

Nevin P. King
User Experience Designer

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About me

I am a user experience designer with nine years of professional experience. While creating beautiful websites is entertaining, my passion is designing meaningful and functional user experiences. I am not a freelance artist or job hopping consultant. I want to work with an organization that I can call family. I spent eight great years working with a single corporation. That allowed me to fully understand the corporate culture, brand, industry, and audience. I was able to leverage that experience to enhance my work.

What I can do for you

By joining your organization's family, I can use my expertise to help you provide excellent user experiences. Hopefully you can understand that my devotion to providing consistently great designs for a single organization for a majority of my career has prevented me from building a colorful portfolio of highly visible but short-lived projects. A majority of my meaningful professional work has been devoted to a suite of proprietary software and web services and is covered by an NDA.

Rather than display a series of images of mockups and design documents redacted to the point of being indecipherable and lackluster, I would like to share my design process and methods with you so that you can gather a real understanding of how I operate. My design process always begins with the same question:

Who is the user and what do they do?

Any successful design must cater to the user. Understanding the user is the most important part of designing human computer interfaces and creating great user experiences. However, understanding the user is also the most difficult part of the design process.

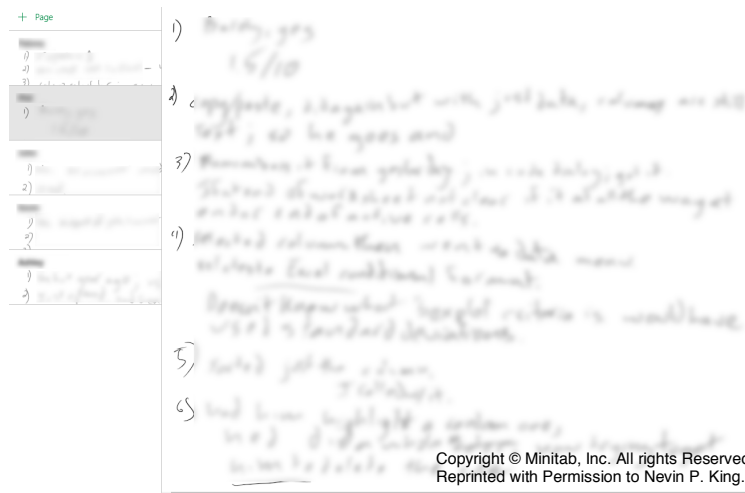
My processes and methods focus on understanding the user while maintaining my organization's vision and brand.

Whether designing a new function, adding functionality to an existing feature, or simply updating a dated design, I use several proven methods to generate meaningful and effective work. These methods include Audience Research, Prototyping, Heuristic Evaluation, Usability Testing, Peer Review, and Iteration.

Audience Research

There are many tools available to assist in getting to know a design's audience. Depending on a project's scope, I will use any combination of interviews, observations, surveys, focus groups, and data analytics to become or remain familiar with the audience.

Depending on the time allotment and resource budget for a project, it may call for different levels of research and analysis ranging from in-depth in person interviews to simply Googling known user archetypes. The important part is that I take the initiative to get to know the audience I am designing for.



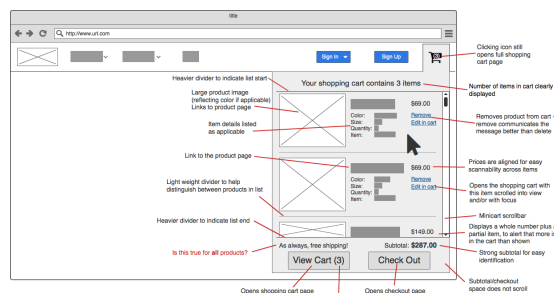
Interview Notes – Handwriting is less distracting than typing

Audience ≠ User: One of the often overlooked aspects of user experience design is the importance of knowing a project's stakeholders. At the end of the day, the stakeholders will be the initial audience for any presented designs!

Communicating with project stakeholders can sometimes be more fruitful than communicating directly with users during the early stages of a design. I take pride in maintaining clear lines of communication with a project's stakeholders from a design's infancy to deployment and beyond.

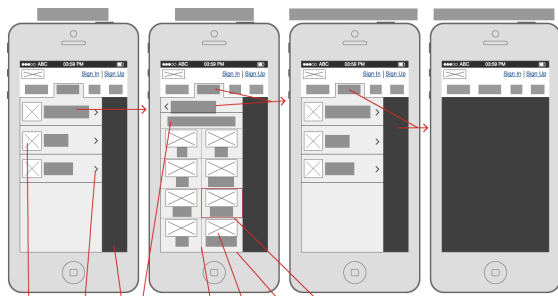
Prototyping

Mockups, wireframes, process maps, and napkin drawings are all useful tools throughout the design process. Early on, sometimes a hand drawn image is enough to work with, while later in the process I may utilize higher fidelity interactive prototypes.

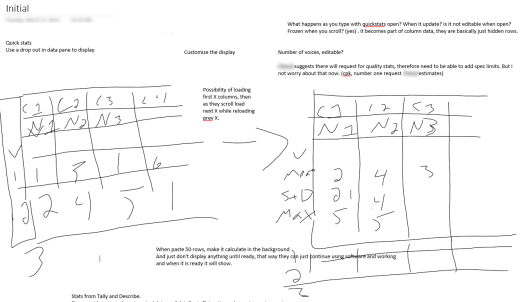


Web Mini-Cart Mockup

I have worked with software and web developers to build fully functioning branch prototypes for testing and presentation purposes and I have built quality mockups of my own as well. Whatever the fidelity, I always produce presentable mockups as a part of my design process.



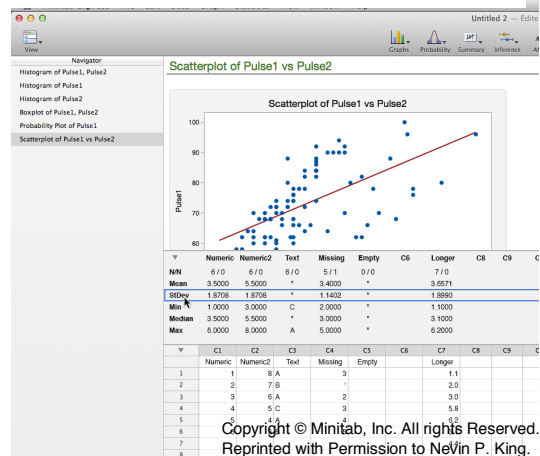
Mobile Navigation Mockup



Hand Drawn Mockup with Notes

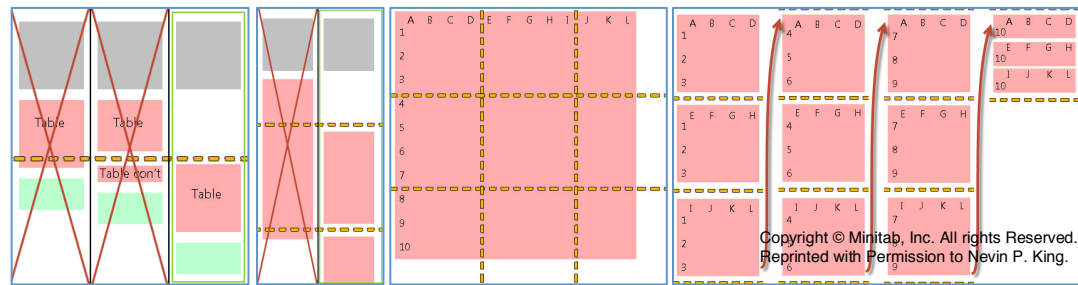


Low-Fidelity Balsamiq Mockups



Photoshop Mockup

I am experienced with Balsamiq, GUI Design Studio, and Photoshop, but sometimes a trusty pen and paper is the most effective tool for the situation at hand.



Visual Aid for Responsive Print Behavior Documentation

Heuristic Evaluation

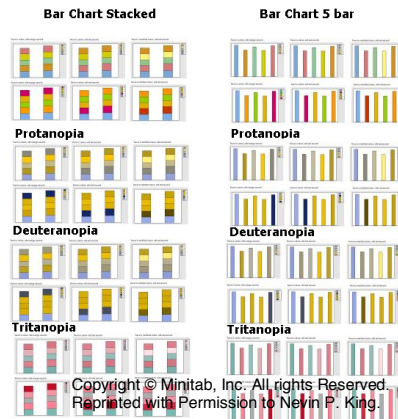
Whether I have a fully functional prototype or just some hand drawn interfaces to work with, I have the ability to take tried and true usability principles and apply them to the design.



Proactive Localization Testing

Sometimes a heuristic evaluation of an initial design can yield immediate solutions to discovered problems. Other times, the evaluation will open doors to new avenues of investigation which lead to the identification and an eventual solution of root issues.

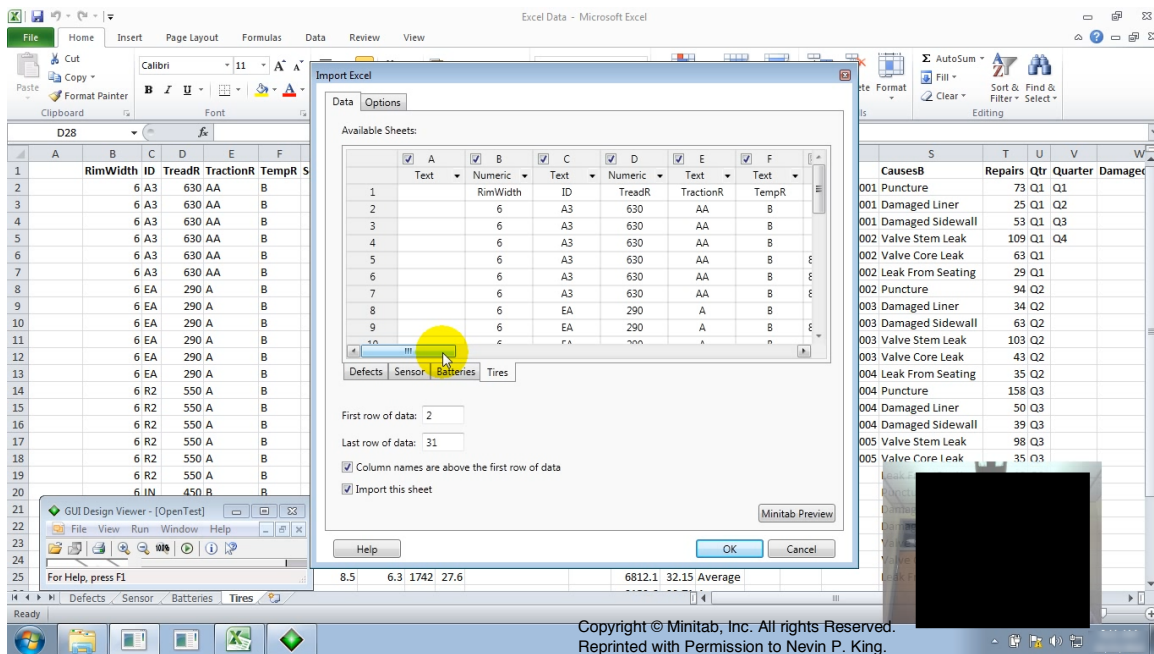
This step of the design process allows me to apply my nine years of professional user-centered design experience to identify and solve most design issues quickly and effectively.



Color Analysis

Usability Testing

No matter how well I think I know the user and no matter how great I think my designs are, usability testing is always an important step in the design process. On several occasions I have been blindsided by seeing my “perfect” design perform poorly with real users during usability testing. This step is extremely important because it is better to be blindsided during testing than during product rollout!



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Usability Testing High-Fidelity Prototype

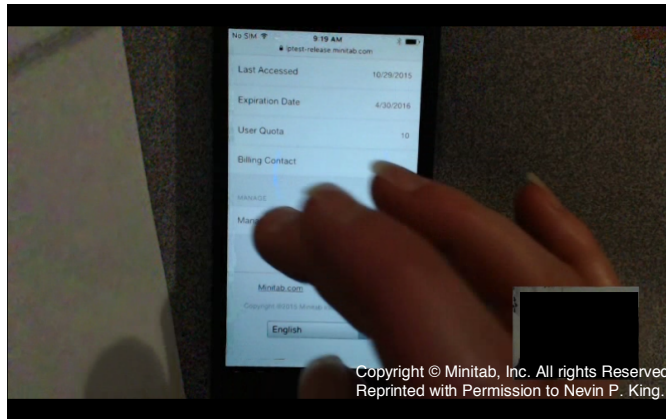
When determining if a usability test is important, design fidelity is irrelevant, budget is irrelevant, and setting is irrelevant. Not all usability tests must be conducted on sourced and compensated participants in lab conditions. User

testing can come in many forms, from the aforementioned conditions to a quick 10-minute interaction with a coworker or two.

I am experienced in planning, organizing, and executing usability tests of all shapes and sizes, from start to finish. From fully implemented functionality testing in lab conditions to quick mockup interaction tests with a coworker, I have done it all.

My greatest strength is not in creating or executing a usability test, but rather in analyzing and disseminating the results. As such, usability testing is my favored tool for any project, whether I am a part of the testing process or not, because the data provided are key to my design decisions.

I am well versed in Morae, Camtasia, and Silverback for usability testing using screen recording, face cameras, and even a Mr. Tappy for mobile device interaction.



Mobile Usability Testing

Peer Review

I enjoy collaboration. Working with other designers is important. Even when I am alone on a project I like to get feedback from my coworkers. Accepting critical and constructive feedback is essential to any successful design. Even if further investigation shows no action is necessary, the feedback investigation itself can help validate design choices.

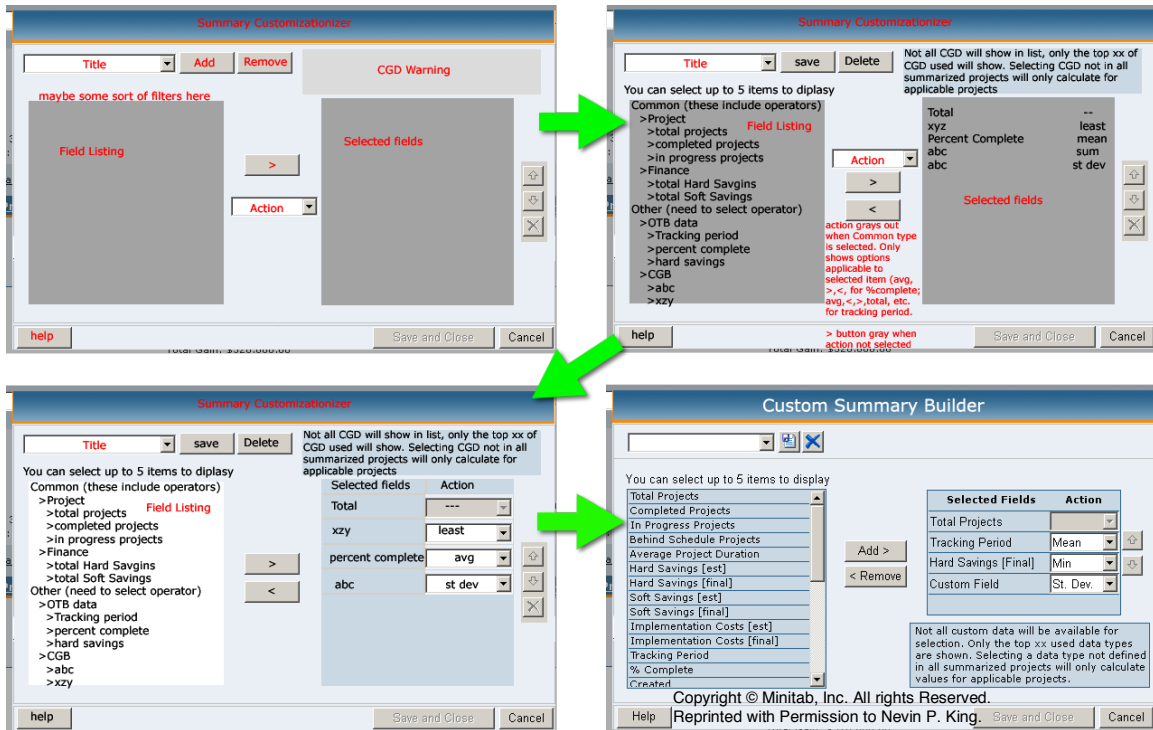
I do not stop at solely working with fellow designers to refine my work. Project stakeholders can be an excellent resource for design feedback. Developers can clarify technical limitations while product managers can provide insight into whether a design is meeting the requirements appropriately. Feedback can come from many places within the organization, not just from the users.

Iteration

After creating an initial design, prototyping it, gathering feedback on it, and testing it, I will analyze all of the results and put the data to work in order to iterate the design as necessary.

The iterative process can be a several weeks long affair for a major project or just a few hours for a small, simple design. The significant part is that I take what I

learned about a design and its audience and I utilize that data to improve the design until it is able to fully meet the requirements, all the while remaining user friendly and accessible.



Visualization of a Simple Iteration

The iterative process often involves stakeholder reviews and design presentations. I am comfortable using data and best practices to defend my designs while remaining open to criticism. Depending on the project, I can present designs in any number of ways, ranging from a deliverable technical design document to a full-fledged design presentation.

Factors out of my control often arise during the iterative process. Experience has enabled me to take setbacks and unexpected changes into stride. I will adjust a design as necessary to continue to meet requirements, using data and best practices to support my decisions, while remaining realistic and feasible.

No matter what the scope of a project is, I incorporate all of the methods above into my design process. Just as a project can vary in scale and magnitude, so can each method I utilize. This enables me to cater to the user with every choice I make, which results in meaningful, effective, user-centered designs. I look forward to using my experience, skills, knowledge, and strategies to help your organization produce excellent user experiences.