

Hello, I'm

Tarsilla Lee

A USER EXPERIENCE RESEARCHER,
DESIGNER AND STORYTELLER

<https://tarsillalee2019.wixsite.com/uiux>



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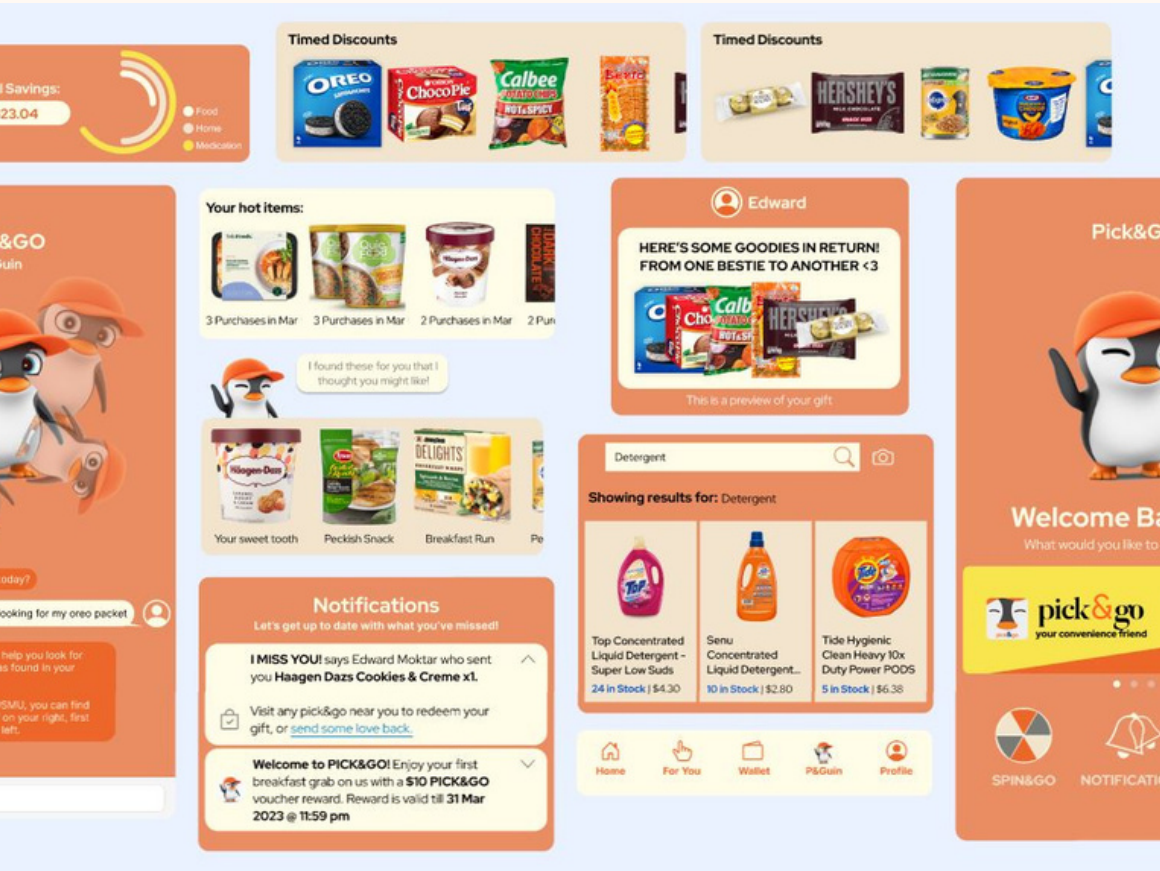
About Me

With a degree in business and a major in data, design and communications, I balance both **storytelling** and **design** by putting customers at the forefront. I am a UI/UX Designer leveraging expertise in user research, interface design, and cross-functional collaboration seeking a challenging position to contribute to innovative design strategies and deliver exceptional **user-centric solutions**.

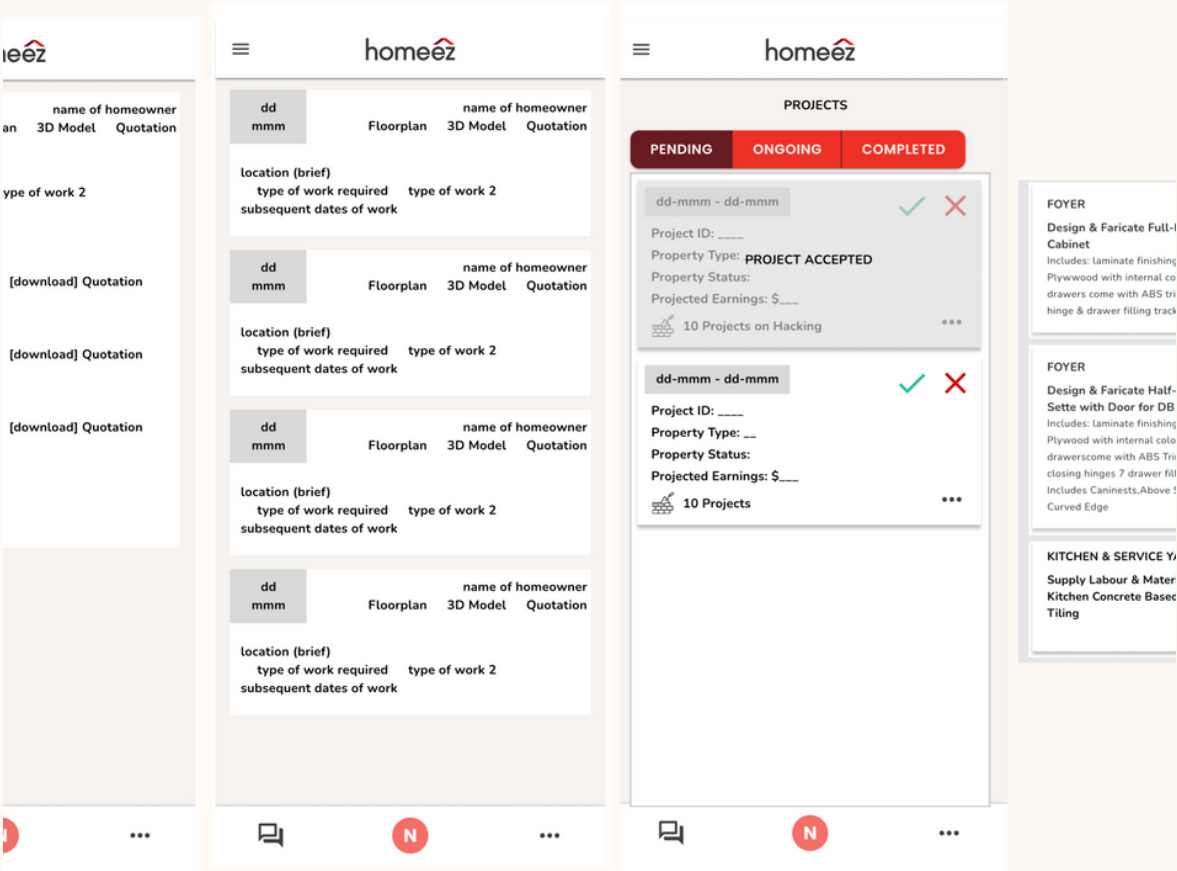


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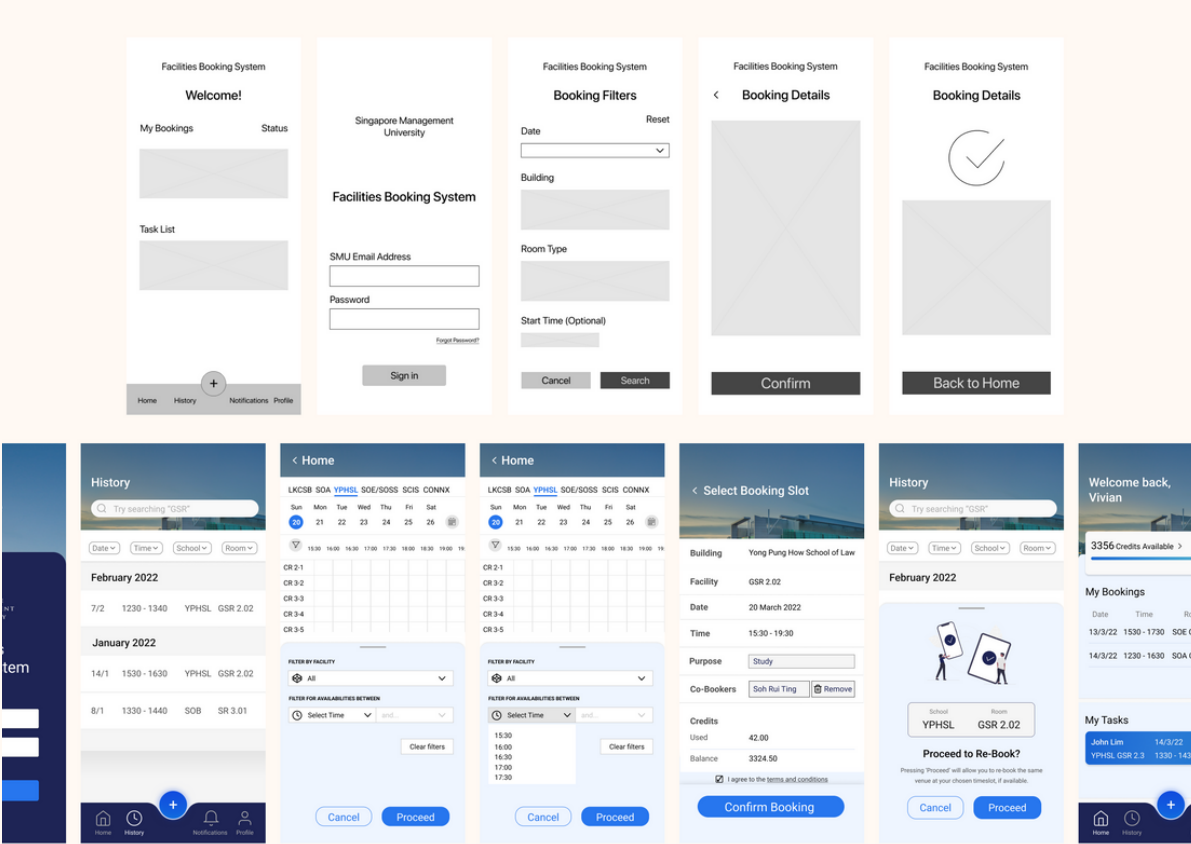
Noteworthy Projects



PICK&GO
UX Design & Go to Market Strategy



MERCHANT PANEL
UX Research & Design



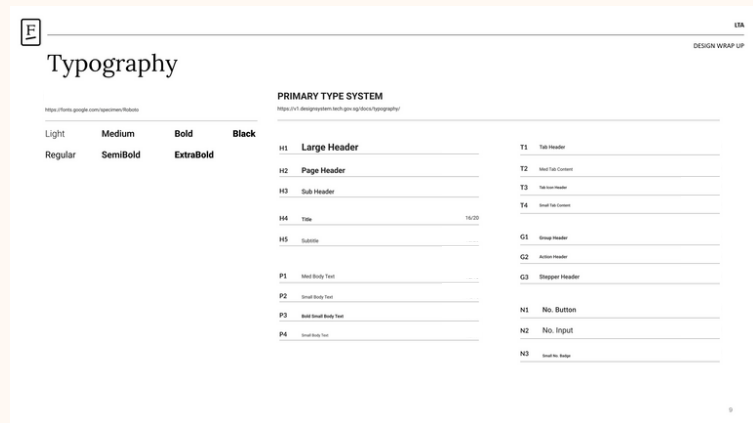
FACILITY BOOKING APP
UX Research & Design

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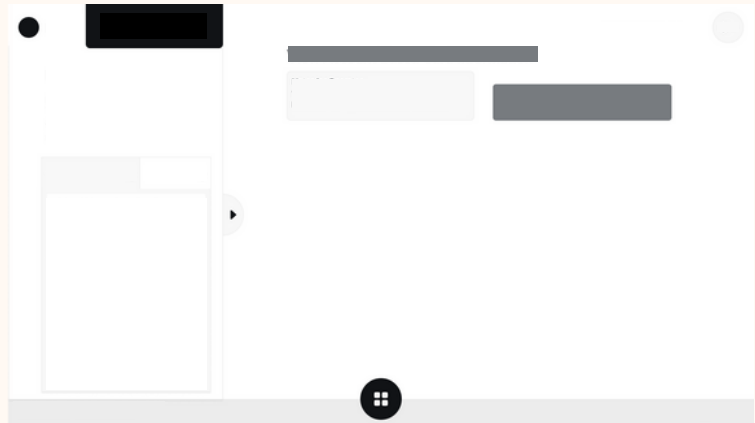
INTERNAL “POS” @ FELLOW

UX Research & Design

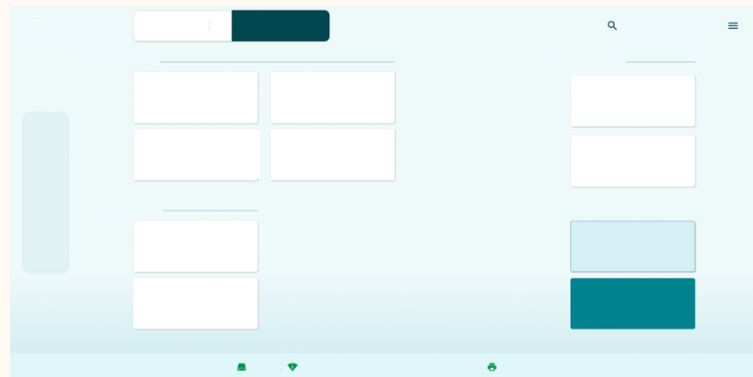
**This was a 5-month long project with a 2028 roadmap focused on the internal system with a desktop-only view. The project was to improve a 20-year-old system which will serve over 100 staff, each with slightly different needs depending on their location, timing, resources, etc.*



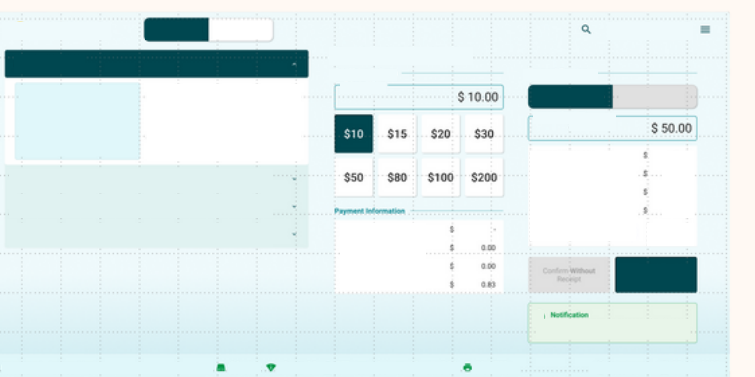
Typography



Low Fidelity



High Fidelity



How Might We

- Improve the efficiency of an outdated software to guide the learned behaviours of users
- Create a modular system to upkeep its eventual scale and features

Skillsets

- Cross-functional collaboration
 - Users, Management, Developers, Senior Management
- Insight generation
- Rapid Ideation, Prototyping, Wireframing
- Empathy Map, User Journey Map
- Product Pitching
- User Testing (with wireframes)

Deliverables

- Mockups for over 16 flows for each of 2 interfaces
- Insight generation of key user pain points
- Proposed user flows for new work stream
- Polished brand guide (colours, font, icons)
- Interface Specification Document

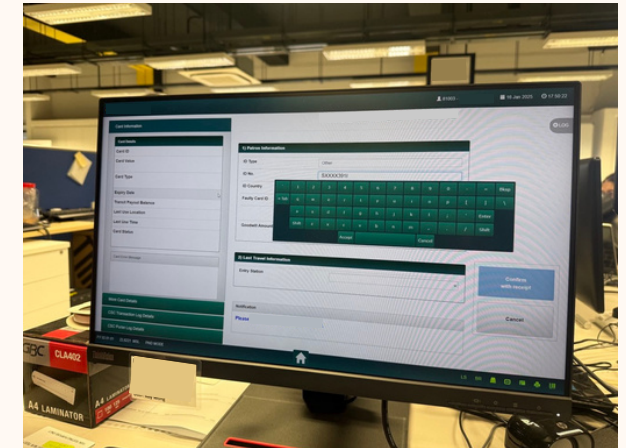
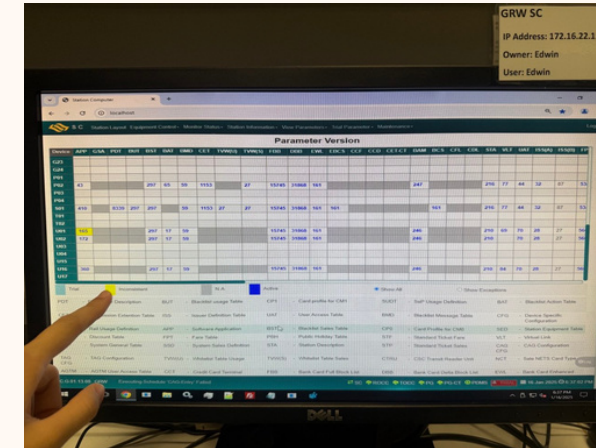
**This project required a signed NDA*

INTERNAL “POS” @ FELLOW

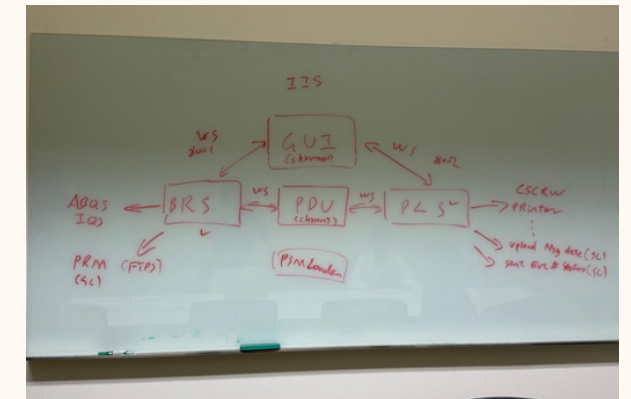
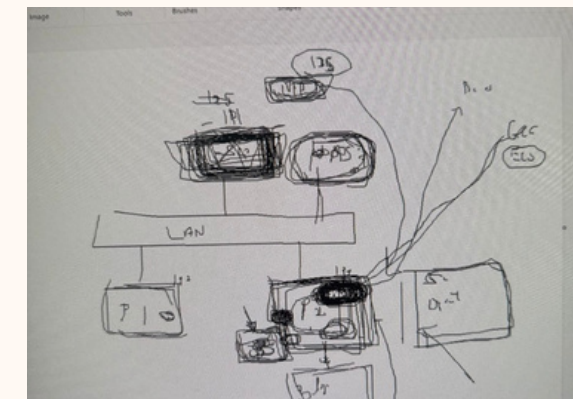
UX Research & Design

Research

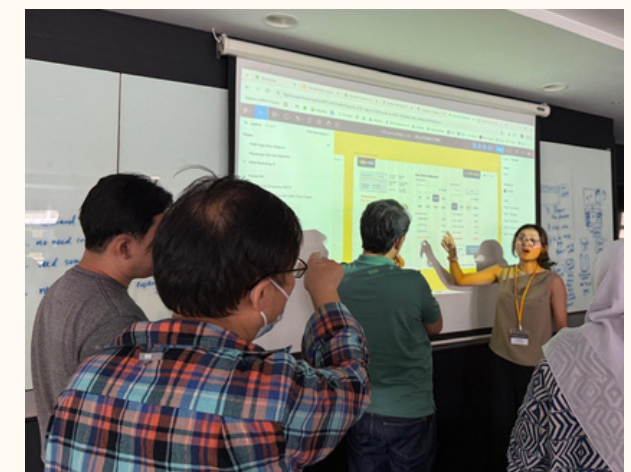
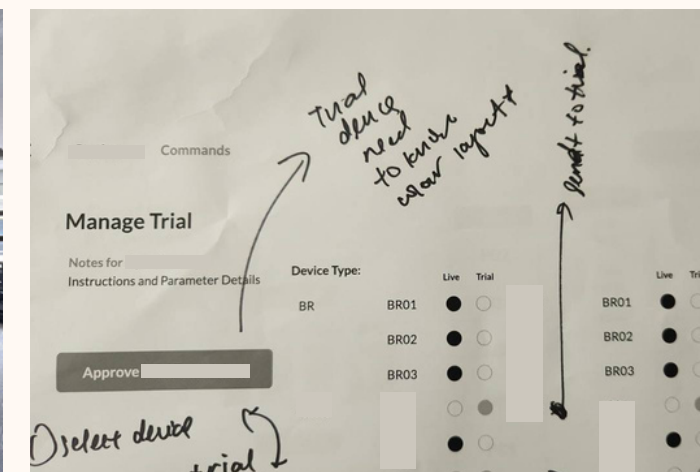
- Understanding Process Flow
- Site Visit
 - Ethnographic Interviews
 - Transcription of Interviews
- Workshop 1 (Paper Prototypes)
 - Low Fidelity + Pitching & Synthesis of Ideas
 - Insight Generation & Grouping
 - Prioritisation Document (Could Have, Must Have, Won't Have)
- Workshop 2 (Mid-Fidelity)
 - Scenario Planning
 - Feature Interactions & Affordances
 - Product-Pitching
 - Forecasted Projects (2028)
 - Handover



Site Visit (Developers, Users)



Stakeholder Meetings (Developers & Management)



Usability Testing Workshops (Management, Users, Dev)

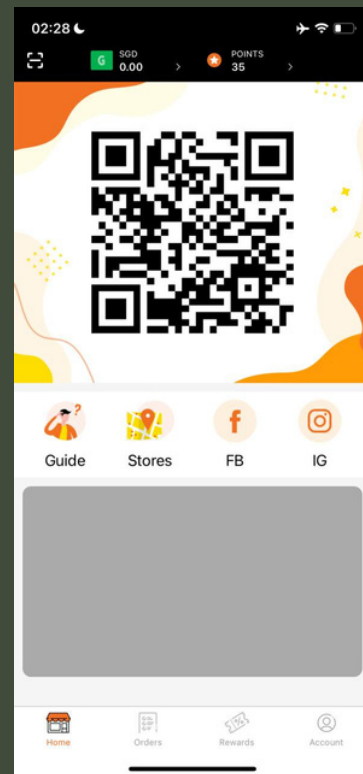
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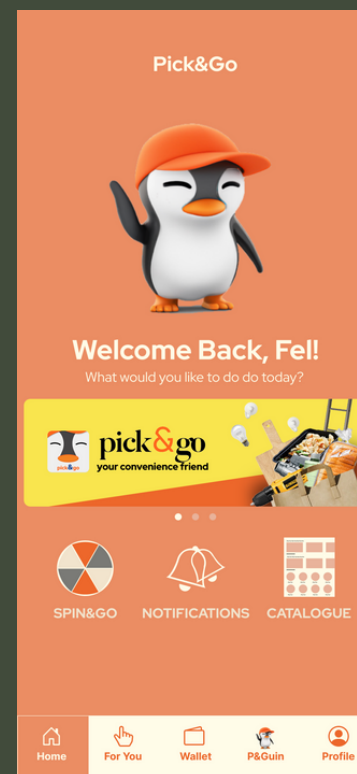
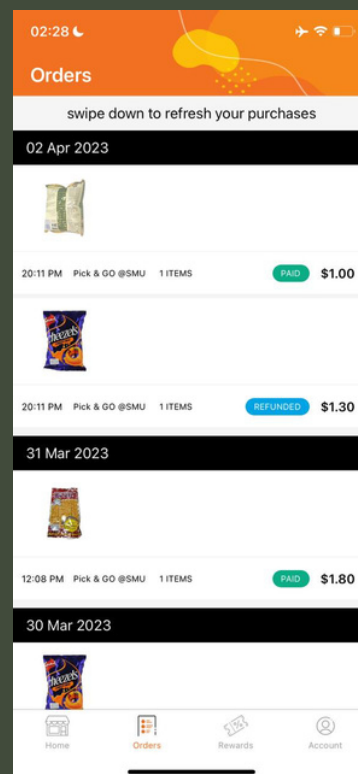
PICK&GO

UX Design & Go to Market Strategy

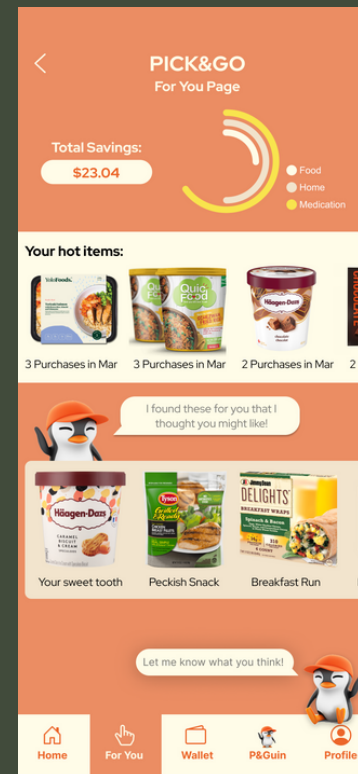
Pick&GO is a small-medium retail enterprise in Singapore. They market themselves as Singapore's first AI-unmanned convenience store but struggle to meet their bottom line, with plans to scale in Singapore, first, then, abroad.



Legacy



Revised



How Might We

- Assist customers on a personal level?
- Make Pick&GO a customer's top of mind brand among other convenience stores?

Skillsets

- Cross-functional collaboration
 - Marketing, Operations, Finance
- Rapid Ideation, Prototyping, Wireframing
- A/B Testing (Copy Writing, Rebranding, Colour Theory)
- Focus Group Interviews
- Data Analytics & Presentation

Deliverables

- Modular Designs
- Addressed Key Concerns with Proposed Designs
 - AI Chatbot for in-store support
 - Home page for design simplicity and advertising space
- Rebranding (Stylistics, Mascot, Colour Scheme)
 - 80% conversion rate 20% retention rate

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PICK&GO

UX Design & Go to Market Strategy

Go-to-Market / Business Redesigned

- Customer-Centric Business
 - Curated insights for higher engagement
 - Develop social network with e-gifting, referral programmes, in-app credit transfers
- Increase in suppliers
 - Onboard new merchants/ suppliers to become a brand that is “a friend for all occasions” rather than compete in a single industry

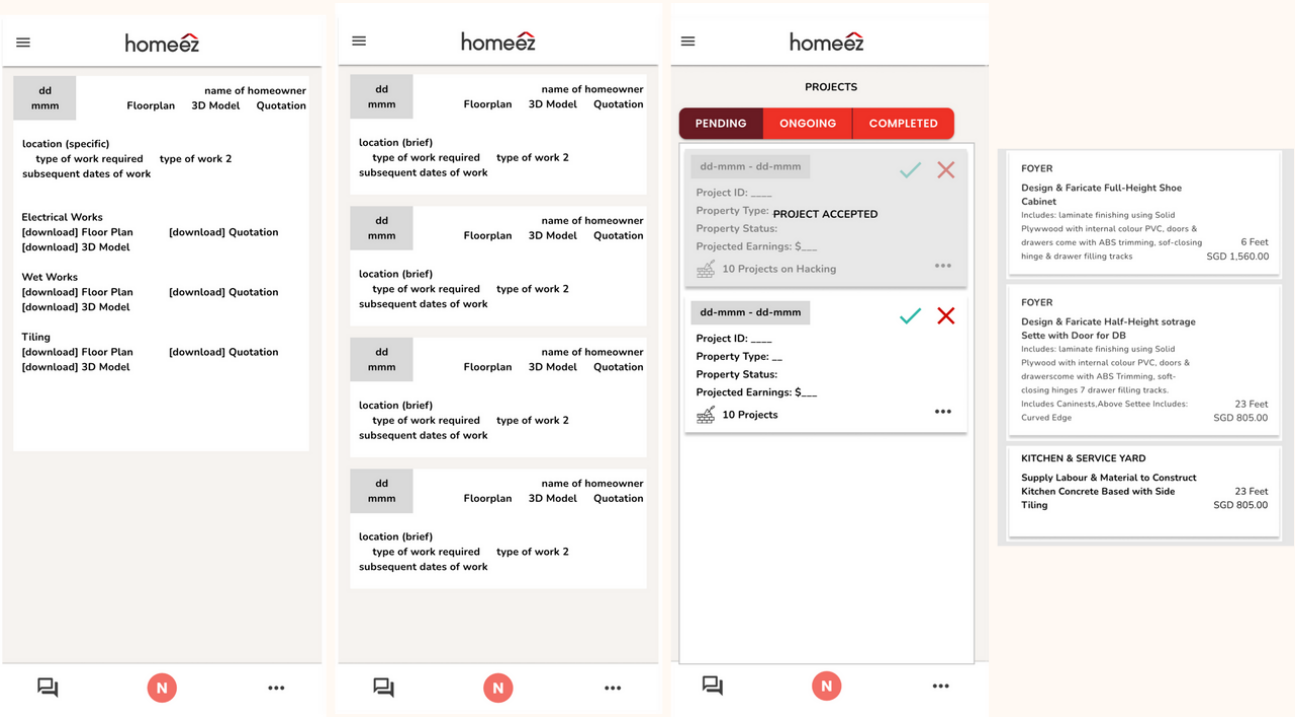


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MERCHANT PANEL

UX Research & Design

Homeez is a renovation-technology start-up working with clients (homeowners) and merchants (contractors) to facilitate the design and build of home renovations. The project aims to build a panel for merchants, clients and business admins to oversee and track actionable items in the completion of the project.



Mobile

How Might We

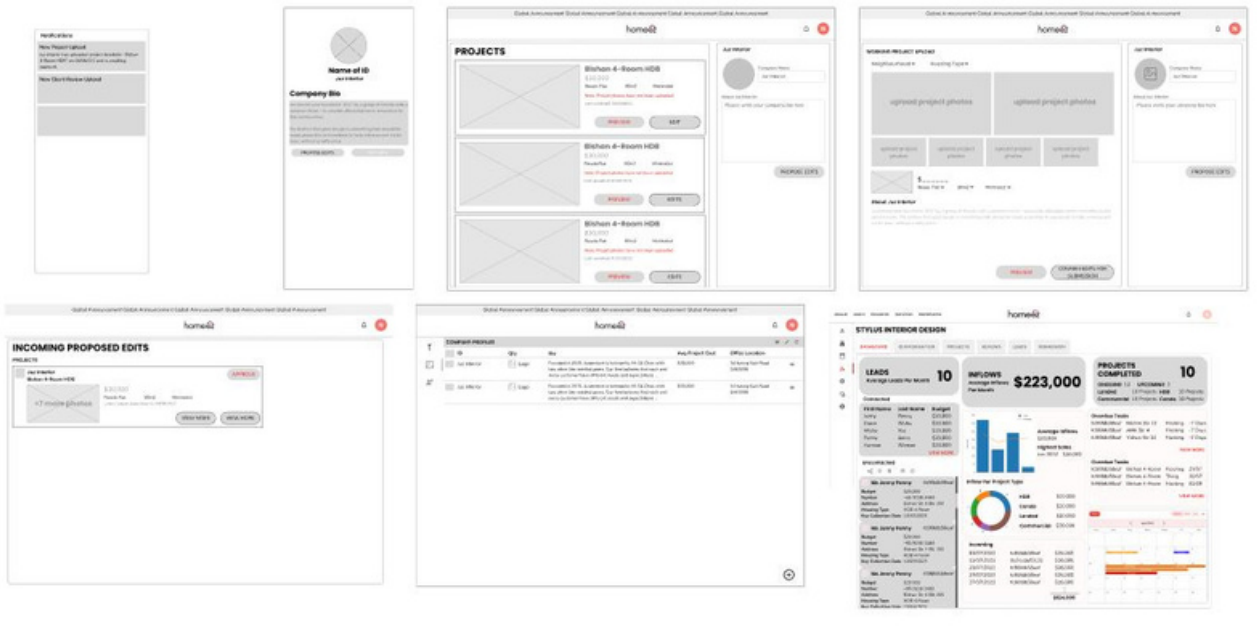
- assist customers (merchants and clients) with their on-the-go habits when it comes to renovation works?

Skillsets

- Multiple stakeholder interrelated designs
- Information Architecture / System Blueprint
- Rapid Ideation, Prototyping, Wireframing
- Focus Group Interviews
- Empathy Map, User Journey Map, Personae
- Product Pitching

Deliverables

- Addressed Key Concerns
 - Upload/ Download
 - Mobile design for on-the-go/ one-handed use
 - “Task tracker” design



Desktop

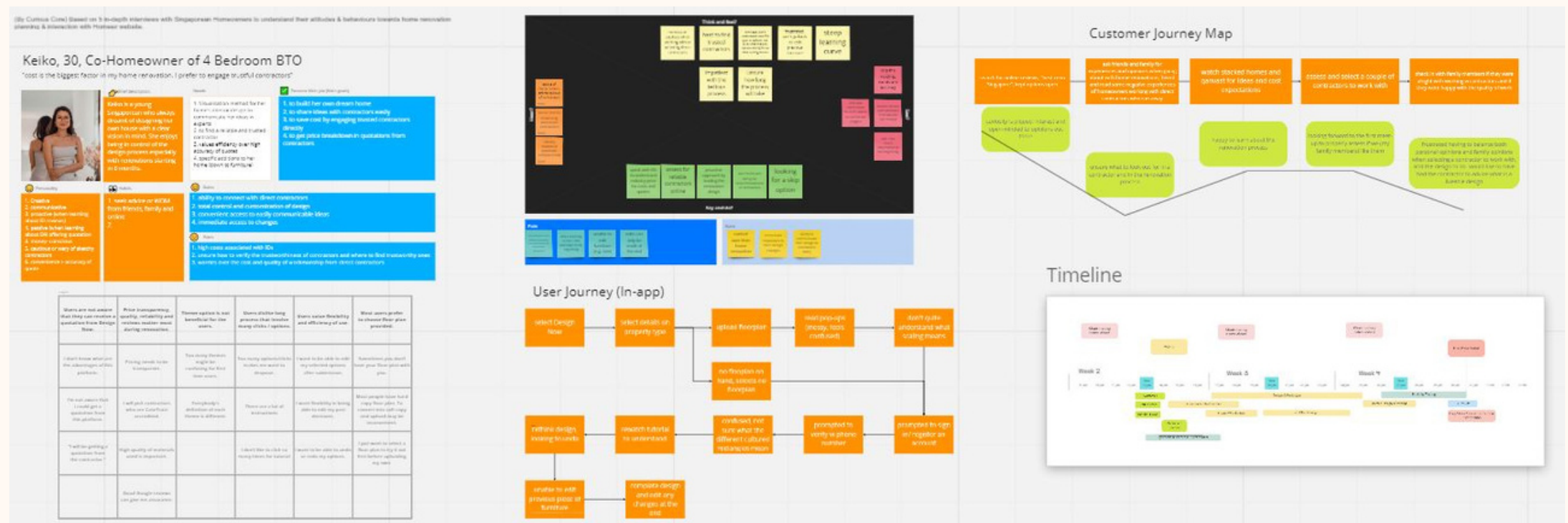
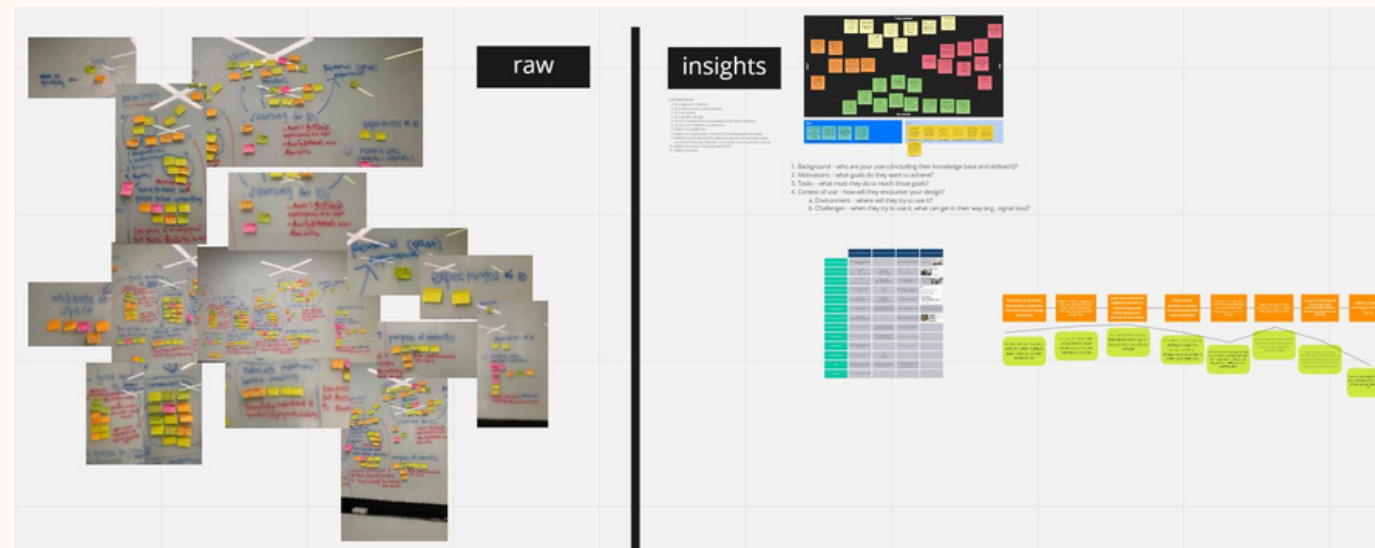
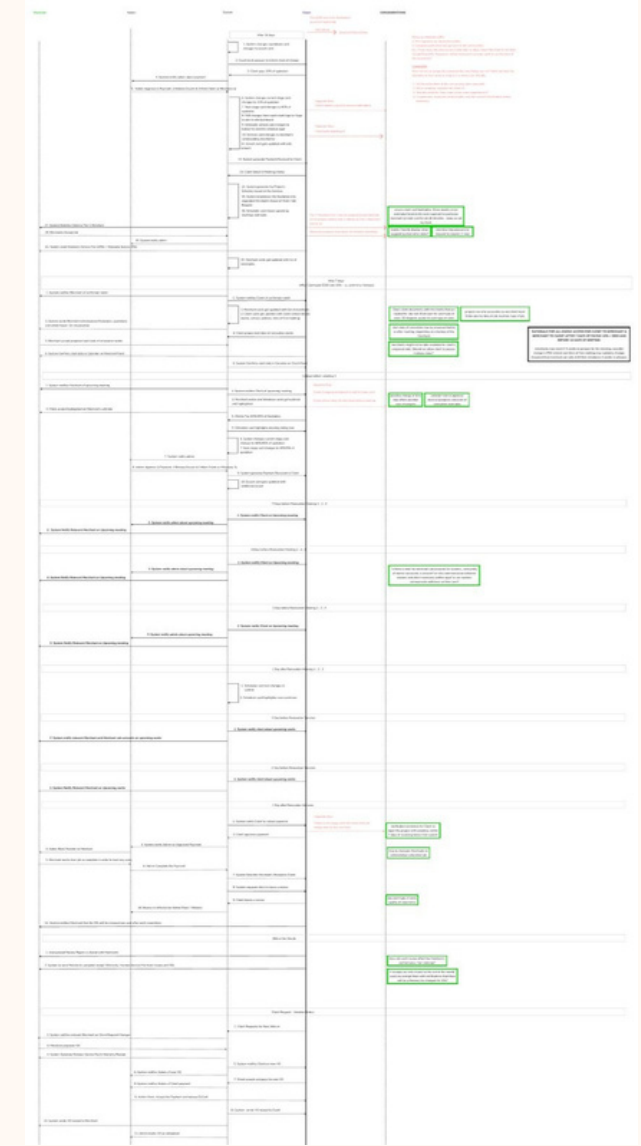
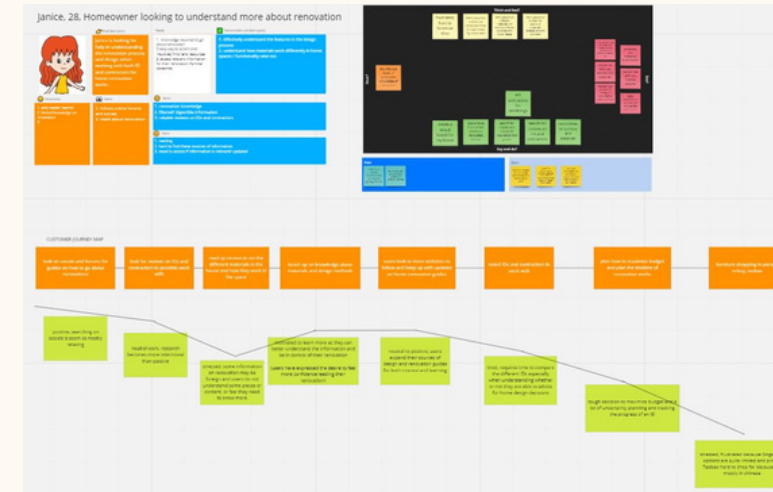
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MERCHANT PANEL

UX Research & Design

UX Research

- Information Architecture/ System Blueprint
 - Revised information architecture to accommodate introduction of new product. Considers the collection, approval and rejection of information from all parties.
 - E.g. Customer submits request for contractor > Admin reviews and uploads information into system > Contractor declines, approves or reserves project*
- Focus Group Discussions, Competitor Analysis, Empathy Map, Customer Journey Map, Persona

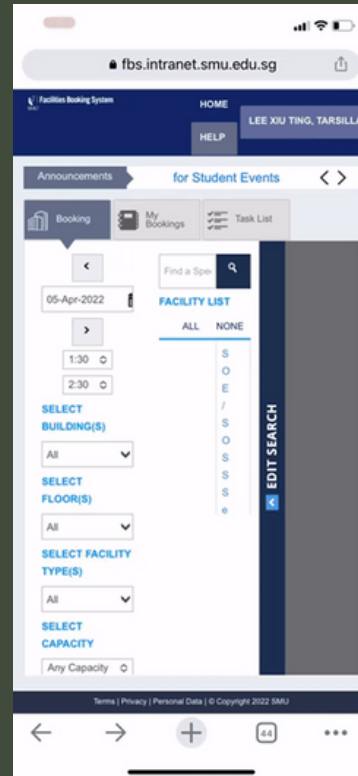


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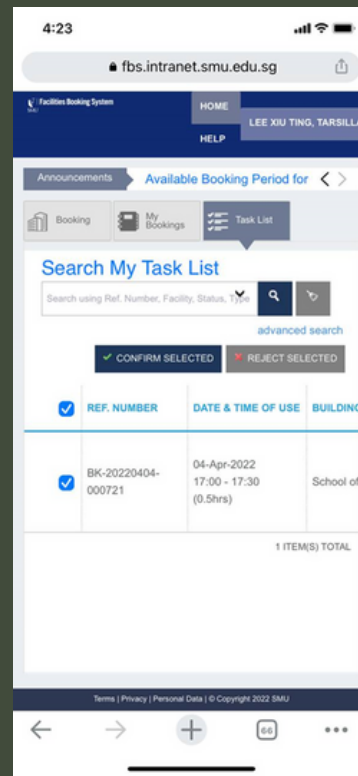
FACILITY BOOKING APP

UX Research & Design

Singapore Management University' Facility Booking Application is serves as the platform for students and staff to reserve facilities for ad-hoc use. The system has all along been operating on desktop view, accessed through the school's portal and is not mobile friendly.



Legacy



Revised



How Might We

- improve the online booking experience for busy, on-the-go users?

Skillsets

- Rapid Ideation, Rapid Testing, Prototyping, Wireframing
- Document Review, Heuristic Evaluation, Focus Group Interviews, Usability Testing
- Data Analytics & Presentation
- Product development (connecting with product engineers)

Deliverables

- Tap-to-select designs (removed tap and hold interaction)
- Addressed Key Concerns with Proposed Designs
 - Single-sign in page
 - Full view of facilities and filters
- 400% reduction in time needed to complete user journey
- 700% increase in completion of bookings made on mobile

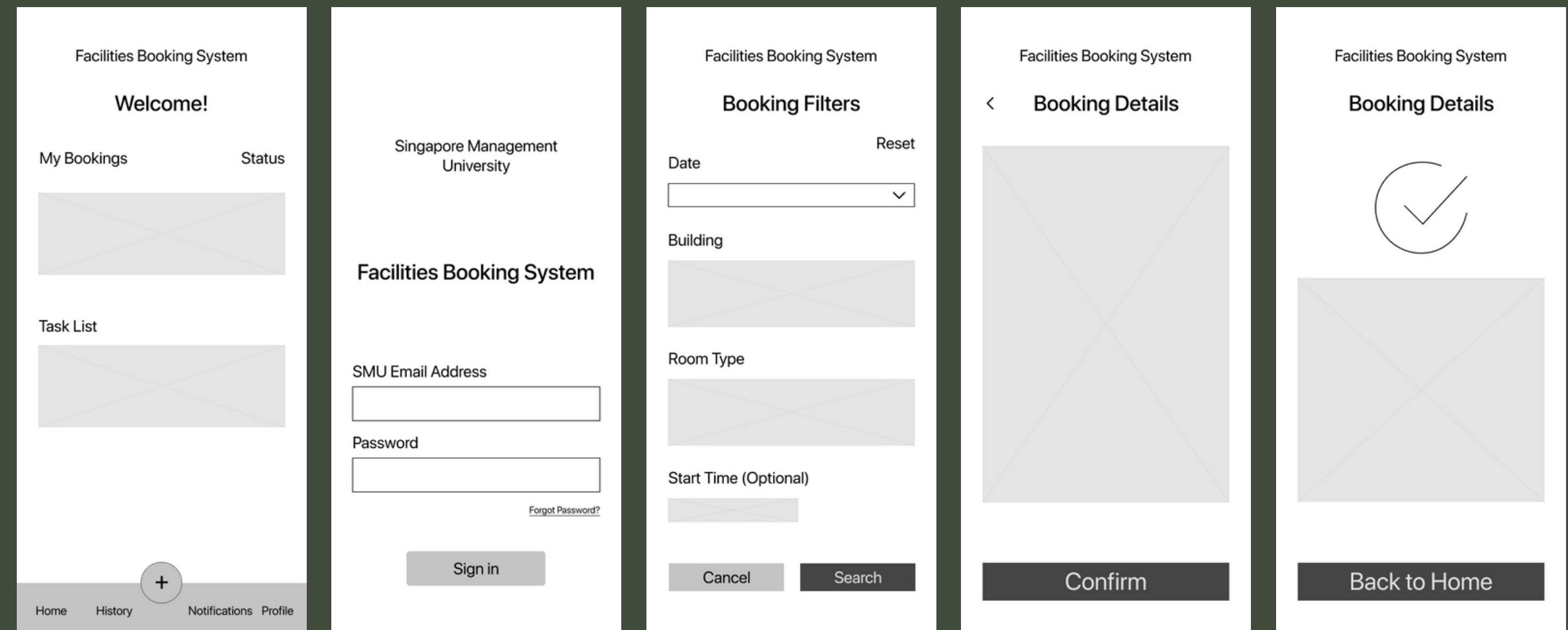
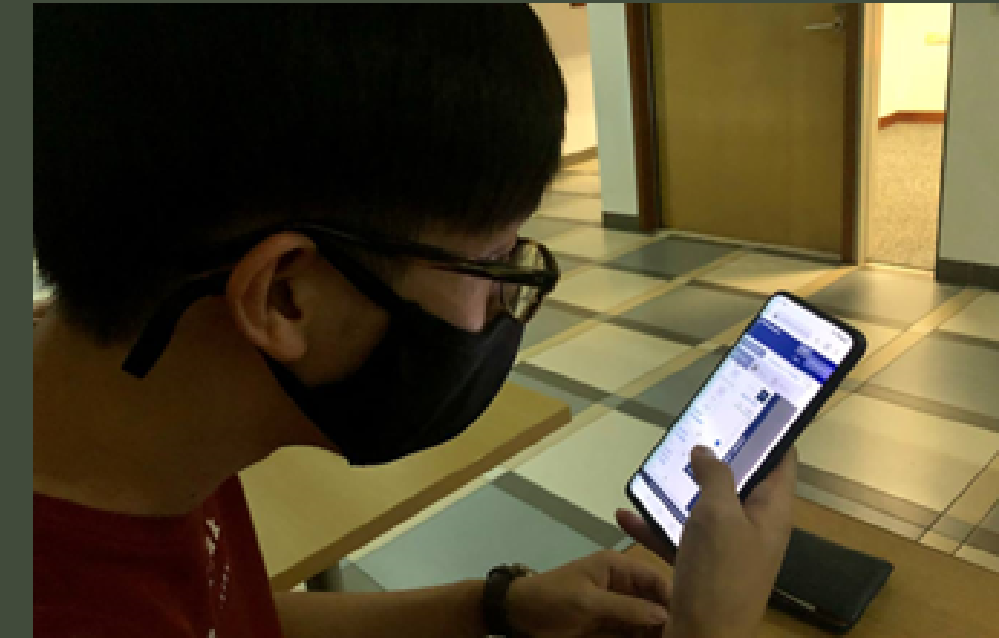
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FACILITY BOOKING APP

UX Research & Design

UX Research

- Rapid ideation & Rapid Testing
 - 8 team members submitted wireframe ideas for the design before we moved into high-fidelity prototypes.
- Usability Testing
 - Spoke with users and watched out for haptics that were relevant to them.
 - Interestingly, we found that most users booked a facility **one-handed** and when **walking**



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What Else?

UX DESIGNER & STORYTELLER

Apart from UX work, I engage in communication or marketing-communication work. These include writing, copywriting, UX copywriting, pitch decks, marketing strategizing and others.



Rebranding of business
Promotional Video
3-Prong Marketing Strategy
Branding & Collaterals

Ubersnap



Copywriting to improve SEO

- Wedding
- Photography
- SME Loan Space



Rebranding of Business for
Singaporean Culture
Pitch deck for Singaporean
Government

pick&go

Go-to-Market Strategy
Rebranding of Business



For more information on my projects,
please check out my portfolio :)

Tarsilla Lee

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and storyteller

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<https://tarsillalee2019.wixsite.com/uiux>