



ISAAC SUNTAG

User Experience Portfolio

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ABOUT ISAAC

I help organizations save time and money by preventing and removing UX related obstacles. My background in full stack development and psychology help me discover and translate the user needs into realistic development designs.

My journey to become a UX designer started with a passion for full stack development and psychology. During my career as a developer I quickly realized poor product design was the cause of much miscommunication and wasted time. Had the psychological human research techniques I learned in school been applied, these problems would have been remedied before production started and saved money and time. This realization led me down the path of UX design.

I take a user-centered approach to design to improve the usability of products. While designing user experiences, I always keep in mind my knowledge of psychology and full stack development. I start my design process with business and user goals and use an iterative process to develop a product that achieves these goals.



CASE STUDY: FIND MY PET

Pet Tracking Application

THE BRIEF

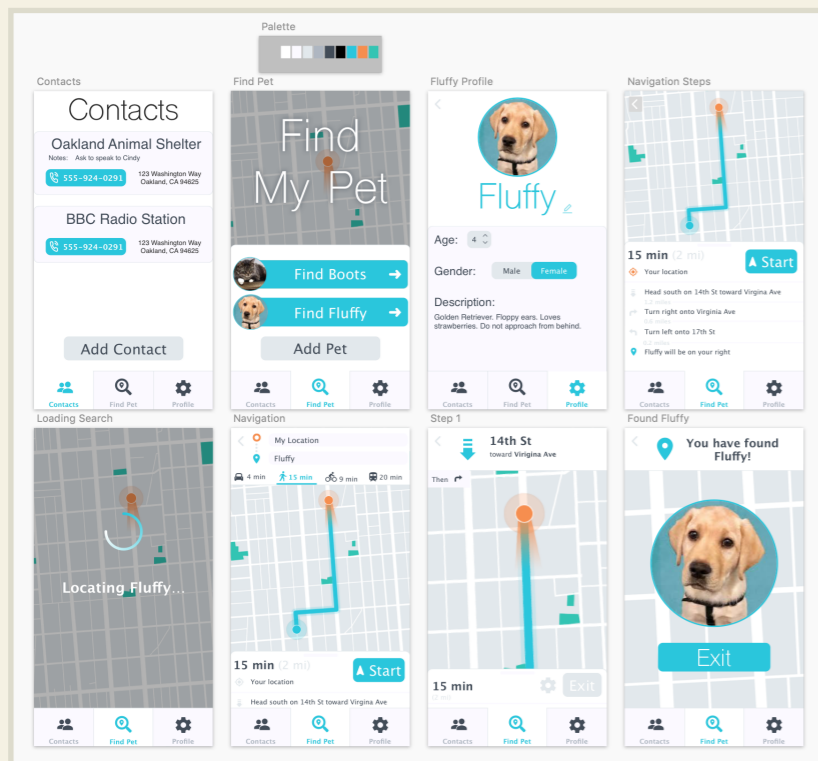
I was part of a small team that was creating a GPS transmitting dog tag and an accompanying application. The product allowed people to track down wayward pets who may have got lost, run away, or been dognapped.

WHAT I DID

- ✦ Carried out user research to determine user need for the product.
- ✦ Determined best method of implementation, application for smartphones, tablets, desktop, or a standalone product.
- ✦ Identified the key user groups and the key tasks, set usability goals, developed a prototype, and ran a usability test before iterating on the design.

KEY TOOLS & DELIVERABLES

- ✦ Personas
- ✦ User stories
- ✦ Red routes
- ✦ Paper prototyping
- ✦ Wireframes
- ✦ User testing
- ✦ Electronic prototyping



THE RESULTS

A smartphone application that was intuitive to use and left 100% of test users happy.

FIND MY PET

Personas & Red Routes

WHAT I DID

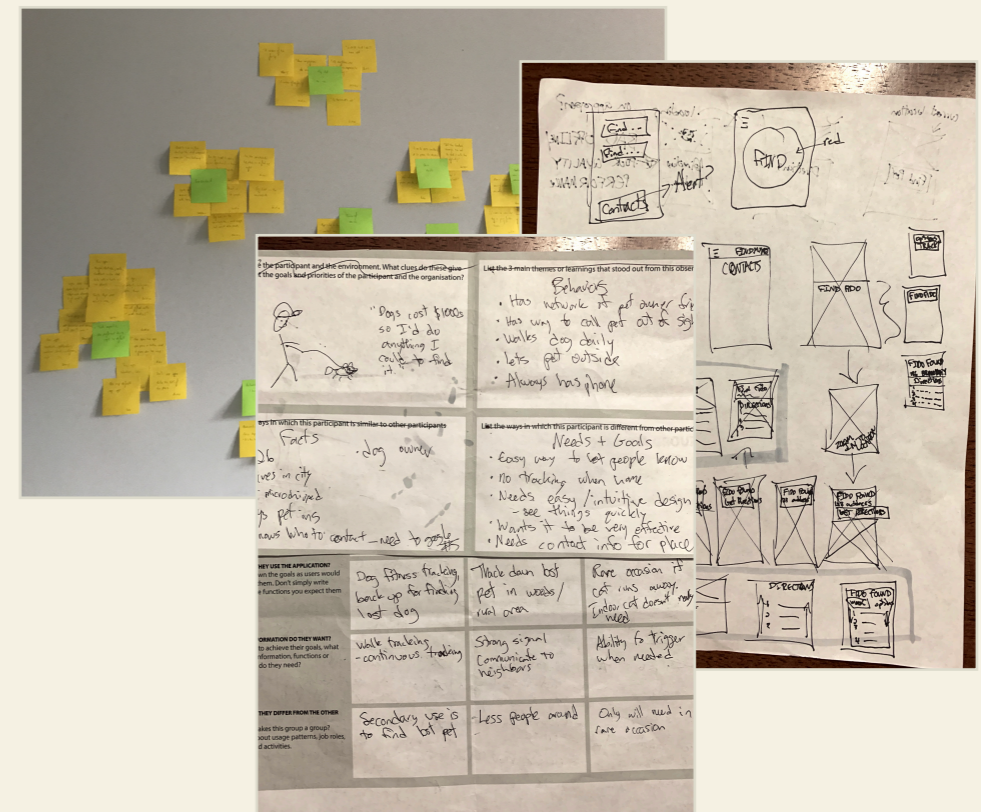
I interviewed 5 people, age range 25-65, to evaluate the need for the system. I also consolidated their wants and needs into personas.

KEY TOOLS AND DELIVERABLES

- ✳ Recorded the user interviews to focus on the body language
- ✳ Used affinity sorting to define personas and red routes

THE RESULTS

- ✳ 3 personas: experienced wayward pet owners, tech savvy users into additional features, and users concerned about petnappers
- ✳ Primary persona requires simple and easy to use mapping, detailed navigation, list of contacts, pet profile with detailed preferences



FIND MY PET

Wireframes & User Testing

WHAT I DID

Created paper prototypes and conducted user testing with 5 users to refine design.

KEY TOOLS AND DELIVERABLES

- * Paper prototyping to iterate through many designs
- * A/B Testing to identify most intuitive features
- * Usability testing to determine changes needed before high fidelity mockup creation

THE RESULTS

- * User testing with paper prototype showed landing page should be search not a home
- * It also showed no need for top navigation because all the pages were within thumbs reach.



FIND MY PET

Electronic Prototype & Usability

WHAT I DID

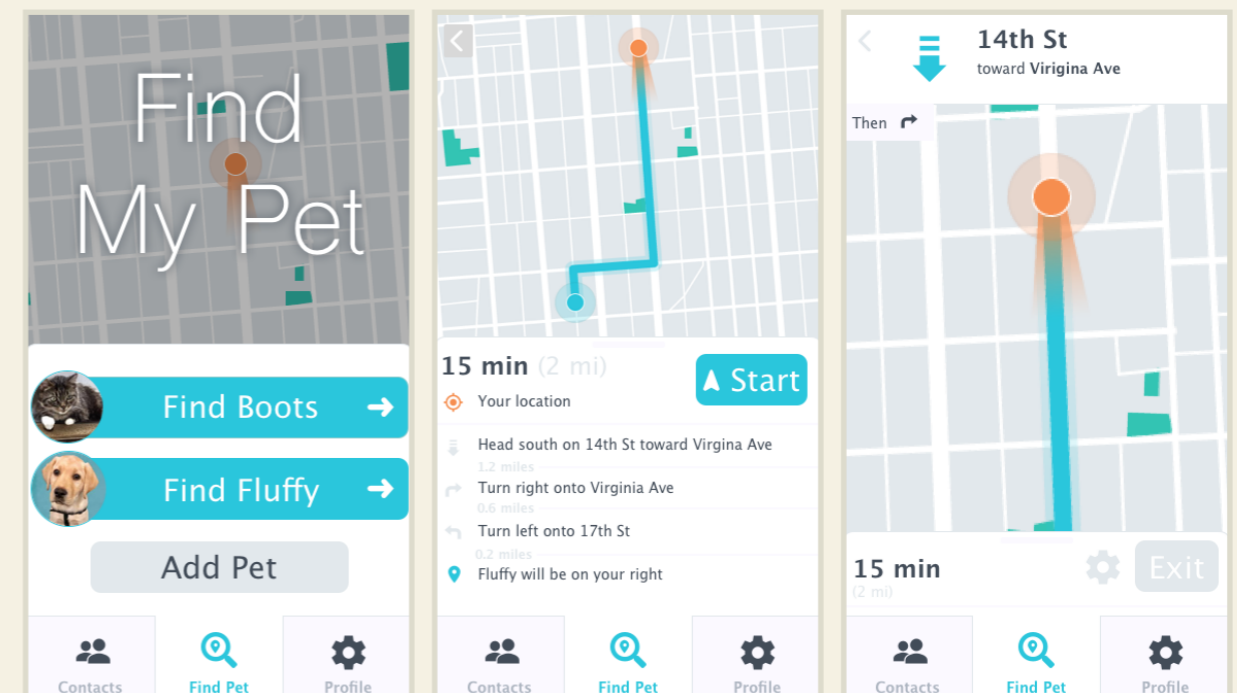
Designed full electronic prototype to measure usability.

KEY TOOLS AND DELIVERABLES

- * Used Sketch to create full electronic prototype
- * Measured effectiveness, efficiency, and satisfaction to determine usability

THE RESULTS

- * 100% of participants correctly completed tasks unassisted
- * No added button pushes to find pet or call contact
- * No negative reactions to use of application. Positive reactions included “It gives me very clear directions to find the lost pet,” “I know what I needed to do easily,” and “intuitive to use.”



TRAINING COURSES

IN ADDITION TO MY ACADEMIC TRAINING I HAVE BEEN LEARNING FROM EXPERTS IN THE USER EXPERIENCE FIELD.

- * David Travis, Udemy - User Experience (UX): The Ultimate Guide to Usability and UX
- * Joe Natoli, Udemy - UX & Web Design Master Course: Strategy, Design, Development
- * Daniel Walter Scott, Adobe Certified Trainer & UI/UX Expert - User Experience Design Essentials - Adobe XD UI UX Design
- * Marieke McCloskey, Director of Research, UserTesting - Intro to UX: Fundamentals of Usability
- * Dennis Field, Branding, UI/UX Designer - Web Design Essentials: Creating Marketing Homepages That Drive Results
- * Kara Hodecker, Product Design Leader - iOS UX Design