

JAMISON WIESER

USER EXPERIENCE DESIGN







# IN A NUTSHELL

- freelance UX designer since 2009
- designer since 2000 where I started at InfoSeek designing mobile apps for the Palm VII
- web app and mobile app design (mobile web, iOS, and Android)
- experience in a wide range of industries and markets
- design workshops, activities, exercises
- user research, information architecture, interaction design
- Interactive prototyping

# CLIENTS

- AOL
- Autodesk
- Blurb
- Climate Corp.
- GE
- HP
- Hot Studio
- Intuit
- LiveJournal
- Netscape
- Six Apart
- Punchcut
- Sutter Health
- Tangible UX
- Ubisoft
- U.S. Bank
- Yahoo!
- Western Union



# UX PORTFOLIO

SELECTED PROJECTS, MORE AVAILABLE UPON REQUEST

# UBISOFT.COM

Leading game publisher Ubisoft did not have a home page showing their range of games, instead forwarding visitors to the featured game. This had significant SEO issues and often confused players as to where they were.

- UX design lead for entirely new web site to promote games promote games and support players.
  - Beginning from scratch. research included stakeholder and customer interviews, competitive audits, surveys.
  - Designed cross-site global navigation system
- Developed a modular and flexible architecture for game promotion sites which can support online gameplay components (team planning, character customization)
- Conducted pre and post testing to validate designs

**MODEL 1**

KEY

- 1 PRE-RELEASE
- 2 LATEST RELEASE
- 3 EARLIER RELEASE
- 4 ARCHIVED RELEASE

**CURRENT AC**

MARKETING: 1 GAME INFO NEWS

COMMUNITY PLATFORM: DISCUSSIONS, ENCYCLOPEDIA, ALL GAMES

MARKETING: 2

- Single URL strategy, always redirects to currently promoted site.
- Previous site removed, unavailable. Catalog page is the only link.
- Content related to previous game may be hidden in other channels (forums, support, etc.)

**MODEL 1: PROS & CONS**

Player	Pro	Con	Score	Comment
Player	Pro		+1	Visual consistency
Player	Pro		+1	Everything in the same place
Player	Con		-7	Assumes all players have the same needs
Player	Con		-3	A lot of information, not targeted, drowns the message
Internal	Con		-1	Compromised objectives
Player	Con		-1	Destination gets recycled year-over-year -> cannot form a habit
Internal	Pro			
Internal	Pro			
Internal	Con			
Internal	Con			
Internal	Con			
Internal	Con			

**Ubisoft Website Screenshot:**

Assassin's Creed Origins

WHERE IT ALL BEGINS

Experience a new way to fight while exploring the Great Pyramids and hidden tombs across ancient Egypt.

EXPLORE ASSASSIN'S CREED BUY GAME

**TRENDING TRAILERS**

- THE OLYMPICS
- RAINBOW 6: BLOOD ORCHID
- KINGDOM BATTLE

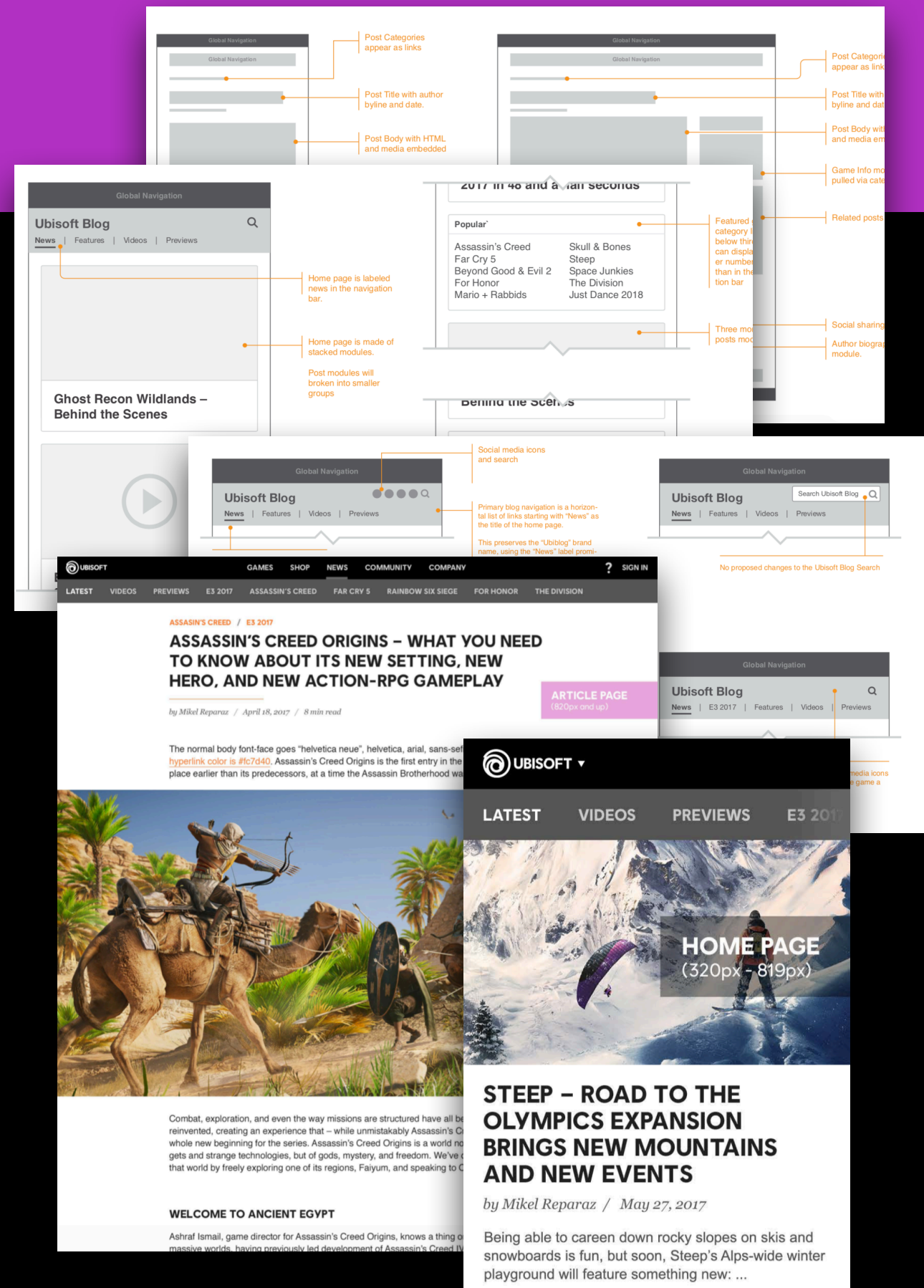
**THE LATEST NEWS**

Trending: For Cry 5, AC Origins, The Division, Ghost Recon

# UBISOFT NEWS

UbiBlog started small, but had become an important channel for the company and players.

- Design lead for entirely new site to and serve as the template and navigation for the game company's network of sites
- Stakeholder interviews, help develop goals and requirements, identify opportunities
- Recommended repositioning UbiBlog as "Ubisoft News", the video game company's primary news channel
- Research, concepts, wireframes, and visual design
- Responsive design from day one, worked with developer creating animation/effects



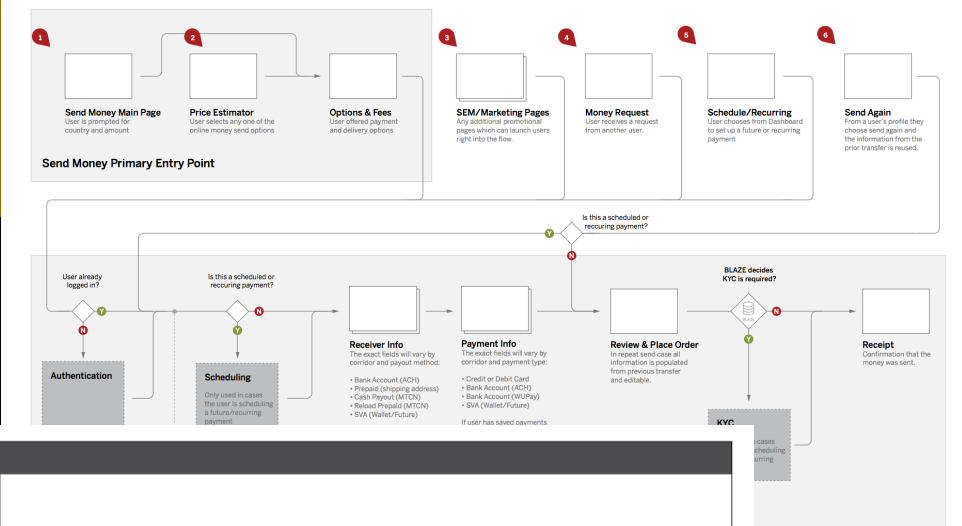


# WESTERN UNION

UX lead for redesign of the web site and only money sending process for the world's largest transfer service.

- Reduced the process of sending money between 200 countries to a consistent four-step process.
- Research studies and usability testing
- Customer interviews and stakeholder workshops with high level manager
- Creation of highly-detailed task flows accounting for multiple security layers and techniques.
- Concept creation and wireframes
- Coordinated a small team of designer working on account management an usability testing

## Send Money Flow Diagram Including entry points



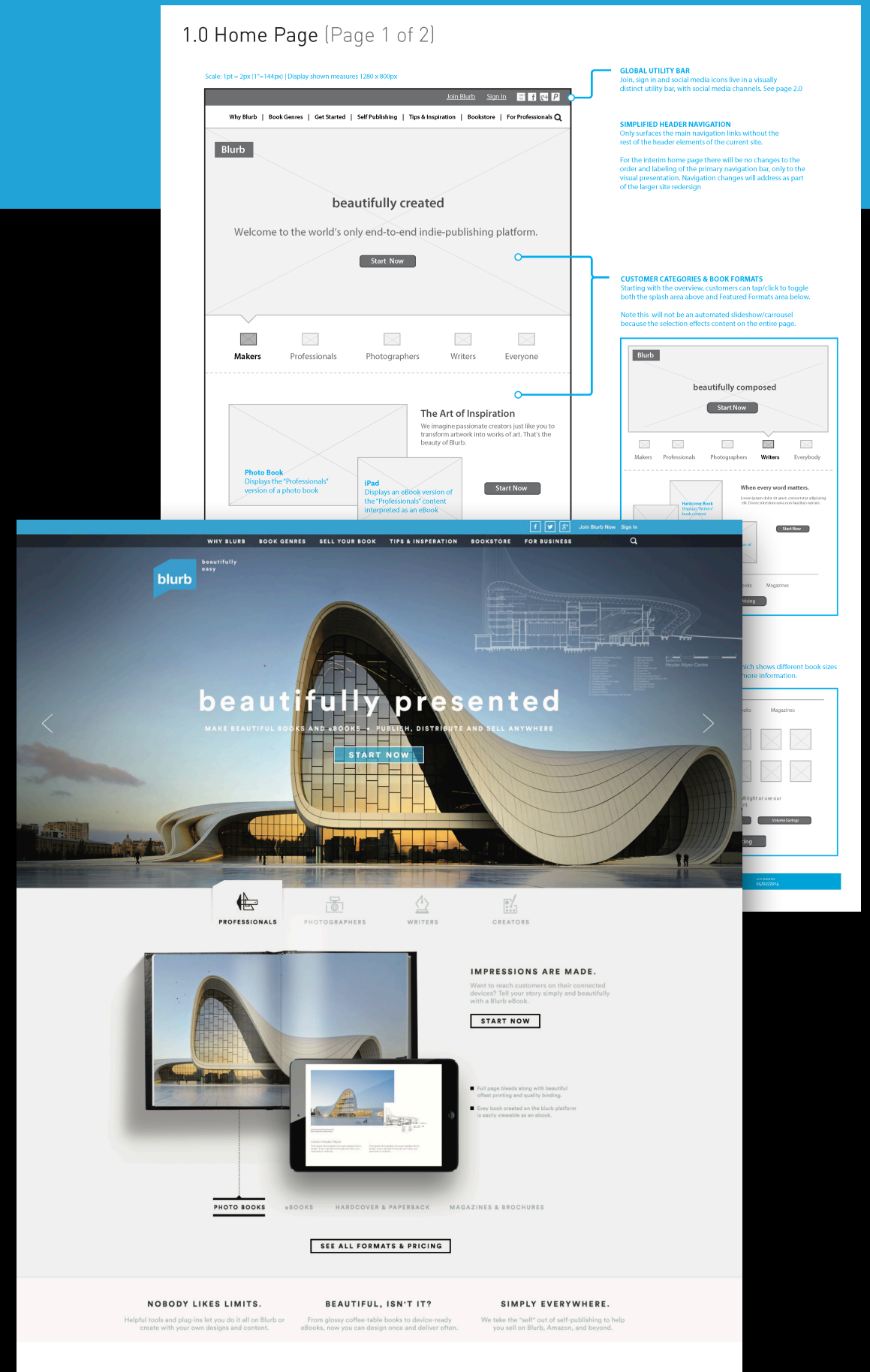
The screenshots show the Western Union website interface. The top screenshot is the 'Review and Place Order' page, which includes sections for Receiver Information (Deliver to: Bank Account, Delivery Speed: 3 Days, Send a notification with instructions to antoniaw1982@gmail.com), Payment Information (Pay with: MasterCard ending 1234, Billing ZIP code: 93214), Scheduling (Recurring Payment Every: Monthly, Starting: January 1, 2012, Ending: December 31, 2012, Send a reminder 2 days before payment to email@address), and Order Summary (Amount: 100.00 USD, Service Fees: 10.00 USD, Discount: 0.00 USD, Transaction Total: 110.00 USD). The bottom screenshot is the 'Schedule Payment' page, which includes a 'Payment Date' section (Select Date..., This payment option requires three days to transfer, take that into account), a 'Set this as a recurring payment (optional)' checkbox, and a 'Continue' button. A 'Summary' section on the right shows Delivery Speed: In Minutes, Pick Up: Cash at Agent Location, Pay With: Credit or Debit Card, Amount Sent: 100.00 USD, Service Fee: 12.00 USD, Discount: 0.00 USD, Total: 112.00 USD. The footer contains copyright information and links to Home, About Us, Contact Us, Help, Consumer Protection, Investor Relations, Careers, Western Union Foundation, Become an Agent, Intellectual Property, Privacy Policy, State Licensing, File a complaint, Terms & Conditions, and Site Map.

# BLURB.COM

Blurb allows customers to self-publish high-quality print books.

The company websites needed a complete revamp to reflect an updated line of products, services, and incorporate a blog for inspiration and ideas.

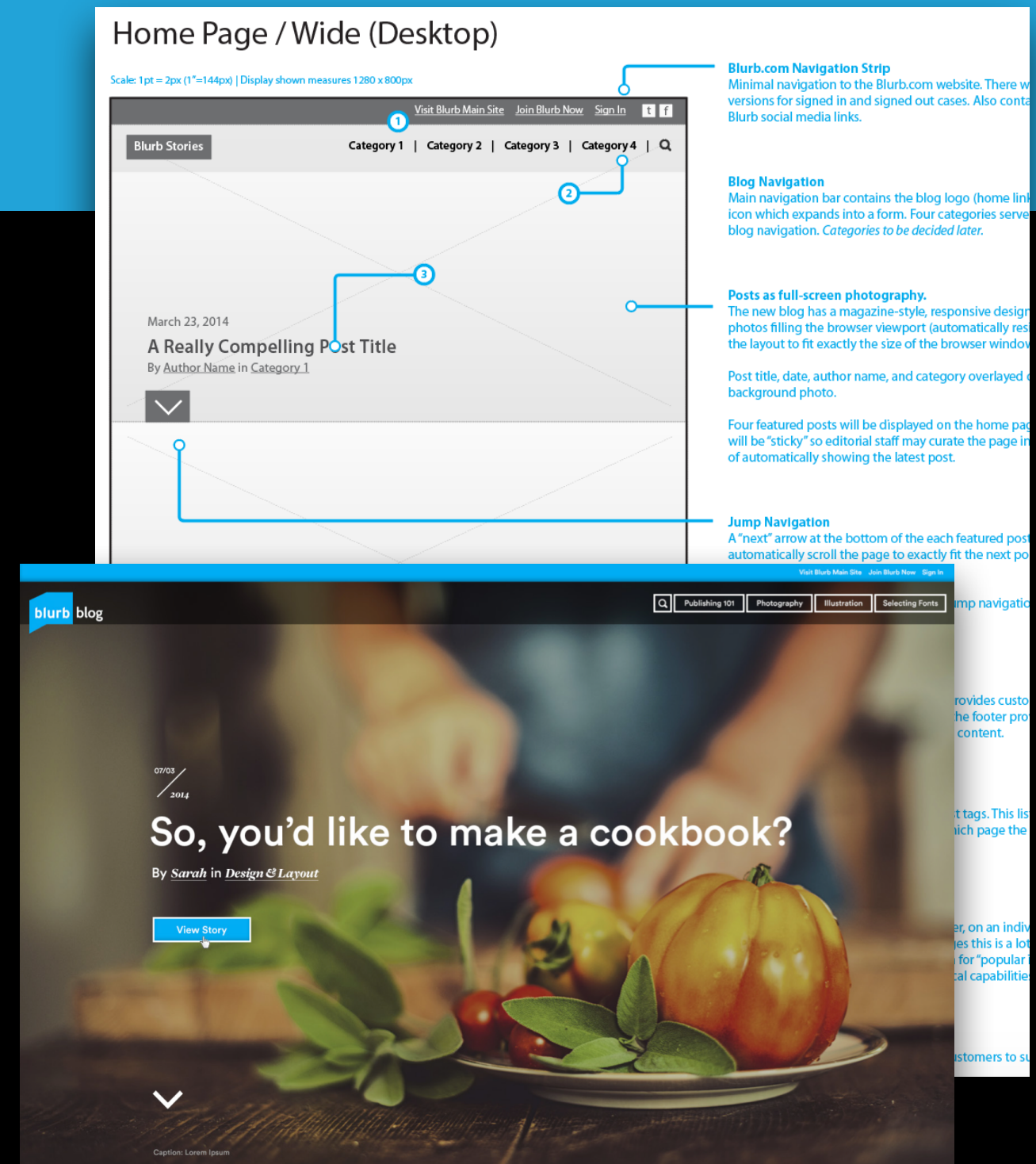
- Stakeholder and customer interviews, surveys and analysis
- Researched customer journey and how the website fit into the process of creating and ordering a book.
- Worked closely with visual designers and developers
- Responsive design considered from day one



# BLURB BLOG

Tasked to redesign an aging blog to be an inspirational and instructional site for existing and new customers with how-to posts.

- Conducted stakeholder interviews
- Customer surveys
- Collaborated with content, photography and developer teams to create a sustainable solution for editing, posting, and maintaining content
- Responsive design considered from day one
- Worked closely with design director to develop “magazine” design concept

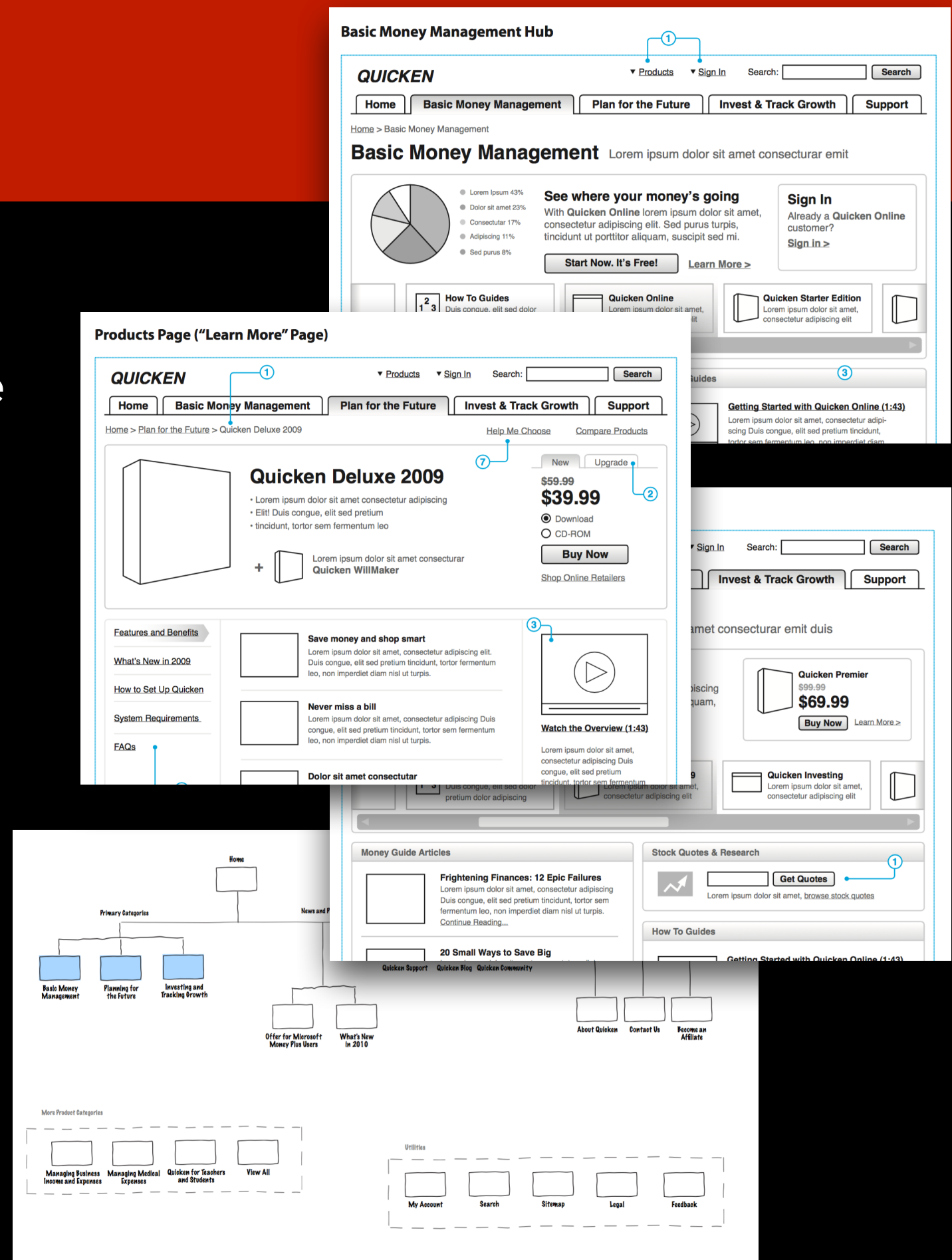




# QUICKEN.COM

Redesign of aging Quicken marketing site and online store to address declining sales.

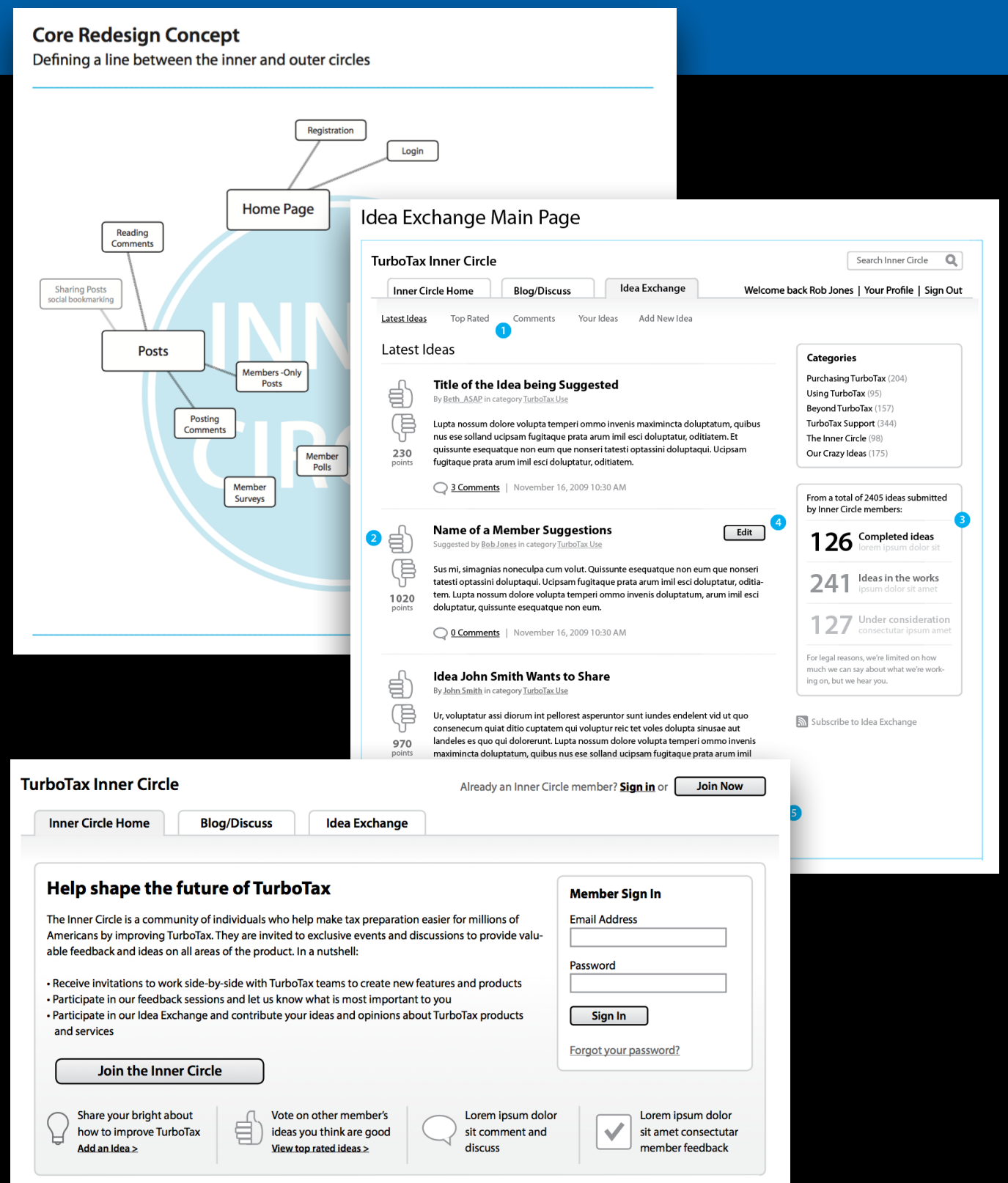
- Usability tests, customer surveys, and interviews
- Stakeholder interviews and workshops.
- Product strategy
- Concept design and new site architecture around activity hubs
- Wireframes
- Reduced barriers to purchase
- New design increased sale



# TURBOTAX / INNER CIRCLE

Create an idea suggestion tool for an invite-only community of long-time users. The existing forum allowed surveys, but not free-form suggestions or member voting.

- conducted stakeholder interviews and workshops
- concept and strategy
- wireframes and specs



# TURBOTAX / ORDER CHECKOUT

Redesigned shopping cart, account creations and checkout process for TurboTax and Quicken Online Stores

- Conducted stakeholder interviews, surveys
- Worked with product team to identify drop off points and the reasons
- Created checkout flow, wireframes, and specification documents

**TurboTax**  
Choose Easy

Return to Cart

Billing & Shipping Payment Create Account Review Order

**Special Offer for You**

Receive TurboTax Automatically Every Year

Reserve now We'll also reserve

**A \$29.95 Value**

Free Quicken Starter Edition or 50% off any other Quicken product. [Learn More](#)

Try TurboTax Advantage and you get immediate access to these member benefits:

- ☐ Exclusive customer and tech support
- ☐ Free Shipping and handling
- ☐ Special offers from our team of preferred companies

**Cart summary** Edit Cart

Cart Subtotal:	\$59.95
Discount:	-\$5.00
Shipping:	\$3.95
Estimated Tax:	\$4.63
<b>Total:</b>	<b>\$63.53</b>

**TurboTax**  
Choose Easy

Return to Cart

Billing & Shipping Payment Create Account Review Order

**Payment**

**Credit Card Information**

Credit Card Number

Name on Card

Expires

01 2010

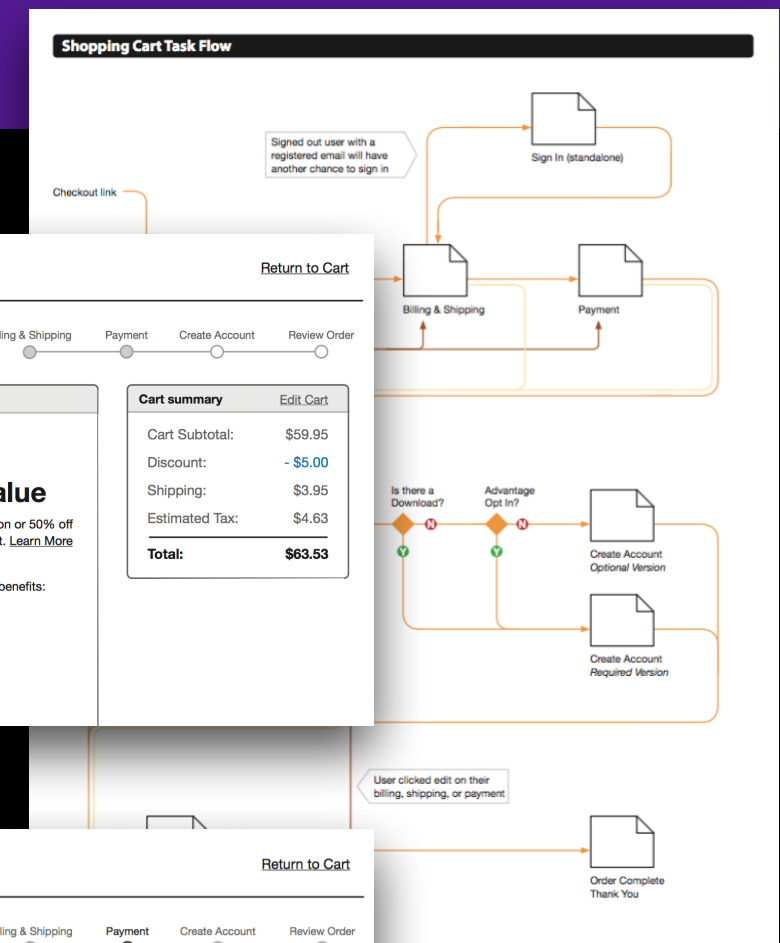
Security Code

You will have a chance to review your order.

**Continue Checkout**

**Cart summary** Edit Cart

Cart Subtotal:	\$59.95
Discount:	-\$5.00
Shipping:	\$3.95
Estimated Tax:	\$4.63
<b>Total:</b>	<b>\$63.53</b>



**TurboTax**  
Choose Easy

Return to Cart

Billing & Shipping Payment Create Account Review Order

**Shipping Method**

- ☒ **3-5 Business Days - \$3.95**  
Estimated arrival: 9/14/09-9/21/09
- ☐ **2 Business Days - \$10.00**  
Estimated arrival: 9/11/09-9/15/09
- ☐ **1 Business Day - 15.95**  
Estimated arrival: 9/10/09-9/14/09

**Order Summary**

Subtotal:	\$59.95
Discount:	-\$5.00
Shipping:	\$3.95
Tax:	\$4.63
<b>Total:</b>	<b>\$63.53</b>

Your credit card will be charged. Please click only once.

**Place Your Order**



# VOX.COM

## Design of a new hybrid social network and blogging service

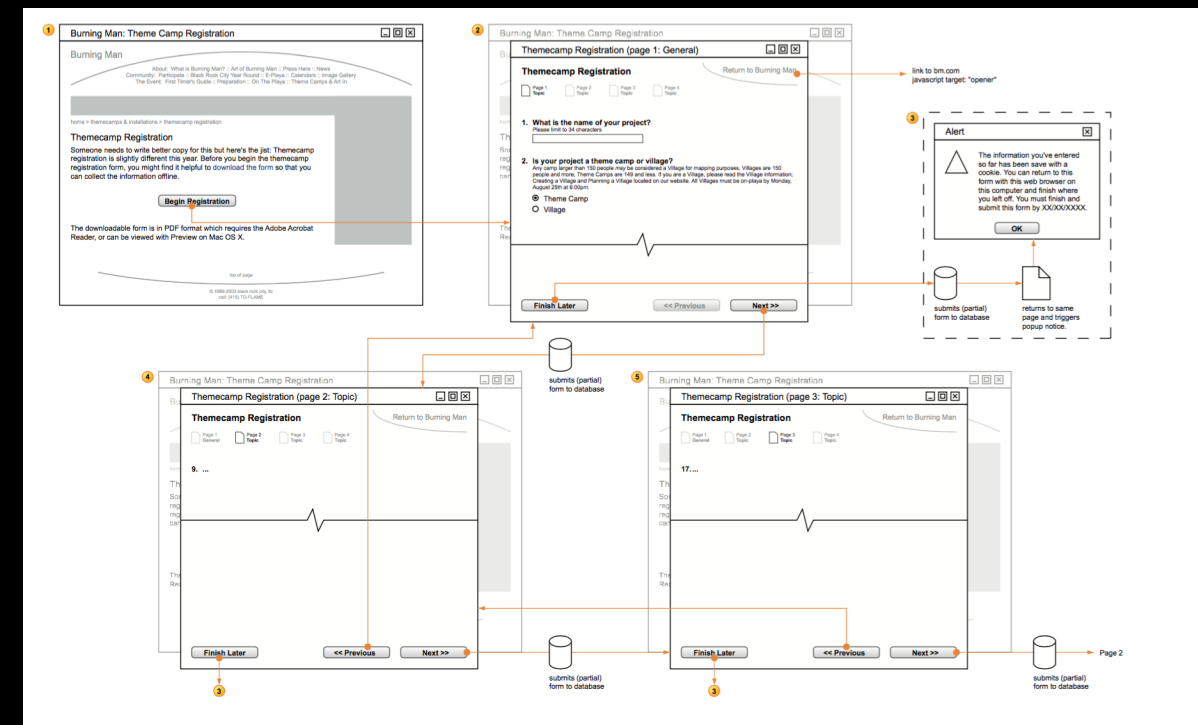
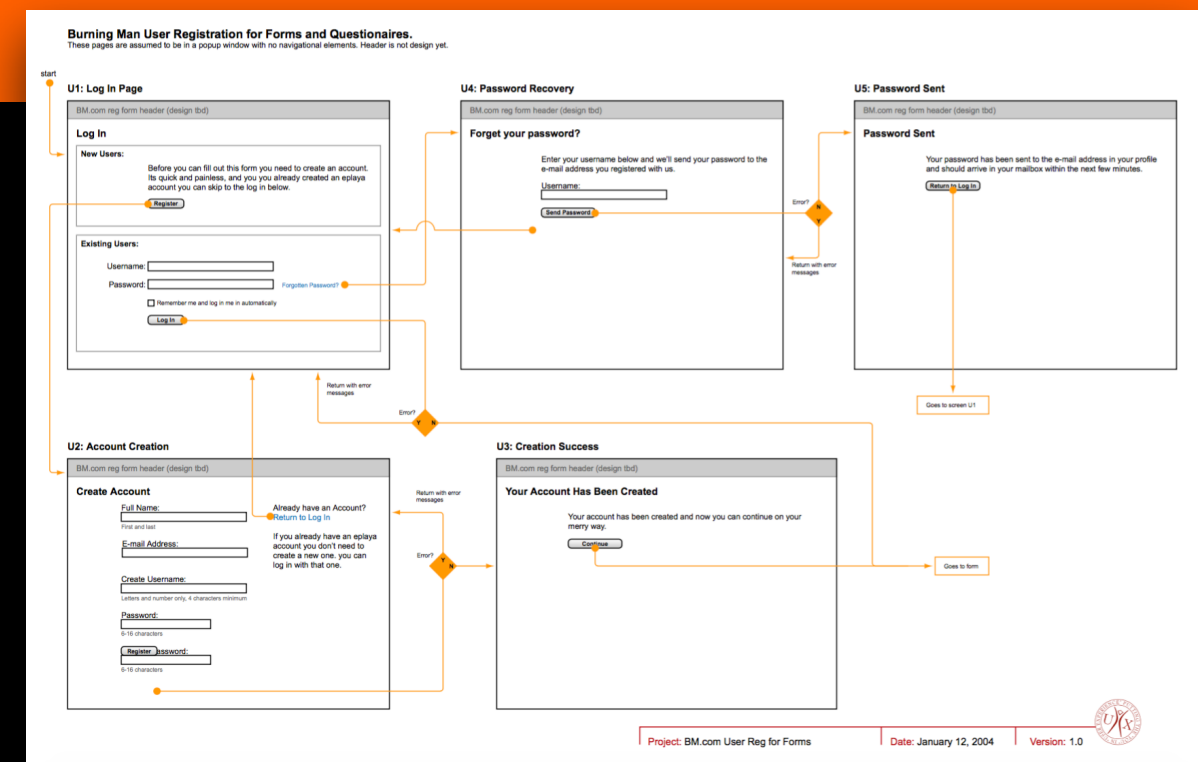
- Participated in all stages of the project working with team members across entire company
- Customer and stakeholder interviews, surveys, and usability testing
- Developed flows for all aspects of user needs registration, set up, customizing the blog, creating, editing, and managing posts. (the backstage)
- Design work also included the reader and commenter experience (the frontstage)
- Worked closely view visual design team to create customizable templates
- Visual design for many of templates and creation of several dozen themes



# BLACK ROCK CITY, LLC

Created a new process for registering Burning Man theme camps, villages, art installation, and mutant vehicles to replace an unmanageable systems of email threads and spreadsheets that the organization had outgrown

- conducted stakeholder interviews
- Worked closely with development team as we built a system from the
- sitemap, taskflows, wireframes
- designed registration and interfaces for both end user and organization staff



# CONTACT

- [jamison@jamisonwieser.com](mailto:jamison@jamisonwieser.com)
- (831) 295-3681
- [linkedin.com/in/jamisonwieser](https://www.linkedin.com/in/jamisonwieser)
- [Jamisonwieser.com](http://Jamisonwieser.com)