Plan

Research

Design

Build

Ulysses Pascal

User Experience

Design|Research

Portfolio

Hello

Ulysses is a multidisciplinary user experience researcher trained in quantitative and qualitative methods.

Process

Plan

I begin my UX design process by assessing the stakeholder's needs and testing hypotheses about problems potential users face. I use interviews, personas, competitive analysis and ethnographic research to gain insight into customer behavior, and to define possibilities for user experiences.

Design

User Experience isn't magic. It is the product of an iterative design process. I switch between high-level tools such as sitemaps and user scenarios, and the more nitty gritty, detailed ortiened boxes and arrows of wireframes.

Research

Designing without testing is like the blind leading the blind. Prototypes, whether paper, PDF or programed in HTML/CSS are essential for receiving customer feedback and refining design.

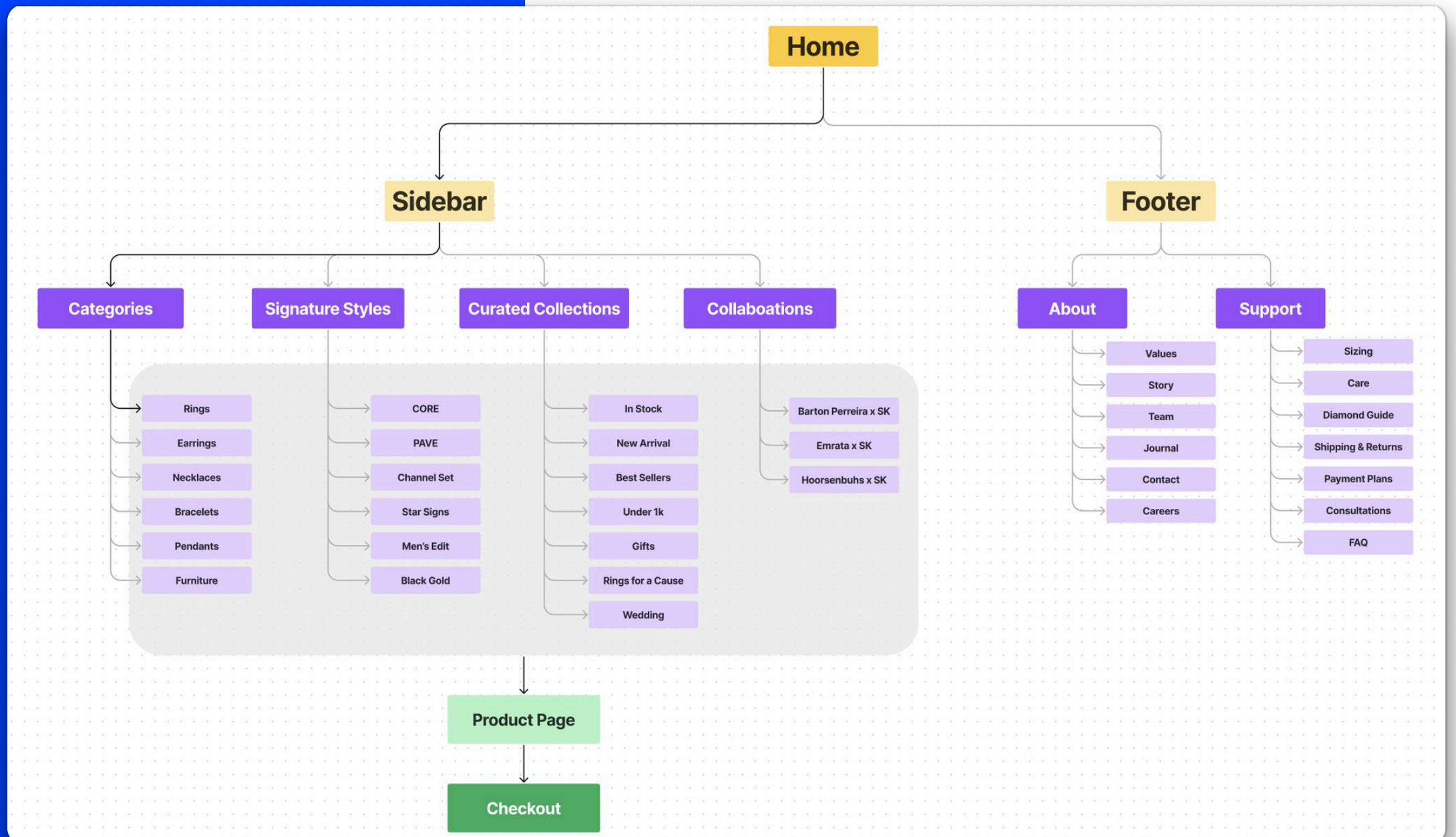
Customer Research

Understand user goals, behaviors, and pain-points through interviews, survey data, search log analysis, and cognitive walkthroughs.

Client: CORAL – an electronic resources management system

High-Level Architecture

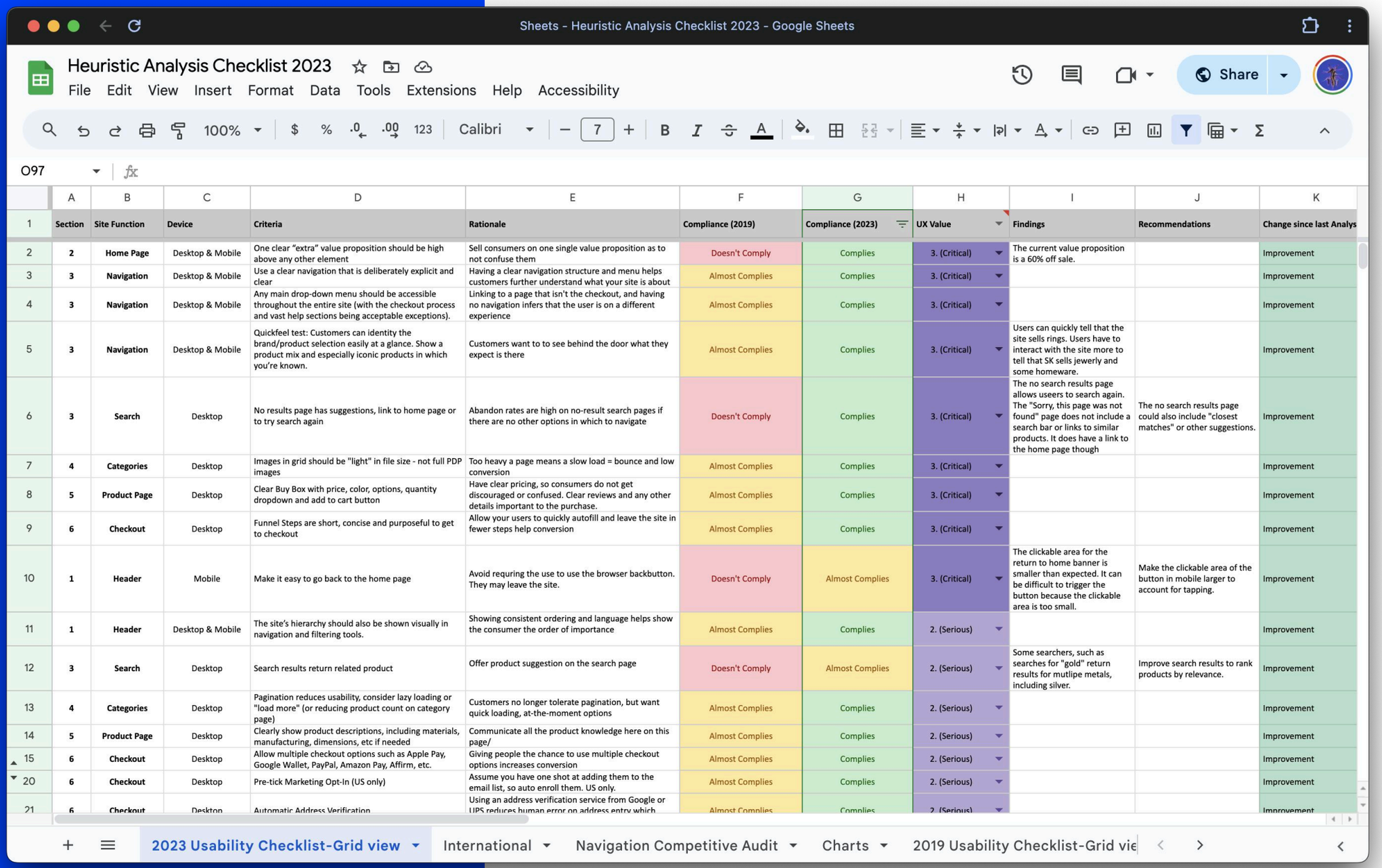
Understand an application on a global level based on user scenarios, industry specific standards, and card sorting.



Client: Spinelli Killcolin – A Luxury Ring e-commerce Platform

Heuristic Evaluation

Test product against 100+ UX best practices.



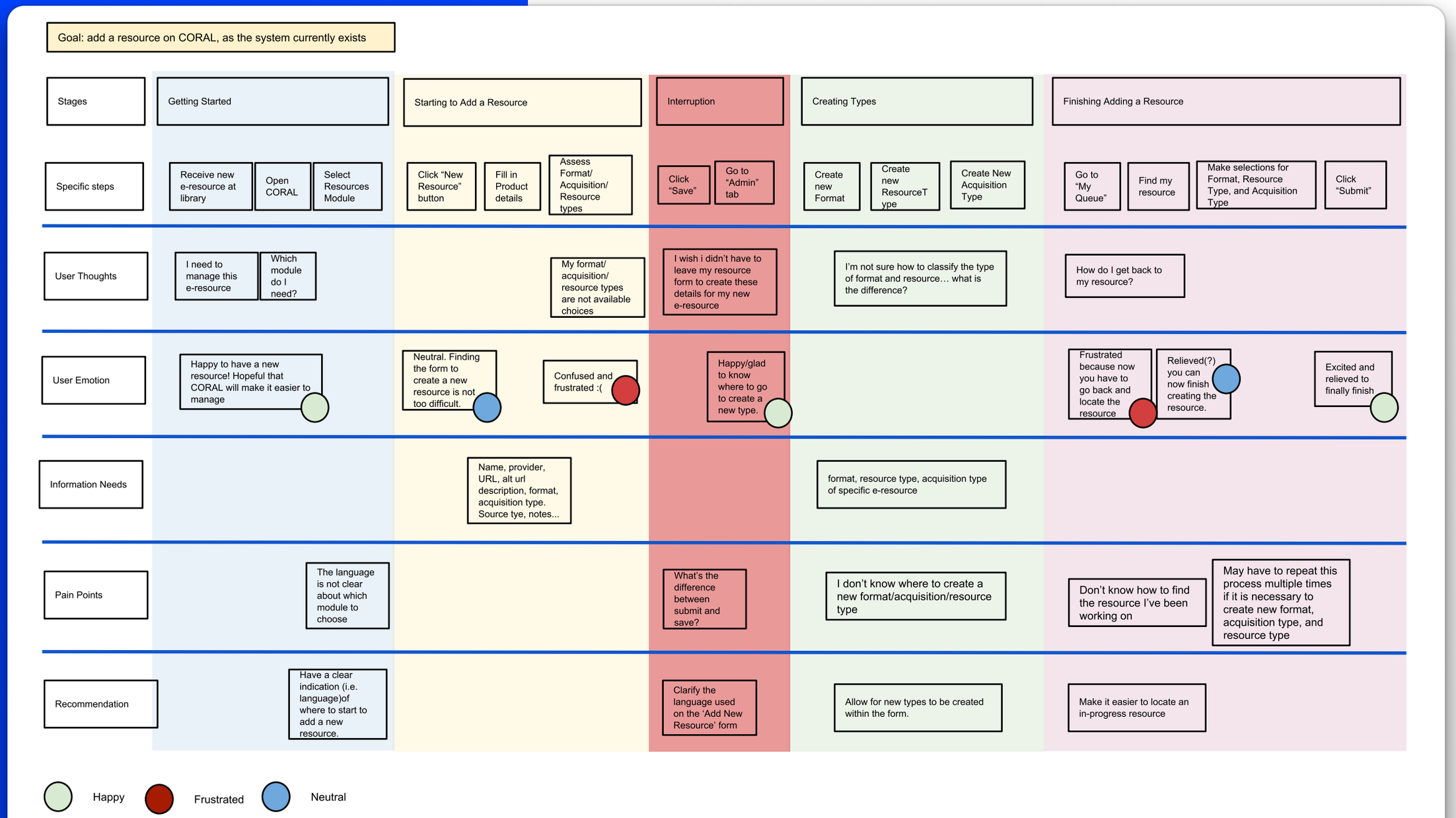
	A	B	C	D	E	F	G	H	I	J	K
1	Section	Site Function	Device	Criteria	Rationale	Compliance (2019)	Compliance (2023)	UX Value	Findings	Recommendations	Change since last Analys
2	2	Home Page	Desktop & Mobile	One clear "extra" value proposition should be high above any other element	Sell consumers on one single value proposition as to not confuse them	Doesn't Comply	Complies	3. (Critical)	The current value proposition is a 60% off sale.		Improvement
3	3	Navigation	Desktop & Mobile	Use a clear navigation that is deliberately explicit and clear	Having a clear navigation structure and menu helps customers further understand what your site is about	Almost Complies	Complies	3. (Critical)			Improvement
4	3	Navigation	Desktop & Mobile	Any main drop-down menu should be accessible throughout the entire site (with the checkout process and vast help sections being acceptable exceptions).	Linking to a page that isn't the checkout, and having no navigation infers that the user is on a different experience	Almost Complies	Complies	3. (Critical)			Improvement
5	3	Navigation	Desktop & Mobile	Quickfeel test: Customers can identity the brand/product selection easily at a glance. Show a product mix and especially iconic products in which you're known.	Customers want to to see behind the door what they expect is there	Almost Complies	Complies	3. (Critical)	Users can quickly tell that the site sells rings. Users have to interact with the site more to tell that SK sells jewerly and some homeware.		Improvement
6	3	Search	Desktop	No results page has suggestions, link to home page or to try search again	Abandon rates are high on no-result search pages if there are no other options in which to navigate	Doesn't Comply	Complies	3. (Critical)	The no search results page allows useers to search again. The "Sorry, this page was not found" page does not include a search bar or links to similar products. It does have a link to the home page though	The no search results page could also include "closest matches" or other suggestions.	Improvement
7	4	Categories	Desktop	Images in grid should be "light" in file size - not full PDP images	Too heavy a page means a slow load = bounce and low conversion	Almost Complies	Complies	3. (Critical)			Improvement
8	5	Product Page	Desktop	Clear Buy Box with price, color, options, quantity dropdown and add to cart button	Have clear pricing, so consumers do not get discouraged or confused. Clear reviews and any other details important to the purchase.	Almost Complies	Complies	3. (Critical)			Improvement
9	6	Checkout	Desktop	Funnel Steps are short, concise and purposeful to get to checkout	Allow your users to quickly autofill and leave the site in fewer steps help conversion	Almost Complies	Complies	3. (Critical)			Improvement
10	1	Header	Mobile	Make it easy to go back to the home page	Avoid requring the use to use the browser backbutton. They may leave the site.	Doesn't Comply	Almost Complies	3. (Critical)	The clickable area for the return to home banner is smaller than expected. It can be difficult to trigger the button because the clickable area is too small.	Make the clickable area of the button in mobile larger to account for tapping.	Improvement
11	1	Header	Desktop & Mobile	The site's hierarchy should also be shown visually in navigation and filtering tools.	Showing consistent ordering and language helps show the consumer the order of importance	Almost Complies	Complies	2. (Serious)			Improvement
12	3	Search	Desktop	Search results return related product	Offer product suggestion on the search page	Doesn't Comply	Almost Complies	2. (Serious)	Some searchers, such as searches for "gold" return results for mutlipe metals, including silver.	Improve search results to rank products by relevance.	Improvement
13	4	Categories	Desktop	Pagination reduces usability, consider lazy loading or "load more" (or reducing product count on category page)	Customers no longer tolerate pagination, but want quick loading, at-the-moment options	Almost Complies	Complies	2. (Serious)			Improvement
14	5	Product Page	Desktop	Clearly show product descriptions, including materials, manufacturing, dimensions, etc if needed	Communicate all the product knowledge here on this page/	Almost Complies	Complies	2. (Serious)			Improvement
15	6	Checkout	Desktop	Allow multiple checkout options such as Apple Pay, Google Wallet, PayPal, Amazon Pay, Affirm, etc.	Giving people the chance to use multiple checkout options increases conversion	Almost Complies	Complies	2. (Serious)			Improvement
20	6	Checkout	Desktop	Pre-tick Marketing Opt-In (US only)	Assume you have one shot at adding them to the email list, so auto enroll them. US only.	Almost Complies	Complies	2. (Serious)			Improvement
21	6	Checkout	Desktop	Automatic Address Verification	Using an address verification service from Google or UPS reduces human error on address entry which	Almost Complies	Complies	2. (Serious)			Improvement

2023 Usability Checklist-Grid view | International | Navigation Competitive Audit | Charts | 2019 Usability Checklist-Grid vie

Client: Spinelli Killcolin – A luxury ring e-commerce platform

USER FLOW MAPPING

Map stages of a user flow, using qualitative research methods to identify plan points, user emotions, needs, and recommendations.



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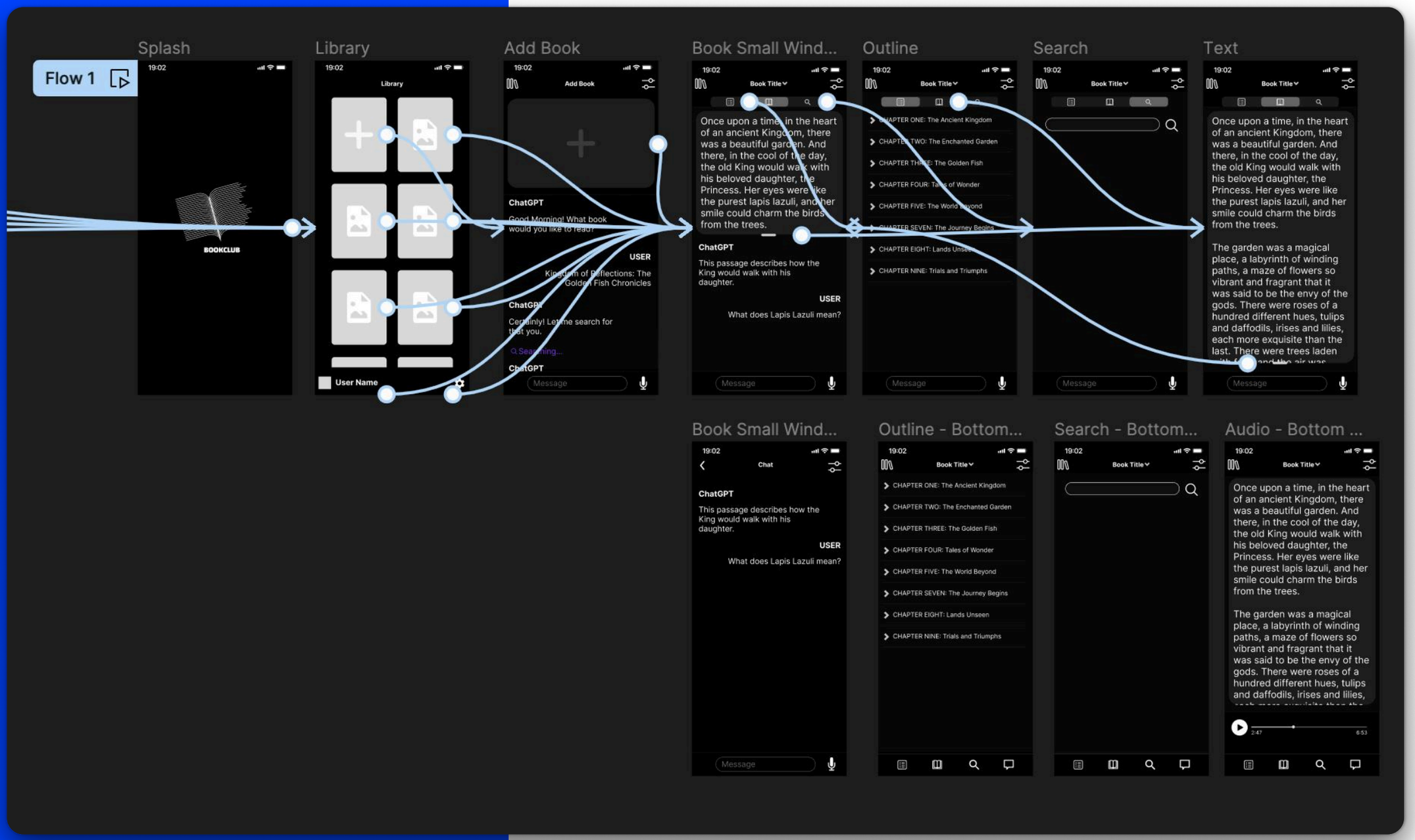
Wireframe & MockUP

Wireframe design requirements and mockup user flows.



Project: BookClub – an AI powered audio reader

Rapid Prototype

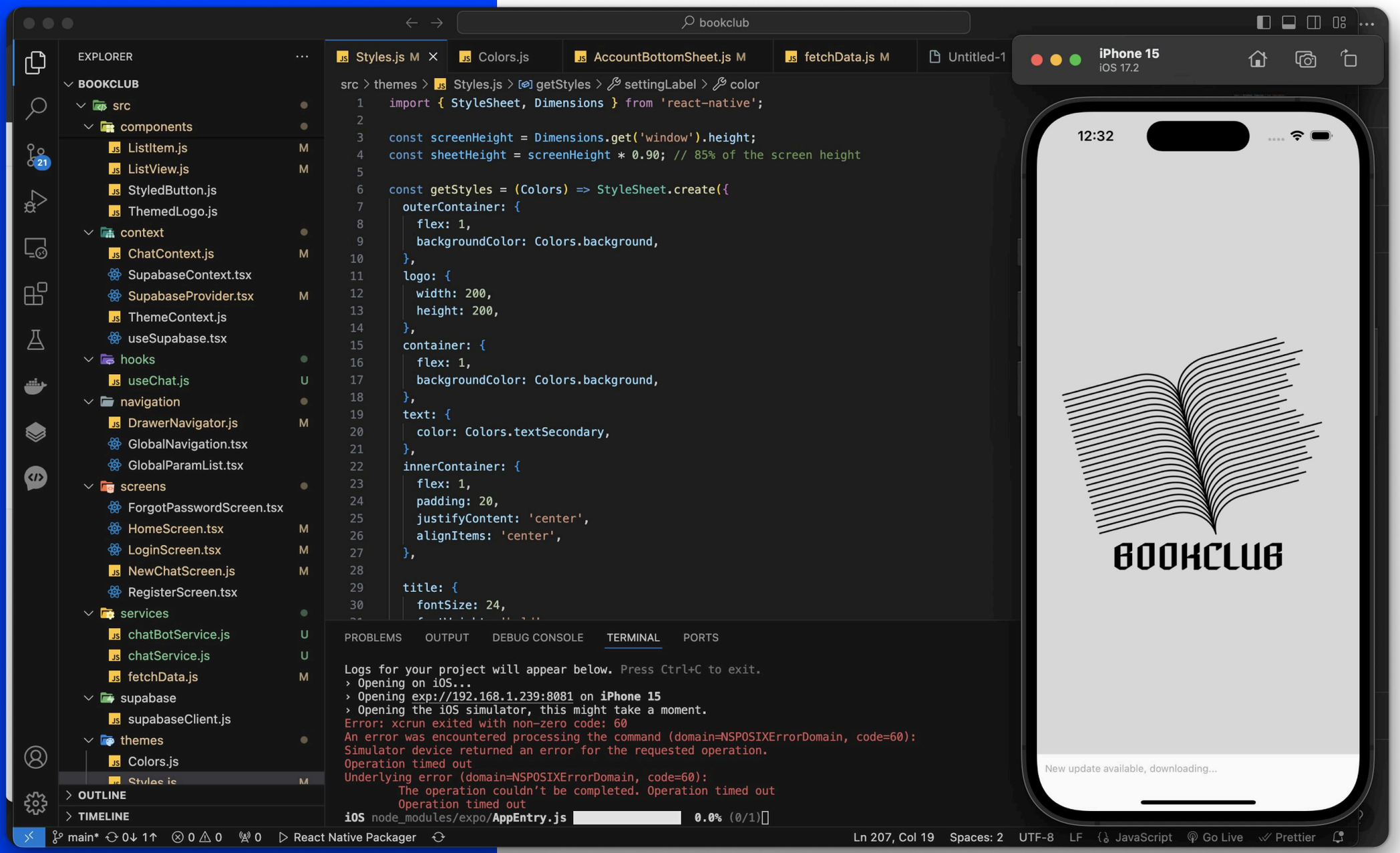
Use a high level programming language to create a simple and testable MVP of the core product idea, service, or micro interaction.

```
    for img_name, first_name in row_generator:
      display_image(img_name)

      if multiple_choice:
          # Display multiple-choice hints
          similar_names = get_similar_names(first_name, name_embeddings, nlp, total=10, top_n=3)
          if not similar_names:
              print("No similar names found.")
          else:
              choices = [first_name] + similar_names
              choices = list(set(choices))  # Ensure choices are unique
              random.shuffle(choices)
              for i, choice in enumerate(choices, 1):
                  print(f"{i}. {choice}")

      # Always prompt for input
      selected_name = input("Please enter the Name:\n")

      # Check the answer
      if selected_name.lower() == first_name.lower():
          number_right += 1
          print("Correct")
      else:
          number_wrong += 1
          print("Wrong")
          print(f"Their name is {first_name}")
          print("\n\n")
```

Project: Total Recall - A Flash Card app with AI driven difficulty settings

Build

Build a scalable MVP using a mobile first strategy.



Project: BookClub – an AI powered audio reader

Qualifcations

Education

2016-2024 Ph.D. Candidate, Information Studies, UCLA.
2023 Certificate in Digital Humanities, UCLA
2015 UX Design, UCLA Extension.
2012 B.A. Anthropology, Reed College.

Technical Skills

RESEARCH
Python
R
ArcGIS

DESIGN
Adobe Ai
Adobe UX
Figma
Spark AR

DEVELOPMENT
HTML/css
JavaScript
React Native

Contact

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