JAYDEN LEE'S PORTFOLIO

UI/UX Designer

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Hi! I'm Jayden Lee.

I'm a UI/UX Designer with a background in Cognitive Science, driven by the goal of creating meaningful experiences for people!

Education

University of California, Davis

June 2023

Bachelor of Science in Cognitive Science with a Computational Emphasis

Minor in Human Anthropology

Experience

Junior UI/UX Designer @ Traini Inc.

Full Time, June 2024 - Current | Remote, Palo Alto, CA

- Led a product redesign, transitioning to a multimodal AI translation process to interpret pet emotions through visual and audio data.
- Pitched company product to investors at multiple events and collaborated with a cross-functional team that includes engineers, product managers in order to secure $3M seed-round funding.

UI/UX Design Intern @ Traini Inc.

Intern, August 2023 - June 2024 | Remote, Palo Alto, CA

- Designed user experience flows, wireframes, low/high-fidelity prototypes for a motion-capture feature for in-app dog training.

Web Designer @ Billow

Part-Time, August 2023 - September 2024 | Remote, Seattle, WA

- Defined and led a complete design over-haul of company website addressing stakeholder concerns and handled implementation through Wix.

Skills

Web & Mobile App Design
UI/UX Design
Design Systems
User Research
Usability Testing
Heuristic Evaluation

Tools

Figma
Adobe Creative Suite
Python
HTML5 & CSS

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Recipe Generative App Design

Conceptualization of an app dedicated to improving the way people eat while attacking food wastage problems at its' core.

UI Design

UX Design

User Research

SyncChef - A One-Stop Recipe Platform aimed to Reduce Food Wastage

SyncChef was an app idea I conceptualized to address a problem I noticed in college. The idea involved taking user inputs, such as the food resources available at home, and generating recommended recipes based on those inputs. The app was designed to accommodate personalized settings, including dietary preferences, difficulty levels, and time restrictions, with the goal of reducing food waste and helping people enjoy the cooking process more.

Context

“I bought too many herbs for one recipe—how do I keep them from going to waste?”

“I only have 30 minutes to make something for dinner, what can I make that’s healthy, quick, but also to my taste?”

As a college student trying to balance a busy school schedule and **maintaining a healthy eating habit**, these questions plagued my mind everyday as I tried to figure out what I should be doing for my next meal. Furthermore, when time allowed and I decided to try a new recipe, I would often be left with **an abundance of ingredients** that I had no plan for. Before I knew it, these items would spoil, leaving me with a sense of guilt for wasting food.

Across the U.S, we waste between 30-40% of the country’s food supply, of that, household waste accounts for 40-50%. Annually, that adds up to more than 37 billion lbs of food that is thrown away. Not only is this extremely wasteful, the amount of energy and water used to produce, process, and transport this food are also gone to waste.

This inspired me to think of a solution that could address this issue, **a tool that could help guide people cook while being more efficient and sustainable with their food resources**.

Initial Hypotheses for Validation

Leftovers going to waste due to lack of usage

Lack of knowledge or skills to diversify meals

Constraints such as time, tools, & dietary restrictions are often overlooked

Empathizing with the User

In order to better understand the overall environment of the problem I was trying to address, I looked into target audiences such as college students like myself, recent graduates transitioning into the workforce, and parents who had to cook in a family setting. Additionally, I wanted to gather insights from professionals in the field who were experienced in cooking on larger scales while often considering aspects such as nutrition, cost-efficiency, and diversity—such as our dining hall staff at Davis.

After identifying the sources for gathering insights, I conducted interviews, documenting pain points, needs, and observations that could inform potential solutions to the problem I had hypothesized. From my findings, I created three user personas, each representing the key challenges users expressed during the interviews.

Key Questions to Address

Target Audience

- What does a typical week of eating look like in your day-to-day life? Do you incorporate any aspects of meal planning?
- What are some of the challenges you face when cooking? How important are factors such as time, cost, and dietary preferences when deciding what to make for your next meal?

Subject Matter Experts

- What strategies and solutions have kitchen staff implemented to minimize food waste while also considering the needs of the student body?
- Are there any changes you would make to improve the efficiency of this process?

Insights Gathered

Target Audience

1. Many users **lacked structure** in their meal planning, with spontaneous cooking being the norm. This often resulted in **neglecting nutrition and diversity** in their meals. Additionally, planned cooking frequently **resulted in leftover ingredients that led to food spoilage**.
2. Struggles with **time, difficulty levels, and budgeting** were the top 3 issues that users reported. A tool where these factors can be used as filters to find according recipes can be valuable.

Subject Matter Experts

1. Solutions such as **repurposing unused ingredients, portion control, and close monitor of inventory** are often utilized in order to reduce waste.
2. In a kitchen setting, **data-driven tools and feedback loops** help identify what items are more popular, which helps with ensuring meals that are cost-efficient while taking into account appeal to consumers.

User Personas

The Busy Professional

Key Struggle: Time Constraints

Description: Whether a full-time student or a full-time office worker, with a busy schedule, these users have a difficult time cooking a quick and healthy meal. This results in often resorting to takeout or prepackaged meals.

Needs: A way to find quick recipes that can be prepared using minimal ingredients and simpler steps.

The Novice Cook

Key Struggle: Difficulty in cooking

Description: A beginner in the kitchen with little cooking experience. These users avoid cooking due to unfamiliarity and the perceived difficulty they associate with the task.

Needs: Beginner-friendly introduction to cooking, step-by-step instructions that can spark their journey to cooking.

The Budget-Conscious Parent

Key Struggle: Budgeting with nutrition in mind

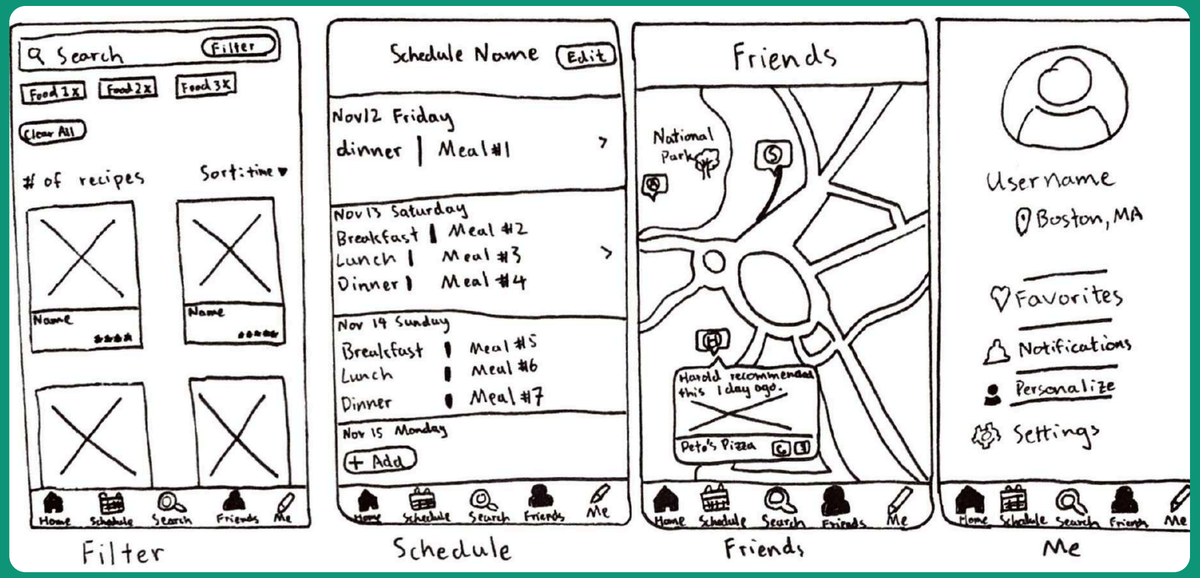
Description: A parent planning meals for a family, often having to balance budget, nutrition, and palette of their family. Their struggle exists in making the most out of their groceries while reducing wastage.

Needs: Innovative recipe ideas that efficiently use up groceries while ensuring that everyone is eating nutritious meals and enjoying the food they're consuming.

Refining to a Problem Statement

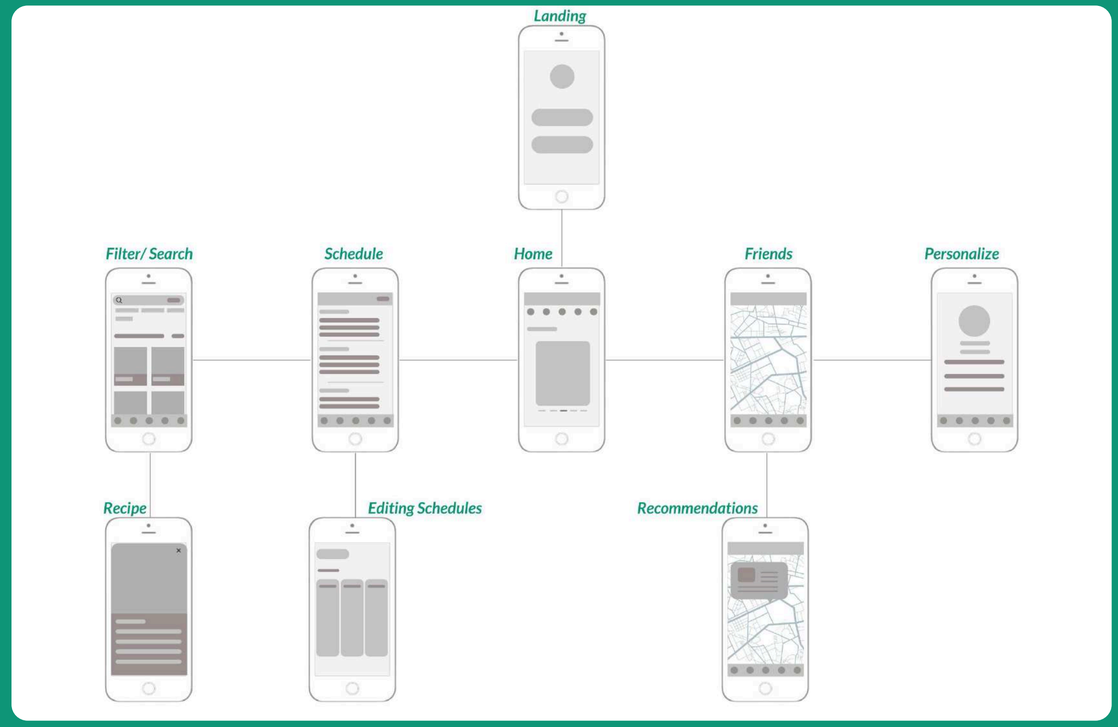
“How can we help users plan meals **efficiently, reduce food waste**, and **use available ingredients** based on their **time, skills, and dietary needs**?”

Sketches & Wireframes

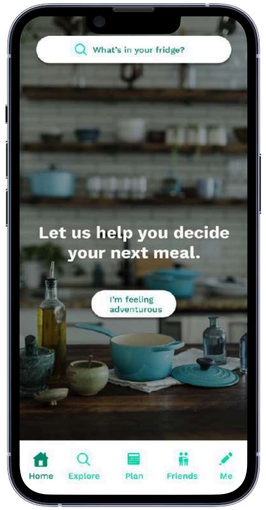


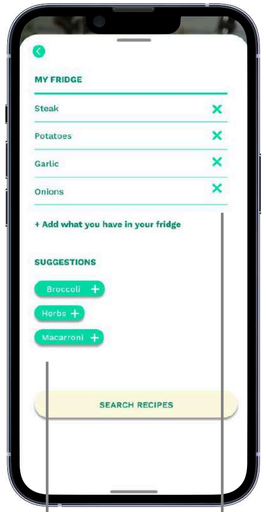
WIREFRAME OF KEY SCREENS

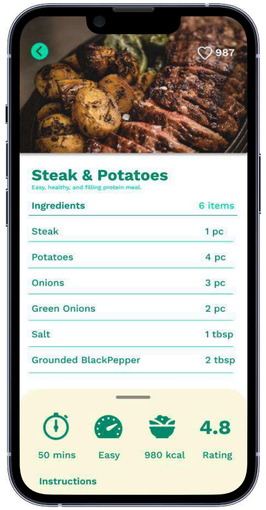
PROPOSED USER JOURNEY WIREFRAMES

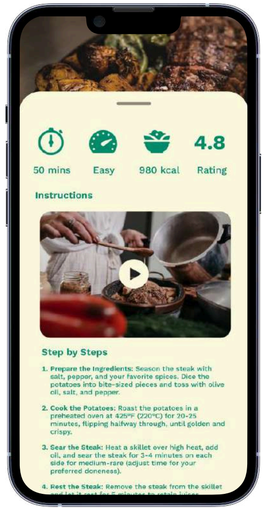


High Fidelity Solutions









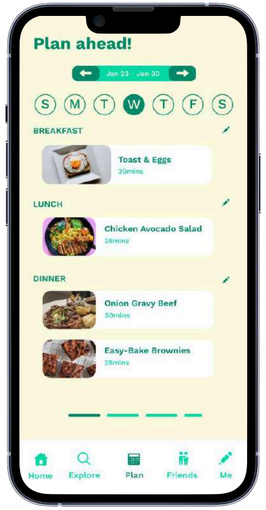
Recipe Generation

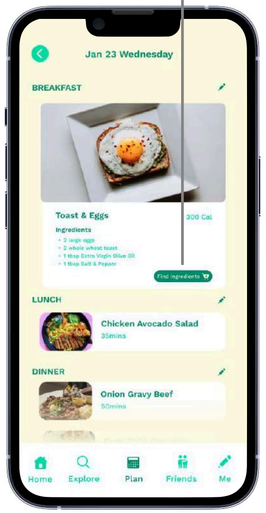
Recipes are filtered through existing ingredients & eating restrictions

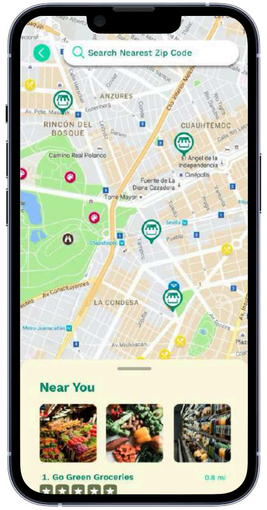
Ingredients are also suggested to discover new uses for otherwise overlooked ingredients

Plan meals for the week with easy access to ingredient locations

Information on grocery stores and where specific items are typically located







Comprehensive Meal Planner

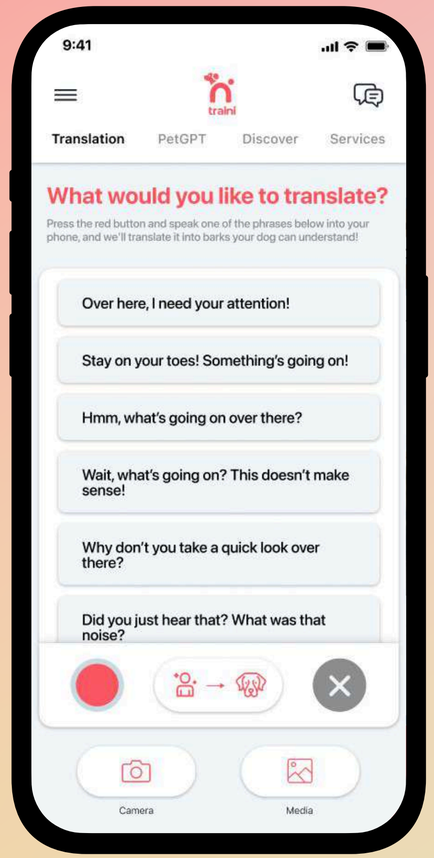
Trainі Translation Feature Design

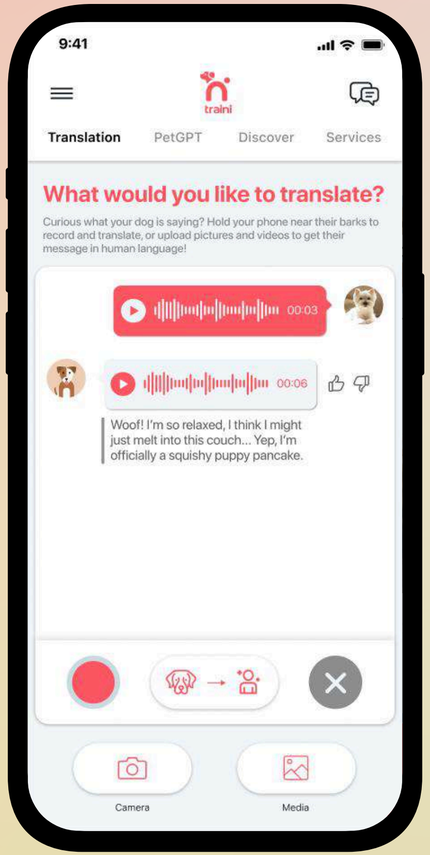
Design of a new feature that leveraged LLMs to analyze and interpret pet vocalizations and behaviors.

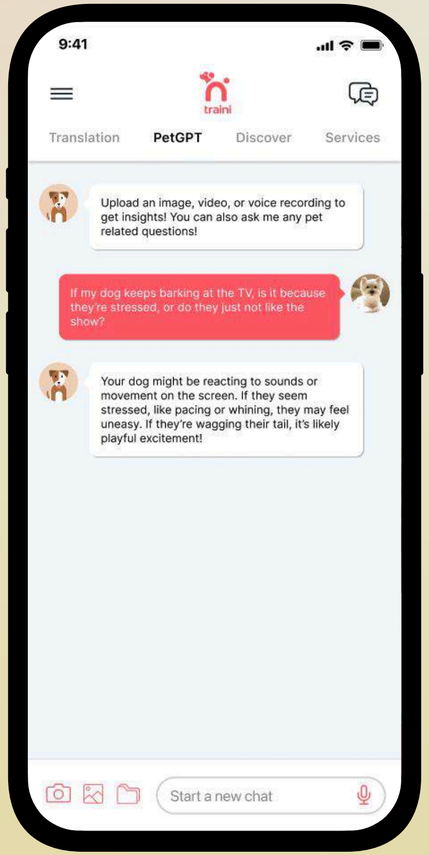
UI Design

UX Design

Market Research







Traini - an iOS app utilizing empathic AI to bridge the gap between pets and people

Traini is a technology company leveraging empathetic large language models to analyze and interpret pet vocalizations and behaviors.

I was tasked with designing the user experience and interface for the translation feature while revamping key elements, including the user profile system, navigation bar, and chat function. As a startup, I was able to present our company's product at multiple events, where I explained our design thinking process, approach, and how we aimed to address targeted user needs. The project timeline lasted 8 weeks and concluded with a release in late November 2024. By the end of the year, we secured $3 million in funding and won several awards at different events.

HYSTA FOUNDERS CLUB

Audience Choice Award @ 2024 HYSTA Founders Club

SUPERSONIC RTE STARTUP FELLOWS

Annual Most Representative RTE Scenario Award

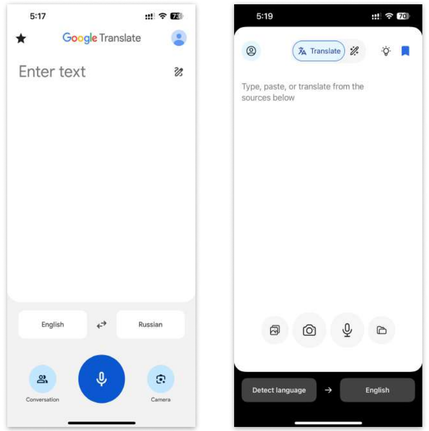
BelugaGlobal

GTC 2024 Beluga Pioneer Award

Understanding the Background

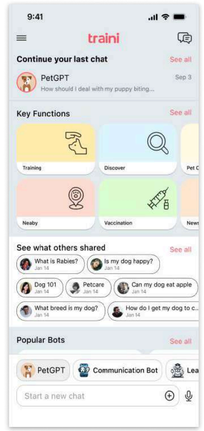
The Traini app redesign project emerged from a need to boost user engagement and support a strategic product shift. After our technical team developed an in-house model trained on behavioral and vocal data, the design team’s goal was to deliver a seamless experience for new users, enabling them to easily interpret their pet's emotions and behaviors. The redesign focused on creating an interface that felt both familiar and intuitive. Additionally, we recognized that a revamp of certain app elements was necessary to facilitate the successful launch of this feature.

Translation
Feature Demo

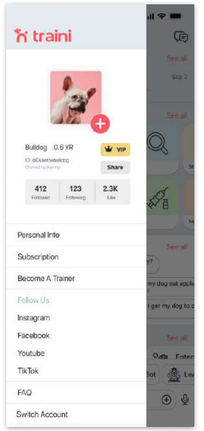


CONCEPT INSPIRATION BY GOOGLE & DEEPL

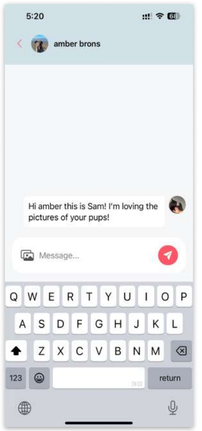
iOS High Level Issues



Lack of information hierarchy and well-defined navigation structure, resulting in complicated user journey.



No clear distinction between user profile & pet profiles.



Inconsistent iconography in weight and style, overall outdated UI Design

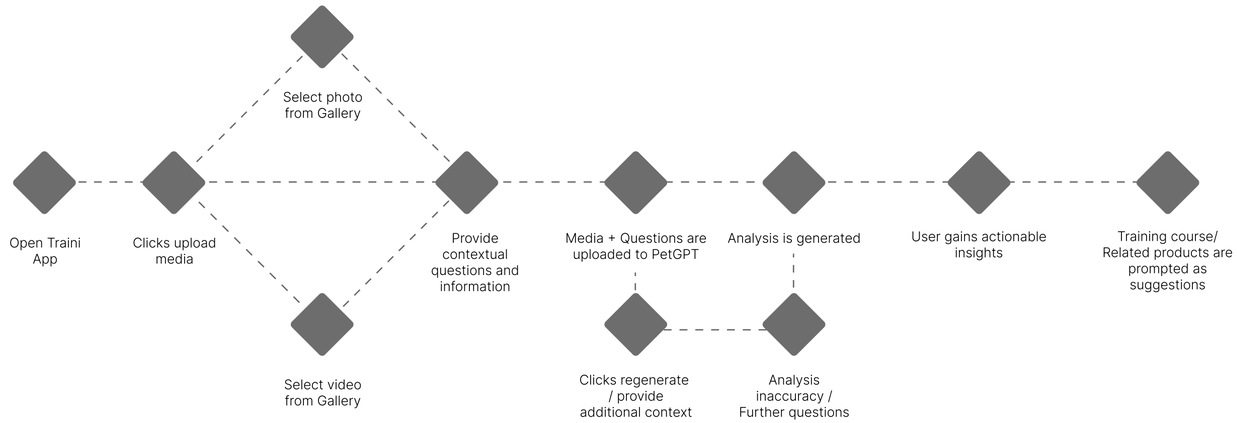
CURRENT DESIGN iOS HIGH LEVEL ISSUES

Research Approach

Since this project encompassed multiple areas, I decided to take a multifaceted approach to my research. For the design of our new feature, I focused on mapping out a user journey with current users and conducting interviews to understand their expectations, behaviors, and usage habits around translation tools. These efforts allowed me to identify key steps and emotions involved in a potential translation user journey. Additionally, I conducted a market analysis of indirect competitors such as Google Translate, DeepL, and Dogo.

Traini Translation - Current User Journey

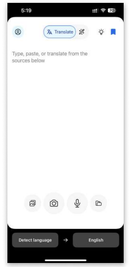
" I want to gain personal insights on my dog's appearance and actions."



Market Analysis

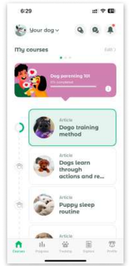
Google Translate

The app differentiates itself with real-time voice translation, image translation through the camera.The app's user flow is simple and intuitive, with immediate access to text, voice, and camera inputs.



DeepL

Functionally DeepL is known for offering more accurate translations, especially for complex or nuanced text. DeepL's emphasis on quality and precision sets it apart, catering to users who prioritize accuracy over speed.



Dogo

Clean interface and real-time feedback can guide the development of intuitive translations for dog behaviors. Unique use of behavior tracking, integration of audio and strong visual elements highlights opportunities to enhance user engagement through dynamic, easy-to-understand emotional interpretations, making it a strong reference for creating a strong product.

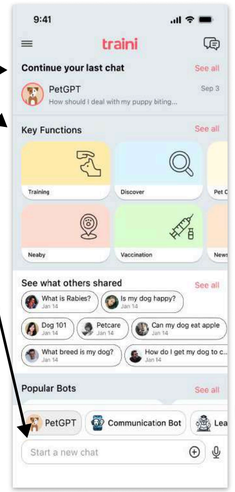
Research Approach (cont.)

The second part of my research involved evaluating our current app and addressing issues identified through user reviews and testing. For key interfaces, I conducted a Nielsen Norman heuristics evaluation, pinpointing areas for improvement from a UX standpoint. Additionally, I summarized key takeaways from JIRA issues compiled by our product lead, which highlighted specific areas needing improvement.

Nielsen Norman Heuristics Evaluation

Visibility of System Status

The lack of information hierarchy makes it difficult for users to understand which actions are immediately available or what steps they should take next.



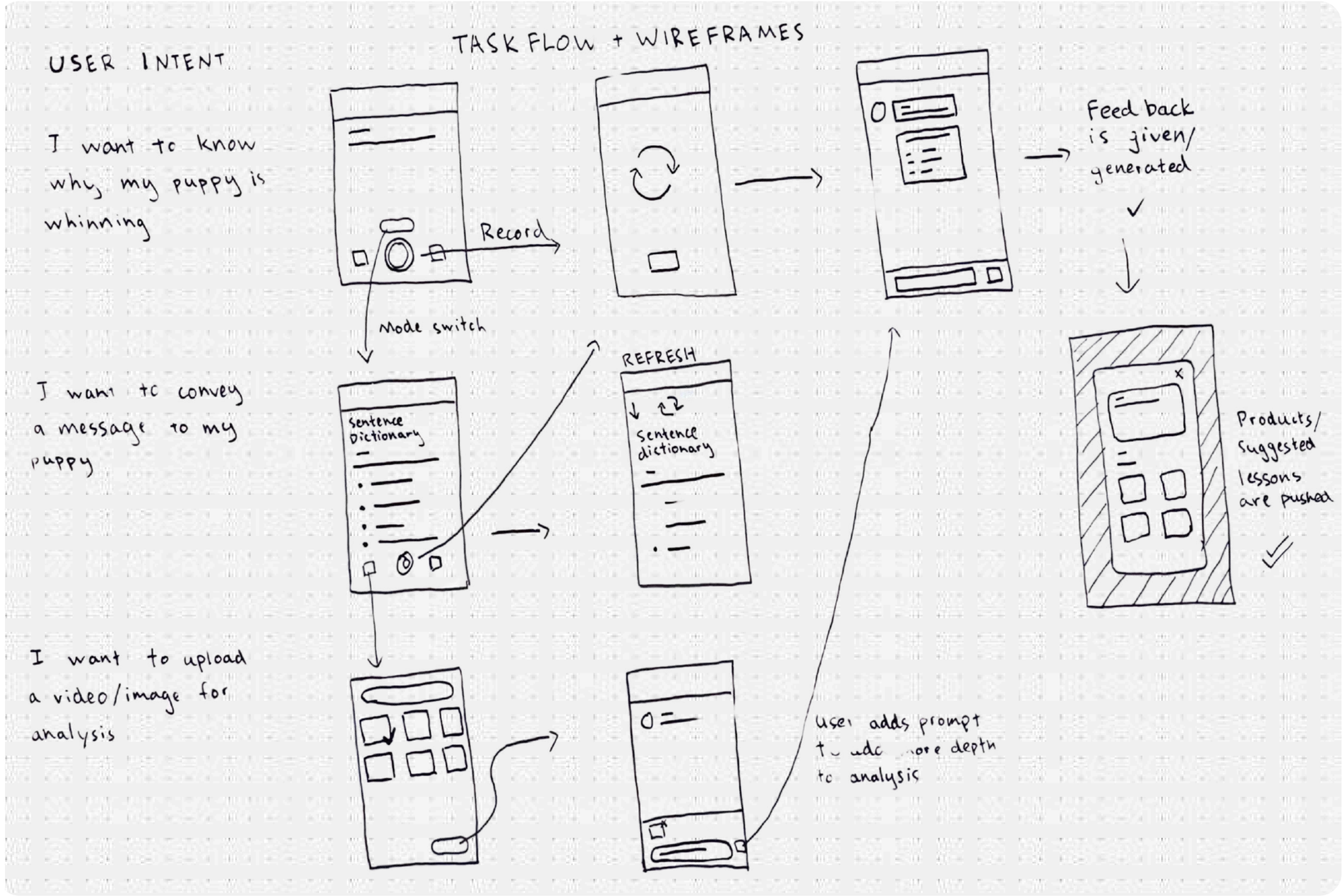
User Control and Freedom

Cognitive overload due to an excessive number of sections and repeated elements, which made the interface feel cluttered and restrictive. This not only overwhelmed users but also limited their freedom to navigate and interact with the app efficiently.

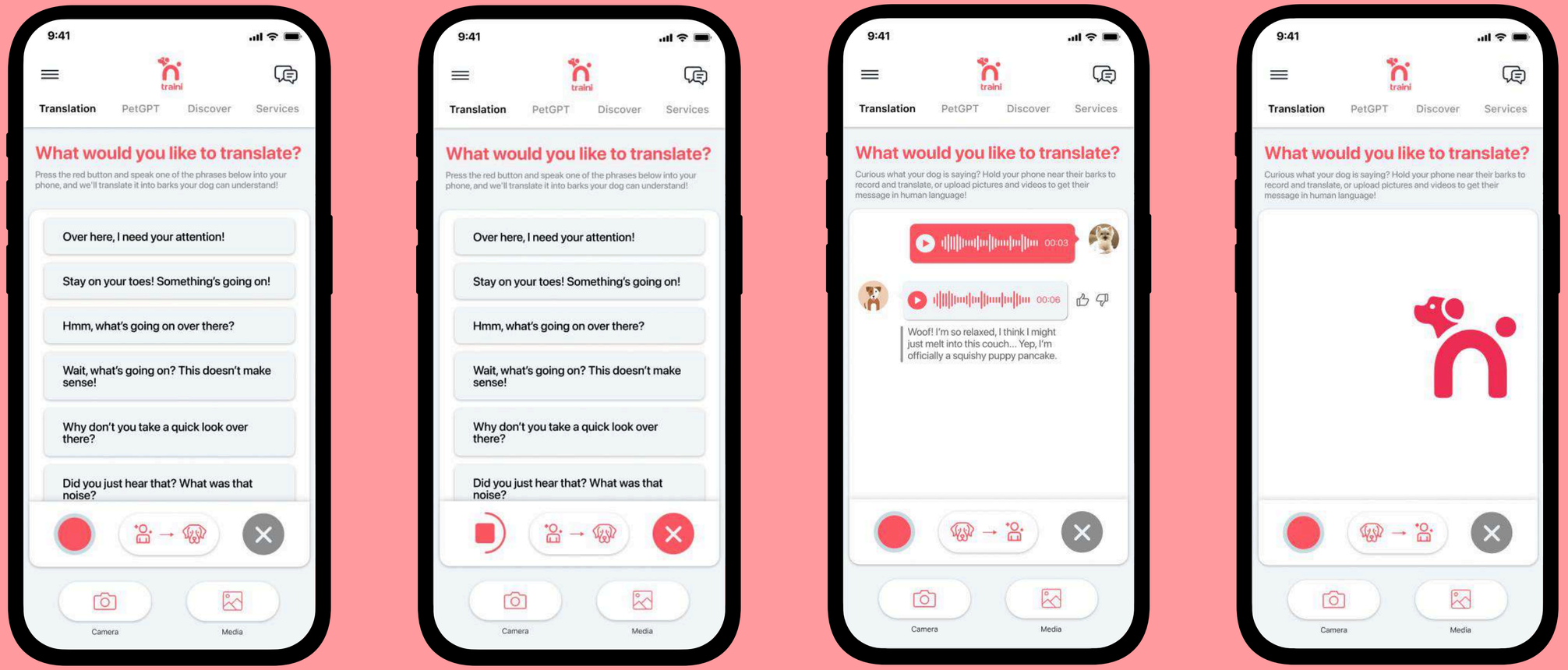
JIRA Issues Analysis

Issues Description	Key Takeaways
[MOB-1251] When users upload irrelevant pictures and texts, petGPT will force an analysis	Need to establish a separate model with engineering team in order to differentiate inputs like these, when this is detected through the model, system needs to send a corresponding message.
[MOB-1317] Alpha testing showed that user had trouble navigating through main functions	The navigation structure is unintuitive, making it hard for users to access main functions. Solutions include simplifying the menu, adding clear labels, and using visual cues such as indicators and contextual guidance.
[MOB-1330] Users have reported difficulty interpreting icons due to inconsistencies in stroke weight and design style	The lack of consistency is negatively impacting user visual experience, an audit is needed to identify inconsistencies and replaced with compliant alternatives.
[MOB-1343] Ambiguous navigation between user and pet profiles resulting in unwanted changes	A more distinctive separation needs to be incorporated, implement color coding/visual aids to eliminate ambiguity between the two.

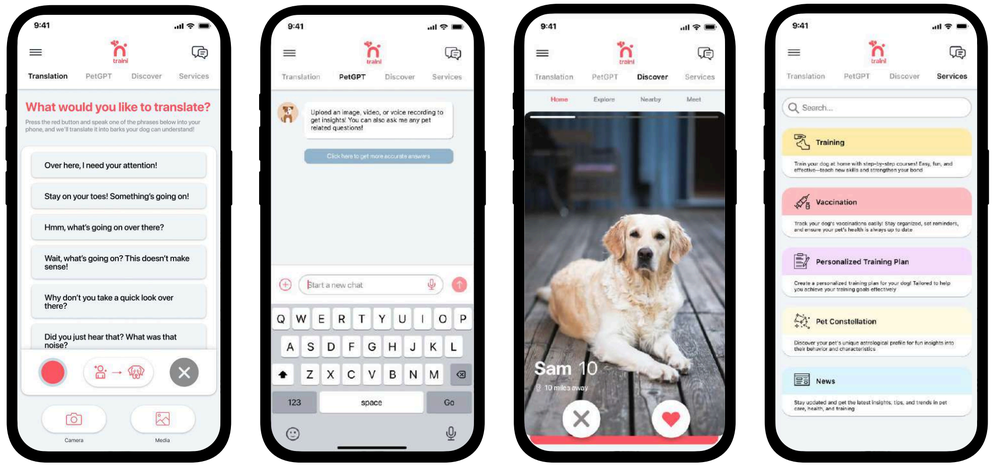
Low-Fi Designs



High-Fi Prototypes: Translation

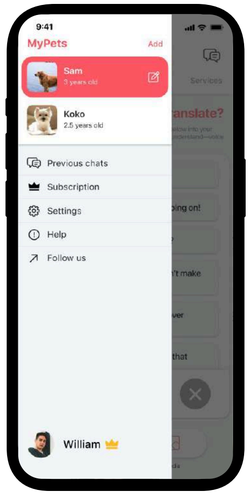


High-Fi Prototypes: Menu, Profile, & Chat



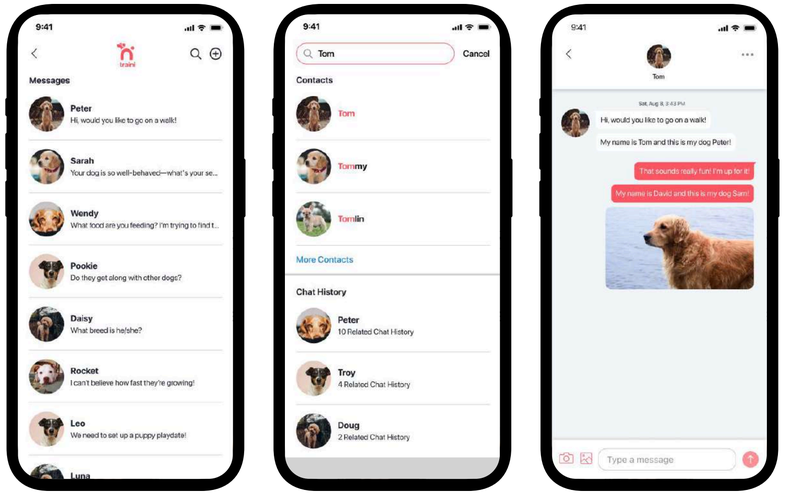
The redesigned menu focused on clear labeling, decluttering, and establishing a strong visual hierarchy. Action-oriented labels were utilized, and the menu order was optimized based on quantitative data on user usage.

Key function buttons are strategically placed within thumb hot zones to ensure ease of access.



Color coding is utilized to indicate which profile is currently selected, providing clear visual feedback to the user.

With the help of corresponding iconography, the user has more affordances in regards to navigating the profile tab intuitively.



All icons were updated to have the same weight and consistent style, ensuring a cohesive and polished look.

The messaging feature of the app was completely revamped, incorporating a modern UI that aligns seamlessly with the overall design of the app.

Outcome

Following the update, our app store review ratings saw a significant increase. Users praised the revamped interface, the redesign had a positive effect on overall user satisfaction.

+1.35K%

In-app conversion rate saw an increase of 1.35k%, demonstrating a stronger user engagement and more effective journey towards key actions within the app.

Usage of the translation feature is steadily growing as more users were able to navigate and utilize the function in between their daily interactions.

Traini Graphic Design Work