My End-to-End UX Process

AI-FIRST, HUMAN-CENTERED, AND OUTCOME-DRIVEN FROM DISCOVERY TO ITERATION.

AI-First Principle:

At every stage, I ask how AI can accelerate insight, reduce manual effort, improve decision quality, and speed delivery without compromising human judgment.

AI

1

Research to Understand

I start by grounding the work in business context, market realities, customer needs, and product goals. I look for signals in existing data and artifacts so decisions are anchored in evidence, not assumption.

- Content audits and site reviews
- Competitive and comparative analyses
- Heuristic evaluations against UX best practices
- Stakeholder interviews and alignment sessions

AI-first:
Use AI to summarize artifacts, surface patterns, and accelerate competitive analysis.

2

Listen to Learn

Once the context is clear, I focus on people. I design research activities that uncover goals, motivations, pain points, and mental models through interviews, contextual inquiry, and early evaluation.

- Research screeners and questionnaires
- One-on-one and small-group interviews
- Contextual inquiry and usability evaluation
- User stories and experience snapshots

AI-first:
Use AI to synthesize transcripts, highlight themes, and speed research analysis.

3

Synthesize to Define

I translate raw research into clear problem definitions. By identifying patterns in behaviors, needs, and emotions, I help teams align on what matters most and why it is worth solving.

- Personas and archetypes
- Empathy maps and jobs-to-be-done views
- Mind maps and affinity clusters
- Experience maps and service blueprints
- User needs analysis and opportunity framing
- End-to-end journeys

AI-first:
Use AI to cluster findings, reveal themes, and accelerate journey and insight synthesis.

4

Generate Concepts

With the problem clearly defined, I guide collaborative ideation. The goal is to explore broadly, then converge on the most promising directions before committing to solutions.

- Brainstorming and sketching sessions
- Cross-functional ideation workshops
- Concept grouping and prioritization
- Problem reframing and “how might we” prompts
- Storyboards and scenario sketches

AI-first:
Use AI to expand concept exploration, generate alternatives, and speed early ideation.

5

Visualize the Interaction

I turn concepts into tangible flows and structures. By mapping paths, states, and edge cases, I create a shared understanding of how the experience should work.

- Use cases and task flows
- Wireframes from low to mid fidelity
- User flow and state diagrams
- Site maps and information architecture outlines

AI-first:
Use AI to accelerate flow creation, content structuring, and wireframe exploration.

6

Communicate the Idea

I evolve sketches and flows into prototypes that communicate intent with the right level of fidelity. These help stakeholders, engineers, and users react to something concrete and actionable.

- Rapid prototyping in design tools
- Click-through or paper prototypes for early feedback
- AI-assisted or interactive prototypes for realistic behavior
- Visual mockups aligned to the design system

AI-first:
Use AI to speed prototyping, simulate behavior, and reduce time to feedback.

7

Test the Prototype

I validate solutions through lightweight and structured testing. The goal is to uncover friction, confusion, and unmet needs before more development effort is invested.

- Moderated and unmoderated usability testing
- Card sorting and navigation validation
- A/B or multivariate testing where appropriate
- Guerrilla testing and quick intercept feedback

AI-first:
Use AI to summarize sessions, detect patterns, and accelerate learning loops.

8

Refine and Repeat

Insights from testing feed directly back into the design. I refine flows, adjust interactions, and revisit assumptions so each iteration moves the product closer to the desired outcome.

- Prioritize issues by impact and effort
- Iterate designs and prototypes based on findings
- Document learnings to inform future work
- Partner with product and engineering on continuous improvement

AI-first:
Use AI to track issues, recommend improvements, and support faster iteration cycles.

Insight
Grounded in evidence and real-world context.

Empathy
Designed for people, with people.

Systems Thinking
End-to-end, connected, and scalable.

AI Acceleration
Smarter workflows. Faster outcomes.