

**HELLO!**

**Scott La Counte - UX Designer**

***UX Design Portfolio***



# SCOTT LA COUNTE

## UX DESIGNER

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### What I Do

Design starts with the user.

Before starting any job, I start with the user; I study them and put myself in their shoes. Who are they? How do they think? What websites are they familiar with? Which ones can they not live without? All these things go into how a webpage should ultimately be designed.

I am naturally curious. I want to know all aspects about a job. But more than that, I am the advocate...for the user, the developer, the key stakeholder—for every person involved with the job. I listen to the concerns and create solutions that everyone can be happy with. I prototype all UX Designs in Balsamiq or Invision to make sure the experience can be visualized.

### My Experience

I began my UX career as a librarian. I spent over ten years working the public service desk helping patrons of the library research and achieve their goals.

For the past five years, I've worked in the startup space. I have successfully started three startups (two bootstrapped) and one funded with a seed investment from the Ingram Content Group. I thrive in agile environments where I can wear multiple hats. I have worked as both a freelance UX / UI Designer and a project lead.

I have designed everything from CRM software and educational enterprise platforms to multiple apps. I co-created one of the highest grossing Shakespeare apps on the app store: Swipespeare.

## CRM Software

### Team Locations:

Anaheim, Orange, Chicago, Texas, India

### Overview:

Touchpoint is CRM software being developed by DivIHN for a mid-size corporation specializing in home install franchises. Initially, the corporation had looked at third-party solutions (such as Salesforce), but decided to build their own solution to offer more customization to their franchises. Salesforce was also viewed as too complicated for many of the business owners, so they wanted a more simplified approach.

### Software Used:

Balsamiq (wire-framing), Sketch App (design), InVision (Mock-ups / testing), and Camtastia (Tutorials), Zeplin (CSS sharing), Confluence (team collaboration)

### Overview of UX Process:

The corporation had been using CRM software created in house; it was created quickly, contained many bugs, and had a dated UI. No designer was used on the first project. Their franchises had difficulty navigating and using the software. My job was to analyze their users' needs and design a solution that flowed correctly and was easy to use with limited instruction. They were using many of the same backend components but also needed an experience that felt different; they didn't want their users to feel like it was the same software. My time on the job lasted three months and the final designs were approved by the key stakeholders.

### Challenges:

When I began working for the client, the guidelines still had not been drafted. There was no clear picture of what would go into the software, and there was no software architect to answer questions about the development. One of the first things I did was create a very high-level wireframe to review with the project manager. Sketch is becoming one of the most commonly used UI tools on the market, but the development team had never used it and needed help exporting the CSS in an efficient way. We used Zeplin to sync / share the final assets.

## AVERAGE USER

**Age:** 45

**Years Owned:** 3 years (AVG)

**Education:** Some college

**# of Employees:** 2.5

**Tier:** Entrepreneur

**Comp. Usage** 2 hours daily

### Technology

Salesforce

Corporate CRM

QuickBooks

Google Adwords

Google Analytics

Windows OS

Mac OS

iOS

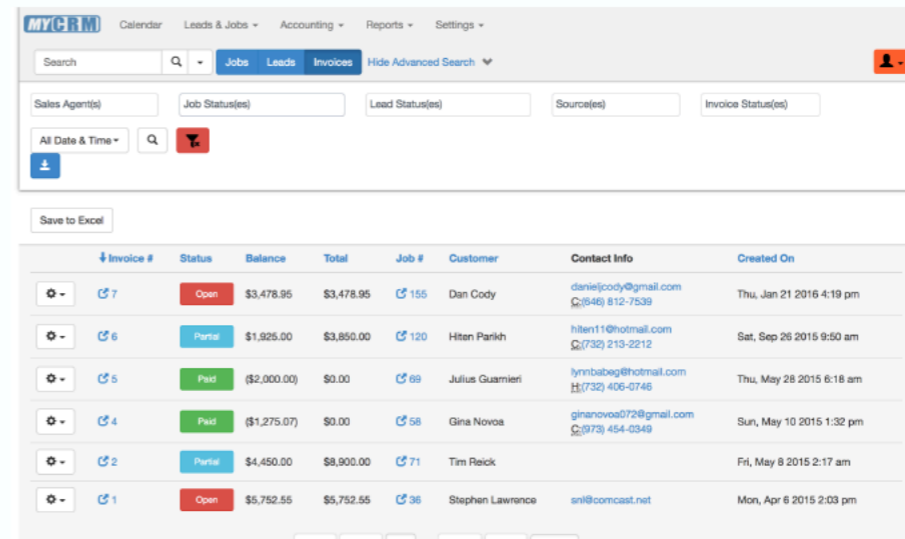
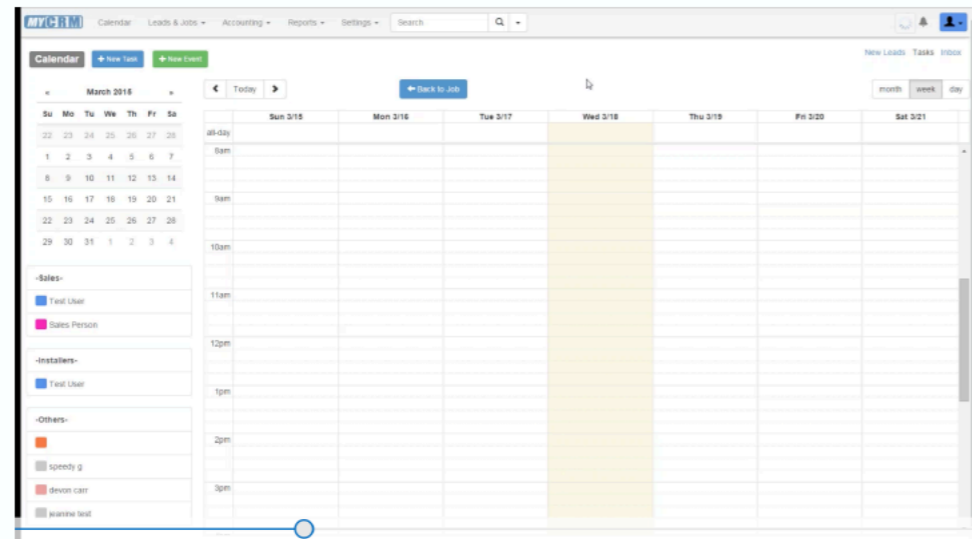
Android

MS Excel

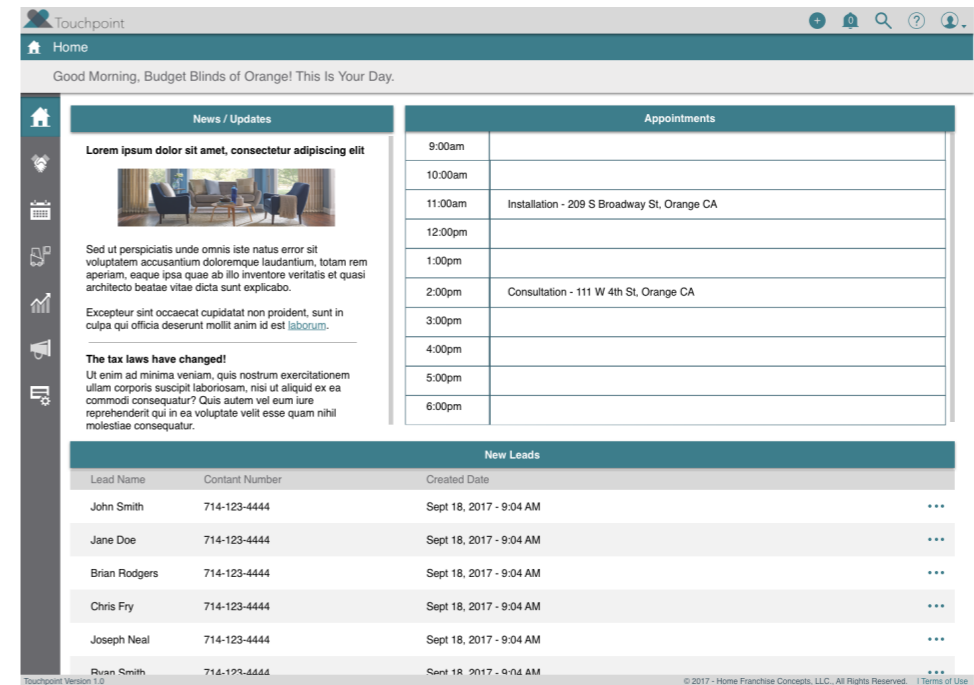
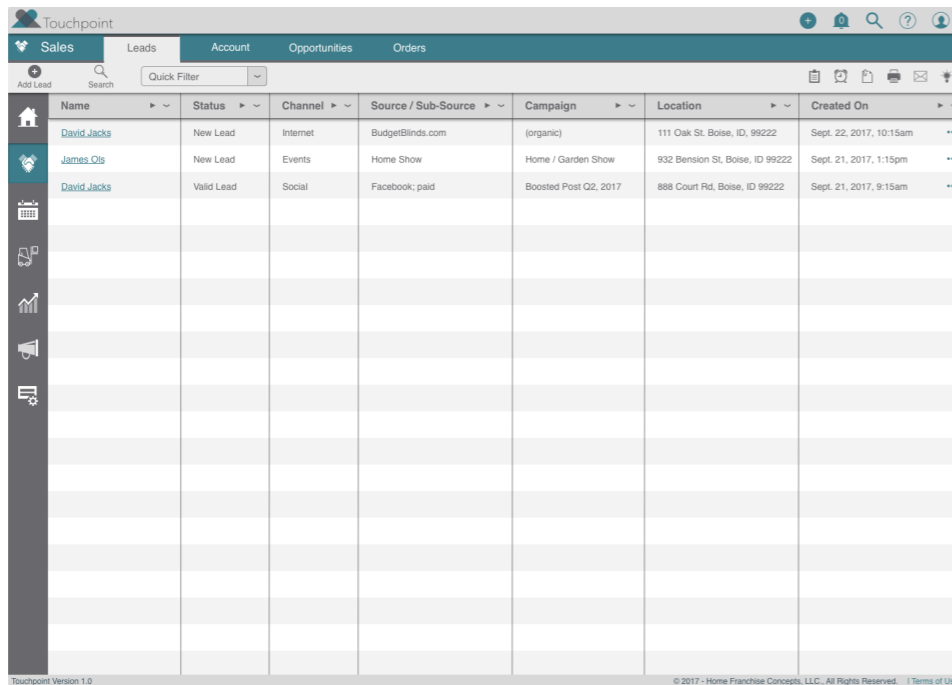
MS Word



# CRM Software



Old CRM Design



New CRM Design

## Social Media Management

### Overview:

BuzzTrace is online software that helps publishers and authors discover who's talking about their book, and use this buzz to get powerful action-driven reports and analysis to advise the user on how to sell more books.

### Team Locations:

Alabama, Anaheim, Egypt, India, Nashville, Philippines

### Software Used:

Sketch App (design), InVision (Mock-ups / testing), Camtastia (Tutorials), GitHub (version control repository), WordPress (CMS)

### Challenges:

The majority of BuzzTrace's users are older with limited computer skills; our first challenge was to create software that was usable to users with a limited skillset. I used the rule of threes with the website—every tool had to be reachable in no more than three steps, and every tool had to be accessible in three different navigational menu.

The feature that was of greatest value was the ability to track books and get stats. One of the first hurdles was getting users to add their books—90% of them would signup and immediately connect their social accounts and remain on that portion of the website.

To resolve this, we made a simple popup that prompted them to add a book. The result was seeing about 65% of users add books before connecting to any social networks—which is exactly what we wanted them to do.

### Overview of UX Process:

Because this was created during a startup accelerator, I was using a very lean startup model. In a limited amount of time, I did user personas, interviewed over 200 authors and publishers, created journey maps, researched other tools authors were using, created wireframes, and finally created an interactive mockup to validate assumptions. By the end of the four months, I had hired a freelancer to help me create a working MVP, and we were the only company in the accelerator who secured an investment from the Ingram Content Group.

## AVERAGE USER

Age: 45

Experience: 2 years

Book Pub.: 1.5

Education: Some college

Tier: DIY

Comp. Usage: 4 hours daily

### Technology

Social Media Management

KDP

Book PR

Google Adwords

Google Analytics

Windows OS

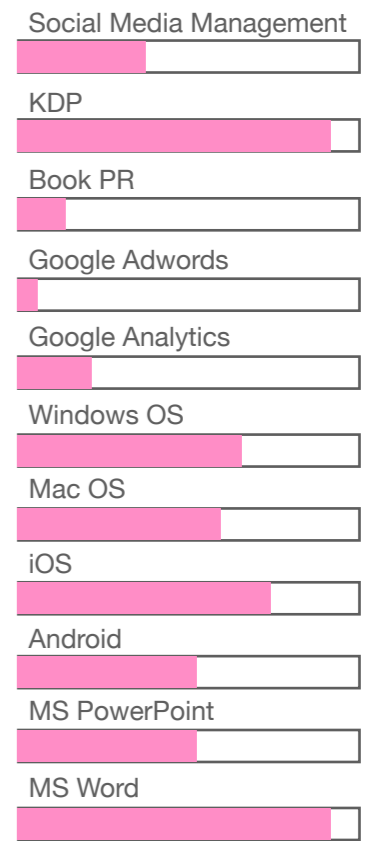
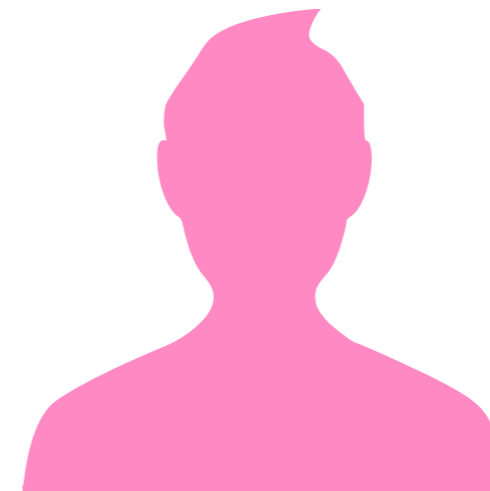
Mac OS

iOS

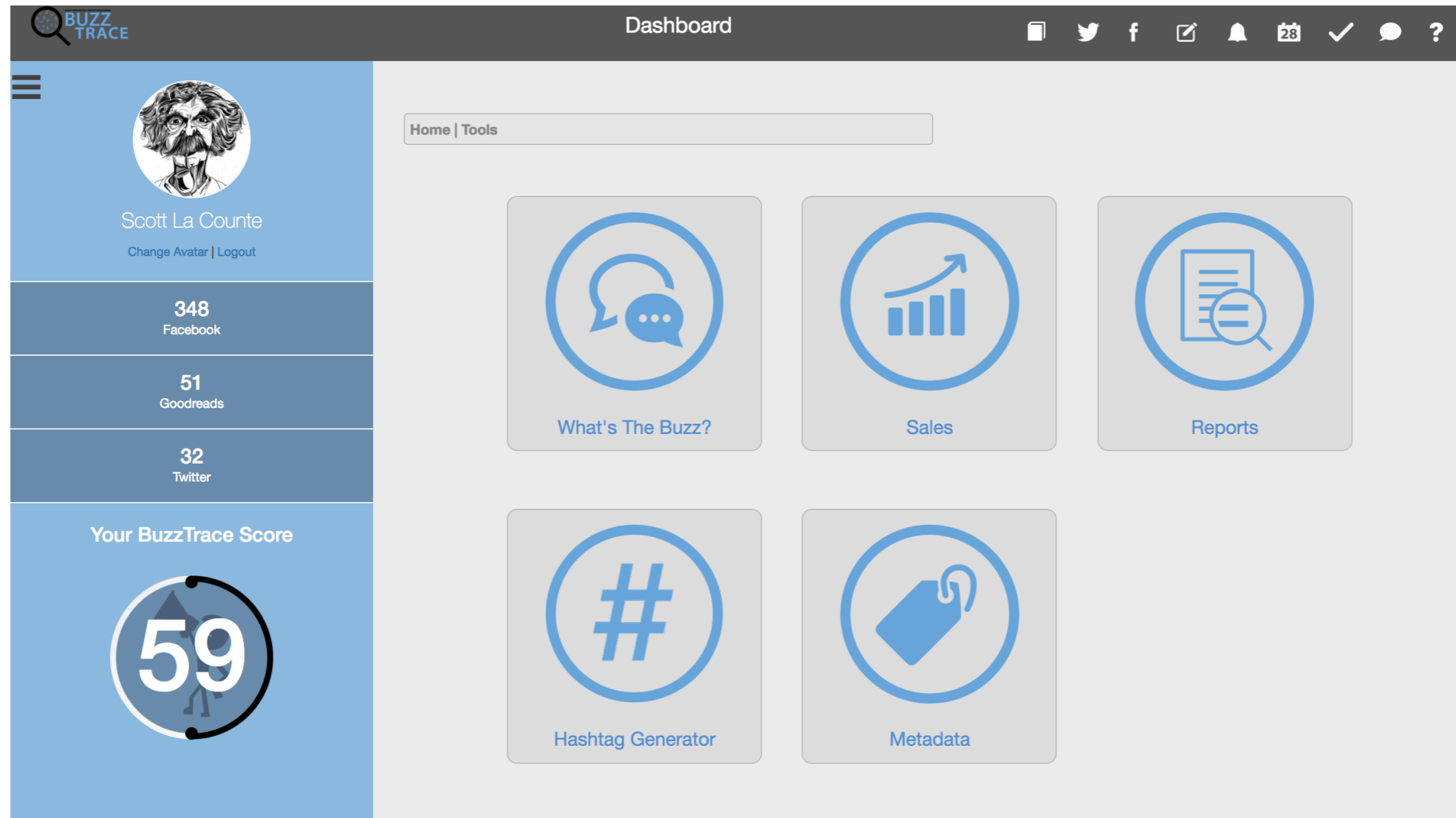
Android

MS PowerPoint

MS Word



# Social Media Management



First Public Beta Interface

# Information Security Management

**Status:**

In progress (internal beta; version 1.0 tentatively will launch next month)

**Overview:**

Q-Frame is Information Security Management Software being created to help streamline the process they use to provide corporations with risk assessments.

**Team Locations:**

Anaheim, Detroit, India

**Software Used:**

Balsamiq (wire-framing), Sketch App (design), InVision (Mock-ups / testing), and Camtastia (Tutorials)

**Challenges:**

When I stepped into the role, they had already hired developers who were working on the job; I suggested connecting with the team before doing any work, but they preferred to do UI first; there was obvious disconnect when we came together, and I could have saved the business time and money if they had just allowed for collaboration at the beginning.

Because of the nature of their business, their questions were quite large; they wanted the website to be both iPad friendly and fit on the screen with no scrolling. I created an interface that let them efficiently minimize and maximize different portions of their control modules so it would never expand beyond the screen.

**Overview of UX Process:**

The business is established in the field, but is new to remote team management and software creation; they needed a designer who could also counsel them on working with a remote team. They had rough wireframes of what they wanted, but didn't know how it would work. I worked with them to find similar websites that they liked, and did a lot of A/B testing of the website's functionality.

# Information Security Management

Control View with Implementation Tab

Sub Con Name
Sub Con Var1
Sub Con Var2
Sub Con Var3
Sub Con Var4
Sub Con Var5

Subcontrol variable text length will vary wildly. Need to accommodate with UI.

Fulfillment slider should snap to 10% increments.

Drop-down and advanced options shown on the next view.

Implementation
Measurement
Priority Actions

Fulfillment Implementation Score

Policy

Documentation

Feedback

Absent  
Ad-Hoc  
Consistent  
Consistent + Influential

Comment

Placeholder text for comment field.

Initial Wireframe

**FRAME**
Dashboard Assessment Controls Priority Actions Visualization About Q & A Setup

ABC Sample Company: 1/120 Complete (+)

Jump to Question
Previous
Next

NIST 800-53 - Security Assessments (-)

Family	SECURITY ASSESSMENT AND AUTHORIZATION
Control ID	CA-2
Control Name	SECURITY ASSESSMENTS
Priority	P2
Impact	Low, Moderate, High
Description	Lots of text goes here! Lots of text goes here! Lots of text goes here! Lots of text goes here! (...)
Supplemental Guidance	Lots of text goes here! Lots of text goes here! Lots of text goes here! Lots of text goes here! (...)
Related	CA-5, CA-6, CA-7, PM-9, RA-5, SA-11, SA-12, SI-4

Implementation
Priority Actions

Priority Action

Priority Linkage

Phase Linkage

Internal Resource

External Resource

Start Date

End Date

Active

Edit Project
Edit Ticket
Edit Time Entry

Description

Beta Design



## Educational Software

### **Status:**

In progress (author website live; teach platform being tested)

### **Overview:**

WriteLab is educational software sponsored in part by Pearson; the goal is to help students write better and teachers grade easier.

### **Team Locations:**

Anaheim, Berkley, Austin

### **Software Used:**

Sketch App (design), Adobe PhotoShop (design), Adobe Illustrator (design) InVision (Mock-ups / testing), and Camtastia (Tutorials)

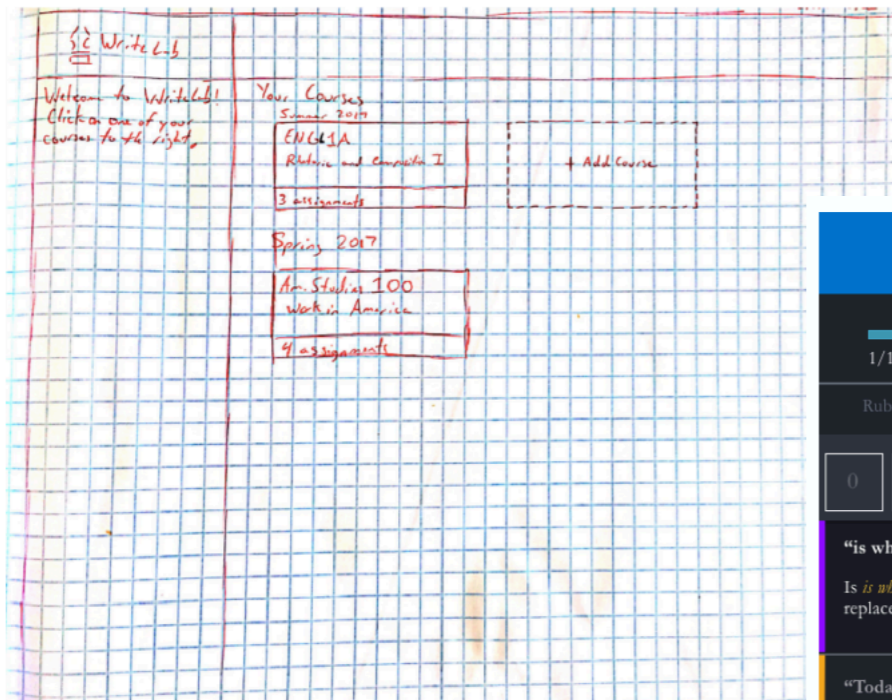
### **Overview of UX Process:**

The CEO preferred to work with hand sketches initially. I researched their current method, reviewed tests / analytics, and talked with the CEO about his vision, then helped him create customer journey flows, and researched the user's goals. The CEO wished to skip wireframes and go directly to prototypes because he wanted Q/A testing to be hands-on. I used InVision to create interactive demos of the product.

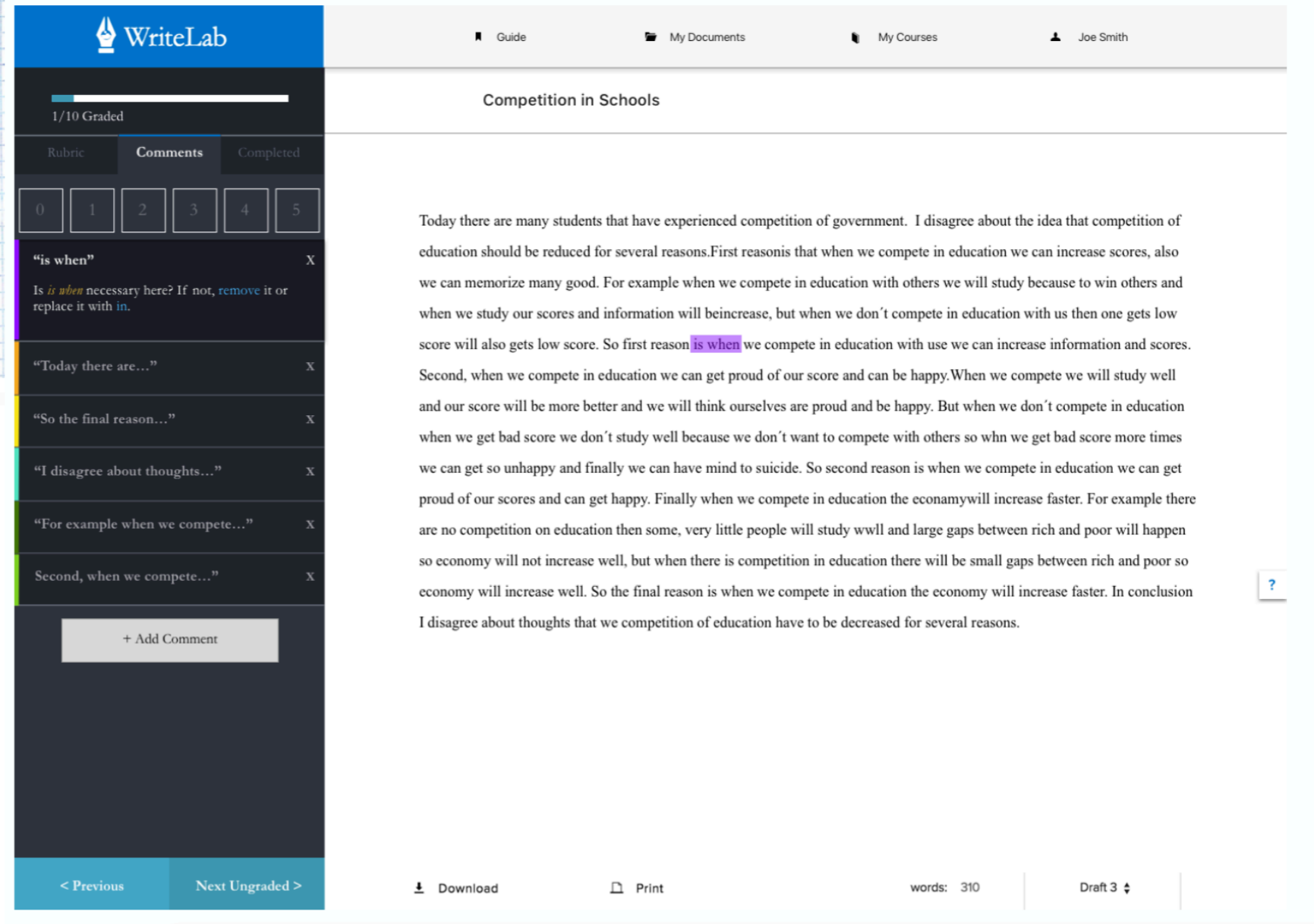
### **Challenges:**

The founder was using a lean UX model and needed rapid prototypes that could be tested, validated, and tested again with users. There was no style sheet, but everything on the teacher platform needed to match the student platform.

# Educational Software



Initial Hand Drawn Wireframe



Prototype Design

# Educational Mobile App

## Overview:

SwipeSpeare is an educational app (iOS, Android, Windows, and Mac OS) that let's students toggle quickly between Shakespeare's original plays and modern English translations. It has been downloaded over 300,000 times.

## Team Locations:

Anaheim, China, India

## Software Used:

Sketch App (design), Camtastia (Tutorials), Parse (user management), PayPal (payment), Xcode (development)

## Overview of UX Process:

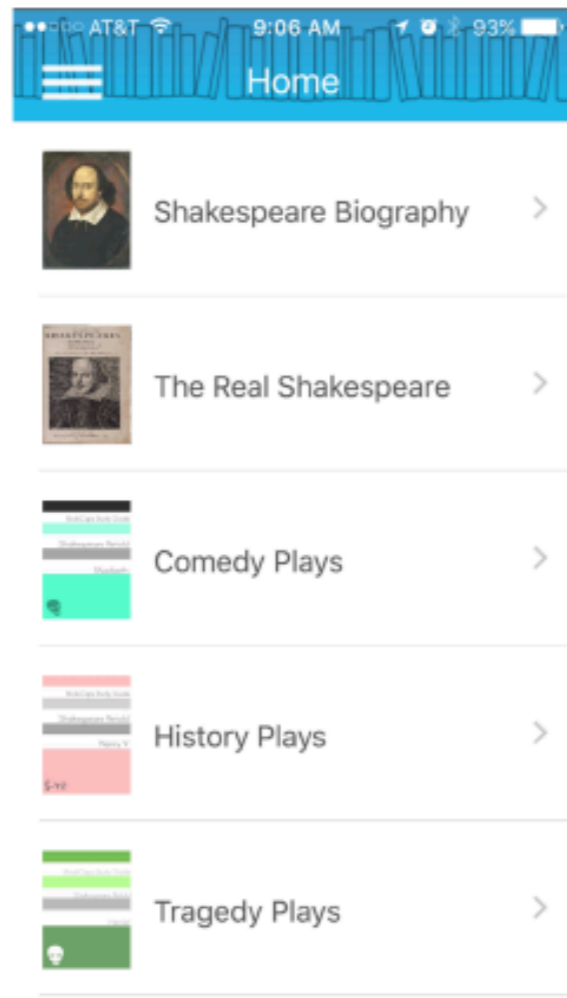
Because this was an update, we already had journey maps and personas—as well as lots of statistics about how the app was being used. This was more of a cosmetic update, so my role as UX designer was to research similar apps and find out what worked and what didn't. I also surveyed users to find out what they liked and didn't like about the current version.

## Challenges:

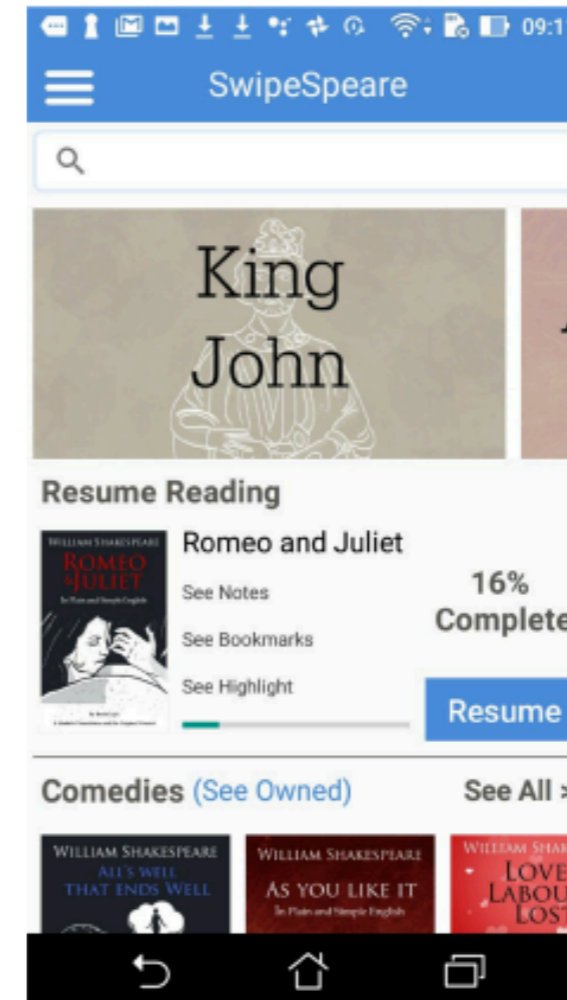
When the app was first created, there were iOS users and Android users—most of the iOS users didn't have an Android device and most of the Android users didn't have an iOS device. In the newest update, we had to accommodate the growing number of users who wanted content to sync.

Teachers wanted a quicker way to reference passages; in traditional books, line numbering would do this; with eBooks and apps, having a changeable font and font size makes this impossible. Still we were able to accomplish a line numbering system that worked for teachers.

# Educational Mobile App



Old UI



New UI