

🎯 Solo End-to-End UX Leadership

Research • Design • Usability Testing • Accessibility Implementation • Figma, WCAG plug-ins

🎓 Completed as part of Google UX Design Certificate (capstone project)


The Challenge

Budgeting apps are **overly complex**, unfriendly to novice budgeters, and lack built-in accessibility controls. Users struggle with information overload and poor navigation structures that make financial management more stressful than helpful.

The Solution

An intuitive experience that lets users **level-up complexity** as they learn. Embedded education and accessibility settings ensure all users can confidently manage their finances regardless of their experience level or abilities.

Usability Testing Outcomes


 **User Satisfaction**

ROUND 1
70

→

ROUND 2
90

Simulation testing

 **First-Try Success**

ROUND 1
60%

→

ROUND 2
100%

Peer reviewers (n=5)

Reduce Cognitive Load

Clear UI helps novice users onboard quickly and confidently

Boost Engagement

Progressive disclosure keeps users motivated to continue learning


Inclusive Access


WCAG AAA compliance ensures confidence for diverse users

Key Learning Outcomes


Applied **WCAG AAA guidelines**, conducted structured usability testing, and iterated from low-fi to hi-fi prototypes while maintaining accessibility standards. Learned the importance of **accessibility-first design**—building reusable components early created a system that scaled across the prototype and simplified iteration.

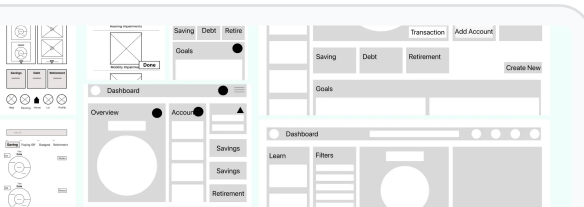
Design Artifacts

 **Sitemap**




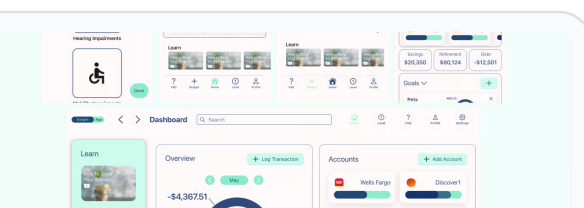
Decision: Simplified navigation to 4 core sections based on user interview findings about complexity overwhelm

 **Wireframes**




Decision: Used progressive disclosure to reveal complexity gradually, preventing information overload for beginners

 **High-Fi Prototype**




Decision: Integrated accessibility controls and learning content directly into the interface rather than hiding them in settings

Design Process

**Research**


4 interviews + competitive audit

Week 1-2

**Design**


Crazy 8s → wireframes → prototypes

Week 3-6

**Testing**

2 usability rounds; 70% → 90% success

Week 7-10

**Build**

WCAG AAA + mobile-first system

Week 11-14