



Clara Bunker

UX Designer

Hi, I'm Clara!

I work at American Express as a UX Designer on prepaid and alternative payments.

I'm a designer with a diverse background. At the Savannah College of Art and Design I studied Industrial Design, Interaction Design, and Design for Sustainability. After graduation I worked for the International Rescue Committee helping them build the New Roots in New York program. I applied design thinking and service design techniques to the program and designed a community run farm and community integration program. I also taught design to elementary and middle school children in the South Bronx. (Ask me about this, I love to talk about it!)

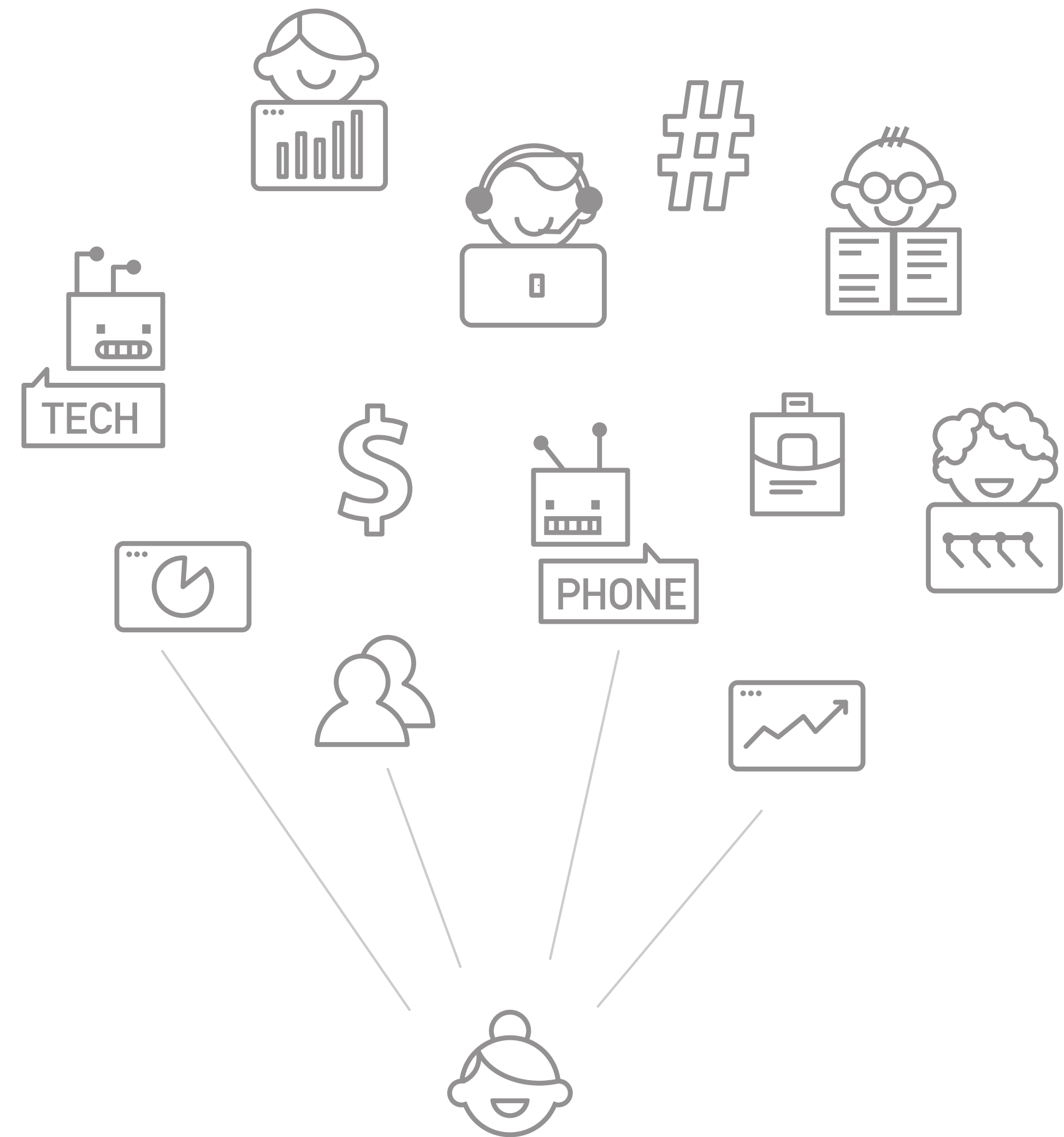
Now I'm applying the same empathy and techniques in the digital space to create better banking products for under banked people. I'm passionate about creating equality through design.

I believe that by following a process and through team collaboration, challenges can be solved so we can consistently and repeatedly drive positive results!

Get in touch!

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My Approach

Planning

The goal is to Kick off the project and align with partners, define an approach, and timeline.

This is how we get an initial understanding of the ask and set a direction for the team to deliver.

Discovery

The goal its get a clear understanding of the problem. The discovery phase allows us to dive into how our competitors, and other industries handle similar challenges.

This is how we know what we're building is the right thing.

Design

The goal is to define the functional and visual aspects of our solution. This is where the project starts to get visual. We sketch and start exploring ways to solve the challenge visually.

This is how we make sure we're building something that works and is intuitive for users to interact with.

Delivery

The goal of Delivery is to communicate design intent with our technical and production partners. Most projects have different delivery needs. We often create usable code, specks, and other artifacts for the build.

This is how we make sure we're building what we designed.

Support

The goal of Support is to ensure continued iteration and maintenance for the design with our project partners. After handoff there are always questions or new challenges that arise. Sometimes we don't hit the metrics, so we iterate and improve the design.

This is how we make sure the work is great.

I believe in following a consistent but scalable and flexible process for every project.

My Tools

Planning

Design Brief
Define Scope
Define project approach
Define meeting cadence
Project kickoff
Tasking
Timeline
Stakeholder workshop
Feature Set Workshop
Delivery Planning

Discovery

Competitive analysis
Adjacent industry analysis
Affinity Mapping
Behavior Mapping
Card Sorting
Channel Mapping
Co-creation Sessions
Content Types Audit
Data Audit
Field Work
Heuristic Analysis
Journey Map
Logic Map
Personas
Stakeholder Interviews
Taxonomy
Technical Investigation
Ontology
Site or App Map

Design

Sketching
Sketch Workshop
Code Sketch
Design Review
Device Validation
Interaction Flows
Messaging
Content Strategy
Legal Approval
Scenario Definition
Service Blueprint
User Validation
Visual Design Compositions
Wireframing
Look and Feel Exploration

Delivery

Assets Creation
Code Delivery
Code Documentation
Code Merge
Code Support
Content Guidelines
Deploy to Server
Design Specs
Functional Specs
Project Documentation
Copy Deck Writing
Data Planning

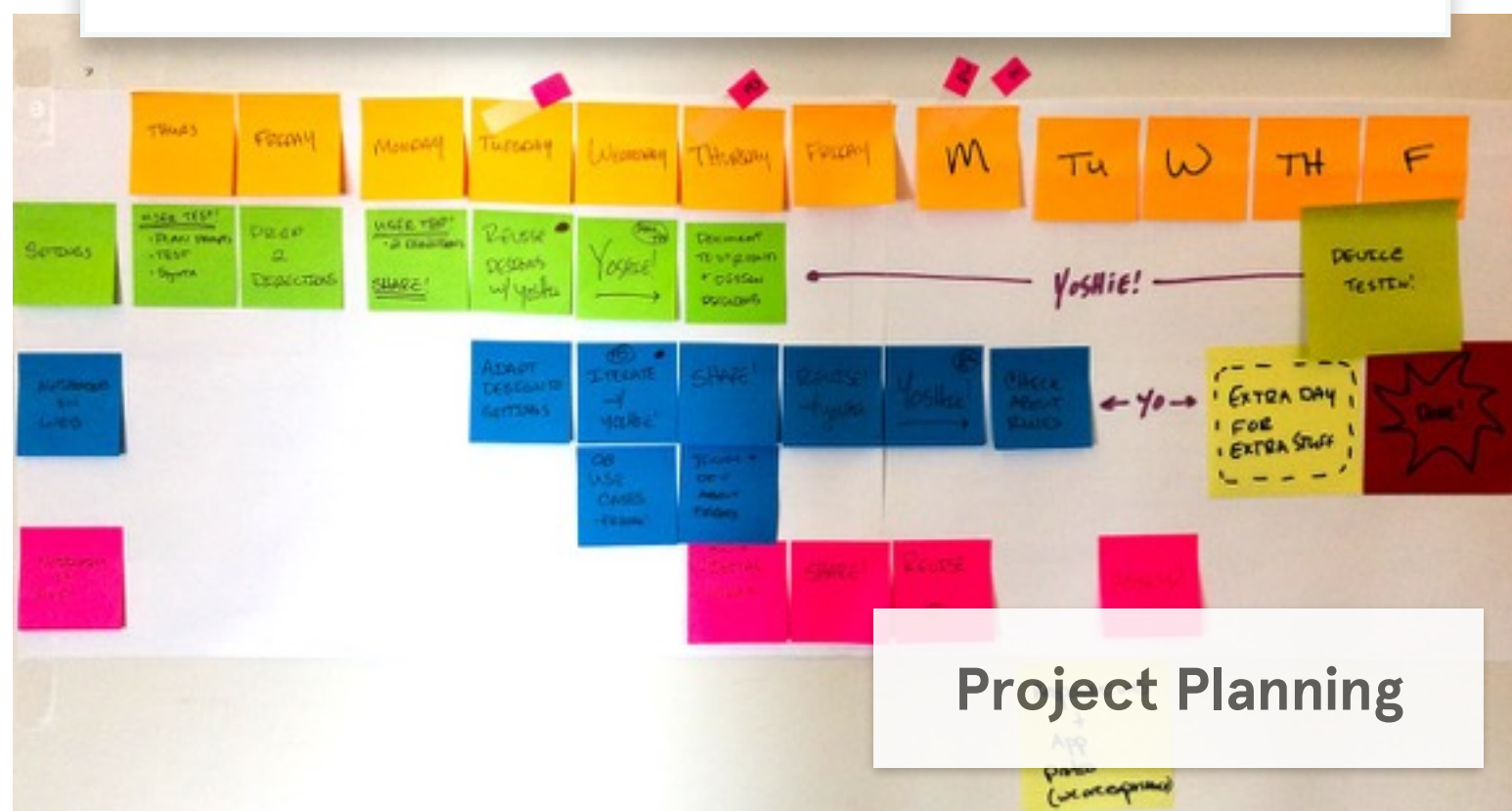
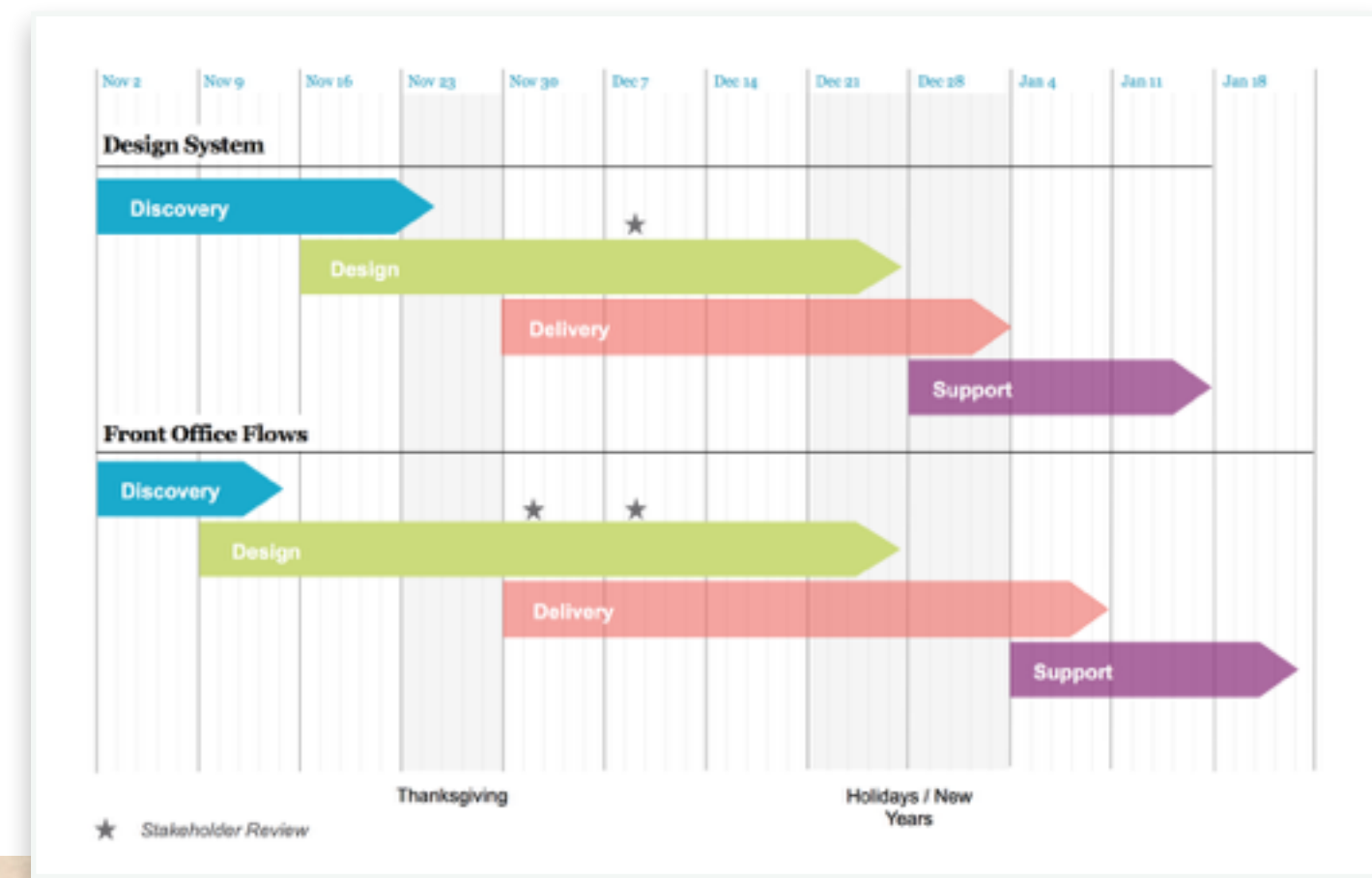
Support

Problem Solving Workshop
Design Q.A.
Iteration
Put out the fires!

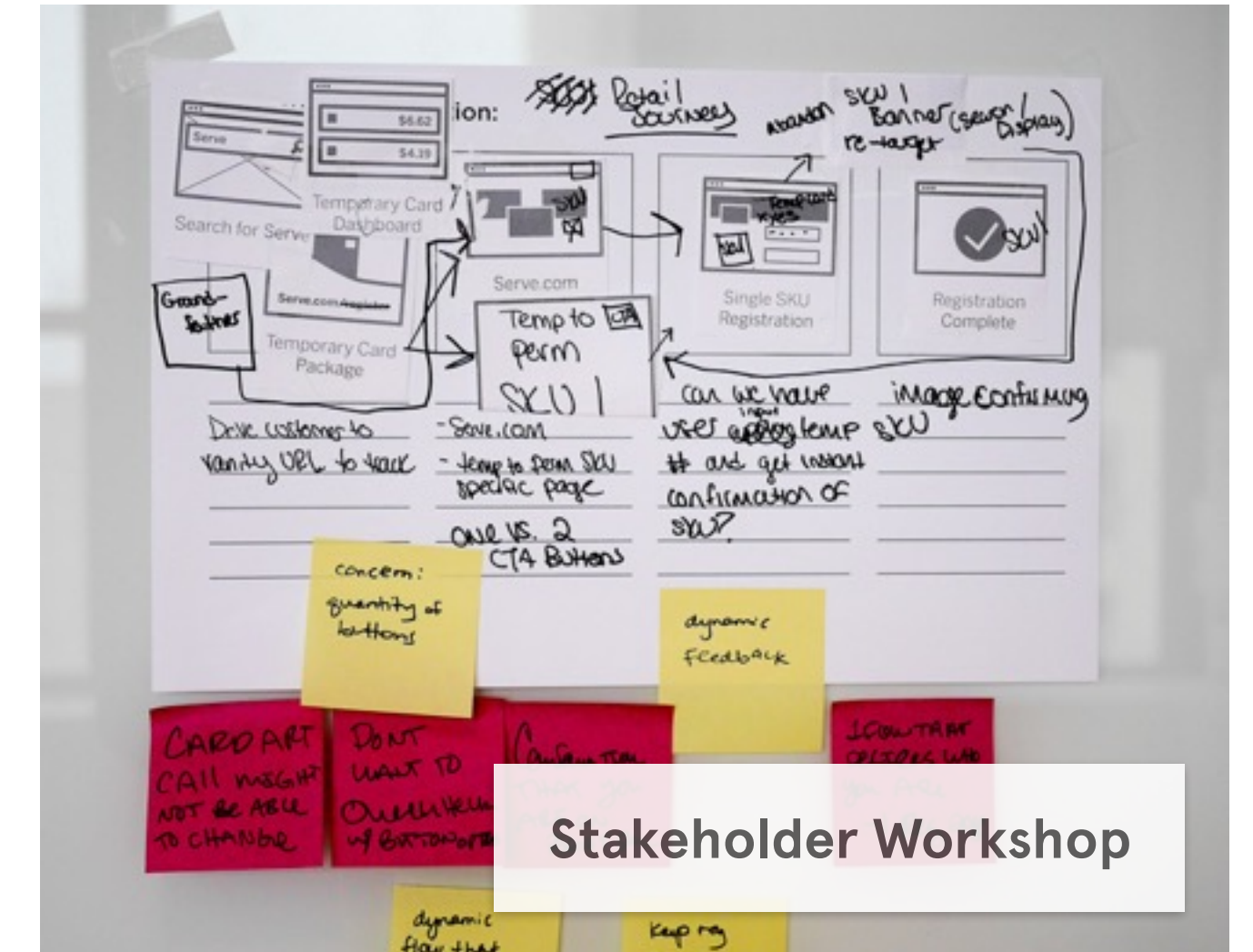
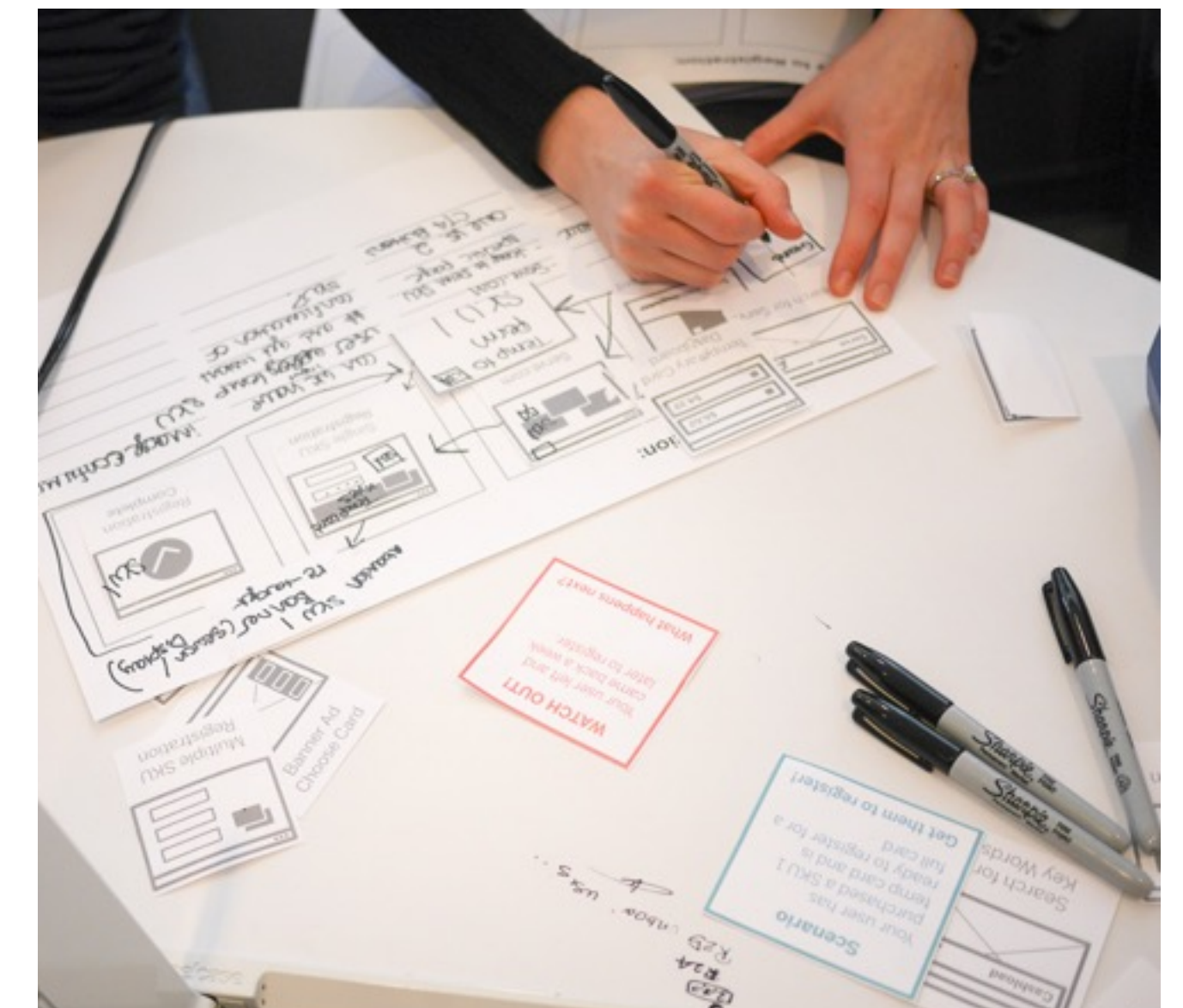
PLANNING

Plan & Scope

Getting everyone aligned and knowing what to do next is sometimes the hardest part of a project! I use stakeholder workshops to gather requirements and align the team. Planning boards help me track projects and assign tasks, so everyone knows whats next.



Project Planning

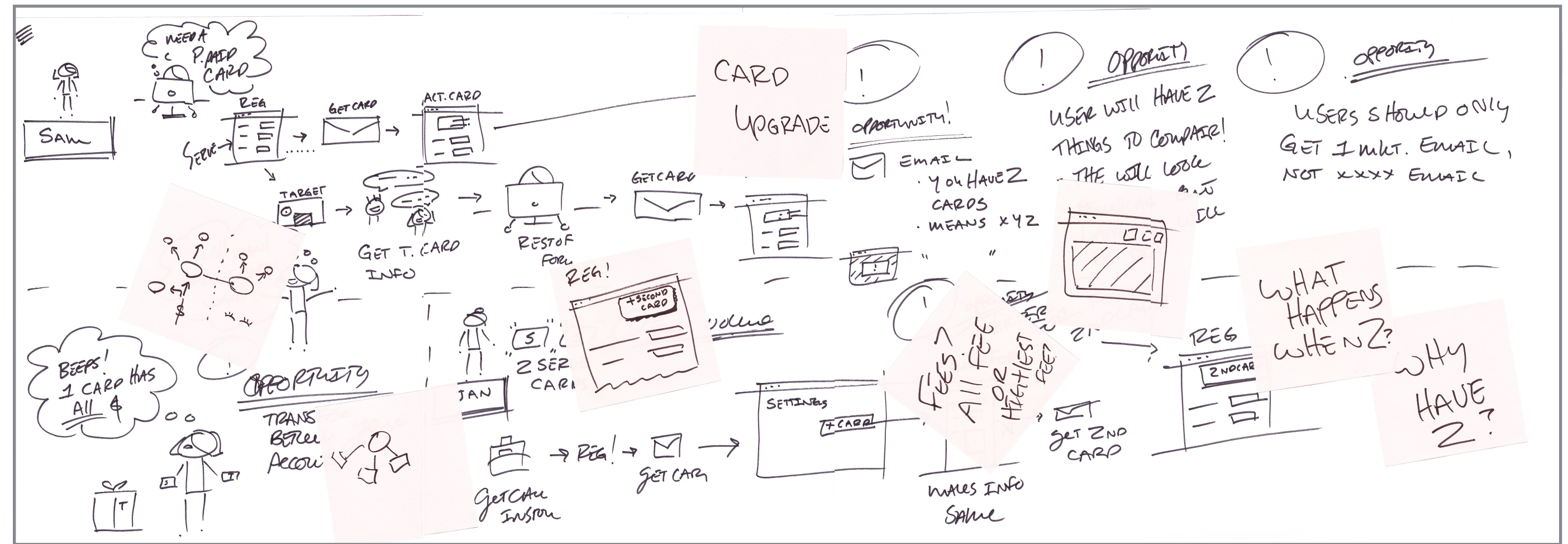


Stakeholder Workshop

DISCOVERY

Research & Empathy

Learning about our users needs is central to my process. Whenever I can I'll talk to users. I also research competitors and analogous industries to see what experiences user might be having. I'll sketch journeys to understand where our users might be coming from and where they could be going. The goal it to see things through their eyes and gain empathy for their needs.



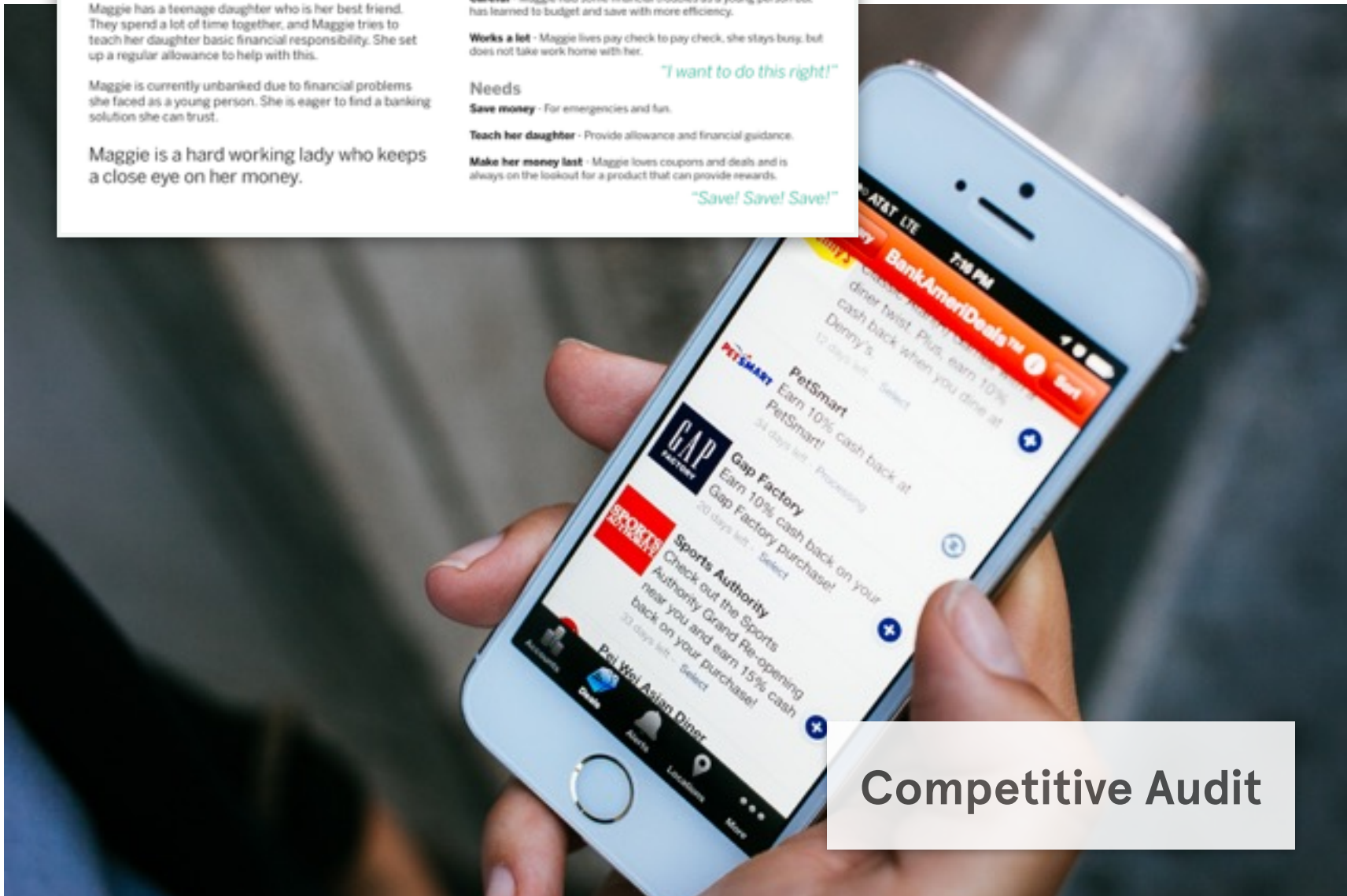
Online | Direct Deposit

Maggie
 Age: 40
 Location: Georgia
 Job: Verizon CCP
 Technology: laptop and smart phone

Motivators
Family - Maggie wants financial security to keep her family protected for whatever comes down the road.
Adventure & Fun - She wants to save enough money to go on an annual trip with her daughter.
Inclusion - Maggie wants to find a banking solution that feels like it's made for her. Traditional banks alienate her because of her credit problems and high fees.
Familiarity - She feels comfortable going to the check cashing place because she is used to it. She would like to find a faster and more affordable option but has a hard time latching on to a particular solution. *"I want my kid to be happy."*

Behaviors
Research - She is always running errands and trying to find the best deals. She has seen prepaid cards in store, but wanted to go home and research the options first.
Careful - Maggie had some financial troubles as a young person but has learned to budget and save with more efficiency.
Works a lot - Maggie lives pay check to pay check, she stays busy, but does not take work home with her. *"I want to do this right!"*

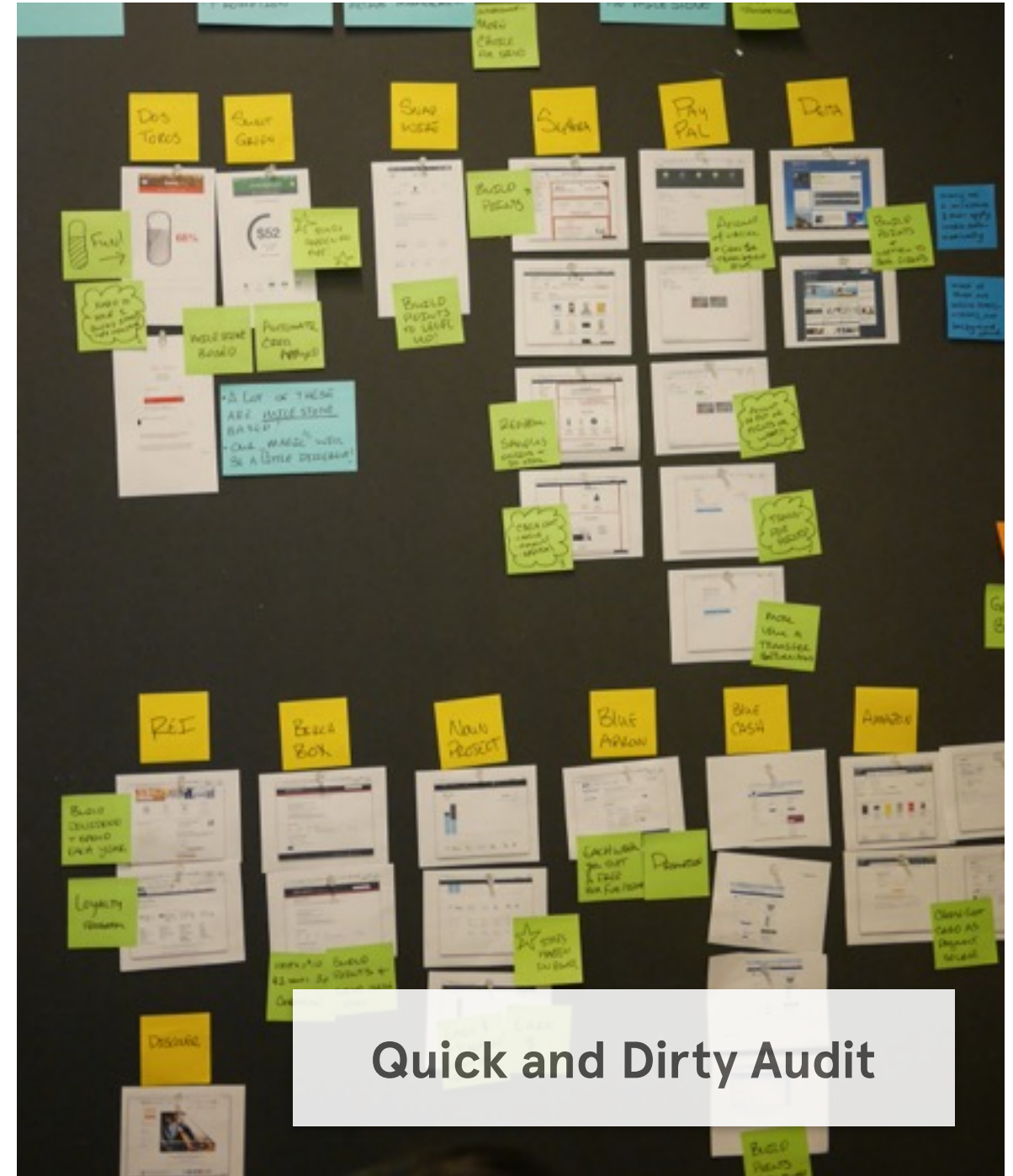
Needs
Save money - For emergencies and fun.
Teach her daughter - Provide allowance and financial guidance.
Make her money last - Maggie loves coupons and deals and is always on the lookout for a product that can provide rewards. *"Save! Save! Save!"*



Competitive Audit



User Journey



Quick and Dirty Audit

DESIGN

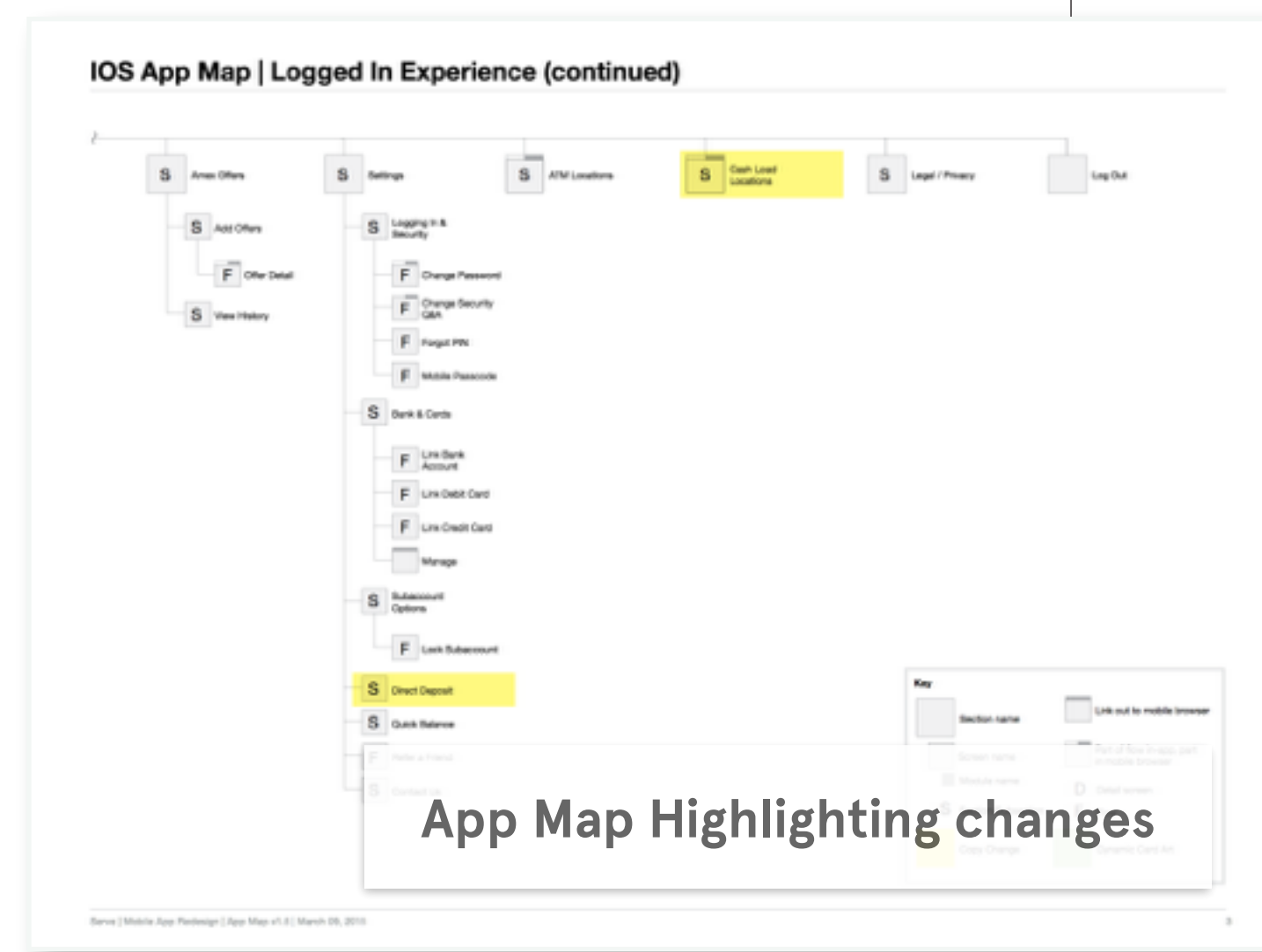
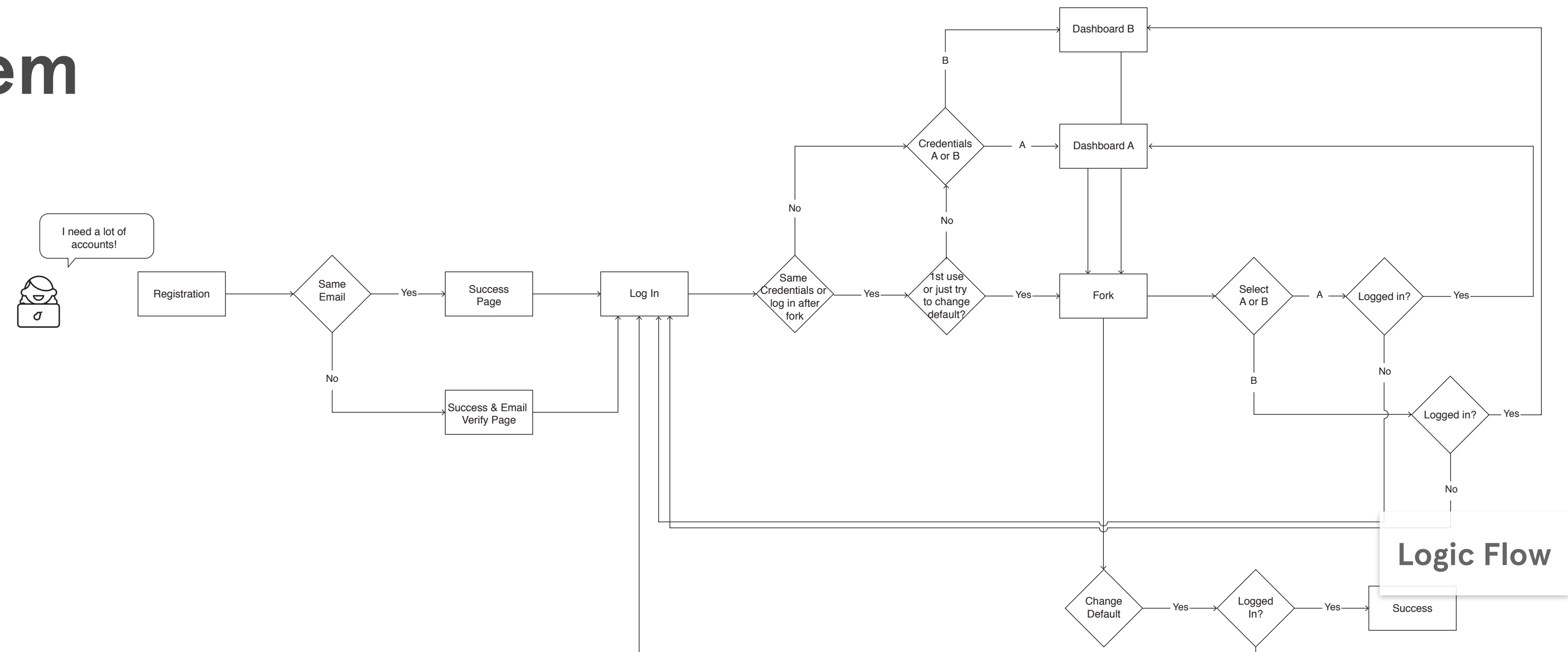
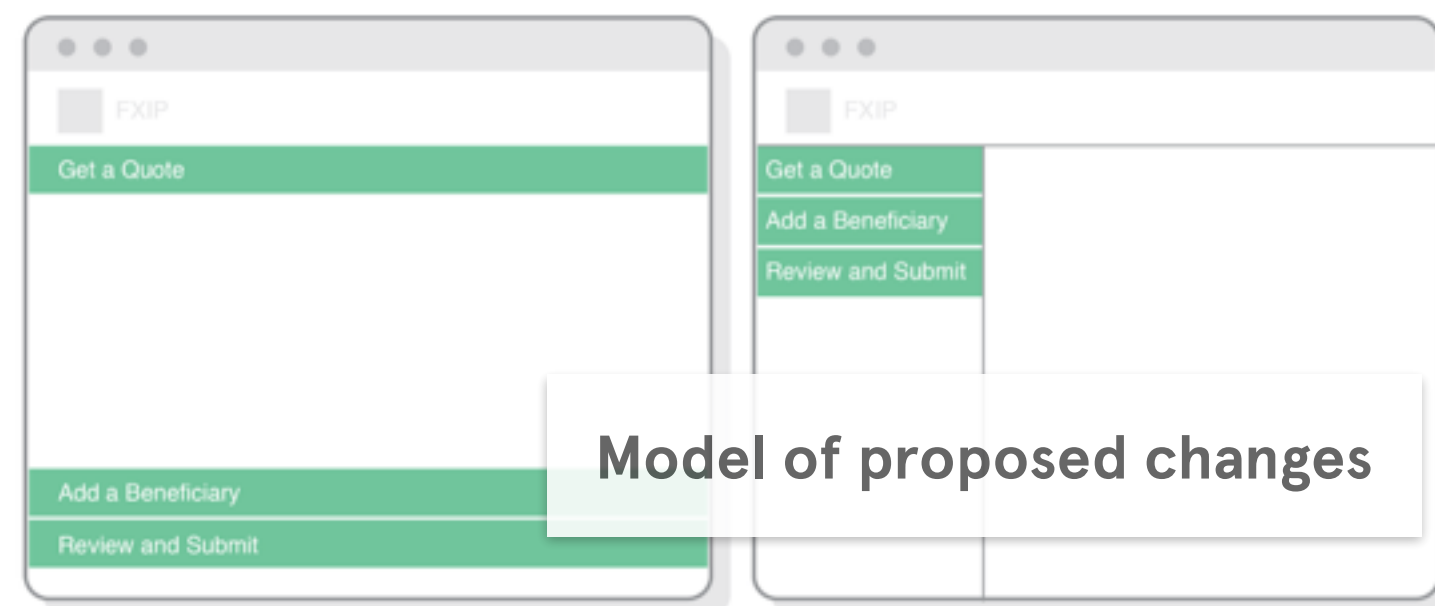
Understanding the System

Some projects can have really big impacts on the system. I map these impacts out visually with my team so we can be on the same page. These visualizations also help communicate the design's intent to a larger audience.

Progressive Summary



Navigation



App Map Highlighting changes

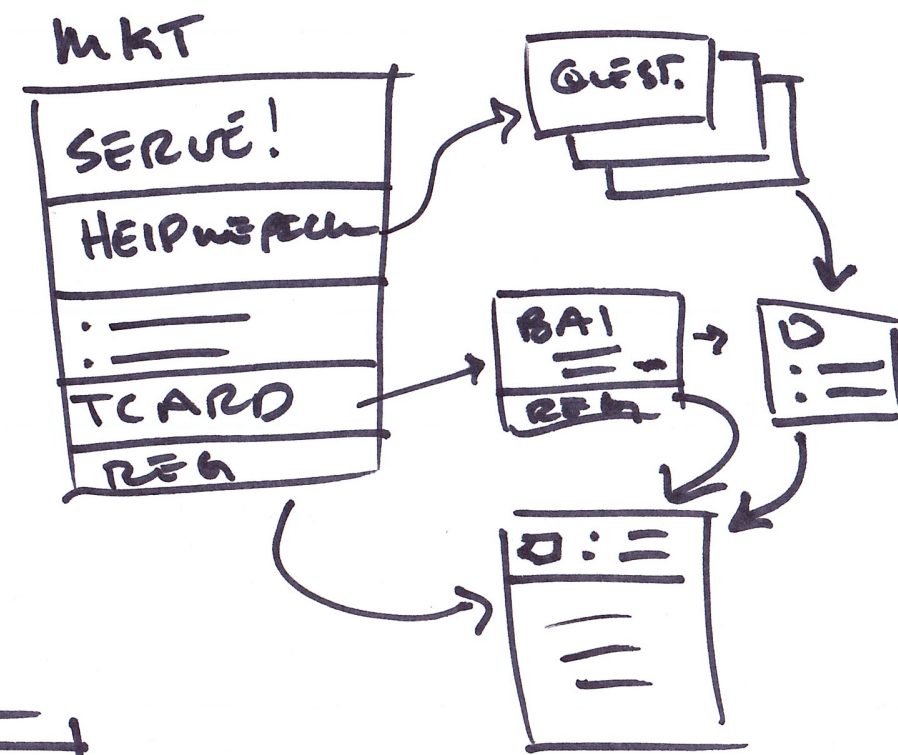
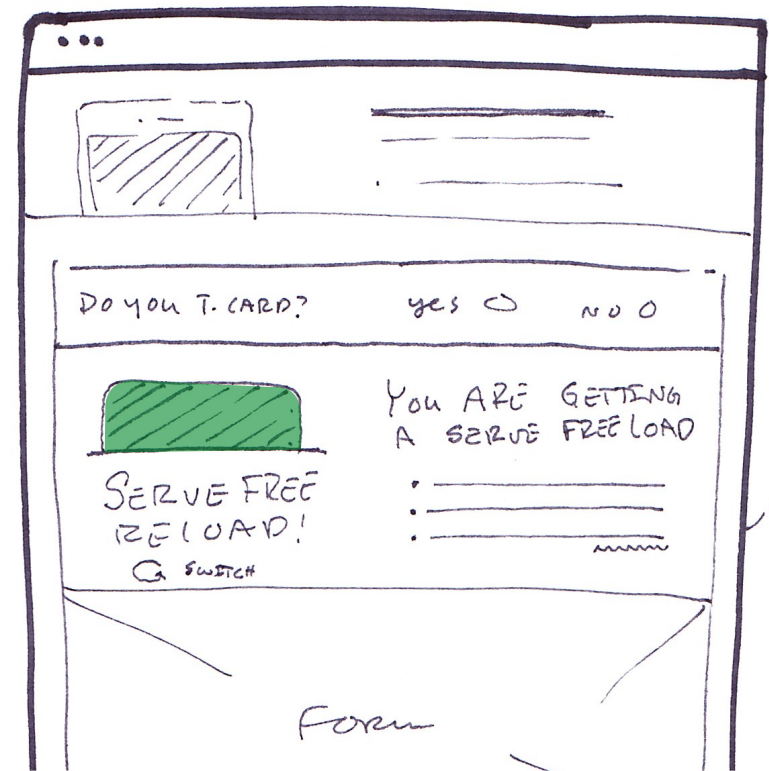
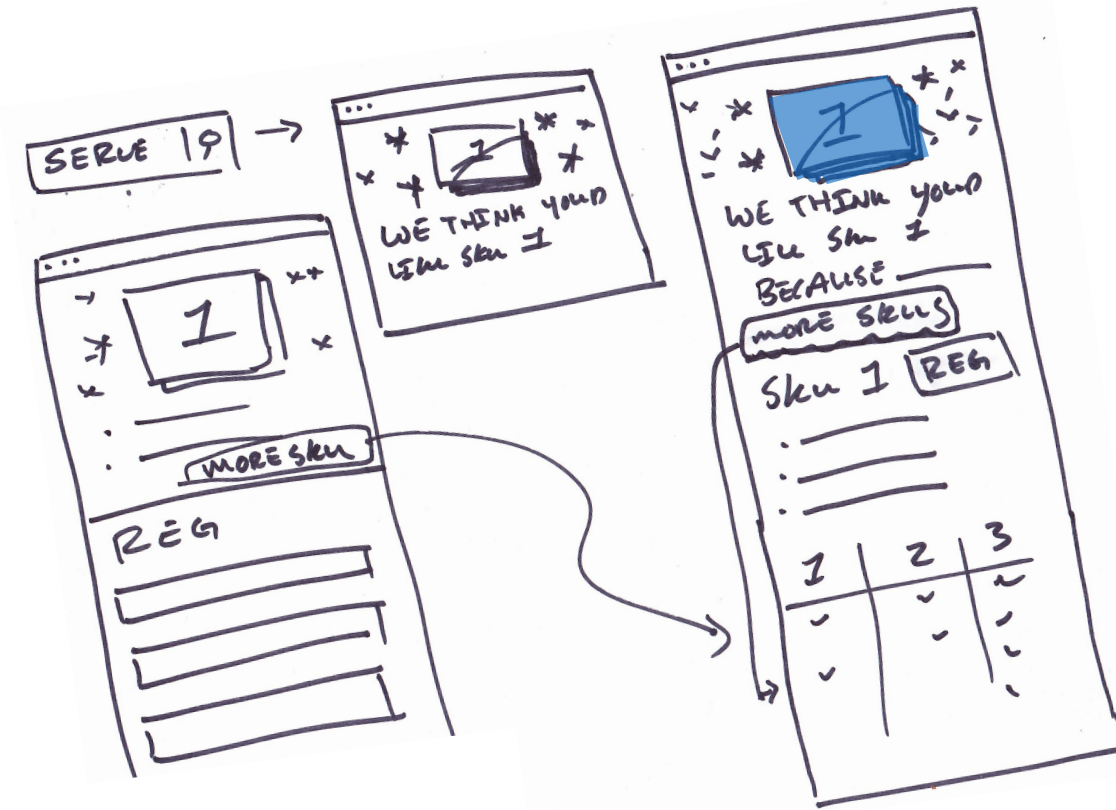


Low Fidelity User Journey

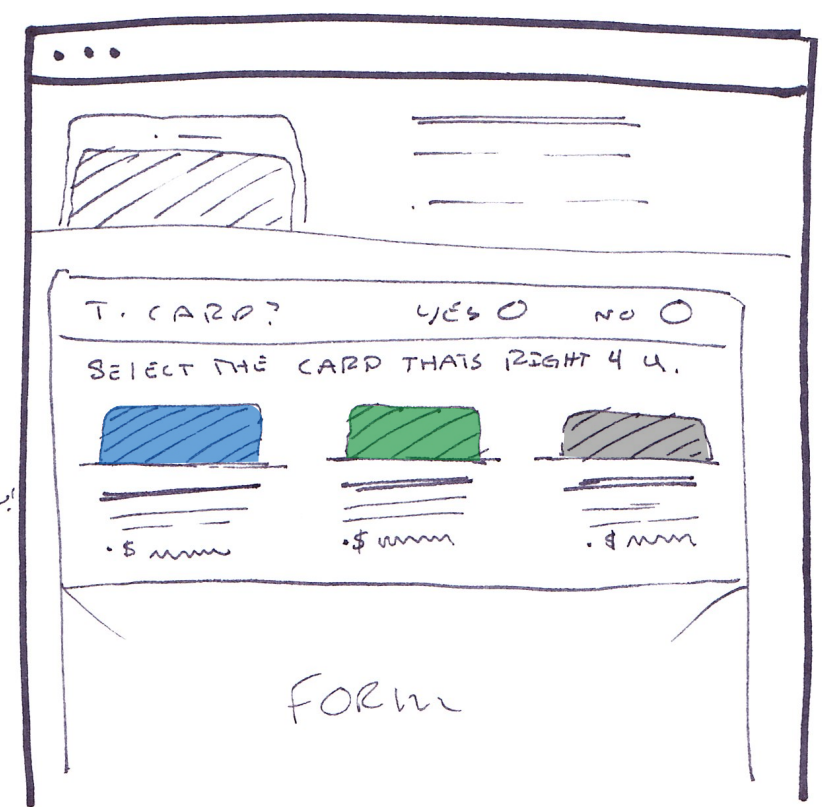
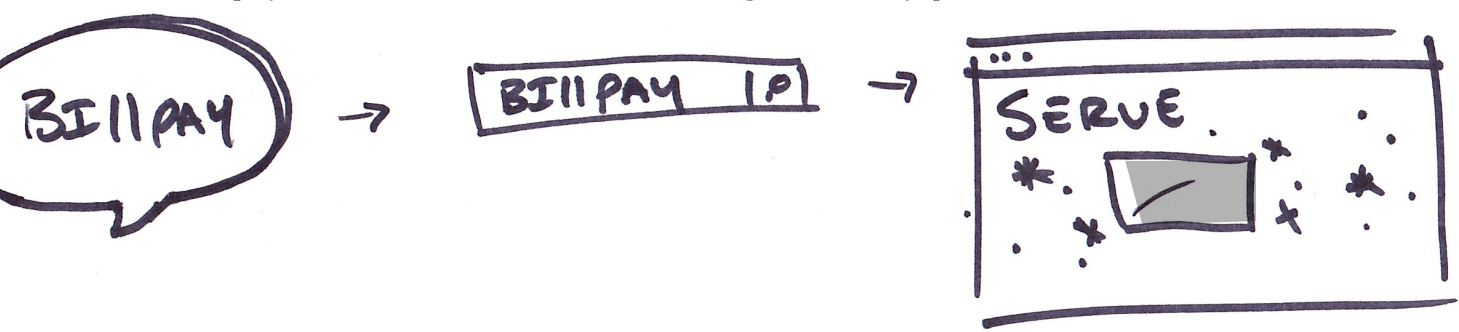
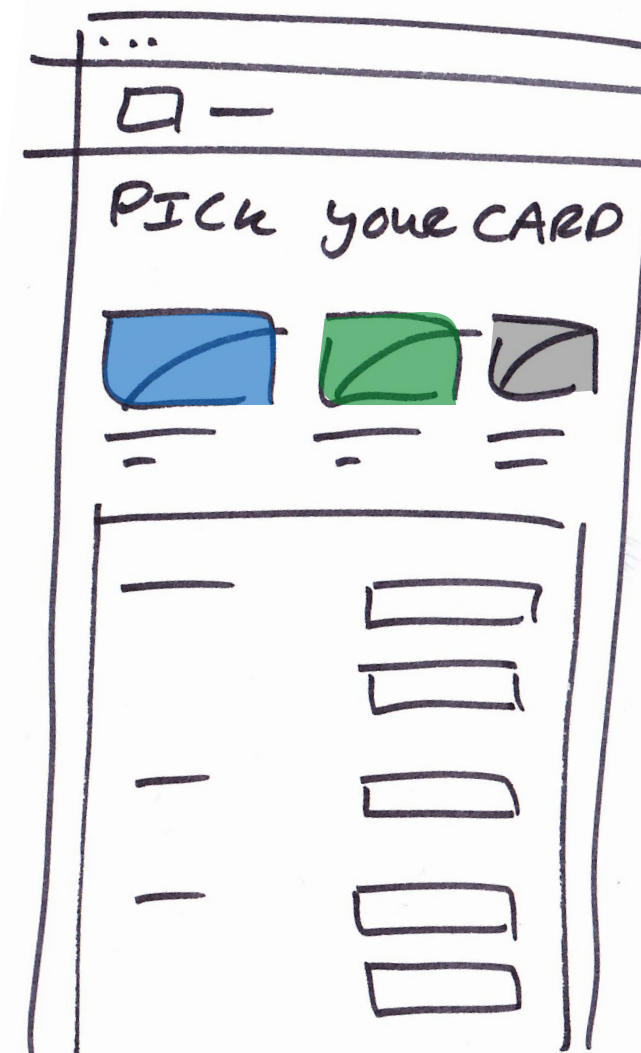
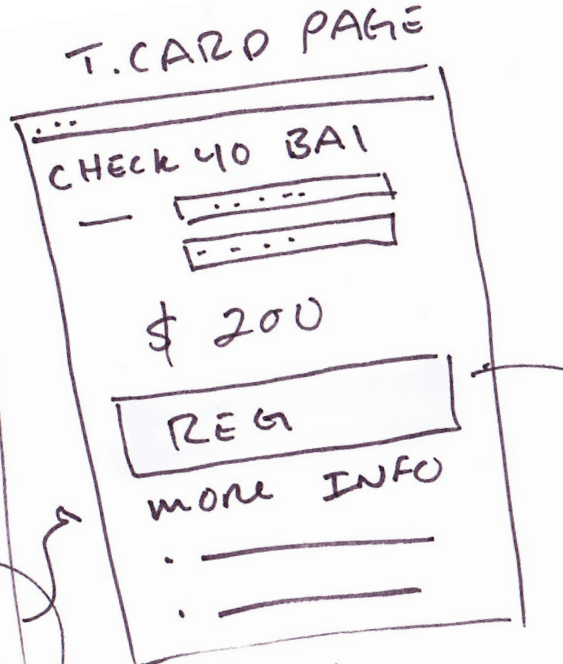
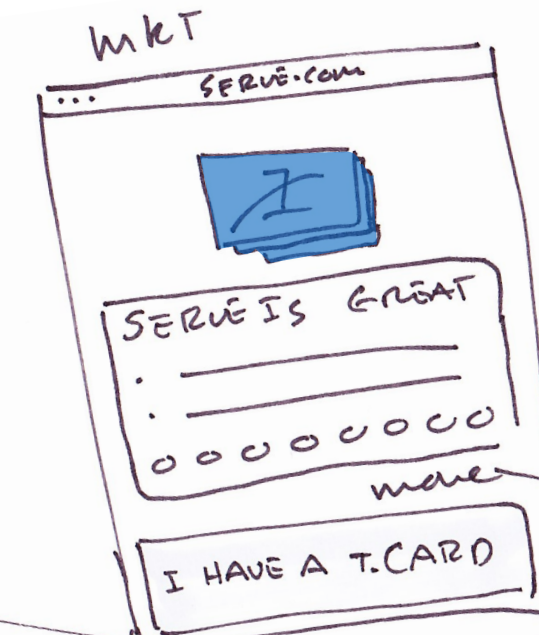
DESIGN

Sketching & Ideation

I love to sketch in a group! We sketch for a bit, share out, and repeat. We try to look into the future to see where we can go, then solidify our ideas into an actionable next step. I sketch on my own when I'm stuck figuring out a tricky problem.



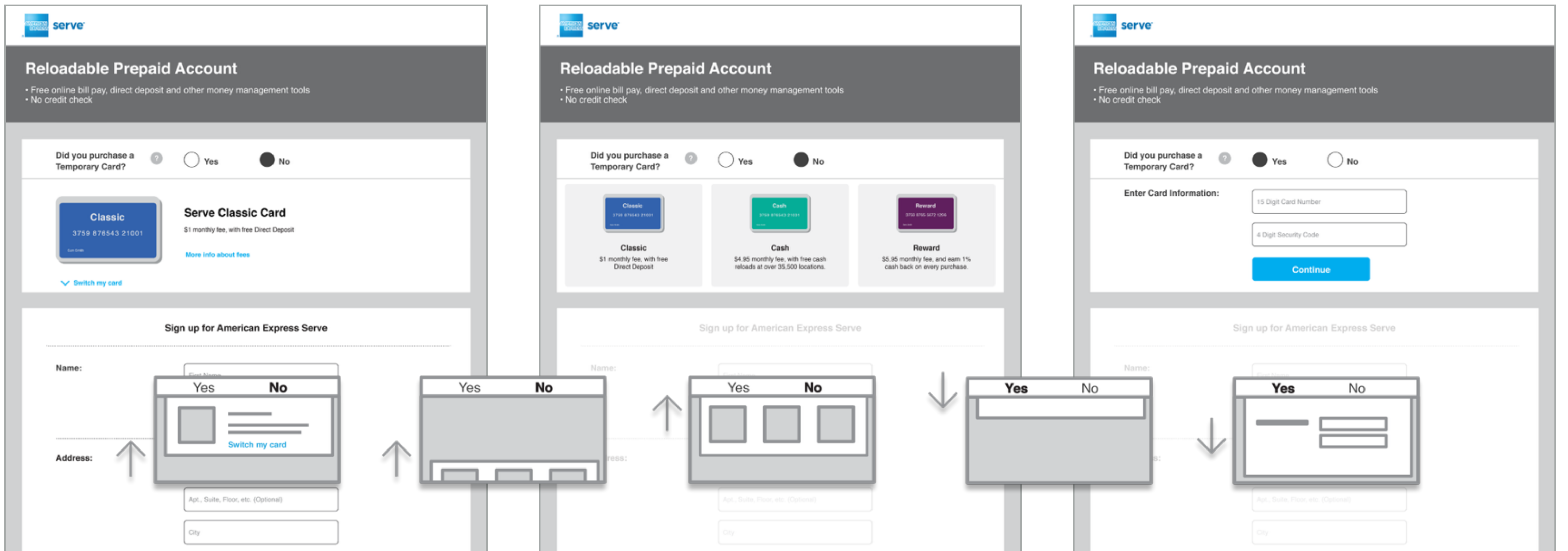
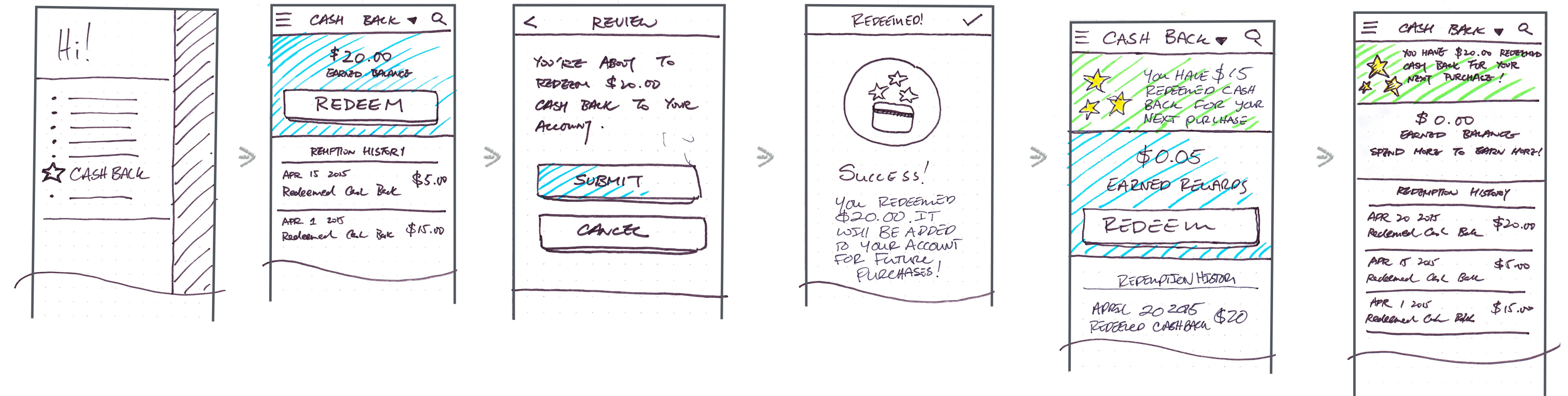
SERVE 1?



DESIGN

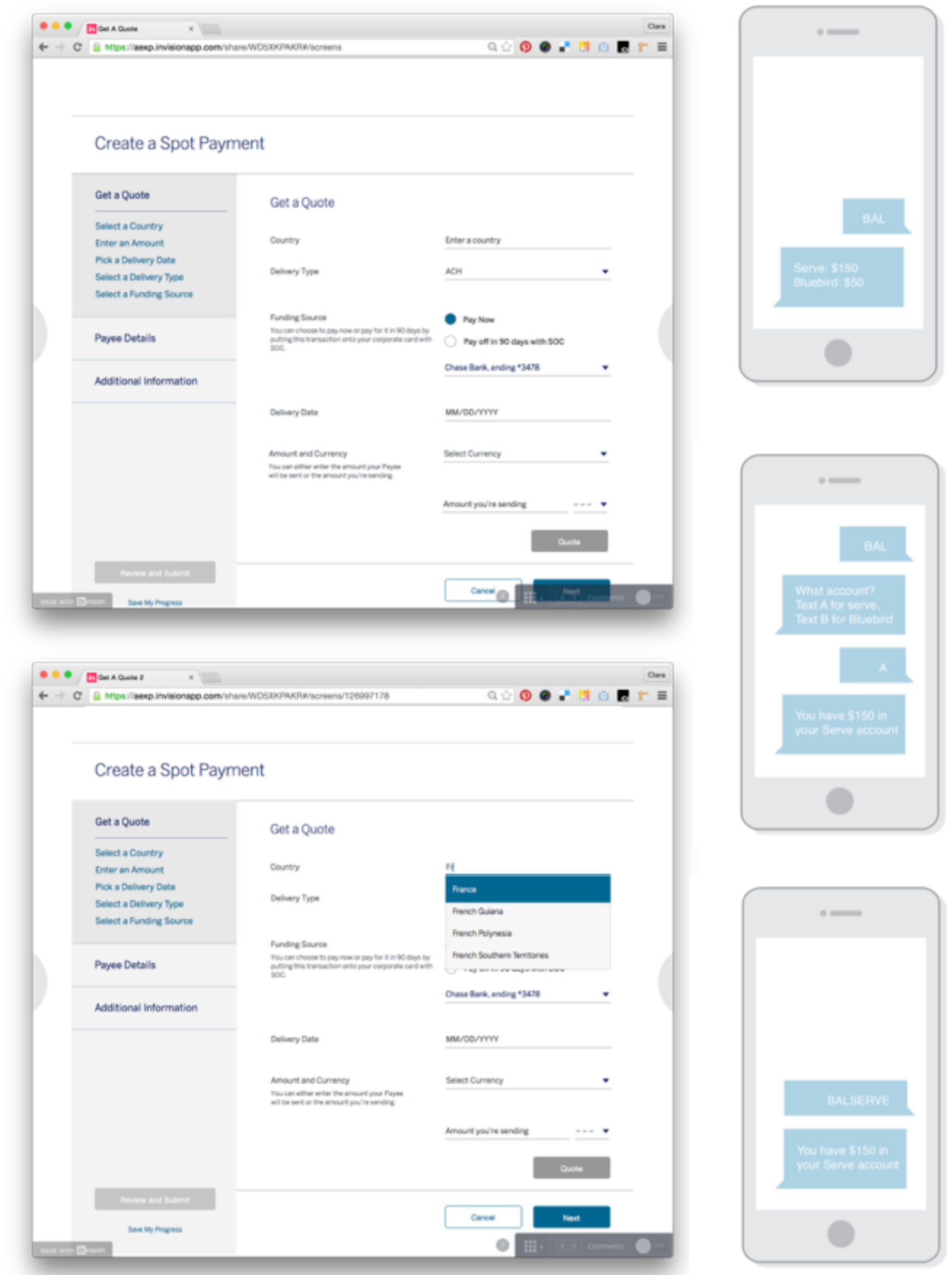
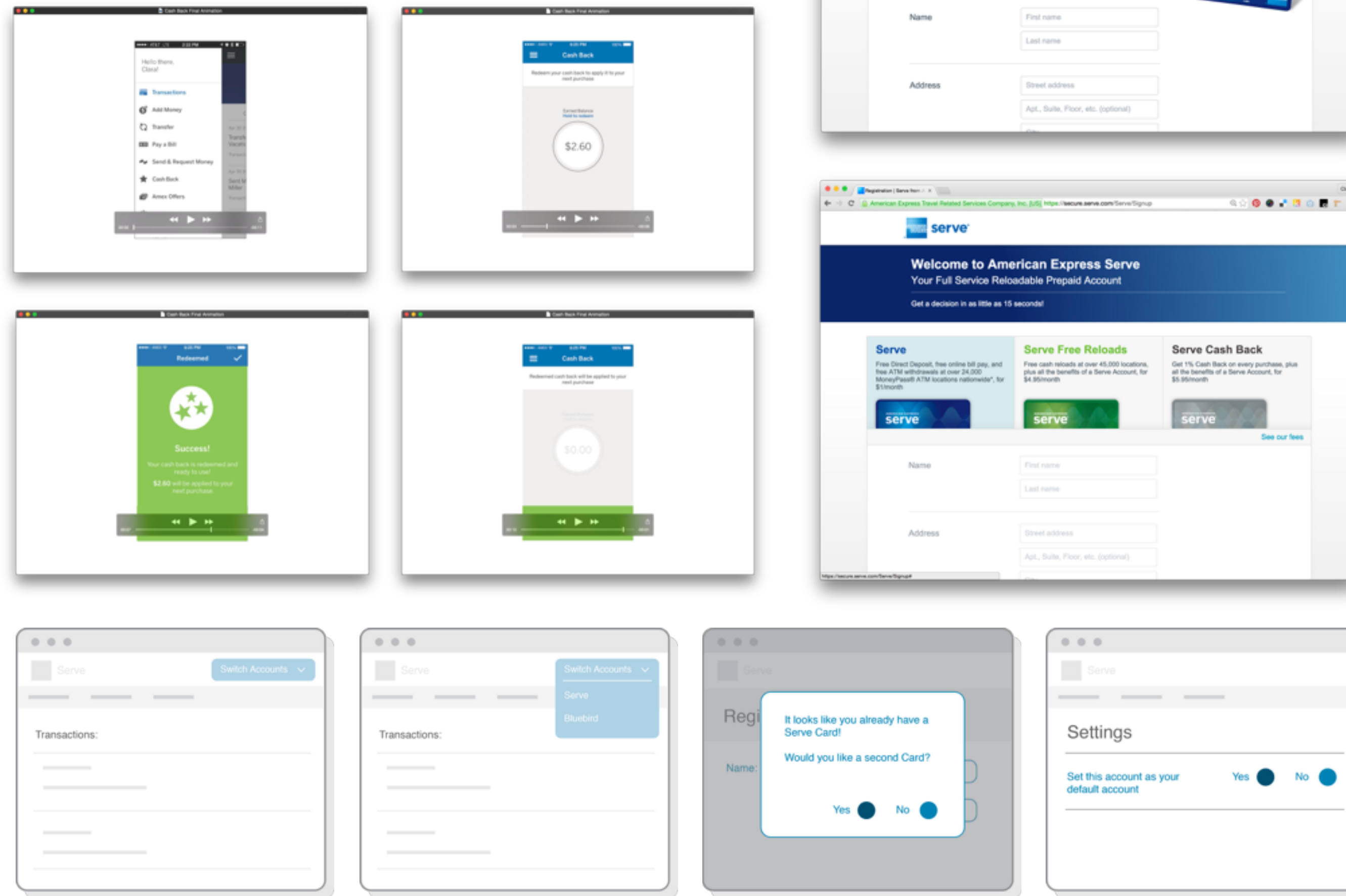
User flows

To better understand the team's design solution I will quickly create high level user flows. This helps document decisions and see if a solution makes sense. When ideas become crisper I keep working in flows but step up fidelity levels.



Prototyping & Testing

Prototyping is an integral part of my problem solving process, often my go to method when working out a difficult and complex problem. The end result is helpful not only for myself but becomes something my team to rally around.

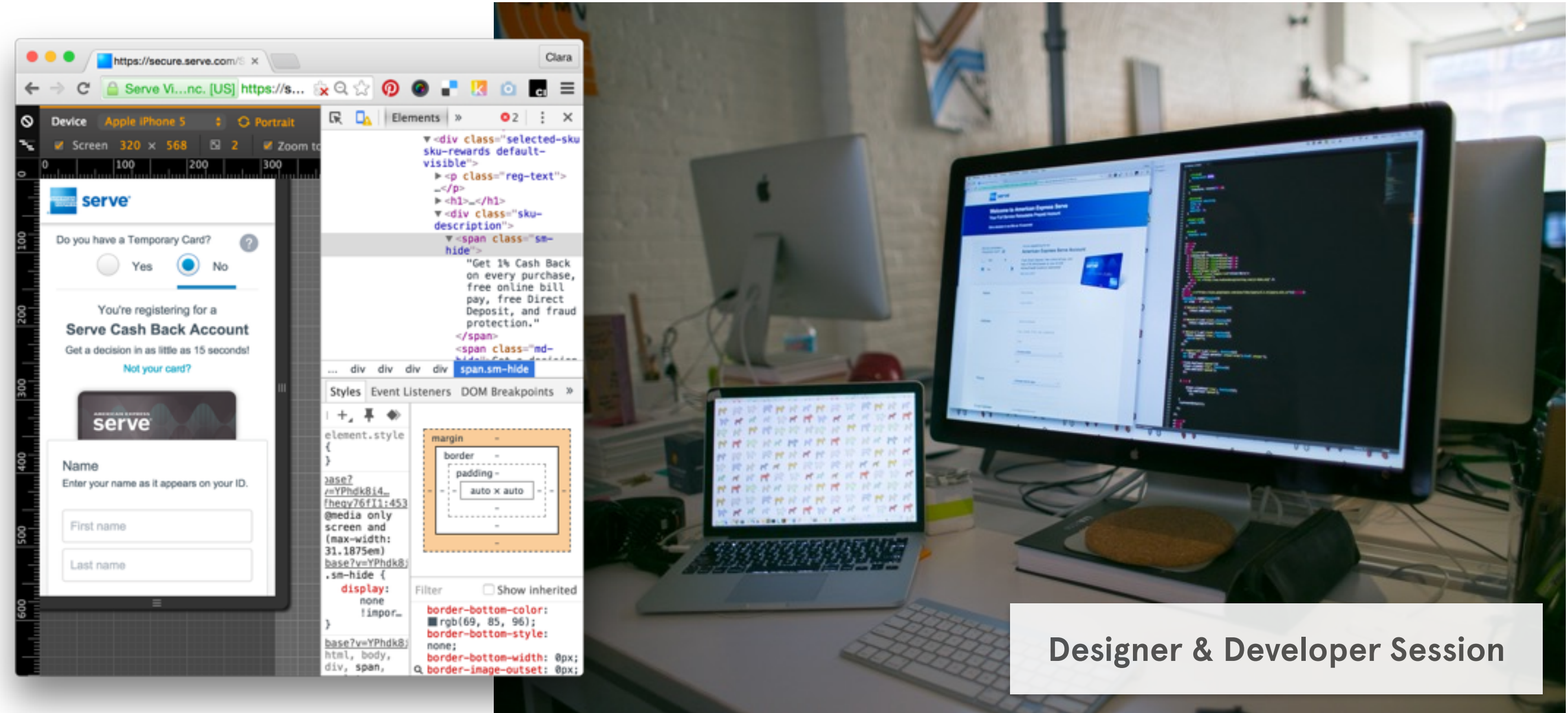
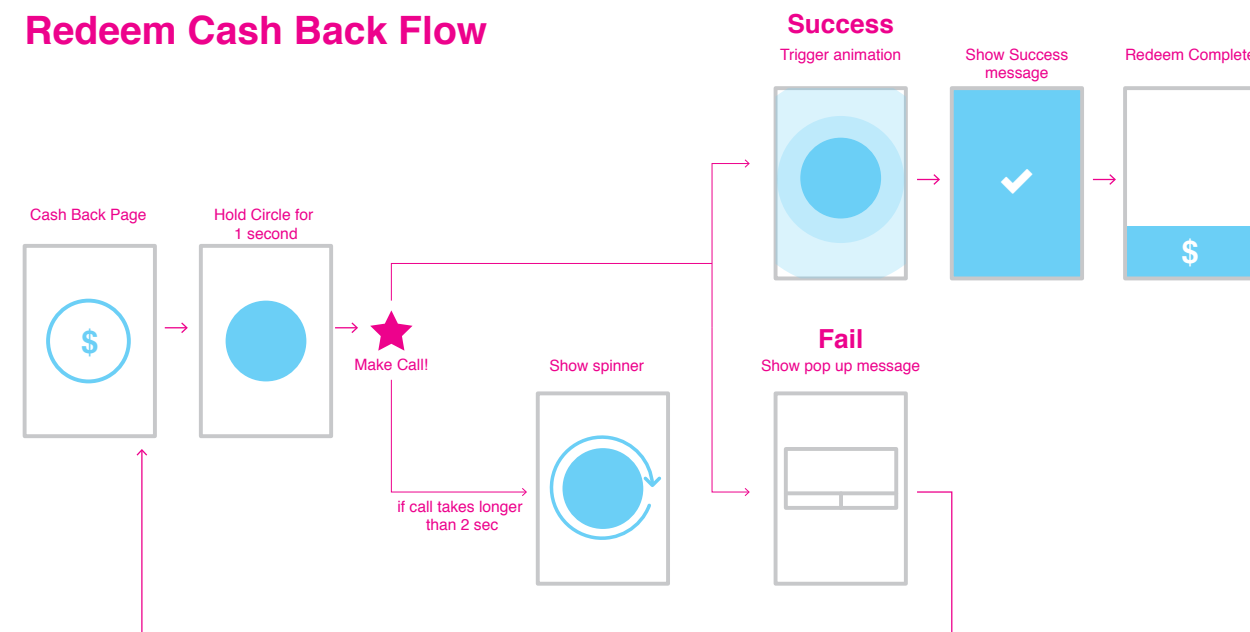


DELIVER

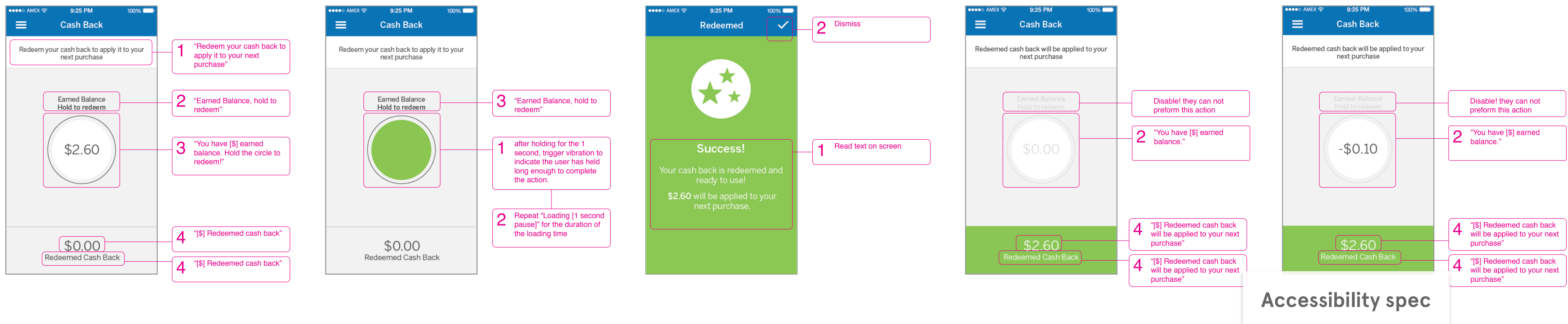
Production

I work closely with the development team to hand off working code. I'll make specs and other diagrams to help document the vision and tweak code in browser to quickly tell teammates what to change. After launch, I follow up to see how things are working, and if needed we iterate new solutions on the spot.

Redeem Cash Back Flow



Designer & Developer Session

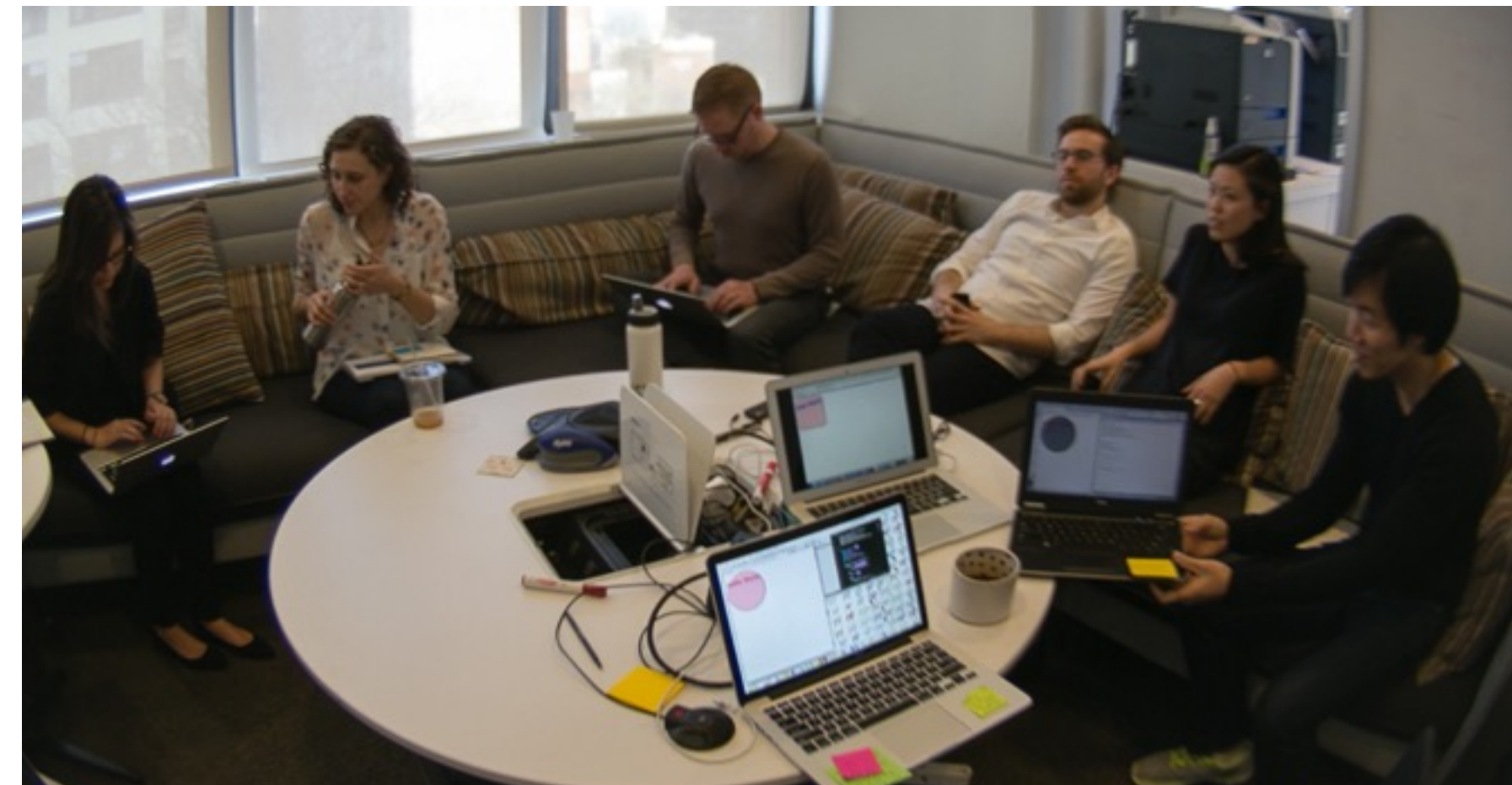
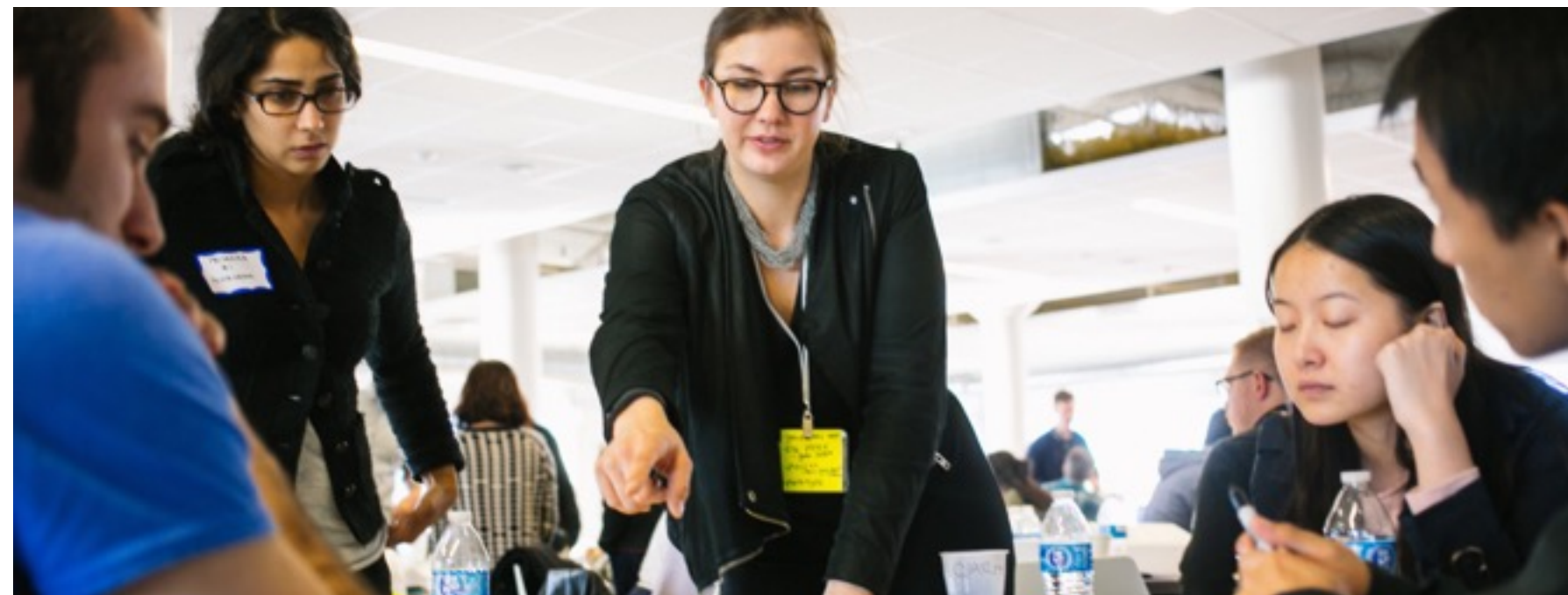


EXTRACURRICULAR

Share

I love to create communities, connect people, and have fun. My coworker and I organize a bi-weekly internal workshop series called Humans Learn to Code. This gives the design team a chance to learn more about technology. We invite guest speakers, organize panels, and sometimes teach during these sessions.

Recently I had the opportunity to lead my team to coach and run several workshops for the annual Wharton School Innovation Challenge!



Thanks!

Lets talk more,

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