Emilee Lendon Designs

About Me

Emilee Lendon

I'm Emilee Lendon, a designer who believes strong design begins with clarity and purpose. My background in graphic design has evolved into creating work that balances visual appeal with real world function. I earned an associate degree in Graphic Design from Spokane Falls Community College and graduated with a bachelor's in Visual Communication Design from Eastern Washington University, completing minors in UX Design and Graphic Design.

I approach each project with intention, whether designing for print, digital, or brand identity. Skilled in Adobe Creative Suite, Figma, and WordPress, I bring thoughtful ideas to life across platforms.

I'm drawn to projects that connect and inform, using design to simplify, engage, and improve how people interact with information. Great design, to me, should look good, work well, and feel purposeful from start to finish.
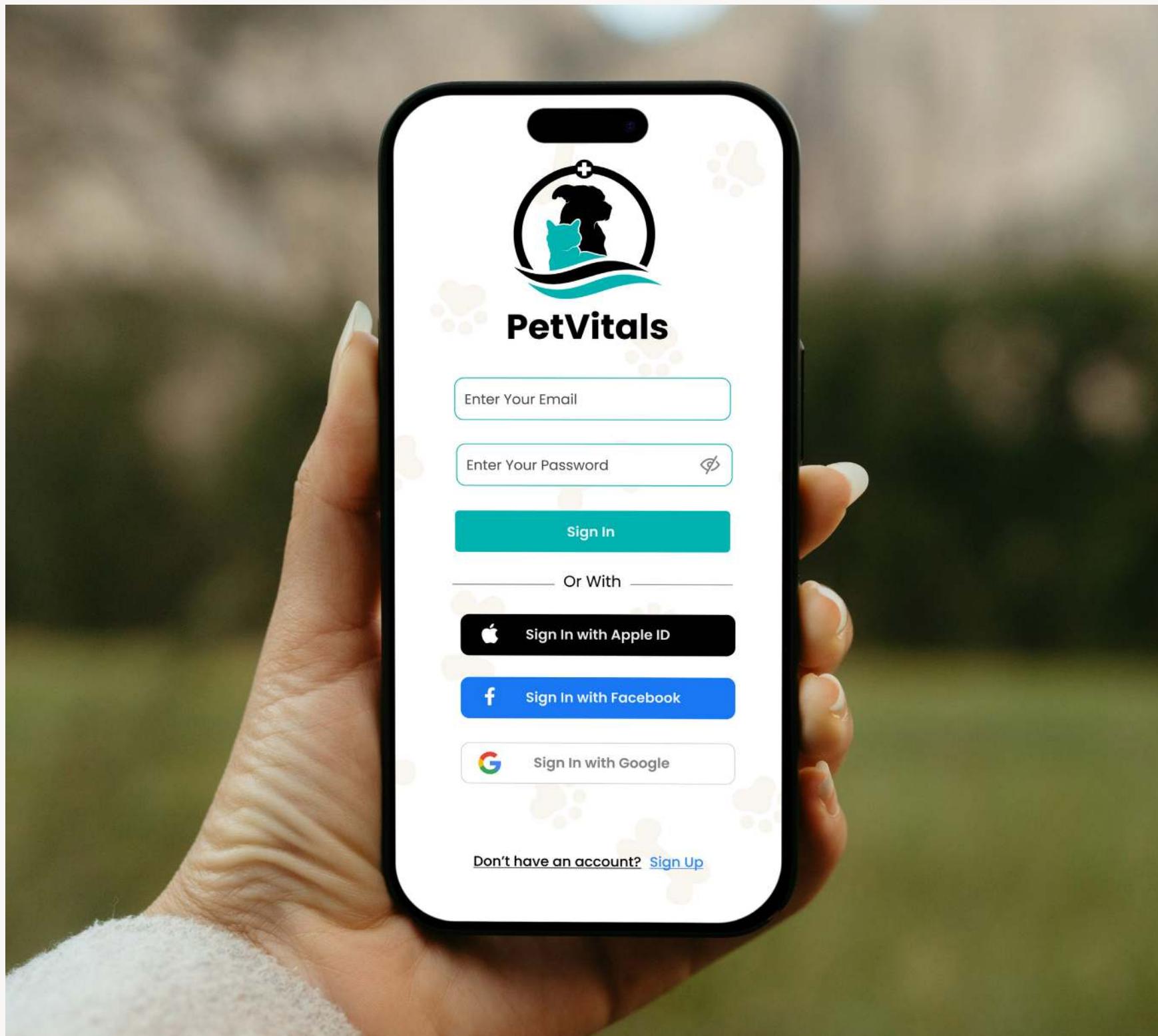
Pet Vitals

UX | Mobile App

Overview

Create a simple, distraction-free app to help pet owners manage medications, vet records, diet, allergies, and emergency care. The goal was to build a tool that makes health tracking easy to use and accessible without overwhelming users.

Dates: February - March 2025

Methods / Tasks
- UX questionnaire
- Empathy mapping
- Competitive assessment
- Wireframing and prototyping
- Testing and iteration

Tools
- Figma

TEAM: Who needs to be involved?	STRATEGY: Why will people choose us over the alternative?
Emilee Lendon	• Sleeker, distraction-free design compared to cluttered pet health apps. • Focused on pet health tracking, not generic pet articles or promotions. • Medication-first approach that helps owners keep track of pet prescriptions, shots, and treatments. • Easy-to-use dashboard that centralizes vet records, emergency care info, and pet-specific tracking features.

BUSINESS GOALS: What measurable outcomes do we target?

TASKS & SCENARIOS: What are the key work flows?

- Improve pet medication adherence by making reminders intuitive and easy to set up.
- Increase daily app engagement by ensuring users check and interact with their pet's health schedule.
- Ensure a seamless pet health tracking experience with a clean, modern, and user-friendly interface.

Planning & Discovery

UX Questionnaire ✓

Research: *Choose Two*

Competitive Assessment	Persona
Comparative Assessment ✓	Empathy Map ✓
Surveys	Interviews
Content Patterns	

USER GOALS: What do we know about our target users? What do we still need to know about them?

- What We Know:
  - Target users are pet owners with pets on medications or specific health needs (allergies, chronic conditions).
  - Many pet owners struggle to keep track of multiple medication schedules and vet appointments.
  - Users prefer clear, actionable reminders rather than cluttered apps filled with articles or ads.
- What We Still Need to Know:
  - How do users currently track their pet's medications? Do they rely on memory, alarms, or manual logs?
  - What frustrations do users have with existing pet health tracking apps?
  - What other health-related tools would they find useful (vet appointment booking, pet weight charts, emergency guides)?

Lo-Fi Design: *Choose Two*

Interactive Wireframes ✓	Sketches
Decision Tree/User Flow ✓	Storyboards

Testing

Black Hat Session	Quick & Dirty Usability ✓

Hi-Fi Design

Interactive Prototype ✓

Pet Vitals

UX | Mobile App

Planning

I started this project with a UX questionnaire. It helped outline the key goals for the app and gave insight into who I was designing for. The questions focused on user needs, current frustrations, and what features would actually help with pet health management. It also guided early decisions about workflows, priorities, and what problems the app needed to solve first.

Pet Vitals

UX │ Mobile App

Research

I created an empathy map to understand what pet owners actually need from a health tracking app. A lot of them are juggling multiple medications, vet visits, and emergency info across different platforms. The big takeaway was that users want something simple, reliable, and focused only on what matters.

I also did a competitive assessment of existing pet health apps. Most were either too cluttered, lacked proper tracking features, or were geared more toward vet offices than everyday pet owners. That helped me focus this app on clean design, daily use, and making health info easy to access without digging through extra content.

Pet Vitals

UX | Mobile App

Lo Fi

I created a user flow chart and wireframes to map out how people would move through the app and interact with key features like reminders, pet profiles, and emergency tools. This helped lay out the overall structure and screen hierarchy early on.

They liked the reminders on the home screen and how the app felt familiar, like a notification center. They also suggested improvements like adding arrows to show clickable elements, adjusting spacing for clarity, and using more color to improve visual organization. That feedback helped me refine the layout while keeping the clean, distraction-free feel.

Pet Vitals

UX | Mobile App
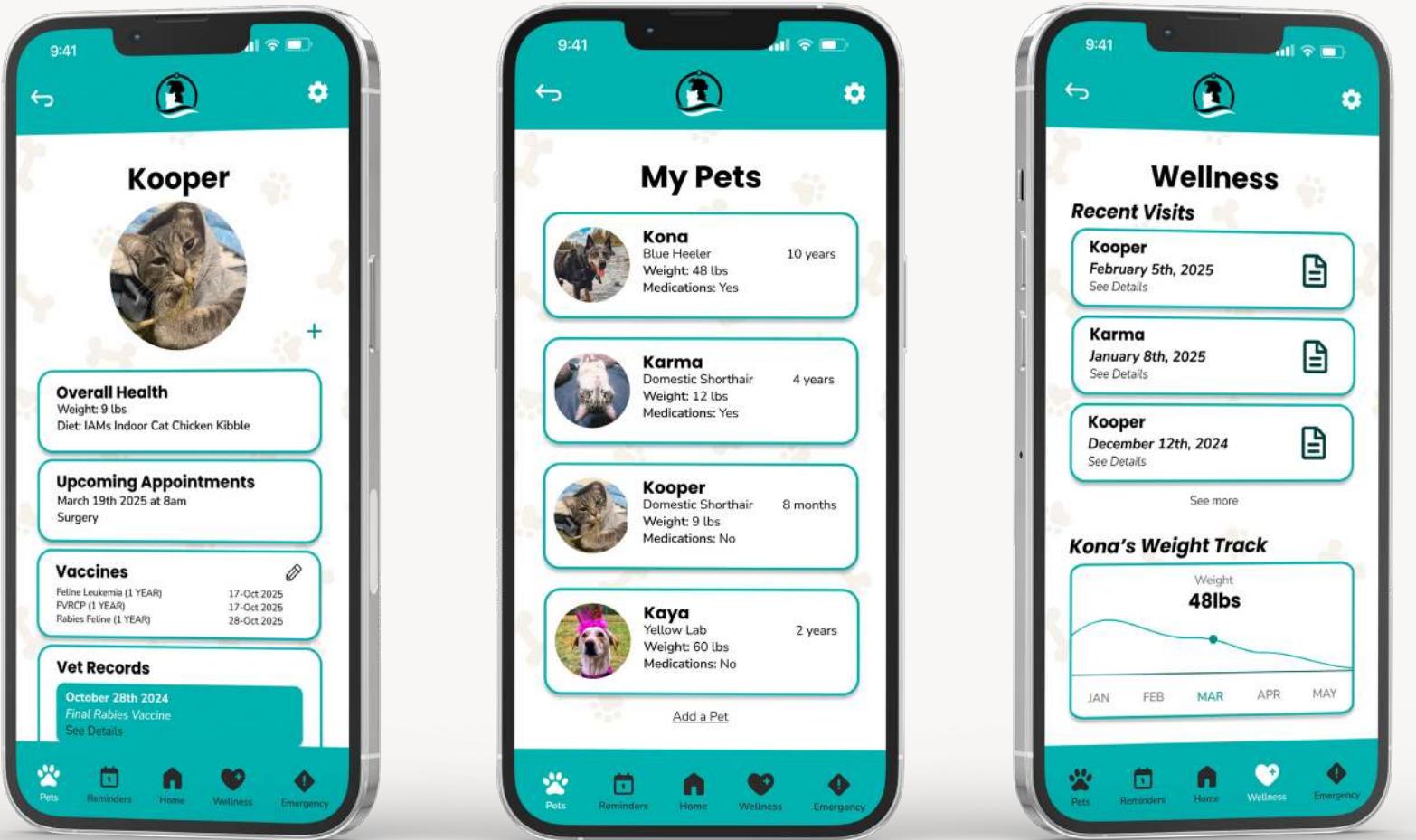
Hi Fi & Solution

Each screen was built to make daily health tracking quick and stress-free. I made sure reminders are front and center, pet profiles are easy to navigate, and emergency tools are always within reach.

This solution ties directly back to the project goals. It helps users manage medications, vet visits, allergies, and health logs without clutter or distractions. The updated color scheme, layout, and navigation all work together to create a simple and reliable experience for everyday use.

Aquatic Pocket

UX | Watch App

Overview

Design a fun, stress-free virtual pet app that gives users a simple way to feed, play, and care for ocean animals. The goal was to create quick, rewarding interactions that feel natural on a small screen while keeping everything accessible and easy to navigate.

Dates: November 2024

Methods / Tasks
- Goal setting and early sketching
- Competitive research
- Low-fidelity wireframes
- High-fidelity prototypes
- Usability testing and feedback

Tools
- Figma
- Adobe Illustrator
- Adobe Stock

Aquatic Pocket

UX | Watch App

Planning

I was given a project brief that explained the goals, audience, and requirements for the app. It helped me understand what kind of experience we were aiming for something fun, easy to use, and low pressure. I used that information to guide my early design decisions, especially around accessibility, customization, and making interactions feel quick and rewarding on a small screen.

PERSONA: HAILEY BERGESON

"One Day at a Time"

Hailey Bergeson is a 32-year-old software developer living in a city studio apartment with her boyfriend of seven years. They hope to own a home one day and have a kid or two, but it hasn't been financially possible for them yet (in this economy??)

Behaviors
- Hailey lives an active life and goes to the gym at least four times a week. She and her boyfriend also enjoy hiking on the weekend and other days off
- After work, Hailey likes to relax by playing video games and escaping into Instagram Reels. Some of her favorite games include Stardew Valley and Animal Crossing
- Hailey enjoys volunteering at her neighborhood animal shelter when she can and spending time with nephews

Goals
- Own a small home with enough room to have an outdoor garden
- Have at least two kids some day
- Be a good influence in her community
- Give back to the world
- Mentor future developers

Pain Points
- Cost of real estate
- Paying off student loans from undergrad and grad school
- Demands from work
- Obnoxious neighbors

Motivations

Joy & Delight

+

Financial Stability

+

Strong Personal Relationships

−

Making the World Better

Personality Traits
- Patient
- Organized
- Caring
- Intentional
- Risk-Averse
- Independent
- Introvert
- Loyal

Brands

CLASSIC VIRTUAL PETS

Tamagotchi
Tamagotchi, created by Bandai, is one of the pioneering virtual pet franchises. It features a small handheld device with a pixelated screen where players care for a digital pet, feeding it, playing with it, and ensuring its well-being.

Nintendogs
Nintendogs is a virtual pet simulation game series for Nintendo DS and 3DS systems. Players can adopt and care for a variety of virtual dogs, training them, playing with them, and taking them for walks and other activities.

Digimon
Digimon, short for "Digital Monsters," is a franchise that includes virtual pets, video games, and an animated series. Players raise and train digital creatures, which can evolve and battle other Digimon.

Neopets
Neopets is an online virtual pet community where players adopt and care for virtual creatures called Neopets. The website offers games, activities, and customization options for Neopets and their virtual world.

Webkinz
Webkinz is a virtual pet and social network for kids. It features plush toys with unique codes that allow users to adopt and care for virtual pets in the online world of Webkinz.

Pou
Pou is a mobile app virtual pet game where players take care of an alien-like pet, feeding it, playing games, and customizing its appearance.

My Talking Tom
The "My Talking" series, including "My Talking Tom" and others, are mobile apps where players adopt and care for a virtual cat (or other animals). These apps often feature various mini-games and activities.

Hatchi
Hatchi is a mobile app that pays homage to the classic Tamagotchi concept, offering players the opportunity to raise and care for a virtual pet that evolves over time.

Littlest Pet Shop
Littlest Pet Shop is both a physical toy line and a virtual pet game. Players collect and care for a variety of small pets in the digital world.

Cat Condo
Cat Condo is a mobile app where players collect and care for virtual cats, while also expanding and customizing their cat condos.

Aquatic Pocket

UX | Watch App

Research

I was given a persona that focused on someone with a busy lifestyle who still wants quick, stress-free ways to relax. That helped guide my design toward simple interactions that feel rewarding without taking too much time.

I also was given a comparative assessment that allowed me to review a range of classic and modern virtual pet games. Looking at what worked and what didn't helped me shape the app around short, fun tasks that are easy to do on a smartwatch. I wanted it to feel playful and stress-free, not something that adds pressure to the day.
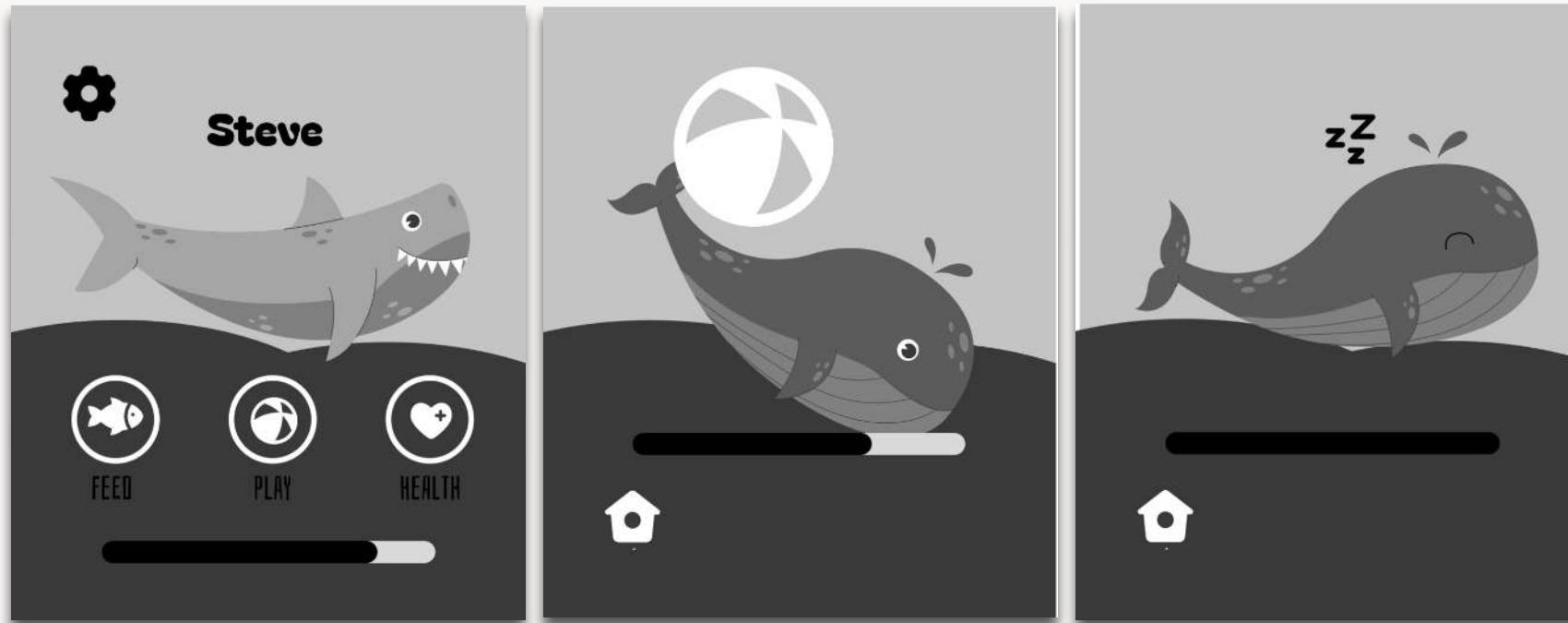
Aquatic Pocket

UX | Watch App

Lo-Fi

I built low-fidelity wireframes to map out the core actions of feeding, playing, and caring for the virtual pets. I had five peers test the wireframes and give feedback on the overall flow, clarity of interactions, and usability on a small screen.

The feedback helped me spot areas where animations could be smoother, button placement could be better, and simple features like feeding needed more interaction to feel complete. It also confirmed that the core idea of quick, rewarding interactions was working and keeping users engaged without overwhelming them.

Aquatic Pocket

UX | Watch App

Hi-Fi & Solution

The final app design focuses on quick, simple interactions that feel natural on a smartwatch. Users can feed, play, and care for their ocean pets with just a few taps. Clear feedback animations, like bubbles during feeding or pet reactions during play, make the experience feel lively without being overwhelming.

This design meets the project goals by keeping the experience stress-free, easy to navigate, and fun to come back to. It gives users a way to connect with their pet in short, satisfying sessions that fit easily into a busy day.
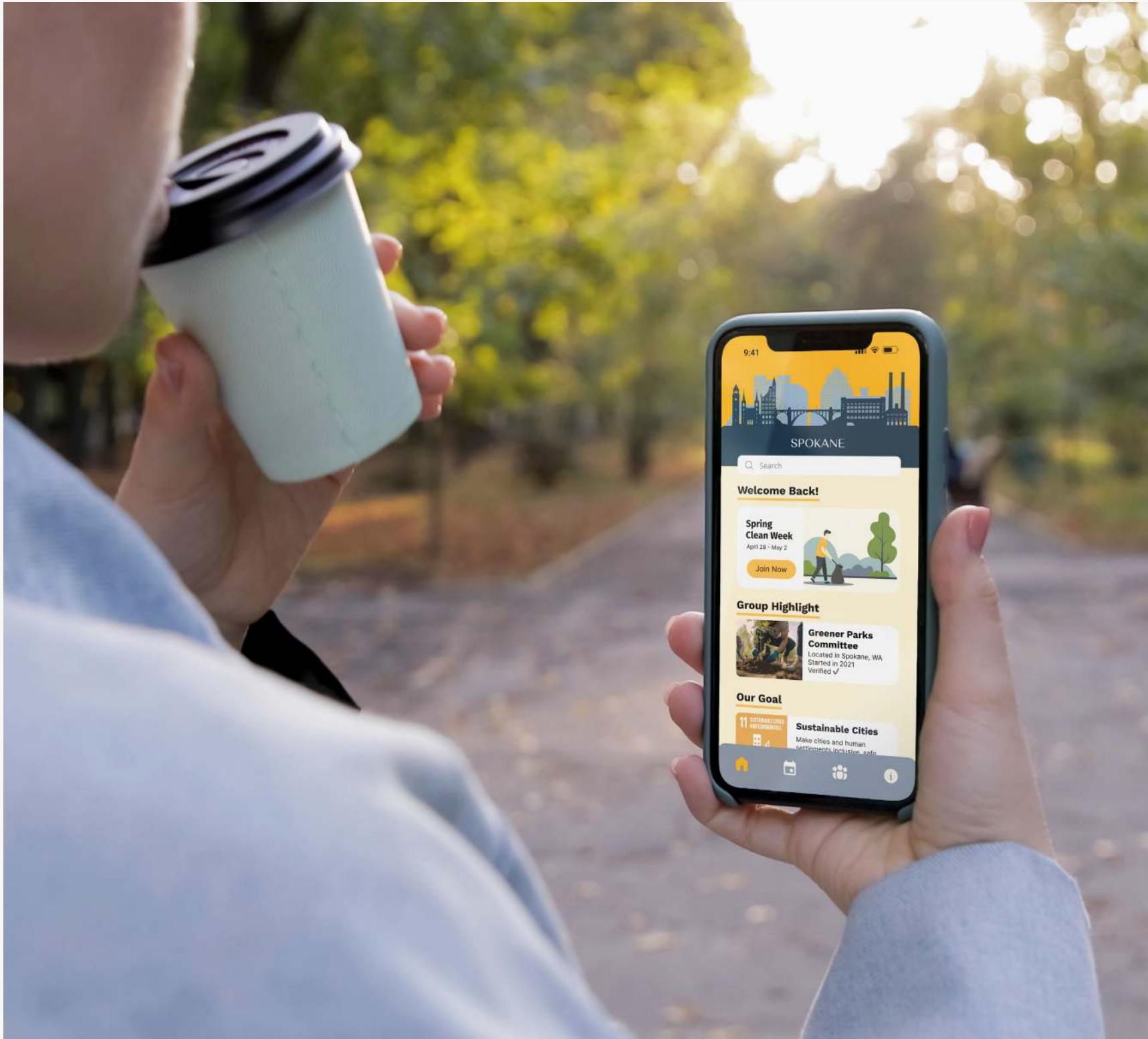
Eco Engage

UX | Mobile App

Overview

Create a mobile app to encourage sustainable habits and community engagement through clean-up events and local resources. The goal was to build an approachable, user-friendly tool that supports safer, cleaner, and more connected urban living.

Dates: April-May 2025

Methods / Tasks
- Project brief
- Empathy map
- Comparative assessment
- Low-fidelity prototype
- High-fidelity prototype

Tools
- Figma
- Adobe Stock

Team Members
Emilee Lendon – Designer
Michael Bushyeager – Designer
Hannah Green – Designer
Brady Dotson – Lead

Eco Engage

Project Overview

Our project aims to create an app that supports the United Nations' goal of building sustainable cities and communities in Spokane, Washington. As the city grows, it faces challenges such as high housing costs, limited public transportation, and the need for community inclusivity and sustainable development. We seek to understand the needs of Spokane residents, particularly those from overlooked groups, and explore how design can promote inclusivity, safety, and sustainability through digital tools. Our structured approach involves defining a key problem, identifying stakeholders, proposing initial solutions, and recognizing potential limitations. By focusing on community feedback, we aim to ensure our design addresses the specific challenges faced by Spokane residents.

Project Goals

- Enhance community engagement by giving residents easy ways to get involved in urban planning and sustainability. Help build a stronger sense of ownership and collaboration within the community.
- Promote sustainable practices by providing resources that encourage eco-friendly choices, like using public transportation and supporting local green initiatives.
- Improve access to parks and recreational areas by mapping public spaces and making it easier for everyone, including people with disabilities, to find and enjoy them.
- Make public transit easier to understand and use so more people can rely on it instead of driving, which helps cut down on traffic and pollution.

Other ideas:
- Help people explore Spokane's historic neighborhoods and local gathering spots so they can stay connected to the city's identity as it grows.
- Support local sustainability efforts by connecting the app to existing Spokane programs. (Sustainability Action Plan, Urban Runoff Greenway Ecosystem, etc).
- Share air quality updates and wildfire alerts so people know when it's safe to be outside and what to do in an emergency.
- Give tips and resources for low-waste living, like composting, recycling, and local shops that support more sustainable choices.
- Include links or info about Spokane programs that help with affordable housing or connect people to the services they need.
- Show which parts of the city are walkable or have safe bike routes to encourage people to get around without needing a car.

Rational Questions

What Problem Are We Trying To Solve?
- Cities are built unsustainably and confusingly, with residents having few to no resources to better both their living situation and the city's longevity.
- People have no resources to respond to natural disasters.
- People have a hard time affording the necessitates of living in a city such as housing and transport. They need more options, and ones that they can find easily.
- Transparency with efforts being made is a big deal for this app.

What Is Our Current Approach And Why Did We Choose It?
- We're still working on solidifying the approach, but we currently are looking at either an app to help people find sustainable and affordable housing and transport, or an informational app for the UN goal.

What Are The Ethical Considerations?
- This app's existence would make society more ethical as it would enhance the ability of people to find the necessities of life while also educating people on sustainability issues.

UX Specifications

Features:
1. Community Engagement Hub:
   - A platform for residents to share feedback on urban planning projects and participate in surveys and forums.
2. Sustainability Resources:
   - A library of articles, guides, and videos promoting eco-friendly practices (e.g., public transportation, recycling, local foods).
3. Park and Recreation Mapping:
   - Interactive maps highlighting public parks and recreational areas with detailed accessibility information, including paths and facilities.
4. Local Initiatives Connection:
   - Information on ongoing sustainability efforts (e.g., Sustainability Action Plan, Urban Runoff Greenway Ecosystem), with options to volunteer and get involved.
5. Transportation and Public Transportation
   - Interactive maps with different public transportation. New ways of commuting. Cost of these types of transportation. Initiatives taking place.

Planning

We started with a detailed project brief that outlined the UN Sustainable Development Goal we were focusing on, as well as the specific needs of Spokane residents. It helped us understand the challenges around housing, public transit, and community involvement. From there, we defined our problem space and began shaping the app around local engagement, accessibility, and sustainability. The brief gave us a solid direction for building features that actually respond to community needs.
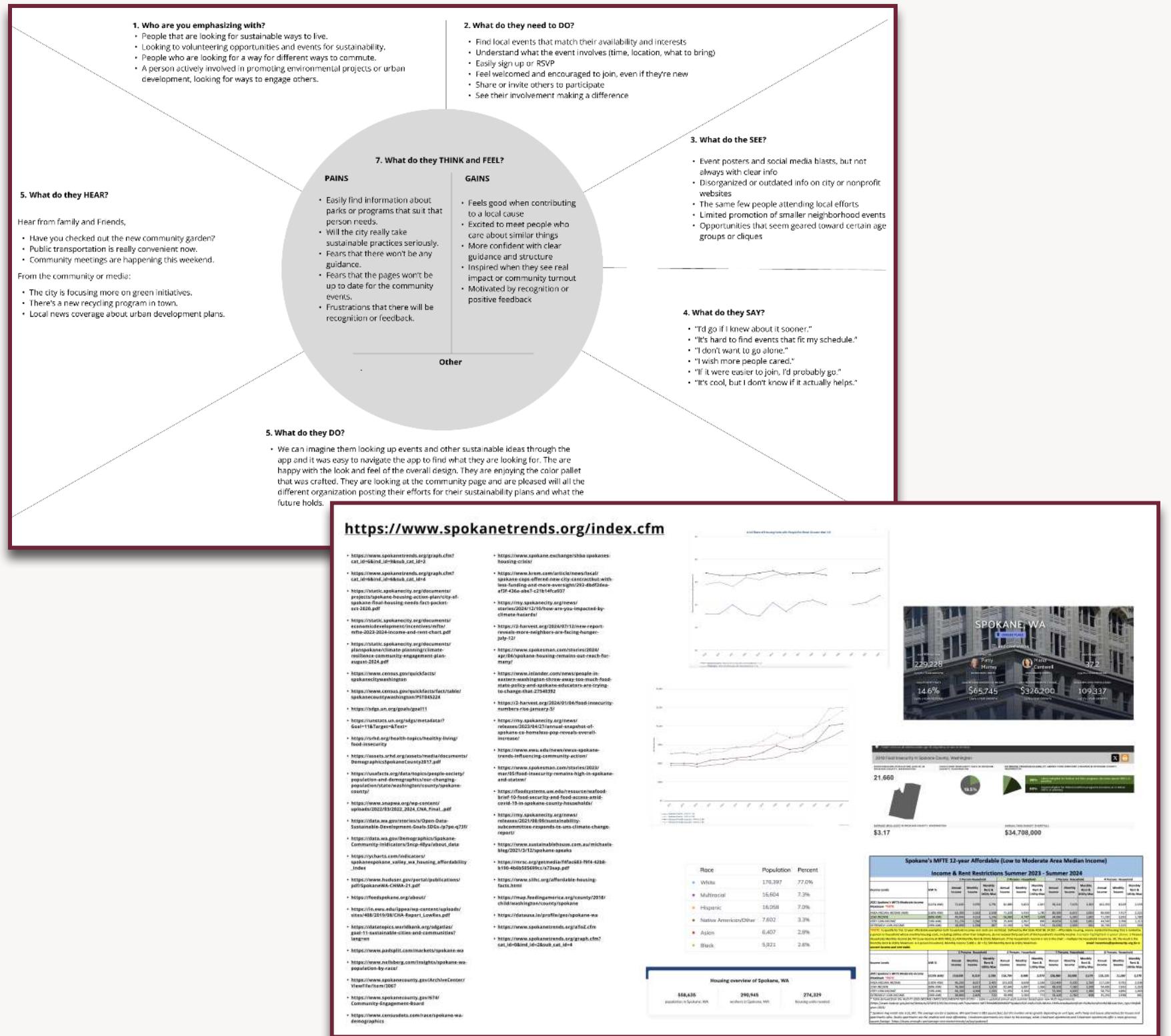
Eco Engage

UX | Mobile App

Research

We created an empathy map to understand what people in Spokane need when it comes to sustainable living and community involvement. It showed that many people struggle to find local events, feel unsure about how to get involved, and often do not have access to clear or up-to-date information. It also highlighted what would actually motivate users, like feeling part of something bigger, being recognized, and seeing real results.

We also did a comparative research assignment using Spokane-based data and local tools. A lot of the existing resources felt scattered, outdated, or hard to use. That helped confirm the need for a clean, focused app that puts everything in one place and makes sustainable choices easier to access.

Eco Engage

UX | Mobile App

Lo-Fi

We started with a user flow chart and wireframes to lay out how users would move through the app and interact with key features like sign-up, location, events, and community tools. These early designs helped us figure out what content needed to show up when and how to keep the experience simple and direct.

We shared the lo-fi prototype with people outside of the group to get a fresh perspective. Their feedback helped us catch small usability issues, improve visual contrast, and rethink how we introduced features like location and community settings. It pushed us to make the design clearer, more user-friendly, and better aligned with how people actually explore and engage with these kinds of tools.

Eco Engage

UX | Mobile App
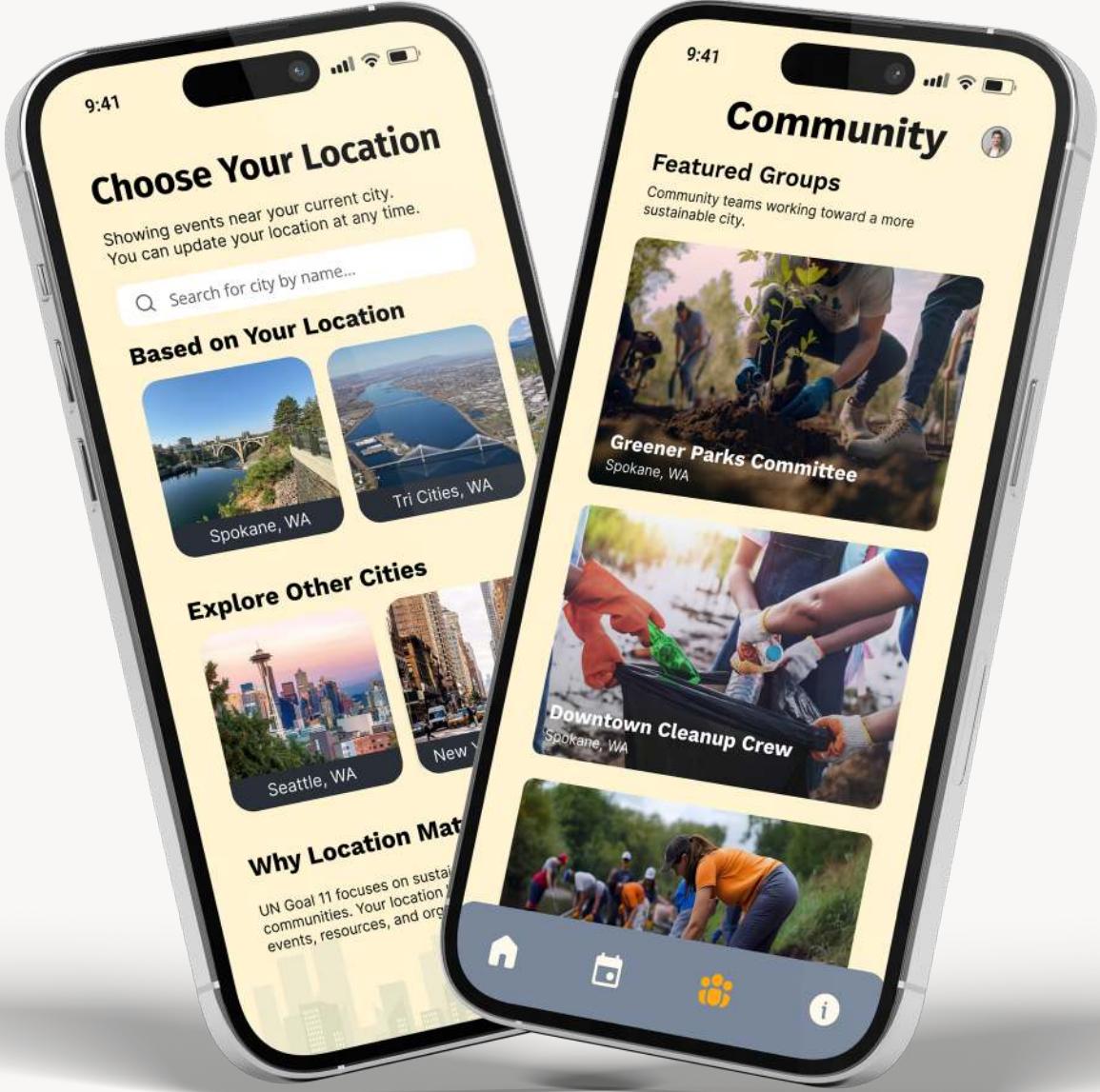
Hi-Fi & Solution

The final design emphasizes clarity, accessibility, and ease of use. Updates to layout, color contrast, and navigation improve how users move through the app and interact with sustainable opportunities in their community.

The revised screens streamline location setup, simplify event discovery, and improve the visual balance across the interface. These changes support the overall project goals by making sustainable action more approachable, locally relevant, and easy to access.

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509.863.5578
emileelendondesigns.com
emileelendondesigns@gmail.com