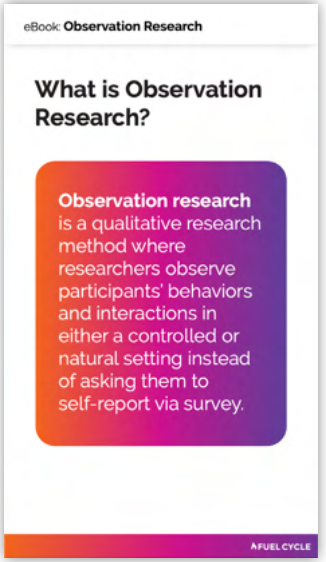
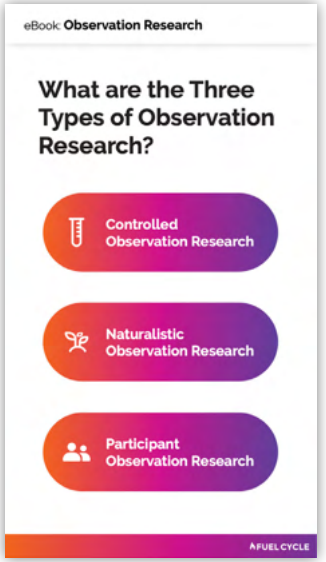
DESIGN & DIGITAL MARKETING

P O R T F O L I O

me@jessicayli.com | www.jessicayli.com | 1 (914) 602-3179





What is Observation Research and When Should Organizations Use It?

Observation research is an excellent choice in the following circumstances:

- You need to capture sensitive information, and you don't trust that participants will tell the truth in a survey.
- You are concerned that self-reported data about behaviors will differ from actual actions, even if it's unintentional.
- You need to dive deeper into a research question to understand the reasons behind particular behaviors.
- The research question is new, and you need a lot of data to explain customer behavior.
- How a customer behaves in a particular setting, natural or controlled, is critical to your research question.
- You need information about a specific research question to formulate a more complete and accurate survey later.
- How participants interact with each other, with the researcher, or with a virtual tool is part of your research question.
- You need a real look into participants' emotional responses when interacting with a group, product, or tool.

There are several other instances where an observation research study may be a better option than a quantitative study. The best questions to ask yourself when deciding what type of research method to employ is how big your research question is, how much data you need to understand customer behaviors, and how important it is to get an inside look at authentic actions.

FUEL CYCLE

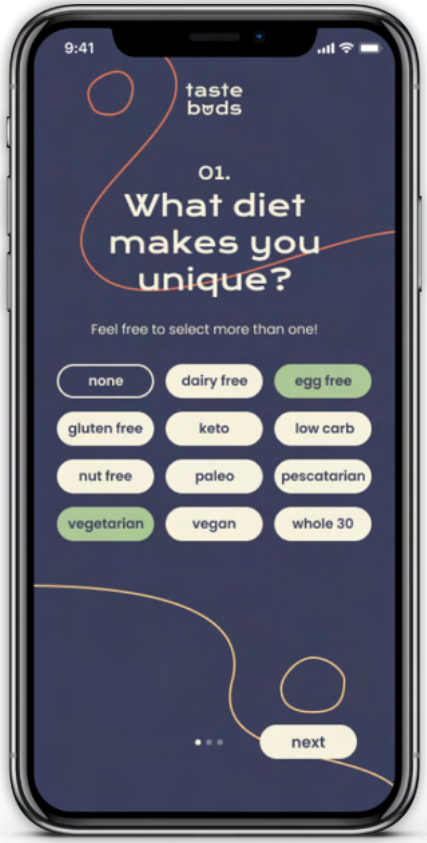
MARKETING + DESIGN CONSULTANT · SPRING 2021

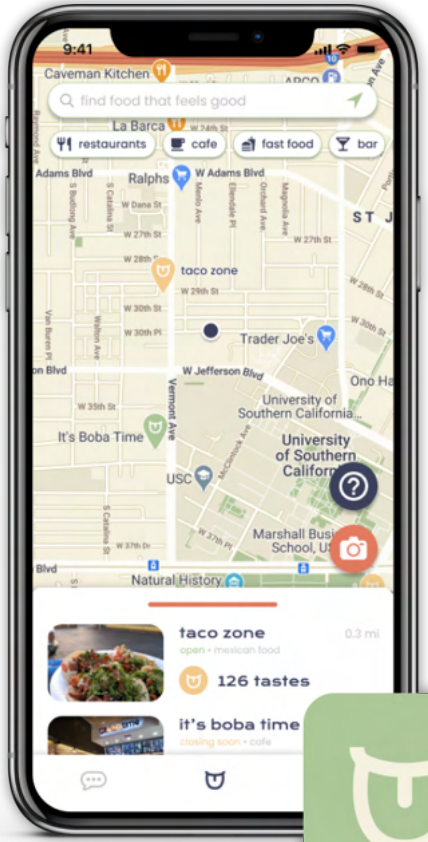
Designed branded market research eBooks, Industry Reports, White Papers, and One Sheets as well as promotional social media graphics for LinkedIn using Adobe InDesign and Adobe Illustrator.

AMAZON ADVERTISING

MKT 406 · SPRING 2021

Designed pitch decks and creative mockups for MKT 406 Practicum in Advertising and Promotion Design in collaboration with Amazon Advertising to develop an integrated marketing campaign within the home and furniture category using Figma.

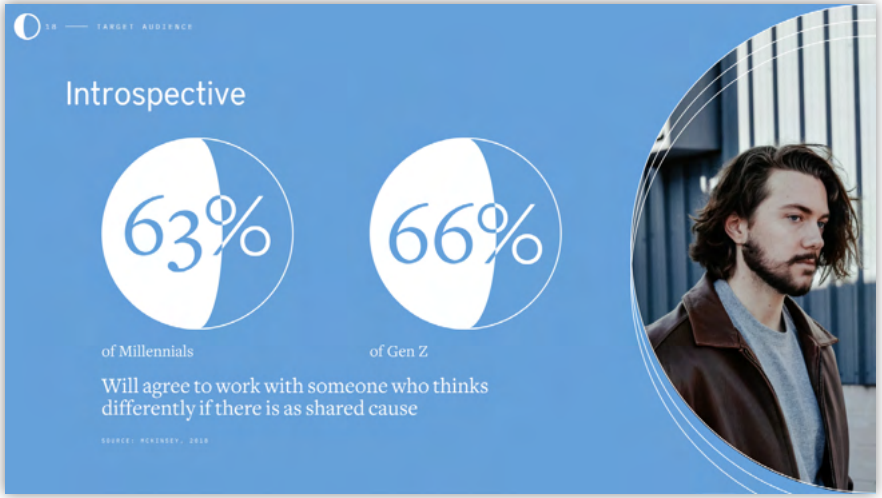




TASTEBUDS

IML 309 · SPRING 2021

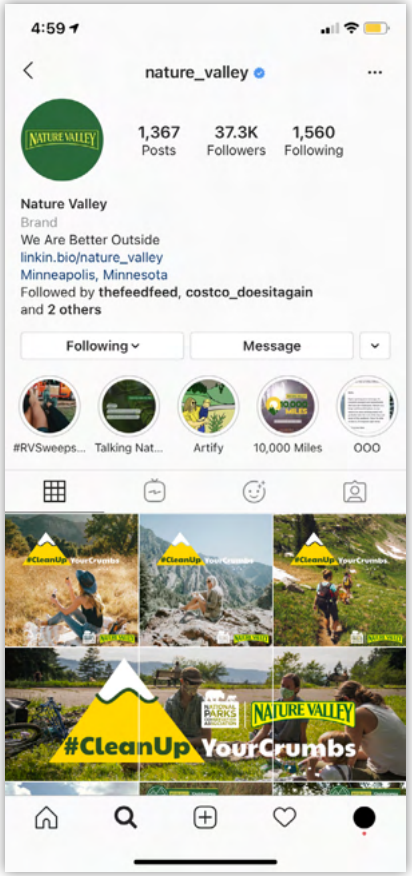
Designed, prototyped, and pitched Tastebuds, a mobile app that helps ingredient-conscious foodies find safer food options in their area based on location and dietary preferences using Figma.

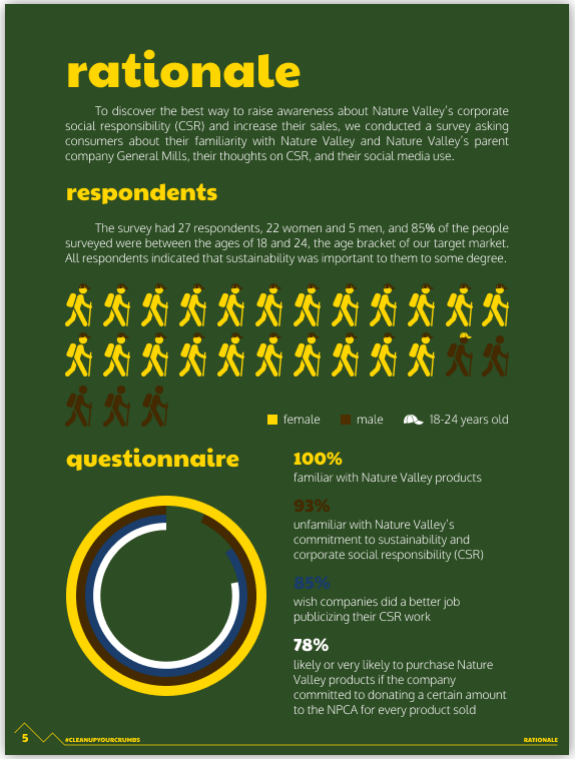


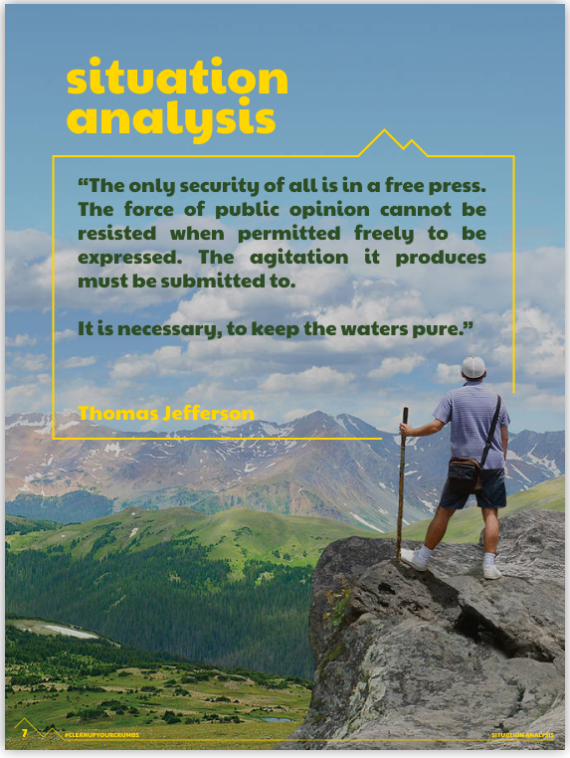
GRIFFITH OBSERVATORY

TROJAN MARKETING GROUP · FALL 2021

Designed internal and client-facing pitch decks for Trojan Marketing Group in collaboration with the Griffith Observatory Foundation using Figma.



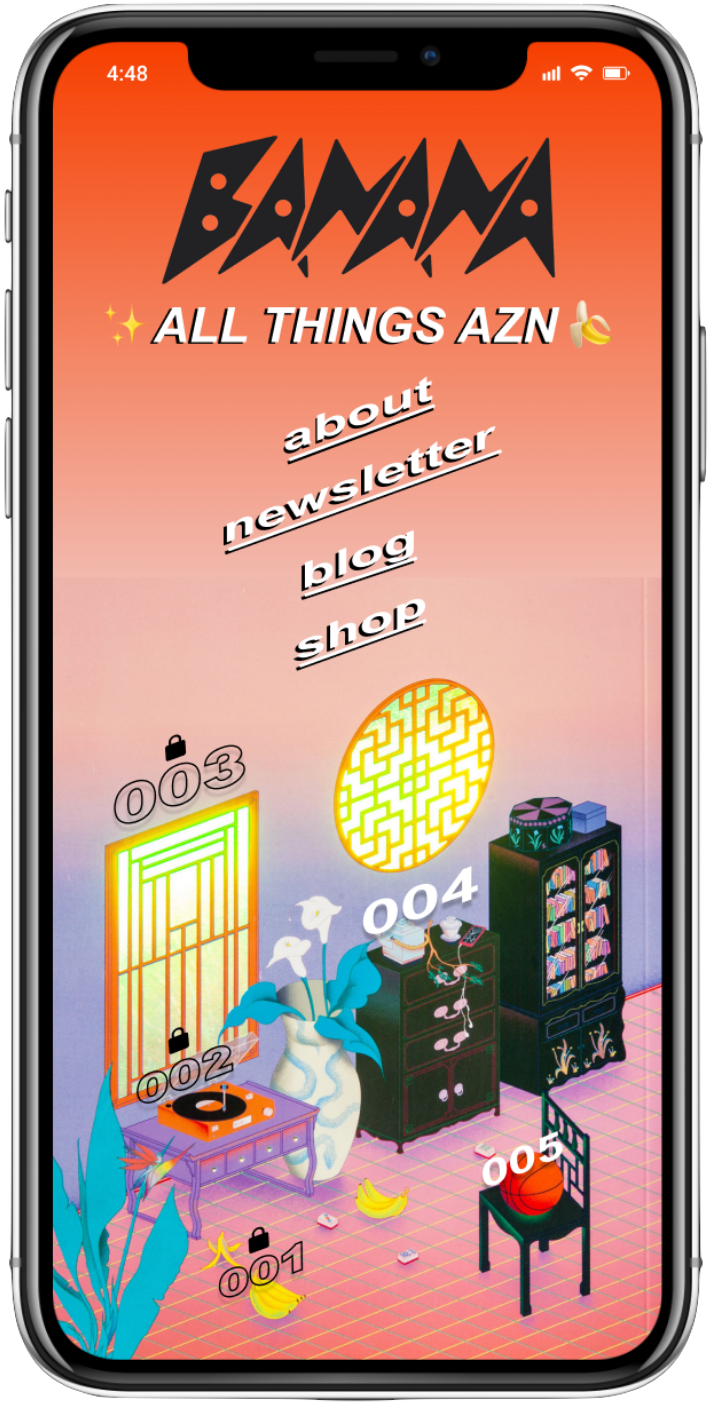




NPCA X NATURE VALLEY

MKT 405 · FALL 2020

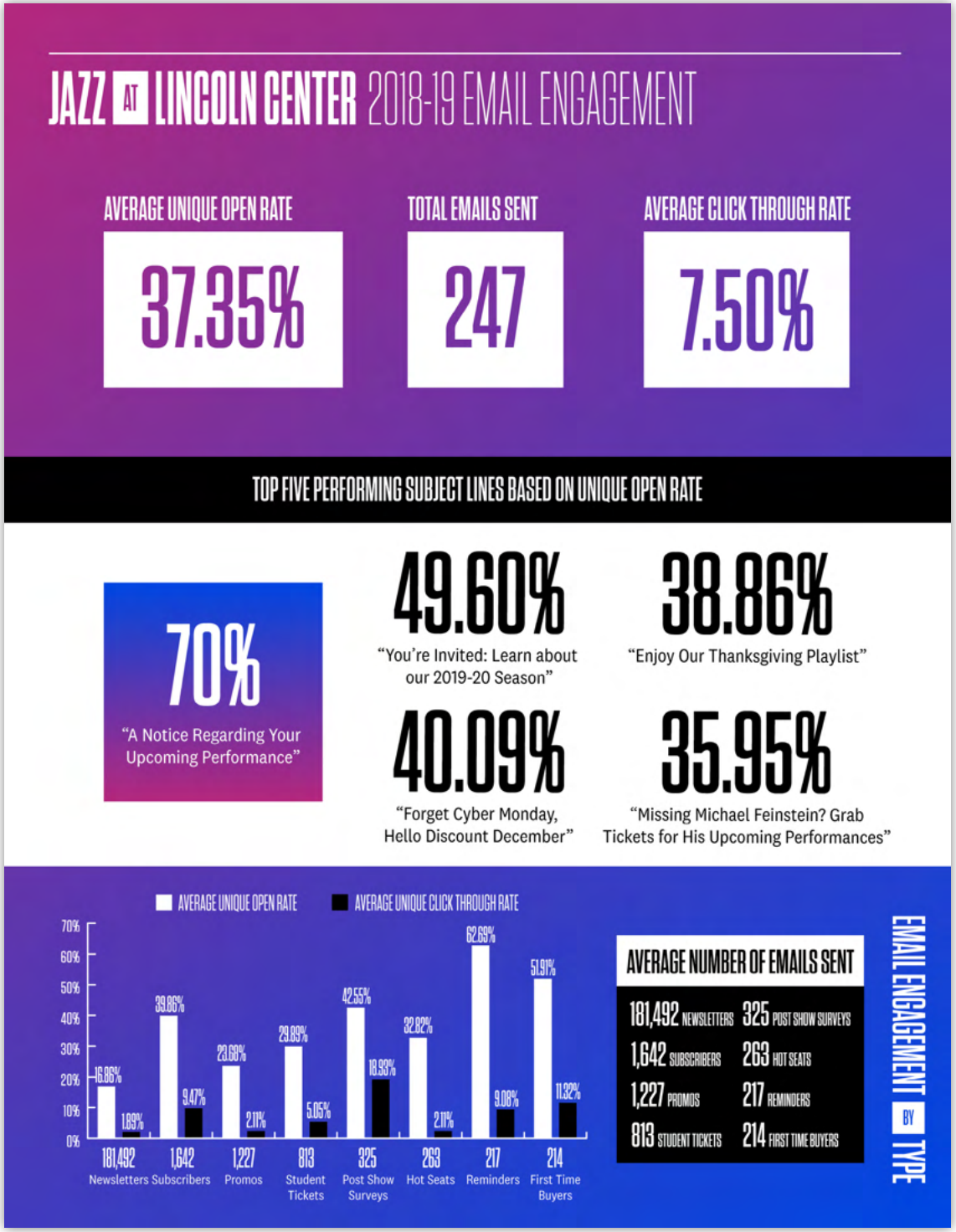
Published a marketing communication and promotion plan detailing the #CleanUpYourCrumbs social media campaign that aims to enourage outdoorsmanship and sustainability among college students amid the COVID-19 pandemic using Figma.



BANANA MAGAZINE

IML 430 · FALL 2019

Prototyped an interactive web and mobile-based user flow for BANANA magazine using Figma.



JAZZ AT LINCOLN CENTER

MARKETING INTERN · SUMMER 2019

Created a vector infographic summarizing Jazz at Lincoln Center's email marketing performance for the 2018-19 concert season using Adobe Illustrator.

ISLE OF DOGS MOVIE POSTER

DES 202 · SPRING 2019

Reimagined and hand-illustrated a movie poster for the Wes Anderson film, Isle of Dogs, using Adobe Illustrator.