

UNIVERSITY ONLINE MAGAZINE

Due to privacy reasons the University will not be named and information on the screens have been changed.

Industry: Online Learning

The Goal:

Create a unique, exploratory, and media rich reading experience for their content.

The Challenge:

To create a highly interactive experience within a template mindset. We made sure interactive component could be utilized for that each different types of media and layouts.

The Process:

- Categorized requirements and available article content into visual elements with the design team
- Researched award winning interactive sites for inspiration and compare to client content
- Explored mock-ups of displaying content in two ways: linear vs. exploratory

Final Product:

We delivered high fidelity mock-ups in a limited time frame. These concepts forced more out of box thinking. I heavily explored utilizing parallax to give the page more life and interactivity. The designs were never developed but it was one of the most creatively freeing project I've worked on.



CASCO VIEJO

10%

Introduction

Enabling Conditions

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UNIVERSITY CLASS SCHEDULE PLANNER

Due to privacy reasons the University will not be named and information on the screens have been changed.

Industry: Higher Education

The Goal:

Convert this University's student scheduling process from a manual experience to a fully automated system.

The Challenge:

We were tasked to create an intuitive experience for a complex interface with a short user life cycle. We were also asked to adhere to their brand guidelines with a refreshing twist.

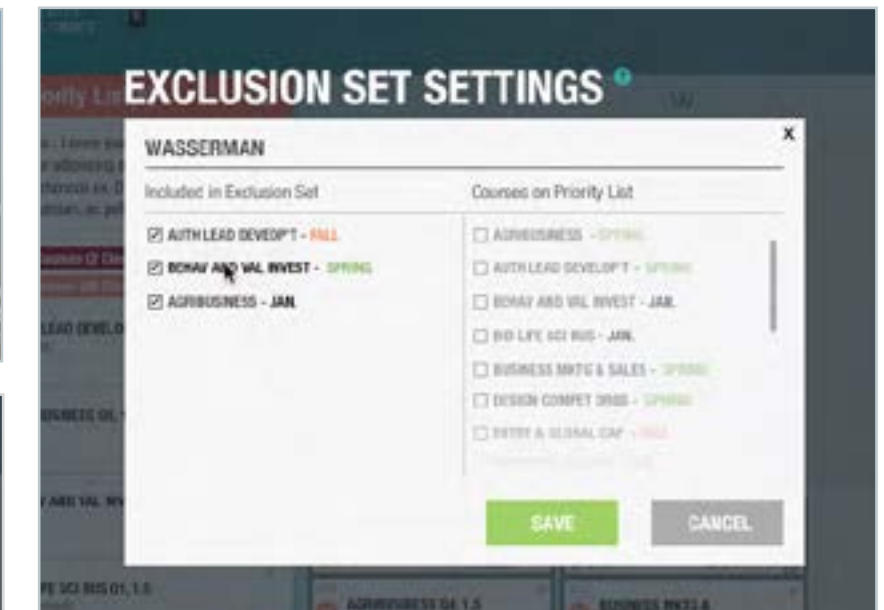
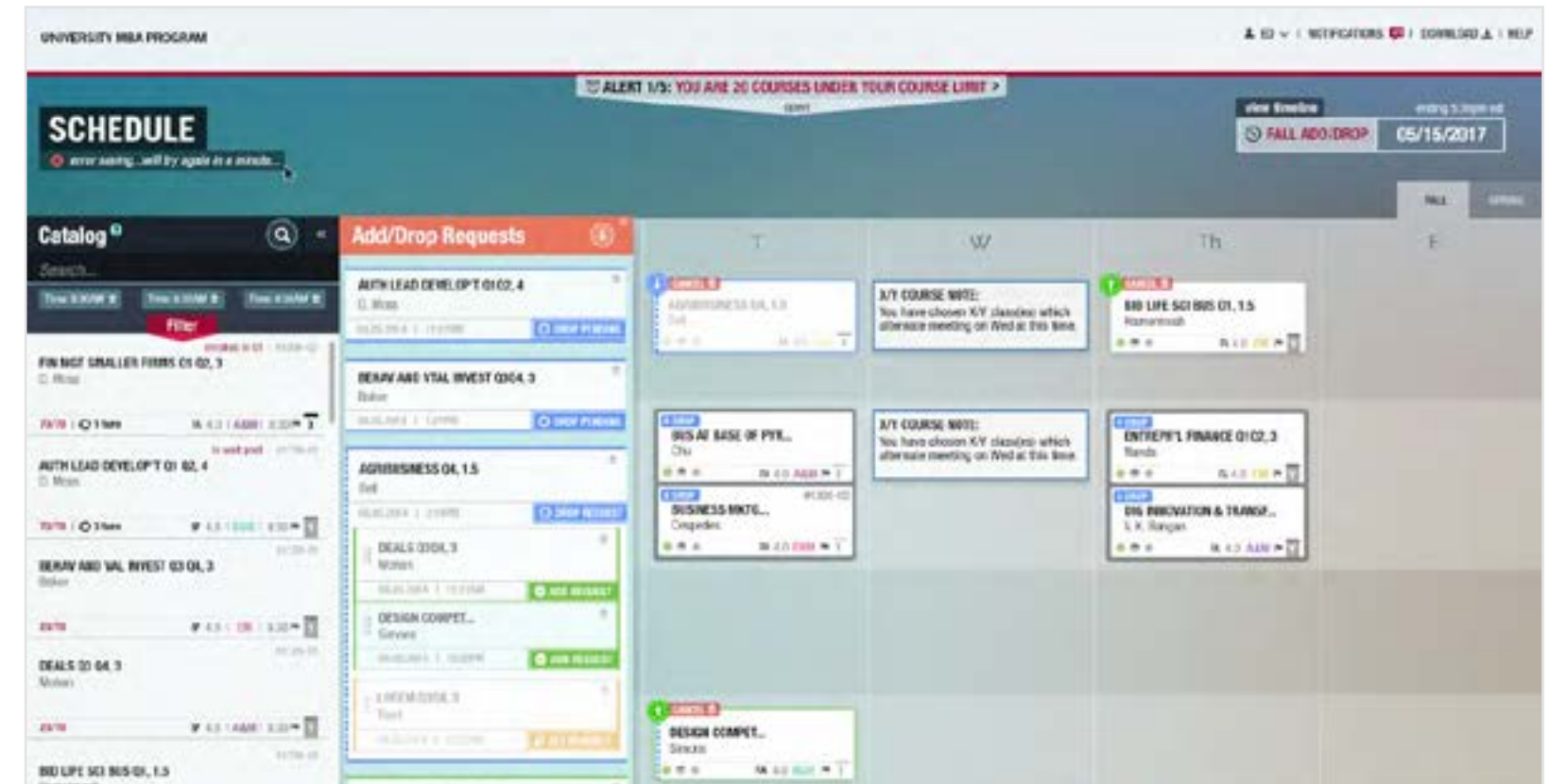
The Process:

- Executed two different interpretations of the initial calendar screen and card elements based on their brand guidelines
- Researched award winning interactive sites for inspiration and compare to client content
- Worked in collaboration with the Product Manager and Creative Director to brainstorm solutions for product requirements
- Developed a visual language with course tiles, color, icons, and simple graphical elements
- Reviewed student and faculty interviews and made necessary alterations based on feedback

- Translated user flow of previously manual tasks for a web experience
- Conducted qualitative analysis with screen mock ups and iterated on feedback
- Prototyped a "minimizing navigation bar" in After Effects

Final Product:

A colorful and richly complex application with heavy emphasis on the First Time User Experience via tutorial videos and tutorial wizard. The application successfully automated scheduling MBA students' entire two year program resulting in streamlining the experience for both the students and faculty. After initial launch, we were responsible for a few design iterations and additional screens.



TEAMOJI

Industry: Food & Beverage

The Goal:

Create a brand for a local bubble tea shop in Allston, MA.

The Challenge:

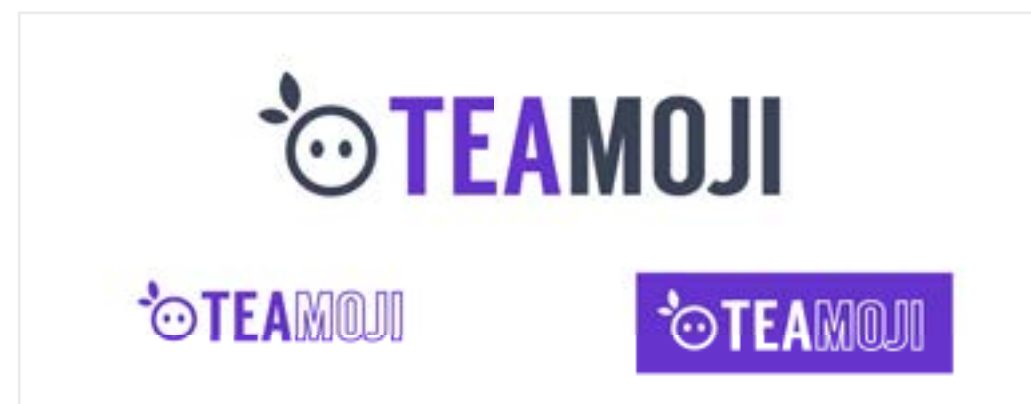
I worked one-on-one with the business owners to create a fun and modern brand for a new bubble tea shop. Produced elements range from a logo, to color palettes, social media assets, and printed material.

The Process:

- Ran a values and attributes association exercise with the owners to define the brand's look and feel
- Produced four versions of the logo based on the association exercise outcomes and went into a second round of revisions
- Explored four color palette options
- Designed digital menu, cup design, and sleeve wrap options
- Offered several signage options

Final Product:

A friendly, playful, and modern brand that sets itself apart from the many boba tea competitors in the Allston area. One that provides a strong direction of expansion in the future as the business grows.



TEAMOJI

What would you like?

MILK TEA

\$3.35 (Iced/Hot) \$4.50 (Blended)

- Almond
- Black Tea *(original)*
- Chocolate
- Coconut
- Green Tea
- Lychee
- Mango
- Peach
- Strawberry
- Taro
- Thai Tea



GINGER MILK TEA

\$3.35 (Iced/Hot) \$4.50 (Blended)

- Ginger Almond
- Ginger Chocolate
- Ginger Coconut
- Ginger Green Tea
- Ginger Milk Tea



SMOOTHIES & SLUSH

\$4.50

- Green Apple
- Mango
- Passion Fruit
- Peach
- Pinapple
- Red Bean *(smoothie only)*
- Strawberry



Add boba or other add-ons .50¢ each!

HOT TEA

\$2.75

- Black Tea
- Ginger Tea
- Green tea
- Honey Lemon
- Winter Melon



ICED BLACK TEA

\$3.35 (Iced/Hot)

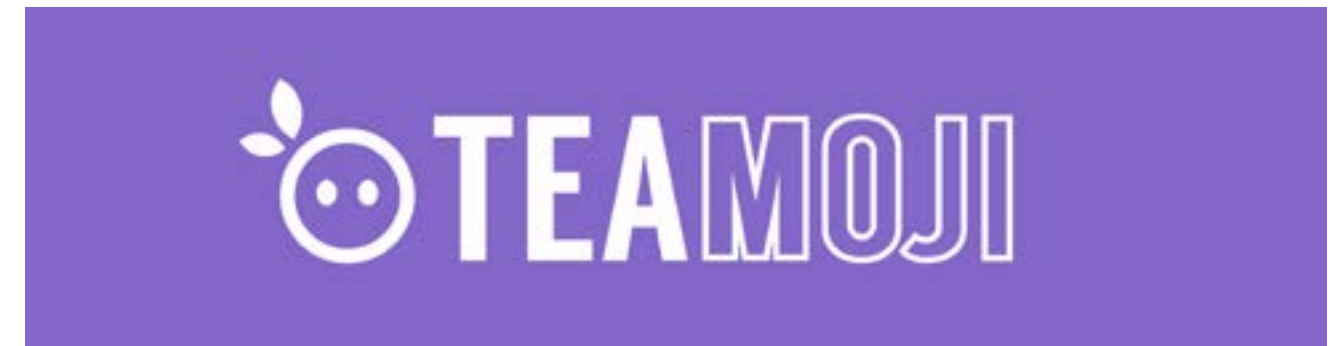
- Ginger
- Honey Lemon
- Mango
- Passionfruit
- Peach
- Pomegranate
- Strawberry
- Winter Melon

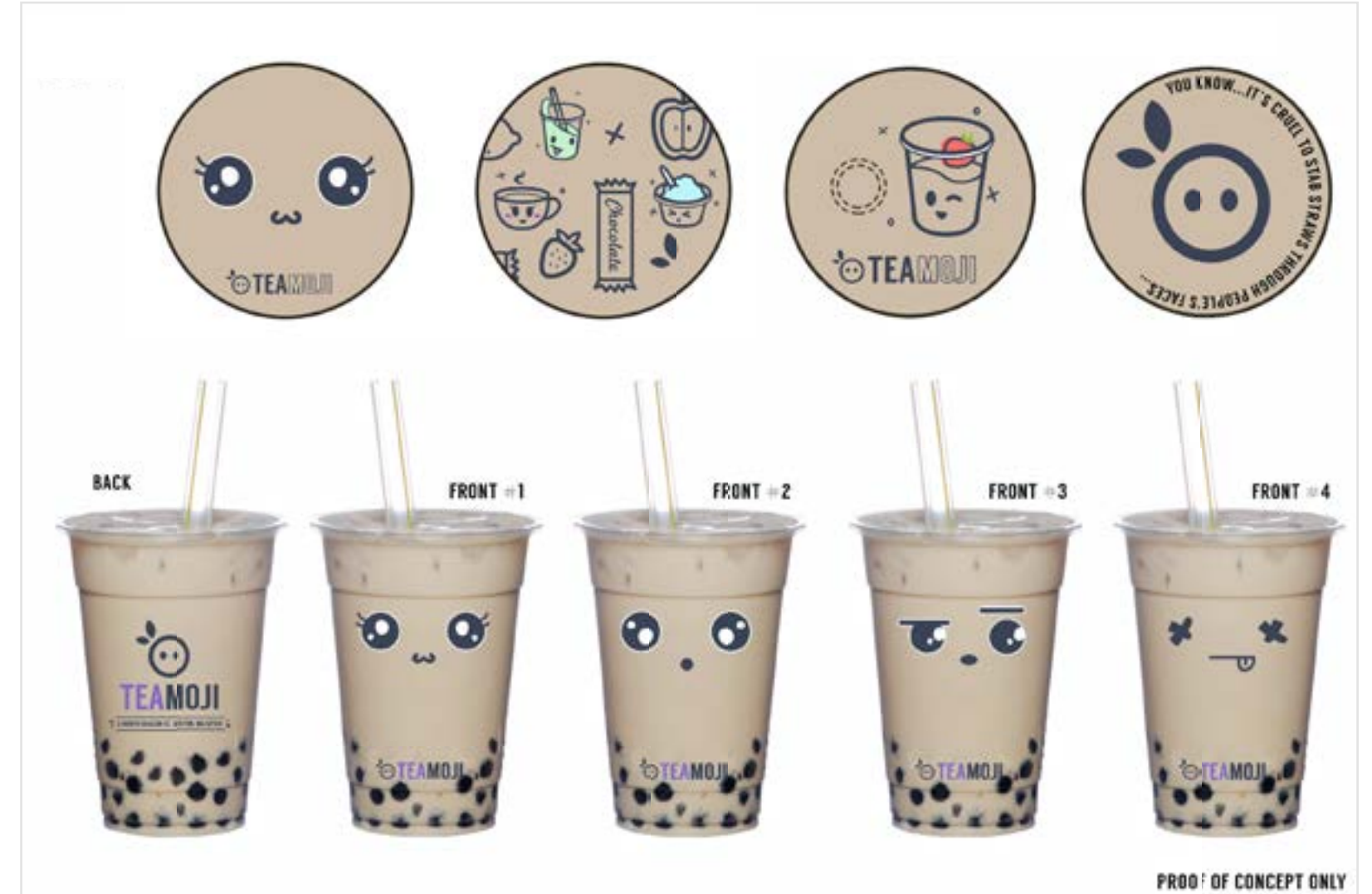


SHAVED SNOW

\$4.00 SM \$4.50 MED \$5.50 LG

- Green Apple
- Mango
- Original *(milk)*
- Passion Fruit
- Peach
- Pinapple
- Strawberry





NOTRE DAME DATA SCIENCE PROGRAM

Industry: Online Learning

The Goal:

Design a student dashboard that blends seam-Explored four color palette options lessly with the Open edX courseware (an online learning platform). The platform emphasizes local event attendance and collaboration. We also created additional marketing and Learner Acquisition material for both digital and print media.

The Challenge:

Incorporate all client requirements into the dashboard for multiple devices without becoming too cluttered. As well as, create a seamless experience between the course ware and student dashboard app within Open edX's platform limitations.

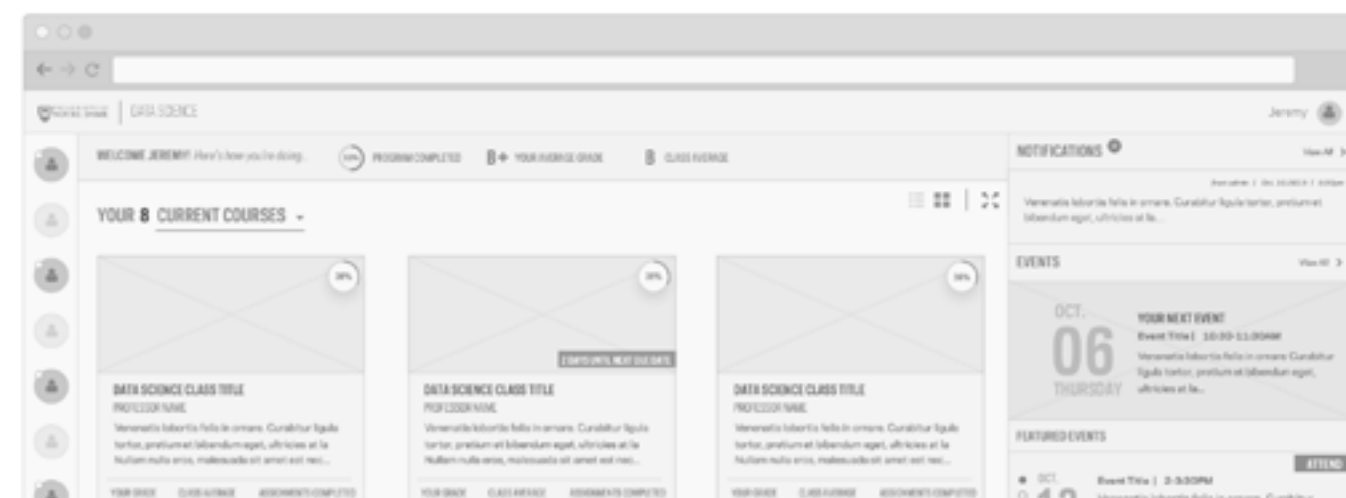
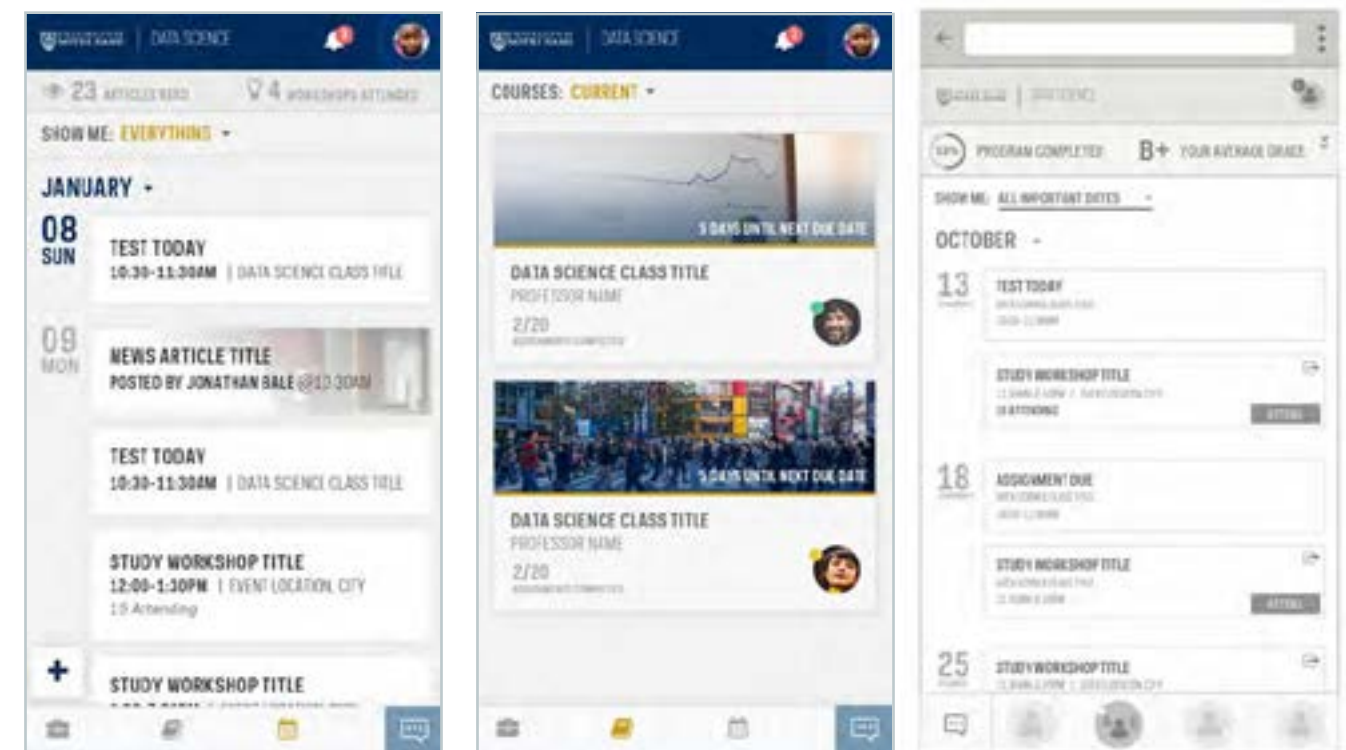
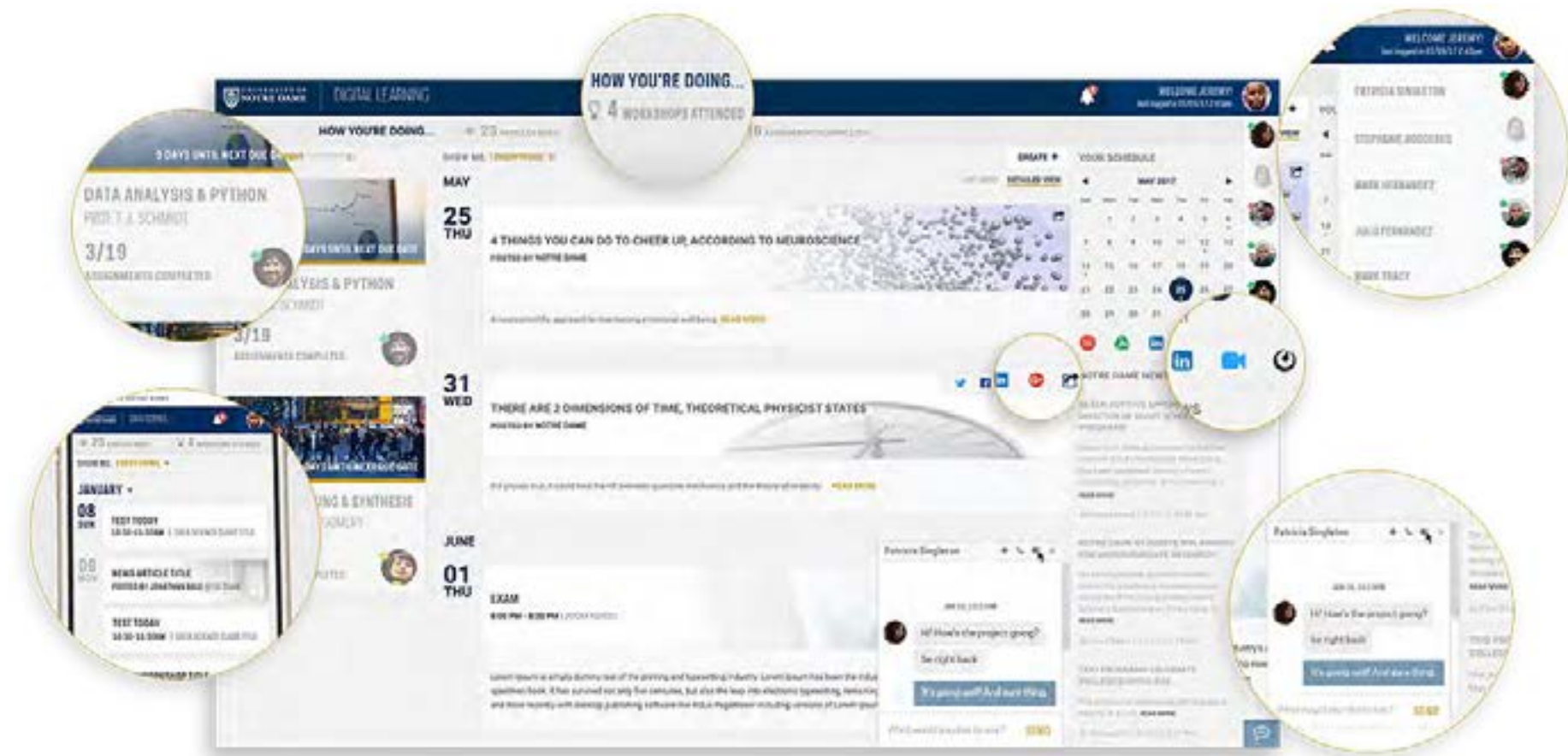
The Process:

- Researched and curated comparable solutions
- Created and annotated wireframes. These wireframes also defined the major requirements of the page and content hierarchy

- Collaborated with Product Manager, Creative Director, and Instructional Designers develop the user experience
- Designed a new visual languages and brand elements based on Notre Dame's style guide

Final Product:

A colorful and richly complex application with heavy emphasis on the First Time User Experience via tutorial videos and tutorial wizard. The application successfully automated scheduling MBA students' entire two year program resulting in streamlining the experience for both the students and faculty. After initial launch, we were responsible for a few design iterations and additional screens.





BIG DATA. BIGGER. OPPORTUNITIES

UNIVERSITY OF NOTRE DAME | DATA SCIENCE

EMPOWER YOUR COMPANY WITH THE NOTRE DAME EDGE

Notre Dame's online MS-ACMS Data Science program offers a unique opportunity for businesses to tackle their data challenges, develop their data science talent and evaluate potential data science job candidates.

Are you ready to unlock the value of big data for your business? We invite you to submit your big data business challenges to Notre Dame for our capstone project and learn more about enrolling your employees in our program.

Email us today: datascience@nd.edu

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"Having the ability to earn a degree from Notre Dame while working is the perfect combination!"
KIMBERLY CLARK, B.S.



"I wanted a more in-depth program like a master's degree. I find that it ties in well with my current position as a data analyst. Knowing that there was a true focus on ethics was important to me. It's not just words on paper. Notre Dame really follows through on their ethics training!"
NICHOLAS CLARK, B.S.



"I have a family and a demanding professional job. Notre Dame's program aligns well with my current lifestyle. Our classes are challenging and prepared us with the skills we need to be talented data scientists!"
TONY GALVAN, CLASS OF 2014

UNIVERSITY OF NOTRE DAME | DATA SCIENCE

WHY NOTRE DAME | DEGREE PROGRAM | APPLICATION | RESOURCES

ONLINE MASTER OF SCIENCE IN DATA SCIENCE

The power of big data isn't found in an algorithm. The power of data comes from talented data scientists who know why, how and when to use it. In the hands of these data scientists, data can inform critical business decisions, shape social discourse, even change the world for the better. That's why Notre Dame focuses on developing highly-trained, ethical leaders in data science — leaders who combine expert technical and mathematical skills with critical thinking and a deep understanding of how their work impacts the world we live in.

PROGRAM DETAILS

LOCATIONS
Online with exclusive immersions at Notre Dame and Silicon Valley


DURATION
21 months at half-time pace

CLASS FORMAT
Small Evening Classes Online


NEXT DEADLINE
December 6, 2019

[DOWNLOAD GUIDE](#)

A COMMITMENT TO STUDENT SUCCESS




"I chose Notre Dame because of their reputation for providing a world-class education and mission to do good for the world." — **Tony Galvan**



"You actually get to talk to people in your online classes; it gives you such a sense of community." — **Sarah Baylor**



"Uncovering actionable insights from data is what excites me. Data science transcends every industry and touches every person." — **Ashley Klesmit**



"I feel like I'm walking into a classroom even though I'm in my living room." — **Mitch Speer**

[WATCH STUDENT-LED INFO SESSION](#)

HOW TO BECOME A DATA SCIENTIST

Data science is now influencing almost every department within every industry. From product development to sales and marketing to government

Online Data Science Master's Degree | ...

ARTCENTER ONLINE

Industry: Online Learning

The Goal:

Design an online learning environment to mimic the in-person critique format found at ArtCenter.

The Challenge:

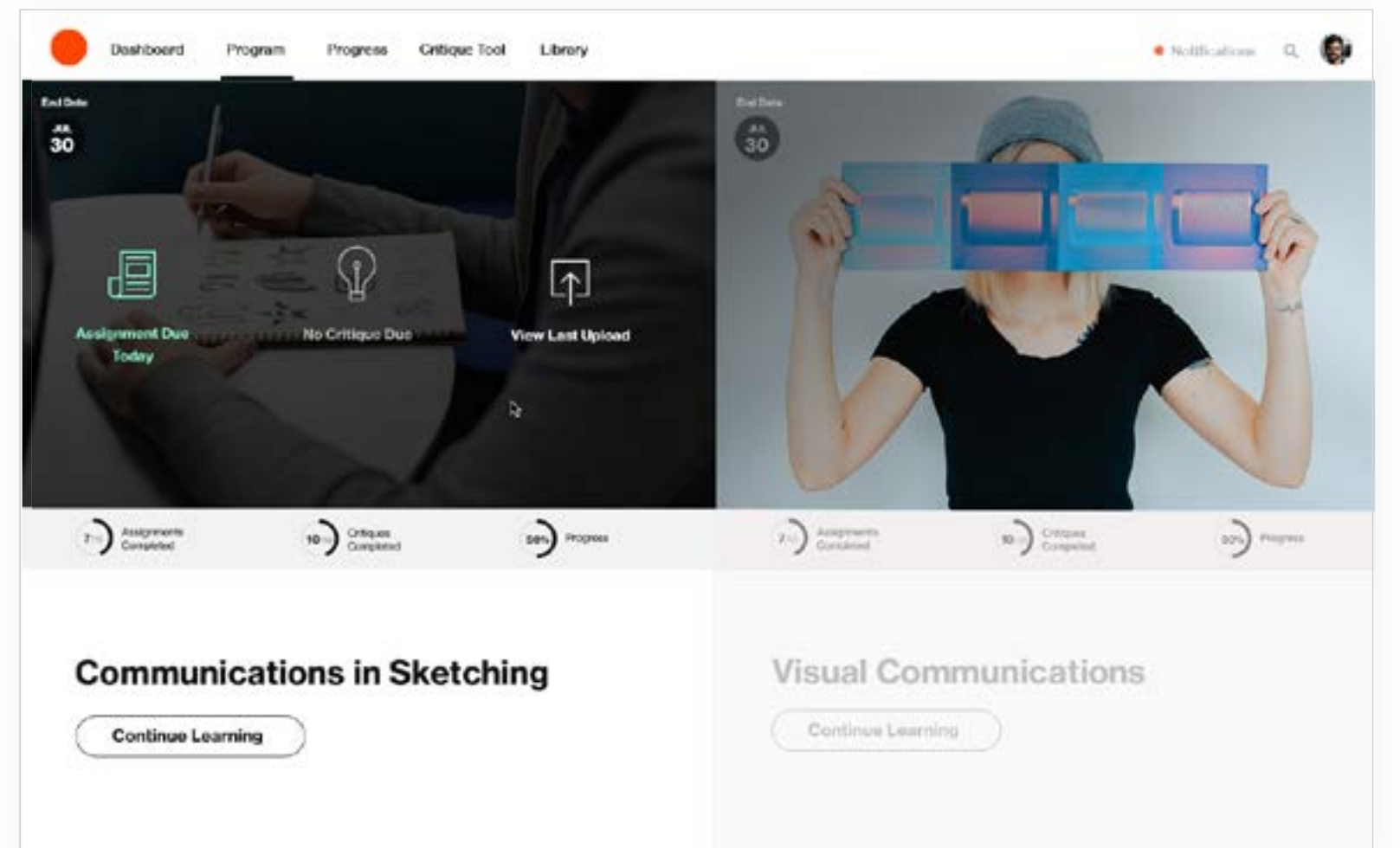
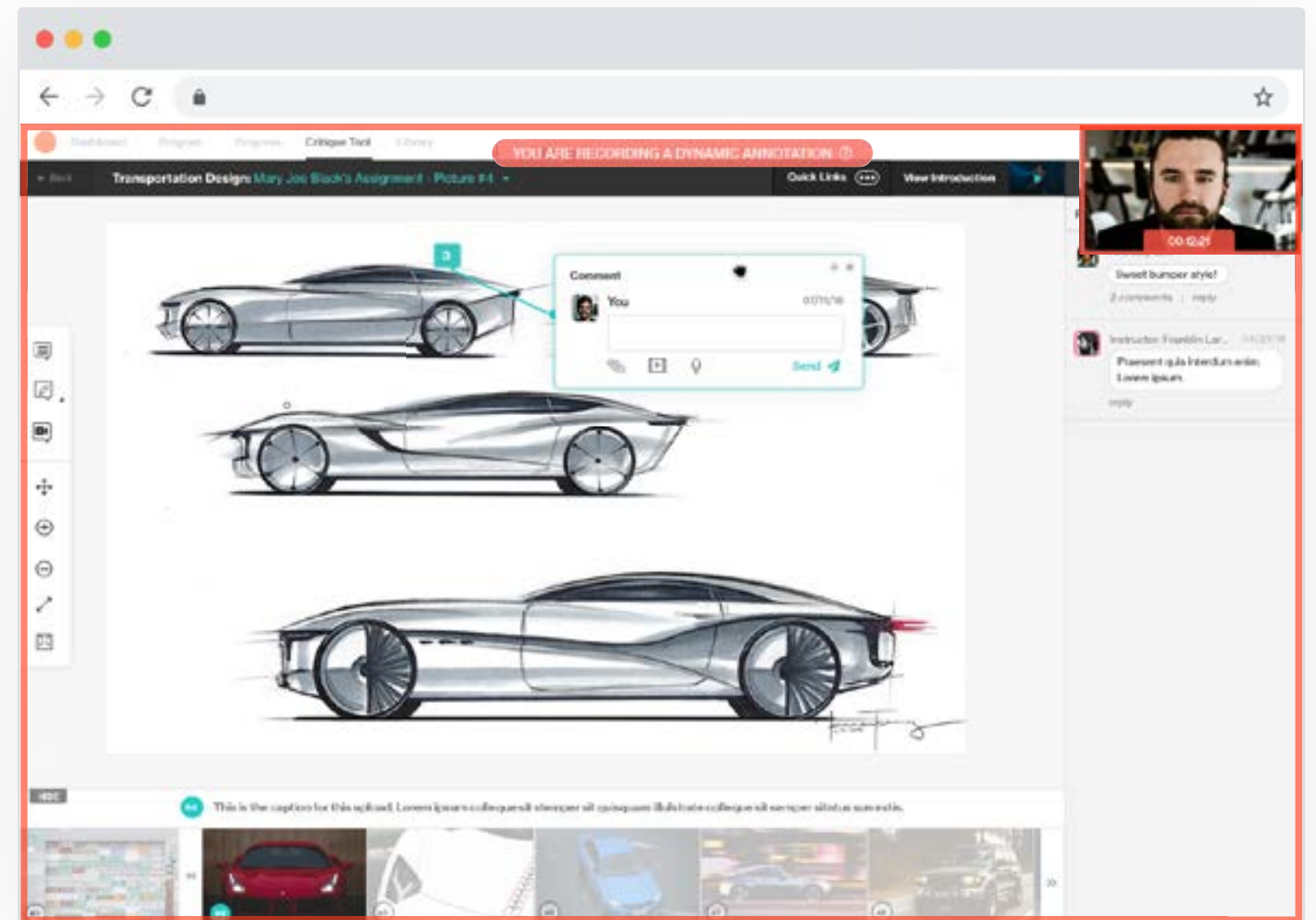
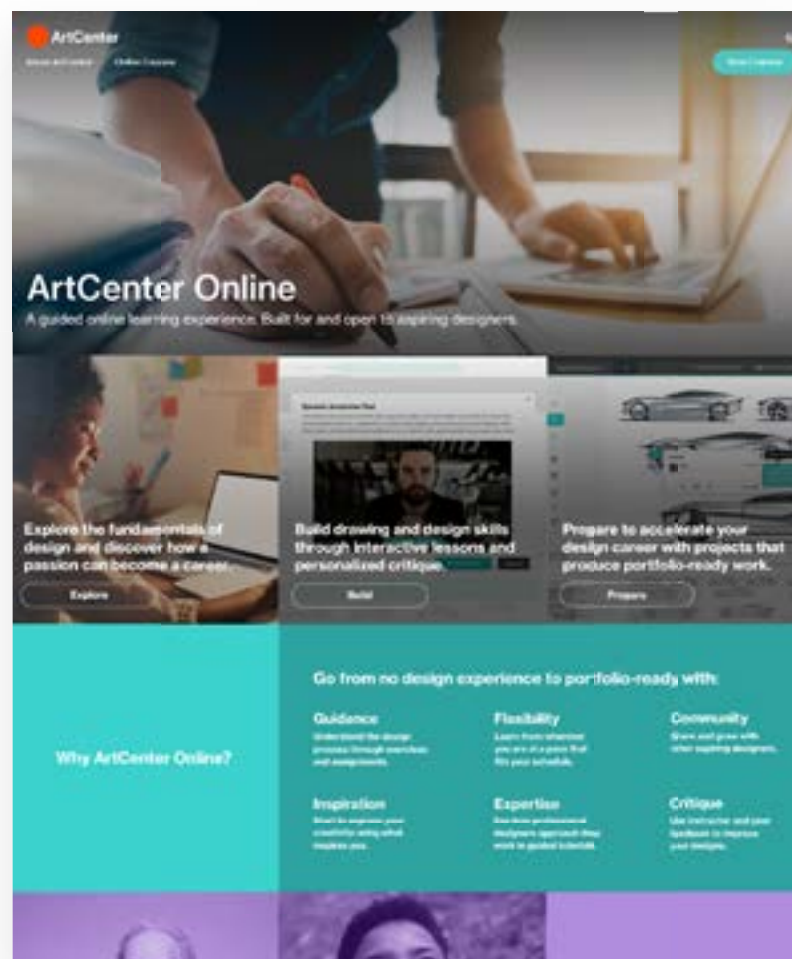
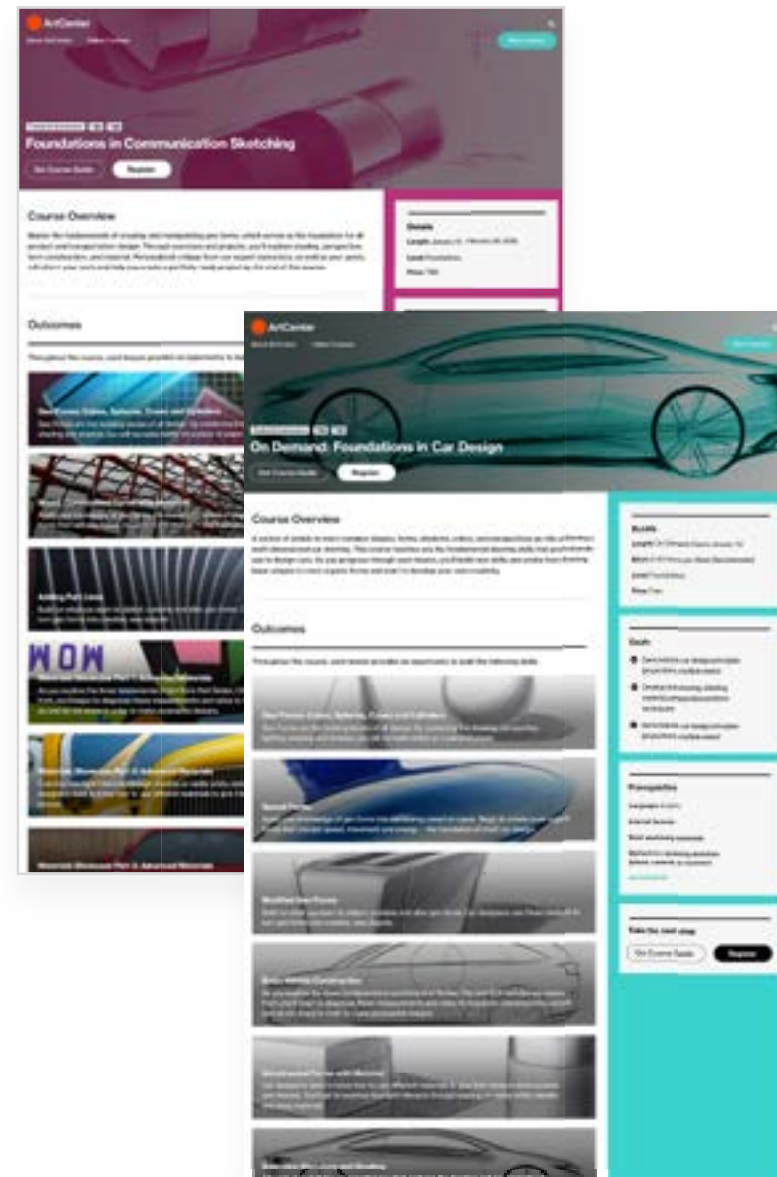
Create an online critique tool based on rapid prototyping and focus group testing results. Support this collaborative environment online and foster a community of students.

The Process:

- Use the results from the Learner Experience and PM team’s prototype testing to map out the critique tool’s experience
- Conduct research on comparable tools and develop the UI expanding the existing brand
- Work with the development team to design the UI for course listings, uploading, critiquing, course progress visualization, along with additional marketing materials

Final Product:

A custom developed, unique online critique experience where users can upload assignments and receive written, audio, and video feed back in real time. This tool was design with expansion in mind to accommodate their online course offerings from Transportation Design to Fashion.



EXTENSION ENGINE LANDING PAGE

Industry: Online Learning

The Goal:

Create several home page concepts that define a unique new brand for Extension Engine.

The Challenge:

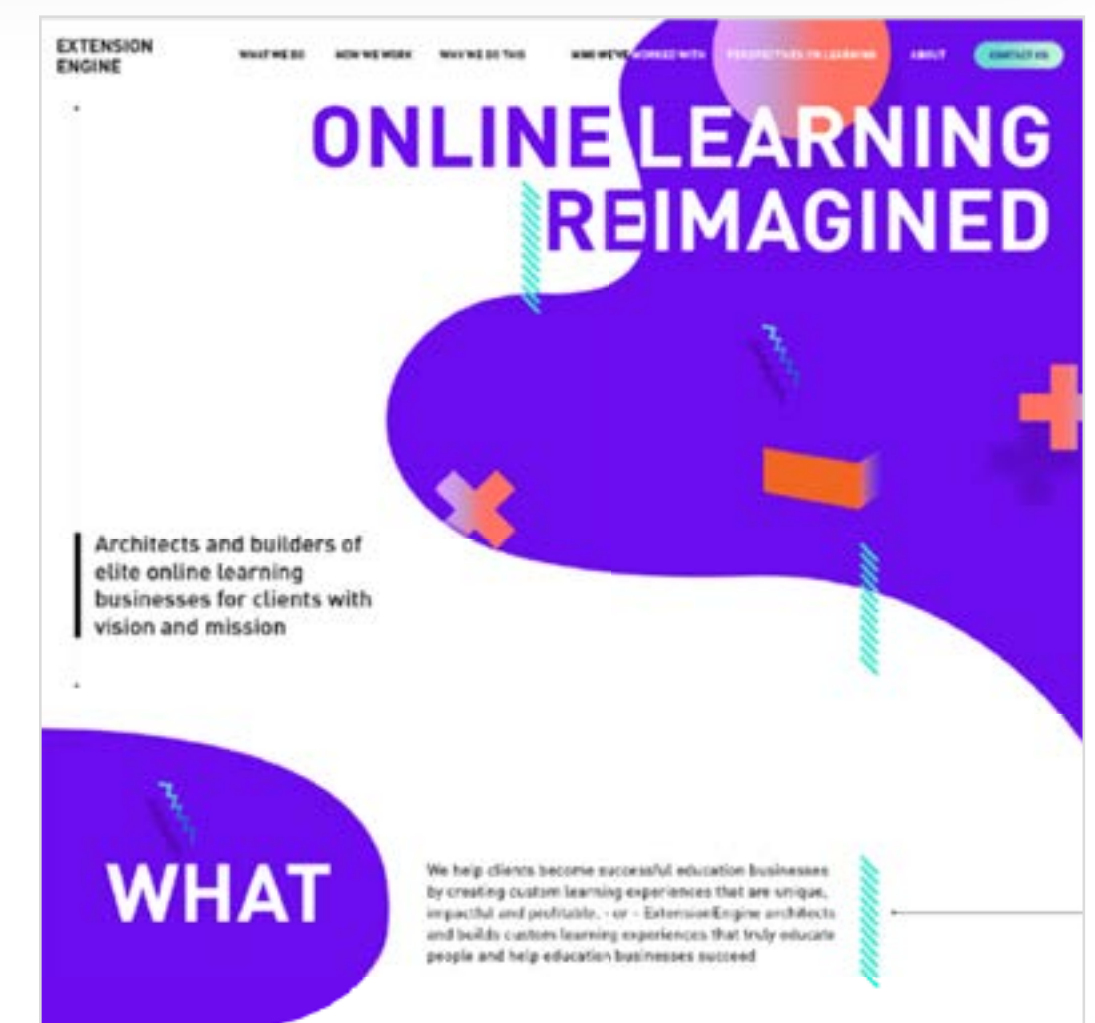
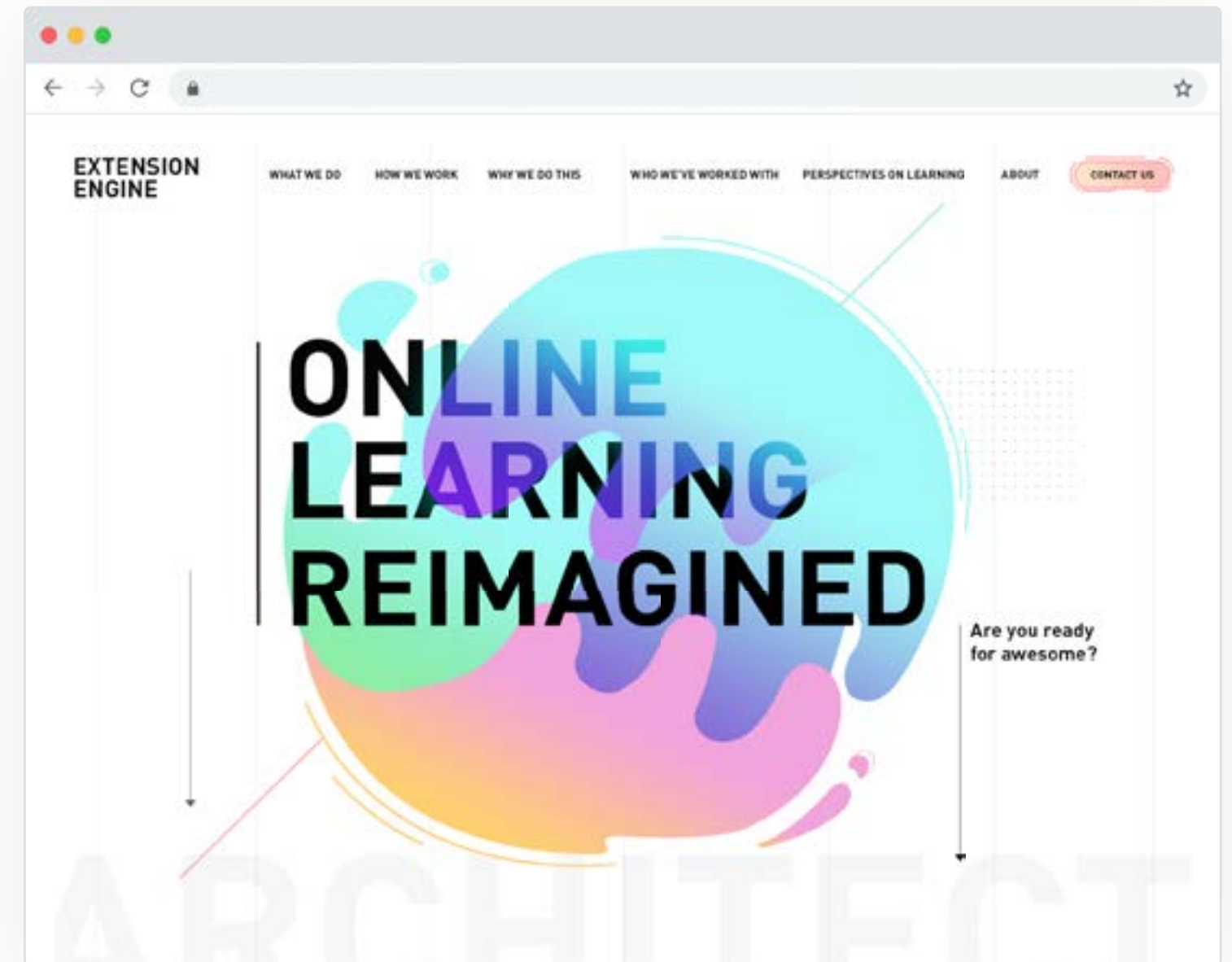
Generate several landing page concepts around company identified key themes: soft organic shapes and conceptual imagery.

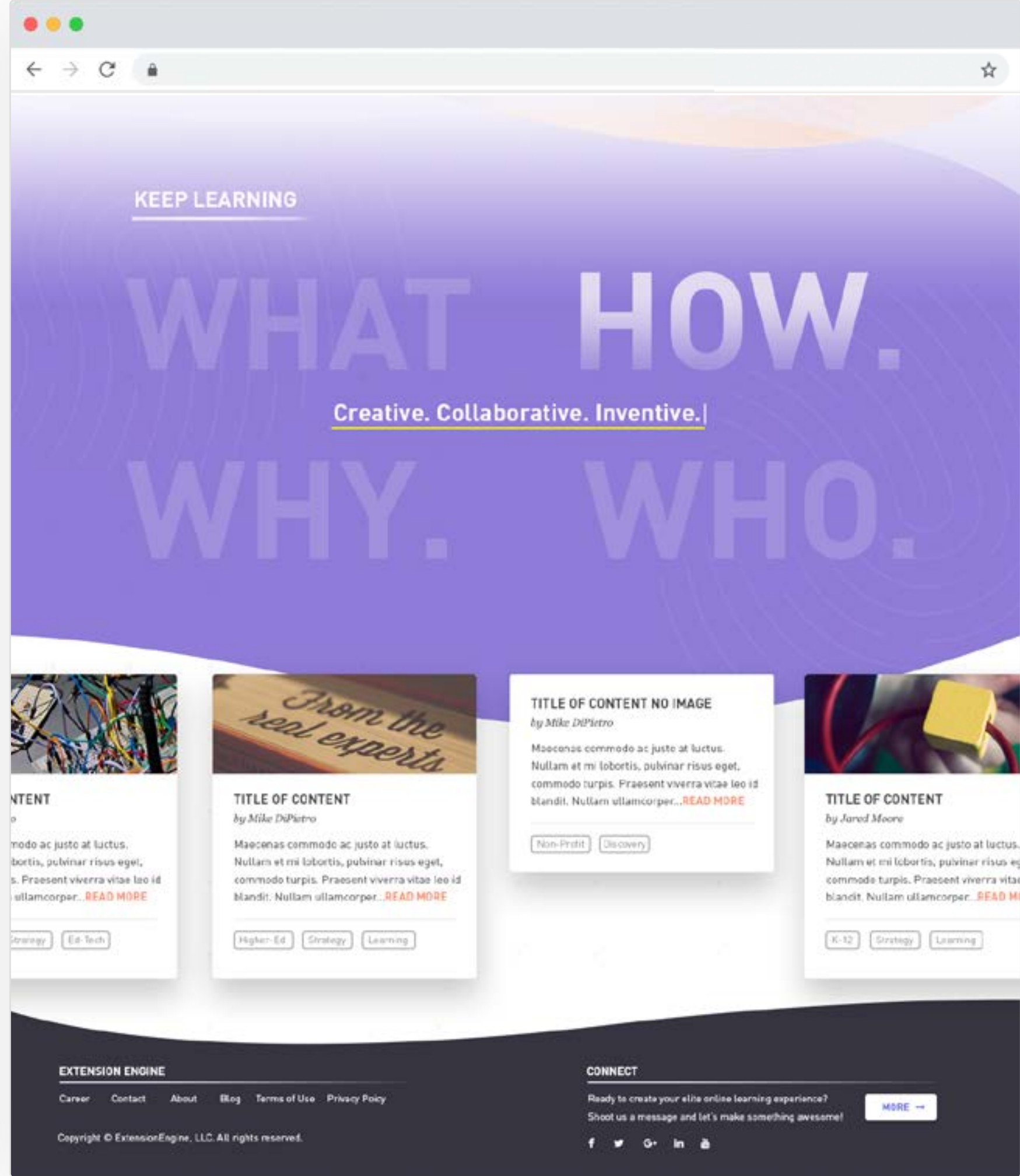
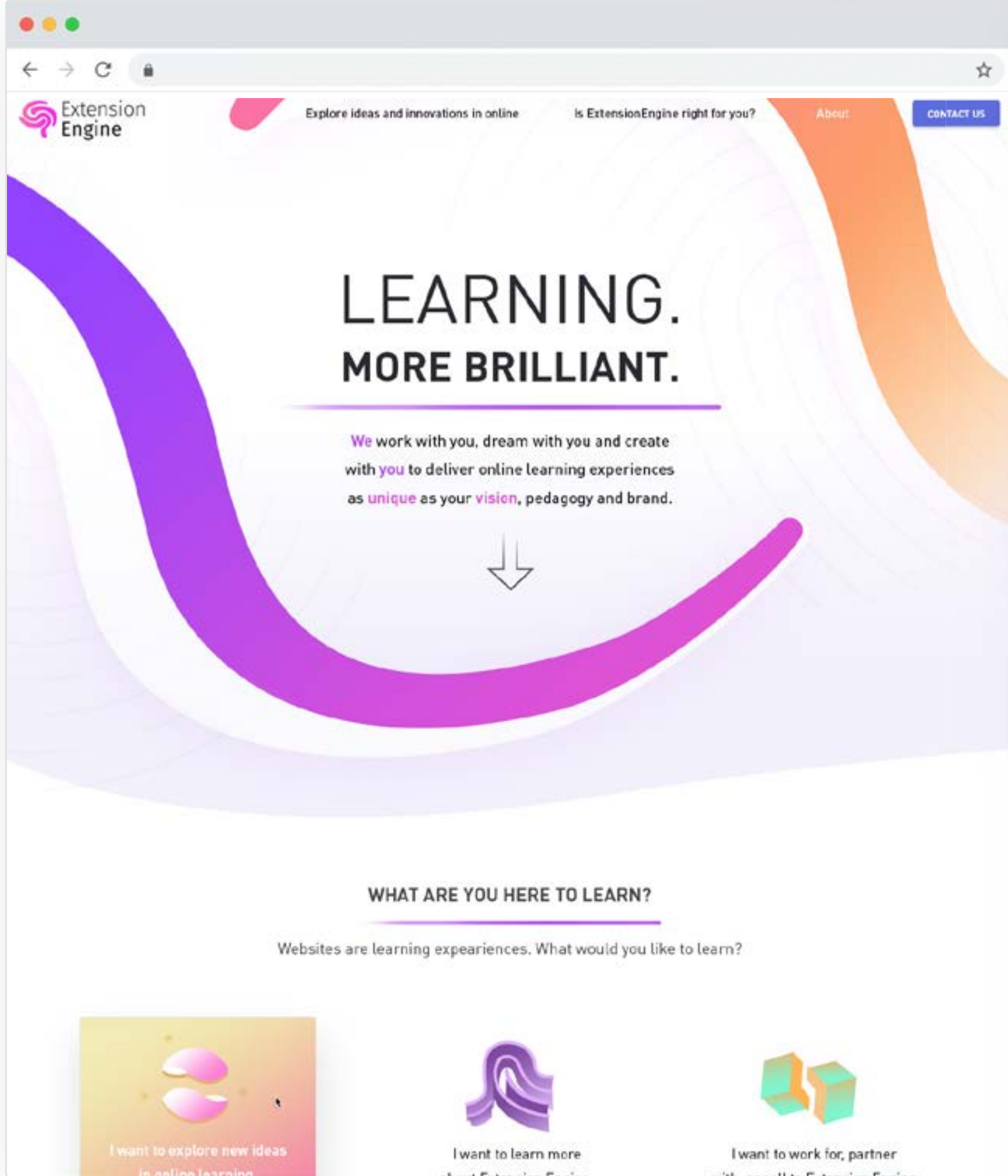
The Process:

- Researched design trends and competitors
- Conceptualized themes and stories for each design
- Explored and prototyped animation possibilities
- Lead discussions with company partners, marketing, and creative team to ideate and reach a consensus
- Presented concepts to current customers and retrieved feedback

Final Product:

This exploration resulted in several concepts around the key themes of soft organic shapes, unique identity, and current design trends. These concepts were then taken into a second phase of design that helped Extension Engine move in a more appropriate direction.





UNIVERSITY OF PENNSYLVANIA

Industry: Online Learning

The Goal:

Evoke the same feeling of community that on campus students experience in the university's virtual campus.

The Challenge:

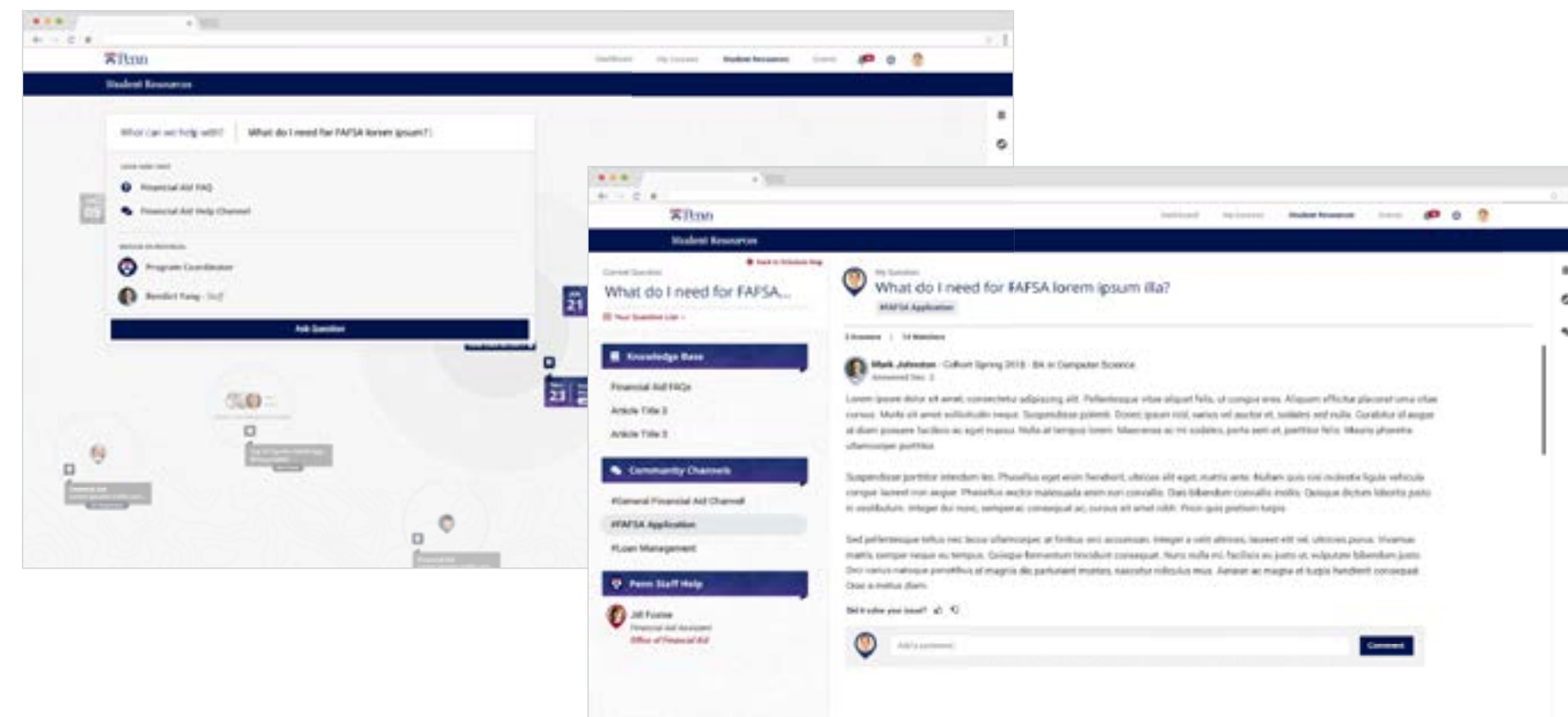
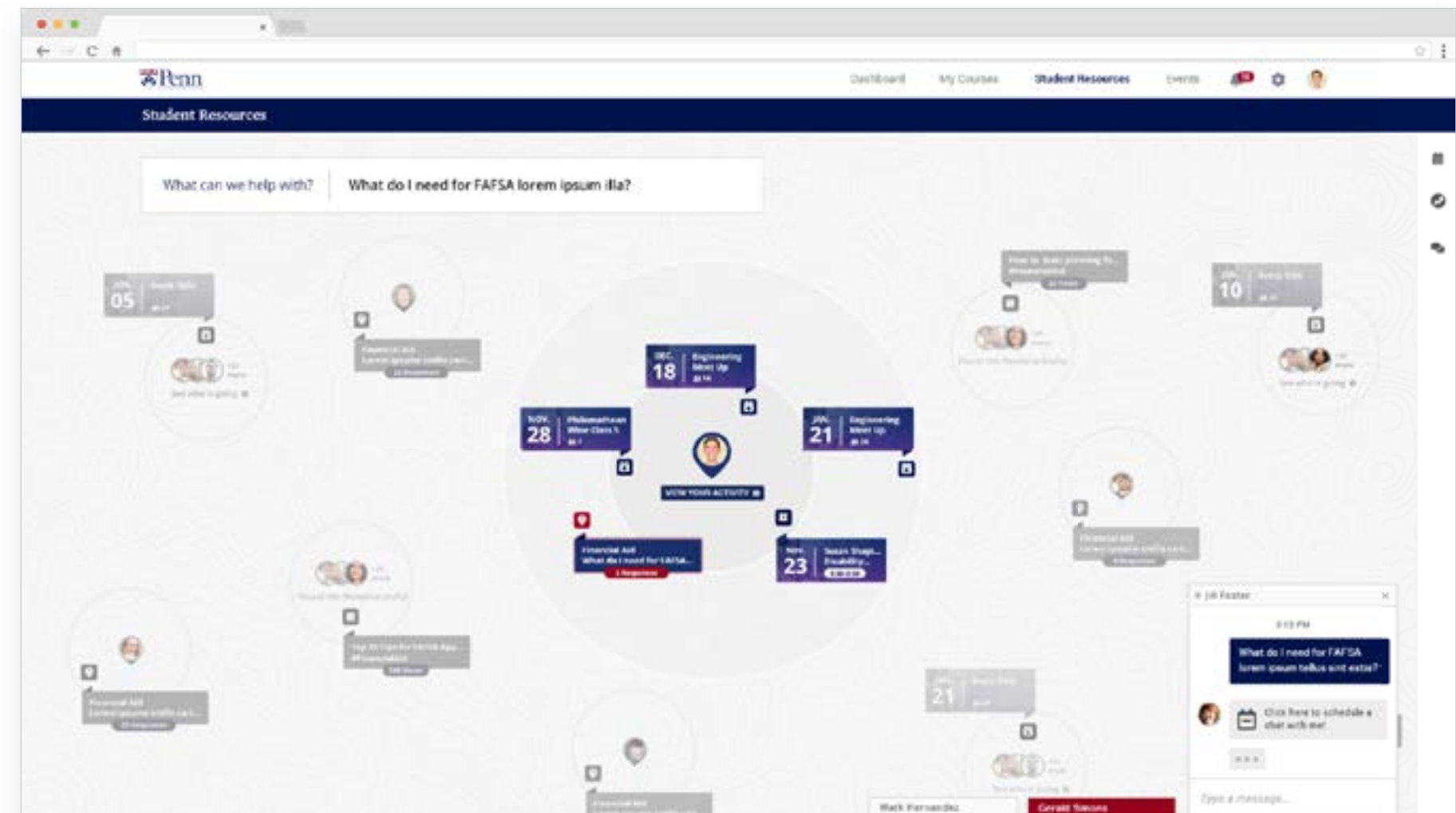
Create a centralized place for all social, school, and administrative tasks students must complete.

The Process:

- Worked with Project Manager and Creative Director to reimagine this experience based on client's needs
- Researched other community centric platforms including social media platforms analyzing how they define community
- Use Adobe After Effects to create an animated prototype that simulates a living, active community

Final Product:

A social media centric concept that would ideally gather student data over time to predict questions and information that students need during their academic career. The subtle display of activity and movement help cultivate the feeling of a lively student community.



YOUTH ENTREPRENEURS

Industry: Online Learning

The Goal:

Help define user testing processes internally and develop an intuitive system for teachers to learn the YE curriculum, schedule classes, and deliver lessons.

The Challenge:

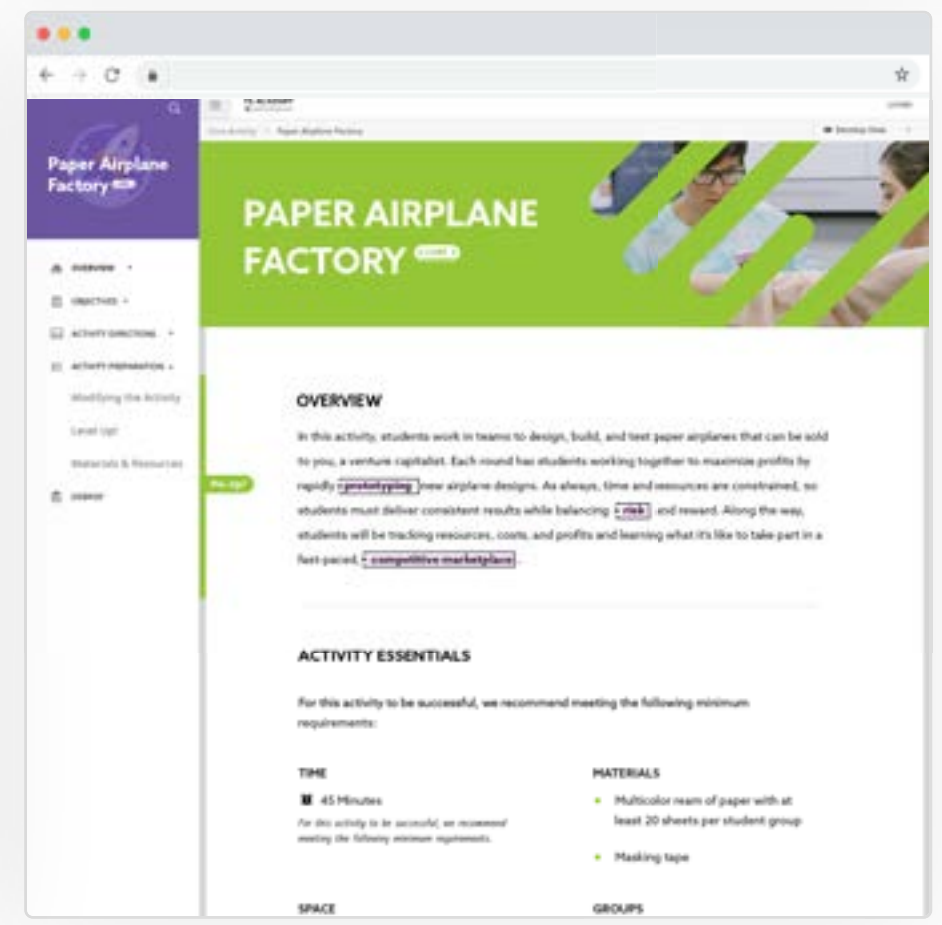
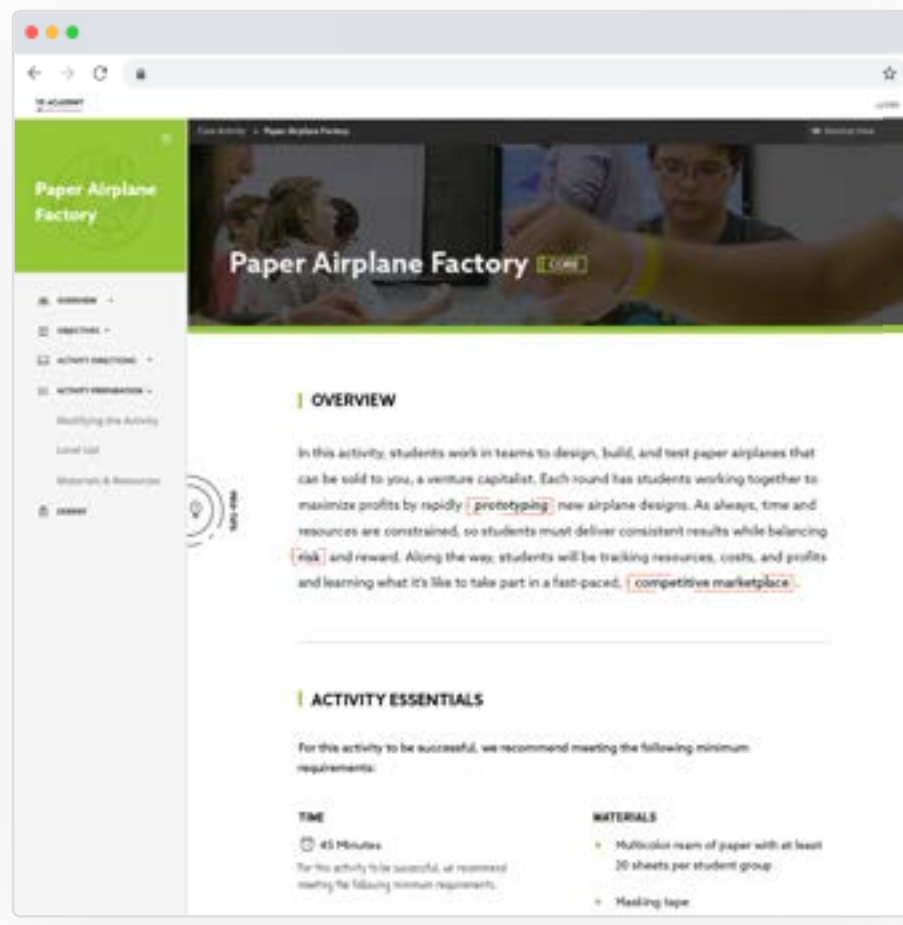
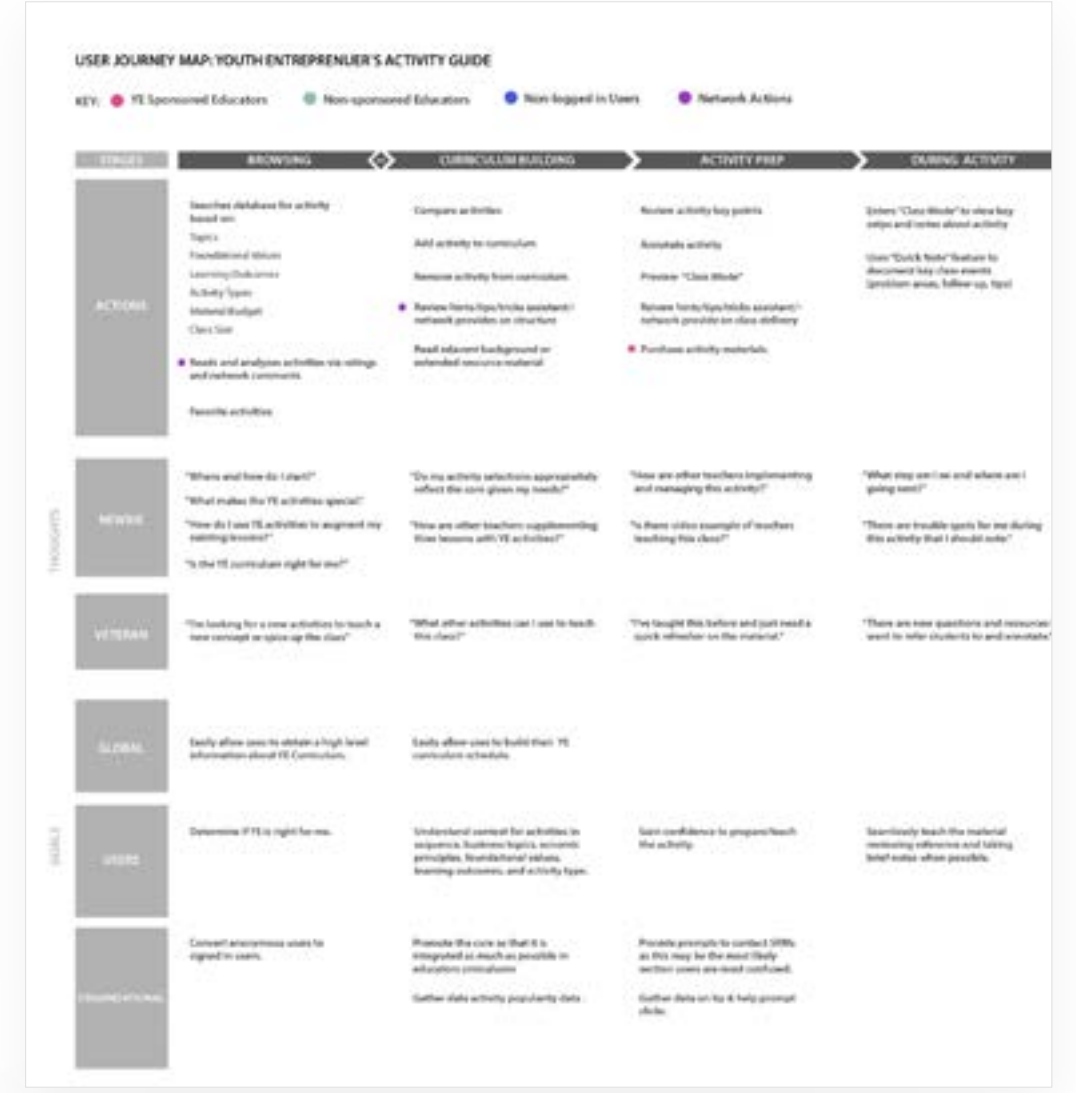
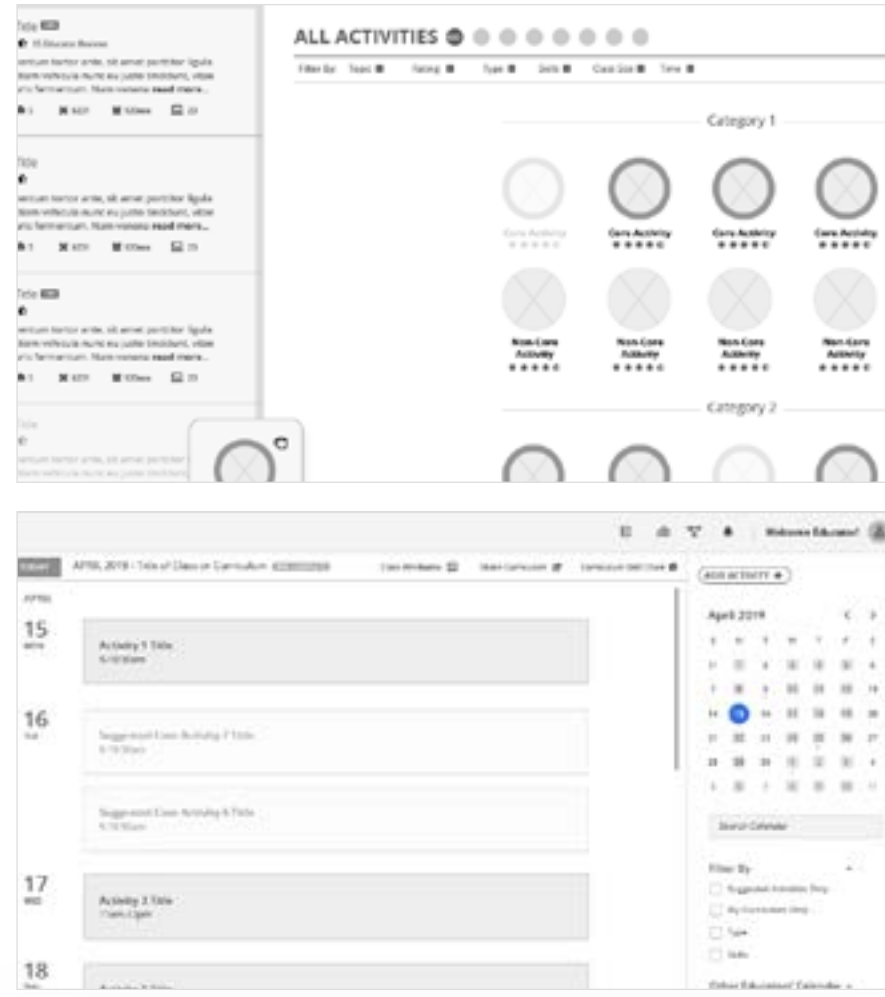
Create an experience that provides relevant tools and information for both beginner and veteran Youth Entrepreneur instructors.

The Process:

- Work closely with the LxD and PM team to create user journey maps, user stories, and testing schedules
- Interview both demographic of instructors and analyze feedback for next round of testing
- Create Axure prototype with wireframes based on first user testing findings
- Conceptualize first round of designs that freshens their current branding and separates relevant information for the different instructor levels via visual cues

Final Product:

An informed plan on how to continue testing with users on the next iterations of the lesson guides as well as how teachers would like to view the information based on their amount of experience before, during, and after each lesson.



SAVEPOINT INC.

Industry: Travel & Hospitality

The Goal:

Develop a user experience and user interface identifiable with the gaming, esports, anime, and comic convention community. This start-up is seeking to create a full service web application that helps convention attendees find and organize hotel splits.

The Challenge:

Determine the viability of the product. As well as, identify the best user experience and user interface for this product that will resonate with our beachhead market.

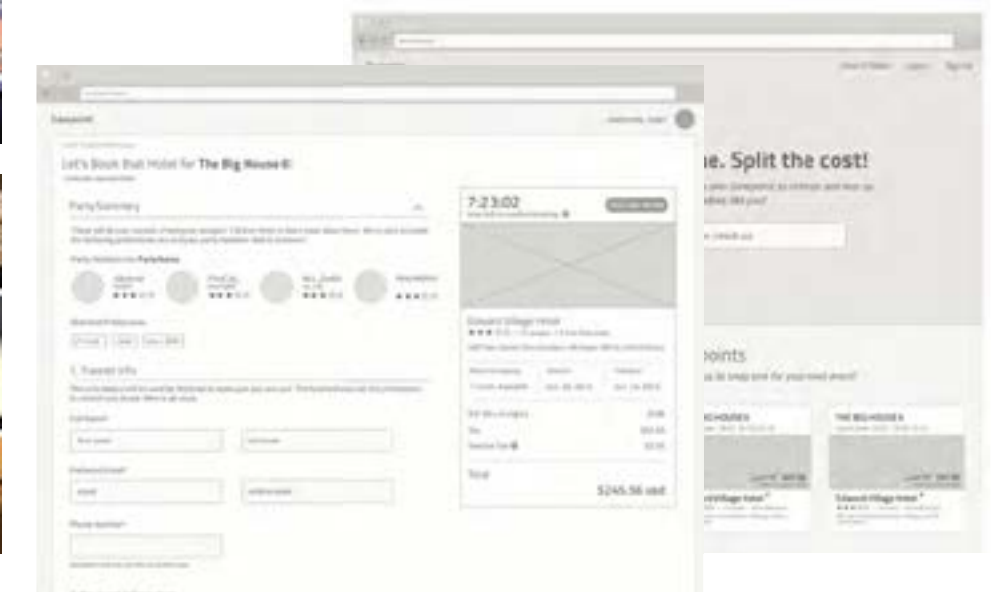
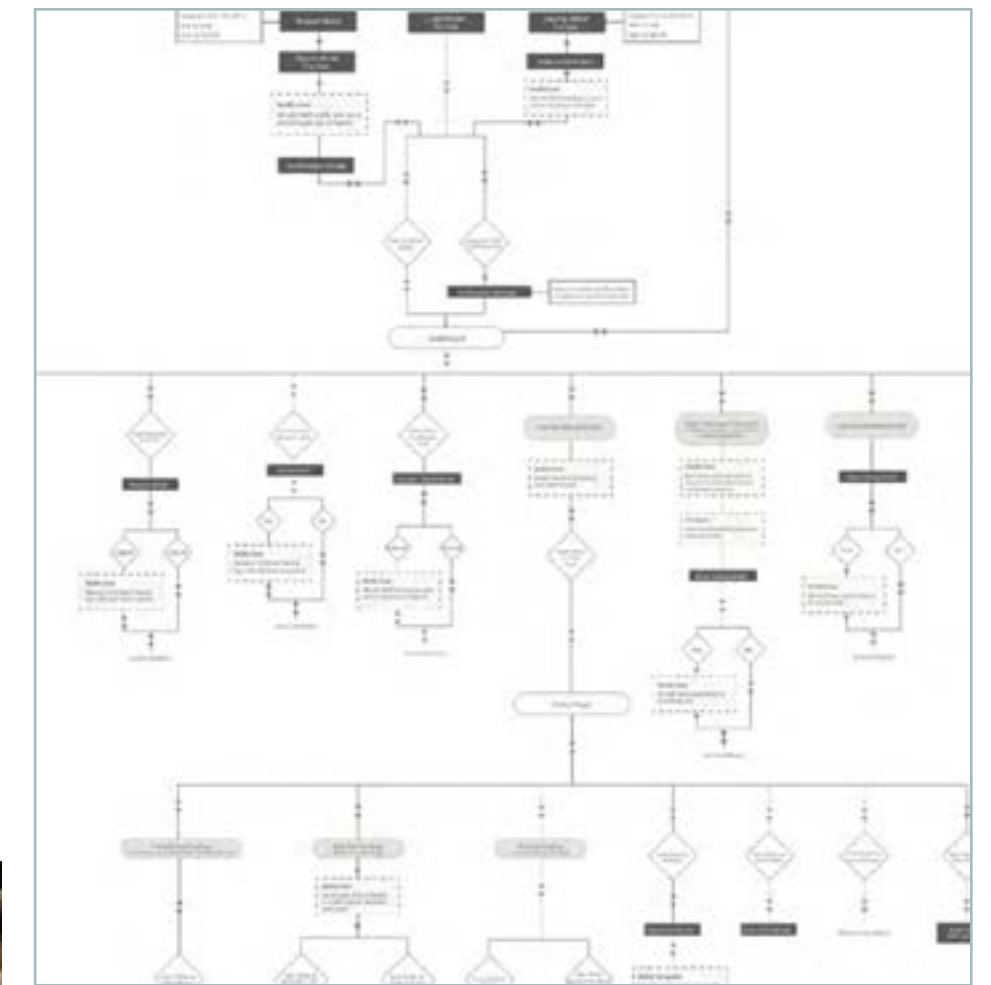
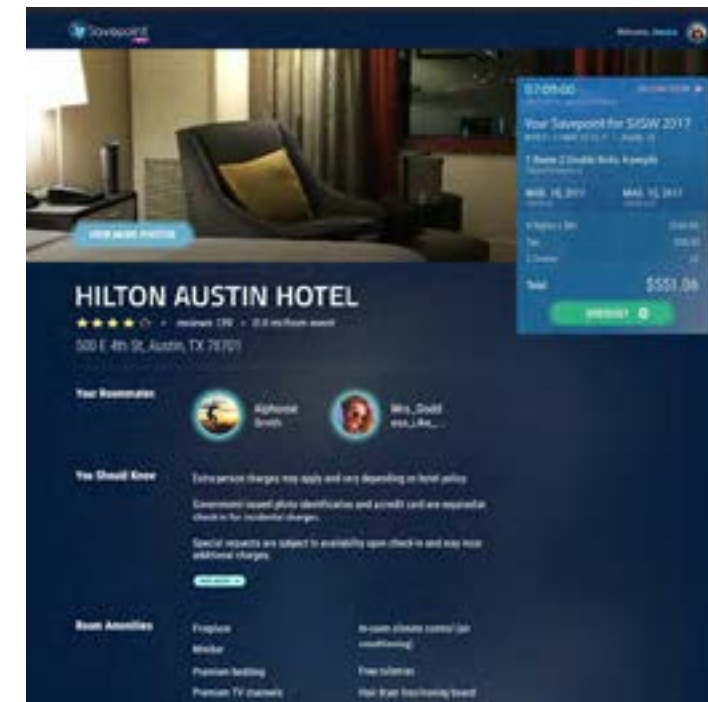
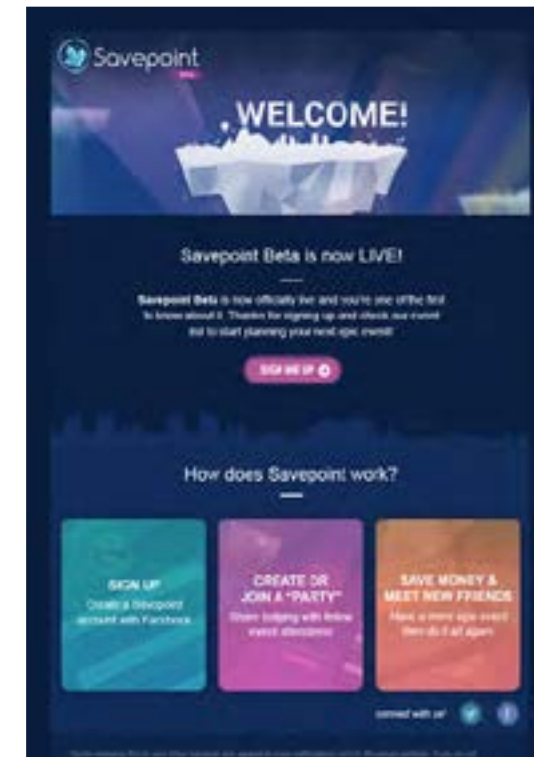
The Process:

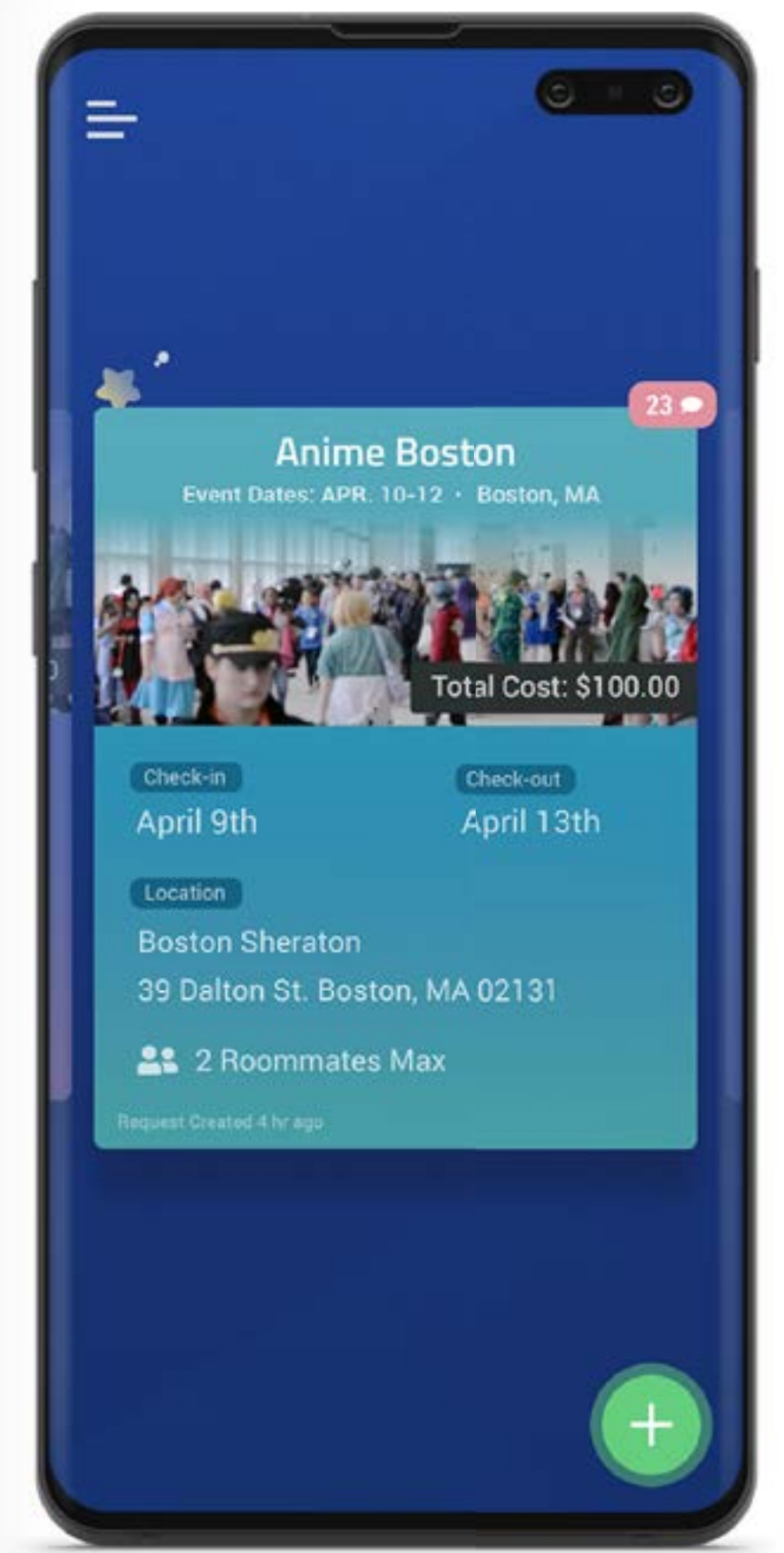
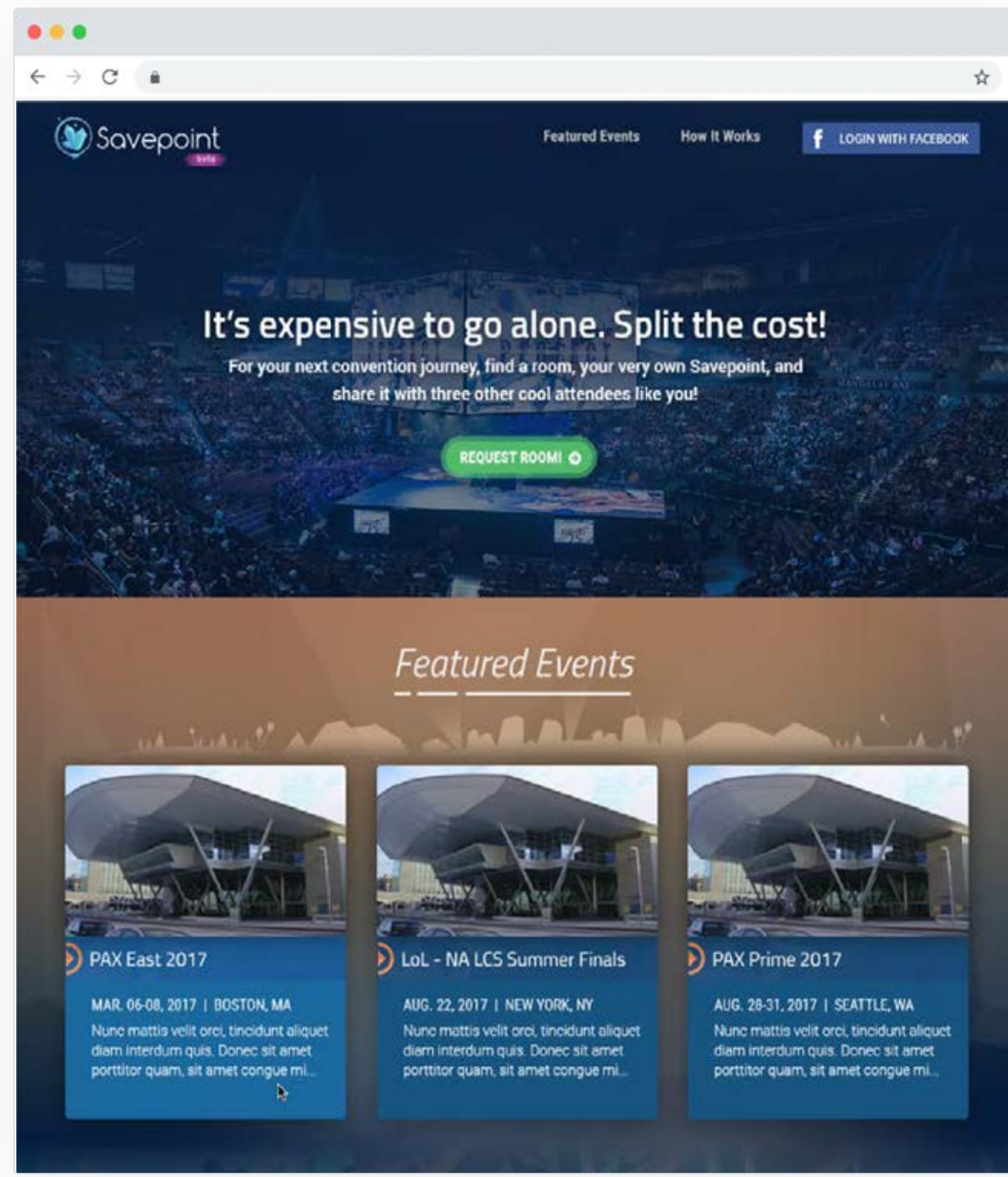
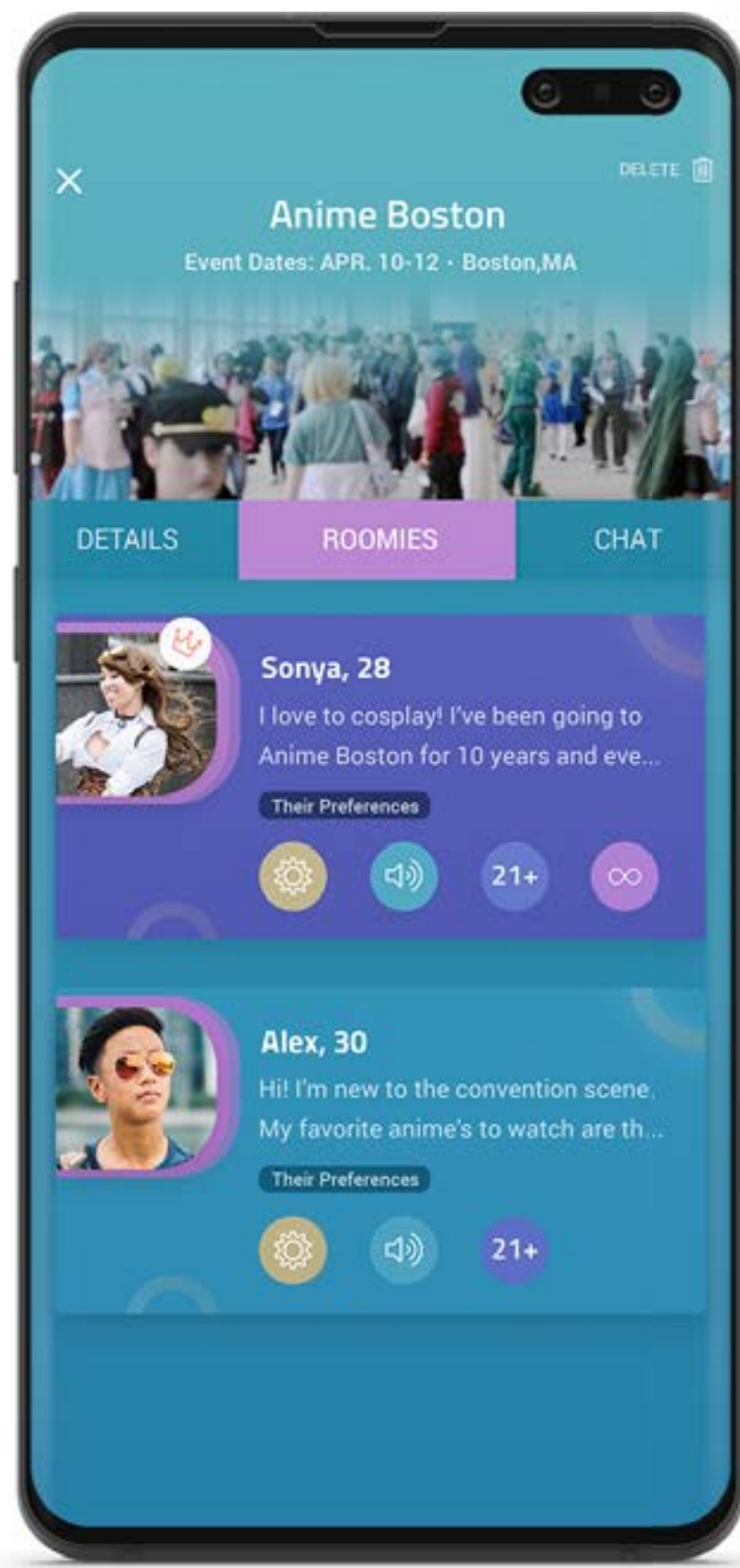
- Created Invision Prototype for hackathon submission (Boston Angel Hack Winners of 2015)
- Created survey questions for interviews
- Conducted user interviews at conventions
- Created user flow chart for Android app
- Developed wireframes and designs for testing and feedback

- Worked with co-founders and developers to bring the our alpha to life
- Created **animated prototype** for startup accelerator applications
- Analyzed feedback from alpha release
- Modified user flow for future MVP release

Final Product:

After the first few versions of the product we determined that our initial approach placed too much responsibility on the user. We then decided to create a more automated experience that focused on putting the minimum amount of work on the user. We're now in the process of developing a MVP set to launch in February.





CATHOLIC UNIVERSITY OF AMERICA ONLINE

Industry: Online Learning

The Goal:

Concept and design what an online learning experience that keeps the Catholic faith and values top of mind that heavily relies on community accountability.

The Challenge:

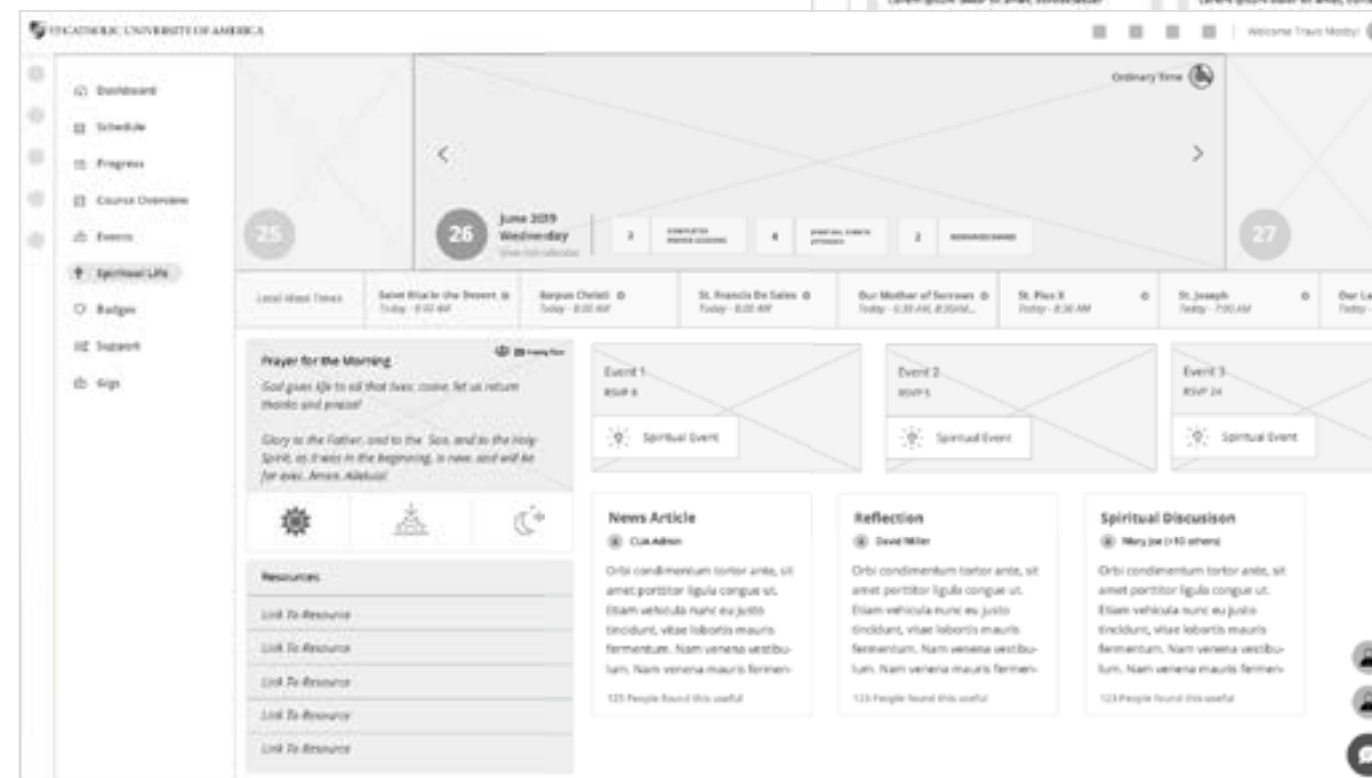
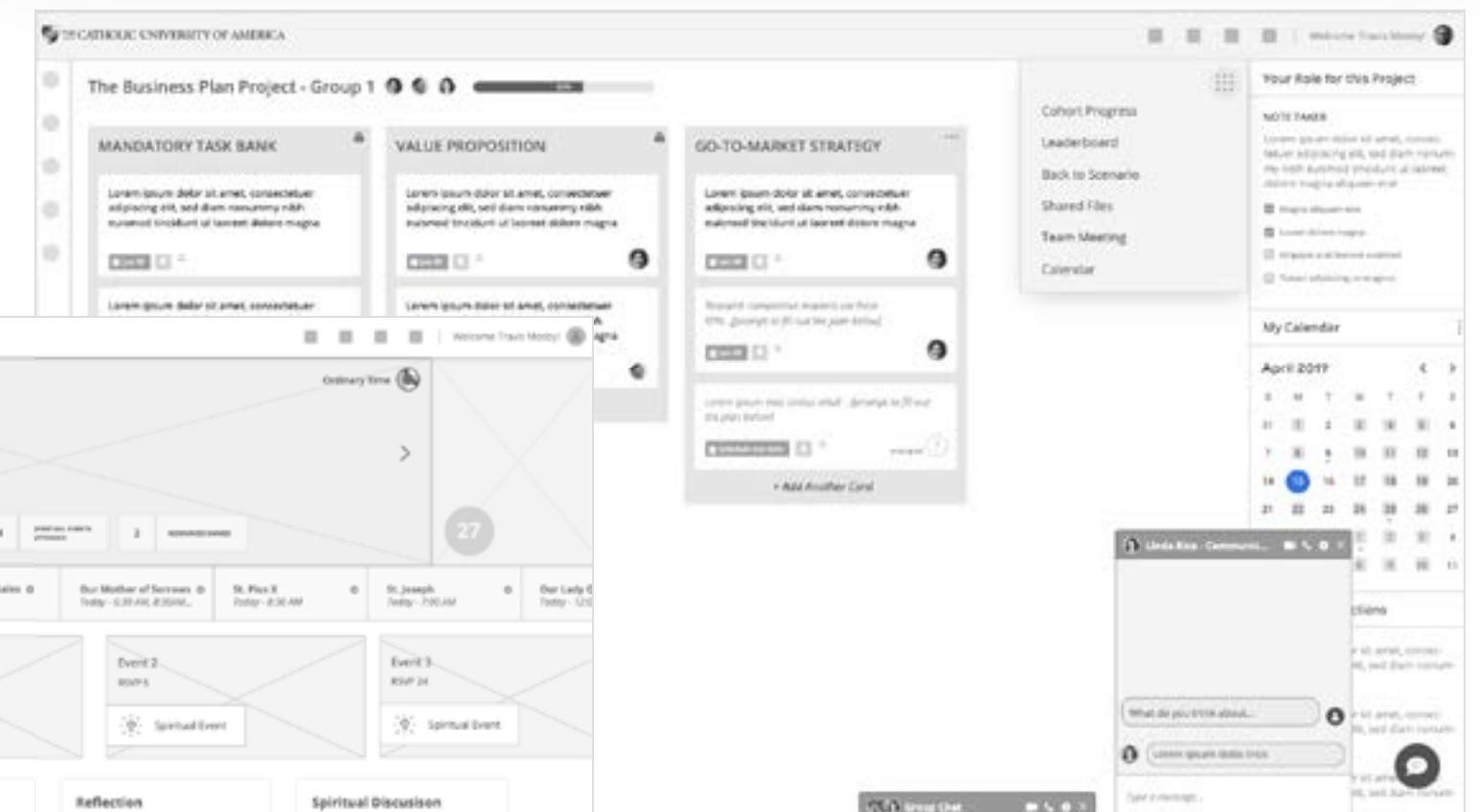
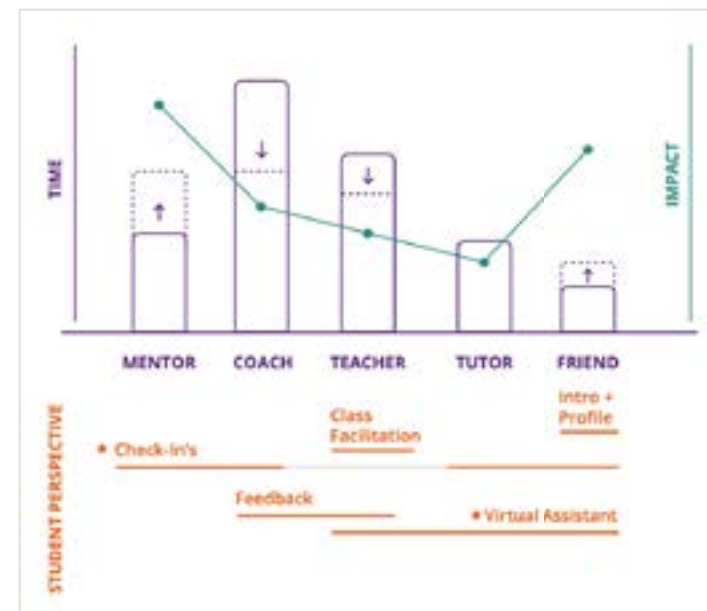
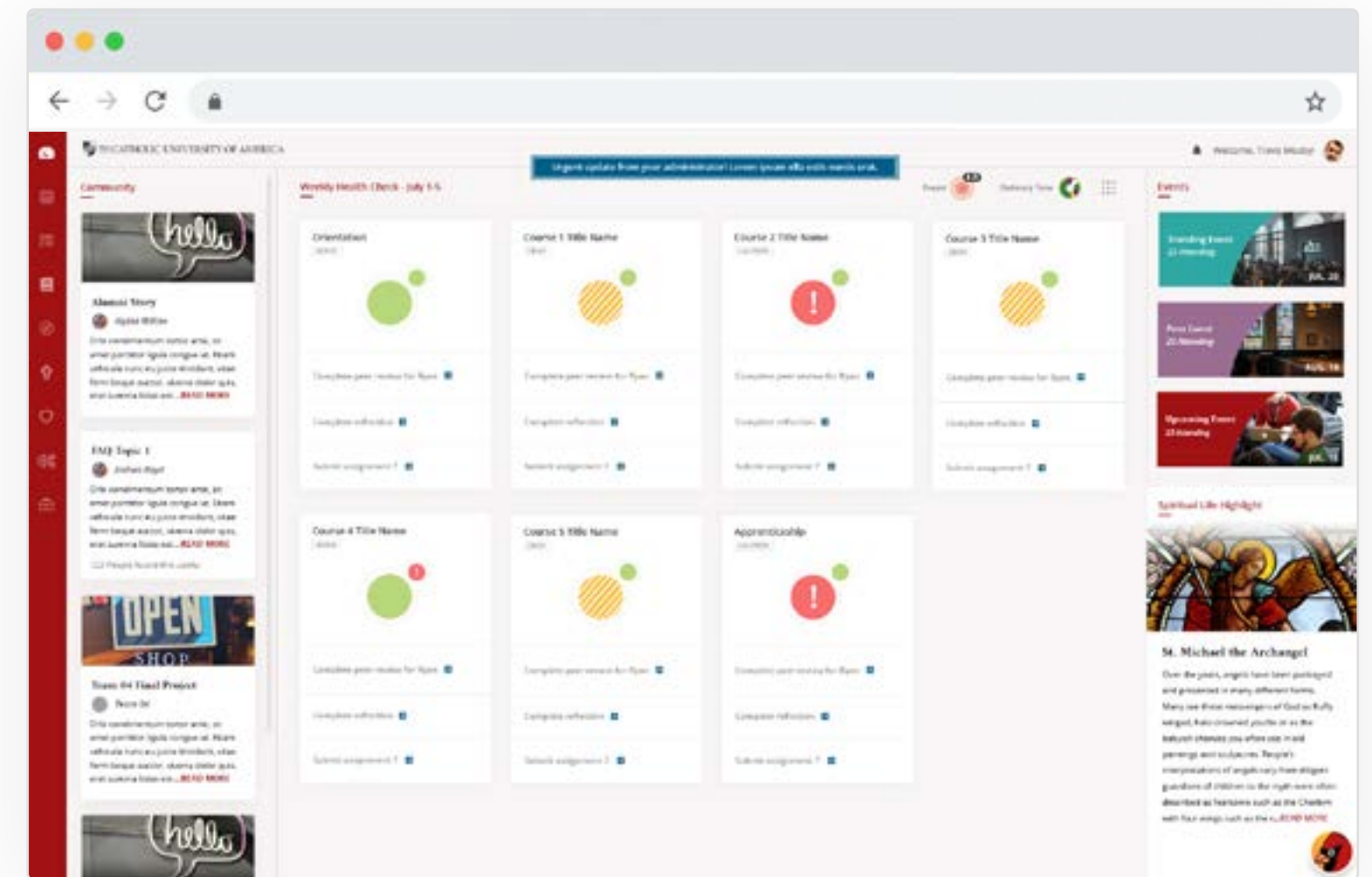
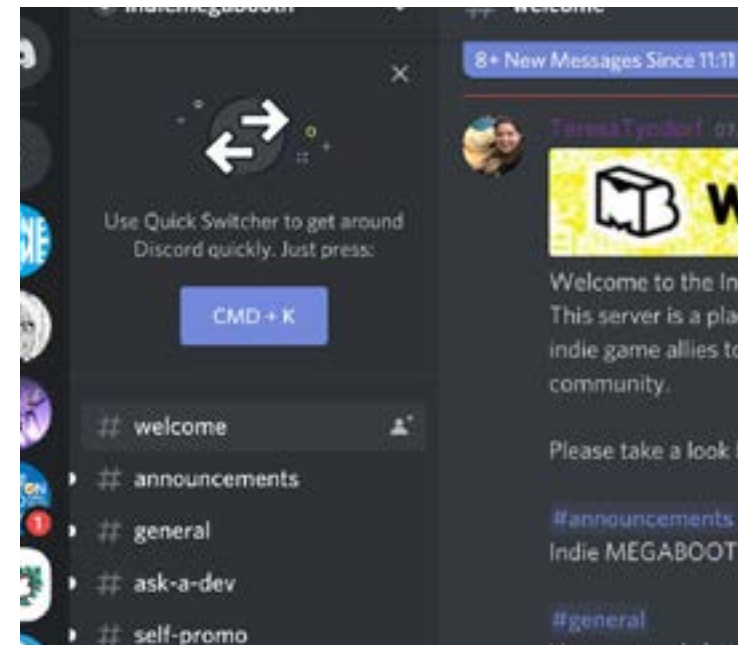
Create a sustainable learning community with the least amount of active involvement from professors that leverages peer-to-peer accountability.

The Process:

- Work with Learning Experience designer and client to identify key metrics of success.
- Plan out user testing session with two groups of high-school students.
- Collaborated with Project Managers, Professors, and internal Catholic University of America Marketing Team on concepts
- Ran Discord & G Suite rapid prototype test based on our key identifiers
- Develop first UI concept based on the prototype results

Final Product:

We developed wireframes, designs, and curriculum that fit a community based learning experience. An online assistant, and mentors for school work, career, and faith create a space where teacher involvement would be minimal which was a big part of the client's goal.



A COLLECTION OF MOST RECENT WORK FROM VARIOUS CLIENTS

[View Animated Home Page Mock up](#)

