Digital Portfolio

COGS3

Mary ET Boyle, Ph.D.
Department of Cognitive Science
UCSD
HCI/Design Overview and Jobs for New College Grads

Philip Guo
http://pgbovine.net/hci-design-jobs.htm
Assistant Professor of Cognitive Science
UC San Diego Design Lab
2017-12-05, Prototype 2
The goal of this talk is to give college students an **overview** of Human-Computer Interaction (HCI) and Design, then show what **jobs** you can get with an HCI/Design degree.
Outline for rest of talk:

Kinds of design jobs
How to get one out of college
What about grad school?
My impromptu panel of HCI/Design job experts

Carolyn Zhang
MIT computer science 2014
Designer @ small-ish design agency

Carrie Cai
Stanford human biology / education master’s
MIT Ph.D. in computer science (HCI) 2017
Research Scientist @ Google

Emily Danchik
U. Rochester computer science & linguistics
Carnegie Mellon master’s in HCI 2014
UX Architect @ large I.T. consulting firm
Former UX/Interaction Designer @ Microsoft

Emy Lin
U. Rochester computer science & linguistics 2016
Software Developer @ Intel

All of the insights are theirs;
all of the mistakes are mine.

I created this talk itself using a
human-centered design process!

Hopefully in the future I can call
on you to be part of this panel.
One-slide summary: if you want an HCI/Design job ...

Build up a design *portfolio*, lean hard on personal and alumni *connections*, and get a design *internship* while in college.
Portfolio + connections -> internship -> full-time job
Portfolio (basics)

- Start by making a personal website as your portfolio
- Class projects with design components (many at UCSD!)
- Volunteer to help on-campus groups or friends with projects; be resourceful about finding work
  - Look beyond web/mobile apps: create posters, art pieces, event flyers, business/marketing slide decks
- Work part-time as a freelance designer for local companies or friends’ startups while in school
- Once you get a design internship, put in portfolio too
Portfolio (advanced)

- Have a compelling and fresh **point-of-view** that frames your work and makes you stand out
  - Avoid cliches like “I’m passionate about making innovative progress at scale.”
- Be able to justify and critique your own process
  - Very important: it’s all about PROCESS PROCESS PROCESS PROCESS!
- It’s OK to show how you **improved** an existing product rather than creating your own from scratch
  - In fact, that’s a much, much, much more realistic approximation of what you will do in your future job
- Emphasize most relevant projects to desired roles
Recap: how do you get an HCI/Design job out of college?

Build up a design **portfolio**, lean hard on personal and alumni **connections**, and get a design **internship** while in college.

Many students & alumni wished they had learned what’s in this talk **at the beginning of college**. Because all of this takes lots of time to prepare. Start early!
Your showcase works skills potential
simplicity
5 common Pitfalls
Write with clarity and focus

Ernest Hemingway
5 tips from Hemingway

1. Use short sentences.

Write simply and clearly

http://www.copyblogger.com/ernest-hemingway-top-5-tips-for-writing-well/
2

Use short first paragraphs

http://www.copyblogger.com/ernest-hemingway-top-5-tips-for-writing-well/
No info cramming

Amount that fits on one page

Too much clutter?
Global Jitters Give U.S. Bonds a Boost

The steady rise in the price of Treasuries amid a backdrop of slowing global growth and the prospect of a U.S. fiscal stimulus has boosted the yield on the benchmark 10-year note to around 2%, spurring talk by investors who warn that the rally in Treasury bonds could be unsustainable.

China Set to Raise Banks’ Liquidity

The People’s Bank of China is preparing to flood the country’s banks with new money as the central government seeks to prevent a rebound in inflation and to keep the economy healthy after a series of stimulus packages.

Islamic State, Accused of New Chemical Attack in Syria

Islamic State militants have accused a rival group of using chemical weapons in an attack in a border area, according to a new report.

How to Avoid Spilling Your Expat Offspring

There is a simple way to protect your child’s future in a new country: Get them to love language. Here are six tips that will help your child become multilingual.

- Right Time for Reading Versus Culture Shock
- When to Start Language Classrooms
- How to Help Children Have Familiarity

Video
THE NEW YORKER

THE LATEST
AUGUST 22, 2016
BLOGWORLD REPLAY
TWENTY THOUSAND CONSIDERED DISAPPOINTING TURNOUT FOR RACIST EVENT IN ALABAMA
BY BETTY ROBERTS

AUGUST 21, 2016
HUMOR
MCKINNEY PROJECT REPORT ON MY DATING LIFE
BY BETTY ROBERTS

AUGUST 19, 2016
BLOGWORLD REPLAY
VOTERS WHO FAVOR BORDER WALL CANNOT IDENTIFY BORDER ON MAP
BY BETTY ROBERTS

AUGUST 18, 2016
HUMOR
MARRIED ROLE-PLAY
BY CARY RUSSELL

I DON'T WANT YOU TO GET JUICED INTO ANOTHER DIMENSION
BY LUCAS GARCIA

No, I know we were on a date last night, but let's be a couple. And then I never invited you again.

NETFLIX
BONECOLD HORSEMAN

HUMOR

Netflix Season 1 and 2
New streaming
5 tips from Hemingway

3. Use vigorous English

http://www.copyblogger.com/ernest-hemingway-top-5-tips-for-writing-well/
5 tips from Hemingway

Be positive, Not negative

http://www.copyblogger.com/ernest-hemingway-top-5-tips-for-writing-well/
5 tips from Hemingway

“Write one page of masterpiece to ninety-one pages of S***”

Ernest Hemingway

http://www.copyblogger.com/ernest-hemingway-top-5-tips-for-writing-well/
GOAL is to get a job

Employer’s perspective

Show great style and unique design

Evidence of work

Show off your best

Who are you?

Accurately demonstrate all of your skills
Starting from scratch

Only add pieces that are worth showing.

Quality over quantity
Show off your ambition, expertise & personality.

“What makes you better than others?”
Your RÉSUMÉ is part of your portfolio!

Always include a résumé
Make your viewers stay

The longer they stay; the more likely they’ll hire

Create a layout that allows visitors to access all of your projects effortlessly.

Position content to draw in users (i.e. F-shape).
User Experience Designer

I have a passion for making people’s lives better through design. I have helped over a dozen organizations obtain a competitive advantage through great design.

MORE ABOUT ME

Experience

I have over 7 years of User Experience Design experience across a variety of companies and industries:

- **Q RelateIQ**
  - A Salesforce Company
  - Startup (Acquired by Salesforce)
  - 2013 – Present

- **Archer**
  - Interactive Marketing Agency
  - 2009 – 2013

- **Vanguard**
  - Large Financial Company
  - 2007 – 2009
Catriona Cornett

Summary
I am a User Experience Designer with 7 years of experience helping over a dozen organizations obtain a competitive advantage by delivering great user experiences across desktop, mobile, tablet and other channels. I work in highly collaborative environments with cross-disciplinary teams to deliver informed and iterative design solutions. My specialties include interaction design, user research, and information architecture.

Experience
Senior Designer
RelateIQ, a Salesforce Company | Palo Alto, CA | November 2012 - Present
- Created sketches, wireframes and interactive prototypes for key user flows across the web application, native iOS and Android applications, and a Gmail Chrome Extension.
- Collaborated with the design team, product management, engineering, sales and marketing on identifying user pain points and brainstorming opportunities for improvement.
- Helped craft an experience map-deciding target user activities, needs, barriers, and opportunities to better meet their needs within the product. This map is used to drive product decisions and user understanding/empathy throughout the organization.

Senior User Experience Designer & Strategist
The Arch Group | Wilmington, DE | December 2009 - November 2013
- Led user experience strategy, user research, information architecture, interaction design and usability testing for desktop and mobile web & native iOS and Android products and services for over a dozen clients across multiple industries including several Fortune 100 companies.
- Created a comprehensive mobile UX best practices guide for iOS and Android smartphone and tablet experiences for a Fortune 100 financial services company. Presented this guide to senior management, gaining buy-in for a consistent UX approach across the organization.
- Defined and implemented cross-channel experiences for prospective and existing credit card customers across multi-platform desktop, mobile, tablet & kiosk for a Top 2 US bank.
- Created advanced interactive prototypes in Axure RXP for use in usability tests of interactive web and mobile experiences.
- Led strategy workshops and exercises with client teams to help define product direction and create implementation roadmaps based on a user-centric foundation.
- Collaborated with cross-disciplinary teams to create iterative design solutions.

Information Architect
Vanguard | Valley Forge, PA | July 2007 - December 2009
- Led efforts to create a design strategy to unify the tools used by Institutional Relationship Managers into a unified portal. Presented strategic vision to stakeholders, prepared implementation plan and created wireframes illustrating vision.
- Prepared and conducted in-person and remote usability tests. Analysis of a remote study with 800+ participants resulted in improvements to the online RoboRover 401(k) experience.

B.S. in Information Sciences and Technology
Pennsylvania State University | University Park, PA | May 2007
- Cumulative GPA: 4.0/4.0
- Graduated as Student Marshall, obtaining the highest GPA out of graduating class
- Minor: Information Sciences and Technology for Telecommunications

Skills
- Experience maps
- Stakeholder interviews
- Personas
- User flows/scenarios
- Storyboards
- Mental models
- Design principles
- Usability testing
- Remote testing
- Eye-tracking
- Surveys
- Competitive analysis
- Analytics

Research
- Statistics
- Wireframes
- Site maps
- Interactive prototypes
- IA design
- Mobile design

Design
- Sketches
- wireframes
- Axure RXP
- Adobe Photoshop
- Tobi Studio
- Axure RXP
- HTML/CSS

Applications/Tech
- Arduino
- Rasperry Pi
- Balsamiq
- MS Visio
- Adobe Photoshop
- Tobi Studio
- Axure RXP
- HTML/CSS
Skills
- Experience maps
- Stakeholder interviews
- Personas
- User flows/scenarios
- Storyboards
- Mental models
- Design principles
- Heuristic evaluation

Strategy
Research
- User interviews
- Usability testing
- Remote testing
- Eye-tracking
- Surveys
- Competitive analysis
- Analytics

Design
- Sketches
- Wireframes
- Site maps
- Interactive prototypes
- iOS design
- Android design
- Mobile web design

Applications/Tech
- Axure RP Pro
- Balsamiq
- MS Visio
- Adobe Photoshop
- Tobii Studio
- Morae
- Silverback
- HTML/CSS

Education
B.S. in Information Sciences and Technology
The Pennsylvania State University
University Park, PA
May 2007

- Cumulative GPA: 4.0/4.0
- Graduated as Student Marshall, obtaining the highest GPA out of graduating class
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Multidisciplinary Graphic Design
ASKii

ASKii is a new startup company that specialized in team building and skill training. Although it is new, ASKii bags many high profile clients, most of them are Japanese enterprises. So my first task is to create and build the logo identity for ASKii.

There was no limitation on how the logo should looks like. I can play around with it. After few times of sketching, I hit Illustrator and played with various fonts. I chose the rounded edges font that suitable with the company’s philosophy.

The client satisfied with the logo and my next step will be created a bilingual languages website. I came up with the simple and neat look. Then I use Wordpress plus plugins as the website's engine. The website is scheduled to launch on September 2011.
Alastaire Allday, Freelance Copywriter.

I write smart copy for companies, agencies, and individuals looking for a writer who can understand their needs, listen to their ideas, and contribute to the creative process.
ABOUT

Hello. I’m an advertising creative and freelance copywriter with nine years experience doing amazing stuff.

I’m a conceptual copywriter with a bit of a strategic head on my shoulders. I’ve also written a book called Think Like a Copywriter, a modern guide to the craft of copywriting.

Recently I’ve worked on advertising campaigns for Glenfiddich, Allianz and Excedrin, as well as several other consumer, technology, and lifestyle brands including Sony, Nescafe and Bacardi. I’ve also helped dozens of smaller companies find their voice.

Most recently I’ve been freelancing at DDB, before that I was at London-based creative agencies Gravity Thinking and Mr President.

HOW CAN I HELP YOU?

Copywriting

As a freelance copywriter I write words wherever they’re needed. I have experience writing for every channel: from digital and social to radio, TV and out of home. You give me the brief. I’ll give you everything you need.

Marketing and Strategy

I’ve helped companies from startups to high street stores reposition themselves, reconnect with their customers, and increase their market exposure through insightful white papers and branding reports backed up with brilliant copy.
Hello Monday
Awwwards
Agency of the Year

We're bringing out the champagne today: Awwwards has made us Agency of the Year for the second time in a row! Thank you to everyone who voted, we're happy and proud and a lot of other good feelings all at once.

hello@hellomonday.com

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OPEN, MASSIVELY SCALABLE CLOUDS
If OpenStack isn't on your radar, it will be.

10 years ago, Red Hat's contributions to Linux brought the technology to the enterprise. Now, we're helping create a standard platform we can all use to build better clouds.

SEE OUR OPENSTACK INSIGHTS
TRIED. TESTED. TRUSTED.
From the trading floor to air-traffic control, industries around the world rely on Red Hat

LEARN MORE

PRODUCTS AND SERVICES

LINUX PLATFORMS
Start with a stable, flexible foundation that adapts as your business changes.

JBOSS MIDDLEWARE
Rapidly build connected systems that bring people, processes, and information together.

VIRTUALIZATION
Streamline workflows and deliver applications faster.

CLOUD COMPUTING
Close the gap between what businesses need and what IT can deliver.
WELCOME
PLEASE SELECT THE FOLLOWING OPTIONS

1. DESIGN PORTFOLIO
2. INTERACTIVE RESUME