Life After COGS3...
Let's CREATE something together.
Hi, I'm Michael

With an education in cognitive science and human-computer interaction, I pride myself on being a research-driven designer and team player who brings design-thinking to projects (and donuts to project meetings).
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As a curious social scientist at heart, I’m intrigued by human behavior at an individual and societal level — a quality that suits my roles as an empathetic researcher and designer. I know that design, done properly, is half creative, and half scientific. Furthermore, I believe that human-centered design isn't just a method capable of creating enjoyable products, but also a mindset capable of making a more enjoyable life. When I’m not busy sketching wireframes or being the President of Design at UCSD, you’ll find me in the kitchen cooking, in the workshop crafting my next DIY project, or at the beach pretending to be a surfer (dude).
WORK

SPATIAL VIS
educational iOS app

GRIZZ
mobile web app

DESIGN AT UCSD
web design + rebranding

INSTRUCTABLES
website redesign

MUSEUM OF MAN
map redesign
MENTOR
Melody Kim
Based in San Francisco
Currently a freelance Product Design consultant; previously a designer at Coursera, Microsoft and Social Print Studio.
Alumni Spotlight: Melody Kim

Welcome to our Alumni Spotlight, a series that highlights notable members of the Design at UCSD community who have made an impact in our organization and beyond.

Say hello to Melody Kim ’14, a product designer with experience working at Coursera and other great companies. She is also the co-founder for Design at UCSD!

What was your major? “Cognitive Science (Human-Computer Interaction).”
What tips do you have for new designers?

• Take upper division classes and get internships ASAP to figure out if this is really the career for you.
• Landing an internship each summer is 10x more valuable than getting good grades. The amount of effort you put into job hunting should be the same level as a full 4 credit course. Don’t fail your classes obviously but your GPA doesn’t matter in our field—experience does. Also, this is the only time you get to taste-test companies, 3 months at a time. This will help you better understand what kind of company you want to work for after school. For bigger companies, start researching internships when the school year starts (mark deadlines on calendars etc). For smaller companies, hunt during winter/spring quarters.
• For every 30 email/applications you send, you will get 1 response. If you want 5 options, you do the math.
• If you want a competitive advantage, don’t approach internships the same way everyone else does (job postings). Dig up emails on the internet, ask if they have internships available.
• In your email, don’t write more than 4 sentences. No one has time for your essay. Also, don’t talk “up” to people. Talk to them as a peer that you respect.

“Hey/Hi Daniel, been following your work at x. Would love to know if you’re looking for any internships this upcoming summer.”
• Tell a compelling story about your background (you can do a lot with very little). Look up how to tell a compelling story. Form an arc in yours. Rehearse it everywhere you go. I looked like a crazy person talking to myself in my car.
• Don’t complain about the catch 22 for hiring designers. Most internships know that you only have student work which means fake apps/sites. You don’t need to take a class or have had experience to put together fake apps/sites. You can put a great portfolio together without work experience. Just poke around and emulate great design that’s all over the internet. Get an internship freshman year.
• Don’t expect to prepare 80% of the way and wing it when you get to the interview. Everyone else there has prepared 100% or 120%.”

How did Design at UCSD help you?
“It accomplished what we all felt like was missing for HCI majors—community, camaraderie and a network that has lasted for years after graduation

What are some UX designs that inspire you?
“One of the best apps out there is Google Photos. It’s an incredibly well thought out app.”
Students Explore Designing for Education at Inaugural Design Frontiers

This past March, Design at UCSD, the largest pre-professional design thinking student organization on campus, hosted its first-ever Design...

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Alumni Spotlight: Cindy Chen
Cindy, a class of 2014 alumna, studied Cognitive Science with a specialization in Human Computer Interaction. She is currently a User...

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Alumni Spotlight: Charu Mehra
Charu Mehra, a UCSD alumnus from Class of 2016, graduated with a degree in Cognitive Science w/ a specialization in HCI, and a minor in...

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Alumni Spotlight: Kian Lavi
Say hello to our alumnus Kian Lavi — a product designer at Facebook, documentary photographer, and occasional programmer. As a 2013...
— Hello! I'm Alyssa, an interaction designer based out of sunny San Diego.
— Hello! I'm Alyssa, an interaction designer based out of sunny San Diego.
ALYSSA O’NEILL
alyssoneneill80@gmail.com | Portfolio: alyssoneneill.com | 808.778.3889

EDUCATION
Bachelor of Science (B.S.)
Cognitive Science, Human-Computer Interaction
UC San Diego, Dec 2016

PROJECTS
Jan 2016
Ideorb: Your ideas. Intuitively Organized
“Won Most Elegant Solution out of 79 competing teams (237 students).”
Note-taking mobile web app that enables users to organize their ideas intuitively through a tactile interface.

June 2015
Visit: Art Sharing Sharing Platform
Amateur art sharing website reminiscent of physical gallery spaces.

Spring 2015
Collaborative Workplace Redesign
Researchers, tested, and established a undergraduate design studio space at UCSD. Used for classes/workshops.

LEADERSHIP
Sept 2016
Mentorship Program Lead,
Design UCSD
Founded mini program for undergrads. Aims to foster learning and strengthen the design community at UCSD.

METHODS

TOOLS
Sketch, Axure, Invision, Photoshop, Illustrator, HTML, CSS, Low and High Fidelity Prototyping

WORK EXPERIENCE
Dec 2016-Present
Interaction Designer at HP
• Designer on Services and Supplies Team ensuring that millions of users who interact with HP’s portfolio of ink supplies have the best user experience.
• Utilized customer analytics to drive redesign of responsive e-commerce website SureSupply. The redesign hit all experience/business goals, and increased revenue by $200K within the first 23 days of partial launch.
• Developed detailed prototypes to effectively communicate ideas for every SureSupply use case to win over key stakeholders. Collaborated with product owners, a design agency, development and marketing teams. Delivered prototypes for user testing.
• Designed UX upgrades for HP Instant Ink responsive enrollment flow based on user feedback. Delivered high fidelity mockups to communicate with stakeholders.
• Created user flows and prototypes to ensure HP’s auto-replenish integration with BestBuy, OfficeDepot, and Staples is a cohesive and optimized experience across the customer journey.

June-Oct 2016
UX Design Intern at DirecTV, AT&T
• Collaborated with product design team responsible for DirecTV’s next generation mobile platform including the interaction model and UI for the in-app remote control.
• Led user-rease analysis and research with customers. Also evaluated current in-app remote competitors in areas such as functionality, hierarchy, and navigation.
• Created user flows and prototypes for testing. Tested prototype iterations and gathered user feedback. Created UI and motion design for final design.
• Redesigned the UX for the Device Integration Extension team pertaining to DirecTV’s Samsung Gear S3 app.
• Created a research audit of smart watch competitors and evaluated the current design. Developed user flows/wireframes and wrote UX documentation.

Dec 2015-June 2016
UX Designer at Aqua Design Innovations
• Designed the company’s first mobile app. This included defining the vision of the mobile platform embedded with their products.
• Led research/competitive analysis to identify pain points and design goals. Developed personas for current customer base.
• Created user flows and tested prototypes. Synthesized user feedback to create a final design. Delivered and documented final design specifications for developers. This included interaction flows and final UI.

Sept 2015-May 2016
Web Designer at UCSD Guardian
• Redesigned and maintained UCSD’s main student newspaper.
• Conducted user interviews and designed user surveys.
• Created new information architecture and visual design for the website.

Sept-Dec 2015
Usability & Information Architecture TA at UCSD
• Created materials/lesson plans for teaching core IIA/UX design principles to a class of ~80 students. Worked under Dr. Boyle in the cognitive science department.
• Managed the collaborative design process for student design teams from need-finding to high-fidelity prototypes. Critiqued and graded student deliverables and presentations.
3 Things I Learned from my time at AT&T

The Experience Design Studio has around 70 full time designers and contractors between their LA and NY offices. Being around such a diverse and experienced group of professionals everyday was an immense learning experience and there are certainly things I took...
I'm Eunice Kim,
a UI and UX designer & front-end developer.

I'm a third year Cognitive Science major (specialization in Design and Interaction) with a Computer Science minor at UC San Diego.

Why design?
My interests lie in user experience design because I love exploring how a product feels and flows; I'm always curious to see how my surroundings can be improved or how I can learn from them. I'm also a user interface designer because I have an eye for how things are laid out. I'm a minimalistic person (and perhaps a perfectionist), so every detail counts. Visualizing my ideas and designing them is one thing, but it's also another thing to turn my ideas into real, functional products. That's why I like to take the extra step to translate my designs and prototypes into HTML and CSS.

What I can do:
Skills: Wireframing, Prototyping, Usability testing, A/B testing
Tools: Sketch, InVision, Figma, Adobe XD
Design: Photoshop, Illustrator, InDesign
Coding: HTML, CSS, Java, C
Other skills: Graphic design, Videography, Hand lettering

Fun facts about me:
I love video games • I play the cello • I love food • I'm a Colorado native • I love to travel • I love pugs • I love photography
Koalafied Team
Creators of Vested, the Premier Social Savings Application
Koalafied Team
Consulting + Education + Finance

About
Discuss

Founders

Audrey Olson
Software Developer, UI/UX Enthusiast

Eunice Kim

Kellie Higa

Kendrick Mausolf
Software Developer

Daniel Won

Kyle Rico

ADVISORS

Mary Boyle
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!
T/TH 2:00-3:20pm (Mandatory) CSB 002
W studio (optional) HSS 1346

Jump to: Details and Policies - Schedule - Bottom

Instructors

David Kirsh (Professor)
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Adam Mekrut (TA)
apmekrut@ucsd.edu
Office Hours: 330-5 Thursdays (CSB 234)

Melissa Ngu (IA)
mngu@ucsd.edu

Vince Chang (IA)

Vincent Liaw (IA)
vcliaw@ucsd.edu

Course Description

This course centers around assignments. Lectures exist to go over material that you will need to know to perform well on the assignments. Online material does not always conform closely to what happens in class, where the focus will be on examples and critique of sites as in other studio based classes.

Above all, this course is about developing ‘good taste’ in web design. This means knowing what makes a site work and what weakens its usability. At the end of this course you should have a basic technical competence in designing websites to be usable and effective.

At a more theoretical level you should understand the core principles of information architecture, navigation, and interactivity, and understand the influence of layout on comprehension.

We’re sure you will also gain a greater appreciation of how hard it is to design well structured websites that support the needs of users.
In this course, you will learn how to design technologies that bring people joy, rather than frustration. To do this, you'll learn techniques for rapidly prototyping and evaluating multiple interface alternatives — and why rapid prototyping and comparative evaluation are essential to excellent interaction design. You'll learn how to conduct fieldwork with people to help generate design ideas. You'll learn how to make paper prototypes and low-fidelity mock-ups that are interactive — and how to use these designs to get feedback from teammates, clients, and users. You'll learn principles of visual design, perception and cognition so that you can effectively organize and present information with your interfaces. And you'll learn how to perform and analyze controlled experiments online.

Through a series of weekly assignments, you will complete a quarter-long project in teams of three. Each week, in small design studios, you present and discuss work with peers. The setting for the course is mobile web applications. The constraints of this small form factor set the stage for this challenge.
Welcome to COGS 121!

The objectives of this course are to:

- teach you the basics of full-stack web development (backend + frontend) using lightweight tools,
- give you another opportunity to build a web app in a team,
- and practice iterating based on feedback to reinforce the pedagogical lessons that you learned in COGS120/CSE170 (Intro. to Human-Computer Interaction).

The bulk of this course will revolve around developing a modern web application in a team and getting weekly feedback in class.

The project theme that we will focus on this quarter is **interacting with real-world data**.

The most important prerequisites for this course are:

- You have already taken COGS120/CSE170,
- you want to do a lot more web programming,
- and you have the technical background to pick up necessary programming skills on-demand as your project requires.

The best way to view this course is as a programming-focused sequel to COGS120/CSE170, picking up right where that course left off. Since this is a coding-intensive course, *if you did not enjoy programming in COGS120/CSE170, this may not be the course for you.*