SKILLS, PORTFOLIOS, & AWARDS
Skills!

The ones that you will need to get the job!

generously compiled by:

Robert Gougelet
Show me the money!
UXPayscales
A User Experience Designer earns an average salary of $71,748 per year.

Most people move on to other jobs if they have more than 20 years' experience in this field.

Location matters
Skills matter
&
Portfolio is key!
Job Description for UX Designer

1. Creates Designs
3. Leads the design process.
4. Collaborates with developers.
5. Is essential to understand the users needs (Cognitive Science background!)

The user experience designer creates designs for end users that are attractive and functional; they need to make unified designs that are accessible to the target population. In addition, these designers are in charge of the design process from the mockup stage to the final product, whether it is a poster or a software application. Industrial design concepts are needed to create prototypes and simple, clean designs.

User experience designers collaborate with other designers and developers to make sure all the processes are bug-free and take into account all relevant team’s input. They also need to create documentation of every step in the design process and increase the usability of ongoing projects. A user experience designer can work as part of a team or alone. They typically report to the UX (User Experience) manager and work in an office setting during regular business hours. They use a personal computer with professional-grade software such as Adobe applications as their main tools.

A four-year bachelor's degree is usually needed for this position, although an associate's degree combined with additional field certifications and previous work experience can function as a substitute. Most user experience designers also have advanced knowledge in psychology and sociology to understand users' needs better. (Copyright 2018 PayScale.com)
User Experience Designer Tasks

- Collaborate with other designers, clients, executives, engineers, and product managers to find solutions that improve user experience.
- Create prototypes and perform user testing to guide each iteration of the design.
- Present design concepts and deliverables that meet business and/or client requirements.
International Business Machines (IBM) Corp. $79,872 40 profiles

Amazon.com Inc $93,988 18 profiles

Microsoft Corp $107,407 16 profiles
User Experience Designer Salaries in San Diego, CA Area

67 Salaries  Updated Jun 3, 2018

Average Base Pay
$83,650 /yr
14% below national average

Additional Cash Compensation
Average $6,963
Range $1,609 - $17,462

How much does a User Experience Designer make in San Diego, CA?
The average salary for a User Experience Designer is $83,650 in San Diego, CA. Salaries estimates are based on 67 salaries submitted anonymously to Glassdoor by User Experience Designer employees in San Diego, CA.

Salaries for Related Job Titles
Associate User Experience Designer $76K
UI Designer $76K
User Experience Architect $102K
User Experience Researcher $84K
Interaction Designer $91K

https://www.glassdoor.com/Salaries/san-diego-user-experience-designer-salary-SRCH_IL.0,9_IM758_KO10,34.htm
PORTFOLIO
- NEEDS TO BE WELL DESIGNED

Applications not accepted without portfolio.

PROJECTS!!
Can be personal, class or client projects!
Portfolio - web and mobile applications

Focus on presenting work that is relevant for the position!
Communication skills.
Engineers, users, managers

You must have the ability to establish credibility with Engineers, Product Managers and Designers, .... quickly!
collaborate with teams

Experience collaborating with multidisciplinary UX and/or product teams on technical implementation (e.g. motion, interaction, UX research, engineering, UX writer).
design techniques

Must have familiarity with design techniques – e.g. storyboarding, user research and wireframes.
Experience working with web or mobile technologies

HTML

CSS

JavaScript

XCode

Android Studio
Experience Crafting usable digital interfaces.
Portfolios –

some examples to consider
Greg Elliott is fluent in design & engineering, crafting new futures with driven leadership, precise UX, & expert development.
Head of Product Design @ Ginger.io

Greg Elliott holds a SM from the MIT Media Lab, a MS from ACE (Arts Computation Engineering interdisciplinary program) in the Informatics & Computer Science department at UC Irvine, and a BS in Cognitive Science and Computation from UC San Diego.

With 16 years of experience as a product manager / developer / user experience design hybrid, Greg has worked with the big guys like IBM, Dell, and The BBC to the counter culture innovators like Thunderdog Studios, Behance, and Obsessable. Greg builds products, strategizes, advises, and guides startups and established companies alike to create amazing products both quickly and easily. His masters at MIT was a project called Konbit, a service that was created and deployed in Haiti to allow illiterate locals to create a searchable resumé from a 5 minute automated phone call.

With a focus on vision and product, he is a seasoned product manager, a top-notch UX designer and graphic designer, and a veteran coder.
Greg Elliott  
Co-Founder, Empirical Interfaces, Inc  
greg@empric.al  
gregtelliott.com

Education  
Massachusetts Institute of Technology Media Lab  
SM Media Arts and Sciences  
2009 - 2011  
Thesis: Konbit: Exploring An Alternative To The CV Through Humanized Characterizations  
Thesis Advisors: Henry Holtzman, Alex Pentland, Chris Schmandt

University of California, Irvine  
MS, Computer Science & Informations, Arts Computation Engineering  
2005 - 2007  
Thesis: Revealing the Role of Efficiency Through Device Design  
Thesis committee: Simon Penny, Paul Dourish, Bill Tomlinson

University of California, San Diego  
BS, Cognitive Science with Specialization in Computation  
Honors thesis under David Kirsh  
1999 - 2004
Co-founder, Empirical Interfaces, Inc. · 2012 - Present
○ Co-founded Empirical with Aaron Zinman, having raised $1MM from Floodgate, Greylock, Ben Ling, and Scott Belsky
○ Built several apps in the social space, such as Gather
○ Now building the future of iOS development, Pro·Controls

Greg Elliott, LLC · 2000 - 2011
○ Designed & developed end-to-end iOS apps and websites for various clients
○ Client list includes IBM, MIT Mobile Experience Group, Behance, Thunderdog Studios
○ Developed Synchstep, iOS app that plays music to match user pace. Received over 500,000 downloads. Originally written using jailbreak techniques before iOS development was supported

User Experience Lead, POKE · 2007 - 2008
○ UX / UI web and mobile design for various clients including BBC, Dell, KY, DailyMotion
○ Responsible for information architecture, experience, layout, UI components, documentation, testing
○ Created high-fidelity wireframes and mocks that helped instruct visual designers as to aesthetic and feel
○ Worked closely with and often managed graphic design and engineering to execute product vision
○ Required to interface and collaborate with client accounting, design, and tech teams
Staff Writer, Obsessable - 2008
- Wrote dozens of tech reviews and write-ups
- Worked directly under former Engadget senior editor Evan Blass

Freelance consultant, Steelcase - 2007
- UX and graphic design of internal site that facilitated communication and collaboration between disparate research groups
- Developed designs and interfaces that allow opportunistic browsing of projects and artifacts at Steelcase, allowing researchers to find collaboration opportunities outside their home department

Research Staff, California Institute of Telecommunication and Technology (Calit2) - 2006 - 2007
- Developed public version of PersonalSoundtrack (pre-cursor to SynchStep)

UX and engineering, Interactive Cognition Lab, UCSD - 2001 - 2007
- Designed and developed custom E-Learning system still in use at UC San Diego, formerly also at UC Irvine
- Created web interfaces that humanize E-Learning while improving user workflow
- Specialized in interfaces that highlight resources only when they are most useful
- Novel features included student-student grading, intelligent reminders, WYSIWYG course scheduler, plug-in-based architecture
- Separately, redesigned interface for an ethnographic tool for visualizing multiple, simultaneous data streams

UX and engineering, The Knowledge Team - 2003 - 2005
- Developed web apps for various clients, including real-estate management for Western Financial Planning Corporation, fraudulent credit reporting for Newatedi
- In charge of UX, design, and development for all apps
- Required to interface and collaborate with client tech and design teams

UX and engineering, UCSD Pediatrics - 1999 - 2003
- Hired as file clerk, offered to rebuild website, transitioned to new role
- Designed and developed new versions of UCSD Pediatrics external and internal sites
- Built secure internal departmental voting, data import / export system for legacy data stores
- Assumed managed of primary UCSD Sybase database
- Managed subordinates for improving database subsystem
<table>
<thead>
<tr>
<th>Teaching</th>
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<tbody>
<tr>
<td>2007 Computer Audio and Music Programming, Teaching Assistant</td>
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<tr>
<td>2006 Digital Media: History &amp; Foundations, Teaching Assistant</td>
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<td>2004 Cognitive Aspects of Multimedia Design, Teaching Assistant</td>
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<tr>
<th>Knowledge</th>
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<tbody>
<tr>
<td><strong>Skills</strong> Sketch, Photoshop, Illustrator, IOS, Quartz</td>
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<tr>
<td><strong>Current</strong> Objective-C, Swift, Scala, Javascript, CSS, HTML, SQL</td>
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<tr>
<td><strong>Past</strong> Java, Python, C, Assembly, Fortran</td>
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<tr>
<td>Grand Prize MIT IDEAS Competition for Konbit, 2010</td>
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<tr>
<td>California Institute of Telecom. and Tech. (Calit2), Emulex Fellowship</td>
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<tr>
<td>UCSD, Irvine, Dept. of Informatics, Grant</td>
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<tr>
<td>UCSD, Dean’s Fellowship</td>
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<td>UCSD Cognitive Science Honors Society, 2003-2004</td>
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<th>Press &amp; Shows</th>
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<td>2008 Contagious Magazine</td>
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<td>2008 Interview: Creativity Magazine</td>
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<td>2008 Interview: AdWeek Magazine</td>
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<td>2008 TUAW</td>
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<td>2007 Presentation at MIT Media Lab on iPhone Hacking 2007 Orange Coast Magazine</td>
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<td>2006 Interface Magazine</td>
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<td>2006 Digg.com</td>
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<td>2007 ACE Graduation Show</td>
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<td>2006 Southern California Computing in Music (SCCiM) 2006 DorkBot Southern California</td>
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10 Beautifully Designed Examples of Split Screen Layouts in Web Design

Written by Editorial Team on May 31, 2018

https://www.hellomonday.com/

http://flplny.com/

https://1stwebdesigner.com/
Hello,

I'm Matthew Hall and I design, develop, manage, analyse, create, market, brand and strategise.

Just to name a few things I do.
HELLO, I'M NISHTHA MEHROTRA.

... I'm an interaction designer specialized in building enterprise applications that are as easy and delightful to use as consumer grade apps.

VIEW MY WORK
HI THERE,

my name is Ramin Nasibov and I'm a Designer & Art Director specialising in Branding, UI/UX Design, Design for Social Media, Packaging Design and related Visual Communication for your brand. Being based in Berlin, Germany and working with clients throughout the world, the goal is to exceed any expectations by creating outstanding Brands and Design, making the projects stand out of the overwhelming crowd of brands and products.
Hi there!

I'm Adrian, a UX designer living in Zurich, Switzerland.

Want to know more or do you want to get in touch?

http://azumbrunnen.me/
Simon Pan is a Product Designer based in San Francisco.

UBER MAGIC 2.0
Perfecting the pickup for the Rider app redesign.

Read More

http://simonpan.com/
http://kevinmhoffman.com/

INFORMATION DESIGN

Digital (web site and mobile) strategy, information architecture, content strategy and development, and user experience design for cool stuff.

WHAT KINDS OF STUFF?
Christina Richardson
UX Researcher and Designer

http://christinarichardson.ca/

My Journey Into UX

01 Psychology
I have a degree in cognitive psychology. I'm fascinated by how the brain works and how we perceive and retain information.

02 Visual Arts
On top of studying psychology I also completed a minor in visual arts. I love design and being creative. I attempt to integrate my knowledge of psychology into everything I design.

03 Research Lab
I worked in a research lab focused on visual perception and memory. Using different research methods, I was able to apply my knowledge of psychology to design better interfaces.
UX/IA Pro, Speaker, & Community Cultivator.

I'm in search of non-profit organizations, associations, or groups focused on ethnic diversity in UX design or digital design? Reply w/ URLs

Follow me on twitter

UX for Change

About Nick

Nick Finck is a user experience professional who has worked in the web industry for over two decades. He specializes in user experience strategy and design, with experience in a wide variety of industries, including education, healthcare, government, finance, and more. Nick is currently an UXD Immersive Instructor at General Assembly, and a Contributer of We Make Seattle.
Art Director and UI+UX Designer

Hey, I'm Paul Lapkin. I started my career in 2012. Since then, I've reached #1 on the App Store and won a So(cial) Good Award. Previously, I was an Art Director at SapientRazorfish and a Product Designer at Flipp. Now, I'm freelancing full-time, creating websites and apps that are simple, beautiful and easy-to-use.

VIEW MY WORK →

http://paullapkin.com/
Hi! I’m a web & UI animation pro, and design advocate at Adobe, specializing in UI/UX animation.

I’m the author of Designing Interface Animation and I curate the weekly UI Animation Newsletter.
UI/UX Designer with a passion for designing beautiful and functional user experiences.

Front End Developer who focuses on writing clean, elegant and efficient code.
portfolio motivation & backwards engineering your résumé
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

Slide by Philip Guo
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!
Write with clarity and focus.

Ernest Hemingway
Tips from Hemingway

1. **Use short sentences.**

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

Amount that fits on one page

Too much clutter?
Target your resume for a specific job.

It will convince them that your work will benefit them!
Match job qualifications!

Your qualifications
Clean design
Powerful words
Persuasive
Strong
One size
Fits all
3 steps writing targeted CVs
Prepare a core CV

Everything about you….
1. Your background
2. Your experience
3. Your competencies
4. Your skills
5. Your education

This will NEVER be submitted to a potential employer. You will use this to customize your targeted CV.
Research the requirements

Job ads!!

How can your experience or education match the most important job duties associated with the position?
Create a tailor-made resume for the position/employer.
Retail To Health Insurance Marketing. Retailer seeks healthcare marketing position. Reverse Chronological. Requirements: Bachelor's degree in business or marketing\(^1\), min. 5 years' experience in marketing, or in education/marketing mix\(^2\), knowledge of healthcare industry\(^3\), Leadership in collaborative work environment\(^4\).

Lauren L. Simpson  
19 First Avenue, Austin, Texas, 78746  
lauren@email.com, (512) 555-1212

**Objective: Marketing Planning Specialist** – for health care insurance company to coordinate marketing of government program segments, including Medicare, Public Programs, and Federal Employee Programs; to work with corporate communications and outside vendors in development of marketing collateral, direct mail and advertising; and to assist Market Segment Manager.

**Summary Of Qualifications:**
- Five years' marketing/education experience\(^2\)
- Liaison with corporate communications and vendors
- Develop effective marketing materials, direct mail projects
- Coordinate marketing campaigns for new and existing products
- Assist Market Segment Manager with market analysis, strategy, planning and reporting
- Assist with marketing plans to grow enrollment programs
- Coordinate new product introductions
- Lead teams for collaborative marketing projects\(^4\)
- Expert in Excel, Word, PowerPoint skills
- Skilled oral communicator, competent writer and editor

**Professional Experience:**

**Brilliant Buyers Inc.\(^2\)**  
Austin, Texas  
Company is a specialty airport retailer selling 10 brands in 67 stores in major airports throughout U.S.

https://www.dummies.com
Objective: Marketing Planning Specialist – for health care insurance company to coordinate marketing of government program segments, including Medicare, Public Programs, and Federal Employee Programs; to work with corporate communications and outside vendors in development of marketing collateral, direct mail and advertising; and to assist Market Segment Manager.

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- Lead teams for collaborative marketing projects
- Expert in Excel, Word, PowerPoint skills
- Skilled oral communicator, competent writer and editor

Professional Experience:
Brilliant Buyers Inc.
Austin, Texas
Company is a specialty airport retailer selling 10 brands in 67 stores in major airports throughout U.S.

Merchandising Coordinator
- Buyer's right hand in selecting and marketing merchandise for 67 stores. Set up new vendors, create SKUs, place and expedite orders.
- Responsible for product launches in four separate concepts: Silver, Gold, Playful Kids and DogTown. Use strong communications skills to make product presentations to store personnel.
- Supervise implementation of products into stores. Give work direction and supervise employee set-ups of new product lines.
- Problem solving 24/7: Communicate with vendors, manufacturers, and receivers to resolve shipment problems; for example, product out of stock, wrong product, or shipment to wrong location.
- Created model for quarterly human resources newsletter distributed to all employees, explaining merchandising policies and highlighting new products.
- Organize and conduct quarterly schedule of Webcasts for all store managers, in which managers have opportunity to ask questions of buyer and receive answers. Conduct conference calls intermittently as needed. The agenda for both Webcasts and conference calls include new product assortment, floor sets, markdowns, and sales and promotions.
- Competent with paperwork: Review and approve all tickets and receivers for hundreds of purchase orders going to 67 stores weekly.
- Meet weekly with buyers and merchandising assistants to discuss sales, budgets, and airport news—terminal closures and construction or strikes—impacting company sales.

Accomplishments
- In a commendation to my personnel file, HR Director complimented me on creating the model for a quarterly human resources newsletter, complimenting me on my "professionalism, creativity, and presentation of company values." Additionally, the director praised my "marketing presentation approach to the newsletter, which 'made all the difference in readability.'"
- After six months of assisting buyer in making product presentations to store personnel, buy has since sent me solo to 35 stores, expressing confidence in my "gifted marketing and sales abilities."
- Product returns from stores down 12 percent since my involvement in marketing merchandise.

LouAnn's
Based in Denver, LouAnn's is a division of Outwear. FAS, with apparel marketed to professional middle-to-upper income women in 220 stores across the U.S.

Assistant Manager, Barton Creek Square, Austin, Texas

Marketing Management
- Meet national goals and competed with stores across the U.S. for daily sales results, as well as comparable percentages over the previous year.
- Supervised two to three part-time sales reps per shift.
- Trained employees how to teach and utilize the preferred corporate selling system and industry standards for upselling.
- Managed daily management responsibilities: maintaining sales floor, inventory, shipping, ordering and record-keeping. Keyboard 40 WPM, competent use of Microsoft Suite, including Word, Excel, Outlook and PowerPoint.

Accomplishments
- Personally delivered one-third of overall store revenues by closing $30,000 to $40,000. Sales per month in store with 7 staff, 3 full-time, 4 part-time.
- Consistently maximized store sales with sales annuals earned.
- In three months, increased $15,000 in monthly sales, a significant increase.

Other Experience:
Blue Circle/Blue Badge of Virginia
McLean, Va.
State office of health insurance company.

Administrative Assistant
- After high school, worked one year in administration for government marketing department.
- Compiled marketing analysis, and supported cross-company project teams.

Education:
Bachelor of Science, McCombs School of Business
University of Texas, Austin
Catriona Cornett
Portfolio: cattrionacornett.com | Blog: inspireUX.com | LinkedIn: linkedin.com/in/catrionaCornett
Email: cattrionasrinspireUX.com | Phone: 484-832-8620 | Twitter: @inspireUX

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.

Senior Designer
Rainld, a Salesforce Company | Palo Alto, CA | November 2015 - 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 detailing 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 Archer Group | Wilmington, DE | December 2008 - November 2013
- Led user experience strategy, user research, information architecture, interaction design and usability testing for desktop and mobile (web & native) B2B and B2C 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 & kiosks for a Top 2 US bank.
- Created advanced interactive prototypes in Adobe RP 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 tests used by Institutional Relationship Managers into a unified part. 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 Rollevy 401(k) experience.

Skills
- Experience maps
- Stakeholder interviews
- Usability testing
- Use cases
- Remote testing
- Information architecture
- Competitive analysis
- Mental models
- Design principles
- Heuristic evaluation

B.S. in Information Sciences and Technology
The Pennsylvania State University | University Park, PA | May 2007
- Cumulative GPA: 4.044
- Graduated as Student Marshal, 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
- Heuristic evaluation

Strategy

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

Research

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

Design

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

Applications/Tech

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
- Minor: Information Sciences and Technology for Telecommunications
Proximity

Elements arranged close to each other are perceived as more related than those placed further apart. This way different elements are viewed mainly as a group rather than as individual elements.
Elements that are closer together are perceived as being more related compared to those spaced further apart. In this example the spacing between the main text (1) and the supporting image (2) means they are perceived as different. However the close spacing of their individual component parts indicates relatedness.

The nine squares (right) are placed without proximity. They are perceived as separate shapes.
Common Region:
Similarly to the Proximity principle, elements placed within the same region are perceived as grouped.

https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965
Similiarity:
Elements sharing similar visual characteristics are perceived to be more related than those not sharing similar characteristics.
The example appears as **single unit** because all of the shapes have *similarity*.

Unity occurs because the triangular shapes at the bottom of the eagle symbol *look similar* to the shapes that form the sunburst.

When similarity occurs, an object can be emphasized if it is *dissimilar* to the others. This is called *anomaly*.

Web parts that look similar are perceived as being grouped together or related.

This image and text (1) are perceived together as a single item.

Also the similarity of all the (similar) items (in close proximity) means they are collectively perceived as being related into a group (2).

http://graphicdesign.spokanefalls.edu/
Closure:
A group of elements are often perceived to be a single recognizable form or figure. The Closure also occurs when an object is incomplete, or parts of it are not enclosed.

https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965
When we perceive a pattern the gaps (1) between the objects (negative or white space) are just as important as the objects themselves (positive). We tend to look for whole or complete objects by closing shapes to form complete objects, (even if the object isn't really there).

The negative and positive space in these icons (2) works together to communicate easy recognisable concepts.
Symmetry:
Symmetrical elements tend to perceived as belonging together regardless of their distance, giving us a feeling of solidity and order.
Continuation:
Elements arranged in a line or a soft curve are perceived to be more related than those arranged randomly or in a harsh line.

https://medium.muz.li/gestalt-principles-in-ui-design-6b75a41e9965
We tend to perceive contours as objects. In this way we perceive lines continue in an established direction (even when they don't).

In this example the 5 column layout (1) is easily perceived even though the actual vertical grid lines that define the layout are invisible. This is because the elements are correctly sized to snap to individual (invisible) columns this way their shapes reinforce the hidden layout.

Continuation occurs when the eye is compelled to **move through** one object and **continue** to another object.

Continuation occurs in the example above, because the viewer's eye will naturally follow a line or curve. The smooth flowing crossbar of the "H" leads the eye directly to the maple leaf.
Common Fate:
Elements moving towards the same direction are perceived as more related than those moving in different directions, or not moving at all.
When objects move in the same direction we perceive them to be related and moving on an invisible path. Even if objects seem to appear (move) as a result of a deliberate action (like a tool-tip appearing as a mouse pointer hovers over an object).

The tool-tip (1) appears (seems to move into view) as the object is hovered over, making the association of the tool-tip with the object underneath (the pointer hovering over the image) clear.
**Figure and Ground**
The eye differentiates an object from its surrounding area, a form, silhouette, or shape is naturally perceived as **figure** (object), while the surrounding area is perceived as **ground** (background).

Balancing figure and ground can make the perceived image more clear. Using unusual figure/ground relationships can add interest and subtlety to an image.

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We automatically perceive objects as being in the foreground, (figure) or in the background (ground). Anything we perceive as foreground tends to be prominent and our main focus of attention.

The images in this banner appear in the foreground (figure) standing out from the solid coloured background (ground).

The light coloured background (ground) of this element (2) is contrasted against the darker content (figure). This makes the content stand out.

These white icons (3) stand out (figure) compared with the solid background (ground).
How can strengthening weak verbs make sentences more forceful?
How can strengthening weak verbs make sentences more forceful?

Learn to make sentences more forceful by choosing

https://www.youtube.com/watch?v=AzhChOZDGDU