

HELLO!

00. HELLO

PORTFOLIO

I'M ALEX.

A creative in user experience (UX) & interaction design interested in human-computer interaction (HCI) + machine learning (ML).

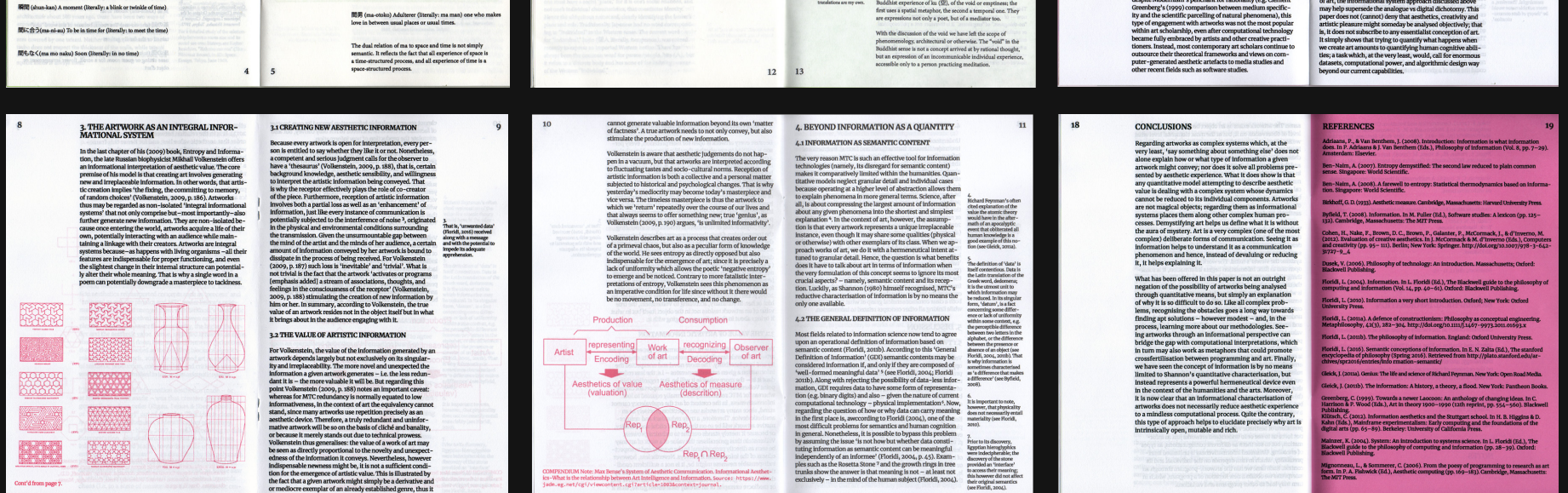
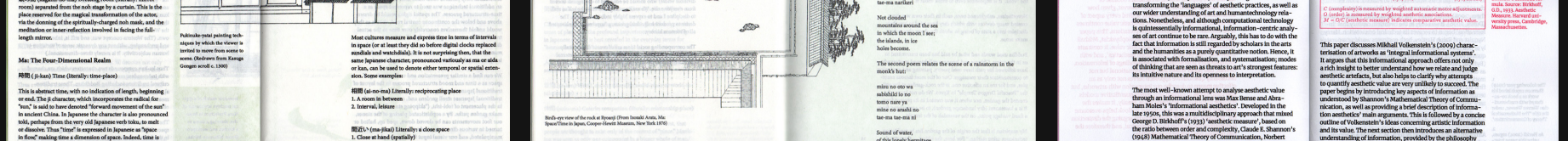
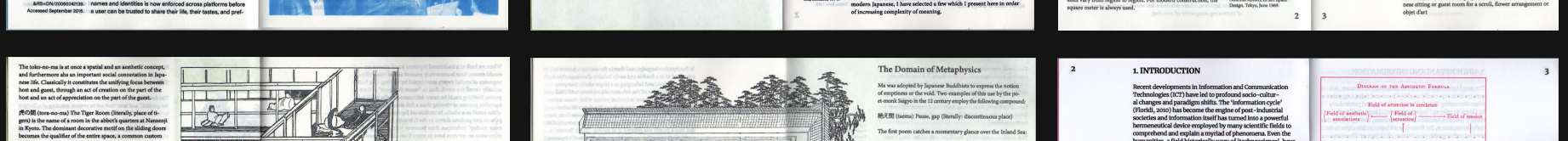
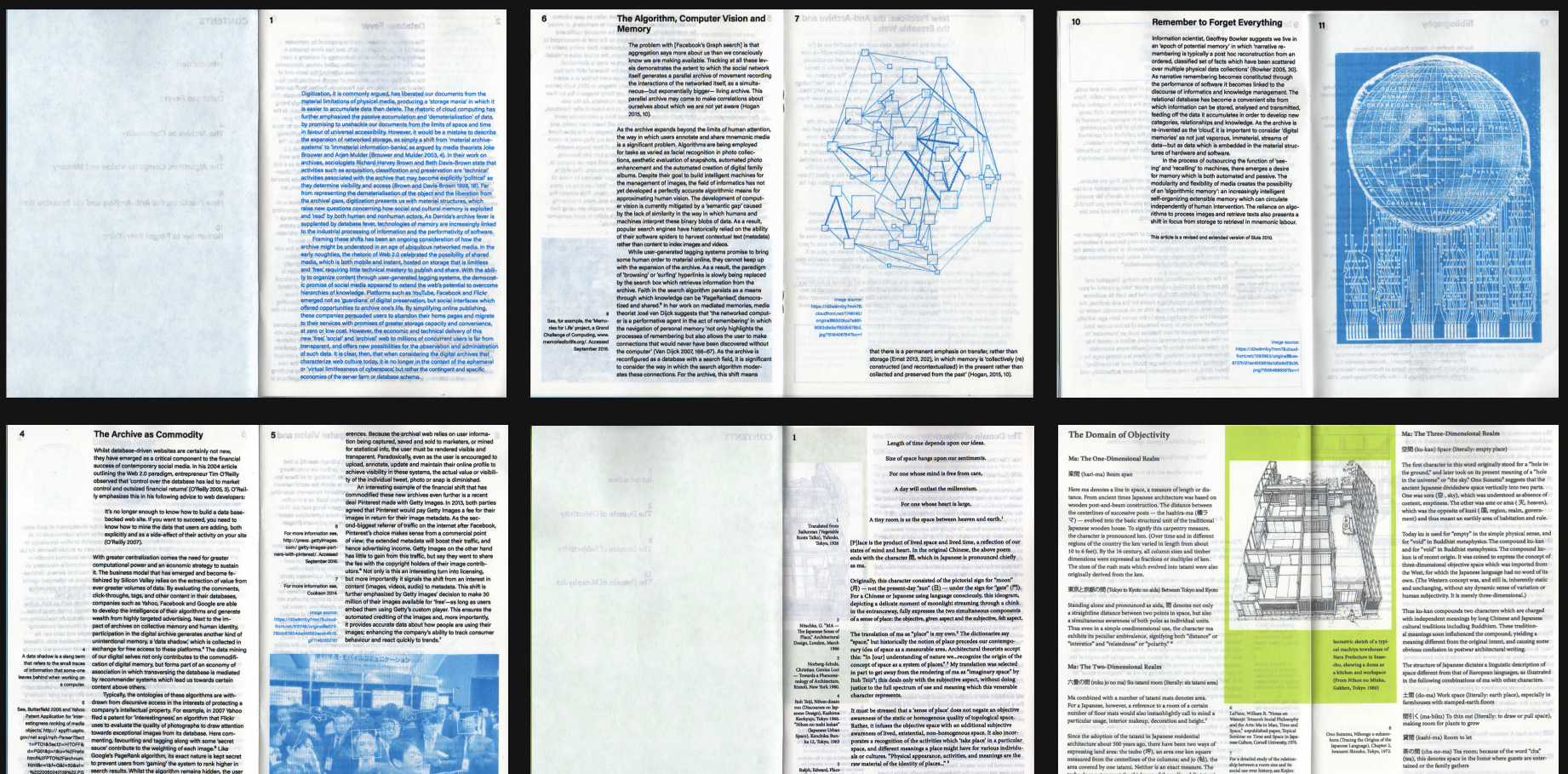
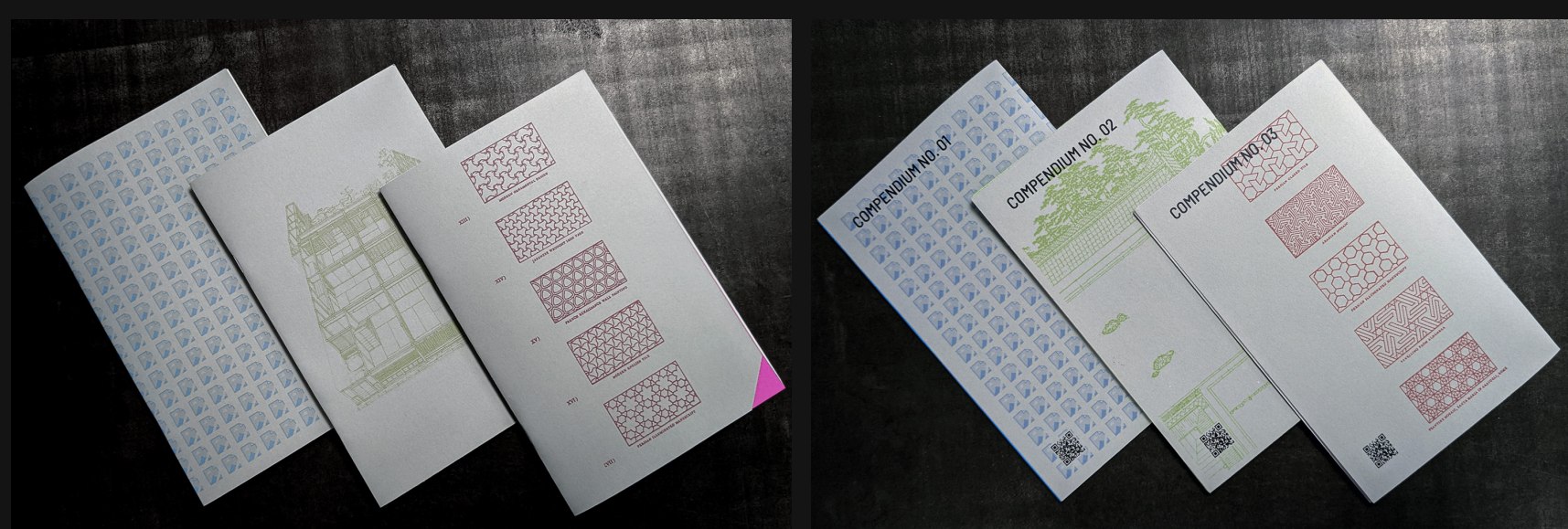
A PROCESS PORTFOLIO

Human Interfaces, Interaction Design, Design Systems, UX Research, UX Strategy, UX Writing, Emerging Technology, Machine Learning, Neural Networks, Product Design, Digital Tools, JavaScript, CSS, Coding, Web Design, Creative Computation, SVG, WebGL, Product Visualization, 3D Rendering, 3D Modeling, CMF, Google Cloud, TensorFlow, Material.io, Swift, Flutter, Typography, Variable Fonts, Monospace Fonts, Icons, Color, Branding, the Grid System, Architecture, Design Research, Nature, Cognitive Neuroscience, Economics, Food Systems, BCI, EEG.



Three issues translate the annotated text into a visual system with each issue having a distinct iconographic, typographic, and color identity while being streamlined through a standardized design system.

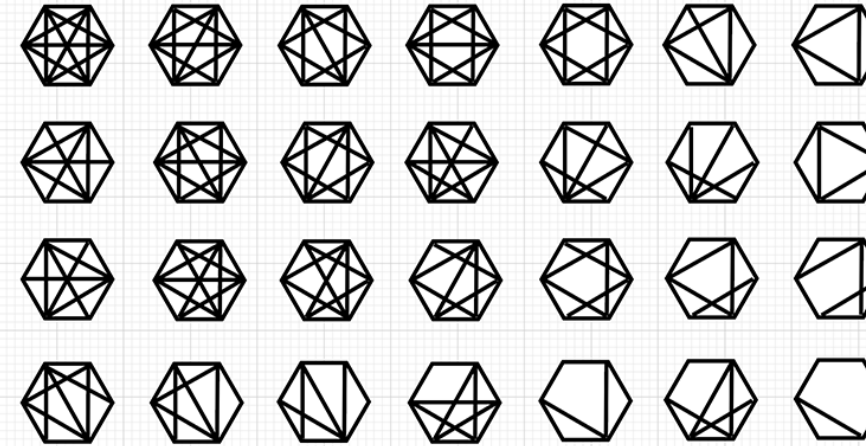
These three editions are based on three research articles based on [1] database and the archival web [2] the spatial concept of 'ma' in Japanese culture within four-dimensions and [3] information aesthetics, a non-quantitative understanding of artworks.



A dynamic typographic identity system dealing with hierarchy, flexibility, modularity, screen, and print in interior, urban, and public spaces. This piece considers a dynamic branding system with a logo created around UX principles for an imagined week-long summer speaker series event : a hybrid design and cognitive neuroscience symposium being held at the Qualcomm Institute of the University of California, San Diego.



1. LOGO EXPLORATION (SEE NOTES - 1.)



2. FINAL FORM WITH COLOR



NOTES

1.

TESLER'S LAW : also known as the Law of Conservation of complexity, states that for any system there is a certain amount of complexity which cannot be reduced.

ORIGINS : While working for Xerox PARC in the mid-1980s, Larry Tesler realized that the way users interact with applications was just as important as the application itself. The book Designing for Interaction by Dan Saffer, includes an interview with Larry Tesler that describes the law of conservation of complexity. The interview is popular among user experience and interaction designers. Larry Tesler argues that, in most cases, an engineer should spend an extra week reducing the complexity of an application versus making millions of users spend an extra minute using the program because of the extra complexity. However, Bruce Tognazzini proposes that people resist reductions to the amount of complexity in their lives. Thus, when an application is simplified, users begin attempting more complex tasks.

<http://humanist.co/blog/law-of-conservation-of-complexity/>

2.

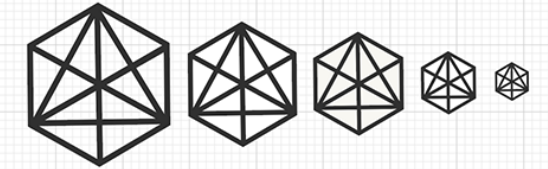
Law of Prägnanz : People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us.

The human eye likes to find simplicity and order in complex shapes because it prevents us from becoming overwhelmed with information. Research confirms that people are better able to visually process and remember simple figures than complex figures.

The human eye simplifies complex shapes by transforming them into a single, unified shape.

ORIGINS : In 1910, psychologist Max Wertheimer had an insight when he observed a series of lights flashing on and off at a railroad crossing. It was similar to how the lights encircling a movie theater marquee flash on and off. To the observer, it appears as if a single light moves around the marquee, traveling from bulb to bulb, when in reality it's a series of bulbs turning on and off and the lights don't move at all. This observation led to a set of descriptive principles about how we visually perceive objects. These principles sit at the heart of nearly everything we do graphically as designers.

<https://lawsofux.com/law-of-pragnanz/>



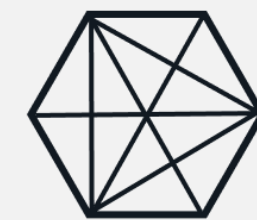
The Cognitive x Design Symposium is committed to the development of mind and brain research aimed at investigating the psychological, computational, and neuroscientific bases of cognition.

Font : Crimson Pro Semi Bold, 33pt

HEX : #FF8771 RGB : (248, 247, 241) CMYK : (2, 2, 4, 0)	HEX : #D9EAD3 RGB : (217, 234, 211) CMYK : (14, 3, 16, 0)	HEX : #D0DFE3 RGB : (208, 223, 227) CMYK : (17, 6, 6, 0)	HEX : #D9D2E9 RGB : (217, 210, 233) CMYK : (16, 14, 2, 0)	HEX : #303030 RGB : (48, 48, 48) CMYK : (81, 76, 71, 43)
HEX : #D06060 RGB : (219, 107, 104) CMYK : (5, 68, 48, 1)	HEX : #855C6B RGB : (133, 92, 107) CMYK : (46, 67, 39, 7)	HEX : #637889 RGB : (99, 120, 137) CMYK : (65, 42, 28, 5)		



DCS



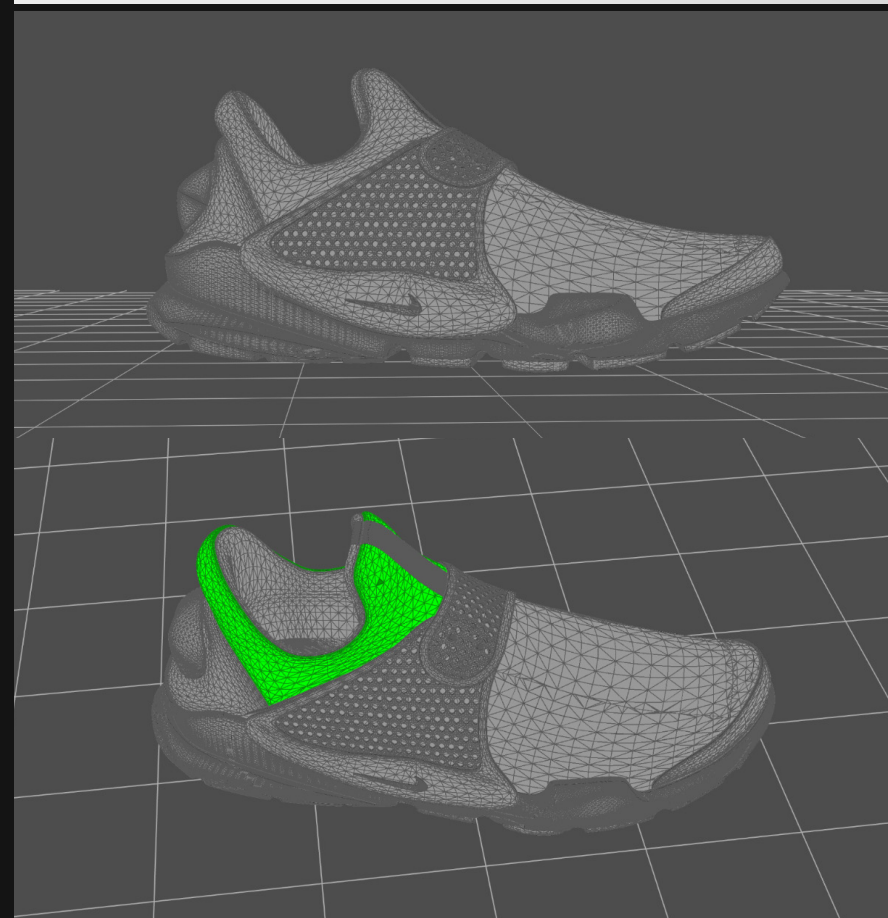
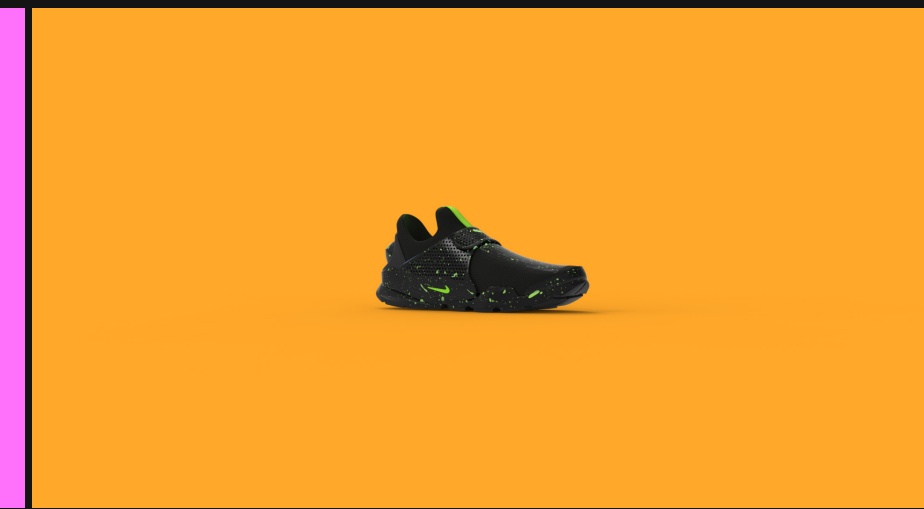
DCS



Around 15% of the general population is considered neurodiverse (on the neurodiversity spectrum), yet only half of this group is aware of it. For this project, key considerations were taken into place. The Living Autism initiative of the UK suggests using soft, mild colors in neurodiversity-friendly web design. As people on the spectrum are more sensitive to sensory stimulation in general, they also tend to be overwhelmed by very bright colors. Consistent hierarchy, plain language, larger font-size and wider kerning and inter-word spacing were utilized to build a neurodiverse accomodating system.



3D renderings for a speculative line of concept sneakers. Project was in response to a mock project brief for academic practice in product visualization. Color, material, finish, texture, environment, and lighting were all considered in response to the client's requests in this simulated client-designer interaction.



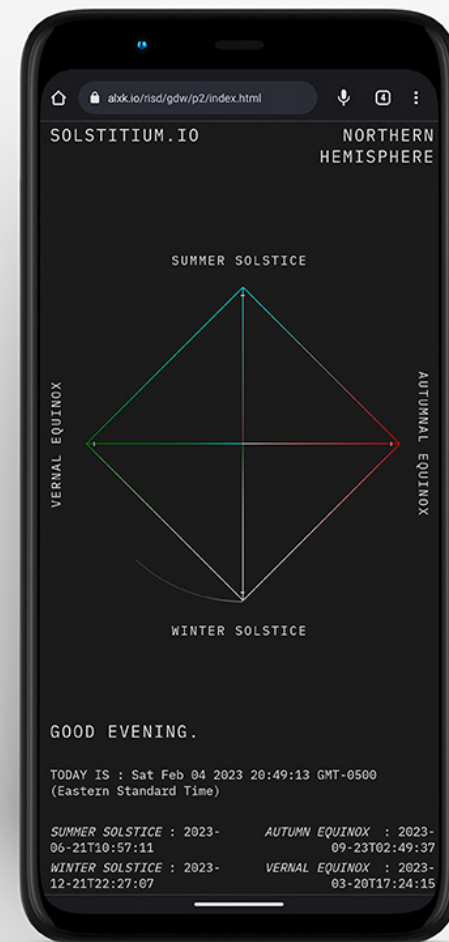


An experimental design + engineering studio researching systems that interface humans with technology + machine learning tools.

KITA LABO

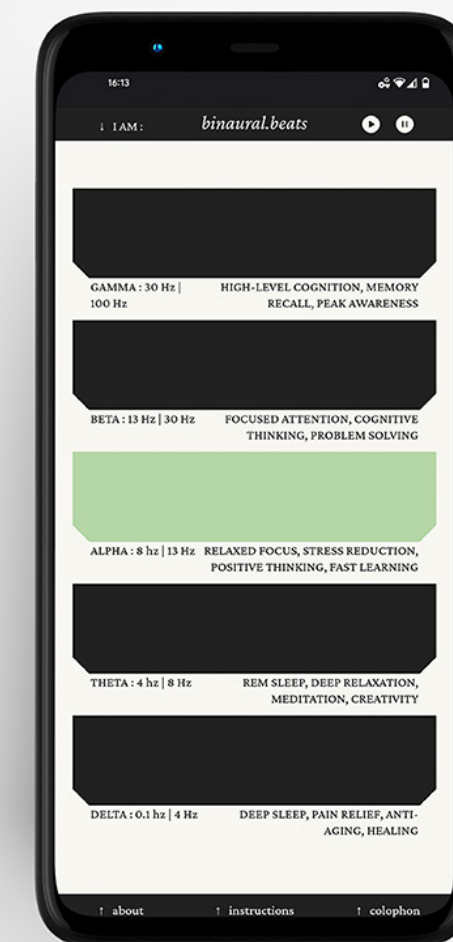
KITA as a word represented phonetically transforms into numerous different meanings when written in the Japanese language, depending on the Chinese characters used in context. When written as 北 it means “north”; as 喜多 it takes the meaning of “many happinesses”; as 木田 it means “field of trees.” The character 田 (*ta*) means field, and the character 木 (*ki* - tree) can also be multiplied into the character 森 (*mori*), or *forest*.

FOUNDATIONAL WORK



SOLSTITIUM is a web + mobile application inspired by cycles, the seasons, time, and the sun.

A web application that points to the earth's current position relative to preceding and upcoming equinoxes & solstices, with option to toggle between the Northern and Southern Hemispheres. The approaching equinoxes + solstices are algorithmically determined based on the user's date and time.



BINAURAL.BEATS is a web + mobile application inspired by sound, frequencies, the brain, and activity.

An experimental cognitive tool, allowing users to choose between a multitude of states connected to a series of frequencies known as 'binaural beats' which are theorised to assist in focus/concentration, relaxation, or the mitigation of stress.

THANK YOU

COLOPHON

2023

00. COLOPHON

PORTFOLIO

THE FONTS USED ARE BARLOW, INTER, CHARTER, ROBOTO MONO & LEKTON.

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THANK YOU.