

# PERSONAL REFLECTION

## Preface

In this document I reflect on the suitability of my Final Master Project proposal with respect to my *Professional Identity as a Designer*, my *Design Vision* and the *Expertise Profile* I have developed at Industrial Design Eindhoven.

## On my Identity & Expertise Profile

I have a strong eagerness to develop myself as a *Pi-Shaped UX Designer*, which is based on the experiences I have had in my professional experience, and discussions with local- and online peers.

In essence, this means that beyond the traditional UX Design skills (*ideation, concept development, user research and interaction design*), I have worked towards growing in the technological realization of systems too.

I believe this is a highly sought-after set of skills for the professional field: collaboration with other disciplines are the foundation for innovation, and understanding multiple perspectives significantly strengthens this foundation. The following points substantiate why I believe the proposed *Final Master Project* is a good fit with my *Identity as a Designer* and my *Expertise Profile*:

- The project will be varied in the nature of the work that will surface, and I am solely responsible for carrying this out. This will require Pi-Shaped thinking: fluidly shifting my perspective from a designer (*empathising and exploring*) to a developer (*structuring and technological realization*).

- The context of digital tools is by far my preferred design domain, and allows me to use the skillset I have concentrated on during my studies and professional experience. Furthermore, my ambition is to continue my professional career as a UX Designer in the digital domain. The proposed Final Master Project grants me the time to dedicate close to six months to a single project, which allows me to showcase my competence and position myself as a UX Designer when applying for professional jobs.

An interesting challenge with respect to my skillset will be the technological realization of the proposed concept.

- While I have developed significantly in my front-end development skills, the envisioned concept is more complex than anything I have created before, and I will aim for high standards for the performance of the tool. However, in this moment I feel excited about the growth that such a process would cause, and confident in my ability to deliver work that measures up to my standards.

### On my Vision on Design

My work is driven by the trends of diminishing digital privacy, exploitation of our concentration and expanding complexity of the tools we use. These are trends I find harmful to society, and I wish to use design to address these trends.

- Personally, I find my vision on design represented well with my Final Bachelor Project, *Nuntius*. Rather than battling for the user's attention every time a new item has entered its playback queue, Nuntius' machine learning algorithm evaluates whether the item would add value to the recipient at that current time. If it deems the item worthy of their attention, Nuntius uses peripheral notifications to subtly inform them.
- The designed interaction focuses on respect towards the end-user and utilising technology to enable people to access the news of their own accord.
- The design vision for my Final Master Project is to provide a contribution to society by creating a more accessible and respectful digital space. I think the perception of the role of UX Designers creates an imbalanced working environment, where both UX Designers and their non-designer colleagues face challenges due to a lack of familiarity with the role. The design of a tool that aims to restore this balance fits in with my vision on design.
- Finally, I believe that the proposal has the potential to be impactful: existing infrastructure (*Figma*) already allow ideas and work to be shared between colleagues. Building on this tool to address prevalent challenges should increase the potential impact of this project.