

Design- Portfolio.

UX/UI Design

Interaction Design

Service Design

Alicia Chen

MSc Human-Computer Interaction and Design

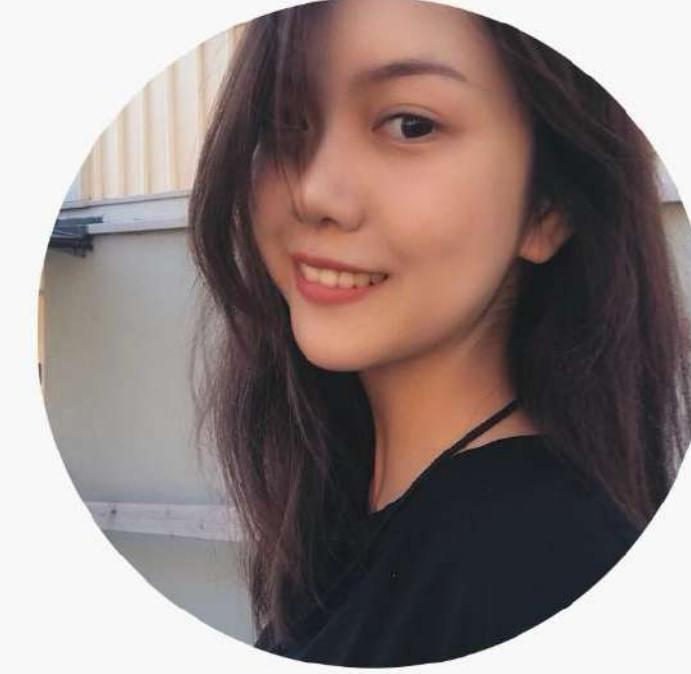
KTH Royal Institute of Technology

Aalto University (Double-degree)



Experience

Hi, my name is Alicia Chen
A UX/UI designer based in Stockholm



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Work experience

User Experience Design Intern | ABB

2023.06 — 2023.08 & 2024.01 — 2024.09 (1 year)

UI/UX Design Intern | SenseTime

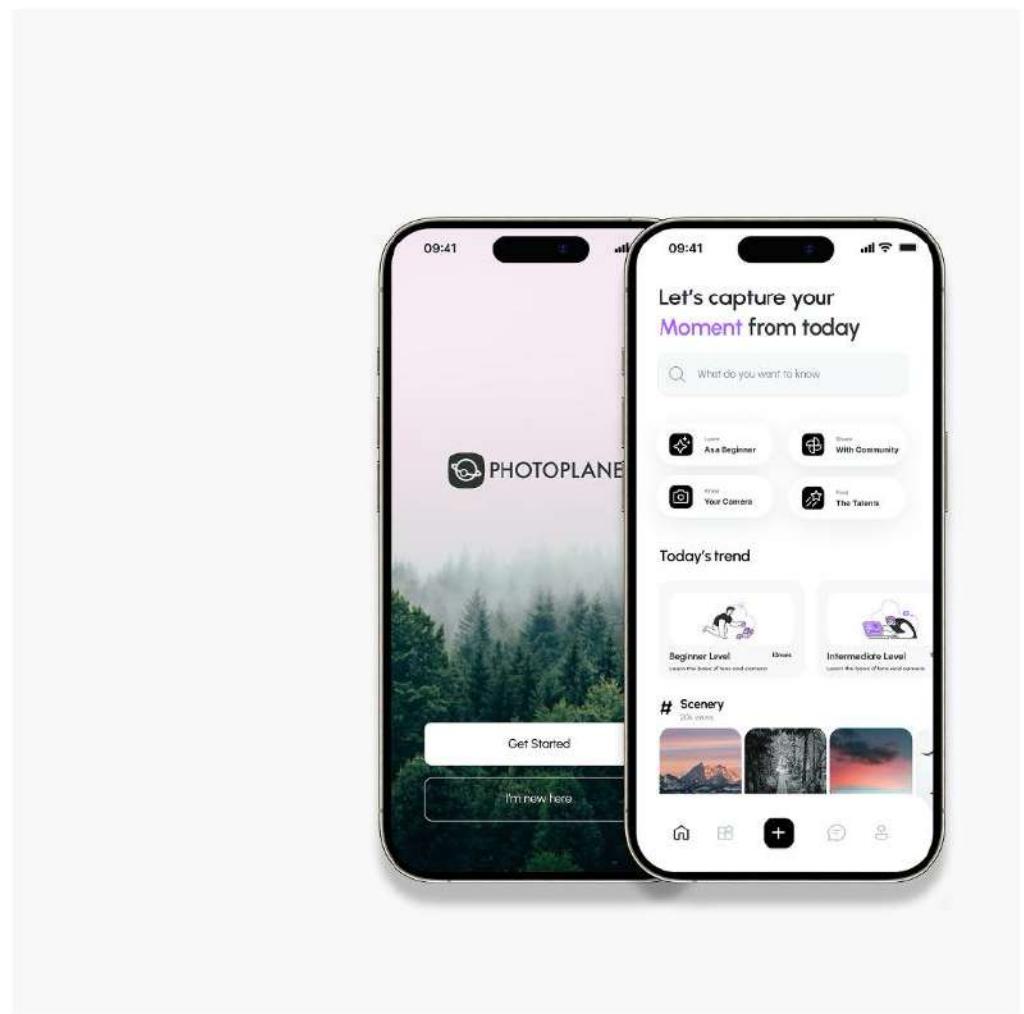
2021.03 — 2021.08 (6 months)

Skills

- * Lofi-Hifi Prototyping
- * User Research
- * Information Architecture
- * A/B Testing
- * Usability Testing
- * Service Blueprint
- * Design System
- * Web Design
- * HTML/CSS/Javascript

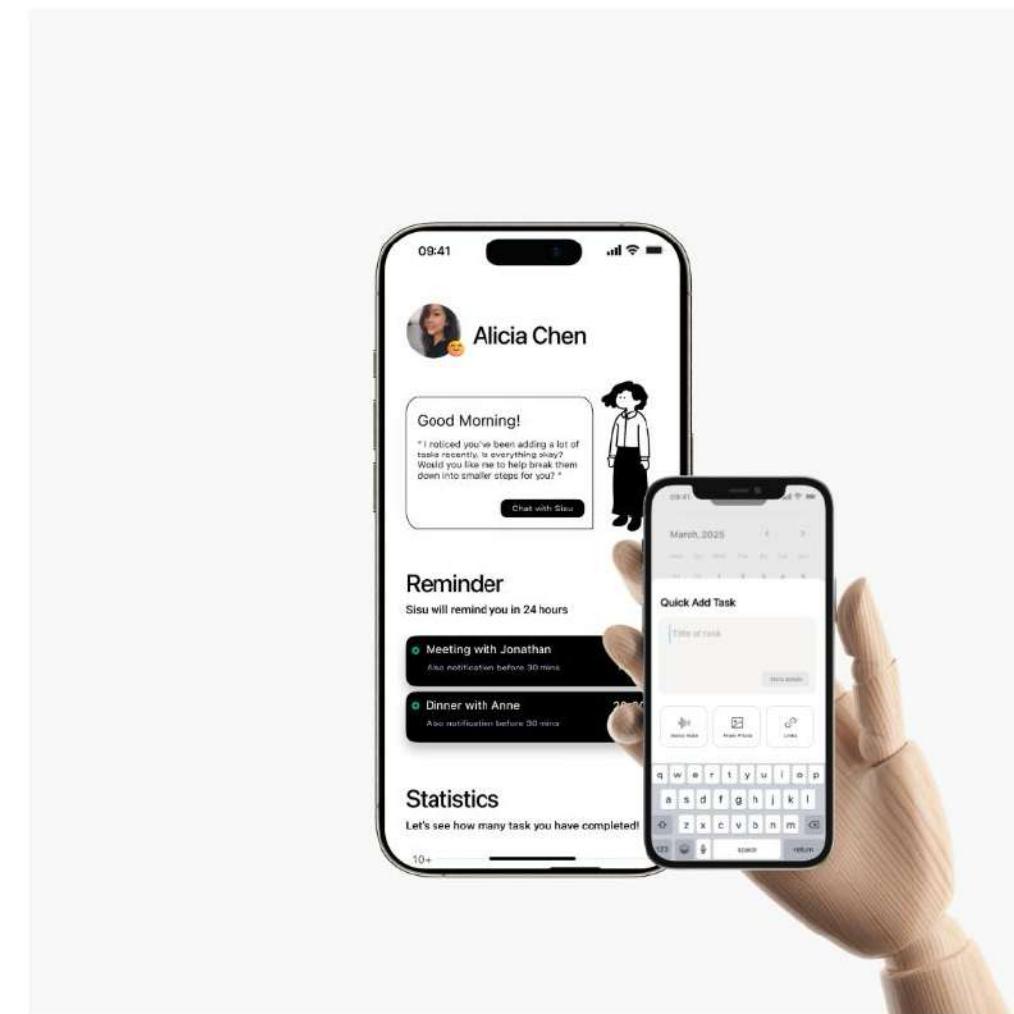
Projects

MY WORKS



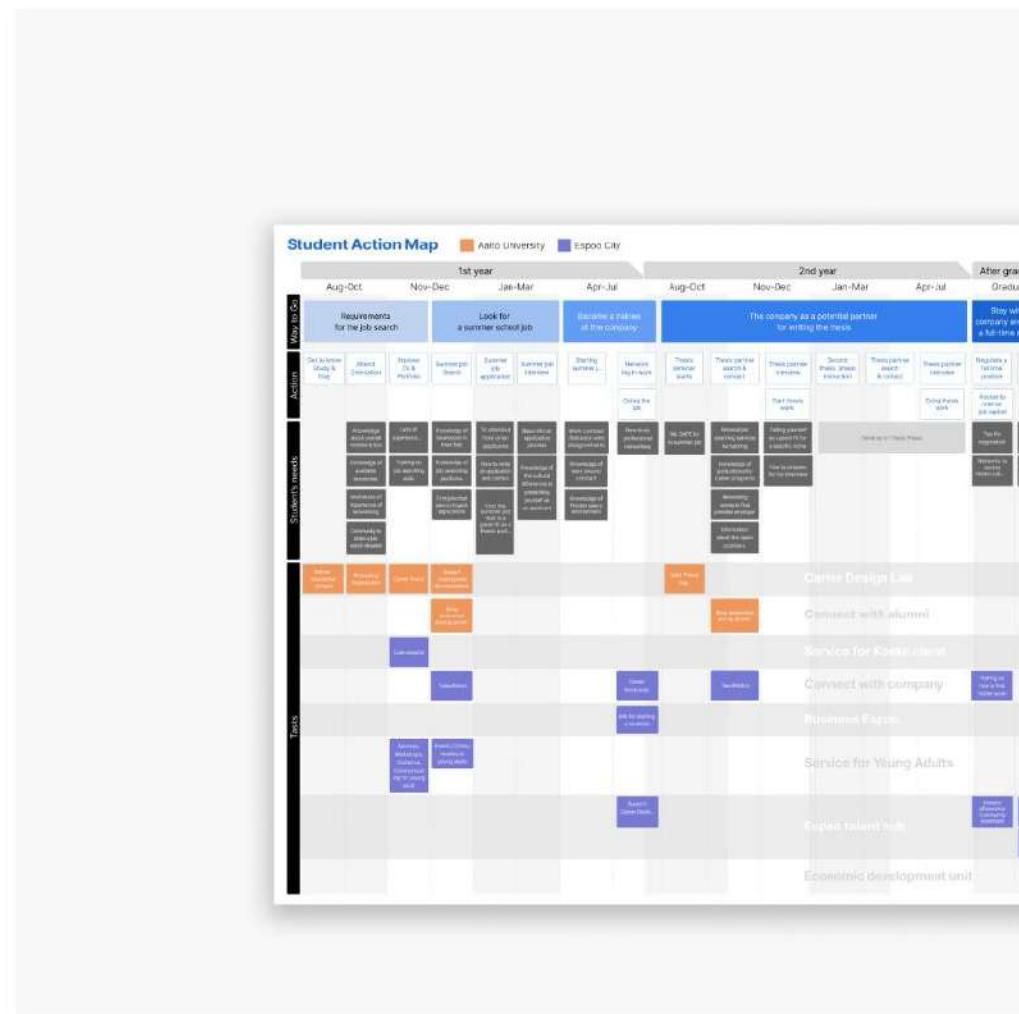
Dec 2024 - Jan 2025

Photography Social APP
UI/UX, ToC



Jan 2025

AI-Powered Smart Planner
UI/UX, ToC



Sep 2024 - Oct 2024

Governmental Career Service
Service Design

Jan 2024 - Sep 2024

HMI Design System Adoption
User Research, Design Operation

PhotoPlanet

A photography social platform integrating learning, interaction, portfolio reviews, and booking services.

Existing photography social platforms often lack structure, offering fragmented learning experiences, limited peer engagement, and inefficient ways to connect with professionals. PhotoPlanet bridges this gap by integrating **photography education**, **social interaction**, **expert reviews**, and seamless **booking services** into a single platform.

My role

Individual Project

Duration

2024.12 - 2025.01

Keywords

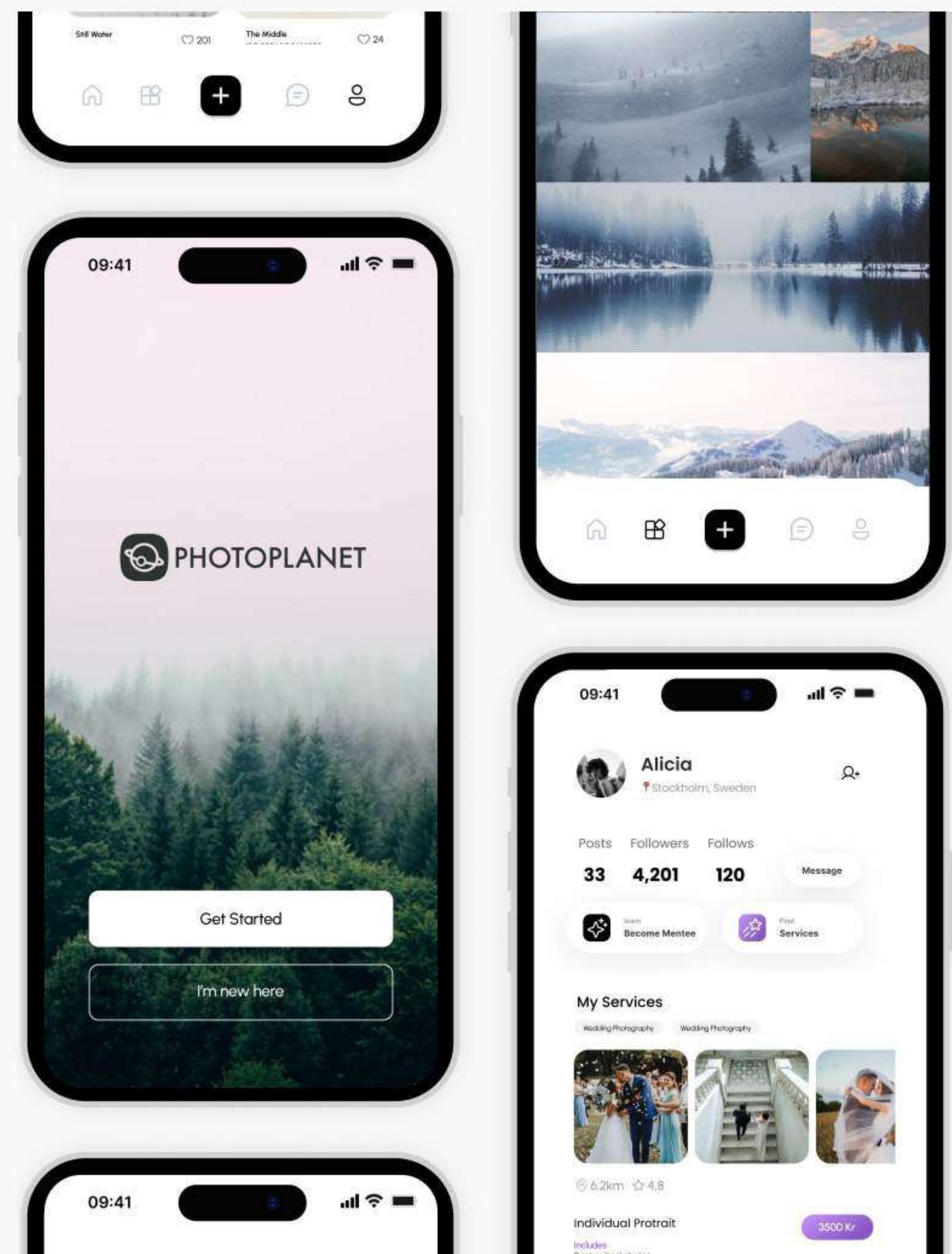
Competitor Analysis

User Research

Information Architecture & User Flow

Wireframes & High-Fidelity Prototypes

User Testing & Design Iteration



Problem Definition

Fragmented Learning Paths

Existing photography social platforms lack a structured learning system, making it difficult for beginners to systematically improve their skills.

Superficial Engagement

Interaction is mostly limited to likes and comments, providing little real feedback or opportunities for meaningful discussion.

Frustrating Booking Experience

Finding the right photographer is inefficient, with poor matchmaking and high communication barriers.

A Disconnected Community

Learning, socializing, and booking exist in silos, preventing a seamless and immersive experience for users.

Design Challenge

How to balance clarity in the learning path with the complexity of technical information?

Beginner photographers need a structured learning journey, but technical concepts can be overwhelming. The challenge is to lower the barrier for entry while maintaining professional depth and clarity in the learning experience.

How to deepen social interaction beyond likes and comments?

Existing photography platforms offer limited engagement, making it difficult for users to receive meaningful feedback. The challenge is to design a more valuable interaction model that enables users to receive personalized critiques from professional photographers and enhances the learning experience.

Design Objectives

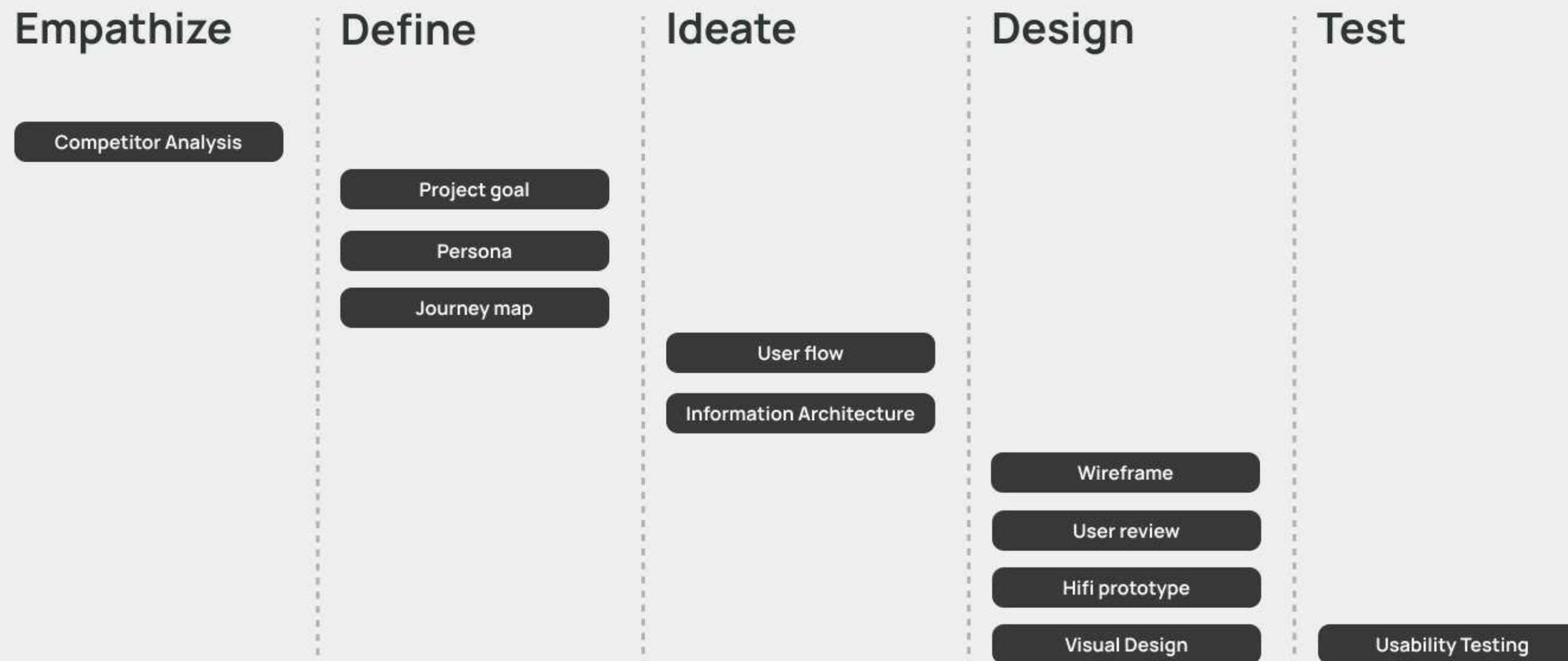
Simplicity & Clarity

Use a layered information structure to simplify complex photography concepts, ensuring users learn progressively without being overwhelmed.

Improved Community Engagement

Move beyond passive interactions by enabling mentorship, structured feedback, and interactive critiques, fostering meaningful learning experiences.

Design Porcess



Competitor Analysis

Products	Community	Booking	Chat	Learning	Usability
Flicker	✓		✓		
Tuchong	✓	✓	✓	✓	
500px	✓		✓		
Instagram	✓		✓		✓
RedNote	✓		✓		✓

There is a clear gap in the market for a photography platform that seamlessly integrates functionality and usability. A platform that combines learning, professional feedback, and booking features into a cohesive experience is missing. PhotoPlanet has the opportunity to fill this gap and redefine the photography learning and collaboration ecosystem.

User Interviews

Tools & Preferences

Understanding what attracts users to existing platforms

Helps pinpoint essential features, and potential gaps that PhotoPlanet can address

Needs & Pain Points

Identifies what users appreciate and what frustrates them about current platforms

Focusing on usability issues, engagement limitations, and workflow inefficiencies.

User Flow & Behavior

Examines how users navigate photography social platforms

Analyzing user behavior helps design an intuitive interface and a seamless interaction flow that aligns with user habits.

Ideal Experience

Identifying unique value PhotoPlanet can offer, fosters engagement, and delivers a superior user experience.

Helps align research insights with actionable design improvements.

Five participants were interviewed during the user research phase, semistructured interviews were conducted to better understand the user behaviors and needs

Primary Persona

About

 28

 Stockholm

 Phd Student

Description

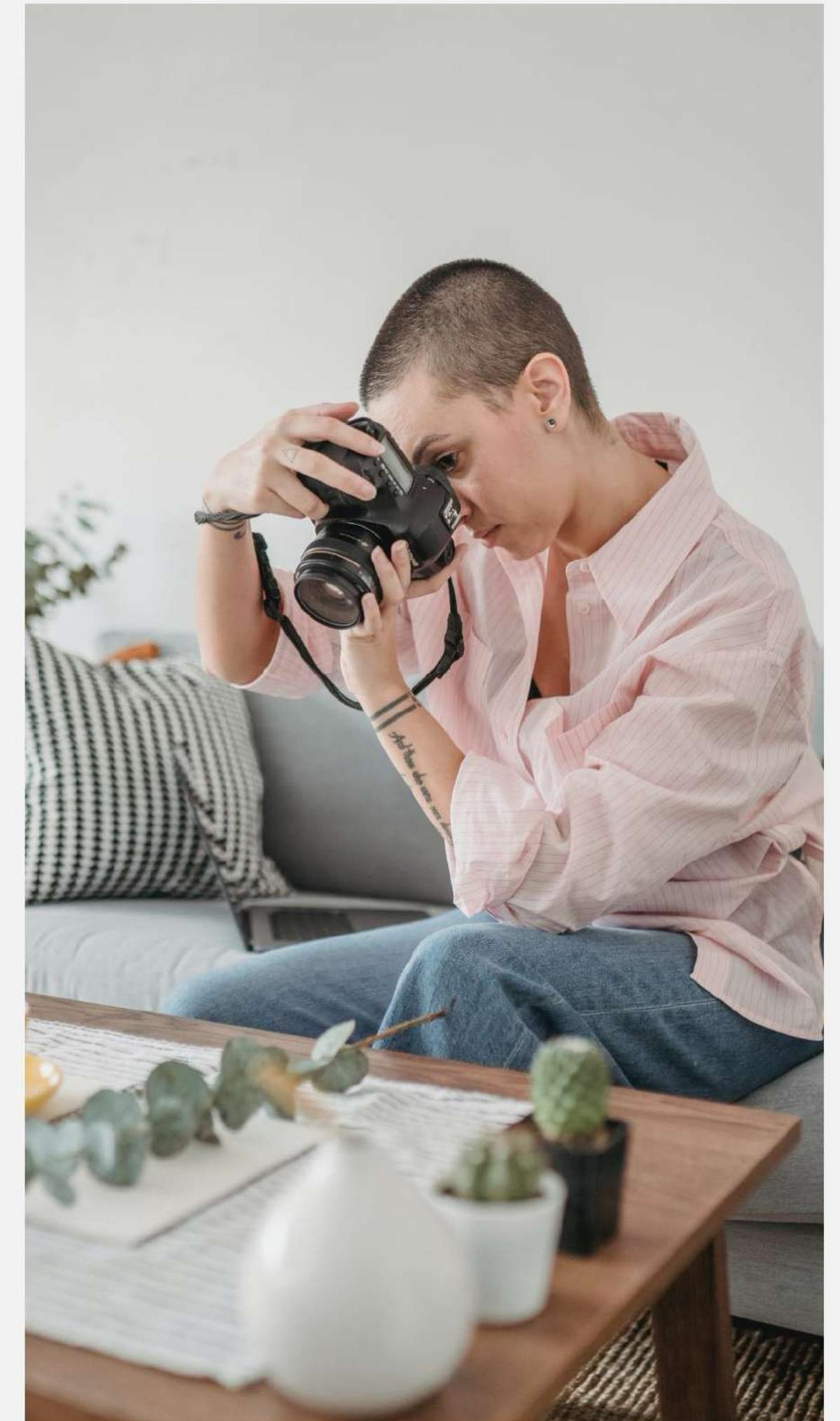
Anna is passionate about photography but struggles with complex technical concepts.

Painpoints

- Scattered learning resources with no clear progression.
- Limited feedback beyond likes and generic comments.
- Overwhelmed by technical photography jargon.
- Hard to connect with experienced photographers for mentorship.

Scenario

- As a beginner, Anna wants a structured way to **learn** photography, **receive** meaningful critiques, and **connect** with professionals to refine skills.



Secondary Persona

About

29

Stockholm

Content Creator

Description

Emma is a Instagram content creator who frequently needs high-quality photos for her brand collaborations, social media, and marketing materials.

Pain points

- Hard to find photographers with the right style and expertise.
- No efficient way to compare portfolios, reviews, and pricing in one place.
- Booking and communication take too long, leading to missed opportunities.
- Unclear service details often result in misaligned expectations.

Scenario

- Emma needs an intuitive platform where she can **discover** photographers based on style and budget, **compare** portfolios and reviews, and **book** shoots effortlessly, reducing the hassle of manual searching and coordination.



User Journey Map

Understanding user needs at every touchpoint to identify pain points and opportunities.

Stage	Discovery	Engagement	Learning	Networking	Mastery
Goal	Explore Photography	Join Community	Enhance Skills	Connect Mentors	Becomes Recognized
Think	I want to learn photography, but don't know where to start.	I need a platform to share my photos and get feedback.	I want to improve my skills and learn from experts.	I need to connect with professionals for guidance.	I want to establish myself as a credible photographer, and promote my services
Behavior	Search for Photography platform online.	Describe what the user is doing	Engage with learning modules, having active learning	Apply for mentorship, interact with photographers.	Contribute to the community, post works, tutoring mentees, gain recognition.
Point of Contact	Landing page, app store, marketing ads.	Community forums, photo sharing feature.	Learning sections, skill-based challenges.	Mentorship programs, user profiles, personal chats.	Recommendations sections, featured sections.
Degree of Pain	Overwhelmed by too much information.	Lack of engagement on most of the posts as a beginner.	Difficult to track progress and skill improvement.	Unclear process to find mentors.	Need visibility of their services, and need credibility to attract collaboration.
Emotion					
Opportunity	Provide clear onboarding with easy-to-use navigation structure	Engage users with interest-based topics.	A structured learning path with clear skill levels, a comprehensive knowledge access on cameras and fundamental concepts to prevent overwhelm.	Facilitate structured mentor-mentee matching experience.	Improve discoverability and transparency to streamline connections and communication.

Design Opportunities

Structured Learning with Personalized Levels

- Step-by-step learning
- Enable interactive critiques on work
- Easily explore and understand camera basics

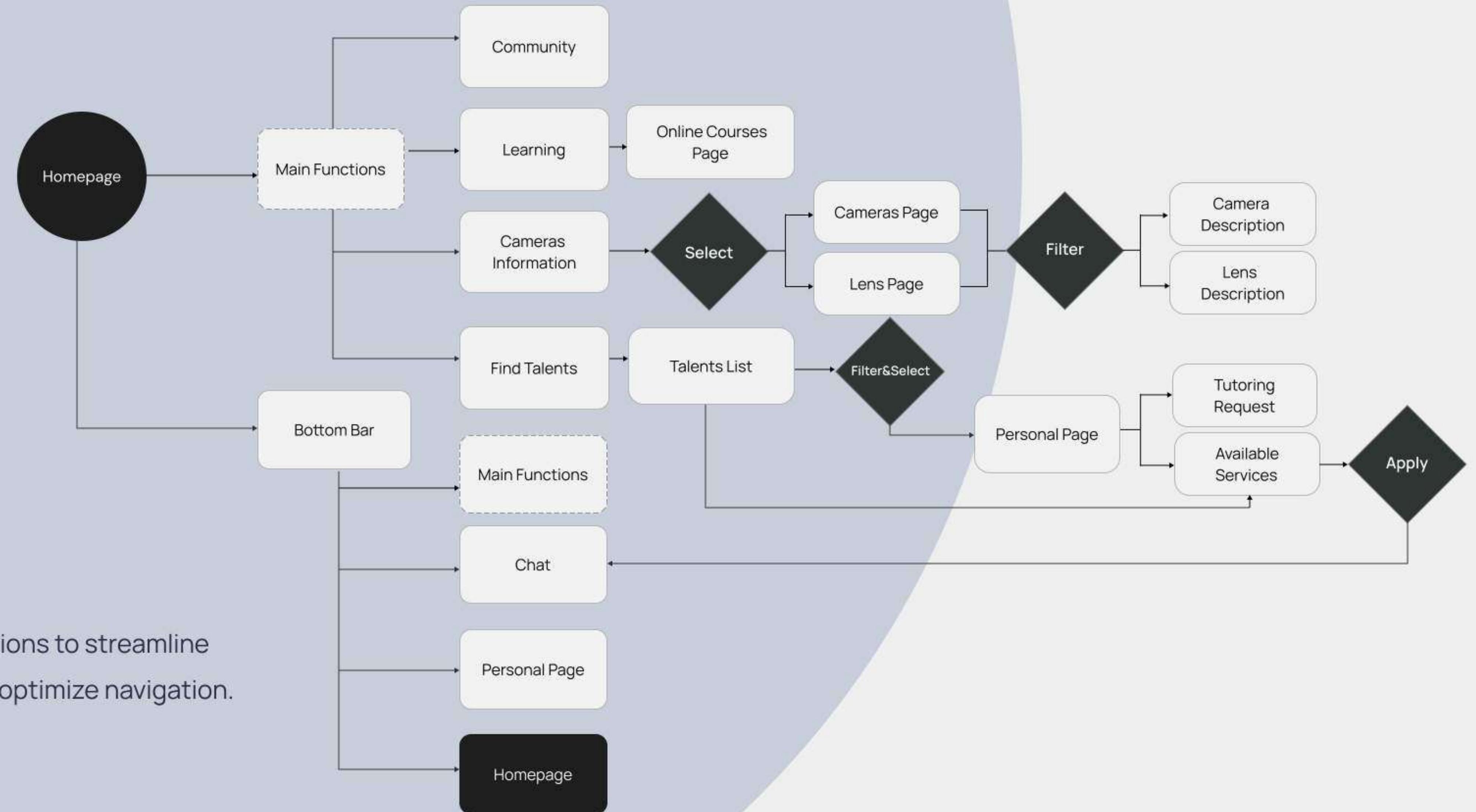
Efficient Booking & Photographer Discovery

- Clear Pricing Details
- Photographer location
- Expected Deliverables

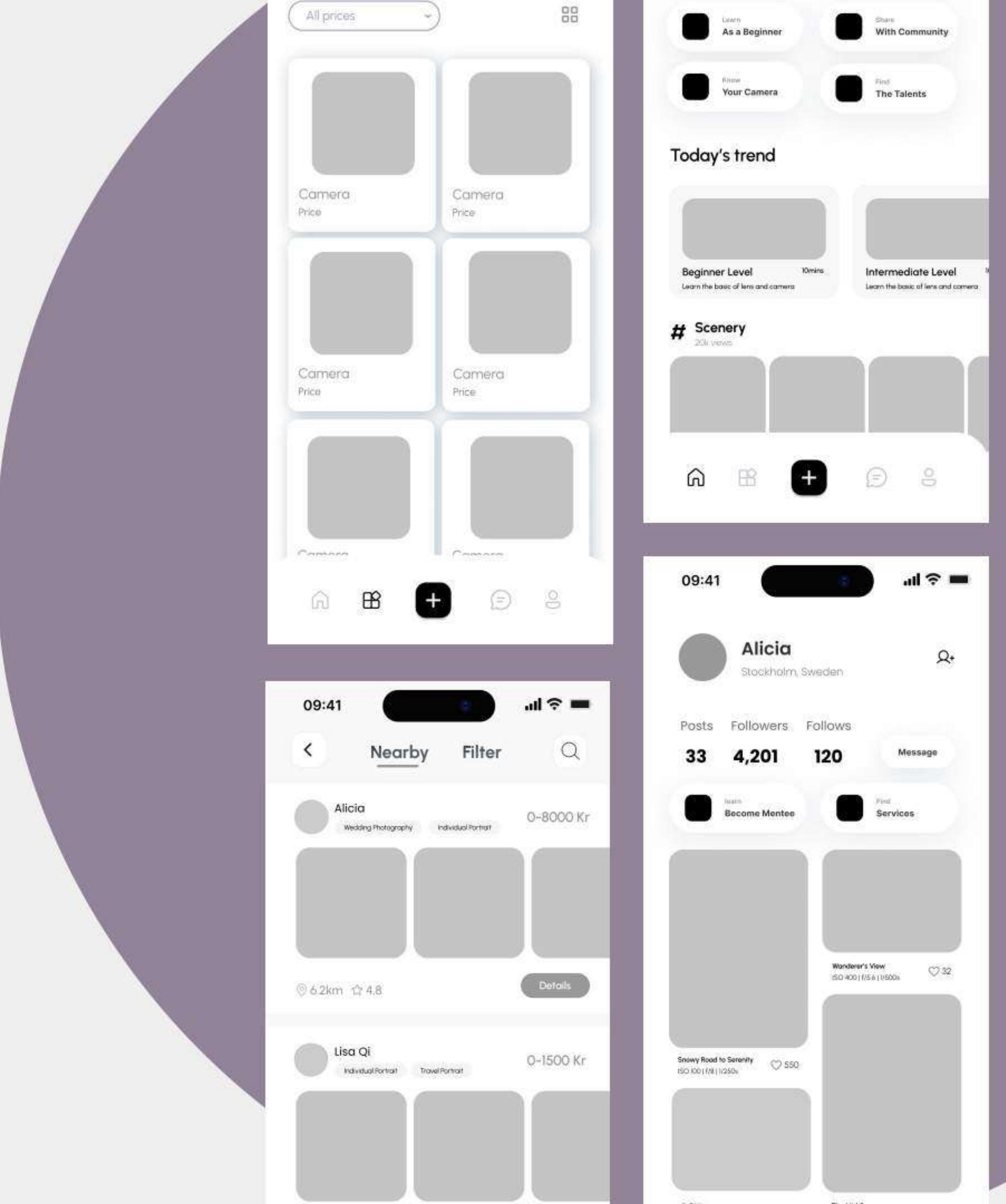
Seamless Integration of Learning, Social, and Booking

- Portfolio showcase
- Interest-based
- Easy transition from learning to networking and collaborations.

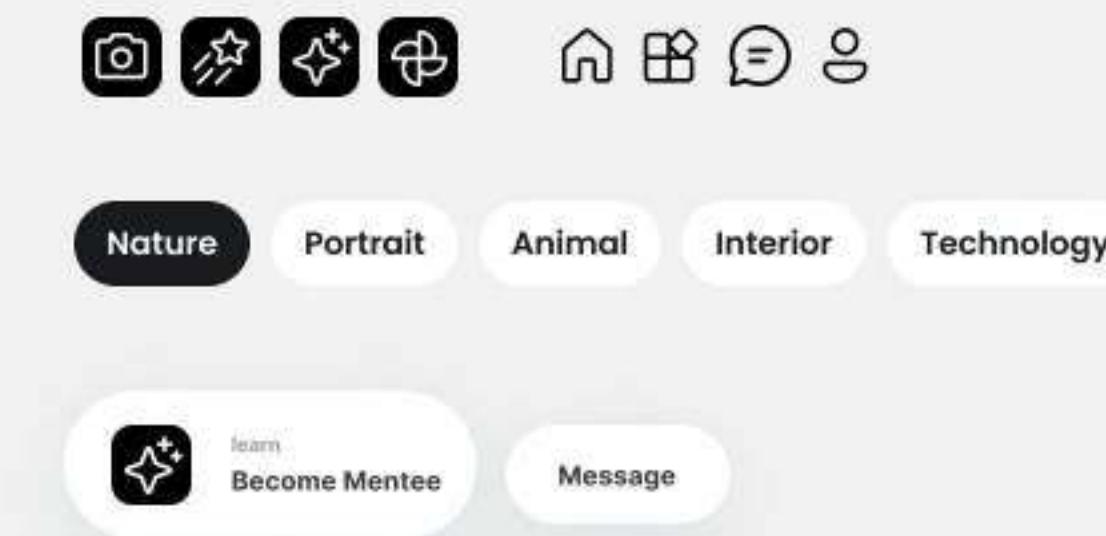
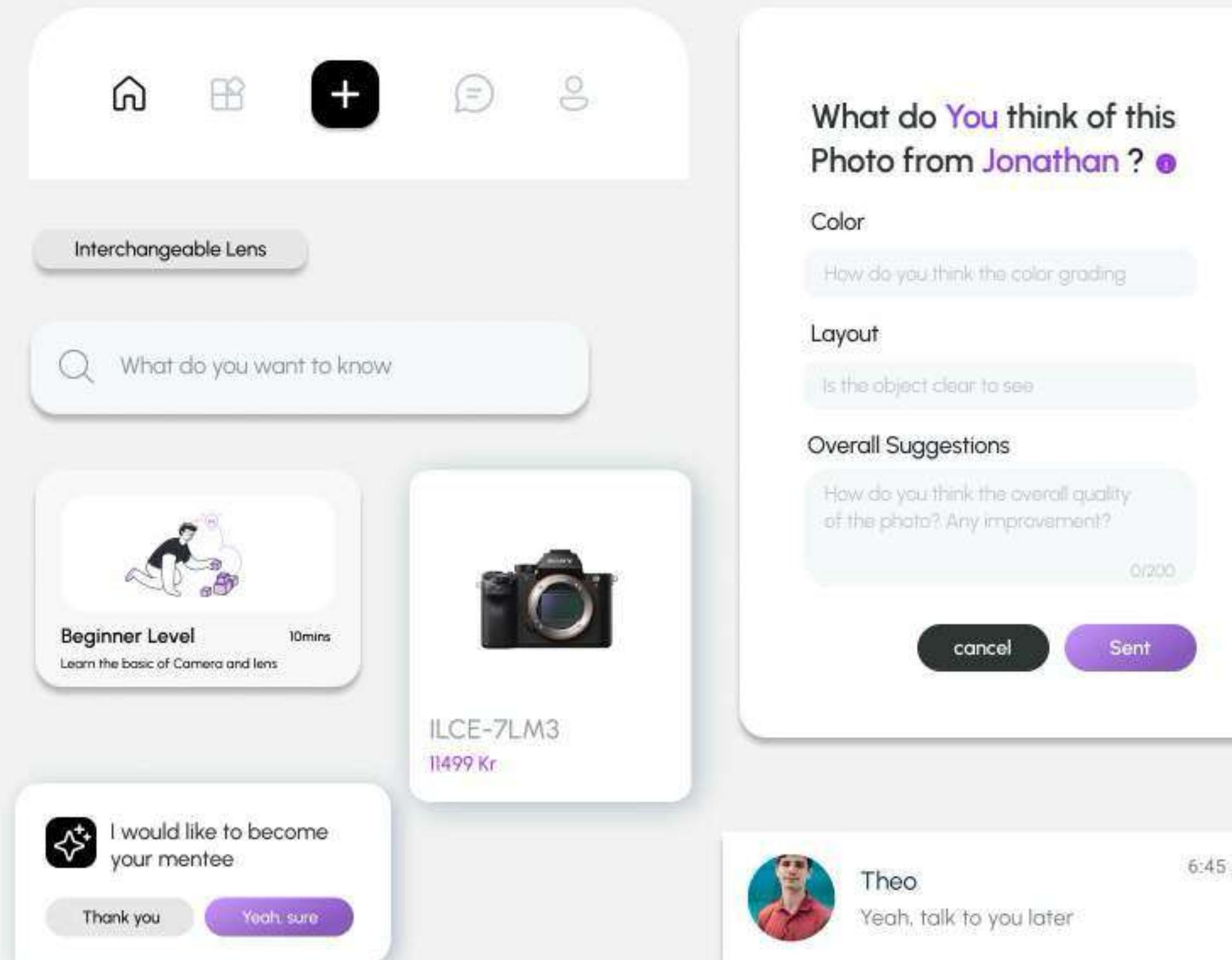
User flow



LO-FI Wireframes



Design System



Headings 2.0x Urbanist 20pt

Sub-headings 1.4x Urbanist 14pt

Running text 1.2x Urbanist 12pt

Small text 1x Urbanist 10pt

PHOTOPLANET
PHOTOPLANET
PHOTOPLANET
PHOTOPLANET
PHOTOPLANET

Color Selection

The color palette is designed to balance clarity, professionalism, and creativity, reflecting the platform's dual focus on structured learning and artistic expression.

Explicit
Primary

#FFFFFF

Profession-
alism
Secondary

#2F3532

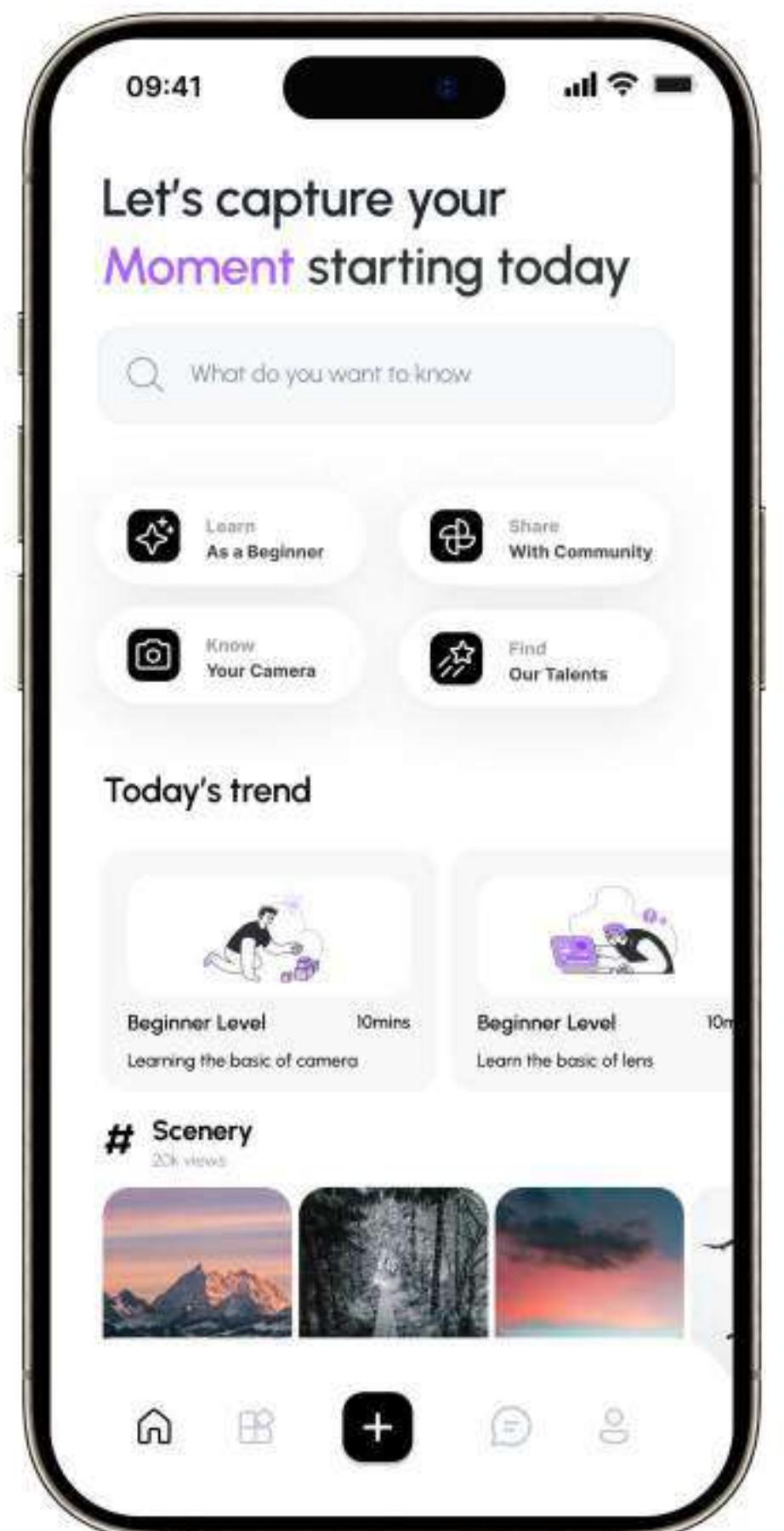
Creativity
Secondary

#CA9BFF
#8A58C2



Clear Entry Points

The home page is designed for an intuitive and engaging user experience, allowing users to quickly access key features and explore trending content.

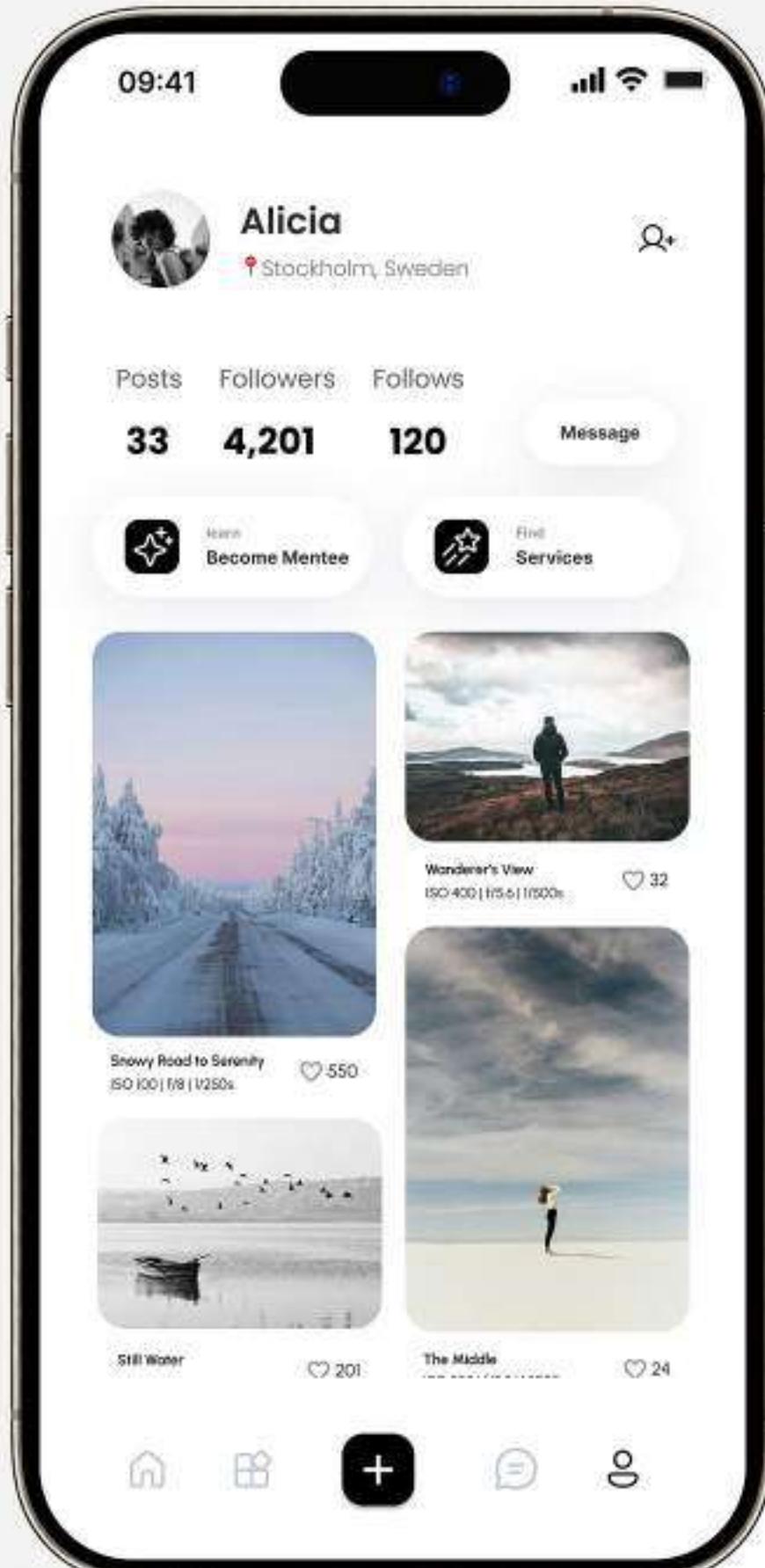


Home Page



Seamless Mentorship Feature

Integrates directly into the profile, enhancing user engagement beyond.

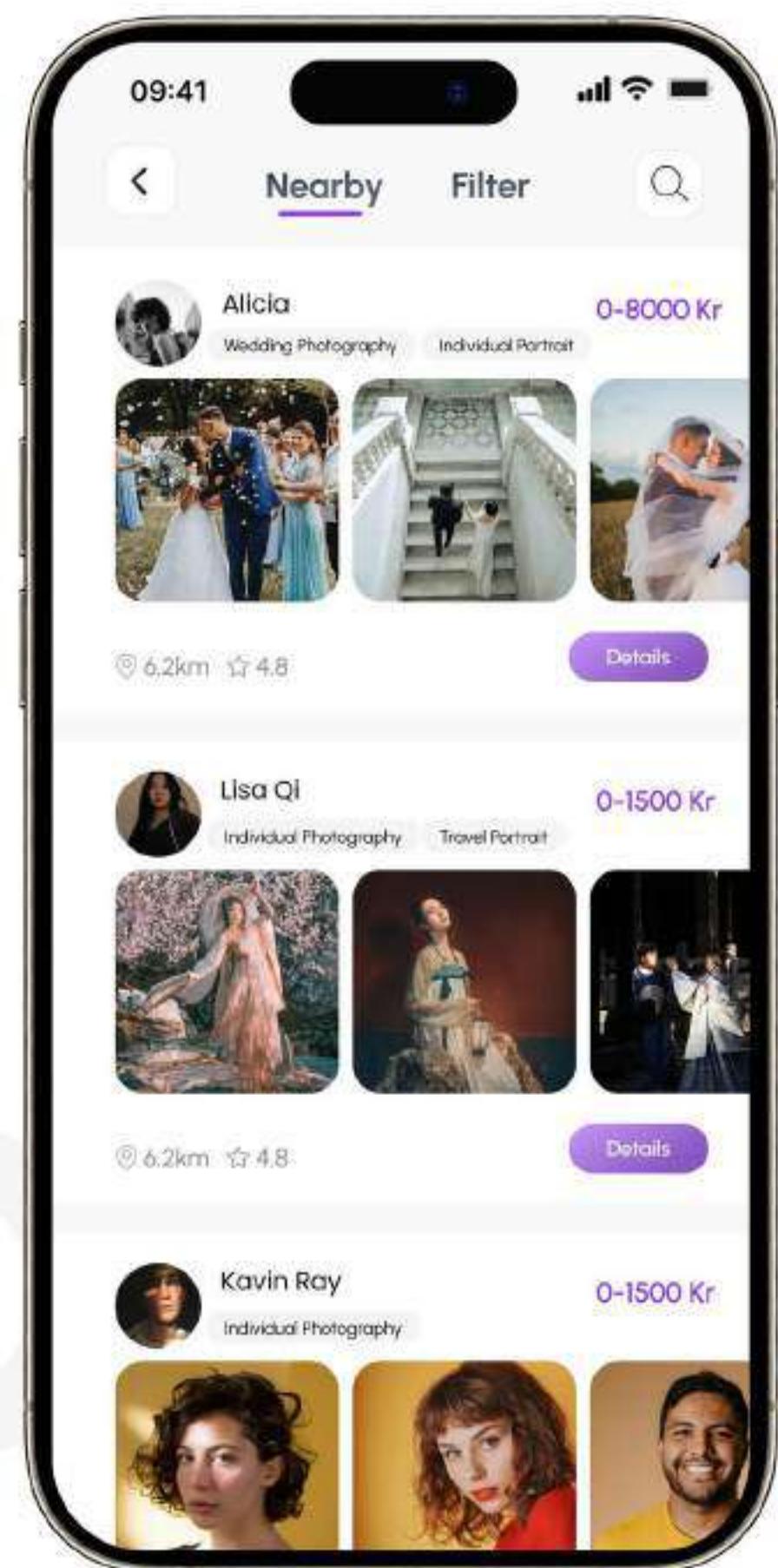


Personal Page

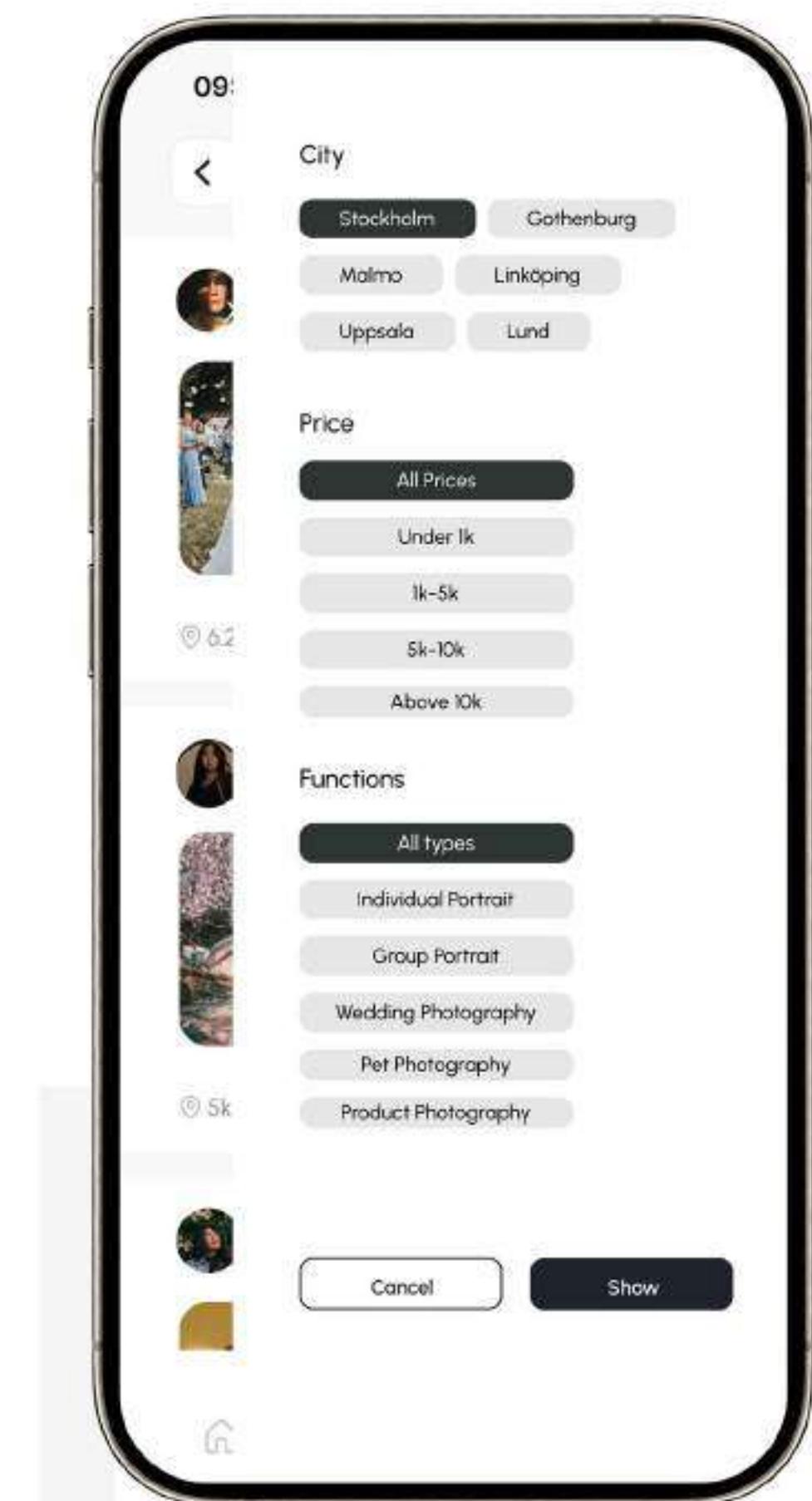
Clear Visual Hierarchy

The structured layout ensures easy navigation, with well-placed stats and a visually cohesive grid-style post display for content discovery.

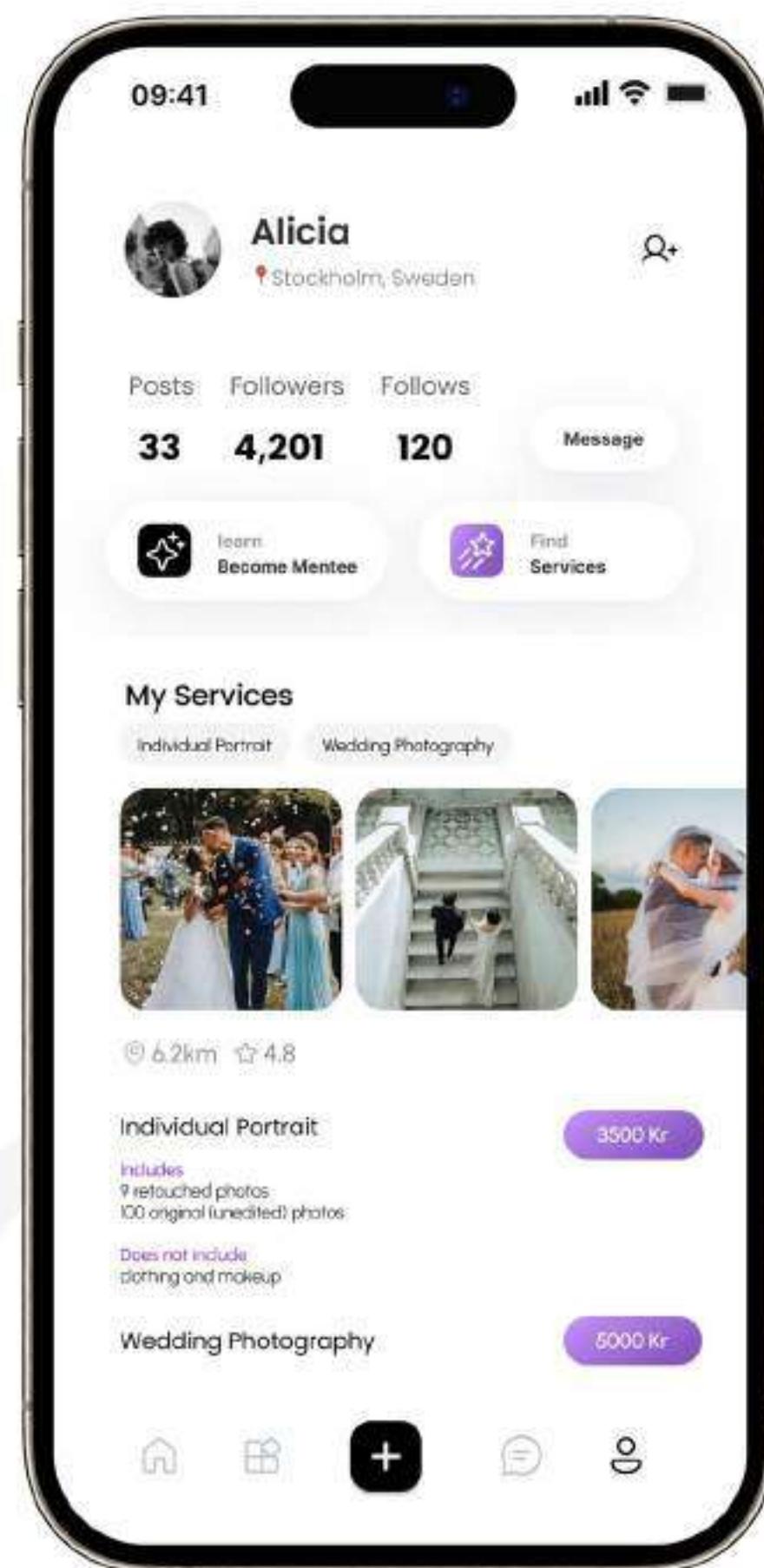
Find Photographers



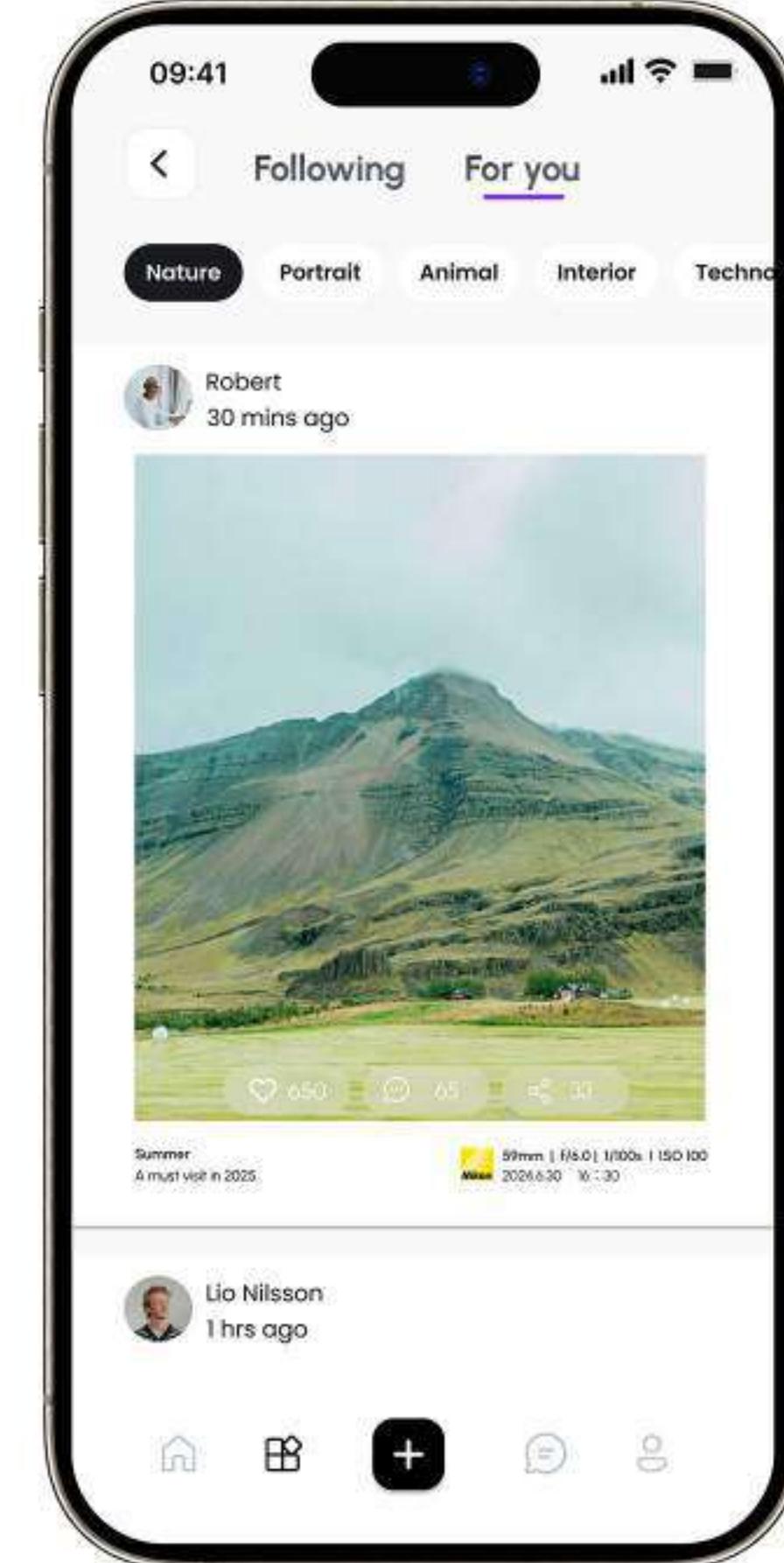
Photographer List



Filtering



Service Details



Feed Updates



For Your Page



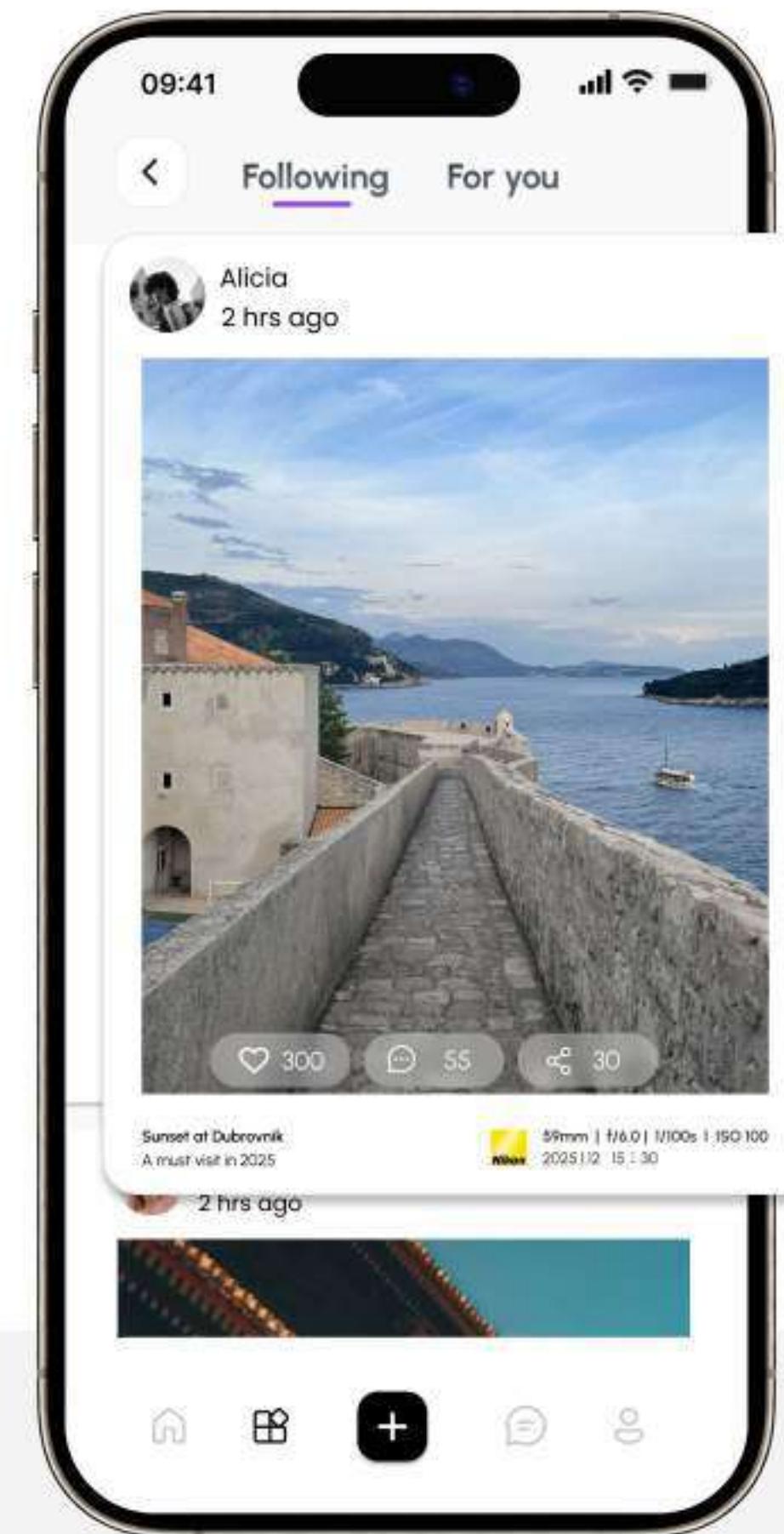
Add Post

Exploring Feeds

Add Post



Publish

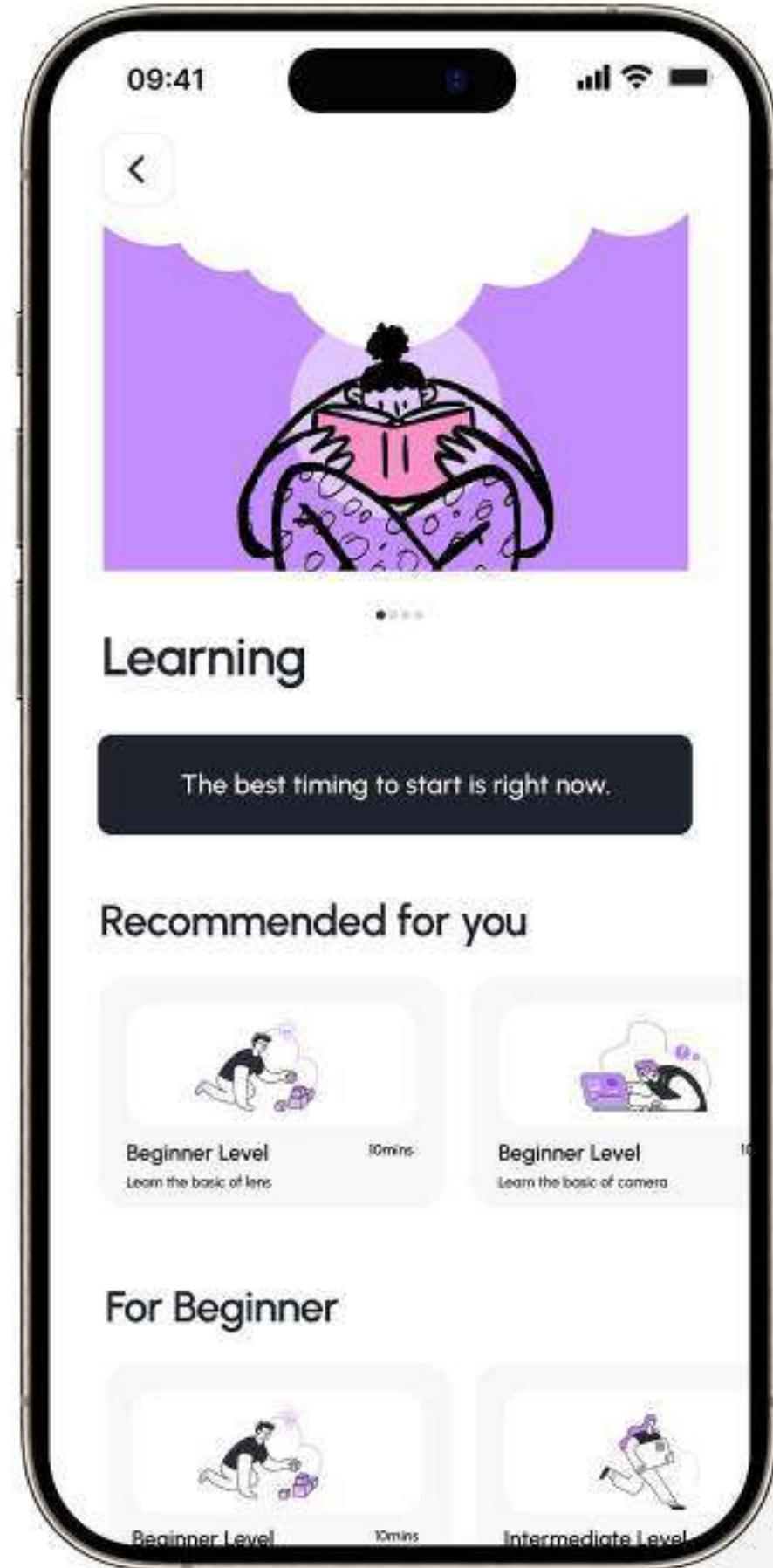


Detailed Parameters



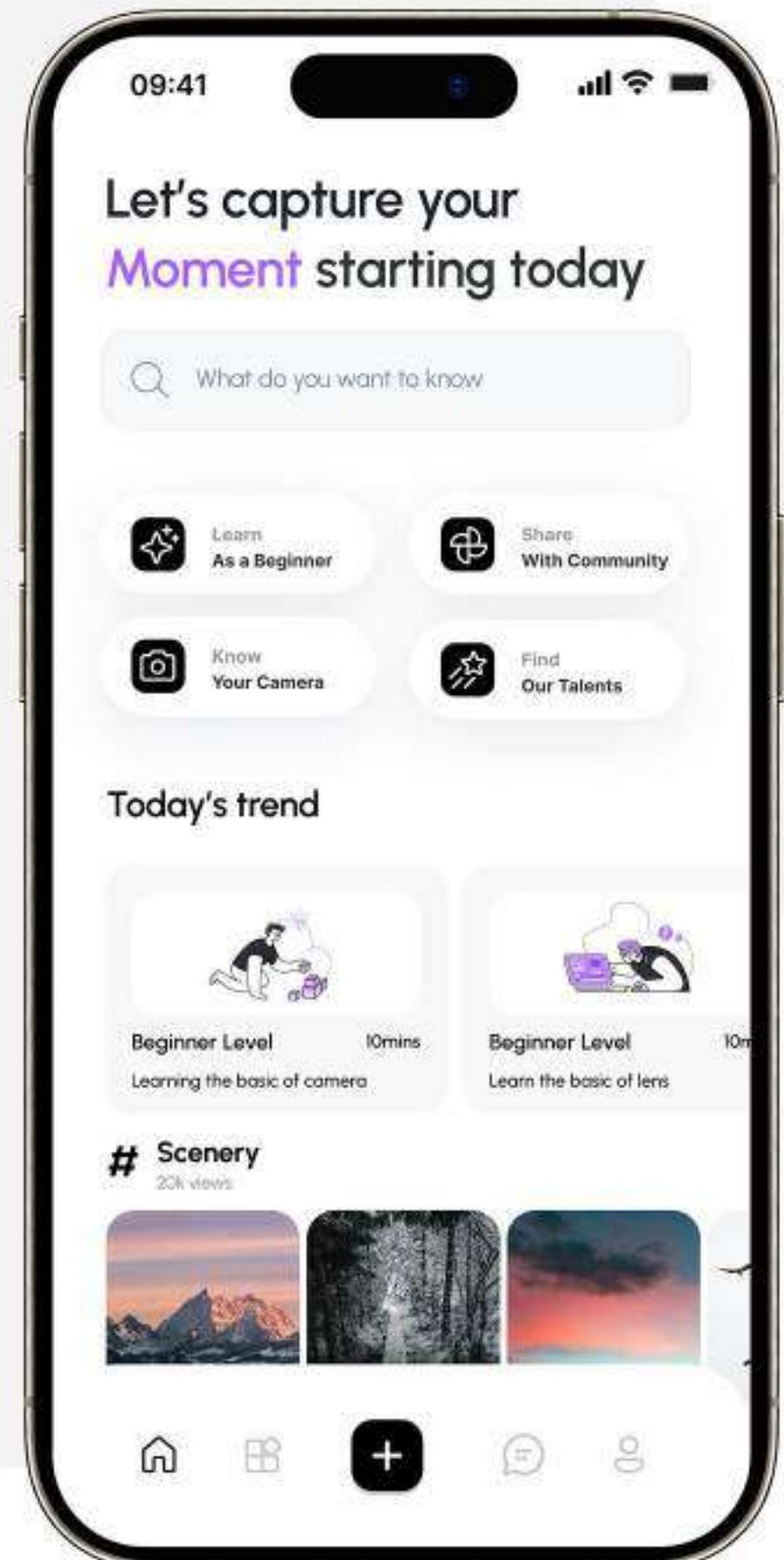
Embedded Photo Metadata

Displays camera settings for learning without cluttering the UI.



Personalized Learning Path

"Recommended for you" tailors content to users' skill levels.



Online Learning

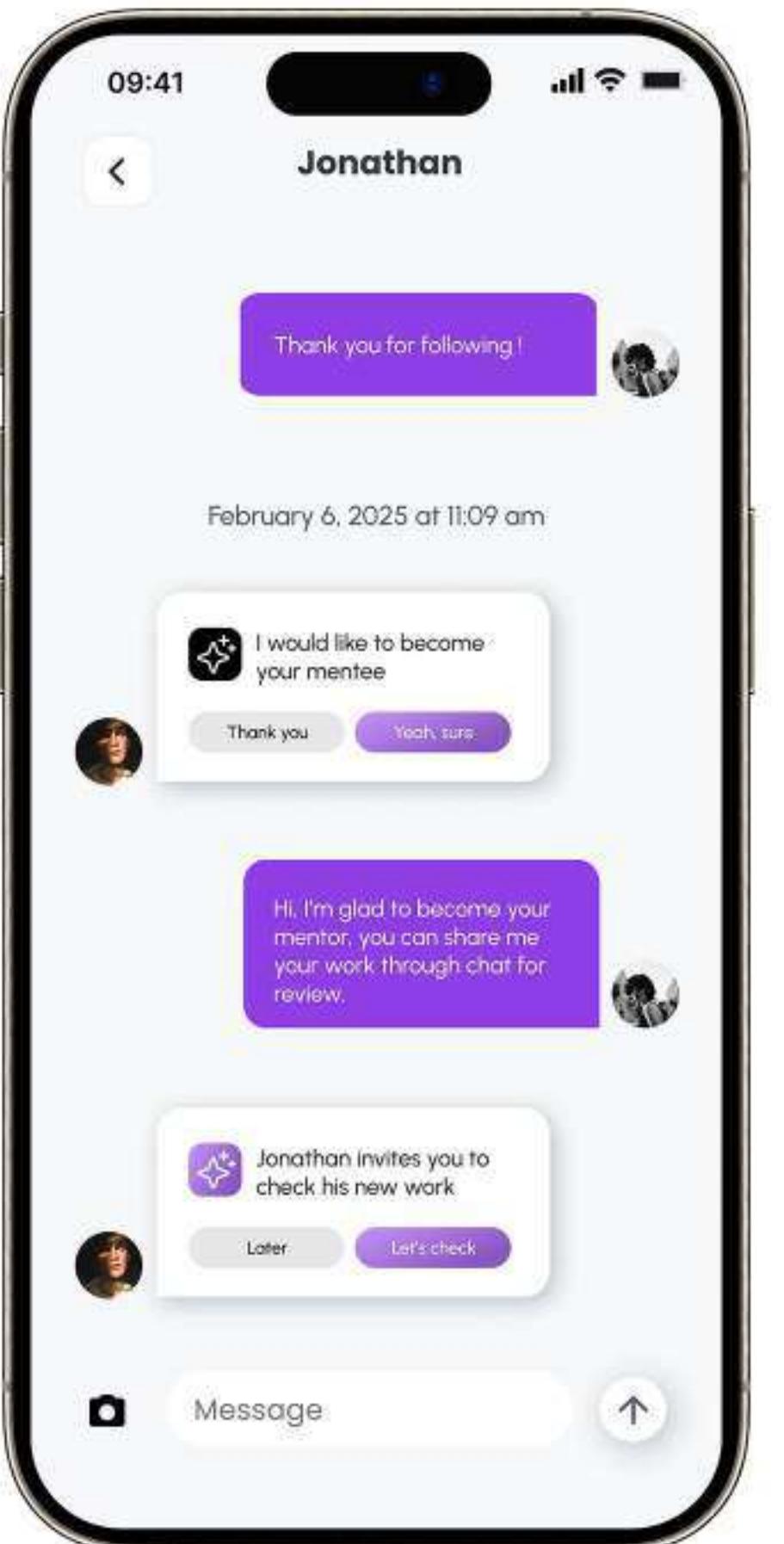
Motivational Onboarding

Encouraging message lowers entry barriers and enhances engagement.

Mentorship Feature



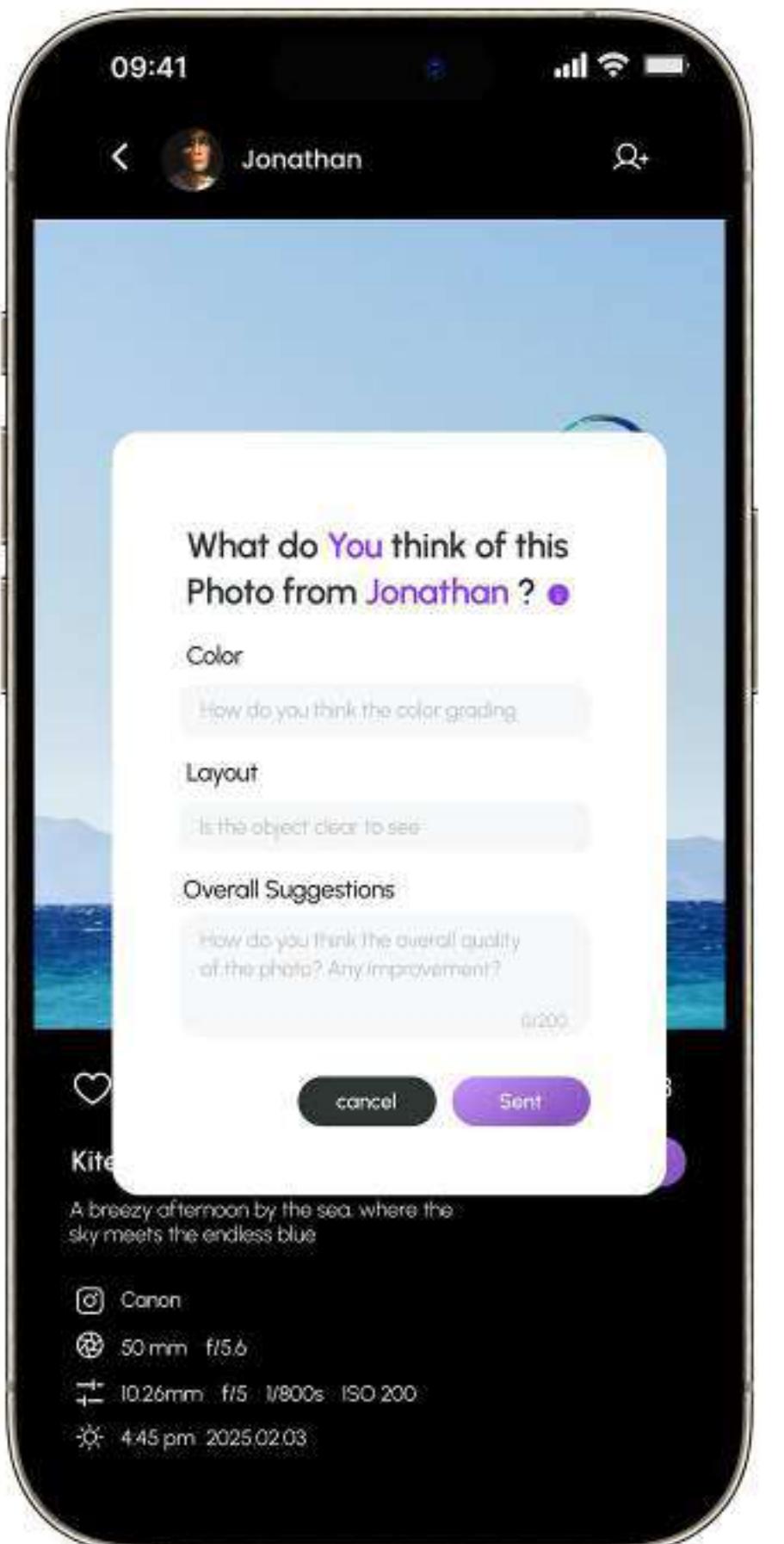
Chat



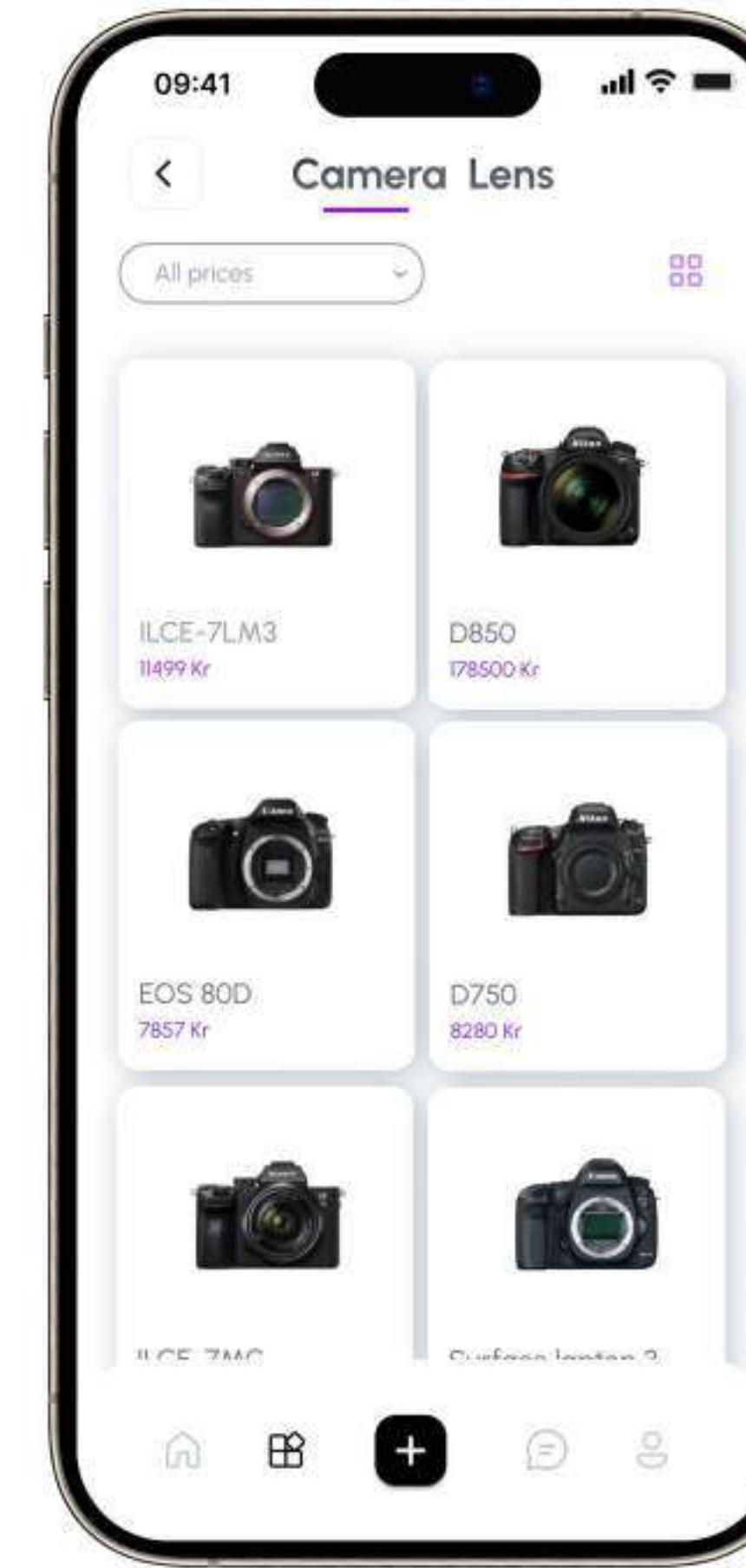
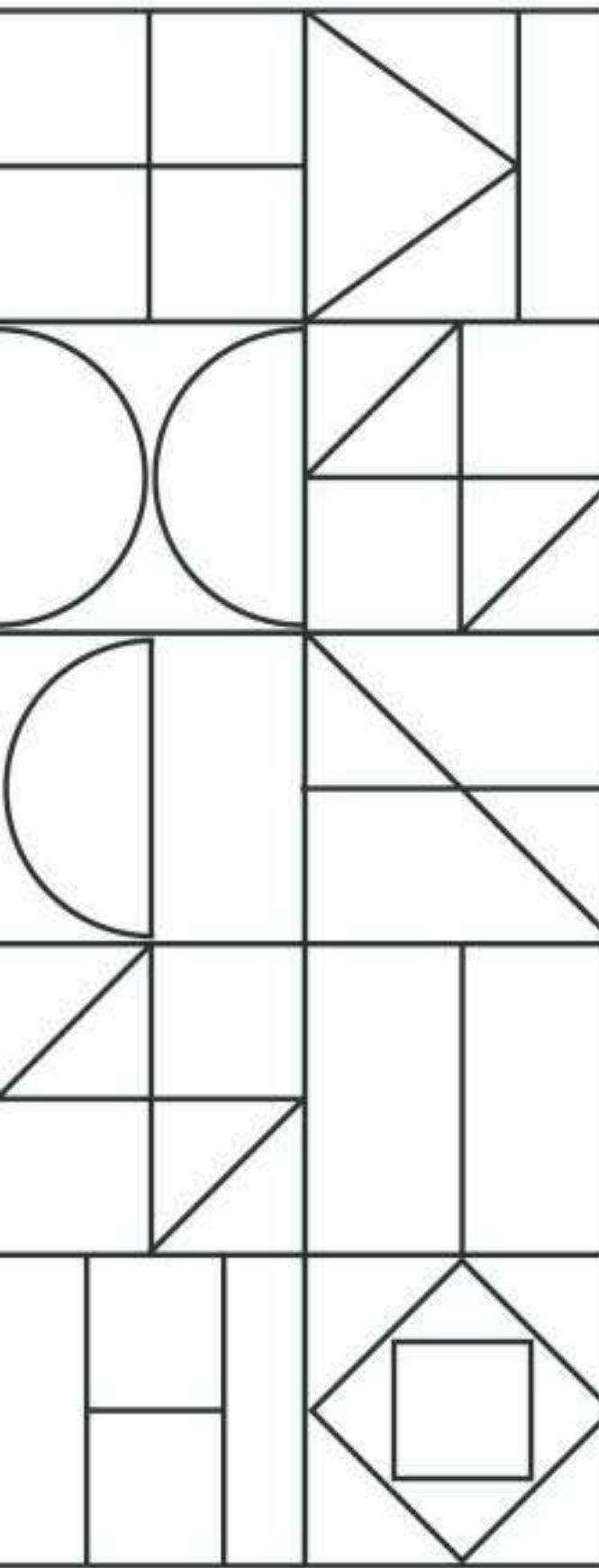
Tutoring Request



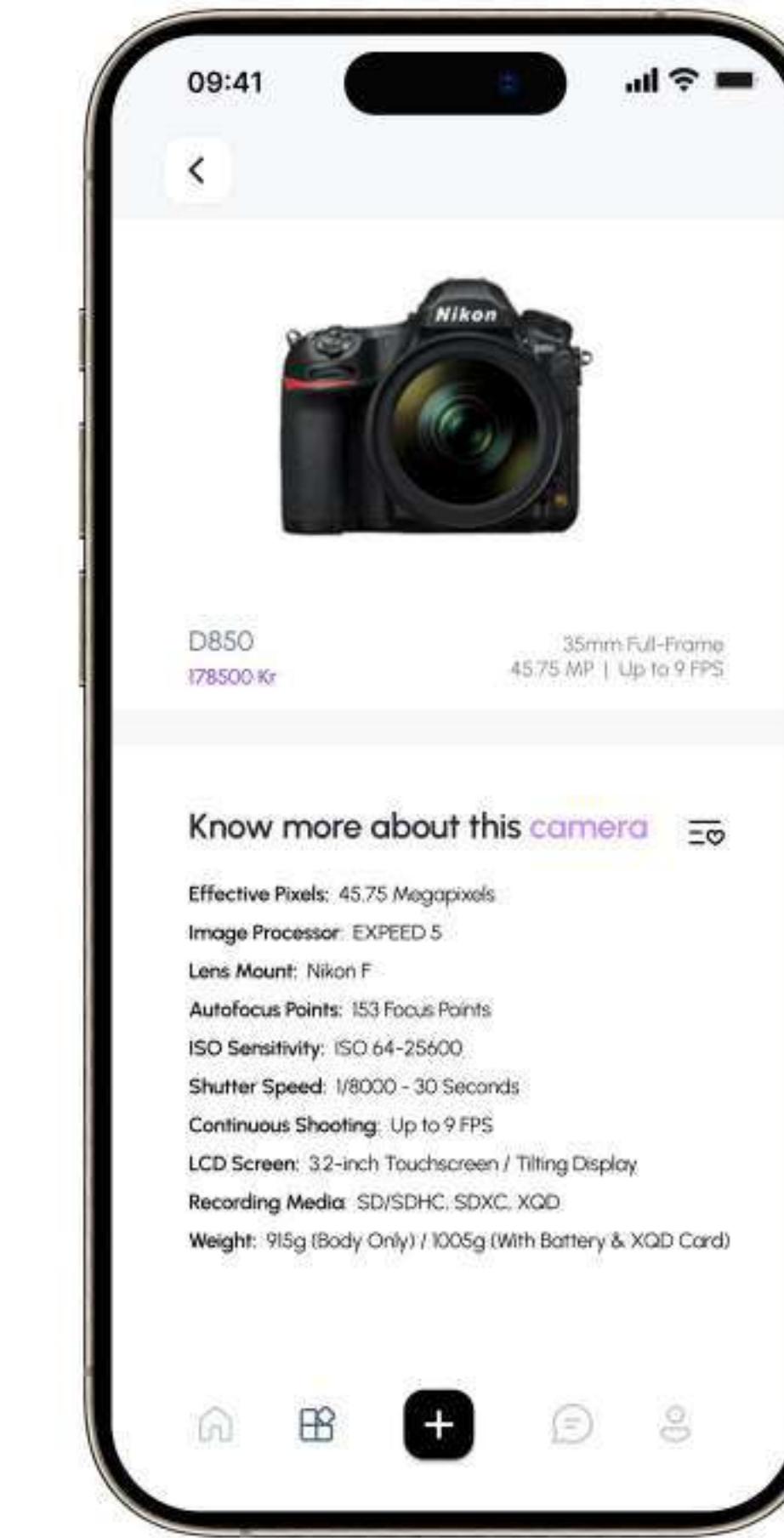
Chat



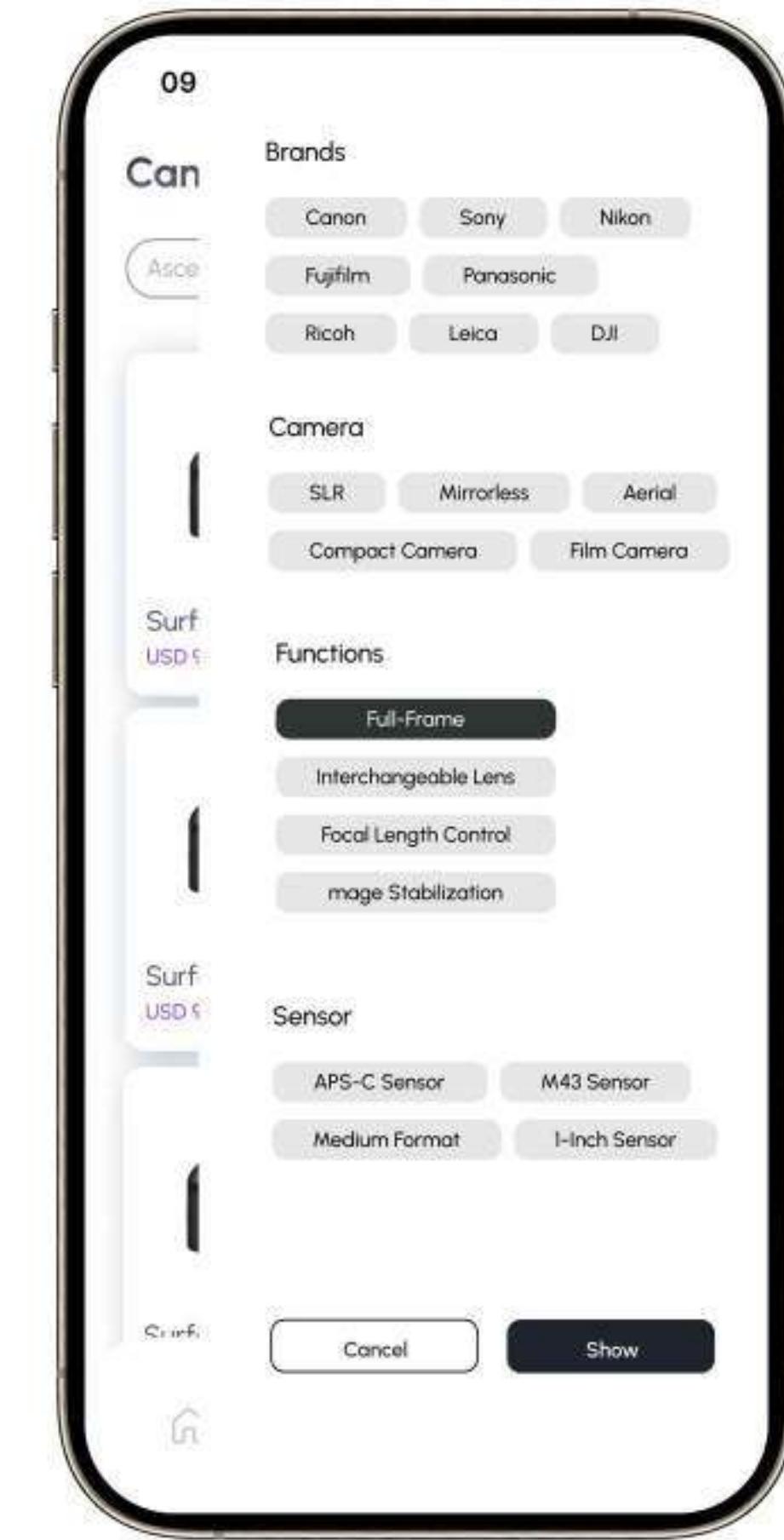
Tutoring Request



Camera List



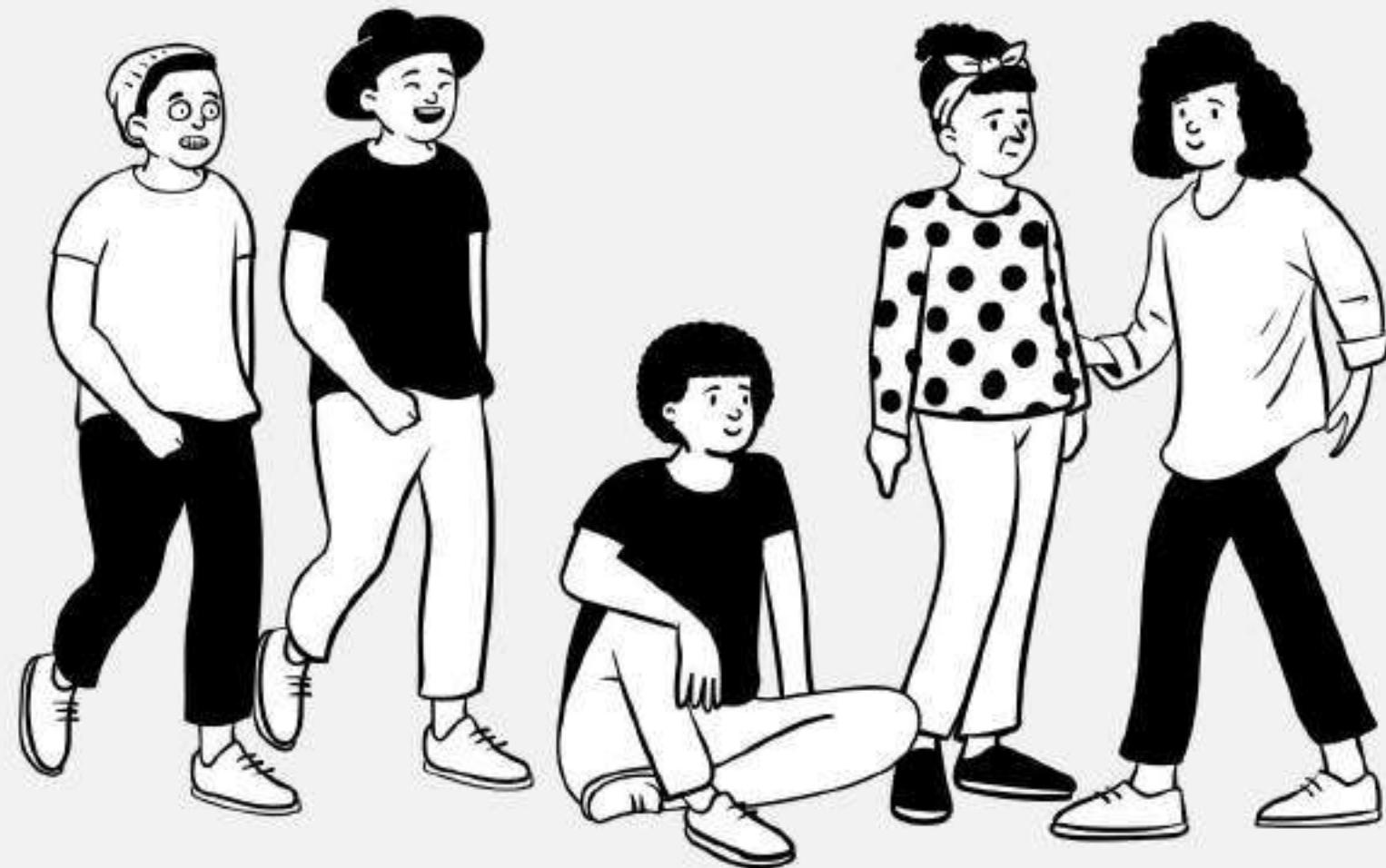
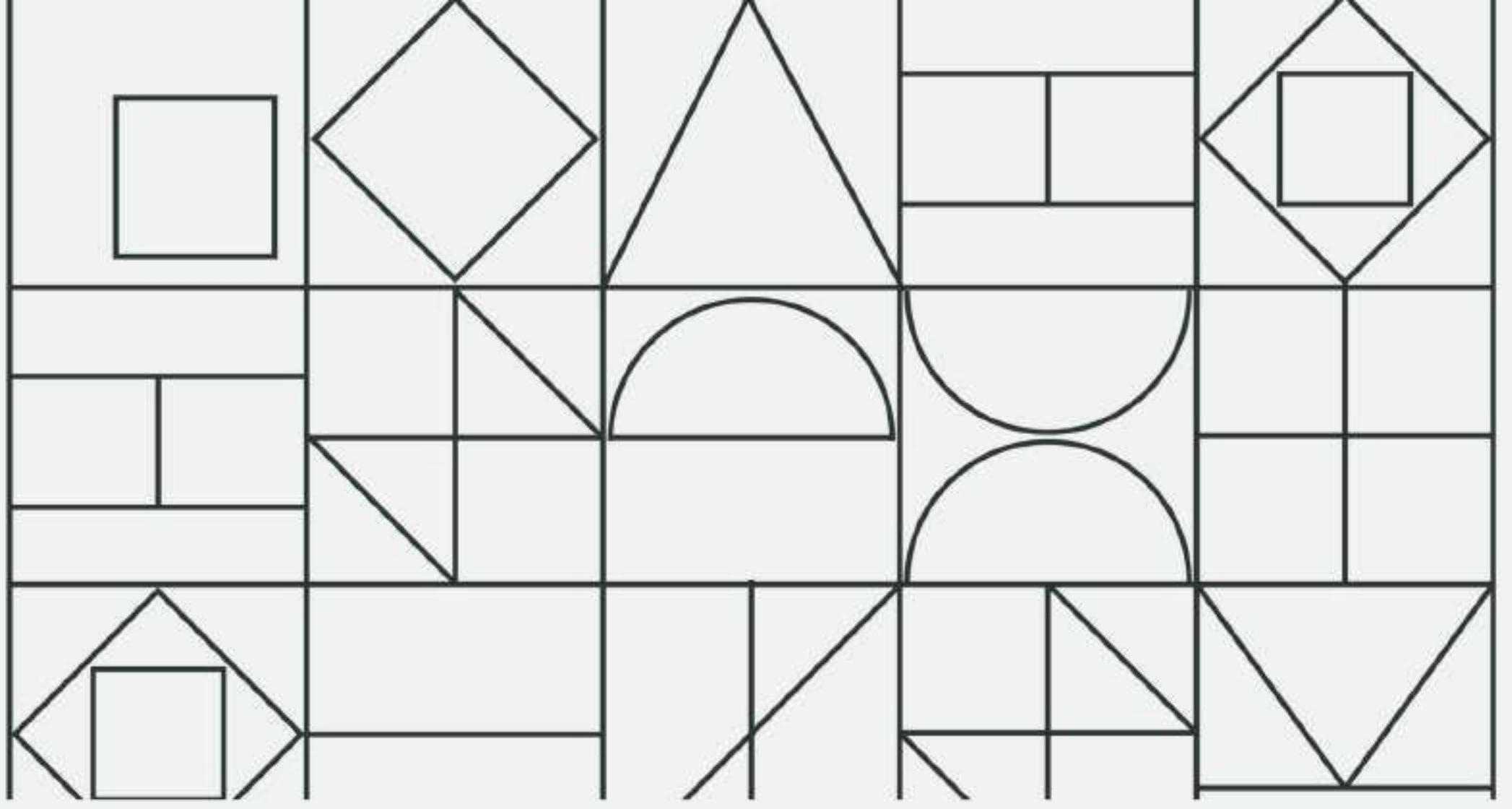
Camera Details



Filtering

Camera Information

Encourages users to explore deeper, enhancing engagement and knowledge retention.



Usability Test

Three participants were invited to conduct a usability testing of the prototype, assessing usability based on Jakob Nielsen's 10 usability heuristics. Each 30-minute session involved participants completing key tasks while identifying usability issues related to efficiency, clarity, and accessibility.

Task 1

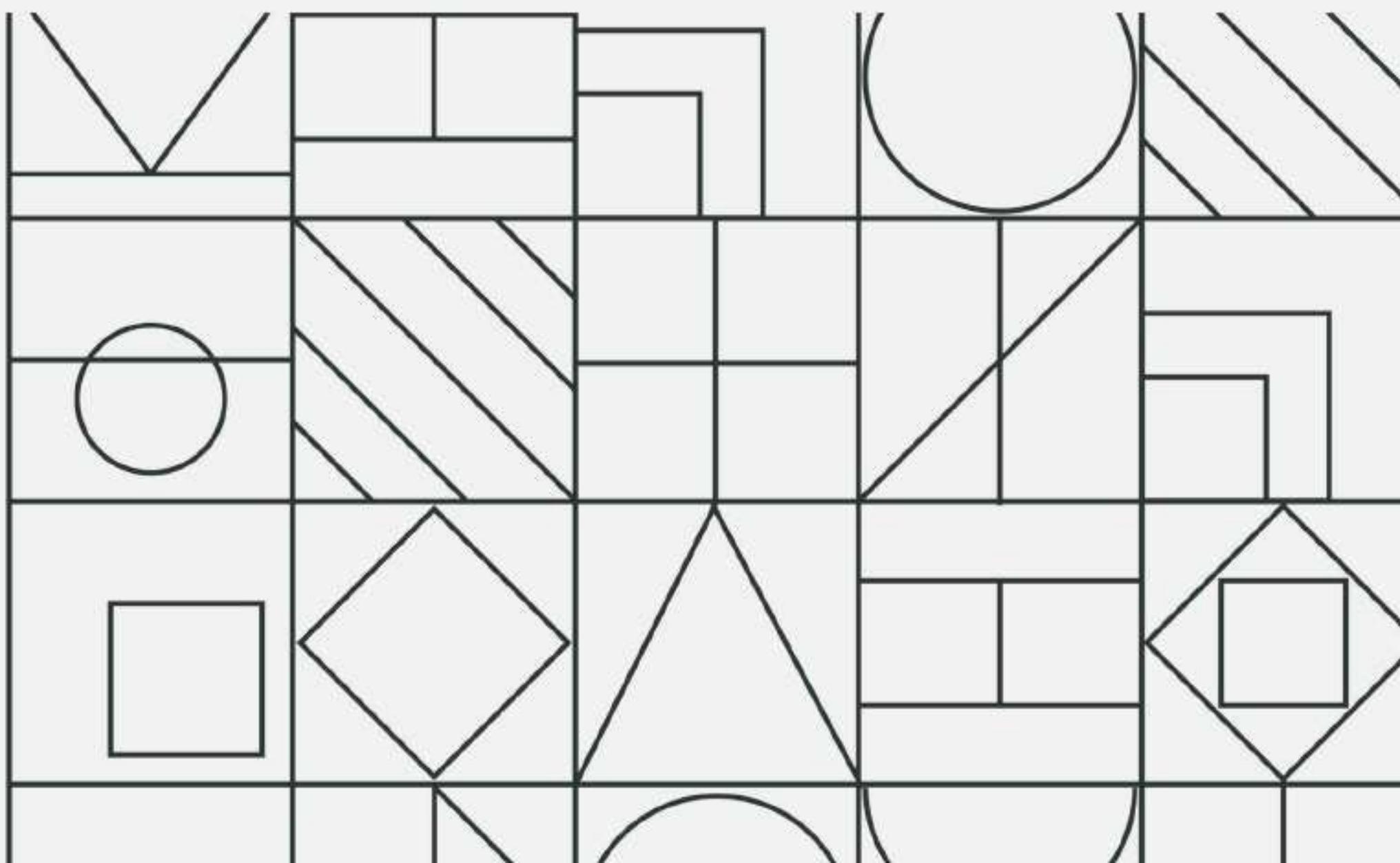
Find a photographer to book a photo shoot through chat.

Task 2

Browse posts and request tutoring from a photographer.

Improvements

The design improvement opportunities identified based on the usability testing findings.



Enhance Service Transparency Before Initiating Chat

“ I feel like it's a bit confusing to start a conversation with a photographer without first seeing their service details, as it jumps straight into the chat feature. ”

Implement a Request Review Step

“ I was expecting there would be a request review page for me to double check the request that I was going to send before I press the submit button ”

Expand Feedback Options for Mentors

“ I think it would be good to have an 'other' option for tutor when they commenting on their followers work, in case they have some personal opinion in addition ”

What do You think of this Photo from Jonathan ? ⓘ

Color
How do you think the color grading?

Layout
Is the object clear to see?

Main Themes
What do you think of the main themes?

cancel **Sent**

Before

Clearer Info, Faster Decisions

What do You think of this Photo from Jonathan ? ⓘ

Color
How do you think the color grading?

Layout
Is the object clear to see?

Overall Suggestions
How do you think the overall quality of the photo? Any improvement?

0/200

cancel **Sent**

After

Services

4.8

Individual Portrait Wedding Photography

Individual Portrait 3500 Kr

Includes:
9 retouched photos
100 original (unedited) photos

Does not include:
clothing and makeup

Wedding Portrait 5000 Kr

Includes:
22 retouched photos
200 original (unedited) photos

Does not include:
clothing and makeup

My Services

Individual Portrait Wedding Photography

6.2km ⭐ 4.8

Individual Portrait 3500 Kr

Includes:
9 retouched photos
100 original (unedited) photos

Does not include:
clothing and makeup

Wedding Portrait 5000 Kr

Includes:
22 retouched photos
200 original (unedited) photos

Does not include:
clothing and makeup

Eliminates redundancy by prioritizing critical information, boosting scannability and trust to drive faster conversions.

Before

After

A close-up photograph of a person's hand holding a camera. The camera's lens is illuminated with a vibrant red glow, creating a circular pattern of light and shadow. The background is dark and out of focus, making the glowing lens stand out.

Welcome to the world of



PHOTOPLANET

Project —— AI-Powered Smart Planner

AI-Powered Smart Planner

This project explores the design of an AI-empowered calendar and time management tool that understands users beyond simple scheduling.

Through voice input, users can naturally describe tasks, which the system helps deconstruct into subtasks using AI. The prototype introduces access to an AI assistant designed to support emotional well-being—enabling future possibilities like checking in with users, adjusting workloads based on mood, and making planning more compassionate.

This tool reimagines productivity with emotional intelligence, offering a glimpse into a more human-centered and adaptive planning experience.

My role

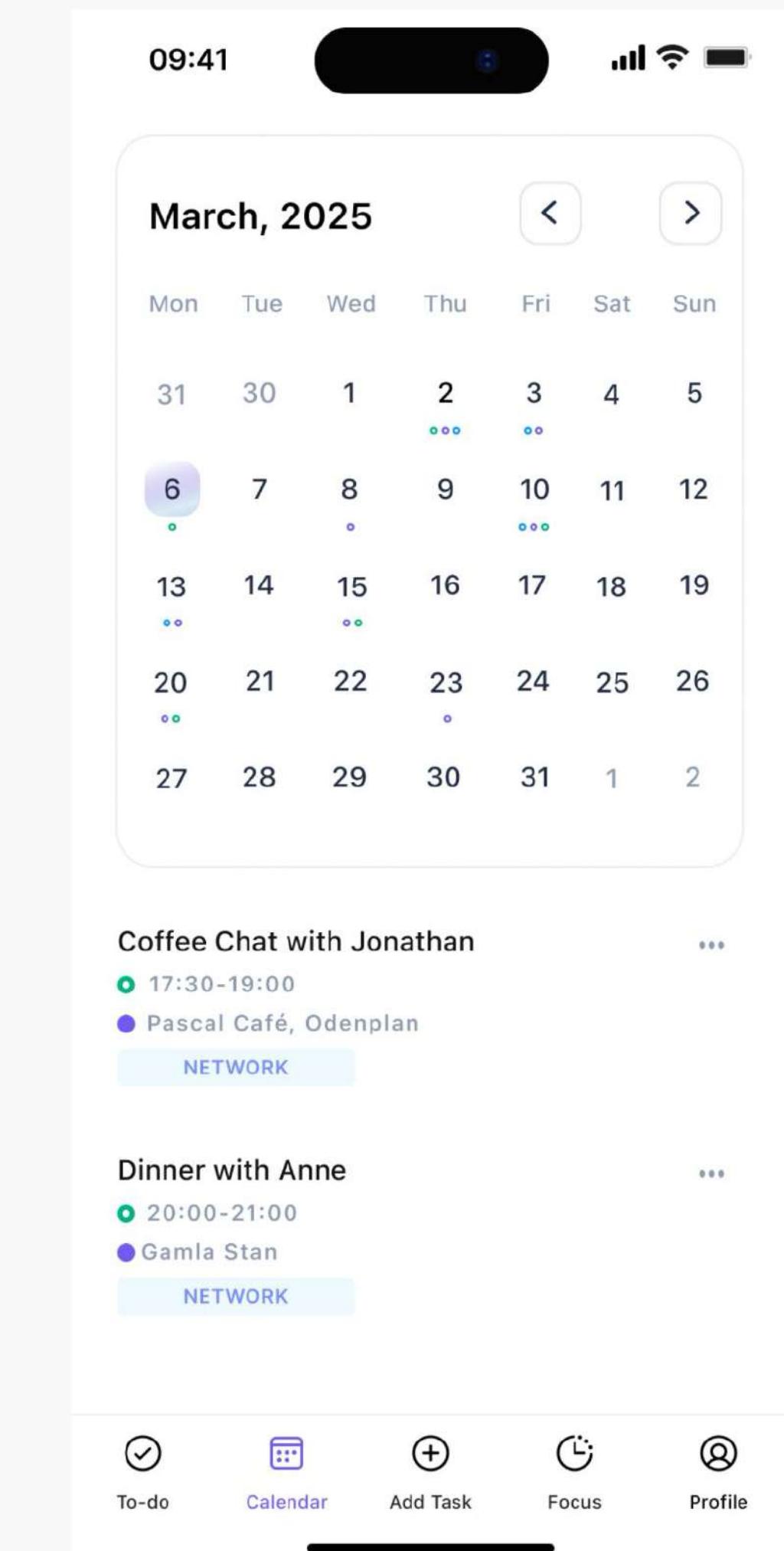
Individual Project
UX Designer

Duration

2025.01.05 - 2025.01.10

Keywords

User Research
Competitor Analysis
Persona & User Journey
Information Architecture
User flow
Wireframes
Hifi Prototypes
Design System



Good Morning!

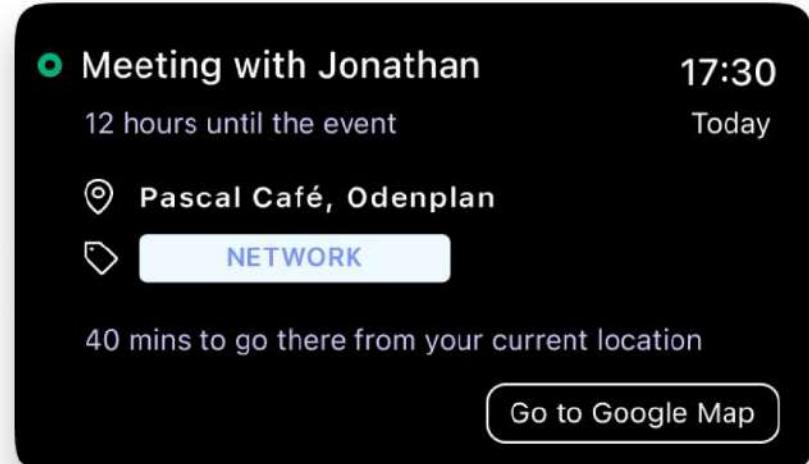
"I noticed you've been adding a lot of tasks recently. Is everything okay? Would you like me to help break them down into smaller steps for you?"

catch with Sisu



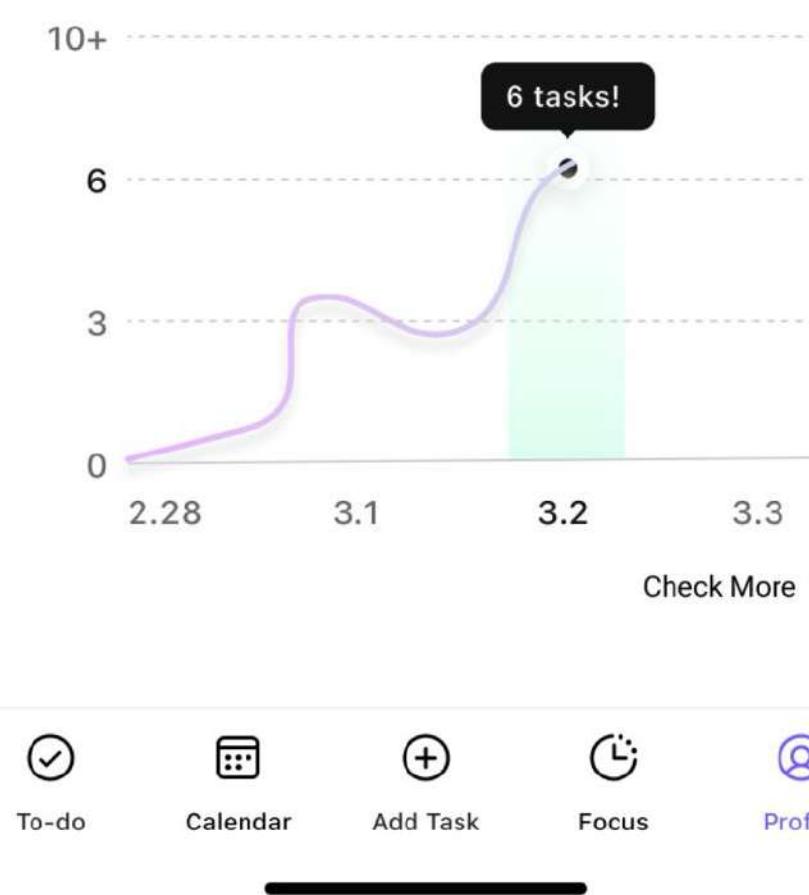
Reminder

Sisu will remind you in 24 hours



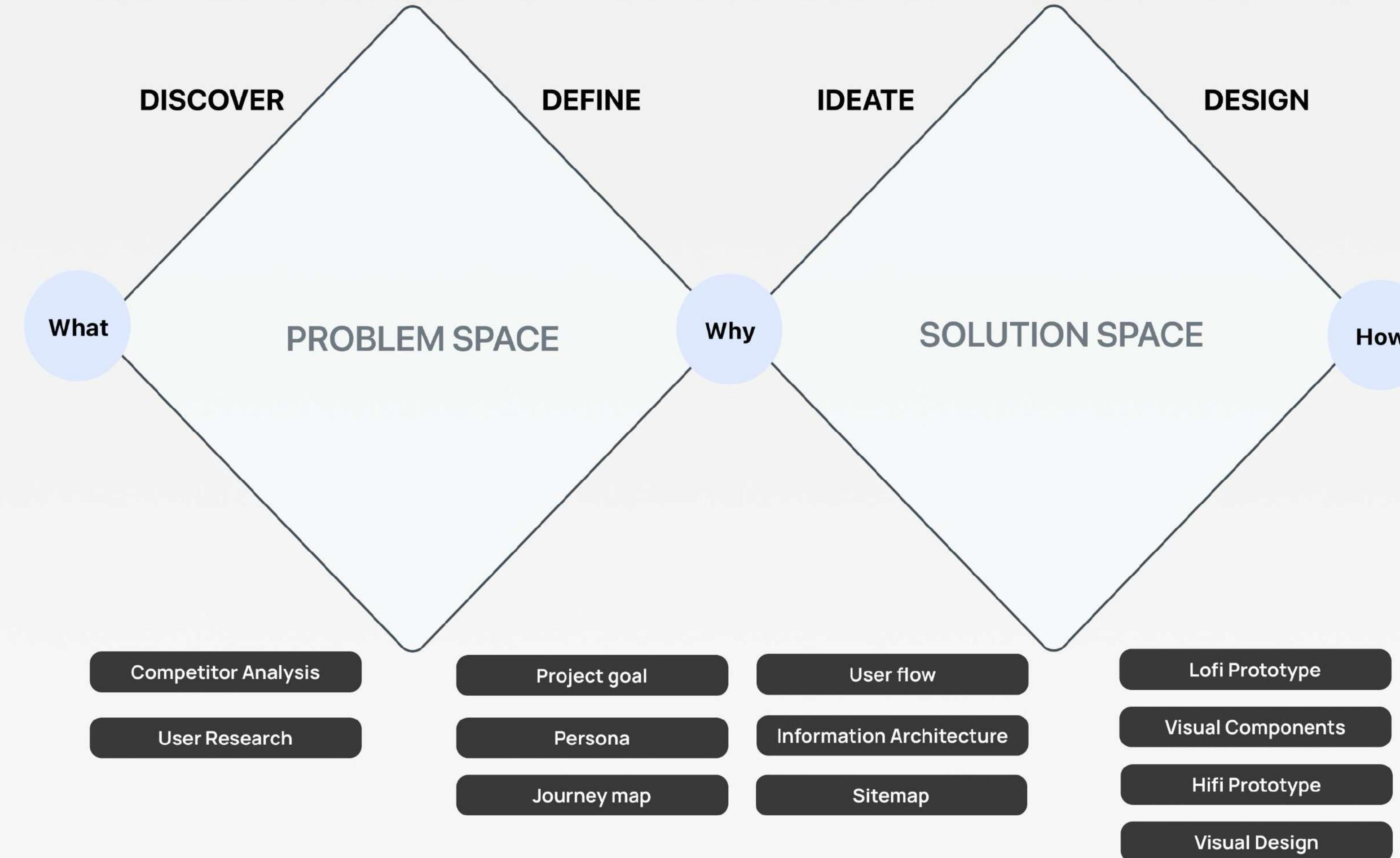
Statistics

Let's see how many task you have completed!



Design Process

Double-diamond process & Design thinking



Competitive Analysis

Understand the features of personal task assistants products, identify their strengths and weaknesses, and uncover design opportunities.

**Traditional Time Management Apps
(Manual Input, Limited AI features)**

Product	Core Features	Strength	Weaknesses
Microsoft ToDo	Task Lists, Reminder, Sync with Teams	Strong Intergration with MS Apps	Lacks AI-powered scheduling and automation, and sync feature is not easy to use
Google Calendar	Event Scheduling, Reminders	Seamless cross-device sync	Required manual entry for tasks
Apple Calendar	Basic Scheduling	Deep IOS and macOS integration	AI based task automation is limited

Product	Core Features	Strength	Weaknesses
Miley	AI Tasks scheduling via voice input	Time saving for user to input event	Only available on IOS, lack task management and reminder functions
Fabric	AI powered knowledge management system	Can analyze key information through pictures	Lack of task management and reminder functions
Focus On Today	Task Lists, Reminder, Sync with Teams	Helps improve deep focus	Lacks AI-driven task management
Tiimo	Task tracking, Habit Reminder, Focus	Great for ADHD-friendly workflow	Lack of statistic showing for overview

AI-Powered Time Assistants (Partial AI Capabilities)

Focus & Habit Apps (Pomodoro + Productivity)

User Research

User interviews (hallway conversations) with Two Participants.

Why

Through discussions, I gained insights into their **needs, frustrations, and expectations** when using time management tools. They expressed **frustration with manual event entry**, a desire for smarter AI assistance to **streamline scheduling**, and **expectations for more intuitive, adaptive reminders** that proactively fit into their workflow.

Next

Their feedback helped validate key design opportunities identified through competitive analysis and contributed to refining the user persona, allowing for a more in-depth understanding of user needs.

Problem Definition

Users want AI to minimize manual input

Most existing apps require users to enter all details themselves.

No competitor fully integrates multimodal AI input

Existing AI assistants don't extract event details from emails, screenshots, or voice notes.

Limited options and flexibility in AI-powered features

A few apps offer sub-task analysis feature as main AI feature. However, it is still lacks of flexibility for further editing.

Voice & Chat-Based Scheduling

Users can create events by simply speaking or typing a natural sentence.

AI-Powered Task Breakdown

AI automatically breaks down complex tasks into steps.

Multimodal AI Input

Users can import meetings from emails, screenshots, and links, to reduce effort.

Adaptive Smart Reminders

AI adjusts notifications based on urgency and user preferences.

Understand How Current AI features can solve Users Need

Persona



Anna

✨ Demographics

Age: 31

Education: MSc in Computer Science

Occupation:
Project Manager at a Tech Company

Applications use most:
Teams, Outlook, Apple Calendar,
Google Map

🙏 Needs

Seamlessly schedule and manage meetings without manually entering details.

Break down big projects into actionable tasks, and need personal advise on task management.

Reduce context-switching between apps like email, calendar, google map, and Teams chat.

Get early reminders effectively, at least before 1 day and 30mins before the event.

😢 Painpoints

Feels overwhelmed by the number of tasks to manage daily.

Often forgets deadlines due to unstructured planning.

Finds manual input frustrating when adding events to different apps.

Sometimes missed notification and struggles to prioritize tasks effectively.

User Journey Map

Understanding user needs at every touchpoint to identify pain points and design opportunities.

Stage	Discovery	Task Creation	Event Confirmation	Reminder & Preparation	Go to Meeting
Goal	Find a quick way to schedule an task	Input task details	Confirm the details and set a reminder	Receive a reminder and prepare for the event	Go to the event meeting
Think	"I don't want to manually enter event details."	"I need to include all the key information and relates tasks with it."	"Let me review if everything is correct and set a reminder."	"Great, I got a notification on my phone. I should start prepare."	"I forgot where the address is, maybe I can find on the calendar this time."
Behavior	Searching for the scheduling tool on the interface.	Press the task adding feature, manually add the meeting details, which includes: title, date and time, notes, and paste the Google map link.	Checking all the details and confirming.	Receiving an notification include task name, and the scheduled time.	Check meeting details before and on the way to the place booked.
Point of Contact	Navigation bar.	Manually add it, or sync event from Gmail or Team tasks that assigned personally.	Do small adjustment before confirming.	Push notification, email reminder, task management app alert.	Received early notification before the event.
Degree of Pain	Easily find a add button on navigation bar.	Feeling overwhelmed by manually entering all the details and constantly copying and pasting between apps.	It is needed to double-check if the information entered is correct.	Might miss the notification if it's too subtle or received at an inconvenient time.	Missed it or couldn't find the address among messages, as it was not added in the calendar.
Emotion					
Opportunity	Provide clear onboarding with easy-to-use navigation structure.	Provide a smooth, no-typing-required event scheduling experience.	Include only essential information to reduce overload, making it easier for users to review AI-generated inputs.	Offer multiple reminder options (pop out, email), and enable customization reminder time.	Design clear information hierarchy, sync info with builtin functions, and highlight important details on the preview card.

Design Objectives

Define the app's core functionality, user experience principles, and visual style.

Minimize Manual Input with AI Automation

Enable voice and chat-based scheduling
Use AI to extract details from emails, screenshots, and web links for seamless event creation.

Enhance Smart Task Breakdown & Prioritization

AI should automatically decompose complex tasks into actionable steps.
Provide adaptive task prioritization based on urgency, deadlines, and workload.

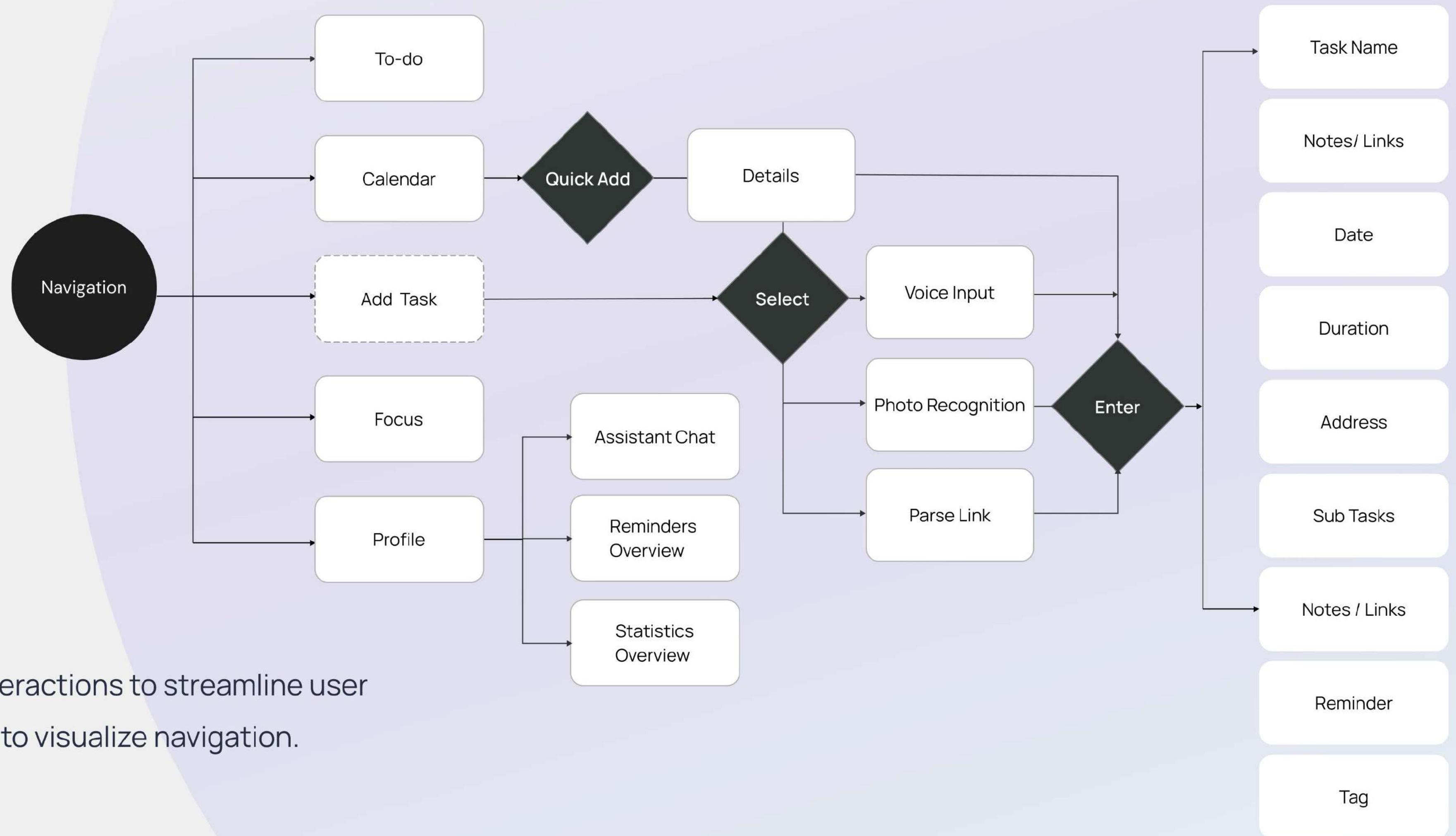
Improve Reminder Visibility & Cross-Platform Integration

Ensure reminders are prominent and customizable, reducing the risk of missed events.
Support integration with Apple Calendar, Microsoft Outlook, and other productivity tools.

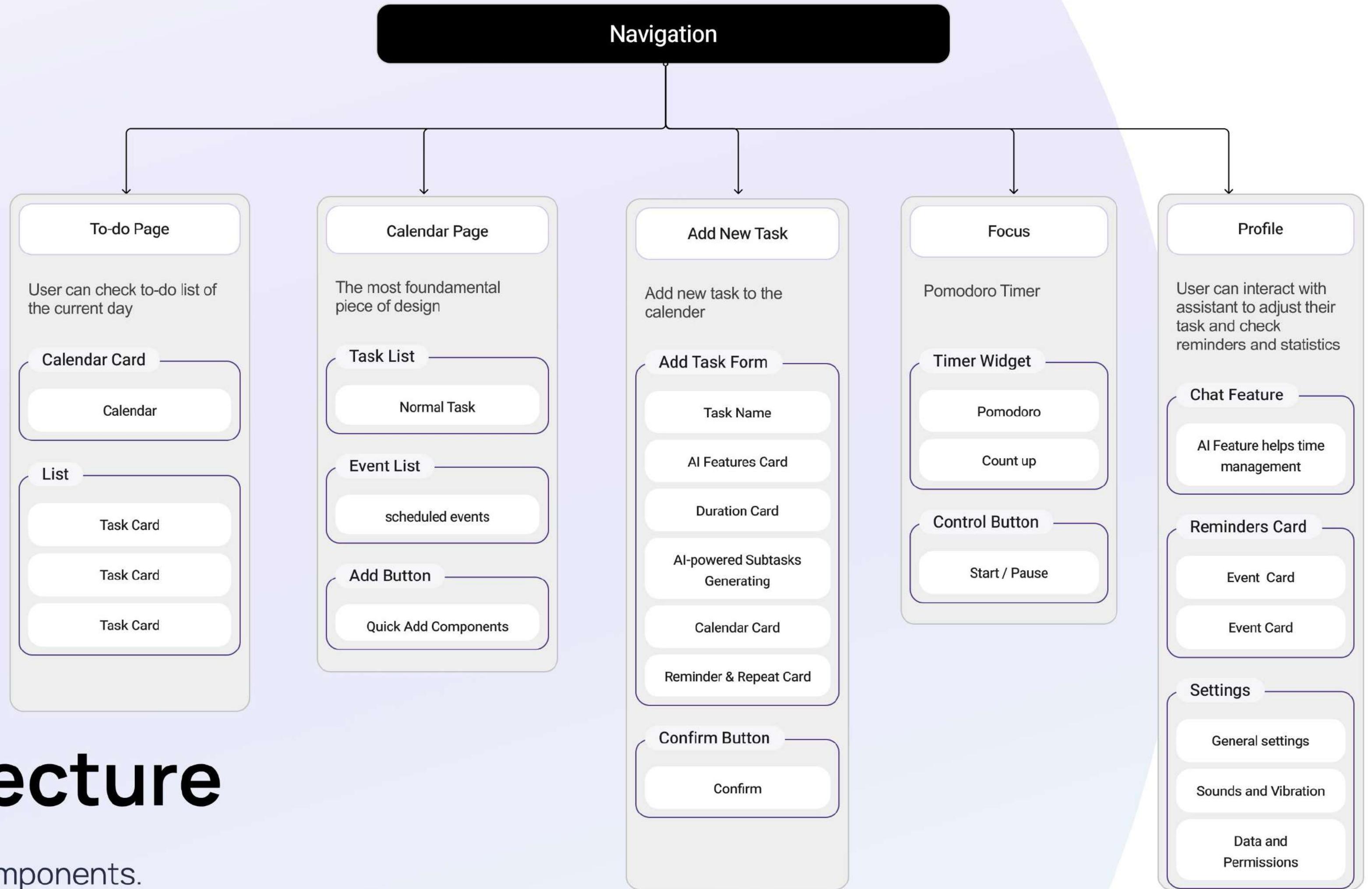
Create a Seamless & Intuitive User Experience

Present only essential information to reduce cognitive load.
Apply a minimalist design with a clear hierarchy to enhance readability and user navigation.

User flow



Mapping key interactions to streamline user experience and to visualize navigation.

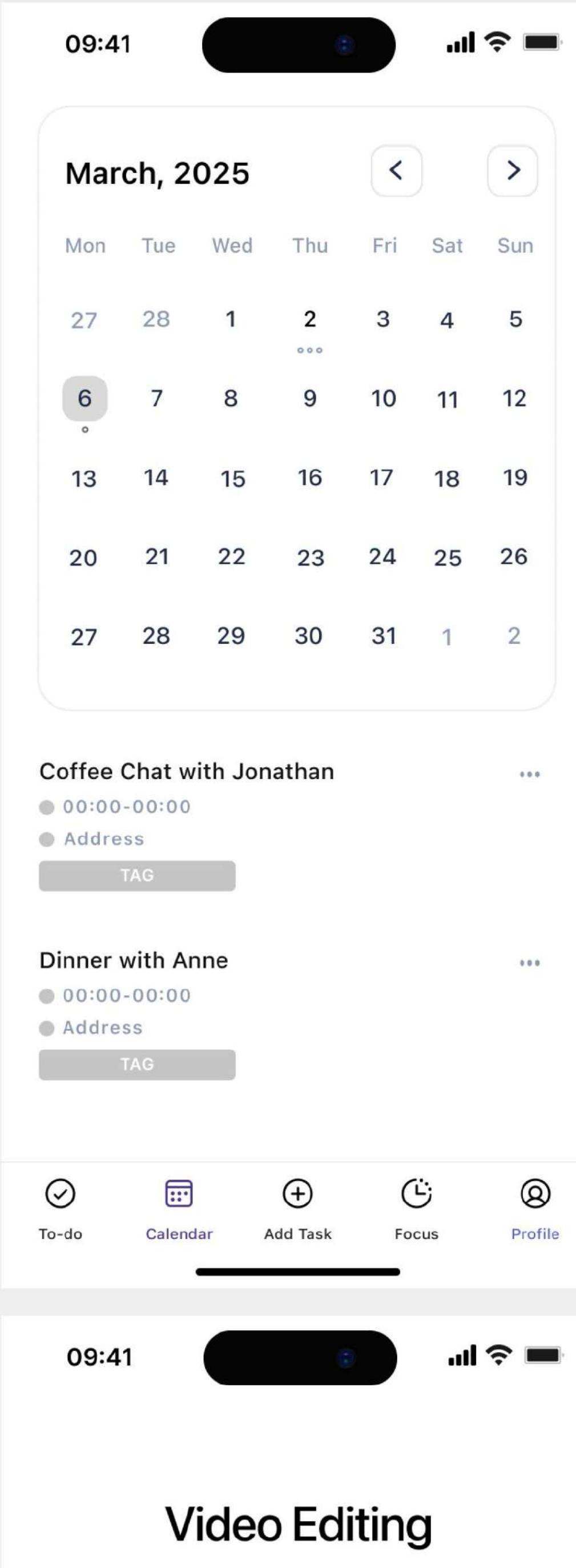
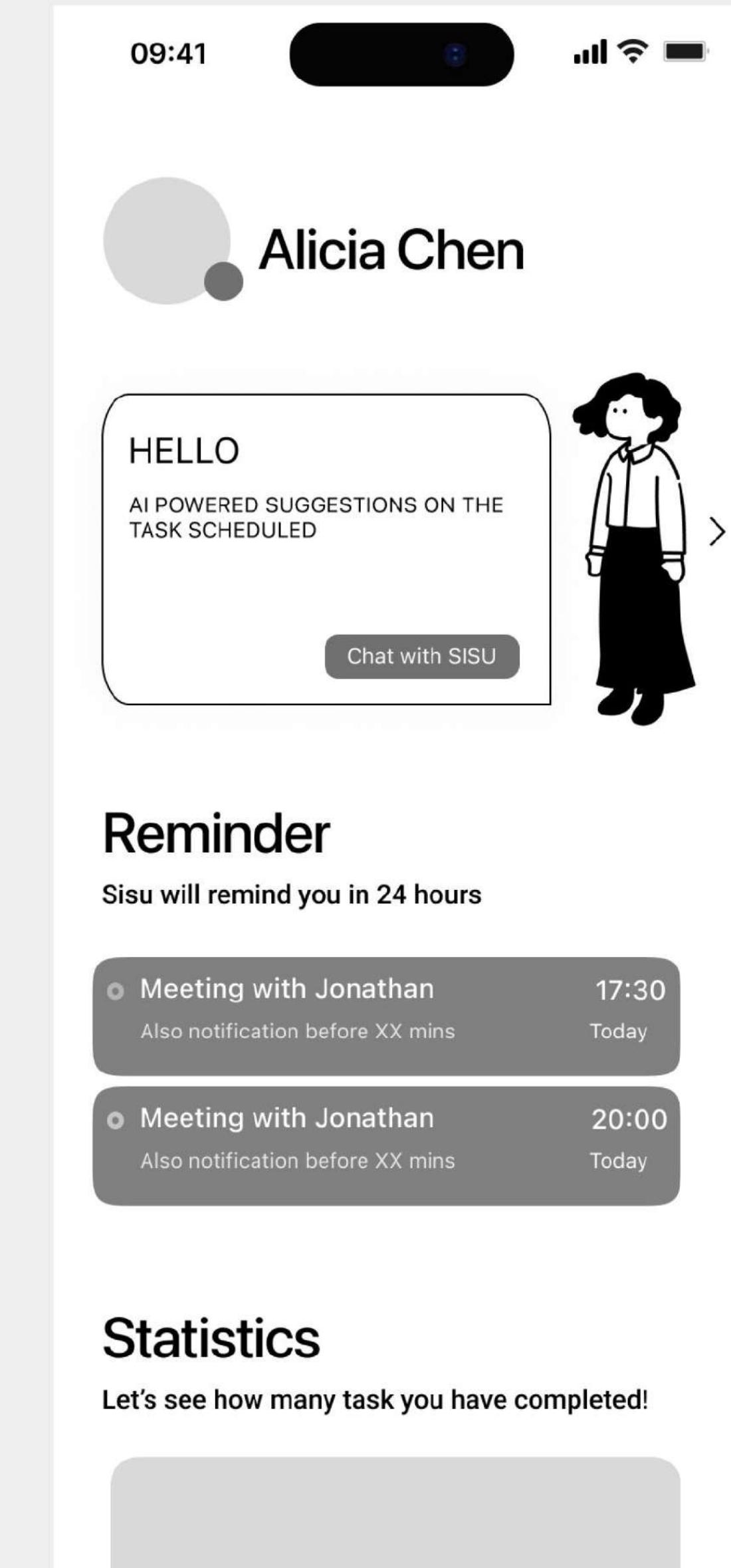
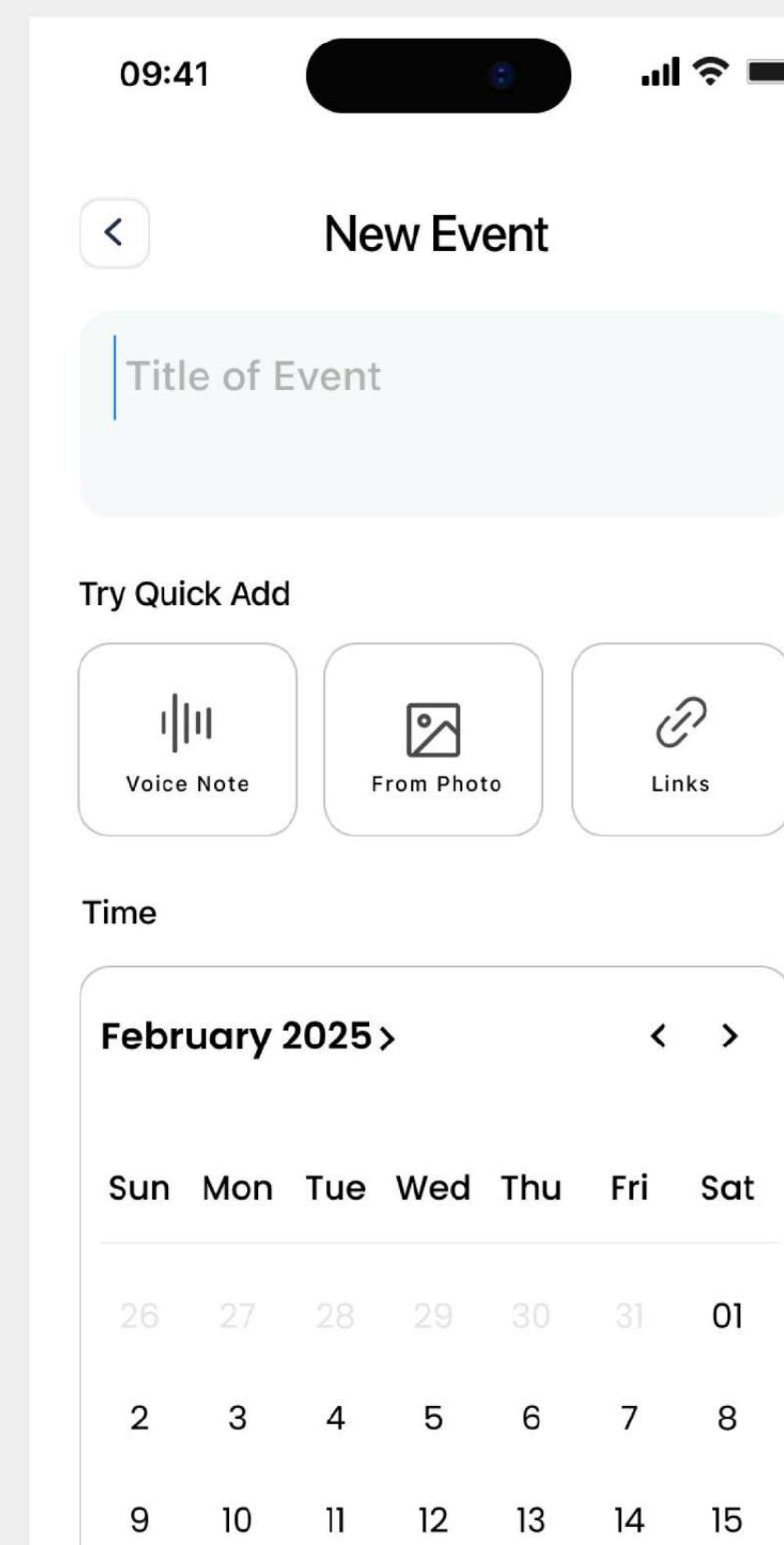
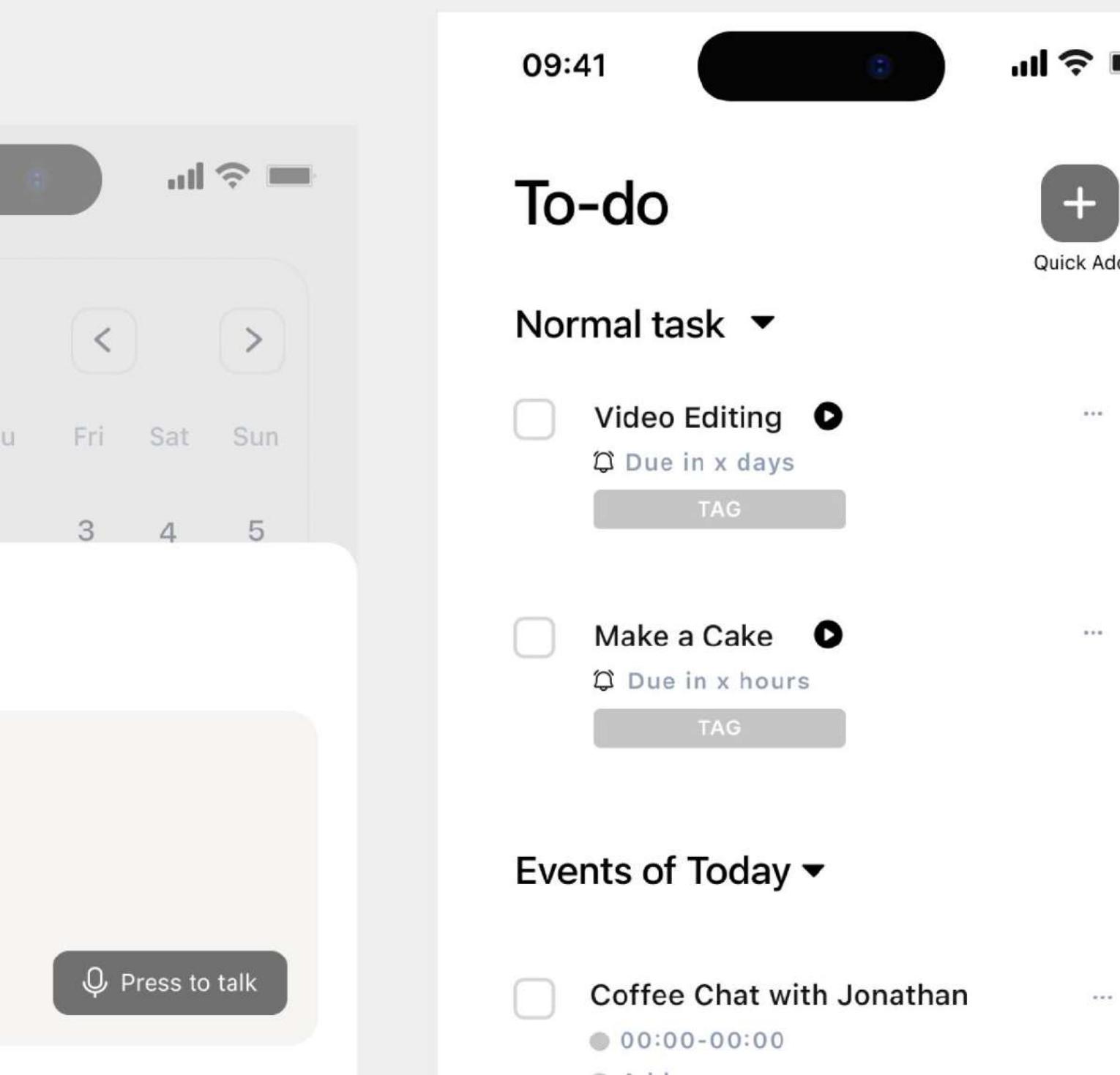


Information Architecture

Visualize the UI composition and the usage of components.

Lofi Prototype

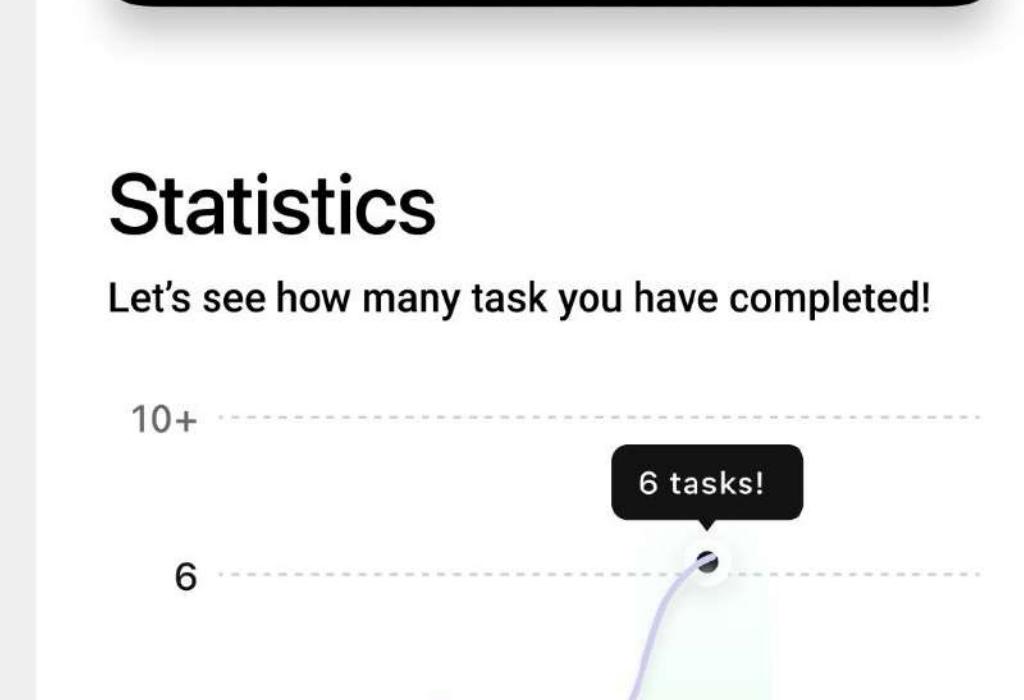
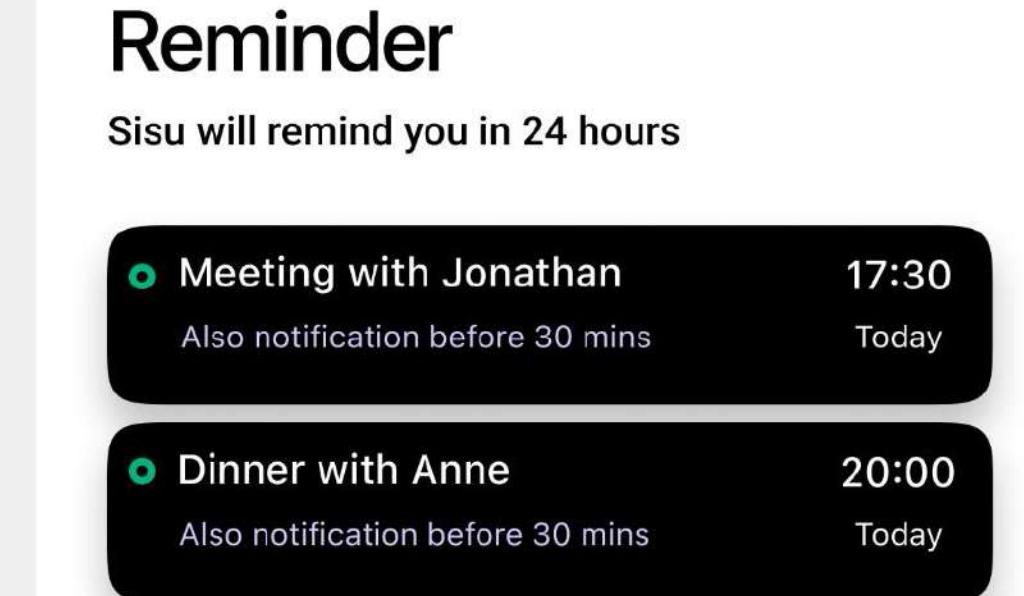
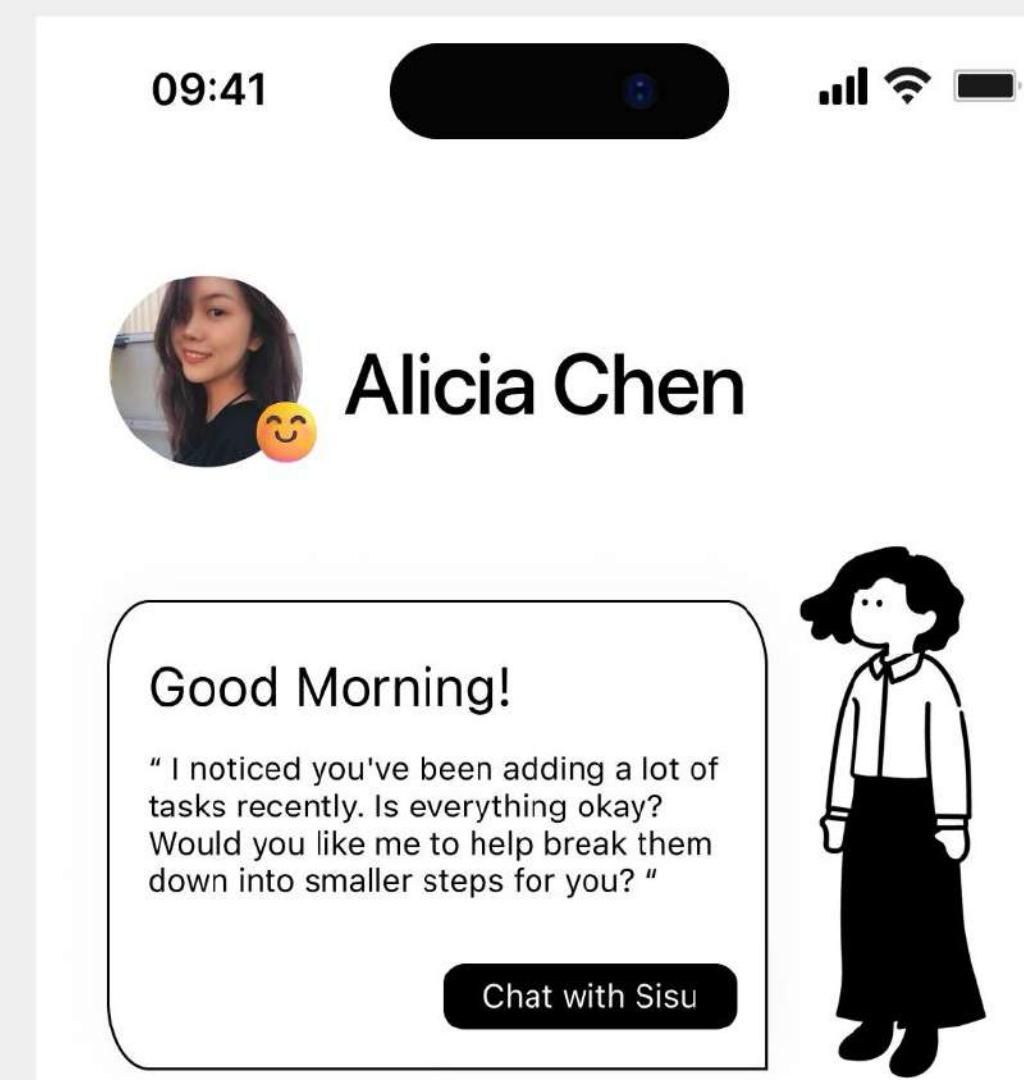
Visualize the UI composition and the usage of components.



HiFi Prototype

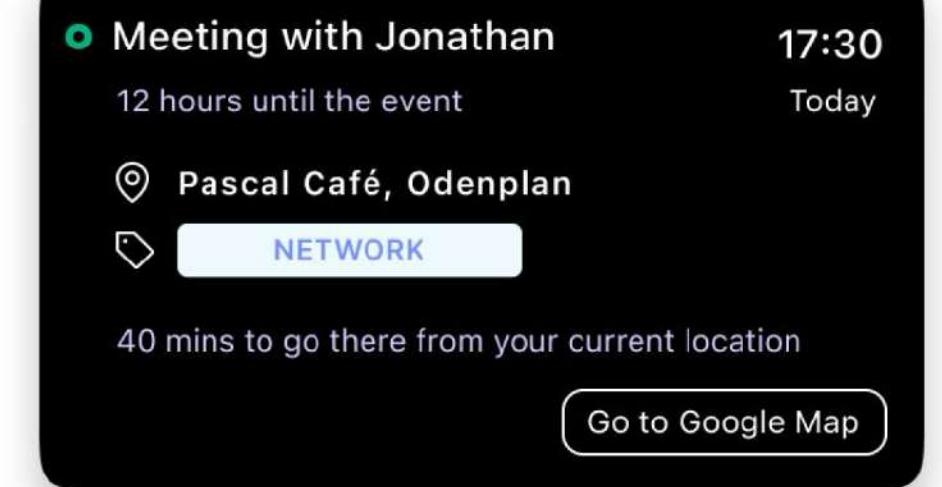
Personal Scheduling Assistant

AI-powered Calendar and Task Manager



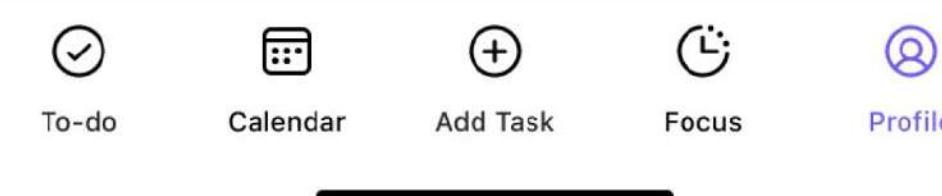
Reminder

Sisu will remind you in 24 hours

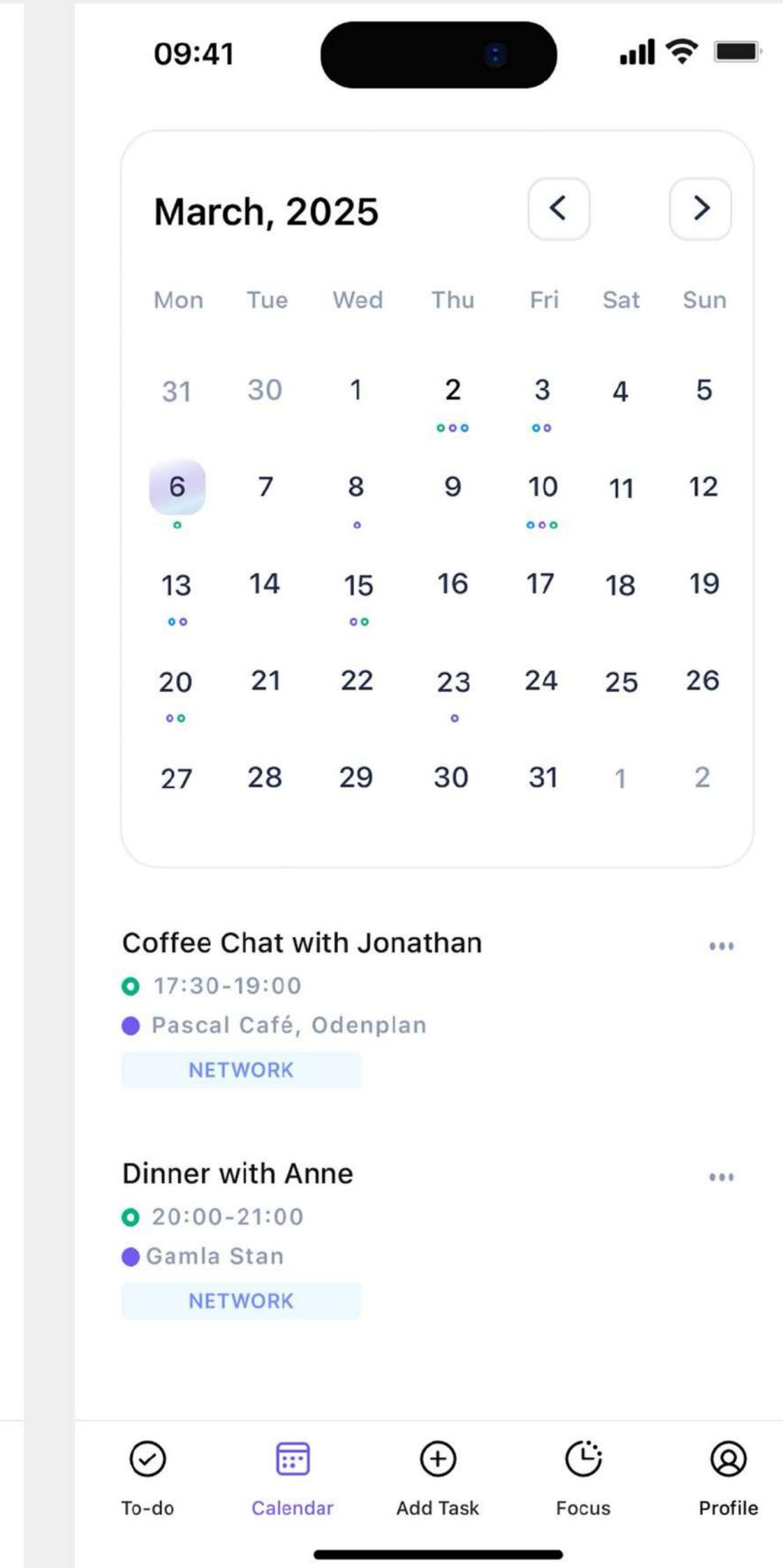
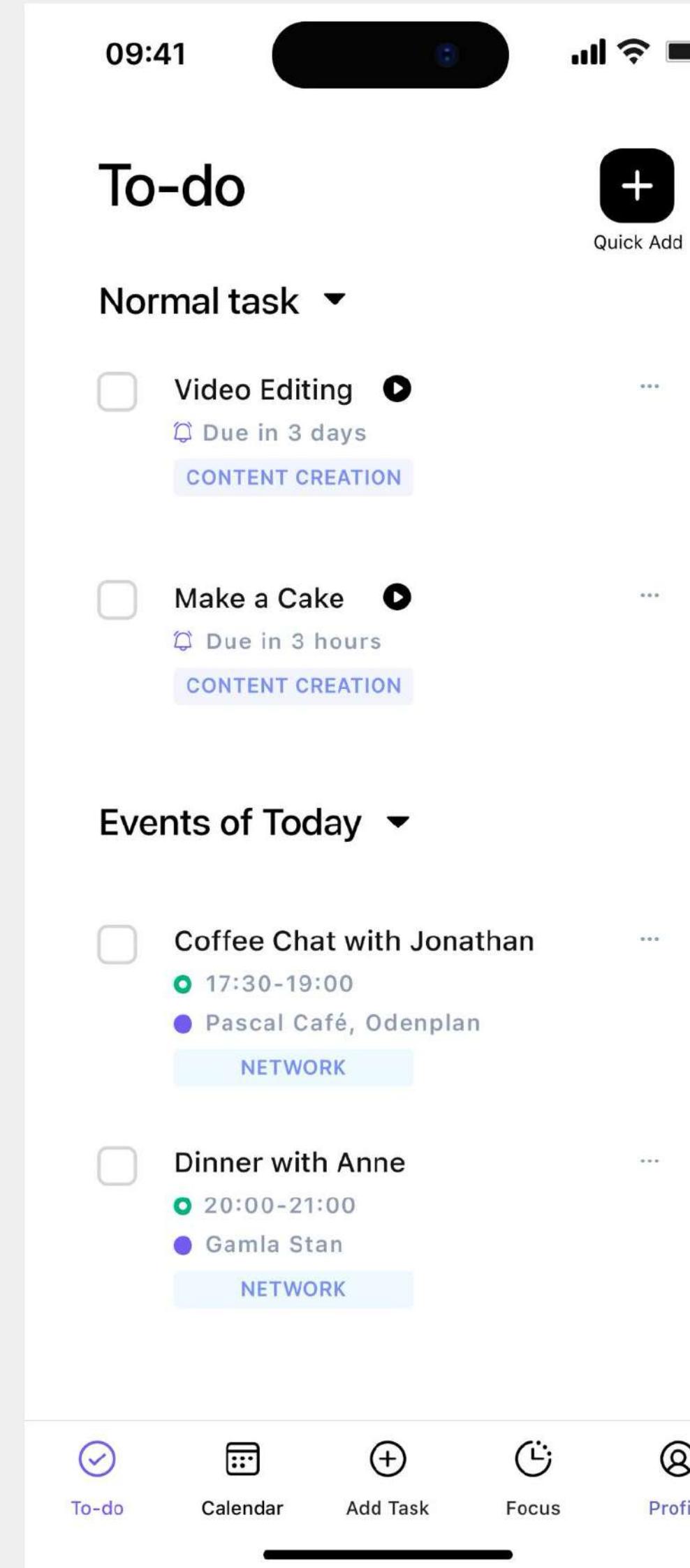


Statistics

Let's see how many task you have completed!



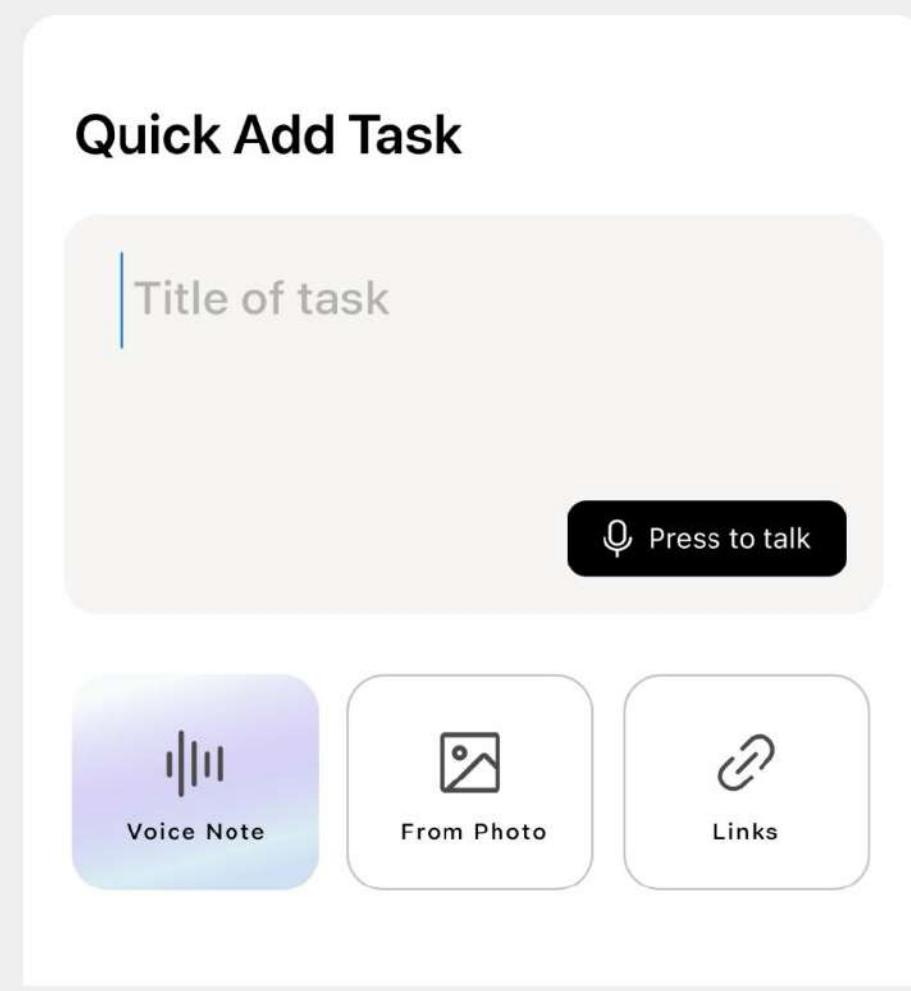
Quick Add Task
Fast access of task input feature
helps users to fast add new task



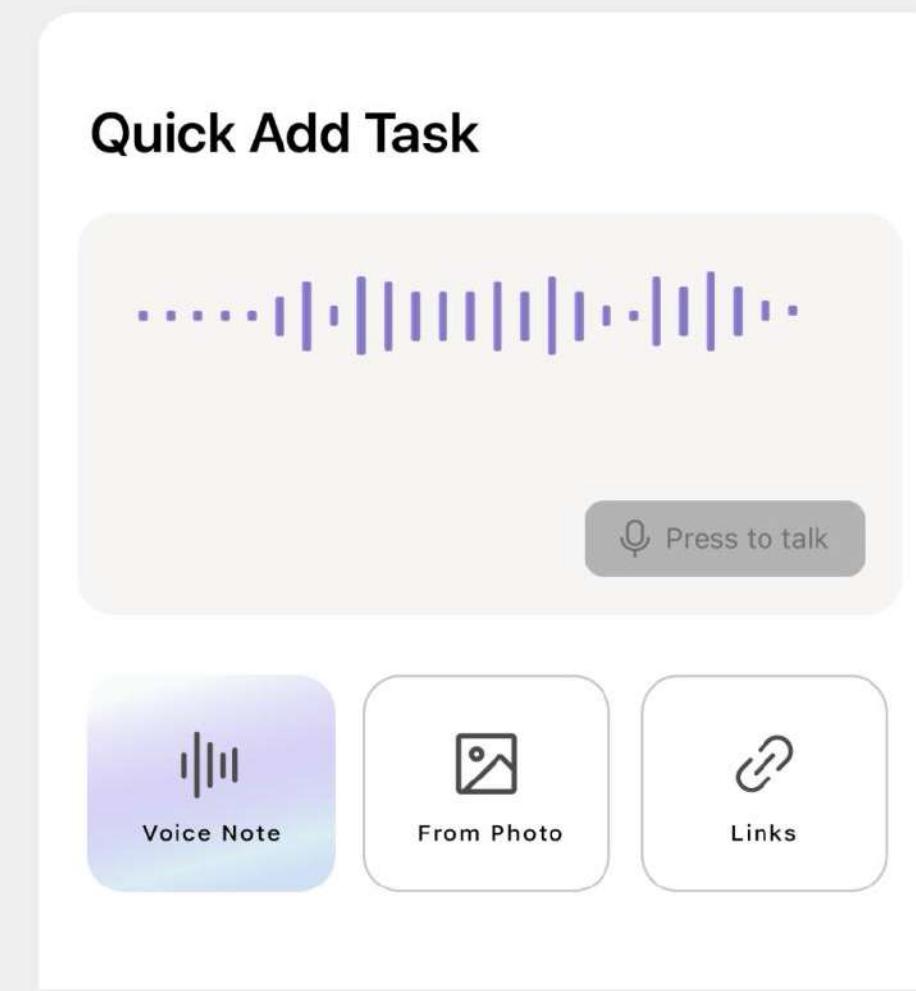
Clear Information Hierarchy
Only display key information
to minimize cognitive load and
enhance user efficiency

Quick Add Task

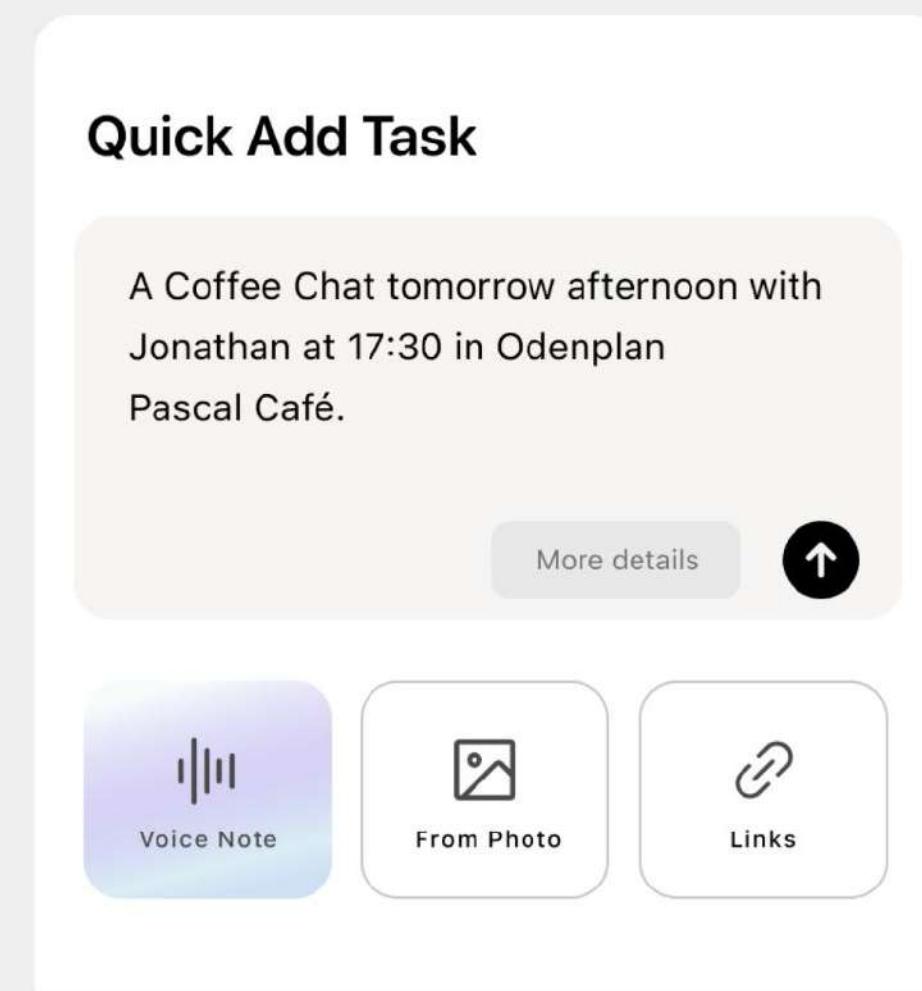
Enables voice, graphics, and links to auto-fill the calendar while synchronizing with other platforms.



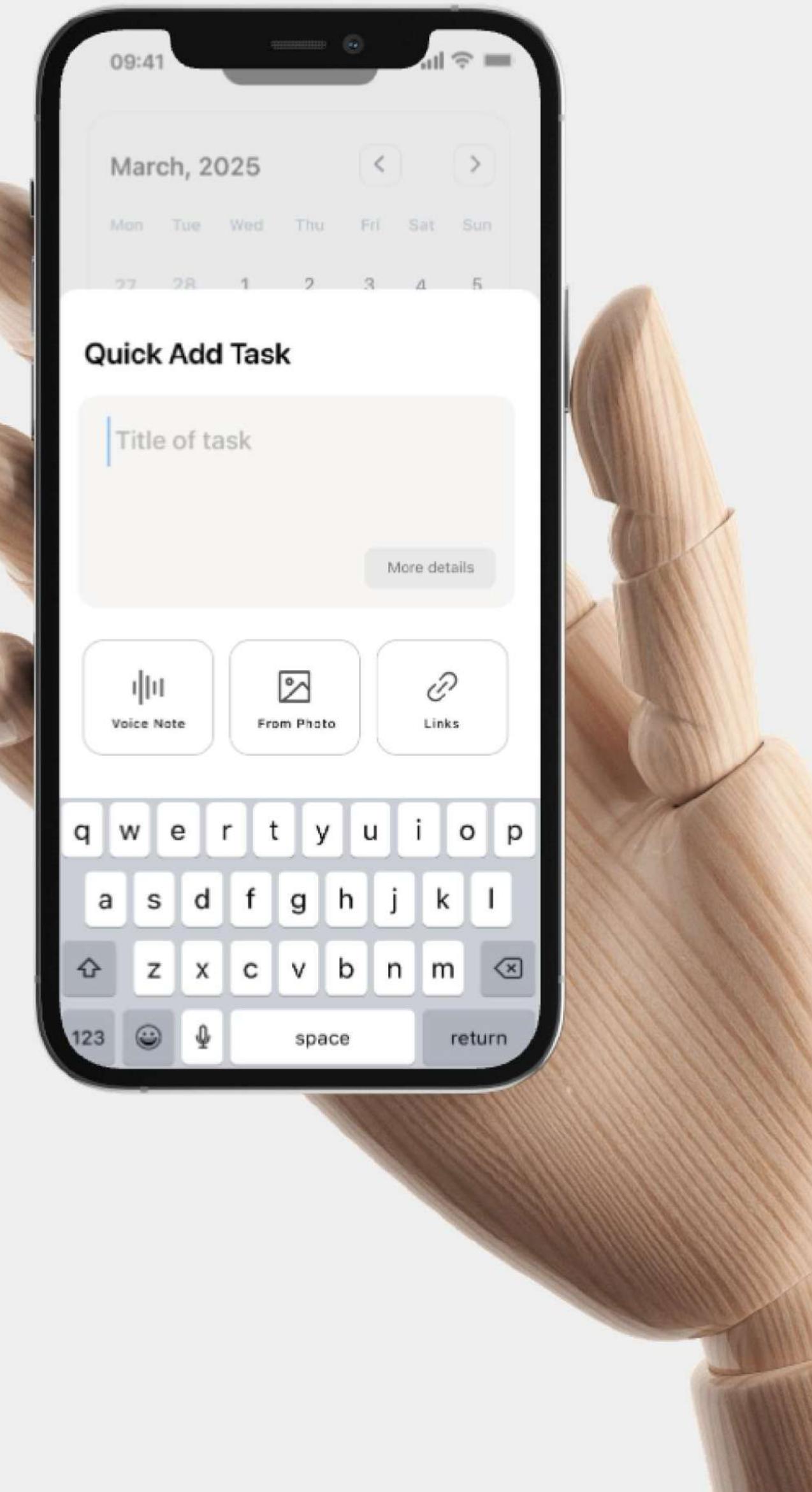
Press to speak
Flexible control



Volume Visualization
Sense of Interaction



Details Adding Available
Adding flexibility in Task-to-Event Customization



Personalized Task Management

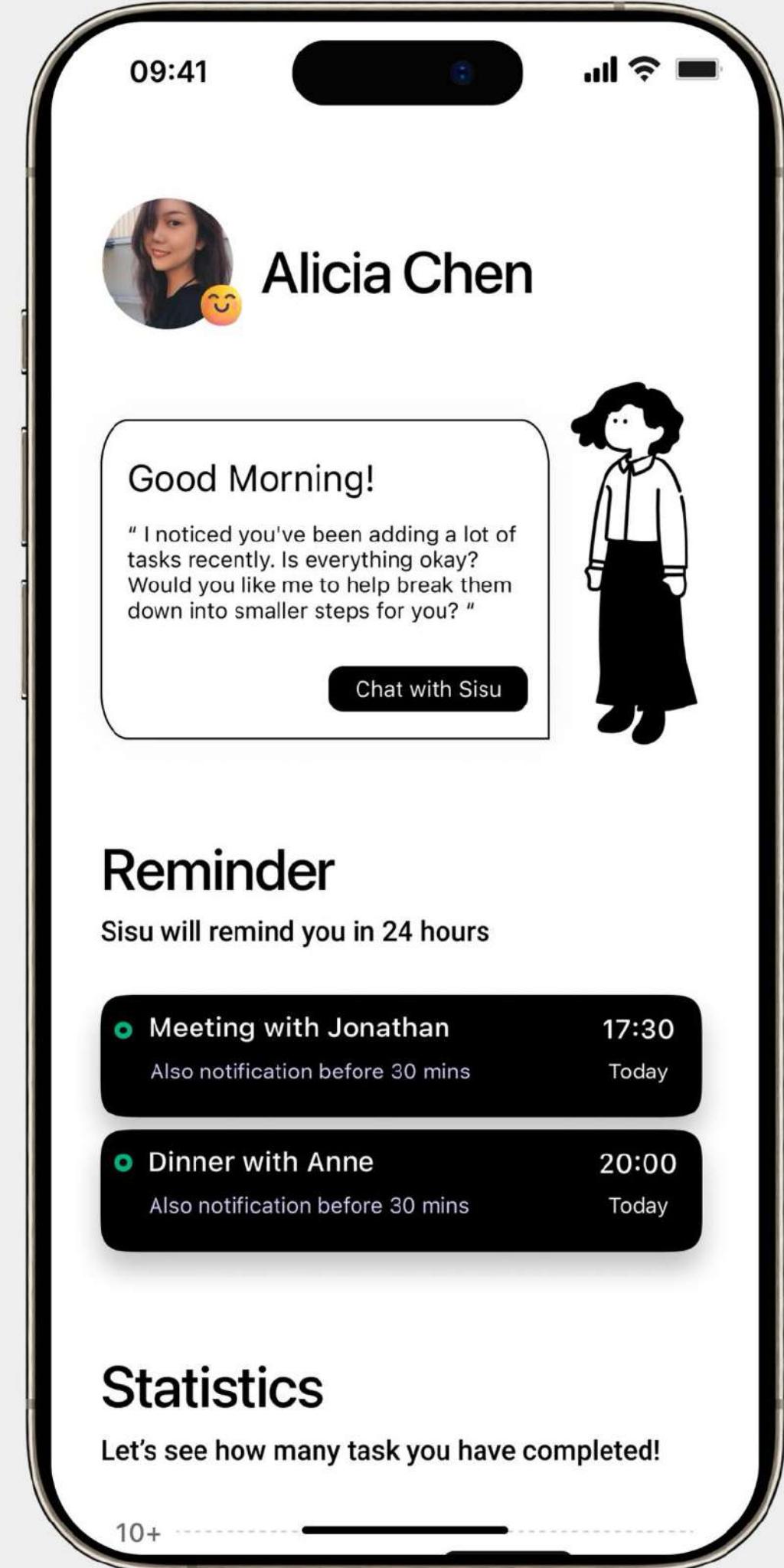
The assistant Sisu can proactively notice patterns in the user's task input and analyzes their workload

Contextual AI Assistance

The assistant detects task overload, breaks tasks into steps, and offers personalized suggestions via chat for better understanding

Smart Synchronization

Sync with Local calendar and connect with Maps via a floating reminder can reduce switching between app



Good Morning!

" I noticed you've been adding a lot of tasks recently. Is everything okay? Would you like me to help break them down into smaller steps for you? "

catch with Sisu



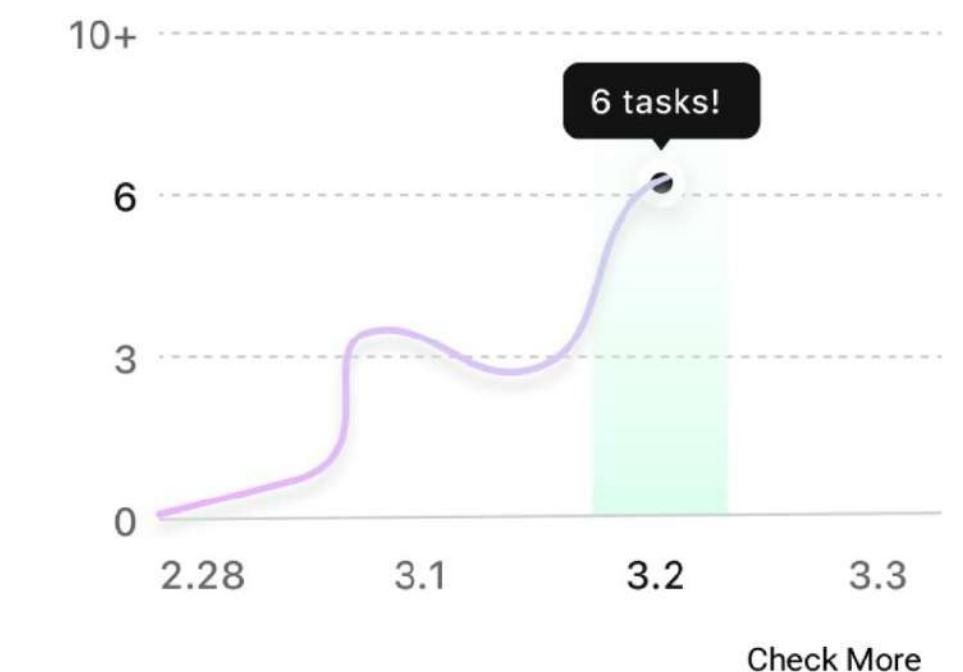
Reminder

Sisu will remind you in 24 hours

- Meeting with Jonathan 17:30 Today
12 hours until the event
- Pascal Café, Odenplan NETWORK 40 mins to go there from your current location
Go to Google Map

Statistics

Let's see how many task you have completed!



To-do



Calendar



Add Task



Focus



Profile

09:41

New Event

Title of Event

Try Quick Add

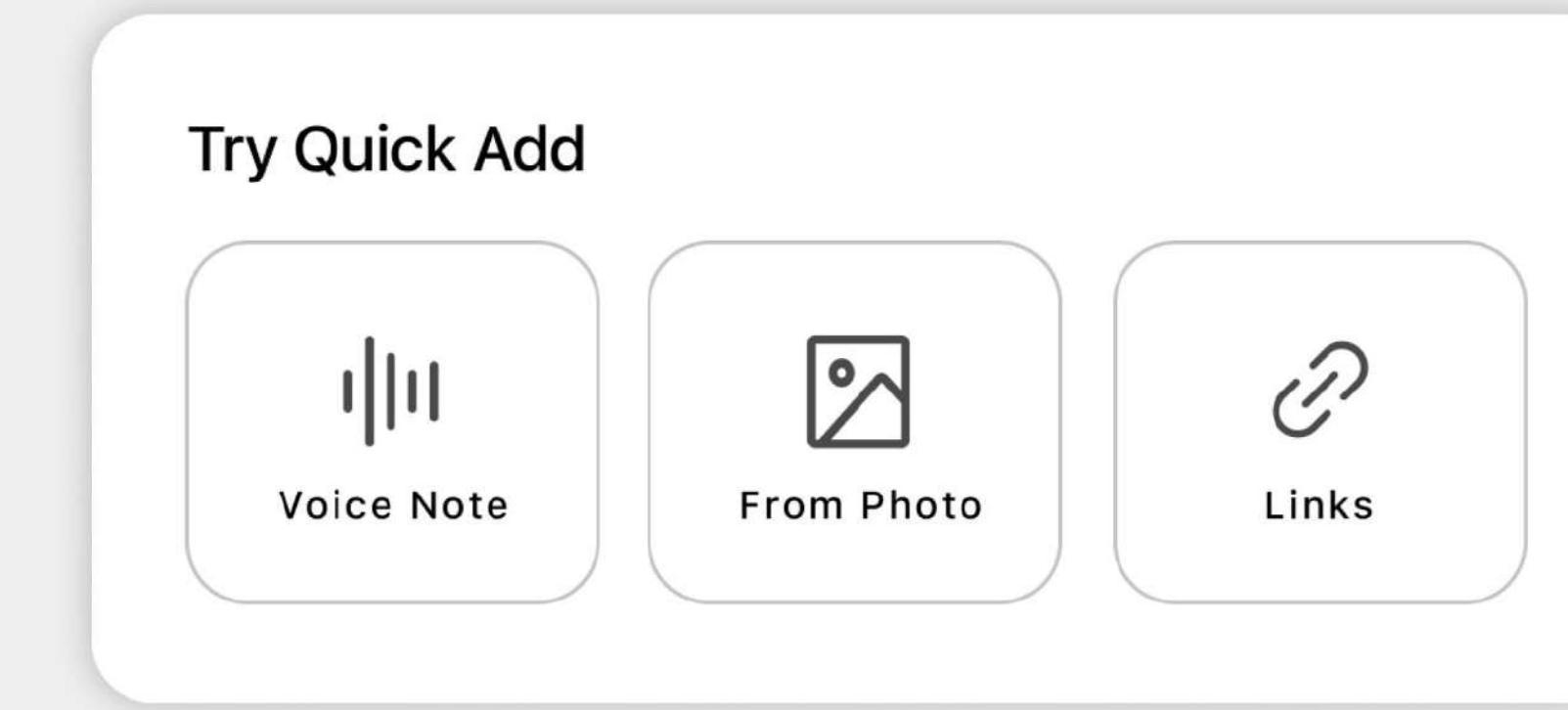
Voice Note From Photo Links

Time

February 2025 < >

Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	31	01
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
31	1	2	3	4	5	6

Duration



Effortless Event Creation

Clean Card-Based UI enables Intuitive interface designed for speed and flexibility

Duration

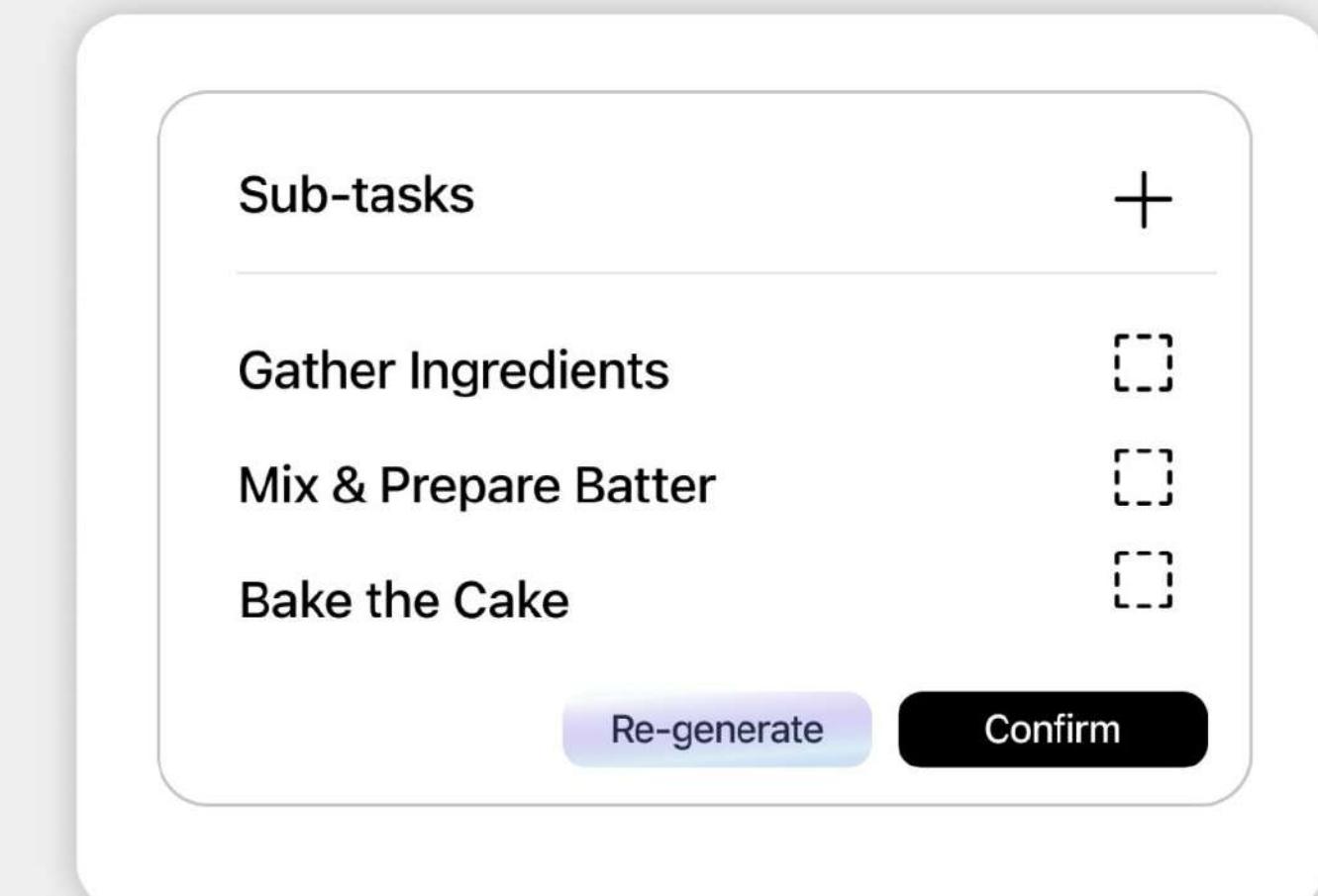
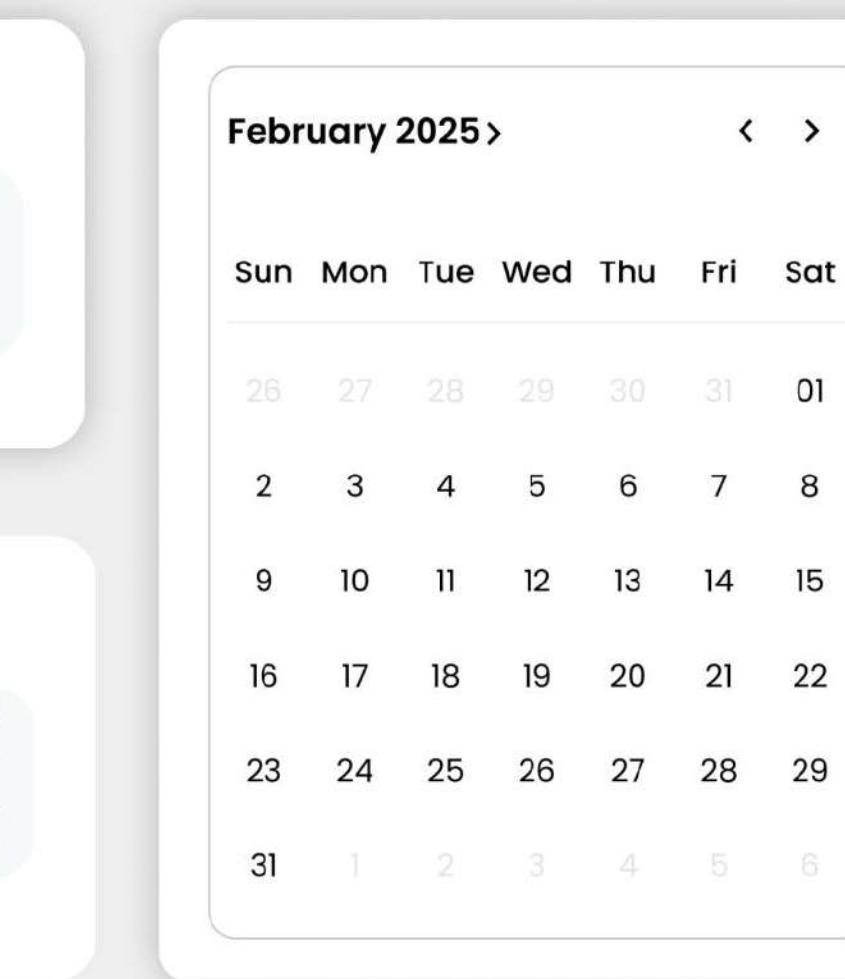
Start 14:00

End 17:00

Notification

Reminder Choose

Repeat Choose

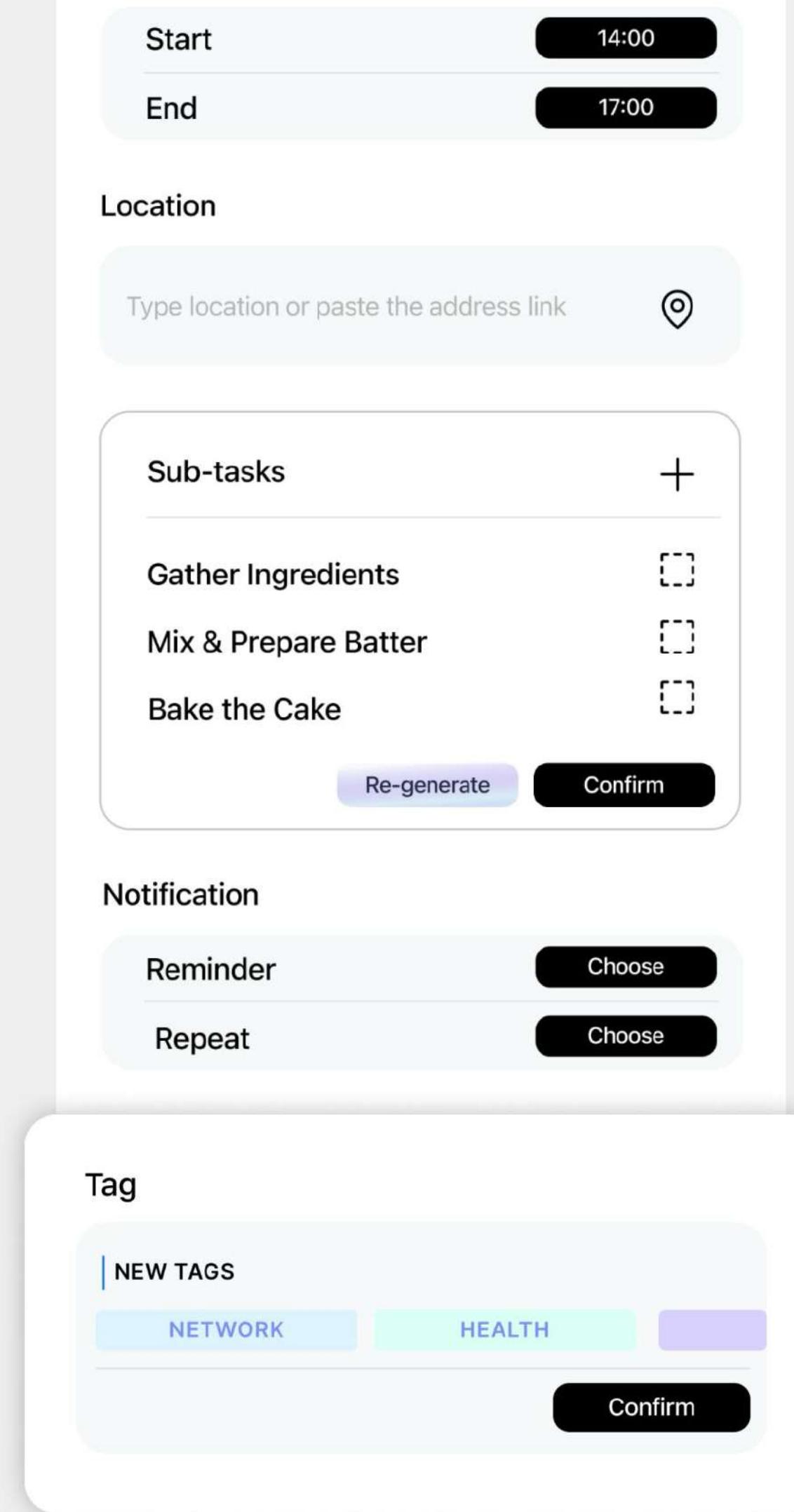


AI-Powered Task Breakdown
Helping Users Analyze and Prioritize
Subtasks Effectively

Location

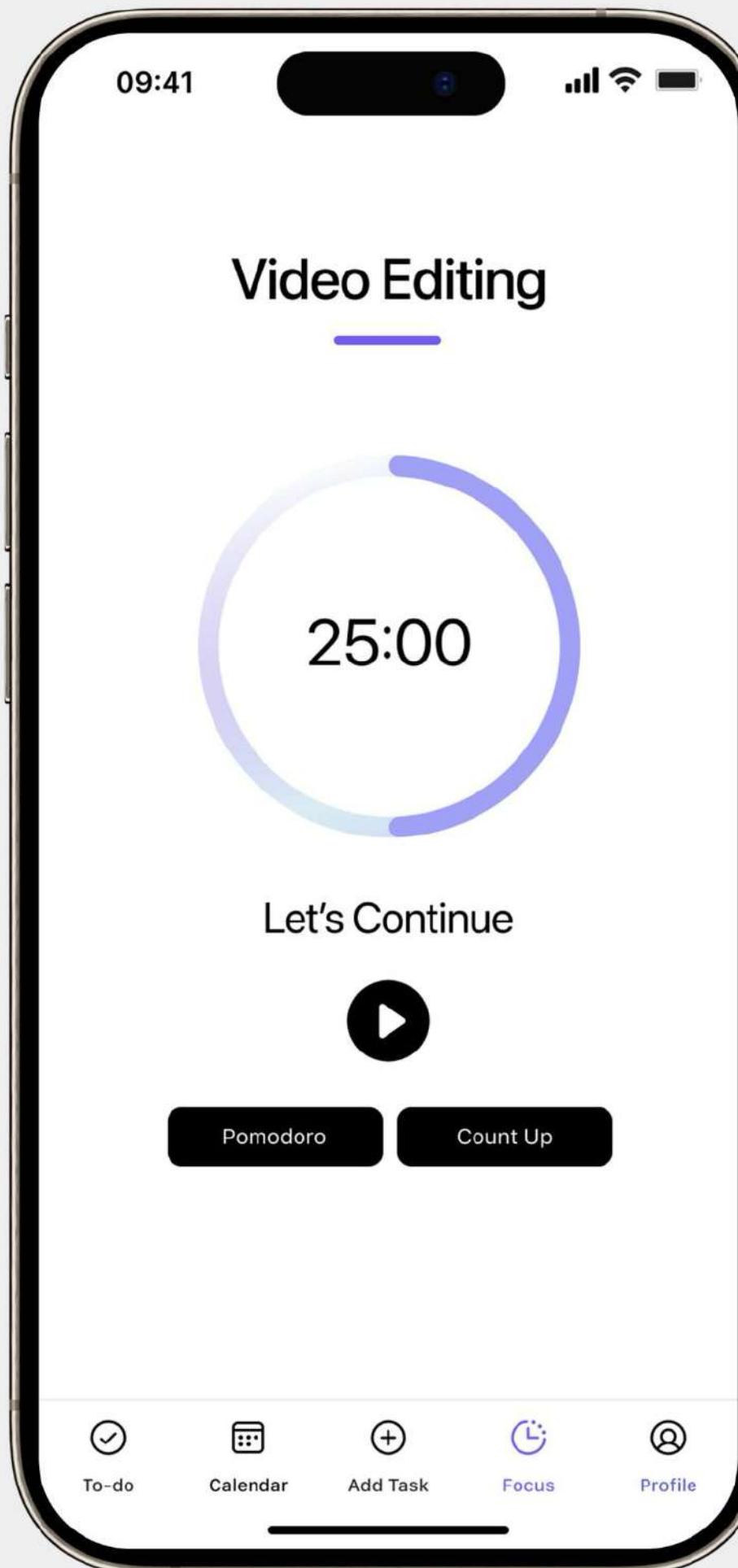
Type location or paste the address link

User-Friendly Selection
Enables a logical, user-friendly date-duration sequence experience



AI-Powered Tag Recommendation

Smart and intuitive tag suggestions for better organization and efficiency



Boosts Productivity & Focus

The timer enables Pomodoro and count-up functions, enhancing user experience by boosting efficiency, engagement, and task management

All Pages

Main pages accessed by the Bottom Navigation Bar.

The image displays a grid of 12 screenshots from a mobile productivity application, arranged in a 4x3 grid. Each screenshot shows a different page of the app, demonstrating its various features:

- To-do**: Shows a list of tasks like "Video Editing" and "Make a Cake".
- Calendar**: Displays a monthly calendar for March 2025.
- Pomodoro**: Shows a timer set for 25:00.
- Sisu AI**: An AI character named Alicia Chen provides a morning greeting and asks for help with task breakdown.
- Statistics**: A line graph showing completed tasks over time.
- Quick Add Task**: A simplified interface for adding tasks.
- Event Creation**: A detailed screen for creating events, including fields for title, date, time, location, duration, and sub-tasks.

Study&Stay Service Design Project

Business Finland and Aalto University are developing a collaborative career service program to help international students to have a smooth transition from education to career.

However, determining how to effectively connect with students has proven to be their greatest challenge, while the service structure itself remains unclear, leaving providers uncertain about their roles.

My role

Group Project
Service Designer

Duration

Group Project
2024.09 - 2024.10

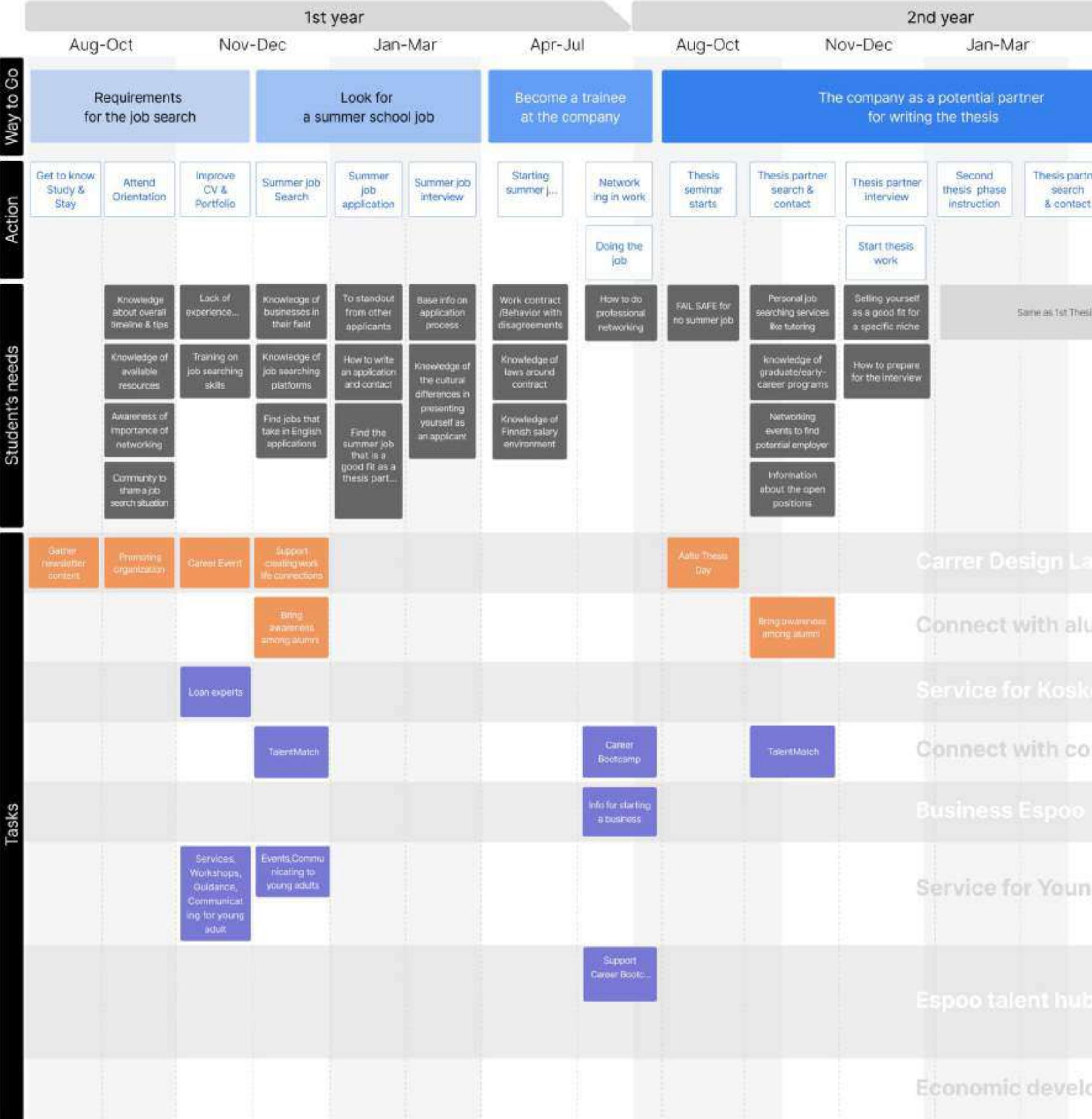
Keywords

Double-diamond design
Focus Group
User Interviews
Network Mapping
Service Blueprinting
Co-creation Workshop

Student Action Map

Aalto University

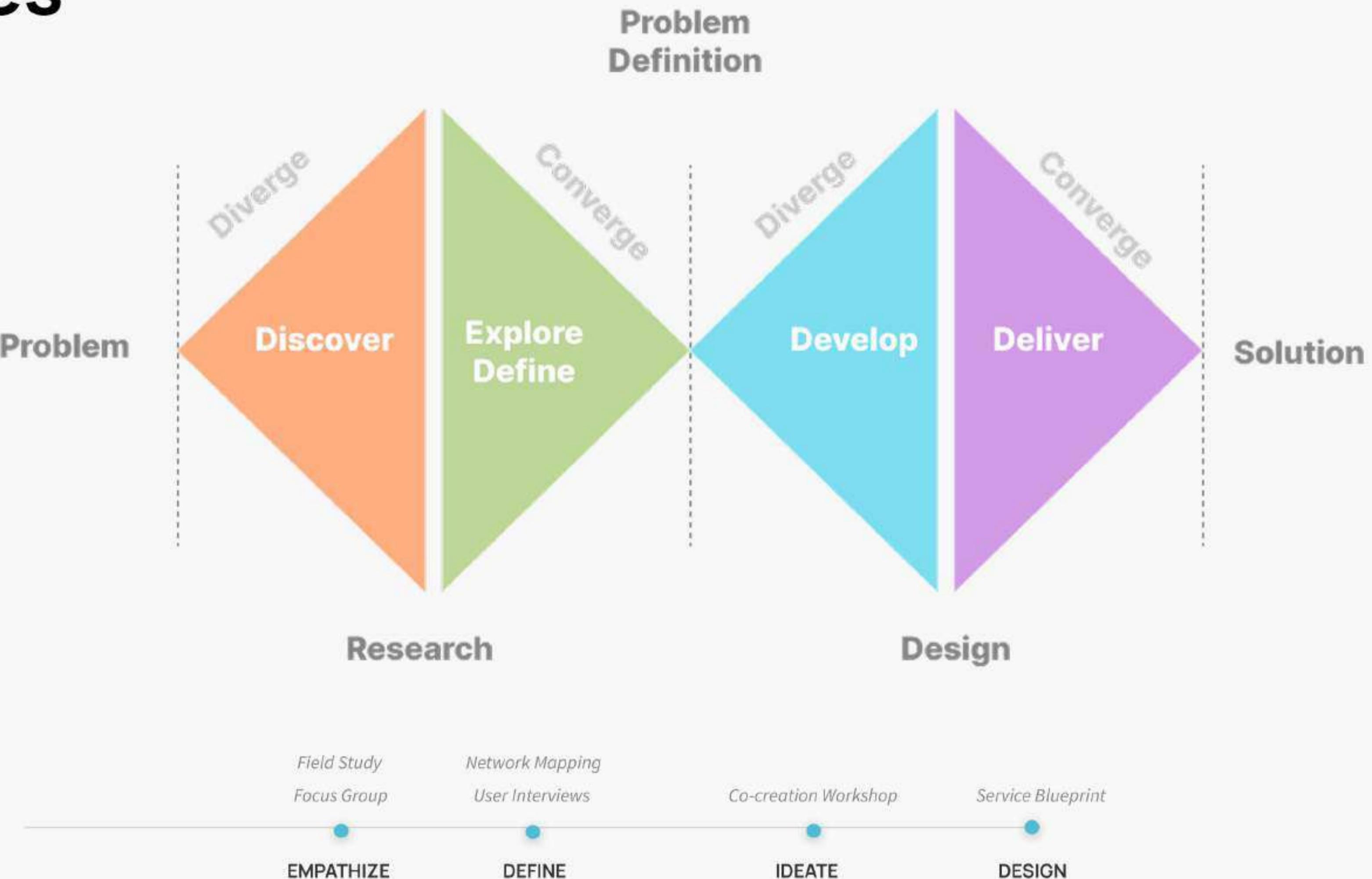
Espoo City



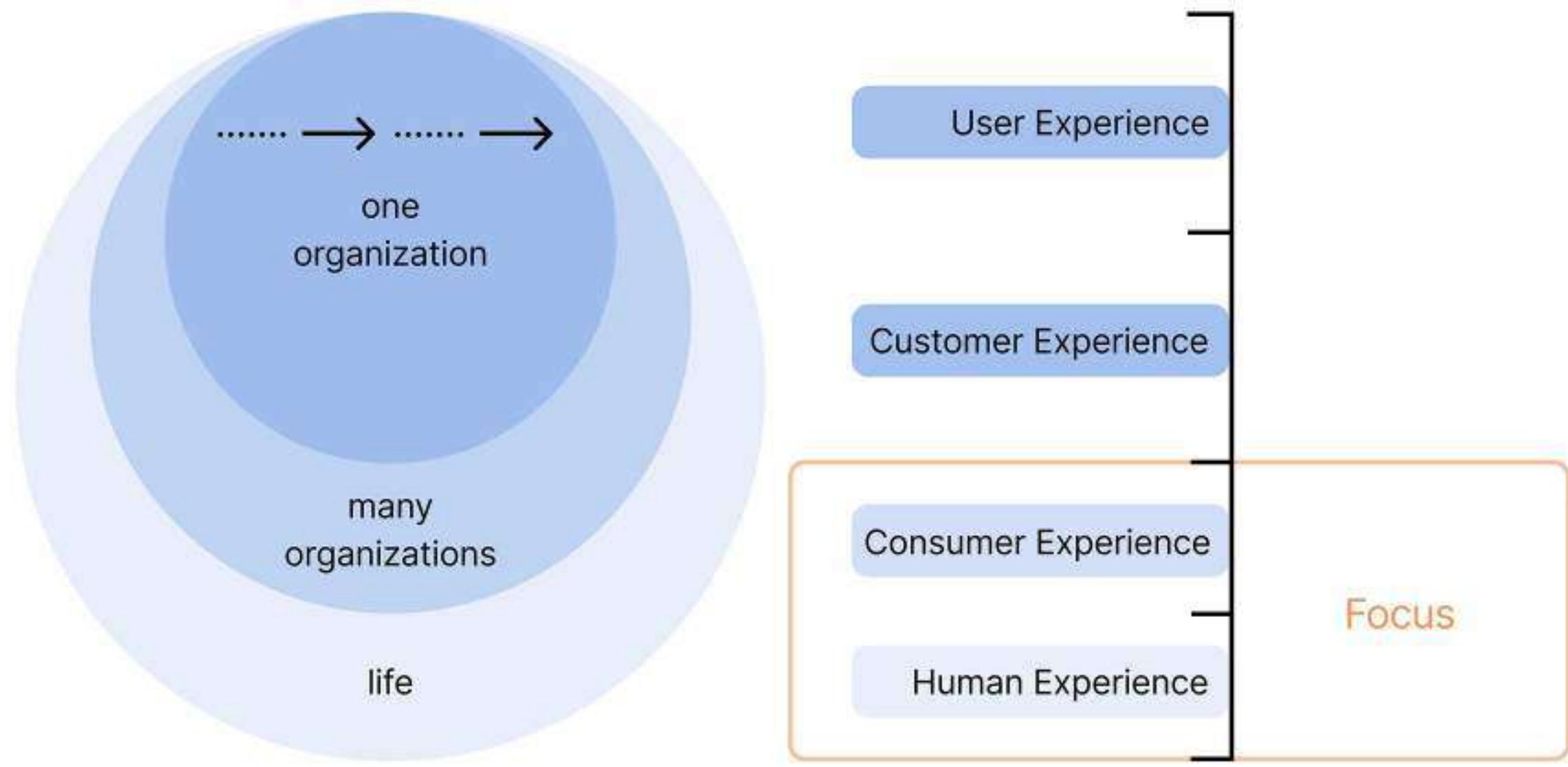
Project Objectives

Develop strategies to improve the accessibility of the Study & Stay program for international students, ensuring they actively engage with career services.

Design Process



Understanding the Context



Focus group



Field Study

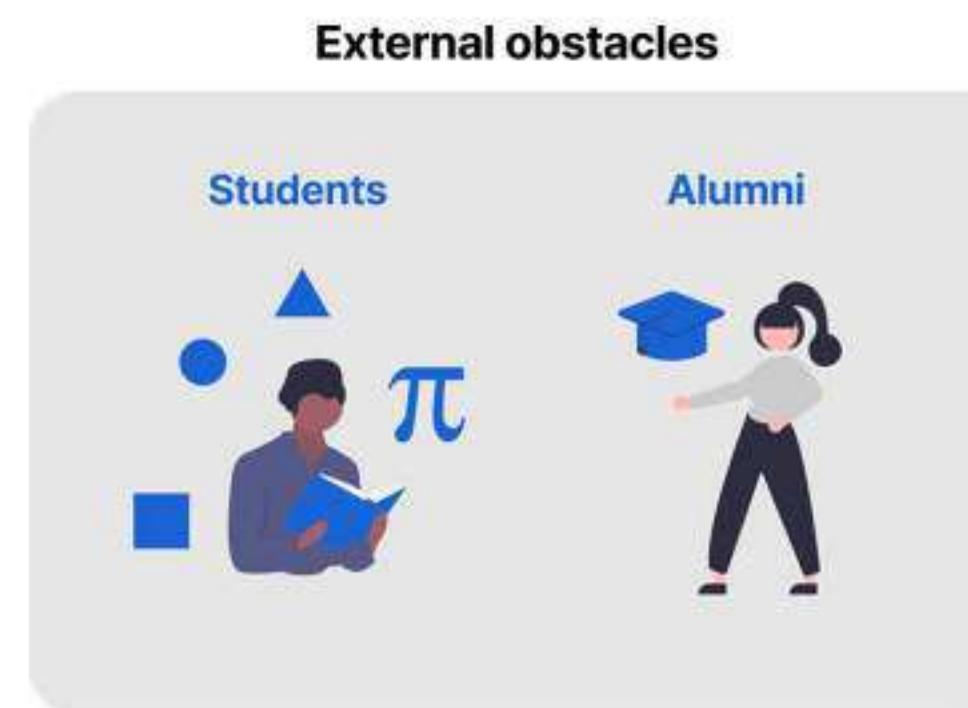
Result of Preliminary research

The scope of this service design focuses on consumer and life experiences

The involvement of various organizations in students' job-seeking journeys is complex.

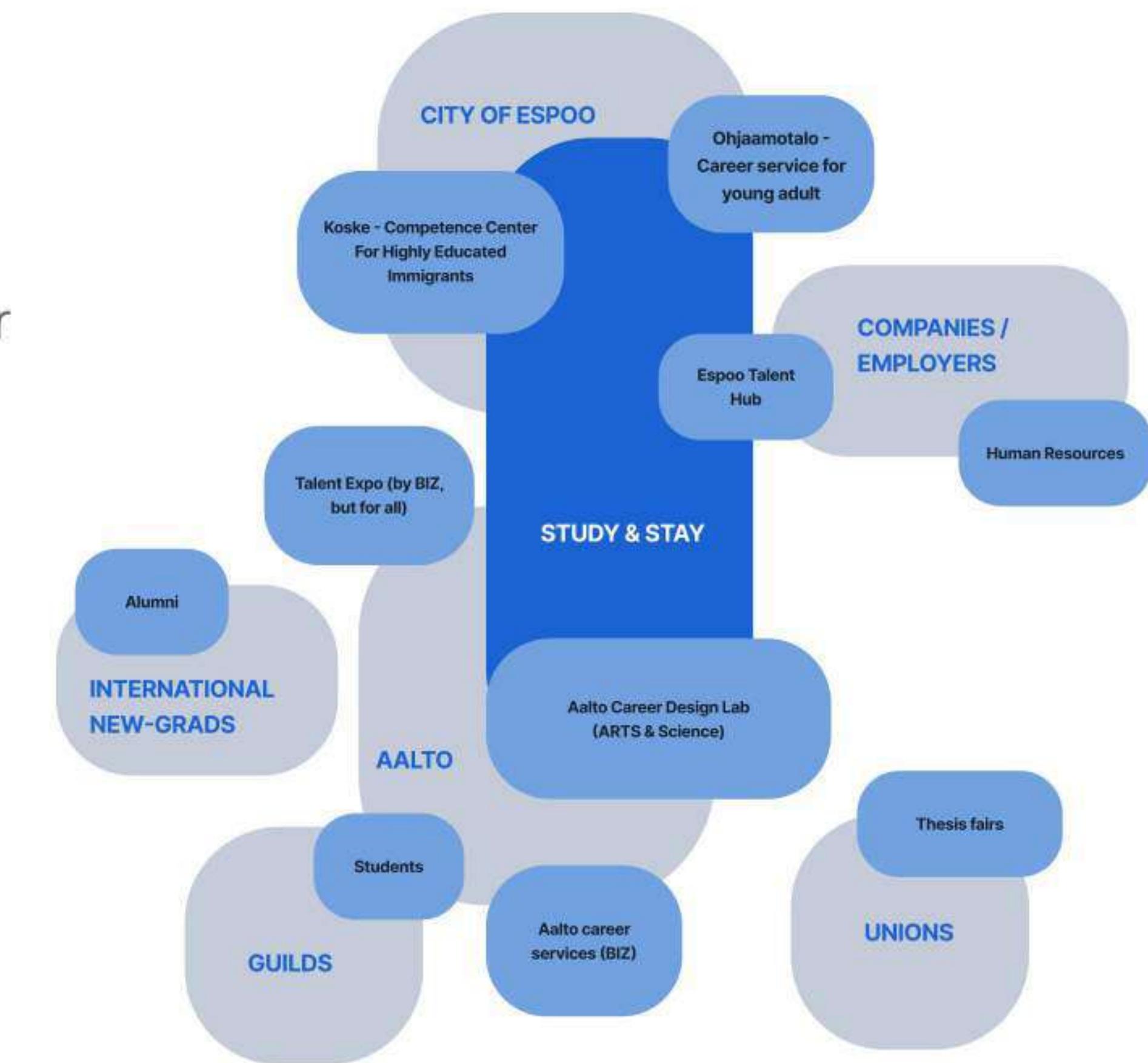
Define the External Problems

The involvement of various organizations in students' job-seeking journeys is complex. It encompasses university career services, faculty-specific career support, various government departments, labor unions, and student organizations, highlighting the intricate network of stakeholders.

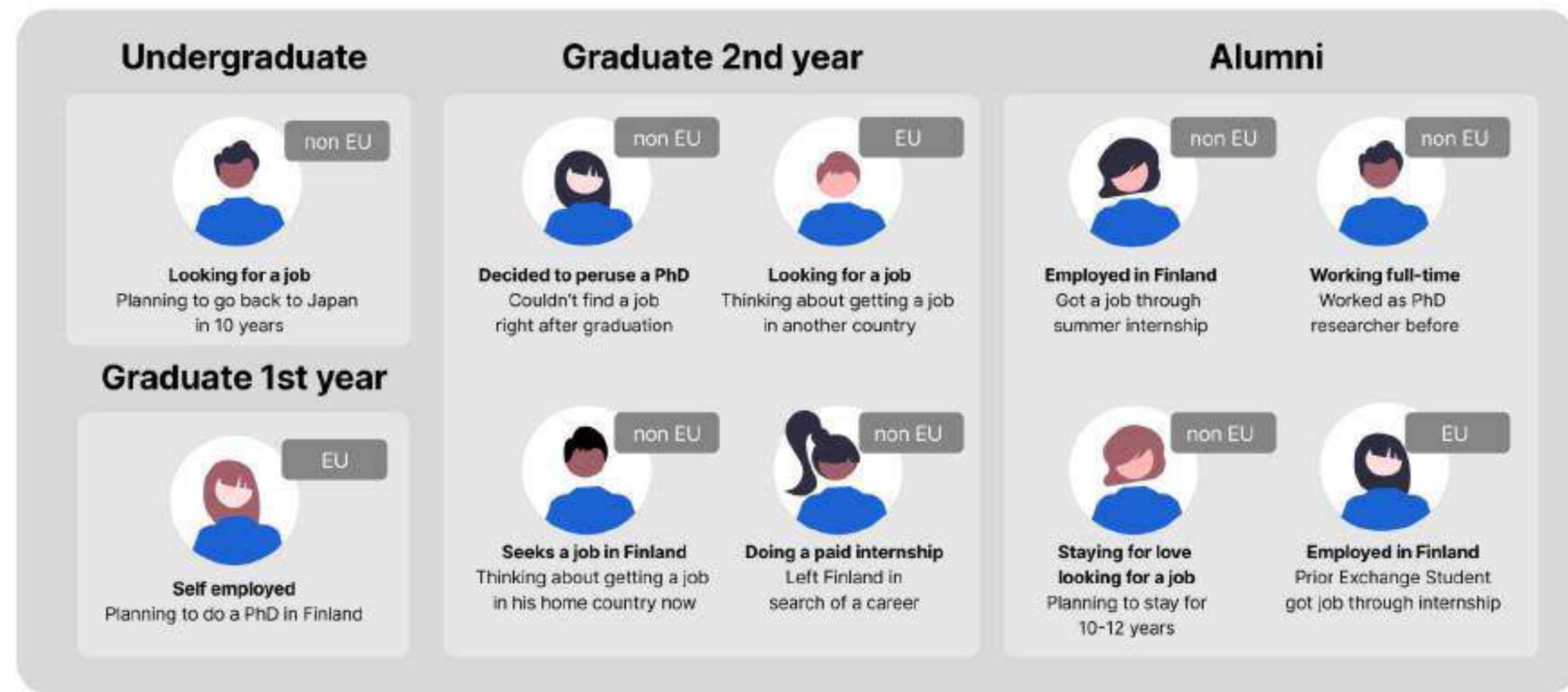


RQ1: How to reach international students and alumni in time?

RQ2: How to communicate between the organizations?



User Interviews



Participants Recruitment

Ten international students with diverse backgrounds, including different academic years and job statuses, were recruited for semi-structured interviews through social media platforms.

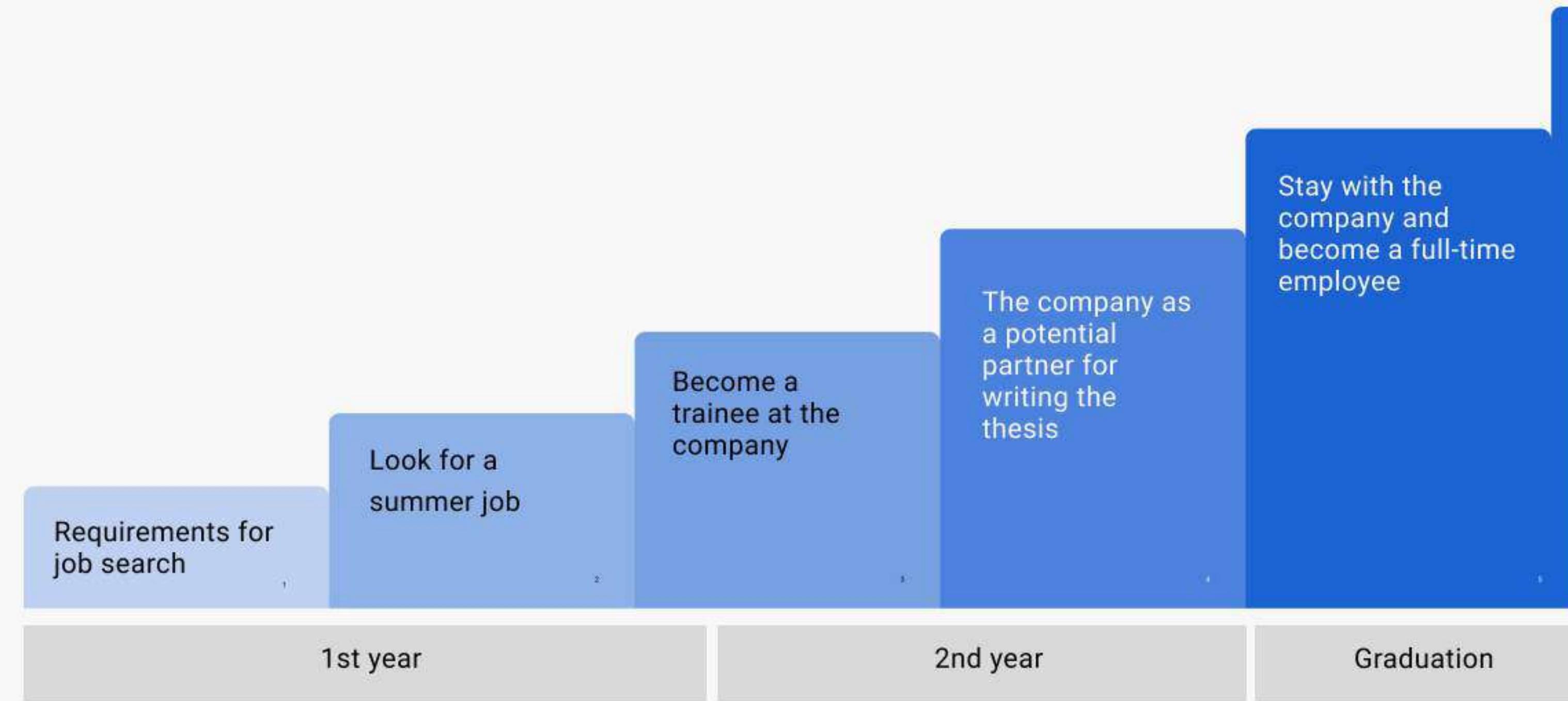
The interviews questions were designed around four key topics:

- | | |
|--|--|
| Current Career Situation and History: | We explored each participant's current professional status and previous job experiences to understand their background and career needs. |
| Emotions and Interests in Job Searching: | This focus area helped us understand the emotional and psychological aspects of the job search process, including motivations, frustrations, and overall engagement with available resources. |
| Methods of Discovering Career Events: | Questions related to this topic aimed to investigate how participants find and select career development opportunities, aiming to identify the most effective channels for event promotion within the program. |
| Channels Used for Job Searching: | This area examined the various platforms and networks utilized by students to find job opportunities, assessing their accessibility and effectiveness. |



“Landing your first summer internship can be a game changer”

Research shows that international students who smoothly transition into full-time jobs often follow a structured path. A summer internship serves as the key entry point, providing local experience and industry connections.



“The Ideal Job Seeking Path”

Many students then secure a Master's thesis position within the same company, further strengthening their chances. This internship-to-thesis-to-full-time pattern significantly increases employment success in Finland.

Students' Pain Points Identified

Language & Cultural Barriers

Many students realize too late that Finnish skills are essential.

Job applications may be in English, but Finnish fluency is often required.

Lack of Local Work Experience

Employers prefer candidates with Finnish work experience.

Non-EU students face time pressure due to visa and scholarship constraints.

Lack of Early Career Planning

Missed opportunities due to lack of guidance on career development.

Need for a structured job application timeline for better planning.

Difficulties in Securing First Interviews

Competitive selection processes and lack of feedback from employers.

Limited awareness of resume and cover letter best practices until too late.

Networking advantages are unclear to international students early on.

Social Isolation & Networking Challenges

Limited peer support for job search struggles.

Transient social circles make long-term career planning harder.

Ineffective Communication Channels

Newsletters are overwhelming and rarely checked.

Posters help but need better placement on campus.

Telegram is a preferred platform for event updates and outreach.

Career services should be introduced right after orientation week.

Define the Internal problems

As research progressed, the biggest barrier to student awareness of government and university career services proved to be **organizational complexity**, not just ineffective communication. To explore key issues and solutions, a co-creation workshop was conducted.



“Fears & Hopes” Brainstorming Session

Objective: Helping service providers define their goals and achieve cross-functional alignment.

Methods: 12 Participants from 8 different departments were asked to take 15 mins brainstorming sessions

Solution Ideation

“Action Mapping” - Understanding the backstage

Methods:

In the second step of the workshop, participants mapped out their roles as backstage contributors in students' career service interactions.

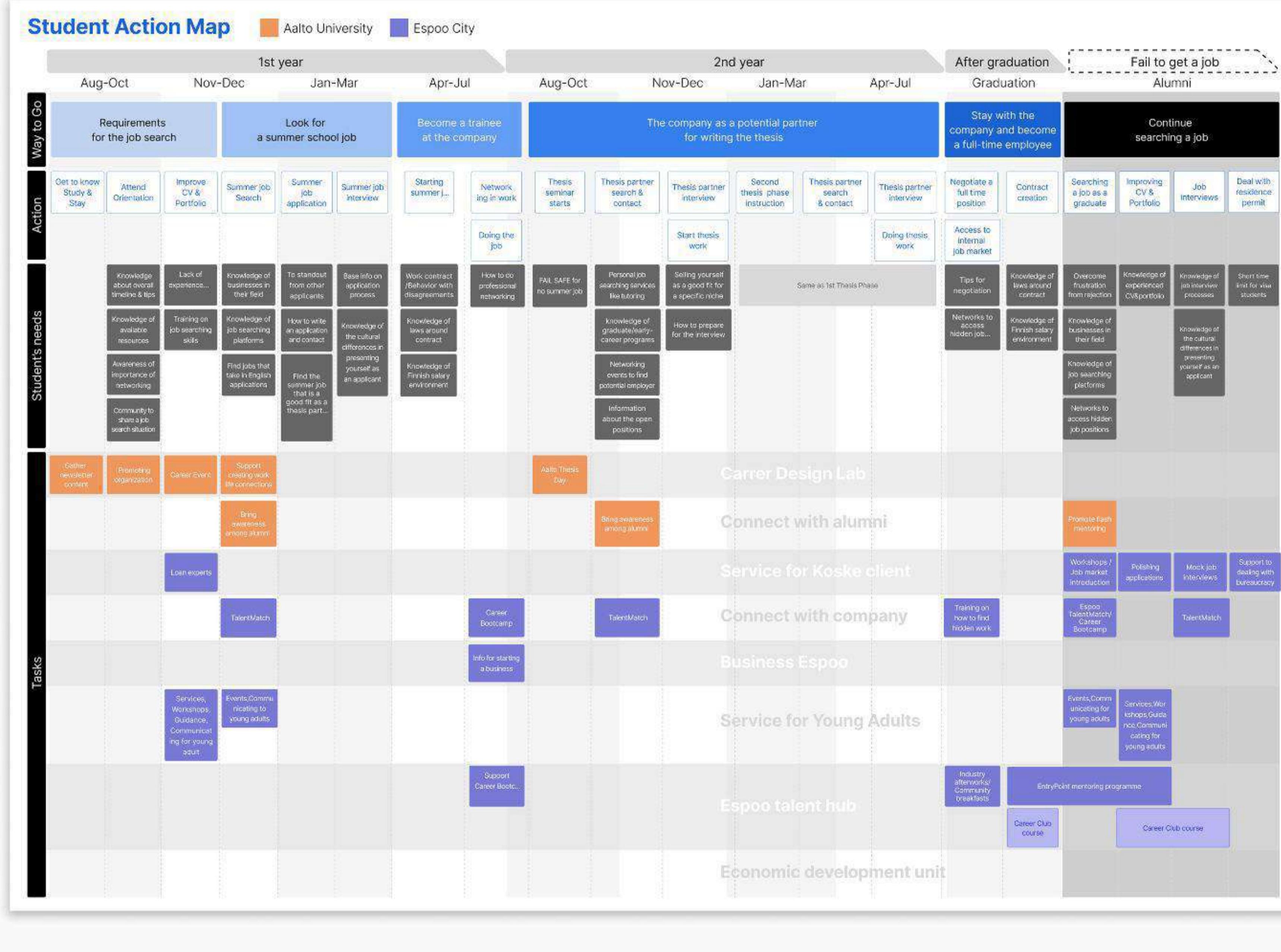
Objectives:

Help service providers understand their responsibilities and identify potential collaboration opportunities.



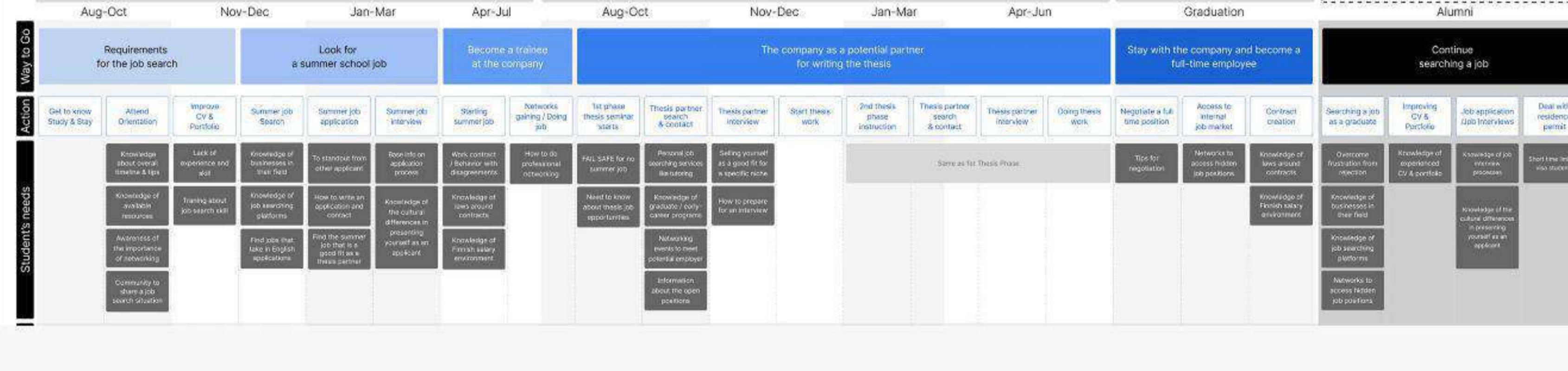
Findings

Service Blueprinting



Designed Service Framework

"A Way To Go" is an ideal job-seeking model that supports students from entering the job market to securing internships and landing a full-time position, ensuring a structured path to career success.

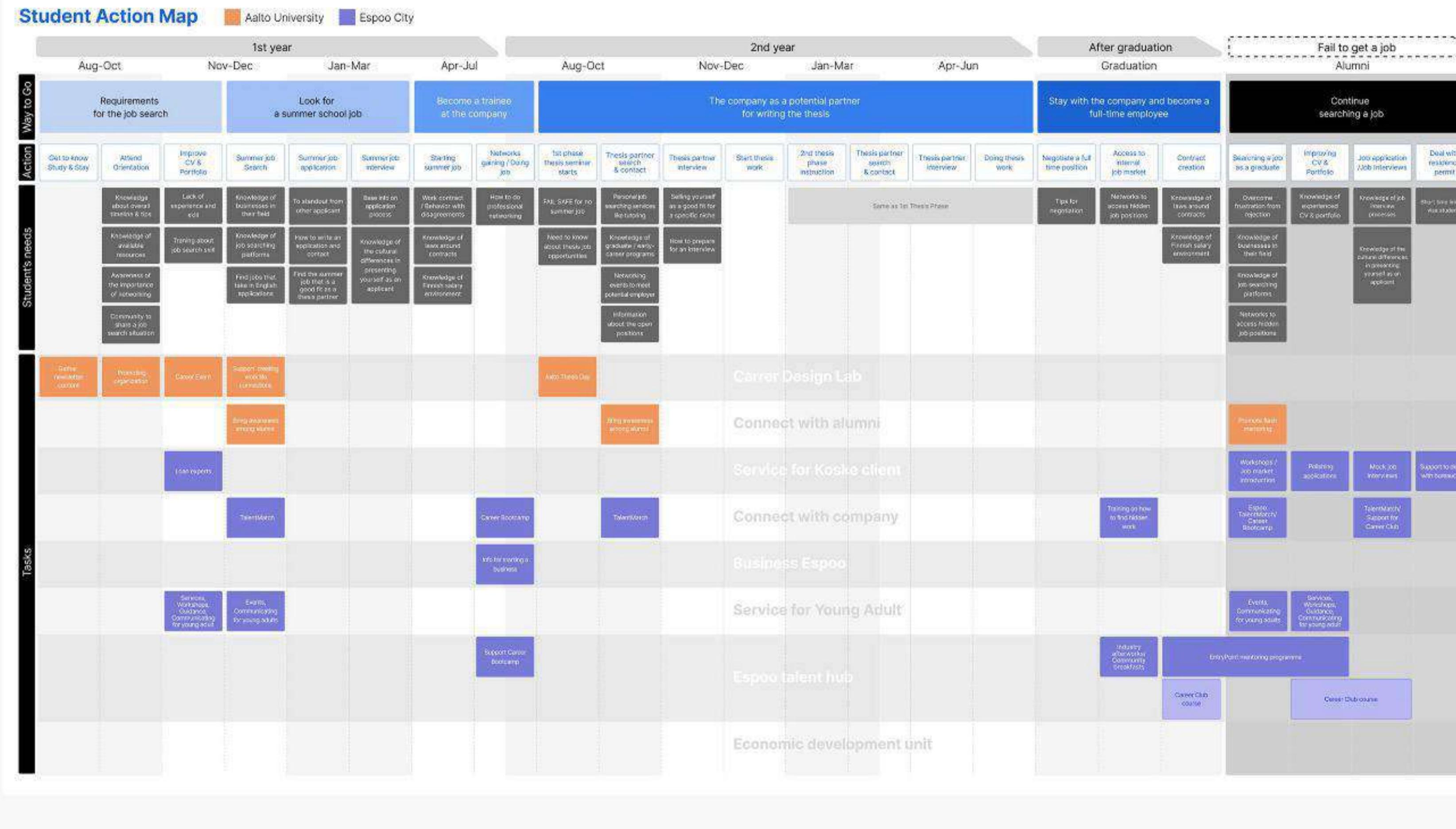


Service Touch Point

Outlines the step-by-step actions students take when engaging with career services.

Student Needs & Pain Point

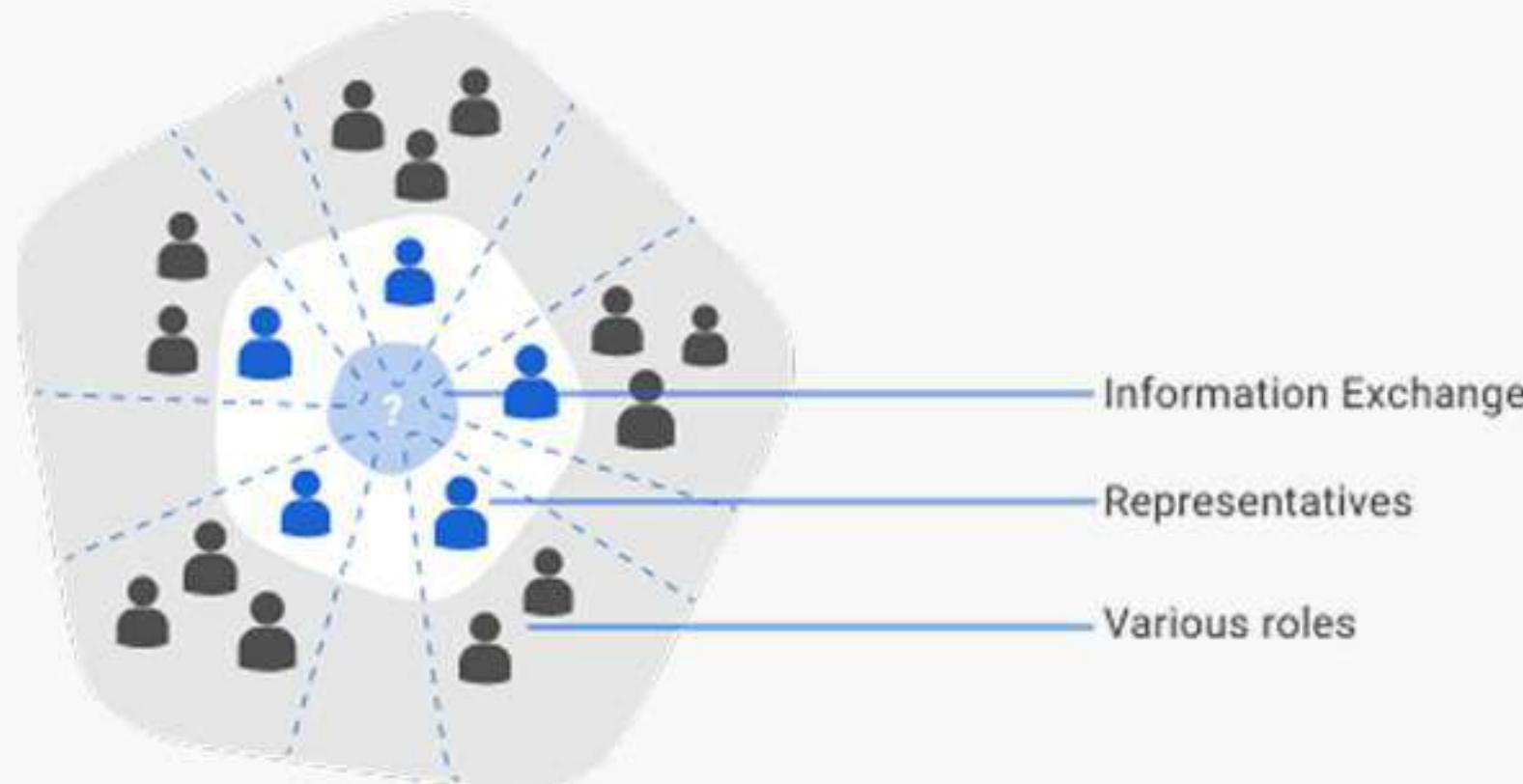
Captures what students require at each stage to navigate career services effectively.



Back Stage Mapping

Defines the responsibilities of different government departments and university offices involved in the program, clarifying their roles and interdependencies.

Findings Summary



Lack of a Dedicated Orchestrator

The program needs a key coordinator who is already familiar with the ecosystem, understands existing gaps, and can ensure continuity without the cost of creating a new role.

Challenges in Student Awareness

International students face multiple obstacles beyond job searching, as living abroad also requires cultural adaptation.

Service providers can play a more active role in informing students earlier about essential steps, helping them plan more effectively.

Solution

Design Opportunities



The Introduction to Orchestrator

Internal Responsibilities

Event Management

Plan, organize, and refine events based on student feedback.

Communication & Outreach

Maintain an active social media presence, send engaging newsletters, and create posters & flyers for awareness.

Alumni Engagement

Stay connected with graduates, build an alumni network, and follow up after graduation.

Team Coordination

Facilitate team meetings, prepare presentations, and ensure resource-sharing among team members.

External Responsibilities

Student Engagement

Serve as the face of Study & Stay, providing a direct point of contact for students.

Event Logistics

Secure venues, run pop-up stands, and deliver short presentations to raise awareness.

Program Promotion

Encourage student participation through orientation week activities, social media, and direct outreach.

Feedback & Data Collection

Gather insights from events, track participation statistics, and refine future programs accordingly.

Reflection

“

Not all challenges are immediately visible.

Finding the right solution requires a holistic view and thorough research.

A service blueprint is more than just a deliverable, it is a strategic tool that helps both service designers and stakeholders uncover hidden backstage processes step by step.

”

Design System Adoption in Agile Environment

As a leader in the maritime industry, ABB is committed to human-centered digital design for digital bridge solutions. With the need for scalable and efficient design workflows, ABB required a standardized HMI design system to improve cross-team collaboration and design handoff efficiency.

This project focused on identifying challenges in design system implementation and developing step-by-step action plan to enhance handoff efficiency in Agile development workflows.

My role

Individual Project
UX Designer

Duration

2024.01-2024.09

Keywords

Design System Adoption
User Interview
Observations
Stakeholder Analysis
Handoff Workflow Optimization
Cross-functional Collaboration



Project Goal

Optimize the **design handoff process** through a scalable **design system** that enhances **collaboration**, improves **workflow efficiency**, and ensures **sustainable adoption** in Agile teams.

Optimize the Design Handoff Process

Identify and resolve handoff inefficiencies to streamline collaboration in Agile development.

Improve Cross-Team Collaboration

Bridge designers, developers, and engineers by clarifying roles, improving workflows, and enhancing communication.

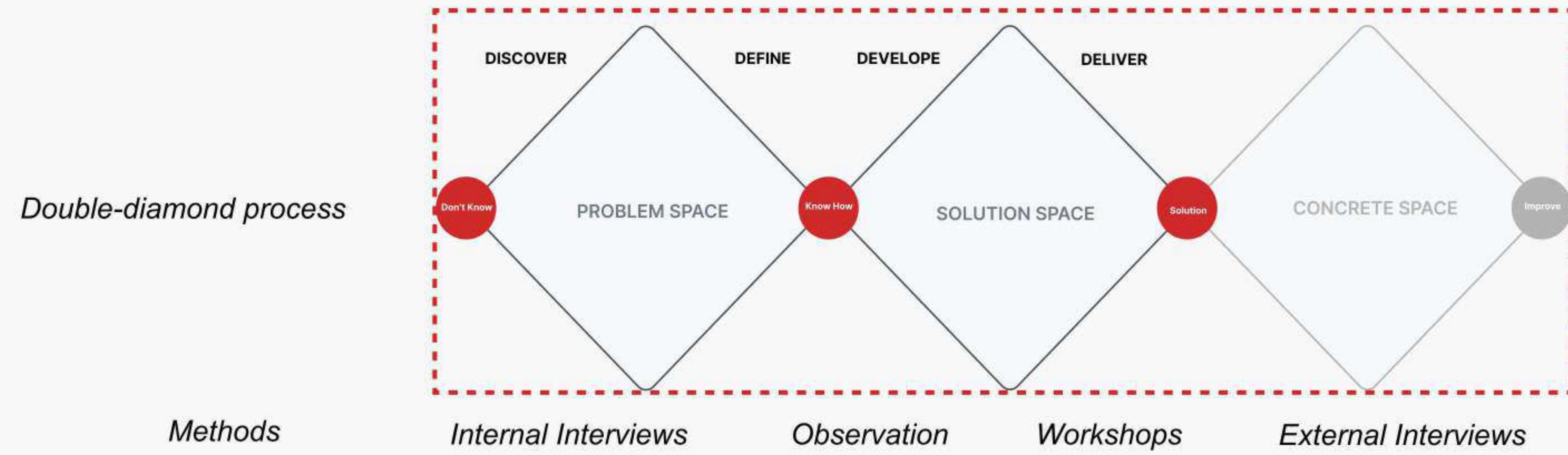
Design Strategy for Design System Adoption

Develop standardized framework and development tool to help ensure consistency, usability, and efficiency across ABB's maritime interfaces.

Long-Term Maintenance & Sustainability

Create guidelines, documentation, and governance models to support the integration of the design system into daily workflows.

Design Approach & Methods



Internal Interviews

Identified communication gaps between designers and developers.

Observations

Analyzed real workflow inefficiencies in Agile teams.

Co-Creation Workshops

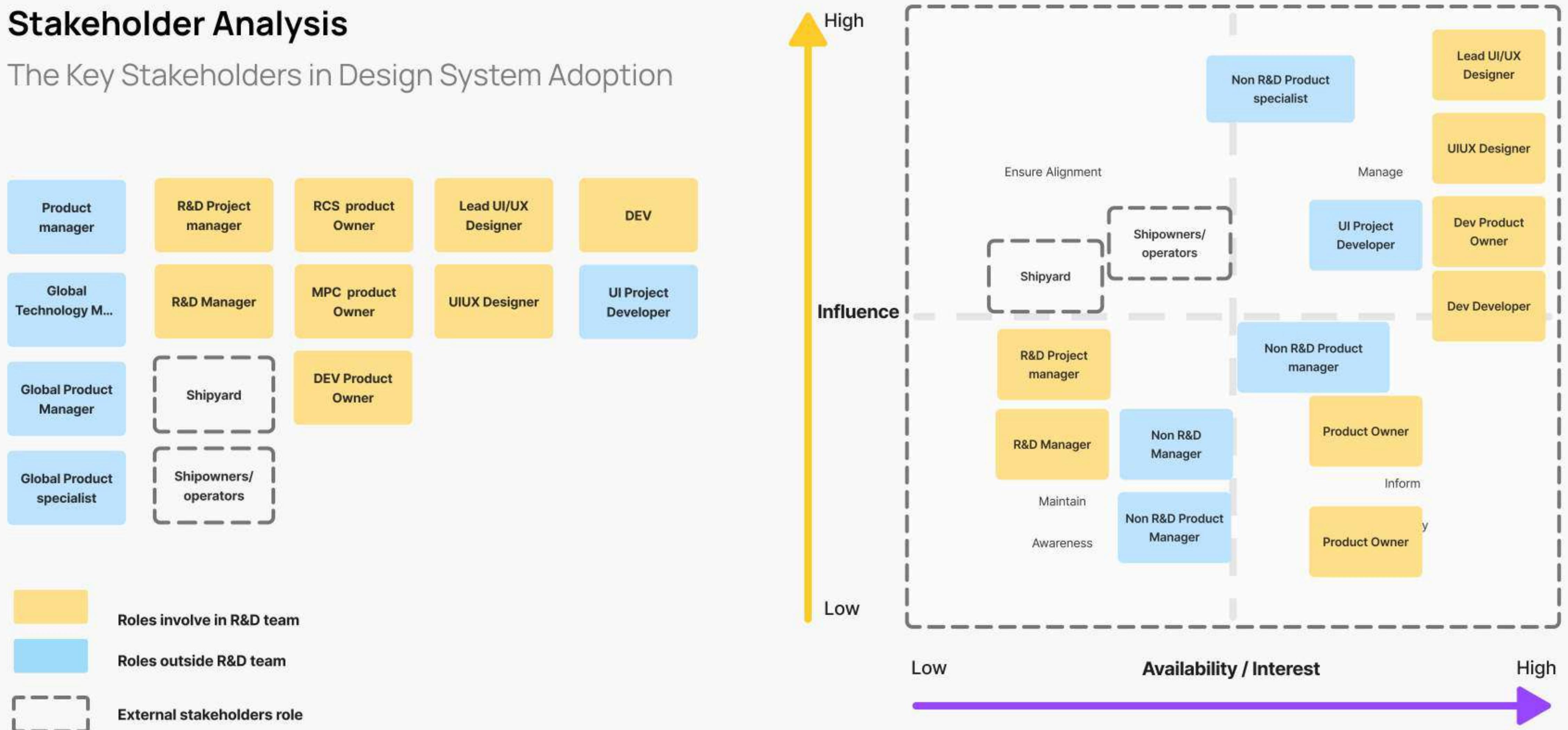
Facilitated collaborative sessions to define solutions.

External Interviews

Collected industry insights to validate best practices.

Stakeholder Analysis

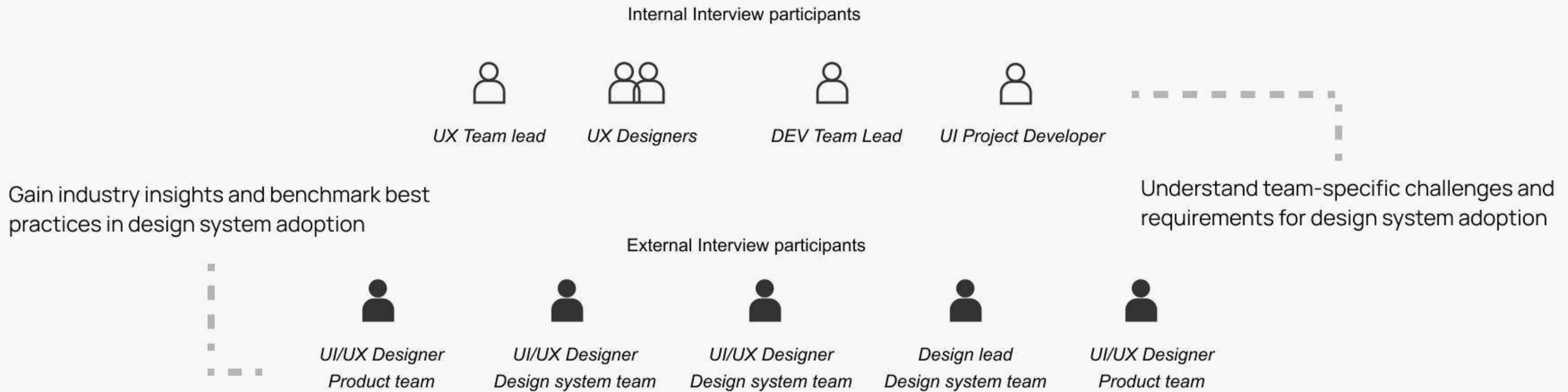
The Key Stakeholders in Design System Adoption



Based on the result of preliminary research, the roles in the closely managed area are considered the primary stakeholders of the design system

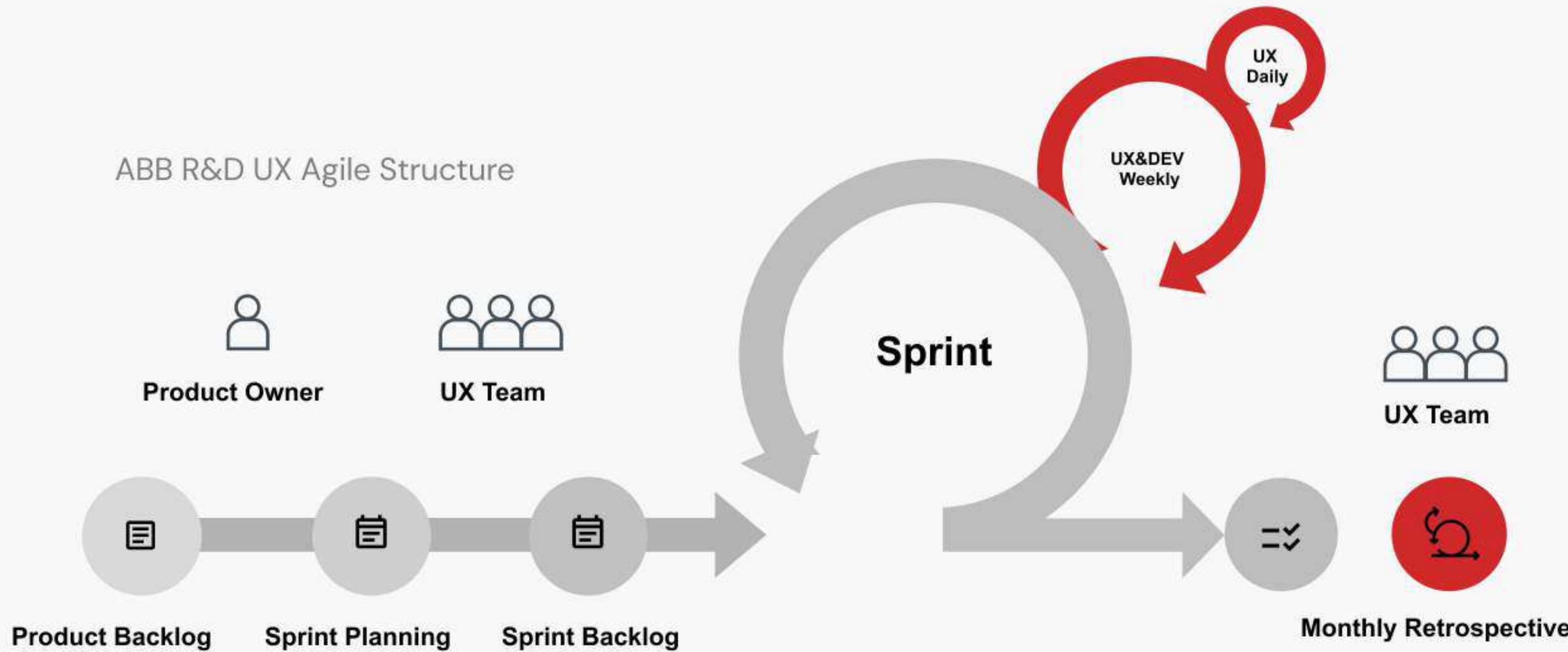
Semi-structured Interviews

Uncover the challenges of design system adoption and the industry best practise



Observations

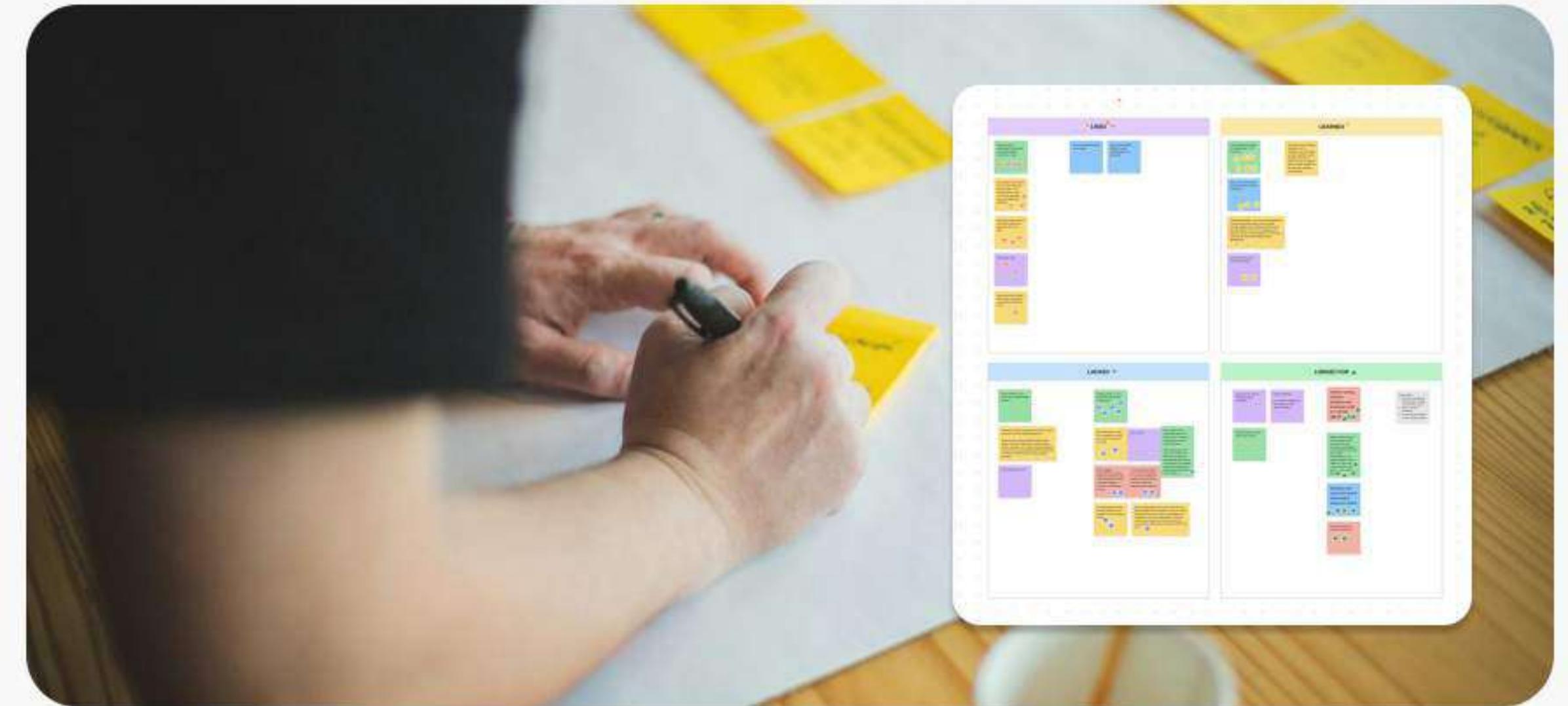
Daily Standups, bi-weekly sprints, and weekly handoff meetings were attended to uncover the workflow inefficiencies, collaboration gaps, and design handoff challenges in real-time.



Rapid iterations drive progress, but without long-term planning integrated into the agenda, strategic initiatives—such as design system adoption—struggle to gain traction and sustain implementation.

Co-Creation Workshop

One retrospective workshop was facilitated, and three retrospectives were attended to evaluate the design system adoption process and identify areas for improvement.



Step 1 Collect Insights – Participants noted what they Liked, Learned, Lacked, and Longed For in the past sprint.

Step 3 Organize Themes – Notes were grouped into common themes using affinity mapping.

Step 2 Discuss & Refine – Blank notes were removed, and key insights were elaborated for clarity.

Step 4 Prioritize Actions – Team members voted on critical points for follow-up discussions.

Unclear Channels and Roles in Communication

"Sometimes things are like an onion, I keep peeling and peeling and still don't know if the right person has reached yet."

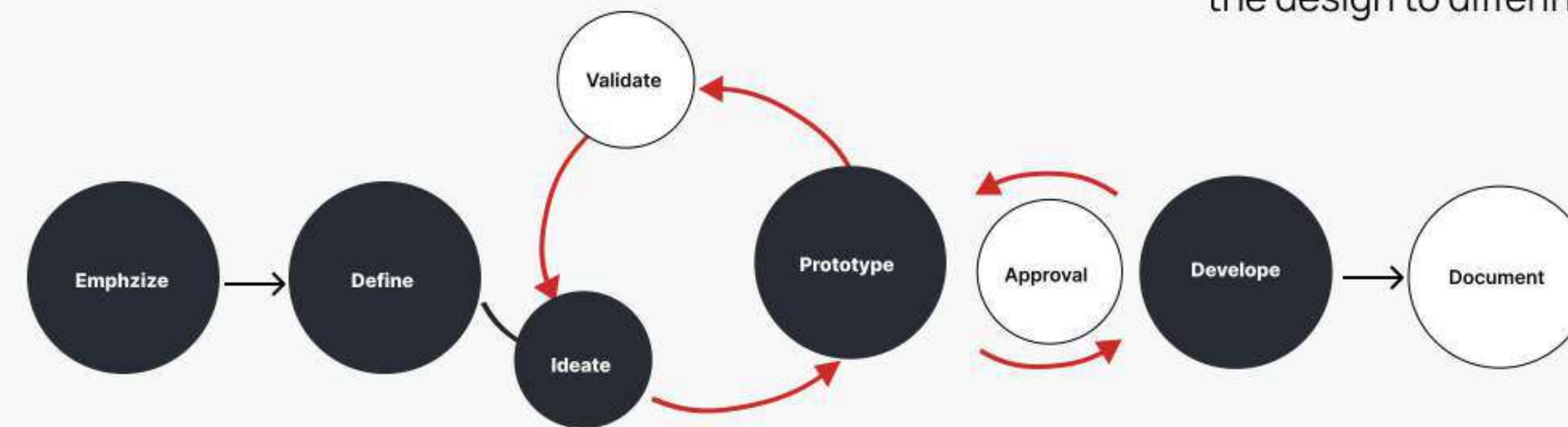
Painpoints

Insufficient Documentation approaches

"There is no such a standard documentation approach for us, we are doing our own documentation just by organizing backlog."

Broken Telephone Effect

"Person A says something and then the discussion started with person B again. Whereas, talk as a group without a person being the messenger in between would be better."



Backlog and Priorities Management

"Backlog is the means of communication both inside and outside of the team, everyone should look at it more often ."

Differing Opinions Leading to Divergent Directions:

"Unclear communication, differing opinions, people have different opinions that affect the design through different channels and take the design to differing directions."

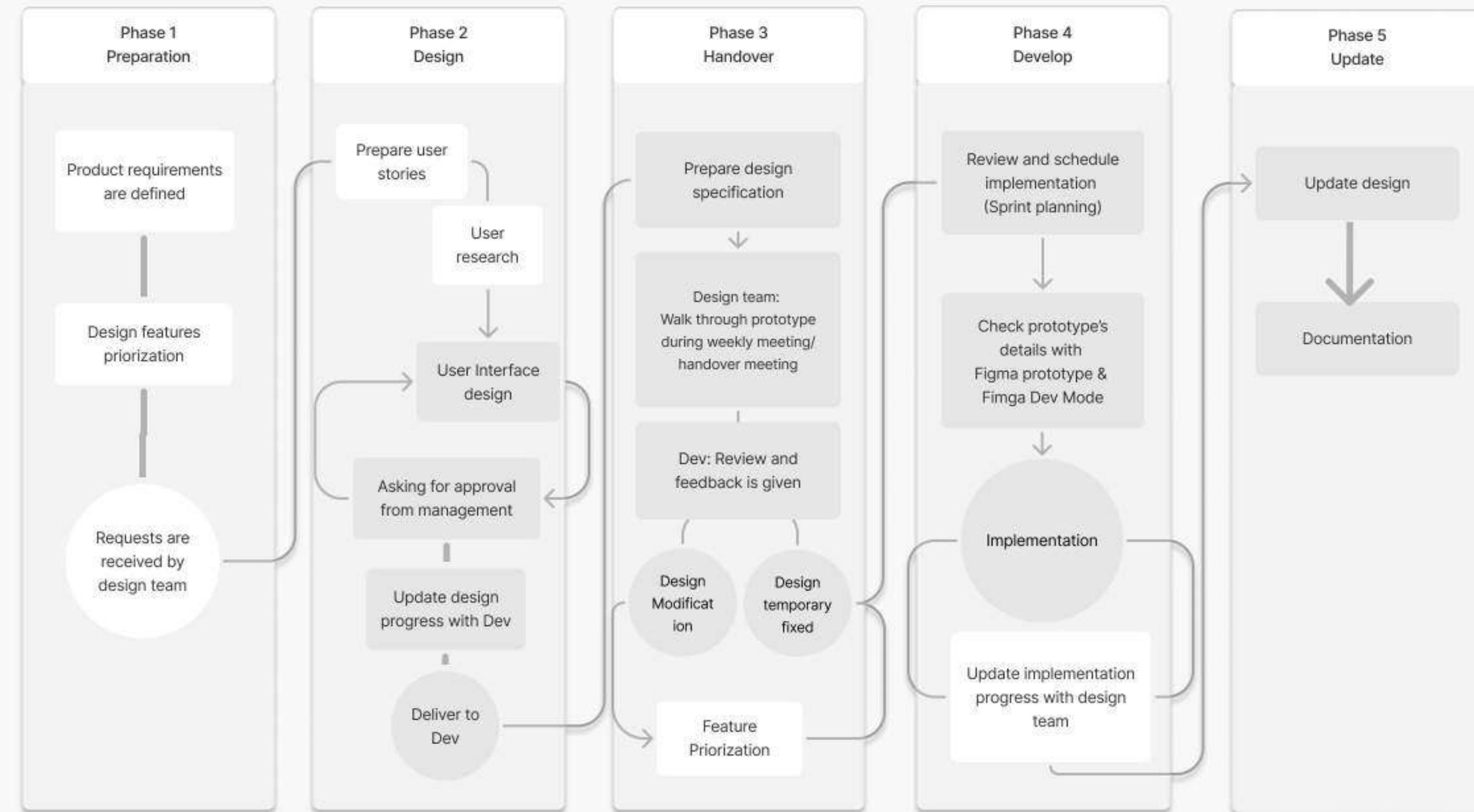
The need of clear established handoff process

"There were weekly UX & MUIP team meetings before, but as the agenda was unclear, the meetings eventually died out."

Findings

The optimized Workflow

Based on the collected insights from user interviews, observations and co-creation workshops, I streamlined the handoff process by optimizing the use of Figma Dev Mode. The identified pain points can be mitigated through the following three key strategies:



The establish of design & development components library



A mutual language between designers and developers



Structured work progress updates

Solution & My Deliverables

The way towards Design system adoption starts with building the Foundation



1 Design System Foundation Building

A five-step action plan to resolve cross-functional communication challenges in design system implementation.

2 HMI Design Components Reviewing Tool

A customizable design template for structuring the information architecture of an HMI design system.

Design System Foundation Building - Human Activities

Solution - Future Workshop 1



Step 1 Participants: UX team

Objective:

- Discuss the vision of design system
- Map stakeholders and specify needs
- Discuss roles and responsibilities of design system work
- Discuss Internal communication activities and channels

Step 2 Participants: UX team, DEV

Objective:

- Further discuss the vision of design system
- Discuss roles and responsibilities of collaboration work
- Discuss collaboration activities and channels

Design System Foundation Building - Design system Infrastructure

Solution - Future Workshop 2



Step 1 Participants: UX team

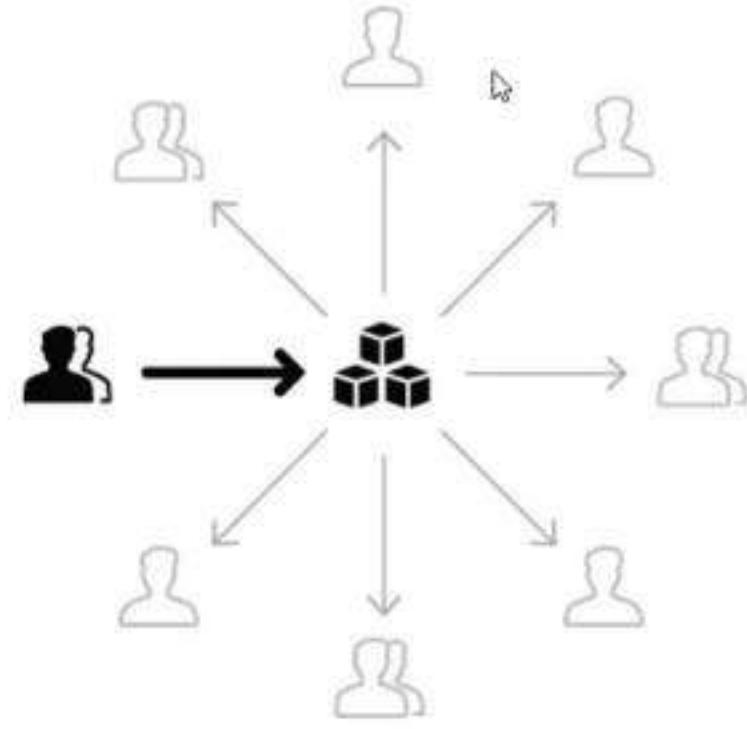
Objective:

- Conduct design audit of existing components
- Design file structure
- Ideate the way of working of Design System

Step 2 Participants: UX team, DEV

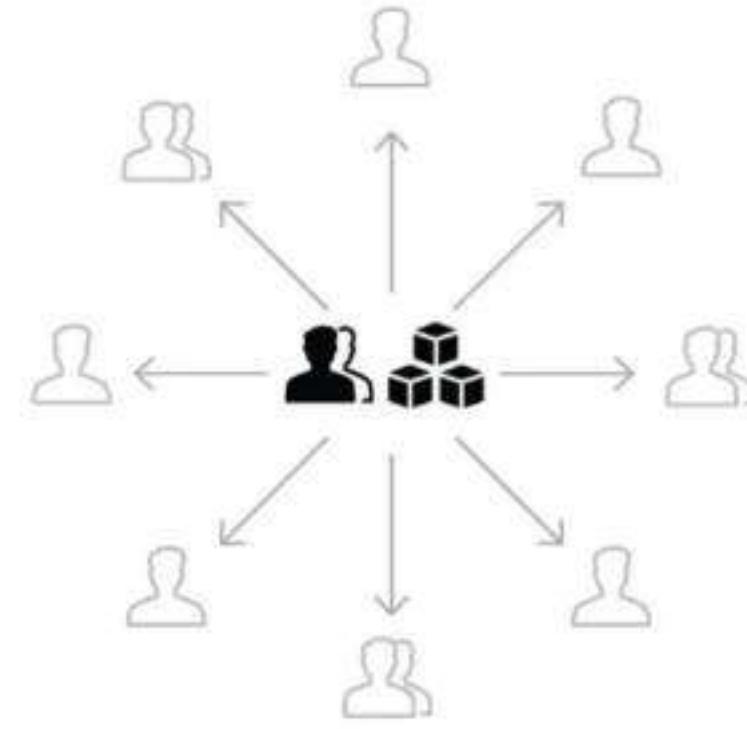
Objective:

- Go through and discuss the potential basic components
- categorize the components with card sorting to find the best way to name the components
- Build information architecture of UI kits, and components file



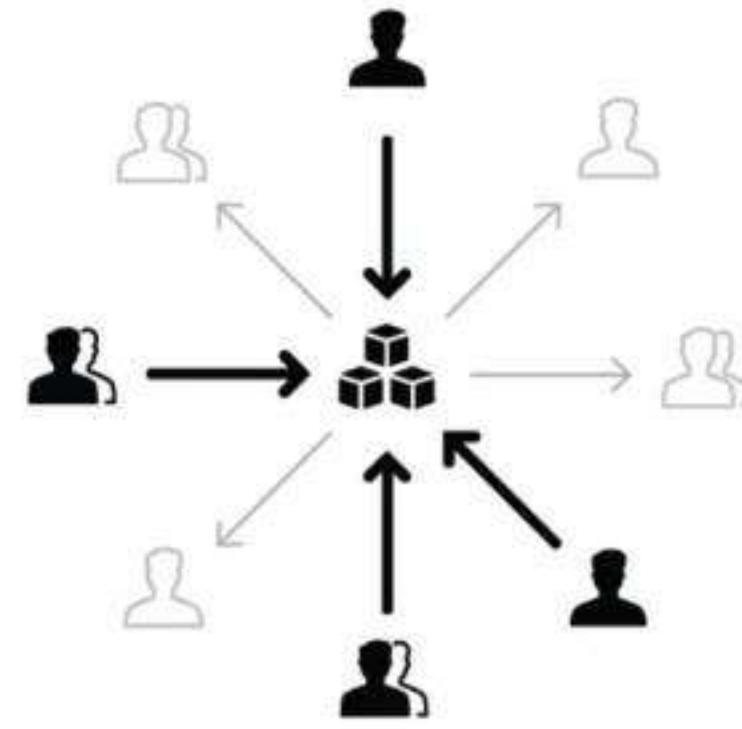
TEAM MODEL #1
SOLITARY (OVERLORD)

A solitary model sees a one team make a system available, but with efforts focused primarily on that team's needs



TEAM MODEL #2
CENTRALIZED

A single, central design team produces and supports a system used by others as a part of their job



TEAM MODEL #3
FEDERATED

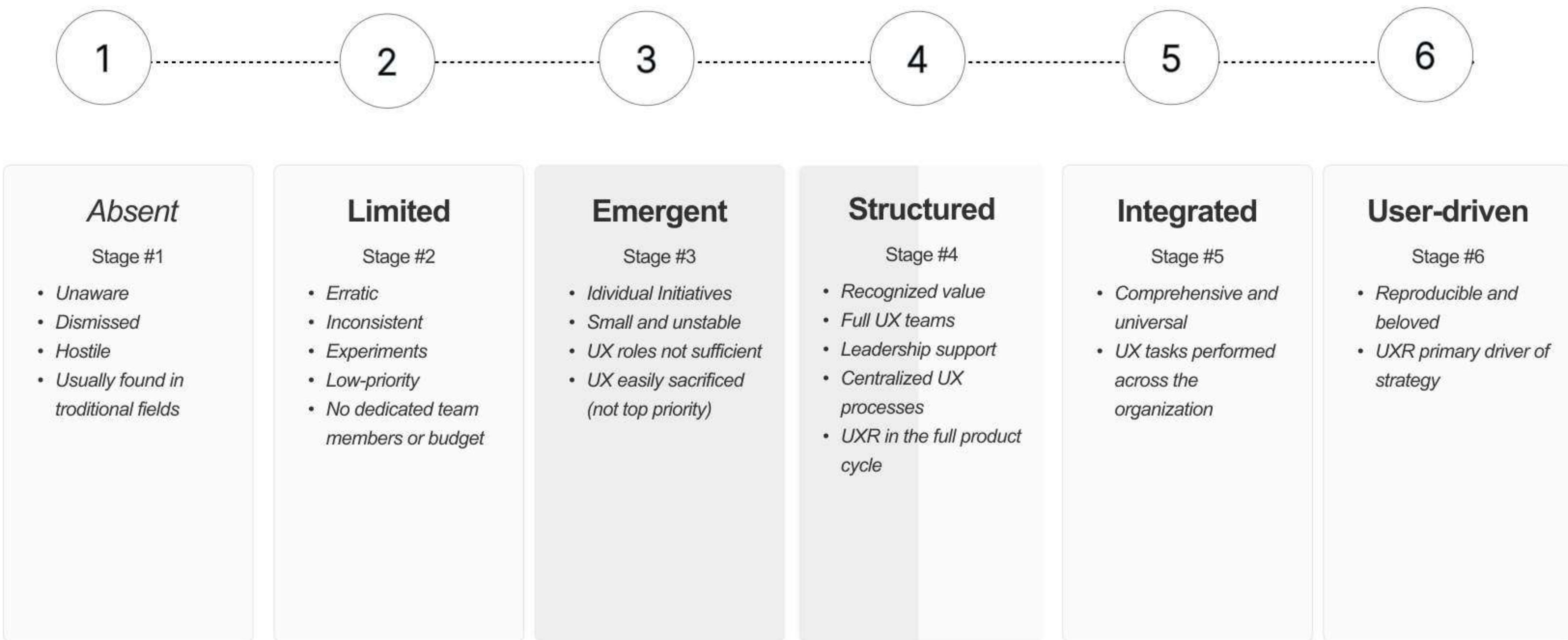
Designers from multiple product teams decide on the system together

Building the Team

Find the right team model

Evaluate Current UX Maturity

Nielsen's stages of UX Maturity



Nielsen Norman Group. (2021.). UX maturity model.

Maritime HMI Design Principles

The foundation of HMI design components library

Clarity & Simplicity

Avoid clutter, ensure instant comprehension.



Compliance & Safety

Design for offline functionality and backup systems.

High-Contrast & Visibility

Ensure readability in bright daylight or dim bridge environments.

Optimized Interaction

Design for touch, hardware buttons, and quick actions in stressful situations.

Define Keywords

Standardized & Consistent

Safe & Intuitive

Tested & Reliable

HMI Design Components Reviewing Tool

Dedicated Team

File

Project

00 Sandbox
1 file - Updated 2 minutes ago

05 Documentation
0 files - Updated 14 days ago

04 Handoff
0 files - Updated 14 days ago

03 Components
0 files - Updated 14 days ago

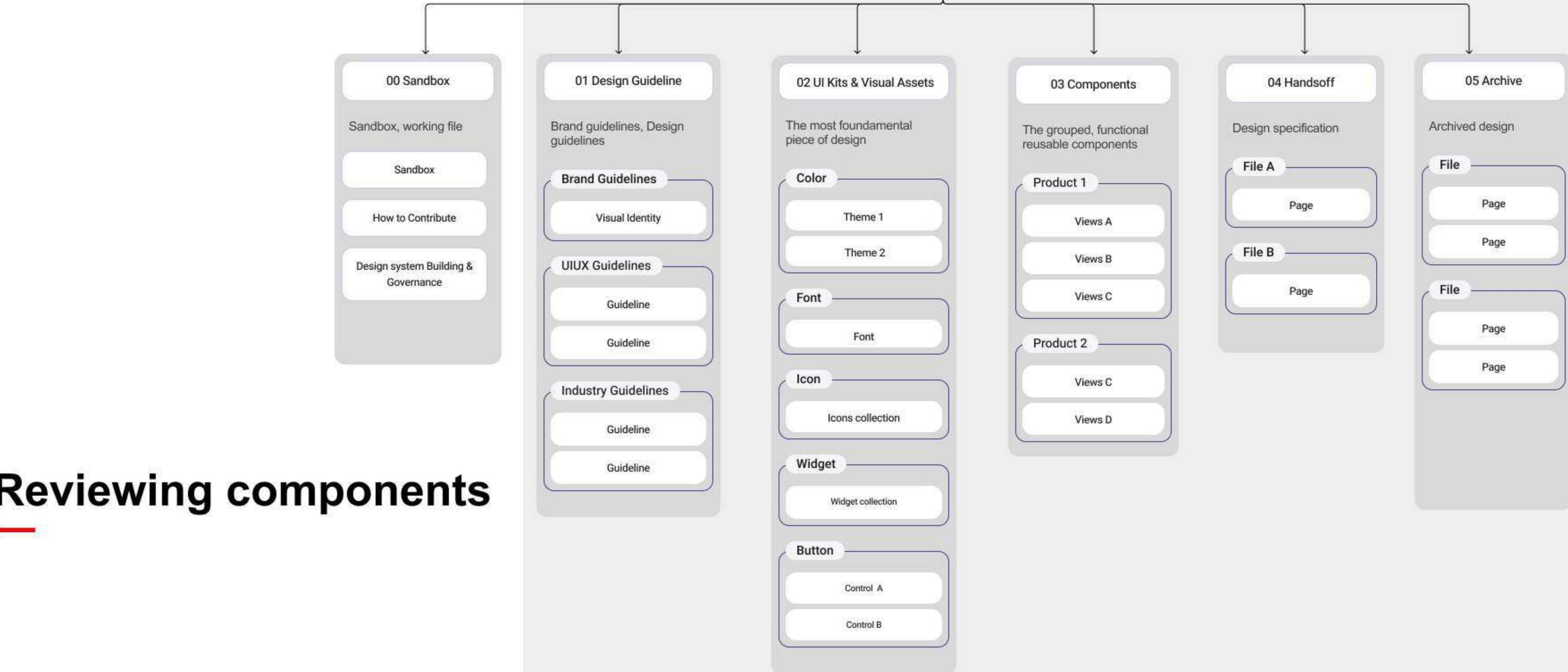
02 UI Kits & Visual Assets
0 files - Updated 14 days ago

01 Design Guideline
0 files - Updated 19 days ago

ABB

Set up design system Directory

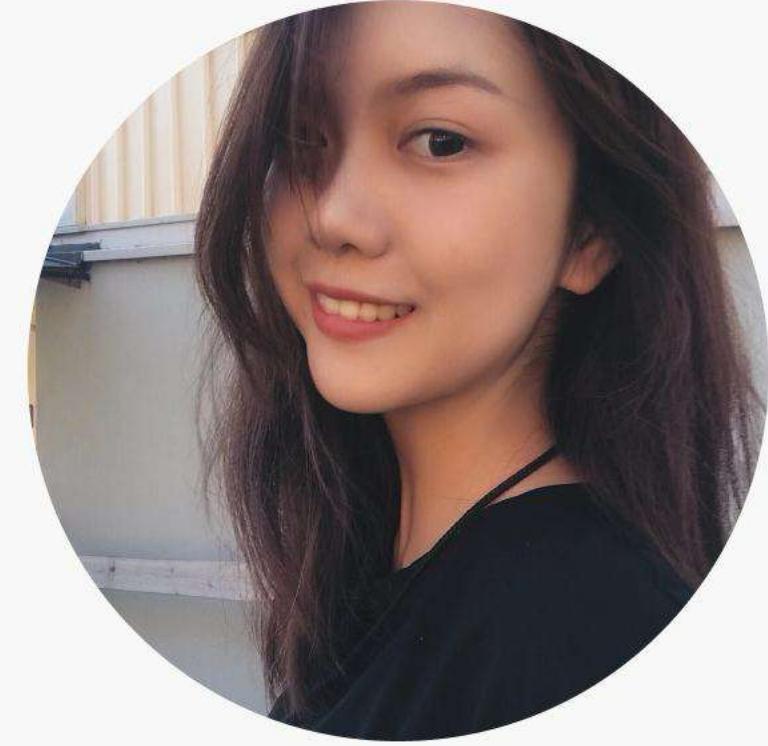
Customizable Information Architecture Tool



Reviewing components

Define DS Information Architecture collaboratively

Thank you



Alicia Chen

Email: aliciacxycc@gmail.com

Mobile: (+46)700268952