

# User interaction & Inclusivity Design Portfolio

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RUWEYDA ABDI



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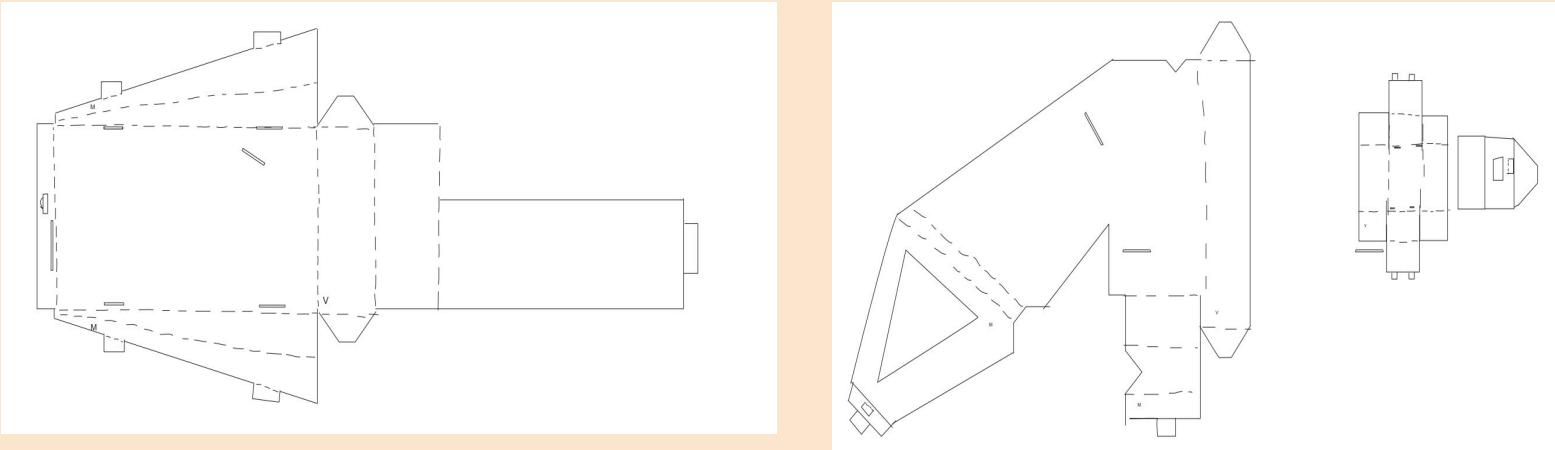
# Design 166 - Packaging



This design features a simple yet effective cardboard packaging system that allows users to see and feel the product while keeping it securely in place. The packaging is durable and prevents the paddle and ping pong balls from slipping out, even when dropped.

Opening the package is straightforward: by tugging on the wall that closes the outer layer, the package opens. Repeating this motion on the second, inner wall reveals the secured paddle. Once the paddle is removed, the user can take out the small cardboard box that holds the ping pong balls. Using the same opening method, they can easily access the balls and enjoy a fun game with family!

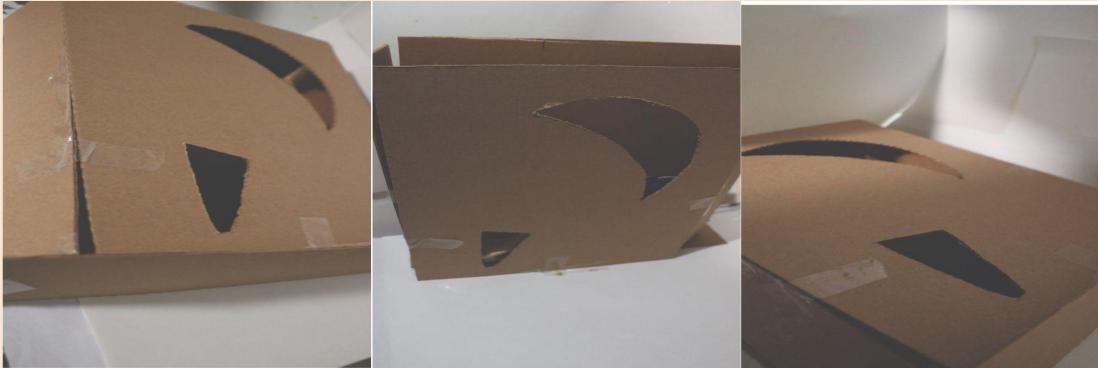
# Design 166 - Packaging



These are the patterns of the cardboard packaging system used for the ping pong balls and paddle.

Tools used: This was an individual project in class, Received feedback, used affinity, cardboard, exo knife, pen and paper.

# Design 166 – Packaging – Process

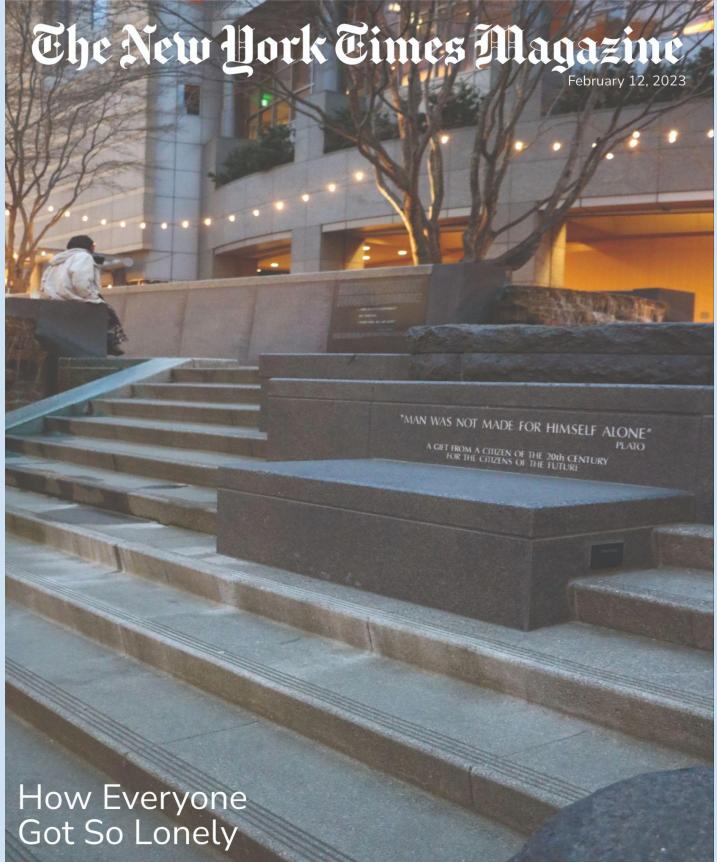


In order to create my final design I practiced using the ping pong balls, paddle, cardboard, exo knife, and tape.

This process was a lot of trial and error while receiving feedback from others. The more I practised, the less tape I tried to use. And finally didn't need to use tape.



# Design 166 – Magazine Cover



For this project I designed a new york times magazine focusing on loneliness. For this cover design, I focused on the environment. I traveled to downtown university street and photographed an individual staring at the lights while also capturing the monument with the following quote “ Man was not made for himself alone”.

Tools used: Camera, affinity.

Help: Individual work in class, received feedback.

# Design 166 – Magazine Cover



For this cover design, I focused on the relationship between the individual and their environment. I photographed a person pausing midway on a staircase, staring downward. The setting is cold and polluted, a feeling of isolation in a place where there's no one else around. And one that no longer feels worth staying in.

Tools used: Camera, affinity

Help: Individual work in class, received feedback.

# Design 166 – Service

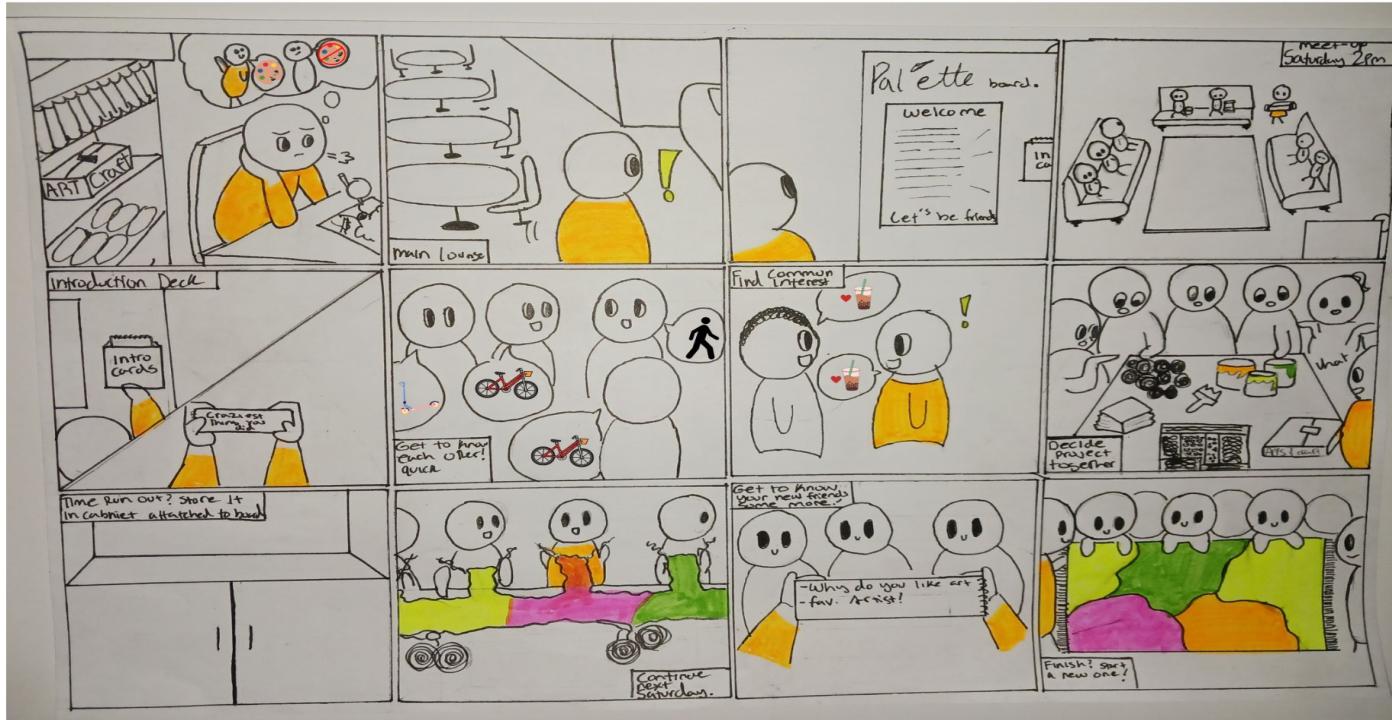


This service is a community-building platform designed for students living in dormitories who share a love for arts and crafts. It helps students connect, collaborate on creative projects, and form friendships in a fun and meaningful way. By encouraging participation through shared interests, the service makes it easier for students to feel at home, meet like-minded peers, and build a sense of belonging within their living space.

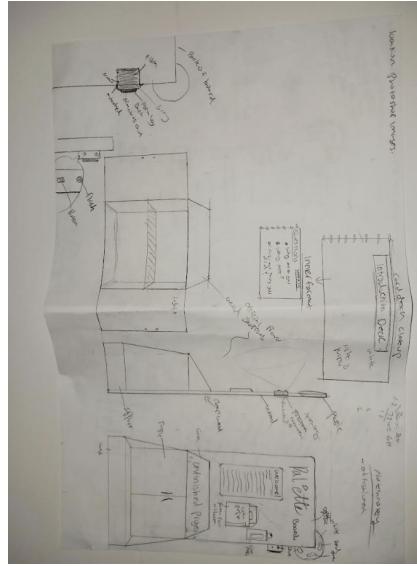
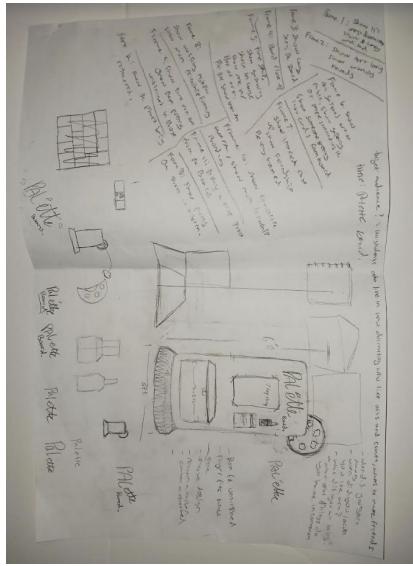
Tools used: Canva, affinity photoshop, paint app, sketches/storyboard.

Help: Individual in class, received feedback

# Design 166 – Service – Storyboard



# Design 166 – Service – Process



In order to complete this project, I spent a lot of time prepping before storyboarding. I spoke with students living in dorms and received valuable feedback from classmates and non-design students about dorm life.

# Website Redesign - Eat Together

**Home-Load**

**Home-Wireframe**

**Events Page**

**Home-Load**

**Home-Wireframe**

**Events Page**

**Home-Load**

Eat- together is a UW club focusing on helping students connect with others across campus through food. This is work I did from being apart of this club as a UI/UX designer.

For this assignment I was tasked with redesigning their entire current website.

Tools used: Figma, feedback.

Help: Mostly individual - receive feedback from developers and one other designer.

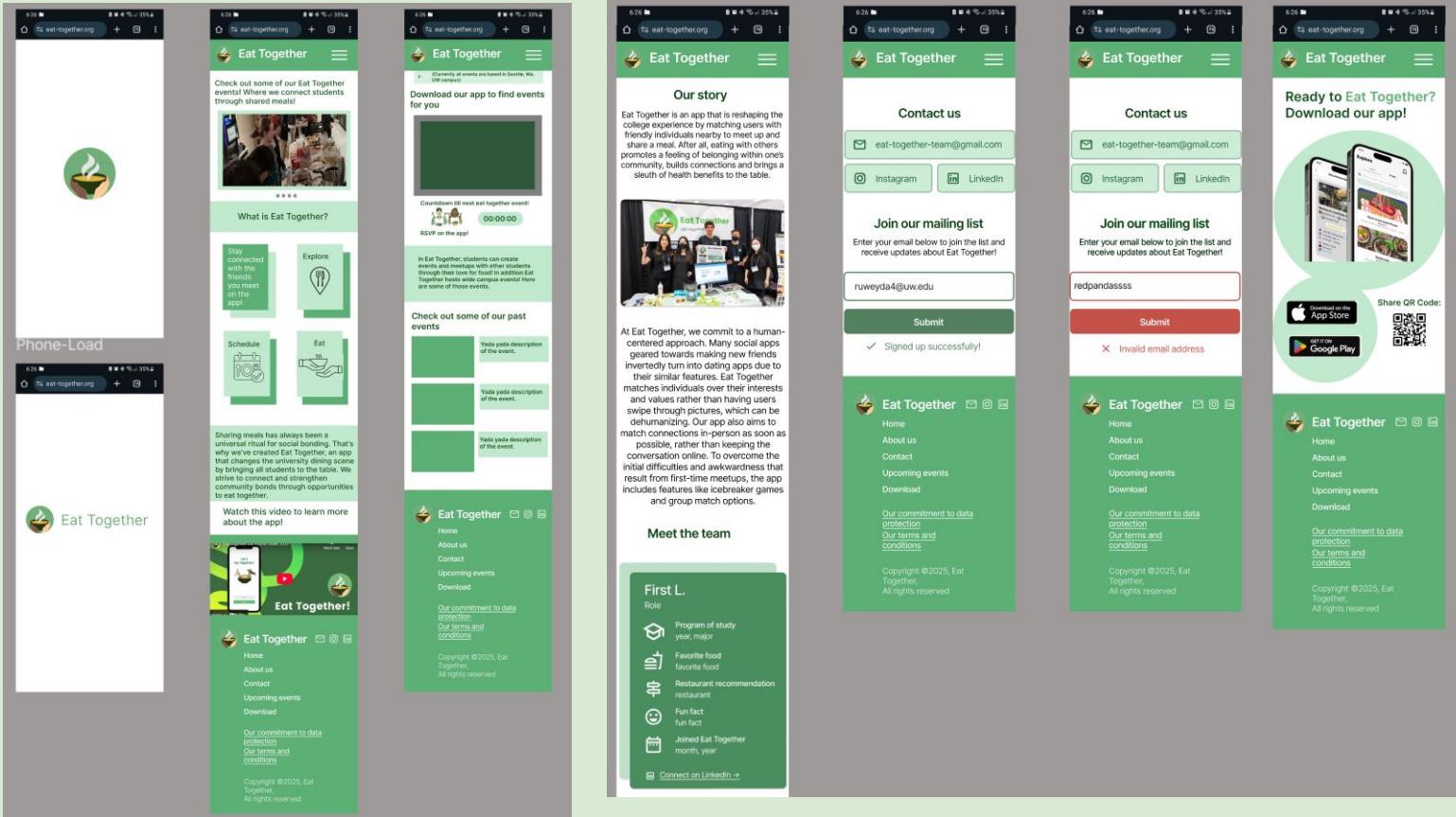
# Website Redesign – Eat Together

The image displays a grid of five screenshots illustrating the website redesign for Eat Together. The pages shown are:

- About page:** Features a header with the logo and navigation links (Home, Events, About, Contact, Download). Below is a section titled "Our Story" with a paragraph about the app's mission to reshape the college experience through friendly meetups. It includes three small thumbnail images of people eating together.
- Contact page:** Shows a header with the logo and navigation links. Below is a "Contact us" section with links to email (eat-together-team@gmail.com), Instagram, and LinkedIn. A "Join our mailing list" form is present, showing a success message ("Signed up successfully!").
- Download page:** Features a header with the logo and navigation links. The main content is titled "Ready to Eat Together? Download our app!" and shows two smartphones displaying the app's interface. It includes download links for the App Store and Google Play, and a QR code.
- Contact page:** Similar to the second screenshot, it shows the "Contact us" and "Join our mailing list" sections, but with validation errors: a red border around the email input field and a red message below it ("Invalid email address!").
- Home page:** Features a header with the logo and navigation links. Below is a section titled "Meet the team" which lists several team members, each represented by a green card with their name and role (e.g., First L. Role). At the bottom, there is a copyright notice: "© 2023 Eat Together. All rights reserved." and "Design by [Redacted]".

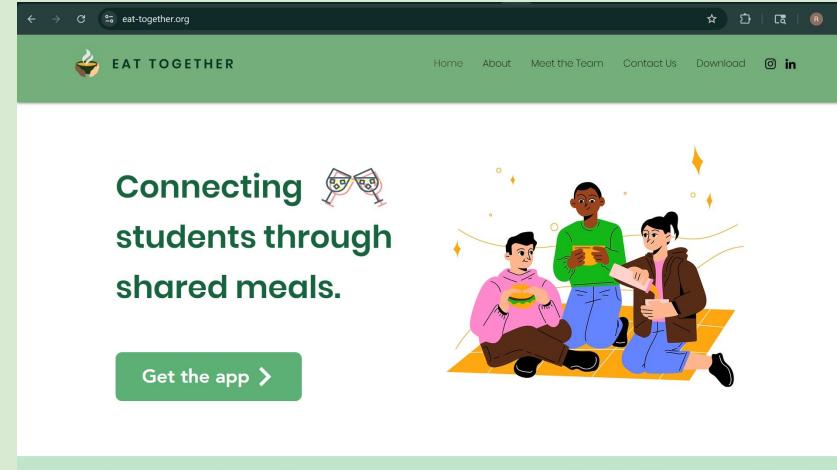
The goal of this redesign was to make it easy for users to contact us, learn how our app works, get to know who we are, and explore the types of events we host. While also encouraging users to download the app.

# Website Redesign - Eat Together - Mobile



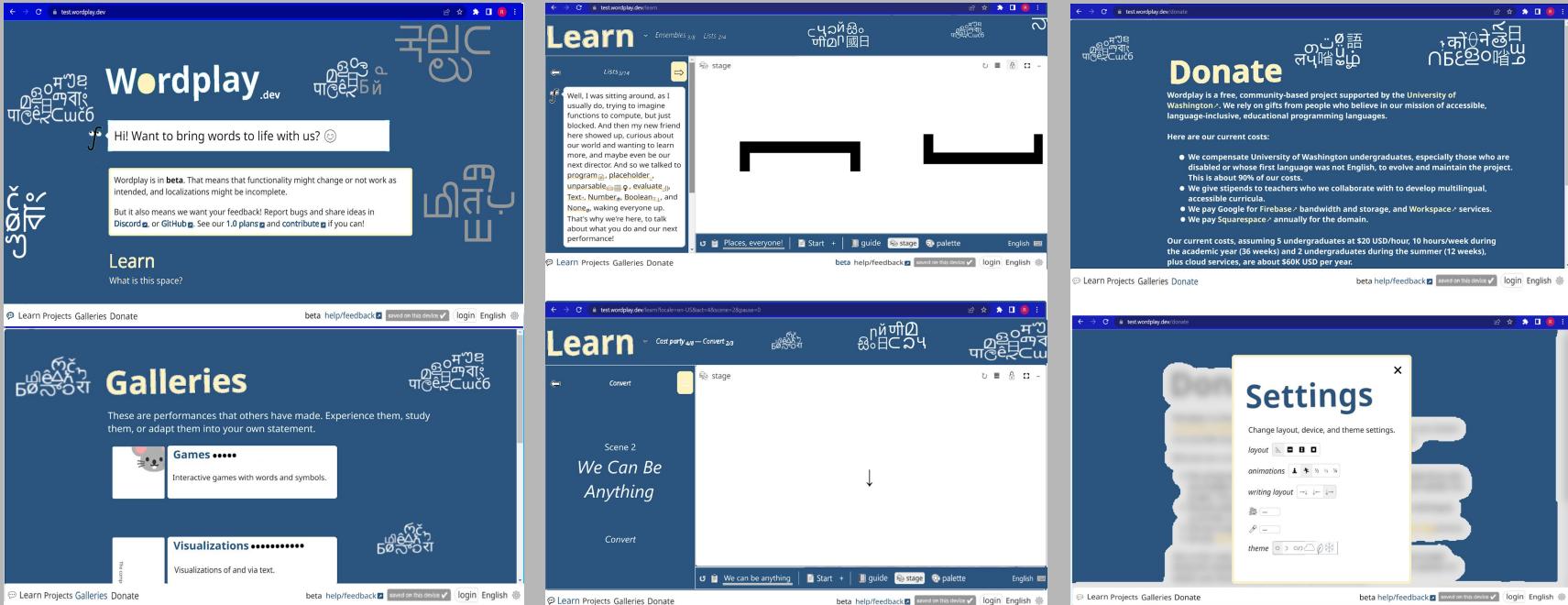
# Website Redesign – Process

- Open, just need to ensure the “Explore as Guest” usability testing isn’t that busy
- mobile responsiveness for “Meet the Team” is 🤔
  - Pretty open to doing
- A/B testing to see if we want:
  - Expanded card
  - Everything on one card, smaller bio
  - No bio
- Main themes ★
  - Fonts → consistency, sizing
  - Mobile responsiveness
  - Updating text
  - Formatting
- Design system:
  - Text
  - Buttons
  - Icons
  - Cards



The redesign process involved a lot of evaluation and feedback. As the UI/UX designer on this project, I began by identifying issues with the current website, then gathered input from others to gain additional perspectives. From there, I moved into Figma and created A/B design variations aimed at addressing those problems. I then met with another designer to get feedback and made revisions based on their suggestions. After finalizing the high-fidelity prototype, I handed it off to the developer for further review. The project is now complete and ready to be launched by the development team.

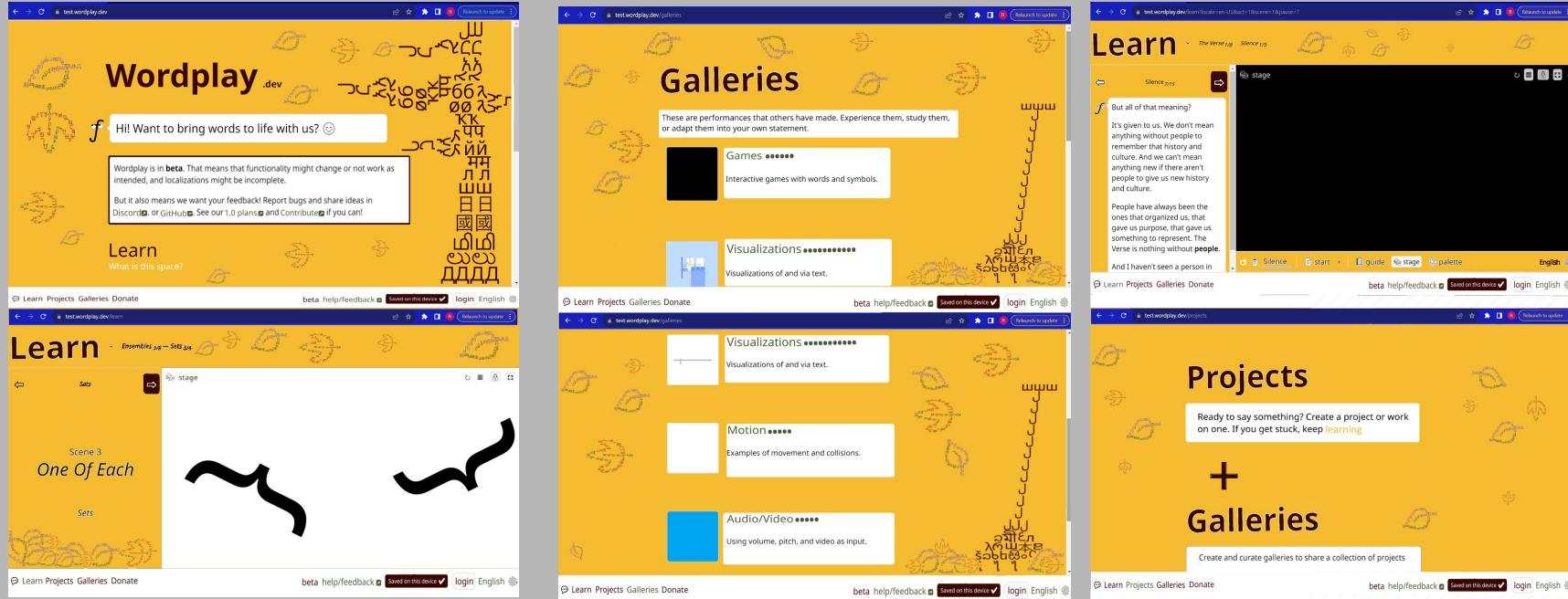
# Website Redesign - Wordplay themes



In this added environmental theme; Cloud, gray clouds float across the homepage and gradually turn white as they pass a sun, representing light and positivity. The clouds are made of international glyphs and move at varying speeds, with occasional floating letters blending in naturally. The animation emphasizes calmness and diversity, while careful color choices ensure accessibility for colorblind users. The theme captures a bright, airy feeling and reinforces the site's educational and multicultural purpose

Tools/Process: Photoshop, redraw, research/feedback. Help: Individual - research/program

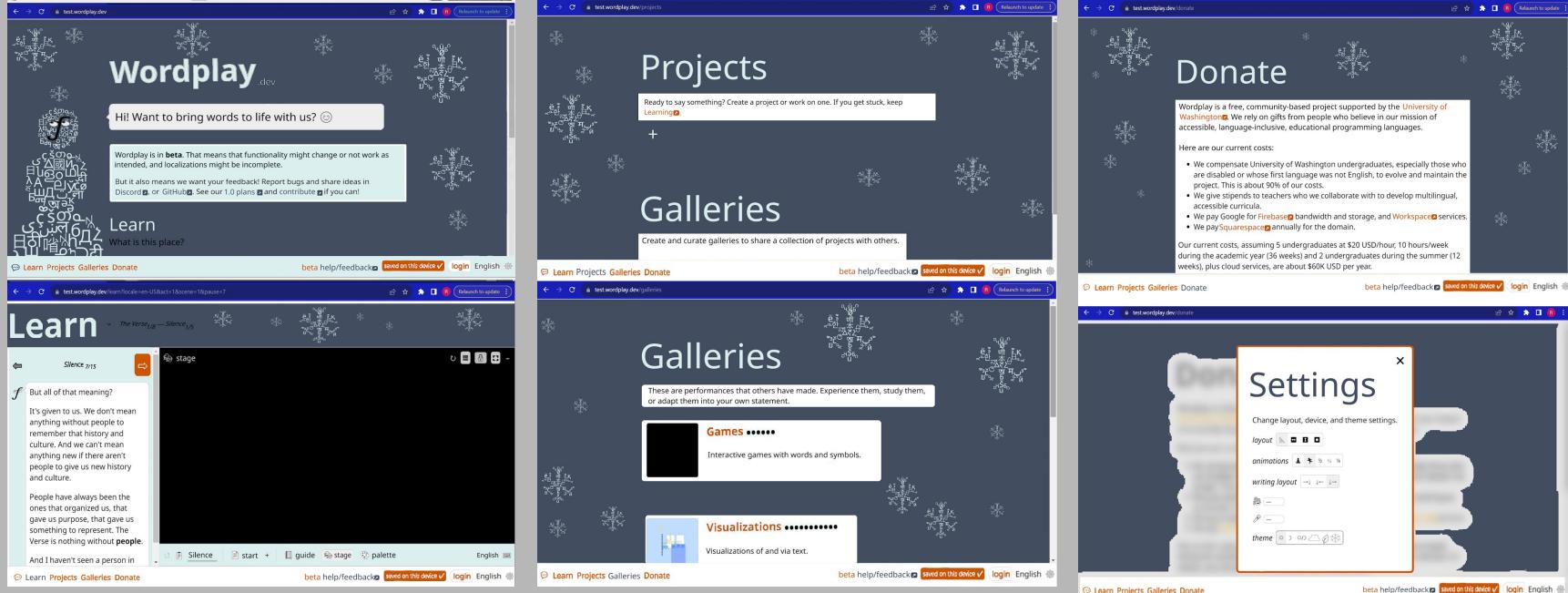
# Website Redesign - Wordplay-themes



The Fall theme showcases floating, colorful leaves and a letter-built tree that scrolls with the user. Like the Snow theme, it incorporates multilingual glyphs within the leaves and tree, reinforcing the site's language motif. Leaves fall more frequently on the homepage but are less distracting on other pages, and a static leaf pile at the bottom adds visual warmth without interrupting the user experience. The color palette is designed to be visible for users with various types of colorblindness, using a rich range of fall tones.

Tools/Process: Photoshop, redraw, research/feedback. Help: Individual - research/program

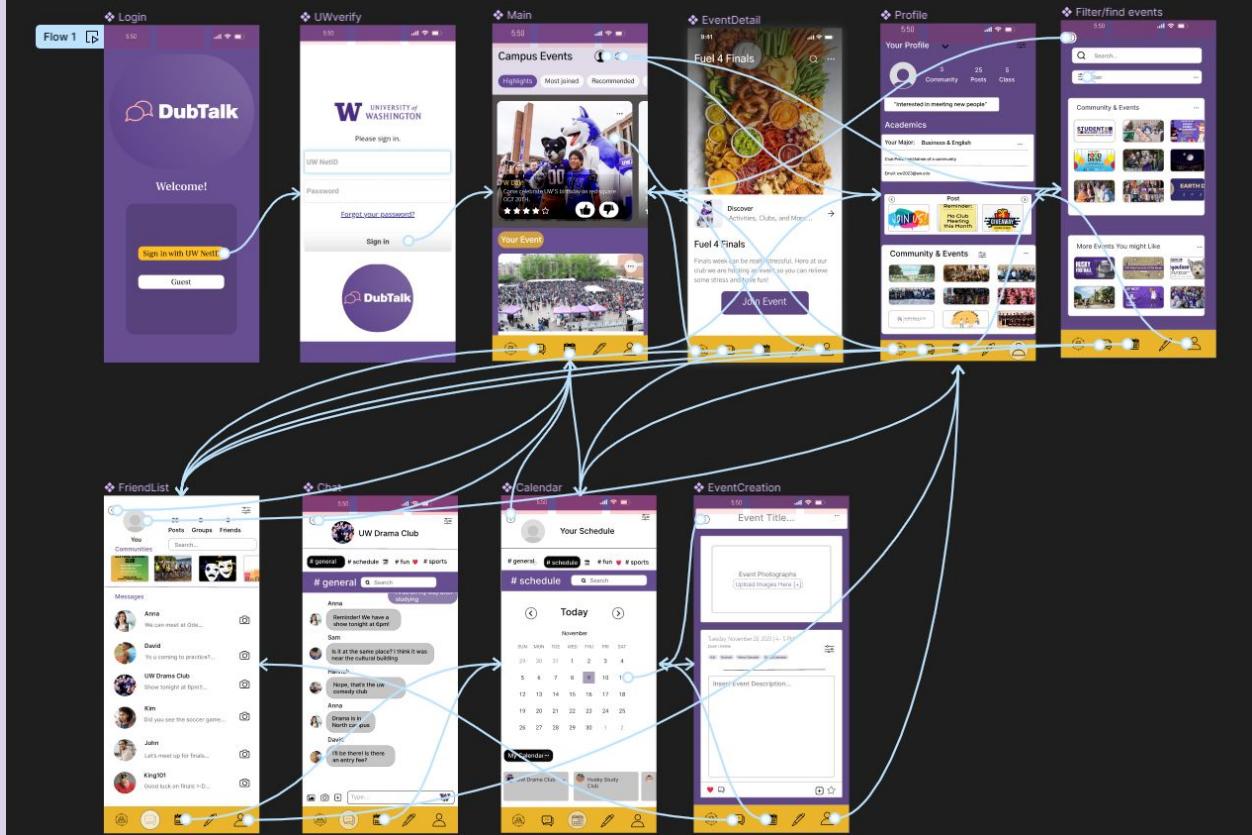
# Website Redesign - Wordplay-themes



The Snow theme features a snowman made of multilingual letters sitting on the left of the homepage, along with gently falling snowflakes. Snowflakes vary in size and avoid overlapping, while occasional falling letters (1 in every 4 snowflakes) subtly reinforce the site's language focus. The color scheme uses icy blue and white to evoke a wintry atmosphere, with added contrast from warm brown tones in buttons to enhance accessibility. The toolbar mimics snow buildup, and the minimal snowman design avoids cultural specifics to ensure inclusivity.

Tools/Process: Photoshop, redraw, research/feedback. Help: Individual - research/program

# App Design- DubTalk: Wire frames



DubTalk is a app design allowing for UW students to be able to find opportunities easier. And also allow UW students to advertise opportunities clearly and easily.

Rather than juggling from discord, Instagram, tiktok, canvas announcements, flyers, ect. DubTalk allows for UW users to have and rely on just one platform.

Tools: Figma, google survey, zoom interviews.

Help: Worked with 2 other UW students while creating the wireframes.

# App Design- DubTalk: User Persona



**Bill Jackson**

About: This is Bill, he is a current UW student who is double majoring in English and Business. He spends a lot of time working as his club's president trying to recruit others as well as organize events. Bill engages with his club members frequently through the use of different social media platforms. And enjoys to look for nice places to eat on the AVE.

"I Wish more people who are interested in my club would join."

Age: 19  
 College: University Of WA  
 Major: Business, English  
 Location: Seattle, WA

Studious      Hard Working

Talkative      Friendly

**FAVORITE SOCIAL PLATFORMS**

**Brands:**

**Personality**

Introvert	Extrovert
Analytical	Creative
Busy	Time rich
Messy	Organized
Independent	Team player

**Goals:**

1. Wants to be able to find members who are interested in his club and commit
2. Meeting and talking to more people

**Motivations:**  
 Being able to meet new people whose time manages better with his club. Finding new ways to get people interested in joining.

**CURRENT FEELINGS**

Hopeful

Overwhelmed

Busy

Frustrations:  
 Being ghosted by club members, Not knowing how to schedule non-conflicting days for club meetings.



**Jasmine Miller**

About: This is Jasmine. She is a current UW student who is majoring in computer science. She spends a lot of time frequently scrolling through Instagram and loves watching funny dog videos, Jasmine is also very anxious about her resume and wants to find more clubs and opportunities to join.

"I want to find a club I'd really be interested in"

Age: 20  
 College: University Of WA  
 Major: Computer science  
 Location: Seattle, WA

HUMOROUS
EMPATHETIC

CURIOUS
TECHNICAL

**FAVORITE SOCIAL PLATFORMS**

**Brands:**

**Personality**

Introvert		Extrovert
Analytical		Creative
Busy		Time rich
Messy		Organized
Independent		Team player

**Motivations:**  
 Being able to be more involved with the UW community, finding more things that align with her interest.

**Frustrations:**  
 Not knowing which club or program is the right one to join, Not finding clubs that fit her schedule.

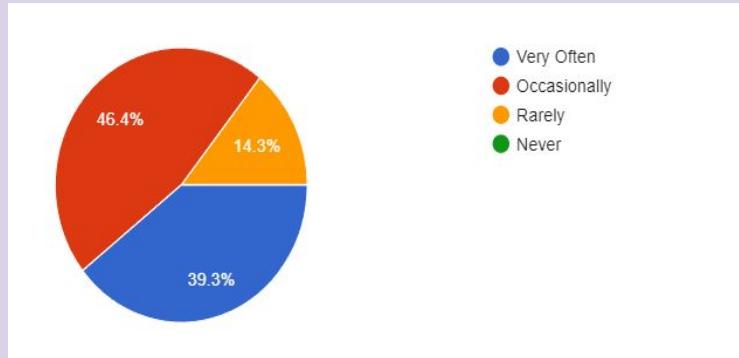
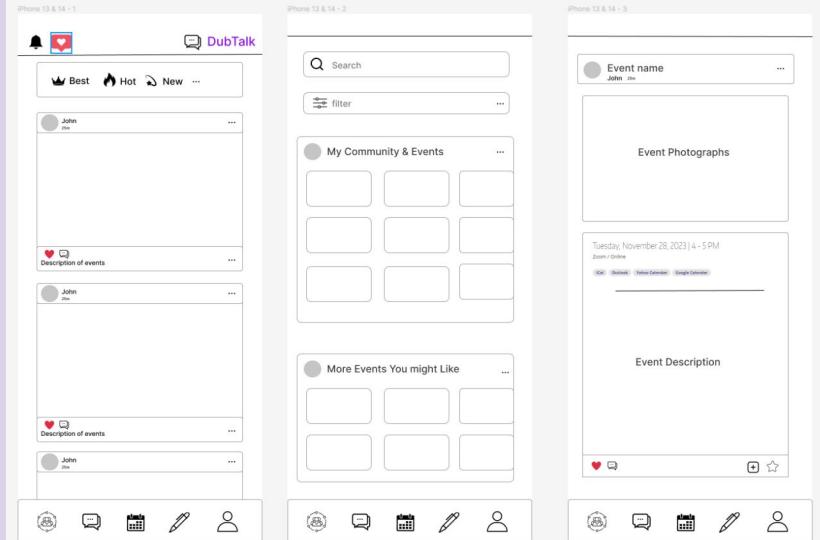
Concerned
CURRENT FEELINGS
Stressed
Busy

These are user personas I created after individually interviewing both of the app's stakeholders. Club leaders, and Club members. These personas allowed us to find solutions for unique problems that UW students both face when designing for them.

## Tool: Figma, interviews

Help: Individually did the research and interviews to create the personas.

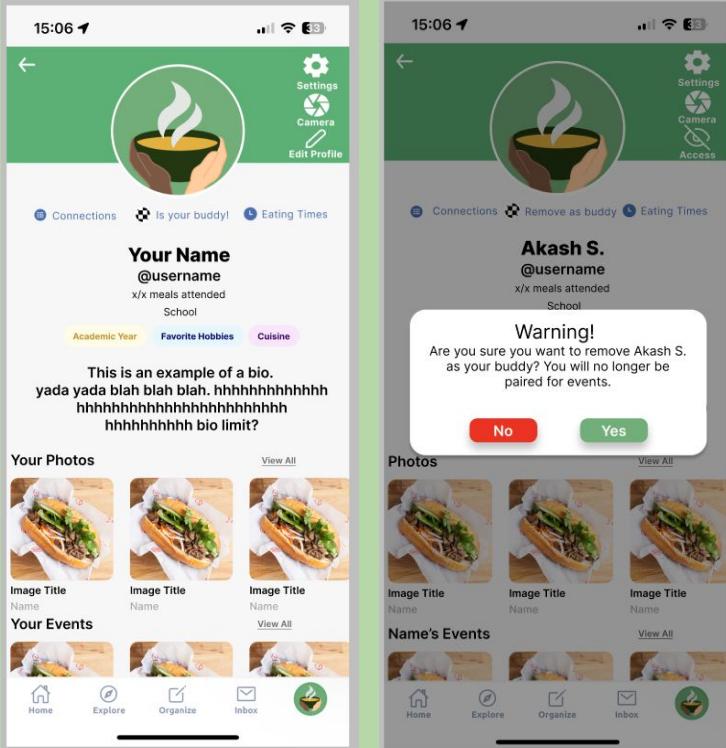
# App Design- DubTalk: Process



The process in designing this app required a lot of research, and feedback with team members.

First after interviewing and understanding the problem, we created the low-fi, then Hi-fi

# App Design- Eat Together - Feature



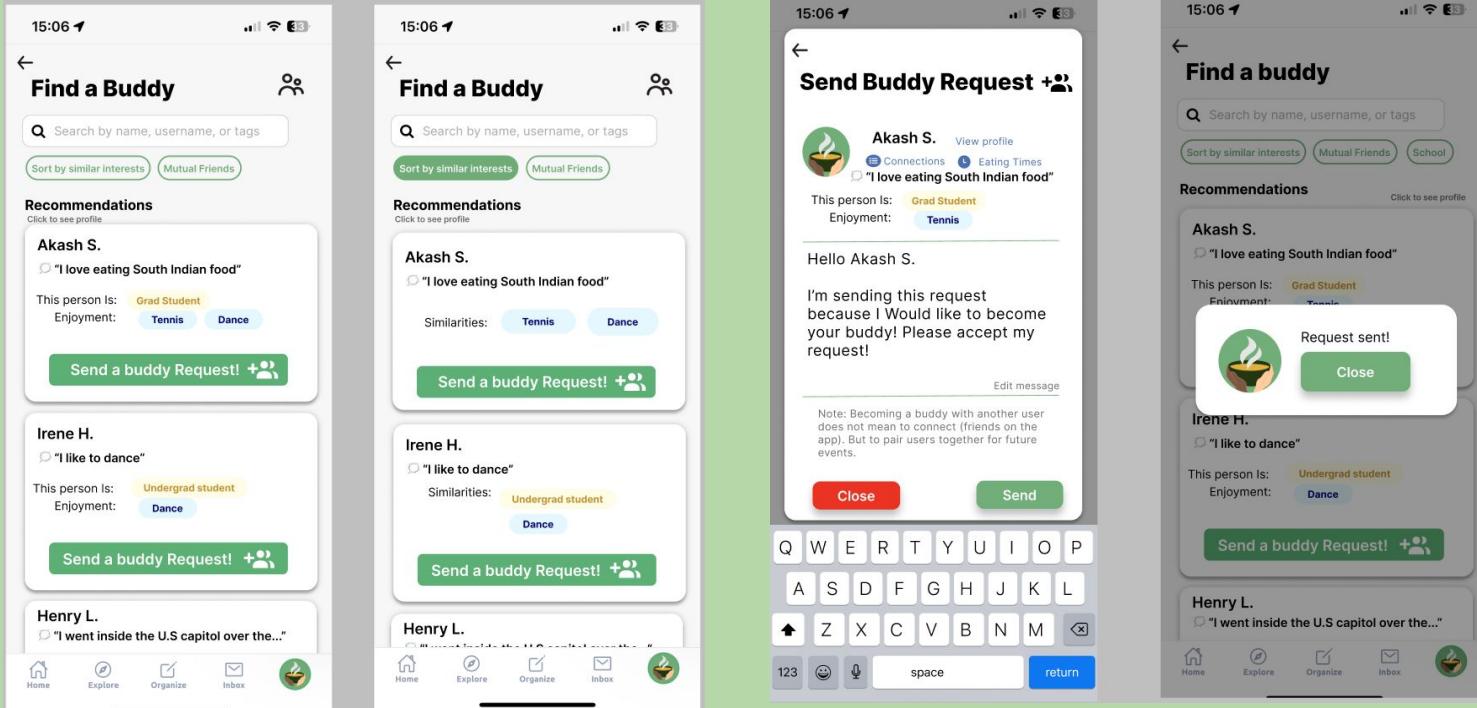
Eat- together is a UW club focusing on helping students connect with others across campus through food. This is work I did from being apart of this club as a UI/UX designer.

For this assignment I was tasked with adding a NEW FEATURE for the app called: Buddy System. This system is different from the traditional friending system. The buddy system allows people to tag along to events their buddy is going, customizing their homepage. This feature targets people who have a harder time making friends, this way people can meet someone while still being comfortable knowing another friend is there too!

Tools used: Figma, feedback.

Help: Individual - receive feedback from developers and one other designer.

# App Design- Eat Together - Feature



This page is to show how the app's features work. You can find a user that you met at an event and sent them a buddy request. If accepted, user would be able to see events your buddy is attending so you could too! (Users can only have one buddy at a time).

# App Design- Eat Together - Feature

**Requests Screen:**

- Header: 15:06, Notifications, Messages, Requests (highlighted), Remind.
- Section: Buddy Requests! (Click to view profile)
- Description: Click details to learn more about your potential buddy! and decided whether to accept or decline.
- Action: Decline All
- Notification: Name M. is asking you to accept buddy request
- Message: Hello Name X.
- Warning Dialog:
  - Header: Warning!
  - Text: Are you sure you want to decline Name M? You won't be able to take it back unless you or the other user sends another request.
  - Buttons: No (red), Yes (green)
- Notification: Name L. is asking you to accept buddy request
- Action: Details
- Bottom Navigation: Home, Explore, Organize, Inbox, Remind (highlighted).

**Remind Screen:**

- Header: 15:06, Notifications, Messages, Requests, Remind (highlighted).
- Section: Send a Reminder
- Description: You have sent one pending buddy request! Click remind to send another notification to buddy.
- Notification: Buddy Request for Name T. is still pending (5d 21h)
- Text: Hello Name T.
- Text: I'm sending this reminder because I Would like to become your buddy! Please accept my request! I look forward to going to events together!
- Action: Edit message, Close (red), Send (green)
- Keyboard: Q W E R T Y U I O P, A S D F G H J K L, Z X C V B N M, 123, space, return.

But what if your buddy request hasn't gotten accepted yet?  
You have the option to send a reminder to the other user.

If you don't want to accept a buddy request, simply decline.

# VR Game Design-Demo

## Let Go or Be Dragged

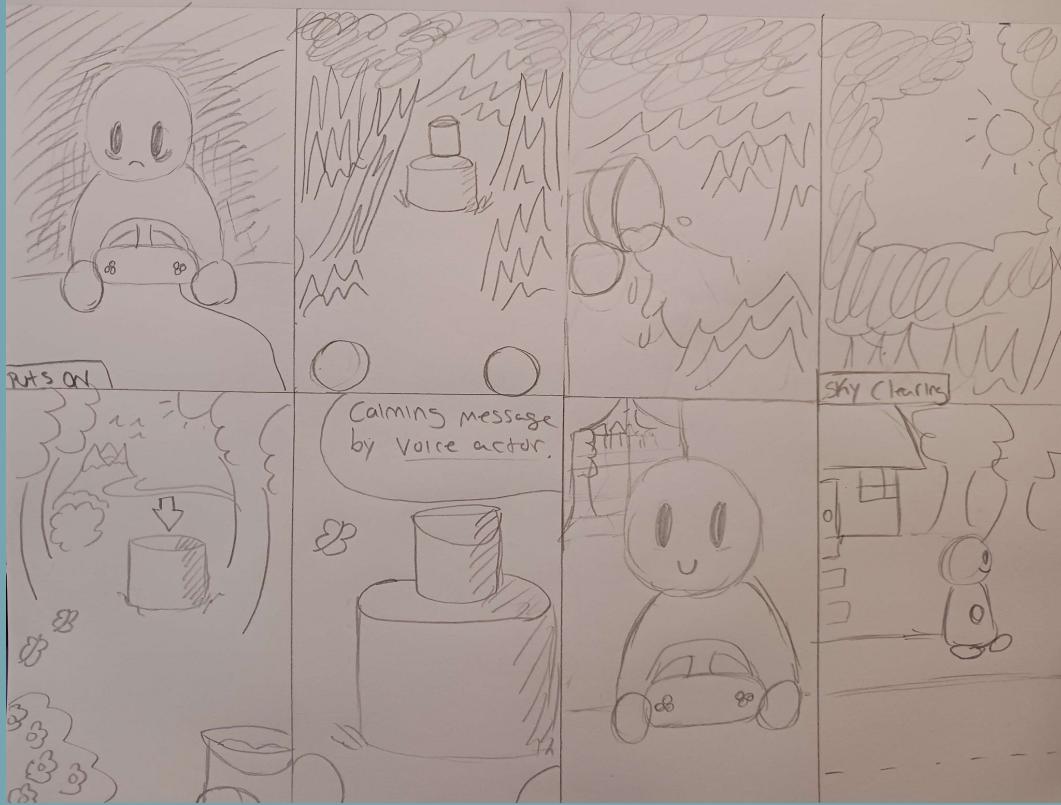
In this mini-game, the player finds themselves in a foggy environment. As they make conscious efforts to let go of their burdens, the fog gradually clears, and they feel less 'dragged' down by their worries. This represents the psychological benefit of releasing stress and emotional baggage.

Tools: VR headset, Asset store, Visual studio, Storyboarding, trial and error

Help: A graduate CS major and Voice actor friend.



# VR Game Design- Storyboard



In this storyboard, The targeted audience: Teens-young adults who struggle with mental health enter a cloudy forest where they have to urgently get rid of the fires with a bucket of water. This is to represent a chaotic and overwhelmed mindset. Once the chaos is overcome by the user, the Voice actor then reminds the user to stay calm, and notice the good around them. Showing them a much clearer and calming view.

# UI Application Take home – Service



## StoryBoard:

Summary: The user is on their phone when it pauses, prompting a nearby device to emit a sound that reminds them of something meaningful. This subtle interruption motivates the user to shift their attention from the screen to something more important.

## Purpose:

Phones can be incredibly addictive, often pulling our attention away from the people and moments that truly matter. Instead of harsh solutions that lock phones away or restrict features, the Tune-In offers a gentler approach. This small device uses calming instrumental piano music, like “Idea 22” by Gibran Alcocer or “Solas” by Pianovus, to gradually draw your attention back to your surroundings after extended phone use. Rather than punishing you, it encourages mindfulness and helps you reconnect with what’s meaningful in your life.

# UI Application Take home - Service



Phone attachment: Mini  
Tune-in device is thin, and soft - and is recommended to be placed where fingers don't frequent. (Bothersome placement).

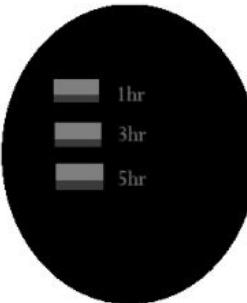


1in  
The mini tune in device sticks to the phone. It sends a signal to your phone to pause and connects with the main device.



3.5 in

Large/Main Tune-In device: Has speakers to the side, and the full logo title. This device has buttons on top that allow you to chose between 1hr, 3hr, 5hr. to play 5minutes of instrumental music



## TUNE-IN

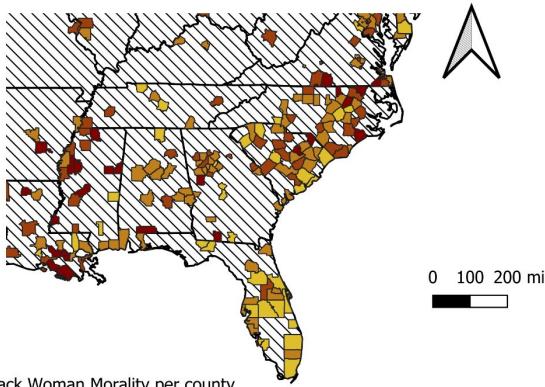
The device to help you focus on what's really important to you.

# Map Designs - Data Implementation

## Breast Cancer Mortality Rate difference between Black and White Woman

By Ruweyda Abdi

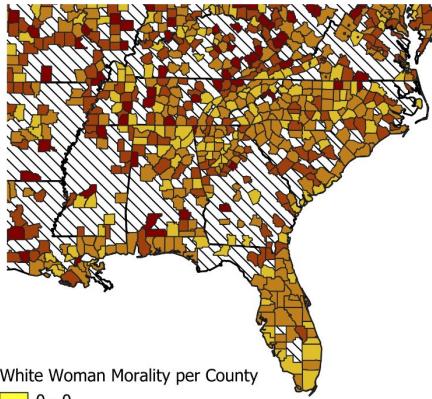
Black Woman



Black Woman Morality per county

- 0 - 0
- 0 - 23.8
- 23.8 - 29.9
- 29.9 - 38.1
- 38.1 - 58.5
- No Data

White Woman



White Woman Morality per County

- 0 - 0
- 0 - 17.8
- 17.8 - 21.8
- 21.8 - 27.2
- 27.2 - 49.1
- No Data

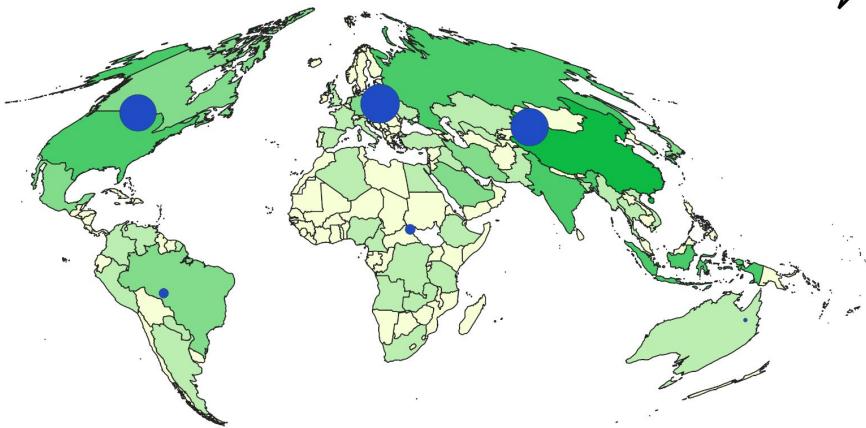
Black women have much higher breast cancer death rates than White women across the country. Looking at the maps, even in counties where White women have average or moderate death rates, Black women often have rates higher. This shows a clear racial gap. The difference is especially noticeable in the Southeast, which highlights ongoing health inequalities in the states.

Created a projection using QGIS; In order to analyze and visualize a comparison of data between two races, and their mortality rate

Used; Census data (counties and state), morality data due to breast cancer.

# Map Designs - Data Implementation

Map 3: Total Cumulative Carbon emissions per region and total Greenhouse gas emissions per country



## Total GHG per country

### Countries

<span style="background-color: #ffffcc; border: 1px solid black; padding: 2px 5px;"></span>	-84960000 - 161040000
<span style="background-color: #ccffcc; border: 1px solid black; padding: 2px 5px;"></span>	161040000 - 519090000
<span style="background-color: #99ff99; border: 1px solid black; padding: 2px 5px;"></span>	519090000 - 1379380000
<span style="background-color: #66bb6a; border: 1px solid black; padding: 2px 5px;"></span>	1379380000 - 5833490000
<span style="background-color: #336633; border: 1px solid black; padding: 2px 5px;"></span>	5833490000 - 11576870000

For this map I used a World Sinusoidal projection (ESRI:54008). This map layer shows total greenhouse gas emissions by country, including CO<sub>2</sub>, methane, and other gases that reveals that the highest emitters are concentrated in North America, East Asia, and parts of Europe. The proportional symbols show cumulative CO<sub>2</sub> emissions by region, showing that Asia and North America have the largest historical carbon footprints. Together, these two layers show us that the regions that contribute the most greenhouse gases today are largely the same regions that have accumulated the most CO<sub>2</sub> over time.

Created a projection using QGIS; In order to analyze and visualize data containing carbon and greenhouse gas emissions for each region

Used; Sinusoidal projection, Proportional symbols, and an imported dataframe (excel) containing data collected.

# Thank You

Portfolio made by Ruweyda Abdi