Motivation Statement

I am interested in communication across cultural and racial differences. Traveling around the world, I have seen and experienced various traditional cultural elements and designs in different time periods. These cultural conflicts and unique characteristics about human thoughts inspire me greatly in the processes of art making. Human-computer interaction incorporate psychologic studies and human behaviors, which provide more opportunities for studies around human nature and thoughts. It was a large transfer for me to switch from industrial design, product design to UI/UX design. One thing does not change is my interest in human behavior. I like to pay attention more on the things closely around myself and approachable to everyone rather than broad news like international conflicts. Good design comes from life, and close to life. When I was doing product design, I focused on ergonomic and organic shapes. When I was doing interior design, I focused on user accessibilities and activities. When it comes to UI design, I focus on visual communication, coordination and comprehension.

What motivates me is the surrounding, the good and bad designs I encounter in life, and people’s reactions on them. Designs are everywhere in our lives. Sometimes they do not do what they supposed to do. They fell to successfully deliver messages to the users. It is interesting to see people around me having problem figuring out how to use something without specifications. No matter it is a product, a game, a social media or any 2D or 3D designs, I believe a good design does its work to teach the users how to use it without requiring an instruction sheet. A good design communicates to the user, not by language, but a more universal way of coordination. The design process is like a detective game, leaving clues to the players for them to find out. What it does is without any boundaries of languages or nationalities.

My designs will not focus on a specific group of people, but ideally accommodate to the most. No matter if I design a product, an app, a game, or anything in the future. The users or the audiences would experience an inclusive feeling of immersion and participation in front of my design. It is a more direct way of coordination, without texts or dialogs. The users would find a comfortable user experience instead of frustrations while using the products. There would not be any unnecessary instructions about it, which no one actually look through, but enough hints and clues to guide the users to the right path.

A game which I play recently designed by a Chinese video game designer called Jenova Chen, follows the doctrine of limiting text to the least. Chen is from Shanghai, where he got his bachelor’s degree in CS and digital art and design. He then earned his master’s degree from the University of Southern California’s Interactive Media Division. After graduation, he founded Thatgamecompany and become the creative director. “As Chen was born in a culture other than the culture he lives in, he tries to make games that appeal universally to all people.” The game I played has an international server and accepts players from all around the world. Unlike the traditional video games, it does not provide text instructions or extra conversations. It leads the player to explore the game through various hints in the forms of either sound, icon, light, etc. This trait allows a wider market for his production and creates a barrier free game environment to ever player. I appreciate this type of innovative coordination through design. I believe it would become a new trend of design in such a globalized society today.