

Hi, I'm Devin Ajimine.

A UX Product Designer & Software Engineer



Cool Fact: I was featured on the news after a hair product breakthrough I helped to discover at my past internship at Oceanit.

About me.

Recently, I have just completed my User Experience Internship at Viewpoint in Portland, OR. I have experience in Software Development, UX design, and Visual Media. Below you can find my projects I have worked on to give you a feel of my process and some personality. I am in search for a job that I continue to grow after I graduate in May 2019 from University of Portland.

I grew up in Hawaii for most of my life and I have just got back from traveling to Europe for my personal side venture. I am working on launching my industrial product design venture called PARAMINE on kickstarter. I called up my friends that are creators and my classmates of engineering, business, and art backgrounds to help me design/develop a product that reevaluates the way we approach problems in a more humanistic way. My take on wallets.

Please contact me for more information about myself or for how I can be of value to your company.

- B.S. Computer Science, Minor: Math, Innovation/Entrepreneurship @ University of Portland (May 2019)
- Member of E-Scholars (Entrepreneurial Scholars Program)
- University Innovation Fellow @ Stanford University's Hasso Plattner Institute

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Phone: (808)223-6702

Experience.

User Experience Intern



May 2018 - Present

Lead Content Creator



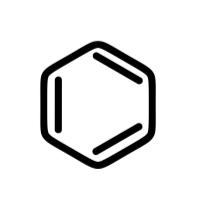
Nov 2016 - Present

Product Design Intern



Aug 2017 - May 2018

UX & Content Freelancer



Nov 2017 - Feb 2018

Commercialization Intern



May 2017 - Aug 2017

My Portfolio.

Note to reviewer - Below are the main projects I have worked on that showcase my overall processes for:

Product and UX Design Projects

- Viewpoint Mobile Filtering
- Viewpoint One Centralized Admin
- Viewpoint UX Workflow Revamp
- Viewpoint Support Query
- Python Web Browser
- Blokes App
- Oceanit AWS Multisite

Industrial Design Projects

- Paramine Wallet Collection (In Progress)
- Reflexer
- Oceanit New Skin
- Oceanit Invisible Hair Coloring

Visual Media Projects

- University of Portland "I am..." Campaign
- Rundoyen Startup

Design Thinking and Entrepreneurship

- University Innovation Fellow with Standford d. School
- Escholar
- Design thinking Workshop Coordinator

Thank you for your time! Looking forward to talking to you.

- Devin Ajimine

Email: ajimine19@up.edu

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- Product and UX Design -

1. Viewpoint Mobile Filtering

Project Role: Product Designer

Context:

Viewpoint Team App - Team is a Construction Project Management app that is mobile and web friendly to track RFIs, Submittals, Docs, etc. through a realtime process from inside the office to the construction site.

Problem: Users are constantly manually looking for RFIs through a long list of 100 RFIs to 1000s.

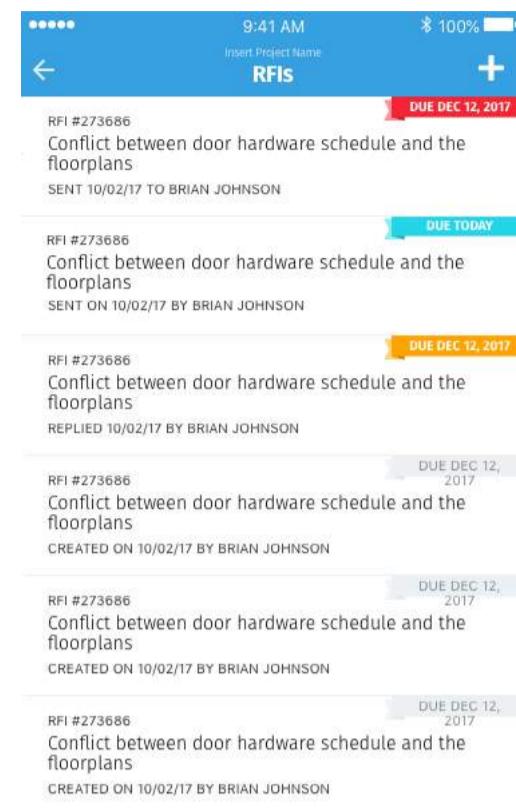
The Ask and goal: Create a filter system that users will be able to quickly filter, search, and sort through the RFI list in the field.

Process: Initial research -> Competitive Analysis -> Inventory Check -> User stories -> User Flow- Informational Architecture -> Ideation -> Design -> In house Guerilla Usability Testing

Initial Research: I conducted a thorough history investigation on filtering. I learned how styles have changed over time and the different methods of filtering. Then I went through a competitive analysis with multiple applications that used filtering in their apps. I did not just look at Viewpoint Competitors, but I also viewed apps from ecommerce to housing to travel apps.

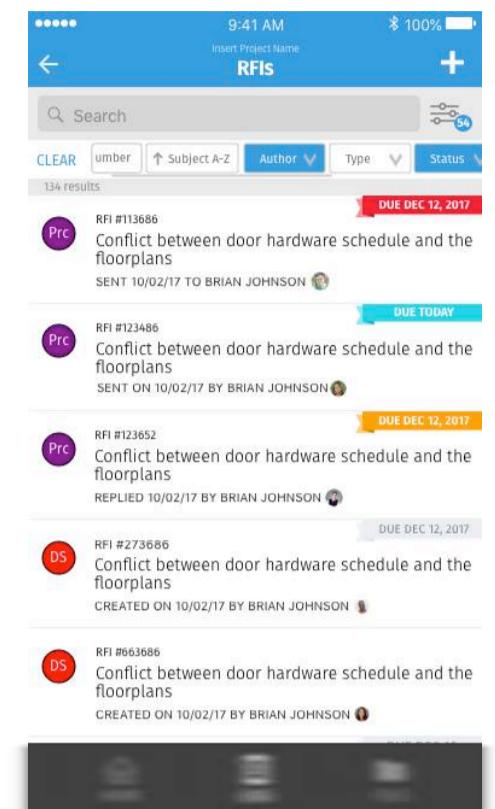
	Plangrid	FieldWire	Fieldtens	Dribbble	Behance	Airtable	Dropbox	Youtube
Description	Construction productivity software	Field Management software for construction	Construction is chaos. Fix it with Fieldtens	A place to show, tell, promote, discover, and explore designs	Showcase and discover the latest creative online portfolios by creative professionals across industries	Works like a spreadsheet but gives you the power of a database to organize anything.	Securely share, sync, and collaborate	Enjoy the videos and music you love, upload original content, and share it all with friends, family, and the world on YouTube.
Filter icon to press	Yes	Yes	No	Yes	Yes	Yes, create new sorts	No	No
Priority/Saved/Customizable filters	Ability to add elements to list groups/categories	A My Task group	No	No	Yes, create new sorts	No	No	Yes
Filter tabs (bottom, top, side)	Number, Status, and due date	No	No	Yes, with drop down menu	Some areas	No, but has a customizable form by blocking them in a flat view	Yes, vertical	No, blocks them vertically
Menu bottom Tab (like a guide that shows which part you are in)	Icons and words	No	Yes, icons and words	Yes, A customizable menu tab which has a billfold for the user to drag in menu bottom tabs. Represented with icons and words	Yes, icons with NO words	Yes, with a scrollable horizontal view	Yes	Yes
Menu Sidebar	No	Yes	No	No	Yes	No	No	No
Appointed Filters being used	Yes, A check goes by the selected filter however overlay form goes away after applying the filter	Yes, where the user can tell based on the headers	Yes, you can tell by the title of the one filter that can be used	Yes, the tabs hold the value of the filter being applied	Filters can be seen like a horizontal list that is scrollable horizontally	Filters are formed in a sentence with a boolean like take	Yes	Yes, but the form disappears when it is applied, also no apply button click and sort sorts
Multiple filter capabilities	No	No	No	Yes	no	Yes	No	No, you can add different categories but can't add multiple
Animation of filter	Slide down from the bottom	One on top and one on bottom	Slide from the bottom	Slides out from the tab	Slides up	Slides up	Yes, slide up	Slides up
Filter Form	NO	No	No	No	Yes	No	Yes	Yes
Overlaid Filter (not reloaded)	NO	Yes	Yes	Yes	No	No	Yes	No
Different Viewing of elements option, like changing the grid size	No	No	No	Yes	No	Yes	Yes	No
Search Tool	YES	Yes	Yes	Yes	Yes	Yes	Yes	Yes

Previous Version



Updated Version

(Permission from UX to show with some blurred titles)



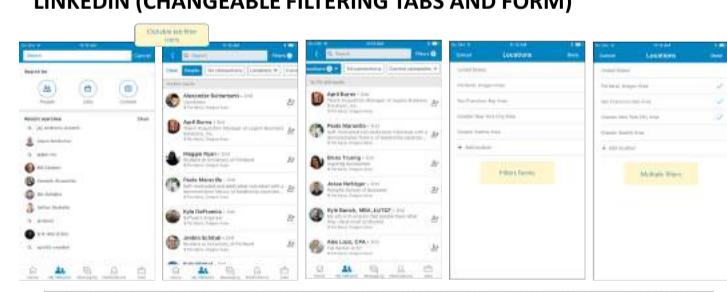
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	Yahoo	Amazon	Nordstrom	Macy's	LinkedIn	Kayak	Foursquare
Description	A web service provider	Offers a range of products and services through its Websites	Leading fashion retailer offering compelling clothing, shoes and accessories for men, women and children.	One of the nation's premier retailers	A business and employment-oriented service that operates via websites and mobile apps	is a fare aggregator and travel metasearch engine. It provides search results for its users	local search-and-discovery service in the app which provides search results for its users
Filter icon to press	No	no icon, but has the words filter with a down arrow	Yes	Yes	Yes, and tabs below it	Yes	Yes and the filter button is overlaid at the bottom
Priority/Saved/Customizable filters	No	No	No	No	No	No	No
Filter tabs (bottom, top, side)	No	Yes, Vertical ones with drop downs	Yes, vertical ones	Yes, Vertical	Yes, on the top with dropdowns for some tabs, scrollable	Yes	Yes
Menu bottom Tab (like a guide that shows which part you are in)	Yes	No	Yes to organize where you are	No	Yes	Yes	Yes
Menu Sidebar	No	Yes, and they have an additional horizontal scroll that you can use with the sidebar	No, but has a dashboard	Yes	No	No	No
Appointed Filters being used	No	Yes with check marks	Yes	Yes with check marks	You can tell which ones are being used by the tabs	No, but you can see the number of filters being shown and if you go in the form you can filter with a check mark	Yes with a tab section on top that shows filters and the ability to change
Multiple filter capabilities	No	Yes you can do more than one check marks	Yes	Yes	Yes	Yes	No
Animation of filter	No	Slides down from filter words	Yes, slides up	Yes, Slides up	Slides Up	Slide up	Slides up 3/4 ways
Filter Form	No	No	Yes	Yes	Yes	Yes	Yes, kinds with a 3/4 fill of screen
Overlay Filter	No	Yes	No, but for the sort it has a dropdown	No	No	No	Yes
Dynamic filtering (not reloaded)	Yes	No	No	No	No	No	No
Different Viewing of elements option, like changing the grid size	No	No	No	No	No	No	No
Search Tool	Yes	Yes	Yes	Yes	Yes	Yes	Yes

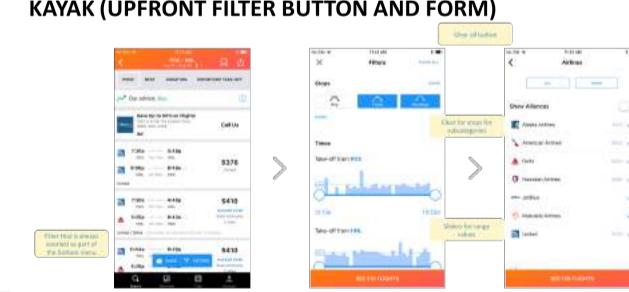
LINKEDIN (CHANGEABLE FILTERING TABS AND FORM)



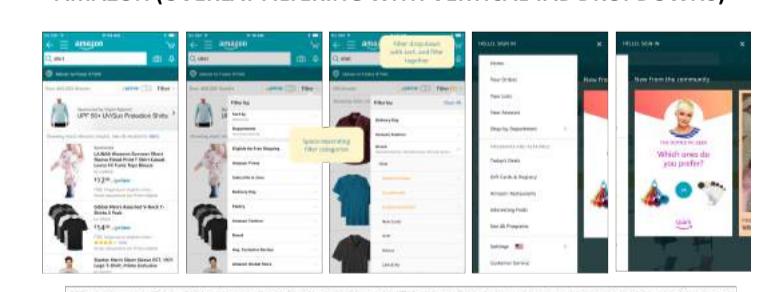
FOURSQUARE (SLIDEOVER ONSCREEN FILTERING)



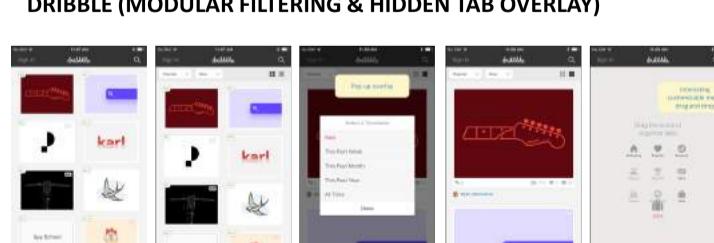
KAYAK (UPFRONT FILTER BUTTON AND FORM)



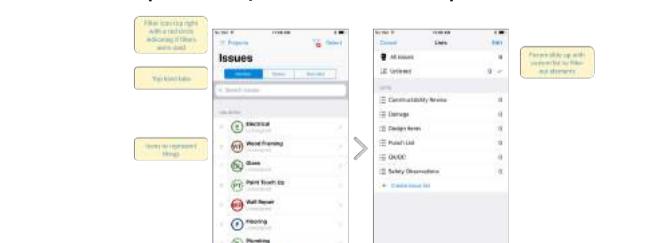
AMAZON (OVERLAY FILTERING WITH VERTICAL TAB DROPSHDS)



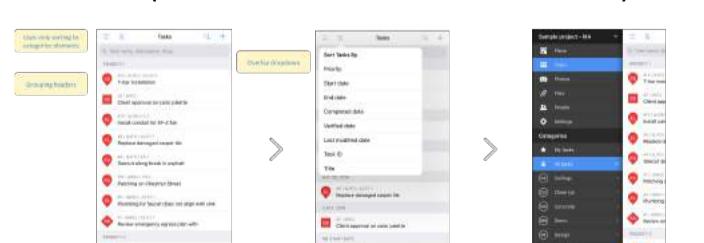
DRIBBLE (MODULAR FILTERING & HIDDEN TAB OVERLAY)



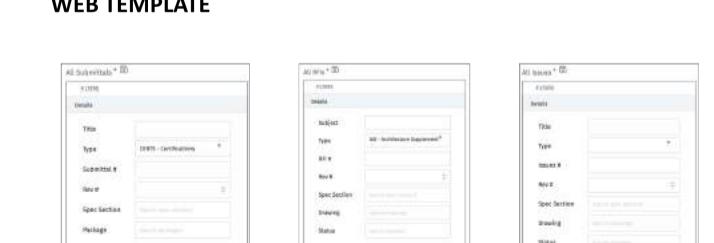
PLANGRID: (FOCUSED/FORCED FILTERING)



FIELDWIRE (OVERLAY FILTERING WITH DYNAMIC SORTING)



WEB TEMPLATE



Inventory Check

To make sure I understood the problem I researched more about Product Management in construction. I carefully researched what RFIs are used in the construction industry and I found online interviews that explained the full user flows of PMs using RFIs.

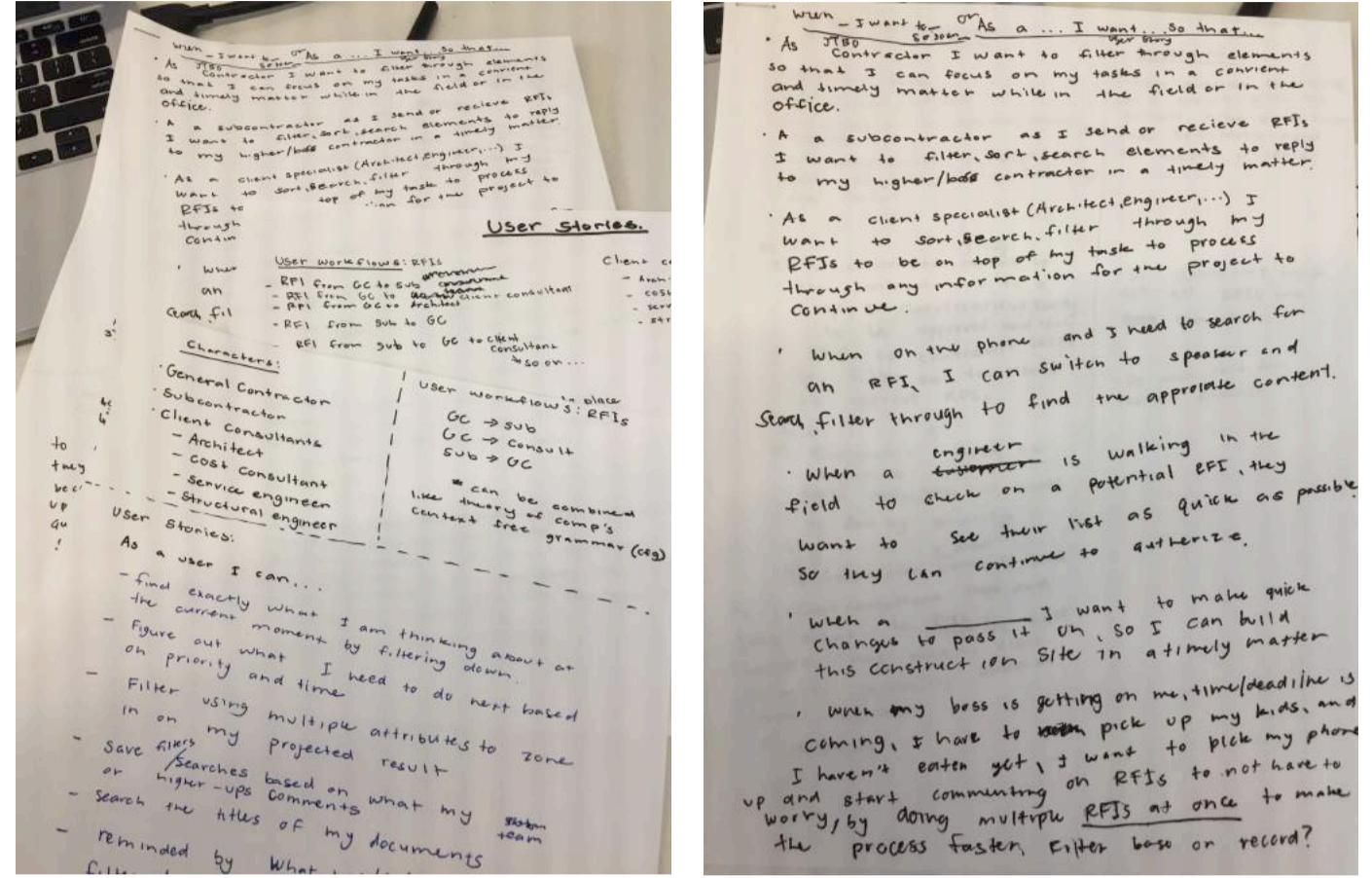
User stories and Jobs to be done

Persona Research:

Before Coming up with the user stories or JTBD, I had to really drill down on the personas for this application. With the in house research that was conducted before this project and competitors I looked at, I was able to pin point three personas:

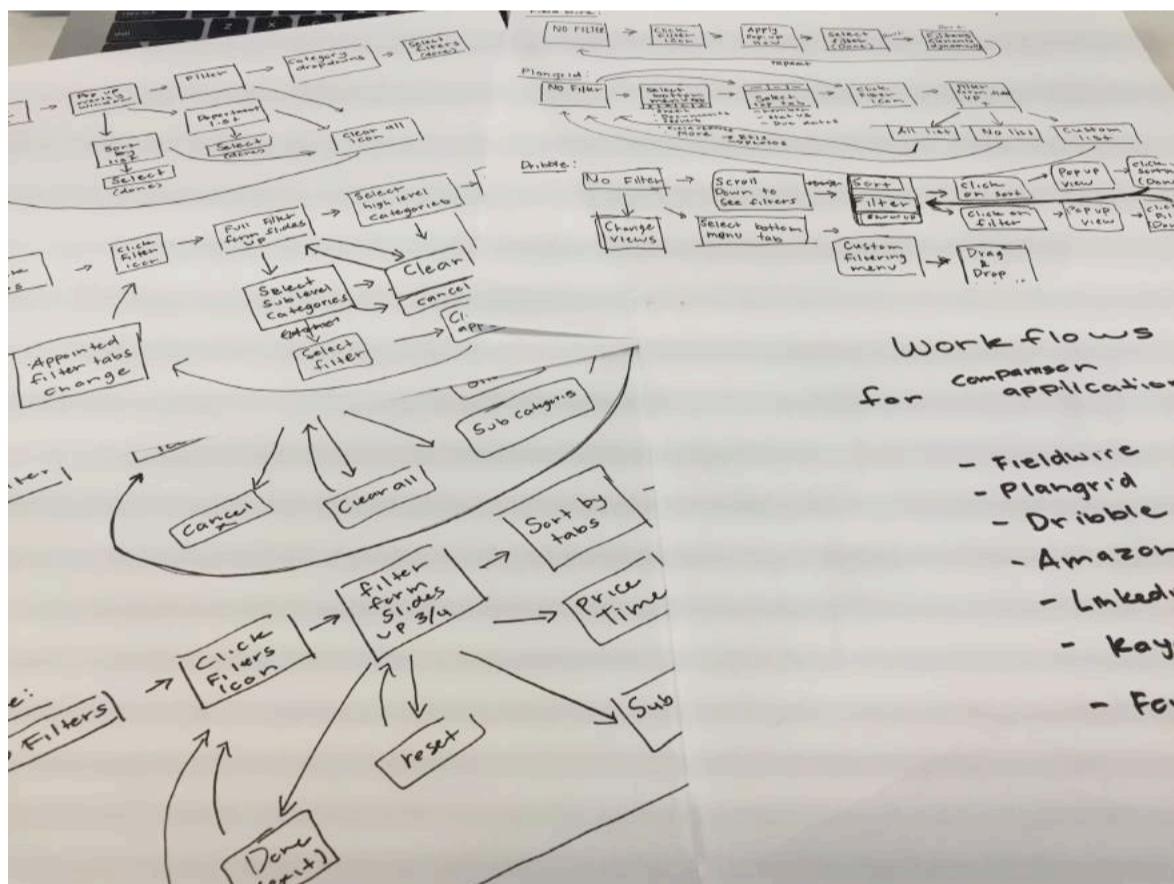
- Project Managers
 - Field men
 - Architects

With a clear path and understanding of these personas, I was able to craft stories that will later help me in the work flow.

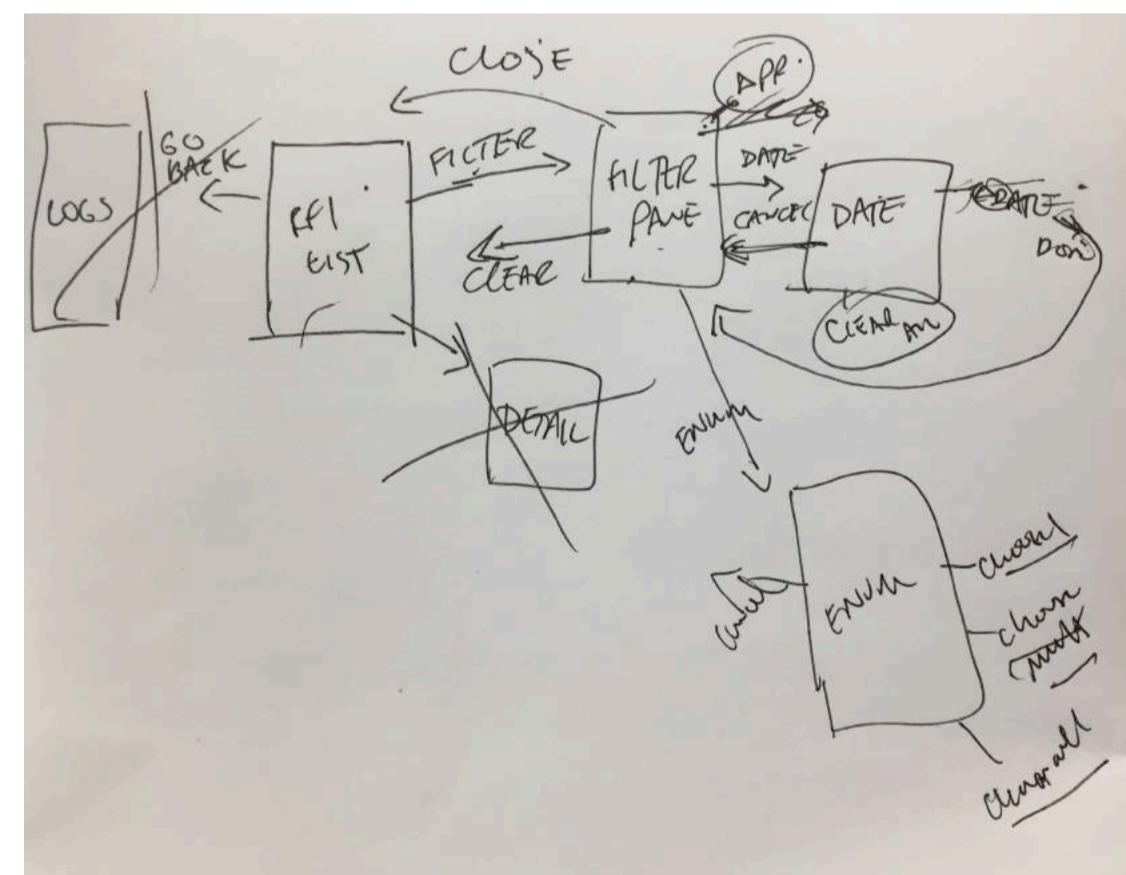


Once I was able to flush out the work flows that best matched my user needs, I was able to understand the IA of the filtering system I was dealing with.

Work flows

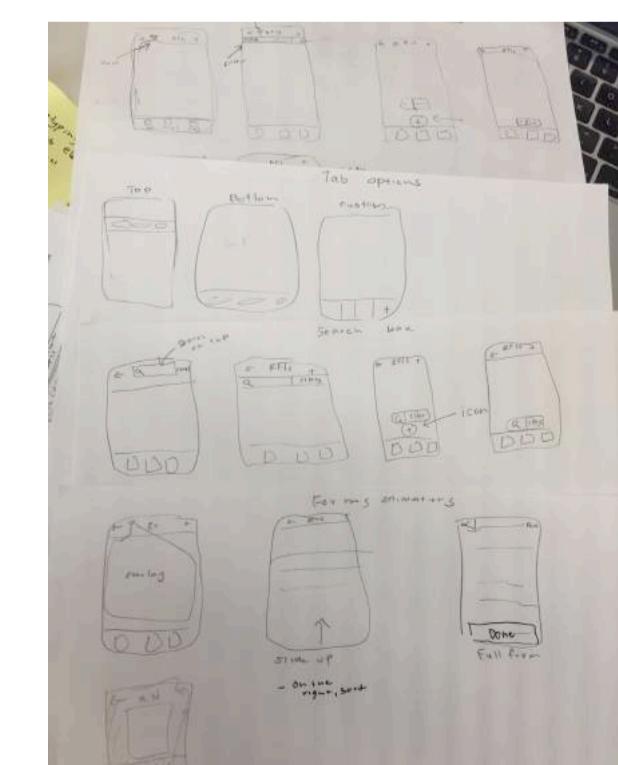
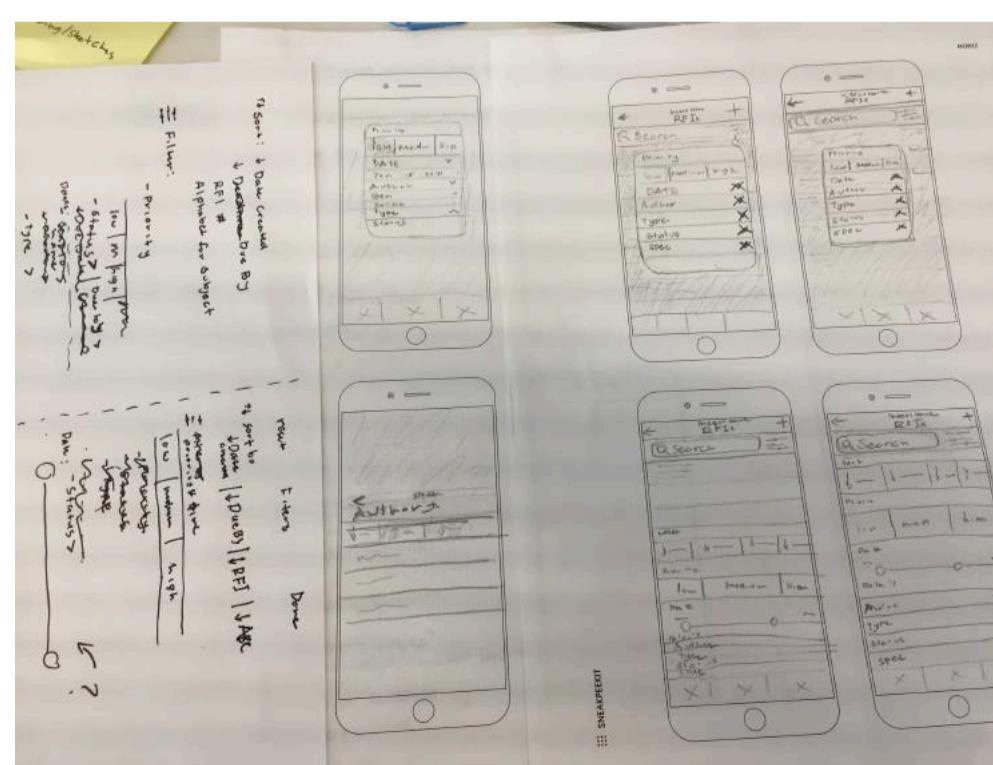
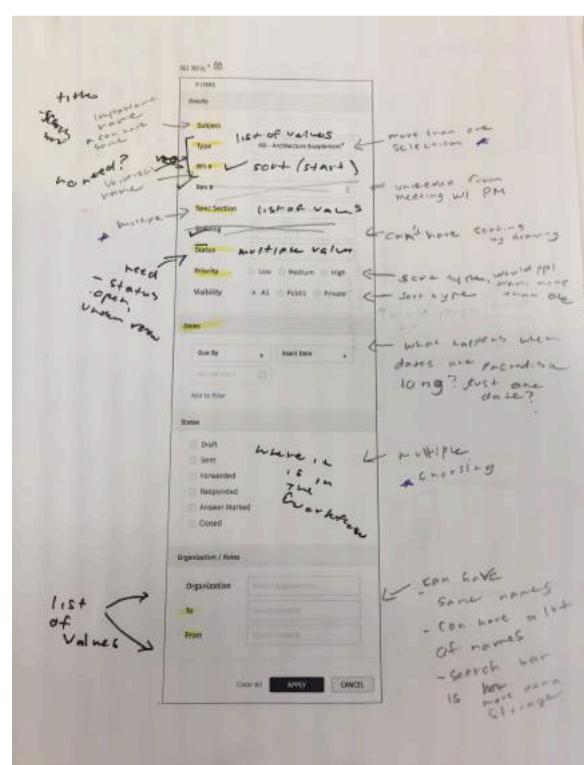


Information Architecture



After going over a full inventory of creating an RFI and the Informational Architecture, I started to draw out ideas. The way I design is looking at the whole application from start to finish and breaking down the components. Then, I mark the areas that I can iterate on. This allows me to piece together multiple combinations in order to increase my ideation capacity without getting overwhelmed with ideas.

Ideating

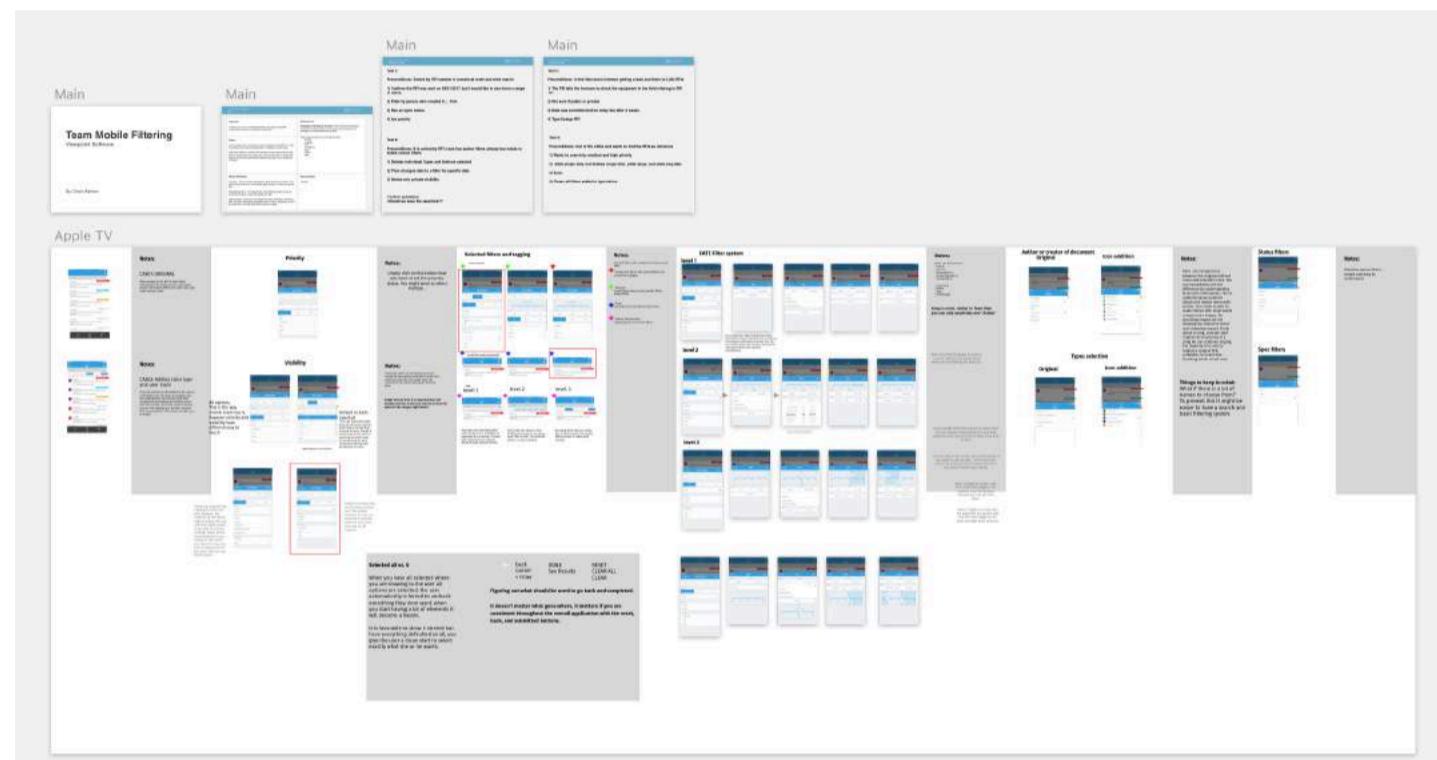
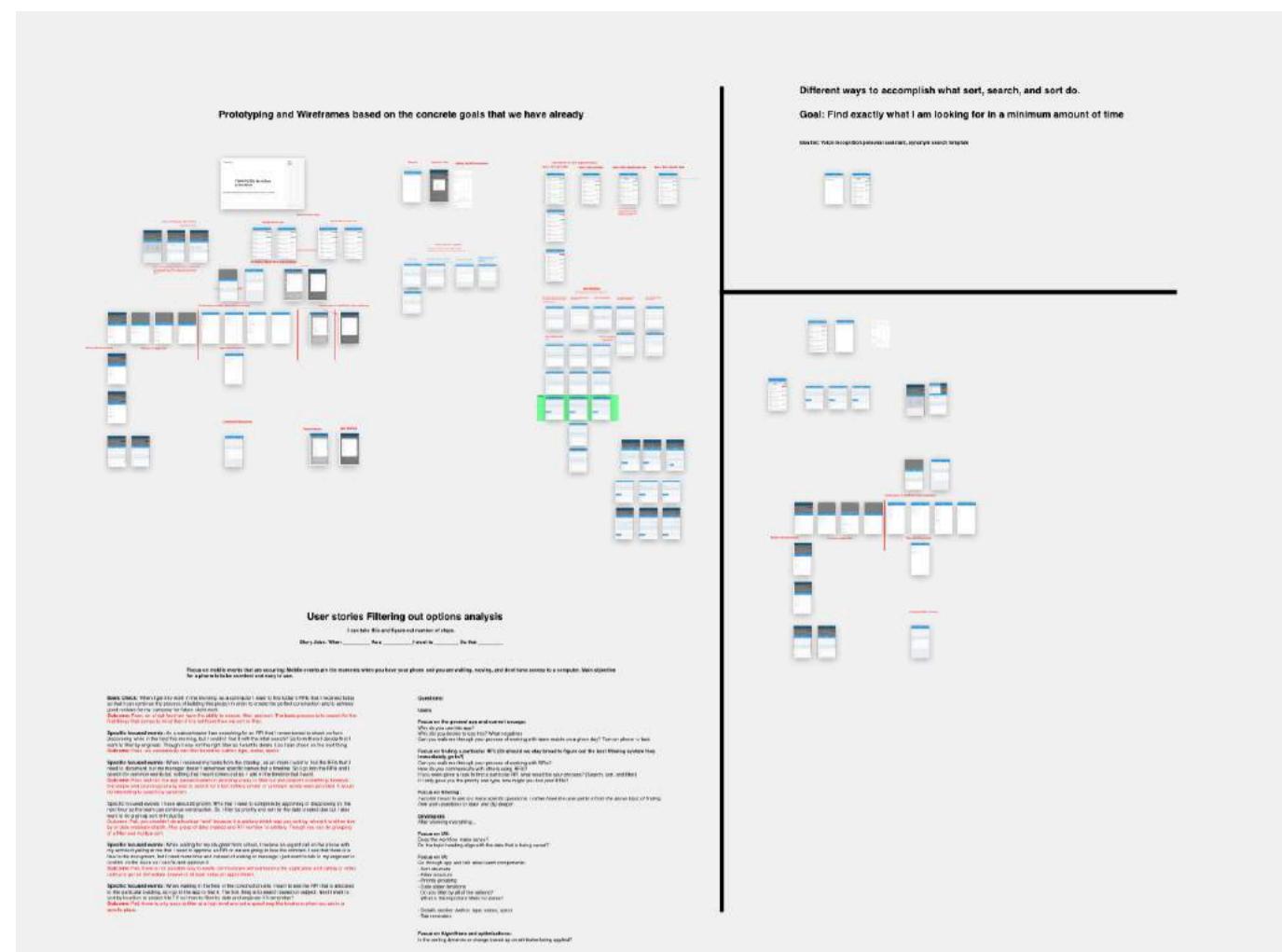


Draft 1

High Fidelity Wire framing

During the first take at designs, I created wireframes in sketch. I aligned the wireframes based on the user flow to see the story happen as I design.

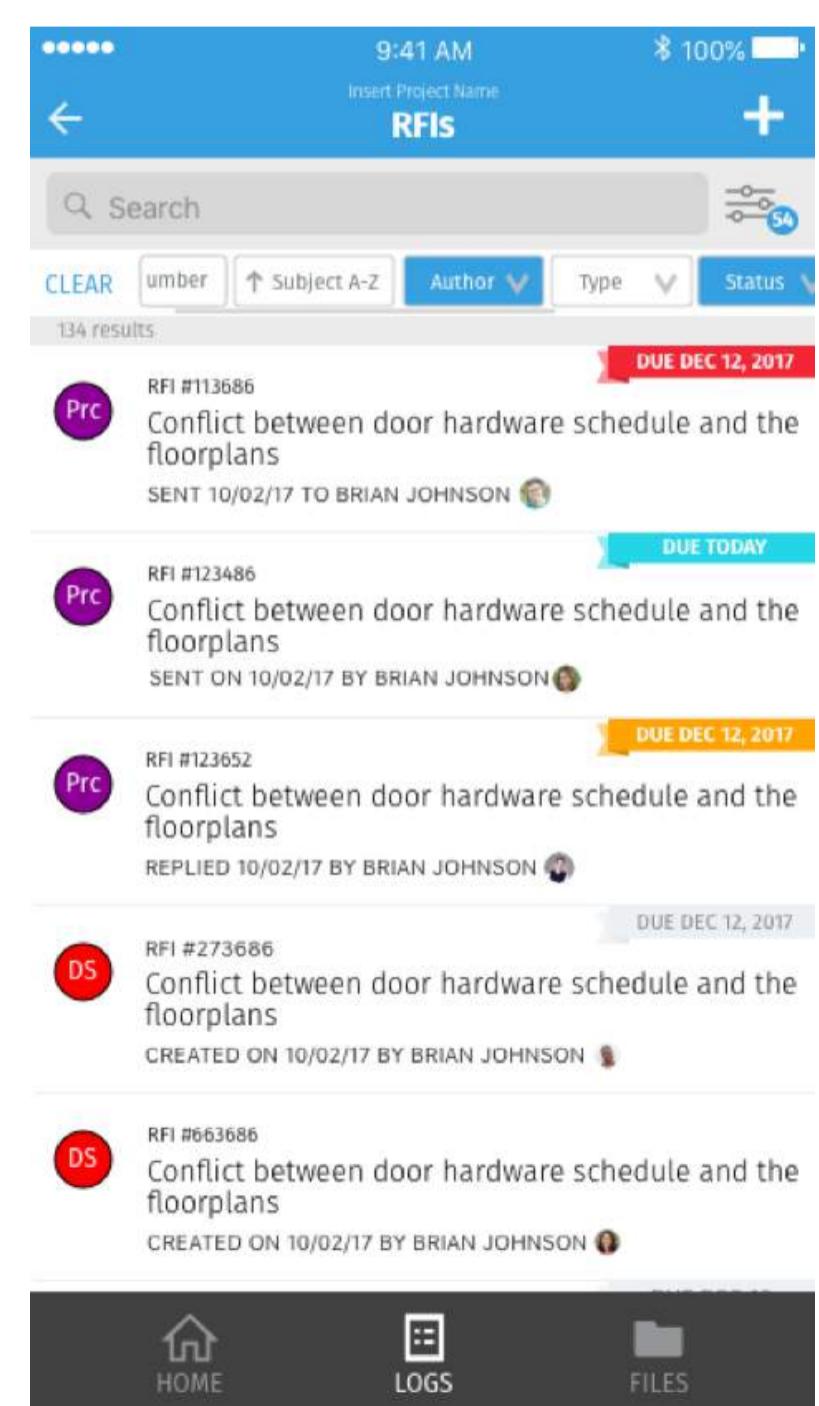
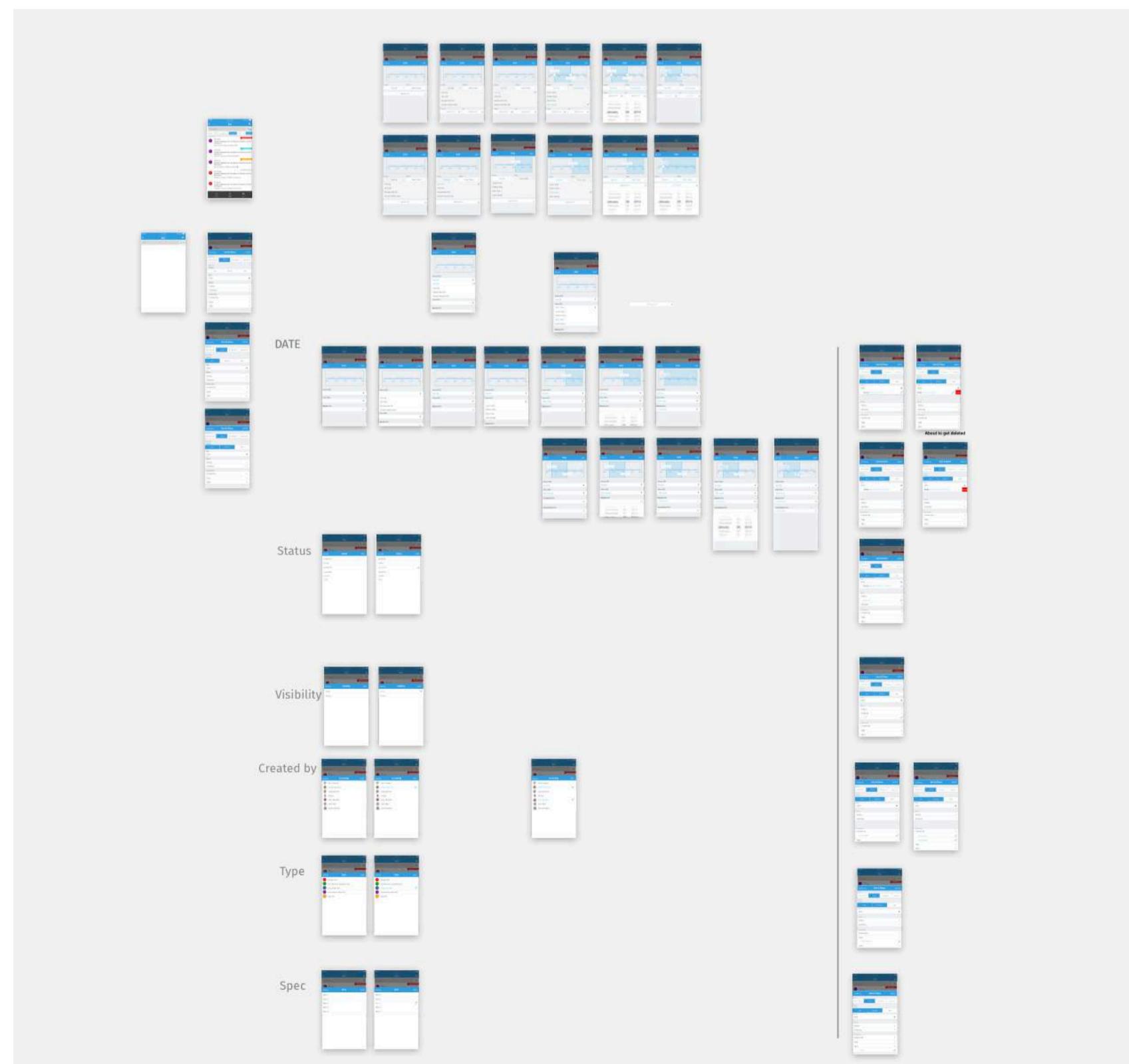
When I design I do a lot of copying and pasting of the same design so I can build on past work and to help others see my thought process.



Once I flushed out the ideas, I wrote up a conclusion sheet that explained the whole project in a simple and concise matter. I presented this at a “Design Review” where the UX team and other stakeholders including the Product Owner of Team, Developers, and architects are able to critique and offer any feedback.

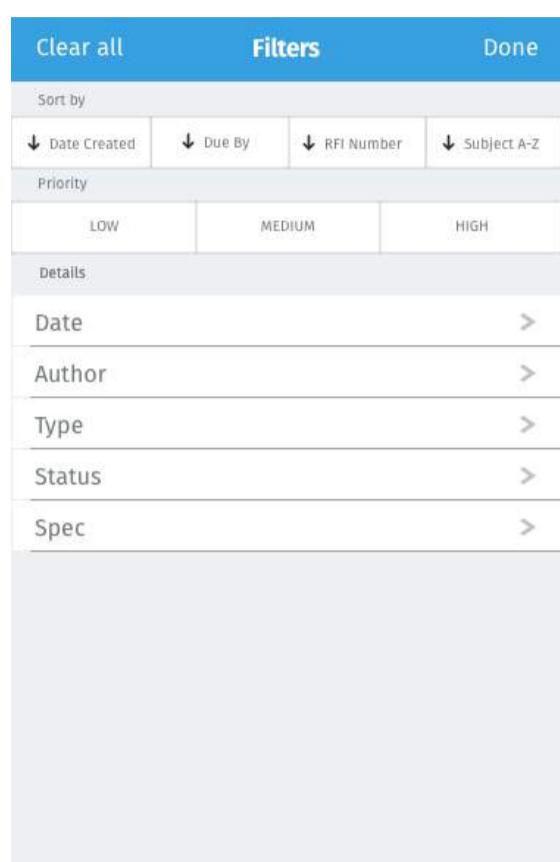
When I finally had a completed filtering system, I built a prototype using Sketch + Invision to conduct an inhouse usability test. For this project I was designing with a visual mindset. I hope to create a filtering system that would guide a user visually to the RFI with their chosen credential with filters being an extra resource.

Visualization to represent data

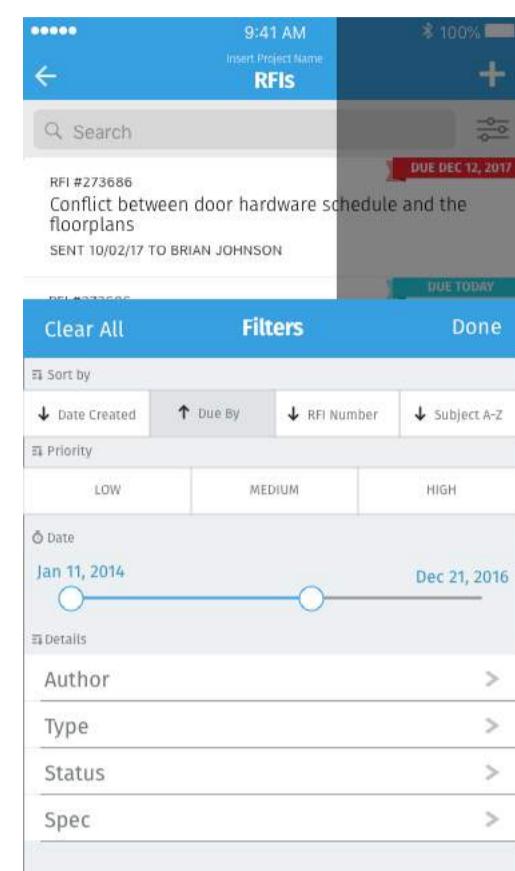


Below is an evaluation of the home filtering page. You will see once I took the date option out of the home page, the flow of the filtering options became more fluent in what the user should do from start to finish.

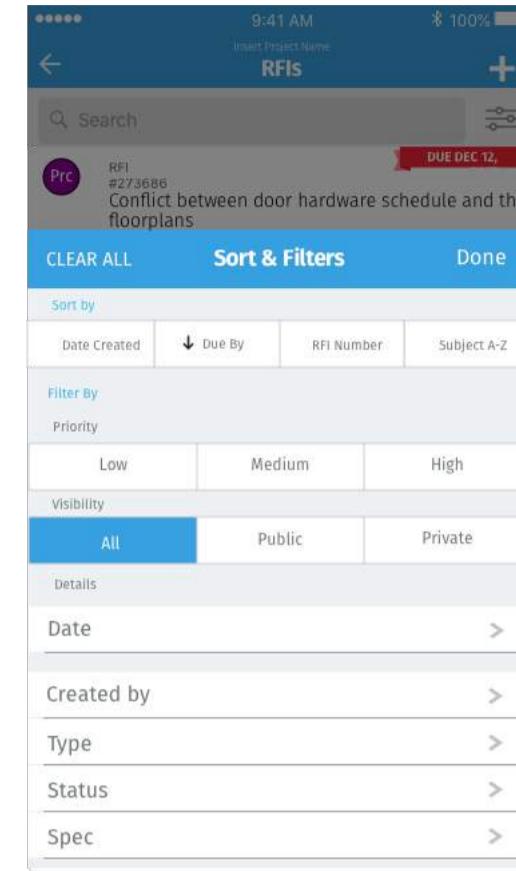
*Blurred for ND until Official Release



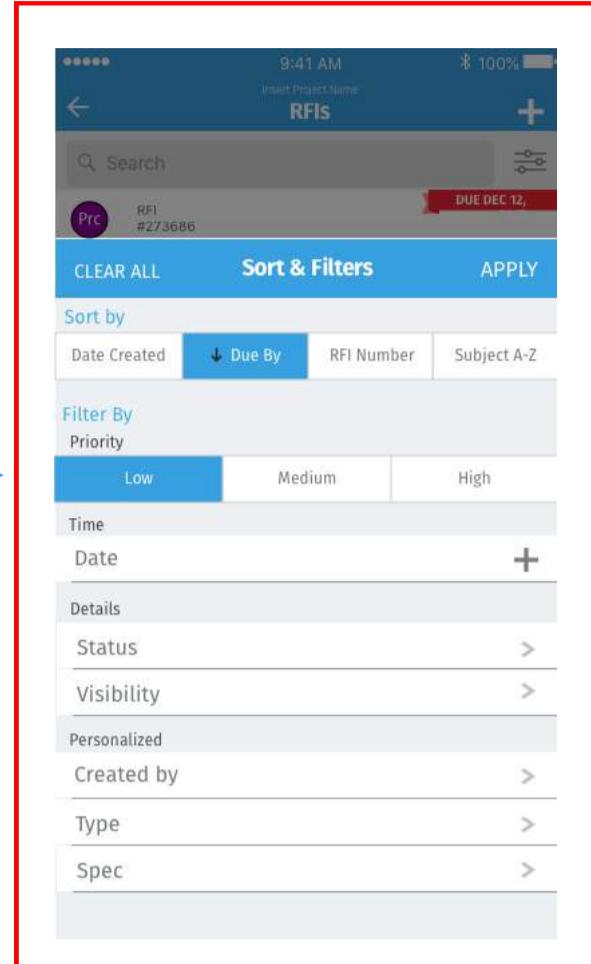
Draft 3



Draft 5



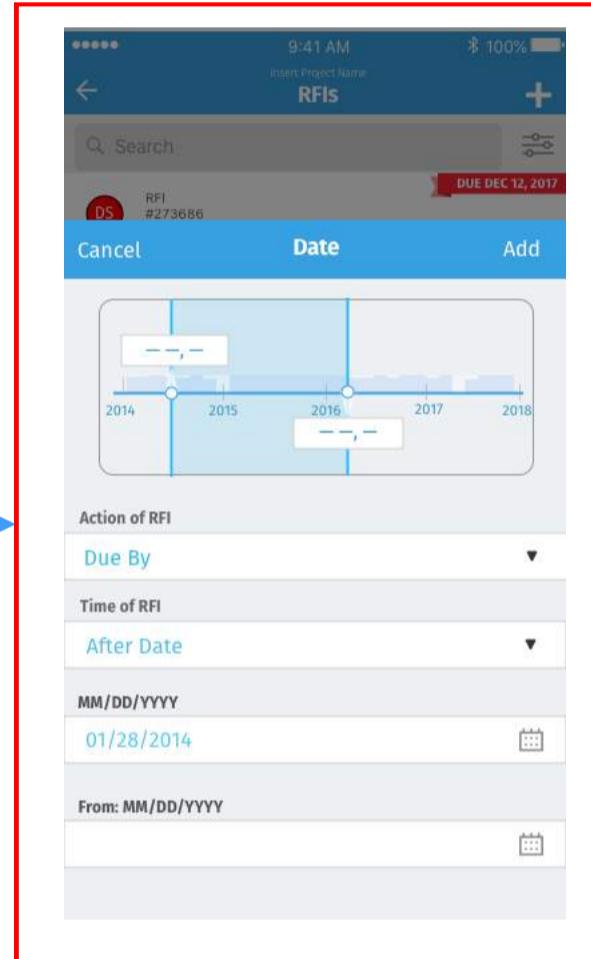
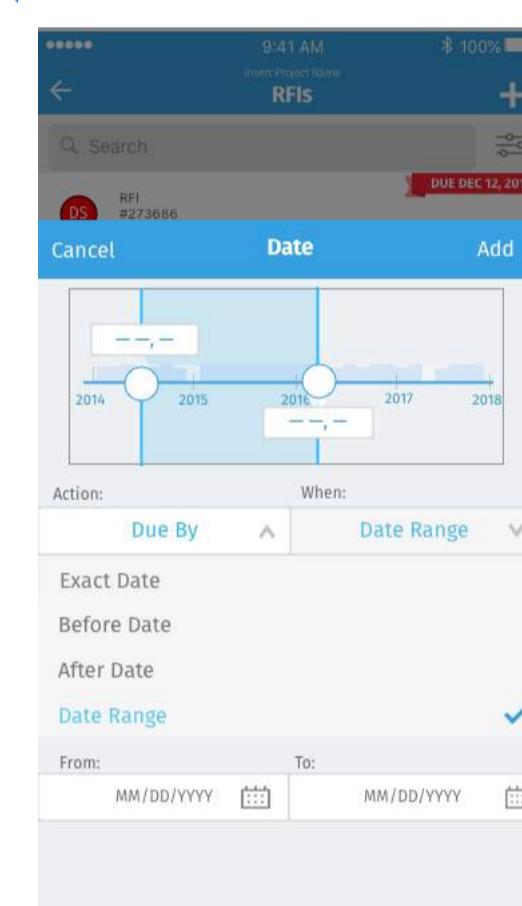
Final Draft



In house Usability Testing

- The major issue people faced was the flow of the start screen to the date property. The reason was because there wasn't a sense of guidance of the start of the filtering screen to the date page. My solution was to guide users from the top to bottom based on needs.

- The end result of the filter and sort now has the ability to fulfill all user stories I came up with. I added visual pieces inside of the filter to allow the user to filter the components without applying any initial actions.



Conclusion: This project was my first UX project that I was able to start a problem from scratch and create a solution using UX research. I learned filtering is much more complex than I anticipated, but really is a useful tool that greatly benefits the user if created with the right intentions.

Nest steps:

- Go through the app and redo styling.
- Think more about persona based filtering
- Think more scalable for the rest of the application pages.

2. ViewpointOne Global Admin

Project Role: Product Designer

Context: Once I completed my previous projects and went to development. I was able to work on a more complex project, the Global Admin Redesign for the new SaaS Model implementation. I was working in parallel with another UX designer

Problem: Once Viewpoint One starts to incorporate all of their apps in a flexible web app platform, a centralized admin center must be scalable to provide all the necessary settings from a system admin to a user. A good example to think about is to take Google Cloud Suite, where it consists of gmail, docs, photos, message, calendar, etc. all with different settings. Now imagine that but Viewpoint One has all different apps, but you have a hierarchy of 4 admin levels with permissions and roles, and multiple projects (5-1000 projects). To the right is the broken down information architecture I am talking about without specific settings for the tools.

The Ask and goal: Create a holistic, scalable Admin Center that is a single concept that will work with each product both individually as well as holistically from system to user

Process: Initial Research -> Interviews with Product Owners and Managers -> Object Creating -> Infinity Board -> Information Architecture -> Guerrilla Testing IA -> Ideation -> Medium Fidelity Wire framing -> Design Review -> Hand Off

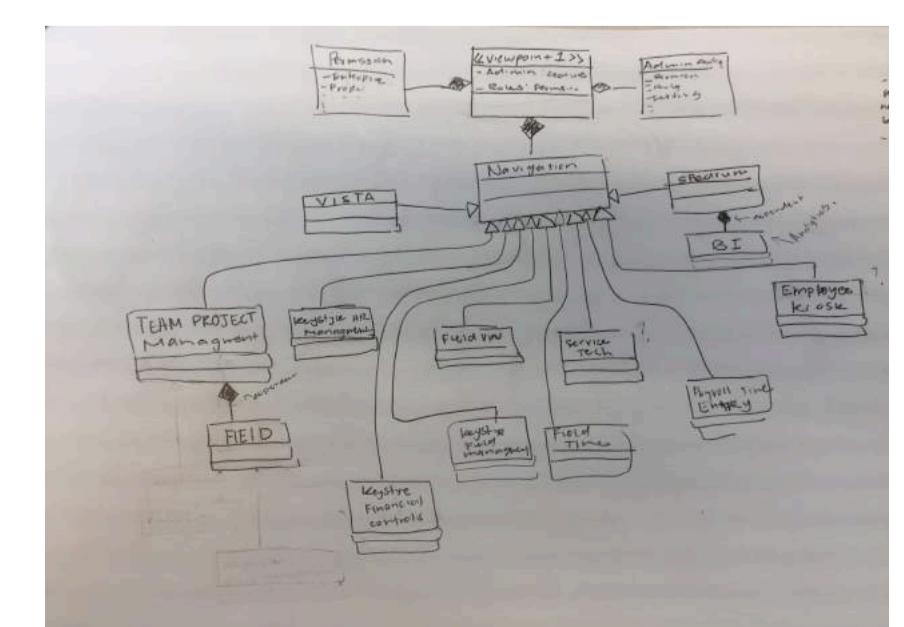
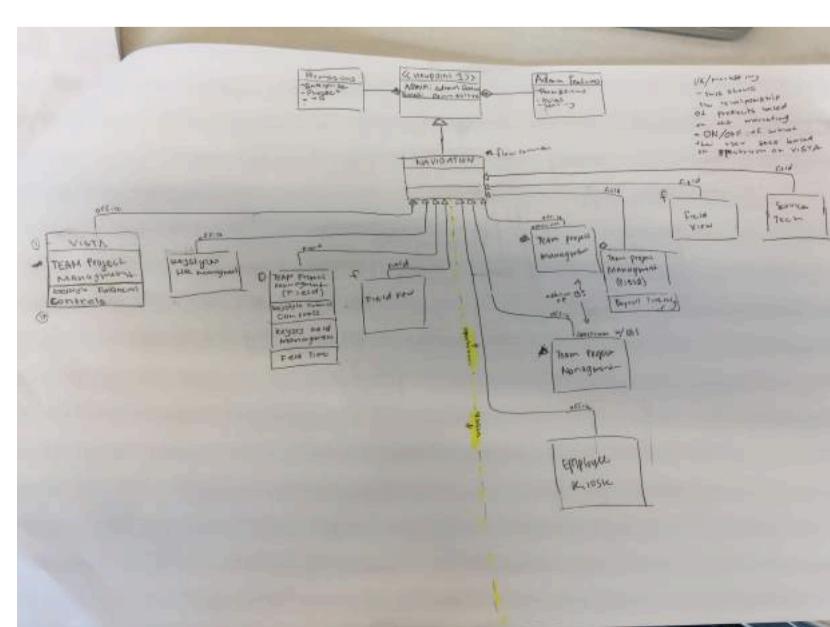
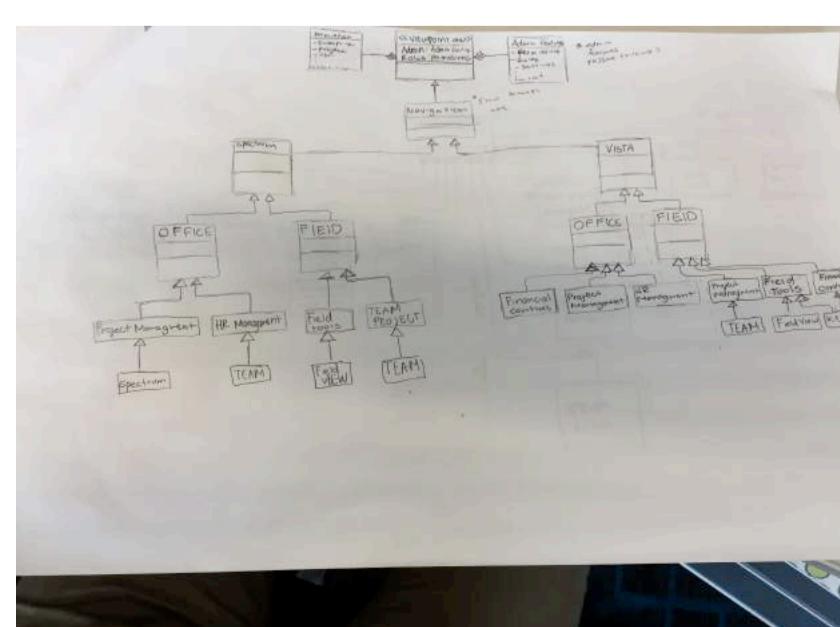
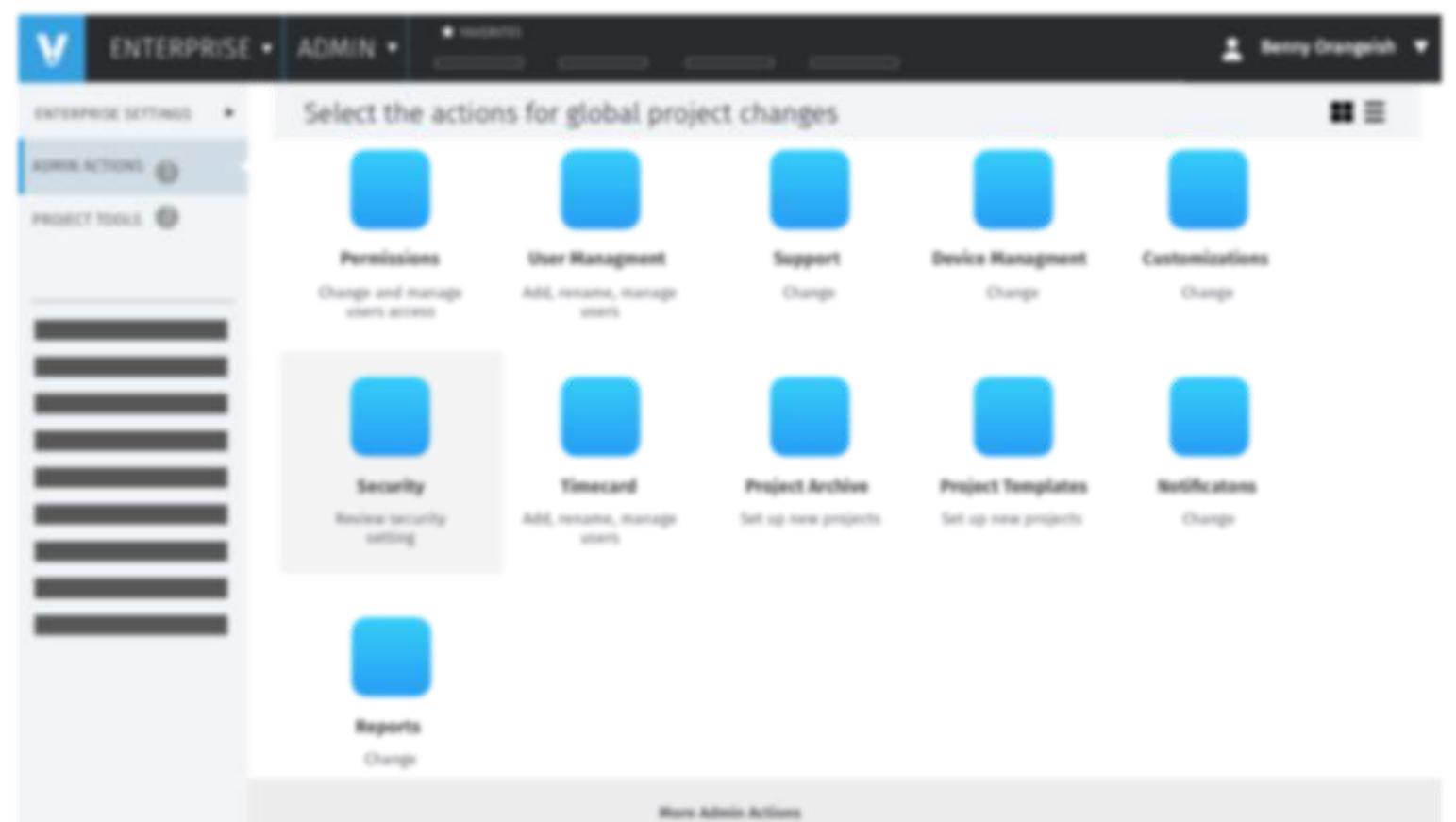
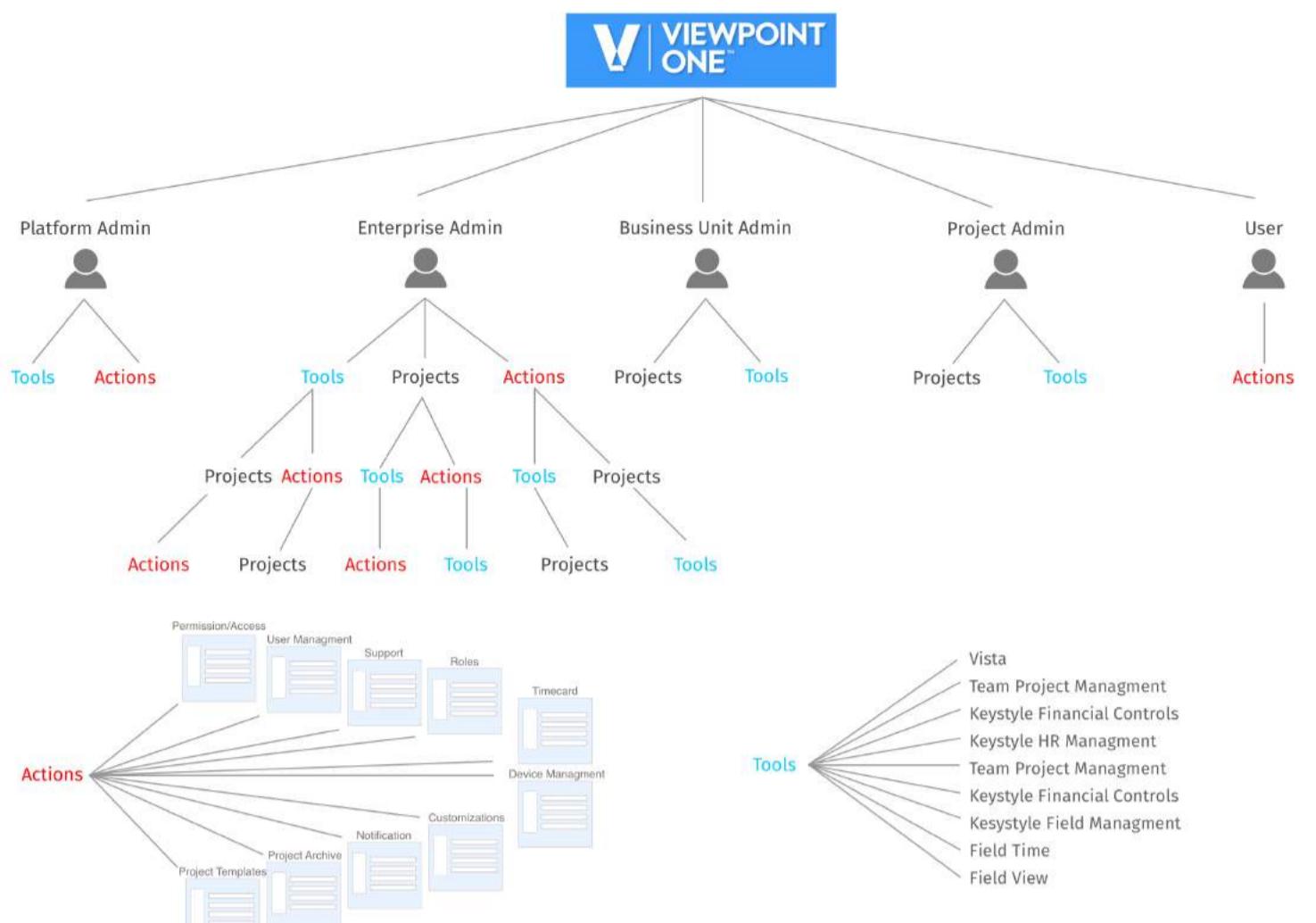
Initial Research:

In this beginning stage, I first looked over the problem. I took a quick inventory of the new Viewpoint One Apps to see the current user flows and way things are grouped.

Object Creating:

Similar to Object Oriented Programming, where you plan based on parent and child objects, and coordination inheritance. We decided to use a design object building by matching attributes down a tree to better understand relationships. Below are the object trees:

Informational Architecture (*Due to ND, titles will be blurred out*)



Talk to Project Owners and Managers

To gain more specific information on the current admin centers for each application, I interviewed the majority of Product Owners and Product Managers. At this point the other user experience designer went on PTO, so I took the initiative to conduct solo interviews. The main task was to discover a commonality or groupings of admin settings.

Challenge: The first major challenge was discovering the inconsistent language between each application. Some settings might do the same actions but may be named differently. I was forced to really understand the functionality of components to build groups of settings.

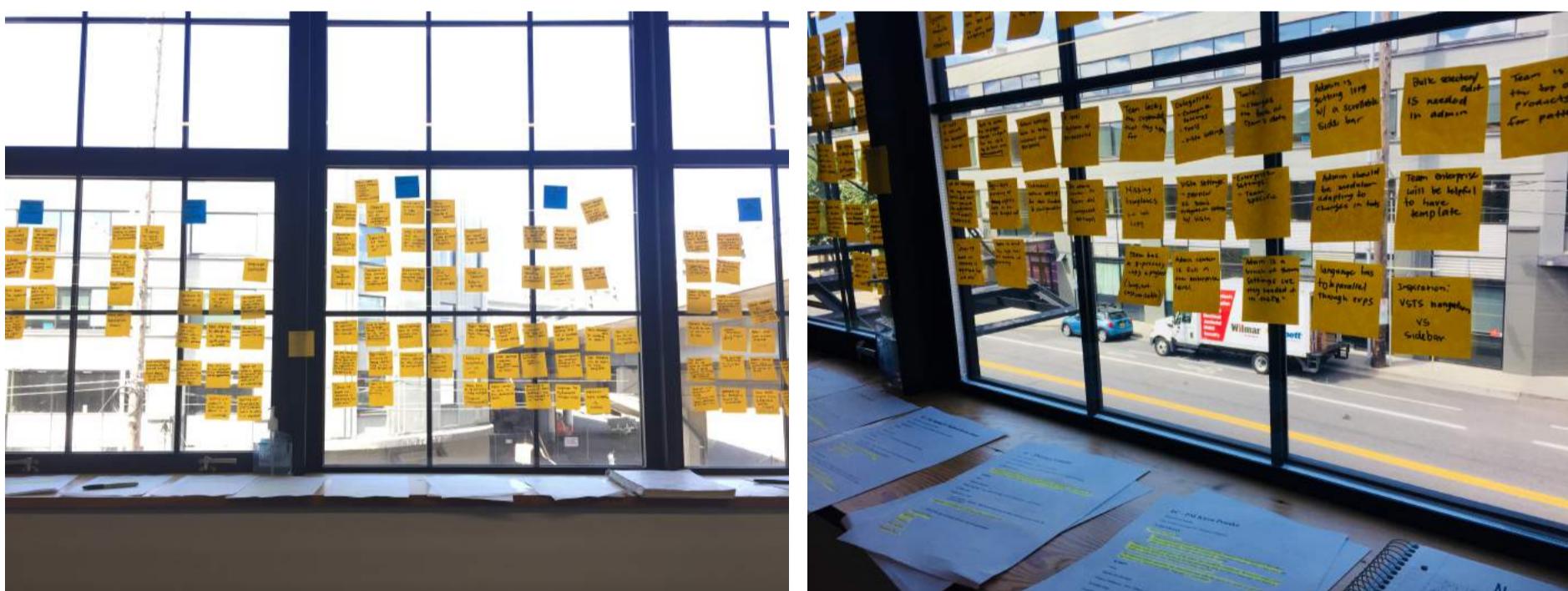
RAW INFO Infinity board

From all the information gathered from the interviews, I added each little information on a post it. It helped to block out the 98 degree sun, but it also helped to see every little detail holistically.

Starting Groups



As I started to see more patterns of information, I found certain groups to sort the information in.



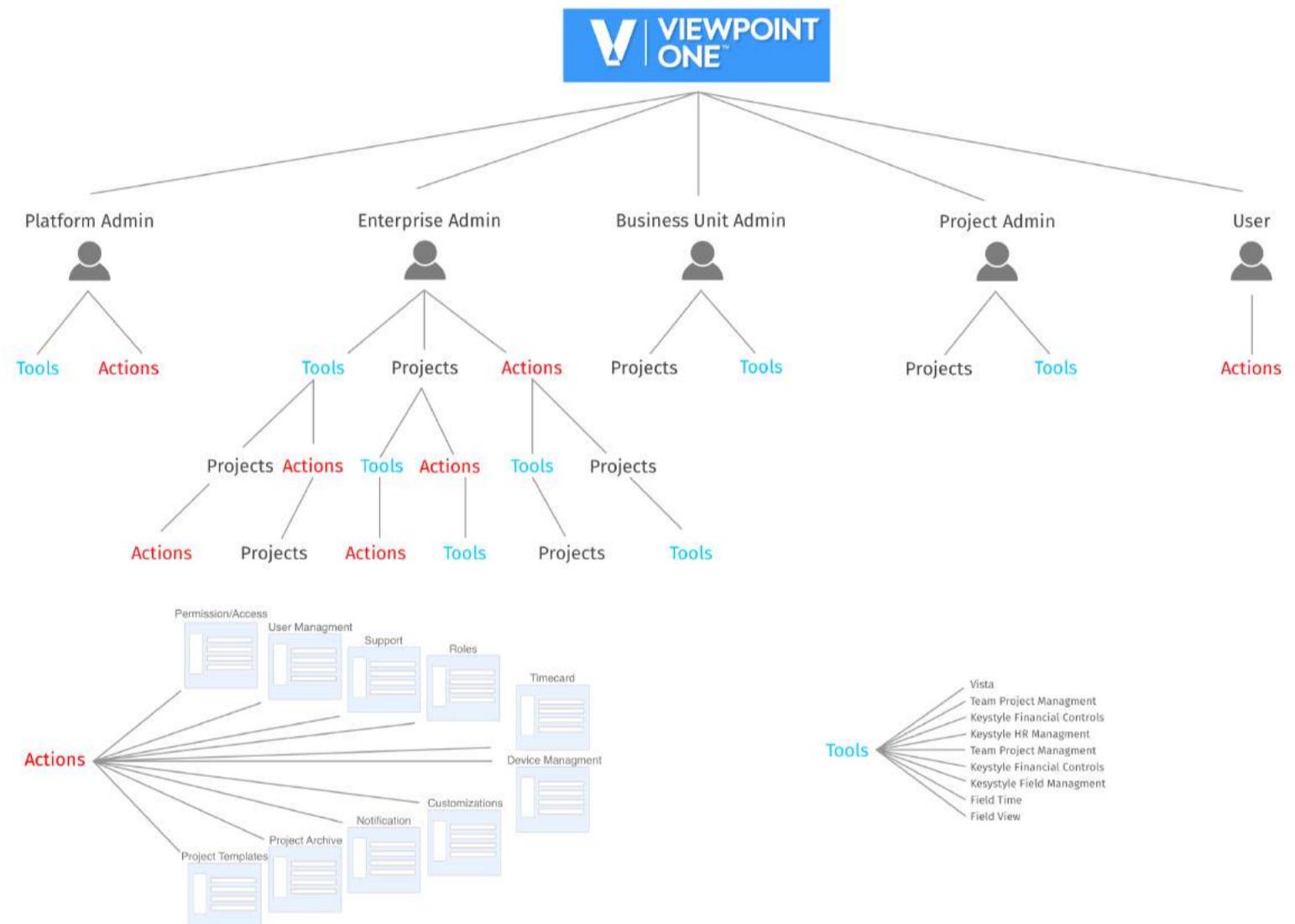
I soon reorganized the information based on actionable designs.



Conclusion about infinity board: There was a few Product asks, but what was interesting was to see the overall system as a whole. I was able to understand better language and actions that each application had, allowing me to connect them for the information architecture.

Information Architecture:
There is a lot of layers to this IA, but what makes this problem challenging is the amount of combinational flows the user can go through to find what he or she is looking for. We described this problem as a multi-facet story where the only meaningful was to find a solution is through user interviews and testing with cards or tree sorts.

Permissions/Access	x	-	x	x	x	x	x
Notes: Should be broken down further → Data, security							
Roles			x	x	x	x	x
Settings	x	x	x	x	x	x	x
Customization	x	-	x	x	x	x	x tools
User Management	x	-	x	x	x	x, from team	x
Timecard		x	x				
Communications/Notifications	x	-	x		x	x	x, projects settings, but not in enterprise
Support	x	x	x	x	x	x	x
Device Management	Printing?	x			-		
Project Archive						x	x
Project Templates (Set Up)	x	x	x			x	x, copy
Dashboard	SRS Reporting	x	x, html 5 tables and SRS	x	x		x



Guerrilla Testing IA

I went to talk to PMs and gave them the following scenario to test my IA hypothesis based on all the research I collected before. Then to add more data, I performed tree card sorting to figure out which path they took.

Scenario:

You are in viewpoint one as an admin with multiple tools built inside. You are getting too many unnecessary notifications you don't want to have, what do you do?

The Takeaways:

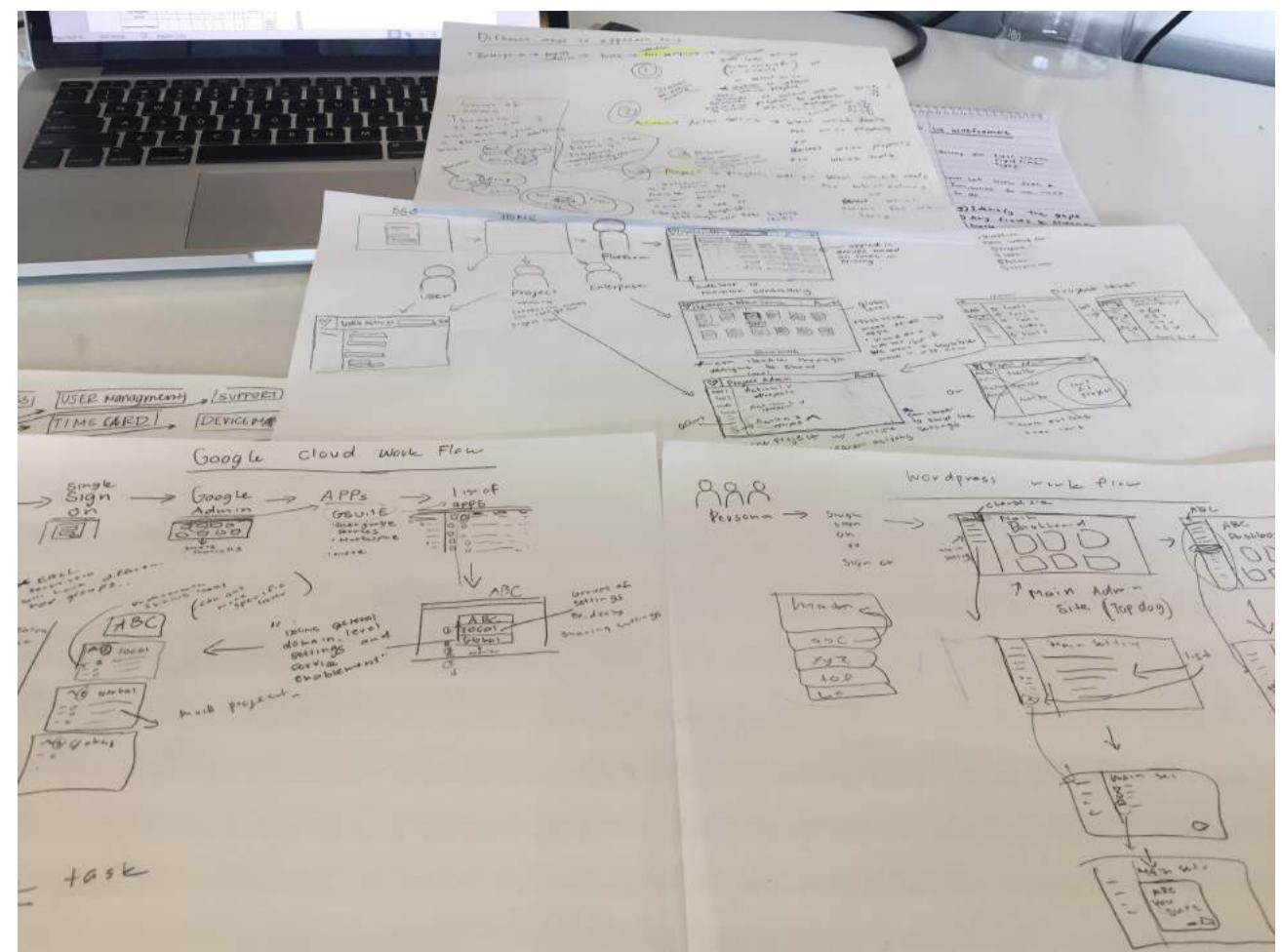
By product (Module) -> Action

This quick solution will work, but lacks the persona needs.

By user request (Action) -> Module

This solution focuses on the users needs by incorporating user actions in the navigation

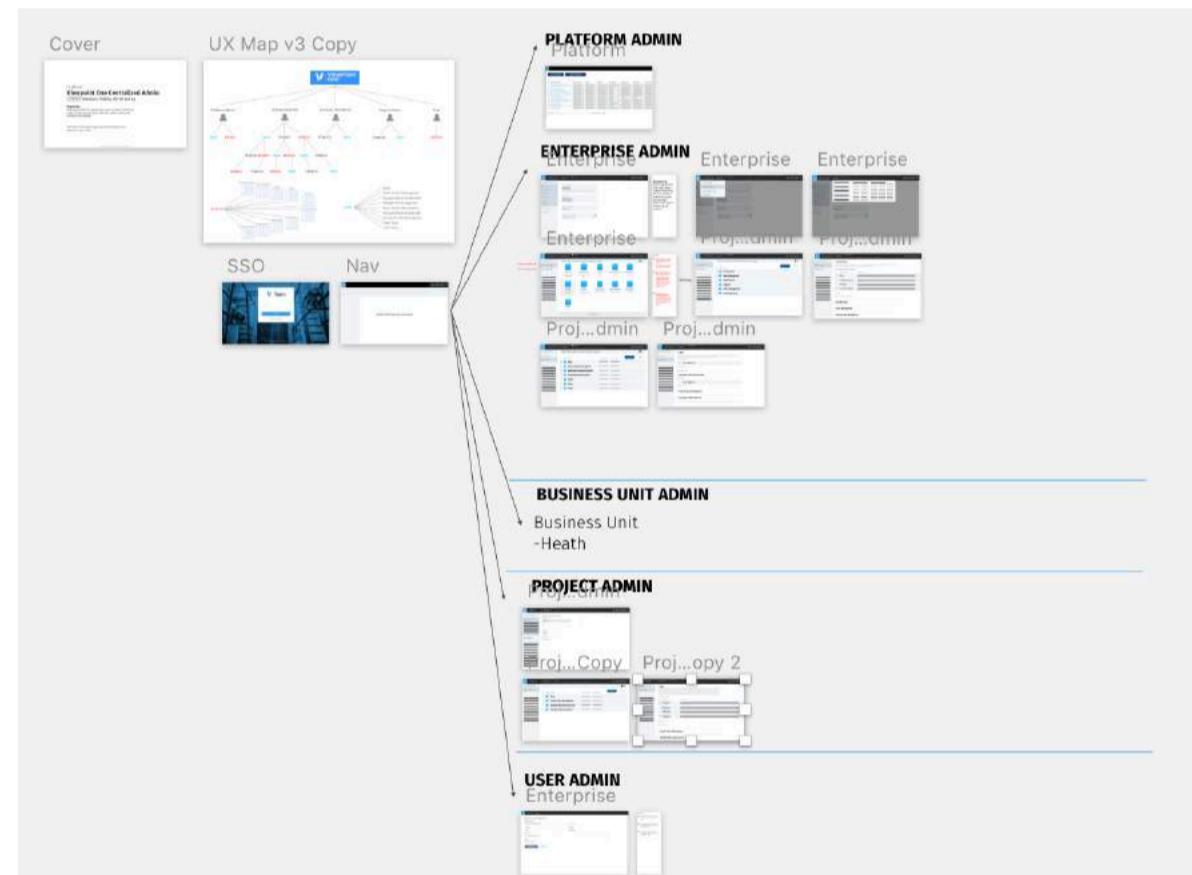
Ideation Hand Sketches



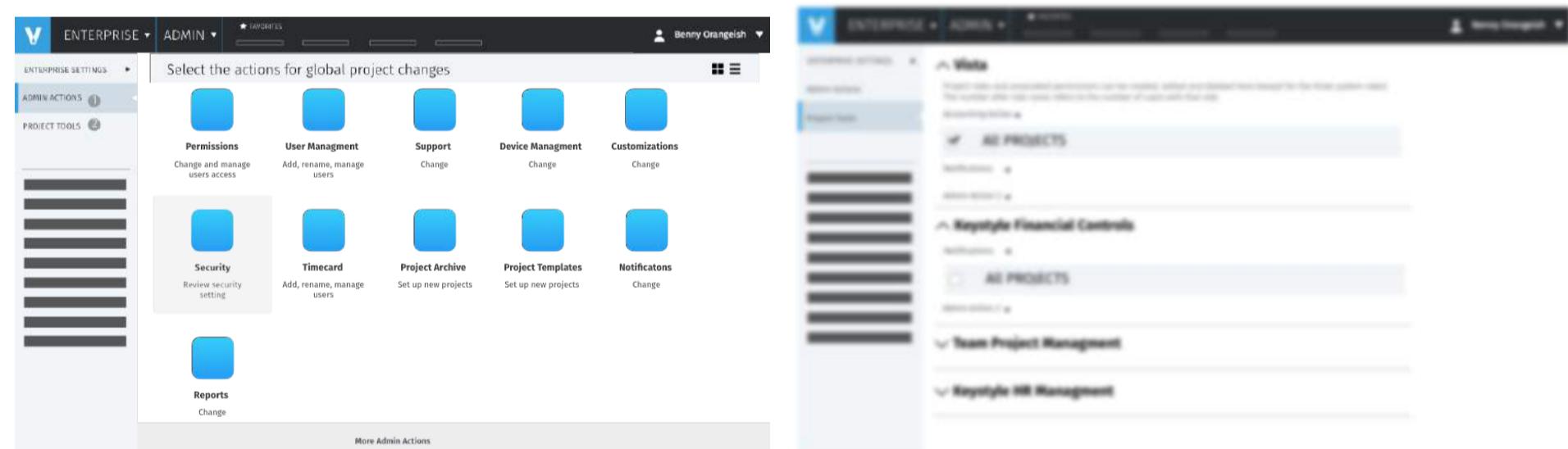
Design Review: Presented to Development Architects, PMS, QA, PMS/POs, head of Product for a design review. The main ask was to gain feedback on the IA from a development and product standpoint.

The result: The overall takeaway is the concept of having multiple ways to reach settings by actions and tools is a valid hypothesis to start off with. There are few components of design problems; however, that can simply be iterated once the IA is filter out and fully tested.

Medium Fidelity wireframes



By the time my internship was over, we were ahead of schedule. I wrapped every things I have done to do a hand off of the project. I recorded my design review and added full details of feedback and next steps.



In conclusion, this centralized admin is a complex problem, but by breaking down the components in small increments, I was able to wrap my mind around a useable concept of having a path to find settings by actions or by the tools. It is unfortunate that my internship ended before the half way point of the project; however, it was a great problem to tackle and help me to discover patience when dealing with ambiguous components.

Next steps:

- Thorough Inventory of all admin component from all modules
- More user research and testing will prove the Information Architecture
- Prototyping Specific Admin components aligned with the navigation and role out with BI
- Usability Testing

3. Viewpoint UX Workflow Revamp

Project Role: UX Researcher

Context: The UX team had a difficult time to report the amount of work and capacity on projects because the current system was based on development. UX was not inlined with pre-planning features with PM, resulting in miscalculated story executions and unorganized planning.

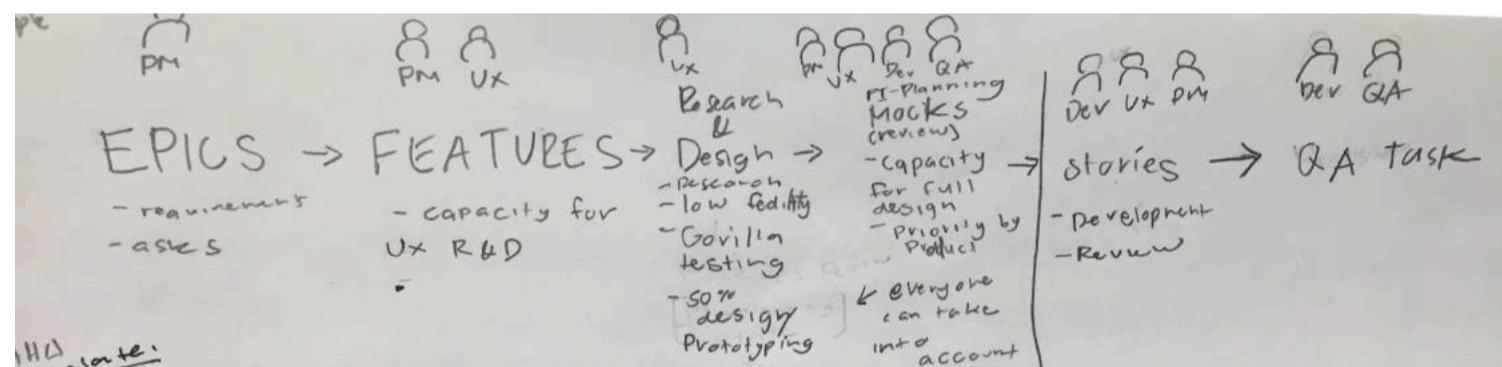
After talking with stakeholder, a proposed solution is to create a fluent UX workflow using Aha and VSTS. The benefits include:

- Efficient capacity planning
- Flushed out requirements from PM
- One coherent process with all Viewpoint Teams

Problem: How might we create a better reportable UX work flow that is effectively incorporated in product planning?

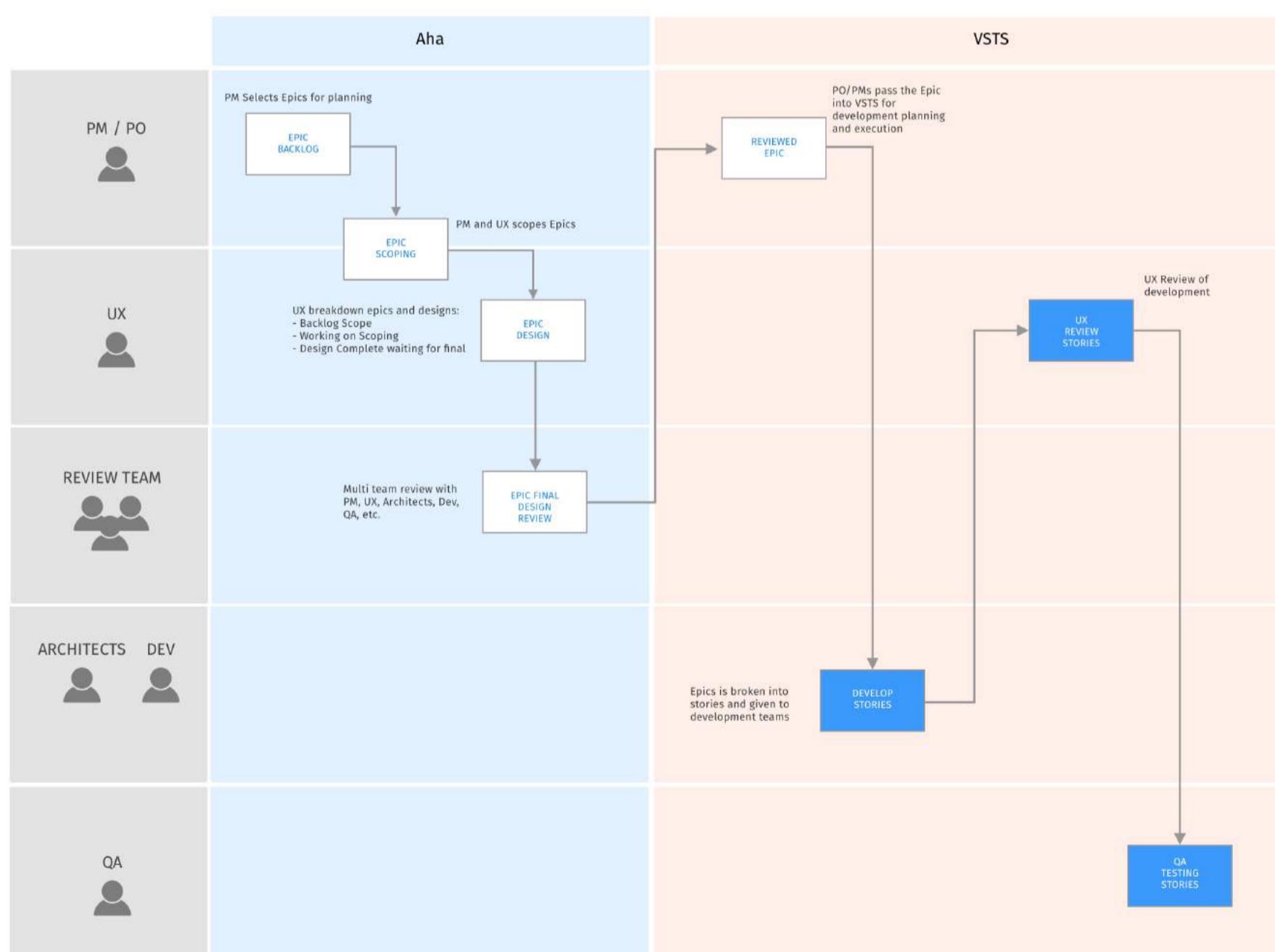
The Ask and goal: Design a work flow with the help of stakeholders from product, Dev, and UX that will help to organize project execution and promote better communication through whole Viewpoint Tech process.

Draft of Workflow



Proposed Workflow

*Permission granted to be viewed



Takeaways:

From this project I was able to really understand how to coordinate the development process in parallel with a User Experience Team. By creating a work flow, I can now understand the breakdown of components while using the agile process from Epics to stories. The interesting part is having to see all components as a whole to justify why certain decisions and parties connect.

4. Viewpoint Support Query

Project Role: Product Designer

Context: As the UX intern I was tasked to develop data models that help represent the more than 500 plus support cases that were unsorted in categories.

Problem: There wasn't a full visual resources for executives to reports on the hundreds of support cases

Process: Stakeholder meeting with the UX Team, Product team, and the development team -> Excel code to categorize support cases by key terms -> Visualizations -> Executive board template



Takeaways:

- Helped develop an executive dashboard to report on cloud operations systems and support.

- Analyzed Support data from multiple sources with stakeholders and categorized hundreds of data points.

- Organized data for segmentation and reporting in spreadsheet pivot tables.

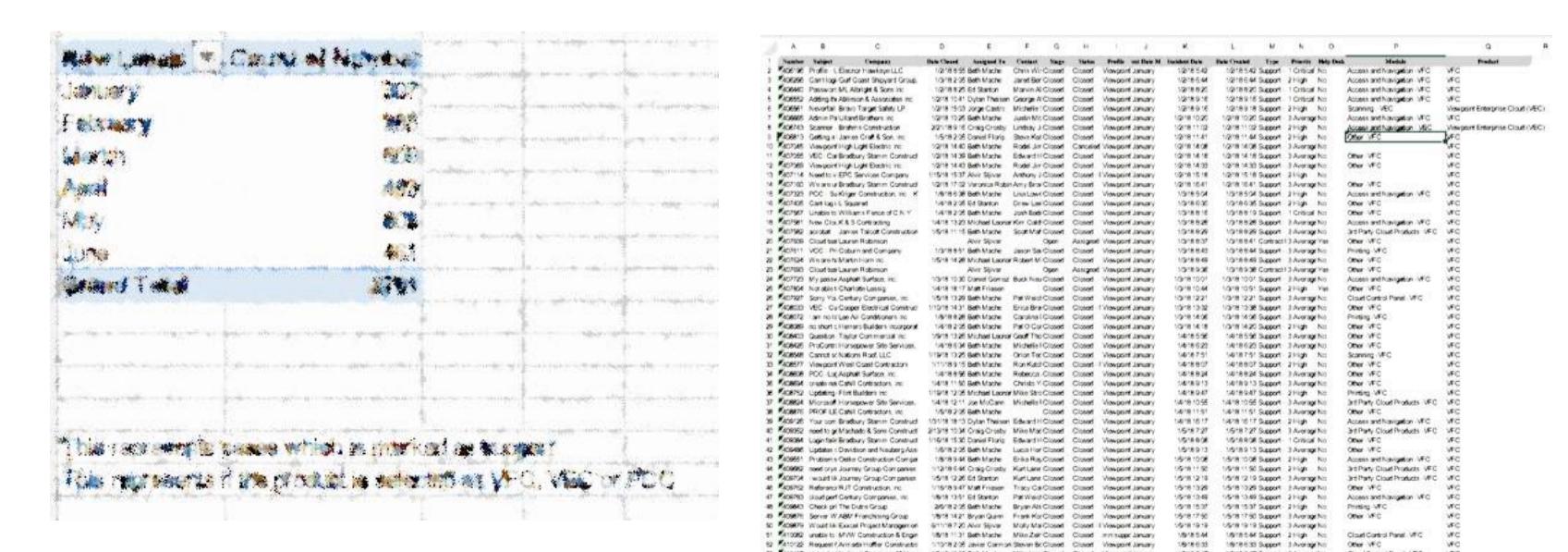
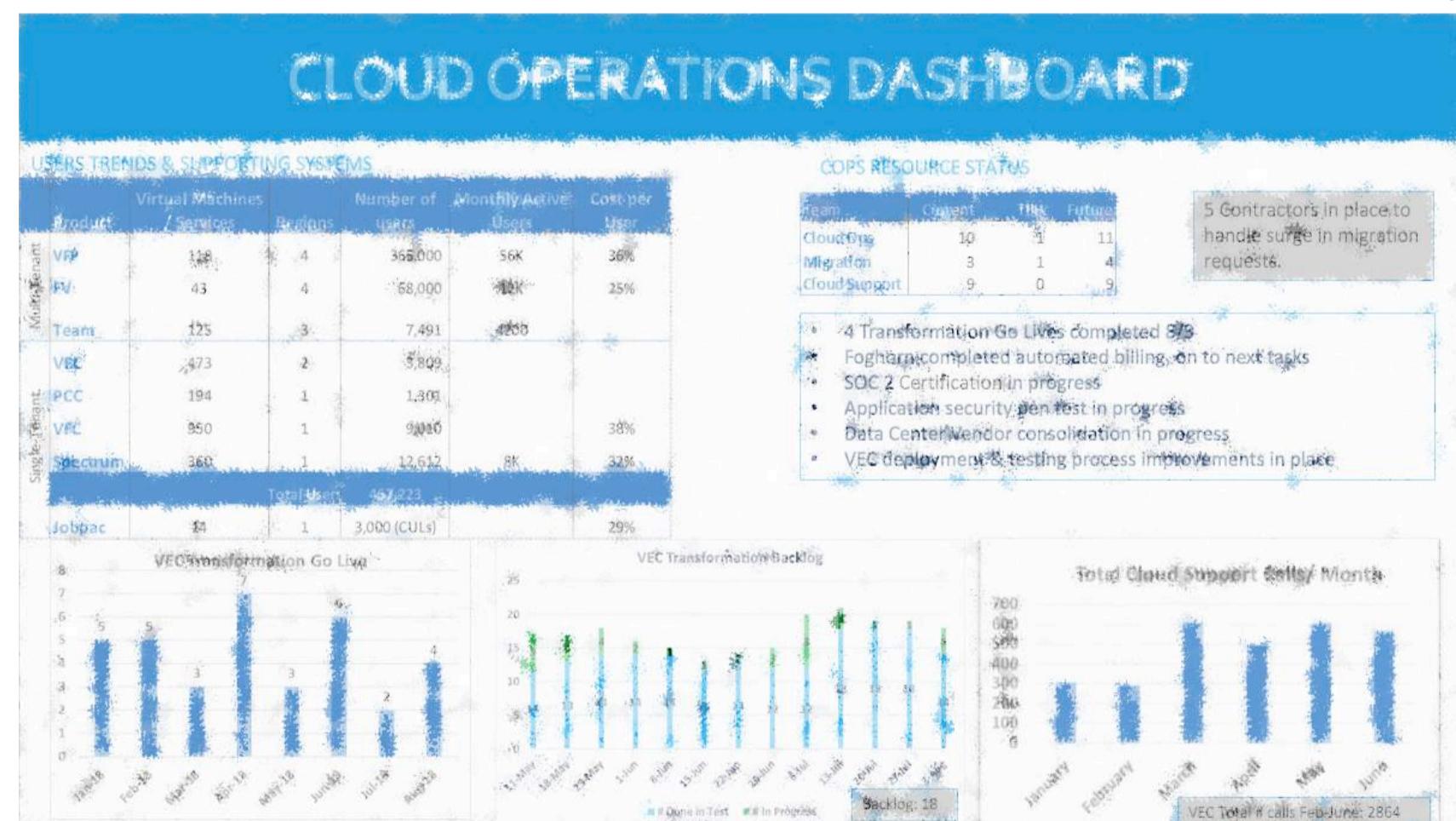
- Developed roll-up visualizations to track systems and vetted feedback from stakeholders.

Cross-functional team included COPS, PMO, UX, Support, Finance, and Prod Dev VP.

The Ask and goal: Help to setup a support case dashboard where I organized and categorized support data to see trends in productivity for the execs to make high level decisions. This was a challenge because there were more than 500 support cases with 6 different types of categories. I quickly learned how to incorporate excel code to modify the list to showcase the categories by key search terms, while collaborating with support and finance.

Data Visualizations

*Due to ND, data will be blurred, thanks for understanding



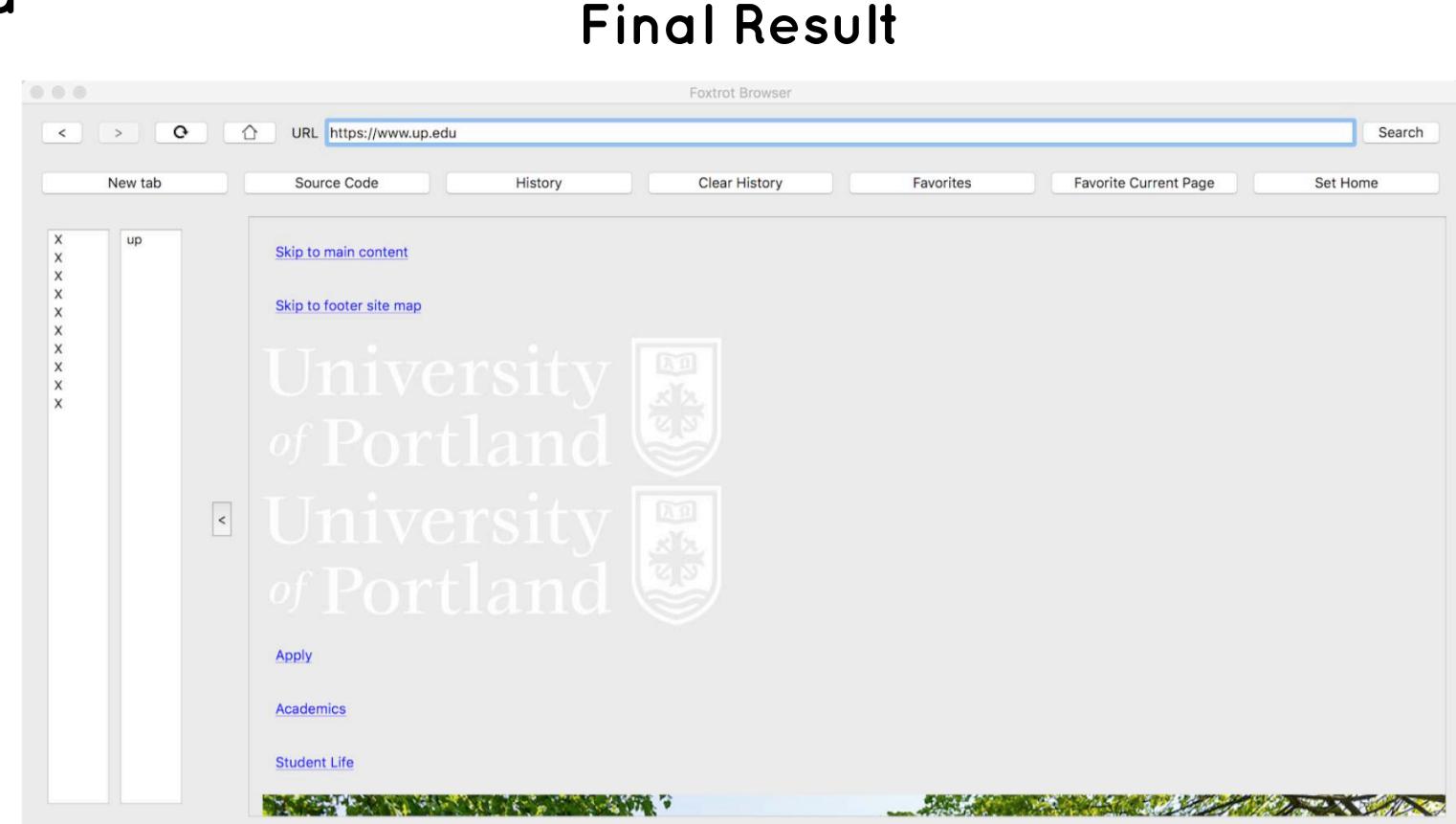
5. Python Web Browser

My position: Full Stack developer and UX Lead

Context: In my software engineering elective I was on a team of 5 computer science students for a 4 month project that was using the Agile Scrum Process to build out a functional and versatile web browser.

Problem: For this project, we were given the starting parameters of accessing the internet, parsing HTMLS and CSS, and displaying the content with minimal wait time. We were tasked to come up with our own problem: Anxiety of Tabs.

The Ask and Goal: Choose a programming language, graphic framework, and UX plan to create web browser with a slide out tab management feature that help to alleviate too many open tabs.

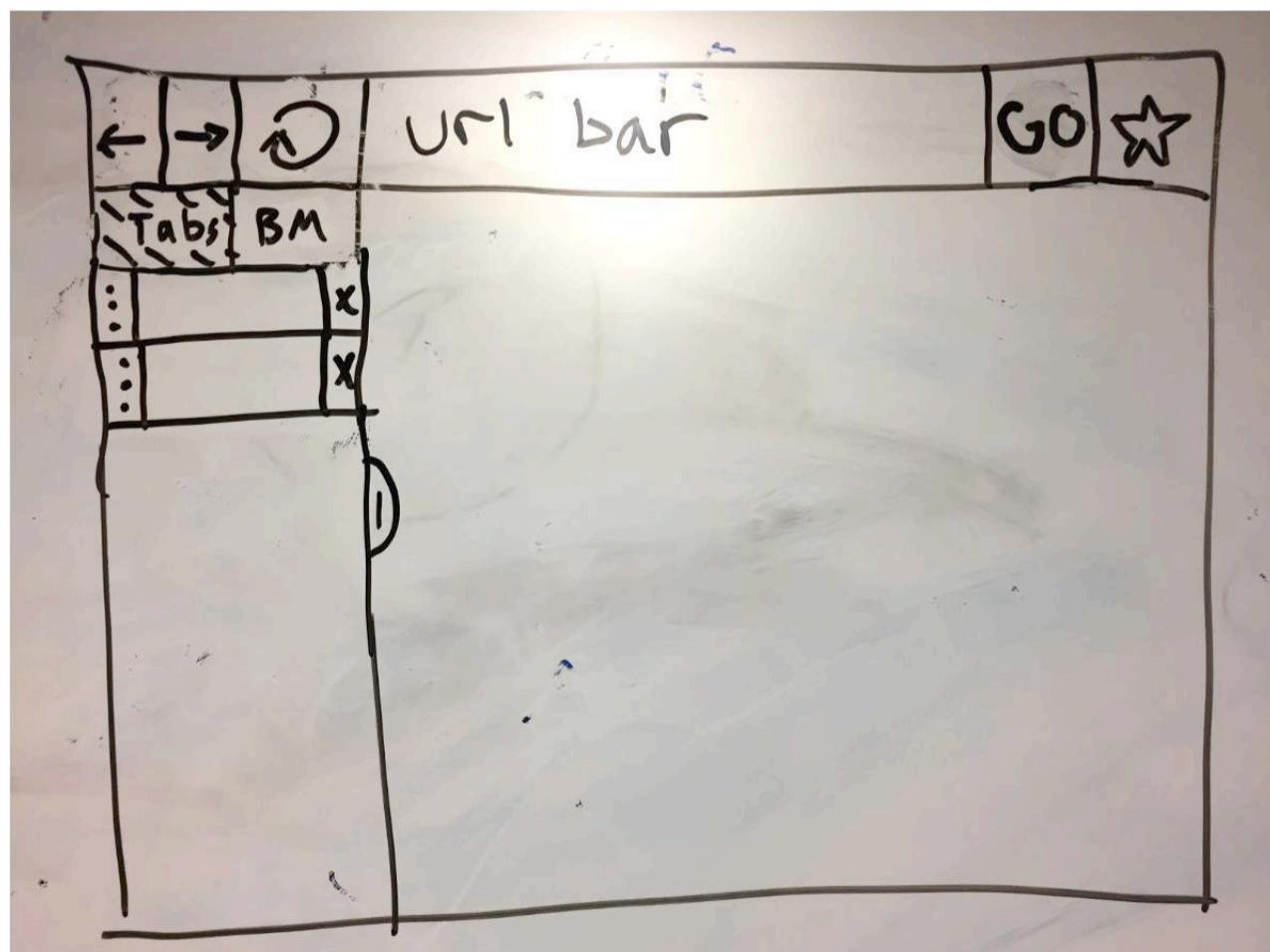


Process: Agile Breakdown -> Research -> Context Inquiry -> Competitive Analysis -> Persona Research -> Information Architecture -> Low Fidelity Sketches -> Develop and Test in 5 Sprints

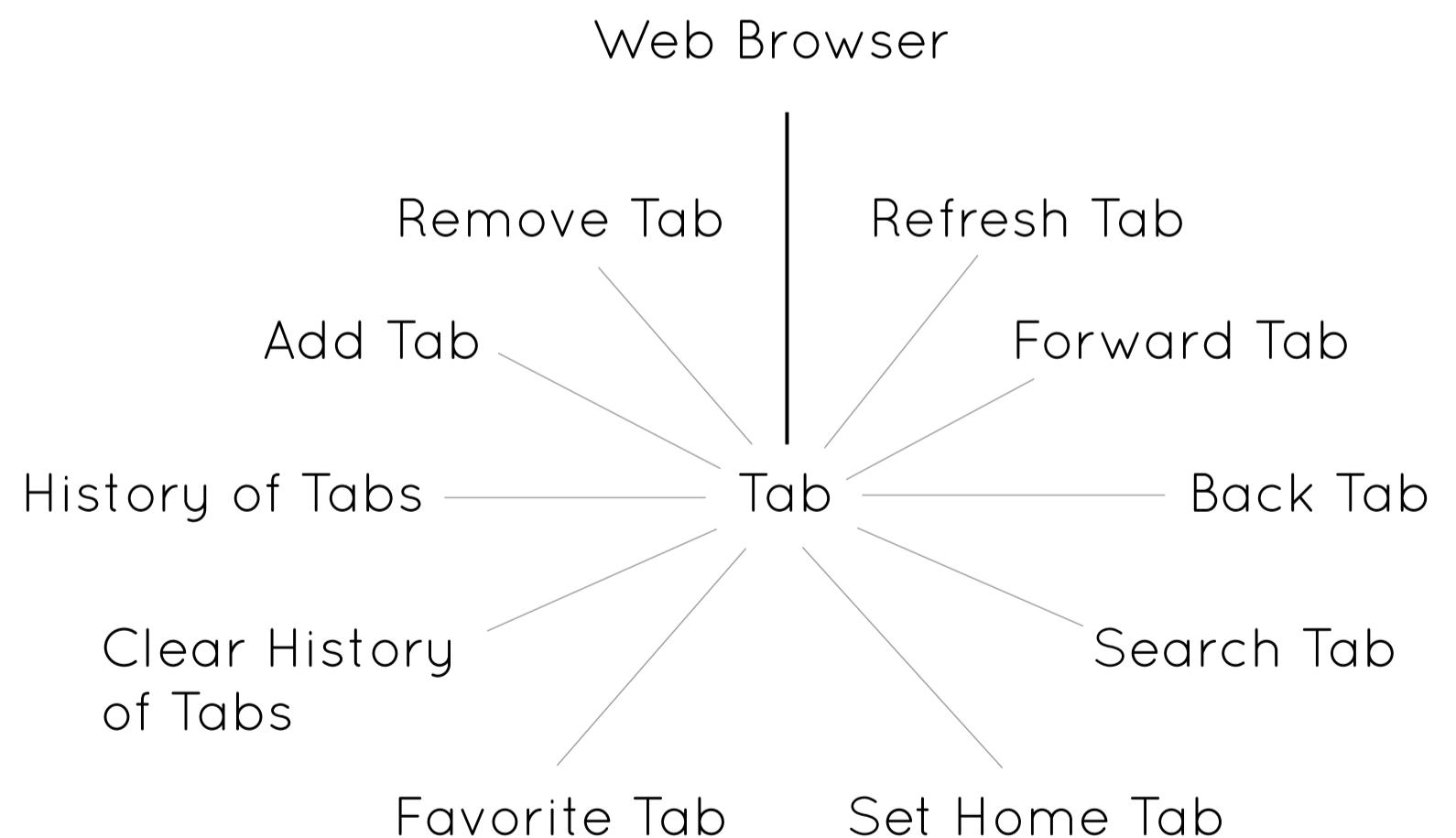
Before going straight into developing a browser through the Agile Sprint Process, I had my team conduct interviews with a couple of students in regards to tab usage. The result: Anxiety came from unconsciously viewing a long horizontal list of tabs while working in the browser.

After discovering this deeper problem we started to come up with ideas for to help confine tabs in a more functional and accessible way. After some ideation we ended up with this sketch:

Low Fidelity Sketch



Information Architecture



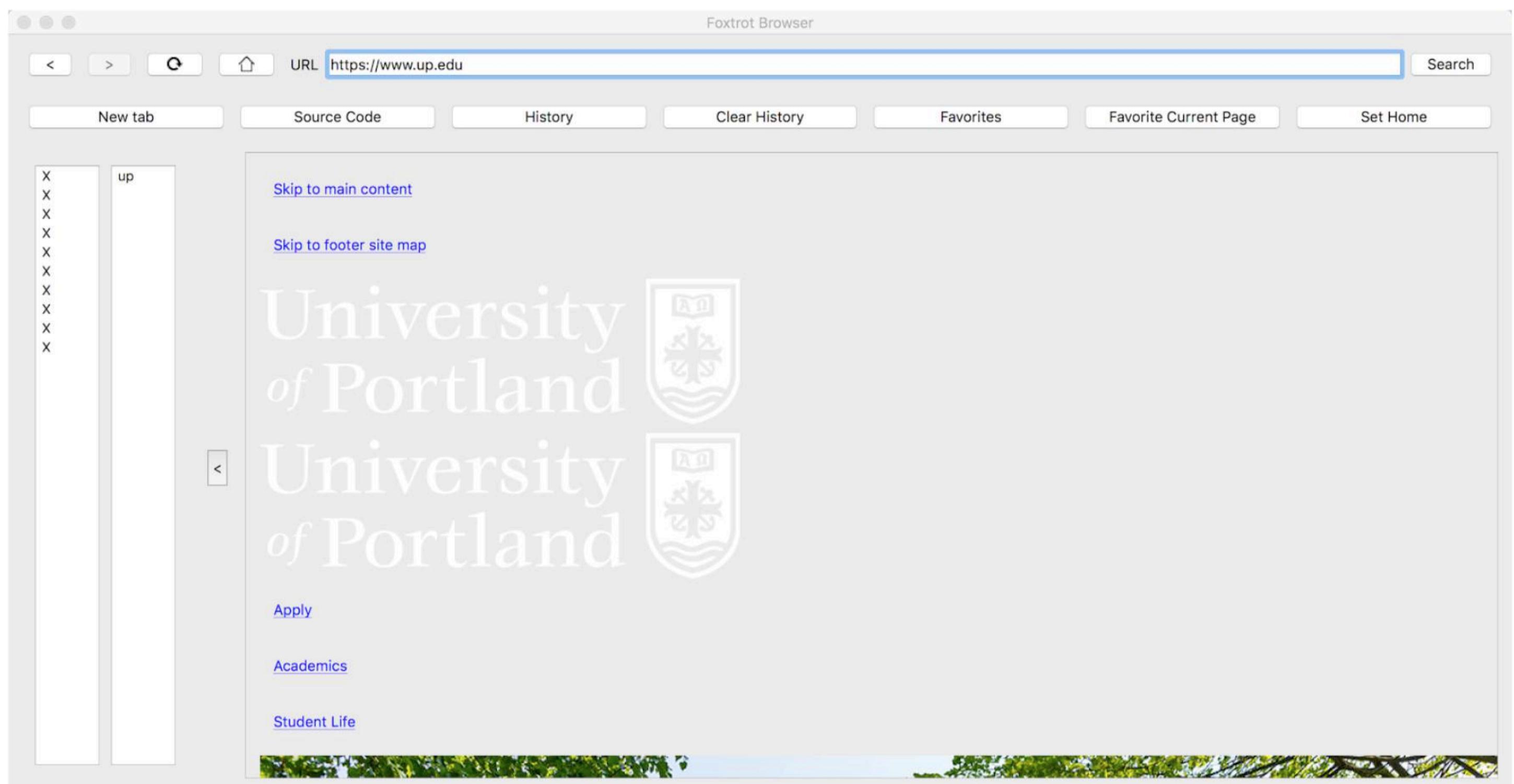
The major idea was to have a vertical navigation for the tabs that can be hidden at any time to help to reduce anxiety and create more visibility space for the user. We took this into account while creating our object oriented architecture, which will help our code to be visible for future debugging and agile testing protocols.

Sprint 1 - 2: For development of the browser we decided to go with Python and use the GUI framework PYQT. We faced a problem when deciding which framework to use with python when we took into account our animation ideas and flexible vertical navigation.

Sprint 3-4: We went into full development. My main task was to execute our UX strategy. I first started in helping with the tokenizer that parsed through the html tags to pull in the right data, but I shifted my focus to the front end GUI to connect the backend inherited methods with the actions being activated through the GUI.

Sprint 5: The following image below is a screenshot of the browser with the side bar working as planned. At this point we were able to successfully reach our goals that we proposed. We took it out to the dorms where we tested the browser with a few students.

In conclusion, the overall strategy for a tab system was able to increase the productivity of majority of users.



Extensions and Possible Next Steps:

- Convert UI style with quality CSS
- Display thumbnail of tab contents on tabs
- User-editable tab labels
- Plugins and Flash Support
- Browser can play videos

Key takeaways: The takeaway of this project was seeing the full product design with development process from start to end. Using the agile process and being a test-driven developer, forced me to maintain focus on next features to implement while being balanced with everything else that was going on in my life: School, work, side projects, etc.

Challenges and Solutions

The biggest challenge was understanding how to maintain the Information Architecture that we started with while balancing what we can develop. This was our first time using python and creating a full stack application. Having everyone understand the current game plan is important to consistently complete sprints and create code with best practices.

A particular challenge that I faced on the front end was graphically showing multiple objects in the main window with CSS styling. First, we thought to use multiple load screens, but that quickly took a lot of time to load. Then after a few trials, once the html and css parsed tags and captured the data in the files, in order to implement CSS styling, we needed to break the information up by tags and then loaded the webpage through the stack of information that was created from the parser.

6. Blokes App

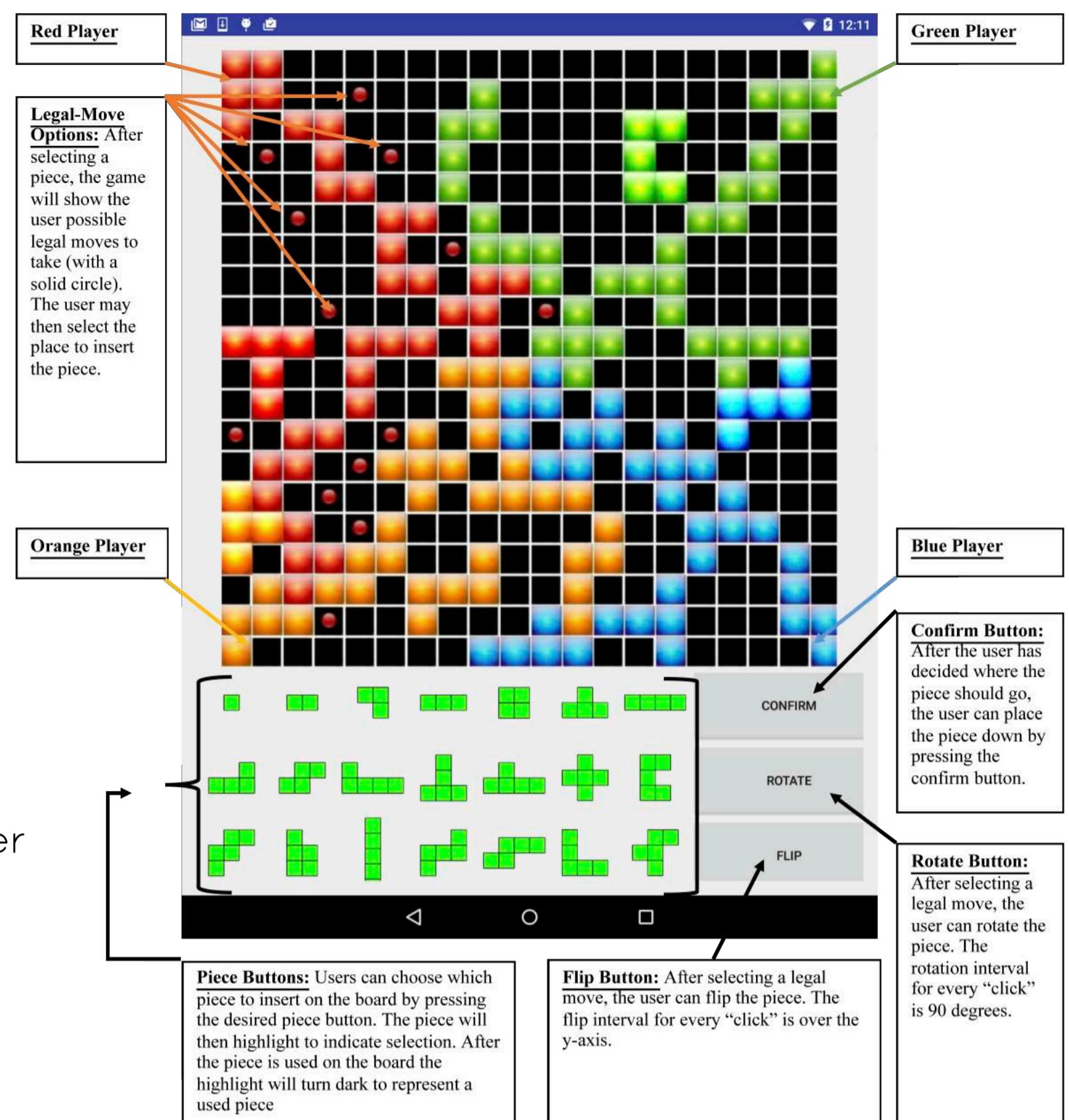
Context: For my Object Oriented Design Class we were tasked to create a game in a group of 4 computer science students.

Problem: Learn how to create an android app from information architecture to in class guerrilla testing.

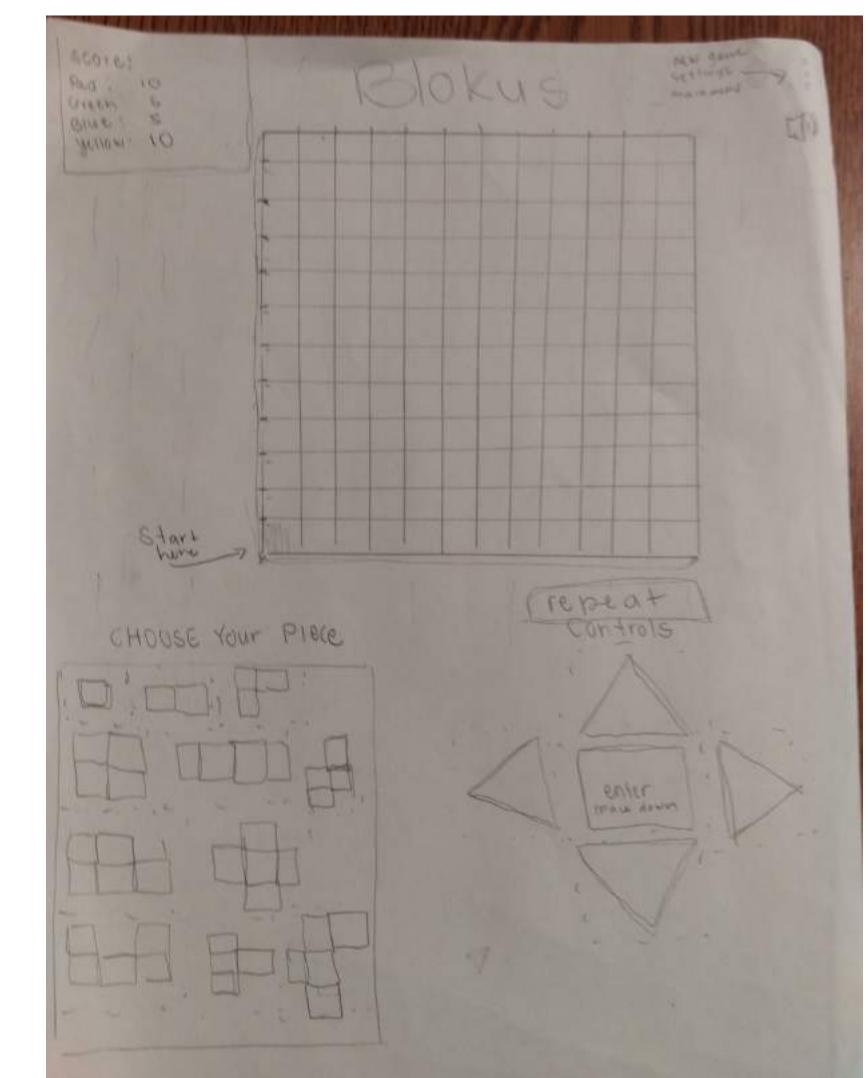
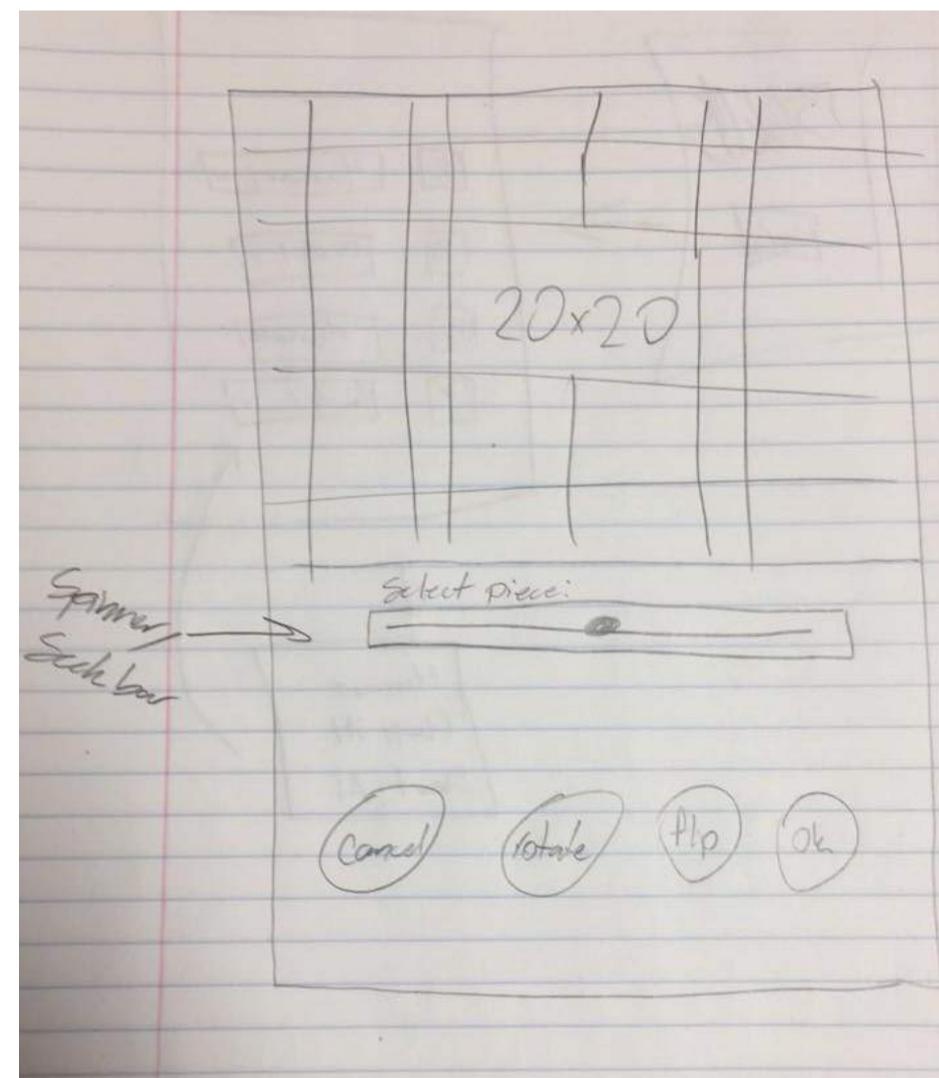
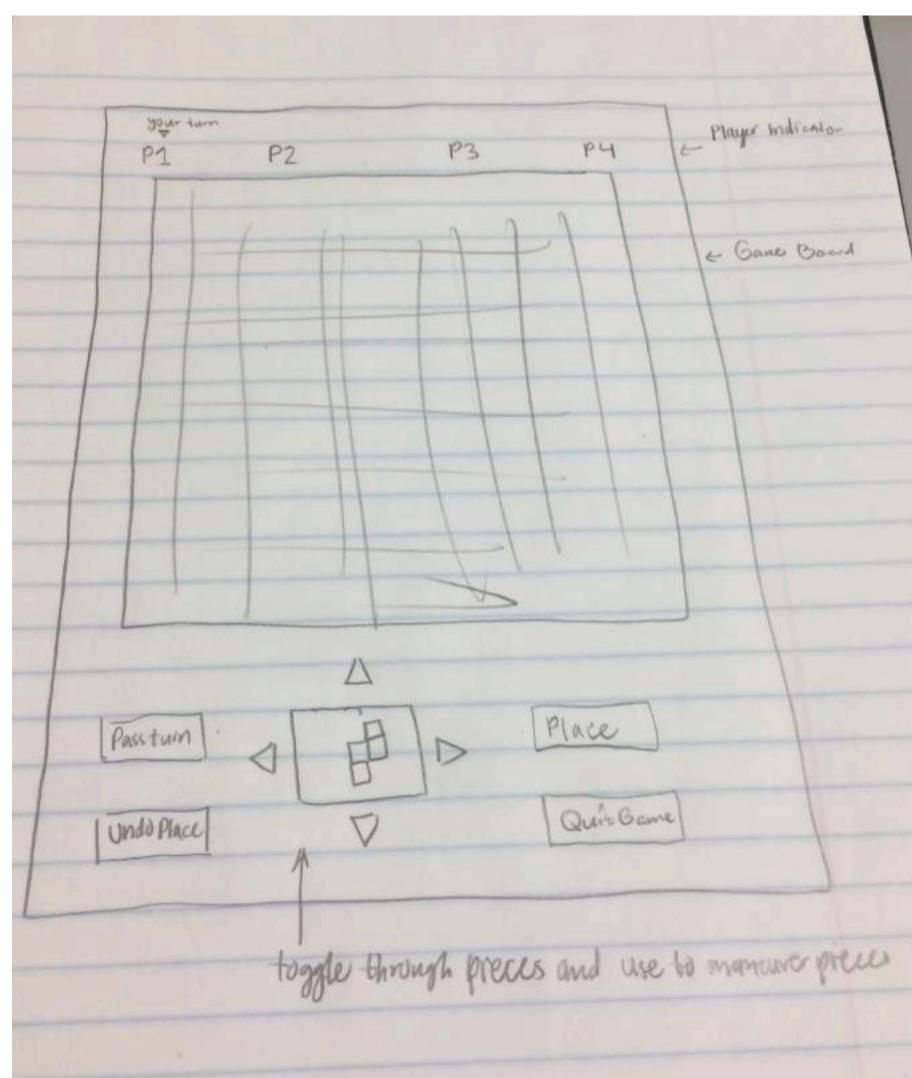
The Ask and goal: Using android studio and java programming language create the game Blokus to have network play, computer players with a weak and strong AI, and multiplayer game play.

My position: UX Lead and Front end developer

Process: Research -> Competitive Analysis -> Low fidelity Information Architecture -> Develop -> Usability Testing



Low Fidelity Wireframes

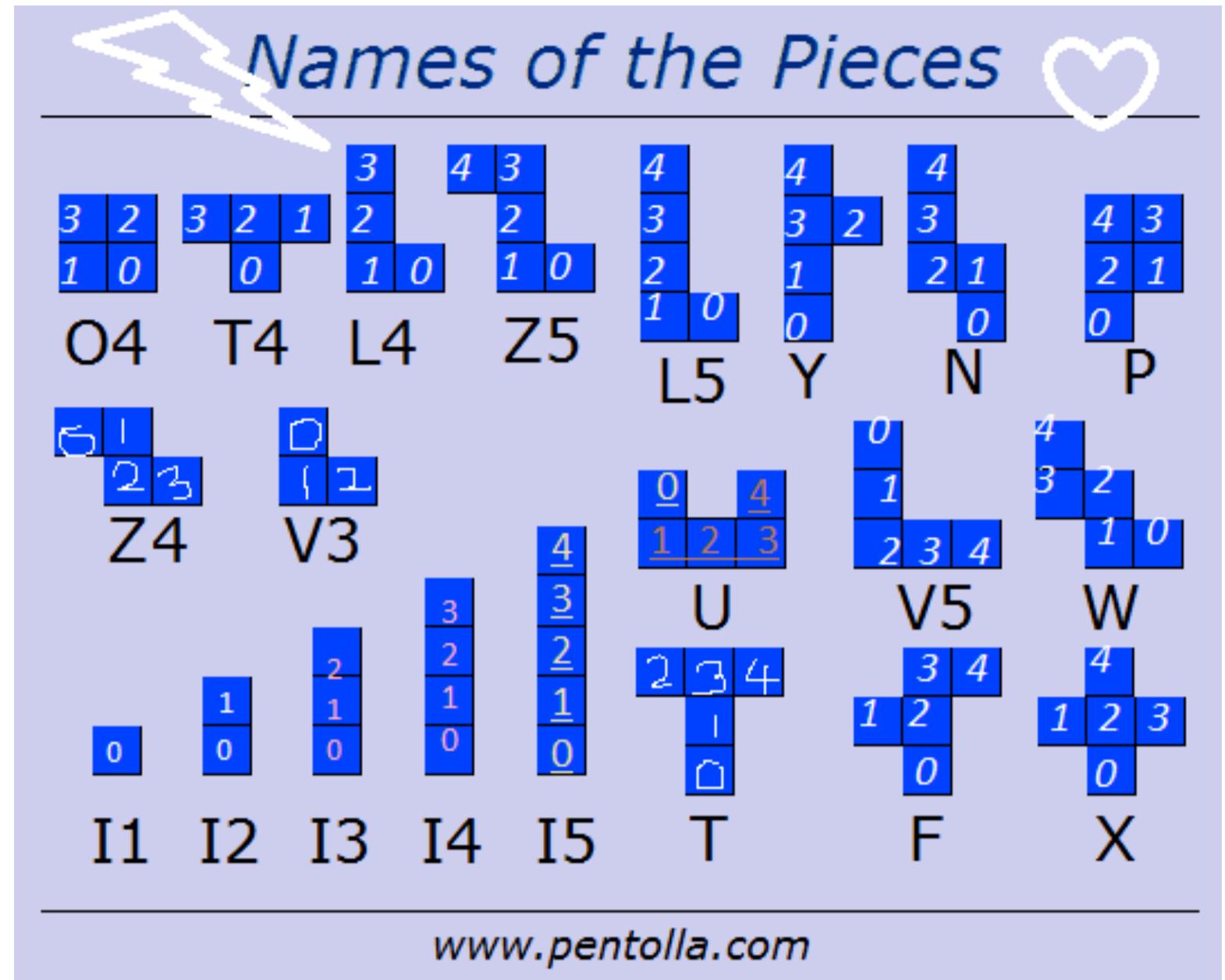


Each of us iterated through designs and cool features that we wanted to implement inside our app. We then compared everyone's designs and highlighted the areas we found useful. Once we figured out what parts we wanted to implement inside we were able to agree on a sole design to work with.

Challenge: When we were looking at designs we came to a situation where we had a problem to figure out how we were going to fit 21 pieces in a simple UI that a user can easily use. After much thought and arguments we came up with a hypothesis of expanding the entire grid to the edge of the UI and having our controls at the bottom. This gave the user more usability when playing the game.

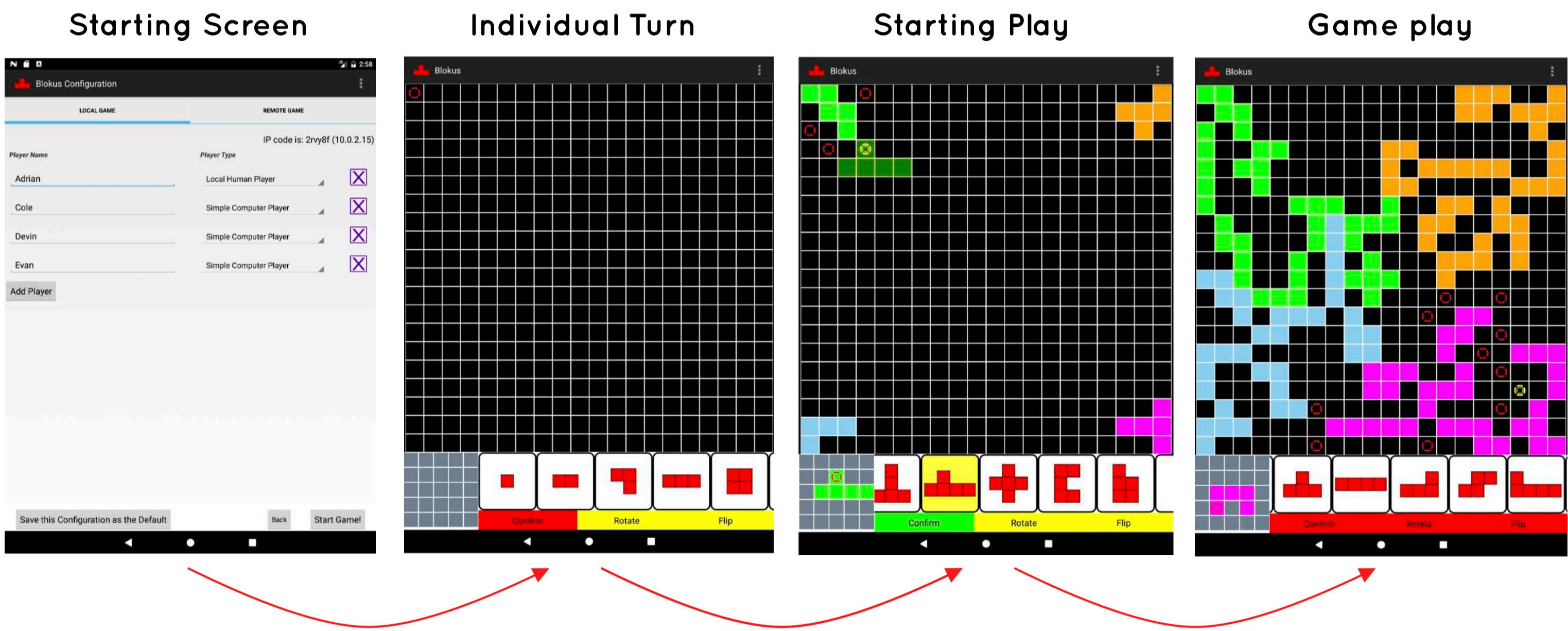
Information Architecture: The Blokus IA was a bit complex where the rules of Blokus entails that you can only connect pieces by edges and cannot be connected if it is side by side. With 21 different pieces all with sizes of one square to 5 squares, we had to map out all cases.

Solution: To make life easier we labeled each square for each piece with a number and name. So when we started implementing our cases, we had an easier time distinguishing what the end results were.



www.pentolla.com

The development:



Extensions and Possible Next Steps:

- Code Review to make the code more visible
- Create a simpler UI with bigger action buttons
- Usability Testing and Test driven development

Key takeaways: After this project I was able to gain experience in planning out a whole app from design to specific features inside the app.

Challenges and Solutions

The hardest part of this project was the implementation of connecting the backend cases to the front end UI components to deal with all the cases. There wasn't a straight forward path than just taking one step at a time. We first started with the building out all the cases of the pieces, once we completed all the possibilities we then developed a tile system that would print out the shape that is press in the horizontal scroll view.

I came up with the idea of implementing out the target possibilities with red and yellow targets. Red for areas that you couldn't connect pieces and yellow for areas that a piece can fit with the blocks that you have stored. Then, when the user is ready the confirm will turn green to indicate that is okay to submit the action.

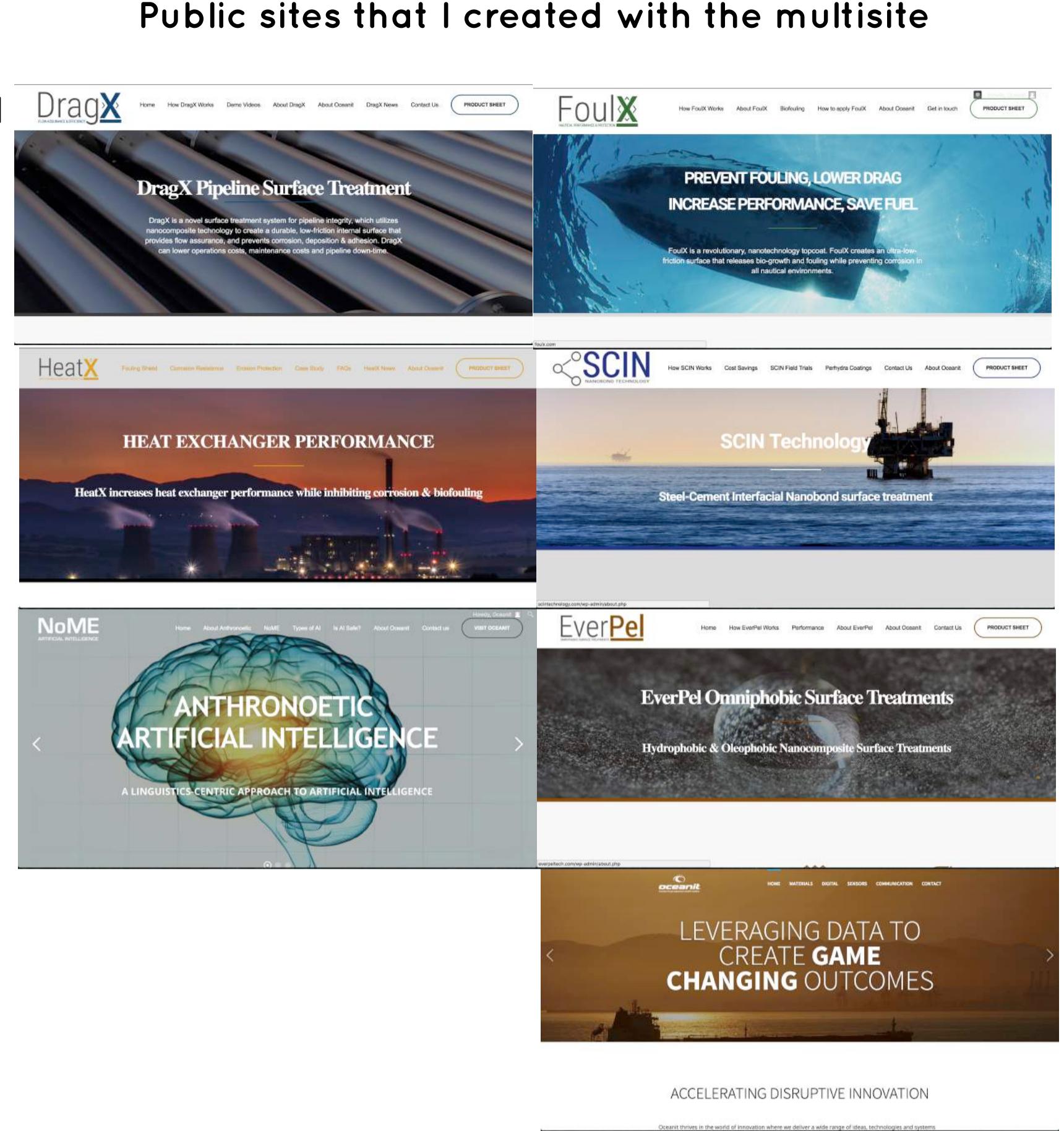
7. Oceanit AWS Multisite

My position: Product Designer (Industrial and Software)

Context: During my internship at Oceanit Technology, I was a product intern working from industrial coatings to software integrations. With mentoring from the product lead and the Product Director, I was able to work on projects that had quantifiable value for the company.

Problem: Oceanit S&T suffered from having too many websites that they paid around \$20-50 per month per site through hosting and development.

The Ask and goal: Create a multisite that mapped all of the sites directly to a single site. Resulting in only having to pay for one main instance.



The Backend Development Process

The mass of text below is a full documentary I wrote of every step that I took to create the wordpress multisite using amazon AWS EC2 server. In summary, it is the process I took to create a AWS instance and created the one-stop-application that consisted of websites with different domain names. The key was to create multiple subdomains and map the domains to the subdomains.

Full step by step tutorial to configure multi-site hosting AWS using imager "Bitnami"

1) Make sure you have an AWS account and a GoDaddy custom username

Summary: (Here we need to take care of some important timely steps to set up the multi site and I will walk you through the whole process)

- Create a key first
- Create an instance in AWS launchpad (an instance is basically a hosting server for your main site) that is connected to your key that you made
- Make the public ip static (this allows the ip to be constant without changing because changing ip will wipe the memory other subdomains that point to the main ip address)
- Switch the DNS custom domain site to point to the instances ip address.
- Set up subdomain and manage DNS
- Remove banner
- Set up in mail to receive and send mail
- DONE your wordpress multisite is completed

2) Login into AWS

- We are first going to create a key that will be used to download bitnami and also have access to the server via ssh (mac os) or Putty (window)
- Go to your EC2 dashboard or enter this link: <https://us-west-2.console.aws.amazon.com/ec2>
- Click on "key pairs" under Network and Security on the left column
- Click Create key pair
- Enter a name and click create
- The file is downloaded to your downloads
- make sure the filename is n_a_m_e.pem and not n_a_m_e.pem.txt (take off .txt)
- move the n_a_m_e.pem to your /Users (where your desktop, applications, downloads are all listed)

3) Go to AWS marketplace

- Type in "WordPress Multisite powered by Bitnami" in the search box
- Click your EC2 instance type I choose the cheapest one the t2.nano
- Click your region (Ex. US West)
- make sure your key pair is n_a_m_e
- Click Launch with 1-click (This process takes around 5 minutes or longer)
- Go back to AWS dashboard (<https://us-west-2.console.aws.amazon.com/ec2>)
- click instances in the left column
- Then copy ip address and click
- IMPORTANT!!!
right click on the instance > get system log > scroll all the way down to Setting Bitnami application password to 'fjshkhs' and copy your password, you only have one chance to do this. (save this in multiple places)

- grab the public dns link on the right (should say something like ec2-52-91-31-67.compute-1.amazonaws.com) and look up the link to check if the site is up and running
- then at the top log into the wp-admin (like ec2-52-91-31-67.compute-1.amazonaws.com/wp-admin)
- Username: user and password: the thing you saved
- your multisite is up

4) configuring the multisite for subdomains by creating a static id to make sure the ip stays intact

- Go to "Elastic IPs" under
- Click Allocate new address (it helps to write down the ip address that was just created)
- select it and click Actions > Associate Address >
- Resource type: instance
Instance: the instance ID of the instance you created (should take you but go back to instances to check)
- Private ip will show up
- Click associate
- Go back to instances and the public IP should be the elastic IP that you gave it
- IMPORTANT!!! if you try look up the public DNS it might not show up because it takes time to propagate (to speed it up go into aws ec2 dashboard and reboot the instance.. it should pop up

Public sites that I created with the multisite

- enter

-type in: yes

- enter

You are now in ssh and connected to Bitnami with your server

-type in: cd /opt/bitnami/apps/wordpress

- enter

- sudo ./bnconfig --machine_hostname shelf52.com (replace shelf52.com with your custom domain)

- enter

- type in: sudo mv bnconfig.bnconfig.disabled (bnconfig automatically runs when the server restarts but since we are using a multisite with multi domains then this is undesirable)

(to reenable bnconfig to reenable bnconfig:

```
sudo mv /opt/bitnami/apps/wordpress/bnconfig.disabled /opt/bitnami/apps/wordpress/bnconfig
```

don't forget to disable again before any server restart

```
sudo mv /opt/bitnami/apps/wordpress/bnconfig /opt/bitnami/apps/wordpress/bnconfig.disabled
```

6) Adding a custom domain to your static ip address:

-Log into your go daddy account

-Go to manage domains

-Click Manage DNS for the custom domain you want to link the ip address for

-Under just the Records table, scroll to the bottom until you see "ADD" on the bottom right

-Click add > under Type enter: A > under Host type: @ > under Points To enter static IP address: (Ex. 52.36.171.80) > TTL should be 1 Hour

-Click Save (Time to propagate 30min - 6hours)

Look up your custom domain and it should work

7) Adding subdomains

- Log into yoursitename.com/wp-admin

- Under you wp-admin go into Sites in the left column and click "add new" on the top

- Add a name for site address

- Add Site title

- Enter an Admin email

- Go to your godaddy domain manager

- Go to manage DNS of your custom domain

- Under the Records table like step 6) go to Add

- Click add > under Type enter: A > under Host type: the name of your subdomain the you just wrote in wp-admin > under Points To: enter your static IP address: (Ex. 52.36.171.80) > TTL should be 1 Hour

- Click save (Time to propagate 10 - 30min)

8) Removing banner

- sign back into the bitnami server with step 5) if the server closed

- Type this in the command line: sudo /opt/bitnami/apps/wordpress/bnconfig.disabled --disable_banner 1

- Nice the banner is now gone

9) Setup in mail:

- Type this in the command line: sudo apt-get install sendmail

****If send mail cant be found we must update using the code: sudo apt-get update

- Type this to continue: y

```
- type in: sudo nano /opt/bitnami/php/etc/php.ini
```

- press control w (This bring up the search)

- type in: sendmail_path

- Then uncomment out the line by taking out the semicolon in this line: sendmail_path = "env -i /usr/sbin/sendmail -t -i"

The Multisite Dashboard with multiple sites with a central admin and admin per each site

The screenshot shows the WordPress Multisite Dashboard under the 'My Sites' tab. The primary site is set to <http://oceanitlabs.com>. Below this, there is a grid of site names and their respective URLs:

Oceanit Labs	DragX	EverPel	Anthronoetic Artificial Intelligence	blastninja	HeatX
Visit Dashboard	Visit Dashboard	Visit Dashboard	Visit Dashboard	Visit Dashboard	Visit Dashboard
oceanitfoundation	quietblast	quietscuba	SCIN Technology	soundsentrygear	FoulX
Visit Dashboard	Visit Dashboard	Visit Dashboard	Visit Dashboard	Visit Dashboard	Visit Dashboard
corropel	arcticguardcoatings	oceanitventures			
Visit Dashboard	Visit Dashboard	Visit Dashboard			

A note at the top of the main area says: *This section is blocked off for ND Agreement. A 'Save Changes' button is located at the bottom left.

Extensions and Possible Next Steps:

- Create a better backup system that would save the data in the whole site
- Take an inventory of all the information to simplify and have consistent language
- For the long term I would simply develop the informational with html, css, and javascript to add more personalized customizations

Key takeaways: This was my first time using web development languages to create something. It was also my first time having to use a cloud based server to setup the wordpress multisite. I was able to save about \$500 for Oceanit to only pay around \$5.00 a month for data usage, and because the first year is free they didn't need to pay a single dime to have their websites on the web, other than the domain names.

Challenges and Solutions

A major challenge that came up was when I was migrating information and plugin apis from old sites to the multisite. The challenge is when I migrate date or information to the multisite, I have to specify a certain location within or it will migrate the data to areas that I wasn't intending.

The biggest error that I faced was during my first migration. I tried to use a 3rd party software to pull out and strip the data; however, it backed fired on me, where it pulled the wrong data, deleted the old data, and then uploaded everything to the wrong location. The multisite became unusable and horrible to try and debug. I ended up recreating the multisite from scratch and I learned how to export the information manually through an export function inside of wordpress and also check locations using FTP processing. I am differently more keen to details after that scenario.

- Industrial Design -

1. Paramine Wallet Collection (In Progress)

Context: For the longest time, I loved this word “entrepreneurship.” I first thought it meant to make money, but now from taking Innovation classes and travelling all across the world (Netherlands, Swede, New York, Silicon Valley, Denver, Seattle, etc.) I realized I love to create things for difficult problems or for fun. This project was for fun and creating something people can understand. A Wallet)

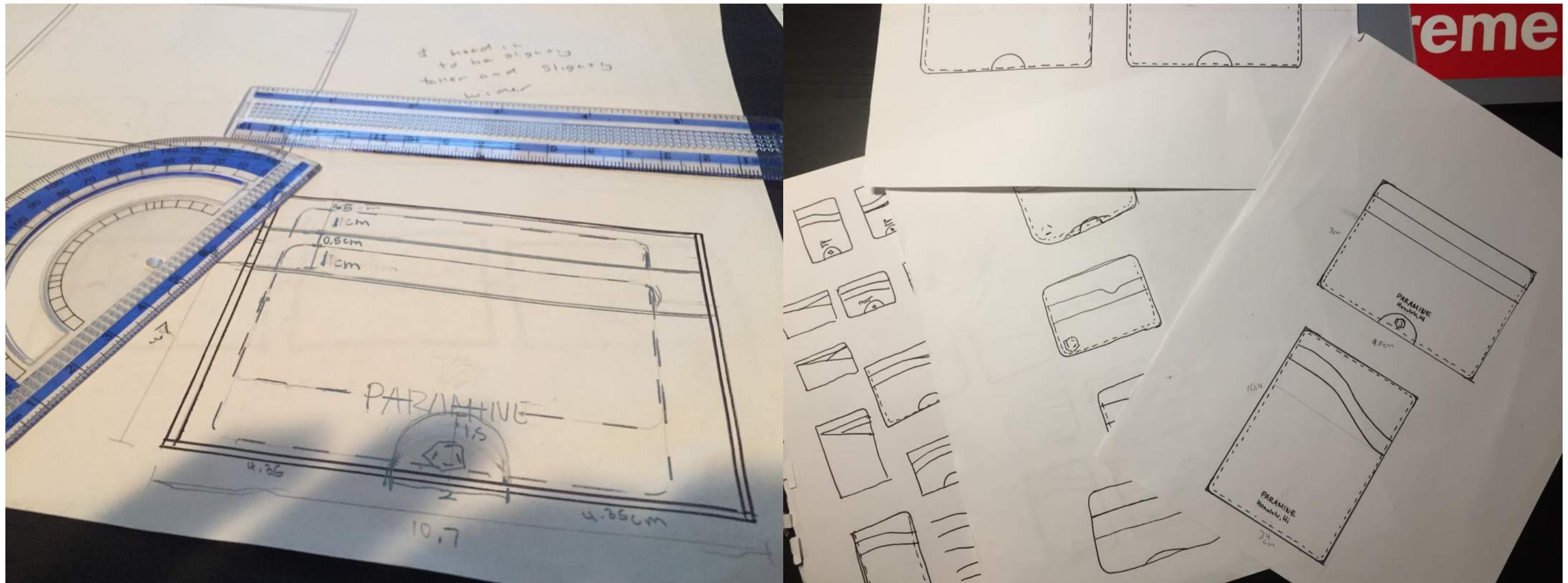
Problem: Growing up from Hawaii and Portland, water has always been round me. From surfing to hiking the PNW. Though, in my head I always been afraid to take my Calvin Klein wallet everywhere. Maybe I was afraid to get it dirty or simply I knew it wouldn't let get through my adventures. How might I create a wallet that is minimal, but also capable of being durable to any environment as I create.

Final Version

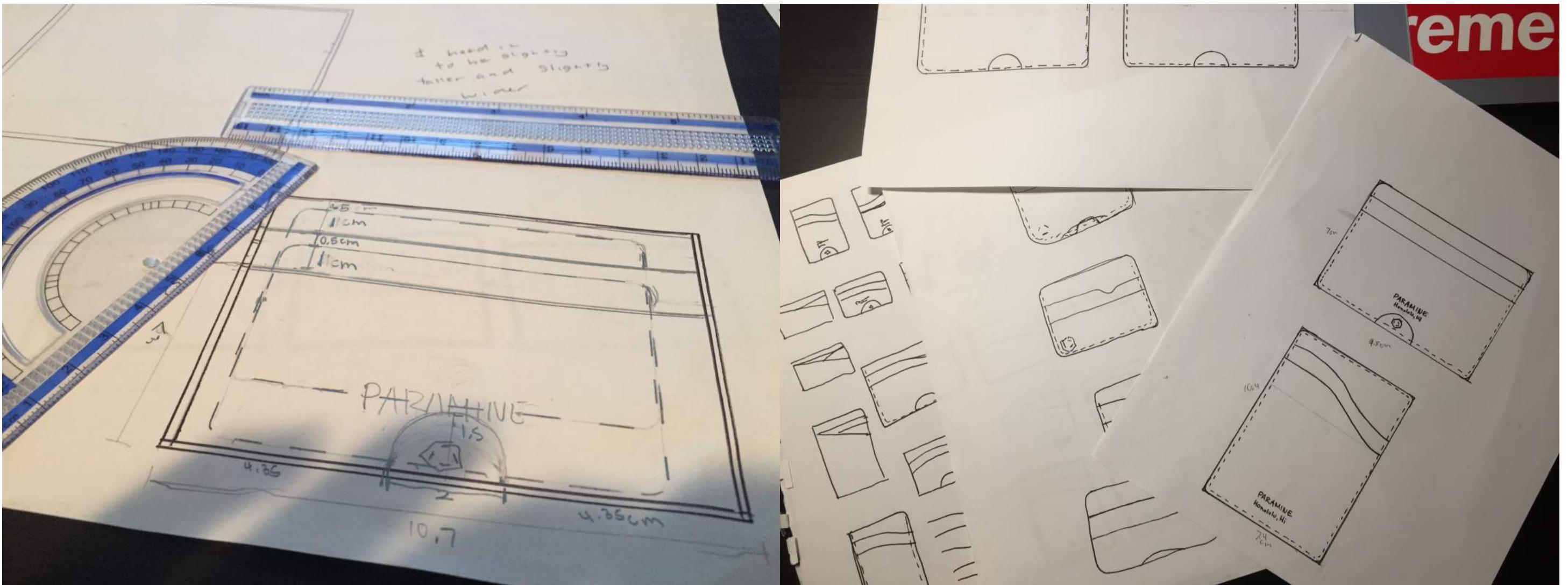


Process: Initial Research -> Sketch and design -> Rapid Prototyping -> High fidelity Prototyping with a manufacture -> Test Prototypes -> Finalize Manufacture -> Create Website -> Create Brand -> Find Ambassadors -> Marketing -> Create Kickstarter Video -> Create Kickster Page -> Launch -> Coordinate Logistics -> Ship -> Send -> Next product

Here are Photos of My First Drawings



Here are Photos of My First Drawings



Once I filtered out the ideas and finalized on the dimensions. I created rapid prototypes using Amazon packaging to represent the thickness of the leather. This allowed me to quickly see my flaws and the little components of the wallet that I need to ideate more on.

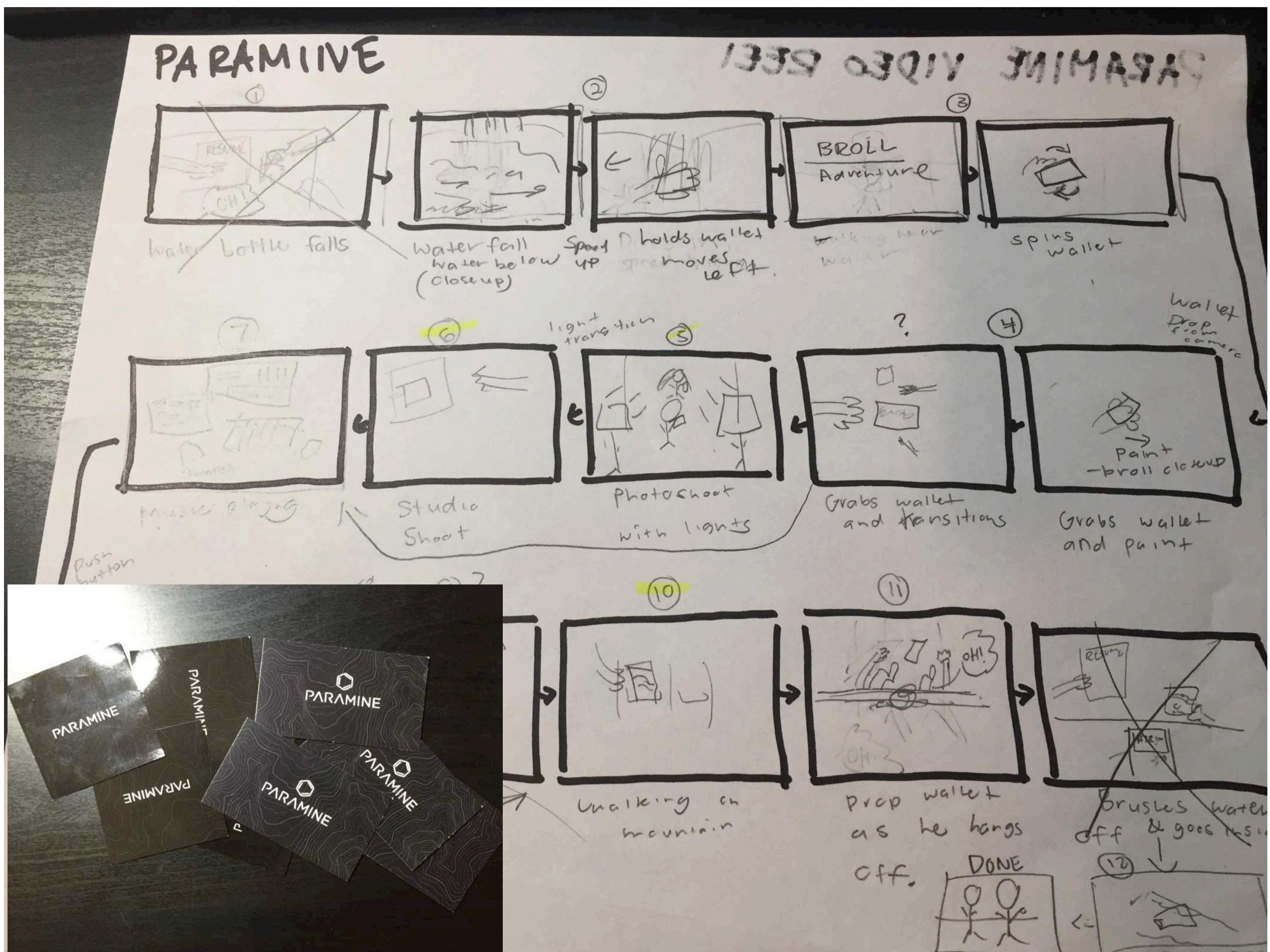
The biggest challenge was the how to make front pockets of the half wallet to hold the cards securely, but making it easily accessible.



Samples of designed Products (The Magic Wallet & Half Wallet)



Branding: I created Stickers and storyboarded a story



INSERT WEBSITE MOCKUPS

Currently in progress

INSERT WEBSITE FINAL

Currently in progress

Insert kickstarter Page

Currently in progress

Insert kickstarter Video

Currently in progress

2. Reflexer

Context: As I was traveling world to understand what Entrepreneurship is all about, I was researching and designing a product that aligned with my passion for photography.

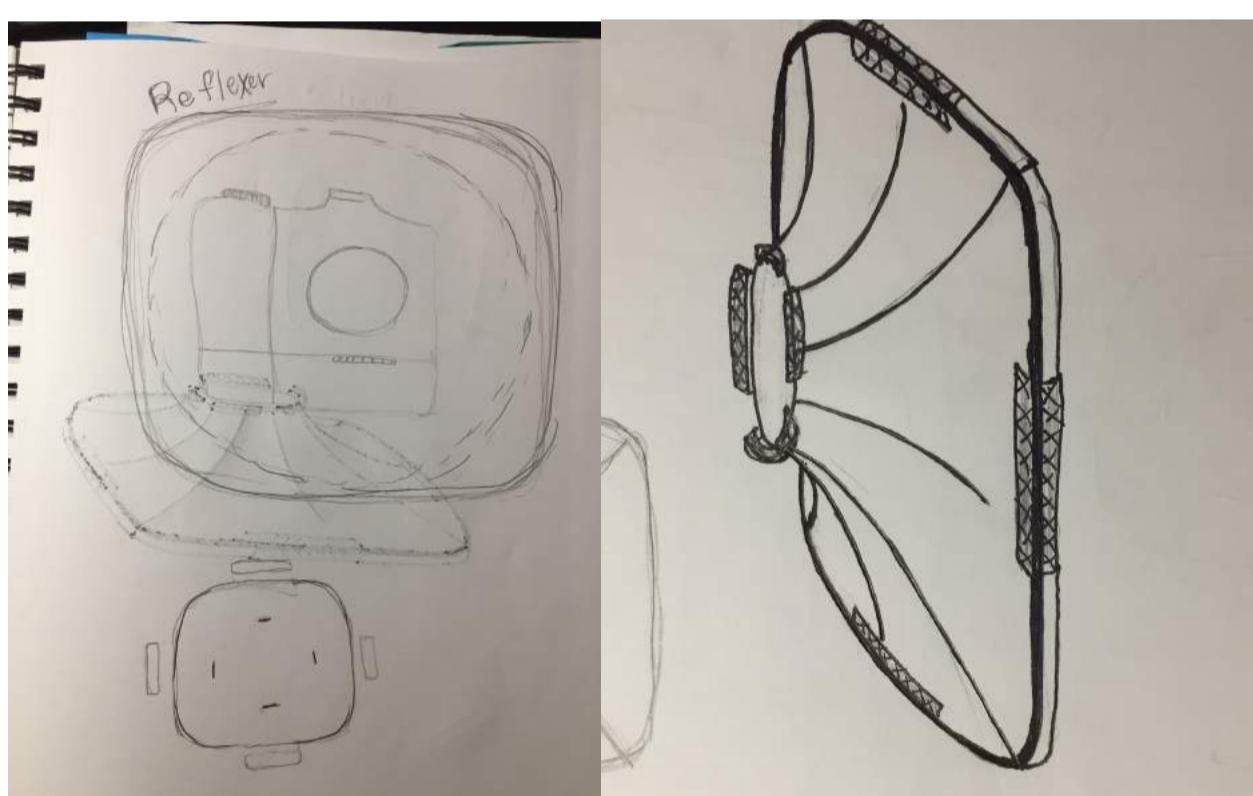
Problem: There is a lack of not being able to see how you look the moment your photo is taken. Subjects/models aren't involved in the photo-shoot process; they can't see themselves for any quick fixes. And with an explosion of image creation worldwide there is an opportunity in this market.

The Ask and Goal: Create an industrial designed product that will benefit the photography community. Then test a prototype in the market to see if there is any viability for the Reflexer.

Model not knowing how he looks



Process: Research -> Sketch out designs -> Rapid Prototype -> 3D Model Prototype-> Test Prototype -> Evaluate Market -> Go with it or Pivot?



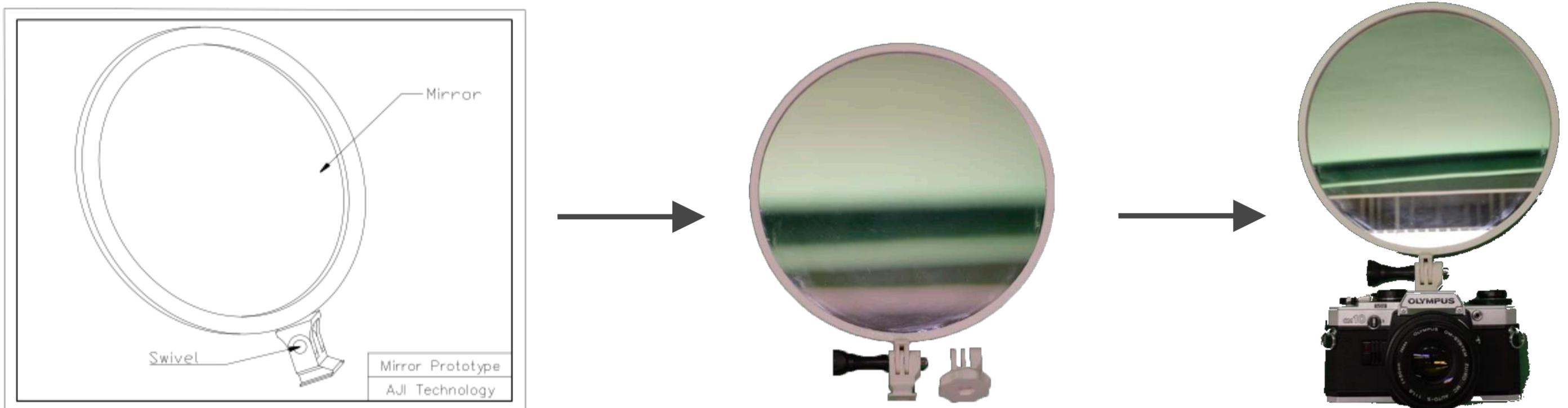
To help me understand problem I conducted initial research. I participated in a Create-A-Thon at university of Portland to showcase my idea. Here I was able to gain first raw insight of the idea and see if it had any value. I won two prizes and initial money to create a prototype.

Then I started sketching of the ideal product that I wanted. I broke down every component and took into account the needs of my persona users.



During the event I was also rapid prototyping the concept. Quickly I recognized that if I was going to make a prototype it will have to be a circle face because our faces are round.

After more iterations and continuous guerrilla testing with my creator friends, I was able to connect with a mechanical engineer and a civil engineer to help 3d draft my idea. We really bonded over creating products so they were more than happy to help me out. At the end of the day without going into so much detail, we came up with the model below and you can see the flow of how it attaches to the top of the camera in the universal hot shoe.



Testing:

I first did my initial testing with my camera and when I took down my feedback, I challenged other Photographers in Portland to use the Reflexer. The overall conclusion was a few main things

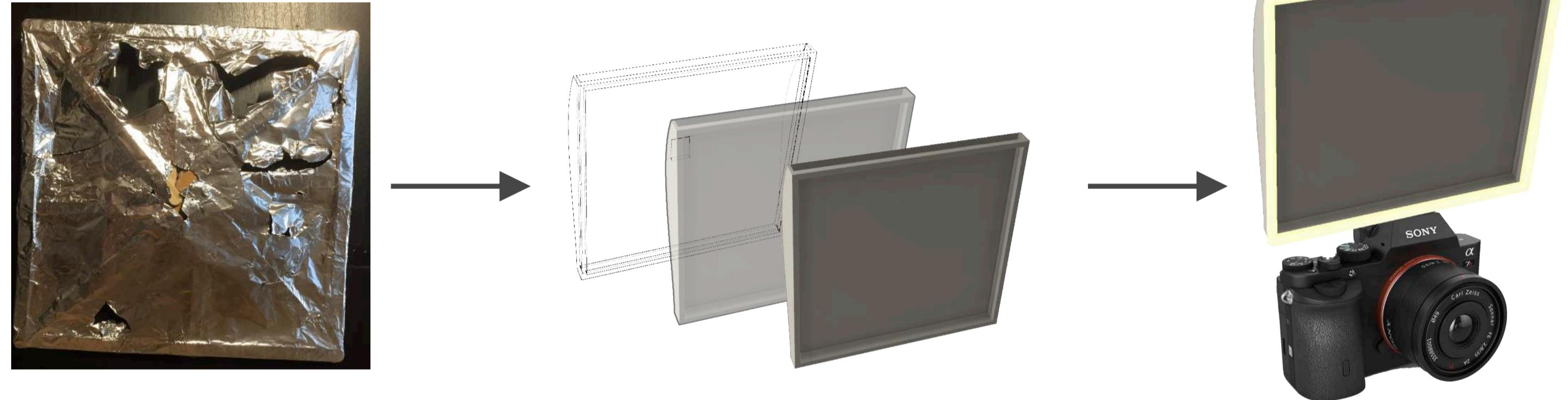
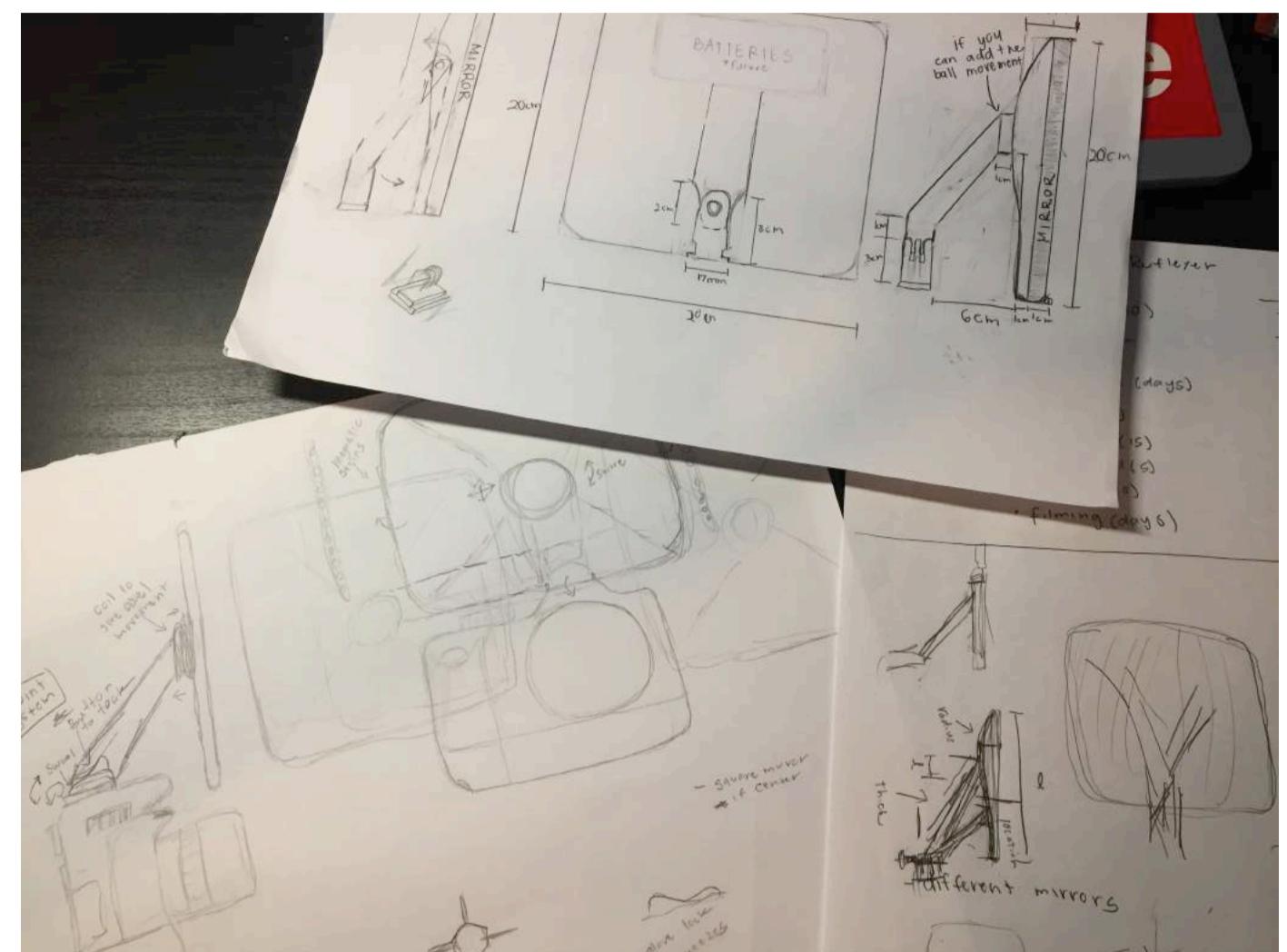
- “The circle mirror makes it a bit hard to see into. Even though our heads are round, the mirror was not wide enough for full potential once you had to move further back”
- “Not useful in the dark”
- “Really useful for more engagement with the model”
- “The concept really helps me in the studio”



Because I was in the eScholar program I was able to travel to New York to learn from professionals in companies. Talking to people one on one allowed me to really engage with the user. While in New York, I was able to setup a meeting with the CEO of Midnight Commercial. He was able to walk me through possible designs and how I will be able to create this product. I continued to learn and gain feedback for the next iteration.

Once, I got back I was starting to draft out the Reflexer 2.0. I was able to receive amazing feedback and life long connections. I took into account the little details I was able to iterate over ideas.

I continued the process again with the rapid prototyping, creating a 3D Model. This process became a lot easier as I have done it before. I was able to connect with another mechanical engineer who is my close friend from soccer.



Key Takeaways and what is next:

The overall takeaway that I learned from this project is understanding a process to create a product. From researching and figuring out the specific of the Reflexer, really allowed me to grow as a designer. Due to time of school and prioritizing my time, I am postponing this project for a future time in the Paramine Company.

What is Next?

- 3D model the prototype
- Planning for a kickstarter
- Organize a manufacture and logistics
- Look at financials and pricing
- Go for it!

3. Oceanit New Skin

Note to reader: Due to patented and ND I am not allowed to disclose certain information. Thank you for understanding.

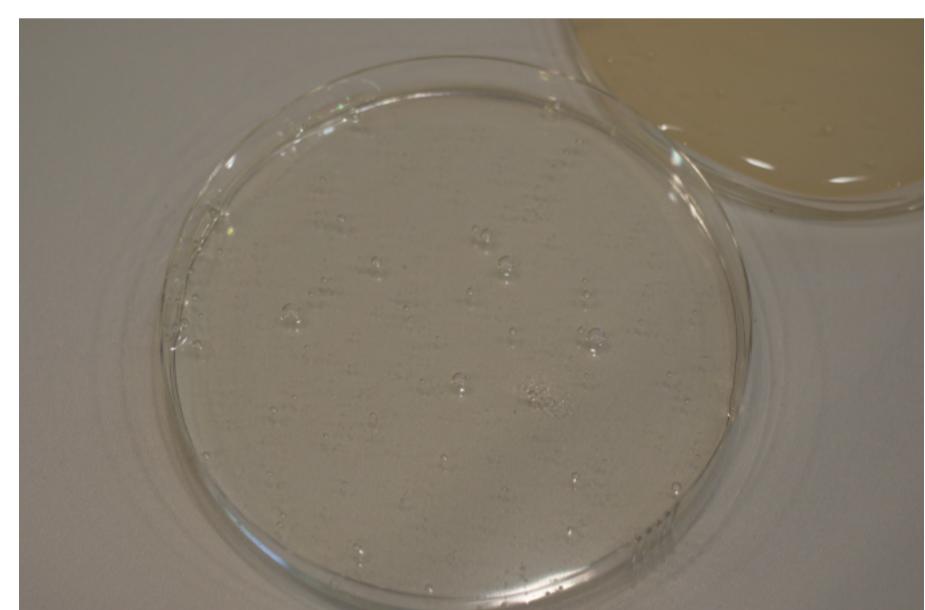
Context: During my internship at OCeanit Technology, I was a product intern working from industrial coatings to software integrations. With mentoring from the product lead and the Product Director, I was able to work on projects that had quantifiable value for the company.

Problem: With a pre -completed hydrogel project for a disclosed military project, how might we apply the same technology for a more marketable product

Treatment 1 of Prototype



Treatment 2 of Prototype



The Ask and goal: Working with key stakeholder of biologist and chemical engineers, create a modified version of Oceanit's patented hydrogel to help heal facial and skin wounds for a potential market.

Process: Research -> Interviews -> Field Research -> Ideating -> Prototyping -> Testing -> Partnership -> Hand Off

Takeaway:

In order to really understand the field we were dealing with, the team and I went into a super mall and conducted field research. We went to ask questions with employees about the products out there and trying a lot of creams and hand solutions. This was my first time field research and it was daunting at first, but once I started to learn more it became fun to reach out to people and not be afraid to ask questions.

At the end we were able to complete our testing and partner with a major retailer of skincare. Unfortunately, most of the information has to be disclosed because the product has not officially launched publicly.

4. Oceanit Invisible Hair Coloring

Note to reader: Due to patented and ND I am not allowed to disclose certain information. Thank you for understanding.

Context: During my internship I help to setup the foundation for a new project that dealt with invisible hair coloring that was normal during the day but colorful under luminescent lights.

Problem: How might we create an application that will help to give this effect in an efficient and healthy manner.

The Ask and Goal: Work with chemical engineers to create a solution that will help to change the genetics of hair particles to create a work / life hair color.

Process: Research -> Interviews -> Field Research -> Ideating -> Prototyping -> Testing -> Partnership -> Hand Off

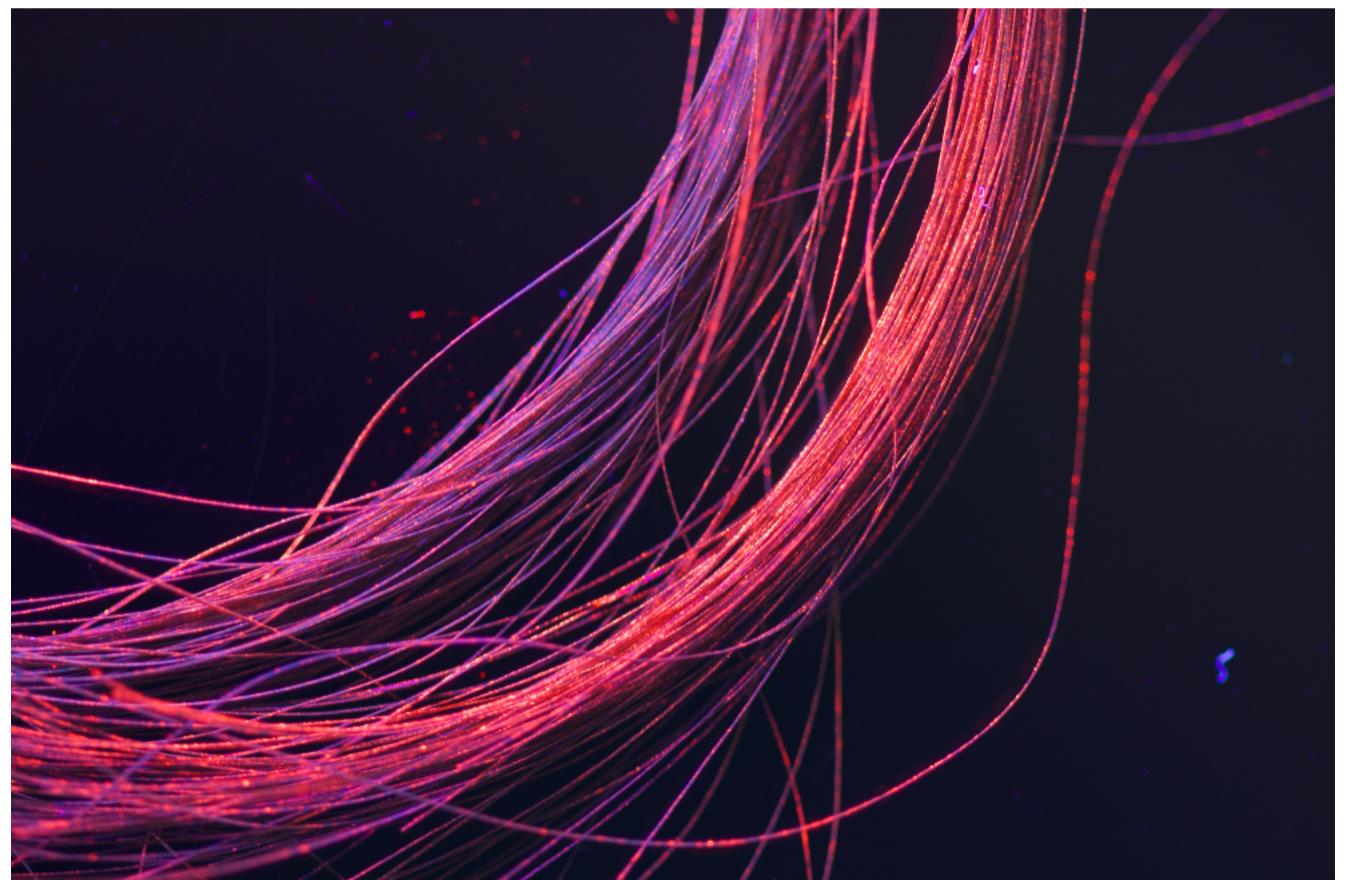
Takeaways:
After going through user research and applying design thinking to define the problem. The team and I were able to create a solution that vastly changed the hair genetics in a healthy way. The photo on the right is regular hair in natural light, but when under luminous light, the hair rapidly changes to expose the modified color. It was really cool!

After eco-friendly testing, we were able to partner with a top salon brand and help continue to push the product. This was the last project I was working on before my internship ended, but it is probably one of the exciting products I have worked on.

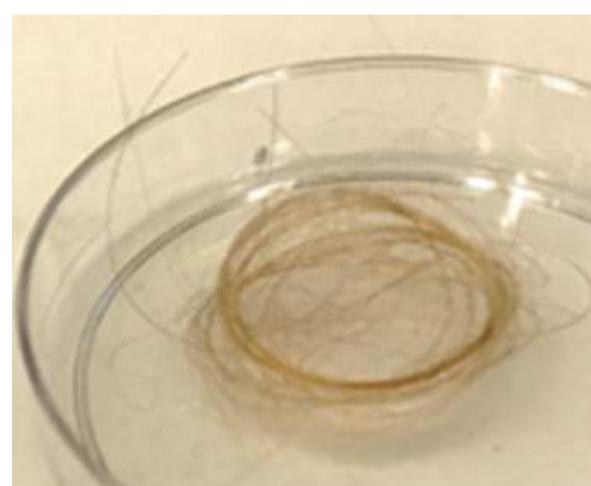
Concept Example



Prototype of solution treated on hair



Before



After



Featured on the news for the breakthrough



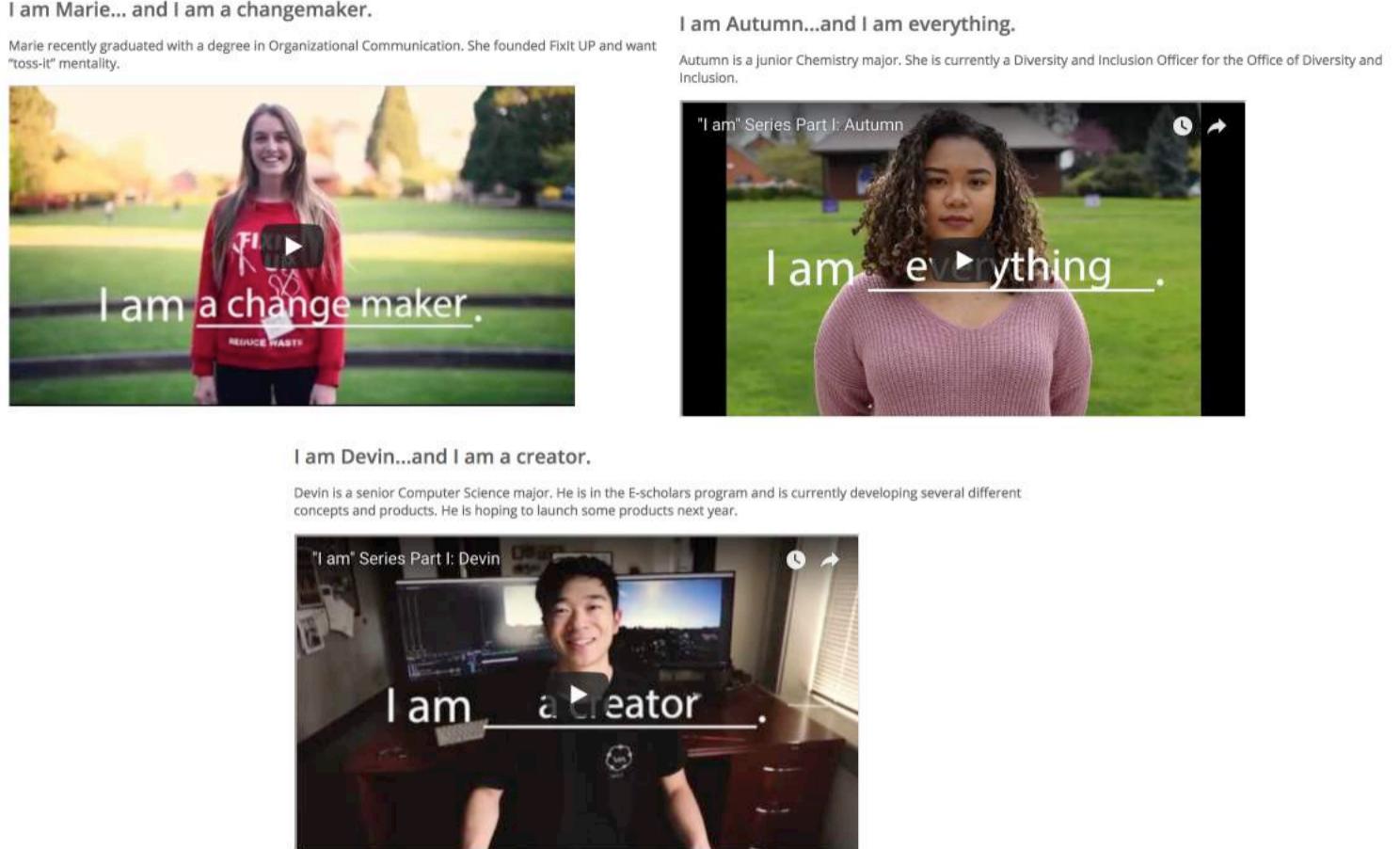
- Visual Media -

1. University of Portland “I am...” Campaign

Project Role: Creative Direction and Content Lead

Context: As the student content lead for University of Portland Marketing Team, I helped to create a full marketing campaign that was able to a high conversation rate for more interest in the school's content based on analytical impressions.

The Ask and goal: Help to drive the content for the campaign that will be the main foundation for future strategies.

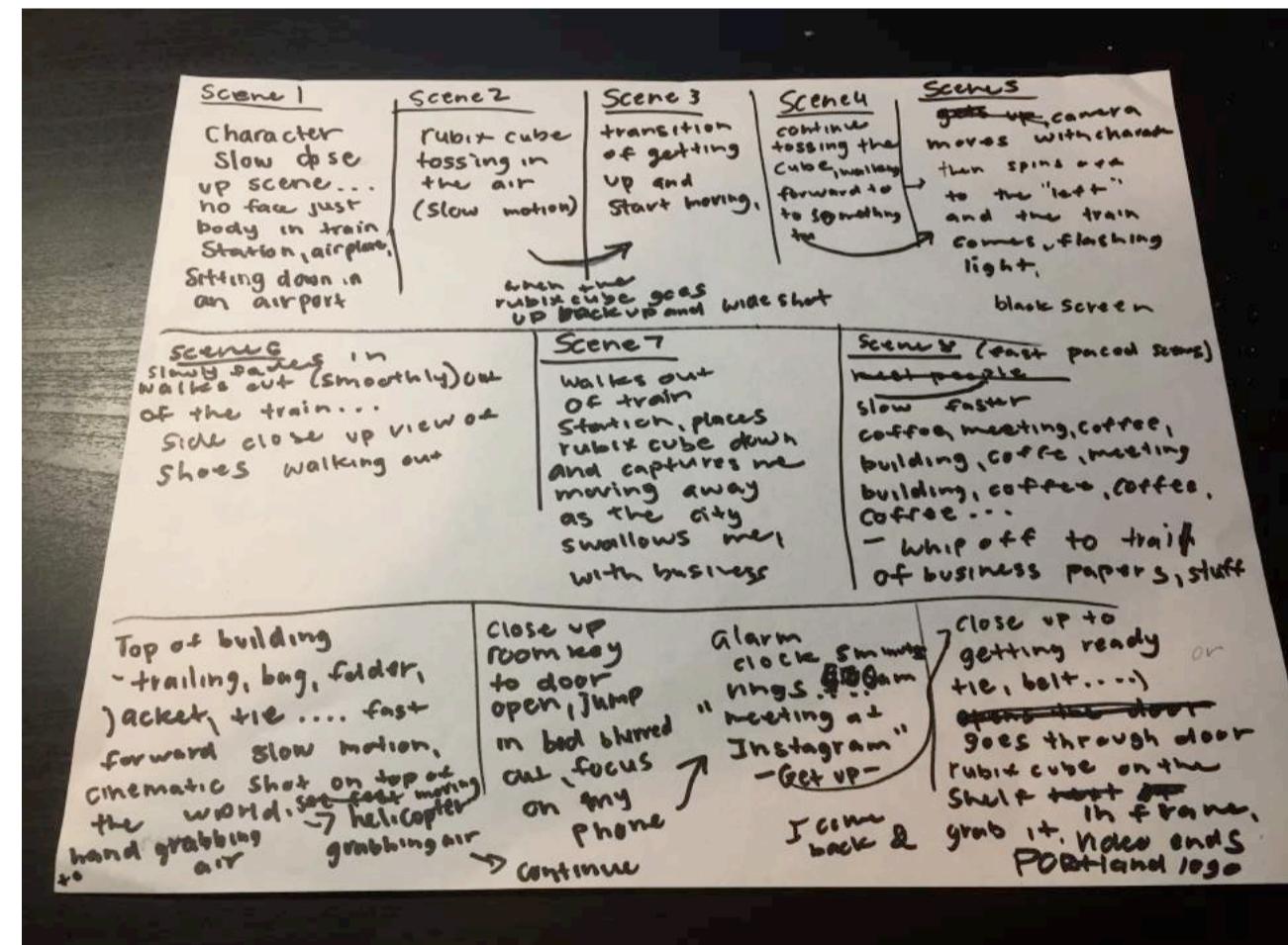


Inset Storyboard

Process: Interview with UP Marketing -> Selected students -> Storyboarded -> Video Production -> Video Editing -> Review with Executive UP Stakeholders -> Launch

After a month of pure planning and ideating on concepts, we were able to come up with the “I am...” Campaign. the message was to show the University of Portland community the projects that students are working on.

On the right is a quick storyboard of the video concept. You are able to watch the videos on the UP Website.



2. Rundoyen Startup

My position: Creative Direction

Context: I was connected with a Nike Employee who was working on a side project called Rundoyen.

Problem: Runners or marathon trainees don't have the right training resources to help them achieve their running goals. Passion runners don't have a platform to help train others in a remote way.

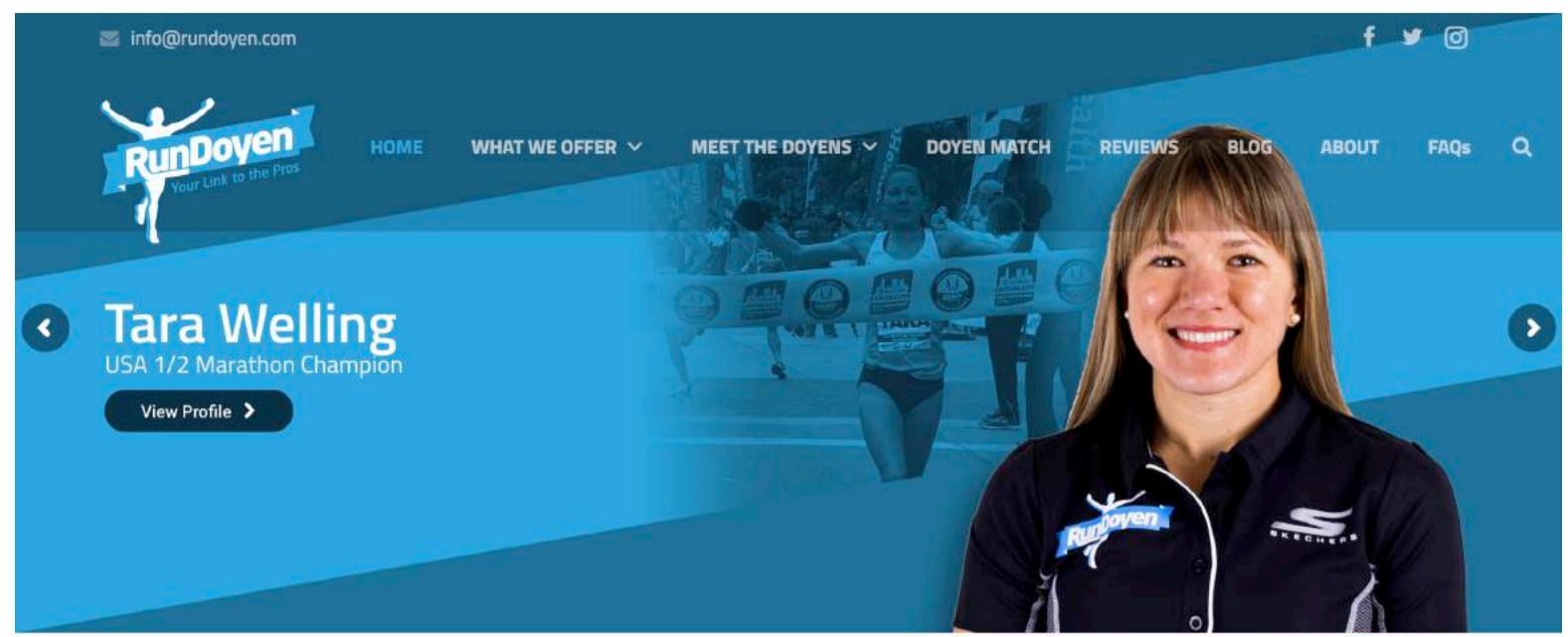
The Ask and goal: Help to capture the mission and create a launch video that will be used to showcase the project.

For a couple of months, as their only content lead, I coordinated all shoots and was their main creative director for their startup launch. I worked with olympic runners with sponsorships from Nike, Adidas, Asics, etc. in studio and outside locations.

Projects:

- Full creative direction
- Main branding
- Social Media video
- Startup launch Video
- Website Content
- Marketing Content

Public site using my content

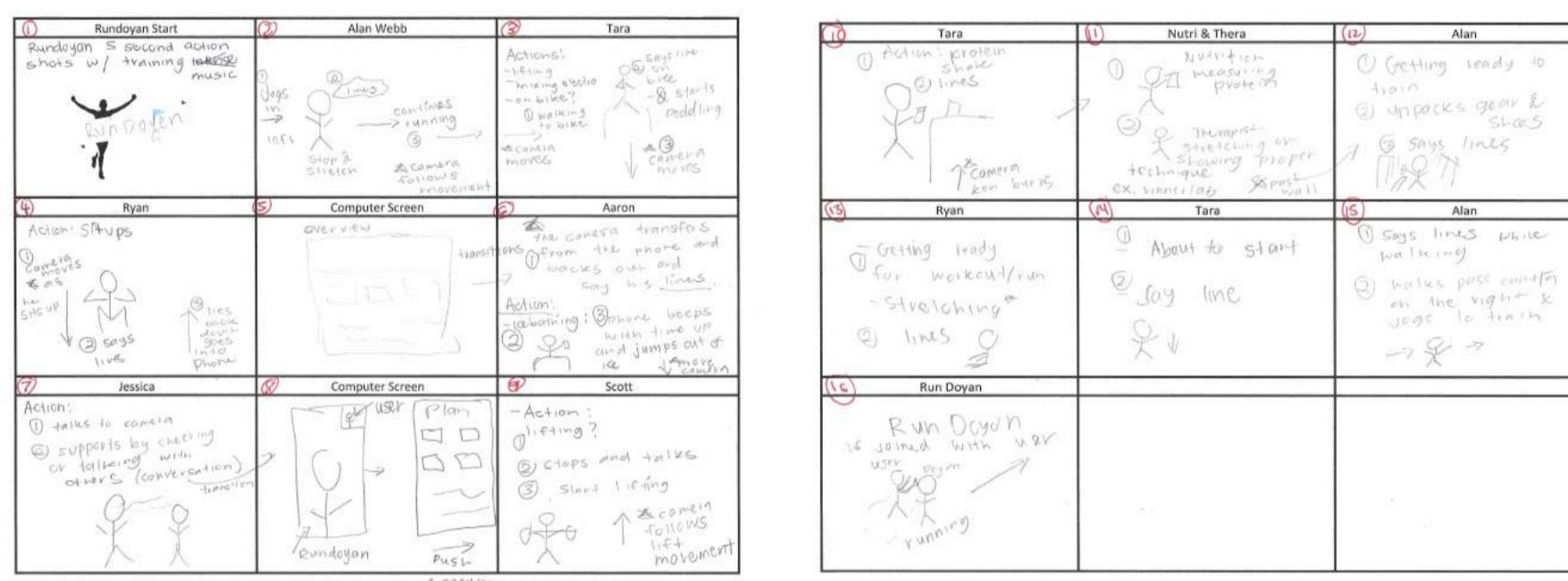


Process: Interview and documenting -> Scripting and Branding -> Storyboarding -> Film and Execute -> Edit content-> Feedback

Shooting in studio with Olympic runners



Storyboard of the main video



Takeaways:

This was a fun project that I was able to freelance for a local company that hired me to be their content lead. I was a junior in college, so having this opportunity has given me a diverse amount of experience.

The challenges I faced all came down to time and cost. Because I was scouting to be a professional studio photographer in Hawaii, I knew my pricing and how to prioritize a shoot, and because this was a startup, I had to be lean with my content, while making sure I captured quality images and video.

The other challenge was this company had Olympic runners outside of Portland, and needed to add them to the story, but without any funds and low budget video and images captured from other freelancers, I had to adapt to the content they provided while keeping everything aligned.

Conclusion: This project really helped me grow as a creator and I am now able to prioritize what is important and convert my work in an efficient manner.

- Design Thinking and Entrepreneurship -

Brainstorming with other Fellows

University Innovation Fellow:

For 3 months I was trained by the Standford d.School on design thinking and how I can help to educate others to think in a humanistic way to solve problems. In March, I was invited to Google and Standford University to continue learning innovation for the purpose of education.



A few photos of me in action



Design thinking Workshop Coordinator:

As a coordinator, I set up hour classes for the Portland Community who want to learn more about design thinking. This is not a informational workshop, the moment participants step in, my fellow coordinators and I, are driving through the process and allowing the attendees to start defining a problem to rapid prototyping.

A quote from our survey:

"This was a lot of fun. It was very fast paces, but it really allowed me to focus on ideas!"

We have students from all majors (Engineers, nursing, communication, business, etc.), teachers, and hopefully more participants from business outside the community.

Entrepreneurial Scholar Program:

As an escholar, I have been selected by the innovation committee at University of Portland to create a personal venture. UP pays to have me travel the world from New York, Denver, Silicon Valley, Portland, Sweden, Amsterdam, etc. to talk to other professionals and research on a proposed project.

I have been very appreciative of the opportunity UP has given me as I am constantly presenting my findings to crowds who want to learn more about Entrepreneurship.

I help to educate students on how they can also create and do something they love as they attend school.

I was discussing the schedule

