

# Alex Levy

**2023 IBM Internship**  
Client Engineering Designer Intern

## MY PROCESS

# How I Design

## Solving problems

Iteration is the basis of my design process. It is how, after asking the right questions and understanding the people, problems, and processes involved in a scenario, I work towards creating possibilities that solve problems.

Listening, learning, questioning, exploring, iterating, and testing: this is how I define design.



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# Projects

# AI Financial Assistant

## My role

I expanded upon an AI financial assistant idea deemed “very important but not very feasible” in a workshop. I designed a proof of experience alongside two designer interns and organized a watsonx challenge team to make the design functional. I also pitched the idea to a CE team working on a similar idea for Huntington Bank.

## Skills I developed

- User research
- UI and UX design
- AI
- Project management
- Pitching

**Bobby**  
A 45-year-old single father worried about his financial future

Feeling	Traits
Frustrated	Caring
Anxious	Shy
Unsure	Overthinker

**Problem**  
Doesn't know where to start with determining how much he should be saving for his retirement, how he should go about making investments, and contributing to his college fund.

**Tool helps Bobby...**  
...raise his financial confidence  
...use multiple goals and resources  
...make better financial decisions

**Which helps Huntington Bank because...**  
...he will make use of Huntington's various financial services  
...he will develop a stronger trust of Huntington as his bank  
...he will be a less risky client for Huntington to have



“Saving for retirement, helping my daughter pay for college, and budgeting for the present. Where do I even begin?”

“A financial advisor? Probably would be a waste of money if I am not able to properly explain my financial situation.”

“I was never taught how to manage my money. Truthfully, I've kinda just been winging it so far.”



After using the tool, Bobby is able to get personalized insights and goals about how to make financial decisions in complex personal situations.  
Now, Bobby is feeling more financially secure and able to handle multiple financial challenges without feeling overwhelmed.

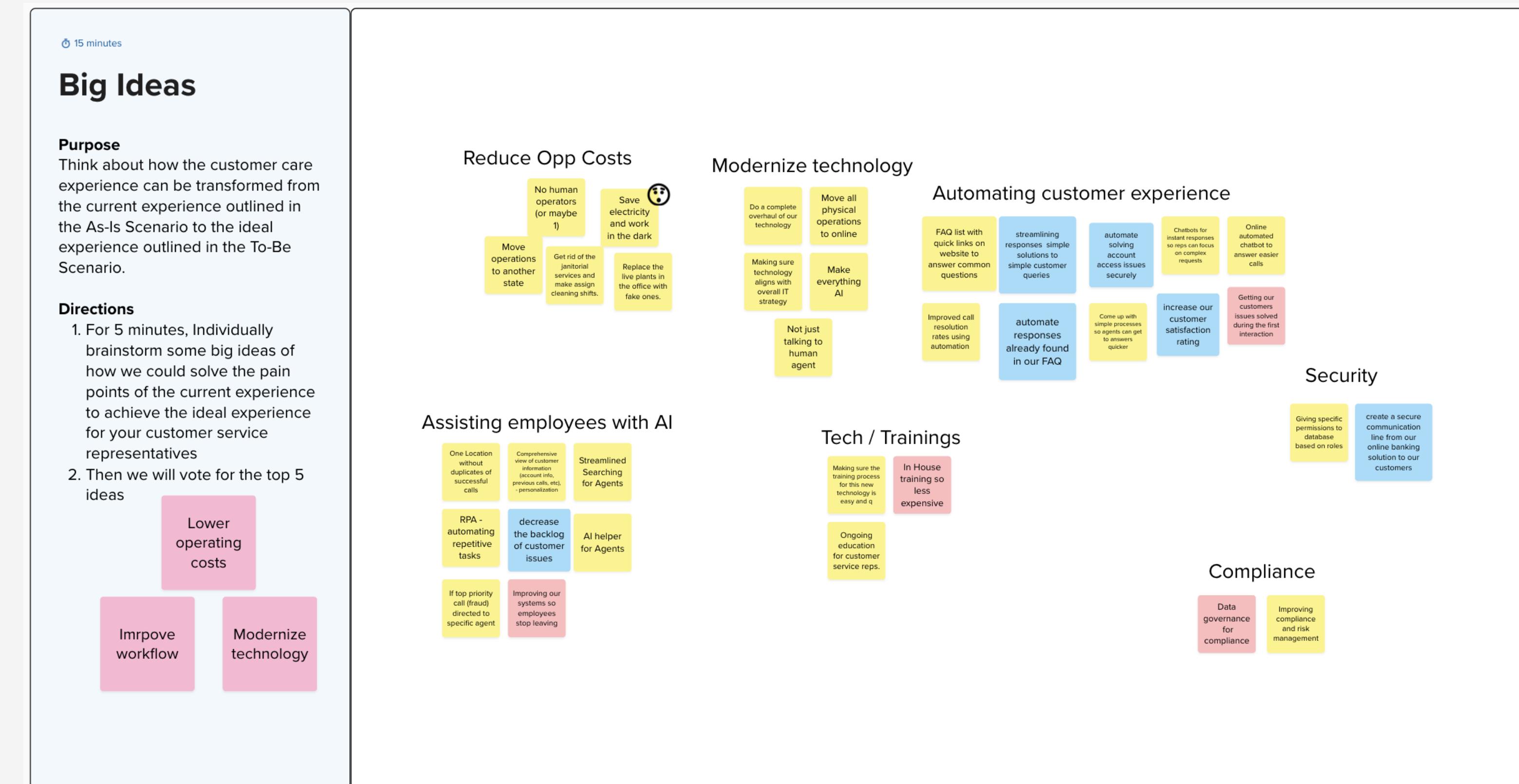
# Workshop Project

## My role

I planned and facilitated two workshops for a mock bank client looking for a customer care solution. Working with a client engineering team, I planned activities to learn the client's pain points and point them toward IBM solutions.

## Skills I developed

- Workshop facilitation
- Design thinking
- Mural



## PROJECTS

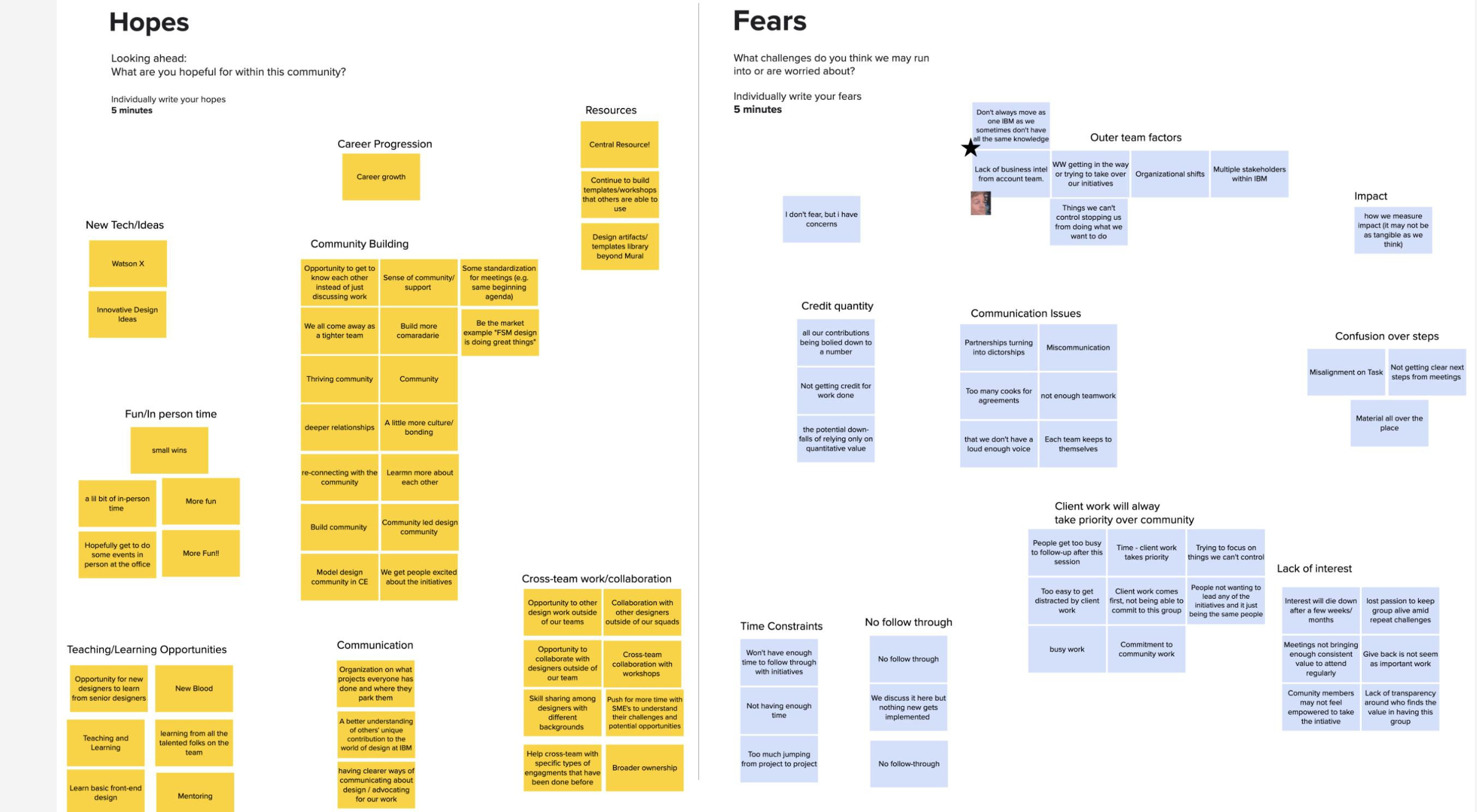
# Initiatives Workshop

## My role

Working with three other Client Engineering designer interns, I co-facilitated a design thinking workshop centered around helping full-time CE designers create and take ownership of team initiatives.

## Skills I developed

- Workshop facilitation
- Design thinking
- Mural



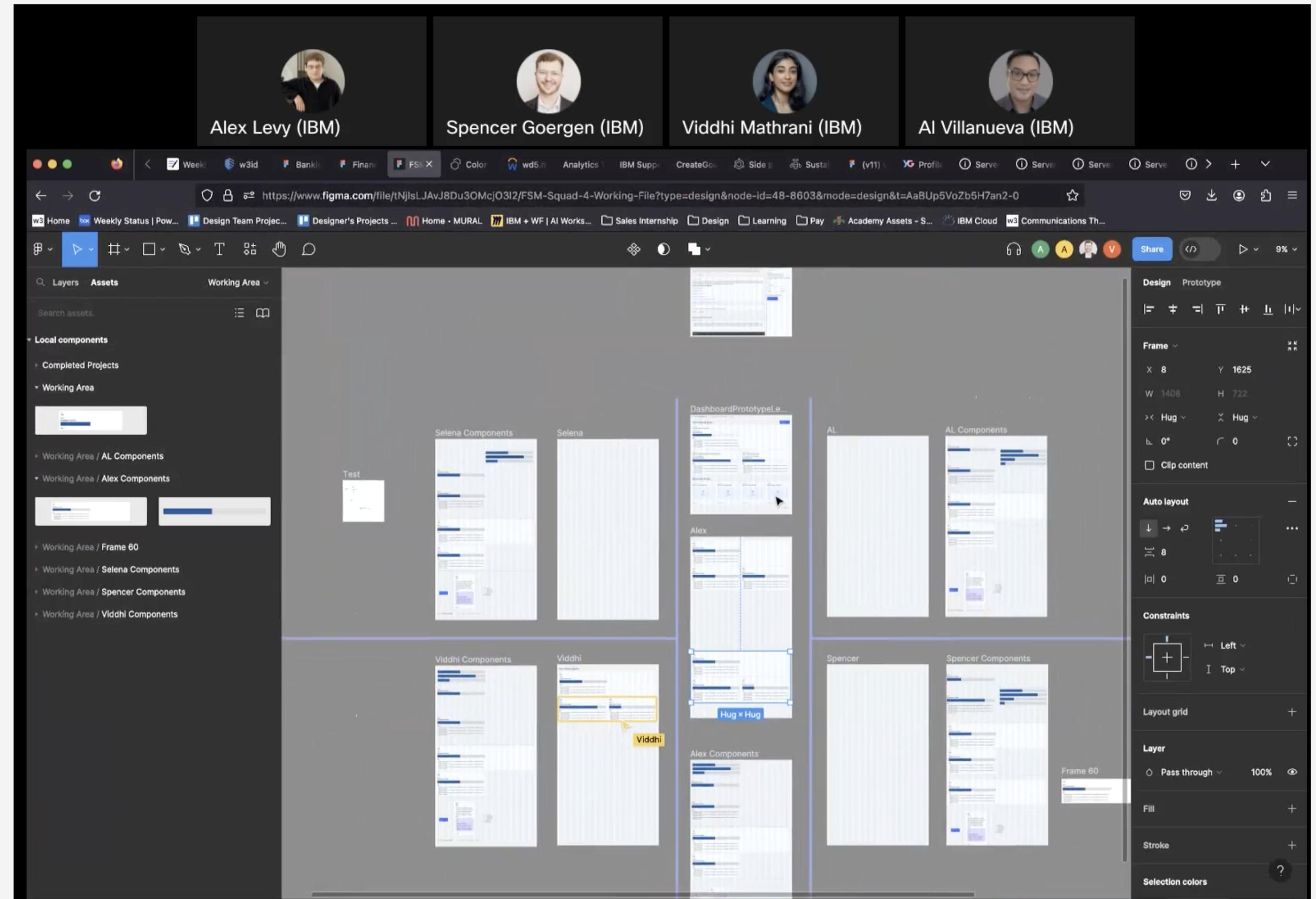
# Figma Lessons

## My role

I planned and taught five Figma and Carbon lessons to my squad, showing them how it could be used in their work. I researched Carbon (IBM's design system) and talked to IBMers who use it. I then created hands-on lessons for my squad.

## Skills I developed

- Figma
- Carbon design system
- Teaching
- Presentation/facilitation



# Intern Social Media Committee

## My role

I served on the intern social media committee. I helped come up with trivia questions that would be posted to the 1,378 member IBM intern slack channel. Additionally, I took photos and videos from the Chicago hub to be featured in a final video, which I also edited.

## Skills I developed

- Photography
- Videography
- Video editing



# Tasks

# Client Style Guides

## My role

I redesigned three style guides in PowerPoint to give team members the ability to craft their own presentations while maintaining a unified and cohesive appearance across all accounts.

## Skills I developed

- PowerPoint
- Design



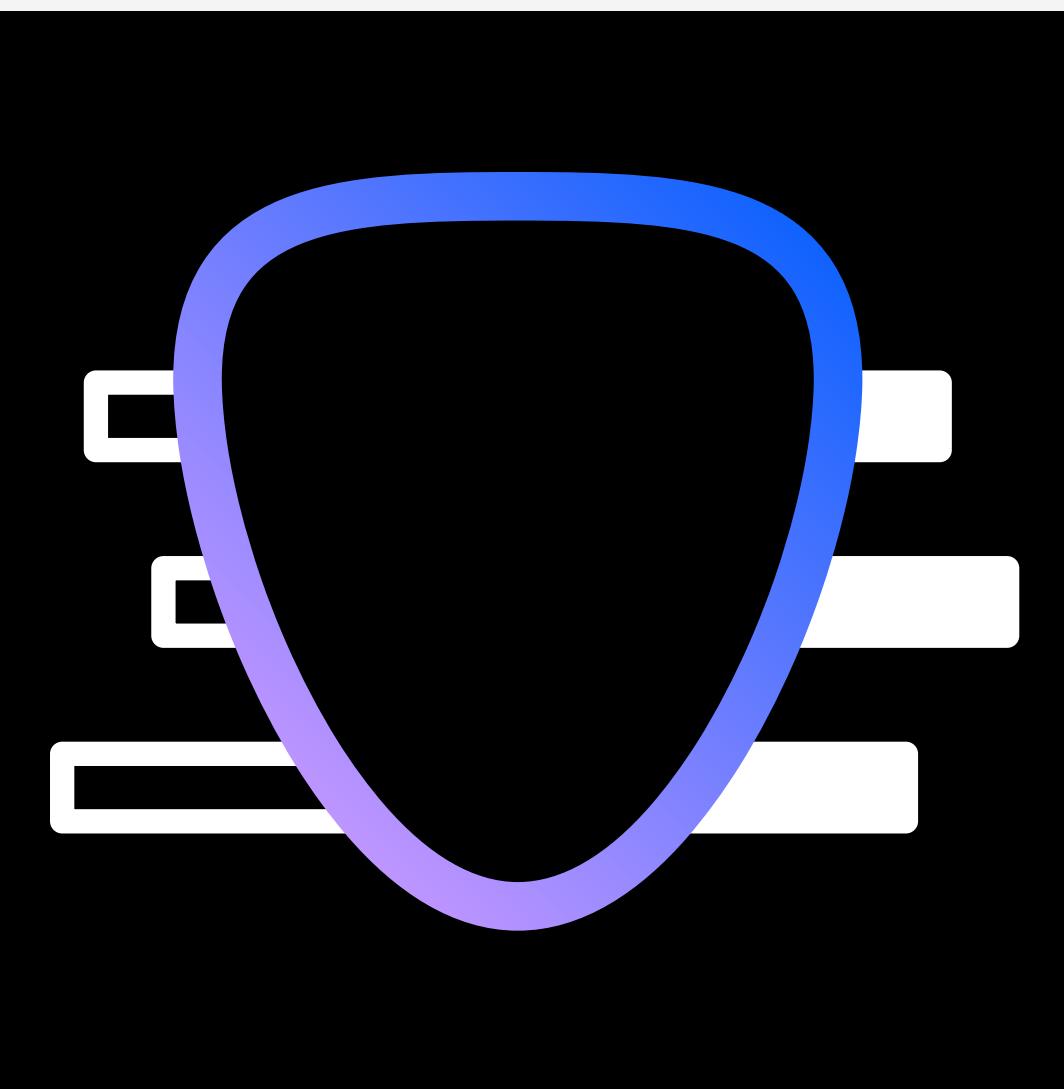
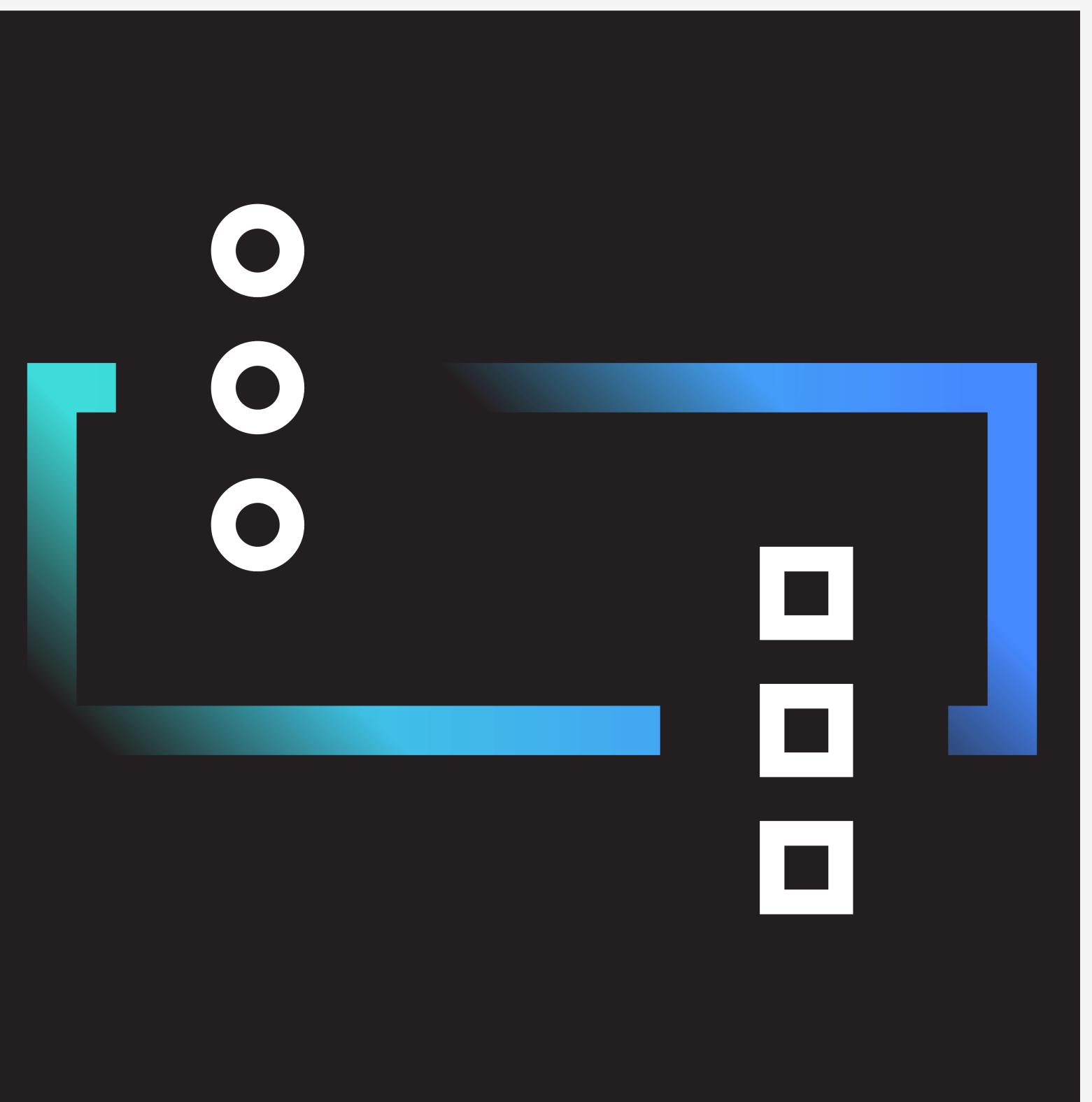
# TechZone Pictogram

## My role

A team member sought my assistance in crafting a thumbnail image design that represented a data masking solution they developed. I learned about the technology and then utilized the IBM design guidelines to design a unique pictogram.

## Skills I developed

- Adobe Illustrator
- Visual design
- IBM design language



## TASKS

# Slack Channel Creation

## My role

I helped a member of my team create two cross-company slack channels. They had previously tried to create these channels with no success.

## Skills I developed

- Slack

## Testimonial

“The account team tried [to create this cross-company Slack channel] a few times before and never got it working. Awesome job!”



# IBM Accelerate Conversation

## My role

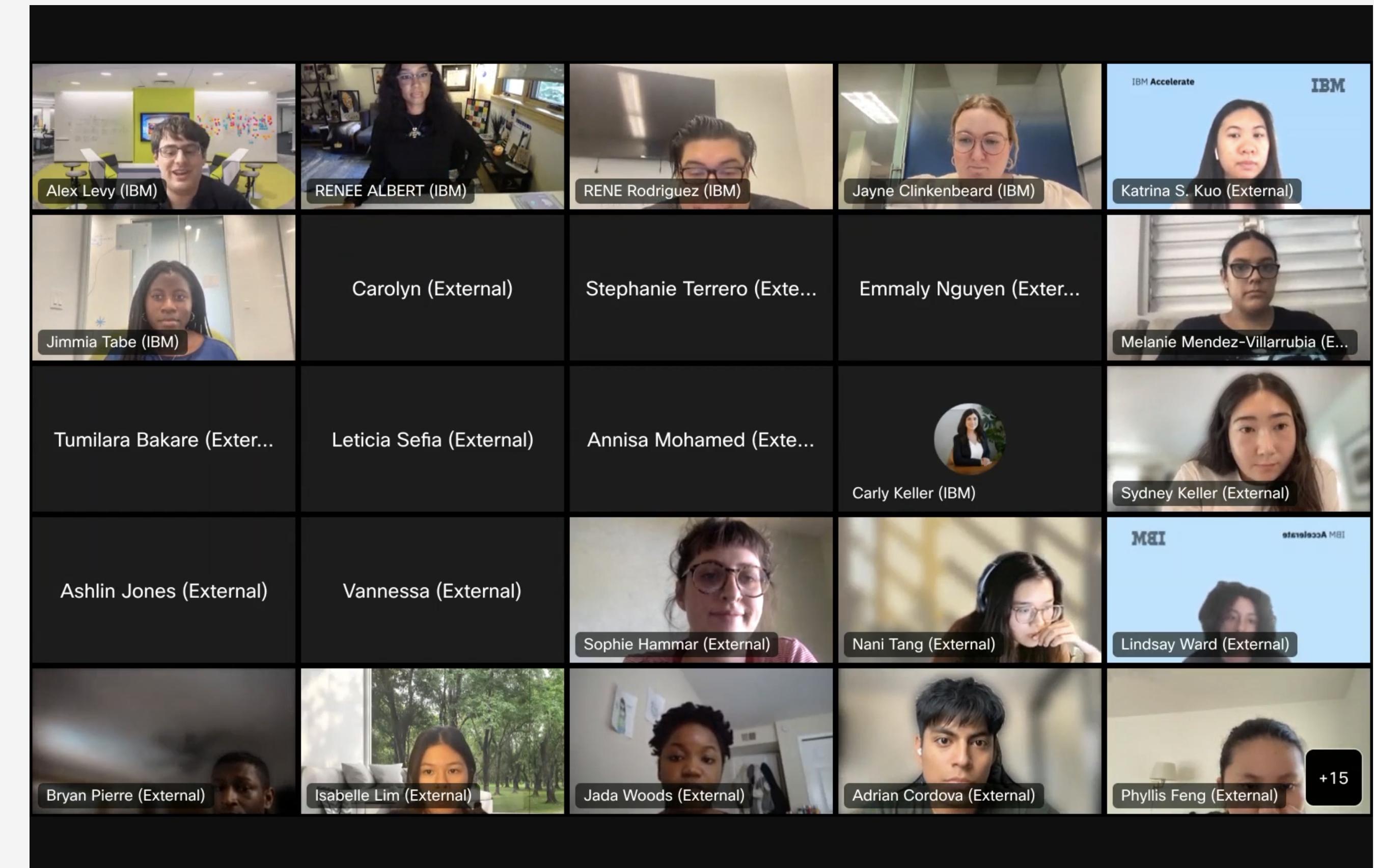
I shared my experience as a previous IBM Accelerate participant turned IBM intern for the 2023 design track Accelerate cohort.

## Skills I developed

- Presentation

## Testimonial

“Really appreciated your input and perspective — the students did as well.”

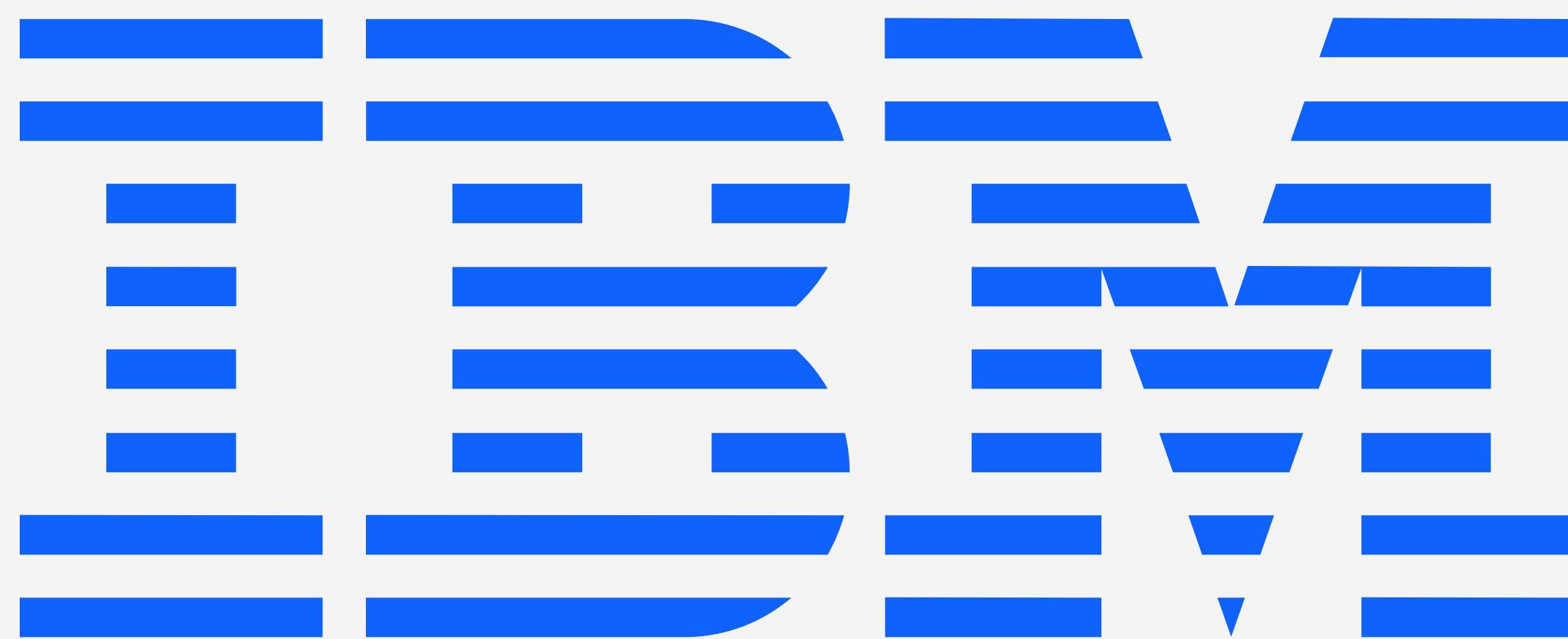


# Growth

# Networking

## My role

I networked with more than 36 IBMers across business units.



## Skills I developed

- Networking
- Business acumen
- Design knowledge

# Learnings and Badges

## My role

I earned seven badges and learned about topics such as design thinking, accessibility, AI, Agile, and more.

## Skills I developed

- Accessibility
- Enterprise design thinking
- AI
- Agile

 <a href="#">IBM Garage Foundation</a> IBM	 <b>Advancing Accessibility</b> IBM	 <b>Accessibility Foundations</b> IBM
 <b>Enterprise Design Thinking - Team Essentials for AI</b> IBM	 <a href="#">Agile Explorer</a> IBM Agile Academy Foundational	 <a href="#">IBM Garage Essentials</a> IBM
 <b>Enterprise Design Thinking Practitioner</b> IBM		

# Empathy Lab Visit

## My role

I visited the empathy lab in the Columbus IBM iX office where clients, designers, and others can go to learn more about accessibility and how to create accessible experiences.

## Skills I developed

- Accessibility



# Wrap up

# Takeaways

FINDING CONSENSUS    ITERATING    EMPATHIZING    S  
VISUALIZING    SOLVING PROBLEMS    UNDERSTANDING  
EXPERIENCING    RESEARCHING    THINKING    VISUALIZ  
RESEARCHING    FINDING CONSENSUS    ANALYZING    S  
LEARNING    COMMUNICATING    EXPERIENCING    ITERA  
EMPATHIZING    SHOWING VALUE

Design is...

# Takeaways

## Be purposeful

Design in Client Engineering requires aligning your team to deliver quality user outcomes which translate to business outcomes, and communicating those outcomes to the client.

## Be curious

Always try to learn something new instead of assuming that you already know enough. Whether it is a client speaking about their pain points or a SME explaining AI technology, listening carefully will improve outcomes.

## Be thorough

A successful workshop takes time and critical thinking, and much of the work happens in the planning phase where you have to anticipate how the client will interact with the activities.

## Be confident

No matter your role in a project, don't be afraid to ask questions and share your ideas in a respectful and curious way. The entire team will benefit when you ask questions, reach out to people, and share your experiences.

# Feedback

I loved my internship experience!

This summer flew by, and I honestly don't have too much feedback to give because most things went great!

It could be even better if...

- There were more client engagements I could participate in.
- I was given a clearer idea of my role before I started.

Thank you!