

**HELLO!****I'M ALEX.**

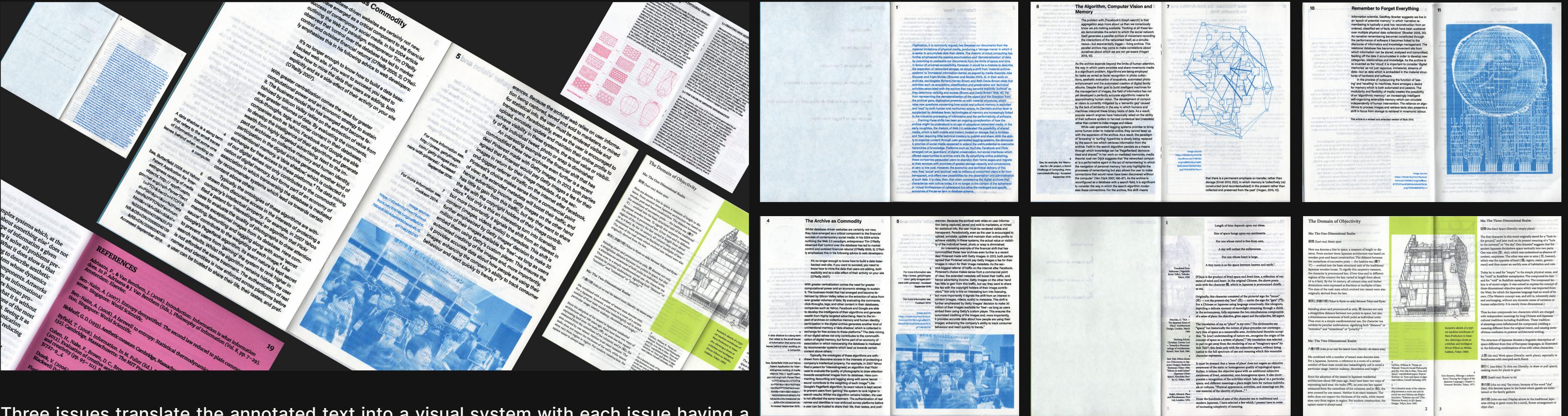
A designer in user experience (UX) & interaction design (IxD) with an interest in human-computer interaction (HCI) + machine learning (ML).

## A PROCESS PORTFOLIO

Human Interfaces, Interaction Design, Design Systems, UX Research, UX Strategy, UX Writing, Emerging Technology, Machine Learning, Neural Networks, Product Design, Digital Tools, JavaScript, CSS, Coding, Web Design, Creative Computation, SVG, WebGL, Product Visualization, 3D Rendering, 3D Modeling, CMF, Google Cloud, TensorFlow, Material.io, Swift, Flutter, Typography, Variable Fonts, Monospace Fonts, Icons, Color, Branding, the Grid System, Architecture, Design Research, Nature, Cognitive Neuroscience, Economics, Food Systems, Brazilian Jiu Jitsu.

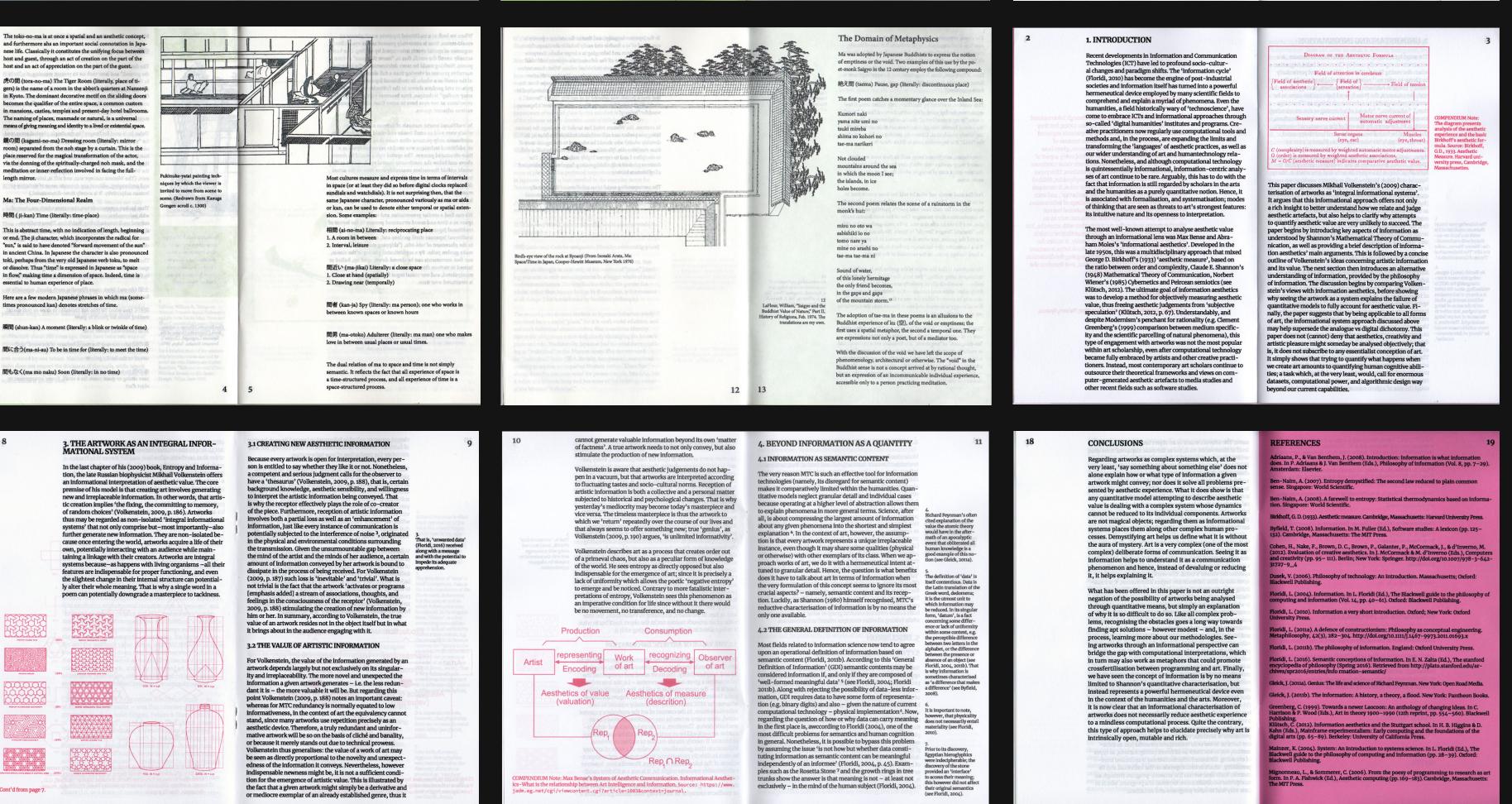
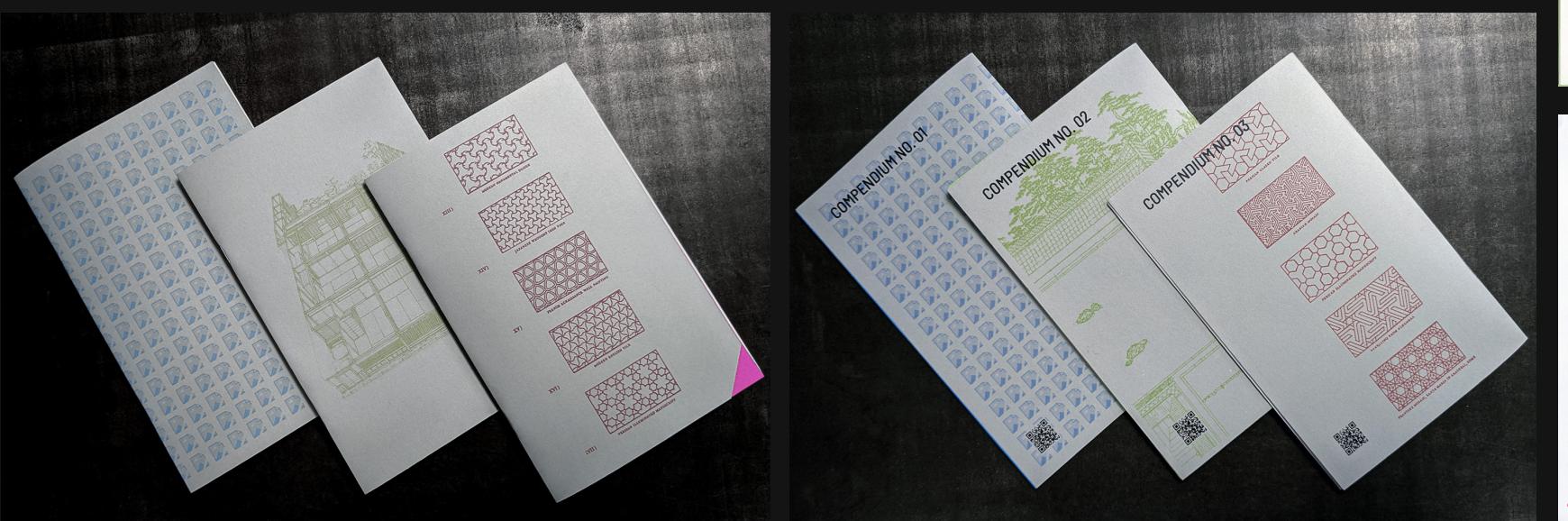


## 01. COMPENDIUM



Three issues translate the annotated text into a visual system with each issue having a distinct iconographic, typographic, and color identity while being streamlined through a standardized design system.

These three editions are based on three research articles based on [1] database and the archival web [2] the concept of 'ma' in Japanese culture four-dimensions and [3] information aesthetics, a non-quantitative understanding of artworks.



## DESIGN COGNITION SYMPOSIUM

## BRAND

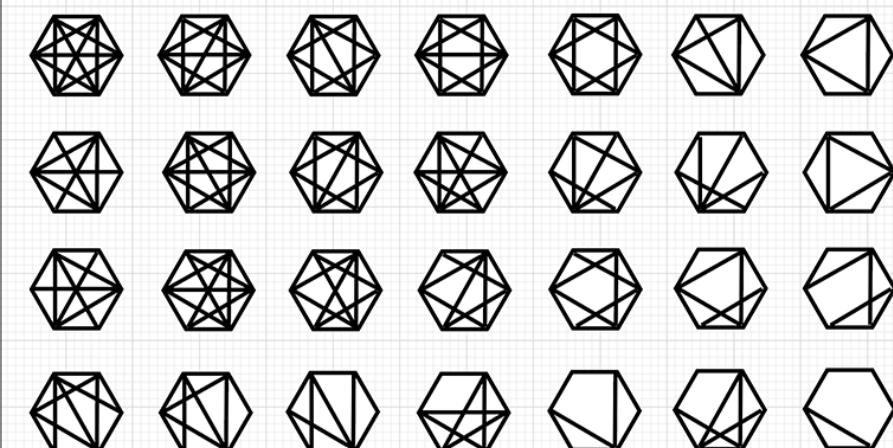
## 02. DESIGN COGNITION SYMPOSIUM

## RISD

A dynamic typographic identity system dealing with hierarchy, flexibility, modularity, screen, and print in interior, urban, and public spaces. This piece considers a dynamic branding system with a logo created around UX principles for an imagined week-long summer speaker series event : a hybrid design and cognitive neuroscience symposium being held at the Qualcomm Institute of the University of California, San Diego.



## 1. LOGO EXPLORATION (SEE NOTES - 1.)



## 2. FINAL FORM WITH COLOR



## NOTES

## 1.

**TESSLER'S LAW :** also known as the Law of Conservation of complexity, states that for any system there is a certain amount of complexity which cannot be reduced.

**ORIGINS :** While working for Xerox PARC in the mid-1980s, Larry Tesler realized that the way users interact with applications was just as important as the application itself. The book *Designing for Interaction* by Dan Saffer, includes an interview with Larry Tesler that describes the concept of Tesser's Law and its application to user interface design for user experience and interaction designers. Larry Tesler argues that in most cases, an engineer should spend an extra week reducing the complexity of an application versus adding more features to it. An extra feature using up precious memory because of the extra complexity. However, Bruce Tognazzini proposes that people resist reductions to the amount of complexity in their lives. Thus, when an application is simplified, users begin attempting more complex tasks.

<http://humanist.co/blog/law-of-conservation-of-complexity/>

## 2.

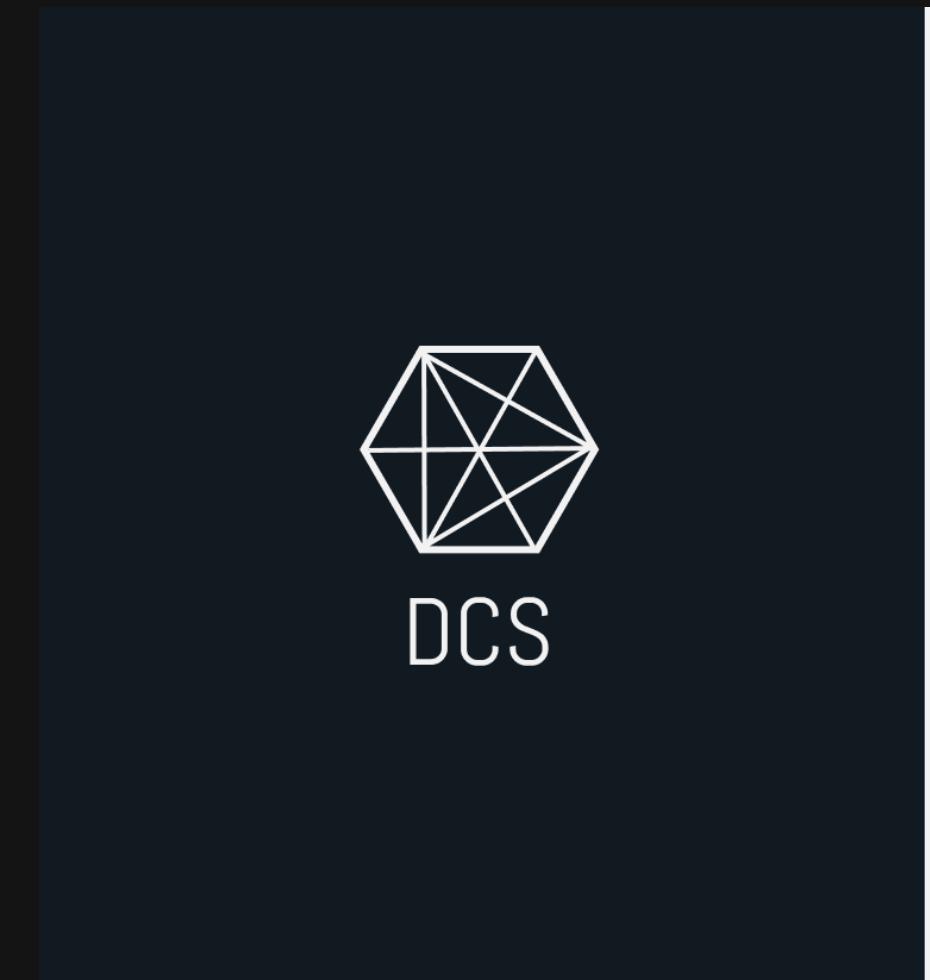
**Law of Prägnanz :** People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us.

The human eye likes to find simplicity and order in complex shapes because it prevents us from becoming overwhelmed with information. Research confirms that people are better able to visually process and remember simple figures than complex figures.

The human eye simplifies complex shapes by transforming them into a single, unified shape.

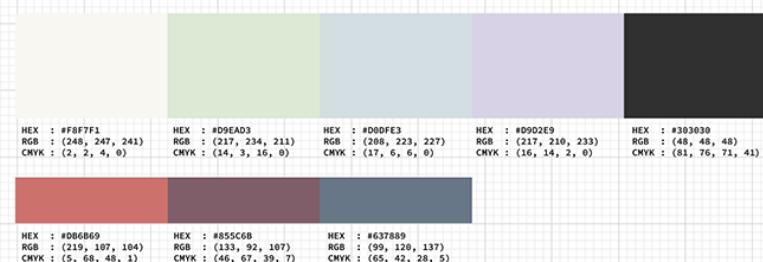
**ORIGINS :** In 1910, psychologist Max Wertheimer had an insight when he observed a series of lights turning on and off at a railroad station. He was struck to see how the lights in a movie theater marquee flash on and off. To the observer, it appears as if a single light moves around the marquee, traveling from bulb to bulb, when in reality it's a series of bulbs turning on and off and the lights don't move at all. This observation led to a set of design principles that we still intuitively perceive objects. These principles sit at the heart of nearly everything we do graphically as designers.

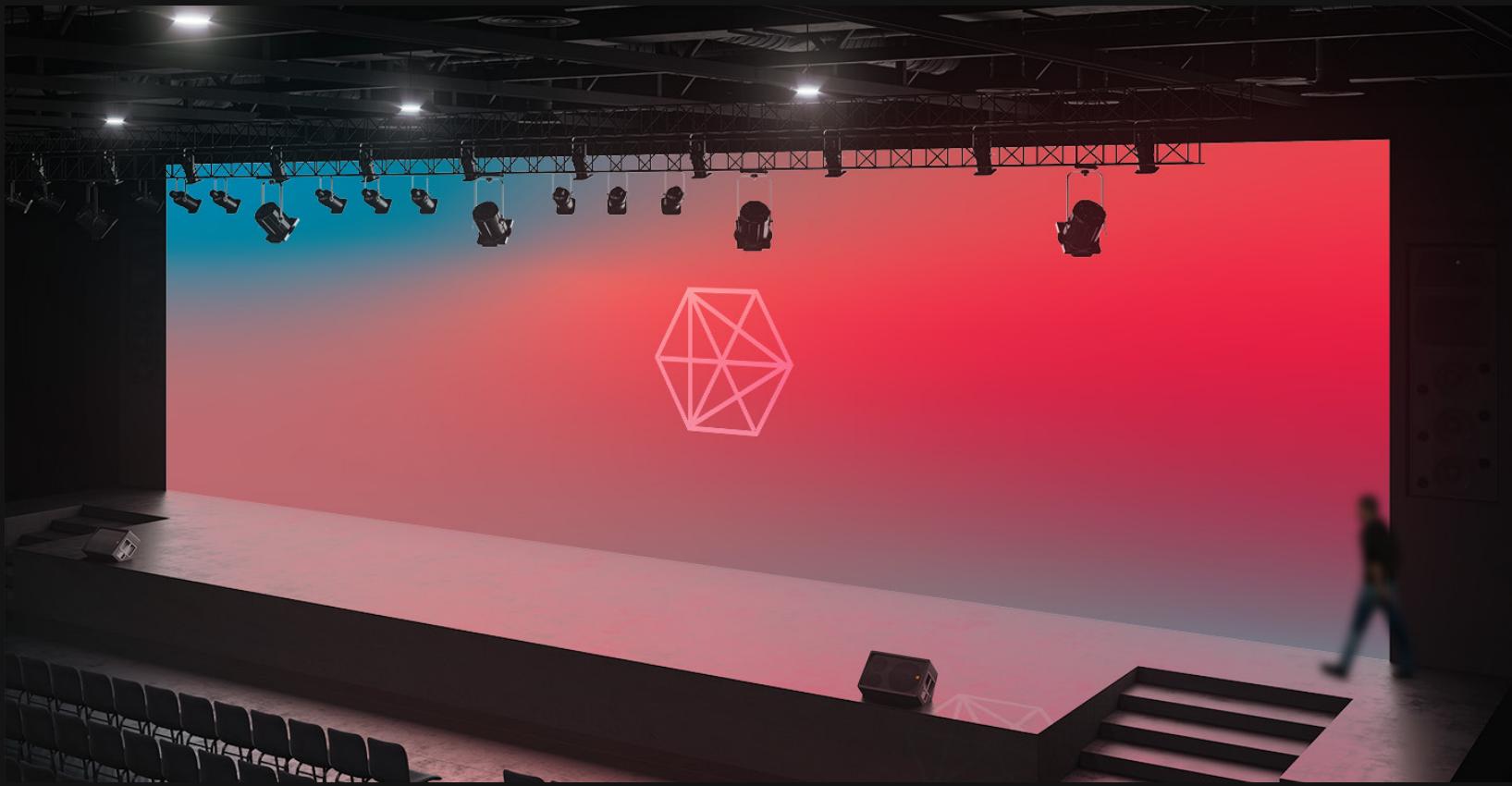
<https://lawsfox.com/law-of-prägnanz/>



The Cognitive x Design Symposium is committed to the development of mind and brain research aimed at investigating the psychological, computational, and neuroscientific bases of cognition.

Font : Crimson Pro Semi Bold, 33pt





Around 15% of the general population is considered neurodiverse (on the neurodiversity spectrum); yet only half of this group is aware of it. For this project, key considerations were taken into place. The Living Autism initiative of the UK suggests using soft, mild colors in neurodiversity-friendly web design. As people on the spectrum are more sensitive to sensory stimulation in general, they also tend to be overwhelmed by very bright colors. Consistent hierarchy, plain language, larger font-size and wider kerning and inter-word spacing were utilized to build a neurodiverse accomodating system.



DESIGN COGNITION SYMPOSIUM	
SUMMER SPEAKER SERIES : JUNE 11—17th, 2023 / SAN DIEGO, CALIFORNIA	The Design Cognition Symposium is committed to the development of mind and brain research aimed at investigating the psychological, computational, and neuroscientific bases of cognition and its relations to Design & Science. We invite speakers and participants from the Cognitive Sciences, AI/ML, UX/UI, etc.
<b>SUMMER SPEAKER SERIES 2023</b> THE QUALCOMM INSTITUTE, ATKINSON HALL, UCSD	
SUNDAY, JULY 11, 2023, 3:00 PM <b>The Importance of Cognitive Design</b> Misha Singha, Senior Product Manager, Amazon	SUNDAY, JULY 11, 2023, 3:00 PM <b>The Importance of Cognitive Design</b> Misha Singha, Senior Product Manager, Amazon
SUNDAY, JULY 11, 2023, 5:00 PM <b>Cognitive Science and Design : Biological Computation</b> Alex Faaborg : Design Lead, Google AR/VR	SUNDAY, JULY 11, 2023, 5:00 PM <b>Cognitive Science and Design : Biological Computation</b> Alex Faaborg : Design Lead, Google AR/VR
MONDAY, JULY 12, 2023, 6:00 PM <b>Human-Centered AI : The Role of HAI</b> Dr. Fei-Fei Li : Professor of Computer Science, Stanford University	MONDAY, JULY 12, 2023, 6:00 PM <b>Human-Centered AI : The Role of HAI</b> Dr. Fei-Fei Li : Professor of Computer Science, Stanford University
TUESDAY, JULY 13 2023, 6:00 PM <b>Augmented Cognition &amp; Human-Computer Interaction</b> Björn Hartmann, Associate Professor of Computer Science, UC Berkeley	TUESDAY, JULY 13 2023, 6:00 PM <b>Augmented Cognition &amp; Human-Computer Interaction</b> Björn Hartmann, Associate Professor of Computer Science, UC Berkeley
WEDNESDAY, JULY 14 2023, 6:00 PM <b>Cognitive Tools for Learning &amp; Communication</b> Judith Fan : Associate Professor of Psychology, UCSD	WEDNESDAY, JULY 14 2023, 6:00 PM <b>Cognitive Tools for Learning &amp; Communication</b> Judith Fan : Associate Professor of Psychology, UCSD
THURSDAY, JULY 15 2023, 6:00 PM <b>Cognitive Systems : Interactions that Think With Us</b> Haakon Faste : Assistant Professor of Interacito. Design, CCA	THURSDAY, JULY 15 2023, 6:00 PM <b>Cognitive Systems : Interactions that Think With Us</b> Haakon Faste : Assistant Professor of Interacito. Design, CCA
FRIDAY, JULY 16 2023, 6:00 PM <b>The Intelligence of the Arts: Embodiment &amp; Cognition</b> Simon Penny, Artist, theorist and curator of digital cultural practices	FRIDAY, JULY 16 2023, 6:00 PM <b>The Intelligence of the Arts: Embodiment &amp; Cognition</b> Simon Penny, Artist, theorist and curator of digital cultural practices
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**DESIGN COGNITION SYMPOSIUM**  
online at [dcs.co/summer](http://dcs.co/summer)

**SUMMER SPEAKER SERIES : JUNE 11—17th, 2023 / SAN DIEGO, CALIFORNIA**

**SUMMER SPEAKER SERIES 2023**  
THE QUALCOMM INSTITUTE, ATKINSON HALL, UCSD

SUNDAY, JULY 11, 2023, 3:00 PM  
**The Importance of Cognitive Design**  
Misha Singha, Senior Product Manager, Amazon

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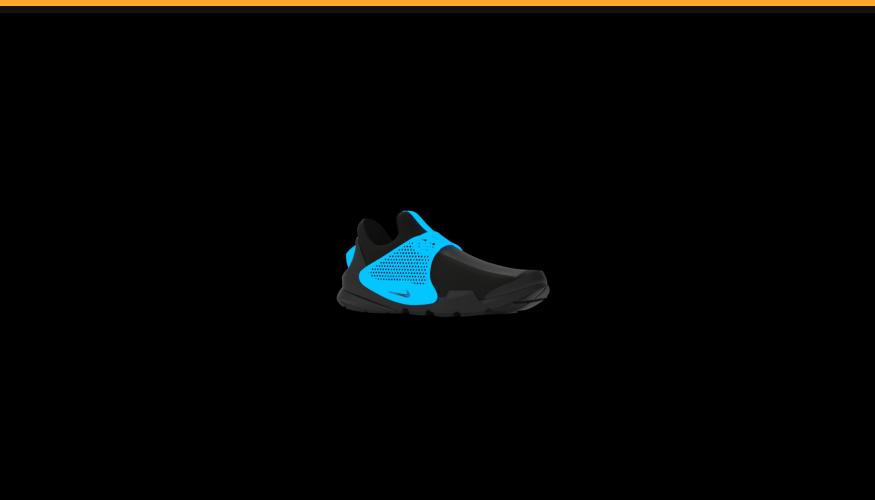
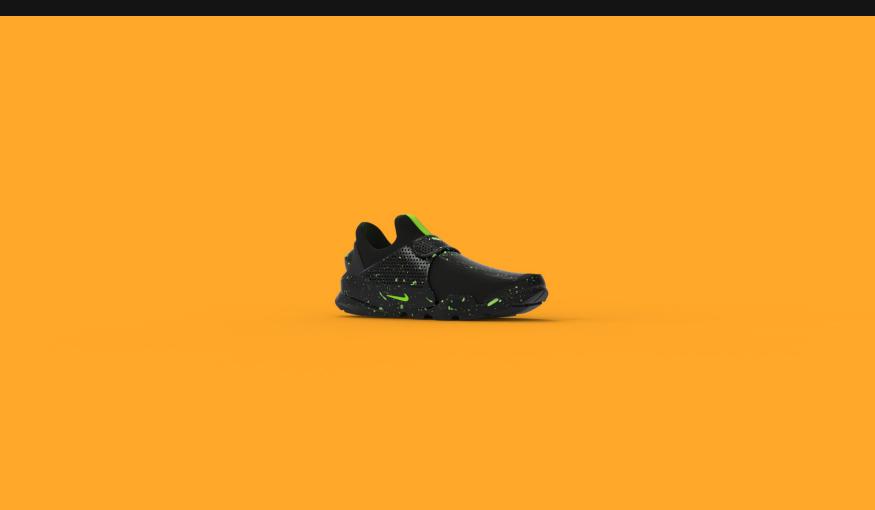
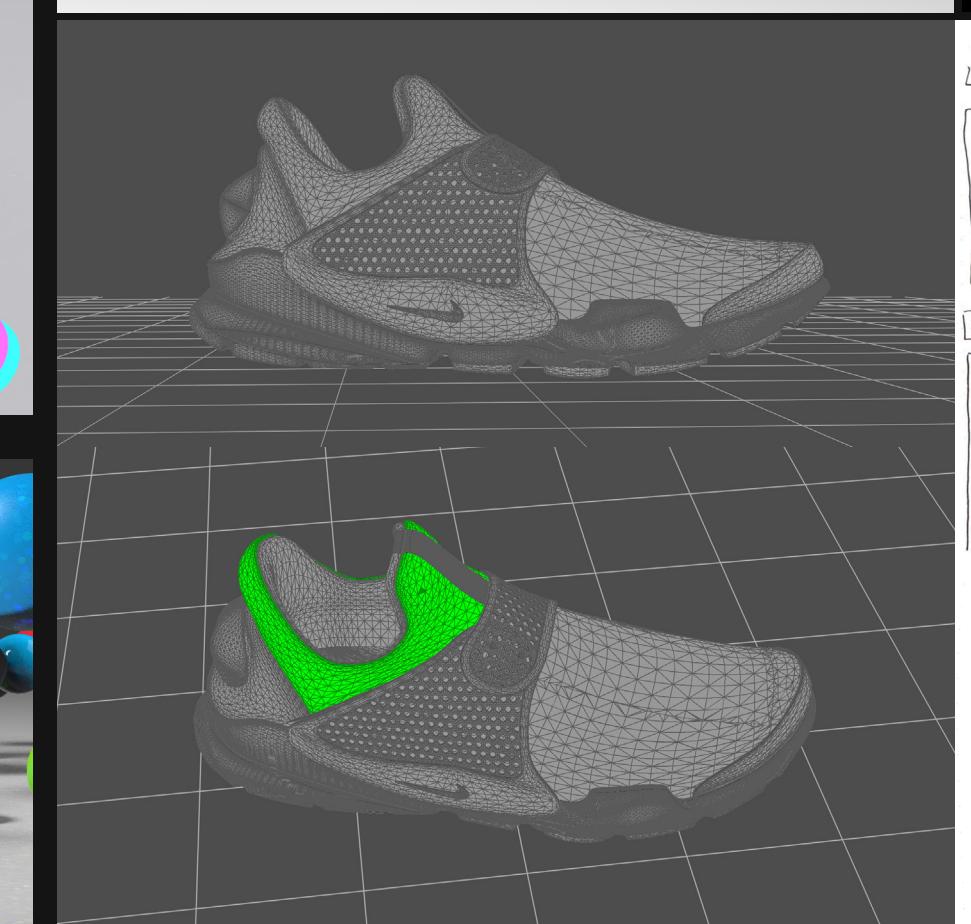
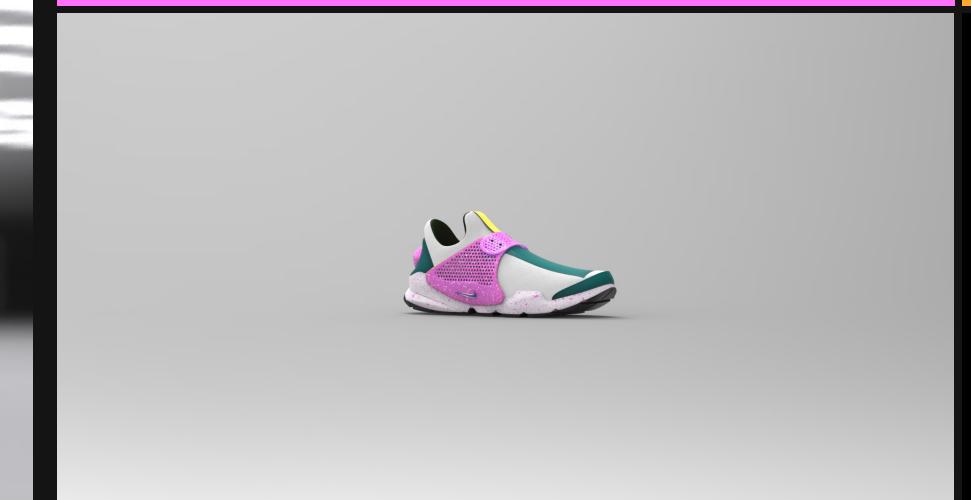
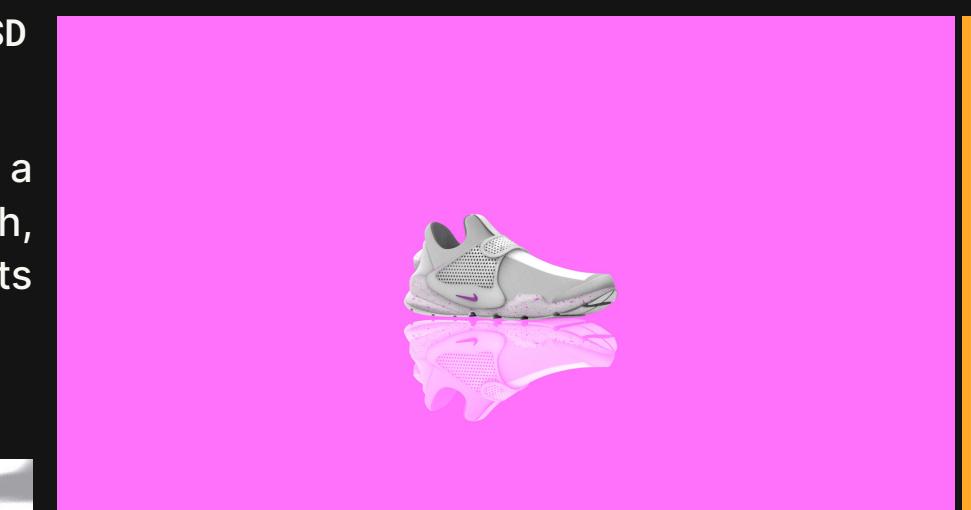
## SNEAKER CONCEPT

## CMF DESIGN

## 03. SNEAKER CONCEPT

## RISD

3D renderings for a speculative line of concept sneakers. Project was in response to a mock project brief for academic practice in product visualization. Color, material, finish, texture, environment, and lighting were all considered in response to the client's requests in this simulated client-designer interaction.





## KITA LABO

## NEXT STEPS

2023 - CURRENT

An experimental design & engineering lab researching human-computer interaction + machine learning to help improve the way we interface with technology in a more natural and meaningful way.

# KITA LABO

*KITA* as a word represented phonetically transforms into numerous different meanings when written in the Japanese language, depending on the Chinese characters used in context. When written as 北 it means “north”; as 喜多 it takes the meaning of “many happinesses”; as 木田 it means “field of trees.” The character 田 (ta) means field, and the character 木 (ki - tree) can also be multiplied into the character 森 (mori), or forest.

# FOUNDATIONAL WORK



**SOLSTITIUM** is a web + mobile application inspired by cycles, the seasons, time, and the sun.

A web application that points to the earth's current position relative to preceding and upcoming equinoxes & solstices, with option to toggle between the Northern and Southern Hemispheres. The approaching equinoxes + solstices are algorithmically determined based on the user's date and time.



**BINAURAL.BEATS** is a web + mobile application inspired by sound, frequencies, the brain, and activity.

An experimental cognitive tool, allowing users to choose between a multitude of states connected to a series of frequencies known as 'binaural beats' which are theorised to assist in focus/concentration, relaxation, or the mitigation of stress.

THANK YOU

COLOPHON

00. COLOPHON

2023

THE FONTS USED ARE BARLOW, INTER, CHARTER, ROBOTO MONO & LEKTON.

DESIGNED IN PROVIDENCE, RHODE ISLAND, USA BY ALEX KIM.

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WEBSITE : ALXK.IO , KITALABO.CO

**THANK YOU.**

EDITION 00. PUBLISHED MARCH 08, 2023.