

**Dear Apple,**

My name is Alex and I am applying for the Designer, Prototyping position at Apple. I am currently a student at the Rhode Island School of Design (RISD) graduating with honors with a BFA in Graphic Design this spring. I took a slightly circuitous route to completing my degree after leaving RISD in 2008 to pursue an extensive career in hospitality & fine dining as a chef in New York City, San Francisco, and Kyoto, Japan.

My work is evolving on a daily basis and this is a current representation of some of my process work thus far. I am focused on interaction design as graduation fast approaches and believe that my work here could translate into the immediate future delivering interactive prototypes and creating new affordances and capabilities that are responsive, discoverable, easy to perform, and provide clear feedback at Apple.

I value design as a means of communicating. My background in graphic design at RISD has engrained in me an instinct for form, color, alignment, type, and layout in the creation of static visual communication artifacts. Through my own initiatives, I am creating a permanent framework through which I can independently work on unique projects and concepts to solve problems.

Currently, I am building an experimental design studio as an inquiry into interaction design, human-computer interaction and machine learning in order to investigate new ways to explore, design, and build simple and interactive products that can benefit people on both a small and large scale.

At Apple, I would be able to be challenged to deepen my ability to create novel and unexpected solutions to a multitude of problems.. Moreover, the environment would allow me to try multiple approaches (and to try anything), to work/learn/communicate across disciplines, and to improve in my practice by acting on project feedback and being part of a larger discourse on significant concepts and ideas.

Thank you for your time!

Sincerely,

Alex Kim

**APPLICATION : ALEX KIM  
DESIGNER, PROTOTYPING  
APPLE**

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

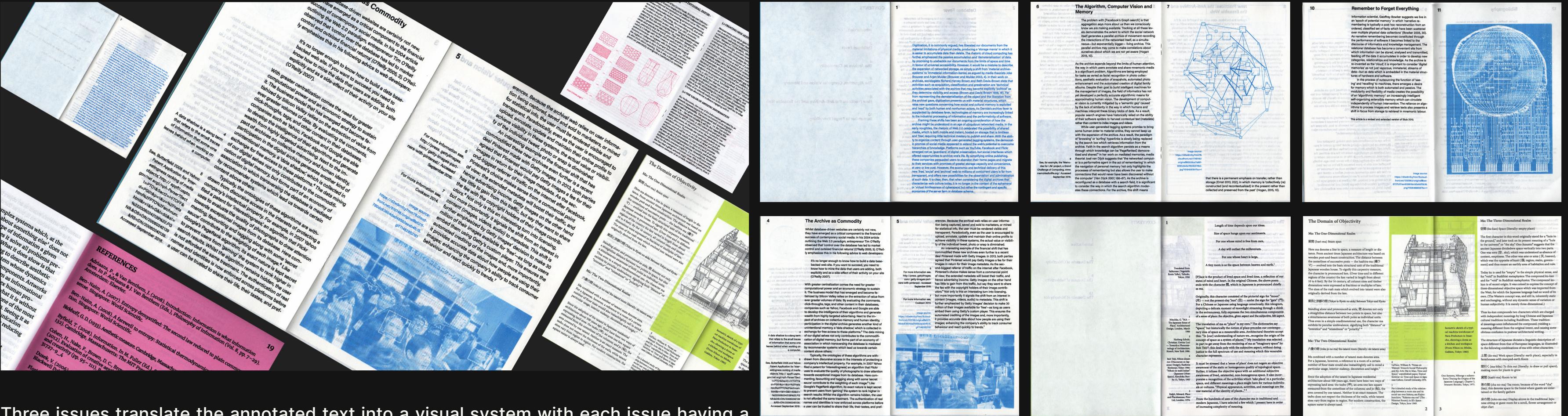
A creative in user experience (UX) & interaction design (IxD)  
with a focus in artificial intelligence & machine learning (ML).

## 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.

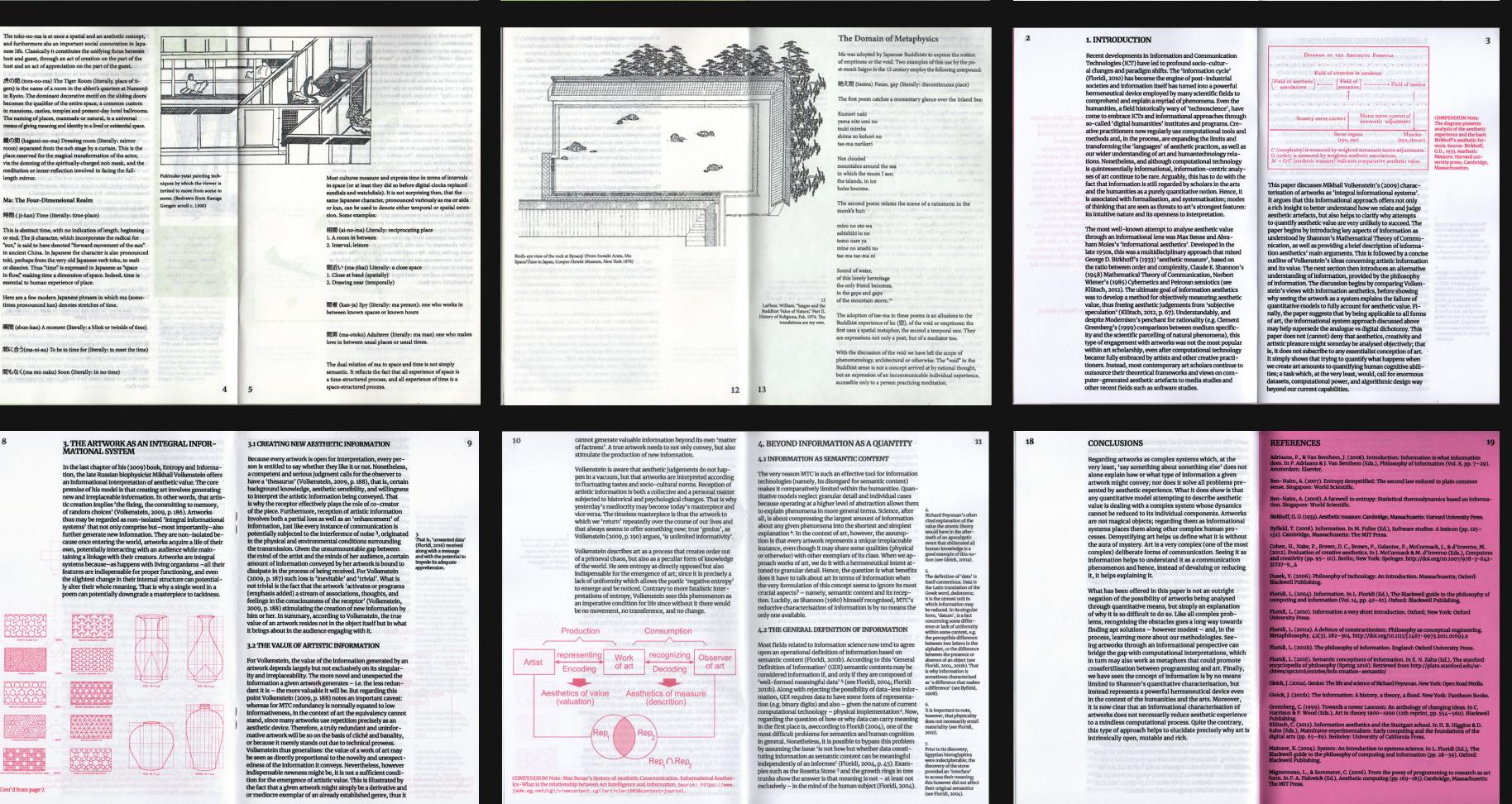
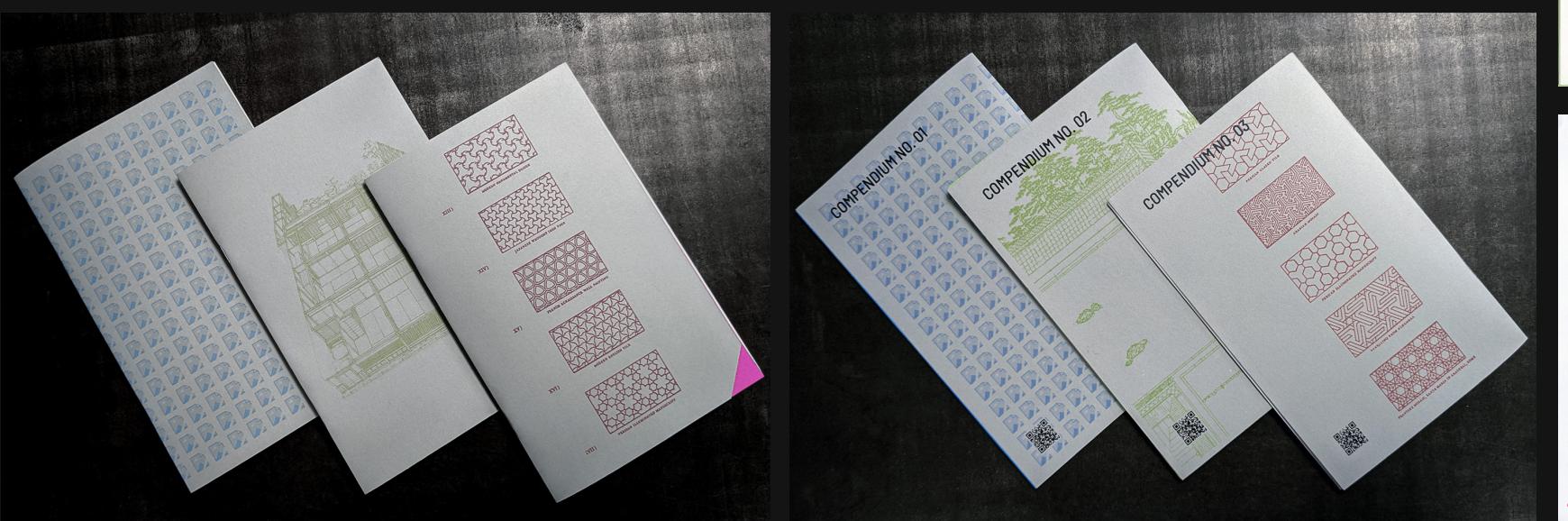


## 01. COMPENDIUM



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

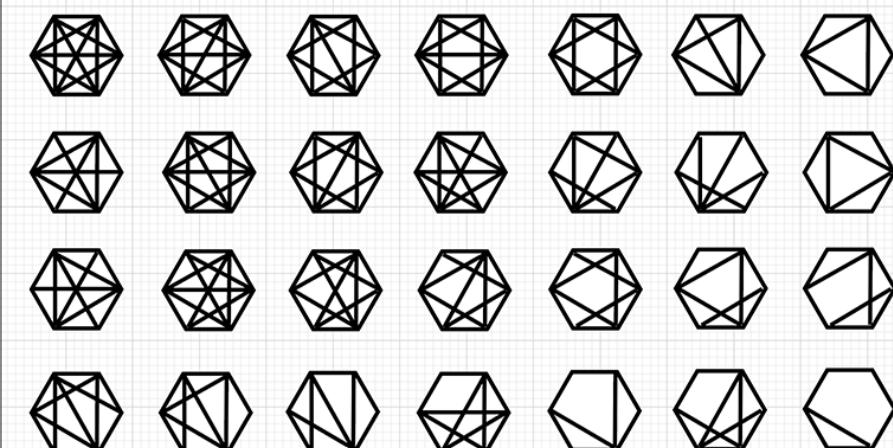
## 02. DESIGN COGNITION SYMPOSIUM

## 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.

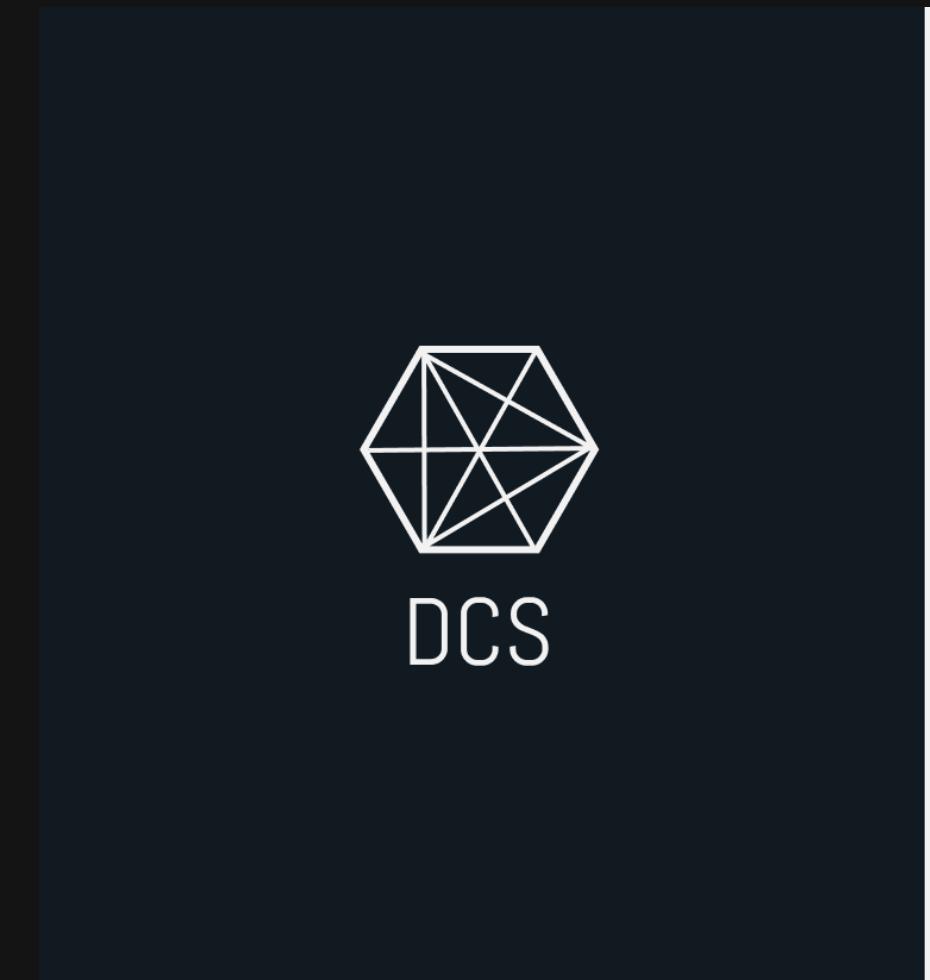
**Law of Prägnanz :** People will perceive and interpret ambiguous or complex images as the simplest form possible, because it is the interpretation that requires the least cognitive effort of us.

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.

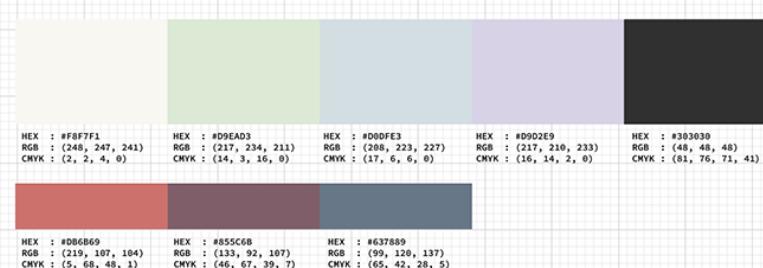
**ORIGINS :** In 1910, psychologist Max Wertheimer had an insight when he observed a series of lights turning on and off at a railroad station. He was struck to see how the lights in a movie theater marquee flash on and off. To the observer, it appears as if a single light moves around the marquee, traveling 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.

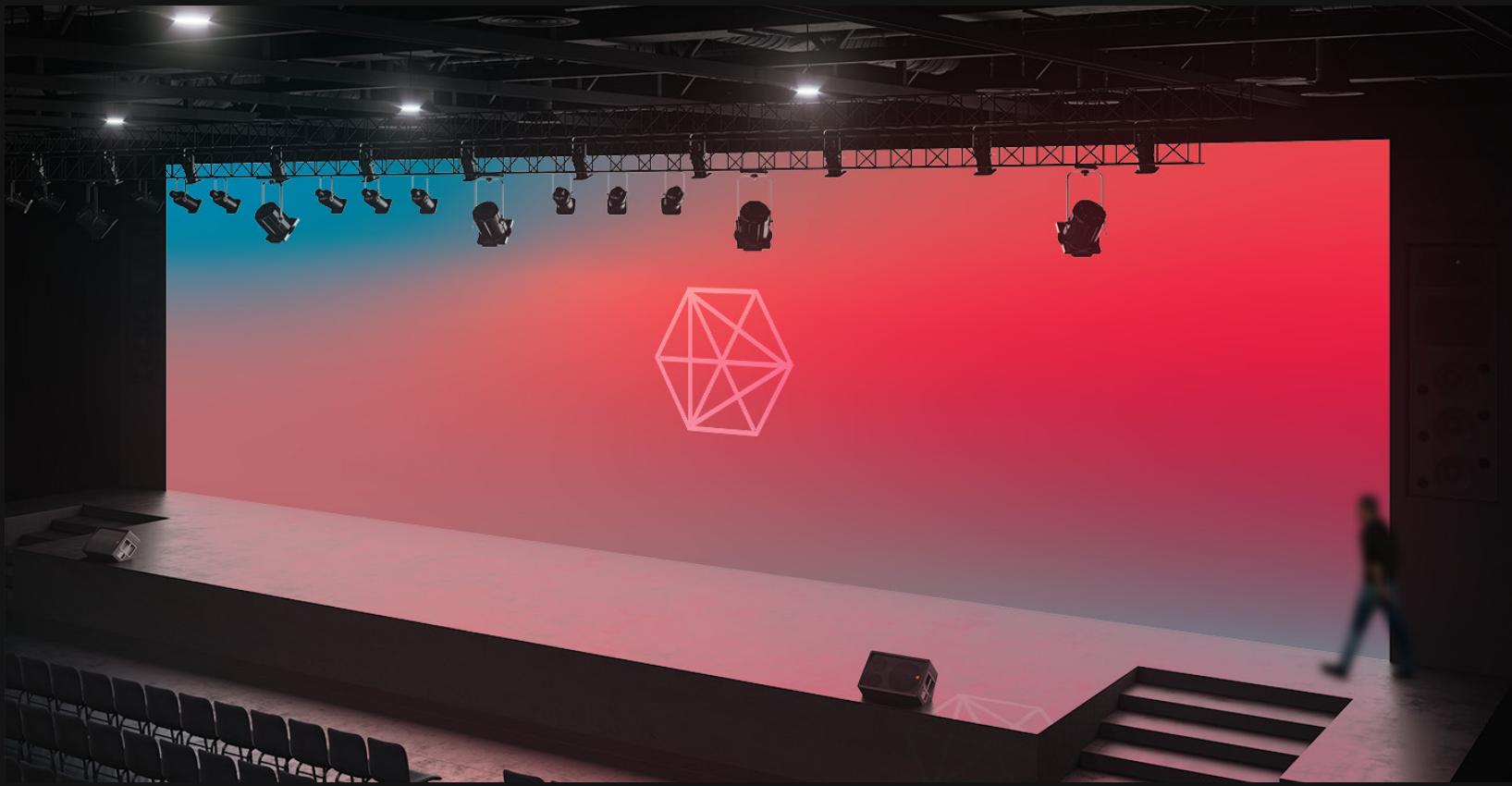
<https://lawsfox.com/law-of-prägnanz/>



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**  
online at dcs.co/summer

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.

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

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THE QUALCOMM INSTITUTE, ATKINSON HALL, UCSD

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**The Importance of Cognitive Design**  
Misha Singha, Senior Product Manager, Amazon

SUNDAY, JULY 11, 2023, 5:00 PM  
**Cognitive Science and Design : Biological Computation**  
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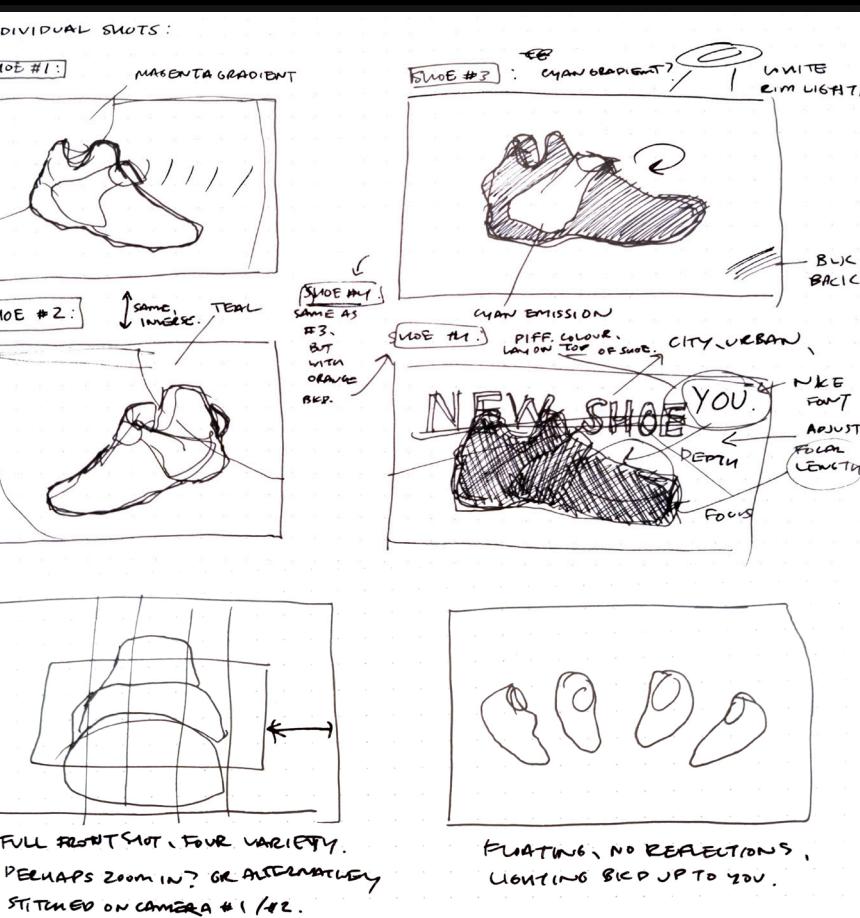
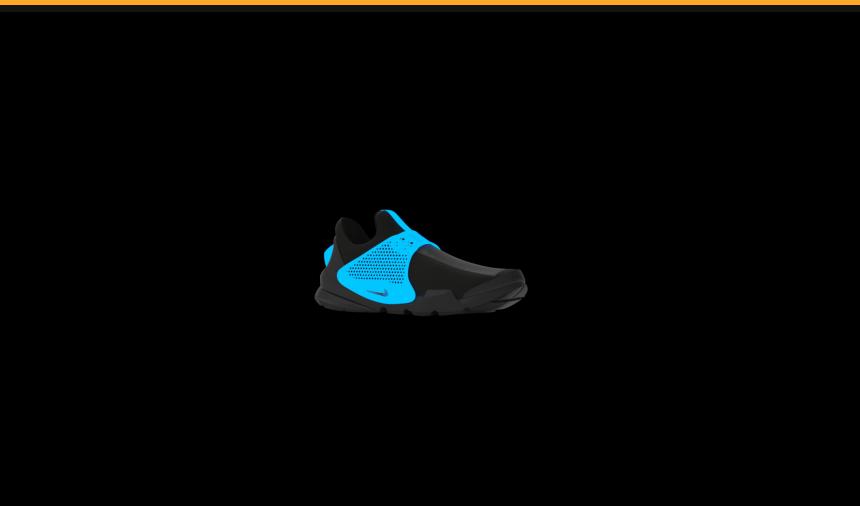
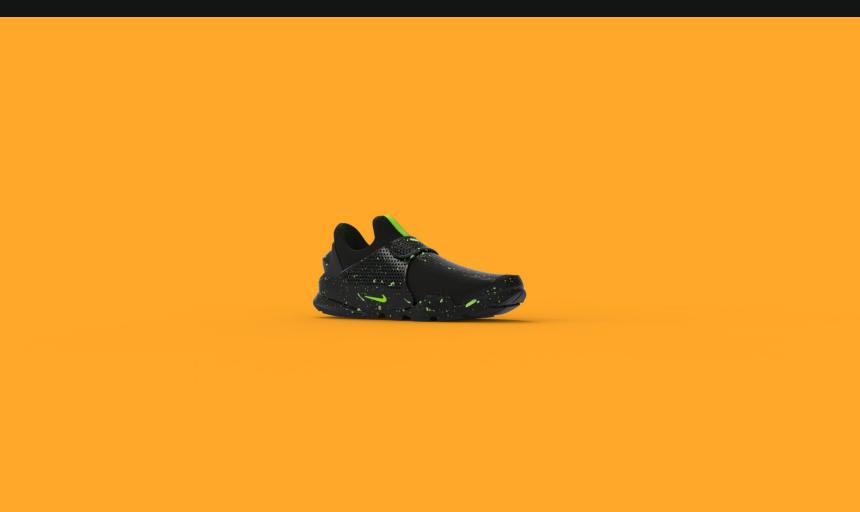
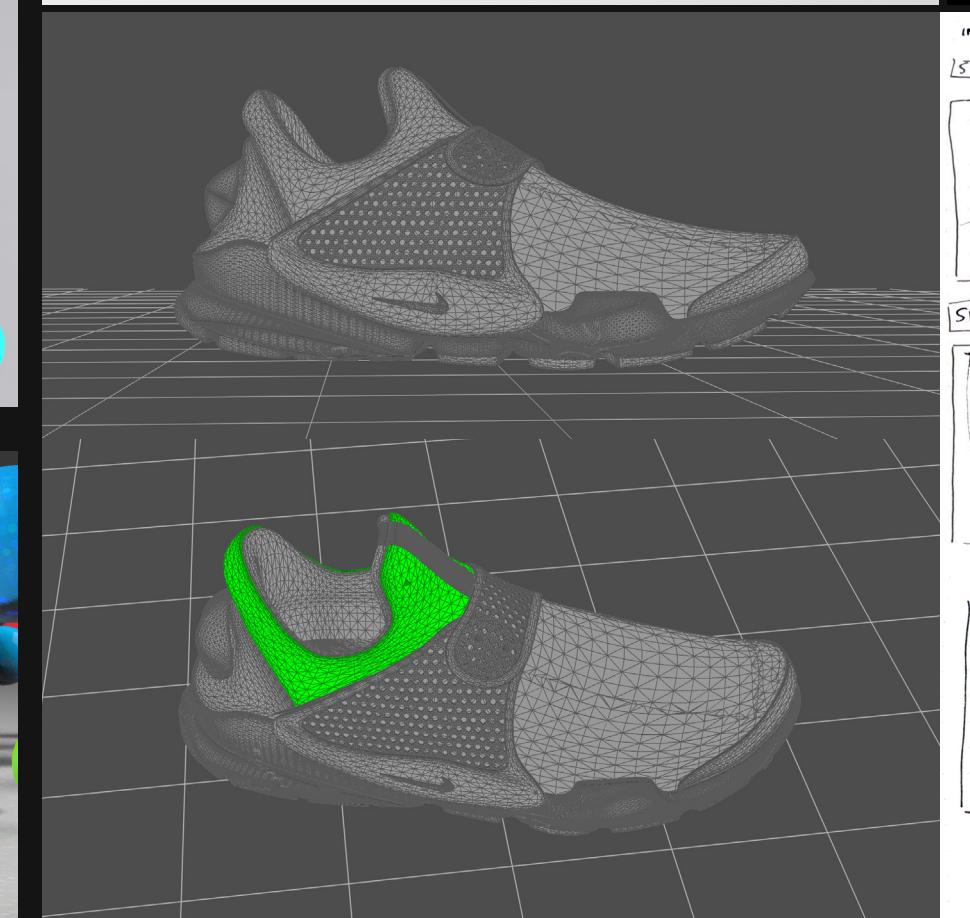
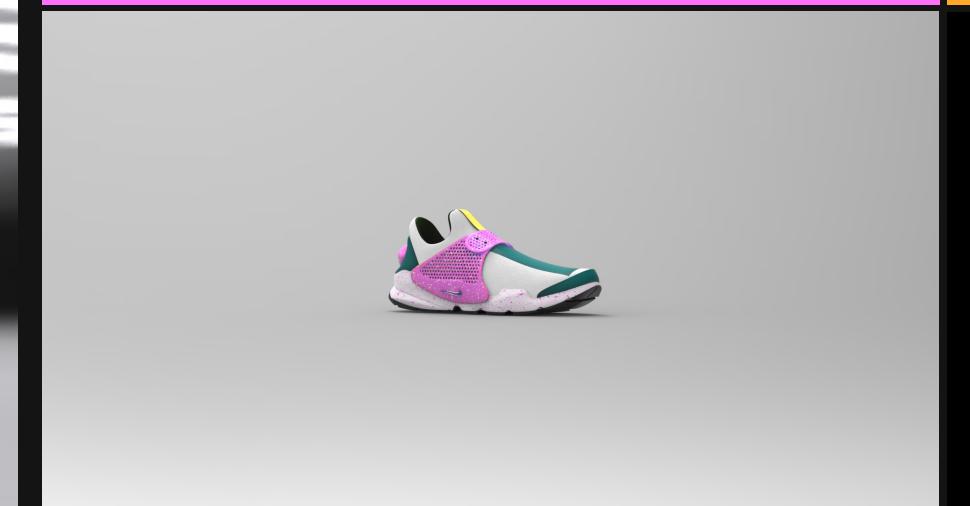
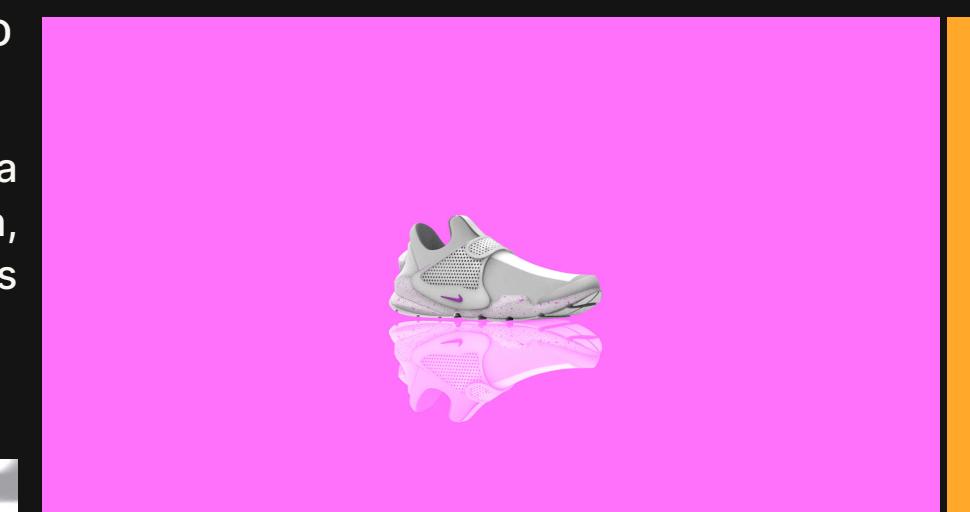
## SNEAKER CONCEPT

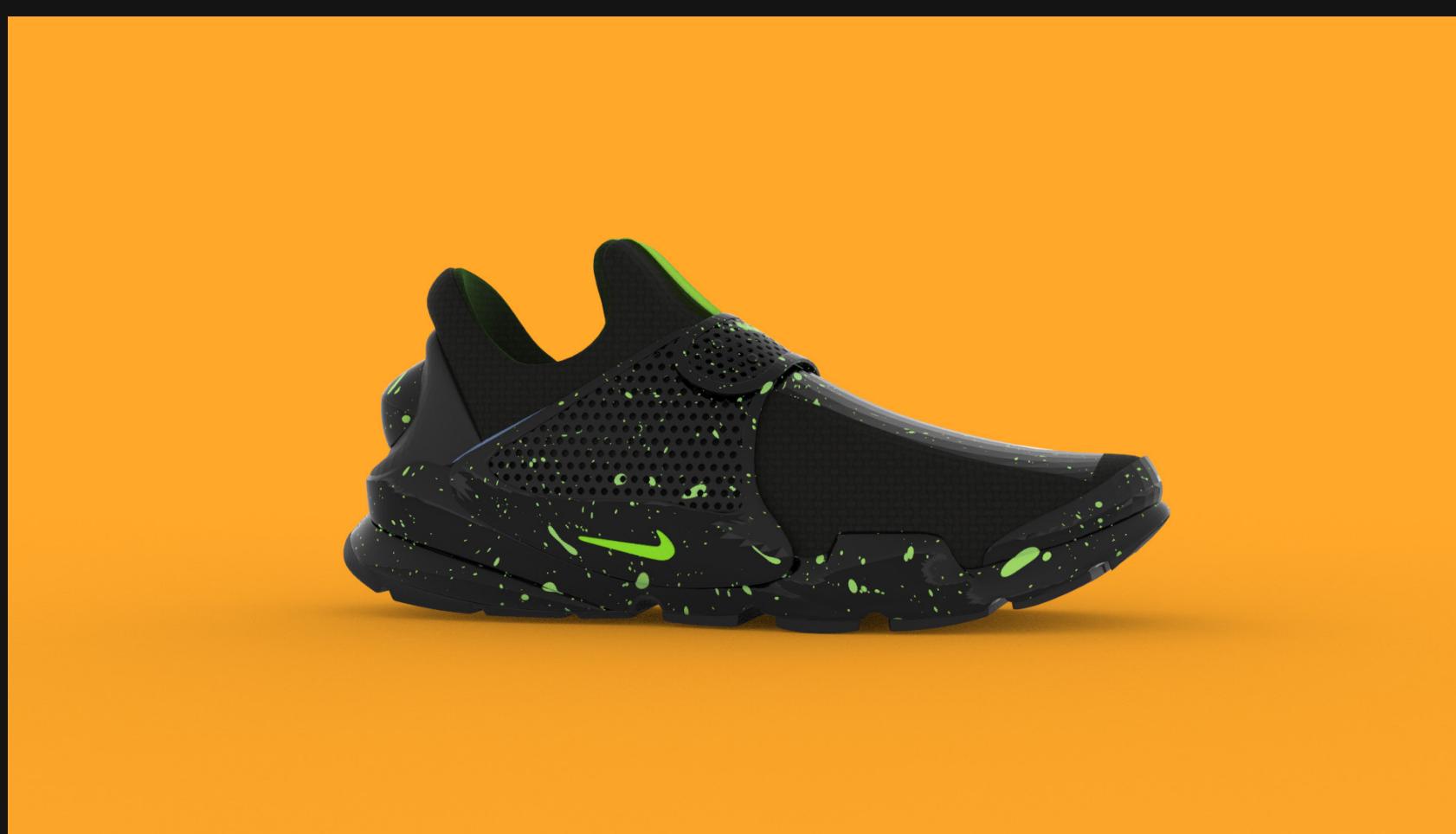
## CMF DESIGN

## 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 and 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.

E-MAIL : AKIM06@RISD.EDU

WEBSITE : ALXK.IO

**THANK YOU.**

PUBLISHED MARCH 06, 2023.