

HELLO!**I'M ALEX.**

A creative with an interest in Human-Computer Interaction (HCI),
Interaction Design (IxD), and Machine Learning (ML).

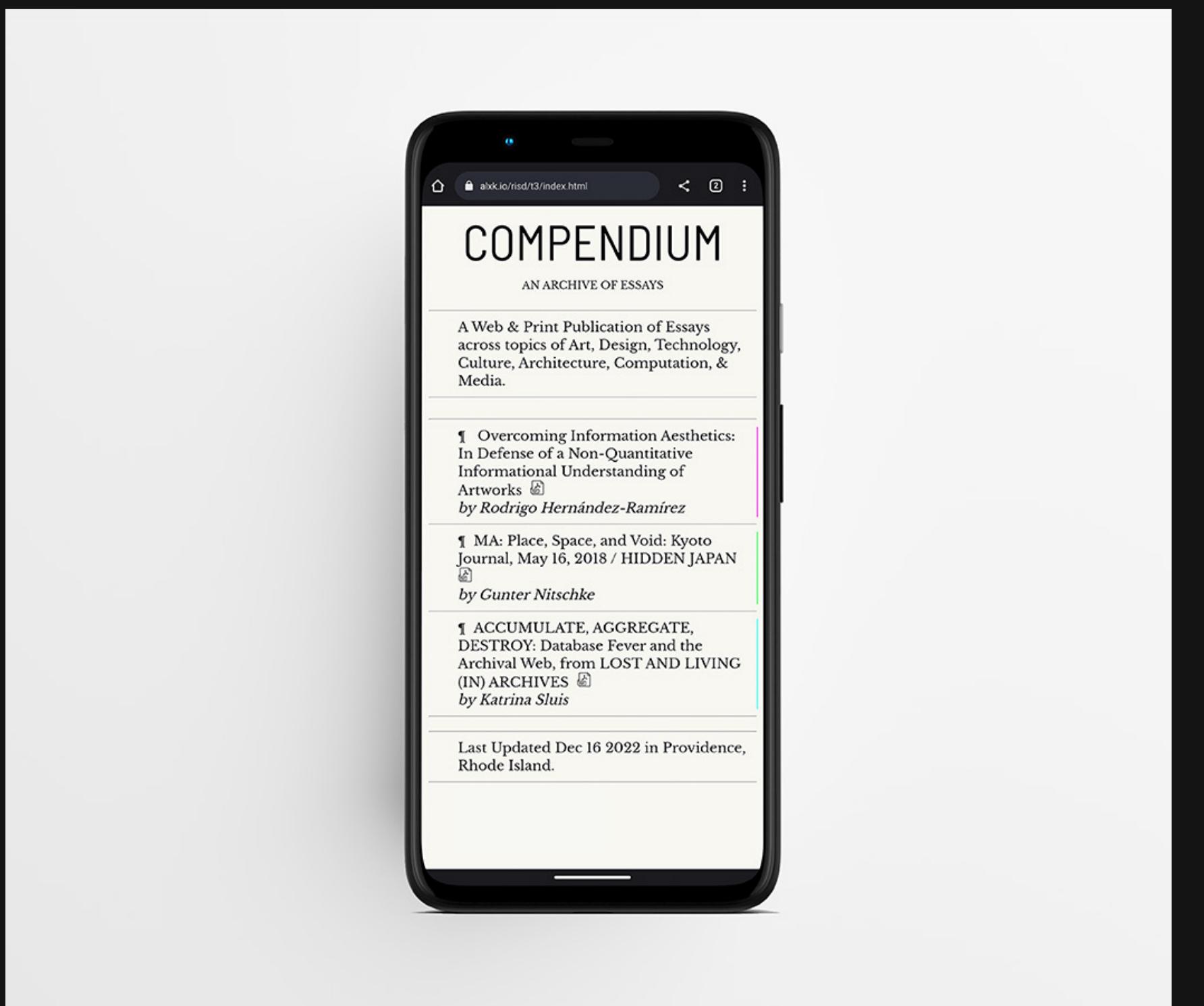
Researching interfaces, interaction, & tools to help improve the
way we connect with machines + technology in a more natural and
meaningful way.

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.

COMPENDIUM

INT & WEB

A project working with multiple complex long-form texts to design readable, engaging, and typographic interpretations of the text across three surfaces: mobile, desktop, and print with the aim of maintaining a consistency for the everyday multi-platform reader, approaching the design & typography to make the most of each medium and its affordances and virtues.



ENDIUM

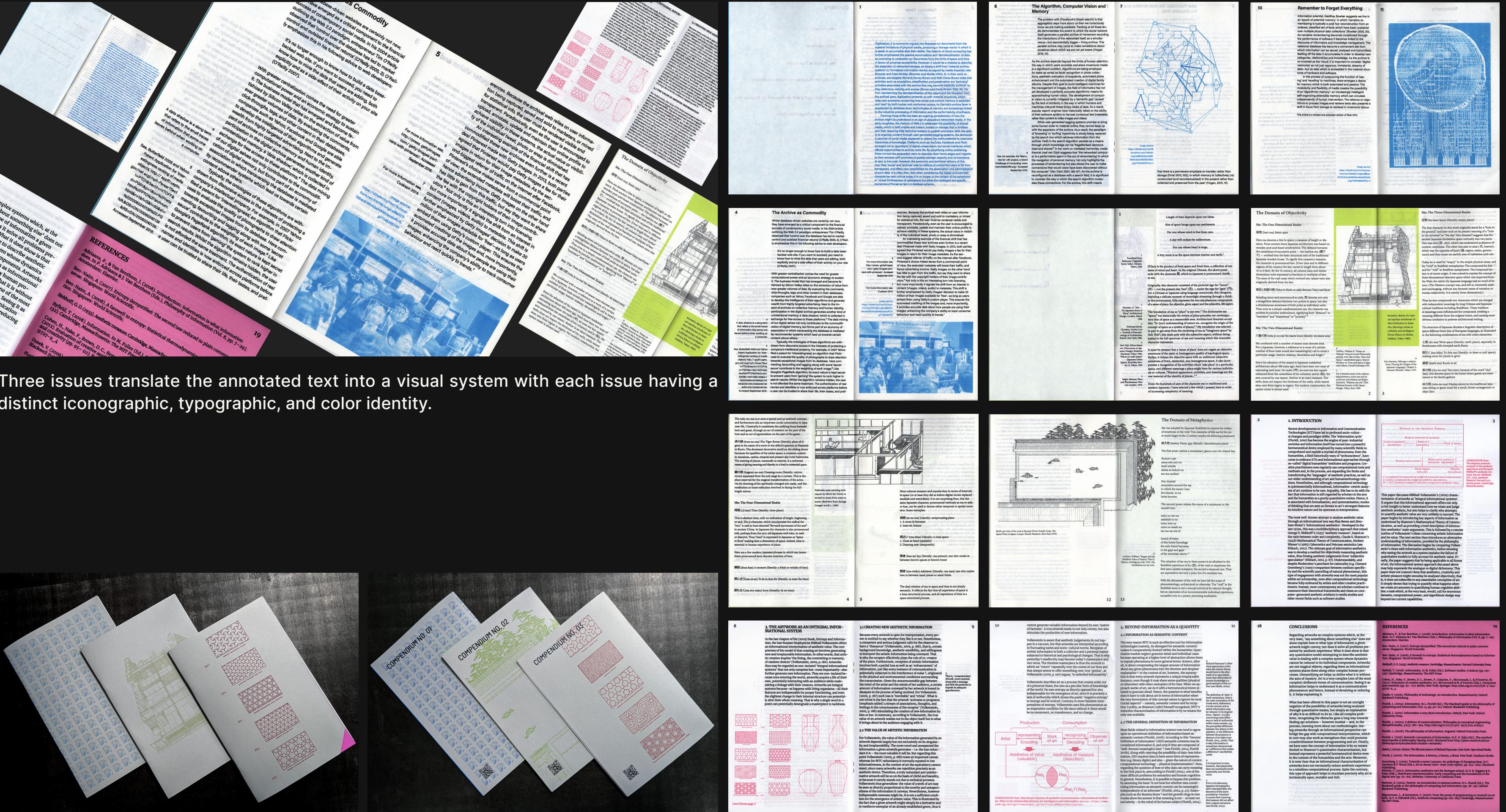
"sun" (日) — under th
consciously, this ideog

The image is a dense collection of handwritten notes and diagrams, likely from a study session or a class. The notes are written in black ink on white paper, with some red highlights and circled words. The content covers various topics from the book, including:

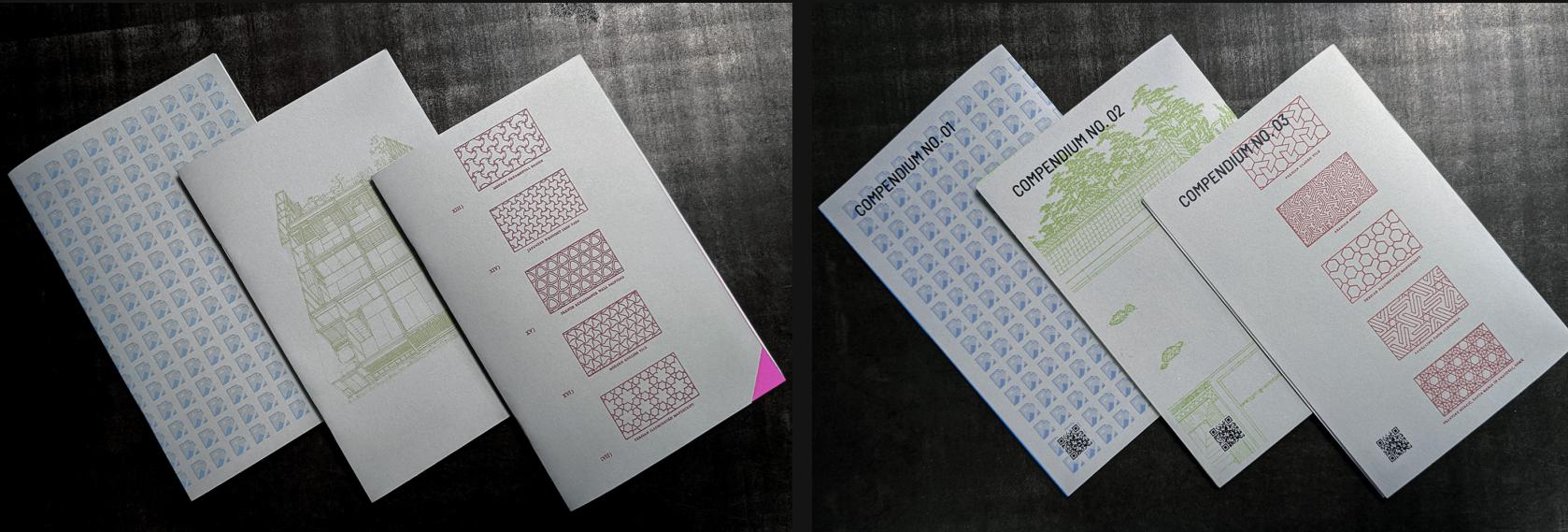
- One-Dimensional Realm**: Notes on 'ma' (space), 'tama' (spirit), and 'chi' (body).
- Two-Dimensional Realm**: Notes on 'tatsu' (room), 'tama' (room), and 'chi' (room).
- Three-Dimensional Realm**: Notes on 'tama' (empty space), 'chi' (body), and 'ma' (space).
- Four-Dimensional Realm**: Notes on 'tama' (space), 'tama' (time), 'chi' (body), and 'ma' (space).
- Five-Dimensional Realm**: Notes on 'tama' (space), 'tama' (time), 'chi' (body), 'ma' (space), and 'ma' (time).
- Six-Dimensional Realm**: Notes on 'tama' (space), 'tama' (time), 'chi' (body), 'ma' (space), 'ma' (time), and 'chi' (body).

Each section includes a diagram or two, often with arrows pointing from the text to specific parts of the diagram. The handwriting is fluid and varies in size, with some larger, more prominent notes. The overall appearance is that of a personal study guide or a set of lecture notes.

01. COMPENDIUM



Three issues translate the annotated text into a visual system with each issue having a distinct iconographic, typographic, and color identity.



DESIGN COGNITION SYMPOSIUM

BRAND

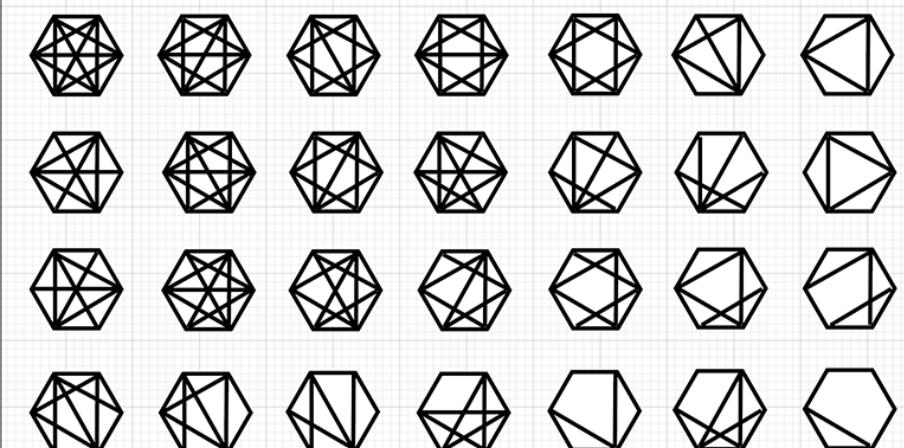
02. DESIGN COGNITION SYMPOSIUM

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 for an imagined week-long summer speaker series event : a hybrid design and cognitive neuroscience symposium in San Diego, California.



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.

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

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.

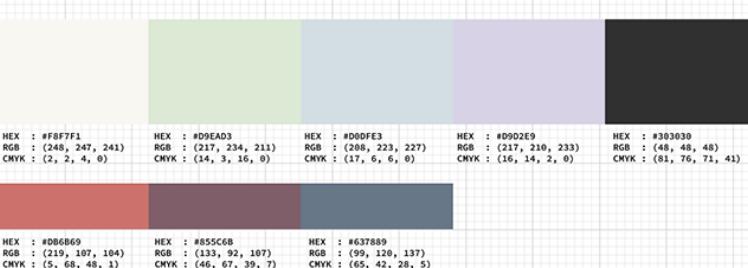
The human eye likes to find simplicity and order in complex shapes because it prevents us from becoming overwhelmed with information. Research confirms that people are better able to visually process and remember simple figures than complex figures.

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 different times. It was similar to the lights on a movie theater marquee fluctuating 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 apply today when we visually perceive objects. These principles sit at the heart of nearly everything we do graphically as designers.

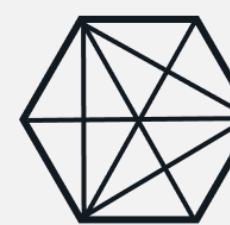
<https://lawsfox.com/law-of-pragmaz/>

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

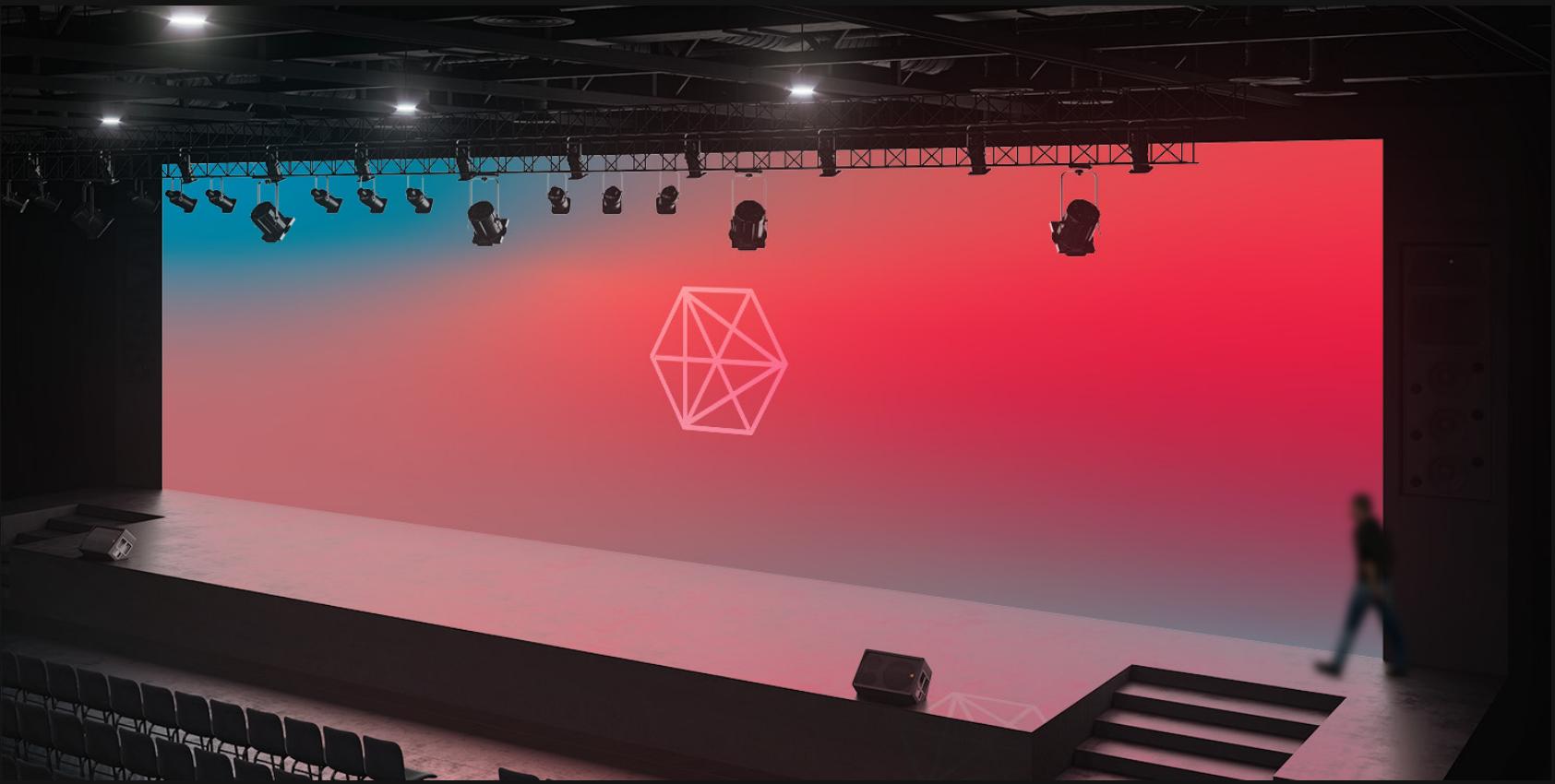


DCS



DCS

02. COMPENDIUM



ACCESSIBILITY IN DESIGN. //



DESIGN COGNITION SYMPOSIUM
online at dcs.co/summer

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.

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

SUNDAY, JULY 11, 2023, 5:00 PM
Cognitive Science and Design : Biological Computation
Alex Faaborg : Design Lead, Google AR/VR

MONDAY, JULY 12, 2023, 6:00 PM
Human-Centered AI : The Role of HAI
Dr. Fei-Fei Li : Professor of Computer Science, Stanford University

TUESDAY, JULY 13 2023, 6:00 PM
Augmented Cognition & Human-Computer Interaction
Björn Hartmann, Associate Professor of Computer Science, UC Berkeley

WEDNESDAY, JULY 14 2023, 6:00 PM
Cognitive Tools for Learning & Communication
Judith Fan : Associate Professor of Psychology, UCSD

THURSDAY, JULY 15 2023, 6:00 PM
Cognitive Systems : Interactions that Think With Us
Haakon Faste : Assistant Professor of Interacito. Design, CCA

FRIDAY, JULY 16 2023, 6:00 PM
The Intelligence of the Arts: Embodiment & Cognition
Simon Penny, Artist, theorist and curator of digital cultural practices

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Language, Cognition, and Deep Learning
Noam Chomsky : Professor of Linguistics, University of Arizona

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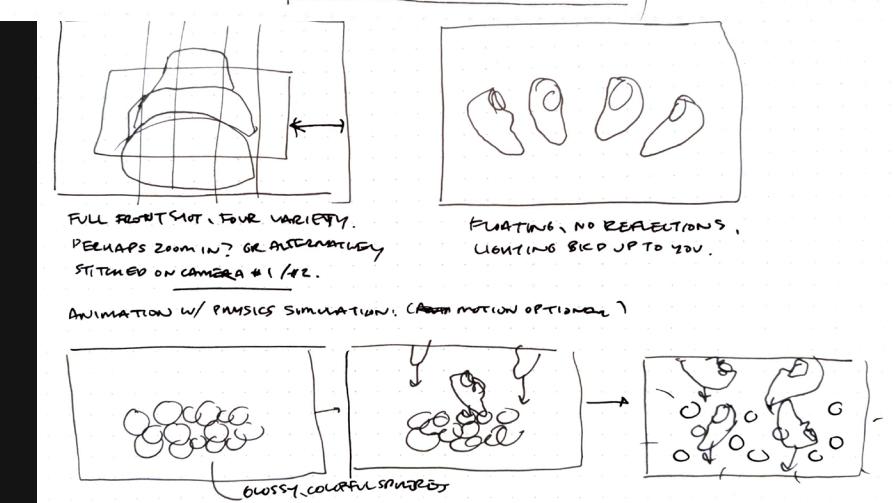
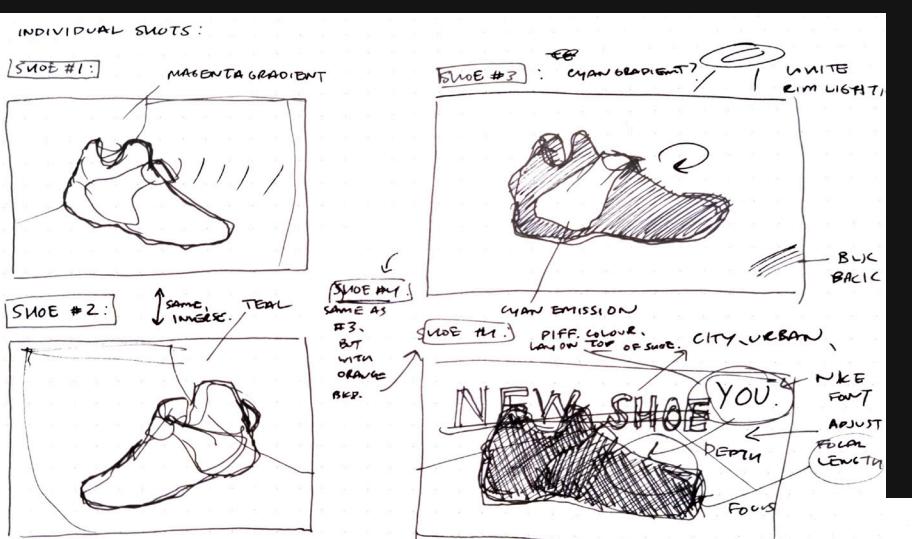
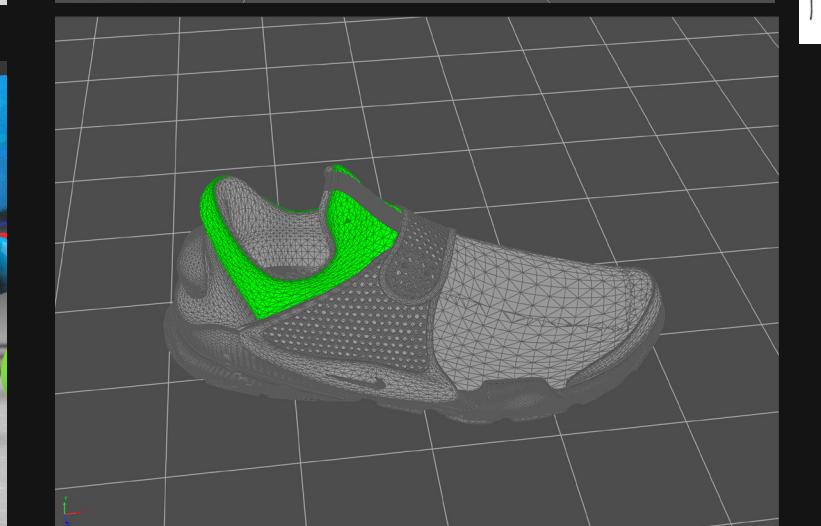
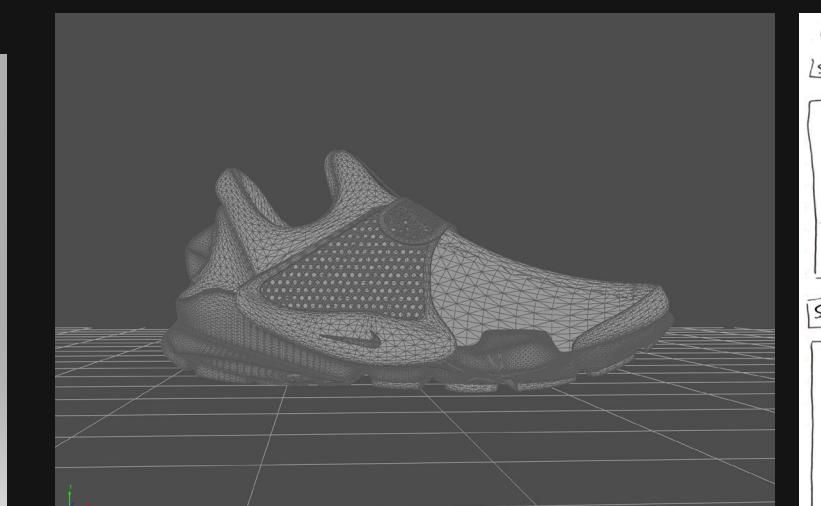
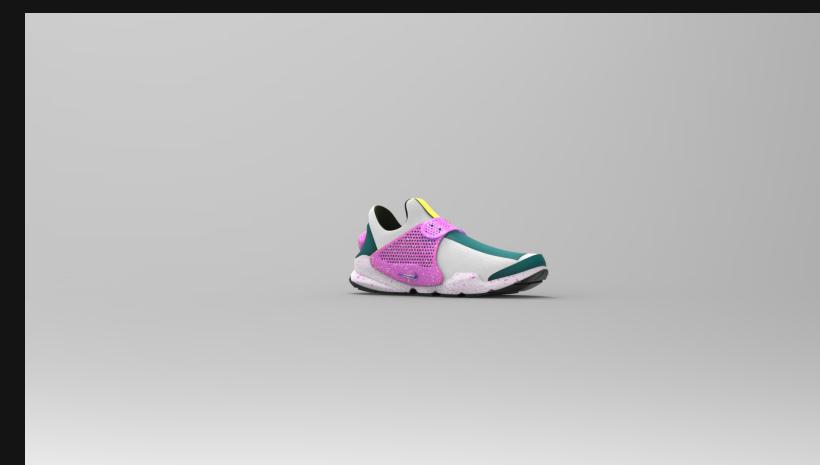
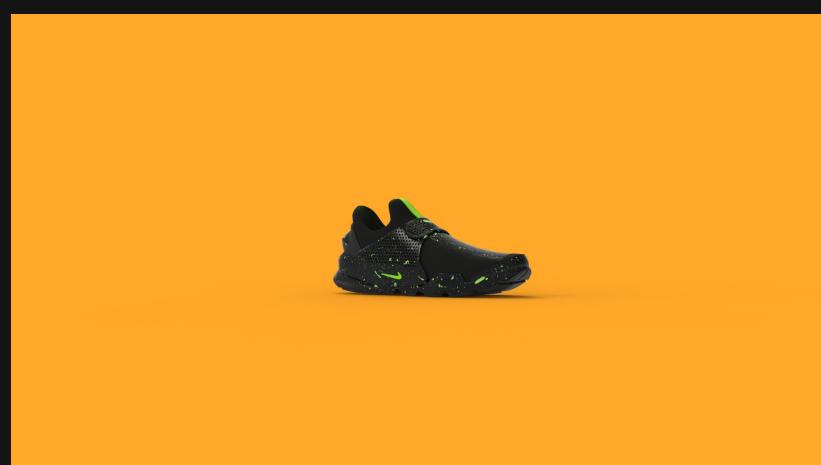
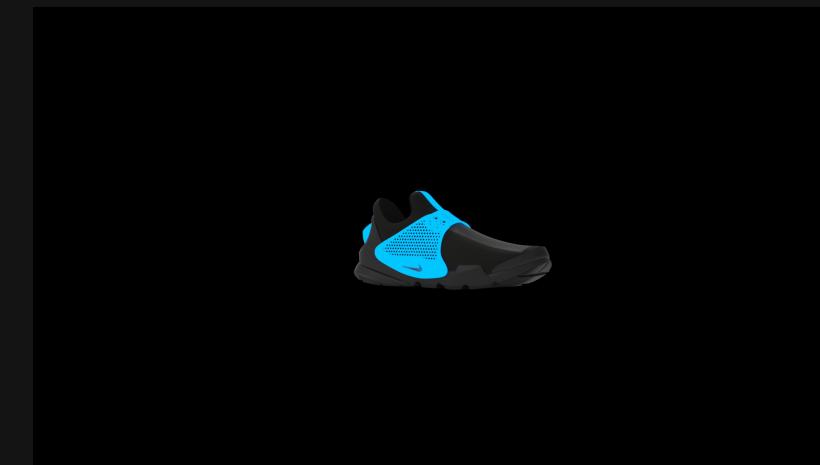
MOCK SNEAKER

PRODUCT VISUAL

03. MOCK SNEAKER

RISD

Mock 3D renderings for a speculative color + material line of 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.





[COLOPHON](#)[PORTFOLIO](#)[MARCH 2023](#)

The Fonts used are Barlow, Inter, Charter, Roboto Mono & Lekton.