

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

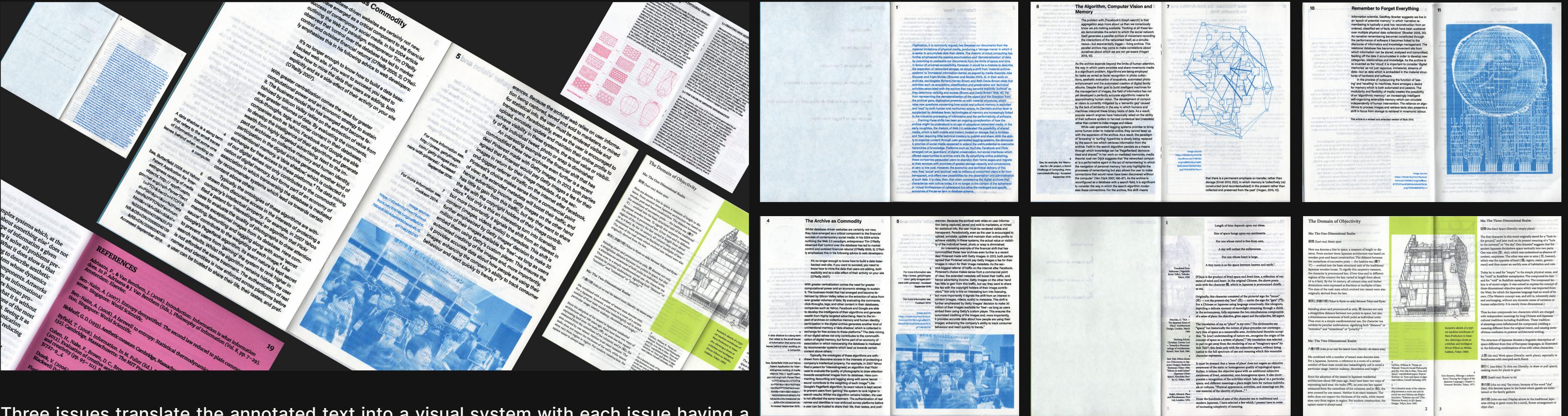
A creative with an interest in Human-Computer Interaction (HCI),  
Interaction Design (IxD), and Machine Learning (ML).

## 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.

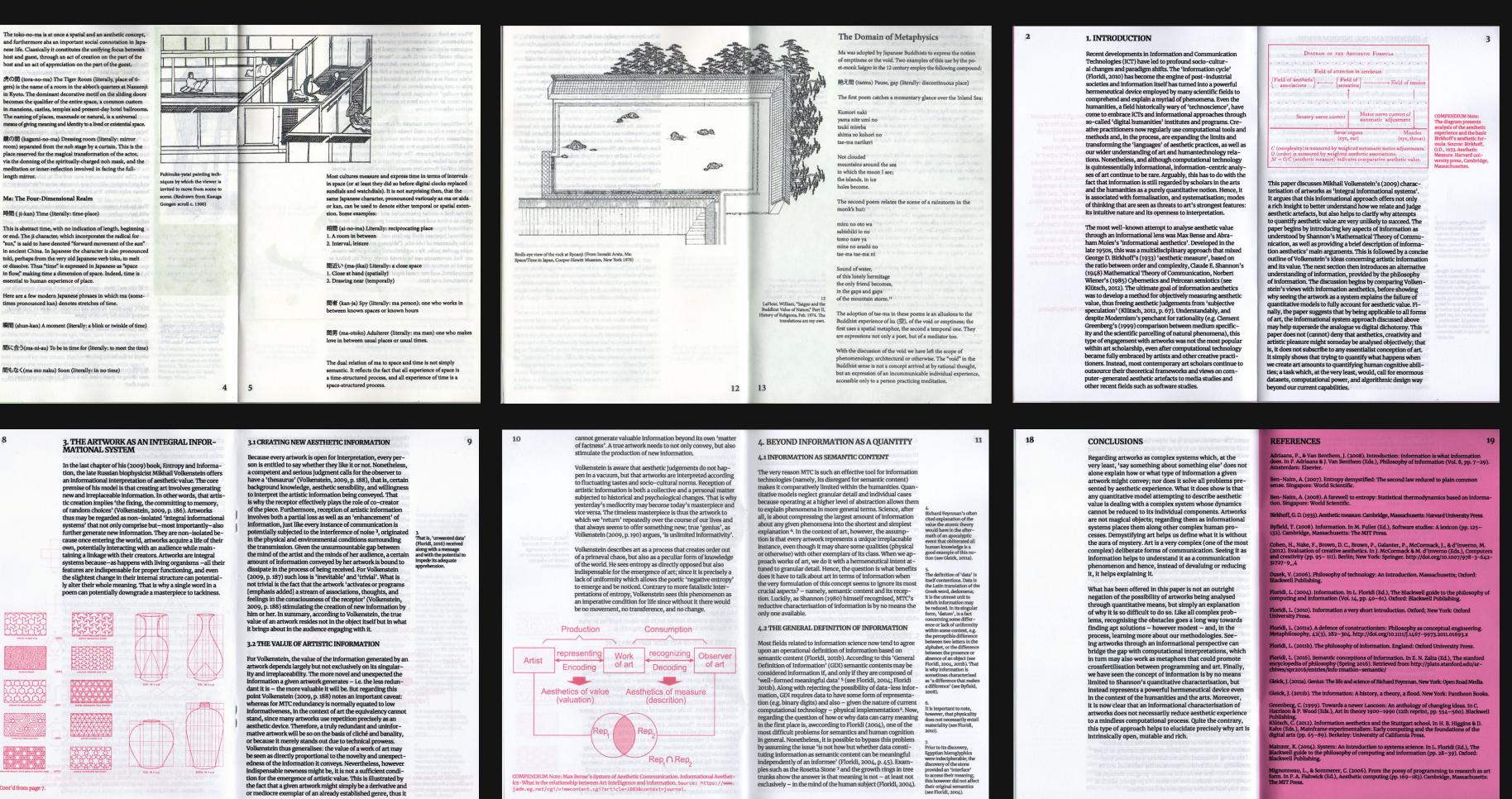
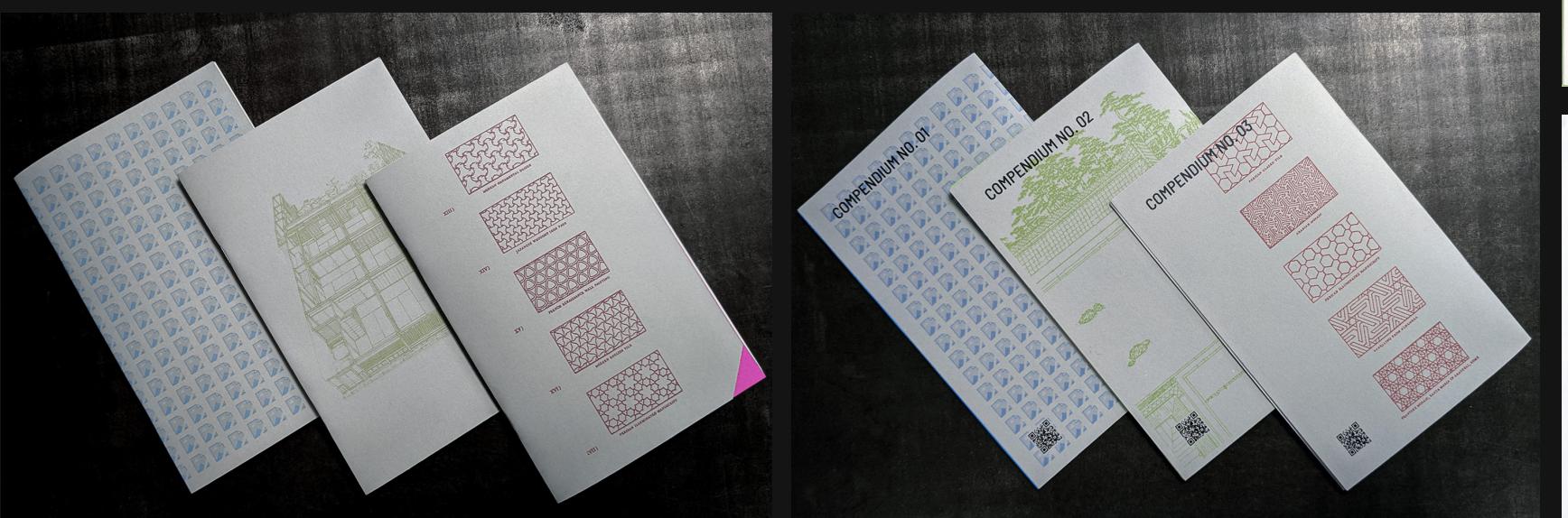


## 01. COMPENDIUM



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

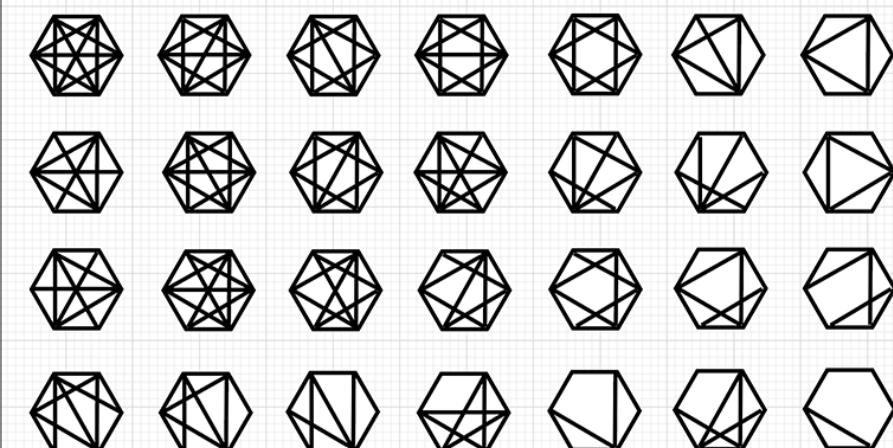
## 02. DESIGN COGNITION SYMPOSIUM

## 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 at the UC San Diego Qualcomm Institute.



## 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 might be present 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.

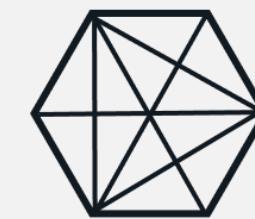
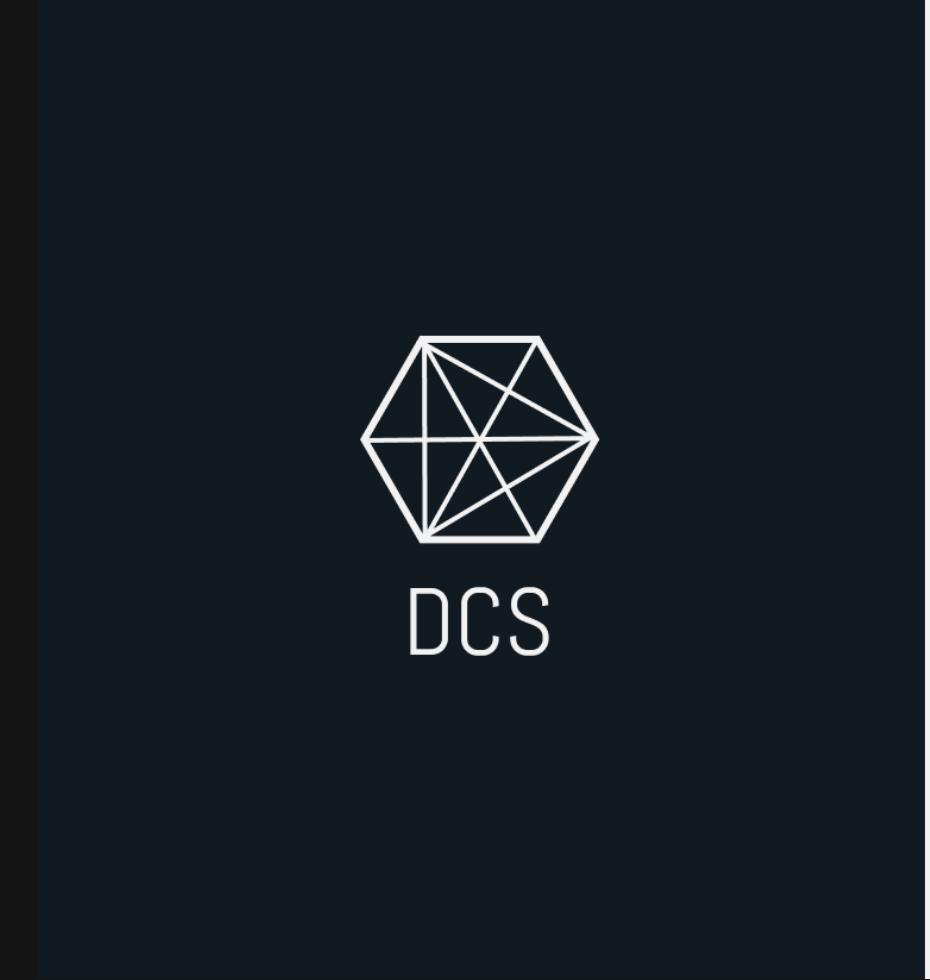
The human eye simplifies complex shapes by transforming them into a single, unified shape.

**ORIGINS :** In 1910, psychologist Max Wertheimer had an insight when he observed a series of lights turning on and off at different times. He was struck to see that when he was looking at a movie theater marquee, it appeared 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.

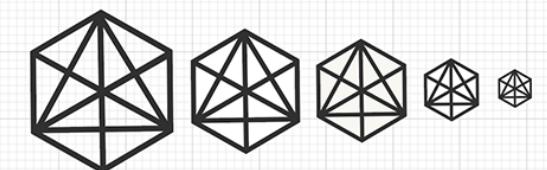
<https://lawsfox.com/law-of-prägnanz/>

HEX : #FBFF11 HEX : #D9EAD3 HEX : #00DFE3 HEX : #0002E9 HEX : #3B3030  
RGB : (248, 247, 241) RGB : (217, 234, 211) RGB : (208, 223, 227) RGB : (217, 210, 233) RGB : (48, 48, 48)  
CMYK : (2, 2, 4, 0) CMYK : (34, 3, 16, 0) CMYK : (17, 6, 6, 0) CMYK : (16, 14, 2, 0) CMYK : (81, 76, 71, 41)

HEX : #D86B69 HEX : #855C6B HEX : #637889 HEX : #0B86E9  
RGB : (219, 107, 104) RGB : (133, 92, 107) RGB : (99, 120, 137) RGB : (48, 146, 216)  
CMYK : (5, 68, 48, 1) CMYK : (46, 67, 39, 7) CMYK : (65, 42, 28, 5) CMYK : (81, 76, 71, 41)

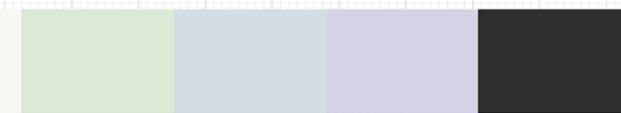


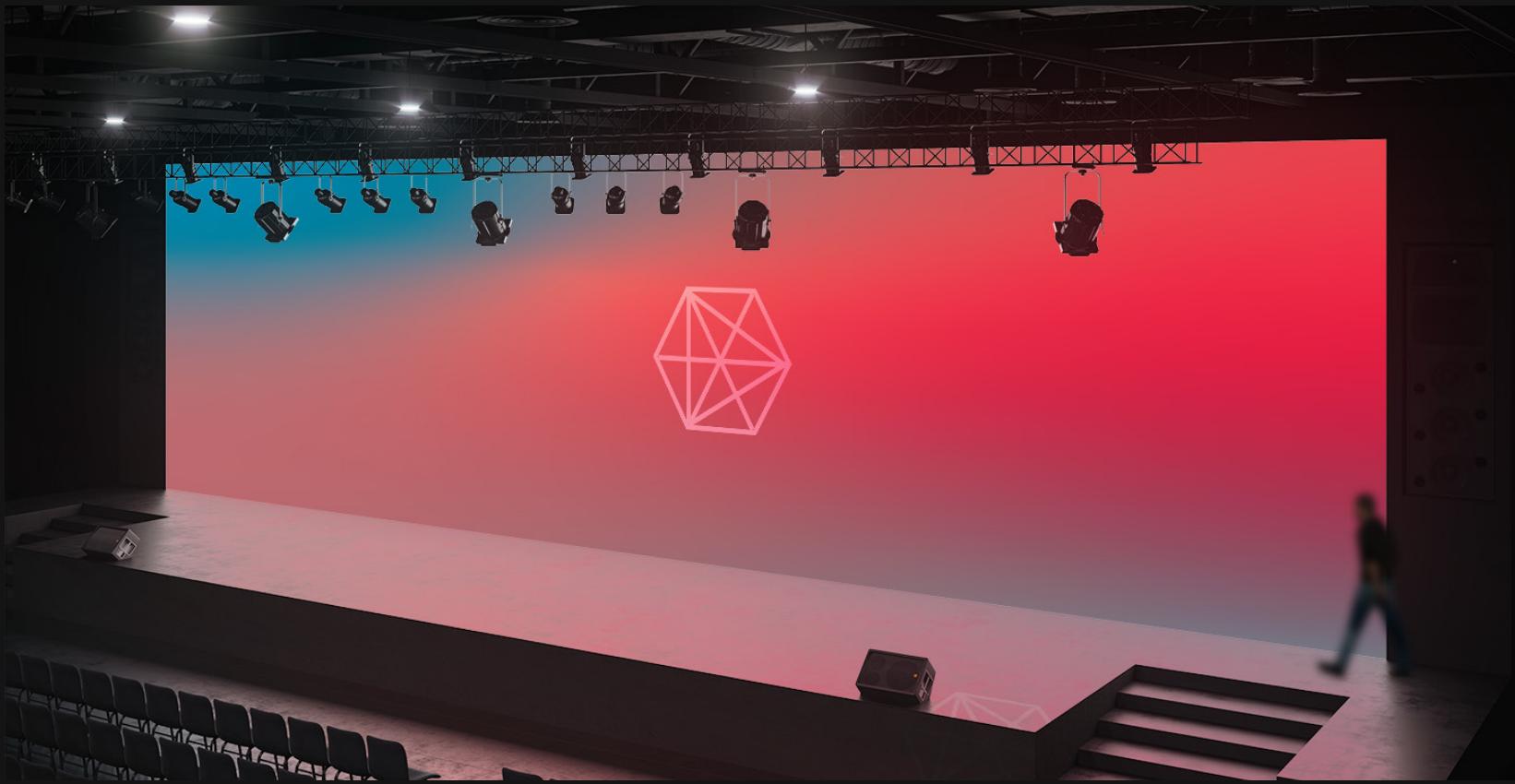
DCS



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  
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

SATURDAY, JULY 17 2023, 3:00 PM  
**Language, Cognition, and Deep Learning**  
Noam Chomsky : Professor of Linguistics, University of Arizona

SATURDAY, JULY 17 2023, 5:00 PM  
**Are You a Cognitive Designer?**  
Don Norman : Co-Founder, Nielsen Norman Group

**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

SATURDAY, JULY 17 2023, 3:00 PM  
**Language, Cognition, and Deep Learning**  
Noam Chomsky : Professor of Linguistics, University of Arizona

SATURDAY, JULY 17 2023, 5:00 PM  
**Are You a Cognitive Designer?**  
Don Norman : Co-Founder, Nielsen Norman Group

**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

SATURDAY, JULY 17 2023, 3:00 PM  
**Language, Cognition, and Deep Learning**  
Noam Chomsky : Professor of Linguistics, University of Arizona

SATURDAY, JULY 17 2023, 5:00 PM  
**Are You a Cognitive Designer?**  
Don Norman : Co-Founder, Nielsen Norman Group

**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

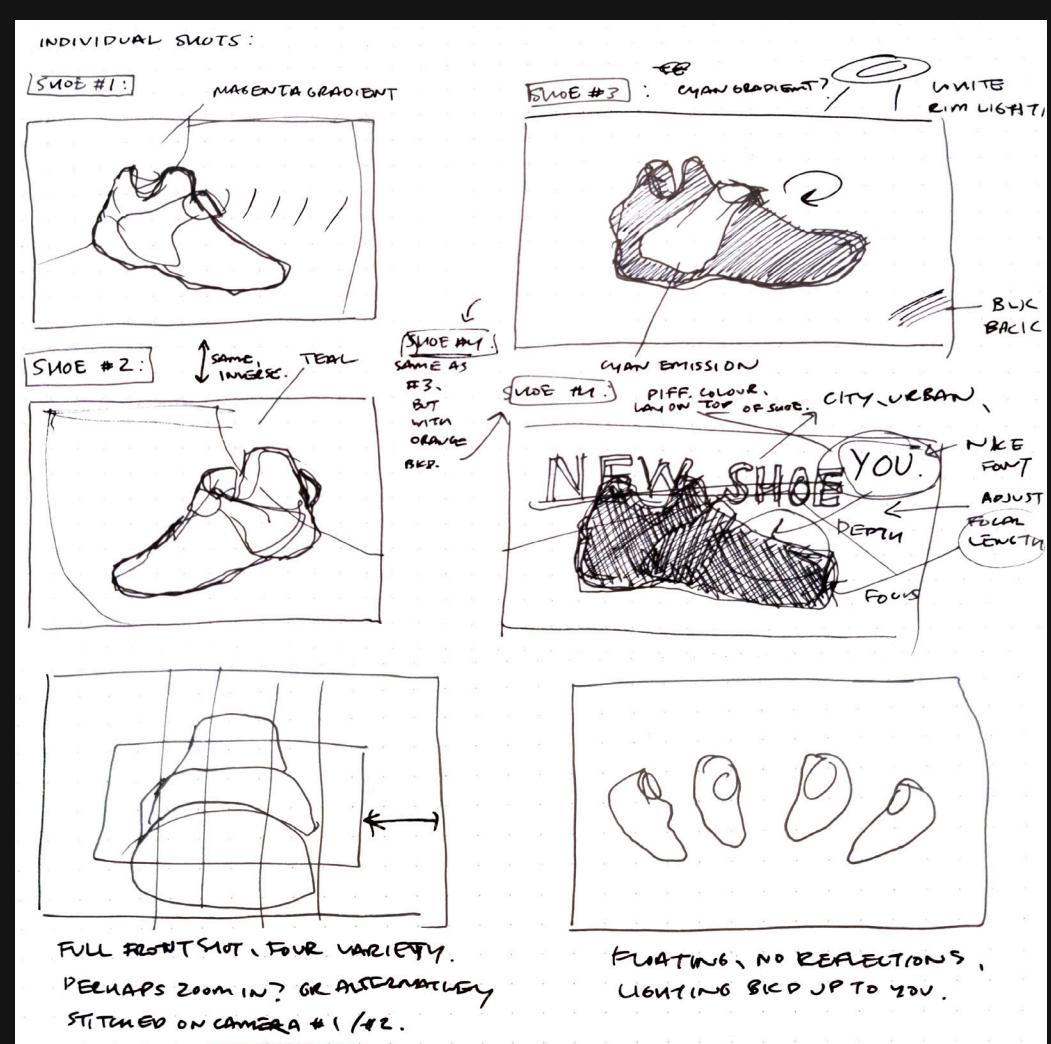
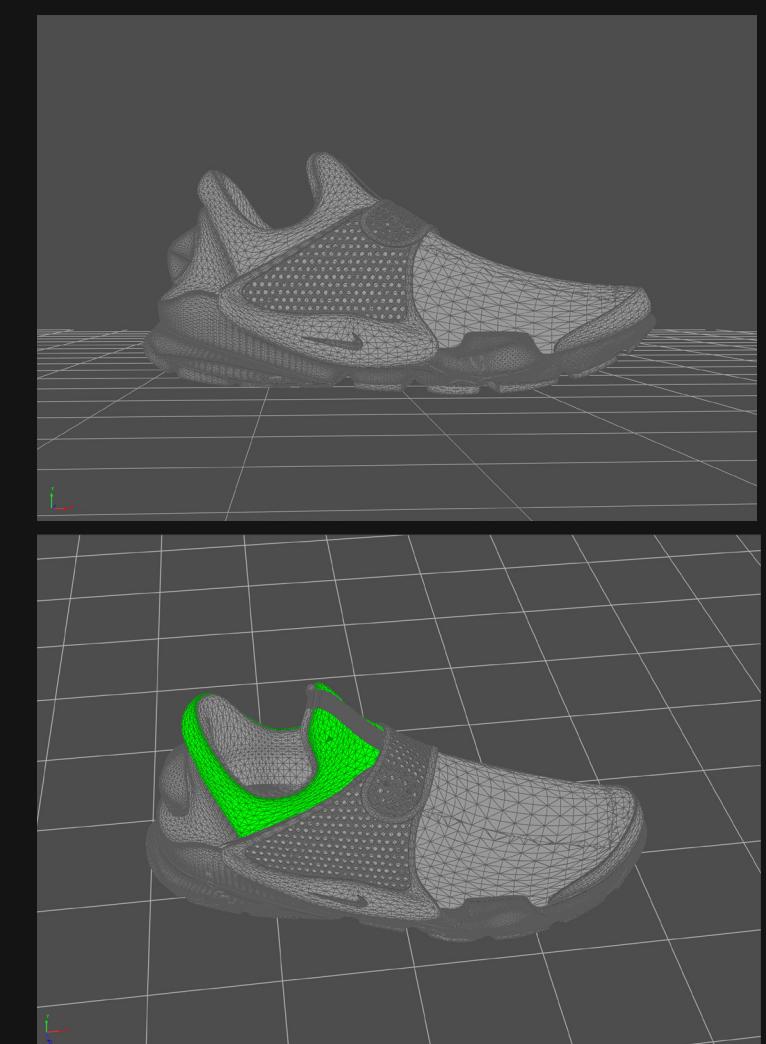
## MOCK SNEAKER

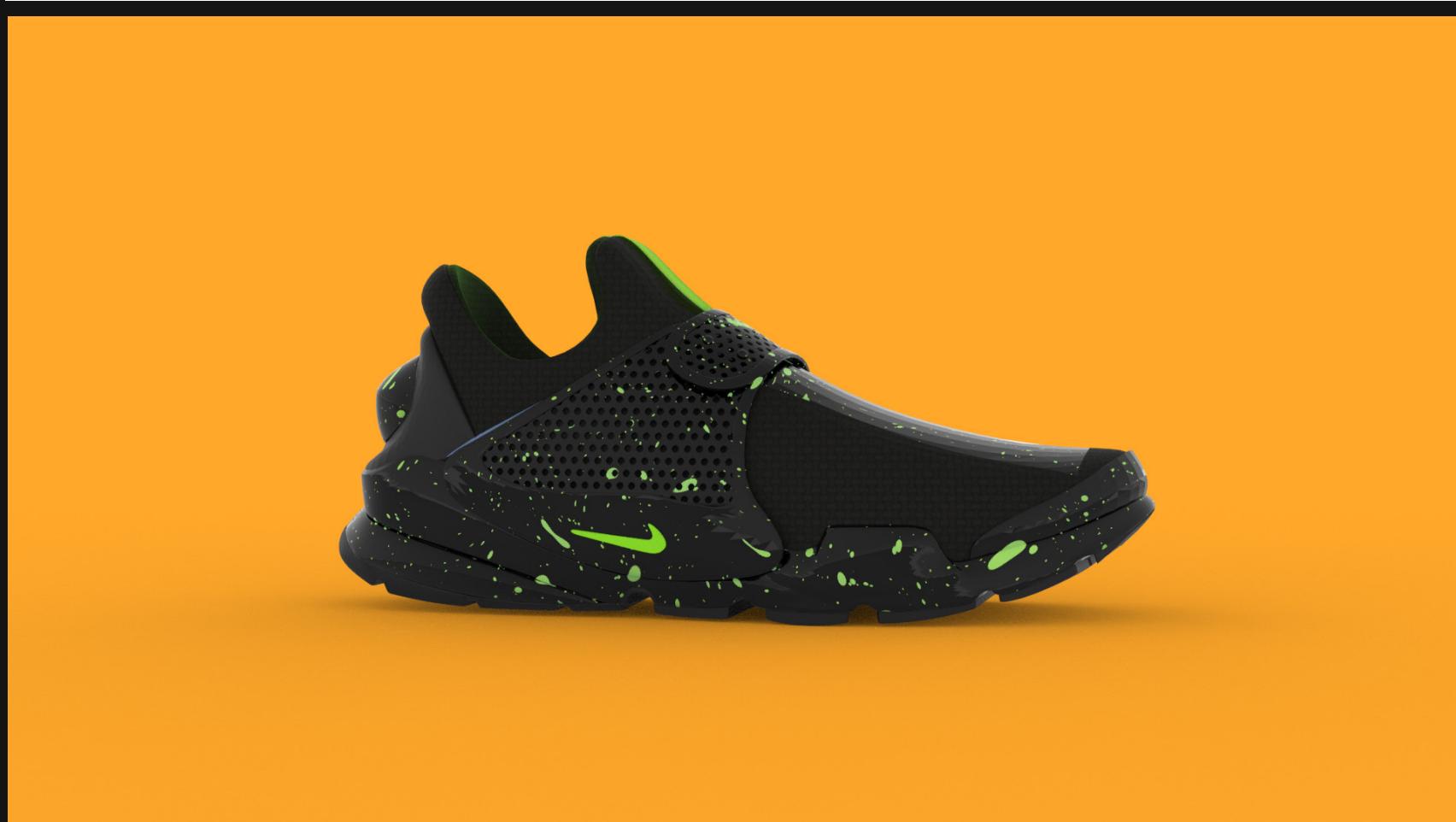
## PRODUCT VISUAL

## 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.





## KITA LABO

## NEXT STEPS

2023 - CURRENT

An experimental design & engineering studio researching interfaces, interaction, & tools to help improve the way we connect with machines + technology in a more natural and meaningful way.

# KITA LABO

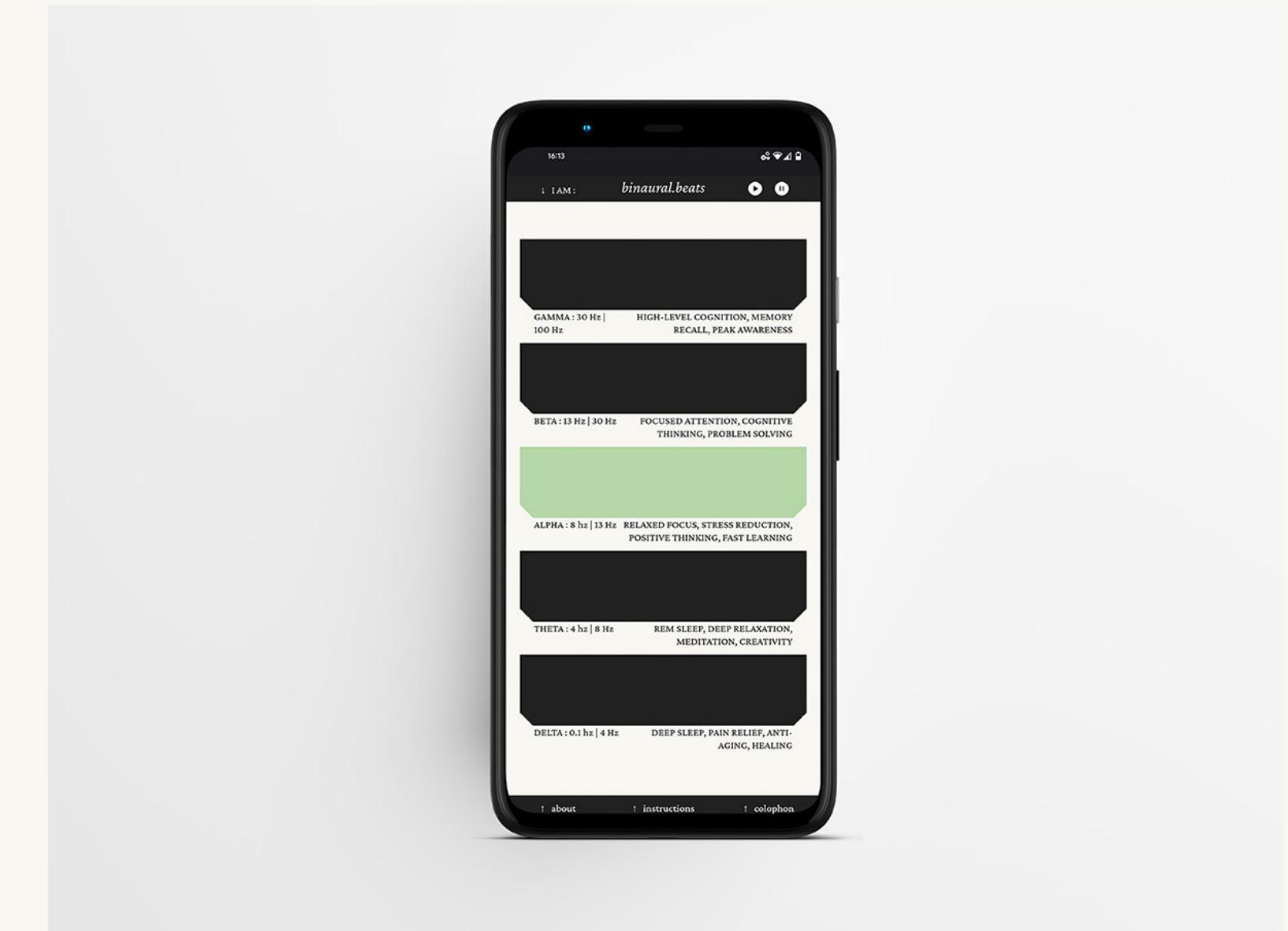
**MANIFESTO.** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# 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

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 + KITALABO.CO

LAST UPDATED MARCH 06, 2023.

**THANK YOU.**