

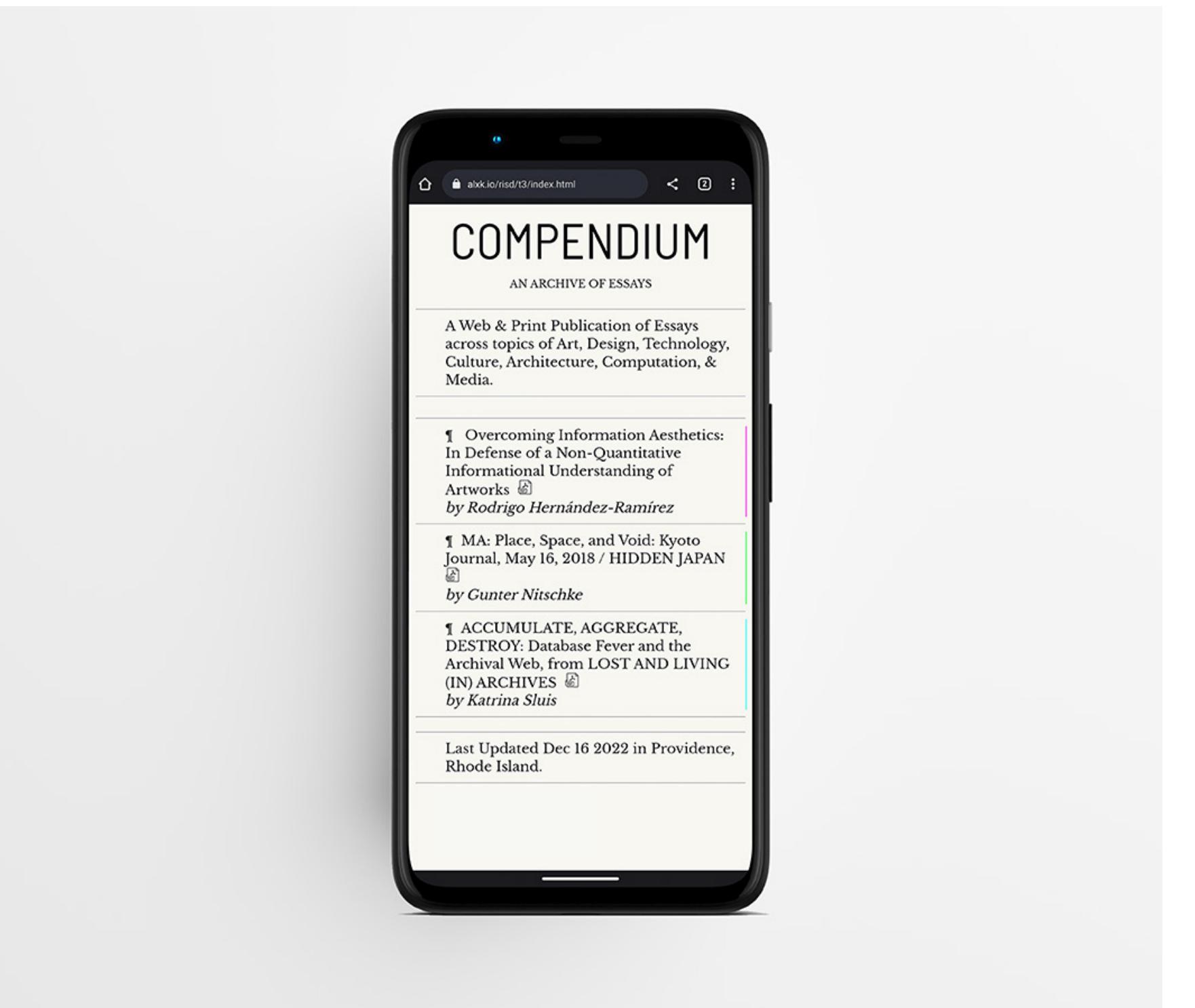
**HELLO!****I'M ALEX.**

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

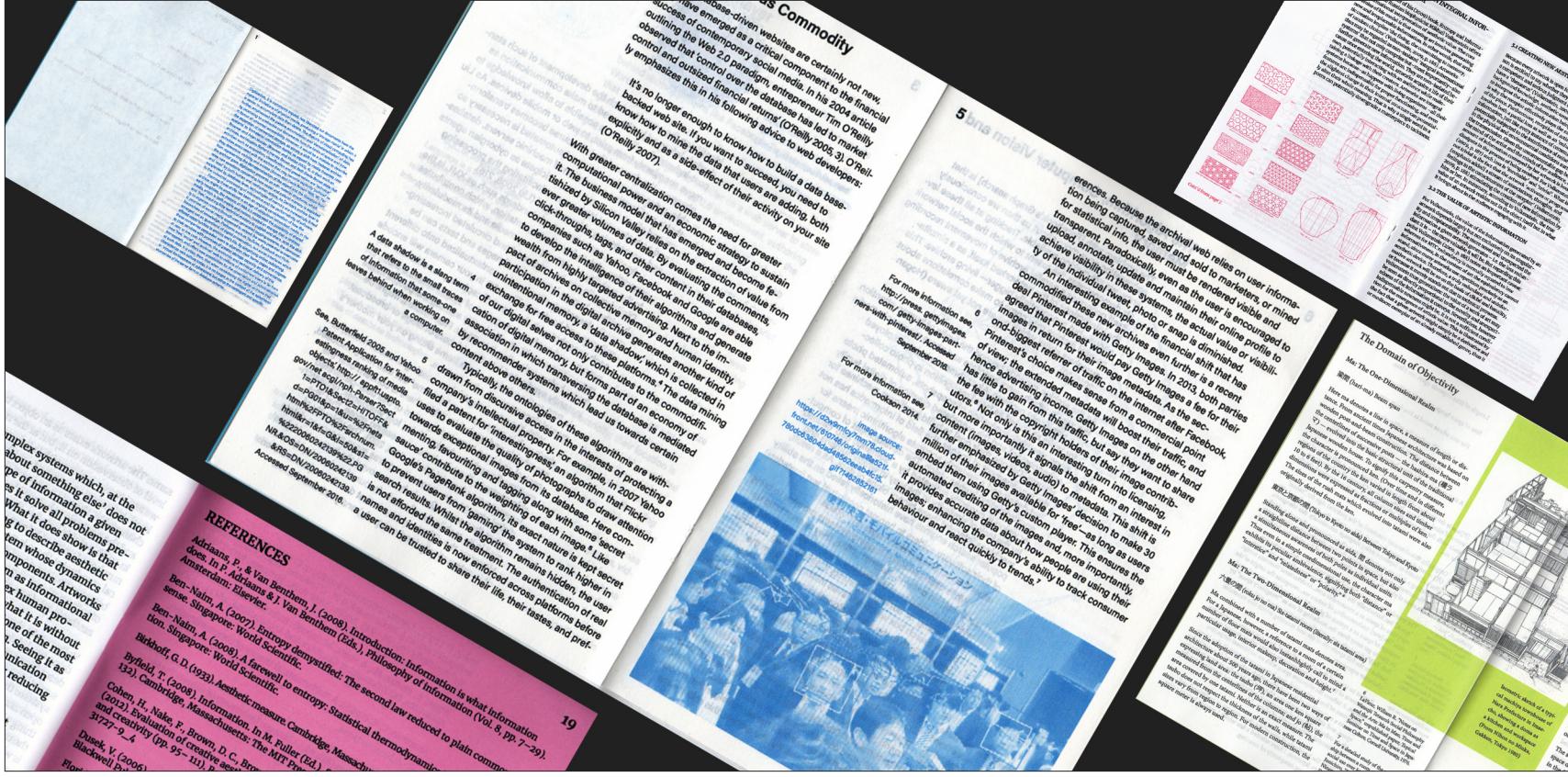
Researching interfaces, interaction, & tools to help improve the  
way we connect with machines + technology in a more natural and  
meaningful way.

**drawing sketch here**

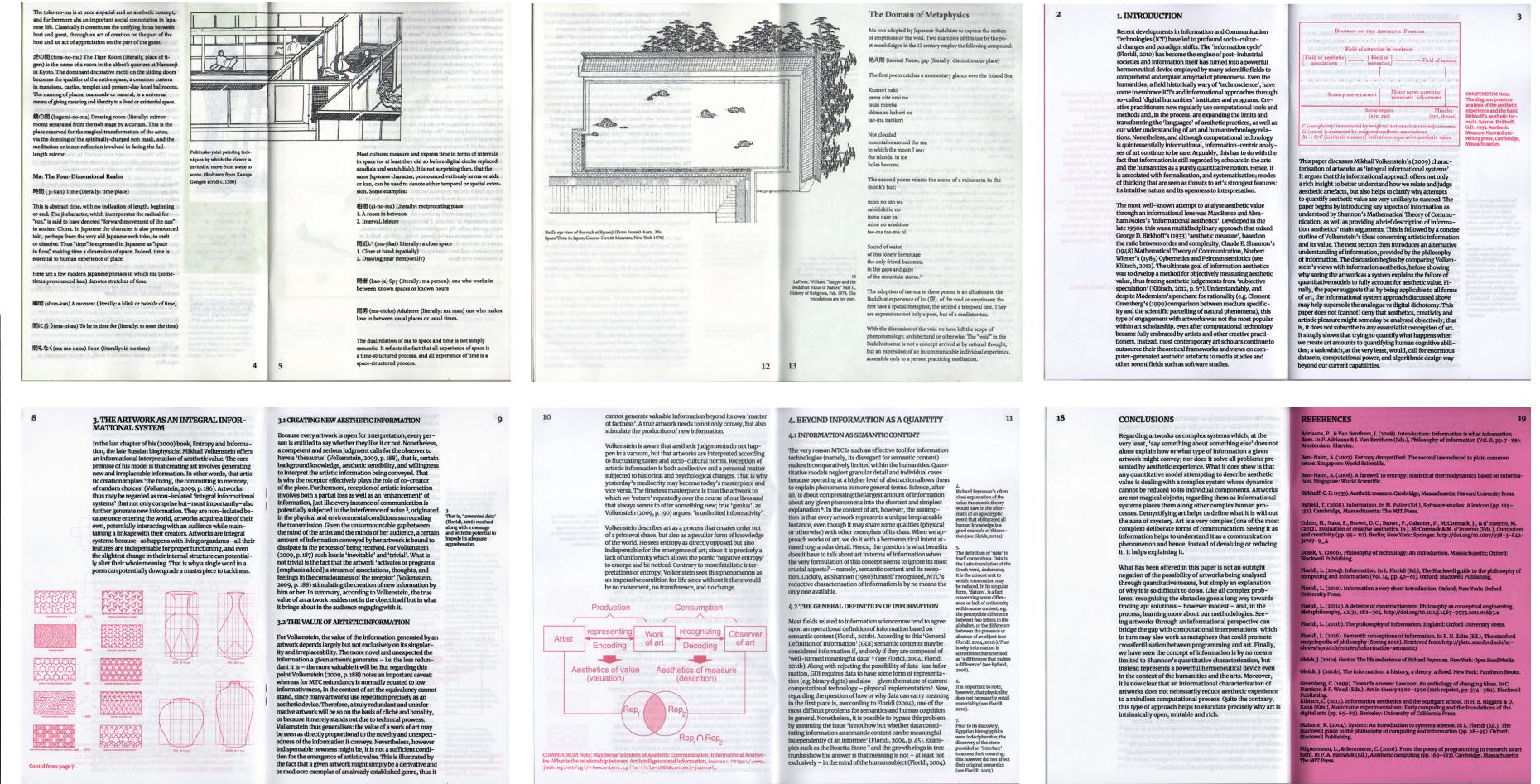
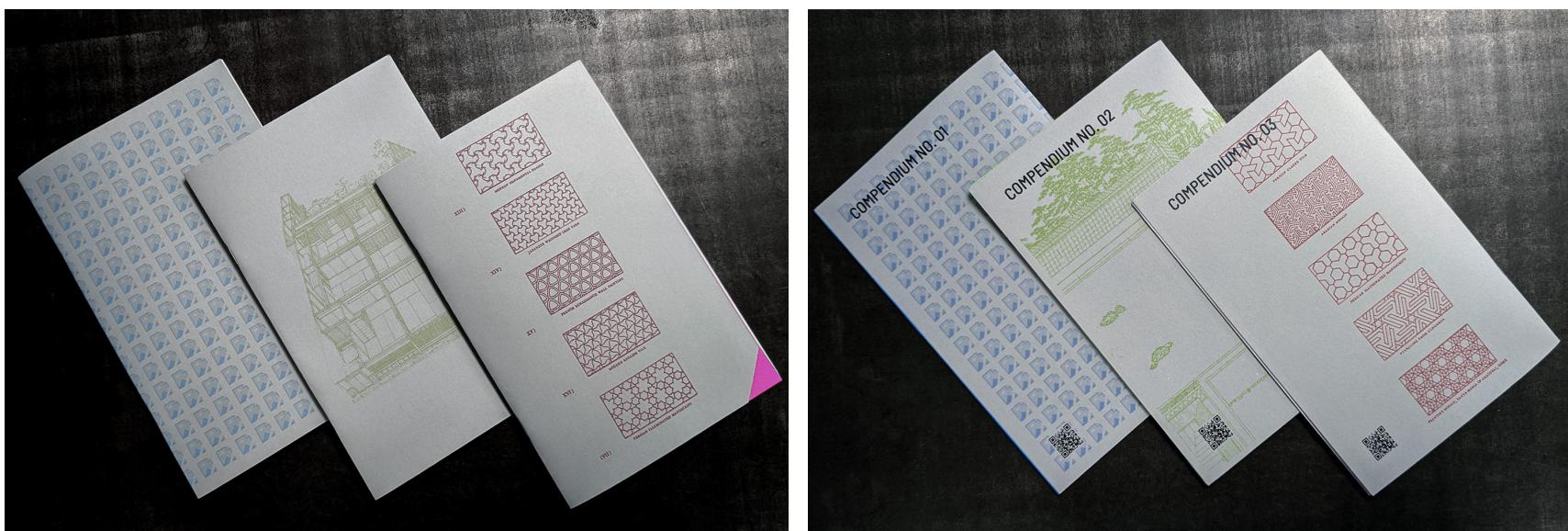
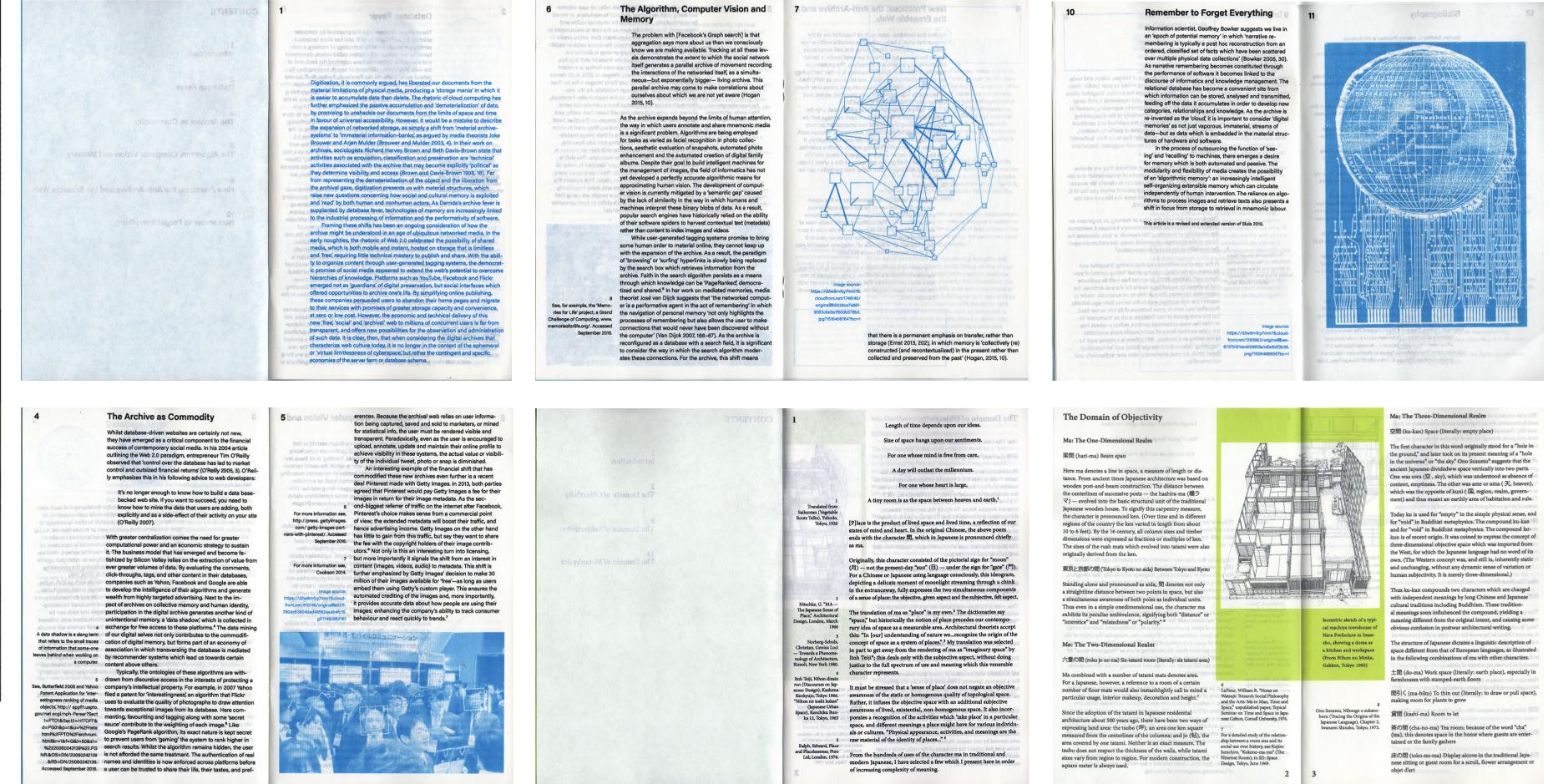
Human Interfaces, Interaction Design, Design Systems, UX Research, UX Strategy, UX Writing, Emerging Technology, Machine Learning, Neural Networks, Product Design, Digital Tools, JavaScript, CSS, Coding, Web Design, Creative Computation, SVG, WebGL, Product Visualization, 3D Rendering, 3D Modeling, CMF, 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.



## DESIGN COGNITION SYMPOSIUM

## BRAND

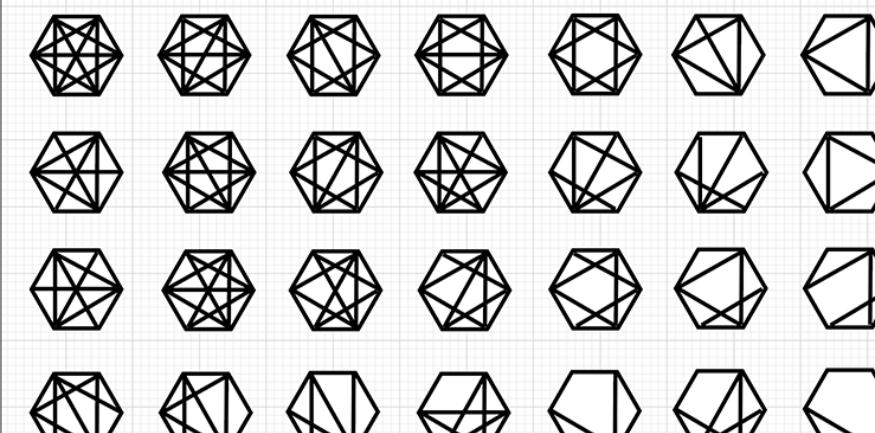
A dynamic typographic identity system dealing with hierarchy, flexibility, modularity, screen, and print in interior, urban, and public spaces. This piece considers a dynamic branding system for an imagined week-long summer speaker series event : a hybrid design and cognitive neuroscience symposium in San Diego, California.



## 02. DESIGN COGNITION SYMPOSIUM

## RISD

**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.

**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.

**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 Tessel'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.

**2.** **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.**

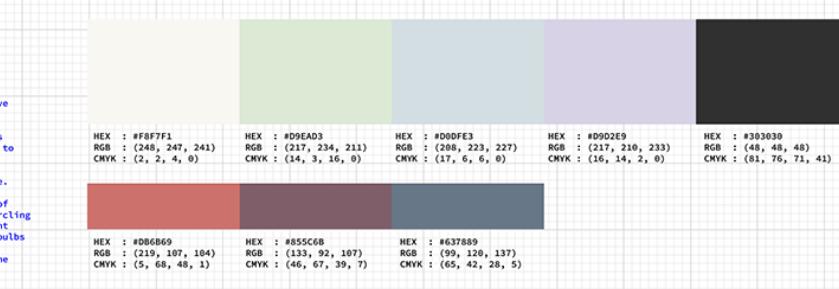
**The human eye simplifies complex shapes by transforming them into a single, unified shape.**

**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 that when traveling a movie theater marquee, 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.

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

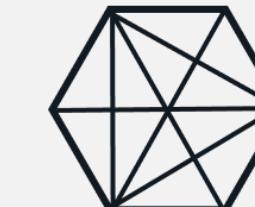
<https://lawsfox.com/law-of-pragnanz/>

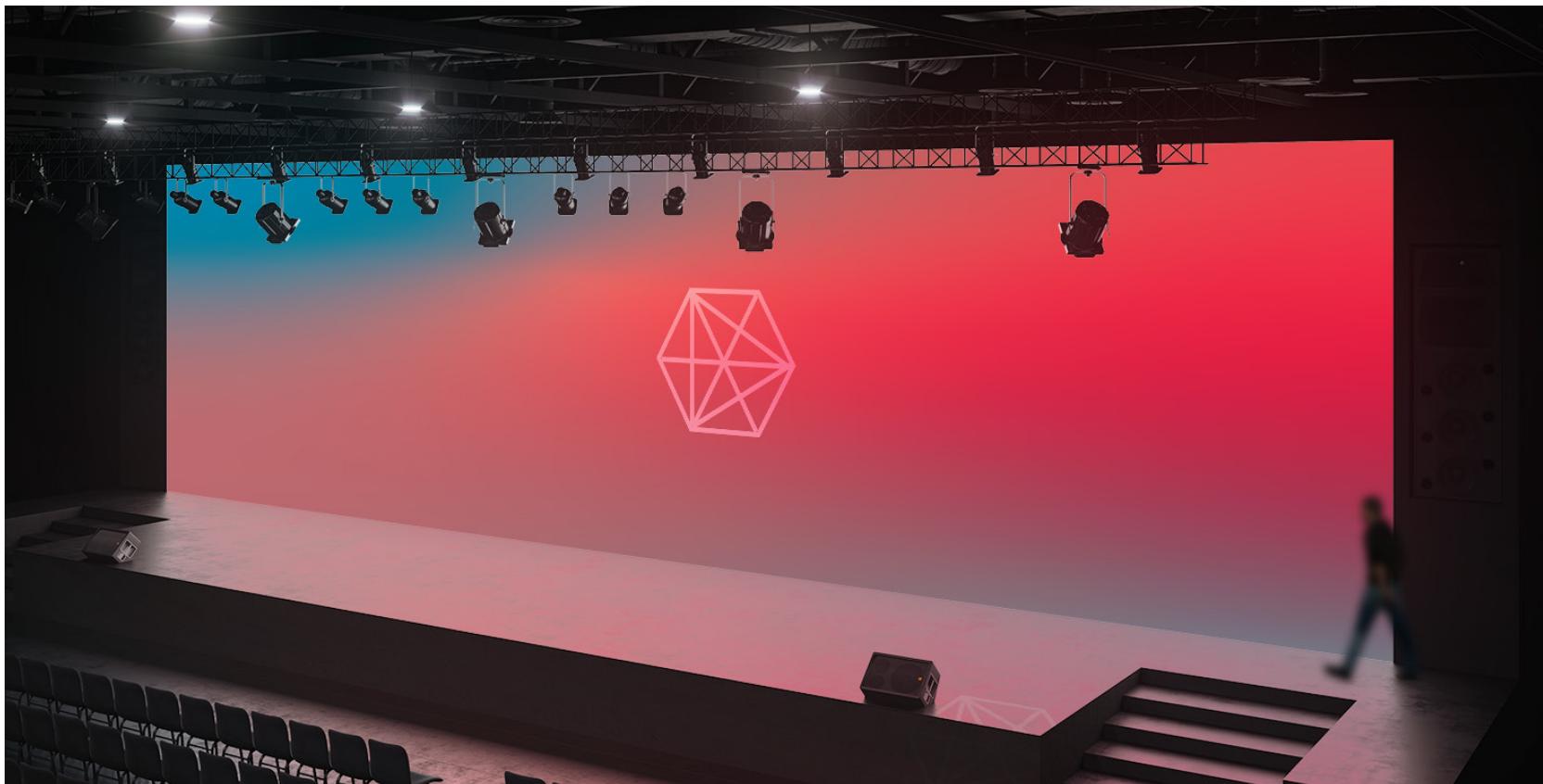
**3. COLOR PALETTE**



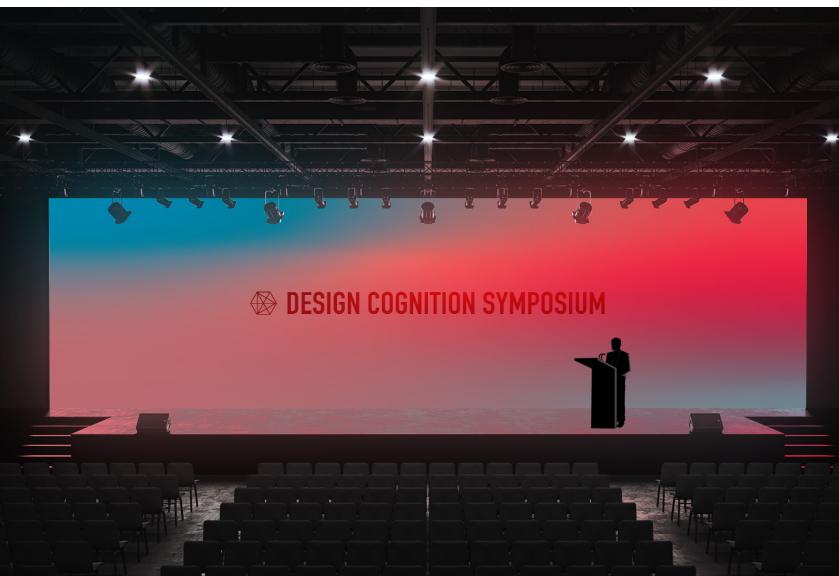
HEX : #FBFFF1 RGB : (248, 247, 241) CMYK : (2, 2, 4, 0)	HEX : #D9EAD3 RGB : (217, 234, 211) CMYK : (34, 3, 16, 0)	HEX : #00DFE3 RGB : (0, 208, 223, 227) CMYK : (17, 6, 6, 0)	HEX : #0002E9 RGB : (217, 210, 233) CMYK : (16, 14, 2, 0)	HEX : #3B3030 RGB : (48, 48, 48) CMYK : (81, 76, 71, 41)
HEX : #D86B69 RGB : (219, 107, 104) CMYK : (5, 68, 48, 1)	HEX : #855C6B RGB : (133, 92, 107) CMYK : (46, 67, 39, 7)	HEX : #637889 RGB : (99, 120, 137) CMYK : (65, 42, 28, 5)		

  
**DCS**

  
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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

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**Cognitive Systems : Interactions that Think With Us**  
Haakon Faste : Assistant Professor of Interacito. Design, CCA

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Simon Penny, Artist, theorist and curator of digital cultural practices

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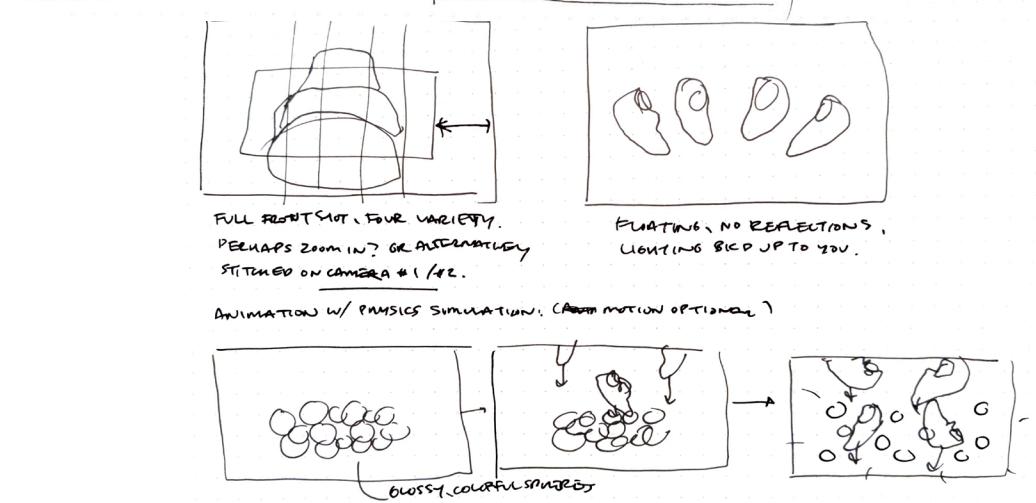
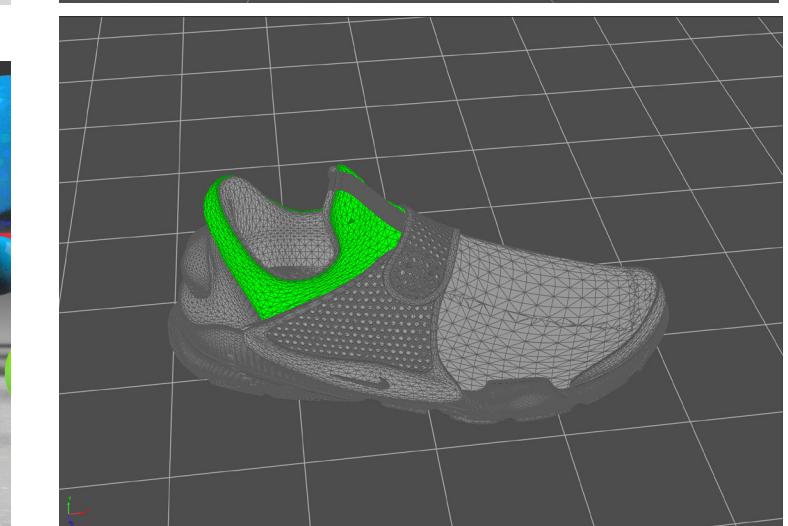
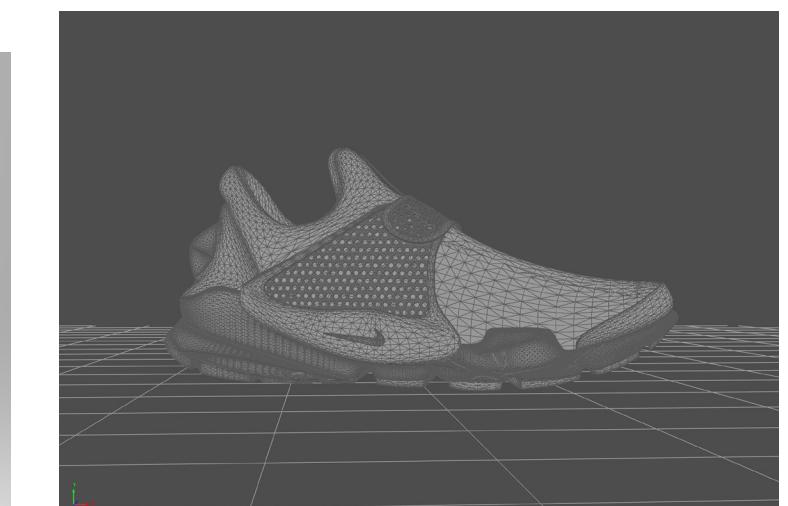
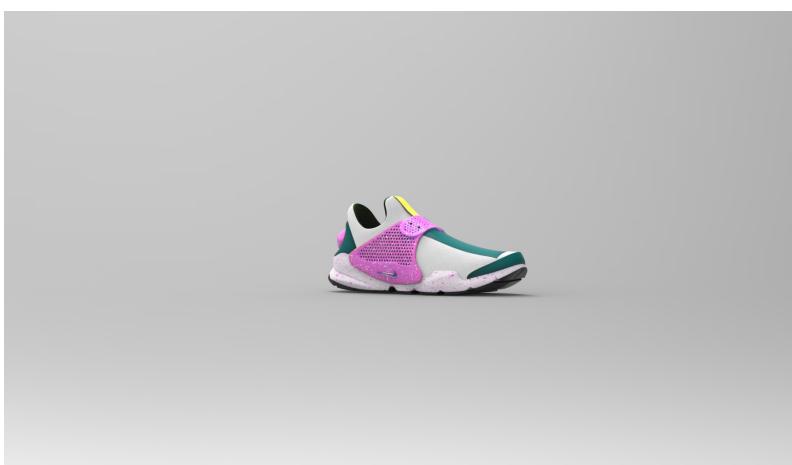
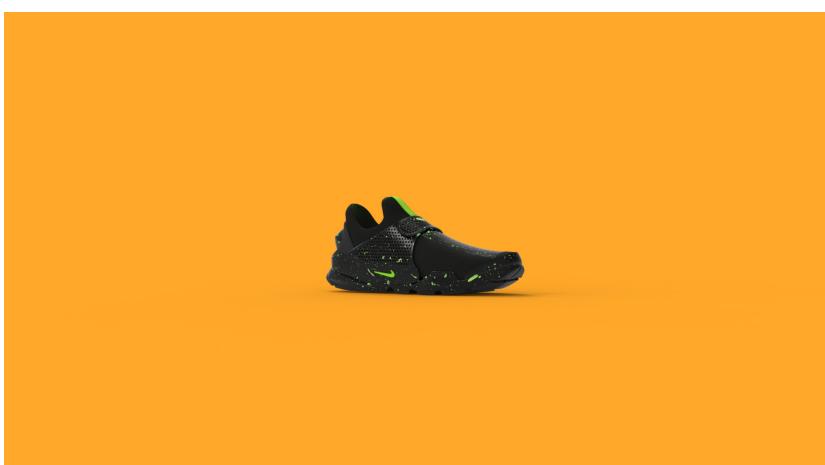
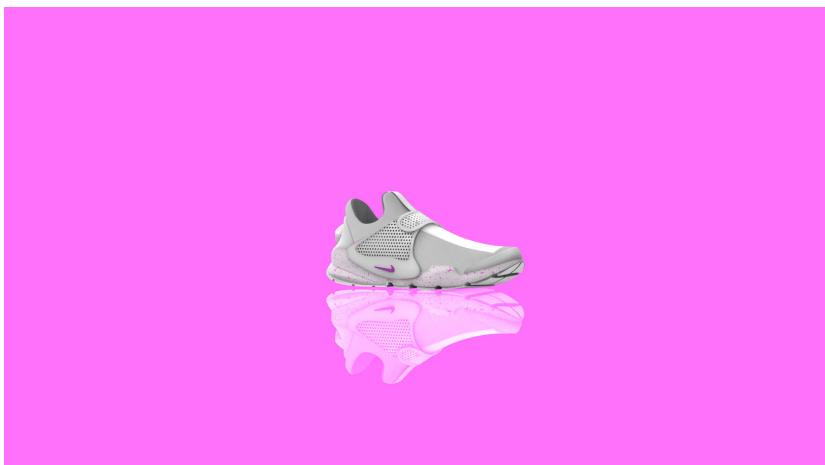
## MOCK SNEAKER

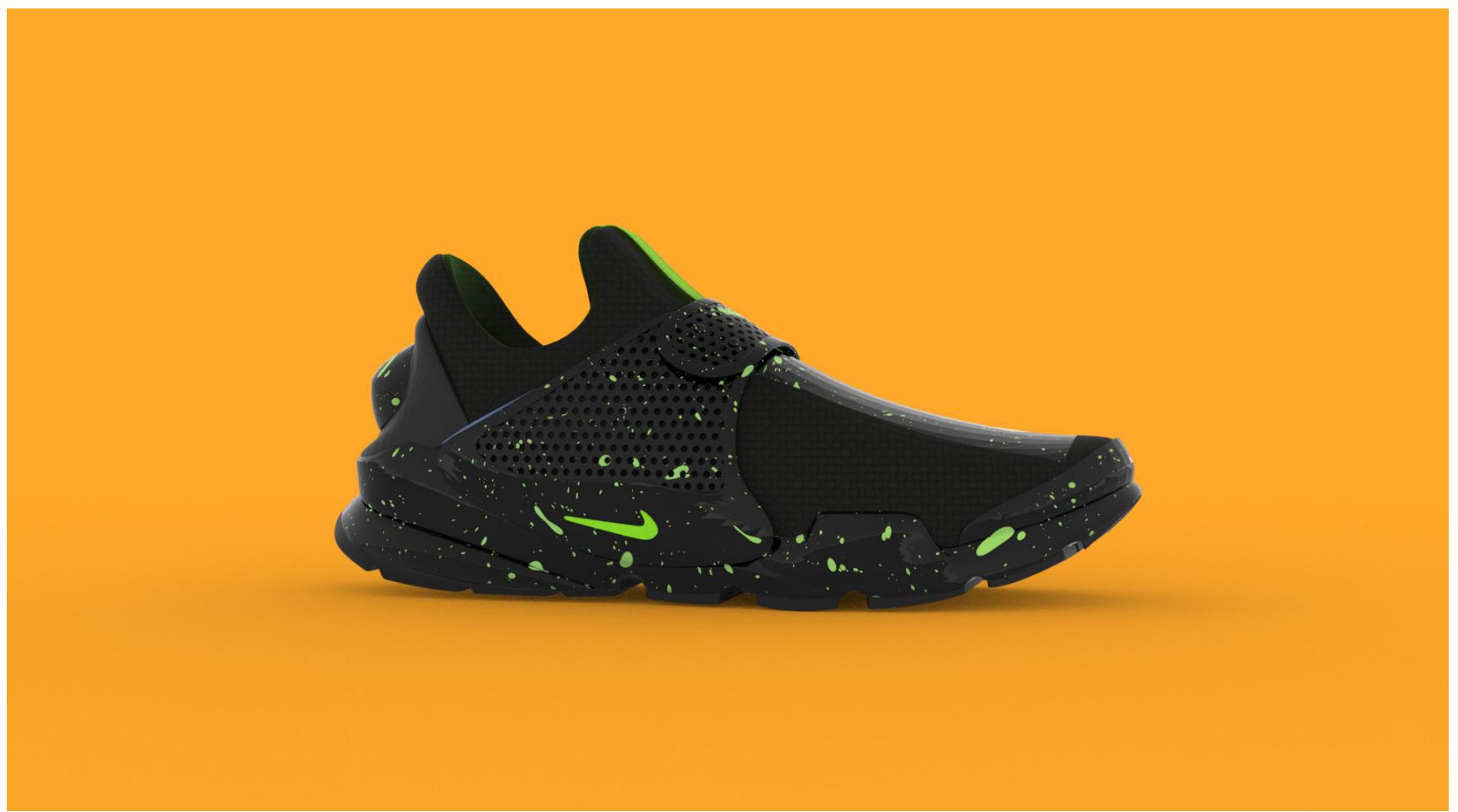
## PRODUCT VISUAL

## 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.





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

**drawing sketch here**