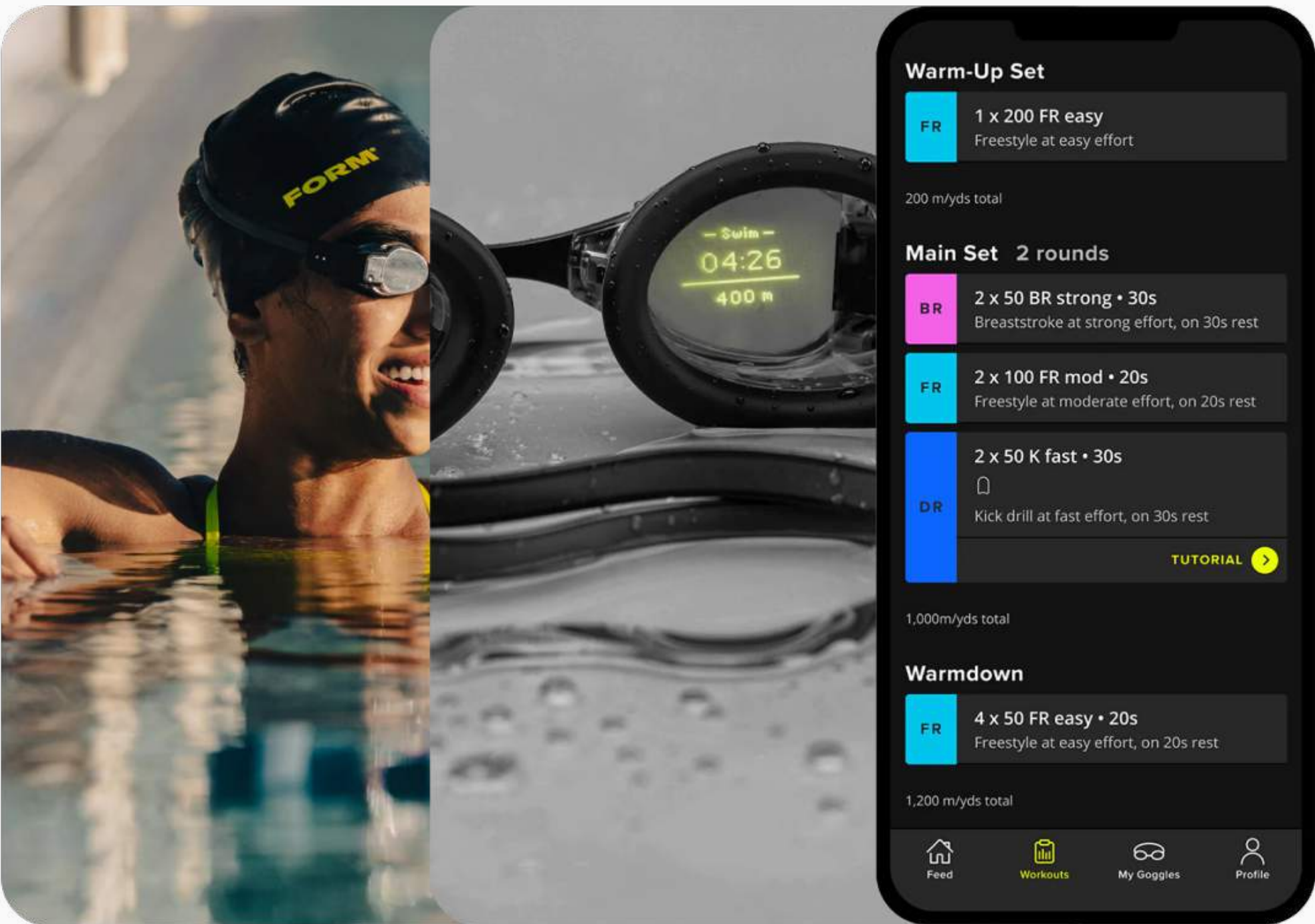


FORM Smart Swim Goggles

Product Design Experience



01At a Glance

In the Fall of 2022, I received an opportunity to work for an emerging sport-tech company, FORM Smart Goggles. As part of their Digital Product team, my projects focused on enhancing the experience on their mobile app, Apple Watch integration, and the Goggle's digital interface. Working on various projects enabled me to collaborate and learn from product managers, developers, data analysts, swim coaches, mechanical engineers and our end-users!

MY ROLE

Digital Product Design Intern

TIMELINE

15 weeks

TOOLS

Figma, Adobe Suite

TOTAL METERS SWAM

8,500 meters

02Project Overview

Throughout the 4-months, I was privileged to be part of a team of 3 senior designers who encouraged me to work alongside them on different projects, and offered guidance as I spearheaded my own design deliverables. On a macro level, I was doing user research, crafting user stories and flows, designing Hi-Fi interfaces and interactions, conducting usability testing, and collaborating with cross-functional teams of PMs, developers, and QA engineers. I was able to complete 2 user research projects, deliver 3 micro features, and help design and test 2 major features. While I can't disclose the details of the projects due to the NDA, I've listed a brief summary of the projects I've worked on - feel free to connect with me to learn more!

UX Research - Membership Engagement

UX/UI Design - *Achievement* Feature

UX Research - Amazon Purchasing Flow

UX/UI Design - *Last Swum* Feature

Interface Design - Home Tab, Plans, and refreshing old UI

UX/UI Design - *Start Date* Feature

03Key Takeaway

The 15 weeks went by in a blink of an eye, and I wasn't able to fully appreciate my tenure until I had a chance to reflect on it. I was fortunate to work alongside 12 other interns - who I now call friends of mine, learned more about design and product lifecycle in 4 months then I did in 2 years of school, and rekindle my interest for swimming and endurance training.

The Design Process involves more than just the end-user

In an academic setting, I'm constantly championing the user and tend to ignore development constraints. As I began working in cross-functional teams, I started understanding the importance of considering engineering capacity, product strategy and roadmap, and delivering designs that are based on data and statistics. Nonetheless, throughout the 15 weeks I shared many conversations and open dialogue with our users, which empowered me to become more of an empathetic and open-minded designer.

Delivering feedback and Digesting input

A goal of mine in 2022 was to become a better listener; instead of half-listening and half-preparing what I'll be saying next, I wanted to hone all my energy to the speaker. That quickly became a struggle during feedback sessions as I tried to formulate thought while consuming jargon and trying to fit the pieces together. I did slowly become better at digesting content quicker, but that wasn't the problem; the issue was I wasn't fully invested in the speaker. I realized that feedback doesn't have to be instant and quality feedback could also wait, but first it requires purposeful listening.

Practice makes Progress

Learning from other designers and utilizing Figma everyday has driven my process to become more productive. After familiarizing myself with FORM's extensive design system, learning how to effectively work with components and variants, and building off others' designs, I was able to conserve time in crafting screens and shift it to more lateral ideation and thorough hand-offs to engineers.



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Always open to chat about work, aspirations, advice, or shared interests. ☺

