

ELISE WIELAND

Winter 2016

1. About Me //facts and tidbits

Education:

University of Virginia

Bachelor of Arts in Computer Science, Graduated Dec. 2015

Minor in Studio Art with a focus in New Media

HTML/CSS, Python, Ruby, Java, C#, C/C++, MATLAB

Photoshop, InDesign, Illustrator, After Effects, Premiere, Audition,

AutoCAD, Rhino 5, SolidWorks, InkScape

Programming languages I know:

Software I can use:

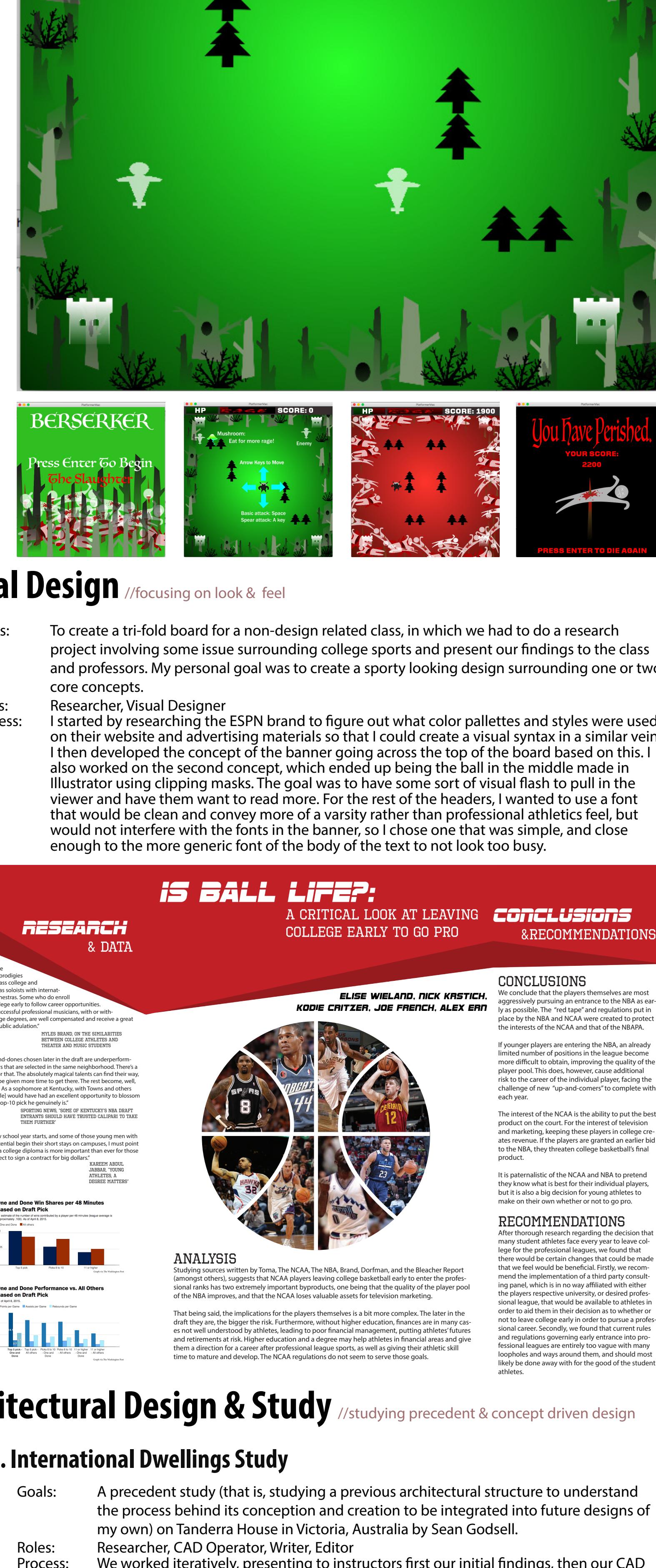
2. UX Design & Development //projects involving usability research & game design

2.A. Used Textbook Matching Service

Goals: To design an app that would match used textbook owners to people looking to buy used textbooks without dealing with the wait involved in online book buying services or the hassle of brick-and-mortar retail. Simply match, meet up to exchange the book, and pay securely through the app.

Roles: Visual designer, usability tester, prototyper

Process: First, we created a the overarching concept for the app. From there, we researched and developed a user base, user roles, and personas. The team then moved to prototyping, in which we first created prototypes utilizing quick sketches and moving into illustrator and indesign to create high fidelity visual designs. We then used the Prototyping on Paper app to do a usability test on our different prototypes and create recommendations on changes

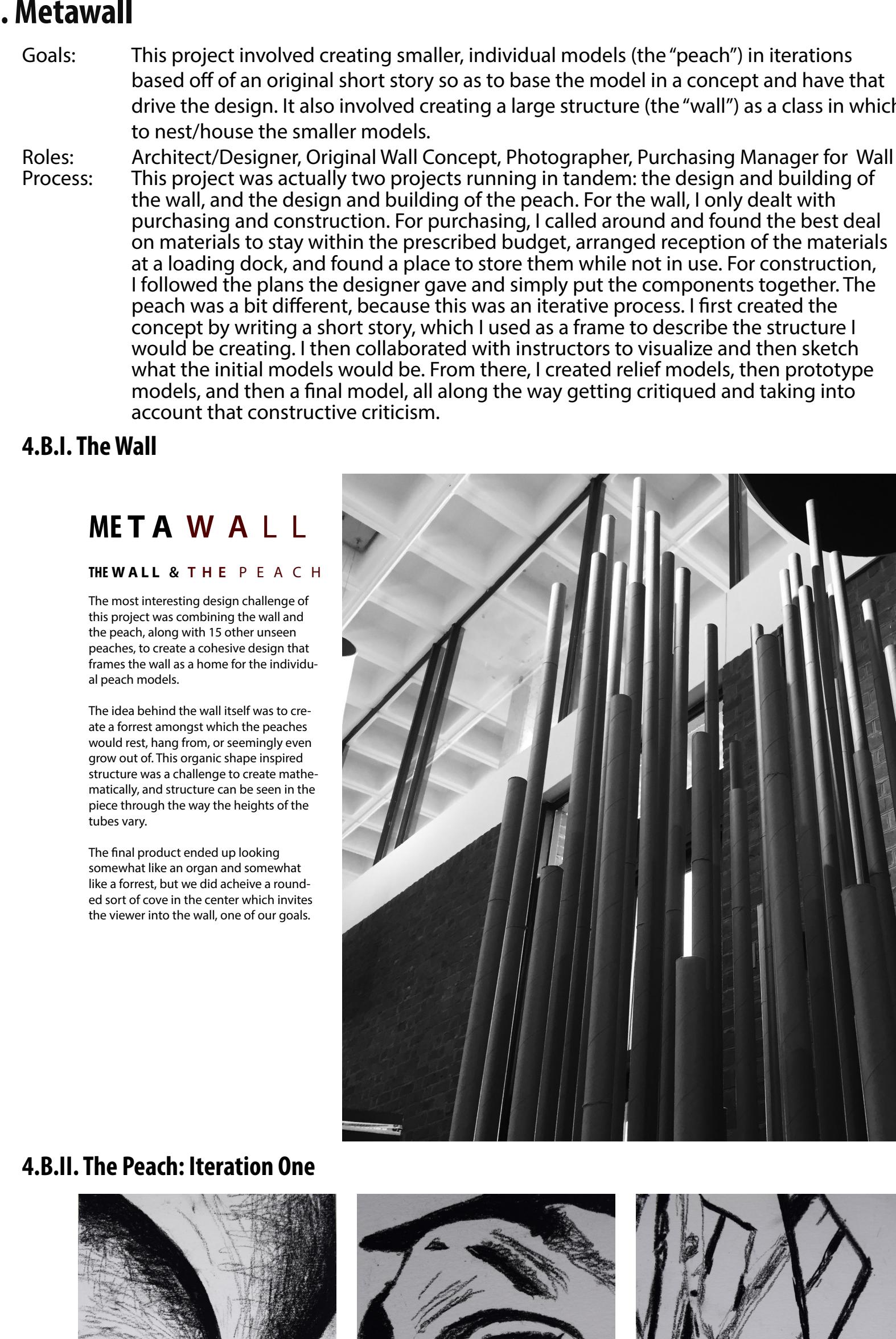


2.B. Berserker

Goals: To design and develop, end-to-end, a battle arena style game in which the protagonist is a viking warrior who must battle enemies, and with the help of power ups progress through the levels and get the highest score.

Roles: Visual designer, project manager, coder

Process: Because we had a highly limited time frame (one month) to fully create this game, the focus was to create a playable and enjoyable game with a somewhat cohesive and appealing visual design, with most of the game functionality present. We worked iteratively, first creating a game concept, then creating documentation about what features we wanted included. After this, we moved on to making a physical prototype of the game. Next, we coded to the first version of the game and created most of the visual assets. After this point we did some usability testing and then made appropriate adjustments to the game and upgraded the visuals.

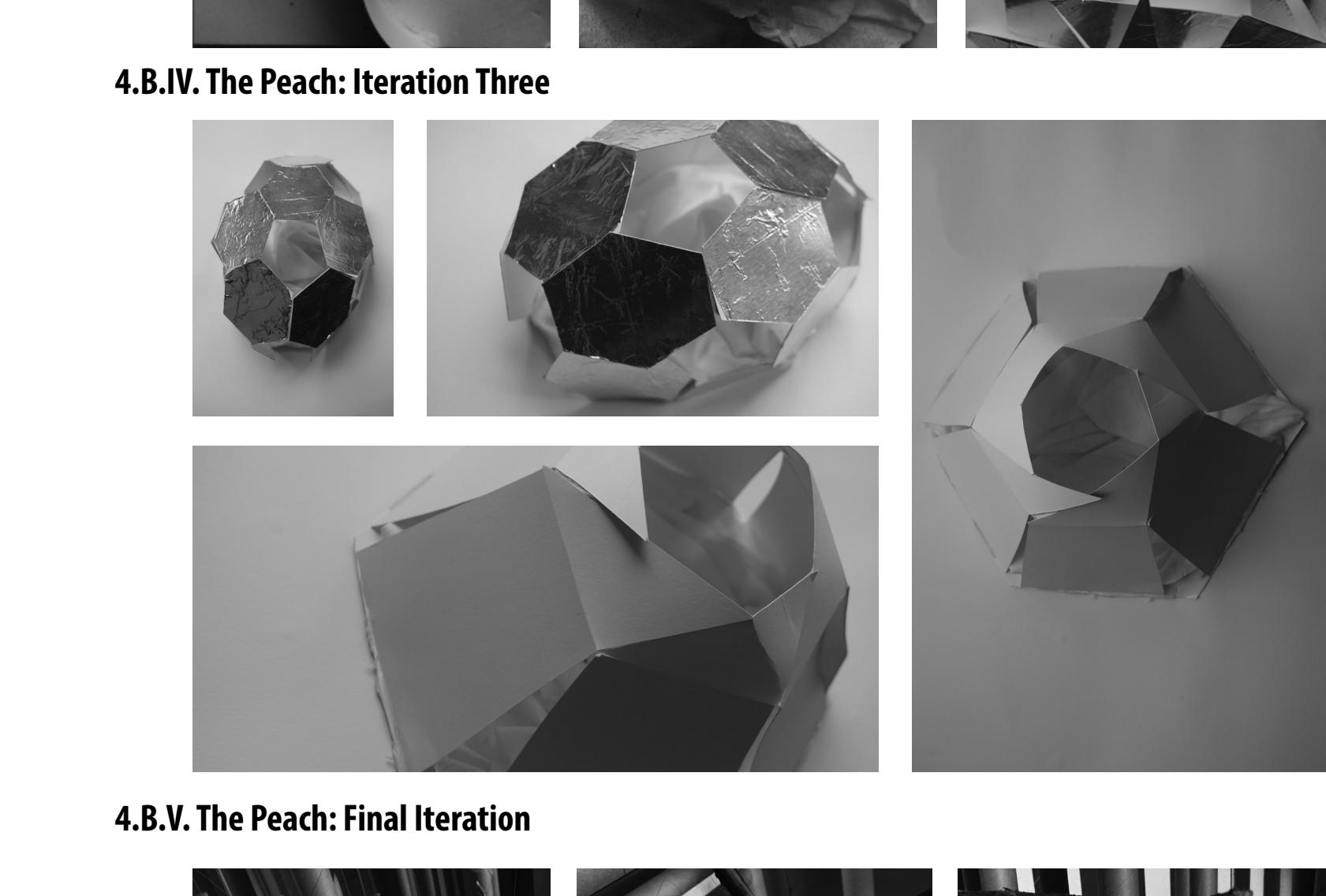


3. Visual Design //focusing on look & feel

Goals: To create a tri-fold board for a non-design related class, in which we had to do a research project involving some issue surrounding college sports and present our findings to the class and professors. My personal goal was to create a sporty looking design surrounding one or two core concepts.

Roles: Researcher, Visual Designer

Process: I started by researching the ESPN brand to figure out what color palettes and styles were used on their website and advertising materials so that I could create a visual syntax in a similar vein. I then developed the concept of the banner going across the top of the board based on this. I also worked on the second concept, which ended up being the ball in the middle made in Illustrator using clipping masks. The goal was to have some sort of visual flash to pull in the viewer and have them want to read more. For the rest of the headers, I wanted to use a font that would be clean and convey more of a varsity rather than professional athletics feel, but would not interfere with the fonts in the banner, so I chose one that was simple, and close enough to the more generic font of the body of the text to not look too busy.



4. Architectural Design & Study //studying precedent & concept driven design

4.A. International Dwellings Study

Goals: A precedent study (that is, studying a previous architectural structure to understand the process behind its conception and creation to be integrated into future designs of my own) on Tanderra House in Victoria, Australia by Sean Godsell.

Roles: Researcher, CAD Operator, Writer, Editor

Process: We worked iteratively, presenting to instructors first our initial findings, then our CAD and axonometric drawings based on house blueprints, then diagrams based on those CAD drawings, and finally physical models based on our CAD drawings. The most important part of this process was taking into account the constructive criticism we received in critique to create a better product in the next iteration.

INTERNATIONAL DWELLINGS

4.B. Metawall

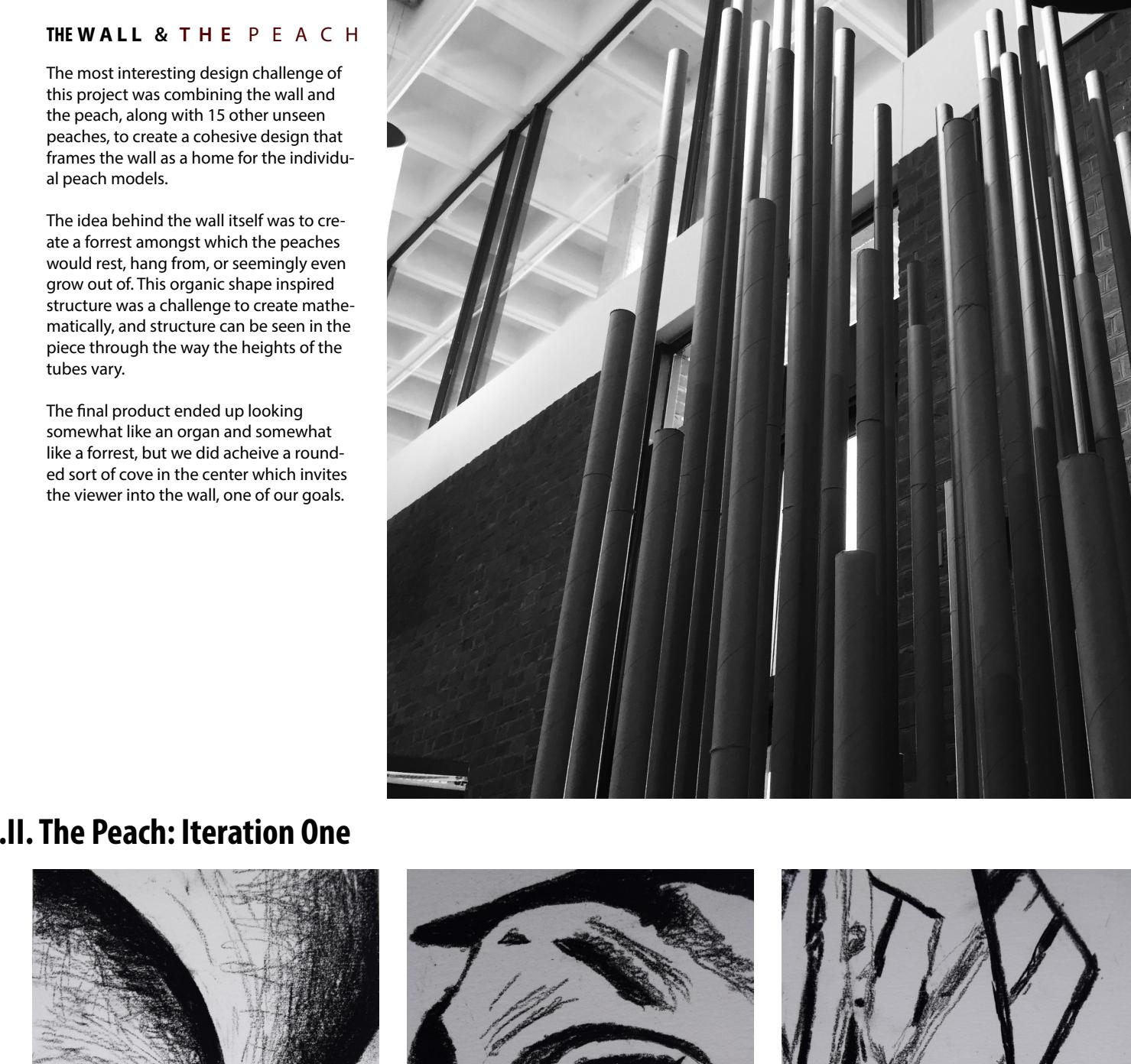
Goals: This project involved creating smaller, individual models (the "peach") in iterations based off of an original short story so as to base the model in a concept and have that drive the design. It also involved creating a large structure (the "wall") as a class in which to nest/house the smaller models.

Roles: Architect/Designer, Original Wall Concept, Photographer, Purchasing Manager for Wall

Process: This project was actually two projects running in tandem: the design and building of the wall, along with the design and building of the peach. For the wall, I only dealt with purchasing and construction. For purchasing, I called around and found the best deal at a loading dock, and found a place to store them while not in use. For construction, I followed the plans the designer gave and simply put the components together. The peach was a bit different, because this was an iterative process. I first created the concept by writing a short story, which I used as a frame to describe the structure I would be creating. I then collaborated with instructors to visualize and then sketch what the initial models would be. From there, I created relief models, then prototype models, and then a final model, all along the way getting critiqued and taking into account that constructive criticism.

4.B.I. The Wall

4.B.II. The Peach: Iteration One



4.B.III. The Peach: Iteration Two

4.B.IV. The Peach: Iteration Three

4.B.V. The Peach: Final Iteration

