

# HOLLY JIN

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Design Strategy Work Sample 2022

Hello! I'm

# Holly

I'm a strategist and creative passionate about solving problems at the intersection of human experience, design, and data to uncover new business opportunities and drive organizational change. I ask questions to define the "why" and tell the story of "how" with data analytics and human-centered research.

I'm currently a Design Strategist at Gensler. Previously, my work has taken me around the globe, including designer at Payette Associates and Sou Fujimoto Architects (Japan), and Design Manager Intern at Vanke Real Estate (China).

Outside work, I enjoy exploring creative coding and building new experiences in Metaverse.

Let's Chat!



## MY SKILLS

### Professional

Survey Design and Analysis  
Workshop Design and Facilitation  
User Interview  
Data Analytics  
Prototyping  
Workplace Strategy  
Real Estate Portfolio Strategy  
Change Management  
Experience Design

### Creative

Adobe Creative Suite (InDesign, Illustrator, Photoshop, Premiere Pro)  
3D Modeling and Rendering (Rhino, AutoCAD, Revit, Google Sketchup)  
Miro  
Figma  
Qualtrics / SurveyMonkey

### Technical

Python  
JavaScript  
CSS / HTML / Bootstrap  
SQL  
Tableau  
PowerBI  
Wix  
Microsoft Suite (Word, Excel, PowerPoint)



## CONTACT

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## EDUCATION

**Rice University**  
Bachelor of Art, 2014  
Bachelor of Architecture, 2016  
*Cum Laude*

# SELECTED WORK

PROJECT

**01**

Workplace Strategy • Experience Design • User Research

**Envision the Future of Work For a Media Organization**

PROJECT

**02**

Data Analytics • Prototyping • Digital • Workplace Intelligence

**Data Measurement Strategy For Workplace Pilot**

PROJECT

**03**

Forecasting Analytics • Web Development • Real Estate Strategy

**Occupancy Simulation Tool to Forecast Space Utilization**

PROJECT

**04**

User Experience Design • Prototyping • Technology

**Physical and Digital Prototyping as a Design Tool**

PROJECT

**05**

Creative Coding • Art • Digital

**Outside Work**

Workplace and Culture Strategy

# FUTURE OF WORK

A public media company looks to envision **their future of work**. Emerging from the pandemic, they face a unique opportunity to create a **consolidated workplace** with a **united culture** that allows **brand uniqueness** within a broader ecosystem.

## PROCESS

- Designed the interview and focus groups, facilitated several engagements
- Synthesized findings from engagement
- Proposed workplace strategy and design concepts

How can a multi-brand media company re-align their [redacted] workplace to who they are and how they work post-pandemic?

## KEY CHALLENGES:

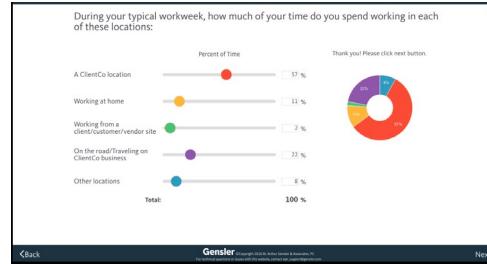
- The headquarters hasn't been refreshed for a decade and is no longer aligned with their vision.
- Each brand within the organization has its own strong identity and unique culture.

# Engagement Process

Over 4 weeks, our team conducted extensive user engagement to collect both quantitative and qualitative data to understand their unique challenges in culture, space, technology, and policy.

## EMPLOYEE SURVEY

**670** Responses



## DEPARTMENT LEADERSHIP INTERVIEWS

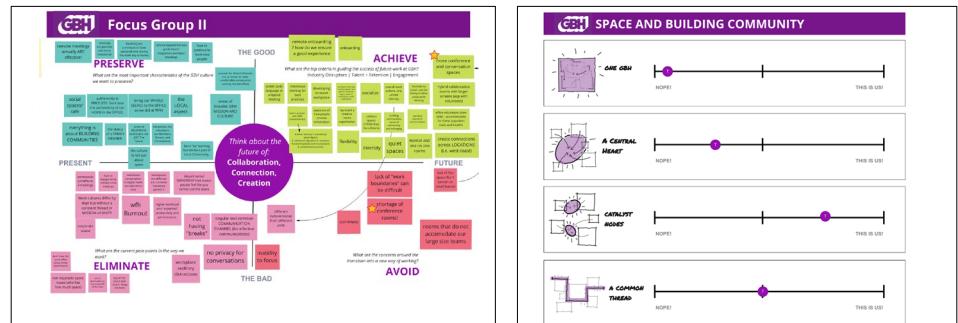
**26** Interviews

## Departments interviewed:

Foundation	Facilities	Development/Board Relations
DEI	Business Services	Legal and Royalties
Accounting	Technology	Marketing
Financial Planning	Education	National Programs
Local News and Radio	TV	GBH Enterprises
Membership	COO Units	Digital Services
Children's Media	Human Resources	Local and National Sponsorship
Media Library		

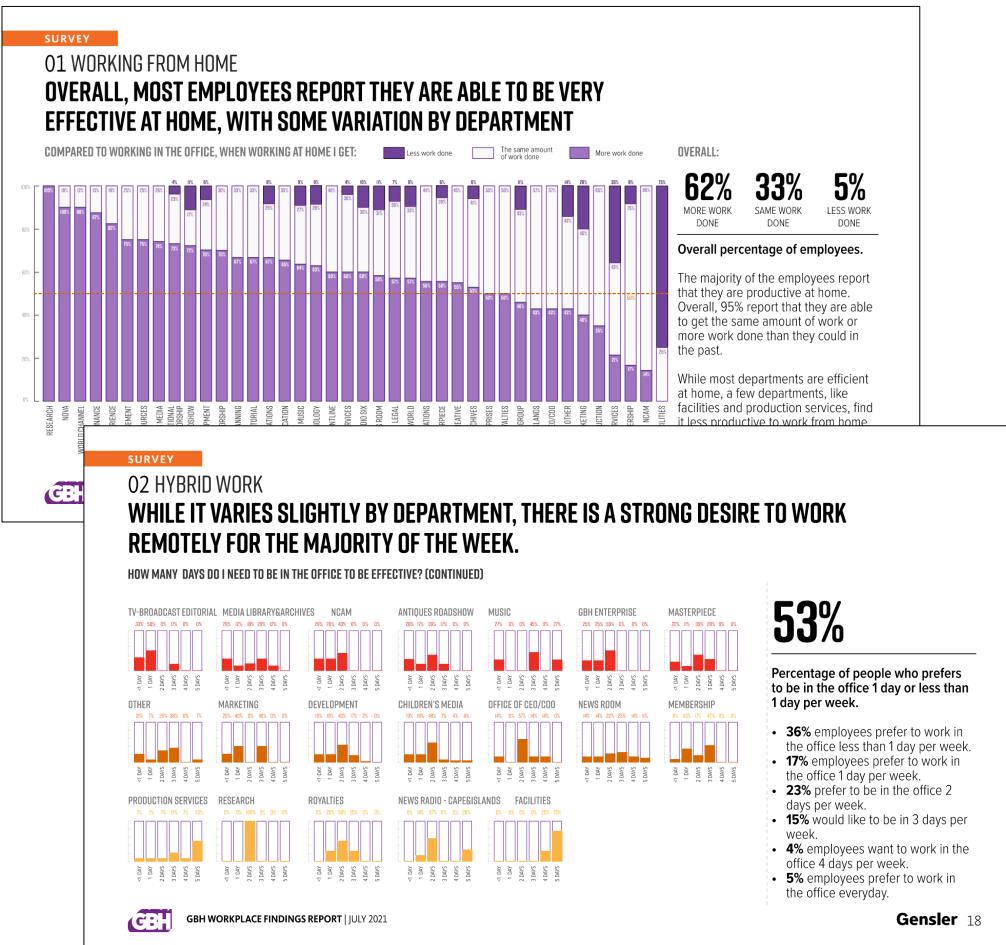
## EMPLOYEE FOCUS GROUPS

**2** Focus Groups

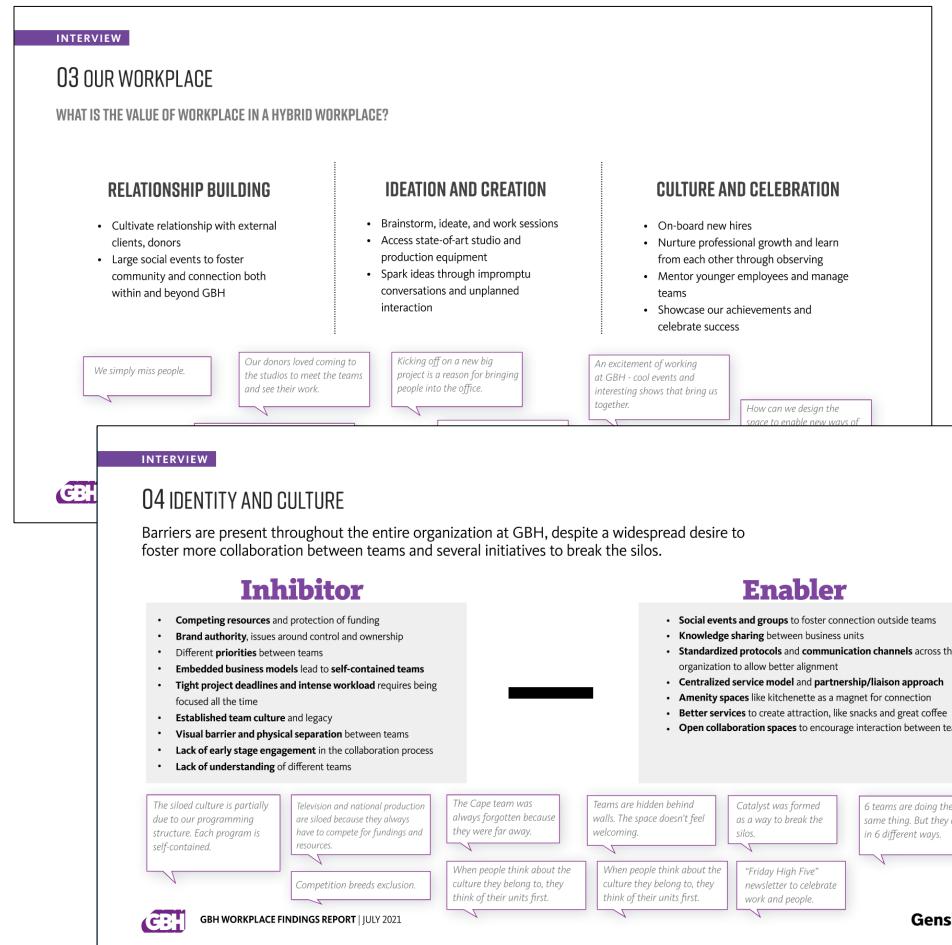


I synthesized insights from the engagement process and developed a findings report that outlines key themes as well as brand-specific elements to consider for future of work at [REDACTED].

## EMPLOYEE SURVEY SYNTHESIS



## LEADERSHIP INTERVIEW FINDINGS



## Key Themes Emerged From Engagement

*What we heard:*

HYBRID WORK EXPERIENCES



We never stopped producing. In fact, we gained new business in the last year of remote work.



*Strategic goal:*

*How do we continue to provide flexibility and choice while continuing to grow our business?*

*What we heard:*

BRAND IDENTITY AND CULTURE



While we are unique because of multiple brands, the separation between teams leads to silos.



*Strategic goal:*

*How can we break the siloes and foster synergies between brands in our future ways of working?*

*What we heard:*

WORKPLACE ASPIRATIONS



Our workplace needs to reflect who we are as a public media company.



*Strategic goal:*

*How can we tell the story of who we are and celebrate our community-focused identity within the space?*

PROPOSED FUTURE WORKPLACE ECOSYSTEM

# "Borderless Neighborhood"

*What should their future workplace look like?*

## 1 "Broadcast ready"

All spaces should be "broadcast ready" - not only at the scale of production studios, but also **within the workplace**, in areas such video conferencing booths.

## 2 Breaking the siloes

Mixer zones between work neighborhoods and amenity anchors will **foster synergies between teams** and **provide equal access to various types spaces**.

## 3 Telling the untold stories

The **kit of parts strategies** provides flexibility to **meet teams' needs** and celebrates **GBH as a community focused media organization**.



Design Concept Visualization for Future Workplace  
(In collaboration with Design Team)

Workplace Intelligence and Analytics

# DATA MEASUREMENT STRATEGY

A fortune 100 insurance company is piloting a new workplace model to elevate their entire global portfolio. We were engaged to help their real estate team establish a **data measurement “master plan”** to leverage data analytics to **evaluate the effectiveness and experience of new workplace**.

## PROCESS

- Led a 3-person team of UI/UX design and data analysts to develop the dashboard prototypes and automation
- Defined key measurement metrics and analyzed multiple spatial and operational datasets
- Framework and roadmap development

How can we measure workplace performance and quantify employee experience with integrated analytics?

## KEY CHALLENGES:

- Identify dispersed data across the organization and create a streamlined process to store
- Establish strategic goals and key measurement metrics to deliver the right types of insights to various stakeholders
- Prototype data reporting process and help Corporate Real Estate team create a roadmap to build their analytics capabilities

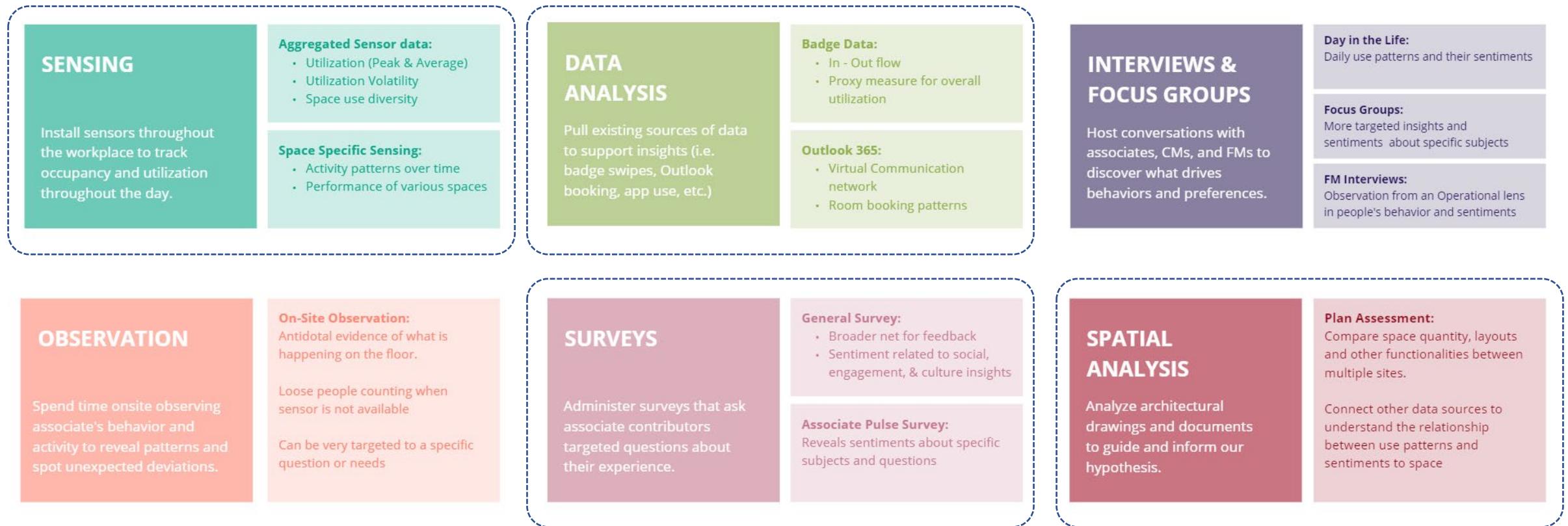
# Strategic Framework to Measure the Success of Pilot Workplace

We proposed a data-driven framework to define key areas of measurement and quantifiable success factors, utilizing a wide array of data collection methods to obtain insights.

What are we measuring?		How are we measuring?					
		SENSING	DATA HARVESTING	INTERVIEWS/ FOCUS GROUPS	OBSERVATION	SURVEYS	ARCHITECTURAL ANALYSIS
<b>Collaboration</b>	Accessible, well-connected and effective collaboration	SENSOR DATA	CONF. RM DATA ROOM BOOKING DATA BADGING DATA	FOCUS GROUPS SELECT INTERVIEWS	FM FEEDBACK OBSERVE STUDY	PULSE SURVEY COMMUNITY MANAGER SURVEY	SPATIAL ANALYSIS + MAPPING
<b>Engagement</b>	Supportive engagement with workflow, service, technology and policy		FOOD VENDING DATA, TICKET DATA				
<b>Space Design</b>	Fit-for-purpose and well-proportioned space and amenities						
<b>Experience</b>	Preferred workplace experience and interactions						
<b>Productivity</b>	Perceived and measured productivity where applicable			MANAGER INTERVIEWS			

# Identify and Streamline Data Collection Process

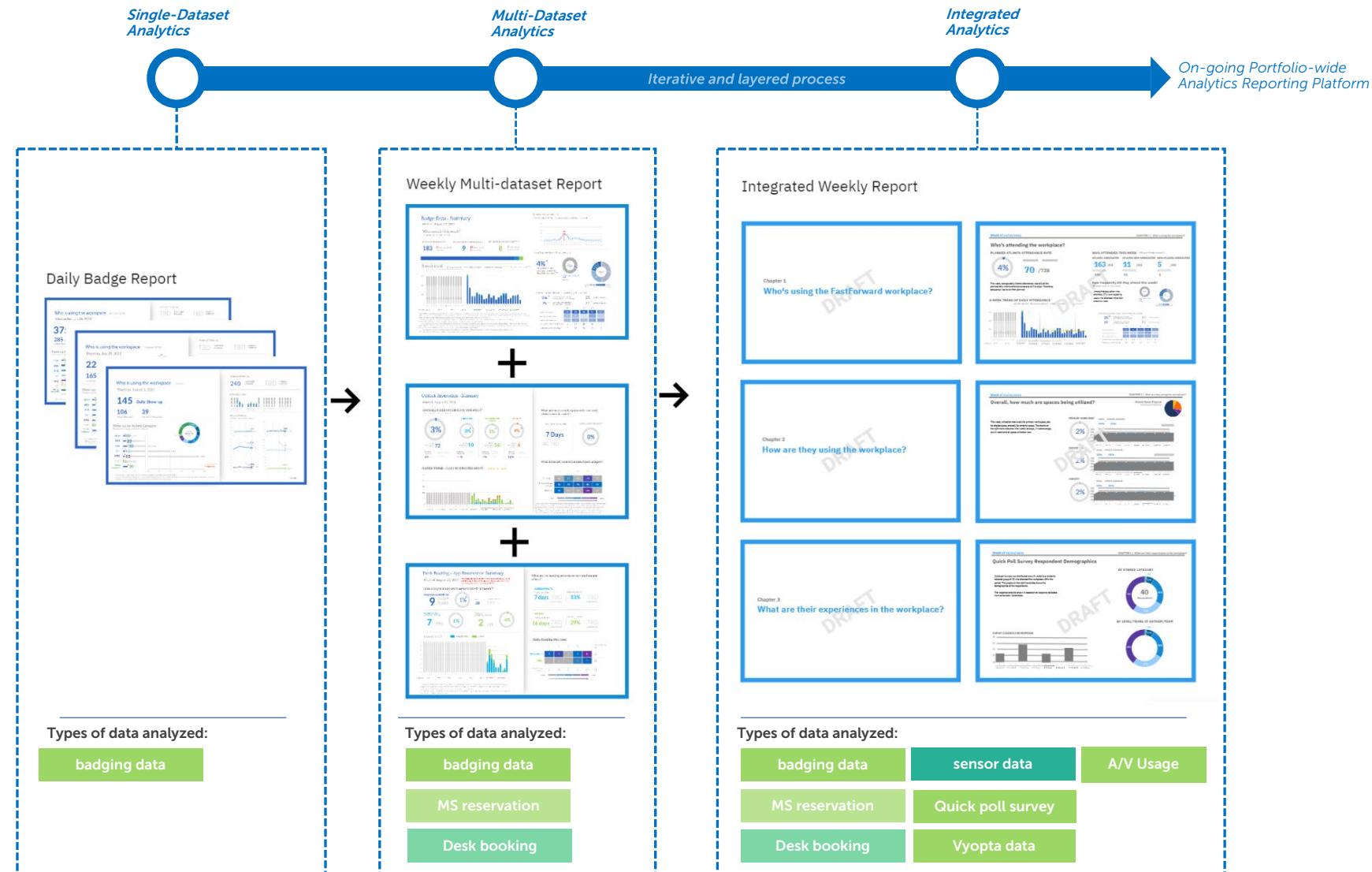
We worked with a wide range of functions and teams within the organization to identify available data and establish streamlined processes to receive and transform data.



\*Framed categories showed the areas my team members and I owned

# Data Reporting Roadmap

Over the course of 5 months, our team worked with Corporate Real Estate team to determine key measurement metrics, reporting structure and cadence. We analyzed multiple datasets from one pilot location and created several workplace data reports.



# Workplace Reporting Platform Prototype

I led a team of UI/UX designers and data analysts to build an automated report dashboard prototype that is agnostic of technology platforms, with the goal of ultimately scaling it to an on-going, portfolio-wide analytics report platform.



Example Page From Monthly Report Dashboard For One of the Pilot Locations

# OCCUPANCY SIMULATION TOOL

Seeing a market need for a better way of predicting workplace footprint demand, I built a web-based simulator that forecasts workplace attendance based on Monte Carlo algorithm.

## PROCESS

- Simulation algorithm development
- UI/UX design, web development
- Roll-out and onboarding across the strategy team

How can companies anticipate their workplace utilization and right-size real estate footprint post-pandemic?

## KEY CHALLENGES:

- Compared to the full-time in-office work model, hybrid work introduces more dynamic space usage patterns and attendance behaviors
- Future workplace need to be more flexible to meet the evolving needs
- Historical benchmark data is no longer the best indicator of future workplace utilization

# Forecast Workplace Attendance Using Simulation

## Why simulation?

Probabilistic modeling allow us to simulate employee attendance and predict the range of attendance demands to make informed and risk-based decisions.

### Input-Based Simulation

Leverage different types of data (HR policy, leadership input, employee survey). Does not rely on historic data.

### Explore Scenarios

Fast and iterative process to explore multiple scenarios and adapt evolving workforce behaviors

### Build Confidence

Optimize decision-making that mitigates risk variables based on probabilistic scenarios

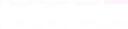
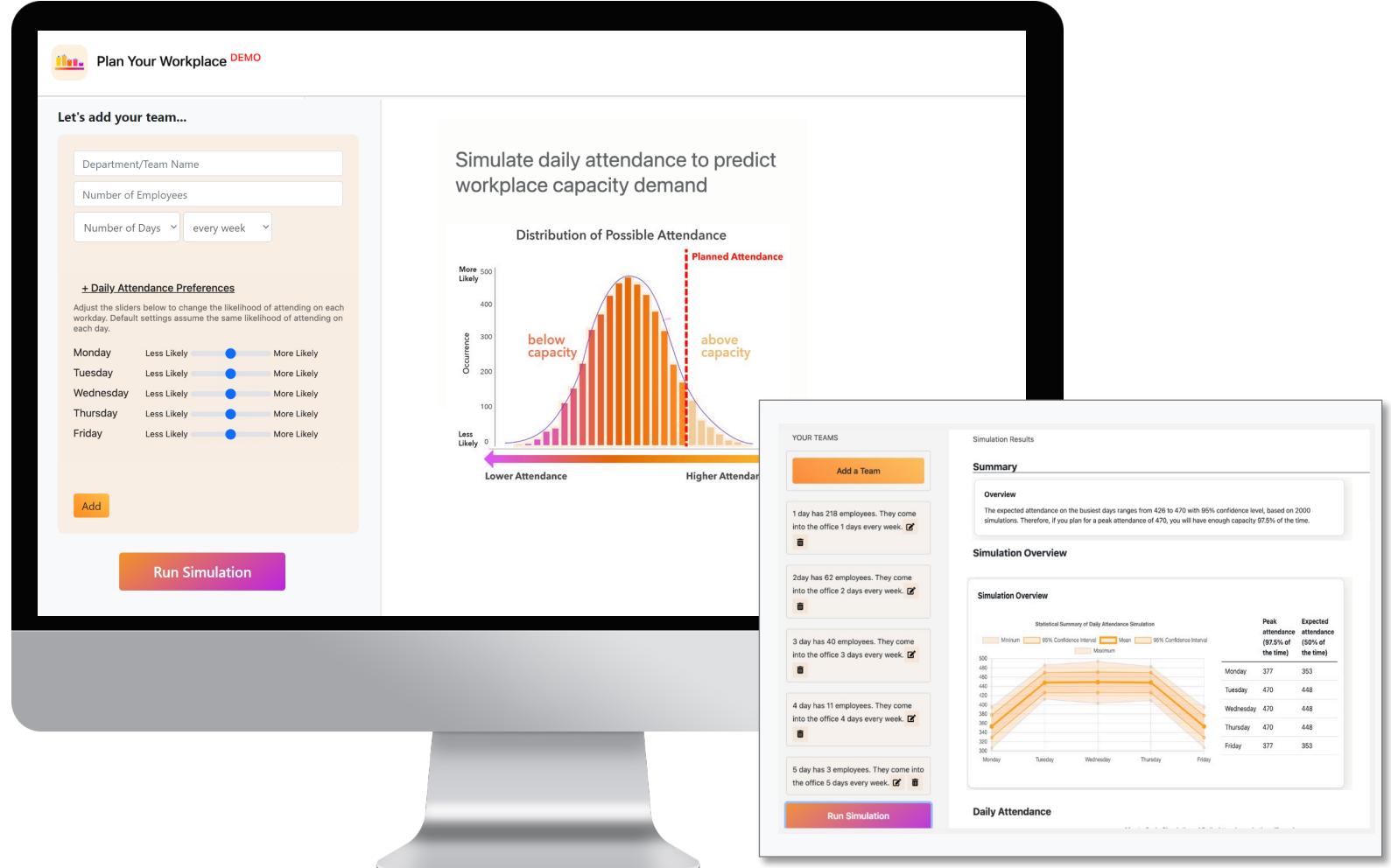
	 <1 day/week Unassigned	 1-2 days/week Unassigned	 2-3 days/week Assigned	 3-4 days/week Assigned	 4-5 days/week Assigned
Upper Limit:	1 day/week	2 day/week	3 day/week	4 day/week	5 day/week
Lower Limit:	0 day/week	1 day/week	2 day/week	3 day/week	4 day/week
Pattern 1					
Pattern 2					
Pattern 3					
Pattern 4					
Pattern 5					
Pattern 6					
Pattern 7					
Pattern 8					
Pattern 9					
Pattern 10					
Pattern N					

Diagram Demonstrating Possible Attendance Patterns

# Web-based Workplace Attendance Simulation

I wrote the simulation algorithm and built the web-based tool that allows fellow strategists to forecast workplace attendance based on frequency, day-of-week preferences, and team size.

The simulation tool has been leveraged to optimize global real estate portfolios, ranging from headquarters consolidation to portfolio-wide planning.



## USE CASE 1

# Peak Attendance Analysis

Model peak attendance in multiple scenarios to understand over/under capacity situations and evaluate the current and proposed design

## DATA INPUT

- Employee Survey

## APPLICATION

- Forecast risk and gut check
- Inform space program



## USE CASE 2

# Building Optimization

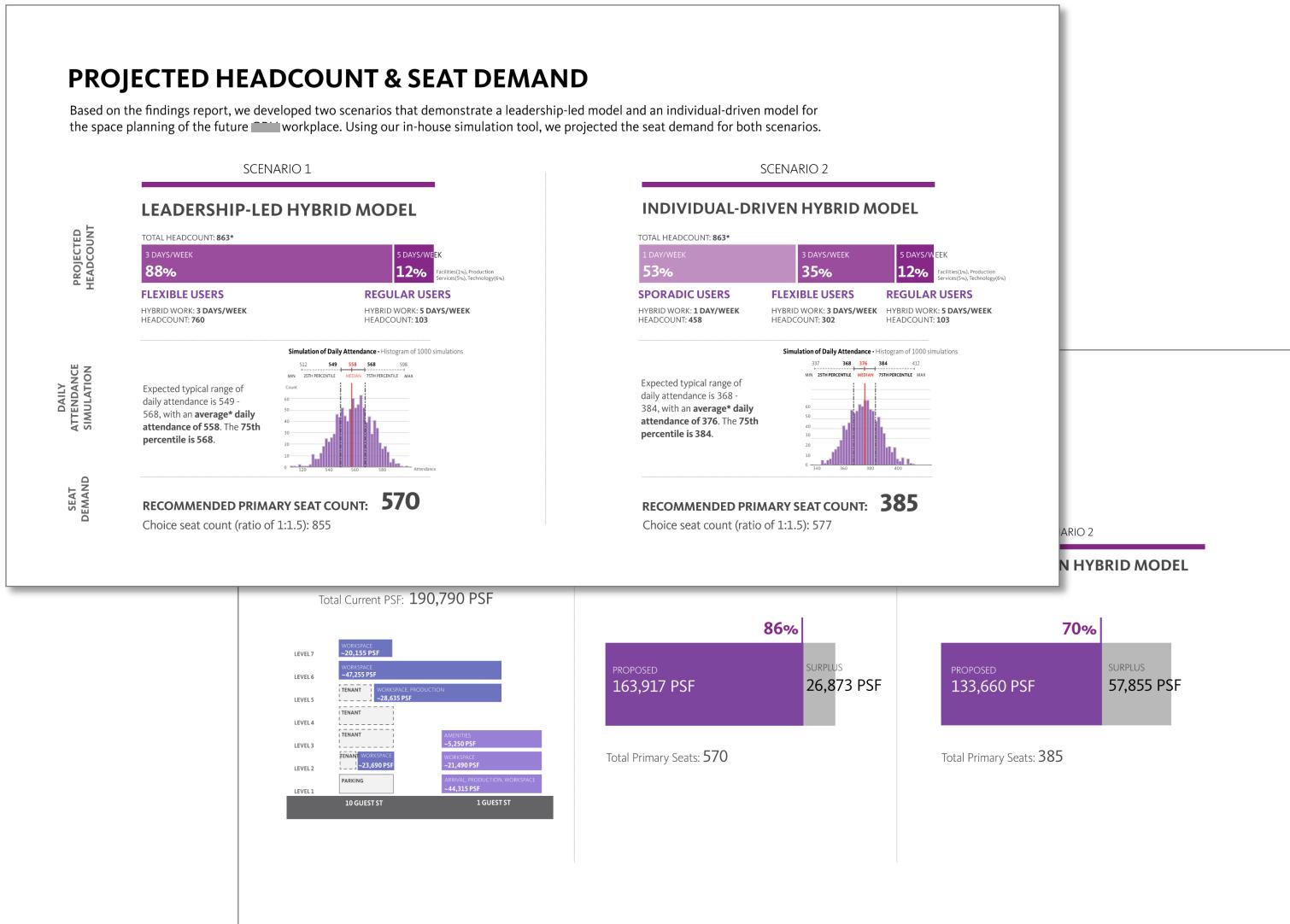
Map the range of expected future workplace space needs to understand how much portfolio reduction can be achieved

## DATA INPUT

- Employee Survey
- Leadership Engagement

## APPLICATION

- Build best/worst scenarios
- Understand the range of square footage needs



# PHYSICAL AND DIGITAL PROTOTYPING

Creating an interactive design evaluation process using physical mockup, virtual reality technology, simulation, and feedback tools to engage user groups and key stakeholders.

## PROCESS

- Worked with technologists and fabricators to create real-size physical mockups augmented by VR technology
- Hosted tours and user focus groups, designed survey and analyzed user feedback

How can we create an immersive experience to help stakeholders better evaluate design decisions?

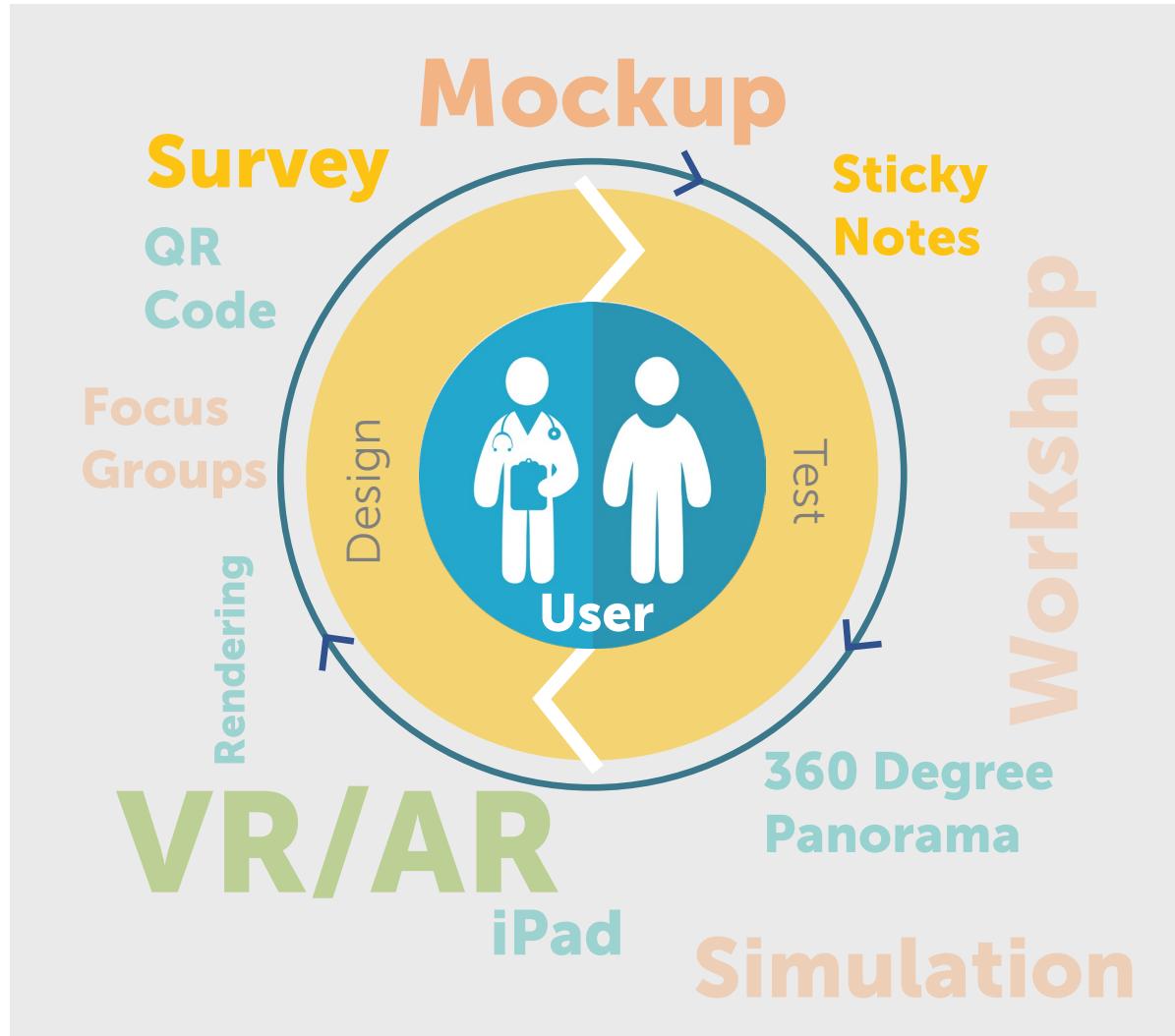
Personalized patient experience is at the heart of healthcare design and delivery nowadays.

#### OPPORTUNITY

Healthcare designers have been long relying on physical mockup to validate design with key stakeholders. However, with increased focus on patient experience and new technology, a **more integrated and interactive evaluation process** is needed to engage all stakeholders and deliver design for a better patient experience.

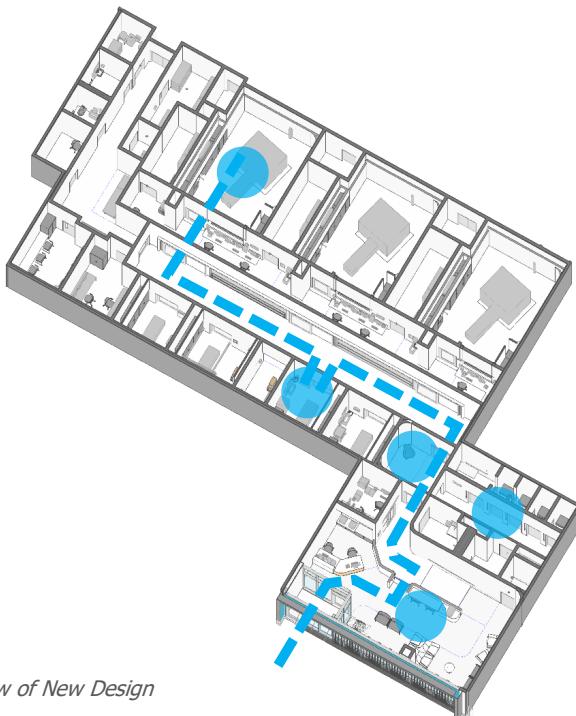
#### OUR APPROACH

I advocated a new design evaluation process that pairs physical mockup with **virtual technology(VR/AR)** and **user surveys**. I also utilized our in-house fabrication lab to build the mockup, which allow us to integrate design and build process and decrease the overall cost.



## Case Study 1: Evaluating a New Operation Model for an Imaging Clinic

We designed a new flow for MGH's Imaging clinic, which will **increase operating efficiency** and **enhance patient experience**. To test this model, we created a physical mockup and used virtual technology to evaluate spatial and interior design.



3D View of New Design

### Evaluating Criteria

- 01
- 02
- 03
- 04

#### **10 feet corridor width**

Ensure the width is sufficient for moving around mobile MRI tables between the MRI scans.

#### **Equipment locations**

Evaluate the locations of all devices to ensure they work with staff workflow.

#### **MRI table workflow**

Simulate transporting patients on the mobile table to test the workflow.

#### **Operation Efficiency**

Access the workflow of patients' journeys from the prep room to the scan room.

# Technology Enhanced Evaluation Process

**VR STATION**  
We set up a VR station where everyone can virtually walk through the space wearing goggles.

**MRI MOCKUP**  
We set up a VR station where everyone can virtually walk through the space wearing goggles.

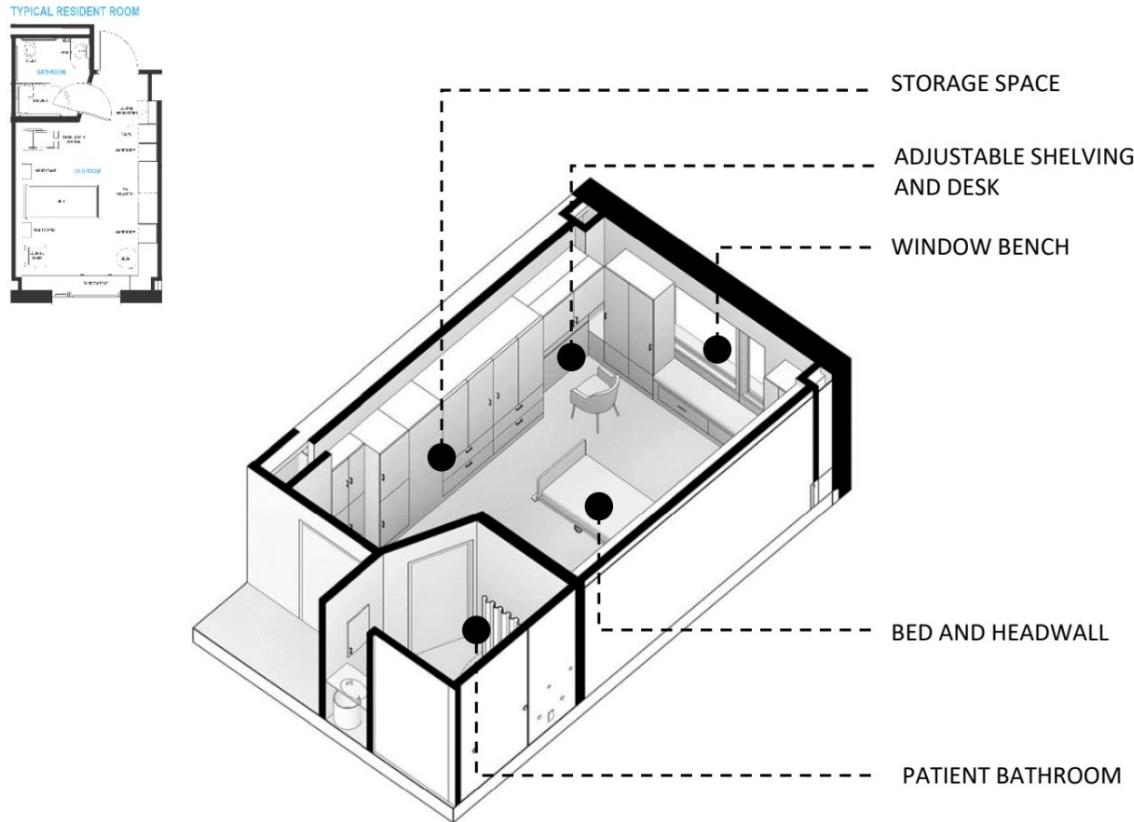
**SIMULATION**  
Clinical staff performed a live simulation of moving patient from the prep room to the MRI room to test the time and efficiency.

**USER WORKSHOP**  
We set up a VR station where everyone can virtually walk through the space wearing goggles.

**QR PANORAMA**  
We set up a VR station where everyone can virtually walk through the space wearing goggles.

**CUSTOM APP**  
With the in-house 3D visualization team, we developed a custom app for a VR experience on iPad.

## Case Study 2: Evaluating a Patient Room in a Long-term Care Facility



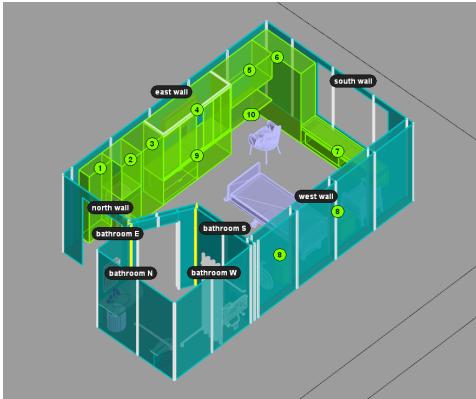
To evaluate the design of a typical resident room in a 154-bed long-term care facility for veterans, we want to focus on those aspects:

- 01** General Layout of the Room
- 02** Storage Space Capacity
- 03** Accessibility Features
- 04** Bathroom Configuration
- 05** Nurse Workflow
- 06** Family Visitor Space



## Design and Plan

I designed the mockup using 3D modeling and coordinated with fabricators to produce drawings.



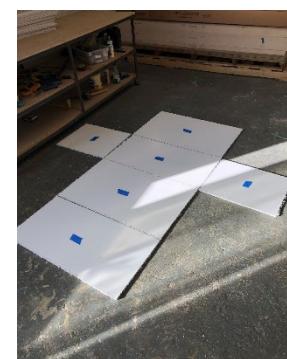
## Fabricate and Build

We spent three days fabricating and assembling the mockup on site, and created rendering visualization.



## User Evaluation

We carried out a two-month evaluation process, during which we conducted open house tours, user group workshops, and collected feedback.



## Informed Design Decisions and Increased Patient Experience

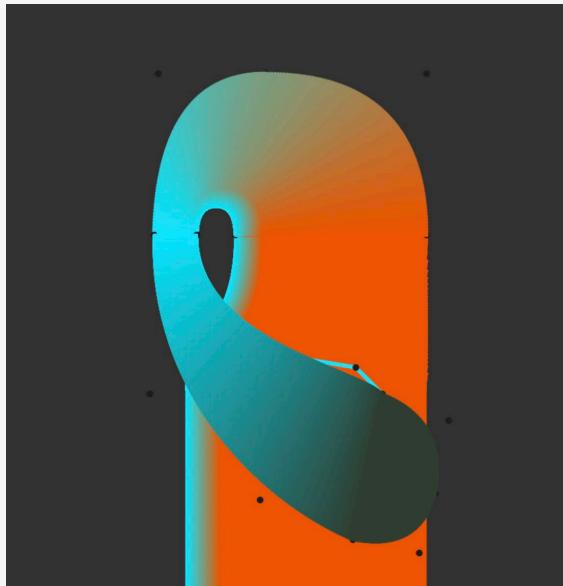


The 2-month evaluation process informed several important **design changes** that lead to **greater patient experience**. By engaging the accessibility expert in our process, we were also able to **attain approval** from Massachusetts Accessibility Board for special design features that enhance the overall experience.

# Outside Work

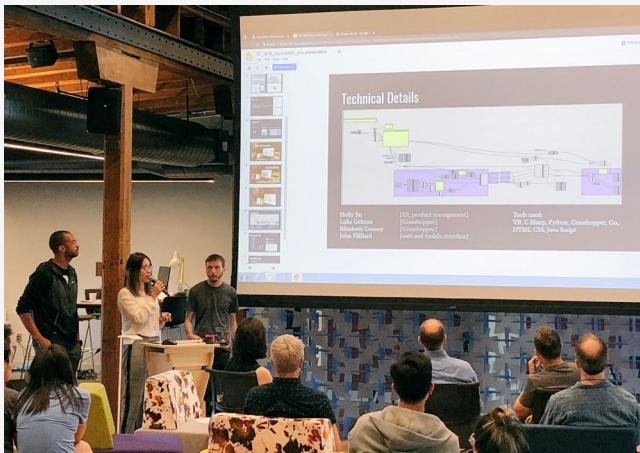


Sketched Fashion Show Design and Modeled at IIDA Fashion Show



```
> sketch.js
Saved:
1  function setup() {
2    createCanvas(600, 700);
3    angleMode(DEGREES);
4    noLoop();
5
6    twist1 = new Twist();
7    //twist2 = new Twist();
8
9
10   function draw() {
11     //let color1 = color(102, 230, 255);
12     //let color2 = color(255, 85, 0);
13     //let color3 = color(255, 85, 255);
14     //let color4 = color(50, 205, 50);
```

Exploring Digital Art By Coding in p5.js



Building Experiences in Metaverse (CryptoVoxel)

Pitched Our Project  
"J3lly" at a Design  
Technology Hackathon



I also built a fully edible  
gingerbread house

Let's Chat!

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