

# Portfolio

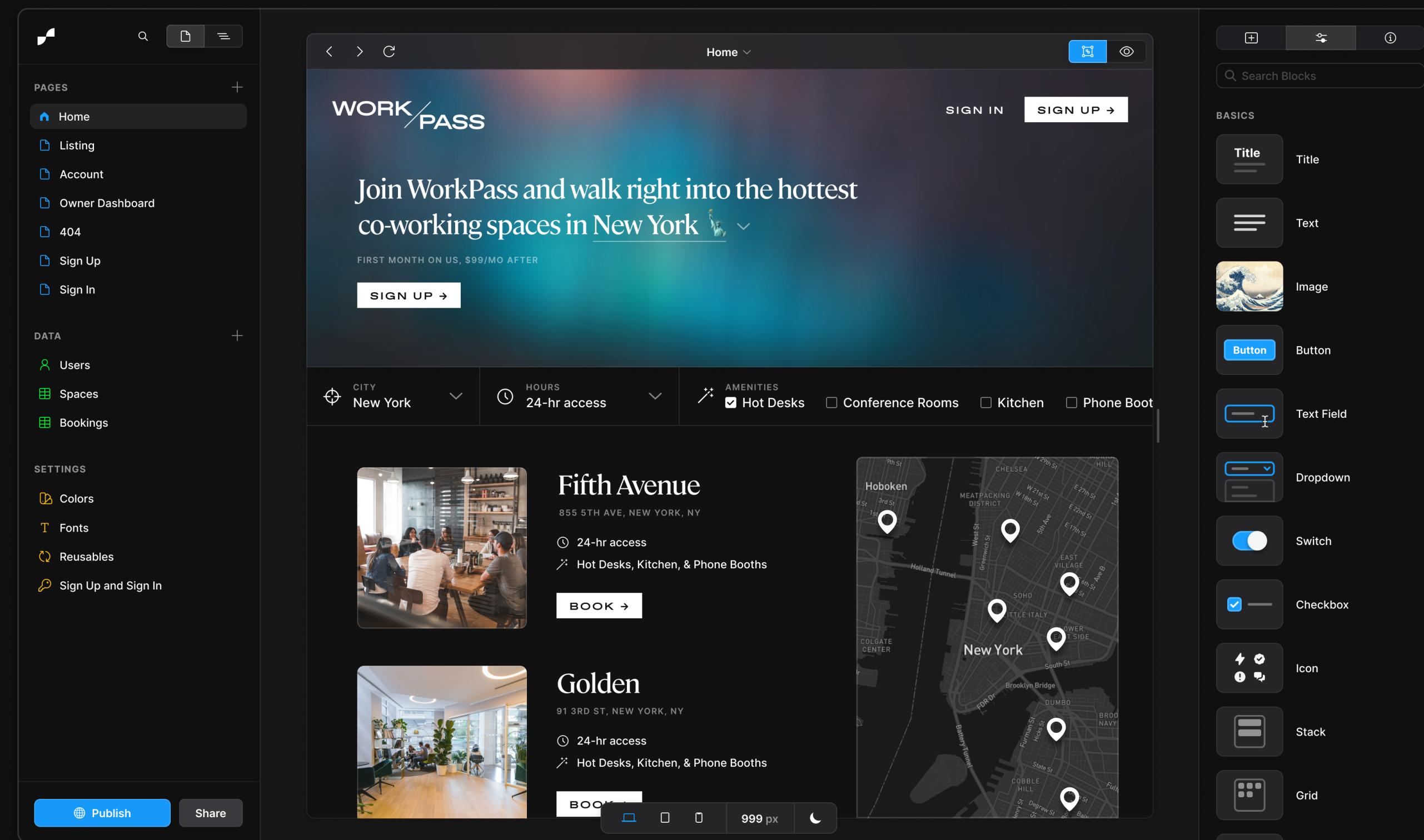
IZU ELECHI



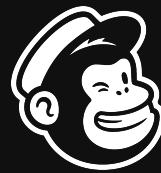
B L A C K L A B

DESIGN

Through design iterations with customers, the Blacklab MVP presents its full web app creation power through a simple-to-use interface with a low learning curve.







# Mailchimp's Automation Builder

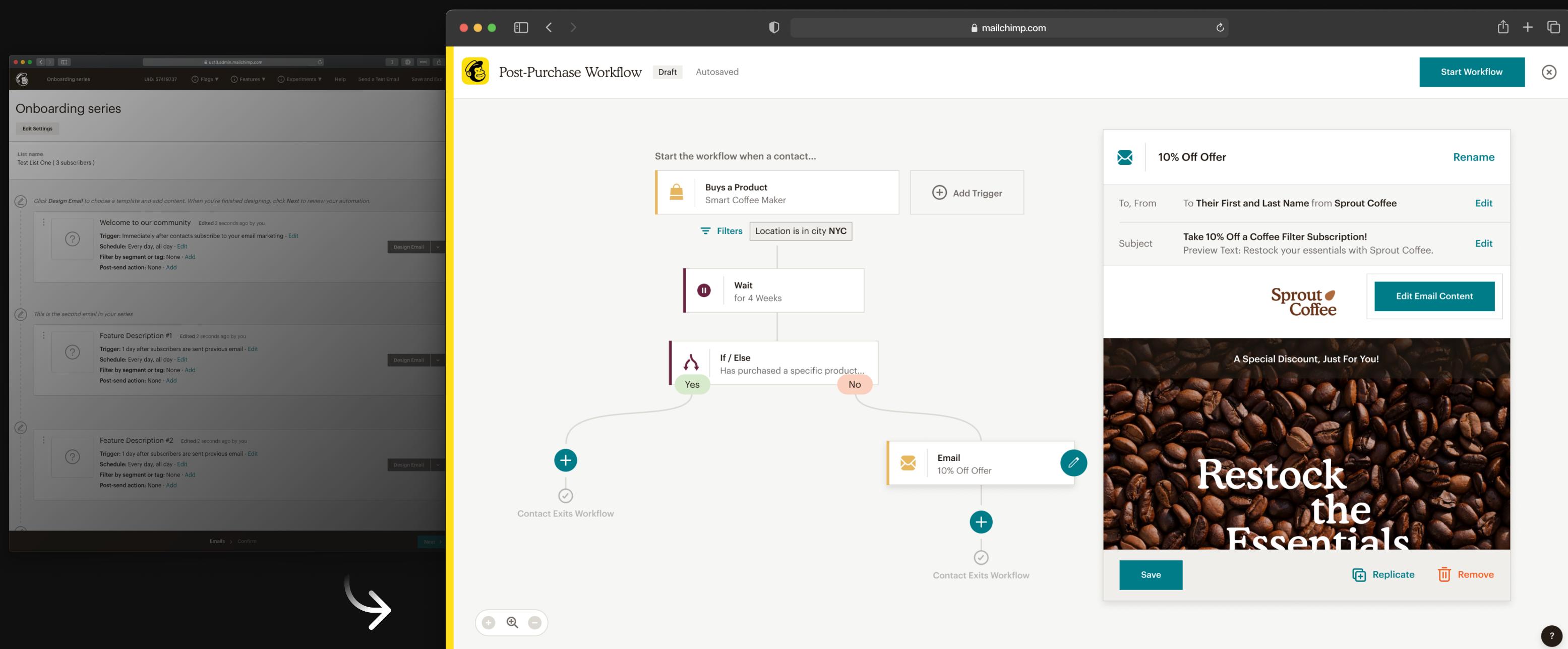
To better empower marketers, I led the redesign of Mailchimp's Automation Builder from the ground up.

RESEARCH

DESIGN

DESIGN

The original product's linear-only format severely limited marketers. I reinvisioned the Automation Builder with flowchart visualization and introduced conditional logic for deep workflow customizability.





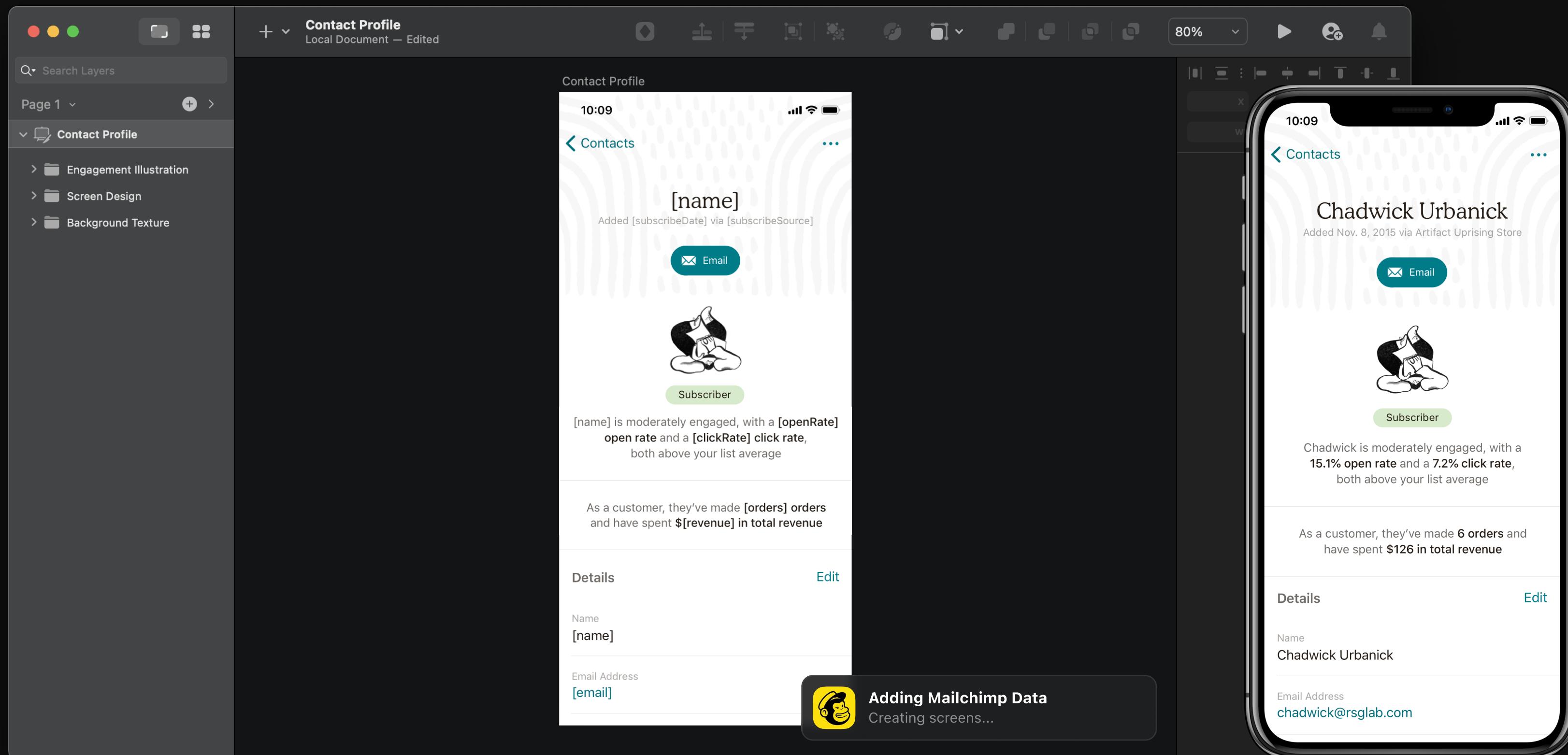
# ProtoKit

To accelerate the work of Mailchimp's product design team, I built intelligent product design tools that let non-technical designers incorporate live customer data into their prototypes



DEV

The intelligent design tools were fully integrated into the designers' existing design platforms, enabling them to prototype truer-to-life designs with customers and iterate on designs dramatically faster.







# Storyseller

Coaches early-career salespeople through the sales journey using AI-generated sales transcripts trained for their client.



# AI Projects

# FigChat

A tool for working with AIs in Figma—allowing AI product teams to iterate with prompts for GPT-4 and Claude on a multiplayer canvas. 2.8k users in 1 month.

The image shows a screenshot of the FigChat application interface. On the left, there is a large white circle containing the text "DEV". To the right of the circle are two separate chat windows. The first chat window, outlined in green, is titled "ChatGPT in Figma" and "GPT-4". It shows a user message "Hello, what is your name?" and an assistant response: "I am an AI language model, and I do not have a personal name. You can call me OpenAI Assistant if you'd like. How can I help you today?". At the bottom are buttons for "+ Add message", "GPT-4", "Redo", and "Submit". The second chat window, outlined in orange, is titled "Claude in Figma" and "CLAUDE V1". It shows a user message "Hello, what is your name?" and an assistant response: "My name is Claude.". At the bottom are buttons for "+ Add message", "Claude v1", "Redo", and "Submit".

**DEV**

**ChatGPT in Figma**  
GPT-4

USER Hello, what is your name?

ASSISTANT I am an AI language model, and I do not have a personal name. You can call me OpenAI Assistant if you'd like. How can I help you today?

+ Add message GPT-4 Redo Submit

**Claude in Figma**  
CLAUDE V1

USER Hello, what is your name?

ASSISTANT My name is Claude.

+ Add message Claude v1 Redo Submit

# Doc AI

AI platform that generates  
100-page-long legal grants,  
proposals, or contracts based  
on an outline.



```
1 # Doc AI
2 # Type *input to use an input in your doc
3
4 title: NYC 2023 Climate Action Plan
5 desc: The 2023 New York City Climate Action Plan methodically breaks down how New York City will achieve its climate goals.
6 inputs:
7 - &vision
8 sections:
9 - title: Executive summary
10 desc: An overview of the CAP, highlighting key commitments, goals and strategies, as well as an overview of the planning process. Sometimes this is a separate document targeted at decision-makers and/or the general public.
outline:
11 - title: Preamble and commitments
desc: The preamble often starts with a commitment or endorsement letter from the Mayor, city leader(s) or city council. It introduces the plan, explaining why the city has developed a CAP and how it connects to other local priorities and efforts, as well as to regional, national and/or global climate efforts. It will also reaffirm the commitment made by the city leadership at the start of the climate action planning process and introduce the city commitments established through this process.
outline:
14 - title: Vision
desc: This includes the vision statement — the anchor point of any strategic plan — and introduces the plan's focus areas and priorities. The vision statement will usually build on that established at the start to reflect insights and priorities that emerged during the course of climate action planning. Often, this section also briefly describes the engagement process and how stakeholder inputs were used to inform the CAP, which can be detailed in their own section or an annex.
outline:
17 - title: City context
desc: Provide background information on the city's key social, environmental and economic priorities, informed by the needs assessment, and any other relevant contextual information, such as physical and administrative boundaries, boundaries used for the greenhouse gas (GHG) inventory, or governance structures. The CAP should also include a summary of relevant national, regional and local laws, regulations, policies or plans, usually in this section or an annex.
outline:
20 - title: GHG emissions inventory and scenarios
desc: Present the main GHG emission sources and activities identified in the GHG emissions inventory (base-year emissions), as well as the emissions trajectories from the scenario planning process — including, at a minimum, the business-as-usual emissions trajectory and the ambitious scenario.
outline:
23 - title: Climate risks
desc: Present the city's current and projected climate risks, along with the infrastructural and societal vulnerabilities, identified in the climate change risk assessment. Ideally, this should be linked to relevant non-climatic characteristics and trends that may compound or reduce risks, such as rapid urbanisation, an ageing population or technological innovations.
outline:
26 - title: Goals and targets
desc: Present the mitigation targets and adaptation goals and explain how they were chosen, why they are important and the expected wider benefits of the actions that the city will implement to achieve them. This may also include goals and targets for the wider benefits. The CAP's goals and targets are sometimes integrated into the preamble, vision and/or action roadmap, rather than
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**Introduction to the NYC 2023 Climate Action Plan**

As the world faces the dual challenges of mitigating the effects of climate change while ensuring a just and equitable transition to a more sustainable future, cities like New York City are at the forefront of the fight. New York City released its 2023 Climate Action Plan (CAP) in November 2019 to guide the city's efforts to reduce emissions, build resilience, and create a more equitable, healthier, and prosperous society.

The 2023 CAP is the blueprint for how New York City will reduce emissions and build resilience to climate change over the next four years. It builds on the success of the city's original Climate Action Plan, released in 2007, and sets forth a comprehensive set of actions to meet the ambitious goal of reducing greenhouse gas emissions by 80 percent by 2050. The CAP outlines strategies to reduce emissions from buildings, transportation, energy, waste, and other sources, as well as strategies to increase resilience to climate change and protect vulnerable populations.

The goals of the 2023 CAP are ambitious, but achievable if the city implements the strategies outlined in the plan. This document provides an overview of the 2023 CAP and its key elements, as well as an introduction to the tools and resources available to help New York City reach its ambitious climate goals. With the help of all New Yorkers, the city can create a more sustainable, equitable, and prosperous future.

**Executive Summary**

The 2023 New York City Climate Action Plan (CAP) is a comprehensive roadmap to guide New York City in achieving its ambitious climate goals. The CAP is the result of a comprehensive planning process that engaged all city stakeholders, including environmental justice and community-based organizations, business leaders,