

JOSEPHINE  
LEE

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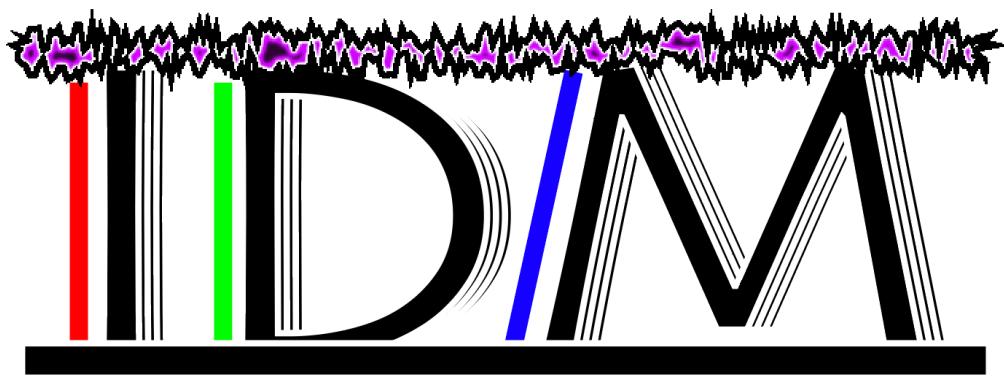
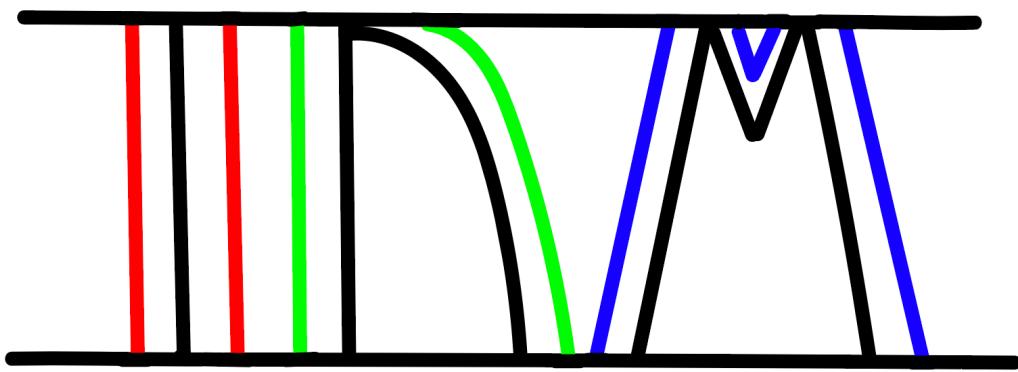
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# future bio

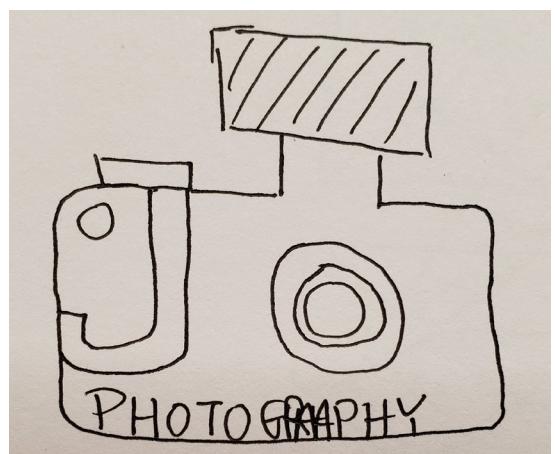
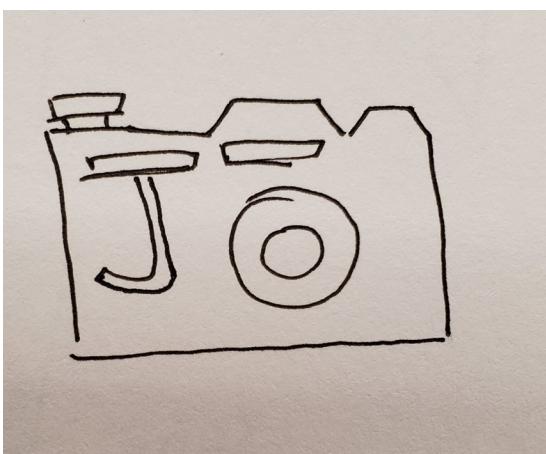
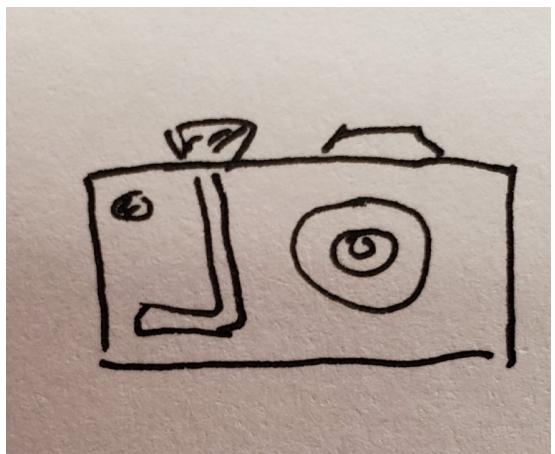
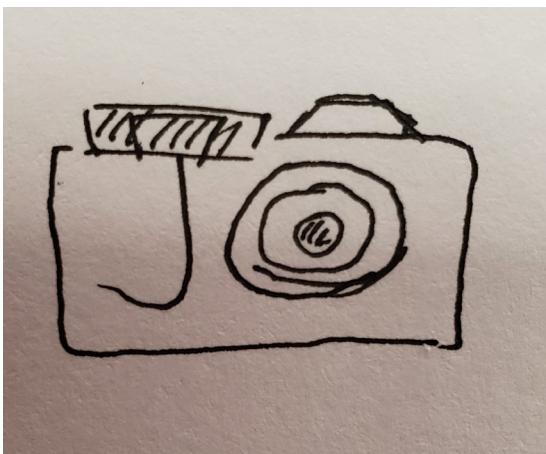
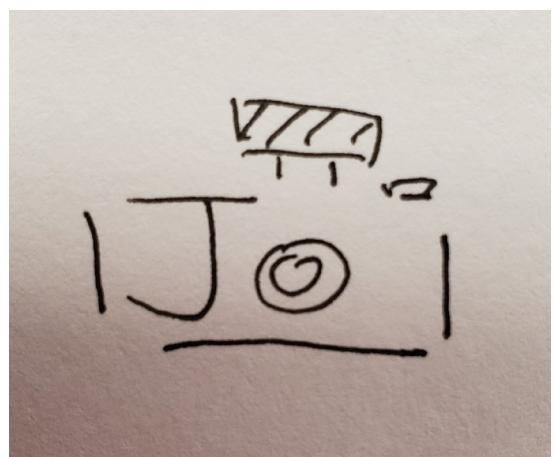
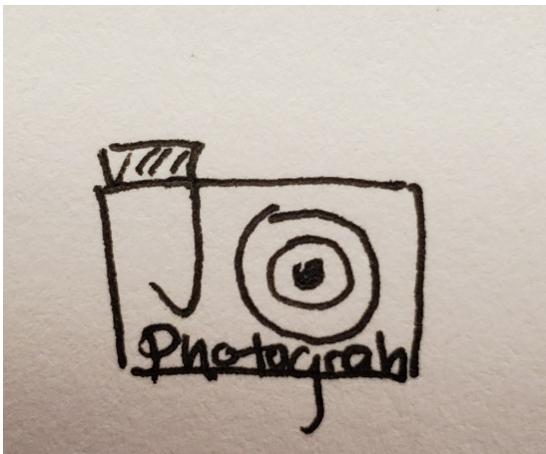
Josephine Lee is a New York City based UX designer. She was born, raised, and schooled in Brooklyn. She attended Brooklyn Technical High School and then New York University School of Tandon, where she received a bachelor's degree in Integrated Digital Media and a minor in Computer Science. She was intrigued by the front-end development of visual elements during her studies and has also developed a side interest in web development.

She also grew up in an asian community, and became very interested in the asian arts and design. She works as a freelancer and travels around Asia to learn more about their arts. This explains her use of color, most being bright colors, especially red. She also helps organize art exhibits in museums, many being interactive exhibits with VR and visual art.

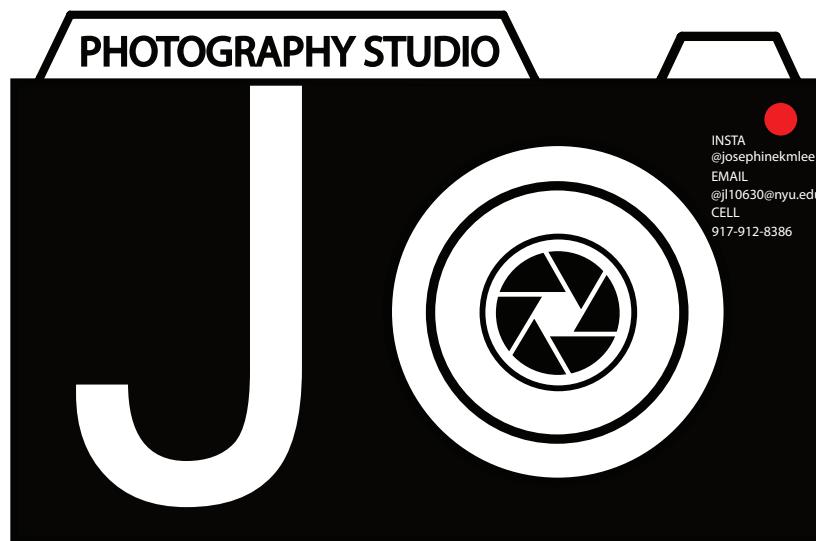
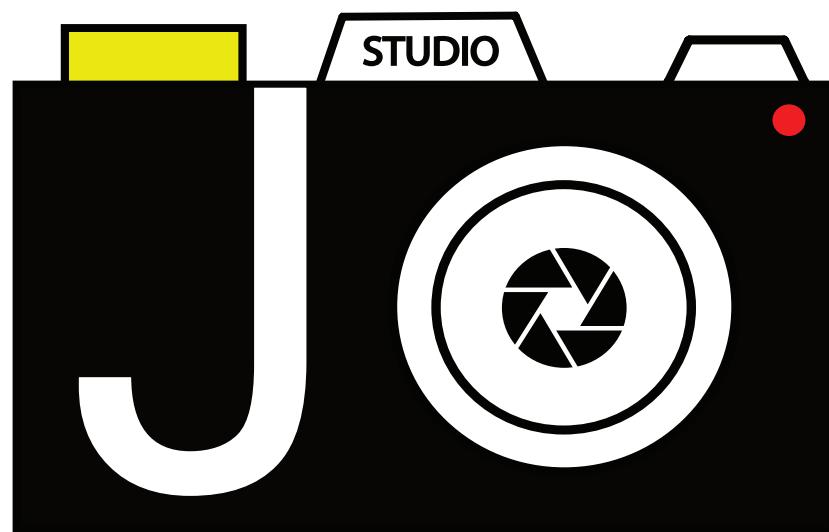
idm logo



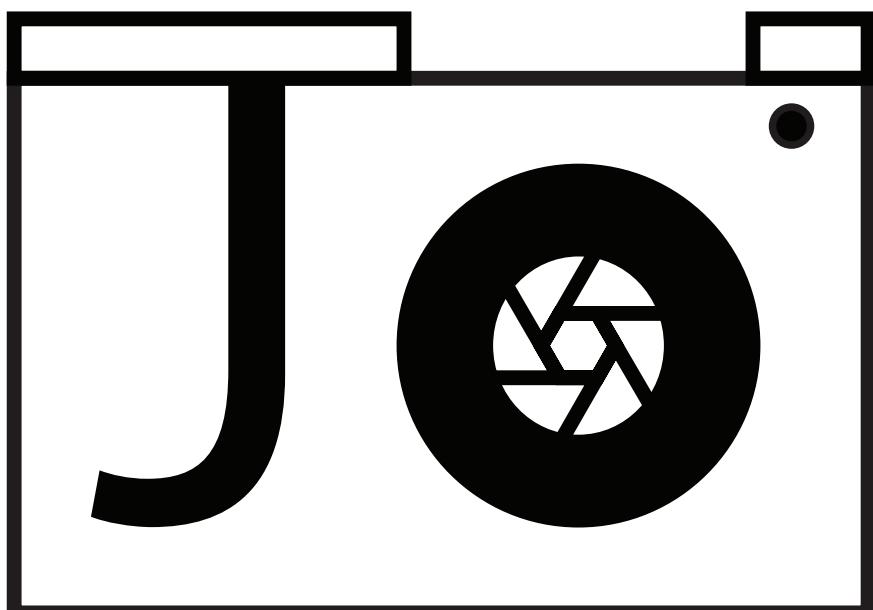
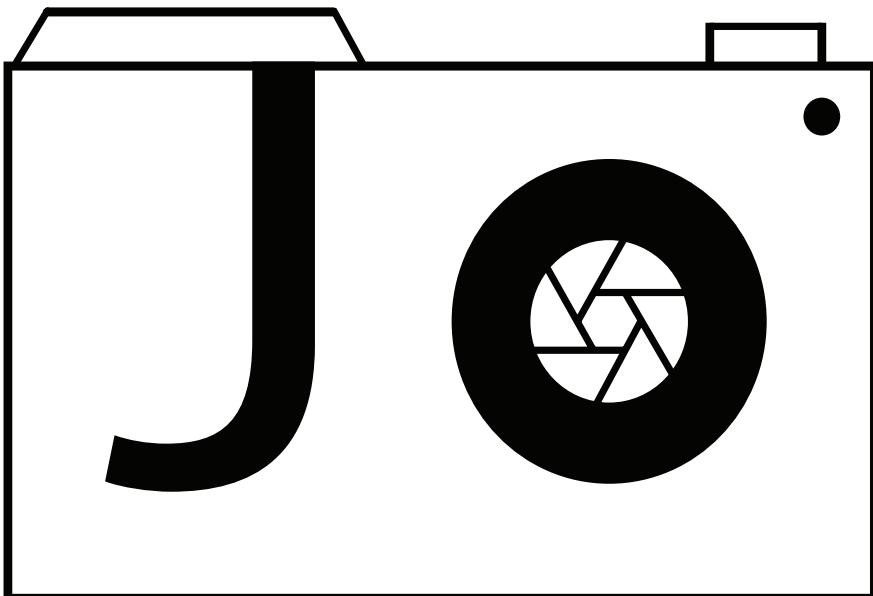
# midterm logo



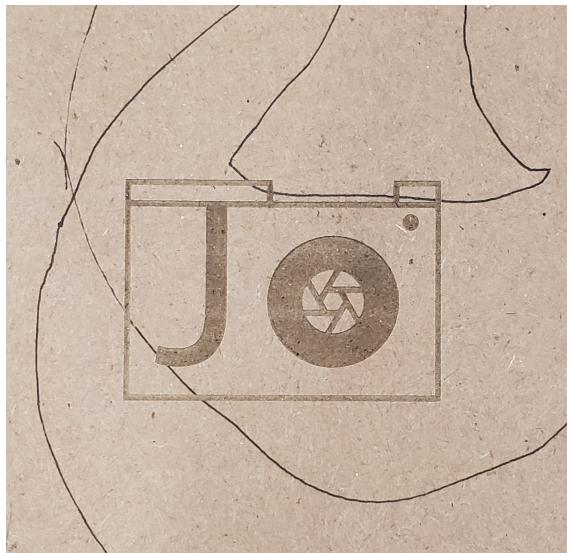
# midterm logo



# physical application



# physical application



# digital interface

## Fridge Tracker

Keep Track of What you Have

### Log In

Email

Password

[Forgot Password](#)

[Create an Account](#)

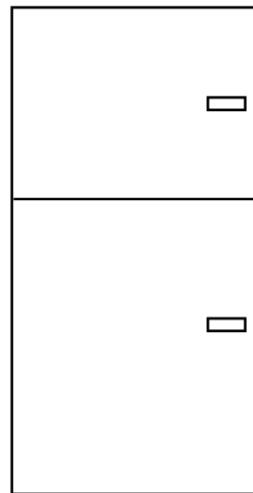
### Account

Name

Email

Password

### XXXX's Fridge



Add to your fridge

Freezer

Or

Fridge

### Fridge

Name of Product

Category

Expiration Date

How much of it do you have?

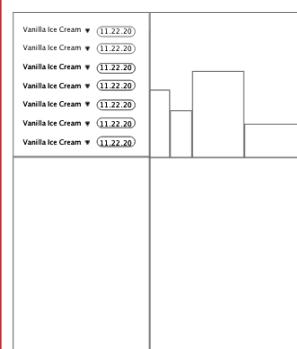
### Fridge

Name of Product

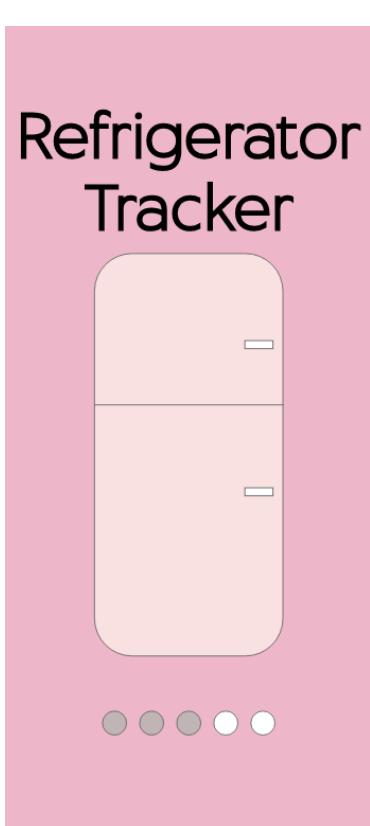
Category

### XXXX's Fridge

Search for a Product, Category, etc...



# digital interface



## Log In

Email

Password

[Forgot Password](#)

[Create an Account](#)

## Account

Name

Email

Password

# digital interface

The image displays three versions of a digital interface for a refrigerator, titled "Robert's Fridge". Each version includes a search bar, a clock icon, and a sidebar with icons for a magnifying glass, a cabinet, a plus sign, and a person.

**Version 1 (Left):** Shows a list of items with a "Sort by..." button and a dropdown menu for sorting.

Item	Expiry Date
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20

**Version 2 (Middle):** Shows a list of items with a "Sort by..." button and a dropdown menu for sorting, with the "Greatest amount-Least amount" option highlighted.

Item	Expiry Date
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20

**Version 3 (Right):** Shows a list of items with a "Sort by..." button and a dropdown menu for sorting, with a callout bubble asking "Please select where you want to add your item.".

Item	Expiry Date
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20
Ikea Meat Balls	11.22.20
Frozen Green Peas	11.22.20
Strawberry Ice Cream	11.22.20
Strawberry Ice Cream	11.22.20
Whole Wheat Bread	11.22.20
Peanut Butter	11.22.20
Almond Milk	11.22.20

# digital interface

## Fridge

Name of Product ★

Category

Expiration Date

Quantity


## Fridge

Name of Product ★

Category

- ▼
- Drinks
- Vegetables
- Fruits
- Sweets
- Meats
- Add a category


## Robert's Fridge

Search for a Product, Category, etc.

ALL Sort by...

- ★ Ikea Meat Balls ▼ (11.22.20)
- Pork Liver ▼ (11.22.20)
- ★ Pork Chops ▼ (11.22.20)
- Roast Beef ▼ (11.22.20)
- Chicken Drumsticks ▼ (11.22.20)


# digital interface

## Refrigerator History

November ▼ 2019 ▼

ALL Sort by...

Item	Date Added	Date Last Seen
Ikea Meat Balls	11.22.18	11.22.19
Frozen Green Peas	11.22.18	11.22.19
Strawberry Ice	11.22.18	11.22.19
Strawberry Ice	11.22.18	11.22.19
Whole Wheat	11.22.18	11.22.19
Peanut	11.22.18	11.22.19
Almond	11.22.18	11.22.19
Ikea Meat	11.22.18	11.22.19
Frozen Green	11.22.18	11.22.19
Strawberry Ice	11.22.18	11.22.19
Strawberry Ice	11.22.18	11.22.19
Whole Wheat	11.22.18	11.22.19
Peanut	11.22.18	11.22.19
Almond	11.22.18	11.22.19
Ikea Meat	11.22.18	11.22.19
Frozen Green	11.22.18	11.22.19
Strawberry Ice	11.22.18	11.22.19
Strawberry Ice	11.22.18	11.22.19
Whole Wheat	11.22.18	11.22.19
Peanut	11.22.18	11.22.19
Almond	11.22.18	11.22.19

SEARCH REFRIGERATOR ADD ITEM PROFILE

## Profile

Robert



Number of items in refrigerator

23

Refrigerator History

Share With Friends

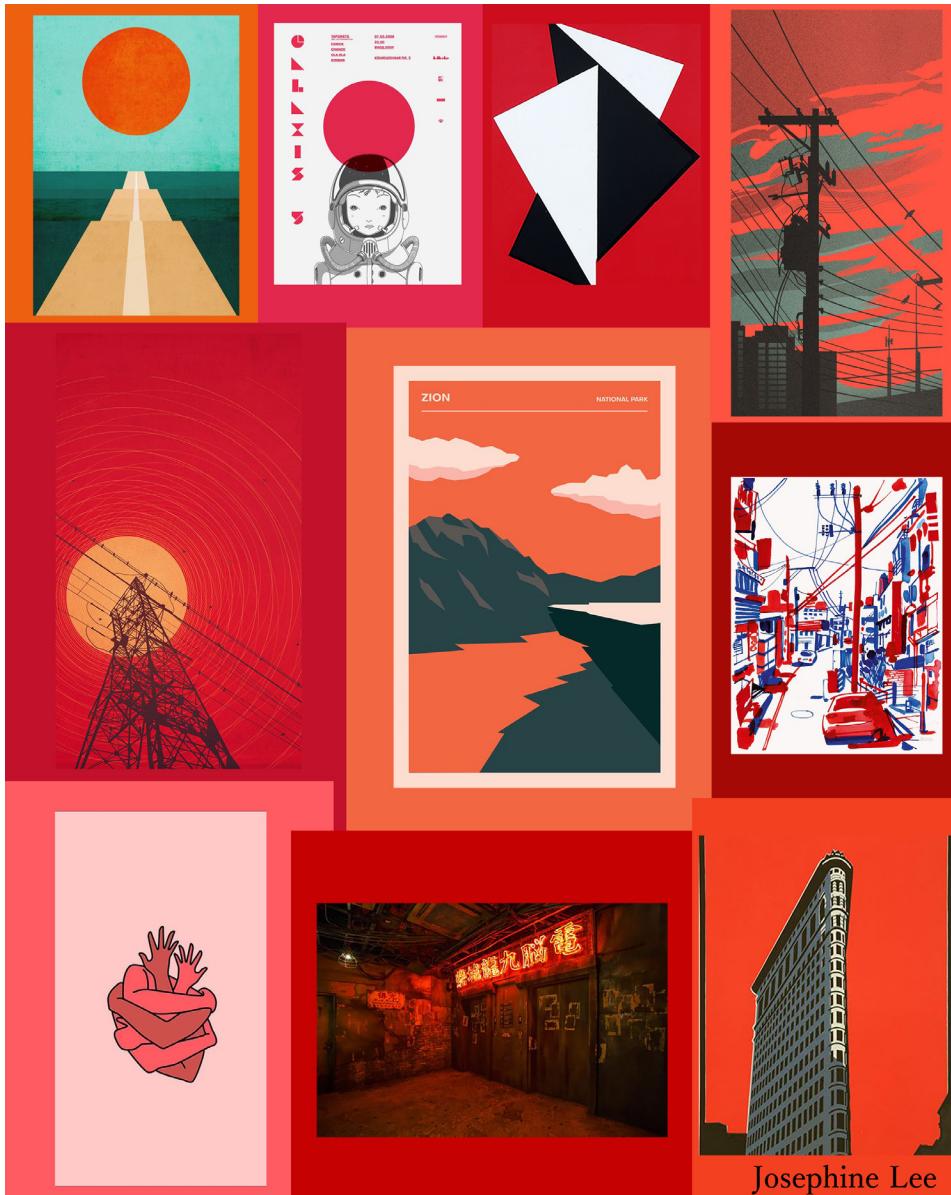


Settings Help Log Out

SEARCH REFRIGERATOR ADD ITEM PROFILE

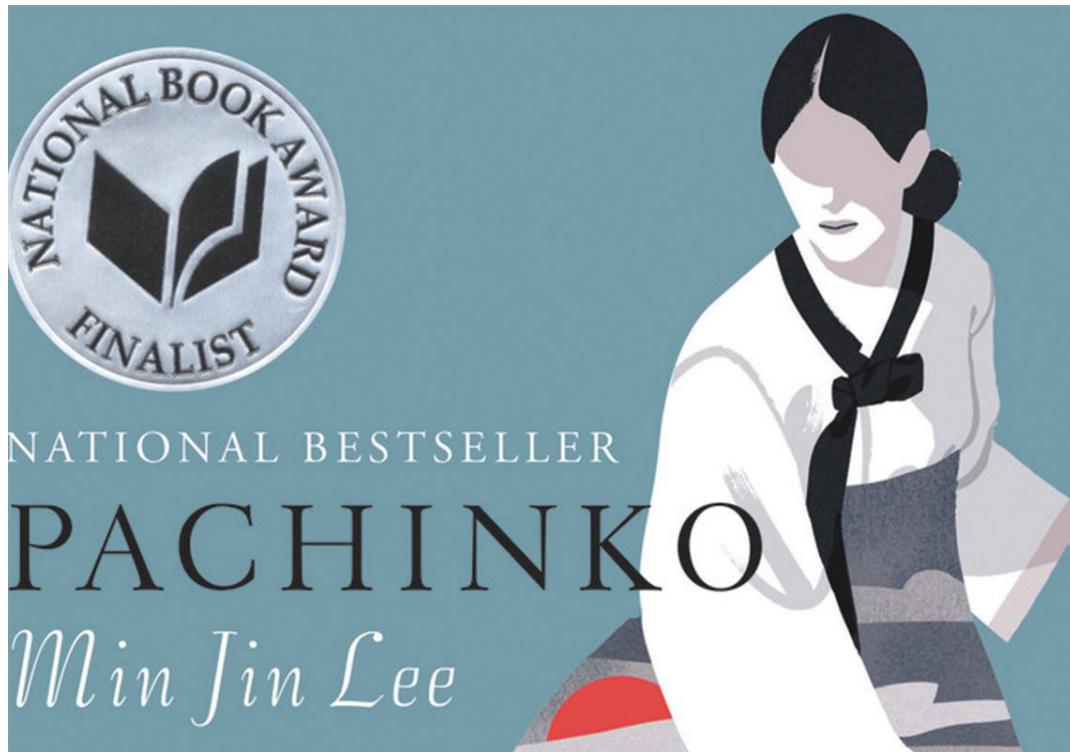
# class exercise

## color moodboard



# class exercise

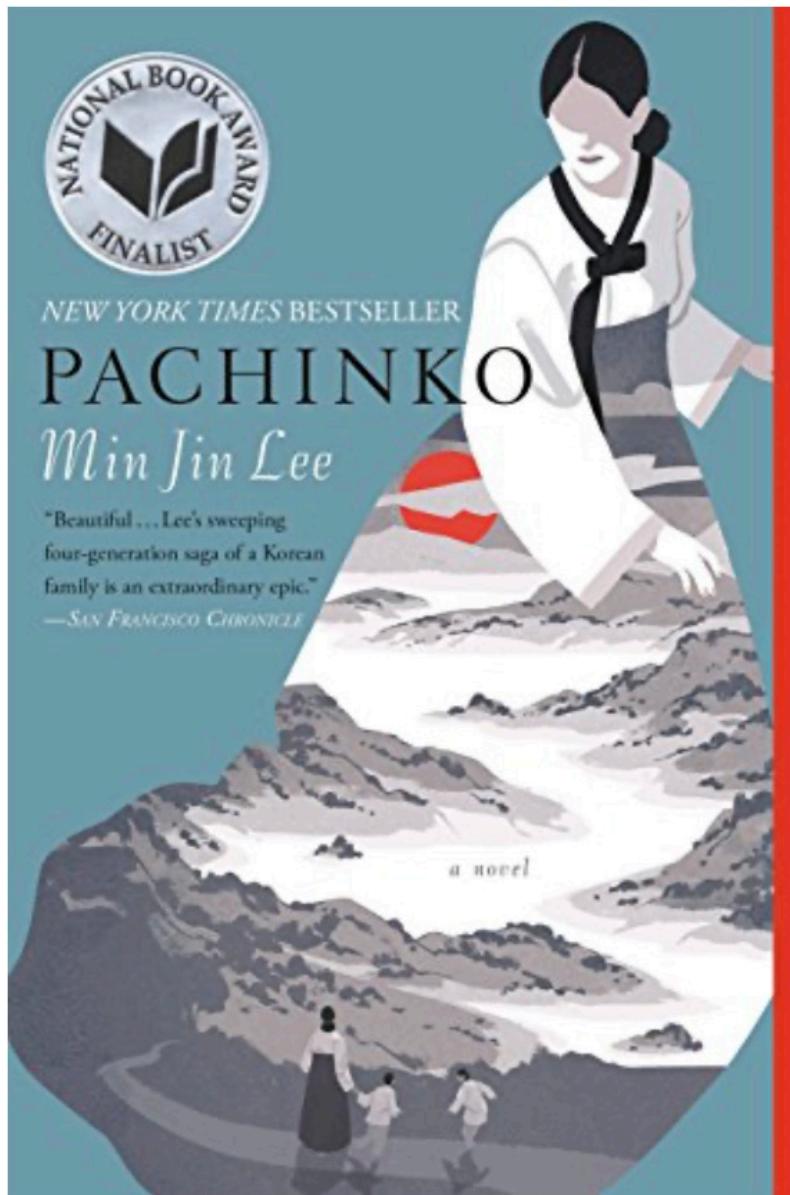
## typeface



The font I chose was used for the cover title of the book called "Pachinko" by Min Jin Lee, the font was Scala Caps with slightly thinner lines and a bit more spacing in between letters. The font gave off a really classic and simplistic look and I prefer simple looks rather than something with too much going on. This font is also really fitting for the book cover because the book is a fictional story about someone's life, and it's a very emotional life story that doesn't need a complex font for the title. It gives the book a very mature vibe, which is needed by the audience to read and understand the book.

# class exercise

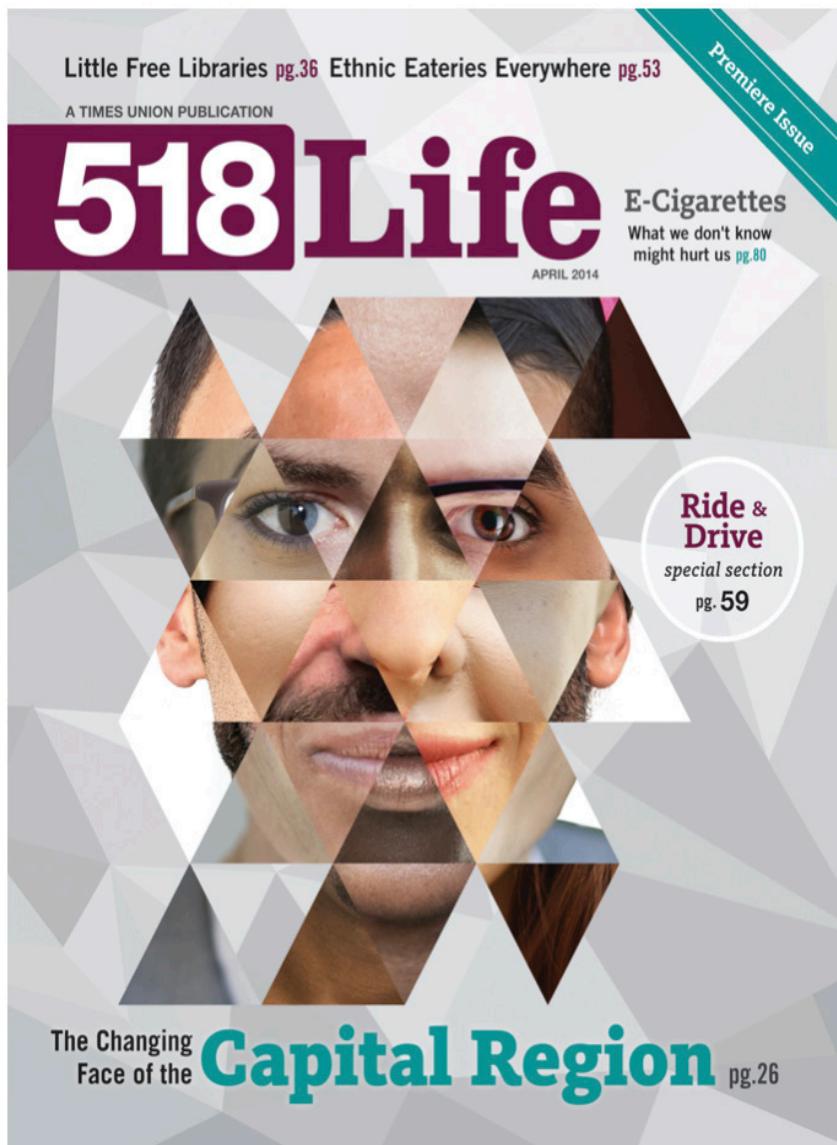
## composition exercise book cover



I really like this design for a book cover because it gives an idea of what the book is about just from looking at it. On the cover there is a woman in a korean outfit. Within her dress is a mountain view, with what seems to be a mother with her two kids which I find to be very creative to do. There is also a red sun in the background of the dress, which is such an obvious contrast to the black and white dress. The light blue neutral blue color in the background also gives a very comforting and relaxing vibe. The font is also really simple and neat, which doesn't make the book seem too crazy. (Pachinko)

# class exercise

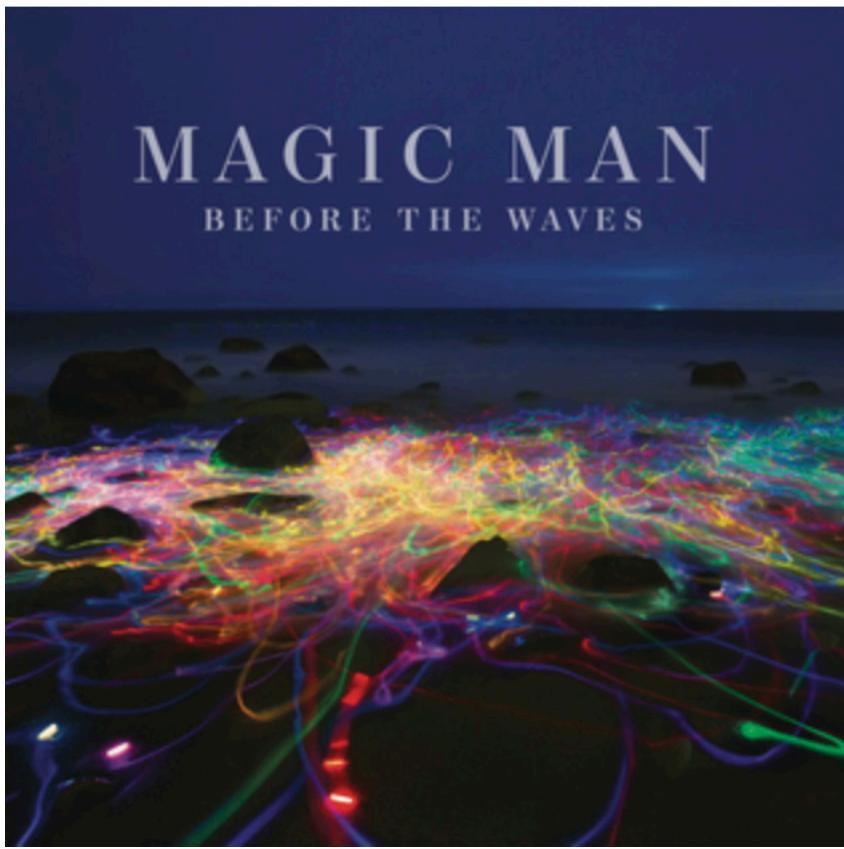
## composition exercise magazine cover



I really like this magazine cover because of its very sleek and modern look. The consistency of the geometric shapes helps give it a futuristic look. The change in font, its size, and color helps give emphasis on what the article is going to be about. The part I really like about the cover is the face created by many different parts of the face of many different people, this also gives us the gist of the article, diversity.  
(518 Life "The Changing Face of the Capital Region")

# class exercise

## composition exercise album cover



I really like this album cover because of its contrast in color and the mood it creates. There is this dark ocean view with rocks, but then there are all these colorful lines of light running around the ocean rocks. It gives off a very futuristic and aesthetic look. The font is also very simple and spaced evenly giving the album cover a neat look.

(Magic Man (Before the Waves))

# class exercise

## composition exercise film/tv title



I really like the ending credits of the film Kubo because of the very neutral colors for the background which has a nice contrast with the color of the words which are red. The art and the transitions which can't be seen from this screenshot are based off origami which has an important role in the movie. The font also gives me an asian vibe which goes hand in hand with the movie. (Kubo)

# class exercise

## composition exercise packaging



There are so many Kit Kat flavors out there, but I really like the packaging for the Kit Kat flavor because it is chocolate that is packaged like it is for alcohol. It is really creative and the way they have a picture of sake on the front of the box is really nice. The red is very bold and works really well with the gold color for the font. The font is yet again very classic, and how there are certain words running down instead of left to right helps as a space filler and gives it a nice symmetrical look.  
(Kit Kat)

# class exercise

## composition exercise advertisement



I like seamless neighborhood advertisement because they are really clever with its design and pun. The font is really boxy and bold and the color is bright and contrasting, which makes the words stand out making people want to read the advertisement. These advertisements are awarding neighborhoods based on what they order through seamless, and I find that really cute to read during really boring subway rides. The cartoon like pictures also make the ad more eye catching.  
(Seamless)

# class exercise

expressive  
word



I thought of this word to use because I realized I actually say this word a lot, and when I thought of the word I just thought of a fist bump as a greeting, which I decided to incorporate into the creative word expression.

# crystal goblet

"The Crystal Goblet" by Beatrice Warde is a text that explains the goal of typography. She starts off with a metaphor comparing a wine glass to typography. The choice was between an expensive looking, one sided wine glass or a simple transparent wine glass, which ever one a person chooses will determine how experienced you are in the field of wine. Warde explains that the fancy one sided wine glass hides the beauty of the wine itself, and is answering the question of "How Should it Look?" The other wine glass that is crystal should be the one chosen because instead of hiding the exquisite wine, it reveals it and answers the question of "What it Should do?" Warde then continues by explaining the physical features of a wine glass and how the thin stem of the glass serves to keep the aesthetics of the glass by preventing fingerprints, and how the wide base of the glass serves as a better security. This whole metaphor serves as a way for Warde to explain typography. She explains how they are parallel to each other in that typography should be done in a way to help the reader see through the text and not just the surface of it. Typography isn't a fine art where you should feel instead of thinking, but rather something that needs thinking. Warde compares typography to building a window between the reader and the text. There is a stained glass as a window which would prevent the reader from actually getting the meaning of the text, then there is transparent glass where the reader can see through it and remember the text rather than the visual of it, and finally there is mini broken glass, something Warde uses to describe fine text. Fine text being something that confuses and distracts readers. Overall, typography doesn't have to be something exquisite to be good, it is actually not as easy as it seems to achieve a simple typography to convey a text.

# project assignment assessments

## logo self assessment

The first thing I did when designing my logo was to determine what I wanted my logo to represent, and I like photography, so I set my mind on that. As I was scrolling through the internet, I saw that people incorporated their company name into the logo and I was inspired to do so. Using my nickname "Jo" as the name for my fake company was perfect for incorporating into my logo because it was short and compact. I took that idea and made many sketches, after that I took it to illustrator and created my logo. I made many tweaks along the way, such as the color of it, sizing, placement, and information to include.

From this midterm, I learned about what colors work with each other, and when they should be used. This is because certain colors contrast with each other and helps make certain words stand out. Also how sizing is super important because this can take away the main idea of your logo because it looks awkward to the person looking at it and distracts them from the main point of your logo. The feedback I received for my logo were all very helpful. The feedback provided me with realizations I would have never seen myself, such as how the placement of the capture button was on the wrong side. Or how the extra personal information on my logo looked a bit clustered in the corner. I also got a lot of new ideas, such as using the capture button on the camera as the top part to the "j" in "jo". Overall, I learned a lot about designing from this midterm and it was also fun to design.

# project assignment assessments

## physical application self assessment

My first thought for the physical application was to be able to use my logo in it. By wanting to do something related to my logo, this narrowed my thought process a lot, which I wouldn't consider a bad thing. Since my logo is related to photography, I really wanted to make something or use something that is in the realm of photography. My first thought was to use a camera wrist strap and incorporate my logo on that. However, I did not use this idea because all the wrist straps that I found online were very narrow, and the ones that weren't were of a fabric material which made it hard to put my logo on it. I wanted to use leather because I knew I could laser etch my logo on it. As I was scrolling through Amazon for products that I can use, I passed by a leather lens/SD card case. It was round and had empty room on it that seems like could be a really good place to incorporate my logo on. Therefore I got it, and was able to create a simplified version of my logo to laser etch on the lens case. The first time around to laser went well, the only problem was that it is really difficult to position something on the laser cutter, so the logo was very slightly off centered. I chose not to redo the process of lasering because of the metal material that surrounded the lens case, and I was also not sure if the leather I used was meant for the laser. So since it worked, I was very satisfied and happy with it. However, if I were to do it again, I would definitely try to make the etching deeper if I did redo it, since my logo is very subtle looking right now. At least I was able to learn how the laser cutting working in the Makerspace. Some of the feedback I got from class was very nice, such as trying to paint to color the etched parts to make the logo stand out more. Another one was to try embroidery the outline of the logo to make it more bold. Overall, it worked as how I planned for it too and it is nice to see my logo on something physical, it was also fun to work with the laser cutter.

# project assignment assessments

## digital interface self assessment

When I was thinking of what I wanted my app to be, I was probably thinking about food because the first thing that came to my mind was a refrigerator. I wanted to create an app that can recreate the refrigerator you have at home. The purpose for this app to me was to help keep track of what is in your refrigerator, and help keep you updated and organized. To be able to know what's in your refrigerator without physically having to go and open it seemed very convenient. I also thought that a lot of people have problems with keeping track of what has already expired in their fridge, so the app kept track of the expiration dates of the items, but also the quantity of the item so that you are fully aware of everything inside of your fridge. I actually started designing on index cards, they sort of got mixed in with all my papers and lost, but my wireframes are identical representations of what was on the index cards. I knew I needed a login screen because you had to have an account for this app since it is your own personal refrigerator. Then there would be a refrigerator and the items in your refrigerator would be listed next to it. When you add items, you would get the option of adding it to your freezer or fridge and then you would input the general information of the item, such as name, expiration date, category, and quantity. This was the general wireframe outline, but after revising it for the high fidelity interface it changed quite a bit. The refrigerator display now wasn't only for show, but also interactive with the categories of the items you have inside the refrigerator, where you can click on them to narrow down the list of items next to the refrigerator. The expired items were also highlighted in red on the list, but there was also the option to click on a button representing expired items and it helped narrow down the list to all expired items still in the refrigerator. You could also sort your list in different ways, such as from oldest to newest, categories, etc. You also have the option to favorite certain items so that they're easier to find. I also create a profile page where you can see the number of items in your fridge and also your refrigerator history. The history is helpful because it can help with grocery shopping in cases you forget the name of the item you had before. I also added an option to share your fridge with people you want to in cases where they might want to borrow something. After presenting I got a lot of good feedback, such as maybe using QR codes, so someone could scan the item and it would be recorded automatically instead of having to manually input it. Also to make the option for a shared account for people who live and actually share a fridge, so they can communicate with it in a way. There was also the idea for the app to notify you when you're about to have an item expire. The size or amount of space for the history page was also a lot and it looked tight, and the size of the font for the items were also a bit small, I would probably try to correct and incorporate all these ideas if I were to go further with this app.