



PORTFOLIO 2017

Hello, I'm Kathy.

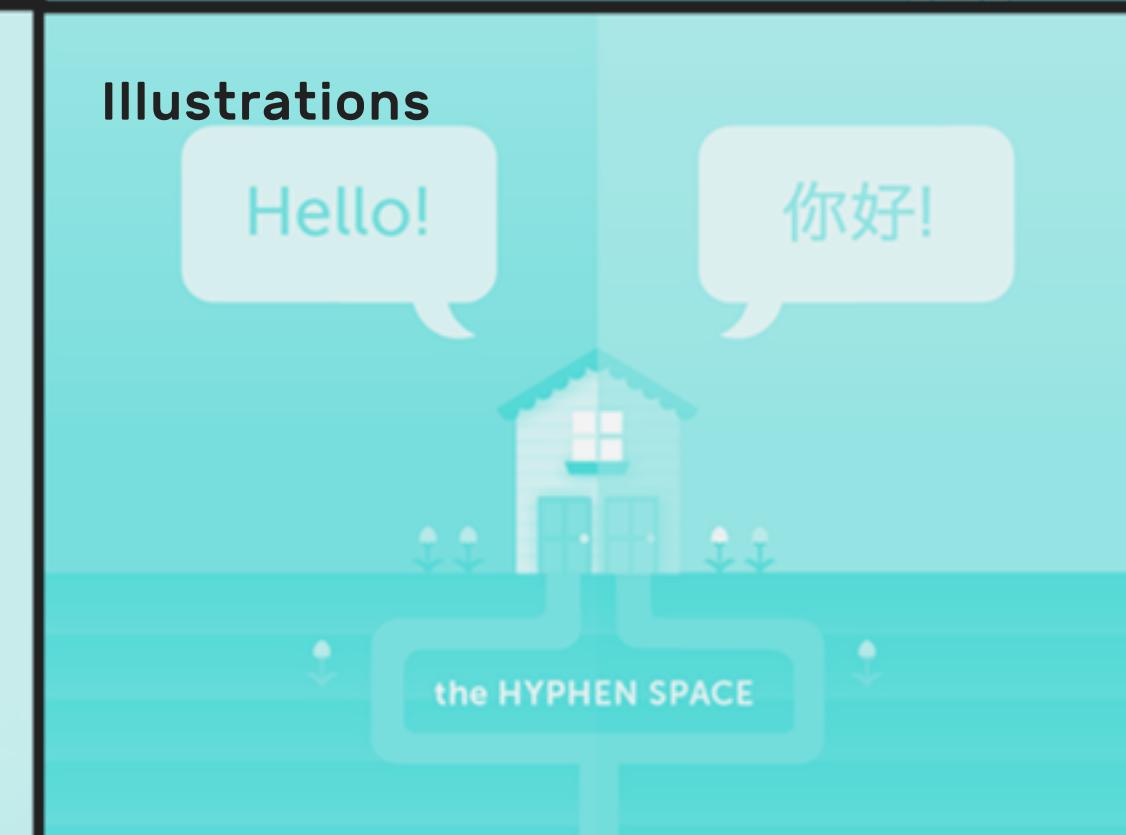
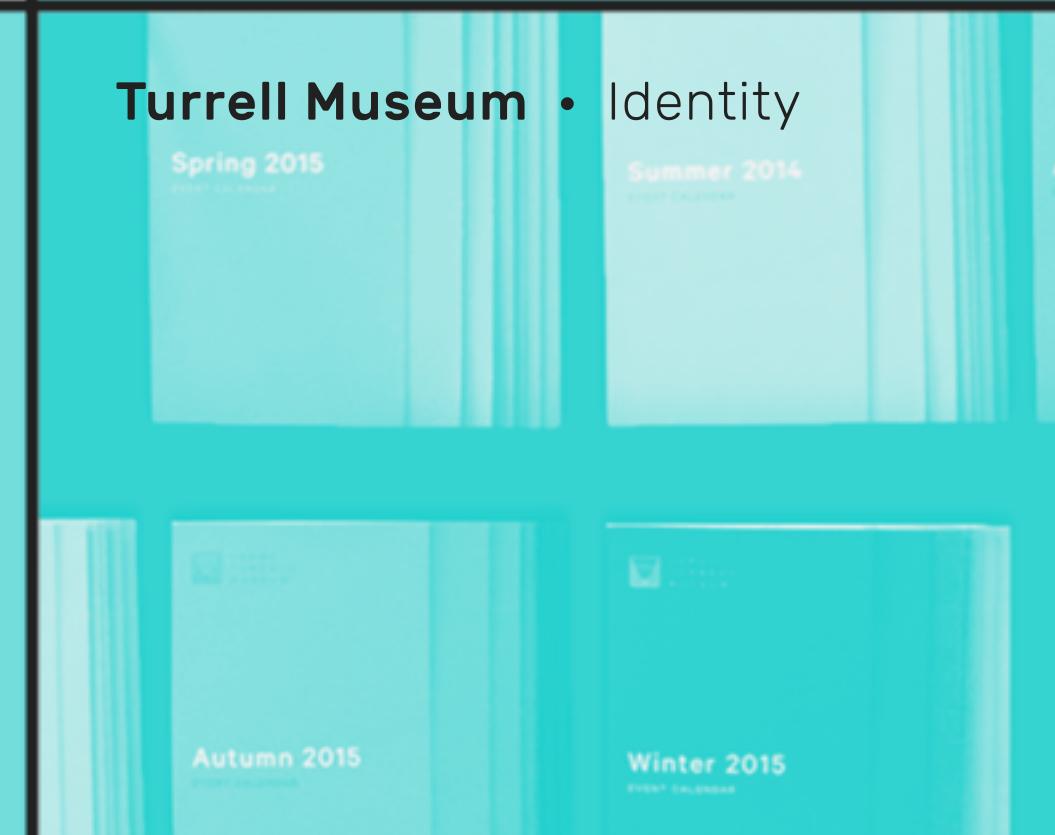
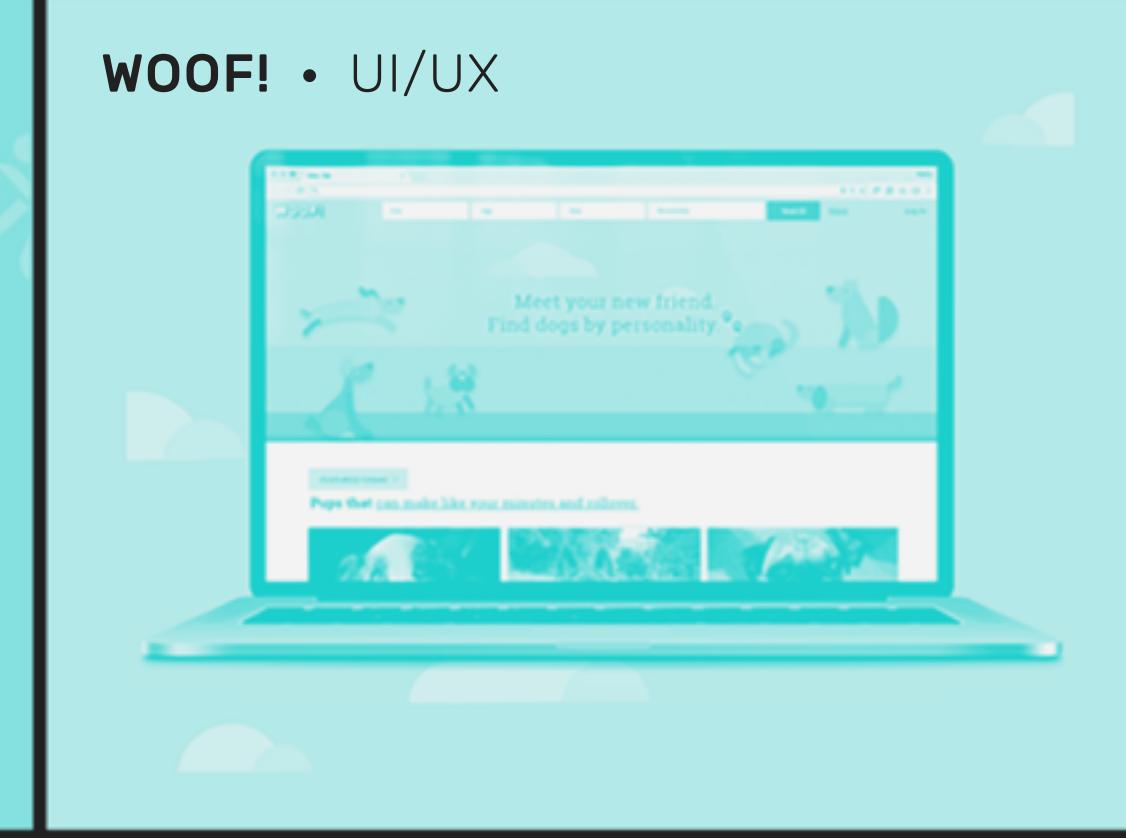
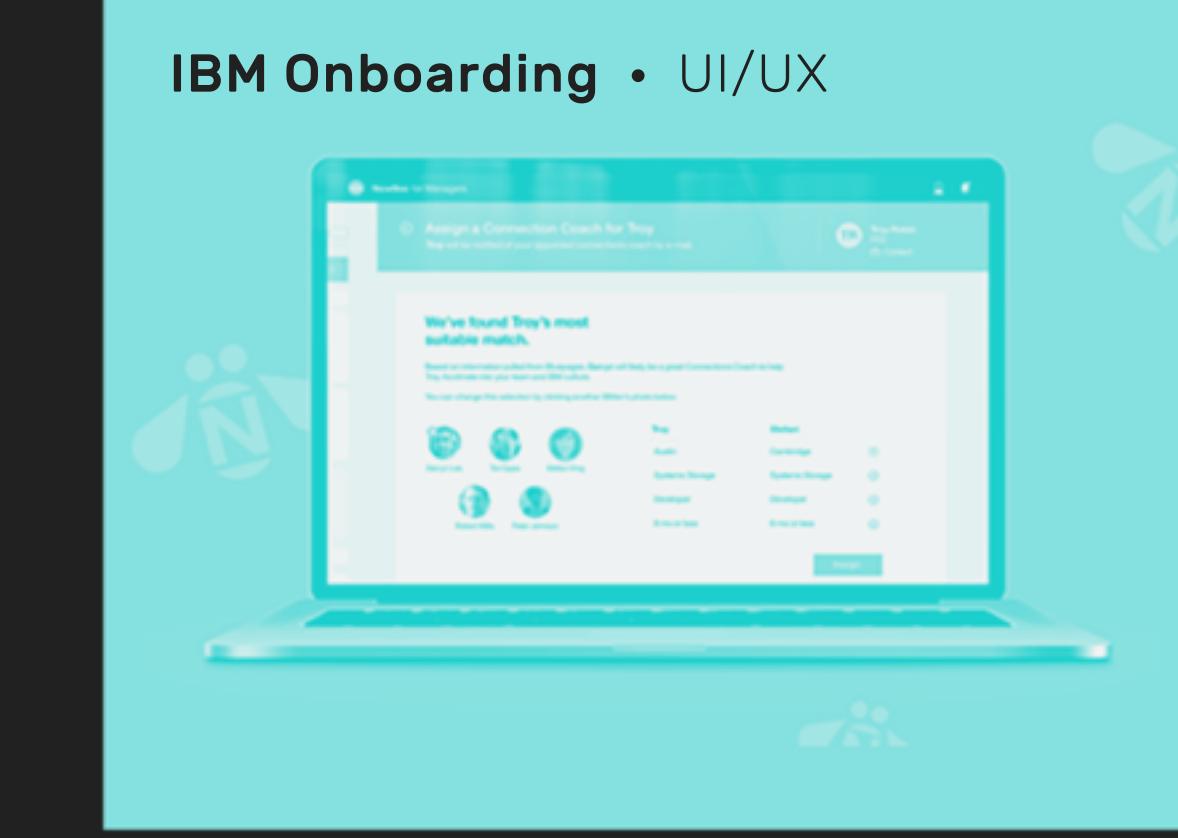
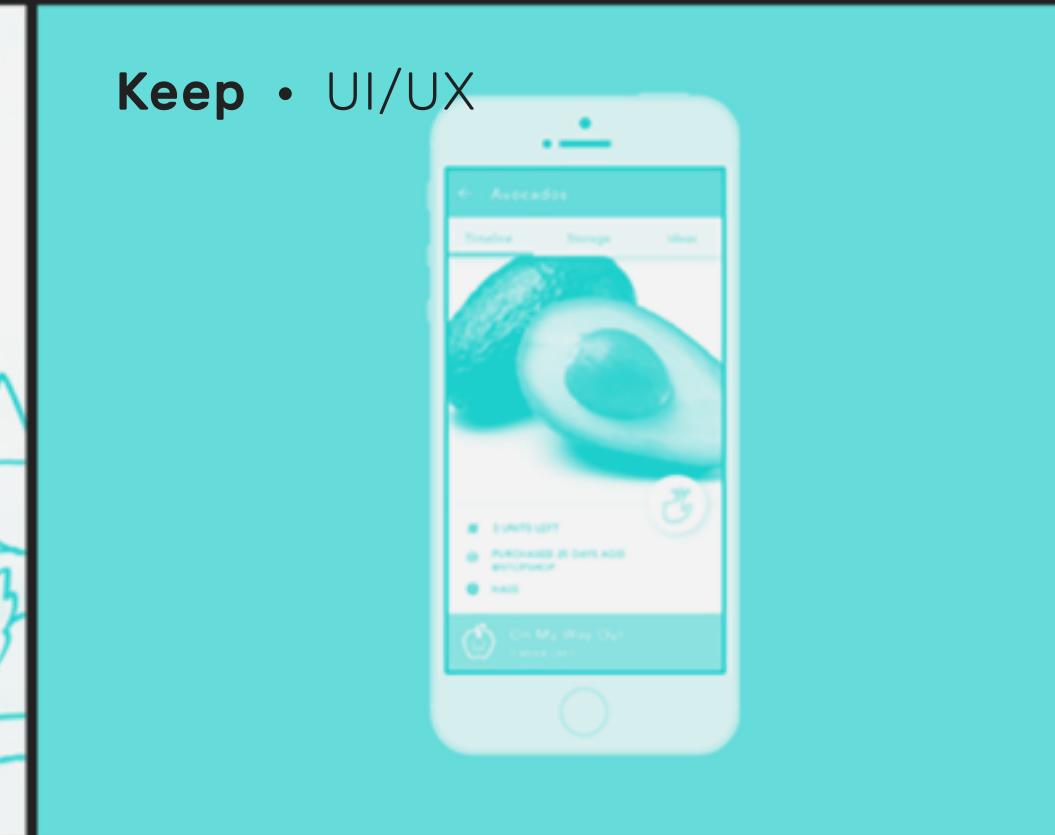
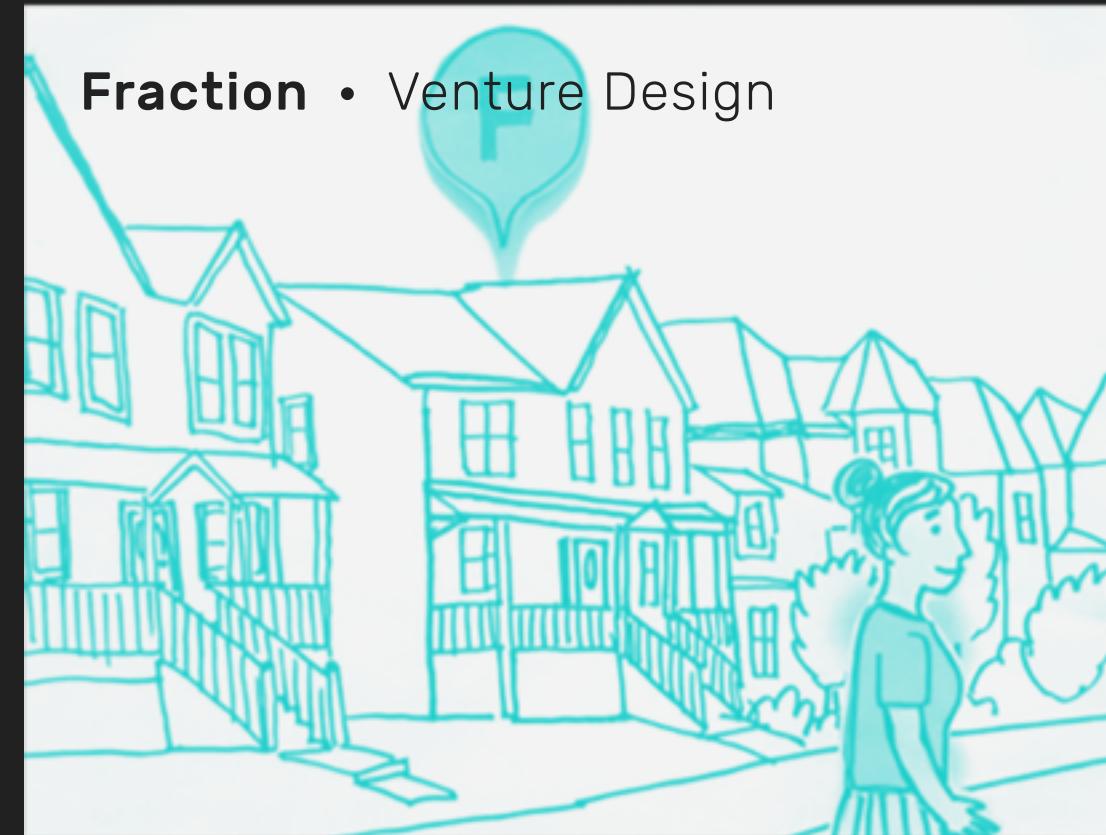
I'm passionate about human
connection & visual storytelling.

See select work online @ kaaathy.com

Read my writing @ medium.com/@kaaathy

PORTFOLIO 2017

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IBM Manager Onboarding

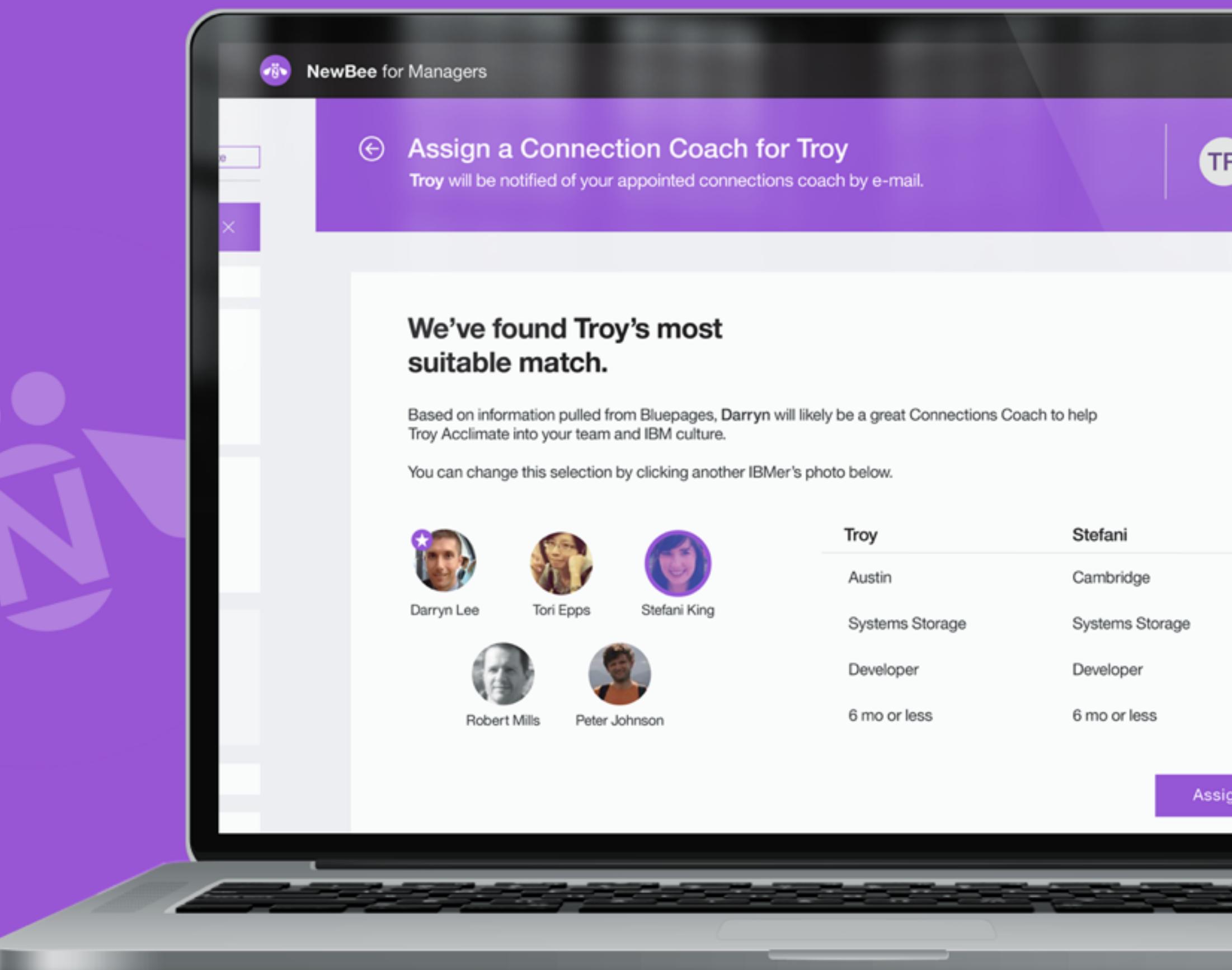
IBM Design: HR Project. 2016.

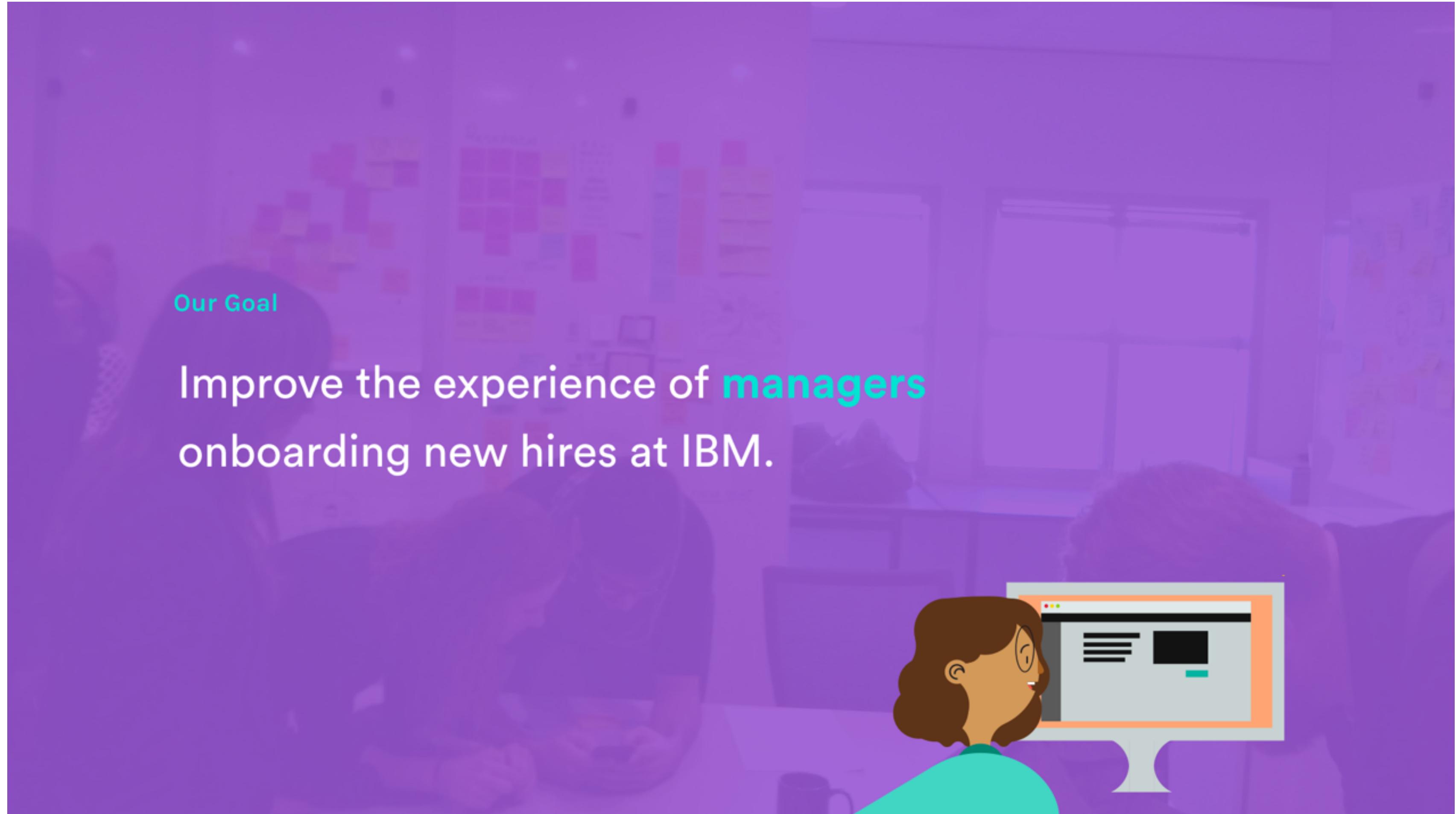
This 4-week project was developed during IBM Design's Bootcamp, which is an industry training period for new hires.

I worked with UX designers and a researcher in a team of five. Our objective was to improve the onboarding experience for IBM managers bringing in new talent. We worked closely with internal HR stakeholders.

The process involved intensive user research and testing. The output was an online interface. I designed the visuals alongside another visual designer. I also assisted closely with research and wrote our research insights.

UI/UX





Our Goal

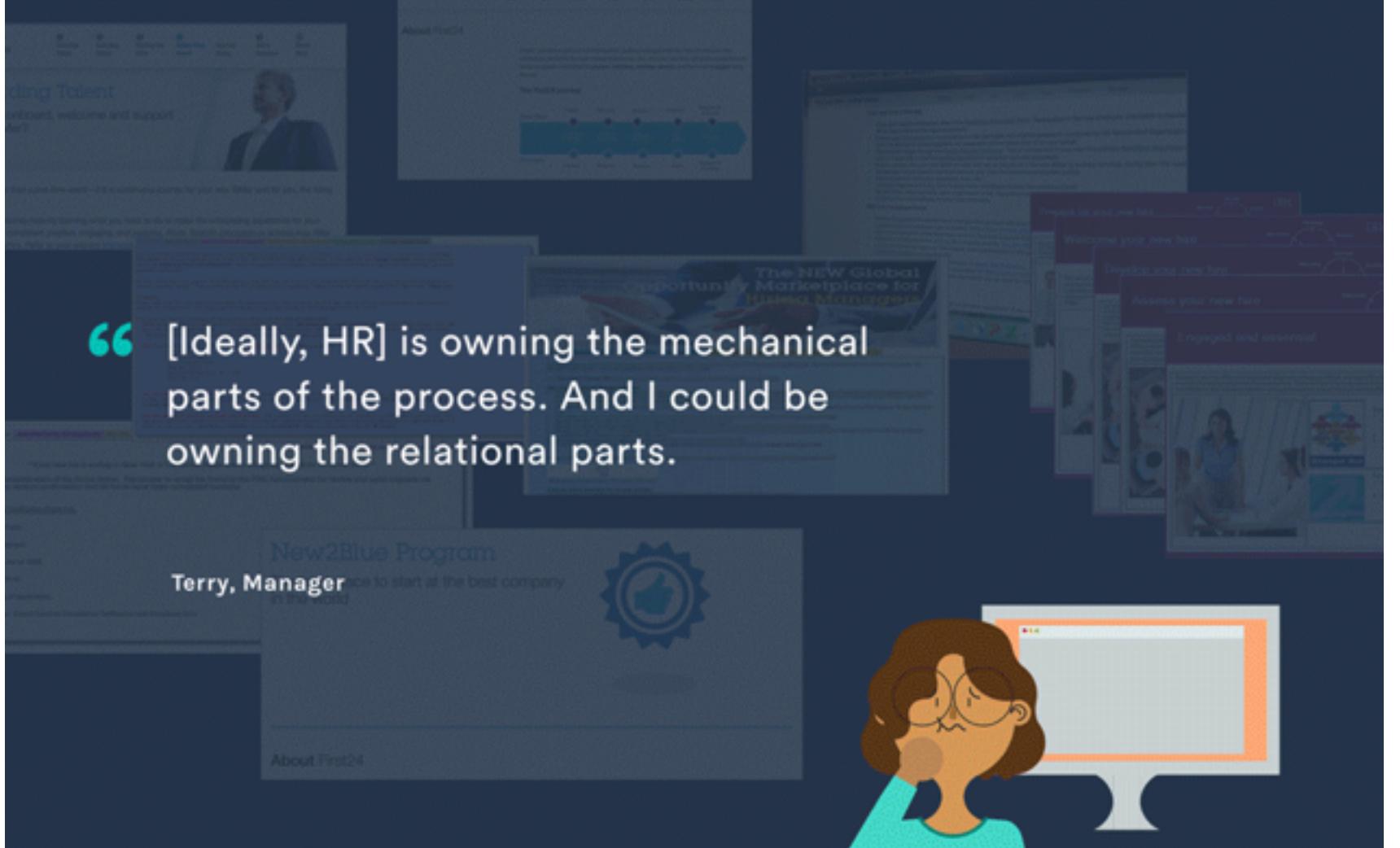
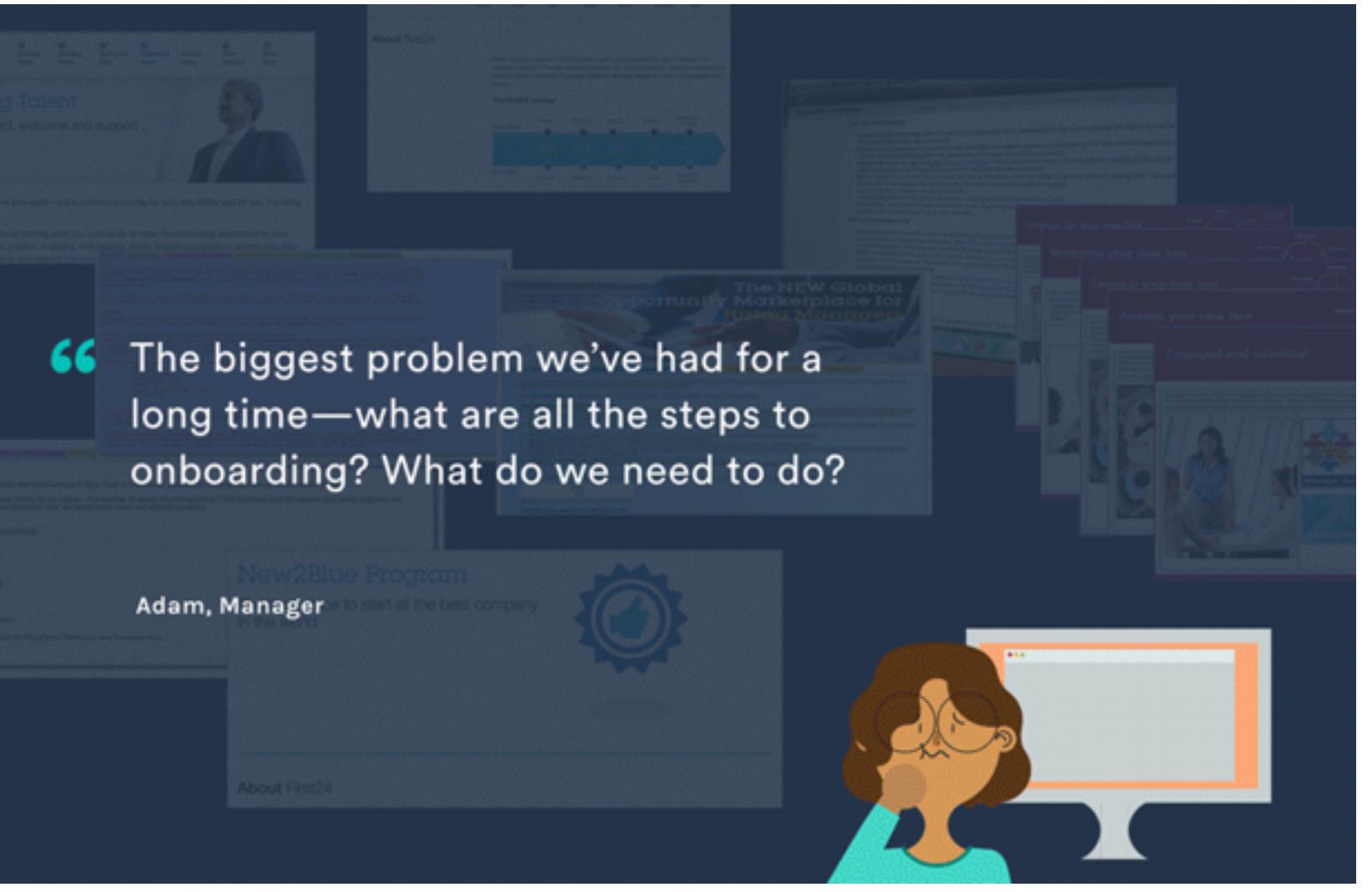
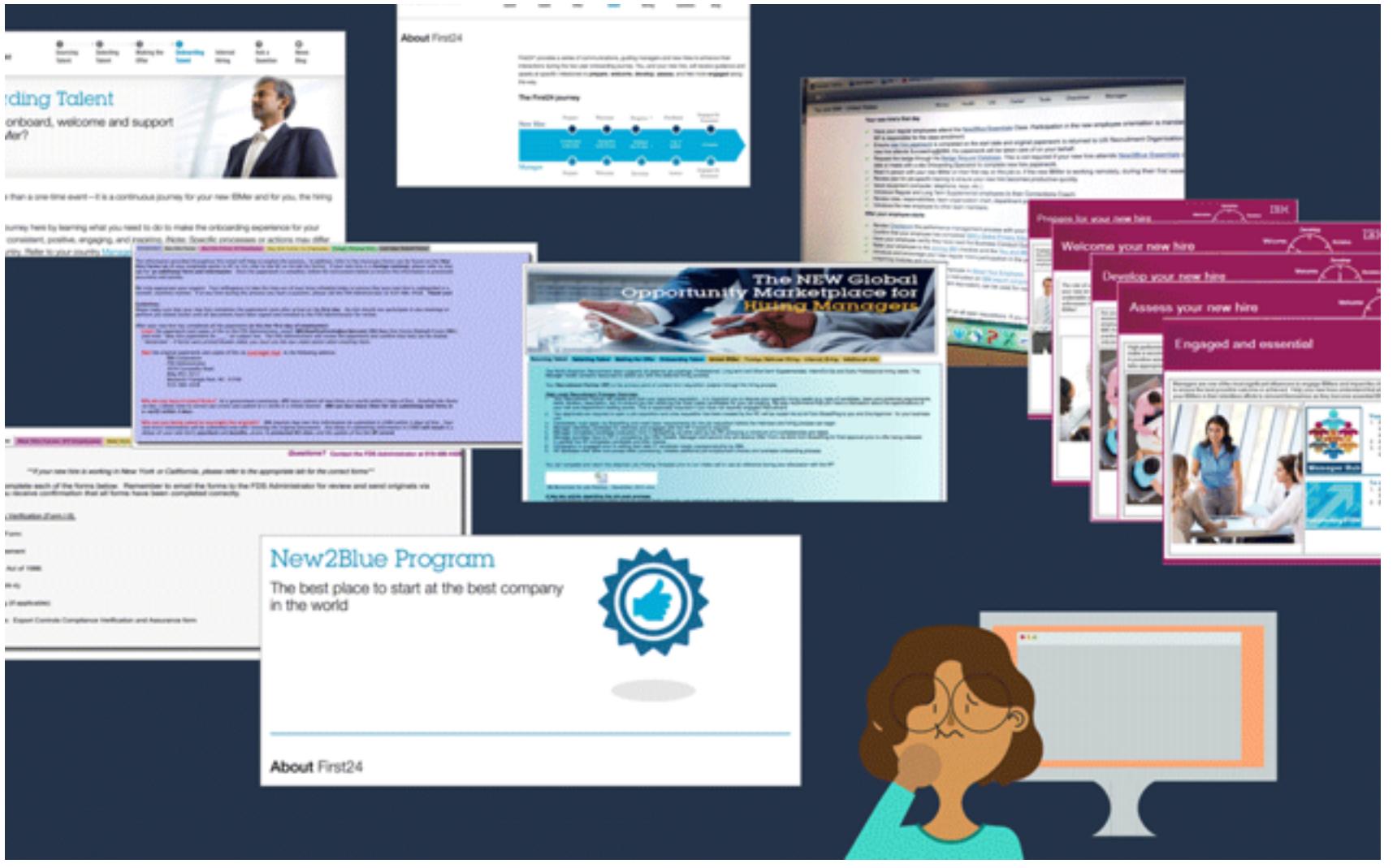
Improve the experience of **managers** onboarding new hires at IBM.

Our Scope

IBM's HR department was our stakeholder in this project.

According to the Aberdeen research group, 76% of new hires' decision to stay with the company occurs during the first 3 months.

IBM Manager Onboarding



Challenges of Onboarding

The experience today is fragmented across multiple tools and resources.

We also heard that managers felt out of the loop with their new hires and HR, and they wanted a clear and holistic view of the process.



Delegate tasks with manager input in mind

(i.e. provision equipment, suggest start date)



Help managers create relationships

(i.e. assign a coach or mentor)



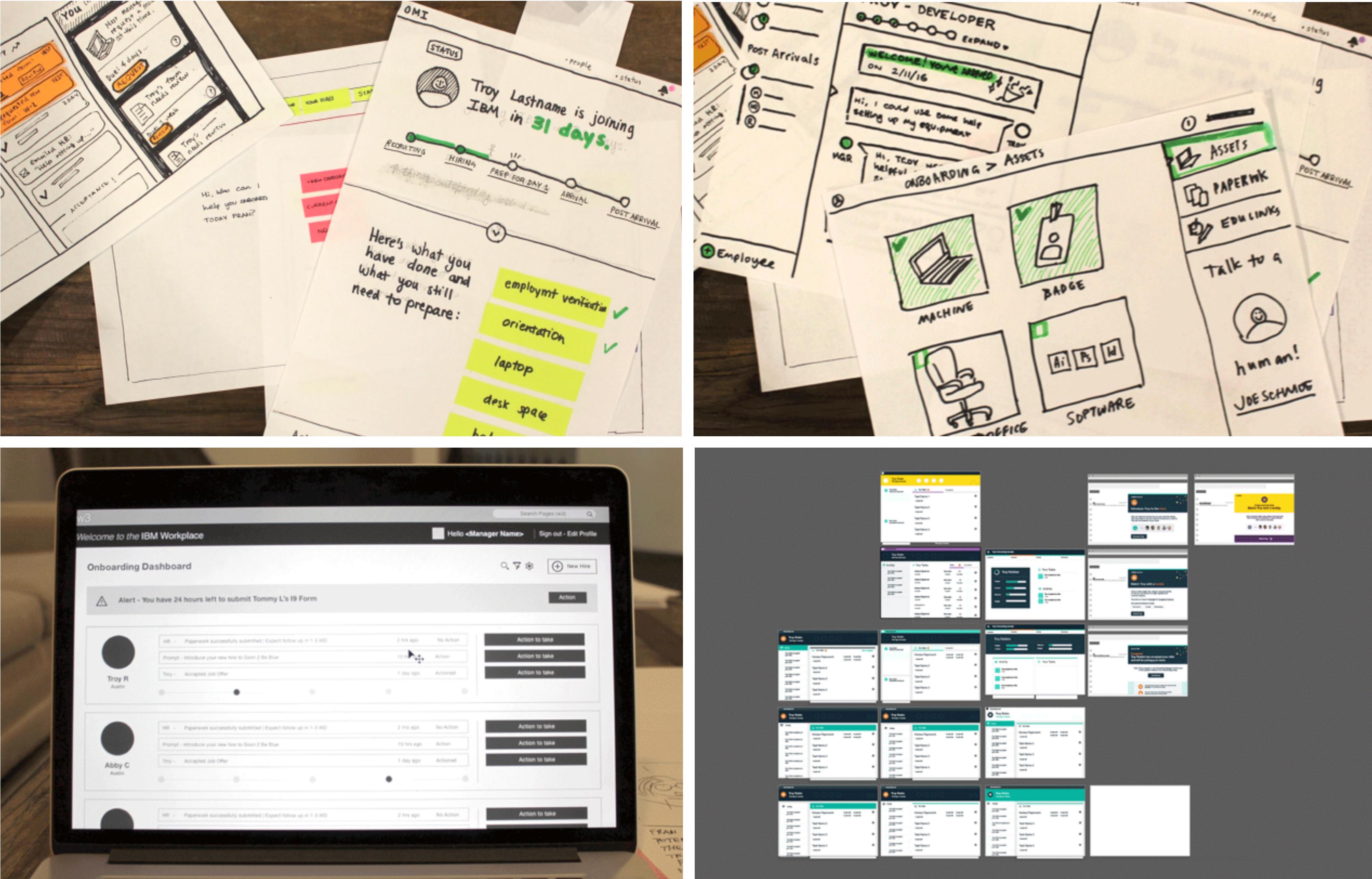
Provide transparency and enable troubleshooting

(i.e. feel informed and connected at any point)

■ WHO ■ WHAT ■ WOW

An IBM manager can focus on building a relationship and enabling her new hire(s) because she can access useful onboarding resources through a unified experience.

IBM Manager Onboarding



Our Process

Paper prototypes, wireframes, and visual design.

We shifted our design based on user reactions. Managers wanted to see a checklist and “point person” above all, and they trusted their own expertise over HR’s Best Practices.

IBM Manager Onboarding

Suggesting a Start Date

NewBee for Managers

Your Onboarding Monitor

All Tasks In Progress Needs Action Complete

Start Date Complete

Troy
FED Security
First Day March 23

Kenexa Forms
Due Date Feb 25
Completed NDA Form
Next Step W-2 Form
Task Owner(s)

Relocation
Due Date TBD
Completed USMA Form
Next Step BEETS Forms
Task Owner(s)

Provisioning Portal
Due Date TBD
TBC Desk Space ----- TBC Laptop
Task Owner(s)

Pre-Arrival ^

First Day

Post Arrival

Flow 1:

Delegate Tasks with My Input

Our manager can set a start date without having to wrangle multiple conversations.

She can input her preference and trust that HR will take care of the rest.

View the entire flow:

<https://vimeo.com/197842550>

IBM Manager Onboarding

Connecting Troy to another IBMer

NewBee for Managers

Assign a Connection Coach for Troy

Troy will be notified of your appointed connections coach by e-mail.

We've found Troy's most suitable match.

Darryn Lee Tori Epps Stefani King

Robert Mills Peter Johnson

Troy	Darryn
Austin	Austin <input checked="" type="checkbox"/>
Systems Storage	Systems Storage <input checked="" type="checkbox"/>
Developer	Developer <input checked="" type="checkbox"/>
6 mo or less	6 mo or less <input checked="" type="checkbox"/>

Assign

Flow 2:

Help Me Create Relationships.

Our manager can do her job better.
The tool helps her create relationships
between new hires and their team.

View the entire flow:

<https://vimeo.com/197842550>

IBM Manager Onboarding



Connecting to a Point Person

IBM Updates Mail Calendar People Communities Apps Report a defect ?

Compose TODAY

GC Does anyone have experience with the HSA plan? I am...
GC Gail Chao Community Ideation Blog Metrics 9:40 AM Ron— Looks like we'll hit the jackpot. Check out the analyti...
GC Troy Robin Relocation question? 9:13 AM Hi Fran, Hope all's well with you! I have some questions abo...
GC Gail Chao Greenwell Coin Business Plan 9:28 AM Can you please share the Business Model for "Greenwell Co...
DM Dan Misawa Agreement with Zetabank Systems 9:13 AM We received agreement from our partner, Zetabank System...
HR Gail Chao, Heather Reeds, Larry Moriarty 9:11 AM Re: Strategy Plans Great reminders and reminds me of this quote attributed...
GR Gardner Raynes Greenwell Marketing Update 9:02 AM Thanks so much for coming to the meeting. I'd like to reiterat...
ML Minh Li Upcoming Conference Information 8:15 AM Here are all the details for the Greenwell Product Conference....

In 22 minutes: Conflict (2 meetings)

Reply Forward

To: Troy Robin
Cc: Karla Fagen
Re: Relocation question?

Az

Hi Troy,
You can reach out to Karla Fagen who is an onboarding specialist for relocation.
I've CC'ed her on the email.

— Fran

Cancel Send

Flow 3:

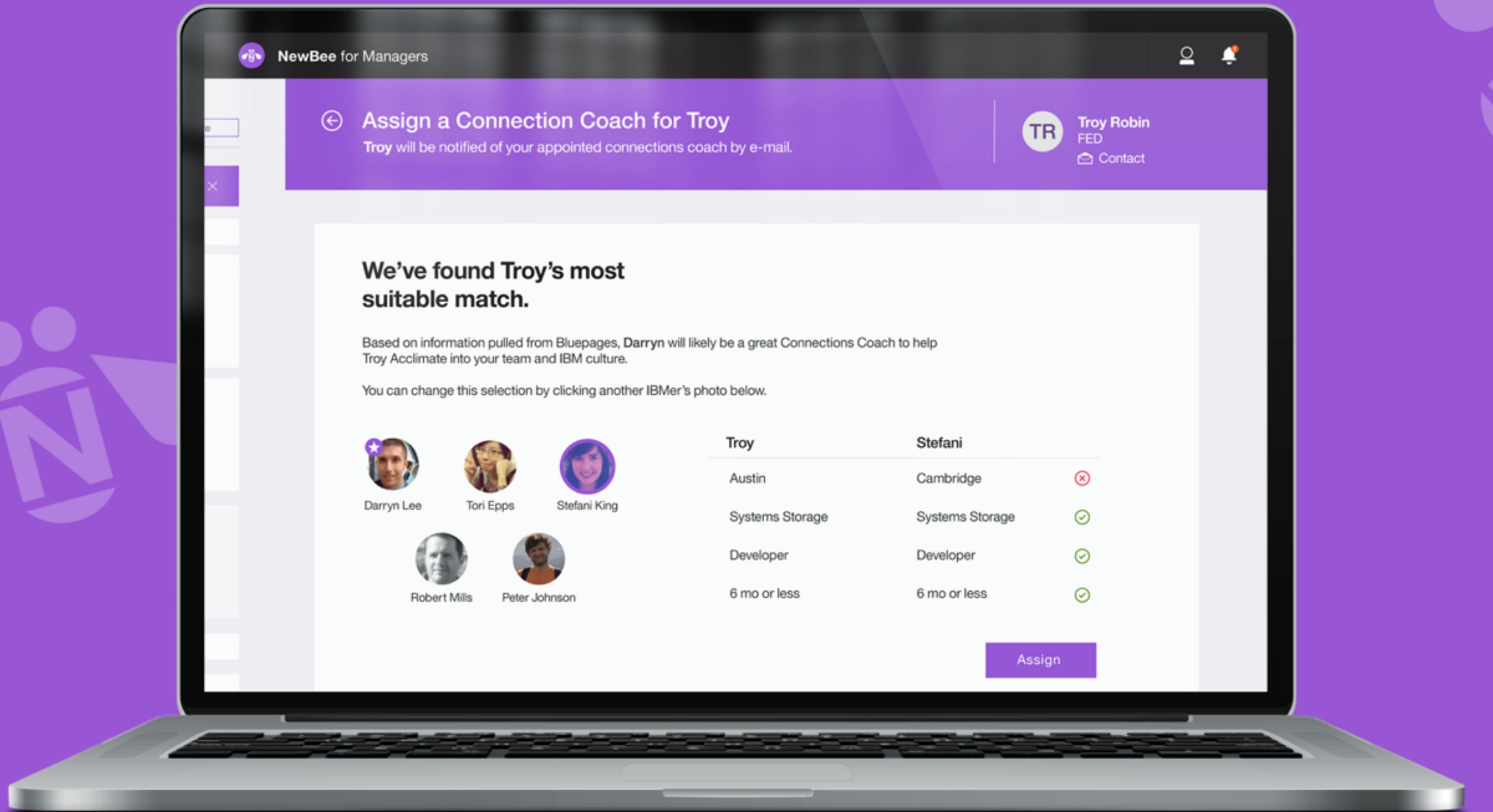
Give Me Transparency & Troubleshooting

Our manager knows when there's something wrong, or if her new hire has a question.

She can push things along if something is late, because she knows who to contact.

View the entire flow:

<https://vimeo.com/197842550>



Reflection

My biggest take away from this was how to use research techniques to inform a design.

To improve this, I would explore more visual identity directions. We aligned on the identity quickly in order to align with other design teams.

My biggest contributions were in the high fidelity stage, and I also assisted with interviews and wrote our insights.

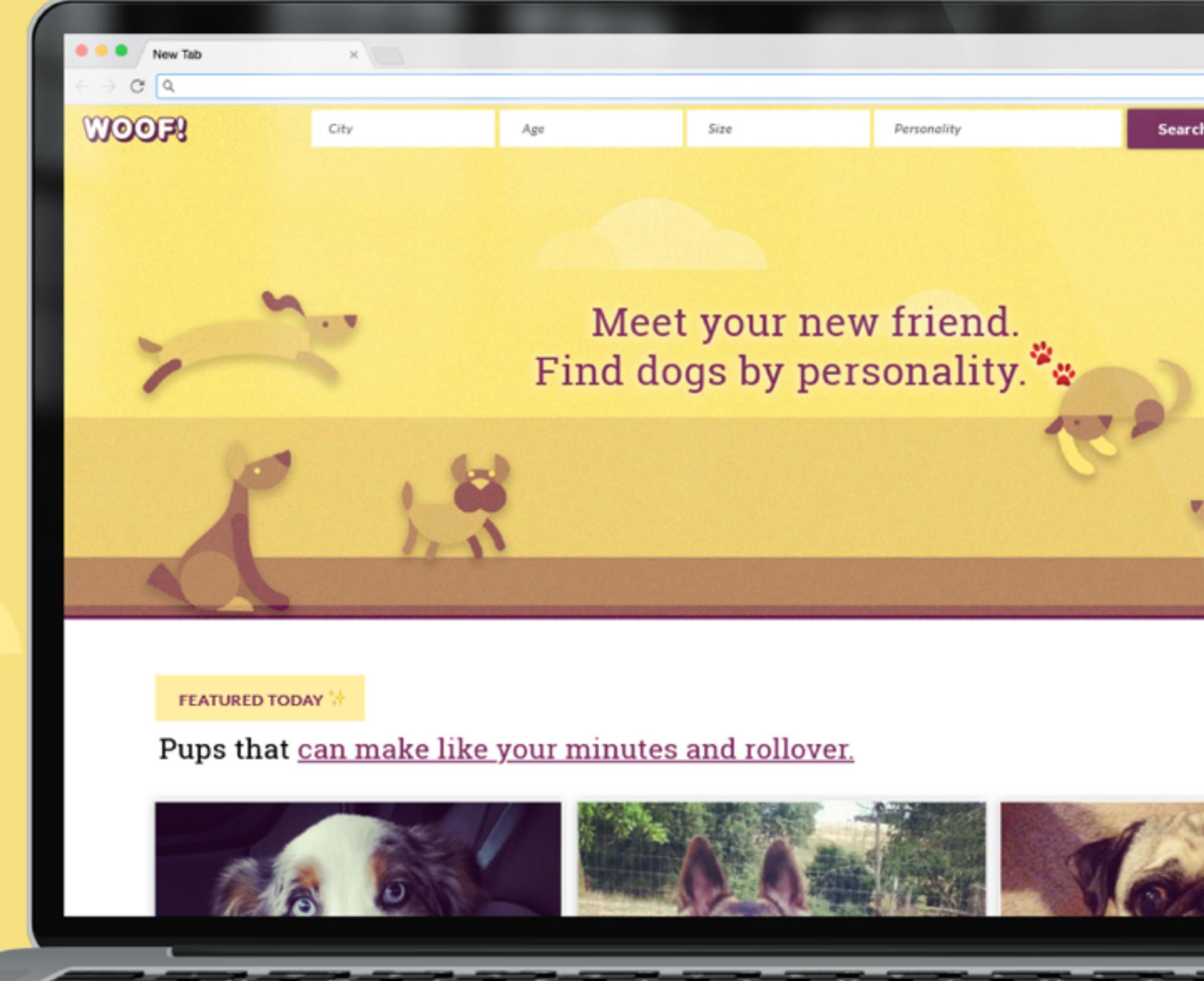
WOOF!

Personal Project, 2016.

I created this interface in 1-week in response to an industry design challenge. I performed the research, concept design, storyboarding, and wire framing.

WOOF! is a web platform to connect people looking for a new pet with dogs from shelters.

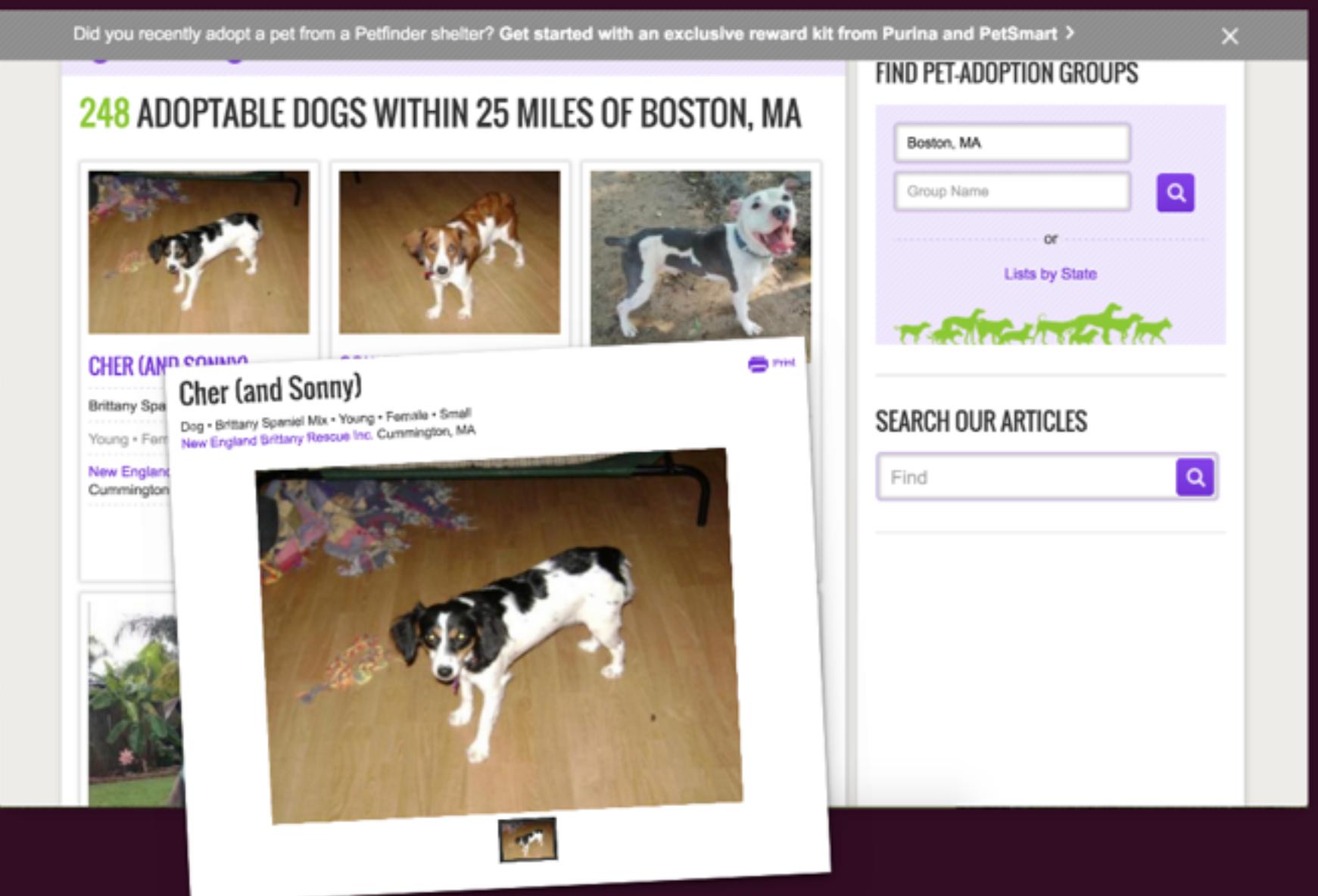
My objective was to design for a sense of compatibility, as well as joy. My longterm goal with this concept is to reduce the number of animals returned to shelters because of a poor fit.



It's difficult to make an educated choice.

Photos and text aren't enough to give a sense of compatibility.

Even in-person visits can be brief, and still lead to returned pets.



The As-Is

Tools to connect owners and shelter pets are barely more personal than online shopping—when really, it's about compatibility in a long-term relationship.

As a result, pet-owners may have an under-informed experience and bring home pets who are not good fits.

A couple of my friends have had to take dogs back to the shelter due to incompatibility—a stressful predicament for both owner and animal that could be prevented with better tools.

← Animal Adoption Survey! ↗

QUESTIONS RESPONSES 18

Roughly how long was the process for you to adopt— from your decision to bringing the animal home?
(18 responses)

Time Period	Percentage
Less than a week	33.3%
Between 1 and 6 months	16.7%
Less than a month	33.3%
Over a year	16.7%

“ Know the dog's behavior and personality—with ANY adoption is very important. You'll know exactly what you're getting into.

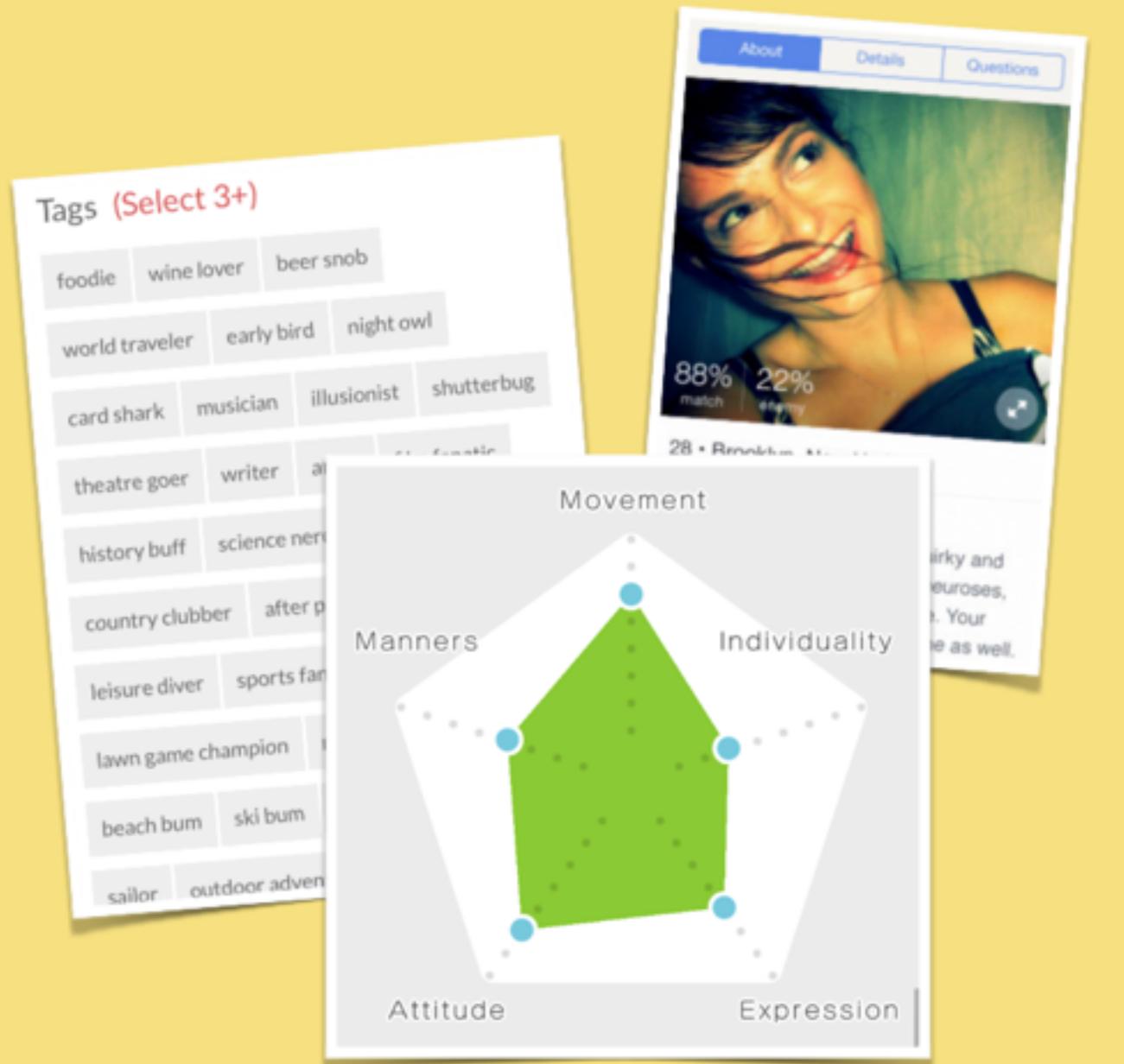
Meryl, 26 Please describe your pet in 1-2 sentences 😊 (What animal, breed, age, etc)
(18 responses)

Golden Doodle
A sweet, shy, 3 year old, 15lb black terrier mix. She prances like a dainty dog, but has the cost of a rugged cairn terrier.
Refer to answer above
Candy is a beagle/spaniel mix, currently 18 but when we adopted her she was 2.
My dog is a seven year old, half chow, half golden retriever mix. He's basically a crazy, small golden retriever with a big fluffy tail.

Research

I sent out a survey via my Facebook network on the first night and got 18 responses.

Among other things, I wanted to know, What was the most important thing people considered when adopting a dog?



The ideal search should tell me about the dog's personality.

When asked what factor was MOST important, 12 of 18 people said personality.

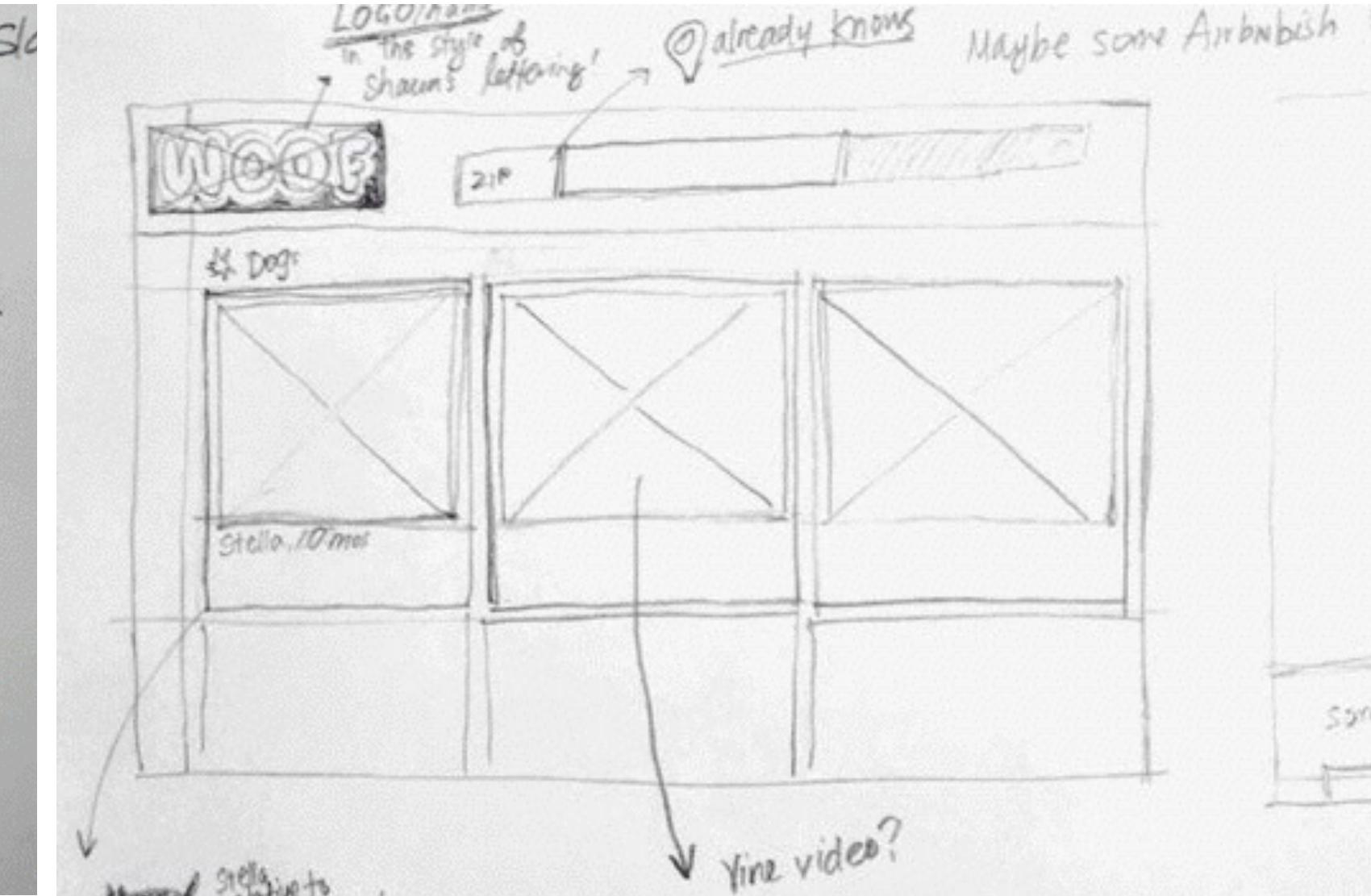
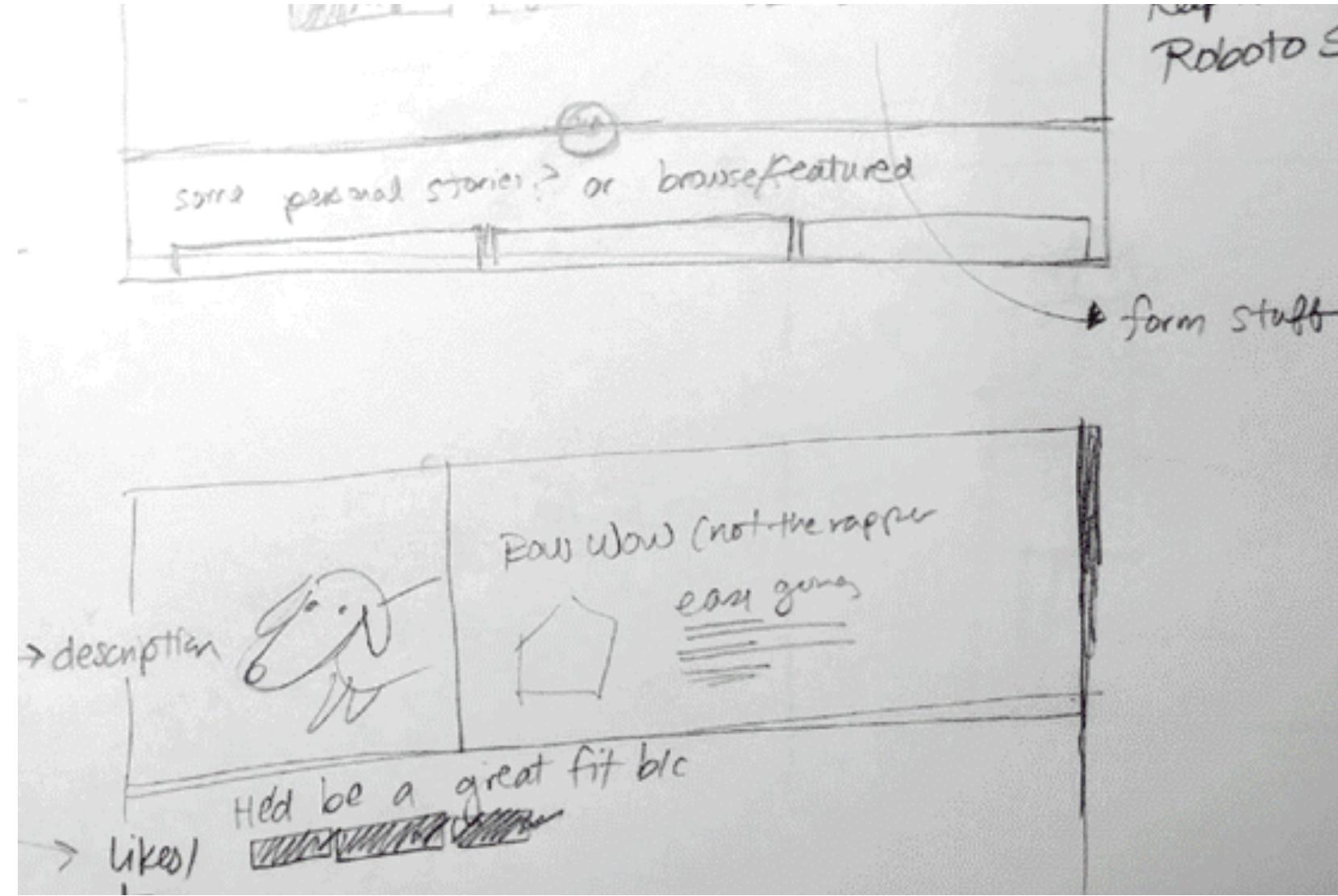
Age, behavioral history, and appearance were also big factors.

Designing for Compatibility

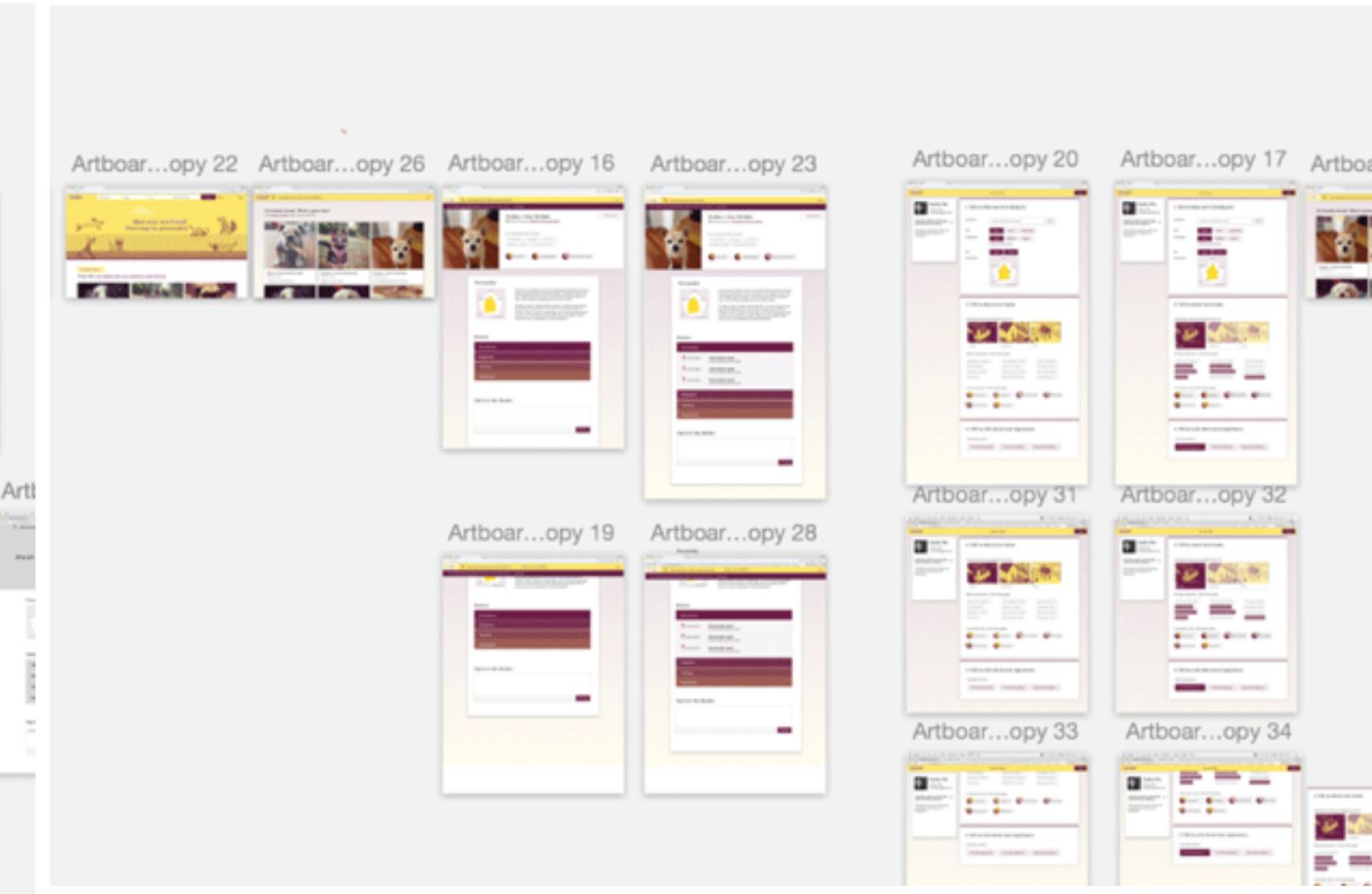
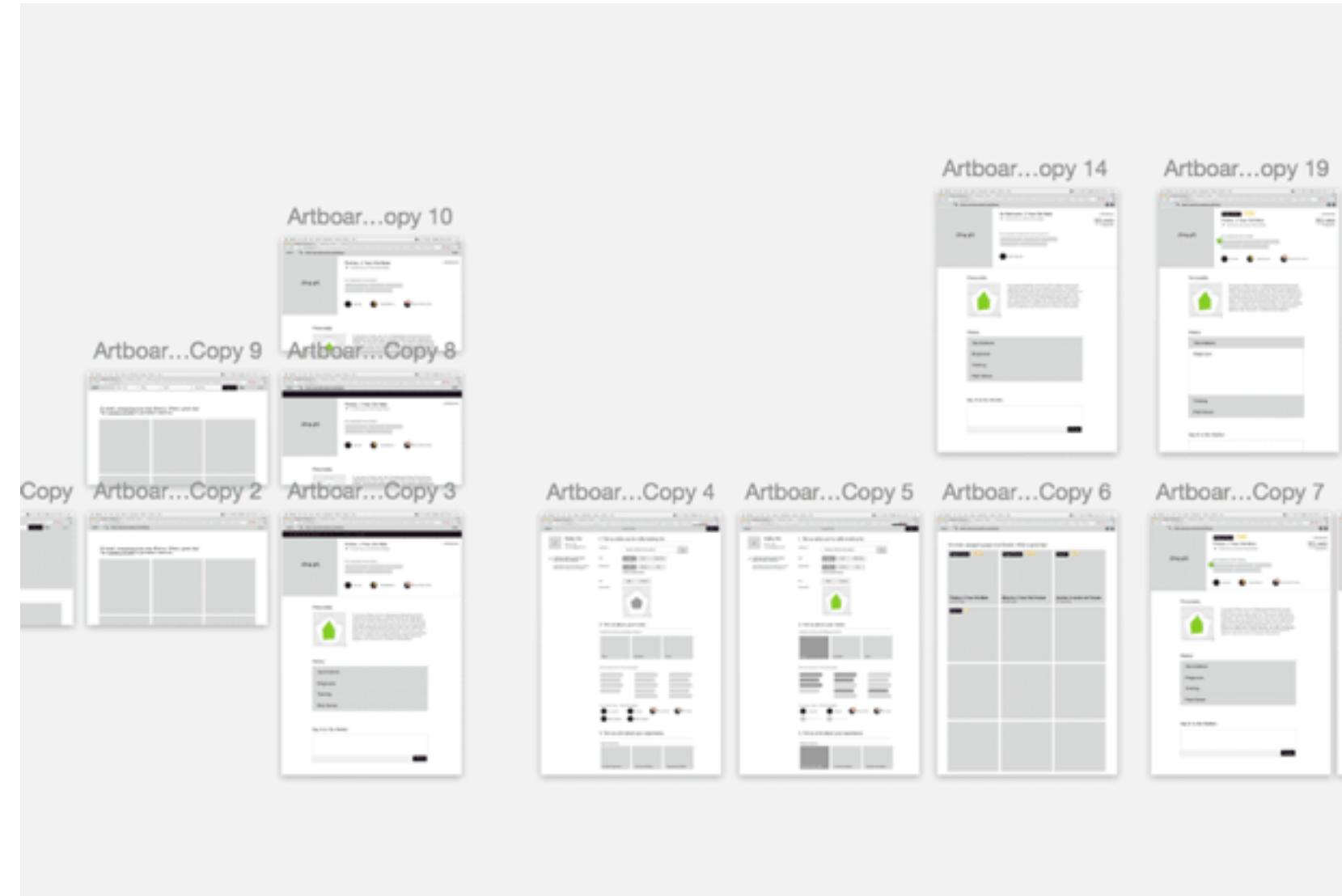
Understanding if someone's personality or behavior is the right fit for you and your lifestyle can be very nuanced.

I referenced UI choices from video games and online dating— personality maps, profiles, compatibility ratings, word tags, and badges.

Woof



The Process



Woof

Logo

WOOF!

Palette



Body— Lato

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Header— Roboto Slab

The quick brown fox jumps over the lazy dog.

Visual Identity

The tone of most shelter sites today is that of “rescuing” dogs; it doesn’t acknowledge the joy or excitement that comes with finding a longtime family member.

In terms of tone, I wanted it to be playful and encouraging.

The screenshot shows a web browser window titled "New Tab" with a yellow header bar. The header bar has a search icon and a "Save" button. The main content area is titled "Create Profile". On the left, there's a sidebar for "Kathy Wu" from Boston, MA, with an email address (kwmakes@gmail.com). The sidebar includes a photo of Kathy, a message about adopting a puppy, and a section for describing the user's needs. A dark red banner at the bottom left states "Woof takes user lifestyle into account". The main form starts with a section titled "2. Tell us about your home." asking about home surroundings (Urban, Suburban, Rural). Below that is a section titled "We'll get along well if... (Pick all that apply)" with a grid of 12 personality traits. At the bottom is a section titled "In my home, I have... (Pick all that apply)" with four categories: "Young kids", "Allergies", "Other animals", and "Other dogs", each with an associated icon.

Demo

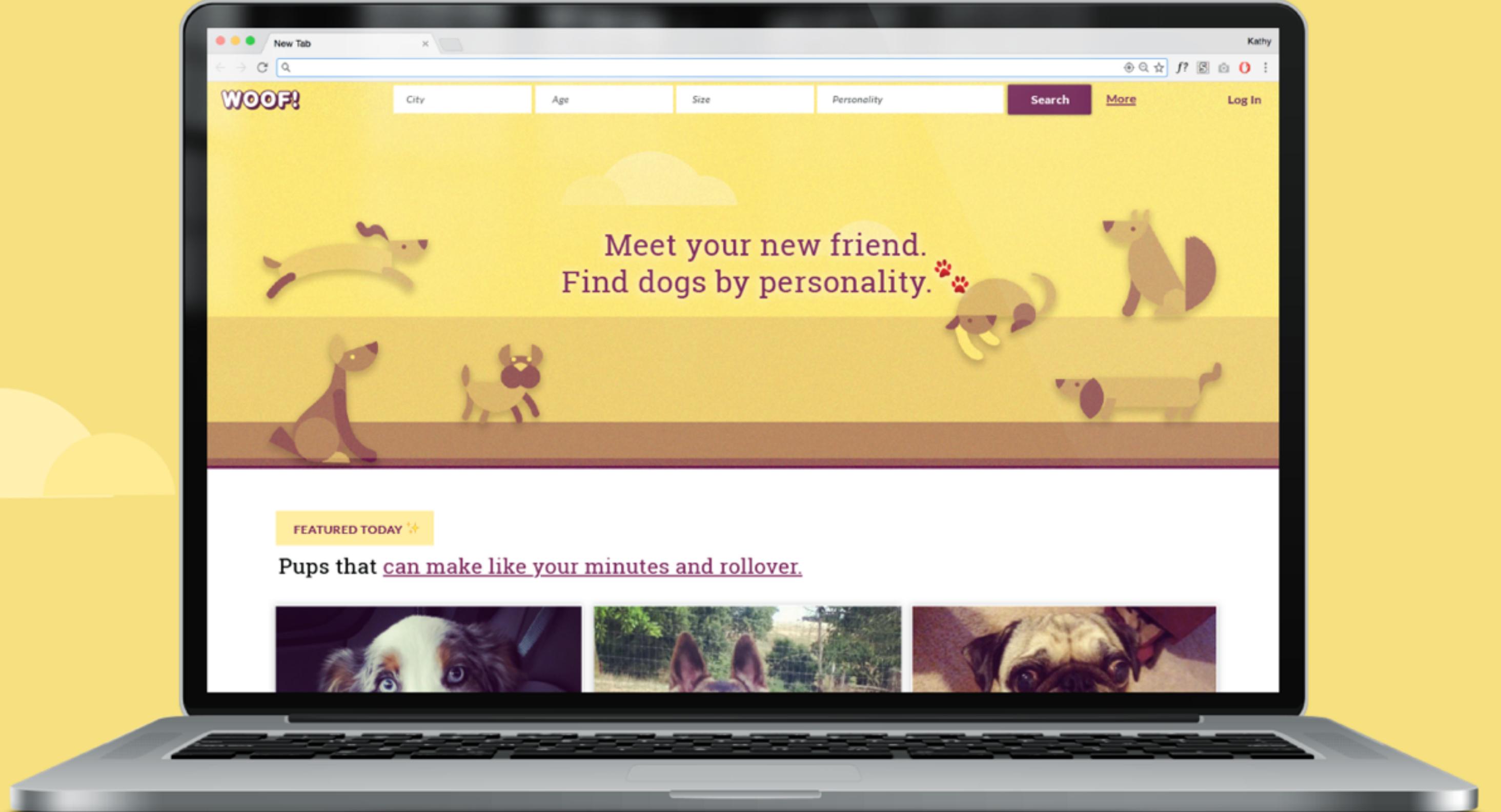
Users can search by personality, and input specific aspects of their lifestyle.

The site surfaces dogs based on best fit.

Users can see the dog's history and message the shelter directly, in an experience which provides more transparency on both ends.

<https://vimeo.com/197842498>

Woof



Reflection

I enjoyed working on this project because it combined my interests in fostering connections, performing research, and creating playful experiences.

Because this project had a 1-week-long time constraint, I had to abbreviate the user research.

If I had more time, I would have liked to speak to many pet-owners one on one, as well as hear shelters' perspectives.

Fraction

IDEO coLabs: Bits + Blocks Fellowship. 2015.

At IDEO coLabs, I worked with students in business, tech, and HCI to create a speculative venture using blockchain technology. Our objective was to mitigate painful transactions and build trust.

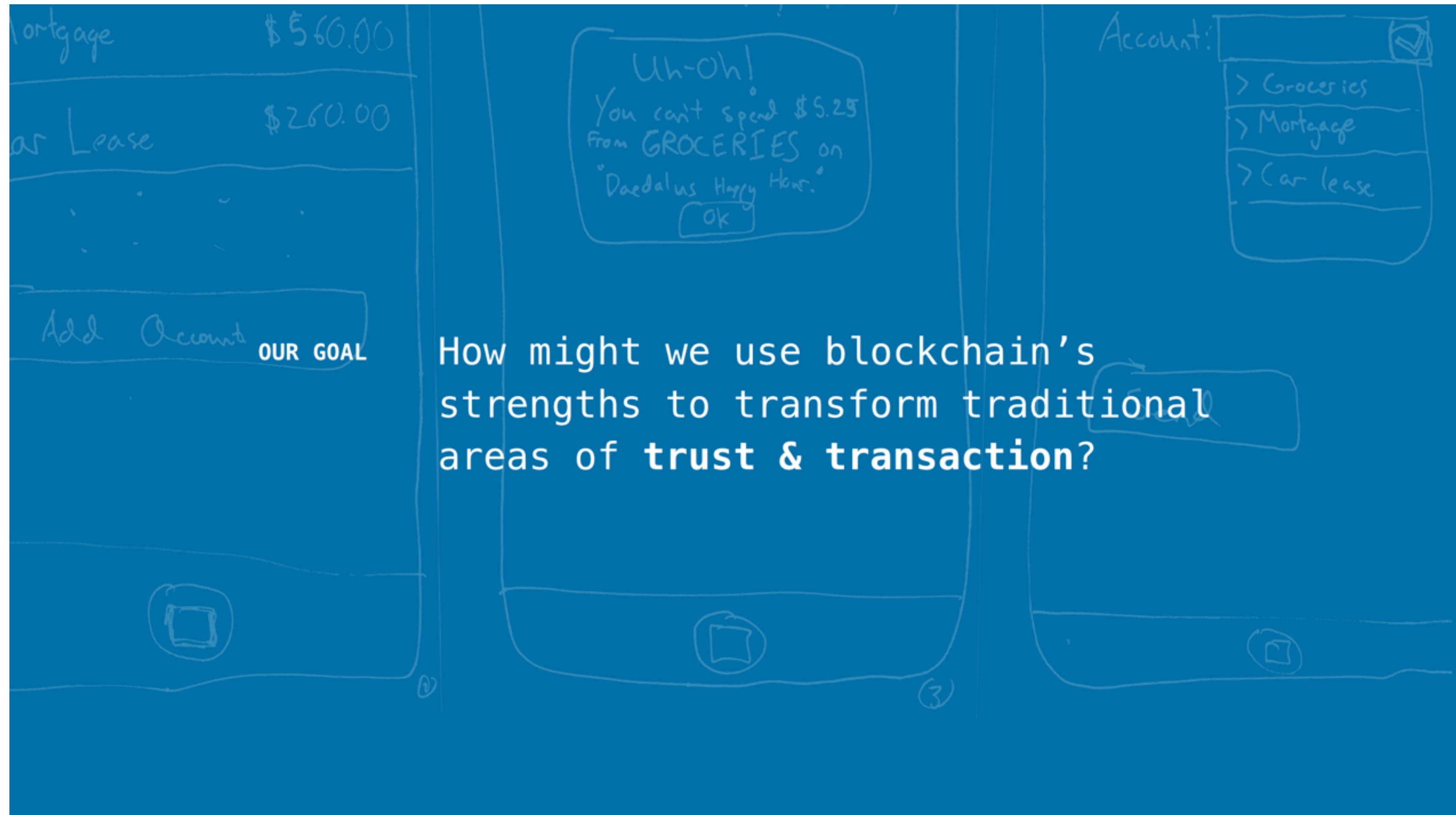
Fraction is a web platform that enables de-centralized ownership of real estate properties. The idea evolved out of human-centered design methods, as well as an understanding of blockchain's strengths.

I conducted user interviews, created paper and digital prototypes, and built the UI. I was also in charge of storytelling.

Design Research, Concept Design



Fraction



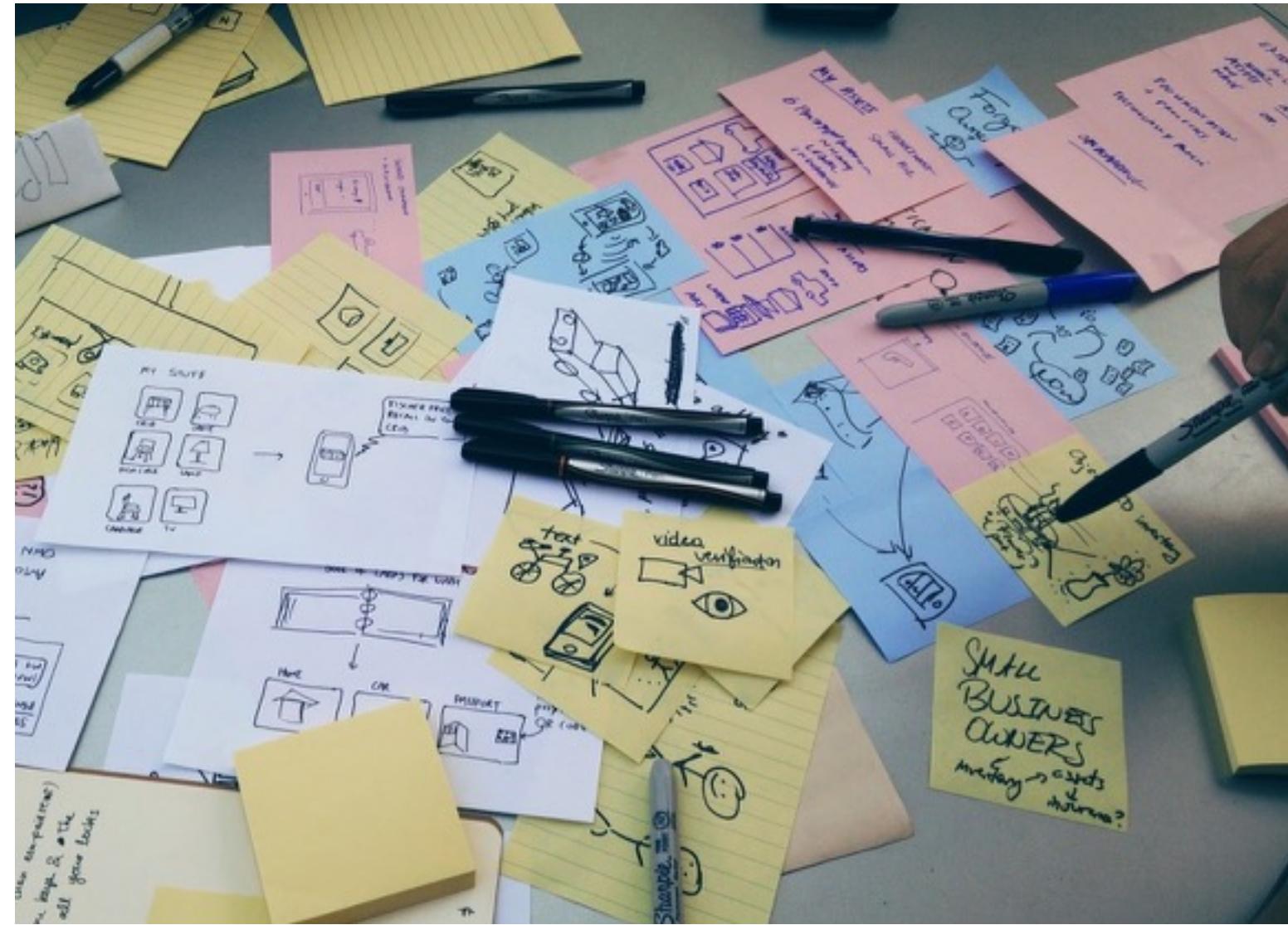
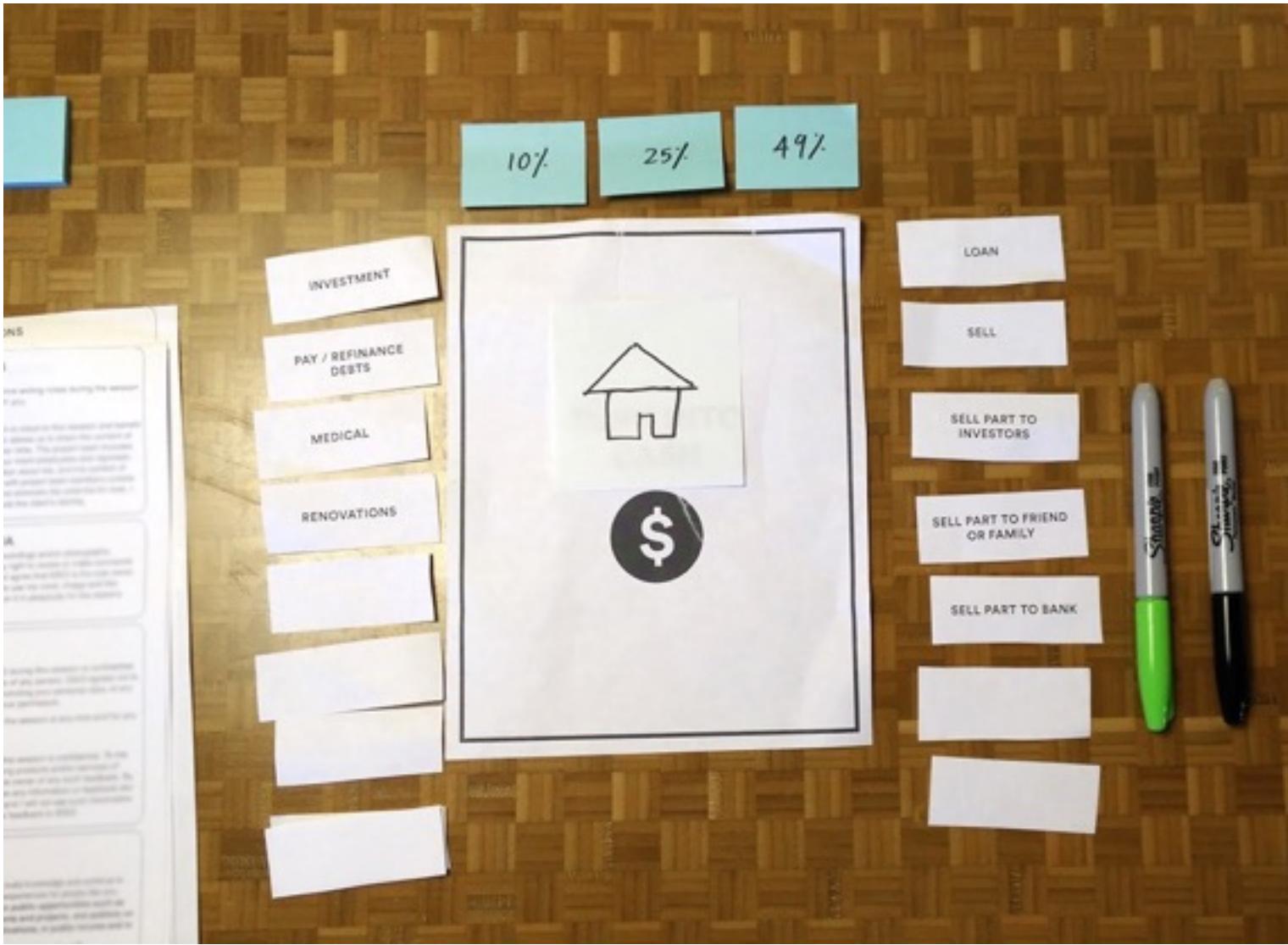
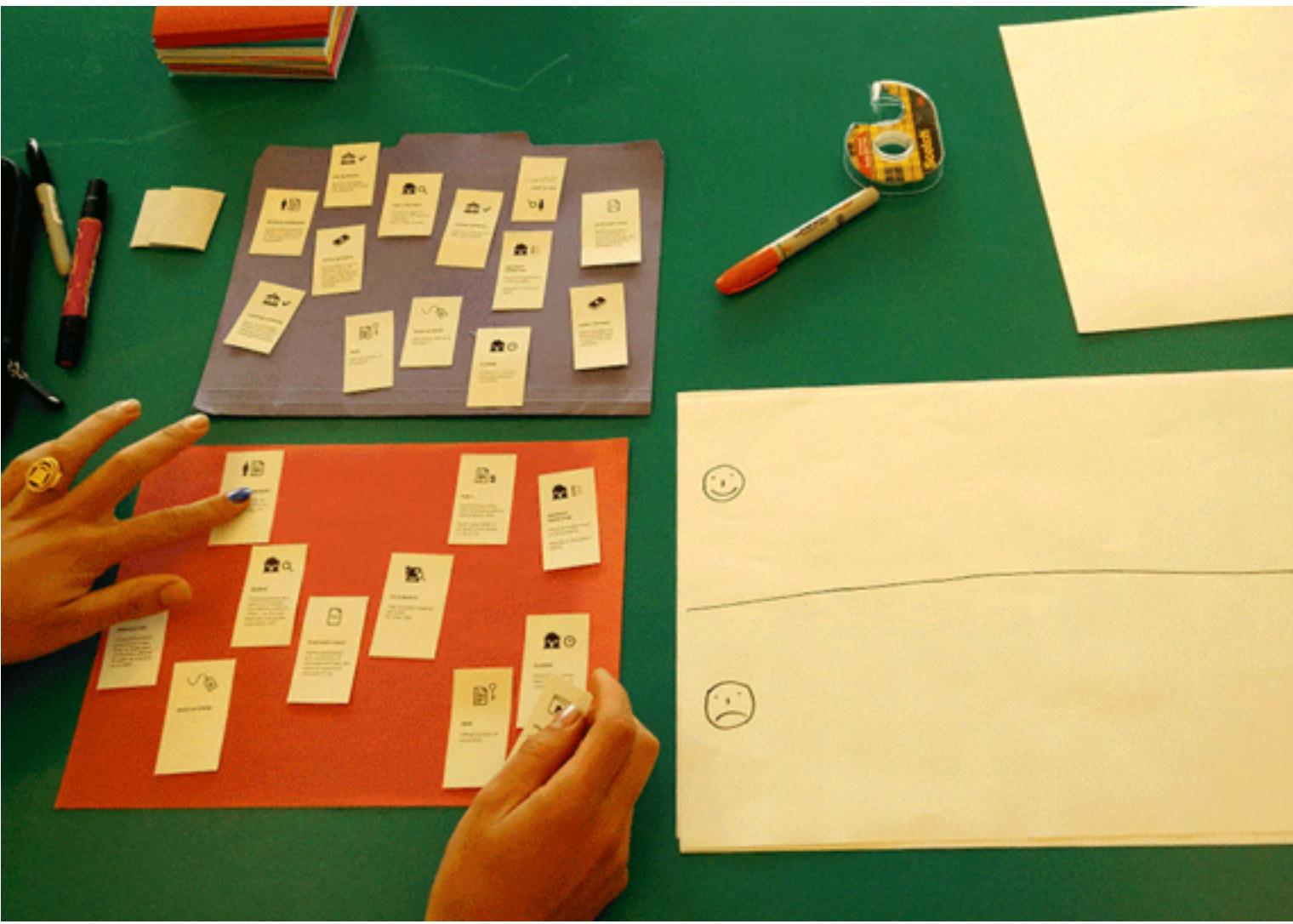
Wait, Why Blockchain?

The blockchain is a complex, decentralized record which could challenge centralized economy forces like banks and funds. Encrypted information exists in many individual node instances, instead of one single ledger.

We were interested in how blockchain offers:

- **Tracking ownership & provenance**
- **Secure verification at scale**

Fraction

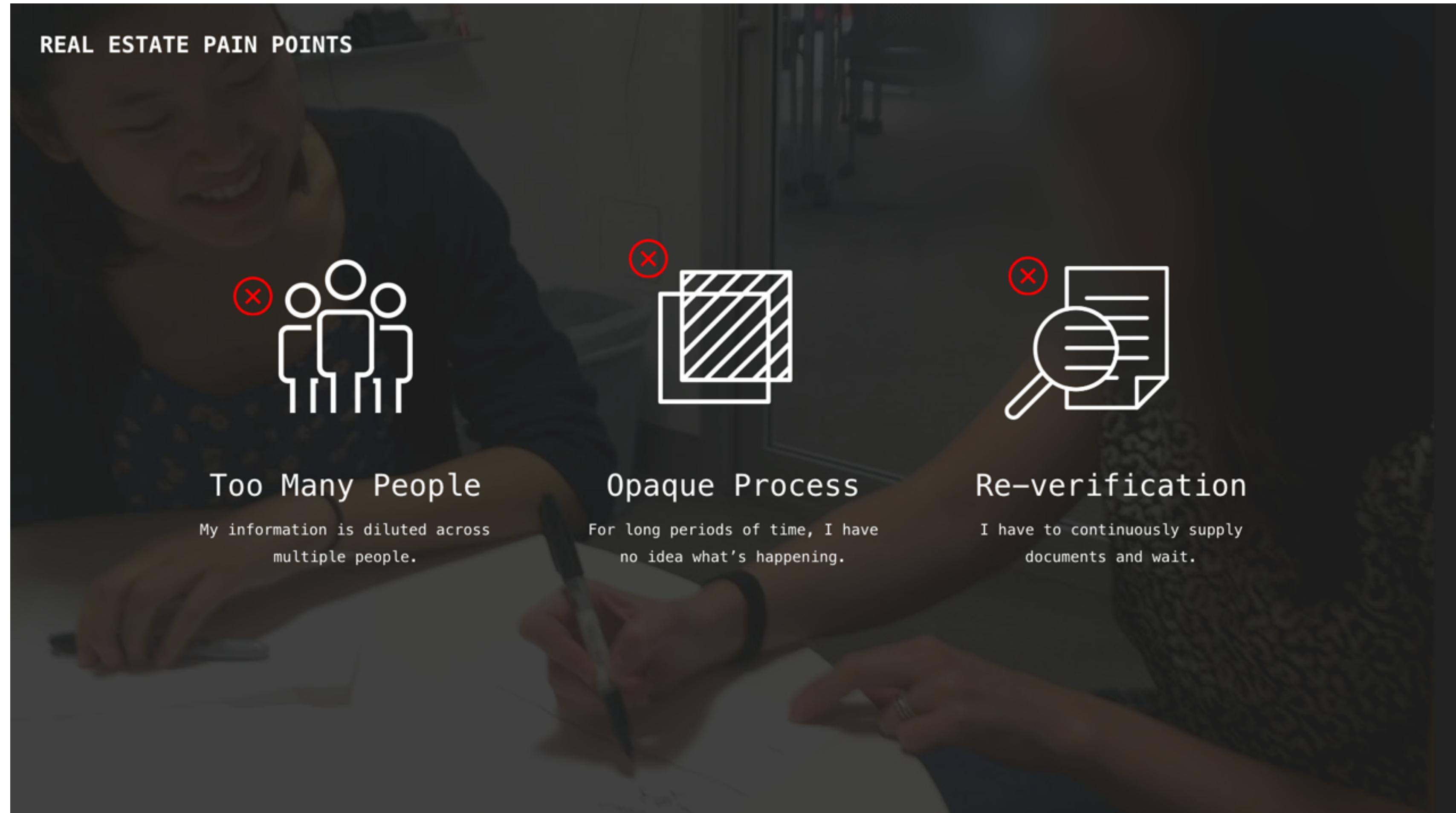


Human Centered Approach

The unique thing about this fellowship is how it combined tech-driven inspiration with a human-centered design.

My group brainstormed areas where trust and transaction is high stakes. For instance: adoption, purchasing dangerous goods, or buying a home.

We interviewed dozens of people and probed for pain points with paper prototypes.



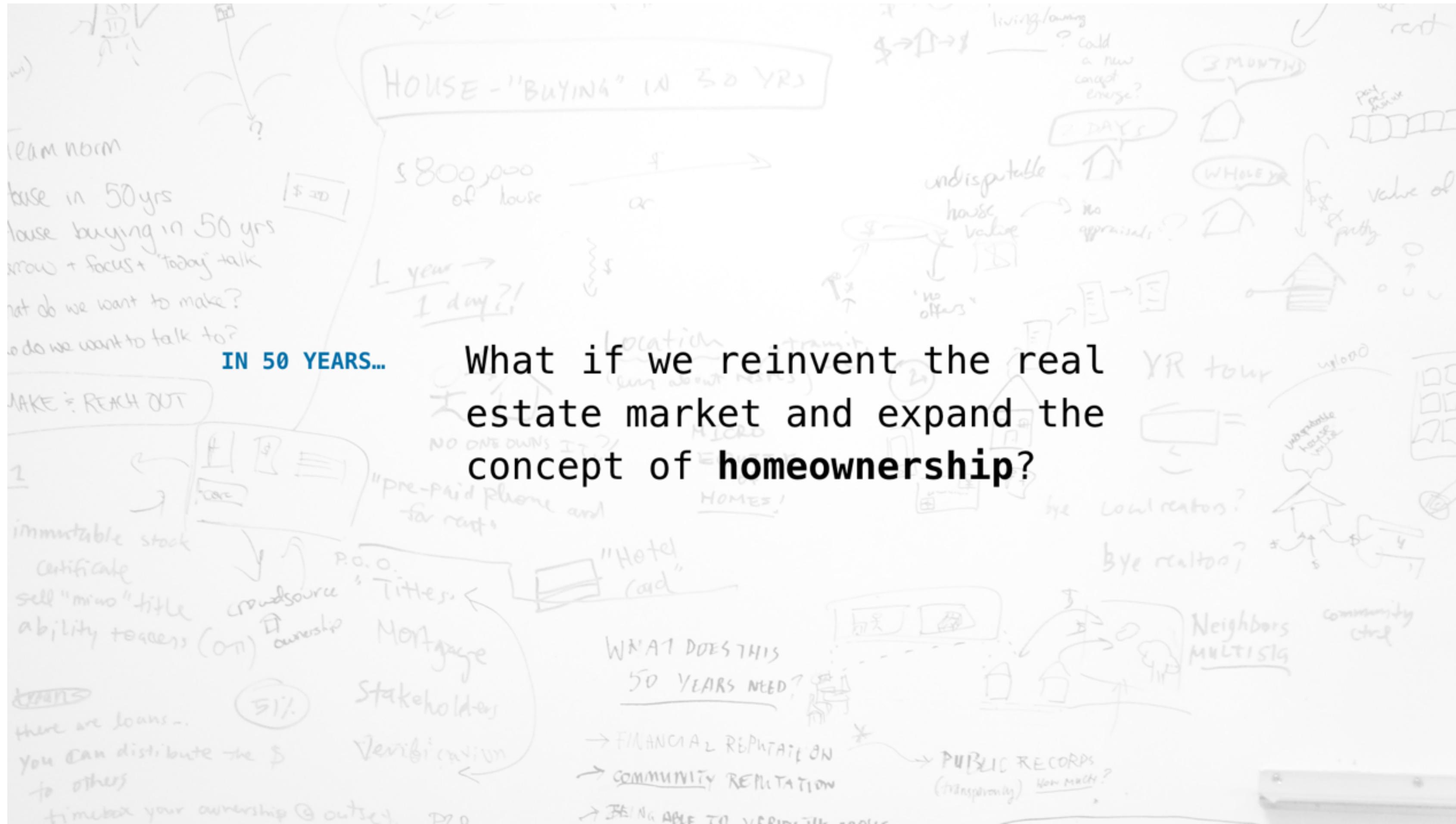
Focus on Real Estate

Out of all the areas we explored, we felt real estate processes involved user pain that we could solve without attacking the infrastructure.

From the **home-buyers' perspective**, we found these problem areas.

(Icons created by A. Scherbik, L Michelson, D Polshin from the Noun Project.)

Fraction



Pain + Opportunity

Our research informed a few design directions, but we felt the impact was too marginal. (For example, we created a real estate paperwork platform.)

We brainstormed ideas to transform the way homes are owned in 50 years.

Fraction



The Concept

Fraction is a speculative venture which allows for partial ownership of property on the blockchain. The blockchain enables secure micro transactions and securely tracks ownership at scale.

Learn more about the idea:

<https://vimeo.com/198154682>

Fraction



The Market

For this idea to take off, investors would have to seed the market and homeowners would open up their homes.

We heard interest on both sides. At the end of the sprint, our fellowship sponsors were interested in piloting an MVP.

Still, It would be tricky to build trust.
We planned to approach **REIT investors** and **second-property owners** because their mental model of property was the closest to what we were proposing.

Reflection

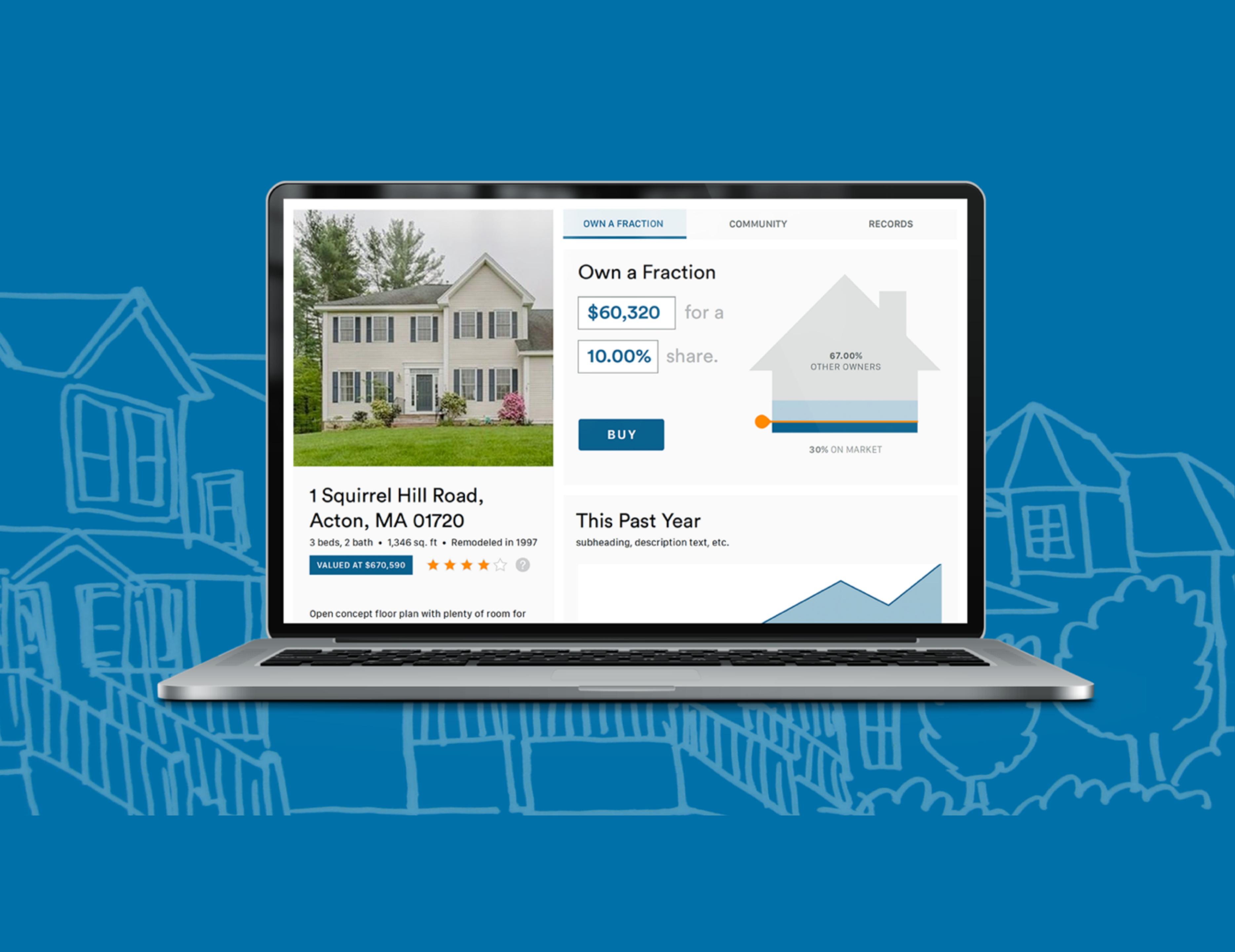
It was my first time applying Human-Centered design in a cross-disciplinary team.

Through this process, I appreciated how a simple prototype could immediately align our perspectives. Making, as opposed to talking, quickly clarified our abstract, system-level ideas. This approach helped our team get unstuck often.

Read the full reflection here:

<https://medium.com/@kaaathy/making-breaking-ventures-b1a6e6bb3b71>

If given more time, we would have liked to published a live working prototype of this UI to get quantitative metrics online.



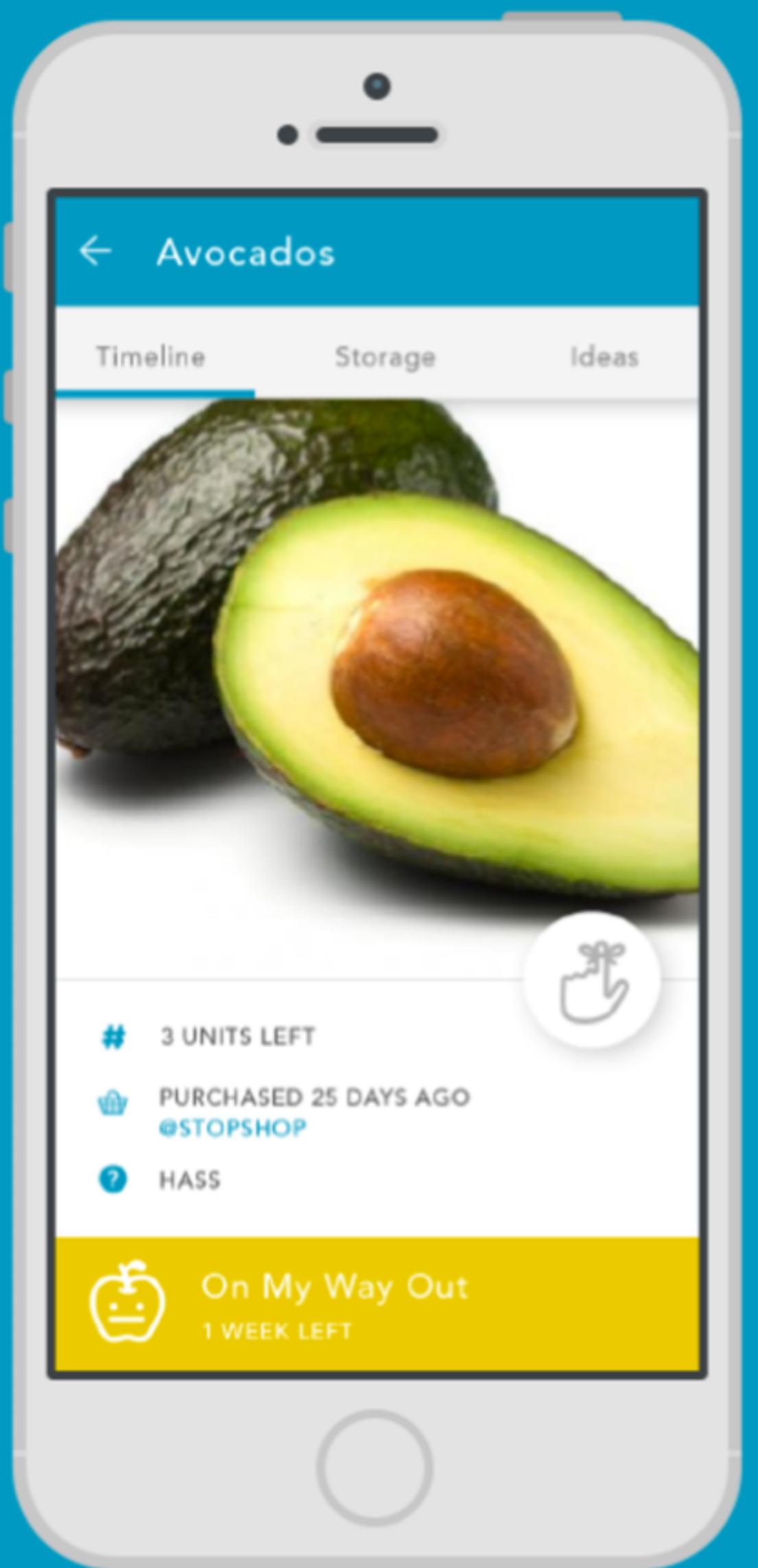
Keep

RISD Studio, 2014.

It can be difficult to keep tabs on all the food we buy, and long-forgotten items just get tossed. How can technology help remedy the problem?

Object recognition has already enabled LG's refrigerators to self-inventory. Soon, we'll need a convenient way to interface with that information.

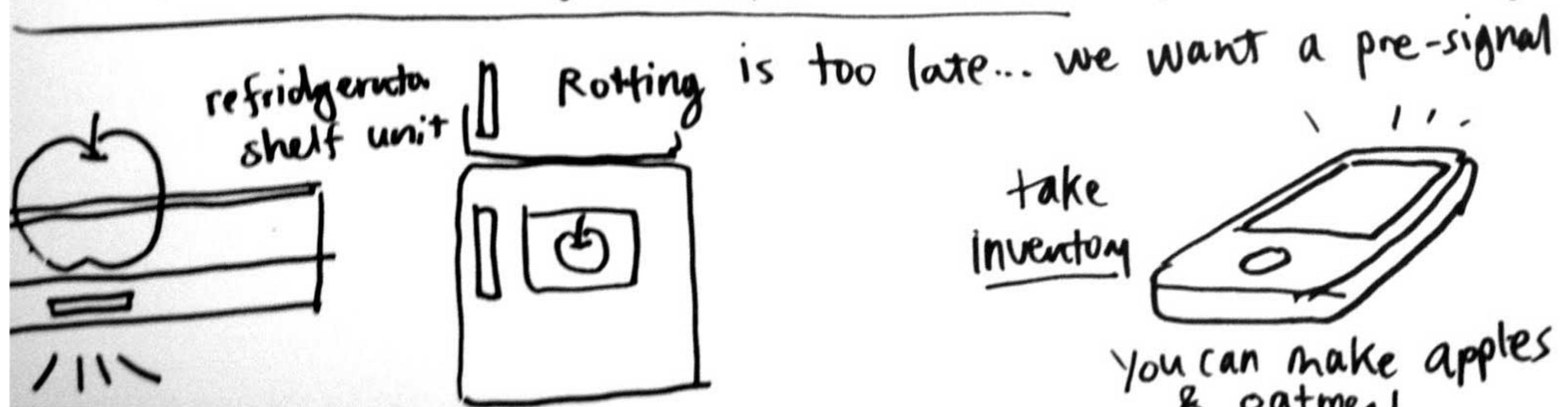
I created Keep in a 2-week mobile app project. I imagine that Keep will supplement future fridges and guide people to better decisions around saving and storing food.



Keep



what if these same signals applied to food? (besides rotting)



Early Stages

I was interested in how objects communicate with us in our homes.

I imagined that Keep would receive ongoing data from a fridge shelf camera.

Keep



Concept

I imagined a user scenario for a busy, middle-aged parent.

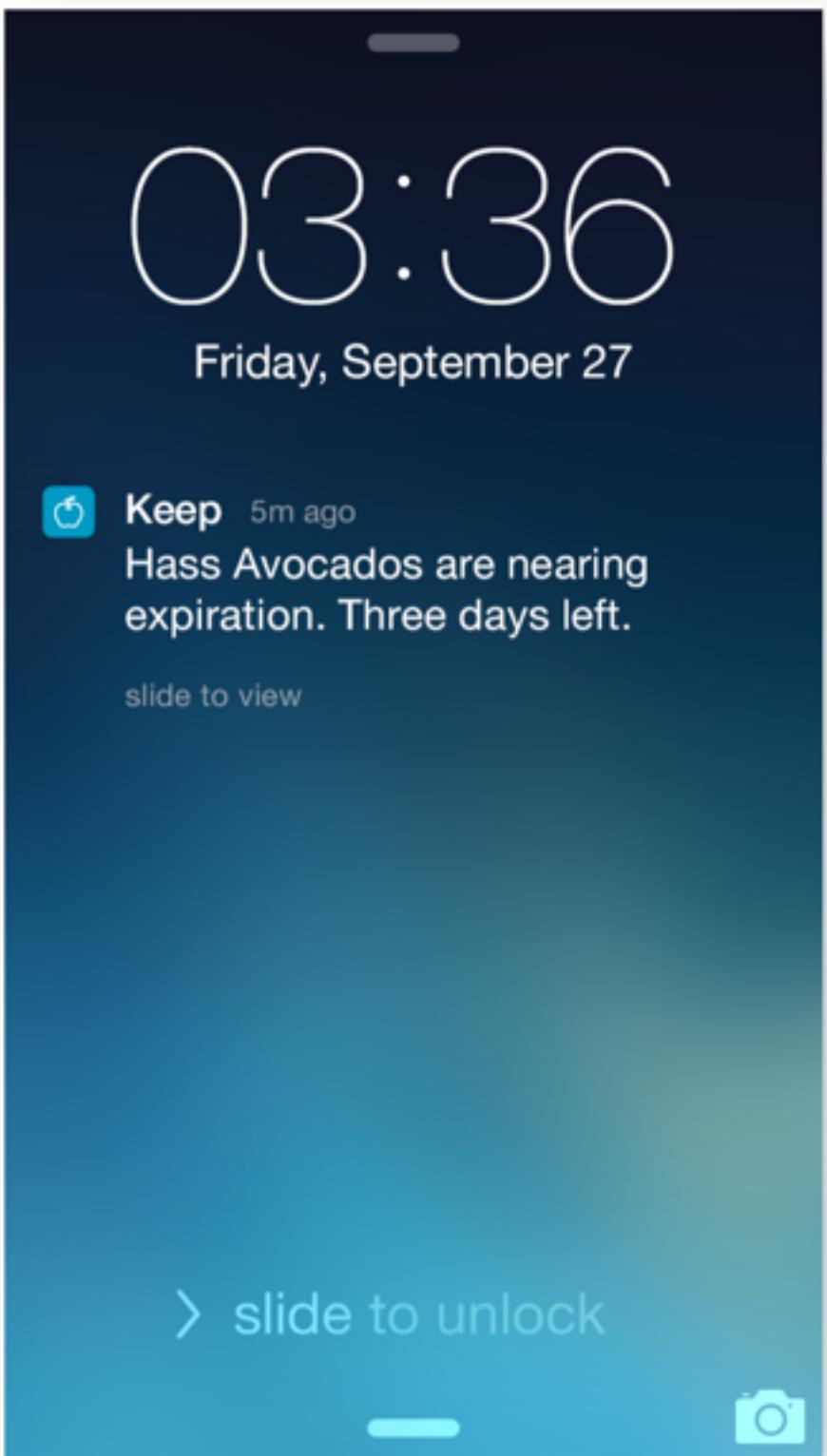
Follow through with the story on the next few slides, or play with the **Invision Prototype**.

<https://invis.io/4Y4WC7OEH>

Notification

Helen, a work-at-home mom, is on her laptop in the living room on a Thursday afternoon when she hears a buzz from her iPhone.

It's a push notification from Keep informing her that the three avocados left in the fridge are on their way out. They have approximately 3–4 days of shelf life left.



Recipe Ideas

She taps the **IDEAS** tab to see recipes that can point out the ingredients she already has.

She decides to try a twist on the BLT for the weekend. (Formally known as the BLAT.)

The left screenshot shows the 'Avocados' screen with three tabs: Timeline, Storage, and Ideas. The Ideas tab is selected, displaying five recipe cards:

- Avocado, Lettuce, & Tomato Sandwiches**: ★★★★☆, 20 MIN, 4 of 5 ingredients. Includes a small image of the sandwich.
- Cool Southwestern Salad With Corn & Avocado**: ★★★★☆, 45 MIN, 4 of 10 ingredients. Includes a small image of the salad.
- Grilled Chicken Salad with Avocado & Mango**: ★★★★☆, 45 MIN, 3 of 9 ingredients. Includes a small image of the salad.
- Cilantro-Lime Shrimp Tacos**: ★★★★☆, 45 MIN, 2 of 5 ingredients. Includes a small image of the tacos.
- Avocado Pizza With Cranberries**: Not rated, 0 MIN, 0 ingredients. Includes a small image of the pizza.

The right screenshot shows the details for the **Avocado, Lettuce, & Tomato Sandwiches** recipe. It includes a large image of the sandwich, a star icon for favoriting, and the following details:

- Avocado, Lettuce, & Tomato Sandwiches** by Food Network, ★★★★☆
- PREP TIME: 20 MIN COOK TIME: 5 MIN
- Ingredients (5 of 6)**: Shows 2 avocados thinly sliced with a green checkmark next to the quantity.

Keep

Ingredients

She confirms the quantity and amount and the item is saved.

The image consists of two side-by-side screenshots from a mobile grocery application. Both screens show a list of ingredients for a recipe, with the top part being identical and the bottom part differing slightly.

Top Part (Both Screens):

- Header: "← Avocado, Lettuce, Tomat..."
- Section: "Ingredients (5 of 6)"
- Items:
 - 2 avocados thinly sliced (status: $\frac{2}{2}$)
 - 1 onion finely chopped (status: $\frac{2}{2}$)
 - 1 head lettuce washed and dried (status: $\frac{2}{2}$)
 - 2 tomatoes thinly sliced (status: $\frac{1}{2}$)
 - 5 strips bacon crissppyy! (status: $\frac{5}{5}$)

Bottom Part (Left Screen):

- Section: "Add to Grocery List?"
- Inputs:
 - Quantity: 1
 - Item: Tomato
- Buttons: CANCEL and ADD

Bottom Part (Right Screen):

- Section: "Preparation"
- Text: "1. Cook bacon until crispy, then drain on"

Grocery List		
+		
PRODUCE		
	Avocados	✓
	Onions	✓
	Lettuce	
	1 Tomatoes	✓
	Celery Sticks	
MEAT & FISH		
	2 Strange Fish	
	3 lbs Onion Clams	

Grocery List

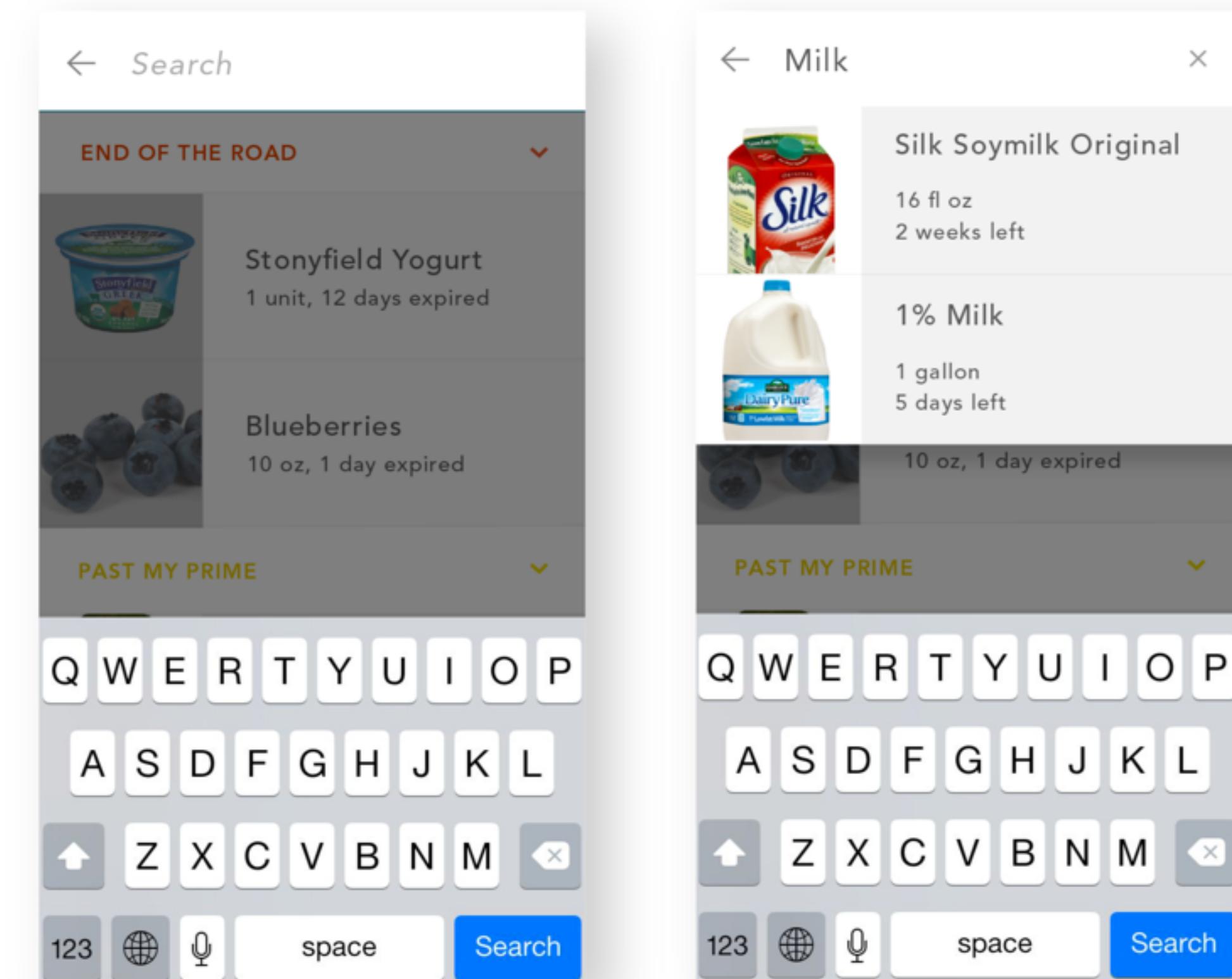
The next day, Helen drives to the local Stop & Shop. Once she's there, she opens the Keep grocery list on her phone.

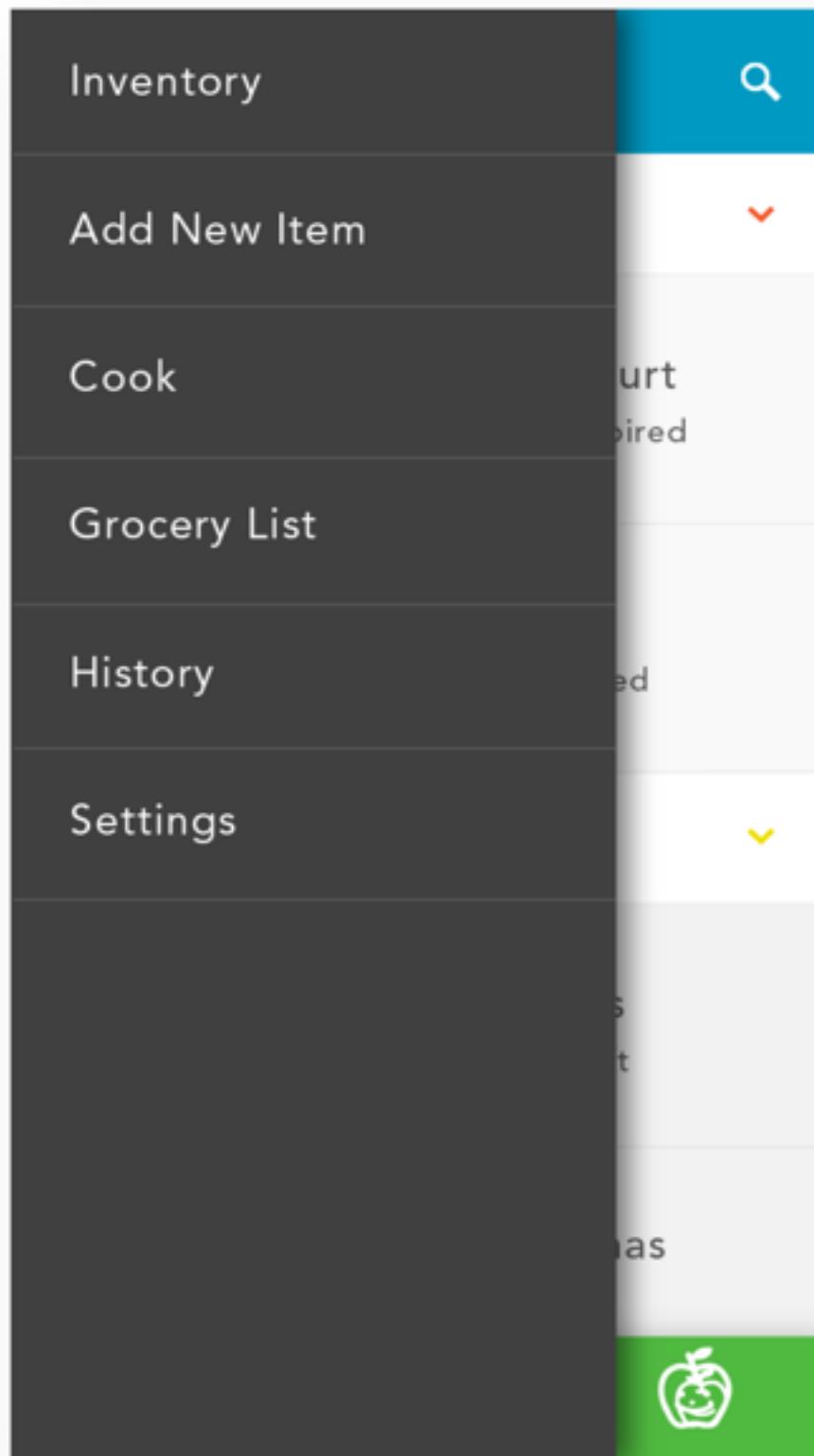
She gathers almost the listed items, but forgets whether there are one or two milk cartons at home.

Search

She taps the home screen of Keep, and types **milk** into the search query.

The search tells her that there's still one gallon left. Helen is glad to be able to confirm information before making a purchase.





Arriving Home

Helen has a couple destinations before she can head on home.

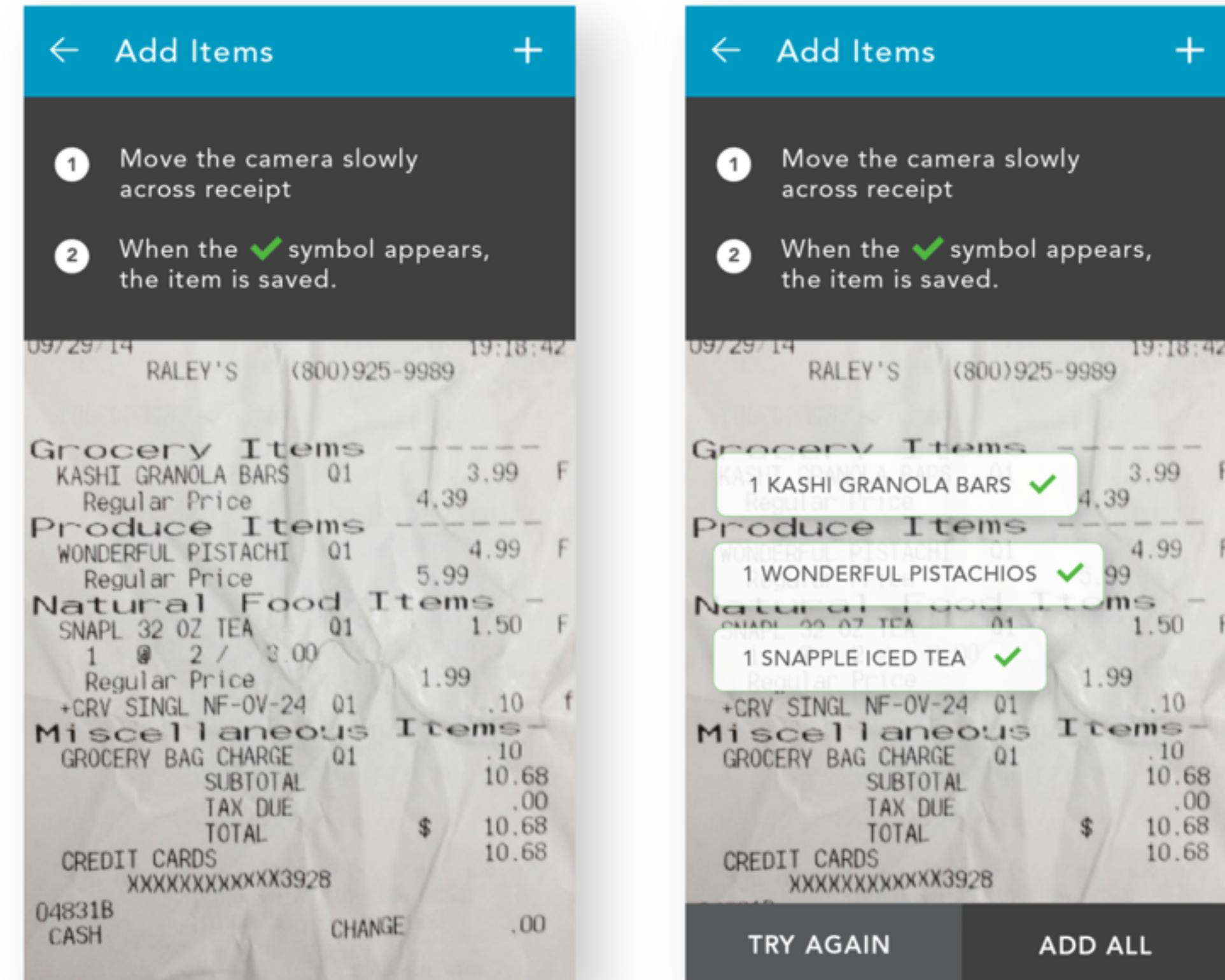
(The kids gotta get picked up from soccer, then there's that package she needs to drop off...)

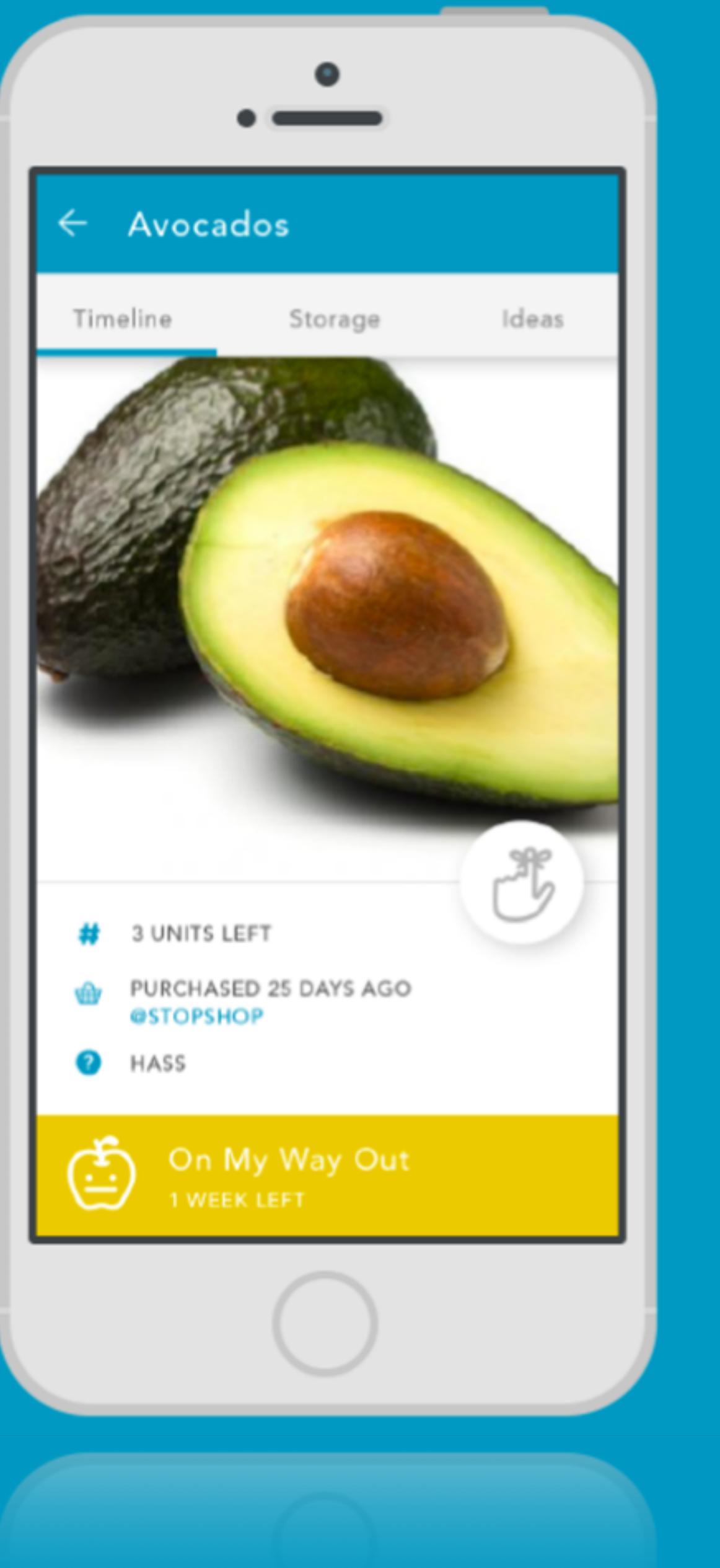
When she does, she's extremely tired and wants to get everything into the fridge as soon as possible.

Updating Inventory

She scans the Keep-friendly receipt with her iPhone camera and saves it after loading everything.

She knows that were she to forget, Keep could nudge her as it has learned her regular grocery habits.





Reflection

Since this was an early foray into UI design for me, I've since learned a lot about visual and interaction design.

From a concept standpoint, I felt I overloaded the application with too many features. I would have liked to simplify the UX architecture to few essential, produce-tracking screens.

For visual design, I would opt for a brighter, more accessible UI. I would reduce the amount of gray, which dulls the UI. I would imagine other ways of visualizing freshness beyond the stoplight alone.

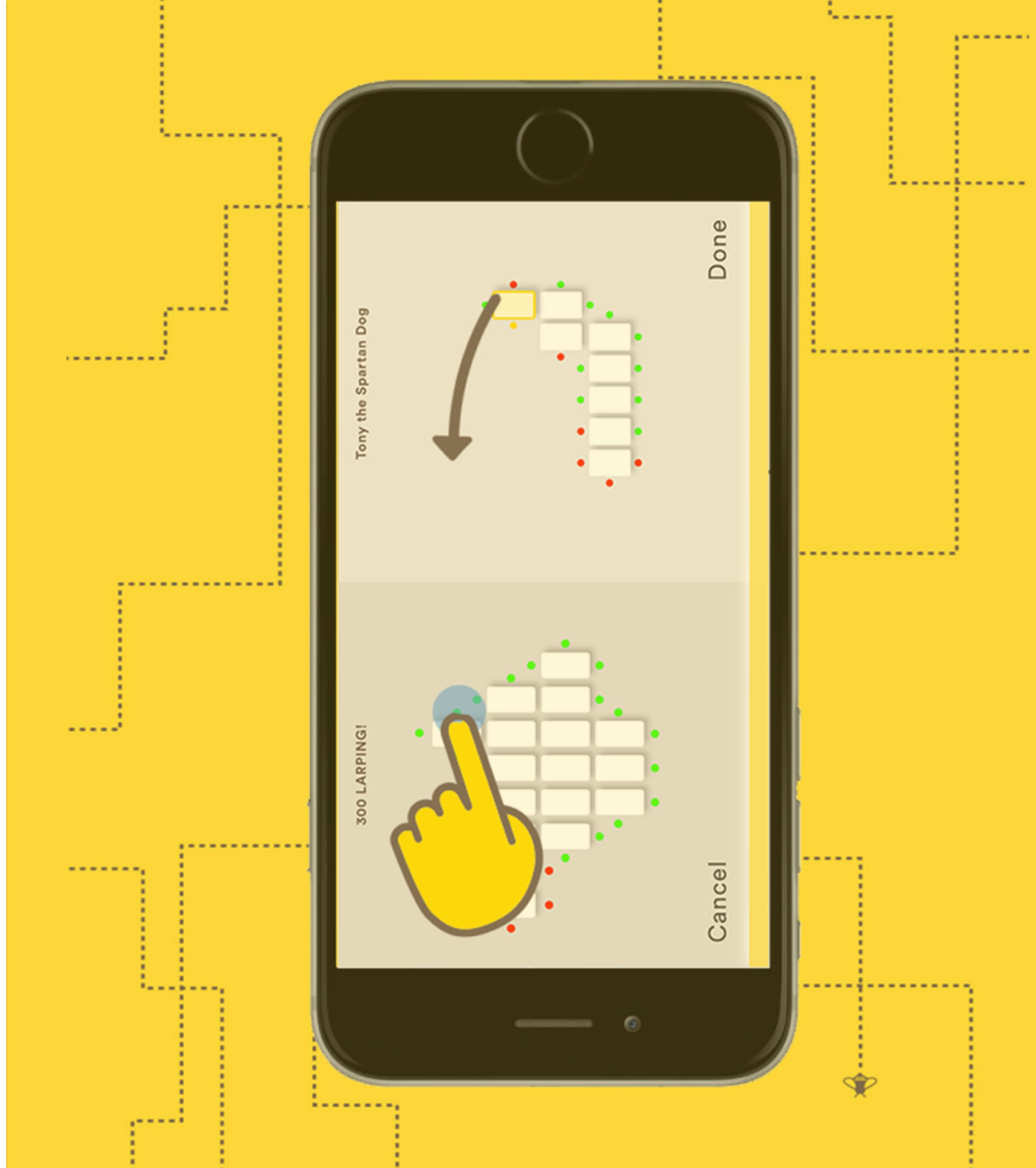
Bumble

RISD Studio, 2015.

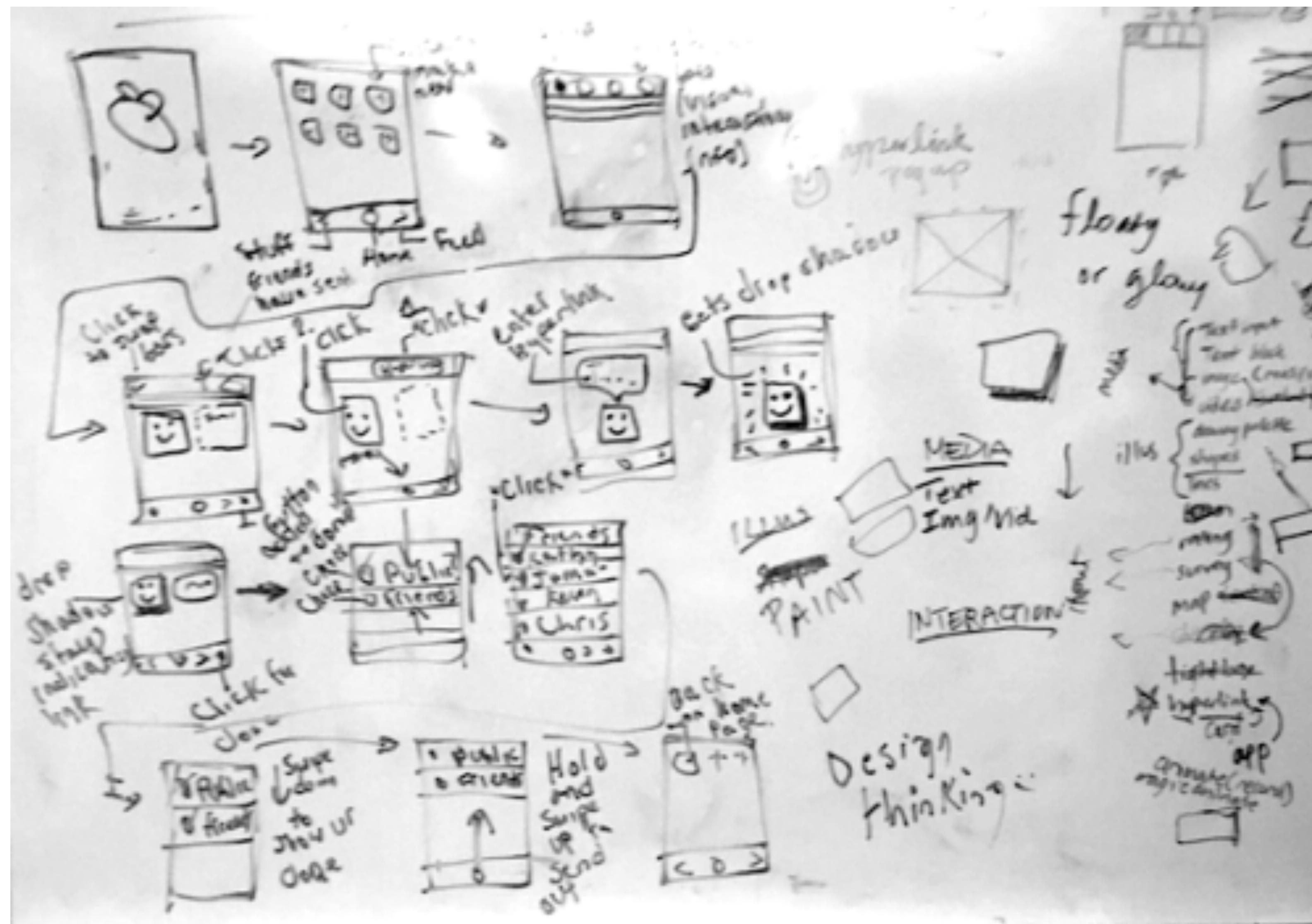
Bumble is a collaborative fiction-building software for smartphones. I worked with two other design students over 4 weeks.

Today, even with responsive design, much of mobile media retrofits desktop computers. Our objective was to build a media-making tool native to the smartphone.

Bumble Users can write fictions with friends, record video, and manage their story's architecture from an aerial view.



Bumble

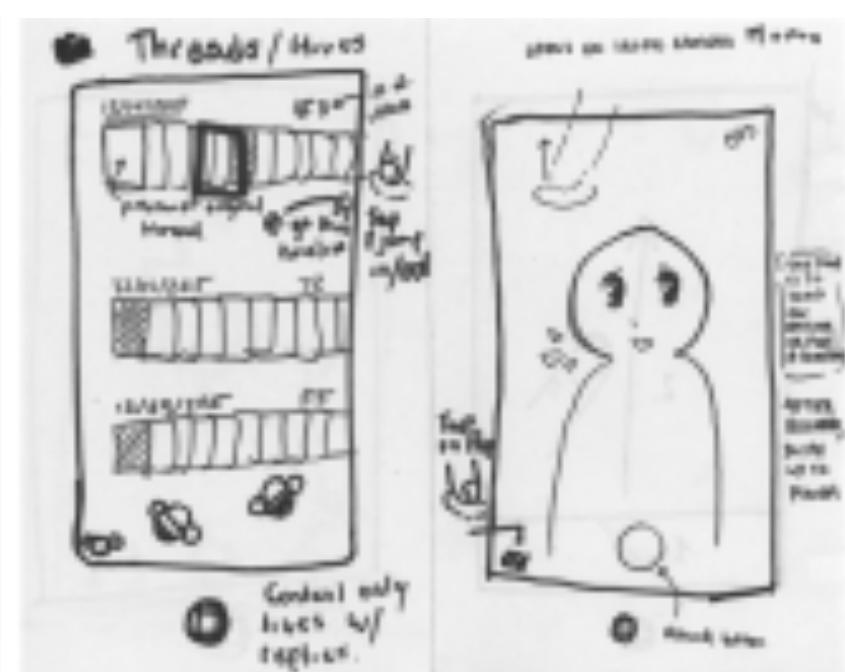
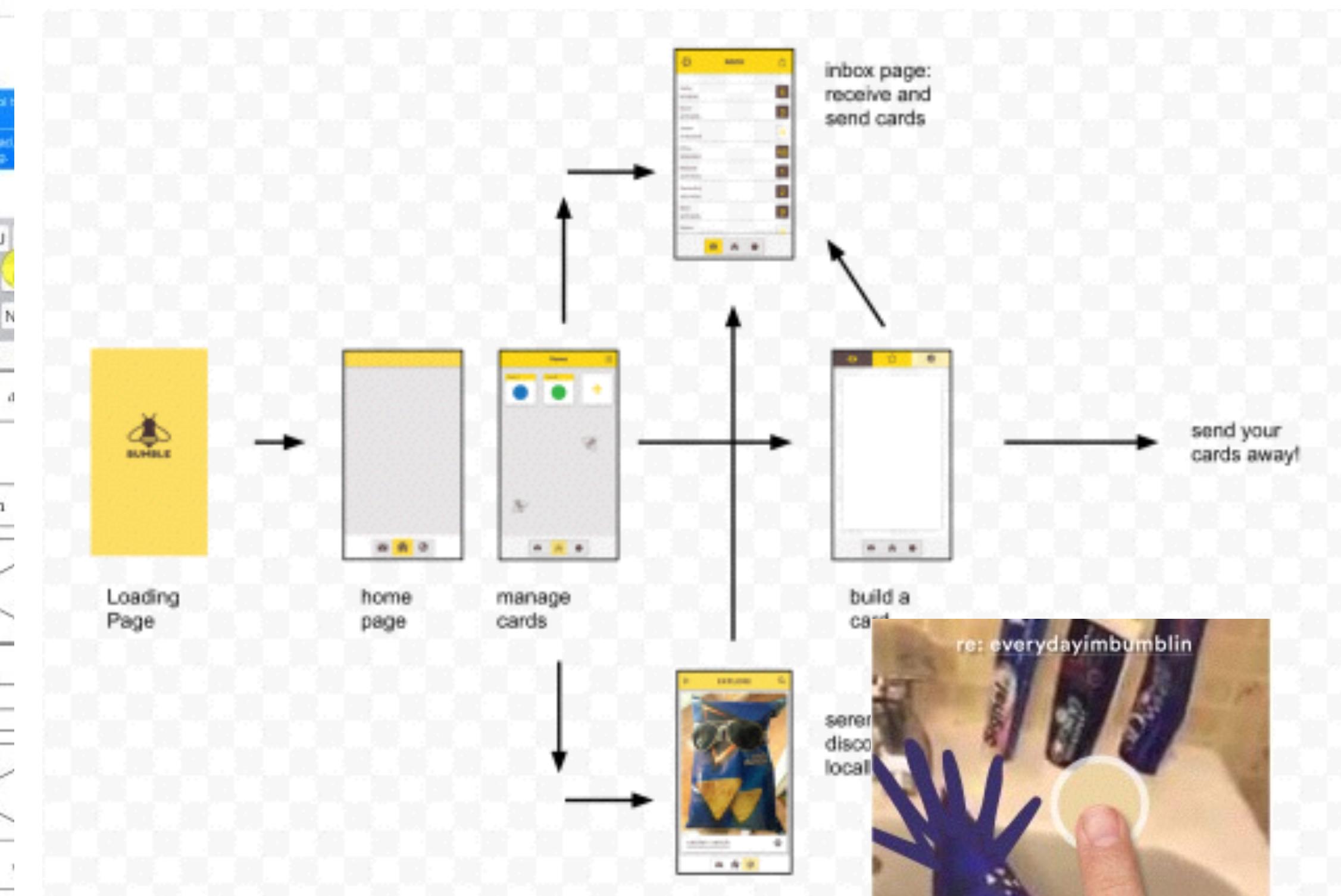
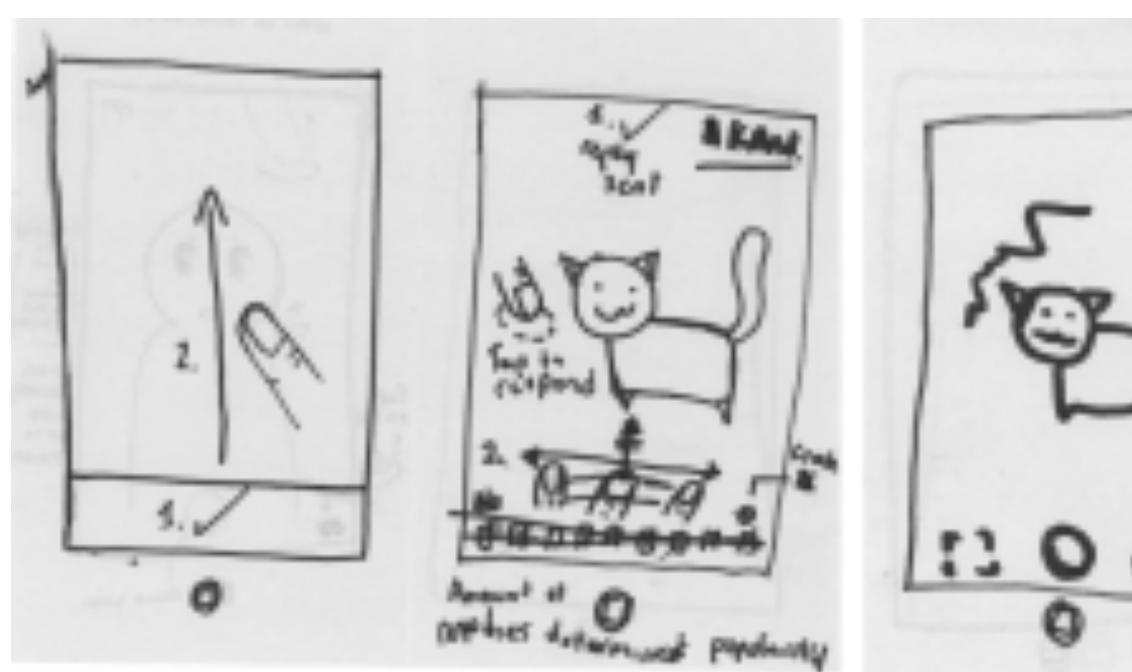
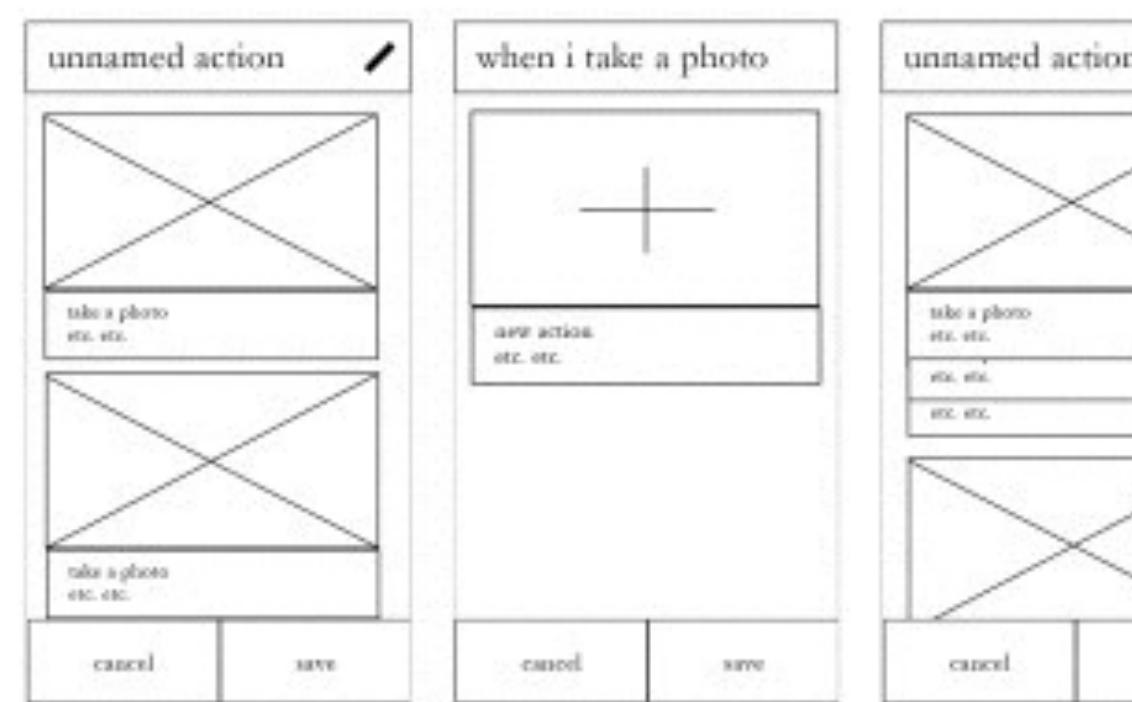


Inspiration

My team was inspired by Hypercard and SmallTalk, which informed the shape of media-making on personal computers in the 1960s and beyond.

Mobile devices encourage quick manipulation of images and videos. We were drawn to playful media-makers, like Snapchat and Kidpix.

Bumble



VERSION 1

Early Bumble invited users to build card-based websites on a social network.

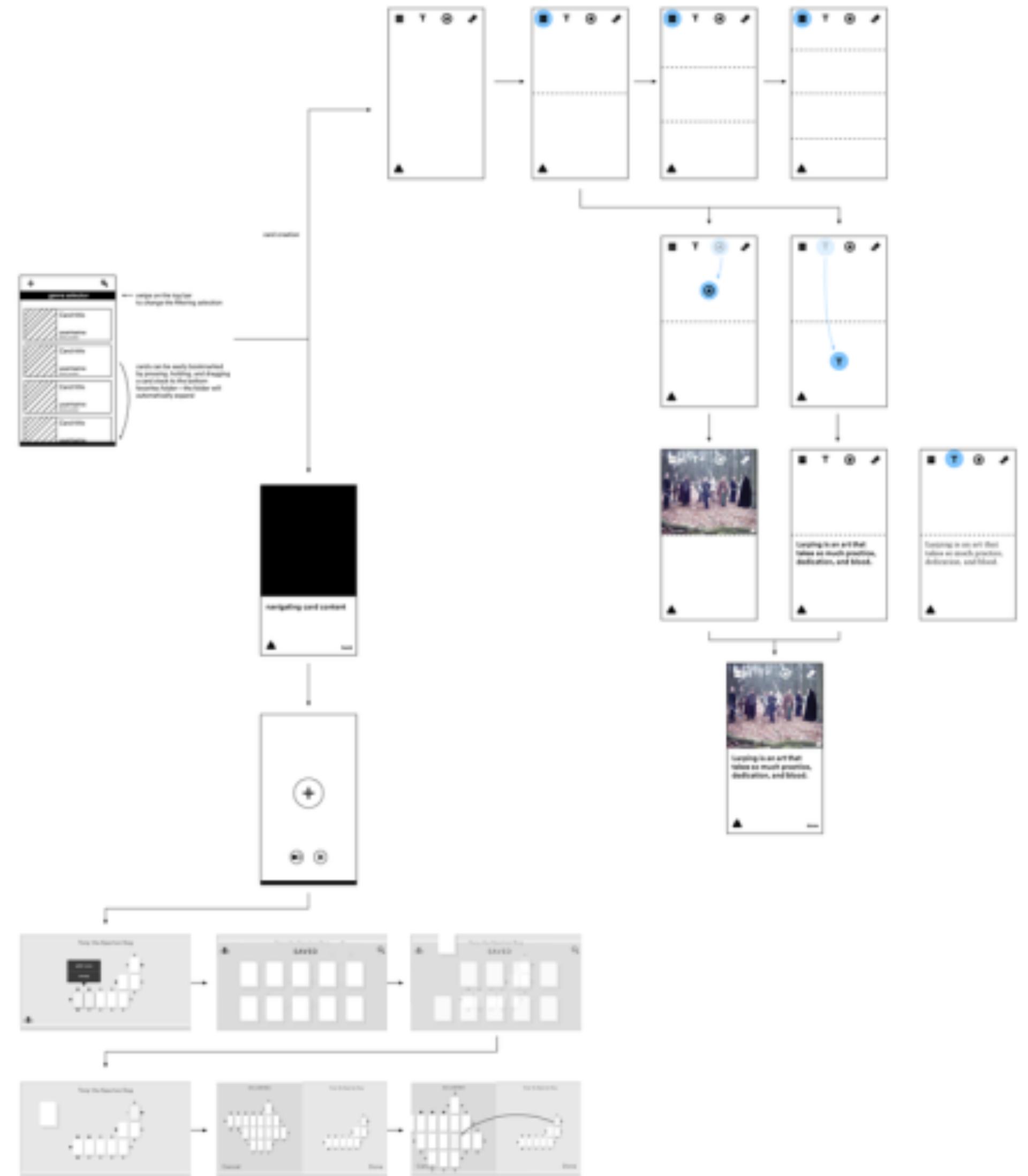
The program was overly feature-loaded. We learned we had to serve this platform's attention span. Mobile content creation should be streamlined to fast essentials.

VERSION 2

In reaction to this, we stripped down to quick primitives: drawing and video only. Our resulting solution was too similar to Snapchat, and without specific value.

It's better to make something that 100 people love than something for the masses to ignore.

Bumble

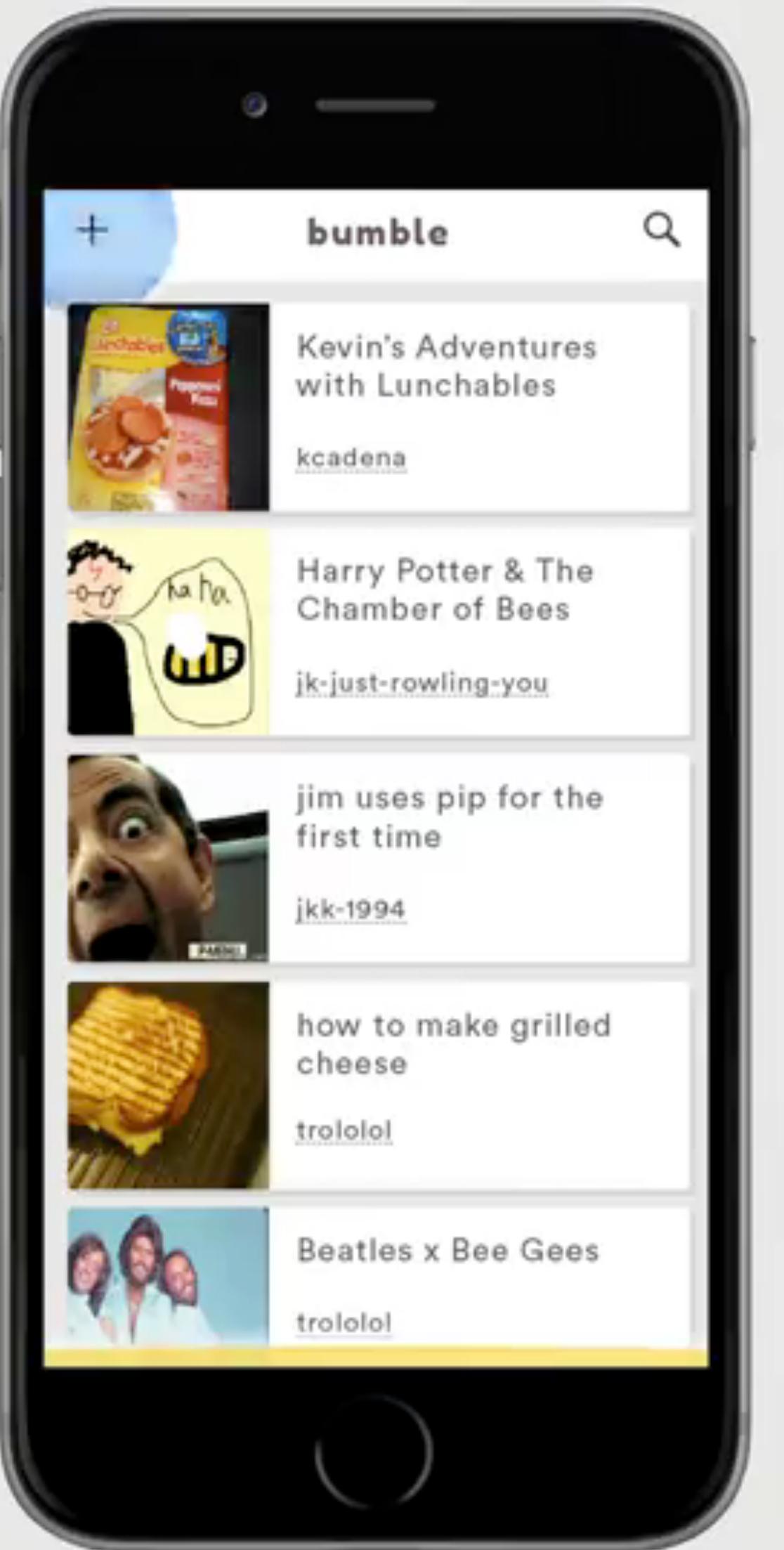


Focus on Narrative-Building

In our final iteration, we created a storytelling platform fueled by LARP culture.

The UI was inspired by Choose-Your-Own Adventure, and Borges' Garden of the Forking Paths.

Bumble

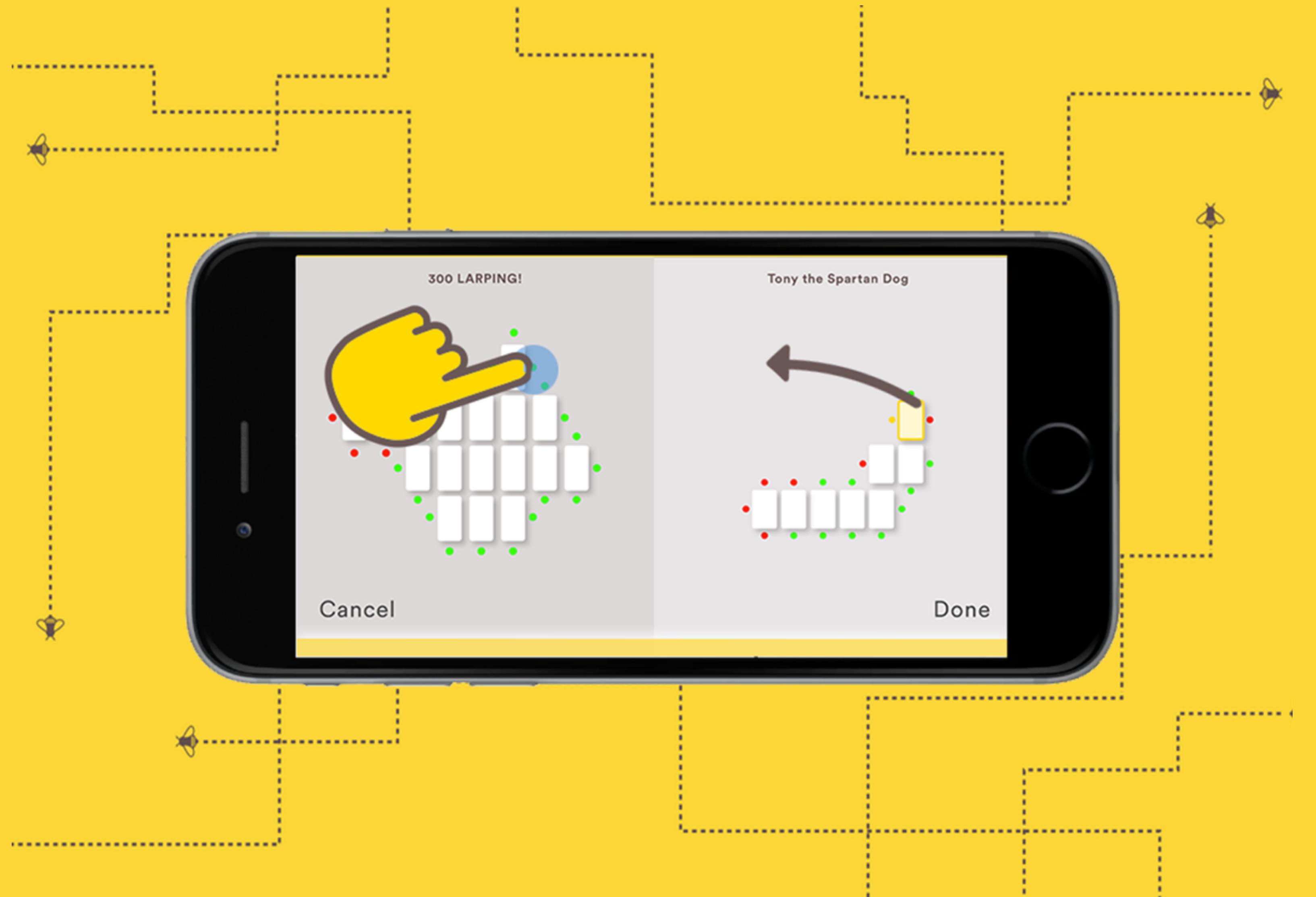


Demo

The UI concept features a four-directional architecture that respects the shape of a phone, and the singleness of a swipe.

A Bumble user can create a storycard, add it to an existing story, and navigate in Choose-Your-Own-Adventure style.

<https://vimeo.com/197843621>



The Future

We imagine that in the future, Bumble can grow to accommodate new content. Instructional threads could draw in new networks of people demonstrating skills and recipes.

Or, similar to Reddit, people from all over the world can respond to a single thread prompt, with infinite branches.

MoteMote

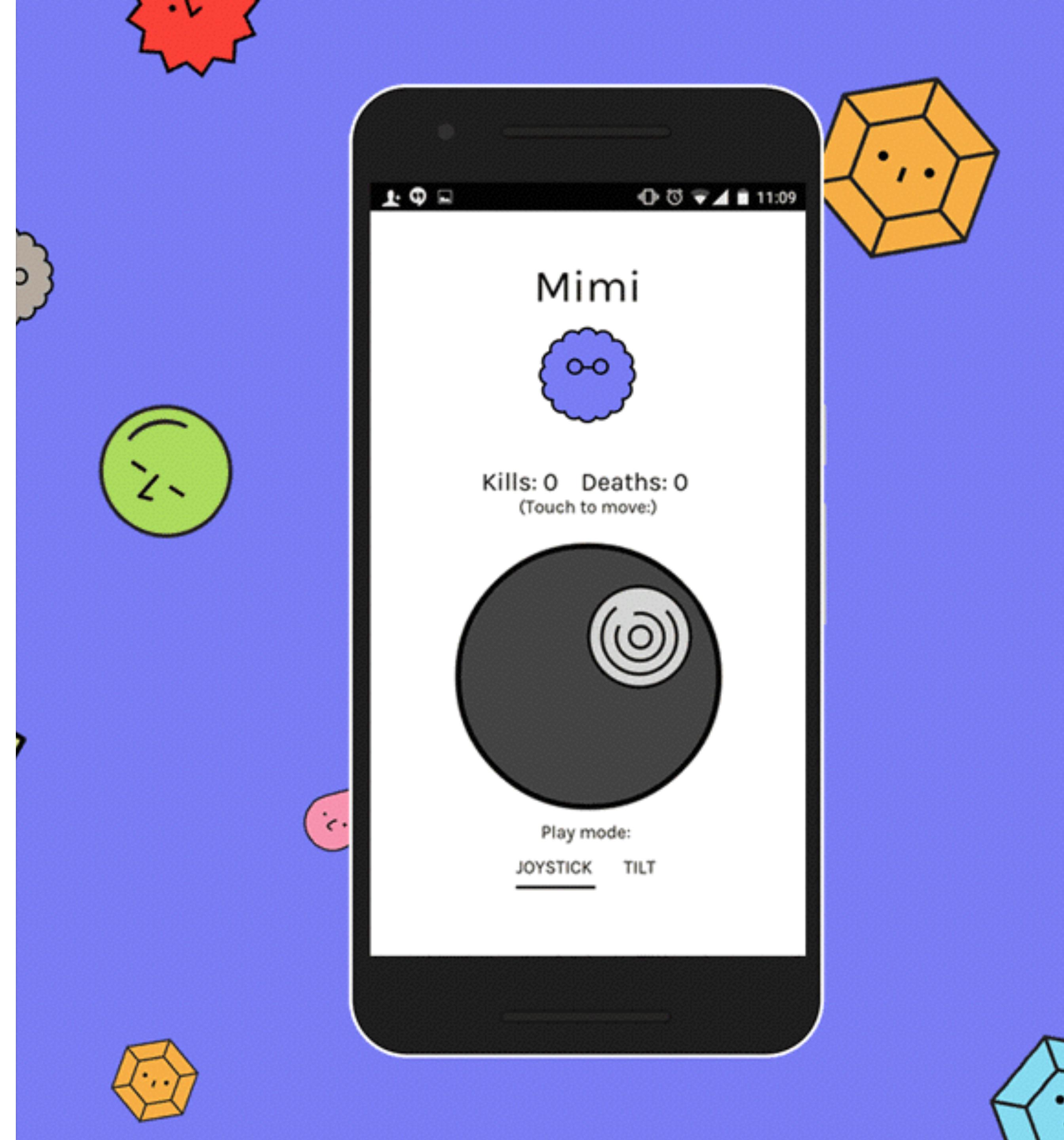
Brown University Hackathon, 2015. (Best Overall)

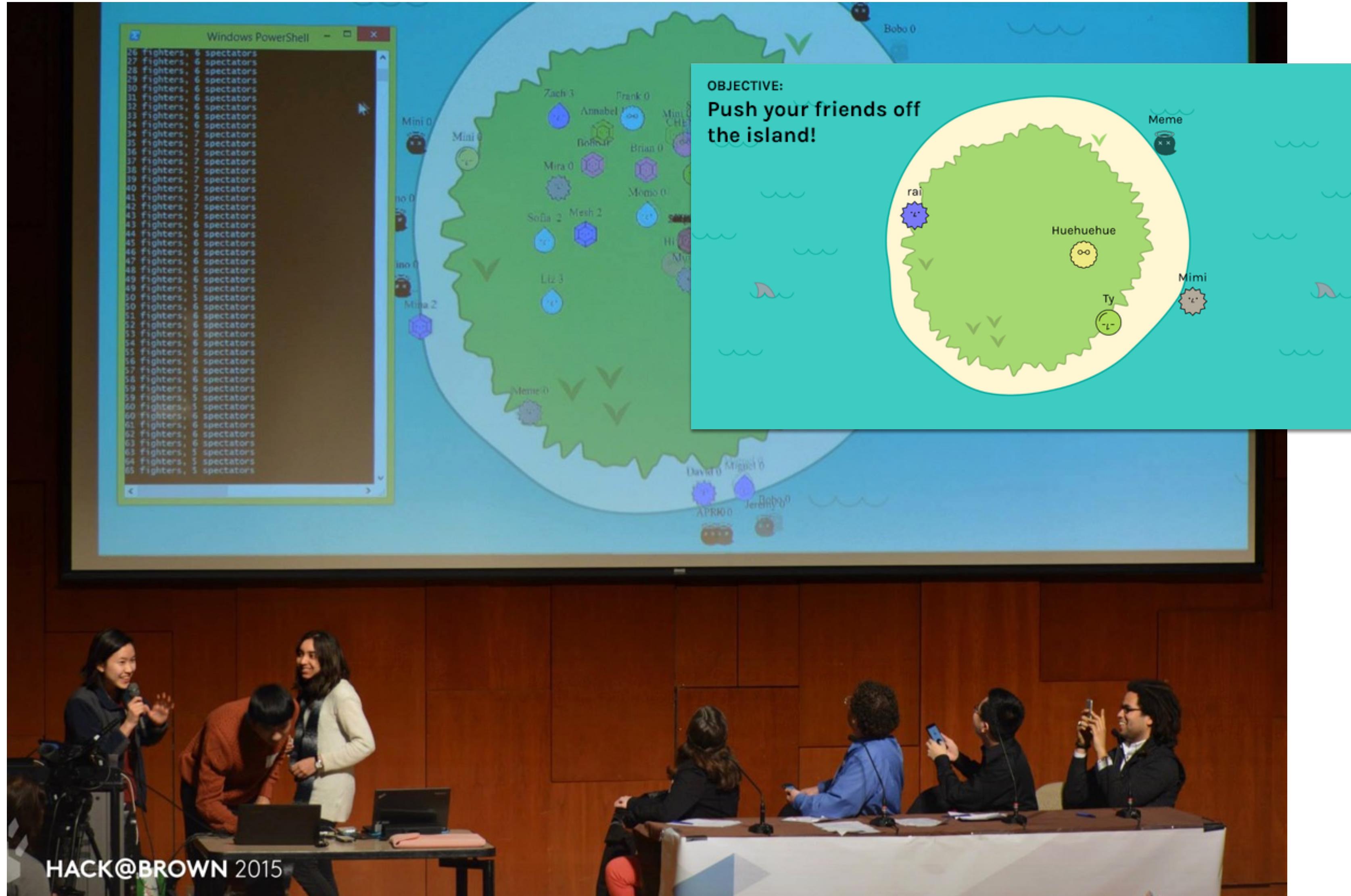
MoteMote is a game I created with two developers in 12 hours at the Brown University 2015 Hackathon. Our objective was to make group gaming more inclusive and fun.

In MoteMote, users use their smartphones as a remote and play as a customizable sprite. Gameplay mechanics are simple, so that the barrier to entry is low. Anyone with the URL can join at any point in the game. The game can support (theoretically) infinite players.

The project won in the Best Overall category for originality and experience. I created the graphics and came up with the overall UI idea.

Game Design, Illustration, Software





200 Players at Once?!

During the demo, we invited everyone in the audience to join a single game. At one point, we had over 200 participants on-screen.

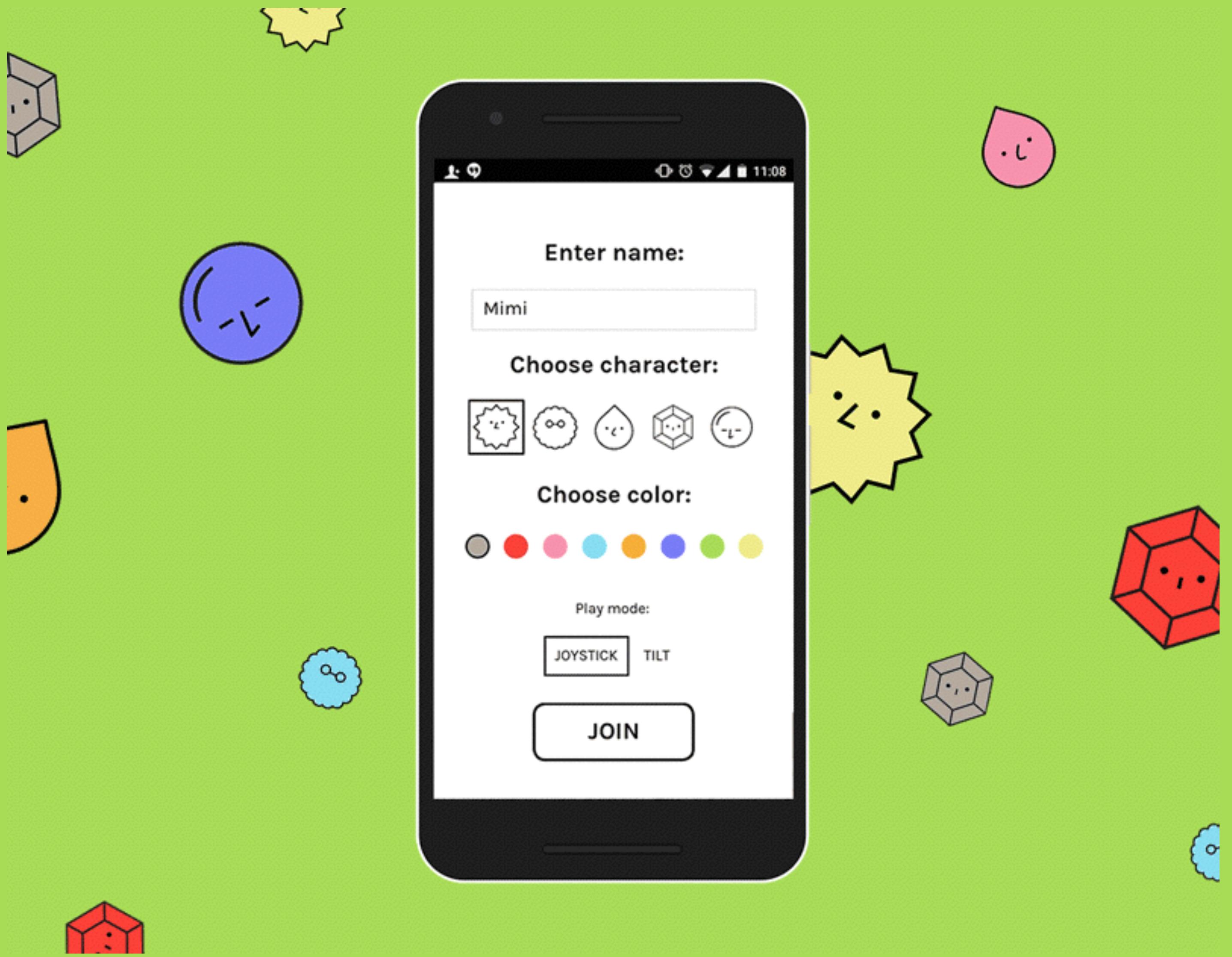
Even the judges are having a great time.



Testing the Game

The mobile interface proved itself as an ideal way to generate a lot of participation at once. It was quick and low-commitment for people coming in and out of the room..

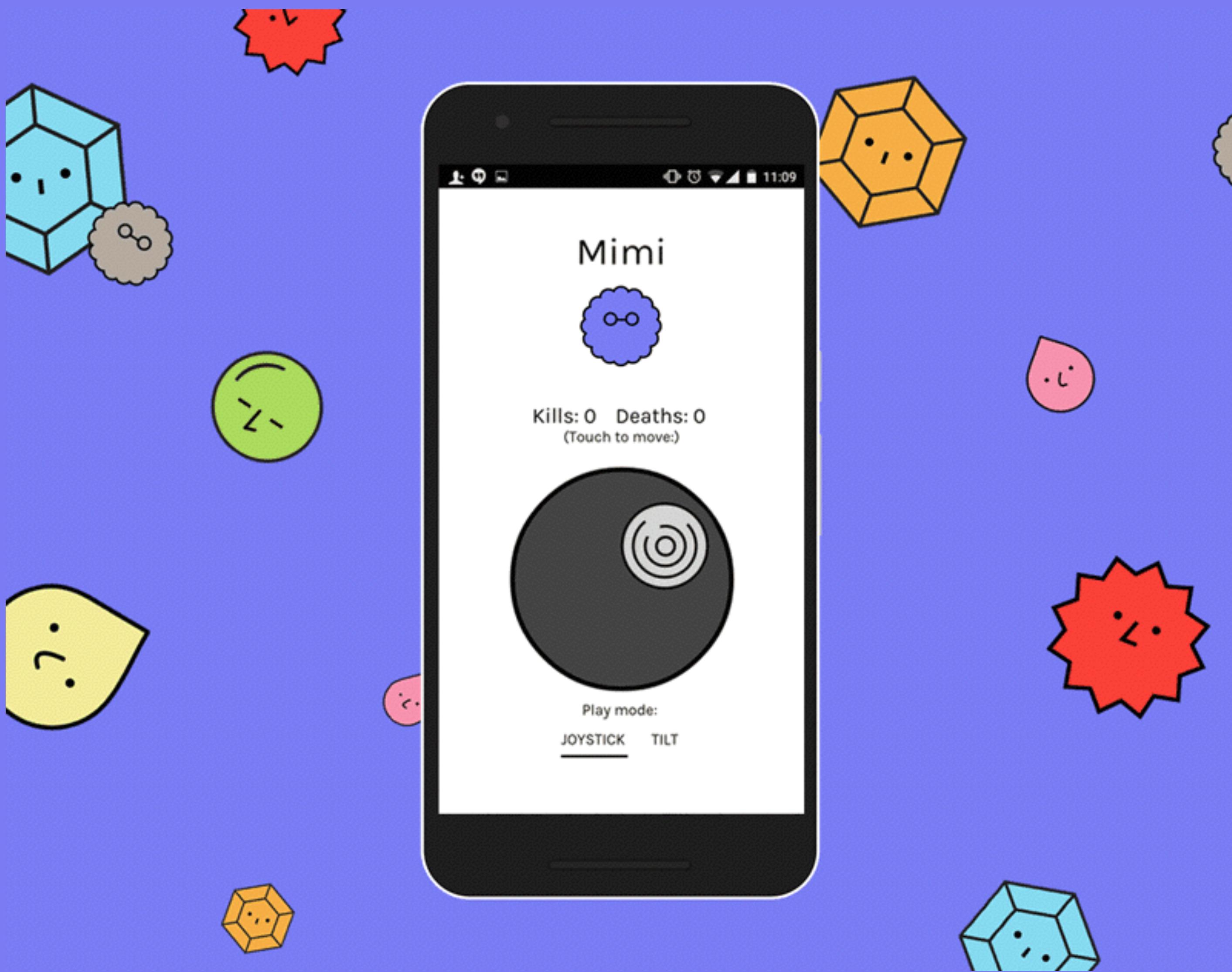
People loved the game and found it addictive. We did slow down the sprites based on people's feedback.



The Interface

The game consists of two simple screens. In order to join, the user just picks a name, character, and play mode.

People loved seeing their unique sprite on the screen, among the chaos.



The Interface

This is the main gameplay screen, in joystick mode.

ObWeb

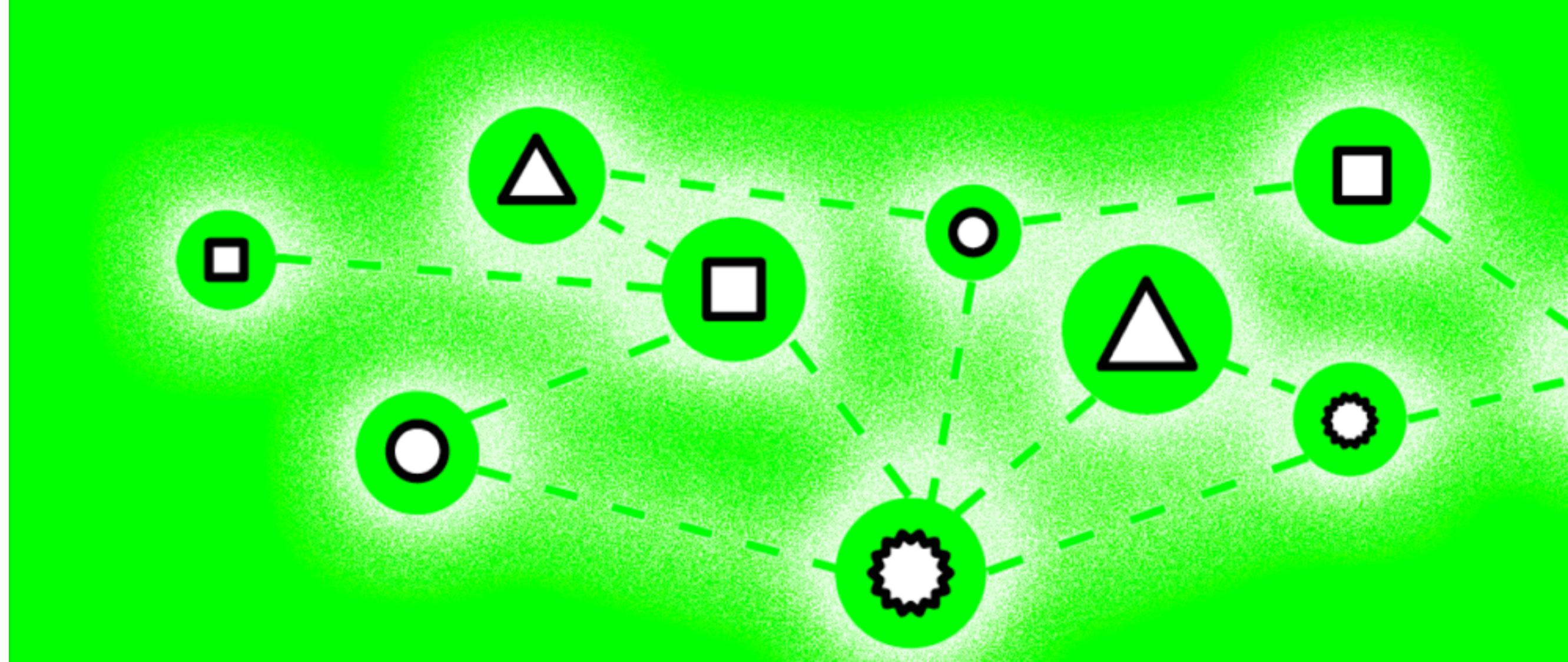
RISD Studio, 2015.

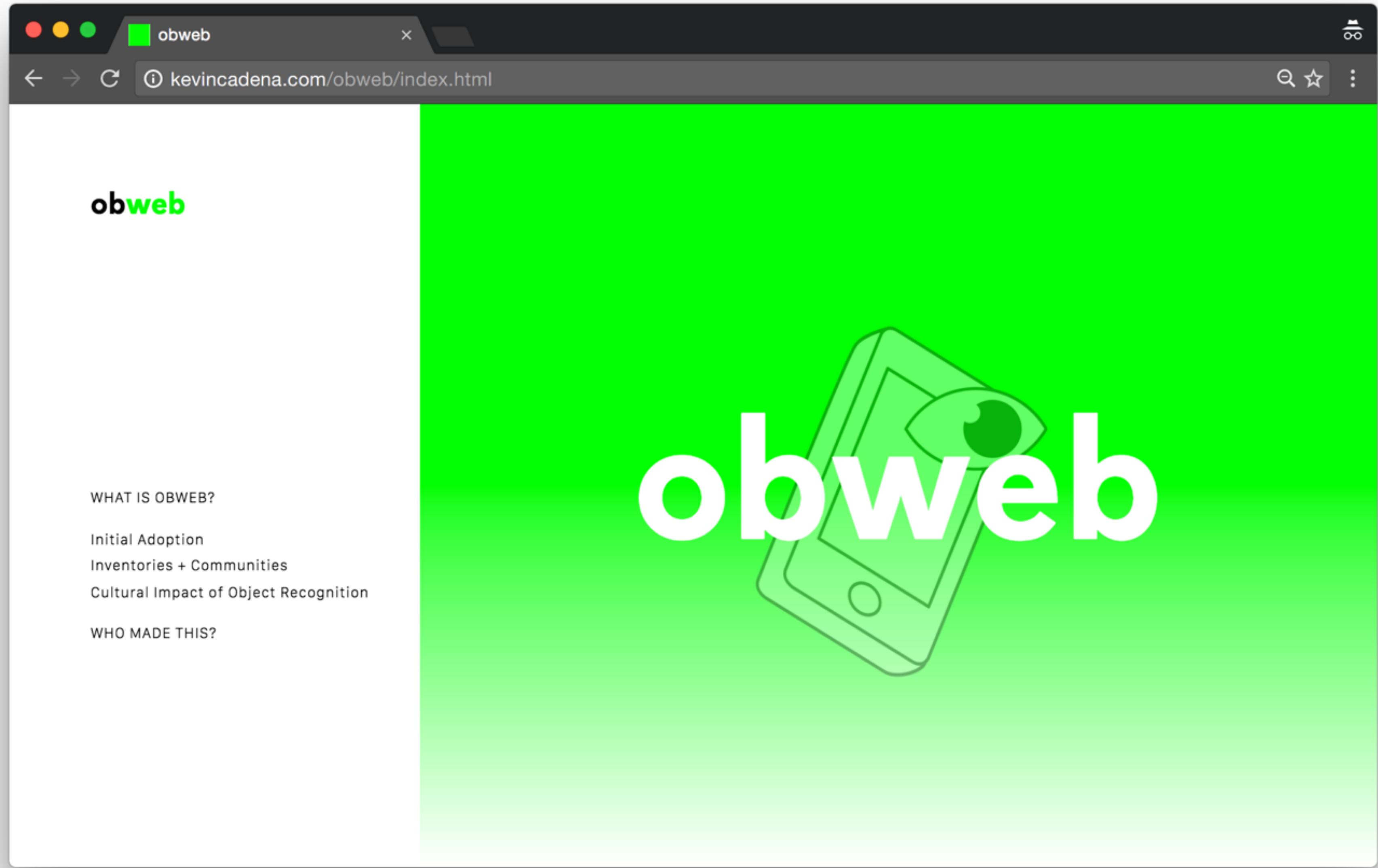
In the year 2016, 2 billion people will have smartphone cameras in their pockets. These cameras are only growing more powerful in resolution and intelligence.

The internet connects information at network scale; computer vision connects us to a world of things. What does a world of both these paradigms look like?

ObWeb is a 2015 trendcast speculating the potential of computer intelligence + objects + humans with pocket cameras. I co-wrote ObWeb with two other design students. I designed the layout and illustrations, and my teammates coded the website.

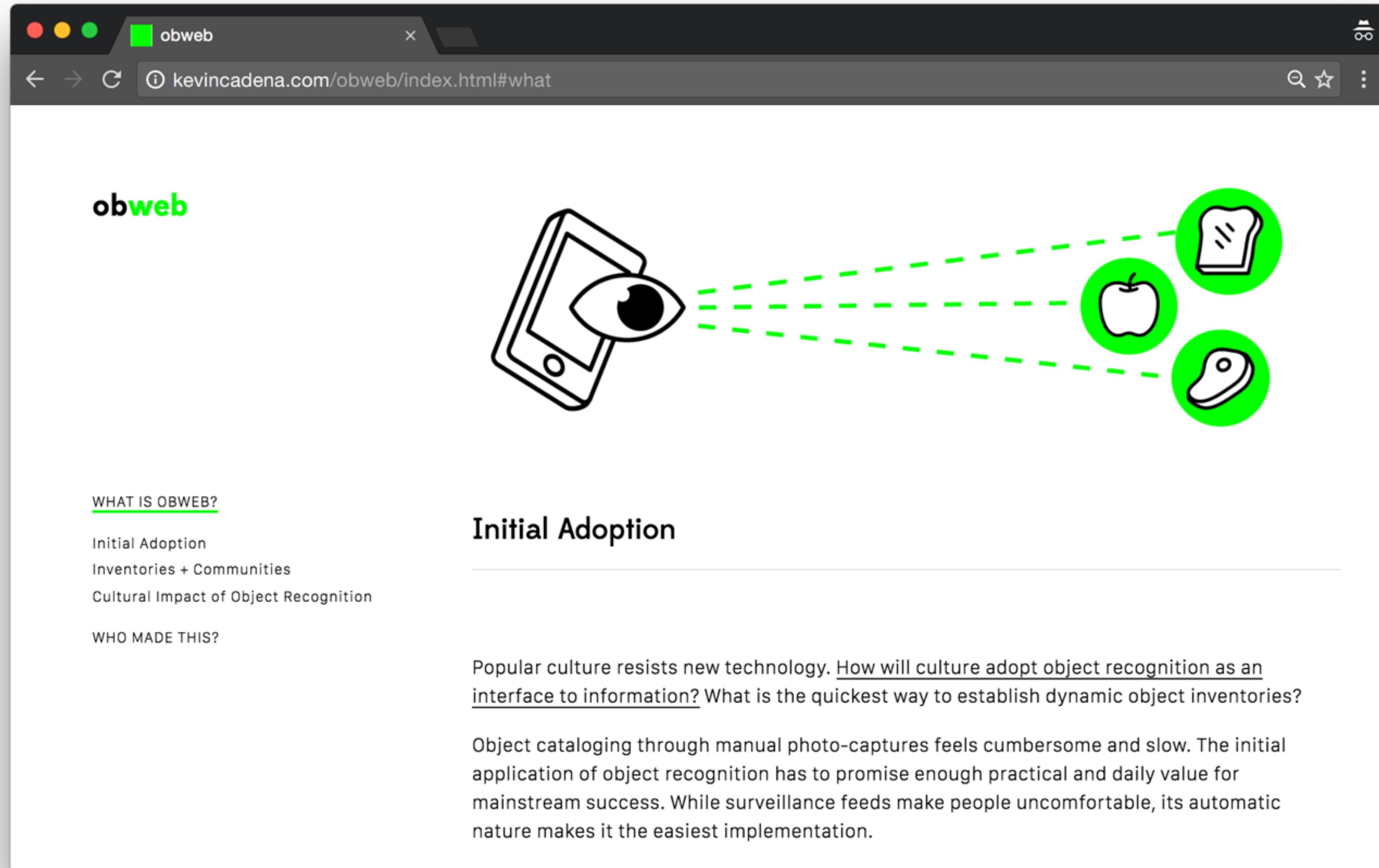
Writing, Web, Illustration





See it live:

<http://kevincadena.com/obweb/index.html>



obweb

WHAT IS OBWEB?

- Initial Adoption
- Inventories + Communities
- Cultural Impact of Object Recognition

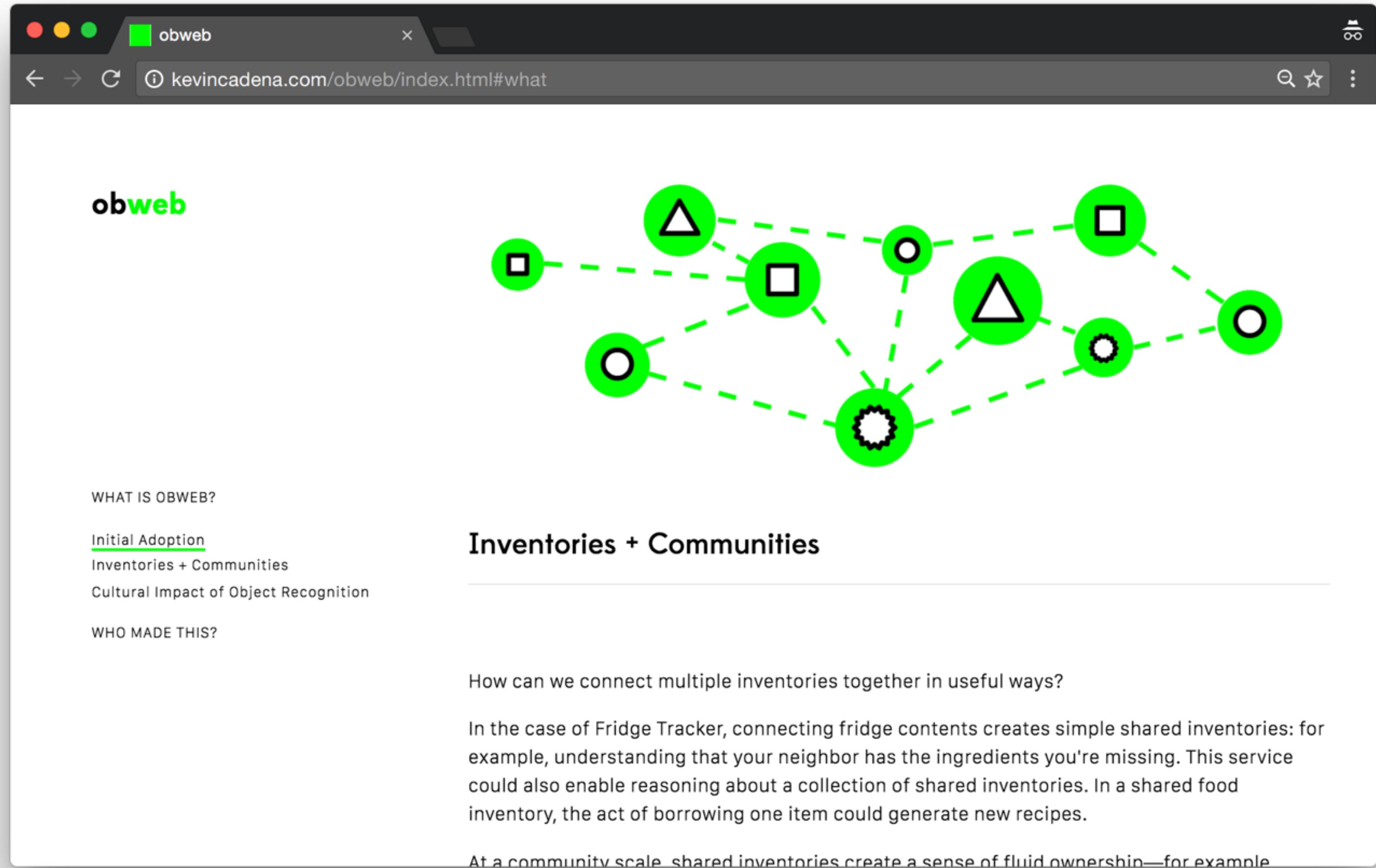
WHO MADE THIS?

Popular culture resists new technology. How will culture adopt object recognition as an interface to information? What is the quickest way to establish dynamic object inventories?

Object cataloging through manual photo-captures feels cumbersome and slow. The initial application of object recognition has to promise enough practical and daily value for mainstream success. While surveillance feeds make people uncomfortable, its automatic nature makes it the easiest implementation.

See it live:

<http://kevincadena.com/obweb/index.html>



The screenshot shows a web browser window for 'obweb' at kevincadena.com/obweb/index.html#what. The page features a green header with the 'obweb' logo. On the left, there's a sidebar with 'WHAT IS OBWEB?' and three menu items: 'Initial Adoption' (underlined), 'Inventories + Communities', and 'Cultural Impact of Object Recognition'. Below that is a 'WHO MADE THIS?' section. The main content area has a title 'Inventories + Communities' and a question 'How can we connect multiple inventories together in useful ways?'. It includes a paragraph about connecting fridge contents and a partially visible sentence at the bottom.

WHAT IS OBWEB?

Initial Adoption
Inventories + Communities
Cultural Impact of Object Recognition

WHO MADE THIS?

Inventories + Communities

How can we connect multiple inventories together in useful ways?

In the case of Fridge Tracker, connecting fridge contents creates simple shared inventories: for example, understanding that your neighbor has the ingredients you're missing. This service could also enable reasoning about a collection of shared inventories. In a shared food inventory, the act of borrowing one item could generate new recipes.

At a community scale, shared inventories create a sense of fluid ownership—for example

See it live:

<http://kevincadena.com/obweb/index.html>

The screenshot shows a web browser window with the title bar 'obweb'. The address bar contains the URL 'kevincadena.com/obweb/index.html#what'. The main content area features a green 'obweb' logo on the left. In the center, there is a diagram consisting of several black-outlined thumbs-up icons with green rectangular highlights on their thumbs, arranged in a curved line. Dashed green lines connect these icons to a white plastic bottle icon inside a green circle on the right. Below this diagram, the text 'Cultural Impact of Object Recognition' is displayed in bold. To the left of the diagram, a sidebar lists 'WHAT IS OBWEB?' with 'Initial Adoption' and 'Inventories + Communities' underlined, and 'Cultural Impact of Object Recognition'. Another section, 'WHO MADE THIS?', contains text about transparency in user inventories and the potential use of object recognition by tech giants like Facebook, Google, Amazon, and Wolfram.

WHAT IS OBWEB?

Initial Adoption

Inventories + Communities

Cultural Impact of Object Recognition

WHO MADE THIS?

The sharing culture of smart collections will require a certain level of transparency in user inventories. These complete and public "object profiles" reflect lifestyle in a more transparent manner than isn't heavily curated like social media platforms.

Another thing to keep in mind is that the current companies that have the closest technology to object recognition are the technology giants: Facebook, Google, Amazon and Wolfram. How would they then use this technology to further their goals?

Could Facebook might use it to catapult social capital to new heights by creating mechanisms

See it live:

<http://kevincadena.com/obweb/index.html>

Turrell Museum

RISD Studio, 2014.

This is a rebranding of the James Turrell Museum in Bodega Colome, Argentina. I designed a logo identity and visual system, which I applied to stationery, print brochures, and aspects of the museum experience.

What stood out to me about Turrell's work was how he distills nature into a pure, temporal experience. In the museum identity, I used color and sequence to parallel the way light changes throughout the day.



Turrell Museum

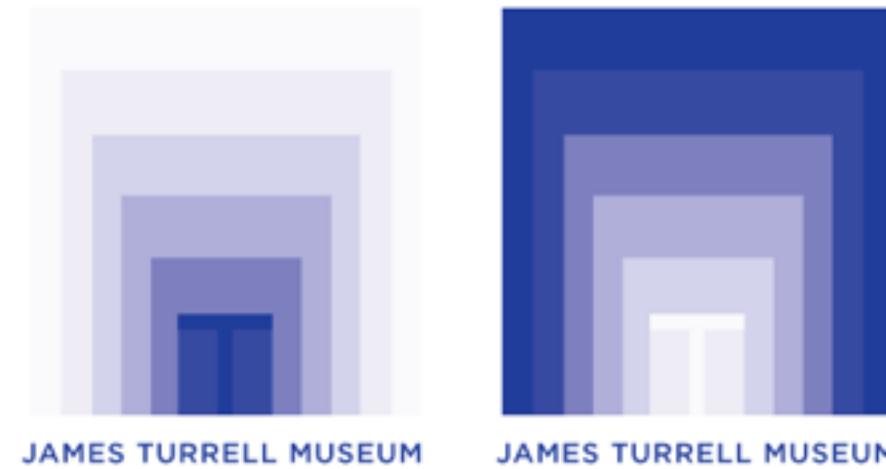


Research

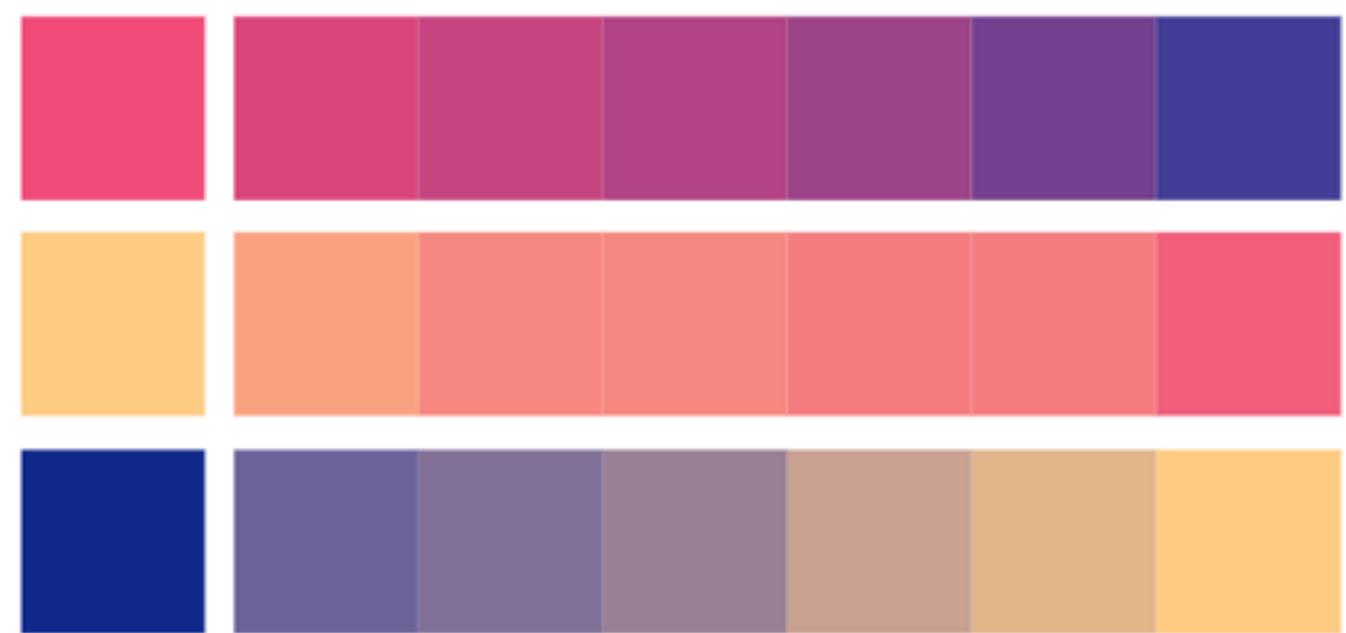
Moodboarding, drawing, and word studies.

I explored pages of logomarks, starting on paper, and also playing with vectors, shadows, and cut vellum paper.

Logo



Main Palette



Typography

LOGOTYPE - GOTHAM

AaBbCcDdEeFfGgHh
1234567890 ,.?!

AaBbCcDdEeFfGgHh
1234567890 ,.?!

BODY - CALIBRE

AaBbCcDdEeFfGgHh
1234567890 ,.?!

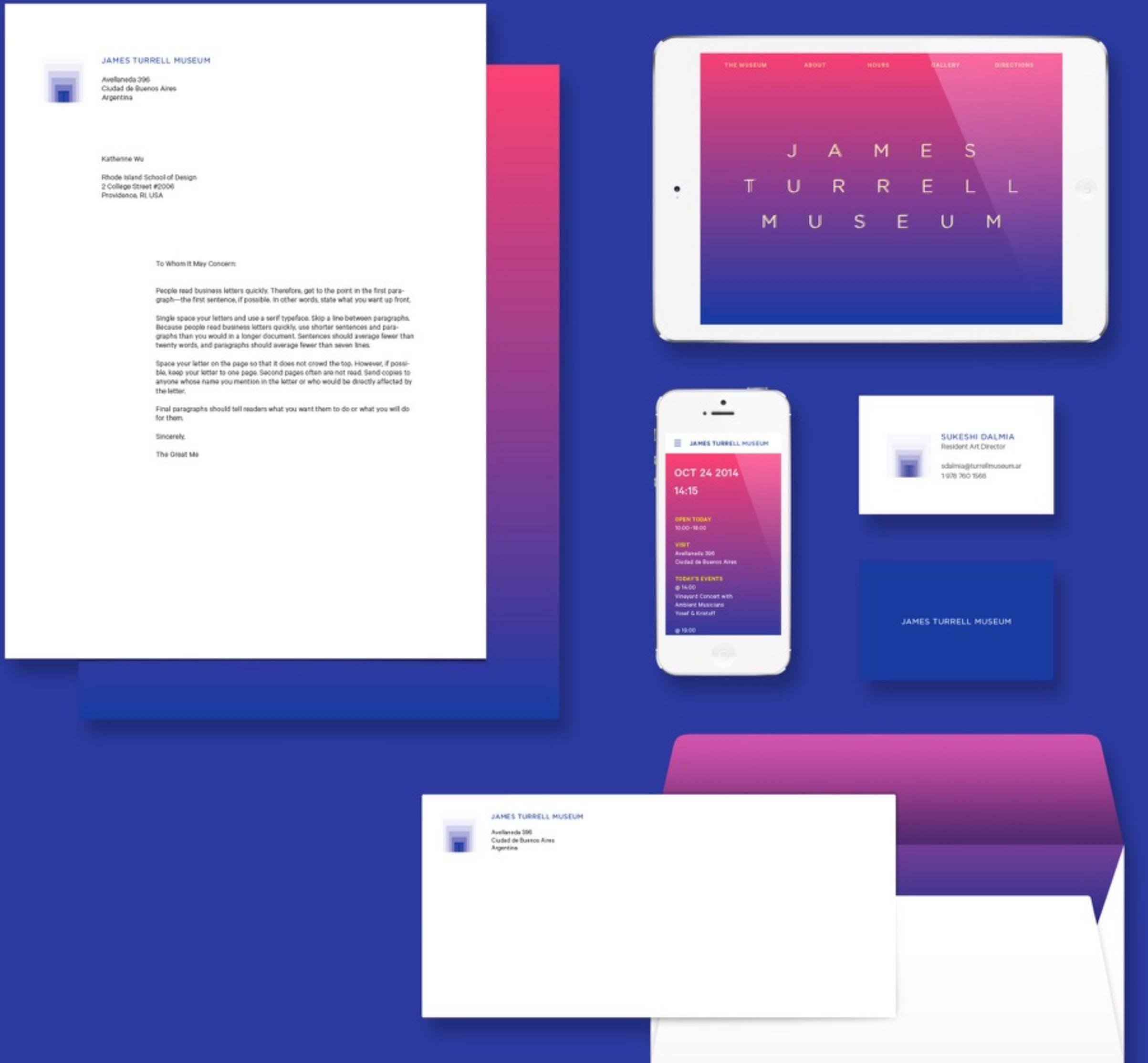
AaBbCcDdEeFfGgHh
1234567890 ,.?!

Identity System

The final mark references a slow, recession of light, space, and atmosphere, while winking at the "T" of Turrell.

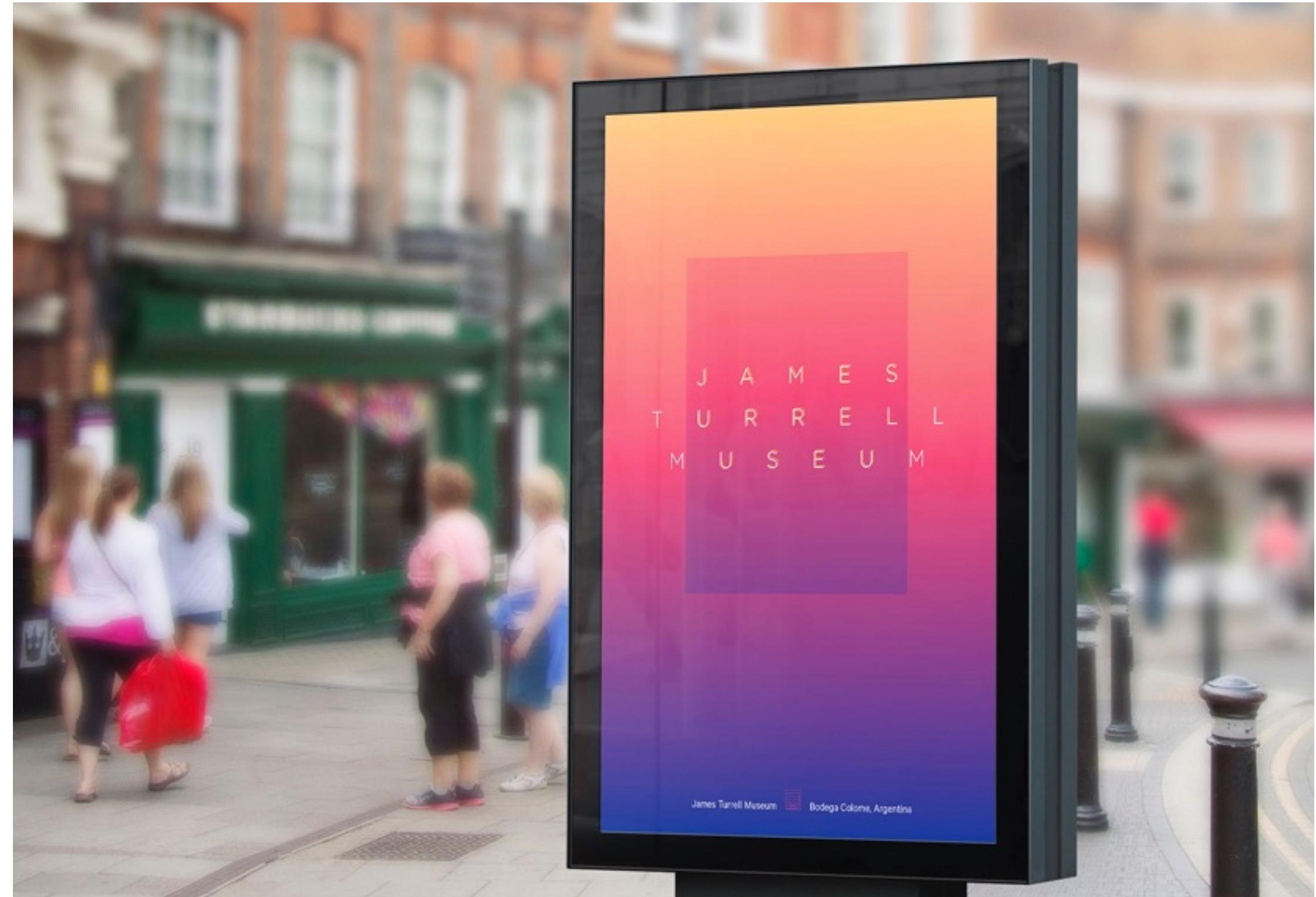
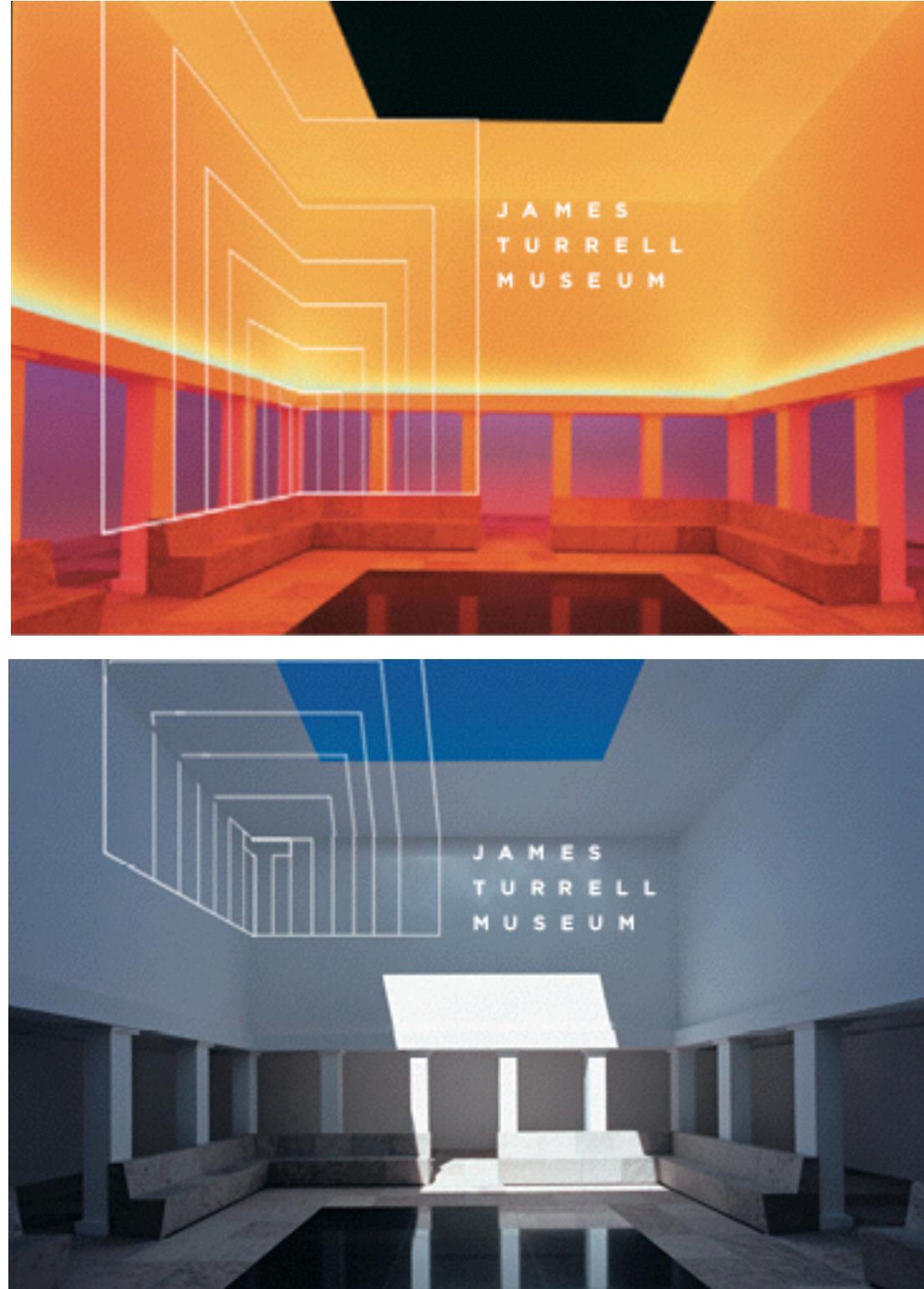
The palette is a saturated take on the gradation of daylight, and the colors of the Turrell's native Arizona landscape.

I chose geometric, evenly-proportioned typography and form.



Stationery set, business cards,
digital mockups.

Turrell Museum



Print Materials

Postcards mimic how light moves across Turrell's architected rooms.

Poster recreates the edge-lessness of Turrell's installation.

Event Brochures

These accordion-format books form a year-long calendar of museum events.

The color progressively shifts page by page towards the end of each season.



Turrell Museum



Museum Garden

What stood out to me about this museum's unique location was how beautiful the surrounding Argentinian wineries were.

This outdoor installation would bring visitors together in a tranquil museum garden. The pool connects to an irrigation system which waters the nearby vines.

In this way, the piece feeds back into the terrain, the way a Turrell piece works together with nature.

Temporal Tickets

The way a Turrell piece transforms when viewed during different times of the day inspired these dynamic tickets.



The museum, open from 10:00AM to 6:00PM daily, issues a different colored ticket to visitors each hour. Viewed as a long strip, the tickets appear as a continuous gradient.

Chocolee

Personal Project, 2013.

Inspired by origami and Japanese wrapping cloths called furoshiki, "Chocolee," chocolates feature patterns designed with both collaged and digitally drawn food elements. Each square wrapper can be easily repurposed for paper-folding and crafting.

This imaginary chocolate brand emphasizes not only beautiful wrapping but the fun in its re-use, with paper you might give a second life as gift wrap or a paper crane.

Featured on Packaging Design Served, Behance Student Show, and The Design Blog.



Chocolee





Assorted Illustrations

Personal Projects, 2013–2014.

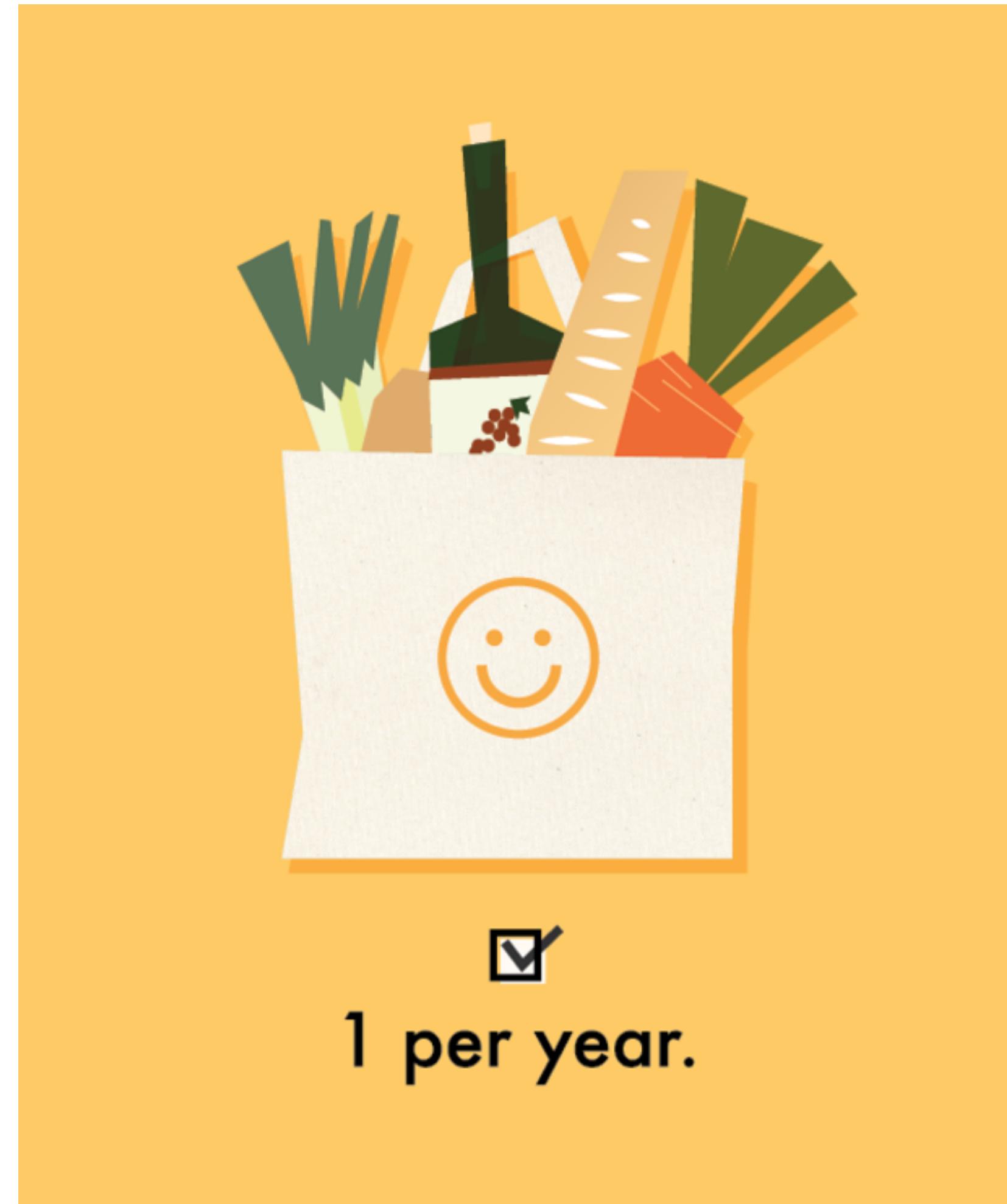
I enjoy vector graphics as elements of storytelling.

Here are icons and images I've created for print and digital.

Illustration



Assorted Illustrations



Paper Nor Plastic, 2013.

Part of a fictional campaign to bring your own bag.

The 3rd Annual

REDESIGN thanksgiving

- 1** *Sign-up* 
- 2** *Get Food!* 
- 3** *Basket Decoration OR Station* 

11/18 – 20, Mon – Wed
The Met
5 to 8pm

Why not visit our fancy Basket Decoration Station? Baskets and decorations will be provided!
- 4** *Submit Basket* 

11/22, Fri
The Met
9am to 12pm

Fill your basket with some yummy Thanksgiving food!
- 5** *Basket Awards* 

11/22, Fri
The Met
12 to 1pm

Your basket will be judged and you may win awesome awards and prizes!
- 6** *Amos House* 

Your basket will be donated to Amos House, providing a wonderful Thanksgiving meal for an entire family.

Brought to you by the RISD Community Service Club

cSc



Redesign Thanksgiving, 2013.
Illustrations for a community service event poster.

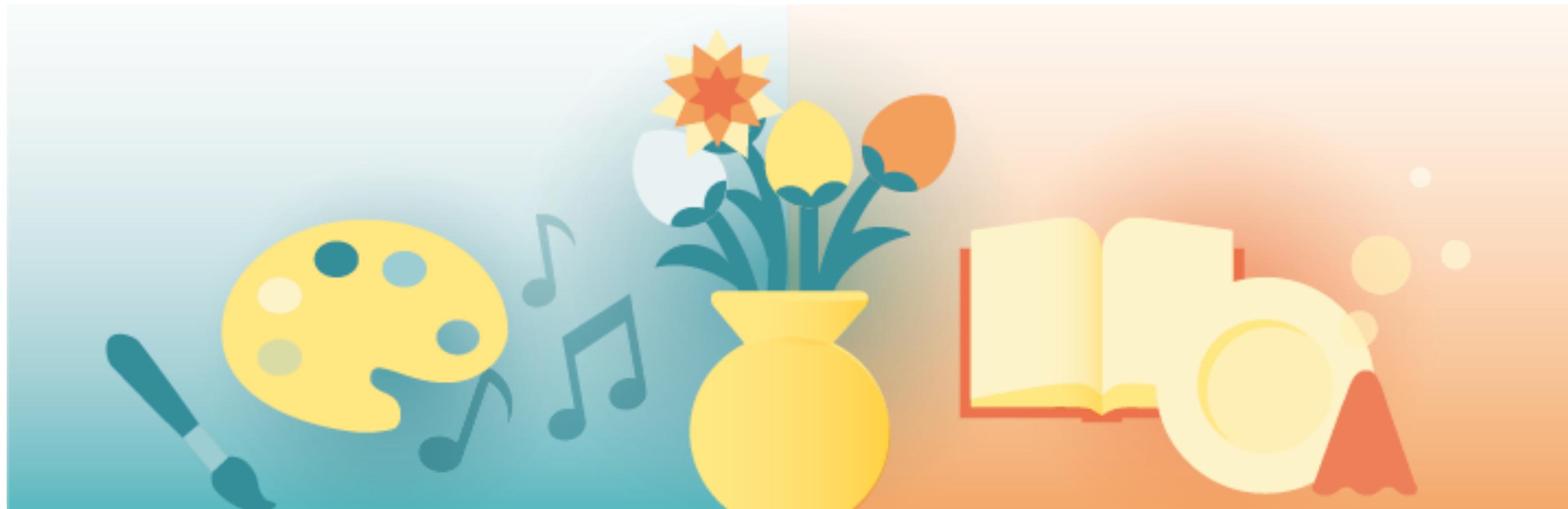
Assorted Illustrations



The Hyphen Space, 2014.

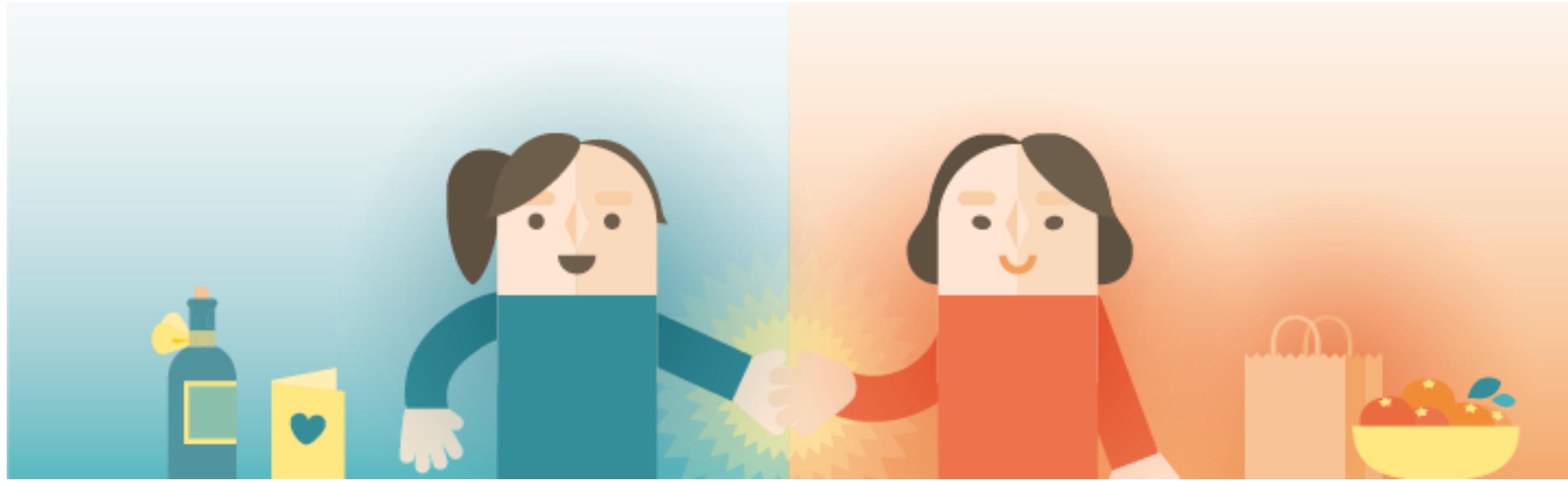
Illustrations for a personal website about growing up bilingual.

Assorted Illustrations



The Hyphen Space, 2014.

Illustrations for a personal website about growing up bilingual.



Personal Site, 2014.

Illustrations explaining my skills and strengths.



Thank you.

See select work online @ kaaathy.com

Read my writing @ medium.com/@kaaathy