**Checkpoint 2: Self-Assessment**

1. **Discovery phase**

Experience: Medium (No direct experience in design field)

Strength: I feel like as part of my current job I am equipped with coming with clear and concise problem statements. I am hoping same skills will be useful in this context as well.

Weakness: Sometime I go down the rabbit hole and loose focus of the problem statement and create news ones before tackling the ones in front of me so I need to be cognizant of this fact and stay focused.

1. **Strategy phase**

Experience: Medium (No direct experience in design field)

Strength: I am a data driven person and I am very good in collection and organizing data required to formulate strategy to proceed further to designing the solution.

Weakness: This happens only sometime but lot of data collection gets me into a phase called analysis paralysis, where it becomes hard for me to come to a concrete conclusion. Need to watch out for this.

1. **Information architecture phase**

Experience: Low

Strength: I am organized. At my present job I fix issues and present it to both technical and non-technical audience in a way that the message gets through cogently and I am hoping this skill will come handy here.

Weakness: I have never used any formal tools as Sketch up or infusion etc. so this will require tool learning.

1. **Visual design phase**

Experience: Low

Strength: I am watercolorist, this gives me knowledge of color theory/composition/harmony which I think in principal is useful in UI-UX as well. I like to keep my design simple and clear and elegant.

Weakness: Never done digital designing before.

1. **Development phase**

Experience: Low

Strength: I do have experience in coding.

Weakness: Mental block that I cannot write a good code. Funny enough I do code time to time for my work in Matlab and Python but I don’t like it particularly. So lot of work would be needed here.

1. **Launch**

Experience: Medium (No direct experience in design field but I have launched several consumer electronic products)

Strength: As a team lead at my current job I am very good at bringing all the end-end effort together harmoniously. I create a good checklist (Asana Task List) so that nothing falls through the crack and deliver on time quality solution. I don’t cut corners. I also have experience in data analysis of key parameters post launch to determine if launch was a success or failure.

Weakness: In the context of UI-UX I feel I need to learn a lot to become successful launcher.