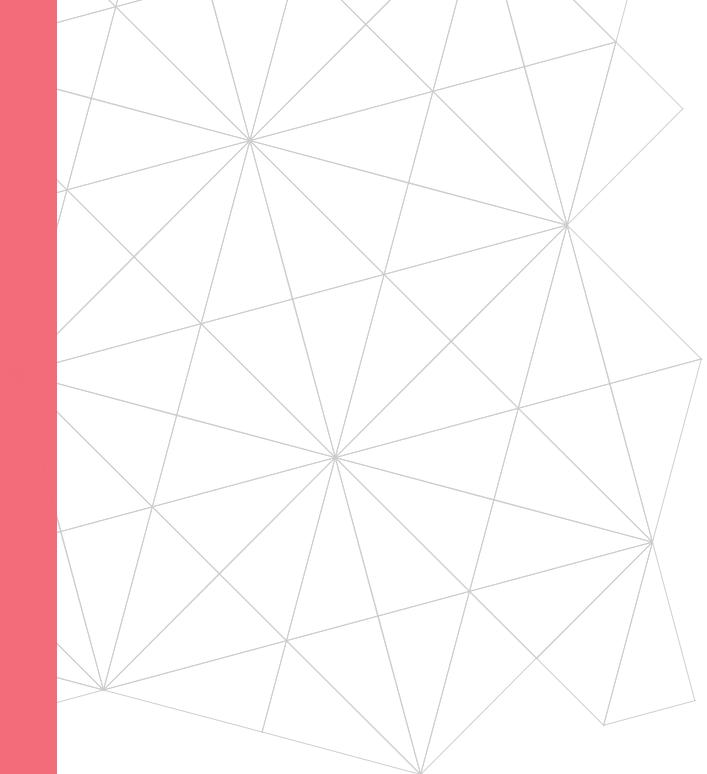




MAI TRAN

question analyze visualize communicate





D E S I G N

0 1

Checkout on eBay

0 2

PayPal Shop

0 3

Settings

0 4

Adaptive Responsive

0 5

Avid Studio

0 6

SJSU Ceramics

CHALLENGE

Provide users with 1-click checkout on eBay. Users have two options: Apple Pay or PayPal. This poses a serious challenge of retaining customers at the same time provided the opportunity to create a checkout experience that users find to be easy.

SOLUTION

Provide users with a fast checkout process; no cart. Drive home value of security and flexibility. There is always clarity in your purchase because PayPal is on your side. This is the PayPal guarantee, unmatched by competitors.

01

CHECKOUT ON EBAY



THE BEFORE

FAMILIAR TERRITORY

The item description page has a lot of opportunity for PayPal to reinforce its value to customers. PayPal has an advantage because historically customers have always used PayPal to pay on eBay. PayPal needs to remind customers of why PayPal is a better choice.

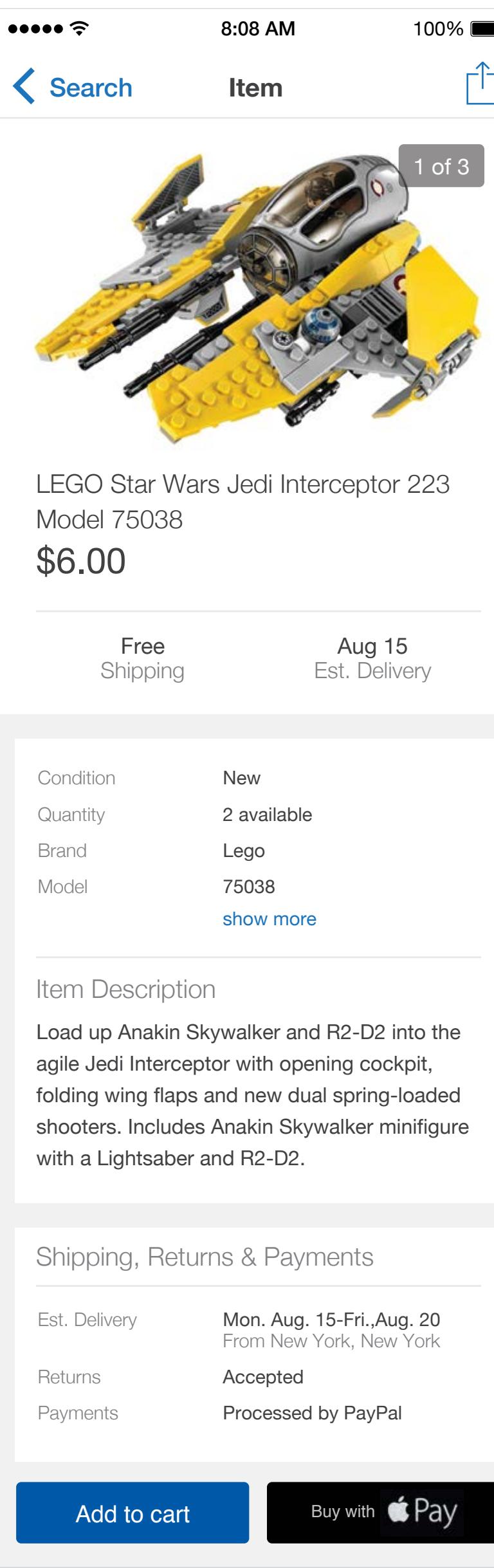
PAYMENT REVIEW

The review page is ripe for improvements. Apple has neglected to consider customer's process when making a purchase, and thus treated all information equally.

Through process:

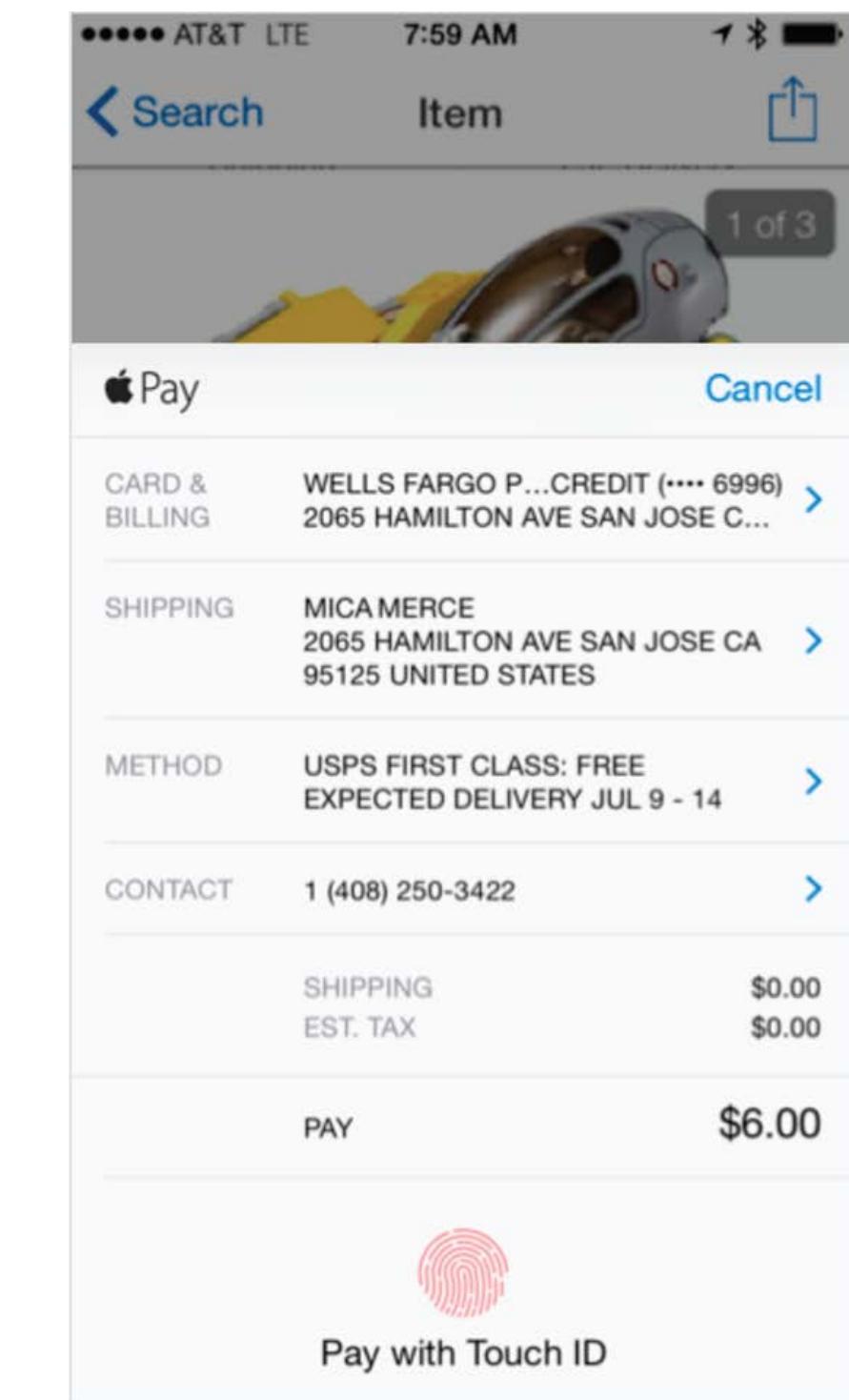
1. How much am I paying?
2. Who is it for, how is it going to get there? Good deal for shipping?
3. Does this account have enough money?

EBAY'S PROPOSAL



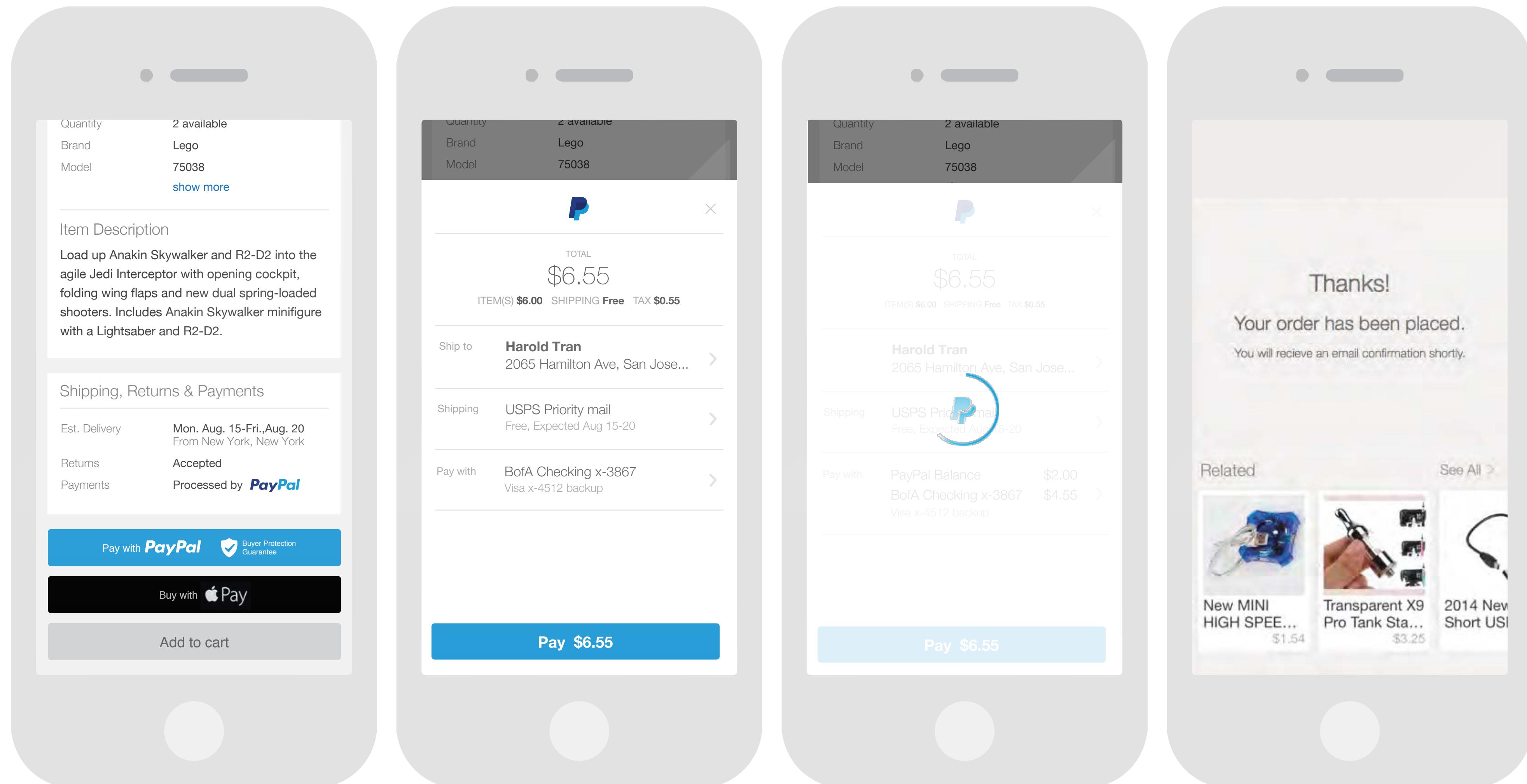
A screenshot of an eBay mobile app showing a product listing for a LEGO Star Wars Jedi Interceptor. The screen includes the eBay header with signal strength, time (8:08 AM), battery level (100%), and a search bar. Below the header is a large image of the toy. The product title is "LEGO Star Wars Jedi Interceptor 223 Model 75038" and the price is \$6.00. It shows "Free Shipping" and an "Aug 15 Est. Delivery". A detailed description box lists the condition as "New", quantity as "2 available", brand as "Lego", and model as "75038". A "show more" link is present. Below this is an "Item Description" section with a paragraph about the toy. At the bottom is a "Shipping, Returns & Payments" section showing delivery from New York, returns accepted, and payments processed by PayPal. At the very bottom are two buttons: "Add to cart" and "Buy with Apple Pay".

APPLE PAY



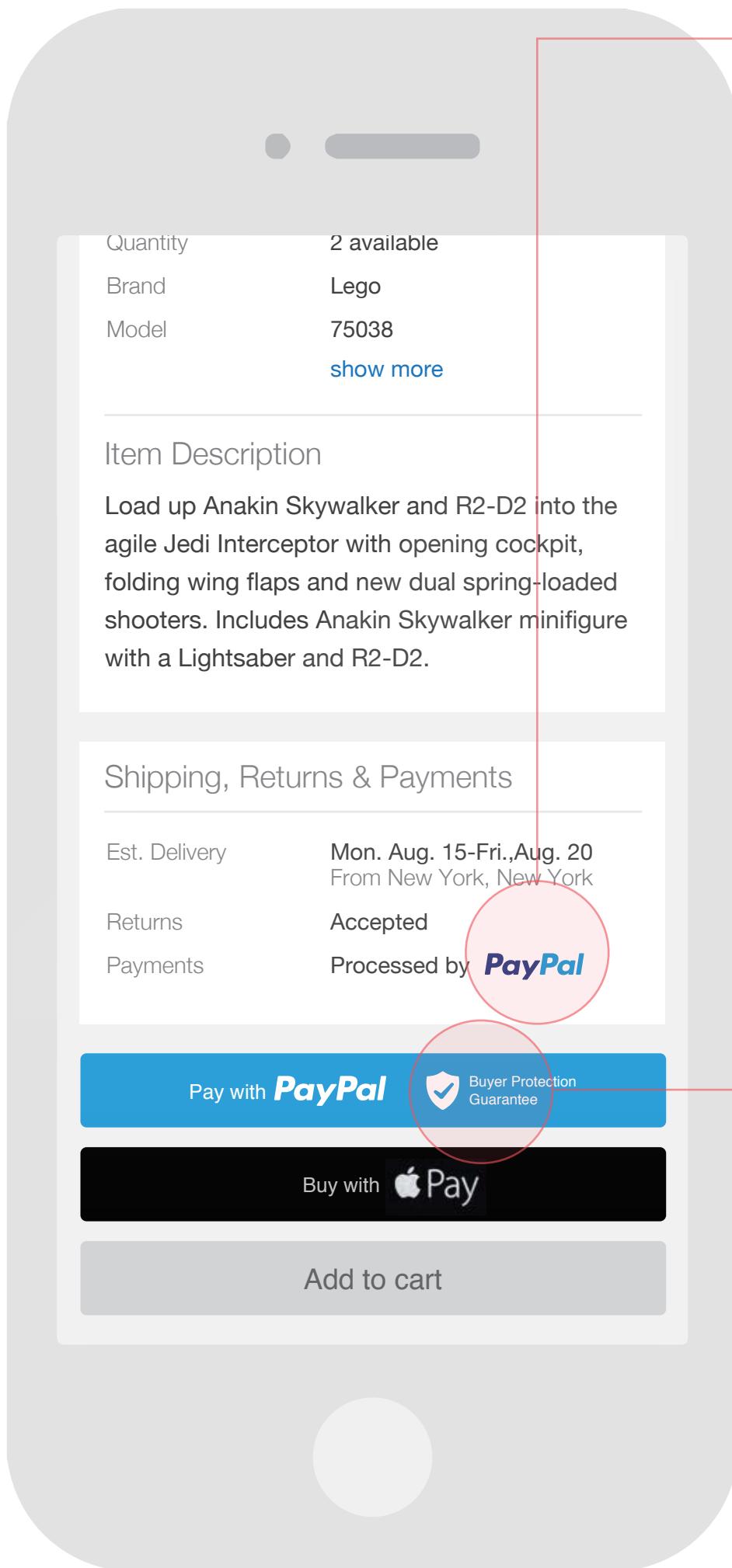
A screenshot of an Apple Pay mobile payment interface. The top bar shows signal strength, AT&T LTE, time (7:59 AM), battery level, and a search bar. Below is a "Card & Billing" section with "WELLS FARGO P...CREDIT (.... 6996)" and address "2065 HAMILTON AVE SAN JOSE CA...". The "Shipping" section shows "MICA MERCE" at the same address. The "Method" section lists "USPS FIRST CLASS: FREE EXPECTED DELIVERY JUL 9 - 14". The "Contact" section shows a phone number "1 (408) 250-3422". Below these are shipping details: "SHIPPING \$0.00" and "EST. TAX \$0.00". At the bottom is a "PAY" button next to "\$6.00". A "Pay with Touch ID" button with a fingerprint icon is at the bottom right.

THE AFTER- EASY CHECKOUT



(eBay success page)

ATTENTION TO DETAIL

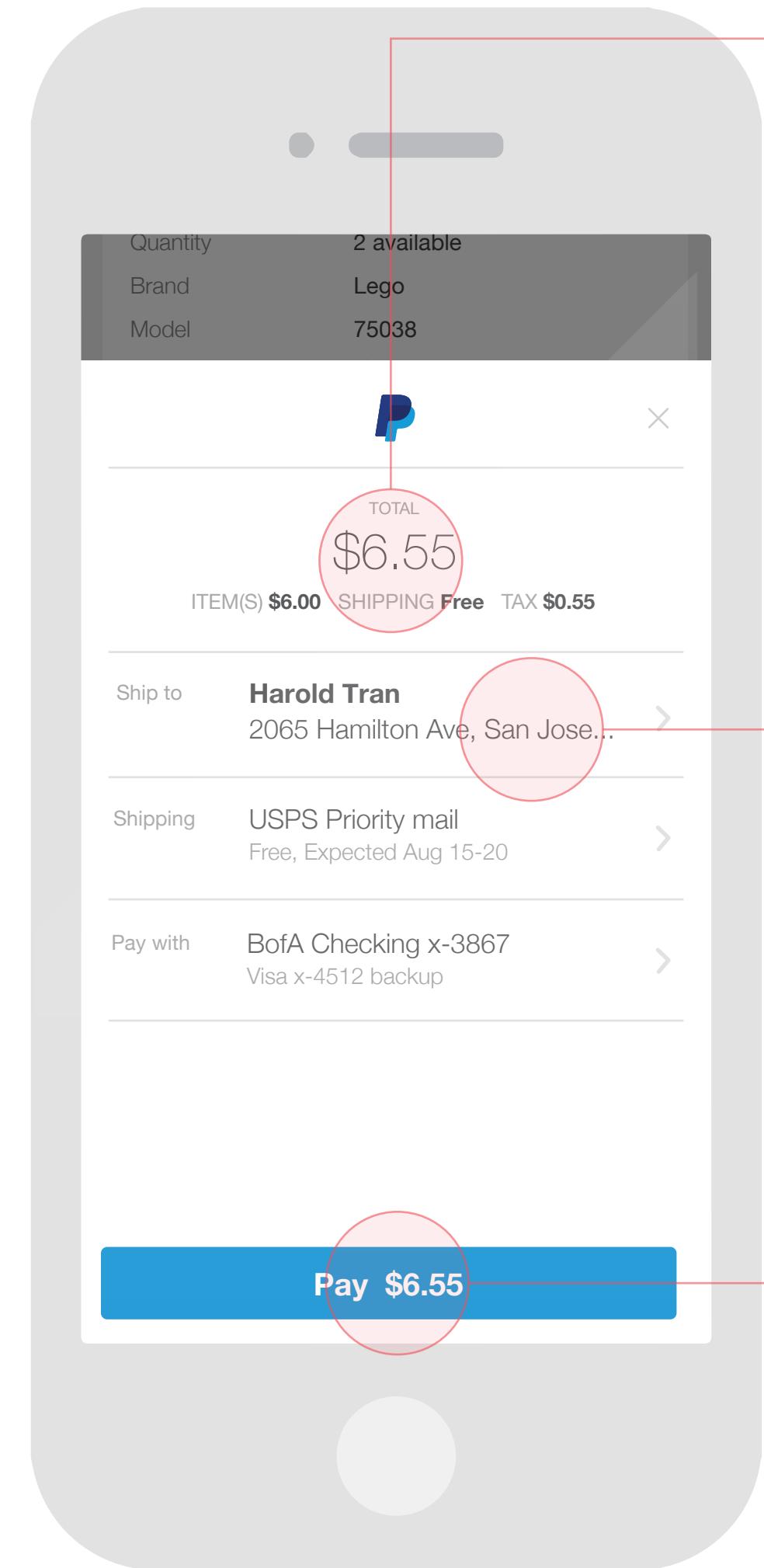


REINFORCE THE BRAND

All payments on eBay are processed by PayPal. The PayPal brand is reinforced with a logotype instead of plain text. This will keep PayPal in the forefront of customer's minds when they think about paying.

PAYPAL vs APPLE PAY

1% loss equates to \$17million per year on eBay alone. This doesn't calculate the ripple effect of loss for PayPal on other merchant sites. The eBay marketplace consists of an array of merchants, the question of trustworthiness is always in the back of buyer's minds. By reinforcing the PayPal's buyer protection advantage, PayPal presents itself as being the smarter choice over Apple Pay.



AMOUNT

Verifying the amount is very important to the user. Since shipping varies by merchant and can greatly influence the total, the customer is first presented with how much their total purchase will cost.

SIMPLIFY INFORMATION

To further simplify and keep the page clean, the address is reduced to the street name—on one line.

CONFIRM PURCHASE

The final amount is displayed along with the button, leaving no room to question "how much?"

CHALLENGE

The existing shop site is a collection coupons where intent and purpose of the site are ambiguous.

SOLUTION

It was clear that this site needed a clear strategic direction. I established clear personas for whom we're solving for and conducted CDI customer interviews to understand our audience's needs. The research helped me steer our strategy towards a product that is made for our best PayPal customers in our top buyer's program. I designed an experimentation system in which we can test how users think, and behave while making decisions on what to buy.

02

PAYPAL SHOP



THE BEFORE

The screenshot shows a web browser window for the PayPal Shop. The URL is https://www.paypal.com/deals/#/offers. The interface is a grid of promotional offers. Each offer card includes the retailer's logo, name, a brief description of the deal, the expiration date, and two buttons: 'Save' and 'Use'. A search bar at the top right allows users to search by store name.

Offer Details	Offer Details	Offer Details
Brooks Brothers Shop Brooks Brothers Women's new arrivals today USE BY: 12/31/15	Brooks Brothers Shop Brooks Brothers Men's new arrivals today USE BY: 12/31/15	cymax.com Save up to 50% off Living Room Furniture plus Free Shipping USE BY: 3/31/15
ShoeMall Save up to 40% USE BY: 12/31/15	eBags.com \$10 off \$50 USE BY: 2/23/15	SkinStore* 20% off USE BY: 3/10/15
Shari's Berries 45% off Full Dozen Gourmet Dipped Swizzled Strawberries USE BY: 4/1/15	JCPenney 20% off \$100 USE BY: 2/22/15	FootSmart 20% off USE BY: 12/31/15
music123.com Free shipping on \$25+ USE BY: 12/31/15	music123.com Deal Central - Check out the Hottest Deals USE BY: 12/31/15	MUSIC & ARTS Shop Sale Items USE BY: 12/31/15
Woodwind & Brasswind	Woodwind & Brasswind	Musician's Friend

PROS

- Pretty good deals
- Wide selection of retailers
- Comparable deals to Retail-me-not

CONS

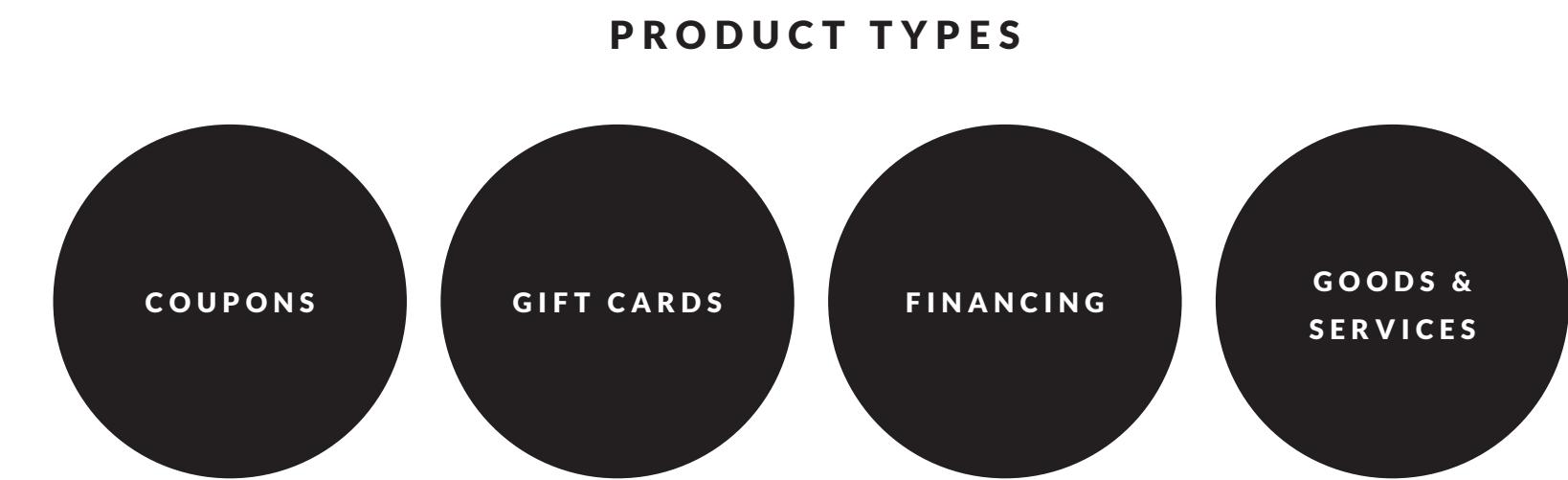
- Looks like spam
- Unclear organization
- Not sorted in logical manner
- Difficult to scan and read

UNDERSTANDING SHOPPING

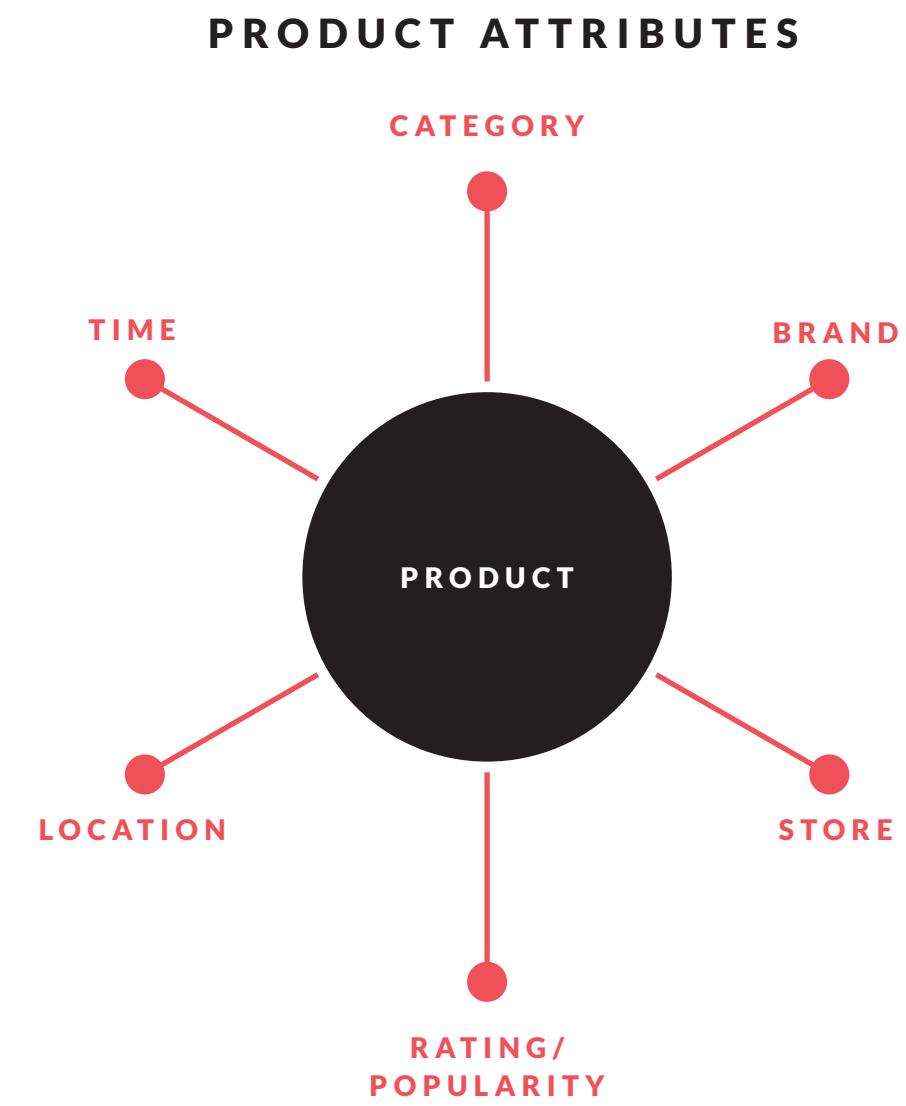
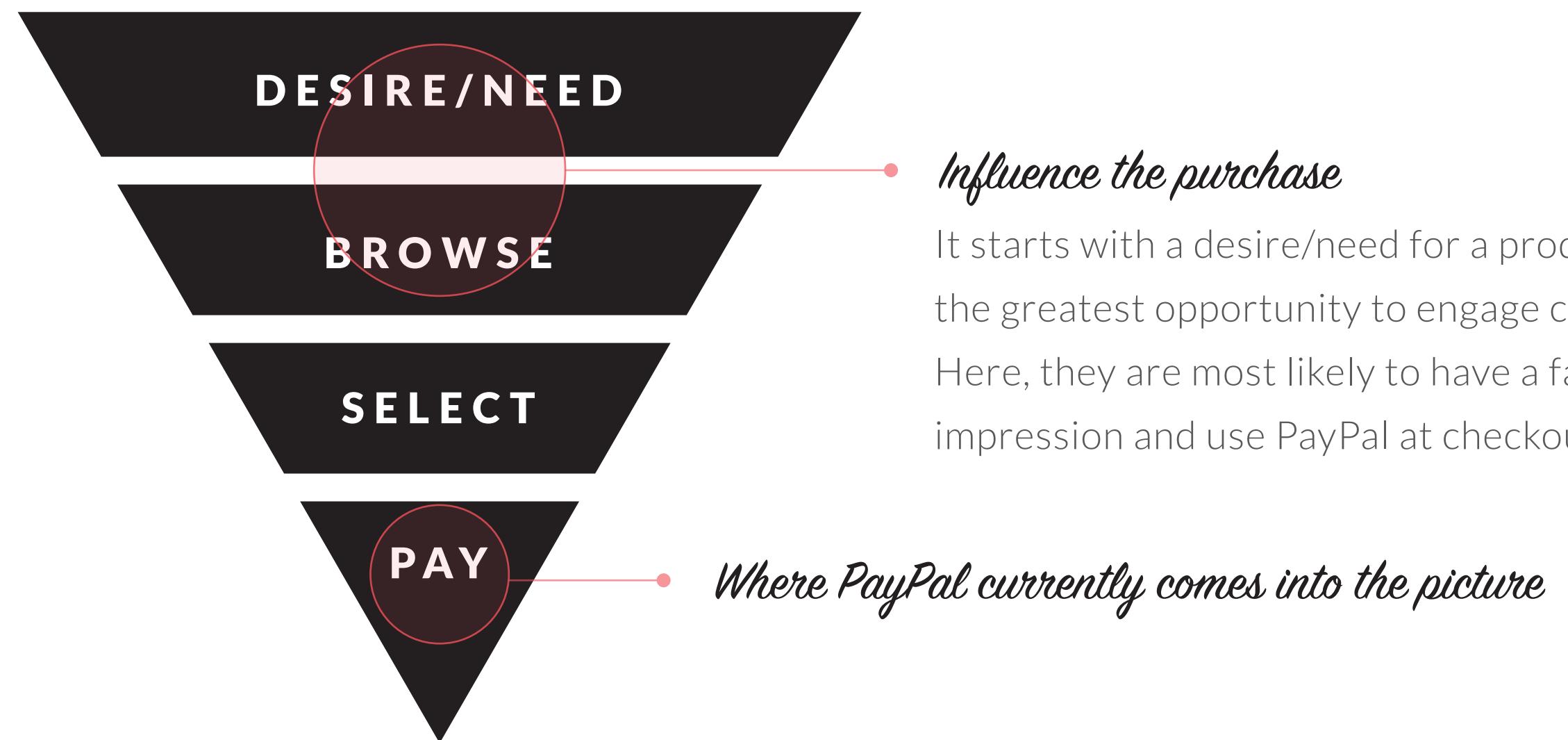
FORMING MENTAL MODELS

- Understand the shopping process
- Discover motivators for buying
- Classify store and offerings
- Identify the customer
- Define clear goals

PAYPAL SHOP PRODUCT MODEL



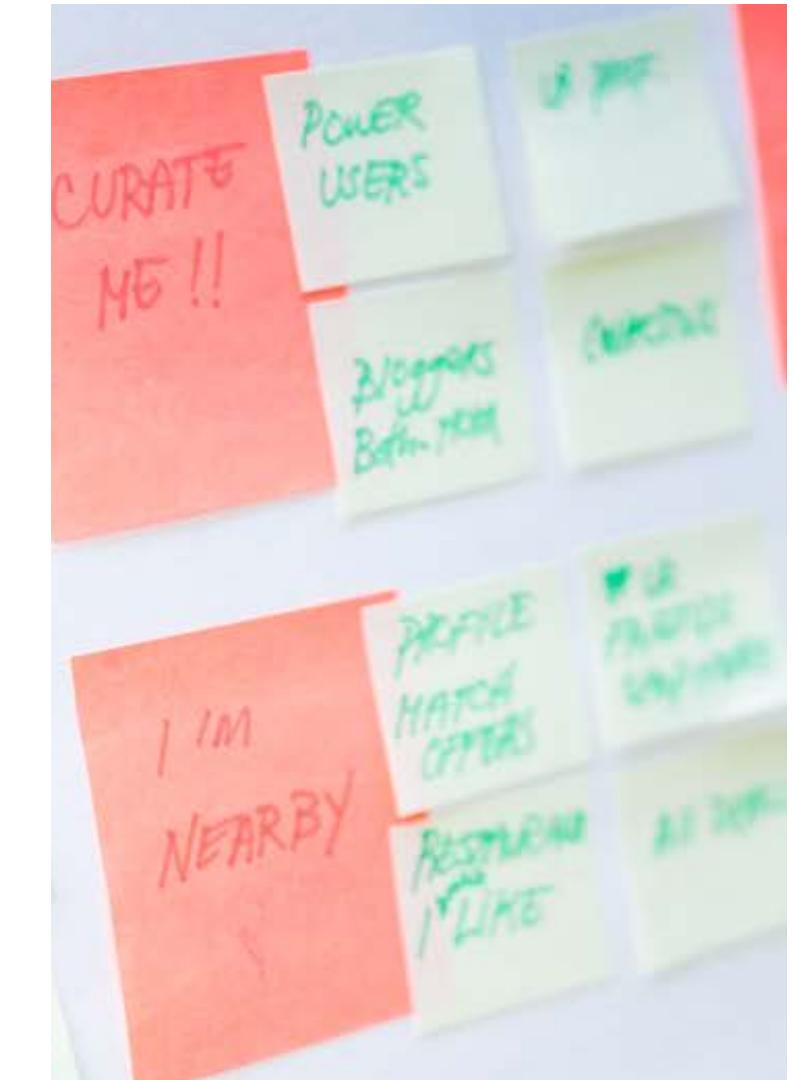
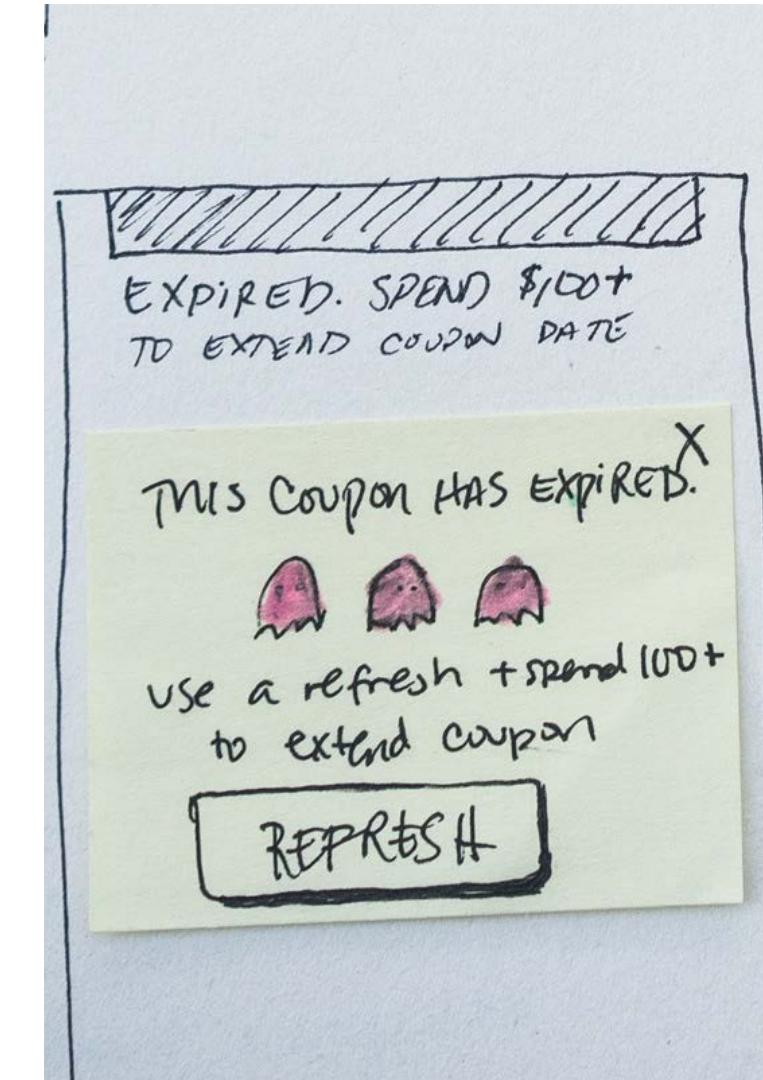
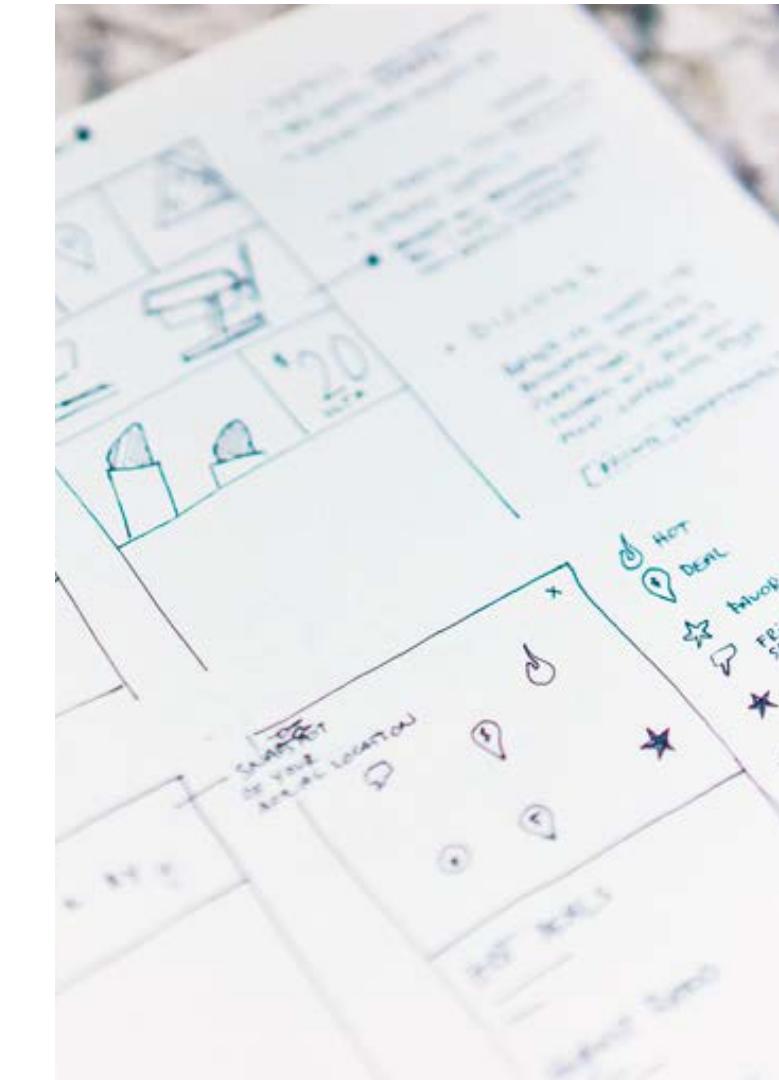
THE SHOPPING FUNNEL



DEFINING THE AUDIENCE AND SPACE



**LOCAL
DISCOVERY
IN CONTEXT
MOST POPULAR
FOOD
GOOD DEALS
RELEVANT**



THE CUSTOMERS

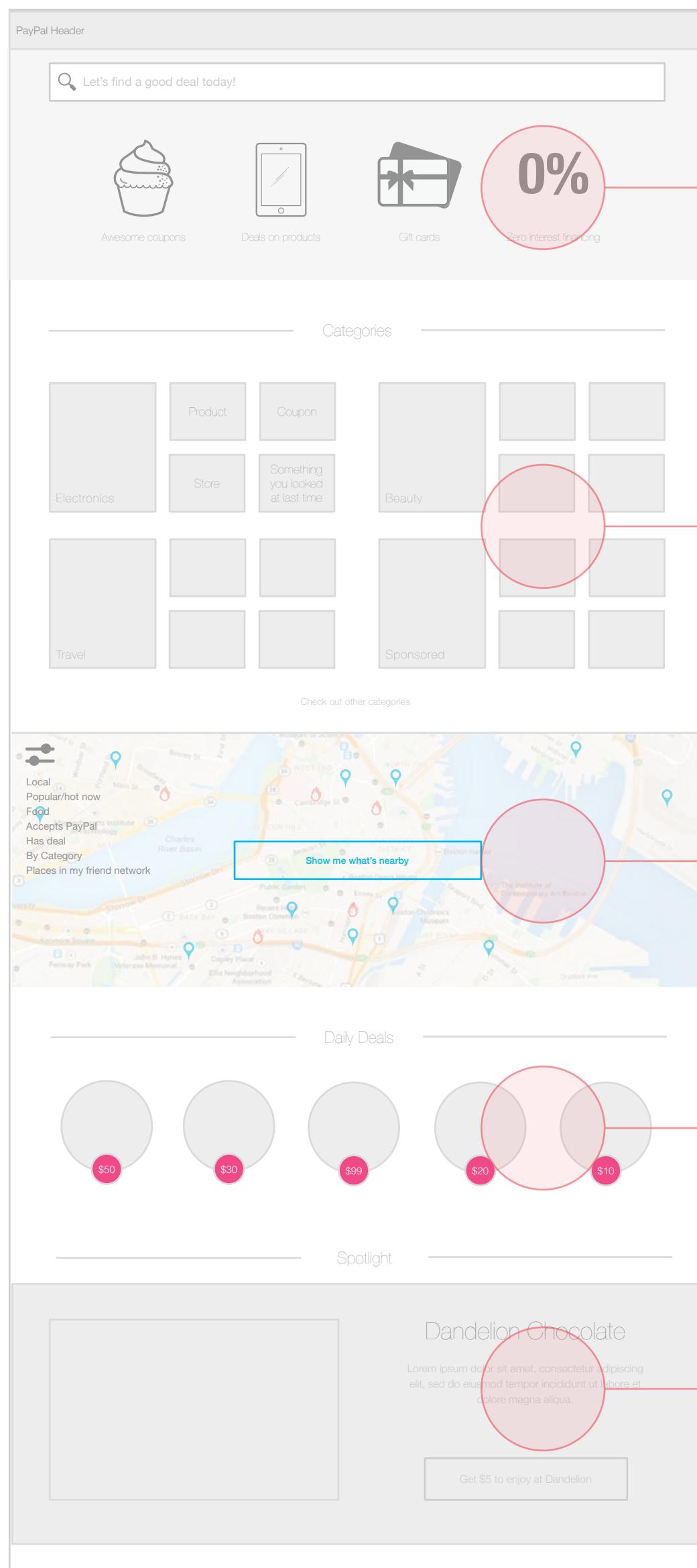
PayPal has a top customer program called PayPal select. These customers are highly engaged with PayPal, and are a good starting point to develop and refine our shopping experience.

THE SPACE

PayPal is in the business of processing payments, not provide coupons and compete with services like Retail-Me-Not. The strategy behind shop is to gain customers by helping them with discovery of items, shops, and stores that are around them and in their sphere of interest.

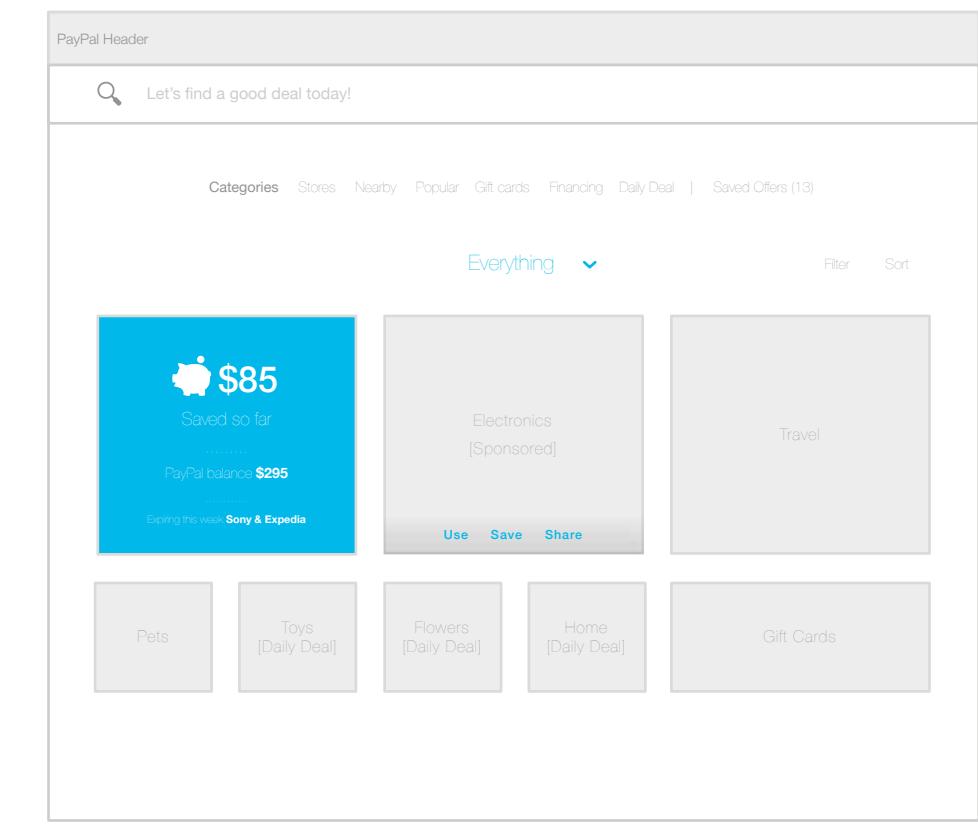
Refocus the shop around personalized and nuanced experiences to reflect the shopping habits of our customers. Without the ability in the mvp to do explicit personalization, the shop can organize in a manner that is implicitly personalized.

EXPERIMENTATION MODULES



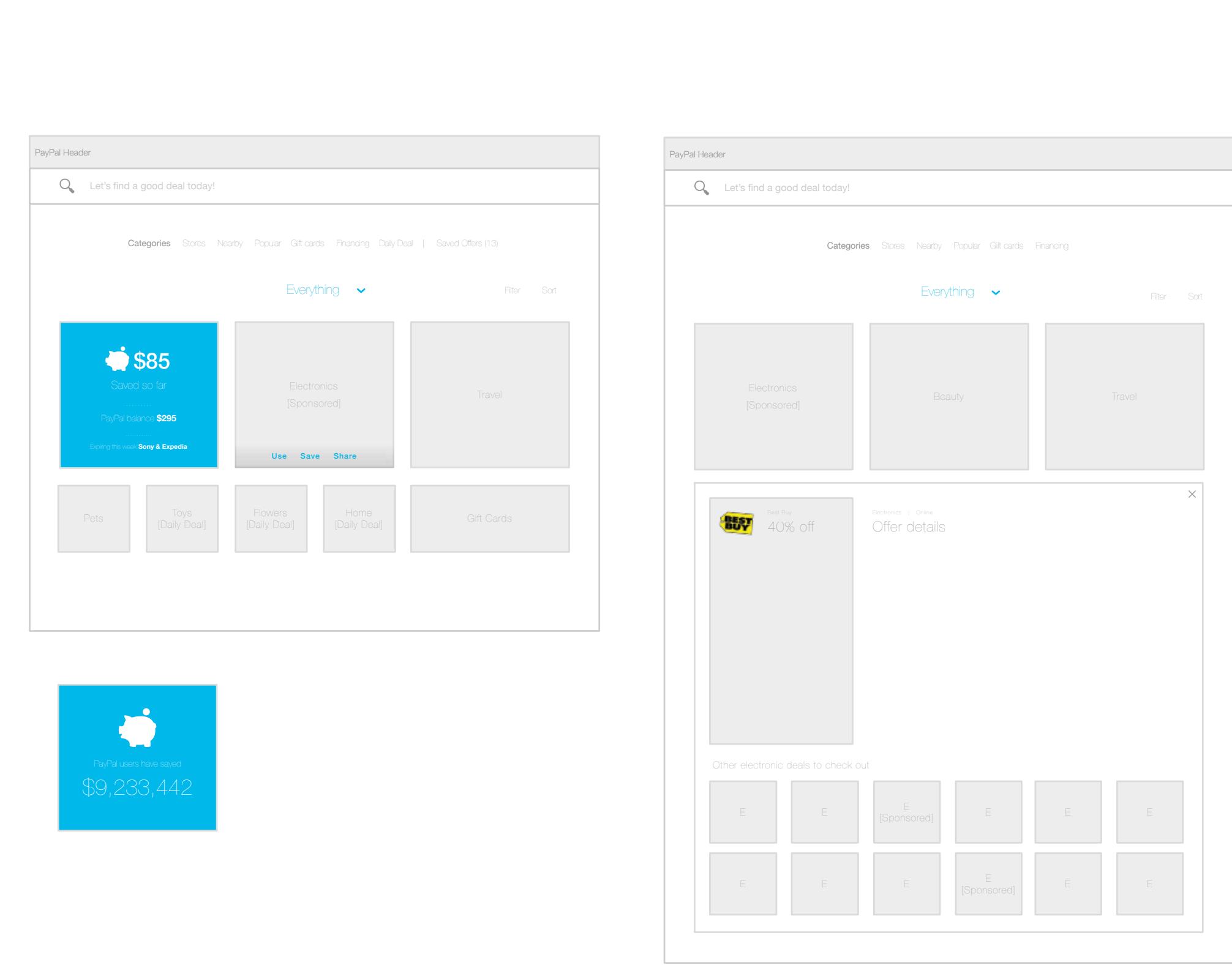
EXPECTATION SETTING

Since this site is new to users, the hero spot lets users know there are four types of deals on the site: Coupons, products, gift cards, and interest free financing.



BY DEPARTMENT

For users who shop in one general category, this provides them with a method to see what deals are available.



SHOP LOCAL

Nothing is more personal, than what's local. A map view helps users see stores that have offerings nearby. Users can filter by what's popular, eateries, or deals.

DEAL SEEKERS

Some people can't RESIST good deals. Bring more traffic and high quality content by leveraging eBay's daily deals.

SUPPORT SMALL MERCHANTS

Everyone loves a good deal. Some people can't RESIST good deals.

CHALLENGE

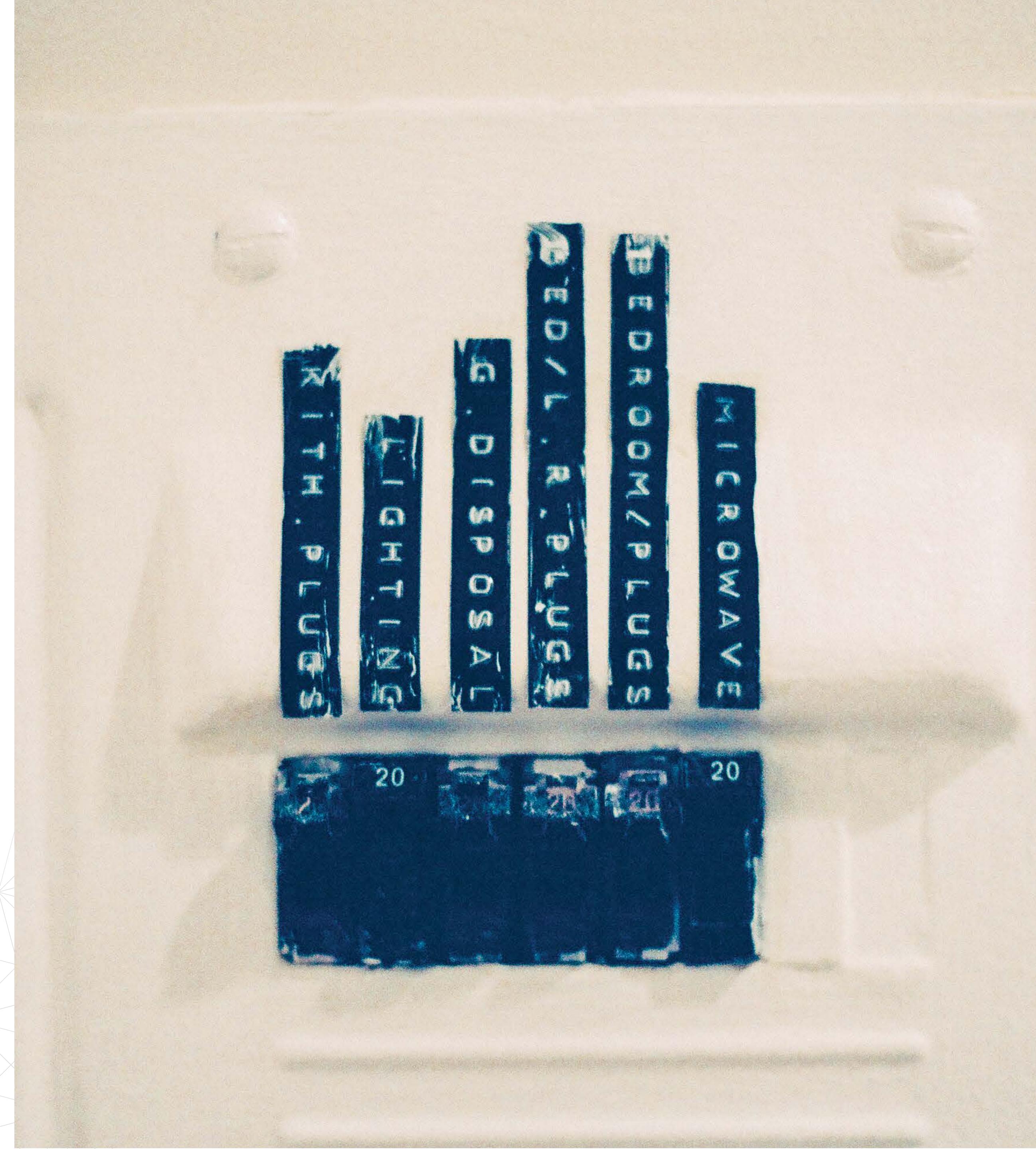
Based on usability studies when users are unsure of what to do, they almost always check settings. Unfortunately settings was highly disorganized because it had become a junk drawer of information. Additionally, customer service receives a high call volume pertaining to updating email, address, and phone. Users simply couldn't figure out where and how.

SOLUTION

IA restructure with card sorting. Simplify the amount of categories into top performed tasks. Combine repetitive settings for multiple products. Eliminate “more settings” section because that tells us nothing valuable.

03

PAYPAL SETTINGS



SETTINGS BEFORE

The screenshot shows the 'Settings' page of the PayPal web application. The left sidebar lists various categories: Personal info, Payment preferences, Money at PayPal, Payment methods, Gift cards and special offers, Notifications, Selling tools, and More settings (which is currently selected). The main content area displays several sections with configuration options:

- Account type:** Premier (with a 'Close account' link).
- My checkout settings:** Includes 'Digital goods at checkout' (Manage payment settings for small amount transactions with merchants that do not require shipping) and 'Mobile checkout settings' (Change automatic login and checkout settings for your mobile devices).
- Mobile devices and push notifications:** Link my mobile phone to my PayPal account.
- Notifications:** Send me alerts when I change my account information, or when I have discounts or special offers.
- Customer Service ID:** Customer Service PIN (with a note: When you call Customer Service, we'll ask you to confirm your identity using this account info).
- Travel plans:** Let us know about your international travel plans. We'll help make sure that you can use PayPal during your trip.
- Security key:** Add an extra layer of security to my account with a PayPal Security Key.
- Log In with PayPal:** Websites where I've logged in with PayPal.
- Preferred language:** English (with an 'Update' link).
- Time zone:** (GMT-08:00) Pacific Time (Los Angeles, Seattle) (with an 'Update' link).

At the bottom, there are links for Classic, Help, Contact, Security, Feedback, Privacy, Legal, and Policy updates.

The screenshot shows the 'Notifications' settings page. The left sidebar lists categories: Personal info, Payment preferences, Money at PayPal, Payment methods, Gift cards and special offers, Notifications (which is selected), Selling tools, and More settings. The main content area is titled 'Notifications' and shows a list of categories with checkboxes:

- In-store checkout
 - Let me know when:
 - I make in-store purchases
- Coupons and special offers
- News and more from PayPal
- Account updates
- Payments

PROBLEM

Too many categories

Each category has many settings

Organization of categories is unclear

No logical order and taxonomy

Outdated settings

Does not work on mobile (pinch and zoom)

NEW INFORMATION ARCHITECTURE

Account

Information about the user that is true wherever they go and regardless of who they interact with.

Information pertaining to a user's account information, type, and credentials.

Photo

Name

Email

Address

Phone

—

SSN

Merchant ID

Preferred language

Time zone

Security

Additive features to verify and ensure user's PayPal account information.

Password

Security questions

PIN

Link account to mobile #

—

PayPal Security Key

Log in with PayPal on other sites

Linked mobile devices

Customer Service ID

Travel plans

Payment settings

Preferences for in-store and online checkout.

In-store

Pre-set funding source for in-store checkout.

Payment Preferences (Use PayPal at the register)

Online

Online checkout preferences

Pre-approved payments

Digital Goods

Notifications

When/How user wants to receive communication from PayPal.

Payments

Coupons and special offers

News and updates from PayPal

Account updates

Push notifications on mobile devices

Alerts when I change my account information

In-store checkout notifications

MULTI-CHANNEL ACCESS

This screenshot shows the PayPal mobile web interface on an iPad. At the top, there's a header bar with the PayPal logo and navigation links: Summary, Activity, Send & Request, Wallet, Shop, and Log Out. Below the header is a user profile section for "Minka Lastname" with a photo, status "Customer since 2001", and account details. The main content area includes sections for Address, Email, Phone, Language and time zone, and Account options. At the bottom, there are links for Classic site, Help, Contact, Security, and Feedback.

This screenshot shows the PayPal mobile web interface on an iPad, similar to the first one but showing a different view. It features a header with the PayPal logo and navigation links. Below is a user profile section. The main content area includes sections for Payments, Offers, and News and updates. Each section contains sub-options with small icons and descriptions. At the bottom, there are links for Classic site, Help, Contact, Security, and Feedback.

This screenshot shows the PayPal mobile app interface on an iPhone. The top bar displays the time (1:50 PM), battery level (47%), signal strength, and the PayPal logo. The main screen is titled "Settings" and features a user profile section with a photo, name "Minka Lastname", email "pete@gmail.com", and phone "(408) 876-5309". Below the profile are five expandable menu items: Personal Info, Security, Payment settings, Notifications, and a blank item. At the bottom, there are links for Classic site, Help, Contact, Security, and Feedback.

This screenshot shows the PayPal mobile app interface on an iPhone, similar to the previous one but showing a different view. The top bar displays the time (9:44 AM), battery level (98%), signal strength, and the PayPal logo. The main screen is titled "Account" and features a user profile section with a photo, name "Peter Campbell", email "pete@gmail.com", and phone "(408) 876-5309". Below the profile are seven expandable menu items: Photo, Name, Email, Phone, Address, Language, and Time zone. At the bottom, there are links for Classic site, Help, Contact, Security, and Feedback.

SIMPLIFIED SETTING

The screenshot shows the PayPal mobile web application interface. At the top, there's a header bar with the PayPal logo, a summary link, activity link, send & request link, wallet link, shop link, a notifications icon (with 2 notifications), a gear icon, and a log out button. Below the header is a profile section featuring a user's photo and name ('Minka Lastname, Customer since 2001'). A red circle highlights the profile photo. The main content area is titled 'Account' and contains sections for 'Address', 'Email', and 'Phone'. Each section has a plus sign to add more contacts. Under 'Address', there are two entries: 'Minka home' (2211 N First Street, San Jose, CA 95131) and 'Minka office' (2211 S Second Ave, San Jose, CA 95131). Both are labeled 'Confirmed, Primary'. Under 'Email', there are three entries: 'Pete@gmail.com' (Primary), 'Pete@yahoo.com', and 'Pete@geocities.com'. Under 'Phone', there are two entries: '(555) 876-5309' (Primary) and '(555) 345-1945'. At the bottom, there are links for 'Language and time zone' (set to English, GMT 8:00 Pacific Time), 'ID numbers' (SSN xxx-xx-1234), and 'Account options' (Upgrade to business account, Close account). A red circle highlights the 'Edit | Delete' link next to the phone number. The footer includes links for 'Classic site', 'Help', 'Contact', 'Security', and 'Feedback', along with copyright information.

- **REINFORCE IDENTITY**

User's profile. Reinforce account.

- **SIMPLIFY TOP LEVEL NAV**

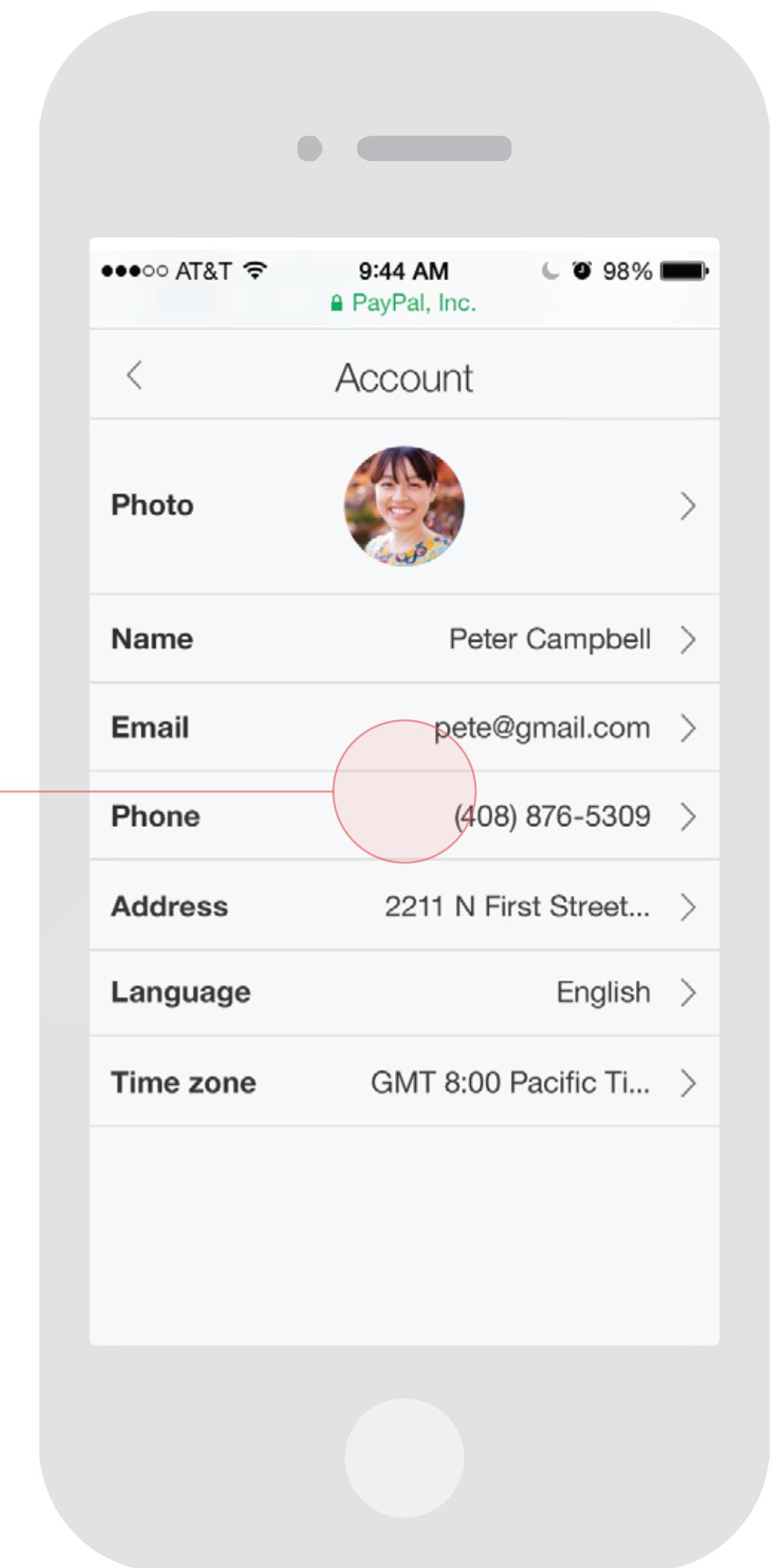
Top level organization of information reduced to 4 sections

- **MOST ACCESSED SETTINGS**

Address, email, and phone are the most updated settings. Bringing this front and center addresses 82% of settings usage, no more need to look around.

- **DESIGNED FOR MOBILE**

Using channel detection, experience is tailored for mobile access.



CHALLENGE

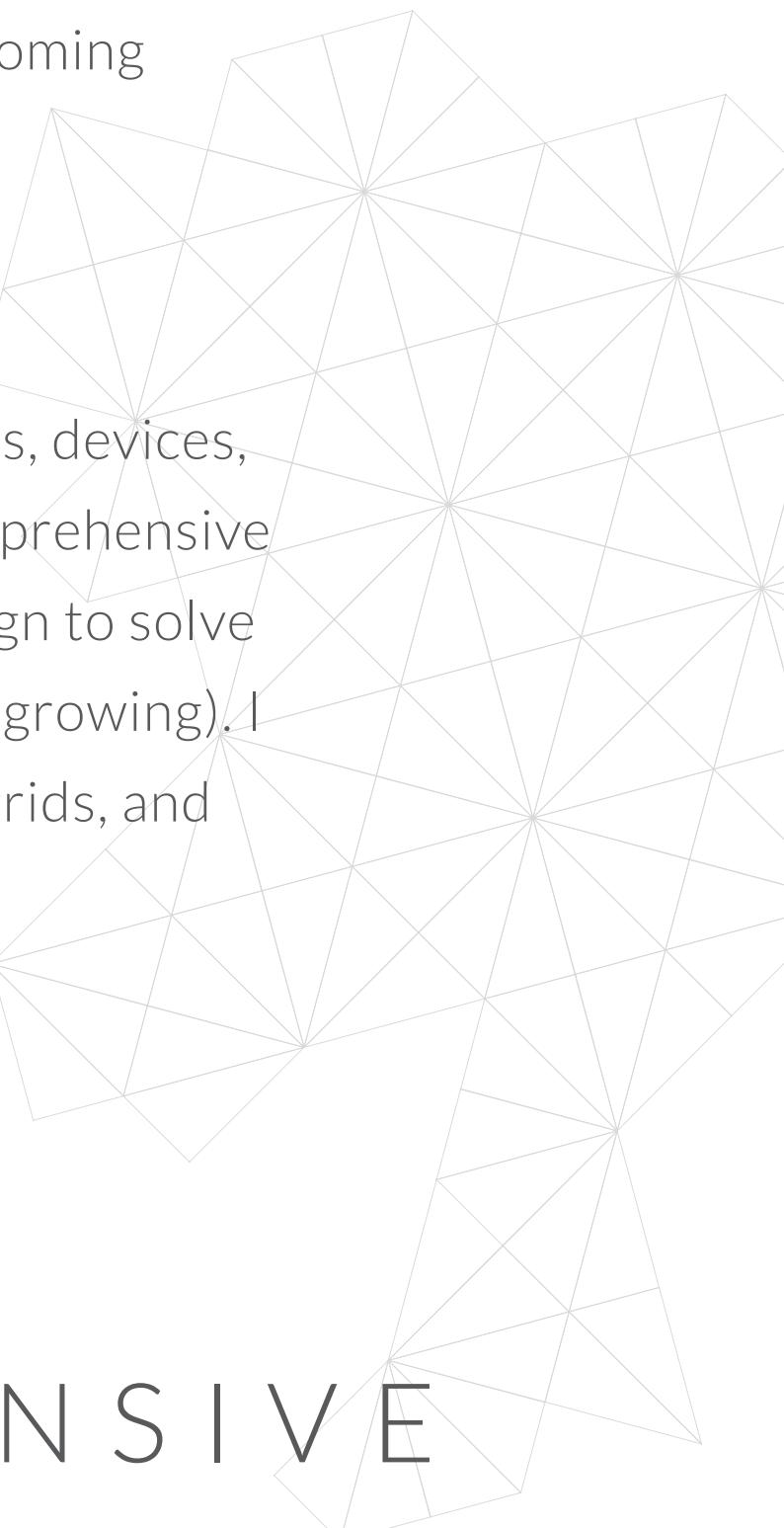
PayPal is a large organization with disparate groups. Teams work in silos and lack a unified understanding of context and challenges of a fragmented landscape of devices and channels. Experiences across products work and behave vastly different, from login to account servicing. Additionally, teams were delivering designs for multiple channels and resolutions without a strategy, quickly becoming unmanageable.

SOLUTION

Through a deep dive in the current landscape of channels, devices, platforms, and resolutions in the market, I formed a comprehensive framework on how to use Adaptive and Responsive design to solve the problem of too many devices and platforms (and still growing). I developed a channel strategy, a system of breakpoints, grids, and resolutions.

04

ADAPTIVE-RESPONSIVE FRAMEWORK



KEY CHALLENGES



FRAGMENTATION

Experiences **look** and **behave** differently for iOS, Android, Windows phone, web, mweb, app. Lack consistent approach and strategic direction—rationale.

CONTEXTUAL EXPERIENCE

Experiences across channels do not account for context. Mobile and desktop experiences are very similar in functionality.

GLOBAL & LOCAL NEEDS

Experiences available globally, but lack nimbleness to customize for local markets.

LIMITED RESOURCES

Mainly built for desktop experiences. Users left to “pinch and zoom” for mobile.

STRATEGY

ADAPT TO CHANNELS

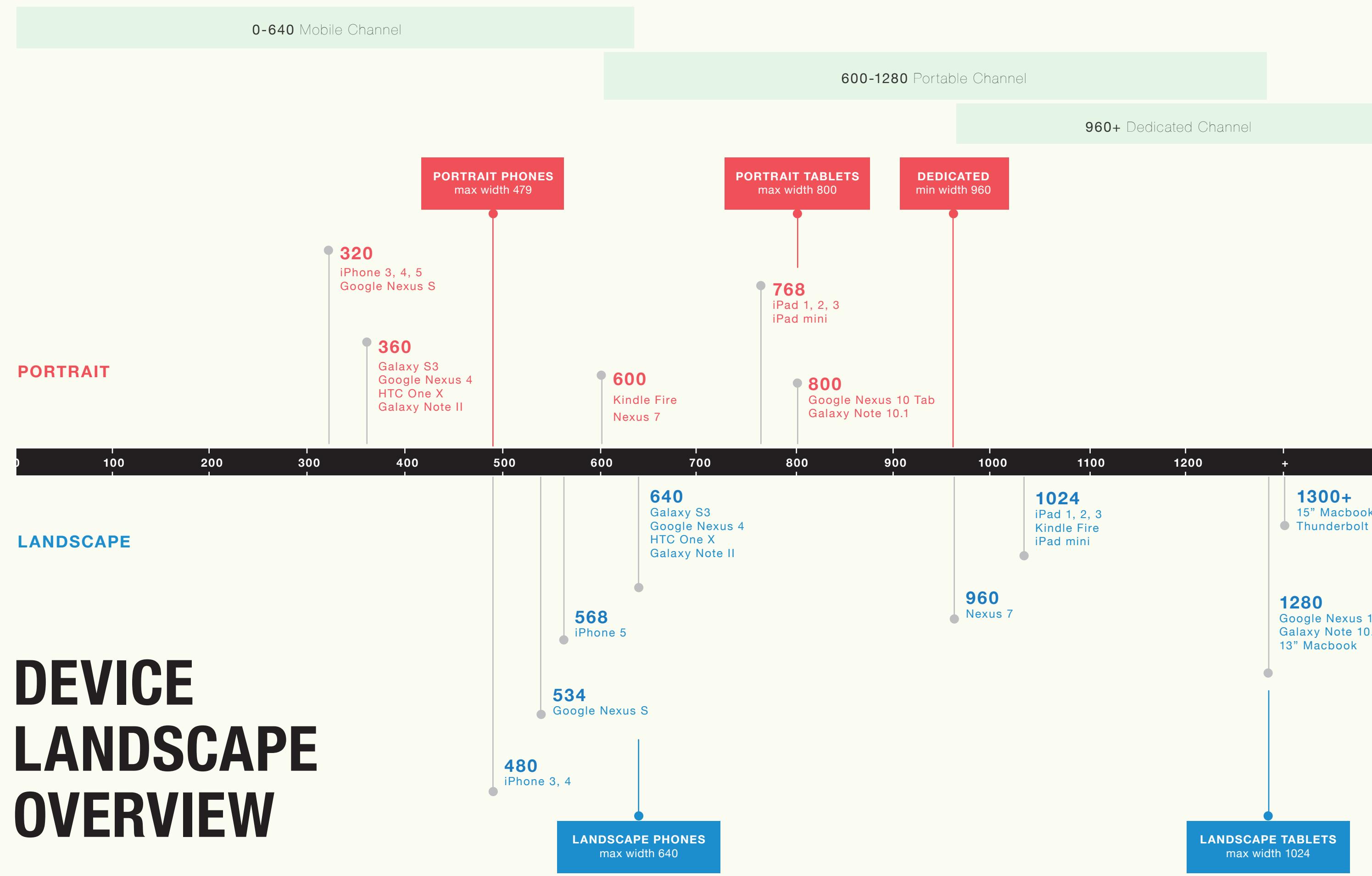
Using a smartphone is contextually different than using a laptop. Not to mention the differences in form factor. Mobile devices are highly contextual, single-threaded, extremely personal and always connected but with relatively small bandwidth. Laptops are task-work focus, multi-threaded, less contextual, but are connected with faster speeds. Behaviors are channel specific to 3 main channels: mobile, tablet, dedicated.

RESPOND TO DEVICE SIZE

Resolution and screen size varies greatly. A responsive solution reflows to fit content for each device.

TACTICAL

- Define critical target channels
- Establish optimal breakpoints
- Develop flexible grid system
- Define channel behaviors
- Distribute tools and templates



ASSESSING THE SITUATION

Screen widths vary greatly within each channel, by looking at the landscape of devices I identified breakpoints where it is optimal to shift and change layout. The diagram plots the detected resolution of devices within portrait and landscape in an array by detected resolution.

Adaptive Web Design

CONTEXTUAL EXPERIENCES

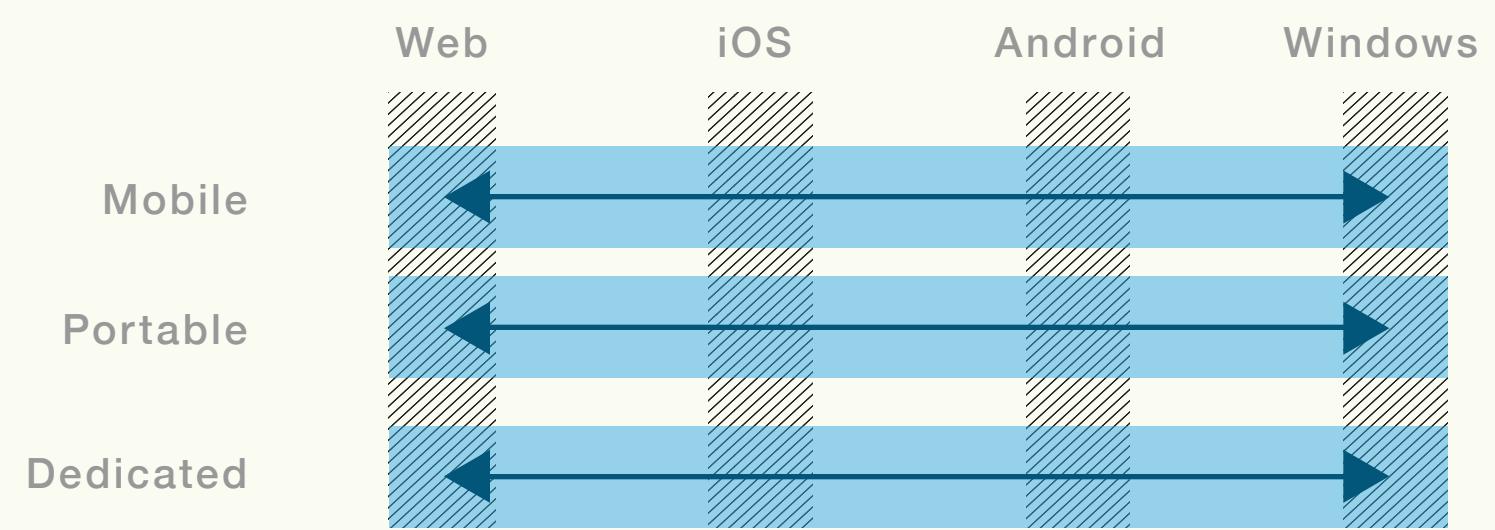


DEVELOPING A STRATEGY

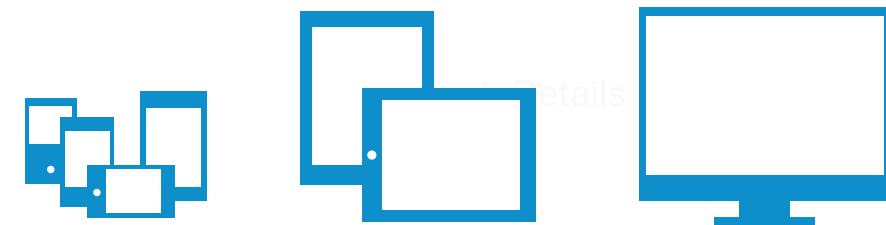
Screen widths vary greatly within each channel, by looking at the landscape of devices I identified breakpoints where it is optimal to shift and change layout. The diagram plots the detected resolution of devices within portrait and landscape in an array by detected resolution.

Behavior Considerations

THINKING ABOUT CHANNELS

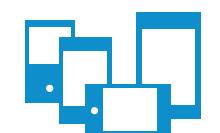
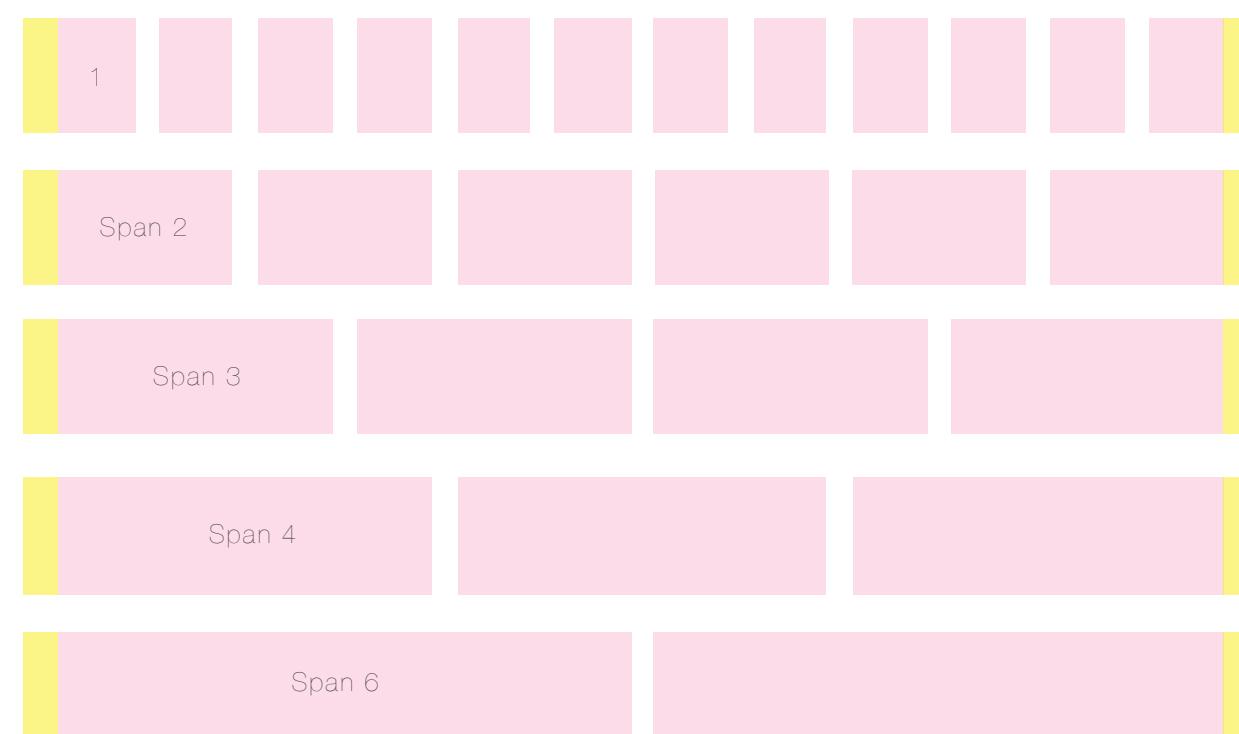


ESTABLISHING BREAKPOINTS AND GRIDS



Implementation grid

Combinations of spans and columns.



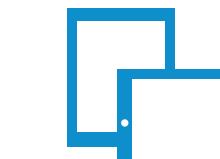
Mobile

Portrait Orientation

Breakpoint: 479px max
Width: Fluid, 100%
Layout: 4 Columns
Details: 4 columns / 20.5% columns / 3.5% gutters / 3.75% margins

Landscape Orientation

Breakpoint: 480px min
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns / 12.5% columns / 3.5% gutters / 3.75% margins



Portable

Portrait Orientation

Breakpoint: 767px max
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns / 12.5% columns / 3.5% gutters / 3.75% margins

Landscape Orientation

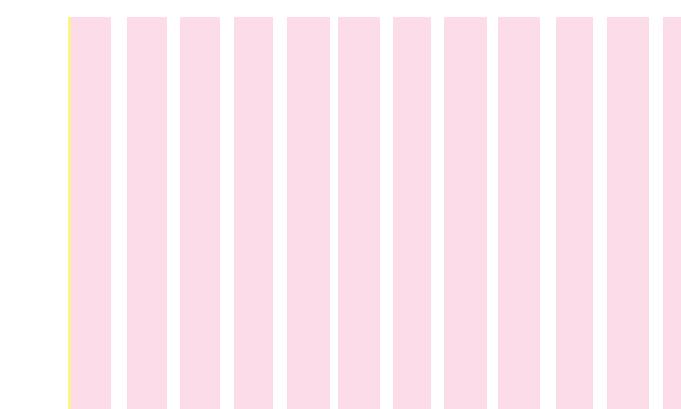
Breakpoint: 1023px max
Width: Fluid, 100%
Layout: 6 Columns
Details: 6 columns / 13% columns / 3% gutters / 3.5% margins



Dedicated

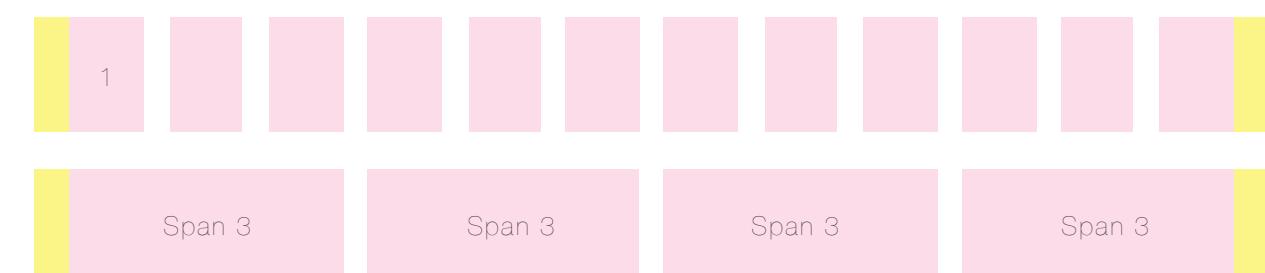
Dedicated Channel

Breakpoint: 960px min - 1170px max
Width: Fixed 0-960 and 1170+, Fluid 960px-1170px
Layout: 12 Columns
Details: 12 columns / 6.25% columns / 2.083% gutters / 1.041667% margins



Example

A 4 column mobile portrait design grid folds 3 columns and 2 gutters per span (a total of 4 spans).



CHALLENGE

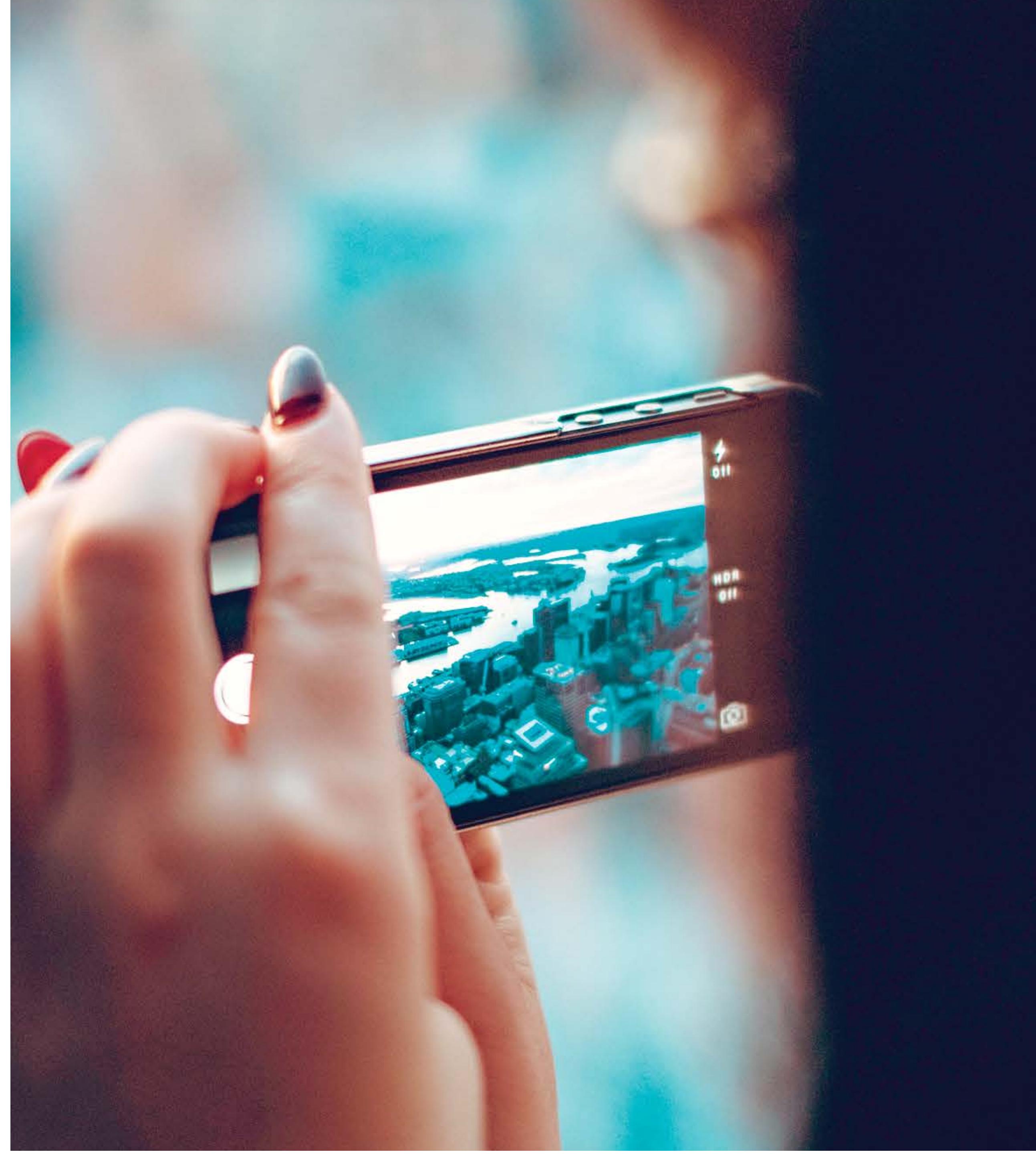
Provide Studio audience with rich Pro video editing capabilities, but maintain simplicity and ease-of-use for a beginner.

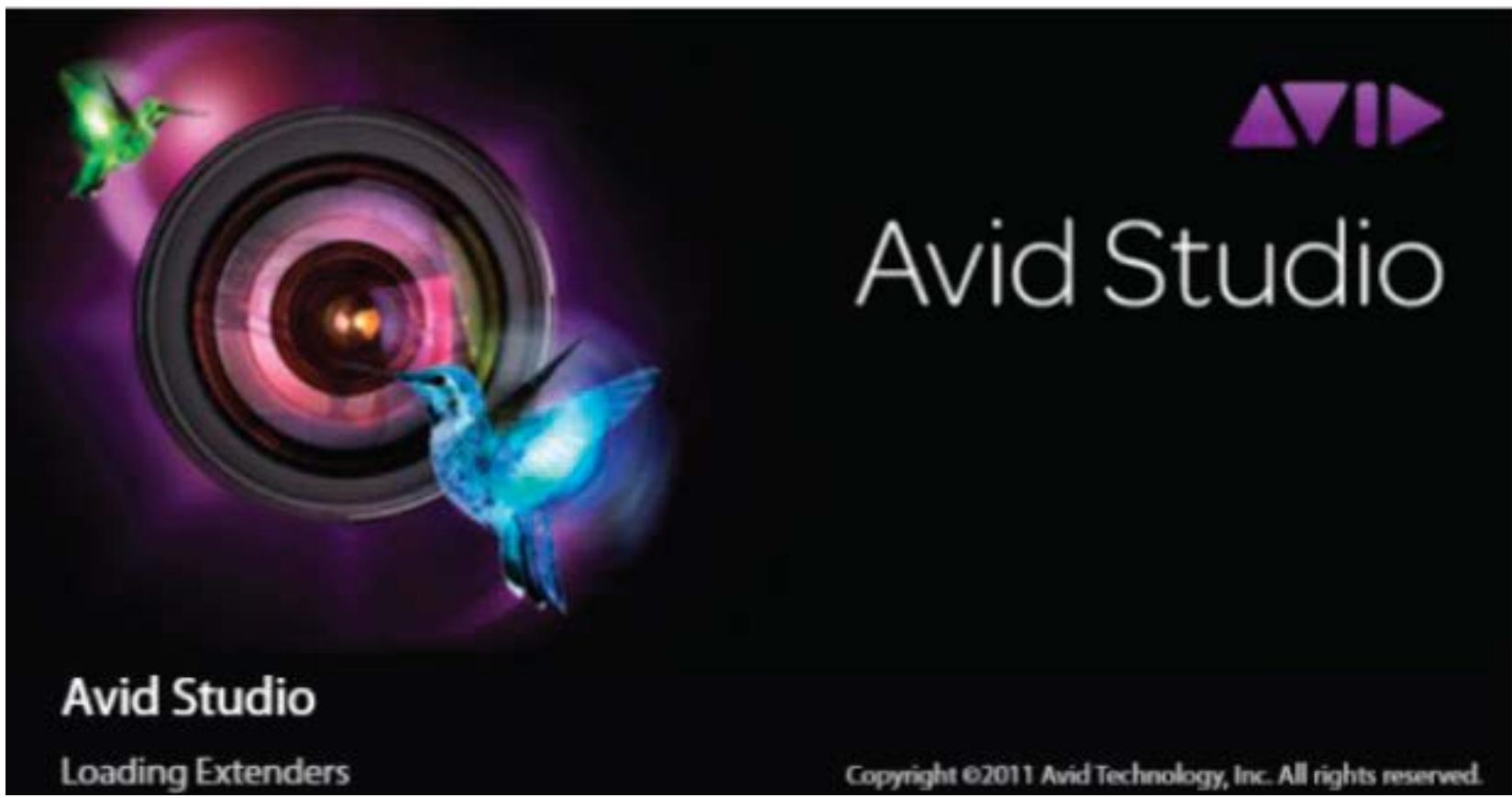
SOLUTION

80-20 rule. At any given time, you'll only use 20% of all the tools you have. The rest, put away in a way that's easy to access when needed.

05

AVID STUDIO





The Avid Studio interface showing the Disc Menus and Timeline. The top navigation bar includes File, Edit, Setup, E-Store, Import, Library, Movie, Disc, Export, and a shopping cart icon. The Disc tab is active. The left panel shows a library of disc menus, with one item from the "Standard" category highlighted. The main workspace on the right displays a preview window titled "Menu 1" showing a menu with placeholder text "Your Text Here". Below the preview is a timeline with multiple video tracks and audio tracks, labeled C1 through C10. The timeline shows various clips and transitions, with specific time markers like 00:00:12.00 indicated.

PRO FEATURES TO THE CONSUMER



I C O N S

CHALLENGE

SJSU Ceramics is one of the best programs in the nation. The program has no marketing budget thus difficulty attracting top talent.

SOLUTION

Targeting what impacts graduate students decision for a graduate program: top tier work equals top tier program, resources, and facilities. SJSU Ceramics consistently produces award-winning student work. The graduates from the program often move on to become highly visible and respected artists in the ceramics community. The website focuses on promoting the visually striking student work. Thereby accomplishing two goals: highlight the high quality work coming from the program, and also giving prominence to current students who otherwise did not have access to an online portfolio. (*Designed in 2006, this has been one of my favorite projects because I was able to help students by increasing their visibility in the ceramics community*)

06

SJSU CERAMICS



SHOWCASING AMAZING WORK

SJSU Ceramics

WE ARE SJSU CERAMICS OUR PROGRAM FIND US

AMANDA SMITH, Rickshaw, 2010



SJSU AT NCECA 2010
Four students from the BFA and MFA program selected to exhibit.

FACULTY

STUDENTS

OUR GUESTS

FACILITIES

NEWSLETTER

RESOURCES

CONTACT

SJSU CERAMICS

Faculty
Students
Alumni
Visiting Artists

FACILITIES

Throwing Studio
Sculpture Studio
Glazing Studio
Graduate Studios
BFA Studios
Kiln Room

PROGRAM

BFA Degree Program
MFA Degree Program
Artist in Residence

RESOURCES

Undergraduate Forms
Graduate Forms
Syllabus

Technical Information
Publications
Other BayArea Ceramic Groups

FIND US

Contact Information
Newsletter
Facebook

search

SJSU Ceramics

WE ARE SJSU CERAMICS OUR PROGRAM FIND US



BEN EBERLE

My new work joins clean, abstract shapes with recognizable mechanical objects: gears, screws, bolts, which lead to a further point of inquiry: why are these objects related? These faux-mechanisms represent the confusing intersection of 'the man made' and 'the organic'. They speak to my obsession of controlling the form almost to the point where I become the machine – that somehow in my attempt to recreate organic objects I'm acting as a production machinist with precision, foresight, and replicated action.

BENEBERLE.COM
ben.eberle@gmail.com

STUDENT GALLERY

AMANDA SMITH **BRYAN YERIAN** **MAX RAIN** **JON YAO**

SJSU CERAMICS

Faculty
Students
Alumni
Visiting Artists

FACILITIES

Throwing Studio
Sculpture Studio
Glazing Studio
Graduate Studios
BFA Studios
Kiln Room

PROGRAM

BFA Degree Program
MFA Degree Program
Artist in Residence

RESOURCES

Undergraduate Forms
Graduate Forms
Syllabus

Technical Information
Publications
Other BayArea Ceramic Groups

FIND US

Contact Information
Newsletter
Facebook

search

APPEALING TO CANDIDATES NEEDS

The website features a large aerial photograph of a university campus with historic buildings and green lawns. Overlaid on the top right are two orange rectangular boxes: the left one contains the text "SCULPTURE STUDIO" and the right one contains "THROWING STUDIO". Below these are four colored boxes: MFA STUDIOS (dark grey), KILNS (blue), GLAZING STUDIO (grey), and BFA STUDIOS (cyan). The navigation bar at the top includes links for "WE ARE SJSU CERAMICS", "OUR PROGRAM", and "FIND US". A search bar is located in the top right corner.

SJSU Ceramics

WE ARE SJSU CERAMICS | OUR PROGRAM | FIND US

search

SCULPTURE STUDIO

THROWING STUDIO

OUR FACILITIES

There are three separate spacious classrooms for sculpture, throwing, mold-making, and figure modeling.

MFA STUDIOS

KILNS

GLAZING STUDIO

BFA STUDIOS

SJSU CERAMICS

FACILITIES

PROGRAM

RESOURCES

FIND US

The page has a solid orange background. It features two images: a painting of a figure at a table and a photograph of a large, textured ceramic sculpture. Below the images are four tabs: MFA, BFA, ALUMNI, and ARTIST IN RESIDENCE. Under the MFA tab, there is a paragraph about student work and portfolios. To the right, there are eight small images of ceramic pieces, each with a name below it: AMANDA SMITH, BRYAN YERIAN, MAX RAIN, JON YAO, TREVOR KOCH, COLLEEN SIDEY, RANDY BRICCO, and BEN EBERLE. At the bottom, there are links for ADMISSION REQUIREMENTS, DEGREE REQUIREMENTS, COMMITTEE ADVISORS, and PRE-THESIS.

SJSU Ceramics

WE ARE SJSU CERAMICS | OUR PROGRAM | FIND US

search

MFA

BFA

ALUMNI

ARTIST IN RESIDENCE

During the academic years at SJSU, all MFA and BFA ceramics students are expected to find an individual direction in their work. In doing so, they create a comprehensive portfolio. Our online portfolios showcase a cross-section of all our students' work.

AMANDA SMITH

BRYAN YERIAN

MAX RAIN

JON YAO

TREVOR KOCH

COLLEEN SIDEY

RANDY BRICCO

BEN EBERLE

ADMISSION REQUIREMENTS | DEGREE REQUIREMENTS | COMMITTEE ADVISORS | PRE-THESIS

SJSU CERAMICS

FACILITIES

PROGRAM

RESOURCES

FIND US



07

MY DESIGN PHILOSOPHY



Designers are multi-faceted, really only limited by the reaches of our own imagination. Our role encompasses more than managing pixels or drawing wireframes. Our job is to imagine products—ways of *doing* and *thinking* about things. We possess skills of product thinkers, strategists, and technologists. An added bonus is that everything looks good and works well. We understand business goals and drive to instill humanity within our products. Design, to me, is creating things that matter.

THANK YOU FOR INVESTING TIME
TO VIEW MY WORK

MAI TRAN

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