**Introspective**

What can you offer?

I’m looking to support and collaborate with a great team of passionate creators working on important problems affecting people they represent. I have developed my abilities to solve problems through design thinking while retaining my passion for people that I appreciate in the government/public sector.

Where does it intersect?

This program has taught me just how similar the qualities are between a public servant and a great designer. They can both distill complex problems into their simplest forms. They can each collaborate with many different stakeholders and empathize with their perspective. They effortlessly juggle multiple projects, tasks, and needs over the course of the day, the week, and the long-term. They regularly share ideas and defend them not just with beliefs but with concrete evidence. And, each professional solicits feedback and reflects on their process to keep improving their craft.

What is the greatest need?

All levels of government and non-profit agencies are looking for ways to innovate their web presence. People in the public sector and great designers are completely invested in the problems they are trying to solve. In other words, because of the intrinsic love for their work, they will ultimately be able to find the best solutions and impact the people and relationships that matter most to the problem at hand.

**Meetings**

*Michael Aleo*

*Jordan Quigley-Jones*

**Portfolios:**

Hiroshi Kawada

<http://skanpo.com/>

Zach Kuzmic

<http://zachkuzmic.com/>

Marc Thomas

<http://mrcthms.com/>

**Companies:**

Nav – Washington, DC and Fredrick, MD

<http://nav.co/>

Jesse Thomas

<http://jess3.com/>

VIGET

<http://viget.com/work>

NCLUD

<http://nclud.com/>

**Pages**

***Landing Page/Home Screen***

Michael Quibuyen (Logo) - Aspiring UX Designer // Work // About // Contact

My Current Work: (blocks with links to Bloc projects)

Hello! I am a Problem-Solver who enjoys conducting extensive research, thinking through design solutions, as well as have a passion for creating beautiful user experiences (UX) for the web and mobile apps.

I am looking to work collaboratively with people who have a desire to help others on important projects that strive toward a common goal. I invest a copious amount of energy and love into every project I undertake.

How can I be of assistance?

*Contact Me Link*

*UX Design Process Text*

Research + Communicate

I do my best to become the user by creating their story based on surveys or seeing how other people and friends interact with apps or webpages. This is a necessary step in deciding your target audience or understanding the problem you need to solve.

Sketch + Wireframe

Once the research is finished my head is spinning with ideas, I immediately grab a pencil to start sketching in my moleskine notebook, drafting low-fidelity wireframes, adding in notes from my research, and sketching logos for the branding. Then I use the sketches to create high fidelity wireframes and logo concepts in Adobe Illustrator, as well as determine the user flow of the page or app.

Design + Iterate

I jump into Adobe Photoshop to create design mockups and make choices on how everything will look. Create multiple prototypes and mockups. Usually, I test a few iterations on the inVision app or Github and get critiqued from others.

Code + Launch

If necessary, I start coding my project using the app Coda to ensure that my HTML, CSS, and Javascript code work together beautifully. Then, I launch the app or webpage to see the project live.

*Follow on Linkedin, Instagram, or Github*

***About Me (Revised)***

**I grew up in Cypress, California, a small burb in North Orange County, now I am living in Arlington, Virginia. I currently work for the United States House of Representatives in Washington, DC as a Staff Assistant for a California Member of Congress. Recently, on the side (mostly late…late week nights and weekends), I completed my User Experience/Interface Design apprenticeship with Bloc.**

**I have had a passion for design and technology since my junior year of high school when I first learned how to use Photoshop (7.0 at the time) to edit photos I took on my photography teacher’s Nikon D40.** However, I was turned off by the notion of becoming a photographer or computer engineer because of my desire to help others; I just didn’t see the connection in my youth. When I headed off to college I decided on my field of study: Environmental Science and Policy with a minor in Political Science because I wanted to understand the science of our biosphere while being savvy in public policy to make meaningful changes towards our sustainability.

**Somehow, my passion for design and photography followed me through my college years as well as early career, where every role I took responsibility for touched upon using technology to further the goals of an organization or elected official.**

Once an opportunity to move to Washington, DC came up in my career, I decided to take that chance. I wanted the experience away from my close family and friends to cultivate my need to help others through the government. I thought this change would be the catalyst to marry my passion for design while coming up with creative solutions to help others, but that opportunity has not arrived yet. I felt unfulfilled, where I questioned the path I was leading thus far.

I realized that I love to create things, work with forward thinking people, and challenge myself with learning new skills. I then decided to act on my passion for design, technology, and photography. **I started working toward achieving this goal, on my own at first by reading about design, taking more pictures, and learning to code on Codecademy, but I needed more structure, more help. However, I could not quit my day job so this led me to enrolling in the online Bloc UX/UI Design Apprenticeship 36-week program, which had enough flexibility for my busy schedule. With my mentors Michael Aleo and Dennis Eusebio, I learned about skills required in this new craft as well as the UX industry best practices, also they were extremely helpful in critiquing my design work that challenged me from week to week to embrace my creativity.**

**The Bloc apprenticeship has taught me just how similar the qualities are between a public servant and a great designer. They can both distill complex problems into their simplest forms. They can each collaborate with many different stakeholders and empathize with their perspective. They effortlessly juggle multiple projects, tasks, and needs over the course of the day, the week, and the long-term. They regularly share ideas and defend them not just with beliefs but with concrete evidence. And, each professional solicits feedback and reflects on their process to keep improving their craft.**

All levels of government and non-profit organizations are looking for ways to innovate their web or mobile presence. People in the public sector and great designers are completely invested in the problems they are trying to solve. In other words, because of the intrinsic love for their work, they will ultimately be able to find the best solutions and impact the people and relationships that matter most to the problem at hand.

*Contact Me*

***Contact Page/Resume***

Interested in working together? Please send me an e-mail and we can discuss over coffee or happy hour. Also, download my resume if you want more information.

Name

Email

Phone Number (optional)

Short message box

*Send*

*Download my Resume*

*Follow on Linkedin, Instagram, or Github*

***Case Studies***

**Jott.ly**

*Introduction*

(Page Screenshot)

Jott.ly – An easier way to write and collaborate

Edit post and share content with your peers in a simple way

Web Design // HTML // CSS // Javascript // jQuery // Illustrator // Photoshop

Jott.ly is an online collaborative platform (SaaS) that brings teams together working on various projects that require coordination and open lines of communication by creating ways to share ideas, documents, as well as edit together on the cloud. The team at Jottly needed help developing a brand identity and a new landing page that showcased their service.

*Research*

Although the amount of deliverables needed was minimal, there needed to be research into the product itself. How was Jottly going to help people in the workplace in comparison to other SaaS or Content Management Systems (CMS) out there already in use. Before I started to develop the branding of this website, there were questions that needed to be answered, for example:

* Why is this service needed?
* What are all the functions of Jottly?
* What is the target audience?
* Who are the competitors?
* What is the mood you want people in when they visit the site?
* What are the most critical things the website should have?
* What keywords needed to be part of the brand?
* How would you measure the success?
* What is the short-term goal; long-term?
* After the launch of the brand and landing page, what other development is needed?

I learned so much by just thinking of these questions as if I was the user. Conducting research by putting yourself in their shoes really helps you with iterating less so that you can reach a product worth launching quicker.

*Inspiration*

As I was answering these questions, I was able to start drafting some ideas for the brand identity. Starting with root words (paper screenshot) and sketching a logo (sketch screenshot), figuring out the color palette, writing the content on the pages (screenshot) then finally jumping into Illustrator to start wireframing the landing page (screenshot).

*Building the Website*

Once I finished designing a final mockup of the landing page in Photoshop (Screenshot), it was off to coding the website using the app Coda. Other than the HTML code, I also utilized CSS (Skeleton and Animate) as well as Javascript (jQuery and Waypoints) to ensure a visually appealing look and feel. The end product was launched and hosted on Github.

*See Jott.ly Live Link*

**Grassroots**

*Introduction*

Mobile Design // iOS 8 // Prototyping // inVision // Illustrator // Photoshop

Volunteering in your local community is a fulfilling way to spend your time and get out there to help others. However, there are so many opportunities out there that sometimes it’s overwhelming to people who do not know where to start. This project had me tasked with coming up with an idea for a mobile app to help people easily find volunteer work that sorted opportunities with their interests as well as combining multiple ways to help others. Creating ways to simply register for an event or donate money to a cause you believe in from your mobile device.

*Research*

I started looking at other mobile apps that had a philanthropic or volunteering background such as The Red Cross, VolunteerMatch, and UNICEF. This helped me look at patterns to help me create a good user flow when someone wants to create an account, search for local volunteer events, and donate to a cause. Most of these apps were not aesthetically pleasing because there was a lot of content to cover for each cause and sometimes they were not easy to navigate.

*User Flow and Simple Design*

Although I had my reservations about creating a simpler mobile app for volunteering, I decided to continue this challenging process by creating a user story that would help me visualize how the mobile app would flow. (screenshot) This helped me figure out the problems that needed to be solved so I started to sketch wireframes first then put the different iterations into illustrator. However, I started to ideate too many features into the app that I needed to take a couple steps back and really focus on four distinct goals: Creating a flow for users to register and have a profile, search for volunteer opportunities with filters, donate easily, and create an incentive to do more to help others. (screenshot)

*Branding and Prototyping*

I then created a logo and chose a earthy color palette that would inspire volunteerism as well as helping. (screenshots). Then, I created high-fidelity screens using Photoshop and the Teehanlax iOS 8 templates to speed up my designs of certain functions such as search bars or maps. (Screenshots) Once this process was complete, I put together a prototype in the inVision app to see how the user flow would work if this was a live product.

*Test and Iterate*

I had friends and family test the Grassroots app and there was feedback mainly on the design aspects (screenshot) such as the text was too small in some parts or distracting colors in other sections. I took all of those critiques into account and what you will see on inVision is a final prototype (link to inVision)

*Lessons Learned*

I’m proud of the work I accomplished with Grassroots, It was a lot of fun learning the nuances of designing for iOS and creating an exclusively mobile experience for users with my own twist. I think the biggest takeaway for me though was how much I grew by challenging myself to try new ideas and get uncomfortable in the process. From expanding my user research skills, to testing out new tools, to diving into the deep end of branding development, this experience has only strengthened that urge to jump into new challenges as a designer.

**Mock Campaign Website**

*Introduction*

Web Design // Prototyping // inVision // Illustrator // Photoshop

Elected officials have started to embrace the intersection of technology and connecting to the people on multiple devices to maximize their outreach. I have worked in government since 2013 and seeing how offices can help people with navigating our political system. I wanted to create a mock campaign website because of the nature of believing in a cause that can be attainable through policy changes by someone you elect into office. The reason I chose Aziz Ansari is because of his meteoric break into the entertainment industry as an Asian-Pacific American, which many of us are underrepresented in, also this is very apparent as well in politics.

*Research*

I started looking at other Presidential campaign websites through 4president.org, which has a collection of campaign logos, signs, and websites that are available for viewing. This helped me look at patterns to help me create a good user flow when someone wants to register for an account, donate to a campaign, as well as volunteer at events, and manage people. The websites followed similar flows that tried to start people at a landing page to get personal information, then make it easy to donate from the landing page, and view events quickly with a few clicks.

*User Flow and Wireframing*

After conducting the research and finding out the nuances of campaign websites I was able to draft user stories based on an identity map I created for Aziz Ansari (screenshot). However, I needed more information regarding the people who would use these websites, so I created a survey that would ask these questions to a random set of people. (screenshot) Once I reviewed the data, I was able to create user personas based on the answers I received so that the mock campaign website would address the concerns of the people (screenshot of each person + story). Overall, when I felt the research was completed I started to create wireframes for all the pages needed that would complete my website.

*Branding and Prototyping*

I then created a campaign logo with a punchy color palette that would be a more modern take on a campaign website, which is different than what’s out there at the moment (screenshots). Then, I created high-fidelity screenshots using Photoshop and the inspiration from my research to create the mock campaign website (Screenshots). Once this process was complete, I put together a prototype in the inVision app to see how the user flow would work if this was a live product.

*Test and Iterate*

I had people in the design as well as political industry test the mock campaign website and there was feedback mainly on the volunteering and donation portions (screenshot). I took all of those critiques into account and what you will see on inVision is a final prototype (link to inVision).

*Lessons Learned*

I’m proud of the work I accomplished with my mock campaign website was a lot of fun learning the nuances of designing for a political candidate. I think the biggest takeaway for me though was how much I grew by challenging myself to try new ideas and get uncomfortable in the process. From expanding my user research skills, to testing out new tools, to diving into the deep end of branding development, this experience had me put all the skills I have learned in the Bloc program to the test.