

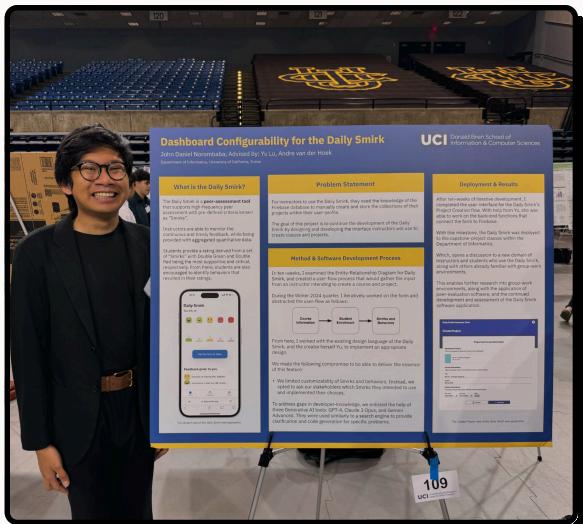
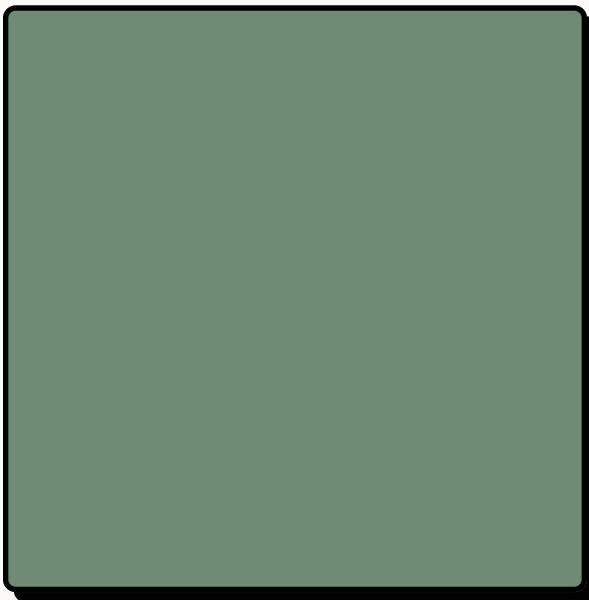
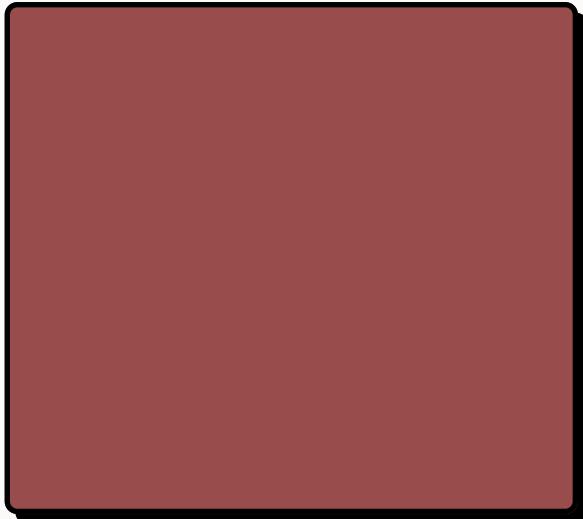


FALL 2024

PORTFOLIO

# John Daniel Norombaba

## University of California, Irvine



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My goal is simple. Working on projects that augment how we see and use technology.

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How might we deliver a new WebReg experience that provides more functionality to users, while representing the brand identity of the university and its students?

# Greetings!

I'm John Daniel.

I work on projects and ask questions that augment how we see and use technology. Seeing projects to the end, from ideation to deployment. Understanding the needs of users, all the way to the root of why those needs exist.

Humans are weird. Technology is complex. And that's what makes them so fascinating together.

Socially, I love empowering others. Volunteering as a poll worker, to carrying leadership roles. Giving campus tours and easing students through UC Irvine's admissions process.

I'd like to put forth some work that I'm proud of. Work that delivers on the expectations of those I design for. The users.

With much love,  
John Daniel



# Configurable and Scalable Peer-Assessments with The Daily Smirk

Allow Changes to Ratings

Allow Ratings to be changed  
3 day(s) after submission

Number of times ratings can be changed  
5 times

Require explanation to change  
Optional explanation

**Participation**  
Exceptional engagement and proactive involvement in group activities, demonstrating commitment and initiative.

Despite being unable to attend in person, participated fully from remote

After missing a meeting, proactively caught up with the project

Volunteered for a major piece of follow-on work

Took significant initiative

**Collaboration**  
Exceptional behaviors that enhance teamwork, foster inclusion, and promote a harmonious working environment.

Succeeded in bringing everyone into the conversation

Found ways to integrate ideas from others in ways not immediately apparent

Stood up and corrected a team member who was being disrespectful of others.

Broke through a tense/difficult situation, bringing harmony to the discussion(s)

Provided outstanding constructive feedback in a positive manner

Went above and beyond in helping a team member

**Notification Schedule**

**Send Early Reminders**  
Don't send early reminders

**Send Late Reminders**  
Don't send late reminders

**Delay revealing ratings by**  
Don't delay delivery of ratings

**Assessment Schedule**

08/20/2024, 11:59:59 PM	X
08/22/2024, 11:59:59 PM	X
08/23/2024, 11:59:59 PM	X

+ 08/25/2024, 11:59 PM

**Contribution**  
Outstanding efforts and actions that significantly enhance the quality, efficiency, or success of the project.

Produced work of amazing quality

Delivered key work significantly earlier than needed

Stepped in and did the work that someone else should have done

Discovered and solved a major problem with our approach

# The Daily Smirk

Jan. 2024 to Present · under supervision of Andre van der Hoek & Yu Lu

## Case Briefing

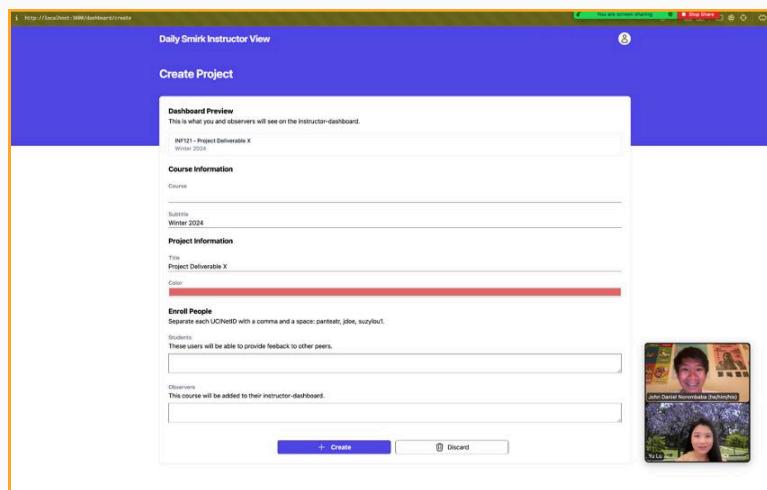
The Daily Smirk is a high-frequency peer-assessment tool created by graduate student Yu Lu, and has 750+ users, including students and instructors. Students rate and provide feedback on their peers' work through Smileys, or Smirks, during a project's lifecycle.

After successful trials in classes like INF121: Software Design I, taught by Andre van der Hoek, The Daily Smirk was almost ready for the masses.

**The issue?** Not only did instructors want configurable assessment criteria (i.e. the Smileys and feedback), The Daily Smirk's instructor dashboard lacked any UX that would assist them with all the heavy lifting of the backend.

## And so, we ask ourselves...

How do we improve a peer-assessment tool to meet the dynamic expectations of instructors, while keeping the essence of what The Daily Smirk does. High frequency peer-assessments, done easily.



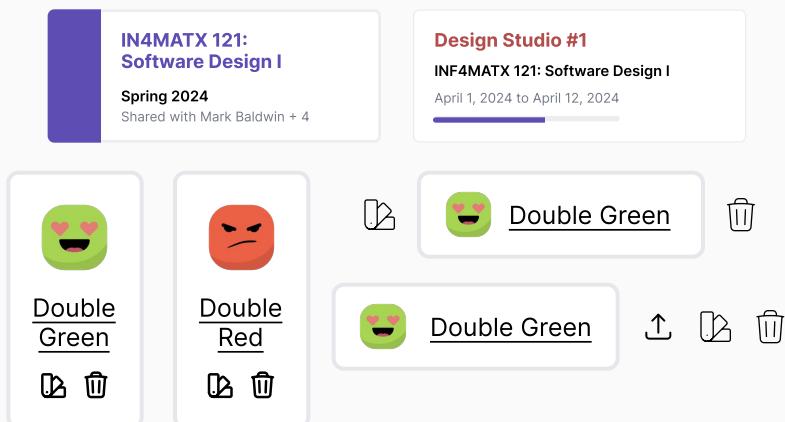
*The Daily Smirk originally had no page that allowed instructors to create courses without interacting directly with the back-end. An early prototype demoed on January 31st, 2023.*

## Essence-Driven Design

“Focus on the essence” was a key idea that stuck with me from Software Design I with Andre van der Hoek. When I started working under him and Yu, I made sure to drive this point home. Especially since that was the same quarter I was introduced to The Daily Smirk.

As Spring came along, I focused my attention to the current components of The Daily Smirk. With the amount of information needed to be conveyed, a kin to index-cards, these digital cards were the way forward.

With my background in Software Engineering, the essence can be found from ideation to deployment. Another example is allowing instructors to create their own rating system or Smirks.

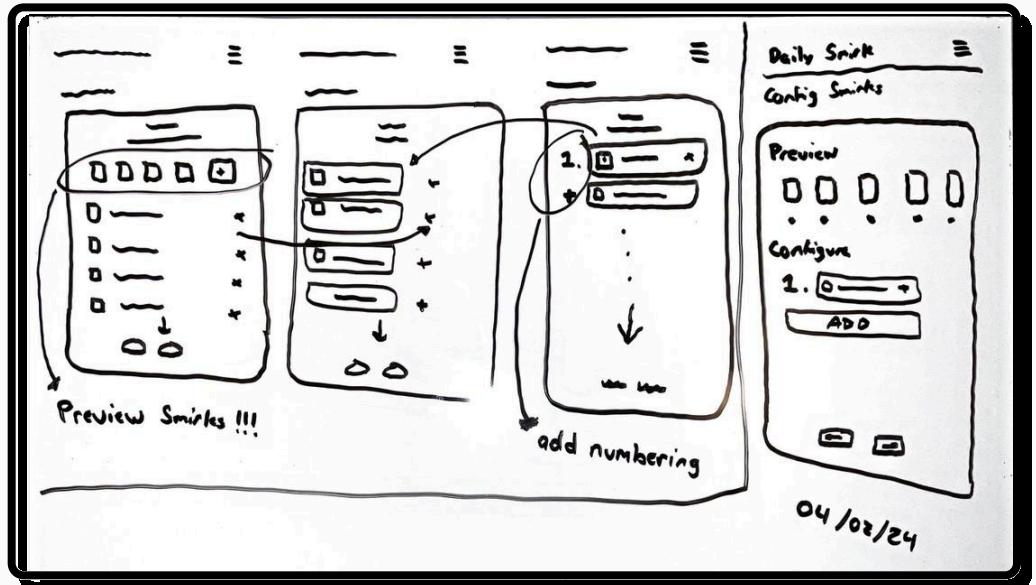


*Smirks are essential to The Daily Smirk, these are early mockups of how we could present Smirks and information to the instructor.*

# How will instructors create their own Smirks?

Low-fidelity wire-frame conceptualizing the user's customization.

April 2024



# What will this look like with our current design system?

Figma mockup conceptualizing the user's customization.

April 2024

**Daily Smirk Instructor View**

### Create Project

**Smirk Creation**  
 The scale of your peer-assessments are determined by smirks.

1.

Double Green
×

2.

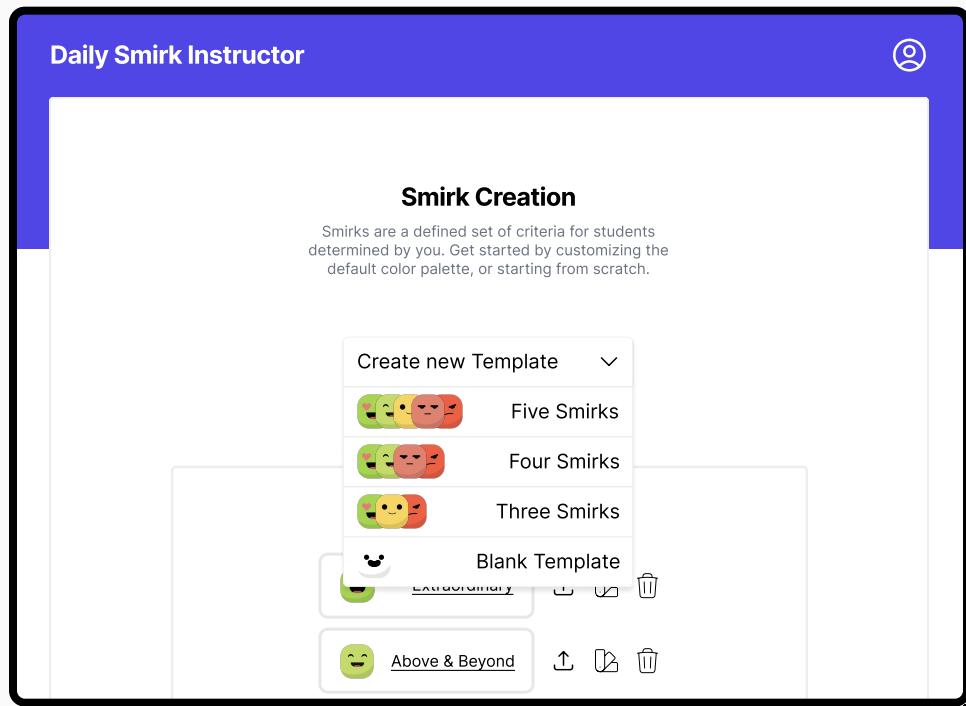
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×

# Who are the instructors, and what do they want?

An iterative back-and-forth with our stakeholders in how they believe instructors will use Smirks, along with how new users to the Daily Smirk could get started. ~ Mockups from Figma created April 2024 to June 2024



Two proposed mechanisms of pre-filling the content area.



# Bringing it all Together

Accommodating the other components in relation to Smirk Configuration, we ended up here. This design decision considers the storage of Smirks on our Supabase; mitigating duplicate default Smirks being saved, and ensuring default data is not modified. Then, we were able to add in reordering and previewing.

**Create Project**

Project & Group Information      Smirk Configuration      Feedback Configuration      Summary

**Smirk Configuration**

Smirks are a defined set of rating criteria used by students, determined by you. Get started by customizing the default color palette, or by starting from scratch.

Rating Schema \*

Three Smirks

Default Selected Smirk \*

As Expected

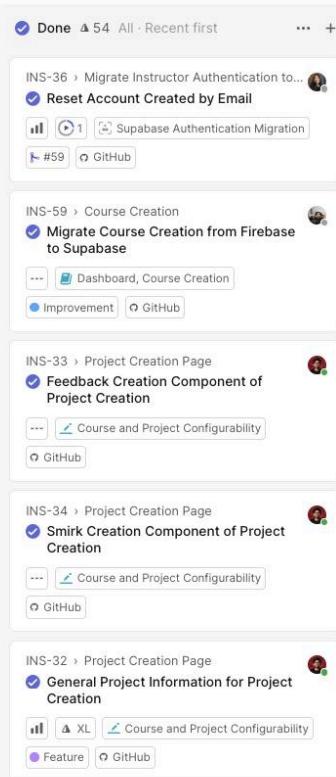
Share Smirks with all users.

Require students to rate themselves.

This is a default template. To customize your own, create a new Smirk and Feedback template. The default Smirks and criterion are available as standalone presets.

^	Extraordinary	i
^	As Expected	i
^	Not Helpful	i

# Developing in Agile



## From Figma to Front-End...

This was where I transitioned from designer to project manager, but as Agile goes, there will be a lot of back and forward.

With our weekly sprints, we made sure to get as much work done as we could. Addressing our key projects like: Project Creation and Management, Dashboard Configurability, etc.

## ... and Beyond.

Given the growing complexity of what instructors wanted, we agreed to migrate from Firebase to Supabase, along with other back-end tweaks involving React and routing.

Our team spent time on different objectives, so we'd be able to converge the front-end and back-end half-way through the summer session. which we achieved.

*Implementing the most important features weekly,  
while keeping an eye on flexible deadlines.*

## 🏁 What is The Daily Smirk accomplishing?

The Daily Smirk is currently deployed at the University of California, Irvine in the Department of Informatics. Currently used in classes ranging from Software Design to the Senior Capstone class.

**700+ active users  800+ API calls  1,400+ Auth Requests**

## 📋 Credits

My work composed of seeing the design, development, and deployment of The Daily Smirk to instructors and students throughout 2024-2025. Specifically on features that allowed instructors to better define peer-assessment criteria, including a rating and feedback system.

Designing mockups, incorporating feedback from Yu and Andre, and implementing them to production. While managing two-team members, and continuing research on peer-assessment software.

Our tech-stack consisted of ReactJS, TailwindCSS, Firebase, and Supabase. With libraries including Chakra UI and Herolcons. Our design tools consisted of Figma and Miro.

This project was held together by my wonderful colleagues across multiple teams.

### Web Development for the Instructor Dashboard

Maithy Le, John Daniel, Sean Fong

### UI/UX Design for the Instructor Dashboard

John Daniel & Jonathan Vigil

### Development for the Student Dashboard

Julie Cao, Puru Gajare, Jonathan Vigil

And with the feedback and support from our advisors.

### Faculty & Graduate Advisors

Andre van der Hoek & Yu Lu, Department of Informatics

# A Summary of the Daily Smirk

Jan. 2024 to Present · under supervision of Andre van der Hoek & Yu Lu

**How do we improve a peer-assessment tool to meet the dynamic expectations of instructors, while keeping the essence of what the Daily Smirk does. High frequency peer-assessments, done easily.**

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**Your Courses**  
Deadline for Add/Drop: Feb 2nd, 2023 5:00PM

**Enrolled**

**I&C SCI 6D**  
Discrete Mathematics for Computer Science  
Final: Wed Jun 14 4:00-6:00pm

Code	Type	Location	Time	Instructor	Units	Grade
------	------	----------	------	------------	-------	-------

**Your Schedule**

	Mon	Tues	Wed	Thurs	Fri
8AM					
9AM					
10AM					

# Zotology and the case for a new Student Enrollment Experience.

**UCI WebReg**  
University Registrar

UCI Home StudentAccess WebAdmin | jnoromba

Spring 2023

Search for courses, instructors or enter a 5-digit course code:

**Enrollment Window**  
**March 6, 2023 8:15AM**

**Fee Status**  
Not Received

**My Plans**

The best plan ever. →  
Secondary Spring Plan →

**Upcoming Dates**

**Fri, Mar 17** Waitlist release (5 p.m.–8 p.m.)

**Mon, Mar 20** 18-unit enrollment limit (undergrad) lifted (noon)

**Wed, Mar 15** Enroll in units to have tuition and fees paid by financial or graduate aid without \$50 latepayment charge. (5:00 p.m.)

# WebReg by Zotology

Jan. 2022 to Jan. 2023 · with Elise Alinsug, John Lorenzini, and Sean Fong

## 🎯 Case Briefing

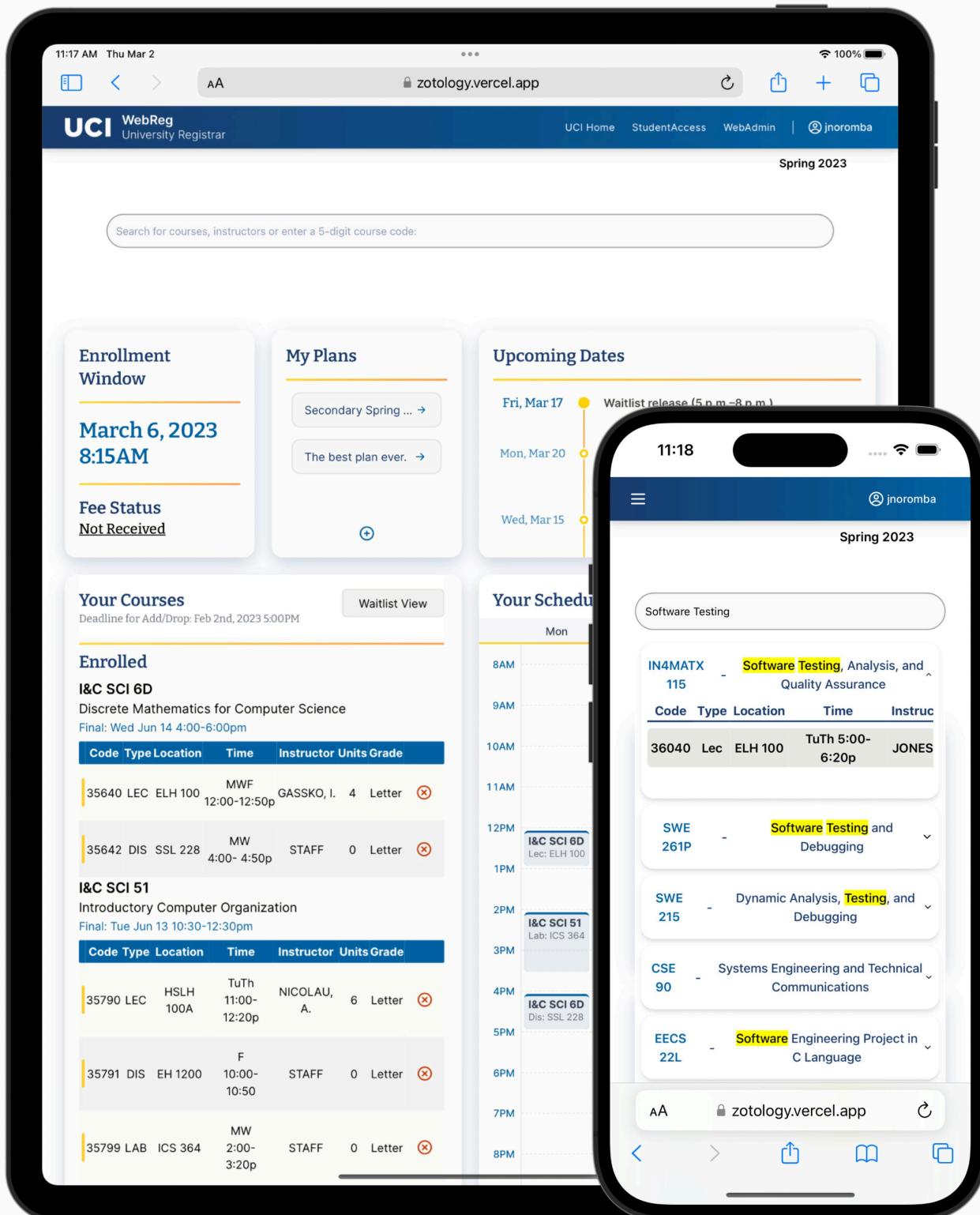
Slow, difficult, outdated. Yet, WebReg continues to service 36,000+ students. UC Irvine's student enrollment system haunts students, and even the faculty who proudly call the campus their alma mater.

With the Registrar's Office collaborating with the ANTrepeneur Center, students had a chance to change the system. Over the course of three months, competing in the WebReg Hackathon.

## 🤔 And so, we ask ourselves...

How might we deliver a new WebReg experience that provides more functionality to users, while representing the brand identity of the university and its students?

*Giving airline check-in systems a run for their money, the University's Registrar system, WebReg has remained mostly unchanged for the past decade.*



*"Tastefully composed and constructed to be the perfect upgrade to our current WebReg registration system." - Benjamin Wong*



## An iterative approach to design

What were other universities doing for enrollment management?

If we were first years again, what would we want WebReg to do for us?

Our user research took us across the state. UCLA, Berkeley, and even my community college back in Bakersfield.

Looking at what other students actually enjoyed using, comparing our implementation to theirs, and addressing the pain points of both to deliver a user experience that just works.

Here's how we did this with a simple (yet robust feature), search.

### Iteration in practice: "searching for a solution"

Search for courses by CRN, subject, instructor last name, or keyword:

Courses Found: 60

#### ← Search (UC Davis)

- simple, understandable
- lacks autocomplete.
- a lot of searching + scrolling

We asked our friends over at UC Davis to walk us through their enrollment system.  
Then, we turned back home to address how we searched for courses.

Main idea:  
LOTS of options for discoverability, organization made an afterthought

Driving Question:  
How can we provide the same broad discoverability in an easier, more compact/organized package?

Answer 2:  
Create a search engine specific that can identify sections using ANY parameters, or search for a wider list of offerings by school etc.

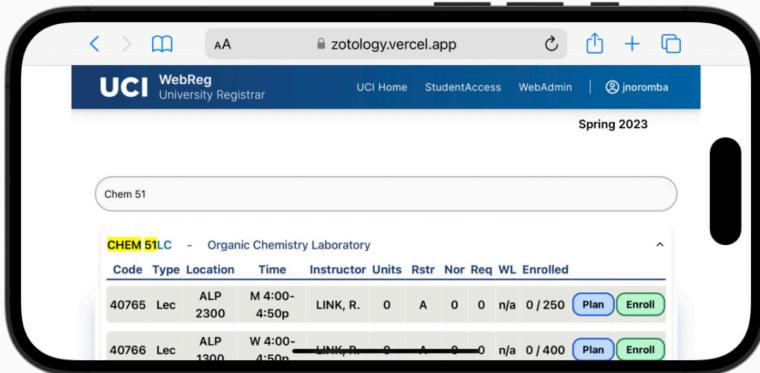
(Specify as many fields below as you want, but ONE or more of the red asterisk \*\*\* fields MUST be specified)

**Term:** 2023 Winter Quarter  
**Display Options:**  Show course comments  Show finals schedule  Show online and virt  
**General Education (Breadth):**   
**Department Name:**   
**Course Number or Range:** H2A, 5, 10-20 (multiple entries ok)  
**Course Level:** Any course division  
**Course Code or Range:** 14200, 29000-29100  
**Instructor:** Smith  
**Course Title Contains:** protein  
**Course Type:** All Course Types  
**Units:** 3, 4, or VAR  
**Days:** MWF, TuTh, W (courses will include all days specified)  
**Starting Time After:**  
**Ending Time Before:**  
**Maximum Capacity:** >50, <20  
**Courses Full Option:**  
**Web Font Size Percentage:**  
**Cancelled Courses:**  
**Meeting Place:**

To learn more about an input field above, click on its name in the left column.  
 Questions or comments about this program? Send email to [registrar@uci.edu](mailto:registrar@uci.edu)  
 Questions about the course comments or data displayed? Please contact the appropriate [Department Counselor](#)  
 Schedule of Classes (WebSOC) version 3.2

UNIVERSITY REGISTRAR  
 registrar@uci.edu • ph: (949) 824-6124 • fax: (949) 824-7896  
 University of California, Irvine • 215 Aldrich Hall • Irvine, CA 92697-4975  
 © 2007 The Regents of the University of California. All Rights Reserved.

When a user clicks on a class to search, they expect that information, rather than an additional confirmation step of search.



Taking the best of both worlds, while adding a touch of UCI paint to go along with the idea, and you have Zotology's search. Typing for a course auto-completes it, and when the user is ready, they remain in control.

*Finally, we address the pain points by adopting user-expectations.*

## 👀 Oh right, we're competing...

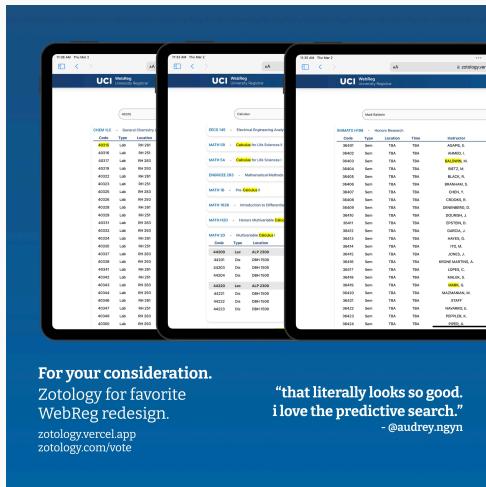
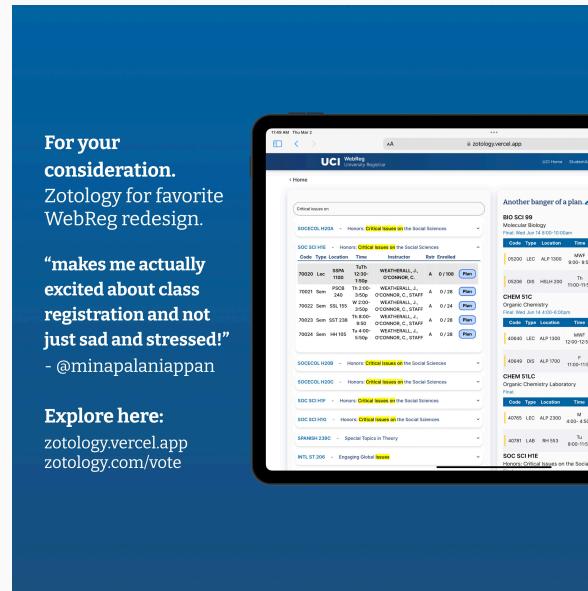
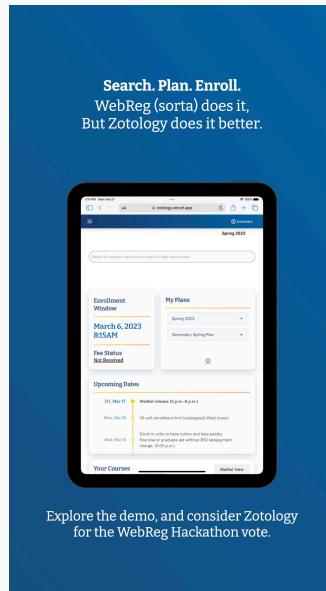
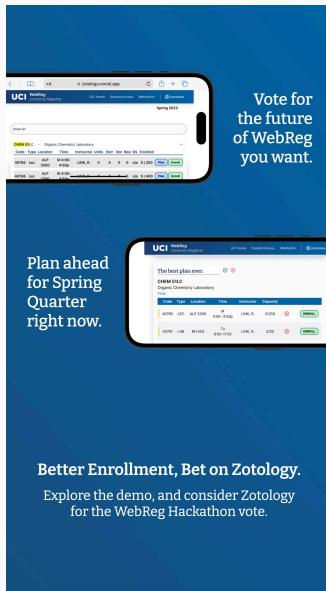
In one weekend, we managed to get a working demo up and running. Moved onto the final competition in March. Student, professor, and even counselor outreach. We were ready and set to go further by redesigning the Registrar systems as they stood the test of time.



**Hello from Zotology!** 🖐  
ANTrepreneur Center · March 9th, 2023



*I am a firm believer that the pitch is just as important as the product, and connecting them together enables users to truly understand what our product can do for them.*



**Your Courses**  
Deadline for Add/Drop: Feb 2nd, 2023 5:00PM

**Enrolled**

Code	Type	Location	Time	Instructor	Units	Grade
34100 LEC SSH 100	TuTh	2:00-3:20p	LI, Z.	4	Letter	○
34104 DIS PCB 1300	Th	11:00-11:50	STAFF	0	Letter	○

**I&C SCI 6D**  
Discrete Mathematics for Computer Science  
Final: Wed Jun 14 4:00-6:00pm

Code	Type	Location	Time	Instructor	Units	Grade
35640 LEC ELH 100	MWF	12:00-12:50p	GASSKO, I.	4	Letter	○
35642 DIS SSL 228	MW	4:00-4:50p	STAFF	0	Letter	○

**IN4MATHX 115**  
Software Testing, Analysis, and Quality Assurance  
Final: Thu Jun 15 4:00-6:00pm

Code	Type	Location	Time	Instructor	Units	Grade
36040 LEC ELH 100	TuTh	5:00-6:20p	JONES, J.	4	Letter	○

**Your Schedule**

Mon	Tues	Wed	Thurs	Fri
8AM				
9AM				
10AM				
11AM				
12PM	COMPSCI 132 Lec: SSH 100			
1PM		I&C SCI 6D Lec: SSL 228		I&C SCI 6D Lec: SSL 228
2PM		COMPSCI 132 Lec: SSH 100		COMPSCI 132 Lec: SSH 100
3PM				
4PM	I&C SCI 6D Lec: SSL 228			I&C SCI 6D Lec: SSL 228
5PM		IN4MATHX 115 Lec: ELH 100		IN4MATHX 115 Lec: ELH 100
6PM				
7PM				
8PM				
9PM				
10PM				

## Zotology's Final Pitch Slide Deck & Social Media Materials available upon request.

## 🏁 What did Zotology accomplish?

I spent my time with a team of amazing people, providing impactful research and insight to the overall design and vision of our product.

**200+ authenticated users. 1000+ API calls. 20,000+ searches.**

**Third-place overall Second-place student vote**

## 📋 Credits

My primary work consisted on assisting the developers and designers with my knowledge on the current domains, redesigning counselor and instructor views, and promoting our brand through a cohesive presentation and social media posts that represent our brand, parallel with our own campus.

Our tech-stack consisted of ReactJS, TailwindCSS, and Supabase. Our design tools consisted of Figma and Keynote.

I could not have done it without the amazing people and their skills below, and I don't think I would've gotten into design heavily if not for this project.

**Web Development | John Lorenzini, Sean Fong**

**UI/UX Design | Elise Alinsug, John Daniel Norombaba**

# A Summary of WebReg by Zotology

Jan. 2022 to Jan. 2023 · with Elise Alinsug, John Lorenzini, and Sean Fong

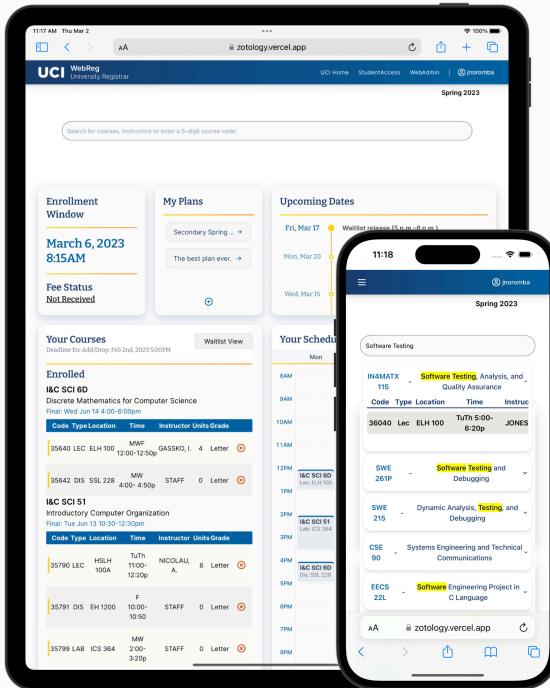
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Third-place overall Second-place student vote



*"Something like this, where everything is in one place, would be super helpful!" Emily Navarro, Department of Informatics*

**Thank you!**

**It is safe to close  
your file viewer.**

`read.cv/johndaniel`