



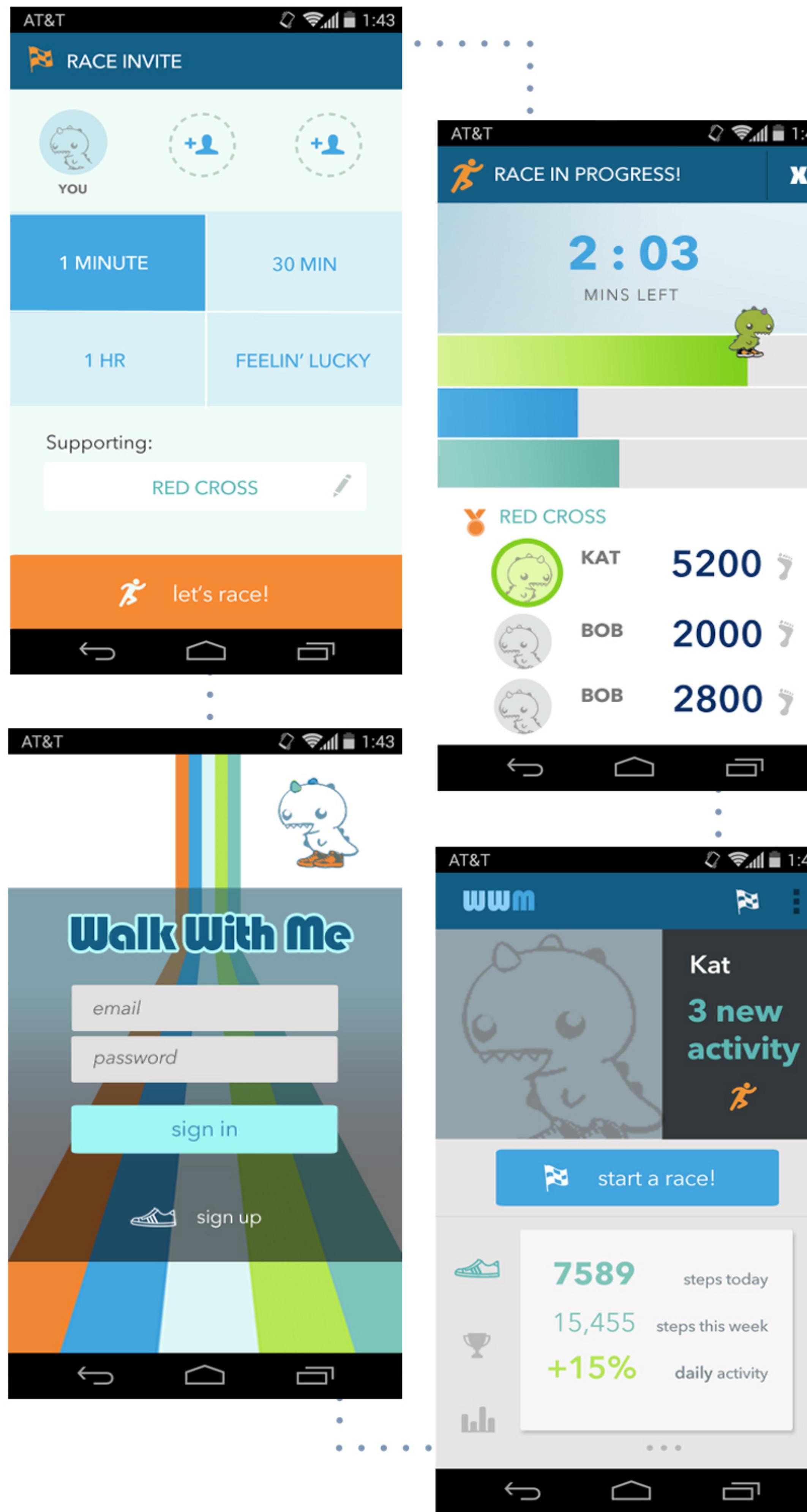
# KATHERINA NGUYEN

DESIGNER. STRATEGIST. DREAMER. DOER.

:: APPS & INTERFACES ::

# WALK WITH ME

OCT. 2014



## Competitive Walking App for Good Health & Good Causes

WalkWithMe is a mobile app prototype designed to encourage people to live healthier, more active lifestyles through fun timed races with friends, while supporting their favorite causes.

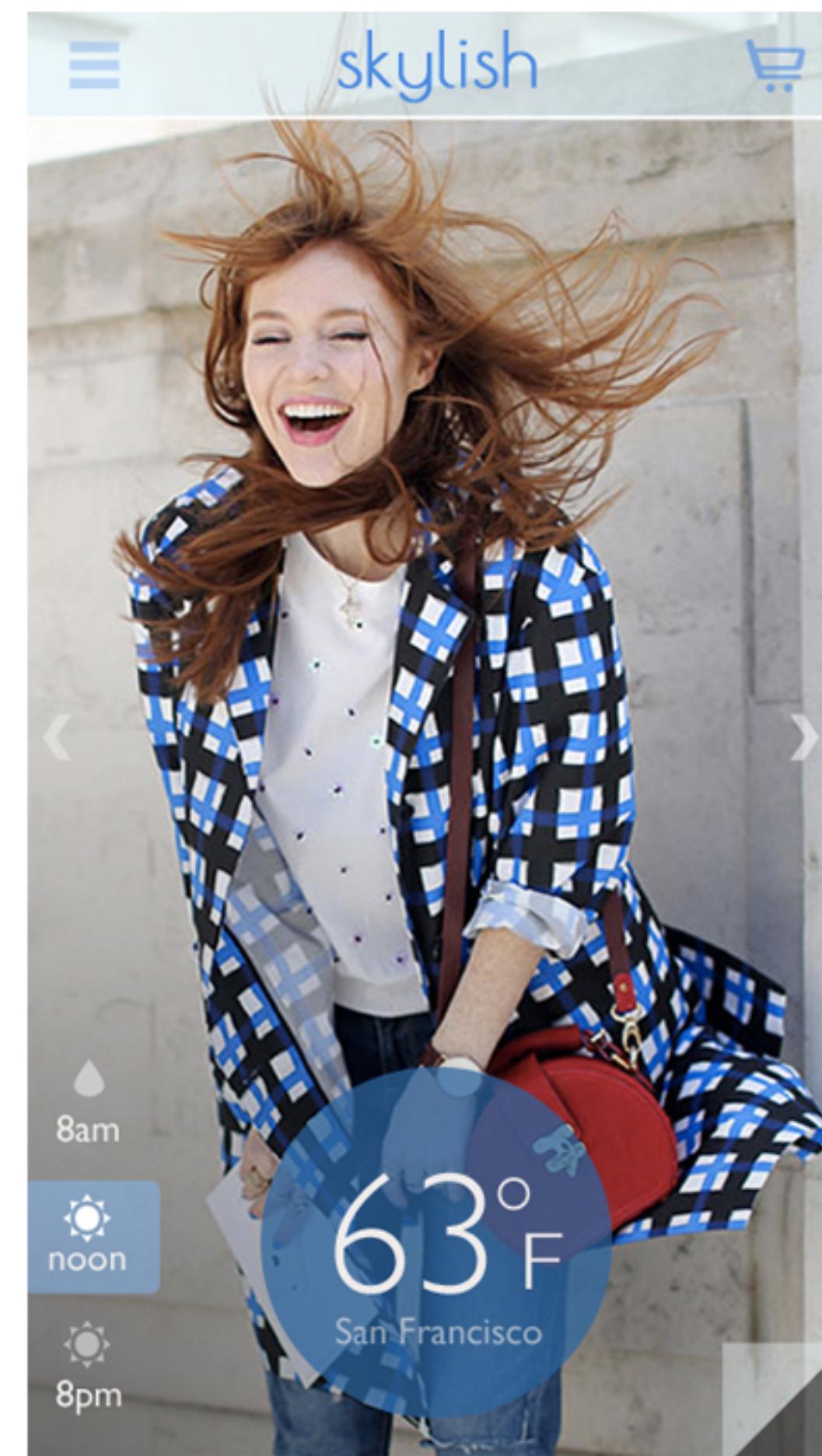
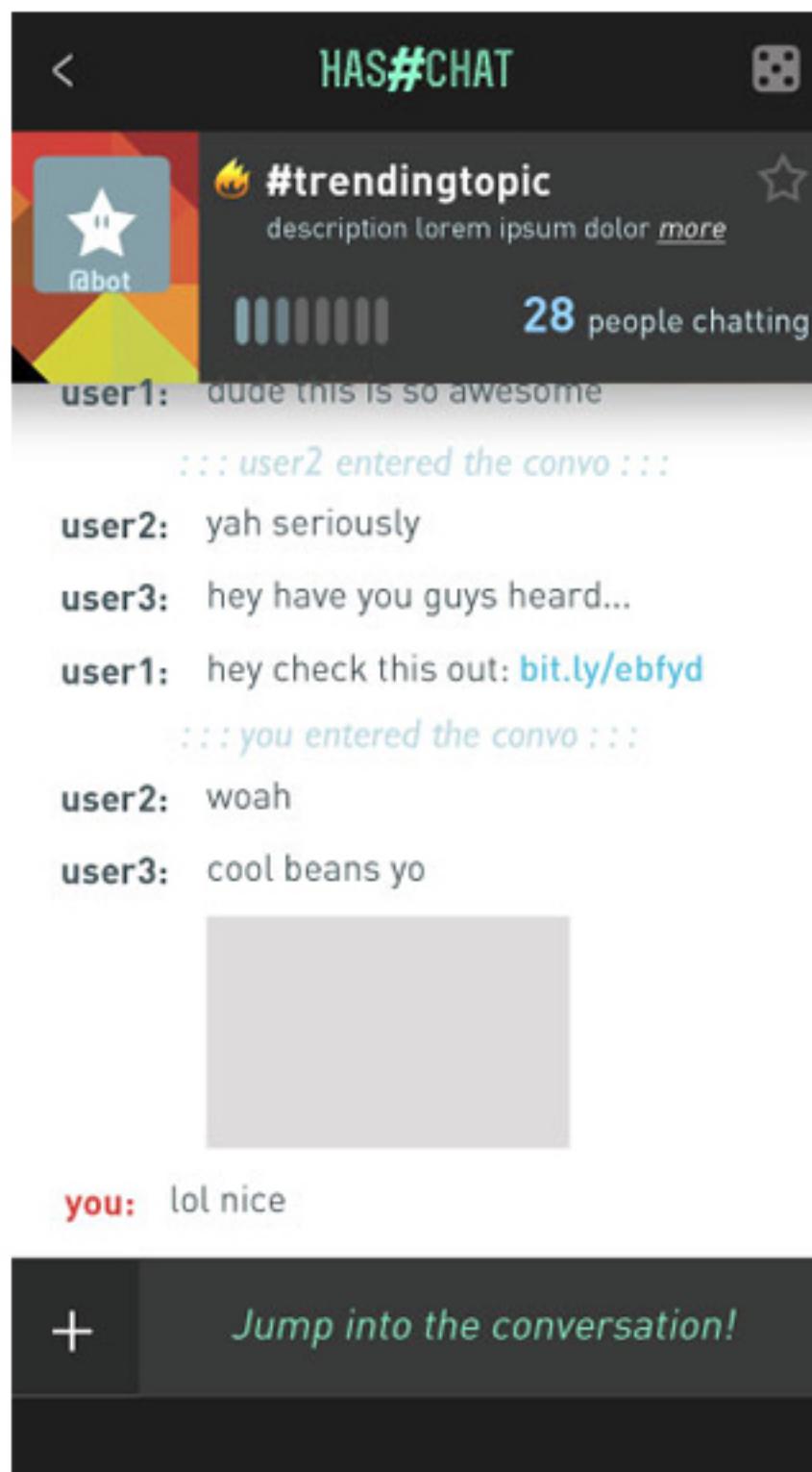
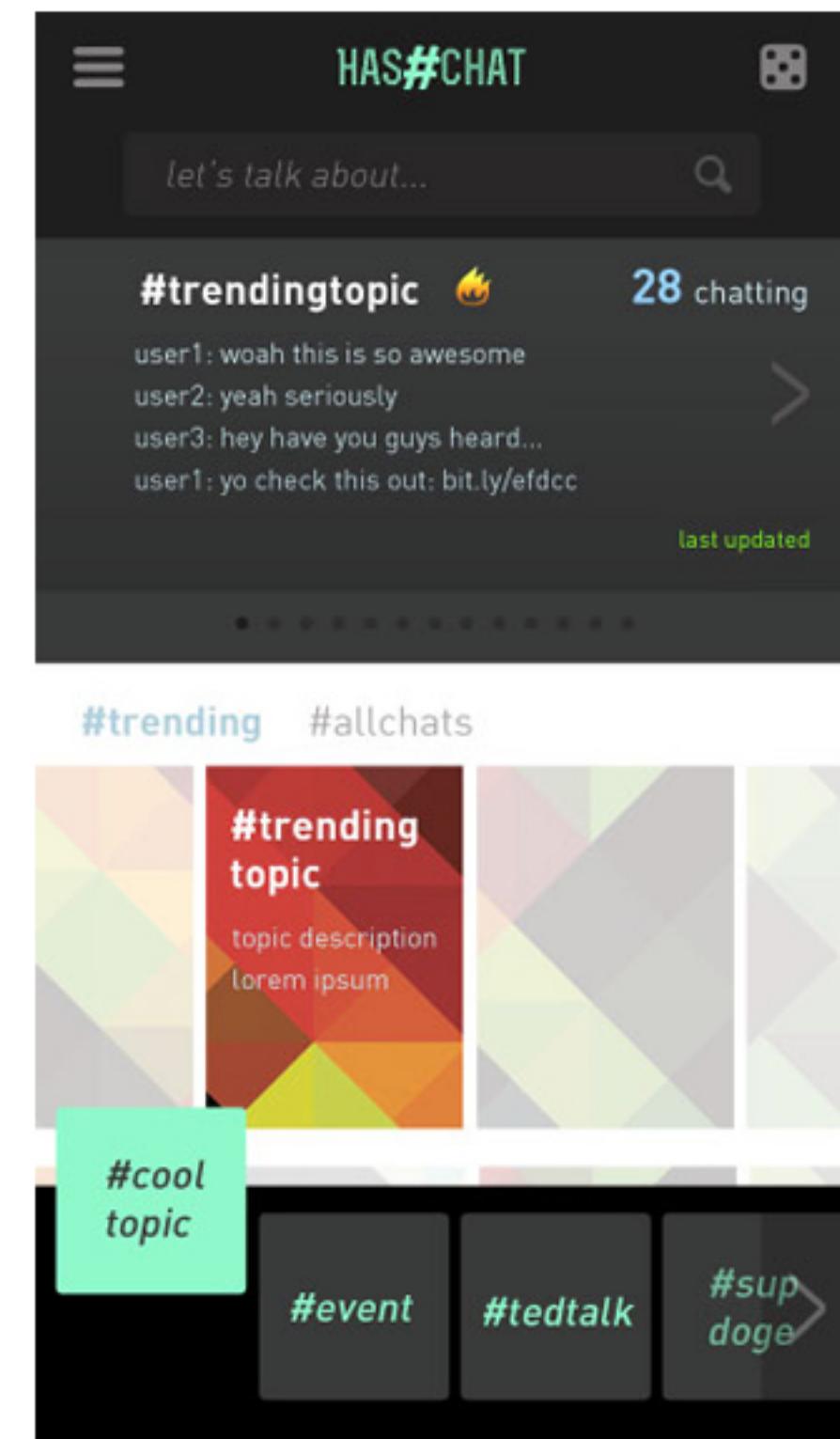
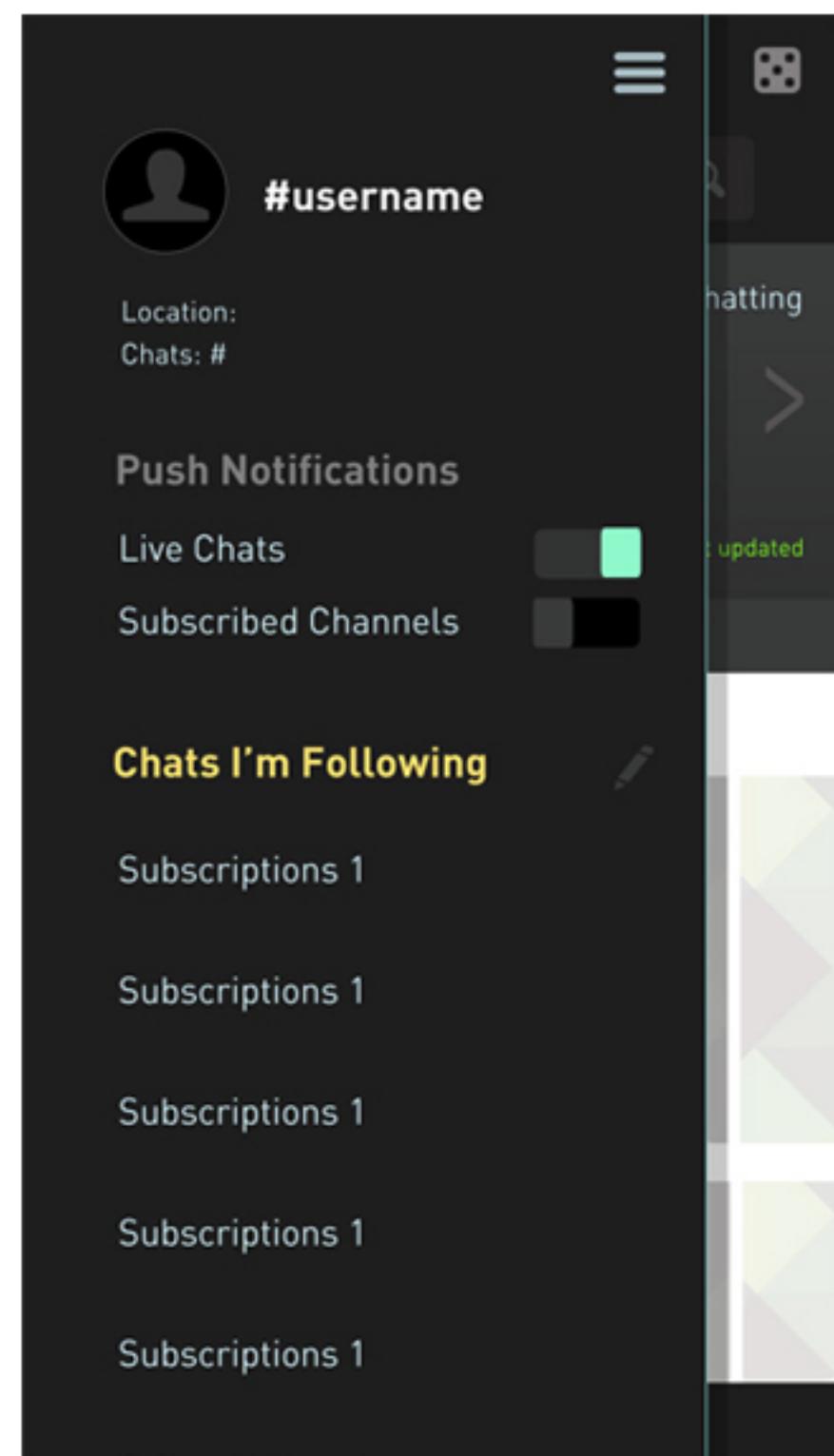
This was inspired by uplifting marathon experiences like Walk for the Cure or the Boston Marathon, which has brought so many communities together while raising money for those in need. WalkWithMe will empower anyone to show their solidarity and still walk in spirit wherever they are.

Steps during a race are tracked through device pedometer and updated real-time, and can even directly integrate with Android smartwatch OS. Users can track past races, share results, and see progress towards daily/weekly goals.

Produced on Android platform as part of Codepath Fall '14, iOS version and more wearable integration in future plans.



# MOBILE EXPERIMENTS



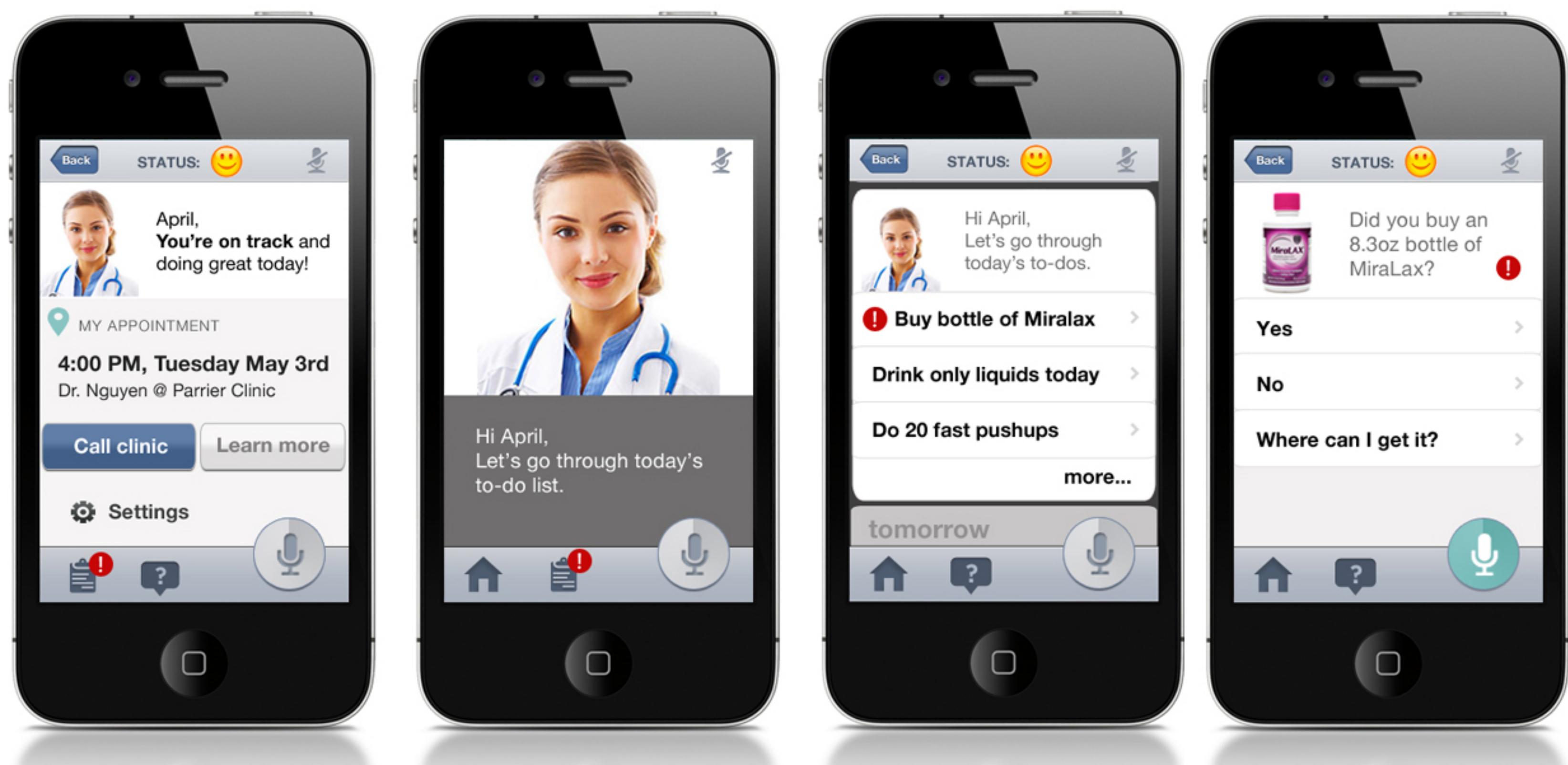
## Skylish : Intelligent Weather Fashion App

APR. 2014

Experimental concept mock for Skylish, a functional weather app which provides clothing recommendations by projecting weather conditions from morning to evening. Women can browse functional outfits for different weather patterns and save to closet.

## #HashChat : Location-Based Mobile IRC Channels

MAR. 2014 | Hack project with engineering friends at Twitter. #HashChat pulls trending Twitter conversation topics in your region to allows users to anonymously follow and participate in multiple conversations with other users nearby.



## Gamgee : Colonoscopy Prep Virtual Assistant for the Elderly

NOV. 2012

Contract project with Khosla Ventures Health EIR. Colonoscopy procedures are notoriously difficult to prepare for due to the tedious regimen required to clear colons beforehand. This app helps keep elderly patients on track with a personal voice-activated assistant who guides them through daily prep tasks with clear instructions and tips for each step. Accessing a natural language database, the assistant is also able to listen for and answer any questions patients may have.

# PRODUCT DESIGN & STRATEGY CONSULTING



accelerating the world's top startup founders



Data Collective

**CODEPATH\***

## StartX Stanford Startup Accelerator

FEB. 2012 - PRESENT

Joined on early staff team and served as first Resident Designer.

- Set up weekly design office hours to provide 1-on-1 support for the 15-20 founder companies in the program every quarterly session.
- Prepare founder fundraising pitch decks for public Demo Day
- Organize design programming : UI/UX Roundtables, Workshops, Speaker Series, and first ever StartX Design Student Conference

Currently involved as a design advisor.

## DataCollective Venture Capital

APR. 2012 - PRESENT

DataCollective invests in top big data infrastructure and cloud analytics companies. I provide specialized design support for the founding partners and portfolio companies.

- Data visualizations and tailored deck to raise the firm's first 3 funds
- Coaching & concept design for Vurb, winner of TechCrunch Disrupt NY 2014
- On-call design consulting and advising

## Codepath

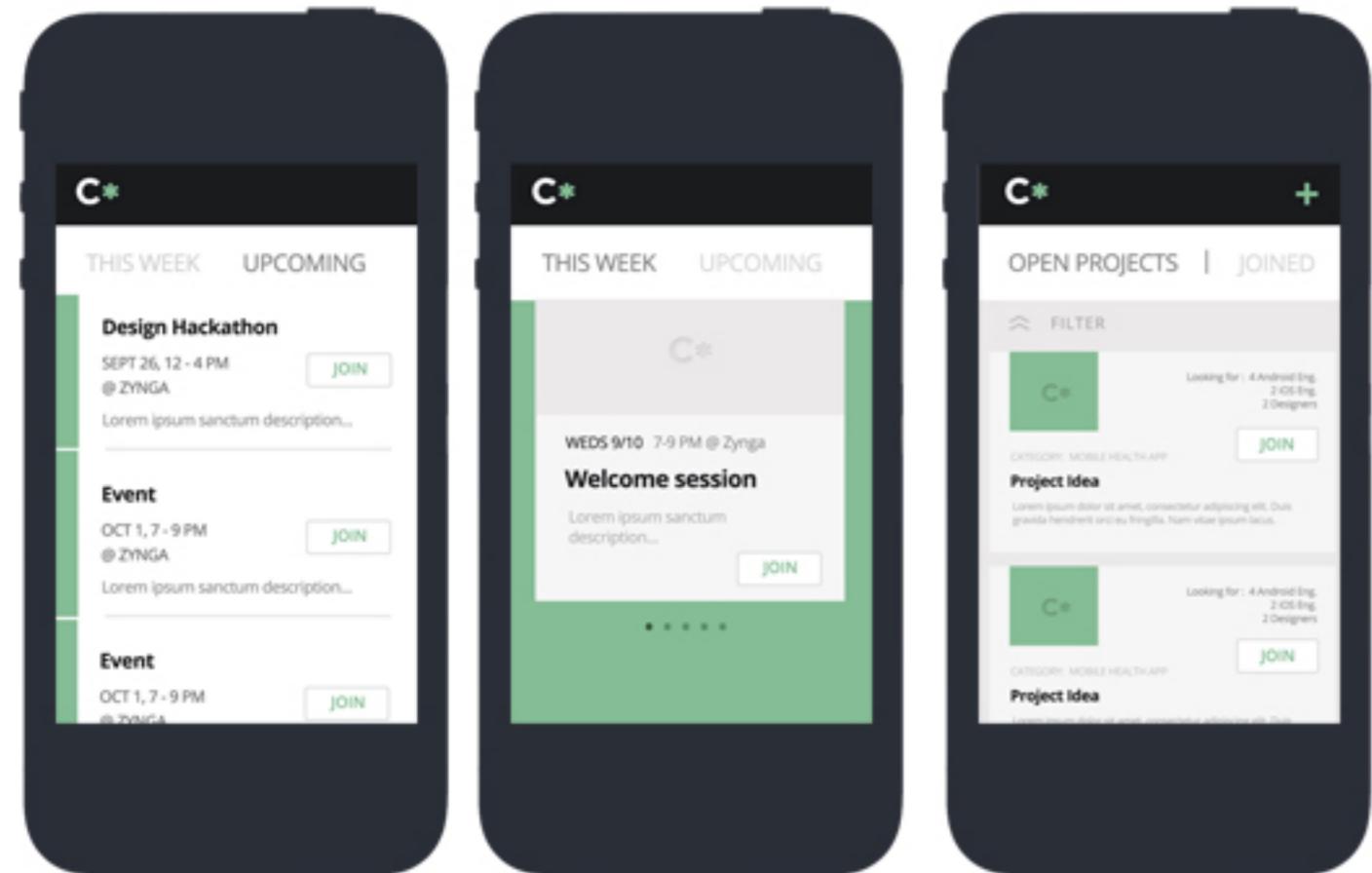
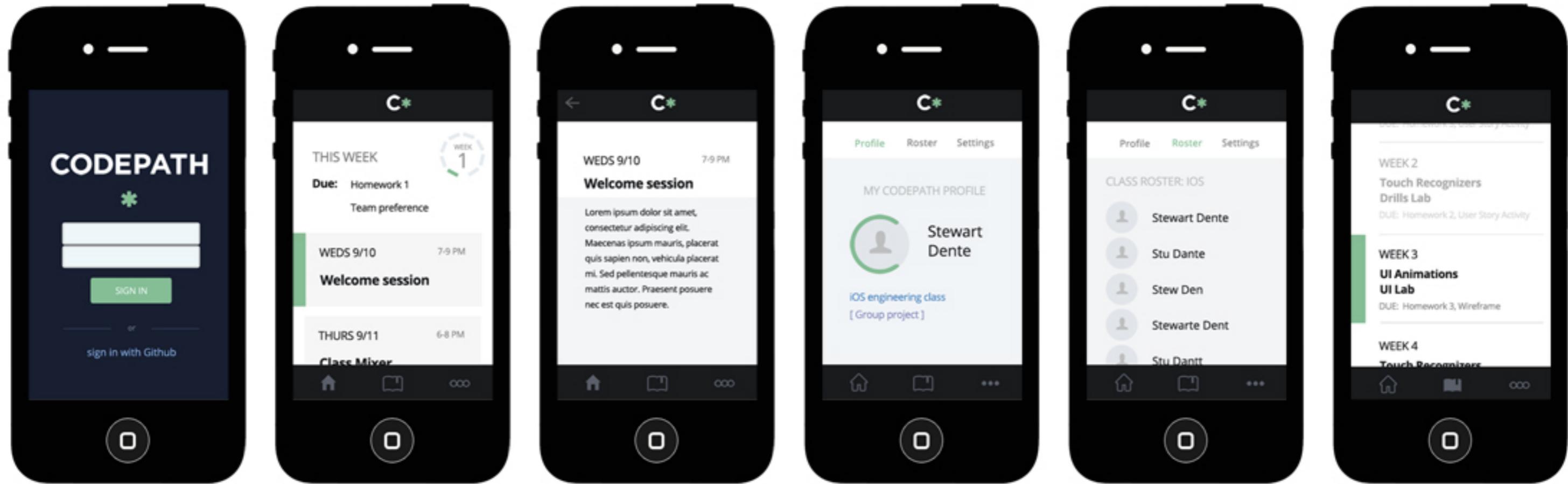
JUNE. 2014 - PRESENT

Codepath provides accelerated mobile iOS / Android development courses for senior engineer and designer professionals.

I help the team manage class projects, run a UX design mentorship pilot, design internal tools and marketing materials, and TA the iOS designer class.

# CODEPATH CLASSROOM APP

AUG 2014



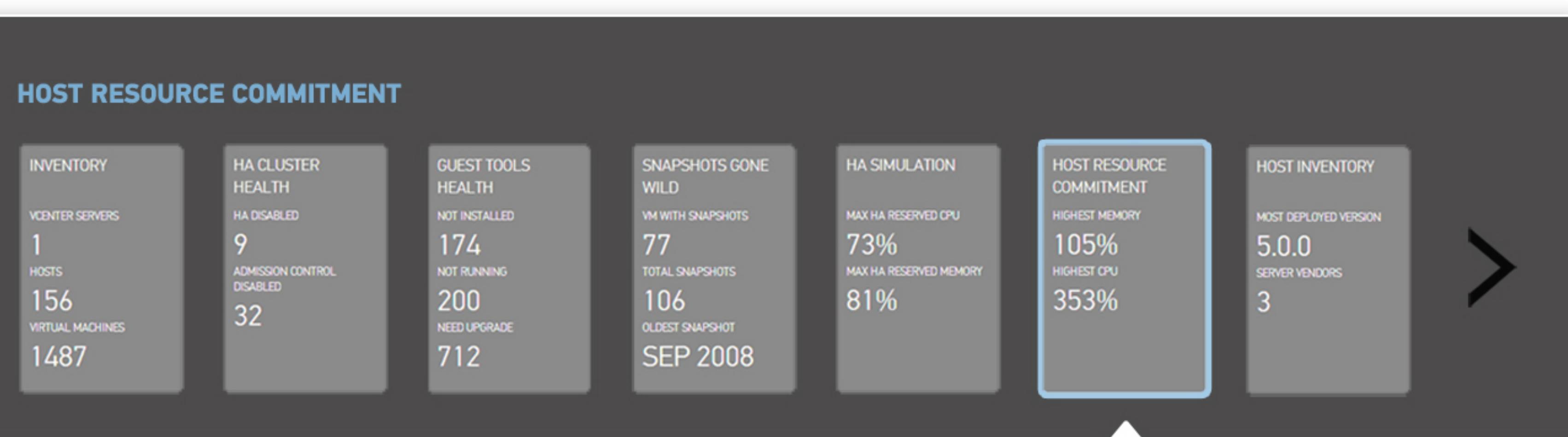
## Student Engagement Internal Tool

Design for students to stay up to date on weekly coding assignments and upcoming lecture topics. Students will be able to view current progress and keep track of group projects with fellow classmates.

Once students graduate the course, there is a companion app to help them stay engaged as alumni by viewing upcoming Codepath community events. Alumni are encouraged to continue their education by building apps and can post to a project board to find fellow alumni to work with.

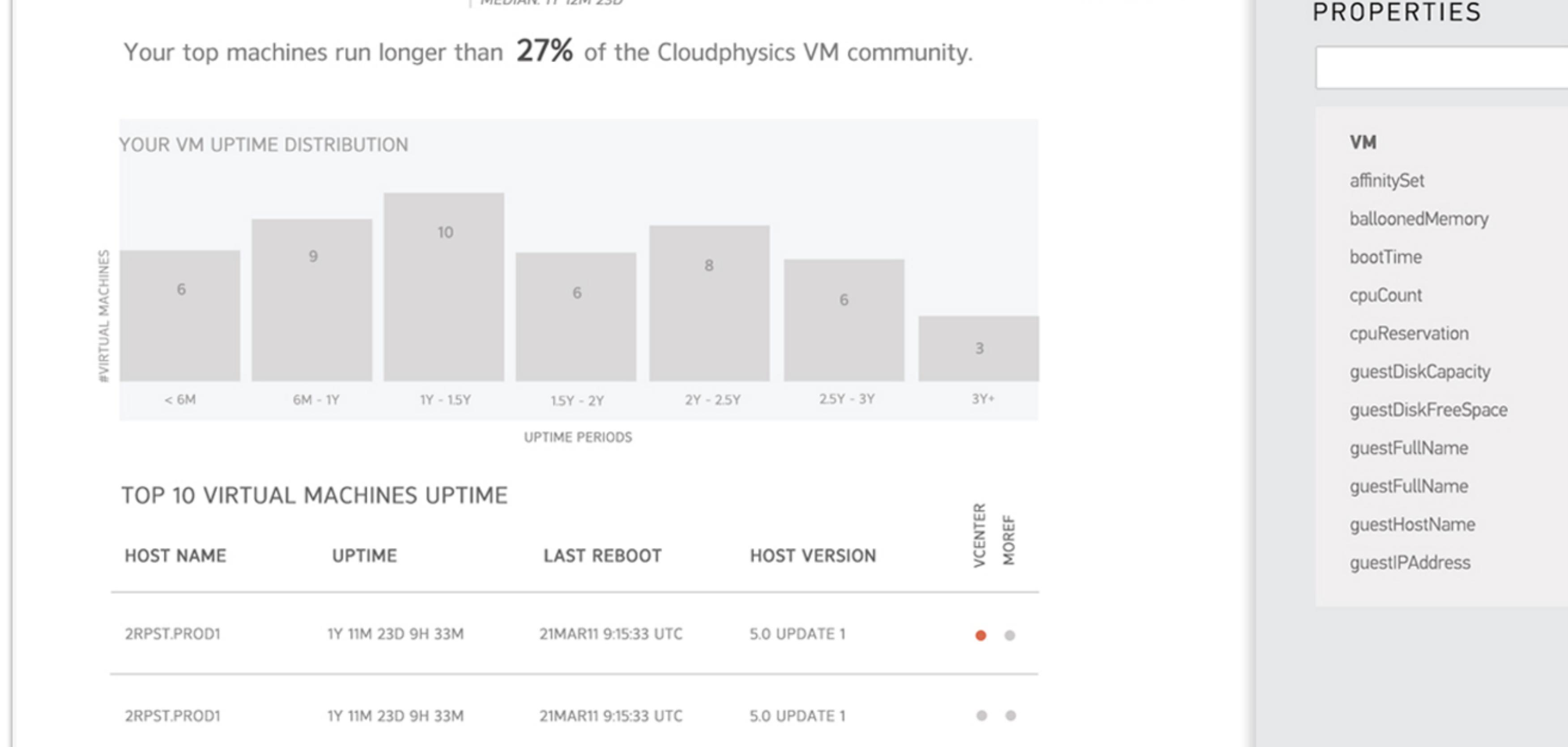
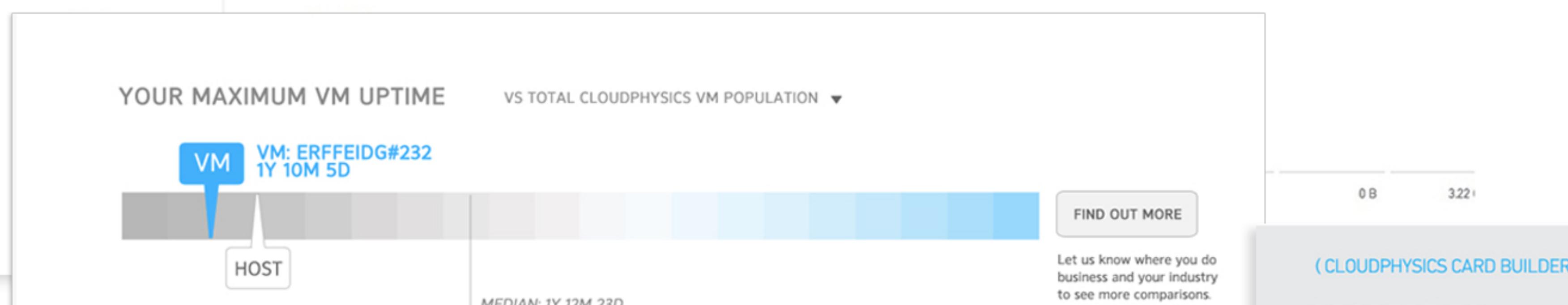
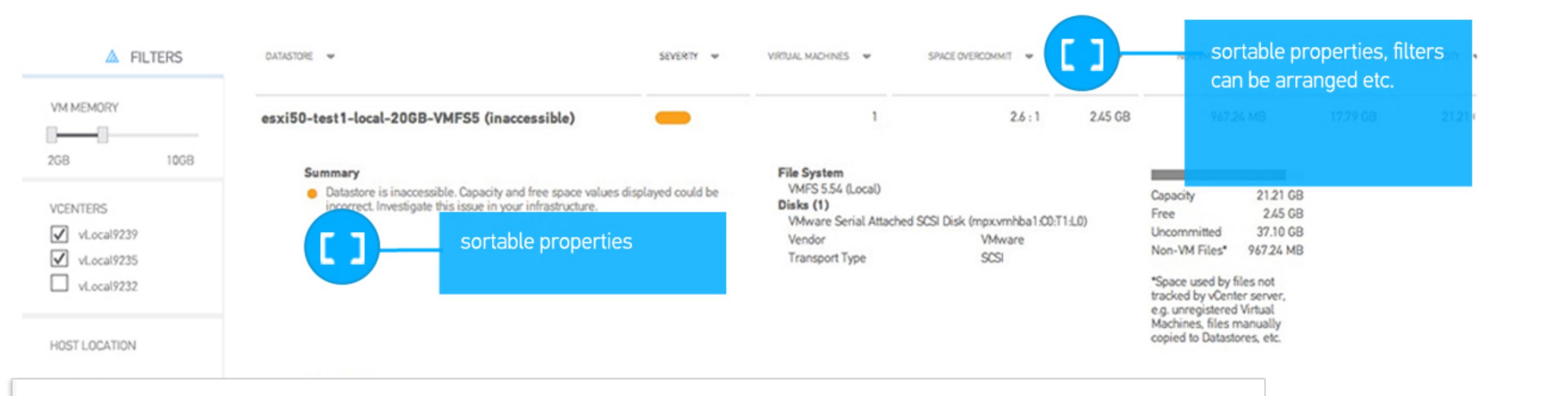
# CLOUDPHYSICS

OCT. 2012 - AUG. 2013



## VM Performance Analytics & Network Insights Engine

The Cloudphysics platform easily enables enterprise software engineers, managers, and sys admins to track real-time performance of their entire network of VMs, hosts, clusters etc. Analytics are organized into “cards,” or individual dashboards.

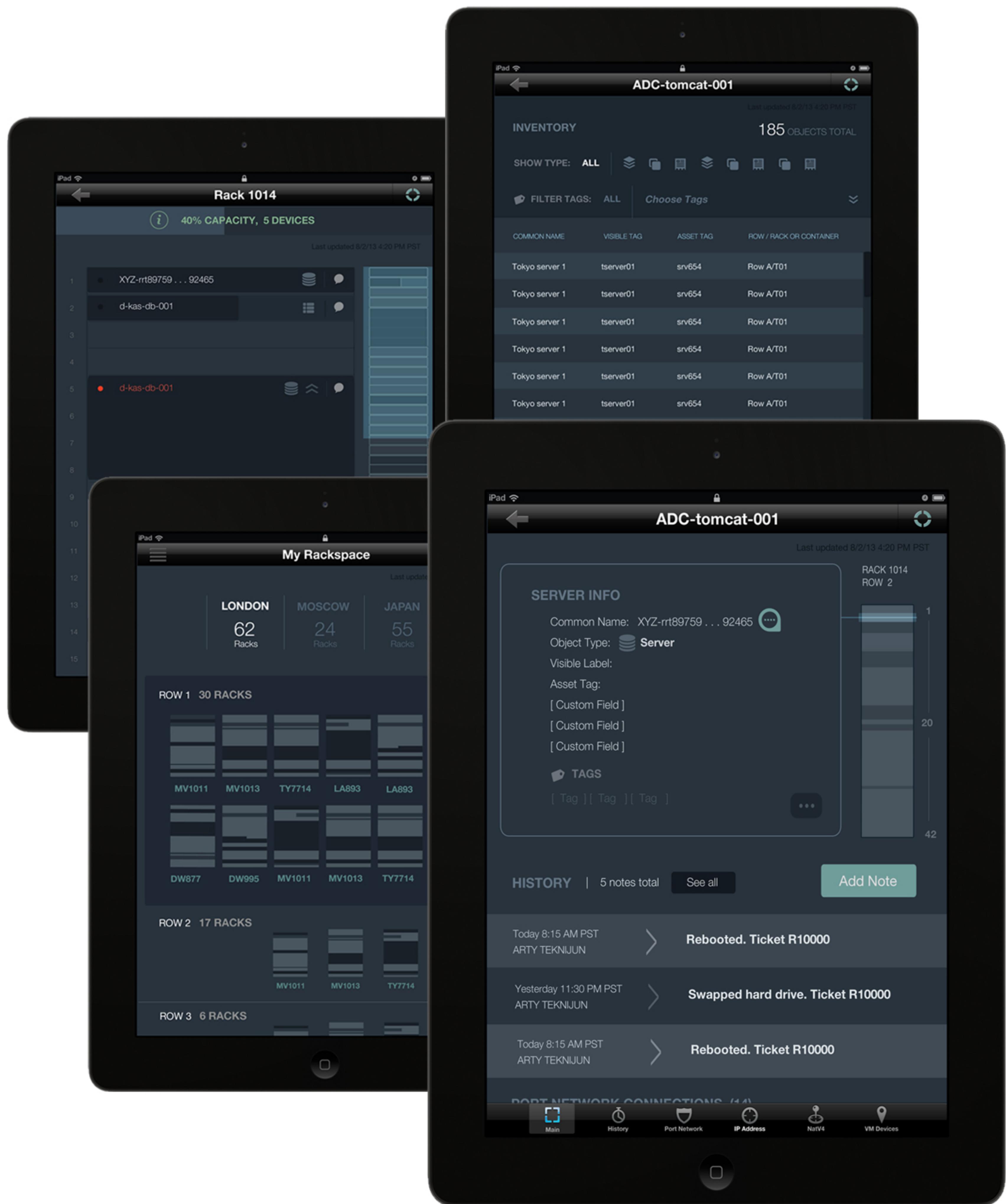


The challenge was to reflect the network relationships in the interface and then using user research, redesign the internal dashboards to surface and subtly highlight the most relevant data streams while still allowing for deep filtering. My favorite project was the Card Builder for which I lead the original UI concept to production. This debuted at VMWorld 2013 as an innovative way approach to customized analytics and fostering community between sys admins with common network needs.

Cloudphysics won first place for its Data Enterprise category and runner up for Best in Show at VMWorld 2013.

This interface demonstrates the configuration of a custom card:

- PROPERTIES:** memorySize, toolsRunning.
- DISPLAY PARAMETERS:** VMName, guestOS, numberOfCPUs.
- SELECTED FILTERS:**
  - VM memory size is  $\geq$  2 GB
  - VM power state is ON
- NOTES:** New filter, choose a property to get started!
- Buttons:** Create my custom card.



## Mobile Datacenter Operations Management Platform

The OpsViz iPad app helps datacenter technicians efficiently manage machine stacks operations on the ground floor without being dependent on desktop software or archaic processes.

All the world's companies, from small businesses to multi-billion dollar corporations, depend on some kind of server to host their valuable data and client information. Even temporary outages can cost millions in lost business and customers -- outages that 73% of the time are attributed to preventable human error of technicians in the datacenter. Despite this, most maintenance processes in datacenters are still largely run using paper printouts and physical stickers to indicate machine status. To me, this inefficiency is a very severe and unnecessary pain point that urgently needs to be solved.

The app I designed had 3 main modes of function: 1. a visual diagram of the physical rack identifying the machines on each row with real time status and a log of maintenance notes, 2. an inventory page of active VMs, ports, power capacity, software updates running on each machine and 3. a dynamic search to allow technicians to locate specific machines, devices, networks, and server locations within a custom rackspace. The main challenge was figuring out how to prioritize and organize the overwhelming amount of data associated with each machine. Ultimately, these design decisions were solved by understanding the technicians daily routine and how different data categories were logically surfaced in the system.

# OPS VIZ

JUNE. 2013 - SEPT. 2013

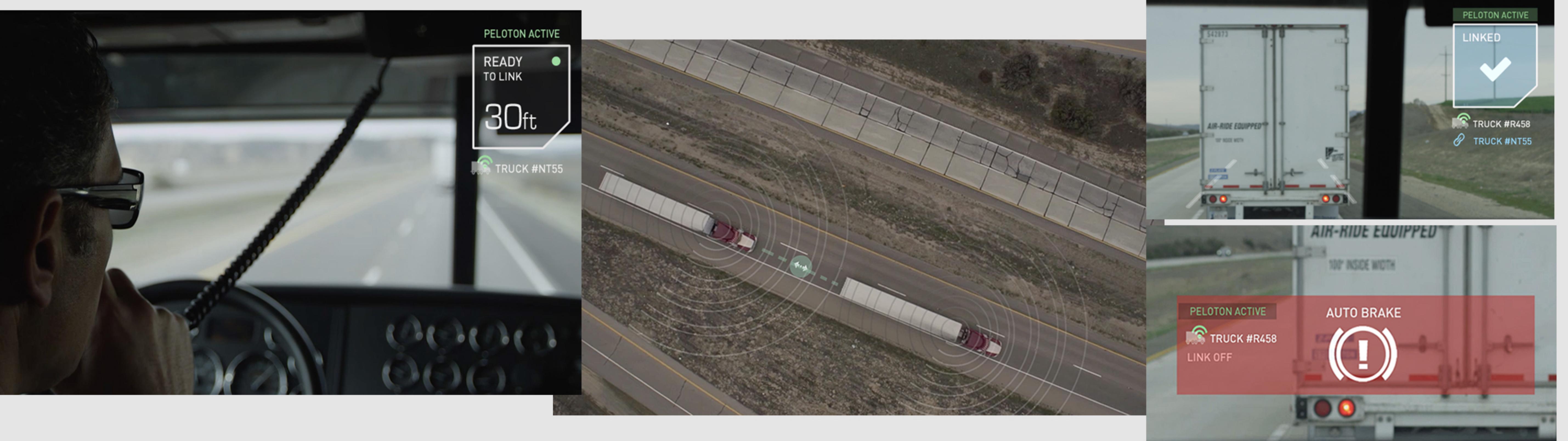


## OpsViz Camera & Google Glass Integration

After visiting the Santa Clara datacenter to observe physical machine conditions to better understand the technicians challenges, we integrated a camera scanning feature to facilitate the machine ID barcode retrieval and experimented with how the platform would look as Google Glass status cards.

# VIDEO INTERFACE & MOTION GRAPHICS

FEB. 2014 - APR. 2014



## Peloton Technologies

Conceptual interfaces for Peloton product video with WKG Productions to demonstrate how radar technology helps long-distance truck drivers prevent collision through peripheral linking and auto-braking.



## Local Motion

Conceptual interface and animations for Local Motion product video with WKG productions. Local Motion facilitates enterprise fleet cars with custom sensors that lock/unlock cars based on data from a reservation system and signal maintenance.

## My passion is... Coloring outside the lines.

In this new age, art should not be confined by its medium. Digital art software has given us new tools to create and share art but we are still chained to the computer's display. Combining the power of computing, projection and motion-sensing technology, an innovative mobile canvas-projecting device can be created to allow people 360° radial space to do art-- anytime, anywhere.

The device would track the motion position and color data signals of a paintbrush stylus then process it back as a continuously updating canvas projection. The art can then be saved as a croppable .jpg or .gif strip or sent to a friend as an amazing panoramic experience.

Make the world your canvas.



### Portable Projector Canvas

Design concept of a long-time fantasy to build a portable projector canvas that would allow me to directly draw and paint on the worldt as I see it in real time, then save a snapshot to share or continue editing later (i.e. Photoshop real life.) This won finalist in the eYeKa International Computing Vision Design Contest.

With today's VR and wearables technological advances [especially Oculus, Google Glass, and vastly improved motion sensors], I have high hopes of reviving this dream.



“Do what you love, and do it often.”

- HOLSTEE MANIFESTO

kathnn89@alumni.stanford.edu  
408.205.0350