Sherwin Duran

Reflection 2

Peter Cho

The artist that I will be talking about in this reflection is Peter Cho. While browsing through his website, I learned that he is a designer, creative coder, and design leader based in Oakland, California. Over the years, Peter Cho has built a career that blends design, technology, and creativity. His work has made a big impact, especially in consumer products and SaaS platforms. He was able to work with companies like Pocket and Medium, where he helped create products that focus on user experience and technology. Peter has the ability to merge design with technology and creativity, and it has allowed him to create products that are not just functional but also inspiring. I think that he is deeply passionate about building tools that can help people to communicate, tell stories, and express their creativity in new ways. His approach is not just about making things look good or work well, but also creating experiences that make a real difference in the way people interact with the world.

Peter Cho also worked as a design educator at top institutions like UCLA, Art Center, and CalArts. His education includes an MFA from UCLA's Design | Media Arts program and an MS from MIT's Media Lab, both of which helped shape his understanding of design and its potential to transform industries. However, what really sets Peter apart is his constant willingness to push boundaries and experiment with new ideas. He is always looking for ways to inspire others to be more creative, and his work reflects this drive to innovate and challenge the status quo.

Peter Cho then started working on YDays in August 2020, and it has quickly "become a project that brings a lot of joy." YDays is a website for creative drawing challenges, and Peter has enjoyed taking on many roles, including coding, product design, user research, and even marketing. Each part of the project has allowed him to combine his passion for creative coding with his skills in design and technology. The idea for YDays came from a Slack community which Peter is a part of, made up of type designers and lettering artists. Every week, they run a fun challenge where a theme is chosen, and everyone picks a word or phrase based on that theme. A Slackbot then adds random rules that everyone must follow while creating their artwork. The challenge ends on Sunday, when everyone submits their drawings, and the winner gets to share all the submissions on Instagram. This mix of creativity, random prompts, and community inspired Peter to create YDays, where people can join drawing challenges with friends.

To get things started, Peter used his front-end coding skills to build a basic prototype using P5.js and React. He shared the demo with a few friends, who then helped turn the idea into a full-fledged product. I think what makes YDays special is its unique drawing tools. When you get a prompt, you also receive a random tool that makes the drawing process unpredictable. Peter created YDays during the pandemic as a way to help people stay connected. The users "would embrace the challenges and get creative with the tools," showing how something as simple as a drawing challenge can bring people together.

Peter Cho's website: https://pcho.net/