

Siddharth Subramanian

FRONT-END DEVELOPER &
USER EXPERIENCE DESIGNER

WINTER 2021

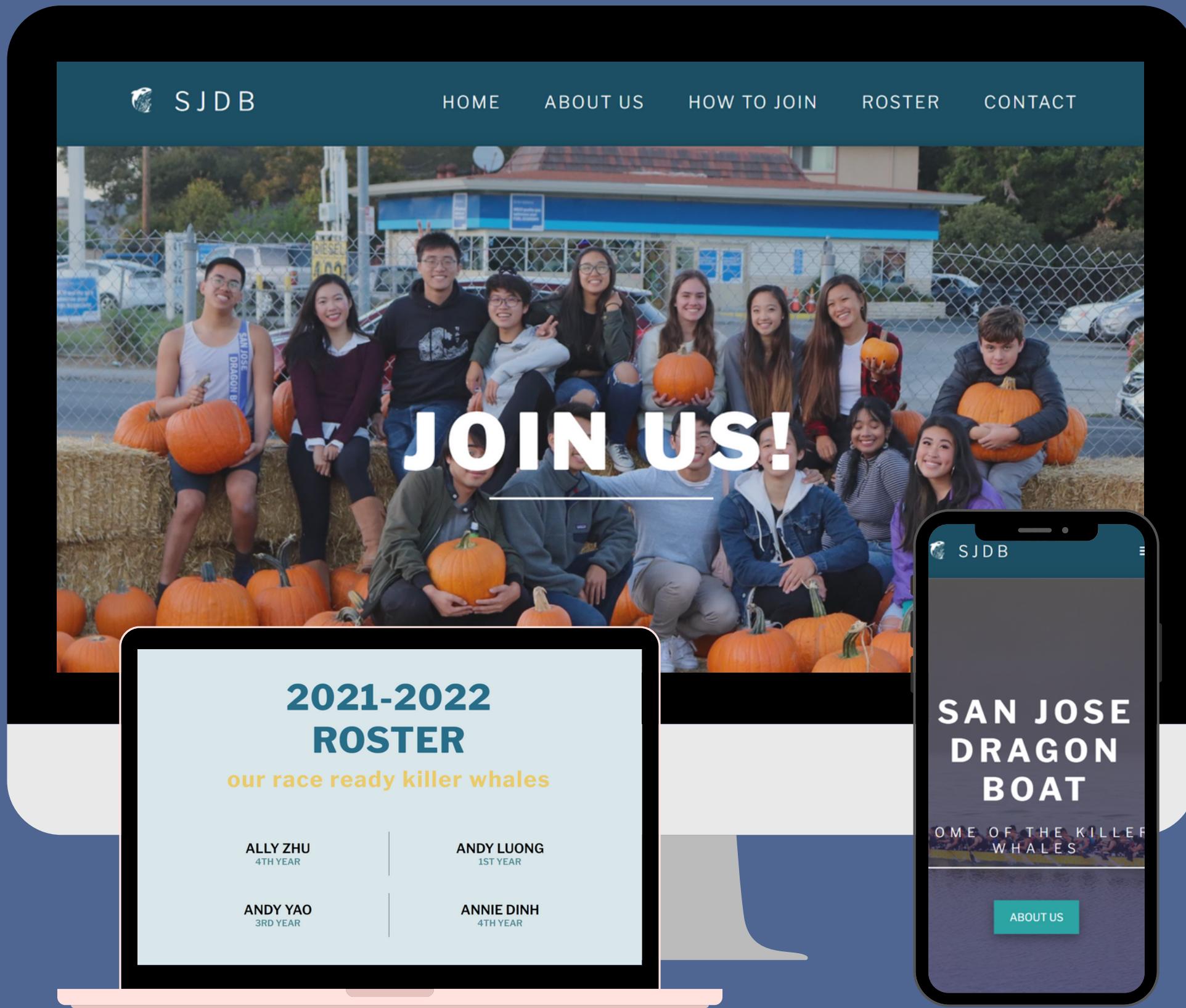
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Selected works

1. SAN JOSE DRAGON BOAT
promotional website for a non-profit organization
2. GENDER-WAGE INEQUALITY
Interactive Visualization of a social issue
3. SIDSUBRA.TECH
Personal website that shares my journey





01.

San Jose Dragon Boat

Quynh-Anh Vu
- Designer

Siddharth Subramanian
- Designer & developer



Research

San Jose Dragon Boat is a nonprofit student run sports team. I spoke to the **team manager, Kevin Pham**, on building their team's website with the help of a my friend **Quynh-Anh**, an aspiring visual designer



San Jose Dragon Boat! (SJDB)

I interviewed Kevin to get his thoughts on the features he would want his team's website, and sketched a **persona** of his issues, objectives, and needs

11/28 meeting notes
-> Wants lots of Pictures, images.
-> A contact section
-> team rosters, highlights others
-> Mate Nea Logo
-> Do not come off as too competitive

Meeting notes

Kevin Pham | 22 years



Goals

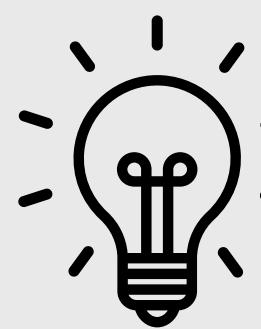
1. Bolster the SJDB program
2. Recruit new talent

Frustrations

1. Wants more students on campus to know about SJDB
2. Wants a bigger turnout to practices

Needs

1. Recruitment/contact page
2. Simple to navigate and follows SJDB color scheme



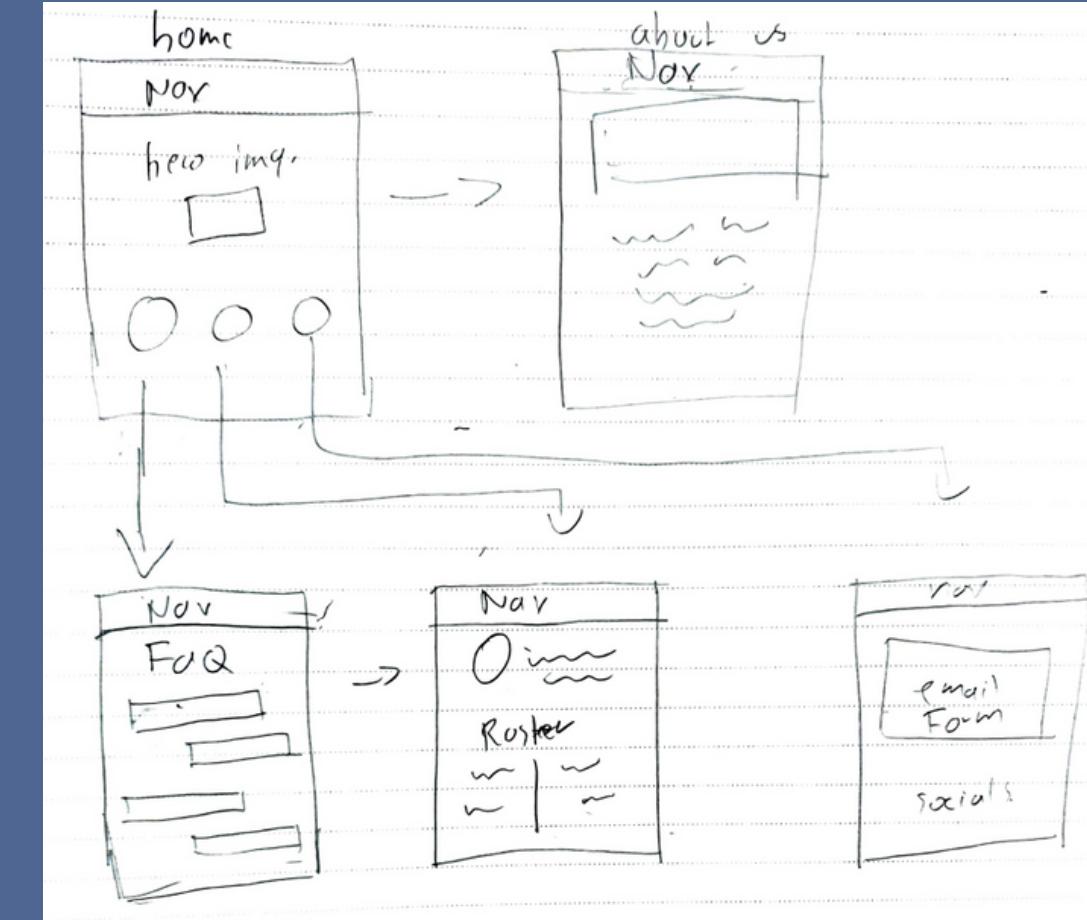
Ideate

Design Goals:

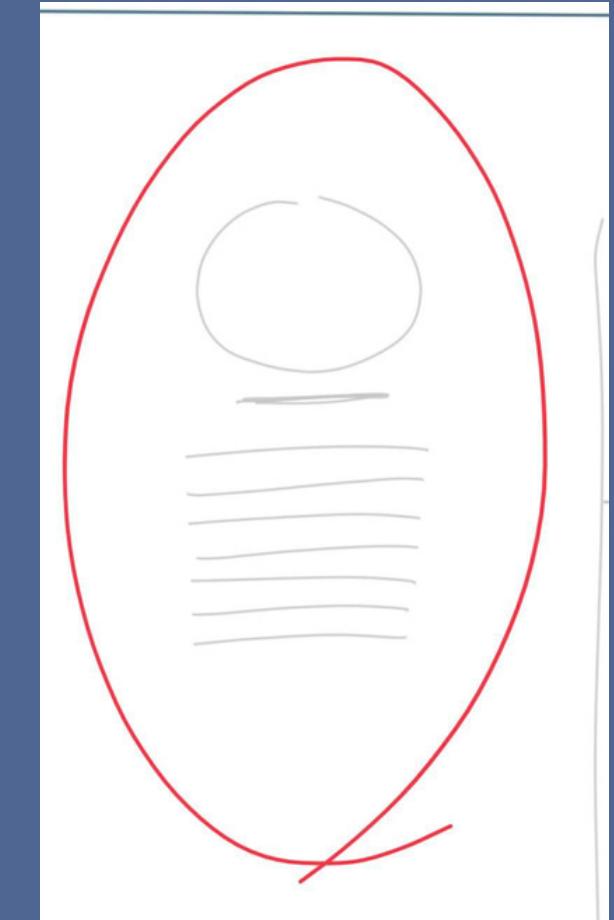
- Build a website in order to **increase SJDB's presence**
- Social media links so Incoming freshman that are interested in dragon boat can **discover our team before recruitment**
- Design the website to be easy to navigate for interested students

SIDDHARTH SUBRAM.GITHUB.IO/SJDB-WEBSITE/INDEX.HTML

initial Wireframe



Mobile layout sketches



A contact form blueprint with a dark green background. It includes fields for 'Name' and 'Email', both with placeholder text. Below these is a large, empty rectangular area labeled 'MESSAGE'. At the bottom is a 'SEND MESSAGE' button.

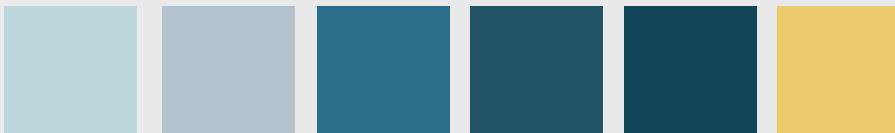
A character profile blueprint for 'Hajime Hinata'. It features a portrait of a character with spiky purple hair and blue eyes. To the right of the portrait is a block of placeholder text: 'Lorem ipsum dolor sit amet consectetur adipisicing elit. Dolores quibusdam modi quia laudantium officia laboriosam temporibus, iusto qui voluptatem cumque repellat. Sapiente nemo ipsam necessitatibus sint nam assumenda ullam aliquid officia labore iure fugiat inventore, qui minus molestiae neque maiores praesentium, beatae amet suscipit et! Dolor magnam corrupti laborum non? Ut eaque voluptibus iste, est rem nemo dolore alias, beatae esse nam magni! Debitis tempore quas aliquam exercitationem dolores aperiam beatae nobis quibusdam laborum, expedita modi accusamus inventore ullam repudiandae dicta? Excepturi veritatis tempora blanditiis libero error rem corrupti consequatur saepe magnam enim explicabo iusto, esse alias nam, ea voluptate?'.

design blueprints



Design

We opted for a **monochromatic teal color** scheme with **yellow accents** to fit the team's colors



Our Family
Here at SJDB we take care of one another. From food, to workouts to holiday events, we are united as a family.

Join us!
We welcome any students to come and join us! No experience or equipment required.

Reach out
Any questions, comments or concerns? Reach out to us via social media or email!

I CANT SWIM! WILL I BE SAFE DURING PRACTICE?

None at all! The majority of our paddlers had zero prior experience before joining. We will teach you all that you need to know in order to be successful in the sport of dragon boat. However, if you do have experience, we graciously welcome you to our team as well. We have several accomplished paddlers, with some of our paddlers being members of the US national collegiate team.

HOW MUCH EXPERIENCE IS REQUIRED?

HOW COMPETITIVE IS SJDB

HOW WILL WE GET TO THE PRACTICE SITE

S J D B

HOME ABOUT US HOW TO JOIN ROSTER CONTACT

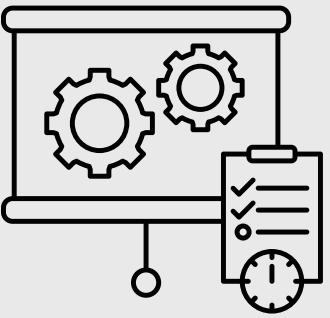
SAN JOSE DRAGON BOAT

HOME OF THE KILLER WHALES

ABOUT US

MICHELLE WAN
Secretary
I am a recently graduated Child and Adolescent Development Major and I have been a part of SJDB since September 2018. I have actually been paddling since 2014, so dragonboating has been part of my lifestyle for forever! I became secretary because I wanted to be involved in leadership, and wanted to help contribute during meetings and practices! I love being on a team, there is just something so thrilling about racing. Some silly goofy facts about me are that I can't swim (shocking); people call me Moosh; I have 2 cats; I have 4 tattoos (and counting); and I collect earrings!

NEOMI MILLAN
Treasurer
I'm a MS student in chemistry and have been paddling since 2017. I became SJDB's treasurer during covid so I'm still learning about my role as an officer now that we can hold practices. I really like that we have both a friendly and competitive environment and I especially love the rush that you get during a race piece. Aside from Dragon Boat, I like watching Korean or Chinese dramas and going out with friends.



Itterate

After completing the prototype, we discovered that **individual team members wanted to voice their satisfaction** with their experiences with the team. Therefore, we implemented spotlight cards for interested team members



Reflect

What we discovered was that team members were sometimes just as invested contributing to their website as we were. In the future, we look to allow for **more ways to create platforms that give those interested a voice**



ANDREW LUONG

I'm a third year Computer Science student at SJSU. I paddled for two years in high school and have joined SJDB in Fall 2021. The two year gap in between made me reminiscent of what I loved about Dragon Boat, such as the community and feeling active in a sport.

WHAT MADE YOU JOIN & CONTINUE DRAGON BOAT?

I was recommended by friends to join Dragon Boat in high school and college, and I wanted to give it a try. The fact that it is a team sport allows for a lot of socials. The experience is very unique, which is why I have continued paddling, especially for SJDB.

HOW DID LEARN HOW TO DO FLIPS?

I used to be a hurdler and sprinter in Track & Field, which helped with my speed and jumps. But ultimately, I used my mattress, self-learning resources, and a surplus of passion to do something unique and cool.



IRIS ZHU

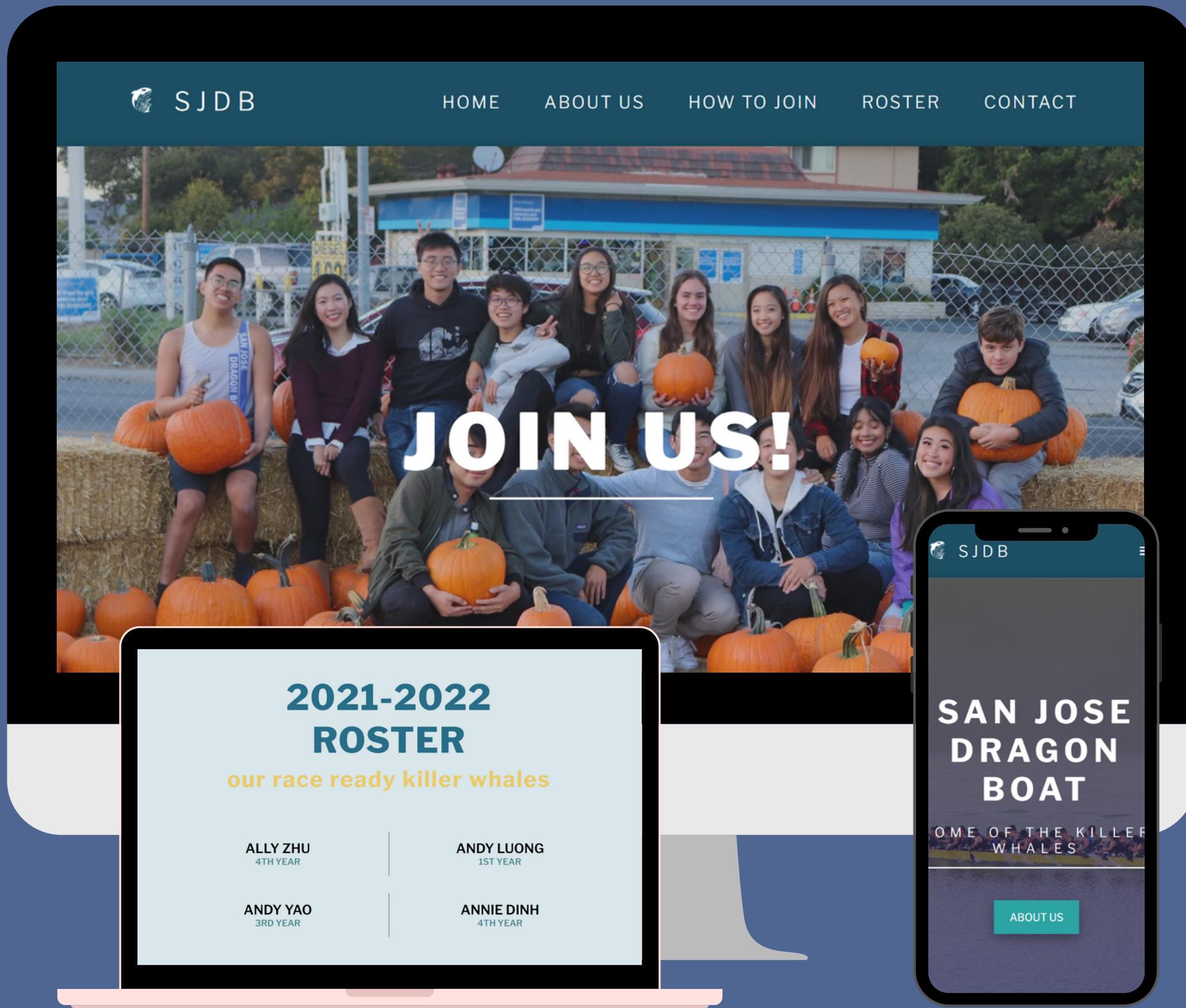
Iris is a recent Business Administration/Marketing graduate and was a former SJDB co-captain. She first started dragon boat in her freshman year of high school and has been paddling consistently until her senior year of college. Though Iris has not been as active as she would like, she is fond of the memories she made with SJDB and continues to support SJDB with her whole heart. Besides dragon boat, Iris enjoys her free time with friends by going to concerts and trying new foods!

WHAT MADE YOU STICK AROUND WITH SJDB FOR SO LONG?

Besides my love for paddling and competition, it was the people that made me stay. It sounds cheesy and cliché but it is true; I have made wonderful friendships that I hold dear to my heart with the people I met here. I have seen many people come and go in this team but I hope those people know how much they affected my life with their words and kindness. Truly, SJDB is my second family and I know I can rely on them to motivate me and push me forward in life.

WHO WOULD YOU RECOMMEND SJDB TO?

I would definitely recommend SJDB to anybody who has an open mind and looking to grow mentally and physically stronger. Dragon boat can seem intimidating since it isn't a traditional American sport and it can seem like a challenge but I think that's what I liked about it; I wanted to improve and grow to be better at the sport. You definitely do not need prior experience or knowledge to join and you don't even need to know how to swim! Our team is also full of fun and goofy people so who knows, you'll meet one of your best friends here too!



01.

San Jose Dragon Boat

Quynh-Anh Vu
- Designer

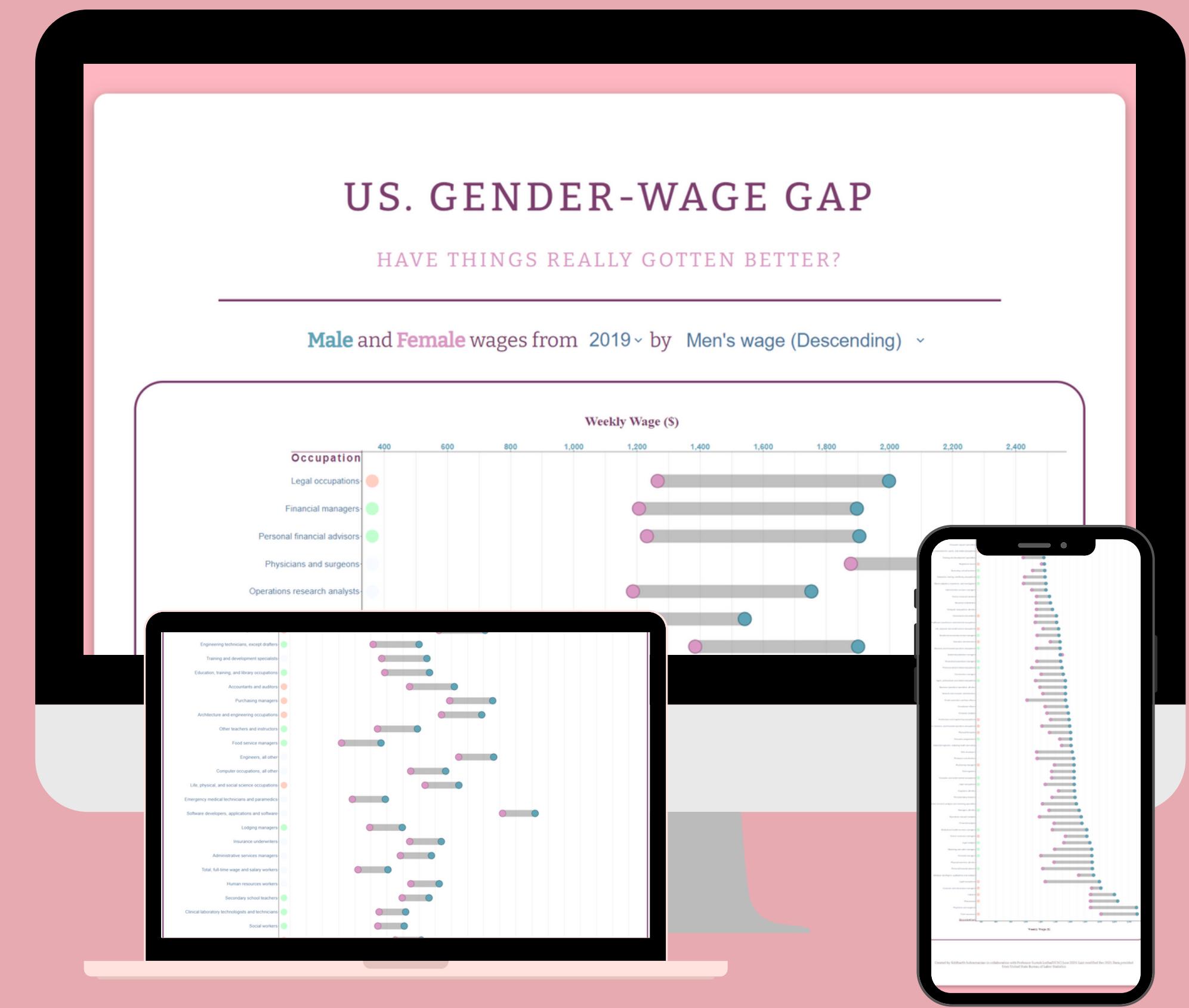
Siddharth Subramanian
- Designer & developer

02.

Gender-wage Imbalances

Siddharth Subramanian
- Developer & Designer

In collaboration with professor
Suresh Lodha

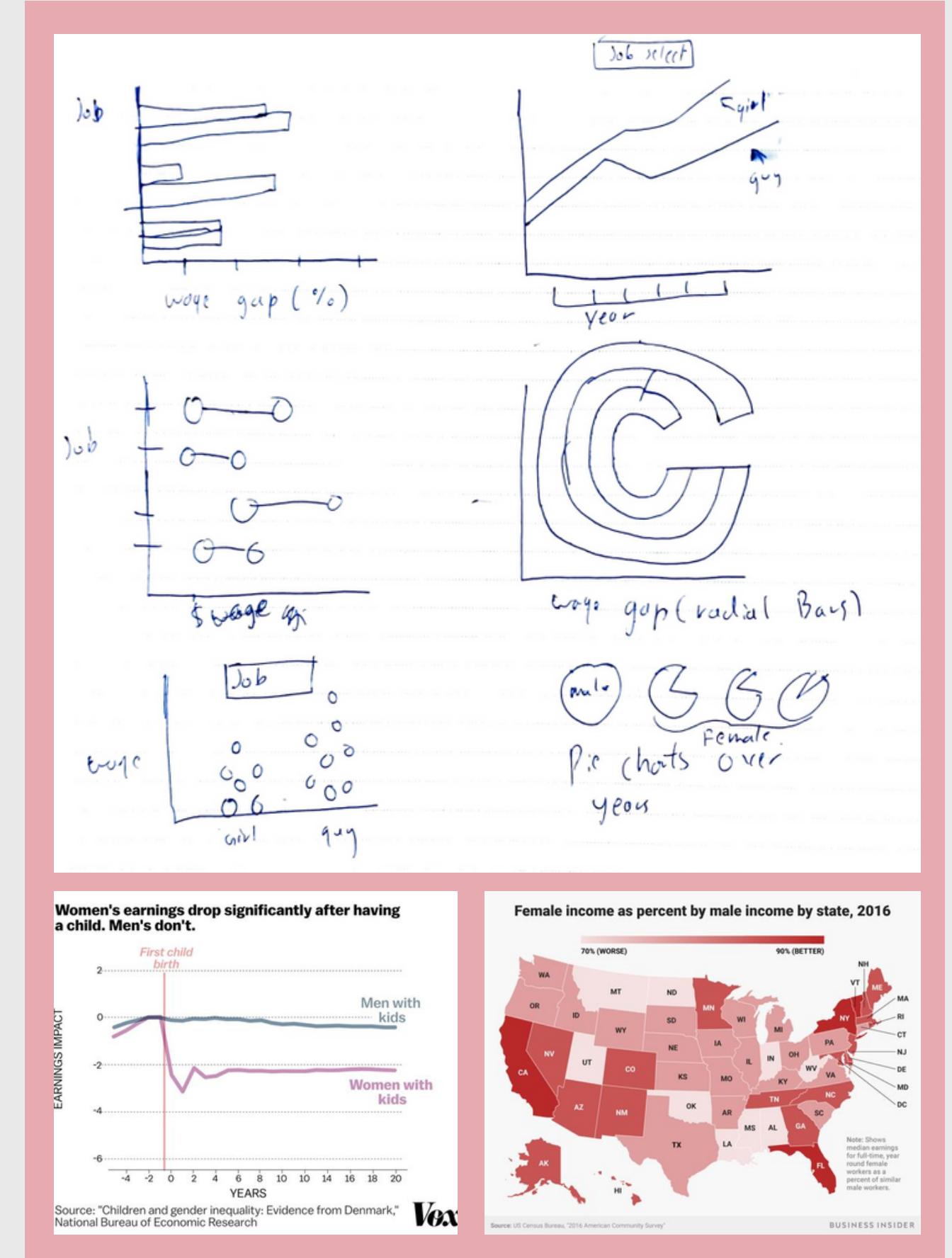




Research

the Gender-Wage Gap Visualization is a project that I created for my data visualization class under the supervision of **professor Suresh Lodha**

After acquiring the data of US wages by gender from the **US Bureau of labor statistics**, I had to decide what was the best way to visualize gender gaps. I used Pinterest to gain inspiration on the best graphs for this problem. After pondering on what graph to use, I settled on using a **double lollipop chart**

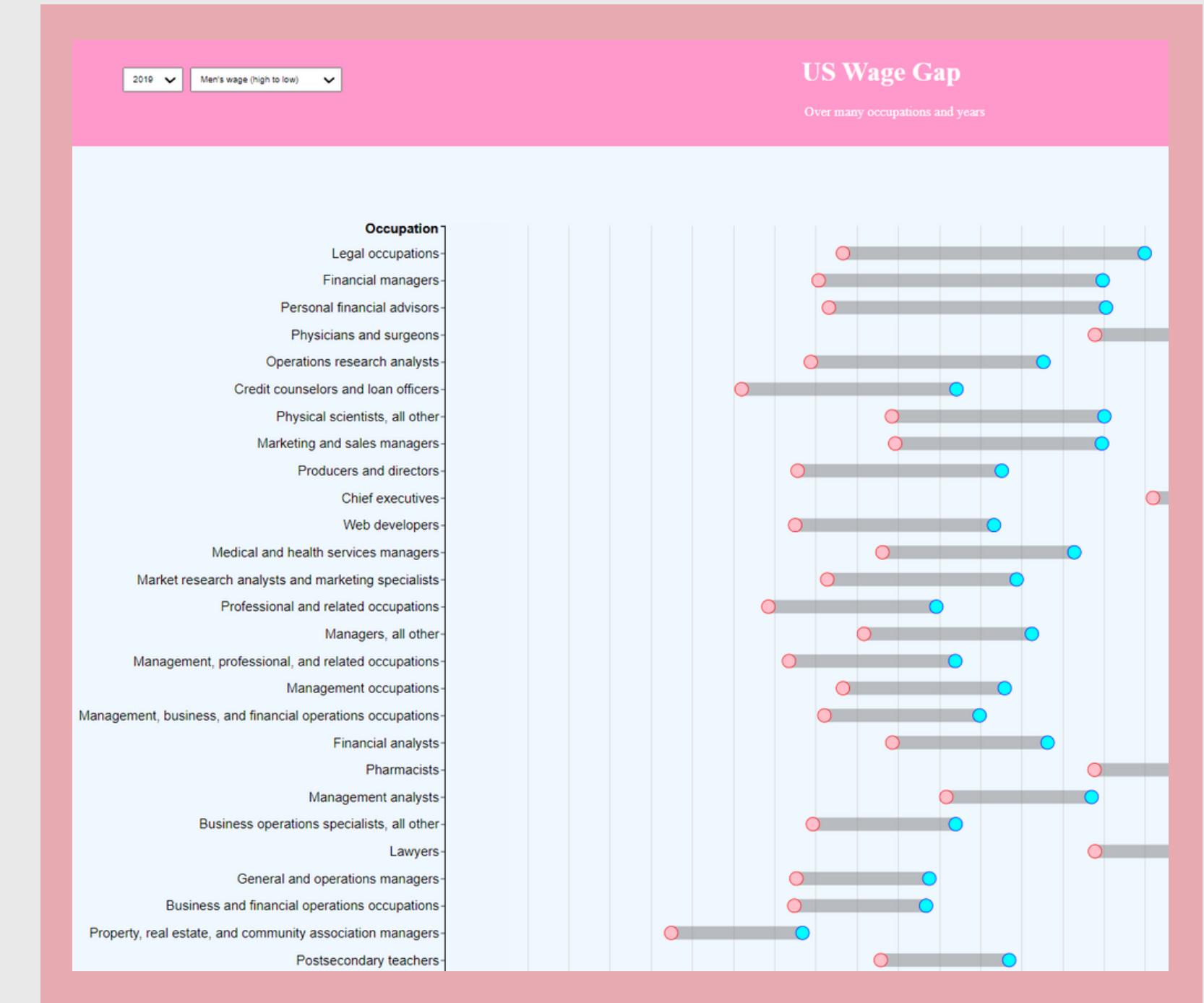




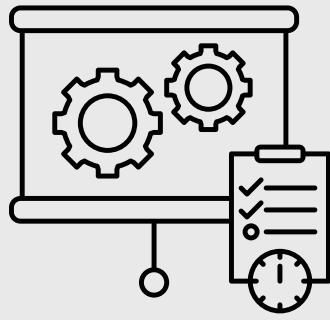
Design

While I was building the chart I realized that David McCandless had created a similar chart. So to make my graph stand out, I added the **functionality to toggle between different years**. I also added a more robust display window when wages were hovered on.

However, no similar graph had yet to design a way to display the **change in wage gaps over previous years**

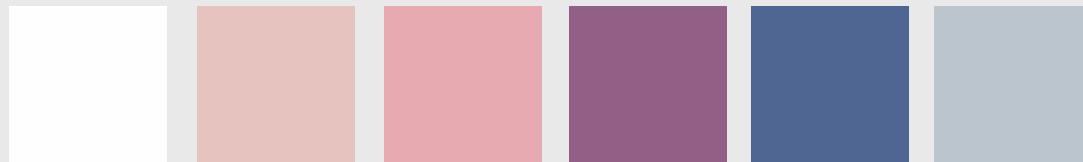


My first design implementation



Iterate , Design

I visualized the changes in wage gaps from previous years by looking for occupations that existed in both 2019 and 2012, and used **colored circles** to indicate when an occupation's wage gap had an increased or decreased over time. These colors are interactable for more information. I also **used an analogous pink, purple, and blue color scheme**



Reflect

This project taught me that **designs that others have previously created are still worth exploring**, because there may be new innovations and features that can be added





SIDSUBRA.TECH

03.

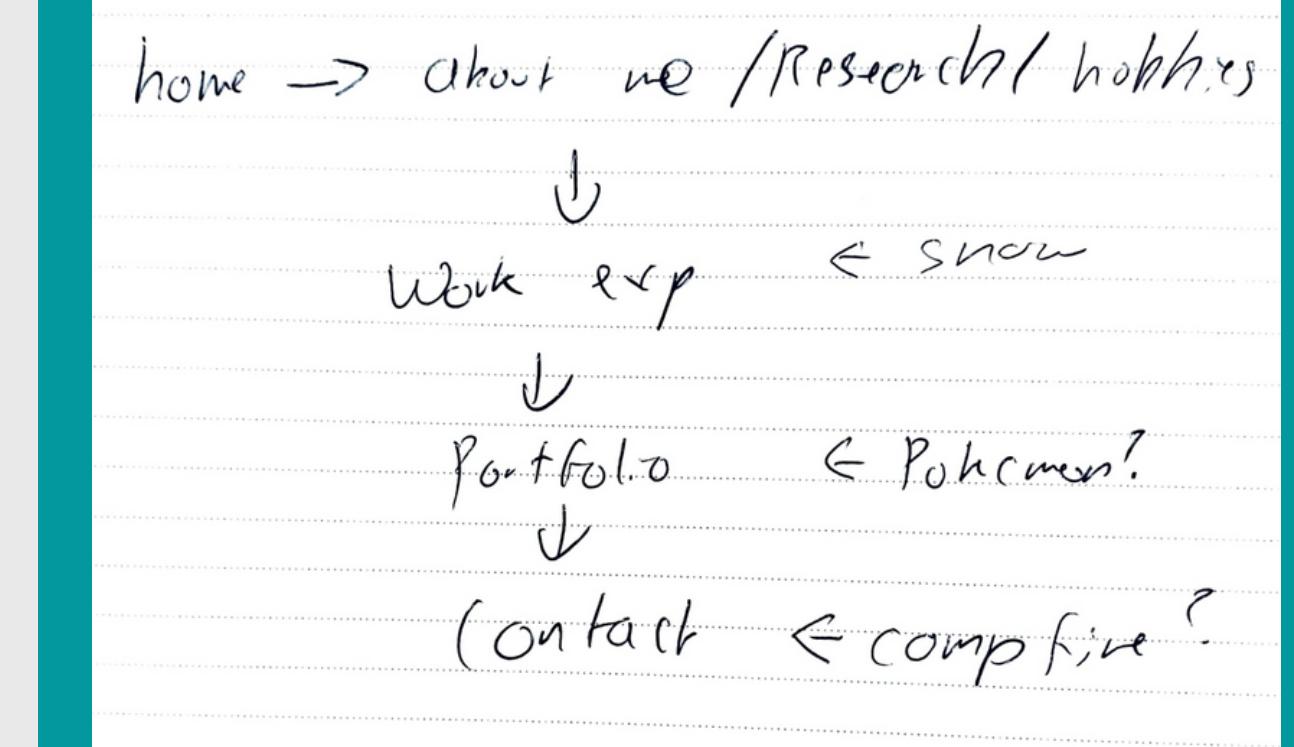
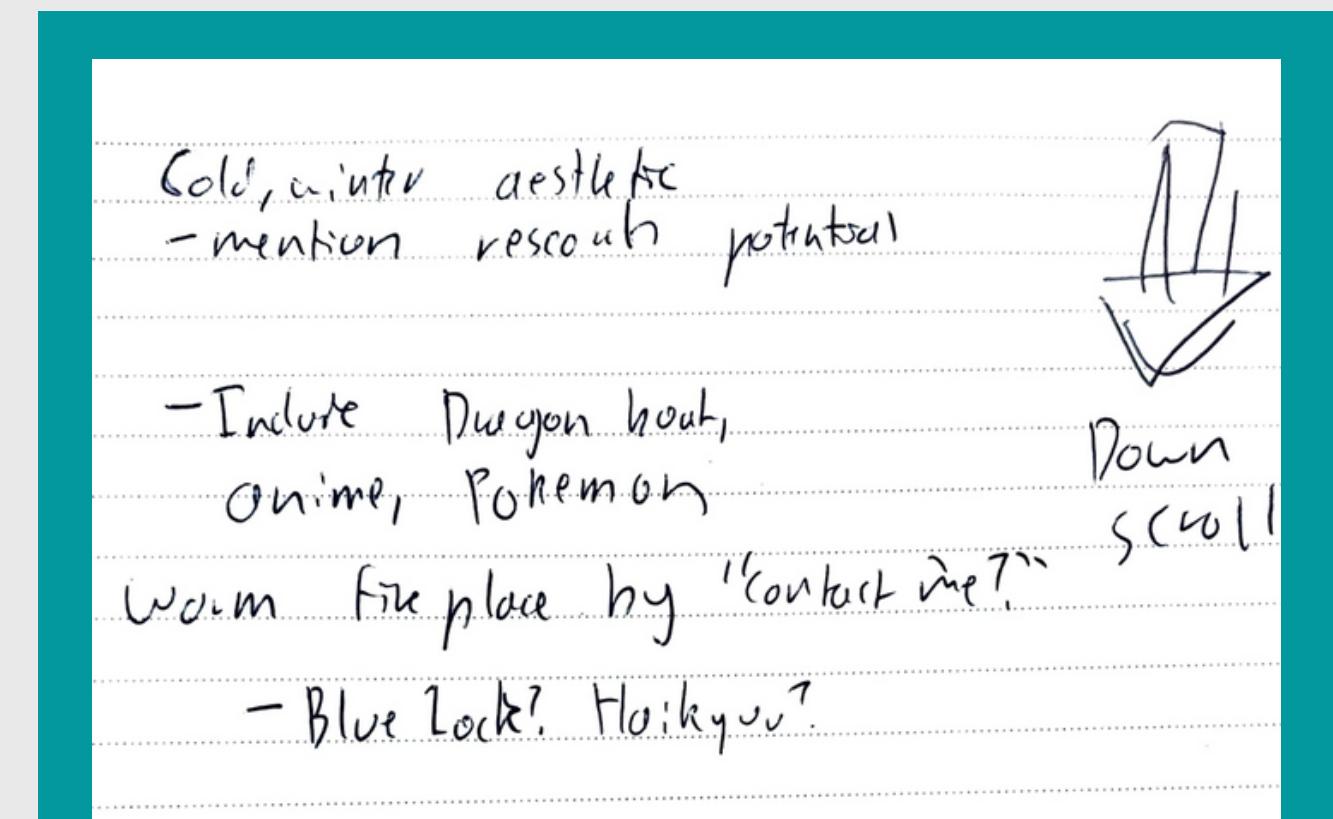
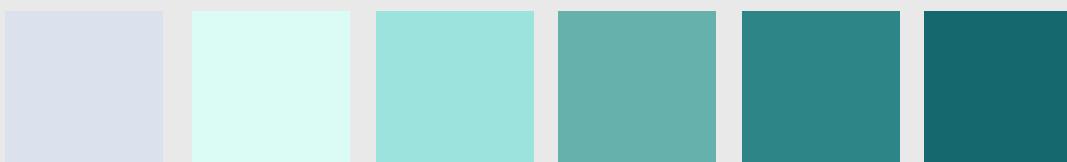
sidsubra.tech

Siddharth Subramanian
- Designer & developer

Brainstorm

My website is my personal space on the internet, and it was important that it was **reflective of myself, and the things that I enjoy**

I wanted to use a **monochromatic cool, pastel blue** color scheme to reflect my fondness of chilly winter days and fresh cool air





Design

I used **slanted lines** at the beginning and ends of section to give the website a unique layout

findings, others may not only discover these insights themselves, but may also share those graphs over their social media, allowing even more people to discover these findings. Thus, the world's most complicated model may allow one to discover great insights, but visualization is what allows those insights to spread to the masses. Therefore, the question I'd like to tackle headfirst is as follows: How can I create a visualization that is simple to view and interact with, but still tells a compelling story that can impact society for the greater good?

I want to go to graduate programs in the field of human-computer interaction, design, or visualization-focused data science to gain the skills and practical knowledge on how to make human-centered designs that allow for the best possible experiences for users while providing them with impactful insights that tell a story, and bring a bit more enjoyment to their days.

I made sure to mention my some of my favorite past times, **such as boating and anime**

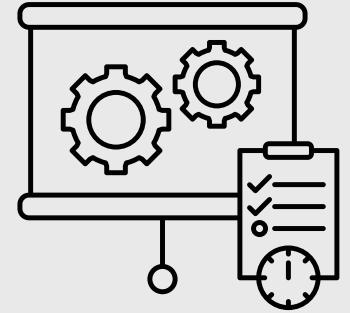


I wanted to incorporate the designs of "**trading cards**". To do this, I displayed my portfolio projects as interactive cards

GENDER-WAGE IMBALANCES
Data Visualization
An interactive visualization that displays the gender wage imbalances over many industries and years. Majority of elements are interactive.
D3
Javascript
CSS

MULTI-POINT TRIANGULATOR
Computational Geometry
Interface to view a triangulated structure of a set of defined points. Done without using any mathematical libraries.
P5
Edge-Detection
Geometry

YELP BIAS ANALYSIS
Data Analytics
Conducted an investigation about biases in vegetarian versus non-vegetarian restaurant rating reviews on Yelp.
Python
Web Scraping
Statistics



Iterate

after testing my website with friends, I realized that many users didn't realize that certain elements acted as hyperlinks. To fix this, I added **hover effects to buttons** so it would be more apparent that they were interactable

Operating Systems course tutor
2020

- Created supplementary programs and materials for students to assist them in understanding course contents
- Held weekly meetings with students to assist them on programming and conceptual work
- Used C, git

Sproutlabs - Software Development Intern (User experience)
2019

- Worked along with 8 other student interns on developing an IOS application that would connect sproutlabs servers to hardware sensors
- Built interfaces and wrote UI testing scripts using scripts
- Used swift, git

The company icons as hyperlinks



Reflect

My personal website was an opportunity to showcase my skills in development in design, but also allowed me to reflect on the **things that mattered most** to highlight. The website helped me realize more of my own style as a developer

