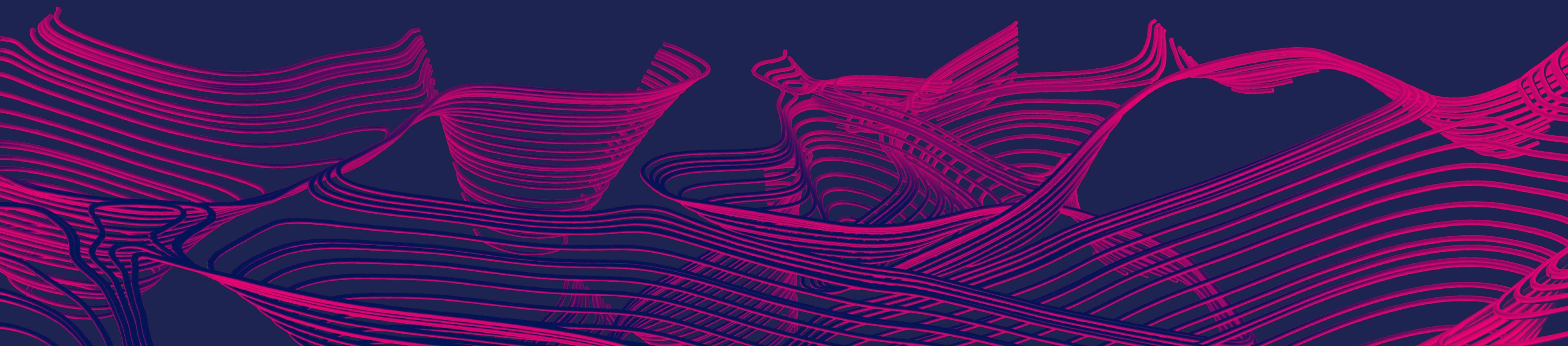


Hello, my name is
Weiwei Hsu.

portofolio | spring 2018



I am American-born Taiwanese, raised in busy Shanghai. I'm in my final semester at CCA in the Interaction Design program. I care tremendously about cultivating community, climate change, long-term (technology) research, and education and my life-long goal is to put equal effort into these four areas.

In the early years I spent at CCA, I accidentally bumped into Interaction Design and was very fortunate to have met a few mentors who helped shape internet. They helped me understand that the digital landscape is not limited to the screen rectangles that we are used to, and guided me to visit and understand the origin of the Internet as well as Interaction Design.

In Summer 2015, I joined an accelerator and co-working space, XNode, as their first Design Intern and San Francisco representative in Shanghai. During my time there, I initiated and delivered weekly design digests to the team for internal growth, produced creative promotional materials, and wrote articles for their publication for external use as well. Through those commitments, I learned to facilitate the conversations that we as a team would want to have, because what people act on depends on what people converse about.

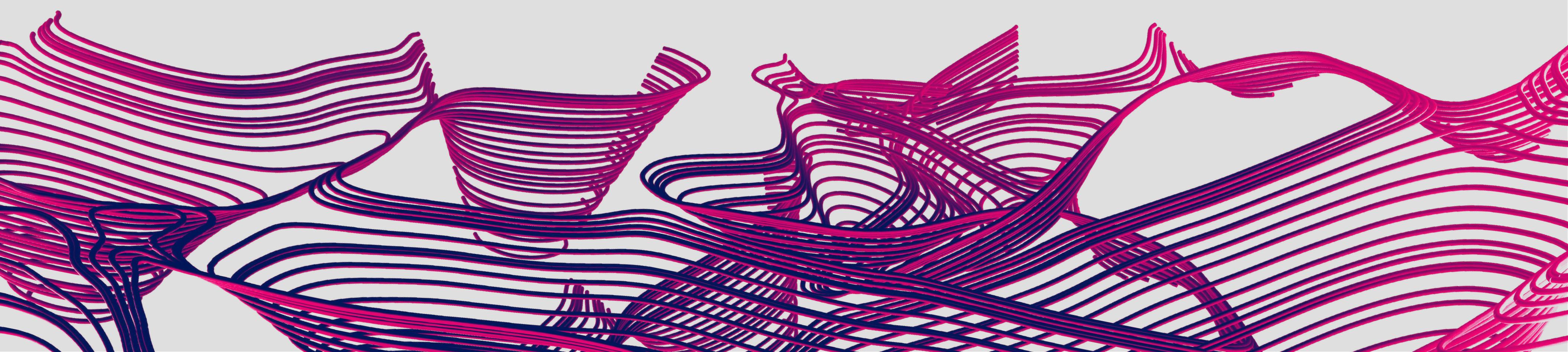
Since then, I have implemented these skills to create a digital campus for CCA, facilitate design workshops around stability at Secret Project Taiwan, and at my interaction design internship at Fjord last summer.

Over the past four years, I speculated and executed a range of different projects. Here are a few that you might enjoy:

Digital Interactions

- + [Creator Caravan | Visual Interaction Design](#) 1 min
- + [Technology Band-aids | Privacy Control](#) 2 min
- + [Max CCA | Community Building](#) 3 min
- + [Cope with Woke | ACLU Awareness Campaign](#) 4 min
- + [Diagramming Systems | Blending Disciplines](#) 6 min
- + [BBCube | Tabletop Game Design](#) 7 min
- + [Secret Project Taiwan | An Experimental Education Program](#) . 8 min

Physical Interactions



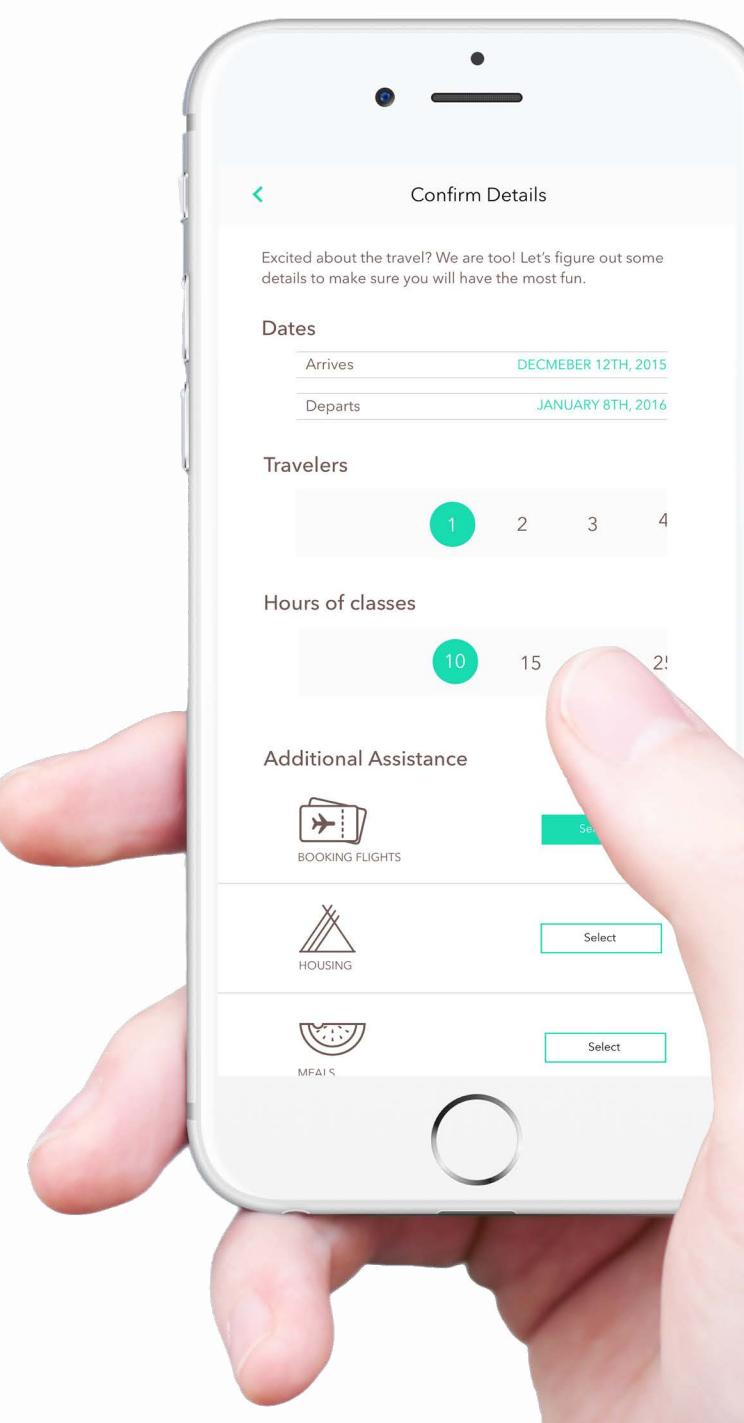
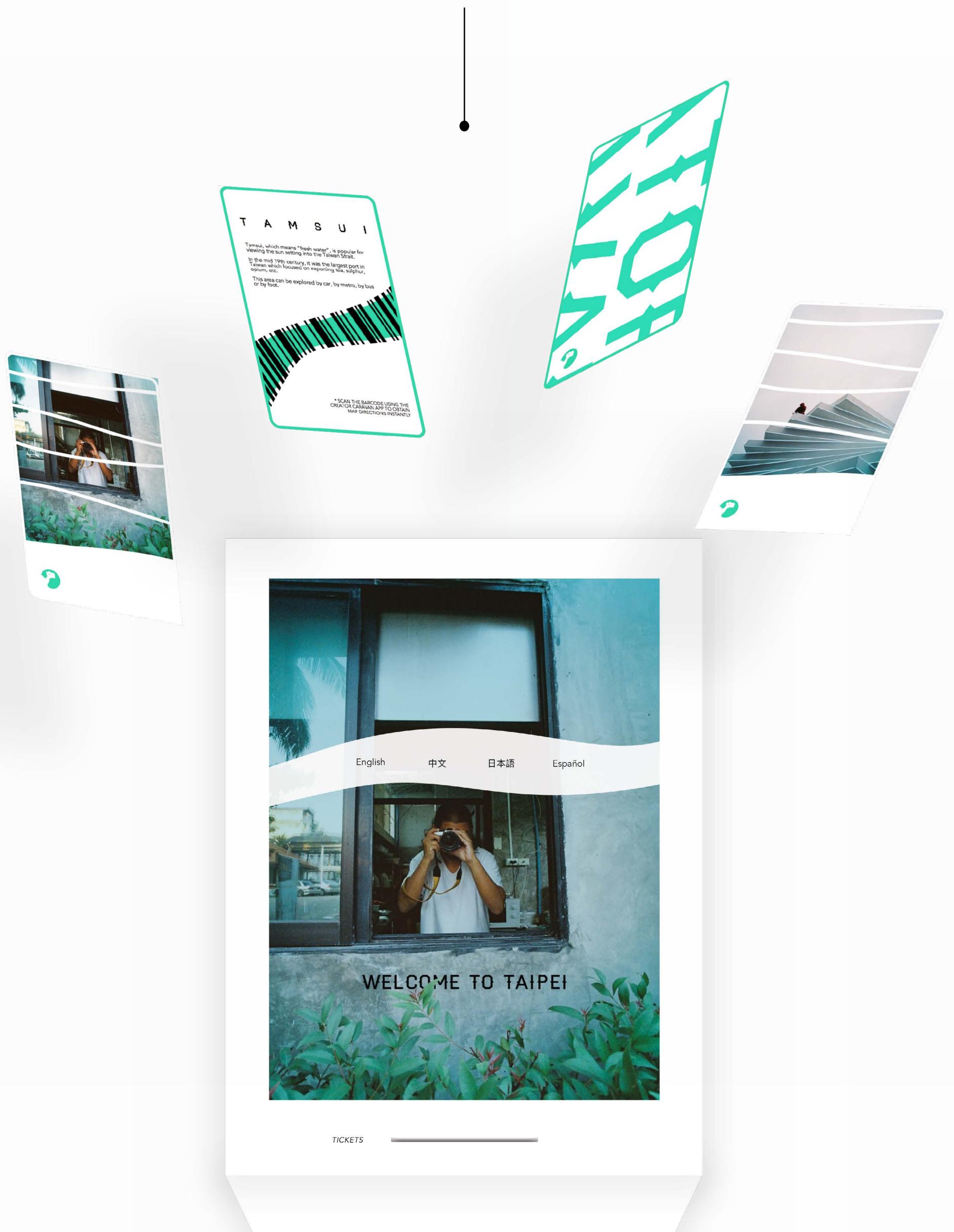
Creator Caravan

Creator caravan is a new service that curates informative and educational tour experiences for global nomads.

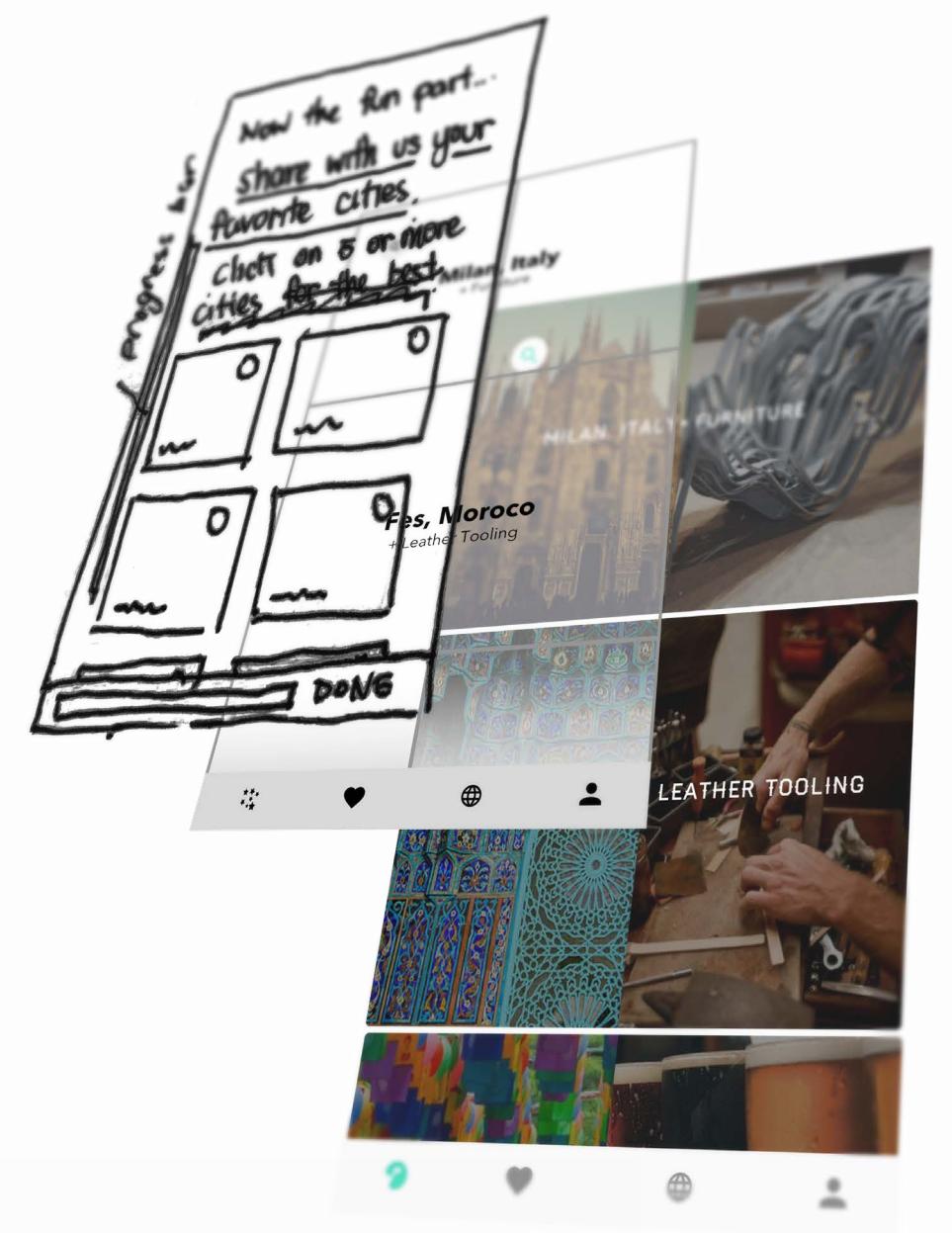
10 weeks, 2015



Any traveler can explore and print tickets with information about tourist location through kiosks at airports. These tickets serve as both a travel reminder as well as a souvenir.



Trip booking screen



Home screen

Explore and book travel options not just by the city, but also by the experiences you are interested in.

No more
mysterious
staring

A glass dome with
two states, to give
you back control of
your privacy

4 weeks, 2017

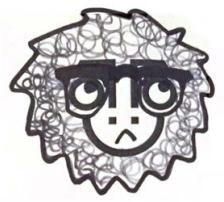
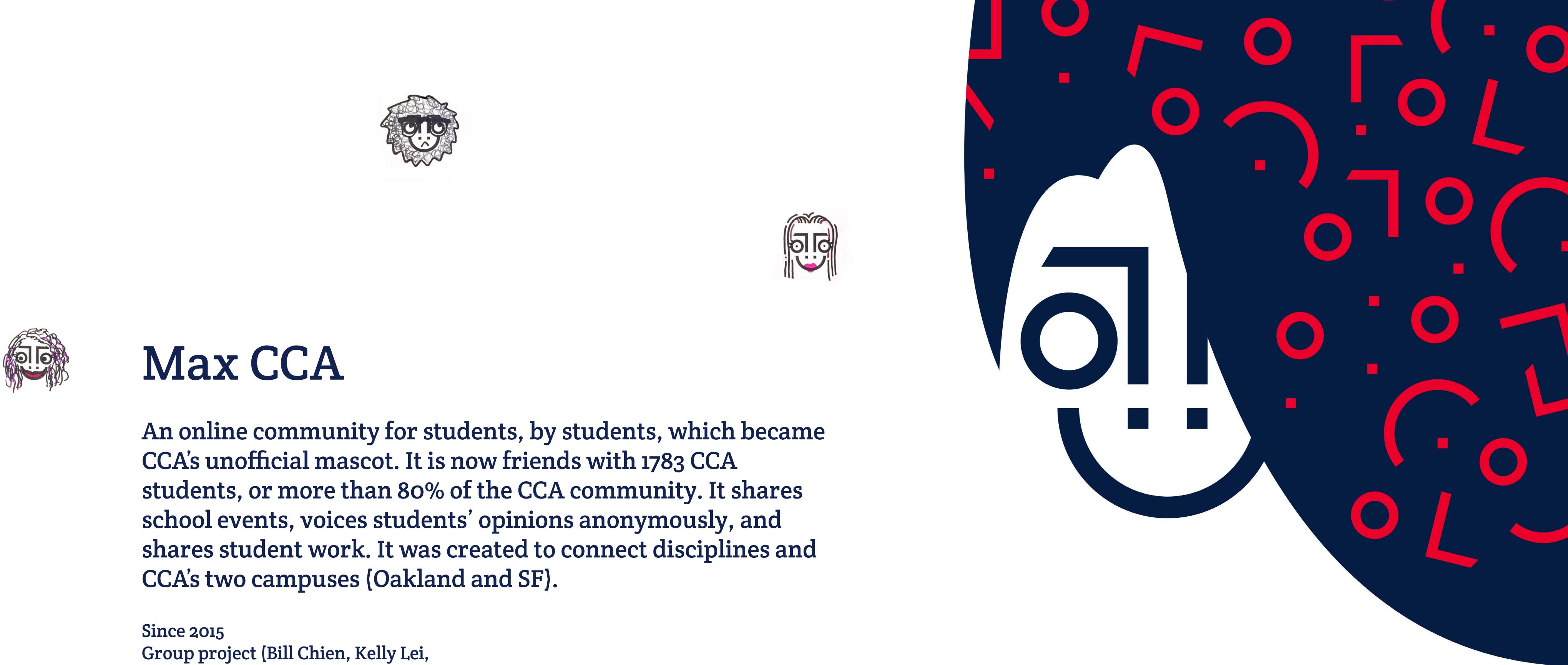
Read about Technology Band-aids
.....▷ bit.ly/techbandaid ◁.....

I am not



watching





Max CCA

An online community for students, by students, which became CCA's unofficial mascot. It is now friends with 1783 CCA students, or more than 80% of the CCA community. It shares school events, voices students' opinions anonymously, and shares student work. It was created to connect disciplines and CCA's two campuses (Oakland and SF).

Since 2015

Group project (Bill Chien, Kelly Lei,
Melissa Kim, Weiwei Hsu)



*Each of the four Max personality serves a different purpose for the community.



Read about the making of Max CCA
.....> [<.....](https://bit.ly/behindmax)

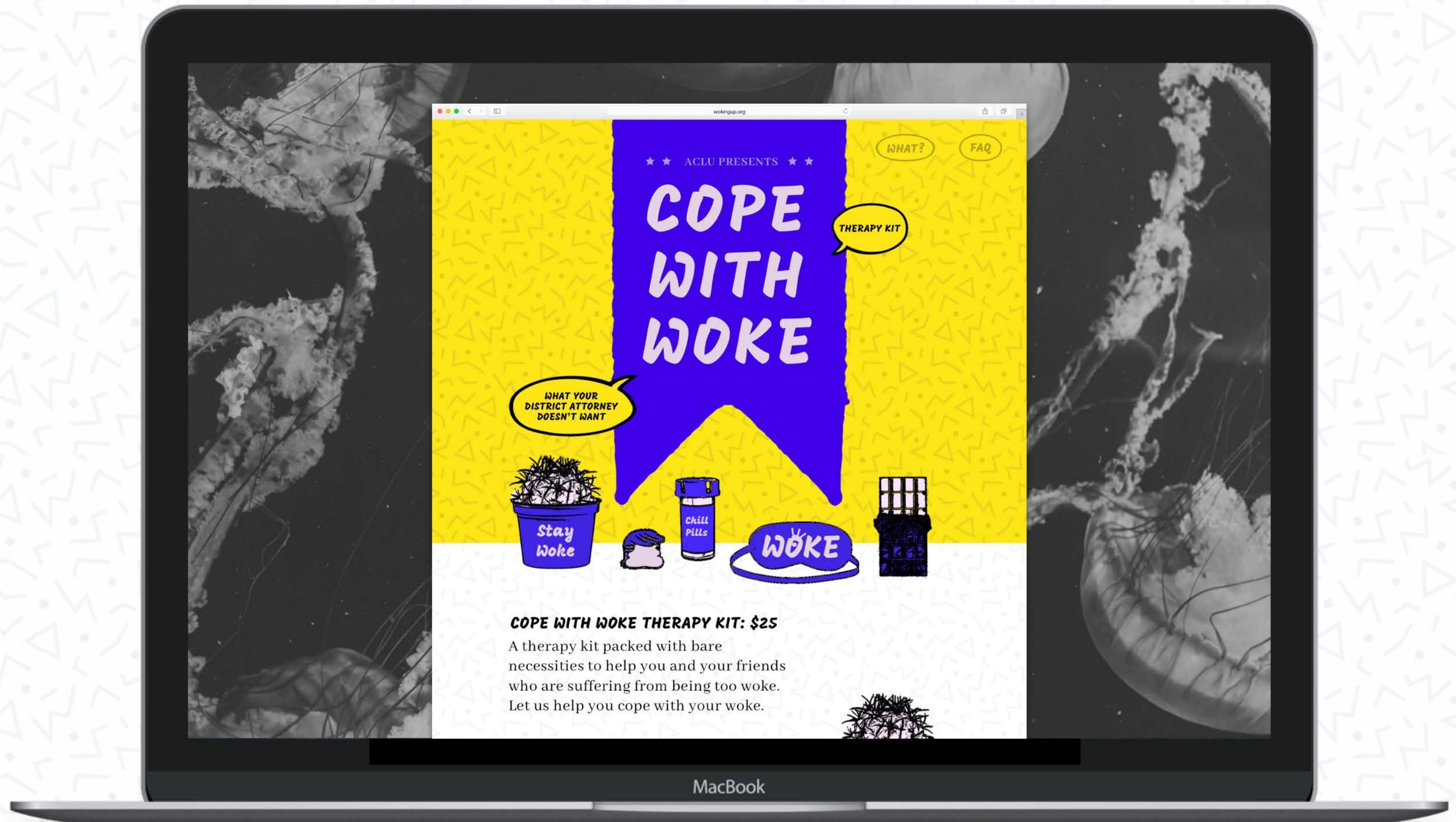


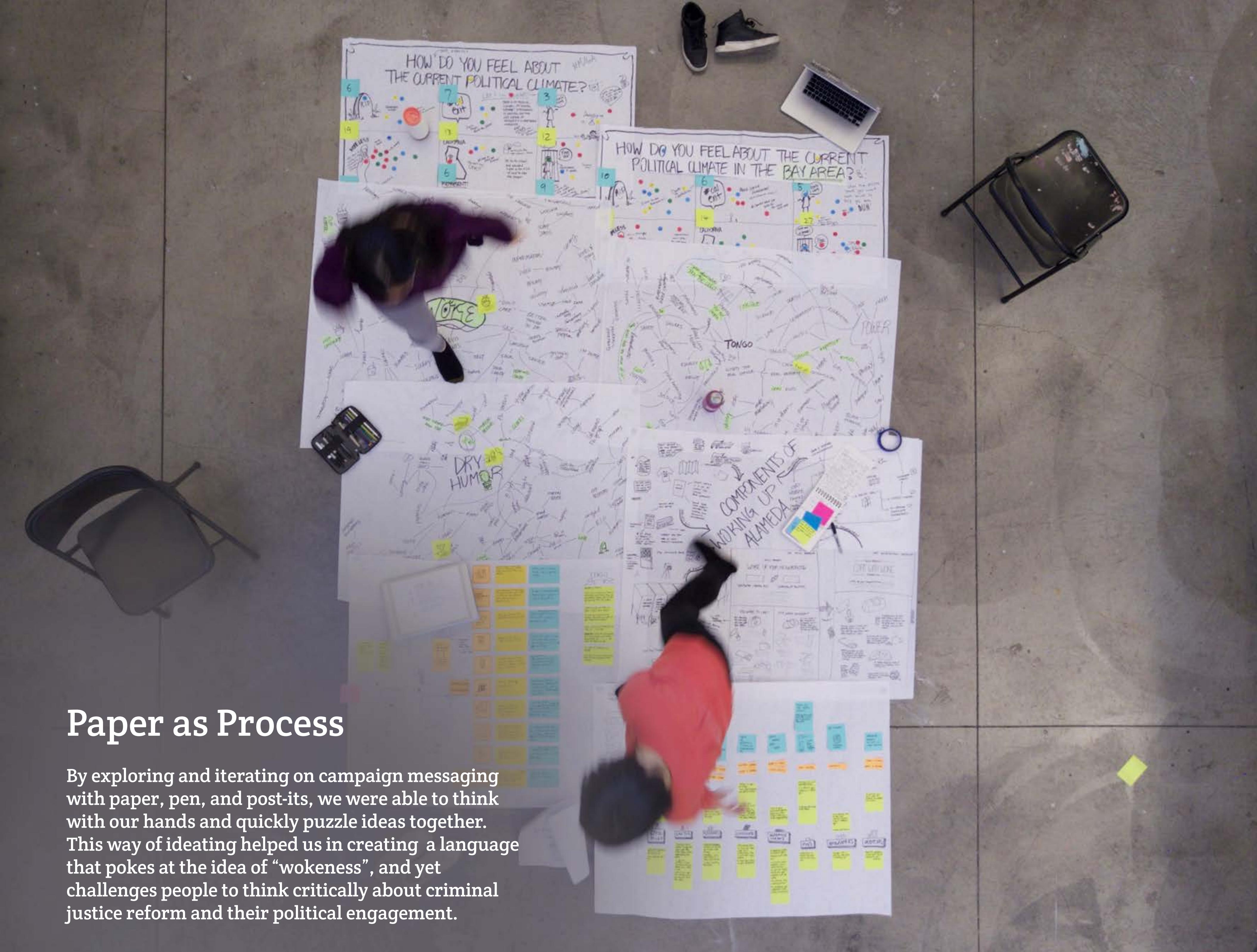
Cope with Woke

Cope with Woke is ACLU NorCal's awareness campaign to reach, educate, and involve young adults in their District Attorney's election, by incorporating humor and political content together.

10 weeks, 2017

Group project (Melissa Kim and Weiwei Hsu)



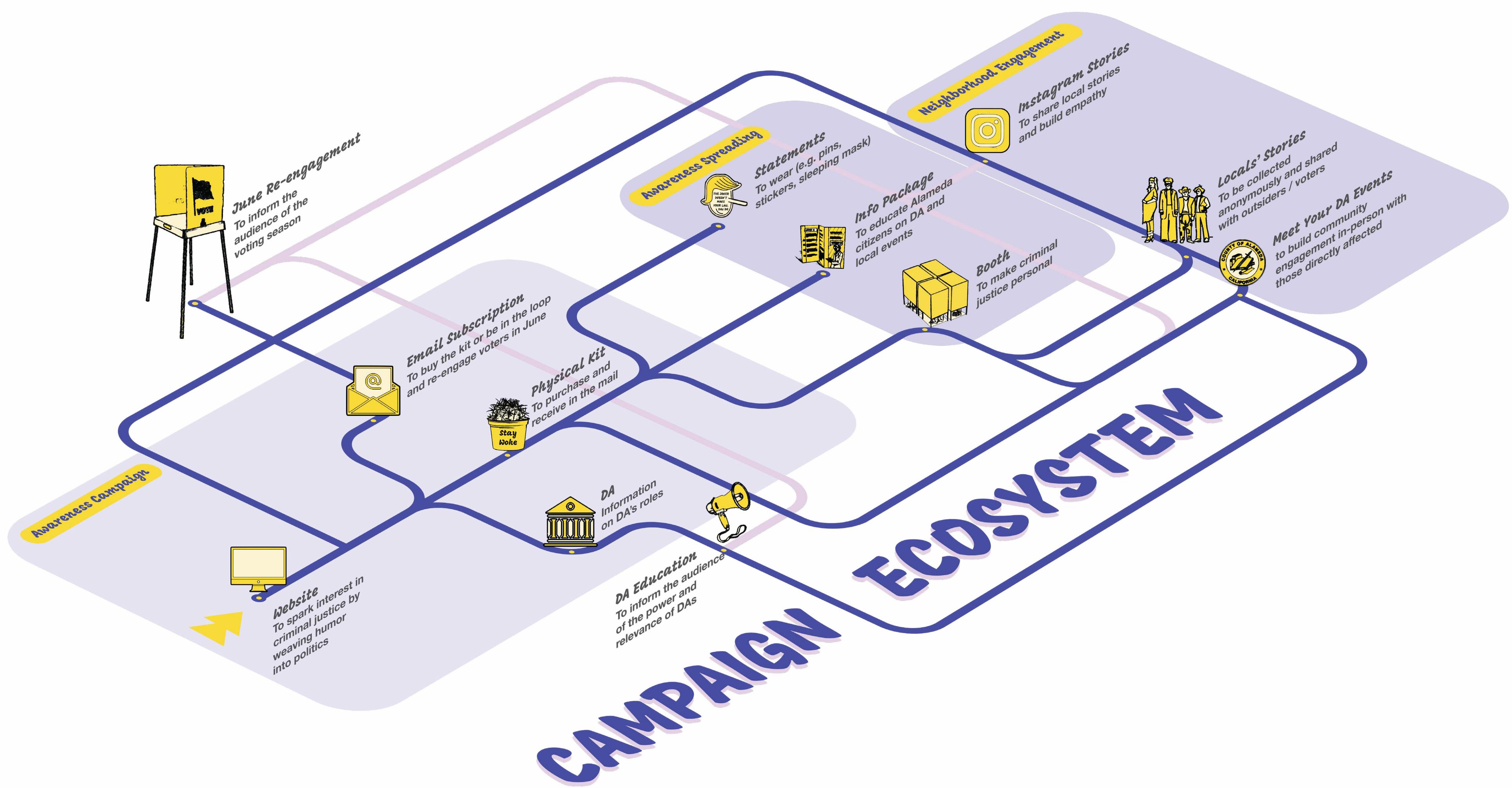


Paper as Process

By exploring and iterating on campaign messaging with paper, pen, and post-its, we were able to think with our hands and quickly puzzle ideas together. This way of ideating helped us in creating a language that pokes at the idea of “wokeness”, and yet challenges people to think critically about criminal justice reform and their political engagement.

Diagramming the Whole

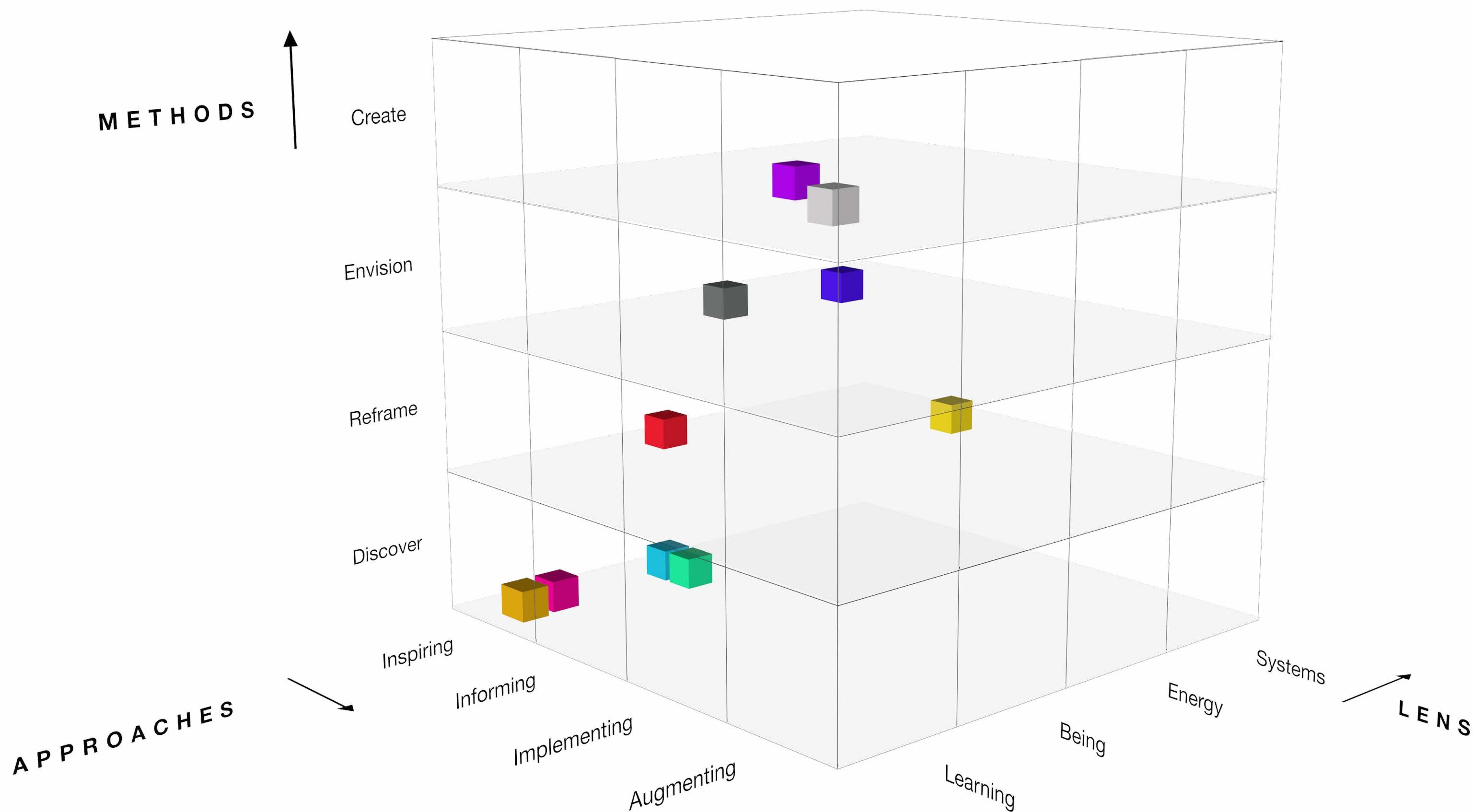
To educate and engage young adults personally and locally, an ecosystem map was illustrated to depict the relationship between online and offline events, and to balance humor with informative content.

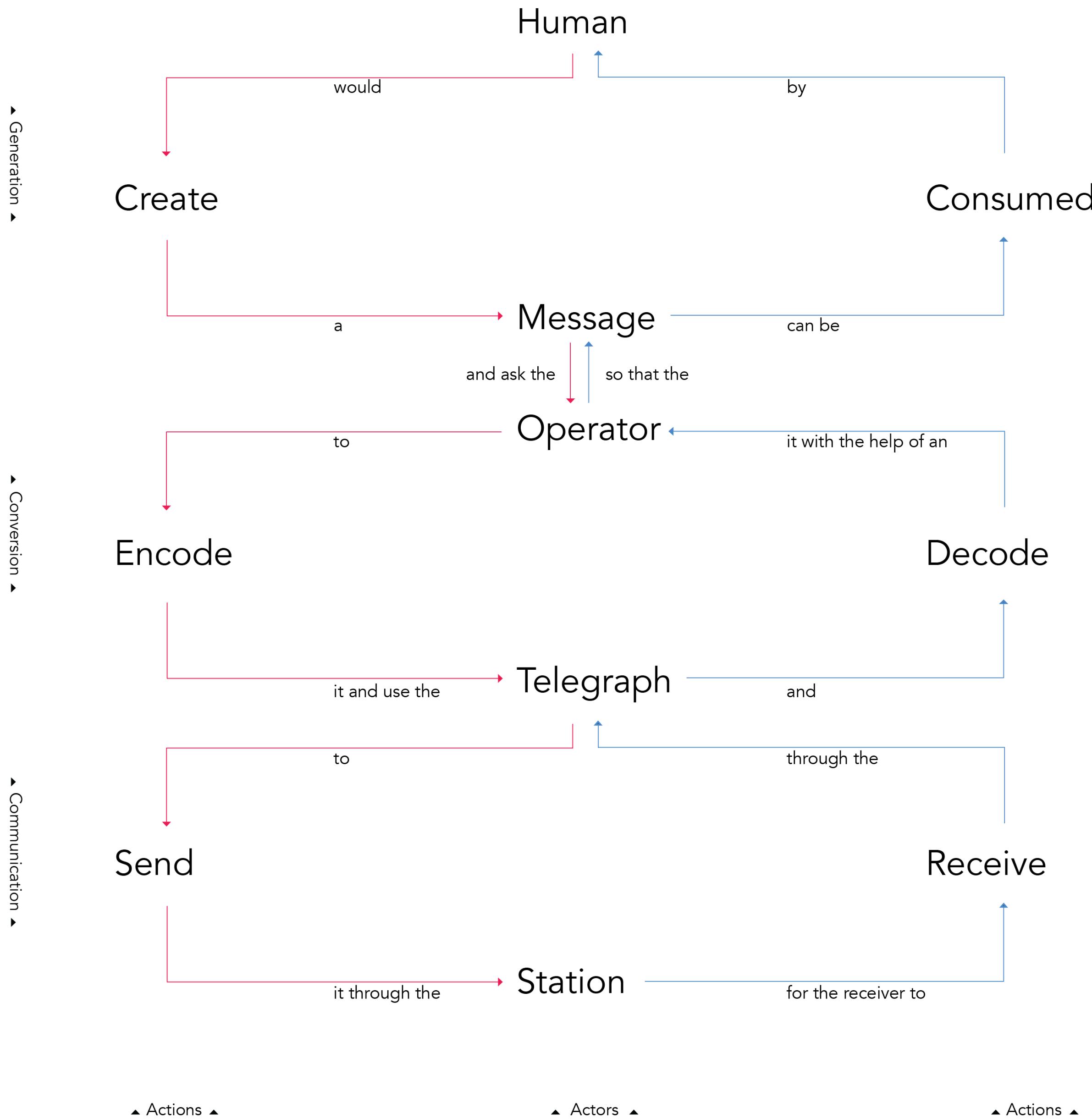


Diagramming Systems

I believe in creating (systems) diagrams as a way to facilitate conversations about software, hardware, services, and the larger context which they inhabit. They can be considered [boundary objects] that blur the boundaries of disciplines.

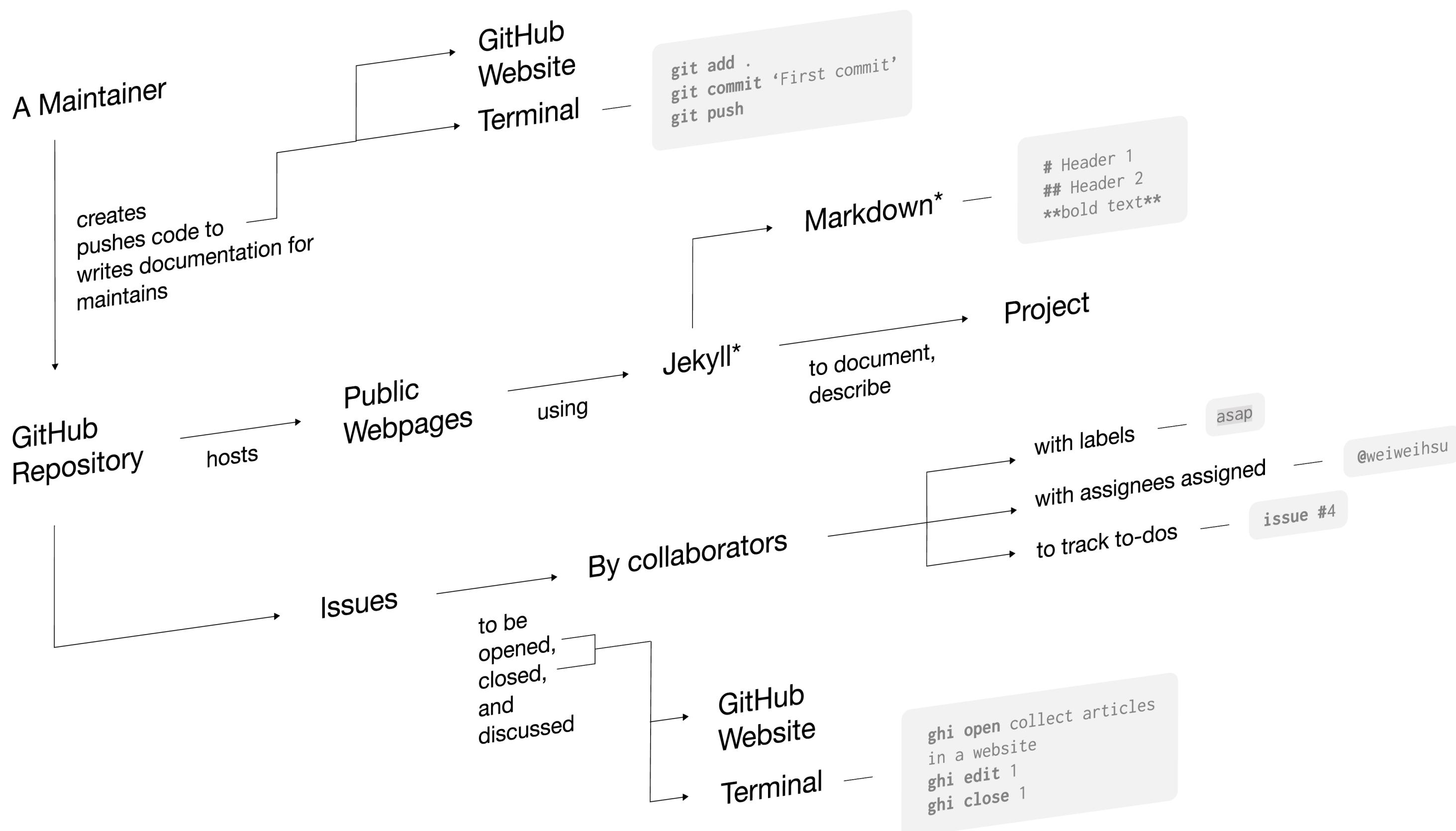
*This model shows the focuses of some of my past projects. It was originally created for an in-program review at CCA.





As a mental model of how a telegraph works, this maps how communication takes place by considering the actors and actions that are required and different layers of communication.

This was a diagram made for classmates in aiding the conversation on how GitHub can be used for project management, hosting, and documentation.



*Jekyll is a site generator hosted from GitHub repositories.

*Markdown is a syntax for styling all forms of writing on GitHub.



As part of project documentation, this diagram communicates the steps required for digitizing the design research and synthesis content, as well as shows relevance of these files in the documentation repository.

BBCube

A Tabletop game that requires two players to form a single-color cube with 27 smaller cubes; while being blindfolded and instructed by their teammate.

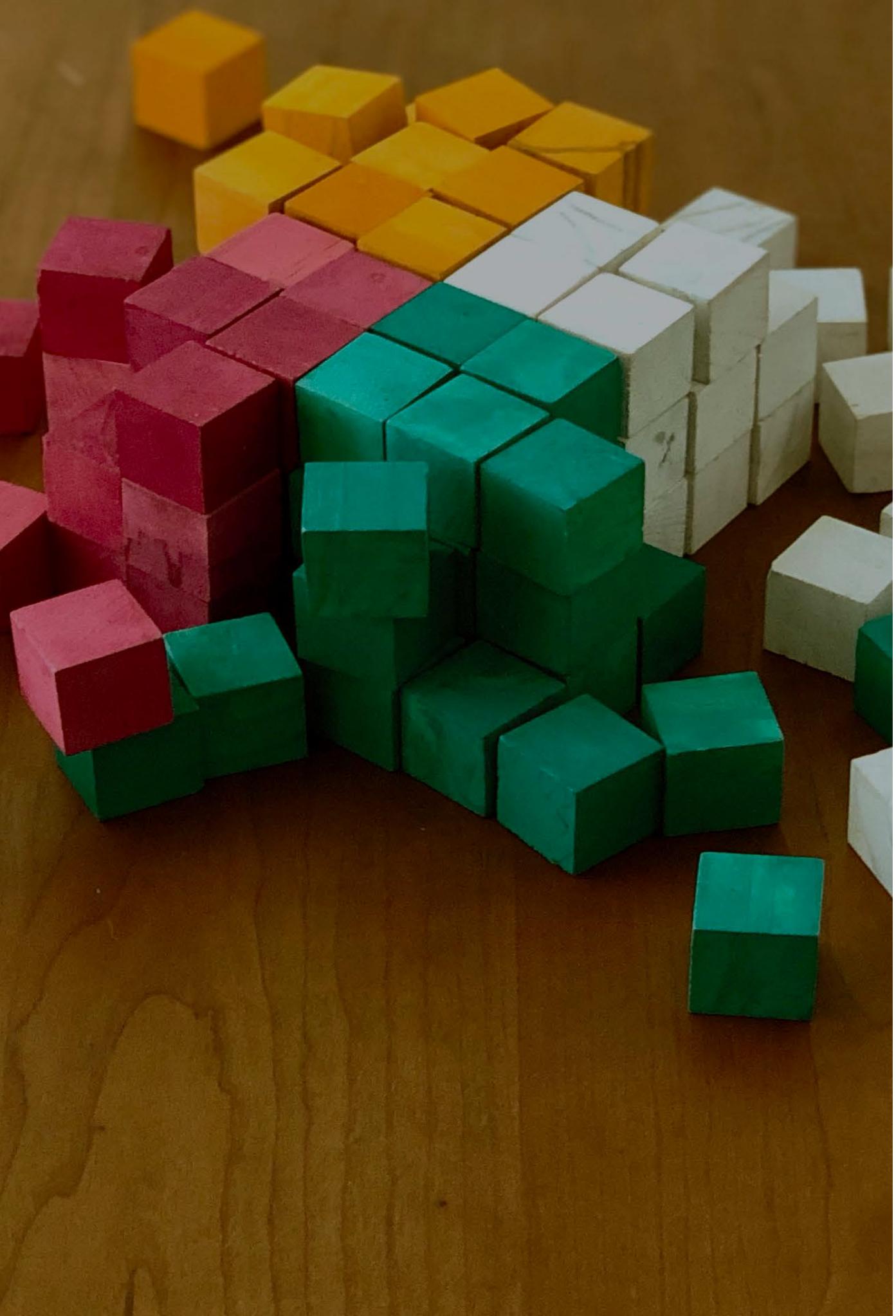
1 week, 2015

Group project (Diana Chavez and Weiwei Hsu)



1. Pick Color

Form two teams of two and pick a color as a team



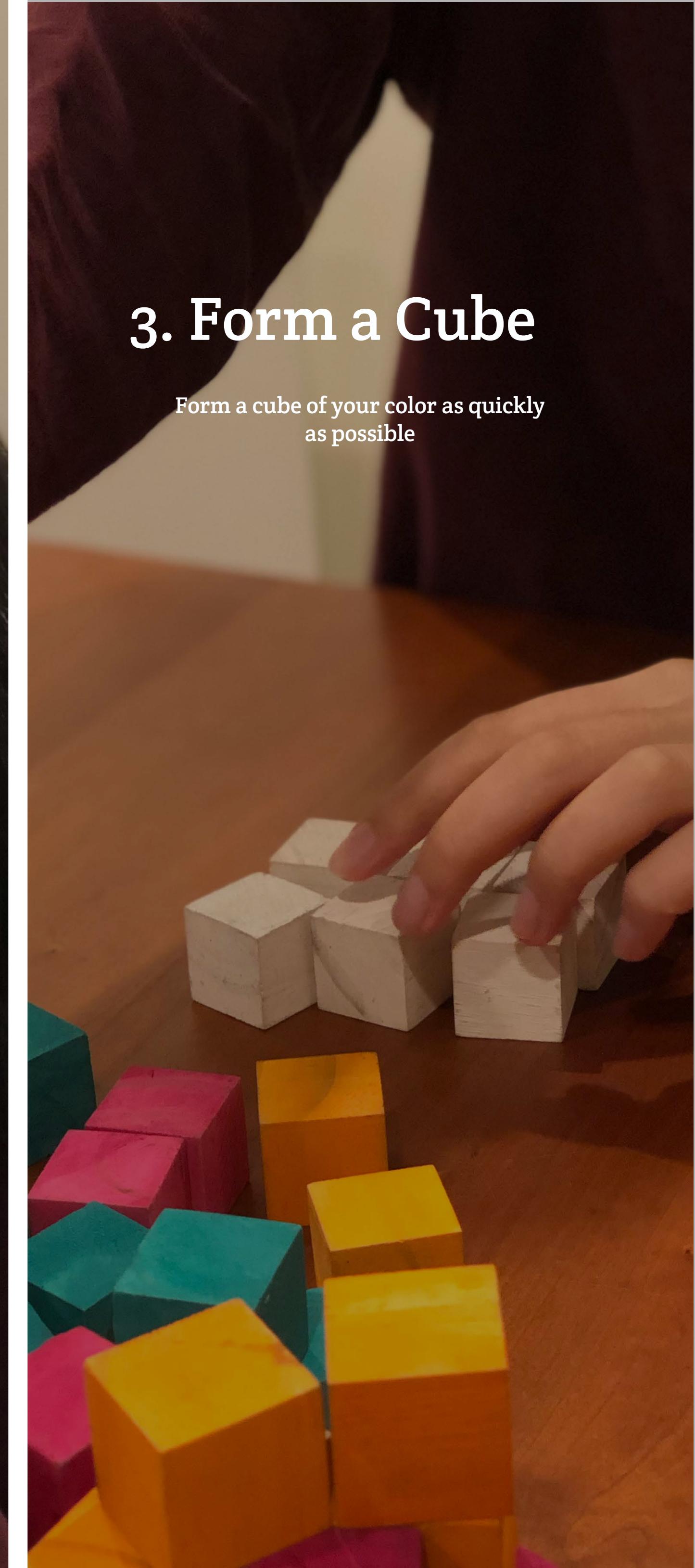
2. Get Blindfolded

Have one player on each team be blindfolded to start the game



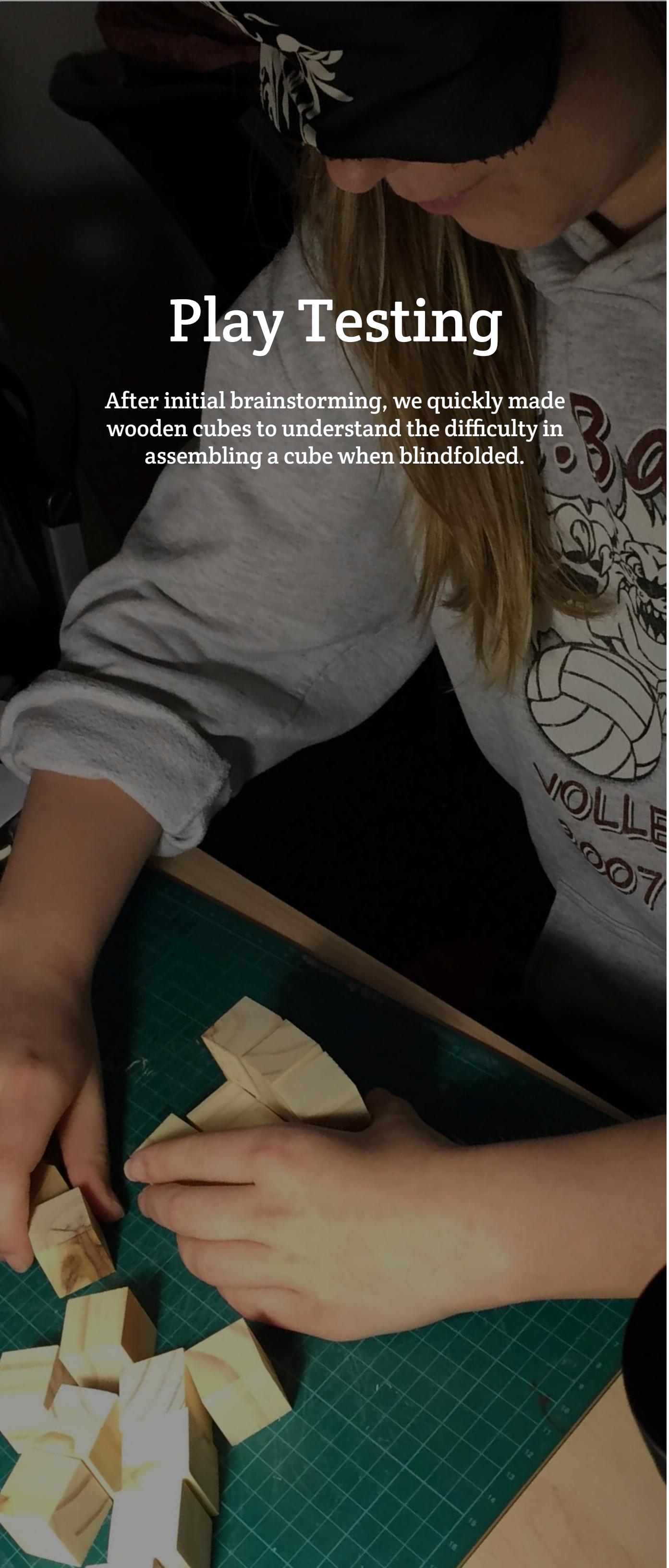
3. Form a Cube

Form a cube of your color as quickly as possible



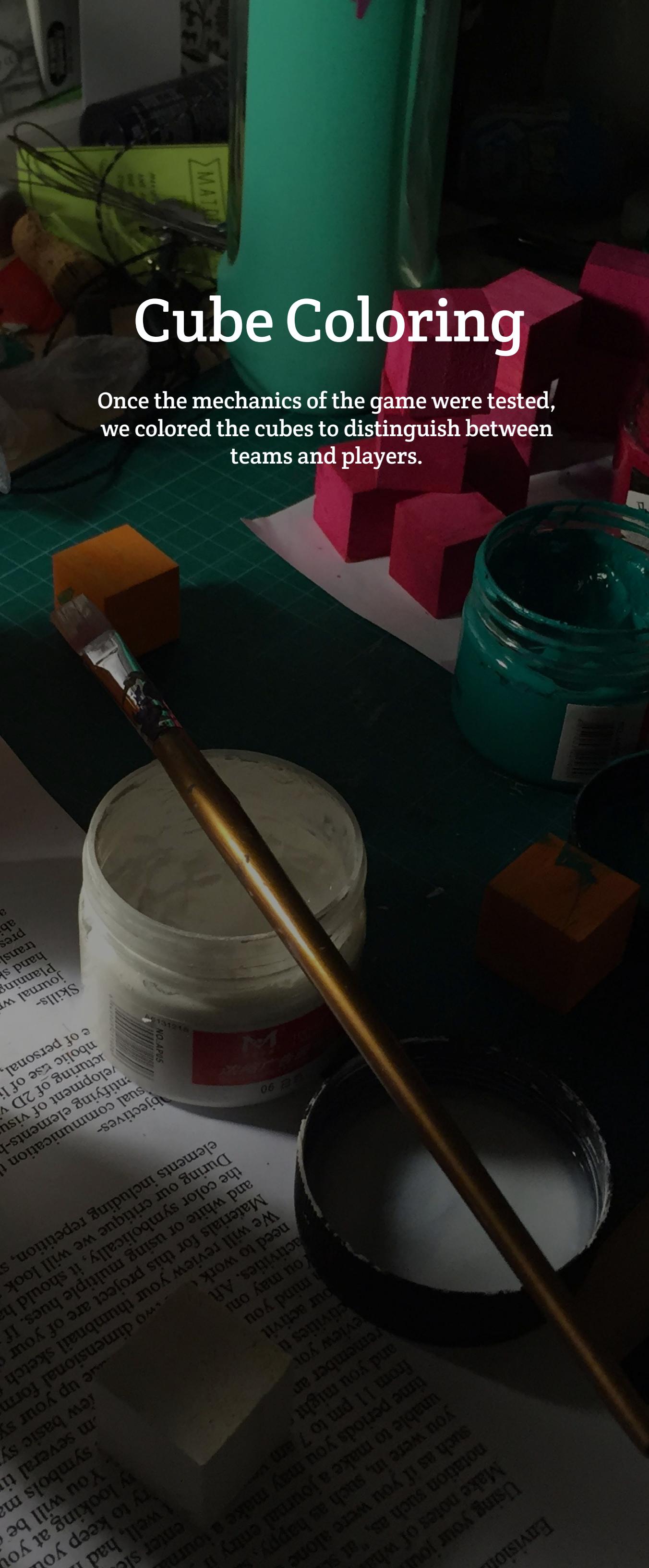
Play Testing

After initial brainstorming, we quickly made wooden cubes to understand the difficulty in assembling a cube when blindfolded.



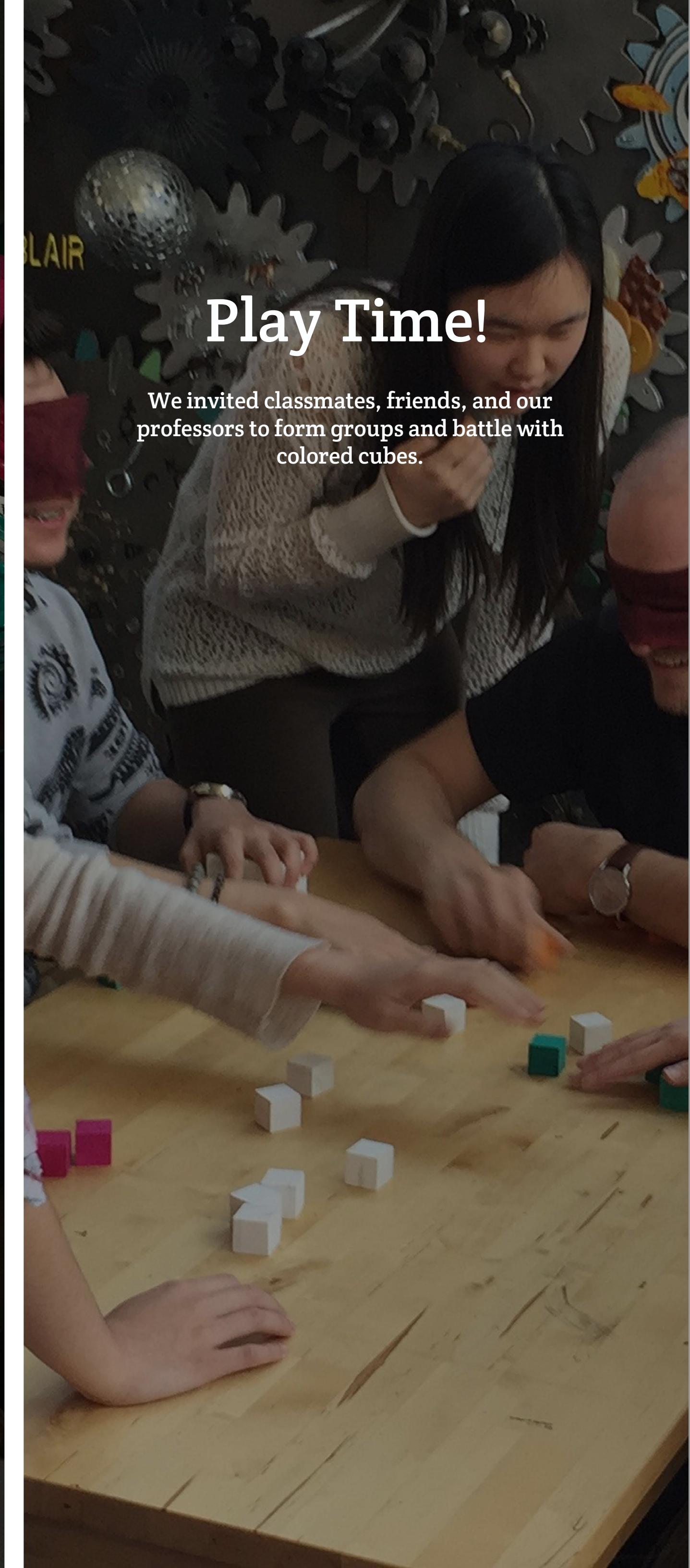
Cube Coloring

Once the mechanics of the game were tested, we colored the cubes to distinguish between teams and players.



Play Time!

We invited classmates, friends, and our professors to form groups and battle with colored cubes.





Secret Project

Directed by AIGA Medalist John Bielenberg, Secret Project is an experimental education program that uses the Think Wrong methodology. Since the summer of 2015, I have expandedv

Since 2015



Kickstarting the 7-day Think Wrong blitz by the river.



Co-presenting the Think Wrong introduction with William Felker.



First bamboo bike test built in our new shipping container lab.



Applying supergraphics 'Moonshot' to the lab.

I ' M
W E I W E I
H S U

Hello again

—
Thanks for stopping by

—
Instead of letting the future
'happen' to us, let's forge our
path responsibly, for a more
humane environment.

T O B E
C O N T I N U E D
...