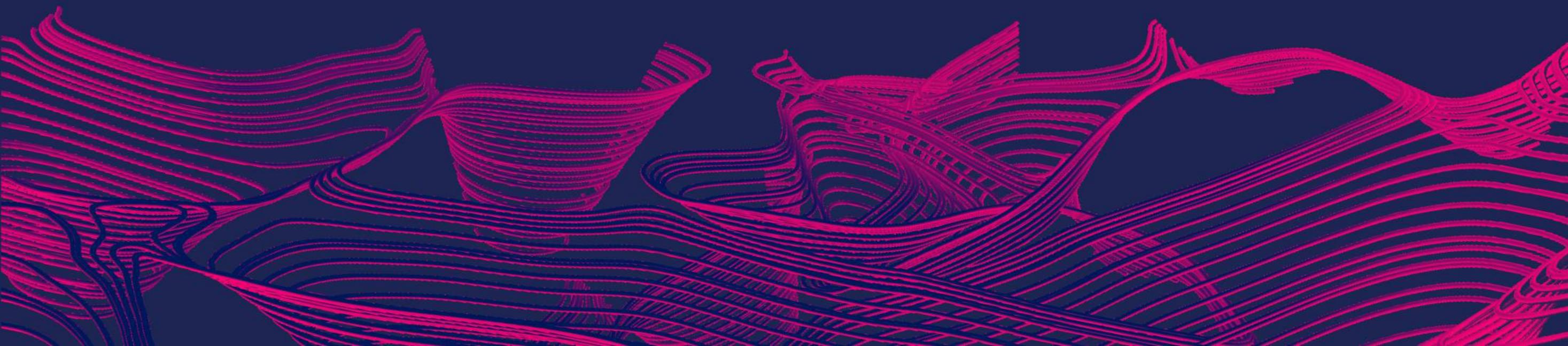


Hello, my name is
Weiwei Hsu.

portofolio | summer 2018



| EDUCATIONAL EXPERIENCE

2014 - 2018

California College of the Arts

BFA in Interaction Design, with distinction

Teaching assistant to Hugh Dubberly for the Masters in Design course on Systems.

Co-chaired the IxDA Student Chapter. Organized open-to-public events with Directors and Partners from Autodesk, Khan Academy, Google, GV, Volume SF.

Co-created a digital campus, call Max CCA, that 80% of the students are participating in.

Co-created a trading group, call The CCA Underground, that has hosted 900+ trades.

Recipient of the Excellence in Student Leadership prize.

| PROFESSIONAL EXPERIENCE

Currently

Dynamicland

Interaction Designer (Contract)

Researching spatial computing and incubating a humane dynamic medium. Assisting with internal and external communications.

Summer 2016

Fjord

Interaction Design Intern

Worked on projects ranging from government systems to internal tools to medical. Focused on researching and modeling information systems and interfaces.

2015 - 2017

Think Wrong Workshops

Project Manager

Produced and co-facilitated three week-long workshops in Taiwan based on the Think Wrong methodology. Engaged with local universities through two-day intensive sessions.

2015 - 2016

XNode Accelerator

Product Design Intern

Focused on internal and external communication of company's vision. Initiated and delivered weekly design digests to the team for internal growth, produced creative promotional materials, and wrote articles for their publication.

| TOOLS

Sketch

Photoshop

Final Cut Pro

Principle

Illustrator

Cinema 4D

Framer

InDesign

Rhino

Keynote

HTML / CSS



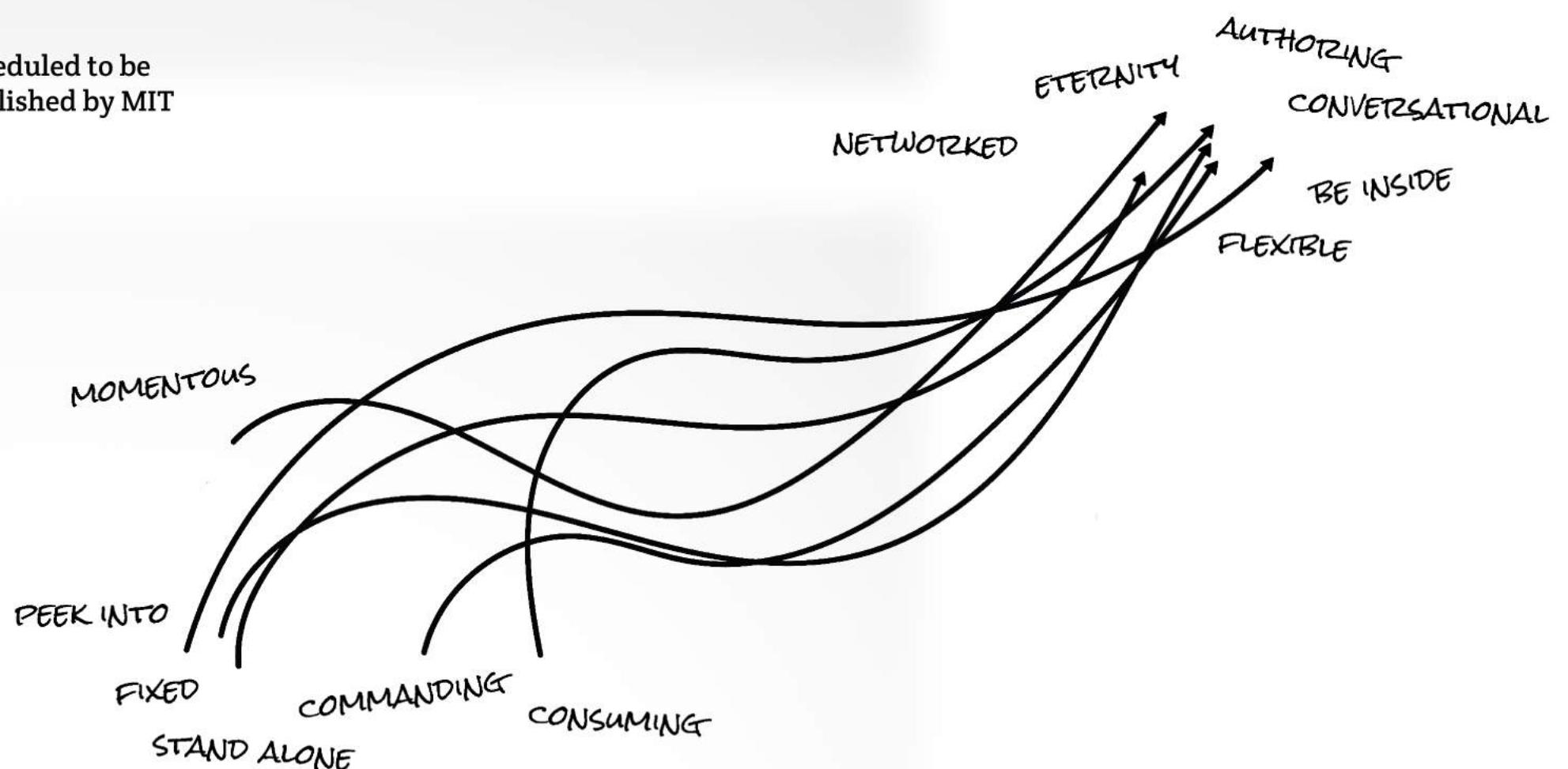
The “Space” of Computing

Trending technologies often dominate tech news and influence what we believe is possible and probable. This has compelled me to chart a space of alternatives in the computing world for my senior thesis.

30 weeks, 2018



Scheduled to be
published by MIT



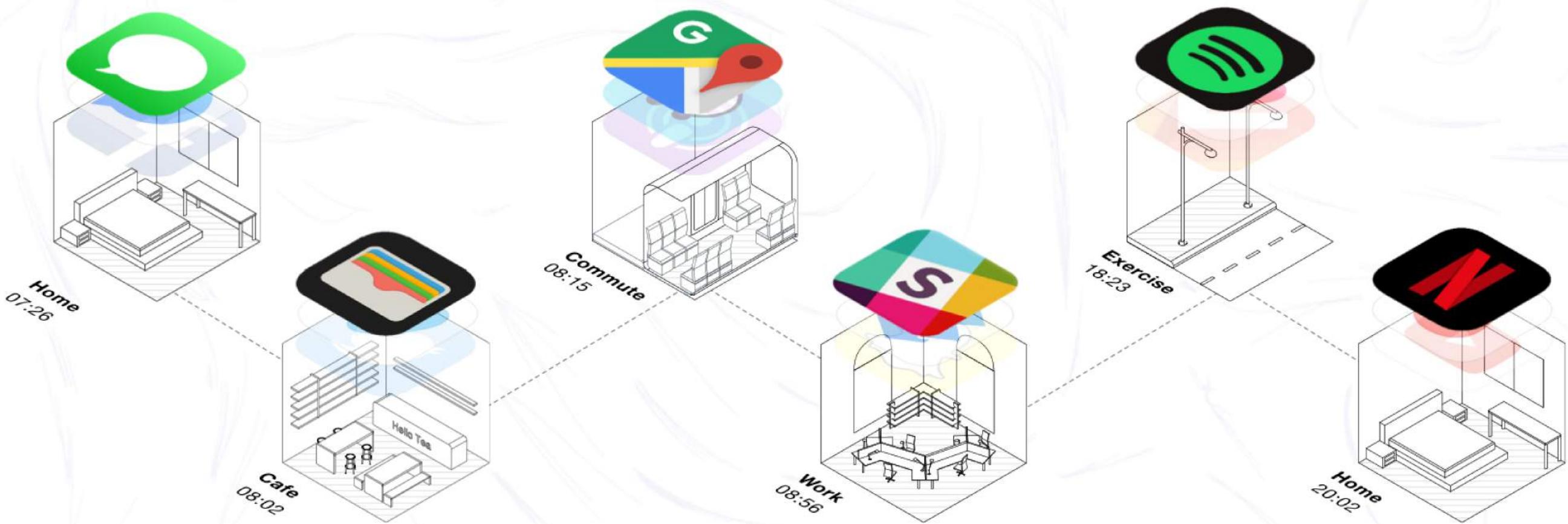
A Digestable Message

The illustrated zine invites everybody to consider other computing capabilities. It is a friendly and engaging way to render alternative paths, to a more humane relationship with the digital.



The Digital is the Physical

Today, we often find ourselves swiping restlessly on a glowing rectangular screen. However, rectangular screens don't have to be the future. We can imagine other possible futures, by searching and tracing our own paths, on our own terms.



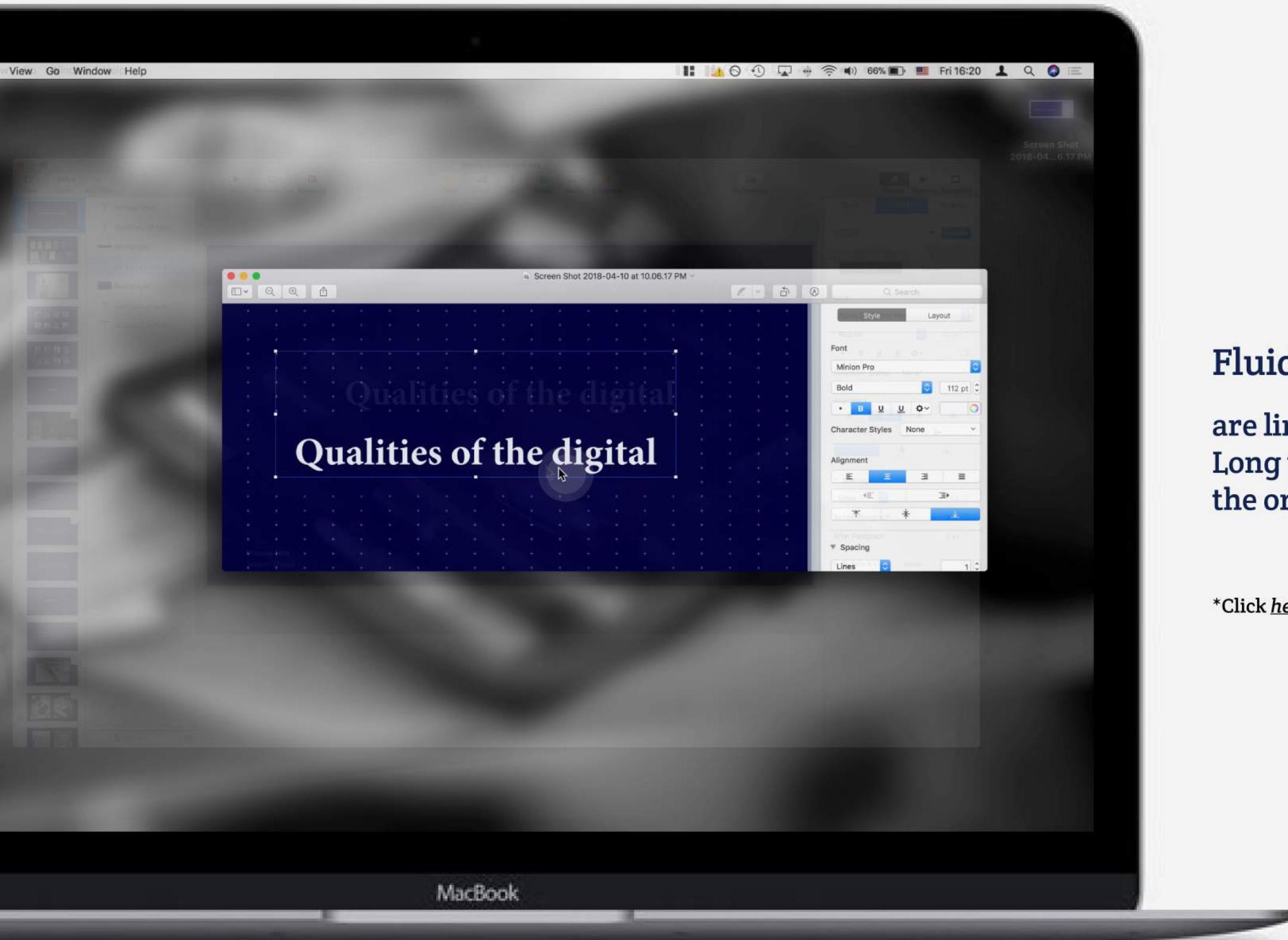
Product Analysis

By diving into an investigation of existing products and methods, I understood how products of different kinds strive and fall short in providing a graceful environment for us to learn, communicate, and experiment.

No More Dead Screenshots

Today, screenshots are dead files, meaning that they are static. How can we architect file structure so that formats aren't restraining?





Fluid Screenshots

are linked to their source files.
Long tap on a screenshot to open
the original file.

*Click [here](#) to view the gif animation

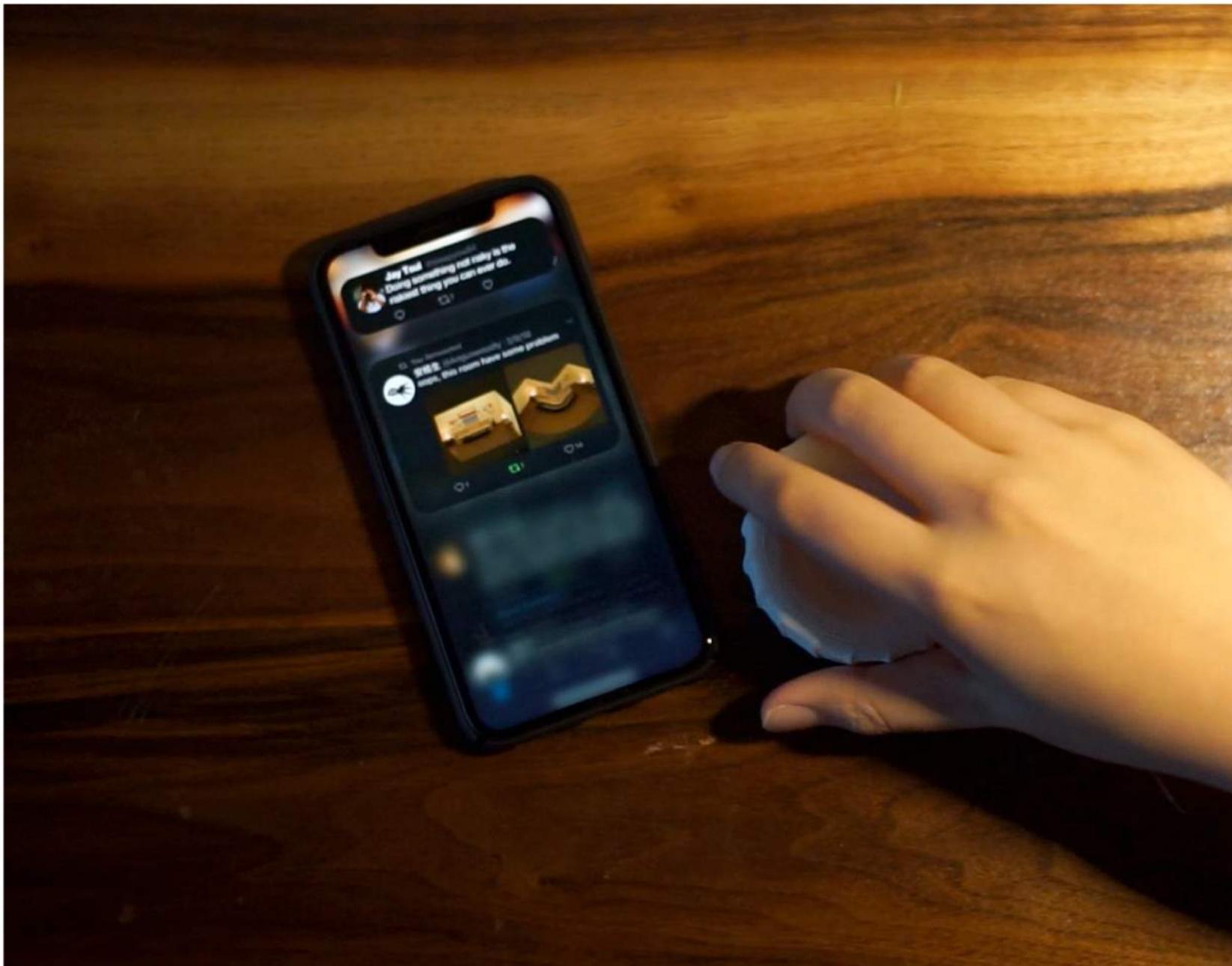
case study 01



Don't Trap Products in Time

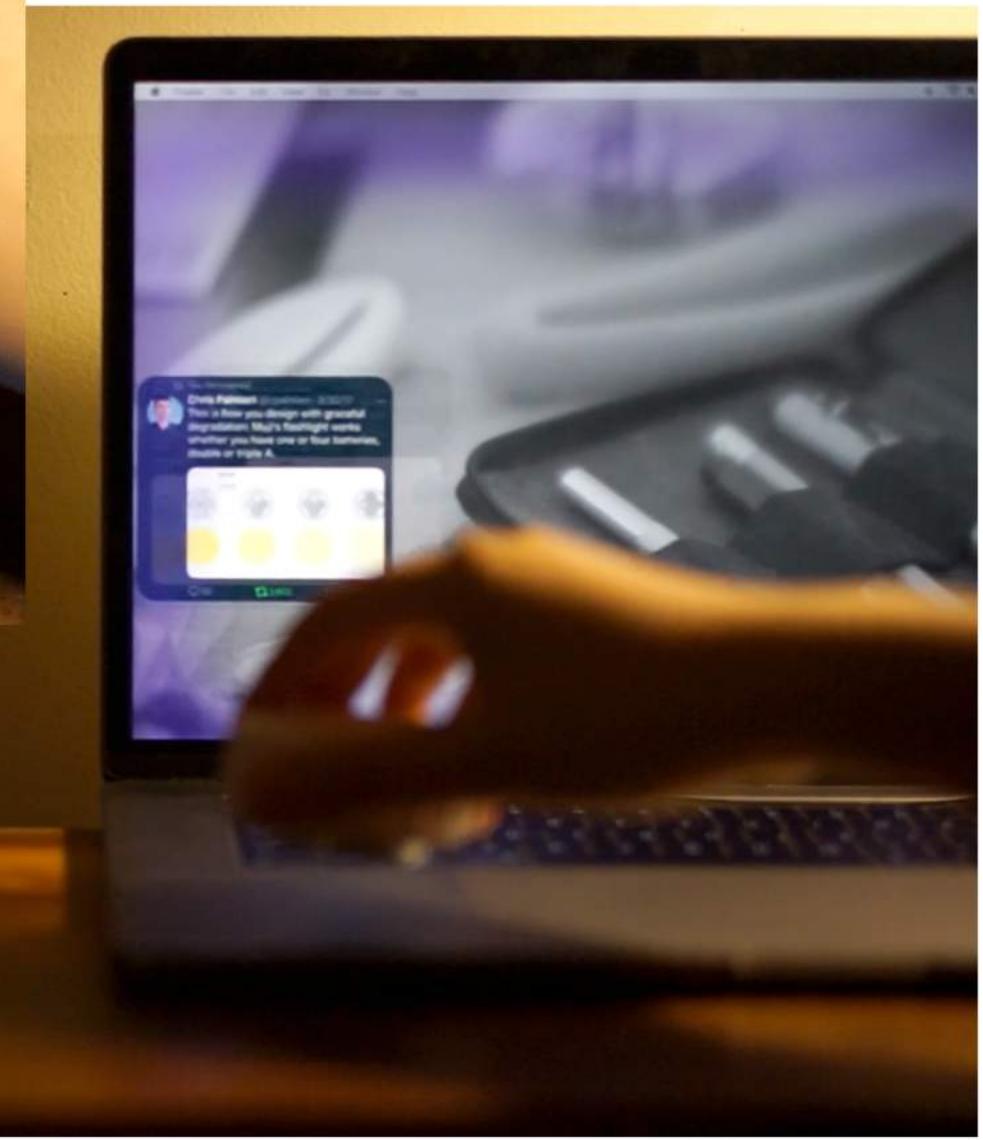
Currently, a lot of the products are not graceful with time. How can an interface enable us in revisiting our digital footprint?

case study 02



Time-sensitive Dial
helps you activate time machine mode on any software and any device by pointing to it.

*Click [here](#) to view the gif animation



case study 02

The Landscape of Sleep

How does our attitude toward sleep influence how we sleep? How does our sleep impact our physical and emotional well-being throughout the day?
A longitudinal research study.

8 weeks, 2016
Group Project (Andy Shimmin, David Dang, Weiwei Hsu)



Understanding Sleep

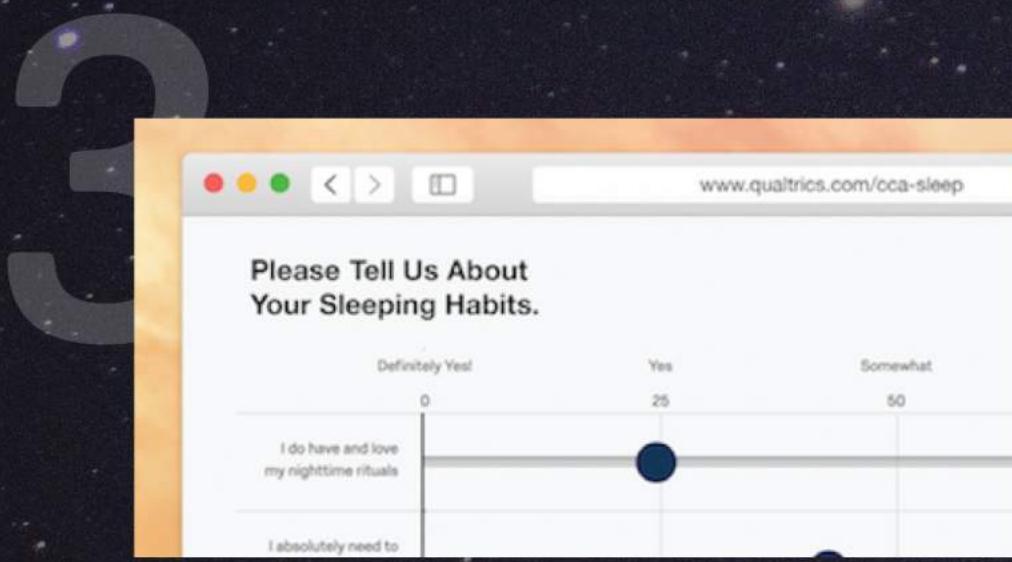
By combining quantitative and qualitative research, the information collected provided a more holistic view on how people approached bed-time.



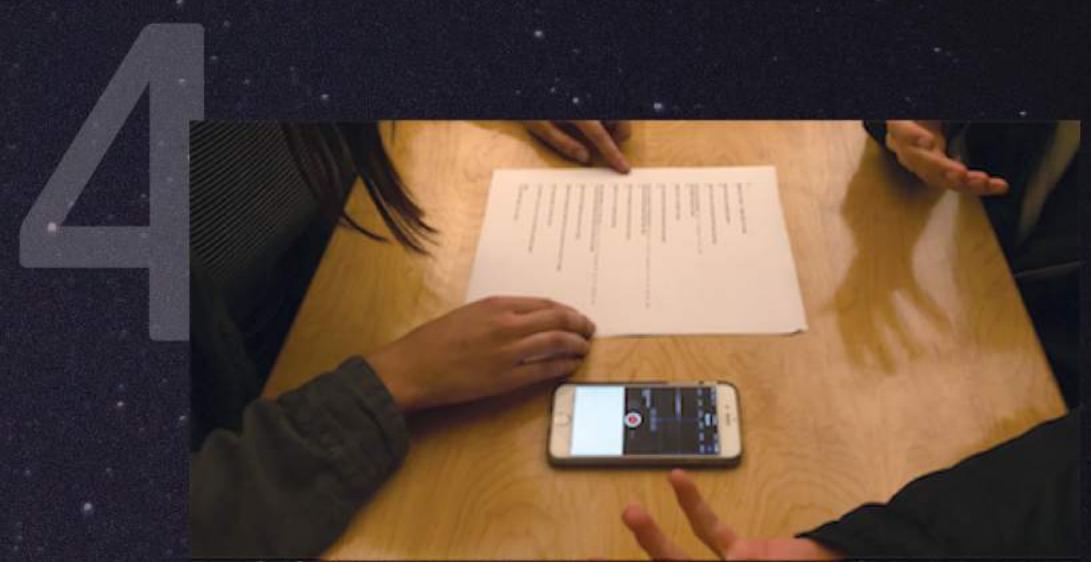
Logging emotions through scheduled text prompts



Tracking bed time with Sleep Cycle



Understanding sleeping habits through survey



Diving into sleeping attitudes through interviews

Different Sleeping Attitude

After synthesizing the data, two very distinct groups of sleepers emerged, each defined by their attitudes toward sleep and sleeping habits.

PLEASURE SLEEPERS

sleep because they want to.



AVERAGE

BED TIME: 12:21 am
WAKE TIME: 7:39 am
TOTAL: 8h 14m

HENRY B.

“A good night sleep is a delicious night.”

FUNCTIONAL SLEEPERS

sleep because they have to.



AVERAGE

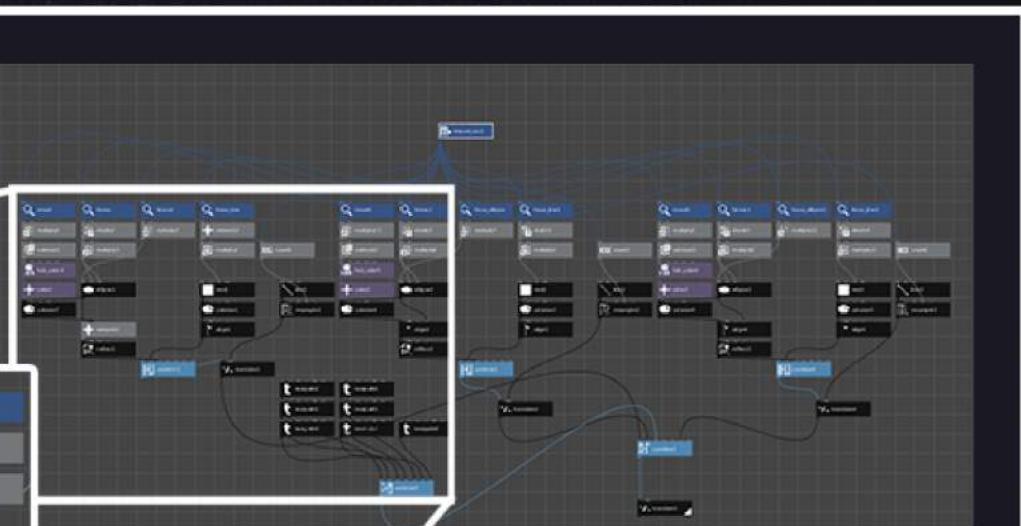
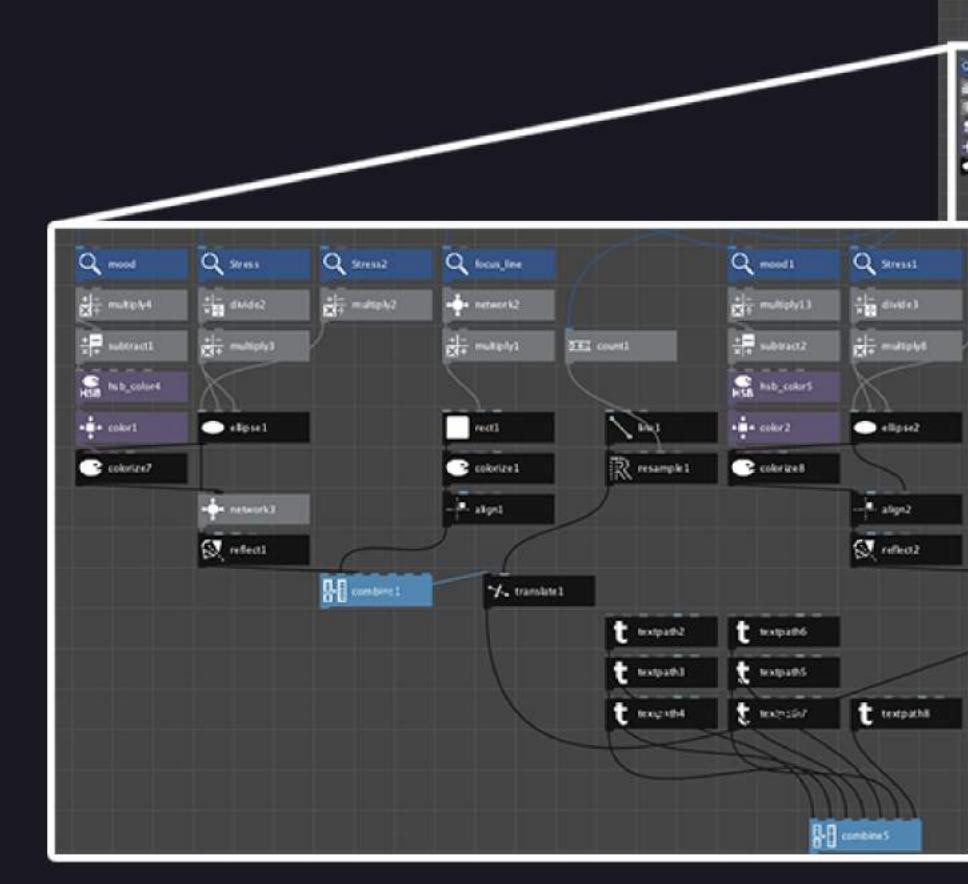
BED TIME: 3:16 am
WAKE TIME: 8:01 am
TOTAL: 3h 32m

JENNIFER K.

“If I didn’t have to sleep, I wouldn’t.”

Extrapolating Sleep

To make sense of the logs, we were tasked to visualize the relationship between sleep, mood, stress, and focus.



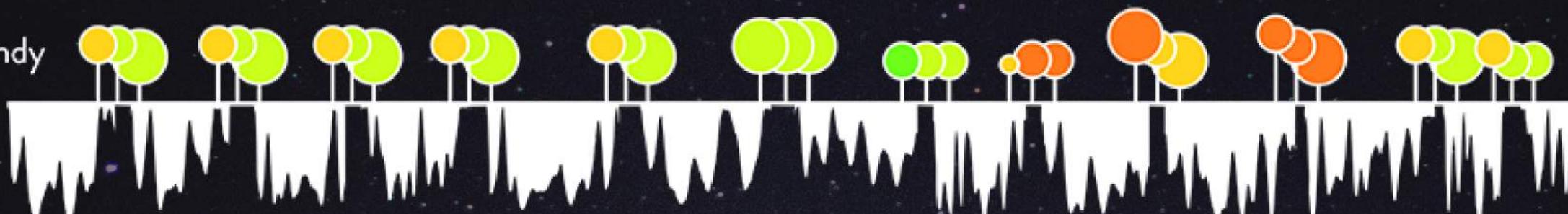
Sleep is an Investment

In these linear graphs, we are able to see that the deeper and longer one sleeps, the “greener” the trees would grow the next day. In conclusion, if we prioritize sleep, we have a higher chance of handling stress and focus well.

Jennifer



Andy



Elissa



Henry



Visualizing Sleep

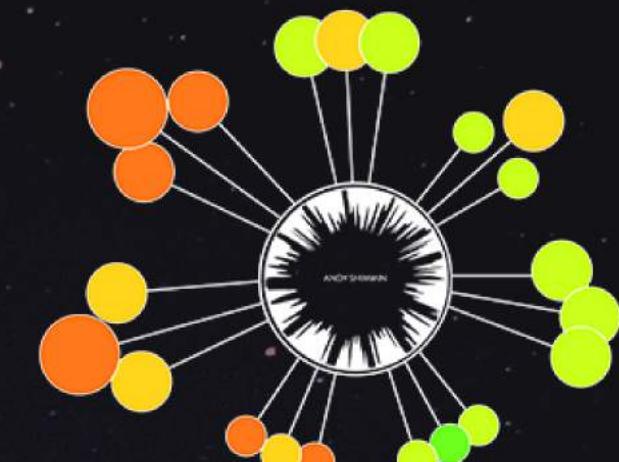
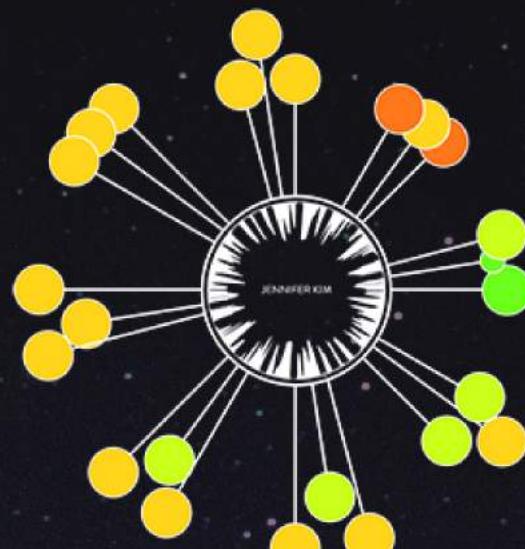
By assigning each key a visual aid, we were able to visualize the relationship between the day and the night in both radial and linear graphs.

MOOD



Cheerful

Angry

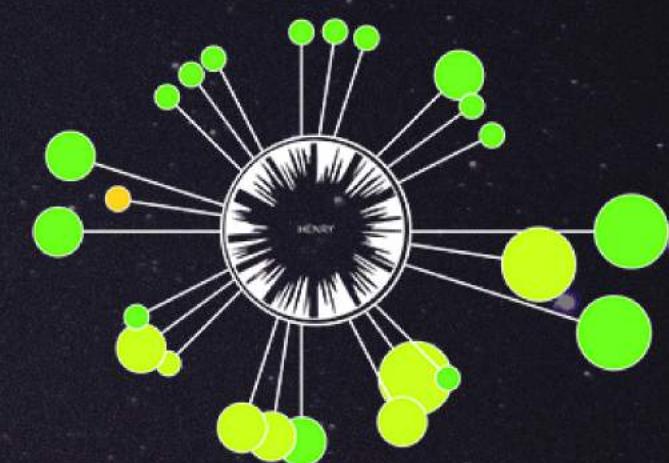
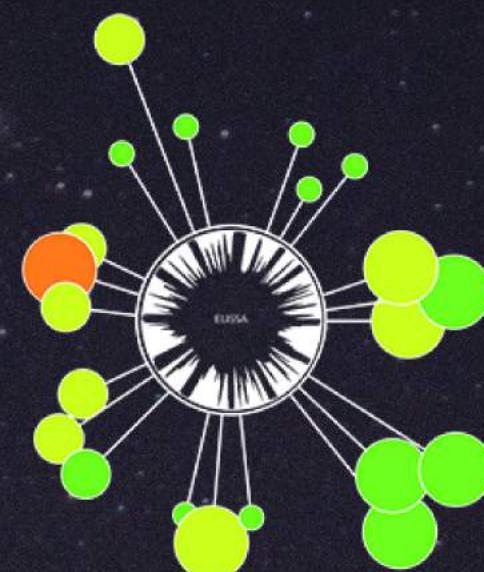


STRESS



Light

Heavy



FOCUS



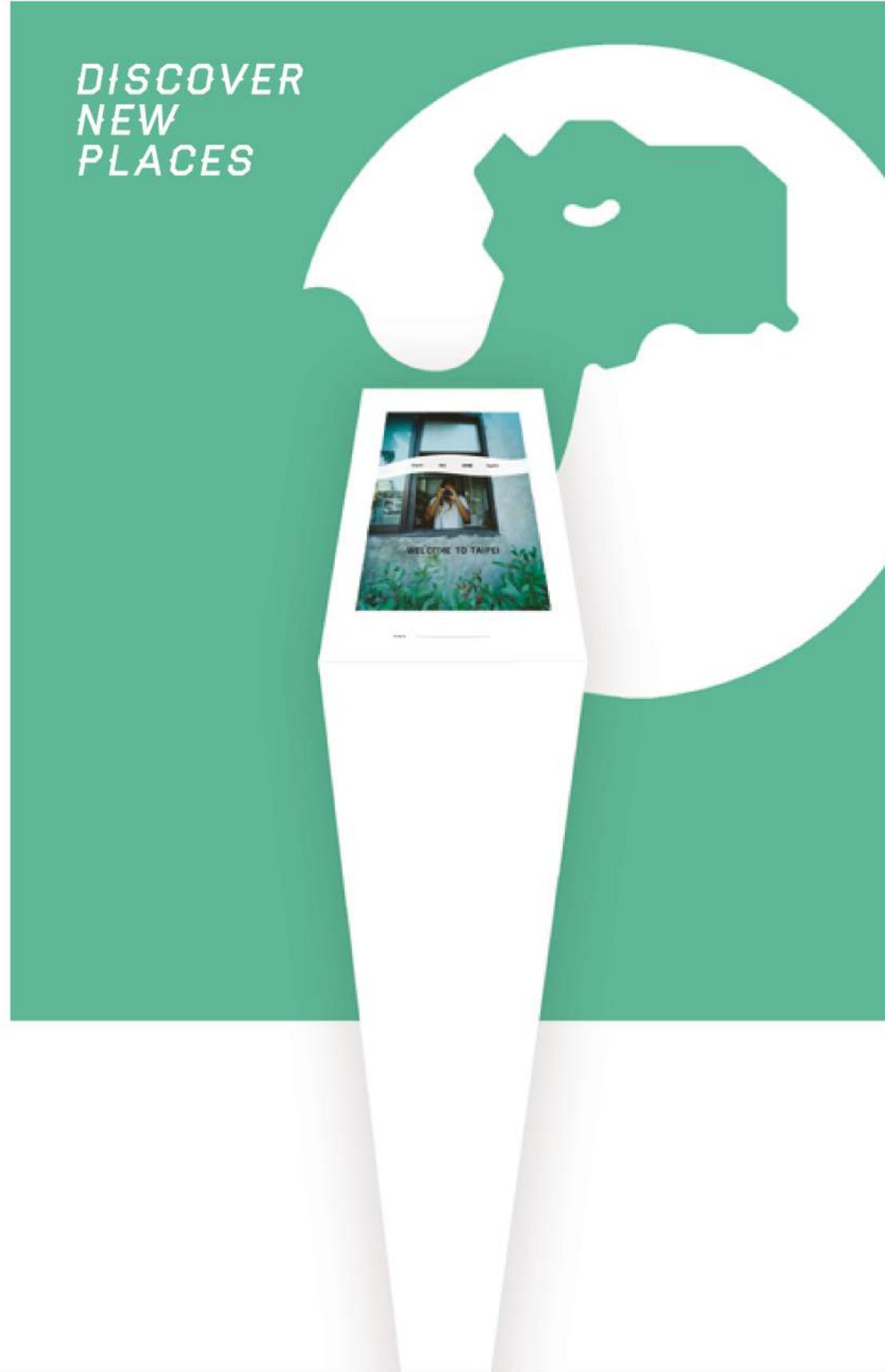
Unfocused

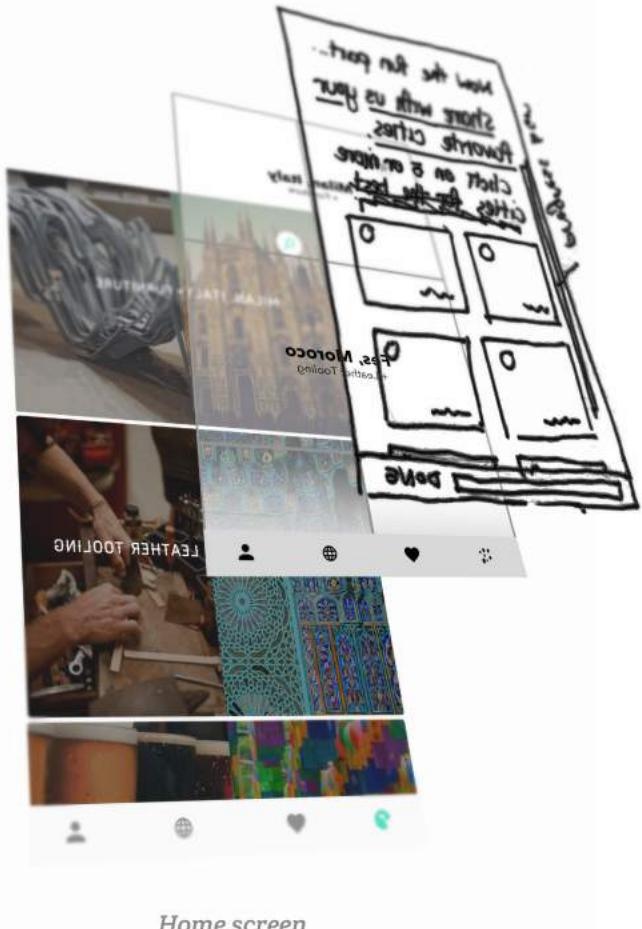
Focused

Creator Caravan

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

10 weeks, 2015

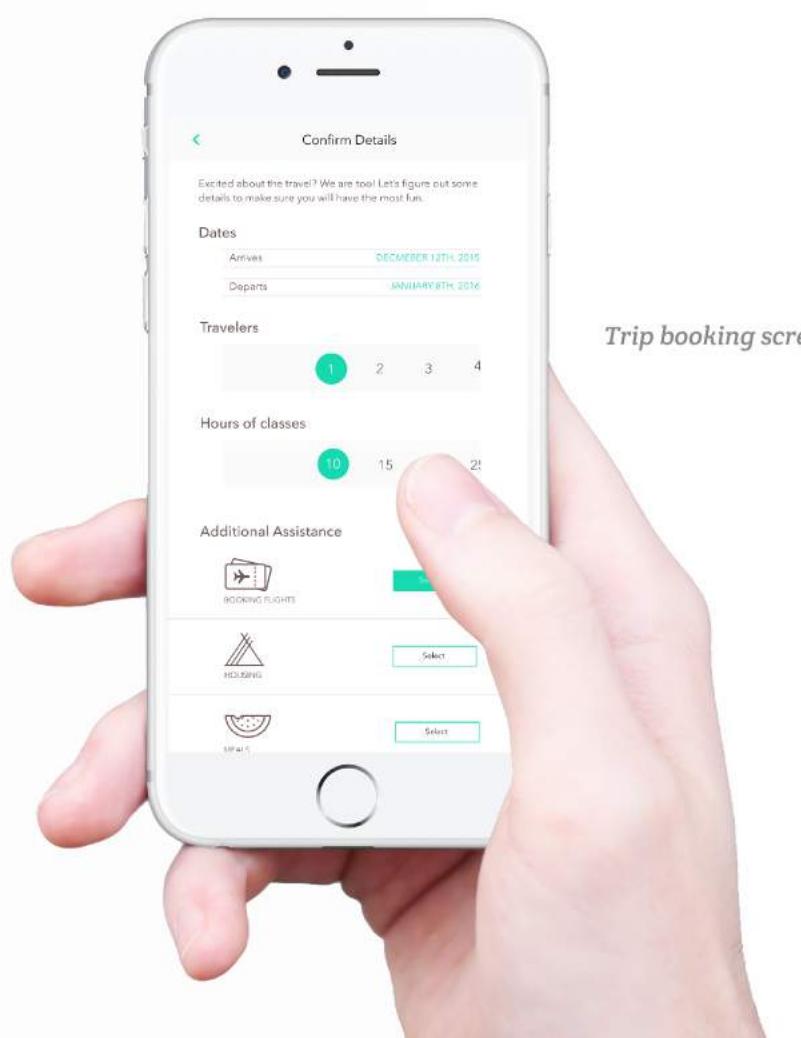




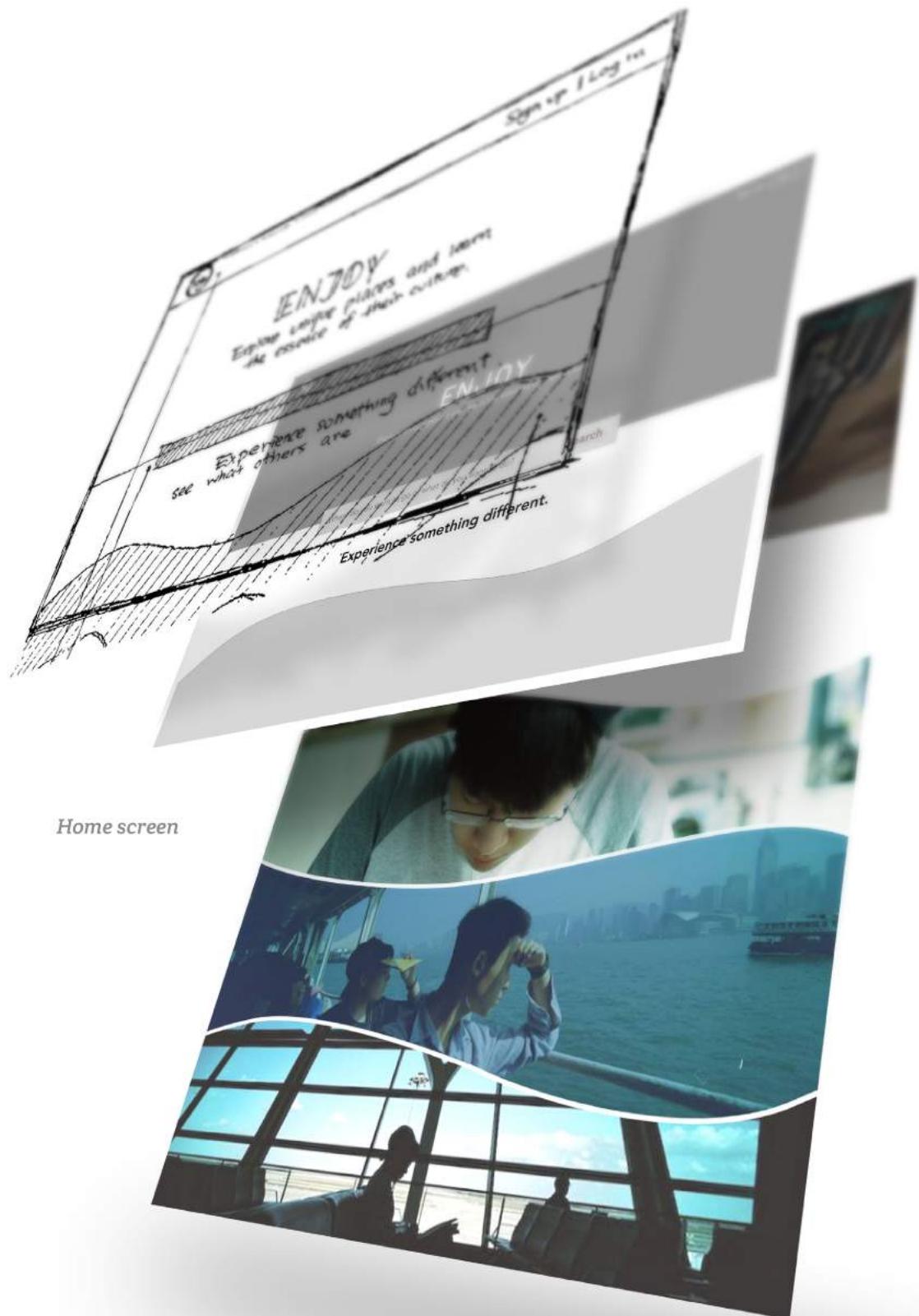
Home screen

Discover & Book

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



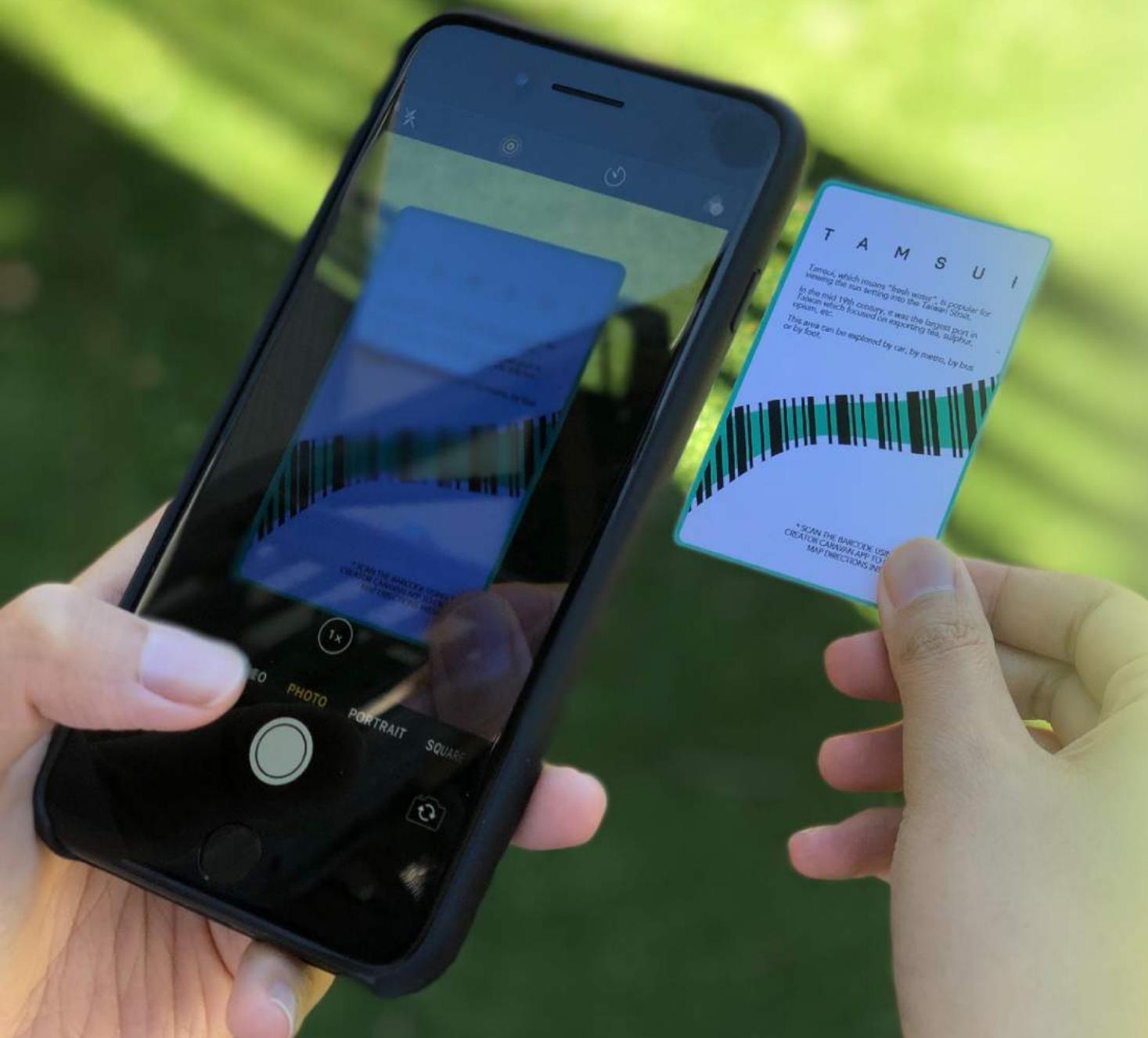
Trip booking screen



Home screen

Tactile + Memorable

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.



Cope with Woke

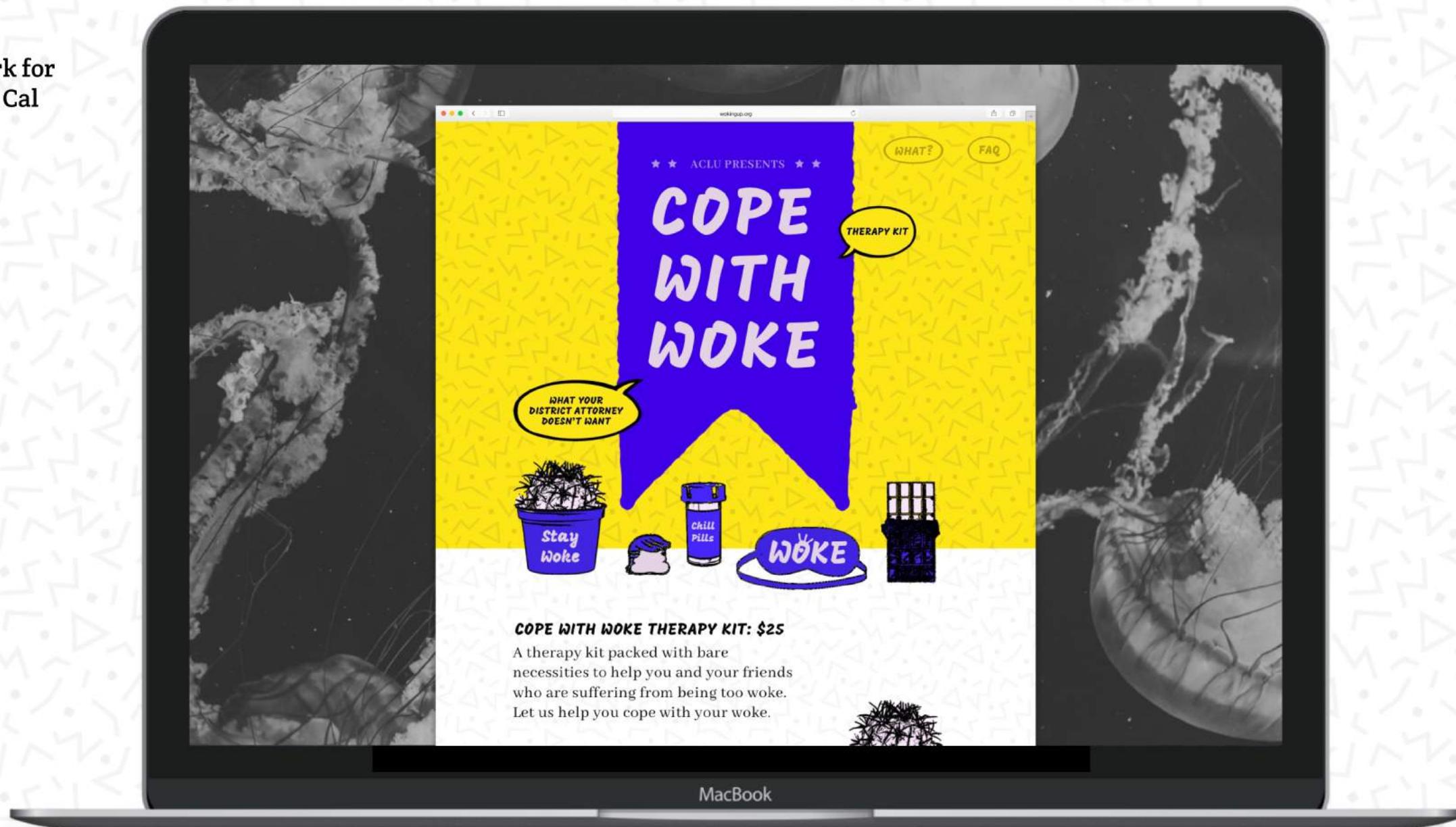
Cope with Woke is ACLU NorCal's awareness campaign to reach, educate, and involve young adults in their District Attorney's election, by incorporating humor and political content together.

8 weeks, 2017

Group project (Melissa Kim and Weiwei Hsu)



Client work for
ACLU Nor Cal



Double Meaning

“Young adults” are drawn to information that is relatable, shareable, colorful, consumable, ironic and resonates with their values.

To catch the attention of our audience, each item in the “Woking Up” therapy kit was given a double meaning.

Criminal Justice is the subject no one wants to touch. Dare to touch it.



Therapy Cactus so you can comfort it (and yourself) while you watch SNL & Last Week Tonight.



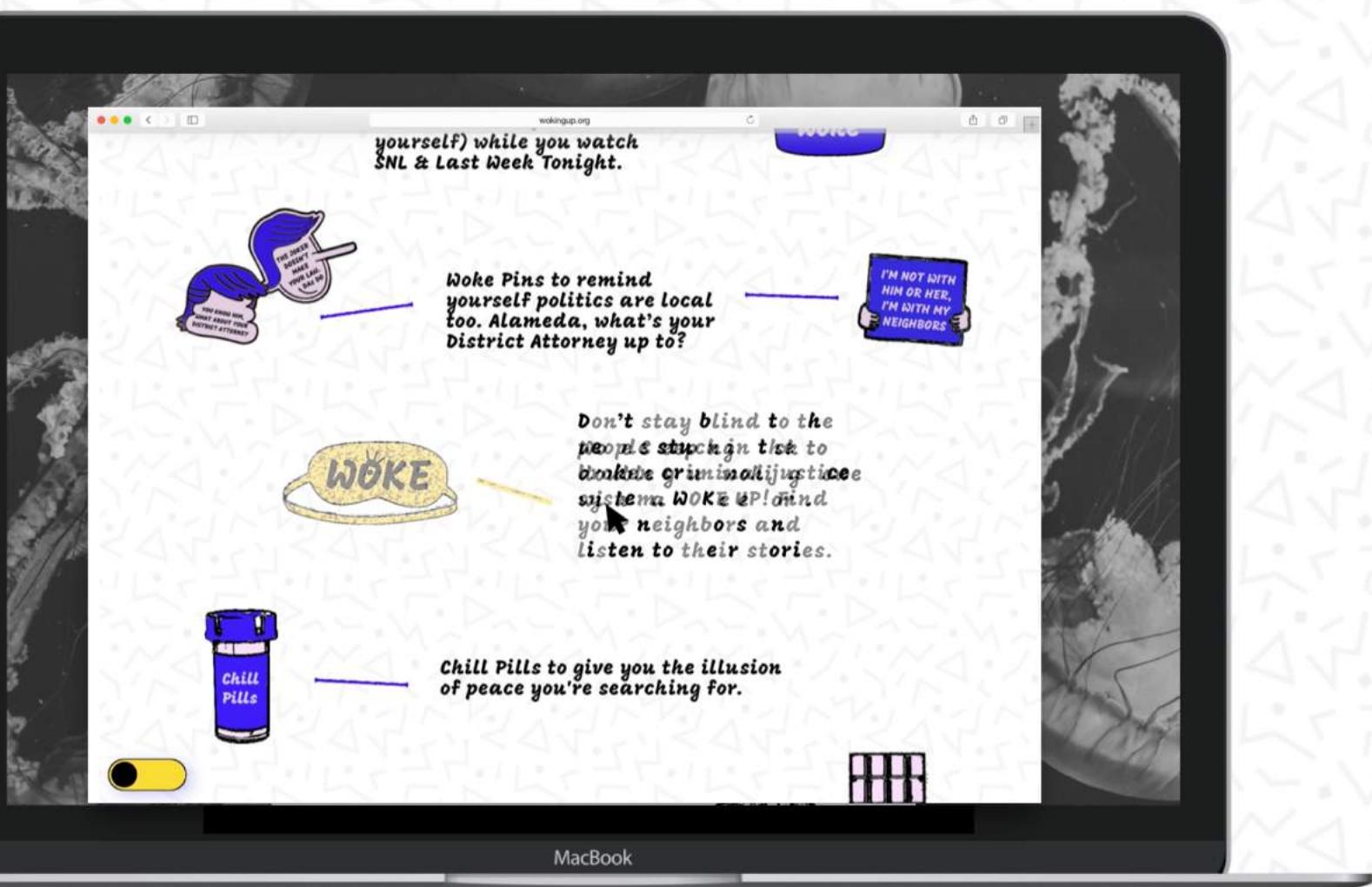
The image features a dark blue background with a large, white, abstract shape in the center that looks like a mountain peak or a stylized letter 'M'. In the top right corner, there is a yellow circular button with the word 'FAQ' written in black capital letters.

Informative + Fun

At first glance, the website looks whimsical, however, the copywriting challenges the visitors to reflect upon their political view and encourages them to be actionable.

Embedding Hidden Messages

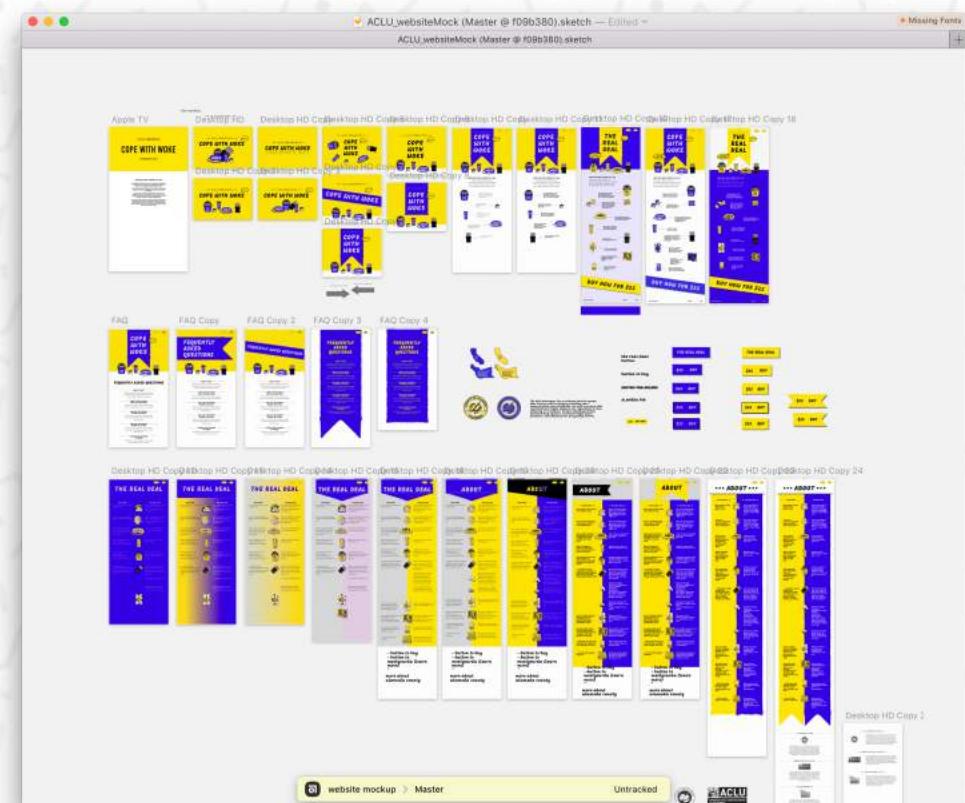
To incorporate double meaning into the web interface, we iterated and designed it so that viewers can toggle between the “Cope with Woke” and the “Real Deal” version of the campaign.

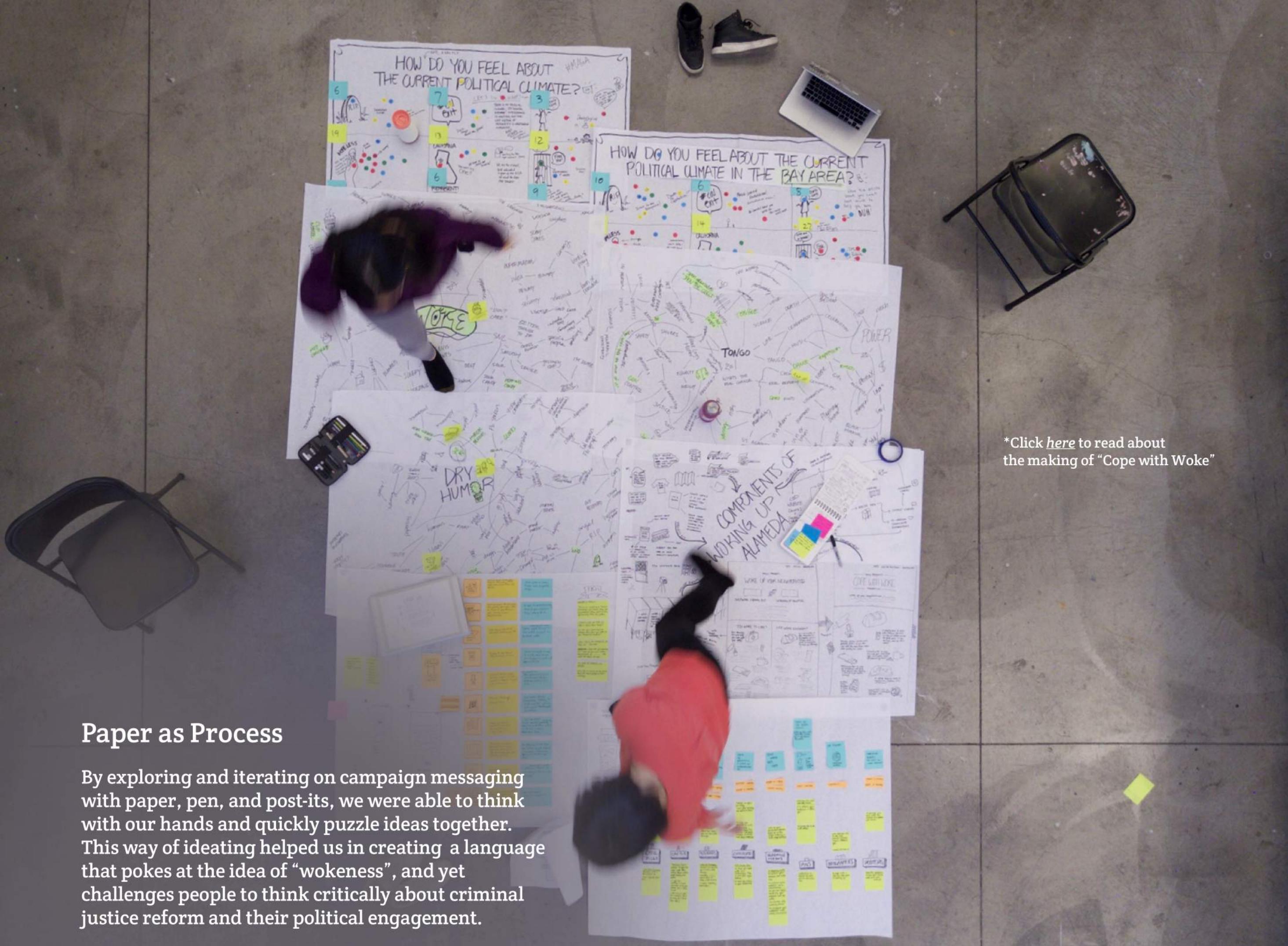


*Click [here](#) to view the gif animation

Discovering through Iterations

Rearranging visual and textual content into different combinations inspired novel ways of interacting with the campaign message.





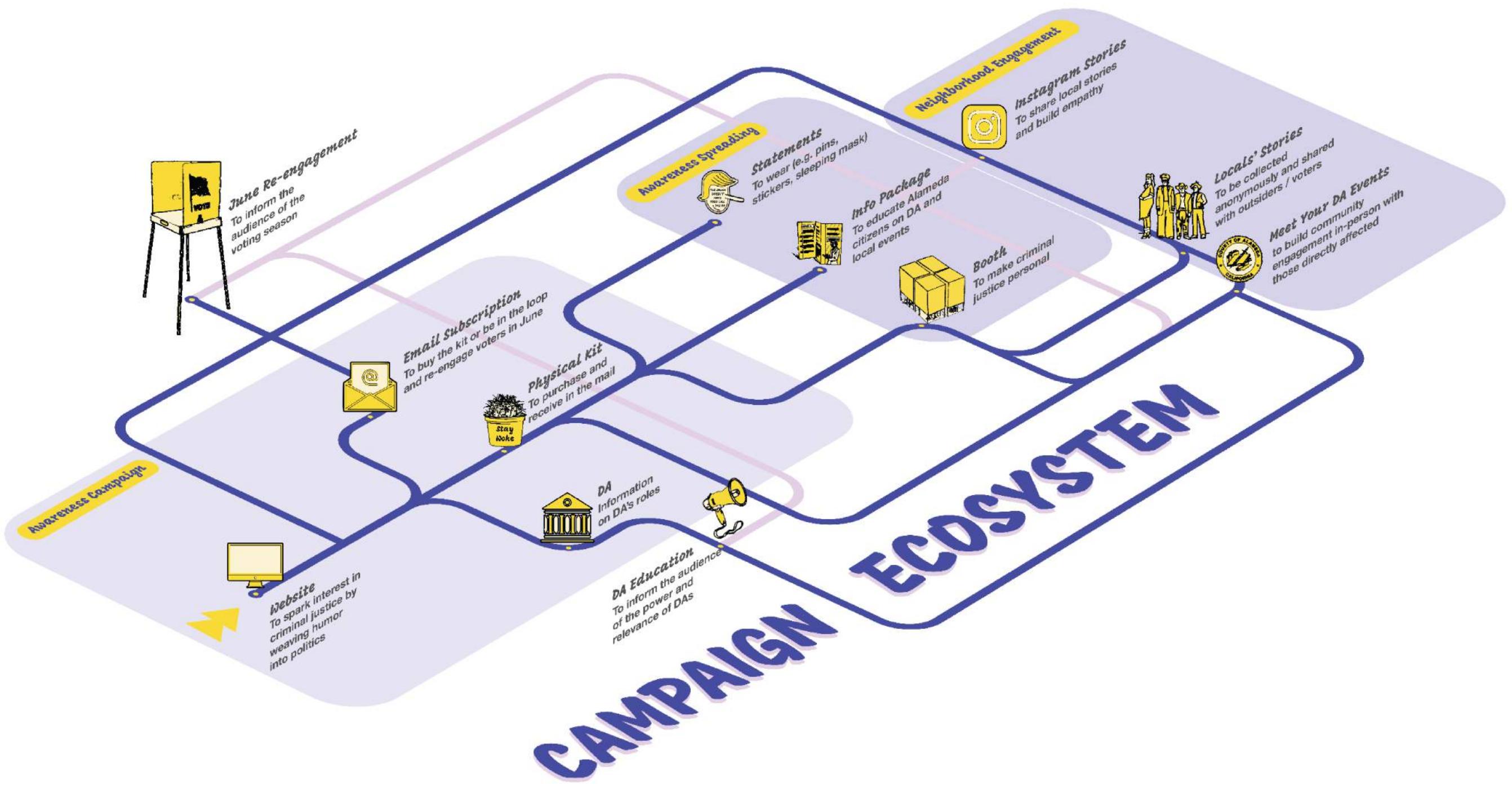
*Click [here](#) to read about
the making of "Cope with Woke"

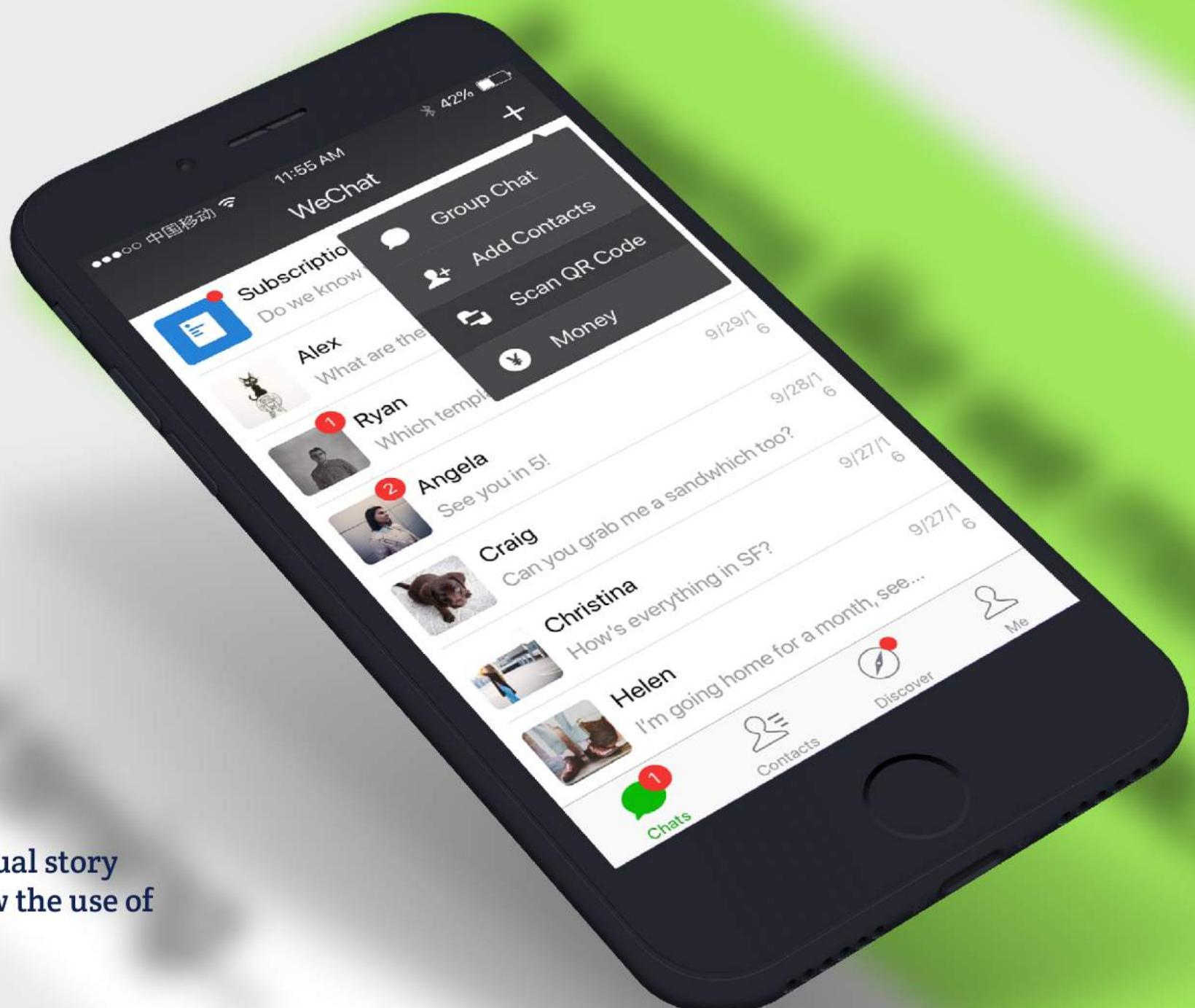
Paper as Process

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.



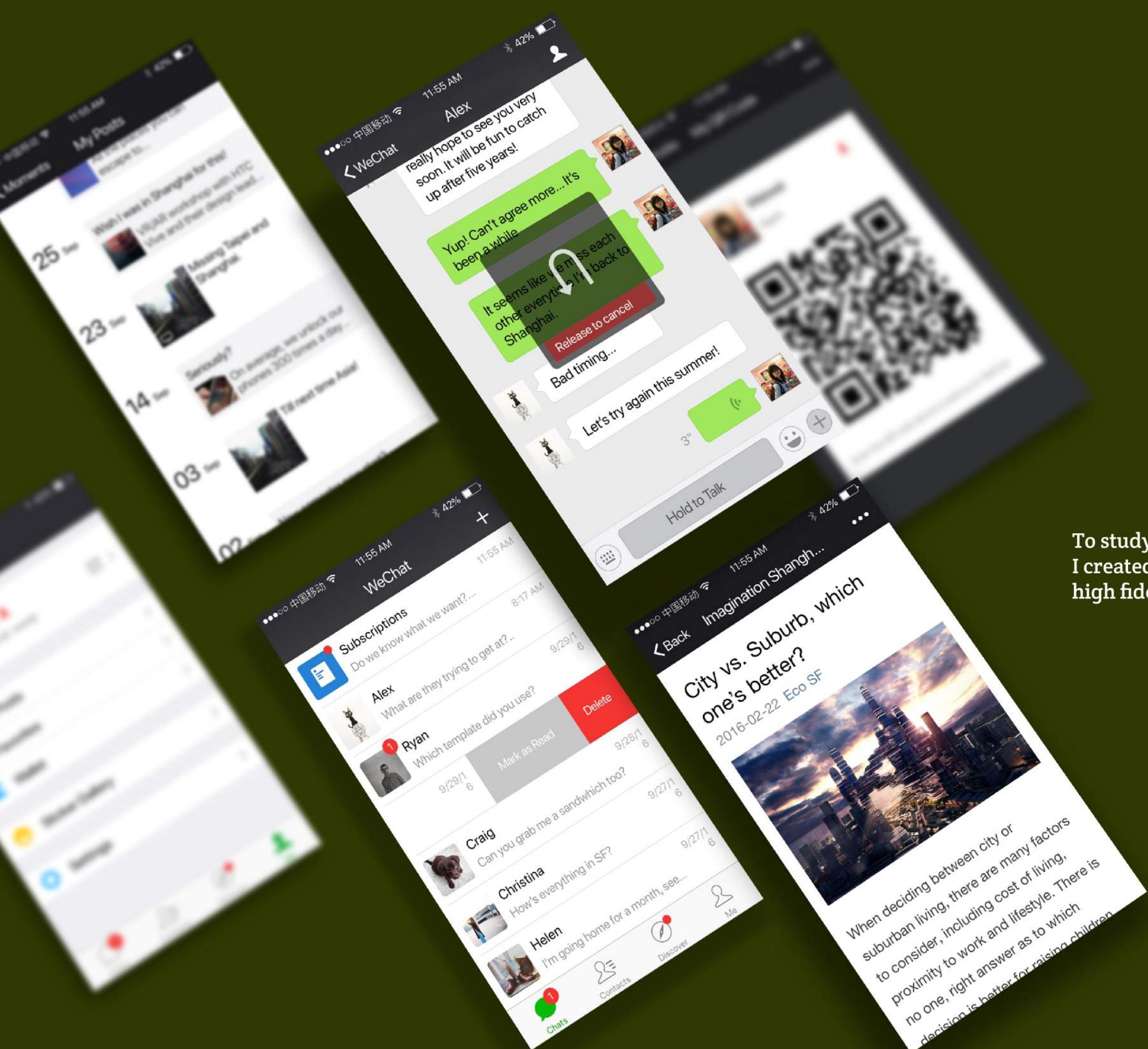


Recreating WeChat

Select an app and create a 2-minute visual story using Apple Keynote to effectively show the use of motion in app design.

2 weeks, 2015

To study the interactions,
I created wireframes and
high fidelity mockups.



Animating Wechat.key — Edited

View Zoom Add Slide Play Keynote Live Rehearse Table Chart Text Shape Media Comment Connect Alpha Collaborate Format Animation

Build In Action

Multiple Action

Show Actions

Build Order

1	Circle	Move
2	Circle	Pulse
3	Circle	Pulse
4	Image	Appear
5	Group	Disappear
6	Image	Appear
7	Image	Appear
8	Image	Disappear
9	Image	Dissolve
10	Image	Move
11	Image	Opacity
12	Image	Opacity
13	Image	Move
14	Image	Appear
15	Group	Rotate
16	Group	Move Out
17	Group	Move Out
18	Image	Appear

Start Delay
Multiple Values 0 s

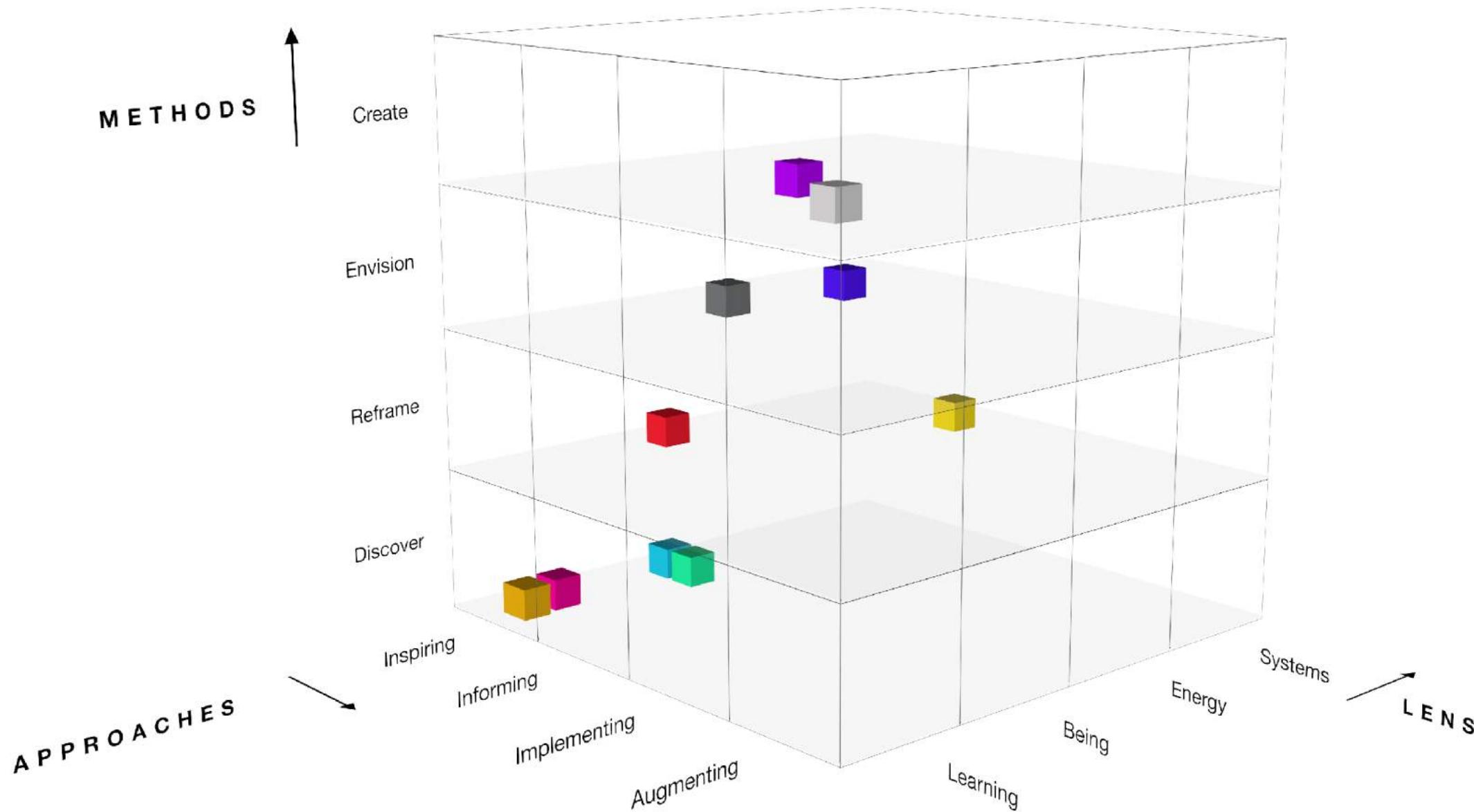
Preview ▶

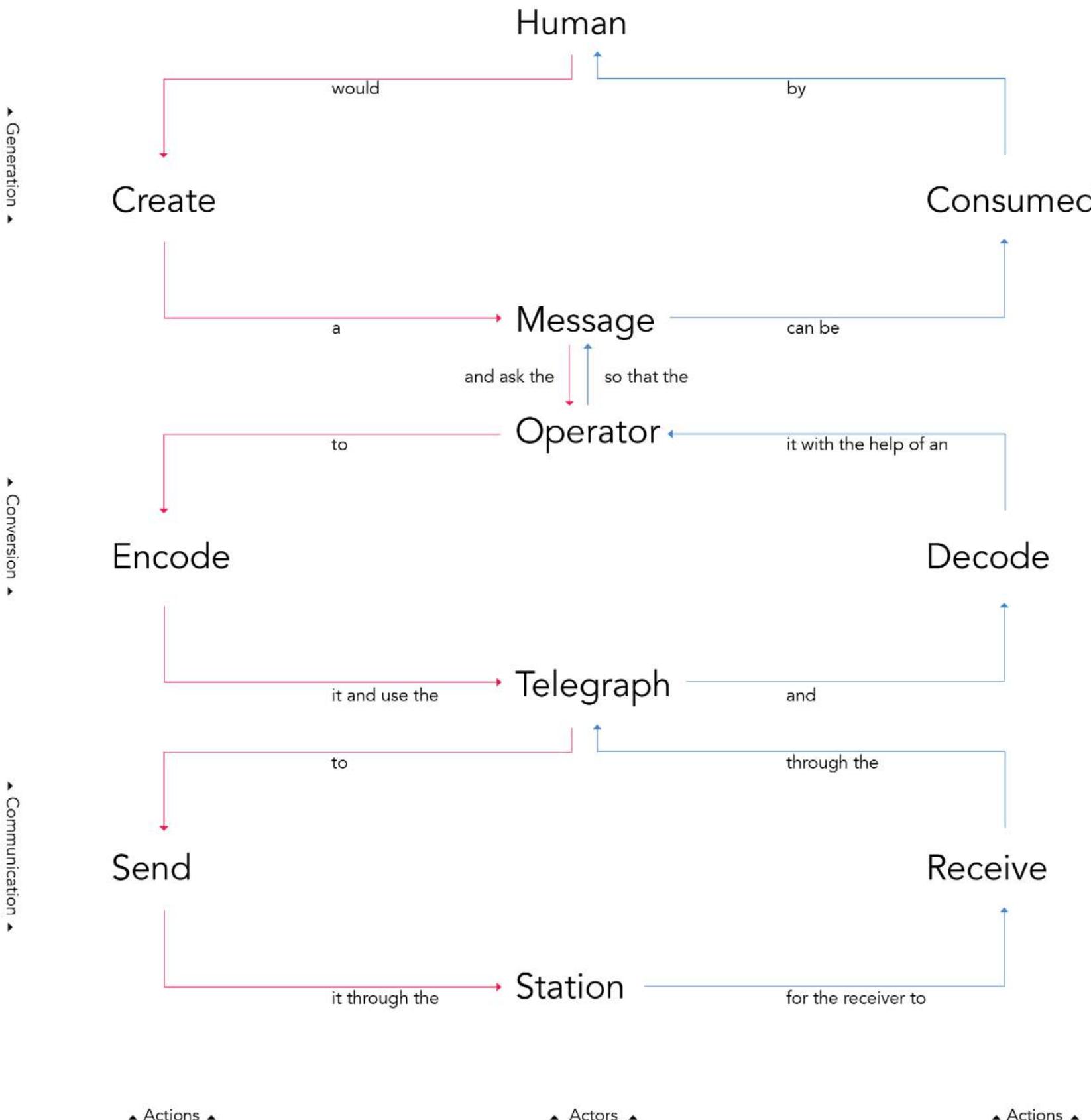
Then individual elements were animated in Apple Keynote and recorded to produce a final video.

Drawing 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.

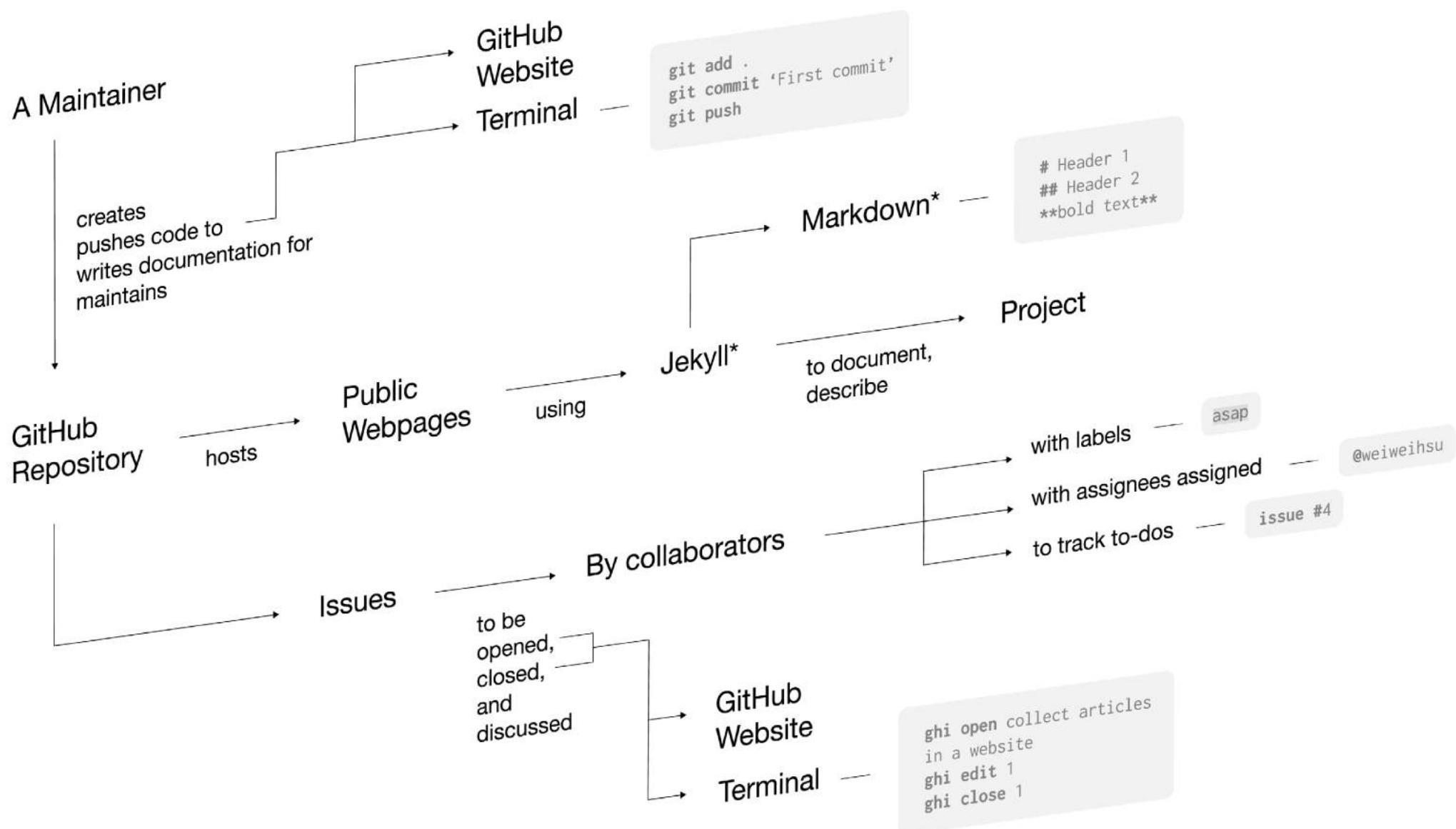
*This model shows the focuses of some of my past projects. It was originally created for an in-program review at CCA.





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 to aid a conversation on how GitHub can be used for project management, hosting, and documentation.

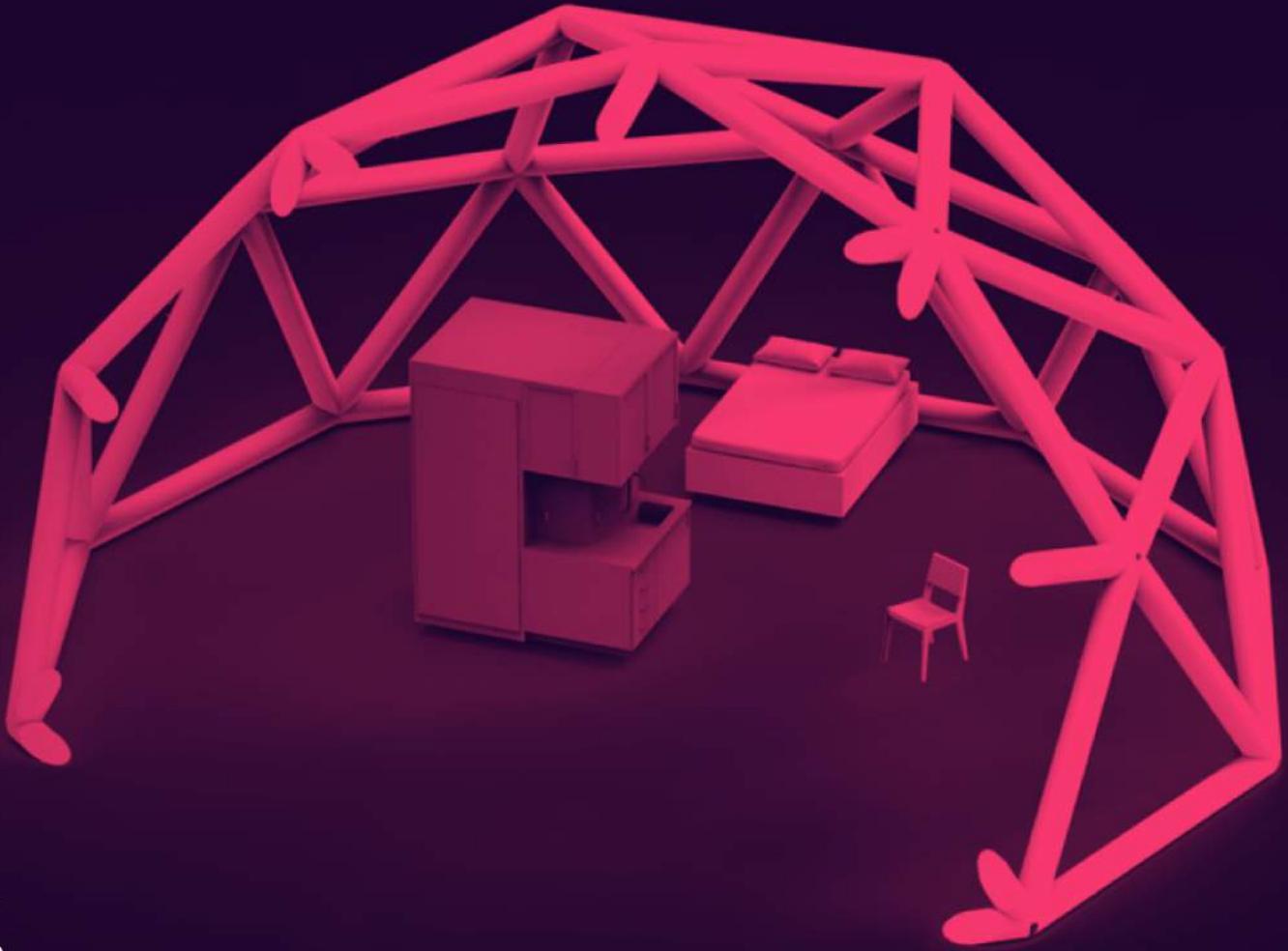


*Jekyll is a site generator hosted from GitHub repositories.

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



As part of a 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.



Self-sufficient House

House aims to maximize housing essential for long-term use and durability while remaining affordable by being completely self-sufficient. We are designing a centralized unit that harvests, stores, and recycles electricity and water.

On-going, 2018

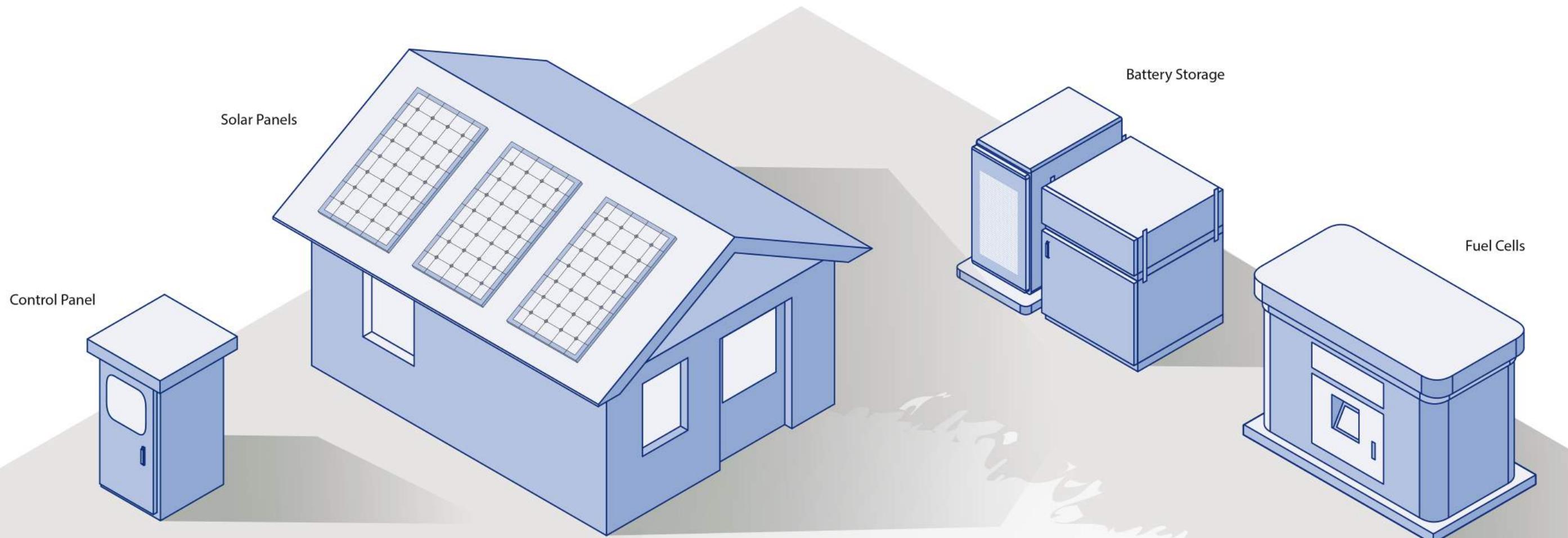
Group Project (Isamu Taguchi, Jennifer Kim, Kelly Lei, Weiwei Hsu, Will Felker)

IMPACT

Winner of the
IMPACT Award

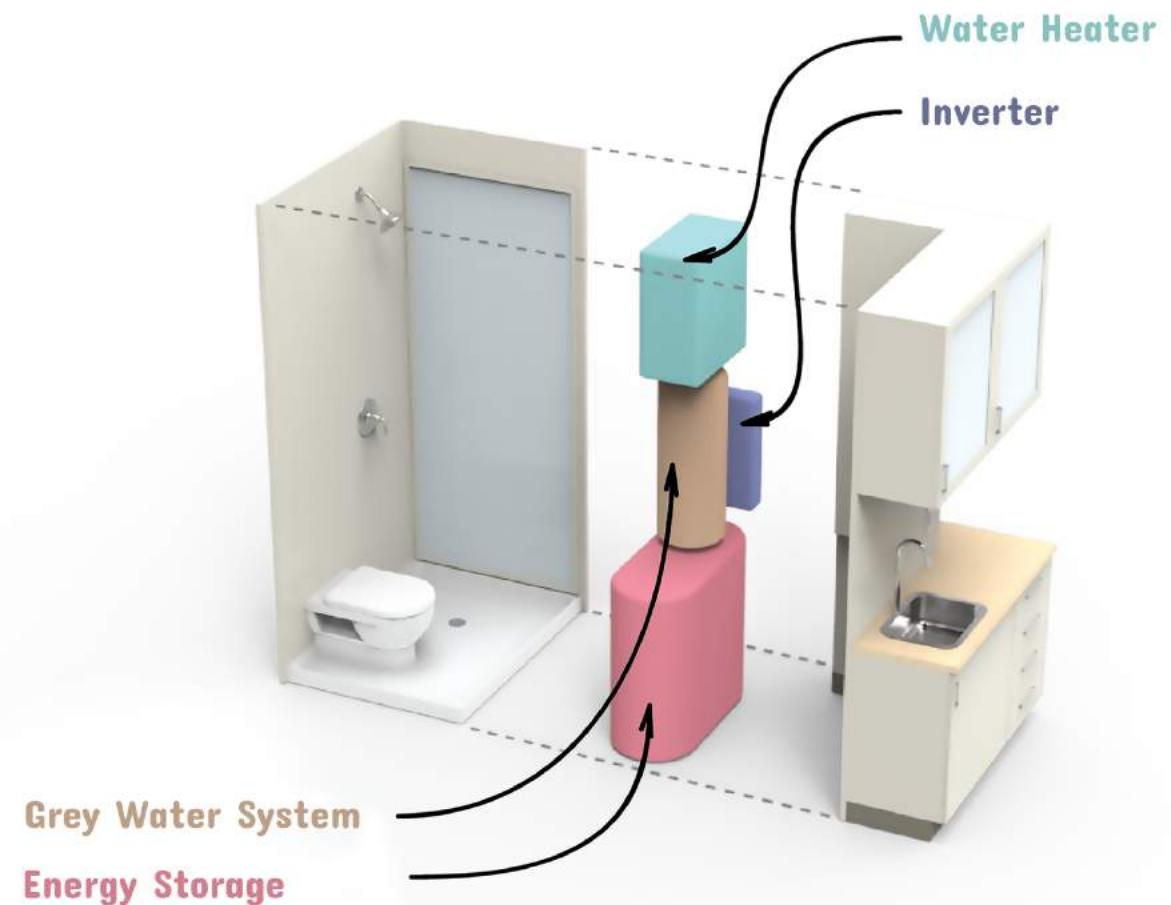
Existing Micro-grids

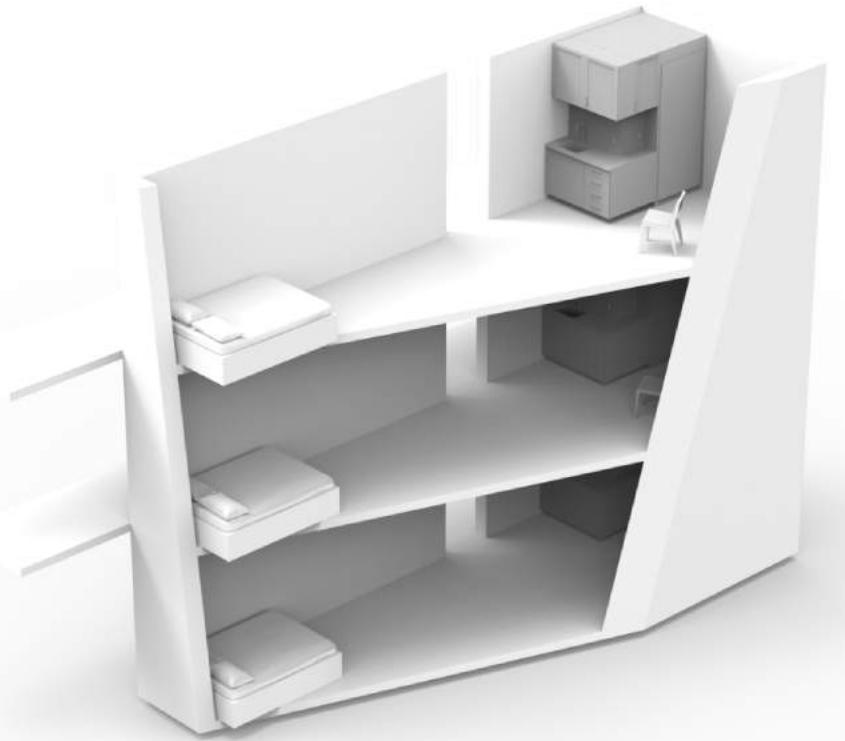
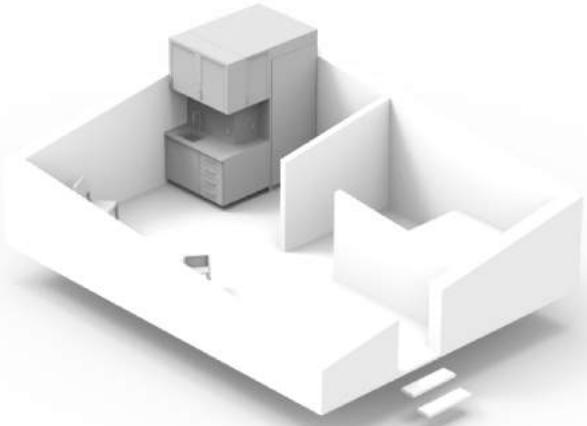
Today, micro-grids localize electricity sources and loads that are otherwise generated and maintained by companies such as PG&E.



Redefining Micro-grids

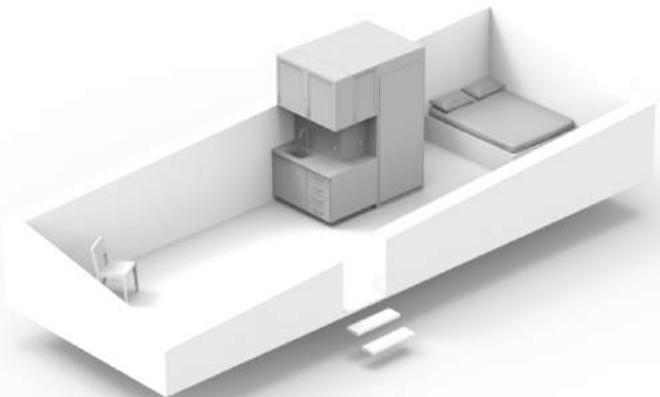
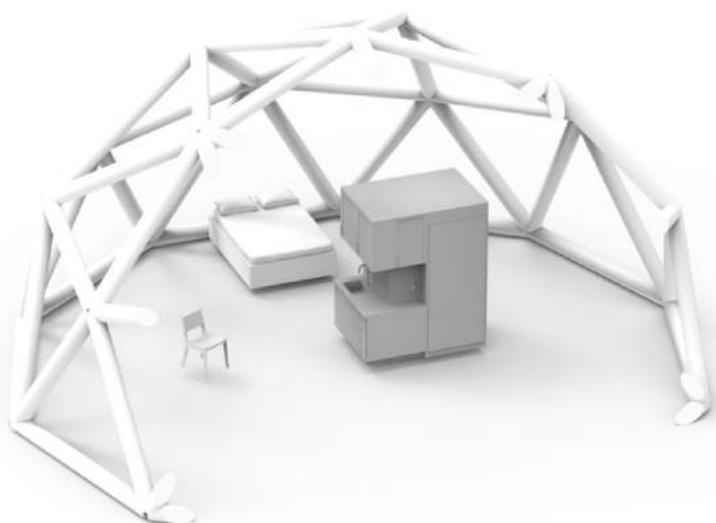
By taking the principles of a micro-grid and applying them more broadly across housing units, we can localize all utilities and hence develop a completely self-sufficient house.





Scalable System

By centralizing utilities such as power, water, energy storage, refrigeration, shower, and bathroom into a single unit, we can enable spaces to be scalable and affordable.





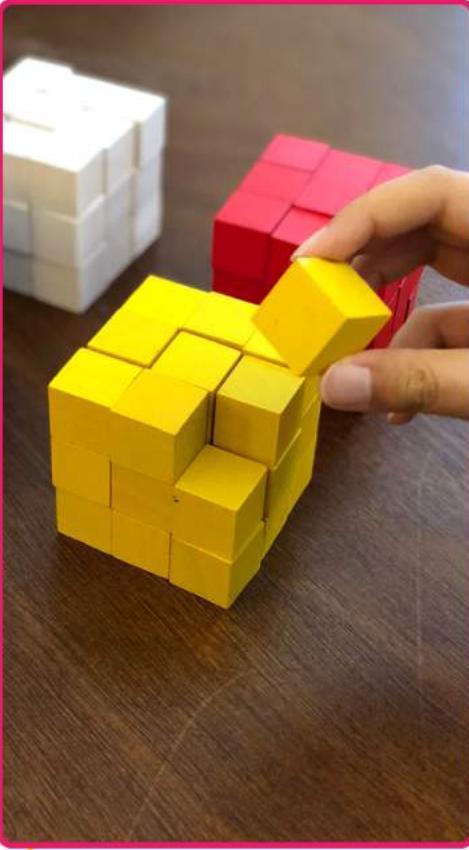
BATTLE WITH CUBES!



Summer 2018
Diana Chavez, Damon Lam, Bill Chien, and Weiwei Hsu

HOW TO PLAY :

1 PICK A COLOR AS A PAIR



2 PUT ON BLINDFOLD



3 SHOUT & GRAB BUILD A CUBE





*Click [here](#) to view the Kickstarter campaign

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

Thanks for stopping by

wei@weiweihsu.com

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

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