

# WHITESPACE

How can we match and connect startups with the right designers?

WHITESPACE

FELLOW

Hi, Nina, you are applying for Whitespace Design Fellows Program.

Applications deadline: Dec 3rd, 2015

1. ABOUT YOU

Pre-filled with LinkedIn

Upload your photo

Nina Wei

weizhuxiaona@gmail.com

Phone

Current City

Company

Role

School

Major

WHITESPACE

Nina Wei

A Product Designer who embraces human nature, with backgrounds in Design, HCI and Psychology. Always looking for problems and challenges. Working on something cool always, sometimes nights, sometimes weekends :)

Actively looking

Living in San Francisco, CA

Product Design Fellow Whitespace

Master of HCI+Design, University of Washington

“

Design is rendering intents, and innovation is adding values.

—Jared Spool

”

What are you most proud of?

This is a title

Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nisi. In malesuada enim in dolor euismod, id commodo mi consectetur.

WHITESPACE

This is a title

# What is Whitespace?

# Now

WHITESPACE

[HOME](#)   [COMMUNITY](#)   [FAQ](#)

## ACCELERATE YOUR DESIGN CAREER.

Whitespace is a selective, free design program connecting designers with top tech startups in Silicon Valley.

Applications for Fall 2015 are now closed

Your email address

KEEP IN TOUCH

# Future

WHITESPACE

[HOME](#)   [COMMUNITY](#)   [FAQ](#)

## ACCELERATE YOUR DESIGN CAREER.

### Matchmaker

Whitespace is ~~a collective, free design program~~ connecting designers with top tech startups in Silicon Valley.

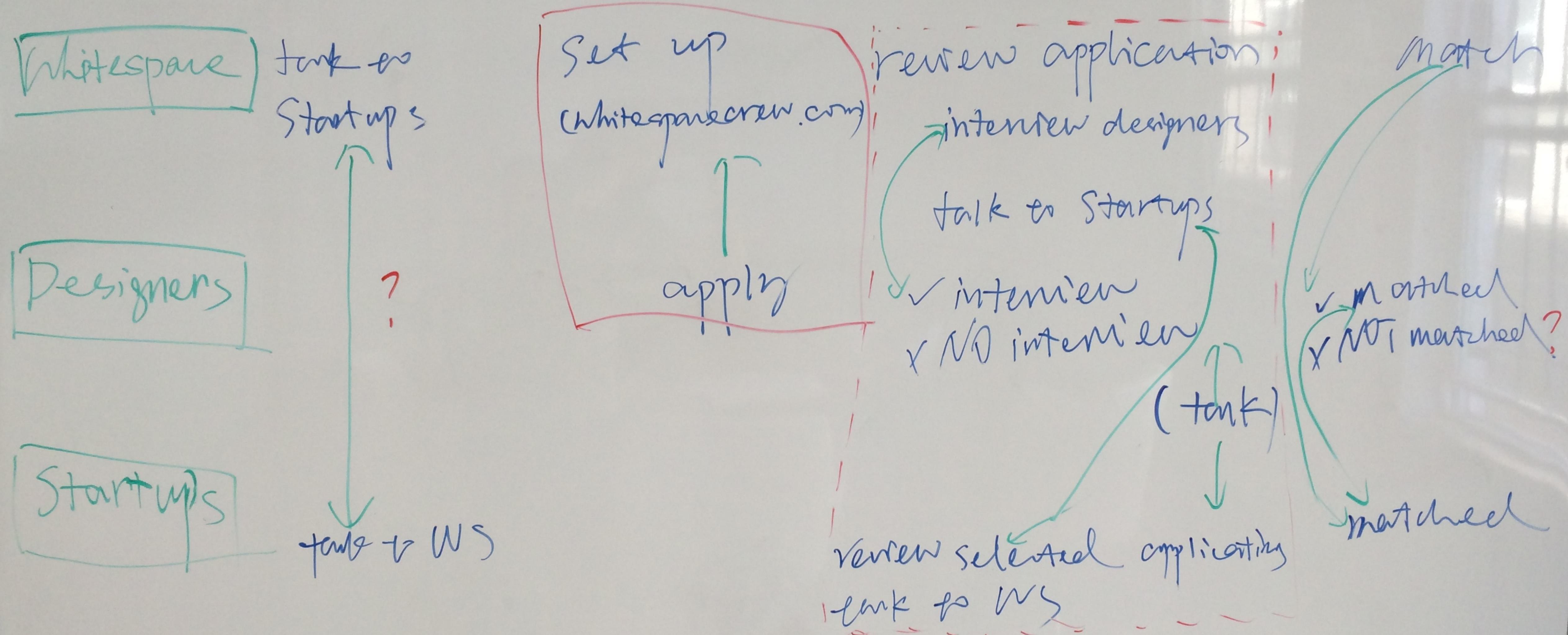
Applications for Fall 2015 are now closed

Your email address

KEEP IN TOUCH

What is the problem?

# (CURRENT) EXPERIENCE



# Frustrations

For current applicants

For experienced product designers

For Startups

For Whitespace

# Goals

To elevate the program

To increase the pool of applicants

To get more experienced designers

# A better experience for all

A better application process for applicants

Introduce Whitespace Talent for more experienced designers

A better review process (startup dashboard + tailored designer profile) for Startups

A better process for Whitespace

# Define the content

What do we want to know from designers?

What is an ideal Startups designer?

What will be good to have for Startups to better assess designers?

What is the ideal experience?

# Existing products

General Assembly Workingnotworkinfoployo

DesignerList

Authenticpros

Hired

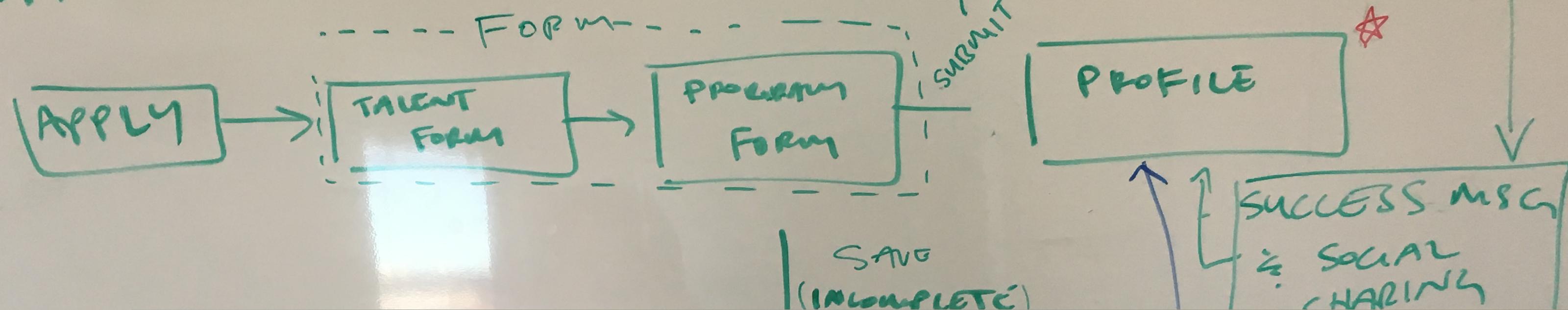
AngelList

Bridge

Whitespace

This image displays a grid of screenshots from various professional networking and job search platforms. The platforms shown are General Assembly Workingnotworkinfoployo, DesignerList, Authenticpros, Hired, AngelList, Bridge, and Whitespace. Each screenshot shows a user profile page with details such as name, location, work experience, education, and contact information. The designs vary significantly, reflecting different branding and feature sets of each platform.

## APPLICATION Flow



## Application Process

Programs  
Form Incomplete \*

Log in

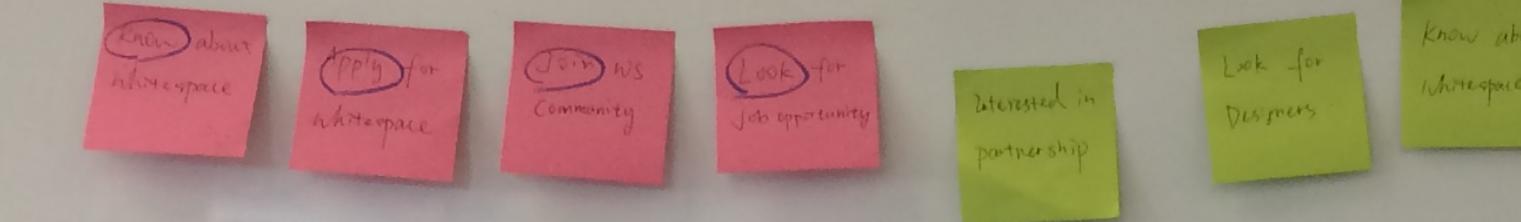
Designer  
=> whitespace site  
=> 11

Apply

Submit

Finish? Yes!

Log in



FTUE  
use CASES

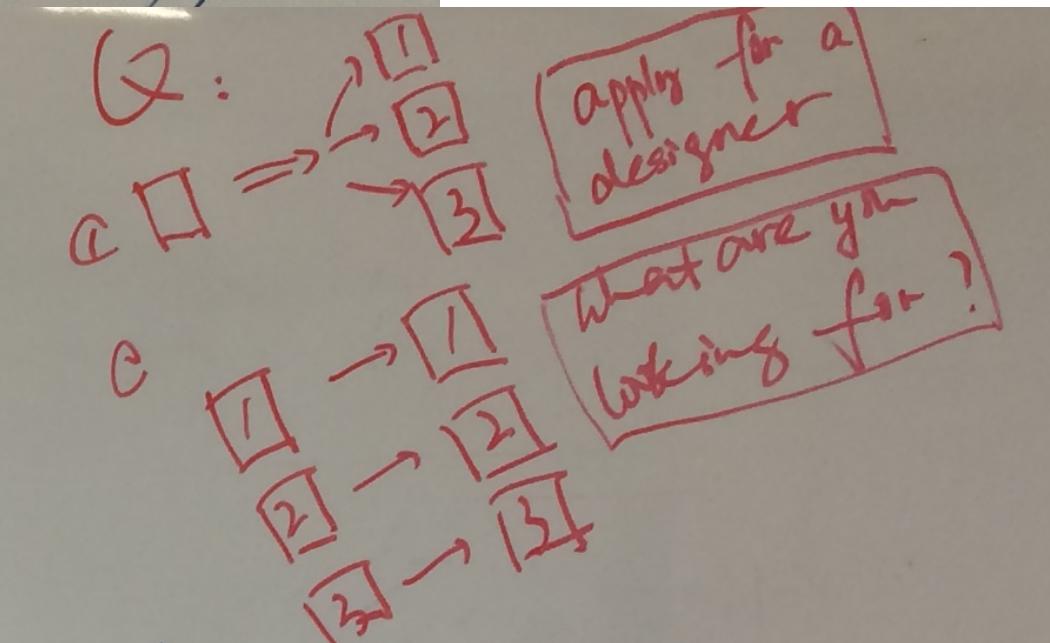
Designers

KNOW email / contact form

JOIN Apply for a designer => Create a profile => Apply? N  
(join the community)

Apply

Link



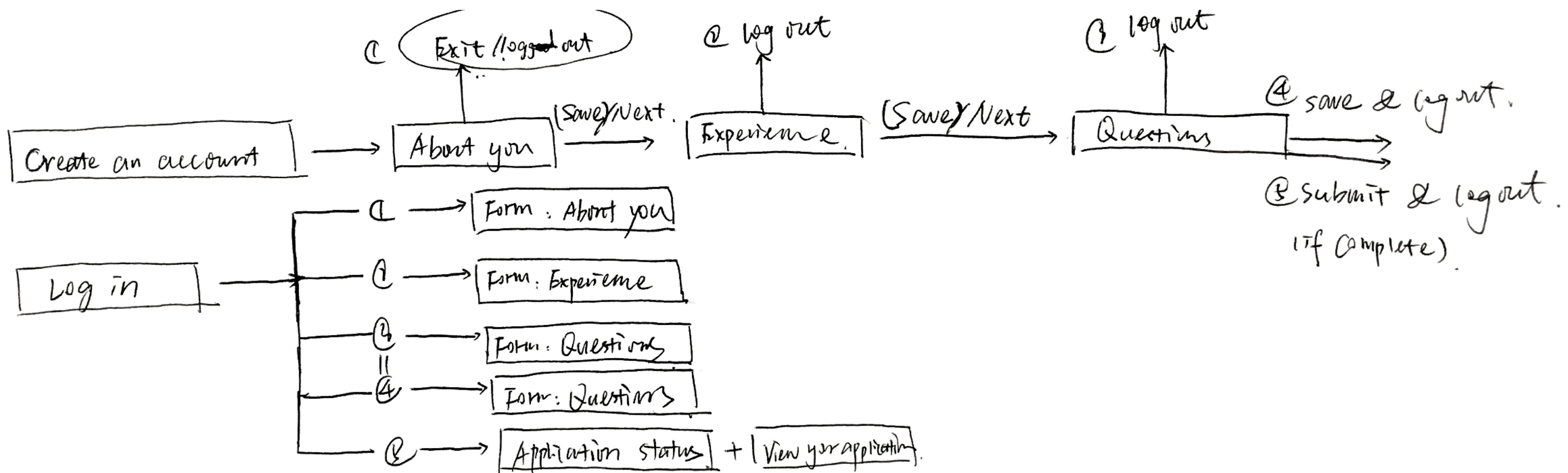
Non-Designers

# Scenarios

|             | Create an account. | About you. | Experience. | Questions. | Save or Submit       |
|-------------|--------------------|------------|-------------|------------|----------------------|
| Scenario 1. | ✓                  | ✓          | ✗           | ✗          | Save/Next            |
| Scenario 2. | ✓                  | ✓          | ✓           | ✗          | Save/Next            |
| Scenario 3. | ✓                  | ✓          | ✗           | ✓          | Save <del>Next</del> |
| Scenario 4. | ✓                  | ✓          | ✓           | ✓          | Submit.              |
| Scenario 5. | ✓                  | ✗          | ✗           | ✗          | ✗                    |

Must complete "About you" to Save ; Must Complete "Experience" and "Questions" to Submit.

# Map scenarios into the journey





WHITESPACE

Hi, Claude, you are applying for Whitespace Design Fellows Program  
2016 Spring

Applications deadline: Dec 3rd, 2015

**1 ABOUT YOU**   **2 EXPERIENCE**   **3 QUESTIONS**

Pre-filled with LinkedIn

|   |                                    |                       |
|---|------------------------------------|-----------------------|
|   | FIRST NAME<br>Claude               | LAST NAME<br>Garamond |
| Upload your photo   | EMAIL<br>claude.garamond@gmail.com | Date of Birth         |
| Phone   | Current City                       |                       |
| Company   | Role                               |                       |
| School  | Major                              |                       |
| Portfolio   | Resume                             |                       |
| Social Links  |                                    |                       |
| <a href="#">Add another link</a>  |                                    |                       |
| <a href="#">LinkedIn</a><br><a href="#">Dribbble</a><br><a href="#">Twitter</a>   |                                    |                       |
| What is your employment availability?   |                                    |                       |
| <input type="radio"/> Actively looking<br><input type="radio"/> Interested in opportunities<br><input type="radio"/> Available for freelance<br><input type="radio"/> Not looking |                                    |                       |
| Last edit was today at 10:20 AM   |                                    |                       |
| <a href="#">NEXT</a>  |                                    |                       |

WHITESPACE

Hi, Claude, you are applying for Whitespace Design Fellows Program  
2016 Spring

Applications deadline: Dec 3rd, 2015

**1 ABOUT YOU**   **✓ 2 EXPERIENCE**   **3 QUESTIONS**

Short Bio (3-5 sentences)

What's your design philosophy or favorite design quote (~ 140 characters)?

What are you good at?  
Please select up to 10 skills that you think you are most good at.

Choose a skill...

Top Projects  
Please share the projects (up to 3) you are most proud of.

Project Title   Project Link  
[Add Project](#)

Upload an image  
Why are you so proud of this project?

Video Showcase  
In a 1-2 minute video, please introduce yourself and share about something you consider to be well designed and explain why? Please share a link to your video below.

Saving...

BACK   [NEXT](#)

WHITESPACE

Hi, Claude, you are applying for Whitespace Design Fellows Program  
2016 Spring

Applications deadline: Dec 3rd, 2015

**✓ 1 ABOUT YOU**   **2 EXPERIENCE**   **3 QUESTIONS**

What are your strengths in design?

Which areas of design would you like to improve?

Why are you applying to Whitespace?

How did you hear about Whitespace?

Are you a U.S. citizen or permanent resident?  
 Yes    No  
 If no, what is your visa status (please explain)?

Saved.

BACK   [SUBMIT](#)

# Key Design Decisions

Create an account first

Short form with three steps, from the most simplest to the hardest

No Designer profile - designer view

Only focus on Applicants, while take Talent into consideration



"A product designer who embraces human nature, with backgrounds in Design, HCI and psychology. Always looking for problems and challenges."

**NINA WEI**  
Actively looking

Whitespace Notes

Nina is ~~~~~ UX UX Design Motion. Visual. Interacting.

Experience

Portfolio. Resume. Product Designer at whitespace. MHC1+D, University of Washington.

Top project

This is a title. This is a project link. Using item 2 instead of ~

Showcase

Project Title Project Link ~ Project Title Project Link ~ Project Title Project Link ~

Skills

Video showcase

Nina Wei

PSon Francisco.  
Product Designer at whitespace.  
MHC1+D, UW.  
short Bio.

Portfolio. Resume. LinkedIn

"A product designer who embraces human nature, with backgrounds in Design, HCI and Psychology. Always looking for problems and challenges."

Nina Wei

Product Designer at whitespace.  
MHC1+D, University of Washington.

Whitespace Notes

Nina is ~~~~~ UX UX Design Motion. Visual. Interacting.

Portfolio

Resume. LinkedIn. Twitter. Facebook. Instagram. Medium.

Title

Project Link ~

Title

Project Link ~

Skills

Video showcase

Nina Wei

San Francisco, CA

Actively looking

Whitespace Notes.

Nina is ~~~~~

Skills Rating:  
XXXX Design  
XXXX Design  
XXXX Design  
XXXX Design

About Nina

- Product Designer at whitespace.
- MHC1+D, University of Washington.

Portfolio, Resume, LinkedIn, Draggable

Experience.

# profile 1

**Nina Wei** ACTIVELY LOOKING

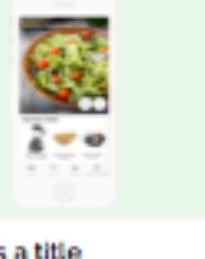
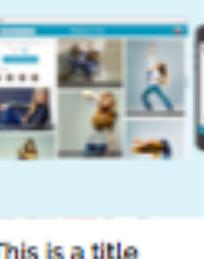
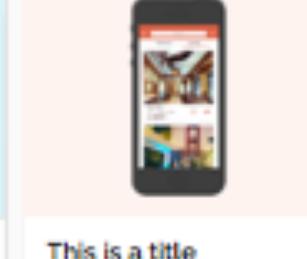
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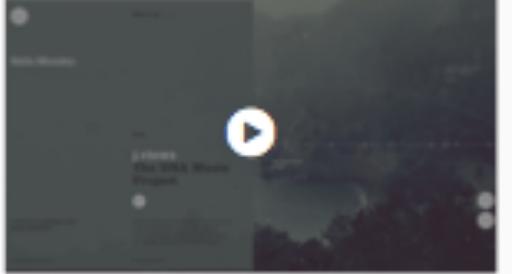
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Portfolio, Resume, LinkedIn, Dribbble, Twitter, GitHub

**HIGHLIGHTS**  
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**SKILL RATING**  
Research, UX Design, UI Design, Visual Design, Front-End, Branding

**TOP PROJECTS**  
  
This is a title  
<http://www.projectlink1/>  
Nam porttitor blandit accumsan. Ut vel dictum sem, a pretium dui. In malesuada enim in dolor euismod, id commodo mi consectetur. Curabitur at vestibulum nisi.  
  
  
This is a title  
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<http://www.projectlink3/>  
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**SKILLS**  
Research, UX Design, UI Design, Product Management, HTML / CSS, Mobile Design, Interaction Design, Product Strategy, Branding

**VIDEO**  


# profile 2

**Nina Wei** ACTIVELY LOOKING

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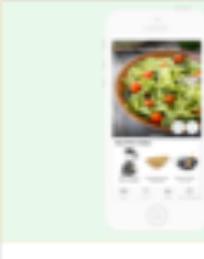
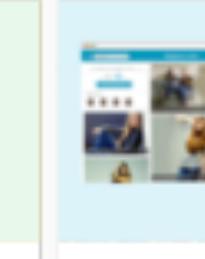


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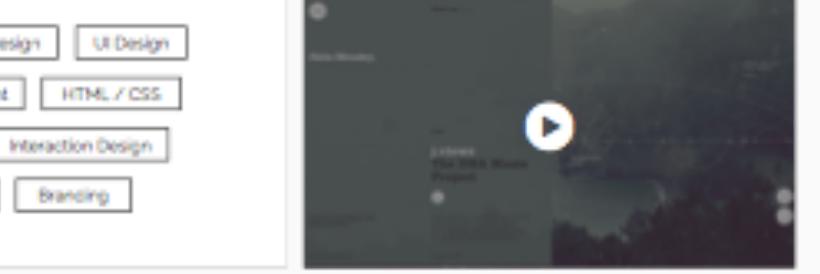
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**SKILL RATING**  
Research, UX Design, UI Design, Visual Design, Front-End, Branding

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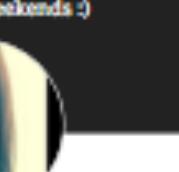
**SKILLS**  
Research, UX Design, UI Design, Product Management, HTML / CSS, Mobile Design, Interaction Design, Product Strategy, Branding

**VIDEO**  


# profile 3

**Nina Wei** ACTIVELY LOOKING

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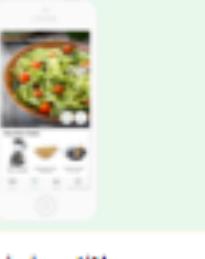
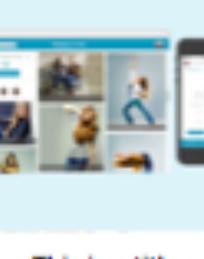
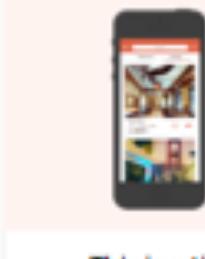


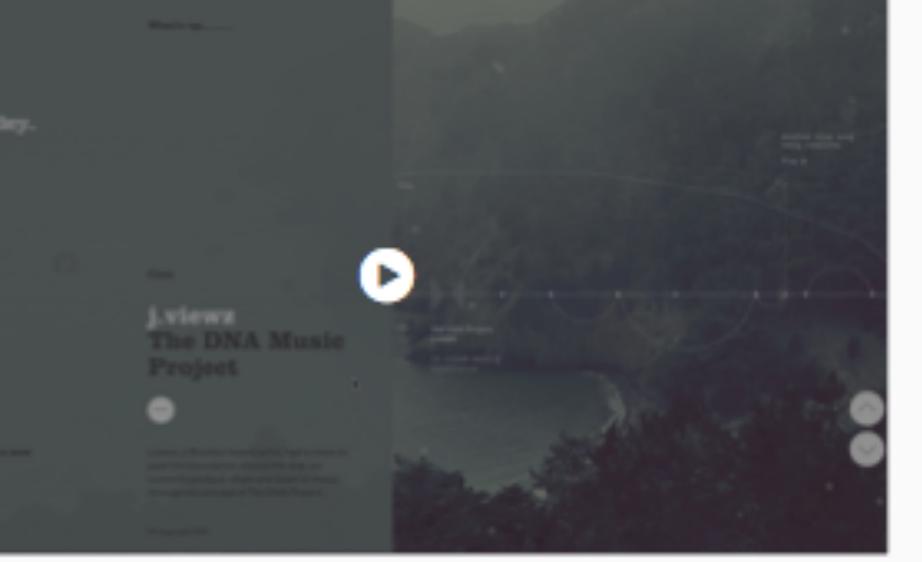
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**WHITESPACE NOTES**  
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**SKILL RATING**  
Research, UX Design, UI Design, HTML / CSS, Product Management, Mobile Design, Interaction Design, Product Strategy, Branding

**TOP PROJECTS**  
  
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**VIDEO SHOWCASE**  


# profile 4

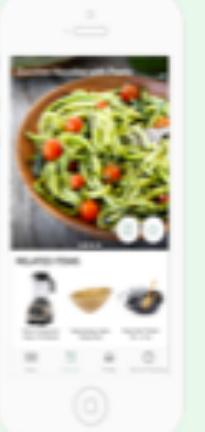
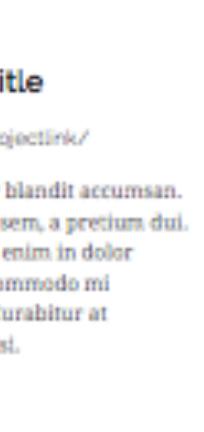
**Whitespace Notes**

**HIGHLIGHTS**  
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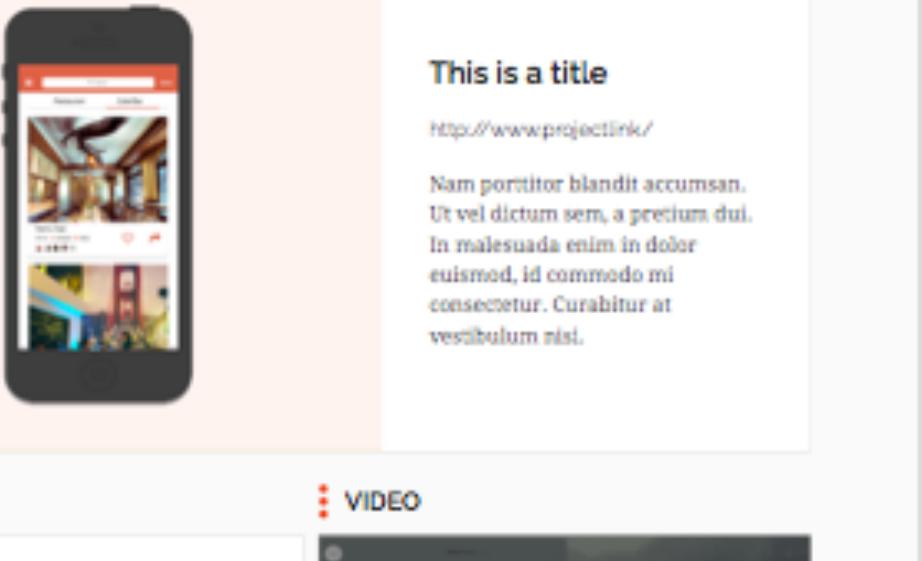
**SKILL RATING**  
Research, UX Design, UI Design, Visual Design, Front-End, Branding

**Nina Wei** ACTIVELY LOOKING

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**TOP PROJECTS**  
  
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**SKILLS**  
Research, UX Design, UI Design

**VIDEO**  


## WS in dashboard

**DESIGNER**

**Nina Wei**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**Rose Richards**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**Jack Hicks**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**Tyler Brooks**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**ACTIVELY LOOKING**

## WS in profile - inline

**WHITESPACE**

**DESIGN FELLOW PROGRAM** TALENT FAQ LOG IN

**Nina Wei**

**HIGHLIGHTS**

“Design is rendering intents, and innovation is adding values.” — Jared Spool

**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**ACTIVELY LOOKING**

**WHITESPACE ASSESSMENT**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**TOP PROJECTS**

**WHITESPACE ASSESSMENT**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**TOP PROJECTS**

**This is a title**

**This is a title**

**This is a title**

**SHORT BIO**

A Product Designer who embraces human nature, with backgrounds in Design, HCI and Psychology. Always looking for problems and challenges. Working on something cool, always, sometimes nights, sometimes weekends :)

**SKILLS**

|                    |                    |           |
|--------------------|--------------------|-----------|
| Research           | UX Design          | UI Design |
| Product Management | HTML / CSS         |           |
| Mobile Design      | Interaction Design |           |
| Product Strategy   | Branding           |           |

**VIDEO**

**LEARN MORE ABOUT NINA**

**Portfolio** **Resume** **LinkedIn** **Dribbble** **Twitter** **Github**

## WS in profile - stickyBottom

**WHITESPACE**

**DESIGN FELLOW PROGRAM** TALENT FAQ LOG IN

**Nina Wei**

**HIGHLIGHTS**

“Design is rendering intents, and innovation is adding values.” — Jared Spool

**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**ACTIVELY LOOKING**

**TOP PROJECTS**

**WHITESPACE ASSESSMENT**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**TOP PROJECTS**

**This is a title**

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**This is a title**

**SHORT BIO**

A Product Designer who embraces human nature, with backgrounds in Design, HCI and Psychology. Always looking for problems and challenges. Working on something cool, always, sometimes nights, sometimes weekends :)

**SKILLS**

|                    |                    |           |
|--------------------|--------------------|-----------|
| Research           | UX Design          | UI Design |
| Product Management | HTML / CSS         |           |
| Mobile Design      | Interaction Design |           |
| Product Strategy   | Branding           |           |

**VIDEO**

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## WS in profile - stickySide

**WHITESPACE**

**DESIGN FELLOW PROGRAM**

**HIGHLIGHTS**

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**SKILL RATING**

|               |            |
|---------------|------------|
| Research      | ██████████ |
| UX Design     | ██████████ |
| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**ACTIVELY LOOKING**

**TOP PROJECTS**

**WHITESPACE ASSESSMENT**

**HIGHLIGHTS**

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|               |            |
|---------------|------------|
| Research      | ██████████ |
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| UI Design     | ██████████ |
| Visual Design | ██████████ |
| Front-End     | ██████████ |
| Branding      | ██████████ |

**TOP PROJECTS**

**This is a title**

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**VIDEO**

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**WHITESPACE**

**DESIGN FELLOW PROGRAM**

**HIGHLIGHTS**

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|               |            |
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| UI Design     | ██████████ |
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| Front-End     | ██████████ |
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**ACTIVELY LOOKING**

**TOP PROJECTS**

**WHITESPACE ASSESSMENT**

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|               |            |
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| Front-End     | ██████████ |
| Branding      | ██████████ |

**TOP PROJECTS**

**This is a title**

**This is a title**

**VIDEO**

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# profile

Activity listing

Living in San Francisco, CA  
Product Design Fellow Whitespace  
Master of ixD-Design, University of Washington

Innovation is adding values.

—Jared Spool

What are you most proud of?

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consectetur.

What are you good at?

Product Manager, Visual Design, UX Design, UI Design, Product Management, Visual Design, Research, HTML/CSS, Branding, Product Strategy, User Design, Product Strategy, HTML/CSS, Branding, Product Management, Visual Design, Research, Product Manager, Visual Design, UX Design, UI Design, Product Management, Visual Design, Research, HTML/CSS, Branding, Product Strategy, User Design

What do you consider to be well designed?

Portfolio, Resume, LinkedIn, Dribbble, Twitter, GitHub

WHITESPACE

YELLO TALENT FWD LOG OUT

Claude Garamond

A Product Designer who embraces human nature with backgrounds in Design, ixD and Psychology. Always looking for problems and challenges, working on something constantly, sometimes nights, sometimes weekends.

• Activity listing  
• Living in San Francisco, CA  
• Product Design Fellow Whitespace  
• Master of ixD-Design, University of Washington

APPLICATION STATUS  
2016 Spring  
INCOMPLETE

“Design is rendering intents, and innovation is adding values.  
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What are you good at?

Research, UX Design, UI Design, Product Management, Visual Design, Frontend, HTML/CSS, Branding, Product Strategy, User Design, Research, UX Design, UI Design, Product Management, Visual Design, Frontend, HTML/CSS, Branding, Product Strategy, User Design

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# profile

WHITESPACE

APPLICATION

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Design Fellows Program  
2016 Spring

Submitted on Dec 12, 2015

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Whitespace

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## ACCELERATE YOUR DESIGN CAREER.

Whitespace is selective, free design program connecting designers with top tech startups in Silicon Valley

Applications for Spring 2016 are currently open

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Email \_\_\_\_\_  
Portfolio Link (or personal website, Behance, etc) \_\_\_\_\_  
Résumé Link (or resume page, PDF, LinkedIn, etc) \_\_\_\_\_

**APPLY NOW**

Apply  
a day ago

Whitespace

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## APPLICATION

Hi, Claudio, you are applying for Whitespace Design Fellows Program  
2016 Spring

Applications deadline Dec 3rd, 2015

**3. ABOUT YOU**

The fellow will complete \_\_\_\_\_

|             |                          |                |   |
|-------------|--------------------------|----------------|---|
| First name: | Claudio                  | Last name:     | Garamond  |
| Portfolio:  | REQUINNEMENT             | URL:           | <a href="http://www.machineme.pdf">http://www.machineme.pdf</a> |
| CV:         | claudogaramond@gmail.com | Date of birth: | 01/01/1980  |

Application V7  
a day ago

### APPLICATION FLOW - APPLICANT 7

Whitespace

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## ACCELERATE YOUR DESIGN CAREER.

Whitespace is selective, free design program connecting designers with top tech startups in Silicon Valley

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**APPLY**

1 Whitespace-applicant  
13 days ago

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## ACCEL ERATE YOUR DESIGN CAREER.

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**APPLY**

Whitespace

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Let's create an account! [Find out more](#)

First Name \_\_\_\_\_ Last Name \_\_\_\_\_  
Email \_\_\_\_\_  
Password \_\_\_\_\_

**CREATE AN ACCOUNT**

2 Create An Account  
12 days ago

Whitespace

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2016 Spring

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3 Application  
a day ago

Whitespace

FOLLOW FOLLOW  
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PAS PAS  
LOG IN LOG OUT

Hi, Claudio, you are applying for Whitespace Design Fellows Program - 2016 Spring

Applications deadline Dec 3rd, 2015

**3. ABOUT YOU**

Application must Please complete and submit your application before the deadline. Once you are done, you can click here to save and exit.

|             |                          |                |   |
|-------------|--------------------------|----------------|---|
| First name: | Claudio                  | Last name:     | Garamond  |
| Portfolio:  | REQUINNEMENT             | URL:           | <a href="http://www.machineme.pdf">http://www.machineme.pdf</a> |
| CV:         | claudogaramond@gmail.com | Date of birth: | 01/01/1980  |

3.2 Application S  
12 days ago