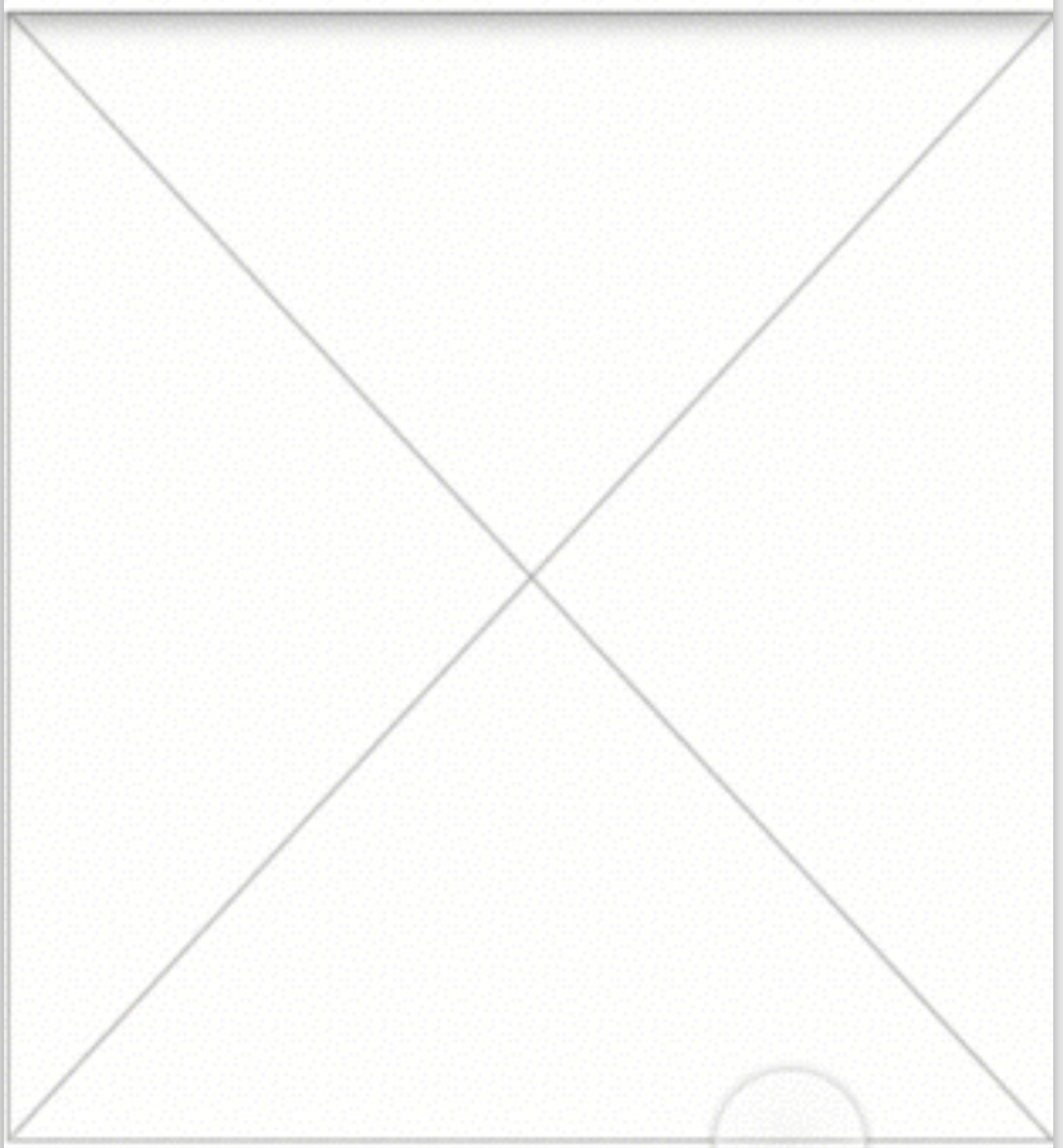
Sketch 9:41 AM 100%

*Time to goal: 1 week, 3 days*



save now

$4

Account

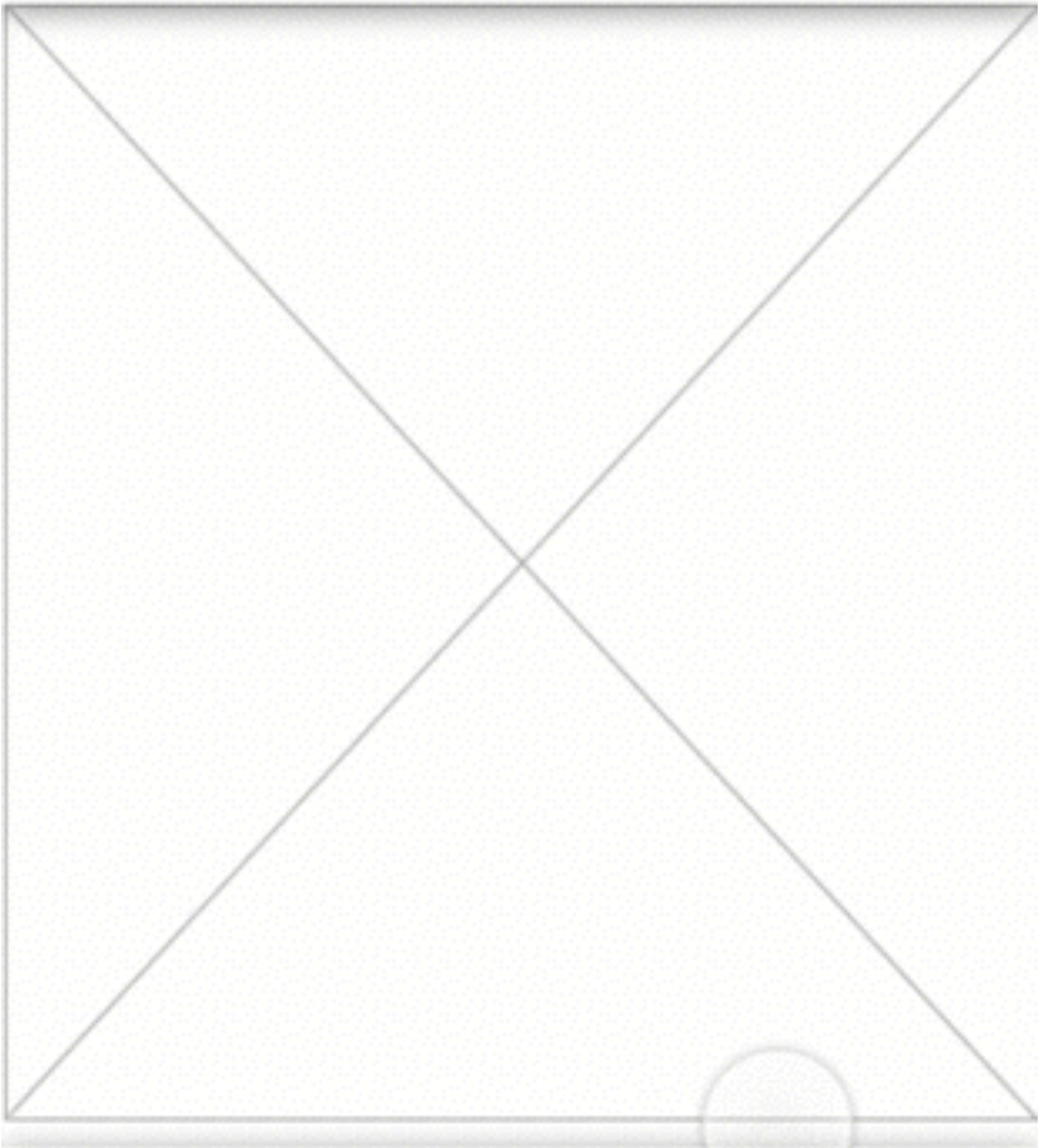
Strategy

# Innately playful

Saying Daniel Kahneman taught me all I know about motion design might not be totally off center. Applying what we know about learned and innate knowledge centers to interaction design drives understanding across demographics.

Sketch 9:41 AM 100%

*Time to goal: 1 week, 3 days*



save now

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Strategy

Sketch 9:41 AM 100%

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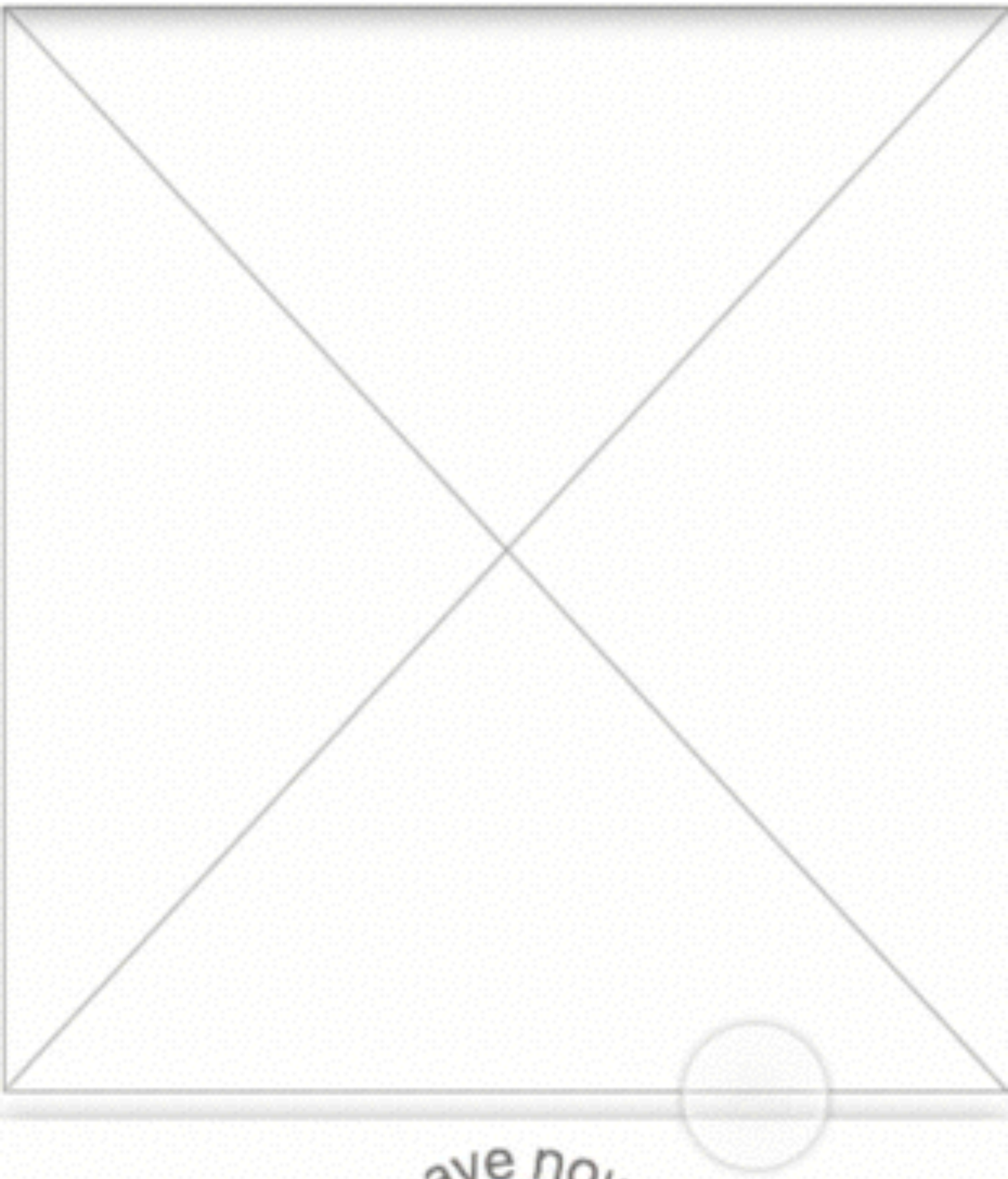

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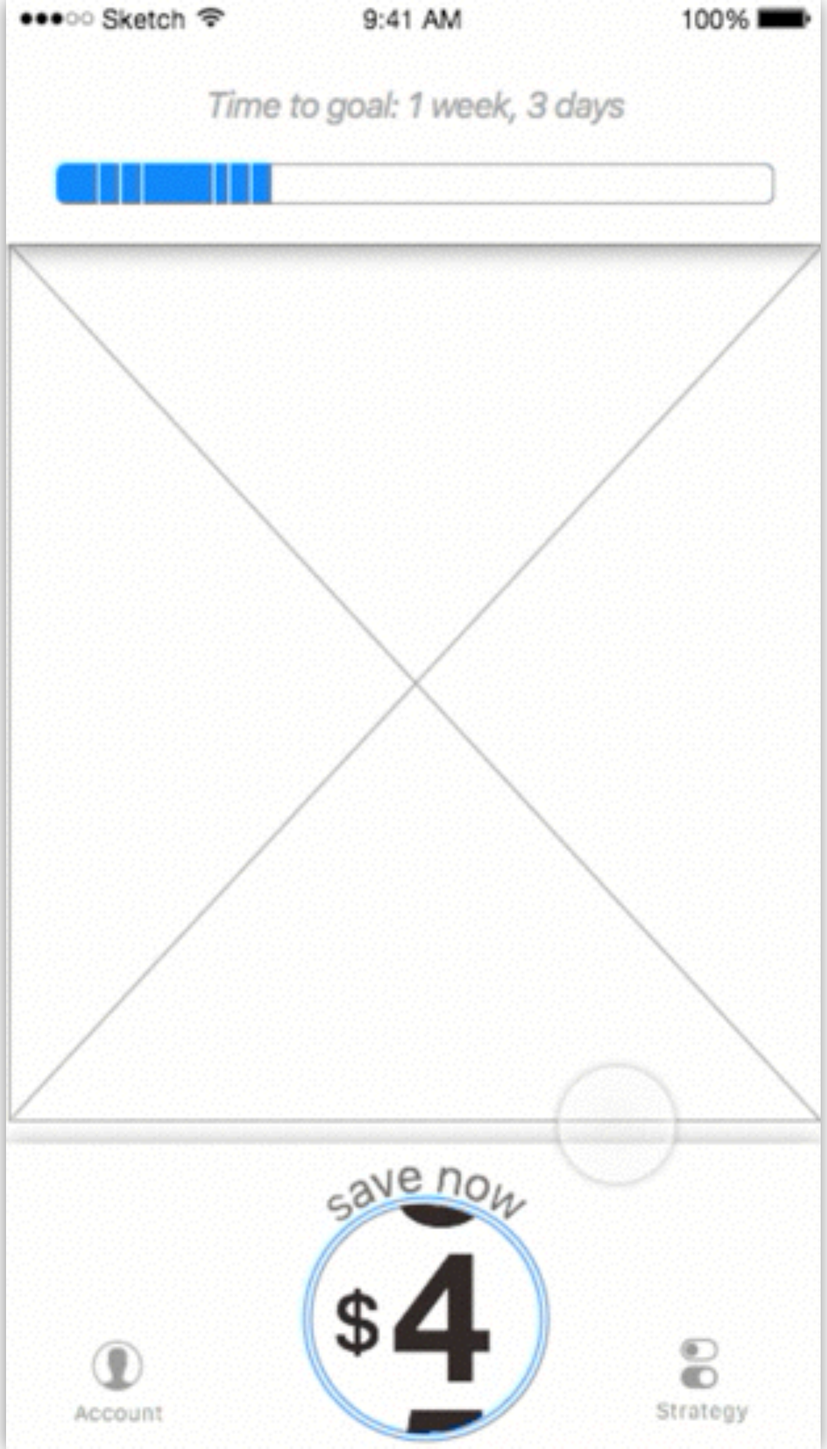
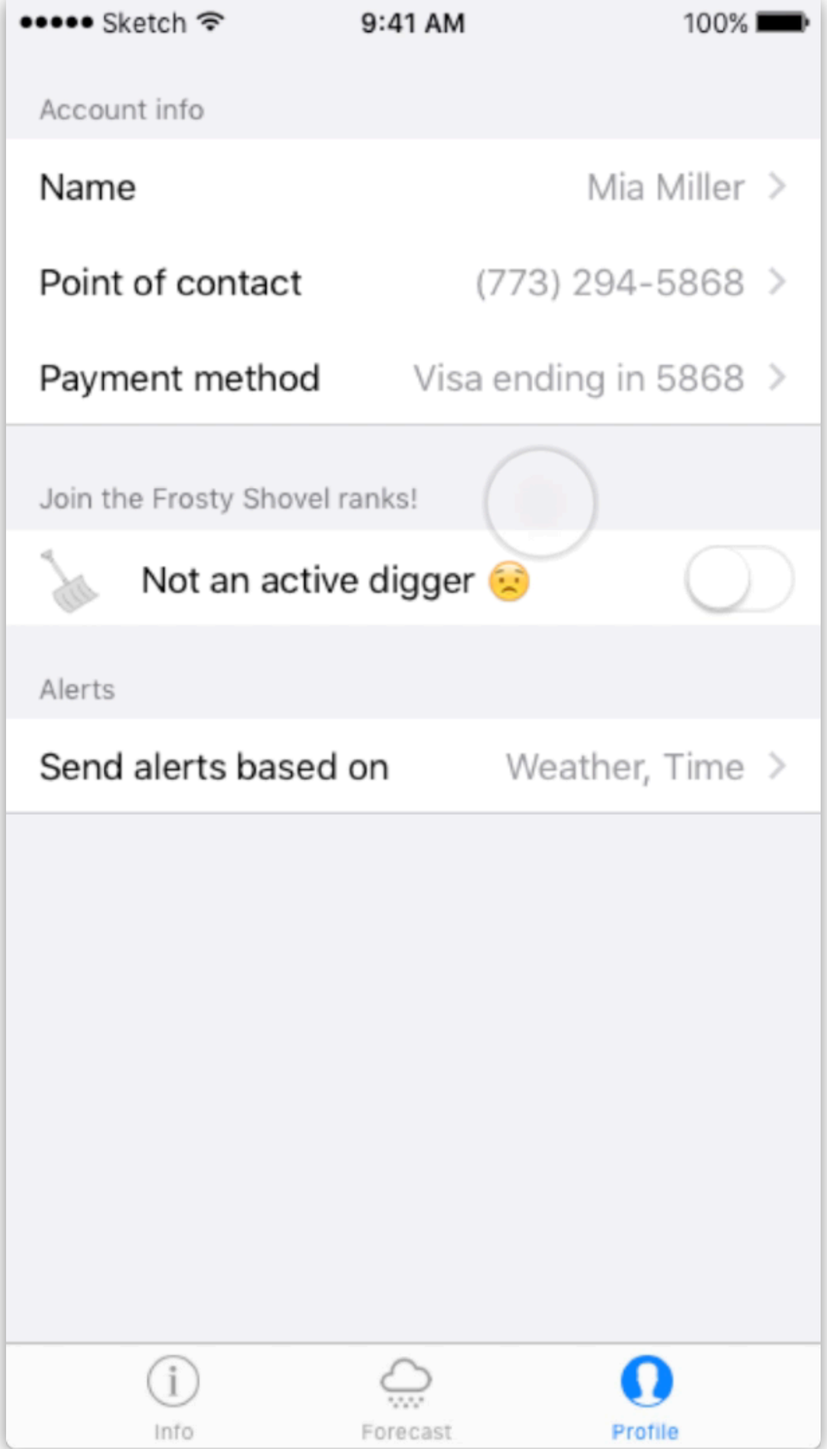


# Customizing UI with context

Opt-in sections of the app update navigation to make most of space and user attention. Here I designed for multiple user types within the same app using a modal tool bar.