PORTFOLIO.

Resume.

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EDUCATION

ArtCenter College of Design
Sep.2015 – Apr.2020 | Pasadena, CA
Bachelor of Science in Interaction design and a
Minor in Designmatter for Social Innovation

University of California, Berkeley
Jan.2021 – May.2022 | Berkeley, CA
Master of design, in the field of Engineering
and Design Innovation

EXPERIENCE

Google | UX design Intern
Google Ads, High Touch Support Team
Jun.2021 – Aug.2021 | Remote, USA

Prana | UX designer
Jan.2021 – Sep.2021 | Berkeley, CA

Tencent Games | UX design Intern
Lightspeed & Quantum Studio Group
Apr.2018 – Sep.2018 | Shenzhen, China

Hi, my name is Peipei Lin (Penny). I'm a graduate student studied at University of California, Berkeley and major in the master of design. Before, I got my Bachelor's degree in interaction design at ArtCenter College of Design and have a minor in Designmatter and social innovation. Previously, I interned at Google, Tencent Games.

PROJECTS.

AsNest	**01**	MUTO-21	**03**
Design Studio SP2022		DET1 FA2021	

Google	**02**	VITALS	**04**
Design@Large SP2021		DET1 FA2021	

01

AsNest

# AsNest

DESCRIPTION

AsNest is an application that was designed to be an assistant for parents who have autistic children. It can run on several platforms and operating systems, including mobile phones, laptops, and iPad. The app provides personalized stress relief for patients whose children are suffering from autism. It also assists in the implementation of coping strategies for the whole family. The app also contains in-built games to build and entertain the entire family while promoting bonding among all family members. The games also help autistic children be sharper, more alert, and more excited about their day-to-day activities. Additionally, the app contains platforms for connecting with the parents of other children who have ASD and medical personnel, and other experts who may come in handy in the management of autism.
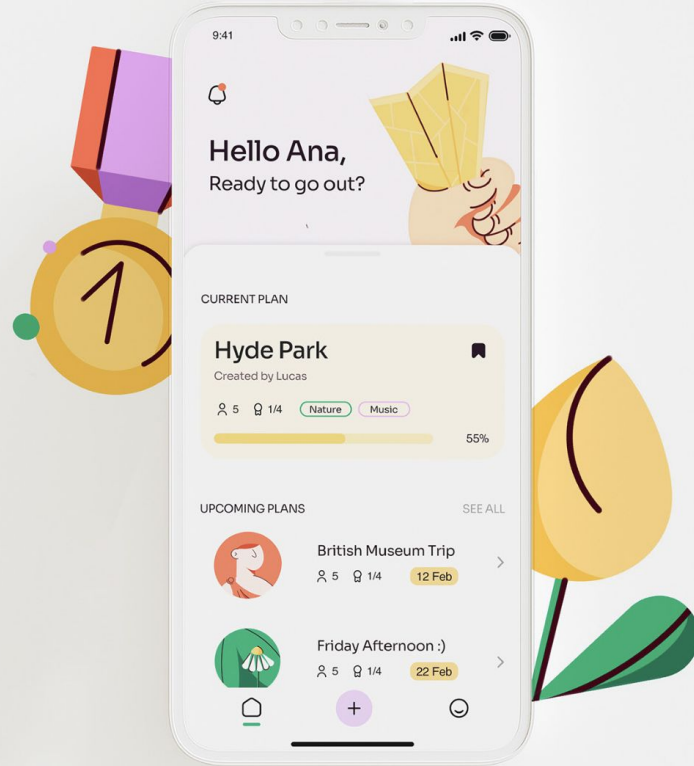
Design Guidelines

Design for accessibility.
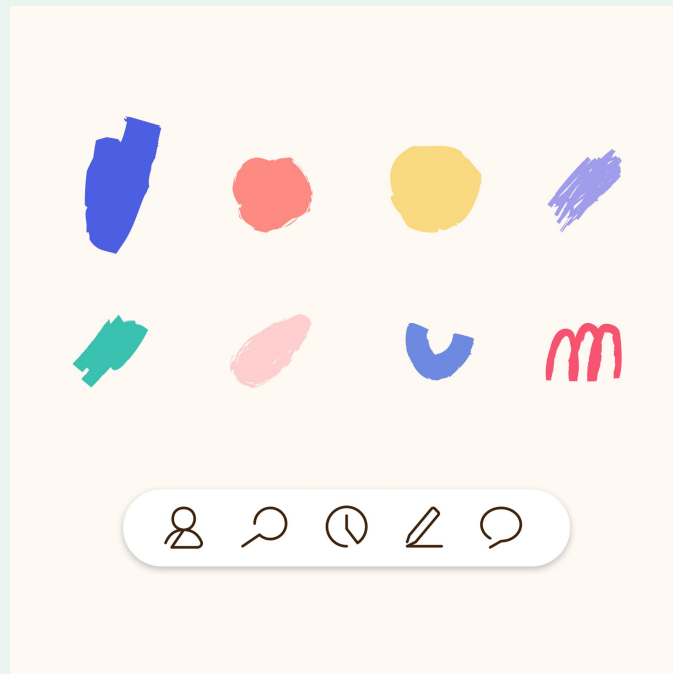
Inclusive design describes methodologies to create products that understand and enable people of all backgrounds and abilities. Inclusive design may address accessibility, age, culture, economic situation, education, gender, geographic location, language, and race.

- Stick to active voice
- Avoid metaphors
- Format your writing
- Use descriptive buttons

- Visual indicators
- Be careful with animations
- Consistency + Hierarchy
- Stick to sans serif typefaces

- Avoid autoplay
- Add subtitles and captions
- Keep a safe distance
- Make it large enough

Illustration

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Branding

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Final Interface

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02

Google

Google UX Design Internship

DESCRIPTION

Redesigned the Connect Cases: Resolution experience, used by 30k Google support agents to discover and consume help knowledge and workflows. Completed the heuristic evaluation and shadow sessions with the customer to triangulate top pain points of the existing system. Collaborated closely with the UX researcher and UX engineer and worked independently to conduct three user testing sessions with customers. The final solution was shown in review with the customers, peers, and engineering partners and was appended into the feature pipeline to be delivered in Late 2021-Early 2022.

03

MUTO-21

MUTO-21

DESCRIPTION

MUTO-21 is a speculative design that envisions an
open- market vendor interaction in a future where
computer vision has become a broadly accessible,
familiar technology to the general population. In this
future, the lines between personal and public data
is blurred, with formerly unprecedented amounts of
private citizen's digital fingerprint accessible in
public domains. The societal messaging
surrounding personal data is one of "Increased
transparency =Increased accountability." Digital
data collection and processing has infiltrated every
corner of public life --even utilized in the traditionally
analog, non technological setting of a market
vendor counter. Muto-21 aims to provoke us to ask
questions about the current trajectory of big data,
people's digital fingerprint, and our relationship with
the data we passively produce in modern existence.

Posters

Due to the speculative nature of our design project, and it's location in a dystopian future, we found it necessary to create supporting artifacts that would immerse both viewers of our video and demo in the fictional world that we had created. These artifacts would be helpful to create more context for our area of exploration. For our video and presentation, we created a set of posters that would enhance the vision we were striving for. Two of those posters were provocative, almost propaganda like, pieces that brought into question wealth, privacy, and culture in the year 2051. The third poster acted as an advertisement for the fruit stand itself, while also painting a broader picture of the dystopia through the marketing of flavored oxygen.
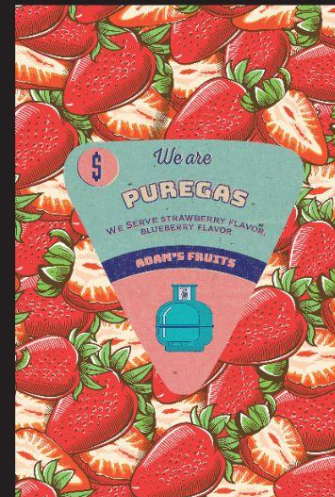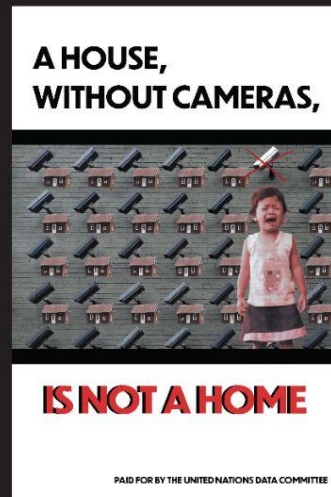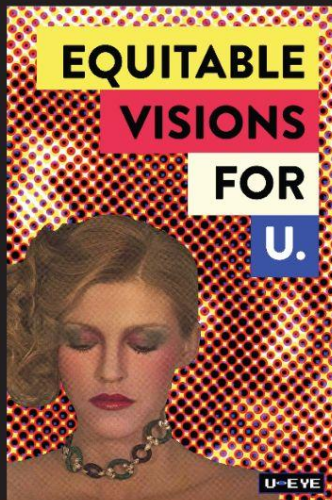
Provocative, propaganda-like posters, and fruit-stand poster (respectively)

Newspapers

We also created a newspaper, with accompanying articles from 2051 we authored, to add to our story and the vibrancy and intricacy of the world we were creating in our video. We had initially planned to litter the classroom with the newspapers before our presentation and video, but due to time constraints, we found it difficult to create the necessary edits that would lead to our desired levels of polish. We have included the newspaper on the following page for the sake of documentation. Please keep in mind that this is an unedited version - there will be several grammar and spelling errors, along with filler text. If reading the main story, Muto-21, please note that this narrative does not align with our final narrative, which was part of the reason that we did not include it in our final presentation.

Our newspaper, as seen in our video

Newspapers

Final Artifacts

Final Muto-21 artifact consists of a hardware and software system that photographs a customer's face, process it for information, and uses that information to display different prices on a fruit stand depending on the customer's perceived wealth. The setup consists of a housing that holds a camera, speaker, and Raspberry Pi computer. The housing sits on top of a metal base that is interchangeable with the pricing display bases. In total, there are 7 bases with with 7- segment displays wired to the Pi used to show prices. The system runs on python, utilizing both a laptop and personal computer to process information, play sound, and choose and display prices.

04

VITALS
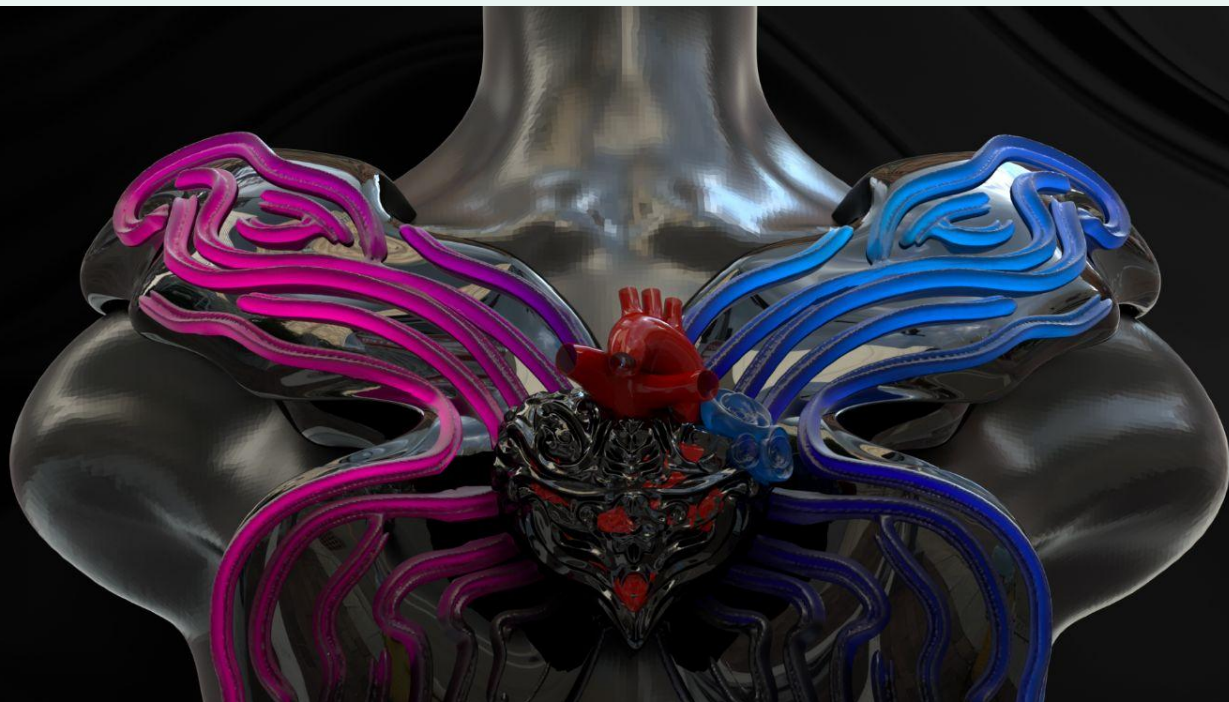
VITALS

DESCRIPTION

Socialization is at the heart of human nature, and each day, we interact with others through conversation, leisure, and work. Every word we exchange carries emotion, and that emotion affects those around us in invisible ways. Vitals renders the unseen visible, using color to visualize both positive and negative conversation, acting as an early warning sign for long-term exposure.

When exposed to too much negativity, "tumors" begin to form on a heart at the center of the wearable, a permanent reflection of the emotional spaces you inhabit. The wearable uses Natural Language Processing (NLP) to calculate a sentiment score for the conversations the wearer has, which triggers a heating element that acts as a catalyst for thermochromic pigments and ink that puffs under heat.
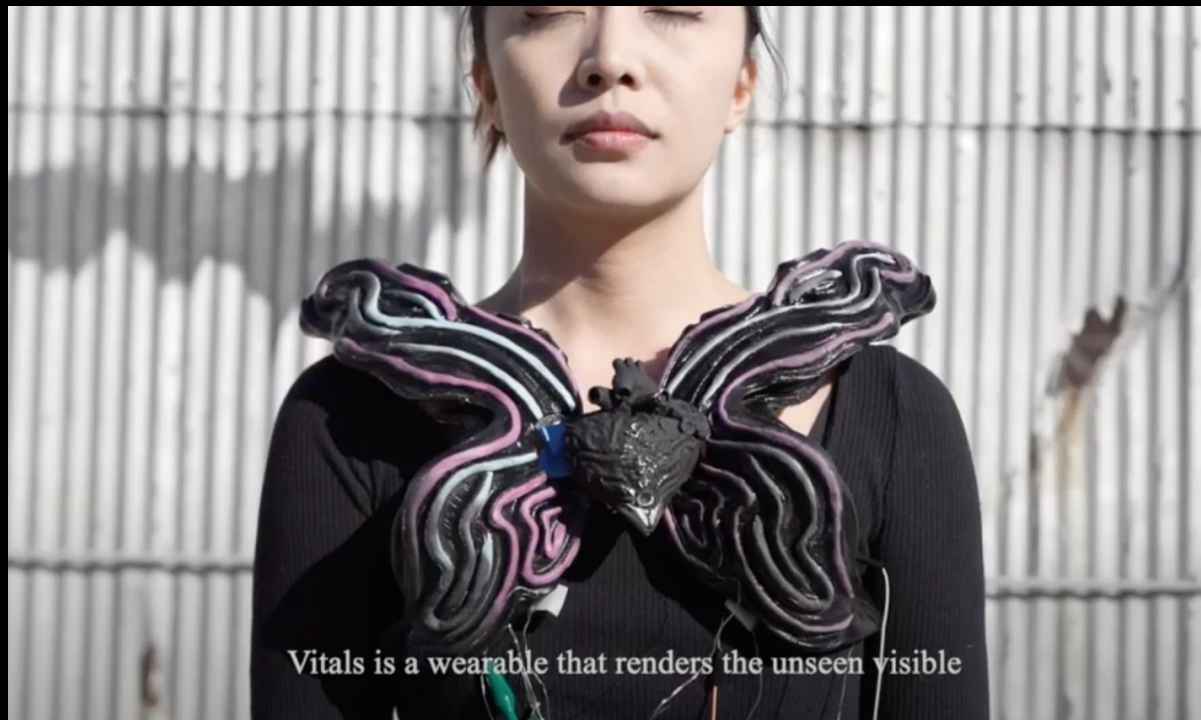
Vitals is a wearable that renders the unseen visible

INVISIBLE ———▶ VISIBLE　　　　　EMBODIMENT

Design Language

Internal (Anatomical)

External (Fabrication)

Body

Visualizing the internal systems by creating a wearble interface

Verbal Abuse

Visualization of Emotions

Wings

Externalizing the four chambers of the heart in the form of wings

Deep Harm


Tumor / Mould

Heart

A hybrid between a love heart and an anatomical heart that shows tumors

Final Design

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The entire wearable structure design starts from the heart. Through the study of the characteristics of some biological materials, it is hoped that the pathological process of internal tissues such as tumor formation can be transferred to the body's surface, to represent mildew, discoloration, and explosion.
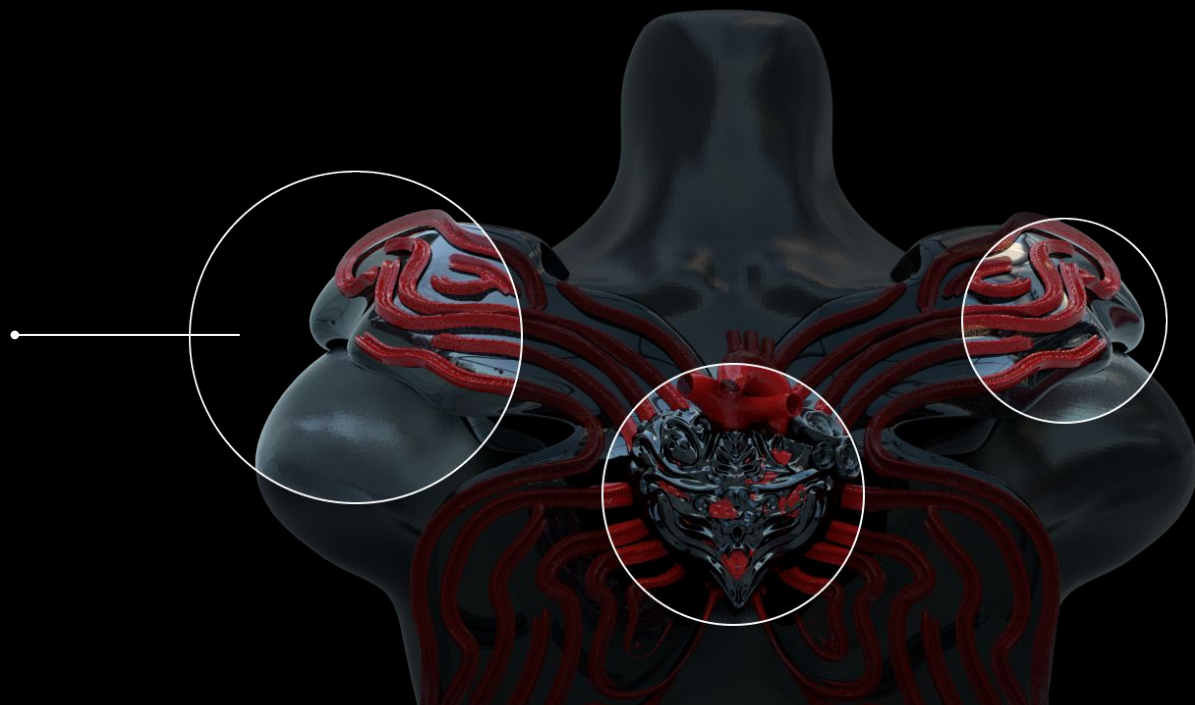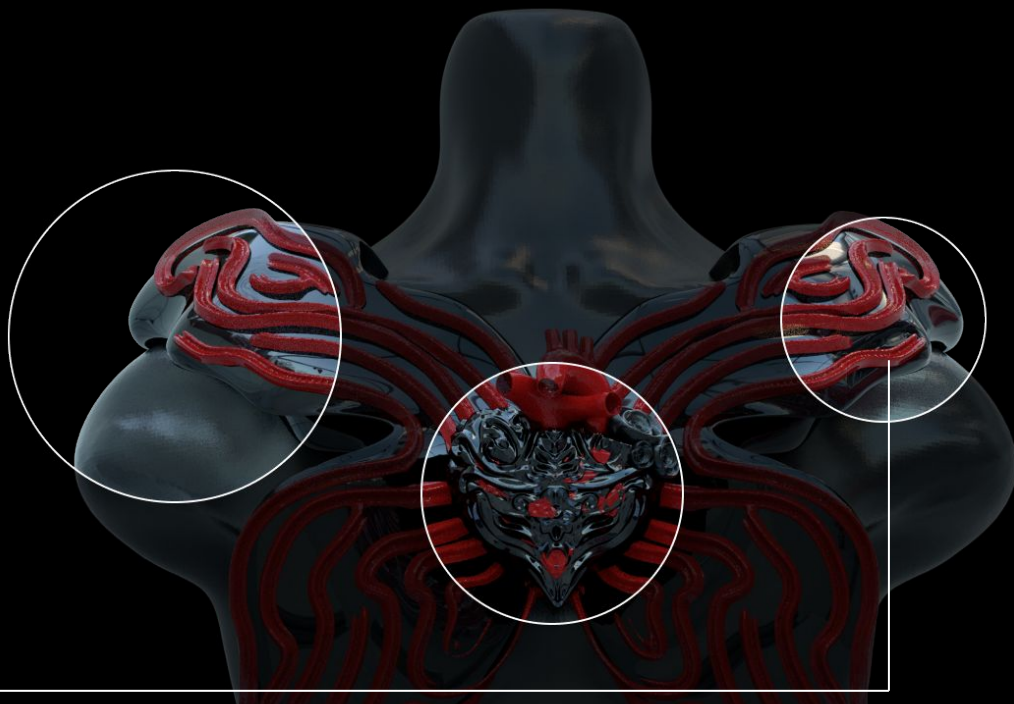
Final Design

A hybrid between a love heart and a human heart, the surface of the heart is engraved with organic lines to position the arteries and veins. At the same time, the heart also acts as a housing for the electronics circuit.
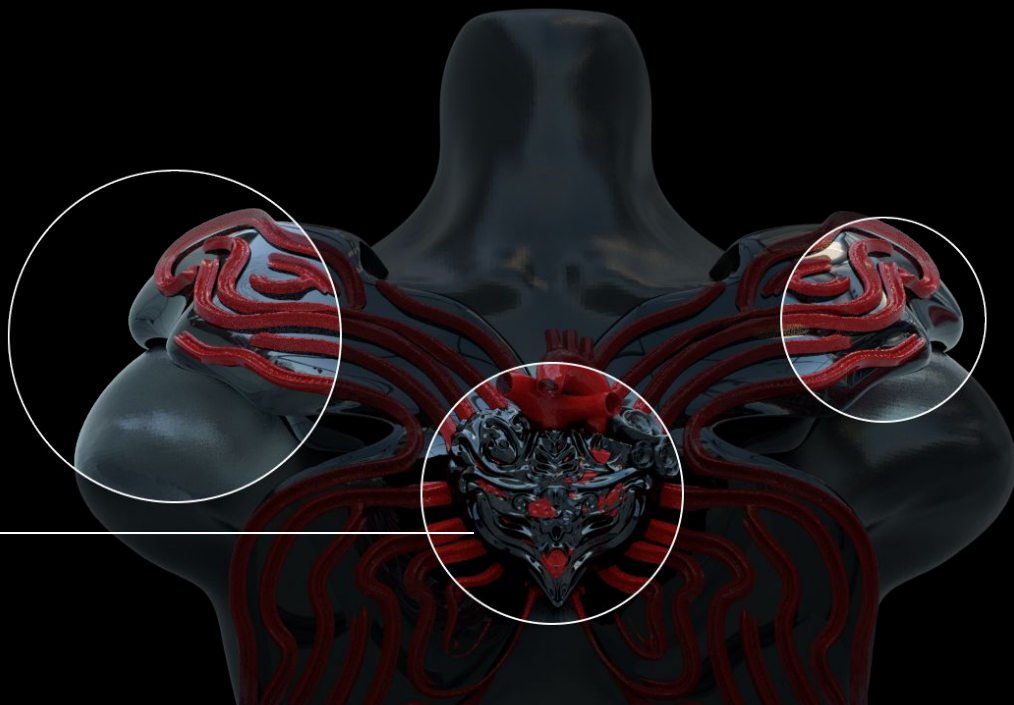
Final
Design

The contours on the surface of the wings form a
more organic visual effect and enclose the heating
element in the curves seamlessly.

Fabrication

Final Look