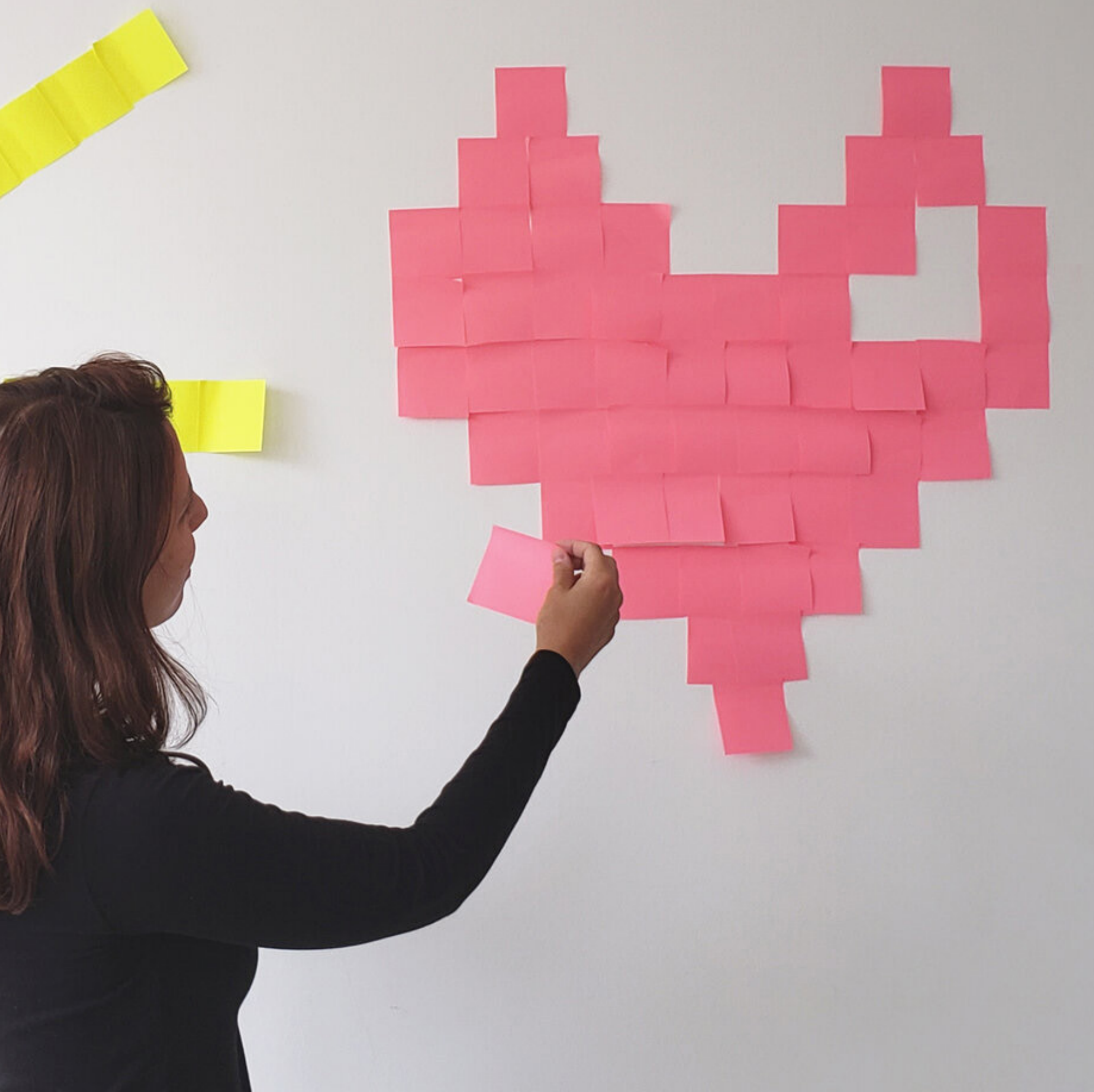


PORTFOLIO

Lucila Duloup

RESUMEE



Work Experience

- **Amazon (AWS)**
User Experience Designer
California, USA | 01/23 -
- **Amazon (AWS)**
User Experience Design Intern
California, USA | 05/22 - 08/22
- **UC Berkeley**
Graduate Student Instructor
California, USA | 01/22 - 12/22
- **Ministry of Social Development**
Program Manager
Buenos Aires, Argentina | 09/17 - 12/19
- **Ministry of Social Development**
Senior Designer
Buenos Aires, Argentina | 05/16 - 09/17

Education

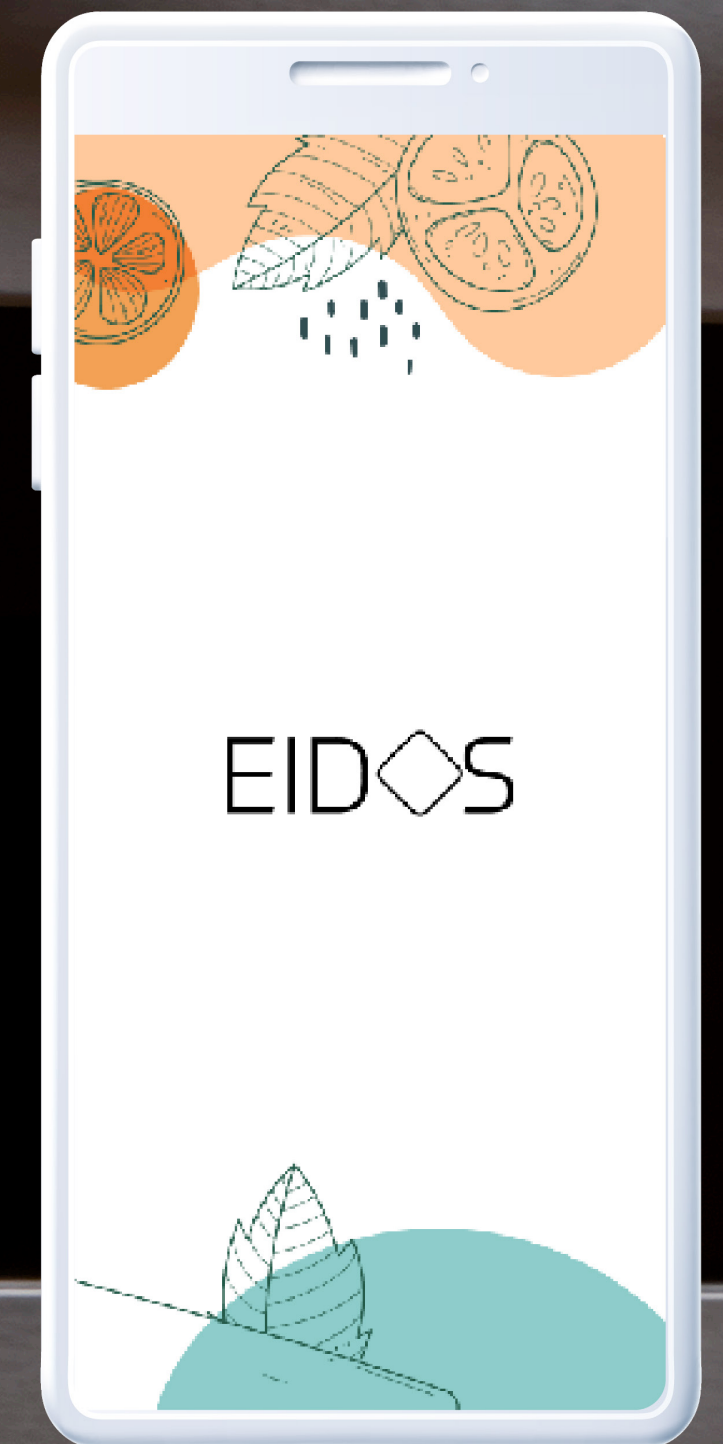
- **UC Berkeley**
Master in Design for emerging technologies
08/21 - 12/22
- **University of Buenos Aires**
Bachelorette in Industrial Design
03/09 - 12/16

Design Awards

- **Fast Company World Changing Ideas 2022**
Winner for Student category with project EIDOS
- **SF Design Week 2022**
Winner for Student category with project EIDOS
- **MDes Distinguished Scholar Award**
Scholarship for a total of \$13,500 to study at UC Berkeley

EIDOS

Reduce residential food waste by providing gentle ambient reminders about food that will expire or spoil soon. A companion app scans receipts to track and inform smart grocery shopping lists and recipes.



My Role

Research, ideation, 3d modelling, User experience in tangible and Digital app, UI in digital app, render, and video edition.

Collaboration

UC Berkeley, Master in Design candidates Akash Mahajan, Debbie Yuen, Eleanor Mayes, Roland Saekow.




Each year in the US

30%-40%

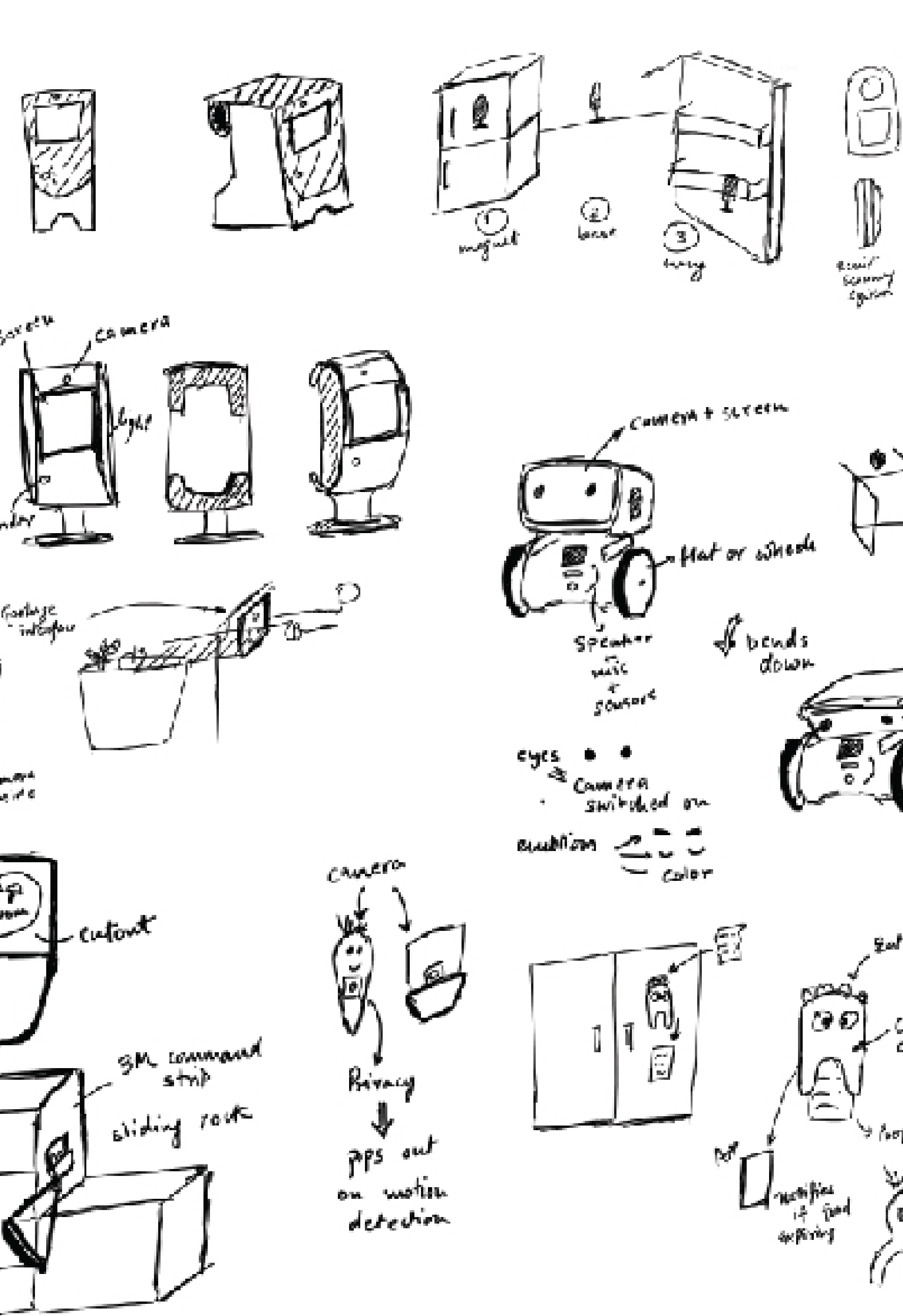
food produced

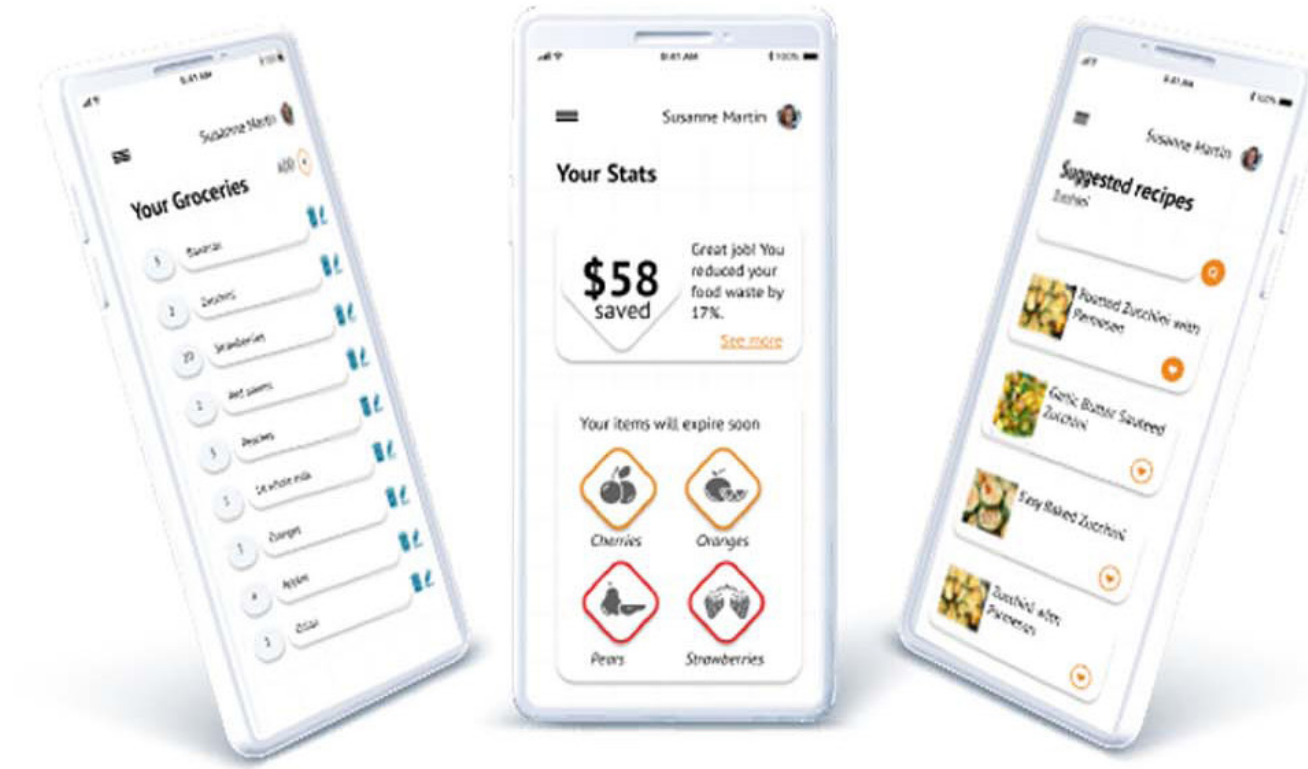
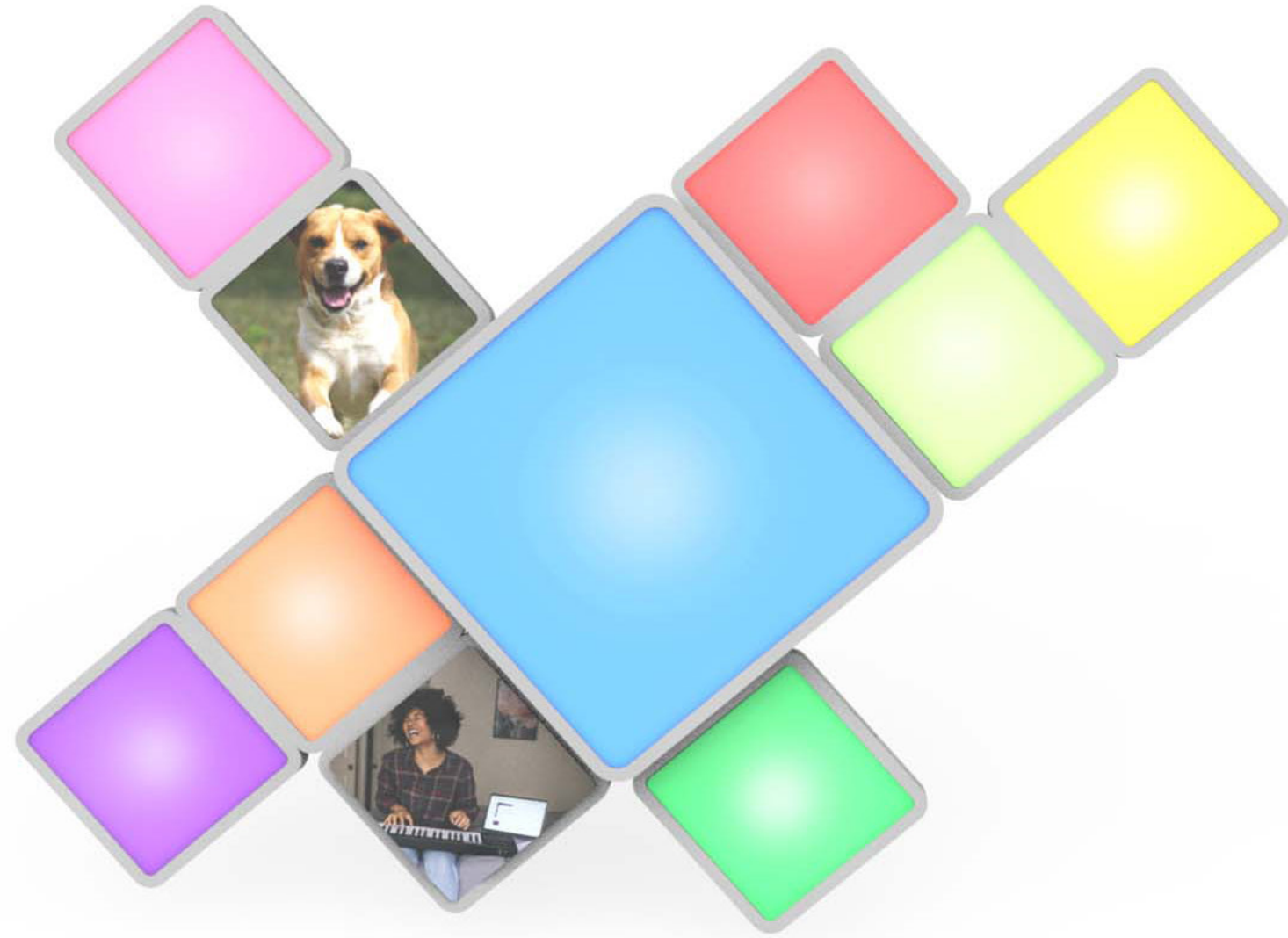
is wasted



A large pile of food waste, including vegetable scraps, eggshells, and fruit peels, is shown. The waste is a mix of green leafy vegetables, orange peels, and brown eggshells. A white text box is overlaid on the center of the image.

Supermarkets have strategies to deal with food waste, households don't. 60% of the food waste is created in households.





1

Using our app, **scan your grocery's receipt** to let EIDOS know what kind of foods you have at home.

2

EIDOS **visually reminds you** when groceries are about to expire. Tap once to hear which items are expiring, and tap twice to dismiss.

3

Lights begin pulsating when groceries are expiring soon. EIDOS will send **recipe suggestions to your phone.**

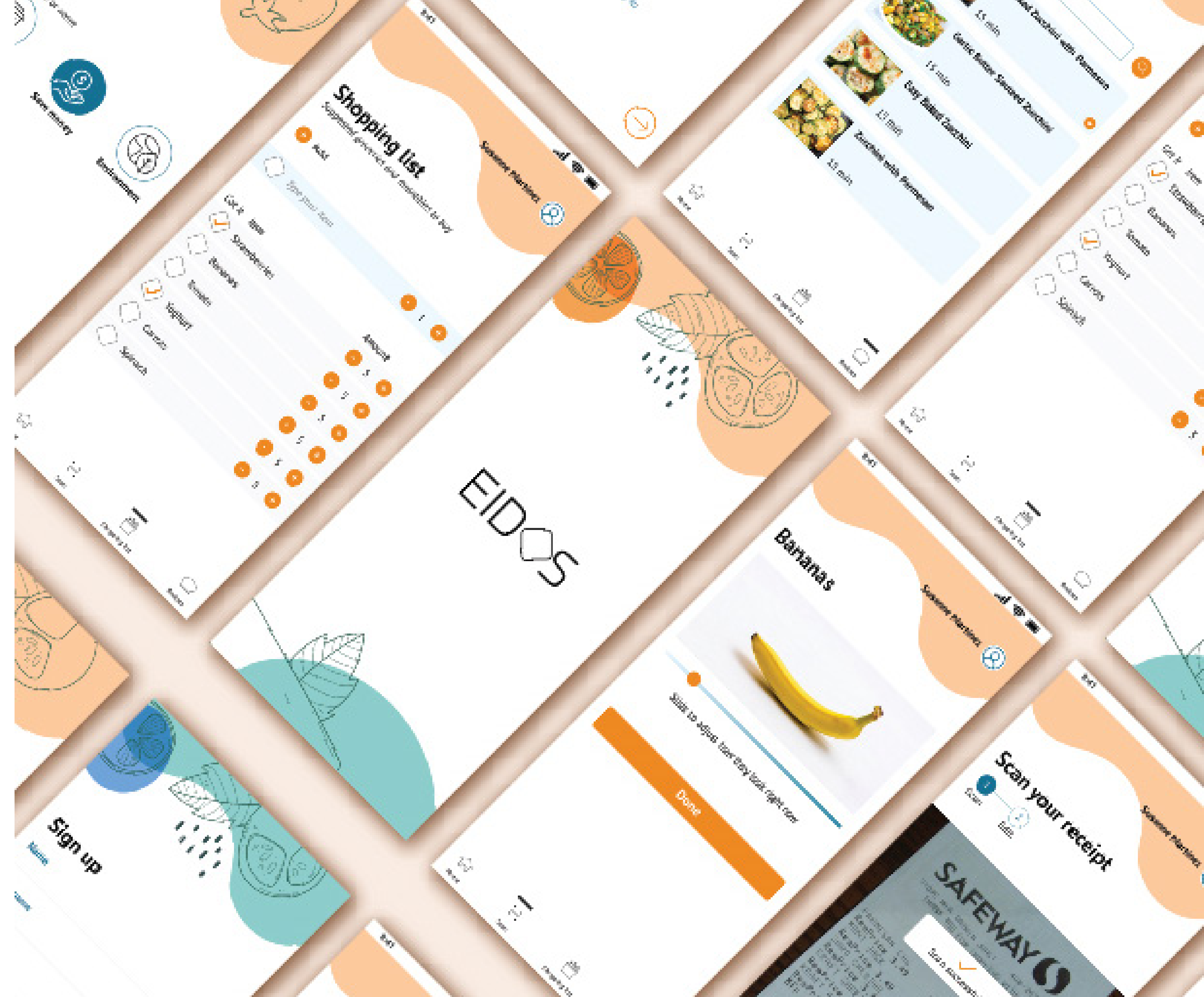
4

Based on your food waste habits, EIDOS will create a **suggested grocery shopping list** to buy only what you need.

Companion App

The main features of our companion app are:

1. Scan Receipt.
- Edit/Add/Eliminate
2. Suggested Shopping list based on food waste habits.
- Edit/Add/Eliminate
3. Suggested recipes to use food that is about to expire.
4. Connect to online shopping apps to get automatic data.



FASTCOMPANY

**WE MADE
THE LIST!**



**WORLD CHANGING
IDEAS 2022**

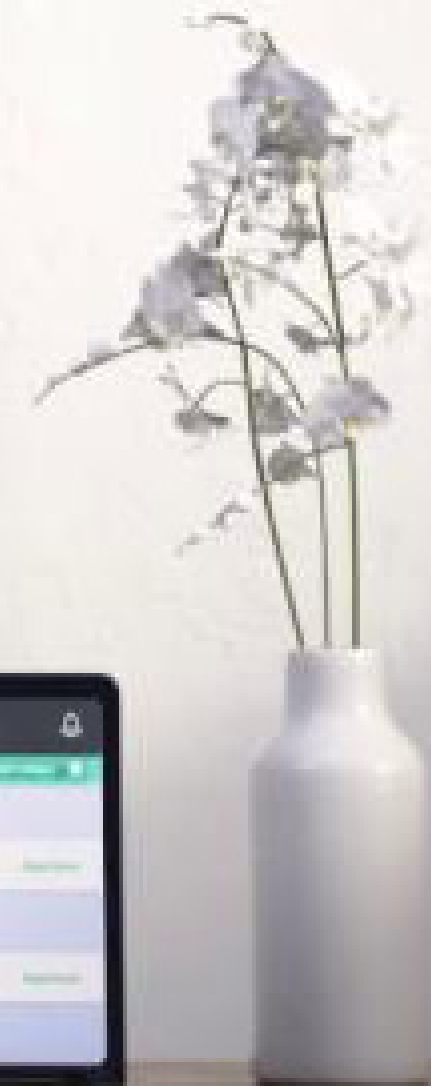
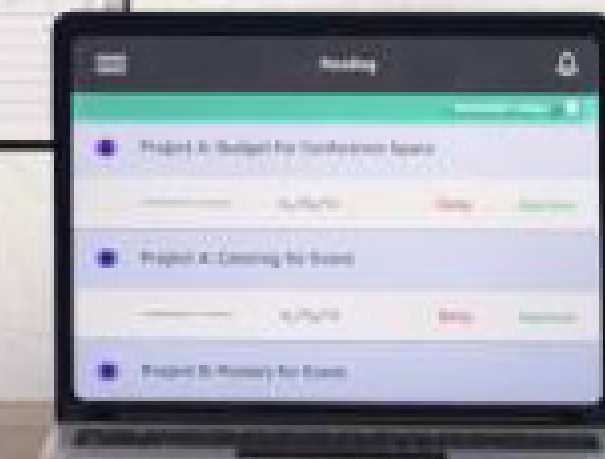
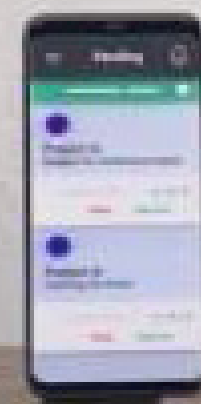
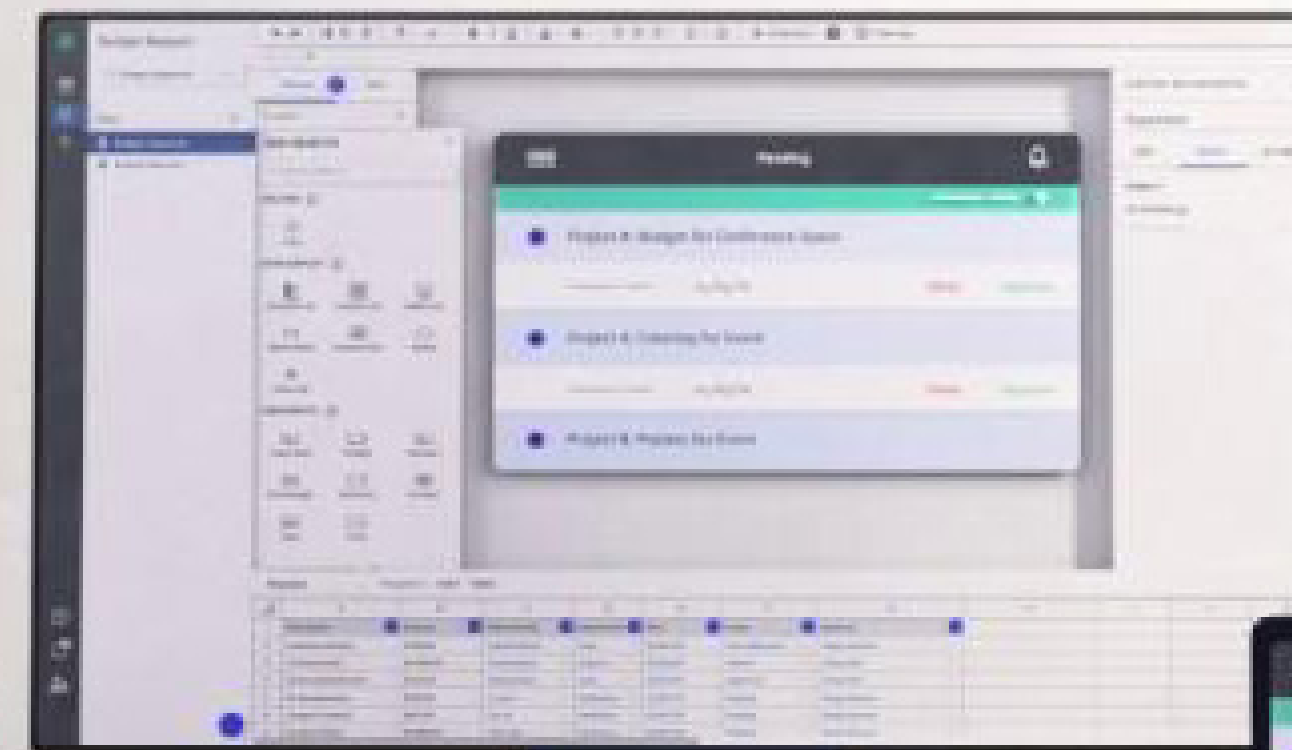
**SAN
FRANCISCO
DESIGN
WEEK**



amazon

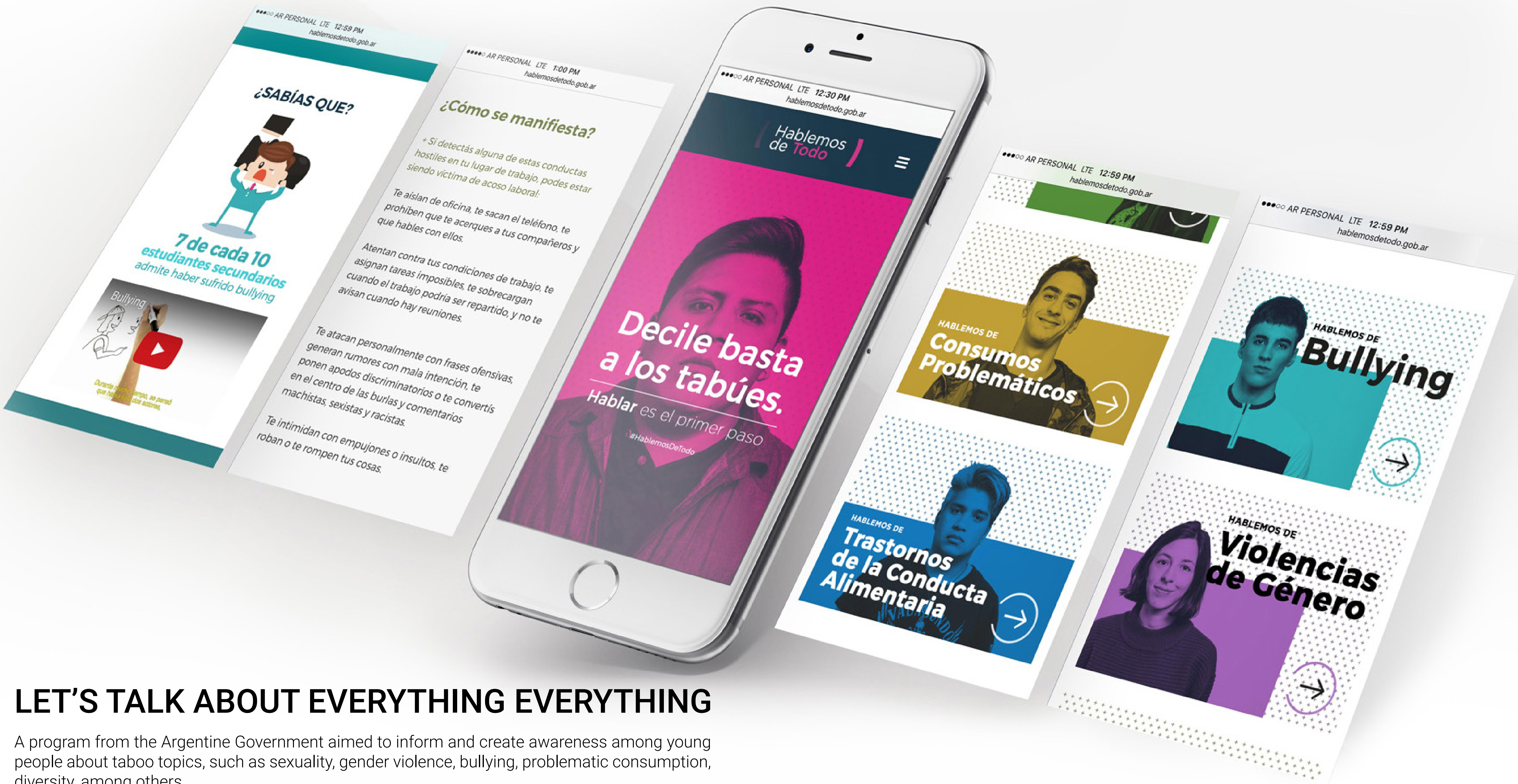
Honeycode

www.honeycode.aws



AWS UX Designer Intern

During the summer of 2022 I worked at the Amazon Honeycode team designing a new feature using ML technology for a new product in the low code - no code space.



LET'S TALK ABOUT EVERYTHING EVERYTHING

A program from the Argentine Government aimed to inform and create awareness among young people about taboo topics, such as sexuality, gender violence, bullying, problematic consumption, diversity, among others.

My Role

Lead Digital Designer (May 2016-Sep 2017).
Program Manager (Sep 2017-Jan 2020)





Impact

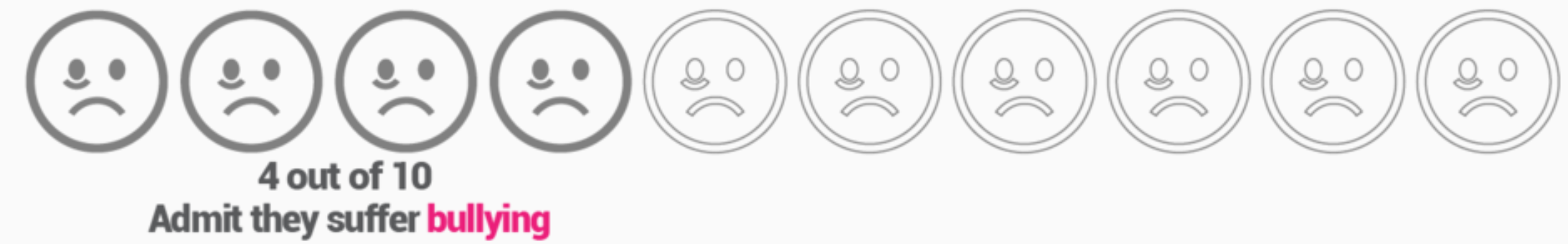
The digital website was recognized by UNESCO, and they invited me as a featured speaker to the international symposium "Switched On" at Istanbul.

We had more than 1.5 Million unique users in 2 years, representing the 18.5% of the total youth in Argentina (8 million people).

The digital website was replicated by Chile's government.

The territorial strategy was replicated in Republica Dominicana and El Salvador

In 2018 we reduced unwanted teen pregnancy by %25,5 working with the National Teen Pregnancy plan



Problem statement

Young people in Argentina are struggling to find professional help and safe spaces to talk about how they feel about their sexuality, gender identity, sexual orientation, gender violence, alcohol and drug consumption, bullying, among others.

They have lack of knowledge about these topics, and do not know public services available for them. Furthermore, it is very hard for the government to establish a trustful relationship with young people to talk about this topics.



Camila

University student + full time work

Age: 21

Occupation: University Student & Full time employee

Location: Buenos Aires Province

Likes to be called: She/They

Camila is doing a major in Psychology at University of Buenos Aires. She is passionate about people and how they relate with each other. She had a catholic education, but she considers herself as atheist/agnostic. She has her own laptop and cellphone.

Personality:

Camila is an introvert person that cares about her close community. She is a good student and loves spending time with her friends and family.

Motivations:

Camila wants to finish her studies and open her own consulting room.

She challenges herself to question the way she was educated and to be open minded.

Social Media:



Activities:

Drinking mate in the park with friends.
Asados on sunday with family
Yoga

Cultural interests:

Yo mate a un policia motorizado
Small concerts
Emerging artists festivals

“Adults come from a closed-minded generation, they are not like us.”



Sabrina

Feminist High School student

Age: 17

Occupation: High School Student

Location: Buenos Aires City

Likes to be called: She

Sabrina is a regular student, she has strong social justice believes and is a feminist activist. She has access to internet at home, shares a computer with her two brothers. She has her own cellphone and spends a lot of time in social media.

Personality:

Sabrina is an extrovert leader. She thinks her actions and is updated to social and political news. She strongly fights for her classmate's wills and desires.

Motivations:

Sabrina is motivated by social justice, especially for having more equity for women in society.

Challenges herself to become a great leader.

Social Media:



Activities:

Feminists events/manifestations
Meetings with friends
Visiting musuems

Cultural interests:

Miss Bolivia
Cumbia Queers
Duki

“For adults, gender issues are taboo, they do not have a gender perspective.”



Mariano

Employee local business

Age: 19

Occupation: Employee at Family's business

Location: Cordoba province

Gender identity: He, They

Mariano is a hard worker at his family's green grocerie. He did not finished high school, and decided to start working to help his family. He is a member of the LGBTIQ community, has a supportive famliy, but he suffers discrimination by peers many times.

Personality:

Mariano is a loyal and authentic person. He strongly believes that you should not do to others what you do not like them to do to you.

Motivations:

Mariano would like to has his own business.

Mariano would like to finish his studies at some point of his life.

He wants to finish his first marathon.

Social Media:



Activities:

Outdoors excercise
Nightlife with friends
Dancing cuarteto

Cultural interests:

Los Redondos
Cuarteto

“It's not worth it to spend time talking to someone that will not change their mind”

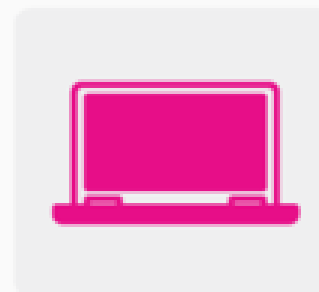
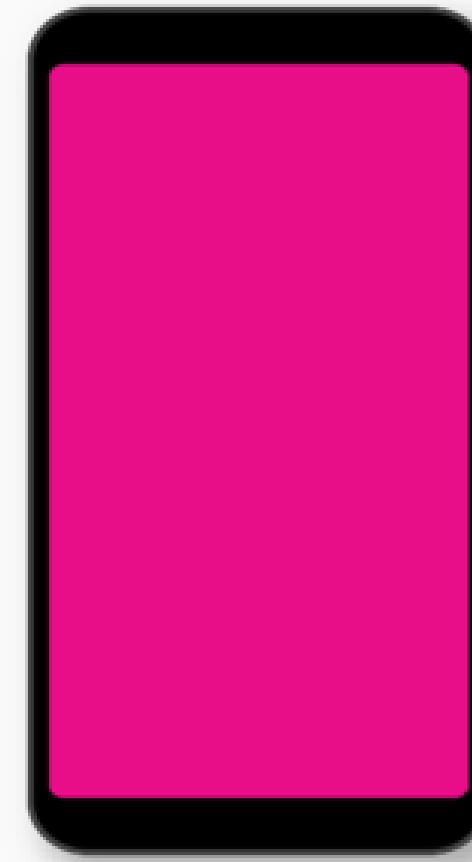
How might we create a governmental safe space for young people to talk about their feelings and doubts?



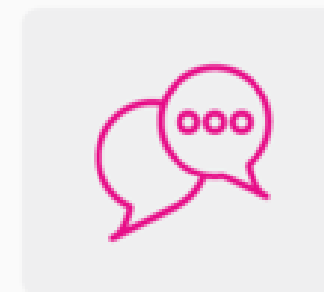
Program structure

Let's Talk About Everything is a program that has two main strategies, digital and territorial. The digital services have a reach to most of the youth population, while the territorial services are mainly focused on young people living in poverty.

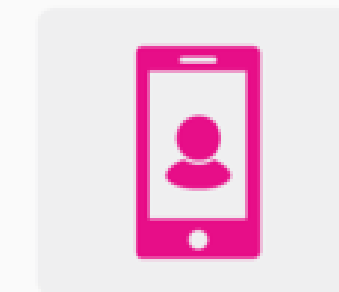
Digital



Website



Chat

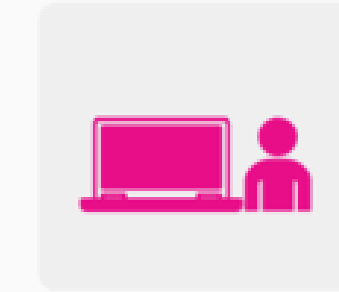


Social Media

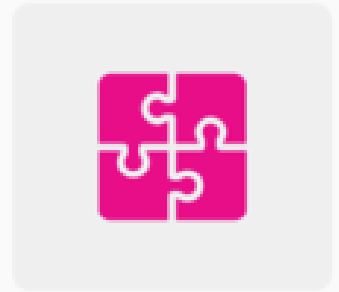
Territorial



Workshops



Hackathons

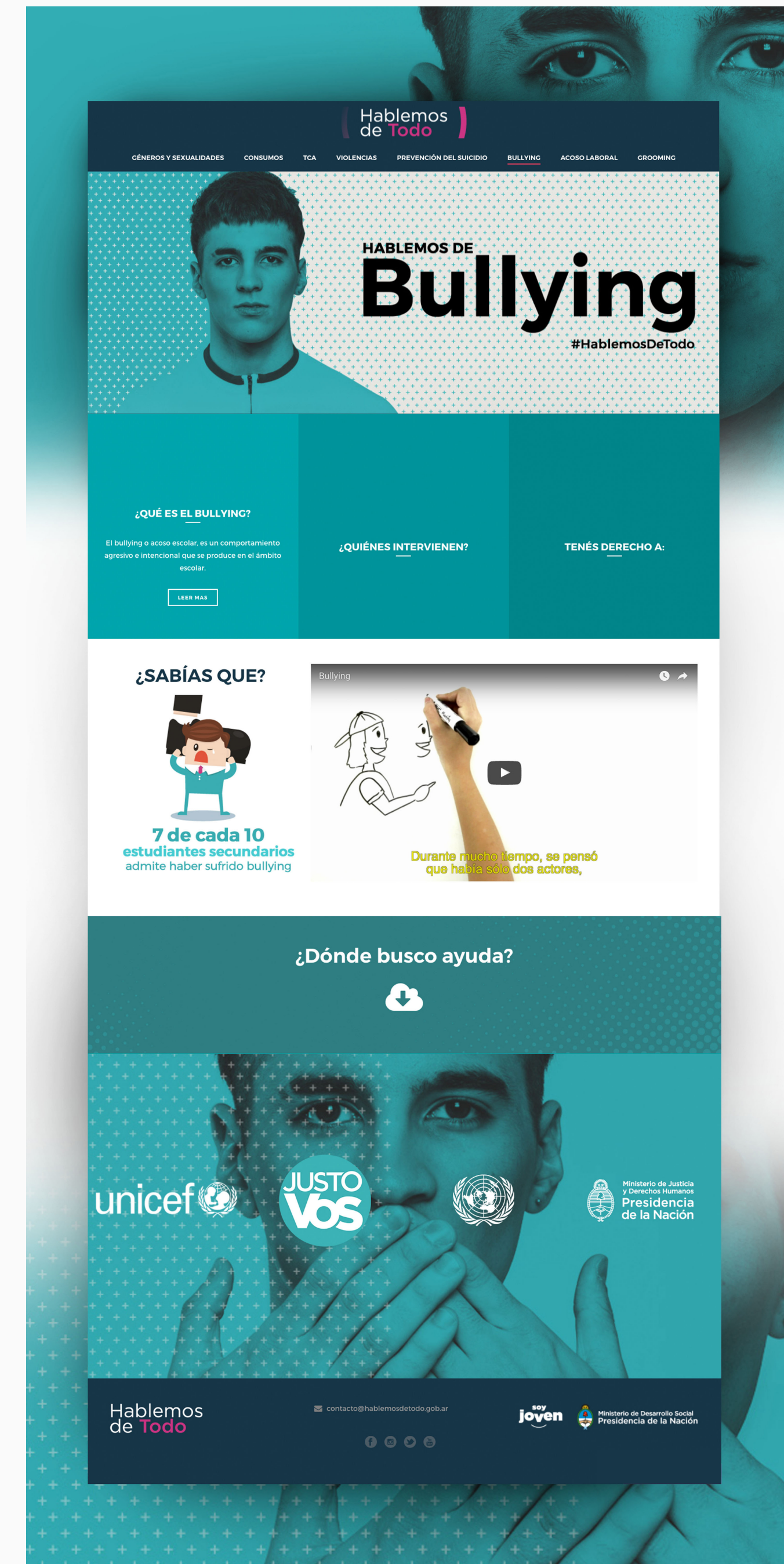


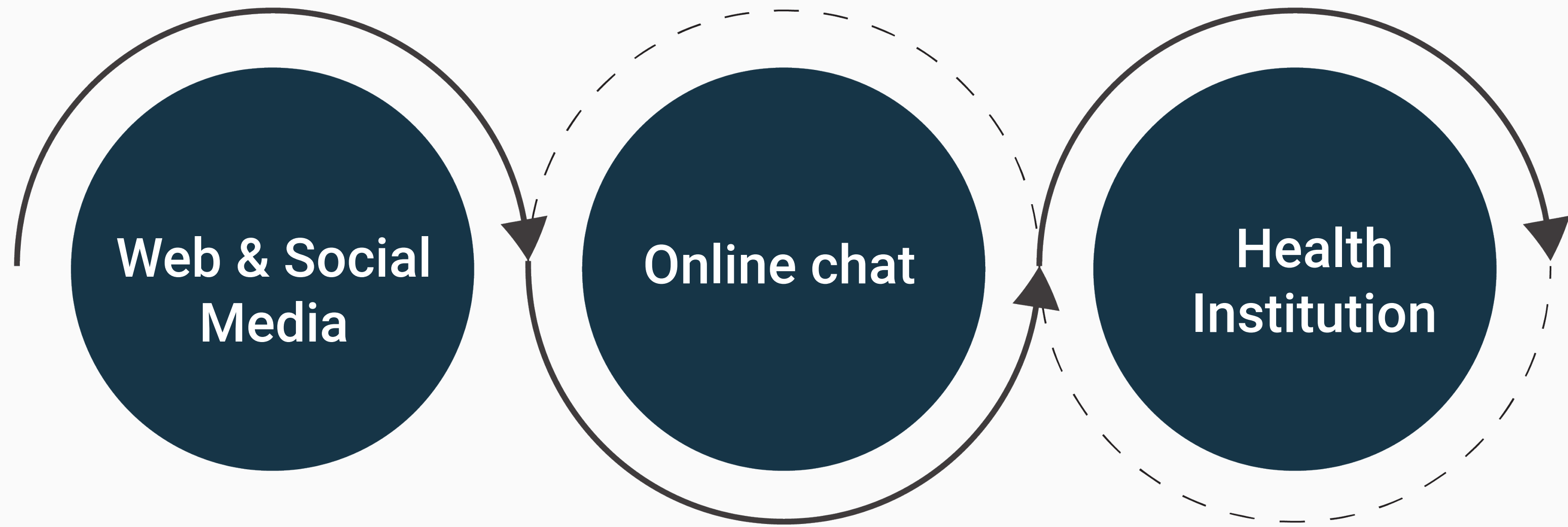
Massive events

Website

I honor design guidelines, but when these do not follow the user needs, I speak up.

The website was designed to empathize with young people, and move away from the serious governmental aesthetics. This was one of the biggest challenges of this project, because we were the only national program that did not follow the design guidelines.





Online Chat

Anonymous, confidential, and free.


The online chat is answered by health professionals who work together with public health institutions to provide the best services to young people.

Social Media

Social media content was created based on young people's interests. The more questions we received about a specific topic, the more content we posted about it.

1/6

EXCUSAS ABSURDAS PARA NO USAR PRESERVATIVO



Hablemos
de **todo**

ABSURD ARGUMENTS FOR NOT USING A CONDOM

Territorial



+100K
participants

Massive events



+400
participants

Hackathons

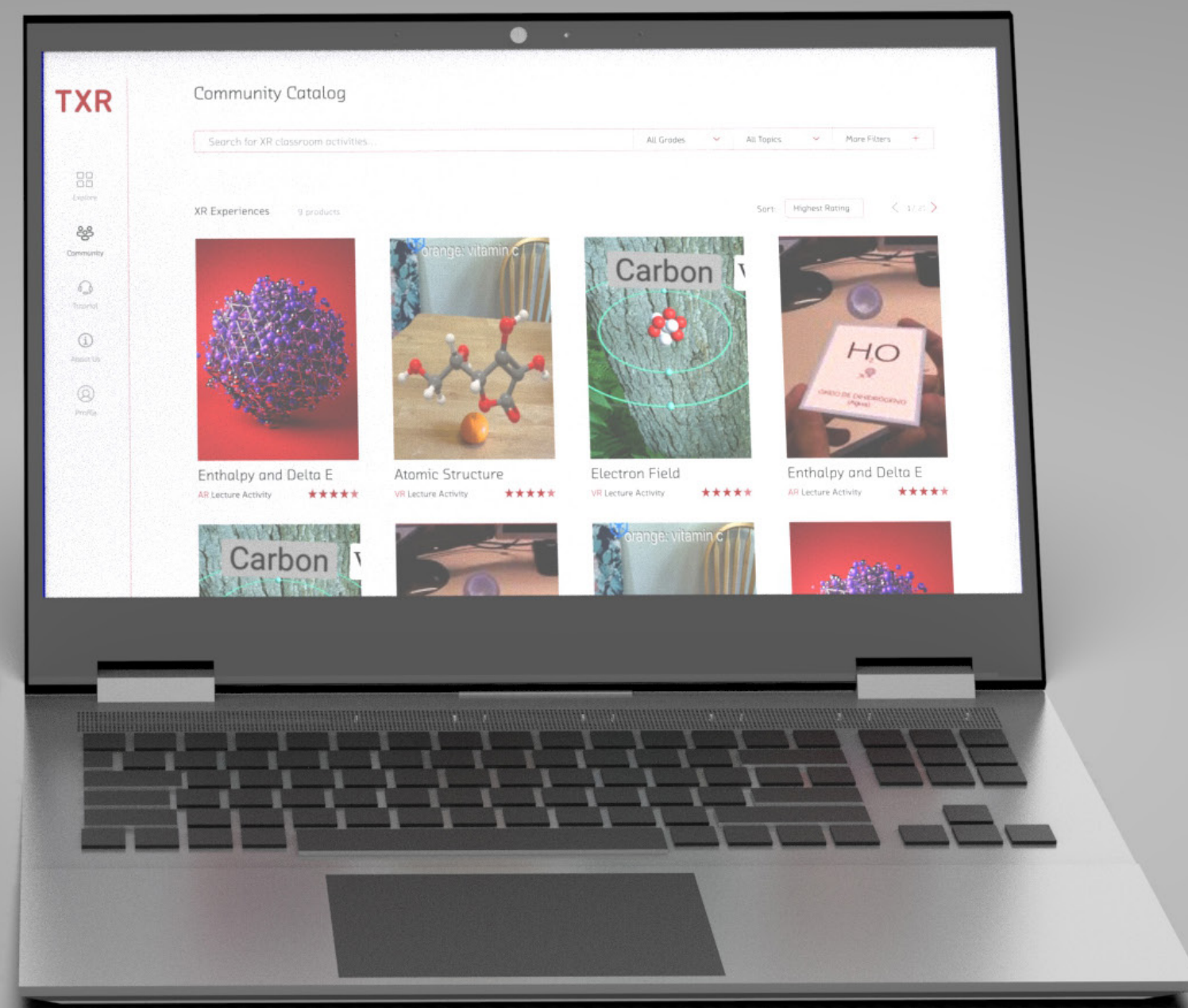
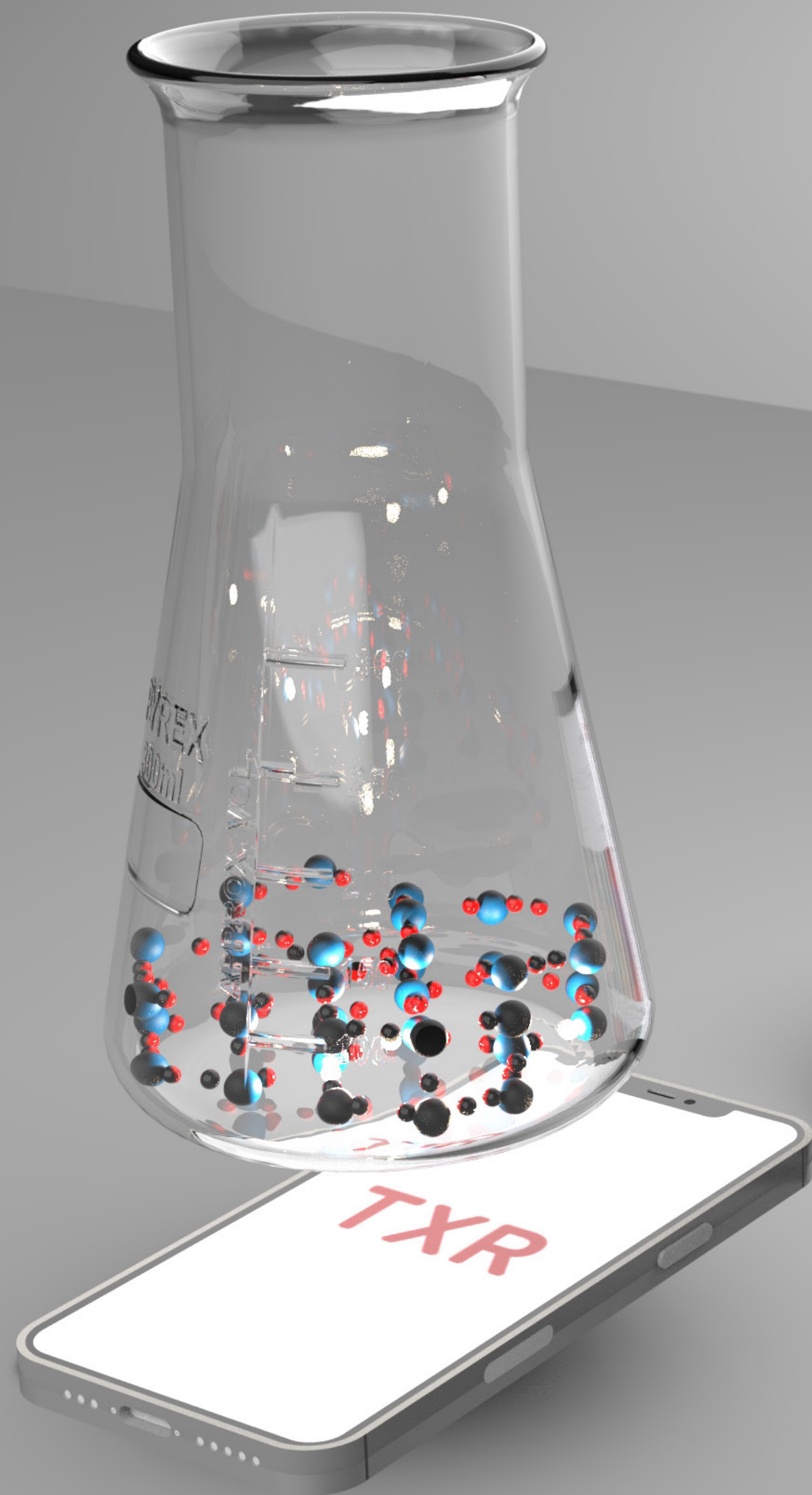


+38K
participants

Workshops

Partners





TeachXR

Designing a new tool for chemistry high school teachers to provide access to AR and VR, as a new media for storytelling in classrooms.

My Role

Research, ideation, User experience in Figma, AR experience development in Unity AR Core + Vuforia Engine.

Collaboration

Hannah Bartolomea

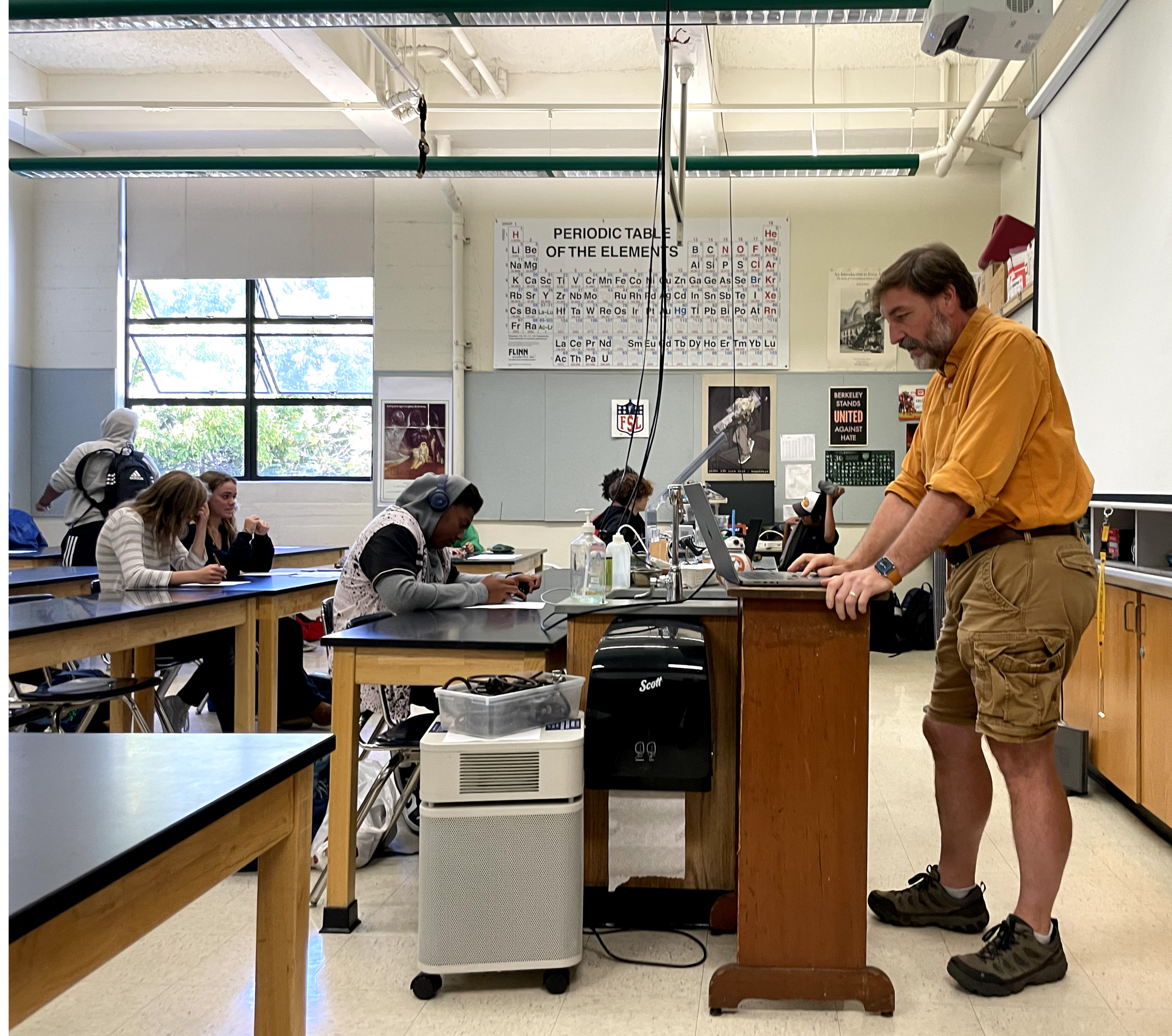


Problem statement

Teaching high school chemistry is particularly challenging because students can not see how the macroscopic world results from interactions at the atomic and molecular levels. Today, teachers use digital presentations with videos and images where students can see content in motion. However, digital presentations are in 2D, and it is hard to show 3-dimensional interactions.

Moreover, teachers need more time, resources, and a supportive community to learn and incorporate new technologies. Studies show that positive student learning outcomes is insufficient to include digital technology in their classrooms.

This research project aims to design and evaluate a new tool for high school teachers to facilitate access to Augmented Reality (AR) and Virtual Reality (VR) to help them explain the relationship between the macroscopic, molecular, and atomic levels.



Case study

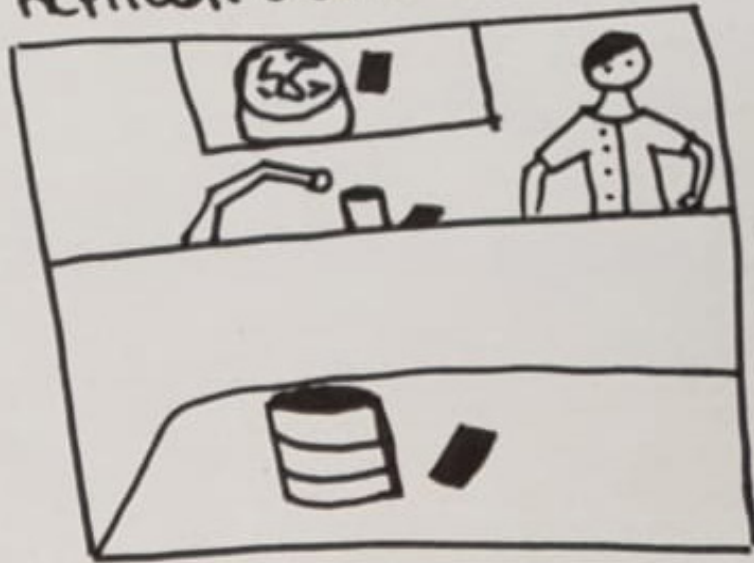
This thesis is a case study with Aaron Glimme, a chemistry teacher at Berkeley High School. Aaron teaches AP and CP chemistry and has a total of 130 students.



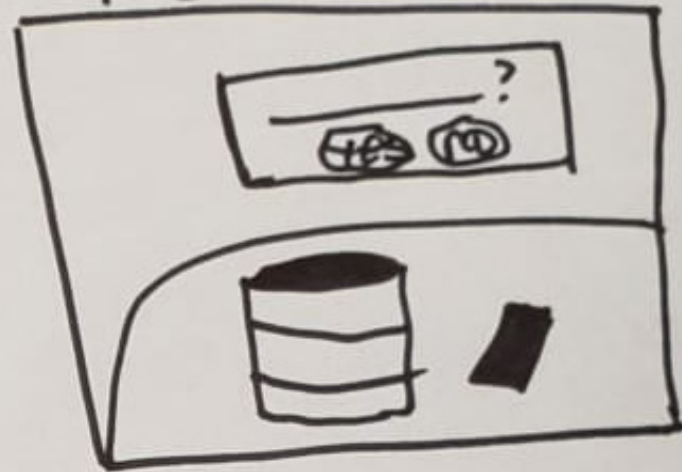
Today: Students watch demos



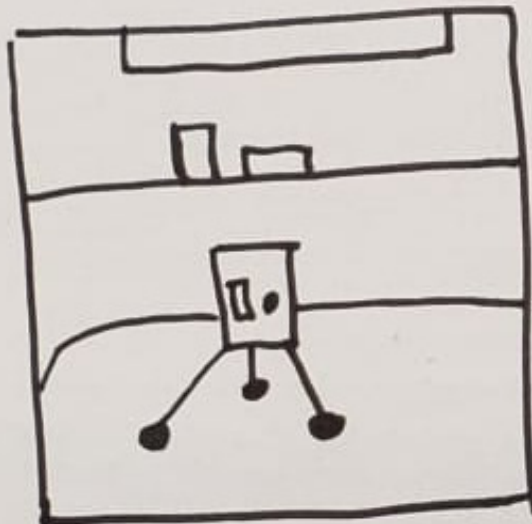
XR
Replicate demo in their desk



Questions + = "Review sheet"



TODAY



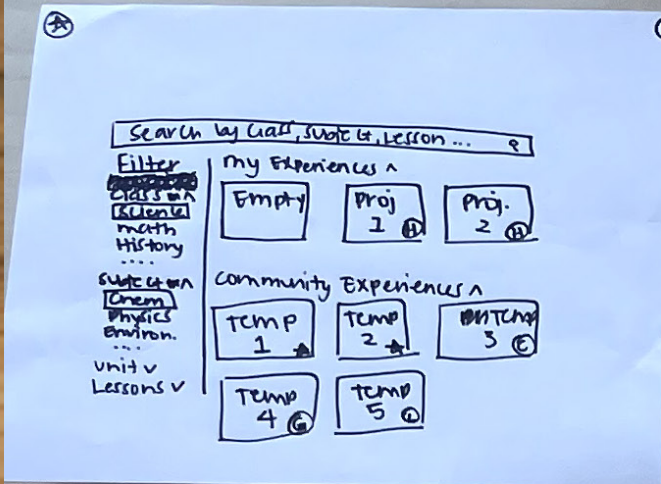
Phone or tablet

tomorrow (2024?)

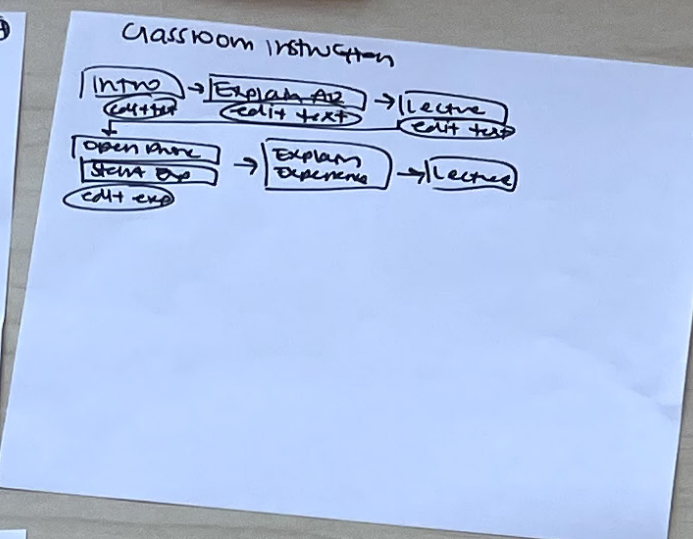


XR/MR glasses
- "hands free"
- more immersive.

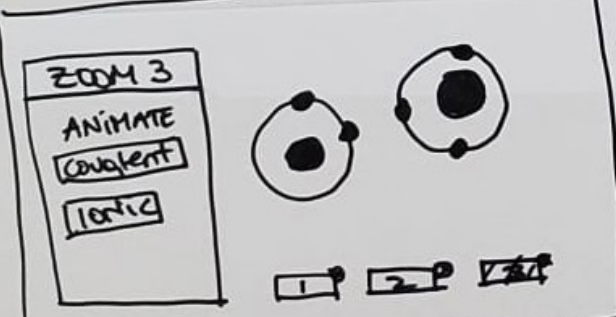
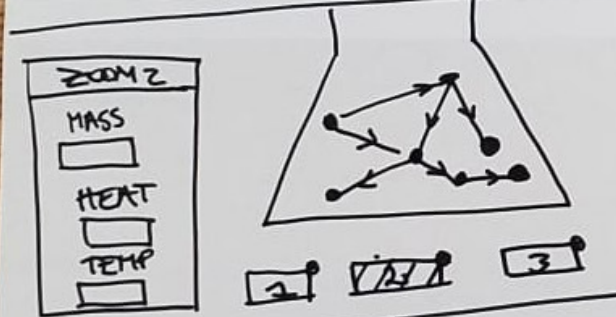
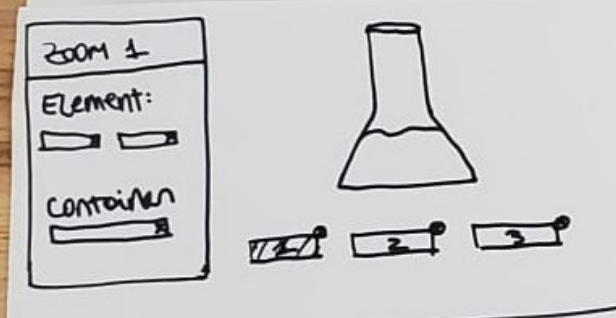
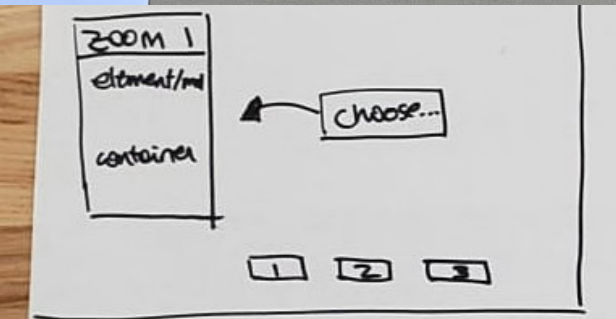
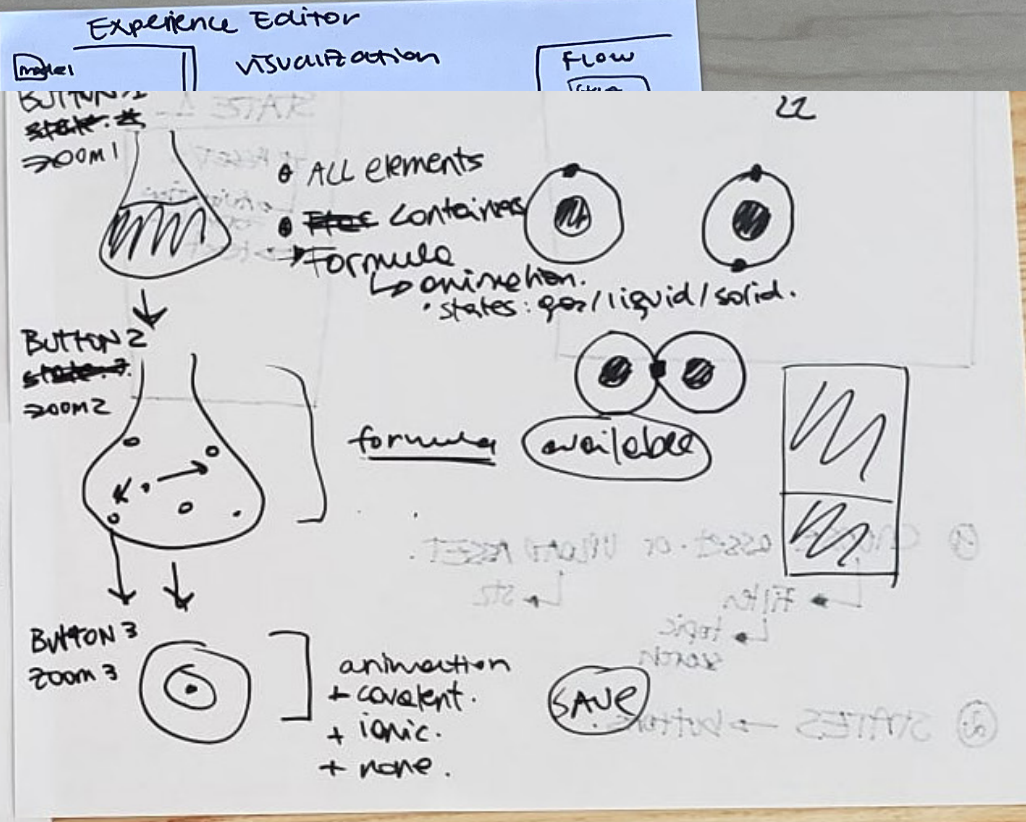
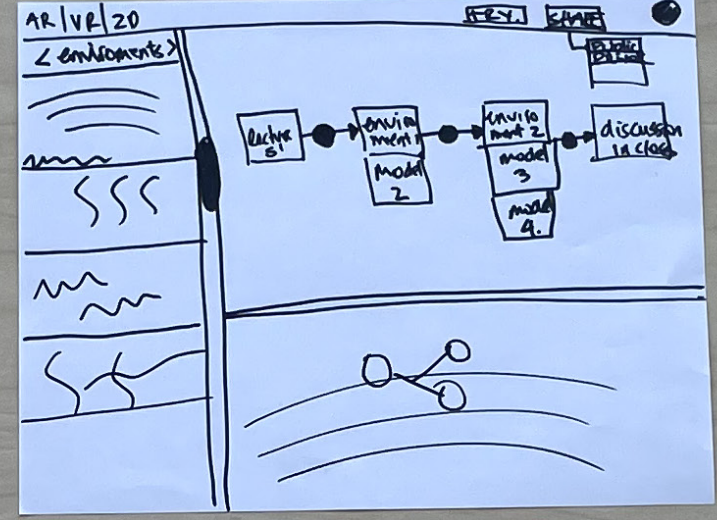
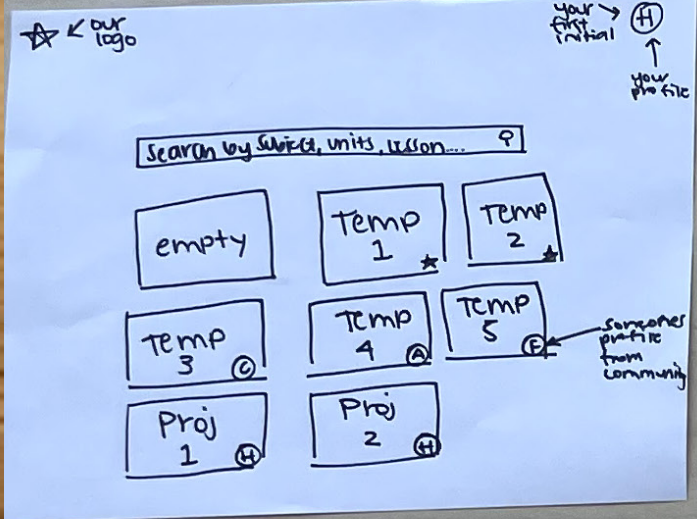
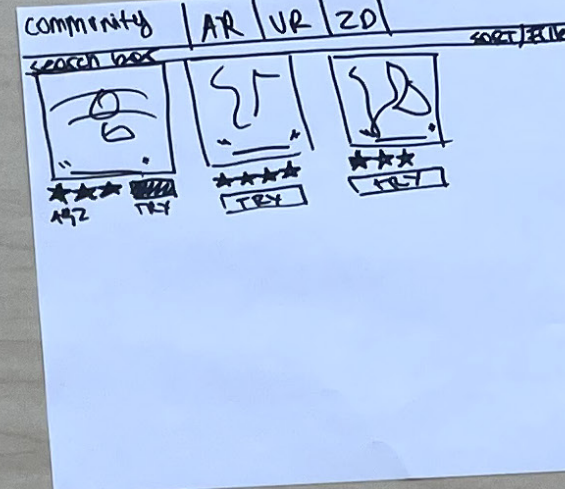
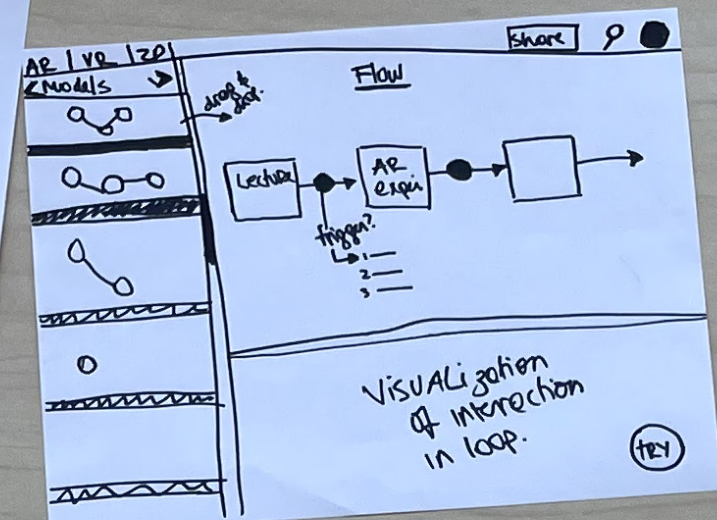
SEARCH



LECTURE EDITOR



EXPERIENCE EDITOR

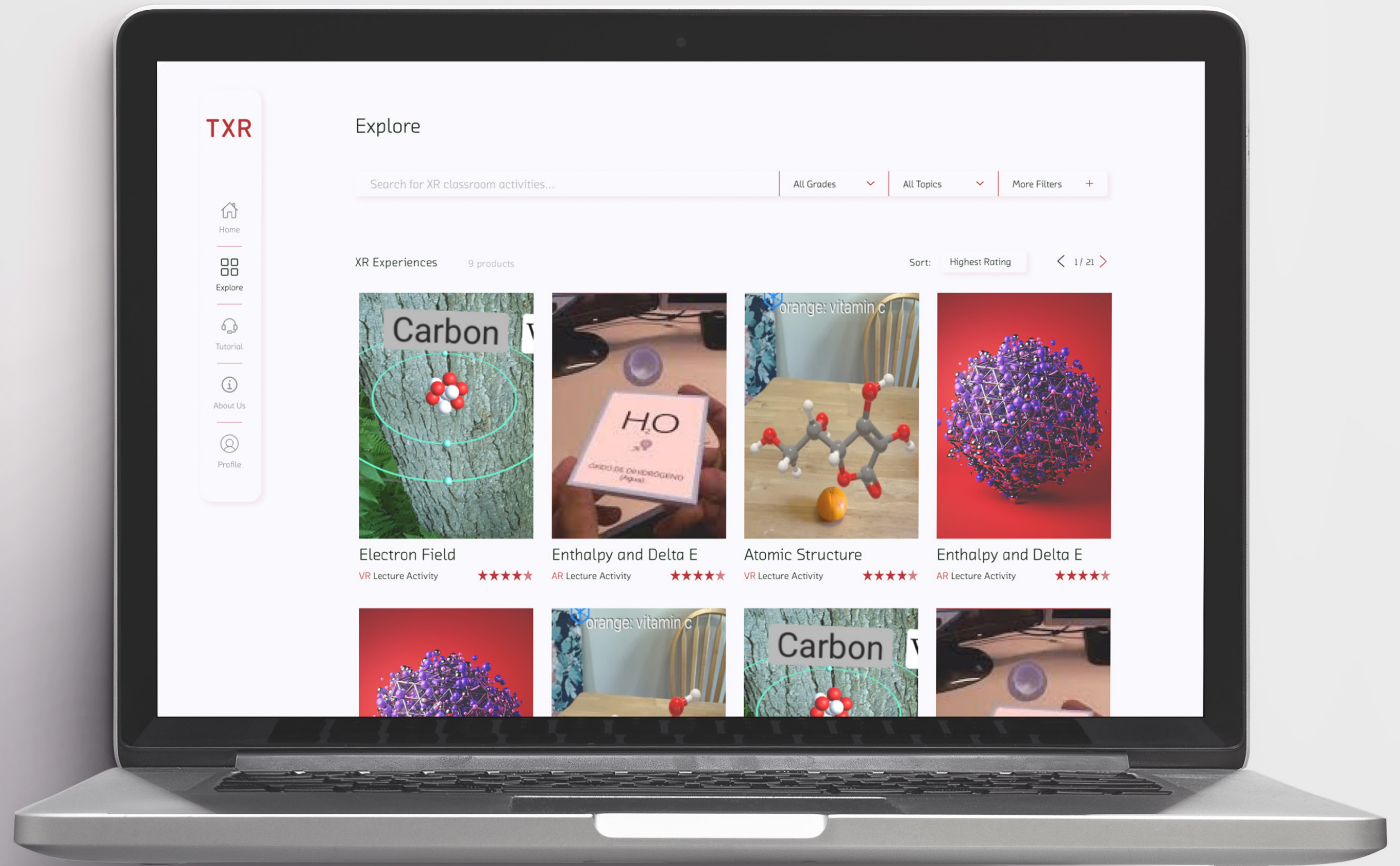


loop movement.

TeachXR tool

In TeachXR, science high school teachers can search for specific AR or VR activities to explain complex 3D concepts in their classrooms. They can connect with other teachers, and share learnings.

For those who want to create their own content, they can achieve this in the creator mode.

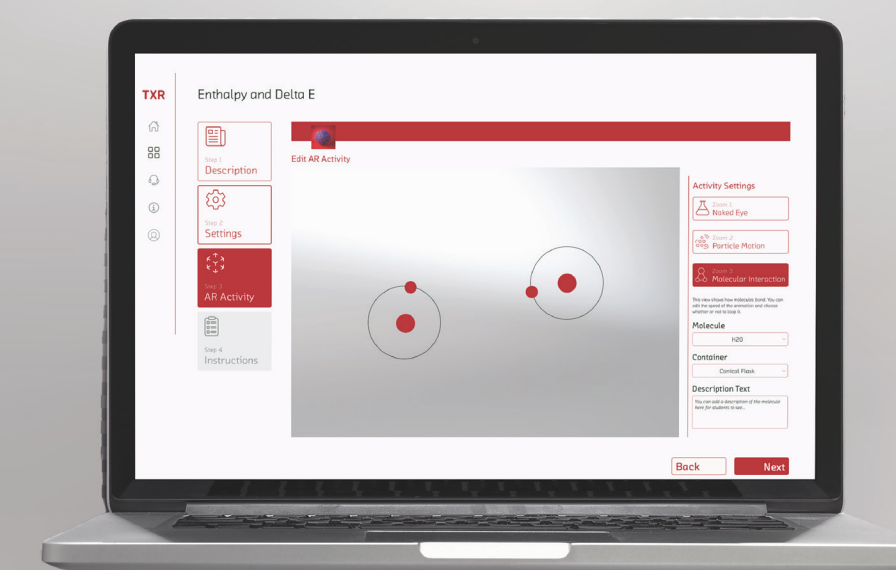
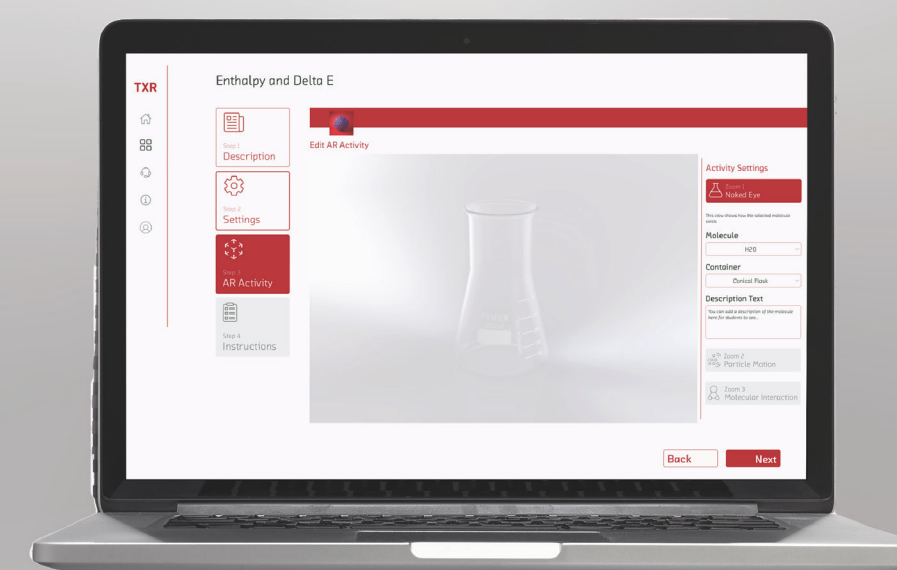
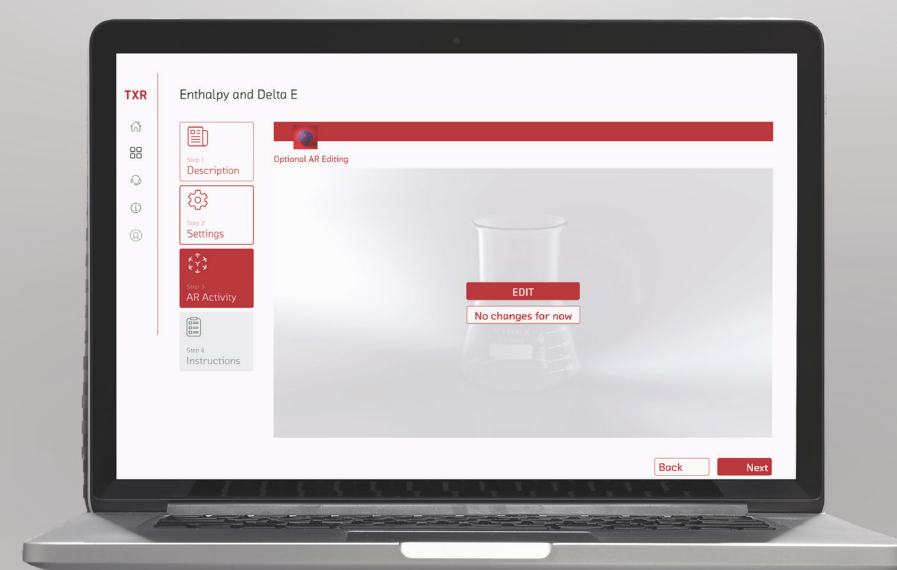
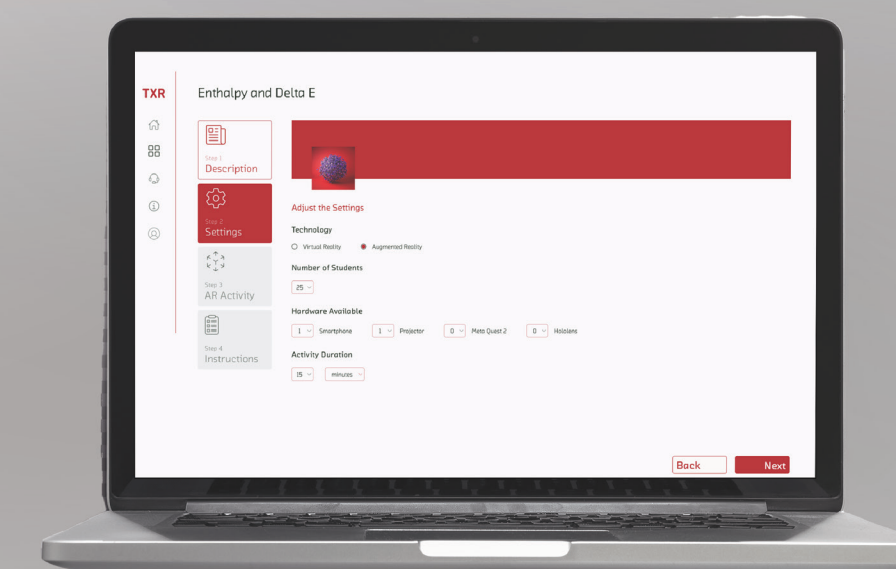
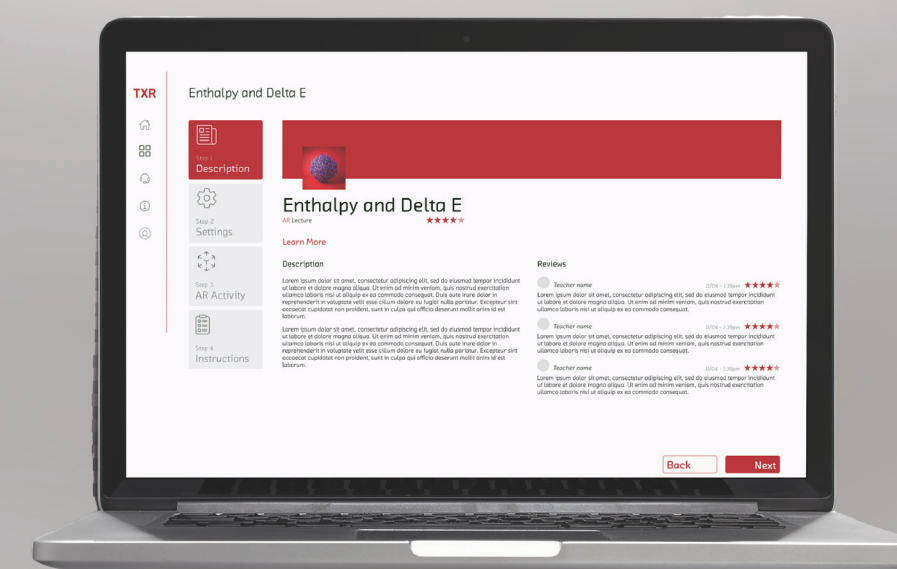
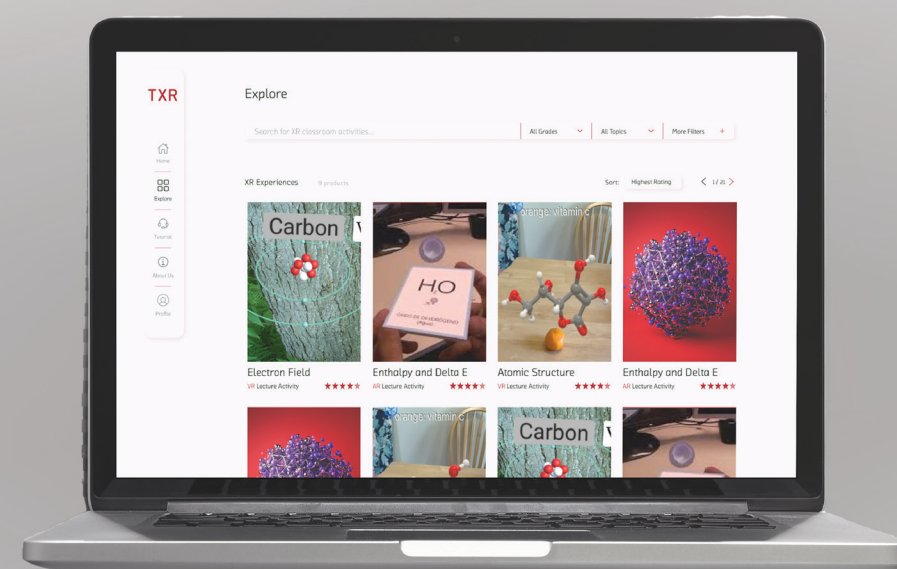


Creator Mode

The creator mode allows teachers to create their own experiences by editing 3 different views, macroscopic, molecular, and atomical.

In the first view, teachers add any element or molecule into a flask of their choice. After that, in view 2 they can choose a chemistry formula to modify the way that molecules interact. Finally, in view 3, they can visualize how atoms bond or break.

Once they finish, they can share the creation and upload it to their phone app to use it during class.



AR Experience

The AR experience was designed as a possible outcome of the TeachXR tool. The experience was designed for Aaron's entropy class and visualizes how H₂O molecules change from solid to liquid and gas state.

The experience was built for Android in Unity with the AR Core template and Vuforia Engine. An AR image tracker Manager component tracks three images that when activated, show three different prefabs representing the three different states of H₂O.

