

**Felicia Renelus**

Curator of Experiences

I'm a multidisciplinary designer looking to create impactful experiences for marginalized groups through speculative design. My experience ranges from UX Design to Service Design and creative technologies. I am also a triple jumper, so let's talk sports as well :)

## EDUCATION

University of California, Berkeley Master of Design (MDes) in HCI & Speculative Design  
Berkeley, CA | December 2022  
Brown University B.S. Cognitive Science - Honors  
Providence, RI | May 2021

## EXPERIENCE & RESEARCH

IBM — *Senior Service Design Intern*  
(New York, NY) Remote | May 2022 – August 2022  
Created an interactive user journey map of the end-to-end AI Governance experience for IBM Watson products used in an IBM Design workshop

IBM — *User Experience Design Intern*  
(Austin, TX) Remote | June 2021 – July 2021  
Worked collaboratively with an intern group and incubator team of IBMers on an improved app experience for external use

Reprise — *Product Experience Intern*  
Remote | Sep 2020 – May 2021  
Crafted 20+ demo environments for software companies, used to pitch Reprise software to potential clients

3D Information for Perception and Action Lab — *Undergrad Research Assistant*  
Providence, RI | Dec 2019 – May 2021  
Completed a Senior Honors Thesis on 3D slant perception with real 3D objects versus digital, computer generated objects, a newer area of research in this field

Bank of America — *Global Technology and Operations Summer Analyst*  
Dallas, TX (Remote) | Jun 2020 – Aug 2020  
Analyzed and outlined current AI uses at the bank and proposed a new system of approaching responsible AI use at BofA

## PROJECTS

Immersive Emotions (2021-Present)  
Selected to participate in the Mobile HCI International Conference in Fall 2022 to showcase a group project that translates biometric data into a visual image to help users better understand how their body language might map to their current emotions.

## SKILLS

### Software

Figma, Sketch, Adobe XD, InVision, Balsamiq, Adobe Illustrator, Adobe InDesign, Blender, Unity for AR

### Coding/Languages

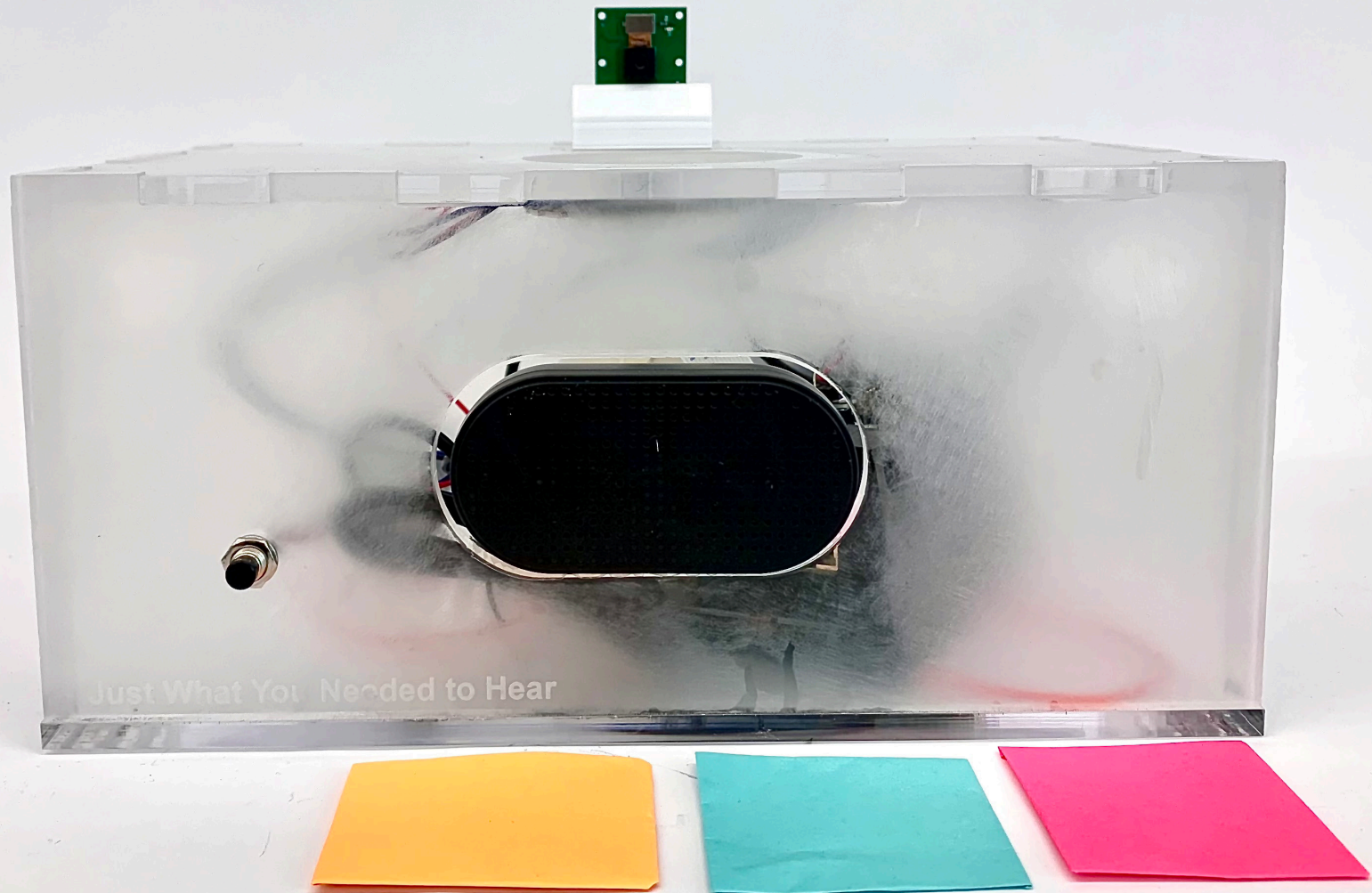
Matlab, Python, HTML/CSS, Advanced Spanish

### UI/UX

User Research, A/B Testing, Usability Testing, Personas, Wireframing

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felicarenelus.com

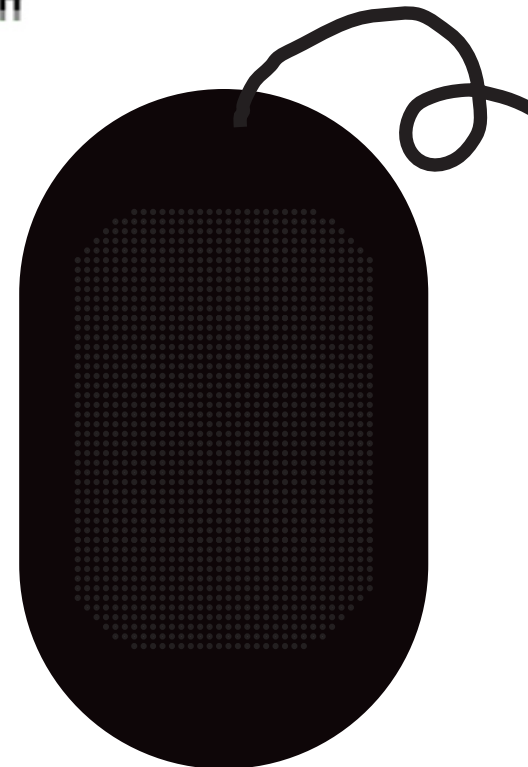
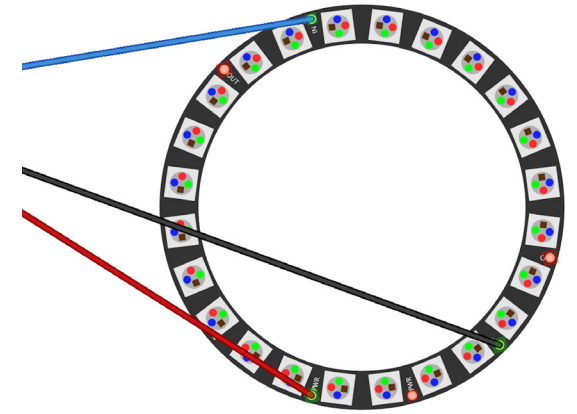
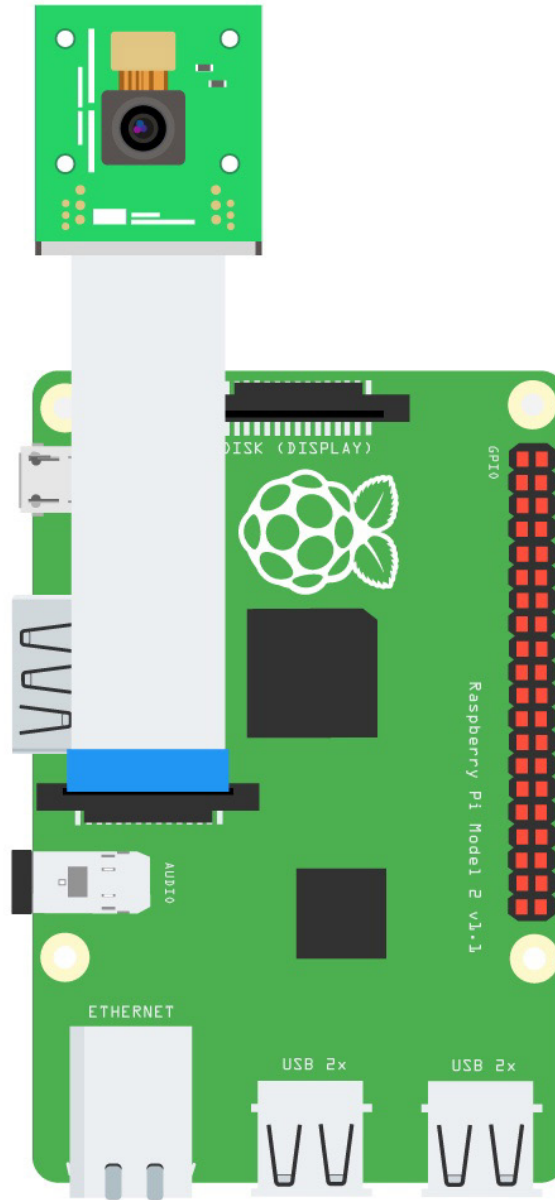
# Just What You Needed to Hear



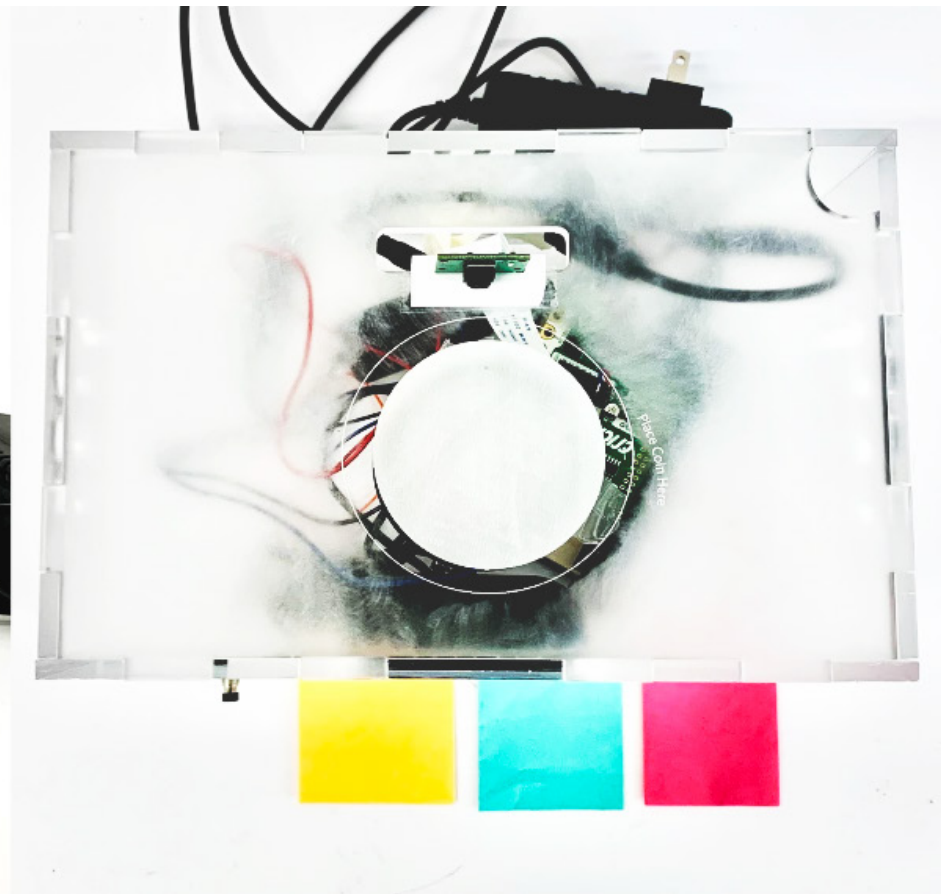
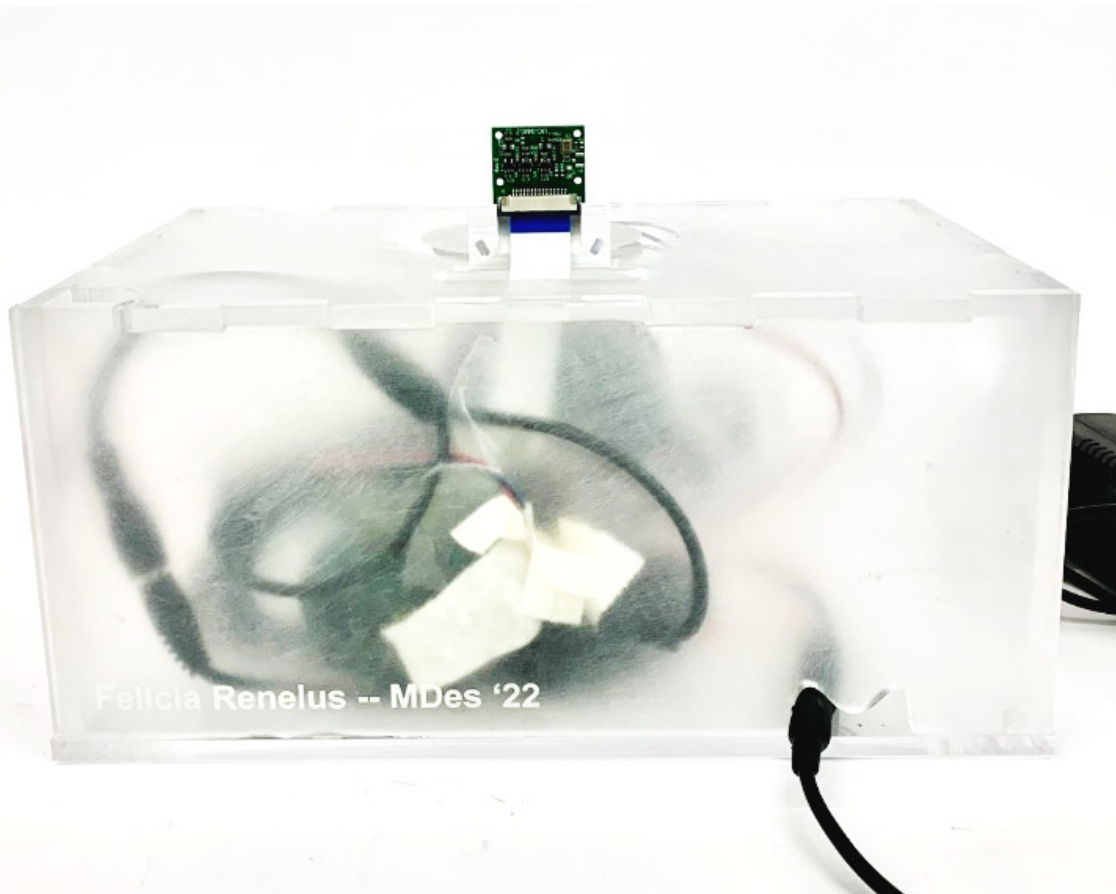


Just What You Needed to Hear is a personal technology box that allows users to hear audio notes from loved ones. Users can choose between being able to hear a happy, uplifting or funny message from their family and friends by showing the box what type of message they are looking for. The purpose of this product is to connect people living alone or far away from their loved ones. In times of loneliness or sadness, sometimes you just need to hear a nice message from the ones who make you happiest.

Raspberry Pi  
Sentiment Analysis  
Color Recognition  
Laser Cutting  
Button  
Camera  
USB Speaker  
Neopixel Light Ring



**Components of the Raspberry Pi used in  
Just What You Needed to Hear**



[Demo](#)



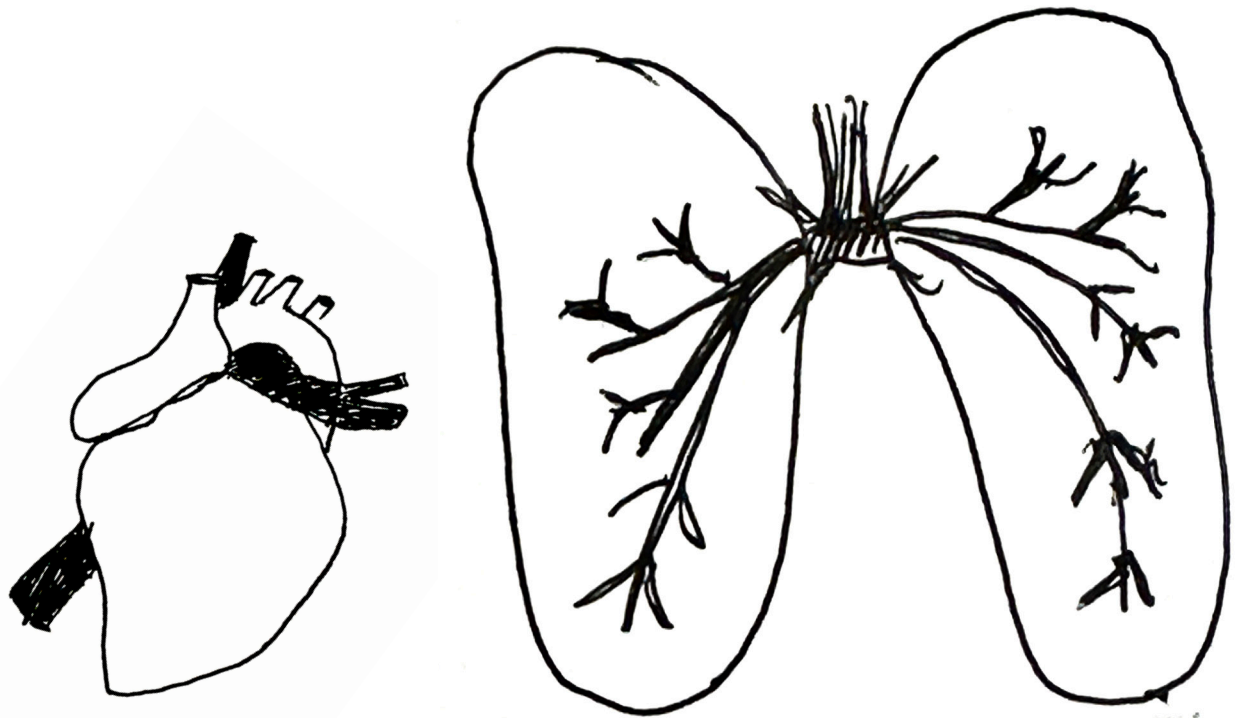
**Amber Placenta  
Fossilization**

Amber Placenta Fossilization is a speculative design and soft robotics piece that urges viewers to face the uncomfortable reality of environmental and social issues that might affect the way we live in the future. Using silicone, an airpump and a microcontroller, users are meant to interact with a placenta from the future that has evolved to supply humans with necessary nutrients to survive in an Earth with significant lack of resources.



In a world 100 years from now where catastrophies like climate change and food and housing insecurity have significantly impacted human health, how might humans find the resources and nutrients to survive?

What if our organs were equipped with all essential components to sustain life?

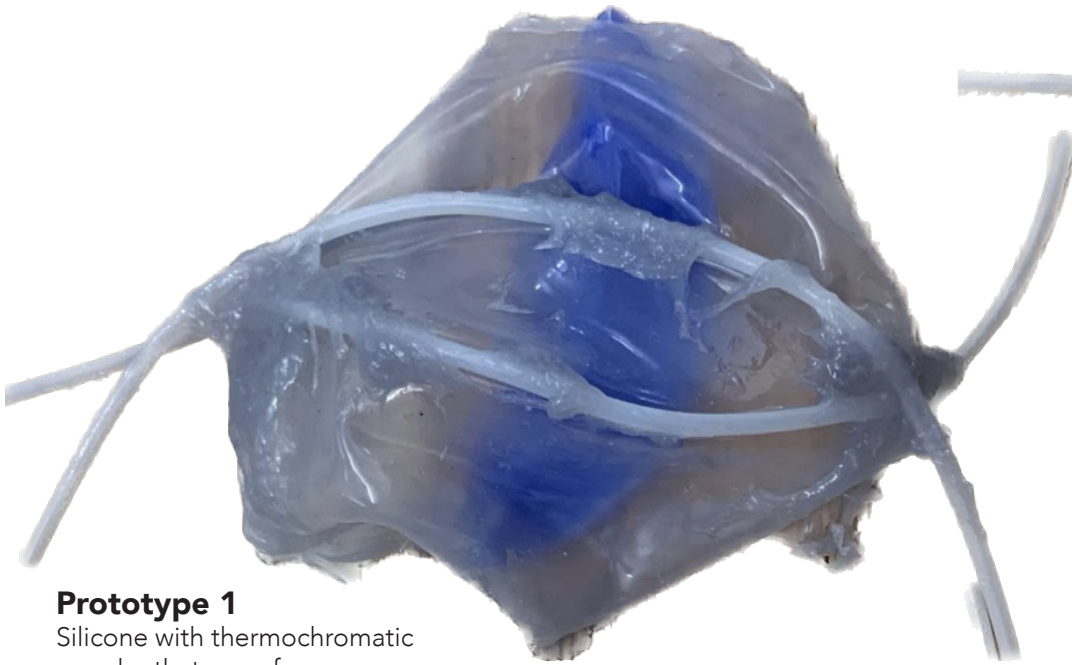


## Materials Process



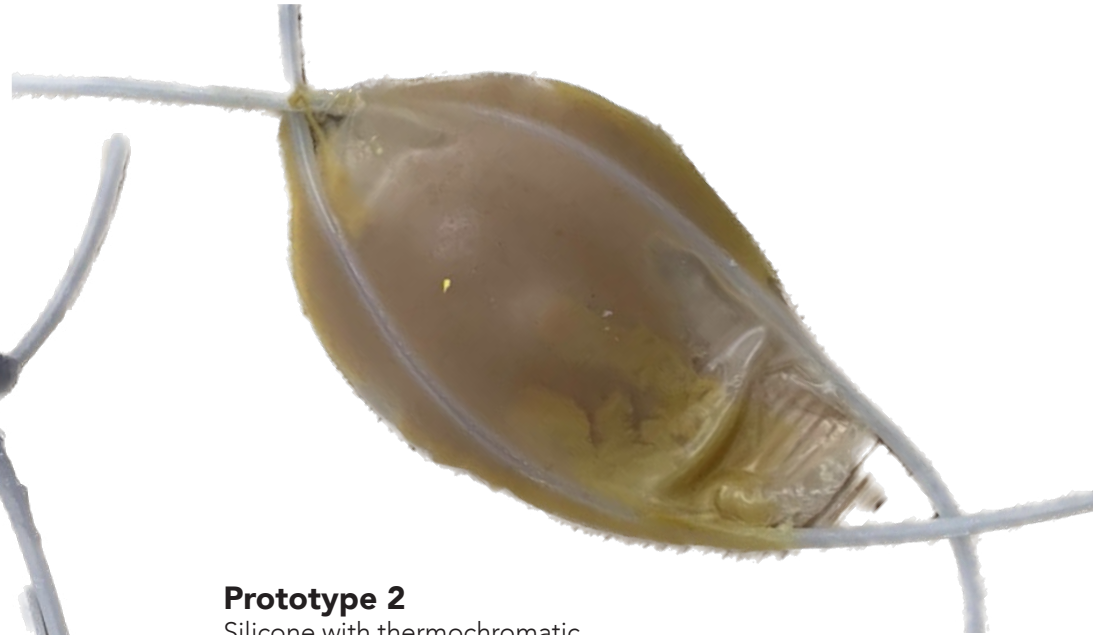
Material samples of plastic tubes, thermochromatic powder (powder that changes color in heat), yarn and conductive thread embedded into silicone. The experiments were to help better understand what components to include in the outer skin of the silicone placenta.

# Placenta Prototypes



## Prototype 1

Silicone with thermochromatic powder that goes from grey to clear. Plastic tubes acting as veins going across body of placenta.



## Prototype 2

Silicone with thermochromatic powder that goes from brown to pink. Plastic tubes acting as veins going across body of placenta.



## Final Prototype

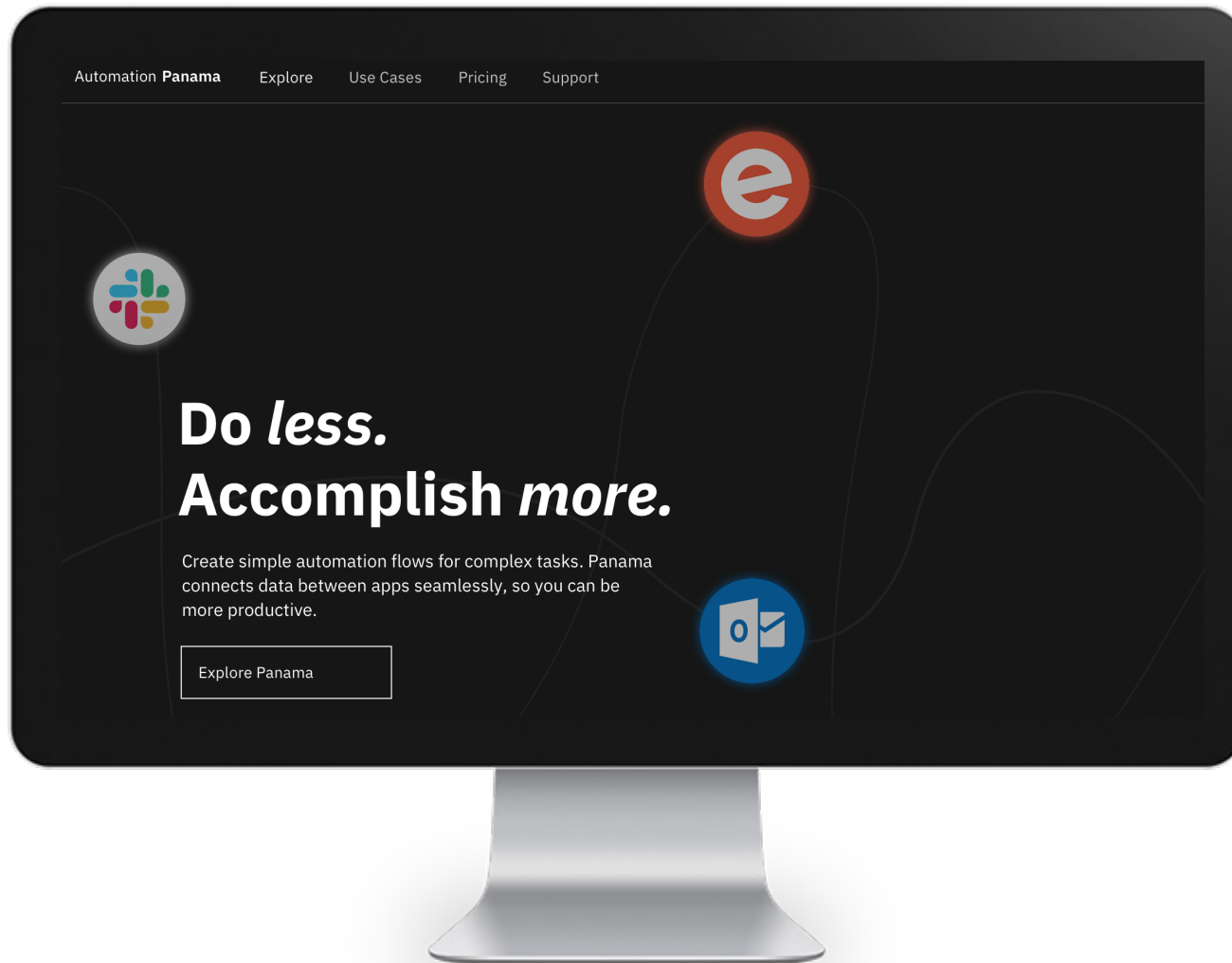
Silicone with thermochromatic powder that goes from brown to pink. Plastic tubes acting as veins going around perimeter of placenta.

## Final Experience

The final result was a placenta made out of silicone. The tubes in the silicone acted as veins. When hot water was run through the tubes via a water pump, the placenta would turn from brown to pink. Simultaneously, the placenta began to pulse as if it were alive, powered by an air pump via a microcontroller. Seeing a living and breathing placenta puts into question not only the resilience and vital properties of organs, but also how might we better utilize our existing resources to aid in human survival in a dystopian society?



**Arduino**  
**Air Pump**  
**Water Pump**  
**Silicone**  
**Plastic Tubing**  
**Thermochromatic Powder**



## **Panama**

App Integration @ IBM

Panama is a reimagined way to experience automated workflows, that's targeted to business users outside of IBM.

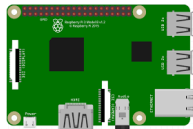
IBM has an existing application that solves this problem of automating workflows, however, there is a disconnect for many users on what the application is, how to use it and what are the terms of its use are.

How can we **educate, onboard** and get a **new line of business user started** with automating their daily work flows on IBM's existing app integration platform?

# What does it mean to automate your workflow?

Here's an example:

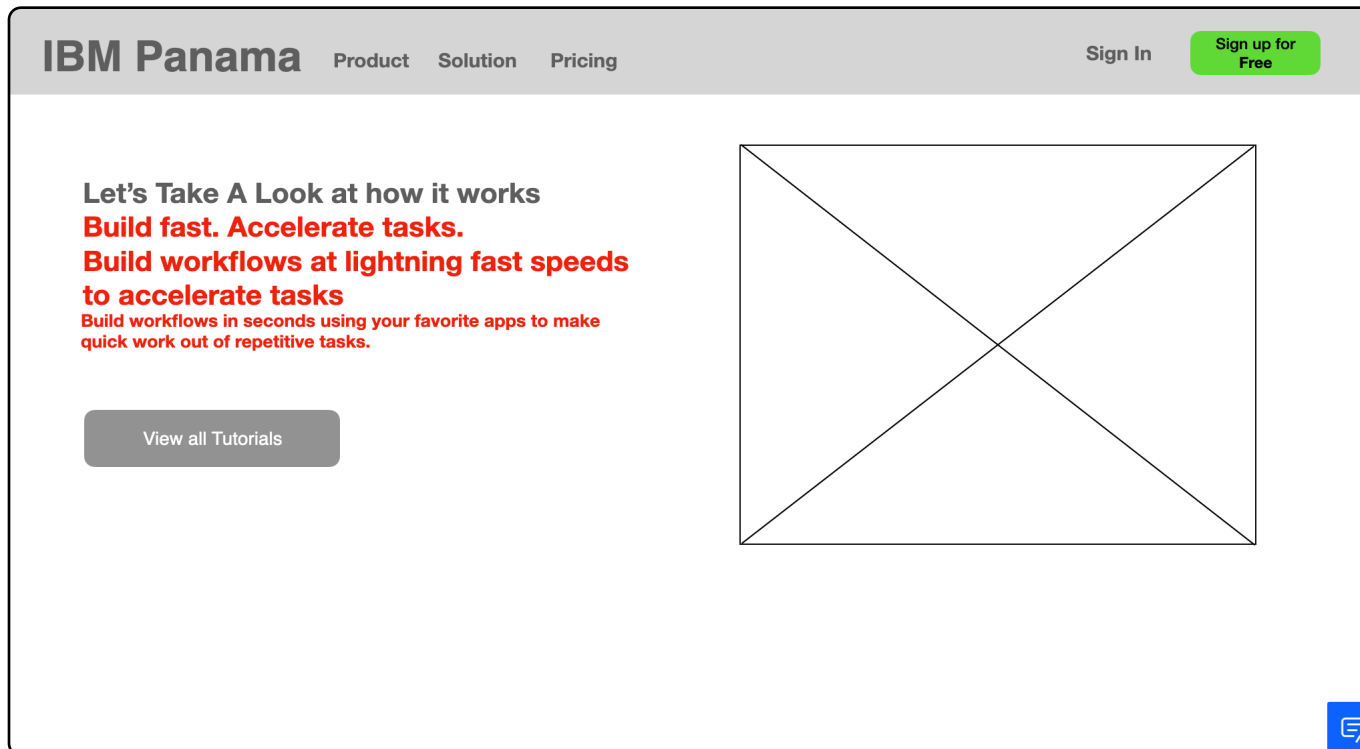
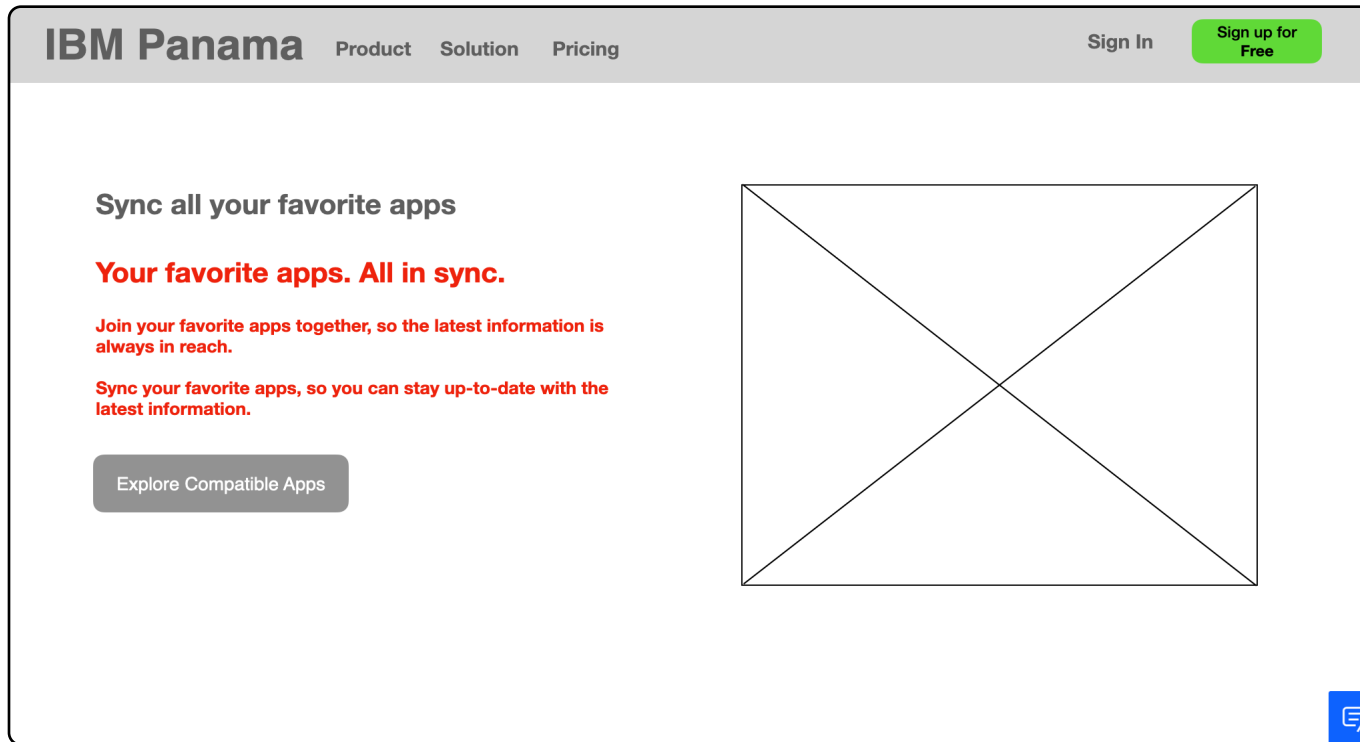
Imagine you are setting up a speaker series and want to be notified everytime someone signs up for the event? How might you automate this wokflow?



Someone signs up for speaker series on Eventbrite

IBM tool identifies the trigger which is the sign up for the event

User recieves message via Slack from IBM tool telling them someone has signed up for their event





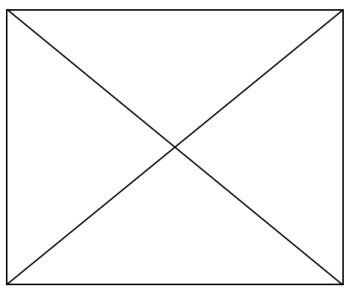
Find the tools you use!

**Hundreds of tools. Tons of (many) possibilities.**

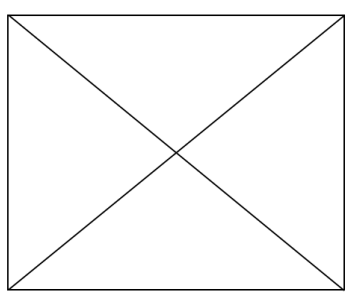
Choose from hundreds of tools to start building and automating do-it-yourself workflows.

search

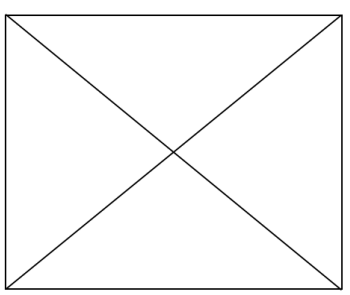
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Free Trial



Regular

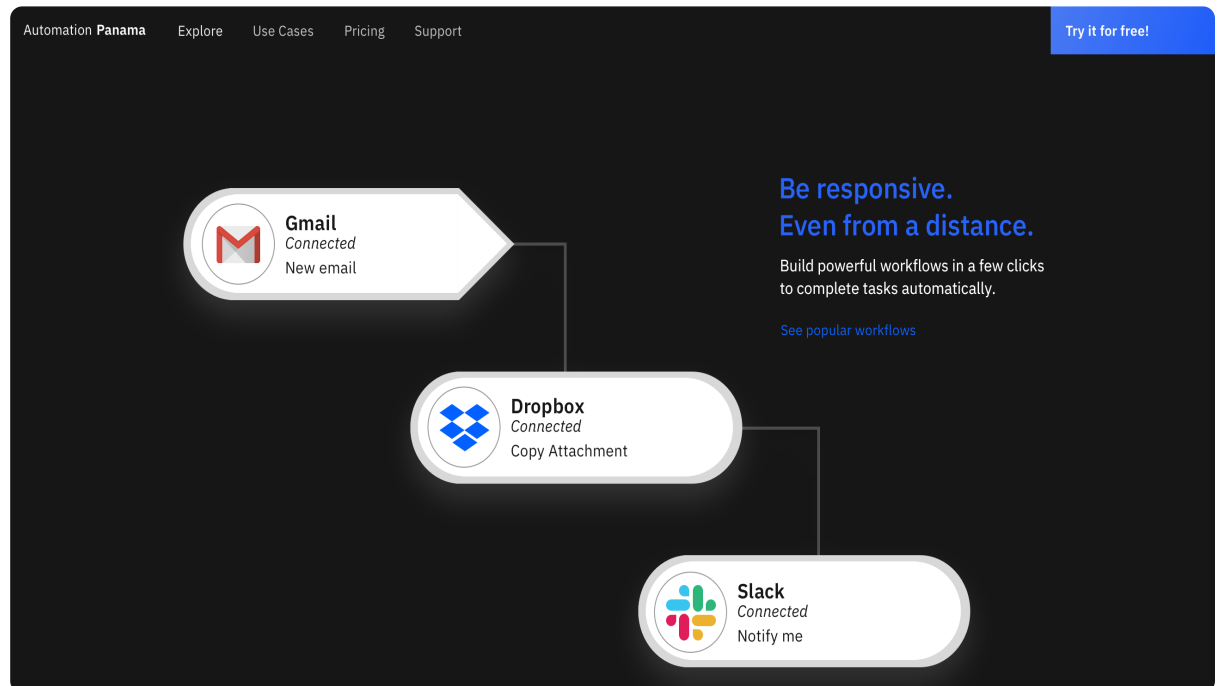
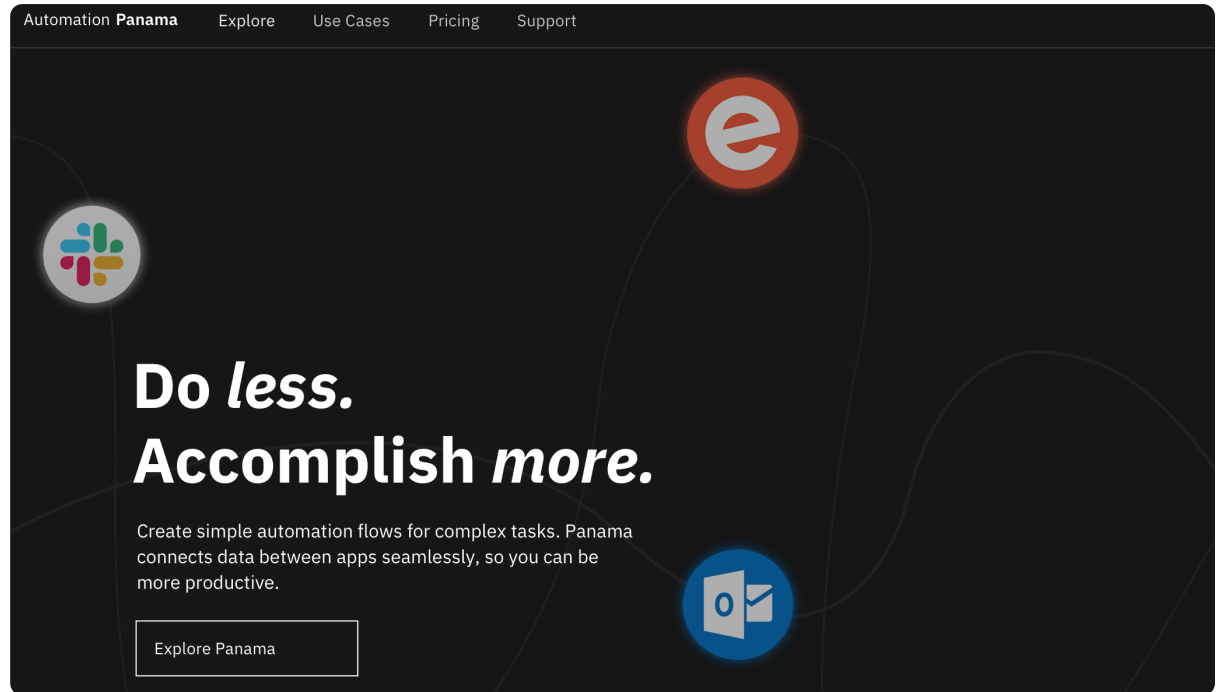


Pro



## High Fidelity Prototype

Incorporating visual, UX and content design, we revamped the existing IBM App Connect landing page to help users better understand the software's purpose, specifically those who might not know complex technical language. Visually, we made the page more engaging and feel like other homepages of other softwares, while also allowing users to get a glimpse of how the software works without having to go into a trial or purchase the software and making pricing more transparent.



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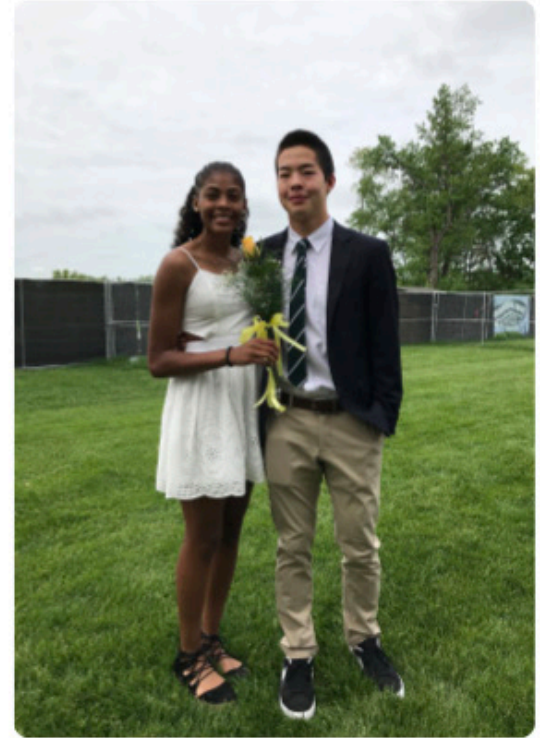
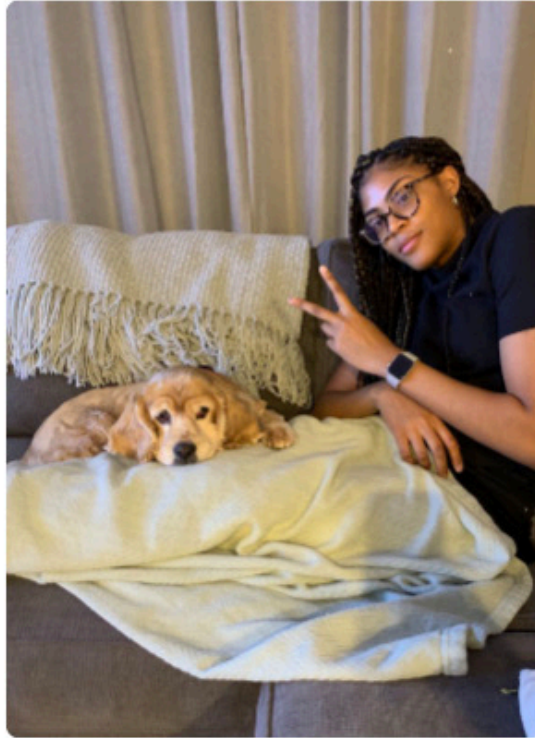
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Standard <i>Individual</i>	Plus <i>Team</i>	Premium <i>Enterprise</i>
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<b>\$10</b> /month*	<b>\$35</b> /month	<b>\$70</b> /month
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A blue-tinted photograph of a person's face in profile, looking down. The person's hair is dark and curly. In the foreground, there is a white cylindrical object, possibly a candle or a container, which is slightly out of focus. The background is a soft, out-of-focus landscape with hills or mountains under a bright sky.

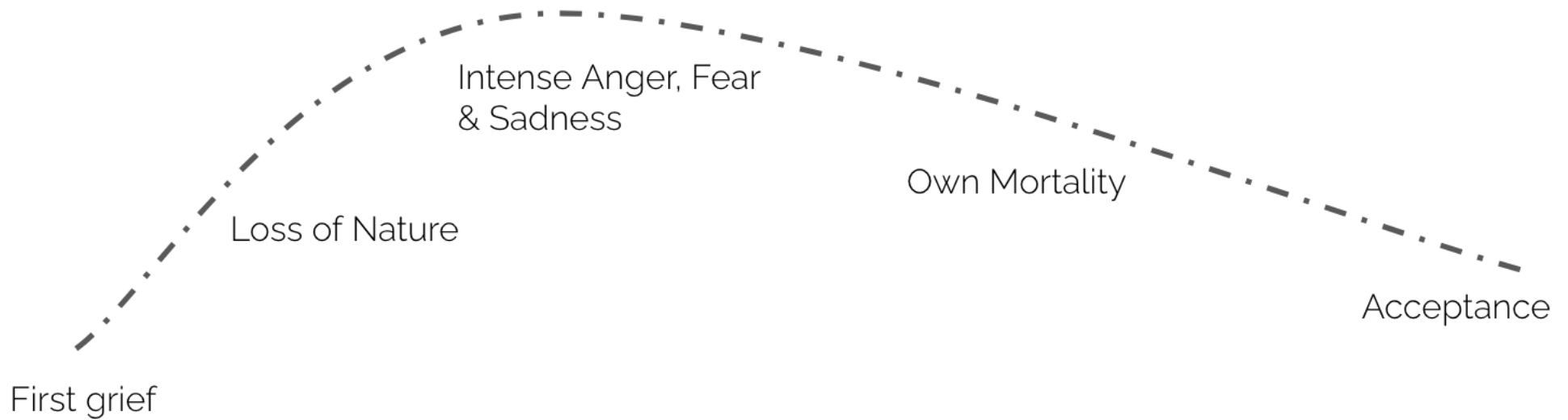
Beauty in Mortality is an immersive  
audiovisual experience accompaied  
by a public digital anthology that  
shares personal and cultural narratives  
around grief and loss.



Loss comes in different forms. Some expected and can be prepared for, others you never quite recover from.

My motivation for this work stemmed from deeply personal experiences of dealing with death that contributed to my own death phobia. Realizing I am not alone in this and that American culture further contributes to this fear of death and unsettled grieving, mourning and improper celebration of life, I wanted to explore how death conversations can be made more public and help those dealing with loss feel less alone.

Themes of the 5-Story Arc included in the immersive component of this project. Each story is narrated by the individual who owns the story and is played via headphones using spatial audio that makes users feel immersed in the setting.





The final audiovisual experience transported users to a safe space that felt ethereal and light, quite literally the opposite of death. Each story teaches a lesson one has learned about dealing with their own loss. It does not shy away from talking about tragic and sad deaths and even urges users to think about their own mortality. Hopefully, at the end of this experience, users will work to live their best living life and cherish what is around them. And maybe even begin to start having death conversations more openly.

