Portfolio

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Phyllis Fei

About

Experience

UX Researcher, Designer
UC Berkeley Haas
02/2023-present

Product Design Intern
Autodesk
05/2023-08/2023

UX Researcher
MustardTek
02/2022-07/2022

Design Technologist
the OUTPUT
05/2023-08/2023

Education

University of California Berkeley
MDes, HCI and UX Design
Distinguished Scholar

New York University
B.S., Interactive Media Arts
Dean's List | DURF Recipient

Awards

Grand Finalist, Winner of Future Constructors
2023 MIT Reality Hack

Design Excellence Award
2022 UC Berkeley MDes

Student Award
2021 Media Architecture Biennial

Contents

01. Bravo

02. Plants Airline

03. Autodesk

04. If We Had a Choice

01

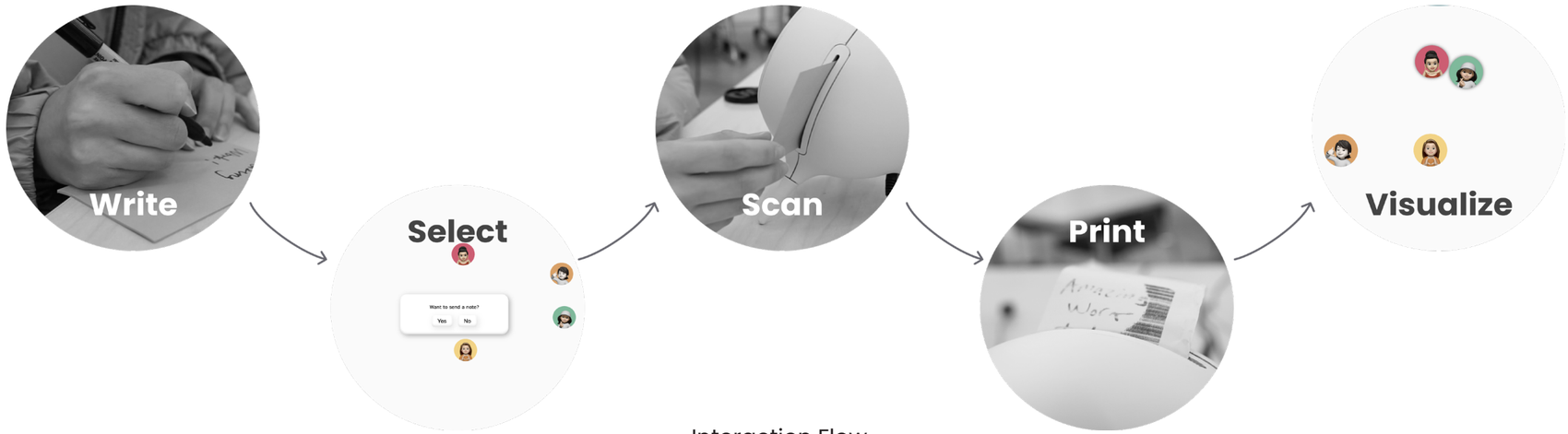
Bravo

Bring your colleaues closer during remote work

UX Research
IoT Product Design
Creative Computing

Overview

Bravo is an IoT device designed for remote team members to have fun, engaging, real-time interactions with each other. It aims to foster the sense of bonding and belonging within the team in the virtual work space.



Interaction Flow

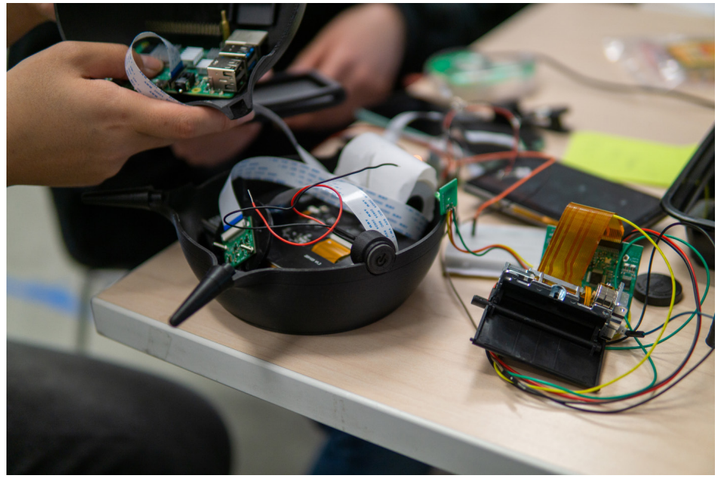
Research

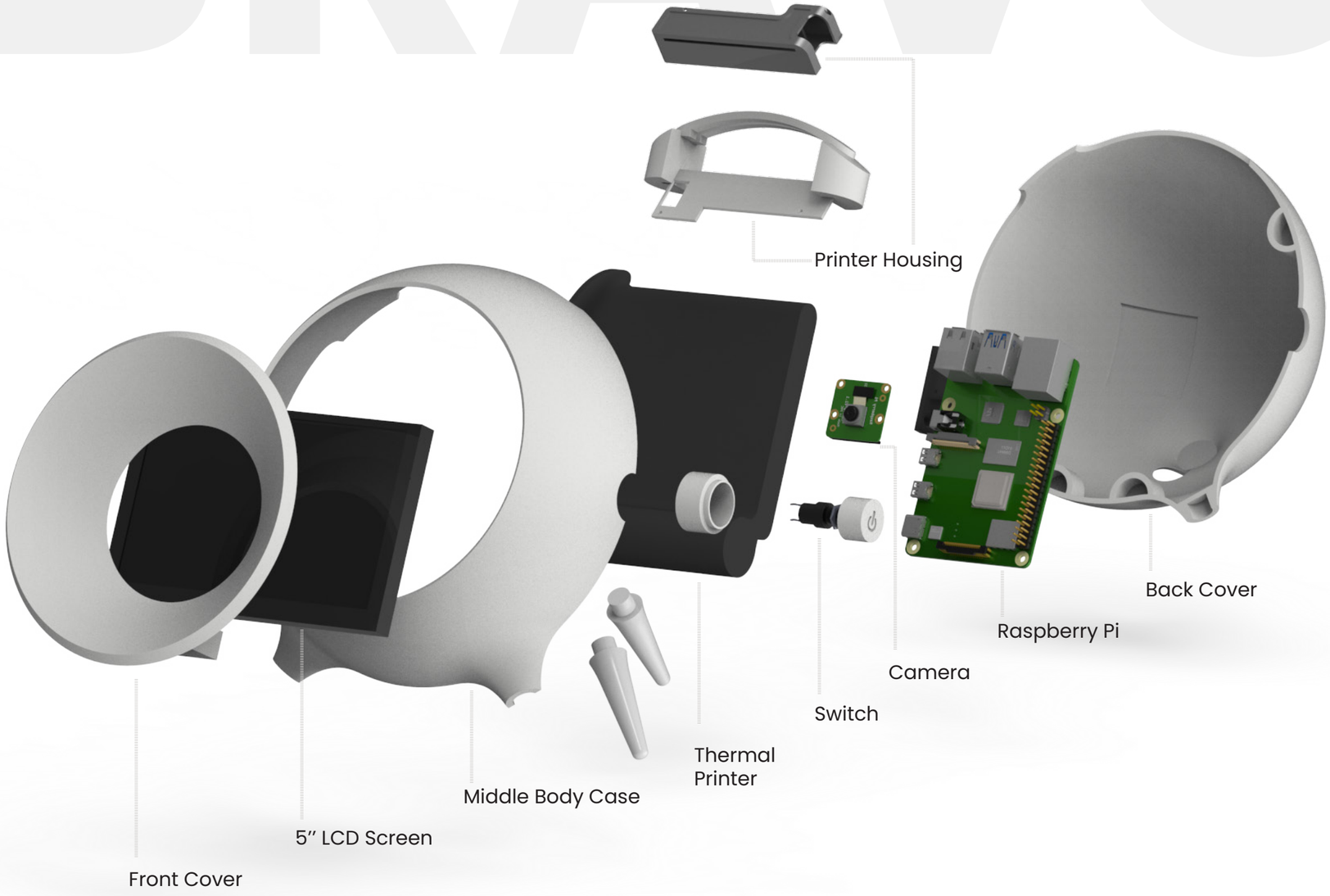
We interviewed 6 people (age range 25-30 years old) from various industries about their remote work experience. Occupations include designer, software engineer, and program manager. Insights below led us to *Bravo*.

1. Wish for real-time engagement with colleagues
2. Lack team bonding or collaboration
3. Hope for personal contribution to be appreciated

BRAVO

Prototype





IoT Architecture

APP
ONBOARDING

PRINTING
VISUALIZATION
SCANNING

User A

Browser

websocket

Server

Browser

websocket

Server

PRINTING
VISUALIZATION
SCANNING

User B

publish image

subscribe

subscribe

publish image

MQTT
Broker

Onboarding App

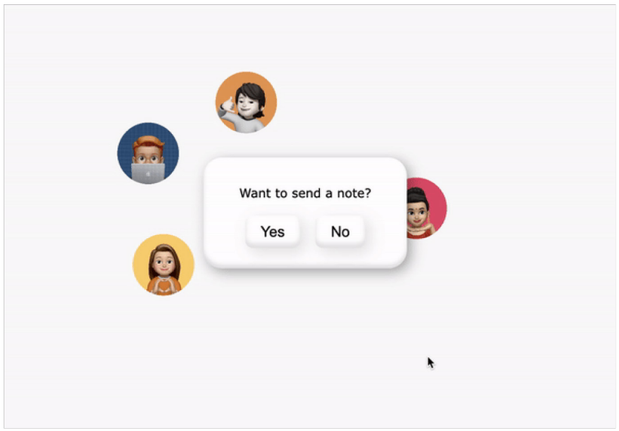
BRAVO

Create account | Customize avatar | Select colleagues | Drag to workspace | Onboarding complete

BRAVO

1. User A writes a note

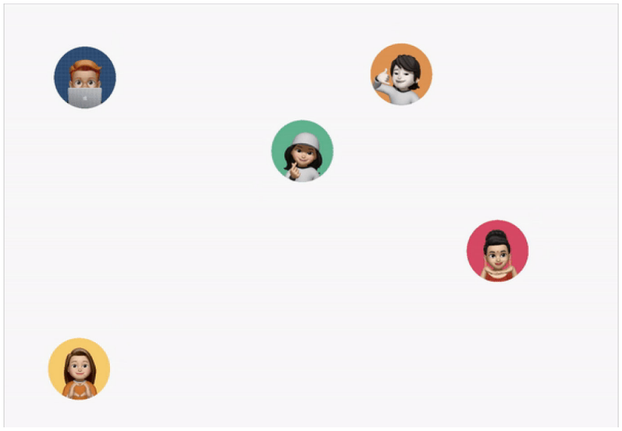
2. Select User B to send



3. User A scans the note

4. Prints out on User B’s device

5. Visualizes team interaction



Interaction Flow

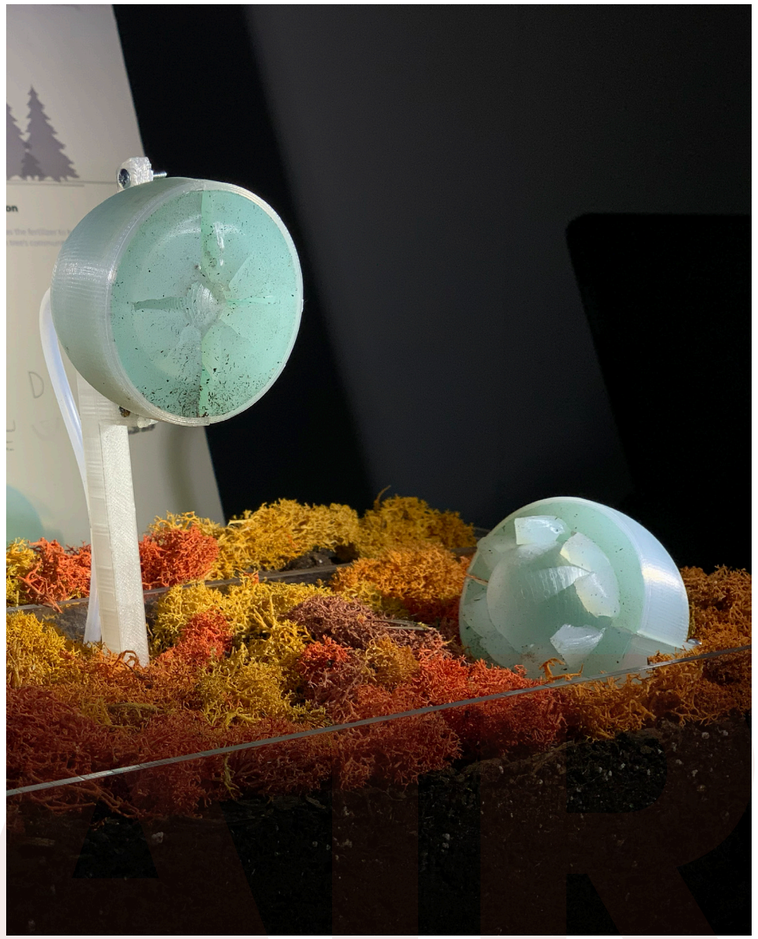
02

Plants Airline

A speculative design for plants migration
in response to climate change

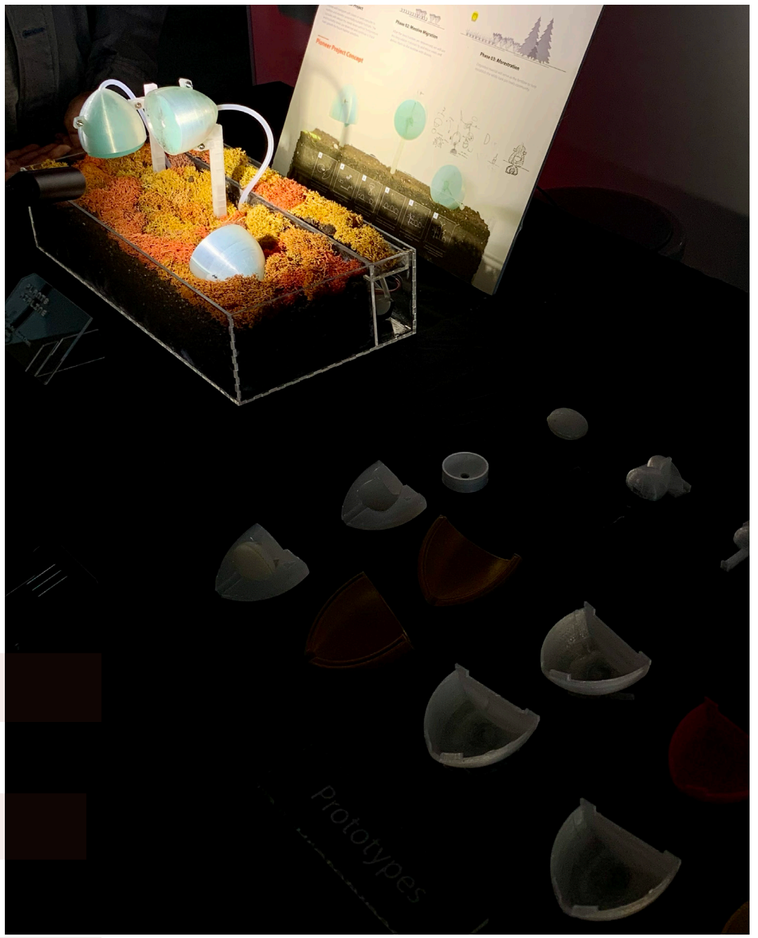
Speculative Design
Soft Robotics
Physical Computing

Overview



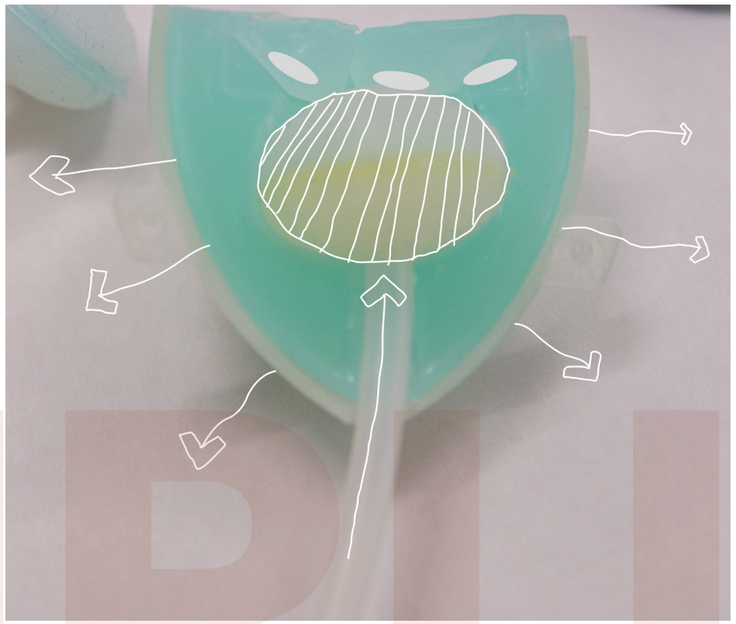
The hardiness zone is predicted to move north as the temperature increases, leaving an inhabitable condition for local plants with limited mobility. To preserve the authenticity of a plant community, different species from one community need to be relocated together to reestablish their habitat.

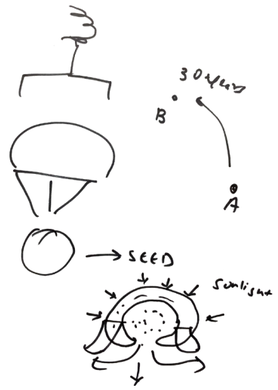
Plants Airline is a plants migration & seeding project that aims to protect biodiversity against the impact of climate change. Our seeding capsules designed with soft robotics can be easily carried by drones to target destinations that locate in places that are challenging for humans to reach. The seeding capsule preserves the seeds inside and help species with different temperature tolerance sprout at their fittest environmental conditions.



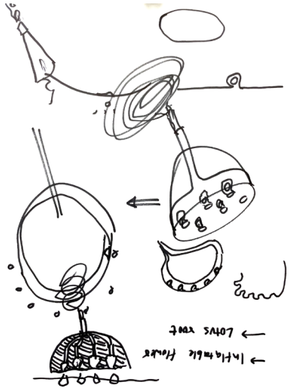
Prototype

The form factor of our design was inspired from the lotus. Seeds from different species can be securely contained inside a capsule structure when being carried by drones.

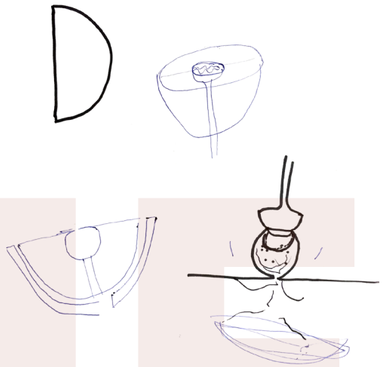




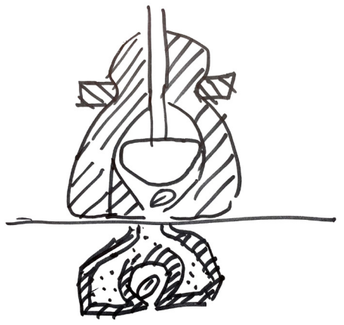
01. Soft robotics as cushion



02. Lotus as the form factor



03. Air inflation seeding

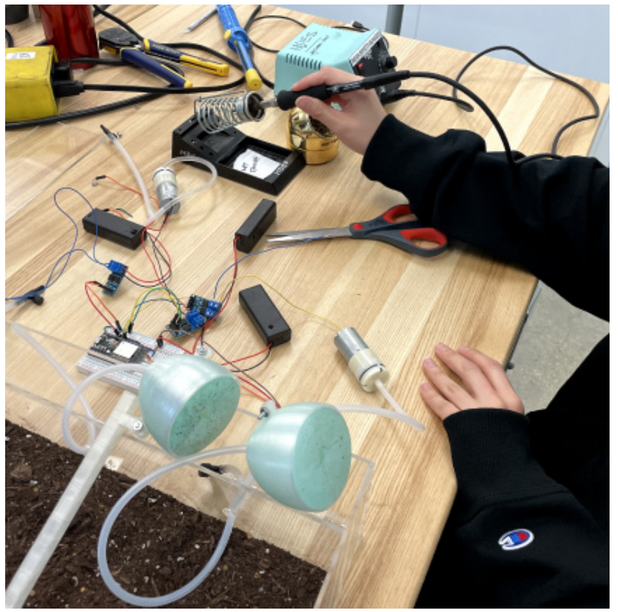


04. Casule temperature sensing

Design

Modeling & Molding

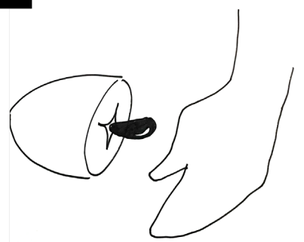
Physical Computing
& Assembly



Future Use Case

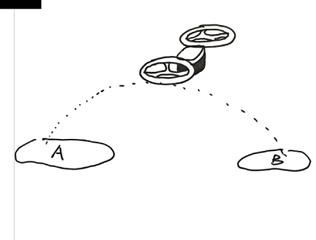
This storyboard demonstrates how the seed capsules will be delivered to their desired destinations by drones and the sequence of seeding for different plants in the future.

A



EACH PIONEER CAPSULE IS FILLED WITH SEEDS THAT ARE TO BE MIGRATED

B

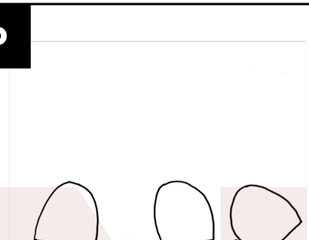


DRONES COLLECT PIONEER CAPSULES

C

DRONES DEPLOY PIONEER CAPSULES TO THE DESIRED GEOGRAPHICAL LOCATION

D



PIONEER CAPSULES MONITOR THE NEW ENVIRONMENT & DO TRIAL SEEDINGS

E

MULTIPLE ITERATIONS OF THE SEEDINGS ARE PERFORMED

F

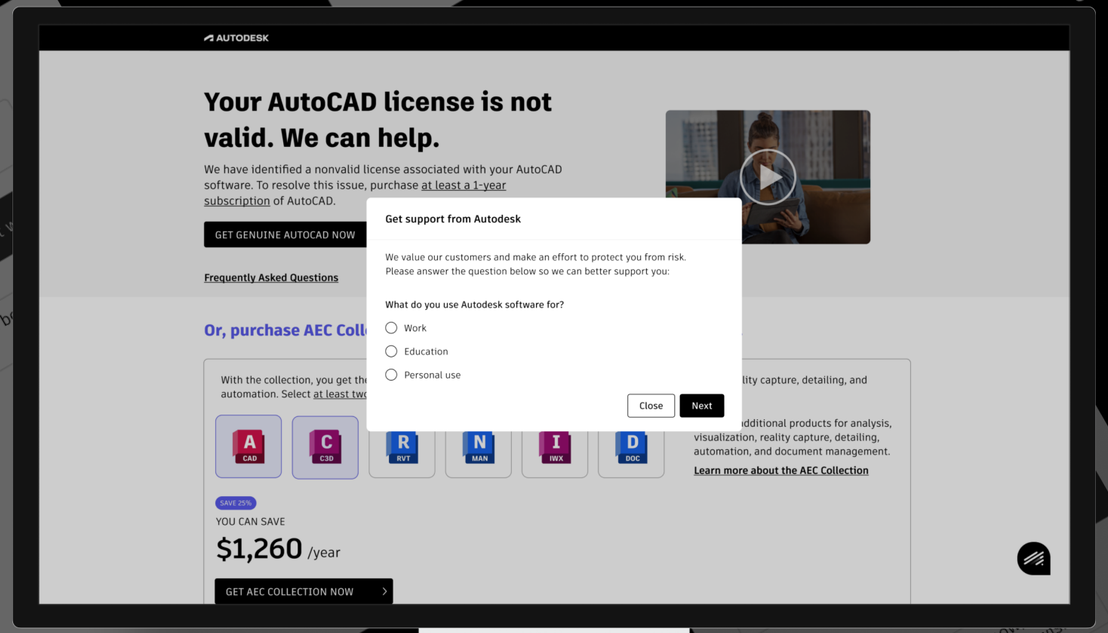
DEPLOYMENT AT LARGE SCALE ONCE TEST SEEDINGS ARE SUCCESSFUL

03

AUTODESK

Chatbot experience reimagined for worldwide non-compliant users with pirated Autodesk software

UX Research
Product Design

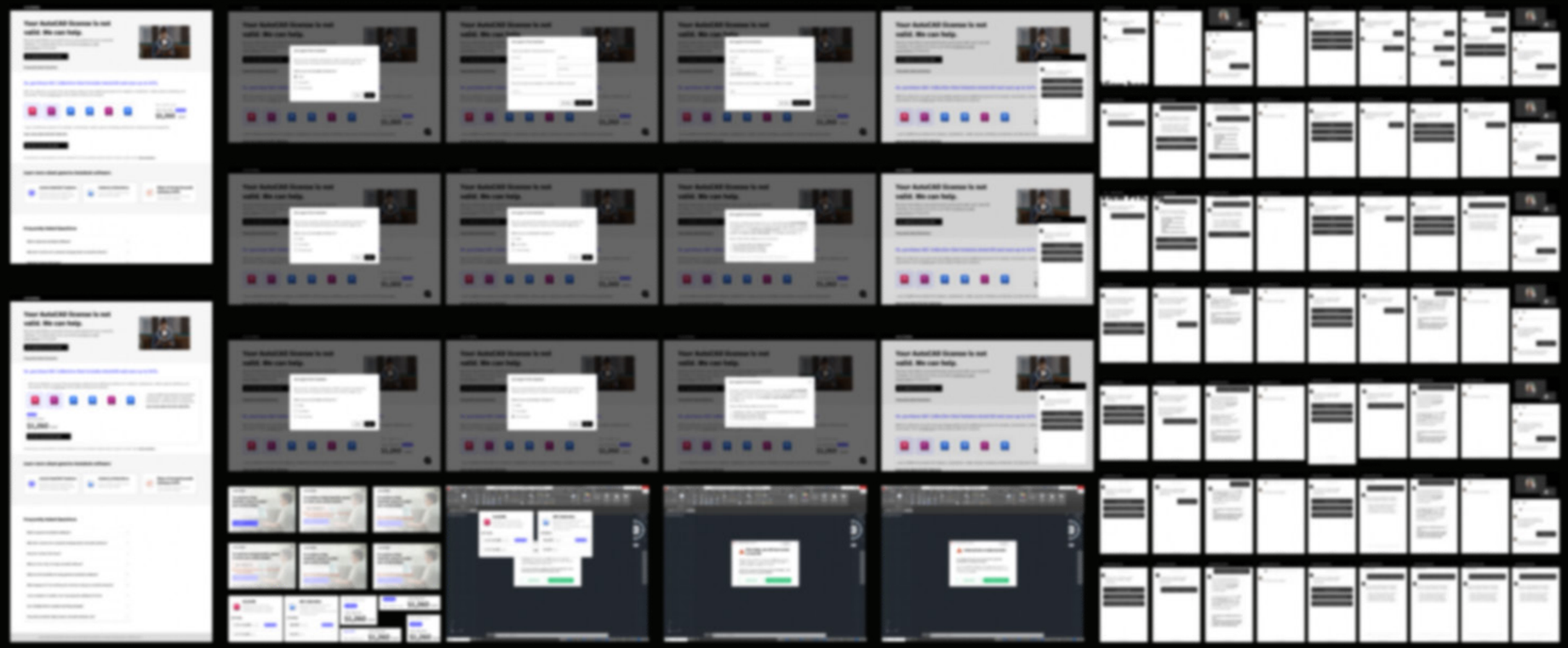


AUTODESK

Overview

During my summer internship at Autodesk, I was given the challenge to design the in-product messages (IPMs), chatbot product, and landing pages to help convert users from non-valid to genuine versions of Autodesk software.

This chatbot revamp will soon be launched in 10 major Autodesk products across 68 countries. Details are on NDA and cannot be shared publicly at the moment.



04

If We Had a Choice

A speculative design series critiquing the future of Emotion AI

Speculative Design
Strategic Foresight
Multimedia Installation

Overview

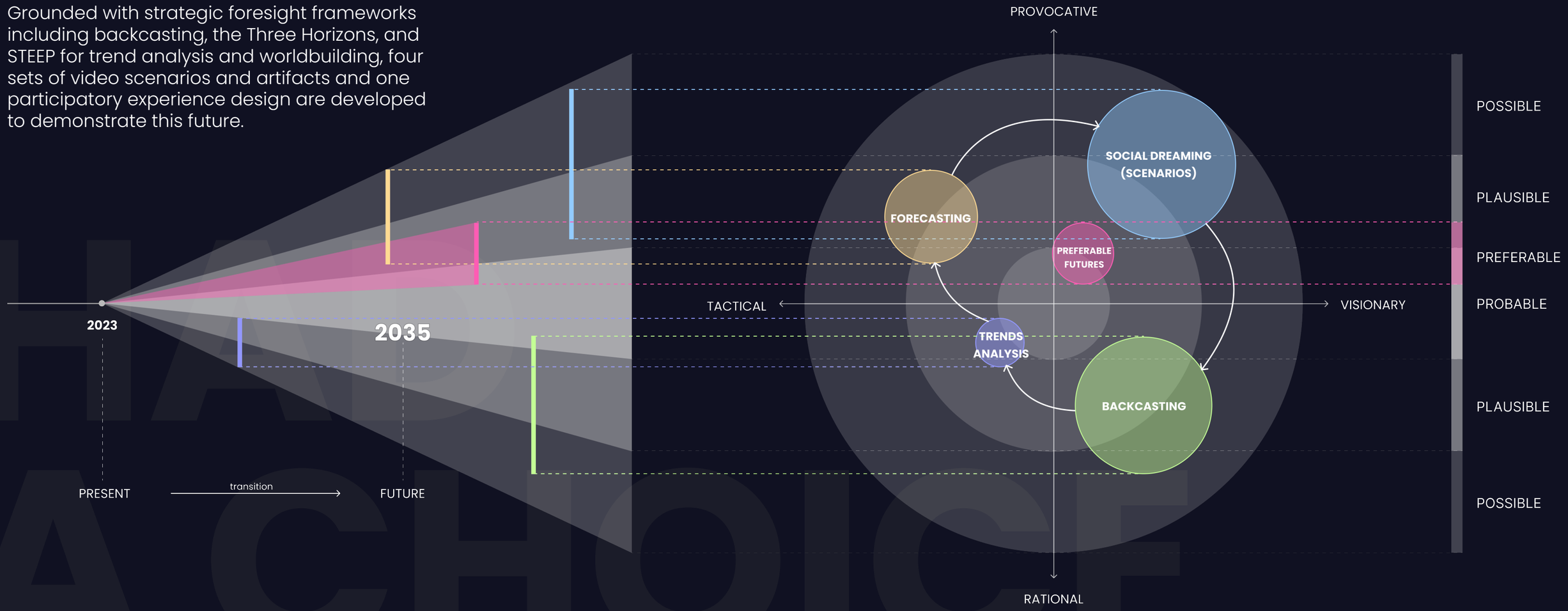
If We Had a Choice is a speculative design series that critiques the future of emotion AI. It is situated in year 2035, where society has transformed from the Internet of Things (IoT) to the Internet of Everything (IoE) due to mature and ubiquitous brain implant (BCI) technology. Individuals' everyday life is highly dependent on massive emotional data collection.

Resin-printed Wearable

Tap to Enable Emotional Data Sharing

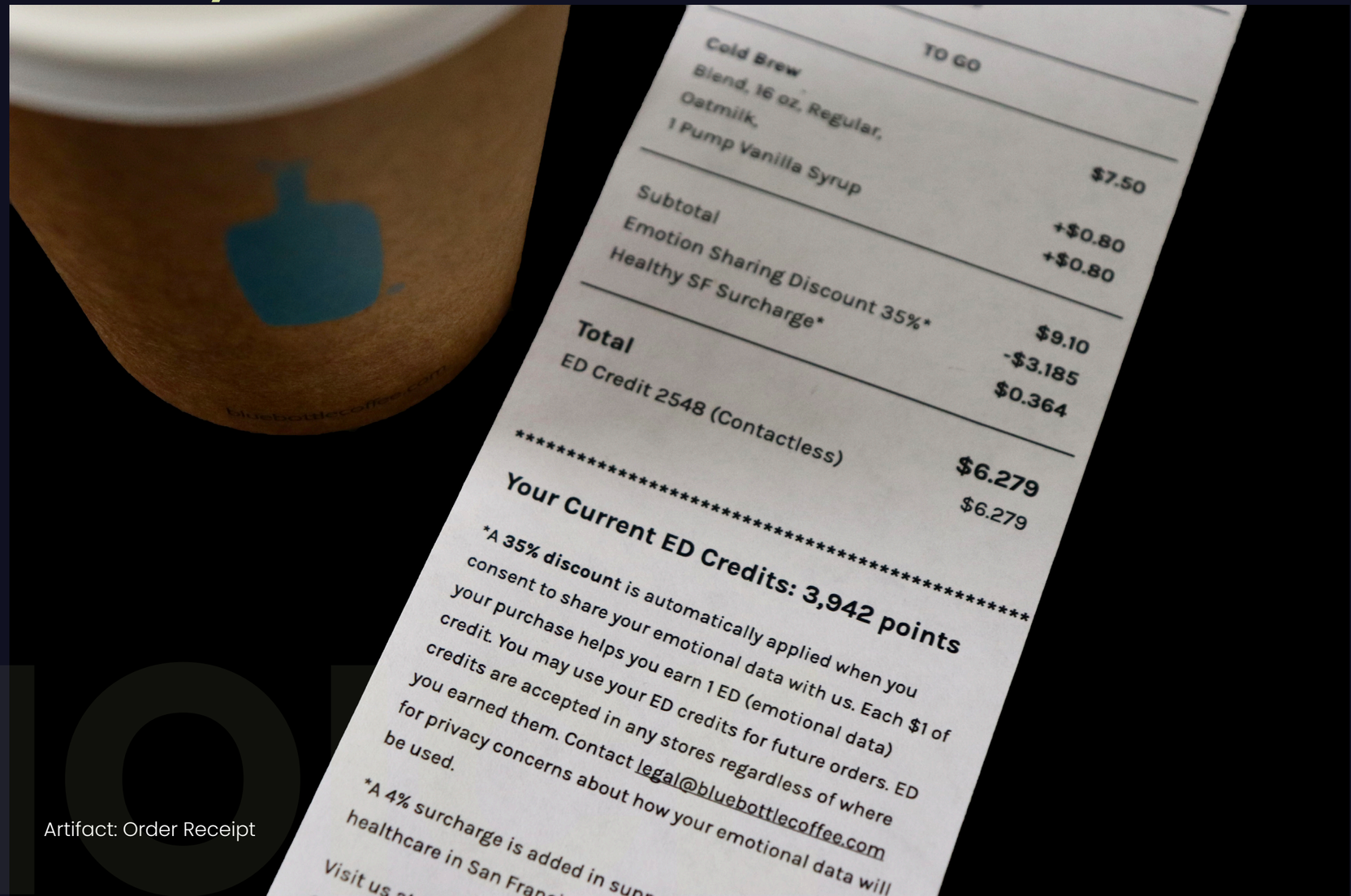
Methodologies

Grounded with strategic foresight frameworks including backcasting, the Three Horizons, and STEEP for trend analysis and worldbuilding, four sets of video scenarios and artifacts and one participatory experience design are developed to demonstrate this future.



Emotional Data as Currency

This scenario demonstrates how emotional data is traded for better customized service, using coffee ordering in 2035 as an example. The representing artifact is an order receipt implying the monetary value of individuals' emotional data. The intention here is to speculate emotions as an alternative currency in an emotional data driven society and to evoke discussions around it.



Artifact: Order Receipt

Emotion Analysis & Distrust

This scenario shows how people's reliability on emotion analysis from AI causes distrust in inter-personal relationships, aiming to criticize emotion AI misuse and potential harm brought to humanity in a data-driven society.

False Analysis

Raising Distrust

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