



Design Portfolio

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About

Coming from an interdisciplinary background, I was trained as a creative designer with critical humanistic thinking, working at the intersection of design, art, technology and humanities. Currently based in the Bay Area, I am graduating from Master of Design (MDes) at UC Berkeley and working towards creative solutions for social impact.



Experience

UX/UI Designer @ AskEdith.ai

JUNE - AUGUST 2023

Analyzed user behavior across 100+ sessions to pinpoint pain points, creating workflow prototypes, wireframes, and sketches. Led design critiques to refine user journey improvements, collaborated with cross-functional teams for practical solutions, and delivered user-friendly designs in rapid launch cycles.

Design Consultant @ Electrolux

AUGUST - DECEMBER 2022

Worked with Electrolux's leadership for four months researching US sustainability trends and consumer behavior. Led a five-person team on a qualitative survey and interactive mockups, conducted 100+ user interviews, and synthesized findings into a detailed design perspective report.



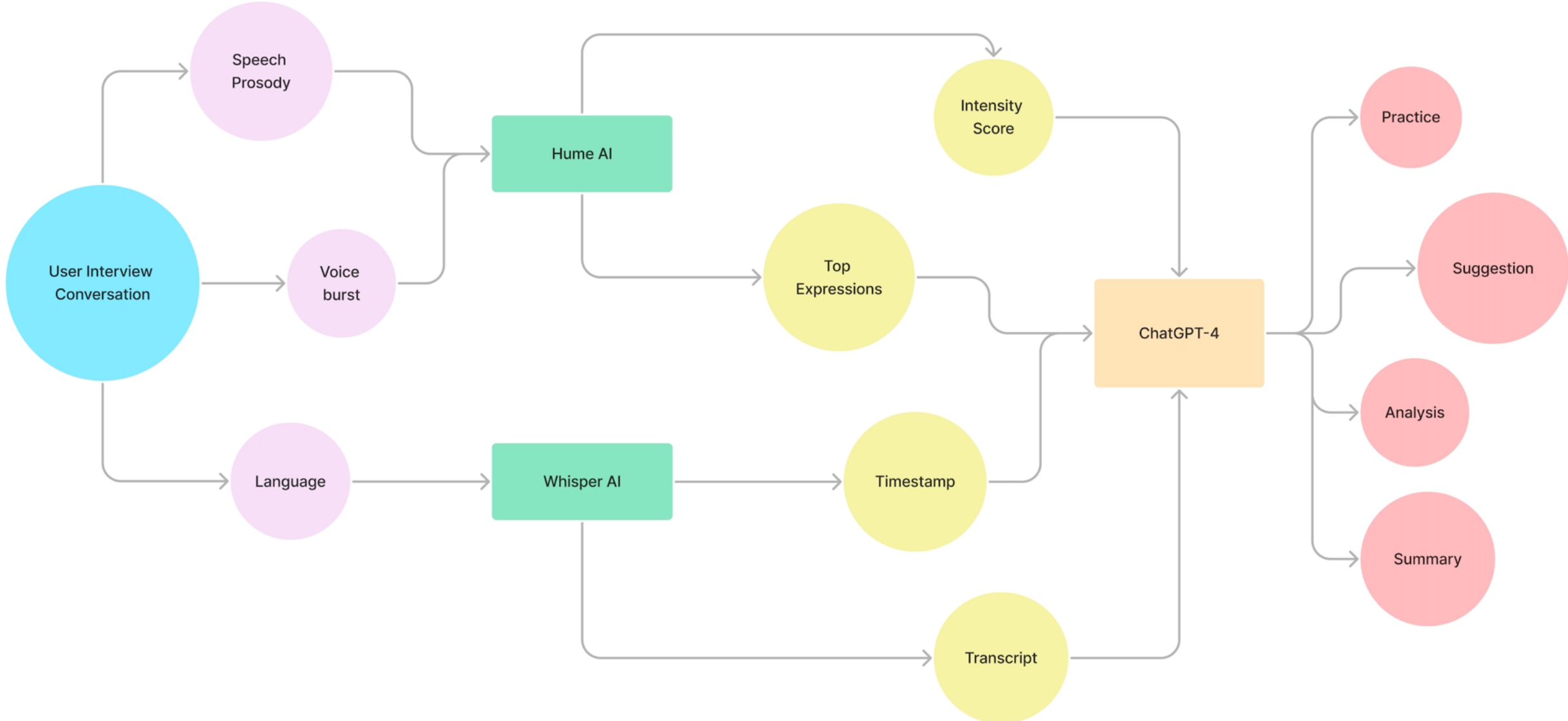
01 G.EM

Emotion-aware Intelligent System for UX Empathy Building

G.EM is created to bring ease to UX researchers and opens up the potential for further training and development. It analyzes the human emotion factors and assists UX researchers closely for an improved quality of the research.

System Map

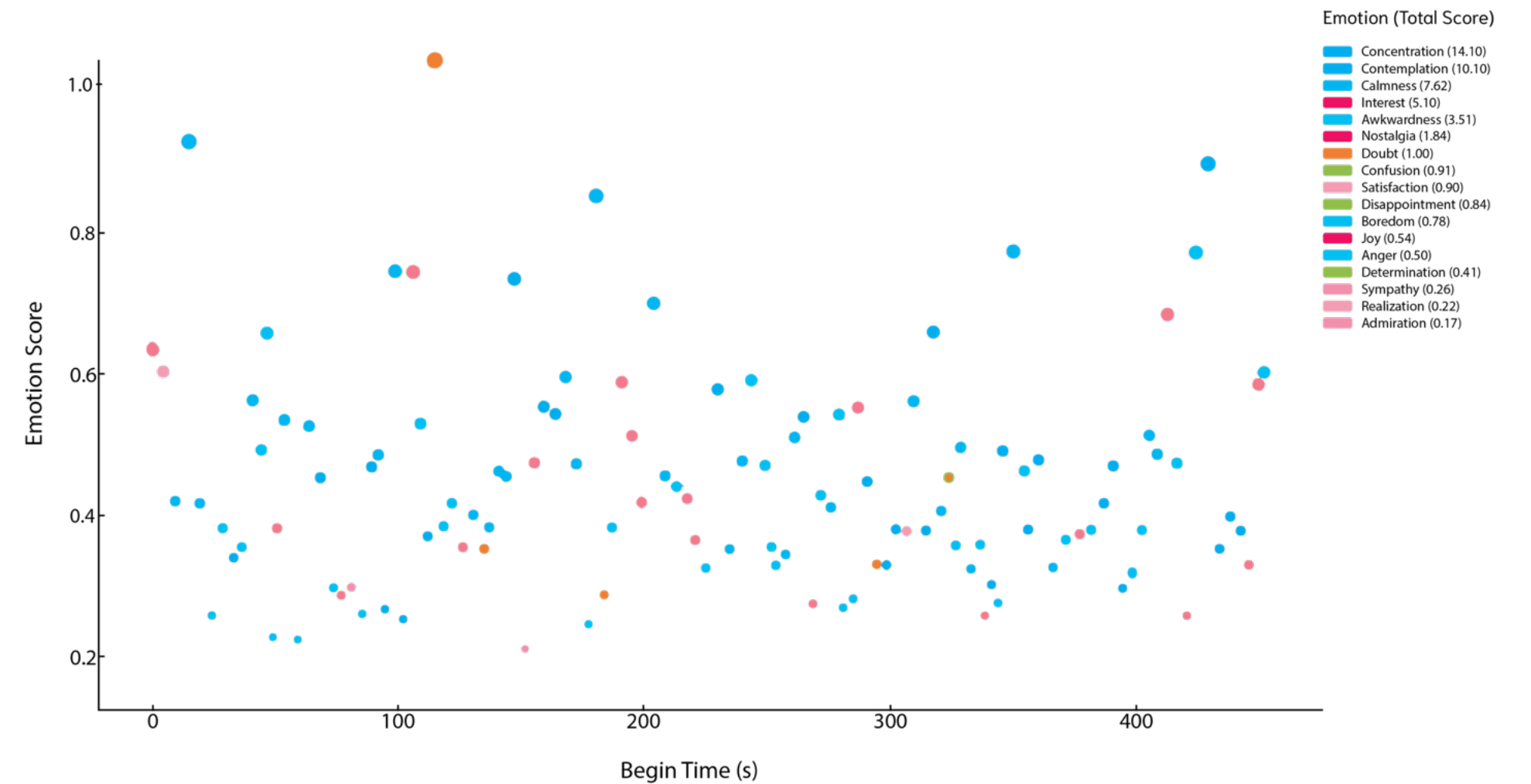
The three technologies are integrated together in G.EM and generate high-quality insights. Whisper API is applied to transcribe speech into text so the conversation can be documented in G.EM and for further analysis and annotation



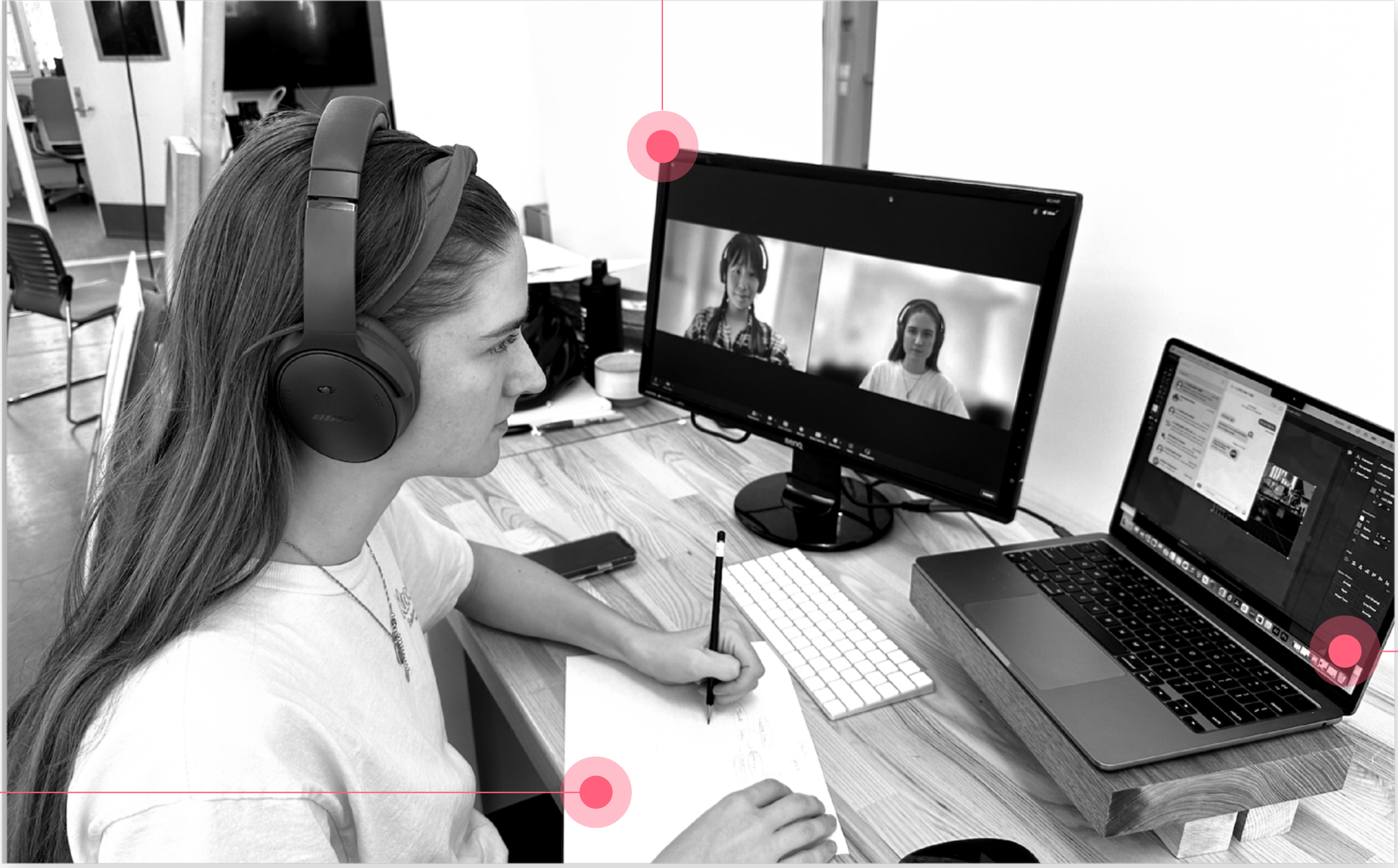
Affective Computing

Hume.ai API detects **48 categories of emotions** and a score of intensity (shown as diagram below) from text, speech and even facial expressions for future developments. It can capture specific emotions from the words, phrases or tonations that require close attention.

Prominent Emotion at Each Timestamp with Circle Sizes Proportional to Score



EMOTIONAL EXPRESSION OF BOTH
INTERVIEW AND INTERVIEWEE



ADVISED INTERVIEW
PLAN AHEAD OF TIME
BASED ON ANALYSIS

AUGMENTATION OF
ANALYSIS AND QUICK
TIP ON IMPROVING
INTERVIEW FLOW

02 AskEdith.ai

B2B startup specializing in natural language database interfaces

AskEdith simplifies data analysis for companies, enabling users to query databases and derive insights using LLM models, all through intuitive question-asking, no prior experience required.

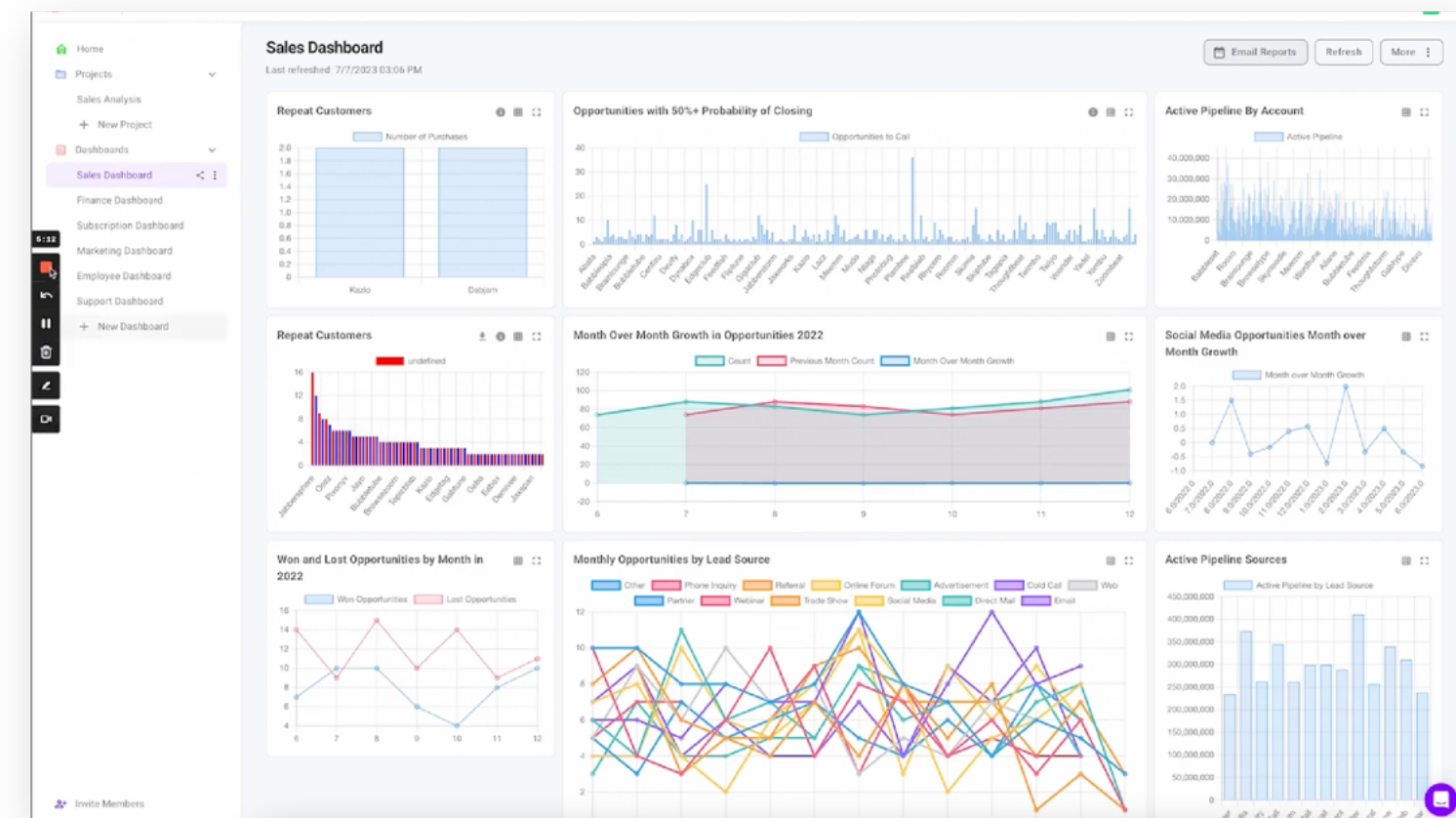
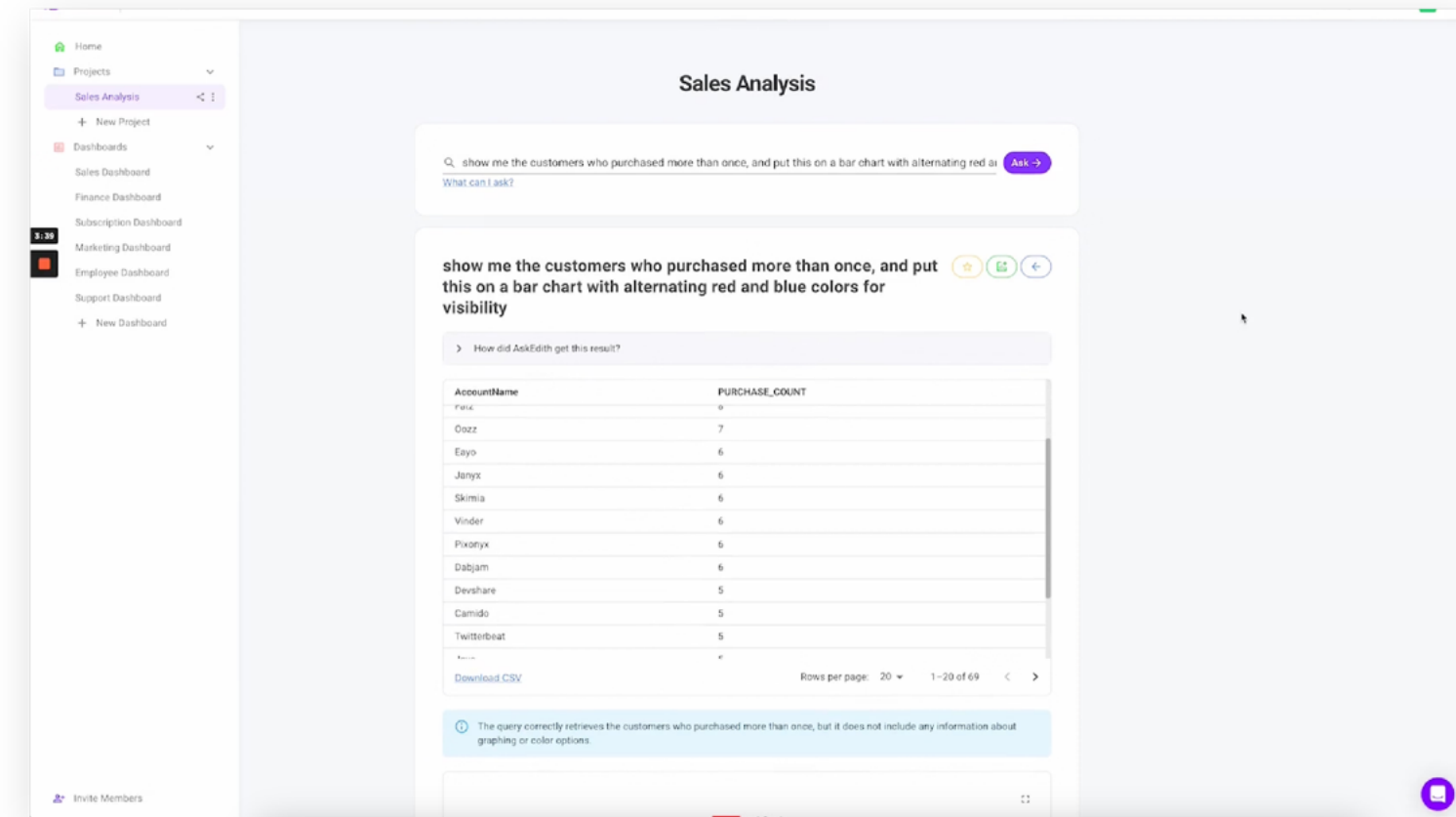


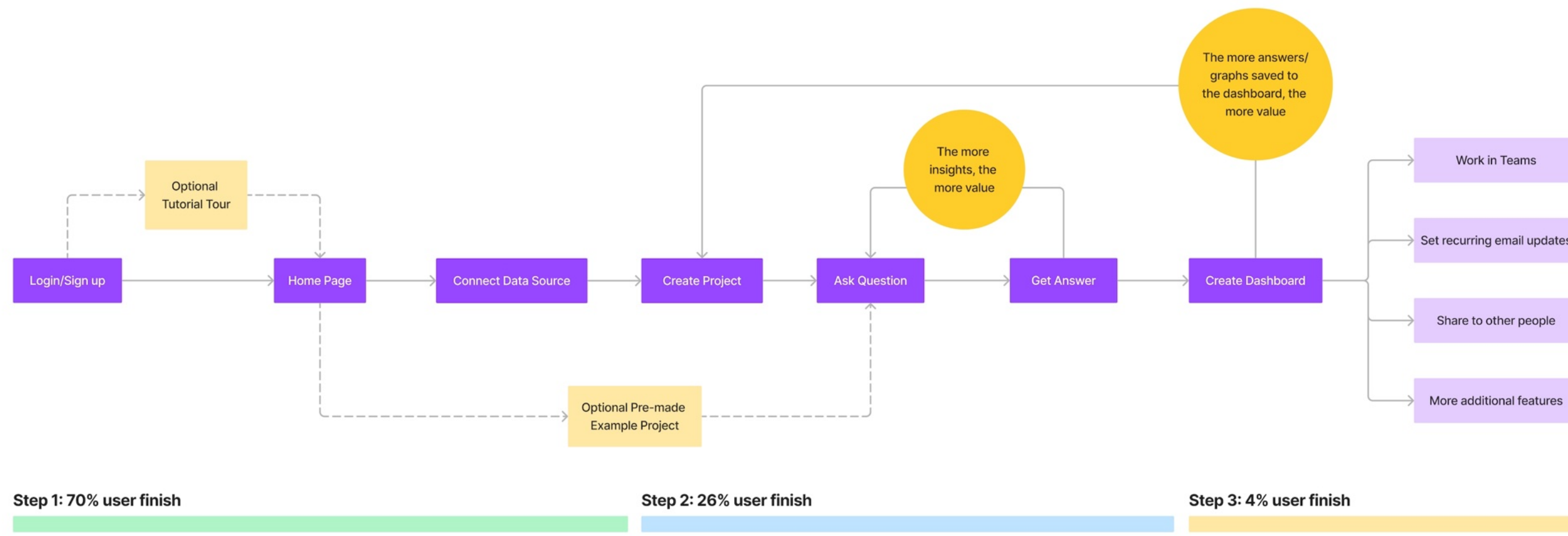
Problem

AskEdith lets users ask questions to quickly understand their data, create graphs, and put everything together on dashboards. Plus, sharing your work is simple with our shareable links.

But we've noticed a challenge: **our platform, especially the LLM model at its core, can be tricky for new users.**

This has made it tough to grow our community and turn those users into profits.





Goal 01

Improve efficiency

Define the current user flow and find out which steps are causing friction, improve the efficiency of inputting and smoothen the user experience.

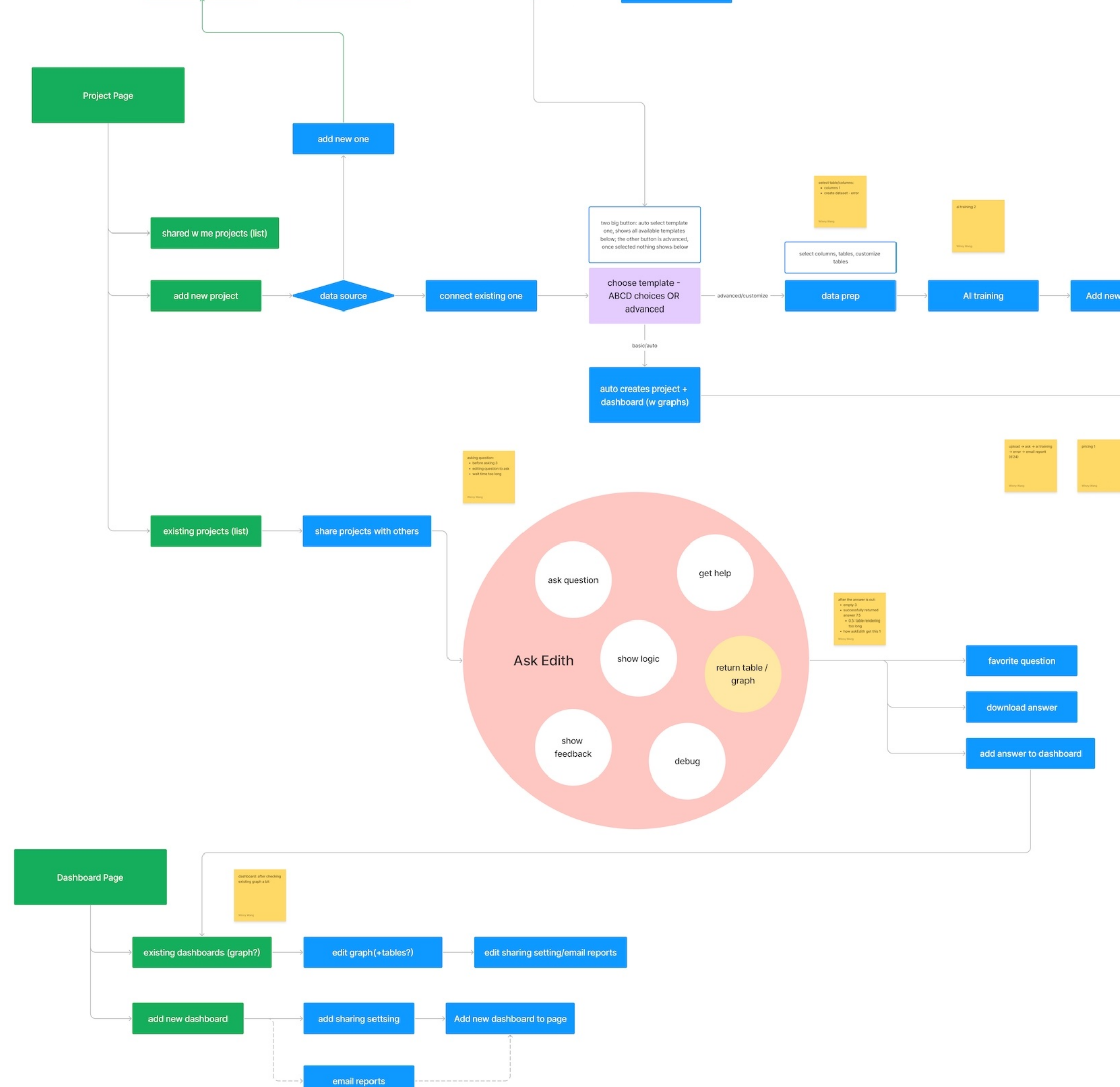
Goal 02

Appropriate guidance

Focus on the interaction difficulty when using LLM model to get satisfying answers. Provide appropriate guidance to help new users.

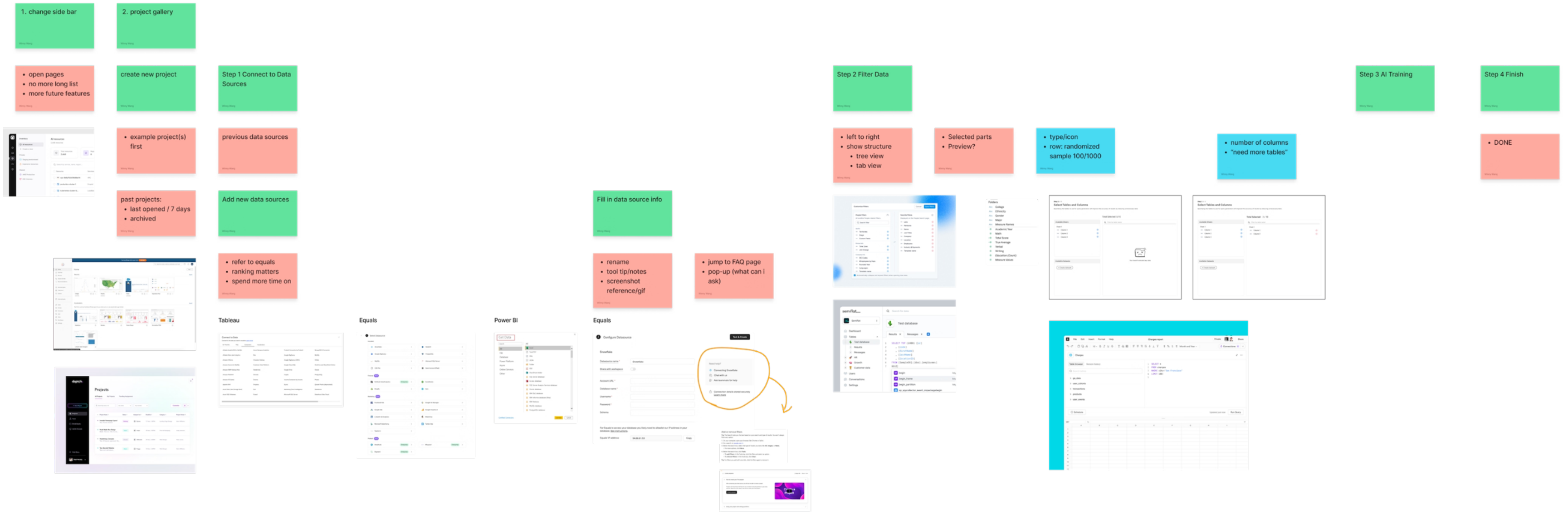
User flow

I started my research process by getting familiar with the product platform and map out the user flow. As a new user myself, I experienced noticeable moments of **feelings lost and confused**, noted down interfaces which aren't intuitive, and developed a **high-level user flow**.



New Users

I carried out the first round of reviews from: Login → (take tutorial tour) → Home page → Connect data source (more than 70% of users stop at this step). This is the main experience for new users and there is a huge drop-off rate.



Frequent Users

I carried out the second round of reviews from: (Use pre-made example project) —> Create a new project —> Ask questions / Get data-insight answers (about 26% of users reach this step). This is the important part to keep customers loyal.

Natural Language Processing

Very intuitive platform, it's definitely recommend it. The chat support is excellent, really fast in their replies and very helpful.

Usability Positive Customer Support

MonkeyLearn

Utterance: "Alexa, check my voicemails from mom"

Automatic Speech Recognition (ASR)

Natural Language Understanding (NLU)

Execute actions

Natural Language Generation

Other ideas

- Make it persuasive
- Make it assertive
- Sound confident
- Make it constructive
- Make it diplomatic
- Make it empathetic
- Make it friendly
- Make it inspirational
- Make it more descriptive
- Make it more detailed
- Sound casual
- Sound formal
- Simplify it
- Make it direct

Two Fat Indians

Confirming order with restaurant

8:10 PM

Delivery Details

Budget-friendly transformations

...can be tricky to decorate but they can also be a lot of fun. So when a client challenges us to give her pocket size space a summer makeover for under \$200 dollars...

Project Hub

Project Details

Project Hub

Project Details

1. SHOW GENERATING PROCESS

- wait time too long → show step by step generating process
- make connection to the question
- stop generating button

when a question returns error, gives feedback on how to better ask a question

1. "verifying answer", "generating new query" → color coded details in the question, show errors / confidence level on certain words

2. give lots of feedback

- explain result (from waiting time)
- explain error (why nothing returns)
- if show fake result...should indicate that by confidence level

3. question suggestions (??) / what should I ask

- suggest a more confident way of questioning: "per", "by specific year"
- hint mistakes before "asking" the question
- hint specific question is advanced feature, trainable

4. report bug

- chatbot
- direct customer service
- documentation

5. Release notice

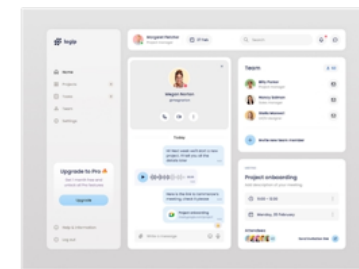
- email
- notification
- quick walkthrough
- use icon to show something is new

Loyal Users

I carried out the third round of reviews from: Create dashboard —> Save valuable answers & graphs to dashboard —> Enable email updates —> Enable team functions (only 4% of users use the additional features of the platform), to explore the full features.

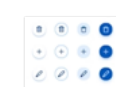
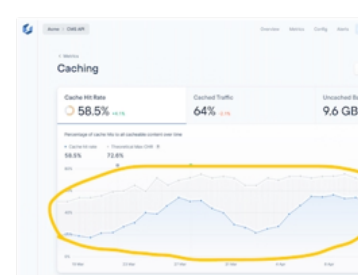
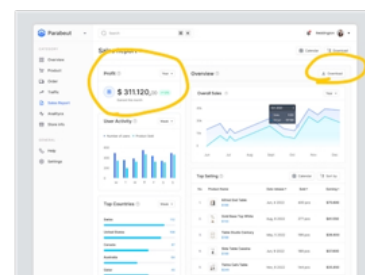
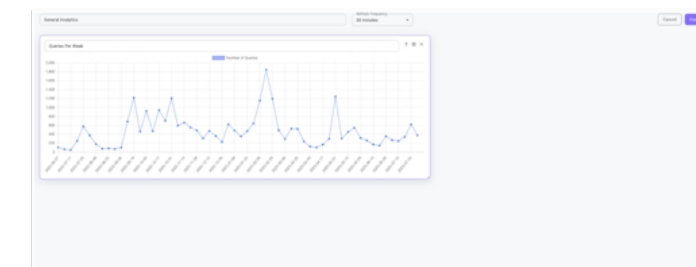
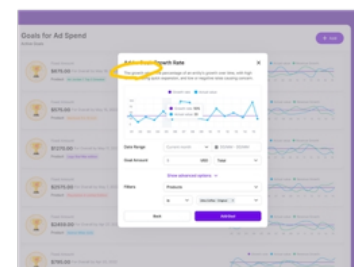
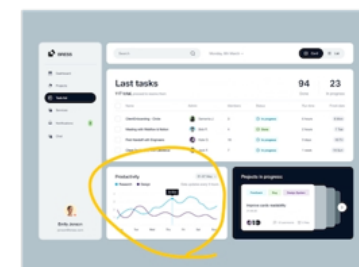
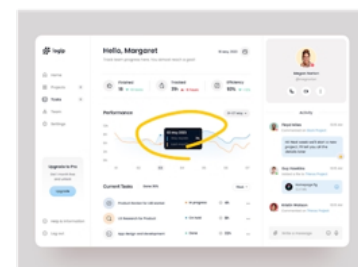
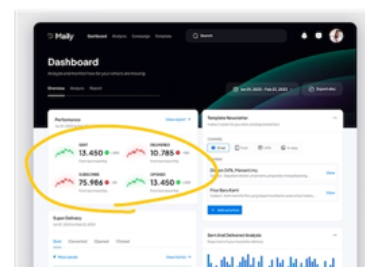
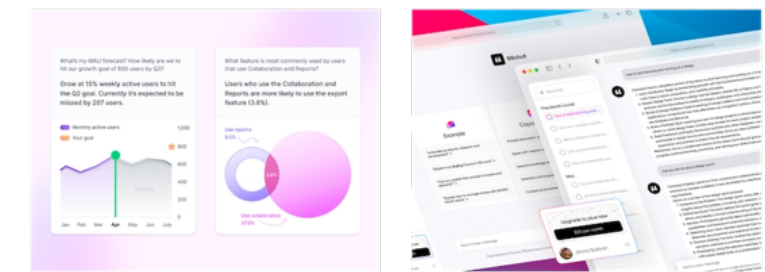
- email report
 - Highlight "what's new"
- Winnie Wang

- AskEdith intelligence within dashboard:
- show changes/updates
 - trends/analysis
 - !!progression
- Winnie Wang



- refreshing frequencies:
- what is pro/con
 - more functions to check updates
- More obvious refreshing time
- Winnie Wang

- obvious edit button + mode:
- outline - show when it's in edit mode
 - background - blocks, color change in edit mode
- Winnie Wang



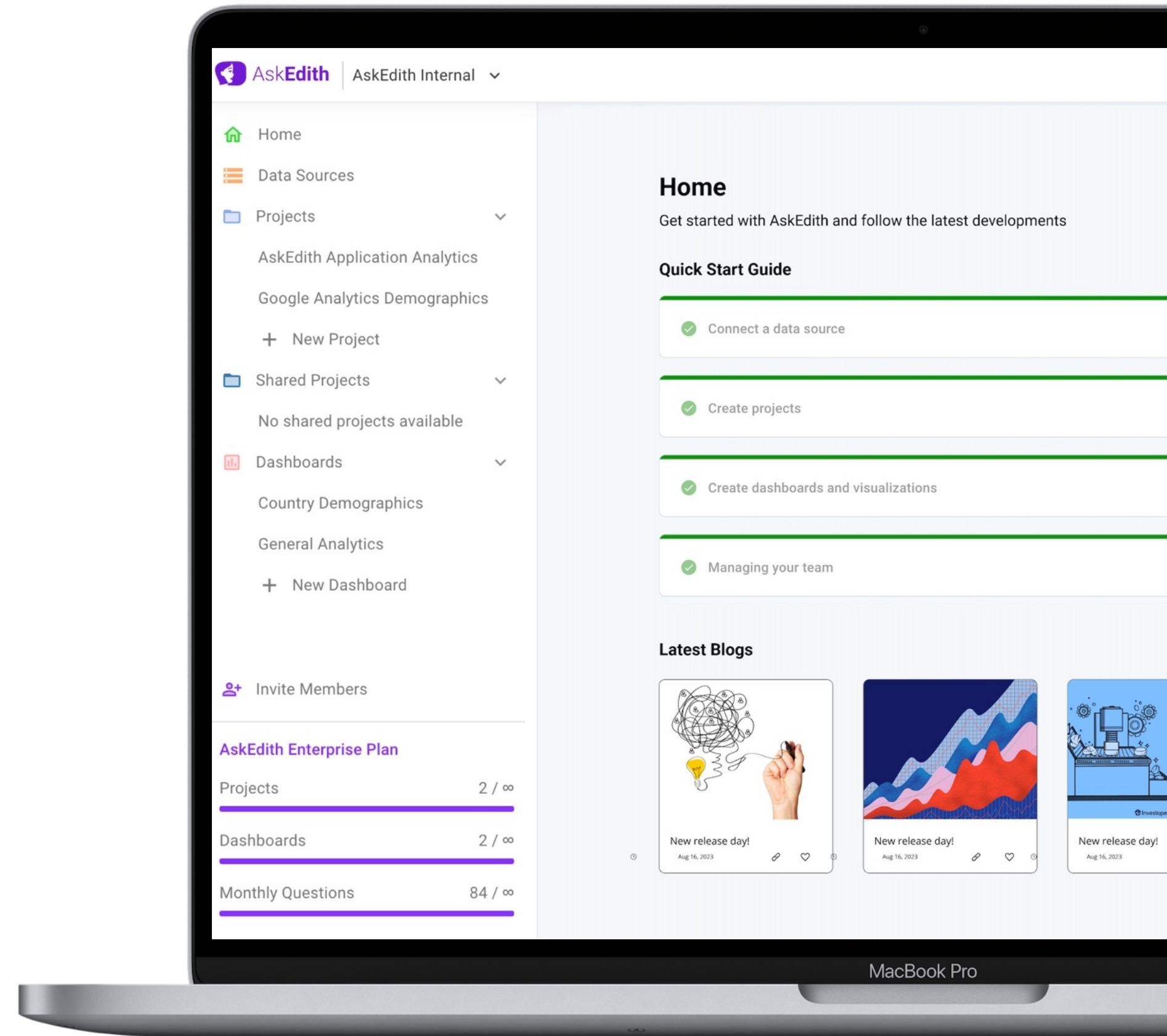
- team collaboration:
- add notes? (& presentation)
 - mention team members
 - created by who
 - display orders
- Winnie Wang

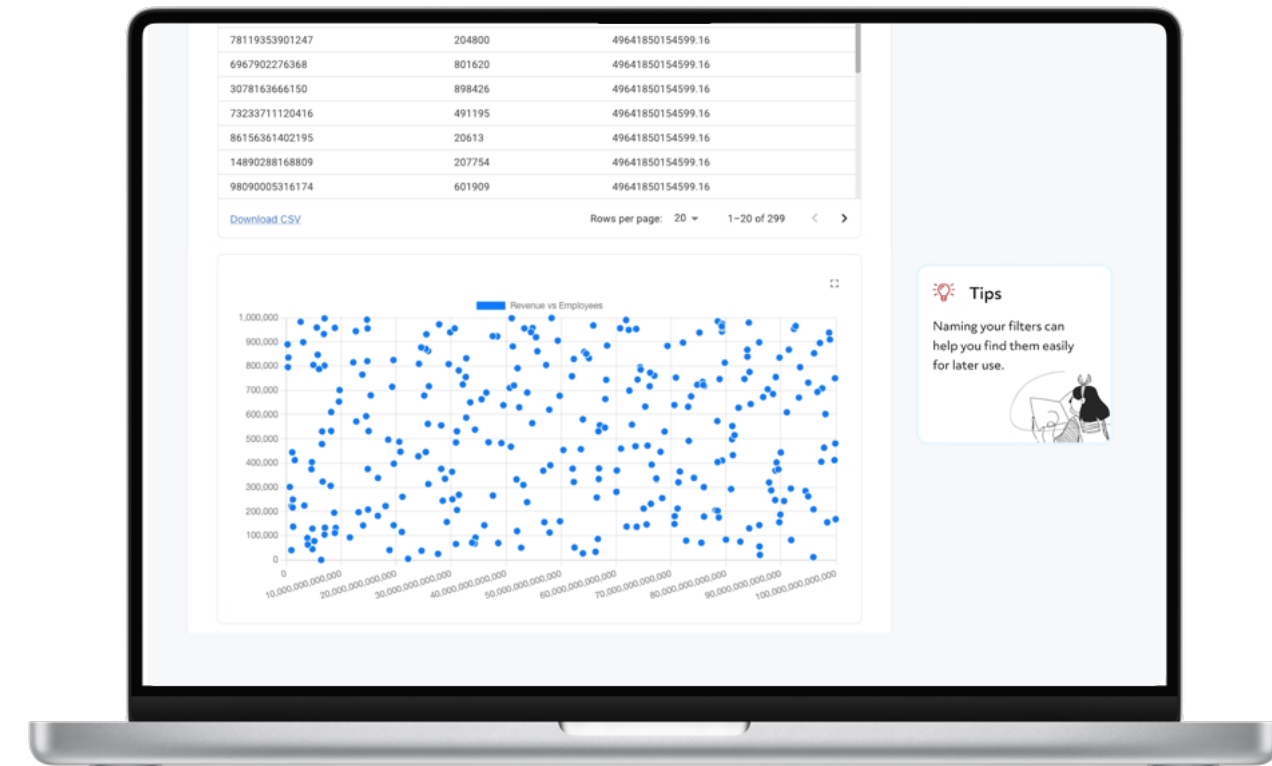
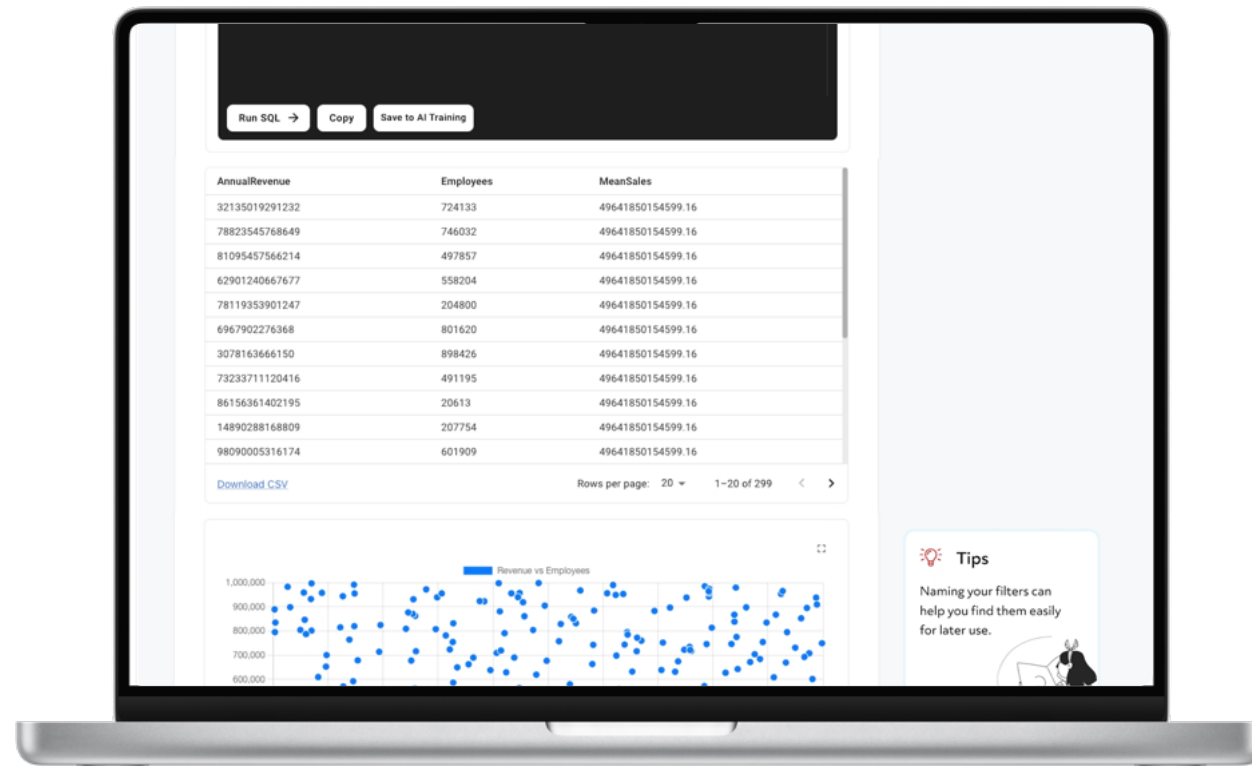
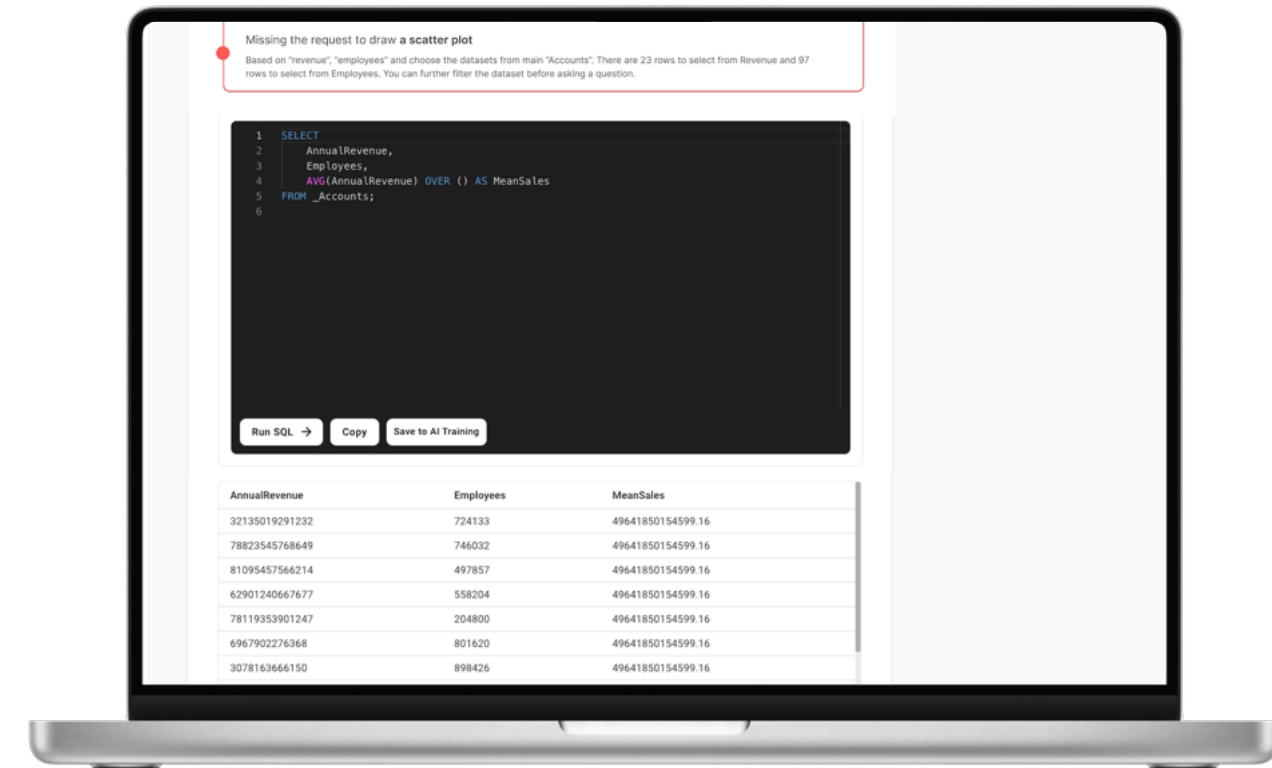
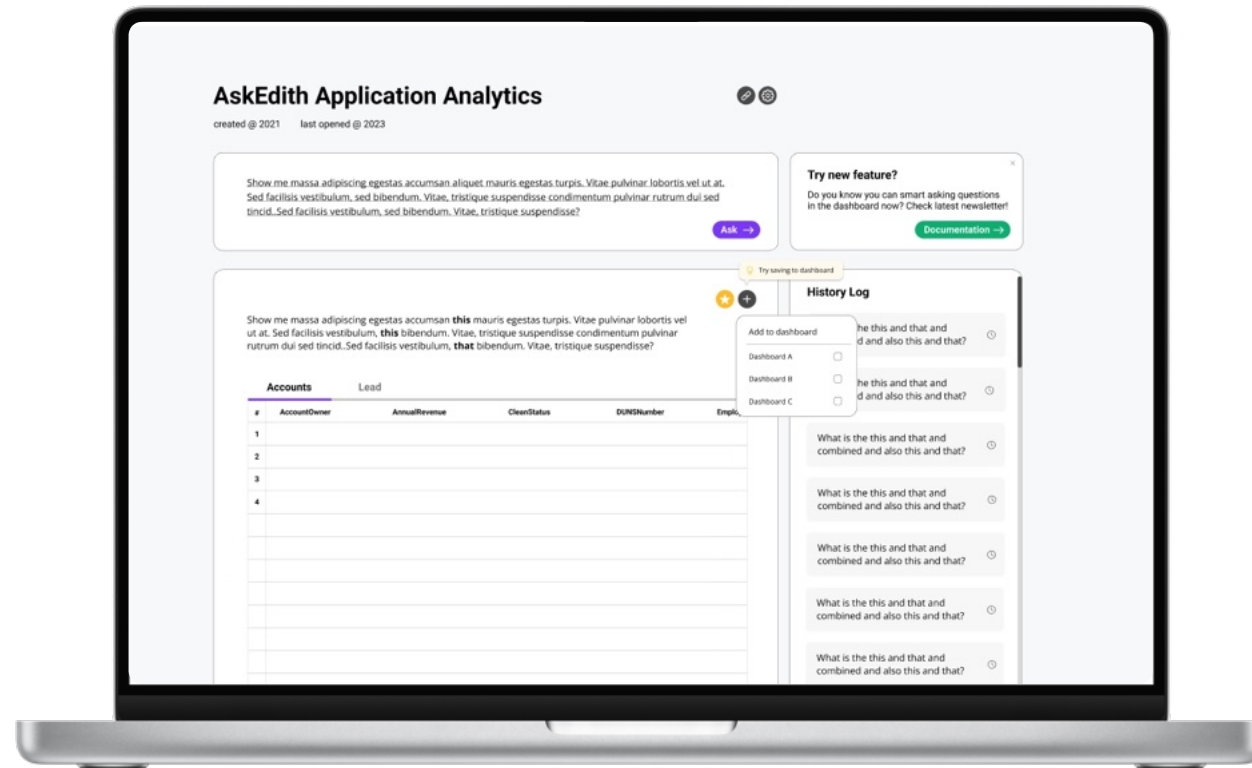
- "Can you show..."
- "do you mean by..."
 - "Yes..."
 - "You can also..."
 - "Try asking..."
- Winnie Wang

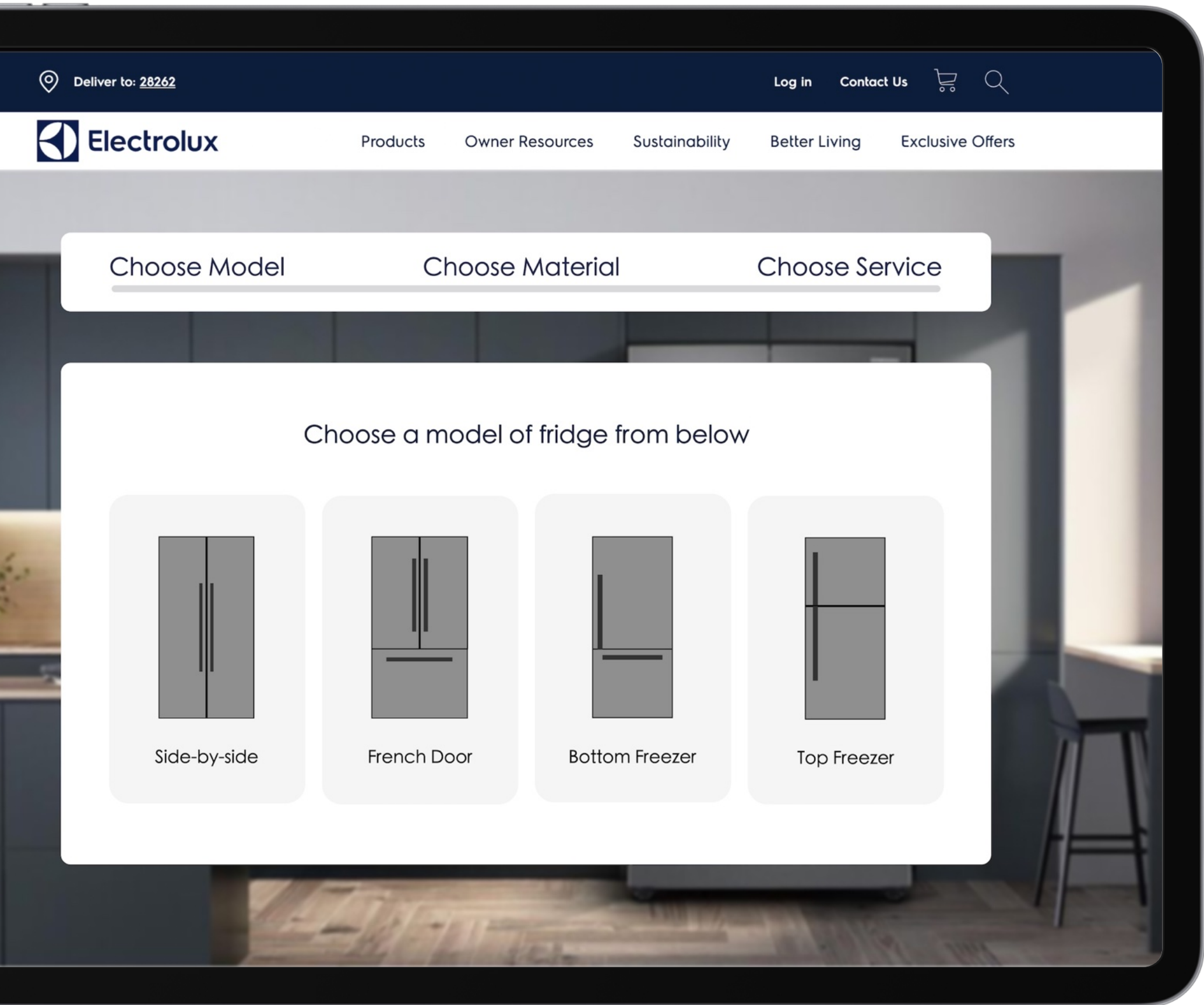
Wireframe + UI

Final Design

Through 4 design critique meetings, designers, product managers and software engineers reviewed the design suggestions focusing on improving user journey and incorporate the feedback in a refined final design in Figma.







03 Electrolux

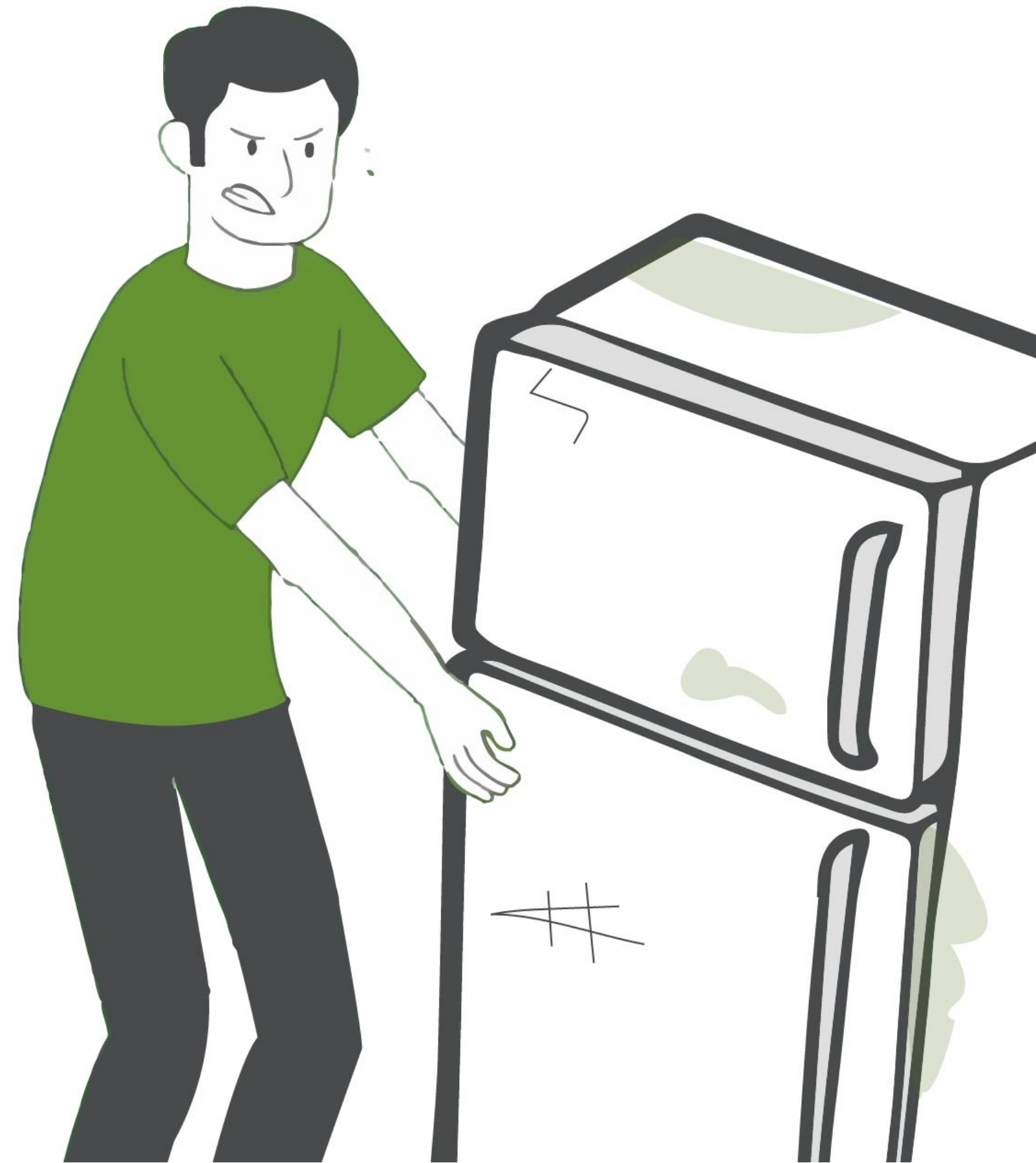
Market report and concept design on sustainability awareness

How can refrigerators be more sustainable? What choices on materials and made by customers will impact refrigerators' end of life? These are the questions Electrolux hope to find out...

Problem

Large home appliances like refrigerators are large source of plastic waste: 200 million household refrigerators currently in the U.S. Refrigerators have the Largest demand of plastic among home appliances. 9 million refrigerators are disposed each year in the U.S.

How do we determine the best material used in refrigerators by combining consumer perception and material research throughout refrigerator's life cycle in the US market?



Research focuses

01 

User centered

- What material is perceived as sustainable?
- What are consumer preferences on material and behavior in disposing?
- How to communicate sustainability?

02 

Material centered

- Most circular materials in the US?
- How to use more circular materials?
- What material should we prioritize in the future and why?

Online Survey

Goal:

investigate consumer perception in the US of sustainability and fridges

Participants: 133

Participants (based in US): 123

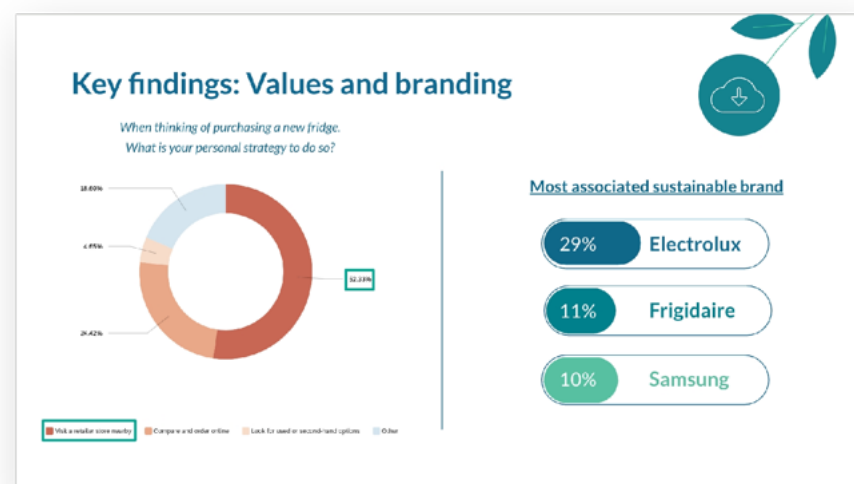
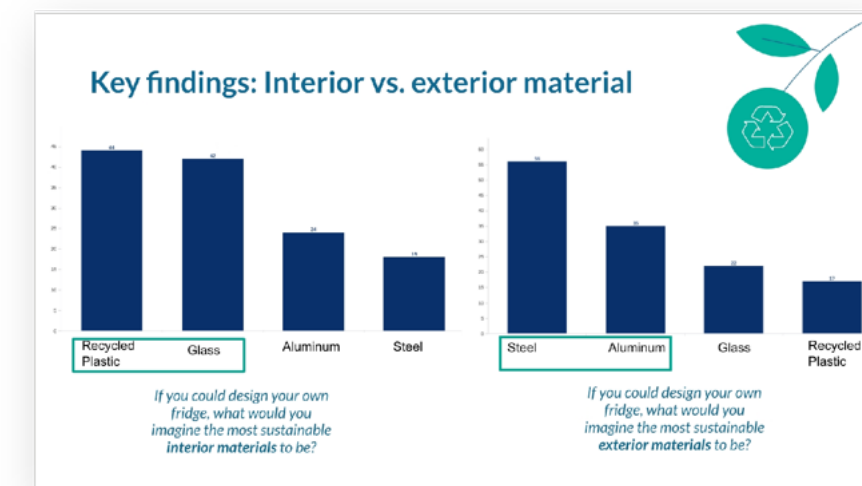
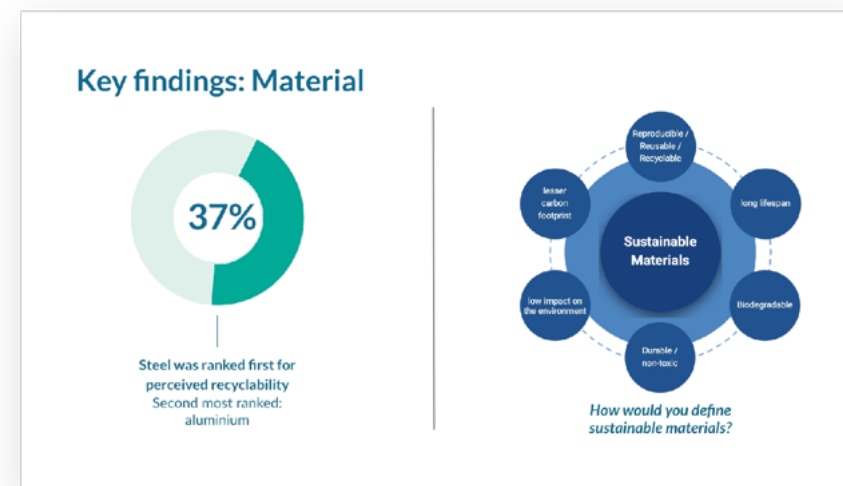
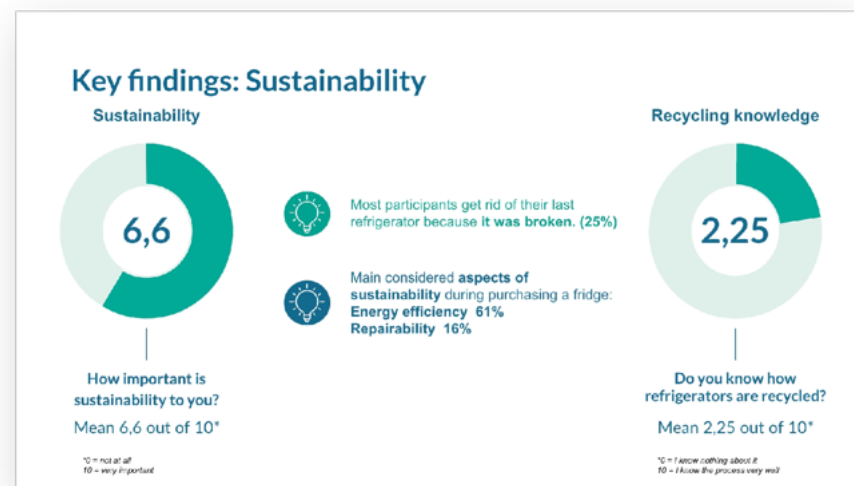
Structure:

1. Demographic data
2. Perception of sustainability
3. Material preference
4. Values and branding
5. Service and purchasing behavior



Key findings

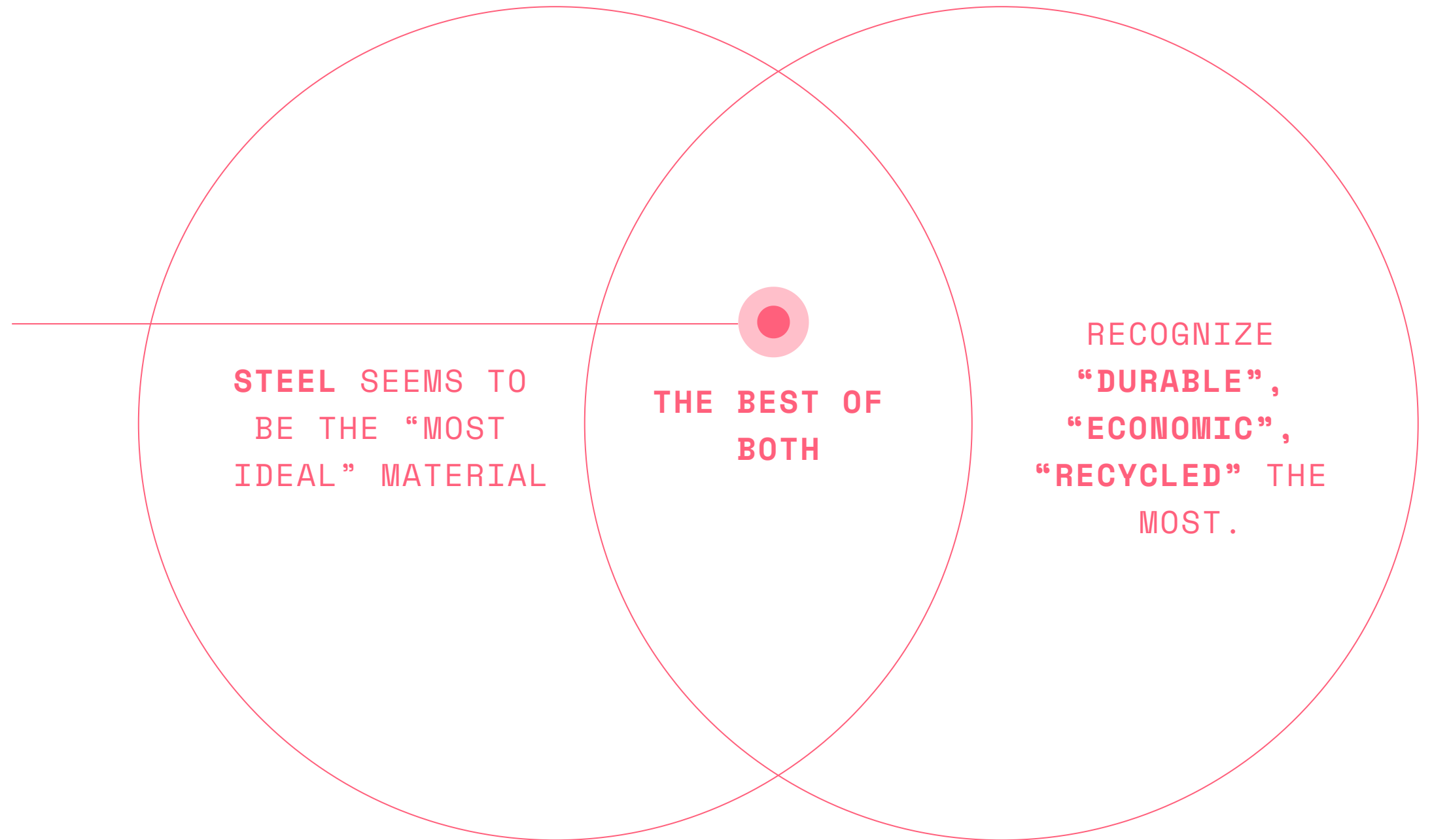
Through the analysis of the survey, we are able to identify key findings in areas of sustainability, material, values and branding, service and purchasing behavior, etc.



Final findings

We realize that **durability+appearance is a more important factor than sustainability**. Most would pay more for a better-looking refrigerators. Participants don't want add-on costs if they choose a sustainable product. They have the similar attitude when it comes to choosing a cheaper material (i.e. plastic) or a greener material (aluminum).

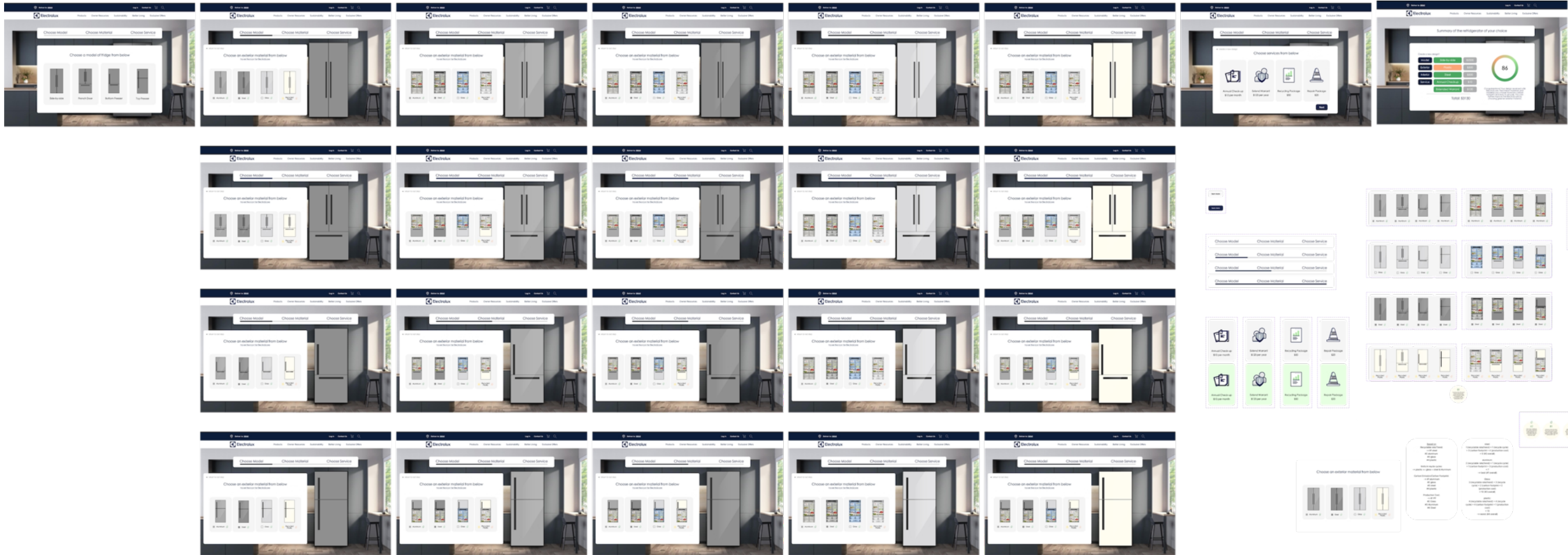
Lastly, most people show very little confidence in knowledge like how to make refrigerators more sustainable or which brands have sustainable products.

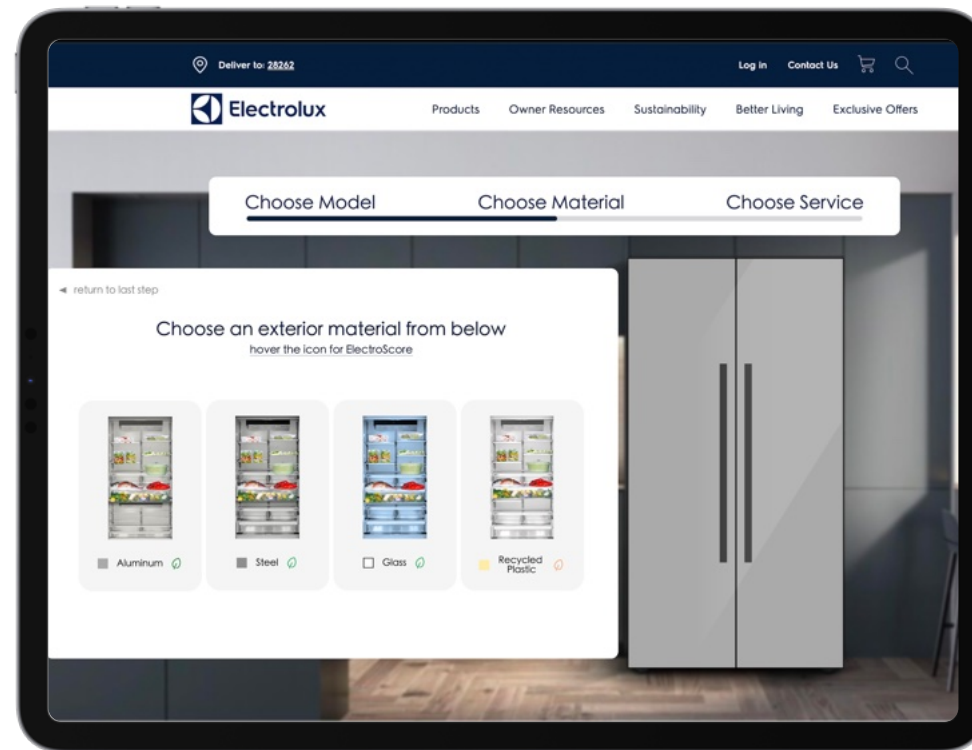
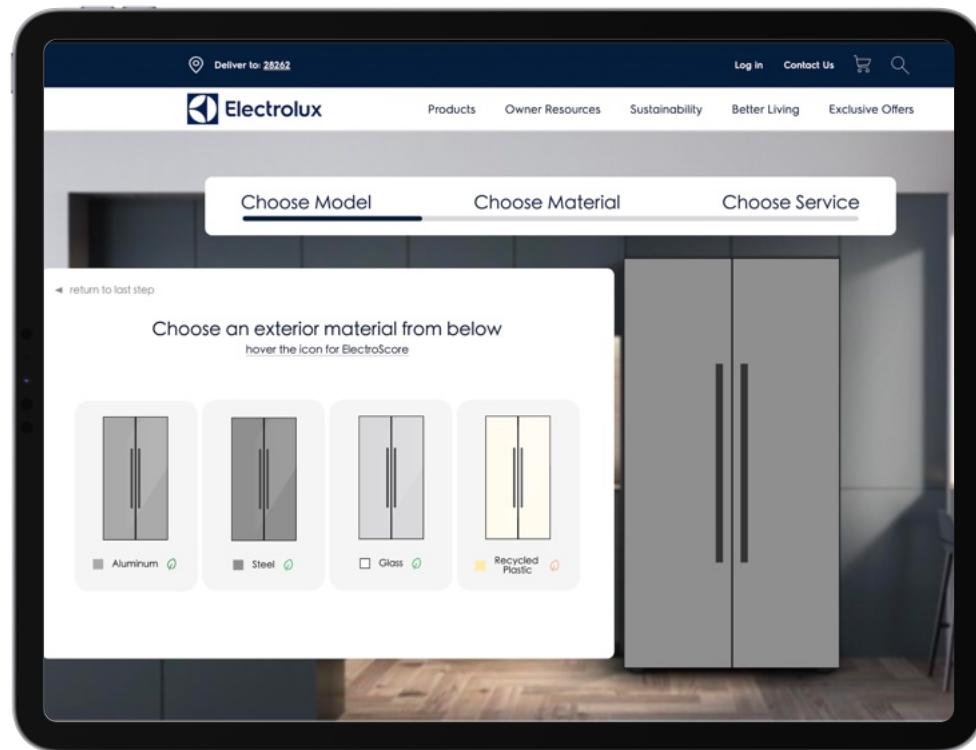


Proposal

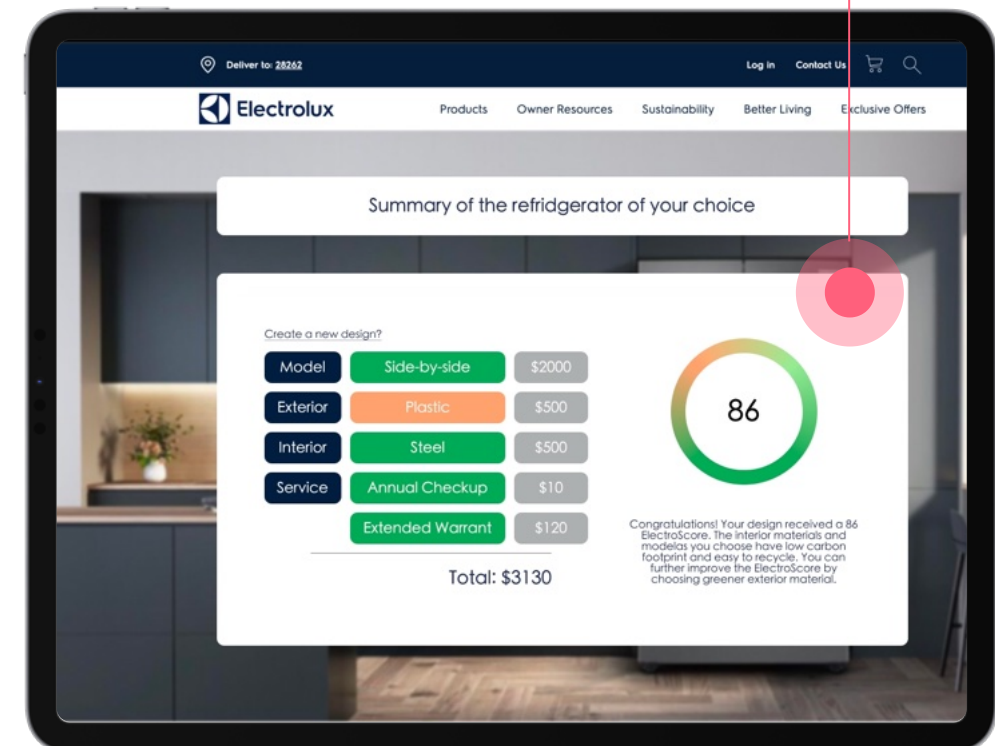
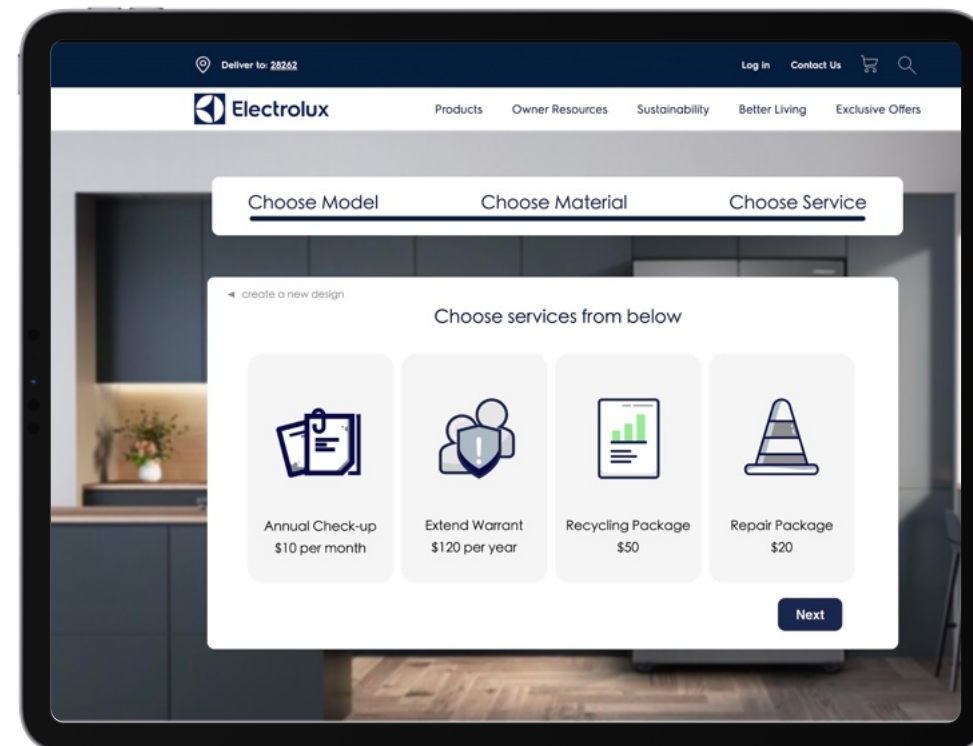
- **Communicate** sustainability effort to consumers.
- Keep the sustainability **transparent and visible**. Use terms that consumers recognize.
- A potential educational **campaign** which is educational and promoting Electrolux strategies in the US market

future implement: website to customzie your fridge





A SUSTAINABLE SCORE TO INFORM THE USER ABOUT THEIR CHOICE OF FRIDGE



04 Bondie

Reimagining the future of bonding
between parents and kids

A baby care product that reimagines the parent-child interaction when they are away from them. It creates different sensory experiences to strengthen the parent-child bond.



Problem

As the world returns to normal and parents move out for work and other chores, **leaving their children alone or without undivided attention has become a major problem for parents.** Current solutions in the market, be it baby cameras or any other technological intervention caters to only the visual senses.

How might we make the interaction between parent and kids more intimate and natural when the parent is physically away from their kids?

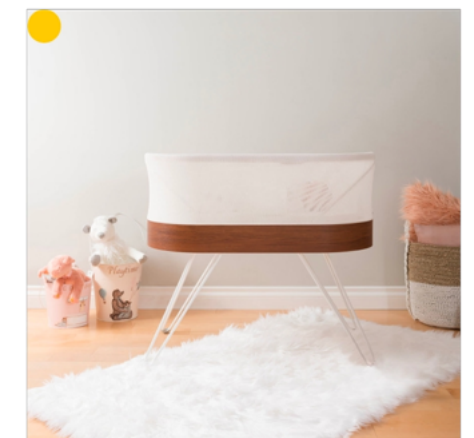
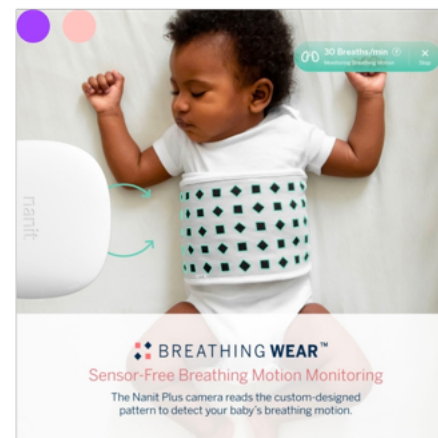
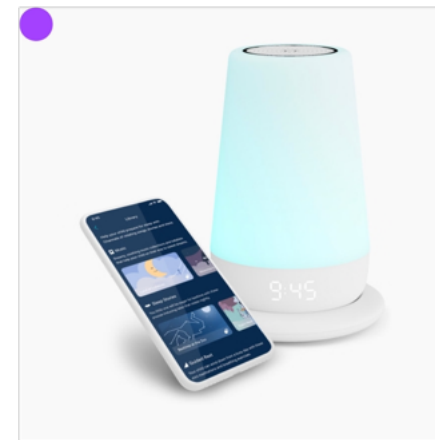
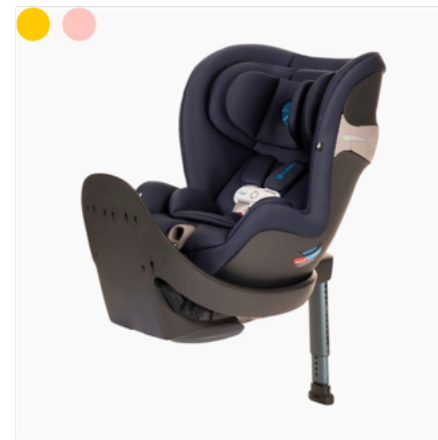


Competitor Analysis

After defining the scope of the problem, our team developed competitive analysis on existing baby care products to **understand the market need, use of technology and find opportunity for a new product.**

Interview Exercise: Match technology with baby care product based on your preference

- Smell
- Simulate skin-to-skin
- Music Sound
- Soft Mattress
- Remote Control
- Cradling
- Smart App
- Aesthetics
- Temperature adjustment
- Sensor Monitor
- Camera Monitor
- Calling Function
- Vibration
- Safety Alarm
- Body Measuring (e.g. weight)



● Mobile App
 ● Use on body
 ● Mechanical

User Interviews

In order to empathize with the parent users, our team conducted in **7 in-depth interviews** with potential parent users, our team identified who the users are, understood their journey, analyzed their attitude towards existing products and captured the need for a more intimate, emotional connection with their children remotely.



Stephanie, Mom-to-be

"I feel nervous about the sensors. It seems like a lot to worry about. It also feels like surveillance. I don't want the sensors to get in the way of my own intuition."



Melissa, Military Mom

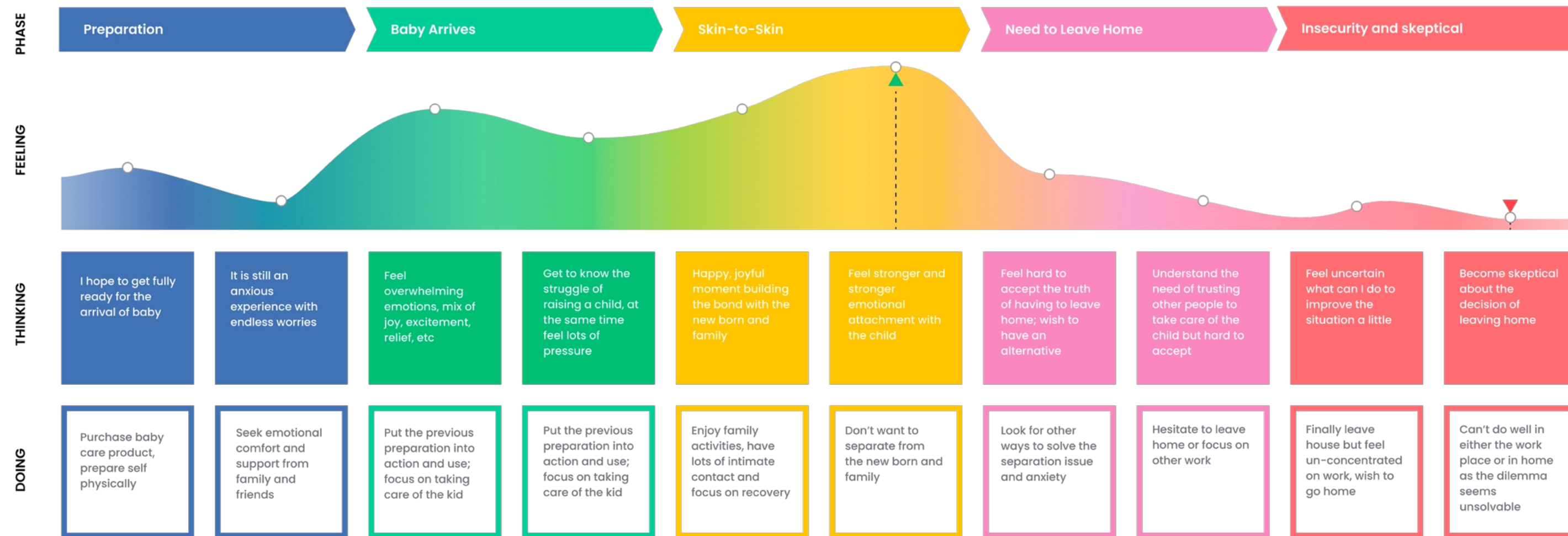
"What I miss the most when I was in the military was to feel and hear they breath. They are relax and you feel relax. It's something I hope to have anytime, like a meditation"



Erin, Mom of three

"When I'm outside, I'm not thinking about the kids; but when I do, Missing hugging, putting them to sleep, comforting them, reading them a story...maybe a teddy bear can be used for the child"

User Journey



Key Takeaways

Hight Point

Skin-to-skin and other forms of intimate physical contacts are essential to the parent-child bonding

Low Point

The situation of being unable to continue the skin-to-skin bonding is the source of problem

Greatest Gift

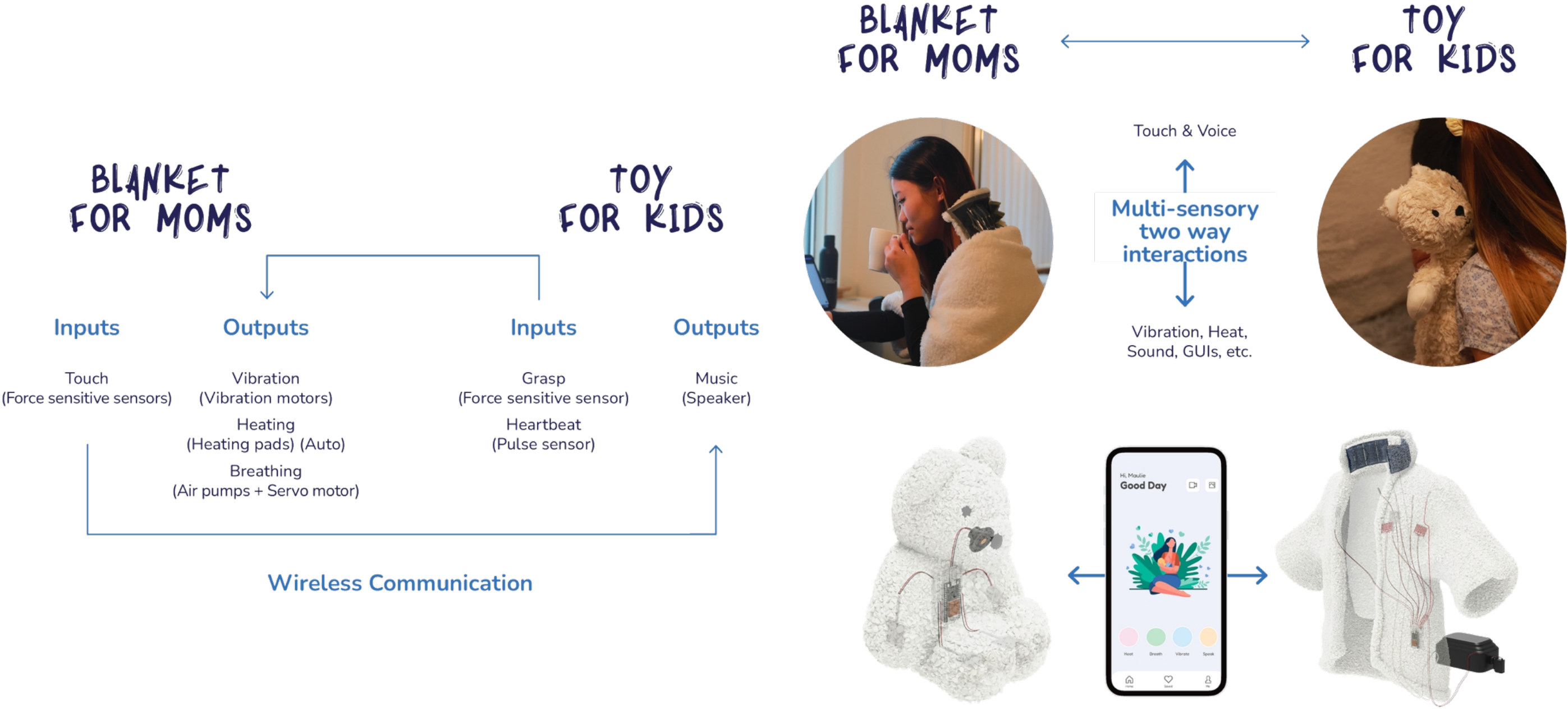
Emotions play a huge part in the user journey and it can be helpful in solving the problem

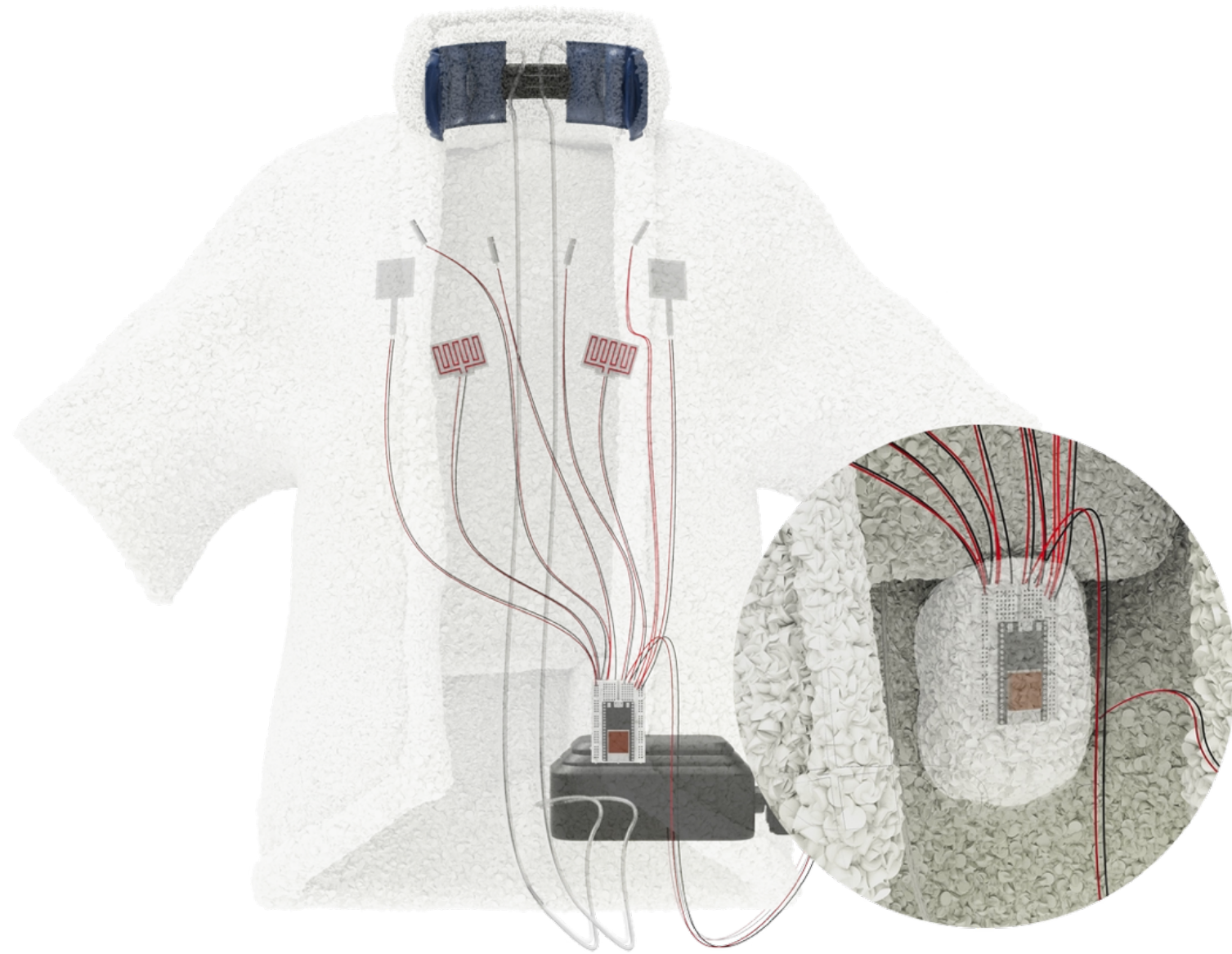
Greatest Threat

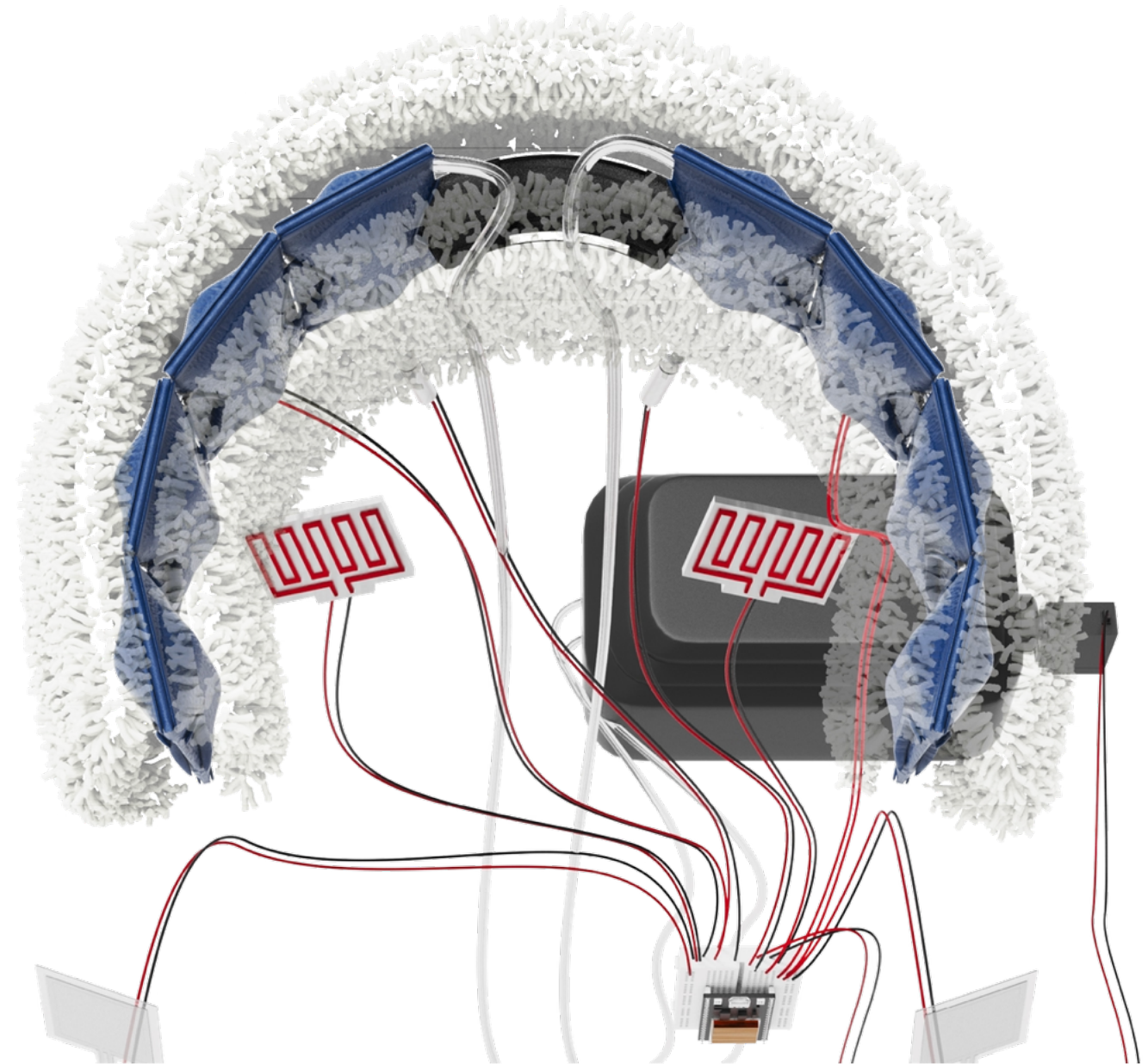
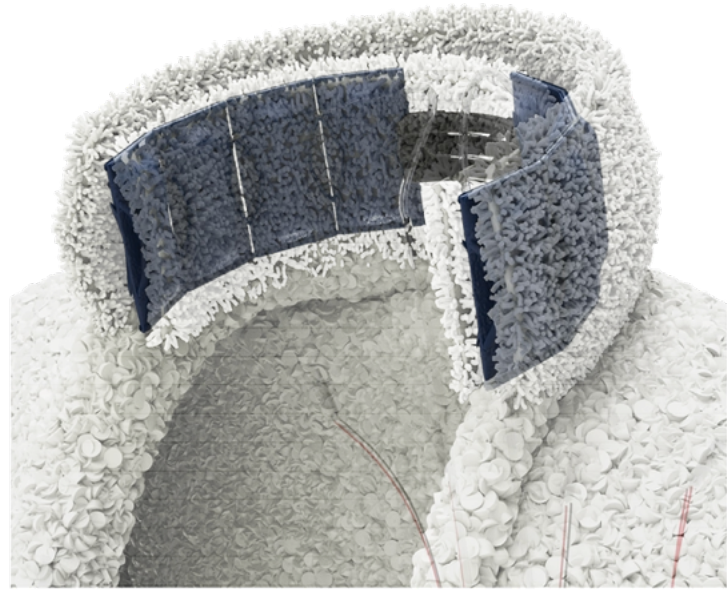
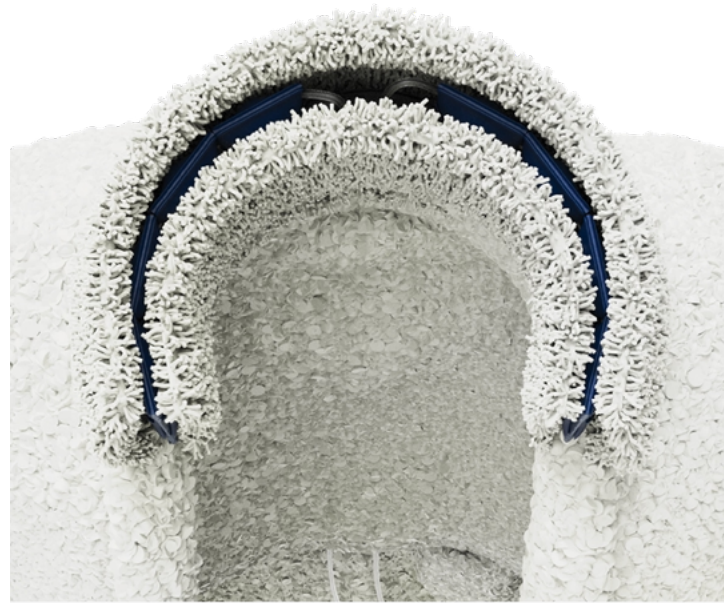
The practical need to take care of the child in absence of parents is hard to resolve

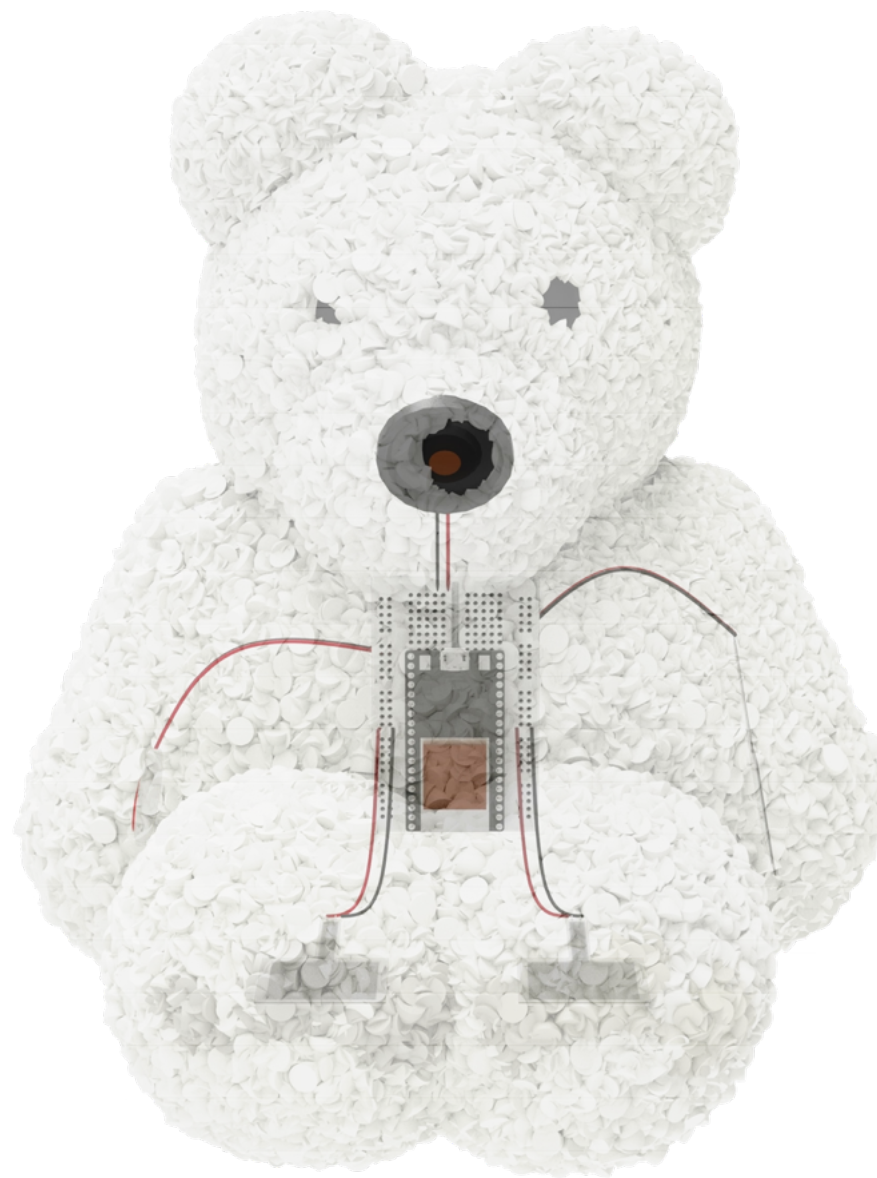
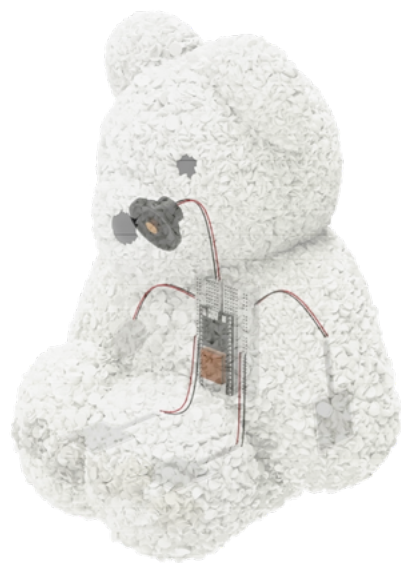
Final Design

The final interaction design included two-way WIFI communication between the blanket for parent and toy for kid. **Each side has its own inputs and outputs**, and there is a mobile app for the parent to oversee the whole interaction in case of special situation.













Let's connect!

WINNYW.COM / +5109881198

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