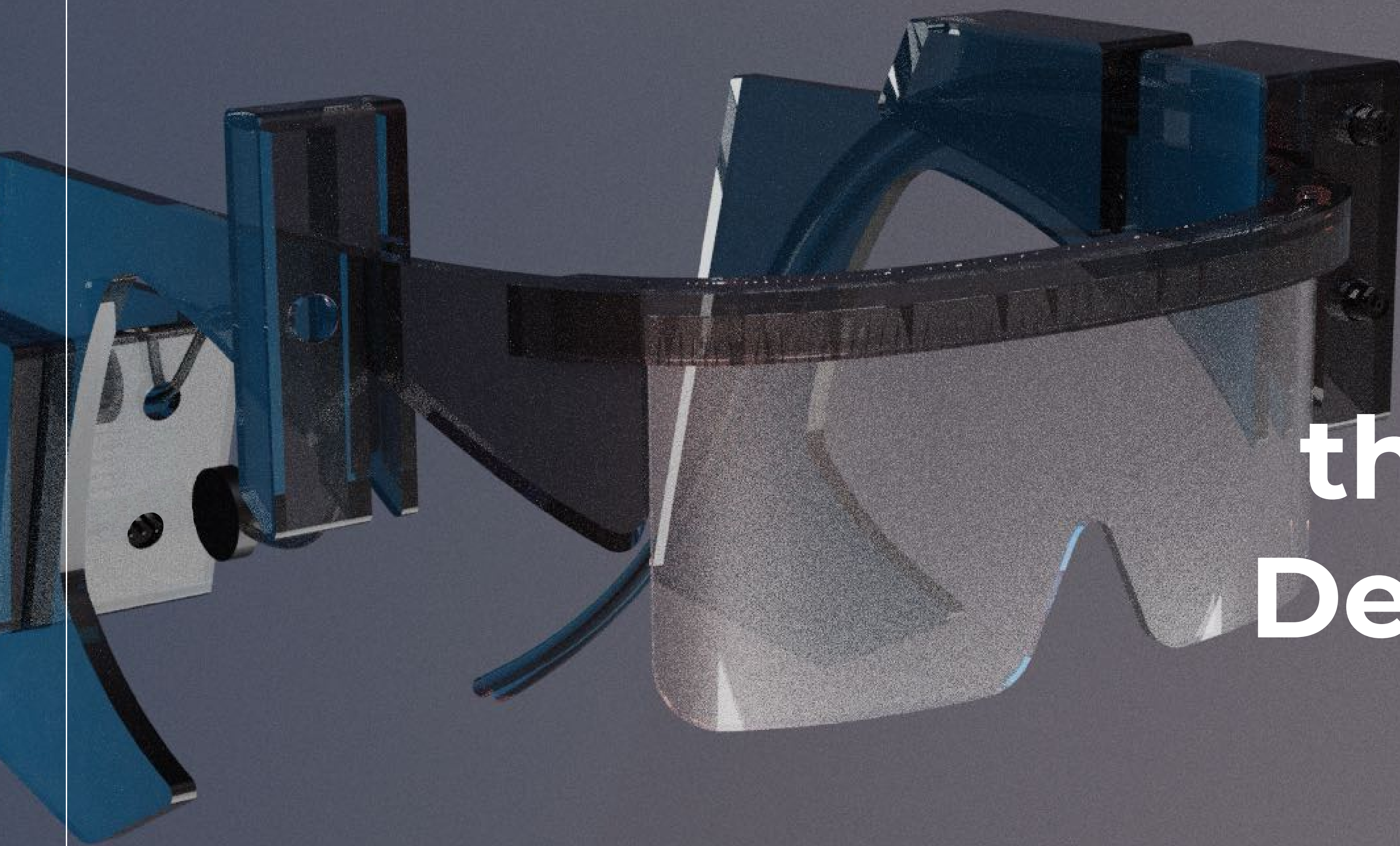




BERKELEY MDES PORTFOLIO



Eye-D: Envisioning the Invisible & Decoding Data Capitalism

Technology Design Foundation

Fall 2022, Berkeley MDes



Highlights



Eye-D is a speculative design project where an Augmented Reality headset provides an alternative to today's economy of surveillance capitalism by giving users more control over personal data commodification in 2030.

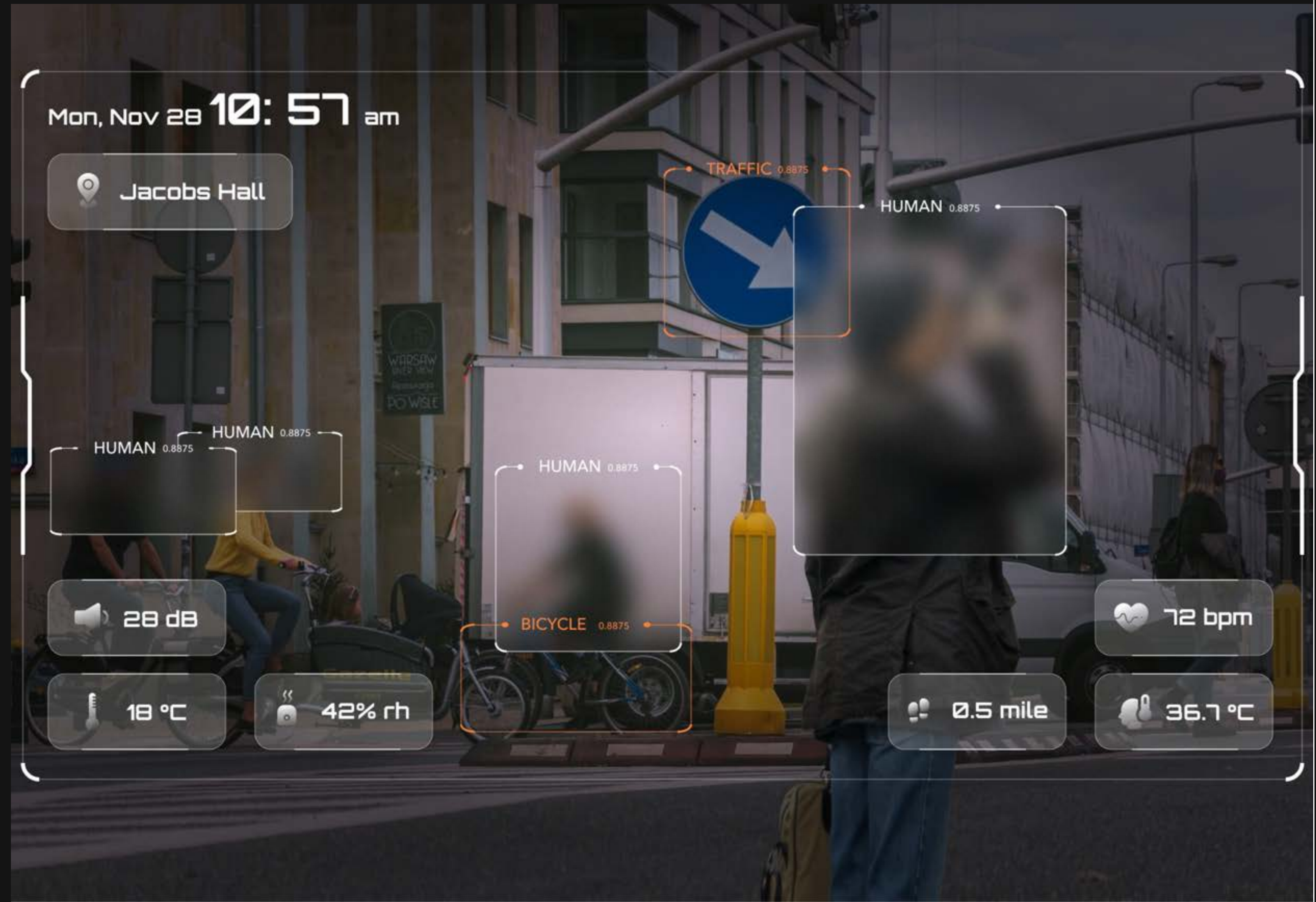


Highlights



Over the past decade, Augmented Reality has become an integral part of our daily lives. These headsets, now ubiquitous, serve as digital gateways, letting us view everything they capture. However, most of us are oblivious to the covert operations that use our memories and moments. The tech giants behind these platforms, such as Meta, Apple, and Microsoft, have capitalized on our data, treating it as a valuable asset to build their data-driven empires.

The introduction of devices like smartphones, wearables, and AR headsets heralded the era of surveillance capitalism. These companies earn millions by selling our personal data to advertisers. Despite our data fueling these billion-dollar industries, we, the users, are left out of the profit equation. This realization compelled us to redefine our problem statement: How might we empower individuals to regain ownership of their personal data, offering an alternative to the current business model driven by surveillance capitalism?





Highlights



Our speculative solution combats surveillance capitalism by placing users at the helm of their data. The behavioral data gathered through these headsets will be transformed into prediction products, subsequently sold to behavioral futures markets. Importantly, users will be informed and have a say in how their data is utilized now and in the future.

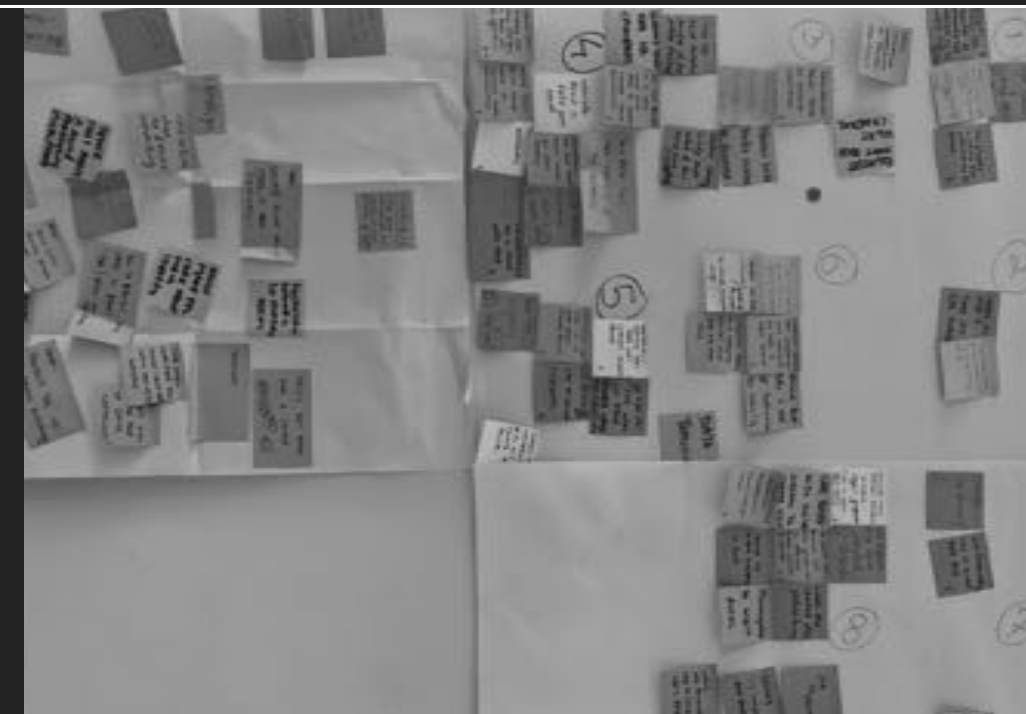




Ideation ♦ Prototyping ♦ Testing



Moodboard & Inspirations



Brainstorming



Ideas & Sketches



Ideas & Sketches



Prototyping & Testing



Prototyping & Testing



Prototyping & Testing

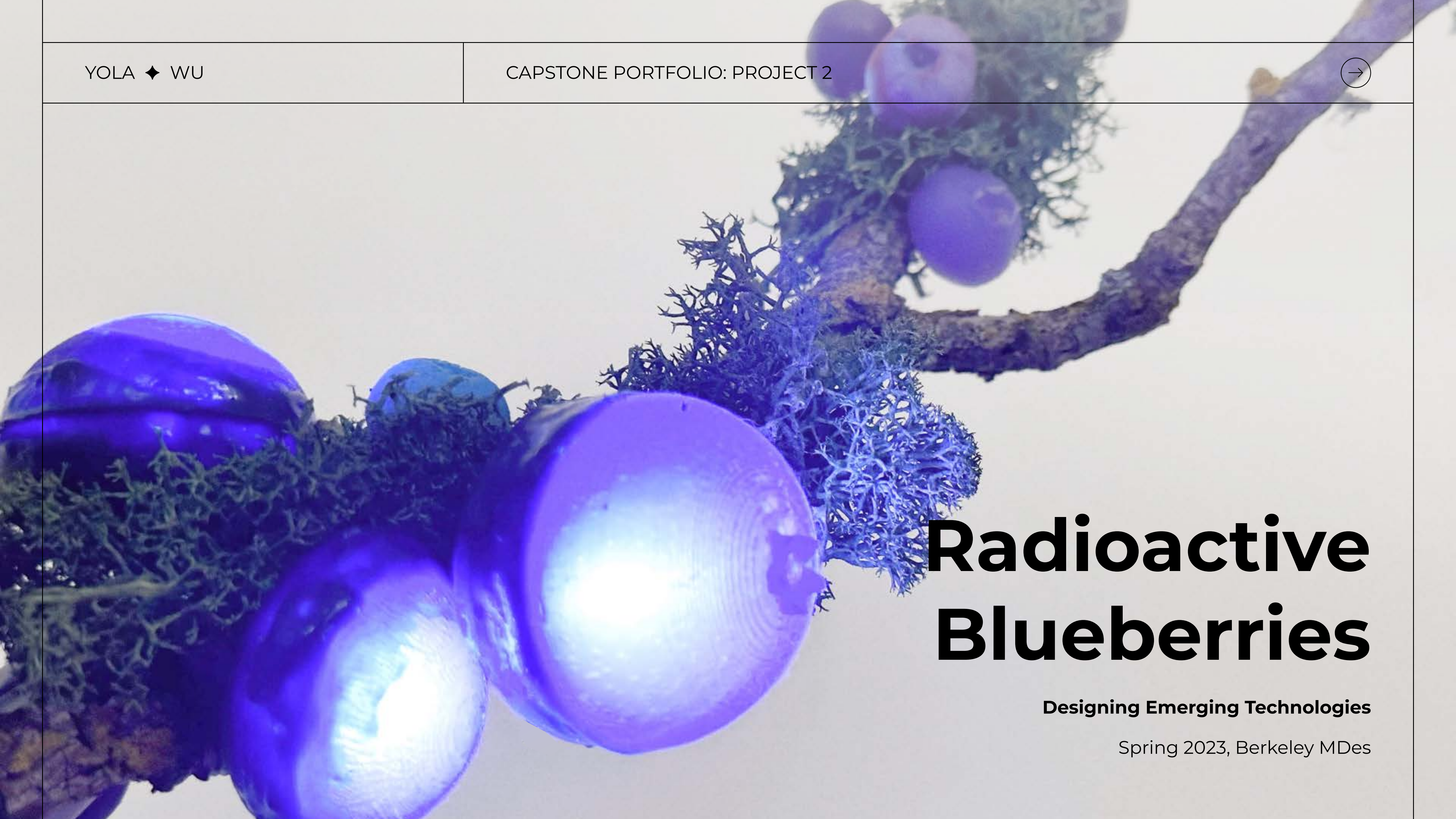


Prototyping & Testing



Interactive Prototype





Radioactive Blueberries

Designing Emerging Technologies

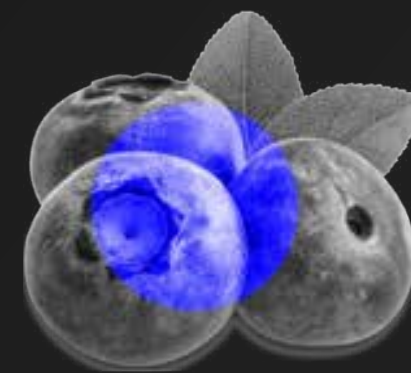
Spring 2023, Berkeley MDes



Highlights

RADIANT GROCERY

We understand that everything we eat is radioactive!



Glowberry

R Level: ♦♦
Price: \$5.99

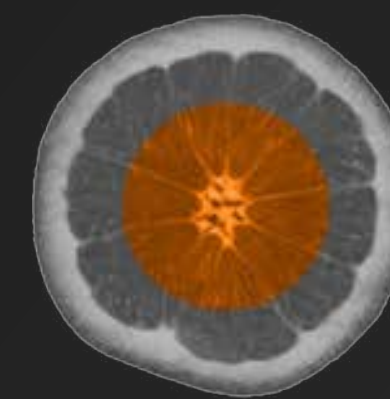
- Low radioactive level
- Rich in antioxidants
- Popular choice among health-conscious customers



Cosmicberry

R Level: ♦♦♦♦
Price: \$12.99

- A good source of healthy dietary fiber
- Popular for their unique, slightly sour taste



Radon Orange

R Level: ♦♦♦♦♦♦
Price: \$1.99 \$7.99

- ON SALE**
- Juicy sweetness and high levels of vitamin C
- High organic fiber content, super healthy



Gamma Banana

R Level: ♦
Price: \$20.99

- Low radioactive level
- Rich in fiber, potassium, and vitamin B6
- Creamy texture and sweet taste



Fusion Apple

R Level: ♦♦♦♦
Price: \$20.99

- Medium radioactive level
- Crisp, sweet and juicy
- Packed with vitamin C and fiber



Radioactive Blueberries is a soft robotics project consisting of pulsating luminescent silicone "blueberries". It is intended to be a critical provocation about the persistence and resilience behind radioactive Chernobyl blueberries.



Highlights



Reliance on the forest for a living is an ancestral tradition in Polesia, but here we examine what is seen as resilience in one area (resettlement and life of people in the Chernobyl affected area) might mean to the rest of the world. What is the cost of resilience and persistence?

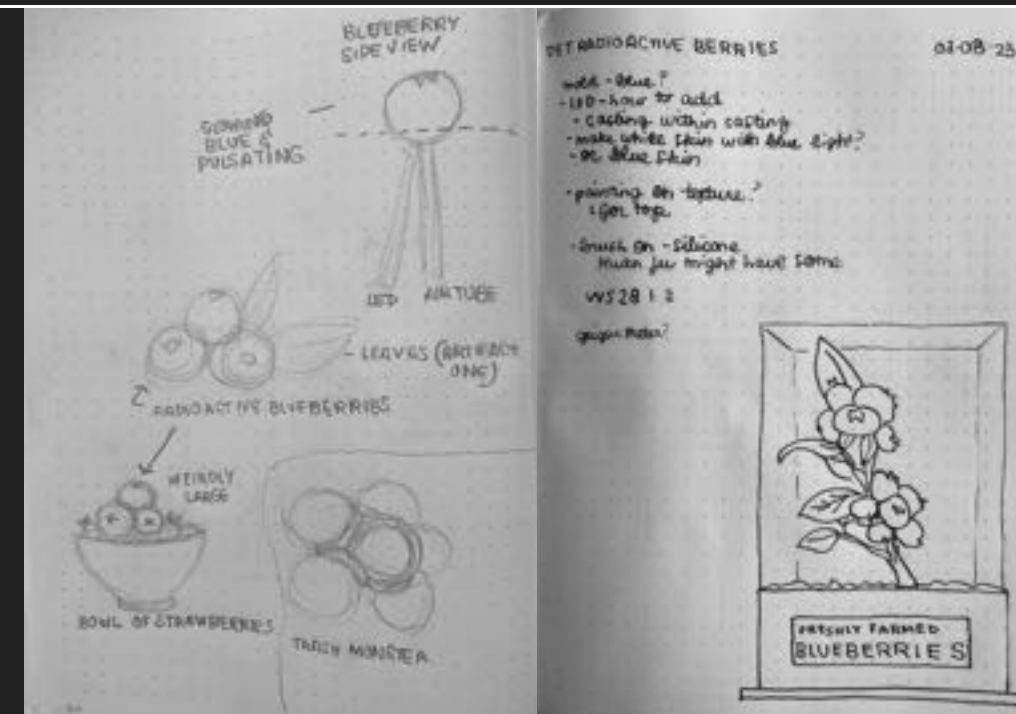




Ideation ♦ Prototyping ♦ Testing



Moodboard & Inspirations



Sketches



Prototyping



Prototyping



Testing



Testing



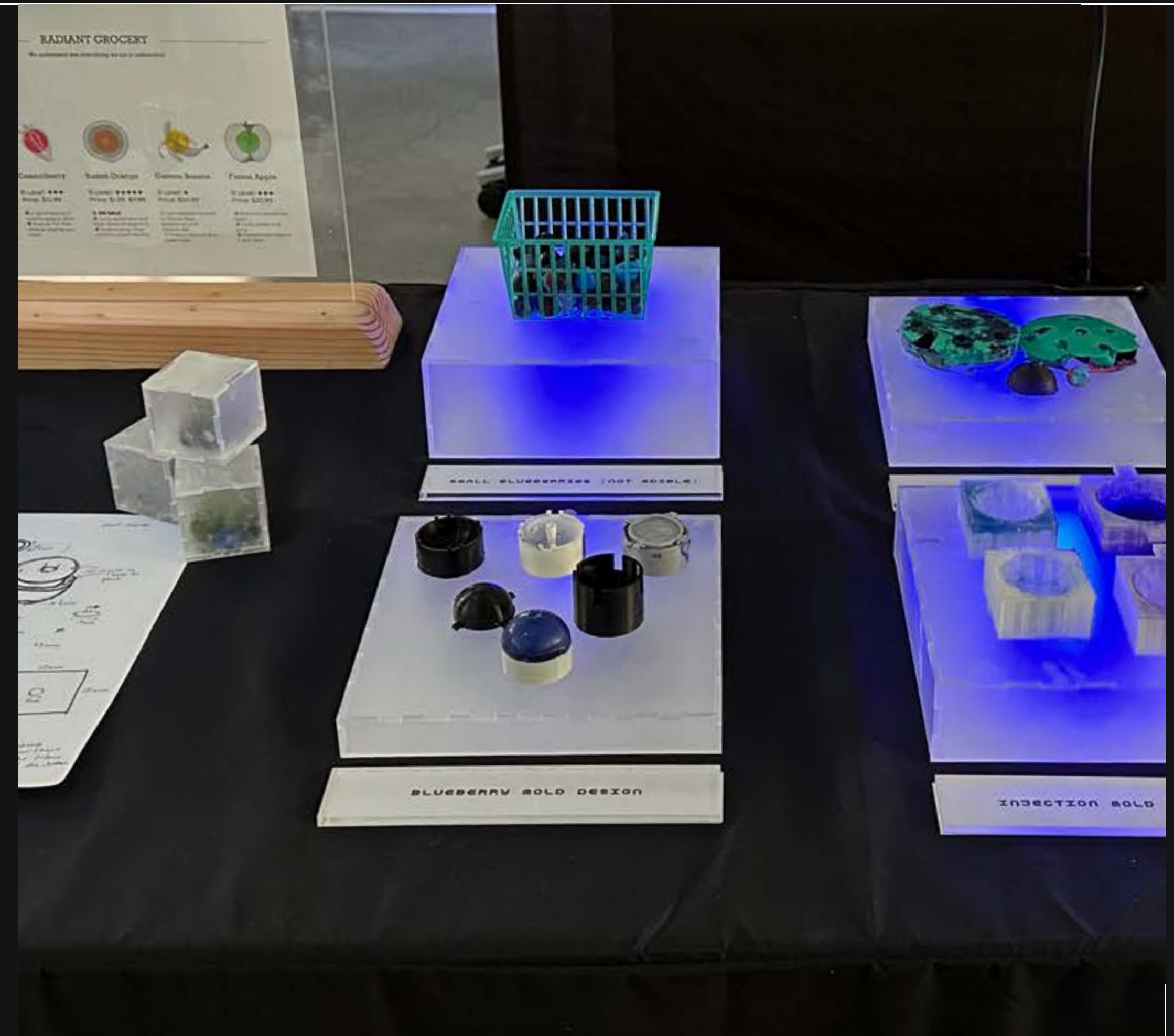
Feedback Gathering



Iterating



Exhibition





Rubrik Security Cloud

Design @ Large

Summer 2023, Rubrik



Highlights

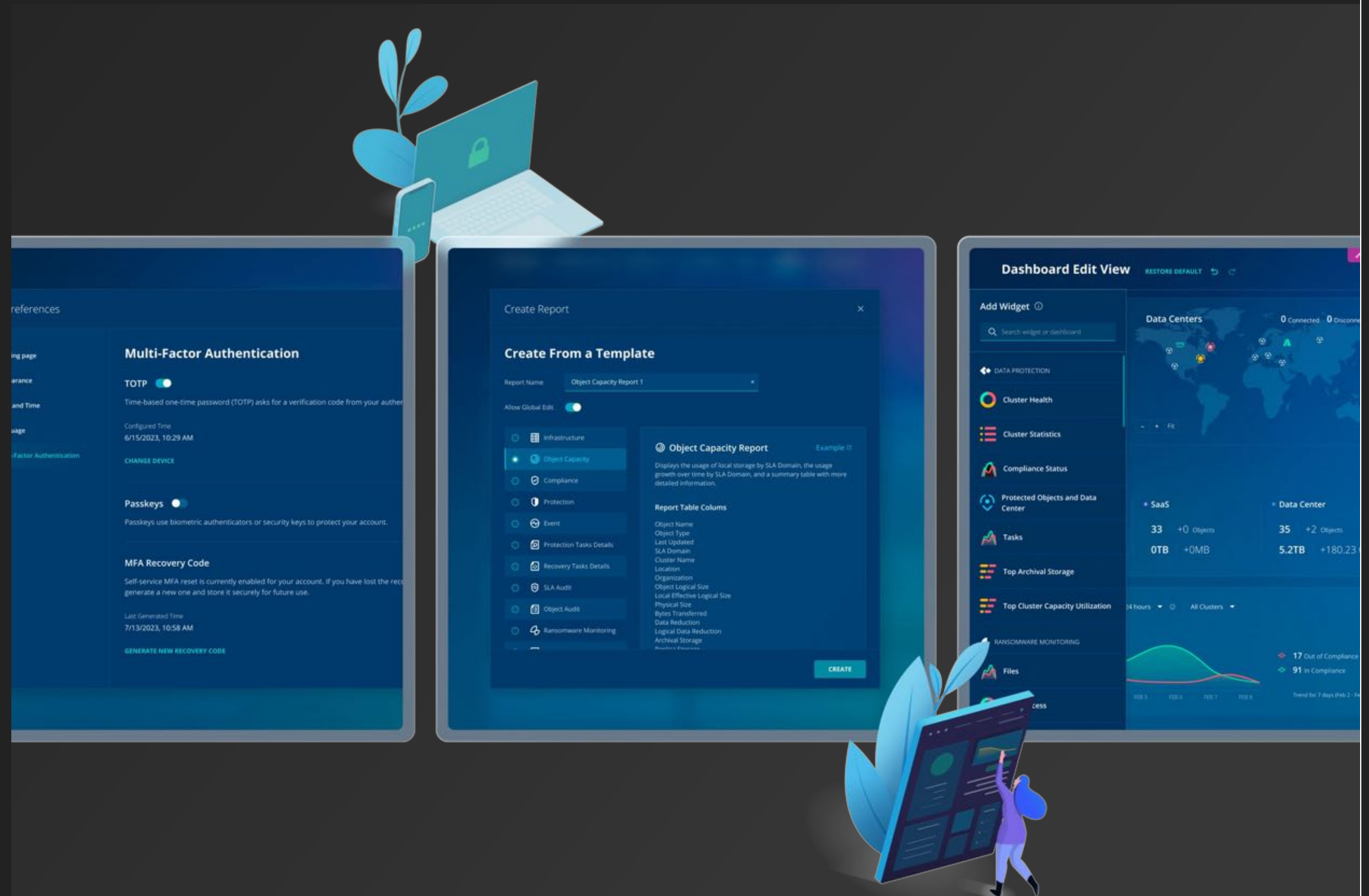


What is the project?

Upgrading core features to support large enterprise users in strengthening efficiency and security of authentication and data tracking

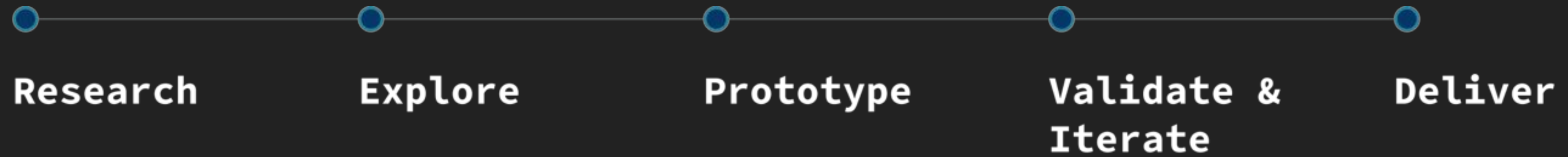
What did I do?

- Delivered end-to-end UX design of a Multi-Factor Authentication reset system that improves both efficiency and security in critical user journeys for Rubrik Security Cloud, the leading SaaS product in data security.
- Conducted competitive analysis for RSC reporting across 20 features, synthesized research findings: laid foundations for redesigning the report customization system for 5000+ customers.
- Worked closely with UX researchers in 18 user feedback and concept testing calls, to discover and prioritize use cases for small and large enterprise users. Collaborated with PMs and engineers to design the custom reporting experience, contributing to high customer satisfaction.





Process Behind



MFA

Defined the use cases and user flows together with internal stakeholders.

Created mockups and aligned with the engineering team on security constraints.

Validated design in stakeholder reviews, and iterated on it for FTUX and more edge cases.

Shared the results in larger team review and delivered to engineer implementation.

Reporting

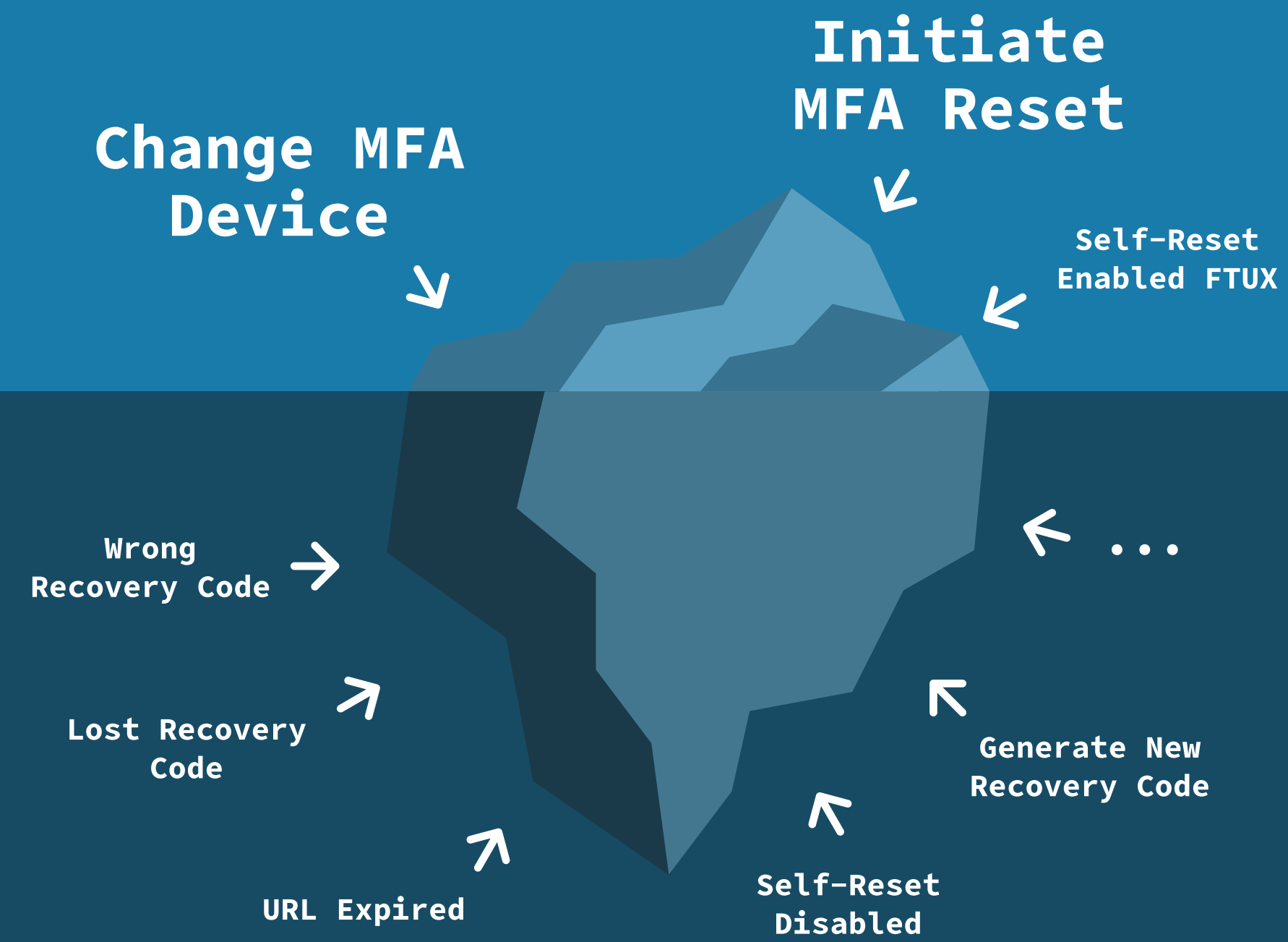
Discovered 4 areas of improvement including 20 features in competitive analysis

Prioritized the tasks for phase 1 with user research and stakeholder review.

Designed mockups and interactive prototypes for concept testing.

Validated design in customer calls and made iterations based on the feedback.

Shared the results in larger team review and delivered to engineer implementation.





Takeaways

1. Shifting between different domain contexts to design core features

The technical context, industry terms and the complicated use cases were challenging, but I learned to have fun embracing all the unfamiliarity and inject my design experience and knowledge into the workflow.


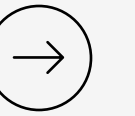
2. Staying open to different scenarios, and include use cases iteratively

It is almost impossible for designers to figure out all the use cases at once. The strategy I learned is to involve the stakeholders as early as possible, and proactively ask help from the broader team to get cross-functional insights. With each iteration, designers are able to think broader and more end-to-end.

3. Getting help from others more efficiently

In our bi-weekly design critiques, I learned to share my designs and get the feedback I need in a more efficient way. I found that designers who provide enough contexts to the team and clarify what feedback they need, can always get the most out of design critiques. I also became more comfortable giving feedback to other designers and support them with my insights.

I only included a part of the project in the case study due to restrictions. Sensitive information was removed from the images. If you would like to know more about the detailed processes, feel free to reach out :)

A grayscale photograph of a woman with blonde hair, wearing a white long-sleeved shirt and light-colored pants, sitting cross-legged on a mat. She is looking towards a child whose back is to the camera. The child is holding a large, spiky ball. The setting appears to be a therapy room with various equipment visible in the background.

APO AR: Streamlining Data Tasks to Boost Child- Therapist Interaction

Capstone Project

Fall 2023, Berkeley MDes



Highlights



APO AR is a transformative project designed to enhance ABA therapy sessions for children with autism. It focuses on integrating data collection technology into naturalistic teaching environments, allowing therapists to record data effortlessly and with minimal interruption. This tool aims to minimize distractions caused by manual data recording, thereby improving the quality of child-therapist interactions. APO AR automates data tracking and provides therapists with valuable insights into their sessions, aiding in goal setting and progress tracking. It also supports Board Certified Behavior Analysts (BCBAs) in effectively supervising therapists. By reducing therapists' administrative burden and enhancing the therapy experience, APO AR aims to become a helpful assistant in autism therapy.





Highlights



Scrub hands Rinse hands Dry hands

Att 1: Partial Physical 



APO streamlines the intervention process for therapists by seamlessly integrating essential information from the preparation stage into the session, displayed in a manner that doesn't disrupt interaction flow. Here's an example to demonstrate how therapists can utilize APO to optimize their tasks in a skill acquisition session.



Highlights



APO AR streamlines data management during intervention sessions by automating data recording, enabling therapists to maintain uninterrupted interactions with the child. This ensures therapists can devote their full attention to the child's needs.

Another practical application of APO AR is its ability to assist BCBA's in assessing therapist performance. This is achieved by analyzing metrics such as session engagement, which APO tracks. For instance, a BCBA can effectively observe a session from a first-person perspective through the device, akin to being behind a one-way mirror. This enables them to listen to the therapist's dialogue and closely watch their interaction techniques, including the nuances of their prompting and fading strategies.



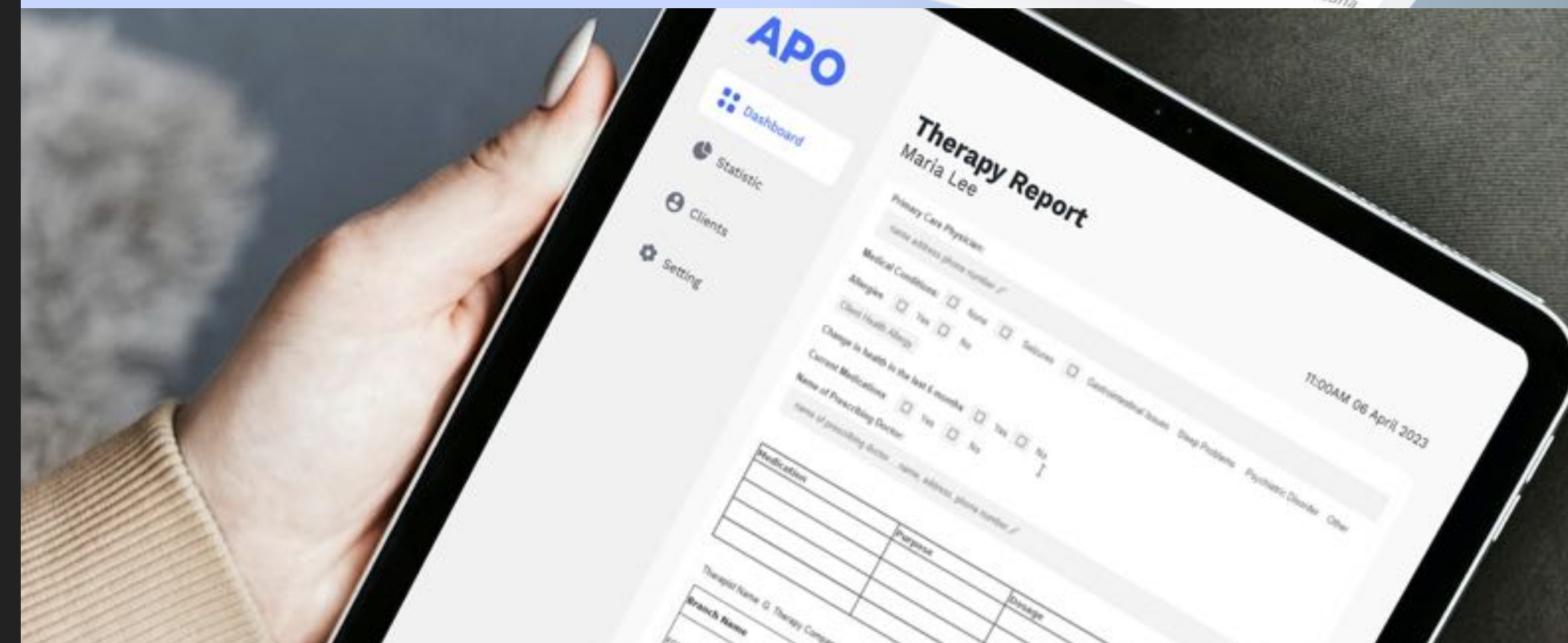
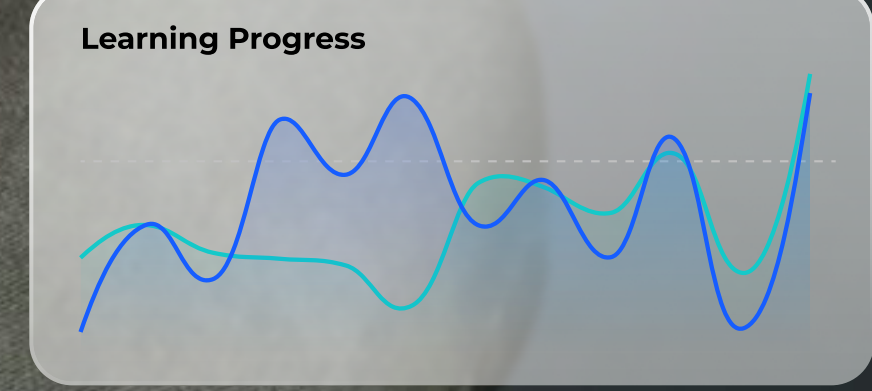
Search goals... 🔍

00:00:00
Hour Minutes Seconds

Goal 1
Share the toy with others
●●●●●●●●●● 00:12:23

Goal 2
Tie your shoes
●●●●●●●●●● 00:15:23

Goal 3
Wash your hands
●●●●●●●●●● 00:12:23





CONTACT

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EXPERIENCE

Product Design Intern @ Rubrik

May 2023 – Aug 2023 | Palo Alto, CA

UX Design Consultant @ MongoDB

Feb 2023 – May 2023 | New York, NY

UX Design Intern @ Wish

Jun 2021 – Sept 2021 | Shanghai, China

Product Designer @ SJTU

Aug 2020 – Nov 2020 | Shanghai, China

EDUCATION

University of California, Berkeley

Aug 2022 – Dec 2023 | Berkeley, CA

Master of Design

Track: Human-computer Interaction

Shanghai Jiao Tong University

Sept 2018 – Jun 2022 | Shanghai, China

Bachelor of Engineering, Industrial Design

AWARDS

MIT Reality Hack

Winner / 3D Experience Designer

Jan 2023

China-US Young Maker Competition

1st Prize / Product Designer

Aug 2021

National Student Engineering Contest

Grand Prize / Design Lead

June 2021