

# Brian Carter

USER EXPERIENCE DESIGNER

I live in the SF Bay Area. Previous employers and clients include Microsoft, Amazon, University of Kansas, and UC Berkeley.

# About me ...

BRIAN CARTER

I'm a User Experience & Product Designer with 10+ years of experience designing web and mobile apps based on user needs and business opportunities.

I love constraints, problem solving, and delivering well-researched features that are **feasible**, **desired**, and **viable**. I get excited about storytelling, craft, and collaborating with developers.

For my next role, I'm looking for a diverse team wanting a user-centered approach.



me →



# Experience and software

## **INDUSTRY KNOWLEDGE**

Design Thinking,  
User Experience,  
Product Design,  
Design Strategy,  
Feature Planning,  
Usability, Accessibility,  
Human Computer Interaction,  
Design Sprints,  
User Stories,  
Rapid Prototyping,  
Wireframing.

## **TOOLS & TECHNOLOGIES**

Sketch App,  
inVision,  
Adobe Photoshop,  
Adobe Illustrator,  
After Effects.

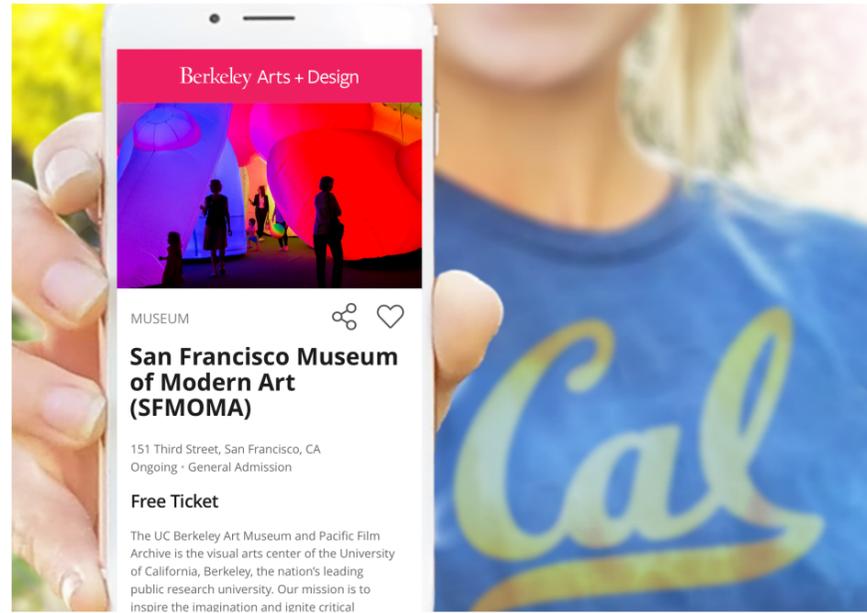
## **METHODS EXPERIENCE**

UX Research,  
Heuristic Evaluation,  
International User Studies,  
Study Protocol, Scripts,  
A/B User Tests,  
Eye Tracking,  
Methods Bias,  
Design Principles,  
Contextual Inquiry,  
Feedback via UserVoice  
& Helpshift.

jQuery, HTML5, Next.js,  
Document Object Model,  
Static Site Generation,  
Bootstrap, Sass, CSS3,  
XML, XSLT.

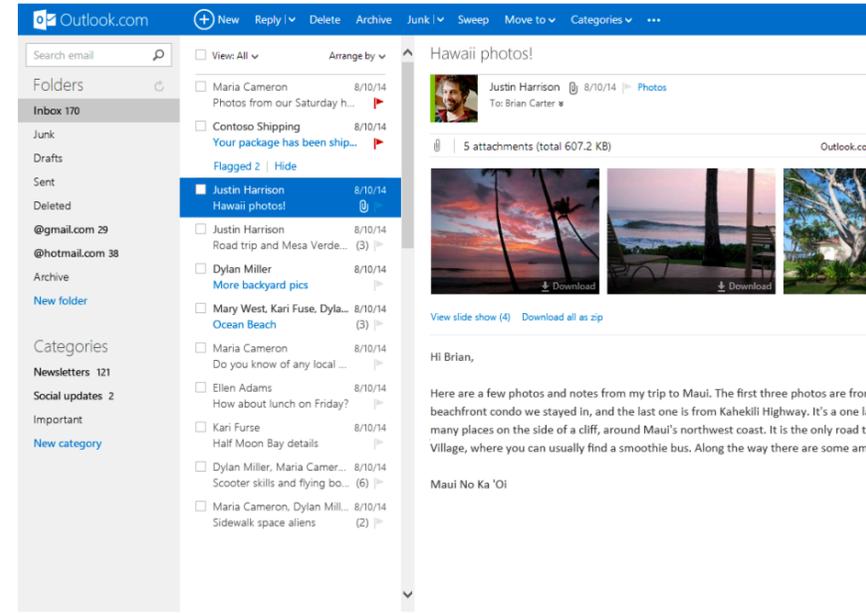
# Select projects

The following projects demonstrate my range of skills and experience as a User Experience & Product Designer



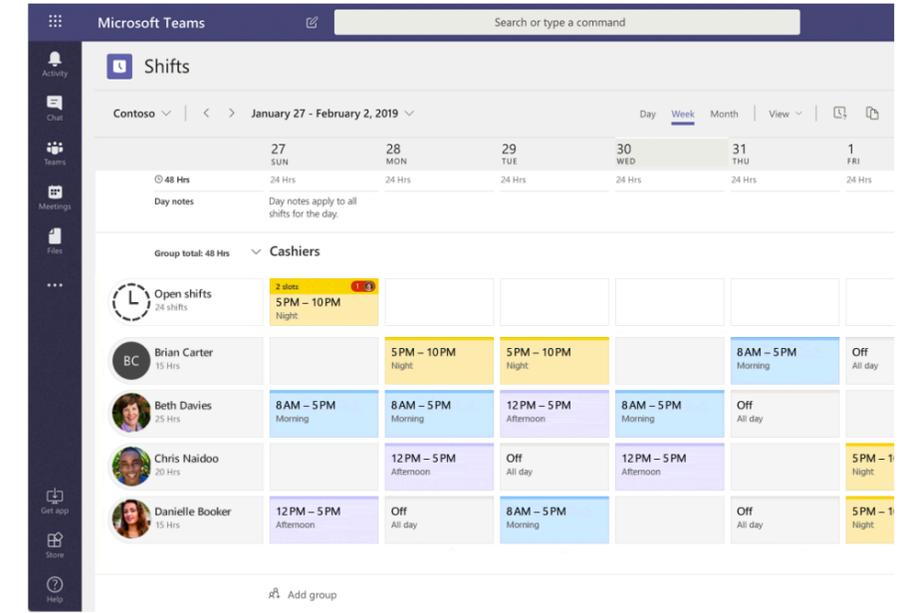
## UC BERKELEY Arts Passport

Planning and roadmap for the next phase of free access



## MICROSOFT Outlook.com

Usability and product design across Hotmail, Outlook, O365



## MICROSOFT Microsoft Teams

Unblocking large organizations via user collaboration

UC BERKELEY 2019

# Arts Passport

Berkeley Arts + Design



MUSEUM



## San Francisco Museum of Modern Art (SFMOMA)

151 Third Street, San Francisco, CA  
Ongoing • General Admission

### Free Ticket

The UC Berkeley Art Museum and Pacific Film Archive is the visual arts center of the University of California, Berkeley, the nation's leading public research university. Our mission is to inspire the imagination and ignite critical



# Arts Passport

## OVERVIEW

The Arts Passport is an Arts + Design Initiative at UC Berkeley to provide free and subsidized student access to arts and design experiences, events, and exhibits on and off Campus.

I joined the project in 2019 as a vendor to provide a v2 **roadmap**. A student-built proof of concept existed before my arrival.

# Arts Passport

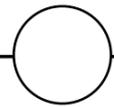
## TEAM

- Arts + Design Advisory Council
- Director of Programs & Operations
- Communications Manager
- Business partner for web app wrapper
- Museum and event partners
- My role: **lead, planning, user experience**
- 5 month vendor contract

# What feasible opportunities should we roadmap?

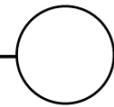
- 1 How might additional archetypes work with the system?
- 2 Some tickets were not picked up. What's going on?
- 3 Heuristic evaluations, cognitive walks, code updates

# Timeline



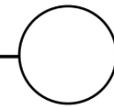
## **Objective 1 / Define**

How might additional archetypes work with the system?



## **Objective 2 / Explore**

Several hypotheses for why some tickets were never picked up.



## **Objective 3 / Implement**

I updated the system to use a shared database, and more.

# How might additional archetypes work with the system?

I developed user stories based on **needs and objectives** and presented the stories, tasks, and actions together as a complete **journey**. These stories drove collaboration.

# UC BERKELEY 2019

## JOURNEY MAP

	Sign in →	Manage users →	Submit event →	Approve event →	List / Details →	Reserve ticket →	Pick up ticket →
[ ] Admin / Manage	Yes	Obj.1 / Define		Not shown			
[ ] Partner / Submit	Yes		Obj.1 / Define				
[ ] Student / Reserve	Yes / SSO					Obj.1 / Define	
[ ] Staff / Verify	Yes						Not shown
[ ] Guest / View	No / Limited permissions				Obj.2 / Explore		
Boolean: Published / Event							
Boolean: Reserved / Ticket							
User Emotions		Admin is happy because ___. [1] [2] [3]	Partner is happy because ___. [1] [2] [3]			Student is happy because ___. [1] [2] [3]	
Stage 1 / Requirements	<ul style="list-style-type: none"> <li>[ ] Multiple user types per user</li> <li>[ ] Code pattern(s) for user types</li> <li>[ ] Berkeley SSO integration</li> <li>[ ] Guest: default / no sign in</li> <li>[ ] Guest: limited features</li> <li>[ ] Granular permissions</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Assign Role(s)</li> <li>[ ] Need: Email &amp; Org ( event pk )</li> <li>[ ] Assign &amp; Send: Password</li> <li>[ ] Assign &amp; Send: API key</li> <li>[ ] Resend</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Manual publish flow</li> <li>[ ] Publish dates</li> <li>[ ] API, API keys, CORS</li> <li>[ ] API gateway, submit</li> <li>[ ] API errors</li> </ul>	<ul style="list-style-type: none"> <li>[ ] All events require approval</li> <li>[ ] Small edits before approval</li> <li>[ ] Publish dates</li> </ul>		<ul style="list-style-type: none"> <li>[ ] Show when reserved</li> <li>[ ] Inventory vs. reserved</li> <li>[ ] Time out -&gt; cancels reserved</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Physical location</li> <li>[ ] Verification</li> <li>[ ] Inventory updates</li> </ul>
Stage 2 / Future	<ul style="list-style-type: none"> <li>[ ] Sponsor / Donor</li> <li>[ ] Faculty</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Partner self-service</li> <li>[ ] Org vs. Event / objects</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Edit &amp; re-submit</li> <li>[ ] Receive: too many!</li> </ul>	<ul style="list-style-type: none"> <li>[ ] 1 event ready to approve</li> <li>[ ] Auto-approve / trusted</li> <li>[ ] Send: too many!</li> </ul>		<ul style="list-style-type: none"> <li>[ ] Time out: notification reminder</li> <li>[ ] Time out: status message</li> <li>[ ] Date / seat / choose friends</li> </ul>	<ul style="list-style-type: none"> <li>[ ] E-ticket / print</li> <li>[ ] Partner verify</li> </ul>
Needs / Goals / Cases	<ul style="list-style-type: none"> <li>[ ] Case: Switch user type</li> <li>[ ] Case: Share, guest access</li> <li>[ ] Case: Already signed in SSO</li> <li>[ ] Case: Student FRE ( &amp; Guest )</li> <li>[ ] Case: Invite guest to sign in</li> <li>[ ] Low barrier to entry</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Case: I forgot my password</li> <li>[ ] Case: Employee left w/ keys</li> <li>[ ] Case: I'm a Student and Admin</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Case: I don't have a dev team</li> <li>[ ] Case: It's not In our system</li> <li>[ ] Case: Our system is rigid</li> <li>[ ] Case: Why not approved?</li> <li>[ ] Case: Too many events!</li> </ul>	<ul style="list-style-type: none"> <li>[ ] Case: Event criteria</li> <li>[ ] Case: Format criteria</li> <li>[ ] Case: I check this weekly ?</li> <li>[ ] Case: Too many events!</li> </ul>			<ul style="list-style-type: none"> <li>[ ] I don't want to Inventory</li> <li>[ ] Where do I pick up?</li> <li>[ ] Where is the ticket?</li> <li>[ ] Case: unpublished</li> </ul>

# I developed user stories based on archetype needs and objectives

Every row in Sketch is a **story** within the journey map and each starts with the user, objective, and needs. I narrated these directly from Sketch and Invision.

MANAGE USERS /  
ADMIN

USER STORY /  
NEEDS

AS AN ADMIN,  
I WANT TO

- / Allow partner access
- / Send and resend access info
- / Set partner permissions / role
- / Remember partner affiliations

User Story / Needs

## USER STORY / NEEDS

AS AN ADMIN,  
I WANT TO

- / Allow partner access
- / Send and resend access info
- / Set partner permissions / role
- / Remember partner affiliations

Sign in / Admin

## Admin Sign in

SIGN IN

CANCEL

Users / List

## Partners

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

ADD



**Stella Alvarez**  
Event Partner

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

EDIT



**Victor Gray**  
Role

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore

EDIT

Users / Add

## Add Partner



**Display name**  
Role

Password

Event API Key

On save, send Password and Event API key to this email address

SAVE

DELETE

Users / Edit

## Edit Partner



**Stella Alvarez**  
Event Partner

Password

Event API Key

On save, send Password and Event API key to this email address

SAVE

DELETE

## MANAGE USERS / ADMIN

User Story / Needs

## USER STORY / NEEDS

AS A PARTNER,  
I WANT TO

- / Add events via API
- / Edit and submit API events
- / Add events manually
- / Know status of my events

Sign in / Partner

## Partner Sign in

SIGN IN

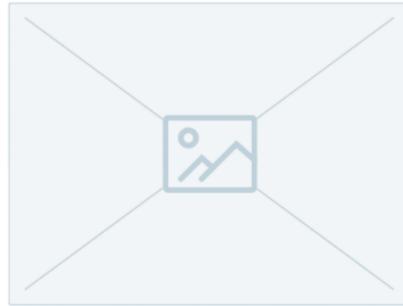
CANCEL

Events to Submit

## Events to Submit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

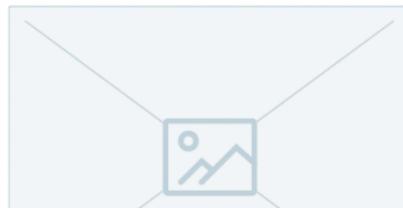
ADD



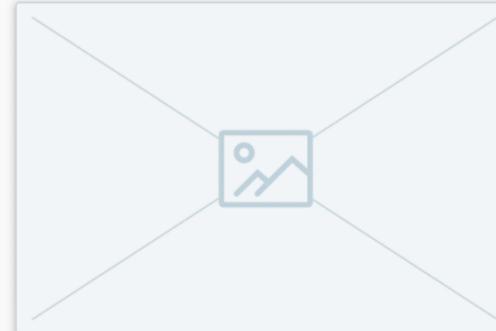
22 Oct 2018

**Oakland Museum of California (OMCA)**

PREVIEW



Preview / Partner



## Oakland Museum of California (OMCA)

2155 Center Street, Berkeley, CA  
General Admission

The UC Berkeley Art Museum and Pacific Film Archive is the visual arts center of the University of California, Berkeley, the nation's leading public research university. Our mission is to inspire the imagination and ignite critical dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450

SUBMIT

EDIT

SAVE FOR LATER

Add / Edit

## Add / Edit Event

Title

Website

Location

Time

Description

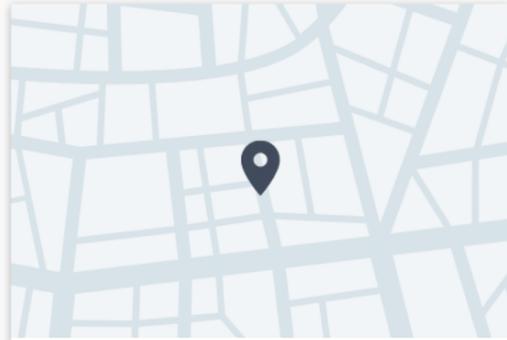
OMCA presents exhibitions, events and performances, including their popular Friday Nights @ OMCA events!

Current exhibitions include:  
RESPECT: Hip-Hop Style & Wisdom

PREVIEW

DELETE

# SUBMIT EVENTS / PARTNER

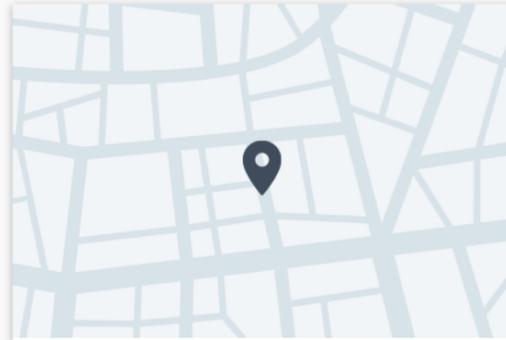


### Paper Ticket Reserve for pick up?

Click "Reserve" below to proceed. Tickets will be ready on / after March 1, 2019, and you have 7 days to claim at:

Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

RESERVE  
BACK



### Paper Ticket Reserved for pick up

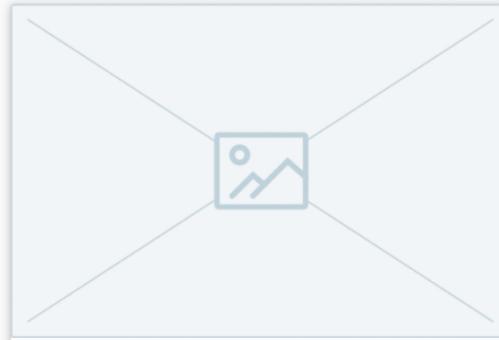
Pick up your ticket at the below address on / after March 1, 2019. You will have 7 days to claim. Bring this with you, so we can scan the code below.

Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

Reservation  
#1234567890



HOME  
EVENT DETAILS  
CANCEL RESERVATION



### E-Ticket / Print Choose a Date

Please choose a date you'd like. There are 5 tickets available for the selected date.

#### March 2019

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

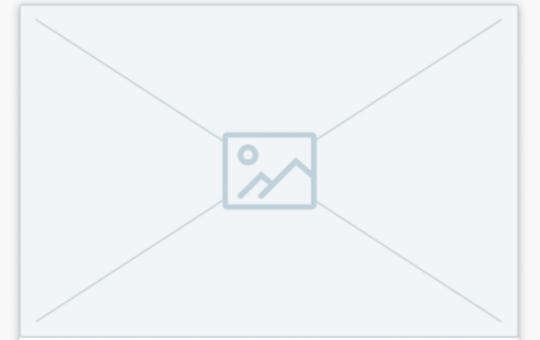
CONTINUE  
BACK



### E-Ticket / Print Claim ticket?

Ticket date: March 15, 2019. You will receive your ticket electronically and can print it yourself. General Admission includes access to all of OMCA galleries. Access to the Great Hall exhibits are not included and can be purchased for an additional fee.

CLAIM TICKET  
BACK



### E-Ticket / Print Claimed

Ticket date: March 15, 2019. You will receive your ticket electronically and can print it yourself. General Admission includes access to all of OMCA galleries. Access to the Great Hall exhibits are not included and can be purchased for an additional fee.

### Ticket

OMCA sent this ticket and additional information to your student email.

Confirmation Number: 33541012000  
**ADULT GA WEB**  
 Ticket Valid 03/09/2019  
 On:  
 Please print this page and bring it with you to the ticketing desk to receive your printed ticket. General admission include admission to all galleries for the date above.  
**Hours**  
 Wednesday-Thursday 11:00 am to 5:00 pm  
 Friday 11:00 am to 9:00 pm  
 Saturday, Sunday 10:00 am to 6:00 pm  
 CLOSED Monday and Tuesday  
 The Museum is closed New Year's Day, Fourth of July, Thanksgiving, and Christmas  
**Free First Sundays**  
 Enjoy a free day at OMCA! On every first Sunday of the month, admission to OMCA is free for all.  
**Dining**  
 Blue Oak cafe  
 11:00 am to 4:00 pm, Wednesday through Friday  
 10:00 am to 6:00 pm, Saturday through Sunday  
 Lunch service runs through 2:30 pm  
**Parking**  
 Entrance to garage is on Oak Street between 10th and 12th streets. Parking fees are \$1 per hour for Museum visitors with validation and \$2.50 without validation.  
**Free Wi-Fi**  
 Available throughout the Museum  
**You Belong**  
 museumca.org

HOME  
EVENT DETAILS

# RESERVE TICKET / STUDENT

# How might we ...

## IDEATION

These were my questions to **frame and guide** ideation. I also explored **cognitive** factors throughout, including the experience beyond devices.

# How might partners submit events and tickets directly?

I explored an API concept, a local page for partners to **submit events**, tickets, and attachments. To automate data entry, the partner system could generate a submit page or send data directly.

## API test

Oakland Museum of California (OMCA)

<http://museumca.org>

1000 Oak Street, Oakland, CA

Ongoing

OMCA presents exhibitions, events and pe events!

Current exhibitions include:  
RESPECT: Hip-Hop Style & Wisdom  
March 24–August 12, 2018  
RESPECT: Hip-Hop Style & Wisdom tells th starting from its roots on the streets, befo fashion launched into mainstream popula

General Admission

Choose File No file chosen

```
<title>API test</title>
</head>
<body class="">

<!-- Container -->
<div id="container">

<!-- Content -->
<div id="content" class="colM">

<h1>API test</h1>
<div id="content-main">

<form enctype="multipart/form-data" action="http://l
id="event_form" novalidate>

<!-- input type='hidden' name='csrfmiddlewaretoken'
value='bDRp1kKdsWfxxBNIoXuP38cwC0vAdHGwLz4JA2W91mpDY

<script type="text/javascript">

var authToken = "bDRp1kKdsWfxxBNIoXuP38cwC0vAdHGwLz4
// this is the id of the form
$("#event_form").submit(function(e) {

    e.preventDefault(); // cancel form submit

    var form = $(this);
    var url = form.attr('action');

    $.ajax({
        type: "POST",
        url: url,
        crossDomain: true,
        data: form.serialize(), // serialize form
        contentType: 'application/json',
        headers: {
            "Authorization" : "Token " + authToken
        },
        async: false, // locks page until respon
        success: function(data)
        {
            alert(data); // show response
        }
    });
});

</script>
```

# How might partners use existing solutions, like e-tickets via email?

If partners have existing solutions, they could send or pre-send **e-tickets** for Berkeley to relay. If partners pre-send tickets, this would improve delivery speed. This is an IMAP exploration for e-ticket relay.



## Your Print At Home Ticket

[Redacted]  
to me ▾  
Dear Brian Carter  
  
Thank you for purchasing tickets for the Oakland Museum of California.  
  
You will need to print and bring your tickets with you to the museum.  
  
Please [click here](#) to retrieve your tickets from the museum website.  
  
Thanks again and we look forward to seeing you at the museum.  
  
Oakland Museum of California

```
import base64, email, email.parser # Example 3
from imap_connect import open_connection

# t=SFMOMA.TICKET.1234

params = cgi.FieldStorage()
param_t = params.getfirst("t", "")

# Examples
# https://pymotw.com/3/imaplib/

# Example 3, Terminal
c = open_connection()
try:
    c.select('INBOX', readonly=True)
    typ, msg_data = c.fetch('1', '(RFC822)')
    for response_part in msg_data:
        if isinstance(response_part, tuple):
            msg = email.message_from_string(response_part)
            print 'Subject: %s' % msg['subject']
            print 'To: %s' % msg['to']
            print 'From: %s' % msg['from']

            if msg.is_multipart():
                for part in msg.walk():
                    if part.get_content_maintype() == 'multipart':
                        continue
                    if part.get_content_maintype() == 'text':
                        if part.get('Content-Disposition') in ('attachment',):
                            if part.get('Content-Disposition') is None:
```

```
Samples — -bash — 80x15
Brians-MacBook-Pro:Samples brian$
Brians-MacBook-Pro:Samples brian$ python imap.py

: Your Print At Home Tickets - Sale # 24260000000
: [Redacted]
: [Redacted]
: Print Tickets.pdf

Brians-MacBook-Pro:Samples brian$
```

# How might we support the needs of admins, partners, students, and guests?

I built a journey map. The partner and admin needs combine into a **publish model**. I also explored student and staff touchpoints. I presented these journeys and stories to the Advisory Council, Director of Operations, Communications Manager, and business partners.

<input type="checkbox"/> Admin / Manage	Yes	Obj.1 / Define
<input type="checkbox"/> Partner / Submit	Yes	
<input type="checkbox"/> Student / Reserve	Yes / SSO	
<input type="checkbox"/> Staff / Verify	Yes	
<input type="checkbox"/> Guest / View	No / Limited permissions	
Boolean: Published / Event		
Boolean: Reserved / Ticket		
User Emotions		Admin is happy [1] [2] [3]
Stage 1 / Requirements	<input type="checkbox"/> Multiple user types per user <input type="checkbox"/> Code pattern(s) for user types <input type="checkbox"/> Berkeley SSO integration <input type="checkbox"/> Guest: default / no sign in <input type="checkbox"/> Guest: limited features <input type="checkbox"/> Granular permissions	<input type="checkbox"/> Assign Role <input type="checkbox"/> Need: Email <input type="checkbox"/> Assign & Se <input type="checkbox"/> Assign & Se <input type="checkbox"/> Resend
Stage 2 / Future	<input type="checkbox"/> Sponsor / Donor <input type="checkbox"/> Faculty	<input type="checkbox"/> Partner self <input type="checkbox"/> Org vs. Ever
Needs / Goals / Cases	<input type="checkbox"/> Case: Switch user type <input type="checkbox"/> Case: Share, guest access <input type="checkbox"/> Case: Already signed in SSO	<input type="checkbox"/> Case: I forgot <input type="checkbox"/> Case: Emplo <input type="checkbox"/> Case: I'm a

## How might we reduce cognitive load when verifying a reservation?

I explored several SVG QR concepts and the verify story. This feasible concept provides an image of a number via URL `?id=123`.



# QR explorations led to a question. Could venues scan QRs like e-tickets?

I added a QR staff story to the journey map and made note of potential concerns around using personal phones for work tasks.

## Paper Ticket Reserved for pick up

Pick up your ticket at the below address on / after March 1, 2019. You will have 7 days to claim. Bring this with you, so we can scan the code below.

 Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

## Reservation #1234567890



## E-Ticket / Pr Choose a Date

Please choose a date you  
tickets available for the se

### March 2019

S	M	T	W
2	3	4	5
9	10	11	12
16	17	18	19
23	24	25	26
30	31		

CONTIN

BACK

# Some tickets were not picked up. What's going on?

I explored several hypotheses: curiosity, unclear process, or perhaps students needed transportation. I outlined solutions, including **reducing complexity** and adding **prompts**.

# I defined a type system for consistent information and JTBD hierarchy

People tend to scan rather than read, so I prioritized headings for navigation and how to get tickets. The type system is tuned for **wireframes**.

OVERLINE

THE QUICK BROWN FOX

Headline

**The quick brown fox jumps over the lazy dog**

Subtitle

**The quick brown fox jumps**

Headline

**The quick brown fox jumps**

Menu

The quick brown fox jumps over the lazy dog

Alpha 70 Menu

The quick brown fox jumps over the lazy dog

Subtitle

**The quick brown fox jumps**

Body

The quick brown fox jumps over the lazy dog

Alpha 50 Body

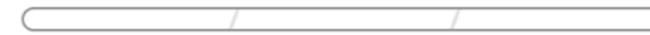
The quick brown fox jumps over the lazy dog

# I combined several pages to reduce complexity

I combined several pages to **reduce complexity** and clarify purpose of the app with less navigation. I also changed text and **hierarchy** to match JTBD needs.

dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450 film programs, and dozens of performances, as well as lectures, symposia, and tours.

Check in daily for rewards



## Reserve Ticket? Pick up on campus

You'll need to pick up your ticket at the below campus address. We'll hold your ticket for 7 days.

 Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

Reserve

FT 01

12:30

Free Ticket



MUSEUM

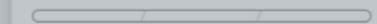
### San Francisco Museum of Modern Art (SFMOMA)

151 Third Street, San Francisco, CA  
Ongoing | General Admission

#### Free Ticket

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Reserve

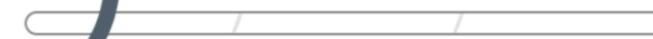
# I added Gamification using behavior prompts and progress

Bite-sized, well-defined **challenges** provide progress and easy wins. In contrast, large-group leaderboards tend to produce unreachable high scores over time.

This exploration provides an intrinsic reward via a series of small steps. Progress is shown as a **prompt** that doubles as an entry point. B = MAP

dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450 film programs, and dozens of performances, as well as lectures, symposia, and tours.

Check in daily for rewards

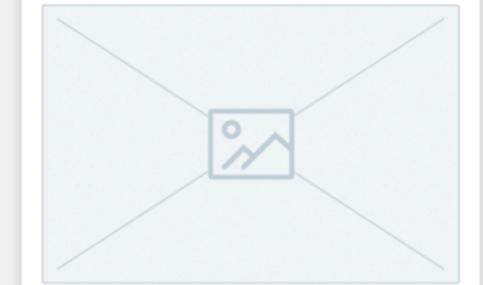


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You'll need to pick up your ticket at the below campus address. We'll hold your ticket for 7 days.

 Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

Reserve



MUSEUM

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Ongoing | General Admission

### Free Ticket

The UC Berkeley Art Museum and Pacific Film Archive is the visual arts center of the University of California, Berkeley, the nation's leading public research university. Our mission is to inspire the imagination and ignite critical dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450 film programs, and dozens of performances, as well as lectures, symposia, and tours.

Check in daily for rewards



## Reserve Ticket? Pick up on campus

You'll need to pick up your ticket at the below campus address. We'll hold your ticket for 7 days.

 Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

Reserve

PAGES + ▾

- Wireframe / Student ▾
- Artboard labels
- User Story / Gamification
- User Story / Needs
- List / Free
  - App bar / Material Design
  - FILTER
  - Atoms / Media / 3:2
  - CATEGORY
  - Icon / Heart
  - Title
  - Location
  - Admission
  - Button / Hybrid
  - Divider
  - Atoms / Media / 3:2
  - CATEGORY
  - Icon / Heart
  - Title
  - Location
  - Admission
  - Button / Hybrid
  - Footer
- List / ID
- Details / Free / 01
- Details / Free / 02
- Filter

User Story / Needs

**USER STORY / NEEDS**

AS A STUDENT, I WANT

- / Access to Art and Design events
- / Time Date & Location of event
- / Subsidized transportation
- / Intrinsic motivation
- / To pick up tickets
- / To check in

Dropdown

- Free Ticket
- Free with Cal ID
- Sign in ...
- My Favorites
- My Tickets

List / Free

12:30

Arts Passport

Free Ticket Filters

MUSEUM

**San Francisco Museum of Modern Art (SFMOMA)**

151 Third Street, San Francisco, CA  
10/75 Tickets available

Free Ticket

MUSEUM

**Hearst Museum of Anthropology**

151 Third Street, San Francisco, CA  
10/75 Tickets available

Free Ticket

List / ID

12:30

Arts Passport

Free w/ Cal ID Filters

MUSEUM

**Berkeley Art Museum Pacific Film Archive (BAMPFA)**

2155 Center Street, Berkeley, CA  
Ongoing • General Admission

Free w/ Cal ID

MUSEUM

**Essig Museum of Entomology**

1101 VLSB #4780, Berkeley, CA  
Ongoing • General Admission

Free w/ Cal ID

Details / Free / 01

12:30

Free Ticket

MUSEUM

**San Francisco Museum of Modern Art (SFMOMA)**

151 Third Street, San Francisco, CA  
Ongoing • General Admission

Free Ticket

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Monday - Friday, 10am-5pm

Reserve

Details / Free / 02

12:30

Free Ticket

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**Ticket Reserved! Pick up ID #000001**

You'll need to pick up your ticket at the below campus address. We'll hold your ticket for 7 days.

Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

Check in

PAGES + -

- Wireframe / Student
- Artboard labels
- User Story / Gamification
- User Story / Needs
- List / Free
- List / ID
- Details / Free / 01
- Details / Free / 02
- FRE Top
- FRE Bottom
- Dropdown
- UC Berkeley
  - App bar / Material Design
  - Ursa\_46535E
  - Title / Oski / Golden Bear
  - Description
  - Input
  - Ursa\_46535E
  - Reward progress
  - Challenge
  - Challenge
  - Challenge
  - Challenge
  - Challenge
  - Footer
- UC Davis

Filter

/ Free / 01

Free Ticket

San Francisco Museum of Modern Art (SFMOMA)

Street, San Francisco, CA  
General Admission

Ticket Reserved

UC Berkeley Art Museum and Pacific Film Archive is the visual arts center of the University of California, Berkeley, the nation's leading public research university. Our mission is to inspire the imagination and ignite critical dialogue through art and film, engaging audiences from the UC Berkeley campus, the Bay Area, and beyond. Each year BAMPFA presents more than twenty art exhibitions, 450 film programs, and dozens of performances, as well as lectures, symposia, and tours.

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Details / Free / 02

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MUSEUM

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Check in daily for rewards

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Dwinelle Annex  
Floor 2, Room 209 or 212  
Monday - Friday, 10am-5pm

Check in Need to cancel?

UC Berkeley

12:30

Check in

Check in to find Ursa & Earn rewards!

Bring this app with you to pick up tickets and check in daily at 212 Dwinelle Annex. Complete all challenges below to earn an Uber gift card and unlock more tickets.

Enter code

Check in 3 times

Berkeley

UC Davis

12:30

Check in

Check in to find Aggie & Earn rewards!

Bring this app with you to pick up tickets and check in daily at 212 Dwinelle Annex. Complete all challenges below to earn an Uber gift card and unlock more tickets.

Enter code

Check in 3 times

UC DAVIS

FRE Top

Arts Passport for Cal Students

Get free or subsidized access to arts and design experiences on and off campus.

See Offers

FRE Bottom

Arts Passport for Cal Students

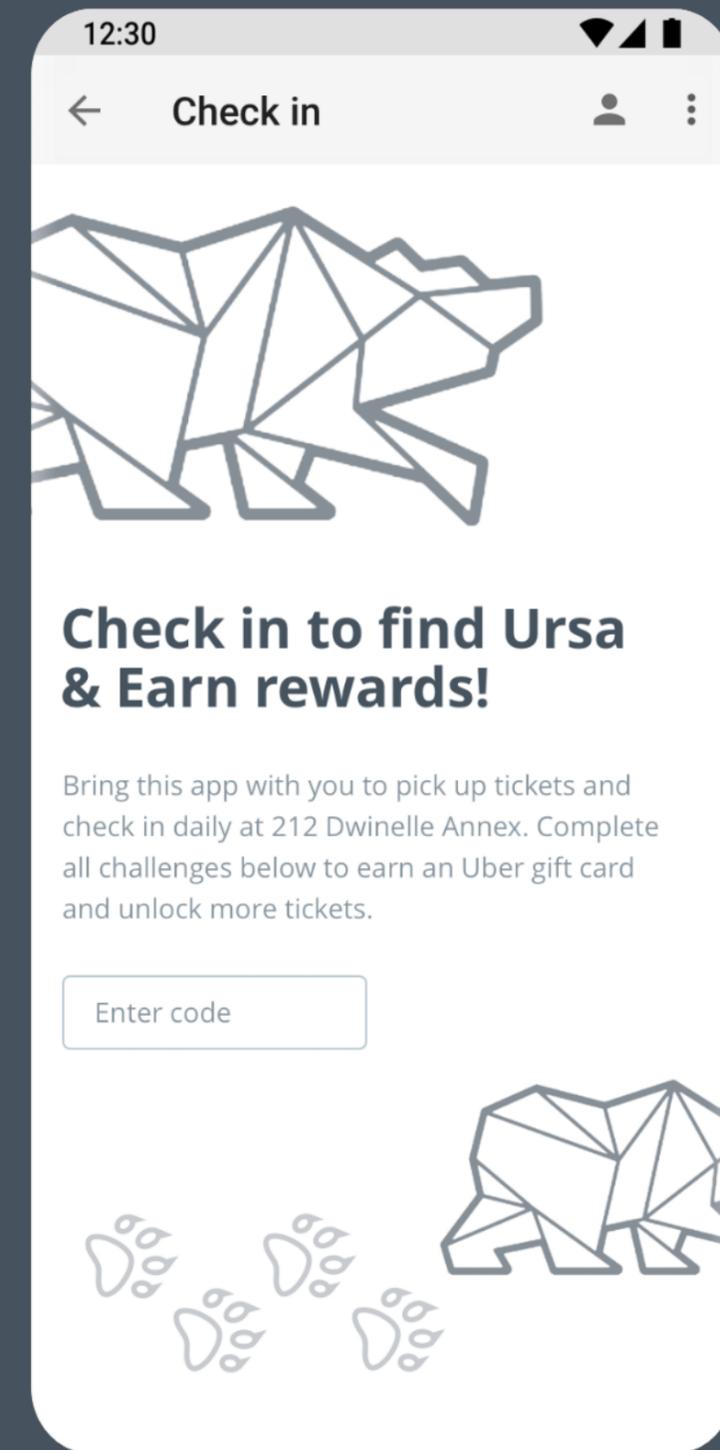
Get free or subsidized access to arts and design experiences on and off campus.

See Offers

# 82% of students are car-free

I built a prototype to test these wireframe concepts with a small group of students. Are **transportation** credits and **ticket unlocks** the right rewards? Are the rewards attainable? Is check in reasonable?

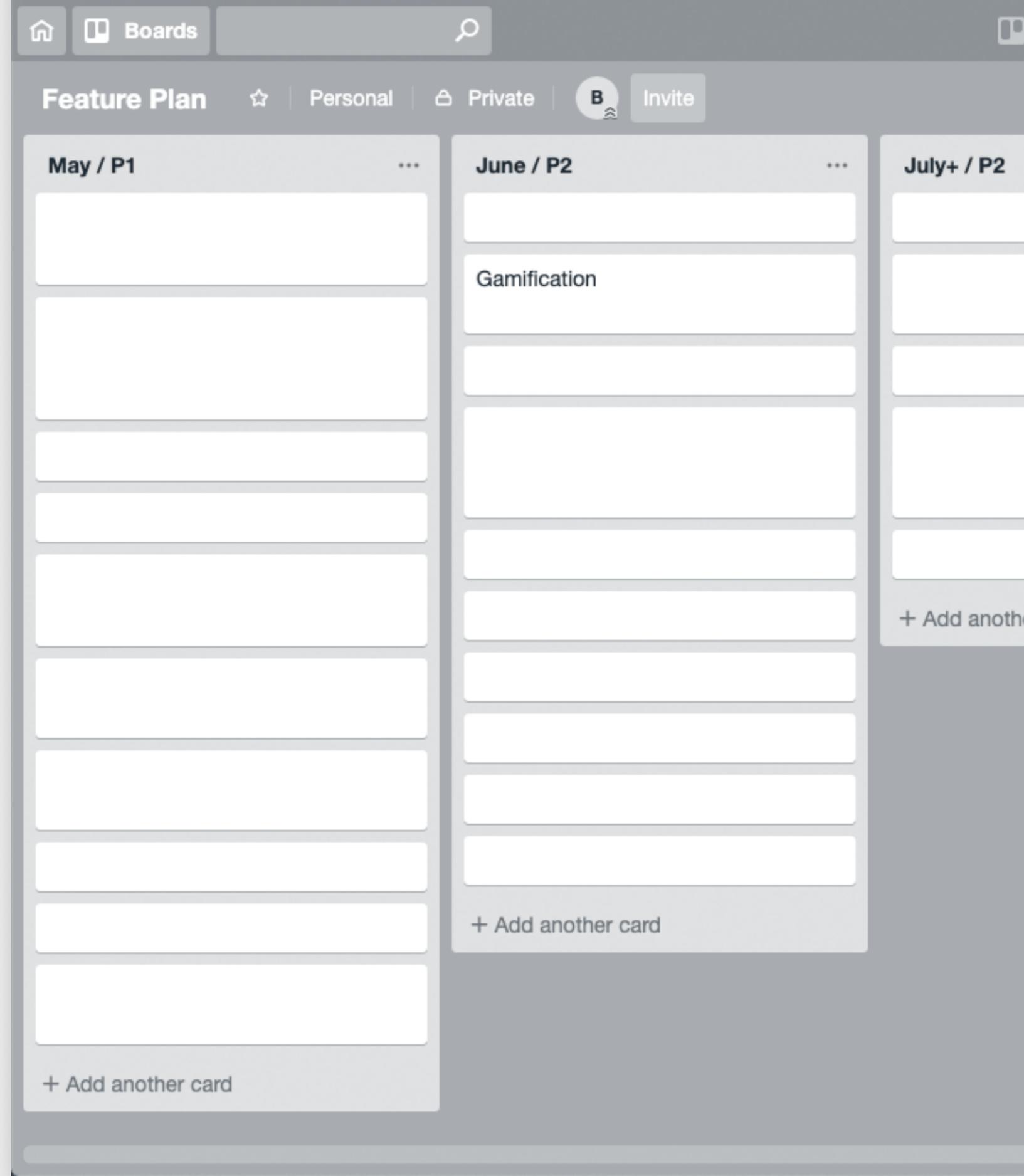
*in*



UC BERKELEY 2019  
ROADMAP

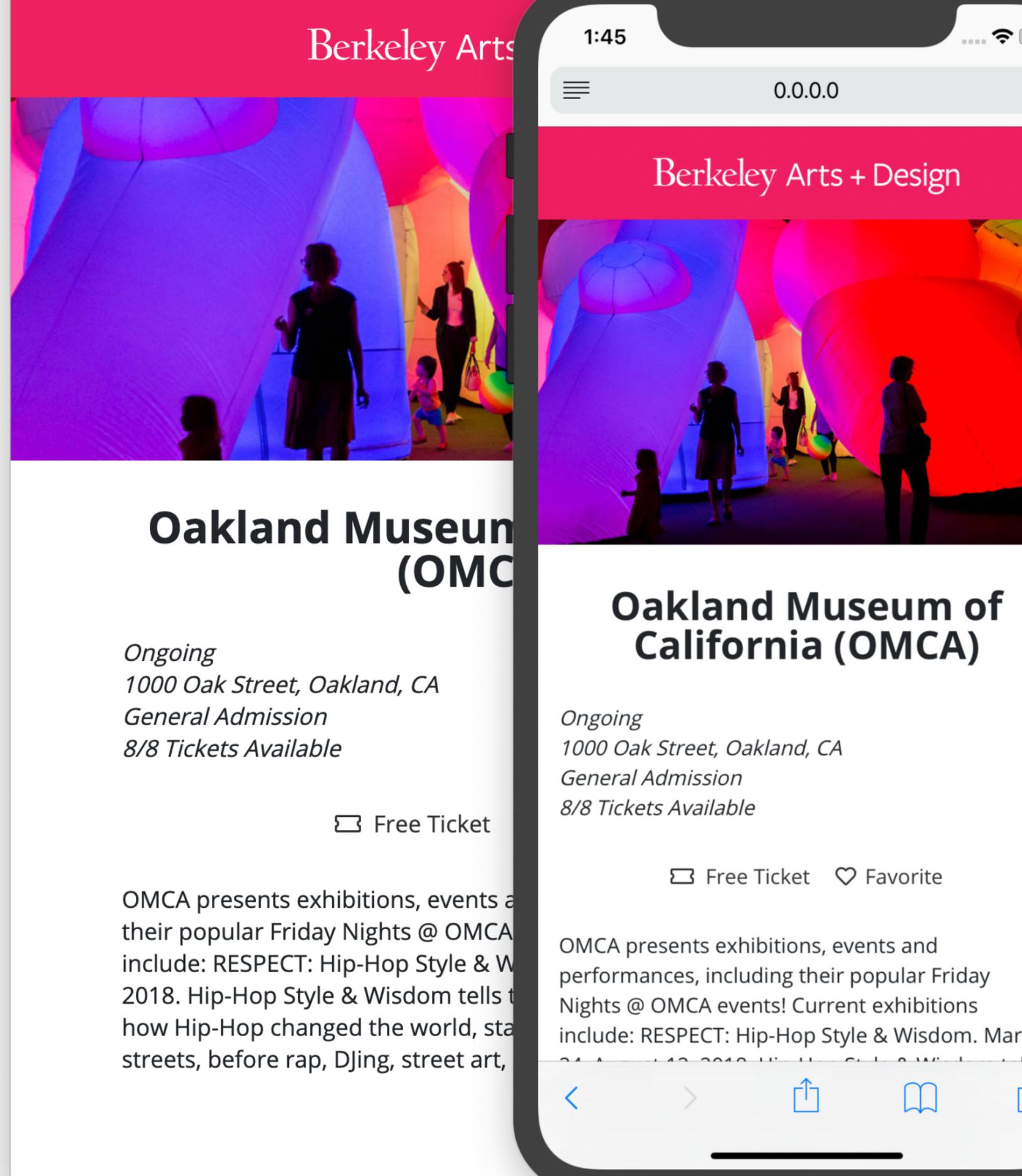
# I prioritized these and other opportunities for a roadmap

Which features are **feasible**, **desired**, and **viable**?  
And what should we work on, when? I led feature planning for priority alignment and **staging**.



# As a step towards v2, I updated SQL, AWS, and UX

I updated the system with a shared **SQL** database across **AWS** instances for persistent data and easy backups. I also delivered frontend and **UX** updates.



Berkeley Arts + Design



MUSEUM



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Arts  
Passport  
v2

MICROSOFT 2012

**Outlook.com**

MICROSOFT 2012

# Outlook.com

**5 YEARS**

I designed product features and layouts for Hotmail, Outlook.com, and Office 365, including vision decks and continuous usability studies.

Search email

Folders

Inbox 170

Junk

Drafts

Sent

Deleted

@gmail.com 29

@hotmail.com 38

Archive

New folder

Categories

Newsletters 121

Social updates 2

Important

New category

View: All Arrange by

Maria Cameron 8/10/14 Photos from our Saturday h...

Contoso Shipping 8/10/14 Your package has been ship...

Flagged 2 | Hide

Justin Harrison 8/10/14 Hawaii photos!

Justin Harrison 8/10/14 Road trip and Mesa Verde... (3)

Dylan Miller 8/10/14 More backyard pics

Mary West, Kari Fuse, Dyla... 8/10/14 Ocean Beach (3)

Maria Cameron 8/10/14 Do you know of any local ...

Ellen Adams 8/10/14 How about lunch on Friday?

Kari Furse 8/10/14 Half Moon Bay details

Dylan Miller, Maria Camer... 8/10/14 Scooter skills and flying bo... (6)

Maria Cameron, Dylan Mill... 8/10/14 Sidewalk space aliens (2)

Hawaii photos!



Justin Harrison 8/10/14 Photos To: Brian Carter

5 attachments (total 607.2 KB) Outlook.com Active View



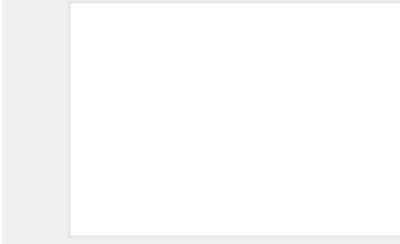
View slide show (4) Download all as zip

Hi Brian,

Here are a few photos and notes from my trip to Maui. The first three photos are from the beachfront condo we stayed in, and the last one is from Kahekili Highway. It's a one lane road, in many places on the side of a cliff, around Maui's northwest coast. It is the only road to Kahakuloa Village, where you can usually find a smoothie bus. Along the way there are some amazing views.

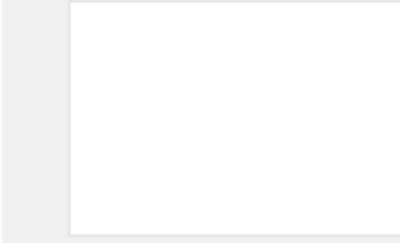
Maui No Ka 'Oi

Internet + HBO for \$39



Order AT&T U-verse Internet for \$39/mo for 12 mos w/ term & get HBO/HBOGO - see details

Special offer from AT&T:



AT&T U-verse TV + High Speed Internet \$49/mo for 12 mos with 1-yr term-see offer details

Search email

Folders

Inbox 170

Junk

Drafts

Sent

Deleted

@gmail.com 29

@hotmail.com 38

Archive

New folder

Categories

Newsletters 121

Social updates 2

Important

New category

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Maria Cameron, Dylan Mill... 8/10/14 Sidewalk space aliens (2)

Road trip and Mesa Verde petroglyphs



Brian Carter 8/10/14 To: Justin Harrison, Anna Gonzalez

Ok, I'll go through my files :) The trail elevation doesn't change much, and you can use the path along the cliff if it gets hot. I should have a few brochures, too.



Justin Harrison 8/10/14 To: Brian Carter, Anna Gonzalez

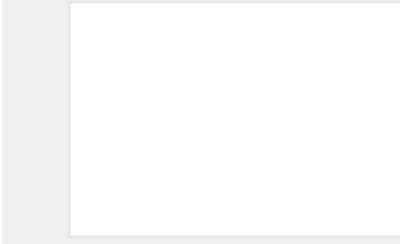
Hi! Having a look at your notes would be great! How difficult is the petroglyph trail? I'm also thinking about Monument Valley. It's something I've always wanted to do, and we'll be in the area. I'm so excited!



Brian Carter 8/10/14 To: Justin Harrison, Anna Gonzalez

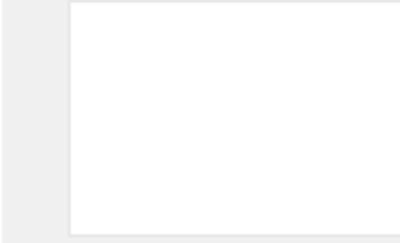
Hi! Would you like to have a look at my notes from my trip to Mesa Verde, Grand Canyon, and Arches National Parks? The Mesa Verde petroglyphs are accessible via 2.5 mile cliffside trail from the Spruce Tree House. At the Grand Canyon, We camped at the Mather Campground on the South Rim in the village.

Internet + HBO for \$39



Order AT&T U-verse Internet for \$39/mo for 12 mos w/ term & get HBO/HBOGO - see details

Special offer from AT&T:



AT&T U-verse TV + High Speed Internet \$49/mo for 12 mos with 1-yr term-see offer details

Search email

1 item selected Clear all check boxes

Arrange by

Folders

Inbox 170

Junk

Drafts

Sent

Deleted

@gmail.com 29

@hotmail.com 38

Archive

New folder

Categories

Newsletters 121

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New category

Maria Cameron Photos 8/10/14

Justin Harrison Hawaii photos! Photos 8/10/14

Justin Harrison (3) Road trip and Mesa Verde petroglyphs Categories 8/10/14

Dylan Miller More backyard pics Categories 8/10/14

Mary West, Kari Fuse, Dy... (3) Ocean Beach Categories 8/10/14

Maria Cameron Do you know of any local art stores? Categories 8/10/14

Ellen Adams How about lunch on Friday? Categories 8/10/14

Kari Furse Half Moon Bay details Categories 8/10/14

Dylan Miller, Maria Came... (6) Scooter skills and flying boats Categories 8/10/14

Maria Cameron, Dylan Mi... (2) Sidewalk space aliens Photos 8/10/14

Ellen Adams Flower shoe montage Documents 8/10/14

Kari Furse UC to help build world's biggest telescope Categories 8/10/14

Dylan Miller 5 myths about introverts and extroverts at work Documents 8/10/14

Maria Cameron This is what San Francisco could look like in 2033 Categories 8/10/14

Ellen Adams Ancient Native Americans Ate Pachyderms: Site challenges Theory of Wh... Categories 8/10/14

Kari Furse Unexplained rash? Try checking your iPad Photos 8/10/14

Dylan Miller Journey of Octopus Discovery Reveals Them to Be Playful, Curious, Smart Categories 8/10/14

Maria Cameron The Un-Selfie: Taking Back the Self-Portrait Photos 8/10/14

Ellen Adams Big Bang breakthrough team allows they may be wrong Photos 8/10/14

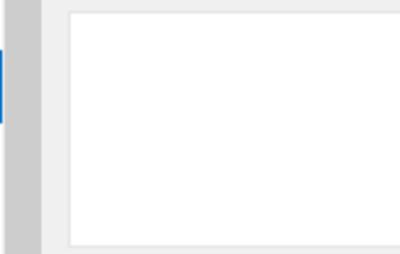
Kari Furse Shared Post - Learn about California's endangered species Photos 8/10/14

Dylan Miller Waimea Canyon State Park photos? Categories 8/10/14

Maria Cameron New meteor shower making debut Saturday Categories 8/10/14

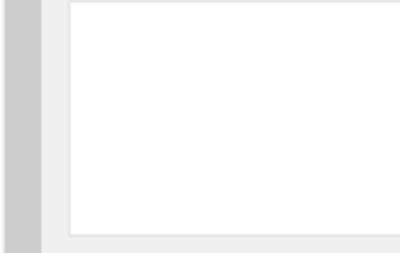
Ellen Adams This subject suggests the message list continues below Categories 8/10/14

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# Microsoft Teams

# Microsoft Teams

**2+ YEARS**

I designed product features for several versions of Shifts. I owned stories across devices and unblocked large organizations via user collaboration.



# Shifts



Contoso | < > January 27 - February 2, 2019

Day Week Month | View | ... [Share with team \\*](#)

	27 SUN	28 MON	29 TUE	30 WED	31 THU	1 FRI	2 SAT
48 Hrs	24 Hrs	24 Hrs	24 Hrs	24 Hrs	24 Hrs	24 Hrs	24 Hrs
Day notes	Day notes apply to all shifts for the day.						

Group total: 48 Hrs **Cashiers**



	27 SUN	28 MON	29 TUE	30 WED	31 THU	1 FRI	2 SAT
Open shifts 24 shifts	2 slots 5 PM – 10 PM Night						
Brian Carter 15 Hrs		5 PM – 10 PM Night	5 PM – 10 PM Night		8 AM – 5 PM Morning	Off All day	Off All day
Beth Davies 25 Hrs	8 AM – 5 PM Morning	8 AM – 5 PM Morning	12 PM – 5 PM Afternoon	8 AM – 5 PM Morning	Off All day		8 AM – 5 PM Morning
Chris Naidoo 20 Hrs		12 PM – 5 PM Afternoon	Off All day	12 PM – 5 PM Afternoon		5 PM – 10 PM Night	12 PM – 5 PM Afternoon
Danielle Booker 15 Hrs	12 PM – 5 PM Afternoon	Off All day	8 AM – 5 PM Morning		Off All day	5 PM – 10 PM Night	

Add group

- Activity
- Chat
- Teams
- Meetings
- Files
- ...
- Get app
- Store
- Help



# Shifts



Contoso



Sunday, Jan 27, 2019

Day

Week

Month

View



Share with team \*

12 AM	1	2	3 AM	4	5	6 AM	7	8	9 AM	10	11	12 PM	1	2	3 PM	4	5	6 PM	7	8	9 PM	10	11
-------	---	---	------	---	---	------	---	---	------	----	----	-------	---	---	------	---	---	------	---	---	------	----	----

48 Hrs

24 Hrs

Day notes

Day notes apply to all shifts for the day.

Group total: 48 Hrs

## Cashiers



Open shifts  
24 shifts

Brian Carter  
15 Hrs

Beth Davies  
25 Hrs

Chris Naidoo  
20 Hrs

Danielle Booker  
15 Hrs

8 AM – 5 PM  
We Lu

8 AM – 5 PM

12 PM – 5 PM  
Afternoon

Add group



# Shifts

Contoso | < > January 27 - February 2, 2019

	27 SUN	28 MON	29 TUE
🕒 48 Hrs	24 Hrs	24 Hrs	24 Hrs
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Brian Carter 15 Hrs		5 PM – 10 PM Night	5 PM – Night
Beth Davies 25 Hrs	8 AM – 5 PM Morning	8 AM – 5 PM Morning	12 PM – Afternoon
Chris Naidoo 20 Hrs		12 PM – 5 PM Afternoon	Off All day
Danielle Booker 15 Hrs	12 PM – 5 PM Afternoon	Off All day	8 AM – Morning

Add group



## Add shift

for Brian Carter on Sunday, Jan 27, 2019

8 AM - 5 PM \*

Start: 8:00 AM | End: 5:00 PM | Theme: Blue | Shift name: Replaces time label

Notes

### Activities ⓘ

Add activity

Cancel Share Save

# Other projects and awards

BFA, Industrial Design at University of Kansas.

Human-Computer Interaction and Design Methods.

5 year program. Master's equivalent.

Minor in Anthropology

# WINNER, IDEA 2003 Gold Award

The Industrial Design Excellence Awards (IDEA) are dedicated to fostering business and public understanding of the importance of industrial design excellence to the quality of life and the economy and showcase the best industrial design from across the US and around the world.

INNOVATION MAGAZINE '03  
SUSTAINABLE DESIGN





**“Thoughtful research with  
uncompromising aesthetics.”**

Craig Vogel, FIDSA, Associate Dean, College of Fine Arts,  
Carnegie Mellon University.

**Thanks!**

**brian.design**

HELLO @ BRIAN.DESIGN