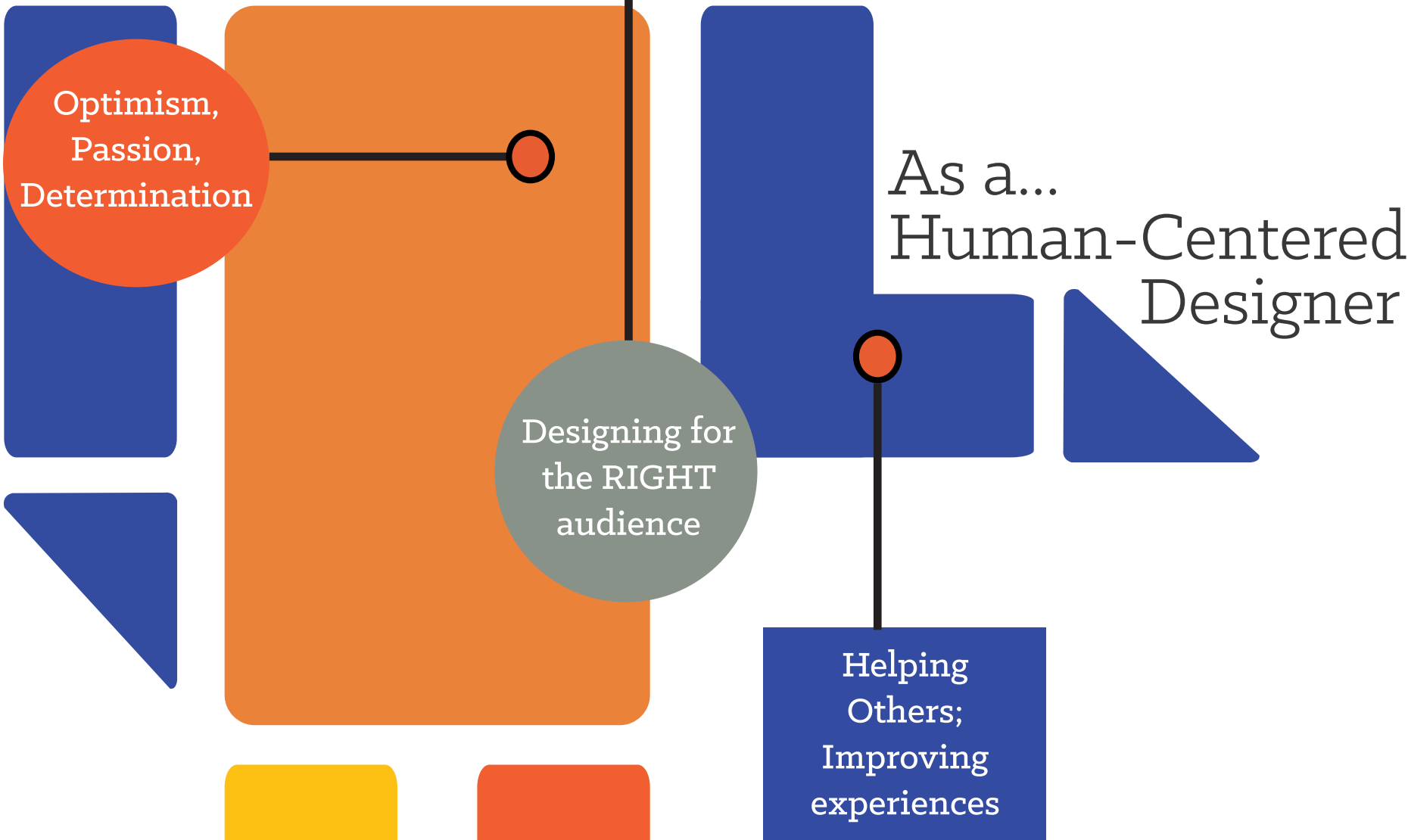


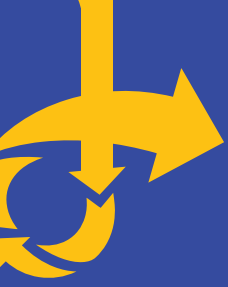
Design Portfolio

of

Jodi Schwartz

W: <http://jodischwartz.me> **P:** 914.715.7657 **E:** Jodi.S.Schwartz@gmail.com





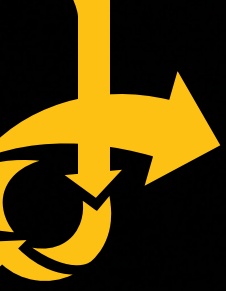
My mission:

I am on a mission to drive behavior change that leads to lasting impact

How I bring it to life:

With relentless curiosity, empathy to understand the audience and a real-world application mindset.

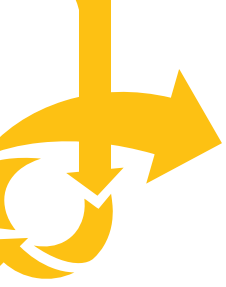




How I help to communicate value

- Storytelling
- Visually communicate deliverables
- Strong user empathy
- Multi-disciplinary collaboration
- Human centered design approach to provide experience innovation
 - Helping to find points of differentiation along the patient's journey
 - Framing insights to find opportunity





Projects and clients

Packaging Design **for**



Phone Health **for**



Managing Multiples **for**



Boomer Travel **for**



NORTHWESTERN
UNIVERSITY



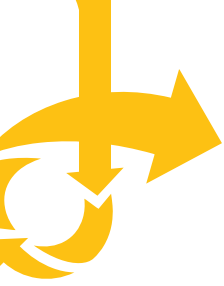
Understanding Phone Health

For Samsung

Goal: Design an interaction that would make the phone owner more aware and educated about the existing services.

How Might We: Created an educated user who takes proactive measures towards their holistic phone health.

Strategy: Designed an in-context interaction that would prompt phone awareness and education by focusing on the human needs related to each potential risk.



Understanding the challenge

Ethnographic Interviews to understand phone security landscape

Sample: In-depth interview questions for recruited participant

Background questions

Family, background, tell us about yourself?

What phone do you have?

When did you get this phone?

Phone usage in a daily life

Where do you spend the most time?

Where do you put your phone?

Things you've done to phone security

What would you miss the most if someone steal your phone right now?

Have you ever had your phone lost or stolen, or left it at home? What was that like?

Stories of phone lost or stolen.

Security in other Aspects

How do you take care of your laptop, car, passport, etc?

Bulls Eye map activity -which items are most important?

Secondary research

Existing apps:

“Find my iPhone”

Prey

Samsung kill app

Passcode

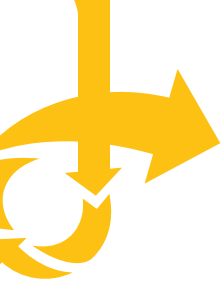
Existing security features

Finger print

Phone case

Other methods used:

User research plan, field visit, experience simulation, user observation, secondary research

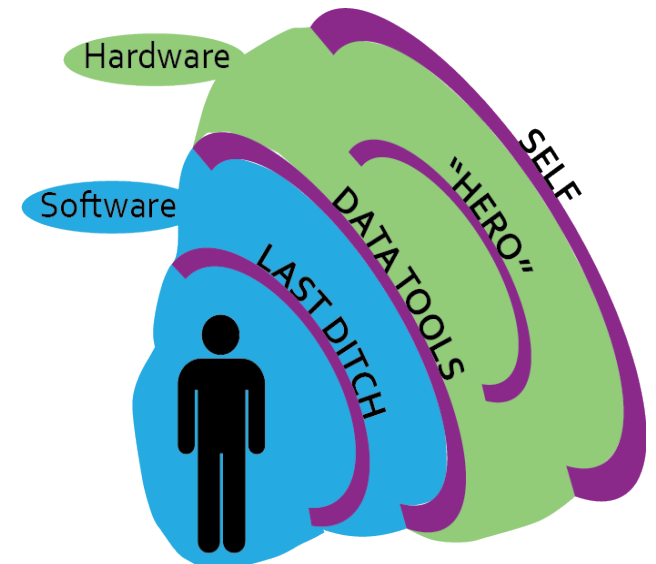
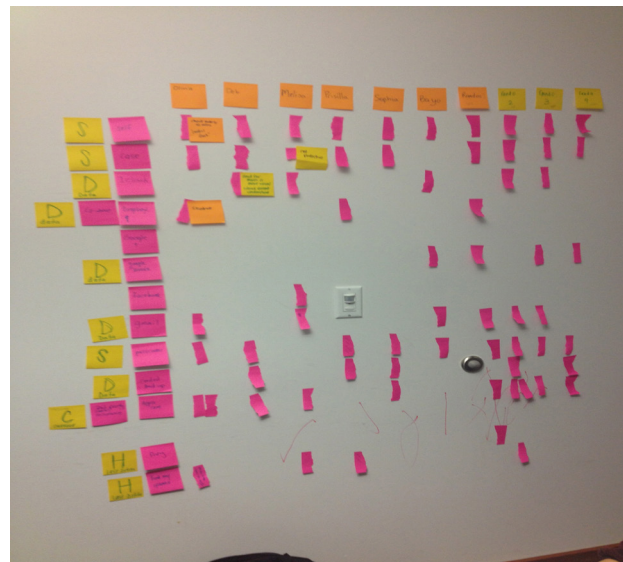
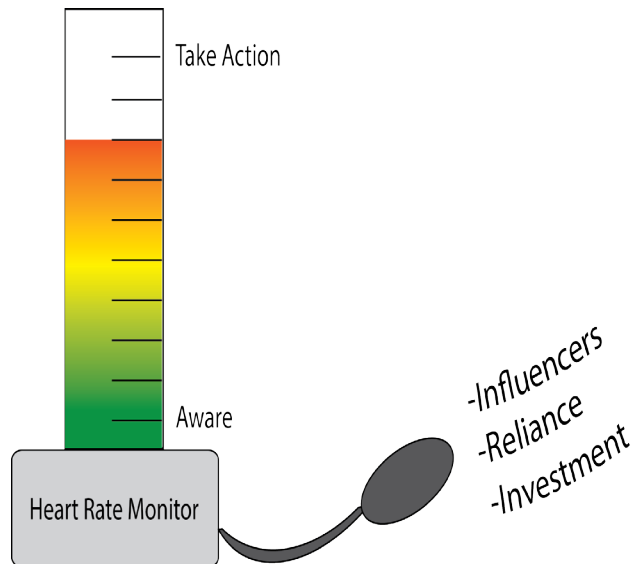
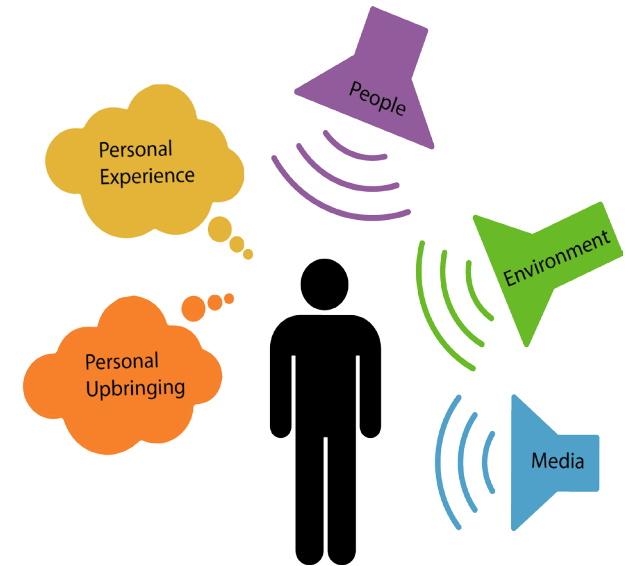


Synthesize observations and insights

Observation into insight

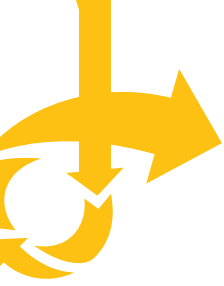
- Translated observations from user interviews and secondary research into insights
- Developed frameworks from insights
- Determined why users are prepared with a cell phone security plan and when, based on experience, they will put this plan in place.

RELIANCE	INVESTMENT
Communication (phone, text, email)	Money
Media (photos, music, games)	Emotion
Organization (calendar, alarm, contacts)	



Other methods used:

Journey mapping, profiling, personas, clustering, insight sorting, tree diagramming



Frame possible solutions

Insight into opportunity

Key insight: People are their own security. When it comes to protecting their hardware, they protect the outside to protect the inside.

How might we increase user awareness & understanding of best phone preparedness methods starting at the out of box experience?



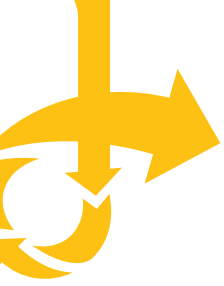
cloud understanding	in-context education
why the user should care	holistic experience

What if we could reduce the users reliance on themselves to protect their phone?

What if we could work together with our phone?

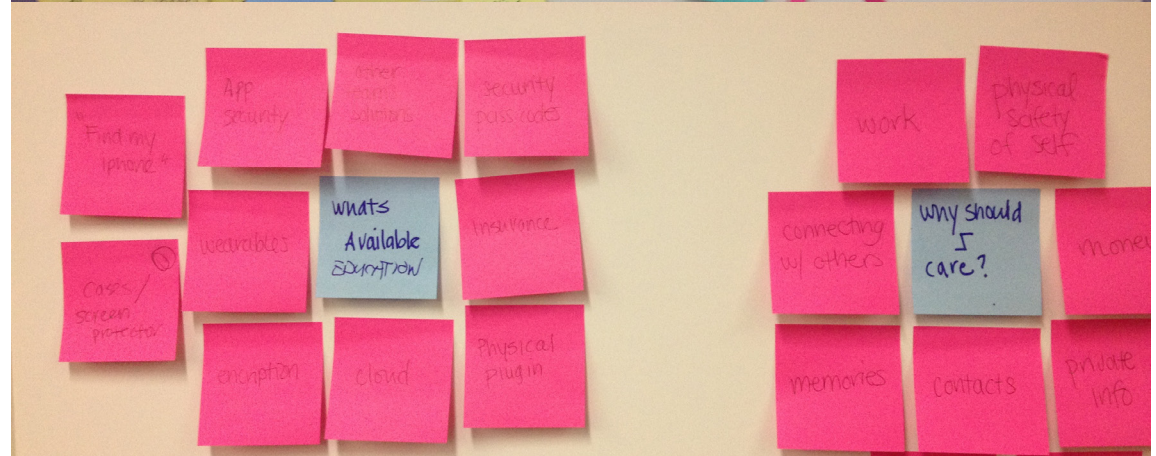
Other methods used:

Pain point mapping, step, stretch, leap concept brainstorming



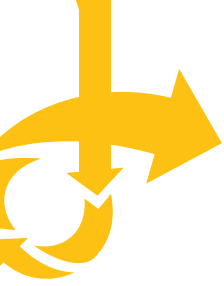
Framing possible solutions

Pain points into brainstorming



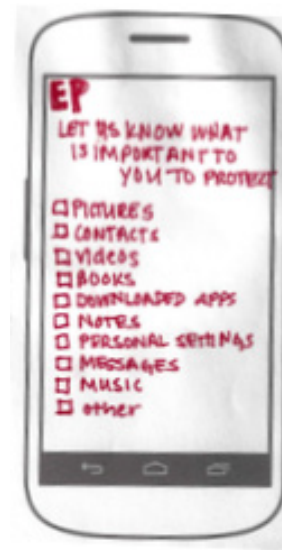
Other methods used:

Ideation, opportunity mind mapping, concept metaphors and analogies, concept grouping

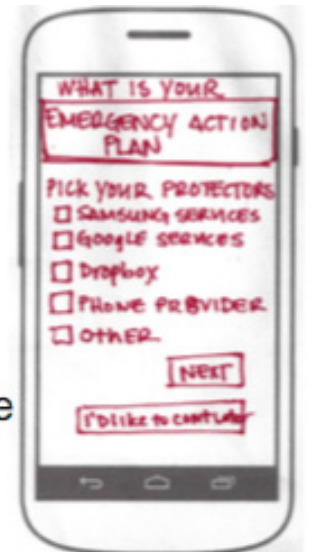


Prototyping and iterating

Brainstorming into concepts with user feedback



"helps guide instead of dictate"



"it's nice to be prompted"

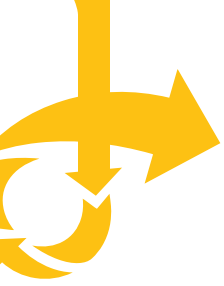
Other methods used: Storyboarding, wireframing, experience mapping, user journeys.

"did my data actually get deleted/ backed-up?"



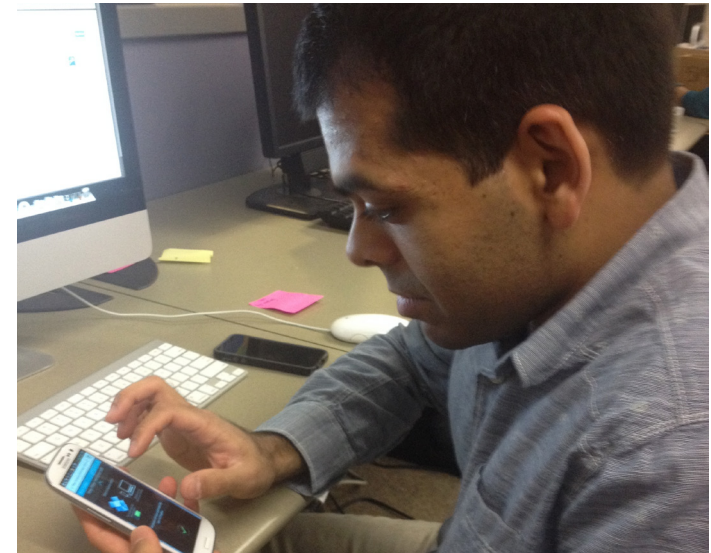
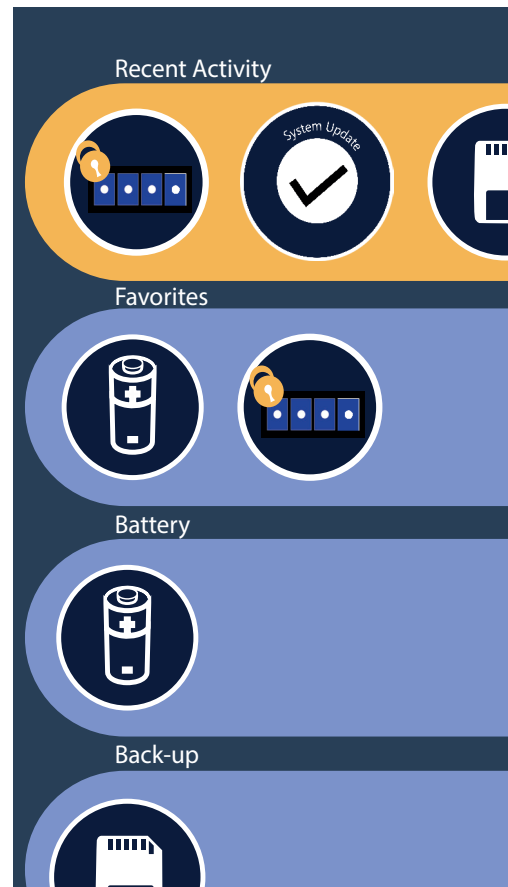
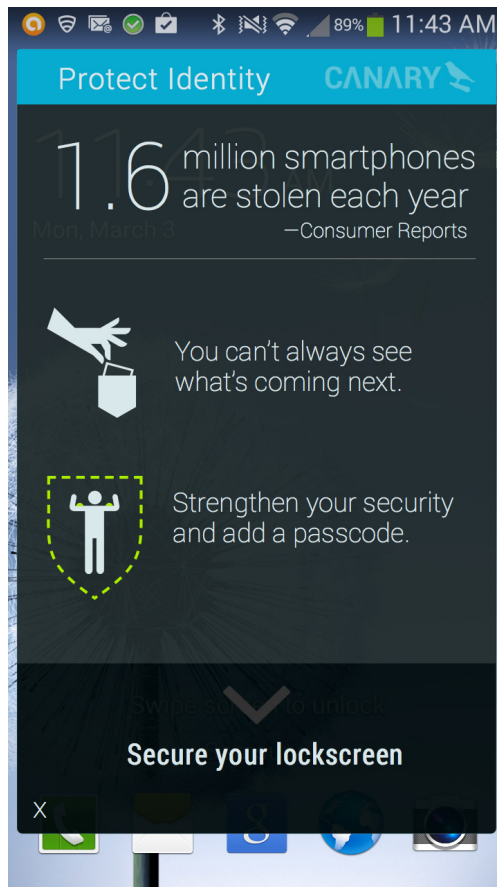
"running on a set interval would drive me insane"
-Paul

"would it be possible to run on my own time?"



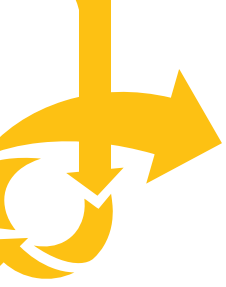
Prototyping and iterating

Concepts into low-fidelity protoypes



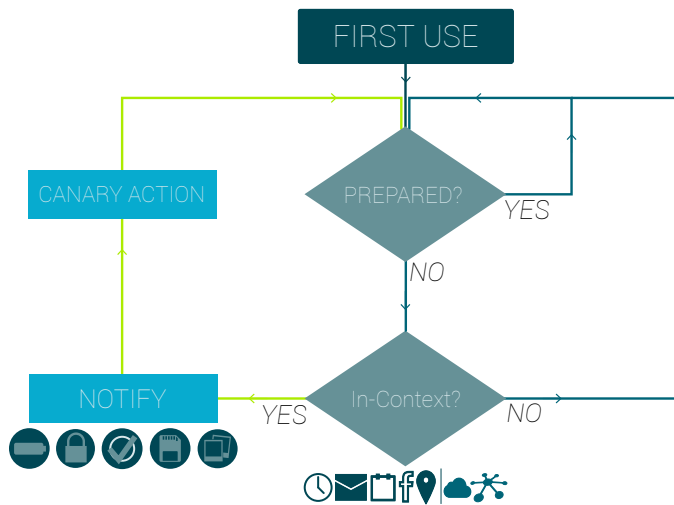
Other methods used:

Storyboarding, service blueprinting, experience simulation prototyping



Prototyping and iterating

Low-fidelity to high fidelity

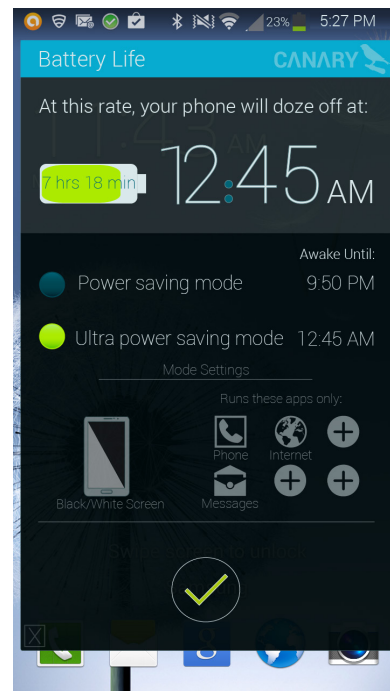
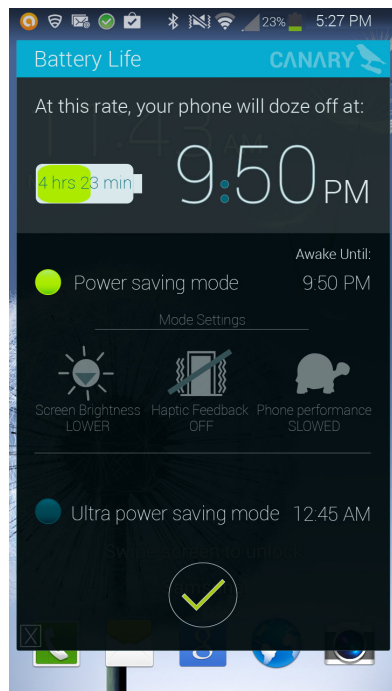
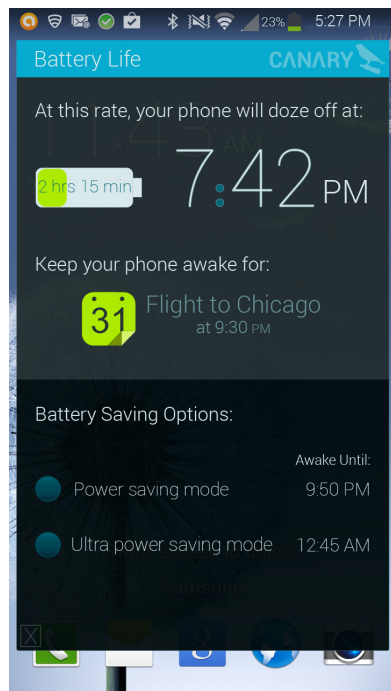


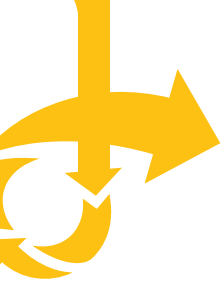
Algorithm developed to determine when Canary is activated

In-context scenarios developed to help user focus on:

- Memories not pictures
- Events not battery life

Other user-methods and tools: Adobe creative suite, Invision, in-context video development

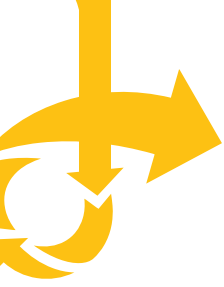




Samsung: Canary

What I learned

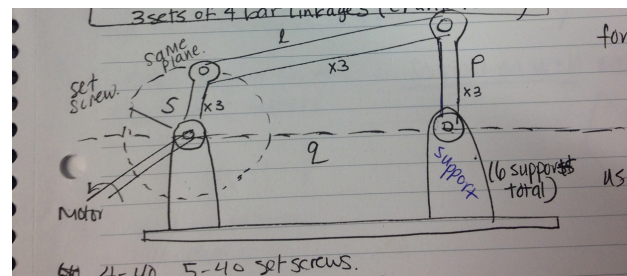
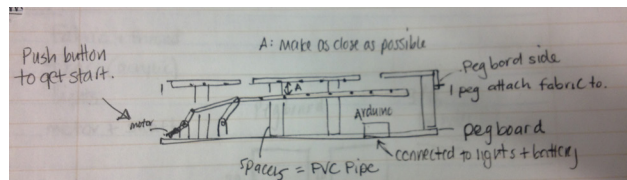
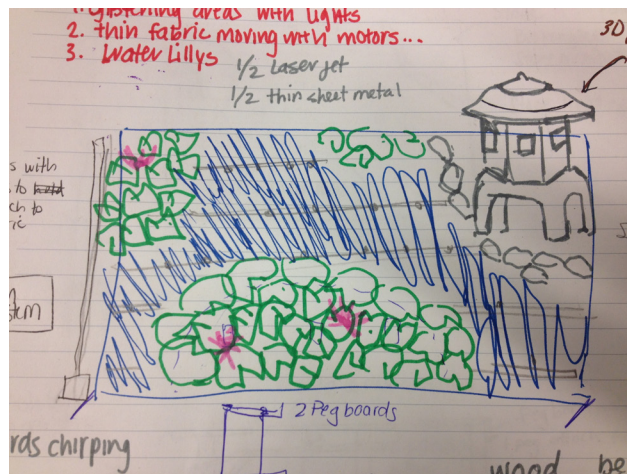
- Develop a relationship with the client.
- The importance of designing with the client in mind. Understanding the pipeline and what is feasible and viable to be executed.
- Followed insight to add phone battery life as a security issue. Convinced client this was an important component of phone security and holistic phone health.
- Make things relative: By focusing on their needs at the moment and focusing on the human needs related to each potential risk.
- Showing the client, through videos and screen-walkthrough, how the interaction would work. This was an effective form of communication.



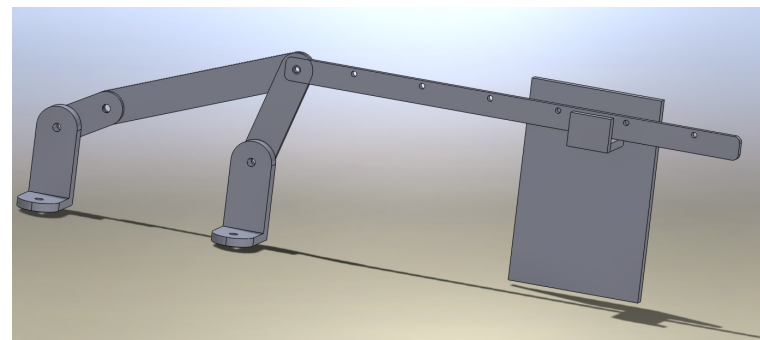
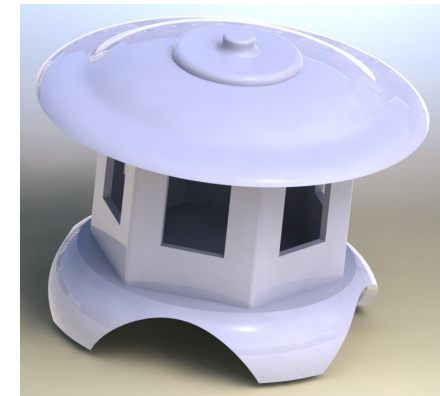
Kinetic Art: The Art of Beauty

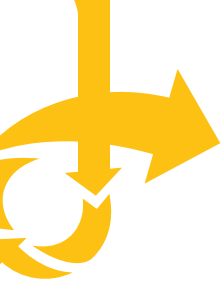
Exploring electro-mechanical product design and interactions by replicating moving water in Claude Monet's Water Lilies painting

Sketching and ideating



Prototyping

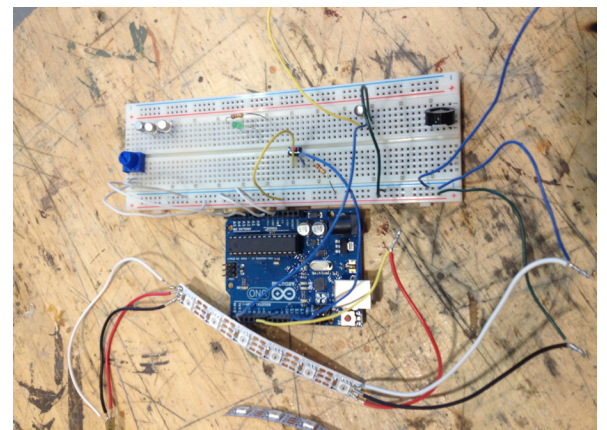
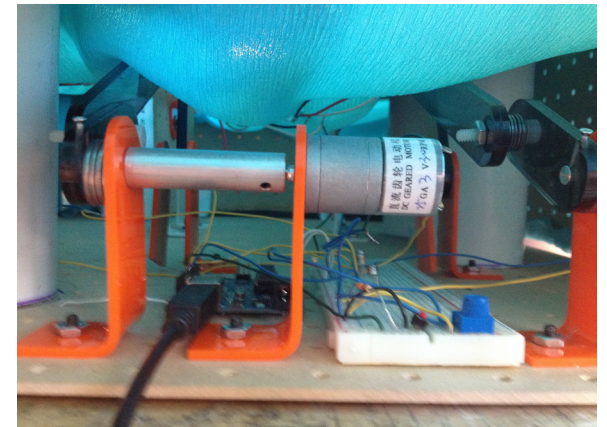


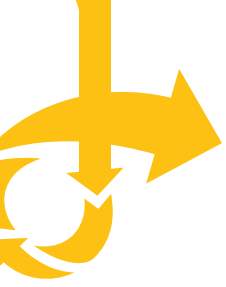


Kinetic Art: The Art of Beauty

Exploring electro-mechanical product design and interactions by replicating moving water in Claude Monet's Water Lilies painting

Assembly

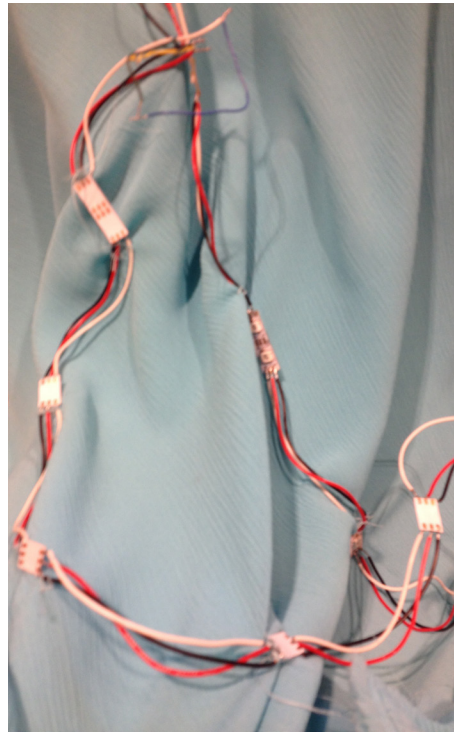




Kinetic Art: The Art of Beauty

Exploring electro-mechanical product design and interactions by replicating moving water in Claude Monet's Water Lilies painting

Glistening water



Final Product





A little about myself...

I love to be inspired by all that surrounds me.

I question “why” things are the way they are.

I learn best by teaching others.

I am passionate about making a difference (big or small).

I am determined to improve society and the interactions between society’s members.

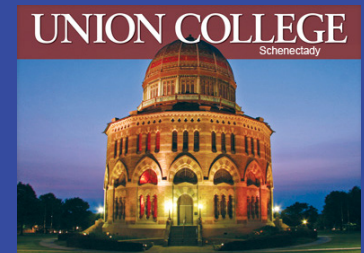
Our World, Acrylic, 2007- My mantra in a picture

My education

2014 MS-EDI:
Engineering
Design and
Innovation
Program



2011 BS-Mechanical
Engineering





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