

REDESIGN DESIGN EDUCATION FOR DIGITAL PRODUCT DESIGNERS

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C.J. YEH / FOUNDER/EXECUTIVE CREATIVE DIRECTOR / CYNDA MEDIA LAB



State University
of New York



CYNDA MEDIA LAB
CREATIVITY WITH PURPOSE

INTRO- DUCTION

Christie Shin

Chair, Creative Technology & Design Curriculum

Founding Member, Educator Advisory Board at Figma

Partner / Design Director, Cynda Media Lab

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INTRO- DUCTION

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Chair, FIT College-wide Curriculum Committee

chinjuz_yeh@cyndamedia.com



CON- TENTS

01 Ever-Changing
Creative Industry
New Challenge

02 Workflow:
Cloud-based Remote
Collaboration

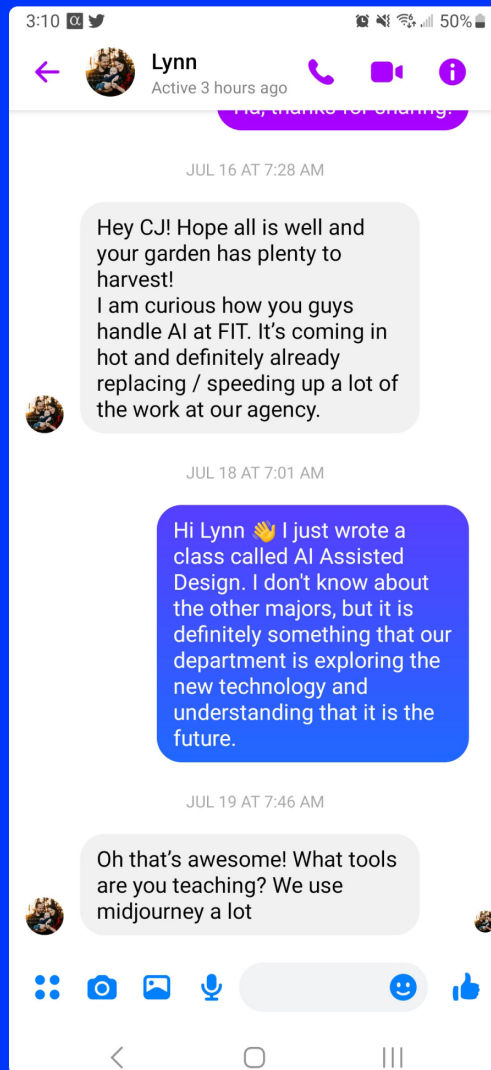
03 Big Idea → Execution:
Professional
Craftsmanship

04 Portfolio & Promotion:
Specialized Portfolio
Preparation

EVER-CHANGING CREATIVE INDUSTRY

Will AI & evolving technology change the design education & creative industry?

YES



Designosaur

What am I supposed to teach my students in the age of AI?

AI tools such as **Luban** and **Personalization Engine** are already being used to automate many of the tasks that designers do.

AI tools free up designers to focus on more creative aspects of their work. These AI tools are also making it possible for designers to create more complex and detailed designs faster than ever before.

The inconvenient truth is the fact that we will need **smaller design teams and fewer designers.**

Artificial intelligence (AI) is having a major impact on the design industry, and its impact is only going to grow in the years to come.

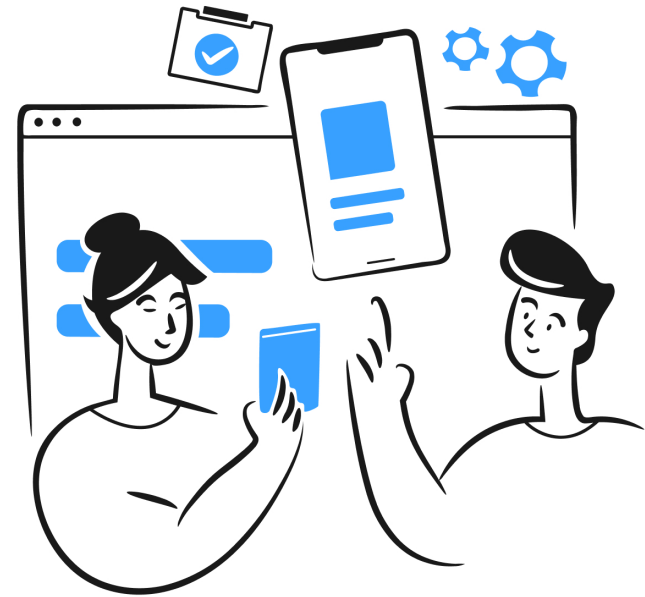
What: Problem Framing

Artificial intelligence will empower designers of the future. In this new human-machine partnership, one of the important jobs for the designer is problem framing, which requires skills such as empathy which AI is lacking.



How: Collaborative Systems Thinking

Connect nodes from different fields to create something new and understand how systems work over time and within the context of larger systems.



Why: Ethics Champion

“Ethics is knowing the difference between what you have the right to do and what is right to do.”

– Potter Stewart



KEY POINT #1

WORKFLOW

Cloud-based
Collaboration

Iterative Process

New model.

Cloud-based collaboration is essential for digital product teams, as it allows them to **share files, communicate remotely, and track progress** on projects in one place from anywhere in the world. This enables teams to work more efficiently and establish a collaborative work platform.

COLLABORATIVE WORKFLOW #1

BankMate

Class: CT400 Digital Product Design II

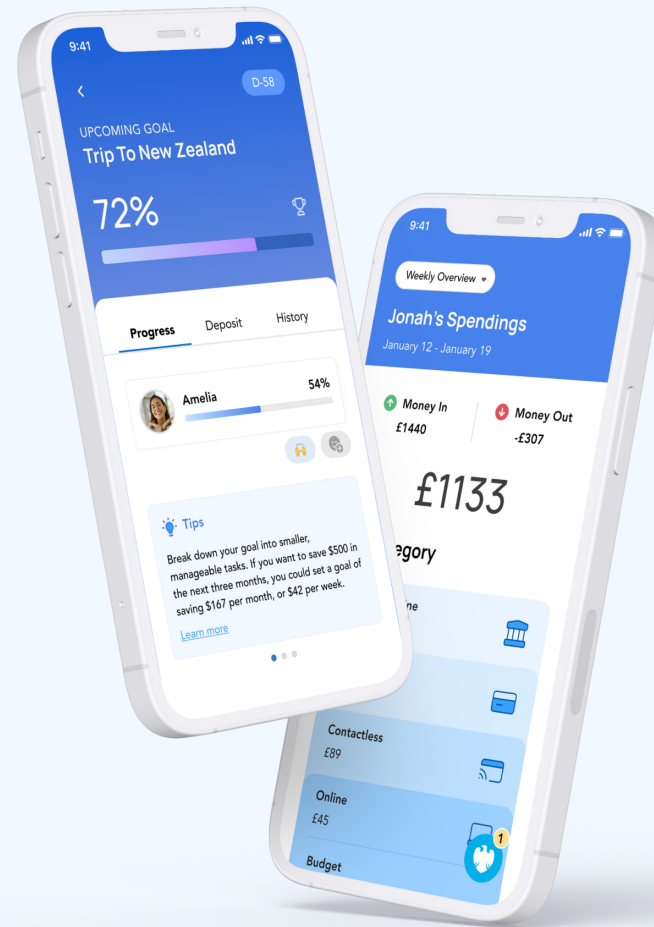
Project: Students solve brands' challenges by coming up with innovative product ideas to connect brands with their target audiences.

Students: Yoojin Song, Sara Park, Isabelle Kwong

Award

2023 D&AD New Blood

Yellow Pencil



BankMate by
 **BARCLAYS**

Brief: Barclays

Team members: Sara Park, Yoojin Song, Isabelle Kwong



In-progress

The image shows a vertical sidebar menu on the left side of a design tool interface. The menu is divided into several sections, each with a title and a list of items. The 'Page' section has a title 'Page' and two items: 'FFFFFF' and '100%'. The 'Local variables' section has a title 'Local variables' and a swap icon. The 'Local styles' section has a title 'Local styles' and a plus icon. The 'Text styles' section has a title 'Text styles' and a list of items: 'Ag Display Large · 56/55', 'Ag Display Medium · 48/55', 'Ag Display Small · 32/32', 'Ag Headline · 24/19', 'Ag Subtitle · 16/18', 'Ag Subtitle 2 · 16/18', 'Ag Body · 16/Auto', 'Ag Body 2 · 14/20', 'Ag Body 3 · 14/20', and 'Ag Presentation Body · 20/28'. The 'Color styles' section has a title 'Color styles' and a list of items: 'Dark Blue', 'Accent Blue', 'Blue 1', 'Blue 2', 'Blue 3', 'Blue 4', 'Gray 700', and 'Gray 600'. At the bottom right of the sidebar, there is a circular icon with a question mark.

COLLABORATIVE WORKFLOW #2

Barclays at Ease

Class: CT400 Digital Product Design II

Project: Students solve brands' challenges by coming up with innovative product ideas to connect brands with their target audiences.

Students: Hanbyul Kang, Rui Sun, Kate Ma

Award

2023 D&AD New Blood

Graphite Pencil



KEY POINT #2

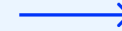
BIG IDEA → EXECUTION

Professional
Craftsmanship

Design is thinking made tangible.

Coming up with a good idea is not enough. You also need to be able to **execute it and present it** in a visually appealing and user-friendly way. This requires a high level of craftsmanship, attention to detail, and a strong understanding of design principles.

PROJECT SCOPE & PROCESS



UX Research

-
- Empathize users
 - Discover user problems and needs

UX Design

-
- Develop strategies
 - Define product ideas & features

Branding & UI Design

-
- Create on-brand experience
 - Design effective visual communication
 - Establish scalable design system

Case Study

-
- Prepare an in-depth presentation with a case study video

STUDENT WORK EXAMPLE #1

Ticketmaster

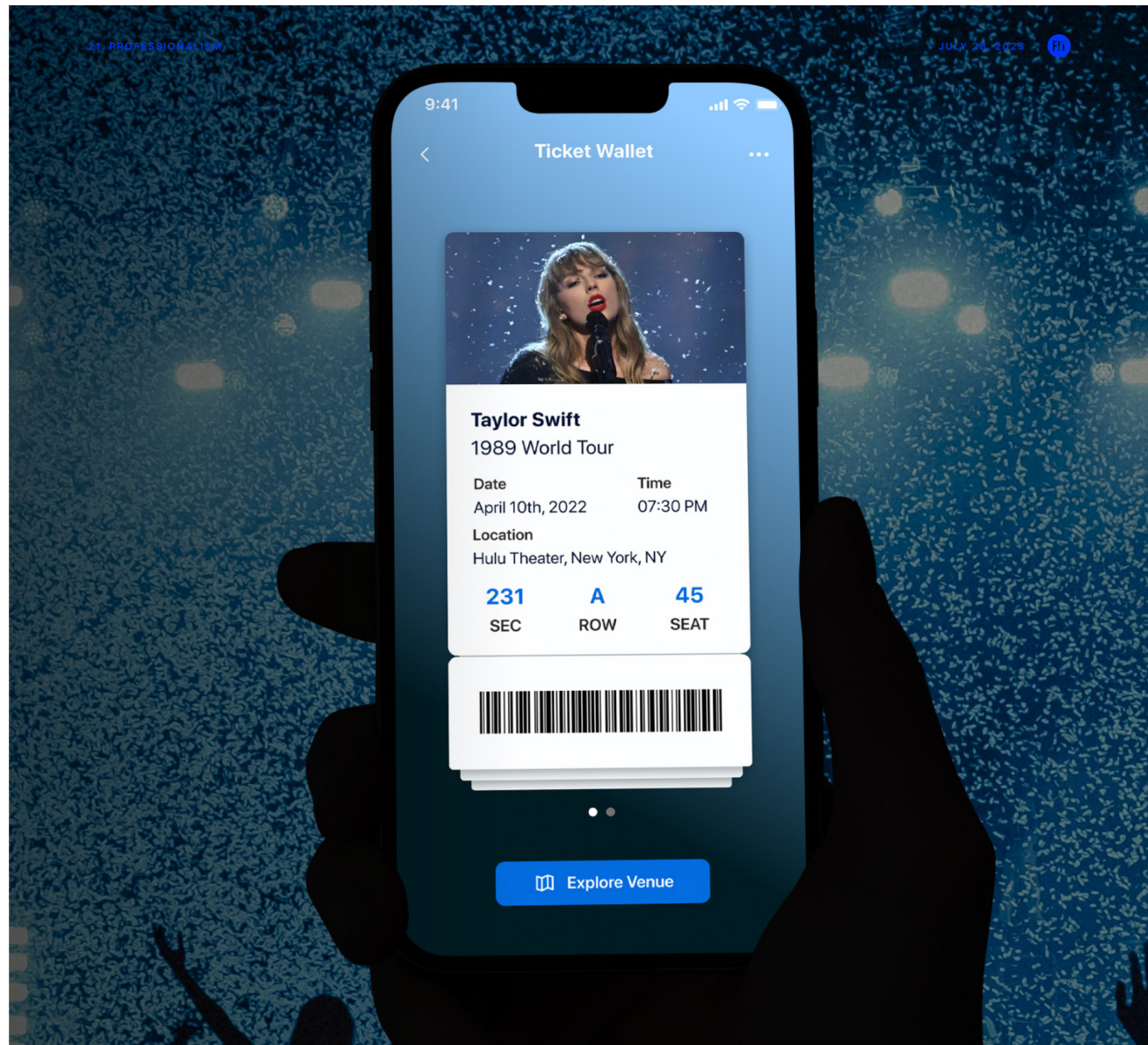
Class: CT304 Design Systems for UX & UI

Project: Redefining User Experience:
Design Digital Products that are User-Friendly and Engaging.

Students: Isabelle Kwong, Sara Park,
Harry Lin, Max Barbosa

Award

Communication Arts:
2023 Interactive Competition
Award of Excellence Winner





STUDENT WORK EXAMPLE #2

accessibleNYC

Class: CT412 Content-centric App Design

Project: Students came up with ideas for projects that would have a positive impact on the world. Accessible NYC specifically focuses on diversity, inclusive design, and accessibility for underserved communities.

Students: Sara Park, Yoojin Song, Mariko Dreifuss

Awards

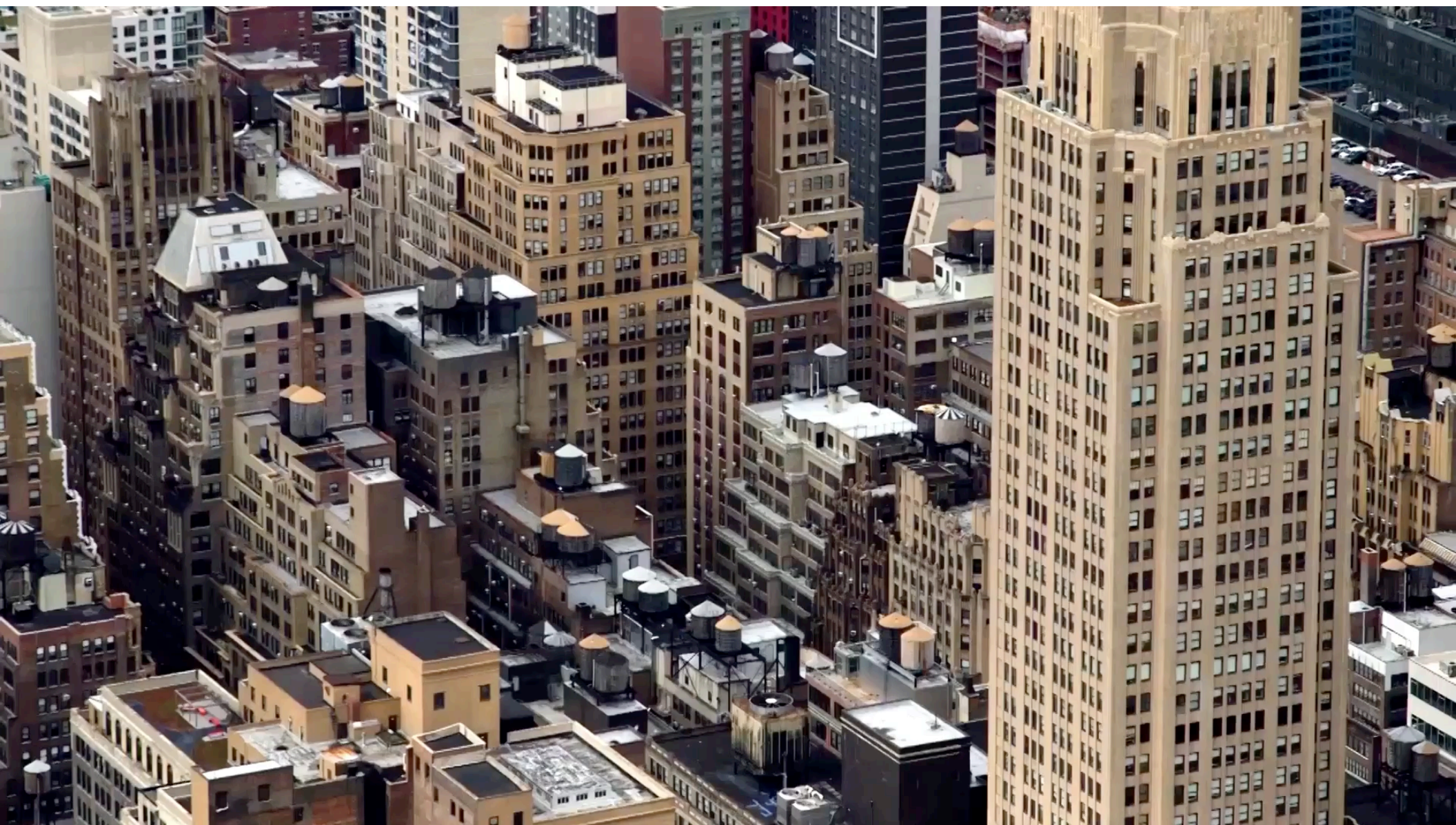
2023 Young Ones ADC

Design for Good: Interactive
Bronze Cube

Interactive: Mobile Applications
Merit



accessible NYC



KEY POINT #3

PORTFOLIO & PROMOTION

Specialized Portfolio
Preparation

All Around Experience

Career direction, goal, & plan

A specialized portfolio is critical for designer. It allows individuals to showcase their skills and experience in a specific area of design, such as visual design, branding, UX, UI, or product design.

How to make your dream come true?

STEP-BY-STEP GUIDELINE

Know where
you are

Set a goal

Create a plan

Take action

STEP #1

KNOW WHERE YOU ARE

Start with Research

- Creative industry
- Type of jobs and responsibilities



PROBLEM FRAMING

**Find a profession that excites you and
amplify your knowledge and talent.**

Do you want to be a specialist or generalist?



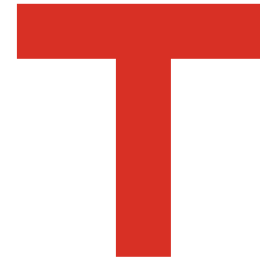
Specialist

Expert at one thing



Generalist

Broad number of
responsibilities



T-shaped

Expert at one thing and
capable in a lot of other things

What kind of designer are you?

Branding

Digital Design

UI Design

Design Systems

Visual Design

Commun

Product Design

UX Research

UX Design

UX Writing

UX Strategy

Usarbility

Interaction Design

Motion Graphics

Micro-interaction

Data-Driven

Informatio

Information Architecture

Wireframe

Software Development

Web Development

What kind of industry do you want to be in?

Digital Agency

Big Tech

Start-up

Design Studio

In-house

Freelance

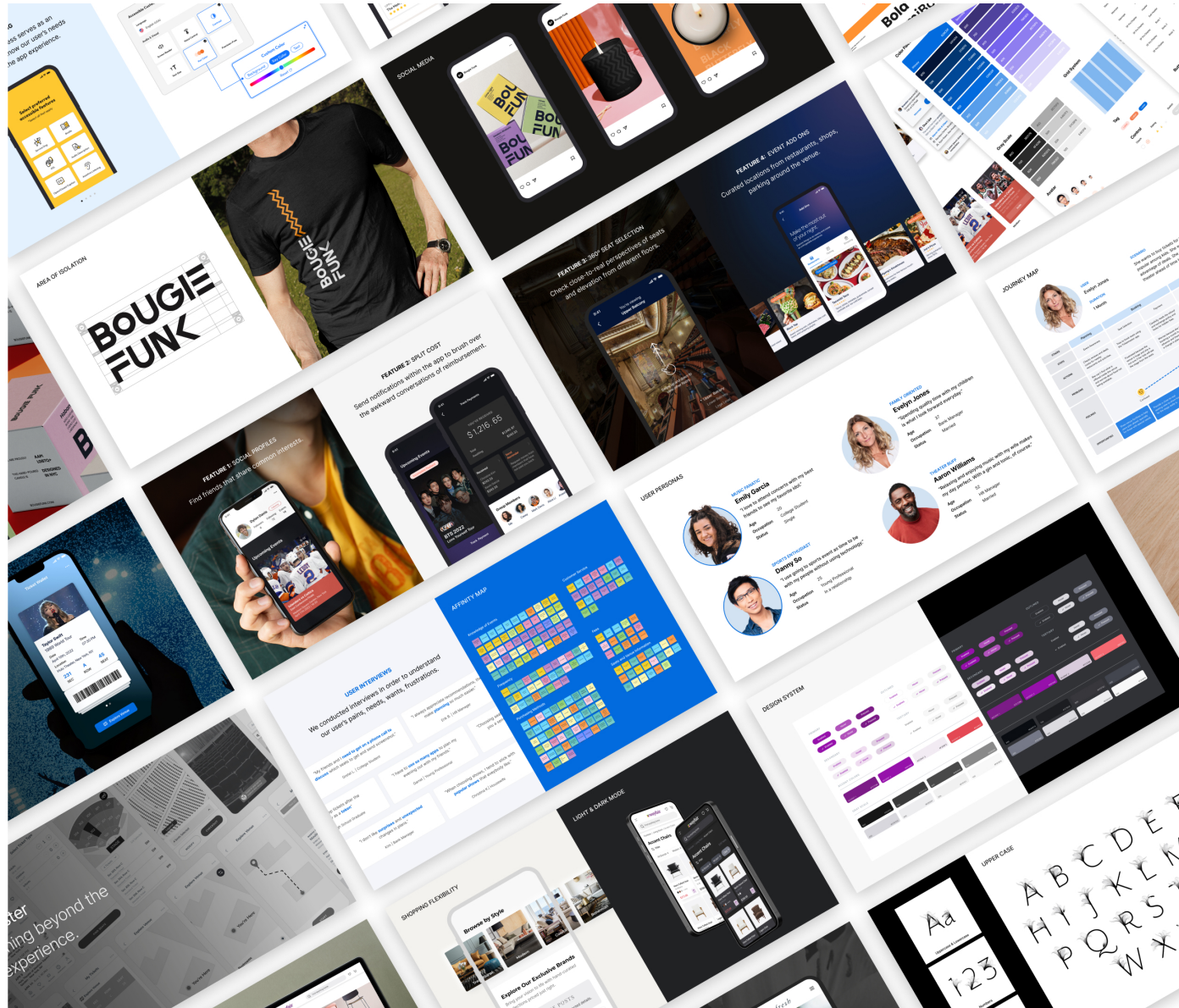
PORTFOLIO PREP/DEFINITION/PERSONAL BRANDING

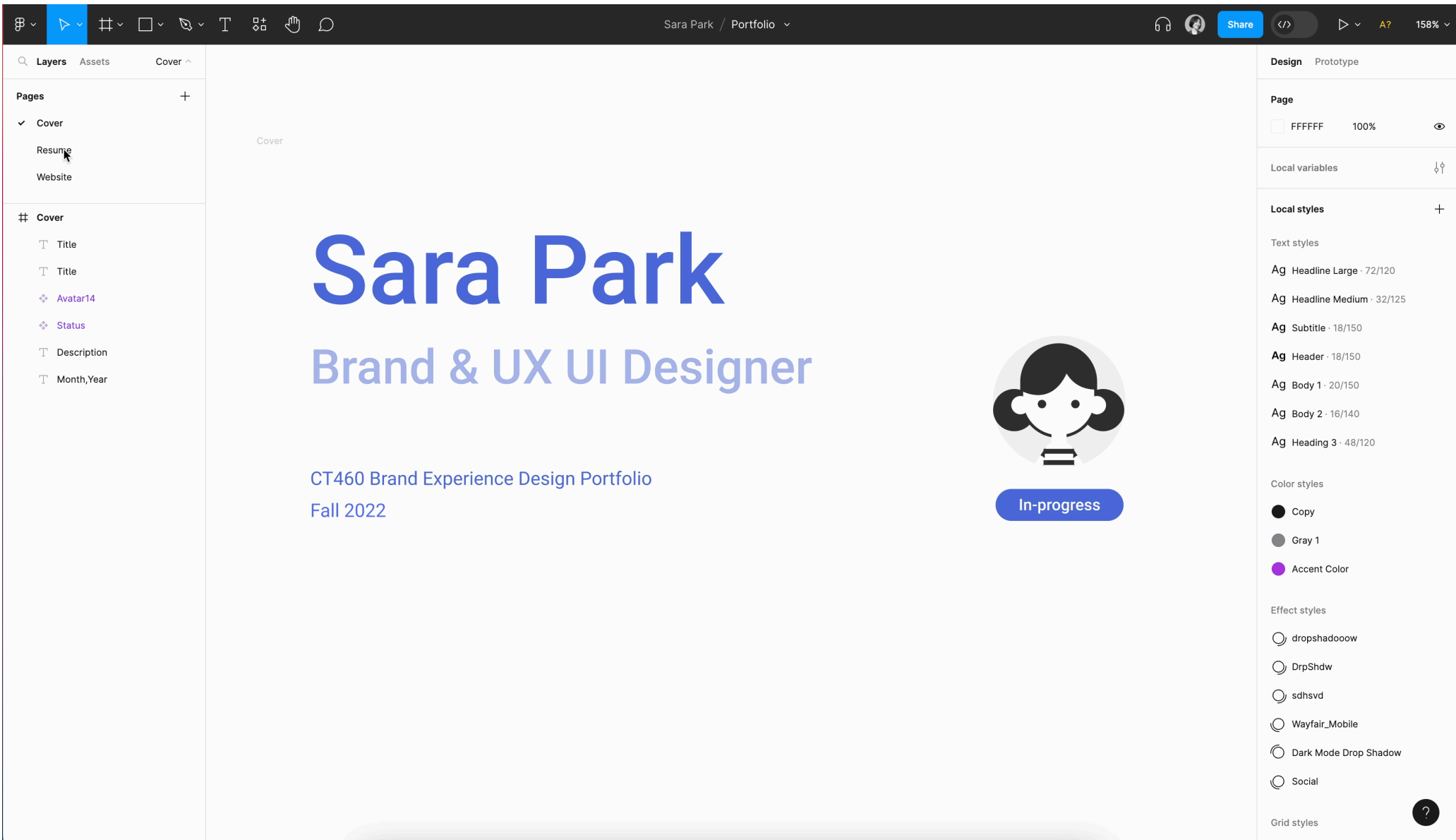
Student name	Website	Title	Resume	Biography	LinkedIn
Max Barbosa	www.maxbarbosa.design	UX/UI/Brand Designer	✓	✓	✓
Natalie Betances	www.heynatalie.site	Experience Designer	✓	✓	✓
Mariko Dreifuss	mariko-san.com	Product Designer	✓	✓	✓
Lauren Feijoo	https://www.laurenfeijoo.com/	UX/UI/Brand Designer	✓	✓	✓
Angelica Genao	angelicagenao.com	Product Designer	✓	✓	✓
Morgan Hlaing	morganhlaing.com	UX/UI Designer	✓	✓	✓
Han Byul Kang	hanbyul.design	UX/UI Designer	✓	✓	✓
Suebin Kang	suebin-kang.site	UX/UI Designer	✓	✓	✓
Isabelle Kwong	isabellekwong.com	Visual Designer	✓	✓	✓
Kate Ma	kate-ma.com	UX/UI Designer	✓	✓	✓
Klara Moeckel	klarasdesigns.com/	Digital Designer	✓	✓	✓
Alexandra Molta	molta.design	Digital Designer	✓	✓	✓
Sara Park	sara-park.com	Digital Designer	✓	✓	✓
Yoojin Song	https://yoojin-s.com	Experience Designer	✓	✓	✓
Gabriela Sorto	sortomerlos.com	UX Researcher/Designer	✓	✓	✓
Rui Sun	https://www.ruisun.design/	UX/UI/Product Designer	✓	✓	✓

Digital Designer

Project: Create a portfolio of digital product design and branding, and apply for the summer internship.

Award
2023 D&AD New Blood Portfolio
Winner





Digital Designer

I'm a problem solver shaping beautiful identities and crafting functional digital experiences.



Hi, I'm Chery!



My Background

I was born and raised in Buenos Aires, Argentina to a Korean immigrant family. Growing up as a multicultural kid was confusing for the most part, but the intersection of two different cultures influenced the way I see the world. It helped me understand and connect more deeply with people. Best of all, it prepared me to quickly adapt to new situations and be open to unique approaches. For me, it was asado (a.k.a Argentinian BBQ) and kimchi on one plate.

As A Designer

My design process is driven by extensive research, deep empathy, and an unwavering commitment to understanding diverse users' unique needs and perspectives. It's not just about making things "usable". I strive to create experiences that are delightful, intuitive, and inspiring by finding innovative solutions that are beautiful and functional.

When I'm Not Designing

I have a passion for preserving the old and admiring the new. As a hobby, I collect vintage cameras. Currently, I find myself obsessed with an early 2007 Fujifilm Finepix A610 camera. It's a fun little point-and-shoot camera that helps me capture a moment without overthinking.

I am also a devoted dog mom. You can often find me strolling in Central Park enjoying the fresh air, sun, and people-watching with my dog.



Search



Home



My Network



Jobs



Sara Park (She/Her) · 1st

Digital Designer | UI Design & Branding

New York, New York, United States · [Contact info](#)

119 connections



C.J. Yeh, Michelle Flacks, and 59 other mutual connections

Message

More

Highlights



You both worked at Cynda Media Lab

You both worked at Cynda Media Lab from July 2022 to June 2023

Message



1 mutual group

You and Sara are both in Brand & Experience Design at FIT

About

Hello there! I'm a digital designer specializing in UI design and branding. I'm passionate about creating beautiful and functional experiences.

Check out my work at sara-park.com

Sara Park

BRAND & UI DESIGNER

www.sara-park.com
linkedin.com/in/sarapark125/
sarapark125@gmail.com

TOOLS

Figma
Adobe CC
After Effects
ProtoPie
Miro
Webflow

SPECIALTIES

Research
User Persona
Affinity Map
Empathy Interview
Problem Definition
Ideation
Journey Map
Wireframing
Visual Design
Design System
Rapid Prototyping
Interaction Design

LANGUAGES

Spanish
Native Proficiency
English, Korean
Full Professional Proficiency

CERTIFICATES

American School of Flower Design,
Design Star Basic Course

WORK EXPERIENCE

Junior Designer / Cynda Media Lab

July 2022 - June 2023 / New York, NY

Conducted extensive market research and developed on-brand visual identity system.

Design Intern / Kiss Products

July 2020 - May 2021 / Port Washington, NY

Created strong campaign visual assets and contributed in the concept, development, and production of new packaging design.

EDUCATION

Fashion Institute of Technology, Advertising & Digital Design BFA

Aug 2021 - May 2023 / New York, NY

Minors in History of Art and Creative Technology

GPA 4.0

Fashion Institute of Technology, Communication Design AAS

Aug 2018 - May 2020 / New York, NY

GPA 3.82 Magna Cum Laude

AWARDS & RECOGNITIONS

2023 D&AD New Blood Portfolio

Winner

2023 Adobe Edge Awards

Art & Design / Top 10 Finalist (TBD)

2023 D&AD New Blood

Barclays Brief / Pencil Winner

2023 The One Club for Creativity, Young Ones Awards

ADC Design For Good / Bronze Cube Winner

ADC Interactive Mobile Applications / Merit

ADC Interactive Mobile Websites / Shortlist

UX/UI Portfolio / Shortlist

Type Directors Club / Shortlist

2023 Communication Arts

Interactive Annual: Ticketmaster / Winner

Interactive Annual: Wayfair / Shortlist

2022 FIT CT&D Type Design Scholarship / Winner

2022 FIT CT&D Time-Based Scholarship / Honorable Mention

2021 FIT CT&D UI Design Scholarship / Honorable Mention

STEP #2

SET A GOAL

Begin with the Documentation

- Find a agency that you want to work for
- Check the qualification
- Improve your skillset



THE FIVE PILLARS OF A SMART GOAL**Specific**

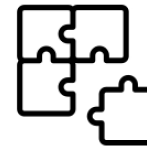
Make your goal as clear and detailed as possible.

**Measurable**

Define how you will measure success.

**Achievable**

Check whether your goals are achievable.

**Relevant**

Make sure your goal is relevant.

**Time-based**

Set a trackable timeframe.

JOB SEARCH DOCUMENTATION

[illegible]

JOB SEARCH DOCUMENTATION

Company Name	Website	Location	Position	Date Posted	Date Applied	Contact Person
Adobe	https://careers.adobe.com/us/en/	New York, NY	UX Design Summer 2023 Intern	2 weeks ago	N/A	Christopher Hickey
Microsoft	https://careers.microsoft.com/stu	Atlanta GA (hybrid/remote)	UX Research Summer 2023 Inter	1 week ago	N/A	
Amazon	https://www.amazon.jobs/en/busin	New York, NY	UX Design Summer 2023 Intern	N/A	N/A	
21 Grams	https://21gramsny.com/	New York, NY	UX Designer	N/A	N/A	Meleane Paz / Mar
Wunderman & Thompson	https://www.wundermanthompso	New York, NY	Experience Designer	N/A	N/A	John Carney
HUGE	https://www.hugeinc.com/your-ca	New York, NY	UX Designer	N/A	N/A	Melissa Lankhaar
Ogilvy	https://www.ogilvy.com/careers	New York, NY	UX Designer	N/A	N/A	
Work&Co	https://work.co/careers/	Brooklyn, NY	Designer(visual&UX)	N/A	N/A	
AKQA	https://www.akqa.com/careers/	New York, NY	UI Designer	N/A	N/A	
AKQA	https://www.akqa.com/careers/	New York, NY	UX Designer	N/A	N/A	
Fantasy	https://fantasy.co/careers	New York, NY	UX Designer	N/A	N/A	
Fantasy	https://fantasy.co/careers	New York, NY	Product Designer	N/A	N/A	
Collins	https://www.wearecollins.com/job	New York, NY	Associate Designer	N/A	N/A	
Figma	https://www.figma.com/careers/	New York, NY	Product Designer	N/A	N/A	

STEP #3

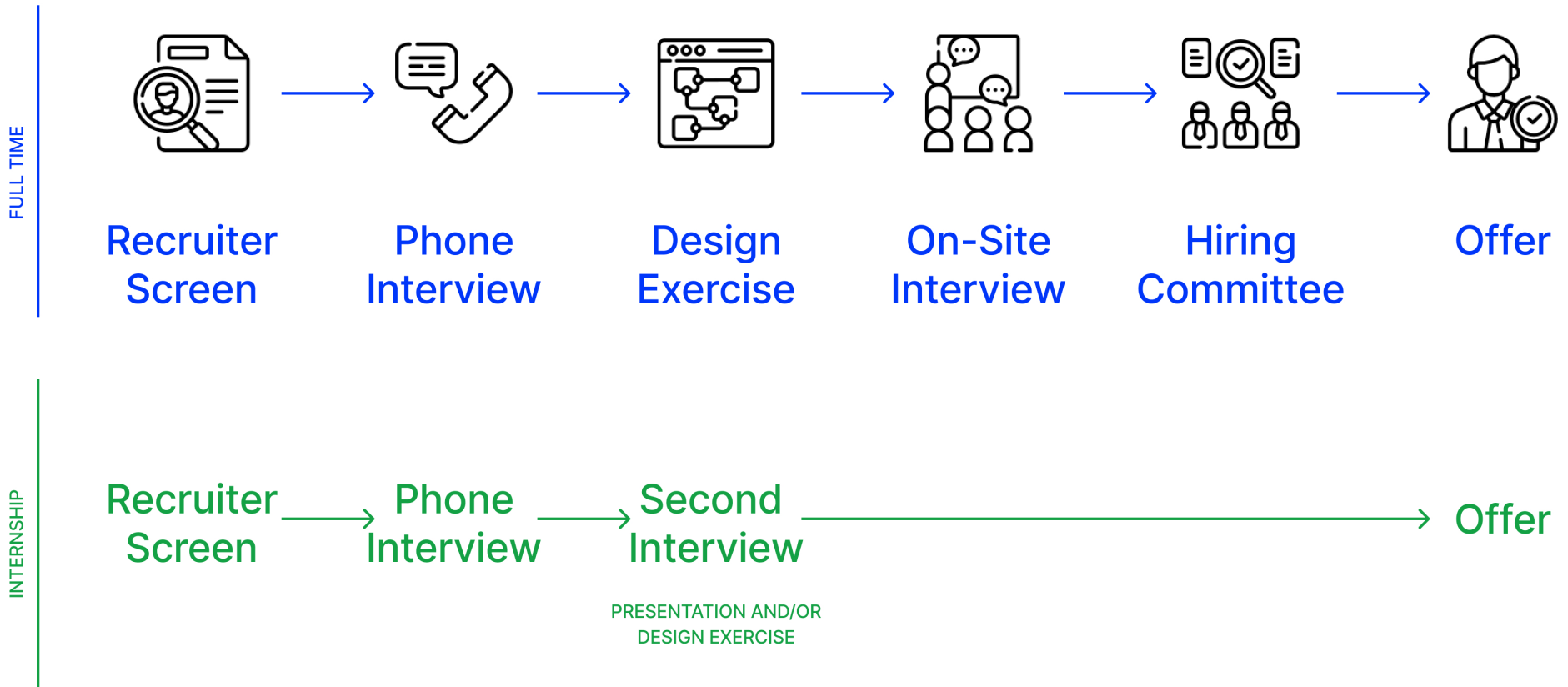
CREATE A PLAN

Understand the Hiring Process

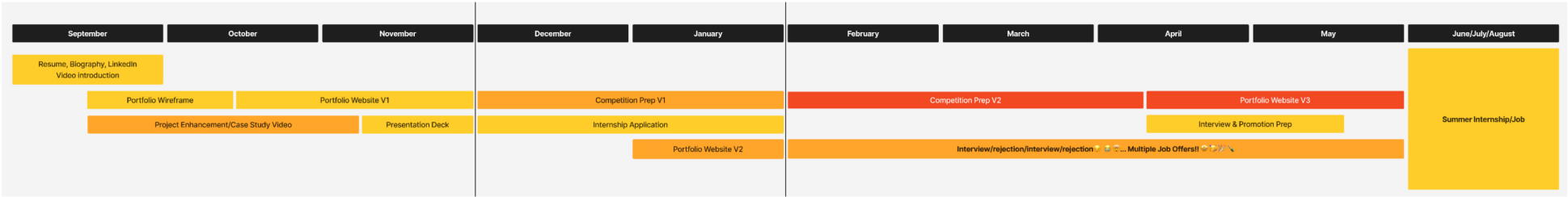
- Job application & tasks
- Manage documentation



HIRING PROCESS



TIMELINE FOR SENIOR YEAR



TIMELINE FOR SENIOR YEAR

September

October

November

Resume, Biography, LinkedIn
Video introduction

Portfolio Wireframe

Portfolio Website V1

Project Enhancement/Case Study Video

Pres

STEP #4

TAKE ACTION

Start with Competitive Analysis

- Study portfolio websites
- Study competition winners' projects



PROBLEM SOLVING STEP-BY-STEP GUIDELINE

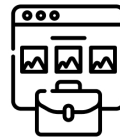
FALL SEMESTER



Definition as a Designer

PERSONAL BRANDING

- Resume
- Biography
- LinkedIn
- Video-introduction



Master Portfolio

STEP 1

- Type: **Portfolio Website**
- Purpose: A brief introduction and initial impression
- Stage: Initial selection

STEP 2

- Type: **Presentation Deck**
- Purpose: In-depth presentation
- Stage: Second interview



Internship

SUMMER INTERNSHIP

- **MAIP**
(Multicultural Advertising Intern Program)
- **MADE**
(Marketing & Advertising Education Program)
- **Digital Agency**



PROBLEM SOLVING STEP-BY-STEP GUIDELINE
SPRING SEMESTER



Interview

-
- Presentation Deck
 - Design challenge
 - Whiteboard challenge
 - App critique
 - Follow ups
 - Negotiation



Competitions

-
- Young Ones ADC, TDC, Portfolio
 - D&AD Briefs
 - Communications Arts
 - Adobe Edge Awards



Promotion & Networking

-
- Social media presense: Behance, Dribbble, Instagram
 - Agency field trip
 - Portfolio review



Graduation, internship, or first job!

TAKEAWAYS: PORTFOLIO

- Create a master portfolio and repackage according to your purpose.
- Focus on quality over quantity.
- Demonstrate your passion and professional craftsmanship and dedication.
- Highlight your soft skills: excellent communication, responsibility, team player, leadership, etc.

TAKEAWAYS: DESIGN CAREER

In the age of AI, designers do not generate work. Designers create products and meaningful experiences for users by framing their problems and providing solutions with collaborative and systemic thinking.

- Stay positive to new changes. Choose excitement over fear.
- Present innovative ideas with professional craftsmanship.
- Create a specialized portfolio with clear direction and goal.



SELECTED STUDENT ACHIEVEMENT 2022-2023

2023 The One Club for Creativity, Young Ones Awards - Winner

2023 Young Ones Portfolio UX/UI Portfolio Winner

Category: Web Design & UX/UI

Student: Mariko Dreifuss

2023 Young Ones Portfolio UX/UI Portfolio Winner

Category: Web Design & UX/UI

Student: Kate Ma

2023 Young Ones ADC Design for Good Bronze Cube Award AccessibleNYC App

Category: Interactive

Students: Sara Park, Mariko Dreifuss, Yoojin Song

2023 Young Ones ADC Merit: ERA NYC App

Category: Interactive: Mobile Applications

Students: Isabelle Kwong, Morgan Hlaing, Max Barbosa

2023 Young Ones ADC Merit: AccessibleNYC App

Category: Interactive: Mobile Applications

Students: Sara Park, Mariko Dreifuss, Yoojin Song

2023 Young Ones ADC Merit: Period Tracker App

Category: Interactive: UX/UI

Students: Kate Ma, Alice Qu, Margarita Kaplan,
Nicolette Constantinides

2023 The One Club for Creativity, Young Ones Awards - Shortlist

2023 Young Ones Portfolio Shortlist

Category: Web Design & UX/UI

Student: Sara Park

2023 Young Ones Portfolio Shortlist

Category: Web Design & UX/UI

Student: Isabelle Kwong

2023 Young Ones Portfolio Shortlist

Category: Web Design & UX/UI

Student: Hanbyul Kang

2023 Young Ones Portfolio Shortlist: Portfolio

Category: Web Design & UX/UI

Student: Rui Sun

2023 Young Ones Portfolio Shortlist

Category: Multidisciplinary

Student: Alice Qu

2023 Young Ones Portfolio Shortlist

Category: Multidisciplinary

Student: Genique Smith

2023 Young Ones ADC Shortlist: CareCo App

Category: Interactive: Mobile Applications

Students: Sara Park, Mariko Dreifuss, Yoojin Song

2023 Young Ones ADC Shortlist: Venmo App

Category: Interactive: Mobile Applications

Students: Alexandra Molta, Suebin Kang, Gabriela
Sorto, Sui Sun

2023 Young Ones ADC Shortlist: Wayfair Responsive Website

Category: Interactive: Online/Mobile Websites

Students: Natalia Lariha

2023 Young Ones ADC Shortlist: Kiehl's Responsive UI Design

Category: Interactive: Online/Mobile Websites

Students: Natalia Lariha

2023 Young Ones ADC Shortlist: Patagonia for the Planet

Category: Design for Good: Integrated

Students: Gabriela Sorto, Sofia Cutti, Alina Arthia

2023 Young Ones ADC Shortlist: Amalgamation

Category: Design for Good: Typography

Student: Genique Smith

IMPACT

FIT's Advertising & Digital Design BFA ranked number 5 best design program in the world in the Young Ones Portfolio category in 2023. FIT was the only school that earned **the best UX/UI portfolio distinctions** since 2020.

Our alumni are working at international technology companies such as Google, Microsoft, and IBM, as well as prestigious design and digital agencies such as Pentagram, Lippincott, AKQA, and R/GA.

Thank you!

Questions?

