

seelio

Lydia Muwanga

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Lydia Muwanga Message

ABOUT →
Experience Designer, Entrepreneur, Artist

I'm Lydia Muwanga and I am an artist. I love to think and create. Whether the medium be color, elements for the best user experience or business model, my definite aim is to innovate to make the world better.

After earning a bachelor of science in Mechanical Engineering, I spent four months in Florence, Italy studying studio art with an emphasis in drawing. I had the opportunity to develop my artistry even more. Afterward, I decided to move back to the Silicon Valley area and I worked at an engineering company. I developed my sensibilities and discovered back-end engineering is not for me, but rather designing more on the front end where human needs are met. I also got involved with web 2.0 start-up groups and my interests began to lean more to the online space. Opportunities kept popping up at work to design applications using Visual Basic, and I absolutely loved what I was doing! I love the idea of designing in 2D and '4D' (my thought on designing experiences) and still applying my artistic side to designing beautiful interfaces. I'm blessed to attend the University of Michigan as a GEM Engineering fellow sponsored by Intel.

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Post-Note Mural At D2M

Goal The need proved clear: capture D2M's innovative spirit through color on the only blank wall in the building. I worked as a design engineering intern, yet I faced this concrete wall each day. I was inspired to complete a mural and the CEO, Andy Butler, told me to go for it! Client |D2M, Inc. Tools Used |3M Post-it Notes |Heavy Duty Industrial Tap |Primer Partners |D2...

Envisioning, Pitching, Brainstorming, Prototyping, Product Management, Design Thinking, Design, Design Strategy, Needfinding, Observation, Storytelling

MaizeMetrics A4 - Consolidated Model

Contextual Inquiry

Interviews, Affinity Diagrams, Consolidated Models, UI Design, Contextual Inquiry

HARC

Interface And Interaction Design

Interview, Competitive Analysis, Personas, Audience Analysis, Heuristic Evaluation, UI ...

Evaluation Of Systems And Services

Requirements

Baseline Design

Observations

Action

Product Design

Solid Modeling, Product Design, Analysis, Programming, Sketching, Needfinding, ...

Art Frequency

Design and Innovation | D2M, Inc. | Internship 2007

The Need |Color| My intern cube faced the only blank wall

Observations |All other walls full of bright color |Concrete Walls

Opportunity |Spark an inspired vision |Capture D2M's innovation spirit

14 Ft

50 Ft

D2M

Brainstorming

I Led a brainstorm with David Ngo

Warm-up: Redesign D2M Logo

Mindmap: What is the spirit of D2M?

Brainstorm: A wall that captures that spirit

D2M

Prototyping

Treated wall : tested to see how long post-it notes would last

tried different patterns to see effect

tested visual effect from different distances

measured the time to apply each note

Detail Design: Fibonacci Spiral

Requirements

Process

Iteration

D2M

Multiple small images showing the mural in progress and the final result.

D2M

Contextual Inquiry

Client |Gale Cengage Learning Partners |Karen Stover |Debbie Blumenthal |Susan Gilmore |Dylan Imre Deliverable |Suggested improvements via contextual inquiry methodology Process |Created a communication |Generated a project plan |Delegated team roles |Generated interview questions for employees at Gale Cengage |Conducted interviews with Gale Cengage Employees |Created a cultural consolidated model |Created a team consolidated model (swimming lane model) |Created an affinity wall |Presented and reviewed the affinity with the client Gale-Cengage (Gale) is a world-leading publisher of print and online materials, focusing on updating and launching new products for their clients consisting largely of libraries. Our team, MaizeMetrics, worked in the key area of online materials within Gale. Our project scope was to analyze the process of how product metrics reports are created, transmitted, valued, and utilized between departments. Over the course of the semester, our team interviewed nine Gale employees in pairs of two team members. We gathered the findings and expounded upon them through model creation where major patterns emerged. We chose to develop a swimming lane model to highlight the major patterns that emerged as interdependencies of parallel processes between the Product Metrics team and other departments. This model brought to light similarities and differences between different individual and department processes, allowing us to more visibly aggregate the strengths and weaknesses, particularly in the product metrics collection and dissemination process. Next, we created an affinity wall that allowed the data to be organized in a hierarchical way to show the major themes at the highest level of the diagram.

