

Social and Interaction Designer Portfolio

Ane de la Brena

February 2022



HI, I'M ANE

Social and Interaction Designer



See more on
my website:



or click [here](#)

ABOUT ME

Born: Bilbao, Spain

Date of birth: 02/03/1996

Address: Schout van Heeckerenring 20
Heerlen

E-mail: anebrena@gmail.com

Mobile phone: 0645821126

EDUCATION

2014-2018

Bachelor's Degree (4y) in Industrial Design and Product Development Engineering
University of Mondragon

2017-2018 (Erasmus semester)

Innovation Sciences
Eindhoven University of Technology

2019-2021

Master of Science, Design for Interaction
Technical University of Delft

thesis: [Empowering teenagers in their interactions with social media sexualisation](#)

I am an enthusiastic, loyal and creative person. I am a team player, always there to support my colleagues, I like to keep things organised and don't shy away from taking the lead. As a social and interaction designer, I am empathetic and believe in working with and for people. I aim to develop my (designer) self further by working on social and collaborative projects that involve the users throughout the process.

SKILLS

LANGUAGES

Spanish
(native)

Basque
(native)

English
C1/Prof.competence

Dutch
Intermediate II

SOFTWARE

ONLINE COLLAB
Miro

GRAPHIC DESIGN
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe AfterEffects

2D/3D MODELLING
Rhinoceors 5
SolidWorks
AutoCAD

VIDEO EDITOR
iMovie
Adobe Premiere Pro
Adobe After Effects

RENDERING
KeyShot
VRay

ADDITIONAL INFORMATION


Part of the **GreenTU Events committee**, dedicated to promote a more sustainable lifestyle among the TU Delft students

Selected to be a part of 'Bizkaia Talent: Competences for Professionals program in Bizkaia' and develop competences and professional skills whilst continuing my university studies.


Co-creator of the clothing brand (together with Victor Groten and Ioritz Hontecillas) '**North Gale Clothing**', young fashion project with original and exclusive designs. As well as creative projects '**Ayre Illustrations**' and '**Nori plants**', together with a friend.

WORK EXPERIENCE

2021-
now **Project: talking about sexual abuse**
Stimulerings Fonds, Real Comics

 Skills: user research, ideation, dealing with complexity, testing, creativity

2020-
2021 **Student Assistant (Various positions)**
TU Delft

 Skills: self-reliance, independent work, illustrating, taking the initiative

APTITUDES AND EXPERIENCES

2014-2017 Voluntary work: Support lessons to Immigrants


2015-2016 Support lessons to a secondary school student

INTERESTS AND HOBBIES

 Photography

 Graphic Design

 Travel

 DIY projects

 Music

CONTENT

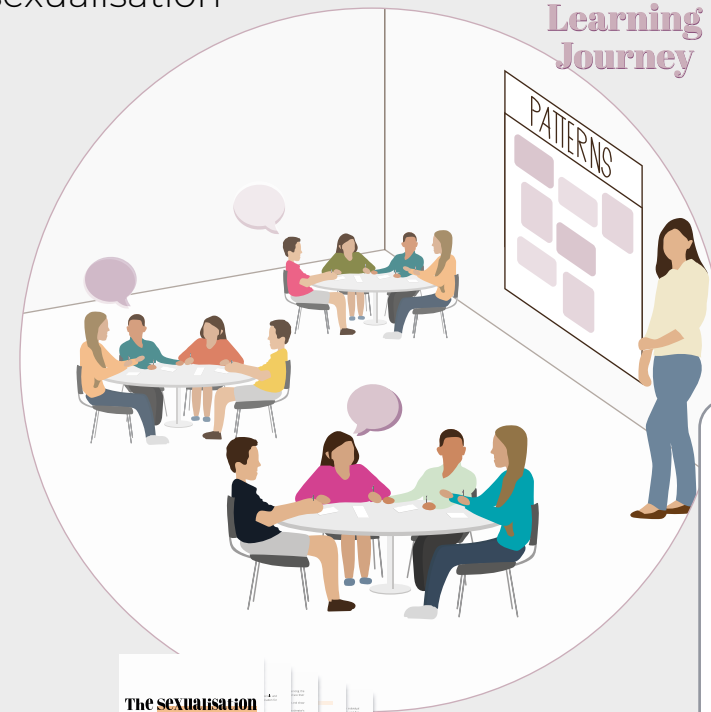
0. Skills page 2

A visualization of the skills that define who and how I am as a designer

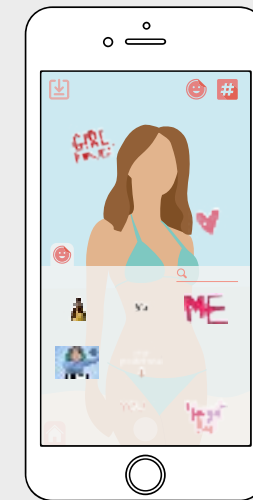


1. The Sexualisation Dialogue page 4

Empowering and educating teenage girls when interacting with social media sexualisation



Learning Journey



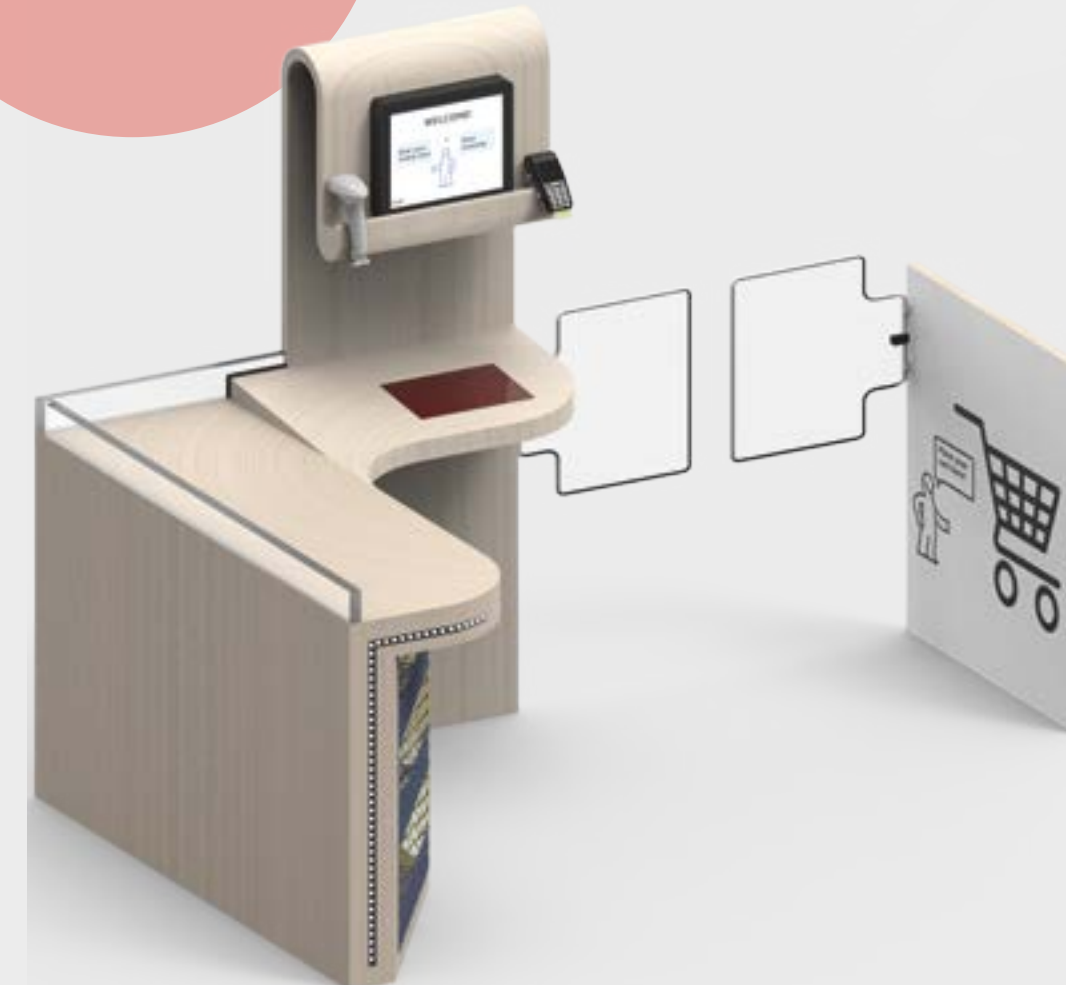
2. Swap a Bag page 8

Interaction design aiming to reduce plastic bag usage at a supermarket

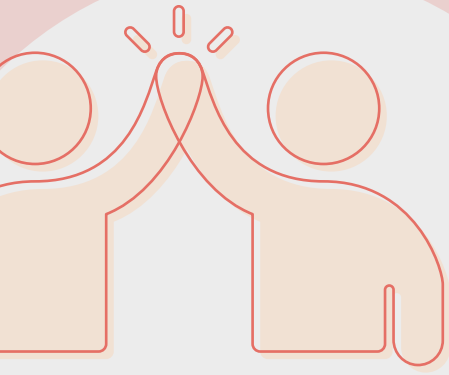


3. Selfscan page 12

The redesigned self-scan checkout experience



SKILLS



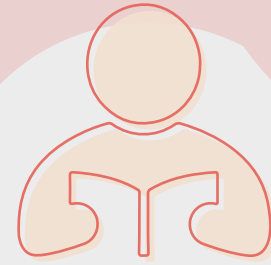
Experience at team work

Help my teammates if they need it



Good at taking initiative

Comfortable with taking leadership positions



Quick learner

Good at the fuzzy front end of the design process

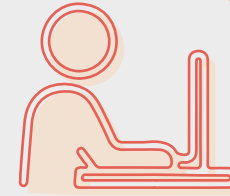


Good at ideation

Good at problem solving



Hard working and demanding



Critical thinking



Structured and organized



Goal driven

Idea mapping/ visualization



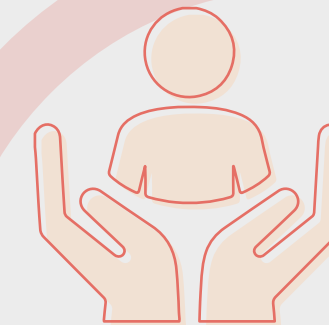
Aim high; optimistic to reach the goal



Enthusiastic and cheerful worker



Empathiser



Work closely with the user

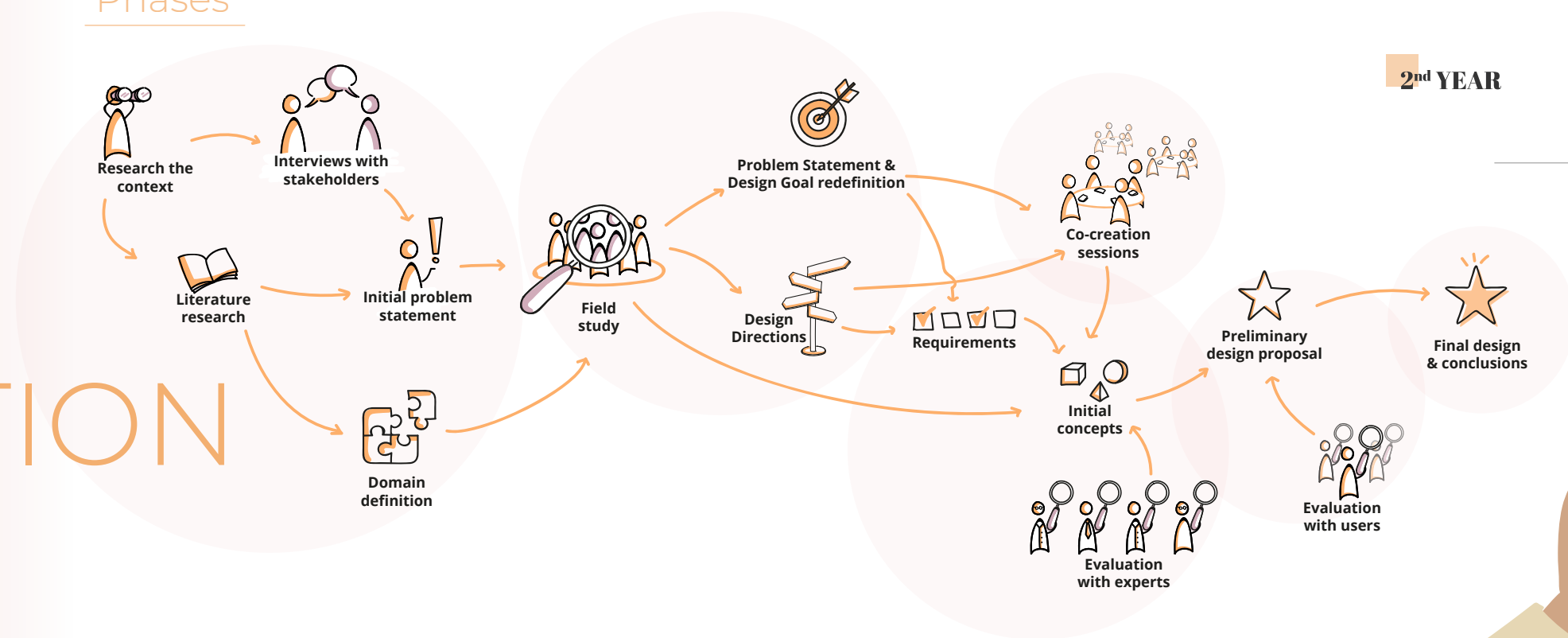
01.

THE SEXUALISATION DIALOGUE

GOAL

Educate and empower teenage girls to safely and consciously interact with sexualisation on social media

Phases



1st YEAR

SECTION 1:
BE AWARE ABOUT
WHAT THEY SEE

SECTION 2:
WHAT TO CONSIDER
WHEN POSTING

SECTION 3:
FEEL EMPOWERED
WHEN POSTING

Evaluate
Sticker

Evaluate
App

SECTION 4:
MONITOR
PROG

2nd YEAR

SECTION 5:
CHECK-IN &
PROGRESS MONITORING

SECTION 6:
WHAT TO CONSIDER
WHEN POSTING

SECTION 7:
FEEL EMPOWERED
WHEN POSTING

SECTION 8:
DEALING WITH
SEXUALISING REACTIONS

SECTION 9:
CLOSING



20 weeks
1 semestre
2021



Individual project

DESIGN PROCESS AND LESSONS LEARNED

Here I present the project's stages, while reflecting on the lessons learned in relation to each step.

1 DEFINING THE DOMAIN: teenagers and sexualisation



Talk to stakeholders and research literature to fully understand the context



Leave assumptions aside, let the findings guide your design process

Goal: Come up with concepts that cover the entire design scope



MOBILE APP



DISCUSSION: GUIDED, GROUP CONVERSATION



ADDING STICKERS OR HASHTAGS ON POSTS

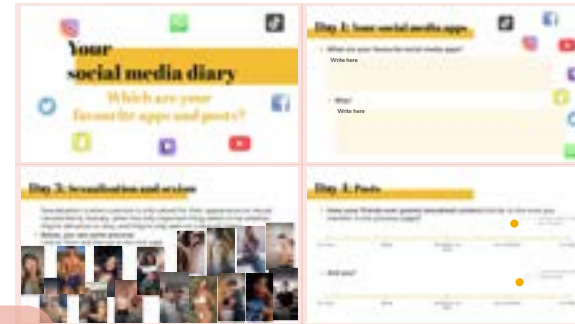
Evaluating concepts with different stakeholders offers various input valuable to make sound design decisions

2 FIELD STUDY

Contextmapping: gather very valuable insights first-hand from the target audience; the real experts

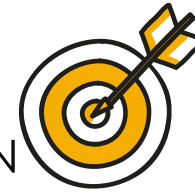
Goal: Gather initial input from target and define design brief

Always adapt to the context. Digital sensitising booklet: continuous monitoring and improvements



Digital sensitising booklet

3 DESIGN BRIEF



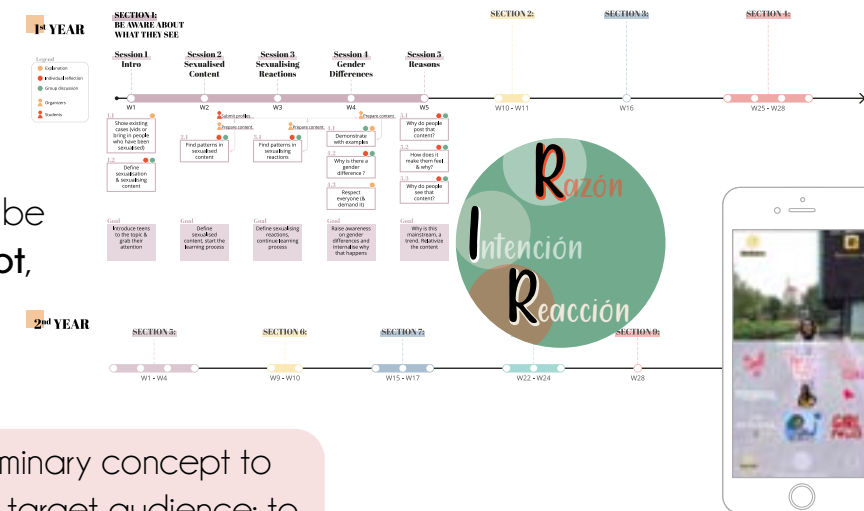
A living document: adapts to the findings and guides the design activities

Goal: Define a clear problem statement, intended interaction and design goal

6 PRELIMINARY DESIGN PROPOSAL

Focus on what aspects need to be tested to validate the concept, and design the test setup

Goal: Propose a preliminary concept to evaluate with the target audience; to what extent is the design goal met?



4 CO-CREATION SESSIONS

Have a clear goal and plan how to run the sessions and analyse the collected data



Online co-creation sessions

7 FINAL CONCEPT

Complex contexts pose big challenges. To offer impactful and feasible solutions, scaling down might be necessary

Goal: Propose a final concept that reflects all the findings gathered throughout the project

The sexualisation Dialogue

A program for secondary schools, with multiple workshops to gradually educate teens. Introducing two tools to empower them and teach them to apply the learned lessons



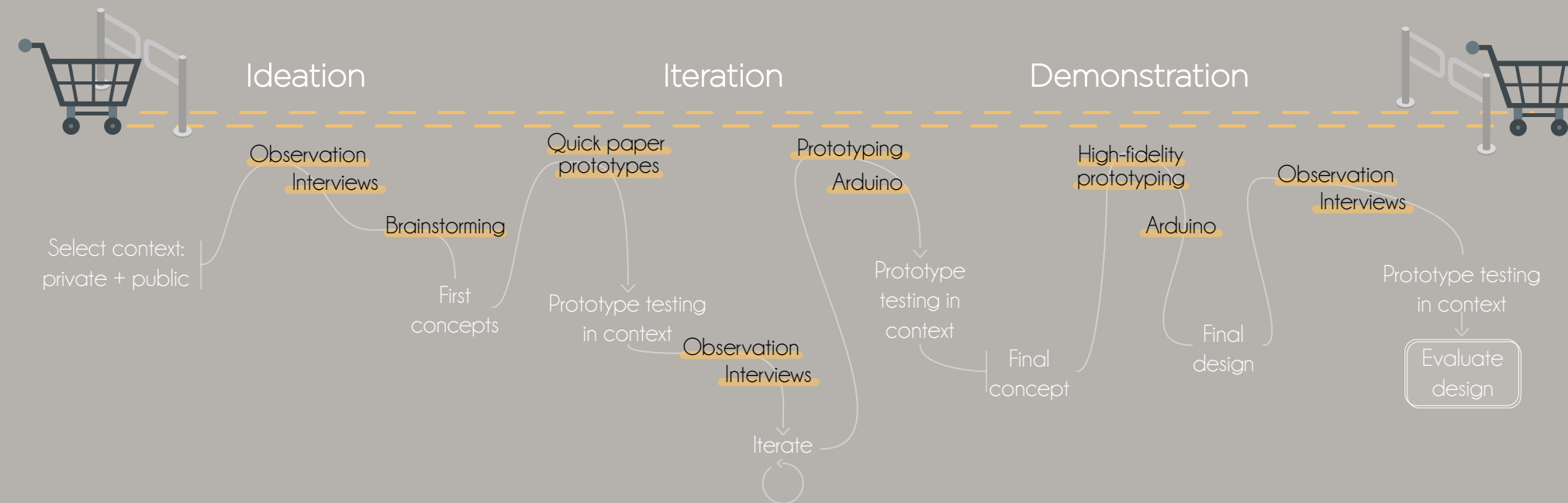
02.

SWAP A BAG

GOAL

Make customers at the Albert Heijn feel proud of choosing reusable bags over one time plastic bags

Phases & Tools



20 weeks
1 semestre
2019-2020



Individual project



DESIGN PROCESS AND LESSONS LEARNED

Here I present the project's stages, while highlighting the lessons learned in relation to each step.



Choosing a **context/challenge** you find interesting and **relevant** is crucial.

EXPLORING THE CONTEXT

Taking time to **analyze** the context and its **challenges** is important. **Be prepared!**

OBSERVATIONS & INTERVIEWS

Going into the field is most insightful. Plan what to observe and ask your users. Get the most out of it!



Selecting a **scope** is important, it's better to do one thing right than to try to solve everything and fail to do so.

SELECT SCOPE & DEFINE DESIGN GOAL

The design goal should be specific. **Emotions** and **actions** make the desired interaction richer.



IDEATION & PROTOTYPE TESTING

Work **towards** the design **goal** and have a clear **idea** of the **intended outcome**.

Be realistic. Don't try to do too much at once, scale it down.



Test one thing at a time, to pinpoint what ideas work and which don't.

TEST 1



TEST 2



TEST 3



Plan time ahead to **ideate** again in case the first round doesn't bring you the desired outcomes.

NEW CONCEPT CREATION

The **fidelity** of the prototypes should **match** the context.

TEST 4



TEST 5



Consider the **difficulties** of the **context** when planning the test.

Plan time to make **changes** to your prototypes **on the go**.



FINAL DESIGN



Prototype should be **sturdy** enough so users can't damage it when using it.

FINAL EVALUATION



Adjust **participant recruitment** strategy based on context.

Choosing the right method:
Self-report **questionnaires**
- eases data gathering
- overcome **language barrier**



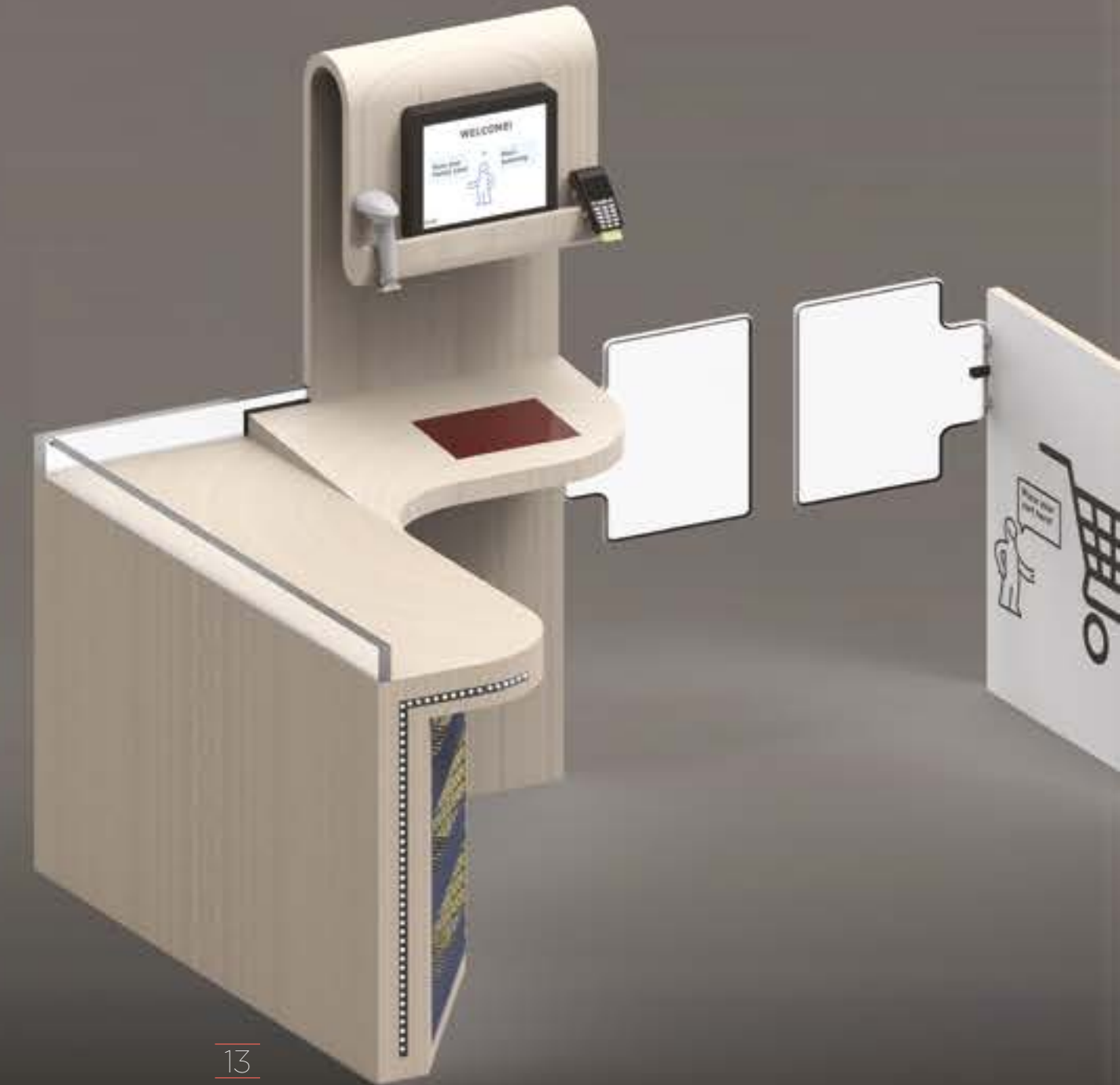
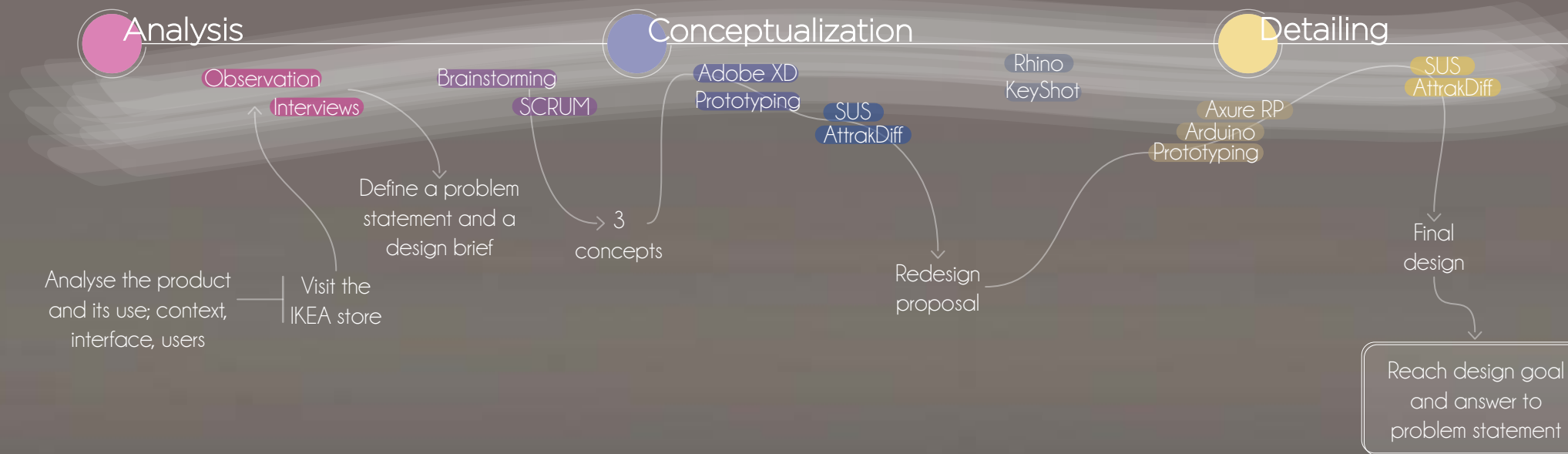
03.

IKEA SELF SCAN

GOAL

Redesign the self-scan check-outs at IKEA
Delft

Phases & Tools



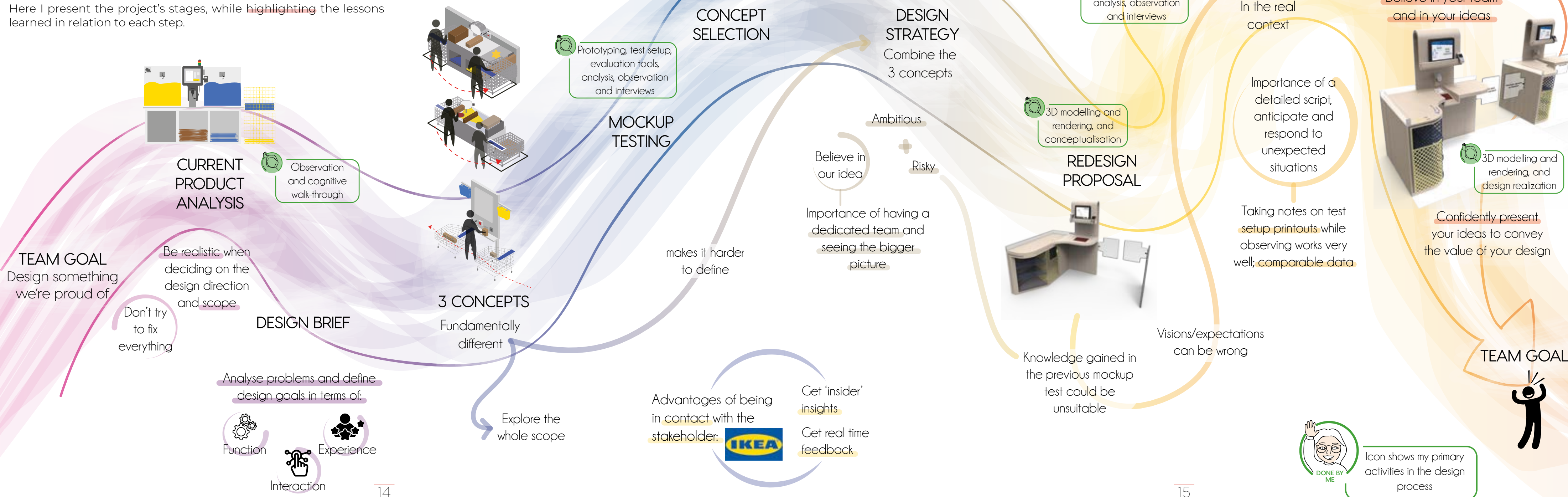
20 weeks
1 semestre
2019



Team project

DESIGN PROCESS AND LESSONS LEARNED

Here I present the project's stages, while highlighting the lessons learned in relation to each step.





Thank you
for getting this far

If you want to know more, please contact me:
anebrena@gmail.com
064582126

