

# CONTENT

- Inner Motives
- Ways of Working
- Voices and Values
- Shaping Influences
- Exchange and Response
- Imagining Tomorrow


# ABOUT ME

WANG JIAYI · 王佳怡

Welcome to my personal  
website: [hiwangjiayi.com](http://hiwangjiayi.com)  
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more information.

worth  
designing?

S y s t e m s  
S p a c e  
S e r v i c e s  
H u m a n i t y



WANG JIAYI · 王佳怡

By an Interdisciplinary Experiences  
Designer exploring how experiences  
take shape.

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## KEY TERMS

**Systems** – Make complexity navigable.

**Space** – Context shapes behaviour.

**Services** – Continuity happens at handoffs.

**Humanity** – Dignity is a design outcome.

**How to read:** more dots = stronger focus. ●●●

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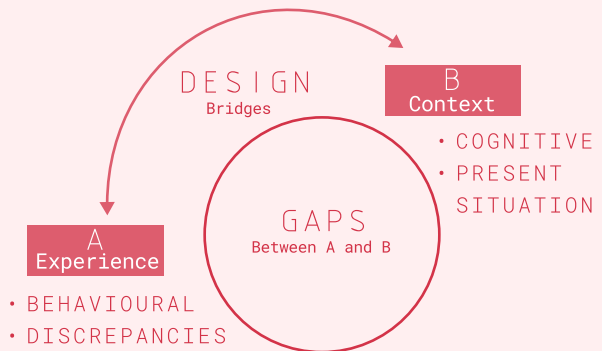
I repeatedly choose topics shaped by **gaps** : when lived experience diverges from public understanding, when systems grow more complex and people are left behind, and when space becomes disconnected from public life.

These gaps make everyday life awkward and inefficient, and can even undermine dignity and a sense of participation. I'm highly sensitive to such disconnects, so I use design to **build bridges** —making complexity more understandable, accessible, and sustainable.



## • Inner Motives

What feels worth designing?



Systems  
●●●

Space  
●

Services  
●

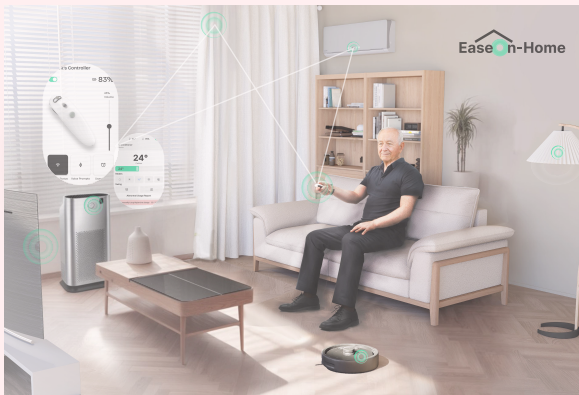
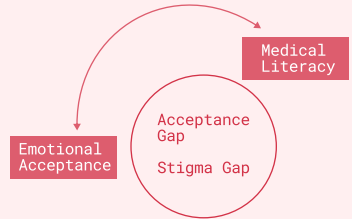
Humanity  
●●

# From Gap to Bridge



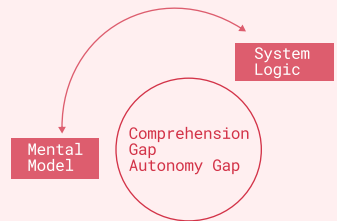
## PCOS Service

A service design reducing the stigma and supporting structured preparation for hormonal disorders by clear science and emotional reassurance.



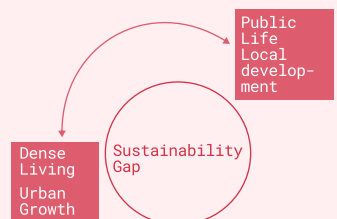
## EaseOn-Home

A tangible remote + companion app for the elderly, enabling them to confidently and effortlessly operate various devices throughout their home.

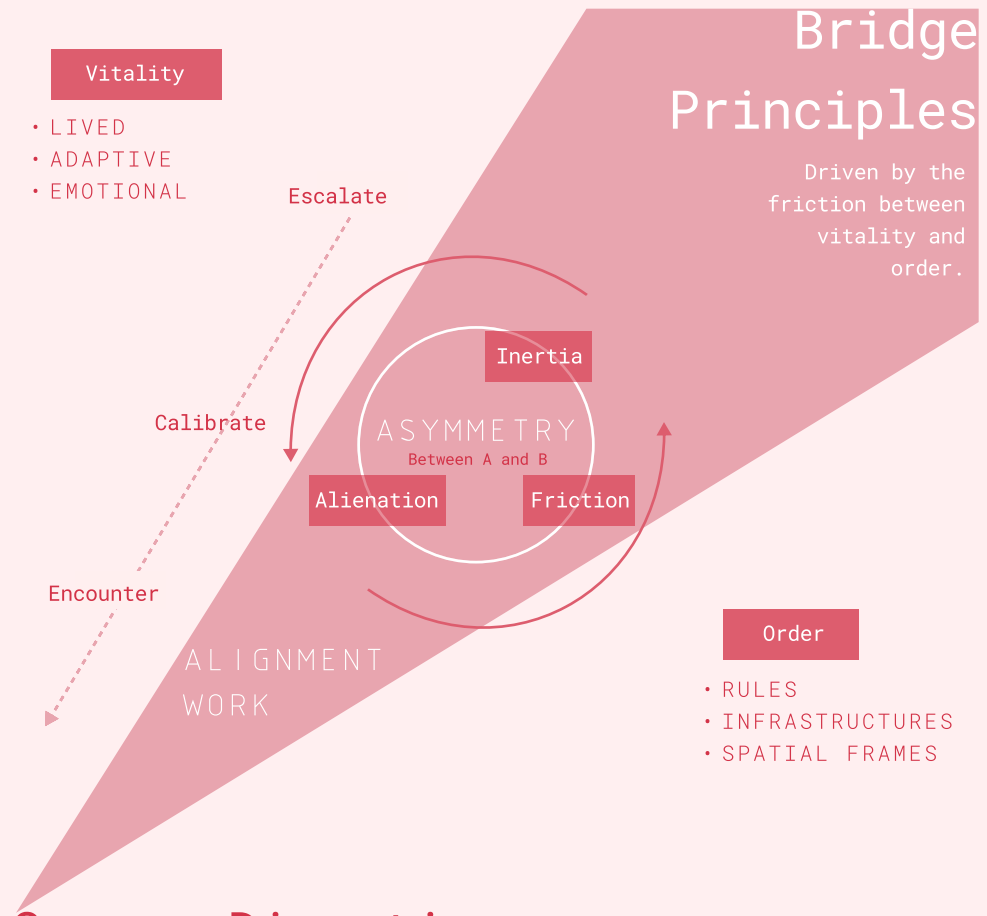


## Final Major Work

A spatial service infrastructure proposal that reconnects public life and local sustainability through an "industry-academy-community" collaboration model.







## Career Direction

Driven by the urge to mend systemic disconnects, I apply my Focus across these evolving landscapes.

- **Focus:**  
Service & UX Integration | Spatial Experience Design
- **Contexts:**  
Mental Well-being & Emotional Load  
Civic Engagement  
Mobility Futures
- **Areas:**  
Healthcare Settings  
Ageing Communities  
Public Infrastructure

I use **the Double Diamond** as my **default design structure**, but I don't treat it as a fixed script.

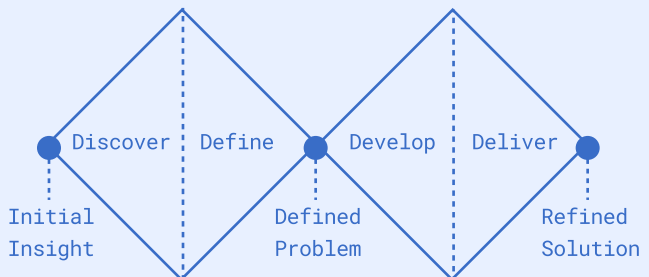
My workflow is a **repeatable loop** of **recording → reflecting → iterating**.

I start with a clear logic frame to make the problem legible, then adapt it when new insights or intuitive ideas emerge. **Reflection is essential**: I review my own choices and actively invite feedback from others, so each iteration is accountable and improvements are traceable.



# • Ways of Working

How do I move from ambiguity to decisions?



Systems  
●●●

Space  
●●

Services  
●●

Humanity  
●

# My Working Profile

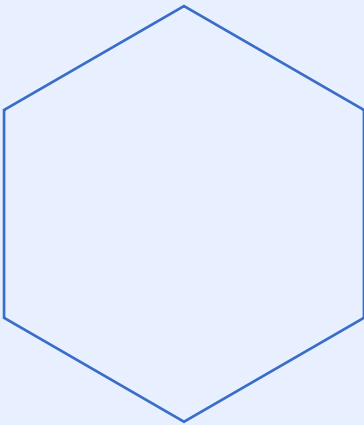
## Positioning Map

	option1	option2	option3	option4	option5
Artistic-Pragmatic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Conceptual-Technical	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collaborative-Independent	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Structure-Detail	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Divergent-Convergent	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Primary-Secondary	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I'm usually the kind of person who first spreads out the possibilities together with others and then bundles these confusions into a clear and executable path.

## Spatially-guided design

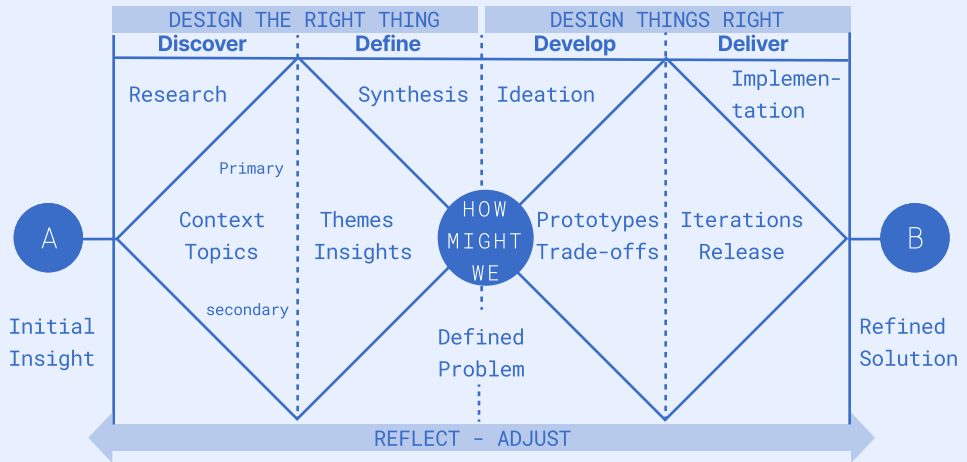
With an undergraduate background in Environmental Design, I rarely look at an interface on its own. For me, space is the entry point to understanding systems, services and humanity.



### Draw your own space lens

1. Think of a place you know well (home, commute, studio, street...).
2. Use the hexagon as a quick map and note the four words around it:  
Systems · Space · Services · Humanity.
3. Add lines or small icons to show which sides feel “strong” for you and which ones are often missing.
4. The shape you get is your current spatial lens – the way you naturally read a situation.

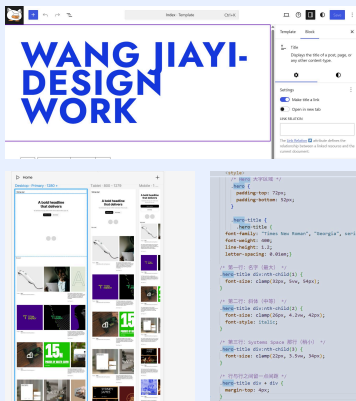
# My Work Flow



## Choosing the medium :

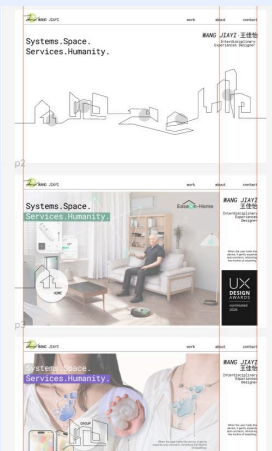
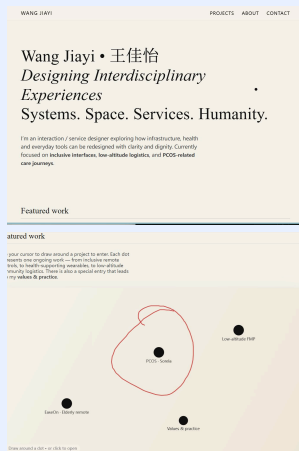
### Discover & Define

From Figma → WordPress → custom code, I tested which format best supports the story I want to tell.



## Iterating interaction : Develop & Deliver

Different layouts and motion tests helped me tune how the site feels, not only how it looks.



# Jobs I Suit

I'm best suited to **hybrid roles** that sit between design and product.

- Product Manager / Experience-led Product Owner
- Interaction / Experience Designer for spatial-digital projects
- Design Researcher / Design Strategist

My values are the parts I don't compromise on.

They guide **which topics I take on, who I speak for, and the attitude my work presents to the world.**



- # Voices and Values

## My design Values

### 尊严 Dignity

Treat people as whole persons, not just users or data points.

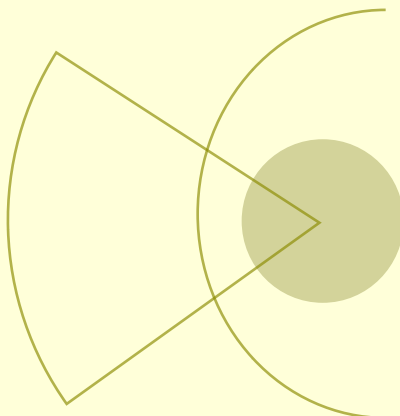
### 沟通 Communication

Make complex issues talkable and understandable across backgrounds.

### 实验性 Experimentation

Keep room for safe experiments instead of only repeating proven patterns.

What won't I compromise on?



Systems



Space



Services



Humanity



# Design as a Voice for Whom

The specific  
groups in my  
projects:

- **Users facing communication barriers**

For example, language barriers, health literacy gaps, and feelings of embarrassment can all contribute to an inability to articulate one's needs.

- **Users who are often misread in institutional settings**

Individuals who are frequently misunderstood and reduced to mere numbers or labels within systems such as hospitals, government bodies, and platforms.

- **Non-expert users in complex systems**

PCOS  
Service



Health-seeking under stigma

EaseOn-Home



Older adults in smart homes

Final  
Major  
Work



Residents in dense urban quarters

# The design expresses what spirit

**Guided clarity**  
Flows, visuals and copy are structured as gentle guidance

**Conversation first**

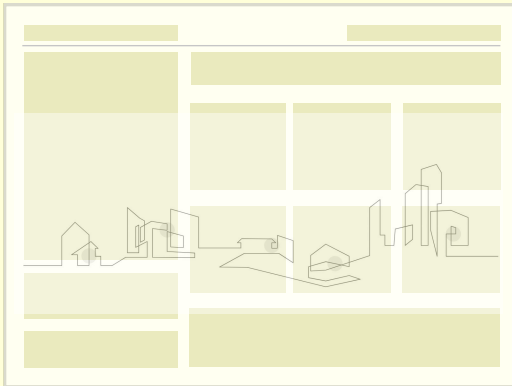
**Dignity centred**

**Grounded experimentation**

**Quiet empowerment**  
Give people calm confidence rather than dramatic change.

**Low-barrier experimentation**  
Turning prototypes and services into safe spaces to explore.

# Design Choices

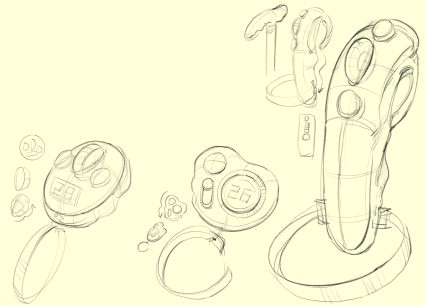


## Personal Website

I reframed the site as a communication platform: clear in structure, but written in an inviting tone, making it easy for visitors to talk to me, not just browse my projects.

I chose not to oversimplify the interface, but to keep a full sense of operation and autonomy, breaking complex flows into calmer, predictable steps so they can use new tech with confidence rather than anxiety.

## EaseOn-Home Remote



## PCOS Wearable

I shaped the monitoring device as a necklace worn on the chest instead of a hidden medical gadget.

The form echoes both “bubbles” and internal symptoms – a soft, playful object that still points back to the body.

Together, these references and experiences shape me into a designer who treats spaces and services as narrative systems:

Always **listen**, map what is **really happening**, then build structured yet **playful frameworks** that **help people feel seen** rather than just managed.



# • Shaping Influences

What makes one become that designer?

**System-minded · Ethnographic listener · Care-oriented storyteller**

Systems



Space



Services



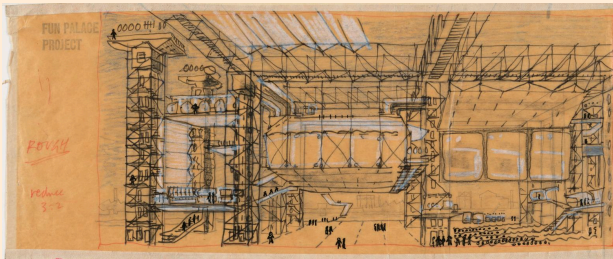
Humanity





# External shaping

External influences that frame my approach to structure, observation and narrative.

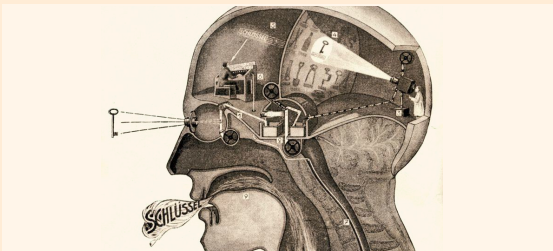


Fun Palace –  
Cedric Price

Structure / System /  
Spatial Framework

Ethnographic

Observation and  
Recording Methods



Semiotics

Visual Language,  
Information Architecture  
and Readability

Disco  
Elysium

Multi-layered Narrative /  
Emotional Visualisation



# Experience Shaping

Experience.Location.Characters.

## Helper

Deriving self-worth from helping others.

Design enables me to help more people through my own creativity.

## Listener



Enjoyed listening to stories and observing different lives, gaining a deeper appreciation for narrative.

## Maker

It all began with fan art, finding fulfilment through creating tangible pieces.



## Reflector

Turn setbacks and confusion into self-reflection.



## What do these compose?

Together, these experiences shaped me into a designer who mends gaps through helping, listening and making – rather than just styling objects.

## How this appears in my portfolio

These experiences also shape how I present myself online. My **website** is built as a **guided journey** rather than a static gallery: vivid colours, conversational copy and system-like maps **invite people to talk to me, not just browse my work.**

Design for me is never a solo speech – it is an **ongoing conversation**.

I communicate as a **structured bridge-builder**:

in teams I organise discussions, map different viewpoints and keep things moving with clear, concrete answers.

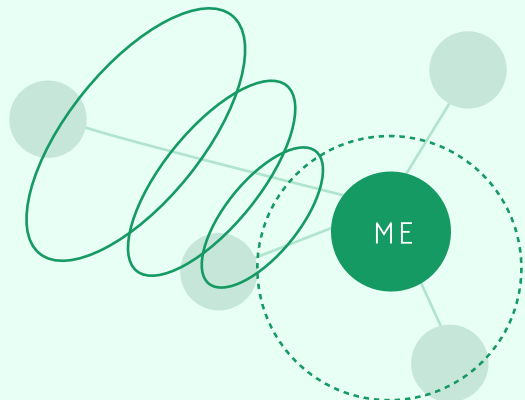
I'm looking for partners who enjoy this kind of dialogue:

long-term collaborators, universities and curious learners who want to see my process, question it with respect, and build better work together.



- # Exchange and Response

What kinds of conversations do I build around my work?



Systems



Space



Services



Humanity



# Peer interview

## Mock Interview Feedback

### Clarity of Answers



### Structure and Logic



### Evidence / Examples



### Confidence and Tone



### Professional Presentation



### Strengths

Clear logic, fluent sentences, fluent oral expression. Express confidence and answer in detail and methodically

### Improvements

The interviewee should pay attention to the questioner's questions and not answer them ahead of time

## Reflection

I tend to anticipate what people are going to ask and start answering before they finish, which can close down space for real dialogue. This made me realise that good communication in design is not only about having strong arguments, but also about pacing, listening and leaving room for others to think.

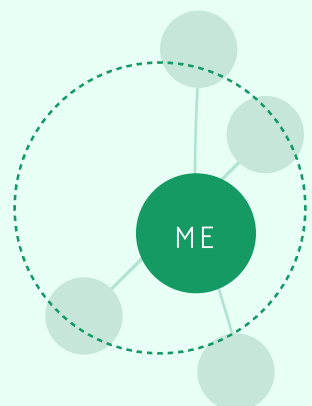
Going forward I want to practise slowing down, checking my understanding of the question, and inviting follow-up questions instead of just delivering long, complete answers.

# How I show up in a team

## The team mediator & Mapper

Organise team matters , and as a coordinator ensure all members understand the task requirements and provide assistance, offering innovative suggestions where appropriate.

- **Bridge-Builder** – connects different disciplines and thoughts in the team.
- **Structured but flexible** – likes having a framework, but updates it when new insights appear.



# Improve work based on feedback from others

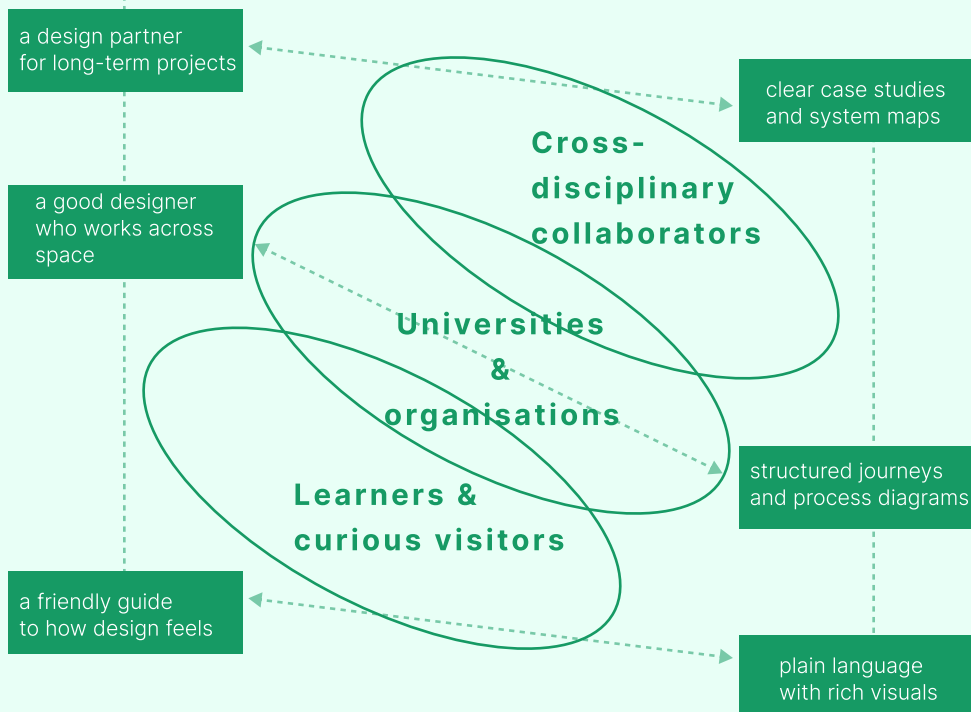
## Example-EaseOn-Home

When designing a remote control, I underwent a significant shift in my understanding of the target user's requirements and the aims of the product design itself.

Before	Advise	After
<b>Saw older users mainly needing simplified control.</b>	Use interviews to check assumptions and watch how they actually learn and try.	<b>See them as needing more safety and confidence in the system.</b>
<b>Treated the remote as just "another smart-home interface".</b>	Being asked: What does this change in their effort, learning and feelings?	<b>Position it as a companion that guides the flow, keeps actions predictable, and protects users' sense of autonomy.</b>

## Who I look for in communication

Looking for



My website and this journal are invitations to that kind of dialogue – a place to start a conversation, not just to scroll through finished images.

I offer

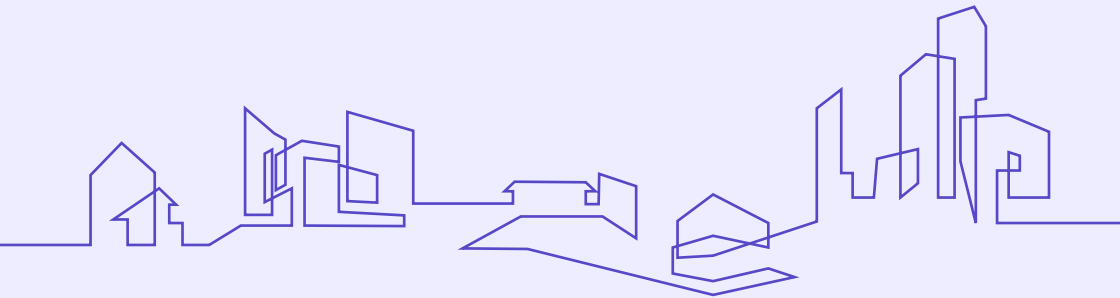
In the future, I hope to continue exploring the relationship between **technology and humanity** from a more systematic perspective.

By integrating the perception of people and space from my undergraduate studies in environmental design with the interactive logic of UX, I aim to create **more inclusive service and product experiences.**



# • Imagining Tomorrow

My Future View



Systems



Space



Services



Humanity





# Sustainable Development Goals and Risks

Goal :

- Work with studios, universities or public organisations on real cycles
- Stay close to discussions on ageing, health and civic infrastructure

## Enhance design autonomy and establish a personal methodology / brand identity

Goal :

- Build a clear personal method and visual language
- Be recognised for bridge-building work across systems and space

## Freelancing

Goal :

- Take on small commissions, workshops and self-initiated research
- Use freelance work to test new formats and collaborations

## Stay connected with industry foresight

Risk :

- Over-commitment to production work and losing time to reflect
- I want teams that respect research and process, not only output speed

Risk :

- Risk of being over-branded as a “style” instead of a thinker
- Avoid projects that conflict with my values just for exposure

Risk :

- I plan to keep freelance as a partial track, not 100% of my practice

