

Rushell
Rose★
Raphael

PORT
FOLIO

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About Me★

I'm a Product Designer holding a Master of Science in Interaction and Experience Design who bridges human factors research, user psychology, and scalable design systems. With experience designing for global enterprises, spatial/AR platforms, and mobile products, I specialize in translating complex workflows into seamless, accessible user experiences.

Skills★

Product & UX Design: Architect intuitive UI layouts, design systems, and end-to-end user journeys in Figma. Build wireframes, interactive prototypes, and clear information architecture for web, mobile, and spatial platforms.

Research & Human Factors: Conduct specialized usability testing and human-factors research to solve ergonomic and visual fatigue constraints. Translate complex user behavior data into accessible, WCAG-compliant design solutions.

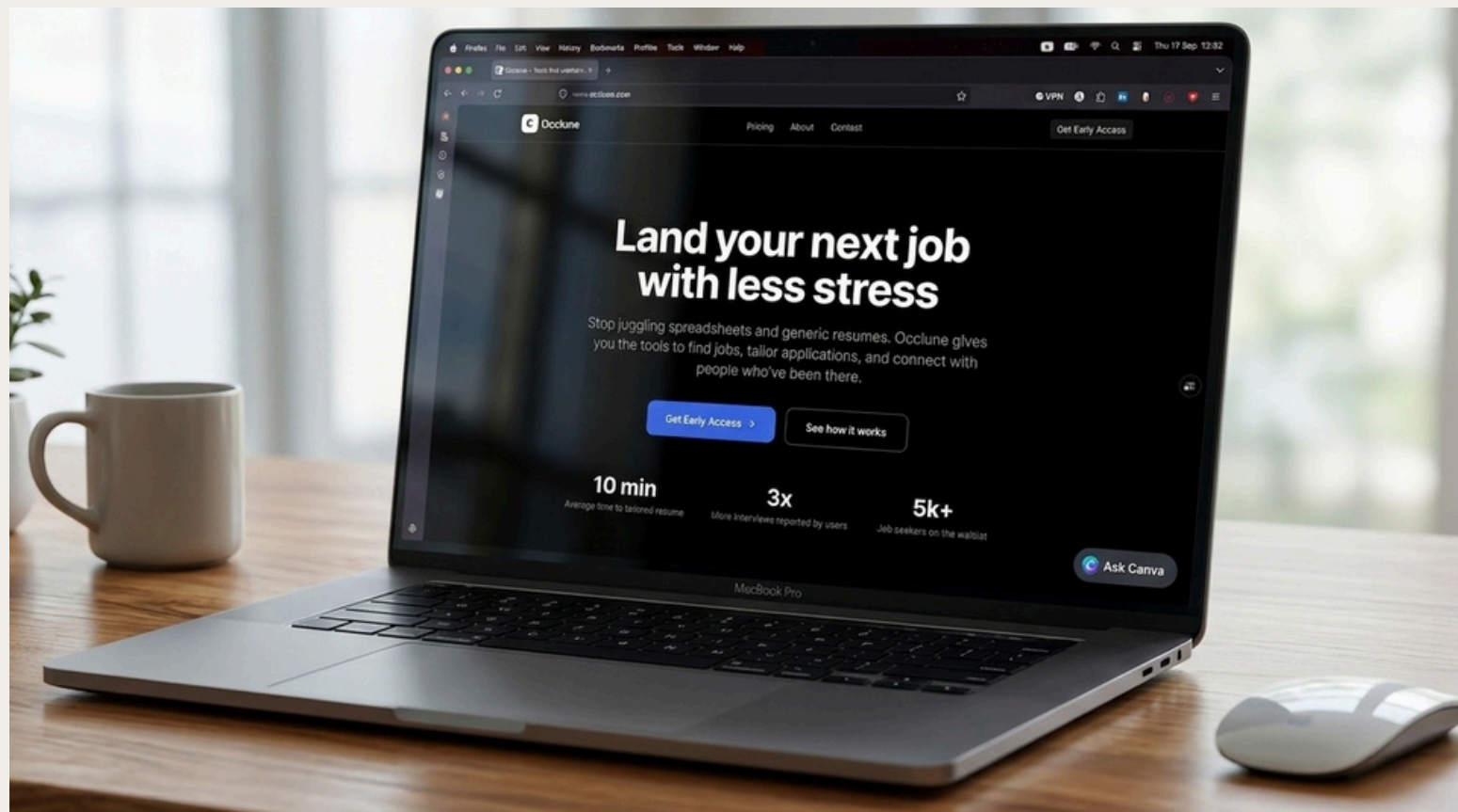
Technical Toolkit: Mastery of Figma, Adobe Creative Suite, and Blender for advanced UI systems, vector graphics, and 3D visualization. Experienced in agile collaboration, micro-copy editing, and seamless developer handoffs.

PRO*
JECTS

project #1

Occlune★

AI Assisted Job Search & CV Management Suite



occlune.com

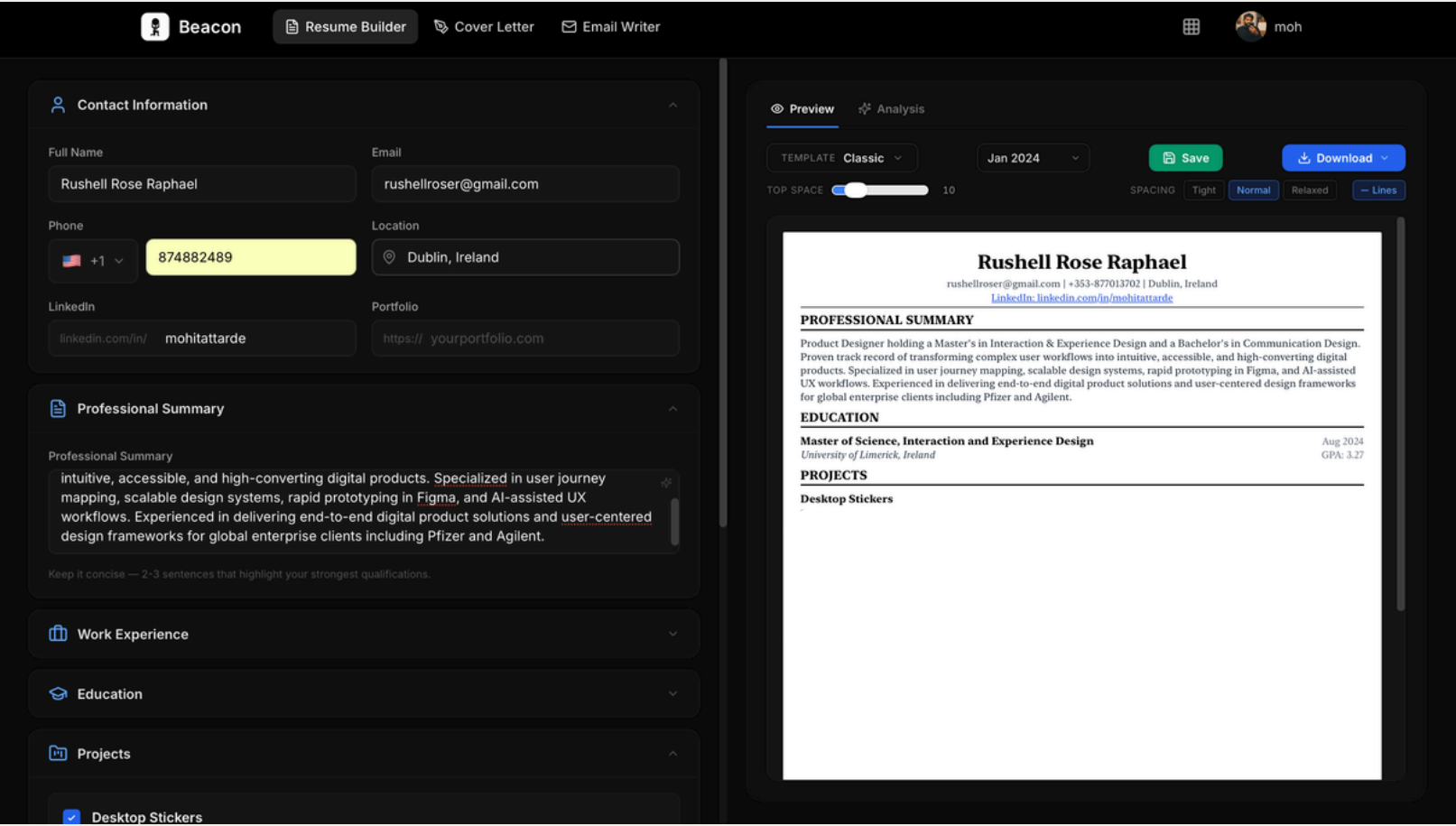
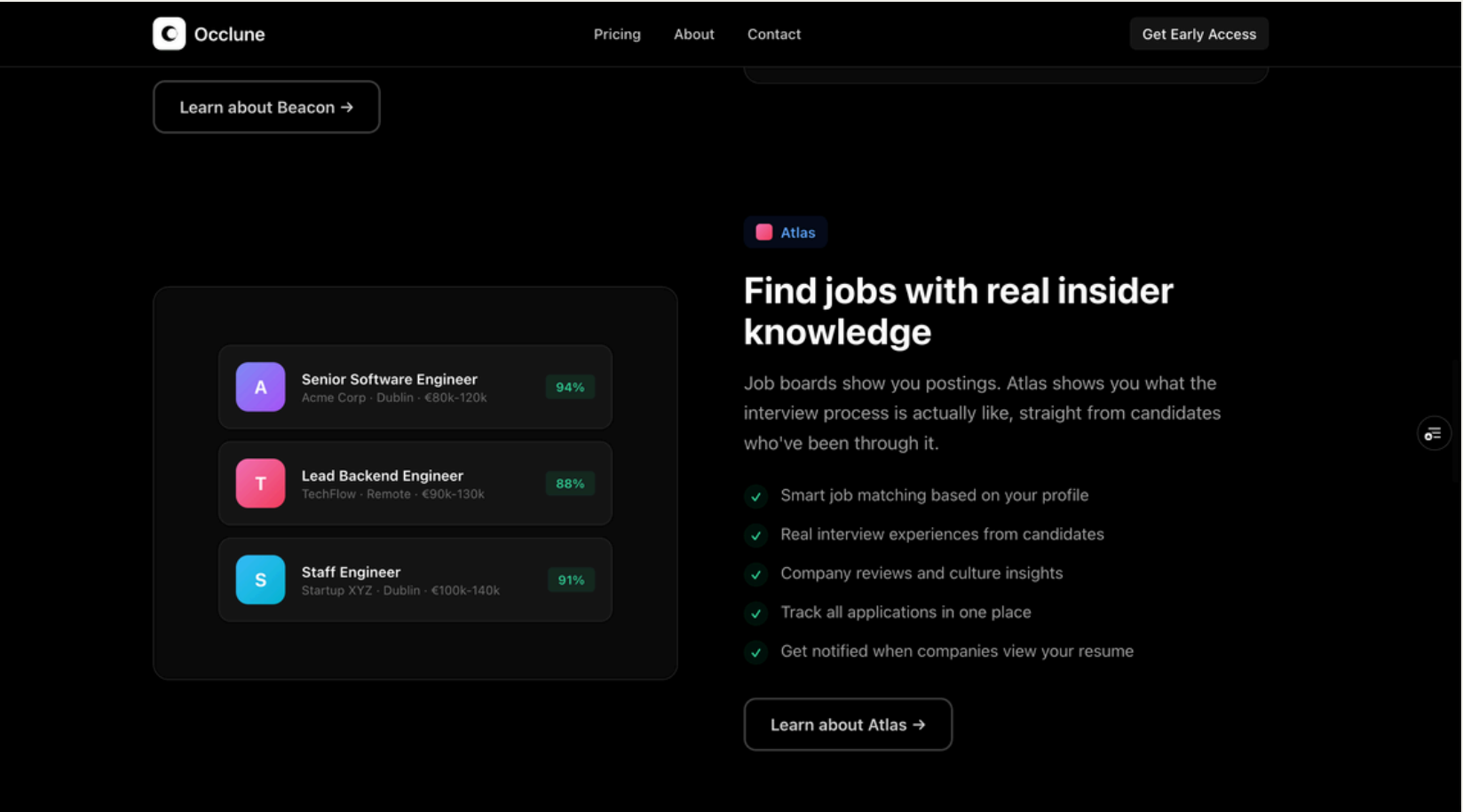
Initial Phase:

occlune user journey and initial wireframes

The Problem: Tailoring applications is tedious, often forcing job seekers to rely on generic CVs. Interview prep adds further strain, leaving candidates with broad advice that rarely matches specific role demands.

Interaction Pattern:

- **Beacon (AI Generation & Control):** Designed real-time inline editing, override controls, and visual diff previews for AI-generated CVs and cover letters. Users maintain complete agency to accept, reject, or manually tweak AI outputs rather than relying on black-box automation.
- **Atlas (Interview Intelligence & Guidance):** Built contextual, step-by-step interview preparation workflows that analyze target role requirements against candidate experience. Instead of overwhelm, Atlas serves actionable, bite-sized interview insights with clear visual anchors to minimize cognitive overload during high stress prep.
- **System Guardrails:** Standardized confidence indicators and explicit prompt tweak controls across both engines, giving users total transparency into why the AI made specific recommendations.



Human Factors & Ergonomic Design Systems

- **Cognitive Load Reduction:** Architected a high contrast layout, clean typography hierarchy, and accessible form components (WCAG 2.1 AA) to minimise visual strain during high stress job search sessions.
- **Multi Tool Architecture:** Unified three complex product engines into a single frictionless workspace, streamlining user navigation paths.

Measurable Impact (Soft Launch Phase)

- **Workflow Acceleration:** Reduced application creation time from ~45 minutes to 10 minutes per candidate during early testing.
- **Early Task Success:** Achieved 85%+ task completion rates in initial user testing across automated resume generation and inline editing flows.
- **User Retention & Growth:** Onboarded 200+ initial soft launch users with zero drop off during the core onboarding workflow.

project #2

Common Grounds★

Interactive Social Discovery Platform

The Problem: UL Campus Connect functioned as a basic chat app, leaving new students with severe approach anxiety and no structured way to bridge cold digital messaging into real-world campus connections.

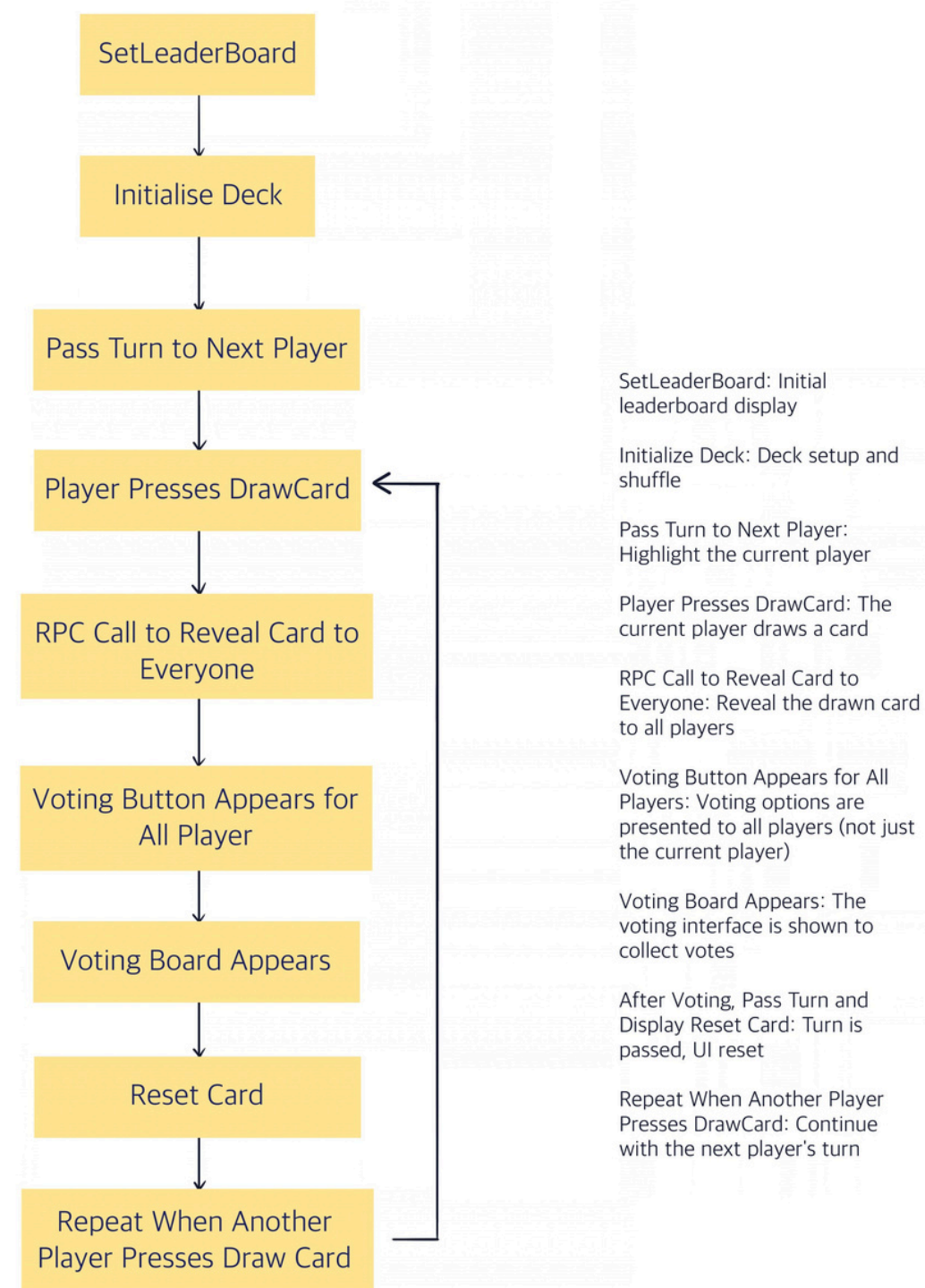
Interaction Pattern:

- **Phygital (Physical + Digital) Bridge:** Designed a physical icebreaker card game that pairs directly with the UL Campus Connect app, using physical cards to trigger digital prompts and leaderboard points.
- **Digital Icebreaker Suite:** Built tap-to-reveal card interactions ("Tap to reveal") in-app to mirror the tactile card game, giving students low friction entry points to initiate conversations without awkwardness.
- **System Guardrails:** Replaced unguided messaging with opt-in interaction states, tactile icebreaker rules, and clear privacy controls to ensure psychological safety and build user trust.



Initial Phase:
Previous Concepts

Game flow chart

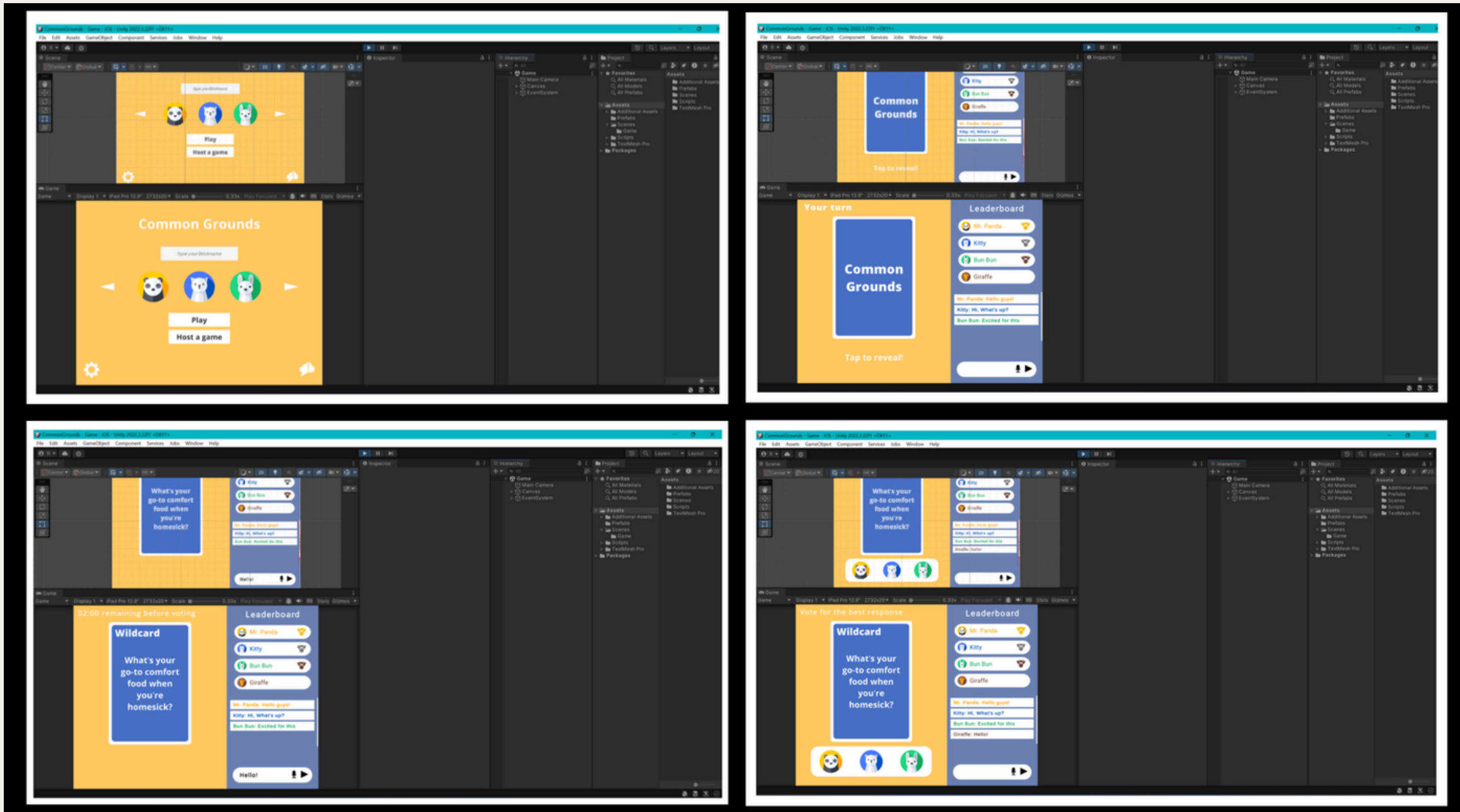


Human Factors & Ergonomic Design Systems

- **Cognitive Load Reduction:** Architected a high legibility UI layer and tactile physical cards with clear typography hierarchy, removing hesitation and social paralysis during face-to-face peer interactions.
- **Multi Tool Architecture:** Seamlessly connected the legacy messaging platform with physical card game artifacts, leaderboard systems, and event modules into a unified ecosystem.

Measurable Impact

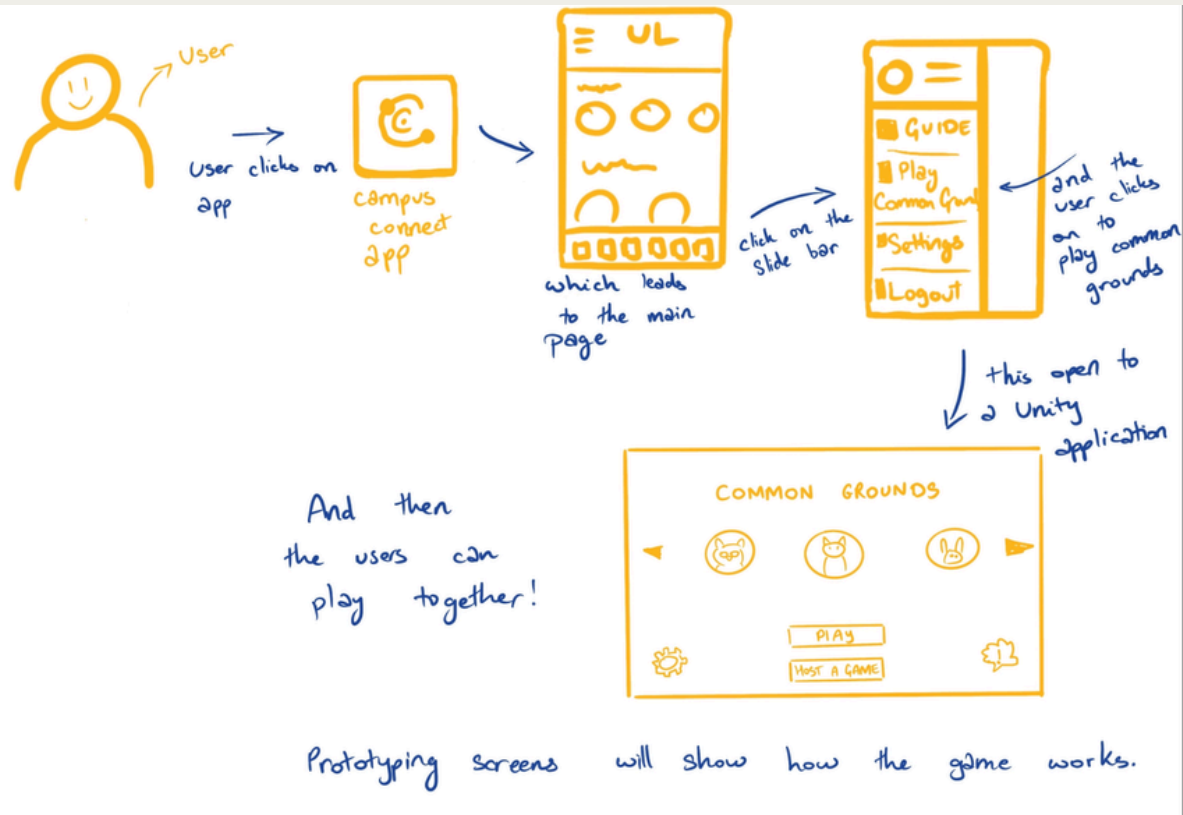
- **Workflow Acceleration:** Increased peer-to-peer icebreaker engagement by 40% during pilot campus testing across 25 participant pairs.
- **Early Task Success:** Recorded a 50% surge in student event participation during initial on campus orientation meet-ups (increasing from 20 to 30 attendees per session)
- **User Retention & Growth:** Achieved an 85% positive feedback rating, with participants reporting a significant reduction in approach anxiety during social interactions.



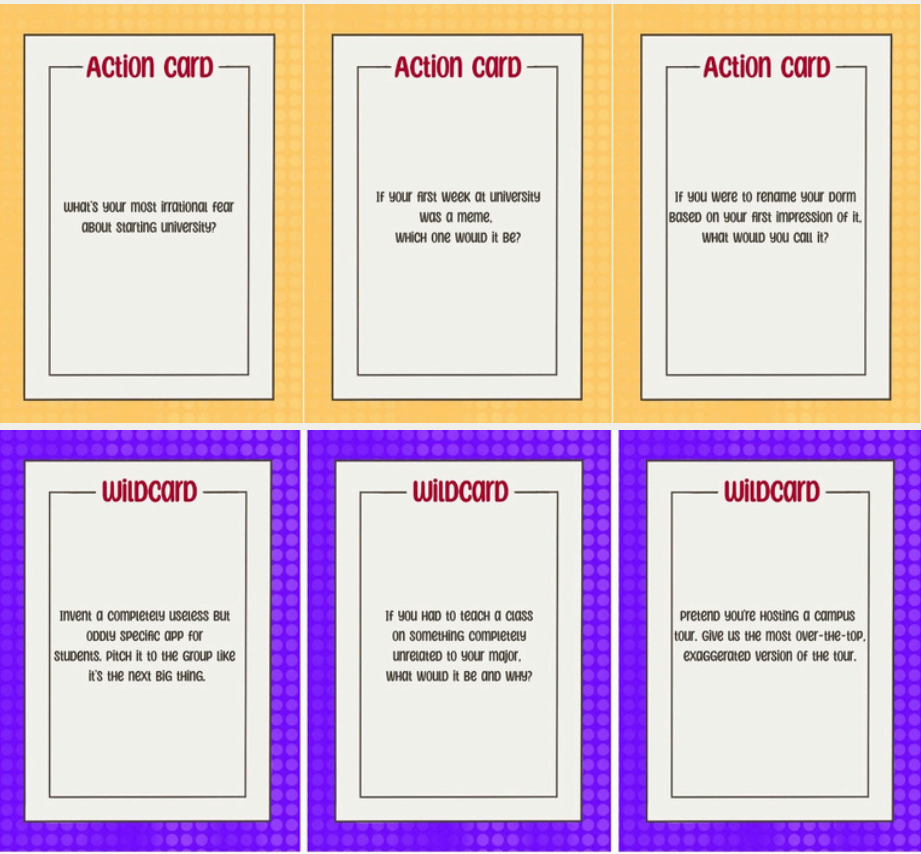
Game play layout in Unity



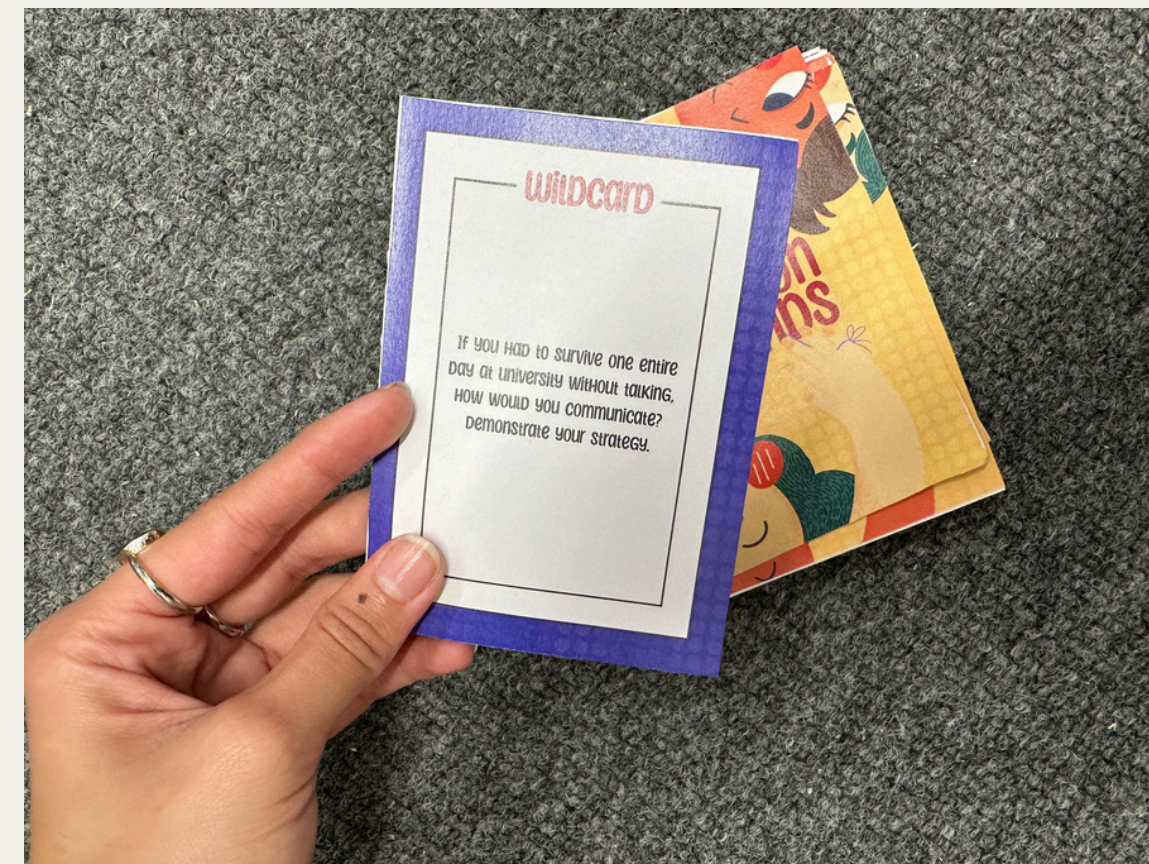
Game elements



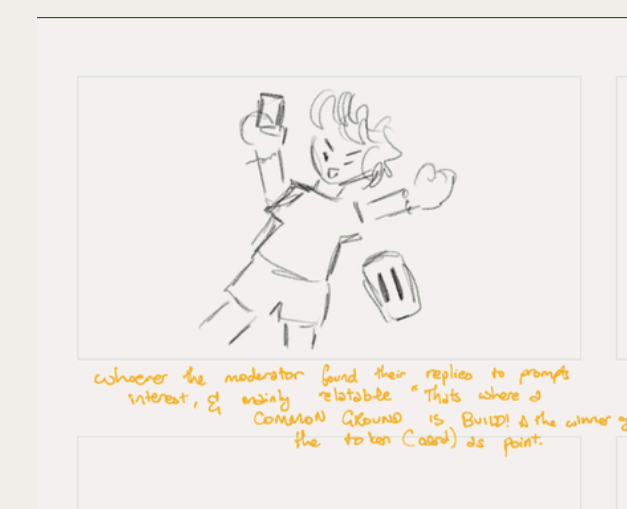
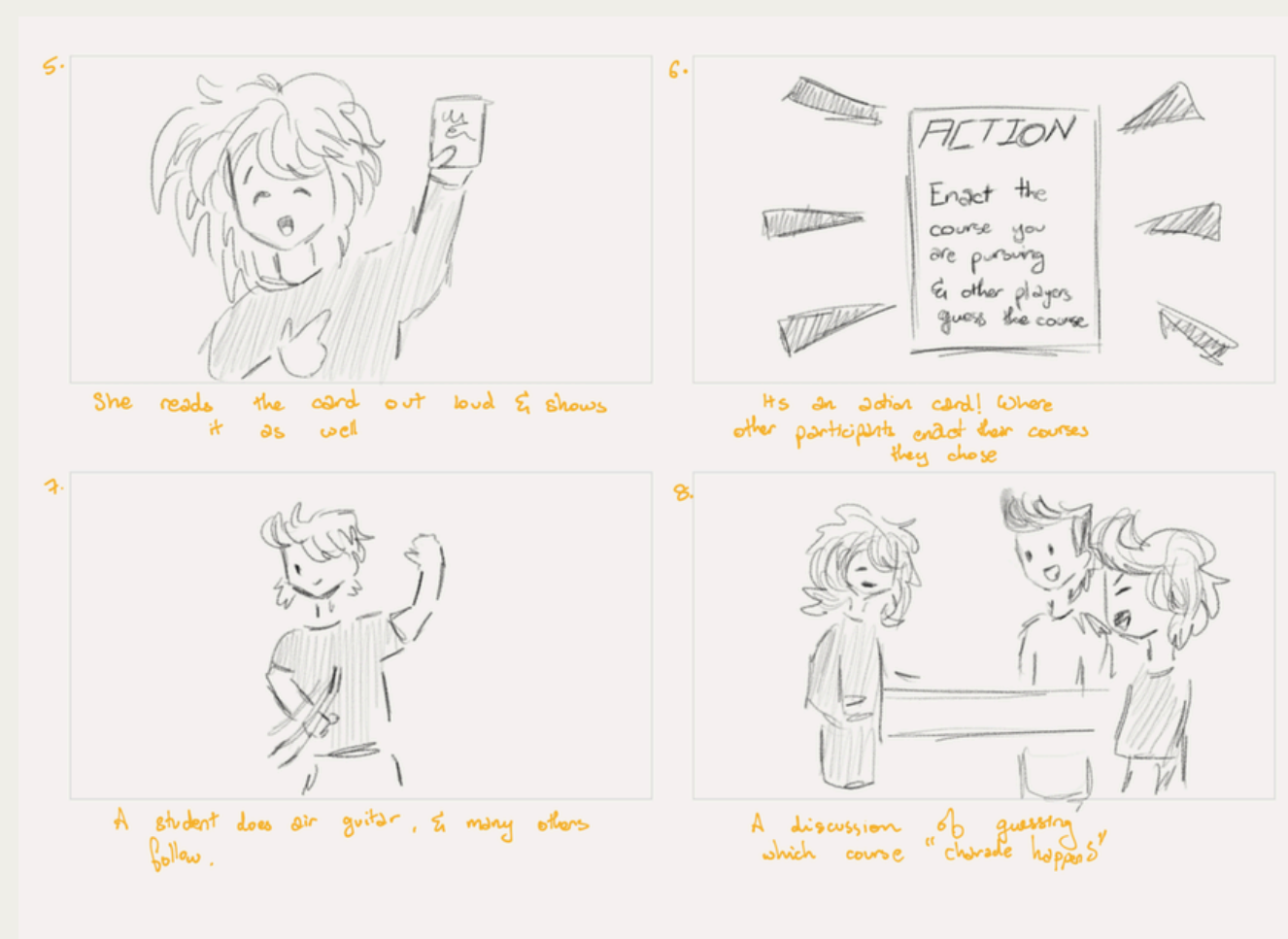
User Journey Flow



Game card elements (also same for physical version)



Card game packaging and cards

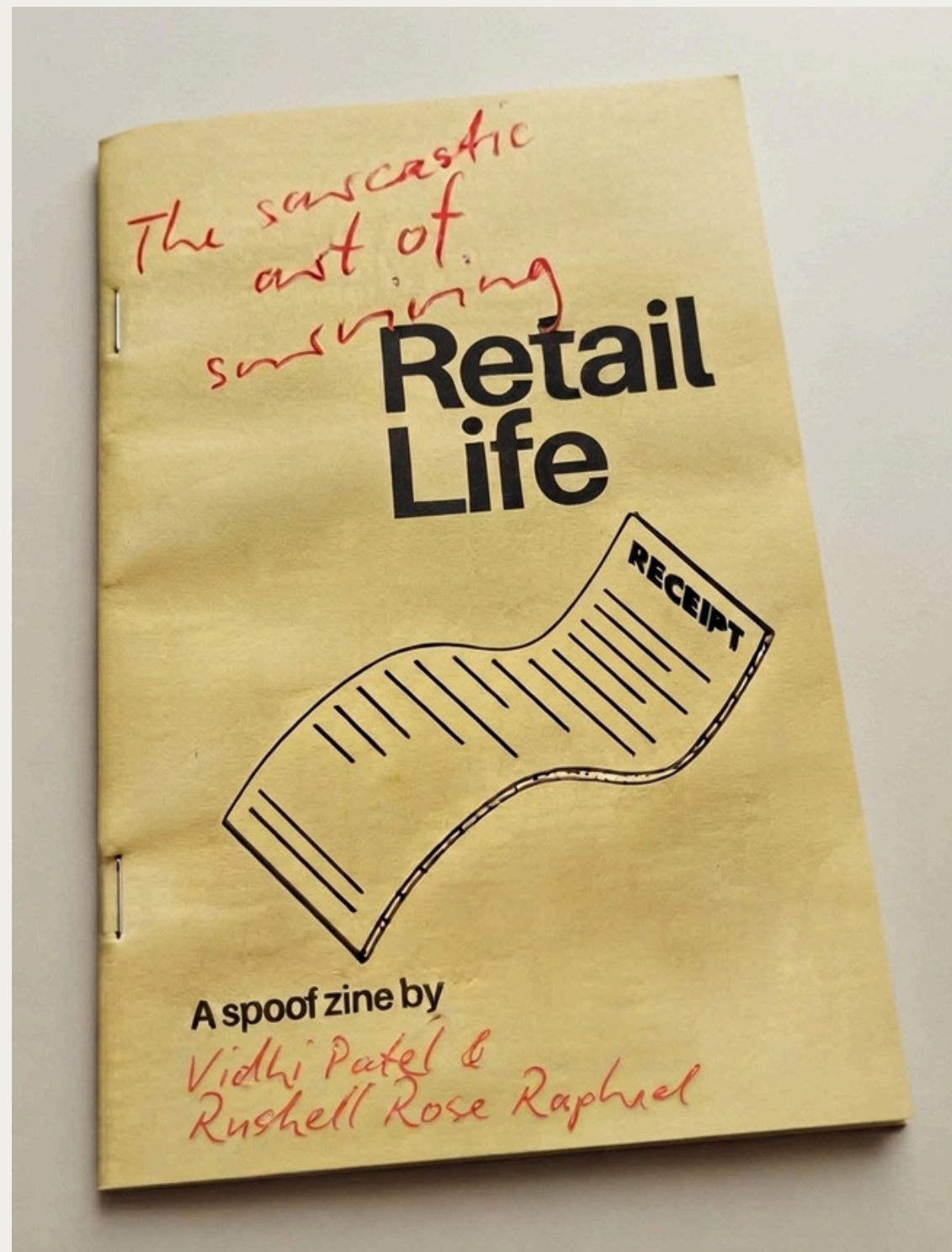


Storyboarding for physical card game

project #3

Retail Life★

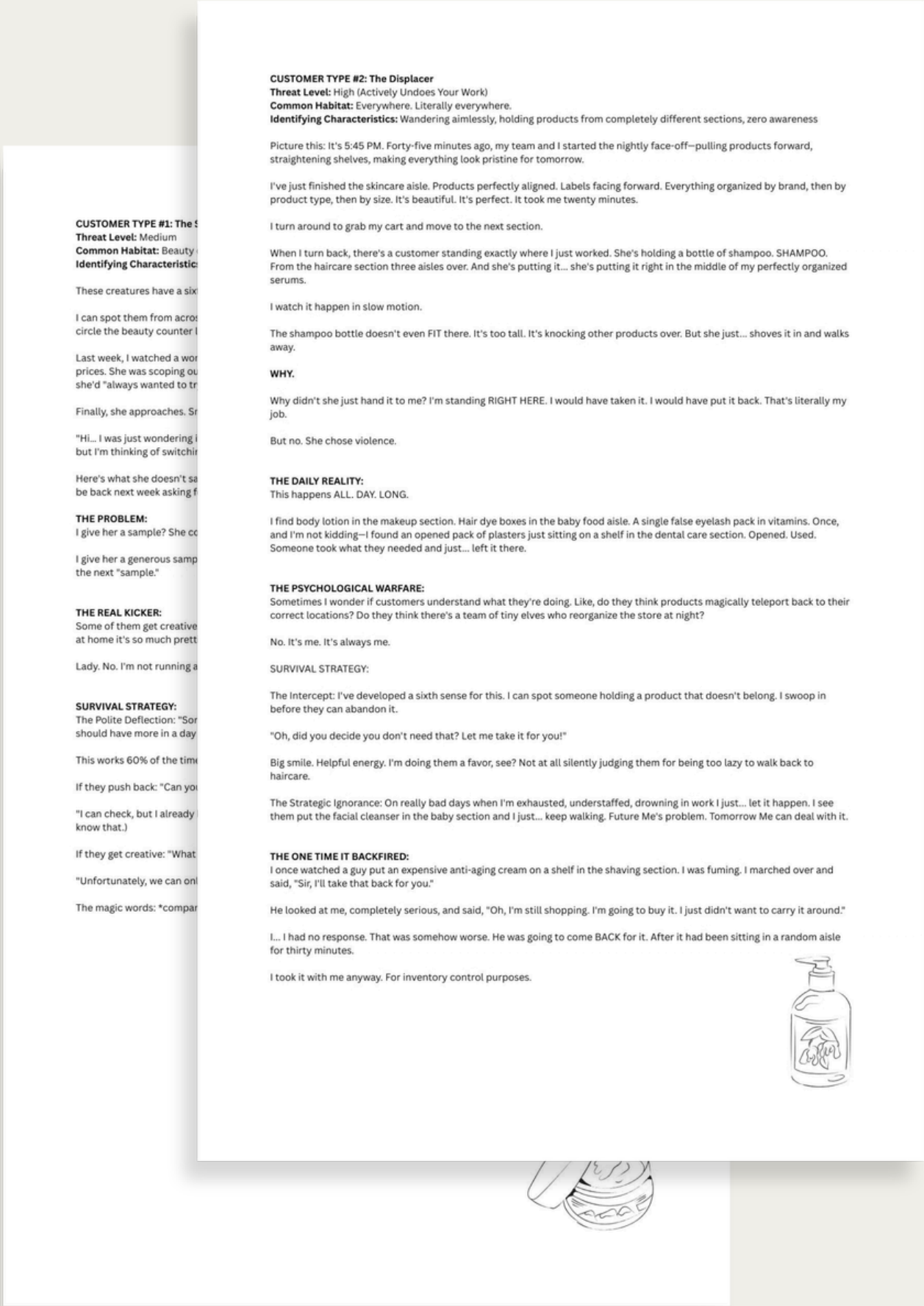
A Humor-Driven Ethnographic Zine



The Problem: Frontline retail staff experience constant operational friction, dealing with unpredictable customer archetypes and rigid management policies that drain daily energy.

Interaction Pattern:

- **Field Observation & Empathy:** Used lightweight ethnographic shadowing on active retail floors to map out real customer behaviors, stress triggers, and daily staff survival strategies.
- **AI Assisted Persona Synthesis:** Leveraged AI tools alongside raw field observations to synthesize distinct behavioral archetypes mapping the emotional spectrum of frontline associates versus inflexible management. Prototyped humorous behavioral archetypes (categorized by threat levels like Medium and High) to study customer intent and staff coping mechanisms.
- **Humour Driven Storytelling:** Transformed dry qualitative field observations into a satirical, illustrated Zine ("The Sarcastic Art of Surviving Retail Life") as a creative design vehicle.



Human Factors & Team Culture

- **Morale & Camaraderie Boost:** Designed as a fun collaborative project to lift team spirits, turning shared workplace frustrations into shared humor and resilience.
- **Creative Problem–Shaping:** Showcases how unconventional, human–centered storytelling can effectively unpack complex behavioral patterns and build deep empathy.

Measurable Impact & Research Results

- **Qualitative Insight Depth:** Successfully captured nuanced frontline pain points and behavioral quirks that traditional surveys miss.
- **Engagement Through Creativity:** Proved that creative, lighthearted design artifacts can make human factors research memorable, relatable, and fun for cross–functional peers.

project #4

BD MAX*

Spatial Interaction Design & Medical Ergonomics

The Problem: Medical professionals navigating AR training environments experienced physical and cognitive hurdles. Such as eye strain and motion sensitivity; stemming from early spatial interface layouts and motion pacing constraints.

Interaction Pattern:

- **Empirical User Research & Testing:** Conducted specialized user research and ergonomic usability testing directly with doctors and medical specialists to map physical thresholds for eye endurance, visual depth, and motion sensitivity.
- **Behavioral Motion Redesign:** Completely overhauled interaction storyboards and motion principles, replacing jarring visual transitions with smooth, predictable spatial cues that aligned with human cognitive and vestibular limits.
- **Human Factors & Ergonomics:** Focused purely on human-centered design principles; analyzing how interface depth, visual contrast, and focal points impact physical ease during extended enterprise training sessions.

40 delegates visited the BD booth out of which 17 delegates could be prospective customers in the future. The BD MAX VR experience turned out to be the center of attraction with visitors being in awe of the innovativeness showcased by BD. DS Envision was extremely useful while highlighting the key features of BD offerings.



Around 35 delegates experienced DS Envision which also sparked additional interactions around BD products.

The BD MAX™ virtual demos were delivered via Oculus headset to 25 delegates that visited the BD booth.



4 marketing tactics were leveraged to create buzz around BD MAX™.

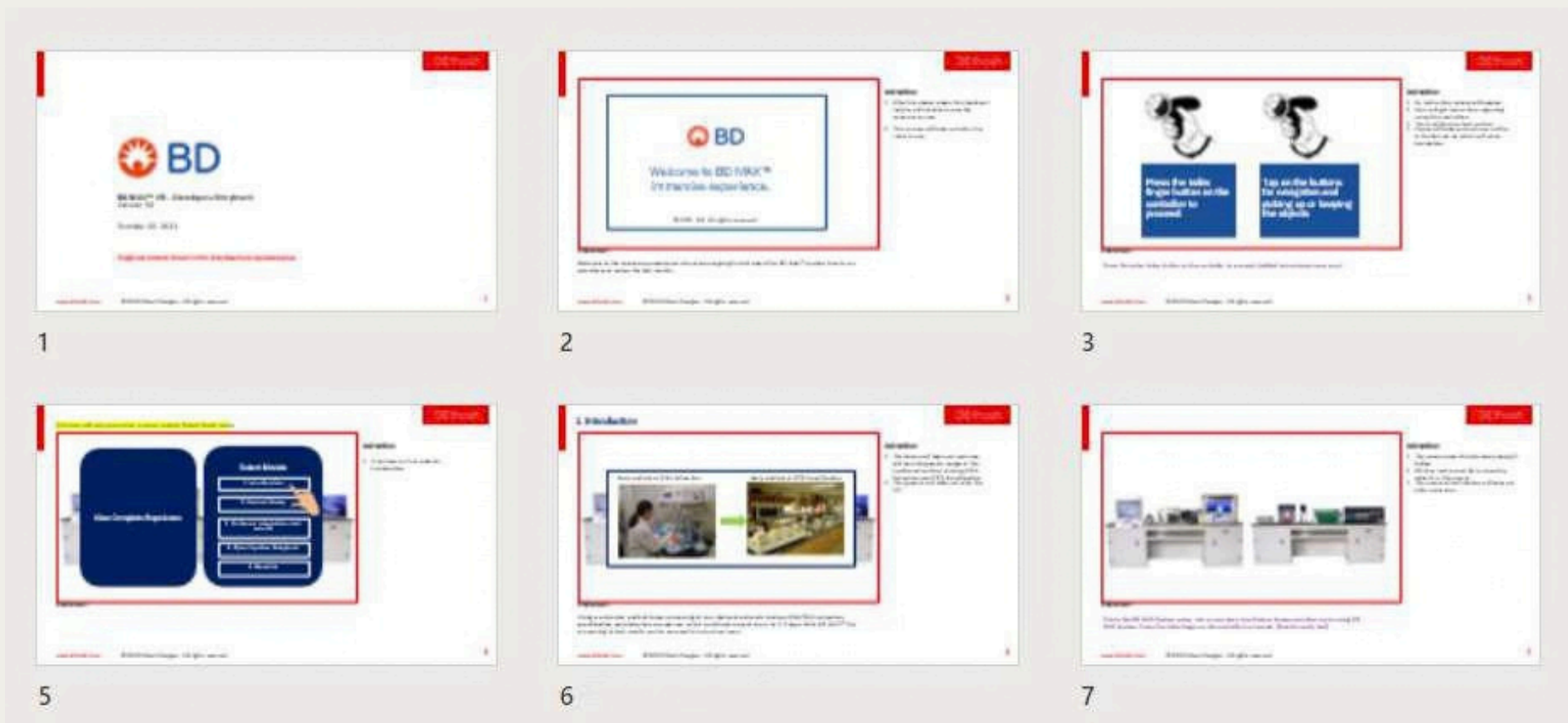
LinkedIn post and Emailer prior to the event



Innovative virtual reality experience



- **Cognitive Load Reduction:** Translated complex enterprise requirements into intuitive spatial wireframes and UI components.
- **Scalable Spatial Architecture:** Architected scalable design systems, custom iconography, and component libraries in Figma for seamless developer handoffs.



Storyboard preview

Measurable Impact & Research Results

- **Ergonomic Endurance:** Minimized visual fatigue, eye strain, and motion sensitivity during clinical testing.
- **Training Safety:** Optimized interface depth and motion pacing to reduce physical discomfort for healthcare workers.
- **Enterprise Delivery:** Produced high-fidelity storyboards and spatial UI components meeting strict regulatory standards for global clients.
- **Scalable Systems:** Established standardized spatial component libraries that accelerated cross-functional developer handoffs

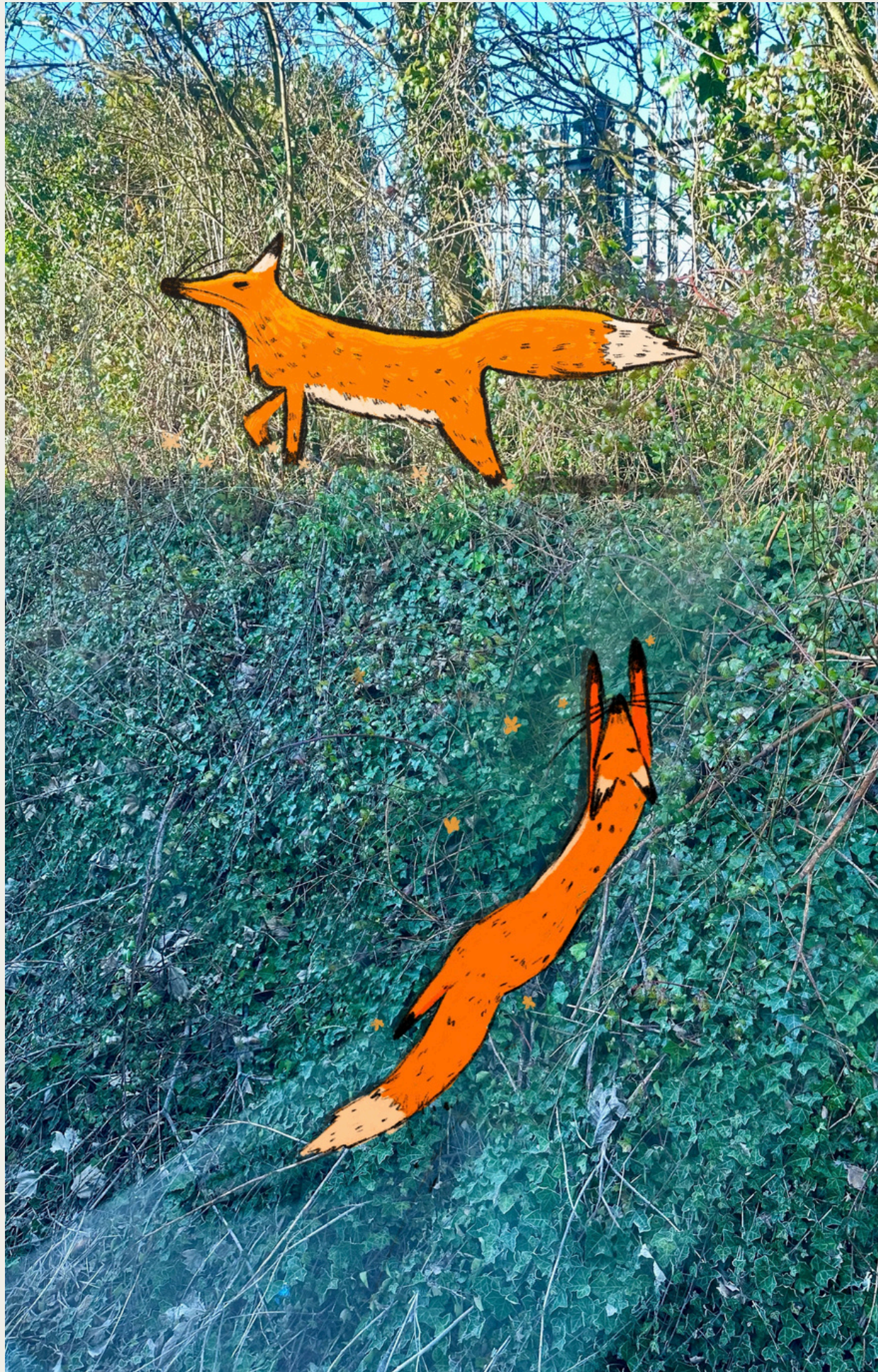


project #5

Street Art & Playful Stickers★

A Personal Exploration of Digital Illustration and Photo
Storytelling

The Vision: Honestly, just wanted to have fun, take everyday photos, and use Procreate to sketch whimsical illustrations right on top of them for a bit of storytelling.



Let's Connect★

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