

PORTFOLIO

ANTHROPOLOGIST

USER EXPERIENCE DESIGNER

PHOTOGRAPHER

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ANTHROPOLOGIST

DESIGN ANTHRO



As the role of anthropology in the 21st century expands, product design companies are increasingly employing anthropological methodologies in an attempt to innovate new products and improve their consumers' experiences (Porsman and Rojas 2011; Kelly and Matthews 2014). However, these experiences are influenced by a system of interconnected relationships created around a product that can be subtle and complex subsequently necessitating an inquiry beyond the immediacy of the user-product relationship (Kelly 2014). This project seeks to compare the applications of anthropological methods employed by both anthropologists and non-anthropologists to the conventional use of such methods by anthropologists working on more traditional topics.

EMIC TECHNOLOGY INDEX



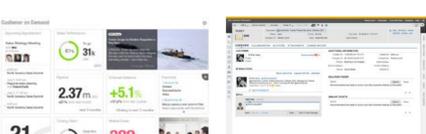
This Student Independent Pilot Project (or SIPP) is part of a larger project named Proyecto Arqueológico Pambamarca 2014 (PAP 2014), which took place in Cangahua, Ecuador, a small town northeast from Quito and south of Cayambe in Ecuador. This SIPP endeavors to develop and execute a survey that can be used to answer three main research questions: 1. What degree of communication technology is each population (Quito, Cayambe, & Cangahua) incorporating into their daily lives? 2. How do the local inhabitants of each area define communication technology? And 3. Can we develop an Emic Technology Index for cross-cultural comparison? The survey answers all three questions indirectly, but effectively. Along with participant observations several findings were made that gave insight into the use of communication technology among small sample populations of Quito, Cayambe and Cangahua.

SAP LABS, LLC.



When Social Gets Serious
By Esther Blankenship, SAP User Experience, SAP AD - July 9, 2012
A multidisciplinary product team used design thinking to create an engaging, end-to-end solution for customer service agents working with social media and traditional online content channels. The resulting SAP Social Customer Care, delivers user interface innovations to make customer service agents more effective.
Social media, whether you work or prefer to browse, has become a part of our lives. A lot of people, not only are they sharing pictures of their pets and tweeting about what they had for lunch, but they are also asking about which products are comparable they like and dislike. The call center agent equipped with a headset sitting at a desktop terminal linked to the corporate network is developing strategies and to make sure that the online agent responding to tweets, and user ratings, and reviews does.

USER EXPERIENCE DESIGNER



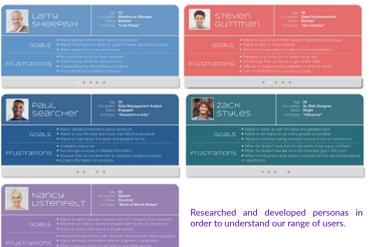
Conducted usability studies, user interviews, ethnographic research, contextual inquiries, and benchmarks in order to inform design of new generation enterprise software applications.



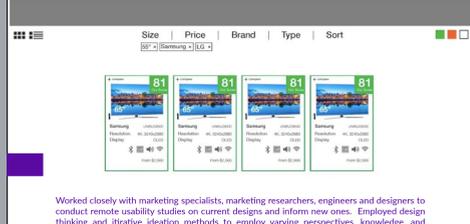
Responsible for usability labs in the United States, Germany and Brazil. Personally handled all technical aspects of the lab including server-side streaming video services.

CONSUMER REPORTS

Worked within the Electronics Team employing Agile Software Development to complete Consumer Reports' most significant redesign in more than a decade of their digital offerings. Main responsibilities included usability testing and reporting of consumerreports.org components, and employing Design Thinking to come up with new web applications and millennial engagement initiatives. Other duties included conducting UX Expert Reviews, creating UX personas, designing an internal collaborative framework for the User Research team, and some market research to determine interest in particular topics.



Researched and developed personas in order to understand our range of users.



Worked closely with marketing specialists, marketing researchers, engineers and designers to conduct remote usability studies on current designs and inform new ones. Employed design thinking and iterative ideation methods to employ varying perspectives, knowledge, and experiences in order to add meaningful depth to new concepts. The design above resulted from simplifying product cards when comparing Television models during a shopping experience.

YinzCam

Initiated and led the re-design of the YinzCam Content Management System (CMS). Conducted contextual inquiries, user interviews and expert reviews of current system in order to inform the design of a new navigation paradigm, information architecture, interactions model, and design language. This holistic approach resulted in concrete benefits including a potentially measurable increase in the usability and 'learnability' of YinzCam enterprise software.

User Flows



Started ideation phase with user flows on paper. I simply wanted to design the basic core functionality of the CMS Cards Editor. A storyboard approach was very easy to draw out and follow. Once I designed a basic user flow, I continued with designing the actual UI.

Wireframes



Continued with low fidelity wireframes for several reasons. First, I wanted to prevent anyone from thinking that our designs were final, permanent, or difficult to change or modify. Second, I wanted to encourage critique, modifications and even 'do-overs'. Lastly, I wanted to make sure that color, icons, or any other aspects of visual design did not bog down developers and visual designers. The wireframes focused on functionality, features, information architecture, navigation and interaction design.

Initial Designs



The initial user flows and wireframes culminated in UI designs completed in Sketch. I went through various iterations as I took meticulous consideration of interaction design, navigation paradigms, user mental models and module integrations. Visual design and aesthetics were minimally considered in this phase.

HTML Prototype



I created a basic HTML prototype to demonstrate how the iPhone Content Editor would render in a browser and to further communicate our vision to developers.

Refining Designs & Stakeholder Validations

I continued working on refining the CMS UI and Component Editor while conducting iterative stakeholder validations. The resulting work reduced complexity and number of components by more than half. It also provided a harmonized look and feel to the entire content management system.

PHOTOGRAPHER

AVID OBSERVER



I am an avid observer of the world around me and I love to capture it. I have a keen interest in human behavior and social interactions, and the ways in which they are interconnected with nature and technology. I like to incorporate visual anthropology in many of my projects because I believe it is a powerful means to empathetically understand the people involved. I believe, by virtue of being intellectually at the intersection of social science and technology, that I am in a unique position to actively seek to understand how technology is situated in society, embodied in people and practiced in culture.

