Define the user

My users can be divided into two groups of people. The first group includes people who are evaluating me, my skills, and my experience. This includes people such as recruiters, industry designers, managers, and other potential future colleagues. The second group includes people who simply want to know more about the things I create. This includes acquaintances, friends, and family.

At a high level, my portfolio will communicate my interest and experience with the intersection of art and technology. By including my thought process and outcomes of past projects, users will be able to understand how I operate and create. My portfolio also will communicate the kinds of projects I enjoy devoting my time towards, as well as the style and perspective with which I approach creative challenges. For example, I tend towards minimalism as a visual style, and I’m interested in crafting impactful storytelling experiences.

Examples

**Olafur Eliasson:**
I like the use of white space alongside the irregularly sized images, which are the main attraction.
I wish there would be more details about the books when hovered over.
Freunden von Freunden:
I like the size and spacing consistency of image and text, which creates a visual connection between each of the profiles.
I wish the actual content of the photographs told the reader more about the medium with which the person creates.

German Photography School:
I like the variety of images presented. The images are paired with the photographer’s name and project name, and that easily conveys exactly what kind of photography the person is focusing on.
I wish the website was more clear on how these individuals spent their time at the OHO (the school) and the value they saw in attending OHO. The text simply says “Absolventen” which is German for “Graduates”
Feltron:
I like that this section demonstrates a variety of design styles even though the annual sets of lifelogging data are structured similarly.
I wish the site was mobile-responsive. The tiles don’t resize if you resize the page.
Mood Board

When a Creative Office Goes to Camp
<table>
<thead>
<tr>
<th>Project Title</th>
<th>Date</th>
</tr>
</thead>
</table>

About Contact

Hi I'm Ash!
THE NEWSLETTER

Title

[diagram of newsletter layout]
Hi I'm Ash!

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...
Watkins's view of the wrecked ship Visconta was taken on Baker Beach, part of present-day Presidio Park, next to where the Golden Gate Bridge meets San Francisco. Finding his location was an easy walk across the sand, with people and dogs running by, to a small hill. From there, we saw the horizon of the Marin Headlands come into perfect alignment with Watkins' photograph.
Hi I’m Ash!

This is my website blah blah blah look at my work blah blah la la lalalla lalalalallala work blah blah la lalallalaalalallala
Hi I’m Ash!

This is my website blah blah blah blah look at my work blah blah This is my website blah blah blah blah look at my work blah blah This is my website blah blah blah blah look at my work blah blah

Contact Info
Project 1 Title

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Video Slitscanner
Description here la de da

Graffiti Project
Description here la de da

Crisis Text Line Data Viz
Description here la de da

Carleton Watkins
Description here la de da

Coursework Redesign
Description here la de da

Graphic Design
Description here la de da

get in touch
Drop me a line at ashngu@stanford.edu
Carleton Watkins

APRIL 2014

The Cantor Arts Center wanted an interactive component for a proposed exhibition on Carleton Watkins, an acclaimed 1800s’ western photographer. A team led by another student and I were given the goal of creating interactive apps that would enhance the analog exhibit experience. Our team created three HTML5 mobile web interactives that were part of the 2014 exhibition.

My Responsibilities
I directed the concept and design of the three apps and created the wireframes and mockups used in the final implementation of the interactives.

The Design

TRAVELING BETWEEN PHOTOGRAPHS IN THE YOSEMITE VALLEY
We designed this app to allow visitors to understand the spatial relationships between the photographs. Each of Watkins’ photographs is a separate window into Yosemite. With the help of 3D animated videos, visitors can travel from one photograph to another.

TRACING WATKINS’ ROUTE THROUGH THE COLUMBIA RIVER AND OREGON
Every element of Watkins’ photographs was thought out. He chopped down trees to achieve specific views and positioned buildings at the precise center of images. Most visitors would not realize all of the little hidden visual surprises and personal stories embedded in the image. This app was designed to bring those insightful points of interest to light. Visitors are able to follow Watkins’ route through the sequence of photographs, stopping along the way to read up on interesting facets of each photograph.

THE PACIFIC COAST THEN AND NOW
The San Francisco views Watkins captured in the 1800s have change drastically since then. I designed this app to show people the changes, or lack thereof, to the San Francisco landscape over the past 150 years. Visitors interact with a slider to directly compare and contrast the past-present photograph pairs.
Hi I’m Ashley Ngu!

Currently making things and studying CS + Art
I strive for polish and integrity in my work
Fond of minimalism, photography, and food + travel writing
Hi I’m Ashley Ngu!

I am currently designing things & studying CS + art at Stanford

I strive for polish and integrity in my work. I find joy in creating things that make life a little easier, more fulfilling, and more enjoyable. I am continuously working to improve as a designer, developer, artist, and person.

I’m fond of minimalism, photography, and food + travel writing. I also love to cook and bake, read books, and people watch.

**get in touch**
Drop me a line at ashngu@stanford.edu
Carleton Watkins

April 2014

The Cantor Arts Center wanted an interactive component for a proposed exhibition on Carleton Watkins, an acclaimed 1800s' western photographer. A team led by another student and I were given the goal of creating interactive apps that would enhance the analog exhibit experience. Our team created three HTML5 mobile web interactives that were part of the 2014 exhibition.

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The Design

Travelling Between Photographs in the Yosemite Valley
We designed this app to allow visitors to understand the spatial relationships between the photographs. Each of Watkins' photographs is a separate window into Yosemite. With the help of 3D animated videos, visitors can travel from one photograph to another.

Tracing Watkins' Route Through the Columbia River and Oregon
Every element of Watkins' photographs was thought out. He chopped down trees to achieve specific views and positioned buildings at the precise center of images. Most visitors would not realize all of the little hidden visual surprises and personal stories embedded in the image. This app was designed to bring those insightful points of interest to light. Visitors are able to follow Watkins' route through the sequence of photographs, stopping along the way to read up on interesting facets of each photograph.

The Pacific Coast Then and Now
The San Francisco views Watkins captured in the 1800s have change drastically since then. I designed this app to show people the changes, or lack thereof, to the San Francisco landscape over the past 150 years. Visitors interact with a slider to directly compare and contrast the past-present photograph pairs.

Design Considerations
Viewing a genuine 1800s' print in real life is markedly different from looking at the same photograph online. The museum exists to connect visitors to real art objects. Our apps were specifically needed to accentuate the analog experience, not replace it.

The Cantor welcomes a wide spectrum of visitors with varying levels of familiarity with technology: families, young children, elderly folk, college students, and internationals. Our users were always in the back of my mind as I thought about the discoverability and usability of the apps.