

ArtCenter College of Design Designmatters Fellowship with UNICEF

UNICEF Innovation Unit
Manhattan, New York

Minji Gim
Interaction Design

Sept - Dec, 2015

Before



photo : unicef.org

My interest in social impact drove me to study design. I thought human-centered design process was a way that we could approach complex international matters with a more creative point of view.

I always wanted to meet designers who're working with an international organization to hear their thoughts and my dream came true in Fall 2015.

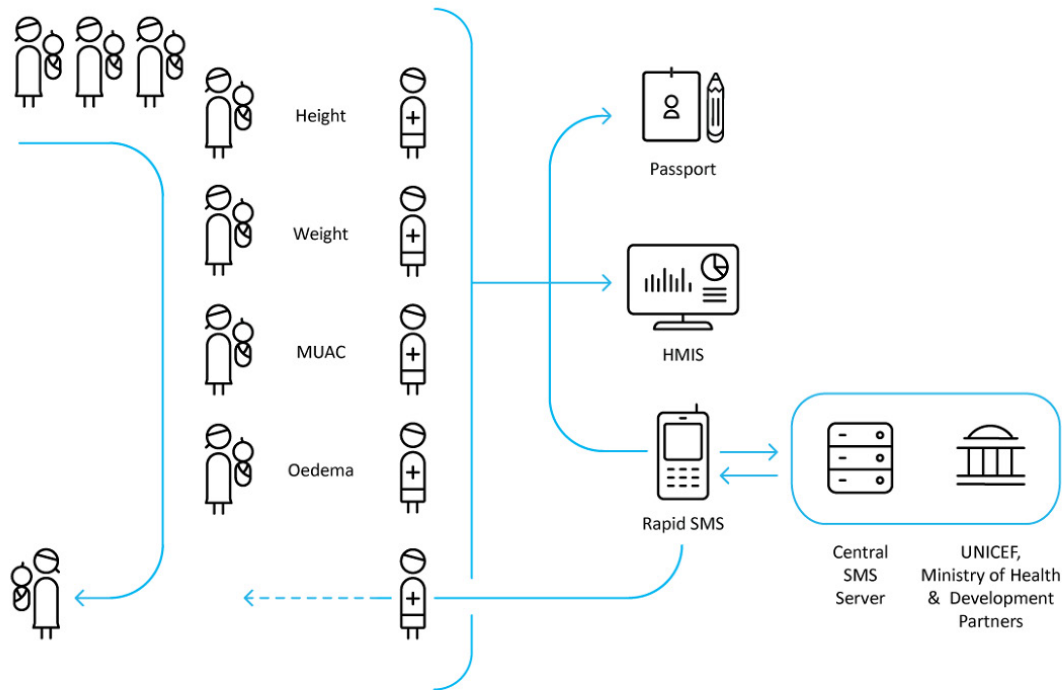
Get started



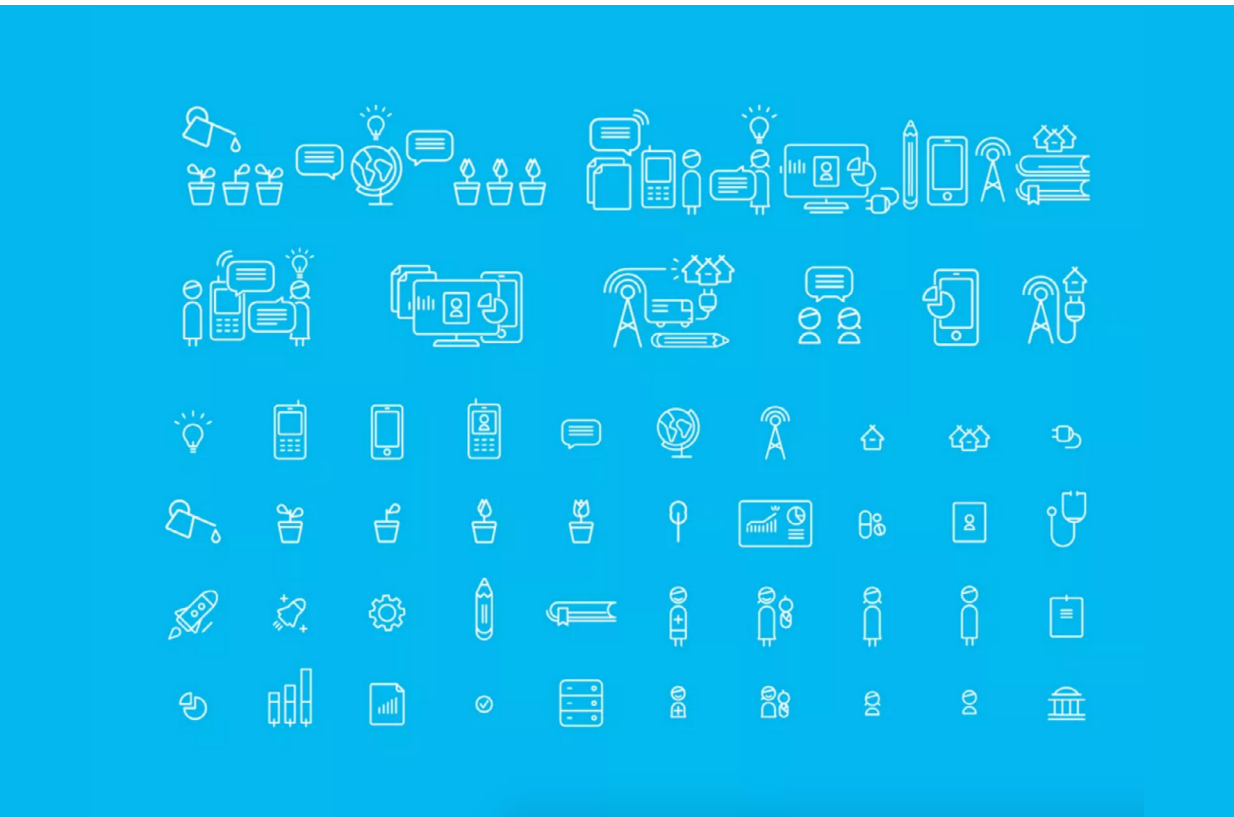
photo : unicefstories

UNICEF Innovation works on complex problems. There are many awesome people working together to solve them and I had great opportunities to work on several digital interactive projects with the multidisciplinary team.

Storytelling & System



There were several brown bag talks I attended. Most of them explained projects that have been deployed or projects that will be deployed soon. I realized that understanding a system is important, yet it is more important to see how it could be scaled up and what is the added value that keeps the system sustainable.



As a designer, I realized that visualizing a system is a great tool to understand and think forward. It enables people to communicate more clearly by ourselves and also to each other. I designed a set of icons to be used as a tool for people to present ideas. The team can simply combine multiple icons to deliver a more complex story in an easy and fast way without having to create new icons.

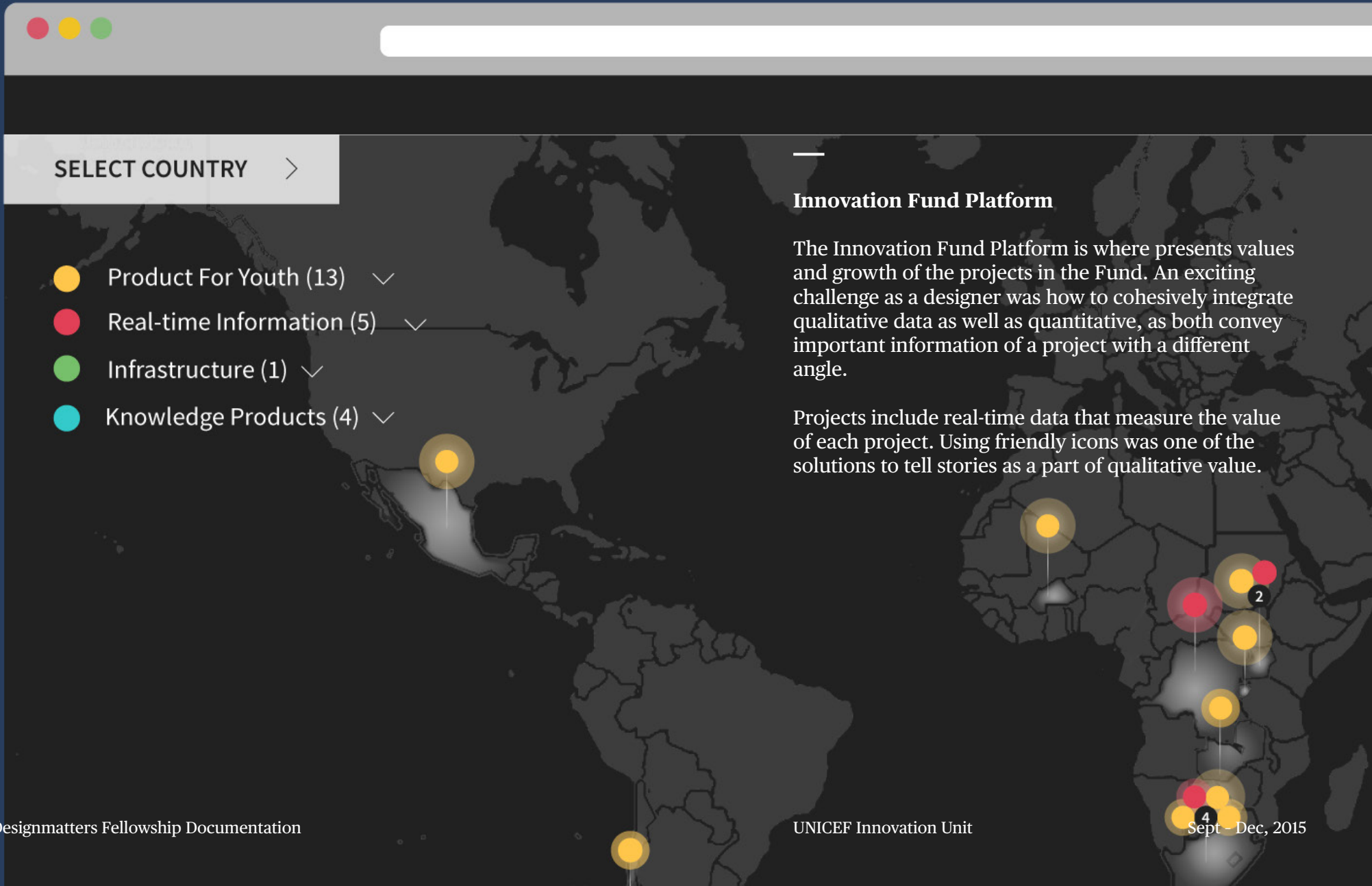
UNICEF Innovation Fund



photo : unicefstories

About

The Innovation Fund is a venture capitalist approach that will quickly assess, fund and scale companies, teams, and ideas that have been developed in new and emerging markets that address the most pressing challenges facing children. The Innovation Fund works with UNICEF's field office colleagues who can recommend local companies, teams and concepts.

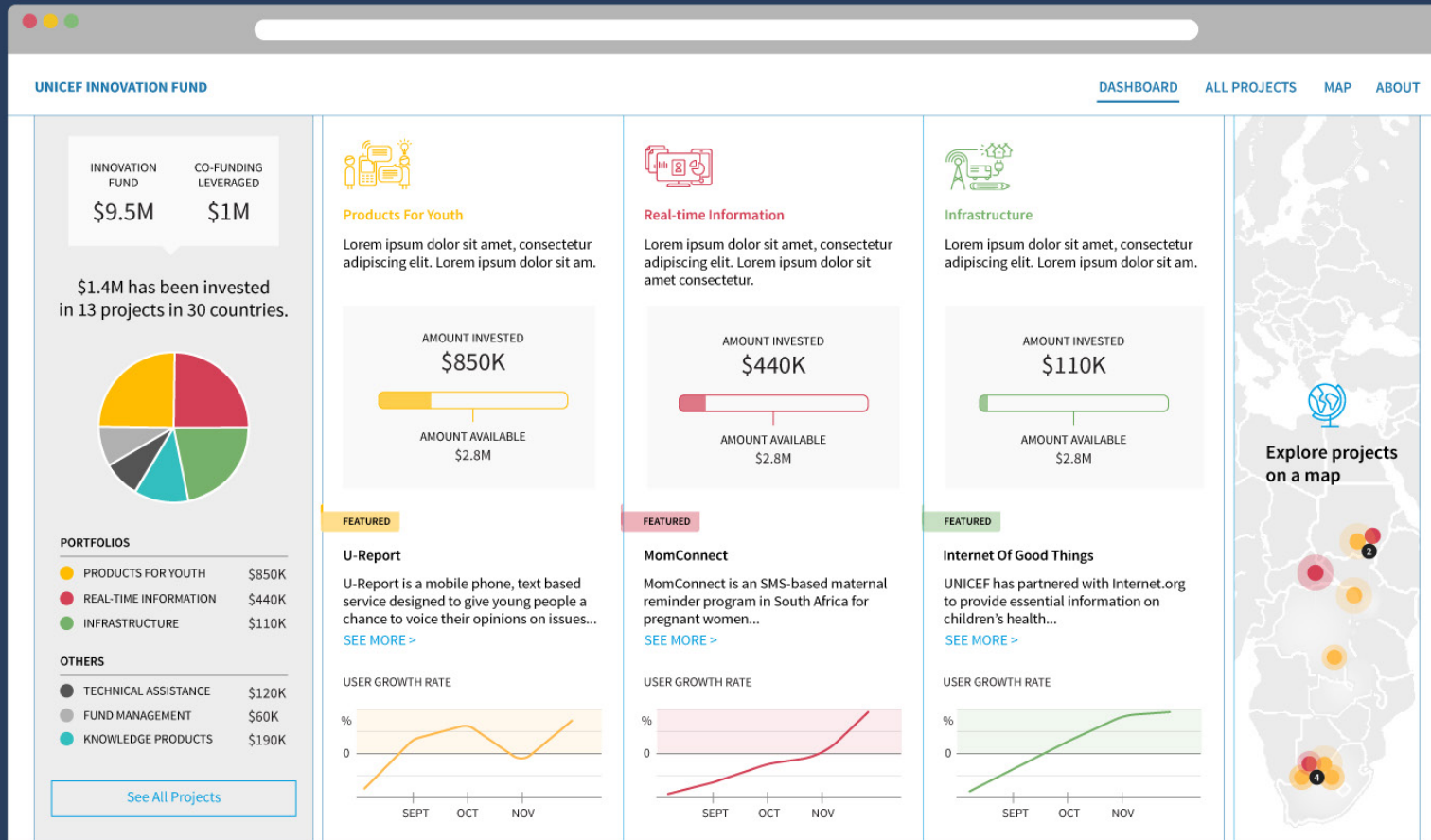




My Role

It took about 3 months to reach this current design with Visual Strategy team, Innovation Fund team, team developer. As going through a lot of iteration processes with the team, focusing on users helped a lot to make everything on a right track.

By using an interactive prototyping tool, we were able to do user tests and gather feedback with users as well as UNICEF colleagues.



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PORTFOLIOS	
● PRODUCTS FOR YOUTH	\$850K
● REAL-TIME INFORMATION	\$440K
● INFRASTRUCTURE	\$110K
OTHERS	
● TECHNICAL ASSISTANCE	\$120K
● FUND MANAGEMENT	\$60K
● KNOWLEDGE PRODUCTS	\$190K

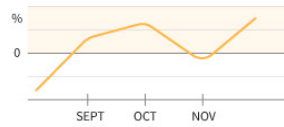
[See All Projects](#)

U-Report

U-Report is a mobile phone, text based service designed to give young people a chance to voice their opinions on issues...

[SEE MORE >](#)

USER GROWTH RATE

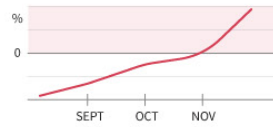


MomConnect

MomConnect is an SMS-based maternal reminder program in South Africa for pregnant women...

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USER GROWTH RATE

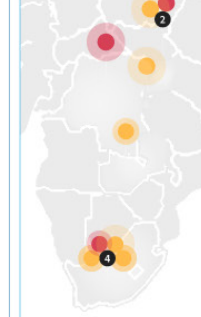


Internet Of Good Things

UNICEF has partnered with Internet.org to provide essential information on children's health...

[SEE MORE >](#)

USER GROWTH RATE



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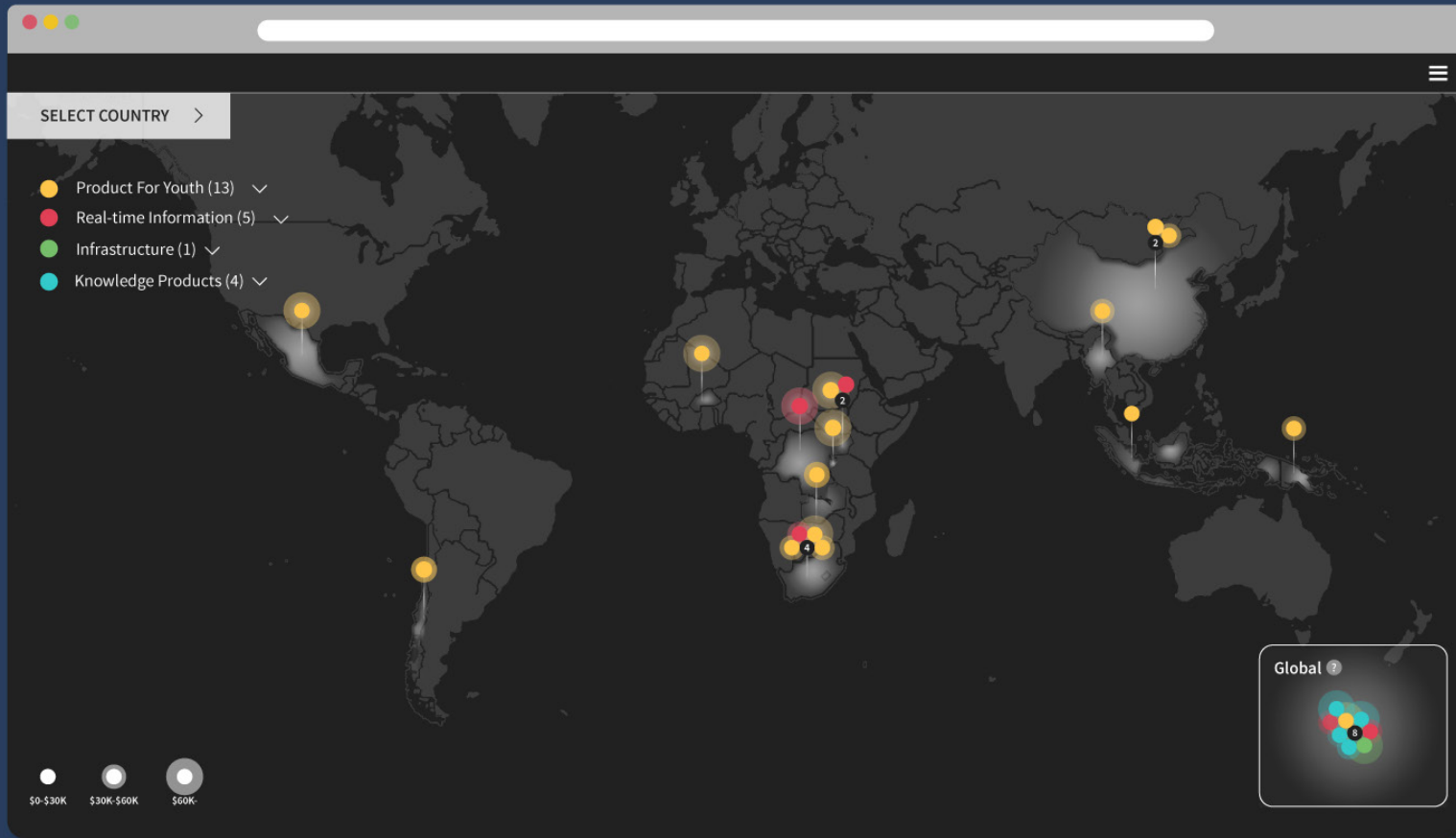
UNICEF and The Philips Foundation, together with partners, launch the Maternal and Newborn Health Innovations Project



A digital necklace and a wearable soap win 'Wearables for Good' Design Challenge with UNICEF, ARM and frog



How can tech help our children? Find out at the Global Innovations for Children and Youth Summit



Global Innovations for Children & Youth Summit

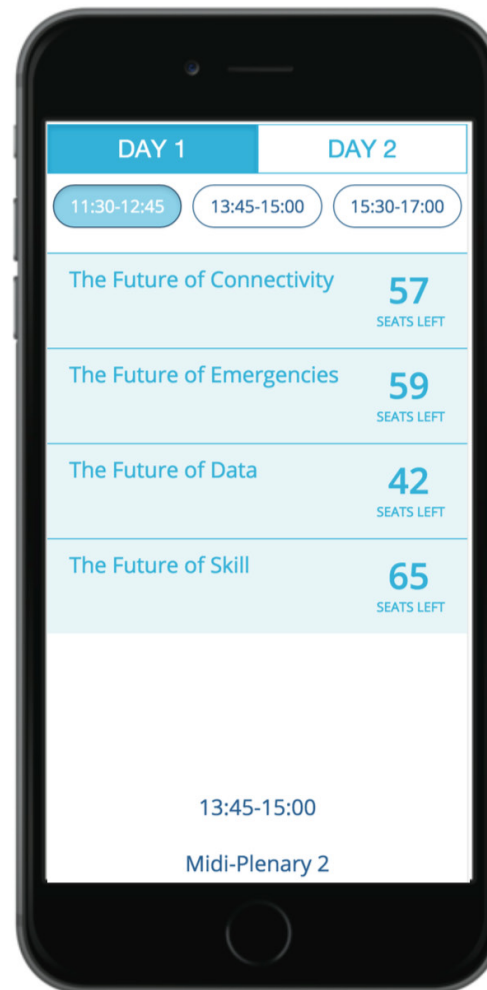
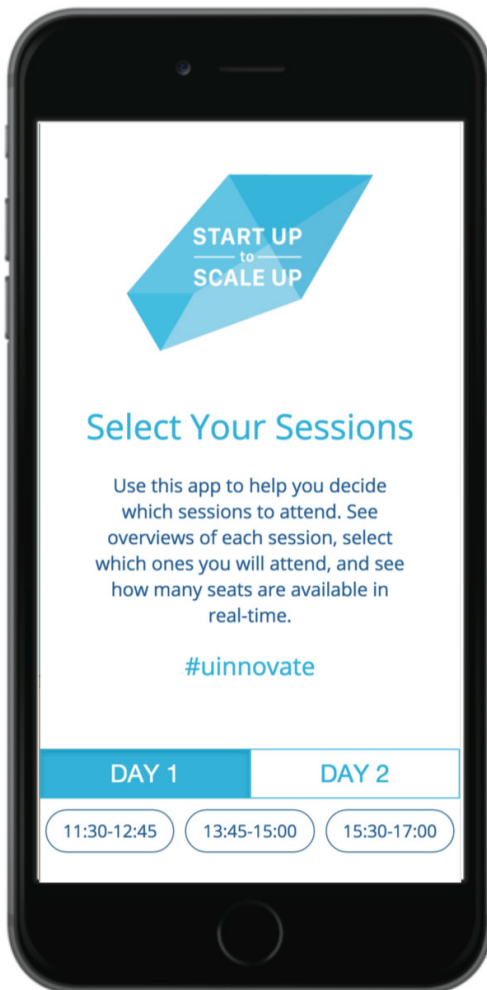


photo : unicefstories

About

UNICEF and the Ministry for Foreign Affairs of Finland hosted the Global Innovations for Children & Youth Summit on November 9-10, 2015.

The Summit sought to raise awareness of the potential impact innovation can have on improving children's lives by creating new partnerships to advance and scale up innovative solutions for children to develop new localized innovations that will help lift children out of poverty.



My Role

We designed and developed an app for participants to choose which sessions to attend and see how many seats were available in real time. They could also see session descriptions, locations and speaker biographies.

I worked with our design team, a developer and an event coordinator from interface development to usability test within 3 weeks. It was a quite a challenge to make a quick decision and move on, but in the end proved to be rewarding for our team.

START UP to SCALE UP
Global innovations for Children & Youth Summit



 **Select Your Sessions**

Use this app to help you decide which sessions to attend. See overviews of each session, select which ones you will attend, and see how many seats are available in real-time.

[tinyurl.com/
startuptoscaleup](http://tinyurl.com/startuptoscaleup)

#uinnovate



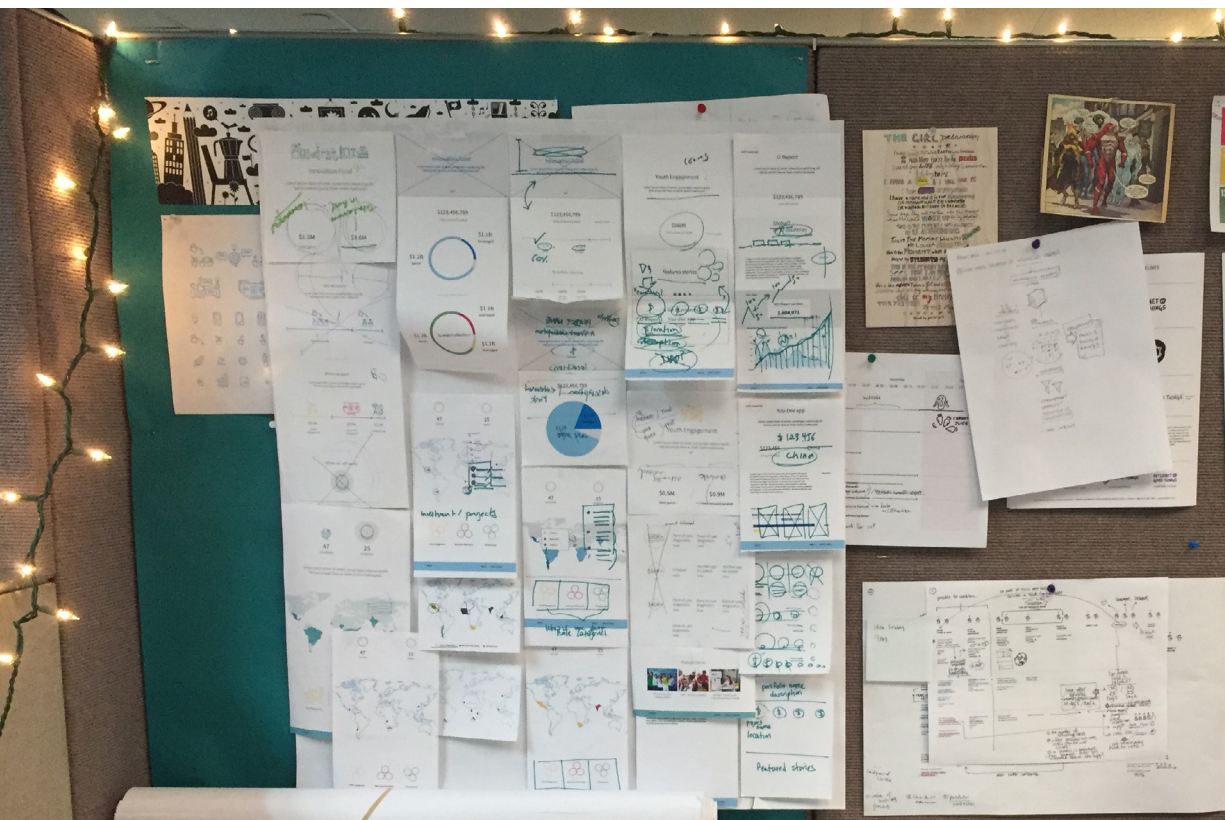
9-10 November 2015
Finlandia Hall, Helsinki

My Role

I also supported the team who were at the venue in Helsinki, whenever they needed design backup, from a poster to a presentation deck to a dashboard design.

After

Two big lessons I learned from my 3-month fellowship are the need of system visualization and the sustainability of design solutions.



My last day of fellowship

As technologies enable us to access, store and share information easily, there is an exciting challenge for designers to consider how to cohesively integrate available technologies into an existing system in a way that people can fully utilize. I believe visualizing a system is a good communication tool to analyze a complex ecosystem and highlight potentials.

Another insight is about sustainability. We have already designed a lot of helpful platforms and tools people can use and will have many more. When we first buy a pencil, it is sharp but gets dull as we use and then need to make it sharp again to maximize its usage, unless you want to throw it out and buy new one.

We need a framework to evaluate what we have developed and refine it so that people can still have a sharp pencil. Our design solutions should be sustainable. It should grow with the users and we can work with them to make it better. I believe this is how an interaction designer can contribute.

Thank you!

When I saw this Christmas tree, I realized that it had already been 3 months and it was time to go back to LA. It was a truly amazing experience and I want to thank you for all who made my dream come true.



Thank you to the UNICEF Innovation Unit Team

My great supervisor Mari Nakano, Innovation Team lead Christopher Fabian, Tanya Bhandari, Mike Fabrikant, Manuel García-Herranz, Sunita Grote, Pilar Lagos, Milja Laakso, James Powell, Alex Rutherford, Ayano Suzumura, Dana Zucker and all those who I worked with at UNICEF

Thank you to Designmatters Department

Dr. Mariana Amatullo, Jennifer May, and my awesome mentor, Stephanie Sigg