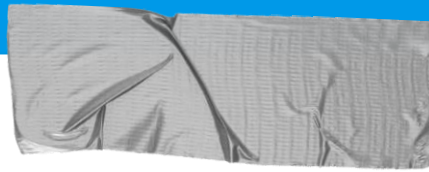

Kris Keeker

Design Portfolio

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Design Experience

I have several years of graphic and UX design experience, during which I've created and worked on many satisfying projects for many exciting stakeholders. This portfolio will showcase examples from some of those projects.



Each example will be approached from the following perspectives:

→ **Situation**

What was being created? Who asked?

→ **Approach**

How did I approach the problem?

→ **Solution**

What was produced?

→ **Impact**

What was gained?

→ Situation

As part of a University of Washington HCAI project, our Microsoft sponsor wanted to know whether an AI fitness coach could adapt to where someone actually is in their behavior change journey, rather than dispensing chatbot goal-setting advice that assumes all people are the same.

→ Approach

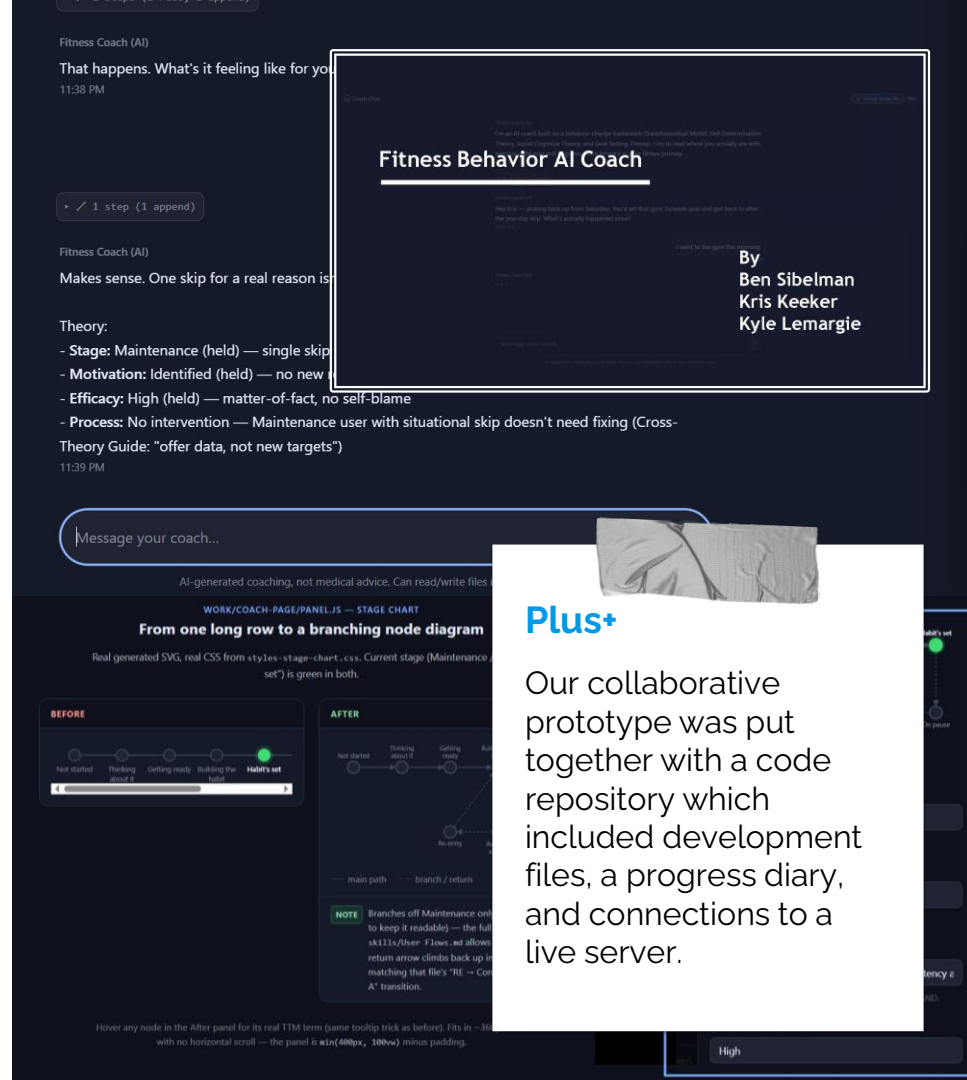
Built a conversational stage-inference layer grounded in three behavior-change theories (Transtheoretical Model, Self-Determination Theory, Social Cognitive Theory, Goal Setting Theory). Teamed up on UI and UX design. Ran research testing on real users.

→ Solution

A working prototype with transparent, user-correctable behavioral memory that evolves along with individual fitness journeys.

→ Impact and Skill Improvement

Users feel more connected to and accountable towards an AI coach who tailors responses to them. Gained personal design experience working with a corporate sponsor, training a chatbot, and creating editable personalization features.



→ Situation

As part of a group project we evaluated whether AI tools could meaningfully augment two stages of the user-centered design process: thematic analysis and UX storytelling. We selected these touchpoints because thematic analysis is time-intensive and cognitively demanding, while translating findings into compelling narratives for stakeholders requires inspiration and review.

→ Approach

I compared multiple AI-generated thematic analyses against my own read of key takeaways and fed the strongest synthesis into AI to create a 5-scene journey map grounded in real quotes. I then created AI-generated storyboard art.

→ Solution

A 5-scene UX storytelling deck with quote-backed friction points and matching illustration.

→ Impact and Skill Improvement

A reviewable and critical case study in using AI for qualitative synthesis. I explored where it over-generalized and might necessitate human judgment for its final approval.

JOURNEY MAP | **WANDERLOG** | **RESEARCH** | **INSIGHTS**

Mae's path to a weekend away

Mike Newman | Research Insights | Recommendation

01 SEARCH

MAE'S INSIGHT
"I want to go somewhere this weekend but I have no idea where. I just need something to prime me in the right direction."

RESEARCH INSIGHT
Participants wanted a general sense of what a destination is known for before diving into details. They found the Explore section overwhelming due to excessive text and scrolling.

RECOMMENDATION
In the Explore section, provide a browsable selection of 10-20 top attractions users can save to a list - replacing long-form articles with scannable, visual cards.

02 SELECTION

MAE'S INSIGHT
"When I've picked a few spots - but I don't want to be jumping across the city all day. I want these places to actually be close to each other."

RESEARCH INSIGHT
Participants prioritized geographic efficiency - grouping nearby attractions to minimize travel time. The map was useful for proximity awareness, but the left planning panel was preferred for organizing items. "Recommended places" were ignored when suggestions weren't nearby.

RECOMMENDATION
When a user adds an attraction to an itinerary, surface recommendations that are geographically close but haven't been "recommended" to "nearby" to better match user intent and mental model.

03 COLLABORATION

MAE'S INSIGHT
"The thing to focus on is optimizing plan, but this app keeps making me to book a hotel right now. I'll go to that - just let me finish the itinerary first."

RESEARCH INSIGHT
Participants were repeatedly interrupted by banners prompting hotel bookings while focused on building their itinerary. Features like Budget, Notes, and an unvisited section were largely unused after a single interaction.

RECOMMENDATION
Remove or postpone booking sections (Budget, Notes, Unvisited) to add building on their own.

04 PAYMENT

MAE'S INSIGHT
"Now that the itinerary is saved, the next is book the hotel - but I want to check the cancellation policy before I commit."

RESEARCH INSIGHT
On their own timeline - not prompted, hotel options, reviews pricing and out through Wanderlog's secure p





Plus+

I practiced using generative AI to create accurate UX artifacts that could be useful for product or design teams.

Original

Iteration

Search **Selection** **Collaboration** **Payment** **Confirmation**

→ Situation

An individual HCDE 564 end-to-end research project asked where and where not to use AI for desk research, heuristic reviews, interviews, surveys, personas, qualitative analysis and quantitative analysis.

→ Approach

I ran a 15-person survey across 3 research questions, carried out 5 qualitative product interviews, and used an LLM as a heuristic evaluation second opinion against my own expert review while deciding whether fee transparency, seat selection usability, and ticket accessibility affect conversion and satisfaction in Fandango's ticket buying app.

→ Solution

Humans are still essential in practicing thorough and effective user research. AI can speed up the process, provide valuable opinion checks, and dig deep in a wealth of information. Study findings identified seat selection as a usability win, and price reveal as a top frustration point.

→ Impact and Skill Improvement

I gave design recommendations for surfacing pricing earlier in checkout and practiced a disciplined ethics-based evaluation workflow for research methodology.

Which of the following movie
ect all that apply)

Which of the following best d
?

How often does the final total
chase?

If you have a problem at the final checkout screen?

Complete the purchase anyway.

Abandon the cart and buy tickets directly from the

Abandon the cart and decide not to go to the movie

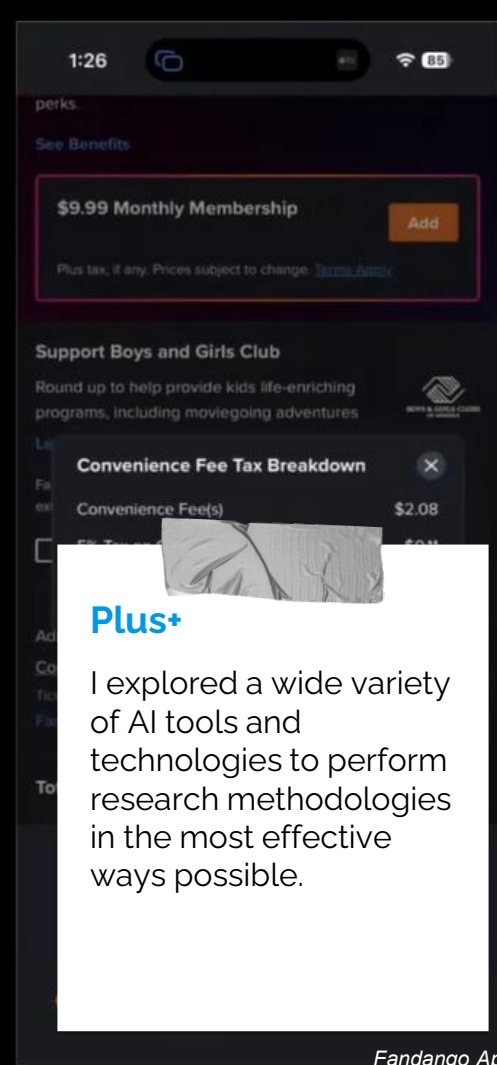
Not applicable / I have never felt the fees were too

Have you ever completed a purchase only to realize
ation, movie date, or seat selection?

Yes, this has happened once.

Yes, this has happened multiple times.

No, this has never happened.



→ Situation

I wanted to build a full browser arcade game end-to-end.

→ Approach

Iteratively spec'd and built 10 mini-game levels with Claude Code; ran a live usability session and fixed what it surfaced.

→ Solution

A 10-level game with persistent high scores, custom art, and automated regression testing.

→ Impact

An end-to-end case study in spec, build, test, and iterate with AI as a coding partner.



Plus+

A usability session surfaced a real exploit (unlimited rocks let a player stall Level 3 indefinitely) and a discoverability gap — both fixed the same week.

→ Situation

I wanted a way to explore how AI shows up in everyday life — never a villain, just never quite right — so I created a hand-drawn, hand-painted weekly comic strip as a boundary object for HCDE 561.

→ Approach

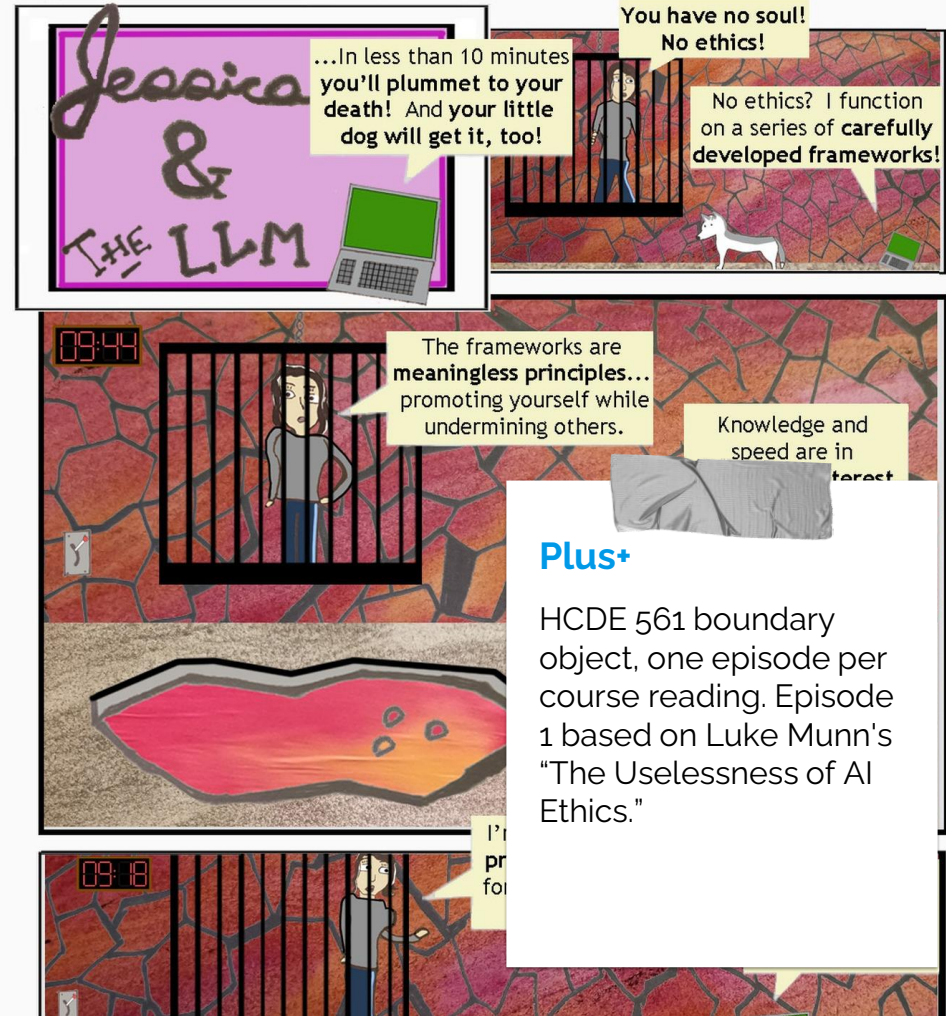
I wrote and illustrated a complete 10-strip arc.

→ Solution

A serialized comic where the LLM plays a different AI product each episode but keeps the same confident, literal voice, with Jessica and her husky Maddie carrying the story.

→ Impact

Submitted to The Stranger (strips 1, 5, and 10); two more episodes in production, with a future book-agent pitch planned once the strip has an established audience.



→ Situation

I wanted a faster and more reliable way to see what's trending and current across video games. Like many media categories, the games players are actually enjoying and looking forward to are often disguised by word of mouth or hidden by biased viewpoints.

→ Approach

I scoured the web for trustworthy sources of game industry information which I would like to regularly access given an unlimited amount of time. I learned how to use AI to find, refine, and present the data in accessible and manageable pieces.

→ Solution

As I built a Claude Code skill with structured templates and archives that would generate ranked Top 5 lists across games, movies, TV, music, streaming, and YouTube.

→ Impact

The hot lists feed hypothesis generation for professional games user research. I can quickly stay current and informed on important and loved topics.

The Top 5 Current Upcoming Video Games

Source: web search (Forbes, GameRant, VPEsports, GameSpot) — web-sourced ⚠

Marvel Tokon: Fighting Souls and Madden NFL 27 have both released since last cycle. Three major titles now land the same day, August 27, with Elden Ring: Tarnished Edition following the day after.

1. **Star Wars: Zero Company** (PS5, Xbox Series X/S, PC) — August 27, 2026
2. **Metal Gear Solid: Master Collection Vol. 2** (PS5, Xbox Series X/S, PC, Switch, Switch 2) — August 27, 2026
3. **Resonance: A Plague Tale Legacy** (PS5, Xbox Series X/S, PC) — August 27, 2026, day-one on Xbox Game Pass
4. **Elden Ring: Tarnished Edition** (Nintendo Switch 2) — August 28, 2026
5. **Marvel's Wolverine** (PS5) — September 15, 2026

One to watch without a confirmed date yet: The Duskblonds. From FromSoftware, it has a network test August 21 and preview embargoes lifting, but no announced release date beyond "2026," so it's not on the list.

Star Wars: Zero Company - Official Tactical Guide

Top Articles in Video Games News

Source: TechCrunch — published Aug 21, 2026

Amazon will train on Twitch streamers

Amazon-owned Twitch announced that avatars and images can now be used to train AI models. Users can manually opt out in their channel settings. Mike Minton, was strikingly blunt about the issue: "That's honestly the answer."

A Popular

Source: Kword

"Kingdom Hearts

Plus+

Each list cites its sources and flags anything uncertain.

A weekly routine prepares a multi-category hot list at the beginning of every week.

Kingdom Hearts 4 - Official Coco Extended Game

→ Situation

I wanted to create a daily AI product that didn't seem generic or repeat itself.

→ Approach

Fascinated by the signs of the zodiac, I also recognized the topic assigned both group and individual traits to achieve a result people often felt matched their current mood. I researched universally accepted traits and looked for opportunities to add spice.

→ Solution

I built a skill with hard construction rules which employs probability and self-regulation to appear fresh. It is a unique 12-sign horoscope generator with zodiac signs grounded in a reference file. It has a 3-sentence limit, rotating opener styles, and a tracking log that checks past entries.

→ Impact

Designed for fun, the horoscopes are a concrete demonstration that constraint-driven prompting can create fresh, enjoyable content.



Aquarius (January 20 – February 18)

The current that moves through a crowded room tonight carries your fingerprints, Bucket Beast, humming with the same electric idealism you pour into every cause bigger than yourself. Your fixed conviction can make the people closest to you feel like one more name on the list of humanity you're saving, so let someone see you notice them, specifically, today. When you do, the visionary and the human in you finally shake hands.

Cosmic Connection: Leo

Lucky Number: 67



Pisces (February 19 – March 20)

What would it cost you to keep just one wish for yourself first? Pisces, your fluid, healing instinct for other people is



Taurus (April 20 – May 20)

Your throat holds more today than it has in more than the silence you're used to. You are as steady an act as anything you build. Your voice carries you through hard seasons can

Lucky Number: 50

Plus+

Each sign has its own lucky number rule and a chance at showing a nickname or "Cosmic Connection." Hand-drawn zodiac icon art accompanies each entry.

→ Situation

I wanted to create an interactive casual puzzle game.

→ Approach

I rebuilt the newspaper Jumble format around athletes and movies, using answers which can be guessed from clues and unscrambling letters.

→ Solution

I designed living HTML puzzles with a self-grading answer key and a scratchpad letter bank. Sports and Culture puzzle categories with a Python validator prove letter-feasibility before rendering a puzzle. The project was usability tested and dimming the used letters in the bank was a usability ask which shipped directly into the design.

→ Impact

I could use AI to create games that alternated between challenging and not overly challenging. I could also make games which generated their own puzzles, or if I chose, took human direction for new puzzle ideas.

JUMBLE.

Movie

LOCATION

A public research university in Tuscaloosa, founded in 1831, whose flagship campus features a bell tower called Denny Chimes at its historic quadrangle.

CHARACTER / ACTOR

This two-time Academy Award-winning actor has played a stranded castaway, a World War II army captain, and a beloved children's TV host across his career.

--	--	--	--	--	--	--	--

DETAIL

Ball before it hits the ground.

D	I	V	I	N	G	C	A	
---	---	---	---	---	---	---	---	--

Today's headline:

G	O	L	D						
E	L	B	E	O	G	E	V	G	

Click Check Answers to confirm the circled squares above and re-guess into the blanks and check again.

Check Answers

39 of 44 correct so far (89%, 5 blank).

Plus+

Clues are carefully checked to not give away the answers used later in a jumble. All answers are connected to the same theme, sports concept, or piece of media content.

→ Situation

A large family-run betting pool wanted to hand out specially designed playing cards to its winners.

→ Approach

I researched traditional playing card design, as well as free online templates describing card and card box size.

→ Solution

Cards and card boxes were printed with my designs. I then cut, folded, and glued the boxes to hold each deck.

→ Impact

Pool winners were given an orange deck and a blue deck, which they can now use at their leisure to play any card game. The prize element of the game drastically increased participation and engagement.



Plus+

Designs incorporated personal photos. The sides of each box show a sneak peak into other designs I that made for potential production.

→ Situation

A scientist asked for a catchy cover design to draw interest towards a published academic work.

→ Approach

I interviewed the scientist about the purpose of the article, read the article in question, asked the magazine publisher for any design guidelines and deadlines.

→ Solution

A Photoshop cover design was accepted and published.

→ Impact

The article and the stakeholder received increased attention. The scientist continues to work in the depicted field.



Plus+

Additional authors have been in contact about the potential creation of magazine cover designs.



Thank you!

For more about Kris
Keeker, check out my
LinkedIn page:
[https://www.linkedin.com
/in/kriskeeker](https://www.linkedin.com/in/kriskeeker)

