



BE YOU, LEAD THE NEW.

PATRICIA: ELEVATING THE USER EXPERIENCE

VIDEO TRANSCRIPT

I really love seeing other sides of the world because I'm a naturally curious person. Whenever I go to a different country, I love to observe and analyse the way familiar things are done differently.

I remember the time when I went to Japan, I was so inspired by the efficient design of their rail system. I was able to go from Tokyo and back to Miyajima, and I wouldn't have been able to do this if they weren't able to simplify such a complex system into a simple rail map

As a User Experience designer, I look deeply into the challenges that people face in getting things done whether it's in their personal lives or at work, and then I think of ways on how to apply digital technologies to transform these experiences for them.

So usually it's through web apps or mobile app, but experience design has become so much more because you have things like augmented reality, artificial intelligence and virtual reality added into the mix.

Every day, I'm learning more about these new technologies and how I can use them for businesses to make things easier for them, more efficient and more enjoyable for their customers. So while I do find these things challenging, it's also interesting for me at the same time because it's all about discovering new possibilities on how to create products and services that are meaningful for people.