

Iraqi Kurdistan Region

University of Salahaddin-Erbil

College of Engineering

Department of Software Engineering and Informatics



Internship program at Whitespace

University of Salahaddin-Erbil

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Executive summary

During my internship at Whitespace as a UI/UX designer, I worked on designing various websites, including a personal brand website for Sherwan. This report provides a summary of my key experiences, responsibilities, and accomplishments during this period.

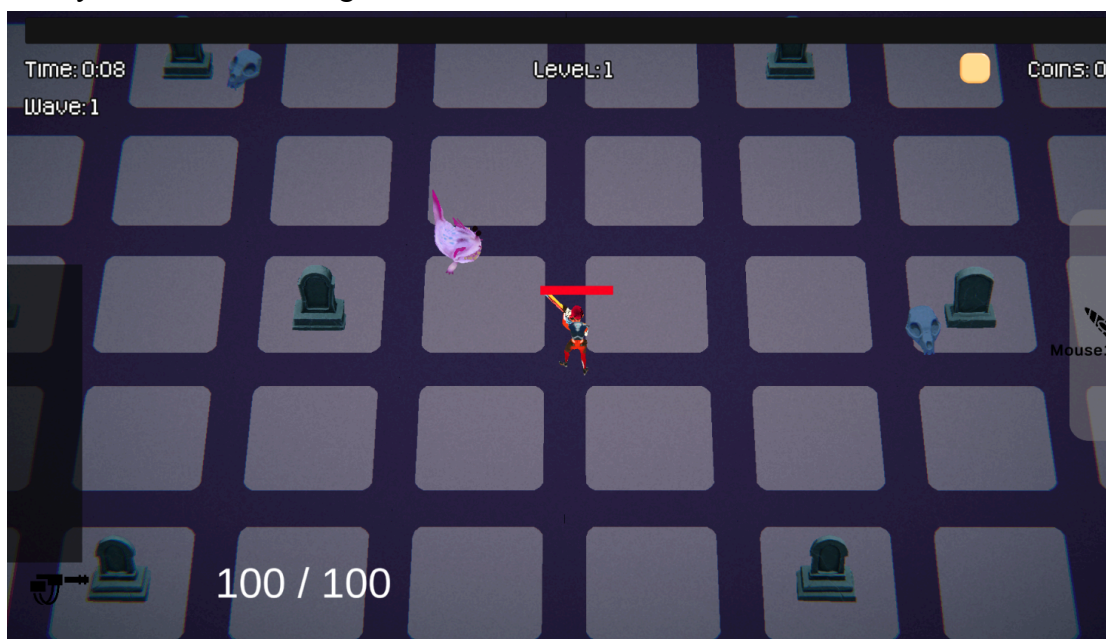
Introduction

The purpose of this internship report is to outline my role as a UI/UX designer at Whitespace and provide insights into the projects I worked on. Whitespace is a design agency that provides services like graphic design, branding, and UI/UX design. They are known for their innovative approach to creating visually compelling and user-friendly designs for various platforms, including websites, mobile apps, and marketing materials. With a focus on creativity and client satisfaction, Whitespace aims to deliver high-quality design solutions that help businesses and individuals stand out in today's competitive market.

Description of Duties and Accomplishments

During my internship at Whitespace as a UI/UX designer, I undertook various tasks and responsibilities that contributed significantly to the projects I worked on. My primary role was to design user interfaces and experiences for web sites and digital platforms. This involved:

1. **Wireframing and Prototyping:** Creating wireframes and interactive prototypes using tools like Adobe XD and Figma to visualize design concepts and user flows.
2. **Visual Design:** Developing high-fidelity UI designs, including color schemes, typography, and iconography, to create visually appealing interfaces.
3. **Collaboration:** Collaborating with cross-functional teams, including developers and project managers, to ensure the successful implementation of design solutions.
4. **Usability Testing:** Iteratively testing and refining designs based on client feedback testing results to improve client satisfaction and engagement.
5. **Game development:** developing a simple game using unity engine. This was mainly for fun and learning.



Accomplishments and Contributions

During my internship, I made several notable contributions that added value to the projects and team:

1. **Personal Brand Website for Sherwan:** Designed and implemented a modern and user-friendly personal brand website for Sherwan, incorporating responsive design principles and intuitive navigation.
2. **UI/UX Enhancements:** Proposed and implemented UI/UX enhancements for existing projects, leading to improved user experience metrics and positive user feedback.

3. **Cross-functional Collaboration:** Successfully collaborated with developers to ensure the feasibility and functionality of design solutions, resulting in smooth project deliveries.
4. **Problem-solving:** Overcame challenges such as tight deadlines and evolving project requirements by prioritizing tasks, communicating effectively with stakeholders, and adapting to changes swiftly.
5. **Continuous Learning:** Actively participated in design critiques, to enhance my skills in UI/UX design, usability testing, and design thinking methodologies.

Skills Learned

During my internship at Whitespace, I had the opportunity to develop and enhance various skills that are crucial in the field of UI/UX design. These skills not only contributed to my professional growth but also have a direct impact on my academic background and personal development. Here are the key skills I acquired:

1. **UI/UX Design Principles:** I deepened my understanding of fundamental UI/UX design principles, including layout design, visual hierarchy, usability, and user-centered design approaches. These skills are essential in creating intuitive and engaging user interfaces that prioritize user experience.
2. **Prototyping and Wireframing:** I gained proficiency in using industry-standard prototyping and wireframing tools such as Adobe XD and Figma. By creating interactive prototypes and wireframes, I learned to visualize design concepts, iterate quickly, and gather feedback early in the design process.
3. **User Research and Testing:** Through conducting user interviews, surveys, and usability tests, I learned how to gather valuable insights into user behavior, preferences, and pain points. This skill is crucial in designing solutions that meet user needs and expectations effectively.
4. **Collaborative Teamwork:** Working closely with cross-functional teams, including developers, project managers, and stakeholders, enhanced my collaborative skills. I learned to communicate effectively, adapt to different work styles, and contribute positively to team dynamics.
5. **Problem-solving and Adaptability:** The dynamic nature of projects at Whitespace taught me to think critically, solve problems efficiently, and adapt to evolving project requirements and constraints. These skills are invaluable in navigating complex design challenges and delivering successful outcomes.
6. **Continuous Learning and Growth:** Engaging in design critiques, workshops, and ongoing learning opportunities allowed me to stay updated with the latest design trends, tools, and methodologies. This commitment to continuous learning is essential for staying competitive and evolving as a UI/UX designer.

In relation to my academic background in software engineering, these acquired skills complement my technical knowledge and provide a holistic perspective on designing user-centric software solutions. They have strengthened my ability to bridge the gap between technology and user experience, making me better equipped for future career opportunities in the field of UI/UX design. Moreover, these skills have contributed significantly to my personal and professional development by fostering creativity, problem-solving abilities, and a user-focused mindset.

Overall, the skills learned during my internship at Whitespace have equipped me with a solid foundation in UI/UX design and positioned me for success in my academic and career pursuits.

Conclusion

My internship at Whitespace as a UI/UX designer has been invaluable. It provided me with hands-on experience in designing interfaces, conducting user research, and collaborating with teams. These experiences enhance my skills in problem-solving, communication, and user-centric design. Overall, this internship has prepared me for future career opportunities and enriched my academic journey in software engineering. I am grateful for the mentorship and learning experiences at Whitespace, and I am excited about applying these skills in my future endeavors.

STAR

Situation: During my internship at Whitespace, I was assigned to design a personal brand website for Sherwan, a client seeking to establish an online presence to showcase their work and expertise.

Task: My task was to create a modern, user-friendly website that aligned with Sherwan's brand identity and effectively showcased his portfolio, services, and contact information.

Action: I began by conducting a thorough analysis of Sherwan's brand guidelines, target audience, and competitors' websites. Based on this research, I developed wireframes and prototypes using Figma, incorporating intuitive navigation, responsive design elements, and visually engaging layouts. I collaborated closely with Sherwan and the development team to ensure the feasibility and functionality of the design.

Result: The result was a successful launch of Sherwan's personal brand website, which received positive feedback from both Sherwan and his clients. The website's user-friendly interface and visually appealing design led to increased user engagement and inquiries, ultimately contributing to Sherwan's online visibility and business growth.

This STAR example illustrates my ability to understand client needs, translate them into actionable design tasks, collaborate effectively with teams, and achieve successful outcomes that align with business objectives.