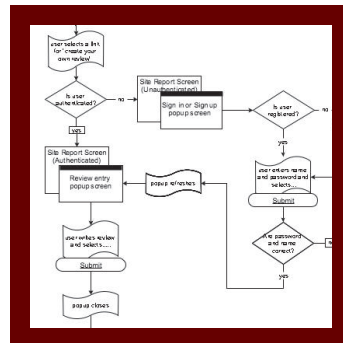


User Experience Design

Information Architecture

User Interface Design

Usability Analysis



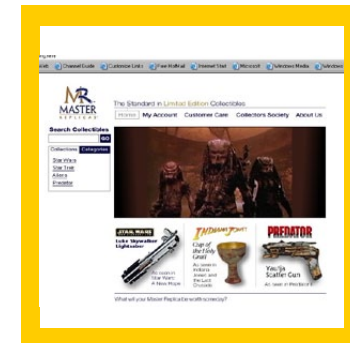
Graphic Design

Online Visual Design

Branding

Collateral

Packaging



Brian L. Friesen



www.visual-image.com
bfriesen@visual-image.com
Mobile: 831-334-9202



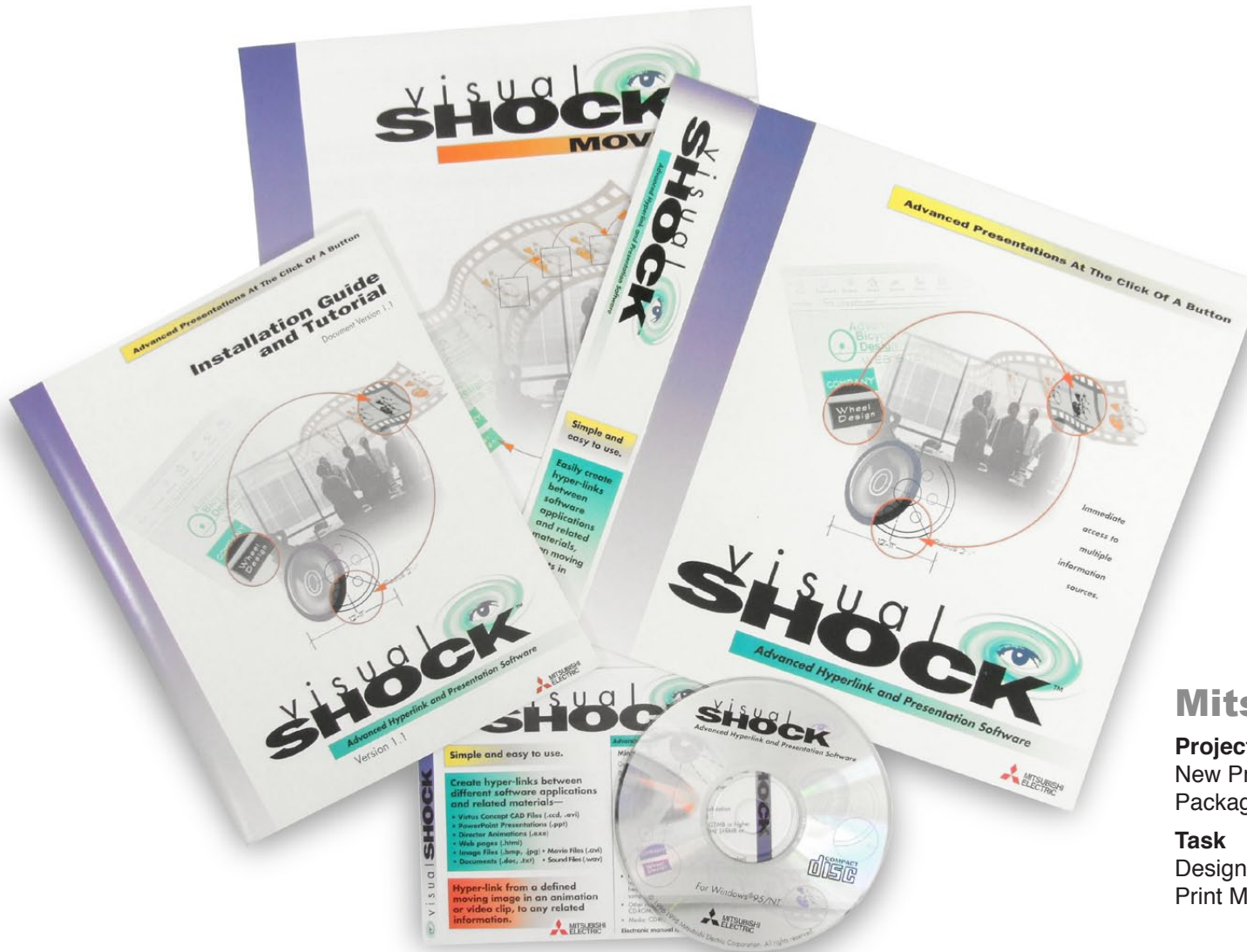
graphic design

- packaging & collateral 3
- direct mail. 4
- corporate collateral. 5
- web 10

user experience

- project examples 12
- deliverable examples 18

resume 25



Mitsubishi Electric

Project

New Product Identity, Collateral and Packaging

Task

Design & Production
Print Management



Omnilogic - France

Project

Direct Mail to invite CEO level executives to event. 30% response rate.

Task

Concept, Design & Production
Print Management

Winner of San Francisco Addy Award
Direct Mail Category



Bradley Electric

Project
Corporate Collateral

Task
Design & Production
Print Management



Resource Phoenix

Project

Corporate Collateral

Task

Product ID, Design & Production
Print Management





Cybercash

Project
Corporate Collateral

Task
Design & Production



Viewstar Corporation

Project

Corporate Collateral

Task

Design & Production

Print Management



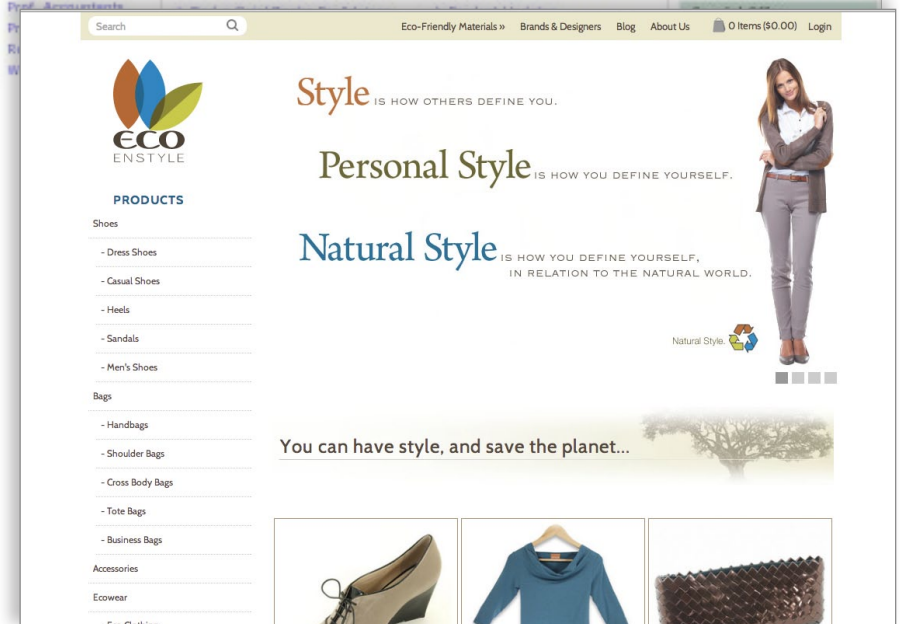
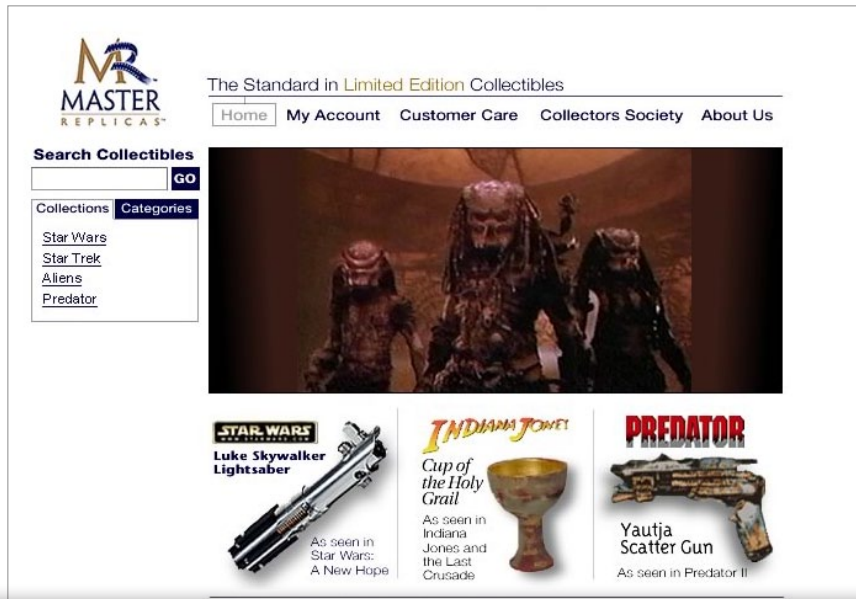
Viewstar Corporation

Project

Corporate Collateral

Task

Design & Production
Print Management





Intuit My Account Order Status Intuit Home All Products Support

Press

Take the hassle out of filing your taxes. TurboTax out of filing your automatic calculations. Instead of days spent c

Quicken
Fire up Quicken and with minutes you can:
 ■ See where your money goes
 ■ Track your expenses
 ■ Make a budget
 ■ Build savings
 ■ Balance your checkbook
 ■ Plan for your retirement
 Learn more
 Success Stories
 Getting the most from Quicken

TurboTax
Take the hassle out of filing your automatic calculations. Instead taxes quickly, simply, painlessly. owed. And e-filers get their refu
 Learn more
 Success Stories
 Getting the most from TurboTax

TurboTax & Quicken Bundle
No sweat tax returns. Use Quick TurboTax for even faster filing.
 Learn more
 Success Stories
 Getting the most from TurboTax

Bill Pay
Why spend hours writing checks by hand? Sign up for Bill Pay and pay your bills online within account to make money management fast, simple,
 Sign up for Bill Pay
 Learn more
 Success Stories
 Getting the most from Bill Pay

Quicken Credit Card
With insight comes understanding. Get the Quicken instantly. You can track your expenses to the penny, control of your spending.
 Get the Quicken Credit Card
 Learn more

It's Deductible
Save time and save money by cl value your donations, then instal
 Learn more
 Success Stories
 Getting the most from It's Deduc

It's Deductible
Save time and save money by cl value your donations, then instal
 Learn more
 Success Stories
 Getting the most from It's Deduc

Intuit Logos
Media Relations
Speaker's Bureau
Submission Form
Analyst Bureau
Request Form
Job Seekers
Philanthropy
Beta Testing
Executive Profile
Vendor Directory
Registry
International
Intuit Locations
Feedback
Learn About Pirat
Shop
Downloads

Privacy | Legal
2004 Intuit Inc.

Norton 360
All-in-One Security™

Installer

Step 1 - License Agreement

Step 2 - Installation Options

Step 3 - Multi-Part Installation

Component Pre-Install Pre-Install 60%

Brief explanation Components 2

Finalize 3

Step 4 - Registration

Next Cancel

Buy Online or Call 1-800-WWW-DELL

memory All Results

My Account Premier Login Support

Dell recommends Windows Vista® Business.

You are here: USA Search: 'memory'

Home and Home Office
Search Results for "memory"
Search in Small Business

Related Searches

Product Category
 ▶ Memory (2528)
 ▶ Desktop Computers (33)
 ▶ Laptop Computers (47)
 ▶ Networking (23)
 ▶ Servers (21)
 ▶ Storage (11)
 ▶ Workstations (10)
 ▶ Computer Components (3029)
 ▶ Software (978)
 ▶ Desktop Accessories (744)
 View More

Shop By Brand
 ▶ Dell (1317)
 ▶ XEM (6)
 ▶ Abit (13)
 ▶ Acronis (2)
 ▶ ACTIVISION (19)
 ▶ Adaptec (3)
 ▶ ADDLOGIX (1)
 View More

Products (100579) Support (513579) Services (626) About Dell (1146) Community (351) See All Results

Showing 1-12 of 5556 Results Sort by: Relevance 1 2 3 4 5 6

www.screensavers.com Norton Site Security

Norton Recommendation

Danger

Consec tetuer adipiscing elit. Sed nec libero non quam scelerisque egestas. Suspendisse venenatis.

Top Threats From This Web Site

Threat	Min	Max
Adware	■■■■■	■■■■■
Browser Exploits	■■■■■	■■■■■
Phishing	■■■■■	■■■■■

Content Classifications

Classification	Level
Consec	tetuer adipiscing
Sed nec	libero non gestas
Suspendisse	venenatis.

View Additional Threat Details Owner Information

Community Reviews and Rankings

60% of users Consec tetuer adipiscing elit. Sed nec libero non quam scelerisque egestas. Sed nec libero non quam scelerisque egestas.

Community Rating of this Web Site

Rating	Percentage
Satisfied	10%
Dissatisfied	90%

User Reviews

Sort reviews by: Date View Options: Abbreviate Reviews | Expand Reviews Log in to write a review

Reviewer	Reviewed Level	Review Date	Rated This Site	Review	Was Review Helpful?
Manufacturer Part# SNPY255C/1G Dell Part# A1164155	★★★★★				
Technology: DDR SDRAM					
Memory Speed: 333 MHz (PC2700)					
Data Integrity Check: Non-ECC					
Subtotal				\$73.09	
More Details Add to Cart					
Dell 1 GB Memory Module for Dell Vostro 410 Desktop					
Usually Ships Within 24 Hours					
Manufacturer Part# SNPXG700C/1G Dell Part# A1669630					
Technology: DDR2 SDRAM					
Memory Speed: 800 MHz (PC2-6400)					
Subtotal				\$64.59	
More Details Add to Cart					
Dell 2 GB Memory Module for Dell Vostro 410 Desktop					
Usually Ships Within 24 Hours					
Manufacturer Part# SNPYG410C/2G Dell Part# A1669629					
Subtotal				\$299.99	
Instant Savings				\$45.00	

“pragmatic solutions for the enhanced experience”



Master Replicas

Web based commerce site

Project

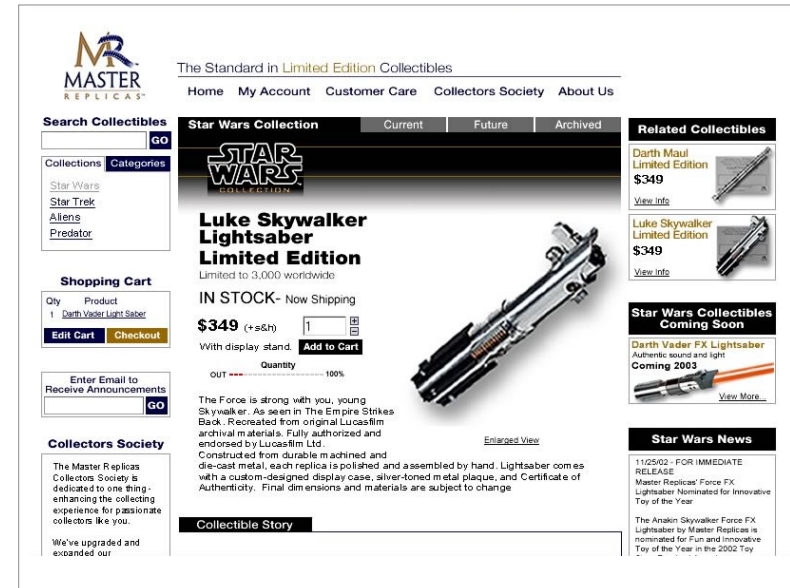
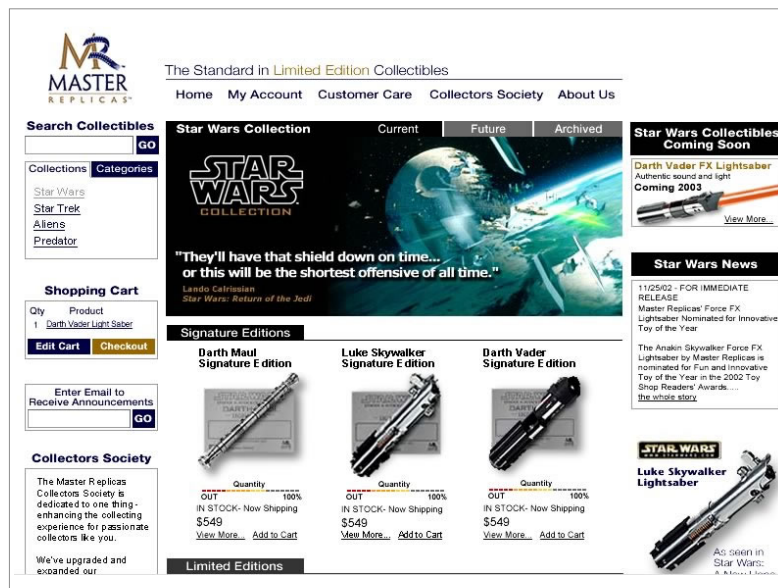
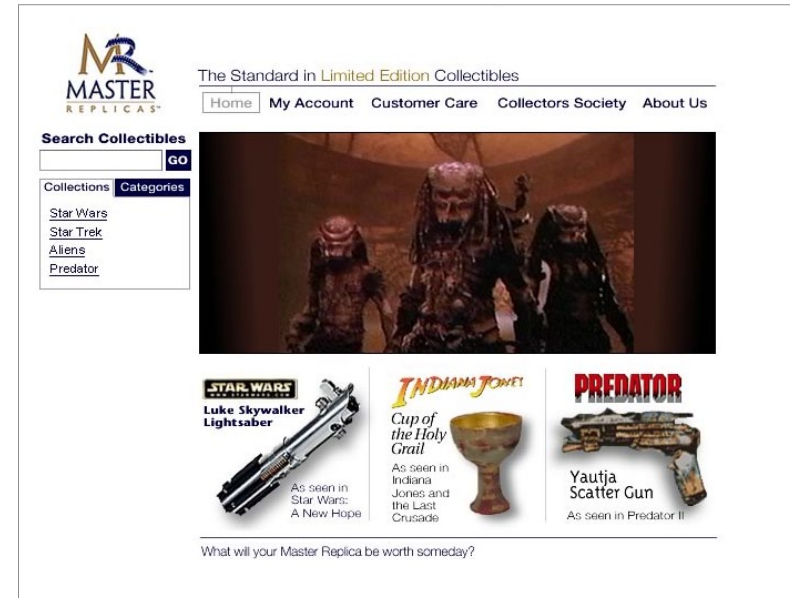
Identify business objectives and then re-design a consumer ecommerce website including brand, architecture, user interface and visual design.

Action and Deliverables

Identified business objectives and practices and created a heuristic analysis of existing website with UI design recommendations.

Re-configured site architecture to simplify and enhance the user experience. Created visual comps to redefine brand and set tone for the site design. Presented comps and site maps to client with presentation of three concepts based on business goals.

Created top level and main page schematics, as well as design layouts.





Luminex

Project

Information Architecture and UI design of software for a medical lab testing device.

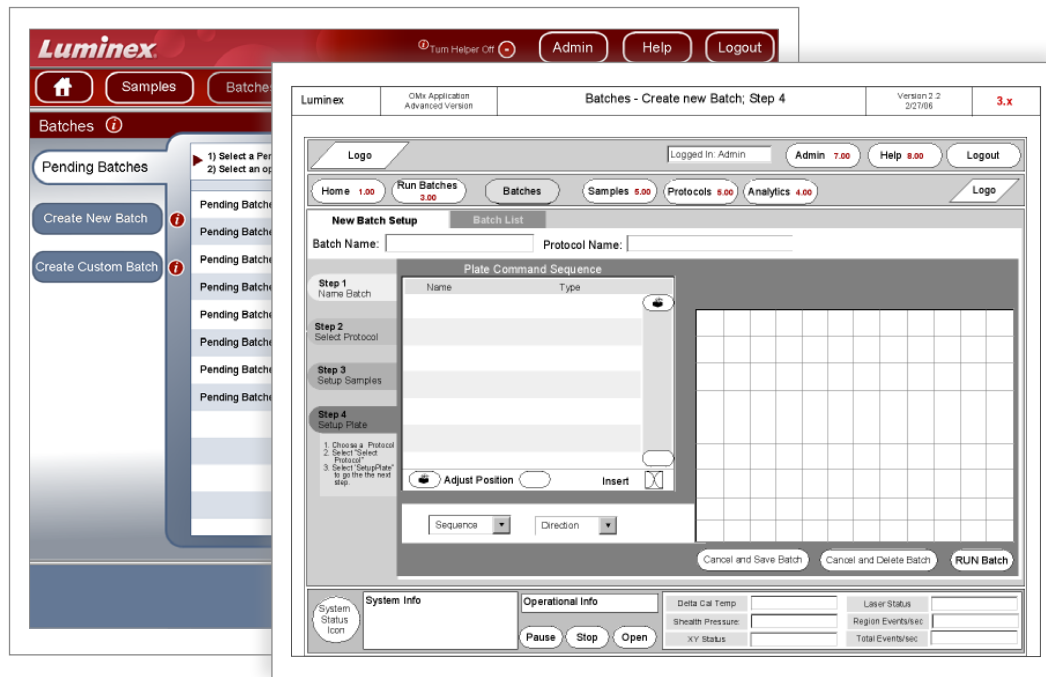
Task

Redesign an existing interface to improve usability and to be used on desktop computers and with a touchscreen.

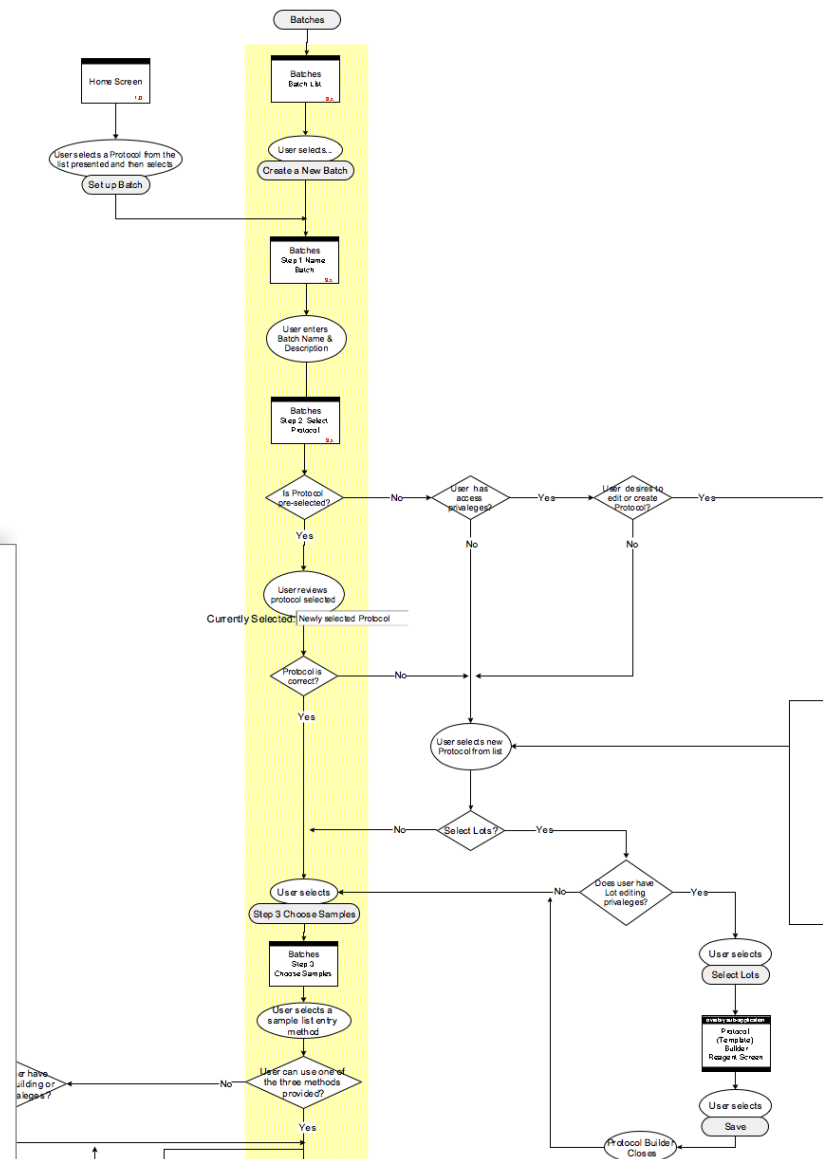
Actions and/or Deliverables

- Information architecture
- User interface design
- Task Analysis
- User Interviews

Developed basic architecture and new screen designs.



Luminex
OMx Task Flow
Task: From Batches, select Protocol, Samples List and Setup a Batch



“pragmatic solutions for the enhanced experience”



Symantec

Project

Online Product Design for R&D

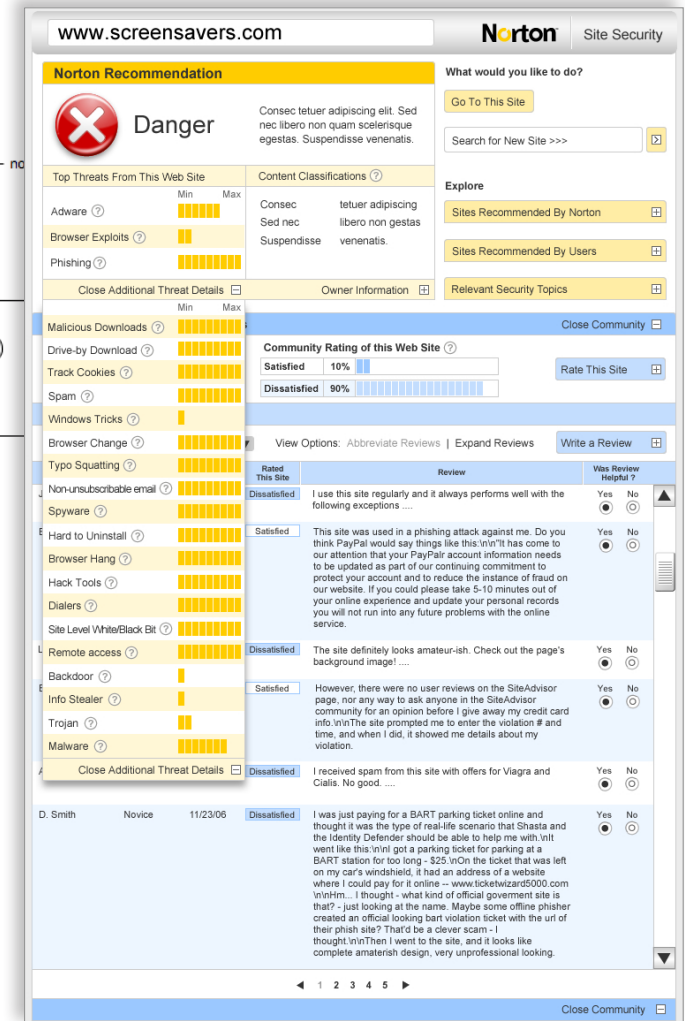
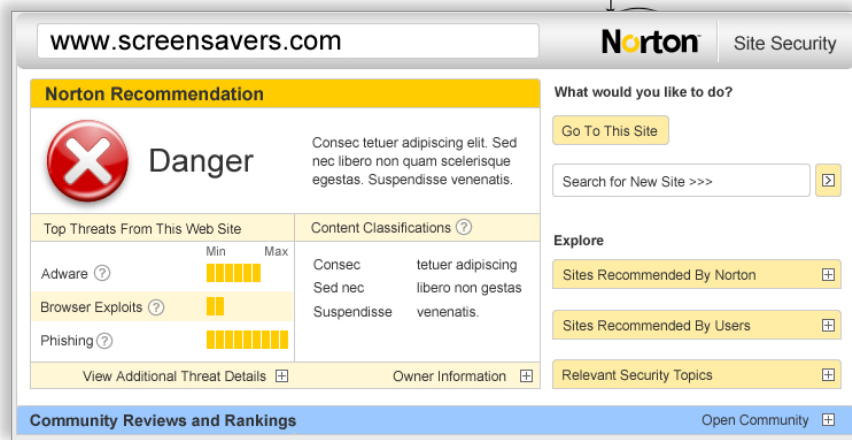
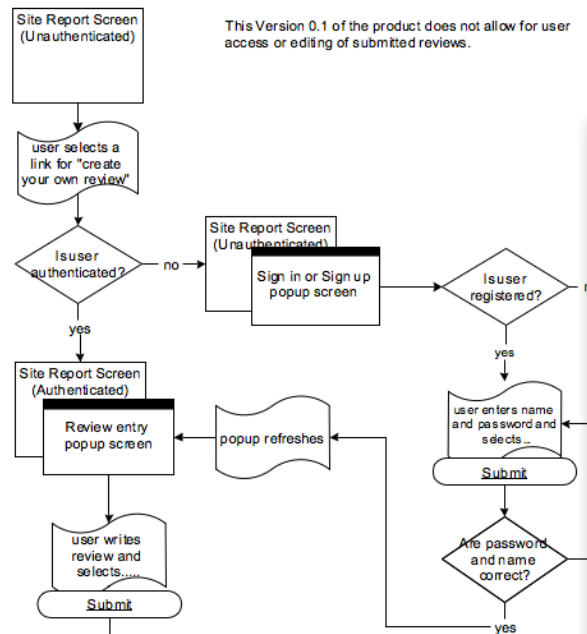
Task

Create information architecture, UI design and visual design for online product.

Actions and/or Deliverables

- Information architecture
- User interface design
- Visual Design

The examples shown here are design task analysis and visual comps for this potential online security product.





2Wire/ATT

Project

Television interface for Homezone product.

Task

Finalize documentation for final launch. Design solutions for specific problem areas.

Actions and/or Deliverables

- Information architecture
- User interface design

The examples shown here are from the design of a mini-application for the management of advertising campaigns and resources within an existing SMS framework.

Wireframe Section

2Wire Logo

CMS

Existing Left hand Navigation

Advertising Manager

Advertising Manager

New Ad Placement

Ad Type Video Pre-roll

Placement ID

Description

Advertiser

Ad Provider

Video File

Locate File

Start Date

End Date

Start Time

End Time

Ad Placement Location(s)

Filter By:

Select Filter 1

Select Filter 2

List Item 1

List Item 2

List Item 3

Available Locations

Video Title 1

Video Title 2

Video Title 3

Video Title 4

Video Title 5

Video Title 6

Select All

Selected Locations

Video Title 2

Add

Remove

Clear

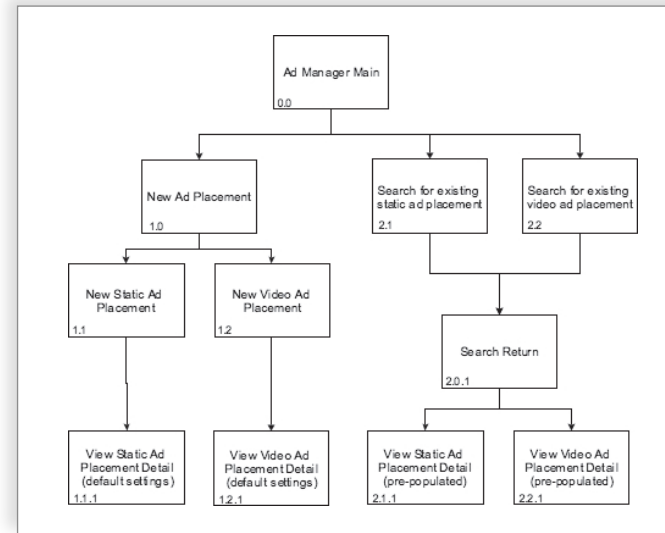
Cancel

Reset

Save

List is prepopulated based on what has been entered in previous fields.

Drop down menus can further filter the results of what is available. Possible filters:
- Genre
- Channel
etc.



MediaPortal (SMS) Advertising Manager Application- Phase 1 Of Specification

2.2 Content Matrix by screen

2.2.1 Ad Manager Main Screen

Content Matrix - Ad Manager Main Screen			
	Content Name	Description	Text
1	2Wire Logo	Standard 2Wire logo. See current CMS application	
2	Screen Master Title	Standard CMS title	"CMS"
3	Left hand navigation	See CMS application. Additional navigational link: Advertising Manager link	"Advertising Manager"
4	Section or Page Title	Title for this screen or section	"Advertising Manager"
5	New Ad Placement Section	Subtitle and drop down menu	Subtitle: "New Ad Placement" Menu Tag: "Ad Type" Menu Selections: - "Select" default - "Static Vertical" - "Video Pre-roll" - "Video Post-roll"
6	Find or Search Section	Subtitle and drop down menu	Subtitle: "Find an Existing Ad Placement" Menu Tag: "Ad Type" Menu Selections: - "Select" default - "Static Vertical" - "Video Pre-roll" - "Video Post-roll"

Use Case Section



Intuit - QuickBooks

Project

Web based commerce solution

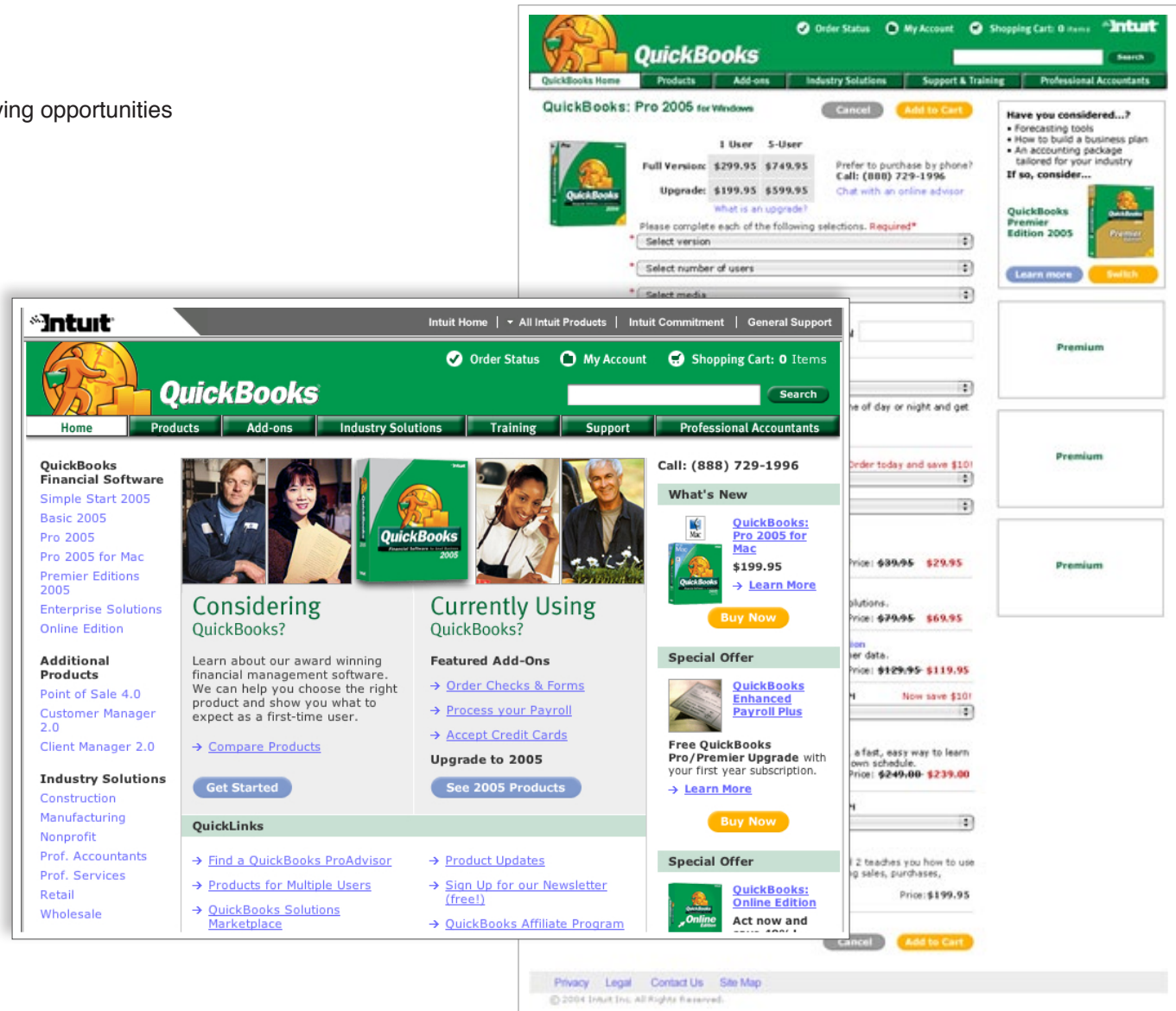
Task

Improve navigation and increase buying opportunities while adding new site features.

Actions and/or Deliverables

- Information architecture
- User interface design
- Visual design

Worked with design team and provided user interface design and visual design solutions. Provided visual design comps, wireframes and UI specification documentation.





Emmpervative a division of Proctor & Gamble

Project

Marketing asset management application.

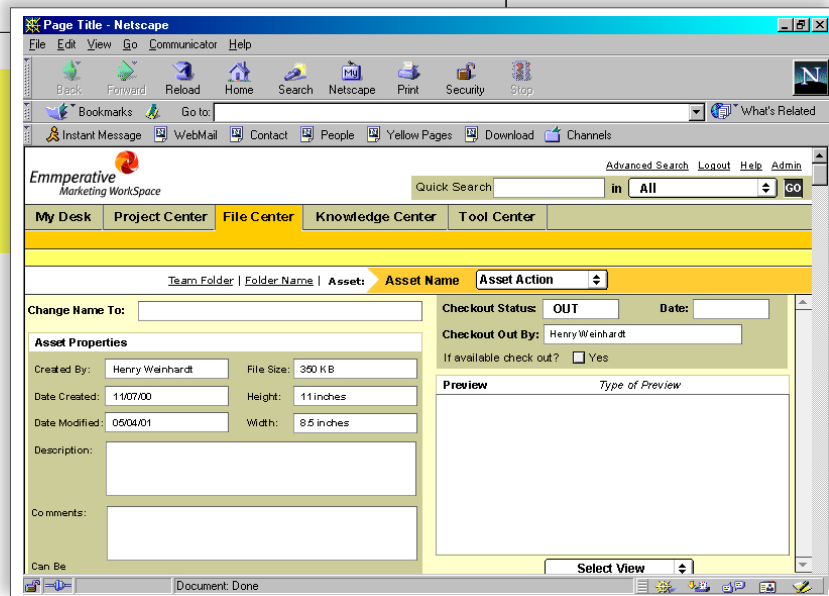
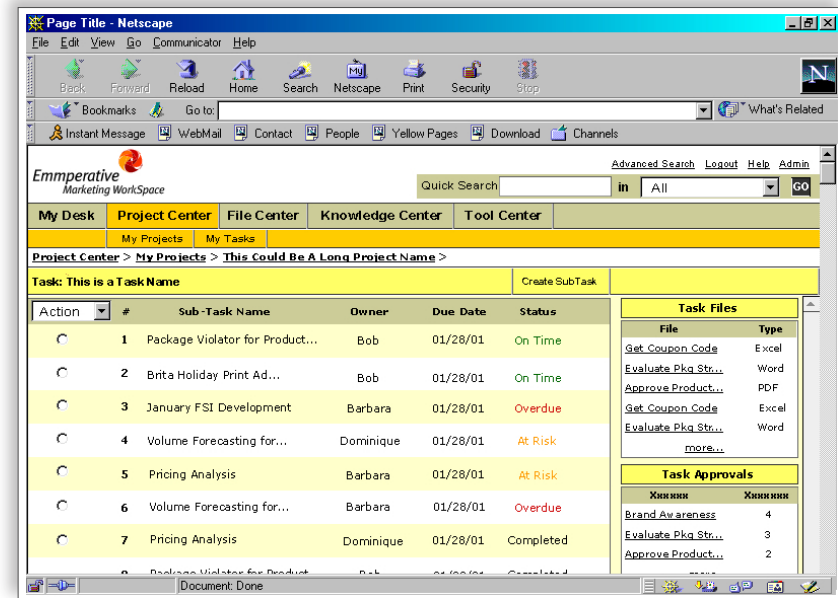
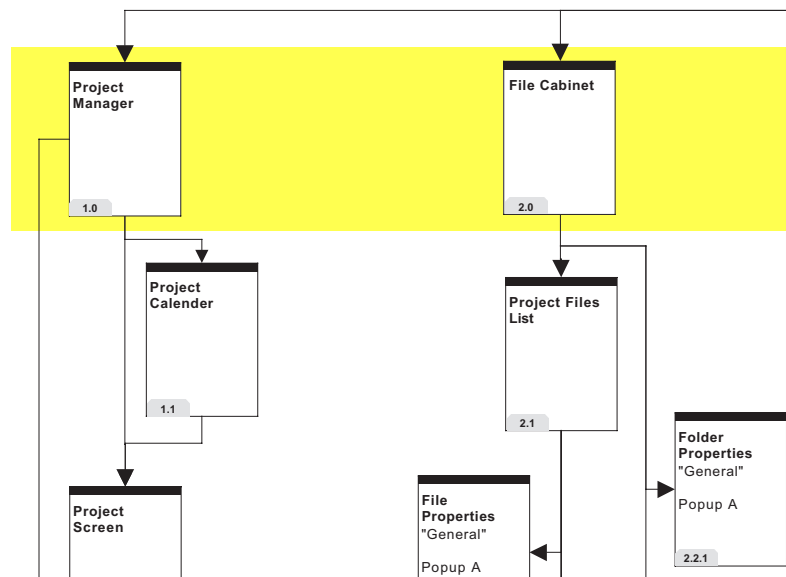
Task

Analyze an existing product and incorporate this functionality into a new multi-user, multi-configurable productivity application incorporating database connectivity and resource management.

Actions and/or Deliverables

Problem identification, use case scenario, business process concept, user interface design, information architecture, visual design and team management.

Emmpervative	Application/Site Map Sierra I	Version 1.0
--------------	----------------------------------	-------------



“pragmatic solutions for the enhanced experience”



User Personas

A user persona puts a face on the people who will be using the product. As one of the many tools available to the user interface designer, besides the on-site interview, the user persona is the best method for putting oneself into the mind of the user.

By relating to the user in their own frame of mind, we are able to envision a process that will be easy to understand, and to use.

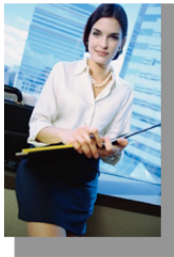
Although there can be an unlimited number of users in the case of an e-commerce web site, an application generally has a more targeted audience. The Sierra product would have an even more refined target audience than a typical off-the-shelf application such as Microsoft Word®. Similar to how Adobe Photoshop® is targeted to the design professional, Sierra is targeted to the corporate marketing professional, most likely in a consumer goods company.

In the interest of defining envisioning the mind of the Sierra user, the following two users would typify two different levels of job responsibility and application competence.

These users will provide a basis for mapping specific tasks through the application. Task flows will be created based on the needs of these users.

Heather Dawson, 24, BBA, Business Marketing

Marketing Associate, SBC Corporation



Novice User

Heather is fairly new in the world of corporate marketing. With very good credentials from her professors at UT, Austin, Heather was able to capture a position with a prestigious company directly out of college.

With an eye on building a good reputation and at moving forward in the company, she has the need to deliver results faster than more tenured coworkers. Managing contact information, vendors and project counterparts is becoming more of a priority.

Heather's company, SBC Corporation, has just implemented a Sierra I internet/intranet solution. After an initial introduction to the application, Heather sees all of the great possibilities and rushes home with her notebook in hand to try out the project management features.

Her first goal is to check on two new projects just assigned to her, then she has several specific tasks to complete before the end of the day.

2

Barbara Jackson, 35, MBA, Cornell

Senior V.P. Marketing Programs, Del Monte Brands



Experienced User

Barbara has been in this game for a few years. She balances work and a family.

When a new productivity tool was introduced at her company, she was curious, yet cautious. She had seen "new productivity tools" come and go and was skeptical about anything that carried such a moniker.

With the first encounter, Barbara wondered if this "tool" could really save time. But after ten minutes, she had mastered File Management and Projects and was on her way to entering her entire itinerary online.

Barbara was able to manage more time with her family because her work was done easily and she is able to track and perform most of her marketing duties from anywhere on her laptop.

The system has been online for eight months now and Barbara is used to using the many features. As she logs onto the system from her laptop over a 56K modem connection, she begins mentally organizing her tasks.

First, she needs to check the status on her "live" projects, reviewing and making further assignments, then she has three new projects to create and finally, there are some deliverables that have been requested of her that she needs to attend to.

3



3.3 Predictability

To come.

3.4 Content (Nomenclature)

Problem: The nomenclature in some areas is non-existent while in other areas the text or commands presented are used inappropriately.

Recommendation: A thorough review of all nomenclature with suggested revisions to verbiage used, as well as, adding more descriptive text where needed.

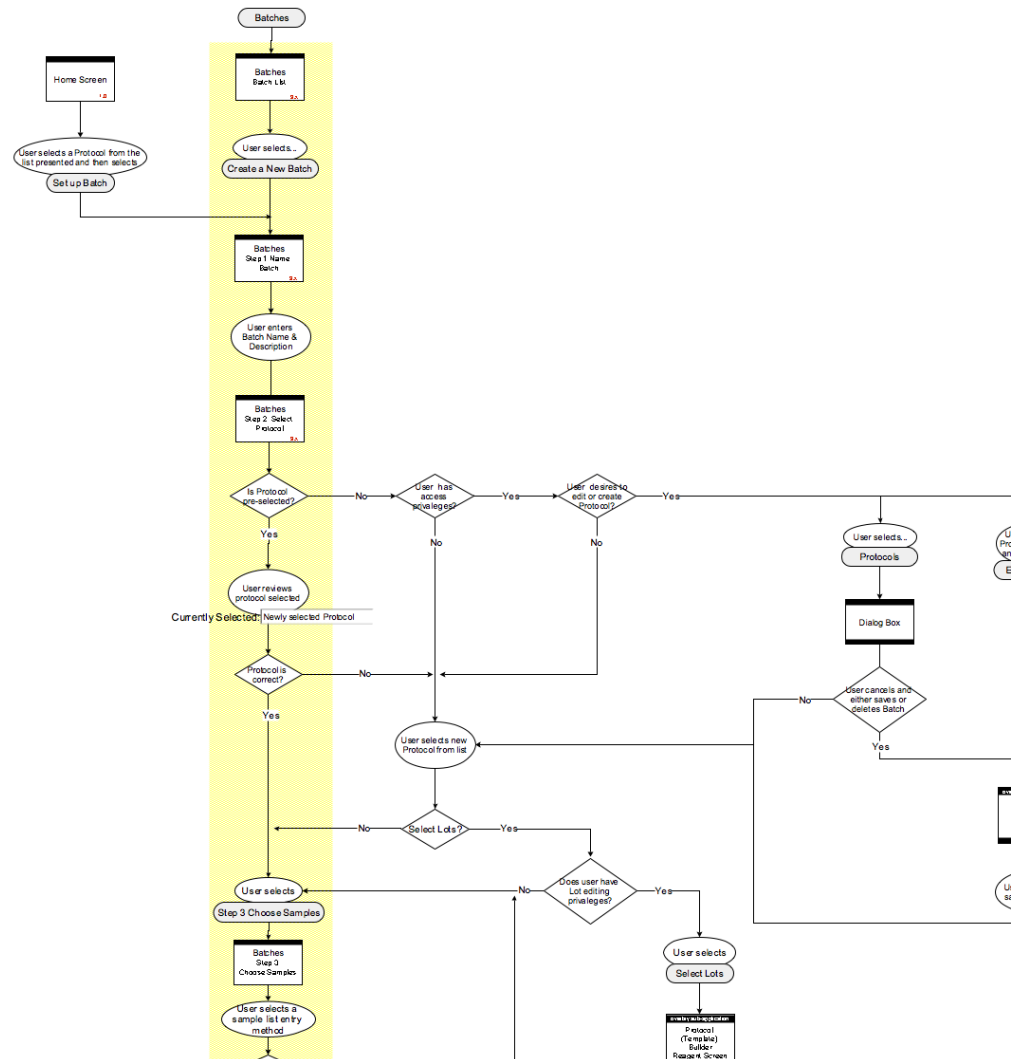
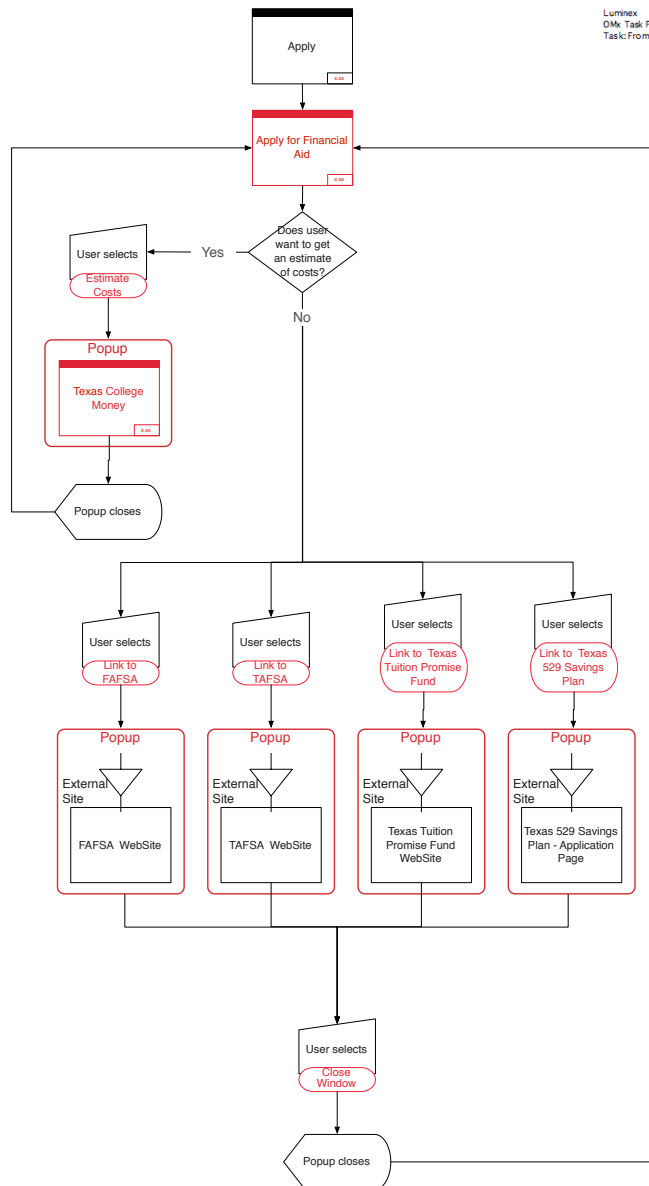
4. Potential Usability Problems by Section

4.1 HOME	Problem	Suggestion
4.1.1	The system needs to tell the user where they are and what they can do.	Display content under the welcome bar and describe what the user can perform.
4.1.2	"Brand News" has little importance to the current function of the program. "News Tools" and other links on the lower right side section need to be reevaluated for their relevance with the program.	Visually separate content from main application more.
4.1.3	The buttons and links need to better describe that they do: "Take Action", "More", "Meeting", "Research" all need to have descriptions to help the user understand what to expect.	Move to more prominent position.
4.1.4	Main assistance is "Help", Help is difficult to locate.	Make help more prominent. Possibly rename as "Instructions".
4.1.5	Category pull down menu. Unclear what effect this will have on the screen.	
4.1.6	Unclear what "more" button does. "More" button loads new screen. Replaces Home screen with "Projects" screen. Expected to see more results under same screen.	Change nomenclature or results of action.
4.1.7	Open space below greeting is distracting and wasted space.	
4.1.8	"Table View" is HTML jargon. The user sees this a list not a table.-	Change to "List View"
4.1.9	Status icon is unclear.	Use a pie chart symbol.

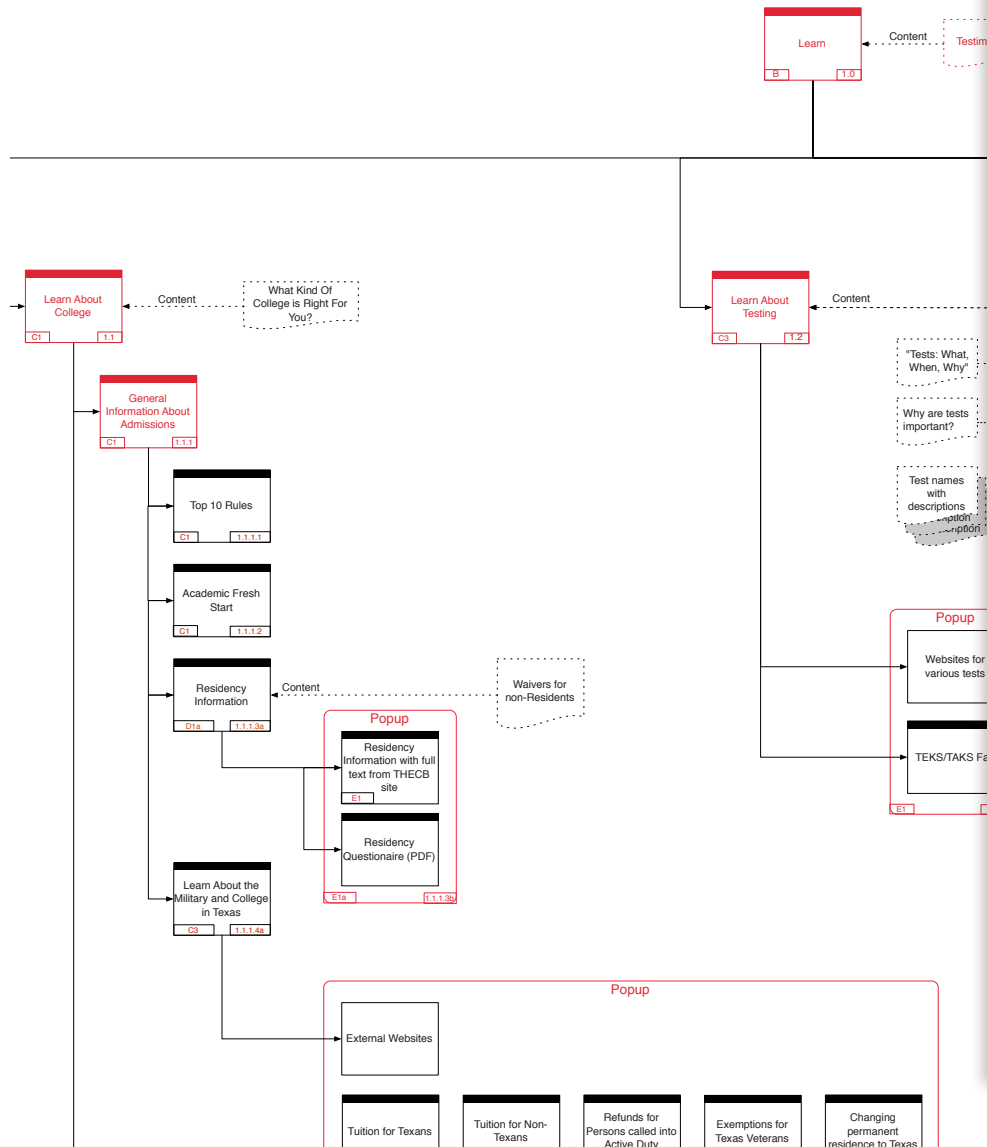
4.1.9 Home Pop-up Window to edit "Branding News" section	Problem	Suggestion
4.1.9.1	The "Edit" window has little information on what you can "edit", "title" and "search" and the content say little about what the window is for.	
4.1.9.2	After entering content in the pop-up window fields, the "title" is changed, however it gives the following error: "Could not connect to News Alert. Please click or Refresh or try again". The page was refreshed again, but it had the same error. This error is confusing to the user.	Make all error messages explain in normal words that the user can understand.

4.2 Help	Problem	Suggestion
4.2.1	Help should have a consistent look and feel with the whole site/software.	Should not have the browser's navigation on top.
4.3.2	Not easily known where user is or how to get back if popup screen is not controlled.	Consistent header identity system.

4.3 Projects	Problem	Suggestion
4.3.1	"Calendar View", "Previous" and "Next" buttons should not be displayed if they are not active.	
4.3.2	Category (ies) need to display which category is being shown in the cookie trail. It is not apparent which project or category the user is current viewing.	Make the cookie trail and the project category apparent to the user.
4.3.3	Make clearer where the user is, what page or section.	Better visually discriminate between sections.
4.3.4	Need trial and error to determine what pull down menus will do to the screen.	More description of pull down interaction



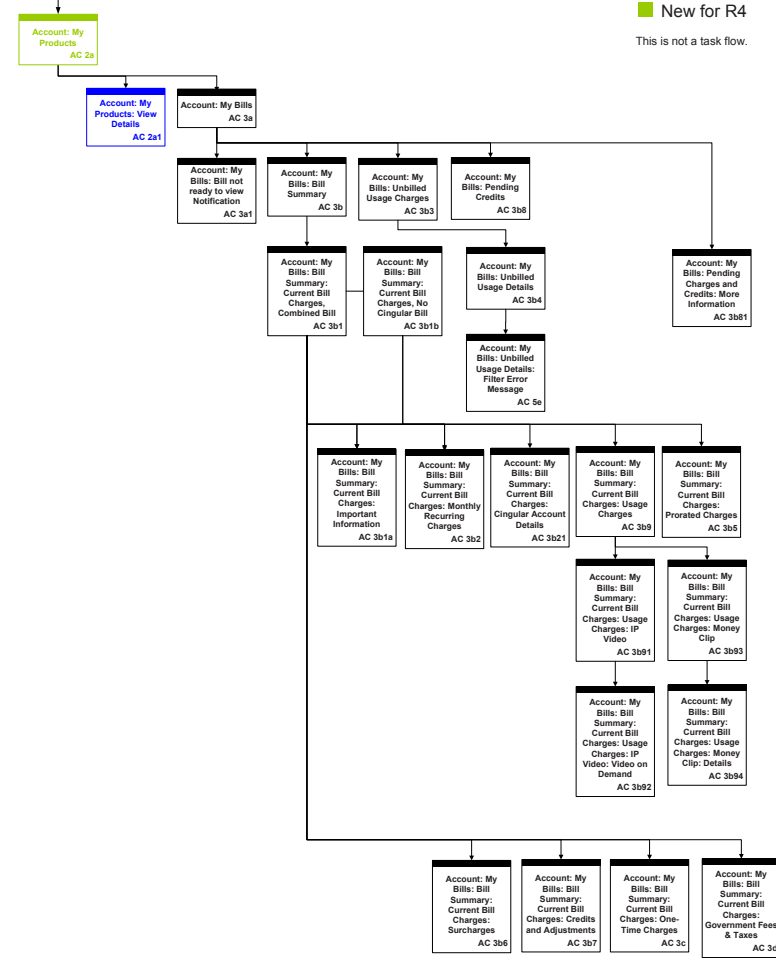
Site Map - Learn Section



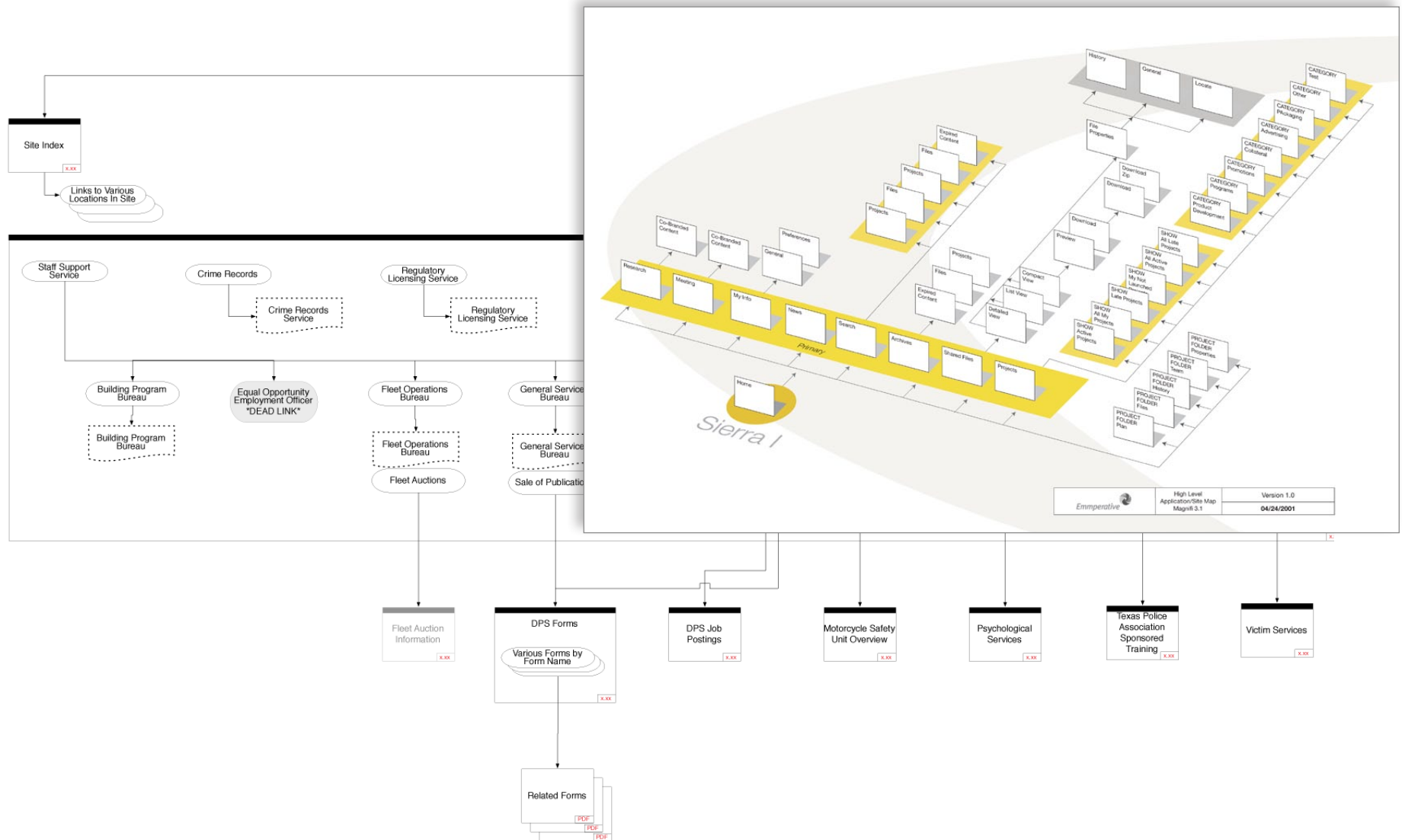
SBC U-verse Wireframes DR4 | Account | Version: 2
SBC Online, Author(s): beth ordman/brian Friesen ~ avenue a | razorfish
Page Number: 4 of 61, Thursday, June 29, 2006

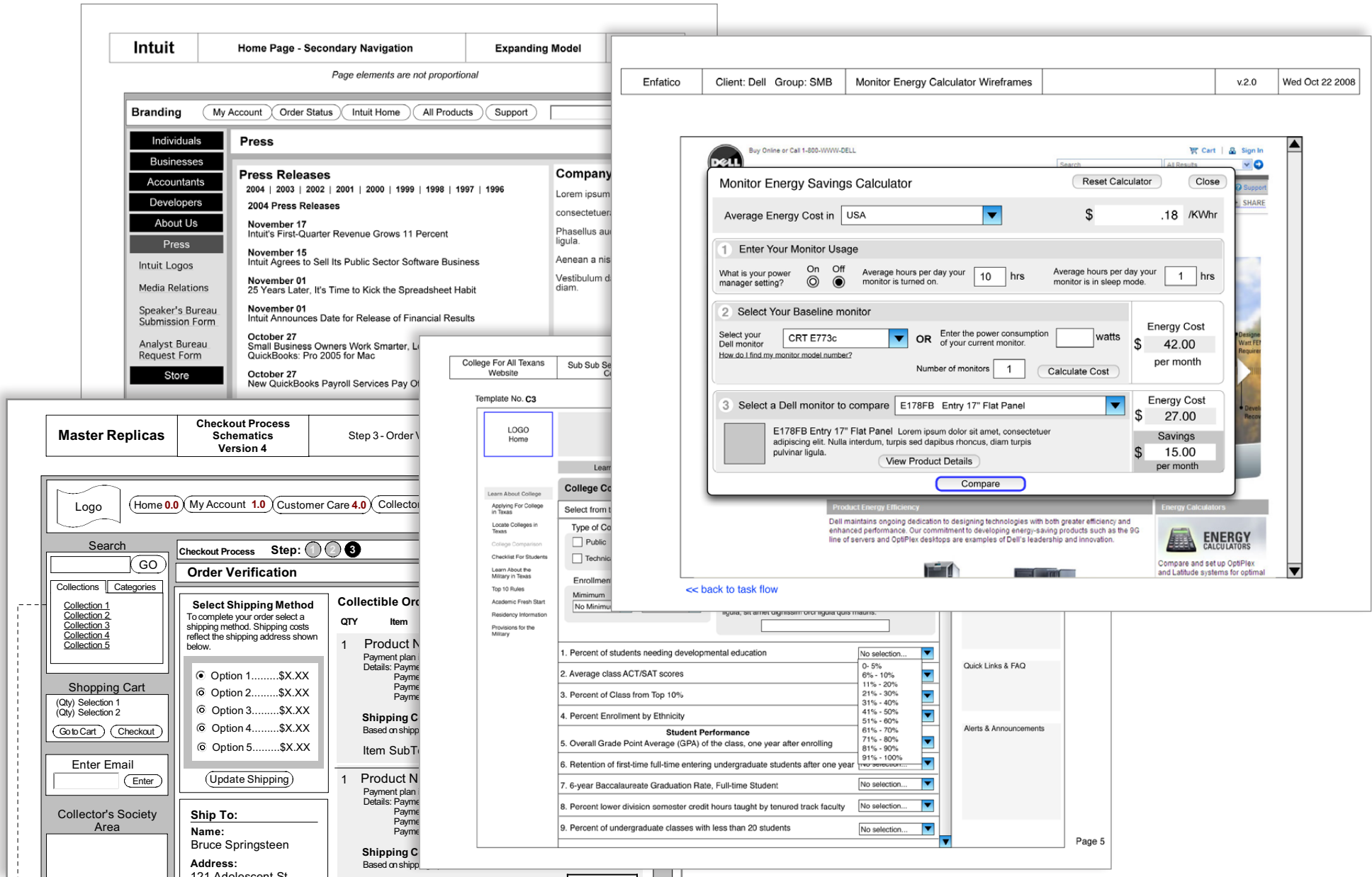
SECTIONAL Diagram 2 My Account: My Products

■ No change
■ Updated for R4
■ New for R4
This is not a task flow.



TX DPS - Website	Site Map - FULL	Version 1.0	Current State	12/03/2009
------------------	-----------------	-------------	---------------	------------







UI Specification Sample

VII. College Comparison Mini-Application (cont'd)

Name	Element	Behaviors	Note
A	Initial application screen	User makes selection with check boxes.	
B	Content from "College Compare"	User selects choices from dropdown menus. The default is "No selection".	Content is reformatted by user.
C	Answer selection dropdown menus	Adds criteria to search.	Use ranges for numbers instead of individual numbers.
D	View selection for number of results	User selects number of results to display.	Default is "All" results.
E	Results screen	When user selects "View Matches" a popup is presented with search results.	Use Ajax "Greyscale" to achieve a shaded background for popup window. Example: http://orango.com/examples.html
F	Results grid	User may select column headers and sort the results by that criteria. Grid will need to scroll horizontally as well as vertically.	Results are presented in a grid.

VIII. Conclusion

While created with the best intentions and based on "best practice" principals this design was developed through a process of user testing prior to launch.

Certain navigational and structural alterations may be needed as the project enters the development phase.

IX. Attachments and Addendums

A. Attachment A: Wireframe Set

B. In addition to the dissected site map presented in this specification document, a complete map/wireframe demo is available in HTML format.

Current location on the THECB server is: H:\BF\ITS\Forum\Friesen\CFaT Website\CFaT_interactiveWF.2.3html/index.html

VII. College Comparison Mini-Application

Within the CFaT website is a small "mini-application" which is the combination of the current "College Matcher" and "College Compare" exercises. By combining these two functions into one "mini-app" the user is provided with a method of matching their needs to appropriate higher education institutions.

It is recommended that the content within this "mini-app" be revised at some point so that it can continue to be relevant and helpful. Also, user testing will uncover whether this "mini-app" is useful and how the content might be revised for improvement.



Brian L. Friesen



Contact:

Cell: 831.334.9202 Email: bfriesen@visual-image.com Online Portfolio: www.visual-image.com

User Experience Design

Information Architecture
UI Design
Interaction Design
Usability Analysis

Graphic Design

Art and Creative Direction
Design
Production
Identity
Collateral
Packaging
Advertising
Web

Also...

Copywriting
Proposal generation
Social marketing

Skill Sets

Online & UI

- User centered design
- User interface design
- Information architecture
- Usability analysis
- Visual/graphic design

Print Design

- Art Direction
- Corporate ID
- Collateral
- Advertising

General

- Technical and creative writing skills
- Strategic thinking
- Organizational and resource management
- Adaptability
- Critical thinking
- Knowledge of technology.
- Business management experience
- Marketing expertise
- Target market identification
- Application of branding in company business, or marketing strategy.

Technology Skills

- Aptitude for technology
- Ability and experience in working directly with engineering in designing for any platform, programming language or presentation format required.

Experience with most design and office software products on multiple OS platforms.

Experience with Social marketing

Partial Client List:

Dell
AT&T
Symantec
Intuit
Oracle
2Wire
Texas Higher Education Coordinating Board
Texas Department of Public Safety
Shell Global
Viewstar Global
Marchfirst
Razorfish
Netdeposit
Luminex
...and many other organizations



Experience

From 11/2005 to the present

Consulting and Contracting Projects as User Experience Designer, including information architecture, interaction design, user interface design, usability analysis and visual design.

Client	Contract Type	Project and/or Action
Ecoenstyle	Partial Owner	Branding design, information architecture, UI design and visual design for a new ecommerce brand.
Texas Department of Public Safety	Direct Contract	More consulting than a contract, I performed an analysis of the existing website and provided recommendations for improvement and re-design of architecture, interface and supplemental online applications. Project recommendations were kept for future state budgeting of this project.
Enfatico Austin, TX	Direct Contract	User experience design for Dell's primary ad agency. Functioned unofficially as UX Lead, organizing a UX team with standardized deliverables, delivery process and project tracking. Provided project guidance on numerous projects in addition to day-to-day hands-on delivery of wireframes and user experience deliverables. Created advanced initiatives for the redesign of key sections of the Dell.com website.
State of Texas - Texas Higher Education Coordinating Board	Direct Contract	1) Re-architect and UI design for prototype of future portal, College for All Texans website. 2) Analyze, re-design and make recommendations for improving the THECB main website.
Symantec Corp.	Direct contract	Designing client application elements including universal installer for Norton products.
Symantec Corp.	Direct contract	Designing new AJAX based web product for their R&D division.
AT&T	Contracted through 2Wire Corp., San Jose, CA	Designing and writing requirements for the AT&T Homezone set top box interface.



Experience (cont'd)

From 11/2005 to the present

Consulting and Contracting Projects as User Experience Designer, including information architecture, interaction design, user interface design, usability analysis and visual design.

Client	Contract Type	Project and/or Action
AT&T	Contracted through Razorfish	UI design for AT&T U*Verse ecommerce website
Shell Global	Contracted through FG Squared, Austin, TX	Redesigning architecture and navigation of Shell Global corporate web
Luminex Corp.	Direct Contract	Designing architecture and interface for touch screen medical device.

05/2005 - 11/2005

Senior User Experience Designer

Projekt202, Austin, TX

User interface design for client software and mobile telephone applications (Motorola) including analysis of requirements documentation and user needs, design of process flows and preparation of schematics, task flows and architectural diagrams. Returned to consulting due to a shortage of projects.

05/2001 - 05/2005

Consulting and Contracting Projects as User Experience Designer, including information architecture, interaction design, user interface design, usability analysis and visual design.

Client	Contract Type	Project and/or Action
Zipwave	Direct Contract	Information architecture and screen design for a Java SWING based client application.
Intuit	Direct Contract	Worked with design team to design architecture, navigation and content for Intuit.com corporate web site.
Quickbooks/Intuit	Direct Contract	Worked with design team to design interface for homepage and various key pages, as well as, the interface for a new product "configuration" tool.



Experience (cont'd)

05/2001 - 05/2005

Consulting and Contracting Projects as User Experience Designer, including information architecture, interaction design, user interface design, usability analysis and visual design.

Client

MasterReplicas

Contract Type

Contracted
through Analysts
International

Project and/or Action

Re-Design of E-Commerce Web Site
Identified business objectives and practices. Performed heuristic analysis of existing website with UI design recommendations. Re-configured site architecture to simplify and enhance the user experience. Created visual comps to redefine brand and set tone for the site design. Presented comps and site maps to client with presentation of three concepts based on business goals. Created top level and main page schematics. Created top level and main page design files.

Mobileframe

Direct Contract

Internet server based management and mobile based client application. Startup founded by Apple and Remedy veterans. User interface design and information architecture development.

Emmperative

Direct Contract

Task and resource management application. User interface design and information architecture development of an XML/HTML based file, task and resource management application for a Proctor & Gamble subsidiary.

08/2000 - 04/2001

Senior Art Director of User Experience
marchFIRST, Cupertino, CA (former USWeb/CKS)

Supervised visual designers, information architects and usability experts. Performed information architect functions such as user scenario and persona creation, site maps, schematics, wireframes and content matrix. Performed visual design tasks as needed. Client interaction and presentation. Created standards for user experience deliverables. Developed resource management tools. Returned to consulting due to layoff and closure of company.

Appointed to the marchFIRST Global Advisory Board for User Experience.

Brian L. Friesen



Experience (cont'd)

01/1998 - 08/2000

Consulting, dba Visual Image Group

Project management, marketing strategy, creative direction and design solutions. Contract Creative Director and UI Designer at various Internet related companies assisting with the re-design of websites and web applications, the development of marketing messages to build brand identity and ecommerce solutions.

Contract jobs:

Clip2.com...Internet Topic Guide Site.....Creative Direction, UI Design, Graphic Design

Caresoft, Inc....Online Health Management.....UI Design, Prototyping, Graphic Design

Photoloft.com...Photo Sharing Website.....Art Direction, Graphic Design

08/1989 - 12/1997

Owner/Business Manager/Creative Director

ADz Visual Imaging, BRIANNA Corporation, San Rafael, CA

Built business from freelance to five person design company. Product market strategy and concept, art direction, business management (including P&L responsibilities, accounting supervision, employee supervision and training, and strategic planning), graphic design, client meetings, liaison and presentation.

Academic Experience

B.A., Behavioral Psychology

Commercial Art

Subsequent additional coursework in Marketing, Business Management and Information Systems

Memberships

BayCHI – San Francisco Bay Area Computer Interaction Group

UPA – Usability Professionals Association

IAI - Information Architecture Institute

Interaction Design Association