

Good friend to design

Personal stories that makes design more understandable

Feat. Ahnis Fraga



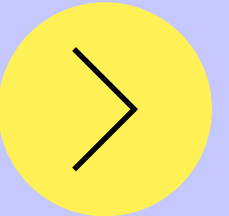
Human-centered AI design strategist:
building connections through curiosity
and creativity

Interviewed by Lyn Cao



A design practitioner with ambition
to connect people through design

Content created by Lyn Cao, aim to share her genuine love for design by introducing people around her who's a good friend to design.





Who is Ahnis?

“I'm a super curious woman. My background is linguistics. Although I work with technology since I was 14, 15 years old. My career was always related to technology. I've worked in different fields from security to development, and now I work with digital transformation.

I also like to teach wine tasting and development skills, especially related to leadership.

I like to try different things, like cooking, traveling, and experiencing places without planning. Also, I would introduce myself as a person who likes collaboration. If I can collaborate or co-create with people, I really enjoy.”



The Wine Engineer's Lesson on Design Thinking



"I met a wine engineer who said:

'I'm tired of creating amazing wine, super complex that only I can understand. I want to help people to like wine.'

That was my first introduction to design thinking—
from a 68-year-old winemaker who cared more
about what people needed than showing off his
expertise."



The Design Journey Started From User Adoption Problem

"I was developing systems that no users liked to use. I was super frustrated because I put a lot of time developing amazing stuff for myself without consulting any user. Nobody adopted anything I was doing, and when they did adopt it, it was really hard for them to understand.

I wanted to make this more seamless, easy to use.

I started to look for ways to develop systems that were more user-friendly."



No Passion for Own Ideas



"I have no passion for my own ideas. If you want to change, let's change... That's why I like collaboration."

When I have this super diverse environment, I see things that probably I would never see in my life."



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Thank you for reading! ❤️

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