

Four uncompromising principles guided this design:

- It should require **no effort** for users to learn
- It should be exceedingly **easy to implement**
- It should not add **visual complexity** to the product
- Minimal possible disruption to the **existing UI**

All of my designs are built around three non-negotiable goals: **usefulness**, **clarity**, and **ease**.

My **expertise** lies in making highly complex products **as simple to understand and use as is humanly possible** (but no simpler).

That expertise comes from 20 years of practice across two complementary disciplines: **designing** complex systems and **understanding** the humans who have to process them.