

# Inbal Rief

If we were playing  
"Two Truths and a Lie"  
I'd say the following:  
I've never had a formal  
degree, but I published  
four papers, I designed the  
Israel–Jordan peace treaty  
stage, and I have my very  
own amazing horse. The  
last, of course, is the lie.  
For now.

Hi,  
My name is Inbal Rief,  
I'm a designer and design  
thinker, and I like to create  
emotional experiences.

Highly passionate about  
data-vis, product and UX.

I'd love to collaborate.



# 041/342

## Theme

From psychedelic rock to minimalism - data viz experience.

## Credits

Special thanks to:  
Przemek Piłtaciński from [Signal to Noise Ratio](#) - the remixers of 'Fisheye', and Jørgen Munkeby from [Shining \(NOR\)](#) - the creators of 'Fisheye'.

## Tags

#dataviz #analytics  
#insights #design #snr  
#rock

## About

Signal-to-Noise Ratio [SNR] isn't just a formula, but also a rock band from Warsaw. I came across their amazing remix 'Fisheye' and decided to analyze it.

The SNR principle keeps us quite busy in the visual domains. We're all flushed by visual noise and we search ways to reduce it.

We actually seek for the highest S to N ratio. 041/342 is my viz journey from the overwhelm to minimalism, it's a design path to simplicity - perhaps my utmost desire as a designer.

## Challenges

To actually maximize the S/N - increase the signal, reduce the cluttered data noise, and create a most simplified visual.

[Best of the Visualization Web Aug 2017 by Visualising Data](#)



# Generosity butterflies around the world

Theme  
"Championing the power of data-visualization to inspire new ways of thinking and seeing the world"  
[@Worldgovsummit](#) + [@Infobeautiful](#)

Credits  
Special thanks to Elena Levi for her analytics advice & spirit.

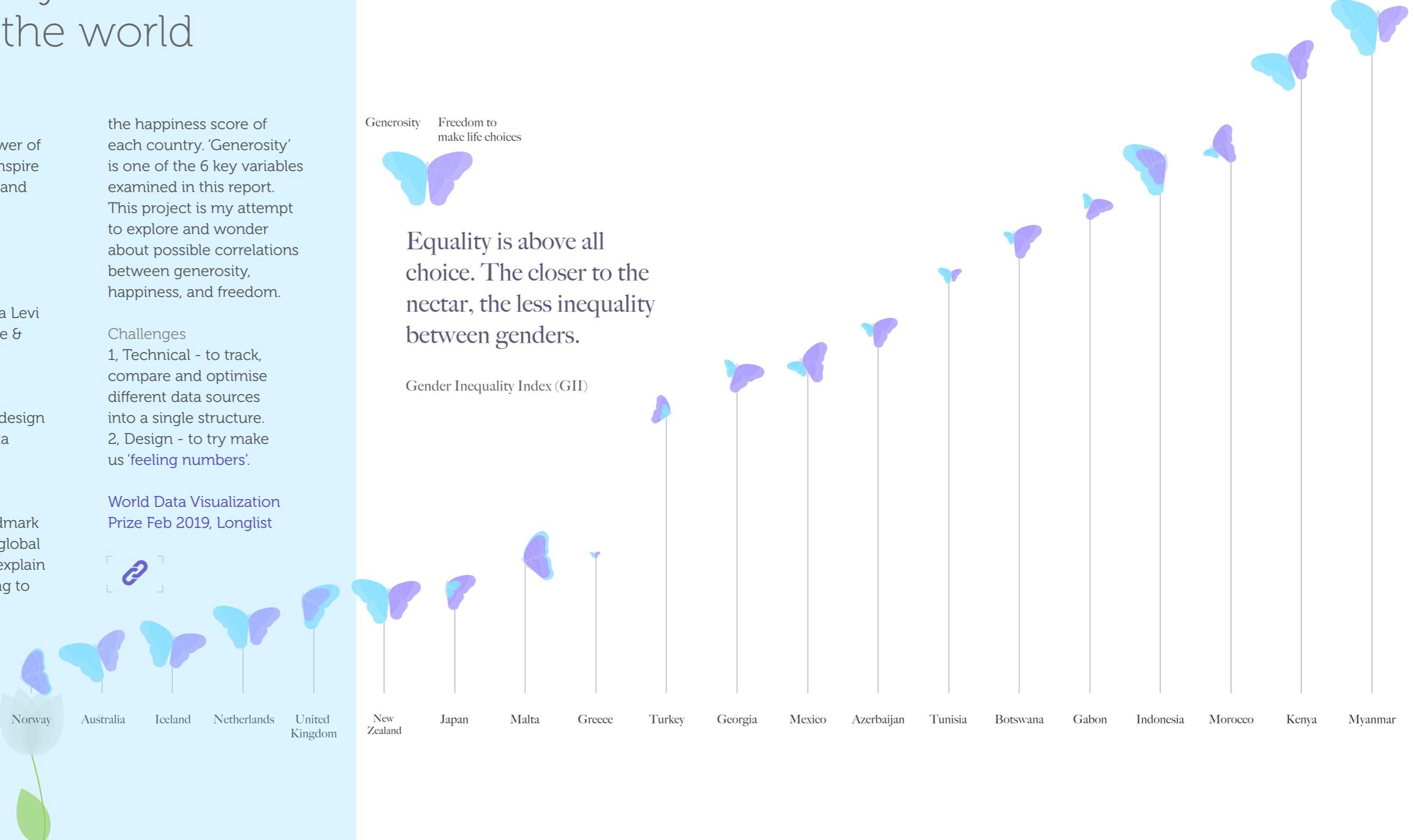
Tags  
[#dataviz](#) [#analytics](#) [#design](#) [#emotions](#) [#worlddata](#)

About  
"The World Happiness Report (WHR) is a landmark survey of the state of global happiness." It tries to explain the factors contributing to

the happiness score of each country. 'Generosity' is one of the 6 key variables examined in this report. This project is my attempt to explore and wonder about possible correlations between generosity, happiness, and freedom.

Challenges  
1, Technical - to track, compare and optimise different data sources into a single structure.  
2, Design - to try make us 'feeling numbers'.

[World Data Visualization Prize Feb 2019, Longlist](#)



# CI engine

**Theme**  
Let's think - how do we celebrate our team strength and diversity?

**Credits**  
Thank you my students & mentees for the joys of discovery!

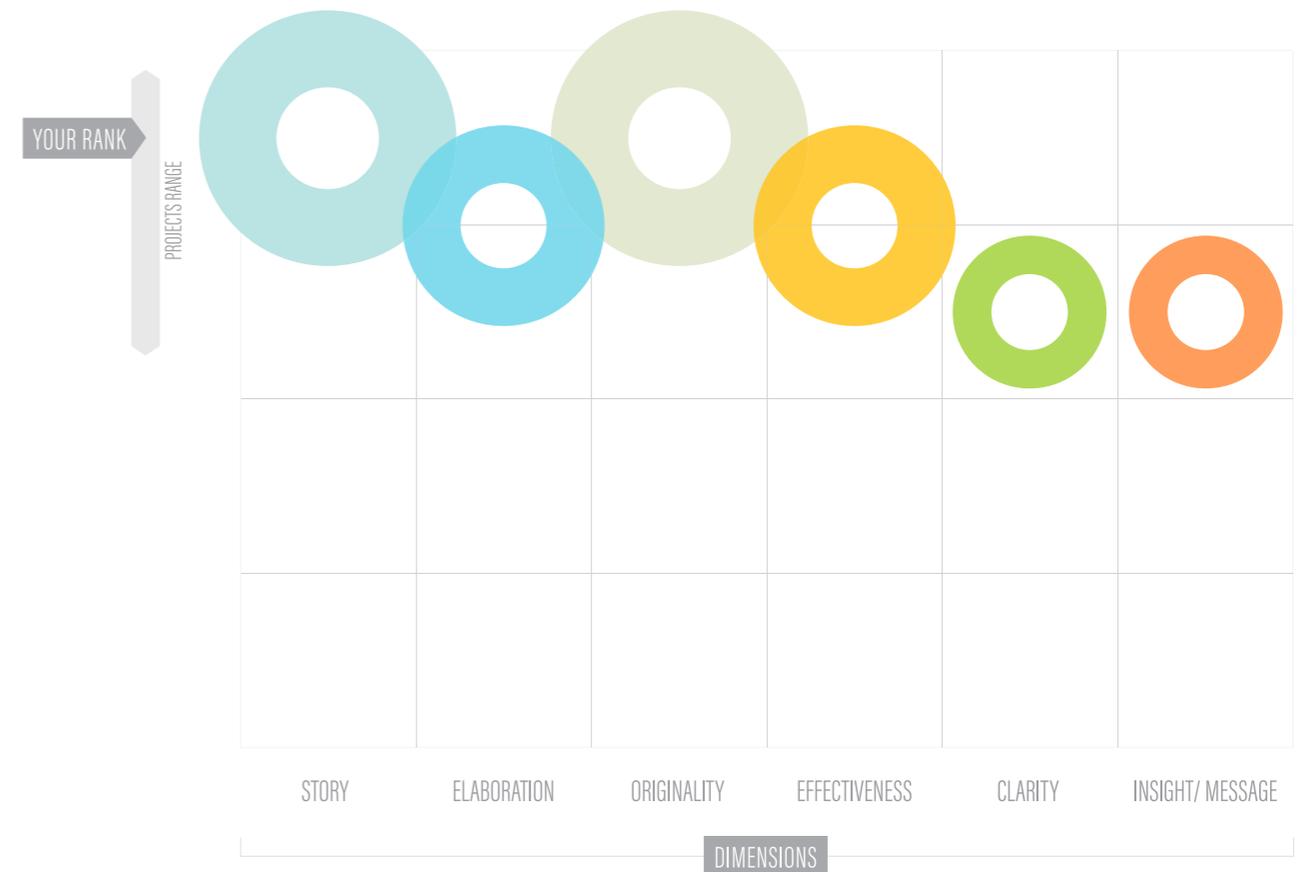
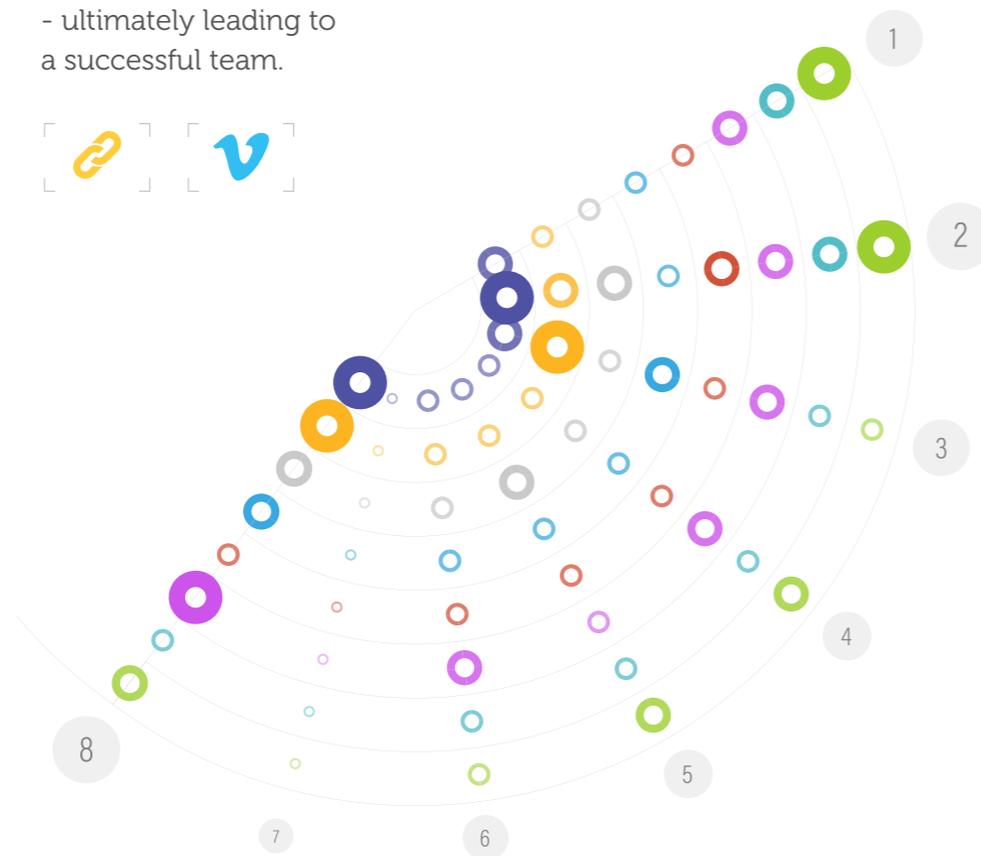
**Tags**  
#dataviz #analytics #design #performances #HR #CI

**About**  
Imagine having a unique BI engine that maximizes your own team innovation and performances. One that boosts your team strengths and synergies. Let's instead brand it as a CI engine (CI = Creative Intelligence) that helps you design a diverse and powered team.

The following viz is an analysis of my students' performances. It's also an initial research for the

desired CI engine.

**Challenges**  
To develop a new HR approach that cultivates not only a competitive edge, but also increases motivation and awareness - ultimately leading to a successful team.



# @everycolorbot

## Theme

A short story about a bot, colors, and optimism, hopefully!

## Credits

I thank [@everycolorbot](#), for this journey.

## Tags

#dataviz #analytics #design #emotions #bot

## About

It started out with a simple curiosity. 'Every Color' is a bot that tweets every hour with randomly selected colors without repeats. I wanted to find out what colors its 172K followers preferred, and whether there was a trend, or connections between the most/less favorites.

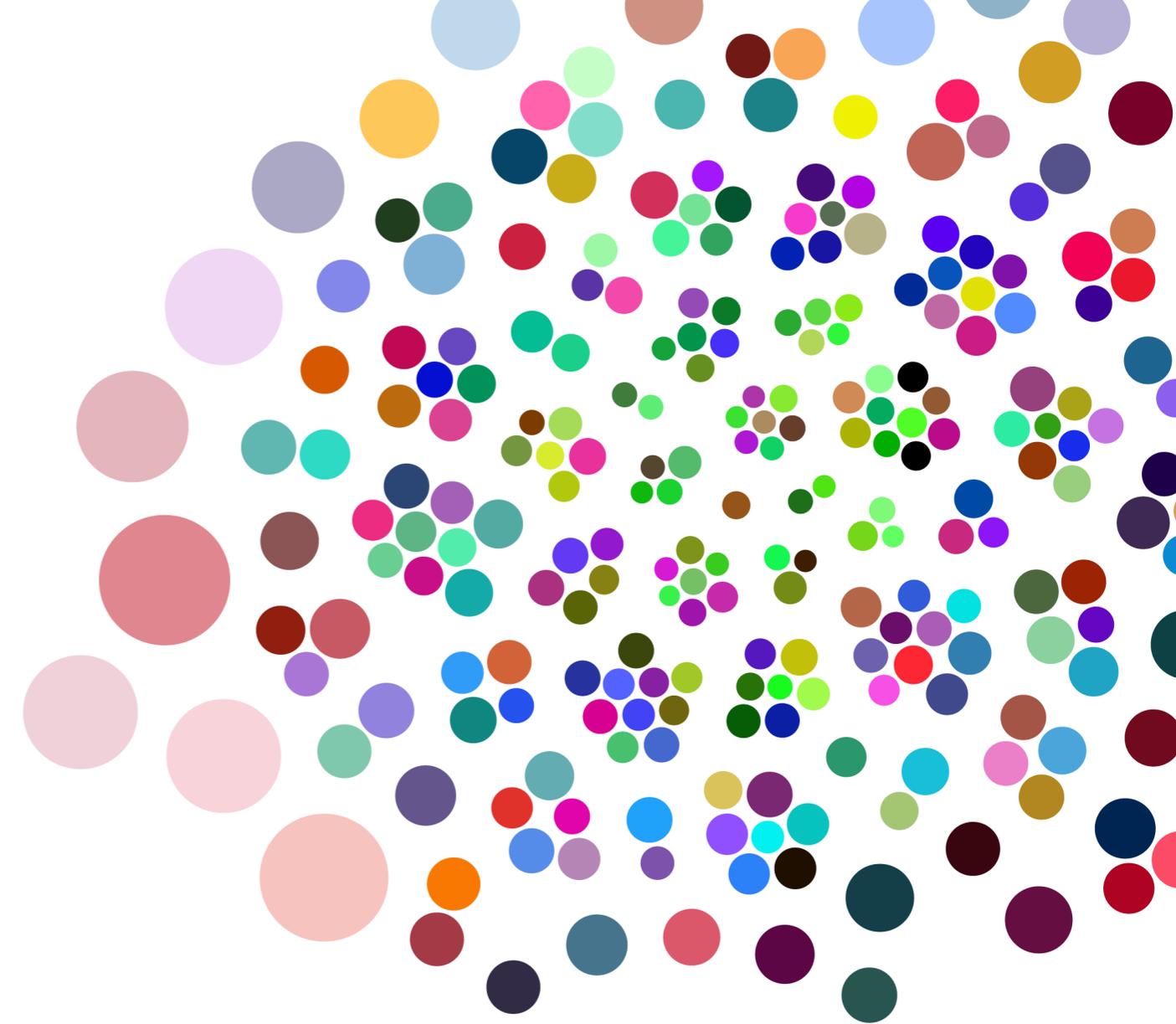
There was a clear trend indeed! The high saturated colors, 'neon-y', got the least favs, while the pastel colors,

with high value and low to intermediate saturation, got the most favs.

Do we, the @everycolorbot followers, who favored the soothing pastels, feel optimism right now or would like to mellow out on a broader scale?

## Challenges

To scrape and generate the colors from Twitter bot.



# @DataVizSociety birth rhythm

Theme  
Take the Data Visualization Society signups dataset and make something with it.

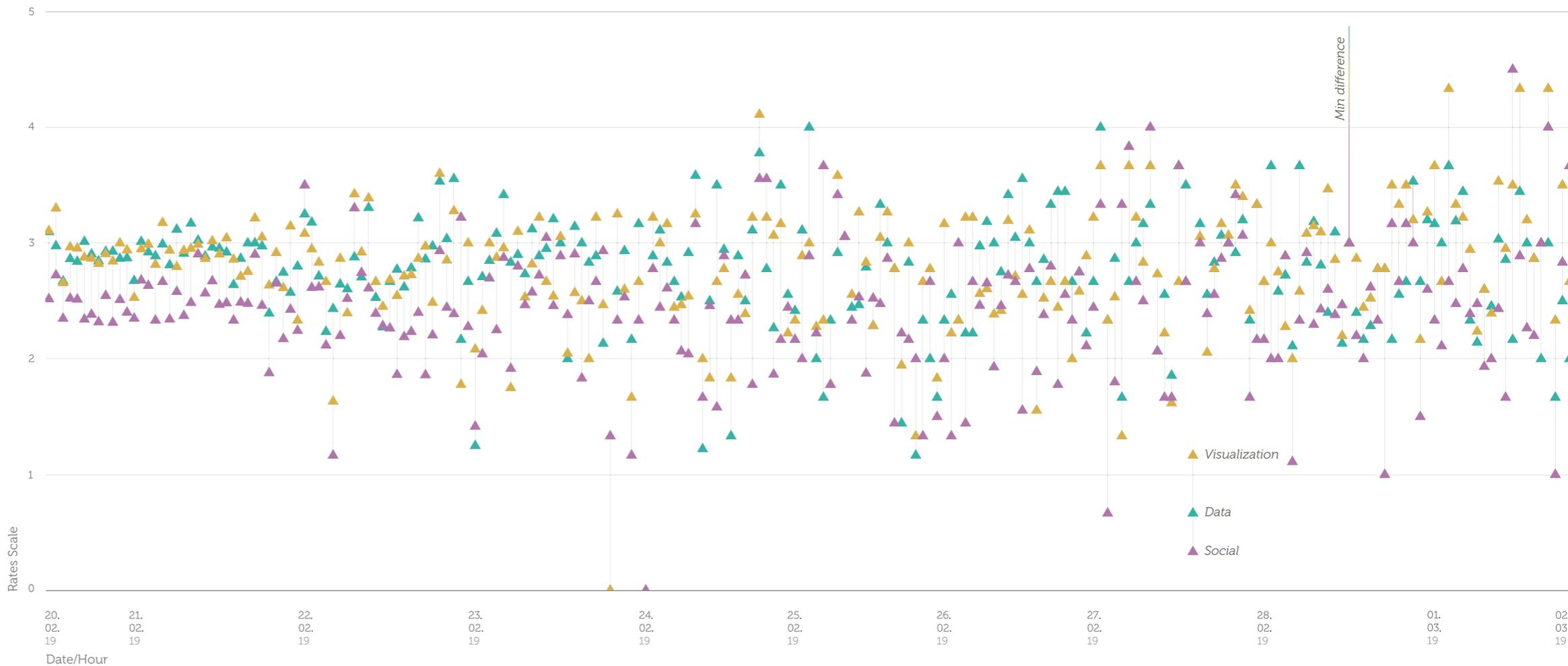
Challenges  
Try to match up to the wide-ranging understanding of data and data visualization.

Credits  
Thank you for the new @DataVisSociety group.



Tags  
#dataviz #analytics #time #design #rythum

About  
When joining The Data Visualization Society (DVS), we were asked to rank ourselves on 3 main skills - data, visualization and society, each had its 3 pertaining measures. This viz explores the community's birth rhythm based on new members self-rating, from Feb 20 to Mar 9, 2019.



# @DataVizSociety Slack's activity

Theme  
How members discuss  
topics on the dvs Slack.

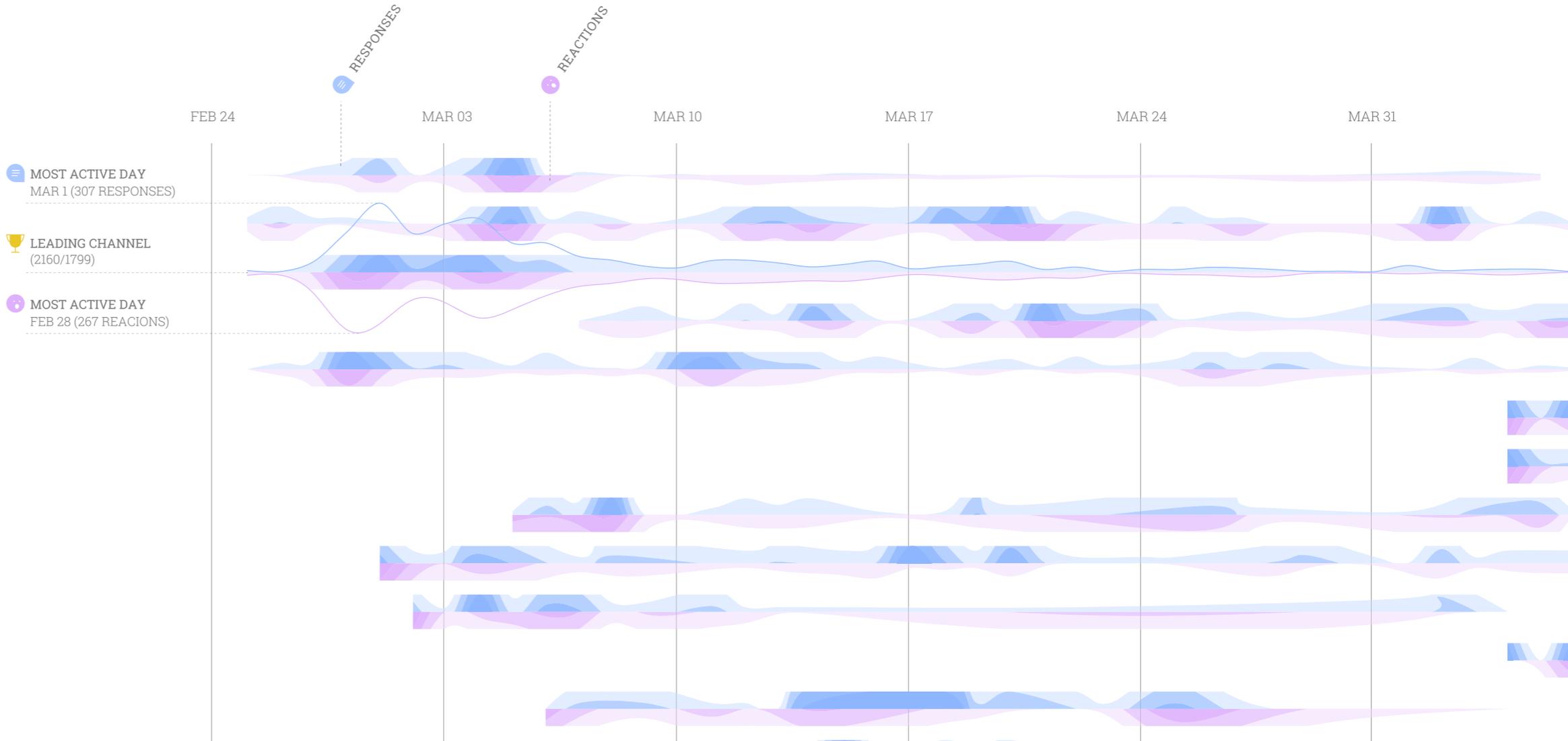
Credits  
Thank you @DataVisSociety  
for the ongoing activity.

Tags  
#dataviz #analytics #time  
#design #space

About  
The Data Visualization  
Society (DVS) was born  
in Feb 2019. We use Slack  
as our communicative  
hub with over 60  
channels.  
This viz illustrates the  
activity over the past  
month and a half,  
between Feb 2 to Apr 7,  
2019 - responses versus  
emotional reactions of  
the varied channels.

Challenges  
Presenting various time  
series in a method that is  
spatially efficient, yet  
embracing white space.

Best examples of  
RAWGraphs in use



Thank you.

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