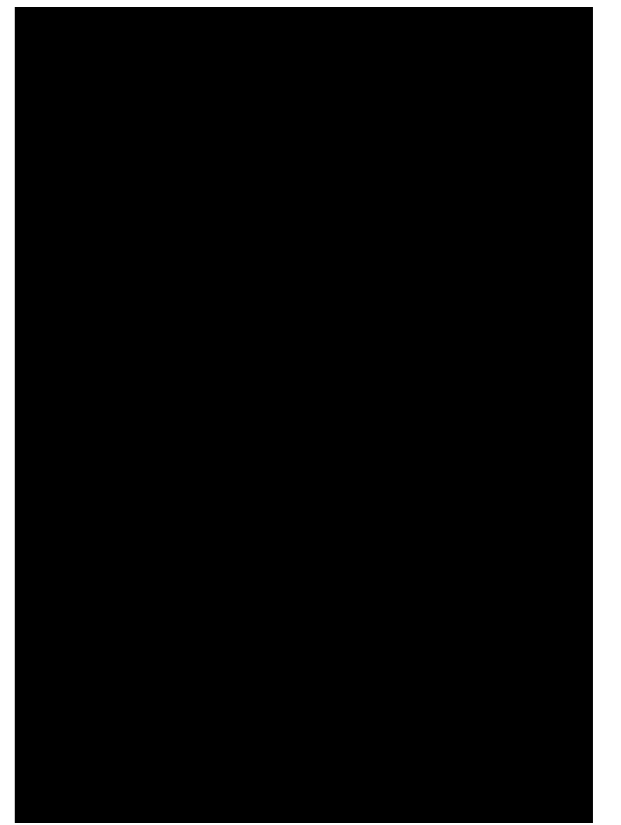


Graphic Design Portfolio

2022
-2023

YUEN LEUNG | #1519432



1/ DANDELION

UI & UX

2/ THE LIGHT

UI & UX

3/ SPOTIFY

UI & UX

4/ NEW YORK CITY

BALLET

Branding Design

**5/ SELECTED AMBIENT
WORKS 85-92**

Type Design

**6/ SEVEN DEADLY SINS
CHOCOLATE**

Package Design

7/ WEEKLY TYPE FLYER

Type Design

Dandelion



A roommate finder app for university students in NYC. Students arriving in New York are like dandelion seeds in the wind, searching for a place to call home. Our app aims to make that search easier and more secure.

Group member: Ash&Sue&Silin&Zelin



Research: Interview

Objective & Results

1. Deeper discovery of the behavioral characteristics of genz generation students in the process of finding roommates.

Result

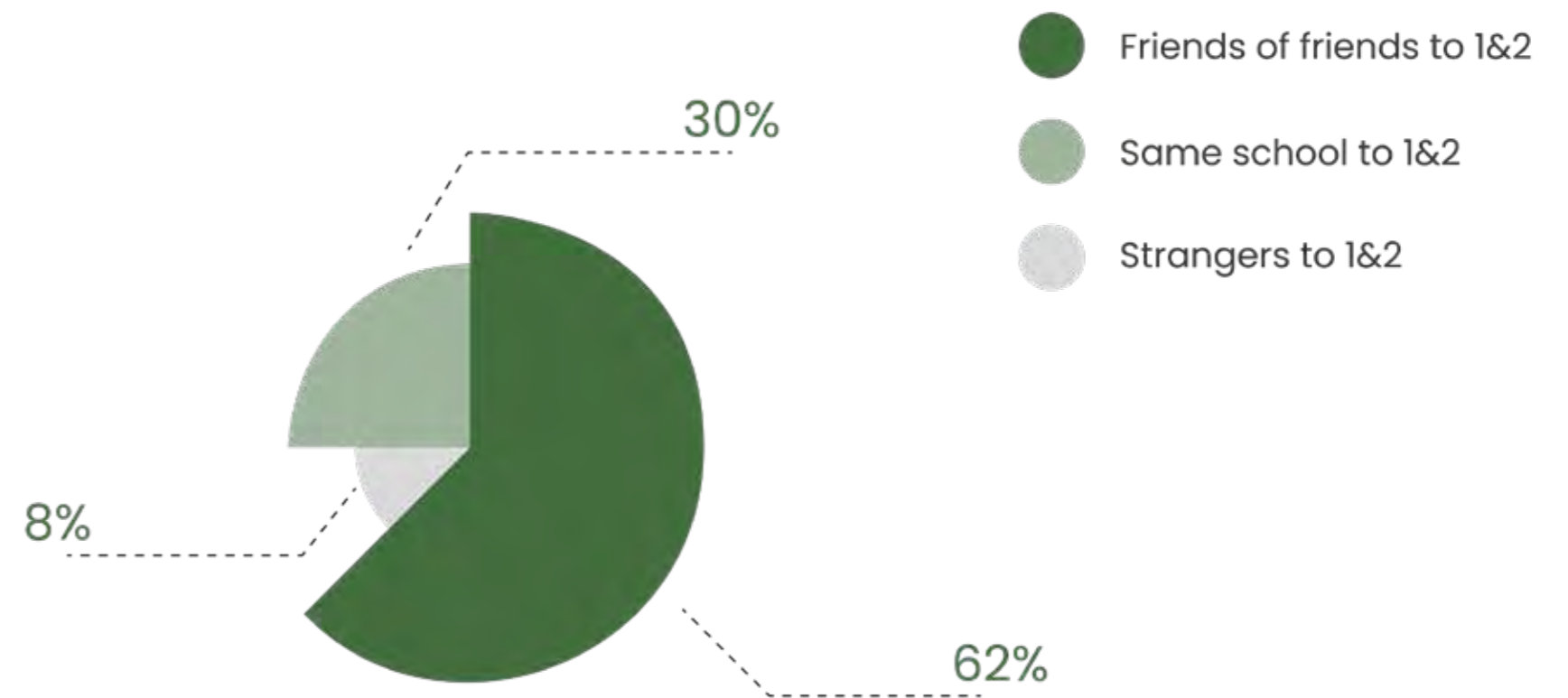
Students who are planning to start living in a shared apartment will first look for



Priority when looking for a roommate

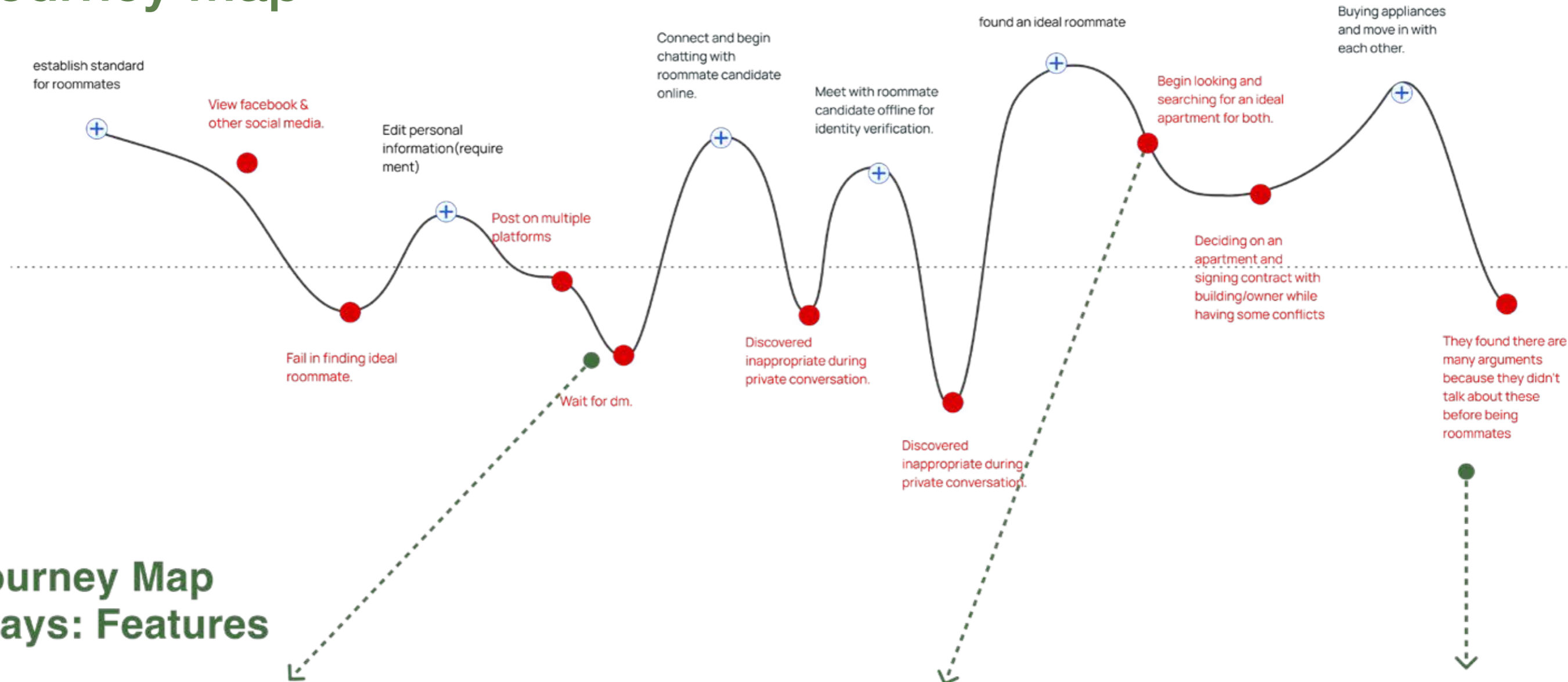
Work schedule > Personality > Hygiene habits

2. Understand users' preference type of people for sharing a room in similar matching situations



*Based on the results of a survey of about 30 international students in New York and 8 in-depth interviews.

User Journey Map



User Journey Map Takeaways: Features

1. Hide conversations that have not received a response.

2. Users can utilize the map finder as a first step in apartment search. It quickly narrows down the search and saves time.

3. A list of "pre-roommate" steps to take, including creating a roommate agreement, exchanging contact information, and reviewing safety guidelines.

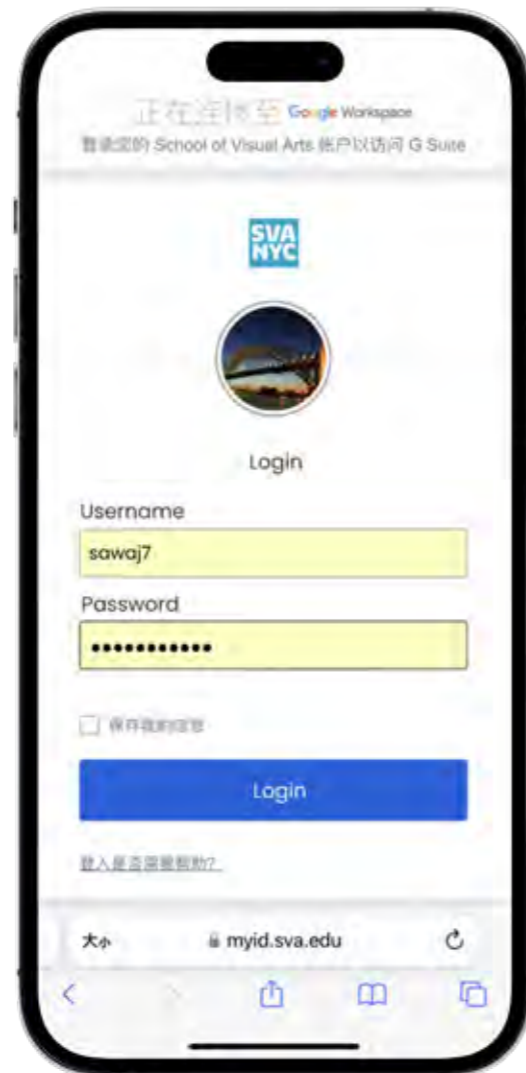
Solutions

Safety

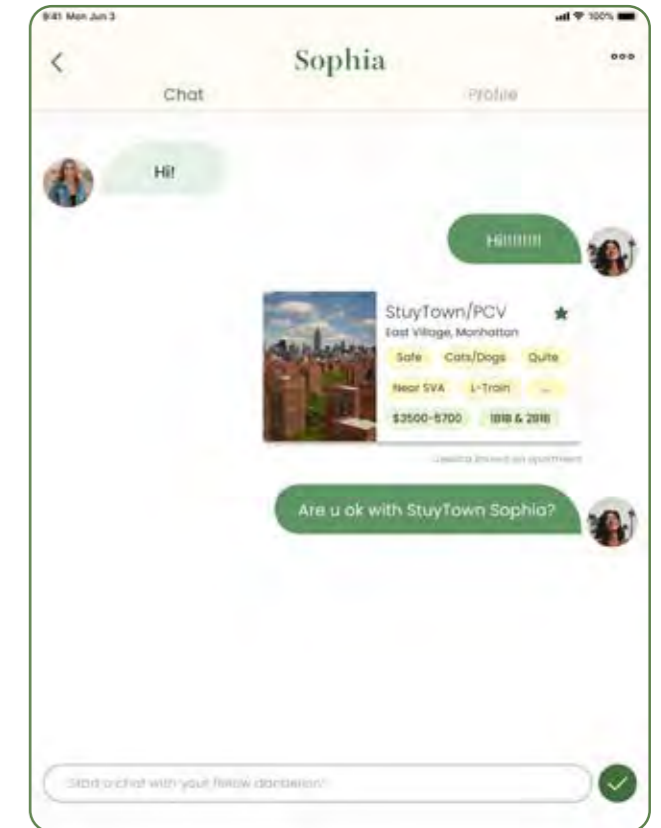
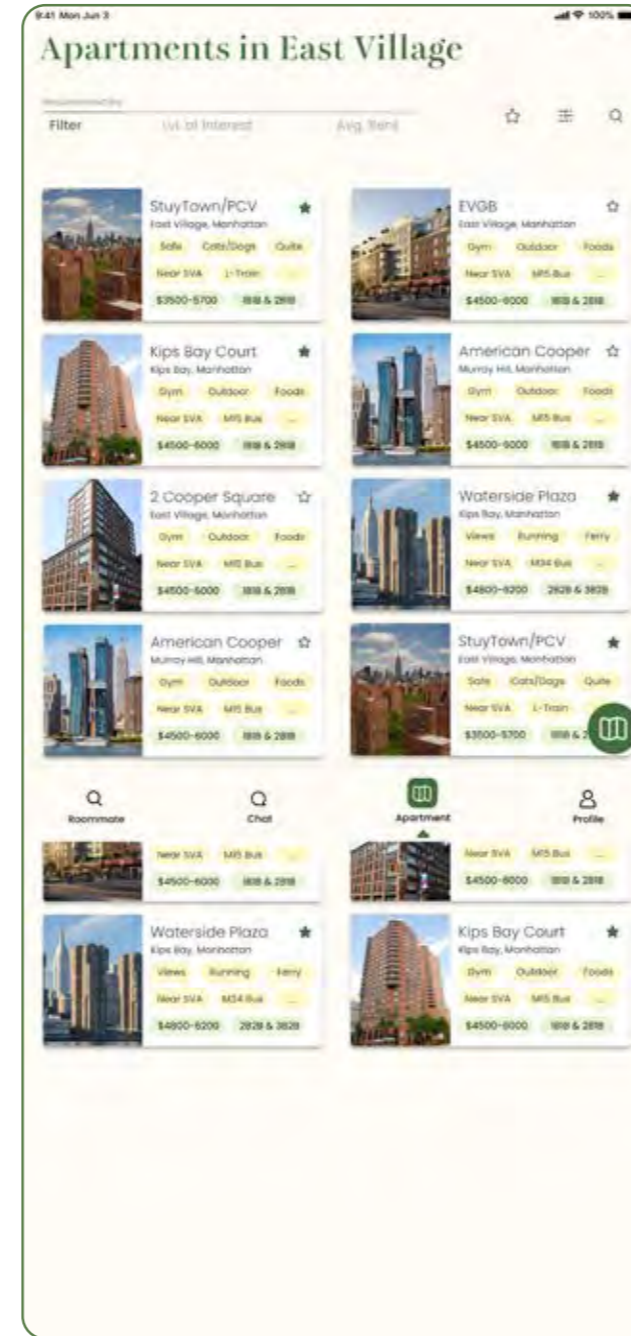
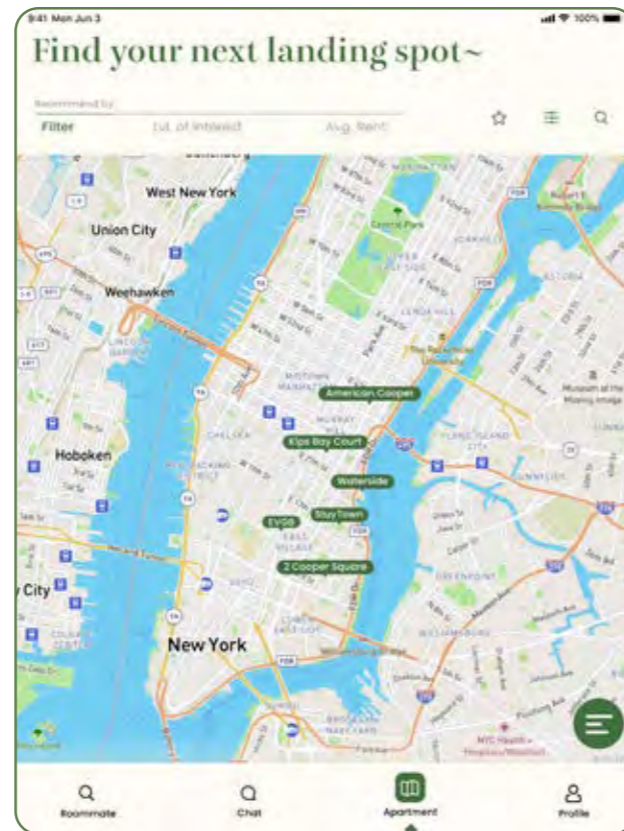
Users can only register with their school account.

Trust

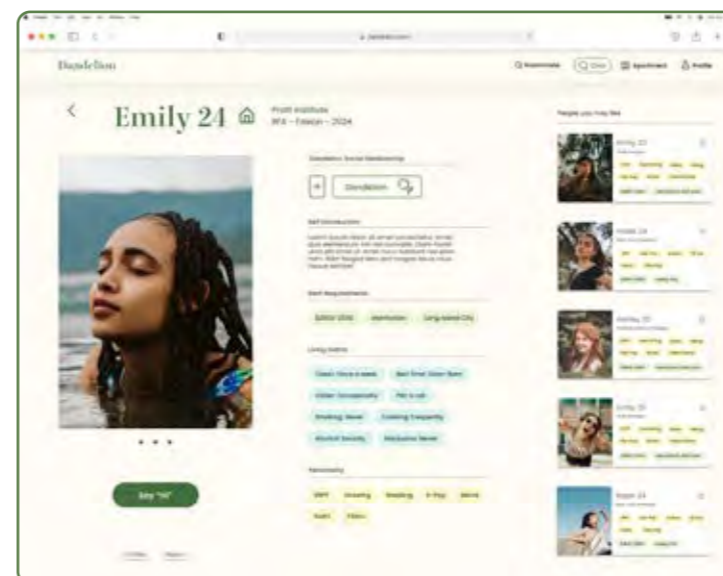
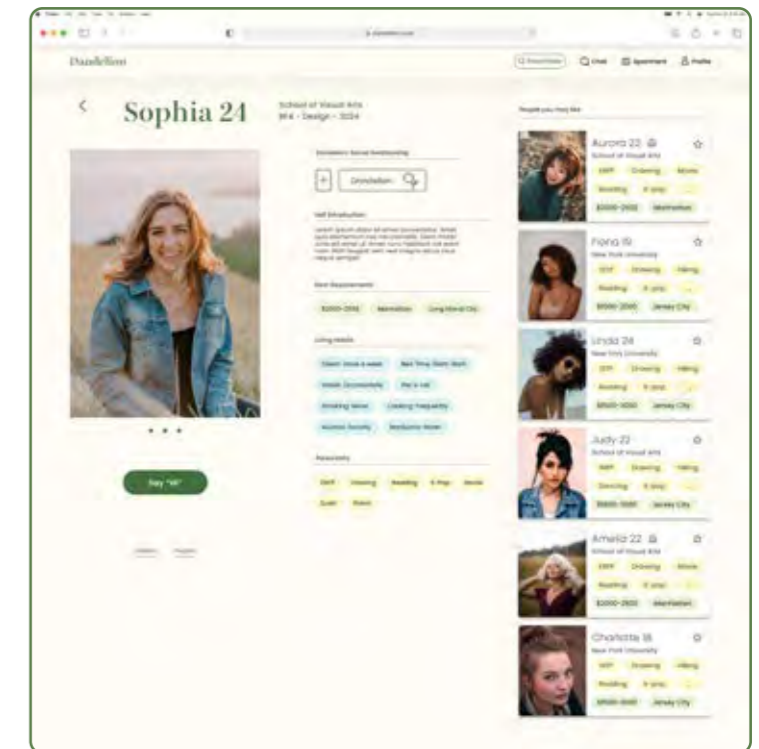
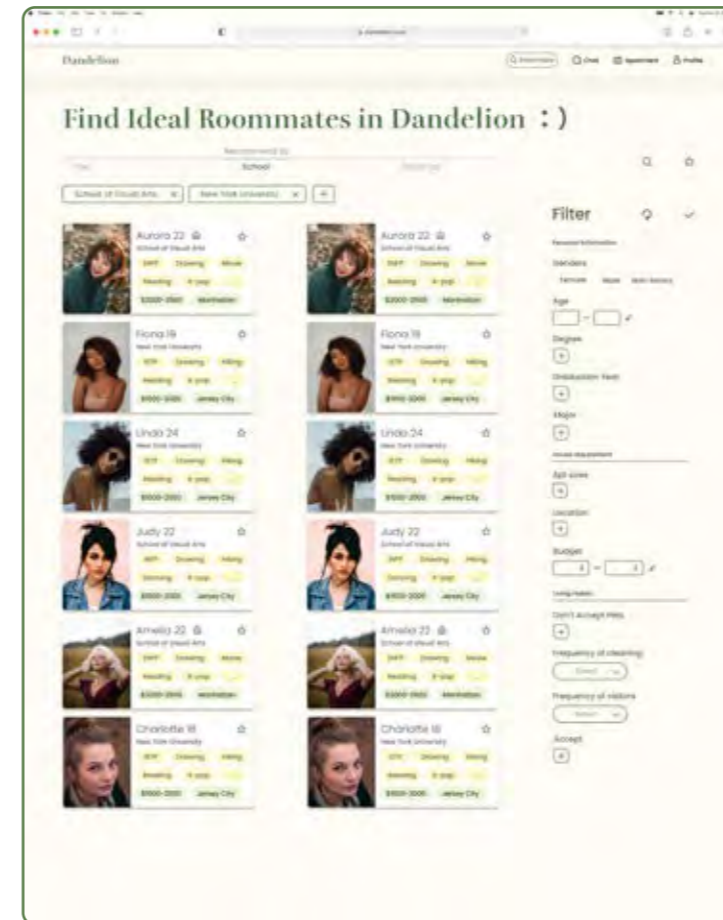
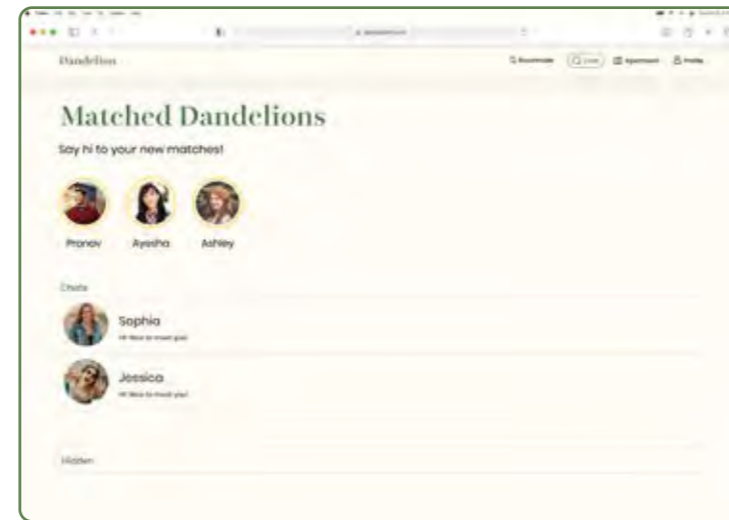
Our team created a "Dandelion Map" to visualize users' social connections to the public. Discovering mutual connections between strangers help users feel more secure and trusting.



Tablet Breakpoint



Desktop Breakpoint



- A video file of the specific prototype demonstration can be viewed in the attachment.

The Light

A time travel app, which is supported by the United Nations and the World History Association. Helping every historian to complete their research and contribute.



Group member: Danny Xu & Sue Leung



Brief

Design an app to help users book and maintain travel plans using the new time travel technology. This app can potentially be for anyone but time travel is expensive.

User

HISTORIAN

- Social
- Art
- Religious
- Cultural

...

Problems

1. Don't want to spend too much time on booking after having a precise travel purpose.

2. May be stuck in an endless loop of their own research, unable to make progress.

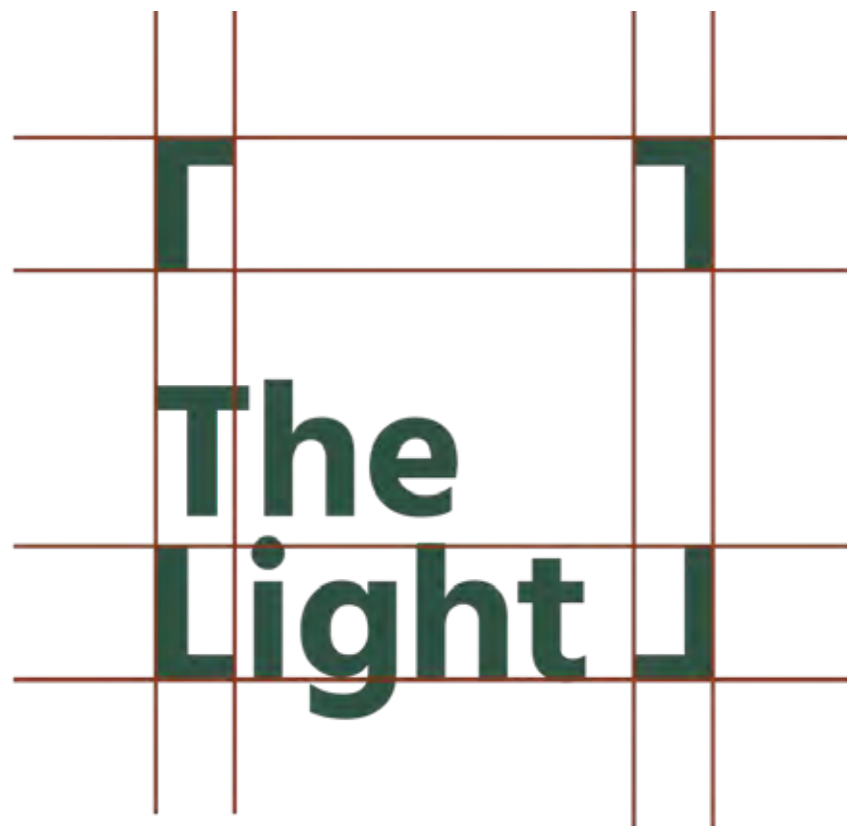
3. May waste a lot of time on the schedule of group research projects when booking time travel.

Competitive Mapping

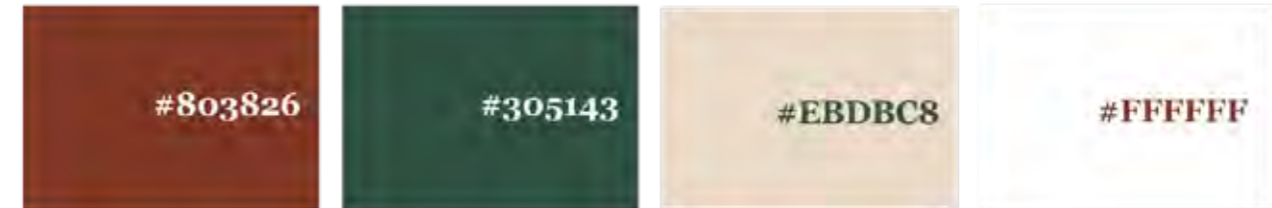
	The Light	Booking	United Airlines	Jetblue	Evenbrite	Feverup
Book						
Recommendation						
Link booking						
Join Group						
Marked						
Scan						

Visual Code

Logo



Colors



Icons

Booking



Inspration



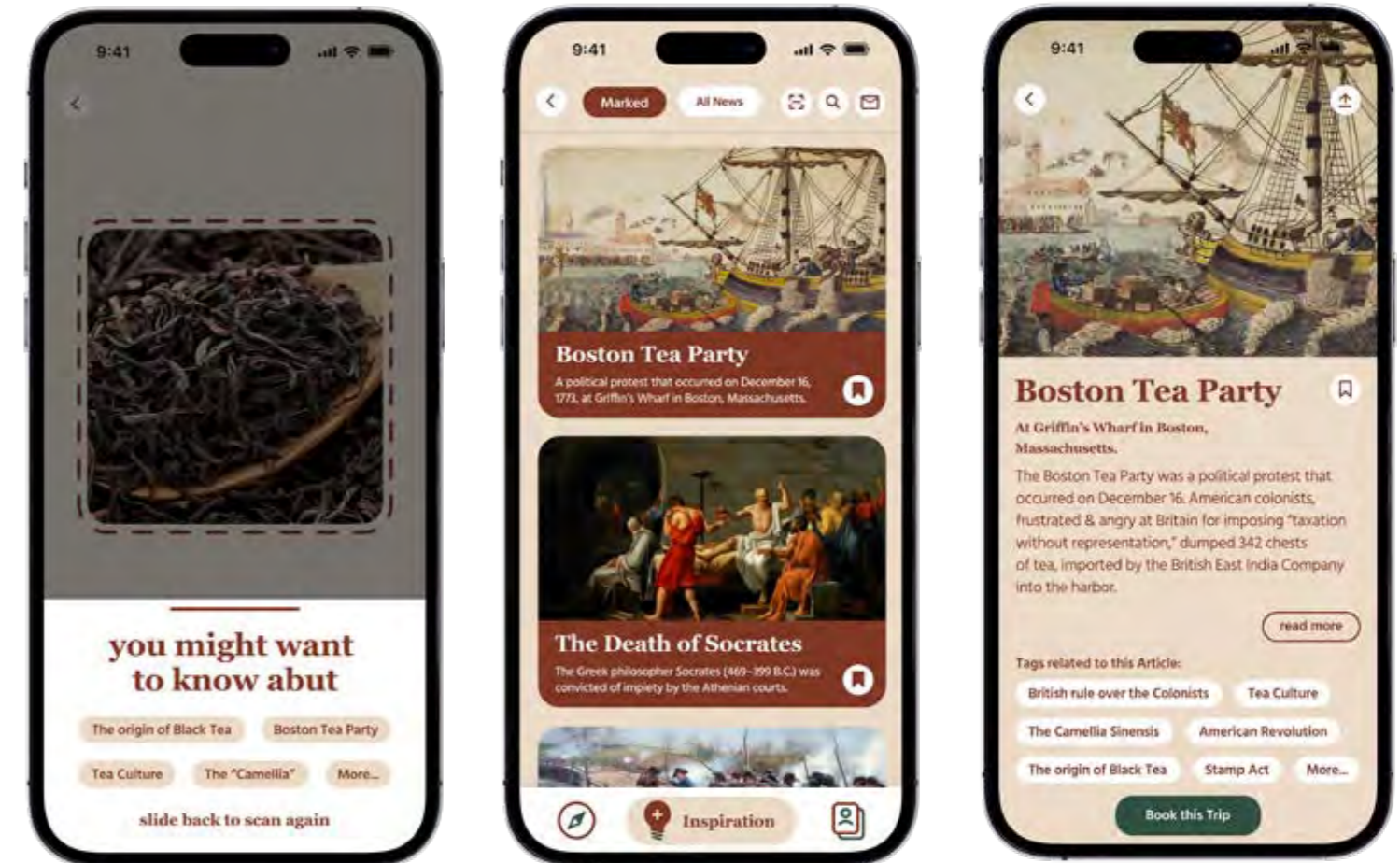
Account



Solutions

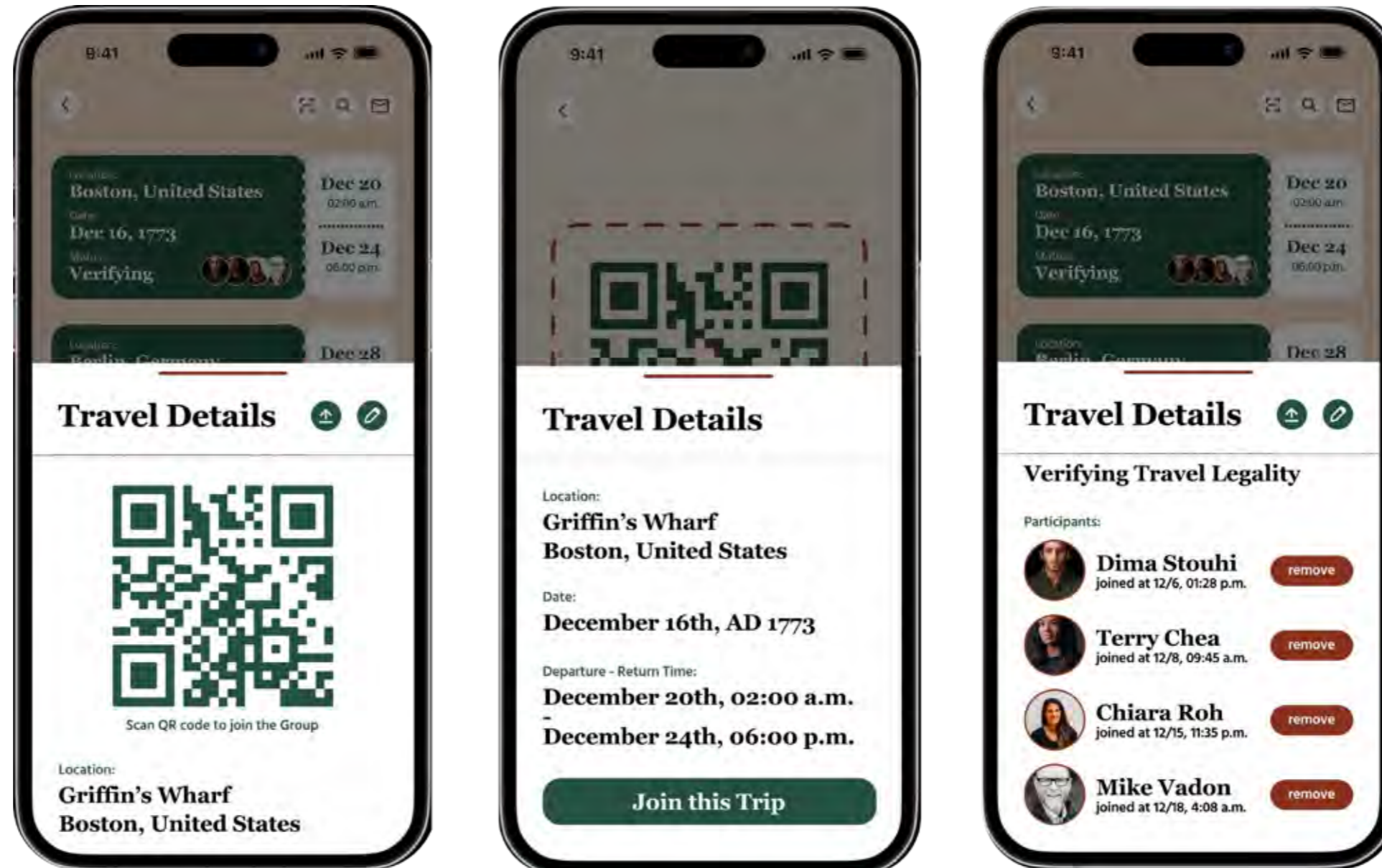
1. Quick and easy using interface.

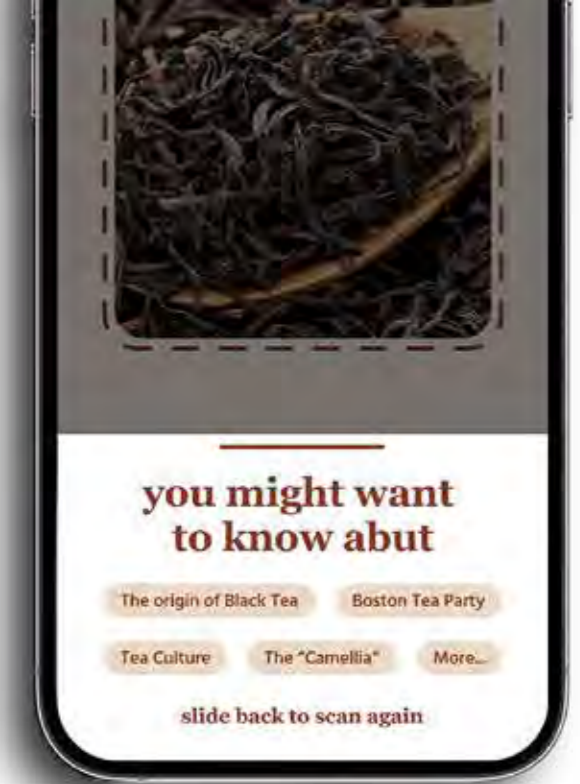
2. Redesigned the recommendations on the Audiobook homepage, inserting a card-shaped design to add more useful information - making the process more appealing.



Solutions

3. Quick join function and member status display





- A video file of the specific prototype demonstration can be viewed in the attachment.

Spotify

Encourage Gen Z listeners to engage with audiobooks on Spotify by changing the UI & UX. And help emphasize that Spotify is an all audio platform. We put Spotify's three audio features on a same level by changing the sitemap.

Group member: Ash Wang & Sue Leung



Brief

Encourage Gen Z to discover the world of Spotify's Audiobooks offering. Find new ways to encourage new and current Spotify users to engage with and discover the world of Audiobooks.

User

GenZ:

- Mostly likely to listen audiobooks **while completing their daily tasks**
- Technology being a constant part of their lives makes personal devices **a natural way to tap into more reading.**

Problem

- Navigation logic has **put music with audiobook & podcast** together, which is a disadvantage for Spotify's goal: An all audio platform
- There are **no categories** in audiobooks
- It's **unclear to find the entrance** of audiobook
- Audiobook **recommendation mechanism is not attractive** enough for Gen Z

- User Journey Map

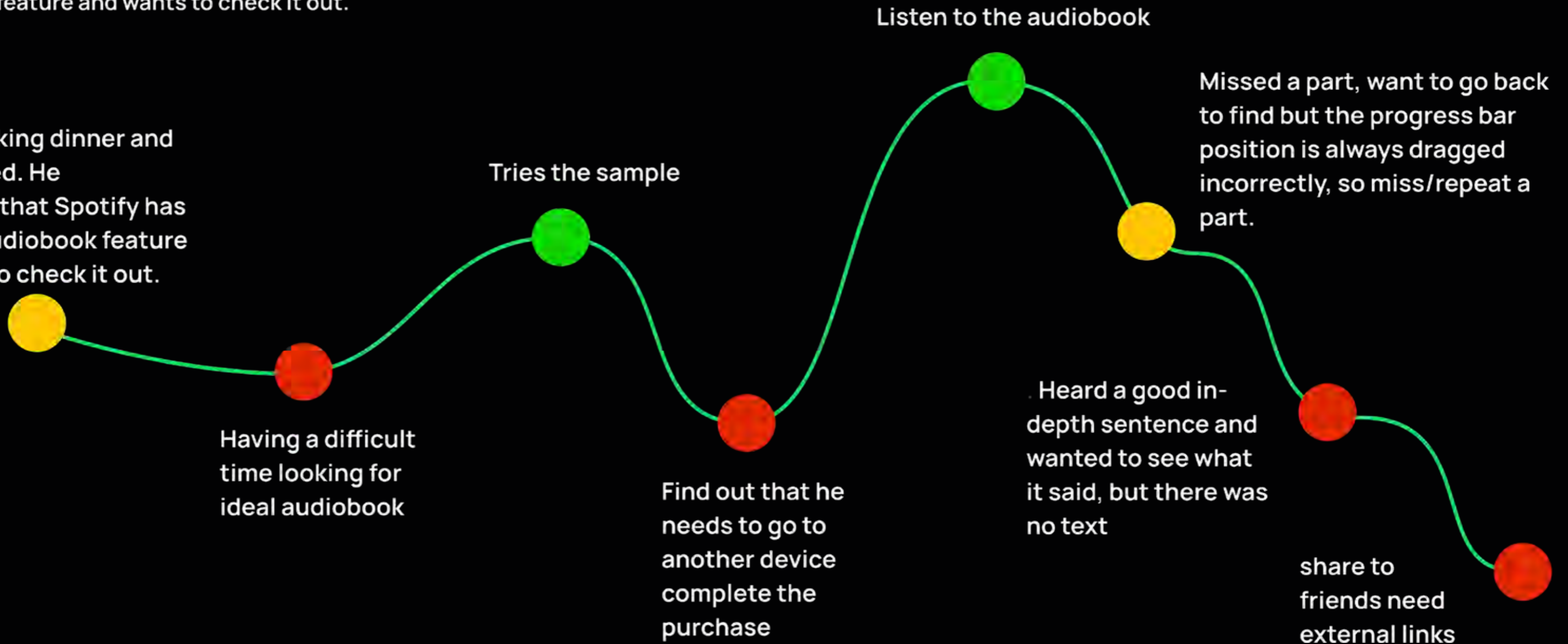


Nigel Moyes

SCENARIO

Nigel is cooking dinner and feeling bored. He remembers that Spotify has added an audiobook feature and wants to check it out.

Nigel is cooking dinner and feeling bored. He remembers that Spotify has added an audiobook feature and wants to check it out.

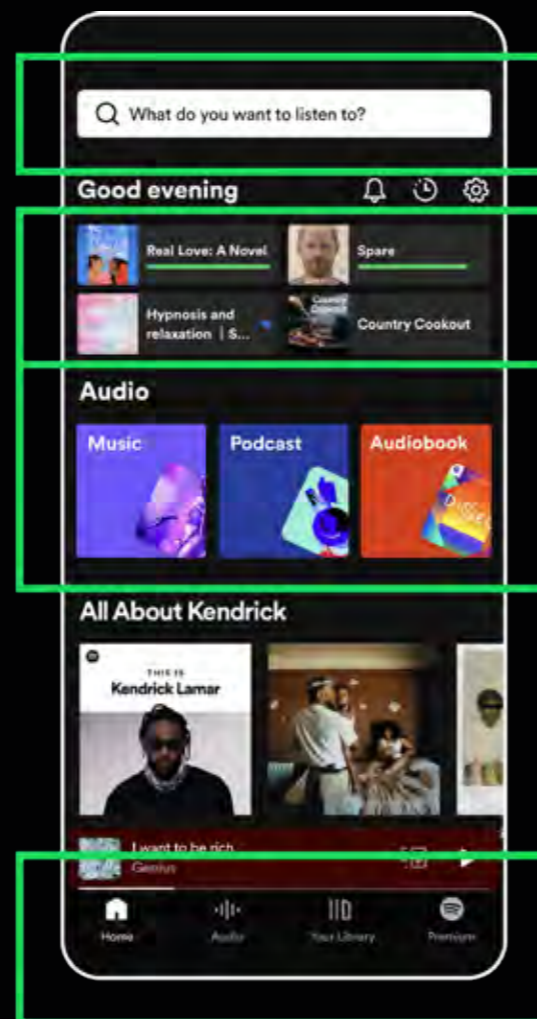


Solutions - A

1. **Rearrange the hierarchy** of music types and audiobooks, move “Search” to “Home”, add “Audio” in navigation bar.

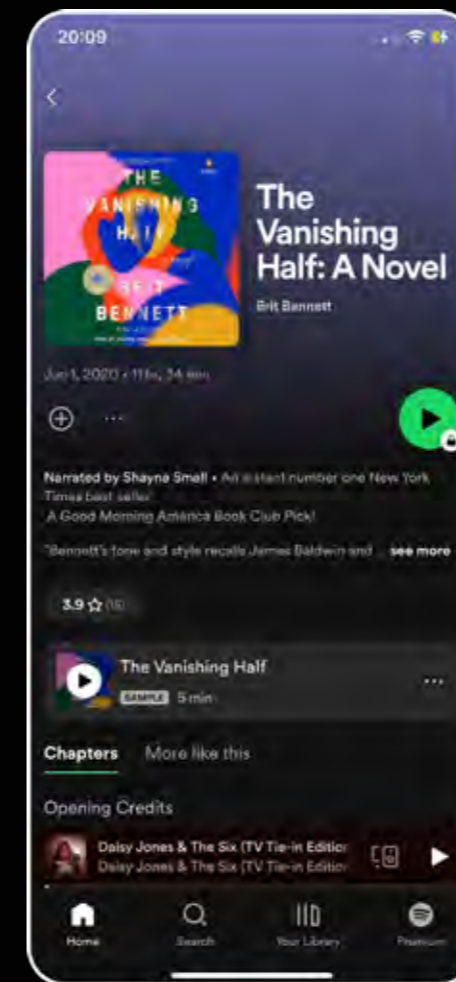


Original

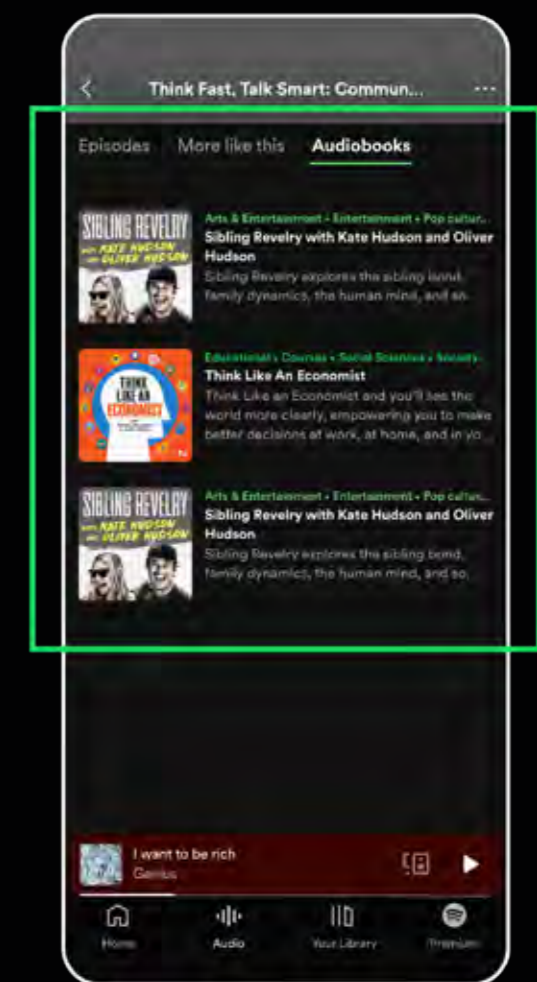


Redesign

2. **Increase an access in “Podcast” page.** Recommend the Audiobooks in similar categories and the audiobooks people who listen to this podcast also like.



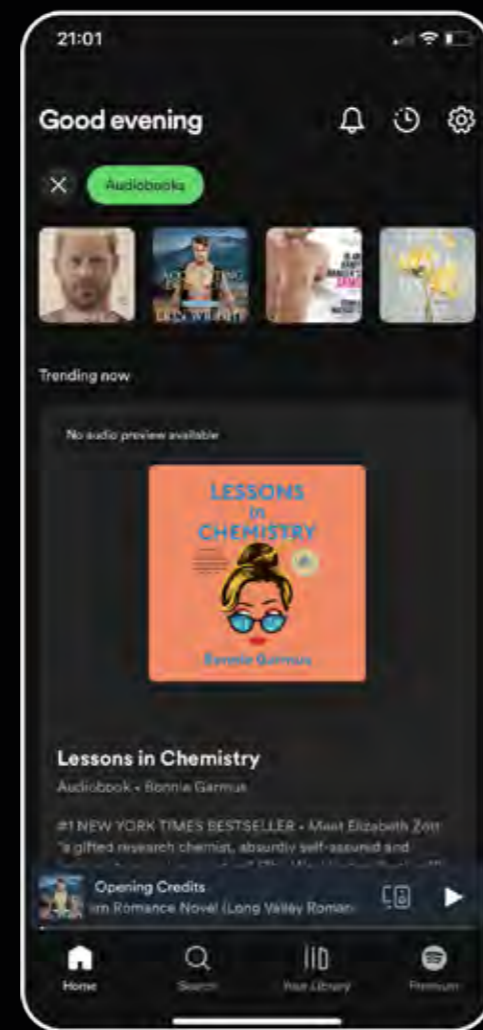
Original



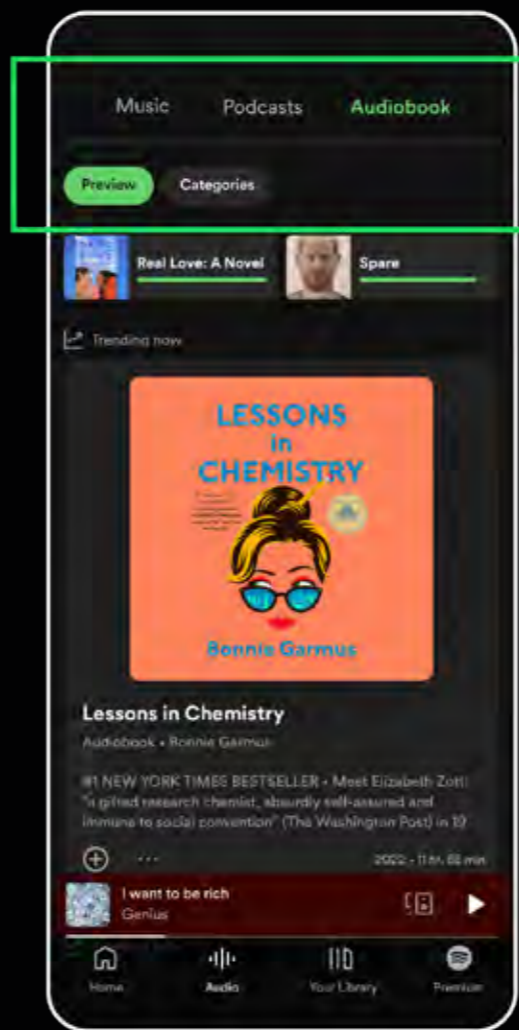
Redesign

Solutions - A

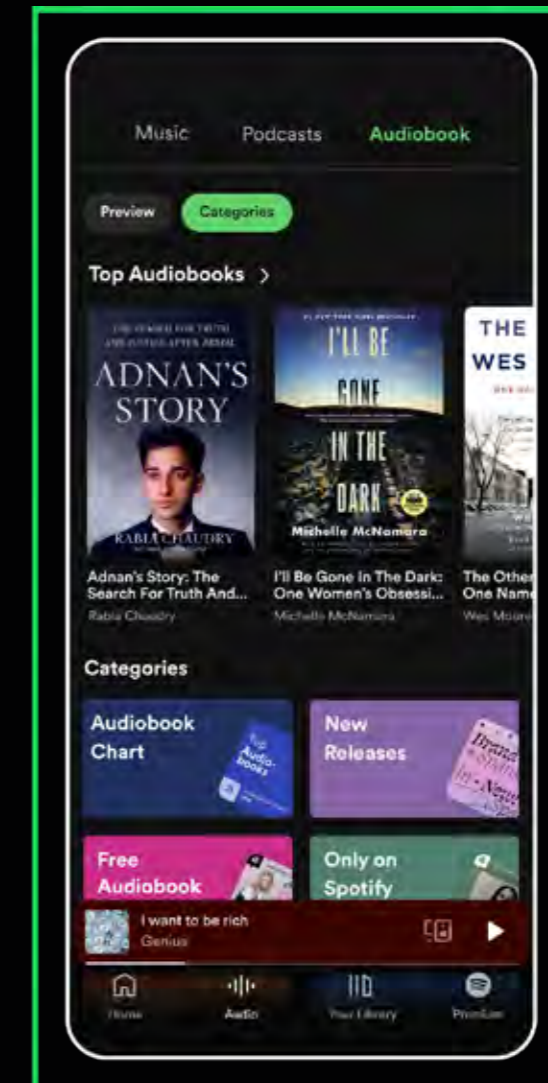
3. Move audio “Preview” from “Home” to “Audio”. Added Audiobook Categories and Charts. Separate “Categories” from “Search”.



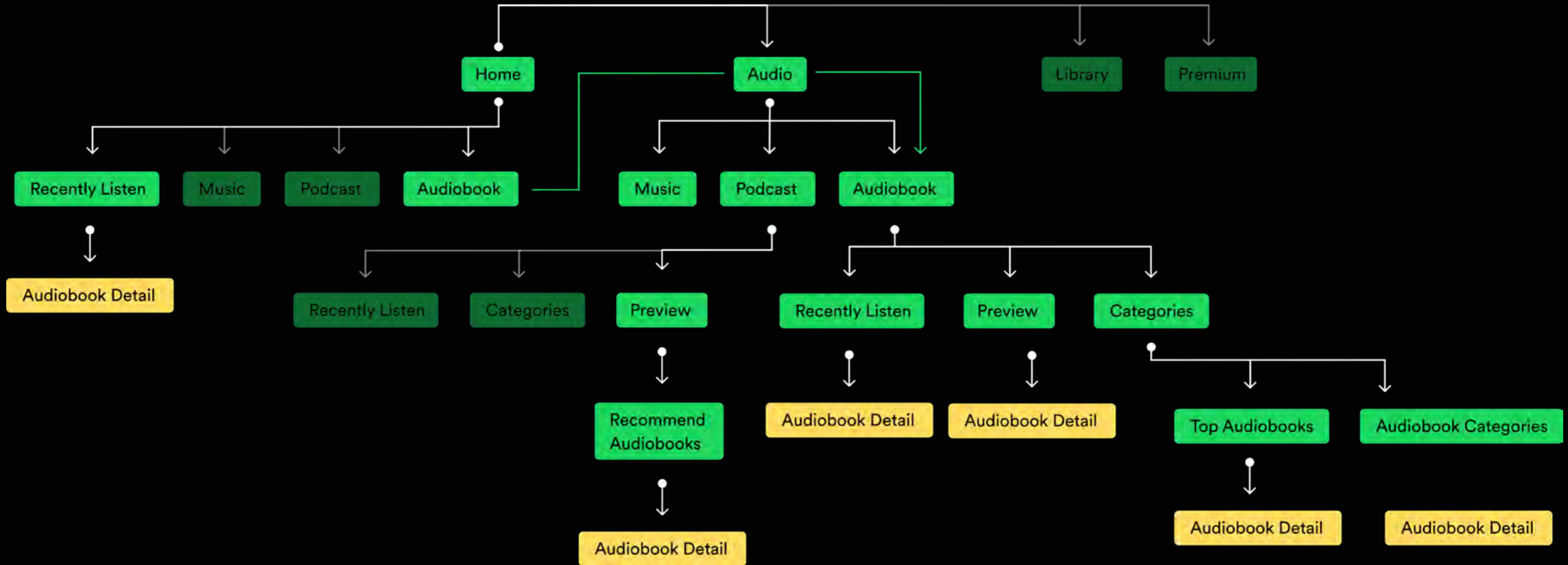
Original



Redesign



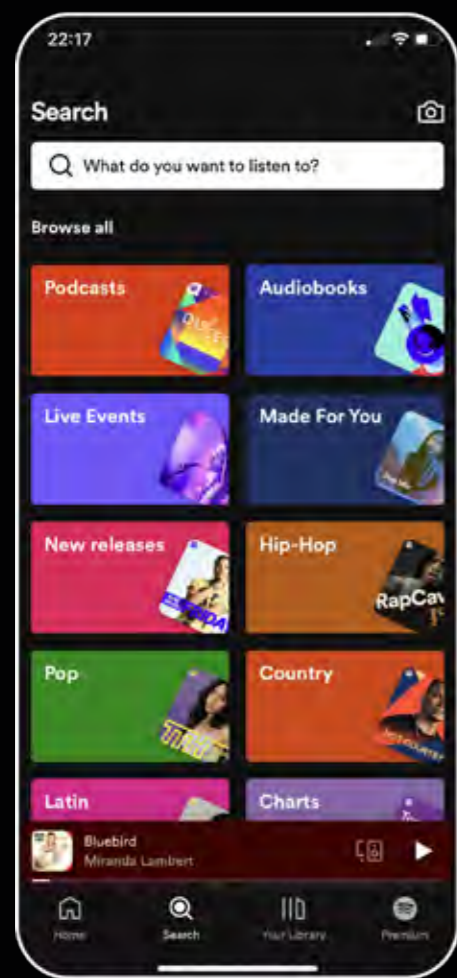
Sitemap - A



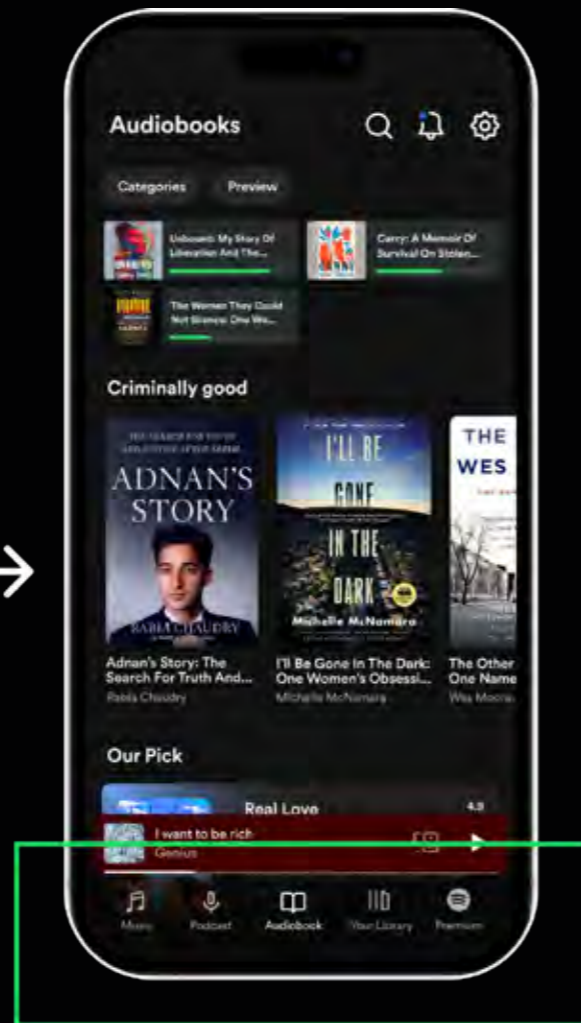
Solutions - B

1. Rearrange the navigation bar, change "Home" to "Music", remove "Search", and add "Audiobook" and "Podcast".

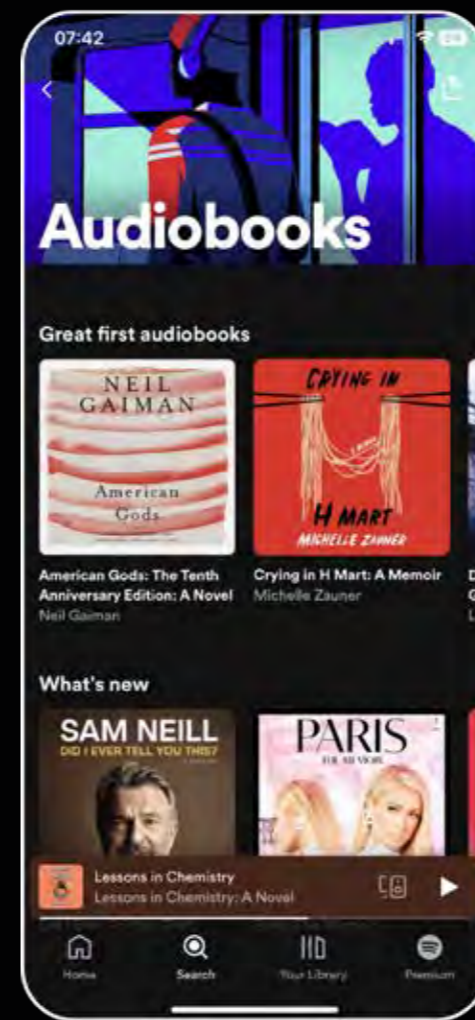
2. Redesigned the recommendations on the Audiobook homepage, inserting a card-shaped design to add more useful information - making the process more appealing.



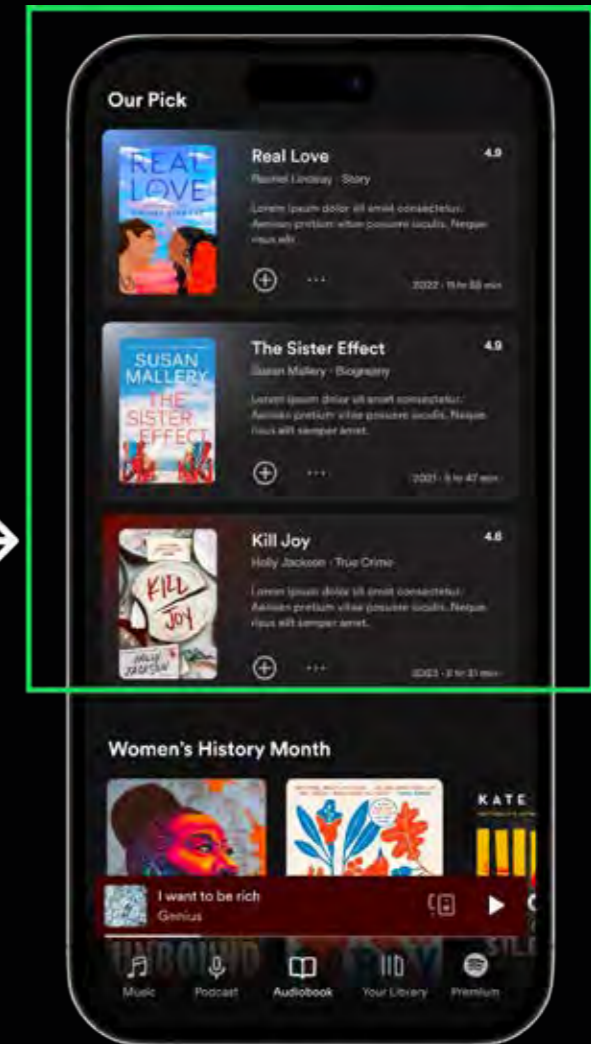
Original



Redesign



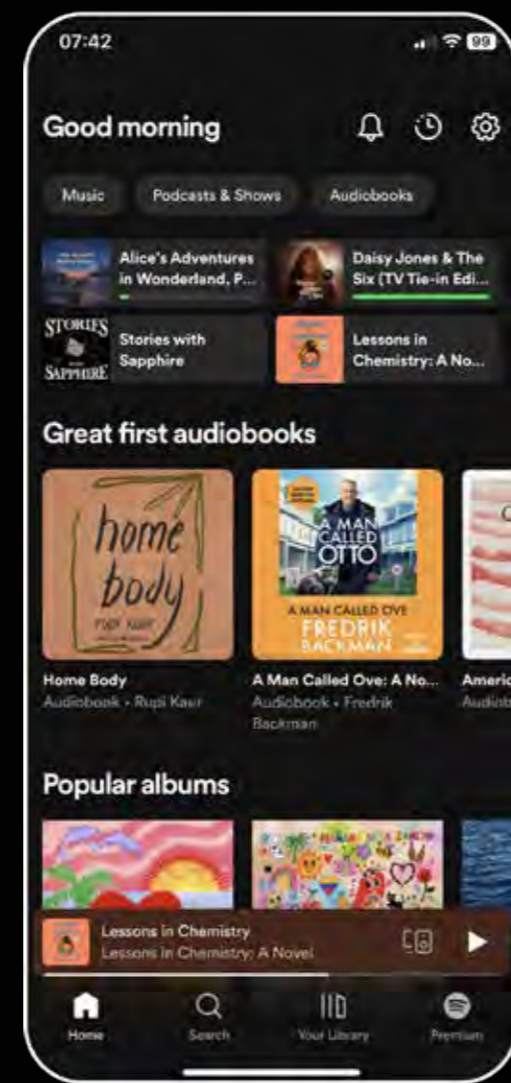
Original



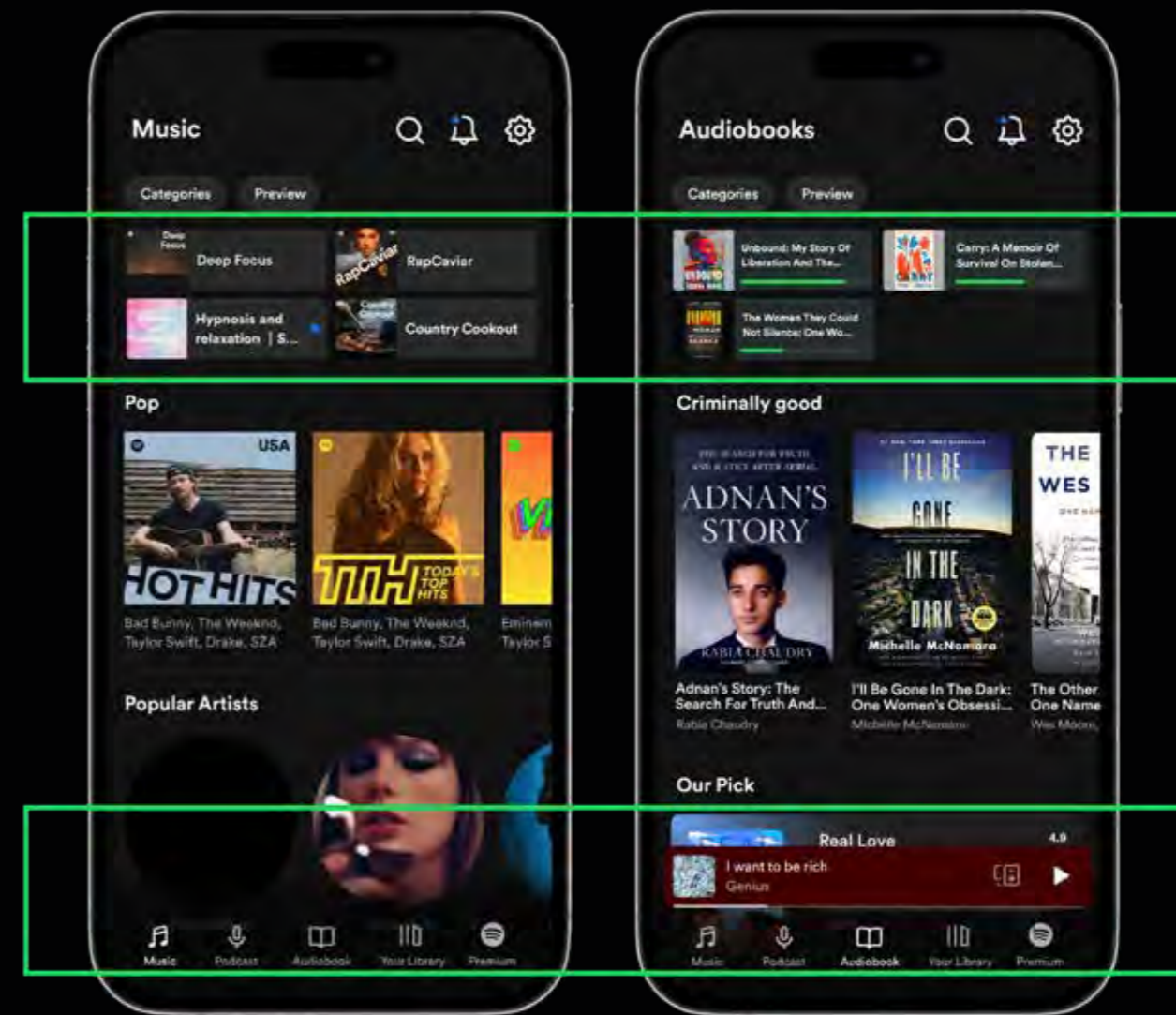
Redesign

Solutions - B

3. Redesigned each homepage, only displays the relevant information for this section - reducing information disturbance.

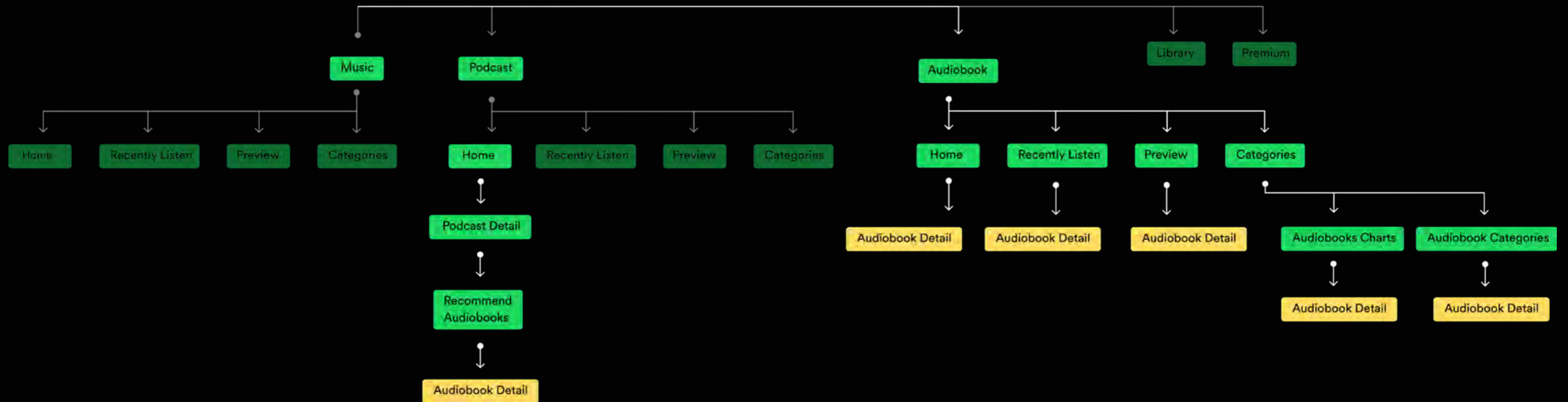


Original

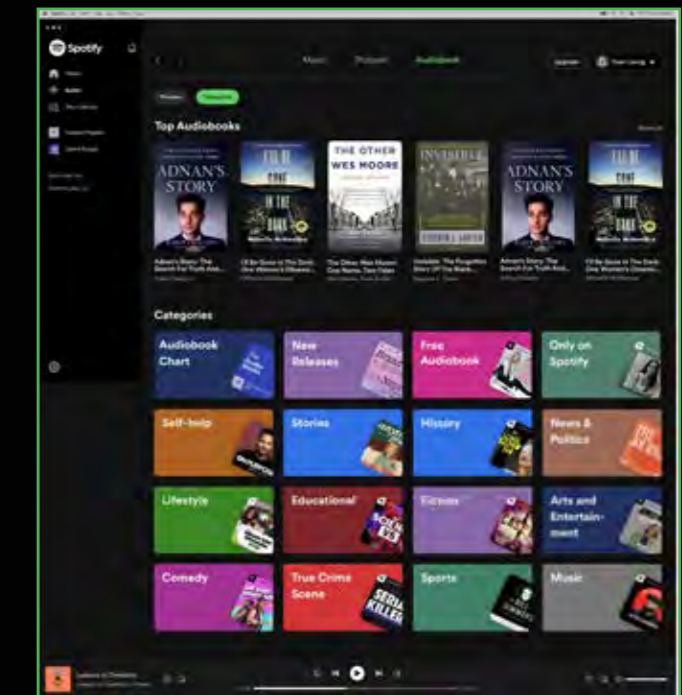
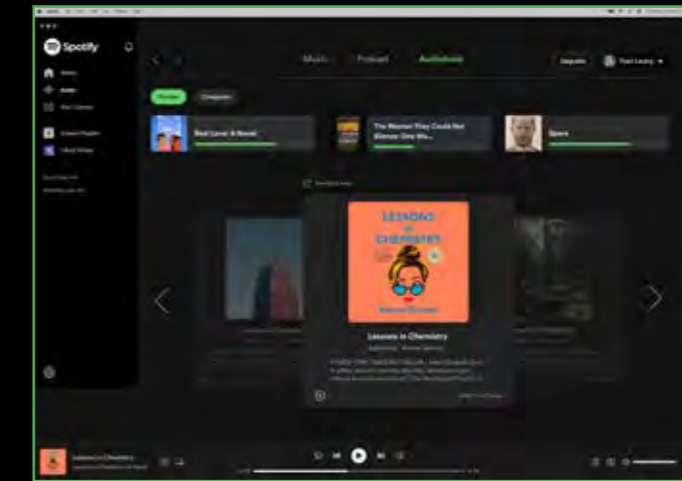
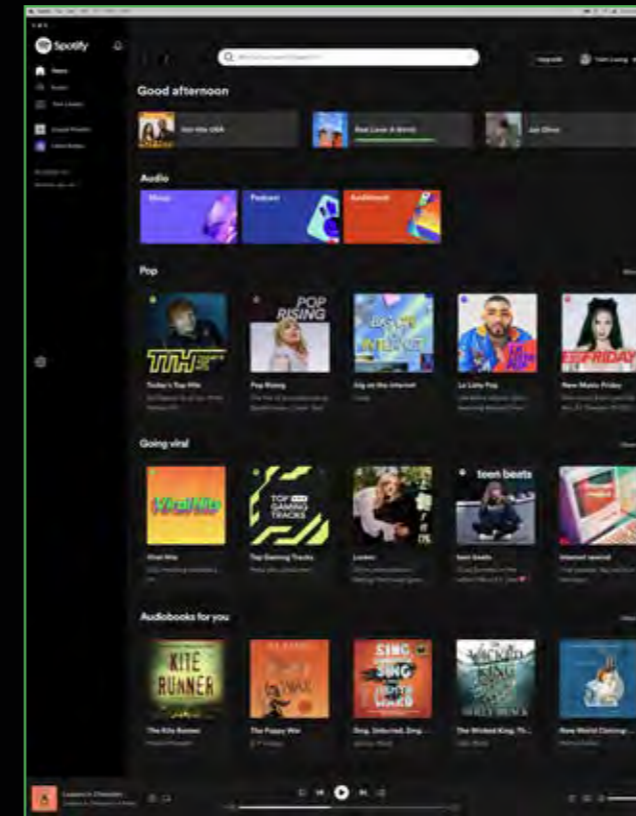
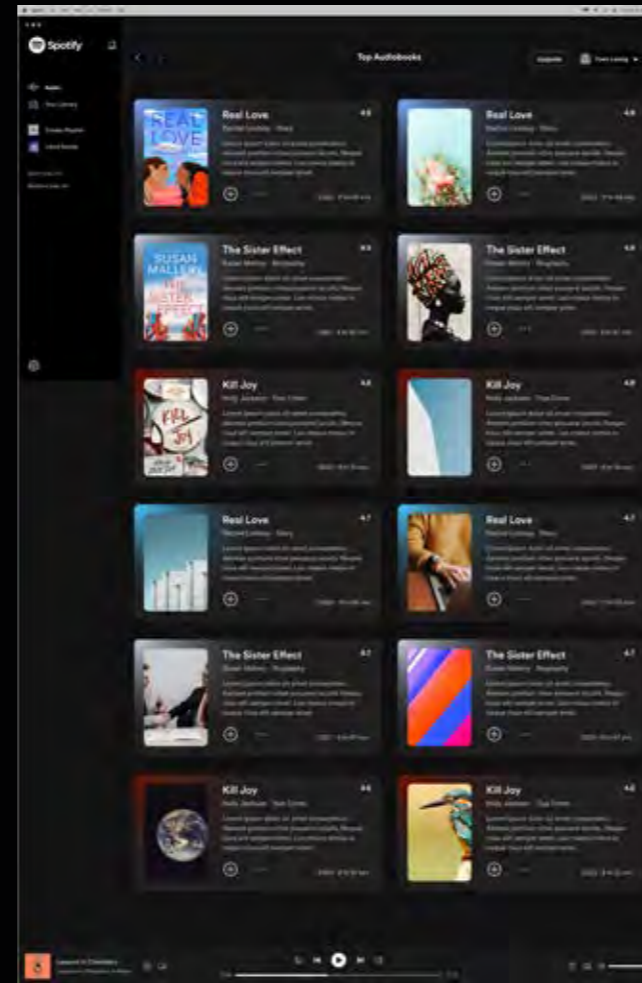


Redesign

Sitemap - B



Desktop Breakpoint



- A video file of the specific prototype demonstration can be viewed in the attachment.

New York City Ballet

Rebranding for New York City Ballet's overall design.



Visual Code

Light

Medium

Light

Light

NEW YORK CITY BALLET

NEW
York
City
B

NEW*BALLET*

BALLET

N C
Y L
B A L E T

BALLET^{New York City}

NEW YORK CITY **BALLET**

NYCB

NYC
BALLET

NYCB

NYBallet

New
York
City
Ballet

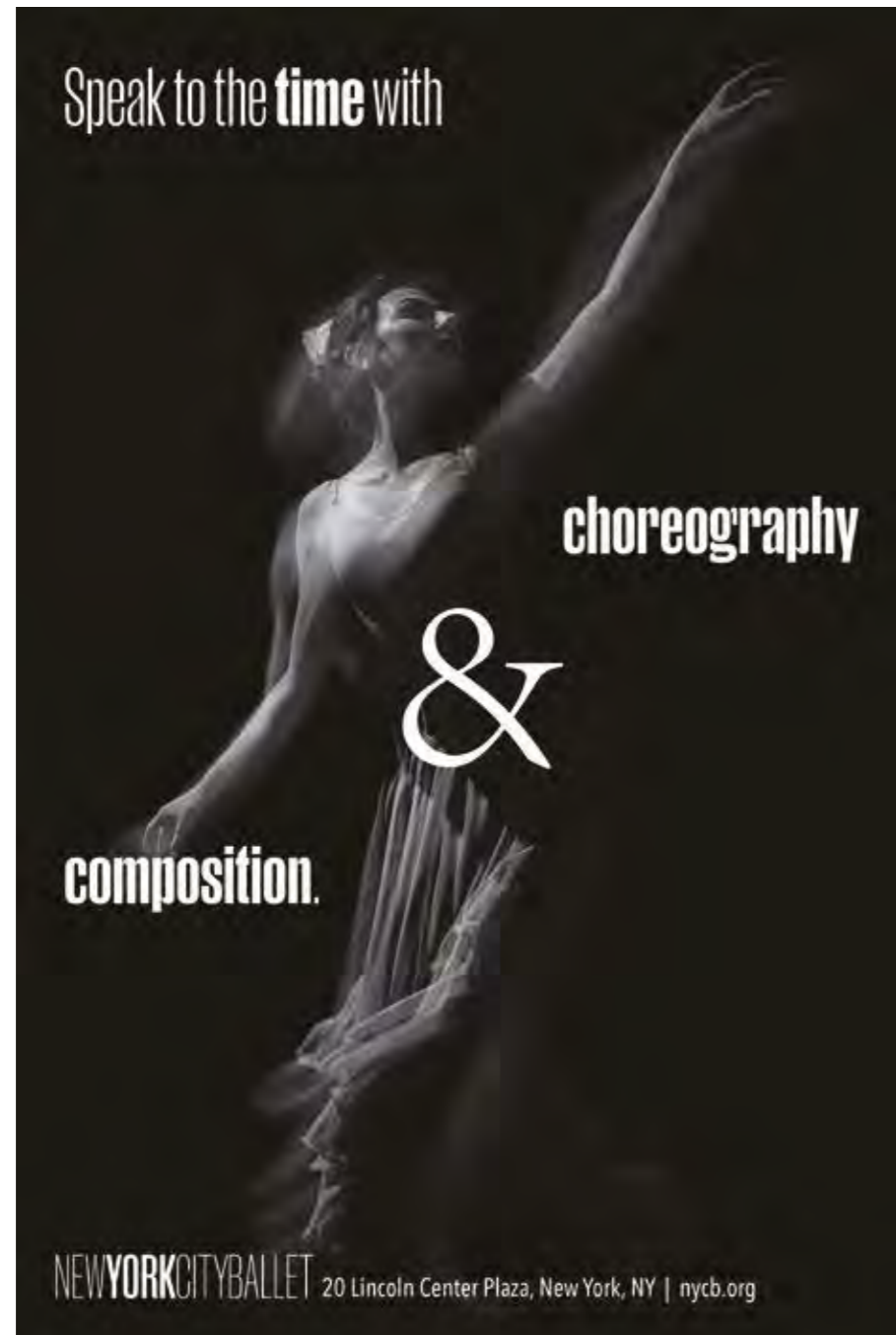
NEW YORK CITY **BALLET**


NEW YORK CITY **BALLET**

NEW CITY
YORK BALLET









PROGRAM
21ST CENTURY CHOREOGRAPHY I

DATES MAY 2, 11, 13, 17, 18

7:30 / 8:00 pm **EVENING**

BALLET 1 PARTITA
2 PLAY TIME
3 LOVE LETTER
(ON SHUFFLE)


NEWYORKCITYBALLET 20 Lincoln Center Plaza, New York, NY | nycb.org



PLAY TIME

MAY 2, 11, 13, 17, 18
EVENING
7:30/8:00pm

NEWYORKCITYBALLET 20 Lincoln Center Plaza, New York, NY | nycb.org



MAY 2, 11, 13, 17, 18
EVENING
7:30/8:00pm

LOVE LETTER
(ON SHUFFLE)

NEWYORKCITYBALLET 20 Lincoln Center Plaza, New York, NY | nycb.org

NEW YORK CITY BALLET



MAY 2
11, 13
17, 18

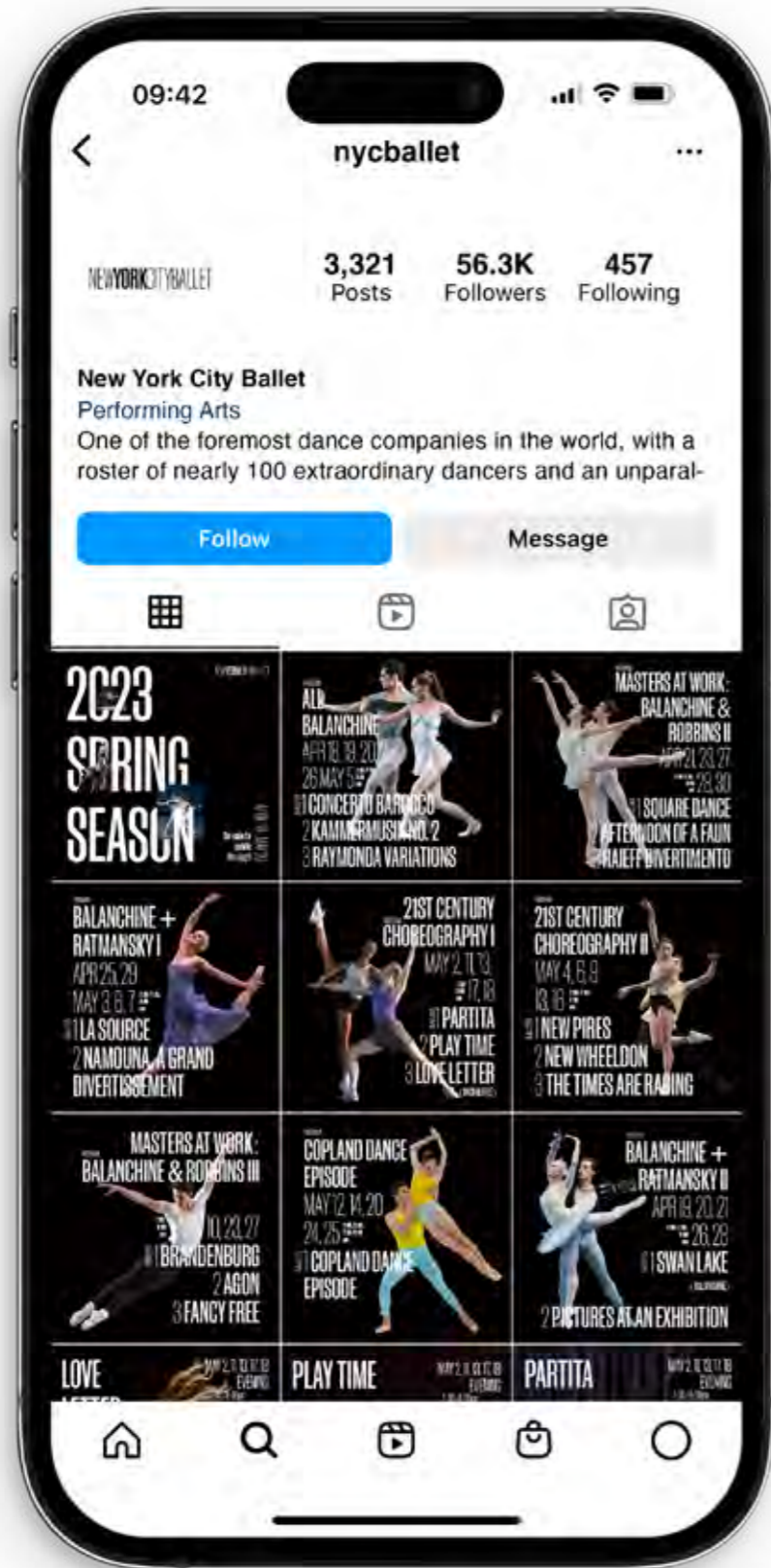
PROGRAM
CH
7:30/
8:00
pm

**21ST CENTURY
OREOGRAPHY I**



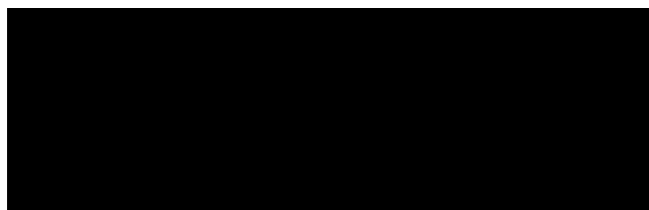
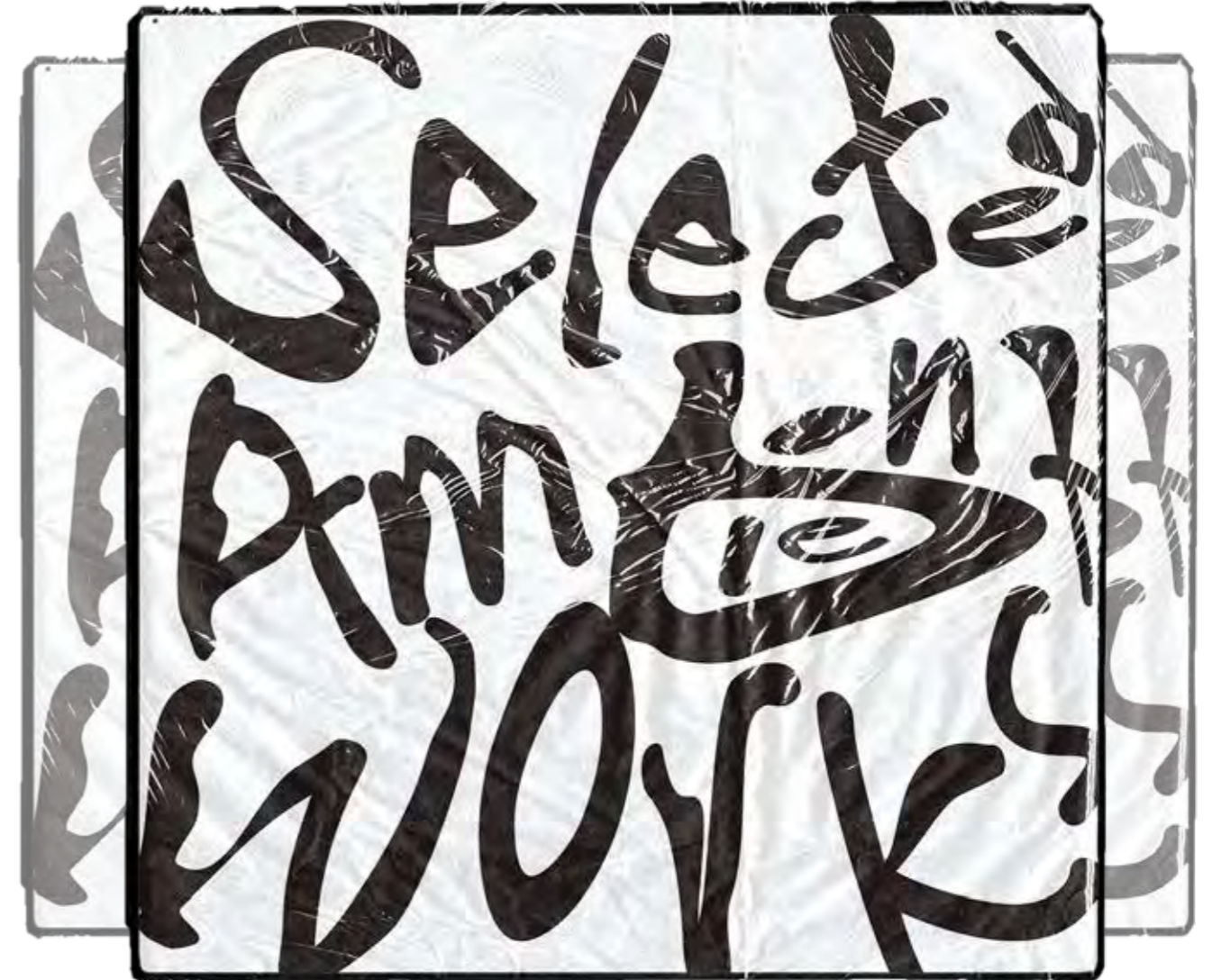
20 Lincoln Center Plaza, New York, NY |
nycb.org |





Selected Ambient Works 85-92

By getting to know and feel the vinyl record "Selected Ambient Works 85-92". Design an entire vinyl package for it. I go through changing the font to convey the style.

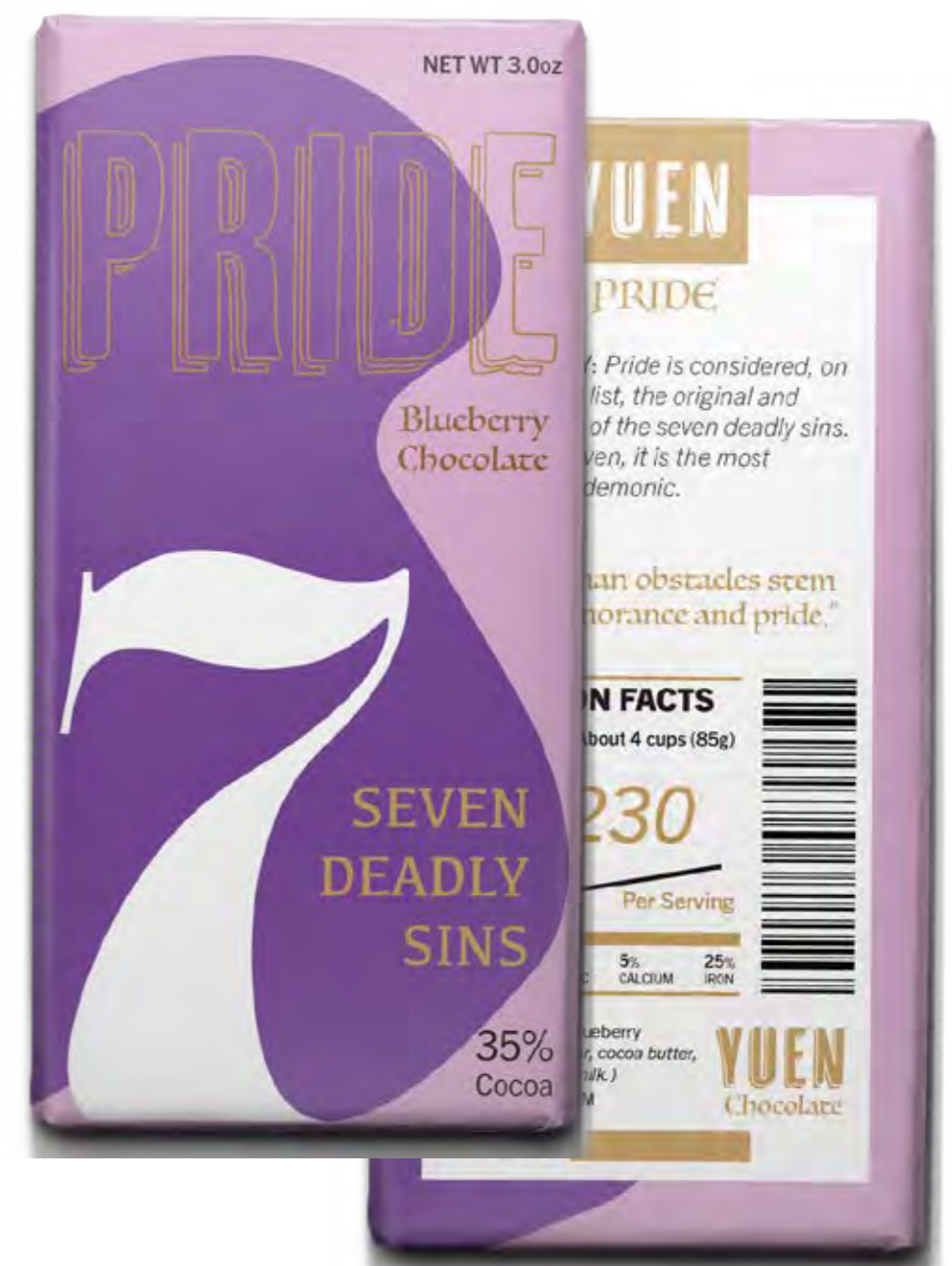




Seven Deadly Sins Chocolate

Design according to the survey's 7sins' meaning and main colors. The whole package mainly expresses the meaning of 7sins with fonts and irregular geometric figures. On the back of each package I have written a text description based on their sins.









Weekly Type Flyer

Each week identify, design, and present one character from a contemporary font by using the Type Foundry Directory. Black and white only.





Classike

Classike is a high-contrast square display font. It is complex and elegant, but has a mechanical feel to it. It was inspired by the Art Deco period and road sign typography. Classike inherits the proportions of Grogrotesque Sharp.

Name

Designer also took great care in choosing a name that was memorable, pleasant and short and not coincidental with other font names. This is why Classike is not simply called Classique in the correct French way.

Emtype Foundry
Design in 2021
Eduardo Manso

Makro
Design in 2019
by Tokotype

Makro is an extended display frameless type family with an imposing profile.

This family is characterized by excessive contrast in shape and tone at each opening, joint and on the adjusted opening counter.

It is primarily designed for large display texts that require more space, such as on outdoor graphics, headlines, titles or other similar applications.



pa

Company: Black Foundry
Designer: Jean Baptiste Marlot, Galton Bock

Blau Superstar




Baste is a typeface inspired by the south of France: raw and popular. It has A and B versions. Baste explores the vernacular aesthetic and alternates between the softness of the seaside and the radicalness of an arid downtown. I think it is kind of childish. Like the blocks they use playing in childhood.

YEAR: 2023

name: baste

TRY TYPE

NAN ^{STUDIO} SUCCESS

DESIGNER:
Jérémy Landes

It is inspired by late Art-Nouveau typefaces. Success Titling type is packed with an insane 280 number of ligatures, for both the Latin and Cyrillic scripts.

2021-22

It also have multi-width ligatures and alternates providing an inimitable hand-lettering feeling.

PUBLISHED 2019-06-11

Very Cool Studio

It is the result of taking humankind's oldest and most unfeigned question and asking it again: "can a Robert Simmons Sapphire Short Handle Flat Brush write 20th century latin letters worthy of Make0TF?" It also the very cool studio first commercial variable font, which contain 29 variants.



Thanks
For Viewing

THANKS | Credits

BRANDING DESIGN

Eric Baker

TYPE DESIGN

Peter Ahlberg

IXD AND COMM

Thomas Loizeau

Justin Lee

POSTER DESIGN

Melinda Beck

THANKS | Credits

OTHER CLASSES

Faith Holland

Richard Leslie

Lynn Gamwell

Frances Litvack

