



Gabriel Chiu

Portfolio.



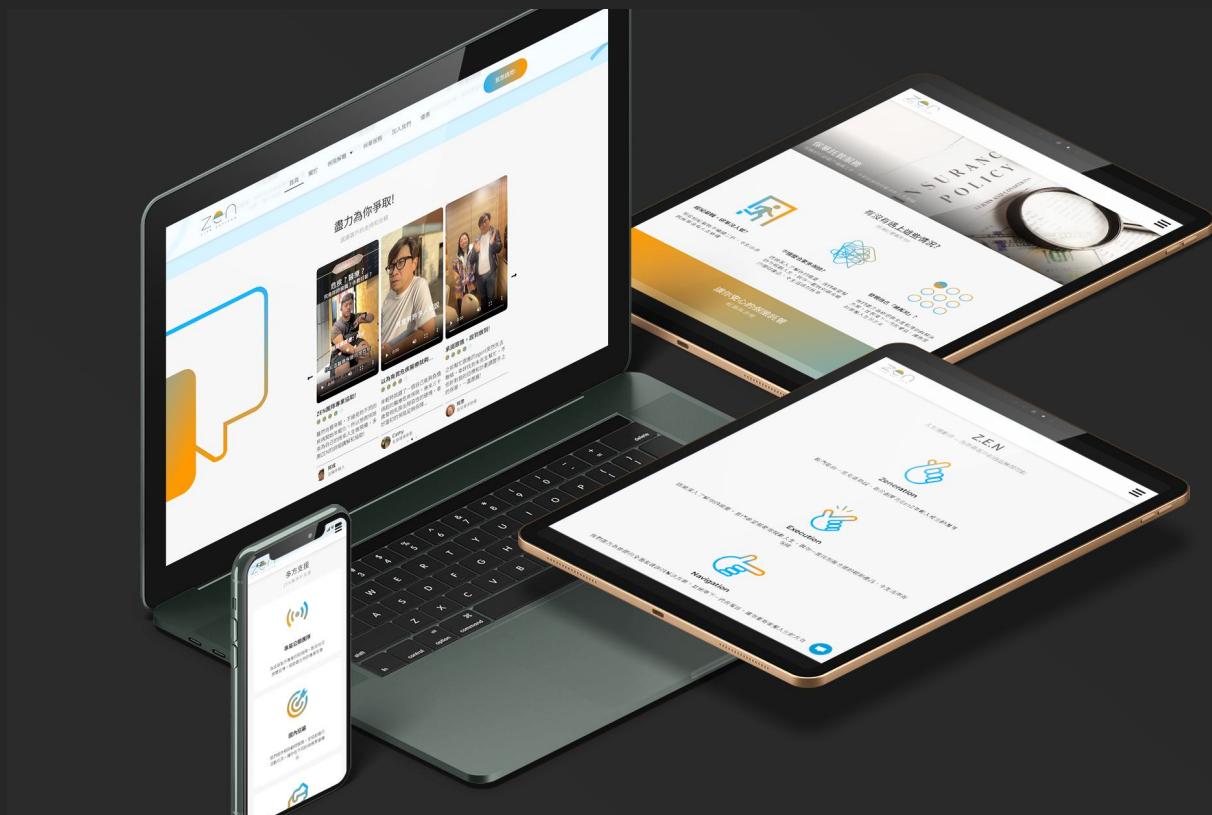
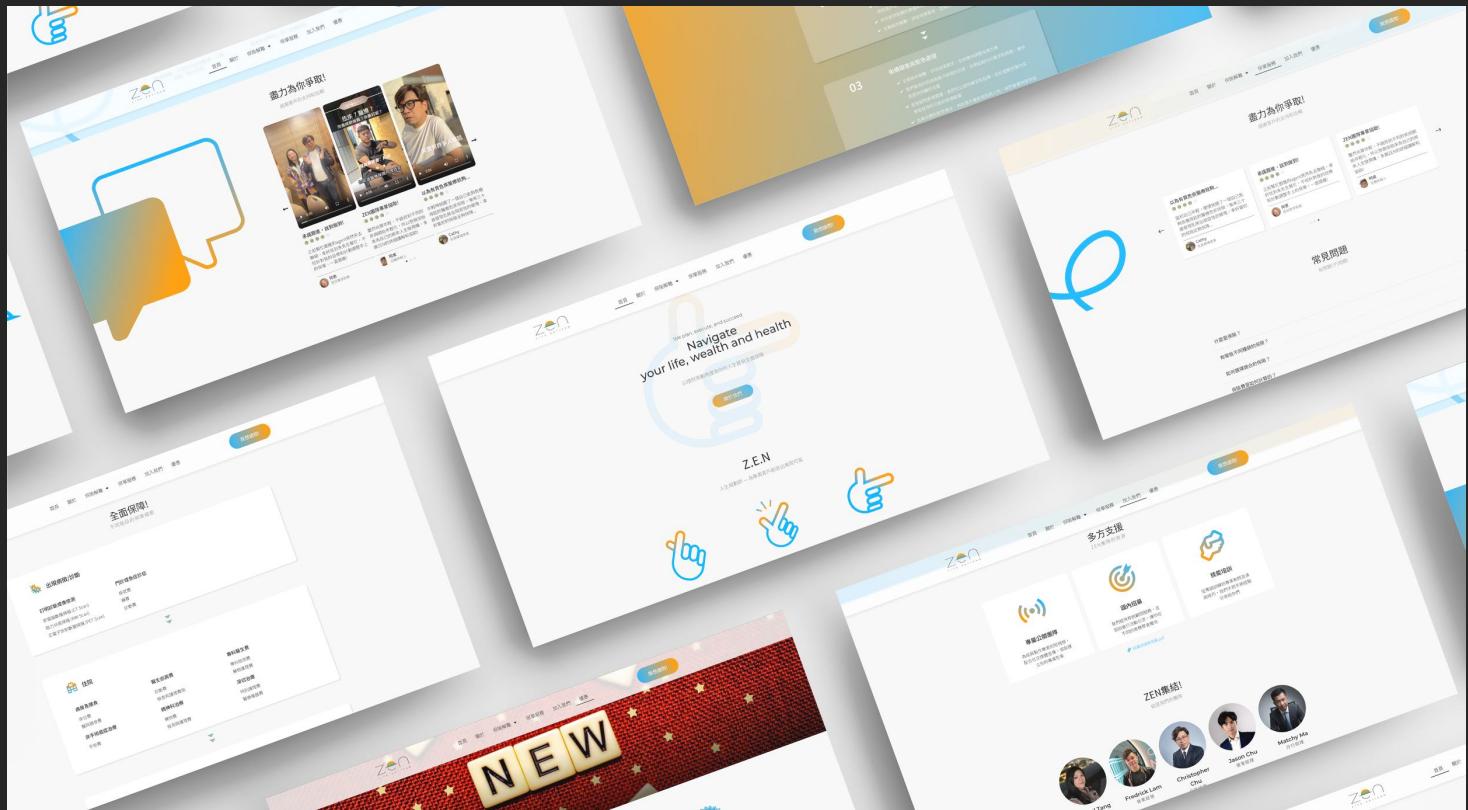
網站設計與開發
Web Design



ZEN - 官方形象網站

UIUX 介面設計 / 網站開發

Mar 2024



ZEN - 官方形象網站

UIUX 介面設計 / 網站開發

Mar 2024



e Artisan / ZEN / Website Design & Developm... 已受限 已於 5月14日 編輯 分享

[Timeline view](#) [日曆](#)

Aa Name	2023年12月	月
Sitemap & Userflow	Sitemap & Userflow	<input checked="" type="checkbox"/> 以日曆開啟
Competitor Analysis	Competitor Analysis	
Website Structural Meeting	Website Structural Meeting	
Wireframes	Wireframes	
Wireframes Adjustment		
Wordpress Theme Exploration	Wordpress Theme Exploration	
UI Design		
UI Design Adjustment		
Final Test & Publish		
Sitemap & Userflow	Sitemap & Userflow	
+ 新增		
Competitor Analysis		
SWOT Analysis		

1 - Logo Design

⚡ Phase Description

We are going to go through a comprehensive idea brainstorm with the concepts already proposed by client. By gathering pictures and creating various moodboard, a few sets of logo drafts would be presented to client who could choose 1-2 major ideas for designer to finalized a set of logo including 3 forms of presentation, "default", "horizontal" and "circular" so that the logo could be presented properly in different situations.

📍 Documentation & Version Records

- ∅ 29 Nov 2023 - Logo Idea Proposal
- ∅ 2 Dec 2023 - Logo Draft
- ∅ 3 Dec 2023 - Logo Draft Adjustment
- ∅ 7 Dec 2023 - Adobe Illustrator document

📅 Discussion & Meeting Highlights

Expand for details

▼ Logo General Preference

Christopher

- 想要型少少，唔好太可愛



ZEN - 官方形象網站

UIUX 介面設計 / 網站開發

Mar 2024



Competitor Analysis

1/ Bowtie Insurance 保泰

- Bowtie focus on displaying their high quality and trust-worthiness
- They also label themselves as "Fair", "Transparent", "Agent-less" and "Economic"
- i.e. Entrusted by 3rd party, supported by professional and well-known consultants, positive WOM
- Probably targeting younger generation or individuals who are sensitive to personal choice, freedom and transparency

Website Hierarchy & Userflow Highlights

www.bowtieinsurance.com

Insurance Products and Information

- Across different insurance products available on Bowtie, usually it includes:
 - Quick Product Summary Highlights
 - Price (user could fill in some quick personal info)
 - How does the insurance product works
 - Scope of the insurance product covers (including the risk of such product)
 - Key insurance terms explanation
 - FAQ (i.e. apply process, popular related insurance services, situational questions)

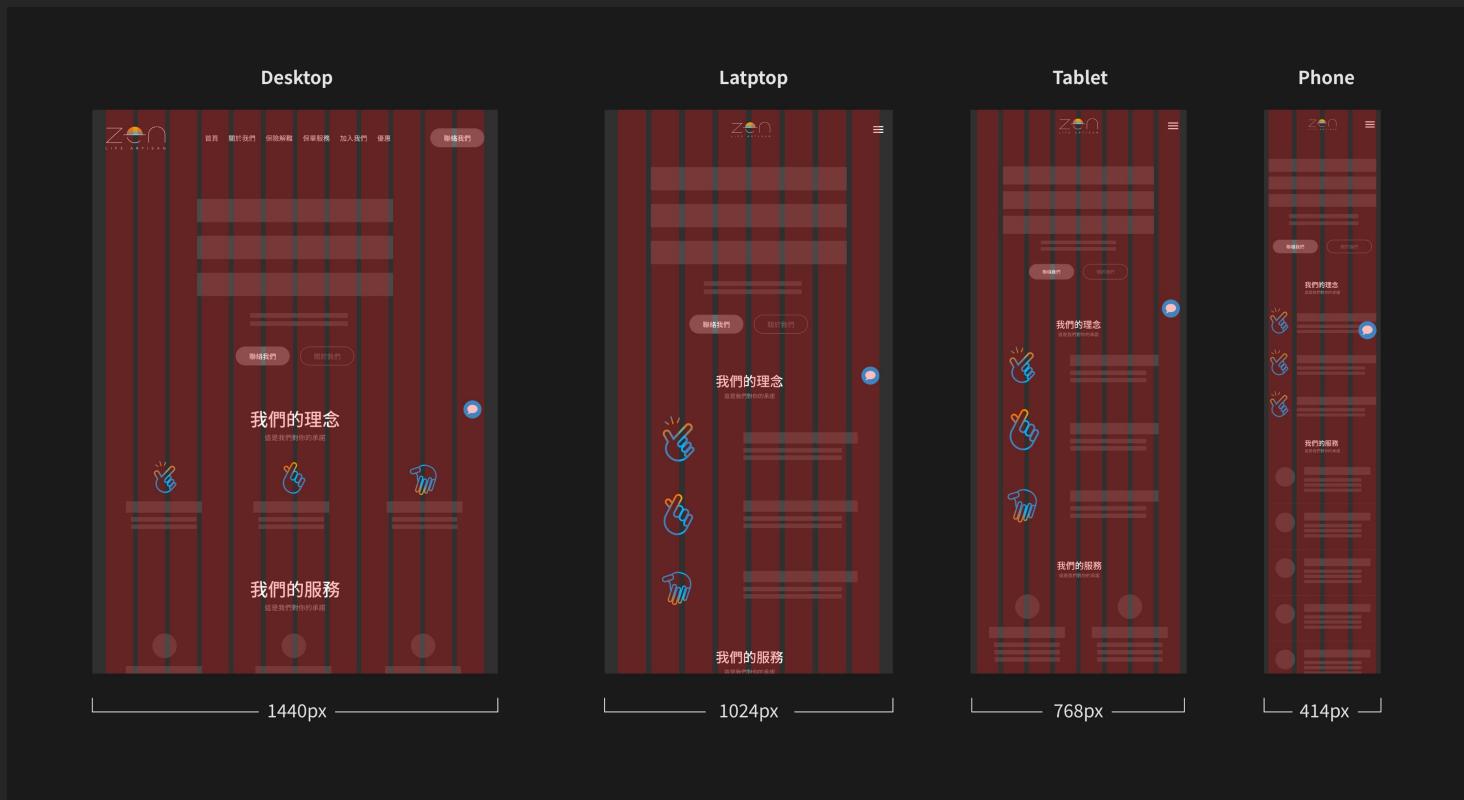
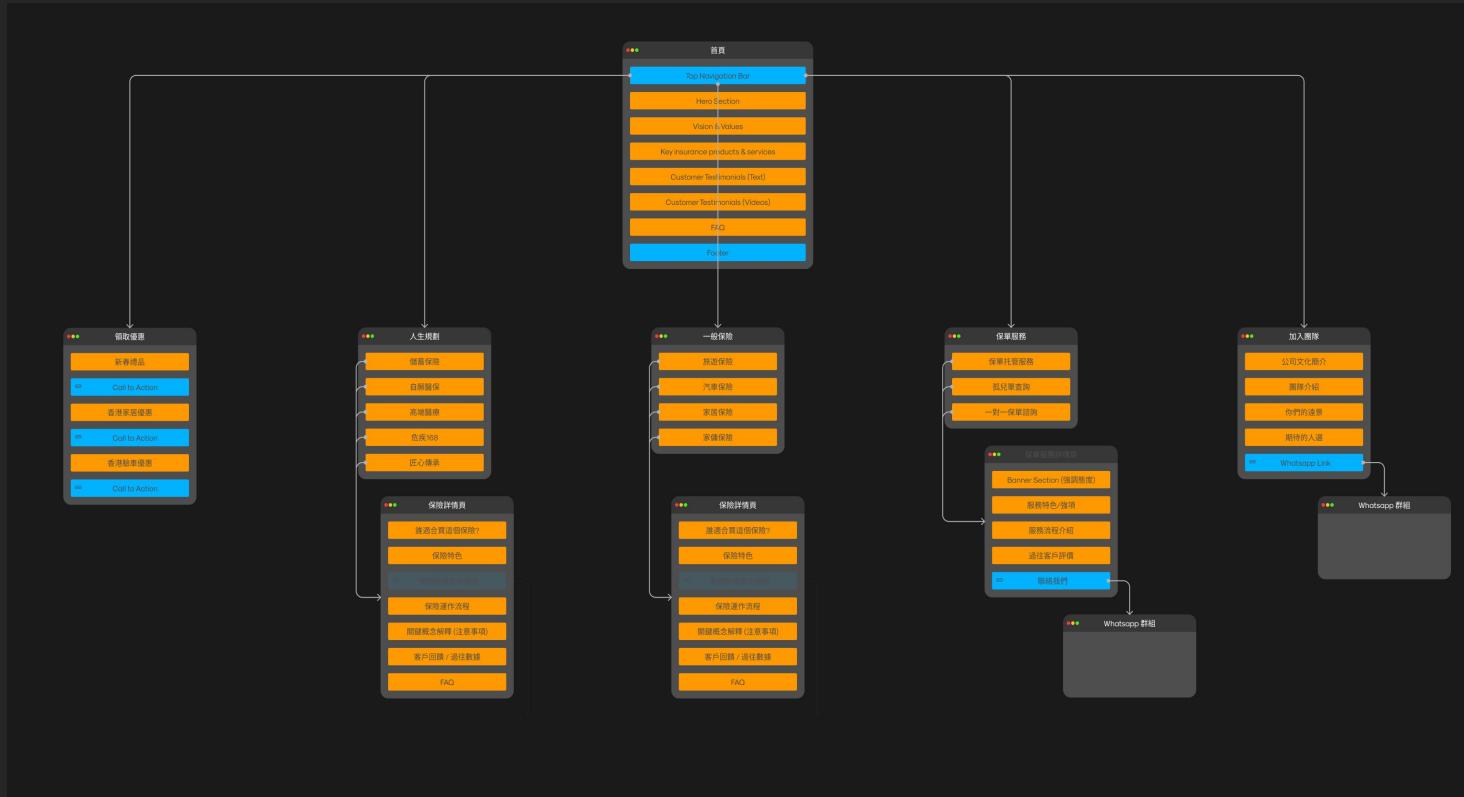
The screenshot shows a promotional banner for dental services. It features a red button labeled '經濟實惠' (Economy and Practicality) and another button for '新客戶優惠' (New Customer Discount) offering '首年 65 折 + 選用洗牙服務兩次'. The banner also displays '02 天 01 時' (02 days 01 hour). Below the banner, there is a large headline '標準保障 全城最平' (Standard Protection, Lowest in Town) with a small upward arrow. To the right, there are dropdown menus for '性別' (Gender), '年齡' (Age), and '吸煙狀態' (Smoking Status), along with icons for male, female, and non-smoker.



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Mar 2024



Typography

AaBb

Montserrat

Weight

Light
Regular
Bold

Colors

White
Grey
Black
Sun Orange
Sky Blue

Characters & Symbols

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
.?"":!@#\$%^&*()_+=

Sample Paragraph

This a sample paragraph. This a sample paragraph.

Typography

思源黑體

Noto Sans TC

Weight

Thin
Light
DemiLight
Regular
...
...

Colors

White
Grey
Black
Sun Orange
Sky Blue

Characters & Symbols

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
.?"":!@#\$%^&*()_+=

Sample Paragraph

This a sample paragraph. This a sample paragraph. This a sample paragraph. This a sample paragraph.



ZEN - 官方形象網站

UIUX 介面設計 / 網站開發

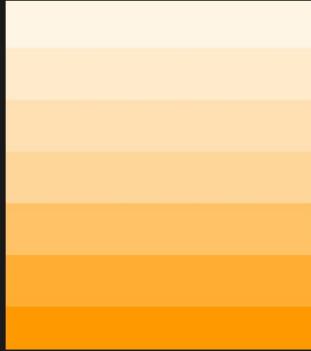
Mar 2024



Colors

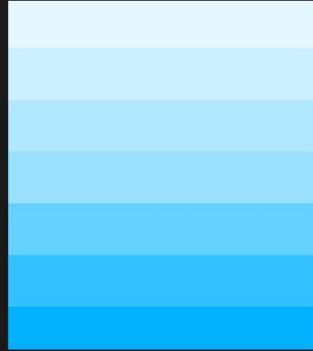
Sun Orange

RGB: 255, 153, 0
HEX: #FF9900



Sky Blue

RGB: 0, 178, 255
HEX: #00B2FF



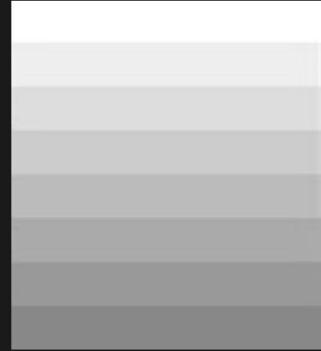
Grayscale (Black)

RGB: 0, 0, 0 - 119, 119, 119
HEX: #000000 - #777777



Grayscale (White)

RGB: 255, 255, 255 - 128, 128, 128
HEX: #FFFFFF - #888888



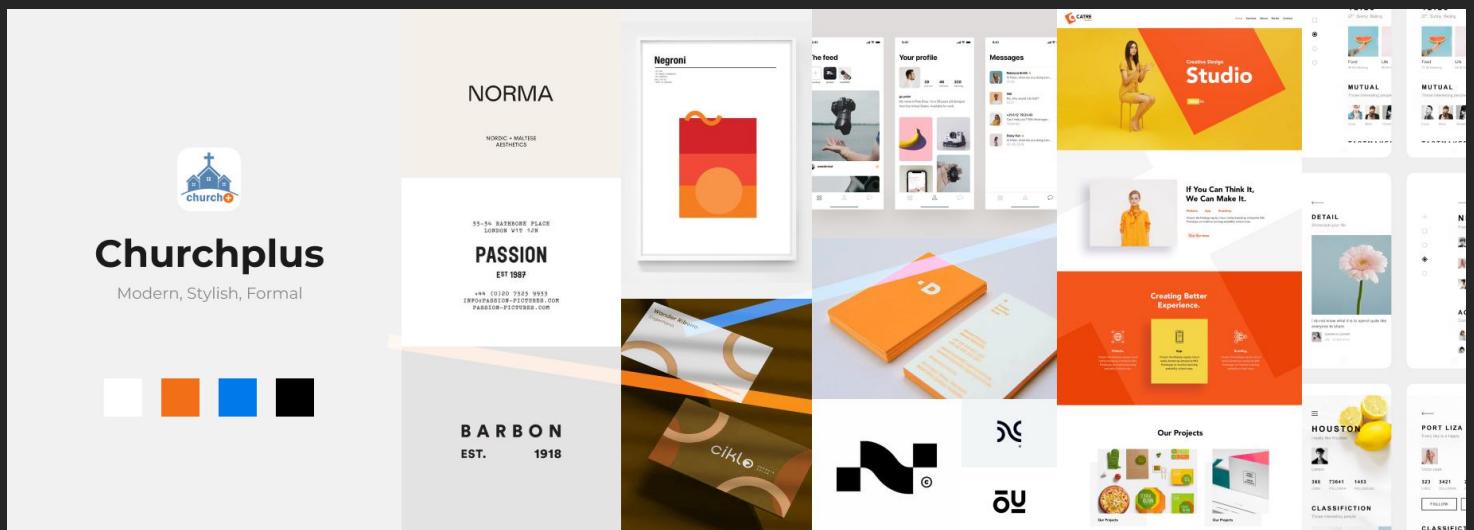
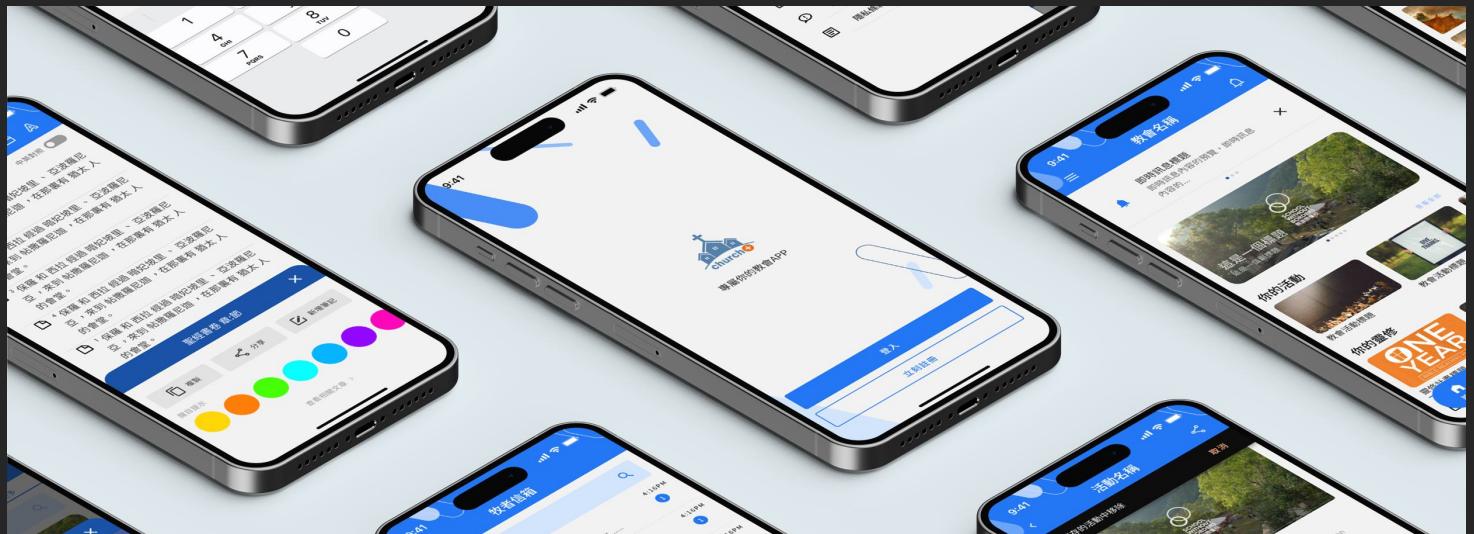
Icons



教會通 APP

UIUX 介面設計

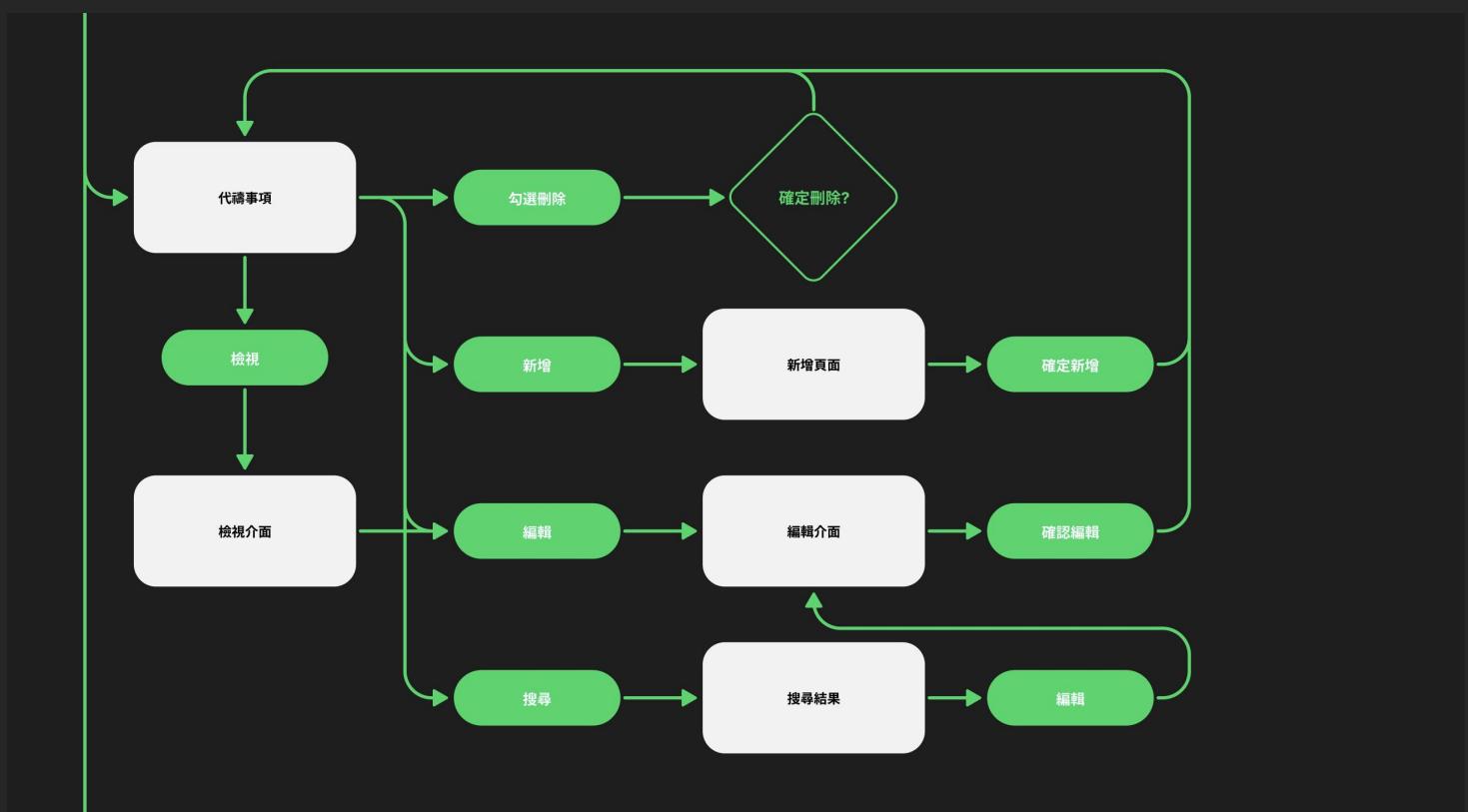
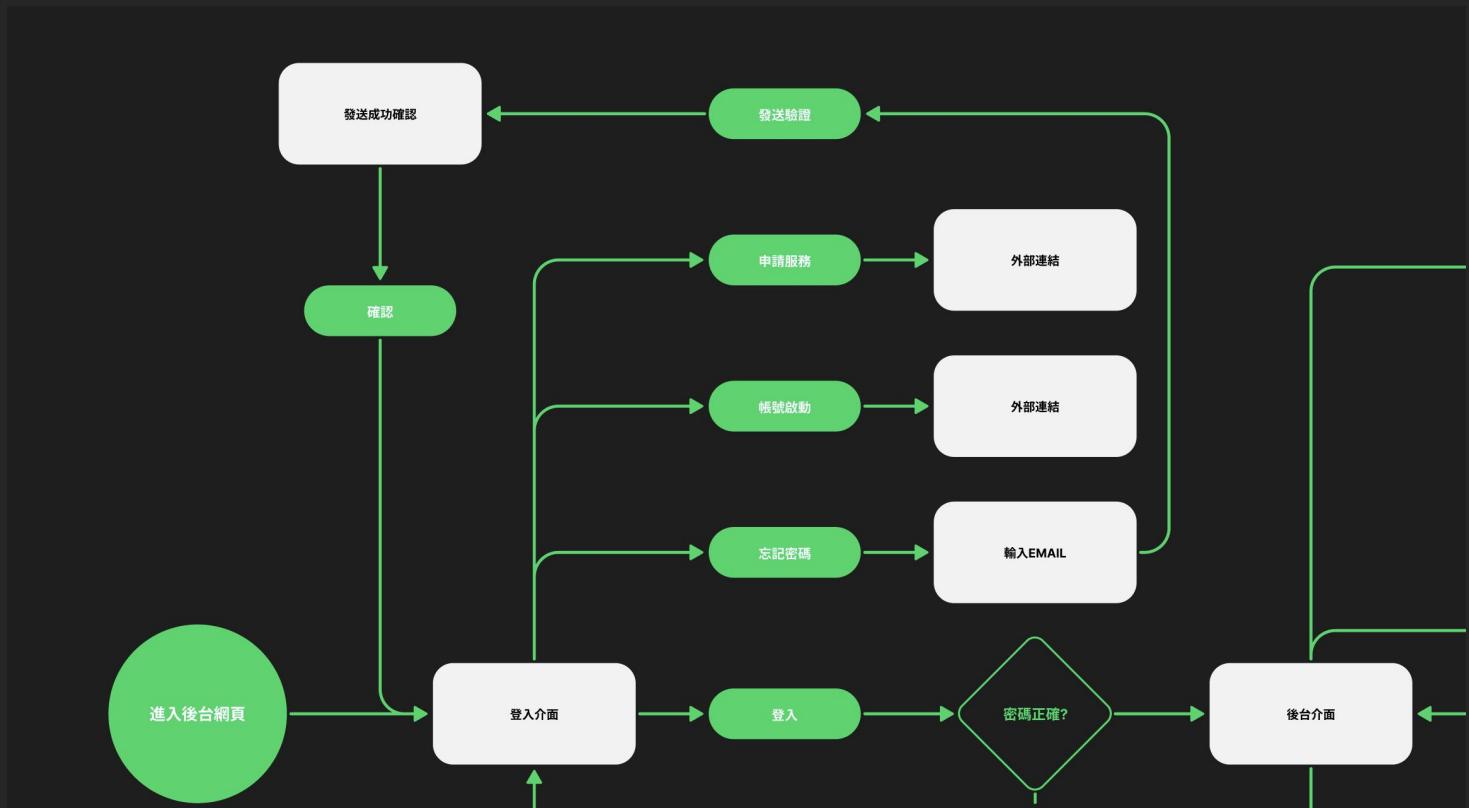
Dec 2023



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UIUX 介面設計

Dec 2023



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UIUX 介面設計

Dec 2023



Adj.



Adj.



Login / Registered

登入 / 已註冊後的登入



Group Change & Apply

小組 / 更換或申請



Group Member Settings

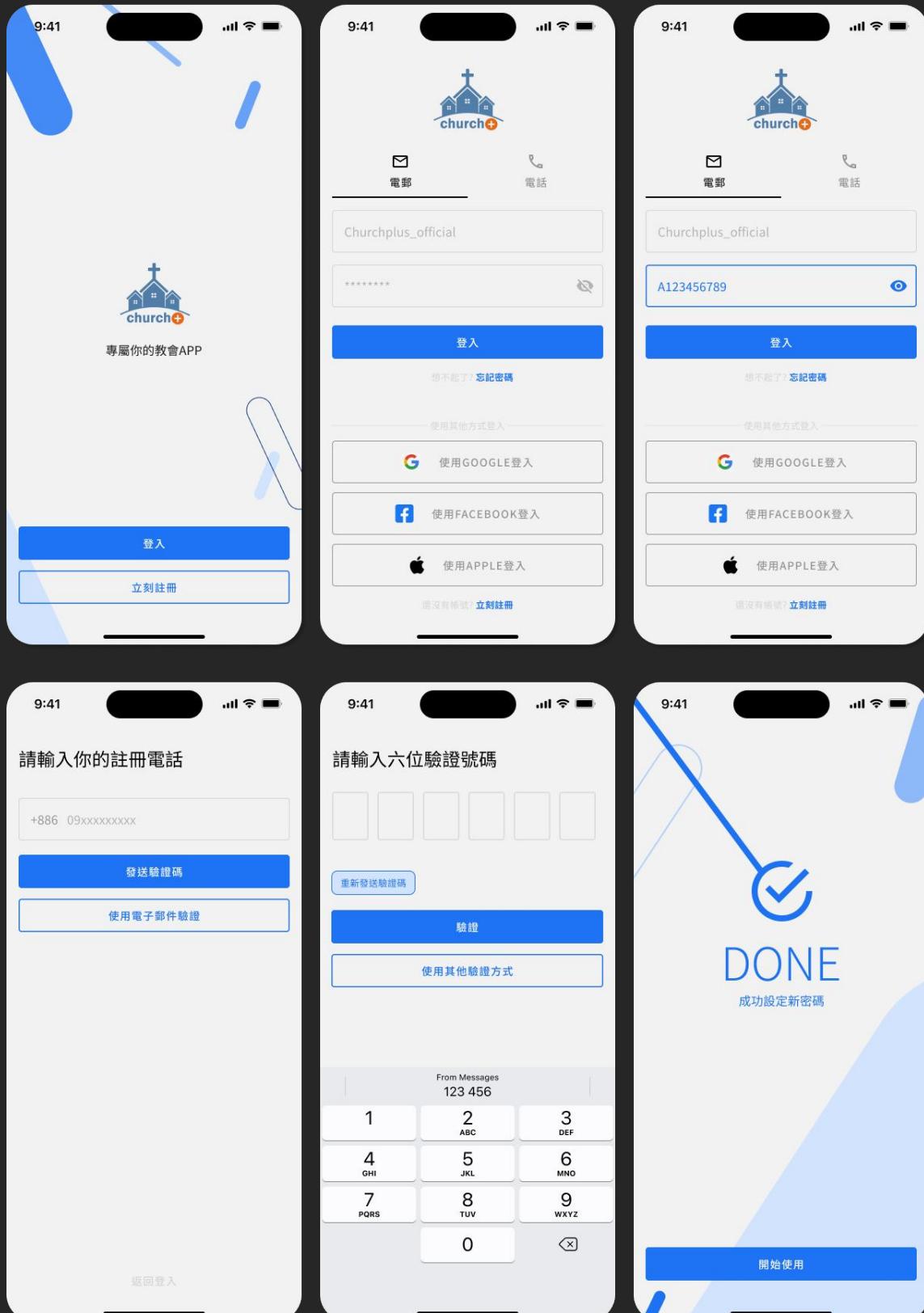
小組 / 組員管理



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Dec 2023



教會通 APP

UIUX 介面設計

Dec 2023



The screenshots illustrate the main interface of the Churchplus app. The top navigation bar includes the church name, a bell icon for notifications, and a menu icon. The main content area features a news banner, sections for events and devotionals, and a sidebar menu.

The screenshots illustrate the 'My Devotional Plans' section of the app. It shows a list of various devotionals with their names, descriptions, and progress bars. A detailed view of a specific devotional plan is also shown, including its title, description, and progress details.



教會通 APP

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Creating Post.

教會通APP / 茄台介紹

新增貼文

有兩種的貼文可以新增：
• 一般貼文
• 代禱貼文

座下留白: 96px

Prayer

教會通APP / 茄台介紹

代禱功能

代禱的內容會以貼文的方式出現，所以只會在小組的動態之中。

小組內的成員均可以發布代禱貼文以及承諾為他人禱告。

Prayer-update

教會通APP / 茄台介紹



教會通 APP

UIUX 介面設計

Dec 2023



Material Design

Color

Color Scheme

Primary	500	
①	#6E00EE	
Primary Variant	700	
②	#3700B3	
Secondary	200	
③	#03DACS	
	700	
④	#018786	
Background		
⑤	#FFFFFF	
Surface		
⑥	#B00020	
Error		
On Primary		
⑦	#FFFFFF	
On Secondary		
⑧	#000000	
On Background		
⑨	#000000	
On Surface		
⑩	#000000	
On Error		
⑪	#FFFFFF	

Primary

Primary 200				
900	#23036A	400	#6200EE	
800	#30009C	300	#7F39FB	
700	#3700B3	200	#985EFF	
600	#5600E8	100	#BB86FC	
500	#6200EE	050	#DB2FFF	
			#F2E7FE	

Secondary

Secondary 200				
900	#005457	400	#03DACS	
800	#017374	300	#00B3A6	
700	#018786	200	#00C4B4	
600	#019592	100	#03DACS	
500	#01A299	050	#70EFD6	
			#C8FFF4	

On Primary

High Emphasis On Primary White	100%	Medium Emphasis On Primary White	74%	Disabled On Primary Black	38%
#FFFFFF		#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

On Surface

High Emphasis On Surface White	87%	Medium Emphasis On Surface White	60%	Disabled On Surface White	38%
#FFFFFF		#FFFFFF	#FFFFFF	#FFFFFF	#FFFFFF

Outline

→ Border color: On surface	12%
	#FFFFFF

Ver.1.00 Visit material.io for resources, guidance, and tools to help you build beautiful digital products.



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UIUX 介面設計

Dec 2023



App UI Design

Grid System

IOS

Margin: 16px
Gutter: 12px
Column: 4

Resolution: 320px or above
Device: Phone

Android

Margin: 16px
Gutter: 12px
Column: 4

Resolution: 320px or above
Device: Phone

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教會通 APP

UIUX 介面設計

Dec 2023



Material Design

Typography

Headline 1 H1/Noto Sans/Light/96px

Headline 2 H2/Noto Sans/Light/60px

Headline 3 H3/Noto Sans/Regular/48px

Headline 4 H4/Noto Sans/Regular/34px

Headline 5 H5/Noto Sans/Regular/24px

Headline 6 H6/Noto Sans/Medium/20px

Subtitle 1 Subtitle 1/Noto Sans/Regular/16px

Subtitle 2 Subtitle 2/Noto Sans/Medium/14px

Body 1 Body 1/Noto Sans/Regular/16px

Body 2 Body 2/Noto Sans/Regular/14px

Button BUTTON/NOTO SANS/MEDIUM/14PX

Caption Caption/Noto Sans/Regular/12px

Overline OVERLINE/NOTO SANS/REGULAR/10PX

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平面設計

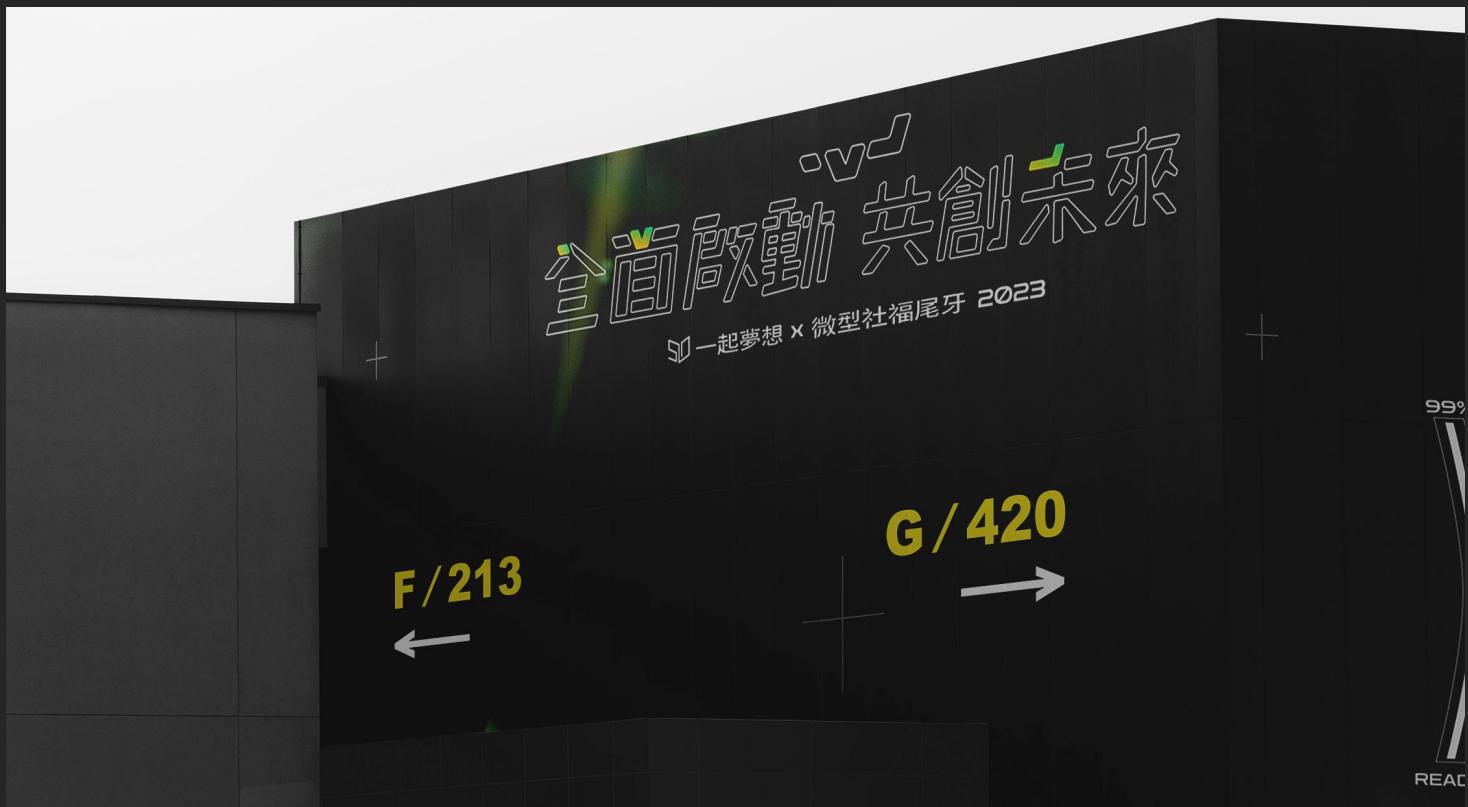
Graphic Design



台灣一起夢想協會 | 尾牙主視覺

視覺主題與平面設計

Jan 2024



台灣一起夢想協會 | 尾牙主視覺

視覺主題與平面設計

Jan 2024

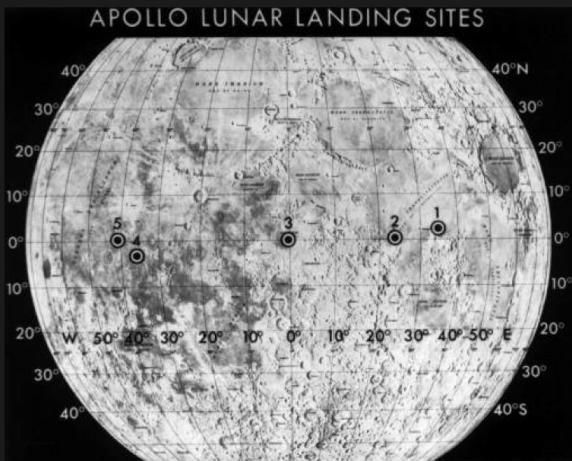


主視覺概念

台灣一起夢想公益協會

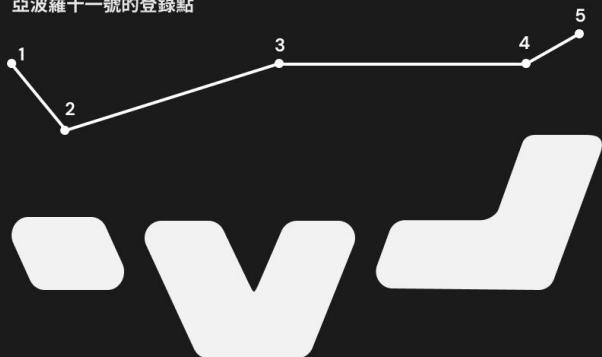
Keywords:
啟動 太空 曙光 希望

Visual Concepts:
Apollo XI



這次的主視覺概念來源是 **人類初次登陸月球** 的“亞波羅十一號”，因為聯想到太空的一些重大關鍵時刻，就想到了人類登陸月球的這件事情，與這次尾牙的互相呼應的是其中的歷史性時刻：經歷疫情的洗禮過後，終於可以重新啟動更多的社區支援活動，是一個值得慶祝和被見證的時刻，同時也是一個令人更期待未來的時間點。

亞波羅十一號的登錄點



主視覺概念

台灣一起夢想公益協會

Keywords:
啟動 太空 曙光 希望

Visual Concepts:
Apollo XI

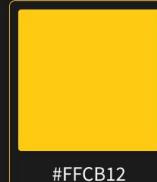


主要顏色

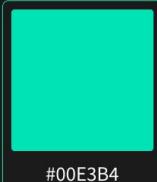
希望透過顏色傳達出 **[開始]** **[啟動]** **[出發]** 等感覺，所以透過聯想交通紅綠燈的黃綠色，象徵著即將出發。

設計元素

希望透過太空等相關視覺元素傳達出 **[曙光]** **[希望]** 等感覺，所以希望用日光於星球後漸漸露出的瞬間所帶來的強烈光芒，象徵著未來和希望，就在我們的眼前出現，而且非常刺眼，帶來令人興奮的刺激。



#FFCB12



#00E3B4



台灣一起夢想協會 | 尾牙主視覺

視覺主題與平面設計

Jan 2024



台灣一起夢想協會 | 尾牙主視覺

視覺主題與平面設計

Jan 2024



主視覺初稿呈現

紋身貼紙

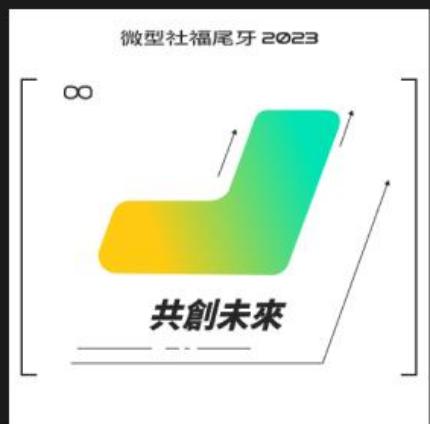
貼紙1



貼紙2



貼紙3



修改項目:

- 修改貼紙的口號
- 新增“愛心”設計元素(左上方)
- 新增 “微型社福尾牙 2023”

修改項目:

- 新增 “微型社福尾牙 2023”

修改項目:

- 新增 “微型社福尾牙 2023”

主視覺初稿呈現

紋身貼紙

貼紙1



貼紙2



貼紙3



台灣一起夢想協會 | 尾牙主視覺

視覺主題與平面設計

Jan 2024



梅東生 1月5日

2023微型社福尾牙〈全面啟動。共創未來〉，很榮幸第二次受邀社團法人台灣一起夢想公益協會擔任主持人，這是全台灣各地區的公益團體一起串聯，有夢一起走，大家一起加油打氣，我是梅東生，2024讚讚讚。

#再忙也要做公益
#中午台北
#晚上高雄

466 101個回應 6次分享

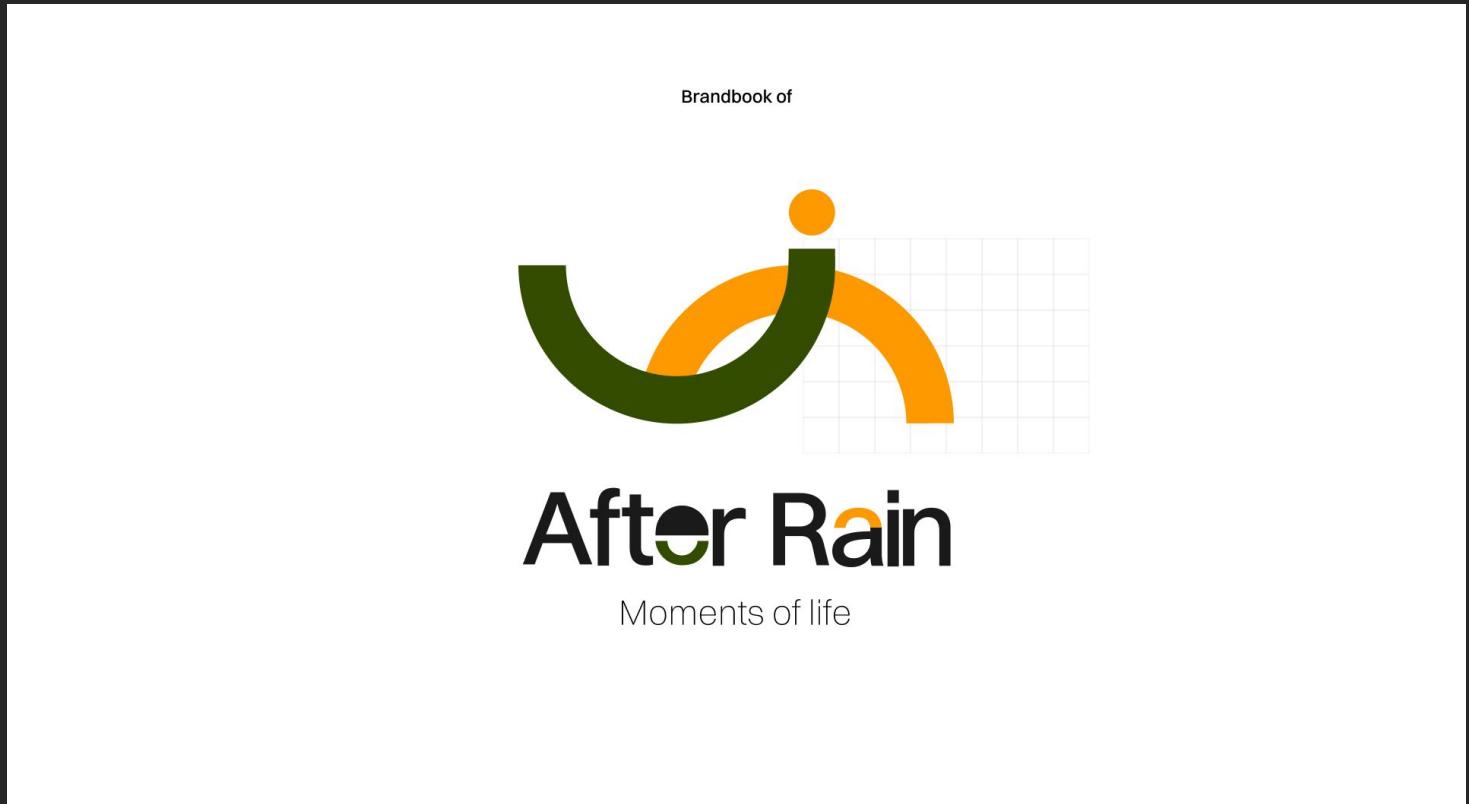
讚好 回應 分享



After Rain 品牌

品牌視覺系統設計

May 2024



After Rain 品牌

品牌視覺系統設計

May 2024



Introduction Project Background **Process** Identity Preview

Moodboard

After Rain is a brand promoting direct communication and expression in an old fashion. Their vision is to let people enjoy the "moment" of life.

Keywords they've mentioned are: "Warm", "Kind", "Romantic" and "Emotional".

It comes to my mind like being placed under the sunset, standing on a big flat grassland and a rainbow in the sky.

That's the moment we laugh and cry at the same time, emotions of life come to whole and priceless.



brandbook

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Introduction **Project Background** Process Identity Preview

Express to enjoy the moments of life.

-- After Rain

brandbook

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After Rain 品牌

品牌視覺系統設計

May 2024



Introduction Project Background Process Identity Preview

Logo

The symbol is created with three elements: "Sunset", "Rainbow" and "Rainbow in Refraction". We want to symbolize the feeling and the ambience of "moments" and using the shape of circles and rainbow ties.

For the wordmark, we also changed a little bit on the alphabet typography and adding colors. We hope to enhance the echoing and the importance of such an idea in the brand.



brandbook

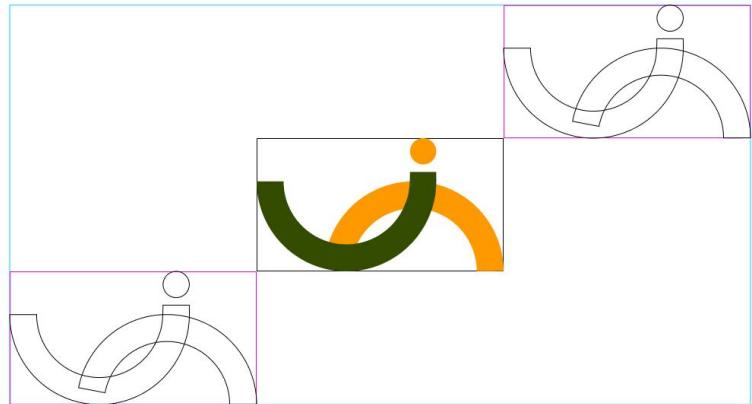
12



Introduction Project Background Process Identity Preview

Logo Spacing

Spacing is defined. We should keep at least "1-logo" parameter around the logo symbol when we place it.



brandbook

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After Rain 品牌

品牌視覺系統設計

May 2024



Introduction Project Background Process Identity Preview

Typography

AaBb

Switzer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
.?"";!@#\$%^&*()_+=

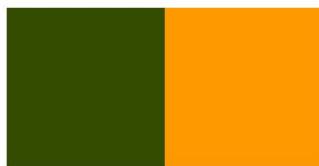
Thin Extra Light Light Regular Medium
Semibold Bold Extrabold Black



Introduction Project Background Process Identity Preview

Colors

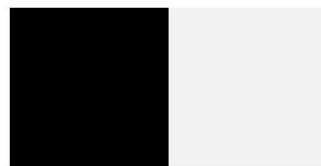
Primary colors



CMYK
RGB
HEX

10|0|70|30
51|76|0
334C00

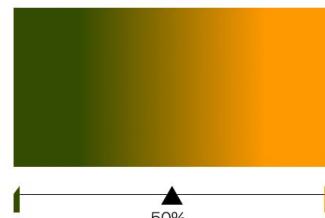
Secondary colors



0|0|0|100
0|0|0
000000

0|0|0|5
242|242|242
F2F2F2

Gradient



After Rain 品牌

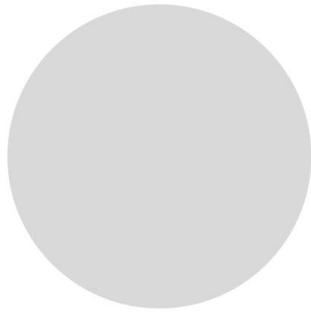
品牌視覺系統設計

May 2024



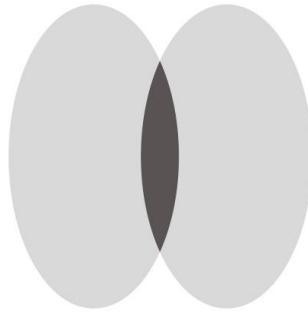
Introduction Project Background Process Identity Preview

Graphic System



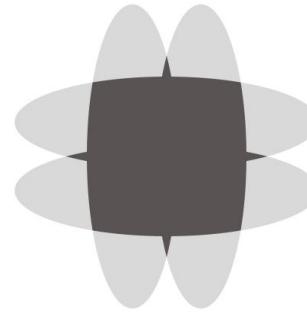
Identity

This represent the whole person.



Share

When two people interacts, their share and exchange thoughts



Creation

When a group of people interact and exchange thoughts, they create something belong to them

brandbook

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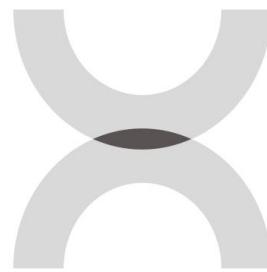
Introduction Project Background Process Identity Preview

Graphic System



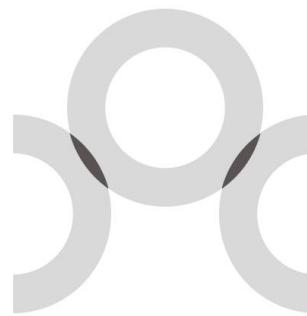
Expression

The media we communicate our feelings, thoughts, ideas and motives.



Communication

That's how we define the exchange of expressions



Community

When we consistently express ourselves, we build up relationships and ultimately community

brandbook

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After Rain 品牌

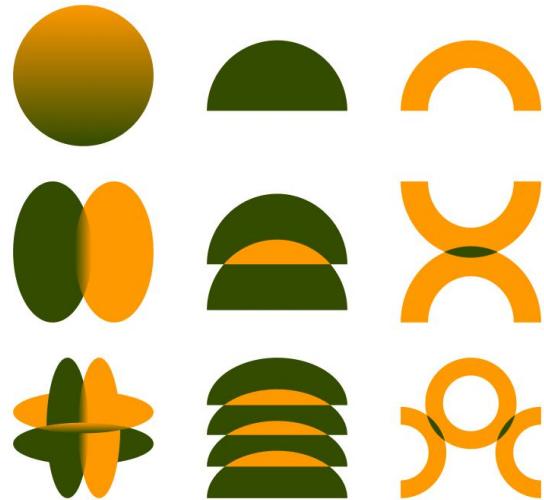
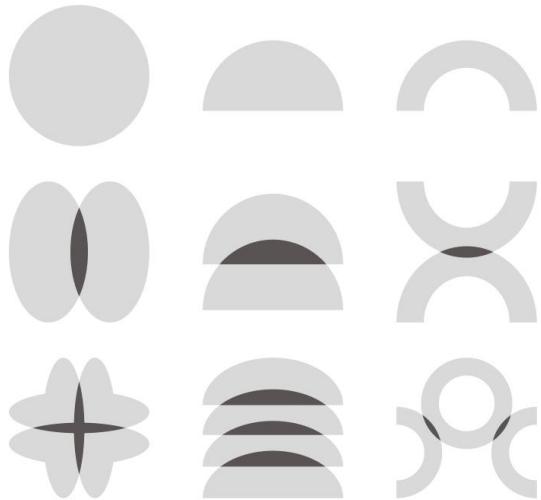
品牌視覺系統設計

May 2024



Introduction Project Background Process Identity Preview

Graphic System



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Introduction Project Background Process Identity Preview

Graphic System



brandbook

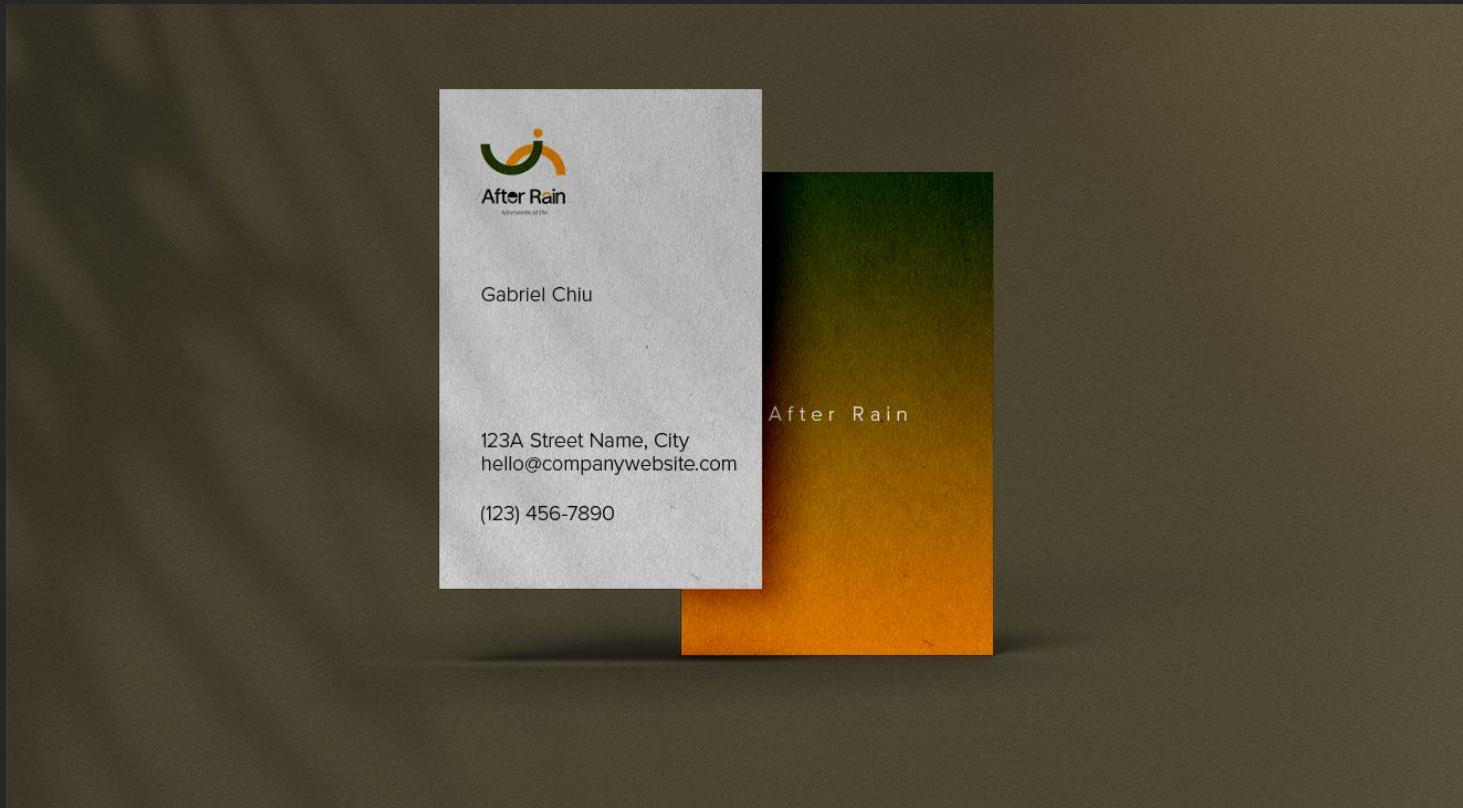
28



After Rain 品牌

品牌視覺系統設計

May 2024



電商平面設計

產品封面、資訊圖

2022-2023

Ai Ps



電商平面設計

產品封面、資訊圖

2022-2023

Ai Ps



電商平面設計

產品封面、資訊圖

2022-2023

Ai Ps





Design is an adventure | 設計就是一場冒險之旅