

# BIO

Hi, I'm Jessica Chen.

I love creating art, and have been creating art using various different mediums. I create designs through UI/UX design from my experiences in website development. I've also spent years honing my skills in creating digital artwork and graphic design. On top of that, I'm interested in bringing my design to life using my skills with front-end development. I'm constantly further improving myself by taking inspiration from the world around me while simultaneously finding the best solution to my problems.

## CASE STUDY 1

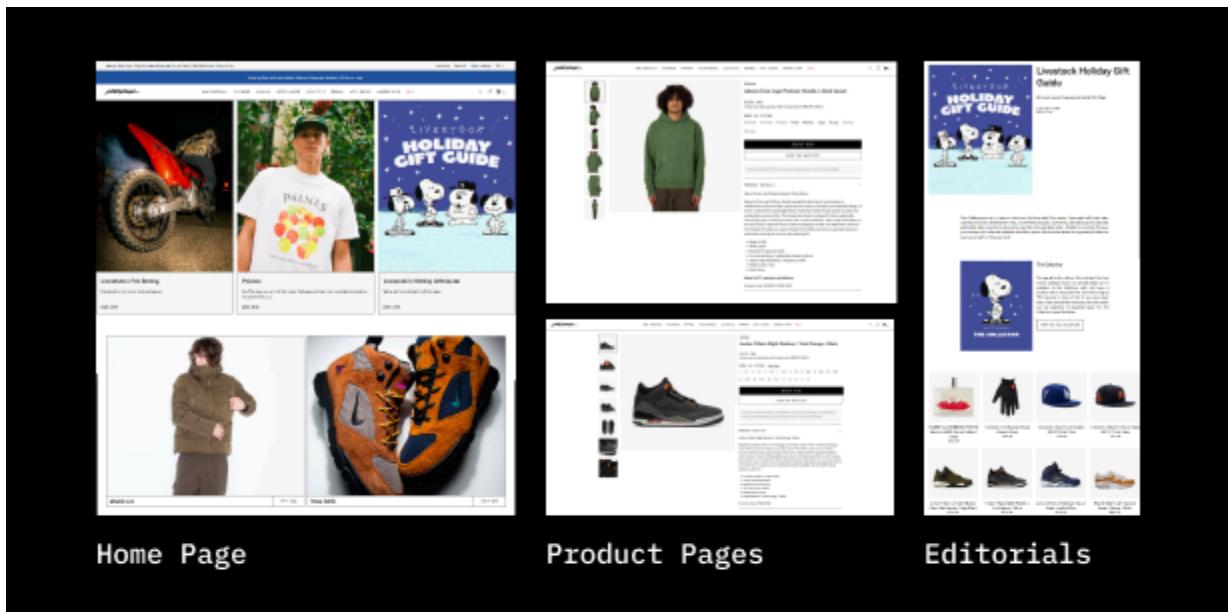
### LIVESTOCK

- Roles: Art Direction, UI/UX designer, Rapid Prototyping
- Tools: Figma, ProCreate, Adobe After Effects
- Team: Jessica Chen, Megan Yeung, Alexandra Chung, Monica deMesa
- Client: LIVESTOCK
- Duration: 3 Months (October 2023 - December 2023)

### Overview

This project was created for an Interaction Design Methods class at SFU in the span of 3 months. Our initial goal was to find a company to collaborate with, understand their grievances, and create a design solution to solve a problem that we've discovered for the company. The project itself was a group project where my group, Dedgestock, worked together as a group of 4 and collaborated with LIVESTOCK. They're a streetwear clothing store located in Vancouver with an online website under the domain deadstock.ca. My responsibility within this project was handling the art direction of our design. Whether it's all of our posters, presentation slides, and final design of the design solution, which was a Digital Lookbook.

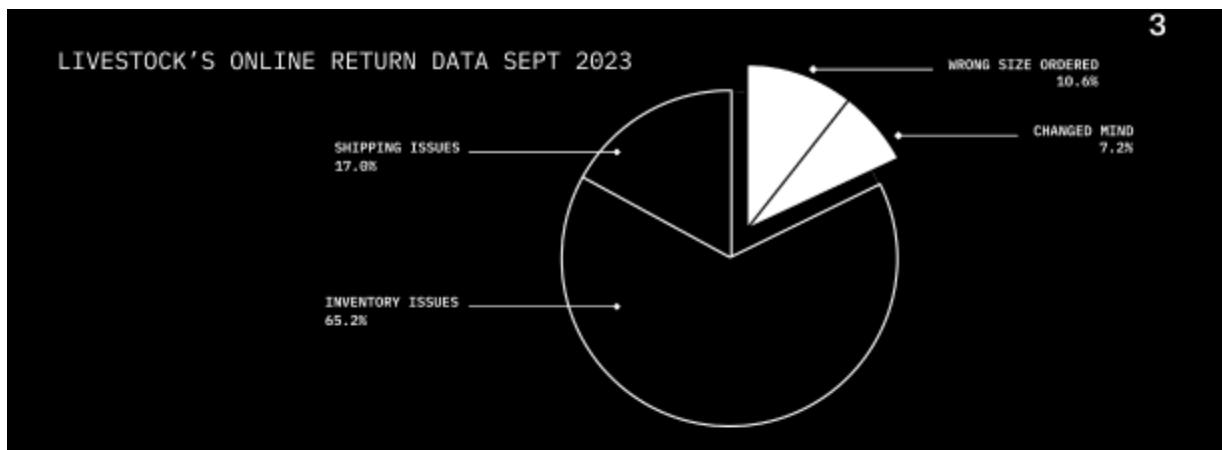
## Design Problem



Livestock's website (deadstock.ca) follows a clear style guideline that is uniquely theirs and ensures that they're recognizable even at a glance. The website is simplistic with minimal color. The use of GT America and GT America Mono results in clarity of text, consistency, and good legibility. All of these factors contribute to the website's strong yet friendly character, evoking a sense of reliability and trustworthiness.

However, Livestock is facing issues that deter customers from remaining loyal to Livestock. With inconsistent return policies and unsatisfactory customer service, customers do not want to re-purchase or recommend others to purchase from Livestock. On top of that, there is currently no incentive for customers to continuously shop at Livestock. Combine that with their already niche audience, it's difficult for customers to gain new customers for their website.

## Research



Internal data of online shoppers' purchasing behaviors from Livestock shows that when it comes to returns, 10.6% of customers return due to ordering the wrong sizes and 7.2% return because they change their mind. As such, our solution aims to minimize the possibility of these things happening.

When visiting Livestock's in-person store in Gastown, Vancouver to talk to customers and staff members. Through interviews with store staff, we found that they don't have an issue with returns and exchanges. Store staff claim that creating a connection with customers through conversation and excellent customer service ensures that customers keep coming back to Livestock and will leave the store confident with their purchases.

## THE VALUES OF THE STREETWEAR COMMUNITY

### DISTINCT STYLE

Everyone has their own **distinct style** that they go by. Streetwear fashion is an umbrella that **brings together** this community of people.

### BRANDING & HISTORY

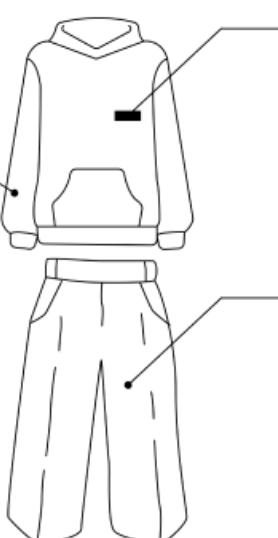
The **brand and materials** used plays an important aspect behind the **storytelling** of each piece.

How and who its culturally been worn by and the evolution of trends give certain apparel or shoes **importance within the community**.

### FIT IS KEY

If you don't feel or look good, why even bother wearing it?

Streetwear fashion has also evolved around the idea of **playing with proportions**. Pairing a cropped oversized hoodie with wide leg pants.



Finally, we conducted participatory workshops with 6 participants. Through this workshop, we recognize that participants cared about how an item fits and prioritized features that help them match their sizing. Many participants claim that they gather their outfit inspirations and view lookbooks from external sources when it comes to curating their outfits. This workshop allowed us to narrow down what the streetwear community value with their items.

## Framing the Problem

After talking to the director of commerce of Livestock, they've also informed us that LIVESTOCK also really wants to push for more clothing item sales on their website. Combining all that with the research we have done, we decided that our design focus will be Designing an Interactive Lookbook that aligns with the interests and needs of the streetwear community.

## Design Process

Things to keep in mind moving forward:

### INTEGRATE FIT INFORMATION

Adding fit descriptors

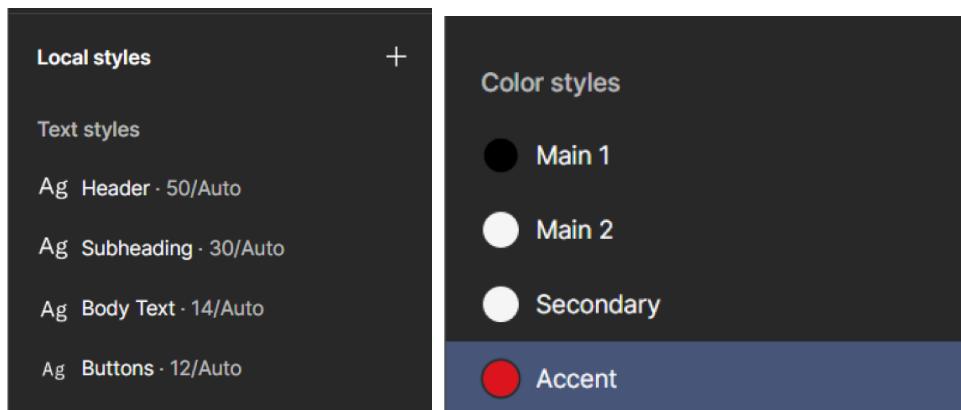
### KEY PRODUCT IMAGES

Full outfit images on real people

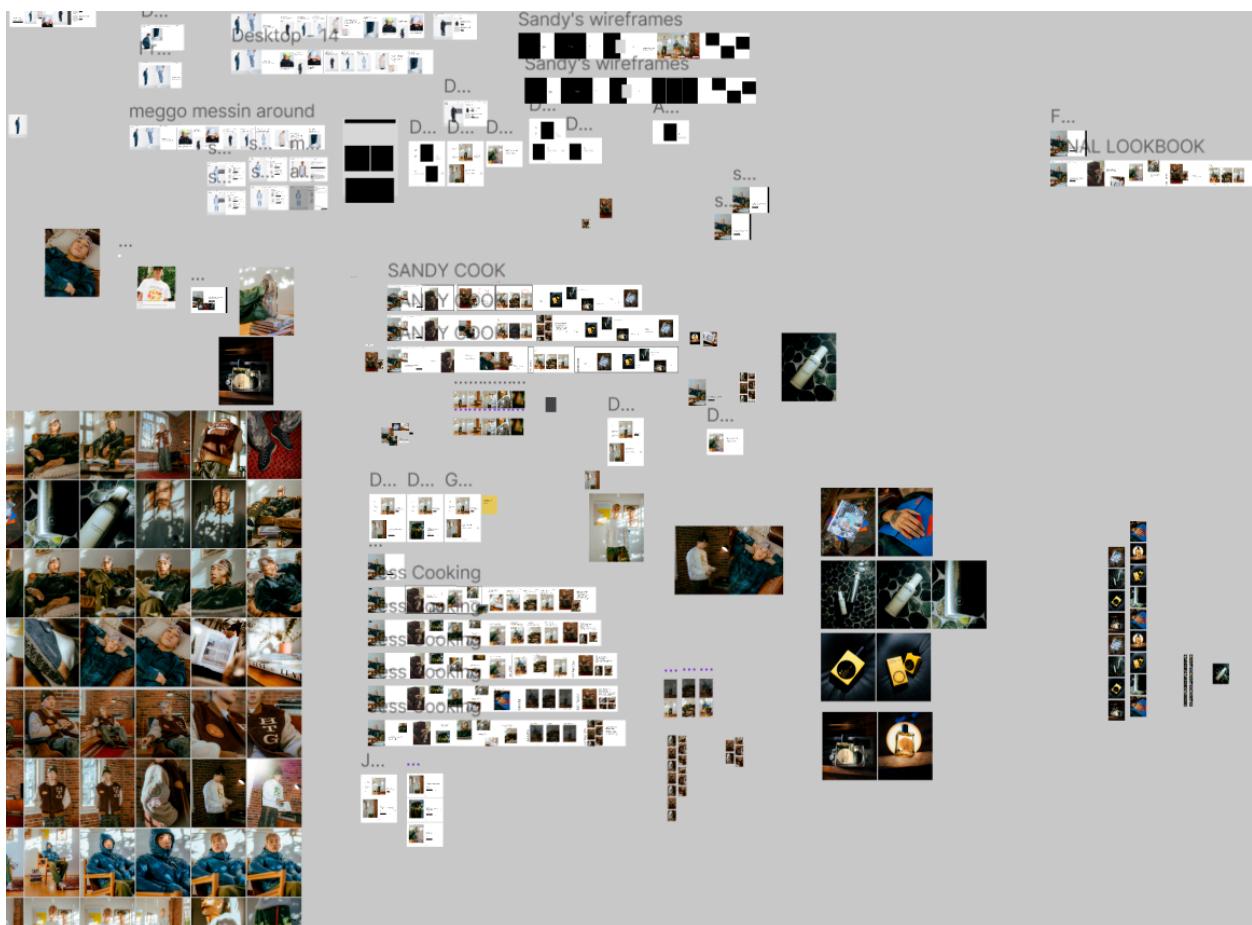
### INSPIRE LOOKS

Keeping in mind the core of a lookbook

With all of our research in mind, we had 3 subgoals that we wanted to ensure we achieved with our design.



We then had to come up with the art direction for our design. I looked into LIVESTOCK's branding to understand their design properly. This includes researching the fonts, brand colors, and LIVESTOCK's general identity as a company. I browsed through their social media platforms (Instagram and X), official website and I confirmed all of this by also talking to LIVESTOCK's Head of UI/UX, Cara Davies. From there, I created a branding guide on the shared Figma File, the platform where we create our designs, with my group members.

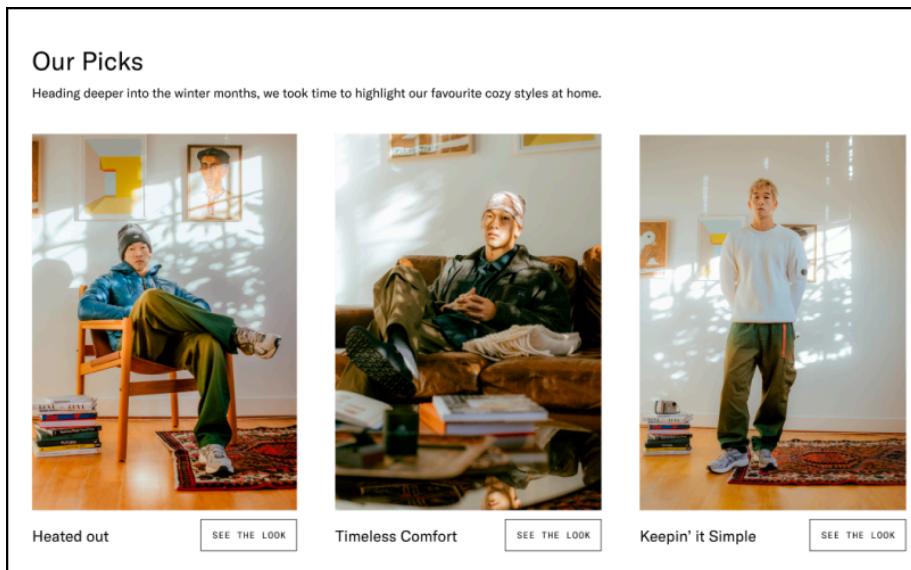


Within every stage of the process, we worked together and created all of our designs by presenting our ideas in the shared Figma file. I lead the design process our weekly deliverables of posters and our final solution as having one person help oversee the process ensures that we remain consistent in our design language and allows each person to shine in what they do best. We continued iterating on our ideas on figma with each person creating a version of the final website we wanted before coming together and choosing what we like best from each others.

## Solution

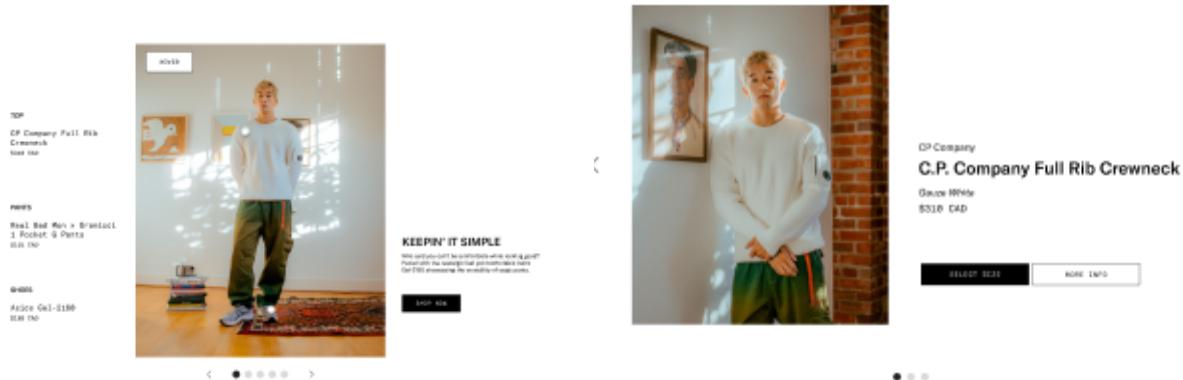
Animated Walkthrough:

<https://www.youtube.com/watch?v=91LCIEOIMSw&feature=youtu.be>



Our concept for Livestock is a seasonally recurring Interactive Lookbook that will live on the website. The Interactive Lookbook aims to align with the interests and needs of the streetwear community by featuring new collections of the season and offering information on the fit or story behind each product. Moreover, the Interactive Lookbook will marry the behaviors of an e-commerce website as users will have the ability to shop the featured products directly through the lookbook.

We incorporated our existing design languages and made use of resources given to us by LIVESTOCK to create a Lookbook layout that can be used for various collections in the future. We decided to create a horizontal scrolling site to make it feel like reading through a book (left to right). This type of scroll is also unique and would help LIVESTOCK stand out from competitors.



To minimize the amount of information that is present at a glance as when we did user testing, we discovered that visitors tend to simply look at the pictures to find one they find interesting before clicking it to find out more about the product. As such, the layout of the website is very simple but the picture still leads the eye through the pages. Since the end goal for LIVESTOCK as a company is always to sell products, our layout is meant to encourage customers from clicking on the product to learn more and potentially purchase them.

### **Project Takeaways**

I went into the project interested in learning more about streetwear culture and refining my skills in finding a problem and coming up with a solution for it. In this case, the way we present clothes are very important for our target audience. As such, I want to ensure that my design continues to highlight pieces in a consistent way that's familiar for the community while using inspiration from other fashion magazines and brands I enjoy to present information in a new, but interesting way.

Moving forward, I would love to further refine all of our micro interactions to make it more interesting and create all of the pages we're currently missing. Due to time constraints, we could not test our final solution in full detail either. Although we had gotten approval for the company, being able to test it with our target audience would allow us to do final refinements for our project,

# CASE STUDY 2

## CANDLELIGHT CONCERT

- Roles: UI/UX designer, Rapid Prototyping, Research
- Tools: Figma, ProCreate, Sublime Text (HTML, CSS)
- Team: Jessica Chen, Trianne Tambay, Catherine Xu, Jeffrey Su
- Client: Candlelight Concert
- Duration: 2 Months (July 2023 - August 2023)

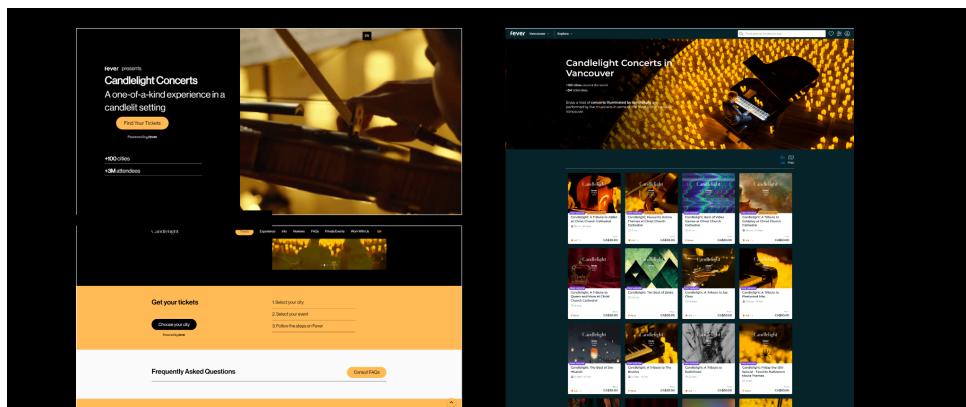
### Overview

This project was created for a Information Design class where students must learn to visually translate textual, numerical and evidentiary information for a diverse user base as needed within its context. This project was a group project that was 2 months long. We chose Candlelight Concert as a client, a musical experience where classically trained musicians perform illuminated by candlelight in a beautiful location. Candlelight is hosted by Fever, an international live event management company.

### Design Problem

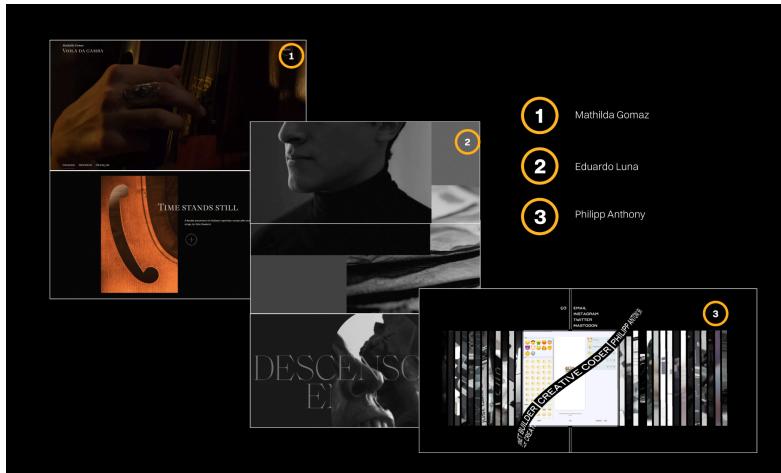
We noticed that although fever has strong branding for their event service, their site experiences are extremely varied between the microsite and the ticket website that it links to both in structure and in design. The information about the event is scattered around multiple unrelated websites and is unspecific about the experience. Our goal was to create a cohesive microsite that communicates the experience of Candlelight Concerts for a vancouver audience.

### Research



We began our research by learning more about fever and the candlelight concert itself. We looked into how the website looked, navigated it, and

took note of issues we noticed while navigating through the website. We came down to 2 major issues for Candlelight: Branding that is inconsistent between Fever's and Candlelight as their colour palette, grid system and user flow vary greatly between the two. The second issue we wanted to highlight is how difficult it is for users to actually purchase tickets to go to one of these shows and the disconnect between navigating main website and the process of purchasing the tickets



We then did some precedent research by looking at three websites; Mathilda Gomas, for their use of imagery and color in presenting information, Eduardo Luna for the way they layer images and connect it with type, and Philipp Anthony for the way they present their carousel menu.



We also did some ARC research to look at patterns that broke the grid, played more with musical influence, and contained a more fluid design language

## Framing the Problem

Our goal was to create a microsite that provides a cohesive brand identity and an engaging user experience leading to increased ticket sales. We aim to also code the website to ensure that it's a feasible implementation for Candlelight Concert and ensure that it is responsive on various different devices. We also want to ensure our microsite properly communicates to potential patrons the unique experience of the Candlelight Concert series for a Vancouver audience.

## Design Process



We began our process by developing our new art direction based in part with candle imagery and a decomposition study of Garangula gallery from behance. In addition to imagery was the importance of flow and affordances. We developed a music staff element which evolved through iterations to become more guitar like, taking inspiration from guitar strings.

**Colour Styling**

Primary	Background
#000000	
Secondary	
Headings, Subheading, Body Text	
#FFFFFF	
Tertiary	
Navigation Bar, Illustration Elements, Audio Player	
#EB9712	

**Web**

Playfair Display	regular
Libre Franklin	regular
Libre Franklin	light

## Candlelight Symphony

Music in a whole new light

Taking place in various spectacular locations, these candlelit performances allow you to experience live music in a completely new way. Enjoy a wide variety of themes and genres: classical, jazz, pop, movie soundtracks, ballet, among others.

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We also came up with a clear style guide for our design before we began coding our microsite on Sublime Text.

## Solution

Link to our final product: [https://www.sfu.ca/~jgs7/Candlelight\\_V2.1\\_FINAL/](https://www.sfu.ca/~jgs7/Candlelight_V2.1_FINAL/)

**Design Principles**

- 1** Asymmetry
- 2** Peak-end rule
- 3** Law of proximity

We wanted to be sure that our final website contained various design principles to help users navigate the website while ensuring that it remains pleasing to navigate through. We ensured our final uploaded website had all the pages that we had proposed during our wireframing process and had all the interactions we planned.

## **Project Takeaways**

Our team went through a lot of difficulties in the beginning to find the best possible solutions for candlelight. We had to deeply consider the feasibility of the website as we had to implement it as well. We definitely learned to communicate and work as a team to provide the best solution for our client and how to collaborate with one another when working on the same thing in different locations.

One thing that could help improve was dividing our roles better and further improving our design language. Due to limited time-constraints we were unable to fully ensure our website is responsive all throughout. We also did not have time to do user testing on the final result to check whether our goal of encouraging customers to purchase tickets with candlelight was achieved. All in all, I am still proud of what we have achieved.