

BRAIN STATION

_ Online portfolio

_ Quinny Chiang

_ UI Design
Sept 2019

RATIONALE

- This online portfolio is created to showcase my graphic design and web development projects.

TARGET AUDIENCE

— Potential employers and clients.

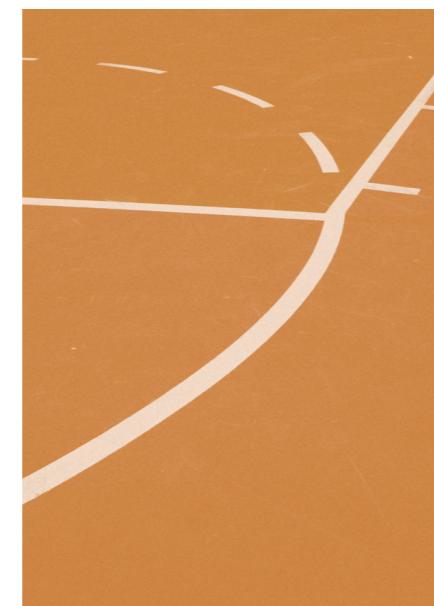
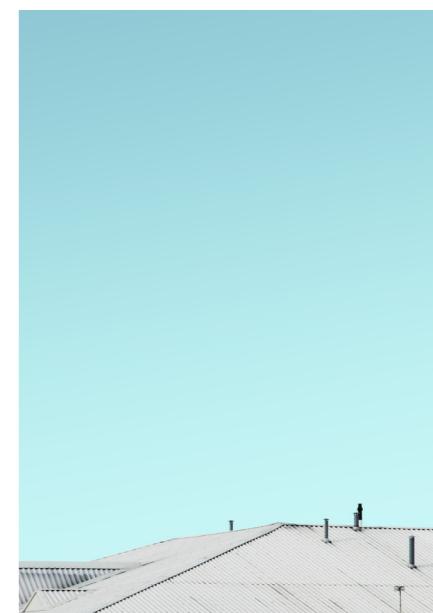
STRATEGY

— To showcase my graphic design and web programming skills, I created a simple and minimalistic design for this online portfolio. The purpose for this website is aimed to serve as a container for the contents to shine. The contents are designed with high impact visuals and interactive components to encourage user engagement.

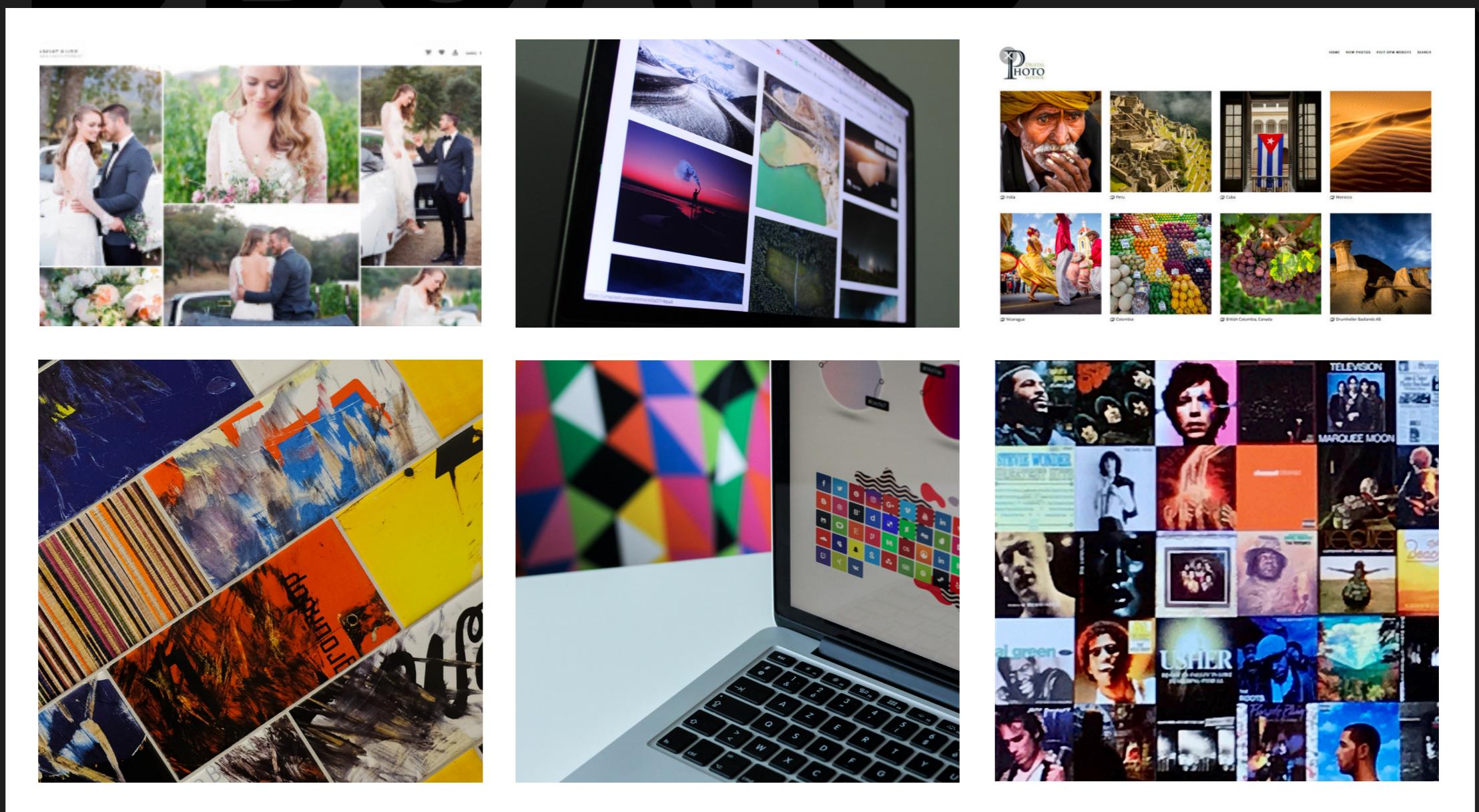
DESIGN CONSID- ERATIONS

- Created as a responsive website with the focus on desktop design for the target audience.
- A fixed header with the main navigation constantly appear on the screen for easy access.
- A twelve column grid structure with margin is chosen to allow maximum flexibility for the responsive layout.
- Home page is designed as a wallpaper style gallery. The hover effect adds content and encourages user interaction.

MOODBOARD



MOODBOARD



COLOUR PALETTE

#FFFFFF
rgb (255, 255, 255)

#828282
rgb (130, 130, 130)

#140800
rgb (20, 8, 0)

- The white, grey and black palette was chosen to complement and not to compete with the colourful content.

TYPOGRAPHY

Open Sans

Glyph



Characters

A B C Č Ć D Đ E F G H I J K L
M N O P Q R S Š T U V W X
Y Z Ž a b c č Ć d đ e f g h i j k
l m n o p q r s š t u v w x y z
ž А Б В Г Г Ђ Е Ѓ Ѕ Є Ї Ј Ѓ Ѕ
1 2 3 4 5 6 7 8 9 0 ‘ ’ “ ” ! “ ” %
) [#] { @ } / & \ < - + ÷ × = >
® © \$ € £ ¥ ¢ : ; , . *

About

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

- Open Sans was chosen for its neutral and friendly look and feel. It is very suitable for a design that requires a typeface that doesn't carry too much emotions. The open form provides excellent legibility which I also like.

WORDMARK

QUINNY C.

QUINNY C.

- For this wordmark, I have chosen an uppercase serif font to differentiate it from the rest of the content. The design elements are very subtle, so it won't draw too much attention and become a distraction.

UI LIBRARY

main nav. + close buttons _

work about contact close

work about contact close

filters _

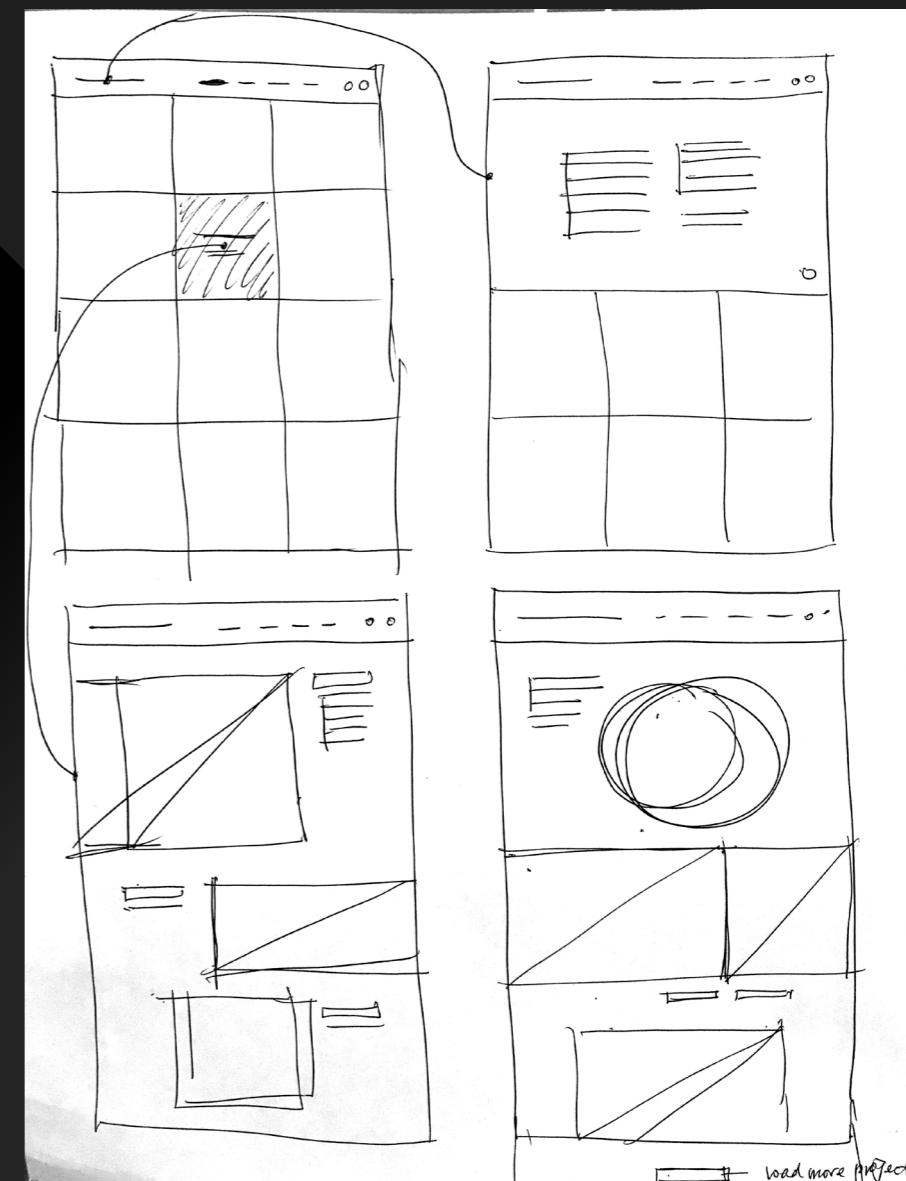
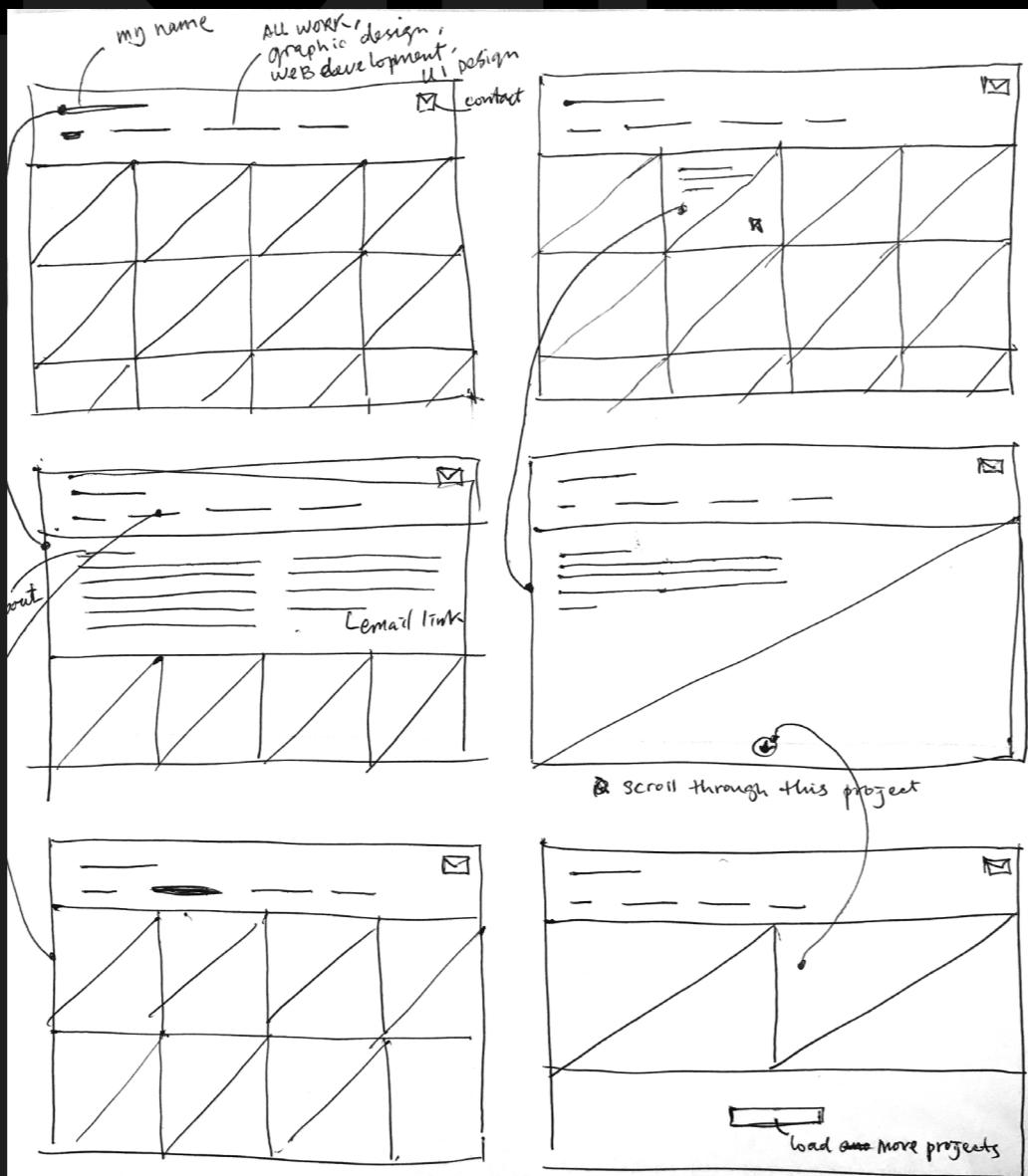
GRAPHIC DESIGN WEB DESIGN WEB PROGRAMMING

GRAPHIC DESIGN WEB DESIGN WEB PROGRAMMING

previous + next buttons _

← 01/16 → ← 08/16 → ← 16/16 →

SKETCHES



WIREFRAMES

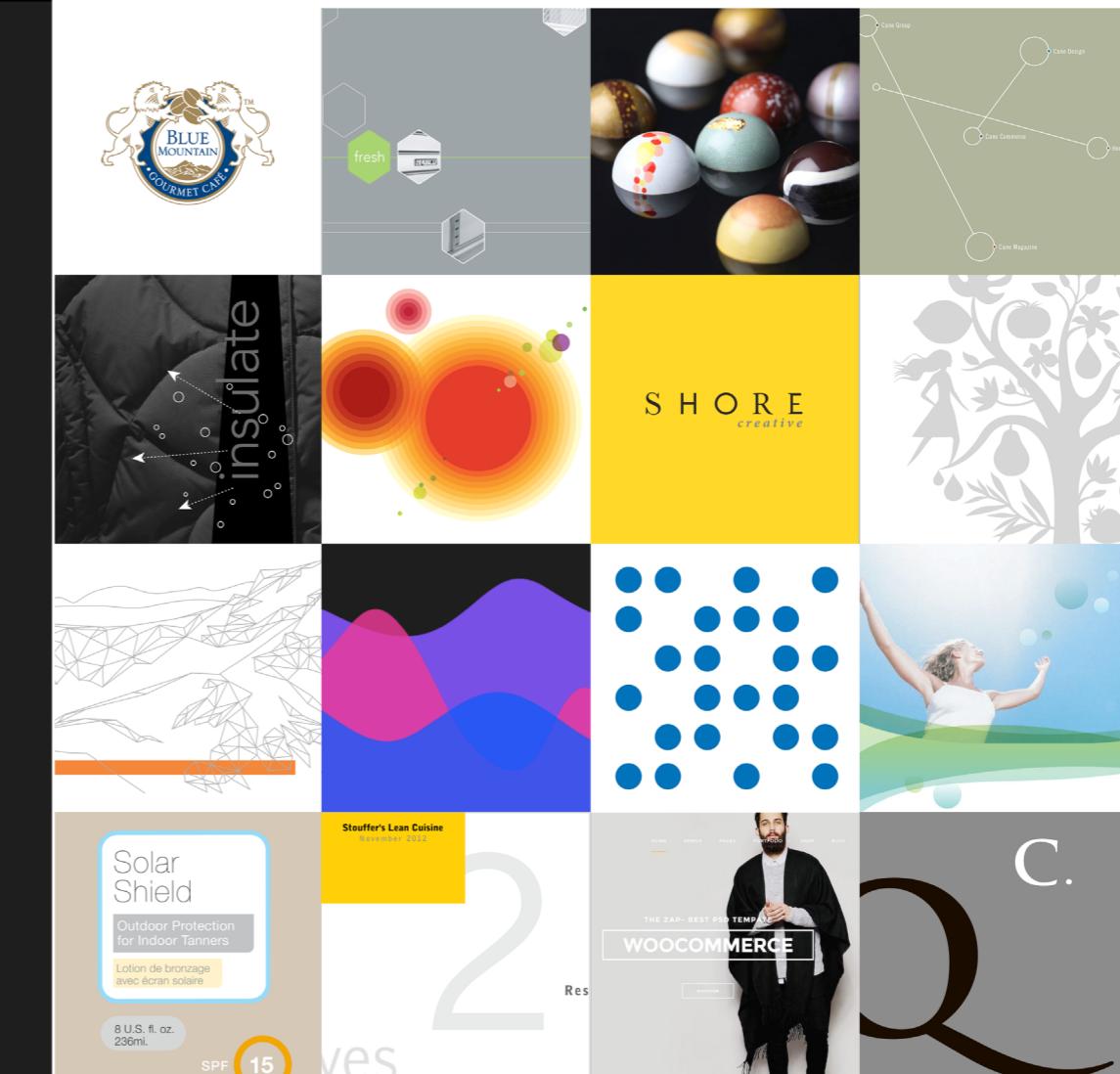
The image displays ten wireframe prototypes arranged in a grid, each representing a different project or service offered by Quinny C. The prototypes are organized into five rows and two columns.

- Row 1:**
 - home / about**: A wireframe for a personal portfolio site. It includes a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a sidebar with a list of skills: Photoshop, Illustrator, InDesign, After Effects, Final Cut Pro, Dreamweaver, CSS, HTML, and jQuery.
 - home**: A wireframe for a general website. It features a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a large central content area with a grid layout.
- Row 2:**
 - home / work / graphic_design**: A wireframe for a graphic design portfolio. It has a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a main content area with a grid layout.
 - home / work / graphic_design / blue_mountain copy 2**: A wireframe for a Blue Mountain Café brand identity project. It includes a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a detailed description of the project: "Blue Mountain Coffee is a premium brand of coffee imported from Jamaica. It is known for its bold, earthy, and distinctive coffee. For the brand identity, I played to the client's 'royal' look and feel to capture its exceptional taste that is fit for the long-term success." Below the text are two placeholder boxes for logo designs.
- Row 3:**
 - home / work / all**: A wireframe for a comprehensive portfolio site. It has a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a main content area with a grid layout.
 - home / work / web_design**: A wireframe for a web design portfolio. It has a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a main content area with a grid layout.
- Row 4:**
 - home / work / web_programming**: A wireframe for a web programming portfolio. It has a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a main content area with a grid layout.
 - home / work / web_design / blue_mountain copy 2**: A wireframe for a Blue Mountain Café brand identity project. It includes a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a detailed description of the project: "The Blue Mountain Coffee brand consists of two logos. One for the blue mountain coffee that was created for a local coffee shop in Toronto - on a specific neighbourhood, and the other one was for Blue Mountain Gold, the coffee product line." Below the text are three placeholder boxes for logo designs.
- Row 5:**
 - home / contact**: A wireframe for a contact page. It has a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a main content area with a grid layout.
 - home / work / all**: A wireframe for a comprehensive portfolio site. It has a header with "QUINNY C.", a navigation bar with "work", "about", and "contact", and a main content area with a grid layout.

HIGH-FIDELITY DESIGN

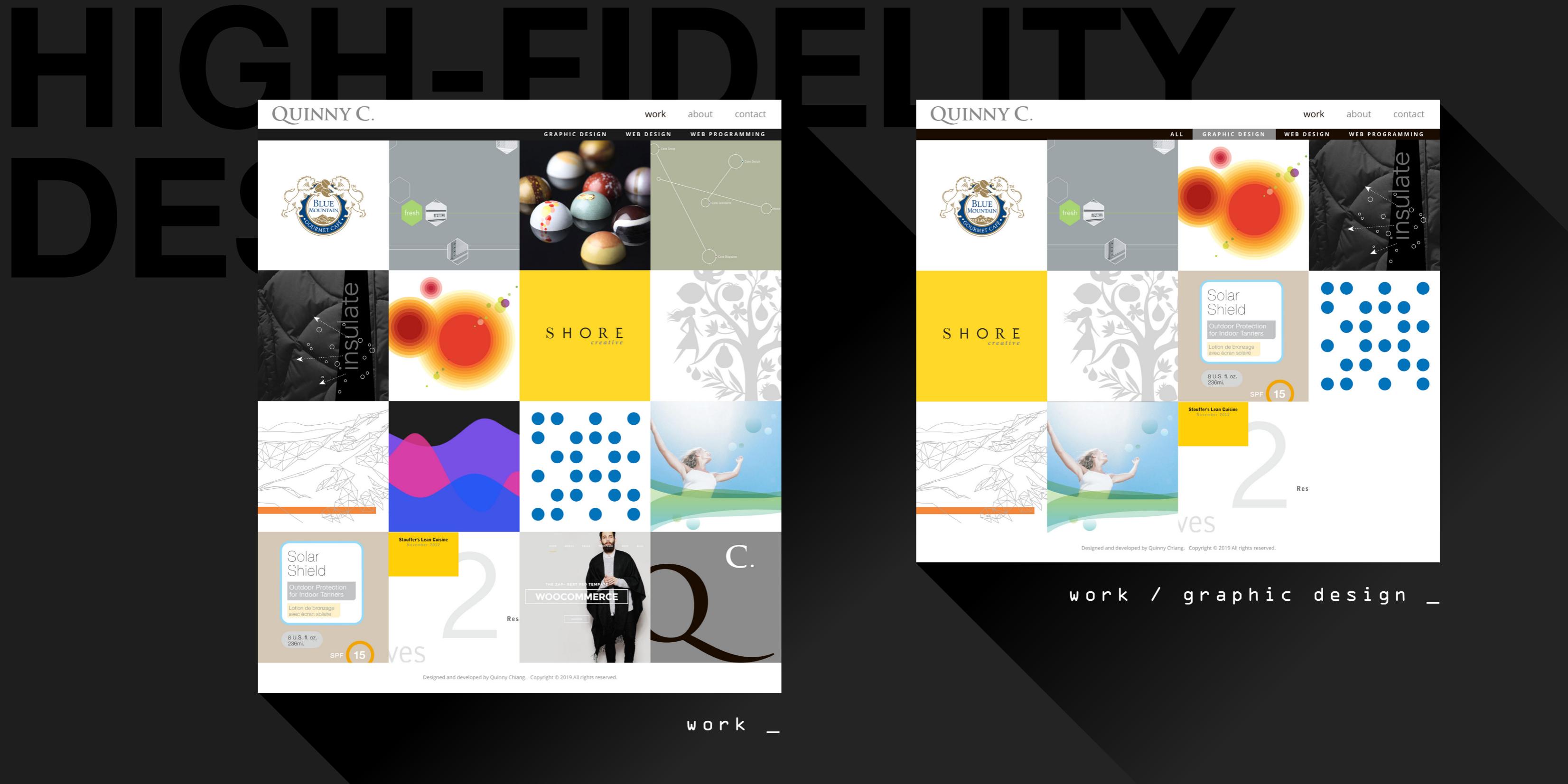
QUINNY C.

work about contact

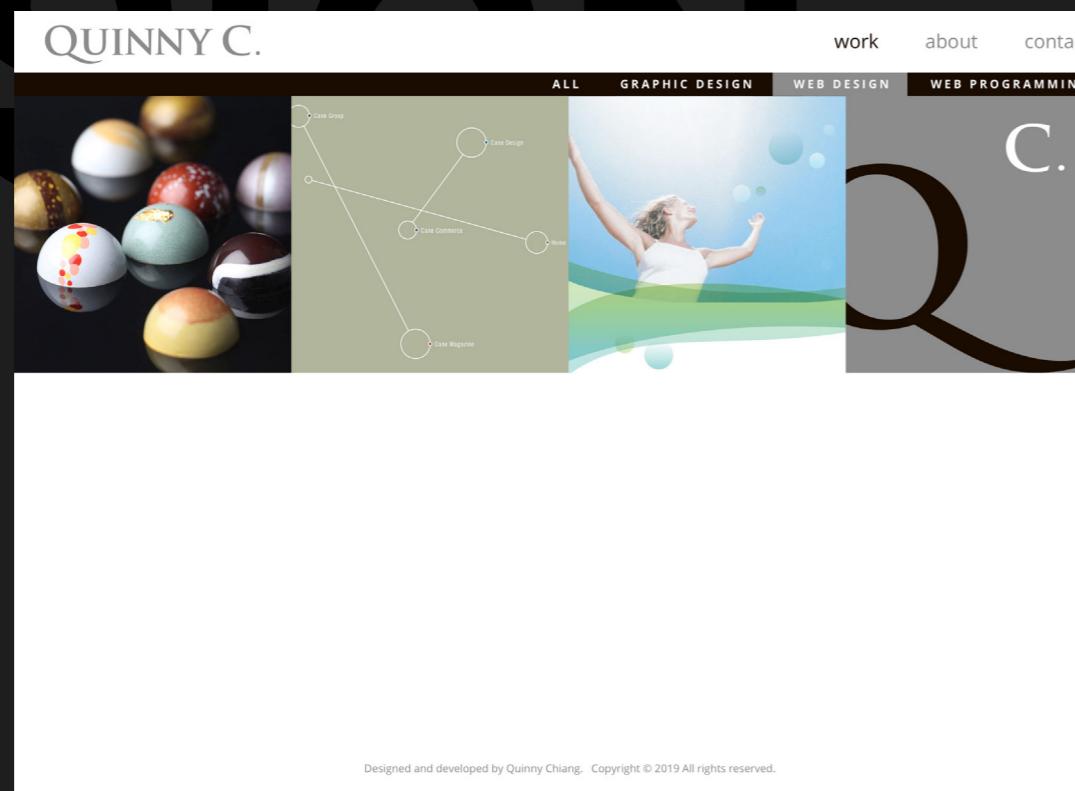


Designed and developed by Quinny Chiang. Copyright © 2019 All rights reserved.

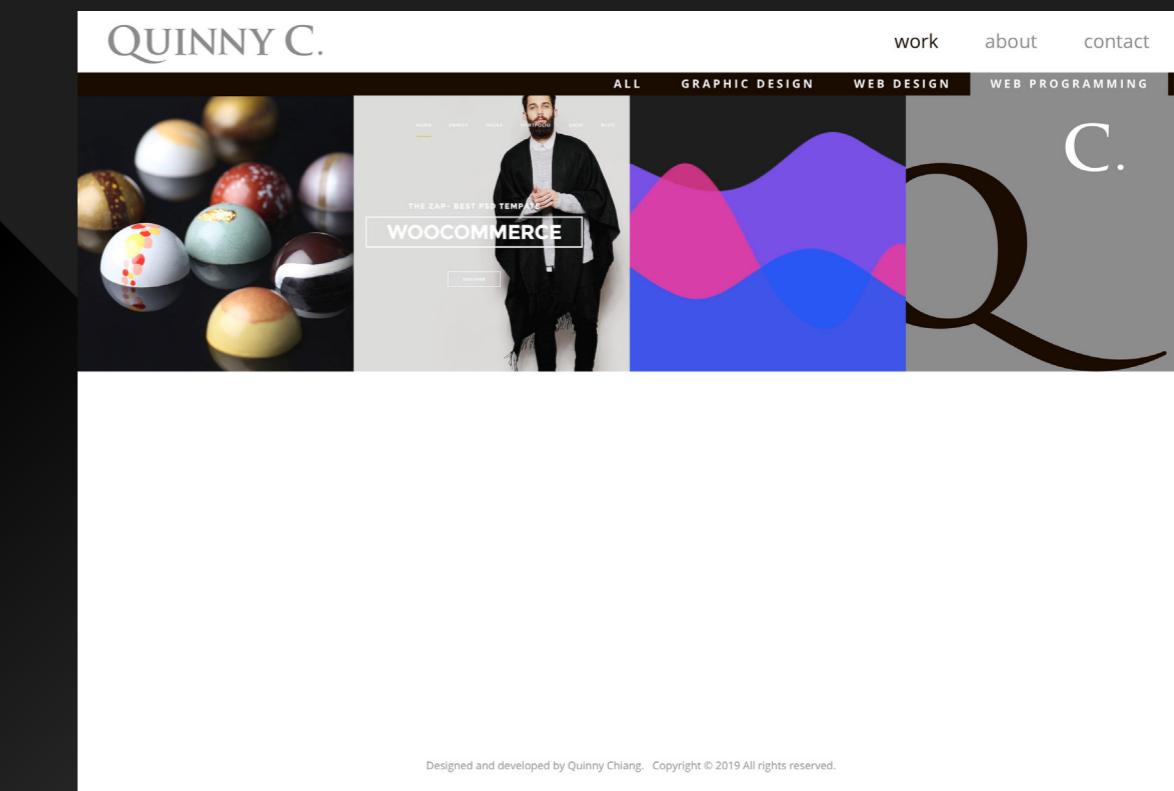
home _



HIGH-FIDELITY DESIGN



work / web design _



work / web programming _

HIGH-FIDELITY DESIGN

QUINNY C.

work about contact

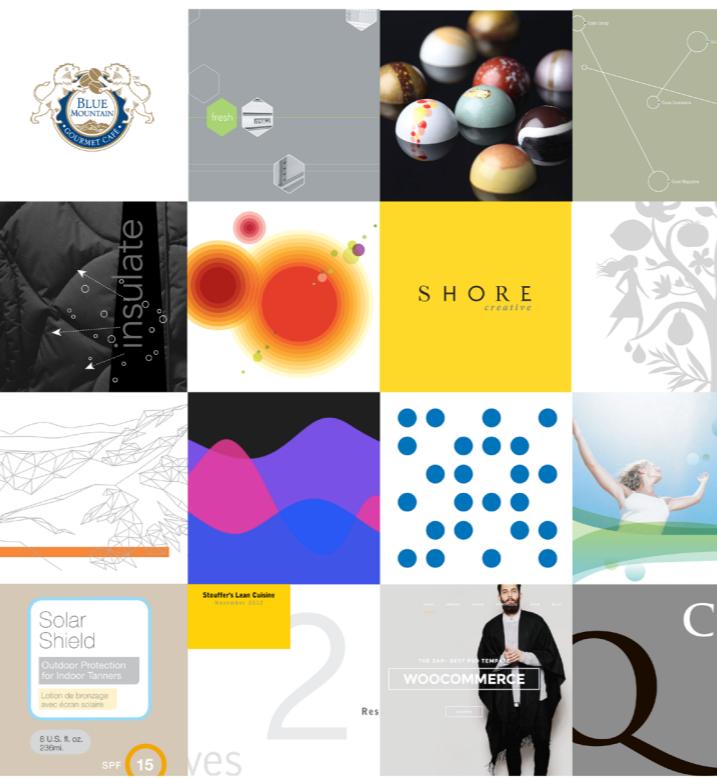
Quinny Chiang has a strong graphic design background. This portfolio demonstrates both her artistic sense and design skills. Her past efforts have accumulated a diverse body of work for various companies that she has worked with. She believes that creativity and functionality; consistency and innovation; information and aesthetic are all aimed to create effective communication through visuals and interactions to make an impact, leave a memorable and satisfactory user experience. In order to understand every project as a whole picture, we ought to have the knowledge for both worlds.

Desired to become a more well-rounded digital designer/programmer, she has recently taken Front-end Web Development and UI Design and graduated from HackerYou and UI Design at BrainStation.

She always welcome work and collaborations.

For any inquiry, please contact her at quinnychiang@rogers.com

Proficient at:
photoshop
illustrator
inDesign
sketch
inVision
html & css
jQuery



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about _

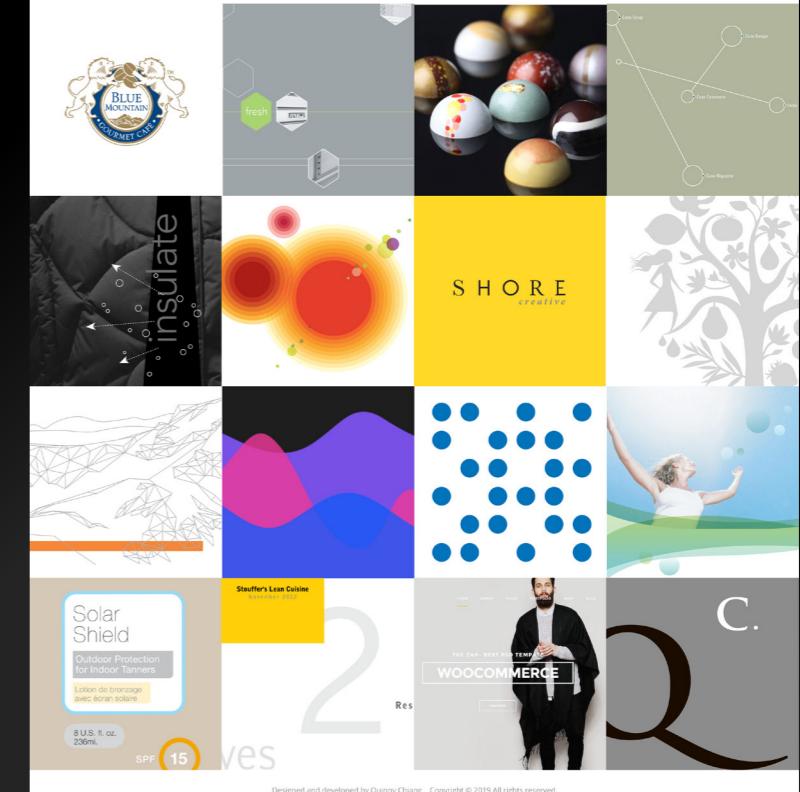
QUINNY C.

work about contact

Located in Toronto, Ontario, Canada

I am always welcome new opportunities for work and collaborations.
Send me an email and I promise to get back to you as soon as I can.

email me at quinnychiang@rogers.com



contact _

HIGH-FIDELITY DESIGN

QUINNY C.

work about contact

BRAND IDENTITY

Blue Mountain

Blue Mountain Coffee is a premium brand of coffee imported from Jamaica. It is known as one of the world's most exclusive coffees. For its brand identity, I proposed to the client a 'royal' look and feel to capture its exceptional taste that is fit for the king to consume.

The Blue Mountain brand consists of two logos. One for the Blue Mountain Cafe that was scheduled to open in Rosedale, Toronto; and the other one was for the coffee product line, Blue Mountain Gold. The single colour version of the logo was designed for all the signages.

*Designed for Wetherill Creative Services Inc.

LOGOS FOR VARIOUS APPLICATIONS

BUSINESS CARD

STATIONERY

COFFEE BEAN PACKAGE LABEL

COFFEE CUP

STICKER

PASTRY BAG

01 / 16

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QUINNY C.

work about contact

PRODUCT CATALOGUE

HABCO Manufacturing

HABCO Manufacturing is an award-winning company for its commercial refrigeration systems. We had the opportunity to design a product catalogue for two state-of-art cooling systems: refrigerator and freezer.

I created the designs with the titles 'cold' and 'fresh' to represent each line of products and used the cool colour tone to represent the cold temperature all the products and their information within an A3 spread neatly and elegantly was a challenge that I enjoyed.

*Designed for Elemental

CATALOGUE COVERS

INSIDE SPREADS

02 / 16

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QUINNY C.

work about contact

PACKAGING DESIGN

Tani USA

When Tani USA required a new packaging for a series of thermal underwears to be sold at their retail stores in China. We created two eye catching designs to help them stand out from their competitors.

To emphasize their outstanding moisture-wicking fabric that can also keep the body warm at sub-zero temperature, my client and I agreed to make the functionality the focal point of the packaging. To achieve that, I placed the images of ski jackets on the front of the box with info graphics silk screened on the plastic sleeve and a large die cut area for people to feel the fabric.

THERMAL UNDERWEAR FOR WOMEN

THERMAL UNDERWEAR FOR MEN

03 / 16

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work / graphic design / individual project _

PROTOTYPE

— <http://invis.io/VGTO4Tzs7TW>

THANK YOU!

— The end.