VICTORIA BIAN

PORTFOLIO PRESENTATION

HELLO

- I am Victoria Bian, a 20-yr old product designer studying cog sci & comp sci at UC Berkeley
- I came from Jinan, China two years ago
- Love music, fashion and traveling

- liked to draw cartoons & futuristic electronic devices, do origami
- designed for school newspapers & magazines, grew an interest in art

- came from China to study CS at Cal, switched major three times

- joined Berkeley Innovation, a human-centered design group
- interned at Gradescope, an educational start-up in Berkeley
- worked on freelance projects such as Chill, AboveGem
- currently transforming translation experience at Waygo

CHILL

Chill is an iOS app that provides you with customized movie recommendations catered to your own interests

JUNE-AUGUST 2015 • ENTERTAINMENT • USER EXPERIENCE DESIGN • VISUAL DESIGN

PROBLEM

- Not everyone watches the most recent movies in the movie theaters
- Some people prefer to watch movie at home
- We watch movies based on our interests
- People have trouble discovering movies that are catered to their interests
- E.g. searching for movies similar to “Inception” or movies with similar themes or storylines

GOAL

- Design an interface that takes users' interests as an input, and provides movie recommendations based on their interests as an output

PROTOTYPE

- Version 1: multiview, pinterest style, show users multiple movies at a time, click to indicate interest
- Version 2: singleview, tinder style, show users one movie at a time, swipe to indicate interest

3 New

Search for a movie...

Shawn

Interstellar

Watch Trailer

Save

Etiam porta sem malesuada magna mollis euismod. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Kingsman

A spy organization recruits an unrefined, but promising street kid into the agency's

Matrix

A computer hacker learns from mysterious rebels about the true nature of his reality and his role in the war against its controllers.

Victoria Bian

Log Out

Inception

A thief who steals corporate secrets through use of dream-sharing technology is given the inverse task of planting an idea into the mind of a CEO.

USER RESEARCH

- Show users the web versions of the two interfaces and let them to pick the movies they like out of 20
- In terms of discovery, people prefer quick consumption of content through scroll
- As for action, they prefer the convenience and sense of reward from swipe

SOLUTION

- Combine the merit of the single view and the multi view by designing an interface with scroll as a means of discovery and swipe as a means of action
- In terms of the layout, we opted for a three-screen layout to order the three main features of this app in a horizontal, linear space: Recommendations, Likes, and Search

Verizon
9:41 AM
100%
CHILL
Disney
FROZEN
3 more swipes to get new movies

Verizon
9:41 AM
100%
CHILL
Disney
FROZEN
3 more swipes to get new movies

Disney
FROZEN
Frozen
2013, PG, 102 min
Animation
Adventure
Comedy
When the newly crowned Queen Elsa accidentally uses her power to turn things into ice to curse her home in infinite winter, her sister, Anna, teams up with a mountain man, his playful reindeer, and a snowman to change the weather condition.
Dislike
Like
+3

Frozen
2013, PG, 102 min
Animation
Adventure
Comedy
When the newly crowned Queen Elsa accidentally uses her power to turn things into ice to curse her home in infinite winter, her sister, Anna, teams up with a mountain man, his playful reindeer, and a snowman to change the weather condition.
Dislike
Like
+3
DIRECTOR
Chris Buck
Jennifer Lee
CASTS
Kristen Bell
Anna
Idina Menzel
Elsa

Verizon
9:41 AM
100%
Likes
All Genres
WE'RE BACK
PITCH PERFECT 2
IN CINEMAS MAY 7
GATSBY
BEN AFFLECK ROSAMUND PIKE
GONE GIRL
Consider
EVERYTHING
the THEORY of EVERYTHING
FOREVER YOUNG. FOREVER CURSED.
B E H I N D
Charles Spaniel

Verizon
9:41 AM
100%
Comedy, Drama, Horror
All Genres
Kids & Family
Comedy
Action & Adventure
Classics
Documentary
Drama
Foreign
Horror
Independent

Verizon
9:41 AM
100%
Search
Cancel
Find your favorite movies by title, genre, director, actor...
I
The
I'm
Q W E R T Y U I O P
A S D F G H J K L
Z X C V B N M
123
space
return

Verizon
9:41 AM
100%
fantasy
Cancel
INTERSTELLAR
13 OSCAR NOMINATIONS
BEST PICTURE
BEST DIRECTOR · DAVID FINCHER
BEST ACTOR · BRAD PITT
BRAD PITT
CATE BLANCHETT
Strania poveste a lui
BENJAMIN BUTTON
DIN 20 FEBRUARIE

Verizon
9:41 AM
100%
Hey Charles!
Choose 10 movies to get started.
WE'RE BACK
PITCH PERFECT 2
IN CINEMAS MAY 7
GATSBY
BEN AFFLECK ROSAMUND PIKE
GONE GIRL
Consider
EVERYTHING
the THEORY of EVERYTHING
FOREVER YOUNG. FOREVER CURSED.
B E H I N D
10 more likes to get your recommendations

Verizon
9:41 AM
100%
CHILL
Swipe 10 times to get new movie recommendations
13 OSCAR NOMINATIONS
BEST PICTURE
TAP ANYWHERE TO DISMISS
BEST DIRECTOR · DAVID FINCHER · BEST ACTOR · BRAD PITT
BRAD PITT CATE BLANCHETT
Swipe left to dislike
Swipe right to like
Strania poveste a lui
BENJAMIN BUTTON
DIN 20 FEBRUARIE
Scroll down to browse
3 more swipes to get new movies

TYPE & COLORS

DARK NAVY
#2F353F

WHITE
#FFFFFF

BLUE
#33A3F3

RED
#FF3366

CHILL

Navigation Title, Bernino Sans, 20px, Tracking 0.5px, Leading 1.5

The Curious Case of Benjamin Button

Heading, Avenir, 18px, book, Leading 1.5

Donec ullamcorper nulla non metus auctor fringilla. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Body, Avenir, 14px, book, Leading 1.5

Drama, Horror, Romance

Caption, Avenir, 12px, book, Leading 1.5

DIRECTOR

Subheading, Avenir, 12px, heavy, Leading 1.5

RETROSPECTIVE

- Lessons learned: discover the problem from real life and validate hypothesis with user research to further define the problem
- Improvements: transform this project from a pure concept to a functional and interactive interface to better demonstrate this idea, and work on social network integration to involve friends' comments for example

GRADESCOPE

Design Intern at Gradescope since April 2015: products, processes, and lessons. Gradescope streamlines the tedious parts of grading so you can focus on what you do best: giving great feedback. I worked at Gradescope as a consultant and intern, helping polish existing UI and design for upcoming features such as Assignment Stats, Autograder, etc.

APRIL-AUGUST 2015 • EDUCATIONAL • PRODUCT DESIGN

GRADESCOPE

ASSIGNMENT STATISTICS

Assignment Statistics allows instructors to get more insightful data about how students perform on their assignments and exams.

PROBLEM

- Instructors spend a lot of time going through assignments after grading to know how students perform on their assignments which is very inefficient
- We never took advantage of the data we collected with Gradescope, our current user flow ends at publishing grades

GOAL

- Design a means of visualizing students performances on assignments, specifically the difficulty of questions and understanding of topics
- Transforming the product from just an online grading tool (grade faster) to an ultimate informative portal for instructors (teach better)

ASSIGNMENT STATS

PROTOTYPE

- Split view works well on showing the graph itself and detailed information at the same time
- Consistent with grading page which uses the sidebar approach with PDF on the left and rubric details on the right

MENU

Assignment Statistics

Click on an individual question bar to see a detailed statistics for the question.

MEAN	MINIMUM	MAXIMUM	MEDIAN	STD DEV
73%	21%	100%	68%	0.45

Midterm 1

GRADED

Search by tag

QUESTION 1

Calculus 6 pts

1.1 Integral 3 pts

calculus +2

71%

1.2 Derivative 3 pts

math

60%

QUESTION 2

United States Geography 2 pts

history +1

42%

QUESTION 3

Chemistry 4 pts

3.1 Lewis Structure 3 pts

60%

3.2 Multiple Choice 1 pts

24%

MENU

Question Statistics

STATISTICS QUESTION

MEAN	MINIMUM	MAXIMUM	MEDIAN	STD DEV
73%	21	100%	68%	0.4

Q1.1: Integral

POSSIBLE POINTS

3 pts

RUBRIC

- 1.0 pts Minor calculation error for the exponent
91% of students answered correctly

+3.0 pts Brilliant use of Lorem Ipsum in trigonometry and Pythagorean Theorem
73% of students answered correctly

- 1.0 pts Minor calculation error for the exponent
88% of students answered correctly

+3.0 pts Brilliant use of Lorem Ipsum in trigonometry and Pythagorean Theorem
40% of students answered correctly

+3.0 pts Brilliant use of Lorem Ipsum in trigonometry and Pythagorean Theorem
11% of students answered correctly

REPORT

Nullam quis risus eget urna mollis ornare vel eu leo. Integer posuere erat a ante venenatis dapibus posuere velit aliquet. Vestibulum id ligula porta felis euismod semper. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Maecenas faucibus mollis interdum.

ASSIGNMENT STATS

ITERATION

- Split view doesn't take advantage of blank space, instead, all the information is crammed on the sidebar, making the page feel very unbalanced
- The width of sidebar is fixed, which makes data incomparable at a glance
- Similarly, split view largely limits the amount of information we can display

SOLUTION

- Featuring the graph as a main action item taking the most space and table view as a means of comparing data across questions or topics

gradescope

Assignment Statistics

Show Questions | Show Tags

CS 198

Homework 1

The demand for learning web programming is at an all-time high, yet for most it's a question of "where do I start?" The answer is here.

- Edit Assignment
- Edit Outline
- Manage Scans
- Manages Submissions
- Grade Submissions
- Review Grades

- Regrade Requests
- Statistics

MEAN	MINIMUM	MAXIMUM	MEDIAN	STD DEV
73%	21%	100%	68%	0.45

Midterm 1 GRADED

Search by tag

QUESTION	POINTS	AVERAGE (73)
1. Lorem dolore magna aliqua	9 points	
Lorem ipsum dolor sit amet (calculus, math, math)	3 points	100%
Incididunt ut labore (calculus, math, e=mc^2)	6 points	61%
3. Quis nostrud exercitation	5 points	73%
4. Ad minim veniam	4 points	38%

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UC Berkeley

gradescope

CS 198

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- Regrade Requests
- Statistics

Q 1.1 Simple Induction 10 Points

induction | proof | hypothesis

View Question

MEAN	MINIMUM	MAXIMUM	MEDIAN	STD DEV
6.5	1.0	10.0	7.0	0.45

RUBRIC	POINTS	NUMBER OF STUDENTS
Base case correct	- 2 pts	20%
Used Euclid's rule to simplify the expression	+ 3 pts	86%
After applying Euclid, noted the result is 1	+ 2 pts	70%
Didn't follow the simple induction procedure	- 2 pts	25%

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UC Berkeley

Grade Submissions

gradescope

CS 198

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Victoria Bian
UC Berkeley

Assignment Statistics

Show Questions | Show Tags

MEAN	MINIMUM	MAXIMUM	MEDIAN	STD DEV
73%	21%	100%	68%	0.45

Midterm 1 GRADED

Search by tag

TAG	POINTS	AVERAGE (73)
1. Simple Induction	9 points	100%
2. Bijections and RSA	12 points	86%
3. Graph Theory	16 points	30%
4. De Morgan's Laws	18 points	92%
5. Stable Marriage	12 points	38%
6. Error Correcting Codes	10 points	78%

ASSIGNMENT STATS

SUMMARY

- Never limit my interface to only the space I'm given
- Talk to users and listen to them about what we are doing well and what are the problems they have about our product or just about their experiences in daily lives
- Interpret users' needs into tangible and usable interfaces to solve the problems

TAKEAWAYS

- Communication is the key to working with a small team like Gradescope
- Instead of sticking with our own way of thinking, try think outside of the box by collaborating with others
- As a designer, it is good to always think creatively and push pixels to perfection, but it is also crucial to be able to design within the constraints
- Good design doesn't have to be very detailed and beautifully illustrated, as long as it's optimal

ABOVEGEM

AboveGem is an iOS app that helps you manage and grow your direct selling business. I worked on designing their primary features and brainstormed different ways of connecting business with potential distributors.

MAY-JUNE 2015 • BUSINESS • USER INTERFACE DESIGN • PRODUCT DESIGN

INTRO

- Direct selling is a person-to-person sale of a consumer product or service away from a fixed retail location, marketed through independent sales representatives
- Companies nowadays hold a couple of sales and marketing conventions every year to attract potential distributors to join their business and connect with more customers

PROBLEM

- People have too many ways of connecting with each other but lack a means of organizing contacts just for direct selling business
- Attendees find hard keeping track of the progress with potential distributors
- There's no easy way for people who are outside of business to discover local conventions and opportunities to connect with retailers

ABOVEGEM

GOAL

- Discover local conventions easily and get informed in time
- Connect with like-minded people who are interested in this business
- Keep in touch with connections

ABOVEGEM

PROTOTYPE

- Take advantage of the values of the local conventions as much as possible, that is, through discovering local conventions, people find opportunities to learn about a company, a product and its distributors
- Create a timeline feature from which users could post their events, product feedbacks as well as stories and photos

SOLUTION

- Onboarding process to let the users indicate their interested industries
- Main view starts with a recommendation of local conventions for first time users rather than showing just an empty state
- Contacts and chats views focus on the organization of connections and conversations with the help of filters

above GEM
Manage and grow your direct selling business
Join now
Sign in

Discover nearby conventions and get connected with like-minded people
Join now
Sign in

Skip
Link Your Mobile Number
Linking mobile number helps you find more contacts on AboveGem and increases account security
Link Mobile

Back
Are you interested in any of the following industries? Please check the ones you're interested in.
All
Health and Nutrition
Consumer Electronics
Wine
Personal Care
Cosmetics
Real Estate
Repair Services
Food
Save

Verizon
9:41 AM
100%
Discover
Search
Ignite Convention
Organo Gold
August 29-30, 2015
LA Conventional Center
OUD-WEST
HELMERSBUURT
Vondelpark
Overtoom
s106
Chats
Contacts
Discover
Timeline
Settings

Verizon
9:41 AM
100%
Discover
Ignite Convention
Ignite Convention 2015
Sunday-Monday, August 29-30
10:00 AM - 2:00 PM
About This Event
LA Conventional Center
Presented by Organo Gold
873
873 people are going
People You May Know
Blair Waldorf
Jenny Humphrey
Nate Archibald
Serena van der Woodsen
Chuck Bass

Verizon 9:41 AM 100%

Chats (2)

All Chats

Blair Waldorf 9:32 am
Sounds good. 2

Jenny Humphrey 9:17 am
I am at the conference now. 1

Nate Archibald 8:28 am
You: Can you send me some...

Serena van der Woodsen 8:13 am
Is there any conference around?

Conference Group 2 7:24 am
You: I'll see you all at 5.

Chuck Bass Mon
I'll be reaching out to you next...

Vanessa Abrams Mon
Are you interested in knowing...

Georgina Sparks Sun
You: Thanks for the introduction.

Chats Contacts Discover Timeline Settings

Verizon 9:41 AM 100%

Chats (2)

All Chats
New
Retail Prospect
Distributor Prospect
Registered

9:32 am 2
hrey 9:17 am
ference now. 1
ld 8:28 am
end me some...
Serena van der Woodsen 8:13 am
Is there any conference around?
Conference Group 2 7:24 am
You: I'll see you all at 5.
Chuck Bass Mon
I'll be reaching out to you next...
Vanessa Abrams Mon
Are you interested in knowing...
Georgina Sparks Sun
You: Thanks for the introduction.

Chats Contacts Discover Timeline Settings

Verizon 9:41 AM 100%

Back Serena

cancelled and I am afraid the tickets for the next one won't be available until next week.

Just wondering if the event is still on. And let me know the date and time.

Hey, how's it going? Just got your message.

You coming to the event?

I am going to the one at 2:30. Tickets are still available. Just let me know if you decide to go, so I can reserve for you.

TUE 3:10 PM

Thank you. I just realized that I have something scheduled at that time.

Any other events nearby?

Okay. I'll check it up and will get back to you very soon.

Your message...

Verizon 9:41 AM 100%

Back Conference Group

You (Blair Waldorf)
Jenny Humphrey
Nate Archibald
Add More Participants...

Group Name Conference Group >

Flag Chat
Mute Notifications
Attachments >

Search History >
Clear Chat History >

Verizon 9:41 AM 100%

Contacts (32)

All Contacts
New
In-progress
Retail
Distributor

Chuck Bass
Vanessa Abrams
Georgina Sparks
Rufus Humphrey
Lily van der Woodsen

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Chats Contacts Discover Timeline Settings

Verizon 9:41 AM 100%

Cancel Add Contact Done

Enter a phone number or an email address

Contact's number or email

Or scan QR code

QR scanner

Import from external accounts

Google Not Linked

Facebook Not Linked

Recommended Contacts

Blair Waldorf
Jenny Humphrey
Nate Archibald
Serena van der Woodsen

Verizon 9:41 AM 100%

Back Profile

Serena van der Woodsen

(418) 387-2872 • serena@gossipgirl.com

Region	New York, United States
Identity	Distributor
Company	CW Entertainment
Rank	Senior Distributor
Personal Site	Not Set
QR Code	

Add Contact

See Timeline

Verizon 9:41 AM 100%

Contacts (32)

Pending Notifications

You got 1 request from Dan Humphrey
Click to see more details

All Contacts

Blair Waldorf
Jenny Humphrey
Nate Archibald
Serena van der Woodsen
Chuck Bass
Vanessa Abrams
Georgina Sparks
Rufus Humphrey

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

Chats Contacts Discover Timeline Settings

LESSONS

- Budgeting the timeline of this project.
- Talking with engineers more often from the very beginning because some of the solutions we came up with were hard to implement so we had to give up a lot of thoughts and started over
- Spent way too much time trying to achieve pixel perfections rather than paying attention to the details that really matter

CURRENTLY WORKING ON...

WAYGO

As a member of Berkeley Innovation, a human-centered design group at UC Berkeley, I help with design and user research for off-campus clients. This semester I work in a team to redesign an iOS app “Waygo", an instant translation app that turns your iPhone camera into a portable translator for Asian languages.

SEPTEMBER-DECEMBER 2015 • EDUCATIONAL • REFERENCE • INTERACTION DESIGN

QUESTIONS?