

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

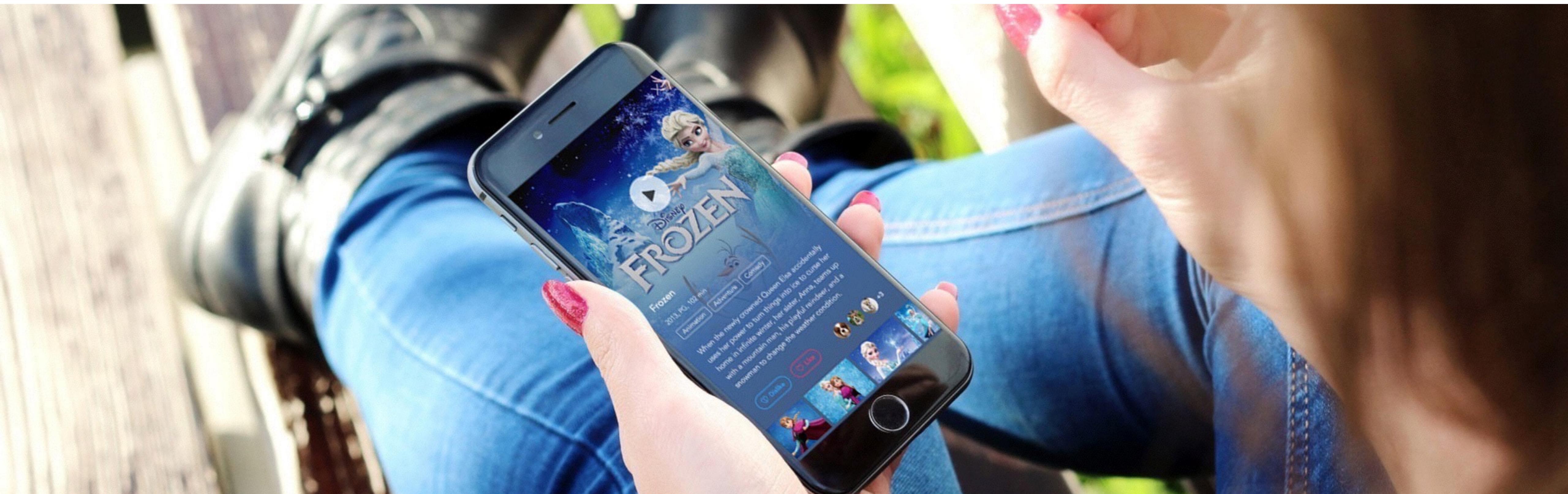


- liked to draw cartoons & futuristic electronic devices
- designed for school newspapers & magazines, grew an interest in art
- came from China to study CS at Cal, switched major three times
- joined Berkeley Innovation, a human-centered design group
- interned at Gradescope, an educational start-up 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



CHILL

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

CHILL

GOAL

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

CHILL

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



Interstellar

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

[Watch Trailer](#)[Save](#)

Kingsman

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



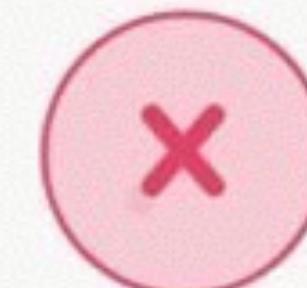
Matrix

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



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.



CHILL

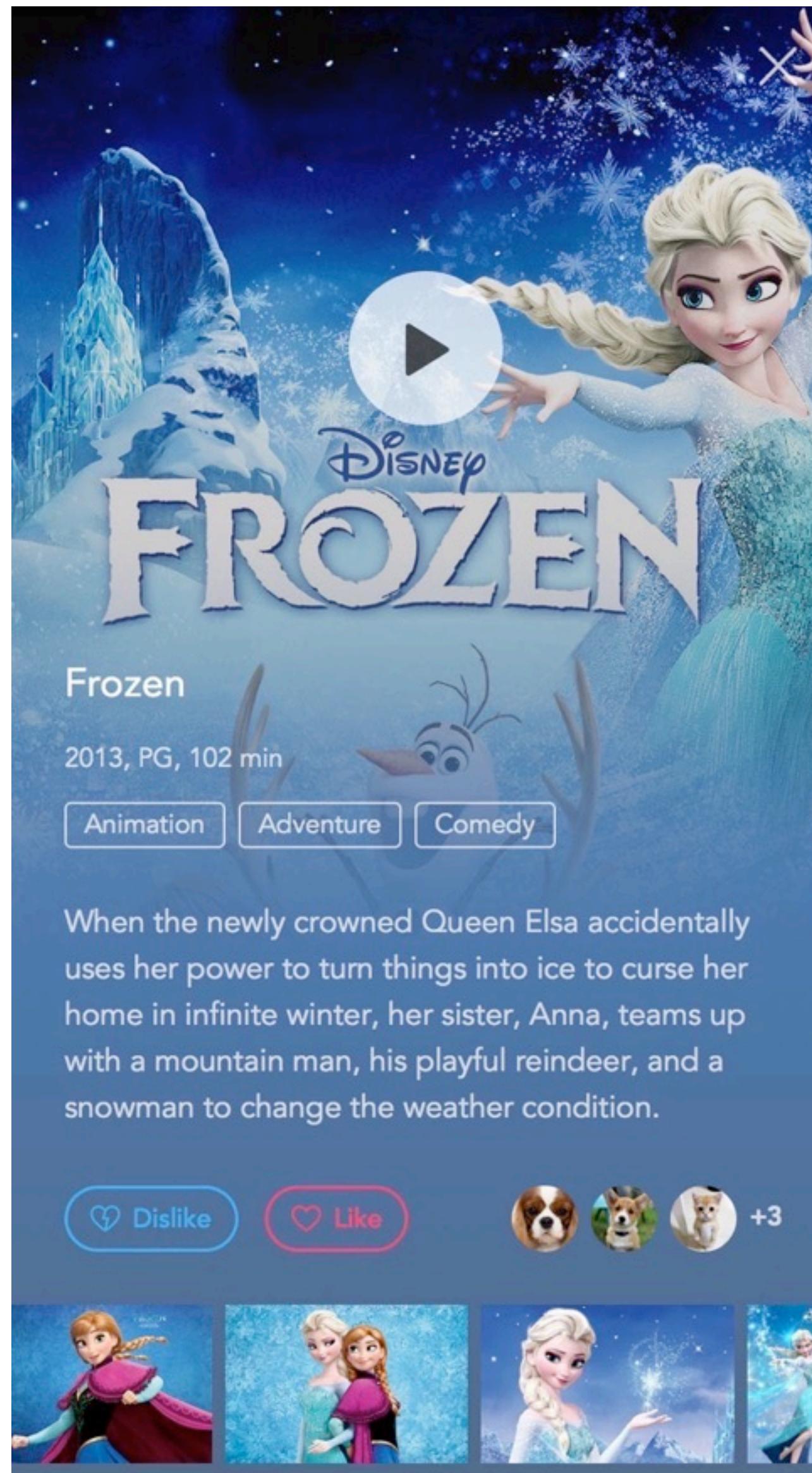
USER RESEARCH

- Show users the web versions of the two interfaces and let them 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

CHILL 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





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

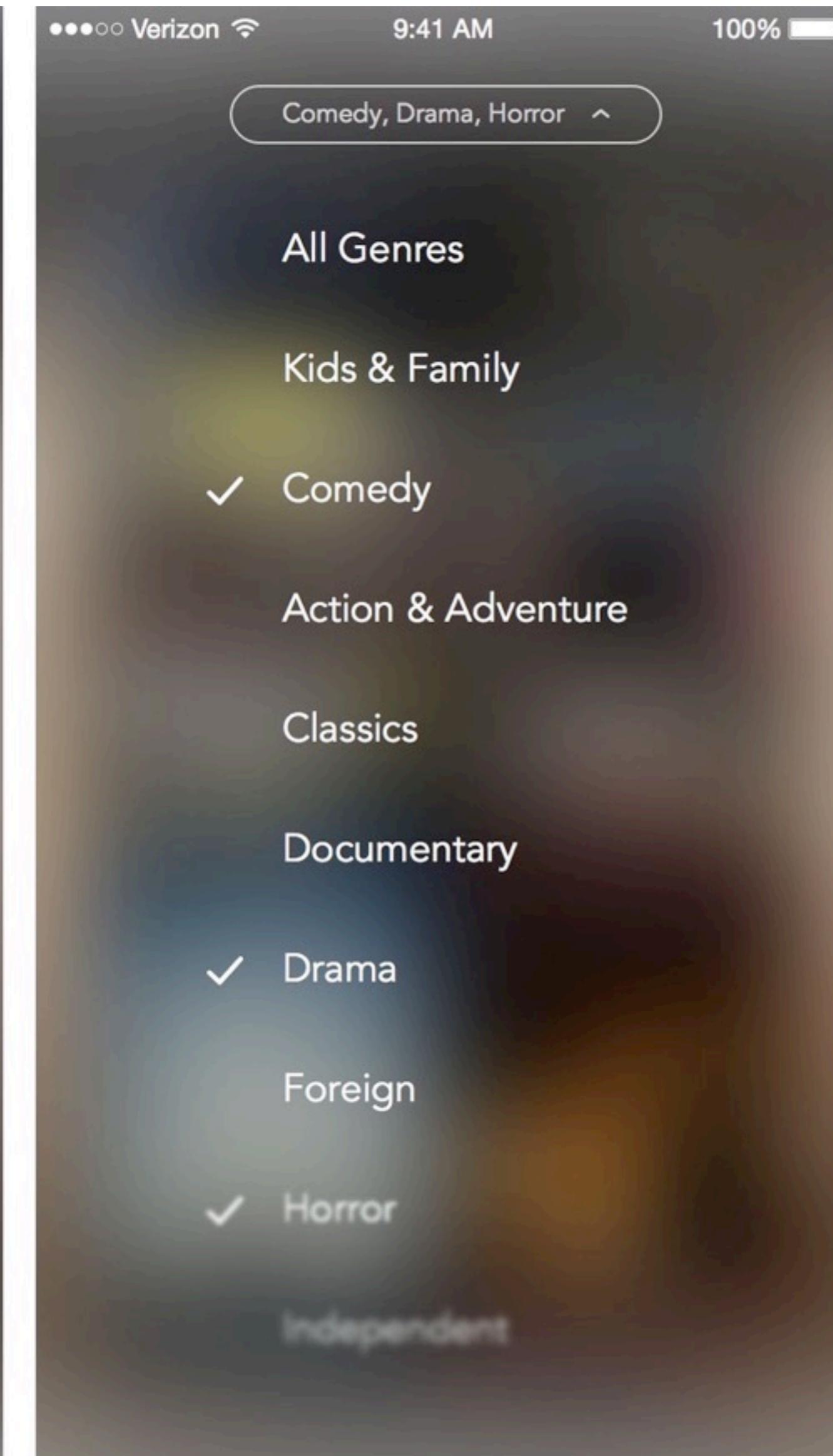
Chris Buck

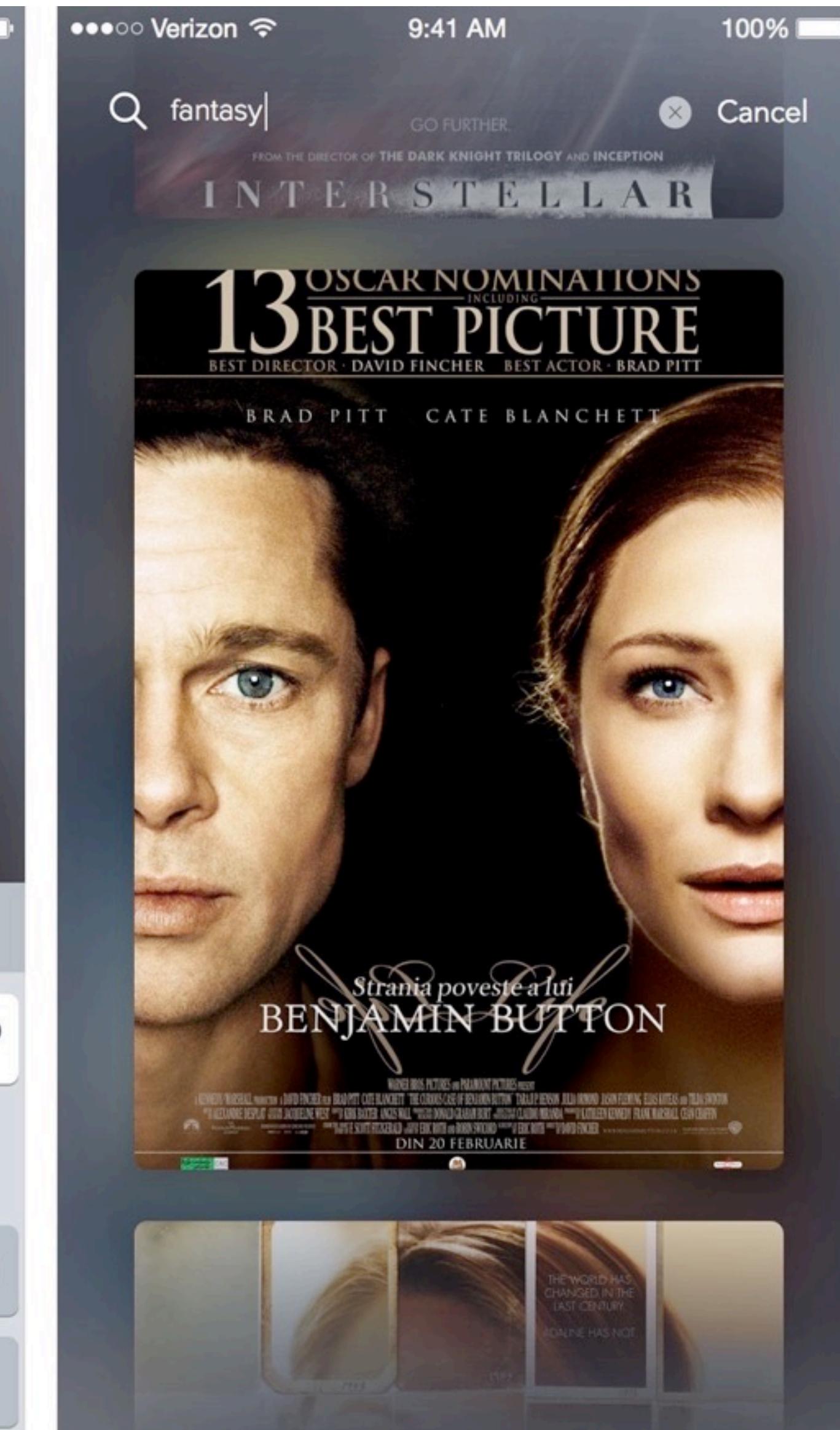
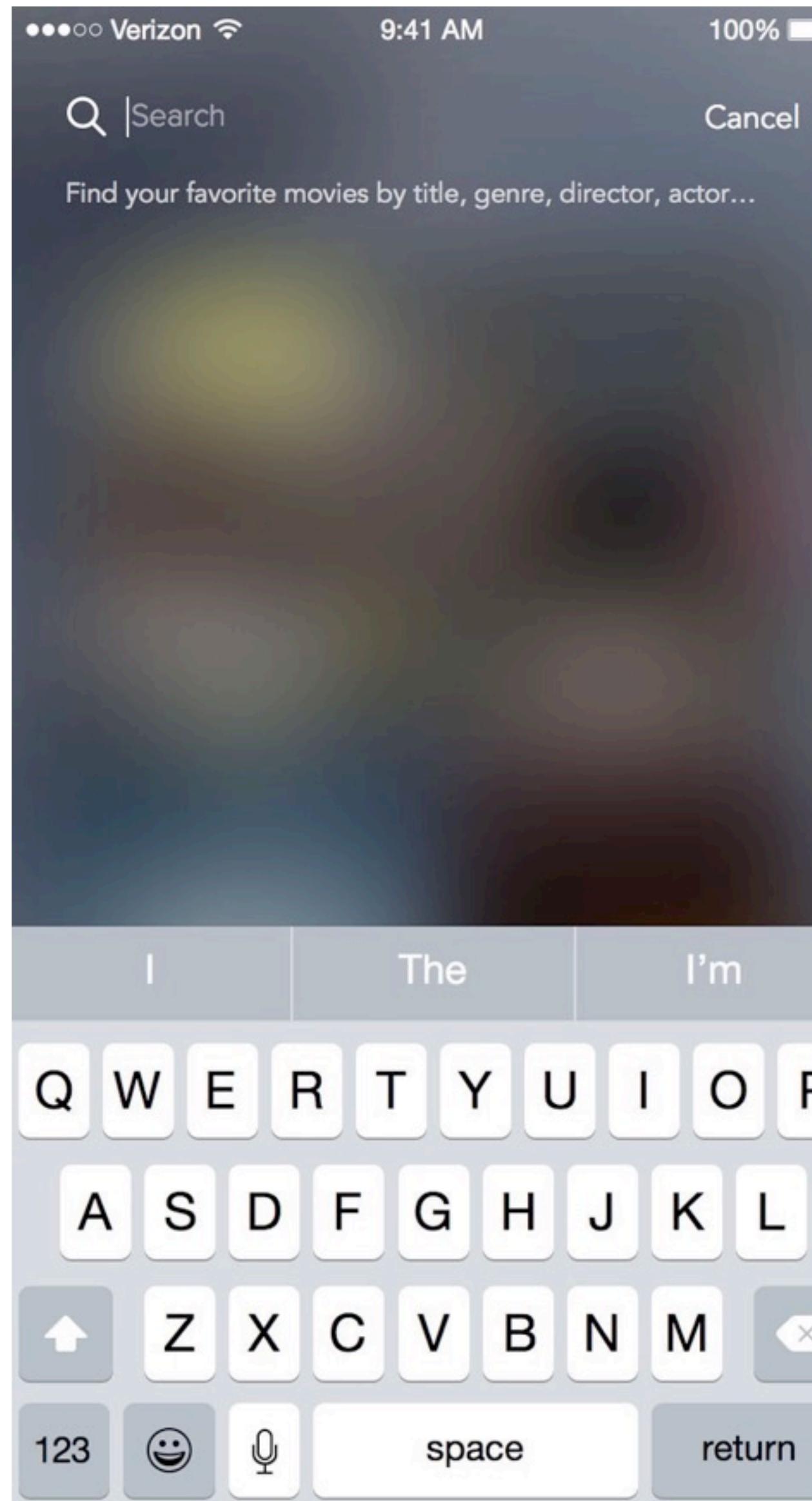
Jennifer Lee

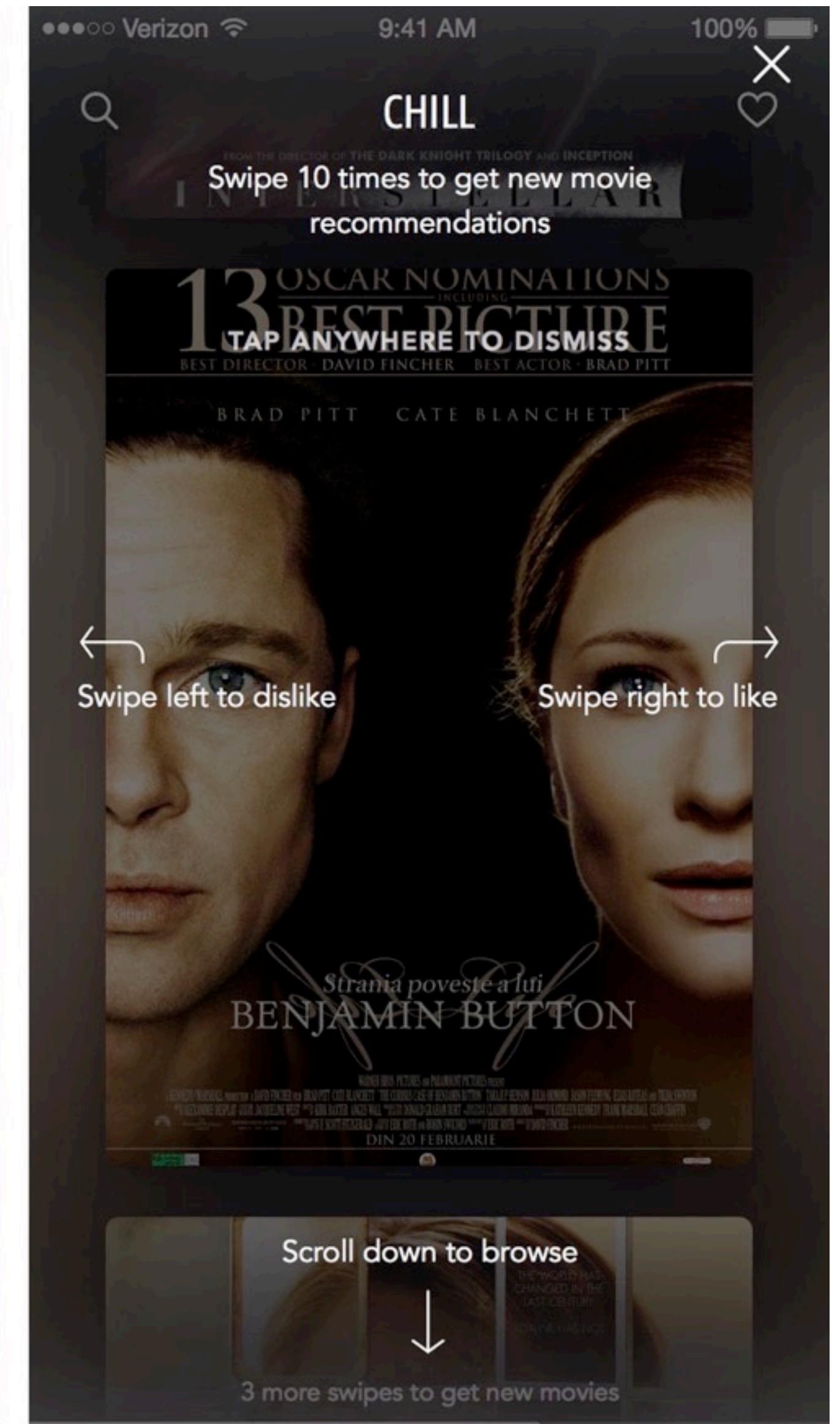
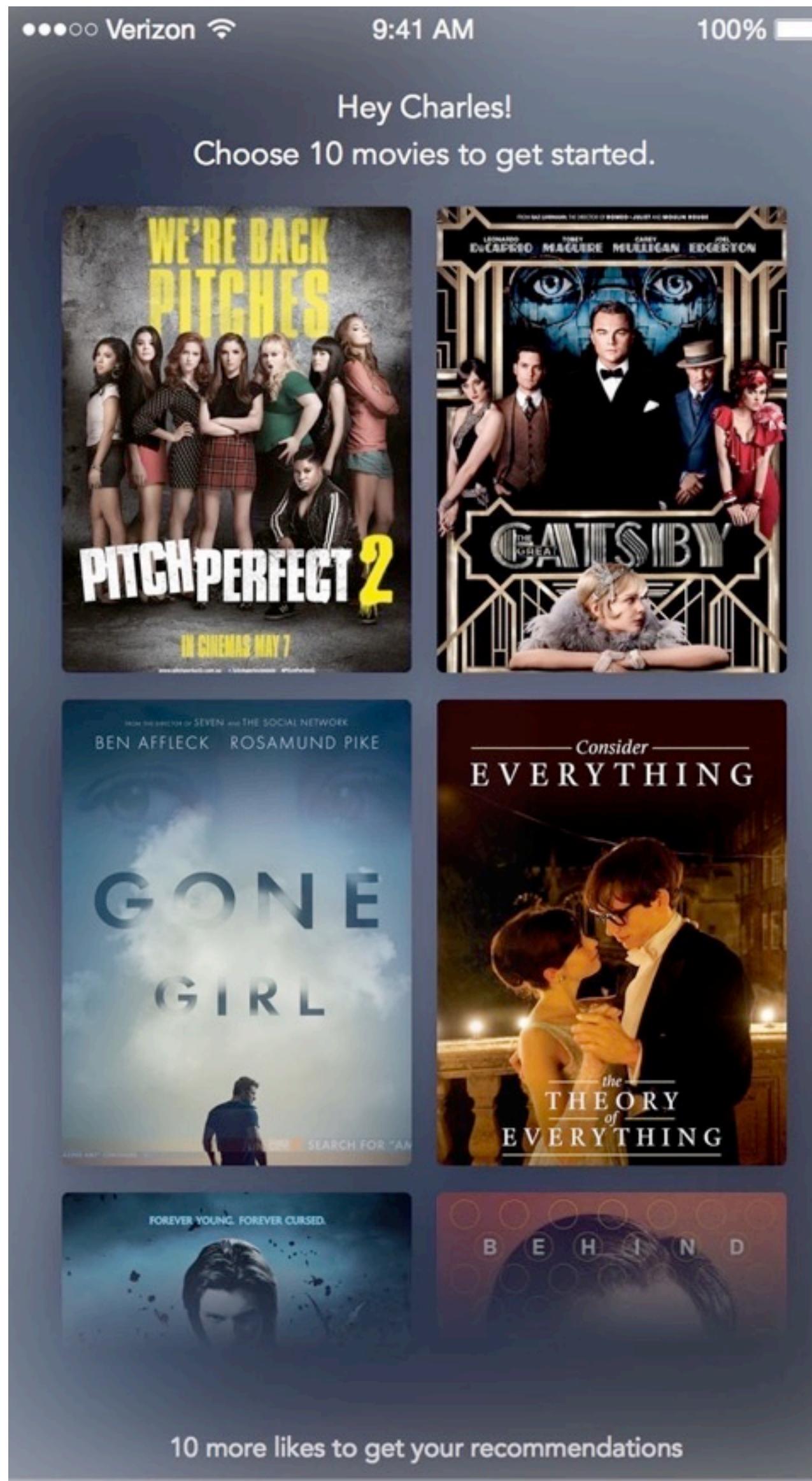
CASTS

Kristen Bell
Anna

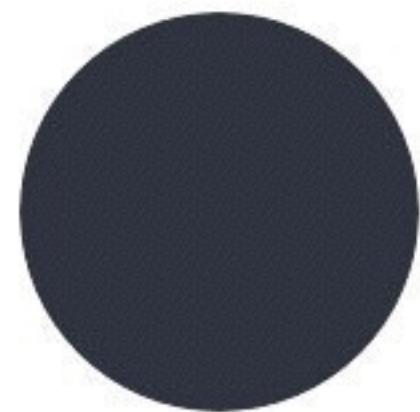
Idina Menzel
Elsa



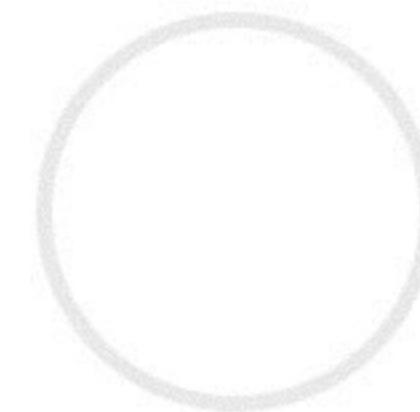




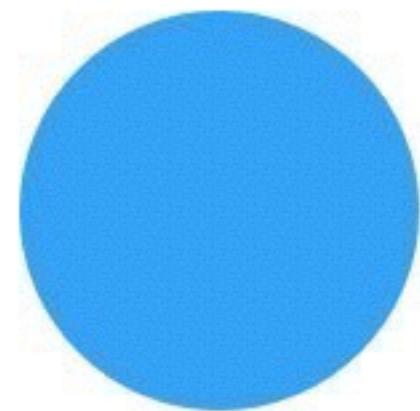
TYPE & COLORS



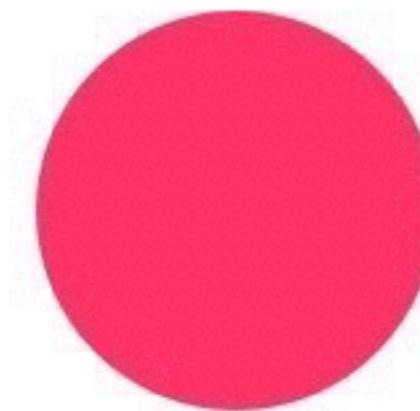
DARK NAVY
#2F353F



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

CHILL

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, an educational start-up based in Berkeley.

Helped 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.

ASSIGNMENT STATS 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

ASSIGNMENT STATS

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

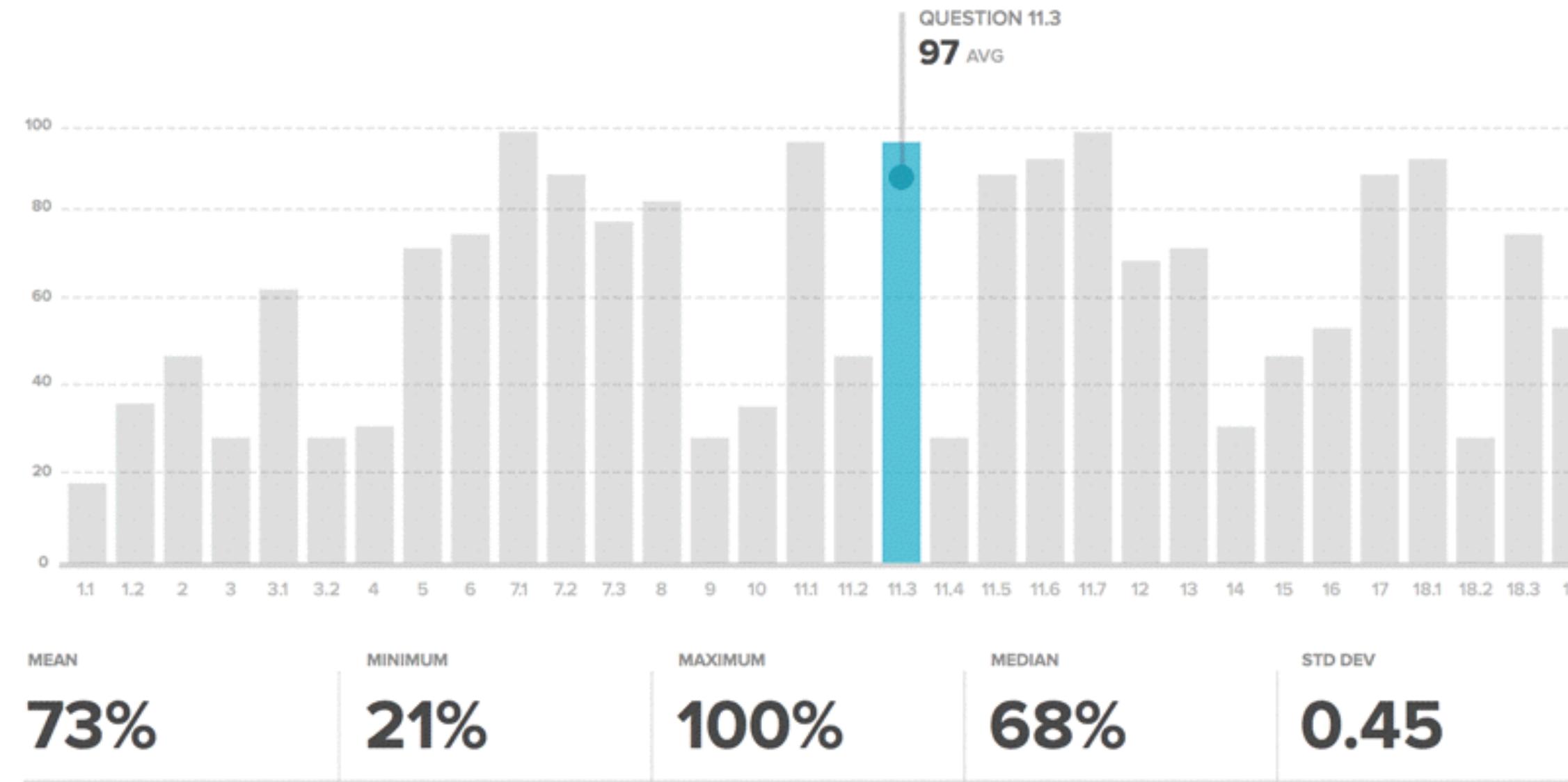
- Split view works well on showing the graph itself and detailed information at the same time
- Consistent with grading page which uses the sidebar approach with PDF on the left and rubric details on the right



MENU

Assignment Statistics

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



Midterm 1

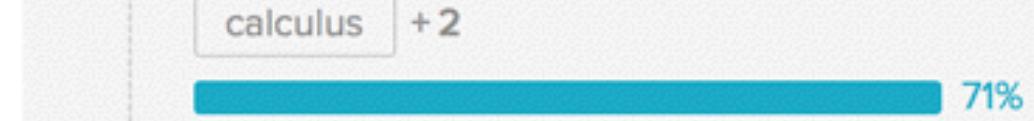
GRADED

Search by tag 🔍

QUESTION 1

Calculus 6 pts

1.1 Integral 3 pts



1.2 Derivative 3 pts



QUESTION 2

United States Geography 2 pts

history +1



QUESTION 3

Chemistry 4 pts

3.1 Lewis Structure 3 pts



3.2 Multiple Choice 1 pts



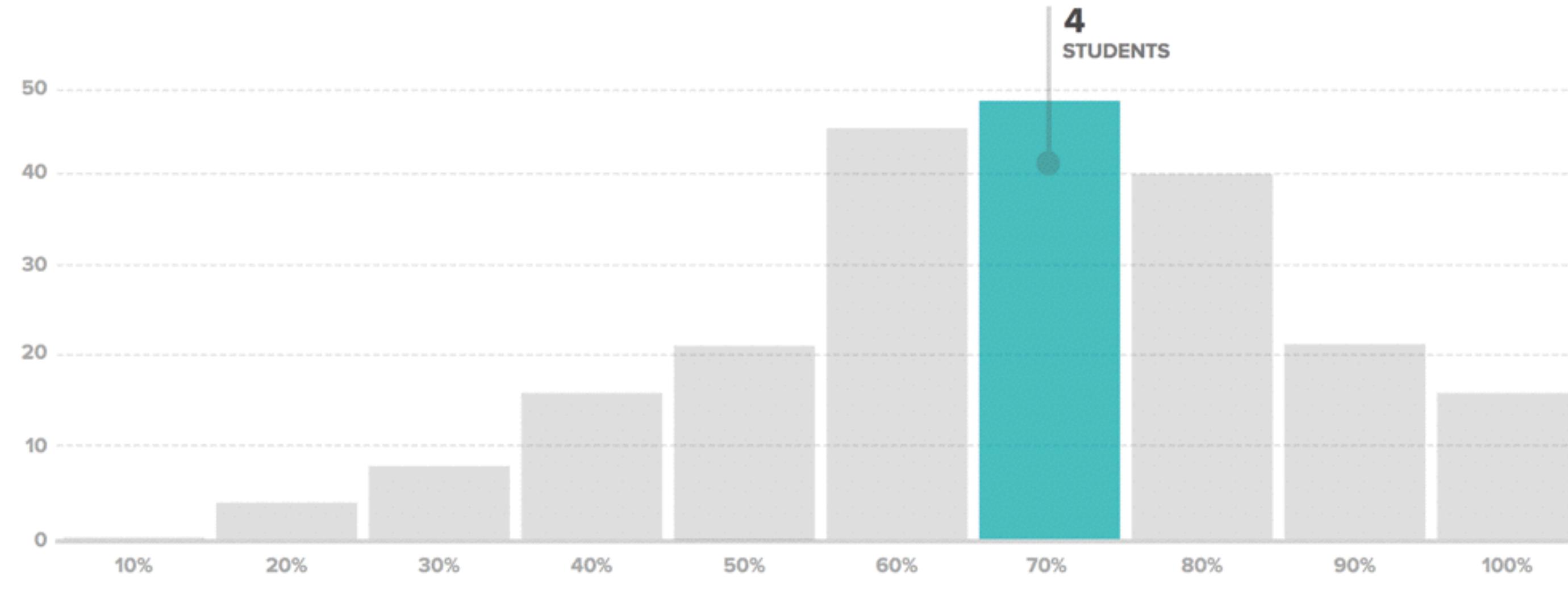


MENU

Question Statistics

STATISTICS

QUESTION



MEAN

73%

MINIMUM

21

MAXIMUM

100%

MEDIAN

68%

STD DEV

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.



Next Step



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

ASSIGNMENT STATS SOLUTION

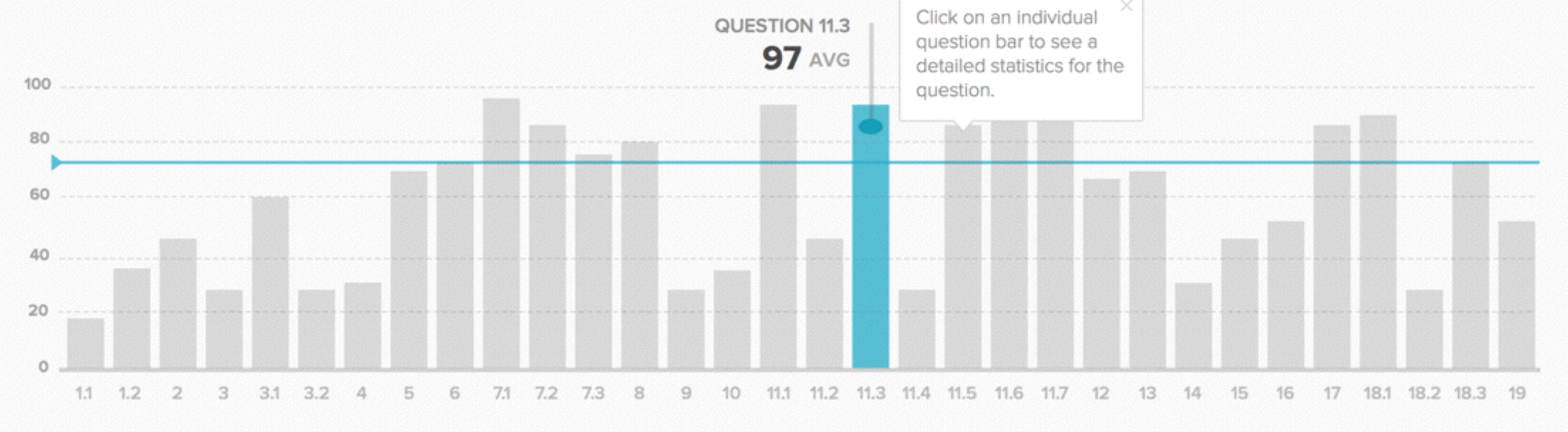
- Featuring the graph as a main action item taking the most space and table view as a means of comparing data across questions or topics

< 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

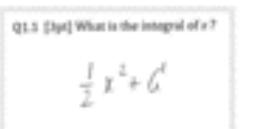
[!\[\]\(d3781ba27fd308372d33bf9a3c1f2ace_img.jpg\) 4 Regrade Requests](#)
[!\[\]\(e7b151aec1eb227a716fbba8e2a59b0e_img.jpg\) Statistics](#)


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

[!\[\]\(1fe35e27b64f2cbe9d91692407739e94_img.jpg\) Midterm 1](#) 
[Search by tag](#) 

QUESTION	POINTS	AVERAGE
1. Lorem dolore magna aliqua	9 points	100%
Lorem ipsum dolor sit amet	3 points	61%
Incididunt ut labore	6 points	73%
3. Quis nostrud exercitation	5 points	38%
4. Ad minim veniam	4 points	


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UC Berkeley

View Question

< CS 198

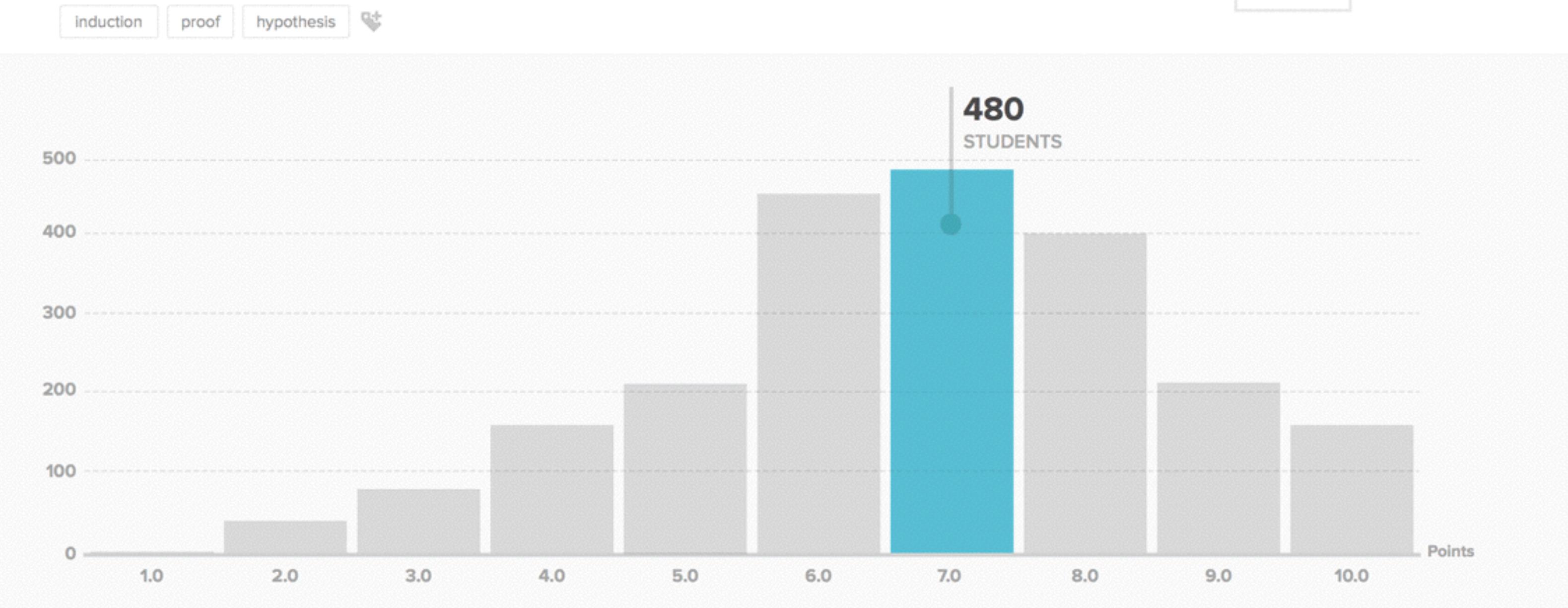
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- Review Grades

④ Regrade Requests

Statistics



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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Grade Submissions



< 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

[④ Regrade Requests](#)
[Statistics](#)


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

Midterm 1 • GRADED

Search by tag

TAG	POINTS	AVERAGE
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%



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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

GRADESCOPE

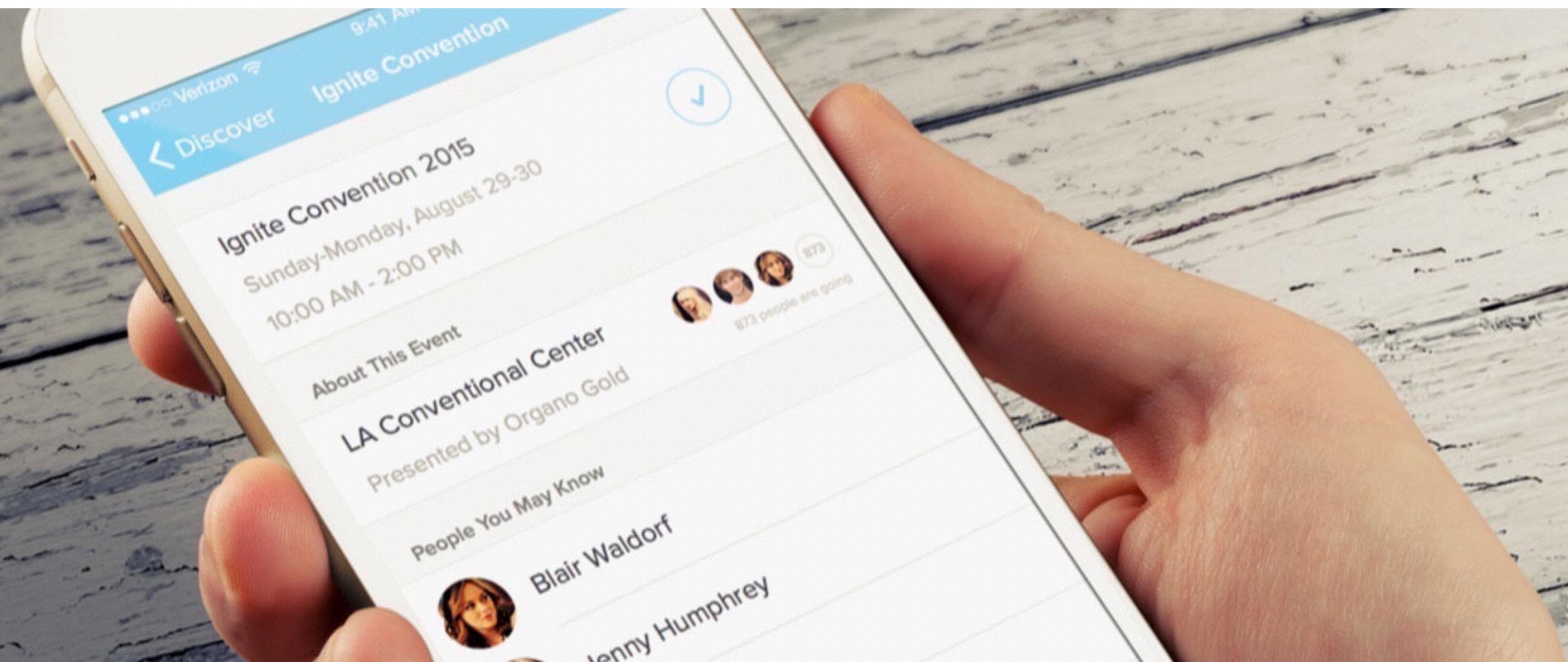
TAKEAWAYS

- 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
- 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. We designed the primary features and brainstormed different ways of connecting business with potential distributors.

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



ABOVEGEM

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

ABOVEGEM

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

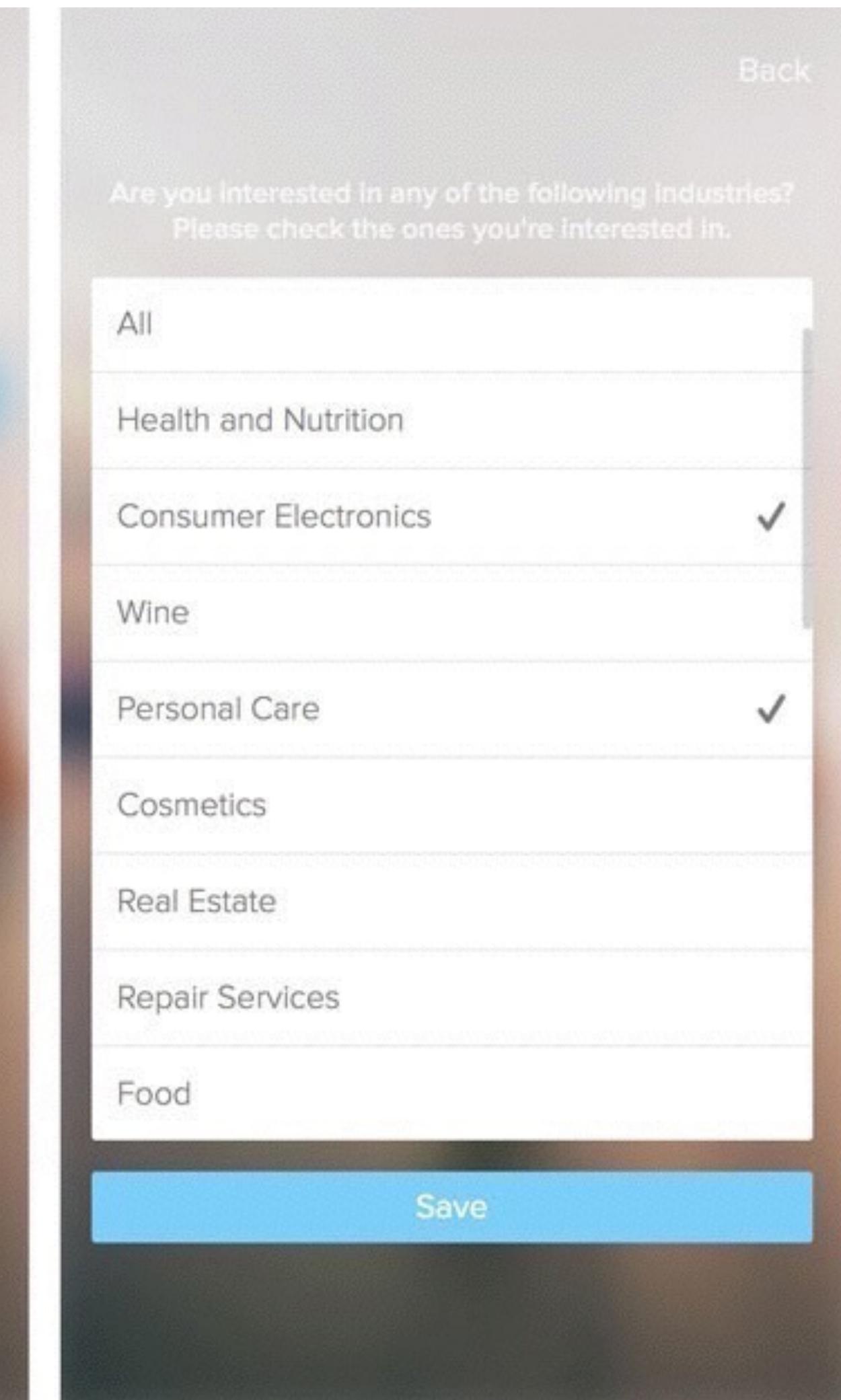
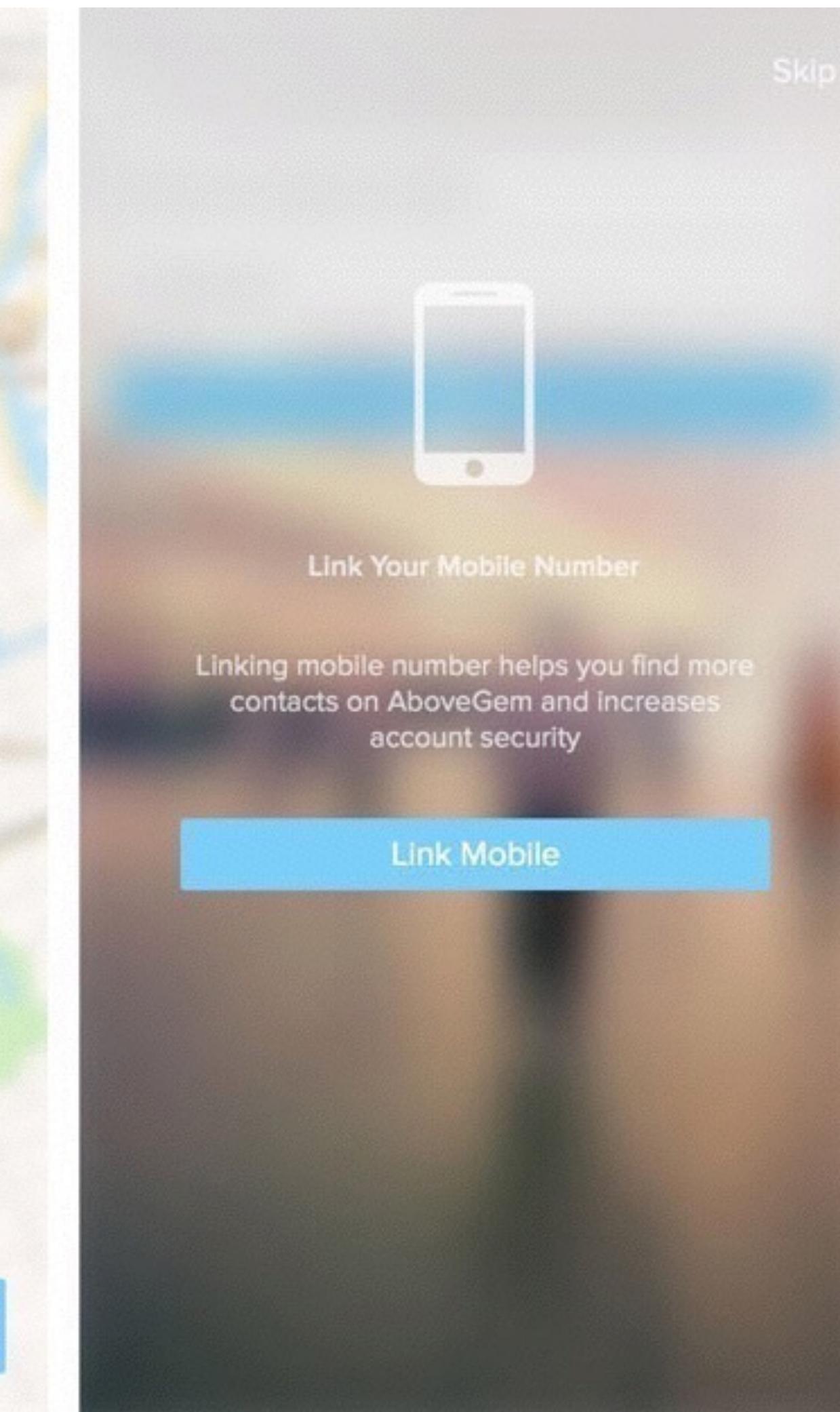
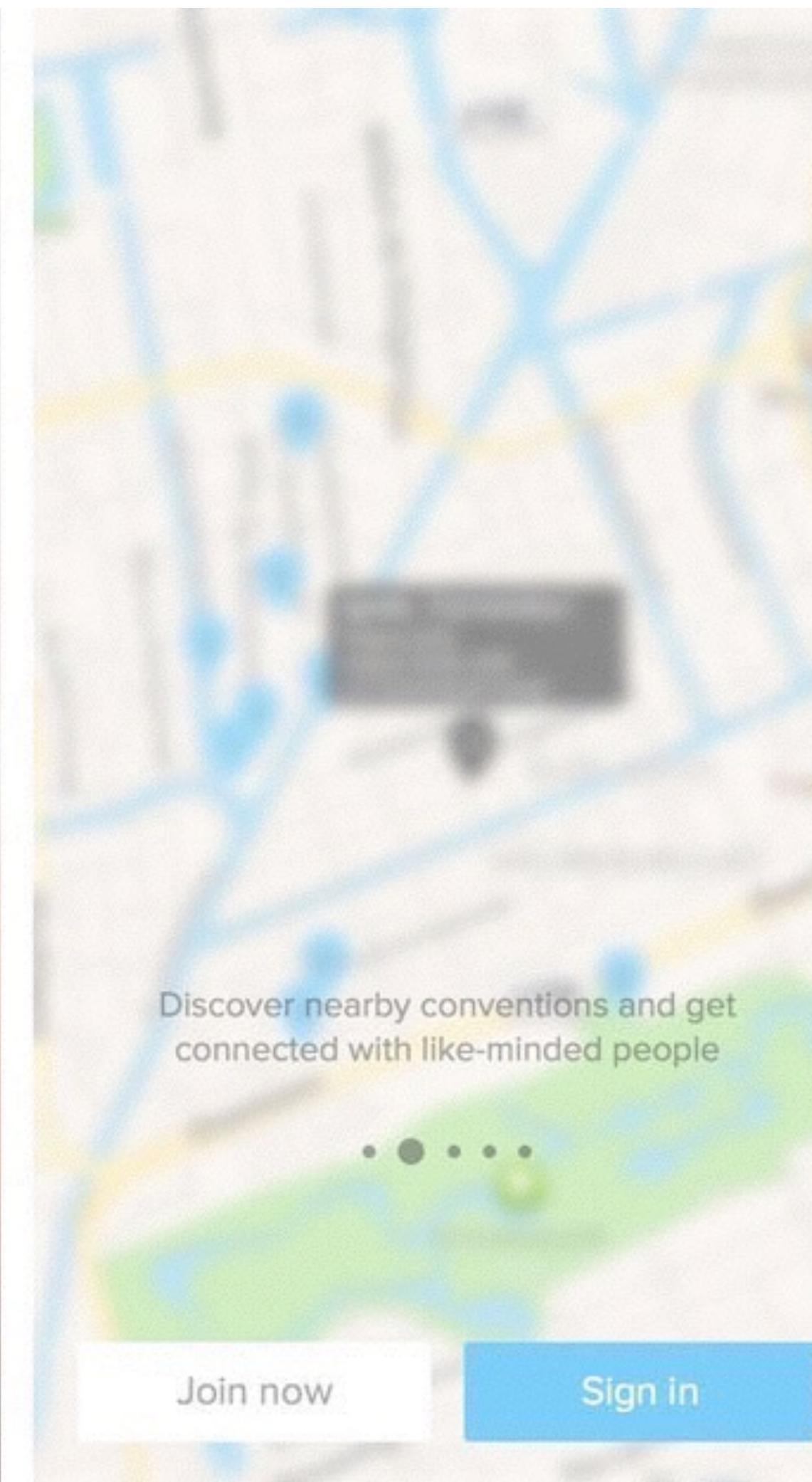
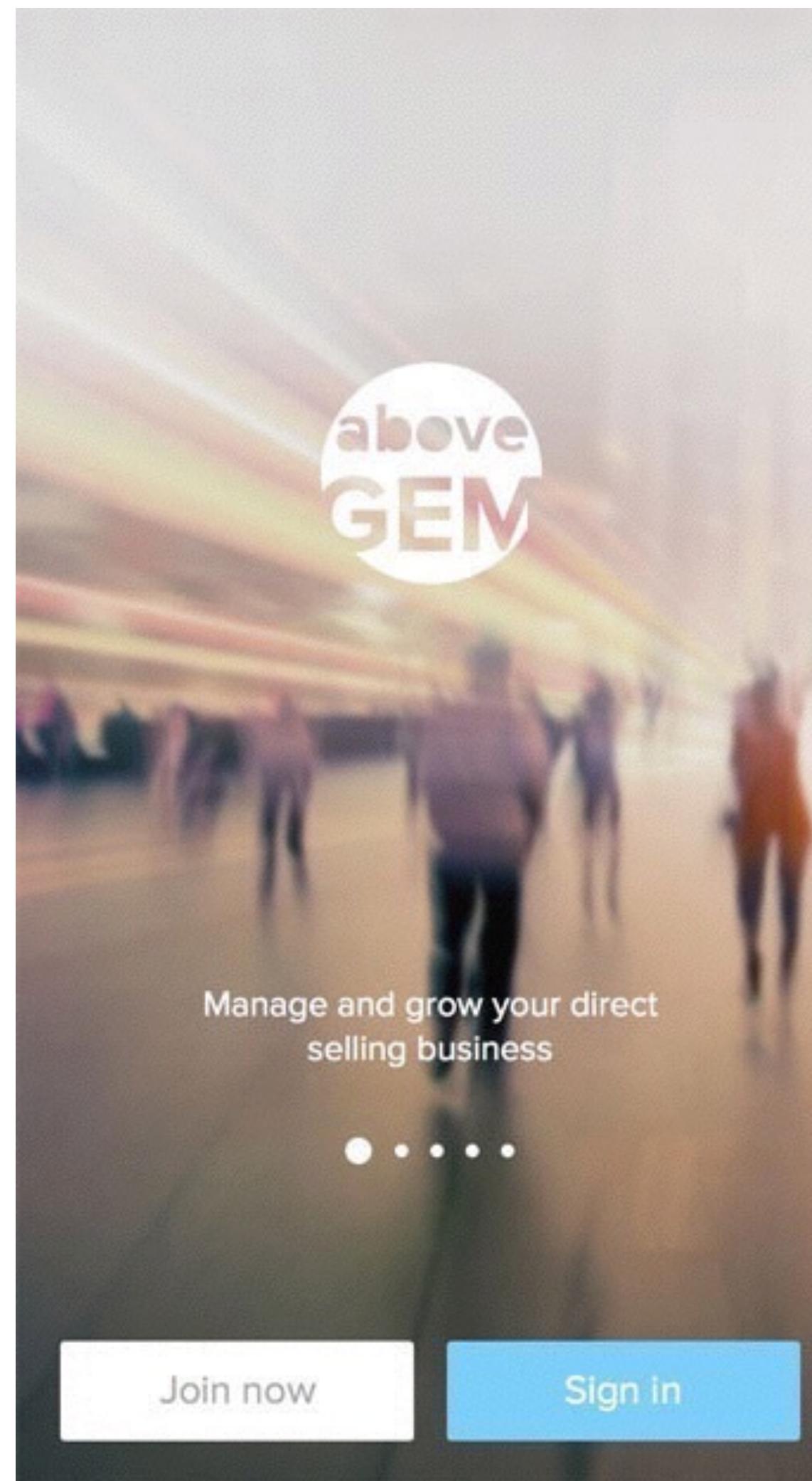
PROTOTYPE

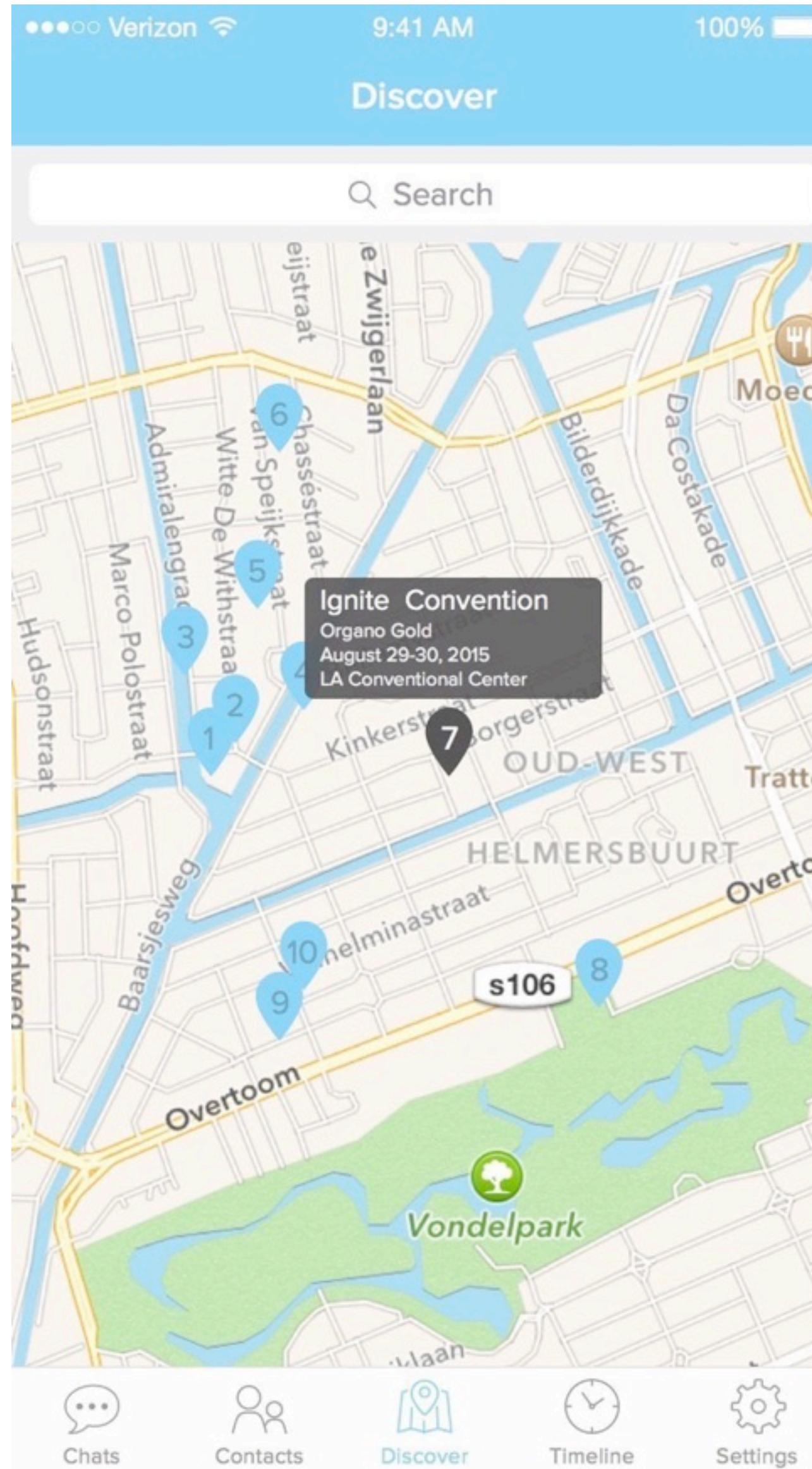
- Take advantage of the values of the local conventions as much as possible, that is, through discovering local conventions, people find opportunities to learn about a company, a product and its distributors
- Create a timeline feature from which users could post their events, product feedbacks as well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

ABOVEGEM

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





•••• Verizon 9:41 AM 100%

Discover

Search

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 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

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

 **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...

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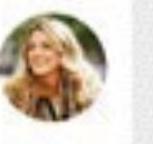
 **Georgina Sparks** Sun You: Thanks for the introduction.

 Chats  Contacts  Discover  Timeline  Settings

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?

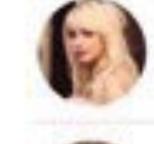
Okay, I'll check it up and will get back to you very soon.

  Your message... 

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

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

g+ Google Not Linked >

f Facebook Not Linked >

Recommended Contacts

Blair Waldorf

Jenny Humphrey

Nate Archibald

Serena van der Woodsen

Chats Contacts Discover Timeline Settings

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

Chats Contacts Discover Timeline Settings

Verizon 9:41 AM 100%

Pending Notifications

You got 1 request from Dan Humphrey

All Contacts

Blair Waldorf

Jenny Humphrey

Nate Archibald

Serena van der Woodsen

Chuck Bass

Vanessa Abrams

Georgina Sparks

Rufus Humphrey

Chats Contacts Discover Timeline Settings

ABOVEGEM

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...

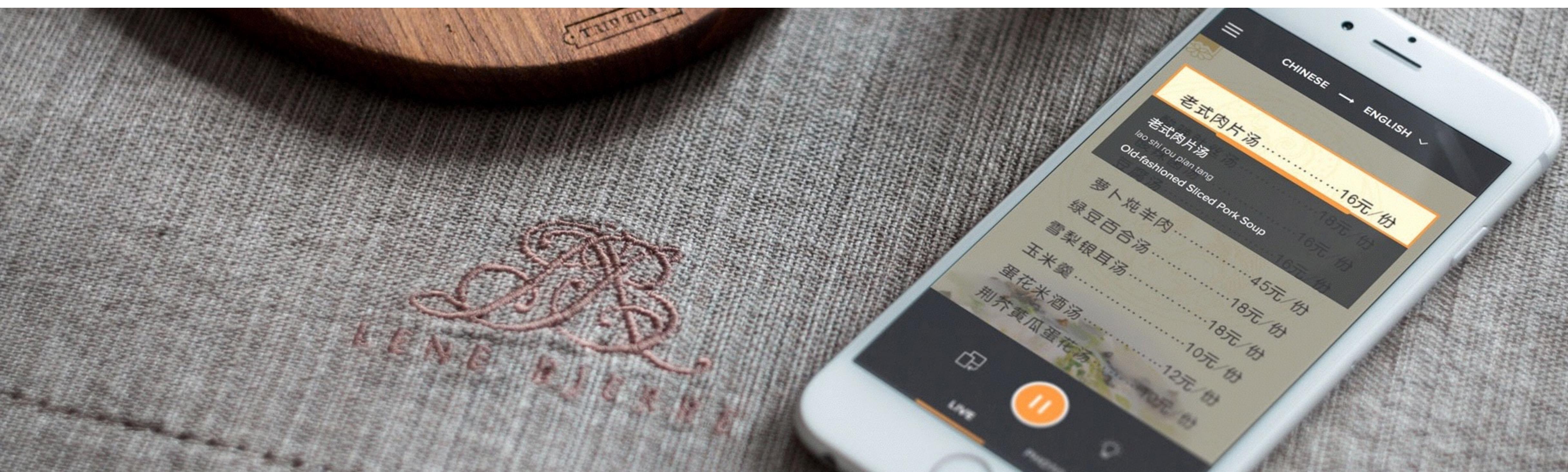
PORTFOLIO PRESENTATION

VICTORIA

WAYGO

As a member of Berkeley Innovation, I help with design and user research for off-campus clients. This semester I work in a team to redesign "Waygo", an instant translation app for Asian languages.

SEPTEMBER-DECEMBER 2015 • EDUCATIONAL • REFERENCE • INTERACTION DESIGN



QUESTIONS?

PORTFOLIO PRESENTATION

VICTORIA