



Hello!
I'm Charisa.

Visual Design Portfolio

— 01





Who am I?

Visual Designer

Specializing in UI/UX and
Product Strategy

**Human-Centered
Design Major**

Brown University,
Class of 2022

**Junior Designer +
UX Researcher**

@ Instrument
@ UCLA HCI Lab



— 02





Projects

Nike
VISIONS Magazine
Vasco Pharmacy

— 03





Nike

— 04

Designing the visual
experience of Nike's heart
rate monitor wearables





Project Scope

Team

I worked as a **junior designer** under the mentorship of Adam Robbins (Design Director) and alongside a PM, a Creative Director, a Copywriter, and a Product Strategist.

Duration

November 2-24, 2020

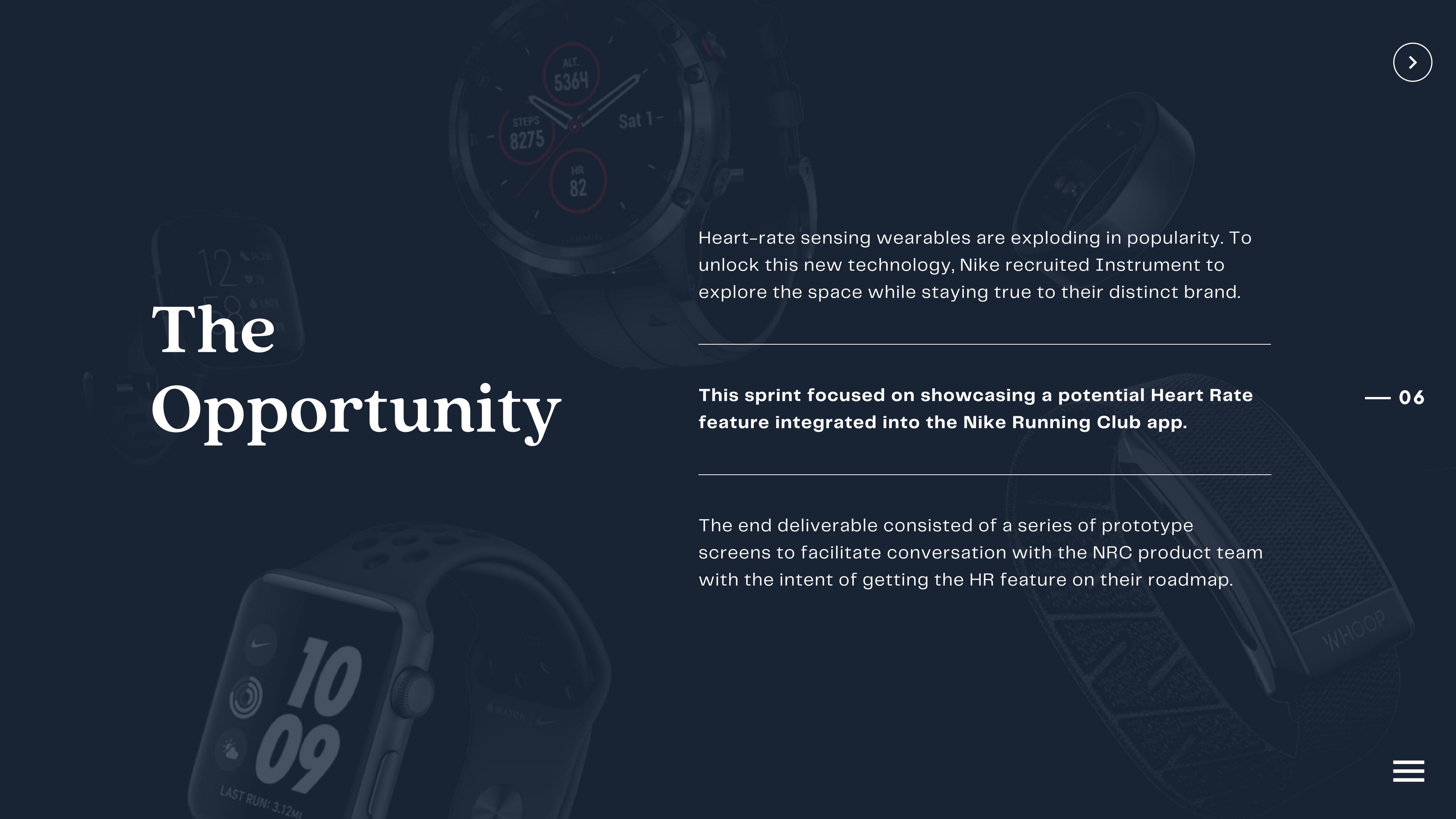
This project spanned only 3 weeks, so it followed a design sprint format, composed of rapid prototyping stints based on client (Nike's) feedback.

Tools

Sketch, Adobe Photoshop,
Keynote

— 05





The Opportunity

Heart-rate sensing wearables are exploding in popularity. To unlock this new technology, Nike recruited Instrument to explore the space while staying true to their distinct brand.

This sprint focused on showcasing a potential Heart Rate feature integrated into the Nike Running Club app.

— 06

The end deliverable consisted of a series of prototype screens to facilitate conversation with the NRC product team with the intent of getting the HR feature on their roadmap.





Product Strategy

Driven by Consumer Insights

On-Boarding



Apple Watch Set-Up



Zone Set-Up

Heart-Rate Zone Monitoring



Quickstart Runs



Post-Run

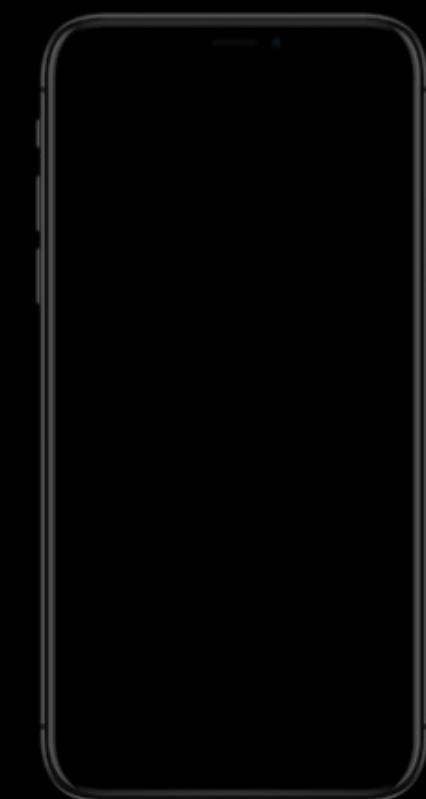


Activity Hub

Effort Coaching



Goal-Based Runs



AGR Integration

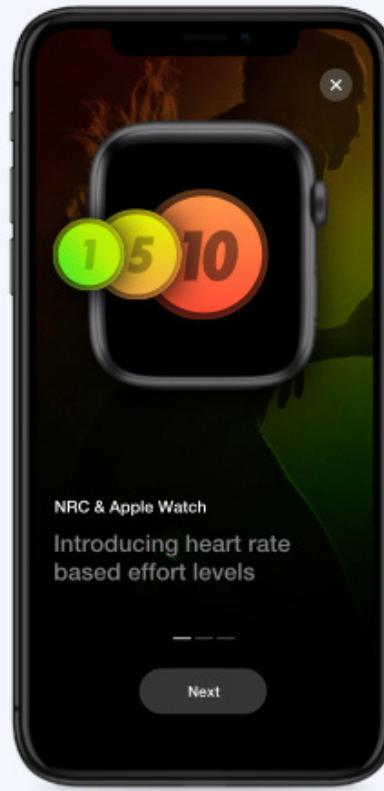
– 07





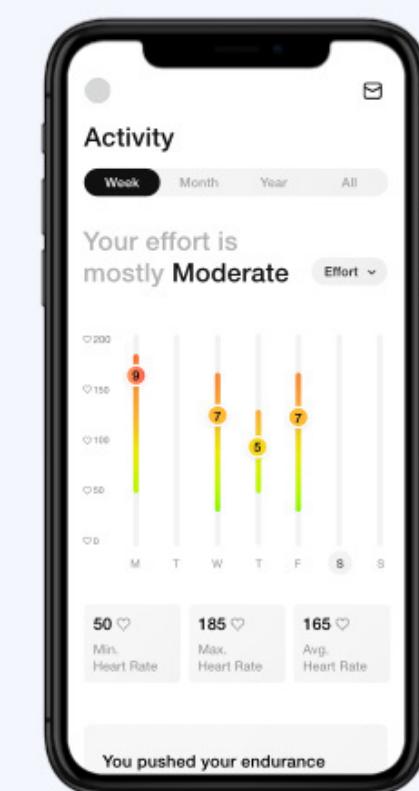
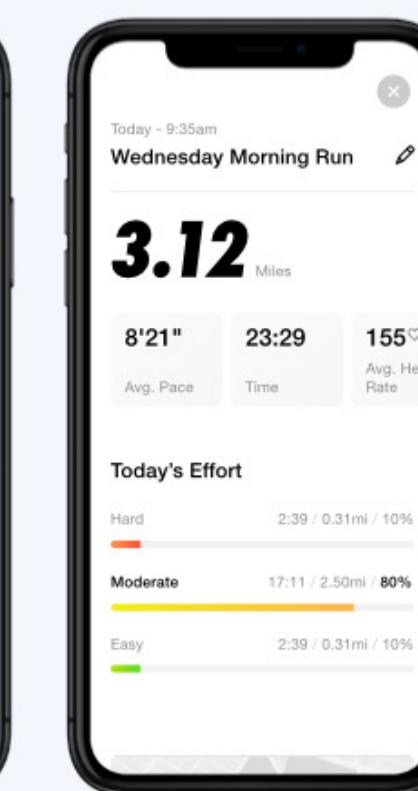
Final Design

On-Boarding



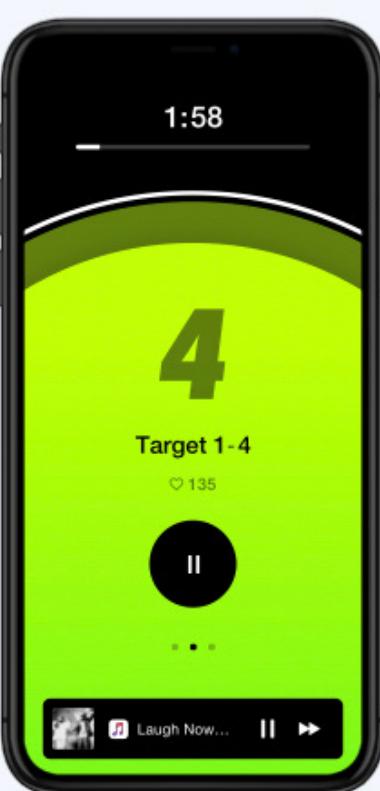
Apple Watch Set-Up

Heart-Rate Zone Monitoring



Zone Set-Up

Effort Coaching



Quickstart Runs

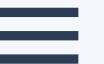
Post-Run

Activity Hub

Goal-Based Runs

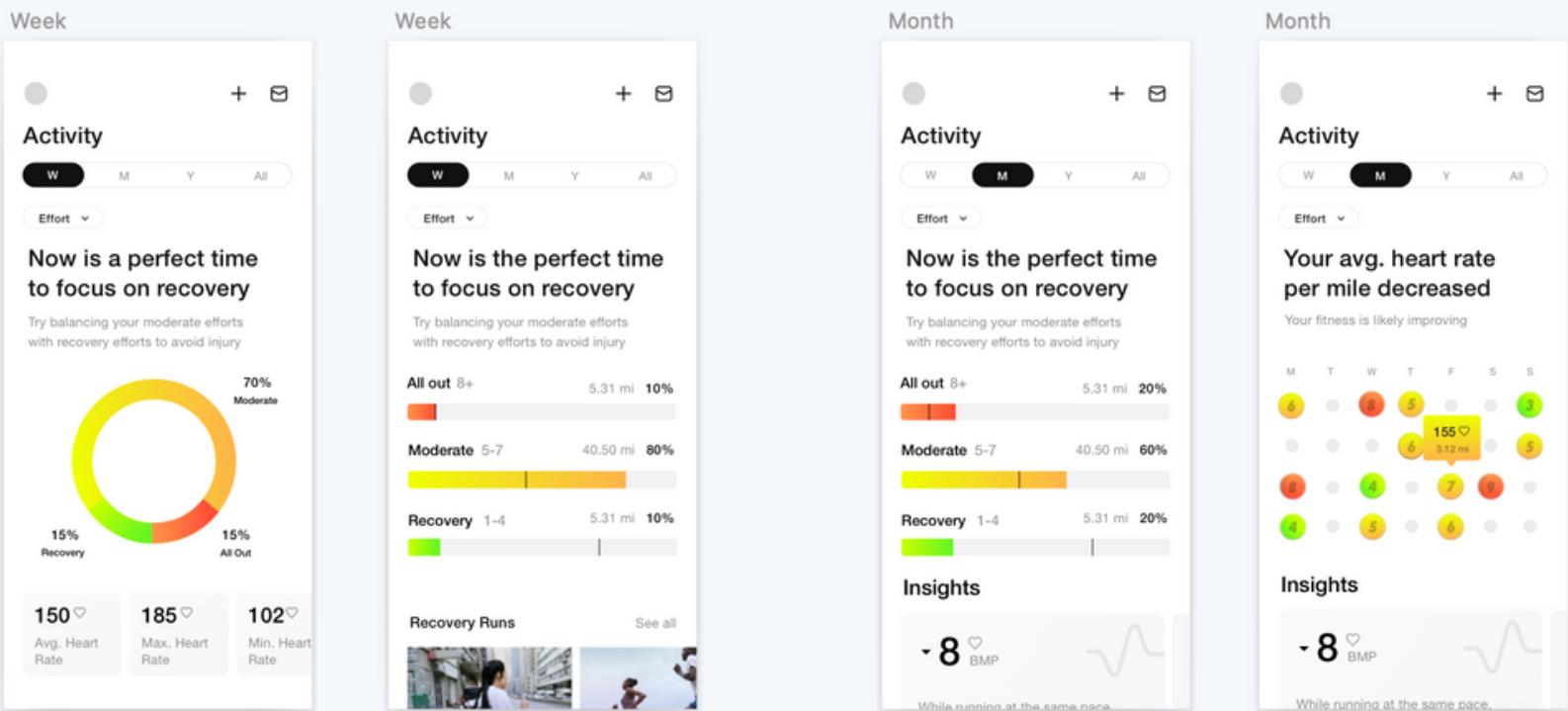
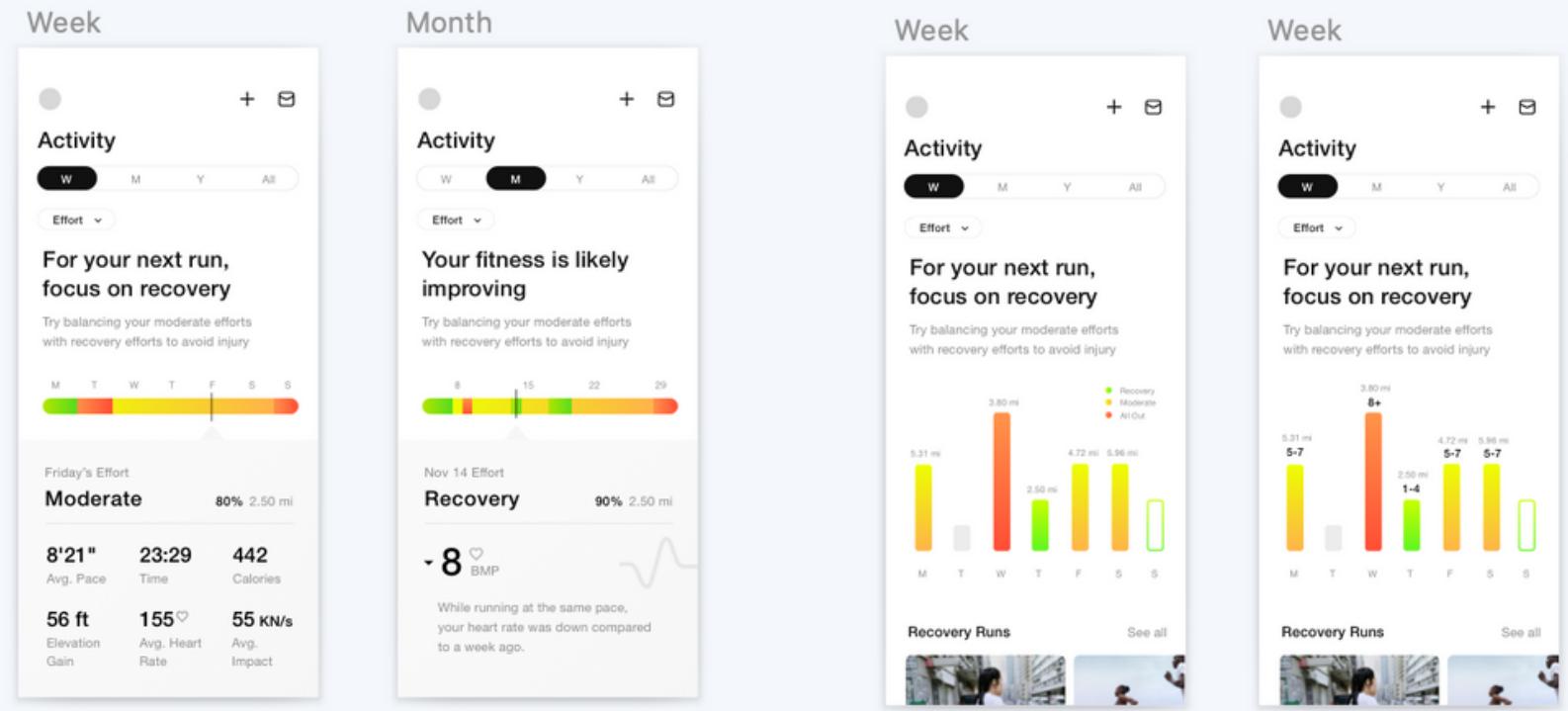
AGR Integration

— 08





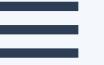
Data Visualization



To establish a relationship between the weekly and monthly views of the Activity Hub, and to provide insights to the user, I explored different ways to represent the data.

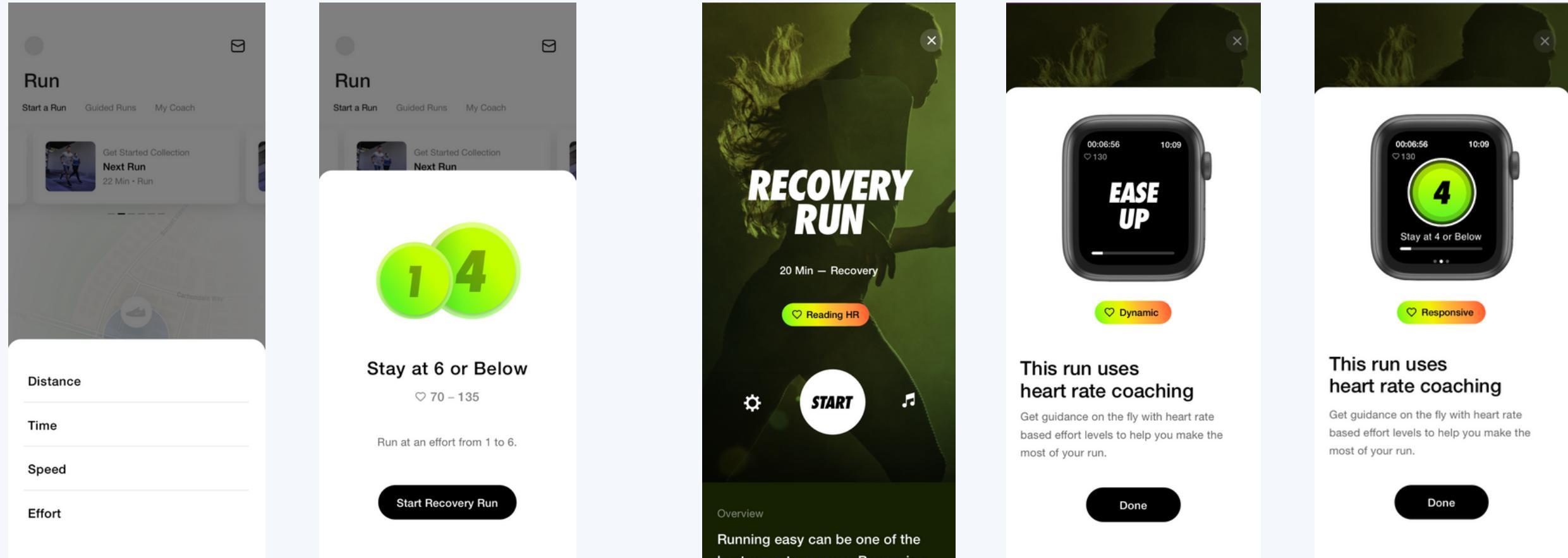
— 09

Using Nike's Visual Design System for their NRC app, I worked on establishing design patterns through text, modules, and numerical data.





Designing Mid-Interactions



— 10

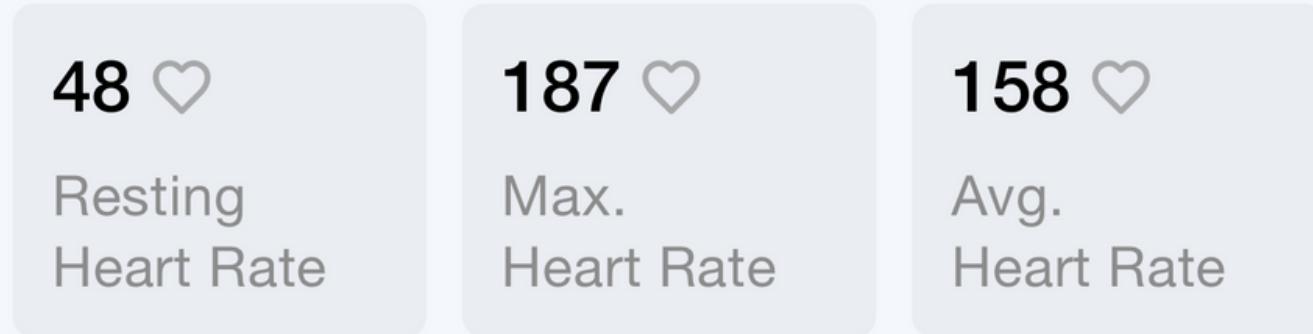
Between the final screens, I designed interstitials for smooth transitions. Visually, I focused on lightweight communication so the user could take in the information quickly.

Colors were a significant part of my work on this project in that I had to determine how to balance Nike's bright colors and minimalist text.

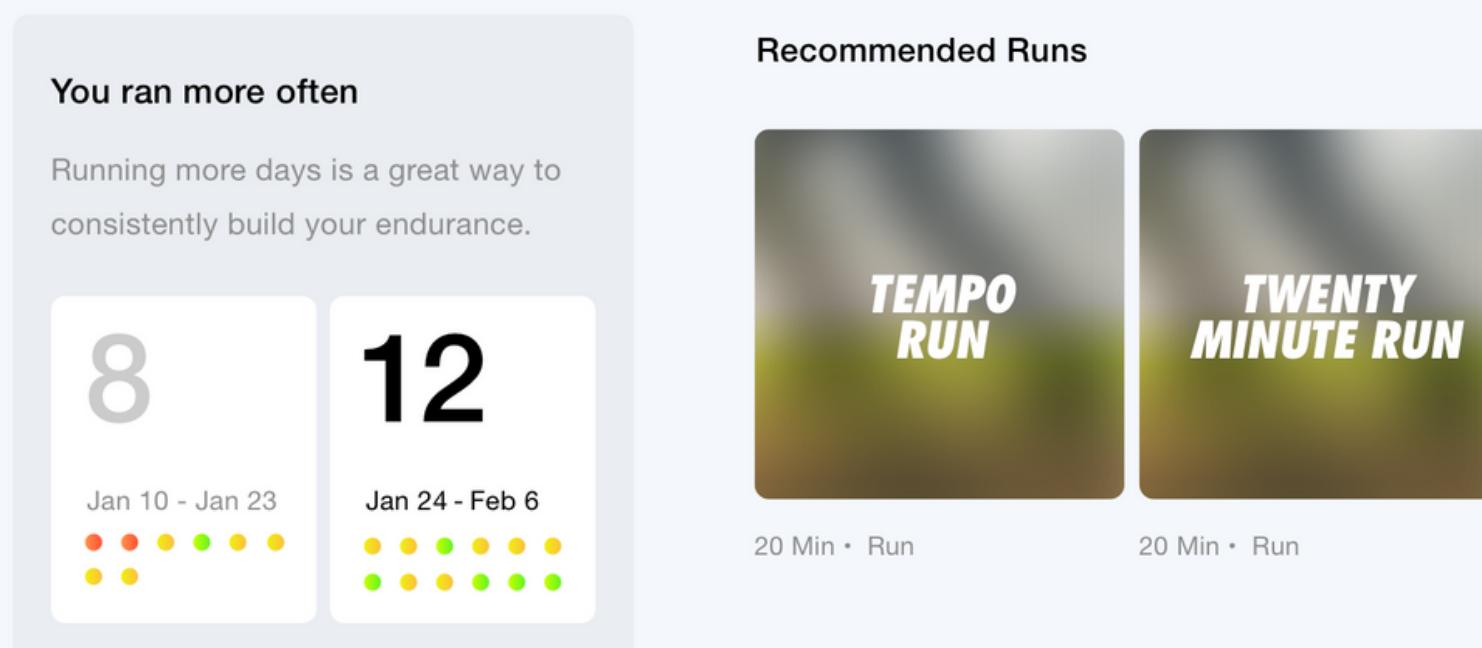




Modular Design



With the rest of the team, I worked with a modular design system for displaying small bytes of data.



Structured grid patterns and a set spacial system streamlined the design and allows users to understand their workout data quickly.





Takeaways

Working with an iconic brand

With such a large and significant brand as Nike, identity is already well-established. I learned to balance innovative ideas with a given design system, brand, voice, and feel.

Visual design and product strategy

Using client reviews as benchmarks for improvement and iteration, I translated feedback on product strategy into actionable visual and interaction design tasks.

— 12





See how we're helping families through COVID-19.

vasco rx Family Health Fertility Veterinary About Us Mobile Refills

A pharmacy that thinks outside the pill box

Custom compounded medication made easy

Get started

Fulfilling your specific needs with medications

We personalize your medications according to your preferences

Family Health > Fertility > Veterinary >

Nationwide shipping
Licensed in 50 states

Keeping you and your loved ones happy and healthy

Vasco's service commitment to you



Vasco Pharmacy

Bringing human-centered design into pharmacies

— 13





Project Scope

Team

I worked as the main freelance **Web Designer and Illustrator**. High-fidelity prototypes would then be handed to a web developer.

Duration

September, 2020 – Present

This ongoing project has spanned a few months, facilitated through phone calls with the pharmacy reps.

Tools

Figma, Adobe Photoshop

— 14





The Opportunity

Vasco Pharmacy specializes in compounded, personalized medications. When I was contacted, the website was well in need of a facelift and rebranding.

As web designer and illustrator, I singlehandedly redesigned the pharmacy's website and developed a new branding positioning and design system.

The end deliverable consisted of a home page, as well as brief informational pages dedicated to Family, Veterinary, and Fertility health.



Final Design

The image displays four wireframe prototypes of the Vasco Rx website's home page, arranged diagonally from top-left to bottom-right. Each prototype features a light orange header bar with the Vasco Rx logo and navigation links: Family Health, Fertility, Veterinary, About Us, and a COVID-19 update. A prominent orange call-to-action button labeled "Get started" is located in the top right corner of the header.

- Top Left Prototype:** Features a teal header bar. The main headline is "Making fertility treatment affordable" with the subtext "We understand your unique needs and preferences". It includes a "Get started" button and a "Mobile Refills" button. Below the headline are two sections: "When only compounded alternatives will do" (with a small illustration of a person jumping) and "Medication for every step of the process" (with illustrations of various medical treatments). A large teal sidebar on the right contains the text "Contact us to speak to one of our compounding specialists".
- Top Right Prototype:** Features a light orange header bar. The main headline is "We create treatments as unique as you" with the subtext "When only compounded medications will treat you and your family". It includes a "Mobile Refills" button. Below the headline are four categories: "Hormone replacement" (illustrated with hormone vials), "Sexual health" (illustrated with pills and a leaf), "Anti-aging" (illustrated with a cream jar and a box), and "Medication for every step of the process" (illustrated with a syringe and a bottle).
- Bottom Left Prototype:** Features a teal header bar. The main headline is "A pharmacy that thinks outside the pill box" with the subtext "Custom compounded medication made easy". It includes a "Get started" button and a "Mobile Refills" button. Below the headline are two sections: "A vast variety of treatment options" (illustrated with various pills and containers) and "Medication for every step of the process" (illustrated with a syringe and a bottle). A large teal sidebar on the right contains the text "Contact us to speak to one of our compounding specialists".
- Bottom Right Prototype:** Features a light orange header bar. The main headline is "Vasco for vets and pets" with the subtext "Compounded medications for your furry friends". It includes a "Mobile Refills" button. Below the headline are two sections: "Valley fever specialists" (illustrated with a cat and a dog) and "Great flavor options" (illustrated with colorful pills and a glass). A large teal sidebar on the right contains the text "Contact us to speak to one of our compounding specialists".

Common Elements Across All Prototypes:

- Header Bar:** Contains the Vasco Rx logo, navigation links (Family Health, Fertility, Veterinary, About Us), a COVID-19 update, and a "Get started" button.
- Footer Bar:** Contains contact information (4045 E. Bell Rd., Suite 163, Phoenix, AZ 85032; Mon-Fri: 7:30am to 5:30pm (MST); Sat: 9am to 1pm (MST)), social media links (Facebook, Twitter, LinkedIn), and a copyright notice ("© 2020 Vasco Rx. All Rights Reserved").
- Logos:** Includes accreditation logos for AVPS, URAC, and ABPP.



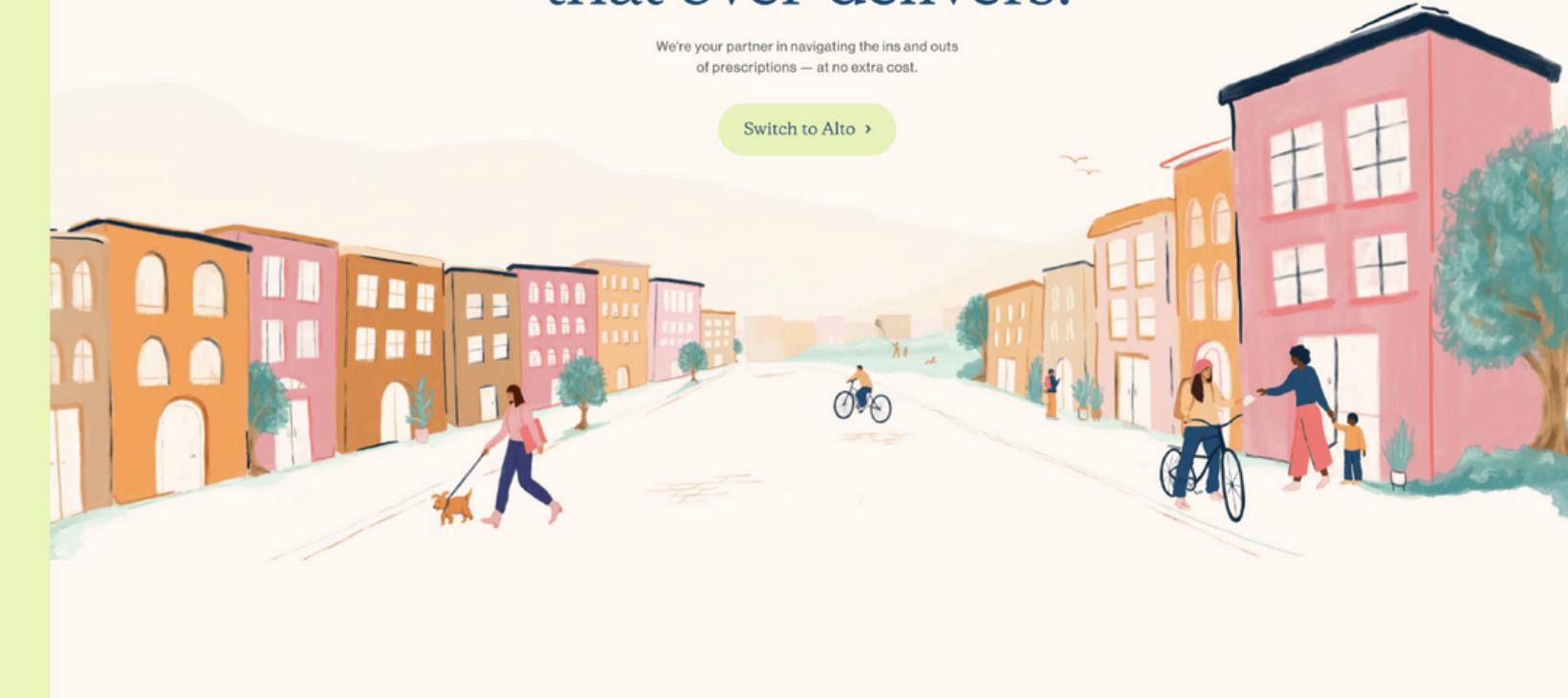
Explorations

When Vasco Pharmacy approached me to redesign their website, I began with an ideation phase composed of creating personas and journey maps to brainstorm potential customer interactions.

Finally, a pharmacy that over-delivers.

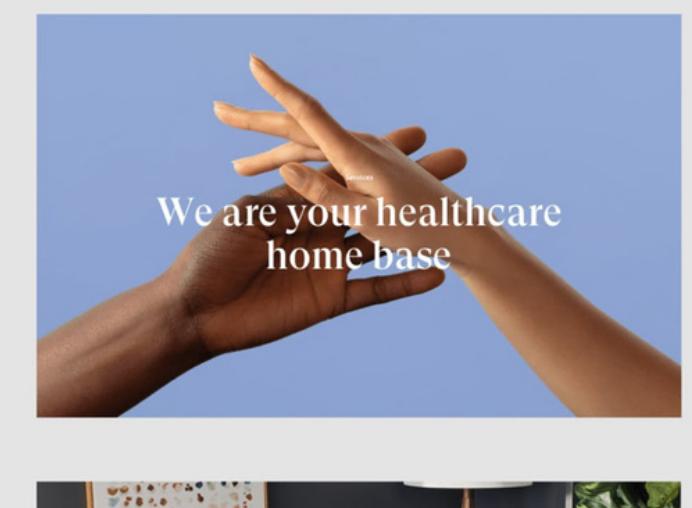
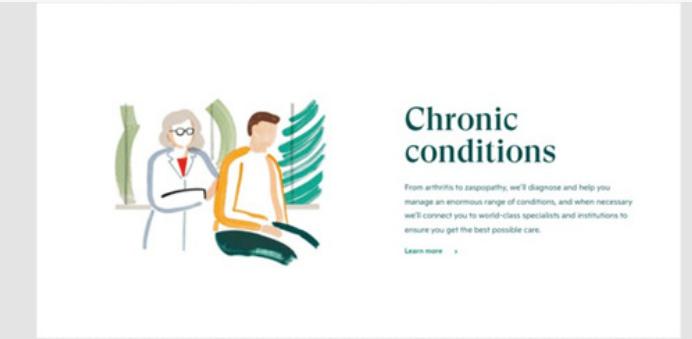
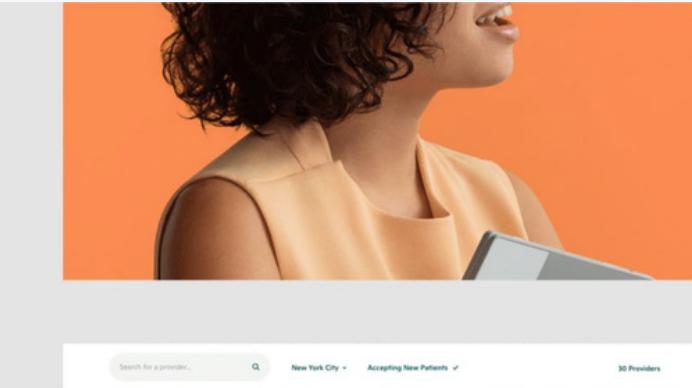
We're your partner in navigating the ins and outs of prescriptions — at no extra cost.

Switch to Alto >



Afterwards, I explored existing B2C medical platforms to get a feel of their design direction and storytelling. I found common themes of hand-drawn illustrations and vibrant colors.

— 17



group visit |

Good health is just around the corner





Brand Positioning

Keeping you and your loved ones happy and healthy

Vasco's service commitment to you



Friendly,
helpful staff



Flexible pickup
and delivery



Ongoing
support



Quality
assurance



Side-effects
management

My earlier ideation phase revealed that patients want to feel cared for and attended to. They want to be comfortable in making important medical decisions.

— 18

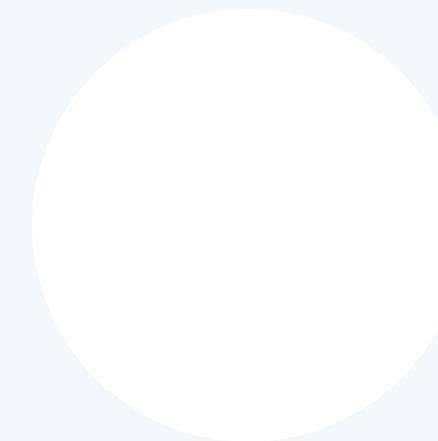
Based off of that insight, I developed a new brand positioning: **Vasco helps families in their every day lives.** The art direction reflected this friendly new positioning.



Colors

Warm / Friendly / Reliable / Knowledgable / Cheerful

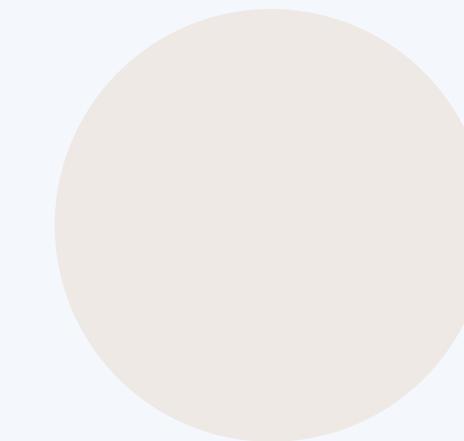
Bright, tropical colors to appeal to both adults and children



HEX CODE
#FFFFFF

HSL:
60 100 99

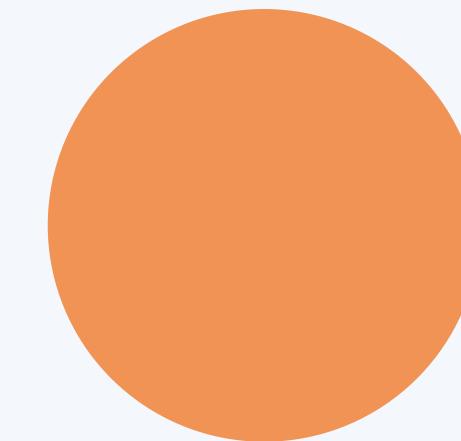
RGB:
255 255 255



HEX CODE
#EFE9E4

HSL:
27 25 91

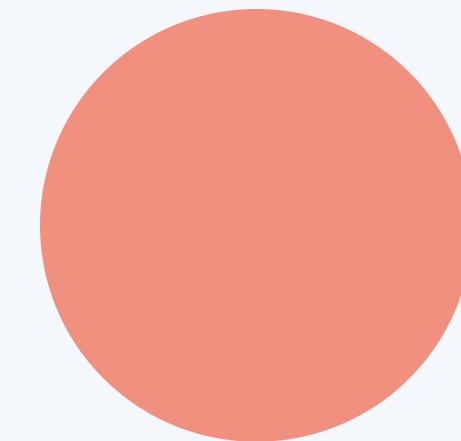
RGB:
239 233 228



HEX CODE
#F09354

HSL:
24 83 63

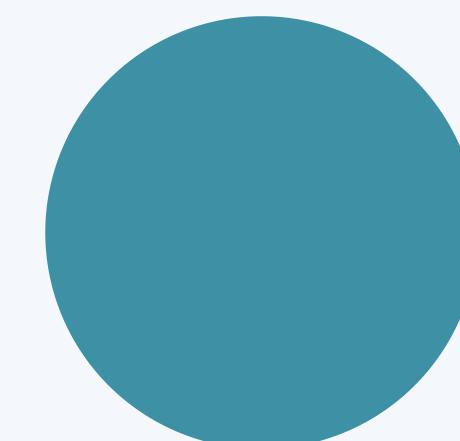
RGB:
240 147 84



HEX CODE
#F2907E

HSL:
9 81 72

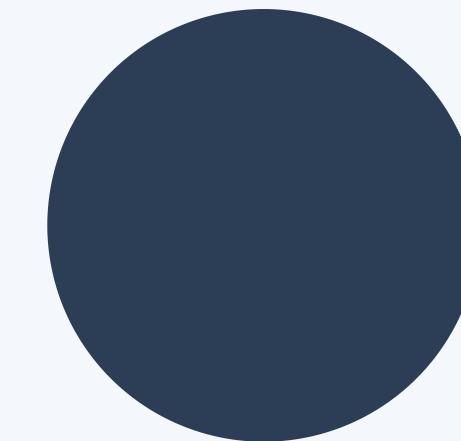
RGB:
242 144 126



HEX CODE
#3F90A5

HSL:
192 44 44

RGB:
63 144 165



HEX CODE
#2C3E55

HSL:
213 31 25

RGB:
44 62 85



Typography

I chose serif and sans-serif fonts based on the juxtaposition of professional and playful.

Headings, subheadings, titles, and large areas

Recoleta

Aa

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

Paragraphs and small material

Circular Std Book

Aa

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ

— 20

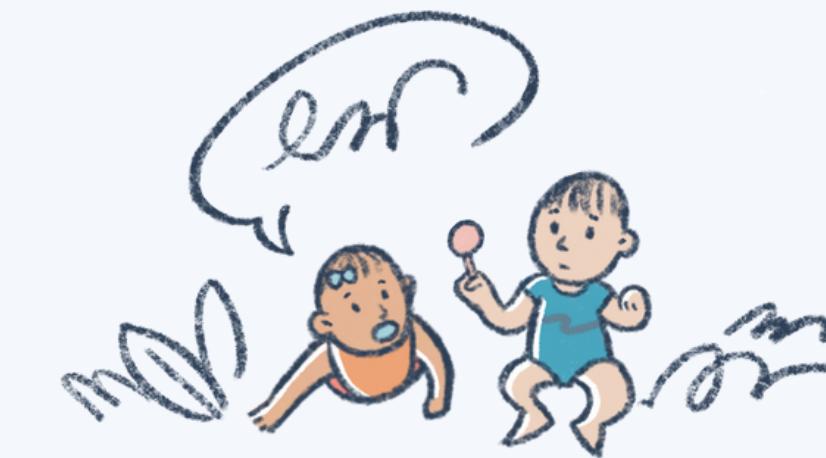
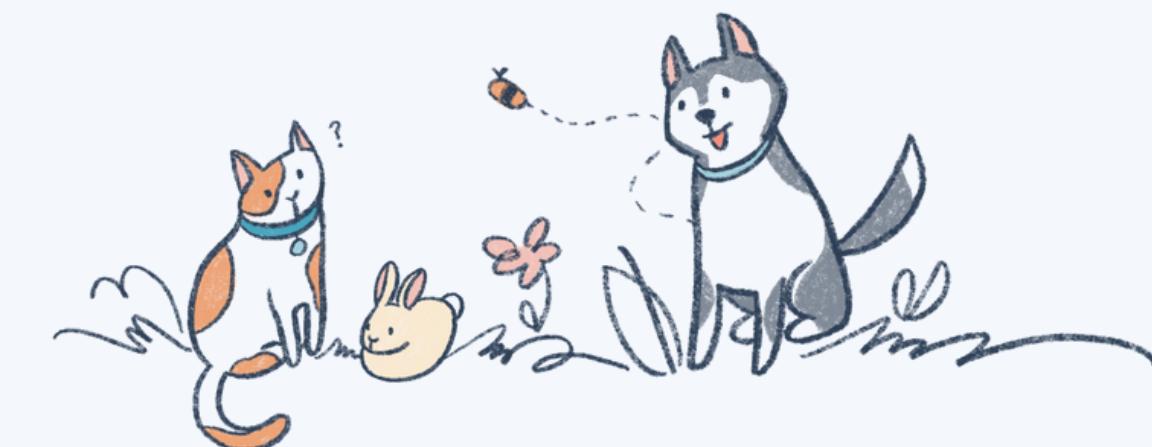




Illustrations

To reinforce the family-friendly nature of the pharmacy, I created custom illustrations using the color palette, focusing on concepts of unity, wellness, and joy.

The client asked for minimal text as the site would serve more as an informational platform rather than a transactional one. As a result, these illustrations also helped convey information about the health categories.

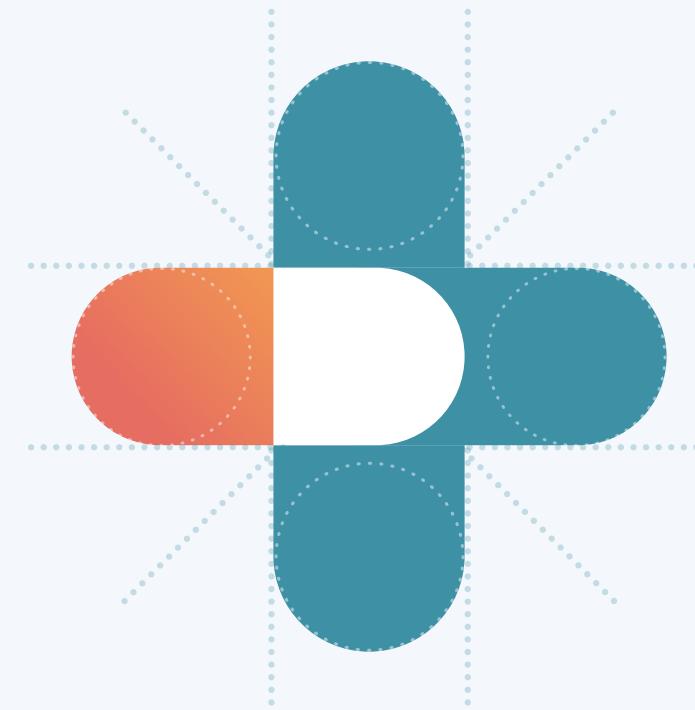


— 21





Logo



I drew inspiration for the logo from the common capsule shape and the first aid cross, combining both to represent Vasco's mission to care for and help their patients.

The screenshot shows a website header with the Vasco RX logo and navigation links for Family Health, Fertility, Veterinary, and About Us. A call-to-action button at the bottom says "Get started".

See how we're helping families ...

vasco rx

Family Health **Fertility** Veterinary About Us

— 22

Making fertility treatment affordable

We understand your unique needs and preferences

Get started





Takeaways

A visual identity from scratch

Working with Vasco allowed me to brainstorm and develop a visual identity from the ground up.

I learned to justify all of my visual design decisions and pay attention to details to ensure a cohesive interface.

Using UX principles to shape visuals

I leaned into UX research and methodologies such as competitive analysis, personas, and journey mapping to help shape the pharmacy's visual identity. This allowed me to base my design decisions on concrete reasoning.

— 23



VISIONS Magazine

Translating the AAPI
experience from paper to
pixels

— 24 —

SUBMIT A
& WRITING

DEADLINE: MARCH 14 @ 11:59 PM
EMAIL: VISIONS@BROWNSCHOOL.EDU
IMAGES: JPG 300 DPI





Project Scope

Team

I worked as the main **Web Designer and Developer** alongside a web content editor and print layout editors.

Duration

October 2019 – Present

Because VISIONS is a Brown/RISD extra-curricular, I work on the project primarily during the school year.

Tools

Figma, HTML/CSS, JS

— 25





The Opportunity

VISIONS Magazine is a visual and literary arts publication that celebrates the diversity of Brown and RISD's Asian/Asian-American and Pacific Islander (AAPI) community.

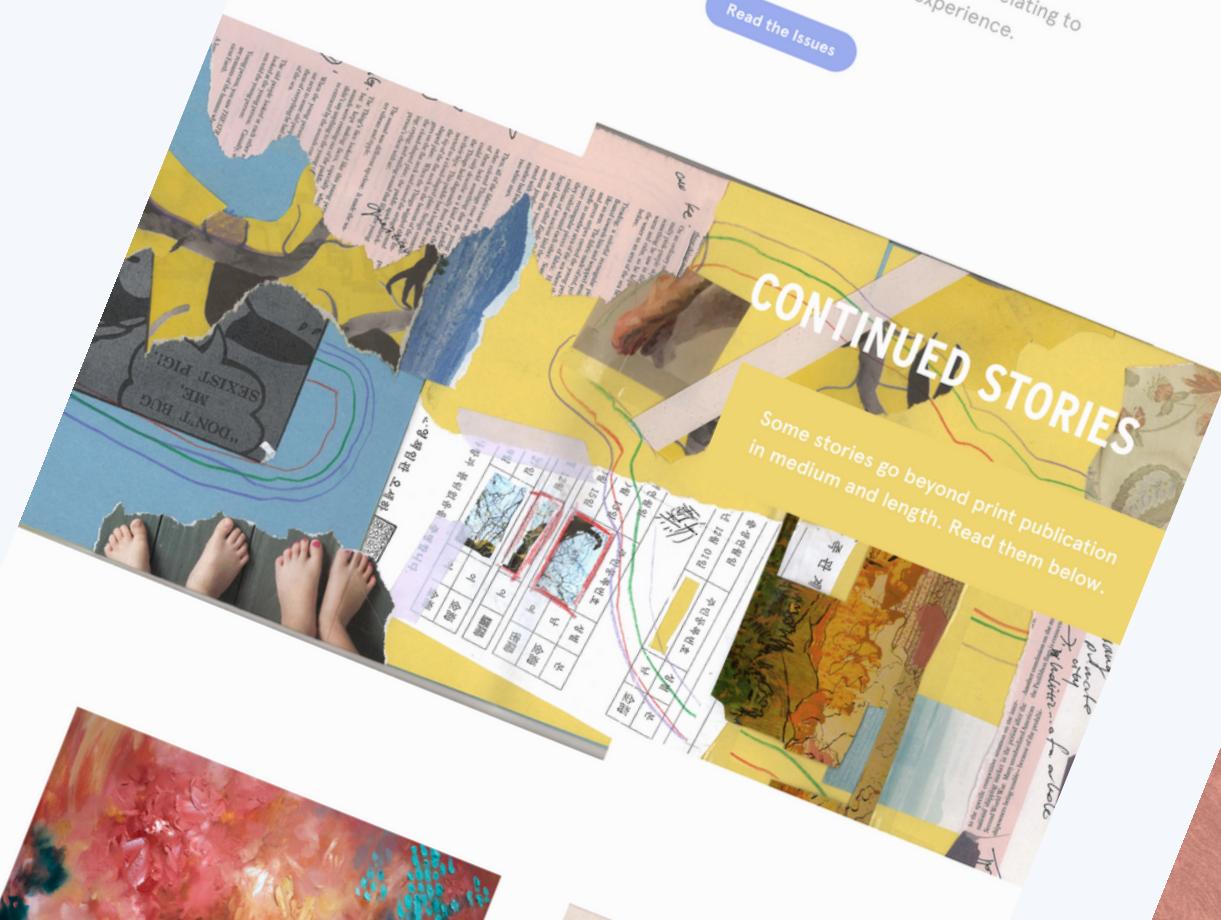
As lead web designer and developer, I endeavored to translate VISIONS' unique branding identity and voice to a web format.

— 26

The end deliverable consisted of a landing page, as well as several individual publication pages dedicated to extended pieces.



Final Design

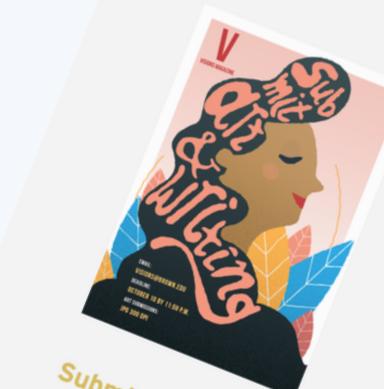


VISIONS MAGAZINE

is a publication that celebrates the diversity of Brown and RISD's Asian/Asian American community. We are committed to being an open literary and artistic forum for Asians and Asian Americans, as well as other members of the university community, to freely express and address issues relating to both the Asian and Asian American experience.

[Read the Issues](#)

UPCOMING EVENTS



Submission Call
October 10, 2020

[Read More](#)



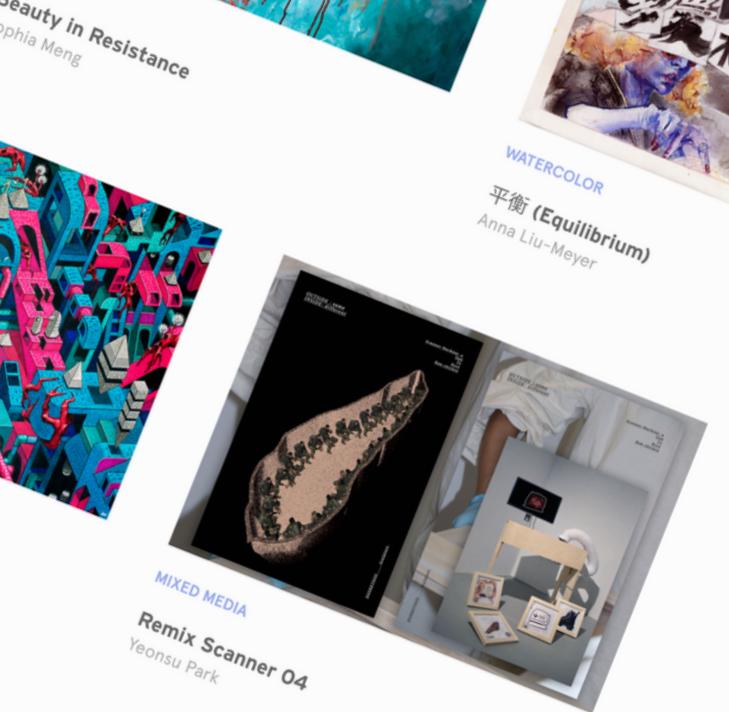
Slam Poetry Reading
October 28, 2020

[Read More](#)



Zine Workshop
November 3, 2020

[Read More](#)





Art Direction



In forming the visual identity of the website, I drew heavily from the print form for a cohesive feel. Instead of having the art and literary pieces separate from the site design, I wanted to integrate them as much as possible.

— 28

In the end, **VISIONS Magazine strives to tell the story of the vibrant and nuanced Asian and Asian-American experience.** All of my design decisions trace back to this objective.

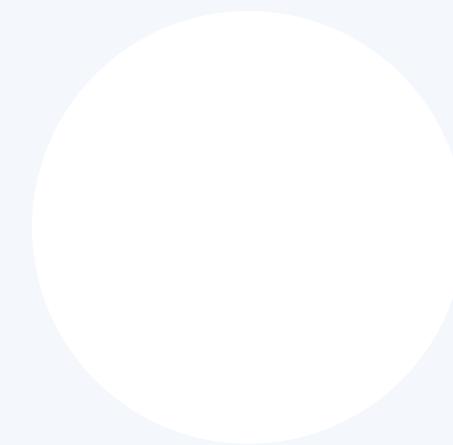




Colors

Honest / Vibrant / Nuanced / Poised / Lucky

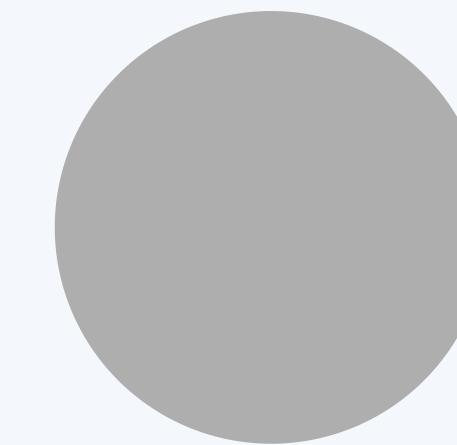
Inspired by Chinese natural elements and folklore



HEX CODE
#FFFFFF

HSL:
60 100 99

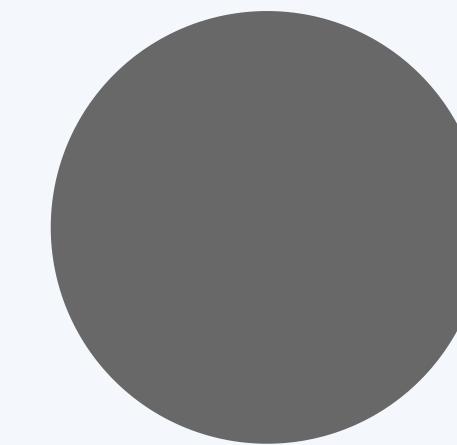
RGB:
255 255 255



HEX CODE
#AEAEAE

HSL:
0 0 68

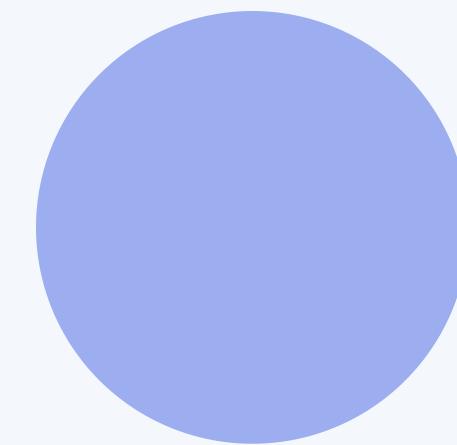
RGB:
174 174 174



HEX CODE
#686868

HSL:
0 0 40

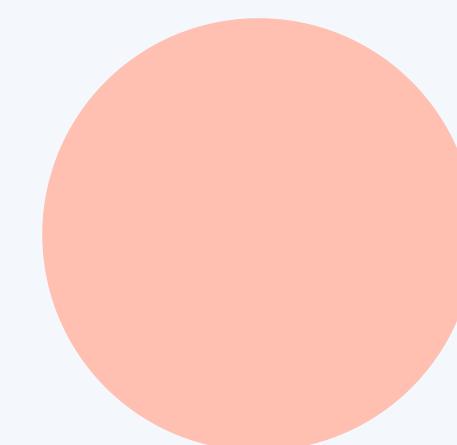
RGB:
104 104 104



HEX CODE
#9CADFO

HSL:
227 73 77

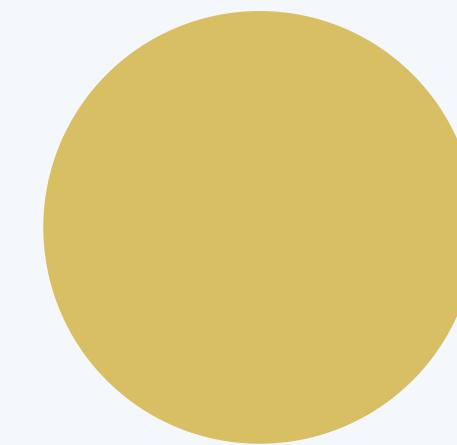
RGB:
156 173 240



HEX CODE
#FFBFB1

HSL:
10 97 84

RGB:
254 191 177



HEX CODE
#D9BF63

HSL:
46 61 61

RGB:
217 191 98

— 29





Typography

I chose fonts in parallel with the print publication, prioritizing legibility and clarity.

Headings, subheadings, titles, and large areas

Interstate Condensed Bold

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Paragraphs and small material

Apercu Regular

Aa

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

— 30





UX Considerations

In choosing typography, I ultimately sought out readable fonts to make the information hierarchy clear and the visual identity cohesive.



Before: New York & Apercu



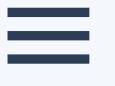
VISIONS MAGAZINE

is a publication that celebrates the diversity of Brown and RISD's Asian/Asian American community. We are committed to being an open literary and artistic forum for Asians and Asian Americans, as well as other members of the university community, to freely express and address issues relating to both the Asian and Asian American experience.

[Read the Issues](#)

After: Interstate & Apercu

— 31





LITERARY

o1 nāga-girl and nāga-queen

Sandra Moore

LITERARY

o2 memoir 1.6

Agnes Tran

LITERARY

o3 inside difference

Yeonsu Park

LITERARY

o4 blog posts

Katie Chiou

LITERARY

o5 traveline

Yeonsu Park



ACRYLIC
Beauty in Resistance
Sophia Meng



WATERCOLOR
平衡 (Equilibrium)
Anna Liu-Meyer



DIGITAL PRINT
Orbital Chaos
Matthew Choi



MIXED MEDIA
Remix Scanner 04
Yeonsu Park

[Read More](#)

Integrating the Art

Early explorations relied heavily on text to convey information, but conversations with the magazine's readers and layout staff revealed the point that we should maximize the visual aspect of the publication.

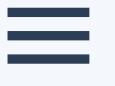
Maintaining a clear grid structure enabled me to integrate the art into the design without losing clarity.

— 32





Poster Design





Takeaways

Storytelling through media

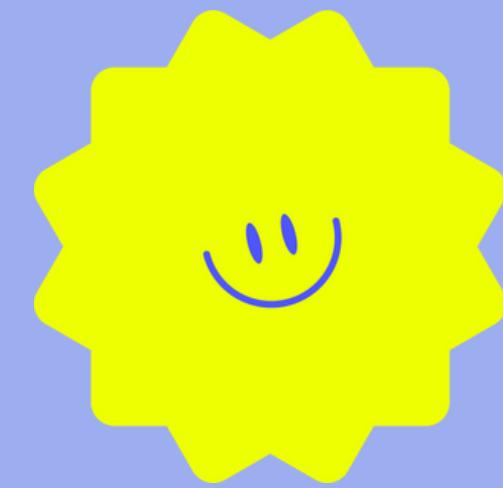
As an Asian-American myself, this process of sharing untold stories about the AAPI experience was very special. I learned to draw heavily from cultural and conversational references to shape and define the visual identity.

Integrating print content

This project served as an exercise in translating print design to web design and ensuring that no communication or stylistic elements were lost in the process between switching mediums.

— 34





— 35

Thank you!

