



**Hello!  
I'm Charisa.**

**Visual Design Portfolio**

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# Who am I?

**visual designer**

specializing in UI/UX and  
product strategy

**human-centered  
design major**

brown university,  
class of 2022

**UX researcher +  
junior designer**

@ UCLA HCI Lab  
@ instrument

**avid hiker +  
sci-fi fan**





# Projects

Nike

VISIONS Magazine

Vasco Pharmacy

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# Nike

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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**

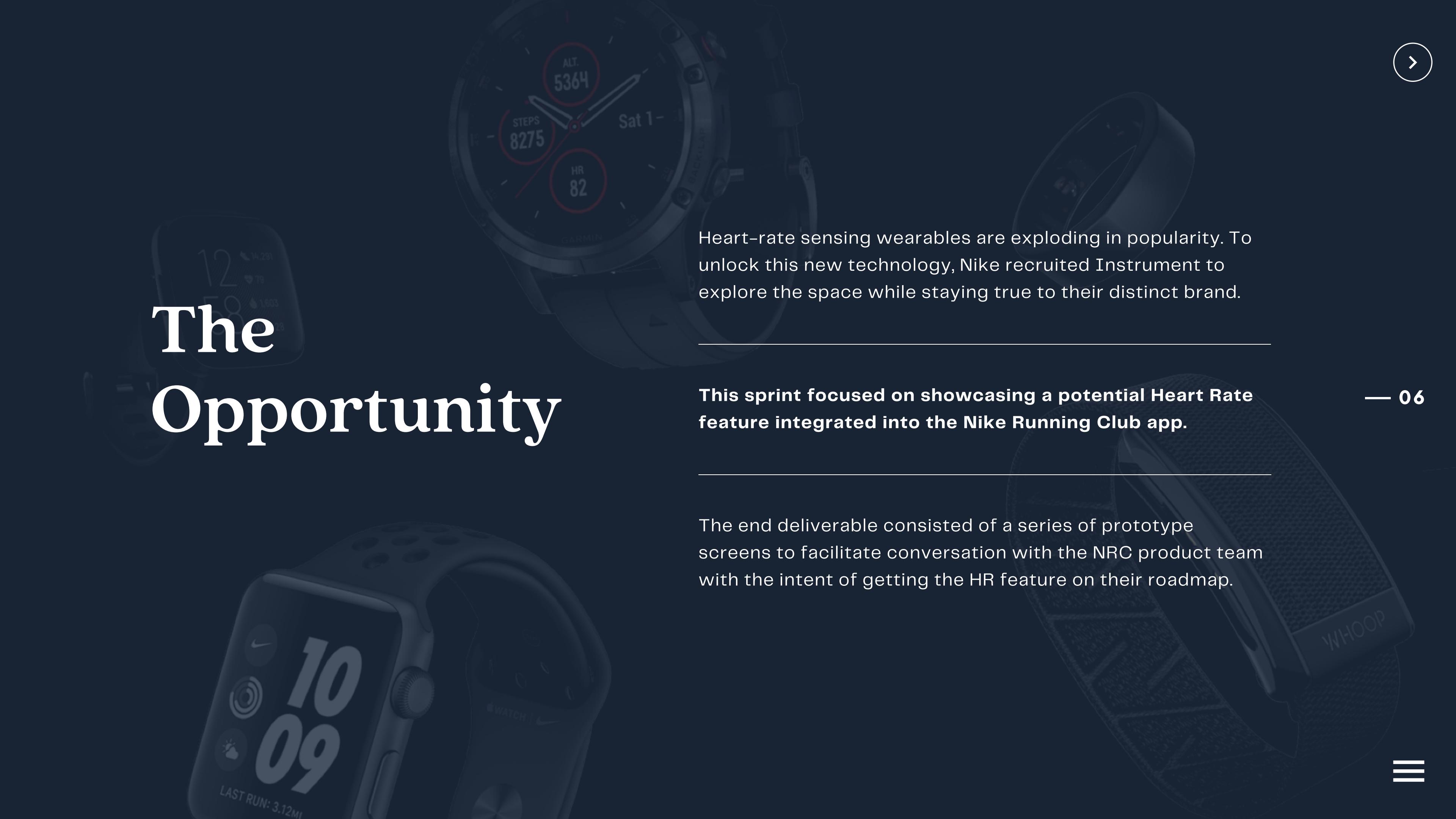
This project spanned only 3 weeks, so it followed a design sprint format, composed of rapid prototyping stints based on client (Nike's) feedback.

## 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.

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

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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



Quickstart Runs



Post-Run



Activity Hub



Goal-Based Runs



AGR Integration

## Heart-Rate Zone Monitoring



## Effort Coaching



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# Final Design



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# VISIONS Magazine

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

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

29 VISIONS



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# Project Scope

## Team

I worked as the main **Web Designer and Developer** alongside a content editor.

## 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

Figma, HTML/CSS, JS

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# 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.

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

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



# Final Design

The image is a collage of various design projects, likely from a final portfolio. It includes:

- A large central image of a magazine cover for "VISIONS MAGAZINE". The cover features a stylized illustration of a face with a flame-like texture on the right side.
- To the left, a smaller image shows a torn paper effect with text snippets like "CONTINUED STORIES" and "Some stories go beyond print publication in medium and length. Read them below."
- On the right, a website interface for "VISIONS" is shown. It features a large blue "UPCOMING EVENTS" section with four cards: "Submission Call October 10, 2020", "Slam Poetry Reading October 28, 2020", "Zine Workshop November 3, 2020", and "Zine workshop". Above the events, there's a logo with three stylized faces and the word "VISIONS".
- At the top right, there's a grid of smaller artworks:
  - "Beauty in Resistance" by Sophia Meng (Watercolor)
  - "WATERCOLOR 平衡 (Equilibrium)" by Anna Liu-Meyer
  - "DIGITAL PRINT Orbital Chaos" by Matthew Choi
  - "MIXED MEDIA Remix Scanner 04" by Yeonsu Park
- At the bottom right, a small image of a person working at a desk with a computer monitor.

# 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.

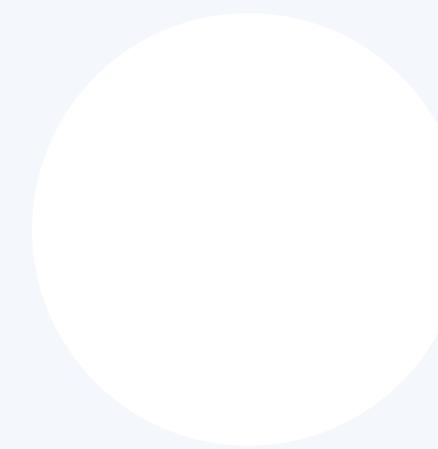
In the end, **VISIONS Magazine strives to tell the story of the vibrant and nuanced Asian and Asian-American experience.** All of my design decisions trace back to this objective.



# Colors

Honest / Vibrant / Nuanced / Poised / Lucky

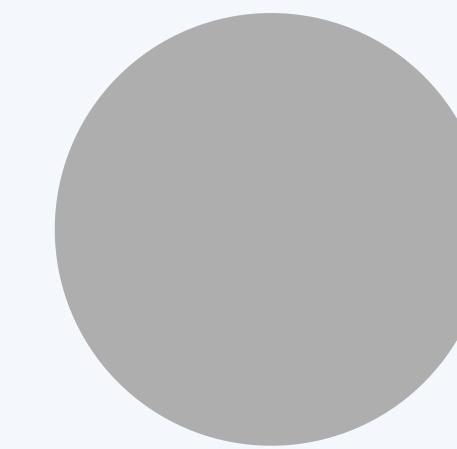
Inspired by Chinese natural elements and folklore



HEX CODE  
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CMYK:  
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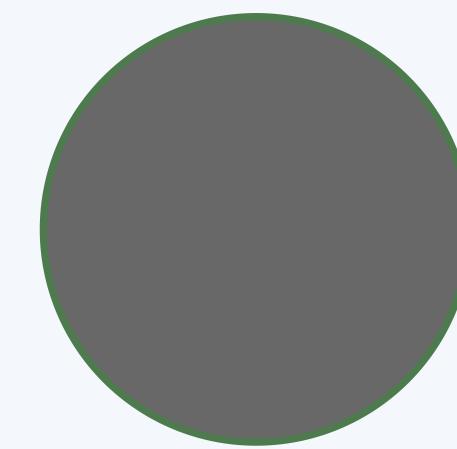
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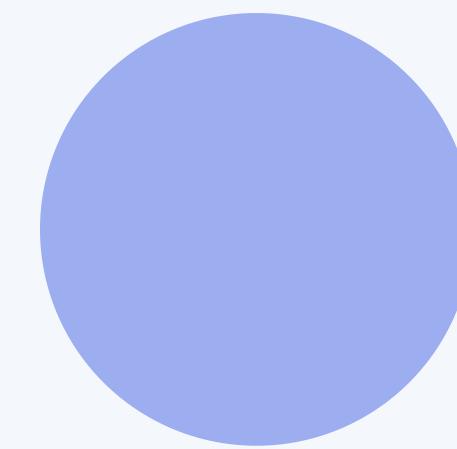
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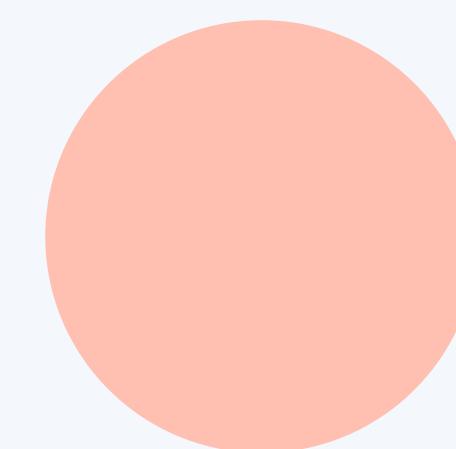
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100 100 100



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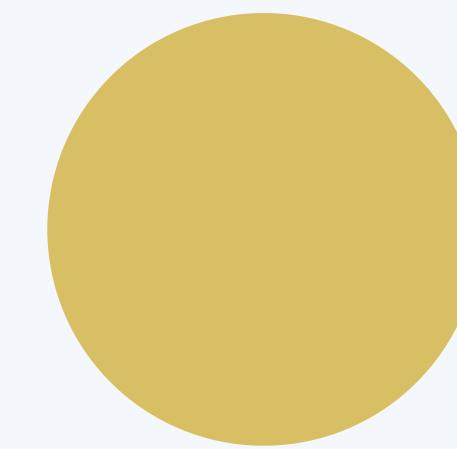
RGB:  
100 100 100



HEX CODE  
#E6E3DE

CMYK:  
80 80 80 80

RGB:  
100 100 100



HEX CODE  
#E6E3DE

CMYK:  
80 80 80 80

RGB:  
100 100 100

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# Typography

Fonts were chosen 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





# Illustration

I created a set of custom illustrations to demonstrate the playfulness of the magazine and balance out some of its more somber themes of identity reconciliation and cultural displacement.





# UX Considerations



## 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](#)



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