

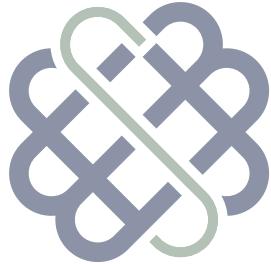
Self Promotion Identity Package

Stephanie Choi

SI 520

12/13/2018

# logo



main palette



C 32  
M 13  
Y 29  
K 0



R 175  
G 195  
B 182  
K 0

alternate palette

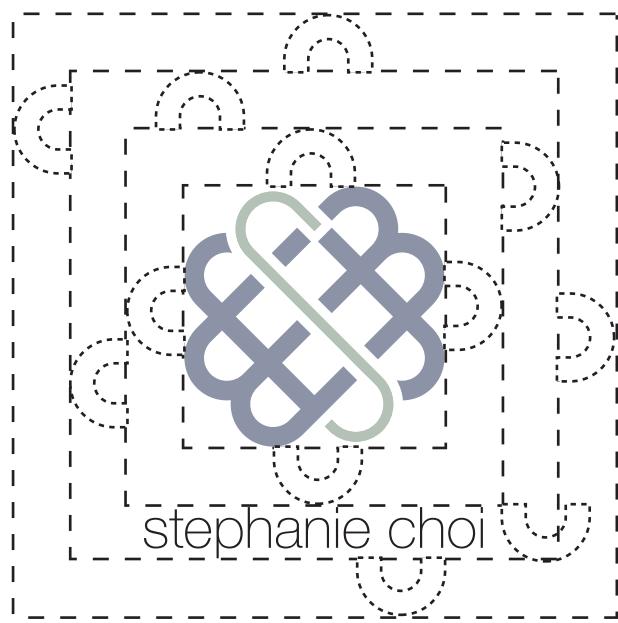
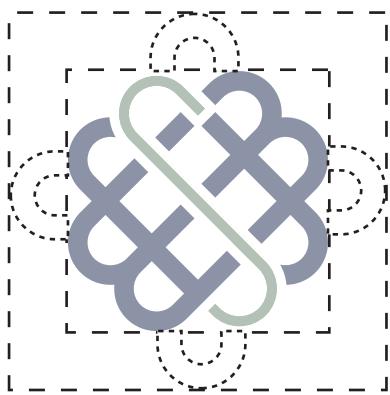


C 8  
M 0  
Y 9  
K 0



R 178  
G 190  
B 214  
K 0

free space guides





## stephanie choi

she.her.hers / they.them.theirs  
university of michigan school of information  
masters student

[download resume](#)

## experience

8.2018 - present  
university of michigan harlan hatcher graduate library  
**library assistant**  
demonstrating empathy in customer service  
conducting reference interviews  
fostering an inclusive learning environment

9.2017 - present  
university of michigan japanese department  
**japanese education project collaborator**  
illustrating for the Japanese Department's visual novel project  
researching and revising documents  
helping form pilot studies for 360-degree video technology

5.2015 - 6.2017  
university of michigan language resource center  
**project coordinator/reservations staff**  
created and curated social media presence for Language Bank  
created graphic designs and promotional materials  
updated website through Adobe Experience Manager  
organized and planned logistics for translation event

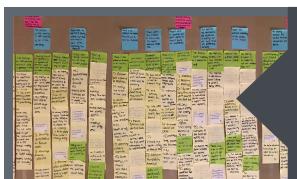
## portfolio



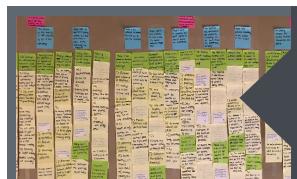
**client project**  
contextual inquiry and consulting methods used to address client's design problem  
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contextual inquiry and consulting methods used to address client's design problem  
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## contact



stchoi@umich.edu

734 355 2677

## get in touch

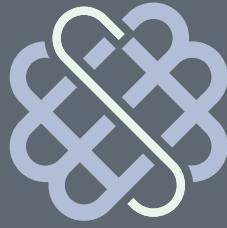
name

email

message

[submit](#)

# mobile interface



**stephanie choi**

she.her.hers / they.them.theirs

university of michigan school of information  
masters student

## projects

### client project

contextual inquiry and consulting methods used to address client's design problem

[read more](#)



### client project

contextual inquiry and consulting methods used to address client's design problem

[read more](#)



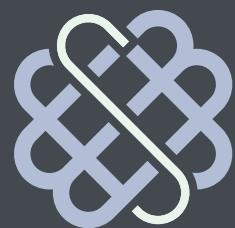
### client project

contextual inquiry and consulting methods used to address client's design problem

[read more](#)



# business card



front

stephanie choi  
university of michigan school of information  
graduate student  
human computer interaction

stchoi@umich.edu  
734 355 2677  
[goo.gl/bjvEc7](http://goo.gl/bjvEc7)

back

# Stephanie Choi

portfolio  
email  
phone

goo.gl/bjvEc7  
stchoi@umich.edu  
7343552677

## Education

### University of Michigan

Master of Science in Information  
Concentration in Human-Computer Interaction

May 2016

### University of Michigan

Bachelor of Arts in English Language and Literature  
Subconcentration in Poetry  
Minor in Japanese Language

May 2020

## Work Experiences

### Library Assistant

*University of Michigan Harlan Hatcher Graduate Library*

8.2018 - Present

- Directing library patrons to appropriate resources
- Practicing empathy and good service procedures
- Conducting reference interviews for patrons both over the librarian chat service and in person
- Fostering an inclusive learning environment

### Japanese Education Project Collaborator

*University of Michigan Japanese Language Program*

9.2017 - Present

- Illustrating for Japanese Department's Visual Novel project
- Researching for and revising documents pertaining project grants, purpose, and scope
- Participating in forming pilot studies for use of 360/180° Video Technology in the beginner's Japanese language classroom

### Project Coordinator/Reservations Staff

*University of Michigan Language Resource Center*

5.2015 - 6.2017

- Created and curated social media presence for Language Bank
- Created original content to be used for promotion, including graphic designs and events
- Updated LRC website using Adobe Experience Manager
- Organized and planned logistics for Language Resource Center event "Translate-A-Thon"
- Moderated daily work flow by addressing questions brought forth by clients and volunteers
- Cataloged new material acquisitions in the LRC Filemaker
- Worked with Reservations staff to assist student staff with media reservations

## Skills

Graphic Design: Photoshop, Illustrator, Color Theory

Programming: Python

Language: English, Korean, Japanese

UI/UX: Adobe XD, semi-structured interviews, KJ method, contextual inquiry, affinity wall, analysis, personacreation, storyboarding, wireframing, prototyping

## Projects

### Client Project

*Contextual Inquiry*

**Skills: Affinity Wall, Client Interview, Analysis**

Worked with client company "A" to address their communication needs. A final solution was developed throughout the semester and presented to the client. Conducted various semi-structured interviews to gather affinity notes. Organized notes into an affinity wall to reach the core issues needing resolution. Brainstormed possible solution options and consolidated all information in a final report.

### Potholes in Ann Arbor - MyRoads

*Interaction Design*

**Skills: Persona Development, Storyboarding, Wireframing, Prototyping**

Premise was to design a UI/UX solution to an every-day problem. Addressed potholes and budget transparency in Ann Arbor. Developed 4 personas and one anti-persona and their storyboards, as well as several design solutions for the issue. After finalizing solution type, created a wireframe and lo-fi prototype for the solution. The prototype was then shared in class for user testing and improvements. After feedback was received, created a mid-fi digital prototype.

### Capuccino Infographic

*Graphic Design*

**Skills: Illustrator, Photoshop, Color Theory, Design Principles**

Created an infographic for my favorite drink using Illustrator, Photoshop, and design elements as they were taught in class. Developed a typeface and color scheme for the project that reflected the content. Utilized a modular grid and baseline grid to guide composition. Applied Gestalt principles to help the information flow visually.

### Logo Design for Just Futures

*Graphic Design*

**Skills: Illustrator, Photoshop, Color Theory, Design Principles**

Created a logo and style guide for UM social work group 'Just Futures'. Incorporated type and design elements.

### Hello Japan! Visual Novel

*University of Michigan Japanese Language Program*

<http://hello-japan-vn.com/>

Constructing a visual novel based on first-year Japanese language instruction for a supplementary method to engage with language learning.

Sponsored by Japan Foundation, Center for Japanese Studies, Center for Research on Learning and Teaching

### Immersive Video Technology

*University of Michigan Japanese Language Program*

Conducting pilot studies with faculty leader to test the feasibility of incorporating 360-degree video technology in a language-learning environment.

# identity application

image by pexels from pixabay.com



# design rationale

## logo significance

shape was chosen because of its ties to my korean heritage (chrysanthemum knot). colors chosen because they are easy on the eye. shape is curvy and fluid and dynamic. aesthetically distinguished one curve because it looks like an "s" shape. the logo design represents my name, culture, and fluid outlook on life.

## helvetica neue typeface

helvetica neue was used due to its availability, sans-serif clarity, and readability. thin was used as the primary font due to its clean and minimal aesthetics. helvetica neue is also one of my favorite typefaces, so it made sense for me to use it to define my identity.

## garamond typeface (for resume)

garamond was chosen for my resume due to its professional look. i chose it over other serif fonts due to its long history as a popular typeface used in literature. as an english major with creative writing background, i felt that using garamond was a way for me to feel connected to my roots as an aspiring writer and creative.

## color significance

green, blue, and purple exhibit analogous harmony. these colors were chosen due to their ease on the eyes. their low-saturation also helps prevent eye strain. the main purpose of my specific color scheme is to help people interacting with me not feel inconvenienced.



# identity guidelines

typographic hierarchy

helvetica neue thin - navigation

**helvetica neue bold - heading 1**

helvetica neue thin - heading 2

**helvetica neue bold - title**

helvetica neue thin - body content

ui/ux elements

button

hover

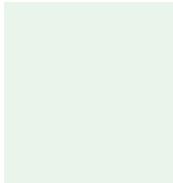
clicked

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email	<input type="text"/>
message	<input type="text"/>



# identity guidelines

## primary palette

e8f4e9		C 8 R 232 M 0 G 244 Y 9 B 233 K 0
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afc3b6		C 32 R 175 M 13 G 195 Y 29 B 182 K 0
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8e9d92		C 47 R 142 M 29 G 157 Y 42 B 146 K 1
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b2bdd5		C 29 R 178 M 19 G 190 Y 6 B 214 K 0
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8a93a8		C 49 R 138 M 38 G 147 Y 23 B 168 K 0
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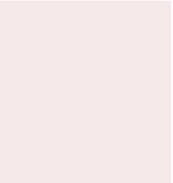
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8e6e96		C 49 R 142 M 62 G 110 Y 20 B 150 K 1
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5c4560		C 65 R 92 M 75 G 69 Y 40 B 96 K 25
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372839		C 71 R 55 M 78 G 40 Y 50 B 57 K 54
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## secondary palette

f4e8e8		C 3 R 244 M 8 G 232 Y 5 B 232 K 0
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c3b1af		C 24 R 195 M 28 G 177 Y 26 B 175 K 0
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9d8f8e		C 40 R 156 M 41 G 143 Y 39 B 141 K 2
--------	---	---

d5c1b2		C 16 R 213 M 22 G 193 Y 27 B 178 K 0
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a8978a		C 36 R 168 M 37 G 151 Y 44 B 138 K 2
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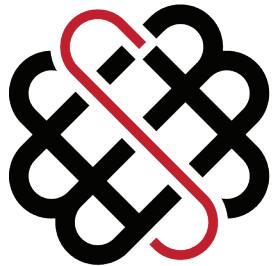
514a45		C 60 R 81 M 59 G 74 Y 62 B 69 K 40
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96926e		C 42 R 150 M 34 G 146 Y 62 B 110 K 6
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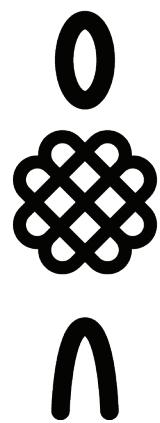
605e45		C 57 R 96 M 49 G 94 Y 73 B 69 K 31
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393828		C 63 R 57 M 57 G 56 Y 76 B 40 K 59
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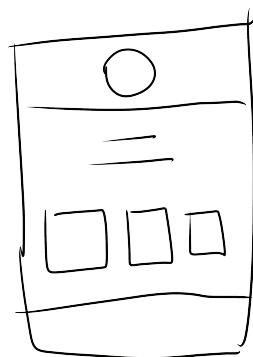
# sketches



formulating logo



S S



mobile interface layout

