



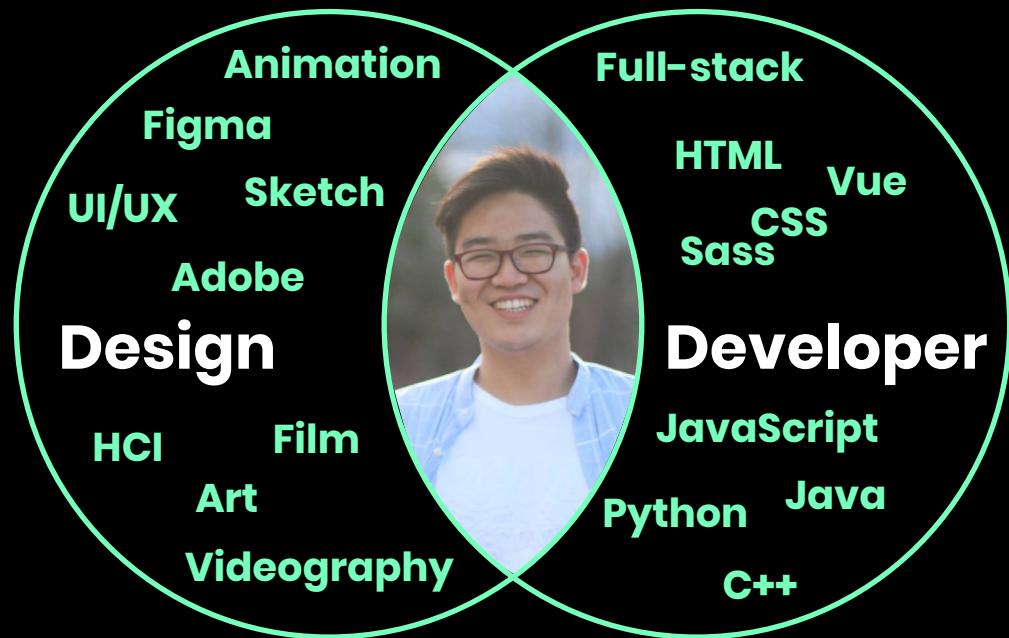
MATTHEW HAN

DESIGN PORTFOLIO
Selected Samples
SPRING 2019

SKILLS

I possess a **multidisciplinary** skill set that combines my artistic and technical knowledge. I understand the painpoints in both disciplines and wish to act as a **bridge** between the two. I firmly believe that **good software requires good design**, and that good design requires knowledge of technology's limitations.

I actively keep up with emerging technology and design trends. Some of my favorite tools include: Figma, Adobe XD, Adobe Premiere Pro, and Adobe After Effects.



02





Date: May 2017

Project: Website Redesign

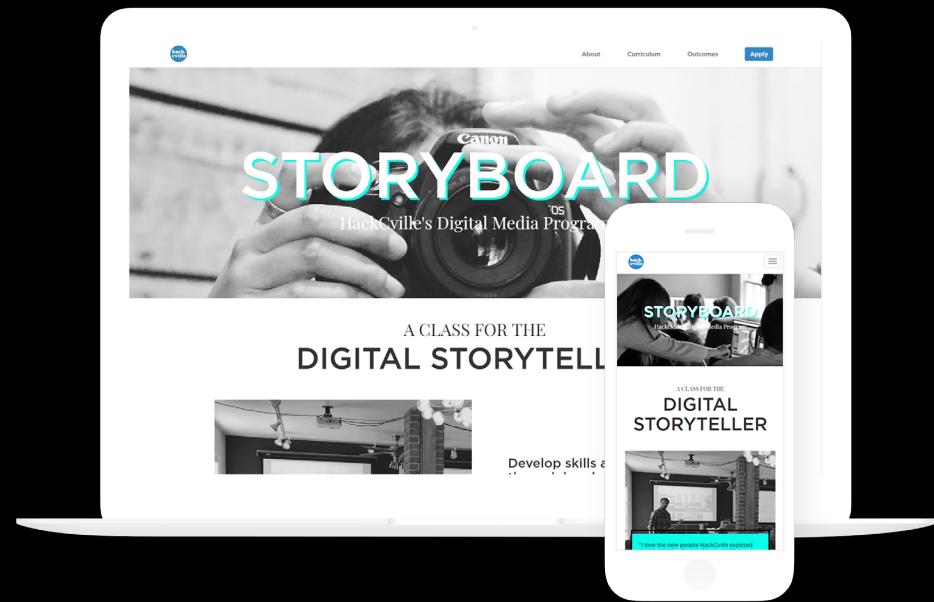
Role: UX & Web Development

Challenge:

Overhaul HackCville's "Storyboard" Program website by introducing a fresh design and up-to-date UX practices.

What I did:

- Setting goals and objectives
- Establishing the user
- User stories & Client Interviews
- Conducted UX research
- Researched current design trends
- Low-fidelity prototypes & wireframes
- Created Style Tile
- High-fidelity prototypes
- Development (functional website)





Setting goals and objectives

What is the website about?

HackCville is a hub for students pursuing careers in entrepreneurship. The storyboard site in particular showcases their 12-week program teaching video production and digital storytelling.

What are the goals of the website?

The goal of the website is to promote the storyboard program and obtain as many applicants as possible.

Who are the users?

Primary users: University of Virginia Students

Secondary users: Charlottesville locals

Who is the client?

The client is the Chief Operating Officer of HackCville.





User stories & Client Interviews

Creating user stories:

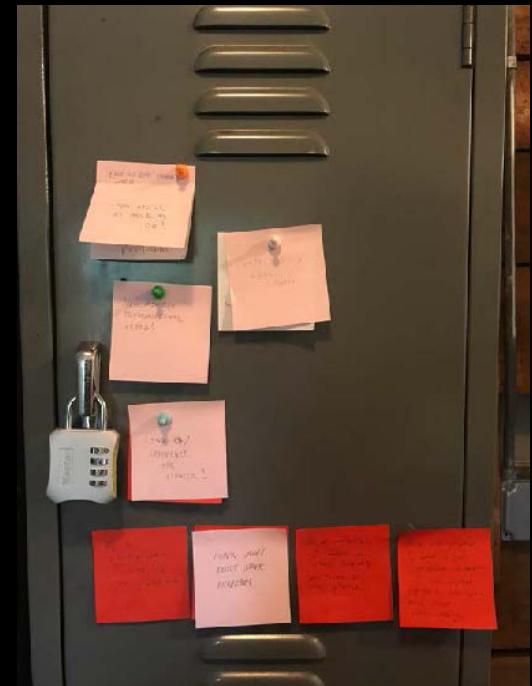
I created various user stories from the perspectives of different types of users in order to target what kind of functionality was needed in the site. I then grouped similar users together based on their wants.

Client interviews:

I interviewed the Chief Operating Officer in order to understand his vision and desires for the site. However, I took notice to the fact that my client is NOT my user. The client may suggest things that end up hurting the user experience. I kept this in mind as I progressed in the design process.

UX research:

I decided to observe selected University of Virginia students through contextual inquiry, in which I would observe a user interact with the current Storyboard site. Rather than prompt specific questions or guide them, I instead wanted to see their natural flow and first impressions of the site. I found out that for the majority of students, none of them had a clear sense that the current page was supposed to be for Storyboard itself. Clearly, a better design was needed.





Wireframes

The wireframe shows a mobile layout for the 'Storyboard' page. At the top is a navigation bar with 'About', 'Curriculum', 'Outcomes', and 'APPLY' buttons. Below is a large title 'STORYBOARD' and subtitle 'HackCville's Digital Media Program'. A large central area contains the text 'A CLASS FOR THE DIGITAL STORYTELLER'. Below this is a section titled 'Develop skills lorem ipsum dolor' with placeholder text. To the left is a 'See It In Action' section with a placeholder image. To the right is a 'LET THEM TELL YOU' section with a placeholder image.

The wireframe shows a grid-based layout for learning modules. At the top is a header 'WHAT YOU'LL LEARN'. Below are four columns of cards: 'Creative Writing' (with placeholder text), 'Photography' (with placeholder text), 'Editing Software' (with placeholder text), and 'Video'. A central column contains cards for 'How to Interview' (with placeholder text) and 'Audio' (with placeholder text). Below these are sections titled 'LET THEM TELL YOU' and 'Instructor 2', each with a placeholder image.

The wireframe shows a desktop layout for the 'Storyboard' page. It features a header 'STORYBOARD' and 'HackCville's Digital Media Program', followed by a main content area with a placeholder image. Below is a section titled 'WHAT YOU CAN DO' with a placeholder image.

The wireframe shows a desktop layout for the 'WHAT YOU'LL LEARN' page. It has a header 'WHAT YOU'LL LEARN' and a table structure with rows for 'Creative Writing', 'Videography', 'Photography', 'How to Interview', 'Editing Softwares', and 'Audio'. Each row contains placeholder text and a 'Develop skills lorem ipsum dolor' section with placeholder text. At the bottom is a 'WHAT YOU CAN DO' section with a placeholder image.





Style tile

HackCville Storyboard Redesign
Style Tile - Dorothy Wang & Matthew Han
version:1



Hex Code: #3187c8 Hex Code: #000000 Hex Code: #ffffff Hex Code: #09ffe7 Hex Code: #0912ff

SEE UPCOMING & PAST EVENTS

EXAMPLE

SEE UPCOMING & PAST EVENTS

EXAMPLE

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ADJECTIVES

Creative Radical Explosive
Innovative Risky Fresh



High-fidelity Mockups

Image with testimonial example



Videography

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Development

Technologies used:

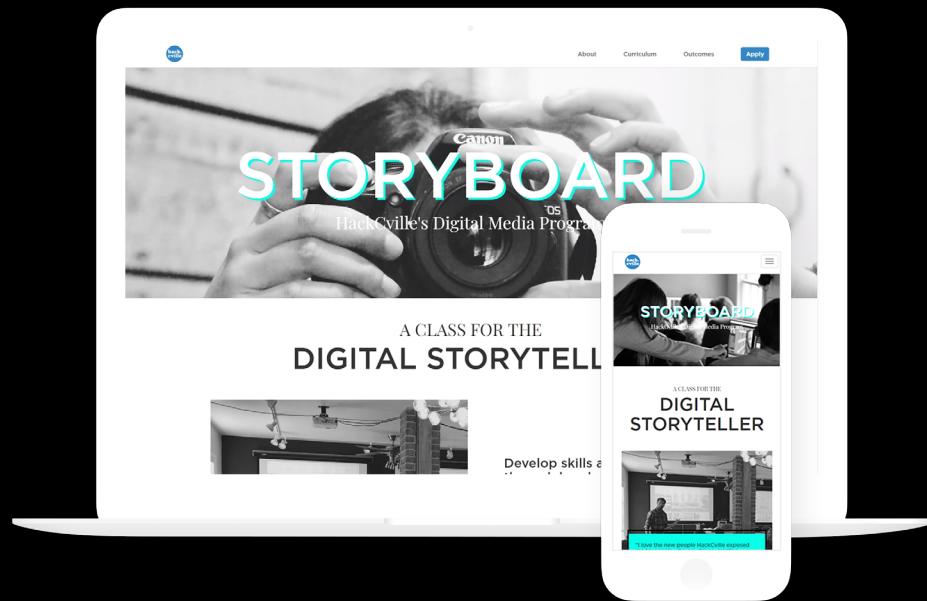
Bootstrap, HTML, CSS, Javascript

Prototyping tools used:

InDesign, Illustrator, Figma

Interact with a live hosted version:

Click [here](#)





Date: Dec 2018

Project: Website Redesign

Role: UX & Web Development

Challenge:

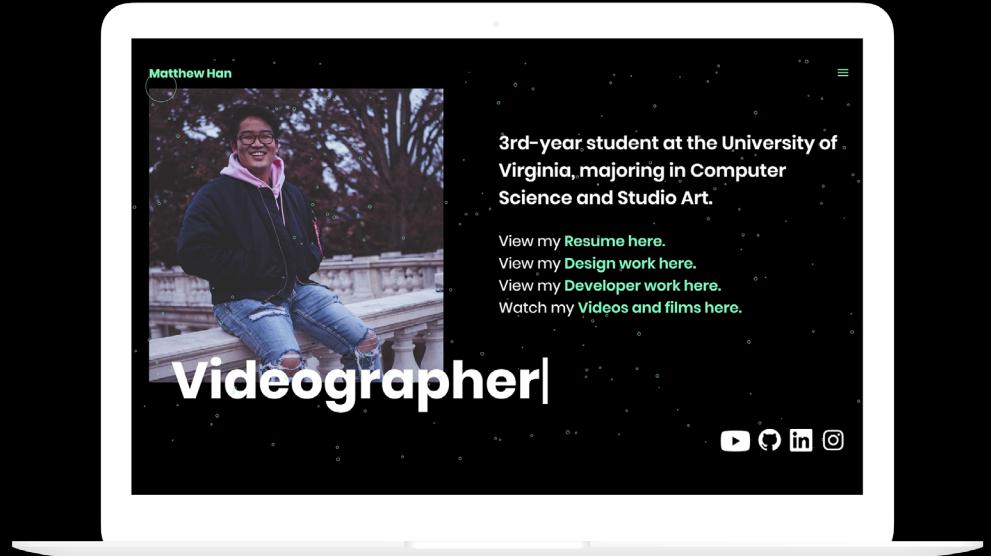
A complete refresh of my personal website.

Motivation:

My first website was created with the inside-out philosophy. I had prioritized function over usability. This lead to a site with a bad user experience ... I knew I could do better.

What I did:

- Setting goals and objectives
- Establishing the user
- Conducted UX research & testing
- Low-fidelity prototypes & wireframes
- High-fidelity prototypes
- Development (functional website)





Setting goals and objectives

What is the website about?

A hub to showcase myself to potential employers. This includes my portfolios (design, computer science, videography) and resume.

What are the goals of the website?

To fix all of the issues with my past website as well as create a website that effectively sells myself to employers (and hopefully get an internship/job too).

Who are the users?

Primary users: Hiring Managers

Secondary users: Other students, professionals

What was wrong with my previous website?

I went straight into coding without even thinking about design. I completely skipped the iterative design process and behaved like a stereotypical engineer. I also never really thought about who the “users” were. I had effectively created a website for myself, and not for my actual targeted users. I used excessive spinning and strobe-like animations that looked pleasing to many of my peers, but to many recruiters it created a bad user experience. What should have been a simple means to look at my portfolio and resume turned into a harder experience.



Case Study
Personal Site





UX Research and Testing

Lessons learned from the classroom:

- Speed of UI: Lower the amount of clicks needed to get to a point of interest
- Design for the USER, not the client
- If your target user belongs to an older demographic, try to minimize scrolling
- Do not neglect responsive design (some people's main computer is their smartphone)
- Users often leave web pages in 10-20 seconds, therefore I wanted to make my website as fast as possible (less dependencies)

User Testing:

I built a prototype in Adobe XD and had some close alumni (who often come visit UVA as recruiters for their companies) walk through my website. The majority agreed that they enjoyed that everything was only 1 click away (resume, portfolio, etc.).

While I enjoyed the compliments, the criticism was more valuable to me. The feedback I received led me to a couple of key changes in my design: color and element hierarchy. My initial design used all white text, which led to some initial confusion on where exactly to click to access my resume. I used the bright teal color to highlight the clickable UI elements in my site. Font choice was also an issue, as my initial font did not stand out and grab attention as well as I thought it did. These small changes made huge differences, and I am glad I did not just jump straight into development.

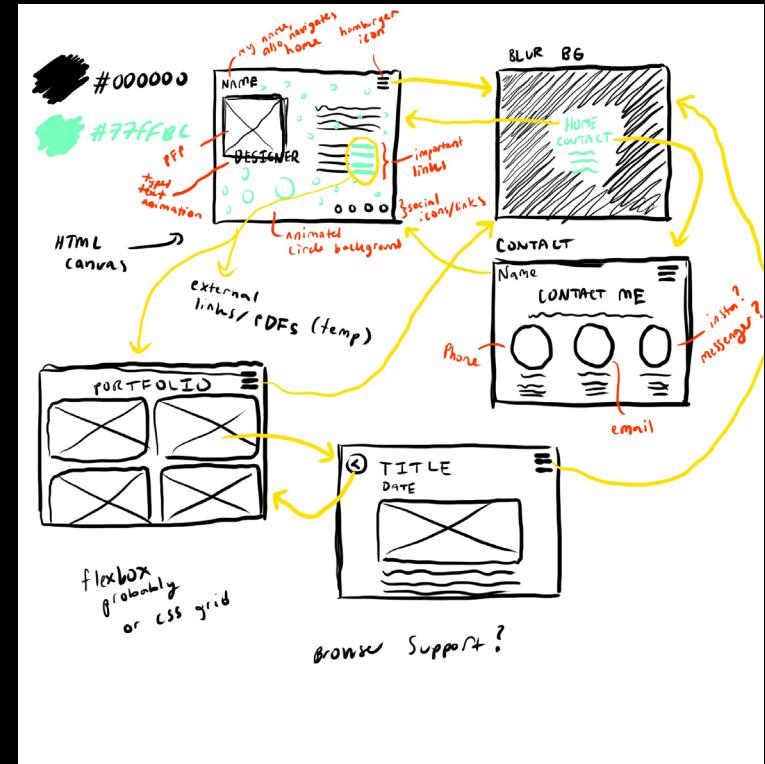




Wireframes

Matthew Han

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Prototype

Interactive Prototype:

Click [here](#) to view the Adobe XD prototype.



homepage

clicking hamburger menu button

Design Portfolio

Design Portfolio - (cont.)

Clicked on work

The Korean Student Association Website

Developer Portfolio

Film page

Film Portfolio

Contact me Page





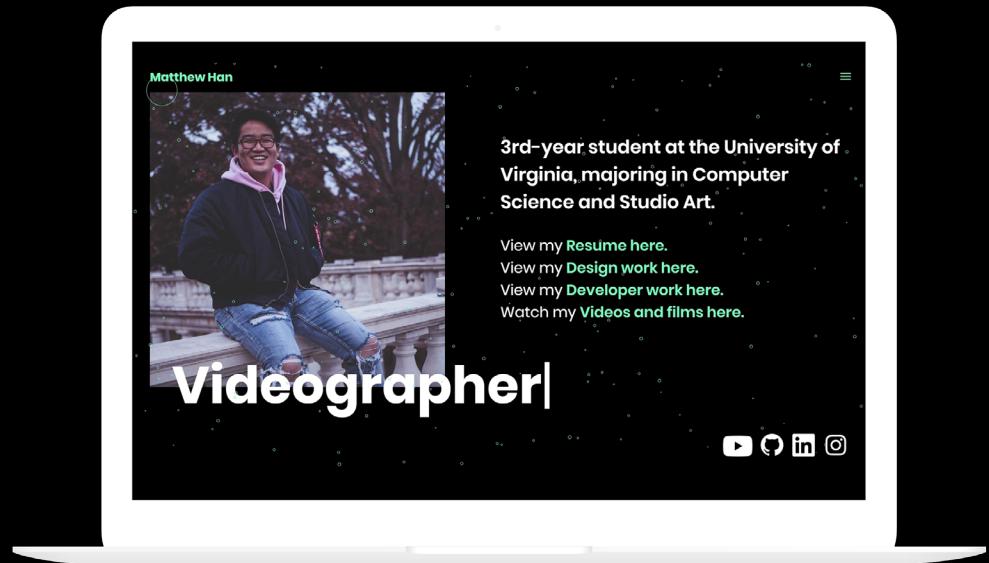
Development

Currently in development:

I am actively working on the site during my free time between classes. As of now, it is not yet matching the prototype, but I hope to get there soon.

Technologies I am using: HTML, CSS, JavaScript, Sass, Jekyll, HTML Canvas, Netlify

Click [here](#) to see my current progress.



Other projects



Date: Summer 2018

Project: Korean Student Association Website

Role: UX & Web Development

Challenge:

The creation of the Korean Student Association website.

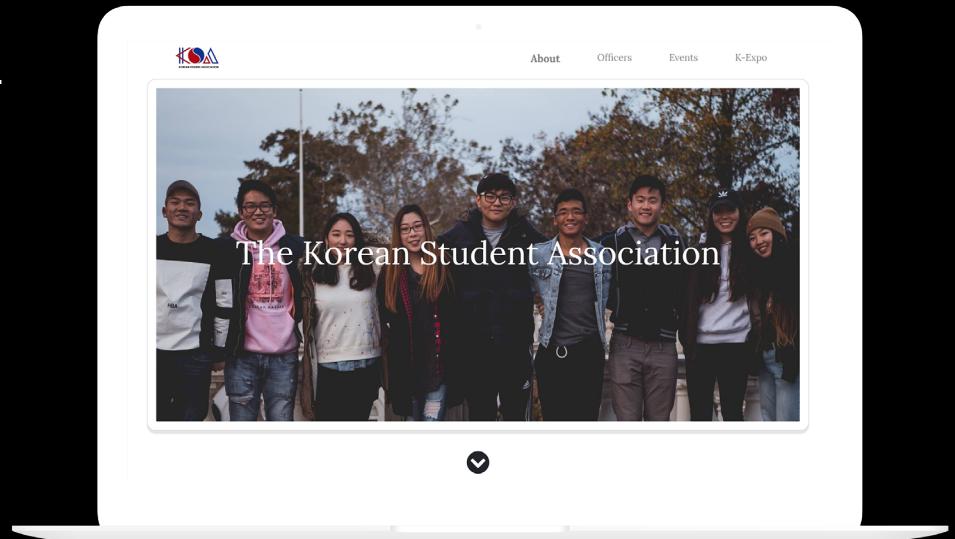
Motivation:

As the Vice President of KSA, I wanted to increase our organization's online presence. We've never had a website before, so I took it upon myself to create one.

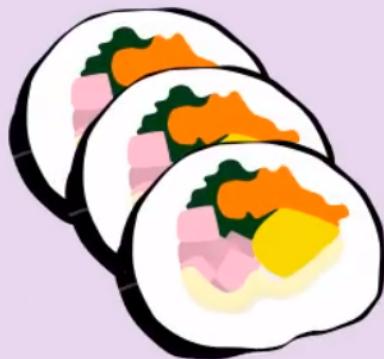
What I did:

- Setting goals and objectives
- Establishing the user
- Conducted UX research & testing
- Prototypes ([click here to view](#))
- Development (functional website)

Click [here](#) to view the live website.



After Effects Animation Work



HYP
salad topper

WHAT'S WRONG
WITH SECRETARY KIM?

