

SELA TRAN

DESIGN / UX PORTFOLIO

Contact

selatran.desn@gmail.com

206 412-1838

Hello, I'm Sela (see-la).

Who I Am

I am an aspiring graphic designer based in Seattle, WA. With my expanding experience in design, I can help with creating visual concepts and branding. Currently, I am pursuing a degree in Design and a certificate in User Experience Design at Eastern Washington University.

What I do

I've worked on a variety of different area of designs such as branding, motion, product design/packaging, web design, and UX design/research. In addition, I have also done design work for other program studies at EWU and nonprofit organizations; creating social media posts, logos, design rebranding.

My Goals

I believe in the architectural design principle of form following function. I use this principle to help combine the visual aesthetics of design with a clear message behind the client's need brand. My goals are to create lasting designs that have a positive impact on the world and environment.

Cheez

Healthy & Local

Locally own and opereated in Spokane, WA, Cheez is a fermented non-dairy cashew spread created from scratch in the kitchen of Leo Walter. My task was to recreate the current packaging jar designs and make fine detail adjustments to the logo and text placement.



CLIENT

Cheez

SERVICES

- Product Design
- Logo Refinement
- Icon Illustration
- Graphic Design

Tasks

- Design a three set jar gift package.
- Organize and group text information

Design Tools

- Adobe Illustrator
- Adobe InDesign
- Adobe Dimension

Product Site

mmmcheez.com

Applying Research

After gathering information from my client, I set out to Illustrator and InDesign to create a layout that would carefully include all required labels and text for the Cheez product. In the image above, I added a neutral color to increase contrast and reused the blue text per Client request. The grey background label allowed more lighter text to be visually seen when different flavor of Cheez is used on the jar, such as salted lemon flavor. Using a grid design, I rearranged all text and added minor visual geometric components to create a an easy to read experience for users to scan the product at a glance.

Icon Illustrations



New Label Design



A Design Solution

My label redesign is reusable and versatile. The color adds more information from a customer's perspective and helps with finding a specific flavor from product line without having too read everything on the label.

Hot Drink Dispencer

A Contactless Drink Dispenser.

A contactless way to order your drinks in the cold weather. The Covid pandamic has placed a huge emphasis on contacless ordering. A drink dispenser that allows customer to choose and order their hot drinks from a screen is a great way to get people used to contactless ordering.

CLIENT

EWU

SERVICES

Product Design

Illustration

Graphic Design

UX/UI Design

Tasks

Design an interface for ordering drinks on a large screen display.

Create accompanying illustrations and apply typography hiearchy.

Design Tools

Adobe Illustrator

Figma

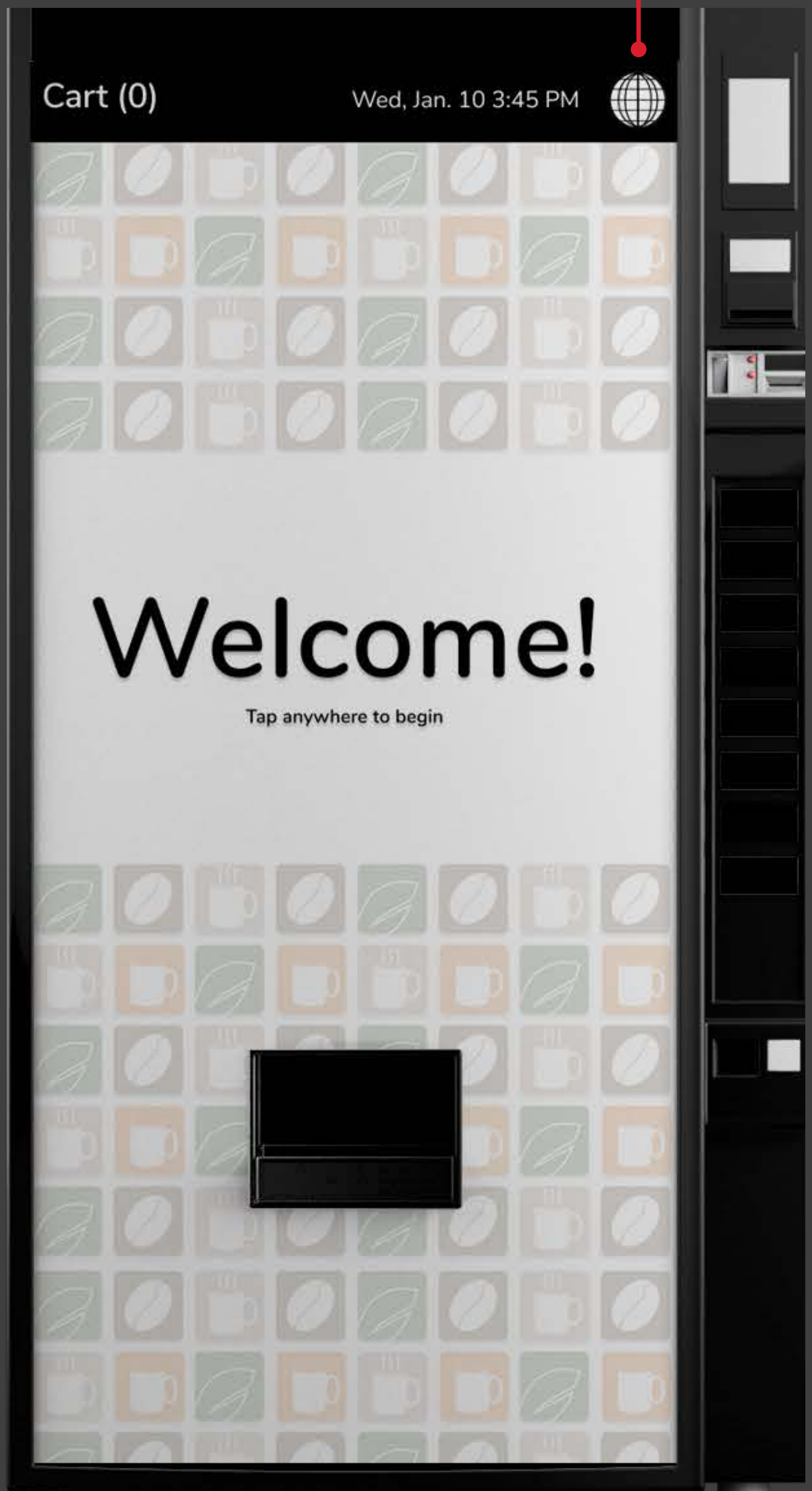
Figma Link

[Hot Drink Dispencer Demo](#)

My Process and Final Result

I knew that I needed to create a decision flow map to create an interface experience that logically follows a normal drink purchase at the counter. The goal of this project is to create a fuss free experience of choosing different hot drink beverages, paying for the drinks, then receiving the drink.

Language
option

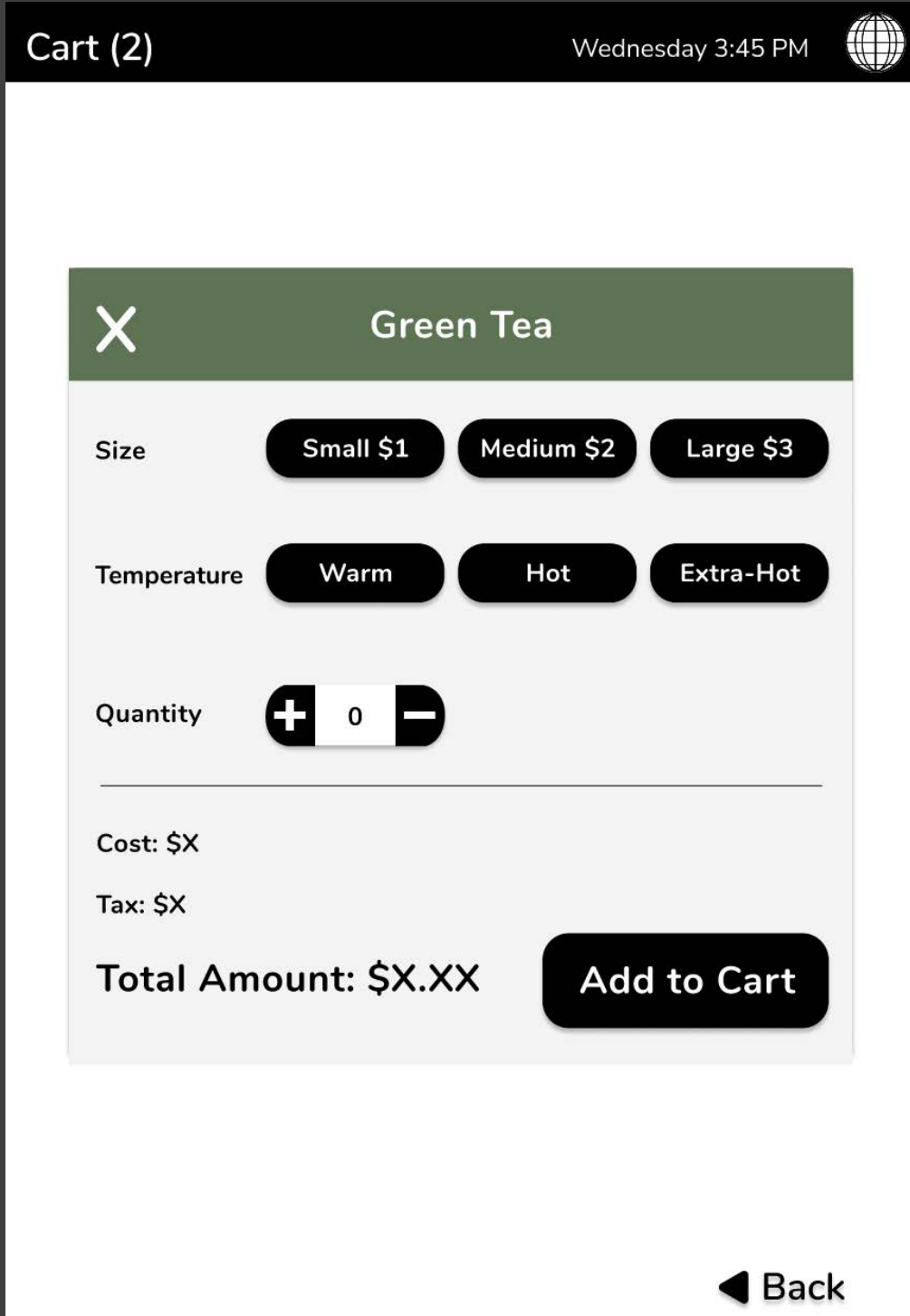




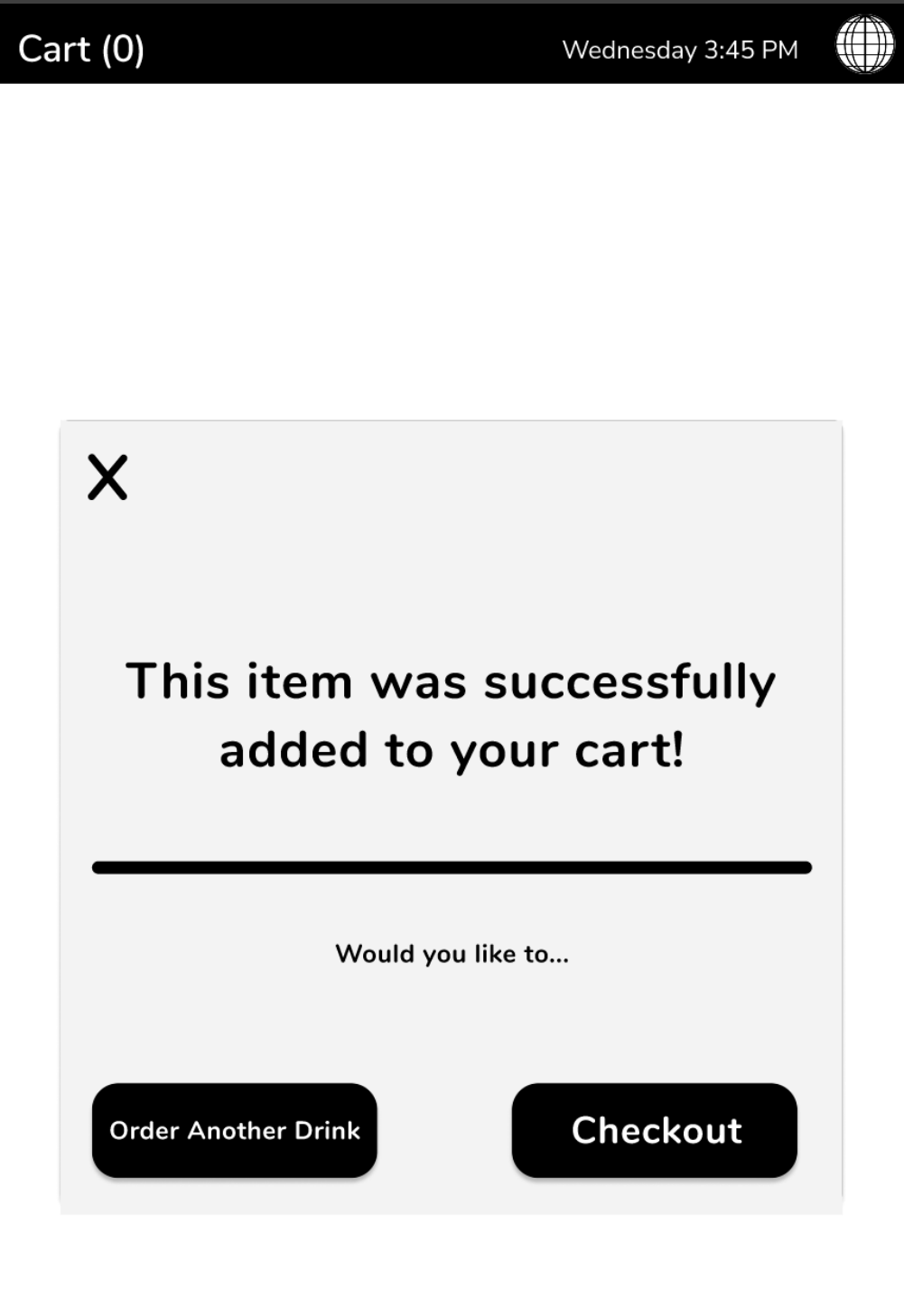
Step 1
Choose the drink type.



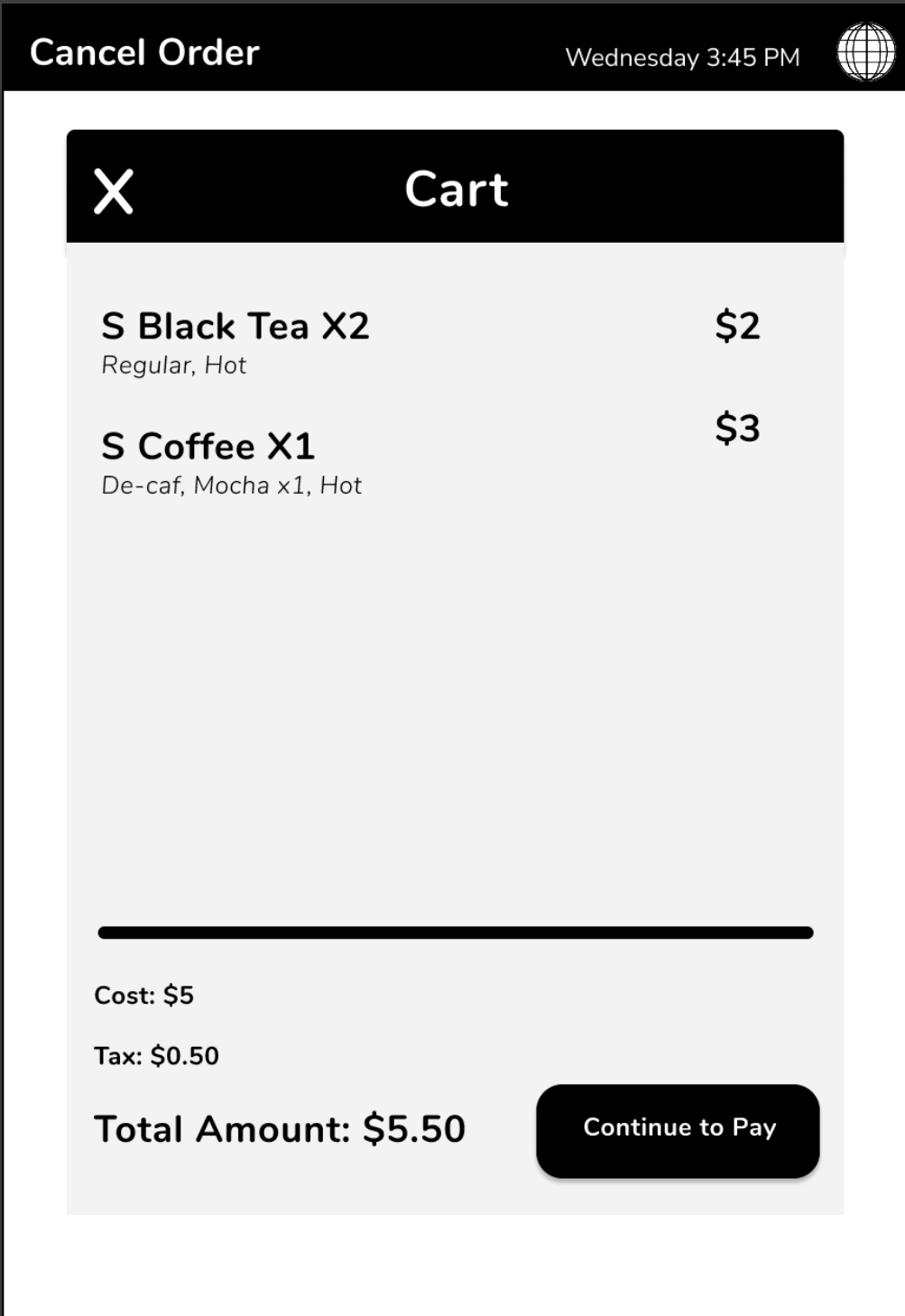
Step 2
Specify type of drink if applicable.



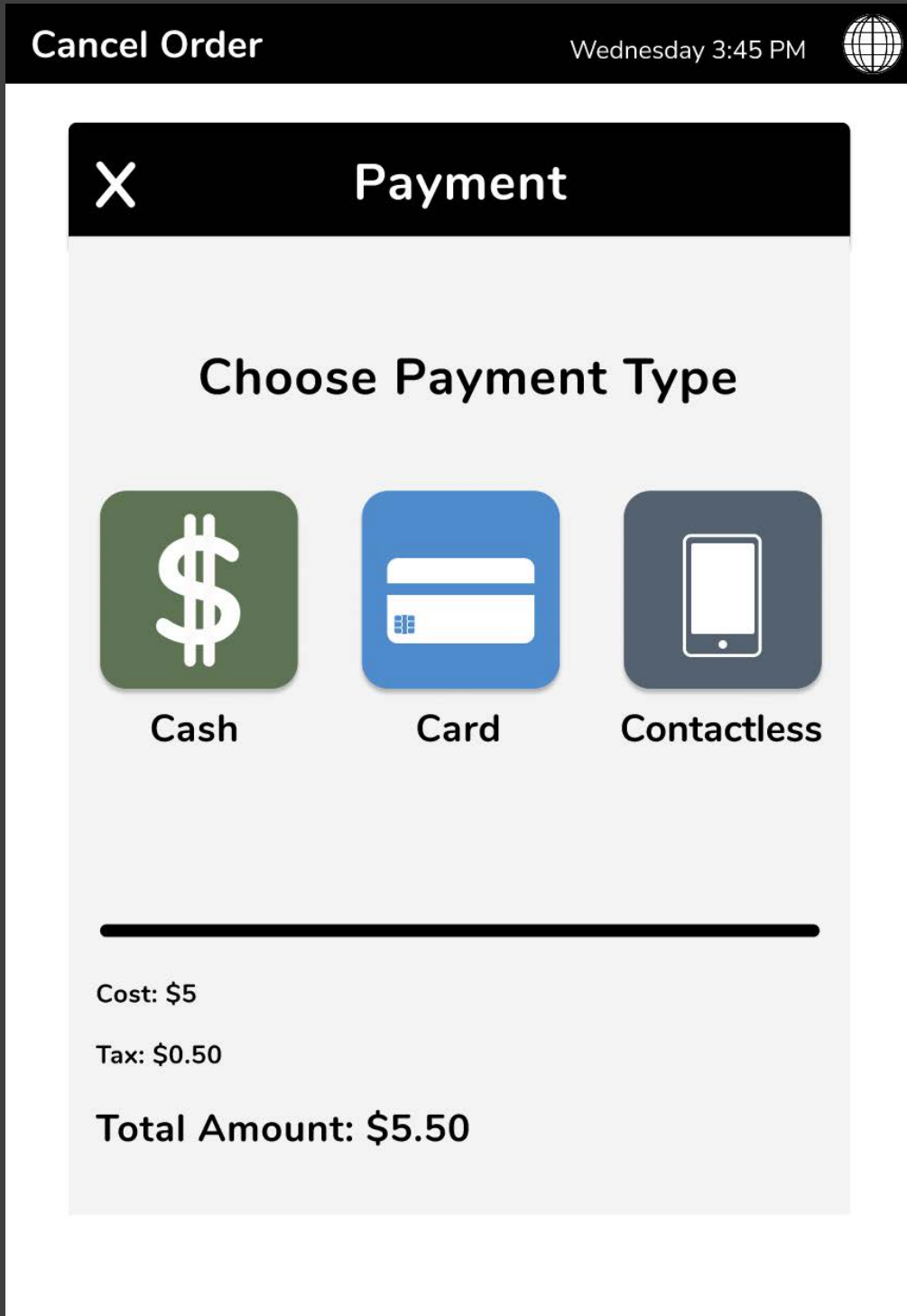
Step 3
Choose size, quantity, and customize drink. Add to cart or cancel by tapping back.



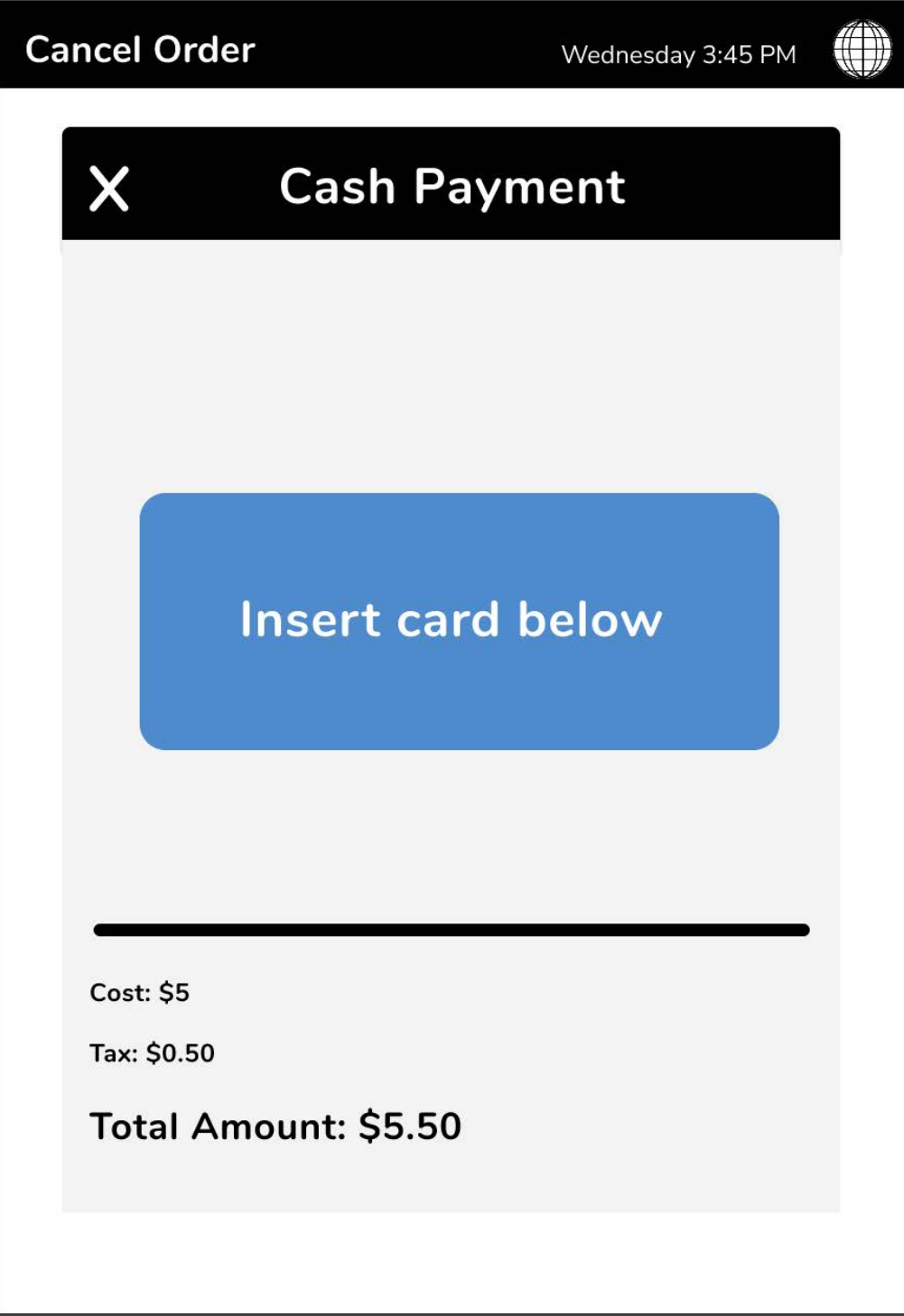
Step 4
Add another drink after placing an order or go directly to checkout page.



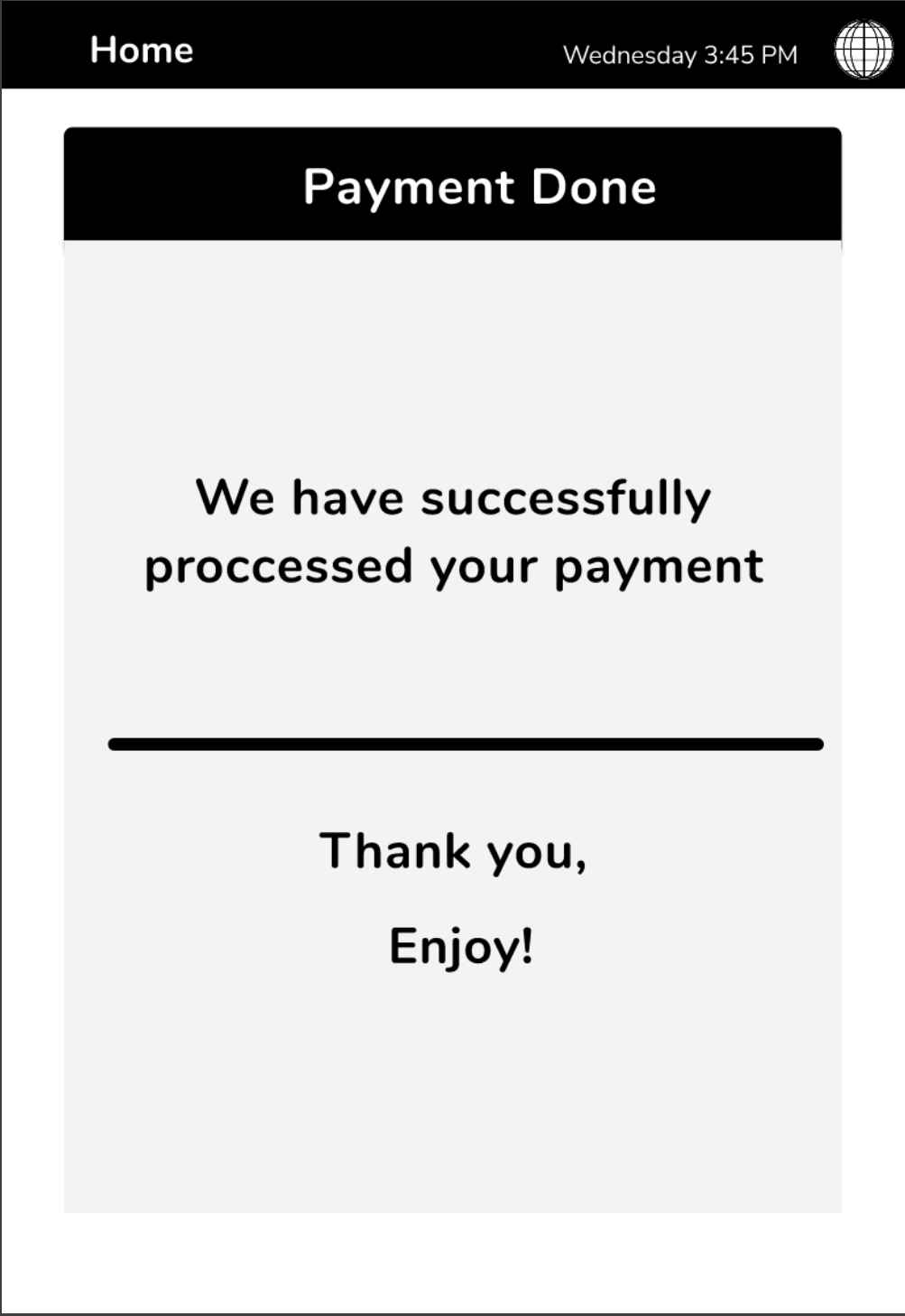
Step 5
View the total in your cart aftrter proceeding to checkout.



Step 6
Pick the type of payment.



Step 7
Follow payment instructions on screen.



Step 8
Complete order and make the drink(s).



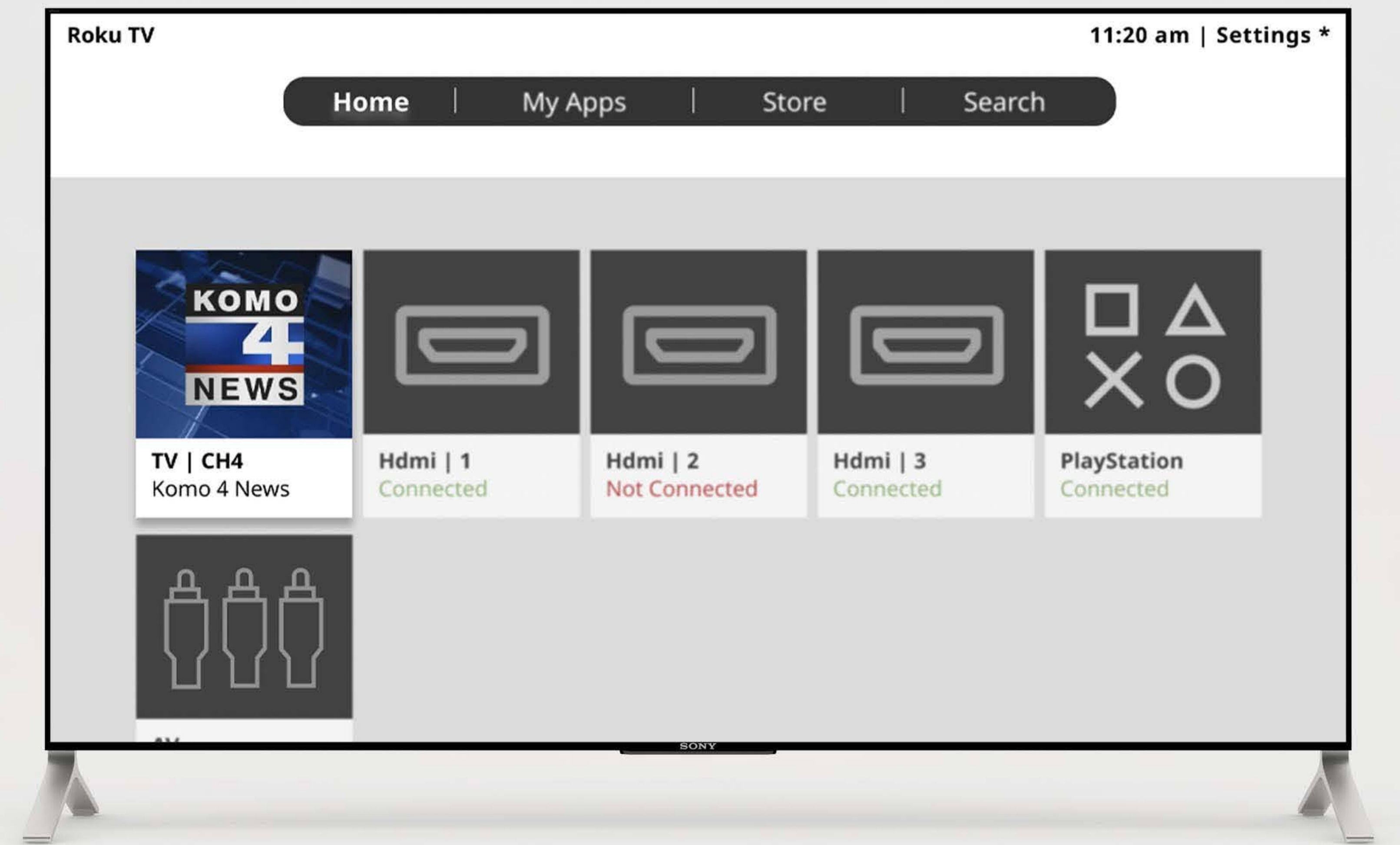
Step 9
Go back to the homescreen.

Roku TV (lofi)

Recreating a Better Experience Using Your Roku TV.

The Roku TV has many features that let users browse apps and access their other devices. My role was to simplify the user experience by creating simple visual aesthetics that helps user get to where they want faster and easier.

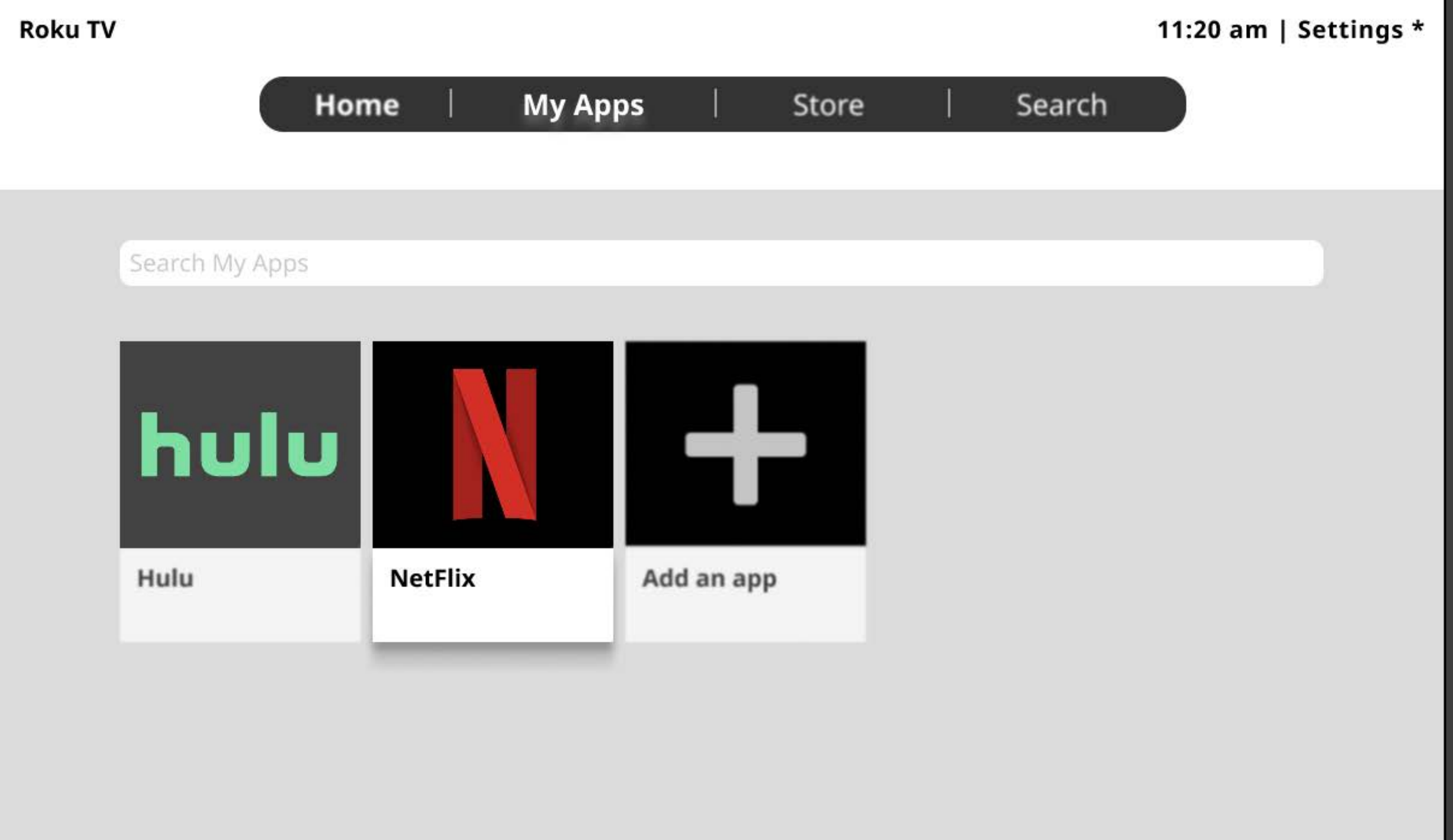
CLIENT	SERVICES	Tasks	Design Tools	Link
Roku TV	User Experience Design Icon Illustration Graphic Design	Sketch out interface and implent new sturcture.	Adobe Illustrator Figma	Roku TV Demo



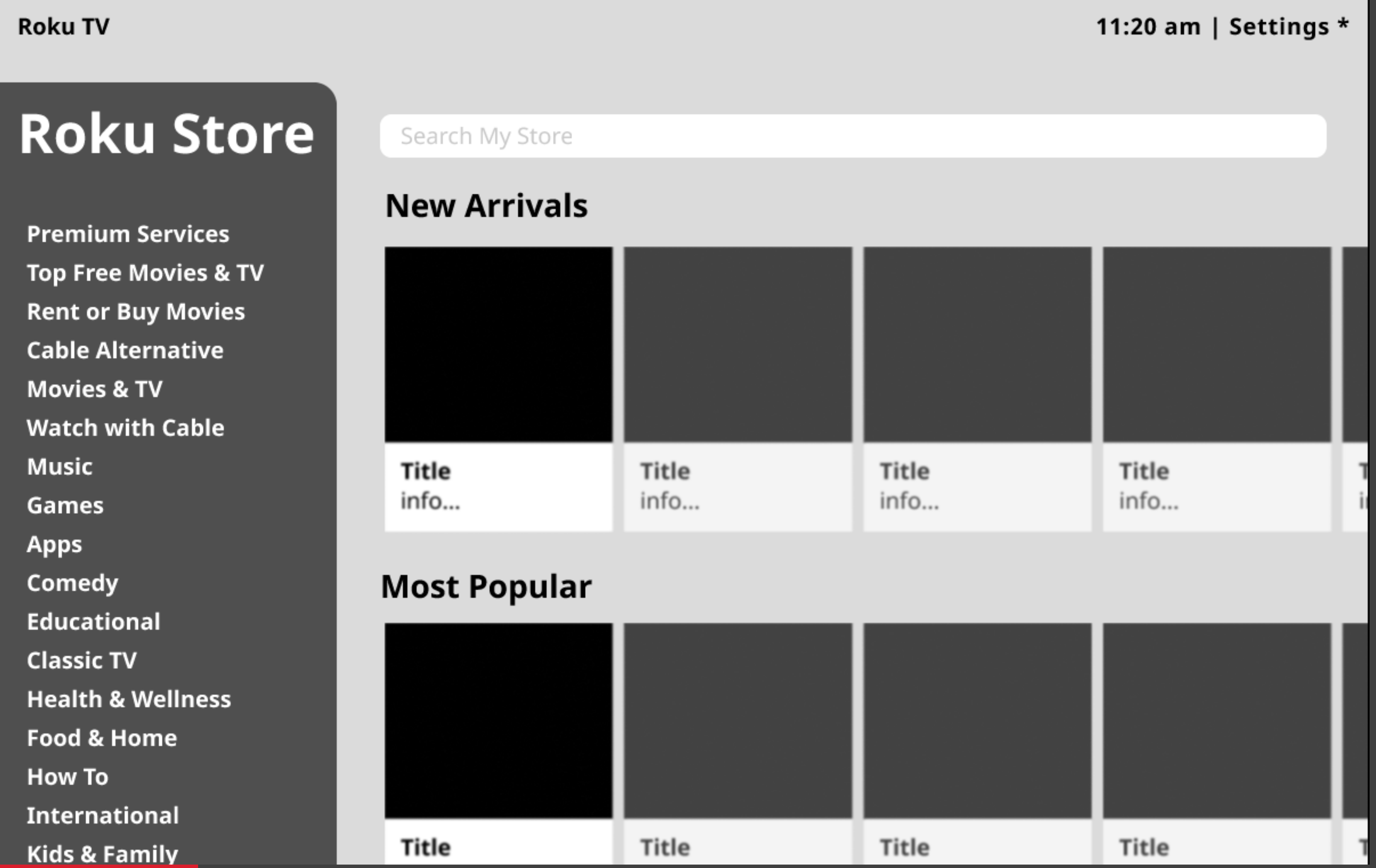
Home Screen Access your basic tv options on the home screen

The Problem & Solution

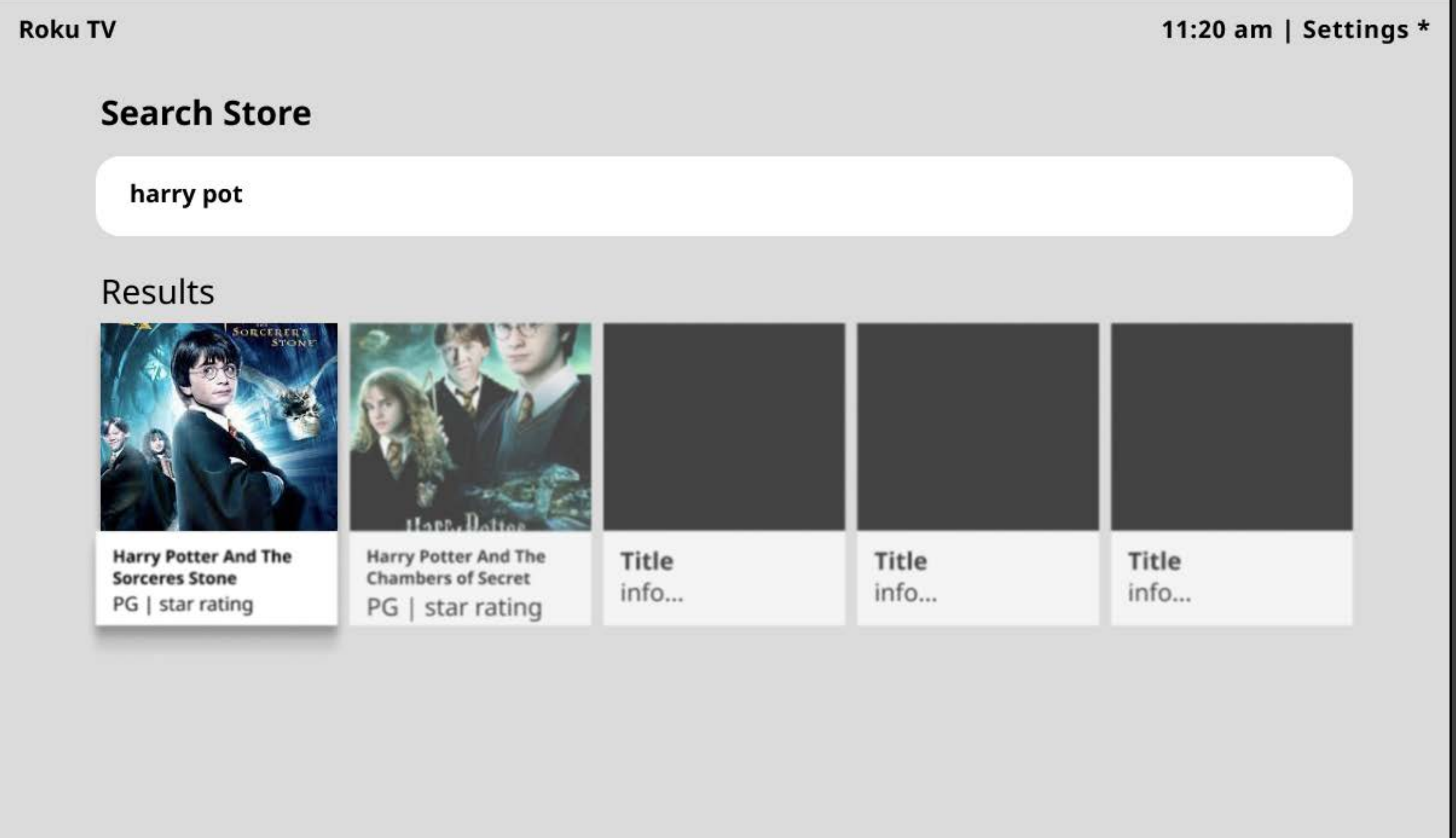
The Roku TV has many great options for user to watch their favorite shows. Unfortunately, the layout involves too much remote control clicking, which makes getting to your favorite app slower. By taking out things and implementing only the necessary things such as a homepage, app page, store, and search button makes navigation an easier and more enjoyable experience at home. The setting can be access by press the asterisk on the remote.



My App Screen Access your purchased apps in “My Apps” or add an app through the store.



Roku Store Access the new modular redesigned store layout in “Store”



Search Search for shows or apps with automated suggestions in images and rating.

WikiHow App

Read and Access WikiHow From Your Smart Devices.

WikiHow is a great resource to learn how to do something. Creating a usable and navigable app that holds all of your favorite how-to articles is a better experience then using the website version on your phone. The goal here is to redesign the WikiHow article page.

CLIENT	SERVICES	Tasks	Design Tools	Figma Link
WikiHow	Illustration Graphic Design UX/UI Design	Redesigned WikiHow app using figma. Reorganized information layout and added new user interface features.	Figma	WikiHow Article Page

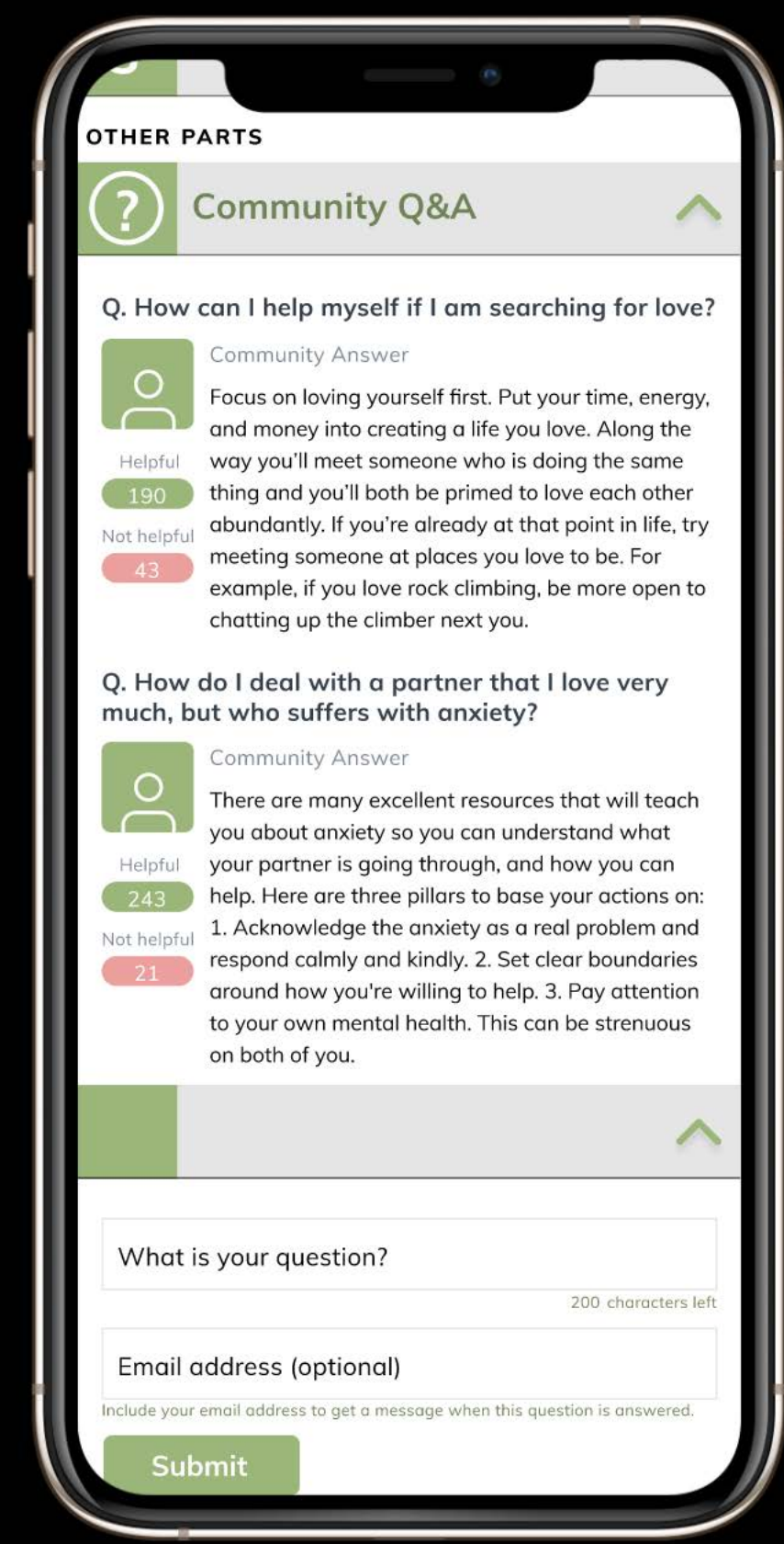
Article Page



Choose from a variety of article type.

Easily access which chapter to read.

The swiping picture carousel minimizes amount of scrolling.



Check out the Q&A section in the same place under the chapters.

The Problem & Solution

WikiHow has a lot articles and not all articles have the same amount of chapters and steps in each chapter. Creating vertical drop down menus for each chapter minimalizes the amount of scroll and declutters the screen. Too much text can overwhelm and create too much stress on the user’s eye when they are scanning a bunch of text. The horizontal scrolling steps versus a vertical scrolling one again minimize too much scrolling on the user’s end. The overall result allows for a much simpler interface and allows more things to fit onto one page.