

Hi! I'm Fiona.

Recent grad from UC Davis with a BA in Design.

I was recently a **Marketing Designer Intern**
at a game company in Tokyo this summer.

I'm pretty good at:

Photoshop
Illustrator
InDesign
AfterEffects
Sketch
InVision/AdobeXD
HTML/CSS
Prototyping
Wireframing
User Testing

PROJECT SCOPE

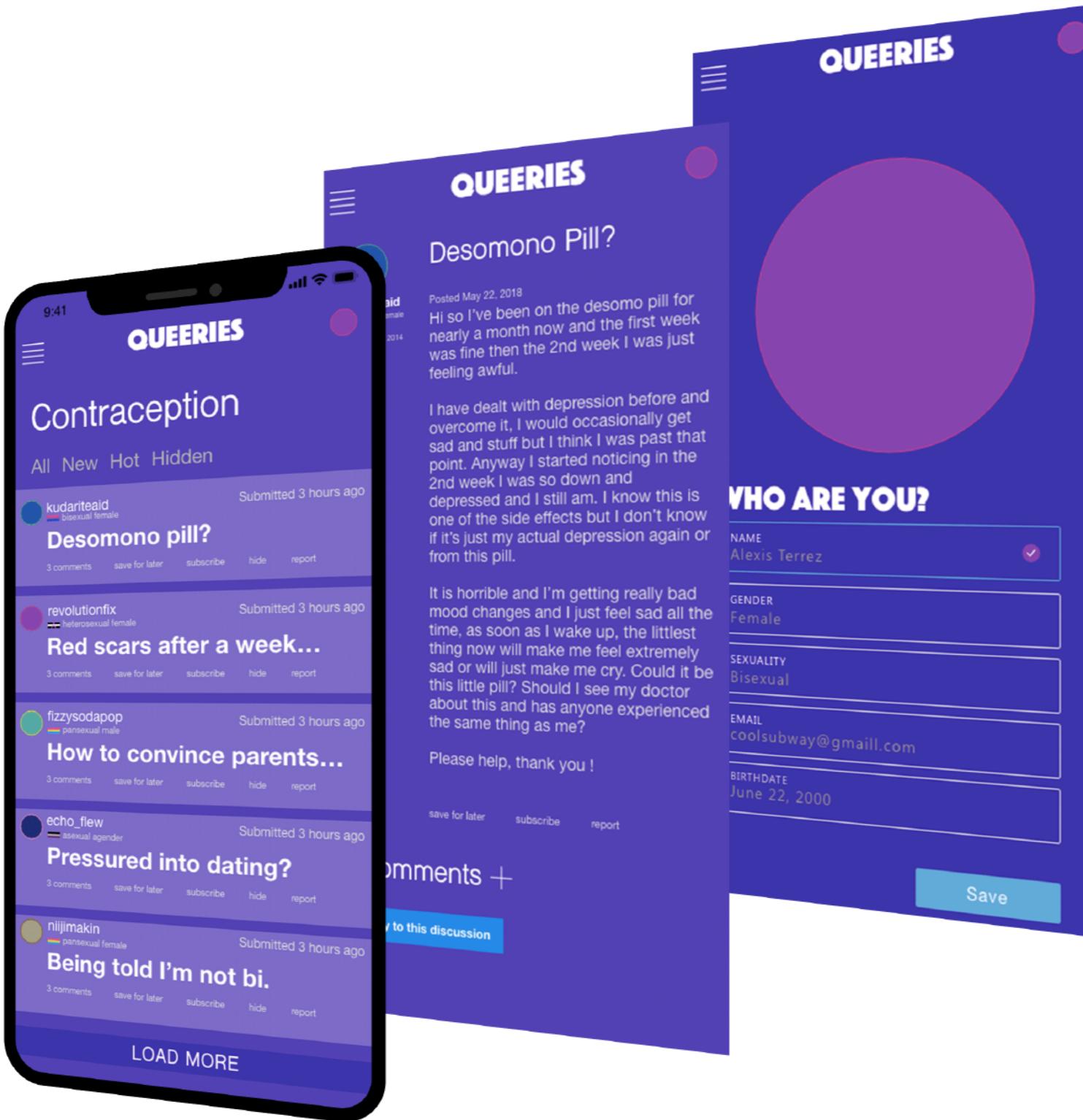
Queeries is an all-inclusive LGBTQIA+ sex forum app that creates a safe space for all genders and sexualities to give each other advice while promoting sexual awareness and education through the glossary and articles provided within the app.



UI/UX

SKETCH + ADOBE XD

QUEERIES



FUNCTIONALITY AND UX

The main function of Queeries is to operate as a forum space separated out by categories based on different types of questions that adults tend to be 'iffy' about answering. Here, anything is up for discussion and the app normalizes these kinds of questions.

One of the perks of Queeries is that your profile that you've customized with what your identity follows you around so that others get to know a little more about you as you post and discuss.

PROTOTYPE

Link to working prototype:

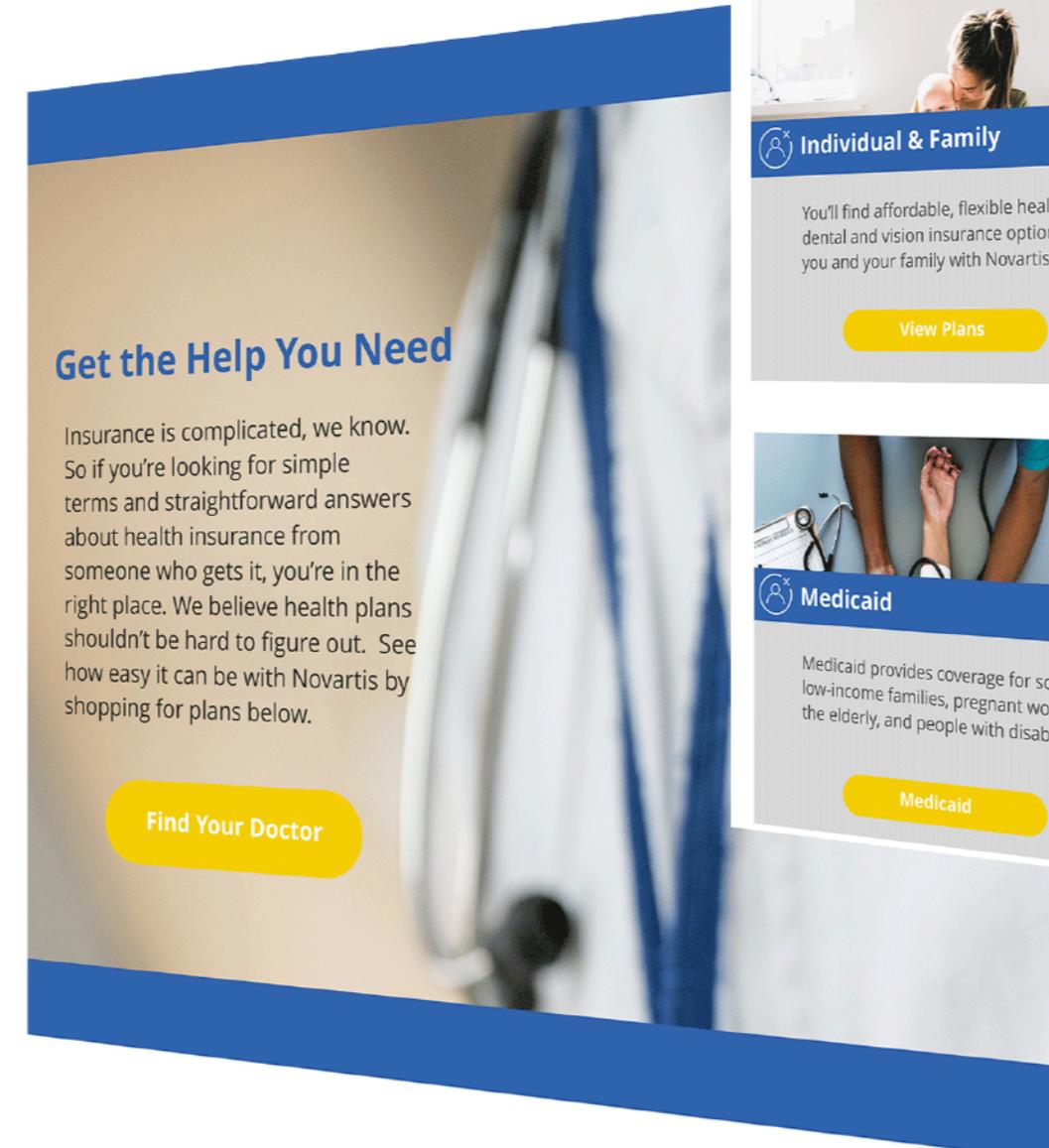
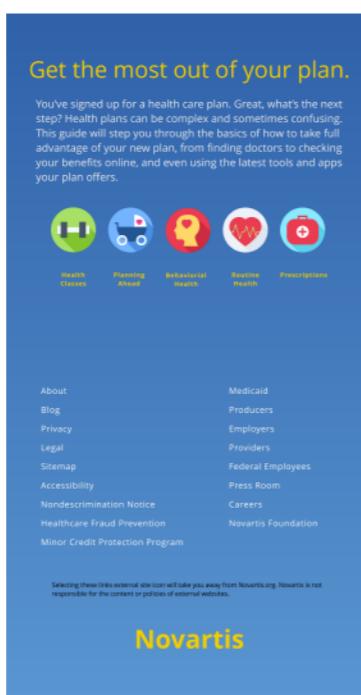
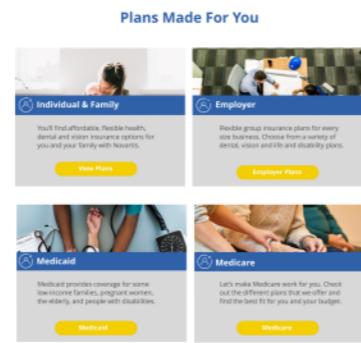
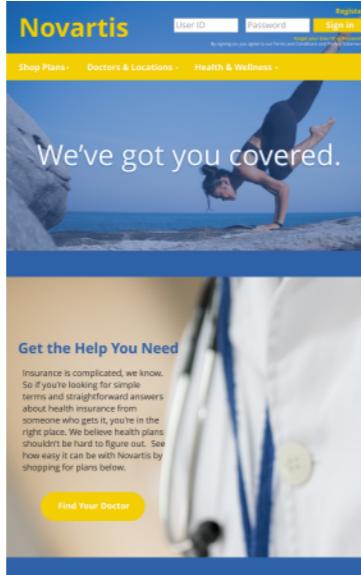
<https://xd.adobe.com/view/5b1d957b-dbeb-4ca3-58f3-54388ac29a3d-2d2c/>

UI/UX

SKETCH

PROJECT SCOPE

The purpose of this assignment was to create a homepage interface, or make an existing one better. I was assigned healthcare, and created a interface based on existing trends that I saw in healthcare companies using the Sketch App. We were required to follow the UX process such as comparative research, creating personas, and reiterating through feedback.

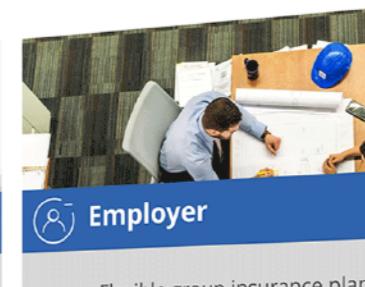


Plans Made For You



You'll find affordable, flexible health, dental and vision insurance options for you and your family with Novartis.

[View Plans](#)



Flexible group insurance plans for size business. Choose from a variety of dental, vision and life and disability plans.

[Employer Plans](#)



Medicaid provides coverage for some low-income families, pregnant women, the elderly, and people with disabilities.

[Medicaid](#)

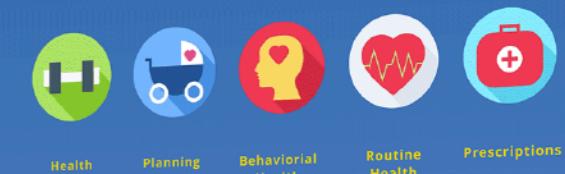


Let's make Medicare work for you. Check out the different plans that we offer and find the best fit for you and your budget.

[Medicare](#)

Get the most out of your plan.

You've signed up for a health care plan. Great, what's the next step? Health plans can be complex and sometimes confusing. This guide will step you through the basics of how to take full advantage of your new plan, from finding doctors to checking your benefits online, and even using the latest tools and apps your plan offers.



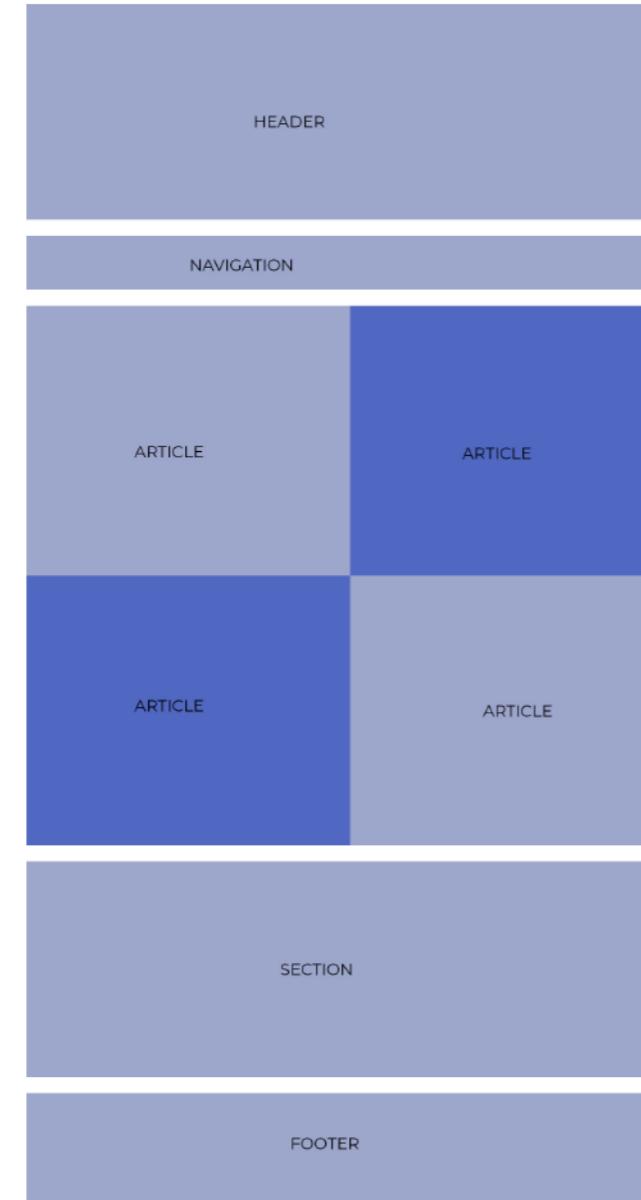
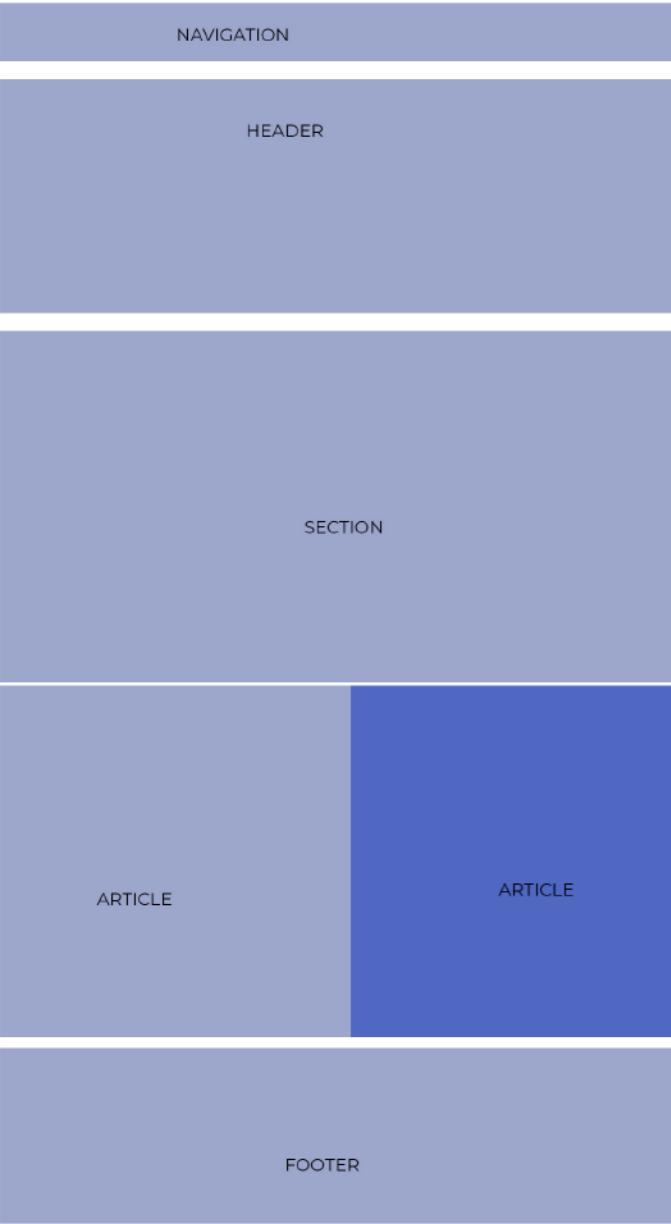
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Blog
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Sitemap
Accessibility
Nondiscrimination Notice
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Medicaid
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Employers
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Novartis



Jan Evers

Xtensio

Outgoing
Loyal
Organized
Kind



Goals

- Start a family within the next 2 years
- Find the best healthcare that she knows will be there for her family and cover them for many years to come
- Focus on the future for her children without having to worry

Frustrations

- Her new position at the law firm doesn't offer the healthcare plan that would suit her future endeavors
- Her family has a history of heart disease and she wants to secure a future where she'll be able to see her kids grow up
- The Bay Area is rising in rent, and buying a home is in her future plans though it's becoming increasingly difficult

"Encourage, lift and strengthen one another. For the positive energy spread to one will be felt by us all." - Deborah Day

Age: 32
Work: Receptionist at a law firm
Family: Married with plans for kids
Location: Oakland, CA
Character: Optimistic mom

Bio

As a parent, Jan has an excellent opportunity to display her warmth, affection and dedication in ways that have a real and positive impact. Sensitive yet firm, Jan is able to establish rules and authority without being entirely overbearing, using their compassion and support to smooth over the occasional miscommunication or difference of opinion.

She loves to enjoy supporting her friends and loved ones, organizing social gatherings and doing her best to make sure everyone is happy.

Personality

Introvert	Extrovert
Thinking	Feeling
Sensing	Intuition
Judging	Perceiving

Motivation

Incentive	
Fear	
Growth	
Power	
Social	

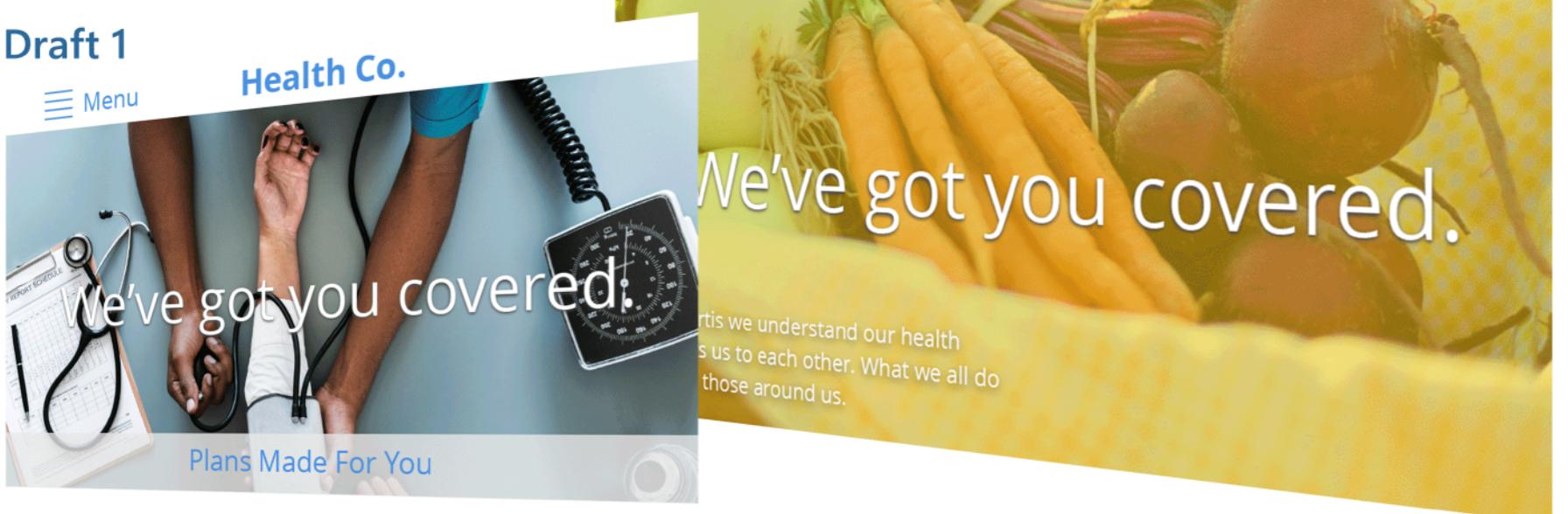
Brands & Influencers

Preferred Channels

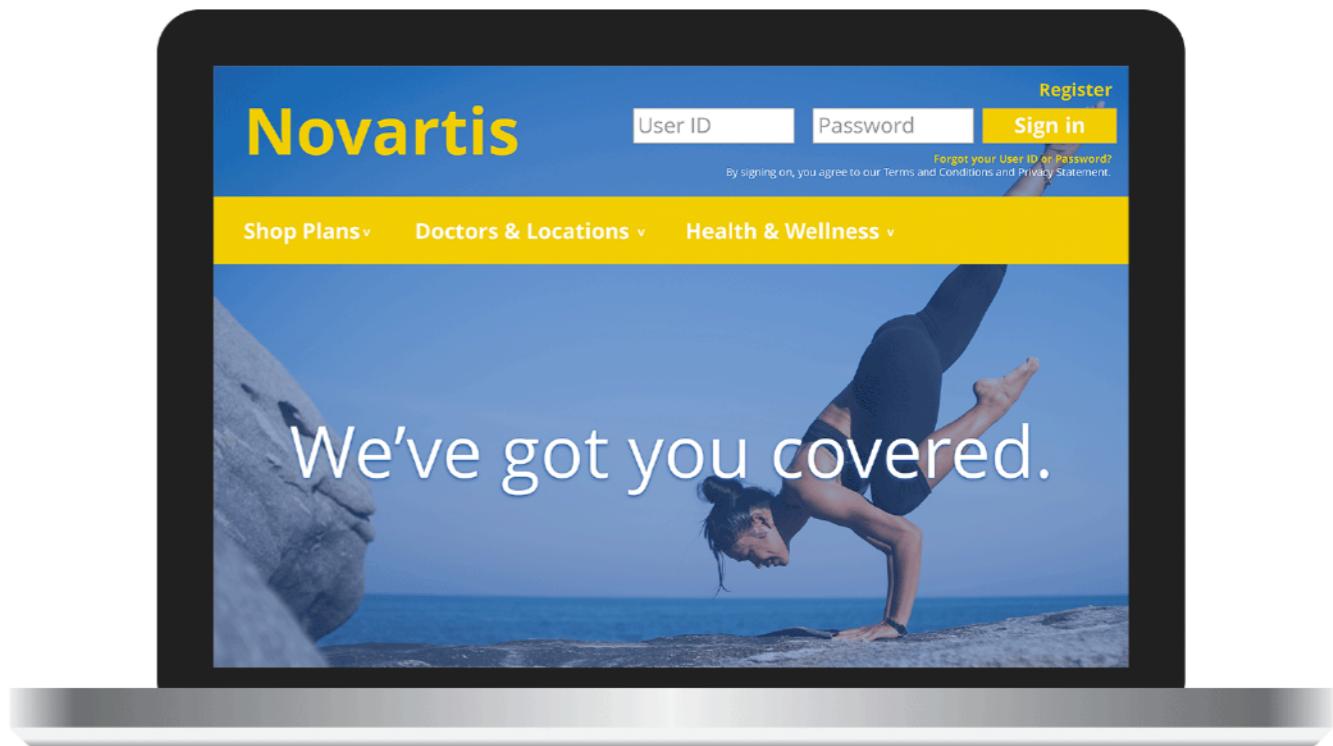
Traditional Ads	
Online & Social Media	
Referral	
Guerrilla Efforts & PR	

DRAFTS

Draft 1



Draft 2



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- [Link 3](#)

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- [Link 1](#)
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DRAFTS

Draft 1



Get the Help You Need

Insurance is complicated, we know. So if you're looking for simple terms and straightforward answers about health insurance from someone who gets it, you're in the right place.

Plans Made For You

Individual & Family

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> [Link 1](#)
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Employer

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Medicaid

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Medicare

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Find a Doctor

Draft 2

Get the Help You Need

Insurance is complicated, we know. So if you're looking for simple terms and straightforward answers about health insurance from someone who gets it, you're in the right place. We believe health plans shouldn't be hard to figure out. See how easy it can be with Novartis by shopping for plans below.

Find Your Doctor

Plans Made For You



Employer

Flexible group insurance plans for every size business. Choose from a variety of dental, vision and life and disability plans.

Individual & Family

You'll find affordable, flexible health, dental and vision insurance options for you and your family with Novartis.

View Plans



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Medicaid



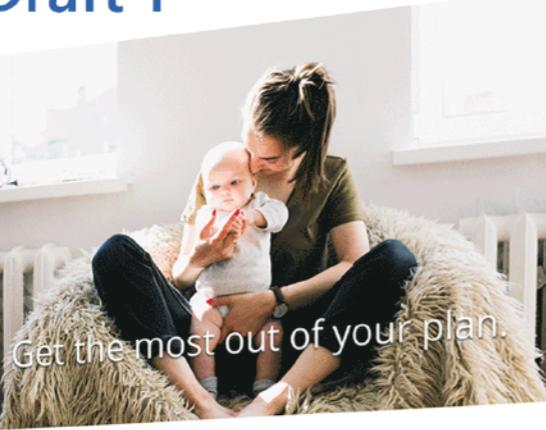
Medicare

Let's make Medicare work for you. Check out the different plans that we offer and find the best fit for you and your budget.

Medicare

DRAFTS

Draft 1



Get the most out of your plan.

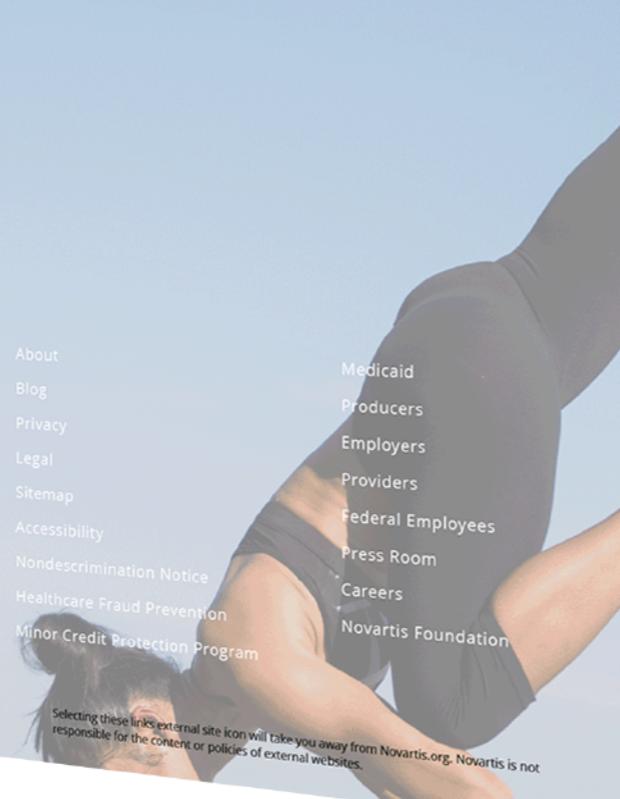
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Footer Item 1	Footer Item 2	Footer Item 3	Footer Item 4
Item 1	Item 1	Item 1	Item 1
Item 2	Item 2	Item 2	Item 2
Item 3	Item 3	Item 3	Item 3
Item 4	Item 4	Item 4	Item 4
Item 5	Item 5	Item 5	Item 5
Item 6	Item 6	Item 6	Item 6
Item 7	Item 7	Item 7	Item 7
Item 8	Item 8	Item 8	Item 8
Item 9	Item 9	Item 9	Item 9
Item 10	Item 10	Item 10	Item 10

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Draft 2

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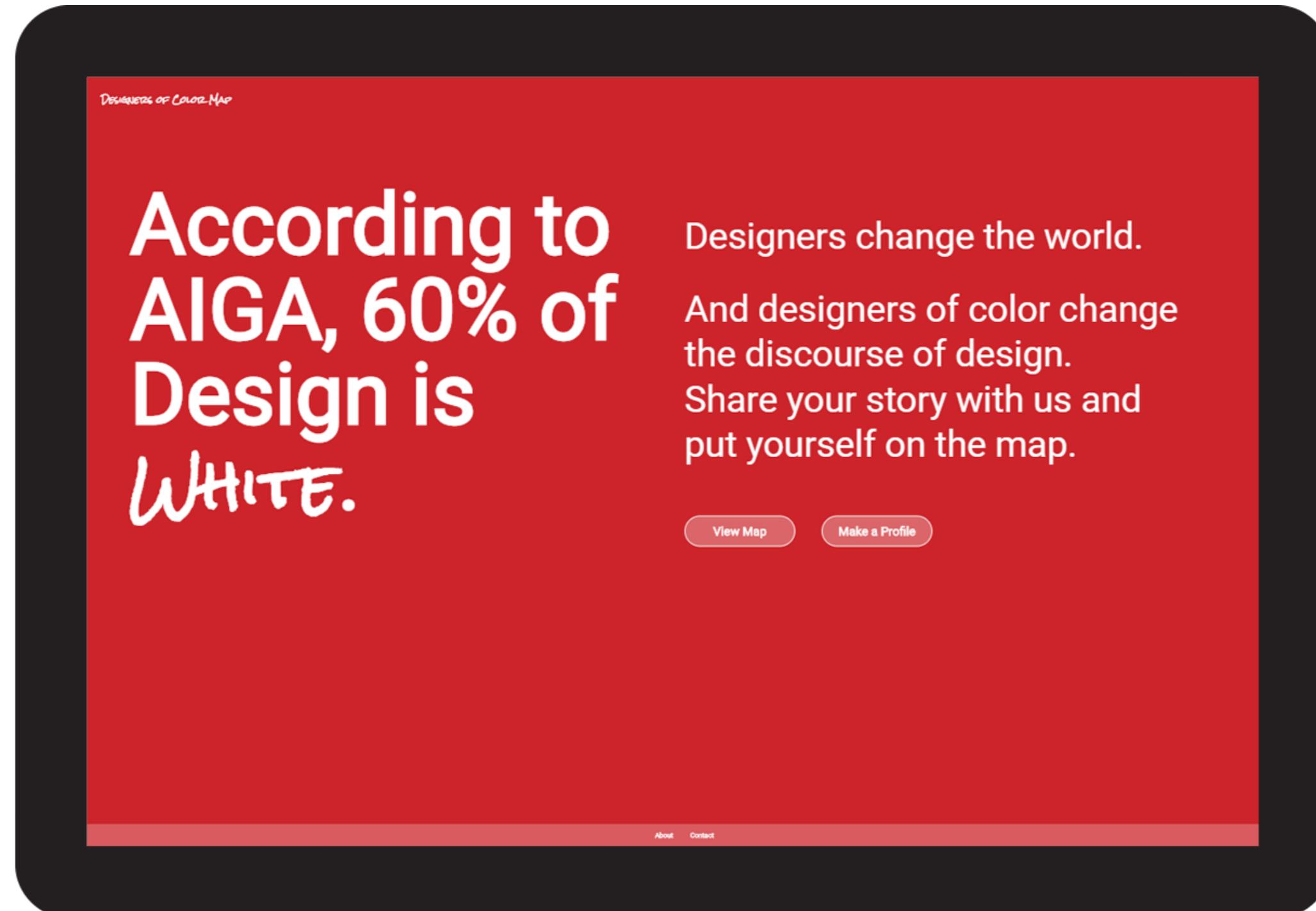
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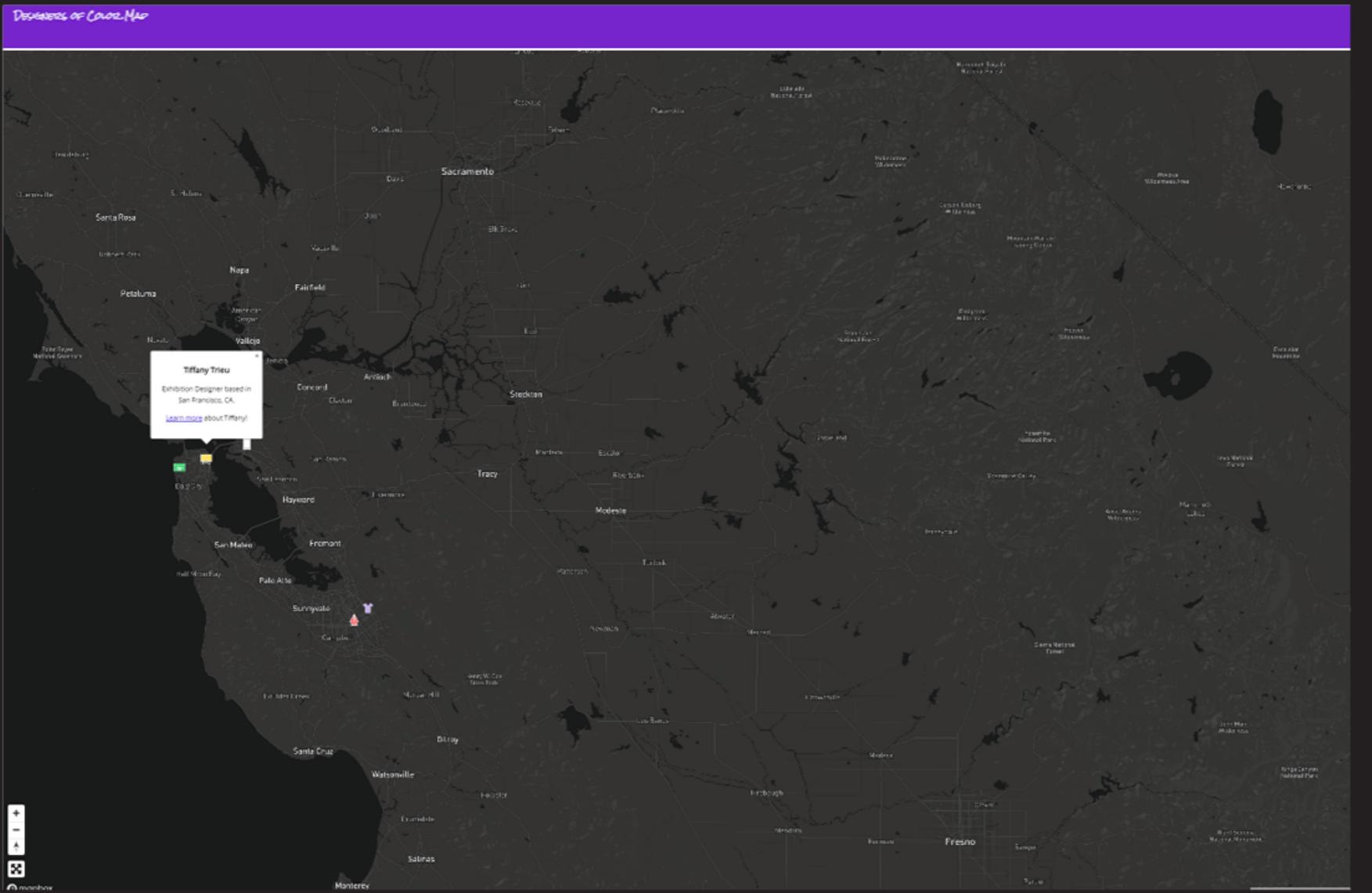
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DESIGNERS OF COLOR

PROJECT SCOPE

Designers of Color started off as an individual UI/UX research project for a capstone class at UC Davis in response to the DIS 2018 theme of diversity in design. Eventually, it became a collaboration project with my classmate that combined the idea of diversity in Design and ethnic diversity. The project was showcased at Makerfaire 2018 in San Mateo, CA.





VISUALIZING DATA

The interactive platform utilizes MapBox to generate visual data for the geographic density of designers and their disciplines. When data is submitted through the profile form, they are populated and stored into Firebase.

UI/UX

HTML/CSS/JavaScript

PROFILES

The storytelling aspect of DoC meant to give users a voice and share it with the world. The questions for the profile asked a variety ranging from the design discipline itself and some in regards to ethnicity and the struggles of being a POC in the design field.

The screenshot shows two main sections of the website: a profile creation form on the left and a user profile page on the right.

Profile Creation Form (Left):

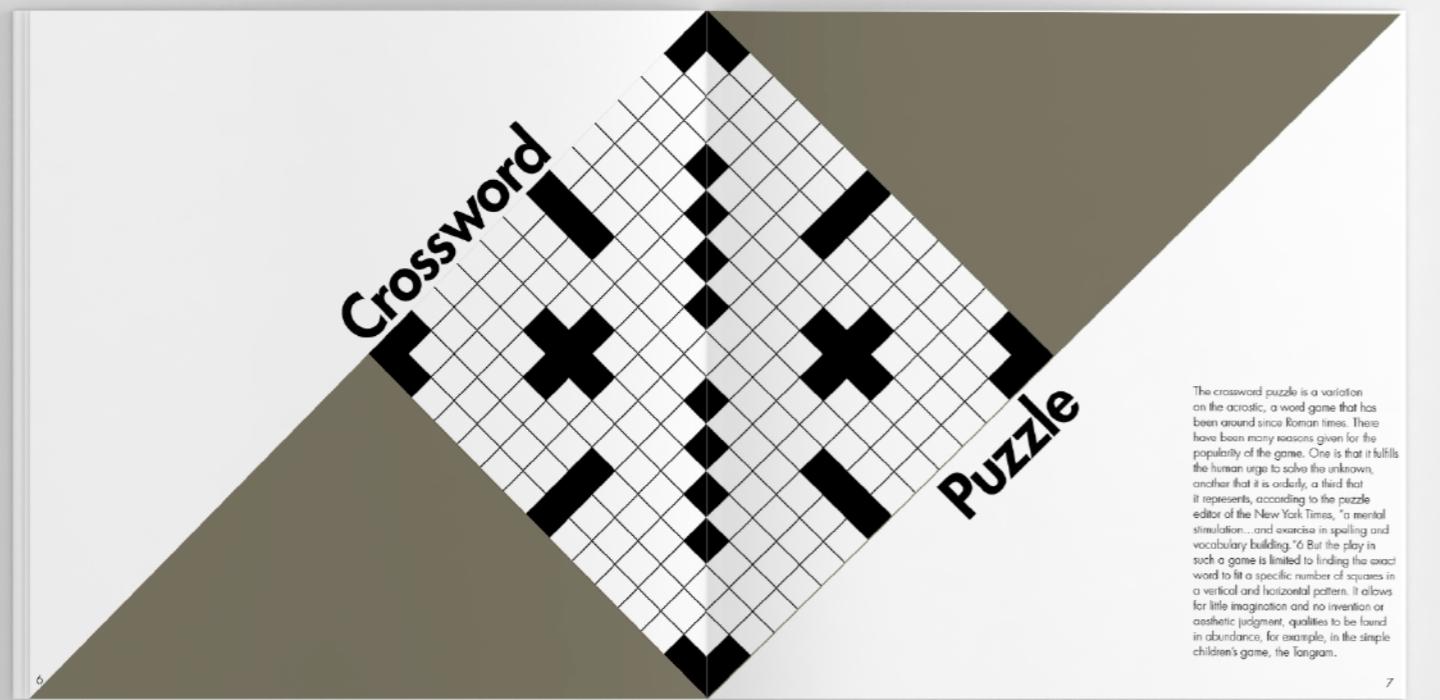
- Header:** "CREATE YOUR PROFILE" and "Fill out this form to be added to the Designers of Color Map!"
- Form Fields:**
 - Full Name
 - Your Email Address (for contact purposes only)
 - Your Location (zip code or city, state)
 - Your Field of Design
 - Got a Portfolio? (optional)
 - Instagram/Twitter handle (optional)
 - Link to a photo of you! (optional)
 - What intrigued you to Design & why did you choose the field you are in now?
 - What have been your biggest struggles of your career?
 - What have your experiences been like as a person of color in the design industry? Do those experiences shape how you solve design-related problems?
- Bottom Buttons:** "About" and "Contact"

User Profile (Right):

- Header:** "Designers of Color Map" and a profile picture of Tiffany Trieu.
- Profile Information:**
 - Tiffany Trieu
 - Exhibition Design
 - 94107
 - Portfolio
 - [@](#)
- Questions and Answers:**
 - What intrigued you to Design & why did you choose the field you are in now?**
Exhibition design is interdisciplinary by nature. I was drawn by the fact that there are so many factors to consider and you get to communicate ideas through 'moods' in environments.
 - What have been your biggest struggles of your career?**
Knowing my value as a designer fresh in the industry. Speaking out my creative opinions and also valuing my work financially.
 - What have your experiences been like as a person of color in the design industry?
Does those experiences shape how you solve design-related problems?**
I'm lucky to work in a liberal open-minded environment. However, I did realize it matters to have diversity in employees whether racially or in age. My racial background didn't drive my design decisions; however, it did encourage me to share my culture with coworkers.
 - How can design be more accommodating to underrepresented populations of people?**
Come to them! Listen to what they have to say! One meeting and one style (i.e townhall, survey) of allowing under represented communities is not enough. You have to work and be creative in how to make unheard voices be heard.
- Footer:** "About", "Contact", "Privacy Policy", "Valid HTML 5", and "Valid CSS".



TYPOGRAPHY INDESIGN



Japanese Craftsman



The earth colors of Africa, the ice of the polar regions, the bamboo of Japan, are among the many challenging materials with which the craftsman creates his skills, his details, and thus creates all natural limitations which provide their own ball in disciplines which, in turn, contribute to the creative solution.

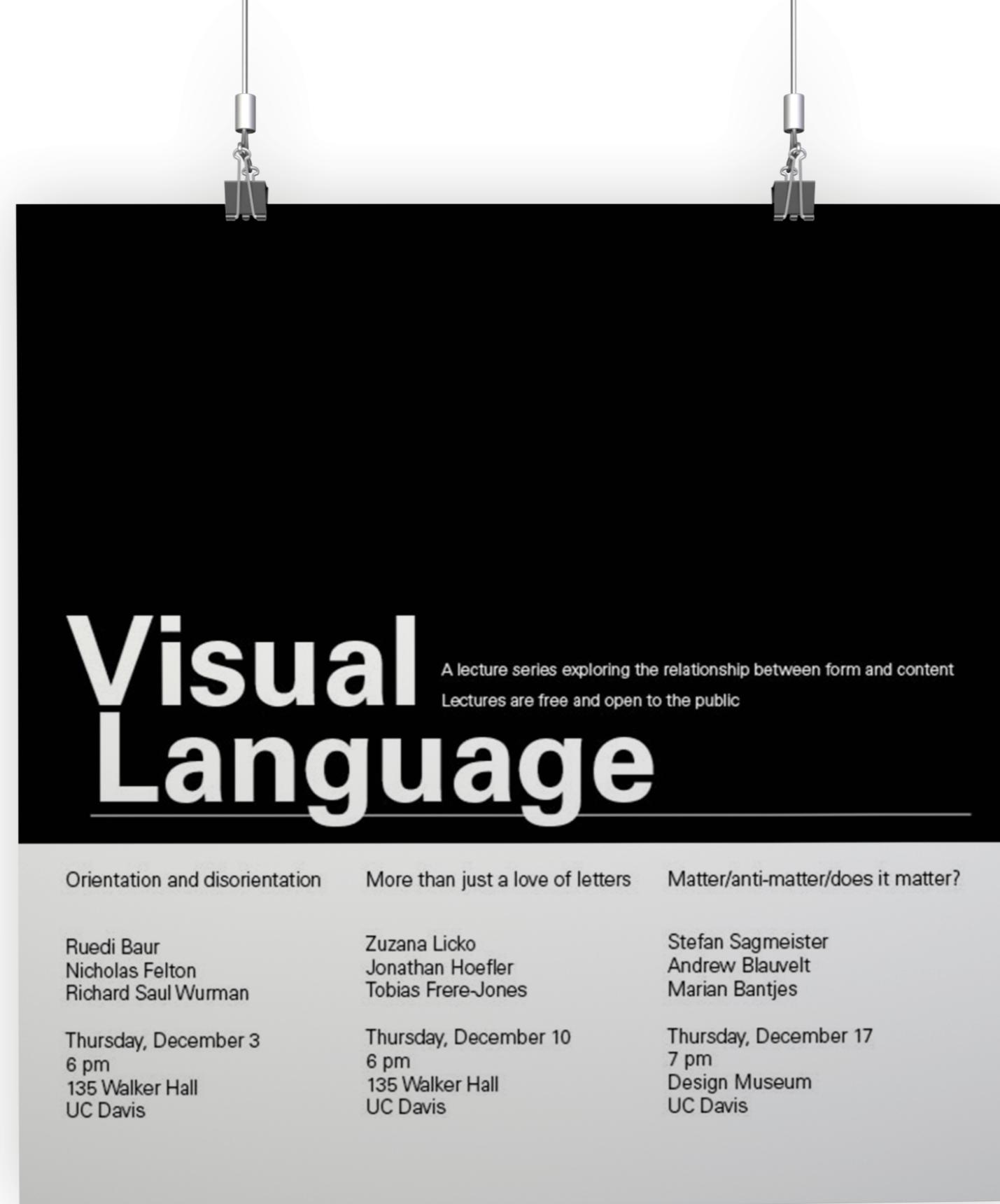
Some years ago in Kyoto I was fortunate enough to witness a young Japanese craftsman make the chashaku you see here. It is a whisk used in the tea ceremony and is cut from a single piece of bamboo with a simple tool resembling a penknife. Both the material and manufacturing process (about one half hour) are the quintessence of discipline, simplicity and restraint. The invention of such an article could not possibly have been achieved by anyone lacking the ability to improvise and the patience to play with a specific material; to see the myriad possibilities and



The design is an original style. Clean, key with a clear, direct and honest message. It represents the power of tradition, craft and discipline. The age-old skills and craft continue to evolve and find a home in today's world.

Home Growth is one possibility. Many other problems can be solved with this approach. In fact, the most effective in our world today are the ones that involve the growth of discipline through the discovery of disciplines. It helps the student to change to one of the many paths available in life. Such a change is now occurring on a large scale in which the planet is moving. Such a movement is observed in the study of

global spread.



Visual Language

A lecture series exploring the relationship between form and content

Lectures are free and open to the public

Orientation and disorientation

Ruedi Baur
Nicholas Felton
Richard Saul Wurman

Thursday, December 3
6 pm
135 Walker Hall
UC Davis

More than just a love of letters

Zuzana Licko
Jonathan Hoefler
Tobias Frere-Jones

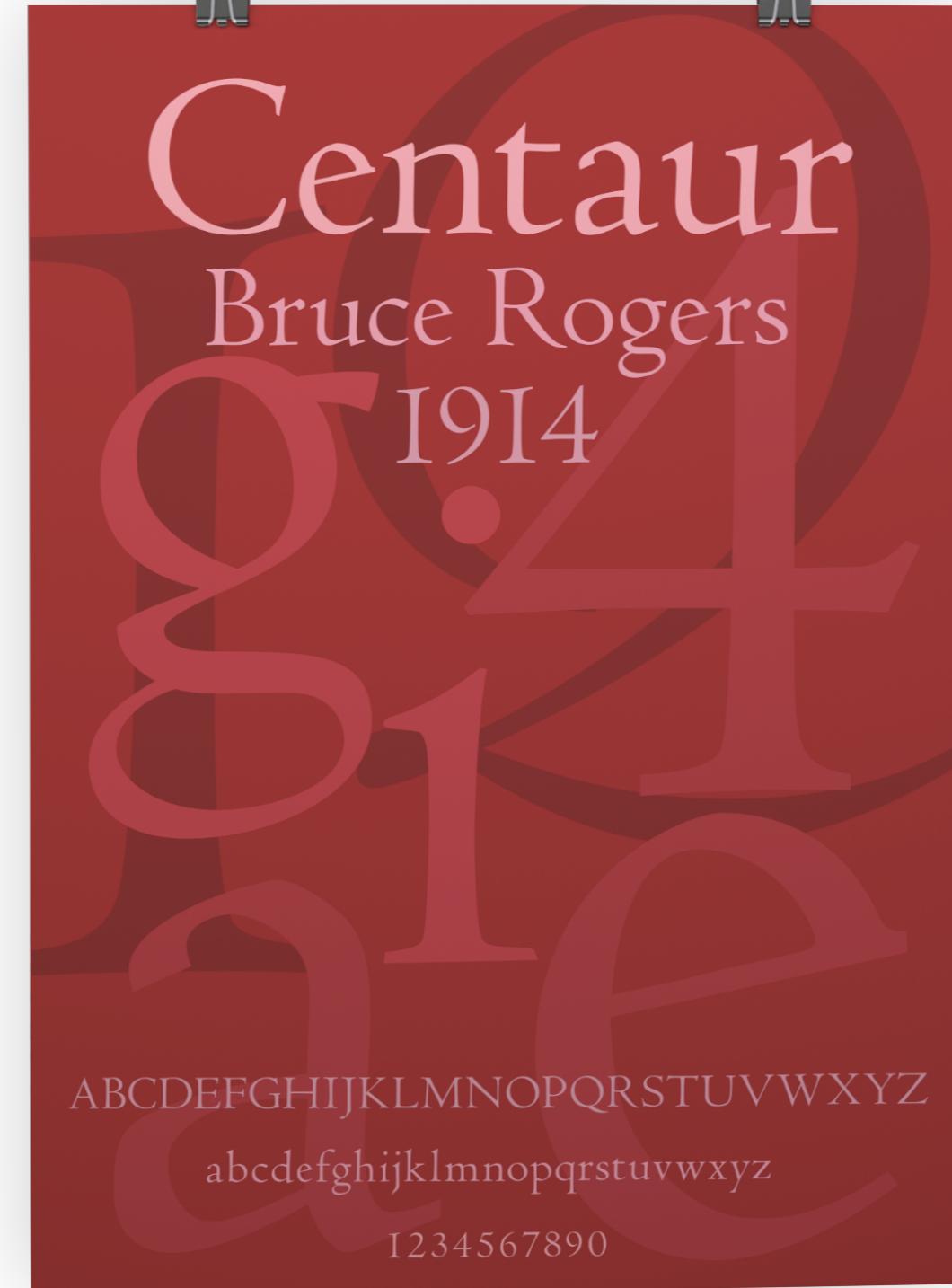
Thursday, December 10
6 pm
135 Walker Hall
UC Davis

Matter/anti-matter/does it matter?

Stefan Sagmeister
Andrew Blauvelt
Marian Bantjes

Thursday, December 17
7 pm
Design Museum
UC Davis





TYPOGRAPHY INDESIGN

THANK YOU!

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[HTTPS://FXTZHOU.GITHUB.IO/PORTFOLIO](https://fxtzhou.github.io/portfolio)**