

# design portfolio

scho.

2024  
Siobhan Houlihan



**Hello, I'm Siobhan, a UX/UI designer & engineer.**

I'm passionate about crafting thoughtful, distinctive user interfaces that are usable, accessible, and visually appealing. As a front end developer as well, I have a first-hand understanding of the unique challenges and possibilities that come with designing with the user in mind.

 [hello@scho.pro](mailto:hello@scho.pro)

 <https://scho.pro>

**SELECTED WORK**



**ADMISSIONS**

**Choose The Best Education For Your Child**

ESF offers world-class education from K1 to Year 13. Do you want to enrol your child in an ESF school?

Choose a school type below and discover how to apply for admission.

**Kindergarten**

**Primary & Secondary**

**Support for Learning**

**School Fees**

**Admissions FAQ**

**SCHOOL FILTERS**

**SCHOOL TYPE:**

- All-Through
- Kindergarten
- Pre-K
- Primary
- Secondary

**ESF Abacus International Kindergarten**  
Clearwater Bay  
Kindergarten Ages 3-5

**ESF Beacon Hill School**  
Kowloon Tong  
Primary Ages 5-11

**ESF Discovery College**  
Lantau Island  
All-Through Ages 5-18

**ESF Island School**  
Central  
Secondary Ages 11-18

**HIGHLIGHTS**

**University Destination**

Our students from the class of 2022 are attending 220 different universities across 22 countries. 243 students have secured places at a university in the world's top 30 by Times Higher Education.

**WELCOME TO ESF**

Watch Our Welcome Video

**INTERNATIONAL SCHOOLS**

5 International Kindergartens  
9 International Primary Schools  
5 International Secondary Schools  
3 International Middle Schools

**ENGLISH SCHOOLS FOUNDATION**

Vivian Kong  
ESF Sha Tin College Class of 2012

Christine Loh  
ESF Island School Class of 1973

Dr Alan Sihoe  
ESF King George V School Class of 1989

Geoffrey Cheah  
ESF West Island School Class of 2008

A World Class Education From K1 to Y13

Next, please provide some information about your child.

Child 1

Expected Year of Entry  
2024

Expected Month of Entry \*  
January

Add Child +

Canada 10.8%  
USA 13%  
UK 37.5%  
OTHERS 7.4%

# English Schools Foundation

The ESF approached me to extend their current website for a summer student recruitment drive for their 22 schools. They agreed that a complete redesign and separate campaign site would better achieve the project goals. These included a higher

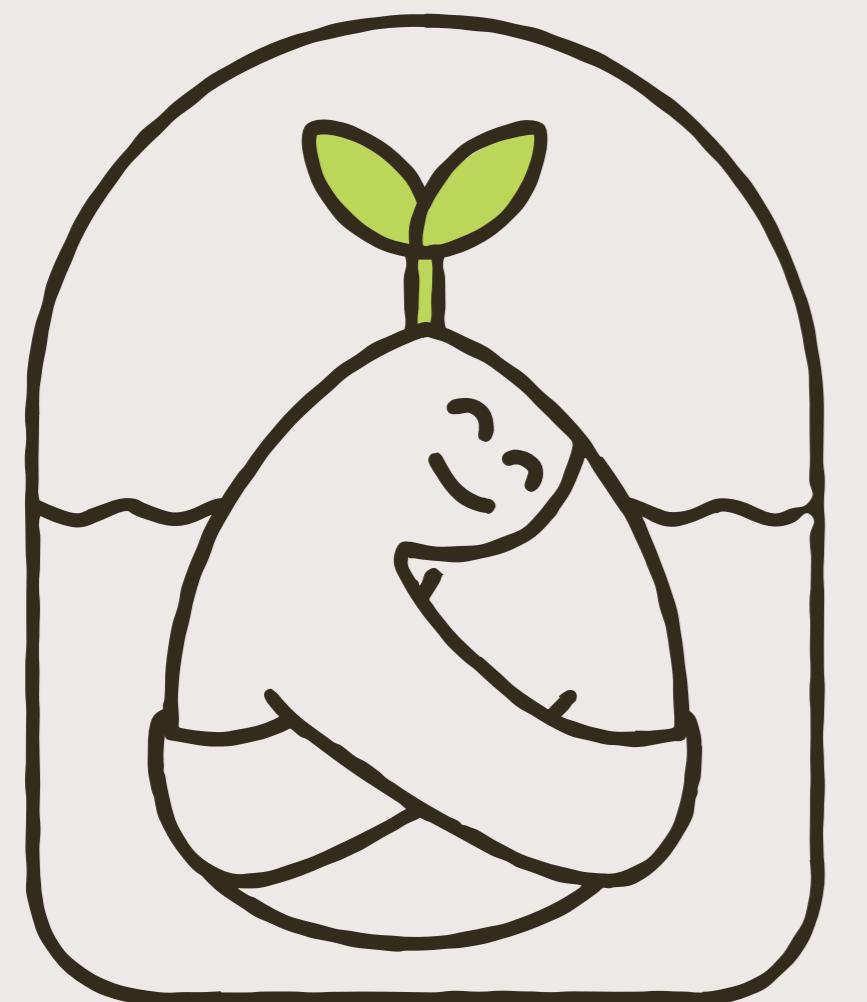
conversion rate for enquiries, a dynamic and filterable school database, and a fun, media-focused display of student life and achievements.

['Join Us' Campaign Project Page](#)

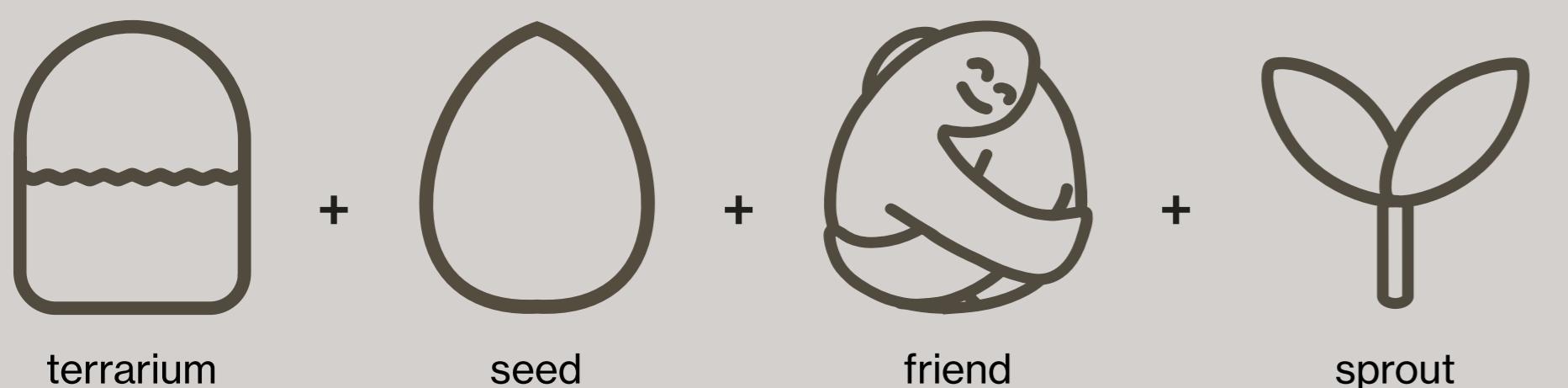
UX & UI

Web

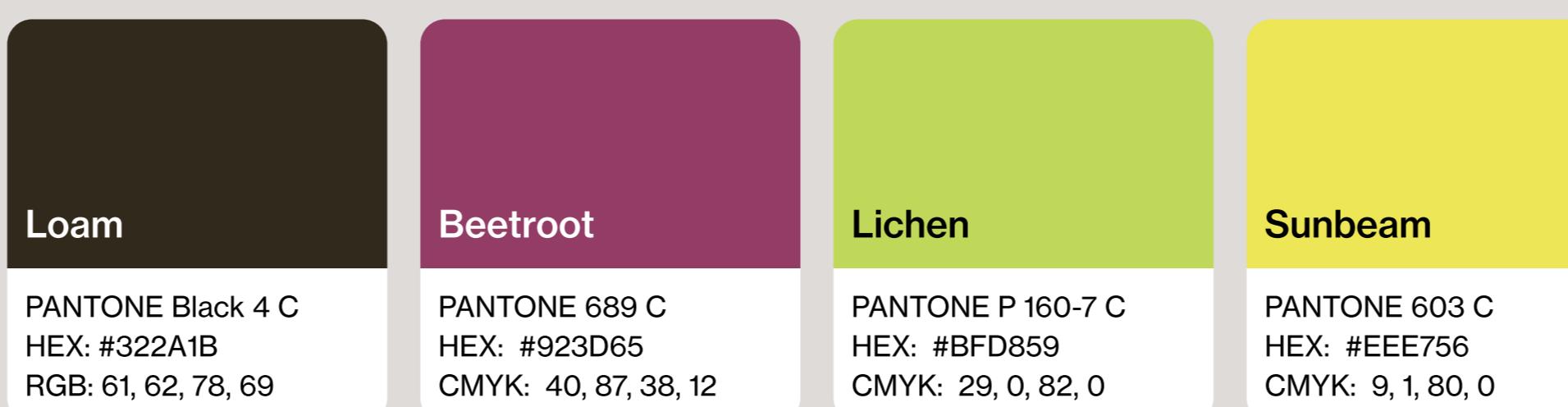
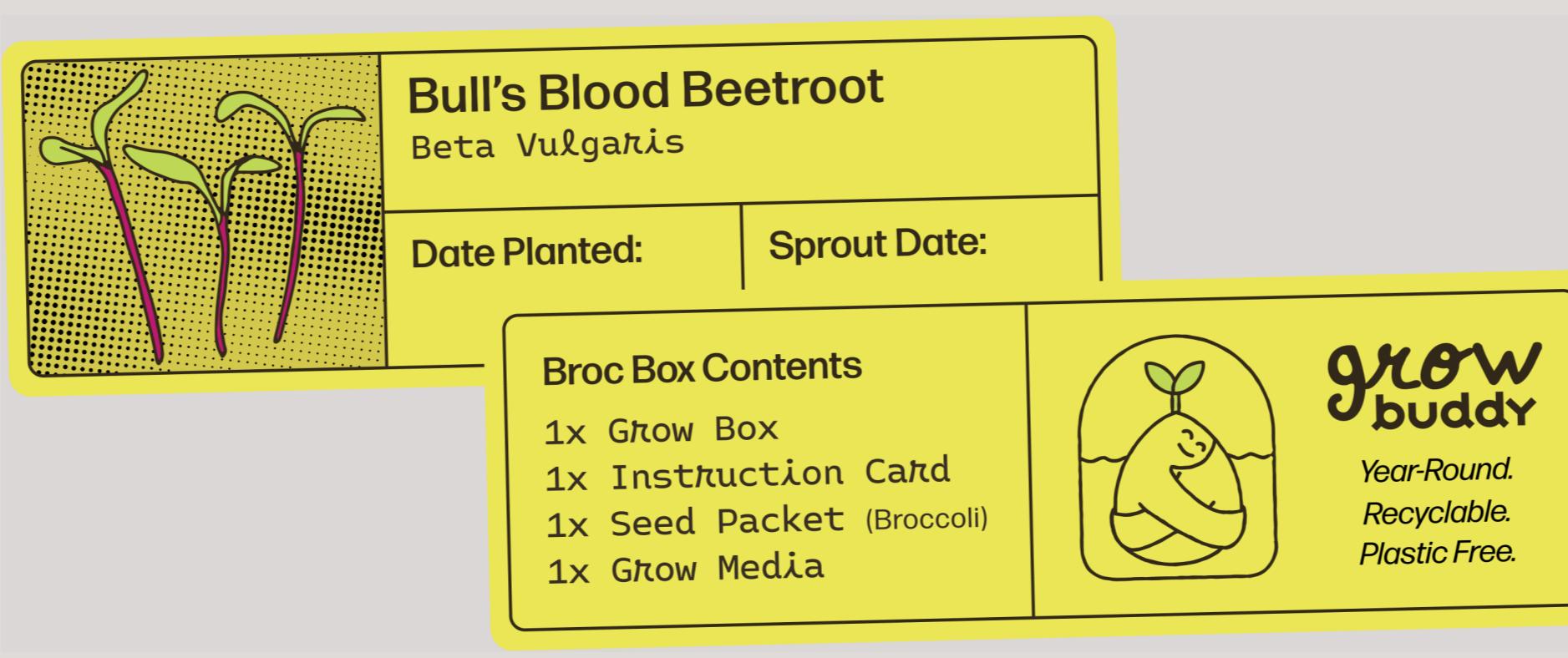
Front End



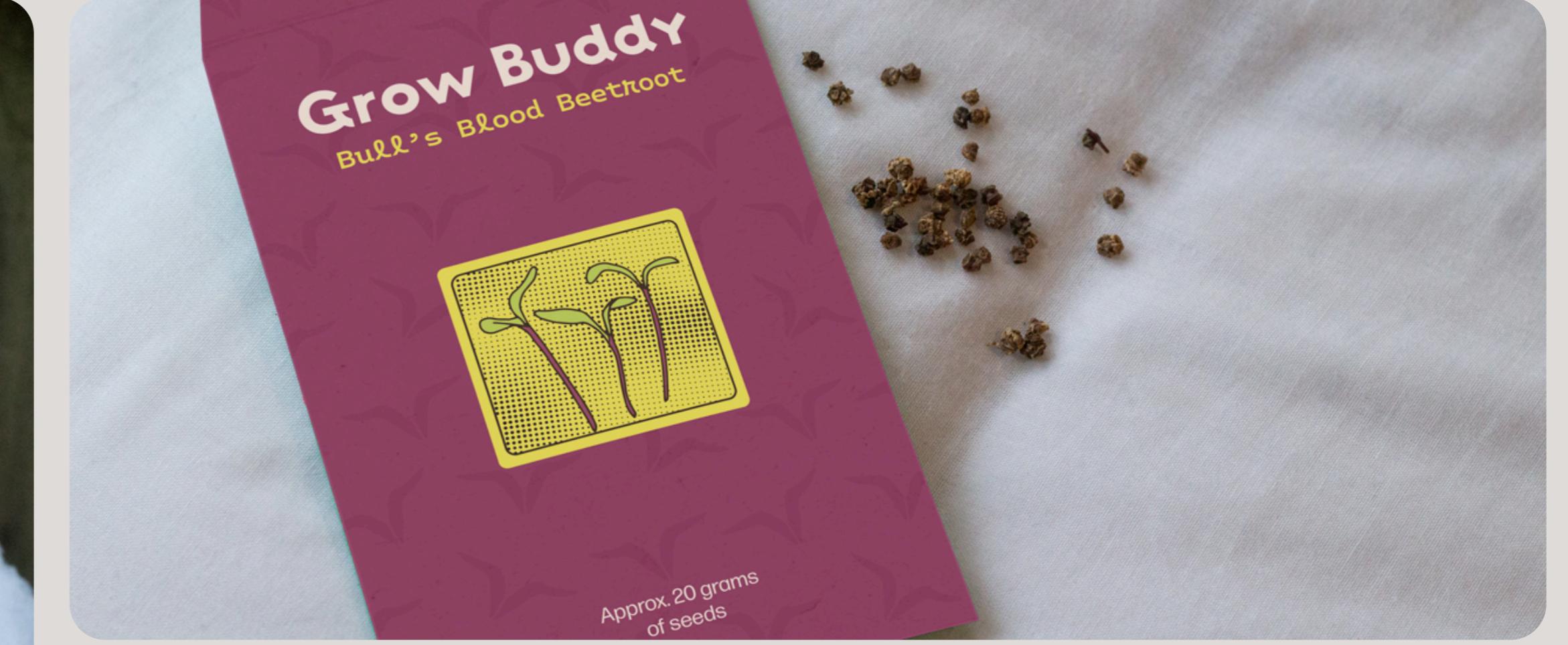
### logo design concept



# GROW Buddy



For my Final Major Project at school, we were to make a large scale design project from brief to final product. My project involved creating a pack for growing microgreens at home, to encourage young people that it's fun, easy and nutritious.



This brief would allow me to showcase my skills in many different areas, such as logo design, branding and identity, app and UX, as well as challenging myself with physical packaging design / crafting, and product photography.

UX & UI

App

Packaging

Identity



# Grow Buddy



There were different collateral and print items designed for the pack, such as the instructions, the seed packet, the carrier pack and the actual growing box. It also came with a companion app for purchasing supplies or donating.

The identity design was striking, modern, and youthful without being too childish. I wanted the product design of the pack to be unique to stand out from competitors', and the charitable aspect to also appeal to the young adult market.

UX & UI

App

Packaging

Identity



# Beyond Bitesize



My submission for the D&AD Awards for 2022. The brief was to create a learning experience for the BBC that expands upon their Bitesize platform - one that is fun, personalised, engaging & inclusive to all children.

I designed an app with sections for rounded, holistic learning, including regular academic subjects and life skills. There are inclusive, customisable characters, parent feedback and positive reinforcement.

UX & UI

App

Product

Concept

**Get Set! Sports Academy**

About Us Our Values Courses & Schedules Competition & Squad Team FAQ

## Hong Kong's Leading International Athletics Academy

Bringing athletic training to a new international level

### Who Are We?

Welcome to Get Set Sports Academy. We are Hong Kong's top international athletic academy, providing athletic classes run by our professional team of international coaches to students of all levels. From children and teenagers to adults, from beginners to elite runners, our goal is to bring the sports values to everyone. We help them to build successful character, become healthier physically and mentally, enjoy life more, and create a better community.

We believe athletic sports have magical power, not only in building physical and mental strength, but in making one's life more complete. It can be easy to get started, but it takes time to get strong. The tools are our limbs, but the results are determined by our soul, and something within.

## EXPLORE

the basics of athletic training and build the fundamentals



Get Set Explorer (3 - 5.5 YO) →

## PERFORM

with the next level of skills and mindset. Focus on sprinting, jumping and throwing.



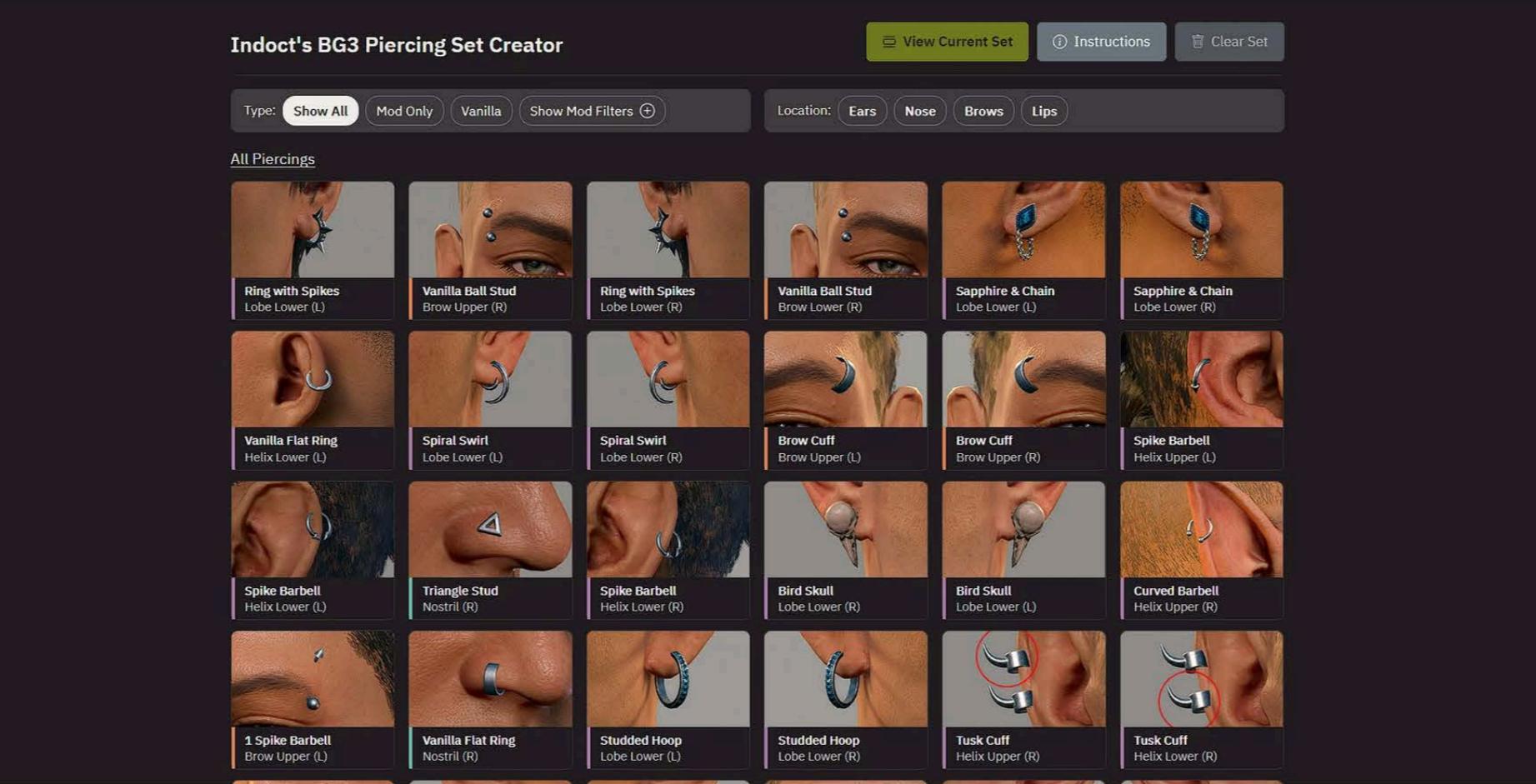
# Further Web and UX / UI

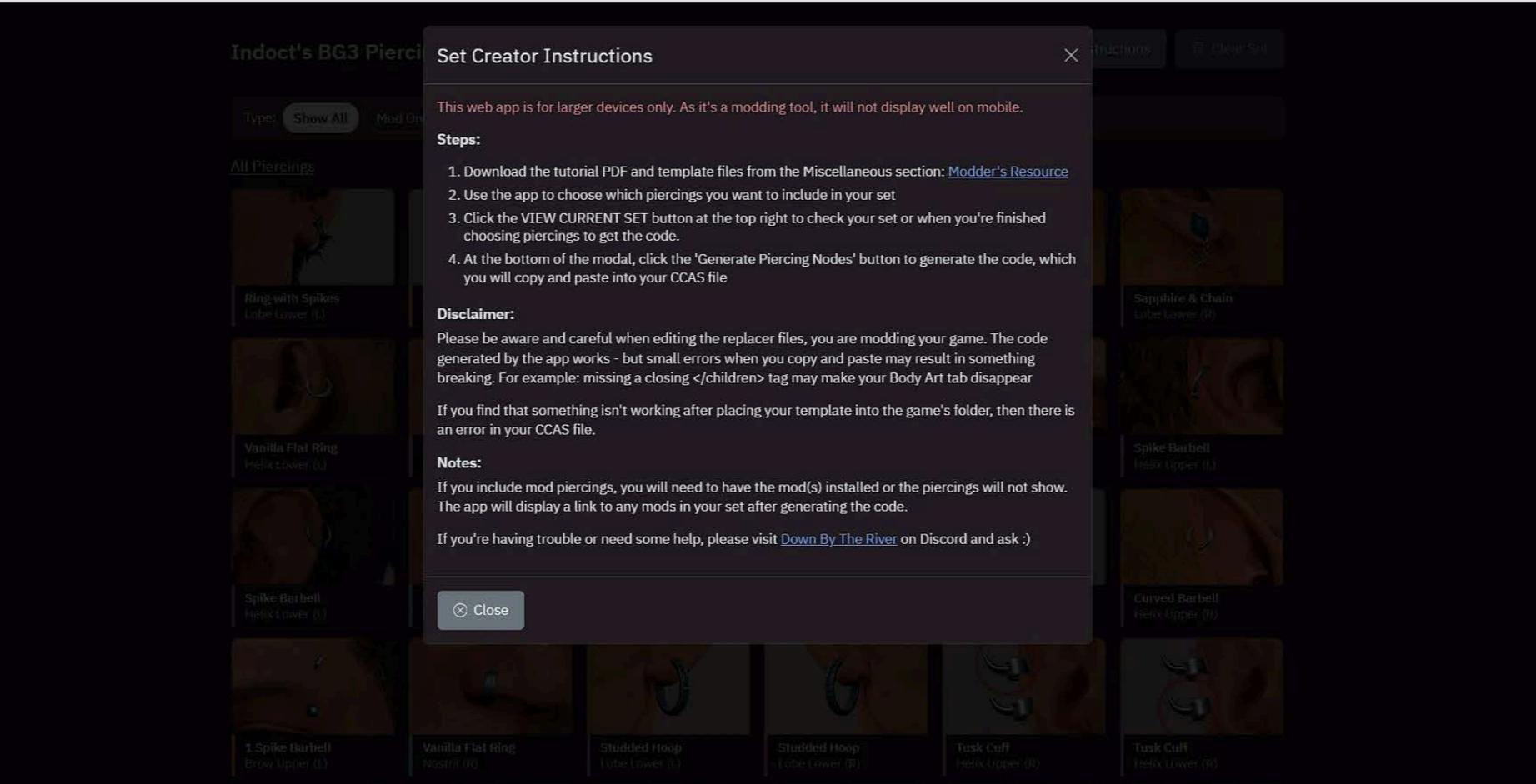
**BG3 Set Creator**

Making modding more accessible and customisable for modders & players.

Baldur's Gate 3 is a video game that you can modify by editing XML files. As these weren't intended to be editable, general users were sometimes breaking their game with invalid code. Each mod also has its own separate version of the file, making mixing and matching incredibly time consuming. I built this app as a solution and asked modders to add their assets to the database, making it easy to create and add your own custom sets to the game.

URL: <https://piercings.indoc.dev> BUILT WITH: React, Router, Typescript, Redux, Bootstrap, Prism.js



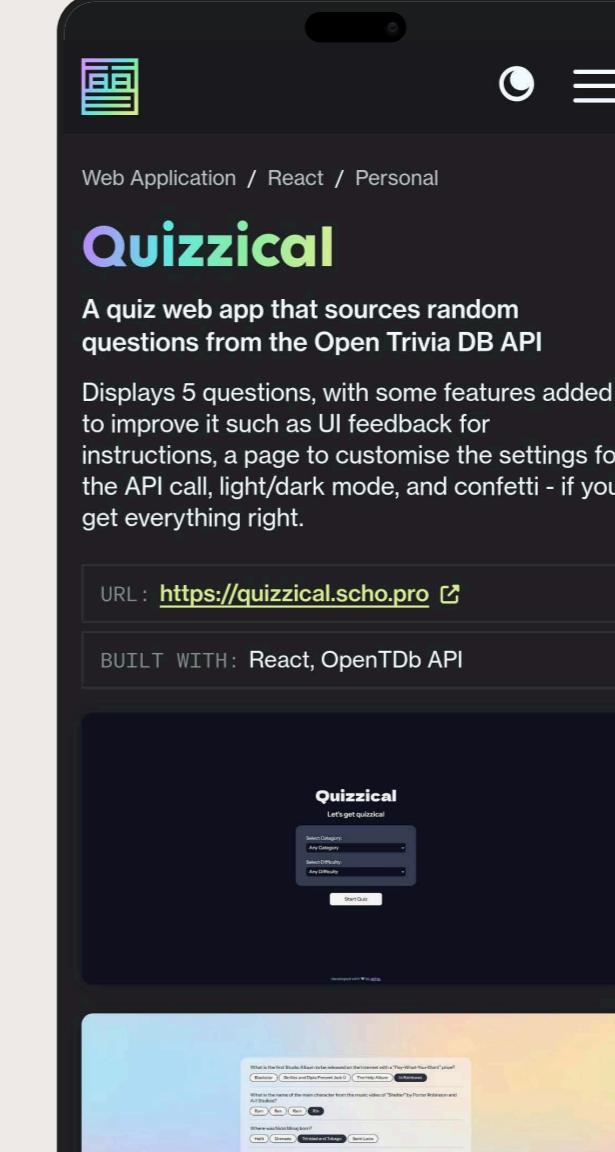


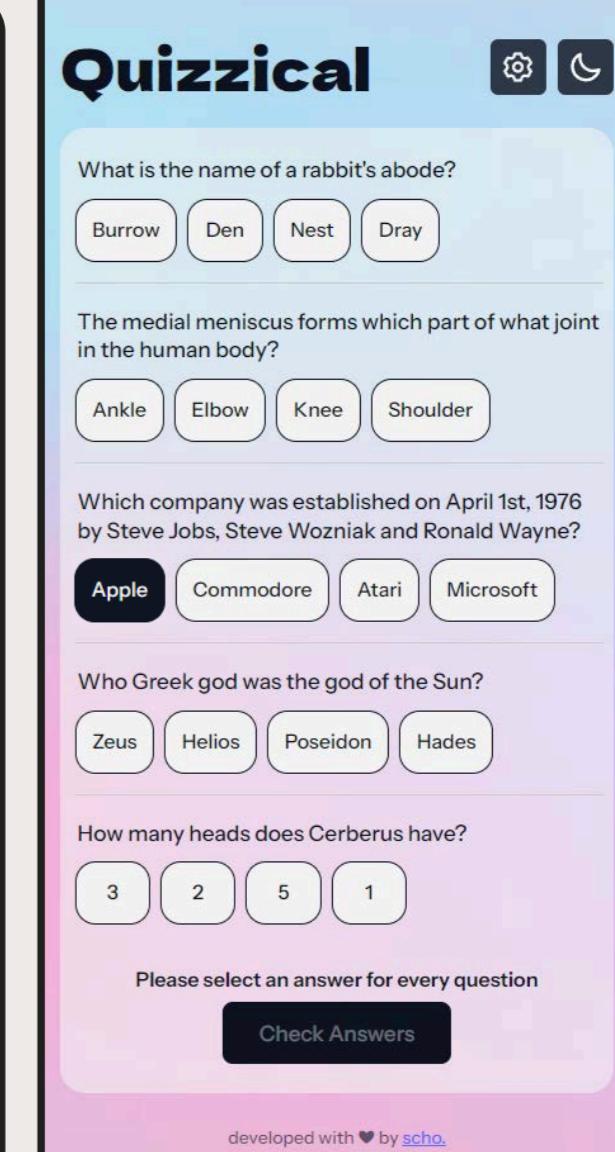
**Quizzical**

A quiz web app that sources random questions from the Open Trivia DB API

Displays 5 questions, with some features added to improve it such as UI feedback for instructions, a page to customise the settings for the API call, light/dark mode, and confetti - if you get everything right.

URL: <https://quizzical.scho.pro> BUILT WITH: React, OpenTDB API





developed with ❤️ by scho.

**INSPIRED LIVING**

About Psychotherapy Nutrition & Wellness Reiki & Soul Sessions Connect

## Holistic Nutrition & Wellness Coaching



What Is Wellness?

The WHO defines wellness as "a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity."

Wellness consists of a spectrum of elements in our everyday life that contribute to our overall well-being and quality of life. We are not just physical beings, our health and wellness is impacted by a myriad of dimensions. Our mind, body, soul are also intertwined in socioenvironmental factors that affect the level of our functioning.

We are complex beings with intuitive body systems that can sense when we are off balance. You probably notice how your sleep and diet patterns change when you are stressed. This is



In recent years, I've designed and built a variety of digital interfaces for different fields and for personal development. These include shopfront and company websites for clients in education, finance, wellness and food & beverage.

Further information and case studies can be viewed on my personal portfolio website, which was also crafted with code in React:

<https://www.scho.pro>

UX & UI

Web

Responsive

Front End



the\_odd\_dystrict  
Auckland, New Zealand

**JELLY**

Direct exposure to pure Technetium-99 will cause malfunction to the H34-RT after an hour.

532 Likes

the\_odd\_dyistrict something happened to the oddys while mining for TC-99!... [more](#)



# The Odd Dystrict NFT

I created the entire brand for an art NFT project with a global reach. Using the dystopian, post-apocalyptic lore of the universe, I crafted brand elements of black and bright yellow to match with the radioactive wasteland theme and colourful art.

## YELLOWCAKE

HEX: #171717  
RGB: 23, 23, 23

## FLASHPOINT

HEX: #FEFEFE  
RGB: 23, 23, 23

## YELLOWCAKE

HEX: #FAE628  
RGB: 23, 23, 23

## MEGATONNE

0% #FAB828 / 15% #FAE628 / 50% #FFF7AD / 100% #FAB828

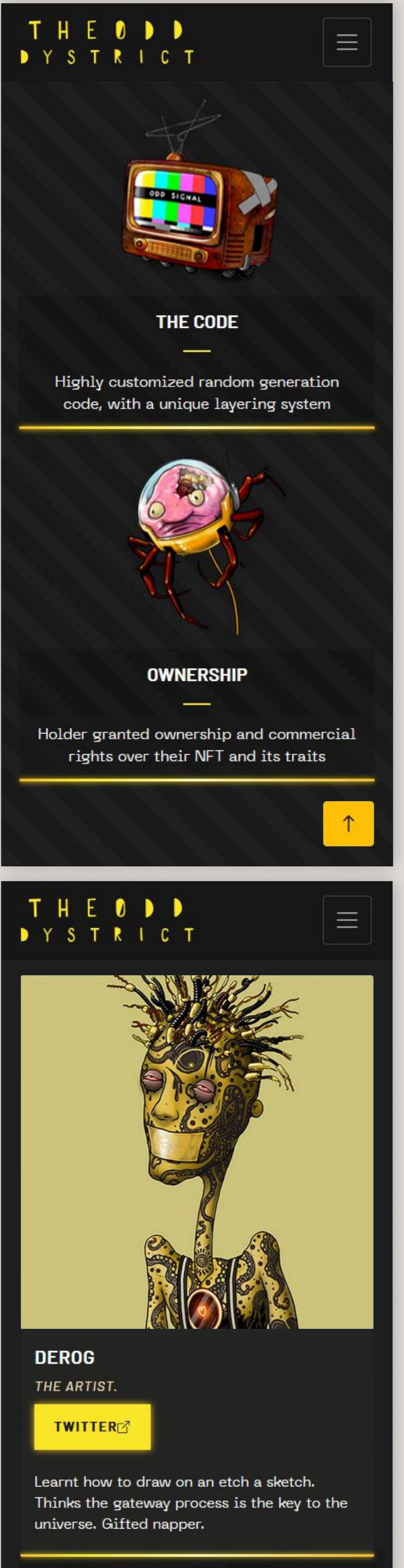
UX & UI

Web

Collateral

Identity

I also designed marketing graphics such as clothing merchandise, social media posts, a billboard, and posters that were printed and displayed around Auckland, New Zealand.



The Odd Dyistrict

The Story   Gallery   The Tech   Roadmap   The Team   [Discord](#)   [Twitter](#)   [Instagram](#)

# THE ODD DYSTRIC

WELCOME TO

**THE ODD DYSTRIC**

After the cataclysmic event 10 years ago that wiped out 99.97% of the population and left the planet ravaged by radioactive matter, only 5000 Oddys remain.

Civilization has found a way to survive these conditions through the breakthrough technology named inoculation of Technetium 99 (TC-99) – a biological enhancement to the heart that was developed by the late scientist Dr. Keldor. While this procedure keeps them alive it does not protect them from the physical effects caused by the planet's radiation. These heart pieces are fuelled by the mined chemical compound TC-99 – but demand is slowly outweighing supply.

[JOIN THE DISCORD](#)

## ODDY GALLERY

Learn how to draw on an etch a sketch. Thinks the gateway process is the key to the universe. Gifted napper.

**ROADMAP**

.....

**PRE-LAUNCH**  
Build discord community, collaborating and partnering with projects of a similar vision, weekly AMAs, Giveaways

**PHASE ONE**  
Community wallet is opened for further development led by community ventures – 10% of minted sales will go back into the community

**PHASE TWO**  
Merch Store opens and the design of limited edition pieces begins.

**PHASE THREE**  
All holders of The Odd Dyistrict NFTs will be given the opportunity to claim a collection of artifacts & materials for free.

**PHASE FOUR**  
Market the brand to a larger audience through partnerships, collaborations, hosting members meetups, pop up galleries & Honorary Oddys

**PHASE FIVE**

For more information about the roadmap, please:

[JOIN THE DISCORD](#)

**THE TEAM**

.....

**FRESHLYFADED**  
Digital Marketing. Can talk to a fly on a wall, always found at the snacks table. Oh, & have you seen his hair tie?

**TECHNICAL\_TOD**  
Developer. Followed the white rabbit & woke up in Bill Murray's bathtub. Plugs in a USB stick first time, every time.

**DEROG**  
The Artist. Learnt how to draw on an etch a sketch. Thinks the gateway process is the key to the universe. Gifted napper.

**THEVOOL**  
Digital Marketing. Has never lost a game of Rock, Paper, Scissors. Instantly judges people who don't like pickles.

**INDOC**  
Brand/UX & UI. Thinks she's living inside a space opera RPG. Can probably deadlift you – and your baby.

© 2022 The Odd Dyistrict



# The Odd Dyistrict NFT

For the UX/UI, I implemented the full web experience for people to interact with and purchase their NFTs. The goal was to provide an easy-to-use interface which was dynamically connected to the user's wallet. It also needed to appeal to the young,

tech-savvy, and primarily male target demographic, and visually stand out in an oversaturated market. The project was successful and the token sold out.

['The Odd Dyistrict' Project Page](#) ↗

UX & UI

Web

Collateral

Identity



# Juno Bakeshop London

For this small new business based in London, the brief was to create a brand and collateral including branded social media templates and packaging for the baked goods. With the budget in mind, the design was crafted to represent the



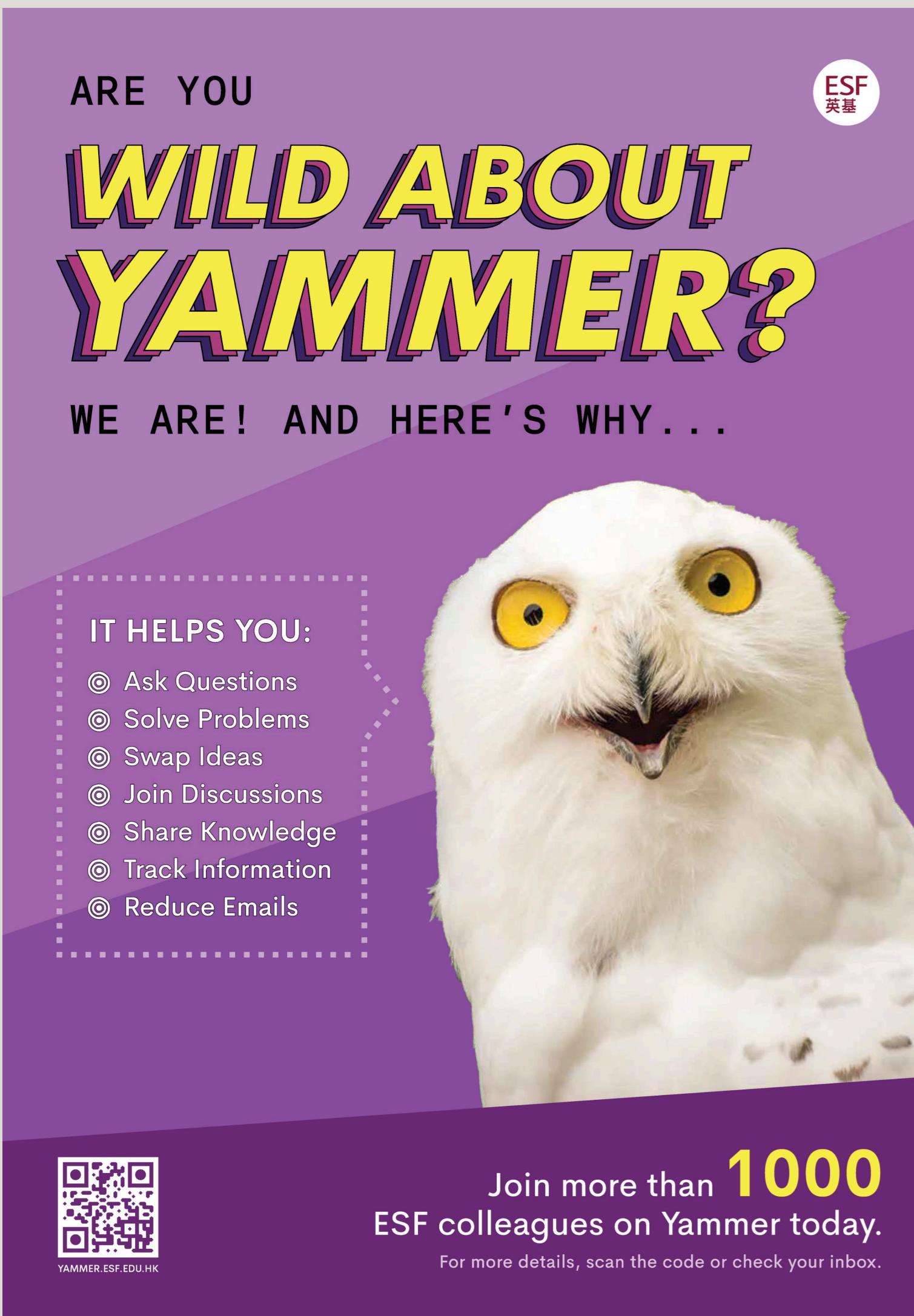
the bakeshop's message of joy, warmth and comfort through food. It was important to have an attractive shop front on Instagram, their primary social platform.

Identity

Packaging

Logo

Social



# Yammer Social Network Posters

A set of posters that I designed and made for the organisation's new Viva Engage (Yammer) internal social network. They needed a way to encourage 1000's of members of staff to join another platform, but also to communicate and collaborate on it.

The brief was to show the benefits of participation in a fun & eye-catching way. I used a bright colour palette, bold typography, a pun headline, and funny animal imagery. They were printed and displayed around schools and offices.

In-House

Poster

Marketing

Print



# Employee Handbook

ation (ESF) is the international school. Our 22 schools and of extra-curricular in every student approach to learning and

ents from 75 different artens, primary, schools. About 70% of who are permanent

ademic and wider ts. In 2020, 23 ESF ect score of 45 points; more than 95% s worldwide.

**Our vision is for every student to be the best that they can be.**

**Our mission is to inspire creativity and nurture global citizens and leaders of the future.**

We do this by creating joyful learning environments, led by a community of exceptional teachers.

4

## OUR SENIOR MANAGEMENT TEAM



BELINDA GREER  
Chief Executive Officer



VIVIAN CHEUNG  
Chief Financial Officer



CHARLES CALDWELL  
Director of Human Resources



JOHN STEWART  
Director of Facilities



ALAN MILLIKEN  
Director of Quality Assurance



JENNIFER KAVANAGH  
Head of Communications

## STRATEGIC OBJECTIVES

- 1 To establish our model of education as relevant, on the cutting edge of global innovation in education and producing excellent outcomes for students.
- 2 To operate as an efficient, effective and unified organisation.
- 3 To create and sustain a positive profile and be the education system of choice.
- 4 To be financially sustainable.

### Culture, Values & Performance

These are based on:

- o Creating joyful learning environments, which inspire creativity and foster curiosity.
- o Effectively meeting students' needs and achieving excellent outcomes for all students.
- o Being accountable, working to high standards and taking responsibility for delivering quality education and best value.

5



ENGLISH SCHOOLS FOUNDATION

**SUPPORT STAFF**  
Employee Handbook



The ESF is a large organisation with many staff joining every year from around the world. In order to make the process smoother and more welcoming for the new employees, I was tasked with creating a booklet that would be handed out

during onboarding. The book contains information on everything from the mission statement, to general policies and tips. It was important to make the text feel digestible and welcoming.

In-House

Poster

Information

Print