



DESIGN

# PORTFOLIO

2022-2023

UXUI DESIGN / SOCIAL MEDIA POST DESIGN / LOGO DESIGN

DESIGN BY CHAN YUEN WING

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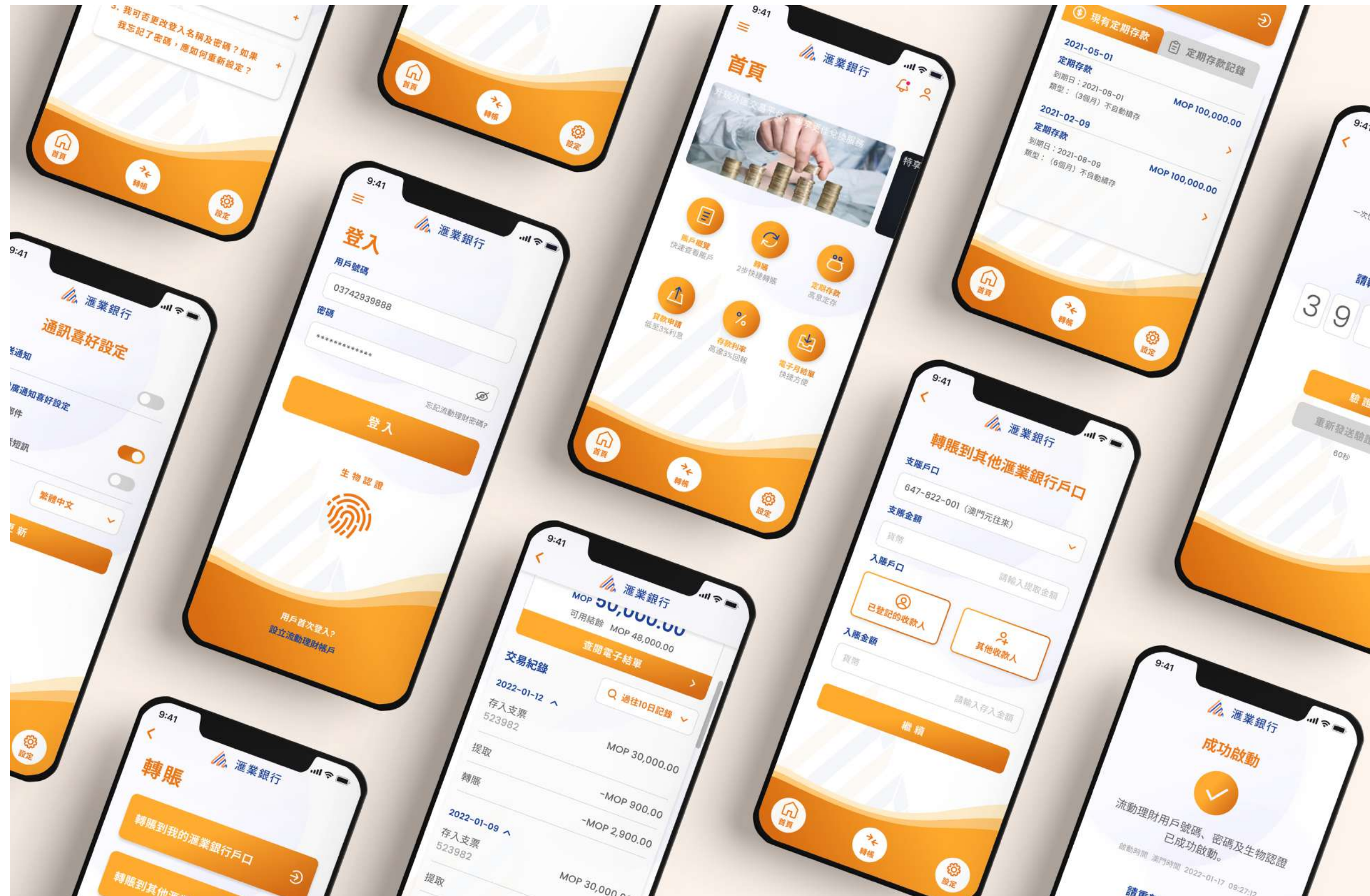
## LOGO DESIGN

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This project is to create an app for one of the bank in Macau. In this app, it will provide the experience of online banking services to end-users, included checking the amount of different bank accounts, transfer money to own account or other bank account (Fig.1), fixed deposit service (Fig.2) and loan service (Fig.3).

In order to protect confidential information of end-users and provide better user experiences, this banking app added some functions, included biometric authentication, two-factor authentication and auto logout when expiring a valid period.

For the design, use the brand color of orange and blue can increase brand recognition. By using the wave pattern in the navigation bar can provide a special experience and visual impact to end-users.





9:41

匯業銀行

轉賬到其他匯業銀行戶口

支賬戶口

647-822-001 (澳門元往來)

支賬金額

MOP1000.00

入賬戶口

647-822-001 (港元)  
Fong Mei Lok

已登記的收款人

其他收款人

入賬金額

HKD968.99

1 HKD

↔

1.03200 MOP

此交易將會進行外幣兌換，請輸入支賬金額或入賬金額，系統會即時計算相對兌換幣值

繼續

首頁

轉帳

設定

Fig.1\_Transfer to other bank account

9:41

匯業銀行

開立定期存款

查看現有定期利率優惠

定期存款戶口

您並未有任何定期存款戶口，一經開立此定期存款，我們將會自動為您開立一個定期戶口。

提取存款戶口

647-822-002 (澳門元儲蓄)

存款金額

請輸入金額

貨幣

MOP

存款期

3個月

續存類型

不自動續存

☒ 本人已細閱及明白開立定期存款戶口之條款及細則並同意接受其約束。

下一步

首頁

轉帳

設定

Fig.2\_Open a new fixed deposit

9:41

匯業銀行

貸款計算機

請輸入下列有關資料，即時計算您每月的還款額。

貸款金額

MOP200,000.00

實際年利率

3.15%

還款期 (月)

24 個月

開始計算

重新輸入

每月還款額:

MOP 8,609.52

總利息支出:

MOP6,628.44

總還款金額:

MOP206,628.44

立即申請

首頁

轉帳

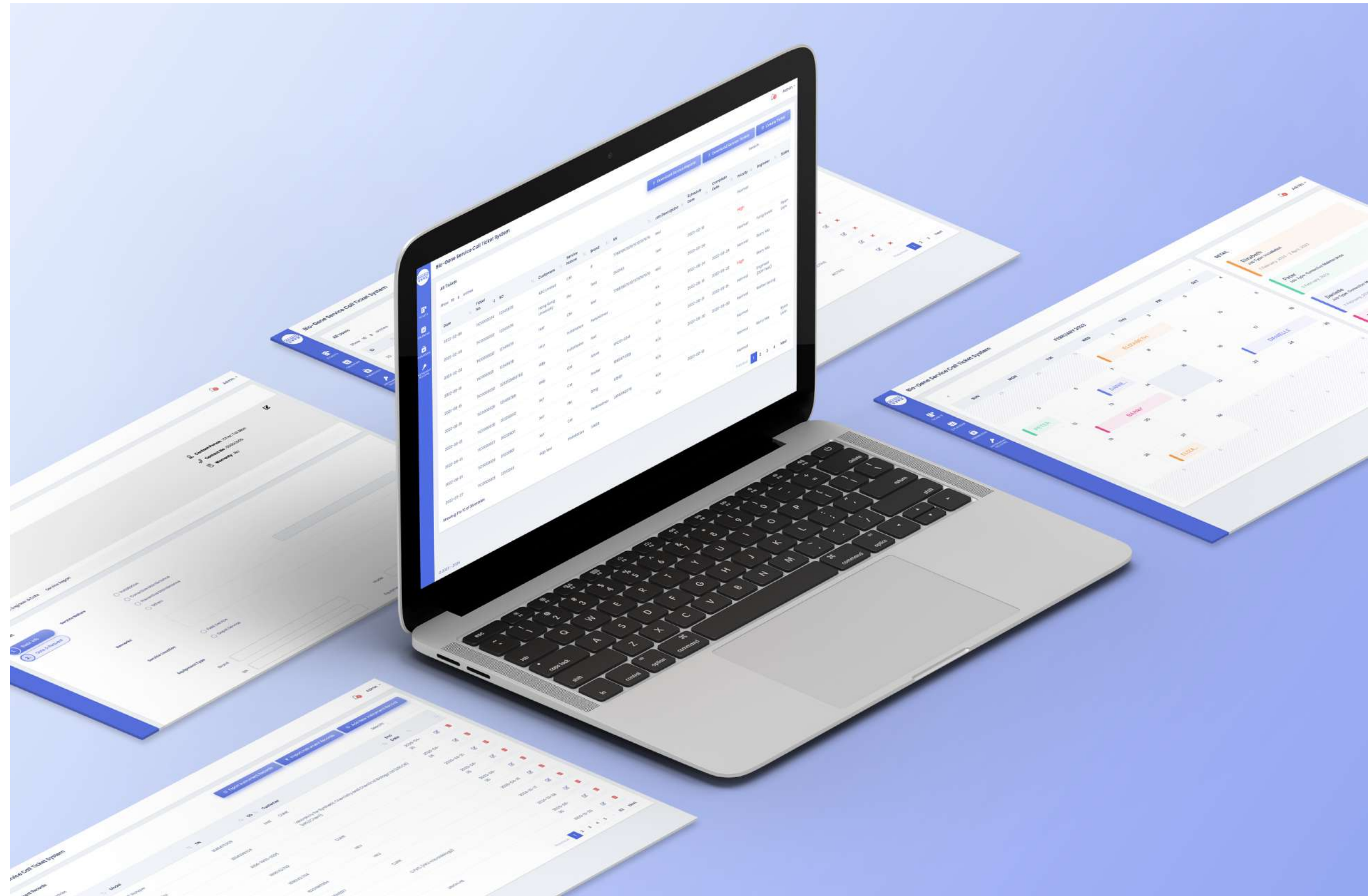
設定

Fig.3\_Loan calculator

# SERVICE TICKET SYSTEM

This project is to create a ticket system for the company to track the status of each service. In this system, it allows the sales to fill in a request form, then the engineer can schedule their services. After the three parties approve on the schedule, the actual schedule will auto display on the calendar which can be viewed by the engineer. After the on-site service is completed, the engineer needed to fill in a service report form to inform the sales and CS that the service is completed.

In order to have a good communication with the clients and developers, and better user experience of the system flow, I was responsible for creating a user flow (Fig.4) to make sure every sections go smoothly and logically.





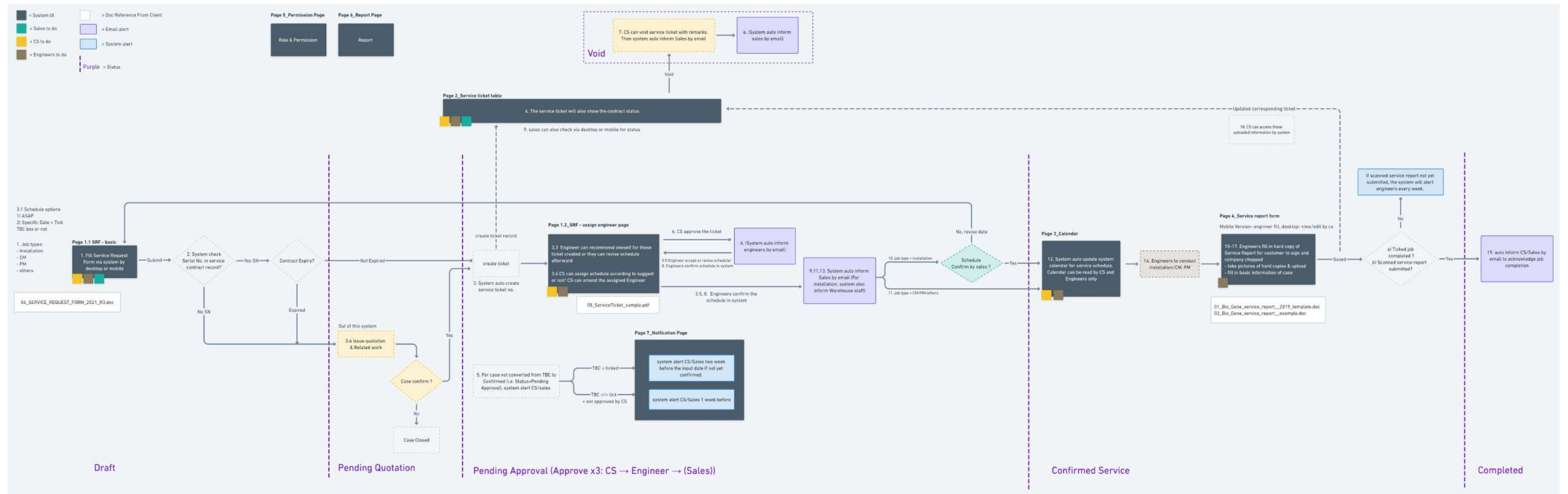


Fig.4\_User flow of the whole system

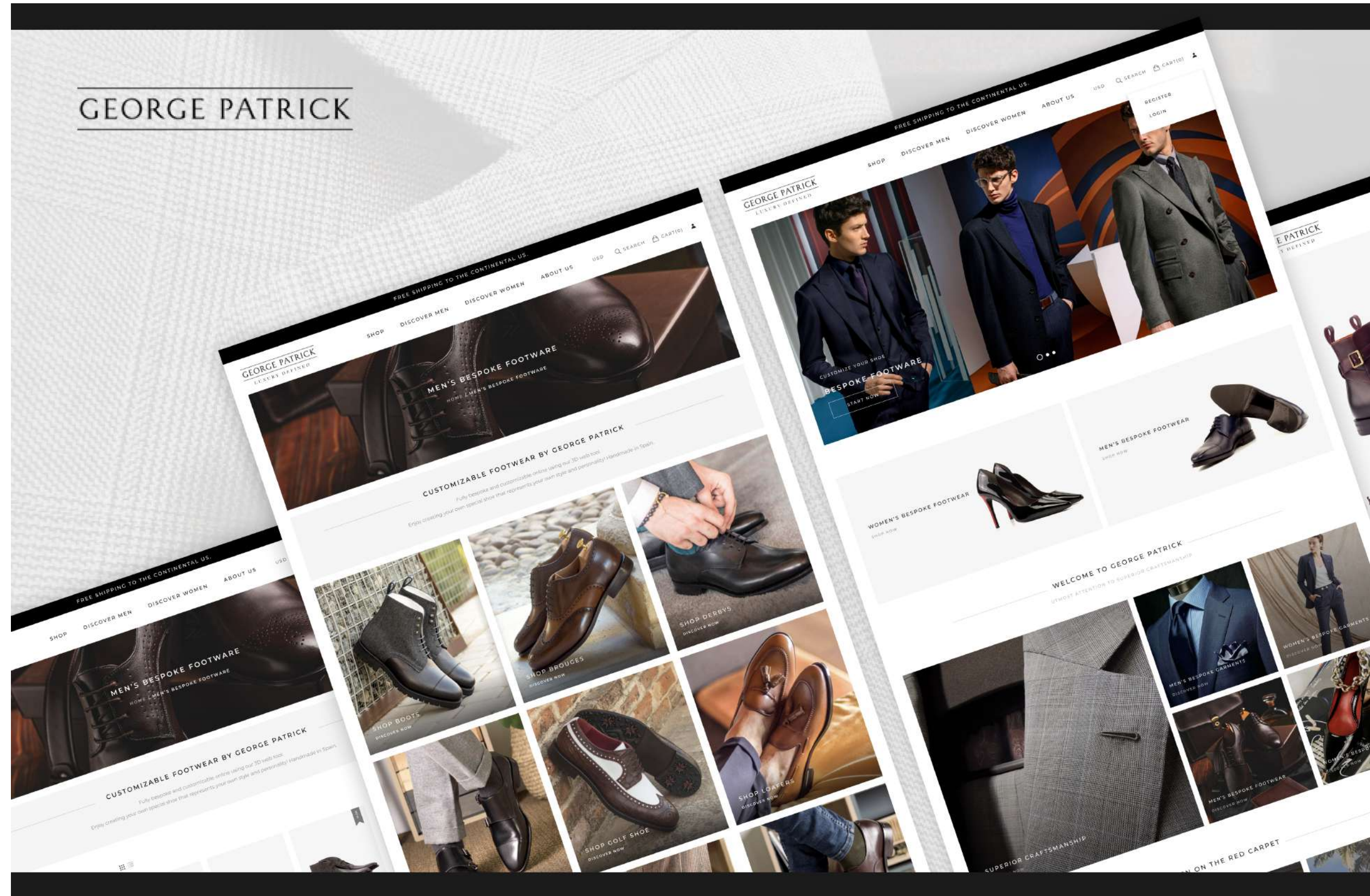


# E-COMMERCE WEBSITE

This project is to revamp a e-commerce website for a luxury brand in the United State. Similar to normal e-commerce website, the website included product categories page (Fig.5), product listing page (Fig.6) and product detail page (Fig.7). For the function of the website, it contains member system, cart system and checkout that can commonly find in a e-commerce website.

For the design, I use black as main color and light grey as secondary color matching with white sapce to create modern, chic and elegant. By using grid system to design the layout of all pages, the website will become more tidy and organised.

Reference: <https://georgepatrickdesign.com/>





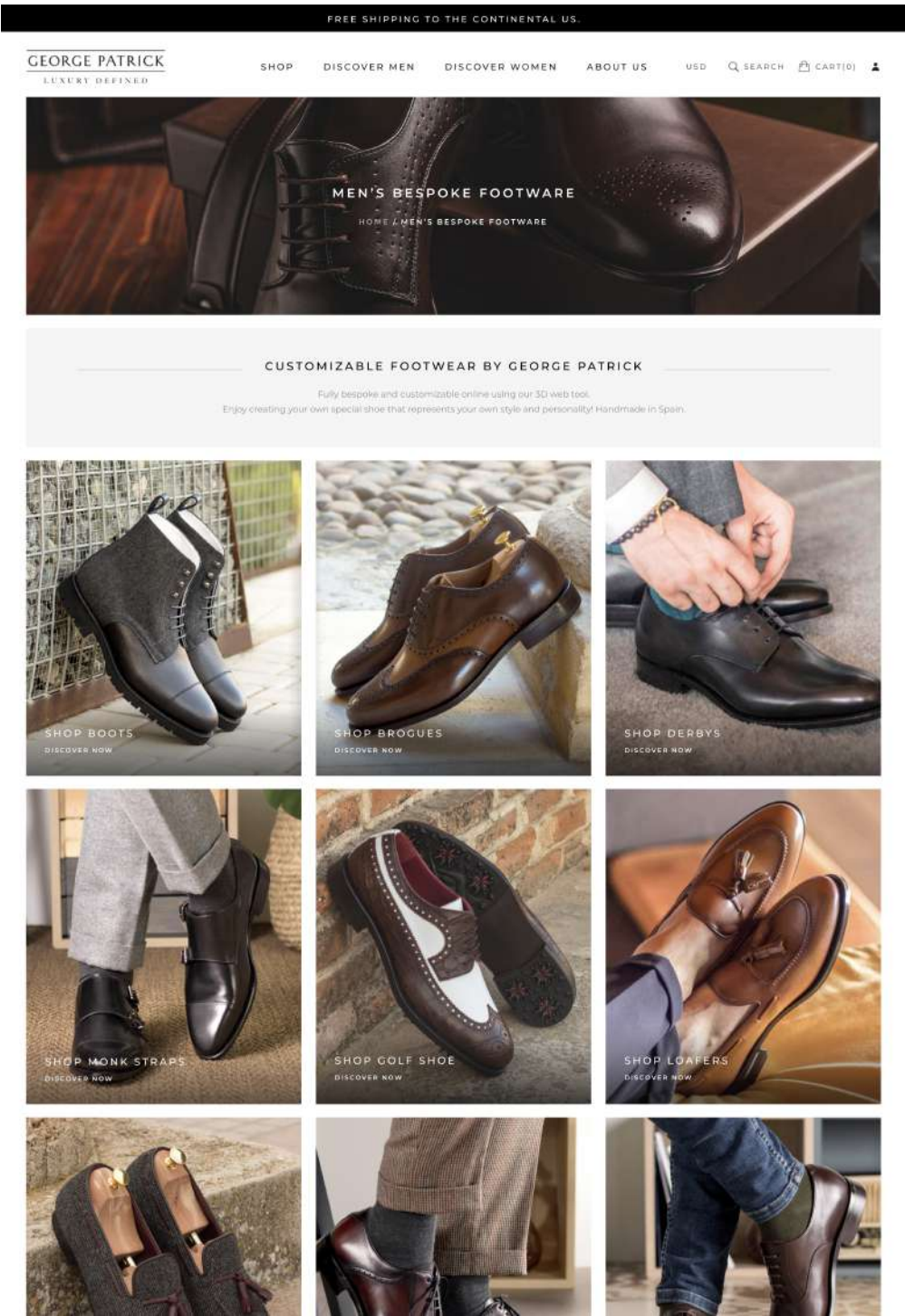


Fig.5\_Product categories page

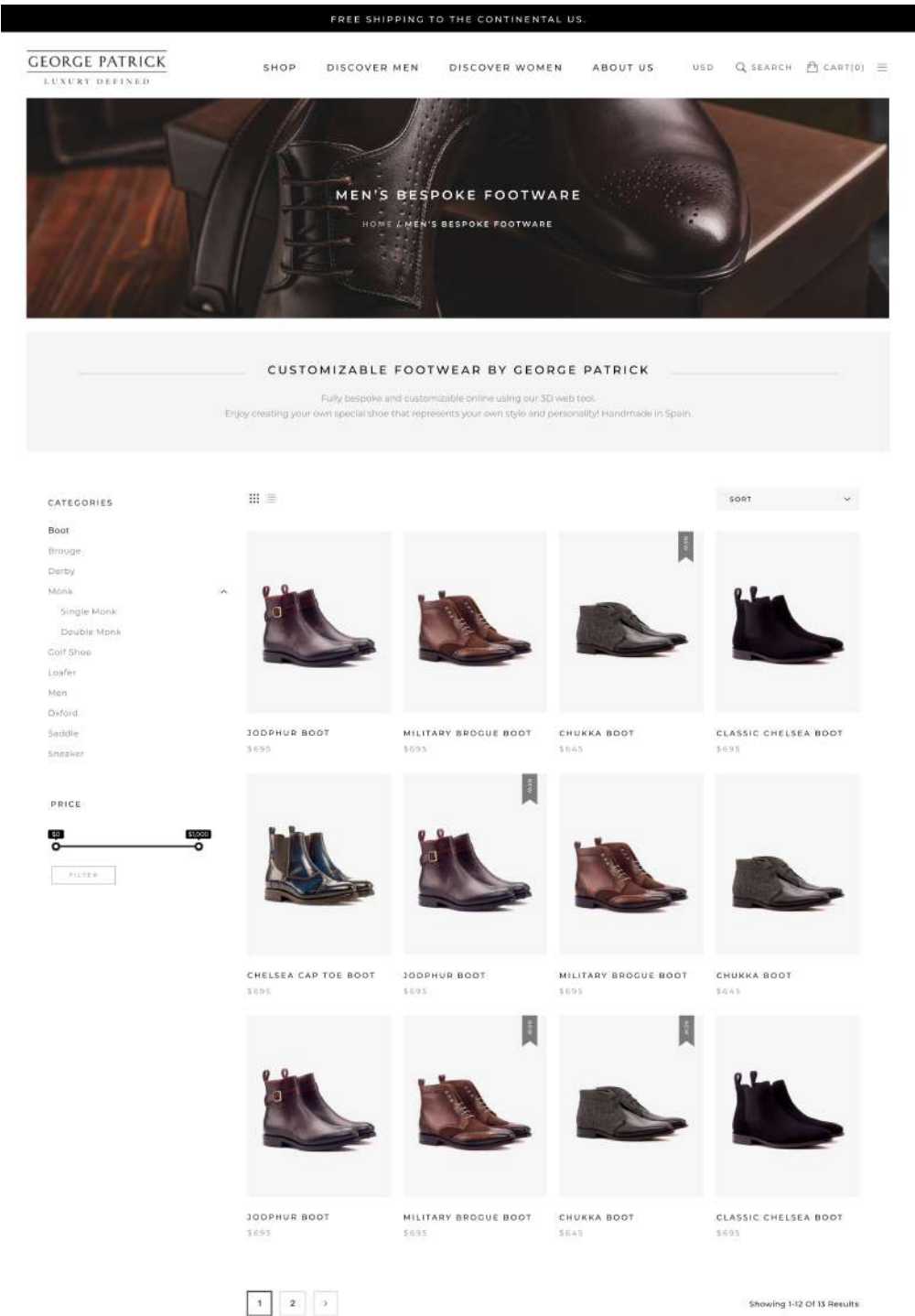


Fig.6\_Product listing page

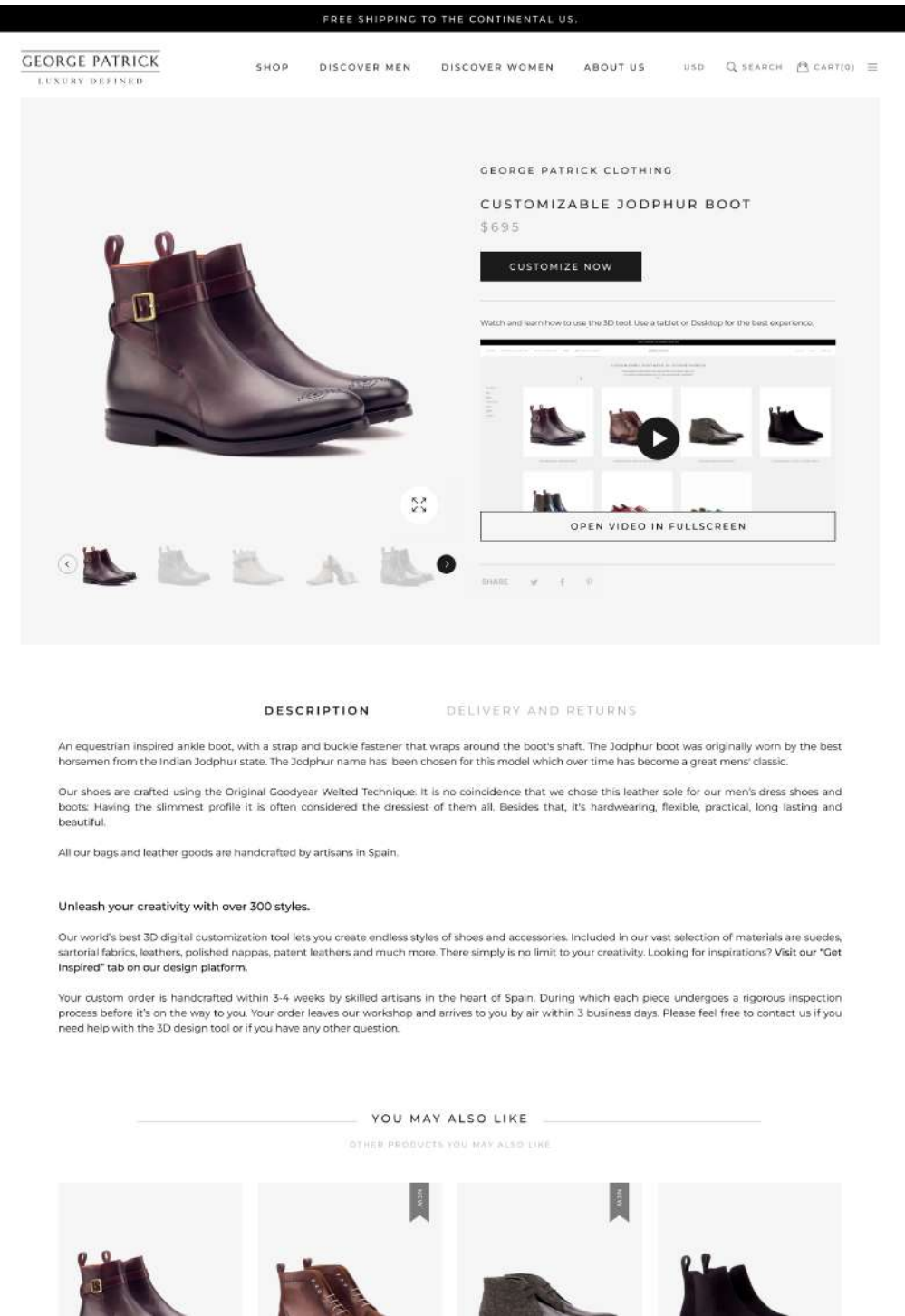


Fig.7\_Product detail page

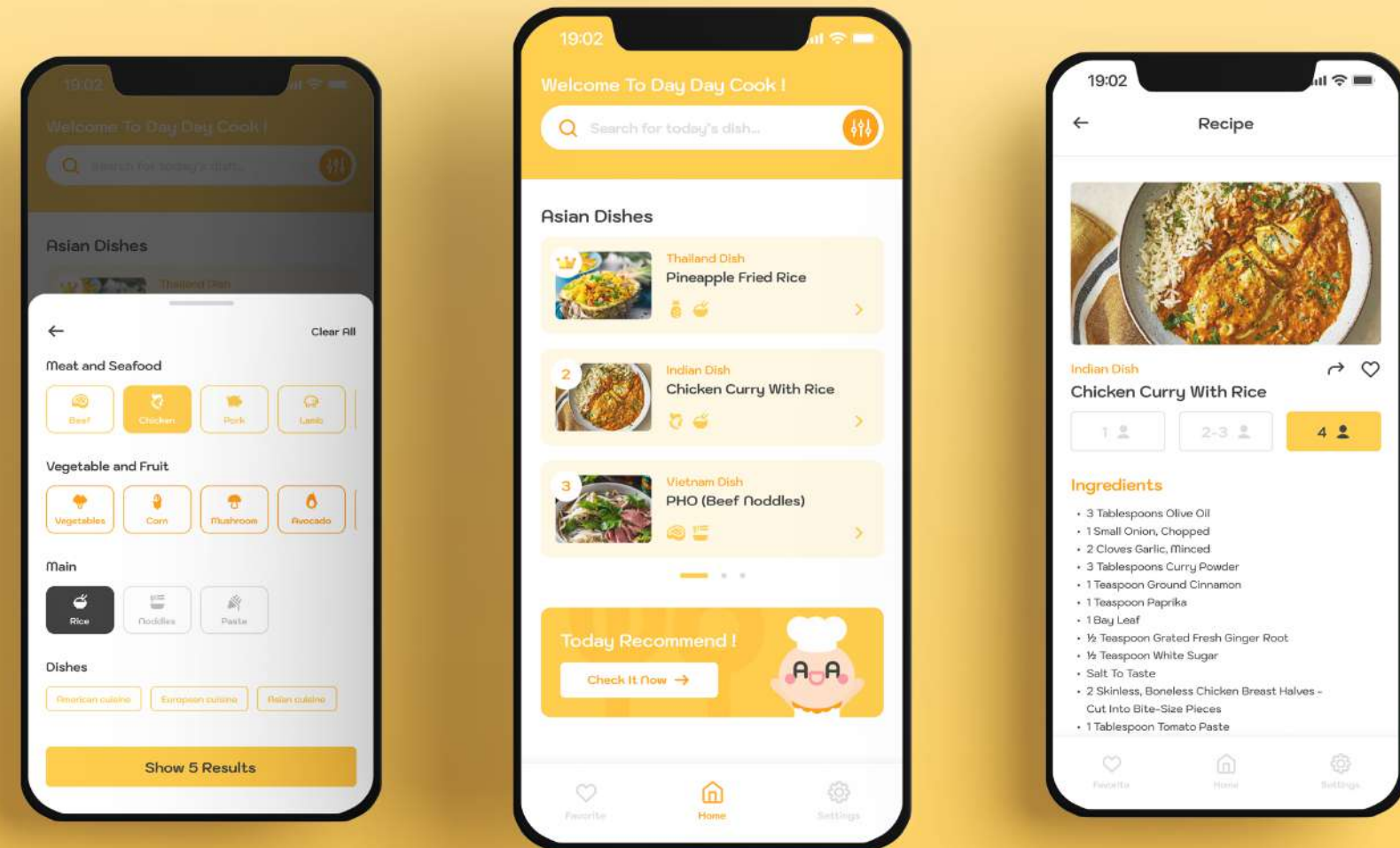


There are many cooking apps on the market, but they are all aiming to provide numerous recipes for end-users. In this app, it aims to tackle people don't know what to do when they have ingredients, or how they can mix and match with the existing ingredients.

This cooking app contains three main functions, included leader board of dishes (Fig.8) which can give weekly suggestions to end-users, ingredients filtering function (Fig.9) that solve what they want to cook or how to use existing ingredients, and create their own recipe list (Fig.10).

For the design, I use warm color tone to present the app as it will affect appetite of end-users. The overall layout is simple but organised in order to provide a smooth user experience.

Prototype link: [shorturl.at/uJZ16](https://shorturl.at/uJZ16)



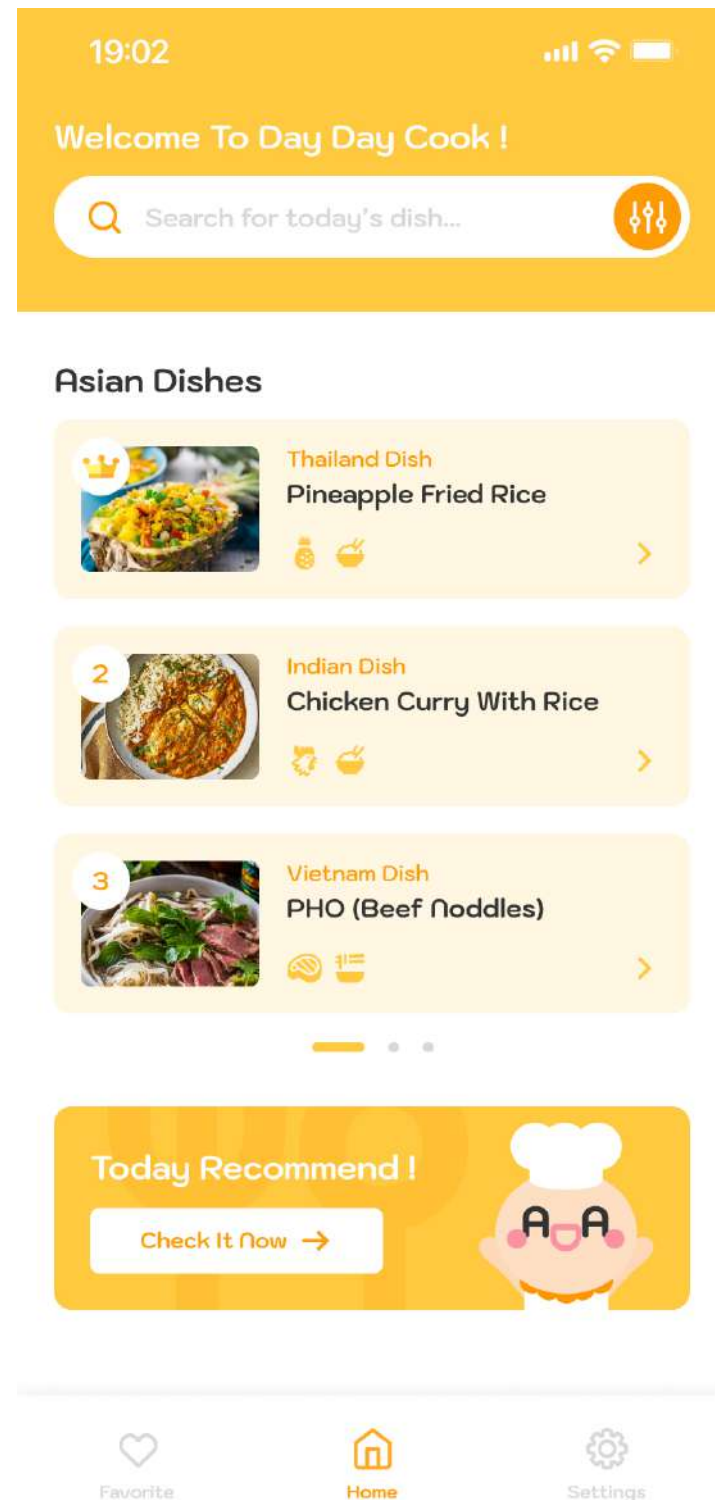


Fig.8\_Home page with leader board

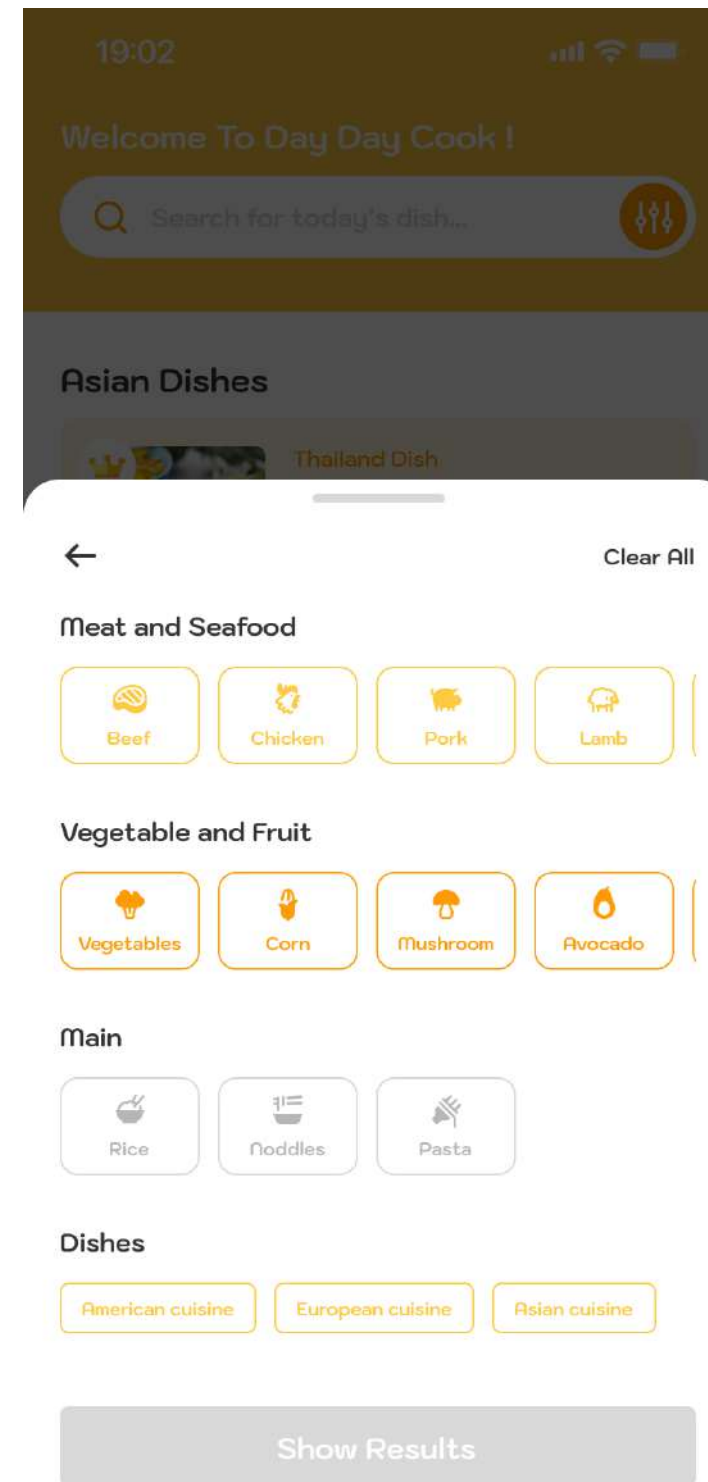


Fig.9\_Ingredients filtering function

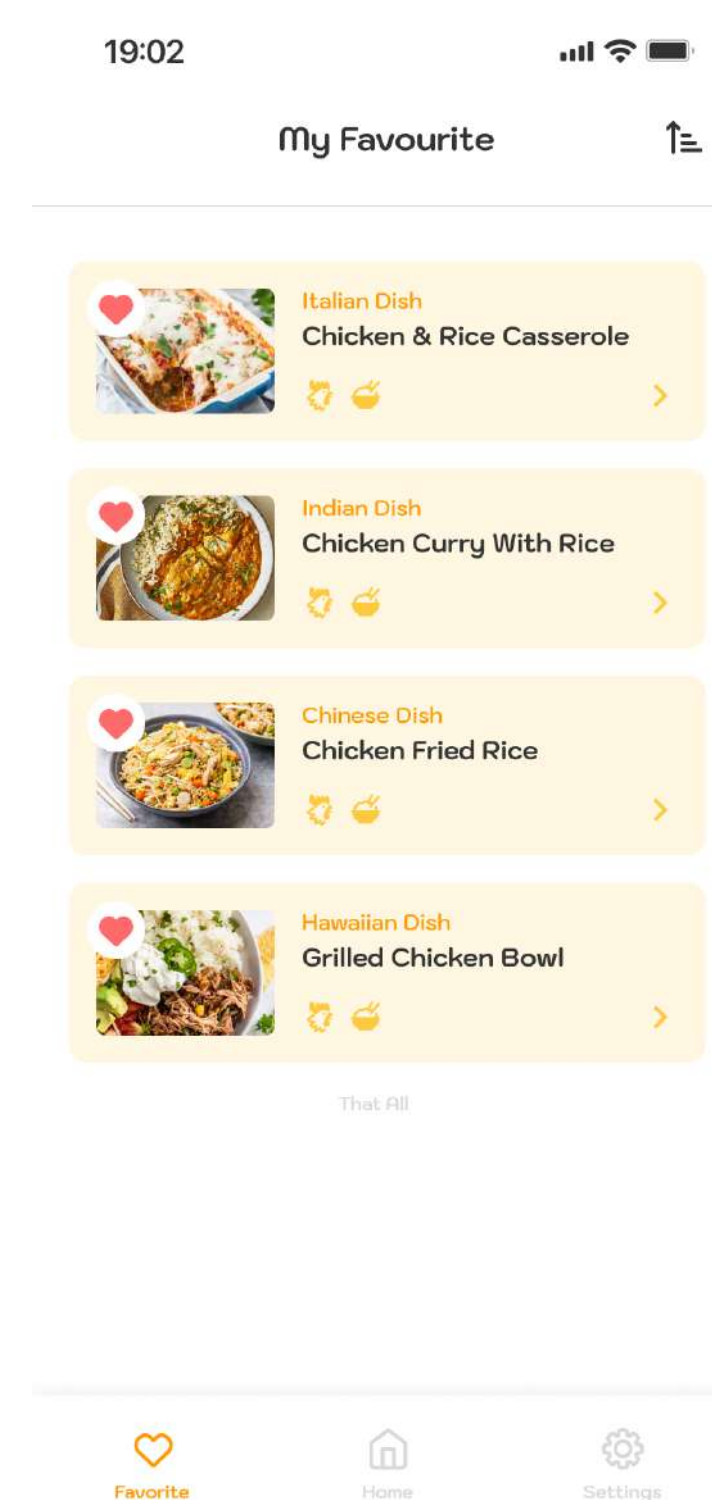


Fig.10\_Add to favourite function



# INFORMATIVE WEBSITE

This project is to revamp the informative website for a Hong Kong brand called "Reuteri" which selling probiotics products. The website includes home page, overall products introduction page (Fig.11), product detail page (Fig.12) and so on.

Since informative websites does not contain much functions as ecommerce websites, the present of user interface is important. In order to raise attraction and brand recognition, I used their brand color, green and orange to create the contrast in the overall user interface. Because of green is mild color when the user looking at the screen in a long time, I used green to be the main color and matched with a sharper orange. The orange highlighted the important parts in the website, for example for the CTA button, I will use orange instead of green in order to catch user's eyeballs.







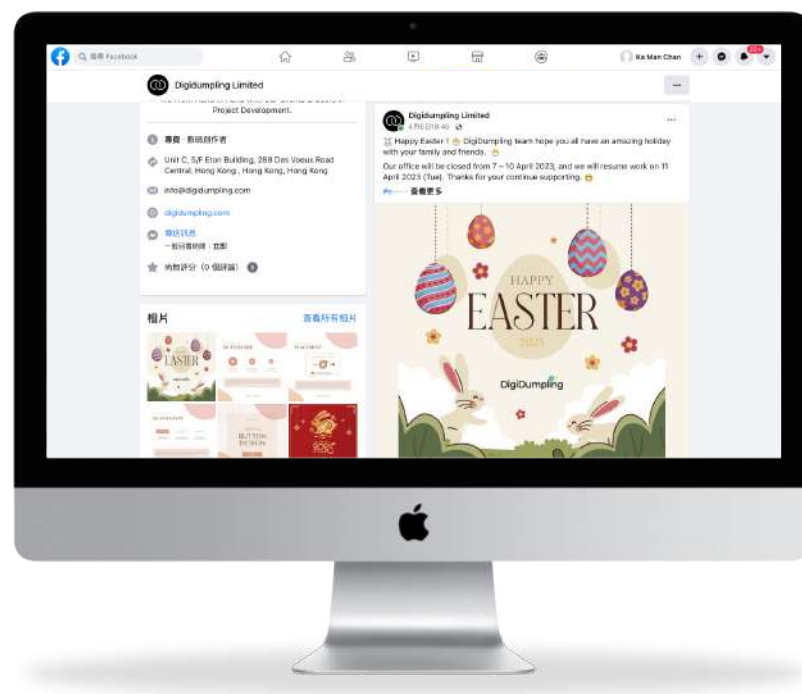
Fig.11\_Overall products introduction page



Fig.12\_Product detail page



# FESTIVAL POST DESIGN



Company name: DigiDumpling Limited

- Festival e-cards of the brand
- Social media post for Instagram, LinkedIn and Facebook





# DISCOUNT POST DESIGN



Company name: acc+

- Regularly design post for the brand
- Social media post for Instagram and Facebook



REGULAR  
DISCOUNT POST

MONTHLY  
DISCOUNT POST

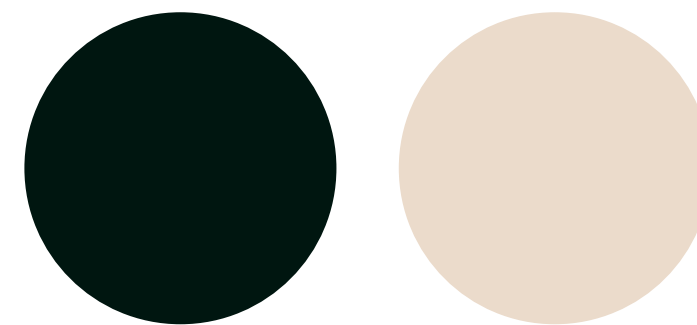




Company name: Goofy & Dummy

- Design a new logo for new brand
- A new bakery brand; With two person who passionate about making cake as selling point
- Directly display the name of two person in the logo
- Mainly focus on typography of the two names
- By using the layout of two names to represent layering of cake

Brand color:





Company name: Hana

- Design a new logo for new brand
- A new washing sheet brand; With aroma as selling point
- Use flower to represent the aroma of washing sheet
- Mainly use light blue to represent the color of water and clean
- Always use curve line to represent the movement of water and the shape of washing sheet

Brand color:

