

# PAST WORK

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# Surreal Estate

SURREALESTATE.HEROKUAPP.COM

April 2014

Surreal Estate is a crowdsourced application aimed at prospective homebuyers who are interested in finding a neighborhood in a specific city that matches their needs and interests. It was a group project in which I was charged with designing the user experience for someone who is trying to find the right neighborhood to live in. This was created for the UI Design and Implementation class in the spring semester of 2014 using Adobe Illustrator.

**SURREAL ESTATE** search for cities

Favorites

Compare Selected

Downtown  
Bellevue, WA

★★★★★

Crescent Park  
Palo Alto, CA

★★★★★

Upper East Side  
New York, NY

★★★★★

**SURREAL ESTATE** San Francisco, CA

Inner Sunset

★ RATINGS

POPULATION  
825,111

Avg TEMPERATURE  
High: 73° F  
Low: 46° F

ANNUAL RAINFALL  
20.78 in

Reviews

Add Review Filter

Tanya Talkar  
Engineer  
lorem ipsum dolor blah blah blah.  
lorem ipsum dolor blah blah blah.

Kevin Peng  
Engineer  
lorem ipsum dolor blah blah blah.  
lorem ipsum dolor blah blah blah.

Genghis Chau  
Engineer  
lorem ipsum dolor blah blah blah.  
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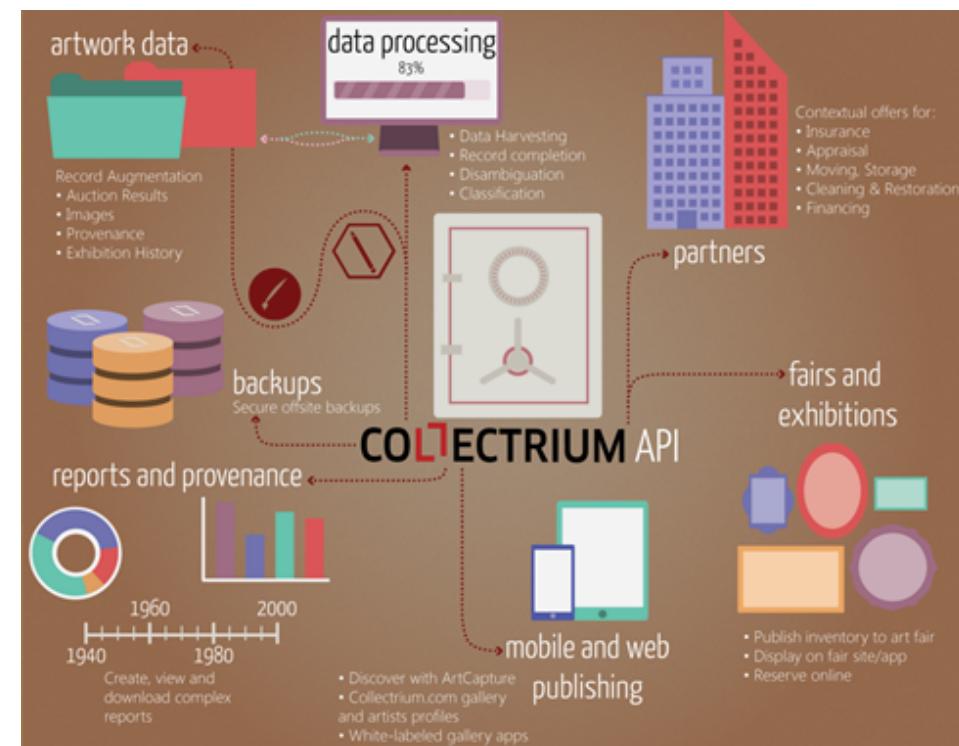
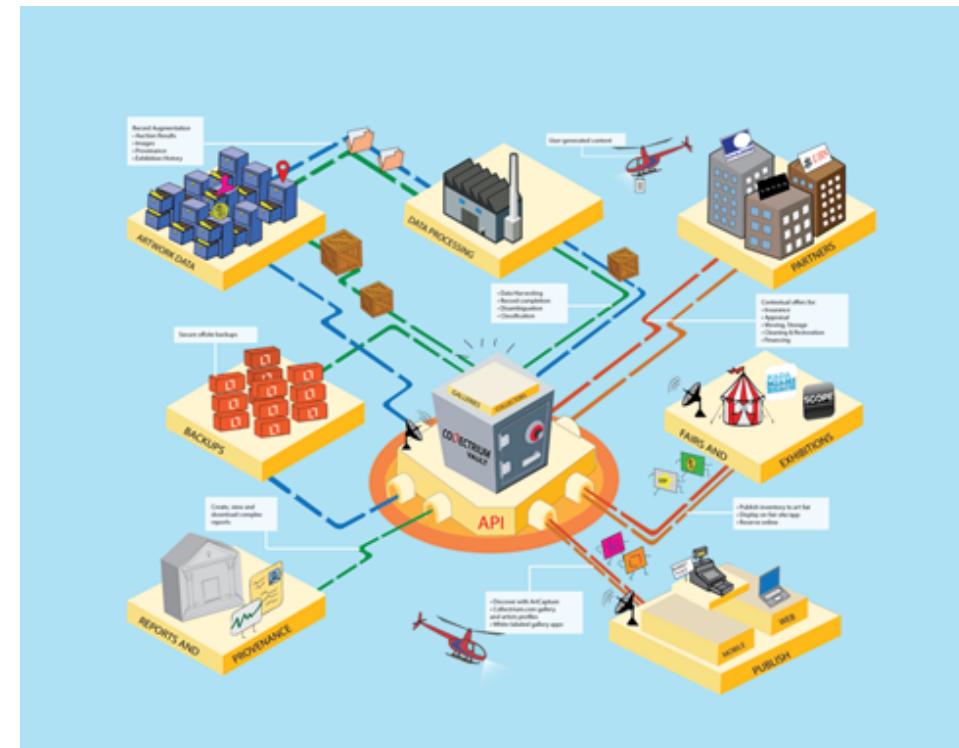
Add Photo

# Collectrium

Jan-Feb 2014

## REINVENTING THE INVESTOR DIAGRAM

Collectrium is a cloud-based art database management system. The previous investor diagram was very playful and gave off a “farmville” feel. This did not match very well with the audience that Collectrium was targeting – future investors. The idea was to revamp this old design by creating something that could be read easily from slides and was more clean and simple. Colors were grabbed from the Collectrium website, and the different “platforms” were updated with flat icons to make it look more modern.

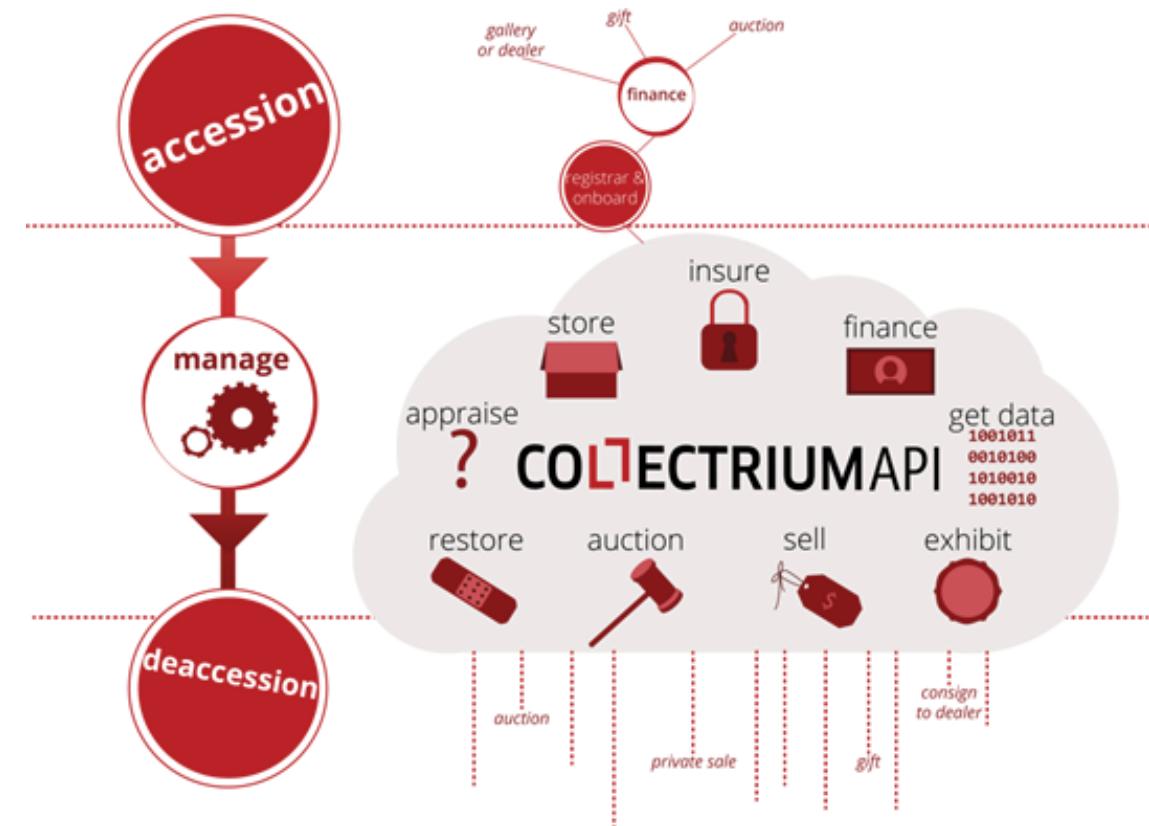
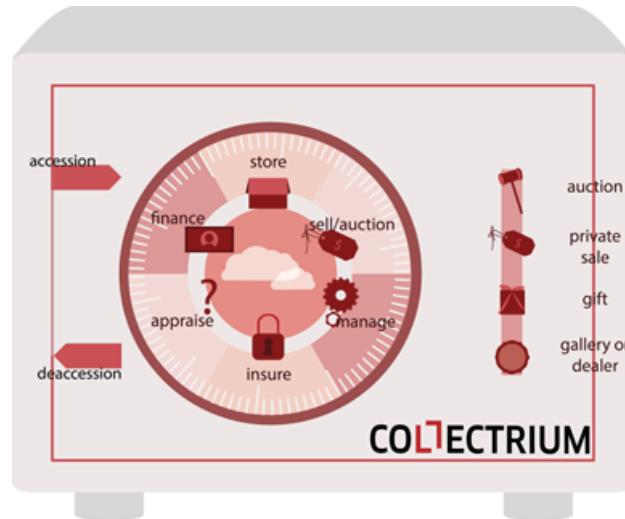


# Collectrium

## BASIC MOCKUPS

Jan-Feb 2014

The old design layout was hard to parse as there was no linearity to it. Thus, I collaborated with the CEO of Collectrium to create a diagram that would make it easier for investors to understand what Collectrium was doing. The new layout mimics the lifecycle of a piece of art and uses the Collectrium logo's colors. It also demonstrates the critical role that Collectrium plays in the art life cycle. Each of these designs was then expanded upon and the ideas more fleshed out. All diagrams were drafted up in Illustrator.

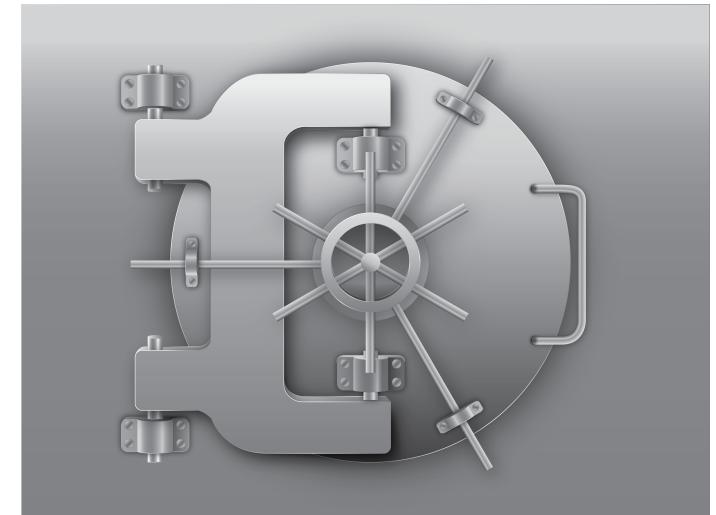
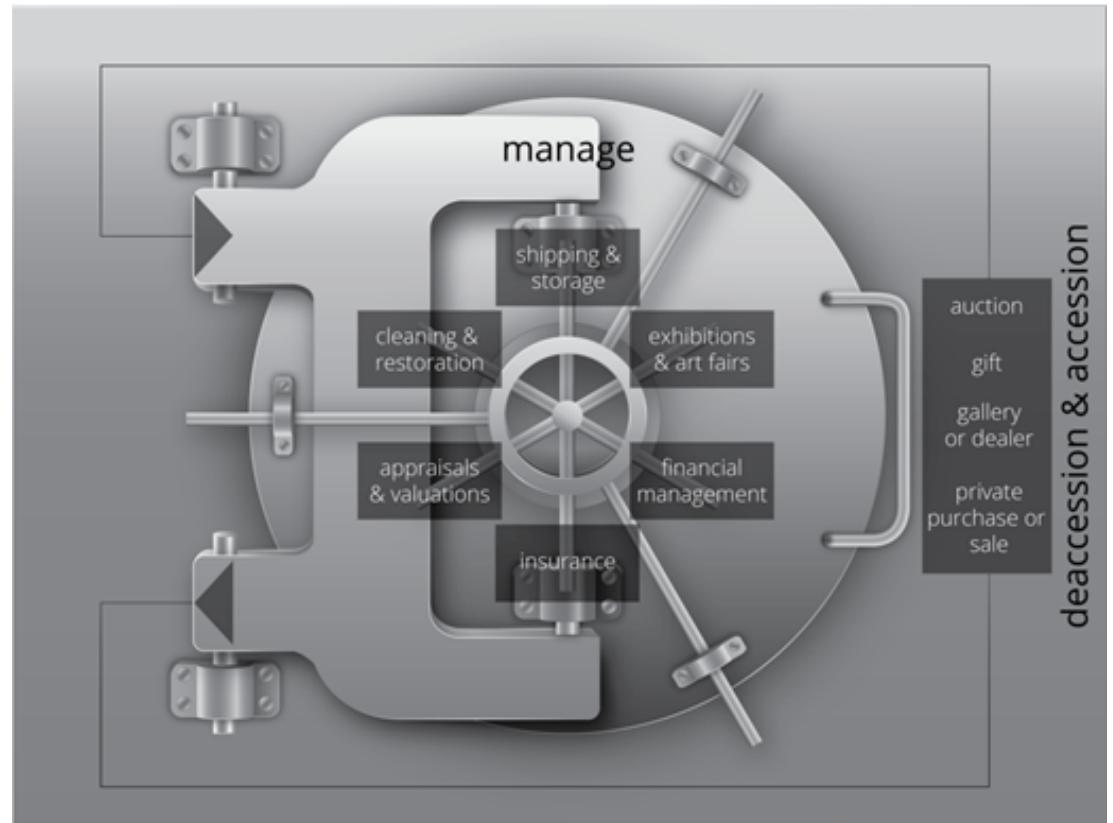


# Collectrium

## ADDING METAPHORS

Jan-Feb 2014

This vault centered diagram plays upon the security of Collectrium's art management platform. This diagram also plays around with the idea that Collectrium can also be a platform for buying and selling art pieces, so that while an art piece may leave someone's collection, it never leaves Collectrium's vault. This vault image was created in Adobe Illustrator, using a reference image. The flat feel of previous drafts was changed in favor of creating something that more closely resembled a vault.



# Surreal Estate

April 2014

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The main focus of this third design is to show the linearity of accession and deaccession of an art piece. It is simple to help convey information across more easily. Arrows enter into a wheel that represents Collectrium's management system. The circle helps to convey the continuity of these actions; a piece of artwork may be appraised or exhibited multiple times. The wheel shows how there is no specific order in which these actions take place, nor is management of an art piece a cycle.

This design is also meant to show Collectrium's partners which provide the specific art management services. The diagram could also be made to be interactive. Clicking a pie slice would expand to show that partners for that category.



# TechX Marketing

STUDENT EXHIBITOR SHIRTS

Spring 2014

Techfair branding emphasizes the use of blue and squares to give up a modern, techy vibe. The squares in some of the letters in Techfair are used to keep branding consistent and to emphasize the fun, technology oriented part of Techfair.



# TechX Marketing

## STUDENT PROJECT FUNDING AD

Fall 2012

This was a poster designed to encourage students to apply for Techfair's student project funding as part of a large display in MIT's infinite corridor. The bright colors were Techfair's old colors and were used catch the eye of students walking by.

TF @  
MIT

got an *idea* for a really  
cool project? want  
*funding*?

**great news.**  
**techfair** offers project  
funding.

**important dates**

10/12 5pm  
infosession 1

10/18 9pm  
infosession 2

10/19  
applications due

10/23  
interviews

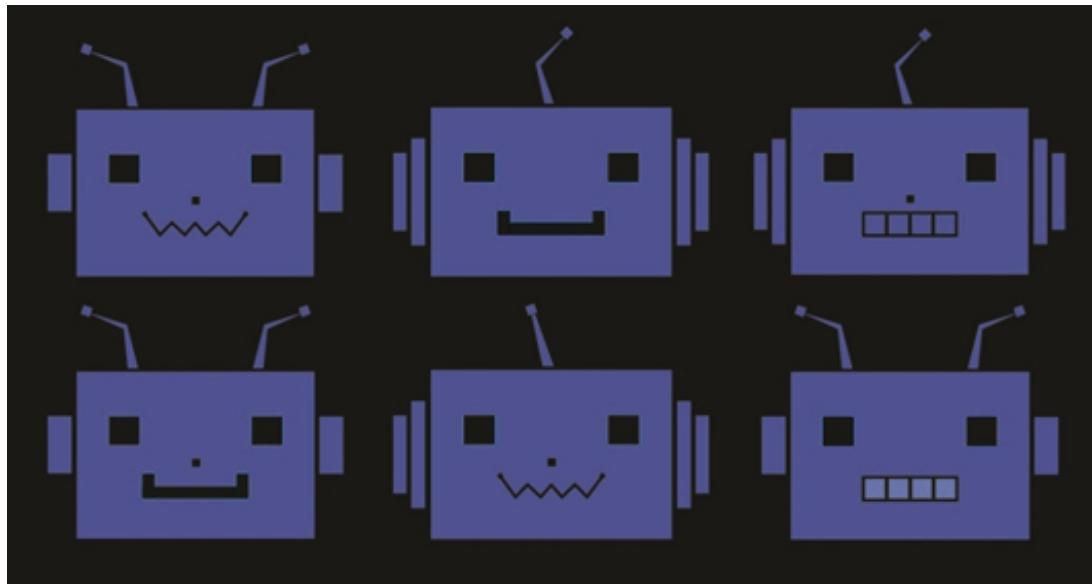
10/25-27  
interviews

10/30  
acceptances out

not *just* your average career fair

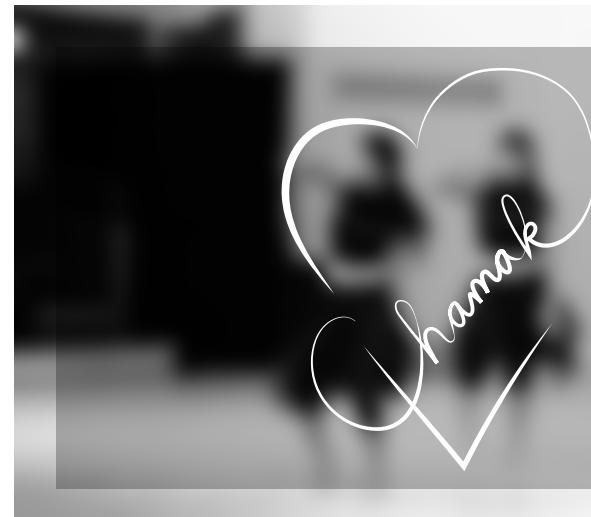
# MISCELLANEOUS

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Mockups for a possible TechX robot mascot.

Logo for the Chamak dance group.  
“Chamak Love”



AUDITIONS  
Fri 9/5: 6-8 PM  
Sun 9/7: 1-3 PM  
@McCormick Dance Studio

# Traditional Art

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