

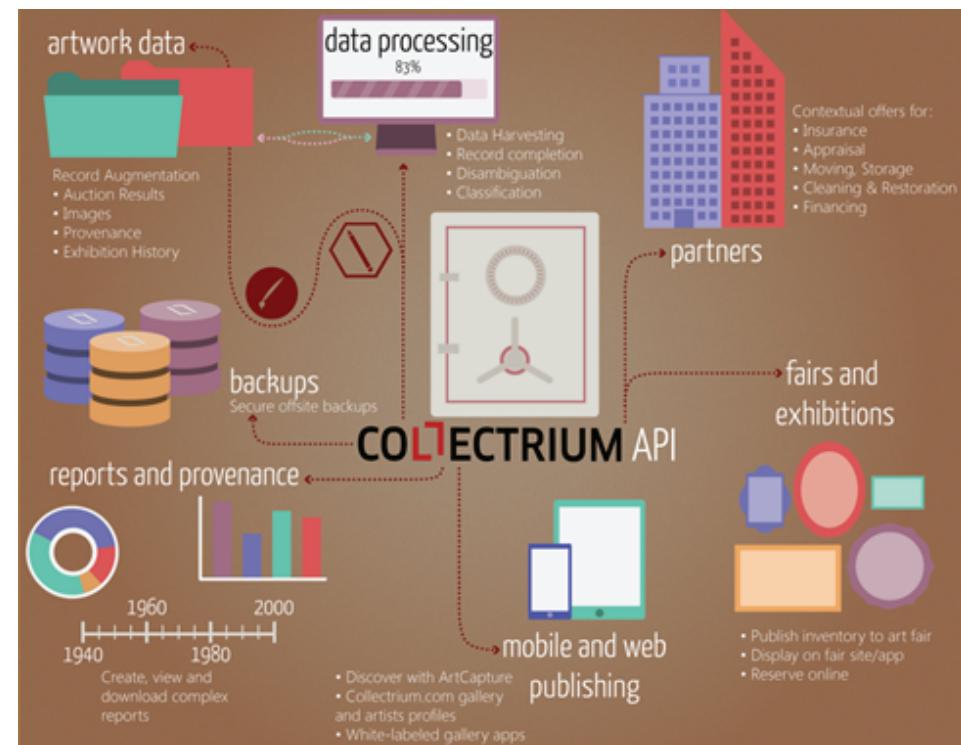
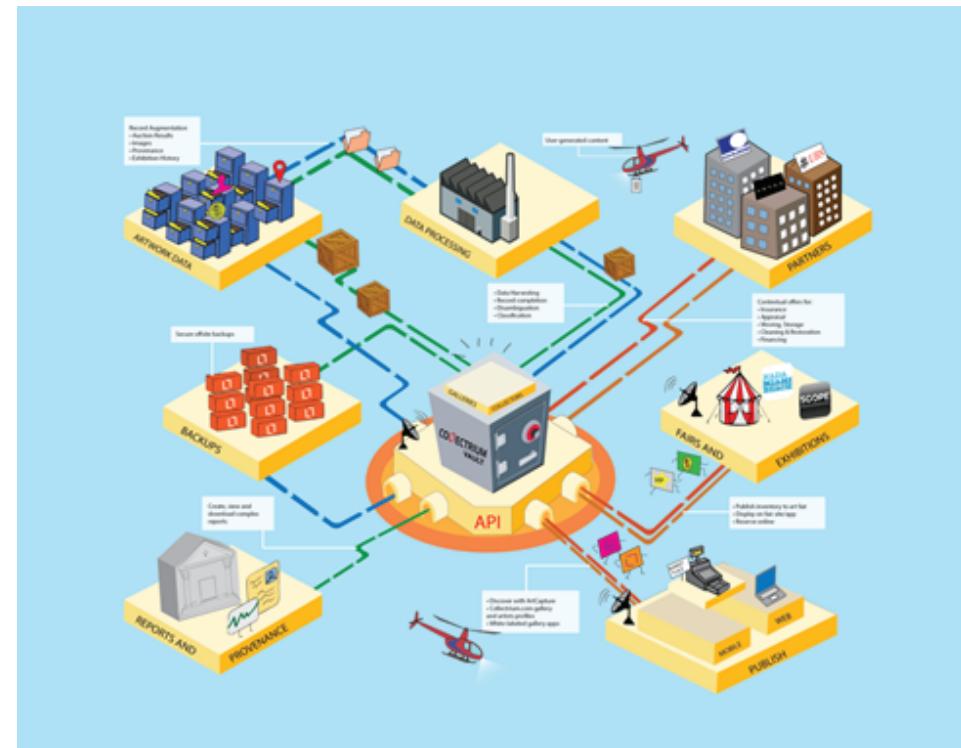
PAST WORK

JODIE CHEN
jodiec@mit.edu
jodiec.scripts.mit.edu

Collectrium

Jan-Feb2014
REDESIGNING 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.

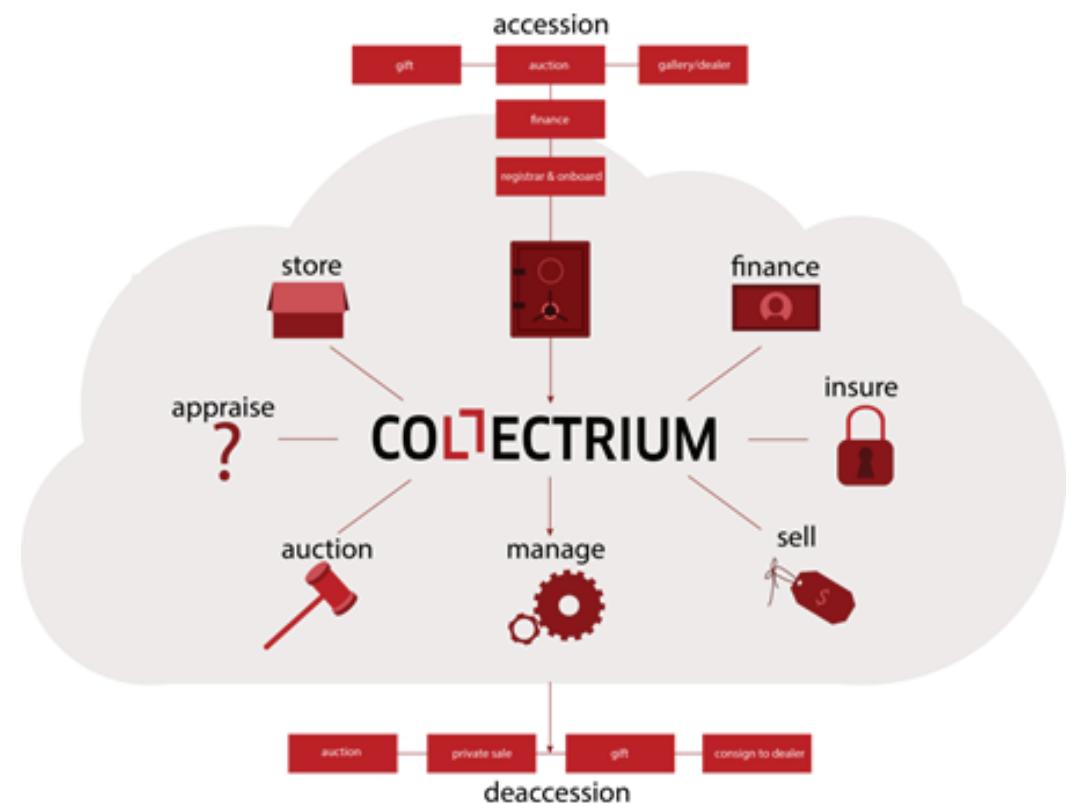
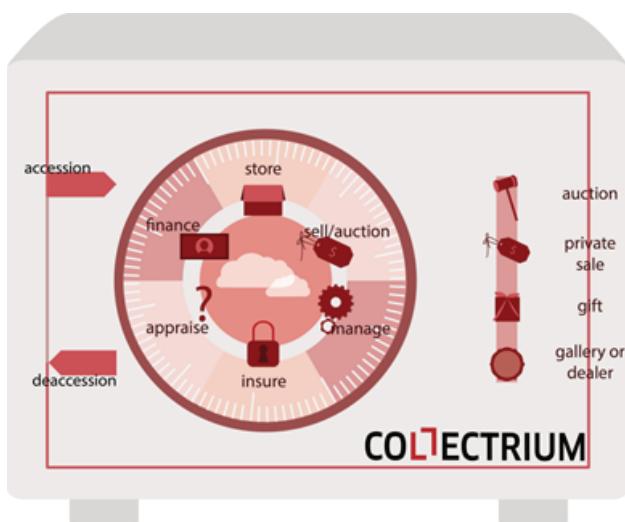


Collectrium

BASIC MOCKUPS

Jan-Feb2014

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.

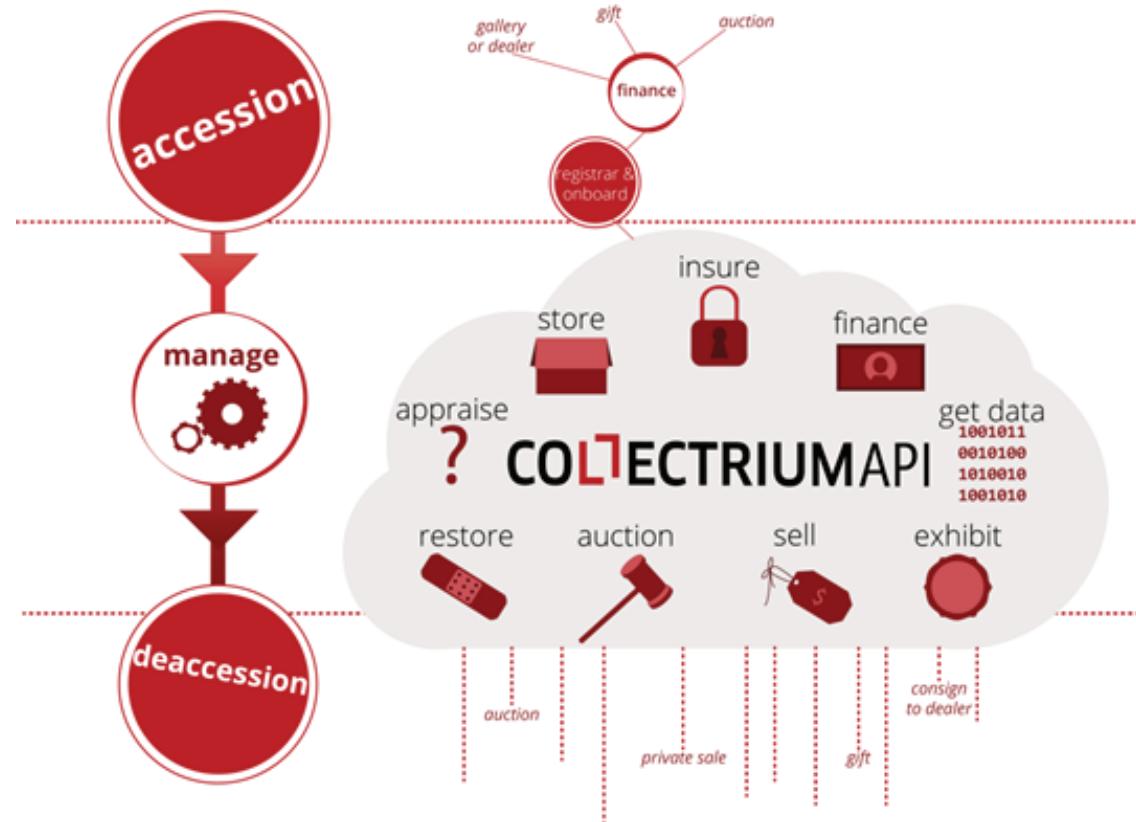


Collectrium

ADDING METAPHORS

Jan-Feb2014

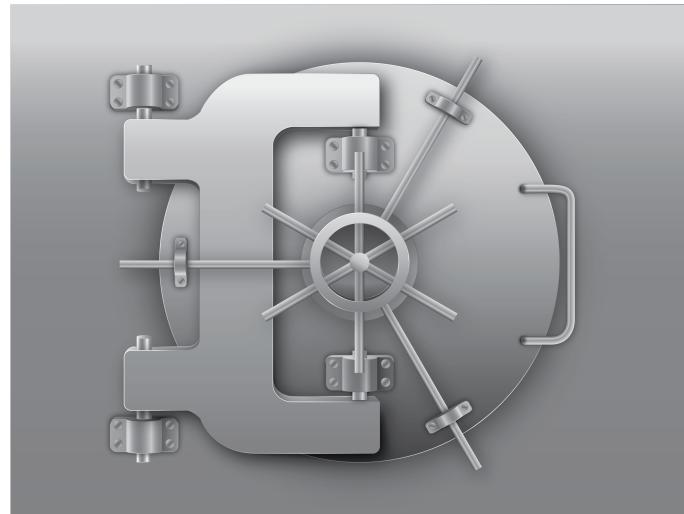
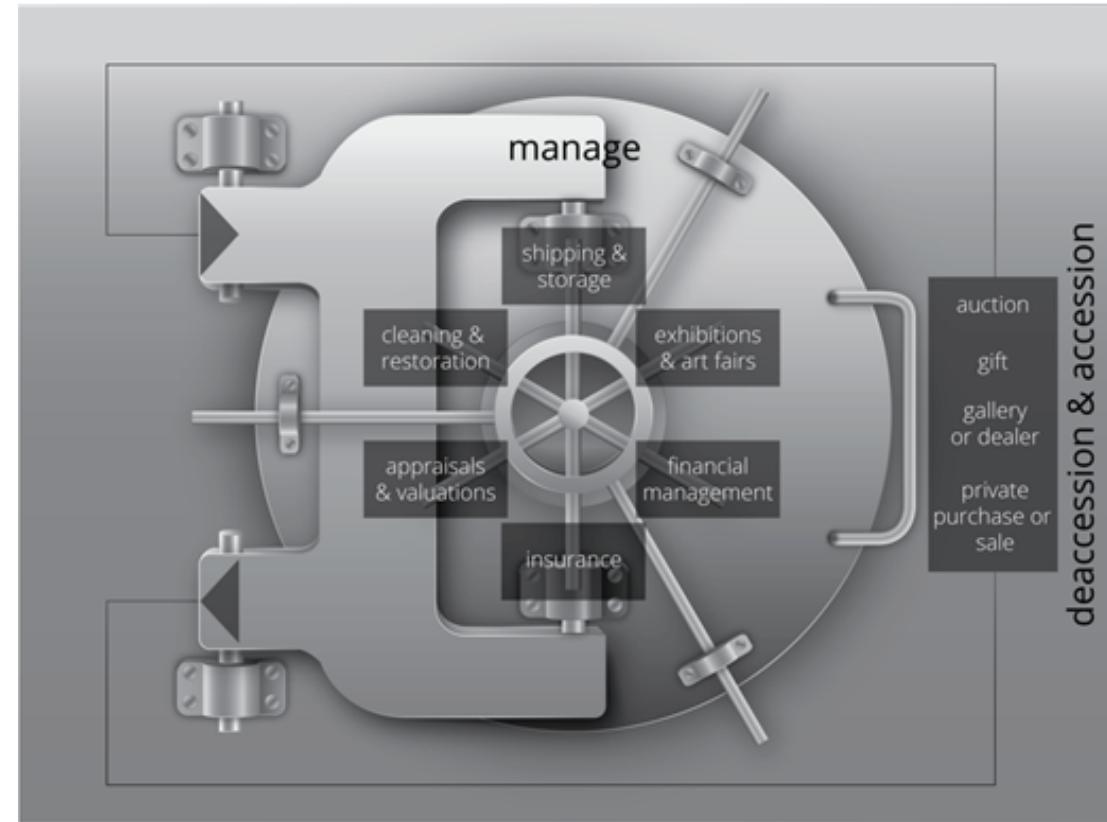
This idea emphasizes upon Collectrium's specialty as a cloud-based platform. The idea of this picture is to convey that there are three stages in which a consumer interacts with an art piece. Art enters into the Collectrium cloud during accession, this is seen as lightning. Within the cloud, the collector can use Collectrium to manage the piece of artwork in many ways. When the art piece leaves the cloud, it exits as rain.



Collectrium

Jan-Feb2014
ADDING METAPHORS

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.

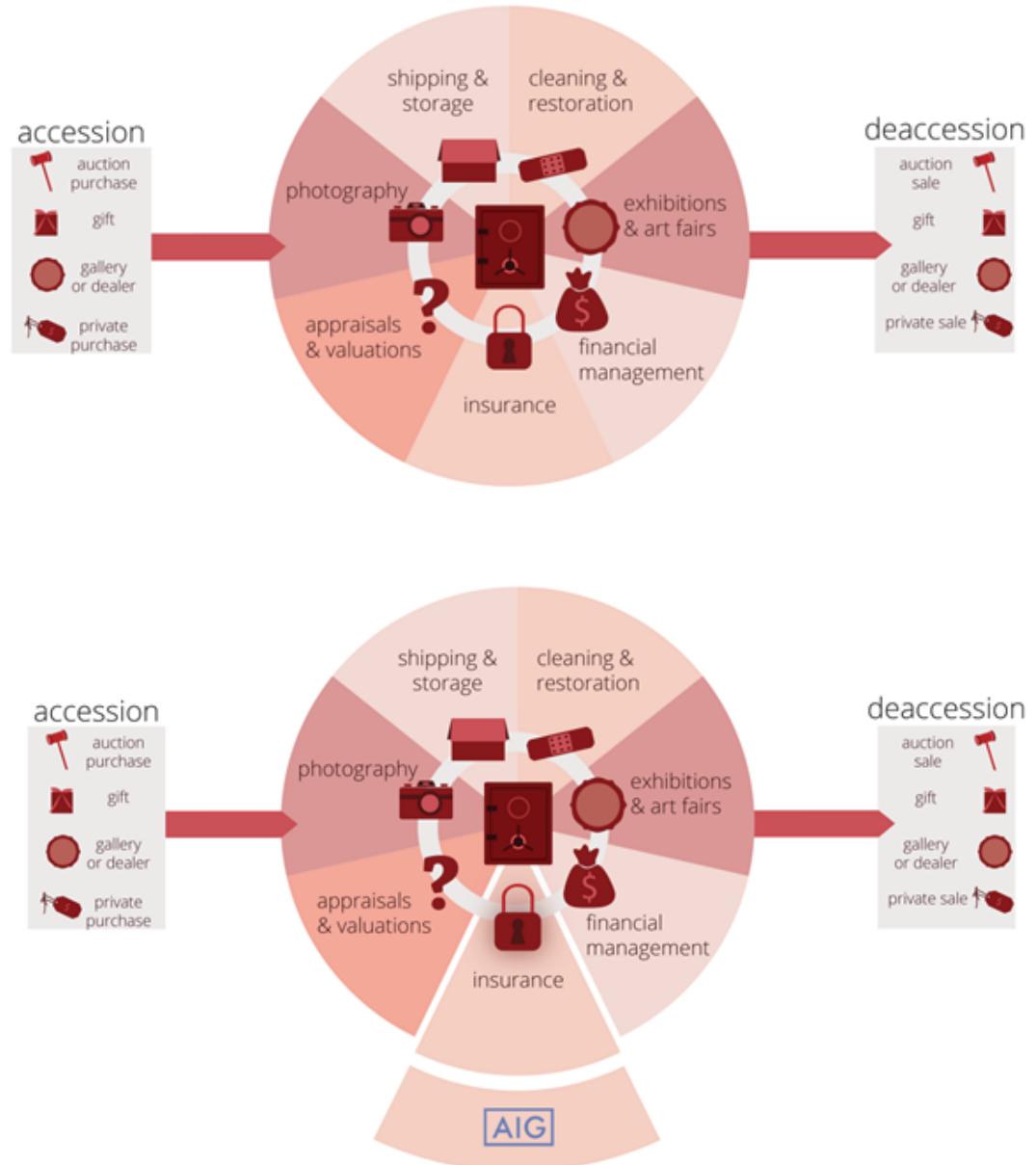


Collectrium

Jan-Feb2014
ADDING METAPHORS

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.

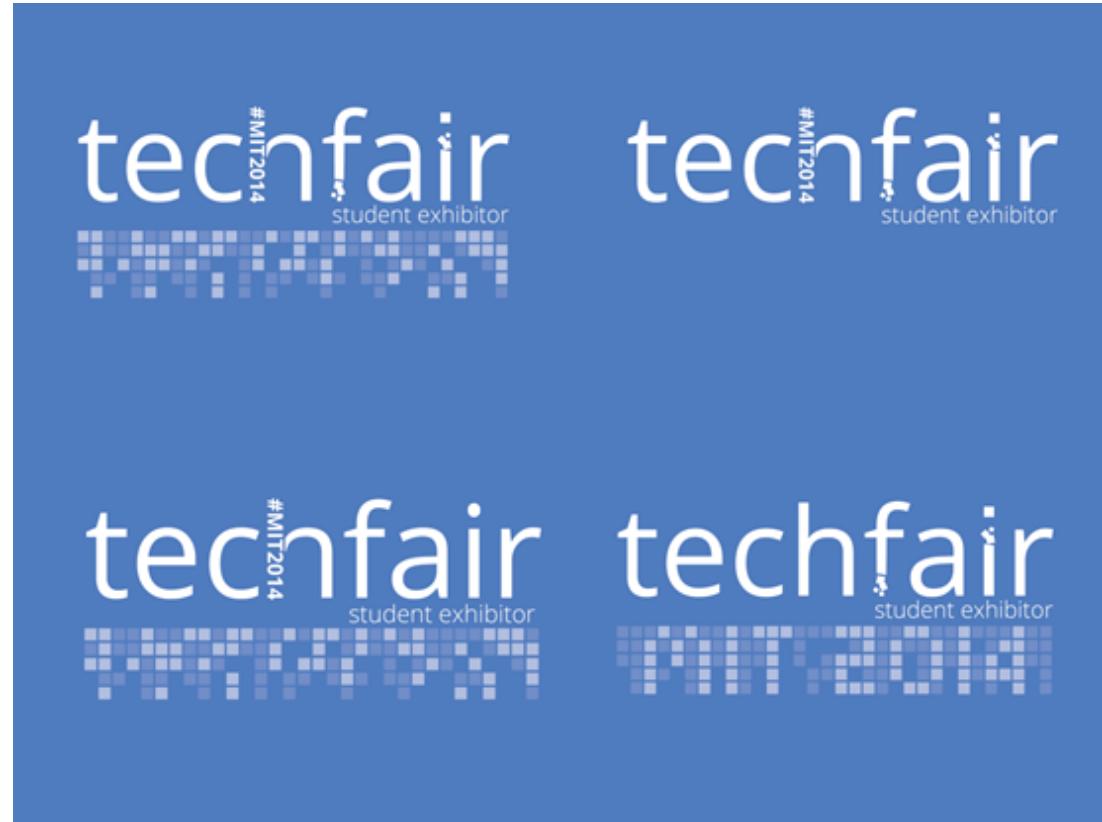
This design is also meant to show Collectrium's partners which provide the specific art management services. The diagram could also be made to be interactive. Clicking a pie slice would expand to show that partners for that category.



TechX Marketing

Spring2014
STUDENT EXHIBITOR SHIRTS

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

Fall2012
STUDENT PROJECT FUNDING AD

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

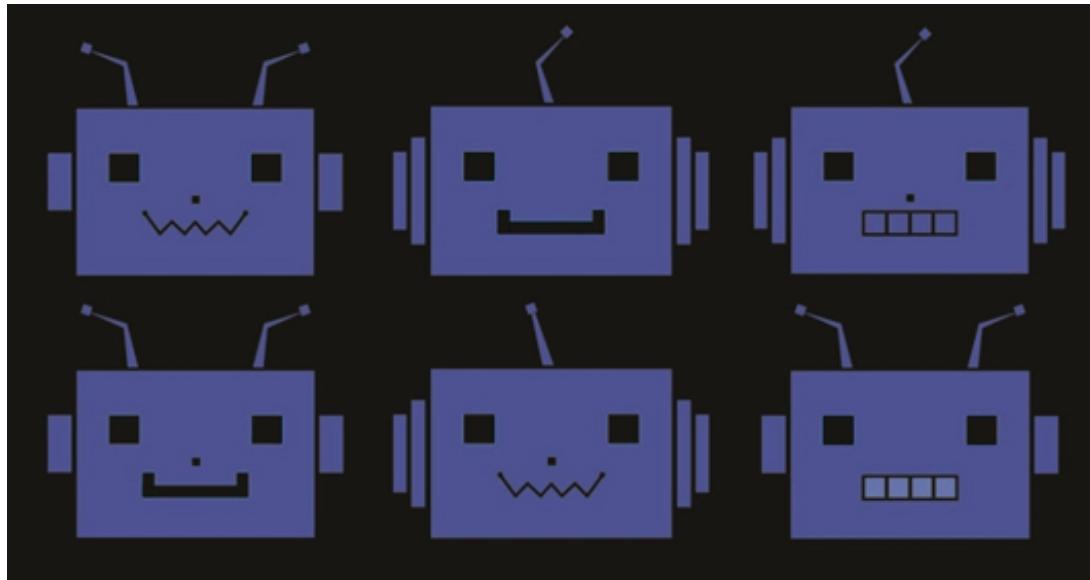
10/12	5pm	infosession 1
10/18	9pm	infosession 2
10/19		applications due
10/23		interviews
10/25-27		interviews
10/30		acceptances out

not *just* your average career fair

TechX Marketing

Spring2014

OTHER WORKS



Mockups for a possible TechX robot mascot.

Jacket design mockups for specific TechX committees.



Traditional Artwork

