

portfolio

[*zixuan kevin fan*](#)

kfan.io/msft.pdf



Zixuan Kevin Fan

Parsons School of Design

MFA Candidate Design and Technology

Expected June 2019

University of California, Los Angeles

BS Electrical and Computer Engineering

BS Economics (21 units completed)

Minor in Italian

SWOT Analysis

Multicultural background
Understanding the business/market
Engineering-rooted

Graphic Design
Illustrations
Identity/Branding

Empowering others
Bridging design and development
Communication

Overcomplicating the process

2 projects, other passions and Q&A



Eve App



Eve App

An iOS event discovery and management app tailored for UCLA students

Spring, 2016

Context

- 1000+ student organizations on campus
- 47 student clubs in the Engineering school
- 100% of Engineering students use Facebook to discover events, 4+/quarter
- Students are involved with 2+ clubs on campus
- 47/47 clubs use Facebook to post events

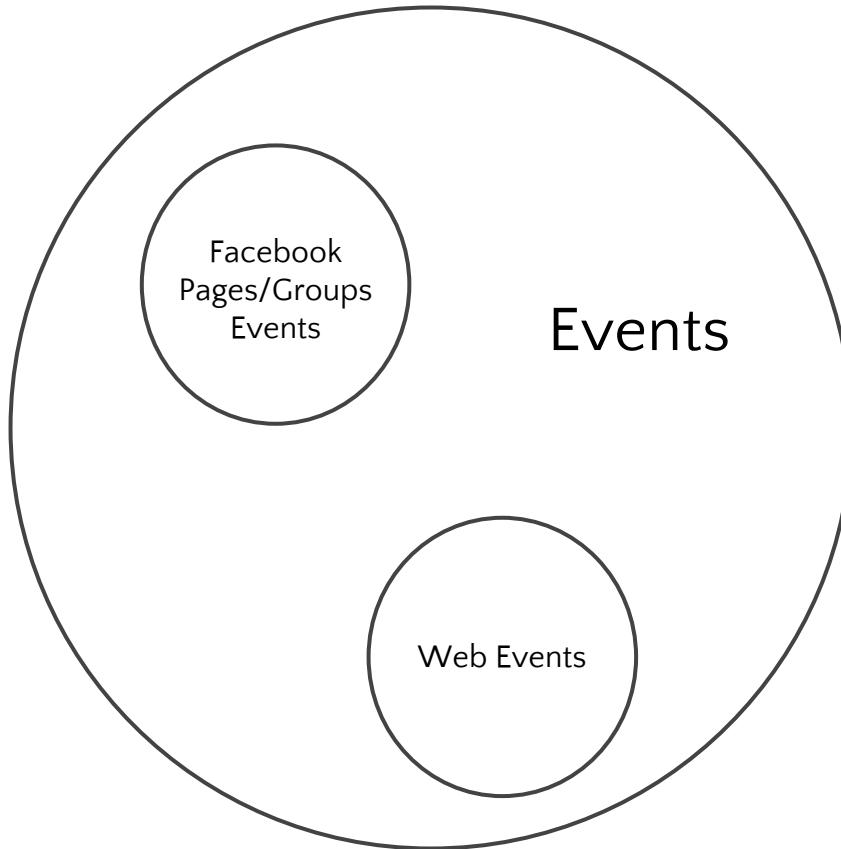
=> Student life is centered around on-campus **events**

Problems

- **Facebook Newsfeed** is not meant for **events**
 - Noises consist of photos, videos, posts and **irrelevant events**
 - Can easily miss events
 - A huge App with too many layers

Facebook Graph API

- **Facebook Page/Groups** => grant relevance
- **Nodes** in user, page, group and events
 - Facebook OAuth session that stores session token in app



Note: Diagram areas not proportional to real percentages

Goals

- A **simplified**, and **relevant** event discovery and management experience
- **Integration** with Facebook Graph API for RSVP status syncing

Solution

- Receive events from **liked Facebook Pages/Groups** and **web scraping** for on-campus event discovery
- A **native** event discovery and management experience integrated on mobile
 - iOS Calendar integration
 - Push notifications
 - Facebook OAuth authentication

A guy with an idea

Pages

Graph API
ios SDK

Groups

JSON

① Career Center
② ESUC.
Web (BOT),

③ Ulm Happ
- Sports
- Arts
- Lectures.

Google
MAP
API
ios SDK.

MAP
Style.

Auto Layout

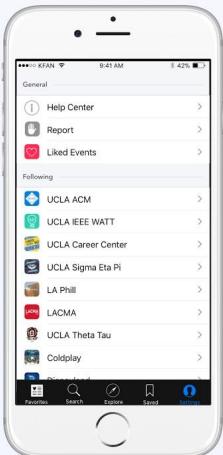
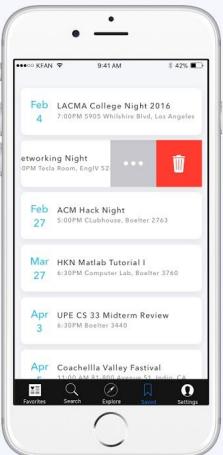
Animations
(slide/fade)

Table View
CollectionView
FlowView

Notification
Settings.

Brainstorming

- Technology stack
- App features



Fall, 2016

~~A guy with an idea~~

Co-Founder & UI/UX Designer

UCLA Hack On The Hill II

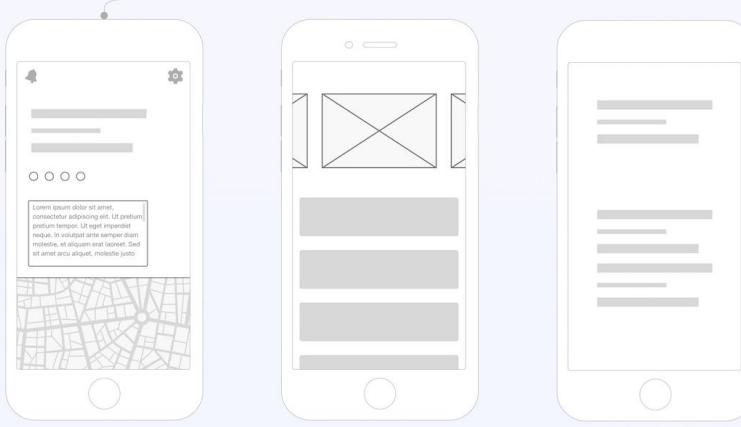
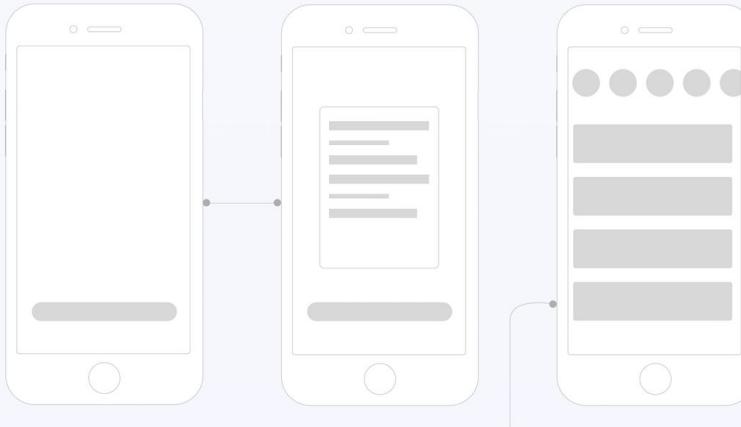
Hackathon

- Product sprint for design and development
 - 48 straight hours of work time
 - Constant communication
- A great way to validate ideas and assumptions
 - Do people accept this page/group-based event discovery?



Eve.

The only app you need for
events



Demo



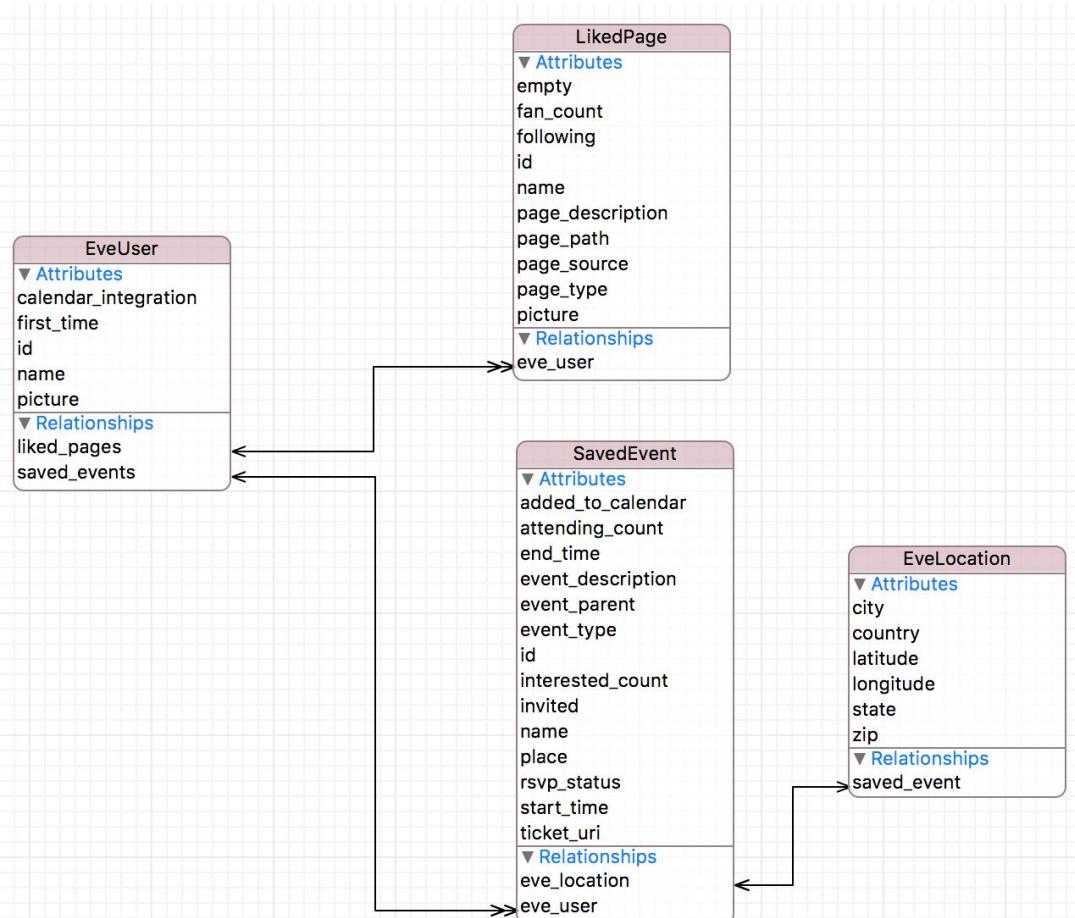
Spring, 2017

~~A guy with an idea~~

~~Co-Founder & Visual/UI Designer~~

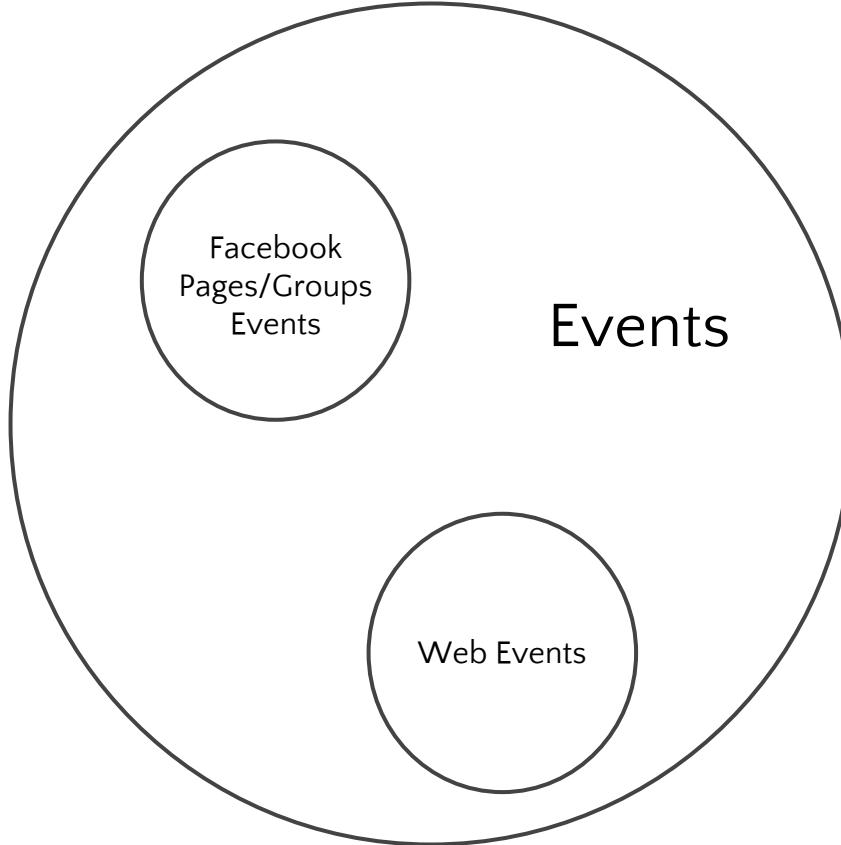
UI/UX Designer, iOS Engineer

User Flow & Data Structure



User Flow & Data Structure

- iOS CoreData
- User > Page > Event



Note: Diagram areas not proportional to real percentages



Creative Labs E

The digital design community @ UCLA

Following



HSSEA

Chemical Engineering

Following

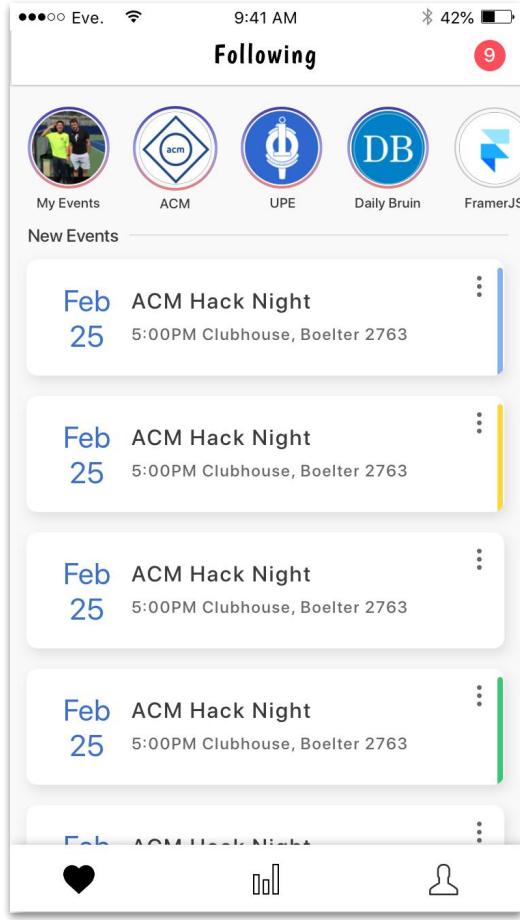


UCLA Chemical Engineering BOT

Parsed from the UCLA Chemical Engineering department calendar

Page/Group Tags

- Suggest different affordance
 - Facebook Event
 - Scraped web event
- Different actions and interactions



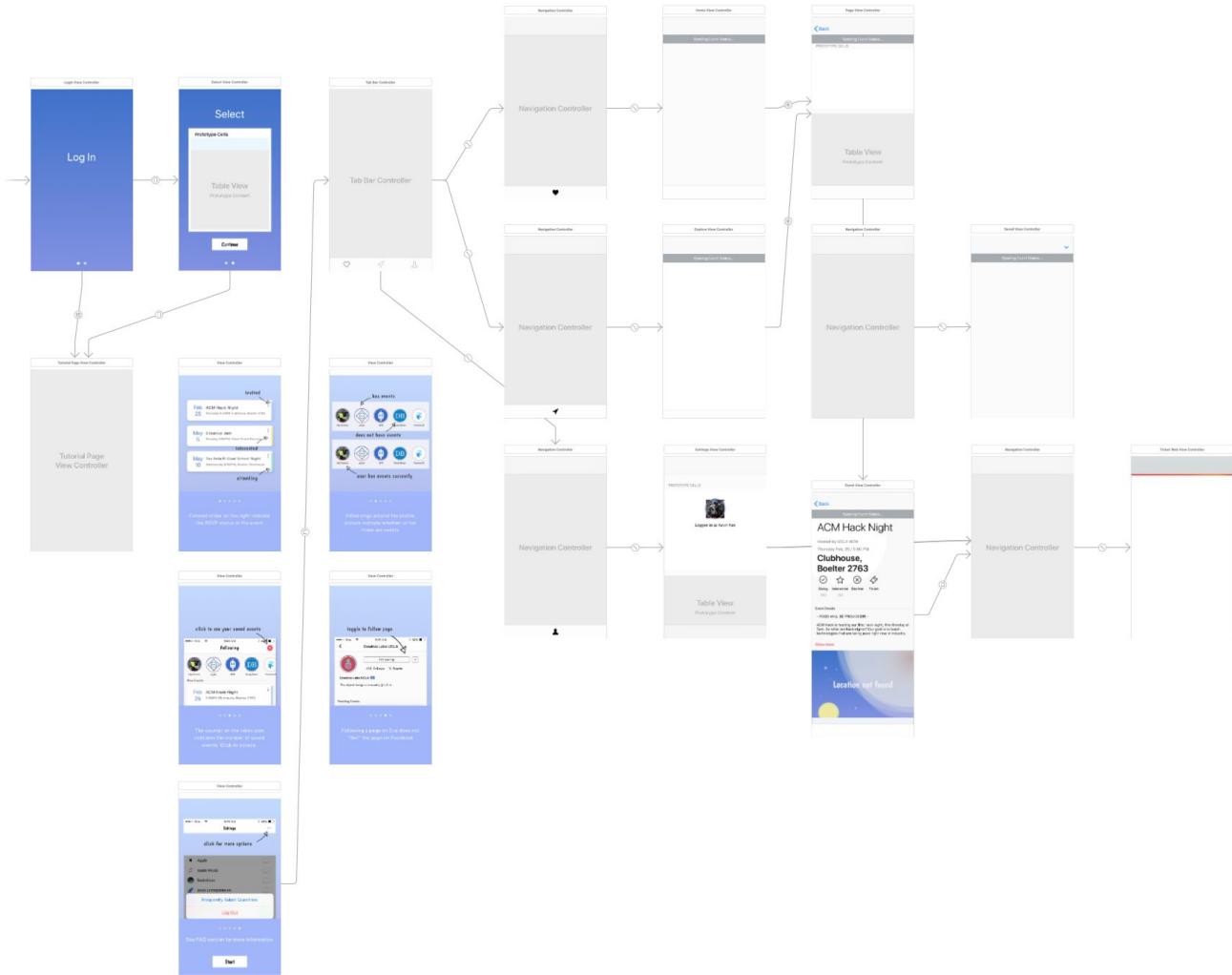
Invited

Interested

Going

Event Tags

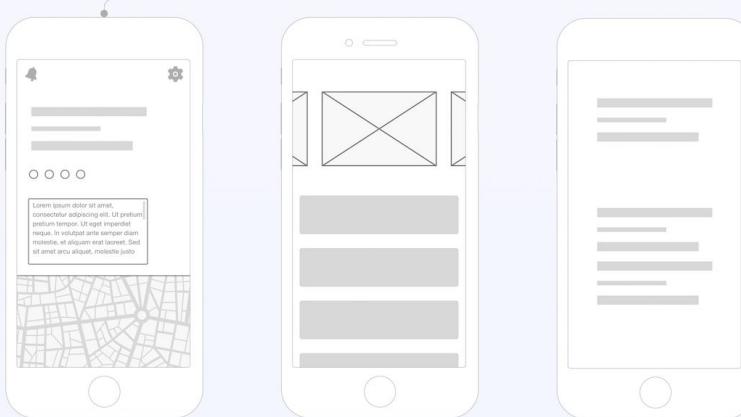
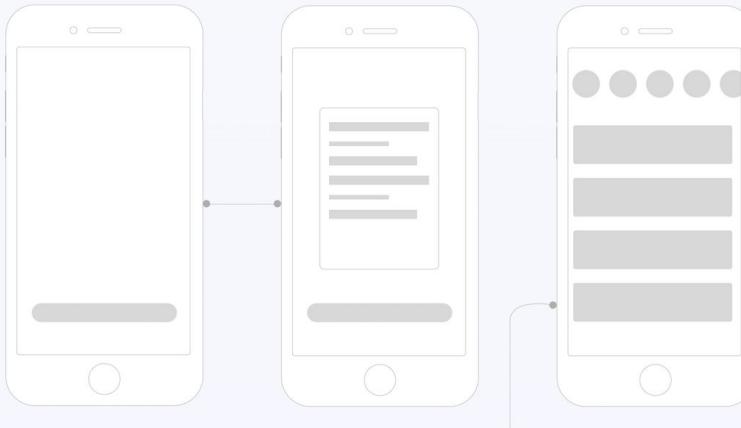
- Suggest different event status
- Inherited from Facebook API
- Prompt for actions





Eve.

The only app you need for
events



Demo

User Interactions

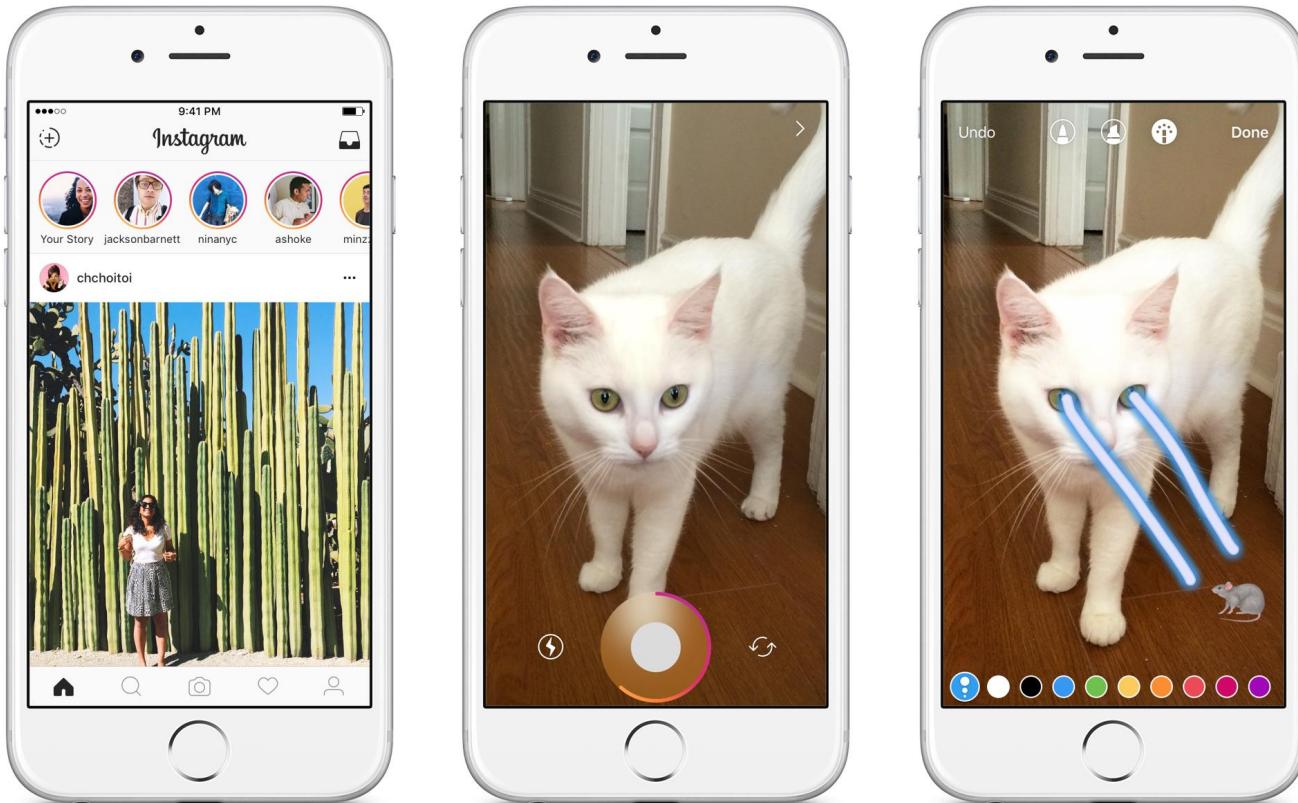
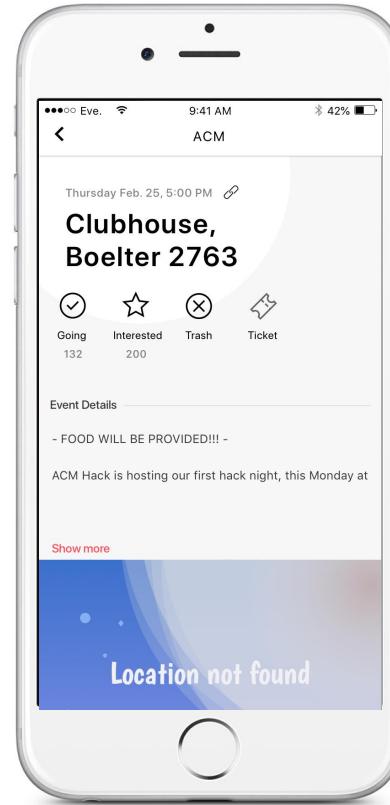
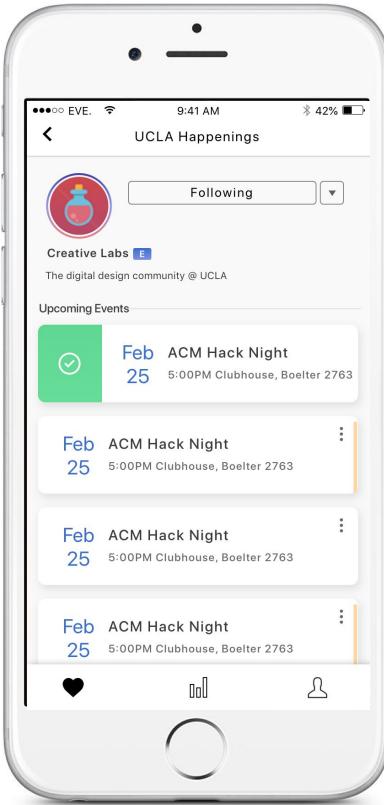
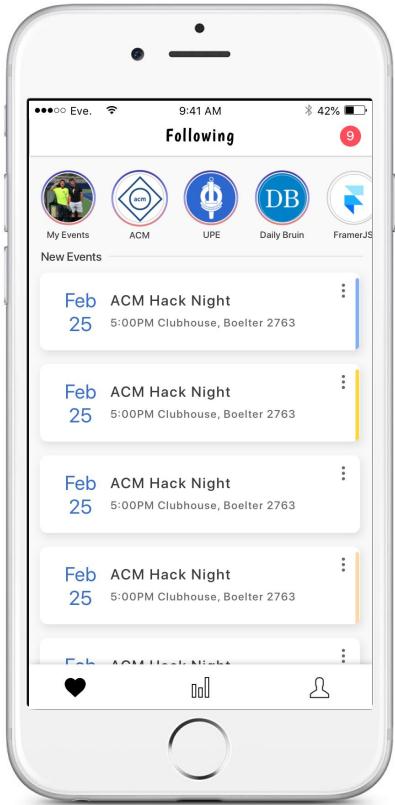


Image: Instagram Press - Introducing Instagram Stories



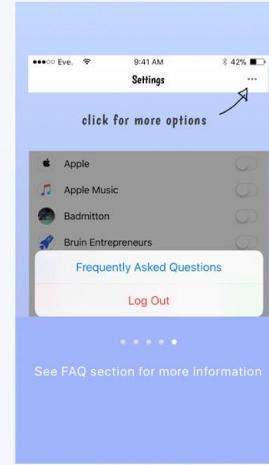
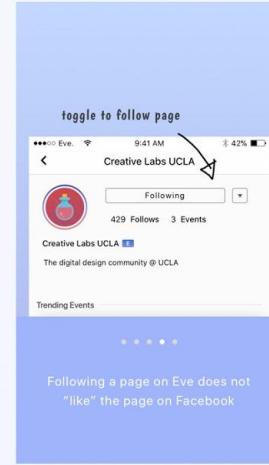
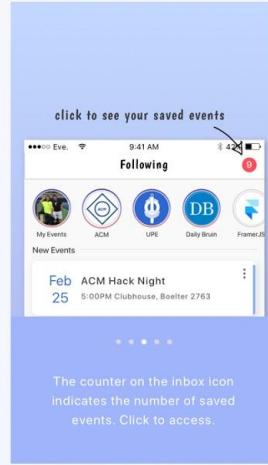
Instagram Story

- Pros
 - Similar **content hierarchy**
 - Similar **user interface/interaction**
 - Community **development support**
- Cons
 - Users confused about the differentiations
 - Engineering complexity

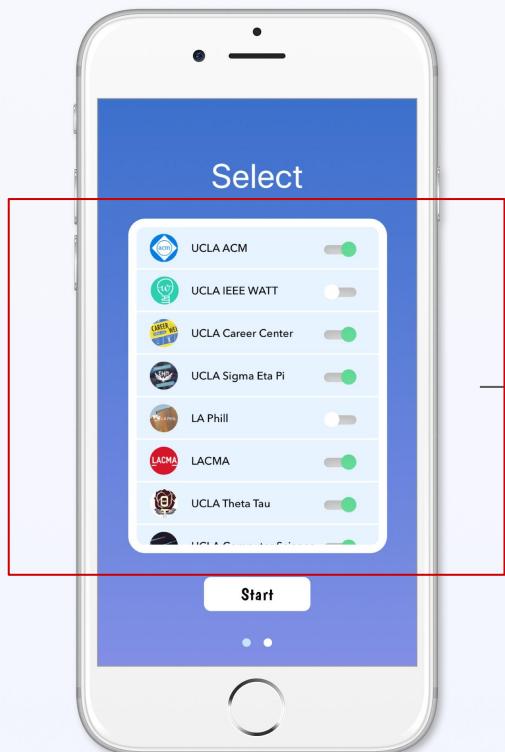
=> Requires an onboarding prompt to reduce adaption time

Onboarding

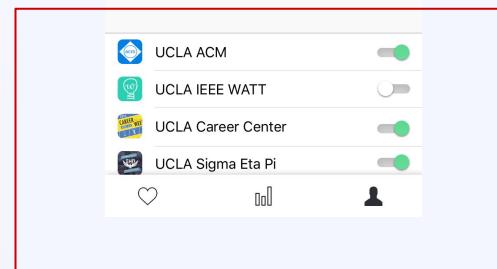
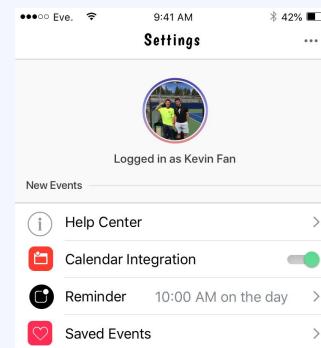
- Top user features
 - Bridge the differences in UIs
 - Speed up the onboarding time
- Self-select
 - The right to customize user contents
 - Familiarize users of functionalities



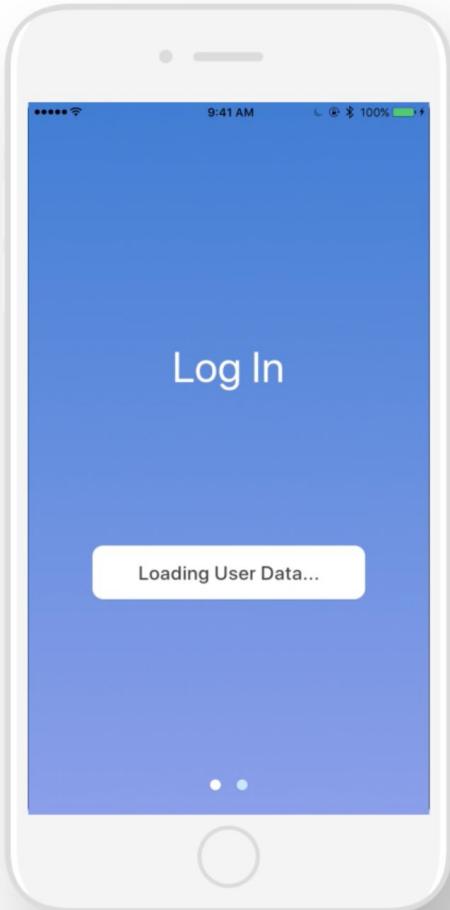
Self-Select Page



Settings Page

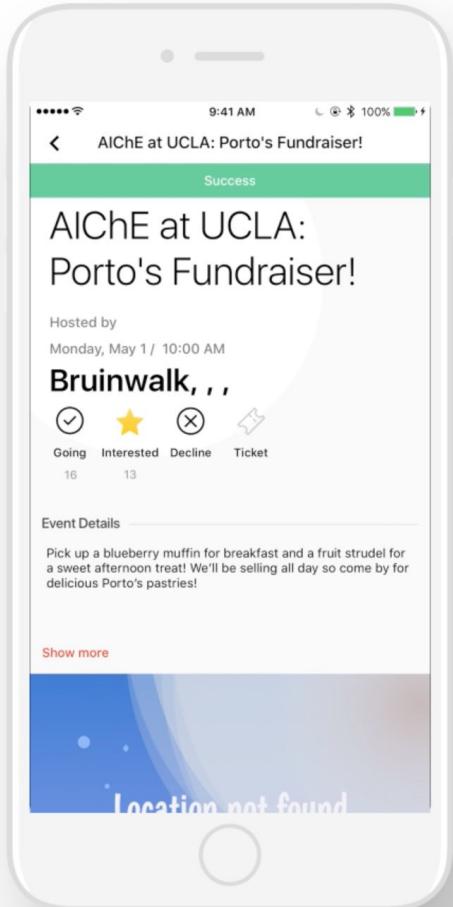


API Handling



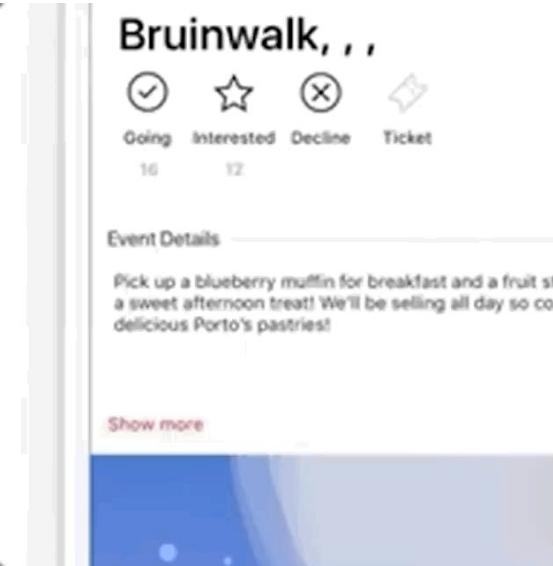
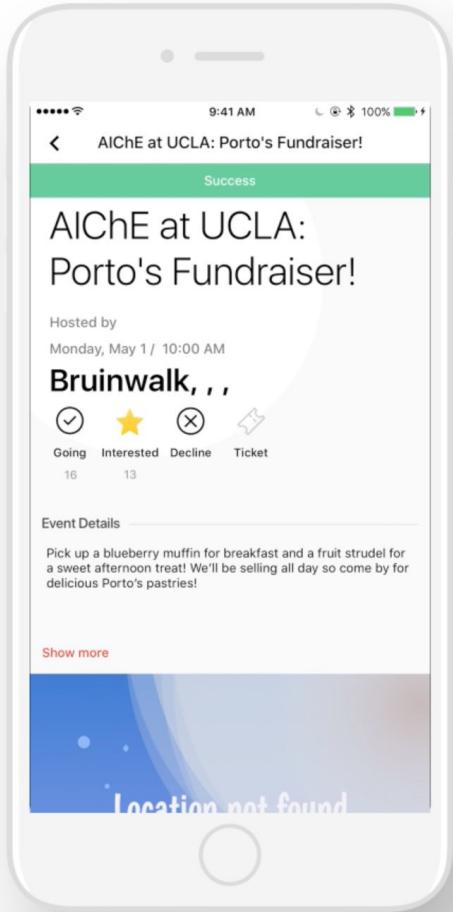
Initial User Query

- 3-5 seconds delay
- Need to notify change of states



Handling API Requests

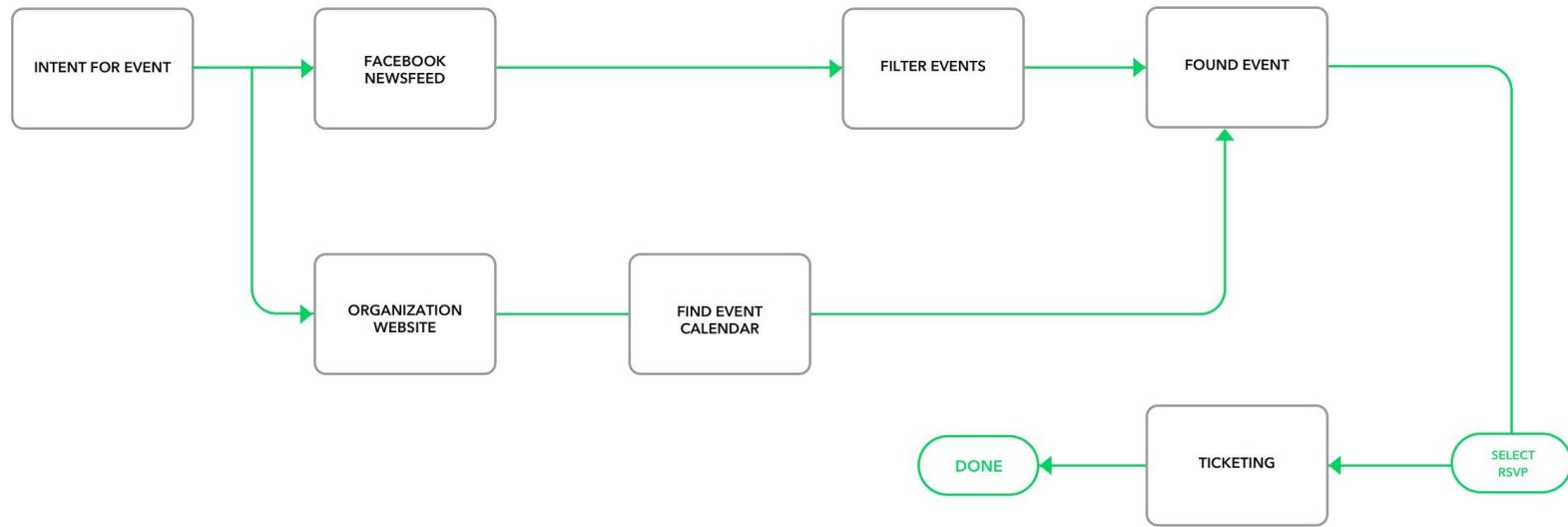
- Error handling
- Notify action and changes
 - Button animation
 - Status sheet



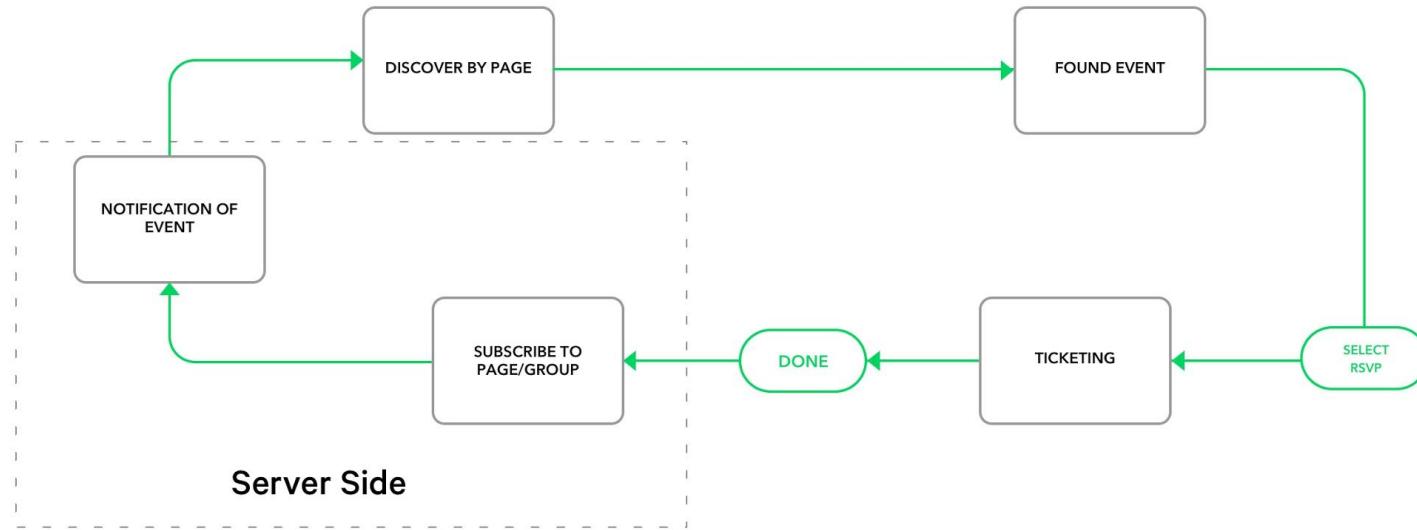
Goals

- A **simplified**, and **relevant** event discovery and management experience
- **Integration** with Facebook Graph API for RSVP status syncing

Results: Before



Results: Eve



Results

- 135 app units installed
 - 5-star app rating
- UCLA Hack On The Hill II first place

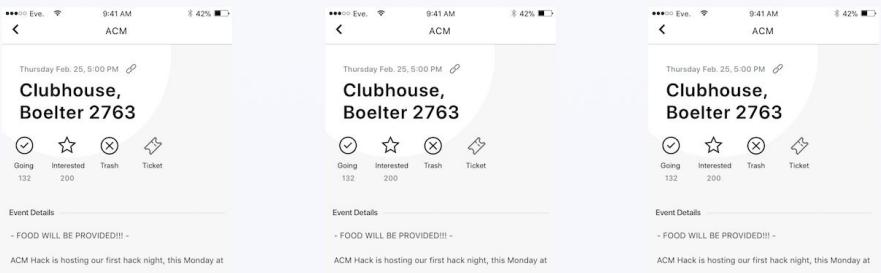
April 29, 2017



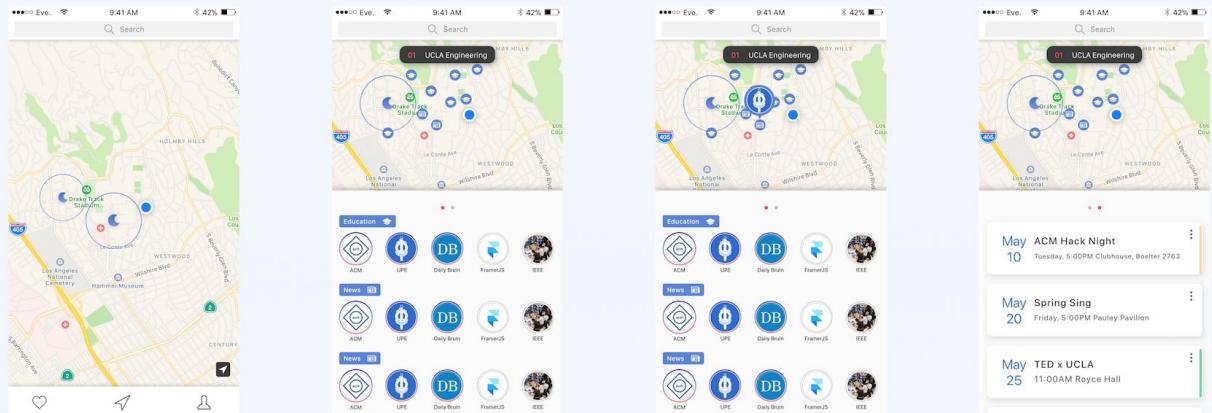
Future Improvements

- Better engineering **infrastructure**, IGLIstKit
- Location-based **Explore Page**
- **Transit options** within the App
- Implement backend and move data to server – **push notification**

Event Detail Page with transit integration:
walk, drive, public transit and shared rides



The brand-new location based Explore Page.
Events and Facebook Public Pages are organized
into geological hotspots, with crowdsourced user input



Takeaways

- Take small steps and validate fast
- UI/UX decisions are greatly shaped by engineering opportunities & constraints
- Empowering your teammate by providing resources and challenges
- Watch for edge cases, eg. localizations
- UX design is more about communication than the actual visuals
 - Communicate with users
 - Communicate with the product team



THE STACK



THE STACK

A data visualization blog of Daily Bruin

Spring, 2017

UI/UX Designer

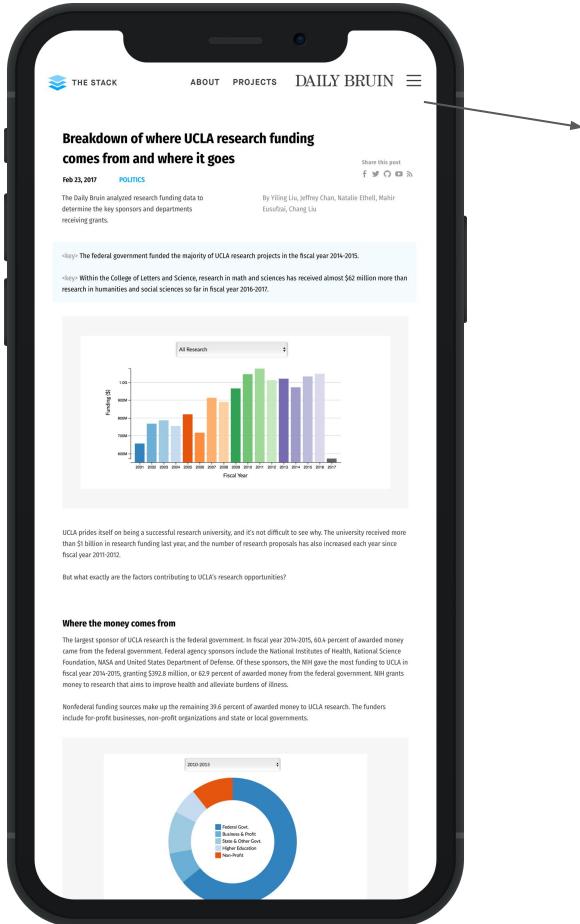
Context

- “Most” people discover articles through **social media sharing**
- Research showed every view session on online newspaper lasts about **98s**
- The “**star blog**” to discover further contents on Daily Bruin

=> Need to optimize for **mobile** browsing experience and **traffic directing**

Goals

- A **mobile-first** experience that enables further content discovery on the site
- A **traffic-directing** blog for the main site



Mobile-First Reading Experience

- Minimized menu items
- Reference to the main site at menu bar



Mobile-First Experience

- Screenshot of result at the top
- Abstract with key points highlighted

Breakdown of where UCLA research funding comes from and where it goes

Share this post
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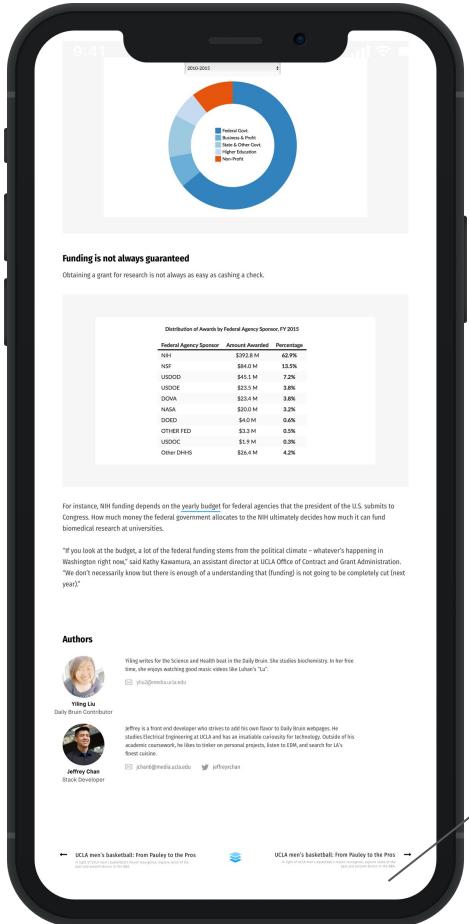
By Yiling Liu, Jeffrey Chan, Natalie Ethell, Mahir Eusufzai, Chang Liu

Feb 23, 2017 **POLITICS**

The Daily Bruin analyzed research funding data to determine the key sponsors and departments receiving grants.

<key> The federal government funded the majority of UCLA research projects in the fiscal year 2014-2015.

<key> Within the College of Letters and Science, research in math and sciences has received almost \$62 million more than research in humanities and social sciences so far in fiscal year 2016-2017.



Footer

- New content suggestion
- Easy home button navigation

← **UCLA men's basketball: From Pauley to the Pros**

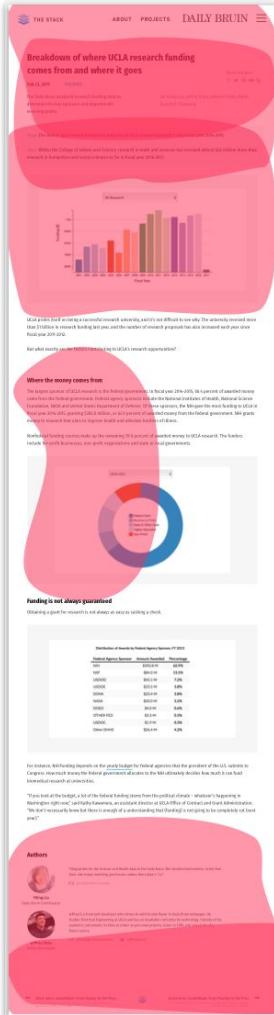
In light of UCLA men's basketball's recent resurgence, explore some of the past and present Bruins in the NBA.

UCLA men's basketball: From Pauley to the Pros →

In light of UCLA men's basketball's recent resurgence, explore some of the past and present Bruins in the NBA.

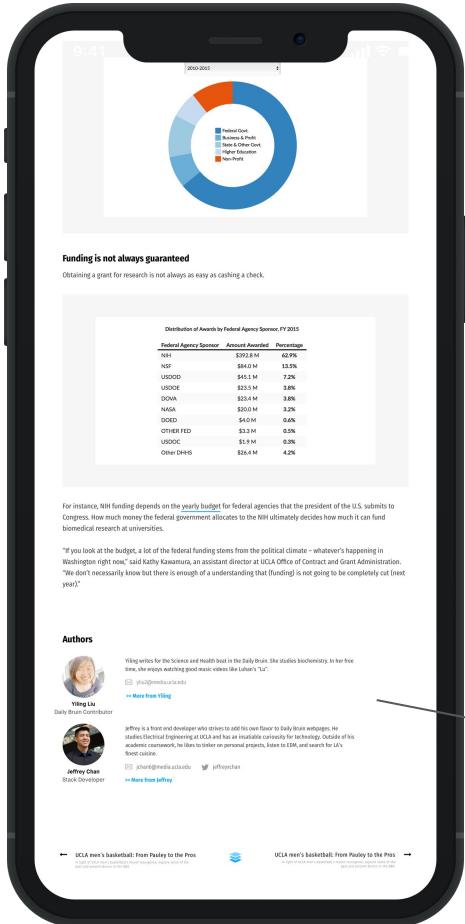
Usability Testing

- Use basic **eye-tracking** to validate the **user flow** assumptions



Eye-Tracking Result

- Proved assumption that abstract will attract and image most attention
- Surprisingly, students want to find out about others



More From The Author

- A legacy content that triggers new potential
- Direct traffic for the main site as well

Authors

Yiling Liu
Daily Bruin Contributor

Yiling writes for the Science and Health beat in the Daily Bruin. She studies Biochemistry. In her free time, she enjoys watching good music videos like Luhan's "Lu".

✉ yliu2@media.ucla.edu 🌐 [More from Yiling](#)

Jeffrey Chan
Stack Developer

Jeffrey is a front end developer who strives to add his own flavor to Daily Bruin webpages. He studies Electrical Engineering at UCLA and has an insatiable curiosity for technology. Outside of his academic coursework, he likes to tinker on personal projects, listen to EDM, and search for LA's finest cuisine.

✉ jchan6@media.ucla.edu 🌐 [More from Jeffrey](#)



THE STACK

```
svg
  position: absolute
  top: 50%
  margin-left: 50%
  transform: translate(-50%,
-50%)

.page
  opacity: 1
  cursor: pointer
  transition: 0.5s all
  cubic-bezier(0, 1, 0.5, 1)
  transform: none

svg:hover .page-top
  transform: translateY(-5px)

svg:hover .page-bottom
  transform: translateY(5px)
```

Social Media Sharing

- Open Graph Protocol

```
<!-- Open Graph -->
<meta property="og:title" content="Demographics of UCPD Stops and Arrests" />
<meta property="og:type" content="article" />
<meta property="og:description" content="Comparing who university police stop for suspicious
activity with who they arrest, and looking at how the demographics of those stopped and
arrested compare with Westwood's demographics."/>
<meta property="og:url"
content="http://stack.dailybruin.com/2018/01/29/demographics-of-ucpd-stops-and-arrests/" />
<meta property="og:image"
content="http://stack.dailybruin.com/img/posts/suspicious-activity/map.png"/>
```

Goals

- A **mobile-first** experience that enables further content discovery on the site
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Eve App

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THE STACK

A data visualization blog of Daily Bruin

Other Passions

Machine Learning/AI

Designing for both human and machine

Blockchain

Power and justice

Motion Graphics

Interactions and animations

Hardwares

The interaction of hardware and software

Reference

1. [A data-driven UICollectionView framework for building fast and flexible lists.](#)
2. [Facebook Graph API](#)
3. [Student clubs and organizations | Samueli – UCLA Engineering](#)
4. [The Stack - Daily Bruin](#)
5. [The Open Graph Protocol](#)

Questions

portfolio

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