



# portfolio

[\*zixuan kevin fan\*](#)

[kfan.io/sds.pdf](http://kfan.io/sds.pdf)



Zixuan Kevin Fan

**Parsons School of Design**

MFA Candidate Design and Technology

Expected June 2020

**University of California, Los Angeles**

BS Electrical and Computer Engineering

BS Economics (21 units completed)

Minor in Italian

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**

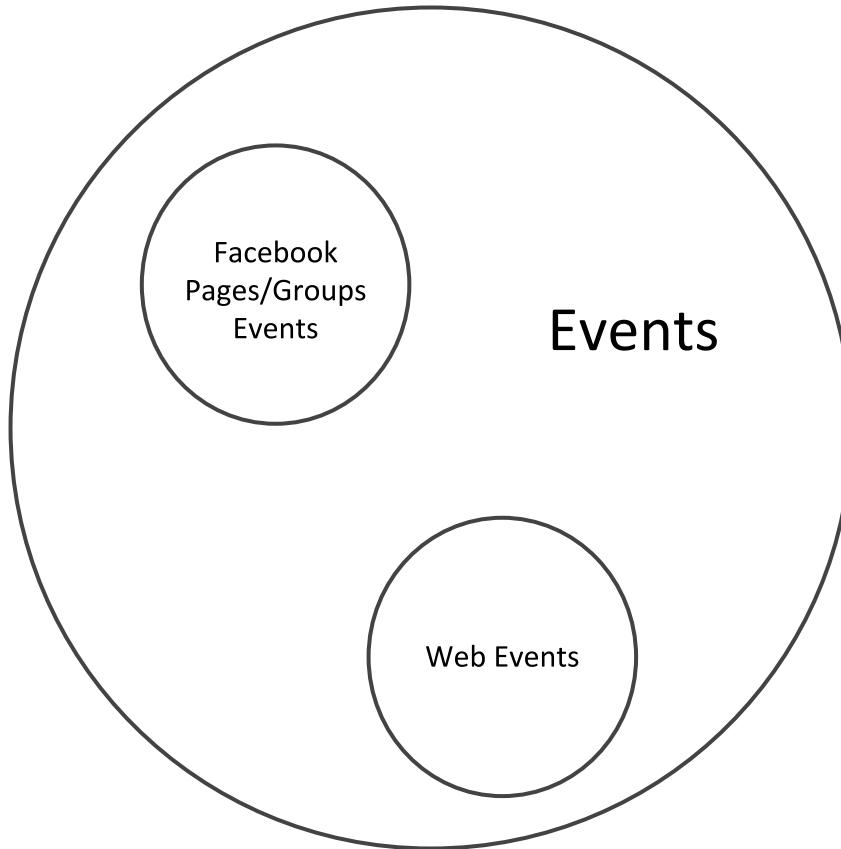
# Context

- 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



*Note: Diagram areas not proportional to real percentages*

# User Needs

- A **simplified**, and **relevant** event discovery and management experience
- **Integration** with Facebook for RSVP status syncing
- A **native** event discovery and management experience integrated on mobile

# 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

Groups

① Career Center  
② ESUC.  
Web (BOT),

③ Ulm Happ  
- Sports  
- Arts  
- Lectures.

Graph API  
ios SDK

JSON

Google  
MAP  
API  
ios SDK.

Auto Layout

Table View  
CollectionView  
FlowView

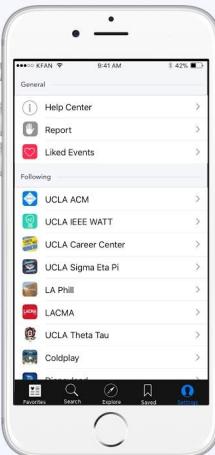
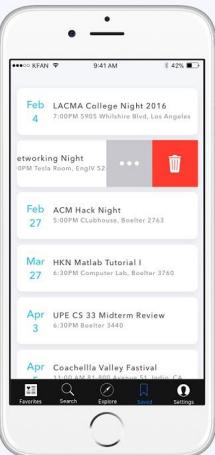
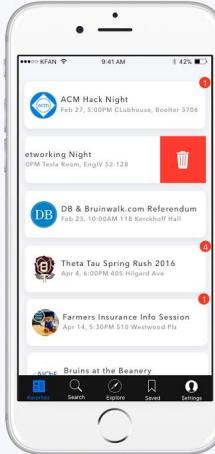
Notification  
Settings.

MAP  
Style.

Animations  
(slide/fade)

## Brainstorming

- Technology stack
- App features



**Fall, 2016**

~~A guy with an idea~~

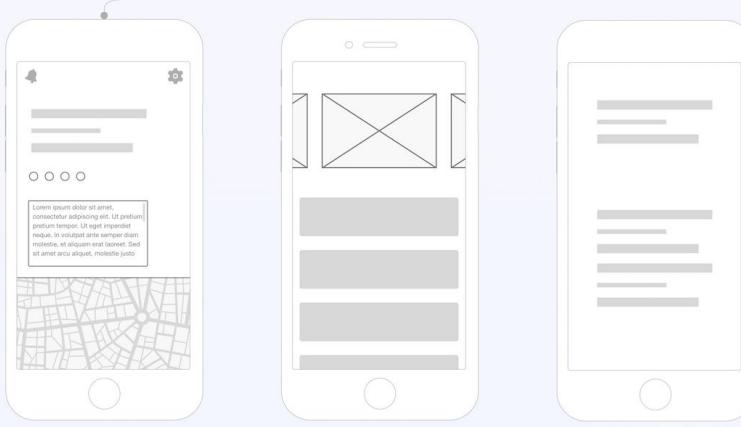
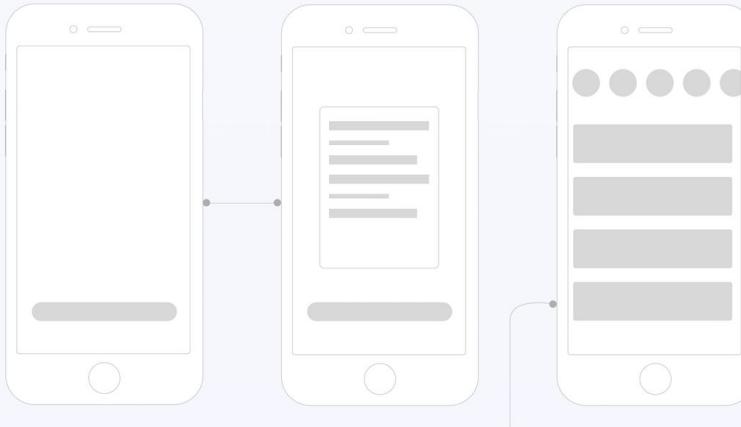
**Co-Founder & UI/UX Designer**

# **UCLA Hack On The Hill II**



# Eve.

The only app you need for  
events



*Demo*



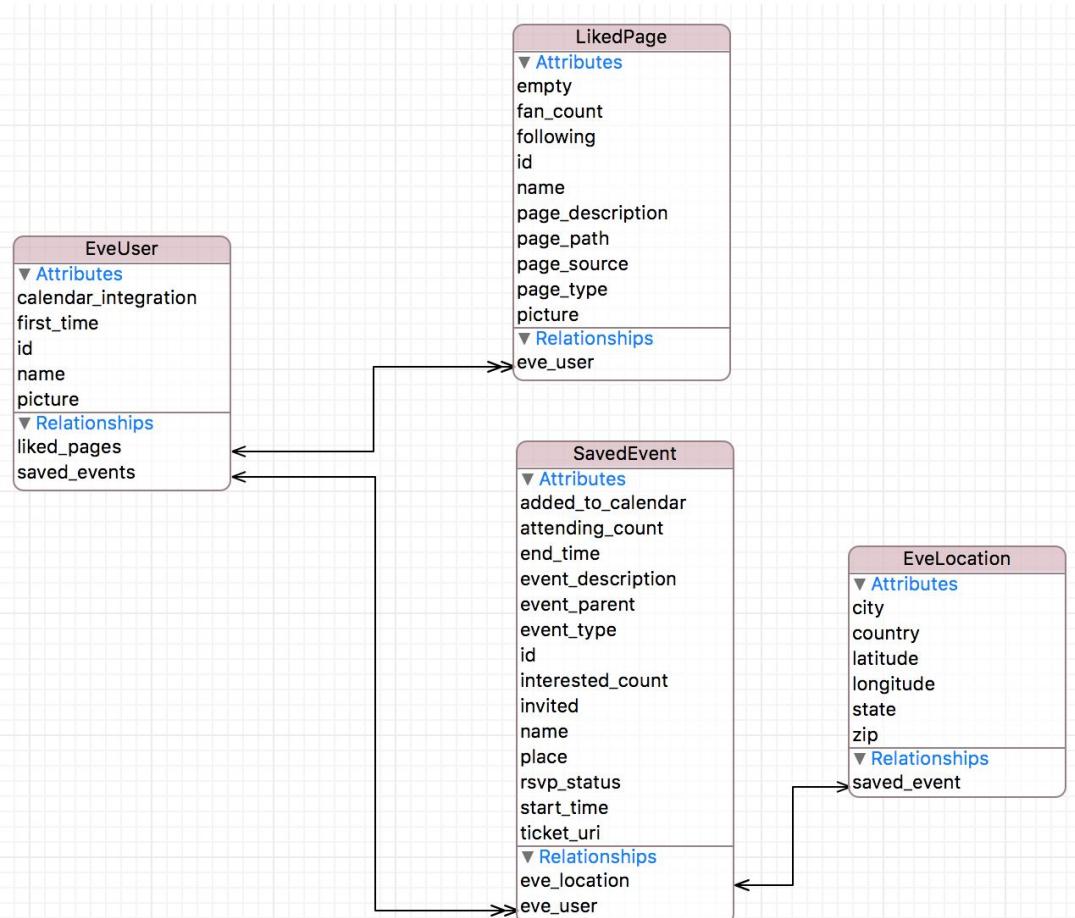
**Spring, 2017**

~~A guy with an idea~~

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

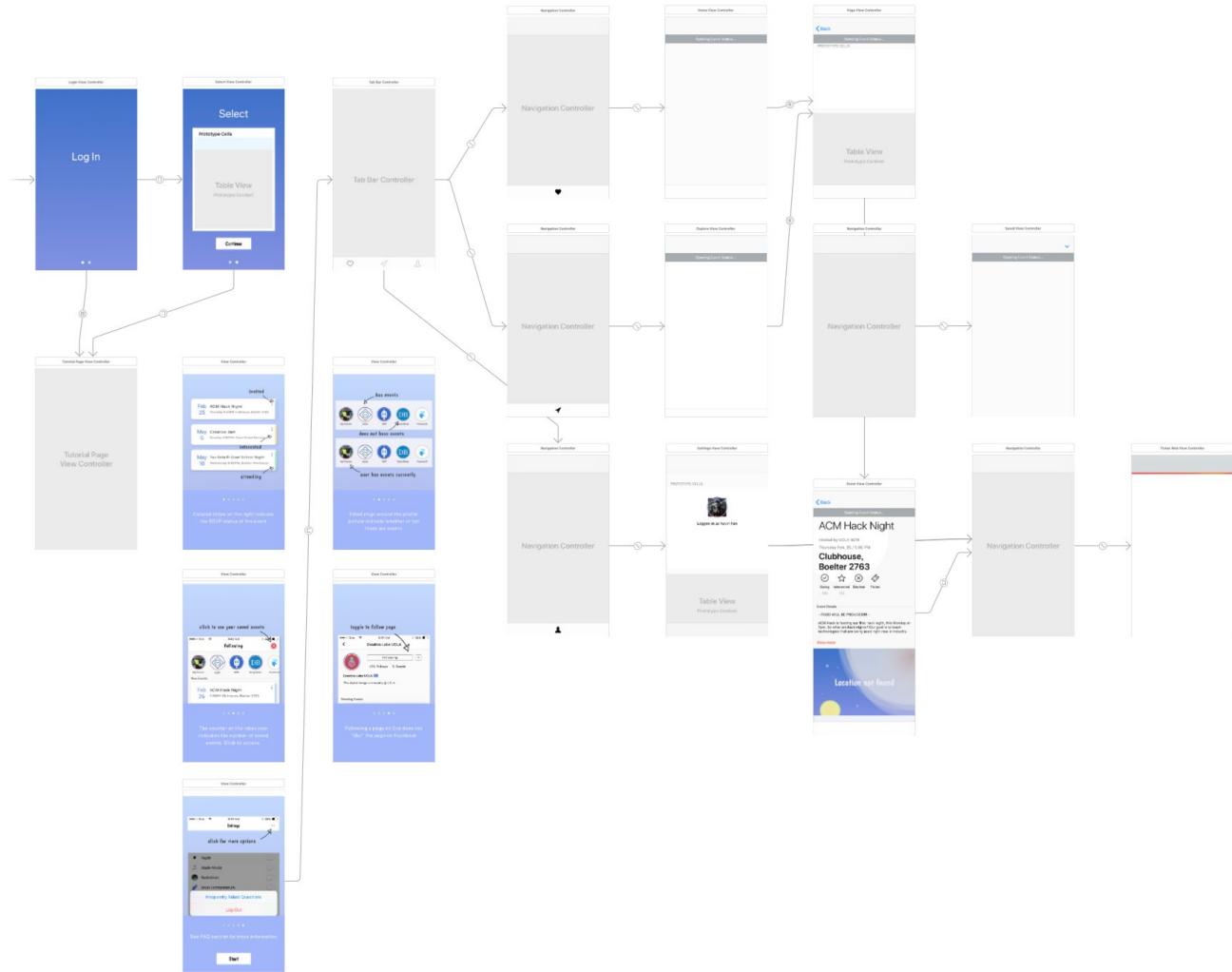
**UI/UX Designer, iOS Engineer**

# User Flow & Data Structure

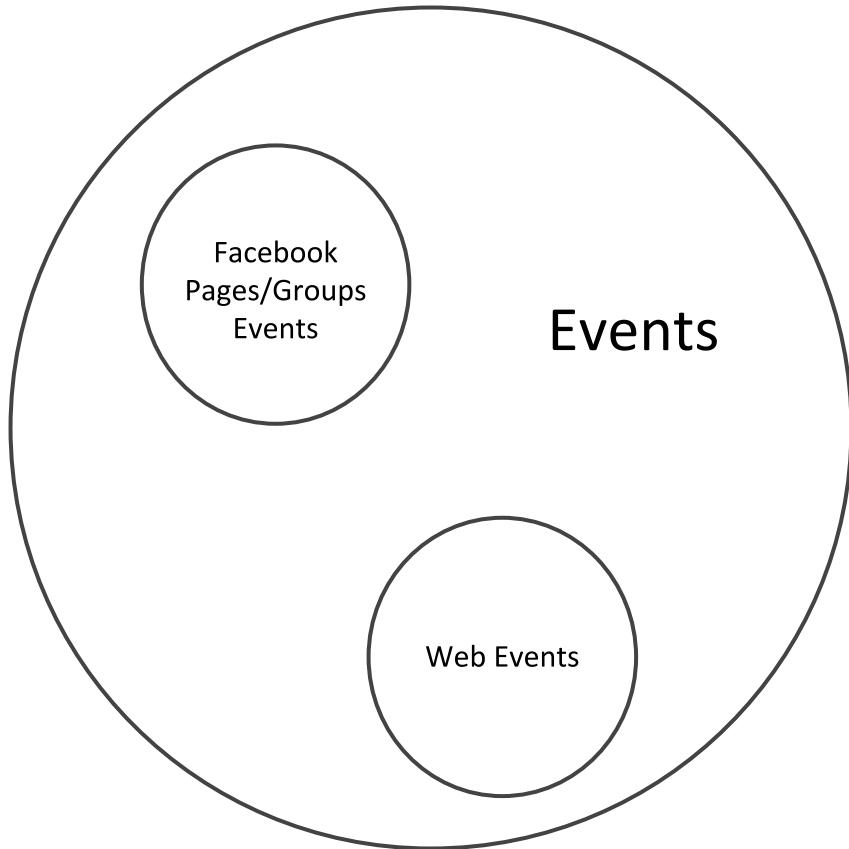


## User Flow & Data Structure

- iOS CoreData
- User > Page > Event



# Interaction Design



*Note: Diagram areas not proportional to real percentages*



Creative Labs E

The digital design community @ UCLA

Following



Following

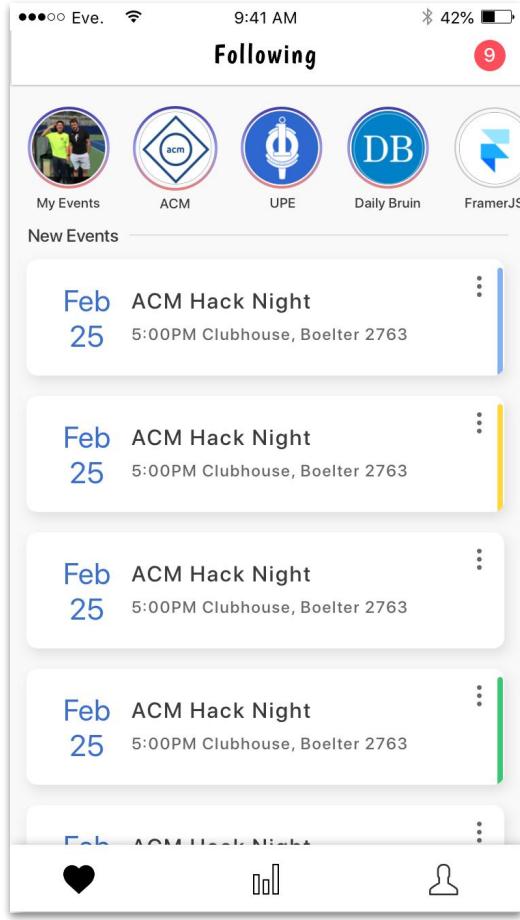


UCLA Chemical Engineering BOT

Parsed from the UCLA Chemical Engineering department calendar

## Page/Group Tags

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



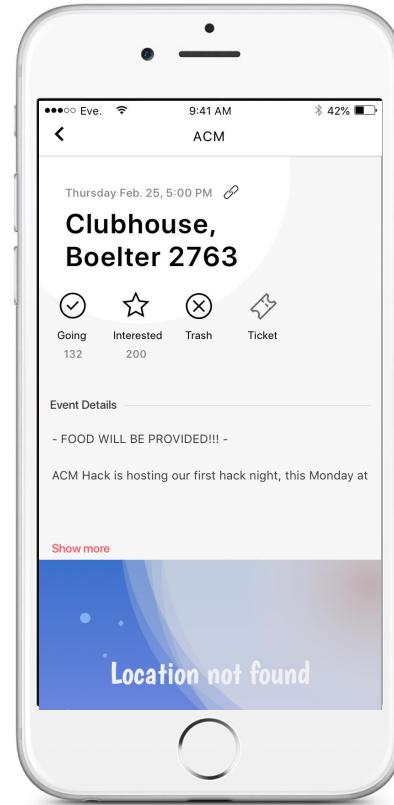
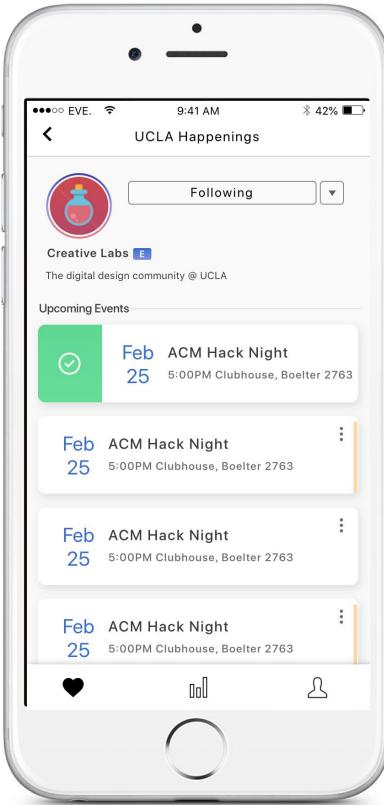
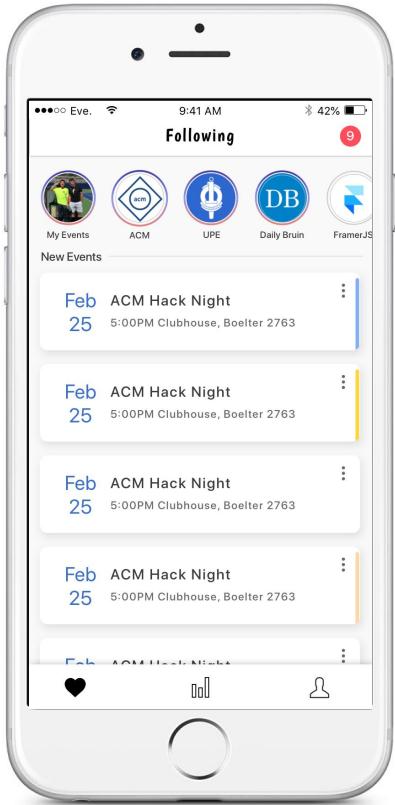
Invited

Interested

Going

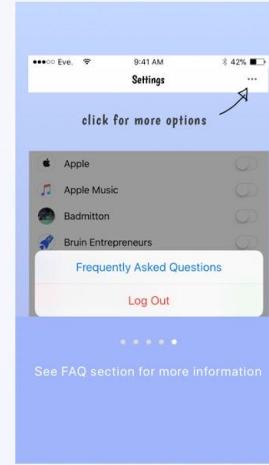
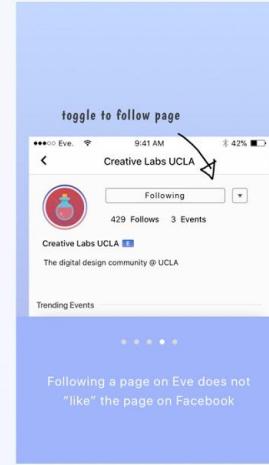
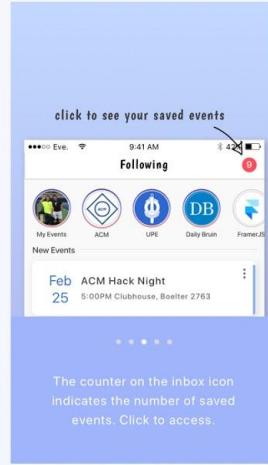
## Event Tags

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

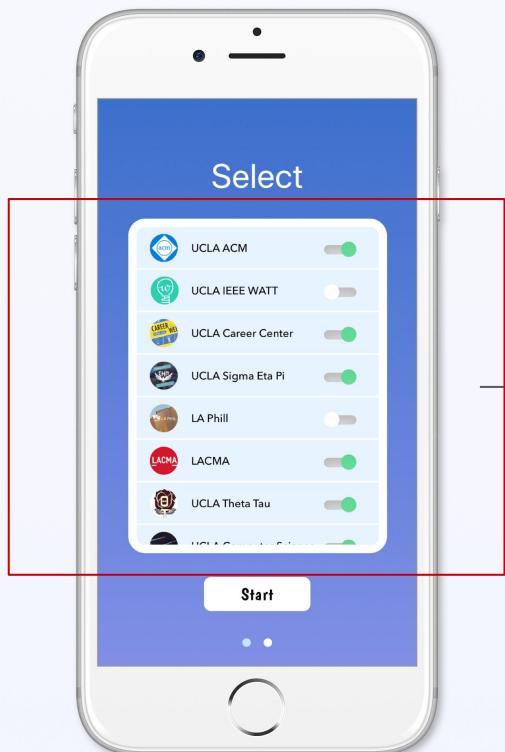


# Onboarding

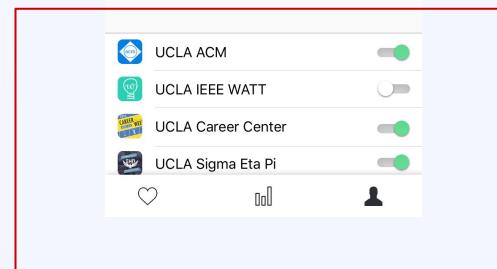
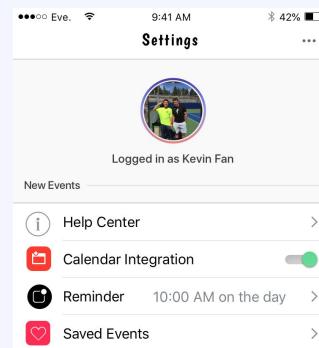
- Top user features
  - Bridge the differences in UIs
  - Speed up the onboarding time
- Self-select
  - The right to customize user contents
  - Familiarize users of functionalities



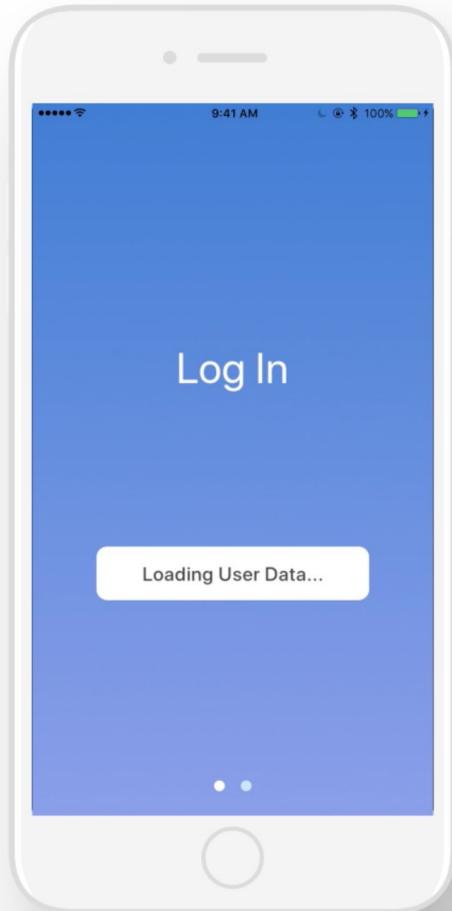
Self-Select Page



Settings Page

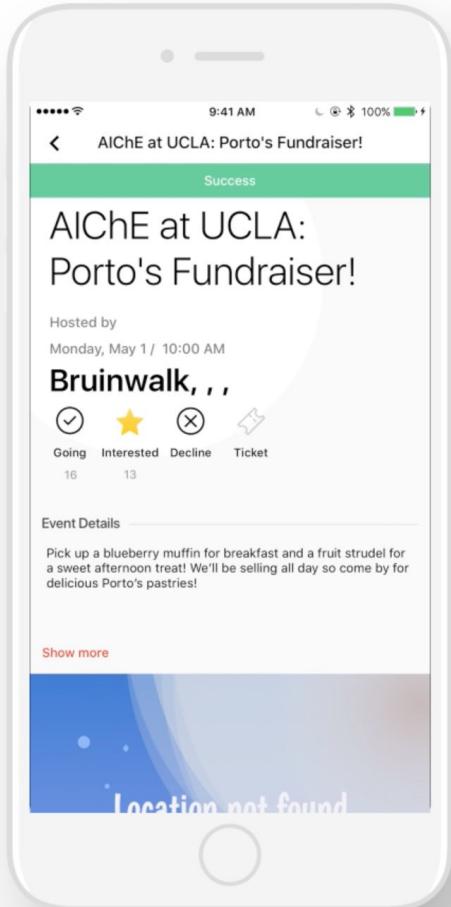


# API Handling



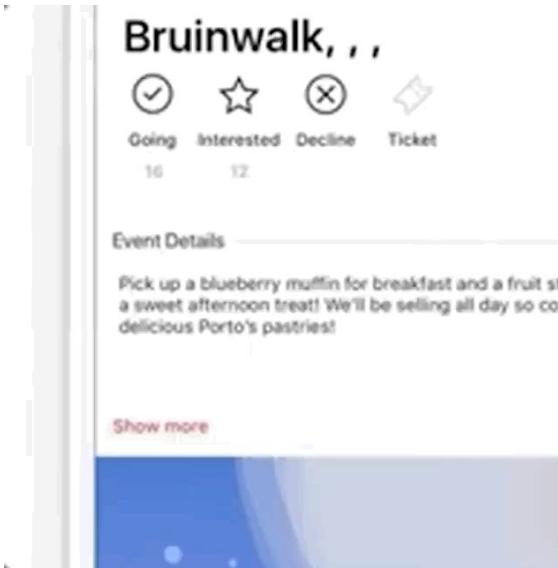
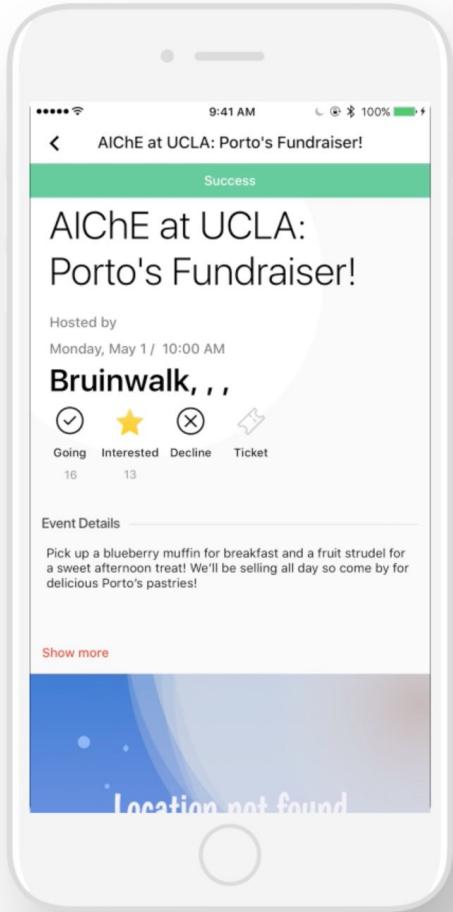
### **Initial User Query**

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



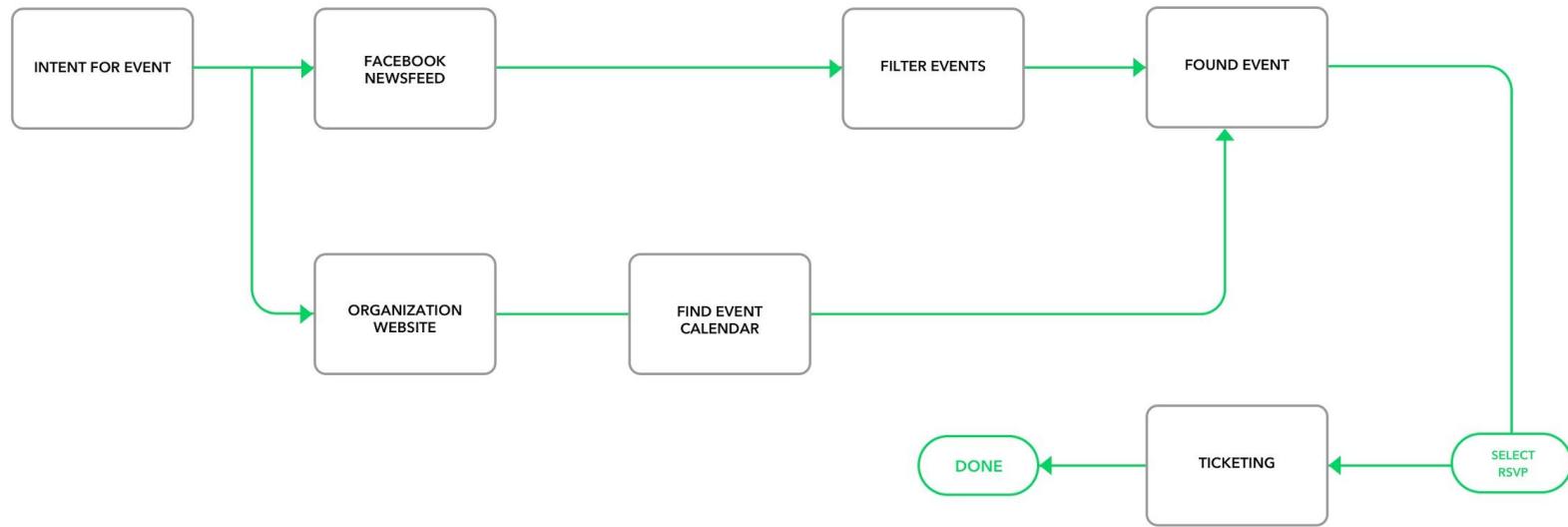
## Handling API Requests

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

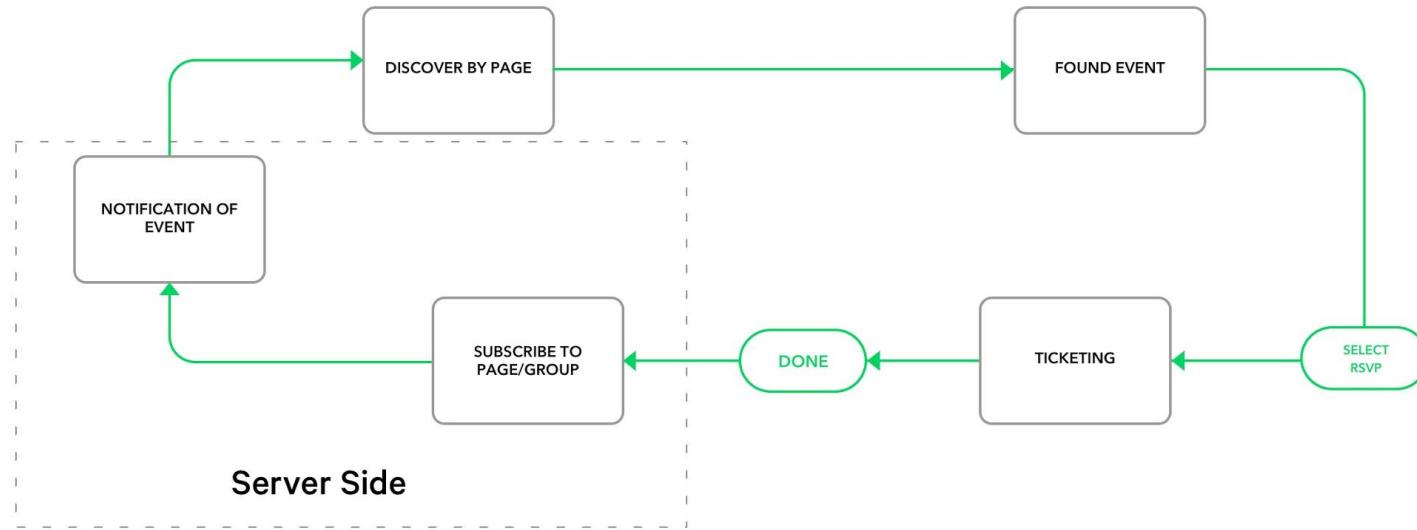


*Demo*

# Results: Before



# Results: Eve



# Results

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

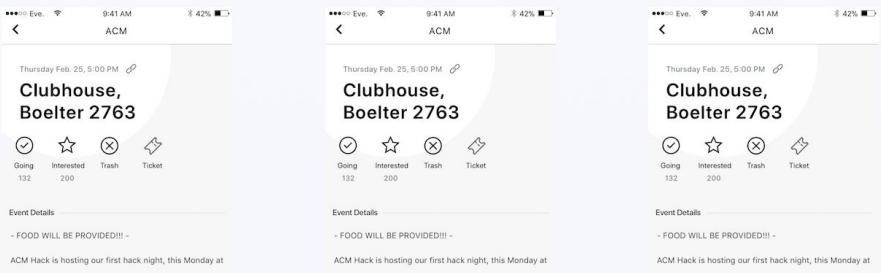
April 29, 2017



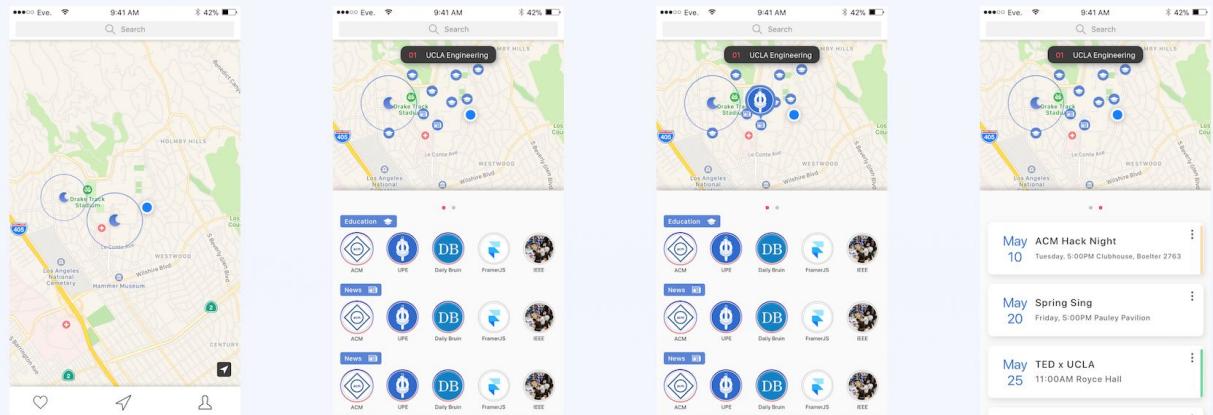
# Future Improvements

- 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







# NetEase

An interactive internal design and prototype platform

# Context

- 600+ people in the *Pangu Creator Studio*, with 8-9 projects under development
- Team collaborations with PMs, UX designer, GUI designers and developers
- Large PRDs (Product Requirement Document) from PMs

=> Standardization and recyclability for the whole department

# User Needs

- Better readability in the PRDs
- Standardization of accumulated UX experience and recyclable UI components
- Easy design and prototyping of new ideas
  - Flexible UI components
  - Simple learning curve of the user interface

# **UX Designer & Front-End Developer**

An startup experience within a huge department

基础控件

搜索控件名称

通用区块

控件组

GUI素材

自定义GUI

二级tab

纵向导航

四级tab

通用按钮

特殊按钮

图表

List区块

数量选择器

翻页按钮

普通文本

多行文本

输入文本框

进度条

纵向分割线

横向分割线

勾选框

多分支多结局面板 > 多分支多结局

预览 保存 发布

面板设置

界面描述

描述名 多分支多结局

说明 面界的打开方式、互斥规则等

基础设置

界面类型 全屏界面

显示标题 结局

功能选项

显示当前持有货币

风格样式

类型 默认深色

一级导航

启用

结局

当前收集 3/55

百货 珍品 次级选项 奇遇 限时

百货

再见亦是朋友

物是人非事休

结局一·亦是朋友

结局二·恩断义绝

物是人非事休

请输入搜索内容

125,804 125,804 125,804 125,804

共 1 个面板

多分支多结局

*Demo*

# Job Functions

- Design & develop new components
- Optimization of front-end code and user workflow
- Present and market the platform to the entire department

# Interaction Design

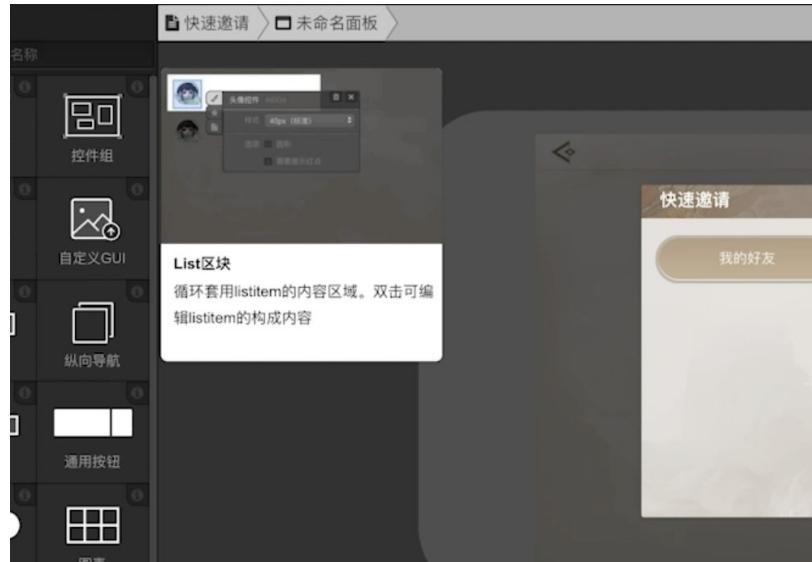


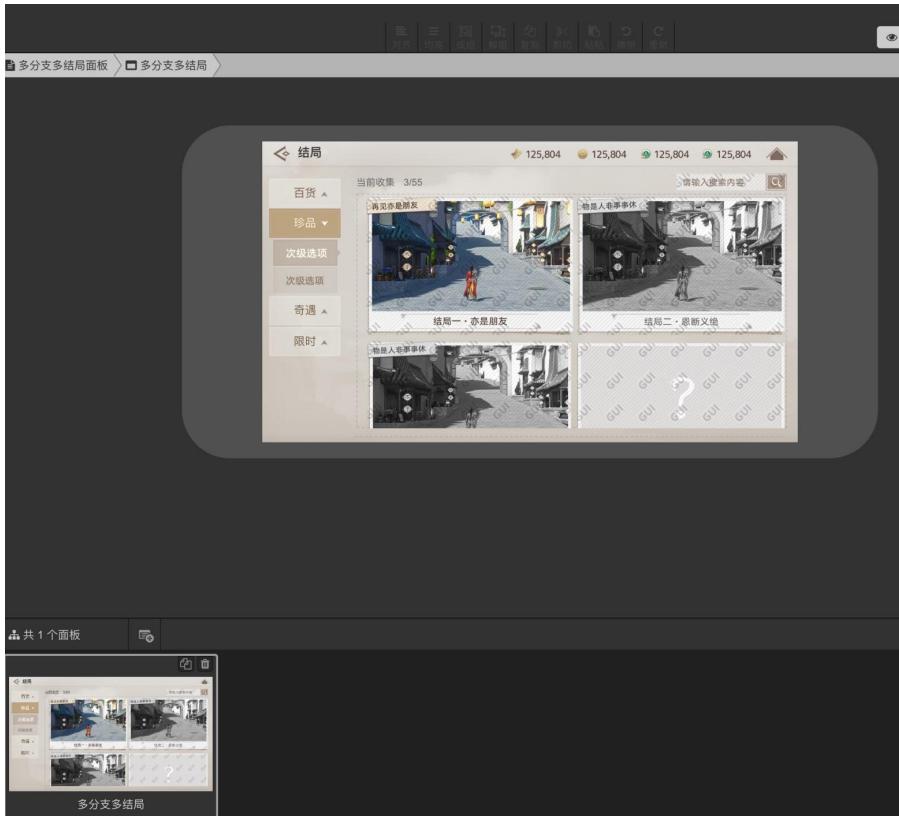
## Searchable Component List

- More scalable solution
- Faster workflow

## Hover Tips

- Easier onboarding experience
- A built-in GIF tutorial





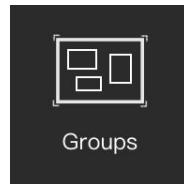
## Thumbnail of Current Working Board

- More scalable solution when multiple boards
- Enable preview on a smaller screen

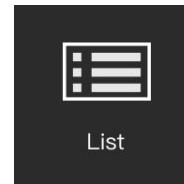
# 5 Complex Components



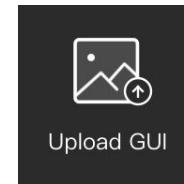
Table



Groups



List

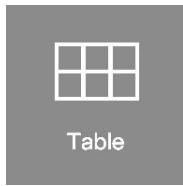


Upload GUI

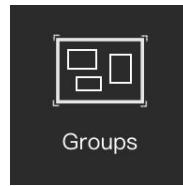


GUI Stocks

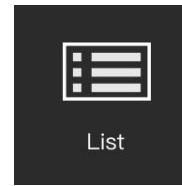
# 5 Complex Components



Table



Groups



List

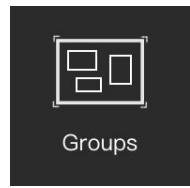


Upload GUI



GUI Stocks

# Groups



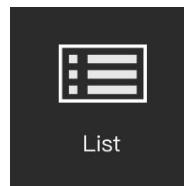
Groups

*Demo*

# Groups

- **Group Concept:** Enable polymorphism of simple components
- **Edit Mode:** Double click into Edit Mode, Add/Modify component with an overlay canvas.
- **Recyclability:** Can upload designed group components or download existing ones from the database

# List

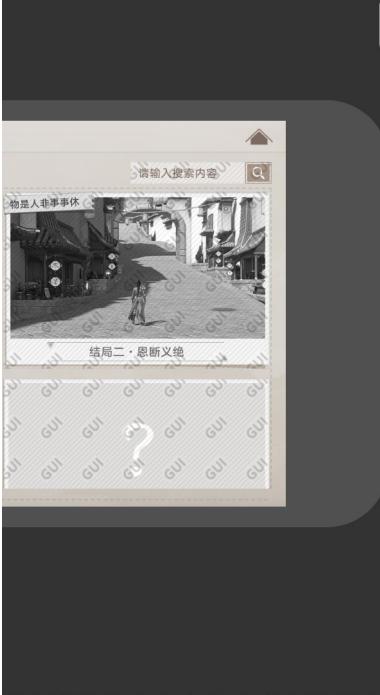


*Demo*

# List

- **Self-Define Number of Rows and Columns**
- **Edit Mode**
- **Speed Up Workflow:** Editting on one unit cell will synchronize the style of other cells

# Results



基础	面板标题	结局	说明
面板类型	全屏界面		
面板风格	默认深色		
蛋蛋帮助	启用		
建议宽度	660px		
建议高度	480px		

请选择要查看的功能点 共 0 个, 包含 4 个新控件 或素材

- ① 纵向导航 公共库素材
- ② 文本 公共库素材
- ③ 文本 公共库素材
- ④ 自定义GUI 公共库素材
- ⑤ 控件组 公共库素材
- ⑥ 自定义GUI 控件组素材 新资源
- ⑦ 自定义GUI 控件组素材 新资源
- ⑧ 自定义GUI 控件组素材 新资源
- ⑨ 自定义GUI 控件组素材 新资源
- ⑩ 横向分割线 公共库素材



## Presentation and Marketing

- Present the platform to a panel of 60+ people
- Recorded and online streamed so that others can discover and learn



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An iOS event discovery and management app tailored for UCLA students



# NetEase

An interactive internal design and prototype platform

# Other Passions

# **Machine Learning/AI**

Designing for both human and machine

# 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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