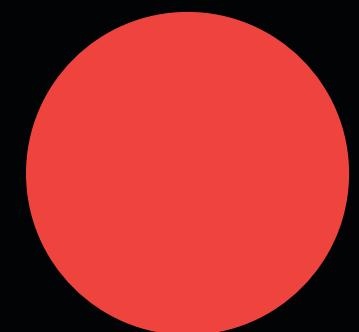


Portfolio | 2018

I create concepts,
experience, &
brand design



驚蟄

Insects Awaken

Book Design | 2017 | College Project

A book about a block
Spofford St,
San Francisco



About the book

- + What the book is about?
- + Meaning of the Title



This book is about a small alley called Spofford Street in Chinatown, San Francisco. Starting with various kinds of research on and exploration of the block, I became fascinated by the cultures and stories carried by residents when they crossed the sea years ago as refugees or immigrants.

This is also my first attempt to use two different languages in my design.



"Jingzhe" (驚蟄) is the 3rd of the 24 solar terms (節氣) in the traditional East Asian calendar.

The word "Jingzhe" means the awakening of hibernating insects. "Jing" is to start and "Zhe" means hibernating insects. Traditional Chinese folklore says that during Jingzhe, thunderstorms will wake up the hibernating insects.

When you enter the alley, you awaken the "insects" on this block.

Spreads

These are some of the pages in the book.

- + Map
- + Section Opening
- + Interview
- + Photos



Photography

Photography is an important element of this book. Here are some photos I took.



Extension: Fortune Cards

During my time on the block, I noticed that people there like putting words referring to luck on their front doors. People also like putting cards with lucky words in their wallets. These cards have beautiful Chinese calligraphy with distinguished styles. For my extension of this project, I wrote 40 different lucky words in Chinese with 10 different styles. The colors of the cards are from the block.



Craft

- + Cardholder
- + Card box
- + Book Binding



The card holders were made based on the size of these cards. The idea of the fortune cards is for people to carry them with themselves either in their wallet or with their other cards.



This book is done in Japanese stab binding, the front the back cover are made of colored canvas.

VigLink Rebranding

Brand Identity | 2018 | Internship

Brand reinvention: Publisher revenue delivered



The image shows a promotional brochure for VigLink's rebranding. The brochure is white with blue and yellow illustrations. It features the headline "Publisher Revenue Delivered." and a vision statement about making the web better by monetizing every link. To the right of the brochure is a blue pen.

Publisher Revenue Delivered.

Our vision is to make the web better by making every link intelligent and valuable. As the network where site-to-site clicks are priced, bought, and sold, we are the indispensable platform for content-driven commerce.

LEVERAGE
Our monetization tools allows publishers to link to other retailers and still earn from their traffic, creating a fair marketplace between publishers and merchants.

INSIGHT
Using our technology, you'll be granted access to metrics of the most popular trends and where your traffic goes after leaving your page.

AUTOMATION
By automatically monetizing your links for you, our tools ensure that you'll be earning revenue with no additional effort on your part.

 VigLink

The Logo

Different perspectives of the geometric shapes in the logo show the two letters that represent VigLink, the "V" and "L"



Primary Typeface: Futura PT

Light

AaBbCc 123

Book

AaBbCc 123

Medium

AaBbCc 123

Demi

AaBbCc 123

Light Oblique

AaBbCc 123

Book Oblique

AaBbCc 123

Medium Oblique

AaBbCc 123

Demi Oblique

AaBbCc 123

Typeface for Email: Open Sans

Regular

AaBbCc 123

Bold

AaBbCc 123

Italic

AaBbCc 123

Bold Italic

AaBbCc 123

Primary Color



Digital Color

RGB
R 0 / G 102 / B 255

HEX
#0066FF



Print Color

PANTONE
2727 C

HEX CODE
#307FE2

CMYK
C 70 / M 47 / Y 0 / K 0

Secondary Colors

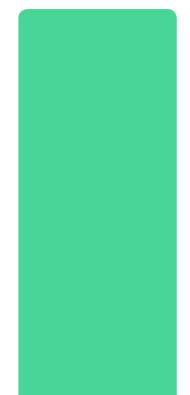


RGB
R 255 / G 45 / B 0

PANTONE
Bright Red C

HEX CODE
#FF2D00

CMYK
C 0 / M 91 / Y 95 / K 0



RGB
R 72 / G 213 / B 151

PANTONE
2727 C

HEX CODE
#48D597

CMYK
C 60 / M 0 / Y 46 / K 0

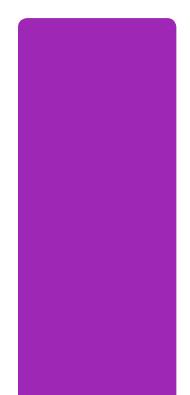


RGB
R 255 / G 170 / B 0

PANTONE
7549 C

HEX CODE
#FFAA00

CMYK
C 0 / M 22 / Y 100 / K 2



RGB
R 158 / G 40 / B 181

PANTONE
2592 C

HEX CODE
#9E28B5

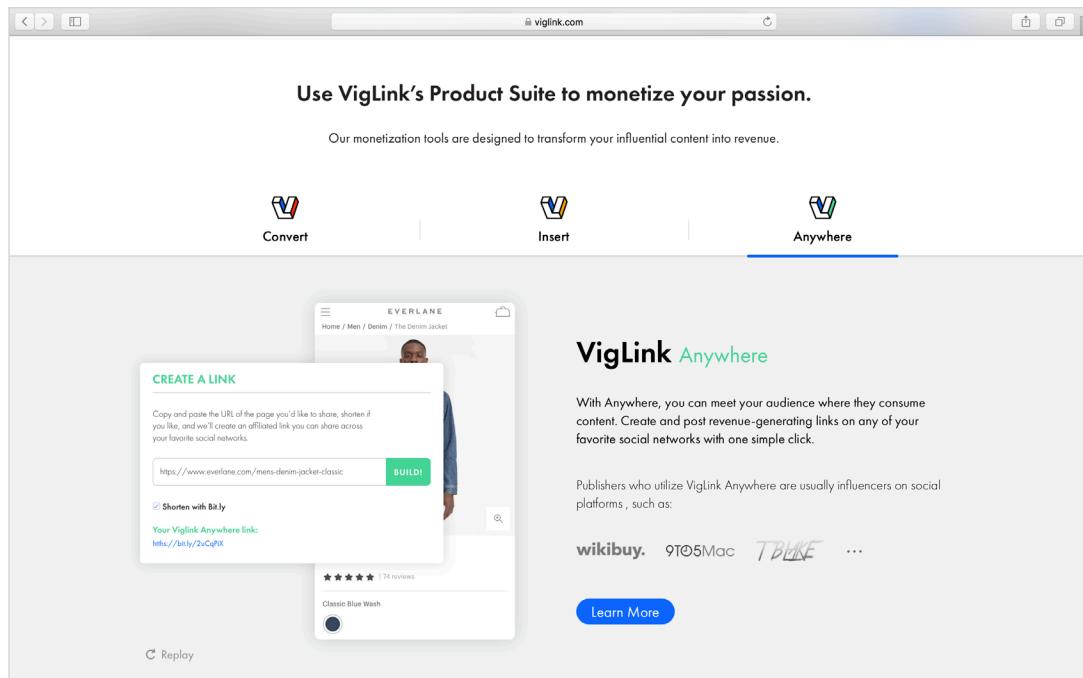
CMYK
C 58 / M 90 / Y 0 / K 0

Product logos

- + Logos
- + Logos on website

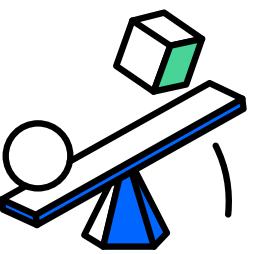


Each icon represents a specific VigLink product. As users must be able to easily connect the icons to the main logo, the single difference is a slight color change in each. The purple color is to be utilized for future products.



This is how the logos are used on the website.

1/Leverage

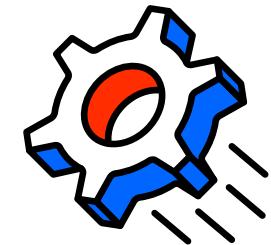
Icons

Icons are used for graphical support and communicate VigLink's core values.

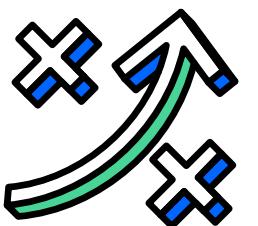
2/Insight



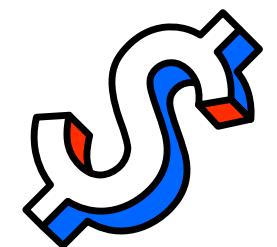
3/Automation



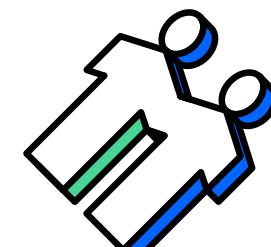
4/Plan for Your Future



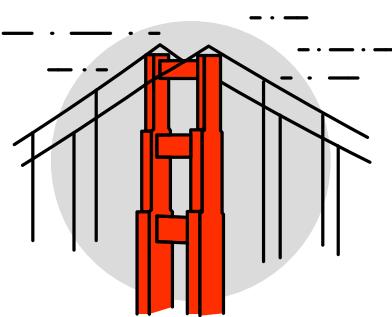
5/Save on Your Commute



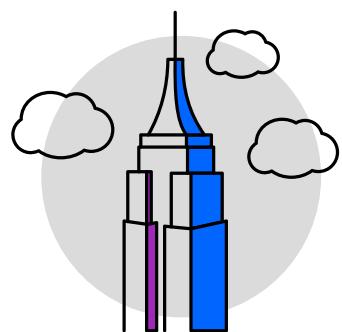
6/ Your Friends Are Welcome



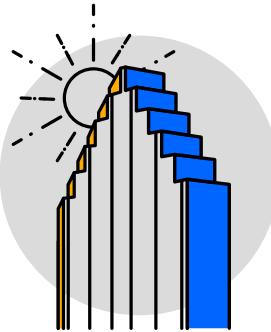
7/San Francisco



8/New York

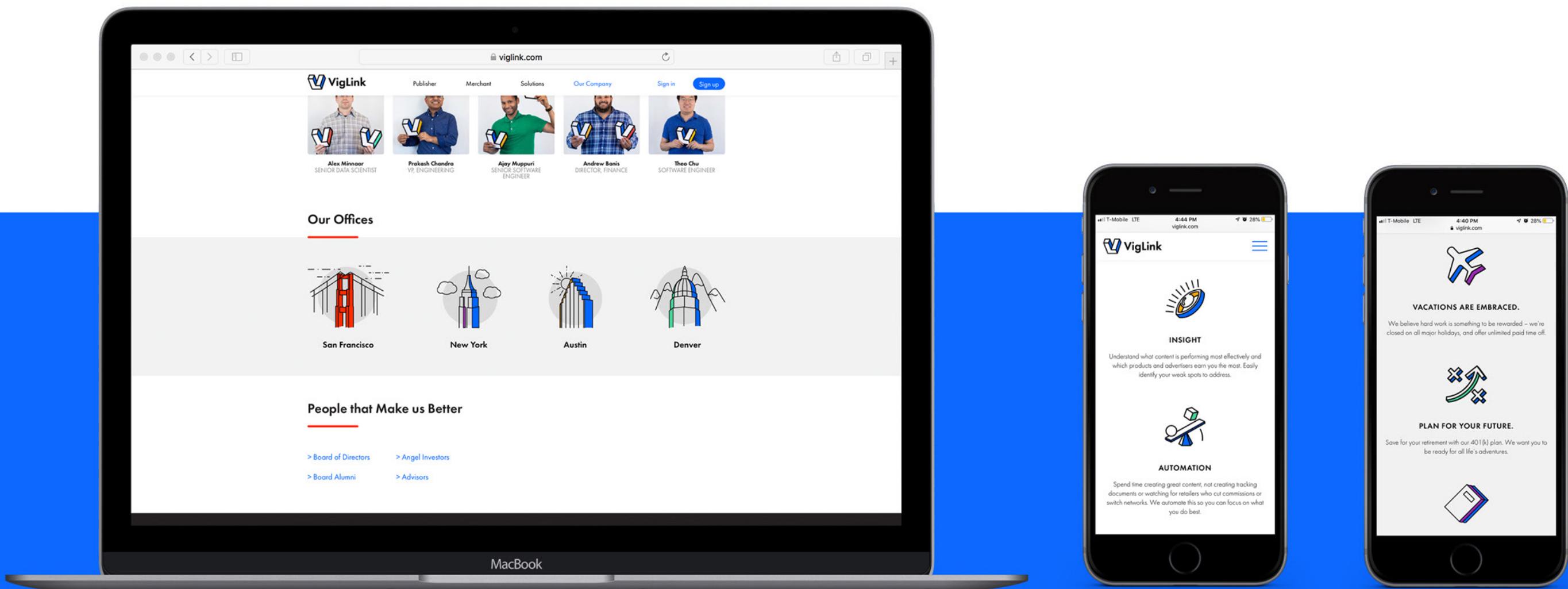


9/Austin



Icons in use

VigLink Website: Homepage, Careers, Our Company



Photography

This photos are used in the brand book and on the website.





Employees Photoshoot



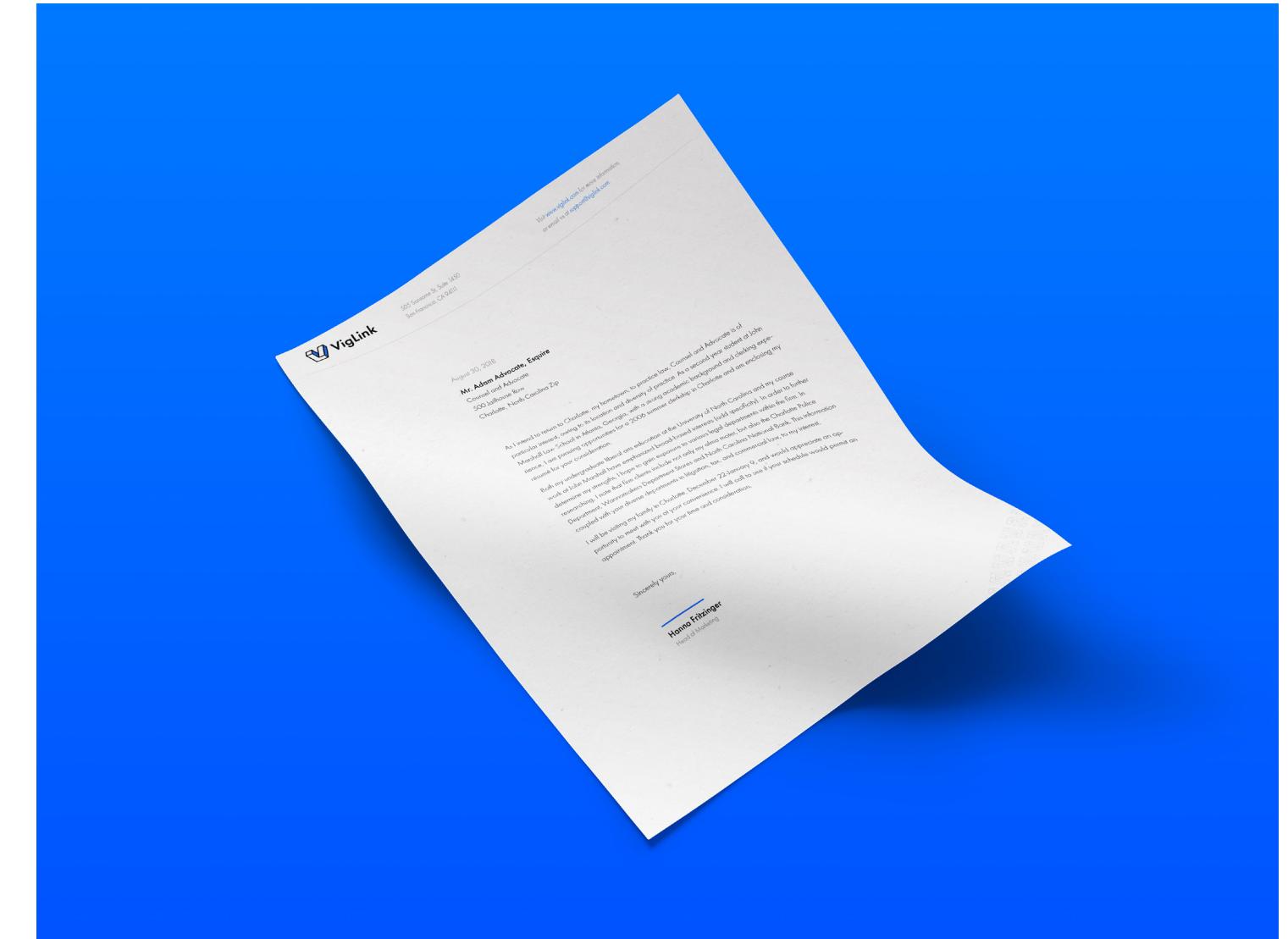
Business Card

Specification: 2 × 3.5 in



Letterhead

Specification: US Letter



Website

VigLink Rebranding

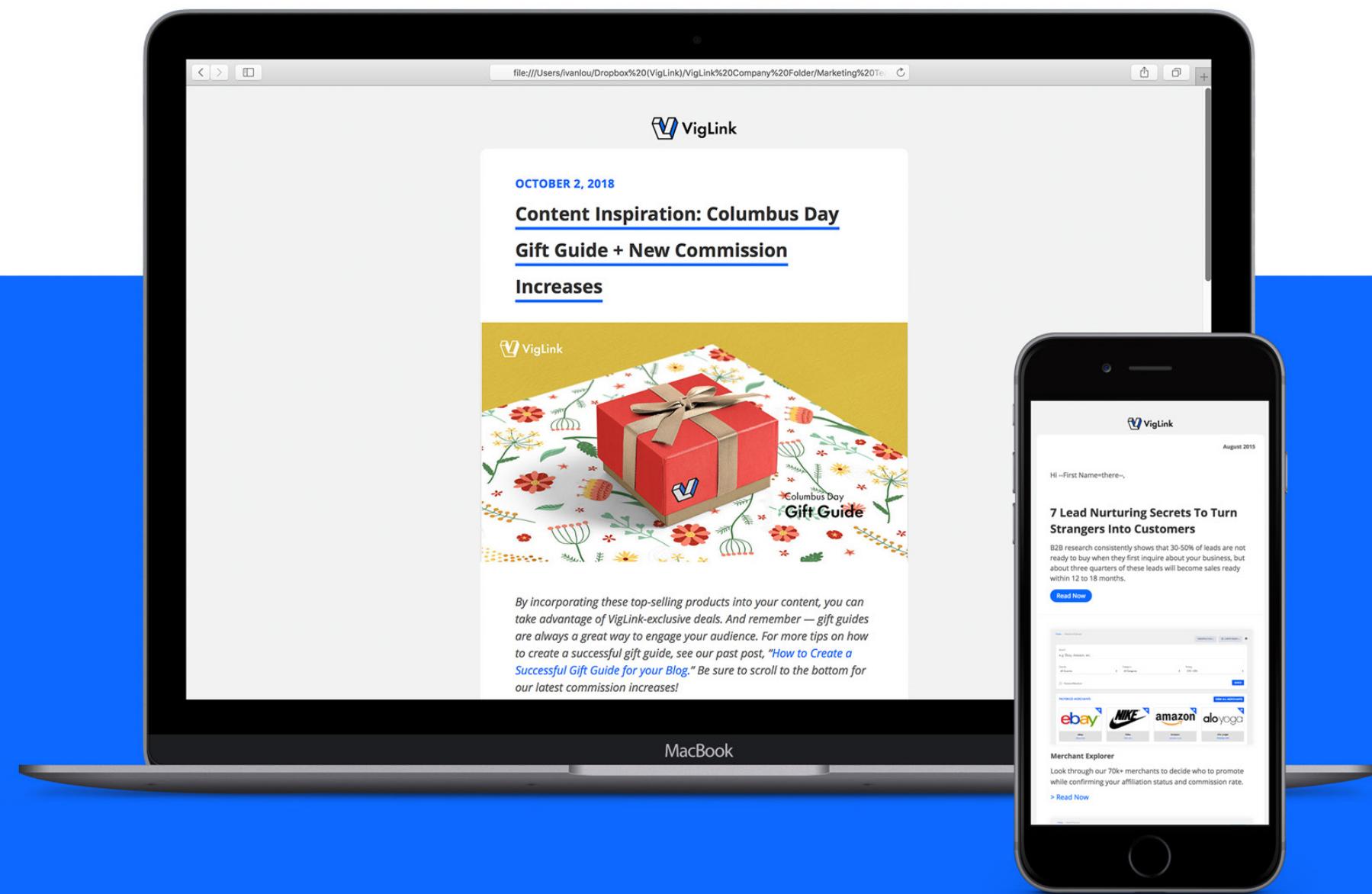
Website

The VigLink website was rebranded to reflect its mission of making the web better by connecting content and commerce. The new design features a clean, modern look with a white background and blue accents. Key elements include:

- Header:** Includes the VigLink logo, navigation links for Publisher, Merchant, Solutions, Our Company, Sign In, and Sign Up.
- Hero Section:** Features a large image of four people working together at a table, with text: "We are the indispensable platform for content-driven commerce." and "Publisher Revenue Delivered."
- Statistics:** Displays "2M+" publishers, "4 OFFICES", and "70K+" merchants.
- Visuals:** Includes icons for "LEVERAGE" (a balance scale) and "INSIGHT" (an eye).
- Blog Section:** Shows a blog post titled "Weekly Roundup of Our Best Promotions 10/08" with a photo of a boat on water.
- Footer:** Includes a "Selected Work | 2018" link.

Email Templates

The email templates on autopilot are designed for new coming employees, publishers and merchants.



Product Interface

The product interfaces are also updated to match the new branding.

The image displays two side-by-side screenshots of VigLink product interfaces, illustrating the rebranding process. Both interfaces feature a prominent VigLink logo at the top left.

Left Screenshot: VigLink Anywhere

This interface is titled "SHARE THIS PAGE". It shows a "Current Campaign:" dropdown set to "Blog" with a search icon. Below it is a "Share This Link to Earn" section containing a shortened URL: <http://bit.ly/2N7HwKX>. At the bottom are "Copy to Clipboard" and "Lengthen" buttons, along with "TWEET LINK" and "SHARE LINK" social sharing buttons.

Right Screenshot: VigLink Insert

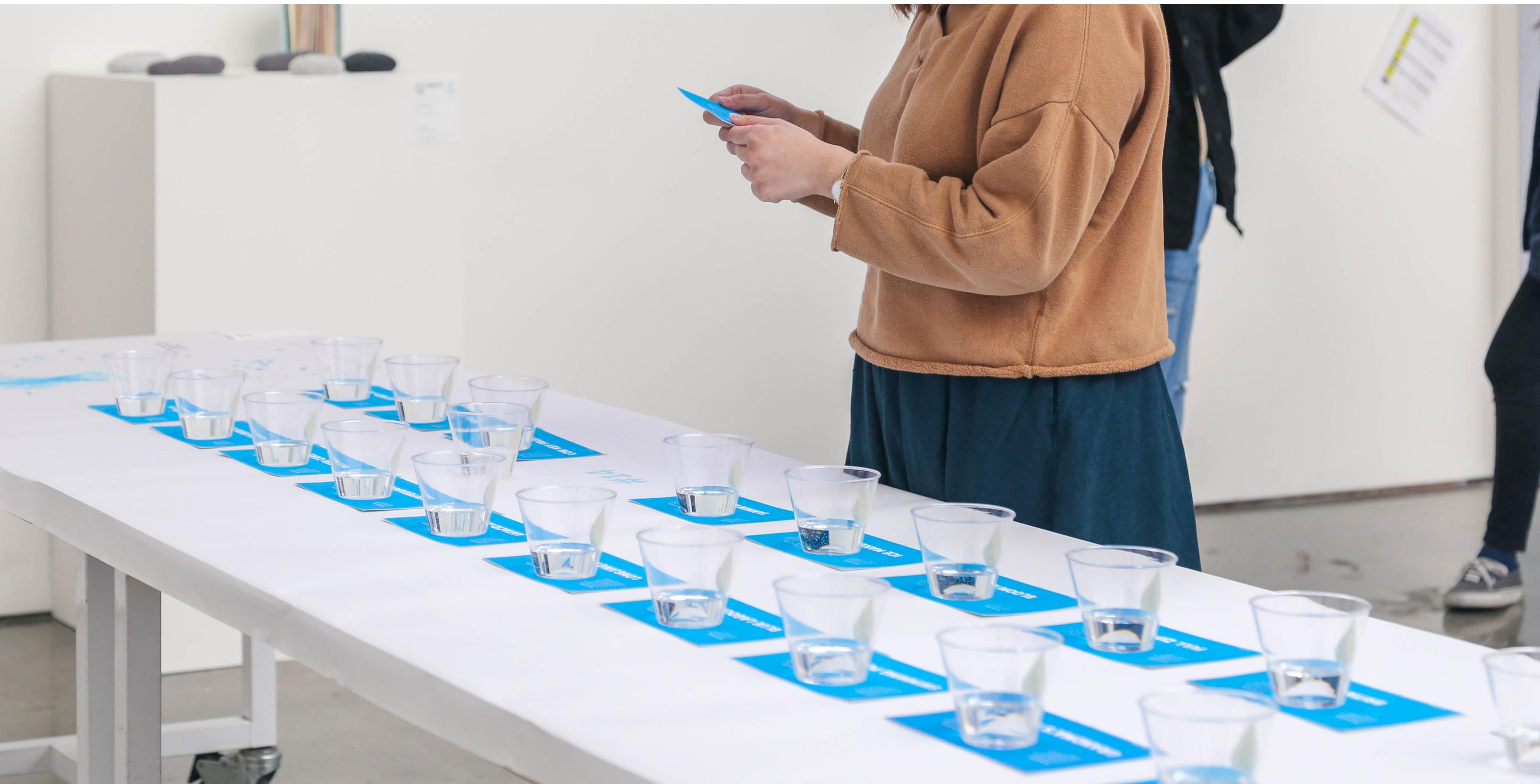
This interface shows three radio button options: "Block this Insert phrase", "Block inserted merchant dest", and "Block Insert on this page". The third option is selected. A "Submit" button is located to the right of the options. In the bottom right corner of this screenshot, there is a small icon of a hand pointing to a "Submit" button.

The Museum of Drinking Water

Exhibition | 2017 | College Project

Seeing the invisible





The Museum of Drinking Water:

The purpose of this project is to visualize the invisible. Water is invisible, and it is supposed to have no taste, but for all sorts of reasons, the water we drink every day, bottled water or tap water, has its unique taste. Hence, in this project, I did taste tests on 20 different water samples from various sources.



PH Reference

The PH reference are created for the accuracy of the test result. I also want to explore the relation between the taste and the PH.



Resources

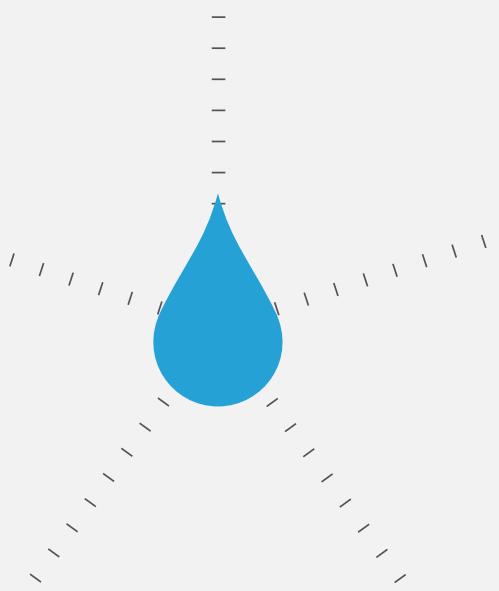
Water in this exhibition is gathered from following locations:



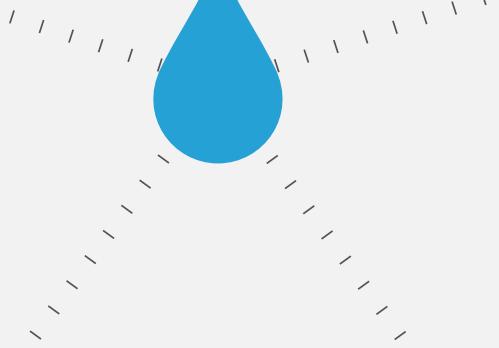
Taste Reference

The score of each flavor on the scales is given based on the following standards:

The scale of **rejuvenation**:
salted water (not rejuvenating)
to **watermelon** (very rejuvenating).



The scale of **sweetness**:
bitter gourd (not sweet)
to **cucumber** (very sweet).



The scale of **fruitiness**:
rice (not fruity)
to **strawberry** (very fruity).

The scale of **artificiality**:
the scent of lemon (not artificial)
to **the scent of glue stick** (very artificial).

The scale of **hardness**:
distilled water (not hard)
to **boiled tap water** (very hard).

Information on the Cards

- + Front of the Cards
- + Back of the Cards



On the front of the cards, it shows the analysis of the water (its source, taste, PH, and final score). The water is also renamed based on its taste.



On the back of the cards, it reveals where the water is from as well as the price per 500ml.

Front of the Cards

Specification: Half Letter



Back of the Cards

Specification: Half Letter



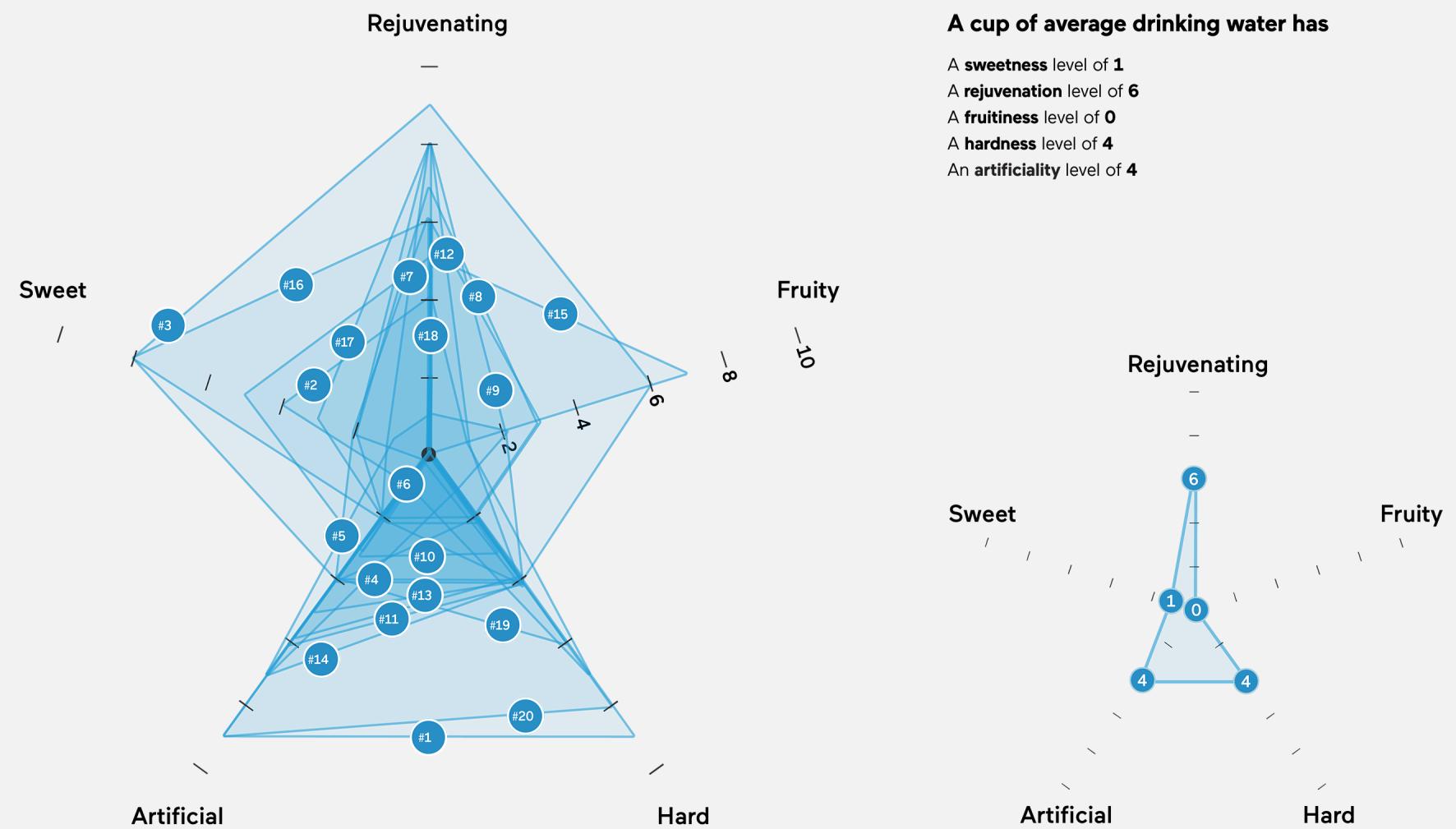
Chart

The taste chart for each individual water can be seen through the cup of water placed on the card.



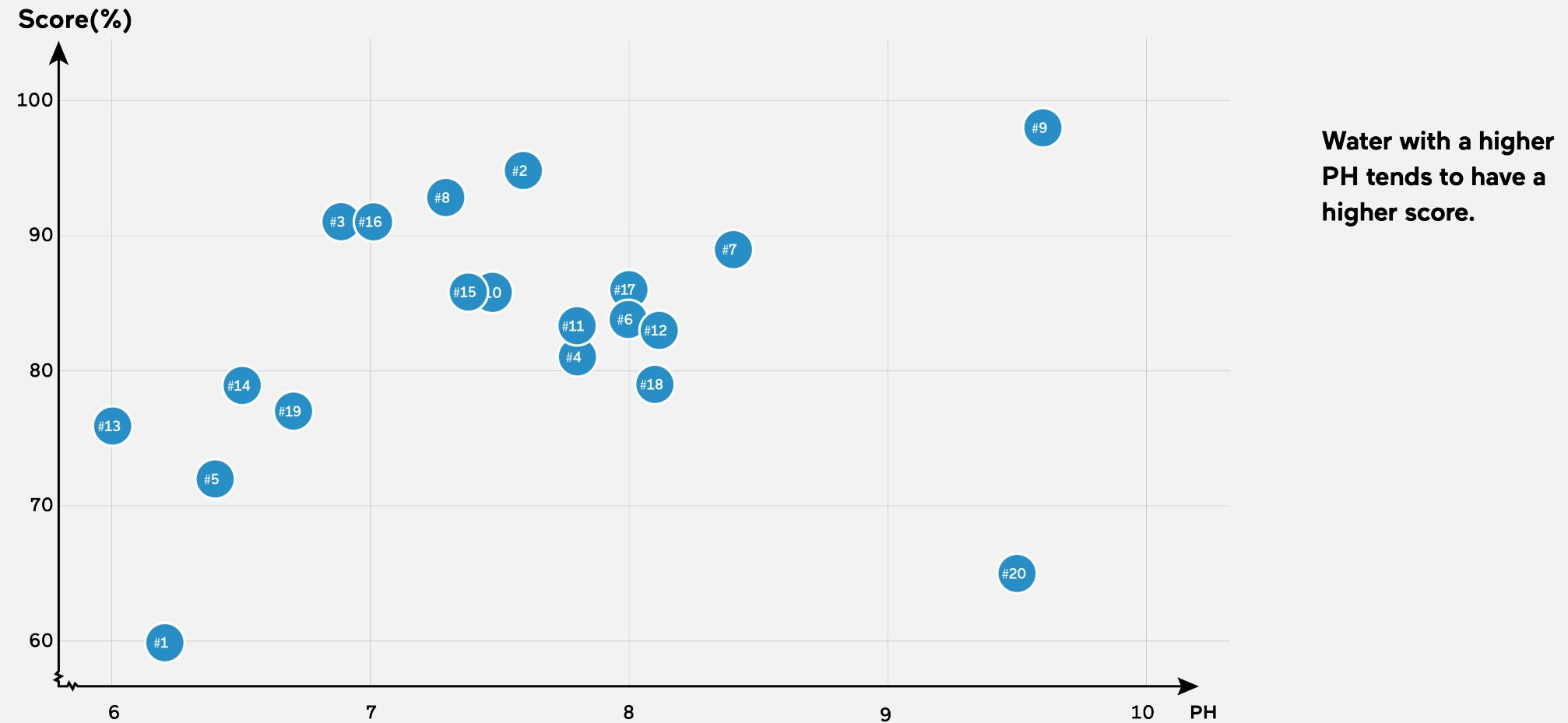
Average Drinking Water

From the data collected from the taste test. The chart below shows what a cup of average drinking water tastes like.



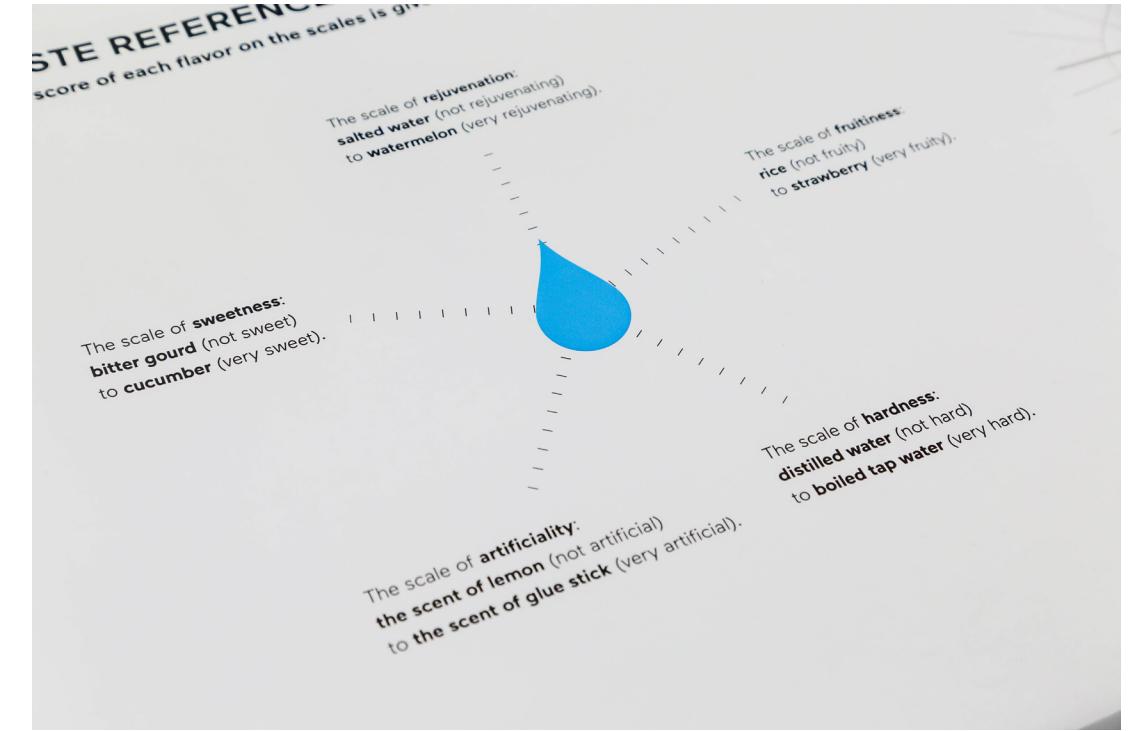
PH & Taste

The relation between PH and score shown in the chart indicates how the taste improves when the PH is higher.



Photos

Here are some more photos of the exhibition.



Collaboration

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collaborations, email me at

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Portfolio

For more information about my work, visit

ivanlou.net

ivan lou

