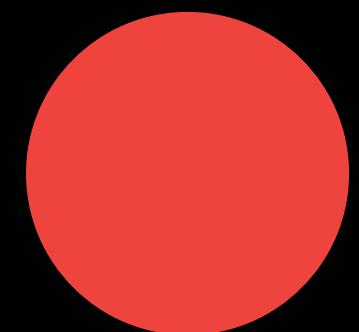


Portfolio | 2018

I create concepts,
experience, &
brand design



Polaride

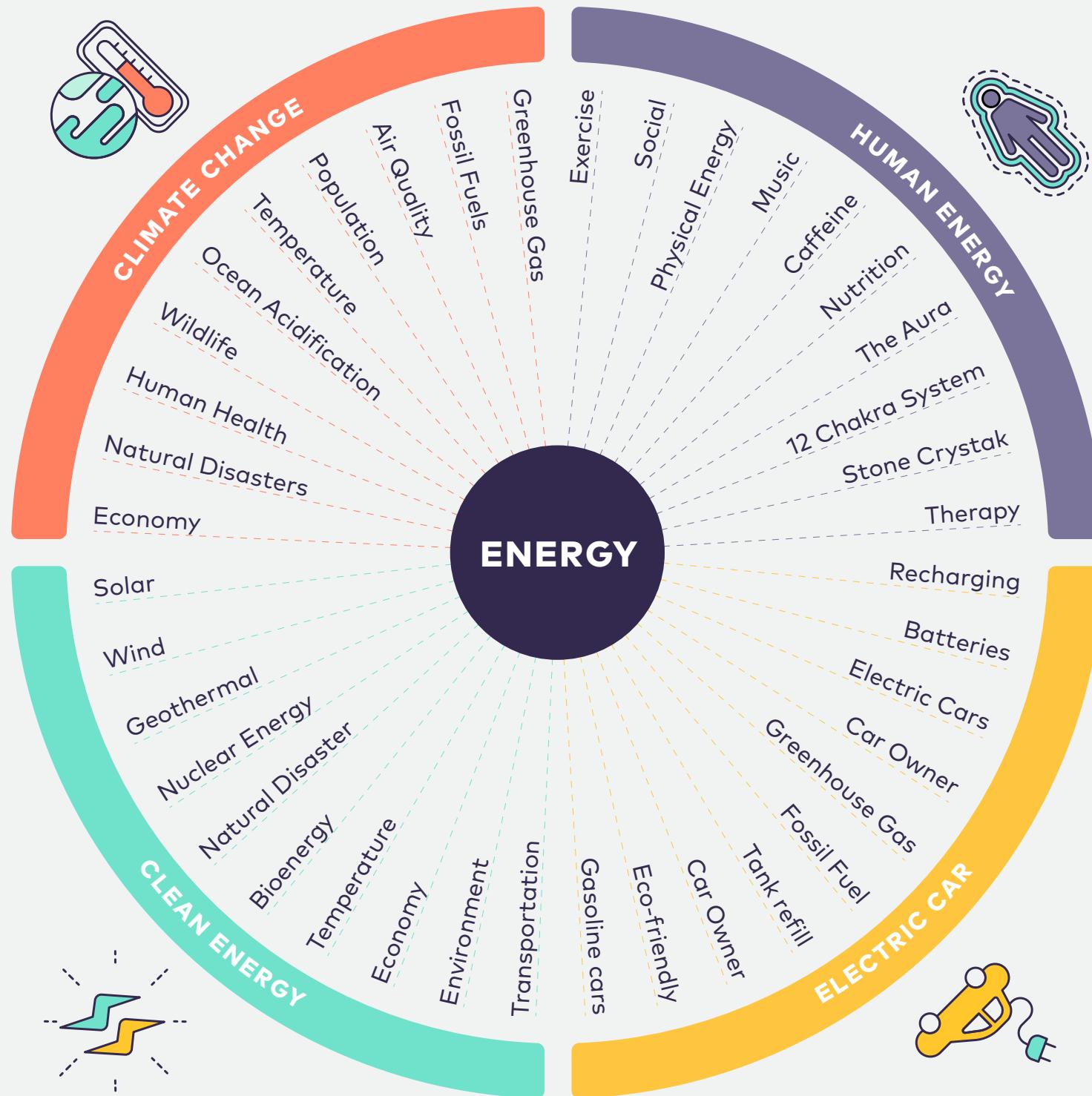
Service Design | 2018 | College Project

Your choice of transportation matters.



Mind Map

Our team was given the topic, energy. Based on our secondary research, we did our mind map based on four different directions which are climate change, human energy, electric car, clean energy.



First Round of Interview

- + Environmentalist
- + Electric Car Owner



Brendon Steele
Director of Stakeholder Engagement

"It's important to be connected to the world. Transportation does that. In SF, clean energy is inherently integrated into the grid."

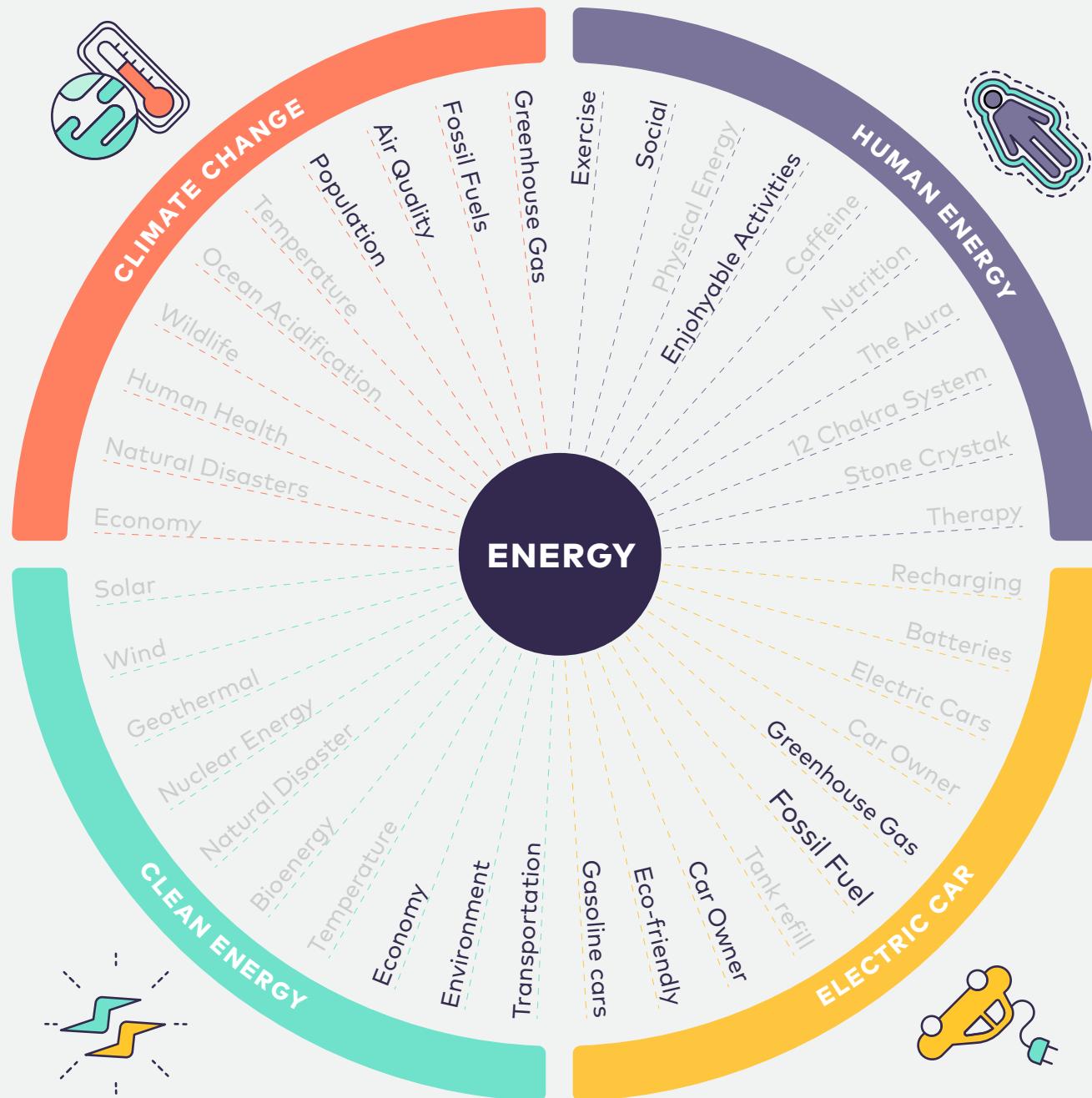


Jinda Guo
Graduating MFA Student / Electric Car Owner

"The purpose of using clean energy is great, but some ways are not efficient because sometimes you need to spend a lot of money on equipment providing clean energy."

Topic Choice

Based on the first round of the interview and the mind map, we realize transportation has a major effect on a lot of the areas we were exploring (body energy, electric car, clean energy, climate change).



Transportation

Second Round of Interview

- + Designer
- + Teacher
- + Students
- + Marketing Director
- + PR Associate



Denise Kan
Student



Hanna Fritzinger
Marketing Director



Eric Heiman
Designer & Teacher



Mark Buenafe
Student



Libby
PR Associate



Briauna Draper
Student

Insight 1

People of different genders have different concerns when choosing public transportation.

Women are more cautious of the time of day and location when choosing their form of transportation.

**Denise Kan****Student**

"I don't really like bay area transportation that much... It's like dirty, kind of unreliable, and not super safe. I really don't like taking BART super late at night by myself. The only thing I like about it is that it exists."

Insight 2

Public transit gives people a sense of community and productivity.

Listening to podcasts, reading, etc.

**Eric Heiman****Designer & Teacher**

"When you go on muni, you interact with a lot of people. For me, it's kind of interesting. It feels good to say hello to people. I also know some of the drivers now. There is something that feels communal about it to me, that's why I'm this city."

Insight 3

People who own cars often don't use them.

Because of parking difficulties and traffic in the city, people might not use their cars.

**Hanna Fritzinger****Marketing Director**

"With BART, there is no traffic. I honestly think that BART is just as fast as if I called an Uber to my house on a morning...Getting out of downtown on an Uber can be so much traffic. It's better just to take BART."

Insight 4

Necessity vs Choice.

Students choose public transportation out of necessity, but working professionals who have access to cars sometimes actively choose to use public transportation.

**Mark Buenafe****Student**

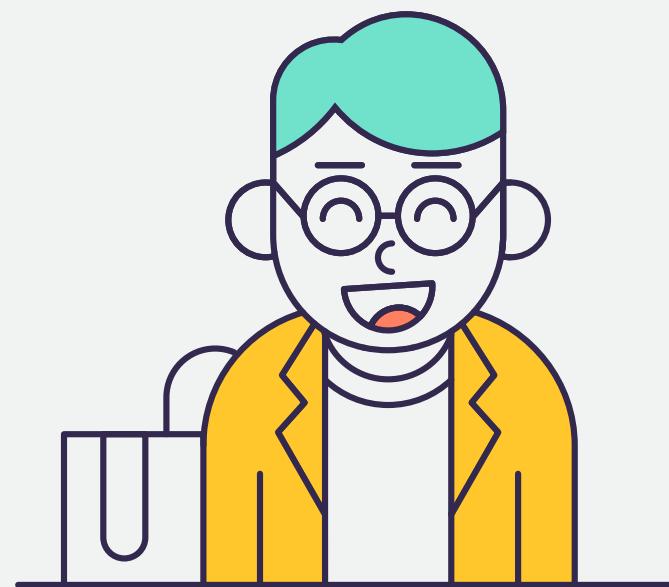
"I don't like the crowd on public transit. But I don't mind because it is cheaper."

Archetypes

- + The Commuting Student
- + The Urban Professional



Riley
The Commuting Student



Joe
The Urban Professional

Riley is a student who commutes to her school on weekdays.

She needs to

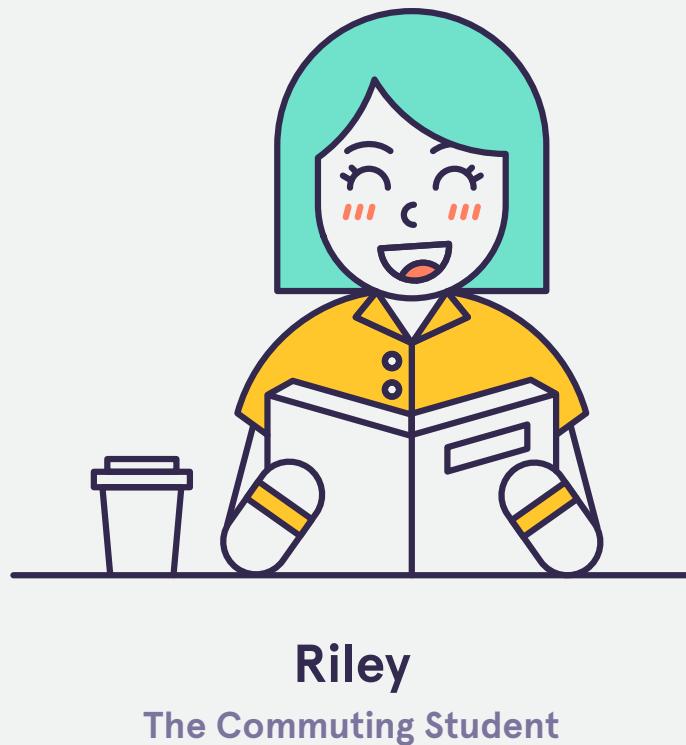
- + Get around cheaply
- + Be efficient and fast
- + Stay safe

Her goals are

- + To commute within the city
- + Control the time and money she spends on transportation

Pain points

- + The Buses in the city are dirty, crowded, unsafe, and sometimes expensive.



“I want a safer, more energy-controlled, and more timely scheduled way of transportation that I can afford.”

Joe is an urban professional who works at a tech startup in San Francisco.

He needs to

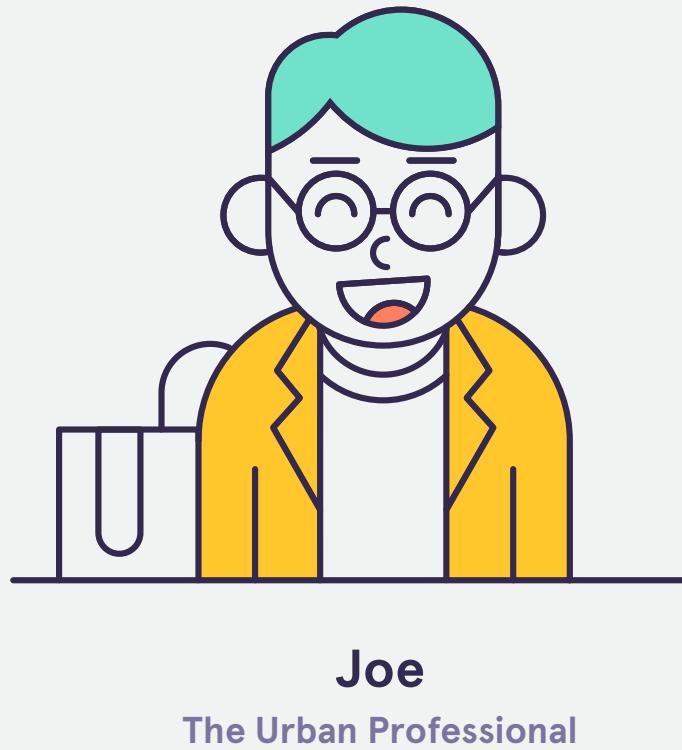
- + Be healthy
- + Get around the city while saving energy
- + Stay in a positive mood and listen to podcast while taking public transit

He goals are

- + To live healthily and stay active.

Pain points

- + It can be dangerous to bike in the city.
- + BART often gets delayed, and it's easy to miss the stop



“I want to stay positive and productive during my commute. It would be even better if I can save energy.”

Ecosystem Map

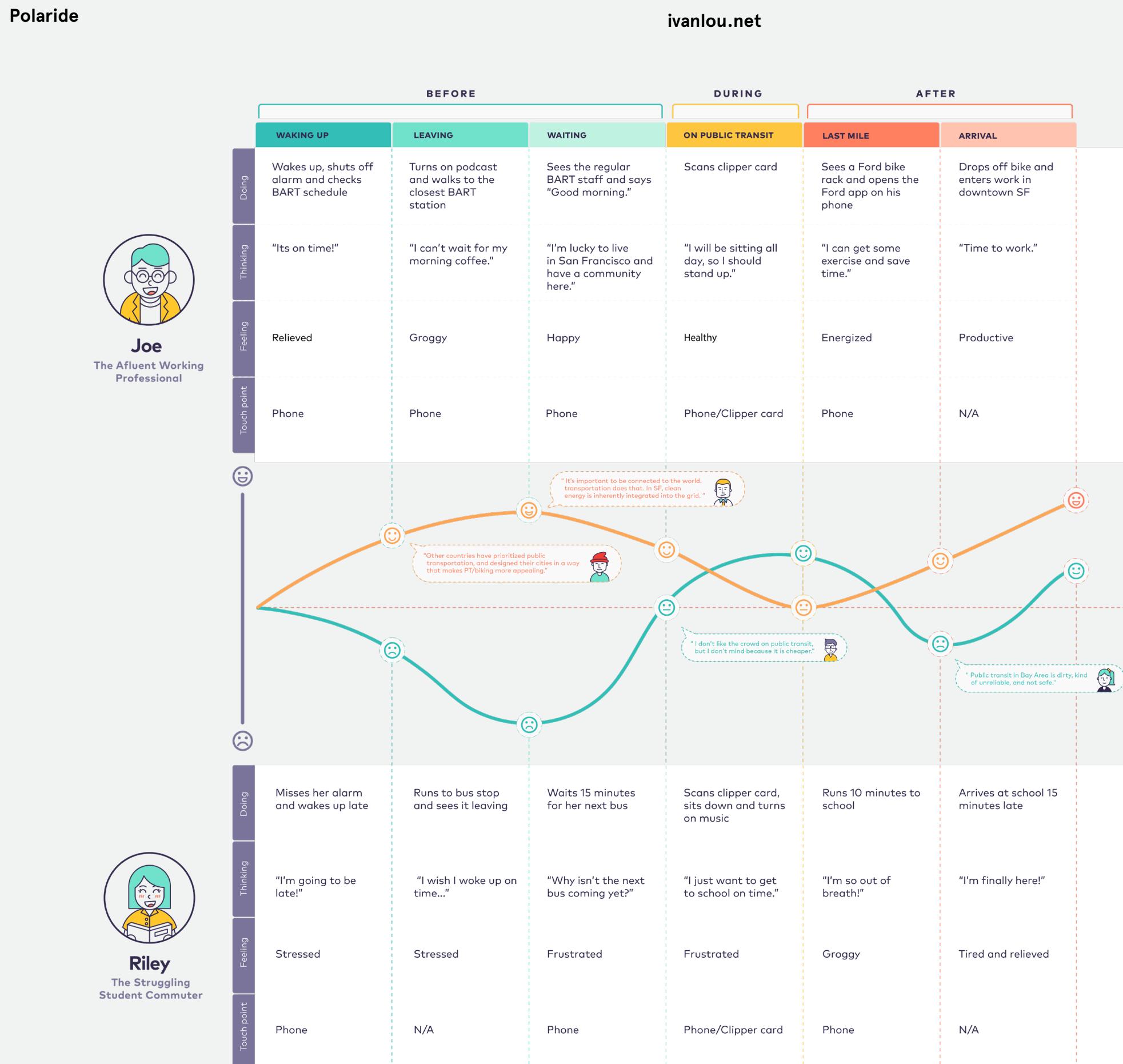
The ecosystem map here shows the context and different factors that affect the experience of transportation. The user is in the center and it expands to the Living, Behavior, Community and Global view of the user.

- + "Is this an unnecessary use of energy?"
- + "Which is the safest form of transportation?"
- + "Can I afford to use this form of transportation?"
- + "Am I harming the environment?"
- + "Can I get to where I need to go on time?"
- + "Which option is the most healthy for me?"



Journey Map

The journey map is made based on the two archetypes' daily commute.



Problem Statement

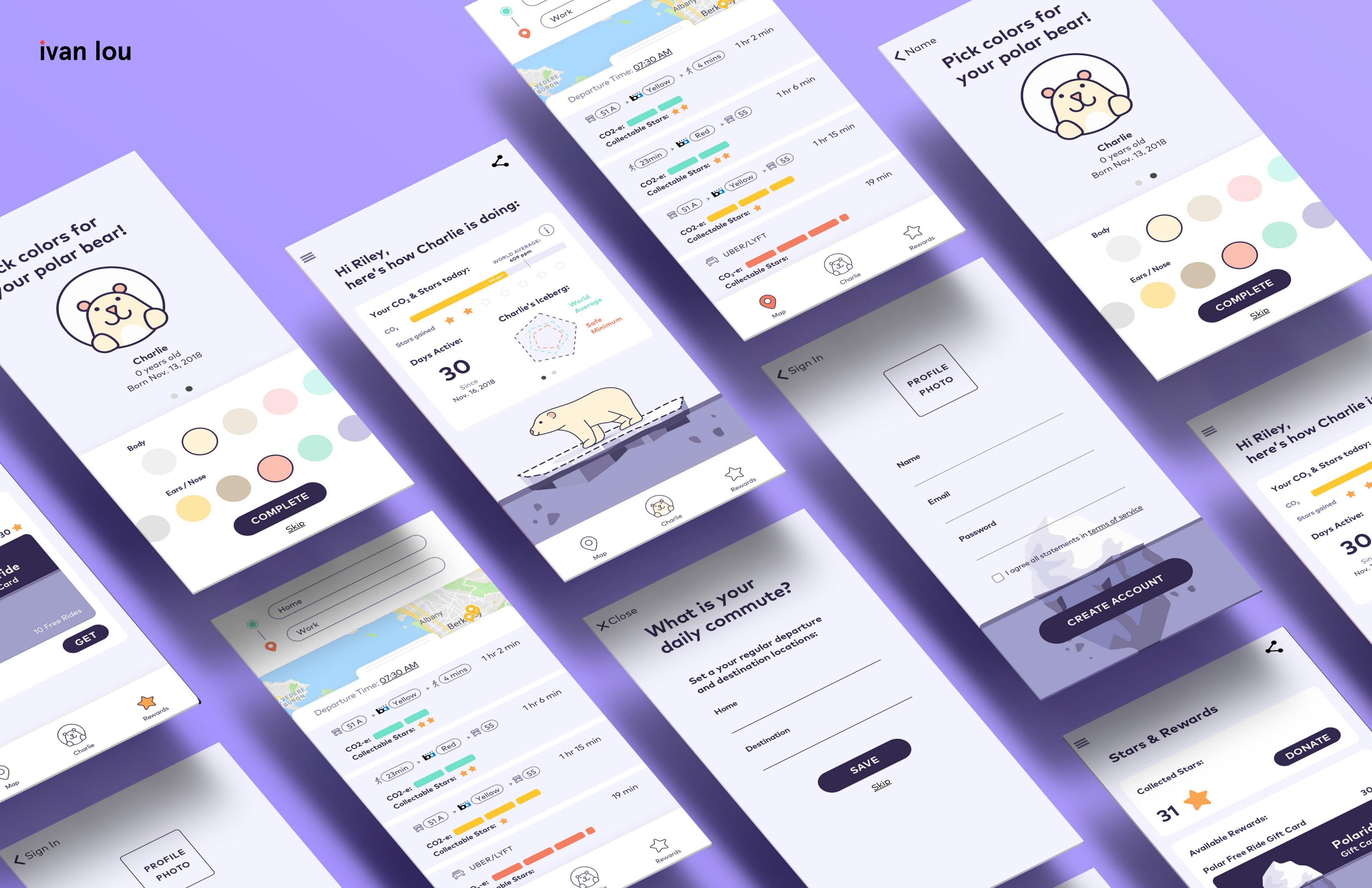
How might we encourage SF/Bay Area residents to factor in the environment and “clean energy” as a means to help inform of their choice of daily transportation?

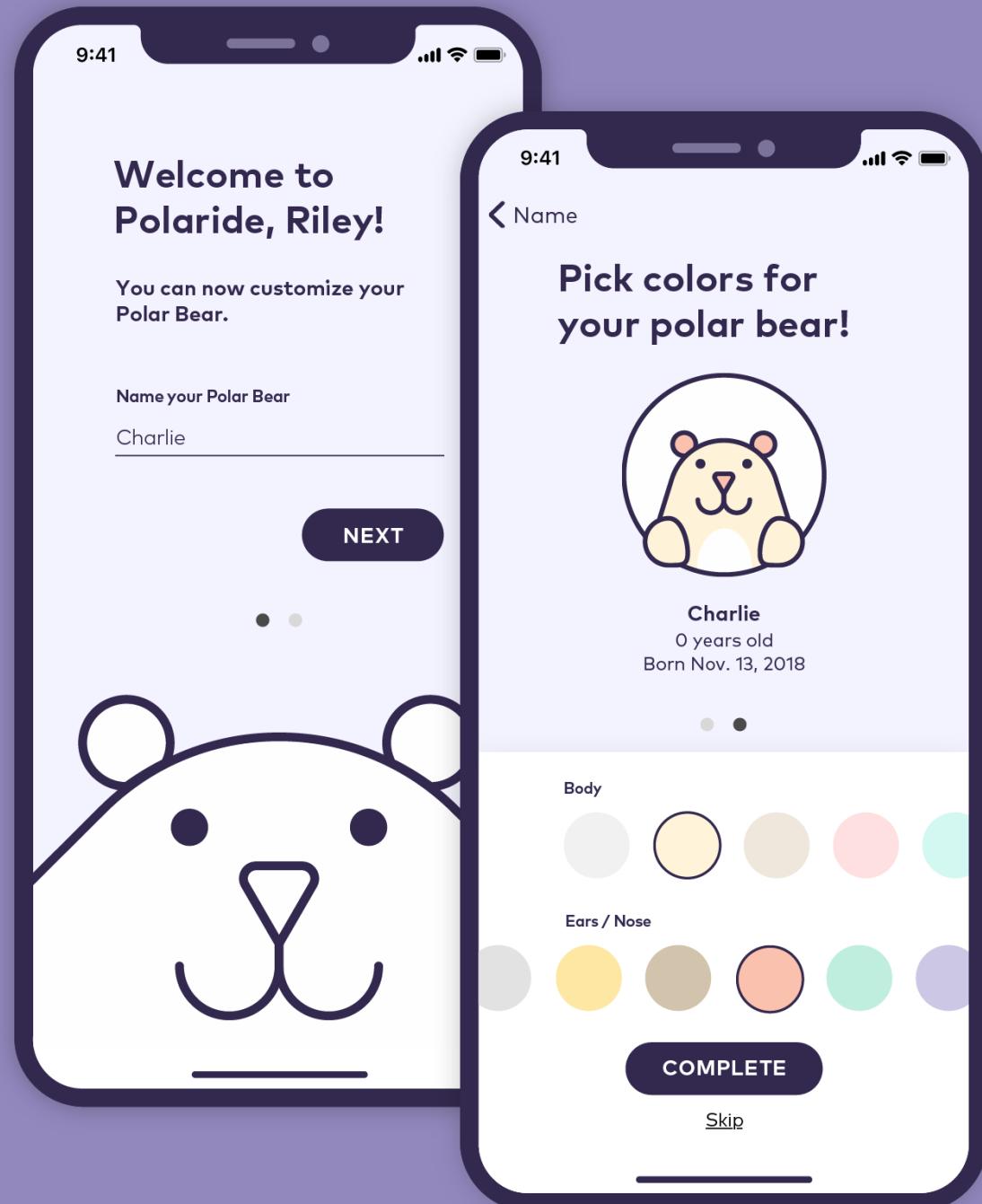


Polaride

Ride Smarter & Commute Cleaner

ivan lou

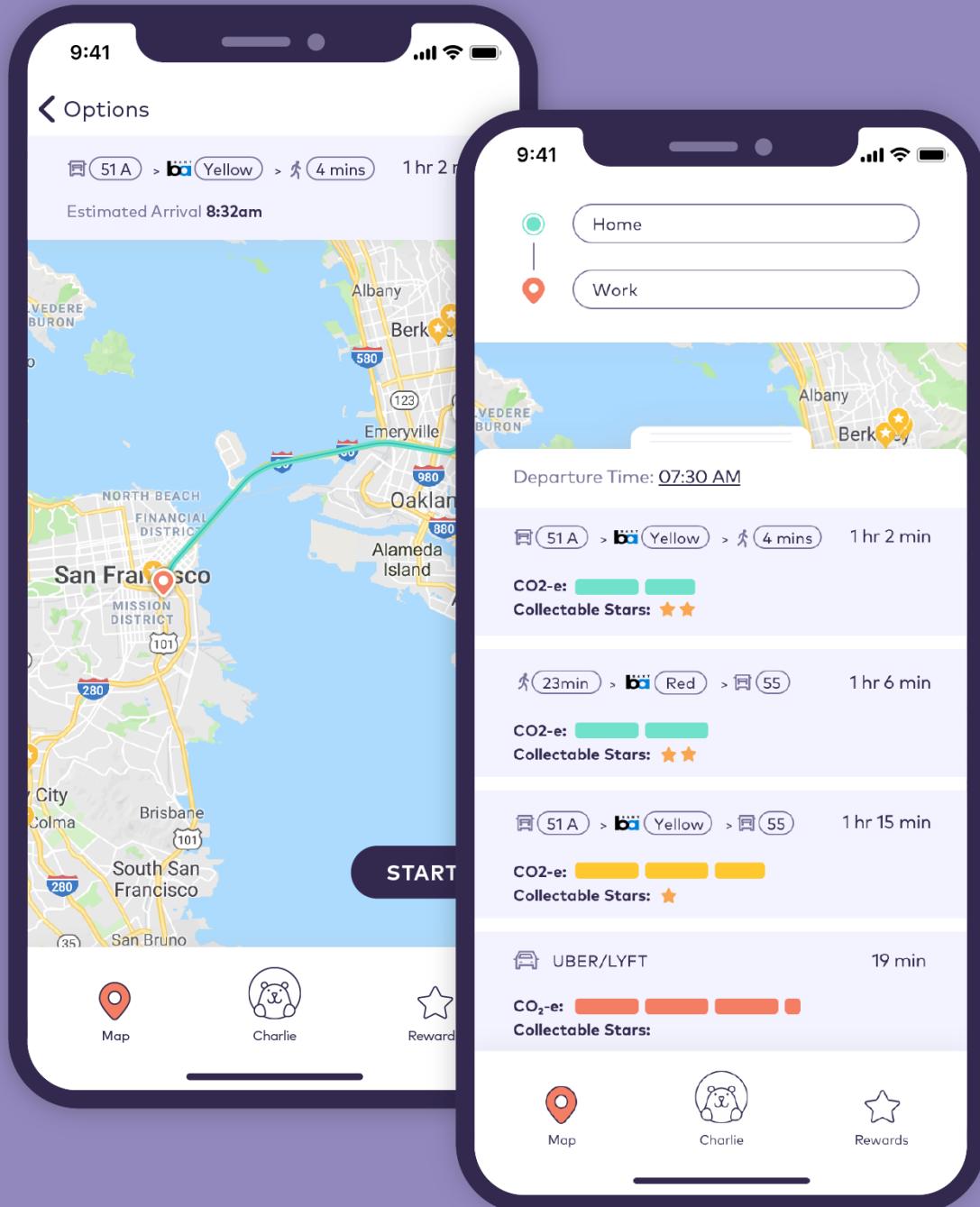




Component 1

Customize your polar bear.

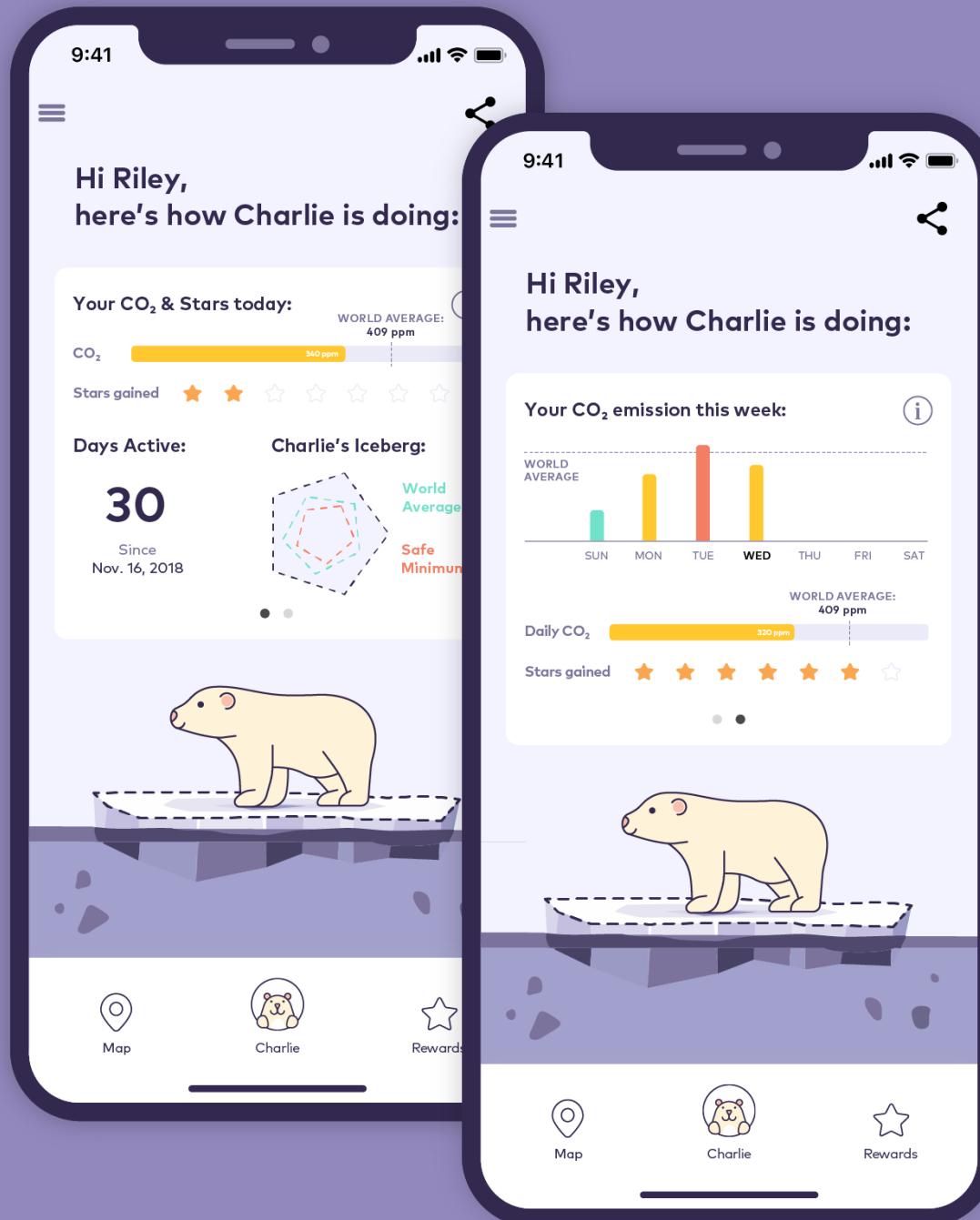
After signup, the user will be asked to customize their polar bear.



Component 2

Eco-friendly commute choices.

See the eco-friendly commute choices you have, and choose your commute based on its predicted CO2 emission and get star rewards.

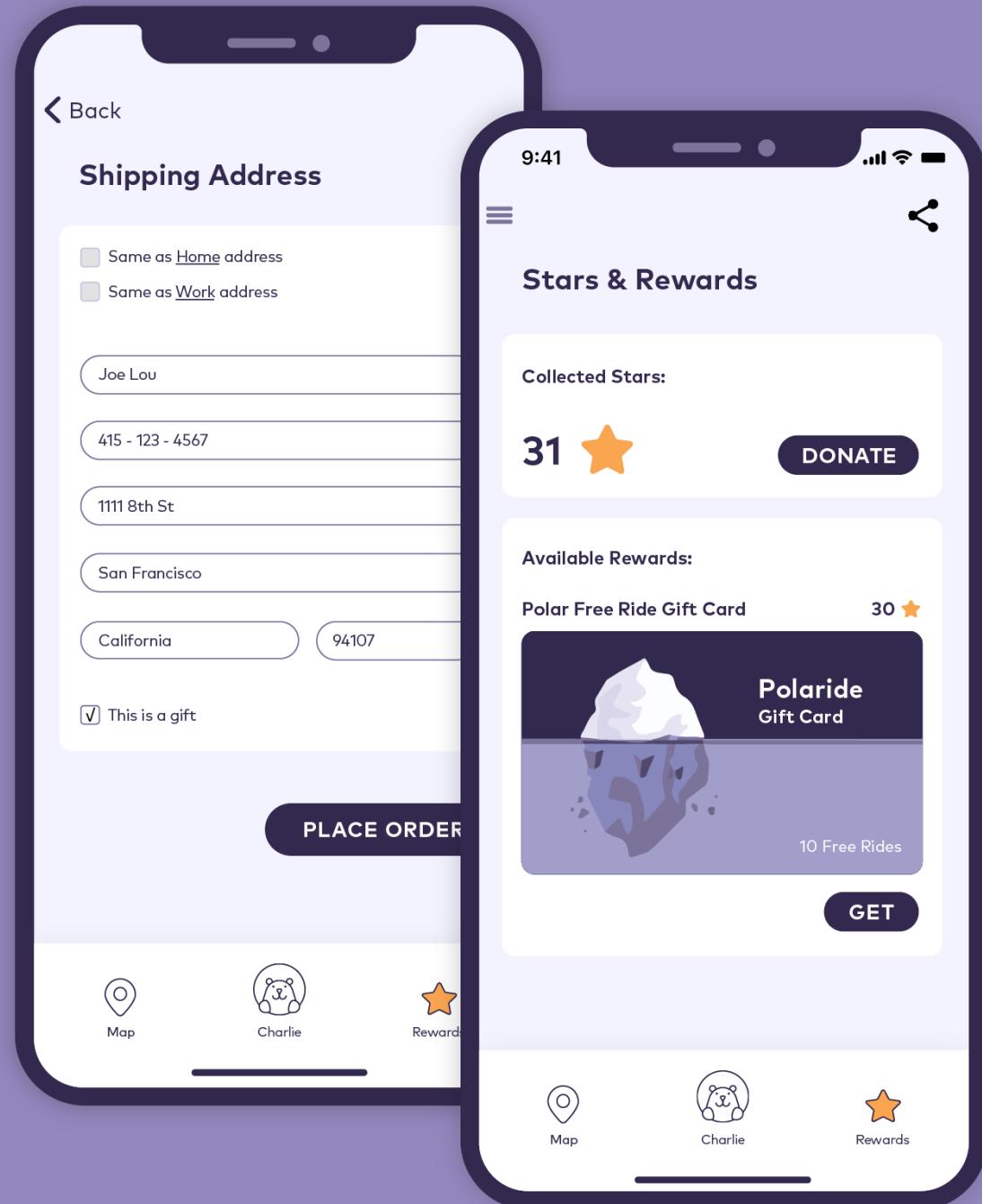


Component 3

Track your CO₂ emission.

Polaride uses PPM as our primary unit for tracking your CO₂ emission!

The users will be able to see whether or not they have managed a decent PPM by looking at the polar bear's iceberg, and the visual data the profile shows.



Component 4

Donate & use your rewards.

The users can collect rewards by choosing eco-friendly commute routes! Once they have collected enough reward points, they can donate, gift or use the points.

VigLink Rebranding

Brand Identity | 2018 | Internship

Brand reinvention: Publisher revenue delivered



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

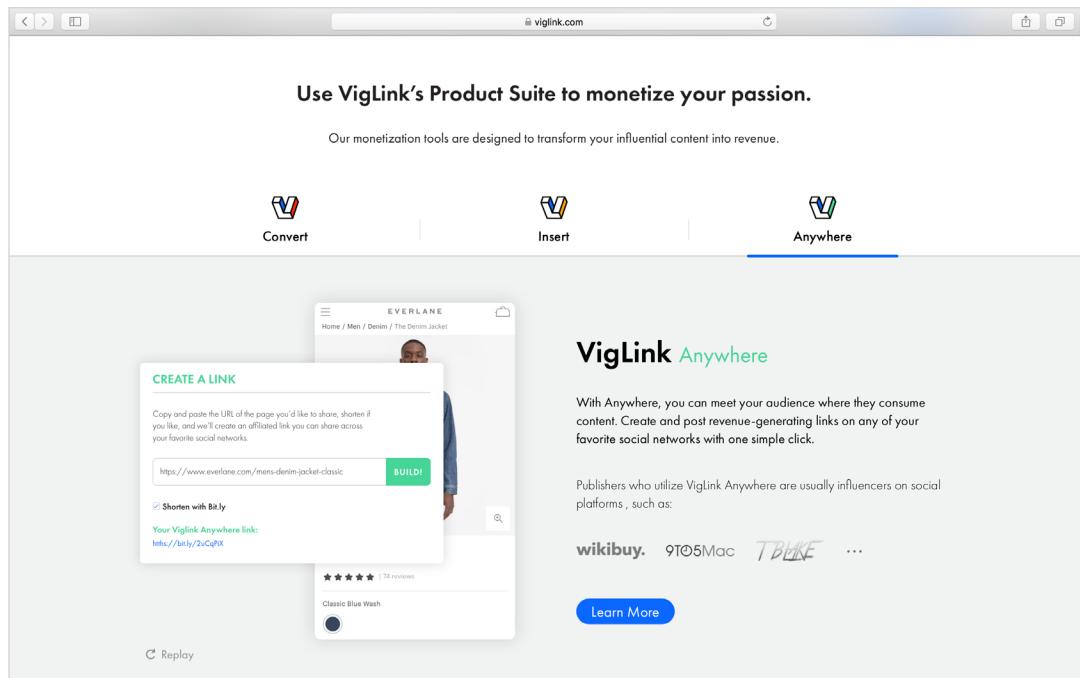
CMYK
C 58 / M 90 / Y 0 / K 0

Product logos

- + Logos
- + Logos on website

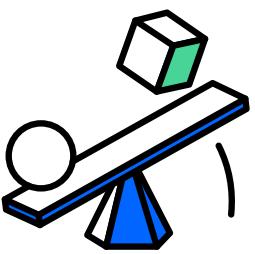


Each icon represents a specific VigLink product. As users must be able to easily connect the icons to the main logo, the single difference is a slight color change in each.



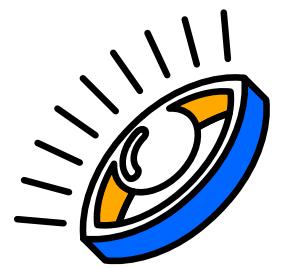
This is how the logos are used on the website.

1/Leverage

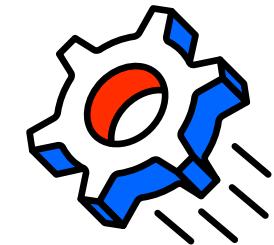
Icons

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

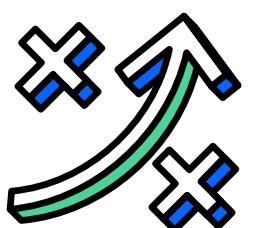
2/Insight



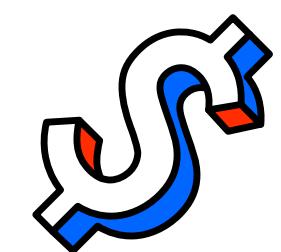
3/Automation



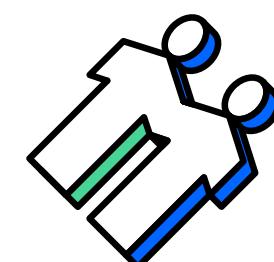
4/Plan for Your Future



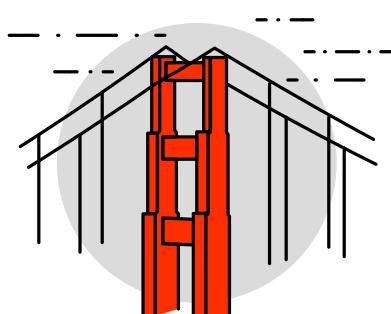
5/Save on Your Commute



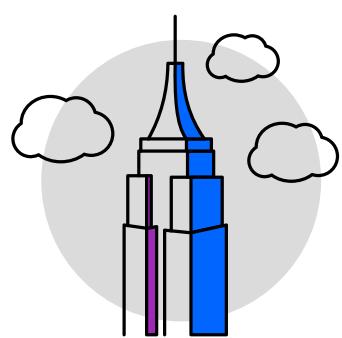
6/ Your Friends Are Welcome



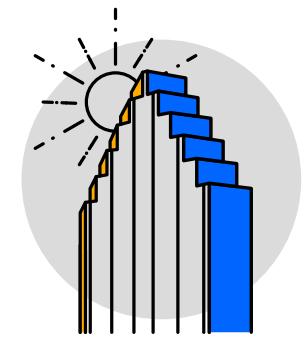
7/San Francisco



8/New York

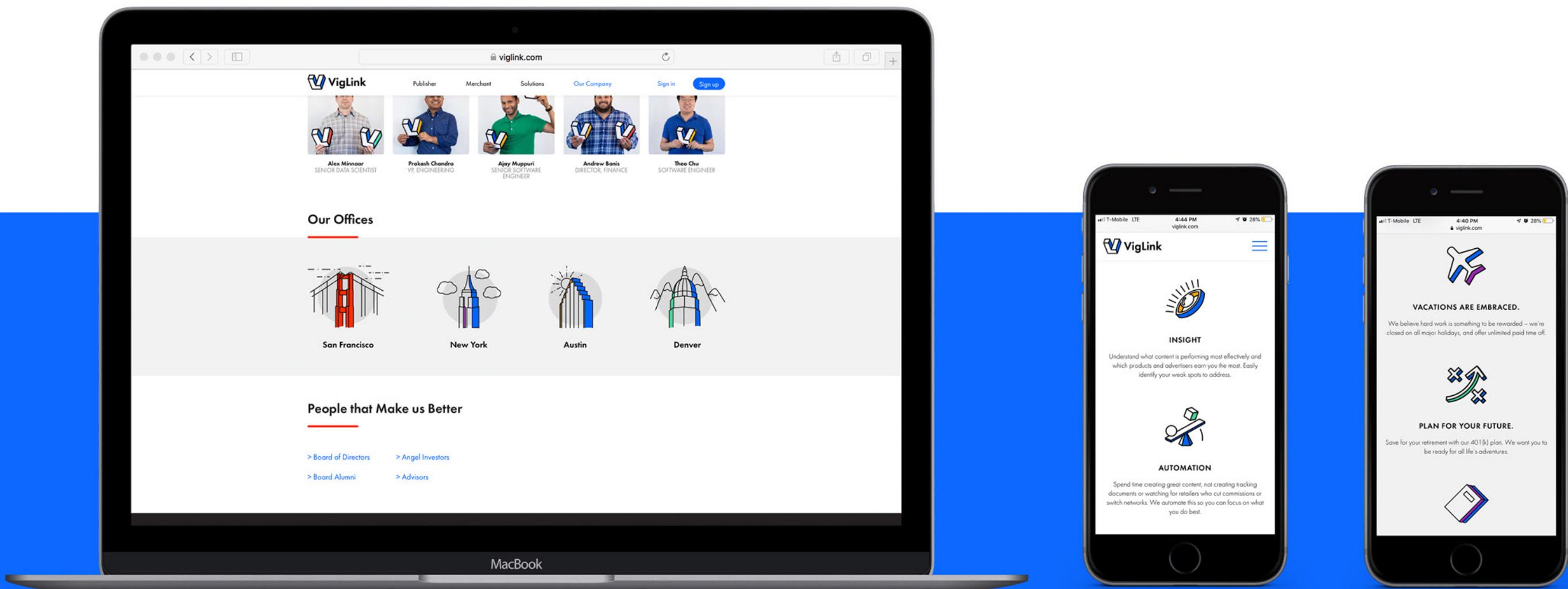


9/Austin



Icons in use

VigLink Website: Homepage, Careers, Our Company



Photography

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





Employees Photoshoot



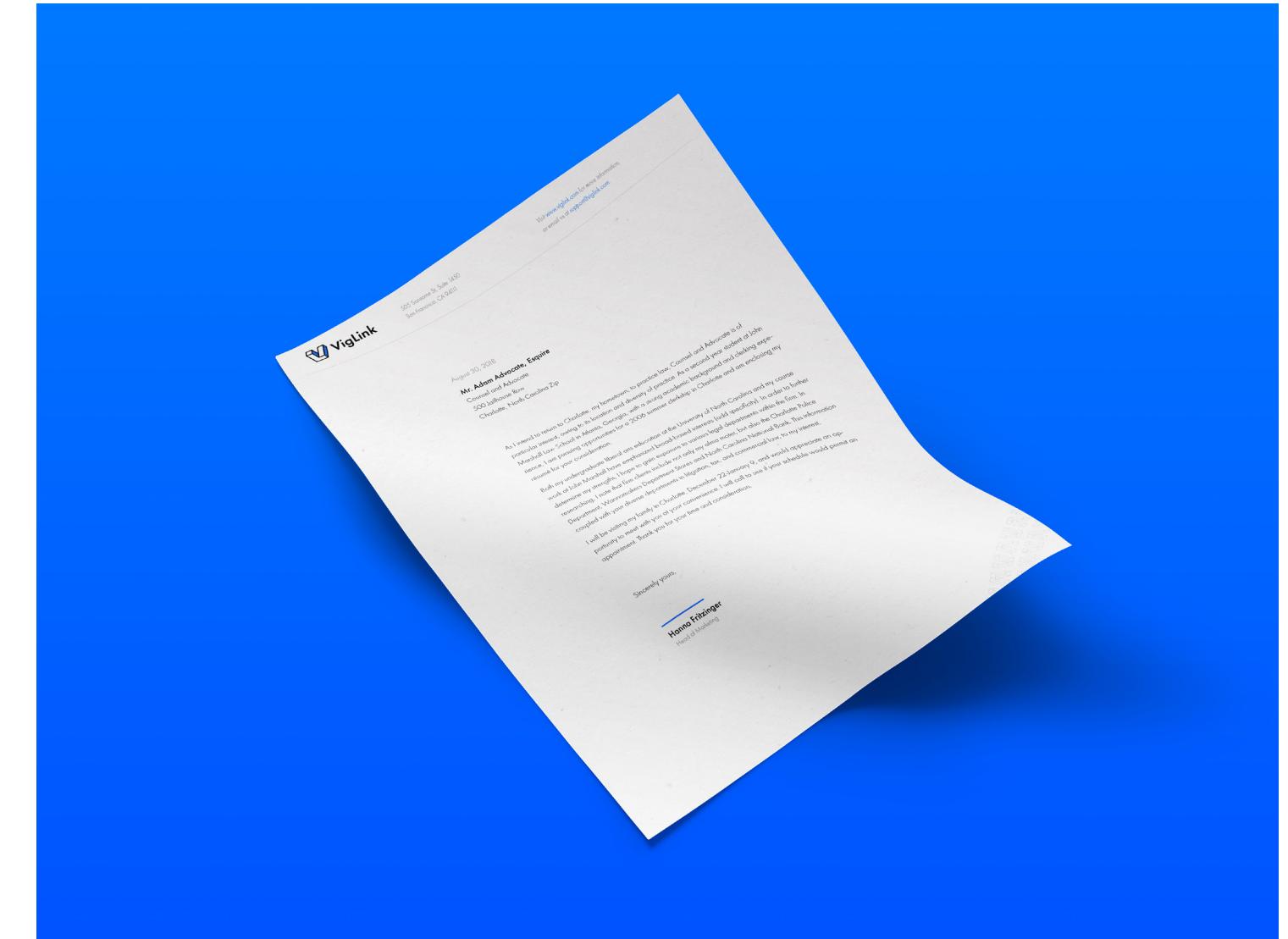
Business Card

Specification: 2 × 3.5 in



Letterhead

Specification: US Letter



Website

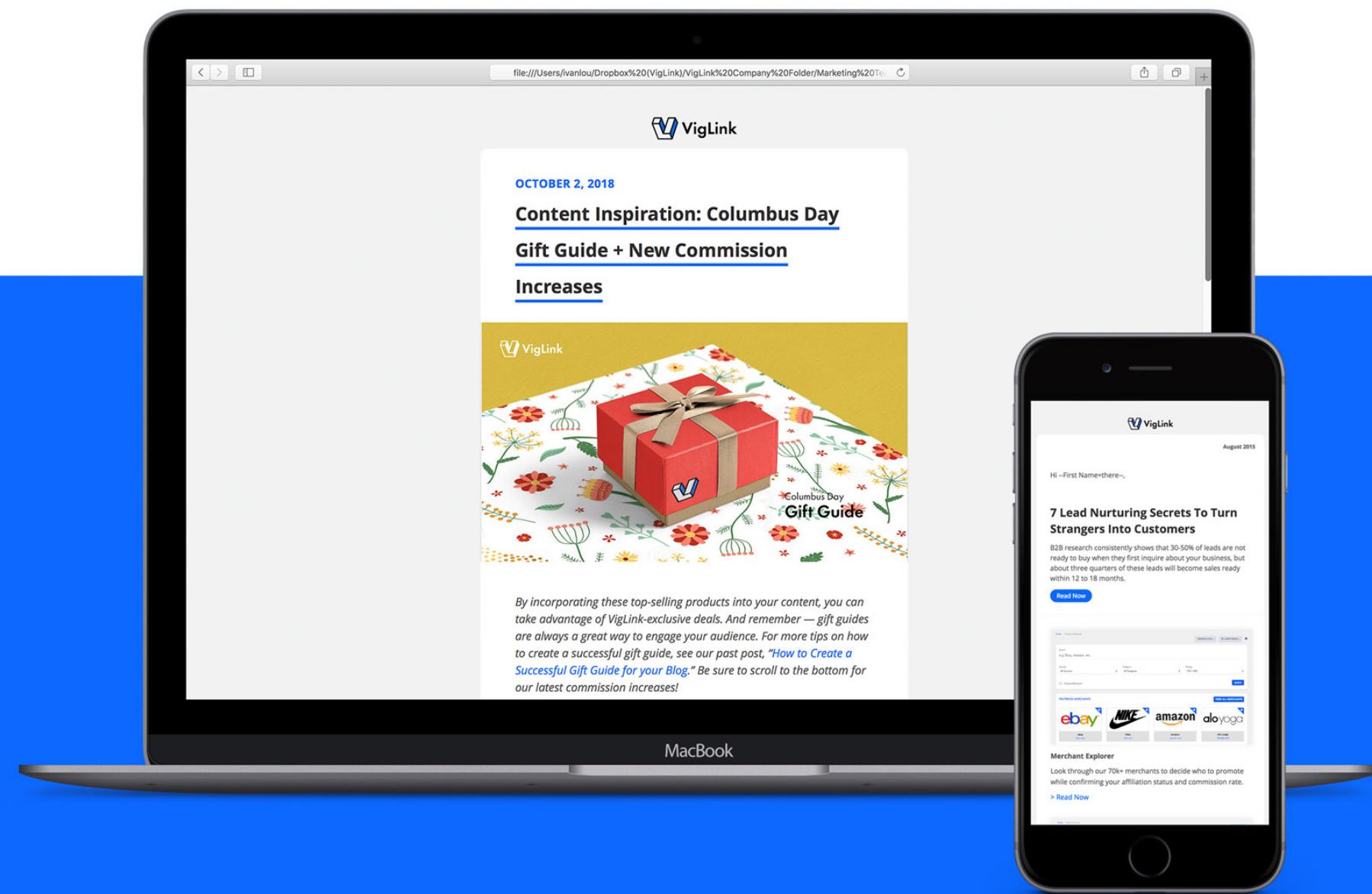
VigLink Rebranding

Website

The VigLink website has undergone a rebranding process, featuring a new logo and design. The homepage highlights the company's mission to make the web better by connecting consumers and brands through content-driven commerce. Key statistics like 2M+ publishers, 4 offices, and 70K+ merchants are displayed. A section on building influence features a quote from the company's CEO. The publisher landing page emphasizes revenue delivery and features a call-to-action for sign-up. The blog post "Weekly Roundup of Our Best Promotions – 10/8" shows a vibrant image of a boat on water. The merchant landing page displays a smartphone screen showing a shopping interface.

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 - Share This Page

- Header:** VigLink Anywhere
- Section:** SHARE THIS PAGE
- Current Campaign:** Blog (with a search icon)
- Share Link Section:** Share This Link to Earn, <http://bit.ly/2N7HwKX>
- Buttons:** Copy to Clipboard | Lengthen
- Social Buttons:** TWEET LINK | SHARE LINK

Right Screenshot: VigLink Insert

- Section:** VigLink Insert
- Options:**
 - Block this Insert phrase
 - Block inserted merchant dest
 - Block Insert on this page
- Buttons:** Submit (with a hand cursor icon pointing to it)

Bottom Right Screenshot: VigLink Insert

- Section:** VigLink Insert
- Options:**
 - Block this Insert phrase
 - Block inserted merchant dest
 - Block Insert on this page
- Buttons:** Submit (with a hand cursor icon pointing to it)

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 and back cover are made of colored canvas.

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

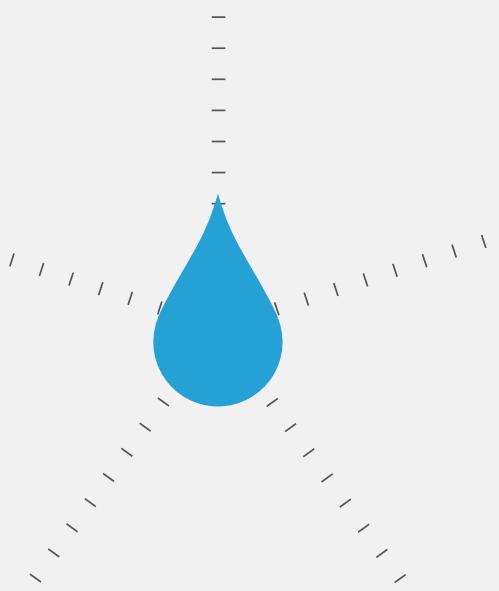
Water in this exhibition is gathered from following locations:



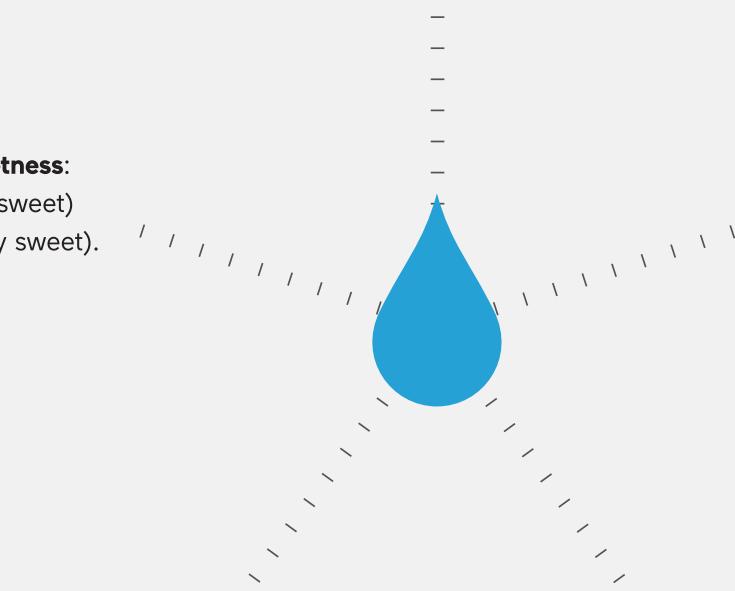
Taste Reference

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

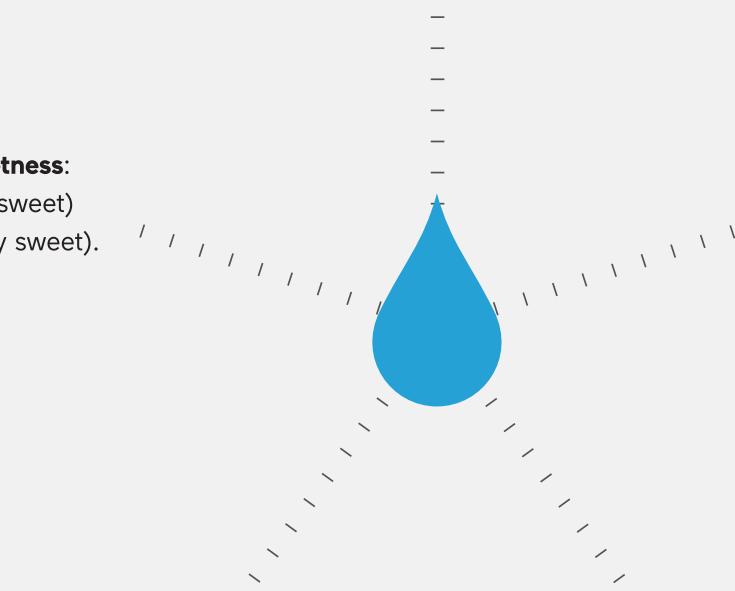
The scale of **rejuvenation**:
salted water (not rejuvenating)
to **watermelon** (very rejuvenating).



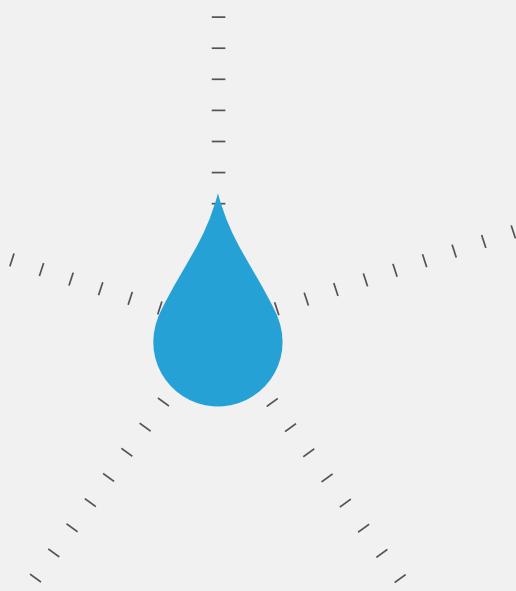
The scale of **sweetness**:
bitter gourd (not sweet)
to **cucumber** (very sweet).



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



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



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



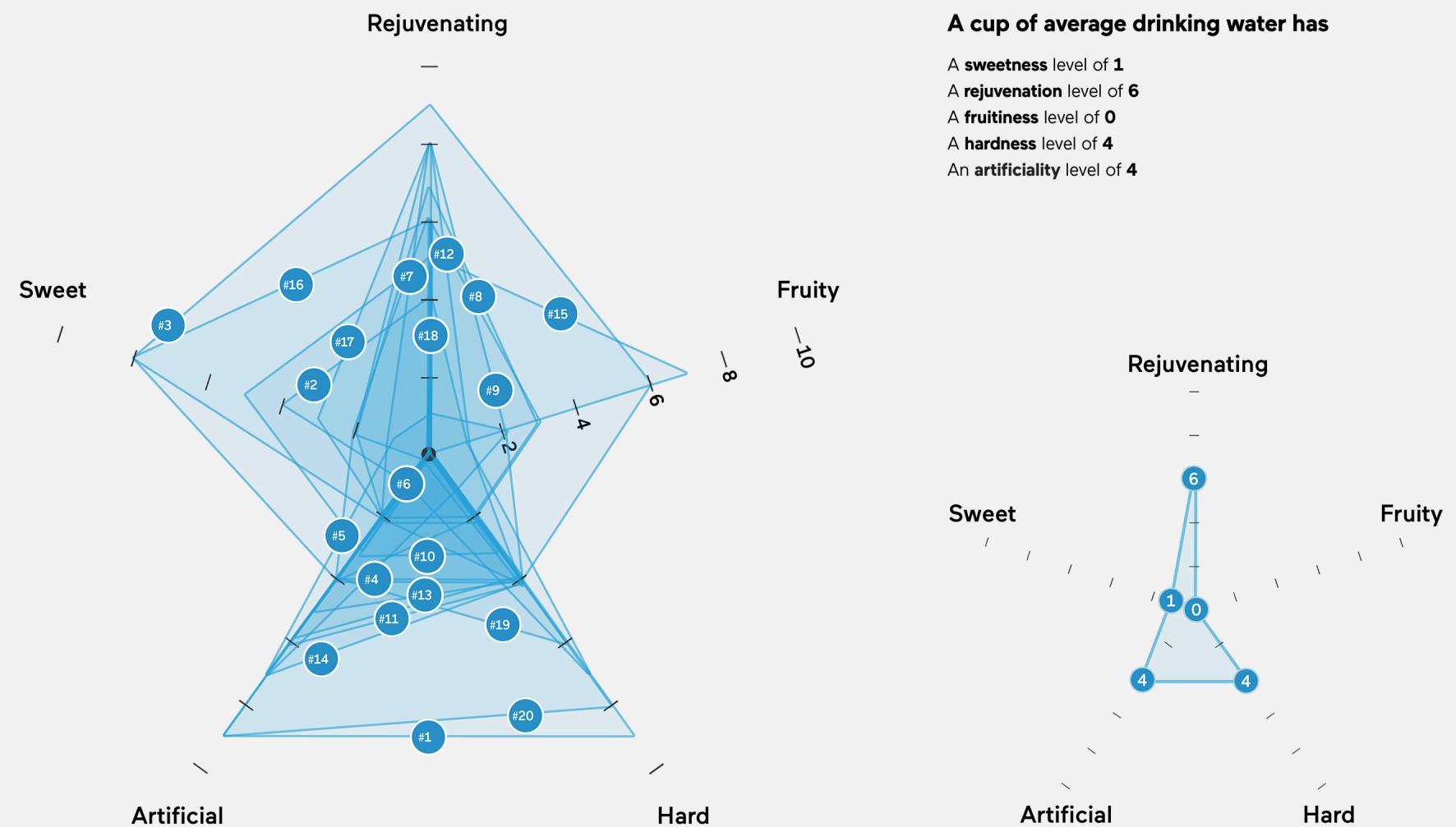
Chart

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



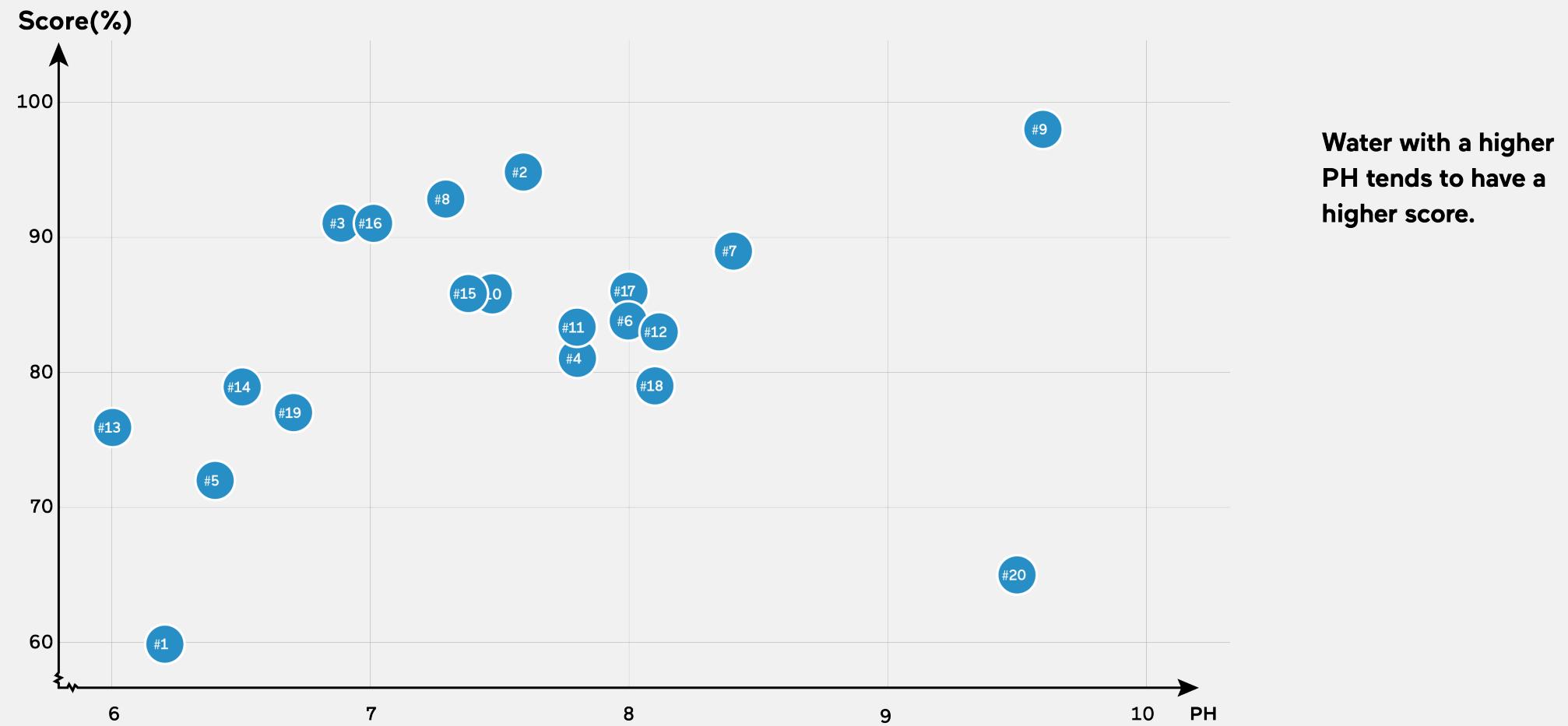
Average Drinking Water

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



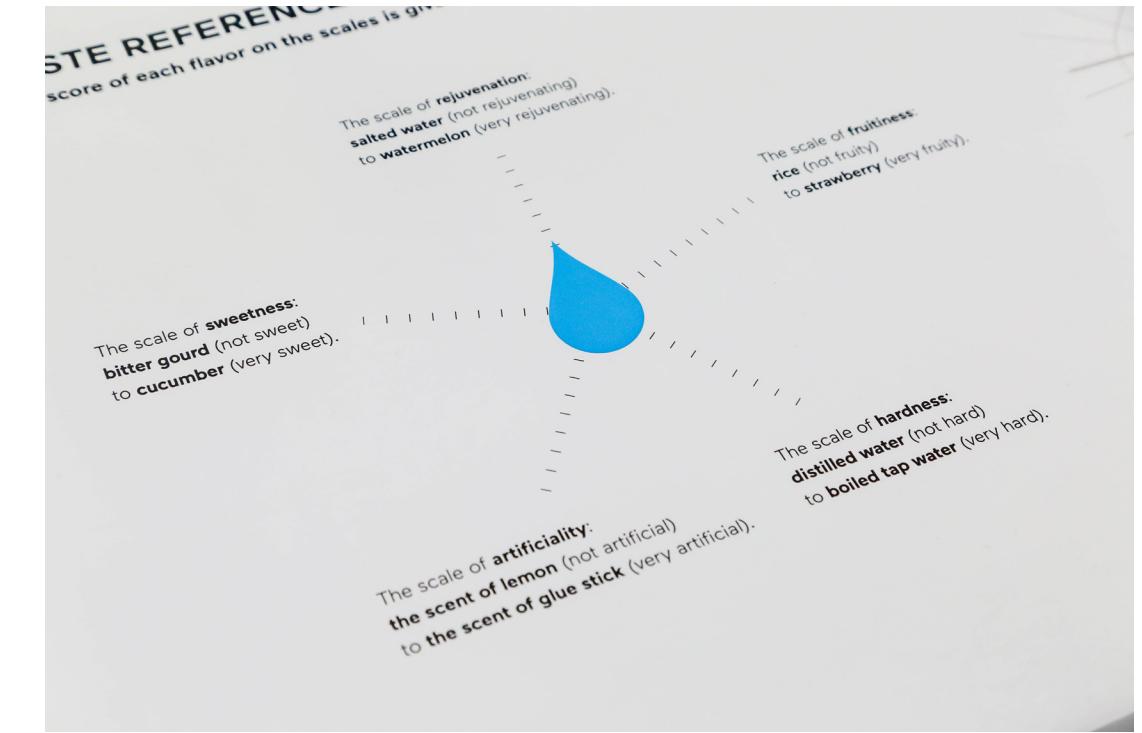
PH & Taste

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.



Amber Cafe

Exhibition | 2017 | College Project

Nature, Preserved



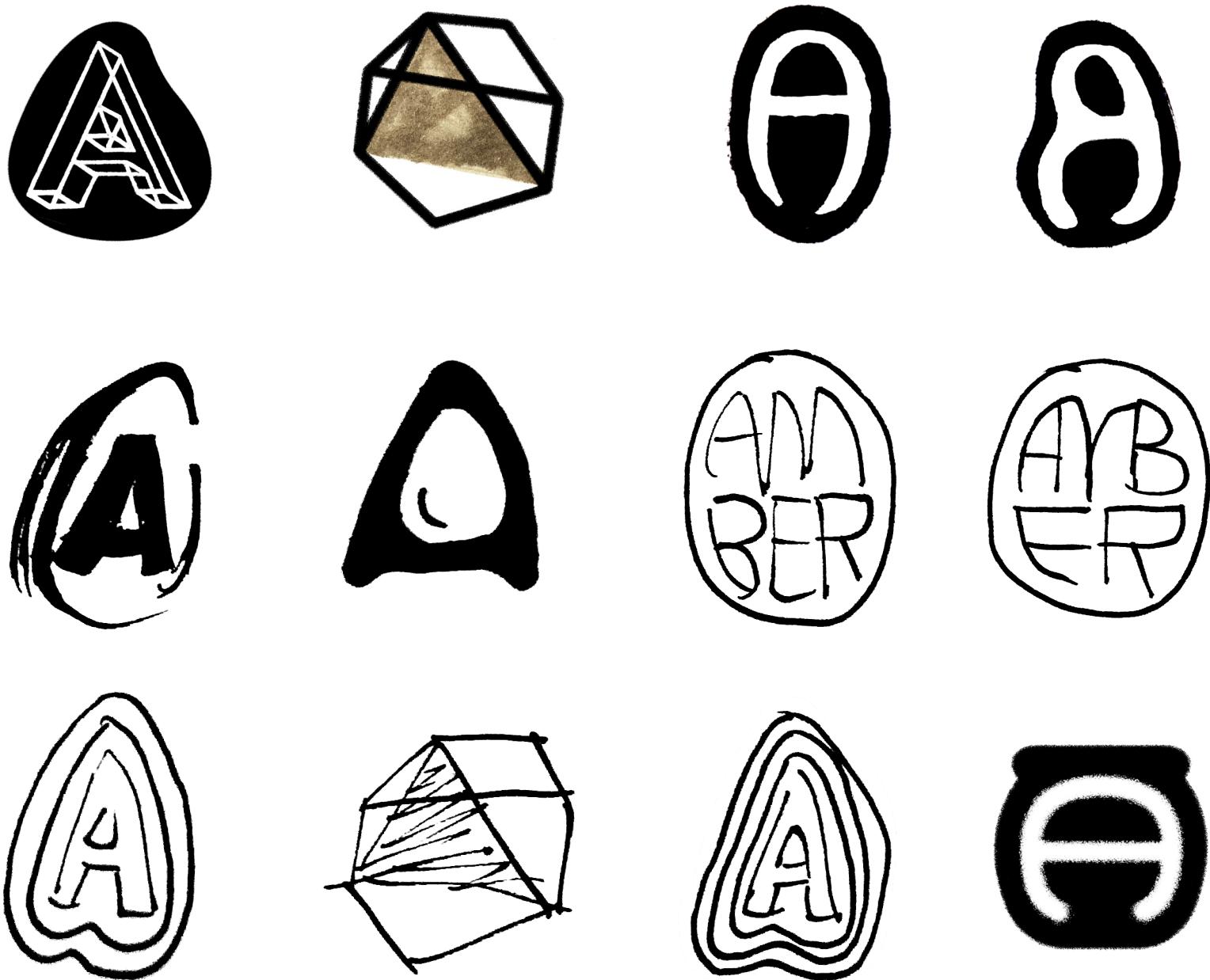
Amber Cafe:
Nature, Preserved

Amber Cafe is a restaurant that serves traditionally preserved food without any use of artificial additives, which protects the environment. Traditionally preserved food is also good for human body and it reduces food waste.



The Logo

Around the idea of preservation and amber, I did some initial sketches. Some of them focuses more on amber itself and some of them are more about preservation.



The Type

For the primary type of the logo, I was mainly looking for typefaces that are not digitized. Because the food served in the restaurant are preserved, I also want the type to have the same kind of quality.

This are some type variations I made with the type specimens I scanned from books.

amber cafe

amber cafe

AMBER CAFE

AMBER CAFE

A B C D E F G
H I J K L M N O P
Q R S T U V W
X Y Z &

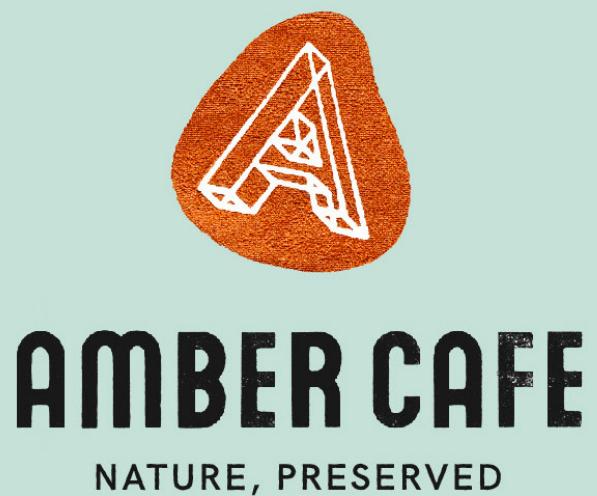


A B C D E F G H I J K L M N O P Q R S T U V W X
a b c d e f g h i j k l m n o p q r s t u v w x 1 2 3 4 5 6 7 8 9 0



The Final Logo

Amber, a kind of hard translucent fossilized resin that a lot of times contains insects, is a metaphor of preservation.



Logo Type: Type Specimen Hungary, c. 1930

Final Type

A B C D E F G
H I J K Ł M
N O P R S T
U · W · Y · Z

AMBER
CAFE

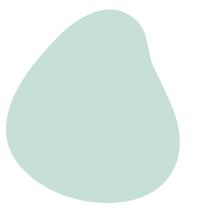
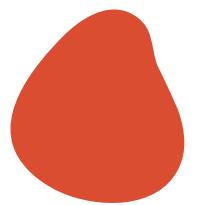
Typeface: HK Grotesk

Light

AaBbCc 123

Regular

AaBbCc 123

Bold**AaBbCc 123***Light Italic**AaBbCc 123**Italic**AaBbCc 123****Bold Oblique******AaBbCc 123*****Secondary Colors**PANTONE
7597CRGB
R 216 / G 70 / B 41CMYK
C 12 / M 88 / Y 100 / K 0PANTONE
566CRGB
R 201 / G 229 / B 220CMYK
C 20 / M 1 / Y 14 / K 0PANTONE
Black 2 CRGB
R 51 / G 47 / B 33CMYK
C 39 / M 43 / Y 80 / K 91

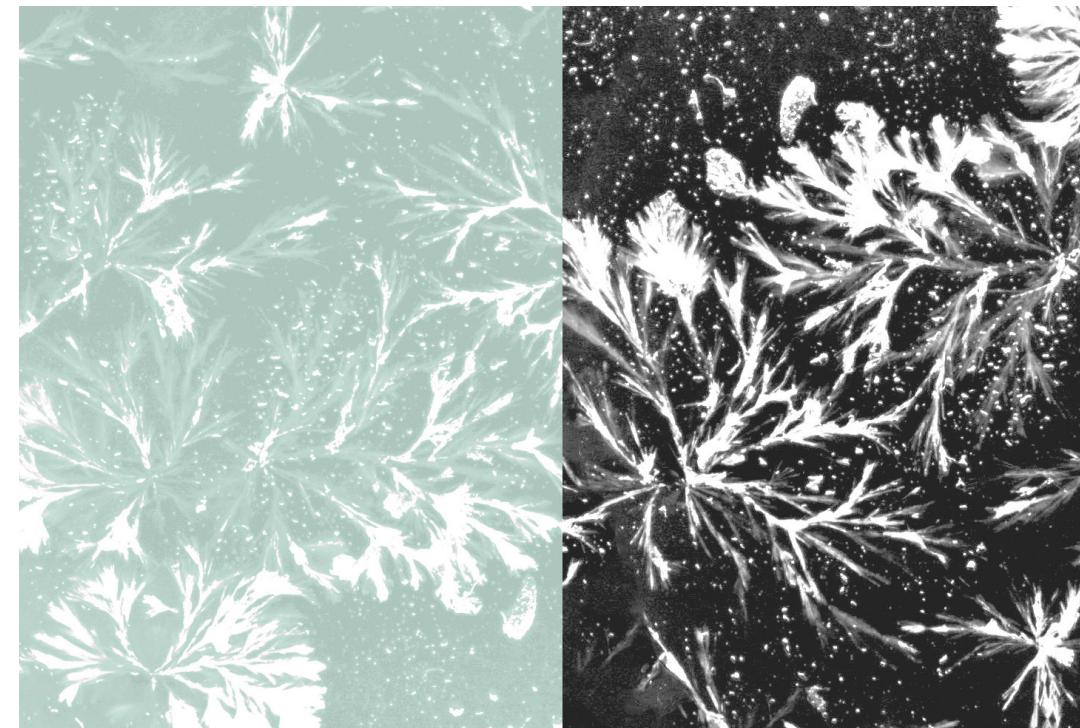
Interior

+ Scan

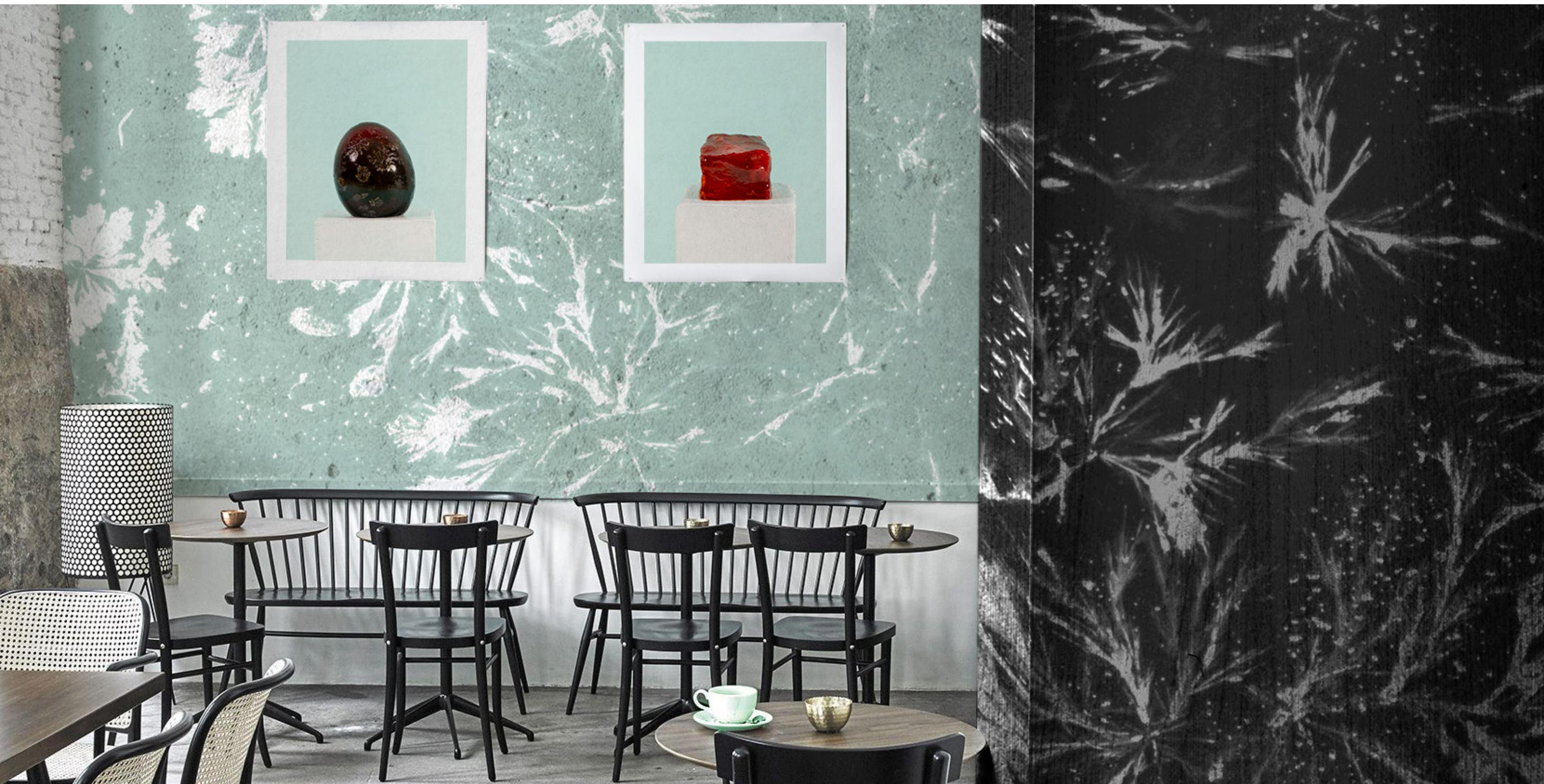
+ Pattern



The original scan of the century egg.



The pattern on the preserved egg is used in the interior design to create a cohesive environment according to the food served in the restaurant.



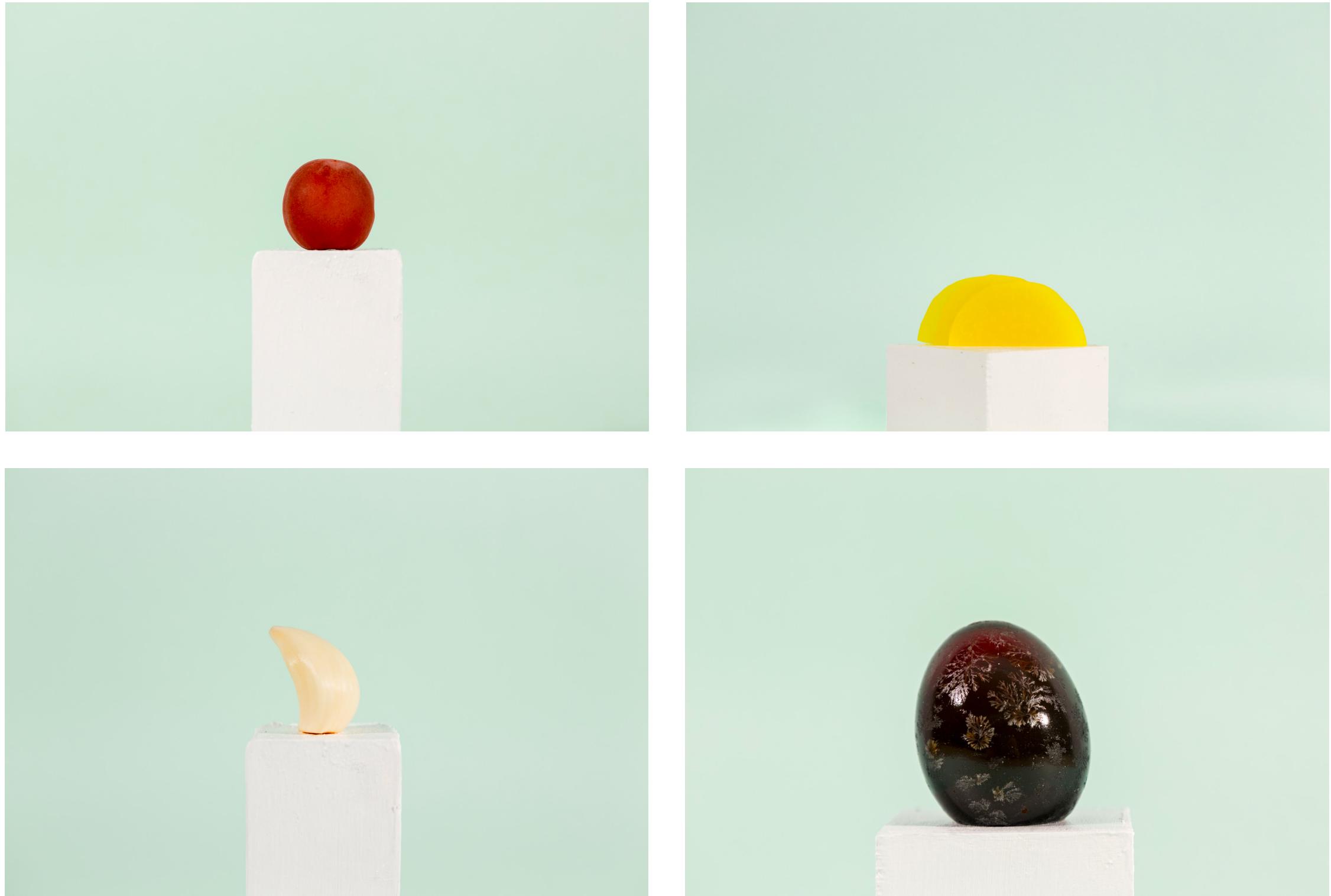
Photography

Photography is also incorporated into the identity system.



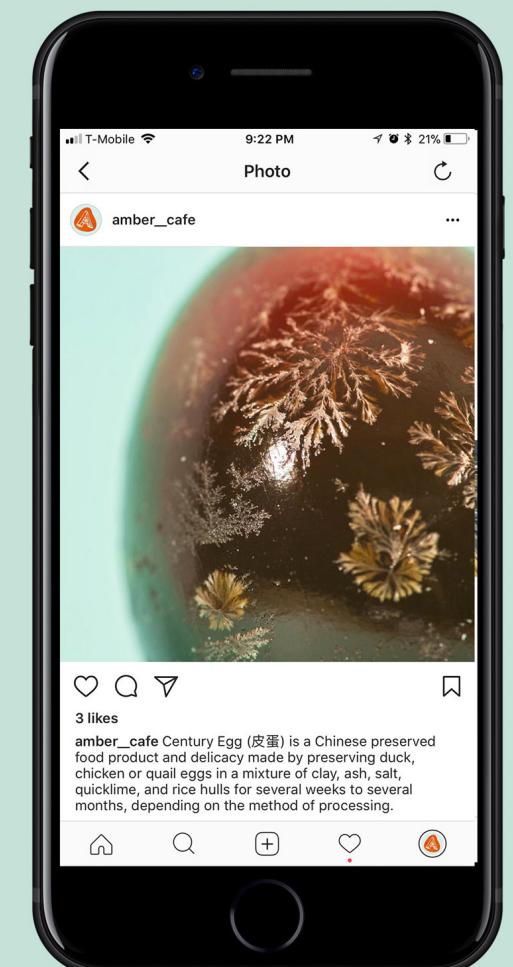
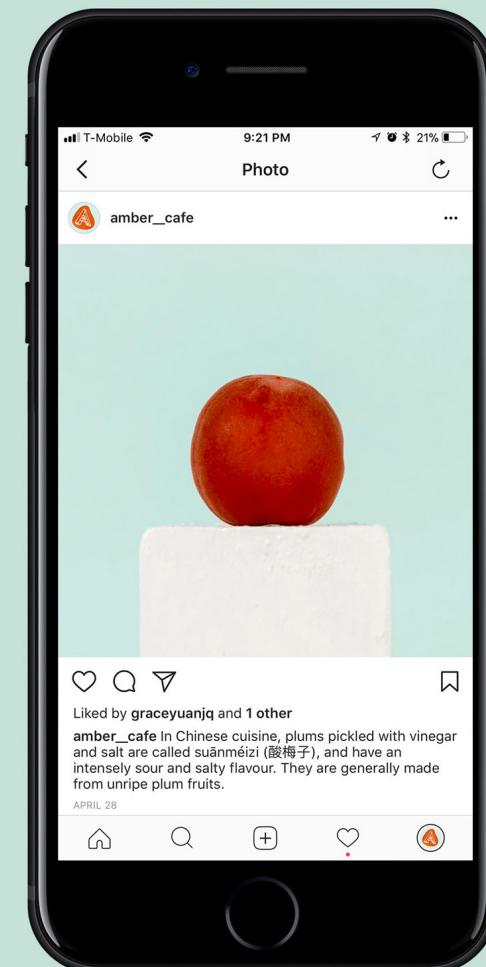
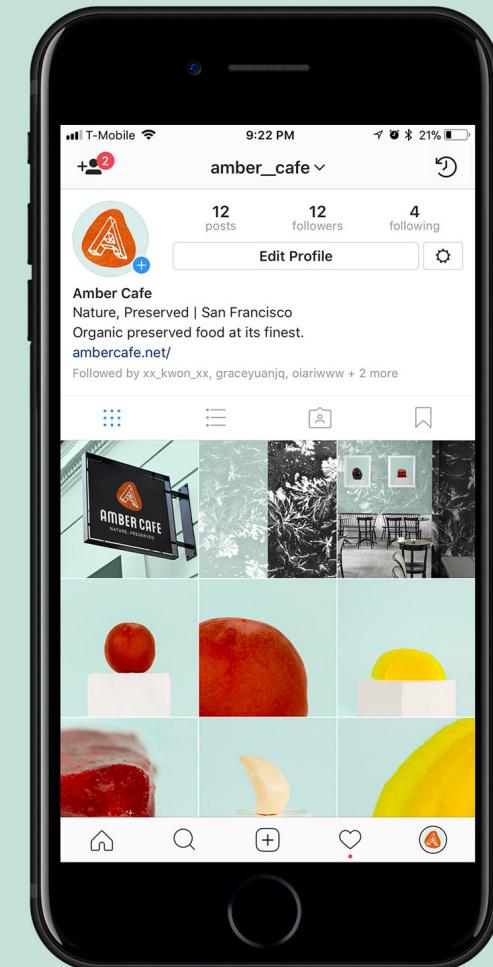
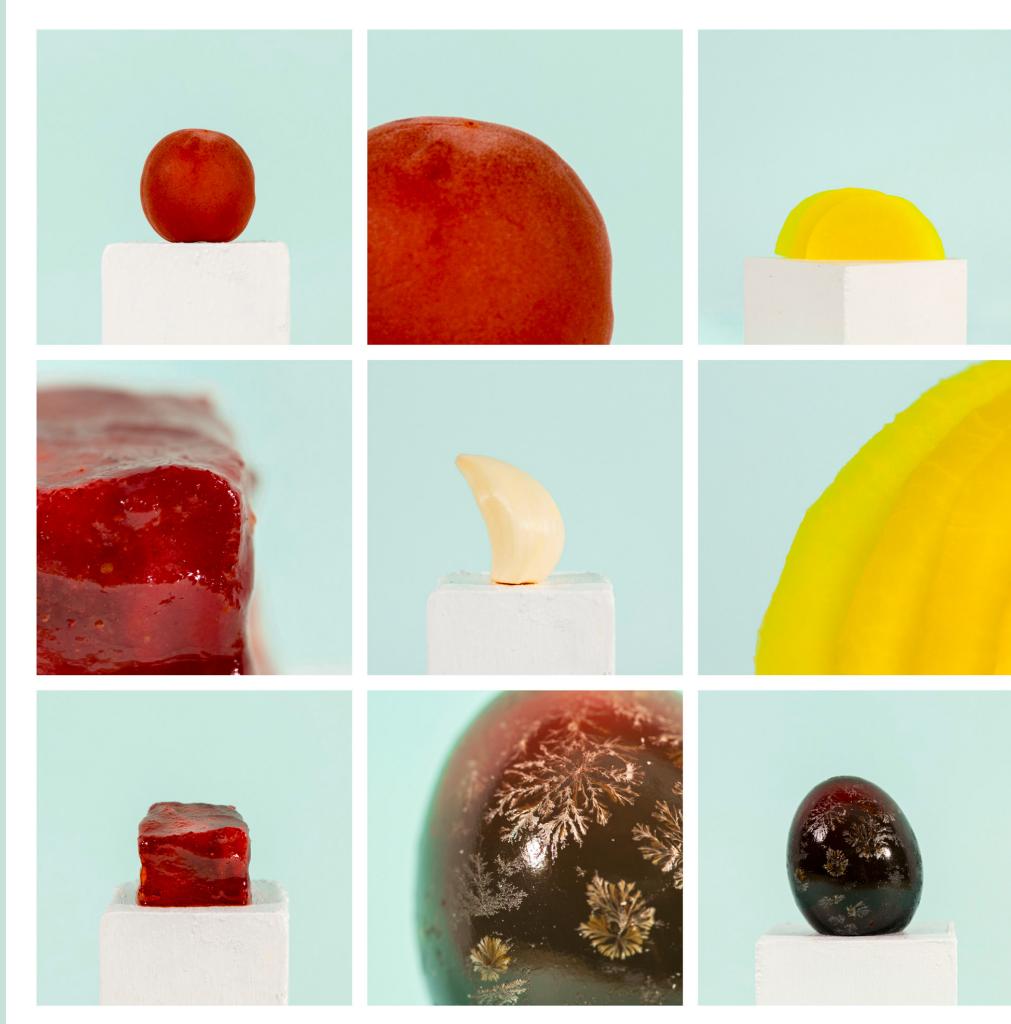
Photography

Preserved food is treated as museum objects since they require considerable time to make, and many of them have interesting shapes and textures. The name of the restaurant, Amber Cafe, also communicate the idea of treasuring preserved food.



Marketing

Social media platforms such as Instagram:



Tableware

- + Screen printing
- + Making



I did screen printing for the production of the tablewares in the restaurant. The logo is in a metallic copper color. The plates are the same color as the primary color of the restaurant.



Because the restaurant serves preserved food from different cultures, I also include a fork, a spoon and a pair of chopsticks.

Place Setting

Specification: Plates*2, Bowl*1, Cup*1



Mug

Specification: Cup*1



Menu

As one of the most important service provided by the cafe, the food served in the restaurant are envisioned to be naturally preserved and multicultural. The metallic logo is also being used on the menu cover.





Packaging

The cafe also sells pre-made preserved food. These are some of the packagings.





Collaboration

For freelancing opportunities and future
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Portfolio

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