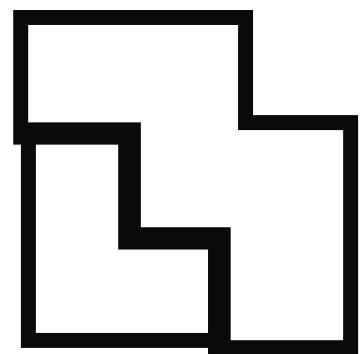


**MINGYANG LI**

**BRAND IDENTITY**



# WORD LIST

## Calm

A watched pot never boils.

emotional	confident.	genuine
positive	patient	ideal
curious	enthusiastic	helpful
outgoing	passionate	sport
easygoing	wise	trendy.
<del>calm</del>	intelligent	communicative
humorous	sensitive	smart.
unassertive	squeamish	<u>thoughtful</u>
punctual	clean	<del>deliberate</del>
honest	neat	frank.
friendly	<u>optimistic</u>	brave
<del>minimalism</del>	cheerful	serious.
<u>simple</u>	polite	earnest.
succinct.	courteous.	sincere.

## Minimalism

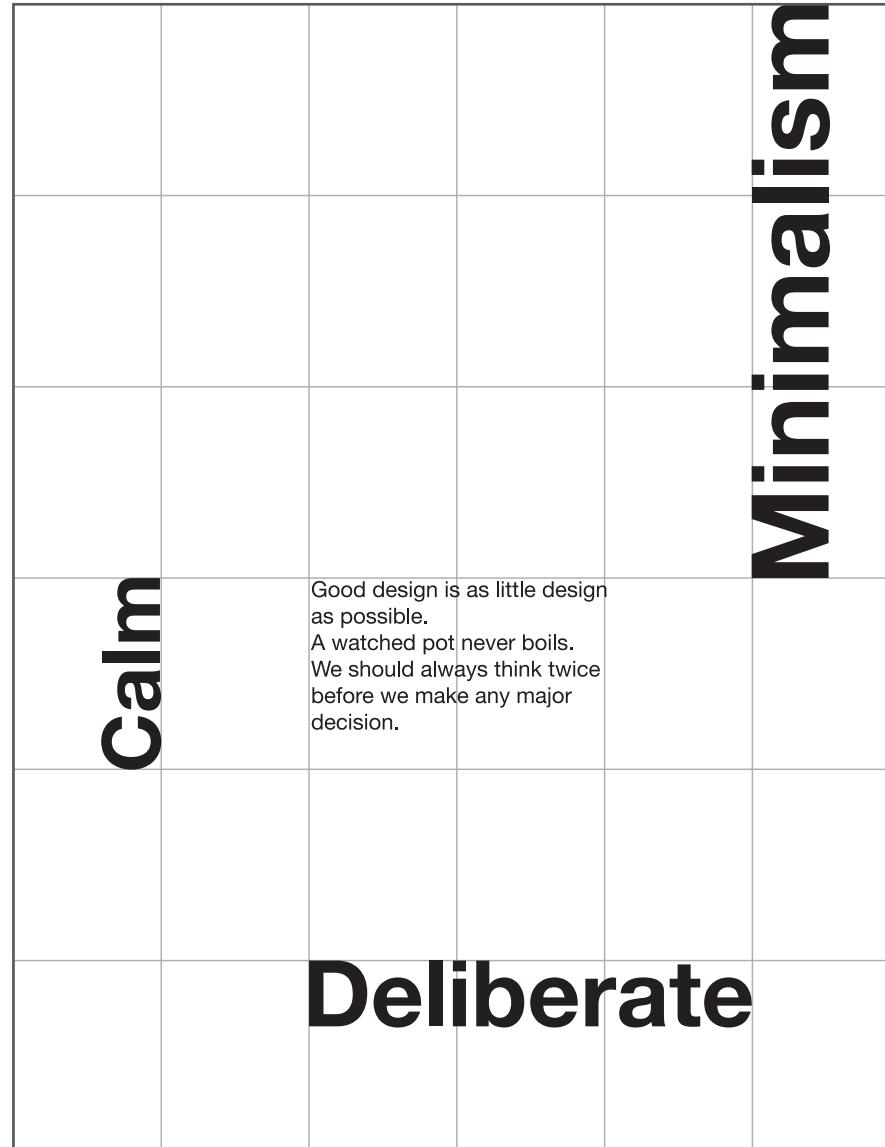
Good design is as little design as possible.

## Deliberate

We should always think twice before we make any major decision.

<del>calm</del>	intelligent	communicative
humorous	sensitive	smart.
unassertive	squeamish	<u>thoughtful</u>
punctual	clean	<del>deliberate</del>
honest	neat	frank.
friendly	<u>optimistic</u>	brave
<del>minimalism</del>	cheerful	serious.
<u>simple</u>	polite	earnest.
succinct.	courteous.	sincere.

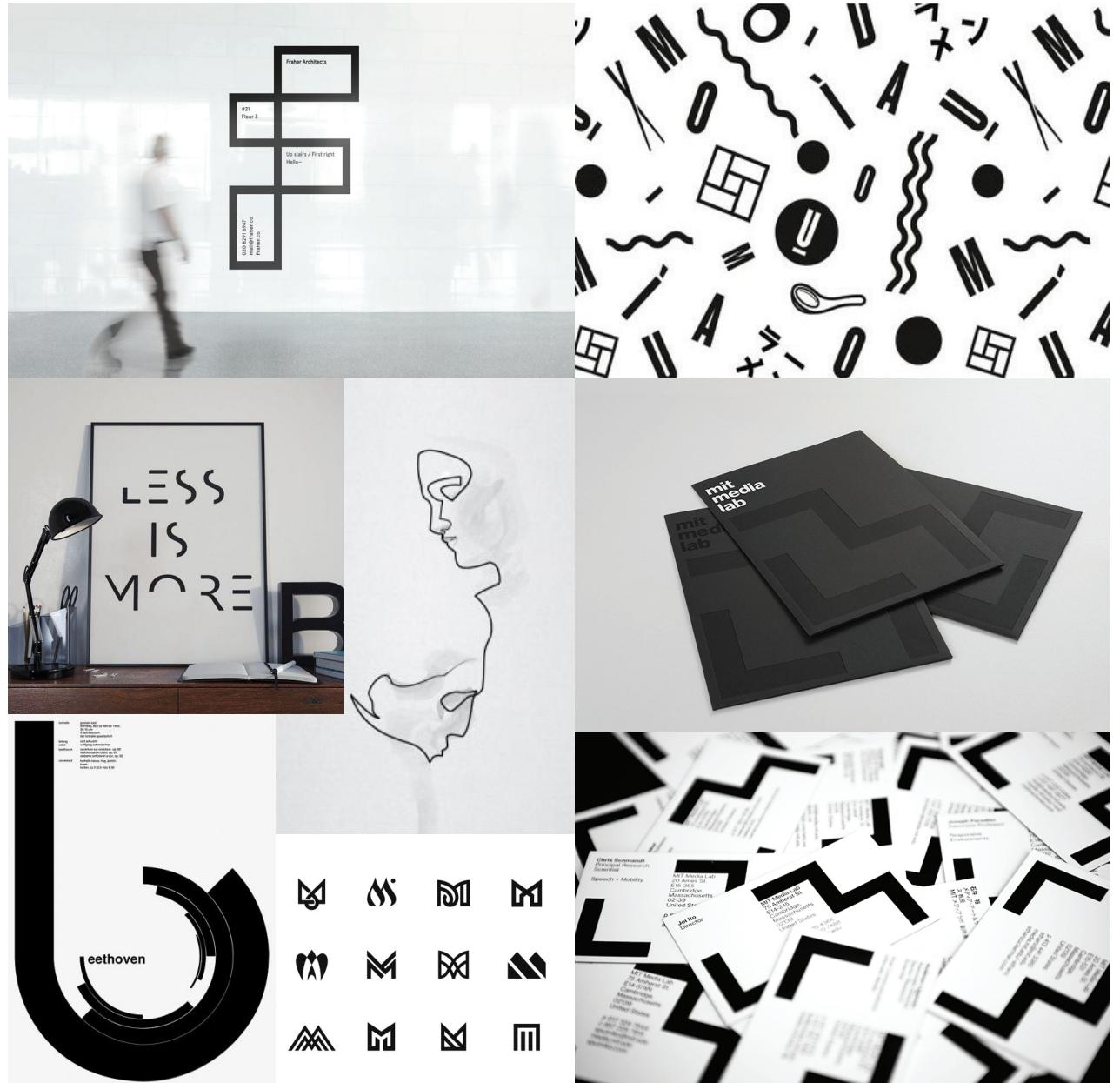
## POSTER



# MOODBOARD



# STYLEBOARD



## BRAND MANTRA

“My favorite design style is to get rid of the littery decoration and leave the most essential things. I always try to capture the key points and magnifies them.”

## COLOR PALETTE



**BLACK**  
#000000  
C0 M0 Y0 K100  
R0 G0 B0

**DARK GREY**  
#58595B  
C0 M0 Y0 K80  
R88 G89 B91

**GREY**  
#808285  
C0 M0 Y0 K60  
R128 G130 B133

**LIGHT GREY**  
#BCBEC0  
C0 M0 Y0 K30  
R188 G190 B192

**WHITE**  
#FFFFFF  
C0 M0 Y0 K0  
R255 G255 B255

# TYPOGRAPHY



Montserrat

Light      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

**Bold**     ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()



Muli

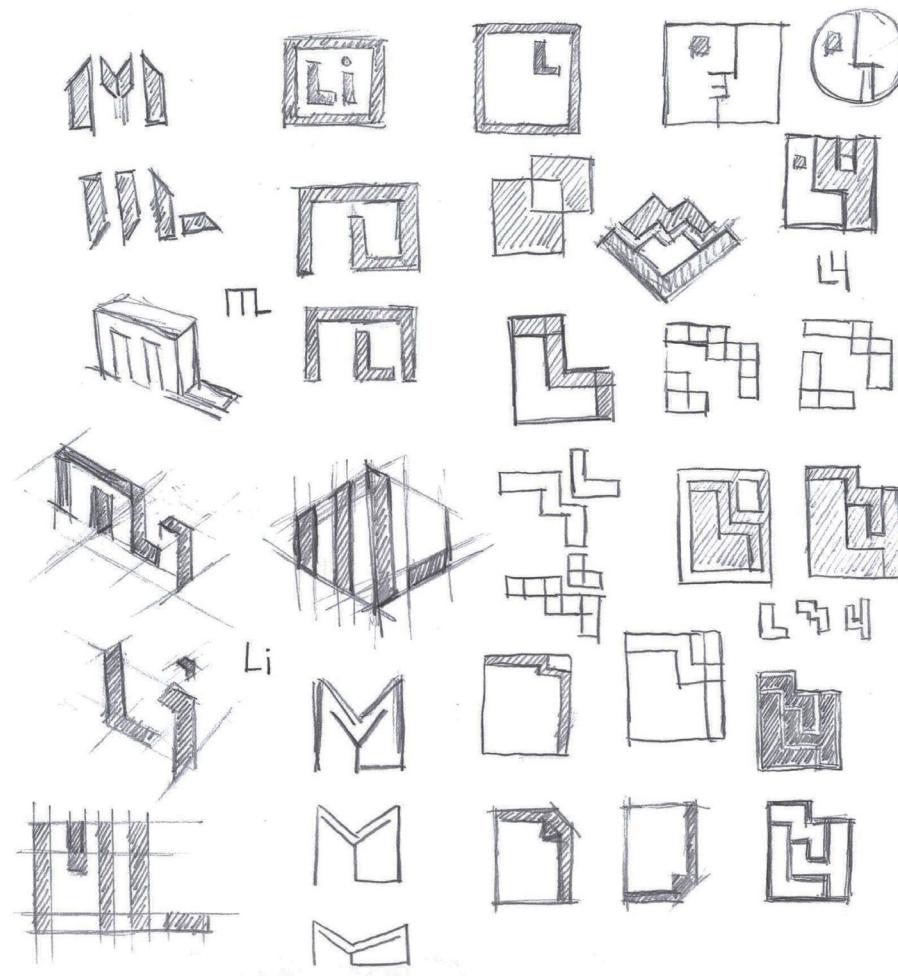
Light      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

Regular    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

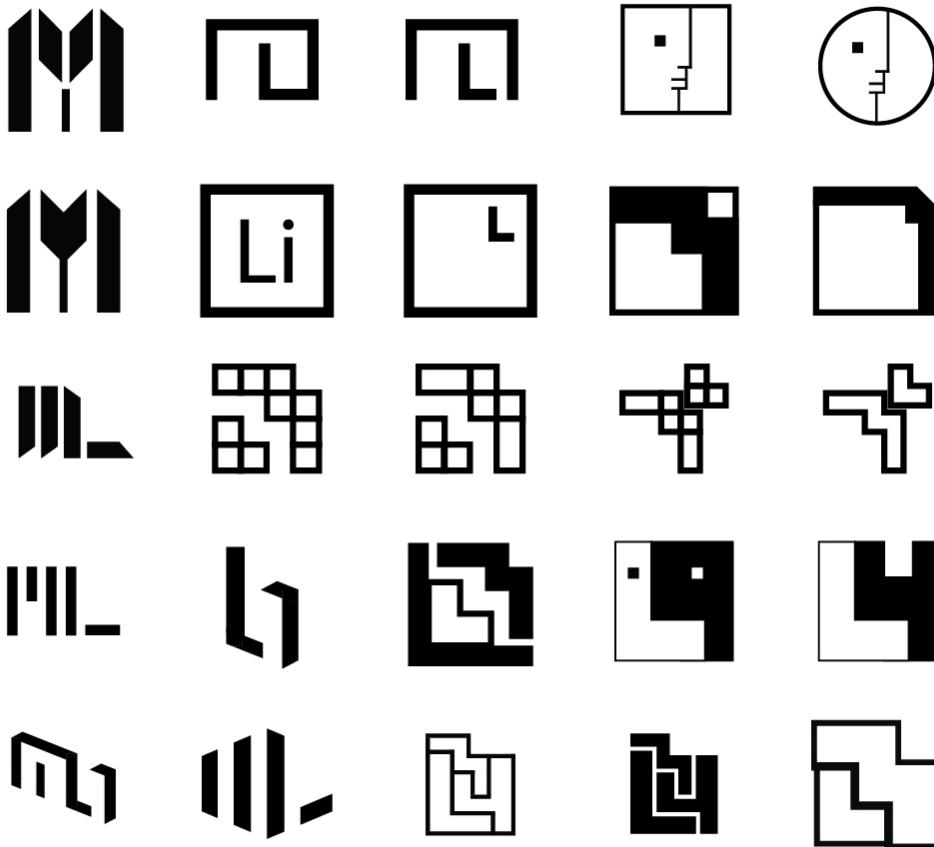
**Italic**    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

**Black**    ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()

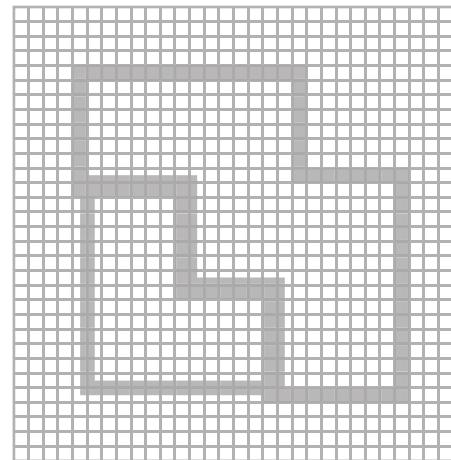
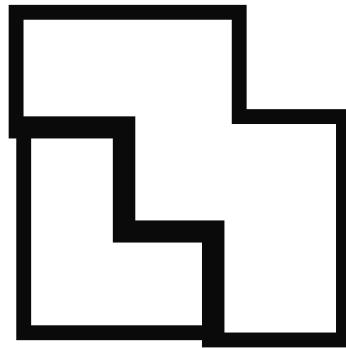
## LOGO SKETCH



## LOGO EXPLORATION

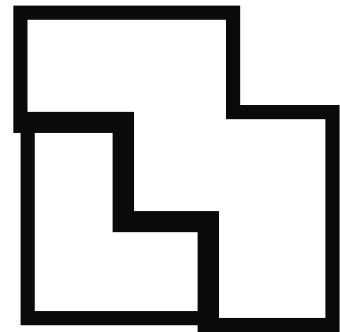


## LOGO ANATOMY

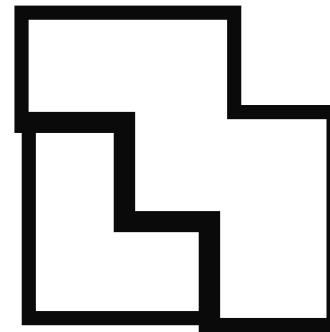


L + M

## LOGO FINAL



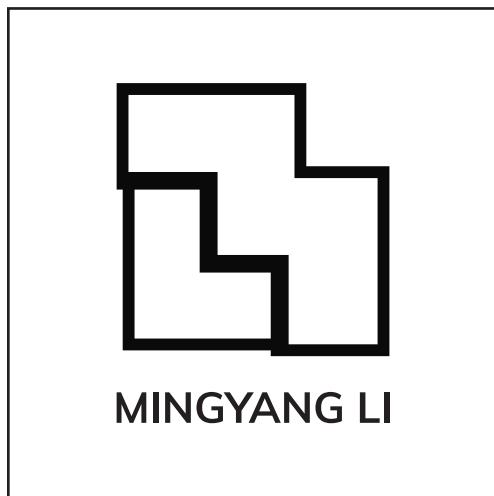
without name



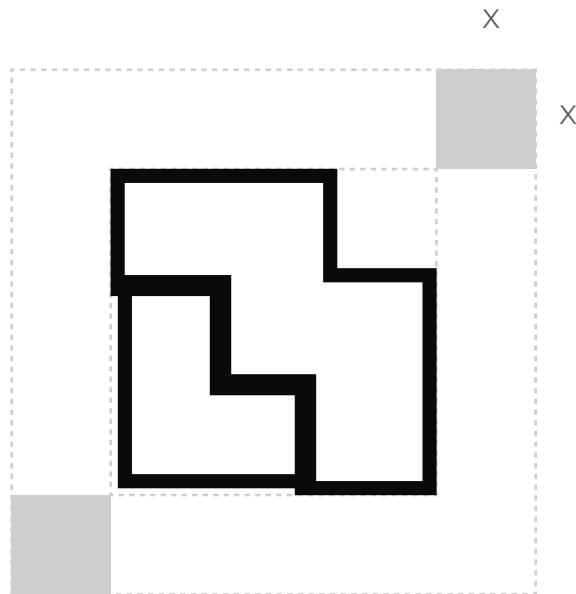
MINGYANG LI

with name

## LOGO B&W



## CLEAR SPACE & MINIMUM SIZE



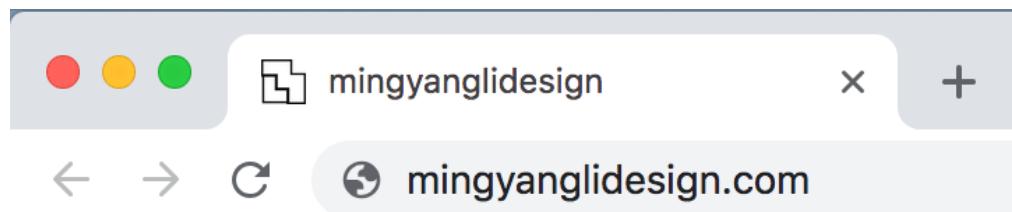
### Digital

Minimum width of 32 px

### Print

Minimum width of 0.5 inch

## FAVICON



## RESPONSIVE STYLEGUIDE-GRID

1140px Width - 68px Columns - 30px Gutter



720px Width - 32px Columns - 30px Gutter



325px Width - 29px Columns - 30px Gutter



## RESPONSIVE STYLEGUIDE-SPACERS

	XS	S	M	L
>1140px	10	20	30	40
768-1140px	10	20	30	40
<768px	10	15	20	30

# RESPONSIVE STYLEGUIDE-TYPGRAPHY

Font Family: Muli (Goole Fonts)

## Title & Headings

**H1 - Bold, 45px**

**H2 - Regular, 40px**

**H3 - Regular, 30px**

**H4 - Regular, 18px**

**H5 - Bold, 18px**

## Body Text

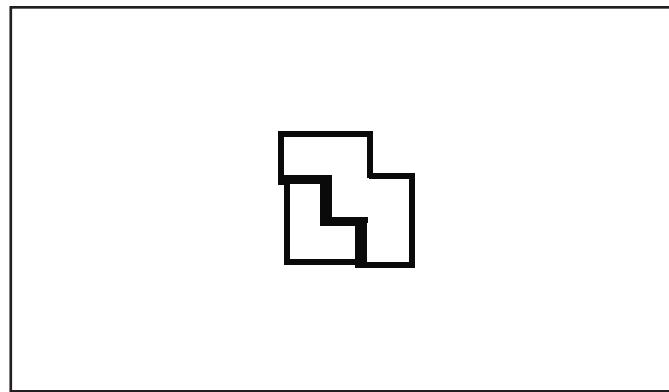
Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut

p - Regular, 16px

p - **Bold, 16px**

line-height, 25px

## BUSINESS CARD



# LETTERHEAD



**MINGYANG LI**  
VISUAL DESIGNER

**TECH SKILLS**

- Adobe Suite  
Photoshop, Illustrator, Indesign, AfterEffects, Premiere, Lightroom
- UIUX Tools  
Sketch, Principle, Prototyping
- Coding  
HTML, CSS, Javascript, jQuery, Bootstrap

**EXPERIENCE**

- FFREEN Architectural Design Company  
Graphic design, 2015
  - was responsible for package design, layout design, etc.
  - was responsible for daily publicity, design planning, exhibition and conference arrangement, etc.
  - communicated with partners to guarantee the quality and time limit of graphic projects

**Rewards**

- Participated in Liaoning Province College Students Computer Design Contest  
- work: webpage making  
- was awarded a Provincial Third Prize and National Third Prize
- Participated in The Seventh National Advertising Art Design Competition for College Students  
- work: package design for a Chinese brand named Colohas polypeptide powder  
- was awarded University-level Second Prize and was selected to compete for provincial prizes

**EDUCATION**

- Academy of Art 2016-2018  
MA, Web Design & New Media / San Francisco, USA
- Dalian University of Technology 2012-2016  
BA, Graphic Design / Dalian, China

**LANGUAGE**

- English, Chinese Mandarin

415 660 8803  
mingyanglidesign.com  
mingyanglidesign@gmail.com



**MINGYANG LI**  
VISUAL DESIGNER

23 September, 2018

To whom it may concern

I was pleased to see your company's job posting on LinkedIn. I would appreciate being considered for the UX Designer opening. My resume is attached to this email and it demonstrates my history in product development maximizing the user experience. An enthusiastic self-starter I know how to move forward without a lot of supervision creating not merely great websites but exceptional web interfaces.

An UX designer has to be able to design and redesign portals from the ground up. This means knowing the traditional ways to utilize HTML and CSS but also know when to cut away and implement fresh perspectives. I have a strong portfolio of web application design that shows a fluency in OmniGraffle Photoshop Illustrator and unique ways to create wireframes and cutting comps. While maintaining focus on business goals I never lose sight of developing a maximized user-centered experience. That means meshing your client's intent and the target audience. So whether we are talking librarians movie fans adults students or children sophistication or whimsy it has to be highly technical but comfortable on the back end.

I think my talents more than fit with your need for an UX Designer. I would appreciate the chance to come in and discuss my candidacy in greater detail.

Sincerely



415 660 8803  
mingyanglidesign.com  
mingyanglidesign@gmail.com

# PORTFOLIO BOOK



AUGUST 2017

**01**

UI/UX DESIGN  
PIX

Now most people choose to use their phones to take photos. But digital cameras are still required to take professional photos. So how can you use your digital camera correctly? PIX is an application that can help you take professional photos. It will reveal the story behind each photo.

MINGYANG LI PORTFOLIO BOOK PAGE 02

SPRING 2017

**02**

BRANDING  
RYOKOS

Ryokos is a Japanese restaurant in downtown San Jose, California. It attracts many customers to eat here by its unique atmosphere and traditional style. I redesigned the brand for Ryokos.

MINGYANG LI PORTFOLIO BOOK PAGE 03

SPRING 2018

**03**

IOT DESIGN  
SMART WINDOW

Because of the previous fire in Napa, the area around San Francisco was very bad. Some people may not notice it. So I am thinking to design a device that can help people check the air quality and detect the window automatically.

MINGYANG LI PORTFOLIO BOOK PAGE 03

AUGUST 2017

**04**

VIDEO PORTRAIT  
DAY IN THE LIFE

What is the most common occupation around Silicon Valley nowadays? I guess it's software engineer. San Jose is the dominated area of the San Francisco Bay Area, which is the center of the technology companies. My friend Meagan is a software engineer from the city of Southern California and got computer science degree. She has a very interesting role. He is a software engineer working for a company that makes a game that shows their common daily life look like.

MINGYANG LI PORTFOLIO BOOK PAGE 04

SUMMER 2017

**05**

MOTION GRAPHIC  
FAST & FURIOUS

To determine hierarchy through use of negative space, white space, varying layouts and create an informative representation about the movie by using multiple compositions.

MINGYANG LI PORTFOLIO BOOK PAGE 05

# CASE STUDY

## RESEARCH

The Population of United States in 2017 is 325.7 million which means every one in three people has a digital camera. But only few of them know how to use the camera properly.



PAGE 8

## RESEARCH

### EMPATHY MAP

**SAY**

- What's the difference between PIX and Instagram?
- How I usually like the effect with big aurora?
- I want to share my photo, do I need to pay some extra money for it? That's a lot of works.

**DO**

- I am searching some tips for photographing aurora, there are too many articles, which one should I choose?
- I'm going to try my 50mm lens and see the difference with my 35mm lens.

**FEEL**

- Can I use some other phone took by Edmon later?
- If I want to take a photo of Aurora light, where we should travel?



PAGE 12

## TARGET MARKET

### USER PERSONA

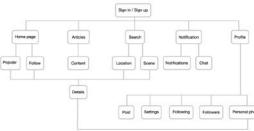


**Goals:**  
Learn more skills about photography;  
Share the photos she take when she is on her trip.

**Jessica Moore**  
Journalist  
27  
San Francisco, CA

PAGE 20

## SITEMAP



PAGE 24

## TASK FLOW 1

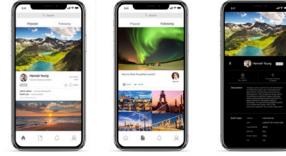
### USER STORY

The Spring Break is coming. Lucas decides to go to Alaska to take some aurora shots, and she wants to learn some techniques for shooting auroras and see how others set their parameters to shoot auroras.



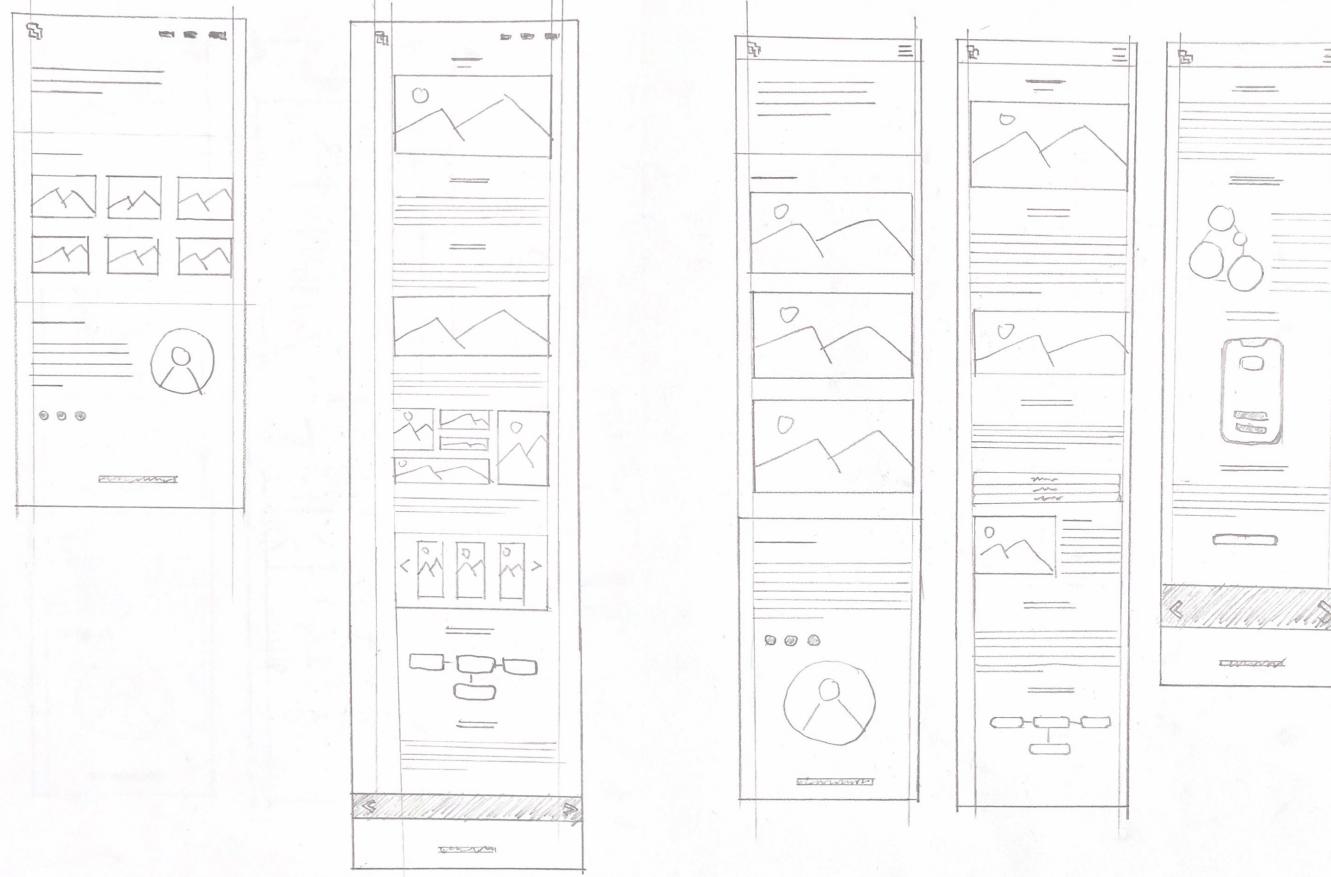
PAGE 27

## VISUAL DESIGN / MOCKUP

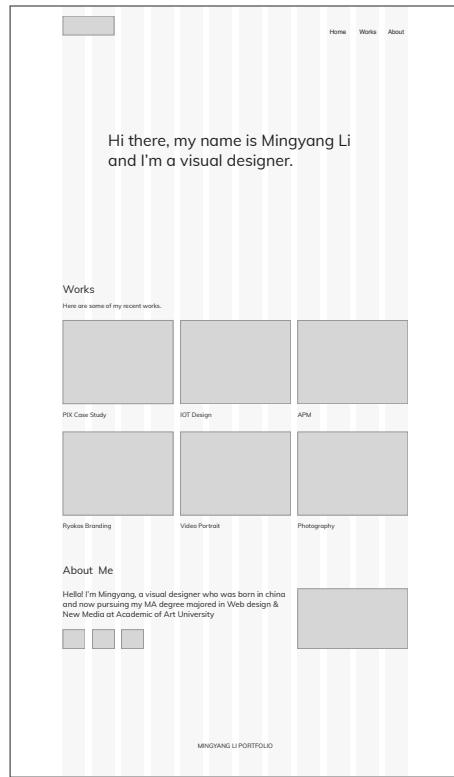


PAGE 30

## WEBSITE SKETCHES



# WEBSITE LOW FIDELITY WIREFRAMES-DESKTOP



# WEBSITE LOW FIDELITY WIREFRAMES-MOBILE

Hi there, my name is Mingyang Li and I'm a visual designer.

Works

Here are some of my recent works.

PIX Case Study

PIX Case Study

About Me

Hello! I'm Mingyang, a visual designer who was born in China and now pursuing my MA degree majored in Web design & New Media at Academic of Art University

MINGYANG LI PORTFOLIO

PIX

UI/UX Design / Branding.

Introduction

PIX is an app that can help you learn how to use your digital camera in a proper way.

Research

Interview Questions

1. Do you have a Camera?
2. How often do you use it?
3. Do you know what is EXIF Data?
4. Do you know how to set the ISO, aperture, or shutter speed? And what are the effects?

# WEBSITE FINAL DESIGN - DESKTOP



Works About

# Hey there, my name is mingyang and I'm a UI & UX Designer.

## Selected Works



APM



PIX



Airing



Customize



Ryokos



Fast & Furious



Day in the Life



Photography

### About me

Hello! I'm Mingyang, a web & graphic designer who was born in China and now pursuing my MA degree in Media Designing & New Media at Academic of Art University. I have full command of the skills in areas such as quickly develop prototypes, iteratively create interaction flows and conduct comprehensive user testing. Additionally, I am familiar with front-end technologies such as JavaScripts, HTML, CSS, and Bootstrap.

[Download Resume](#)  
[mingyanglidesign@gmail.com](mailto:mingyanglidesign@gmail.com)

[In](#) [G+](#) [S](#)

© MINGYANG LI PORTFOLIO

**APM**

UX/UI Design | Branding

**UX/UI Design | Branding**

**Project Type:** UX/UI Design | Branding

**Role:** User Test, Wireframe, Mockup, Branding

**Tools:** Illustration, Photoshop, Sketch, Adobe XD

**Overview**

Society, economy, and connectivity as our smartphones are getting better and better, but battery isn't keeping up. This most common solution to the problem is to carry a charger or a power bank, but it's not always feasible. So, we've come up with a solution that can charge your phone wirelessly, and power plug are often few and far between. In other words, power banks are the ultimate... you always forget to bring it along and need one.

**Research**

**Primary idea:**



**Solutions:**

The Population of United States in 2017 is 325.5 million which means every one in three people has a digital device, but only few of them know how to use the technology properly.

**Implications:**

Smartphones help us to lead a life of convenience, making their usage more and more. But now, nearly half of the world's population uses mobile devices, so there is a need for a power bank that can be manufactured since their demand comes and goes as we turn into this new era of technology.

This is what will be called a "Circular Economy" approach, a new model of production and consumption that is restorative and regenerative by design. It is based on the principles of ecology, it is planned to change product design, manufacturing processes, and supply chains. To consider



Nearly 6 in 10 people "feel panicky" when their phone battery drops to 20 percent or lower. 32% of smartphone users say they have run out of battery at least once in the past month. And 25% of those surveyed say they have run out of battery 20% of the time or more recently just to see their phone die.

Some individuals removed to public electric outlets, making it a less attractive scenario giving cause for the same.

"It is a safety program that Starbucks is rolling out. We are part of the testing program, so they took me inside."

**Congestion:**



Proprietary Power Bank      Personal      Public

The Razee Power Bank uses Qualcomm Quick Charge technology to quickly and intelligently charge nearly all of your mobile devices.

Proprietary Power Bank      Personal      Public

Prop also works for charging and maintaining the batteries.

Convenient      Easy to carry to all the time. Ready to recharge; Limited power.

**Test Results**

Percentage	Count
100%	2
80%	2
60%	1
10%	1

**Business Strategy**

```

graph LR
    S[Sponsors] --> C[Commercial]
    C --> A[APM]
    A --> PS[Power Bank Service]
    PS --> C1[Client]
    A --> BF[Business Fund]
    
```

**Visual Design**

**Branding Guidelines**

**Advanced Power Machine**

**Image Grid**

**Color Swatches**

Color	Hex	Name
Grey	#D9E1F2	Light Grey
Yellow	#F9A86A	Orange-Yellow
Green	#82E0AA	Light Green
Blue	#82B2DD	Light Blue
Red	#E91E63	Red

# WEBSITE FINAL DESIGN-MOBILE

**Hey there, my name is mingyang and I'm a UI & UX Designer.**

Selected Works

**APM**

**PIX**

Airing

**DAY IN THE LIFE**  
Mason Liang

Day in the Life

Photography

**APM**

UI/UX Design / Branding

**APM**

**Role:** User Test, Wireframe, Storyboard, Branding

**Tools:** Illustrator, Photoshop, Sketch, Adobe XD.

**Project Type:** Teamwork(Four Persons)

**00 Overview**

Screens, cameras, and connectivity on our smartphones are getting better and better, but battery tech is lagging behind. The most common solution to this is to carry a charger or a power bank (portable charger), but both have downsides: You've got to remember to charge the power bank, and power plugs are often few and far between. In other words, power banks are like umbrellas – you always forget to bring it along when you need one.

**01 Research**

**Primary Ideas:**

**Solutions:**

The Population of United States in 2017 is 325.7 million which means every one in three people

environment and our society as a whole. It's an invitation to change from product design, manufacturing processes and supply chains, to consumer perceptions and our lifestyles.

**00 Overview**

Nearly 9 out of 10 people "felt panic" when their phone battery drops to 20 percent or lower; 32% of them will "drop everything" to head home and charge phones; 33% have delayed a date or meeting because of a low battery; 22% of them ordering something at a bar or restaurant just to use their power outlet.

Some Starbucks removed its public electrical outlets, making it less attractive gathering place for the screen writers and freelance publicists who have gathered there.

"It's a safety program that Starbucks is rolling out. We are part of the testing program, so they took out outlets."

**Competitors:**

- Razer Power Bank
- Powermat
- FuelRod

The Razer Power Bank uses Qualcomm Quick Charge technology to quickly and intelligently charge nearly all your mobile devices.

Pros	Cons
Also works for charging and powering the laptop;	Too heavy to carry all the time;
Easy to recharge;	Limited to recharge.

**Features & Contents:**

**PIX**

UI/UX Design / Branding

**PIX**

**Role:** UI/UX Designer

**Tools:** Illustrator, Sketch, Principles

**Project Type:** Personal

**00 Overview**

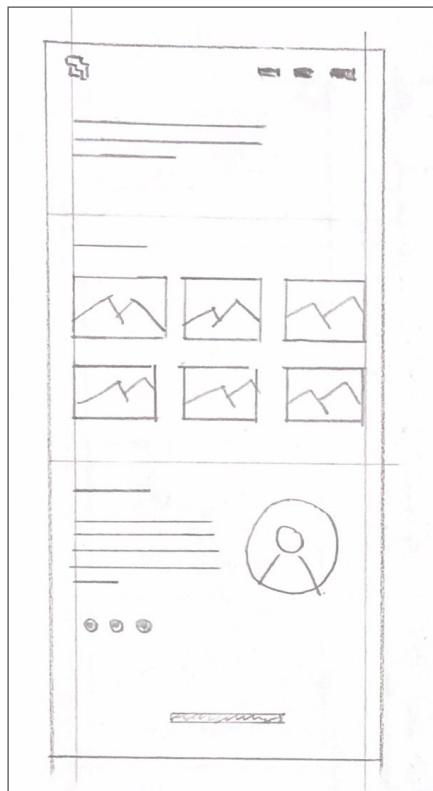
Now, most people choose to use their phones to take photos. But digital cameras are still required to take professional photographs. Will you use your digital camera correctly? PIX is an APP for people who want to take professional photos. It will reveal the story behind each photo.

**01 Research**

How many people living in households that own a digital camera in the United States? This statistic illustrates the number of people living in households that own a digital camera in the United States from spring 2008 to spring 2017. In spring 2017, the number of people who said they live in a household that own a digital camera in the United States amounted to 111.37 million.

The Population of United States in 2017 is 325.7 million which means every one in three people has a digital camera. But only few of them know how to use the camera properly.

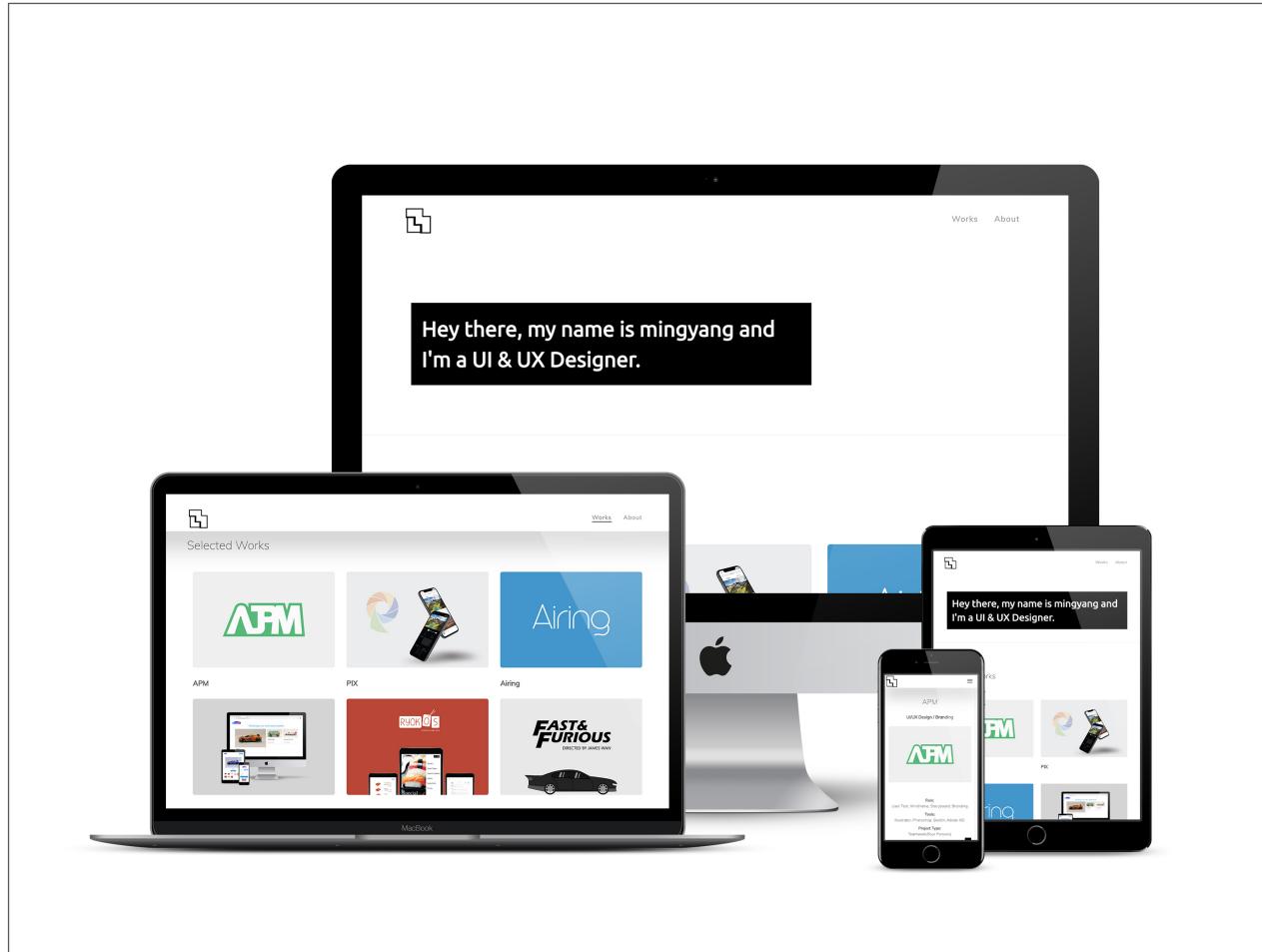
# WEBSITE PROCESS



A mockup of the website's home page. At the top, there is a navigation bar with 'Home', 'Works', and 'About' links. Below it is a large text area with the heading 'Hi there, my name is Mingyang Li and I'm a visual designer.' followed by a sub-section titled 'Works' with a sub-sub-section 'Ryokes Case Study'. There are six placeholder boxes for work samples. Below this is another section titled 'About Me' with a bio and three small profile pictures.

A mockup of the website's 'Works' page. At the top, there is a navigation bar with 'Works' and 'About' links. A prominent black box contains the text 'Hey there, my name is mingyang and I'm a UI &amp; UX Designer.'. Below this is a section titled 'Selected Works' featuring a grid of projects: 'APM' (with a green logo), 'PIX' (with a colorful circular logo), 'Airing' (with a blue background), 'Customize' (with a screenshot of a website), 'Ryokes' (with a screenshot of a mobile app), and 'Fast &amp; Furious' (with a car image). Further down are sections for 'Day in the Life' (with a photo of people) and 'Photography' (with a photo of a person). The bottom right features a portrait of the designer and contact information: 'MINGYANG LI PORTFOLIO' and 'mingyangdesign@gmail.com'.

# RESPONSIVE SCREENS



## PERSONAL COMMENTS

**What is the most important lesson you learned?**

“Design is not a race, but a journey to be savored each step of the way.”

**If you had to do it all over again what would you do different?**

“I’m going to spend more time on it and refine some detail parts.”

**What advice do you have to future students?**

“Do more preparation before taking this class.”

**15 years from now I will remember this class for?**

“It might be the last minute of my student life.”

