Miranda Ting

Interactive Designer / PDF Portfolio / miranda-ting.com

An Interactive Designer that believes...

A POWERFUL VISUAL PRACTICE THAT IMPACTS CHANGE

DESIGN.

HOW?

DESIGN THINKING

ECONOMY

OVER PRODUCT

PROCESS

CONNECT

TO THE **STORY**

some projects...

01 *the trumpet editorial*

the trumpet.

Role: **DESIGNER / TYPOGRAPHY**

Instructor: *ELISA ARDENI*

PROBLEM STATEMENT

The Trumpet is a editorial fashion e-commerce website inspired from Net-A-Porter. The goal of the project is to integrate editorial style magazine into an online format. The play in typography hierarchy and rendering typefaces for the web was exhibited in this piece. Exploration of a 12 column grid system in relation to web typography rules is communicated.

01 *the trumpet editorial*

MOOD BOARD

LOGO DEVELOPMENT

STORY.

DAVIDE BENCINI

little barn co.

Creative KIOSK

little barn co.

little barn co.

THE TRUMPET

the trumpet.

THE TRUMPET

The inspiration of the logo was based on using typographic punctuation within the elements the logo as a statement. Fonts of Monstseratt Light, Avenir LT and Medium, and Mrs Eaves Roman were used as the base fonts.

FONT PAIRING

Uppercase

GEORGIA REGULAR

GEORGIA ITALICS

GEORGIA BOLD

GEORGIA ITALICS BOLD

Lowercase

Georgia regular

Georgia italics

Uppercase

ORIENTA REGULAR

Lowercase

Orienta regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis nisl tortor, bibendum ac feugiat nec, tempus a tortor. Proin gravida maximus dolor, sed lacinia augue volutpat malesuada. Vivamus ultrices felis a dolor finibus iaculis.

The decision for the Trumpet website is to pair Georgia with Orienta. The decision to pair these two together is due to the range of styles achieved within the upper and lowercase versions of both font family. Orienta displayed a clean, modern in the uppercase while it's lowercase displays humanist elements. Georgia family has classy and timeless feel which aligns nicely with the logo font choice of Mrs. Eaves.

FONT PAIRING

After the STORM

This Season's Underground Fashion Is About Expanding

HORIZONS

What gives that style edge you are looking for?

STYLE OF *Sophia Loren*

Real Women with Curves

Spring STREET STYLE

Casual, Comfortable & Elegant

B*U*RG*U*NDY

GET YOUR BURGUNDY ON THIS SEASON.

Headliners within The Trumpet displayed mixes of uppercase, lowercase, italics, bolds. There was no set rules within the headlines except to play with the hierarchy and to mix the 2 font pairings using various font weights and styles within the family while experimenting with left and right alignments.

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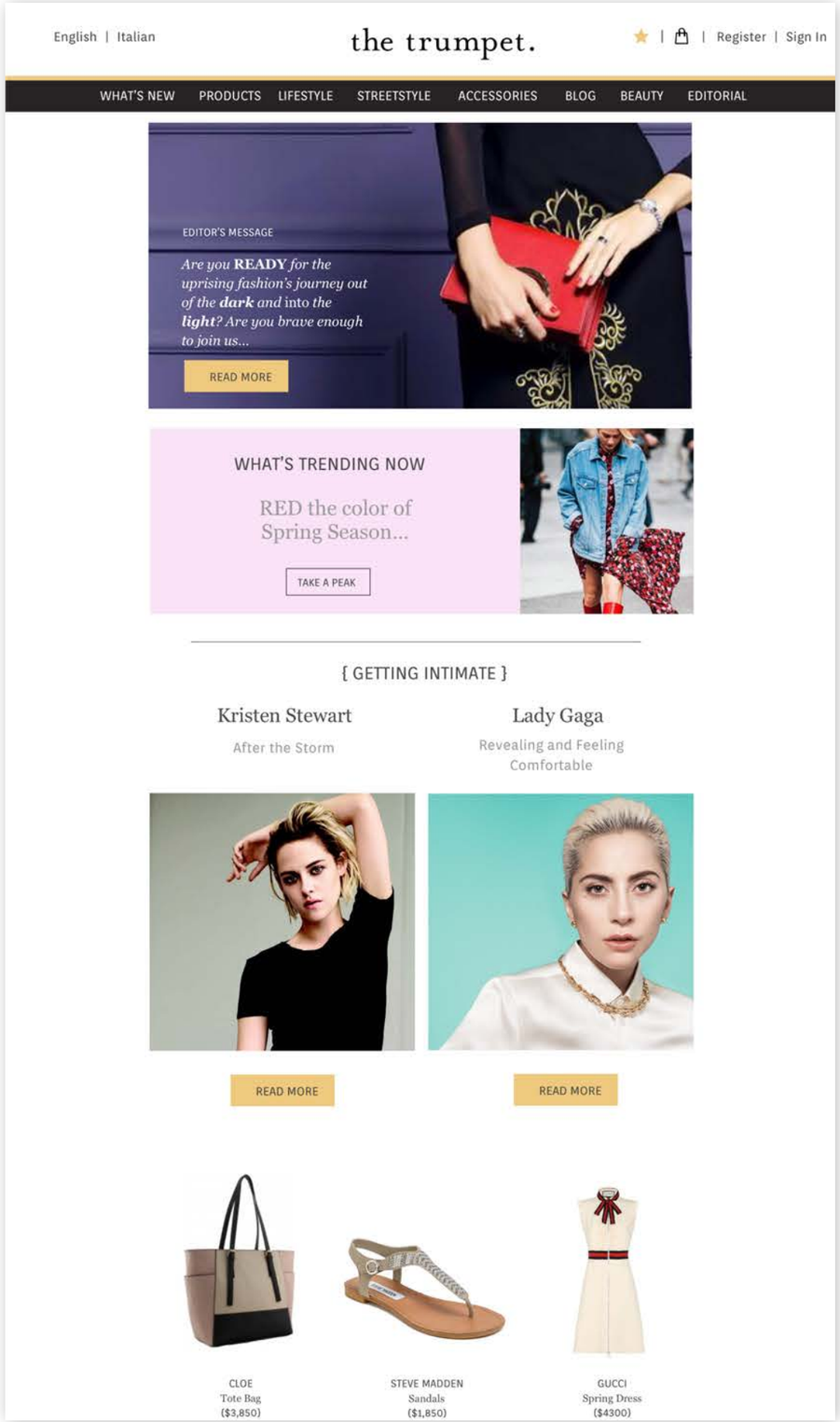
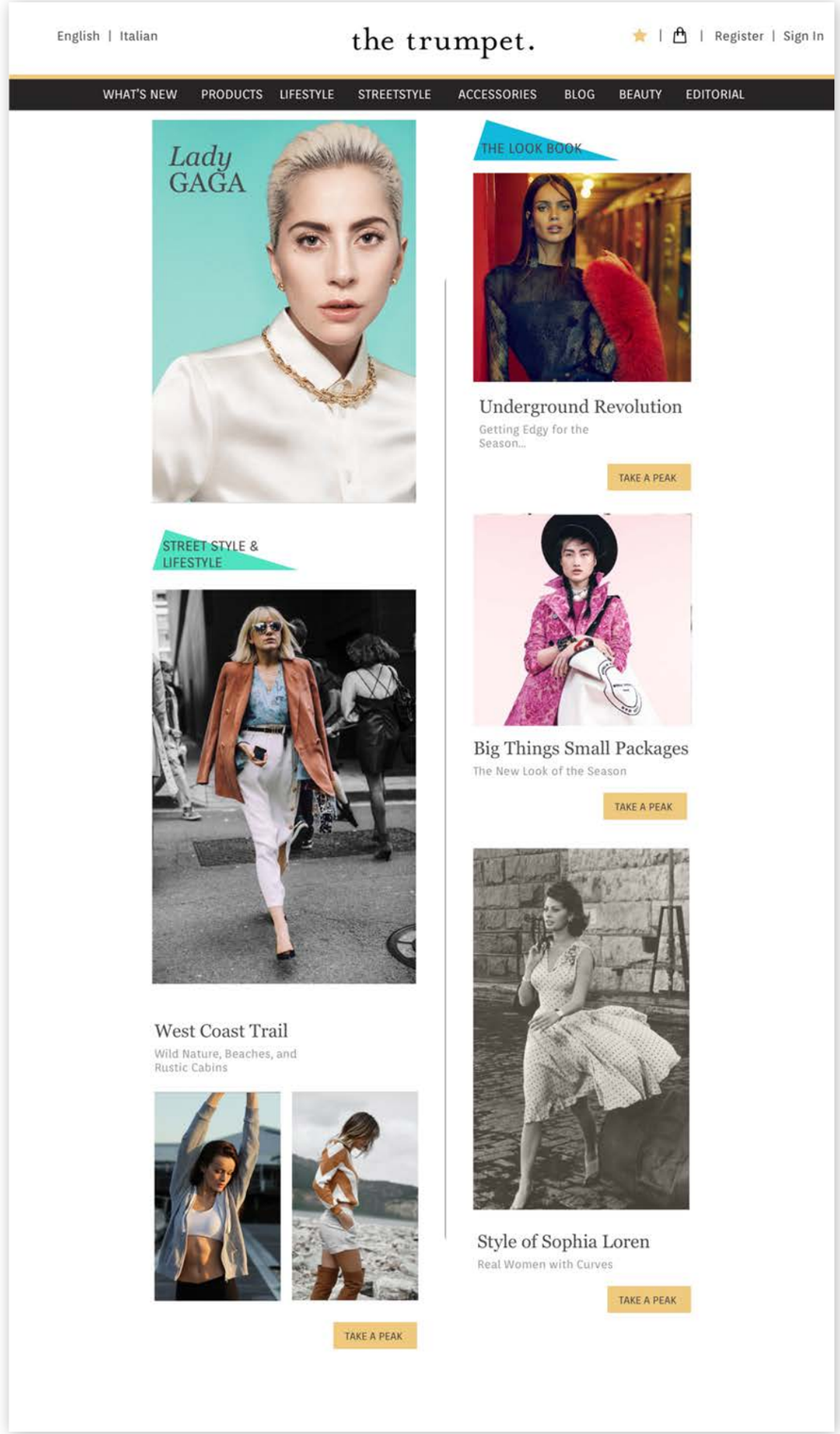
01 *the trumpet editorial*

HOME PAGE

EDITORIAL HOME PAGE





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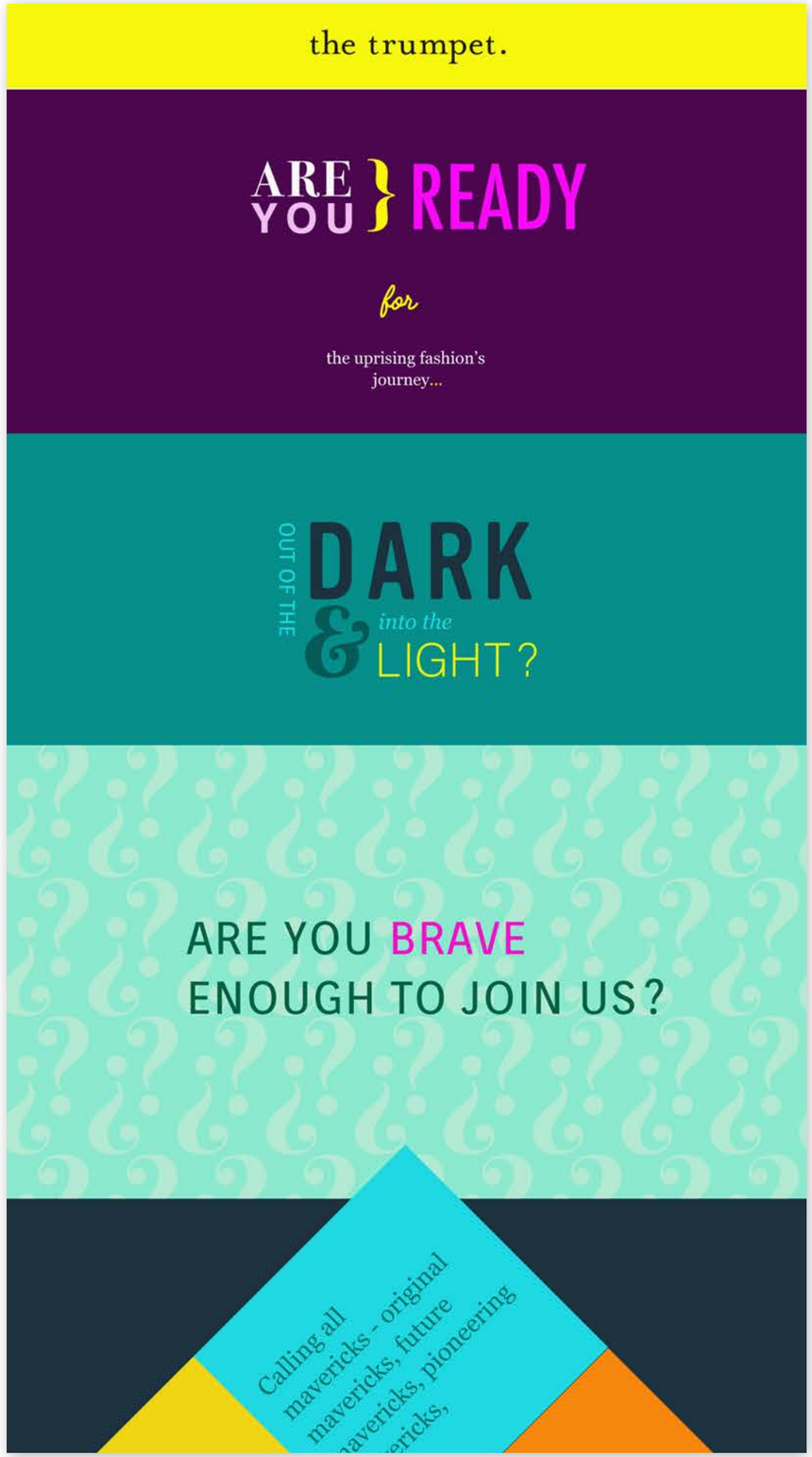
01 *the trumpet editorial*

EDITOR'S MESSAGE



The editor's message was purely a typographical play on taking the message and telling a story through a variety of fonts. There were over 20 fonts used in this treatment. The goal is to get the reader to take time to read and digest the message. A play on the punctuation was used as well in the background that goes with The Trumpets use of punctuation in the logo treatment.

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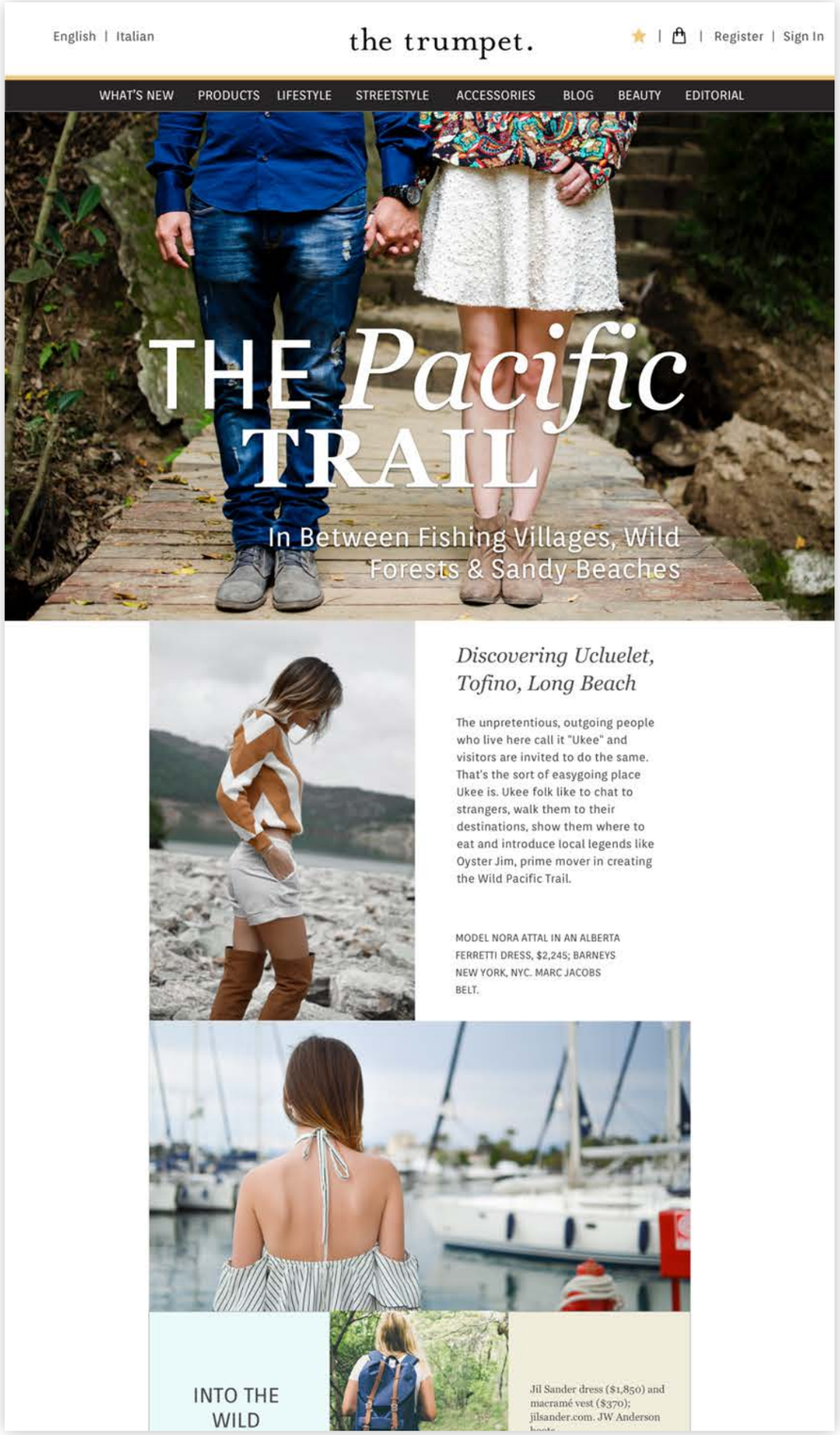
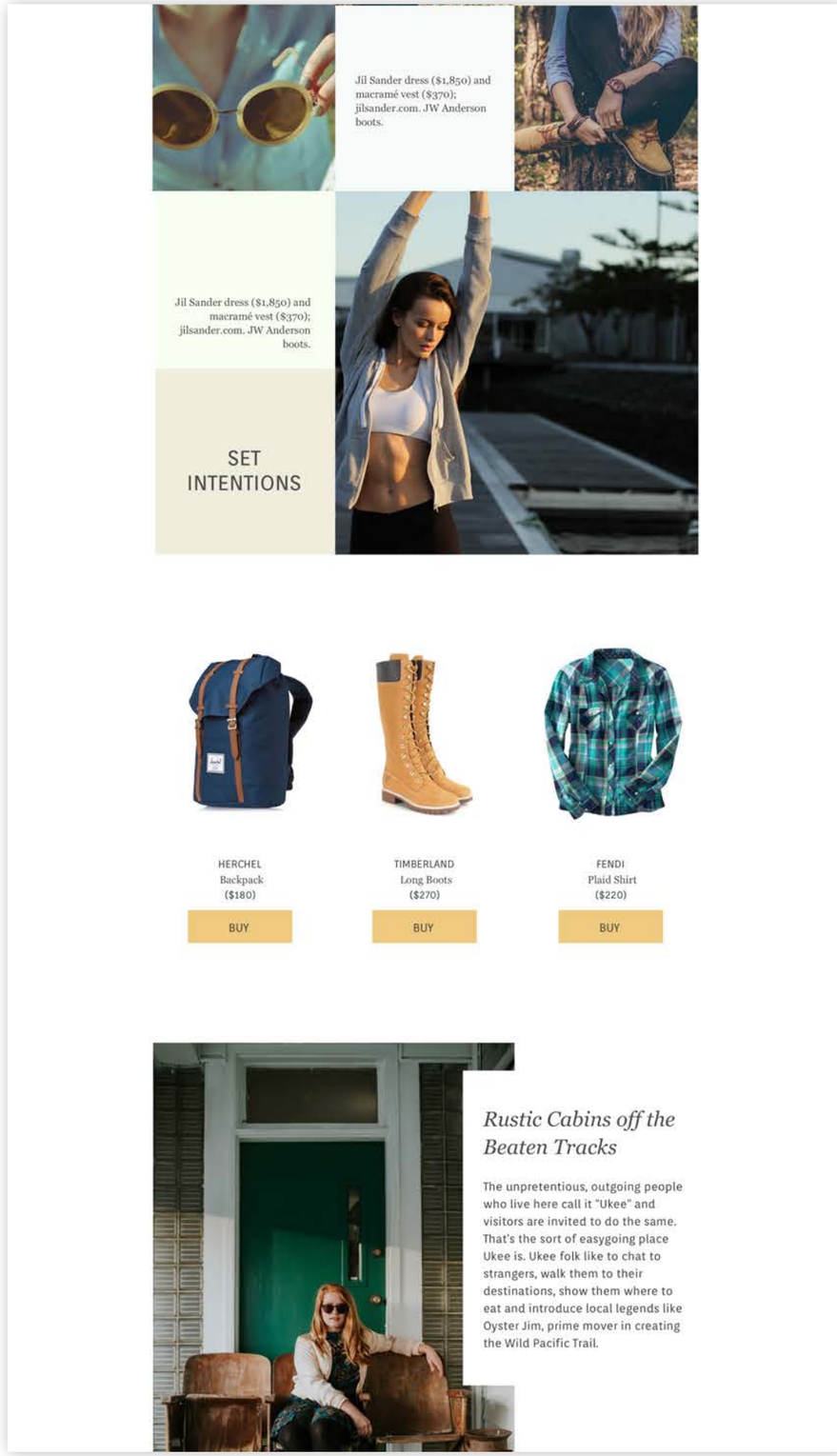
01 *the trumpet editorial*

EDITORIAL TRAVEL





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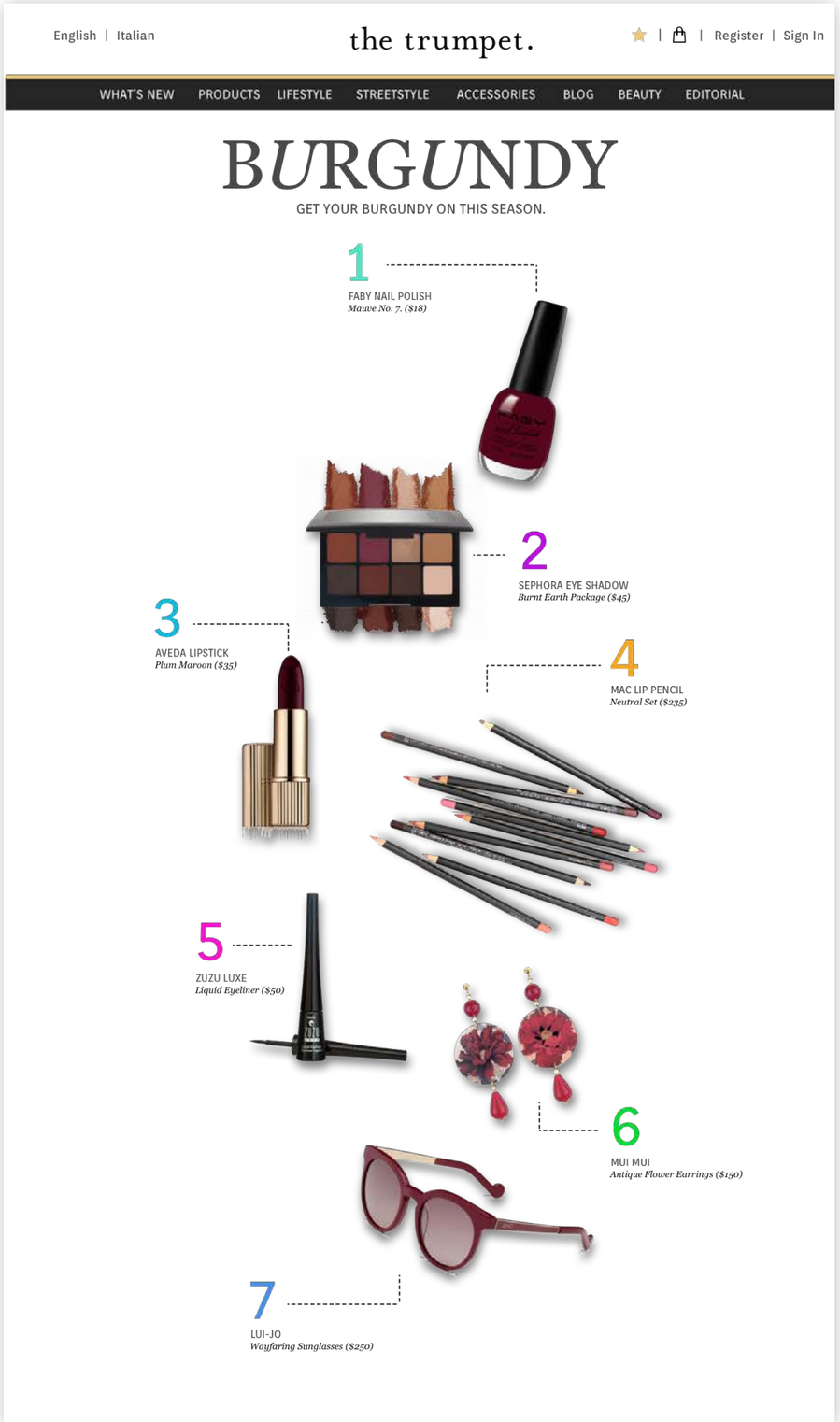
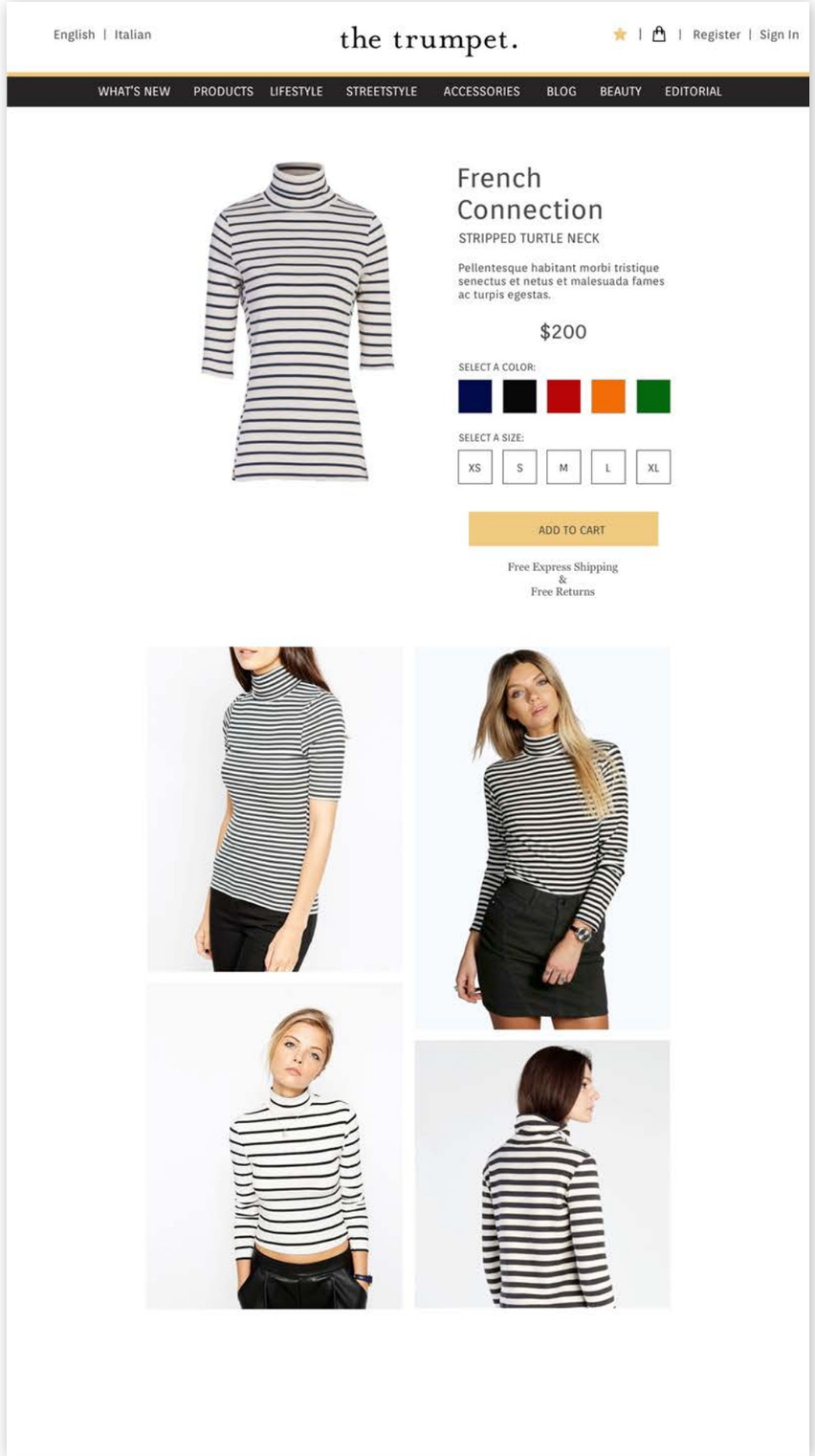
01 *the trumpet editorial*

EDITORIAL BEAUTY
PRODUCT DETAILS





02 *atm mobile app*

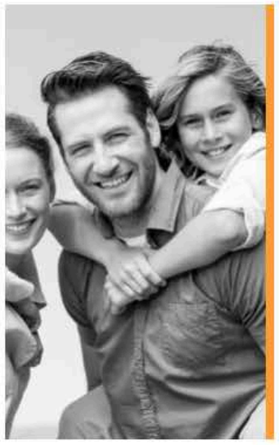
Role: **UX DESIGN / TASK MANAGER**

Team: *Silvia, Anoop, Guillaume, Miranda*

Instructor: *MARCO CATANI*

PROBLEM STATEMENT

ATM has several interfaces the public interacts to complete their daily commuting tasks which includes a touch screen kiosk and mobile app. In this project, the goal is to evaluate these user interfaces, identify the weaknesses and how to improve the overall user experience. How the public interacts with these interfaces, what types of main tasks the public completes, and understanding the user journey will define how these interfaces can improve to better the immediate usability.



THE TOURIST FAMILY

KYLE PITTS

"Meet, explore, enjoy!"

38 YEARS OLD

TOURIST WITH WIFE & 2 KIDS

SAN DIEGO, USA

48 HOURS TICKET

EXPLORE THE CITY

2 DAYS IN MILAN

THE COMMUTER

LUCA MORI

"The sooner the better"

34 YEARS OLD

WORKER OUTSIDE OF MILAN

DERGADO

YEARLY CARD

GO TO WORK

5 DAYS A WEEK

THE OCCASIONAL USER

EVA RODDA

"Avoid city life whenever possible"

38 YEARS OLD

WORKER

SESTO RONDO' (SUBURBANS)

NON URBAN TIX

COMMISSIONS

TWICE A YEAR

THE WEEKENDER

MEL HEIT

"Life isn't all about work"

27 YEARS OLD

WORKER

MILAN, LORETO

URBAN TICKET

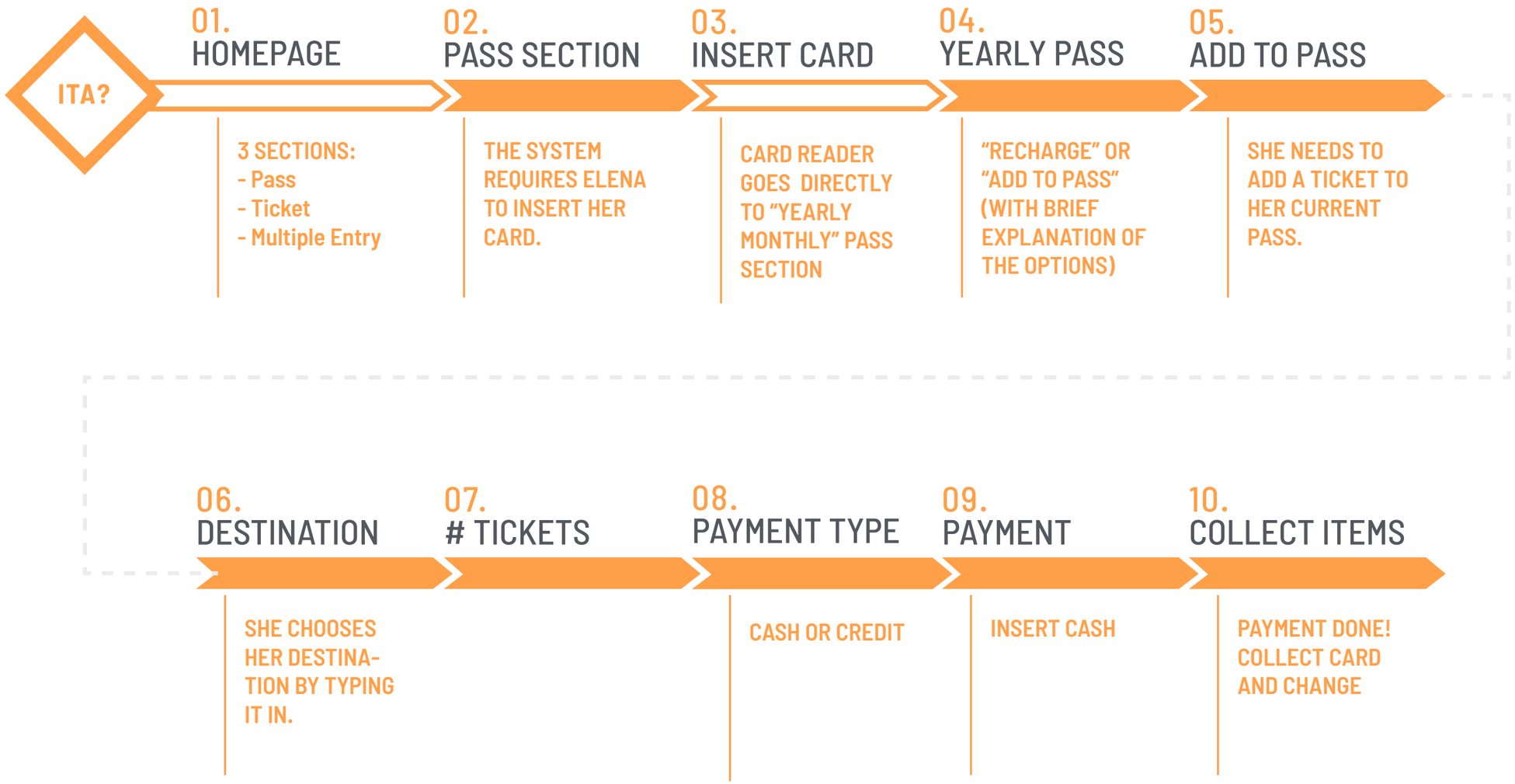
SOCIALISE/PARTY

SATURDAY NIGHT

Observation methods were used to gather information on how users interacted with ATM machines in Milan. A series of user personas were built based on daily commuting tasks in order to understand the mindset of the technical skills, goals and motivation of the user.

02 atm mobile app

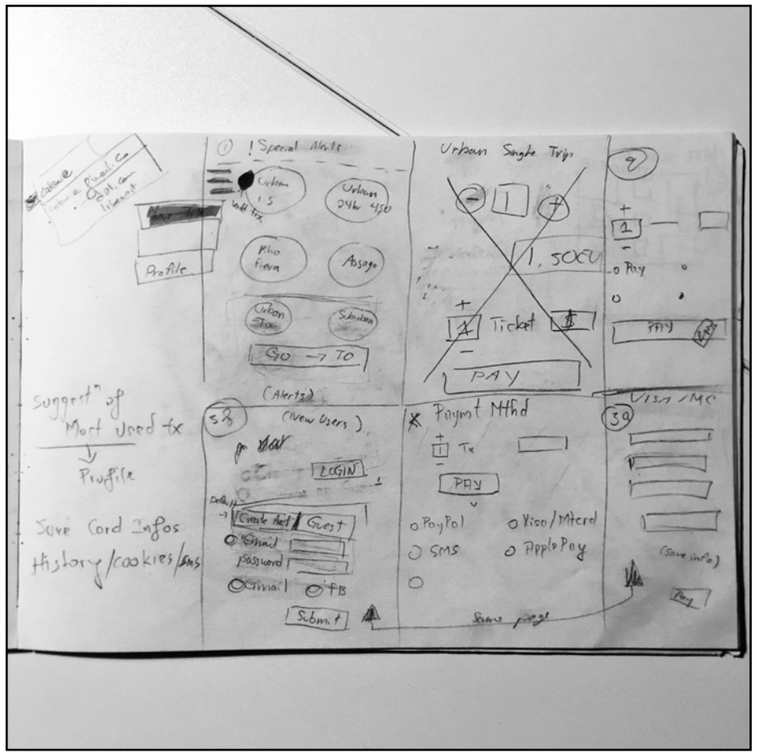
USER JOURNEY

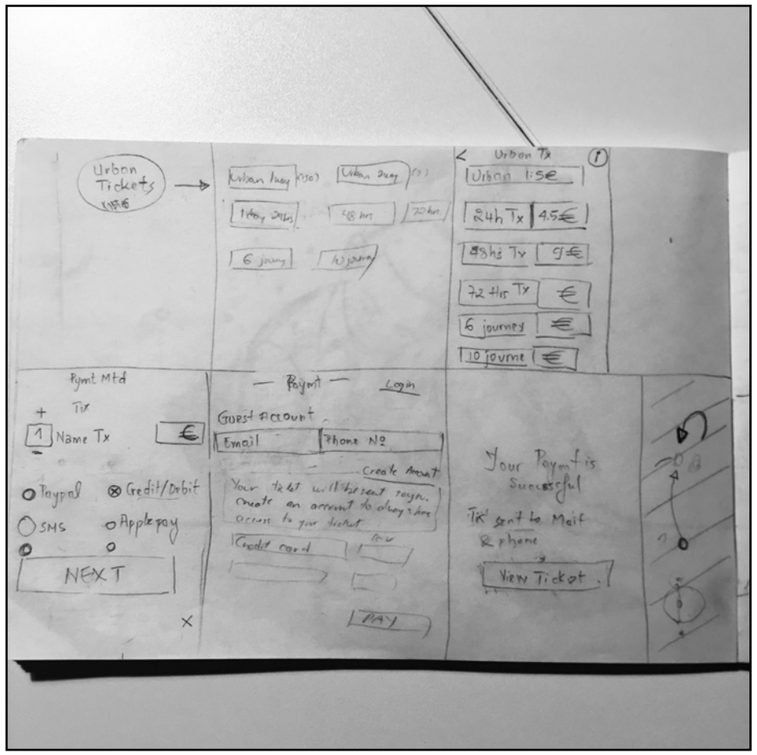


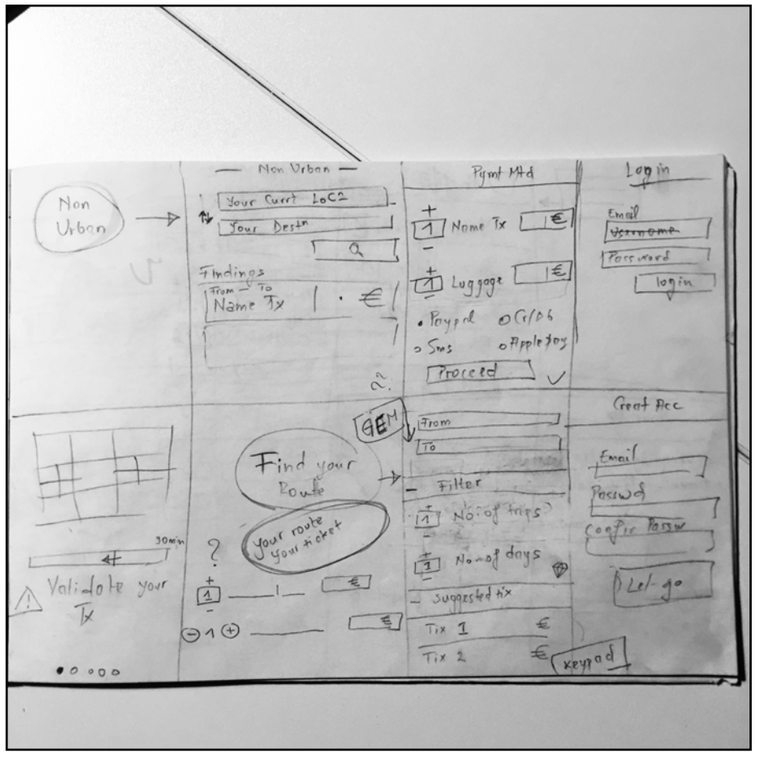
A detailed user journey was mapped out based on the step by step flow and specific task of the user persona. This helped develop the features of the mobile app to solve the pain point of the commuter. Challenges in this process included how to restructure the amount of options and make it intuitive for the user persona to complete their task.

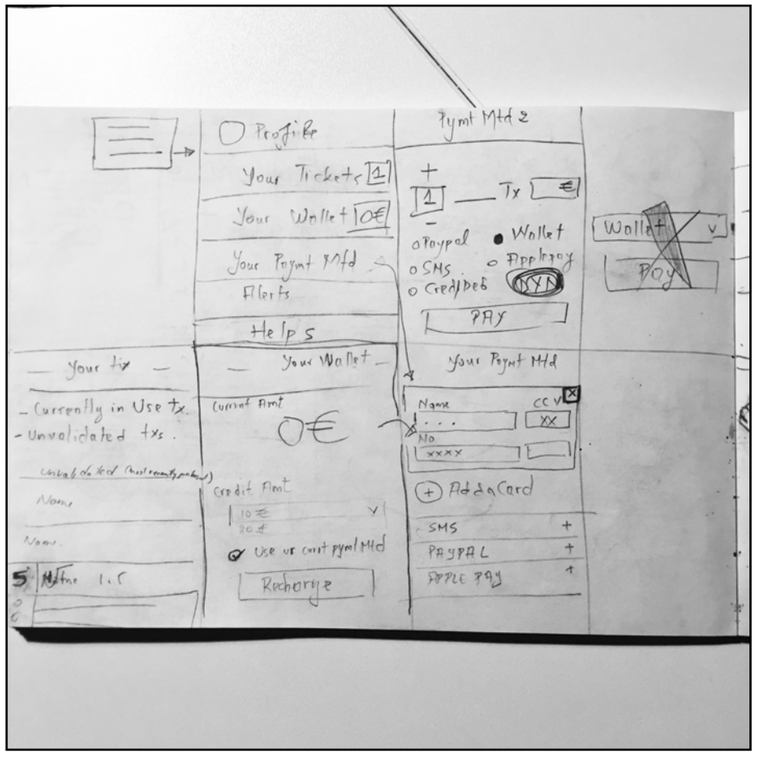
02 atm mobile app

STORY BOARDING









Low fidelity sketches were completed to display the main features of the mobile app. Several iteration were refined based on allowing users to complete their tasks in the most user centric manner.

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HEADING 1

BARLOW SEMI BOLD 32px | 46 line height | 564d49

SUB HEADING

BARLOW MEDIUM 22px | 32 line height | 564d49

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ROBOTO REGULAR 16px | 24 line height | 7a7270

Link

ROBOTO REGULAR 16px | 24 line height | 564d49

BUTTON

BARLOW SEMI BOLD 14px | 24 line height

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod

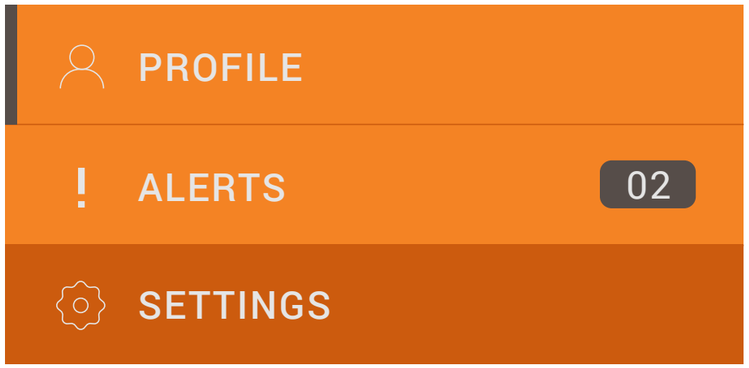
HEIGHT 60PX

LIST ITEM 1 $2,50

LIST ITEM 2 $4,50

BARLOW MEDIUM 20px ROBOTO REGULAR 18px

HEIGHT 80PX



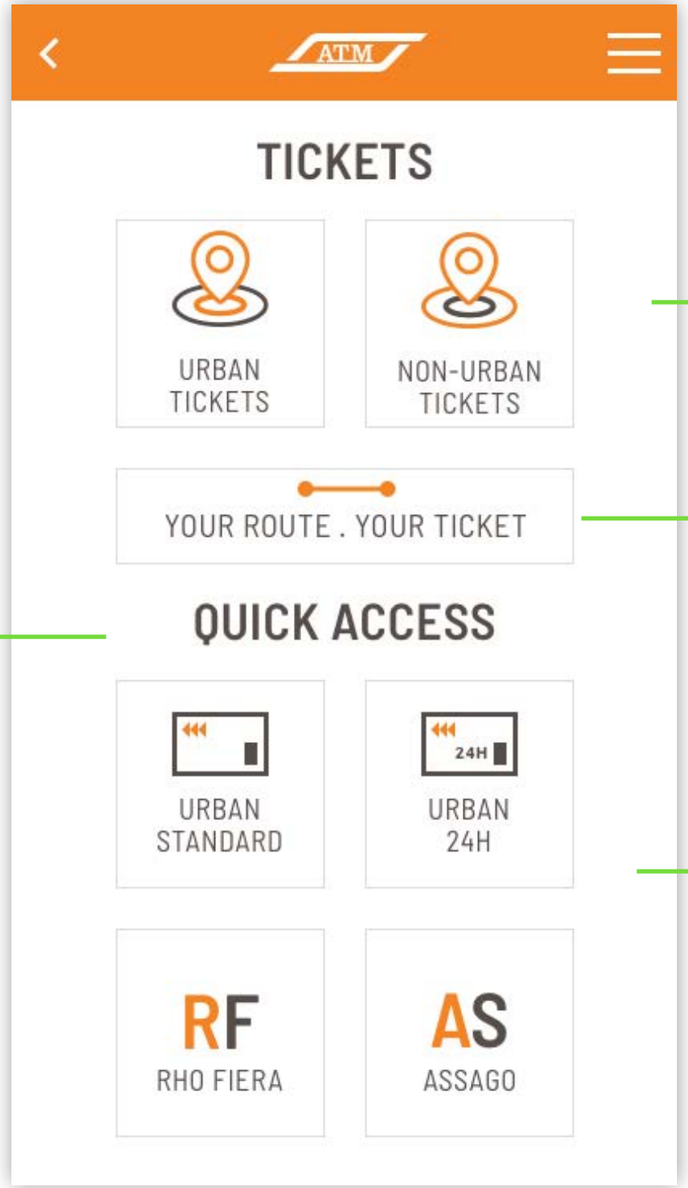
ROBOTO MEDIUM 16PX | E5E5E5

NAV BAR HEIGHT 80 PX

01 TICKET NAME $4,50

02 atm mobile app

HOME PAGE



SELECT TICKET TYPE

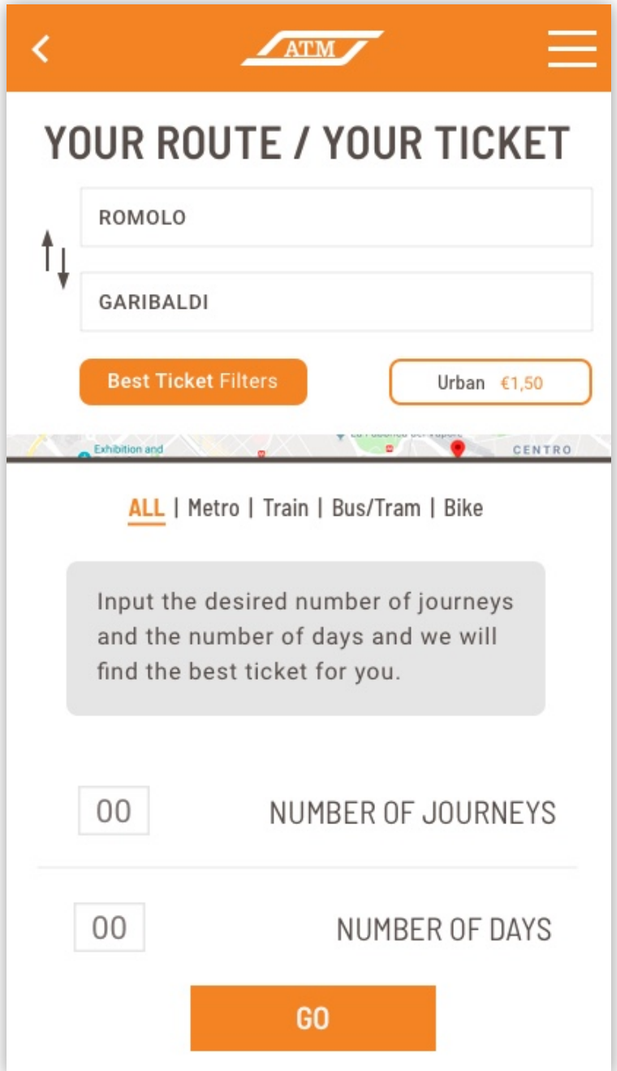
SEARCH FOR BEST TICKET BASED ON # OF JOURNEYS & AMOUNT OF TIME

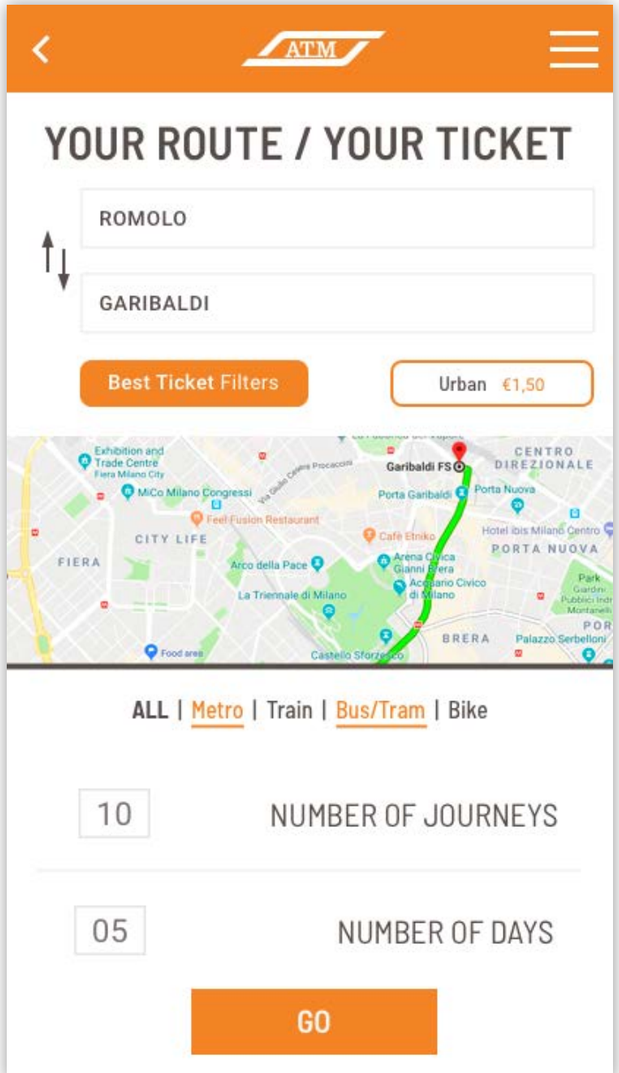
SHORT CUT TO MOST ACCOMPLISHED TASKS

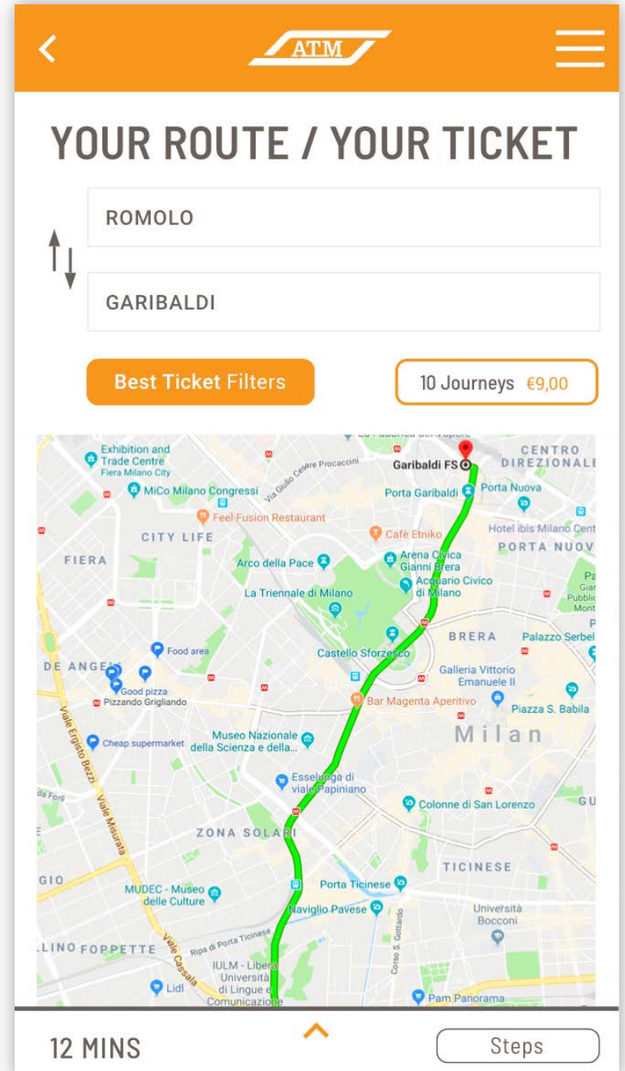
UNDERSTANDABLE CATEGORIES

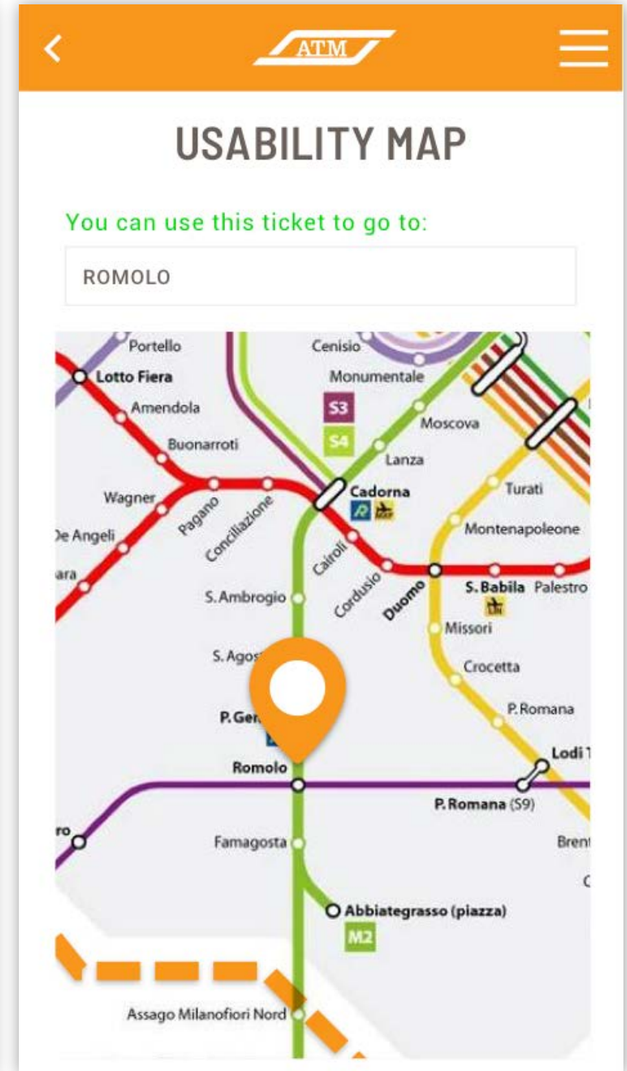
The Homepage of the app was designed as a list of icons split into 2 groups: Tickets, Quick Access. The challenge was to find the appropriate language to categorize where the user would click to complete their task based on the most popular tasks.

02 atm mobile app



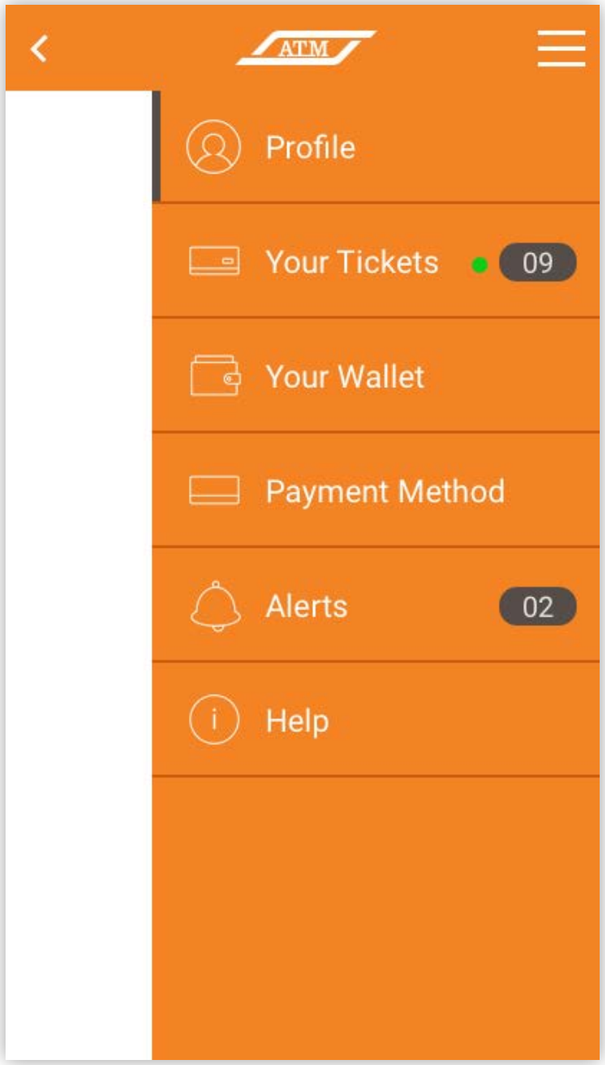


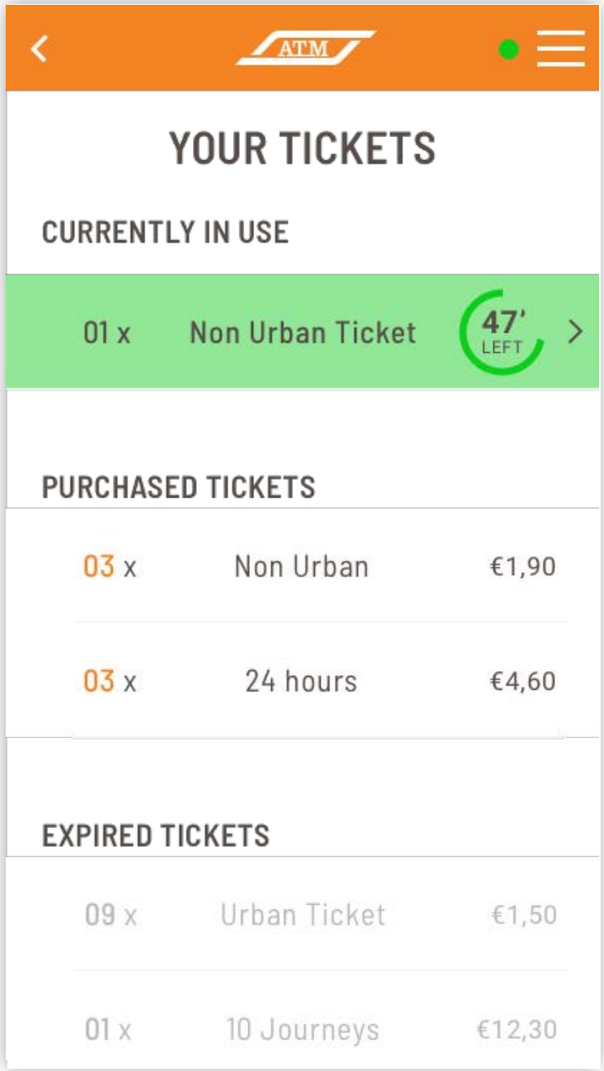


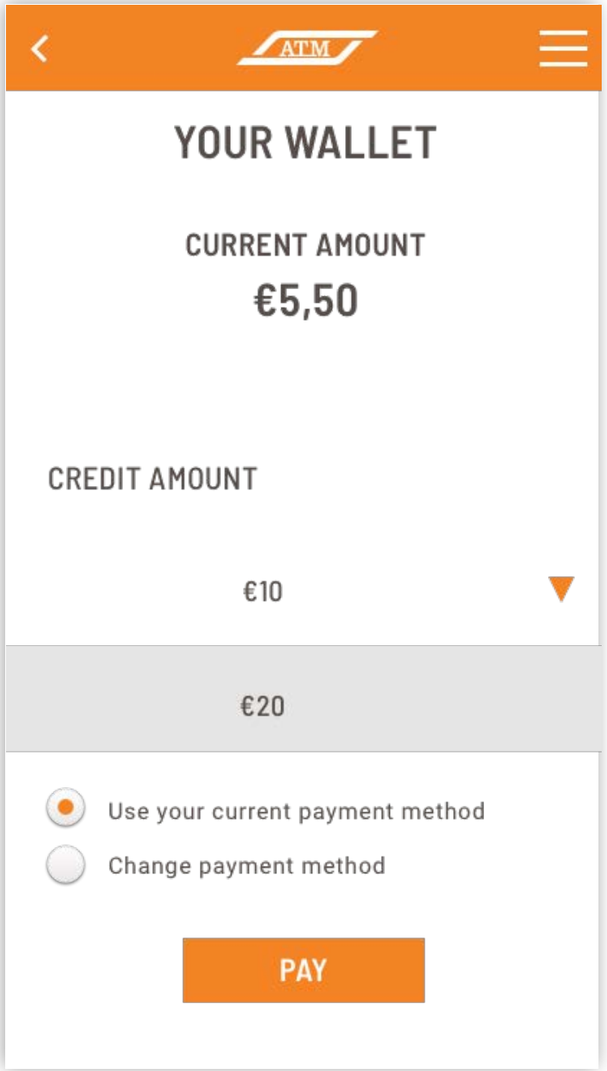


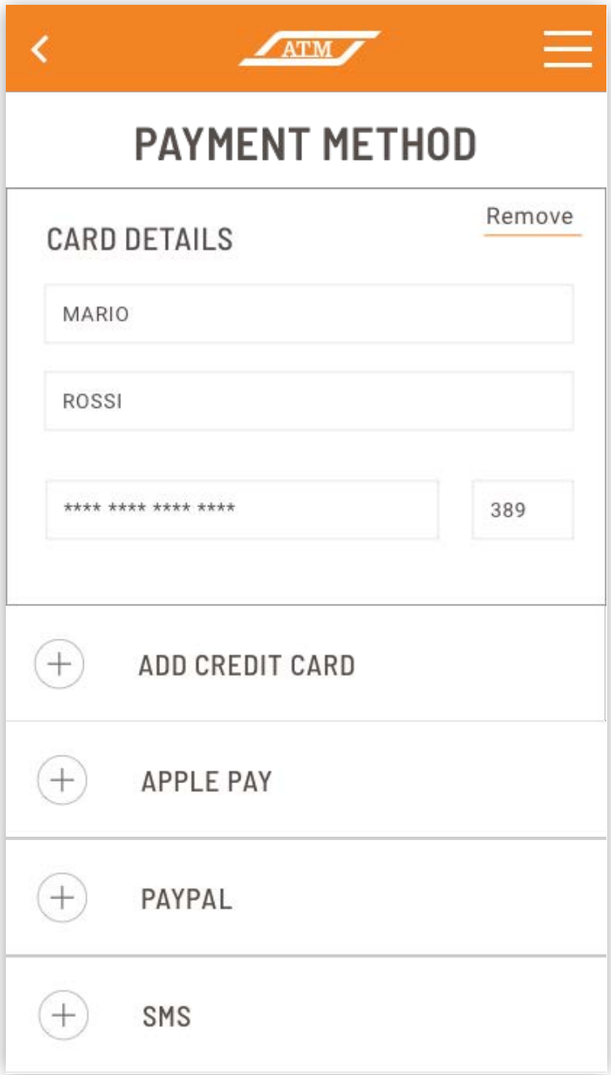
The Your Route / Your Ticket is a powerful feature as it integrates with Google maps and allows the user to type in exactly where they want to go to and from. Based on this the app will tell them which ticket to purchase. If the user needs to go on multiple journeys in a certain amount of days then the 'Best Ticket Filter can be used.

02 atm mobile app









The hamburger menu allows the user to view what tickets they have purchased in their account. The green dot shows the user they are currently using a ticket and the amount of time left on their validated ticket. Within the drop down navigation they can view alerts and get strike notifications, change payment methods, and add credit into their account.

03 *fendi roma #FindYourF*

Role: **CONCEPT / DESIGNER**

Instructor: *ANDY SCUPELLI*

#FIND YOURF

FENDI
ROMA

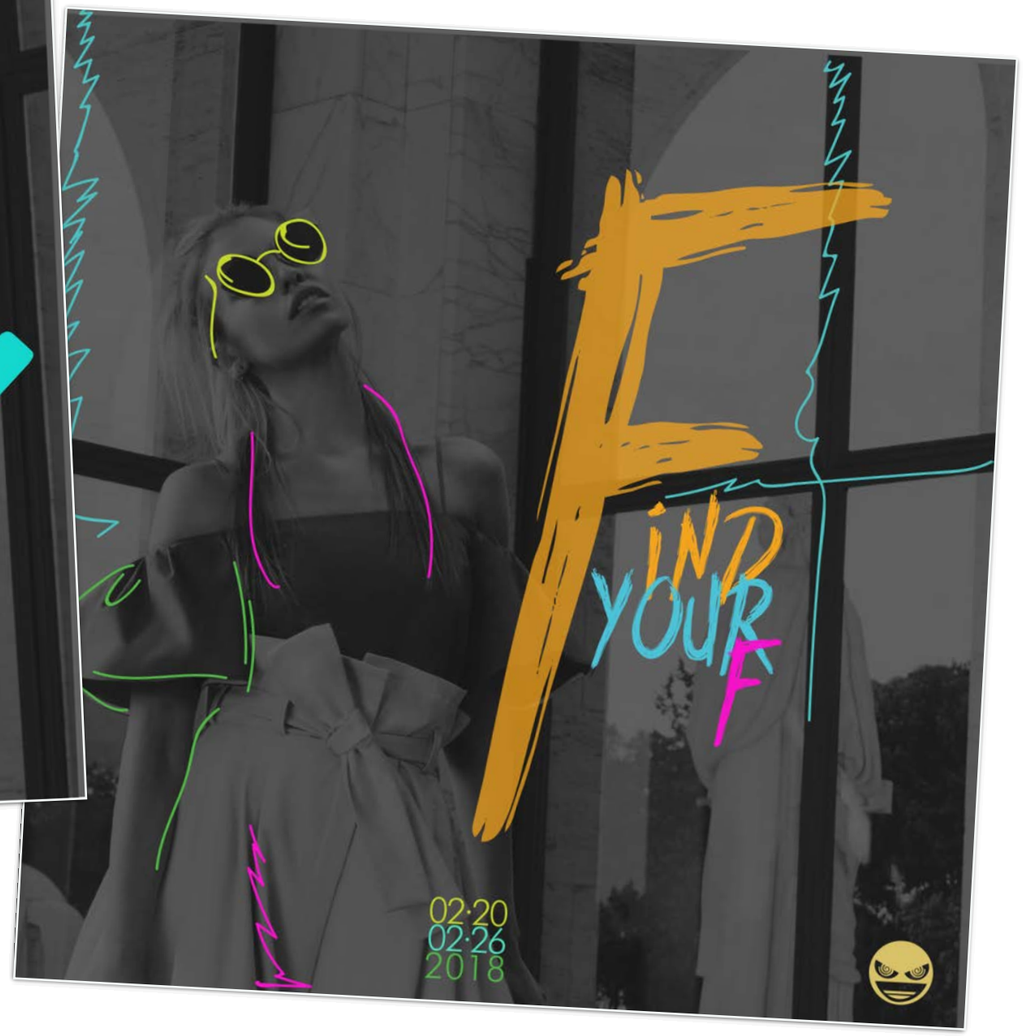
PROBLEM STATEMENT

FindYourF is a trans-media digital campaign based on the current FStandsFor campaign. This concept is based on a real world game where the Fendi followers finds clues hidden in a series of mediums involving print collateral, web URLs, art murals and social media. The purpose is to spread brand awareness and create hype within an elite subculture. The end goal is once all clues are collected followers gets an exclusive invitation to a grand fashion gala.

03 fendi roma #FindYourF

PRINT

INVITATION



The FindYourF is launched as a private invitation to the women's wear fashion show. On the invitation a hint of FindYourF is placed on the invitation that leads to a web URL where the next clue is displayed.

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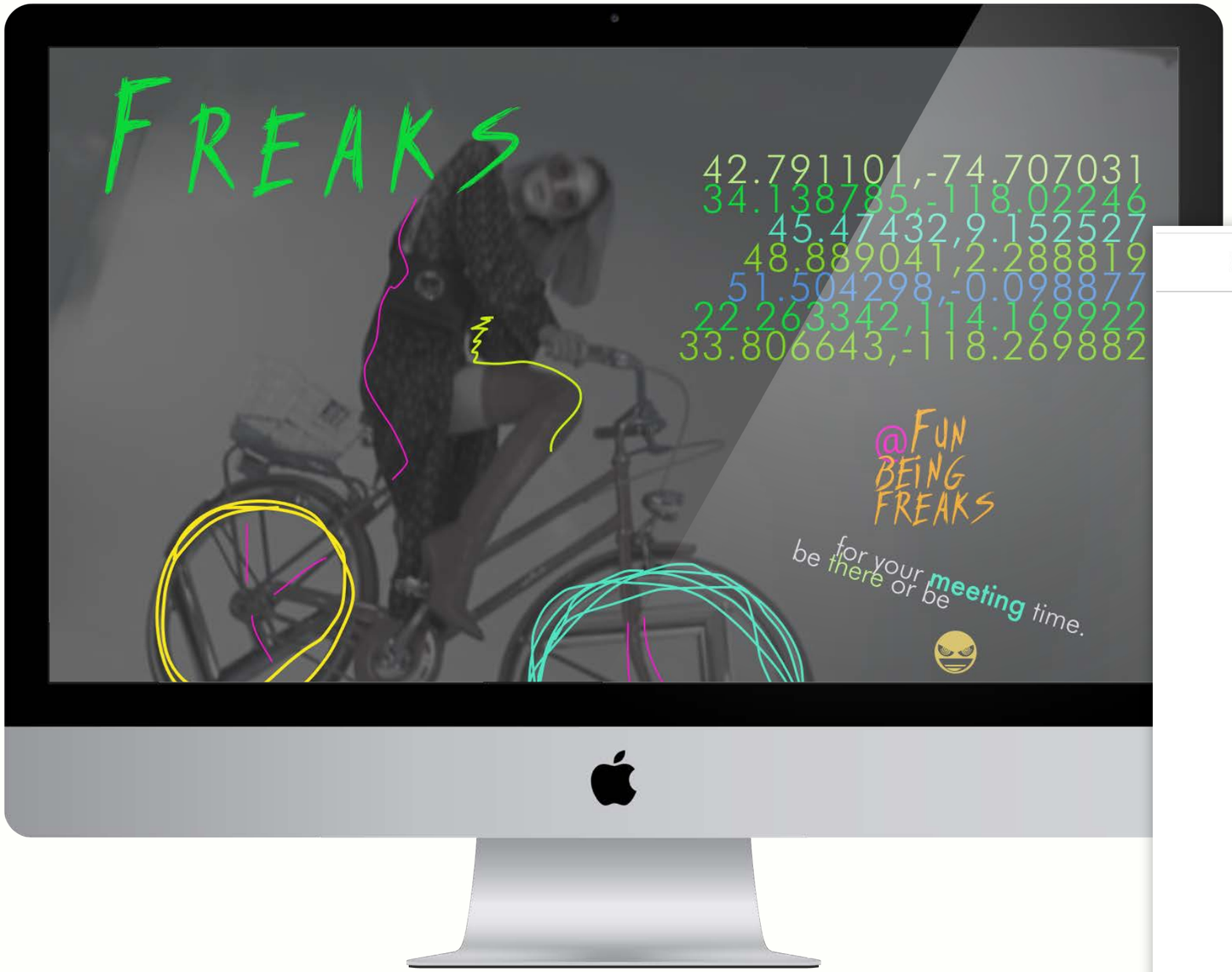
03 fendi roma #FindYourF

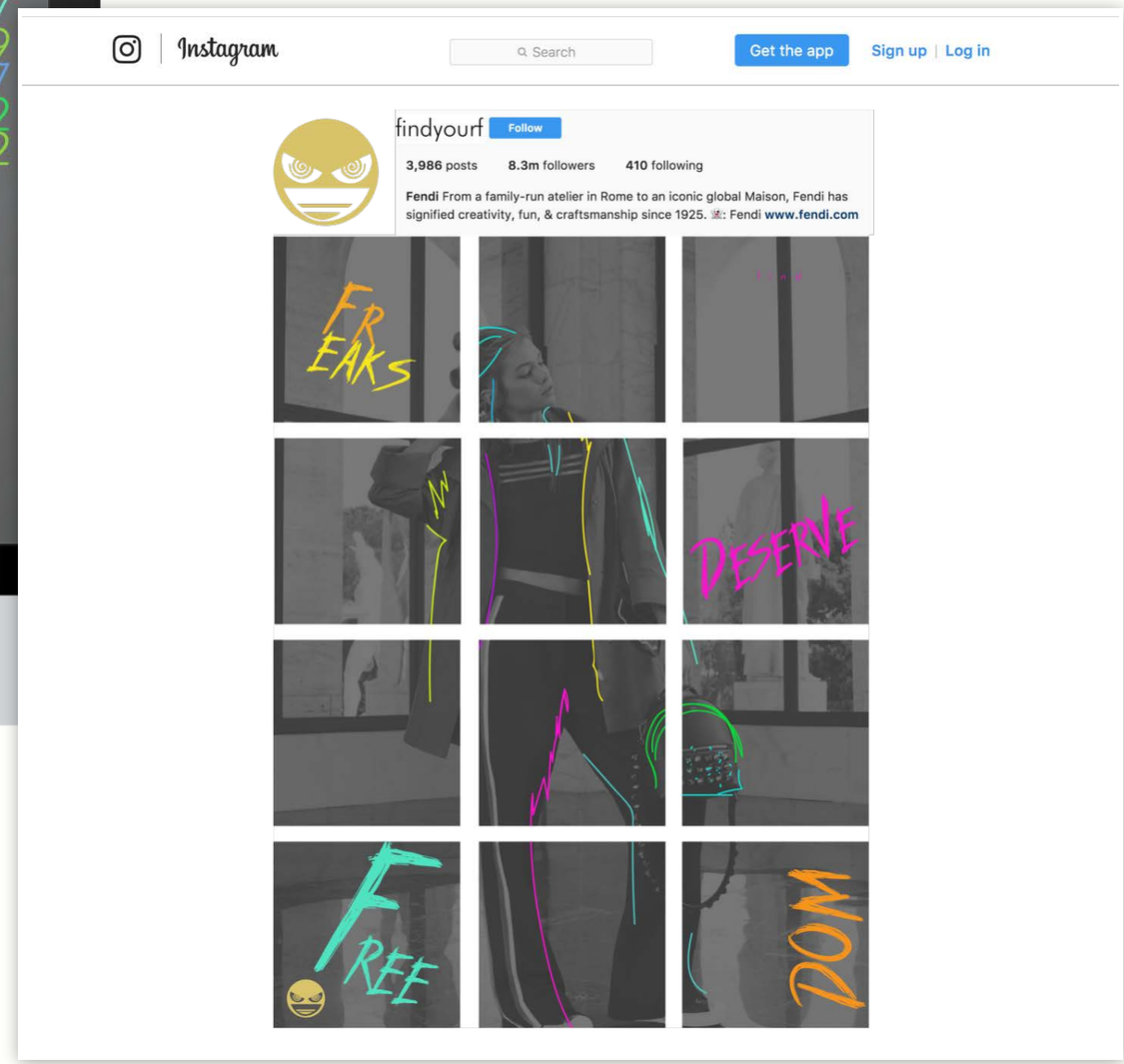
WEBSITE

At the women's fashion show swag bags are given out where a scarf is found and it displays the web URL of FindYourF.com. On the website it is displayed as a call out to the subculture who wants to embark on this journey of finding the other clues.

03 fendi roma #FindYourF

SOCIAL MEDIA





Social media Instagram account leads to another series of clues that displays latitude and longitude of specific locations. The locations are based in areas that have Fendi presence such as Hong Kong, LA, New York, Paris, and Rome. Followers are required to follow @FunBeingFreaks to get the specific meeting time for the next clue.

client projects...

04 *granville island works*

GRANVILLE ISLAND WORKS

THE PEOPLE THAT MAKE GRANVILLE ISLAND

Role: **FRONT END / UX DESIGN / PM**

Team: *Alyssa, Cloe, Shireen, Anna, Miranda, Ding-Wen Chen*

PROBLEM STATEMENT

A grass roots initiative that came from the passion and dedication of an artisan community. With possible corporate changes happening on Granville Island, the community banded together in solidarity to celebrate their cultural diversity through storytelling. The challenge was to to find digital medium to capture the essence of their vision.

04 granville island works

WORDPRESS WEBSITE

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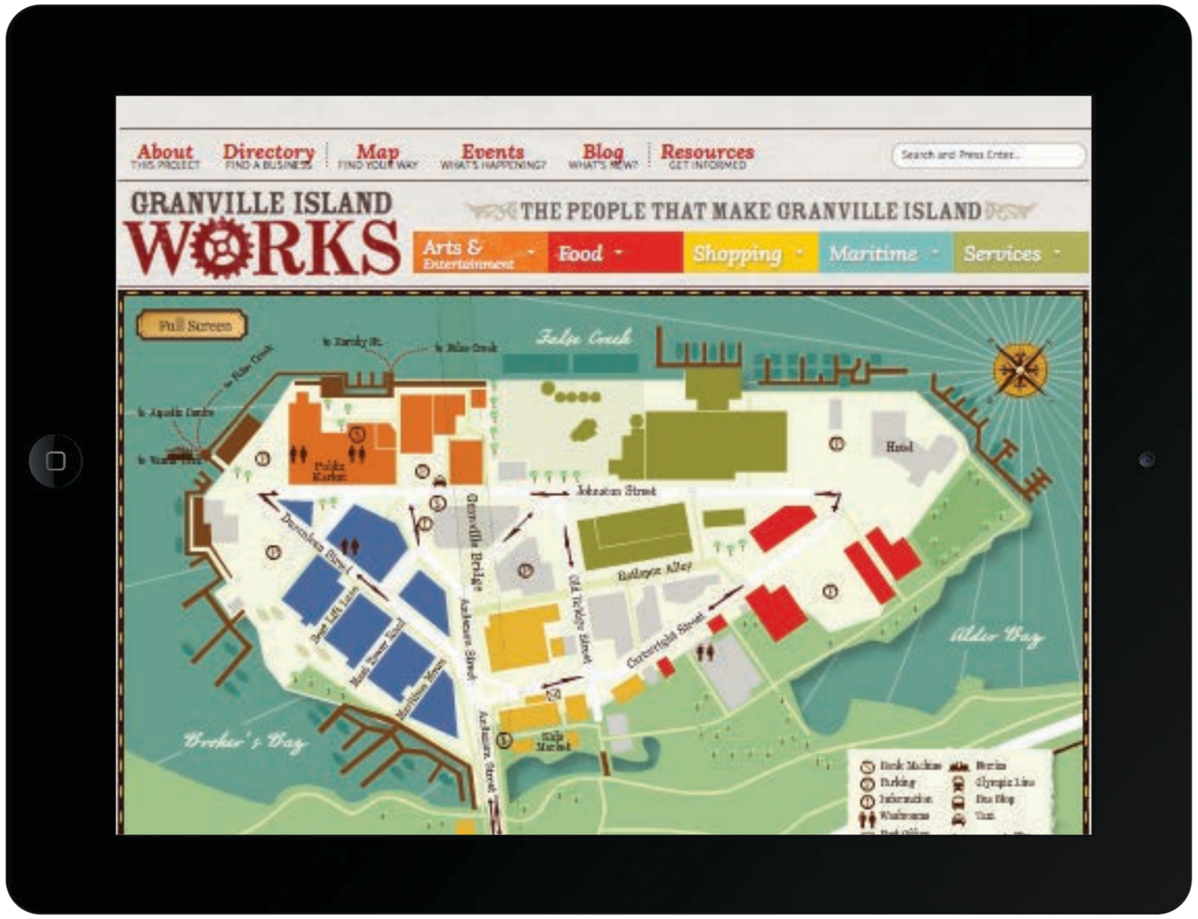
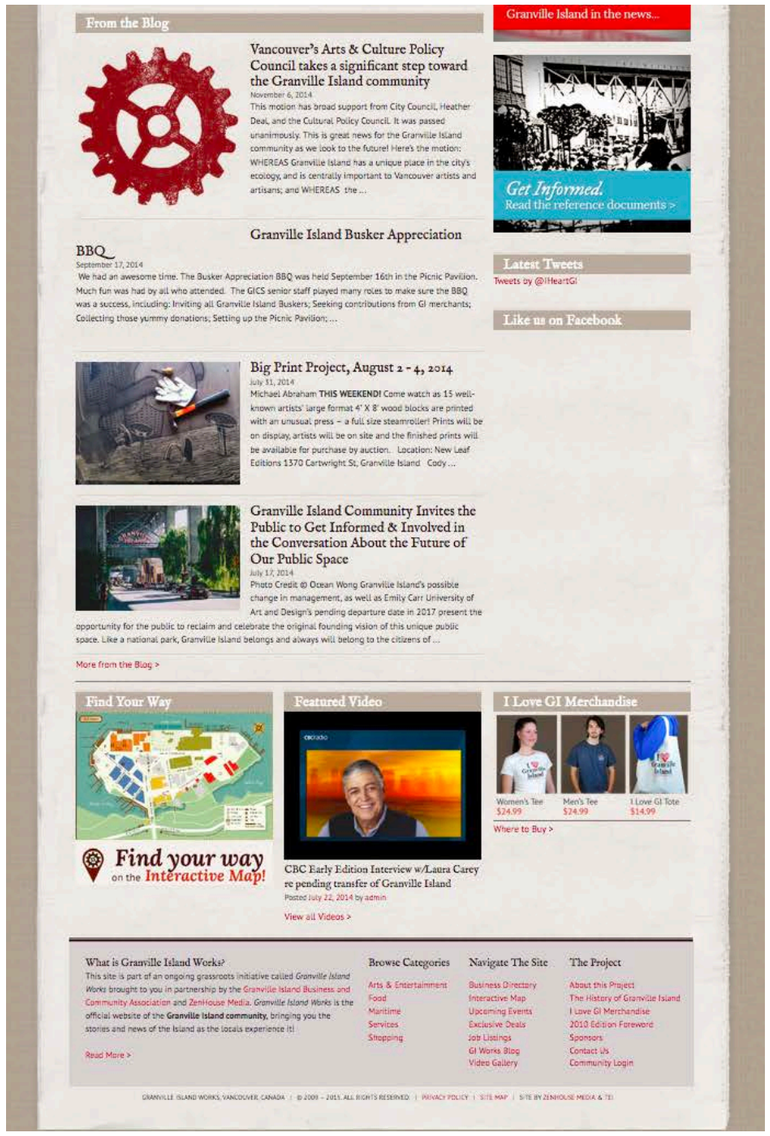
04 *granville island works*

INTERACTIVE MAP
COMMUNITY BLOG





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04 *granville island works*

SOCIAL MEDIA STRATEGY

GI WORKS MERCH

PRINT COLLATERAL

Jan 13 – Feb 10, 2011 Granville Island Works Storytelling Contest

GRANVILLE ISLAND WORKS

Embracing the Vibrant Cultural Heart of the City

The Revival of the Old Market Square

The market square throughout time has always been the pulsing heart of the city, the gathering place for fun, laughter and celebration. It is the hub of trading, where farmers, artisans, musicians, actors and vendors share their creations; a place of peace and of cultural abundance, where neighbours and travelers greet each other and share their stories.

Whether in Covent Garden near Trafalgar Square in central London, the Champs-Élysées of Paris or Times Square of New York, every community in every generation shares the desire for this organic experience; the vibrancy of human interaction and cultural celebration that reverberates when people gather in one central locality. This begs the question, in Vancouver, where is the gathering place in our city?

Last year, in the light of the Olympic Games, Vancouver re-discovered itself as a place of excitement, of celebration, vitality and beauty; a cross-cultural epicenter where people from all over the world could gather and celebrate together. With thousands of visitors arriving in our city, Vancouver rose up to host the largest cultural celebration it has ever known. As a result, the city has taken on a new ambassadorial role, representing to the world all that is best and fun in Canada, particularly as the gateway to the East and all the Pacific Rim countries. Now, where can you go, in the light of Vancouver's Olympic success, to find that spirit and continue to enjoy the vibrancy of fun and celebration that so typified the Olympic experience?

"You're gorgeous, baby, you're sophisticated, you live well... Vancouver is Manhattan with mountains. It's a liquid city, a tomorrow city, equal parts India, China, England, France and the Pacific Northwest. It's the cool North American sibling."

– The New York Times, Vancouver 2010 Winter Olympics

☞ Continued Page 2

THE REDEVELOPMENT OF GRANVILLE ISLAND IN FALSE CREEK, VANCOUVER

Newspapers from 1977 announce the Island's redevelopment.

Hey... Enter your story to win!

Granville Island Storytelling Contest:

How has Granville Island Captured Your Heart?

With Valentine's Day around the corner, we want your stories of love and other adventures, intimate tales of intrigue or chance meetings! From the hilarious to the tear-jerking and everything in between, Granville Island has inspired magical tales of true love, travel, nautical adventure, larger than life speed bumps and surprising run-ins with the animal kingdom. What does Granville Island mean to you? Tell us your story, contribute to Granville Island's living history and win amazing prizes!

I proposed to my husband with a Lee's Donut.

— Story Submission 2010

"We came to Canada in 1957 from the Netherlands. False Creek was filthy with oil from industry, nothing could live there. Now it's clean and pure and the seals and fish can live here because they cleaned it up and life returned. So there is hope for the world."

— Story Submission 2010

How to Enter the Contest:

1. Go to www.granvilleislandworks.com, Click on the yellow "Enter Contest" link or scan the barcode below on your mobile.
2. Fill out the online form — tell us a story about how Granville Island has captured your heart or tickled your funny bone!
3. Stay tuned on The Shore 104.3 fm and www.granvilleislandworks.com to find out if you're a winner!

What Can I Win?

The Grand Prize: an Exclusive Insider's Tour of Granville Island!

Go behind the scenes and let Granville Island treat you to an experience you won't forget. Enjoy a fine meal at one of the Island's dining hotspots, try your hand at a craft in one of Granville Island's open studios and end the day with a scenic boat ride through False Creek and English Bay.

Other great prizes:

- *Beaded coasters to Ecomarine Ocean Kayaking Centre*
- *Tickets to Vancouver TheatreSports League*
- *Hand made Kromia Artist's Acrylics paints*
- *Just Imagine... Fun Clothing Children's costumes*
- *Earrings from Michael Dean Jewellery*
- *Gift bags full of sumptuous Granville Island goodies courtesy of Island businesses & ZenHouse Media*

For more details on the Insider's Tour and other prizes, go to **www.granvilleislandworks.com**

Scan barcode to enter the contest on your mobile.

www.granvilleislandworks.com

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05 *shortt & epic productions*

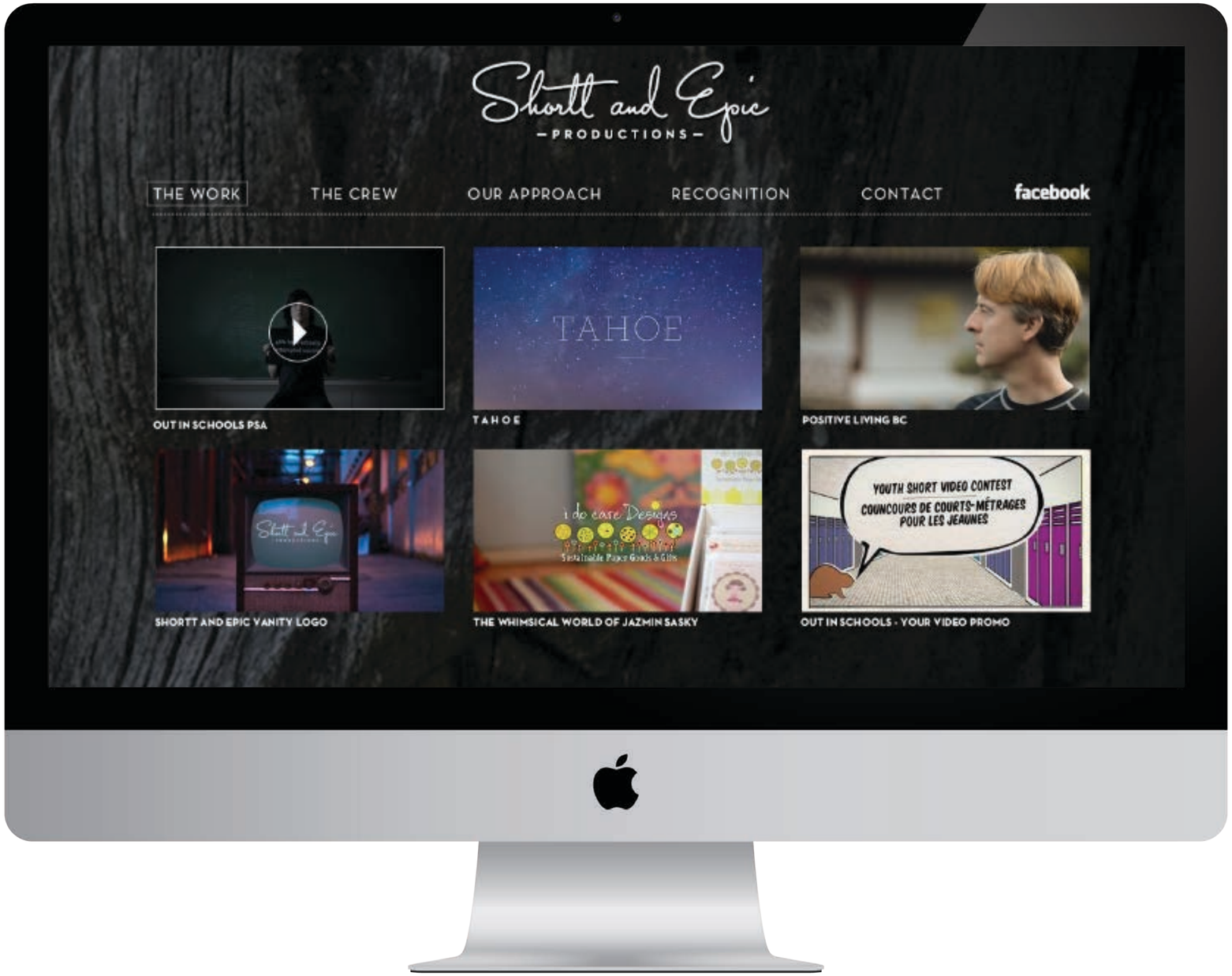
Role: **FRONT END / UX DESIGN**

PROBLEM STATEMENT

Dave Shortt the founder of Shortt and Epic Productions needed a simple, visually cohesive website with the ability to manage his own content. The website needed to tell a visual story and convey a strong tone of voice.

05 *shortt & epic productions*

WORDPRESS WEBSITE



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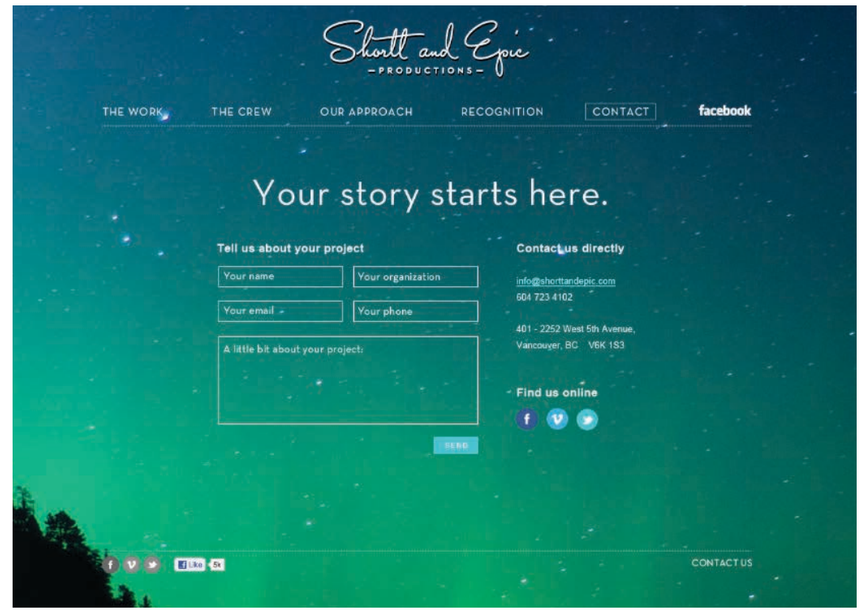
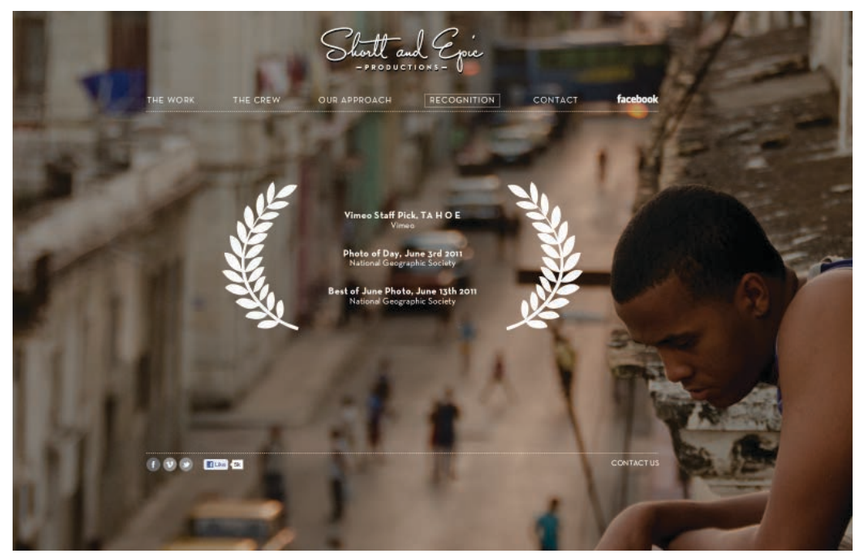
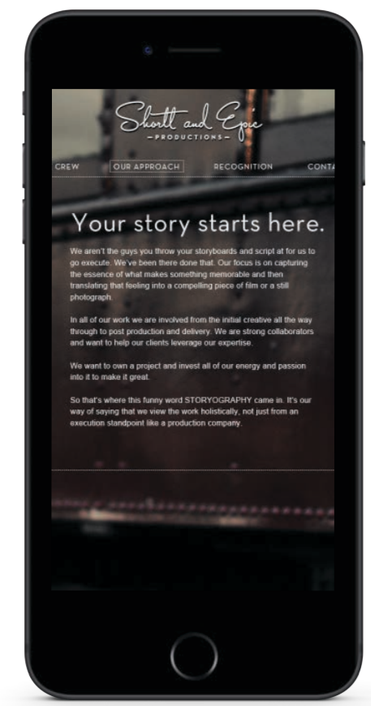
05 *shortt & epic productions*

WORDPRESS WEBSITE







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06 *pacific immigrant resources society*

Pacific Immigrant Resources Society

Women and Children Learning Together

Role: **FRONT & BACK END / UX DESIGN**

Team: *Alyssa, Cloe, Miranda*

PROBLEM STATEMENT

PIRS needed a website redesign to help new female immigrants find programs best suited to integrate into Canadian culture. Some technical aspects was an intuitive navigation, easy and accessible information regarding their programs, integration of videos, and the ability for the organization to update the website themselves in CMS WordPress.

06 *pacific immigrant resources society*

WORDPRESS WEBSITE

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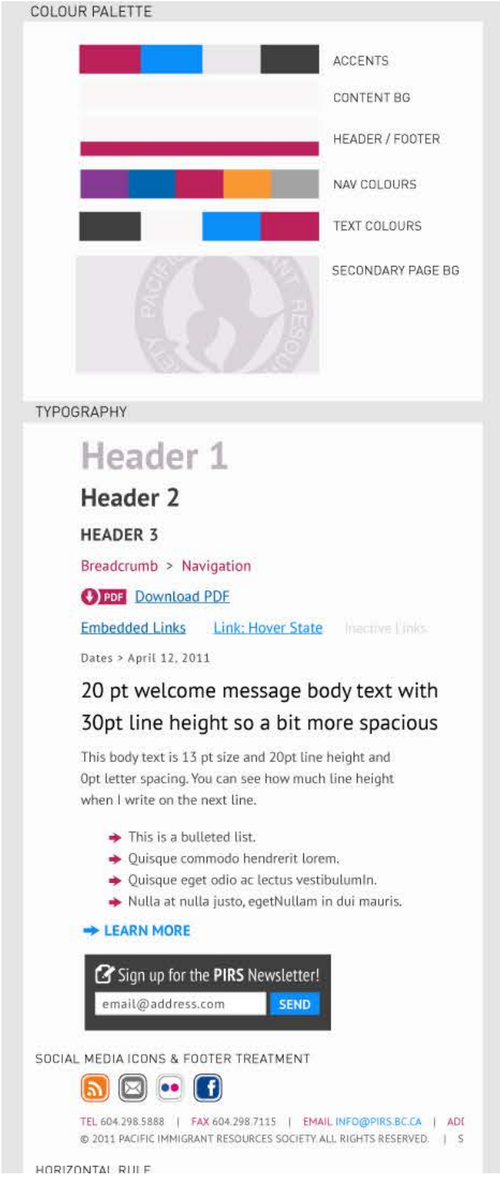
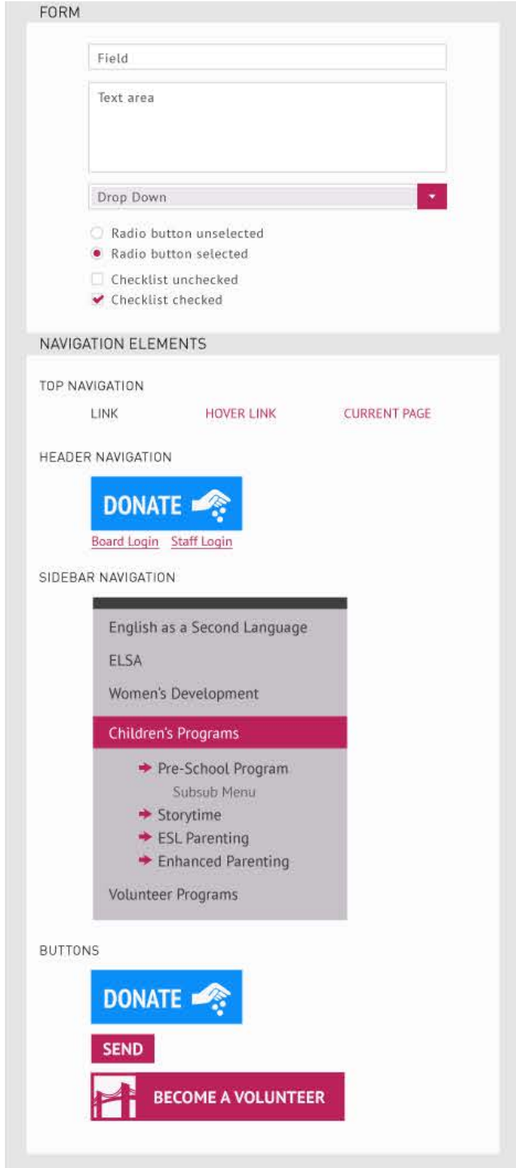
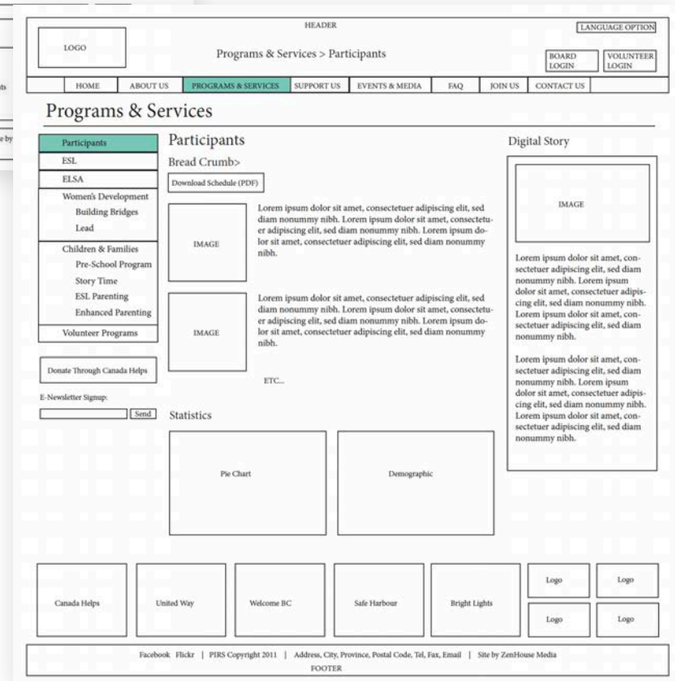
06 *pacific immigrant resources society*

DESIGN RATIONALE
WIREFRAME







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passion projects...

07 *ginger & moonshine*

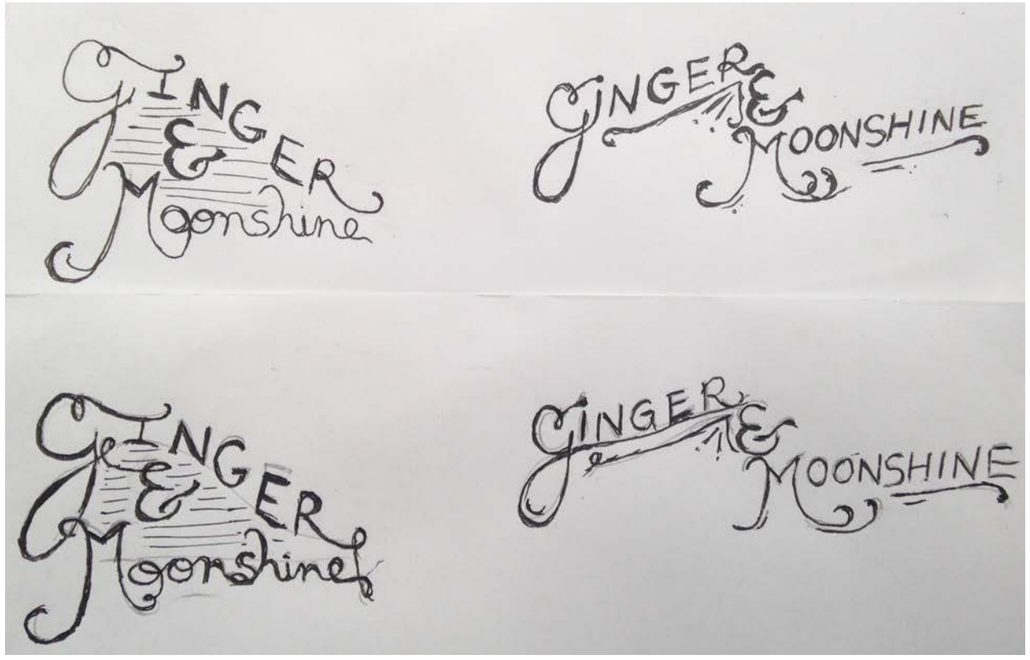
Role: **ILLUSTRATOR / VISUAL DESIGN**
Team: *Cloe, Miranda*

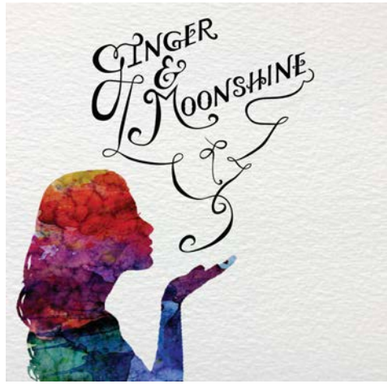
PROBLEM STATEMENT

G & M, an all female folk band needed a logo, and album cover for their CD release party. The reflection of their music and genre had to be seen and felt through the design. They are an eclectic and creative group of young women who collaborates on song writing that opens the heart connection. The goal in this project is to reflect their essence.

07 *ginger & moonshine*

CONCEPT DEVELOPMENT
& PROCESS





07 *ginger & moonshine*

COVER ILLUSTRATION

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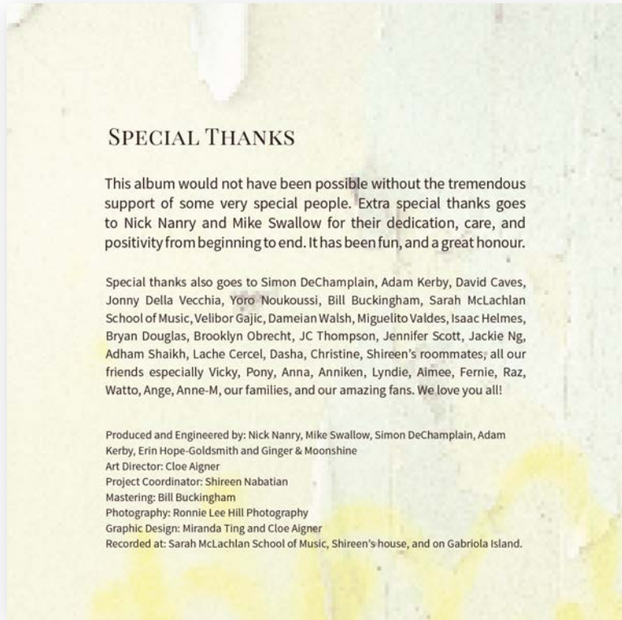
07 *ginger & moonshine*

ALBUM DESIGN



Special Thanks

This album would not have been possible without the tremendous support of some very special people. Extra special thanks goes to Nick Nanry and Mike Swallow for their dedication, care, and positivity from beginning to end. It has been fun, and a great honour.

Special thanks also goes to Simon DeChamplain, Adam Kerby, David Caves, Jonny Della Vecchia, Yoro Noukoussi, Bill Buckingham, Sarah McLachlan School of Music, Velibor Gajic, Dameian Walsh, Miguelito Valdes, Isaac Helmes, Bryan Douglas, Brooklyn Obrecht, JC Thompson, Jennifer Scott, Jackie Ng, Adham Shaikh, Lache Cercel, Dasha, Christine, Shireen's roommates, all our friends especially Vicky, Pony, Anna, Anniken, Lyndie, Aimee, Fernie, Raz, Watto, Ange, Anne-M, our families, and our amazing fans. We love you all!

Produced and Engineered by: Nick Nanry, Mike Swallow, Simon DeChamplain, Adam Kerby, Erin Hope-Goldsmith and Ginger & Moonshine
Art Director: Cloe Aigner
Project Coordinator: Shireen Nabatian
Mastering: Bill Buckingham
Photography: Ronnie Lee Hill Photography
Graphic Design: Miranda Ting and Cloe Aigner
Recorded at: Sarah McLachlan School of Music, Shireen's house, and on Gabriola Island.

1.Seven Veils by *Shireen Nabatian*
Shireen Nabatian - lead and backing vocals//Jocelyn Hallett - backing vocals//Erin Hope-Goldsmith - piano,keys//Miranda Ting - electric guitar//Cloe Aigner - bass//Mike Swallow - drums//Miguelito Valdes – trumpet, percussion

2. Two Eagles by *Lucy St. John*
Lucy St. John - lead vocals//Jocelyn Hallett - backing vocals//Shireen Nabatian - backing vocals//Erin Hope-Goldsmith - keys//Miranda Ting - electric guitar//Cloe Aigner - bass//Mike Swallow - drums, ukulele//Miguelito Valdes - trumpet//Dameian Walsh - saxophone

3. She Reigns by *Alyssa Burtt*
Alyssa Burtt - lead vocals, guitar//Shireen Nabatian - backing vocals, violin//Miranda Ting - electric guitar//Cloe Aigner - bass//Mike Swallow - drums

4. Take Me Home by *Jocelyn Hallett*
Jocelyn Hallett - lead vocals//Shireen Nabatian - backing vocals, violin//Cloe Aigner - bass//Mike Swallow - drums, guitar, percussion//Adam Kerby – slide guitar

5. The Connection by *Shireen Nabatian*
Shireen Nabatian - lead and backing vocals, violin// Jocelyn Hallett - backing vocals//Erin Hope-Goldsmith - keys//Miranda Ting - electric guitar//Cloe Aigner - bass// Mike Swallow - drums, electric guitar//Miguelito Valdes - trumpet, percussion

6. Opening Up by *Jocelyn Hallett*
Jocelyn Hallett - lead vocals//Shireen Nabatian - backing vocals//Erin Hope-Goldsmith - piano//Cloe Aigner - bass// Isaac Helmes - drums

7. Time to Deal by *Jocelyn Hallett*
Jocelyn Hallett - lead vocals// Shireen Nabatian - backing vocals//Erin Hope-Goldsmith - piano, backing vocals//Cloe Aigner - bass//Isaac Helmes - drums//Adam Kerby - snaps

8. The Chain by *Lucy St. John*
Lucy St. John - lead vocals//Jocelyn Hallett - backing vocals//Shireen Nabatian - backing vocals//Erin Hope-Goldsmith - piano, keys, backing vocals//Cloe Aigner - bass//Mike Swallow - drums, percussion

9. Run Run Run by *Alyssa Burtt*
Alyssa Burtt - lead vocals, guitar//Jocelyn Hallett - backing vocals//Shireen Nabatian - backing vocals, violin//Miranda Ting - electric guitar//Cloe Aigner - bass; Mike Swallow - drums, guitar

10. Bluebird by *Shireen Nabatian*
Shireen Nabatian - lead and backing vocals, guitar// Jocelyn Hallett - guitar//Erin Hope-Goldsmith - piano//Cloe Aigner - bass//Mike Swallow - drums//Miguelito Valdes - percussion//Bryan Douglas - guitar//Nick Nanry - bass

11. Driftwood by *Cloe Aigner*
Cloe Aigner - lead vocals, guitar//Shireen Nabatian - backing vocals, violin//Erin Hope-Goldsmith - backing vocals//Jocelyn Hallett - guitar//Mike Swallow - backing vocals, drums, percussion//Nick Nanry - bass, backing vocals//Adam Kerby - backing vocals

Arrangements on songs: 1, 2, 5, 6, 7, 8.
by Erin Hope-Goldsmith

Ginger & Moonshine is:

Shireen Nabatian – vocals, violin, guitar
Jocelyn Hallett – vocals, trumpet, guitar
Lucy St. John – vocals, guitar, percussion
Alyssa Burtt – vocals, guitar
Cloe Aigner – vocals, bass, guitar
Erin Hope-Goldsmith – vocals, piano
Miranda Ting – electric guitar
Mikey Swallow – vocals, guitar, ukulele, drums, percussion

One night in 2009, a few good friends were jamming on an anchored sailboat in the Gulf Islands. We took our little acoustic jam to the pub and serenaded a bunch of drunken sailors. That's where it all began. We started this album in 2011 and took a break for a few years to sail from Vancouver to Baja Mexico and back again. Finishing our first album has been just as much of an adventure! It is a celebration of our love for one another and for the music that has brought us so much joy over the years. We hope you love it!

1. SEVEN VEILS
2. TWO EAGLES
3. SHE REIGNS
4. TAKE ME HOME
5. THE CONNECTION
6. OPENING UP
7. TIME TO DEAL
8. THE CHAIN
9. RUN RUN RUN
10. BLUEBIRD
11. DRIFTWOOD

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thank you...