



I certify that the work included in this portfolio is my own original work. Work included which was conducted as part of a team or other group is indicated and attributed as such--the other team members are named and a true description of my role in the project is included.

A handwritten signature in black ink that reads "Chen Mu-Tsz".

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<http://www.kizipad.com>

[Kizipad corp.] Kizipad sold children digital laptop containing pre-school education. The website had been on board 2014 Jan..

Engaging as [web designer], my responsibility included : information flow design, prototype, case study, idea-presenting, end-user usability testing, creating interaction design and layout, cooperate with photographer for branding and style conveying, building site with codes.

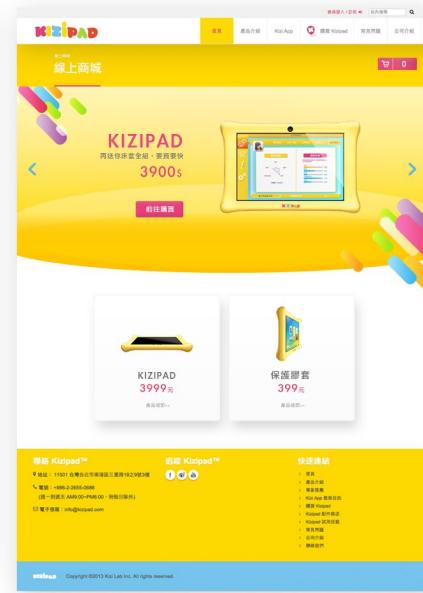
Art director : Dorian
Engineer : Eddie Hsu

(programing)
CSS, HTML, Javascript (Bootstrap)

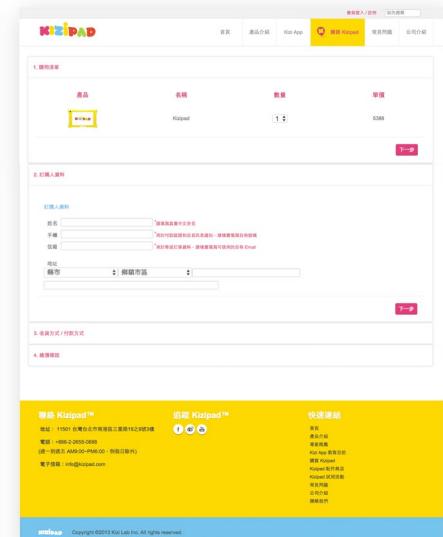
(design)
Photoshop, Illustrator



Index page - animation design.



Shopping page - flexible responsive site layout.



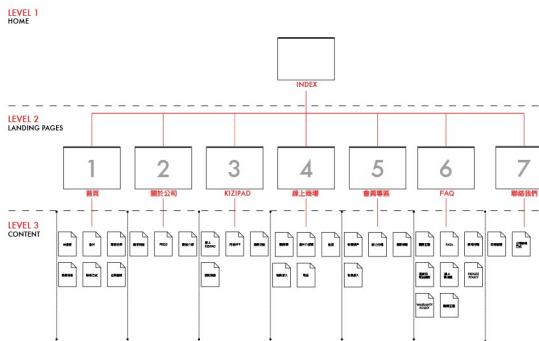
Payment Logistics flow page

Website Design:

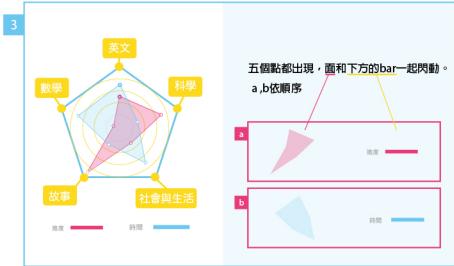
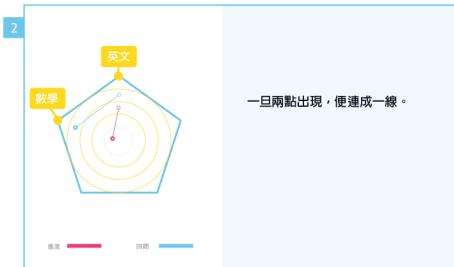
(a.) Integrating Interaction design elements: including button, hyper-links and animation duration and style.

(b.) Optimizing SEO and usability by Responsive Site Design: designed flexible layout with Adobe suite and realized those with Javascript.

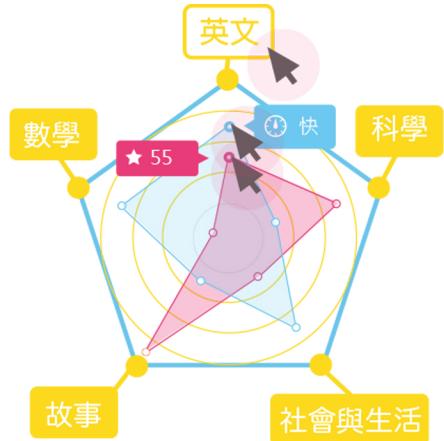
(c.) Building Useful Payment and Logistics Flow: Test usability with targeted customers, cooperate with programmer to make practice of fluent flow.



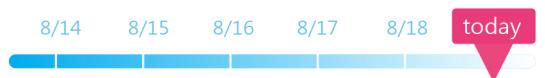
Sitemap



Child Ability System - Step-by-step animation flow design.



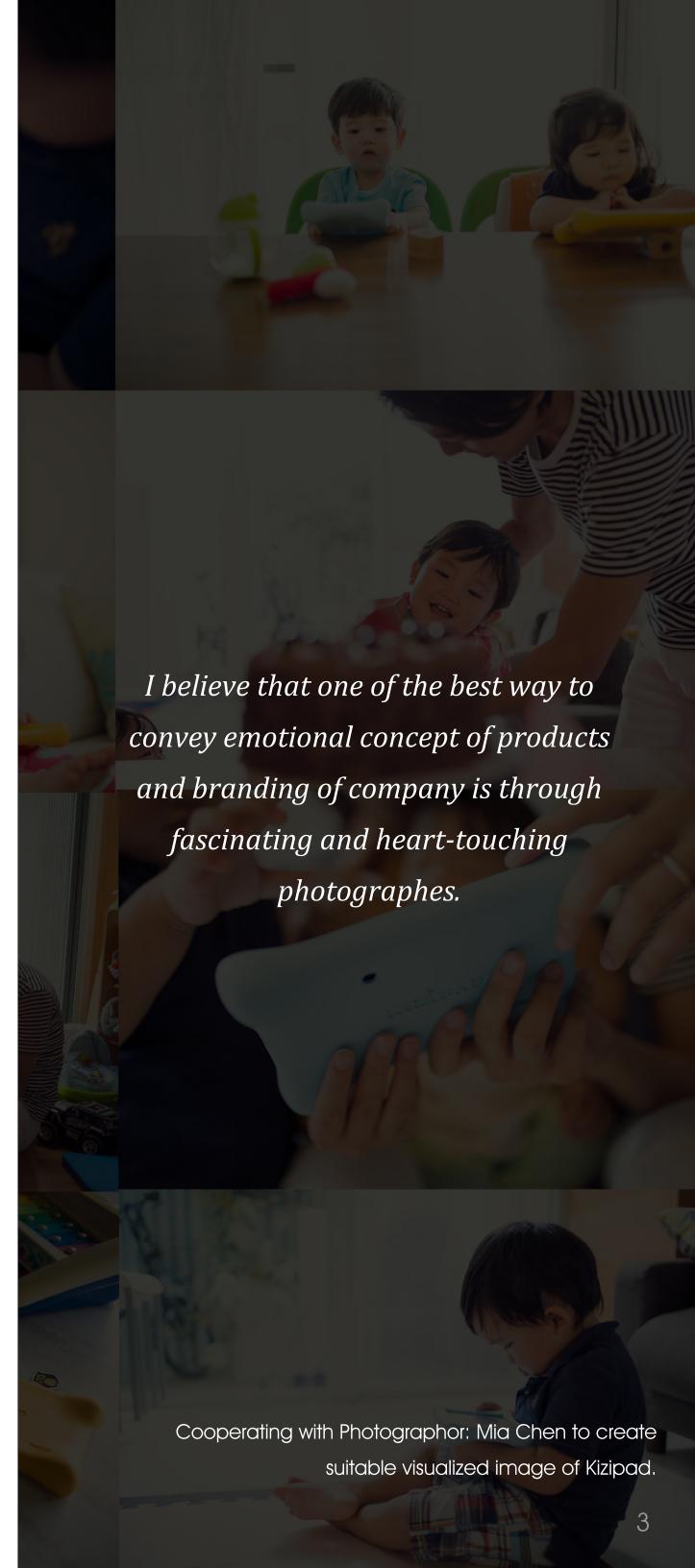
Child Ability System - Clarify five distinguishing abilities with hover animation design.



Child Ability System - Timeline interface displaying child ability development in long-term period.

Interface / Interaction Design:

Child Ability System is a functional system both in Kizipad and Website to indicate child's progress in educational games. By presenting interpreted score child gained in games, the interface and interactive display children's development in each field. My goal is to create clear interface to cope with intricacy of figures in numerous stages, while at the same time to design with cute and childish elements.



I believe that one of the best way to convey emotional concept of products and branding of company is through fascinating and heart-touching photographs.

Cooperating with Photographer: Mia Chen to create suitable visualized image of Kizipad.



<http://www.looker.com>

[Looker.com] Website serve to provide Taiwan local delicious fare based on customer's will and mood. Categorizing all the cuisine into three sections: travel, food and culture/life, Lookers' members had reached 500 stores in 2014 and had increased rapidly ever since.

As a user experience and web designer, I examined target customers and needs from store owner who desired to promote their local business. I also designed website pages and code those into usable website.

Engineer : Eddie Hsu

(prototype)

Axure, Photoshop

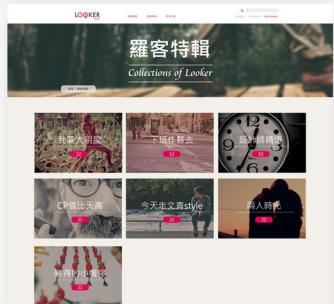
(programing)

CSS, HTML, Javascript

(design)

Photoshop, Illustrator

Product Page - stores are categorized in terms of price, car-parking availability and cuisine type. Tags are efficient to keep searching behavior and are designed below each store column.



Collection Page - While people may not as clear what they are looking for, Collection page serves to support them to decide, by mood.

Responsive layout for mobile - for finger interacting interface, all buttons are designed wide and "touchy", and with clear indication of animation when being activated. Some functions are eliminated since for mobile users, those are too time-consuming.

Collection List - Dropdown design

Front Page - Display up-to-date news and recommended local stores on the most-viewing area. Remain functional interface on top and leave the details and time-dedicating searching interface below.

Gigastone

<https://www.behance.net/gallery/17071225/Company-website-revise>

[Gigastone] Gigastone Corporation, an established consumer electronics brand throughout America, requested for a revise for its website.

The main target of the revising is making each page of the website functional and easy accessible for customers with different and specific need. Through cooperation and detailed examination with home office located in America and Taiwan branch office, the website finally match the need both in eastern and western worlds.

(prototyping)

Axure

(design)

Photoshop, Illustrator

Product page

Responsive Design - flexible layout design.

Information page

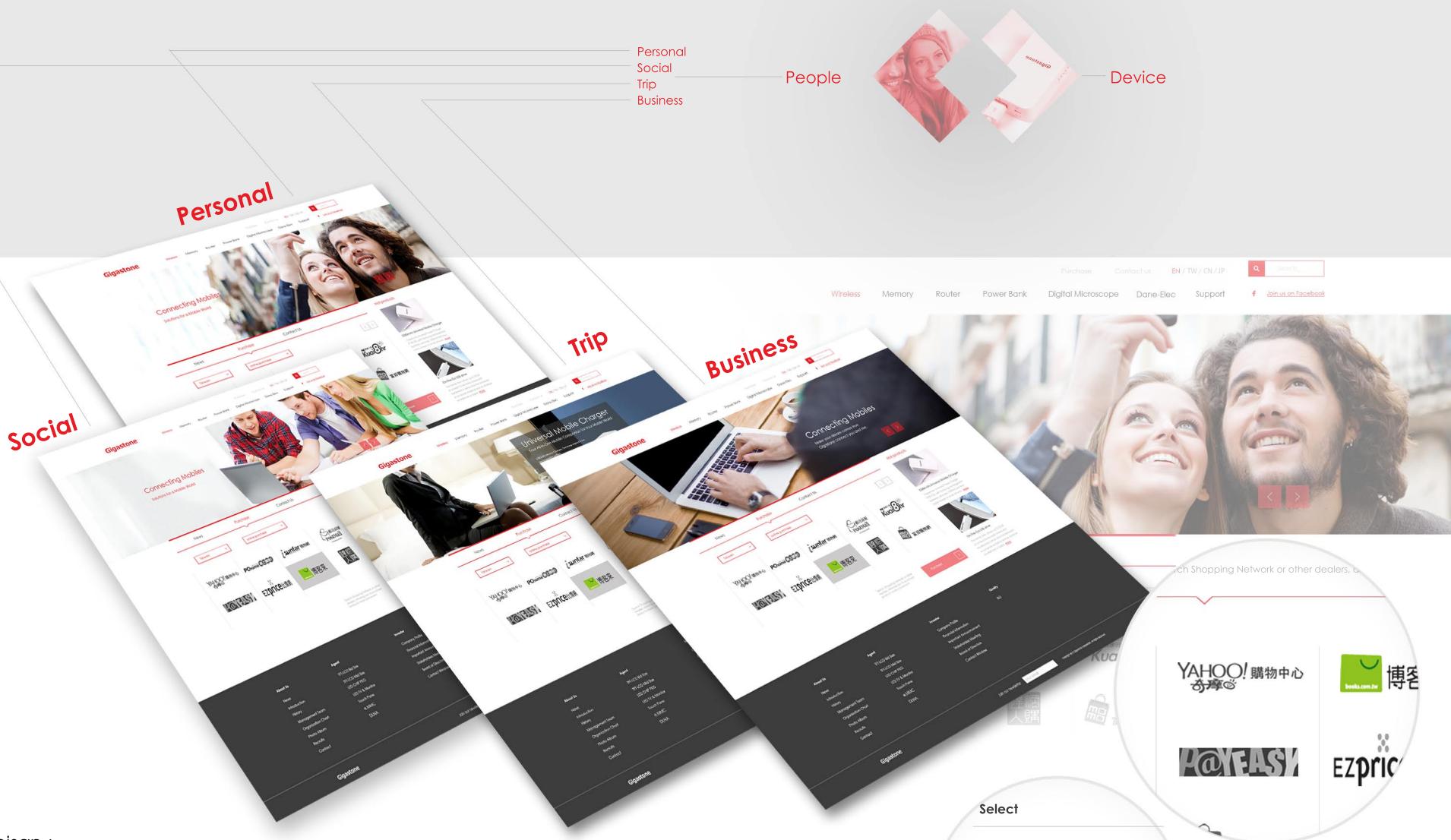
News feeds page

Repair / contact page

Photo display

Company Q&A page

Photo page



Website Design :

Gigastone sold electronic devices such as USB, Wireless receptor which have strong connection to peoples' daily routines. To enhance the links between users and the products, I set up four circumstances - personal, social, trip and business in which covered most of the situations people encounter to inspire the designing of the website welcome page.

Interface Design :

Linear and minimal interface design indicate the rapid-pace, innovation and simplicity that represent the how technology had influence on our lives. Besides, the animation between arrows, line and square could flexibly interchangeable.



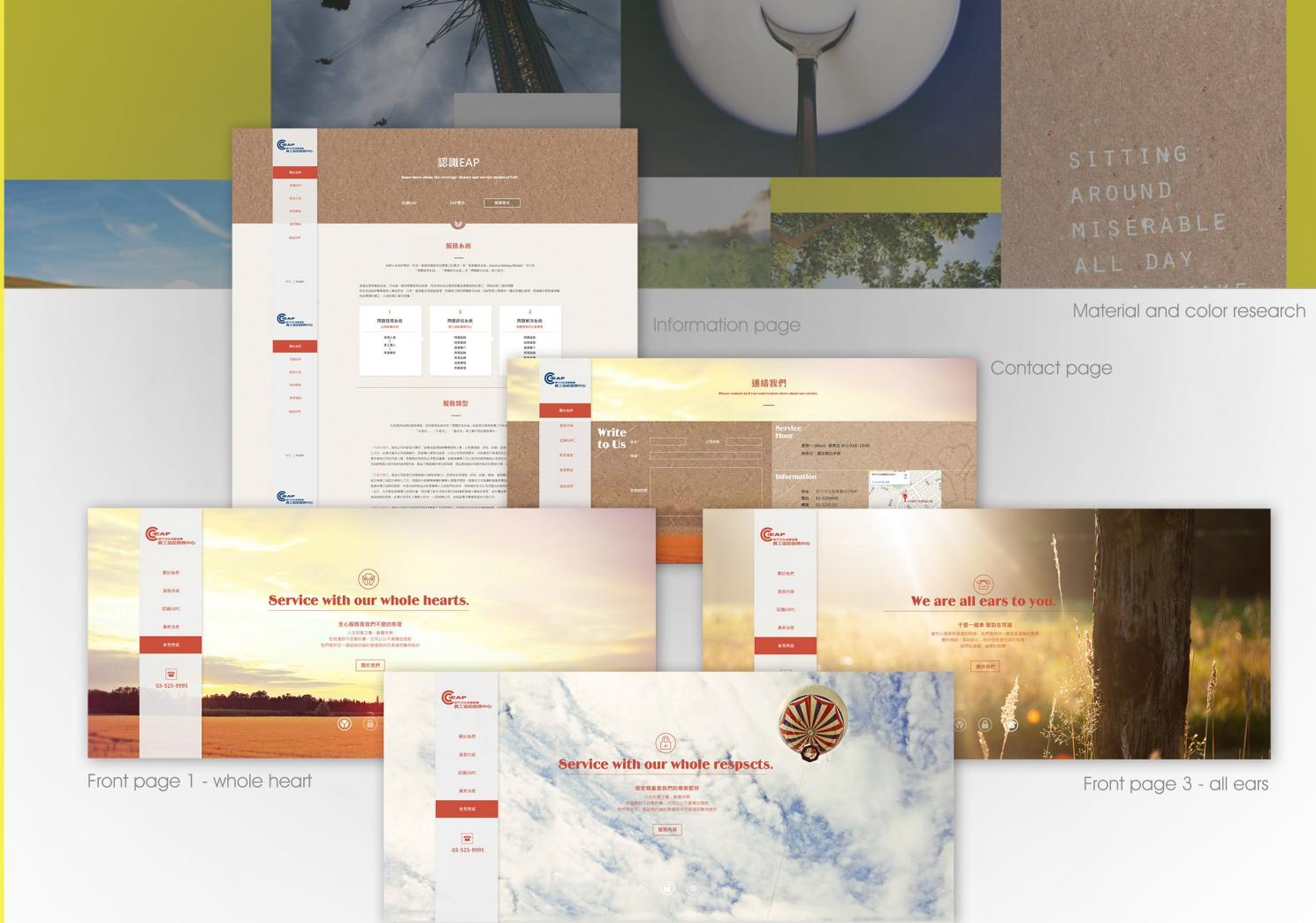
<http://www.eapcenter.org/>

[EAOC] Client EAPC, offers psychological and mental consulting services with employees in organizations, has a strong will in providing cares in whole hearts and act as a social interest groups role to improve public health in mind.

Top challenge of the website is that how to convey company's goal in social care visually. Declining in using figure of people in the website, the client urges for a better solution. With several interviews with customers, the image that matches the company most turns out to be "mother and nature"; therefore, photographs with arm-bracing wide view and wooden-warmth become the main feature of the website.

(Design) Photoshop, Illustrator

(Programming) HTML, CSS, Javascript



Item design - match the three mission of the company - whole heart, confidential and all ears.

Engineering experience and interactive design :

The rotating effect of three pages at the front page and the items activating displaying different page is programed by usage of javascript and HTML, CSS.

Material Research:

Gathering all materials that match image of company including colors, textures and photos.



[Leeguitar] Leeguitar company, founded by Asia singer Jonathan Lee, had over 50 Guitar retailers and branches in China, Taiwan and Malaysia. Clients need a revise of the original website.

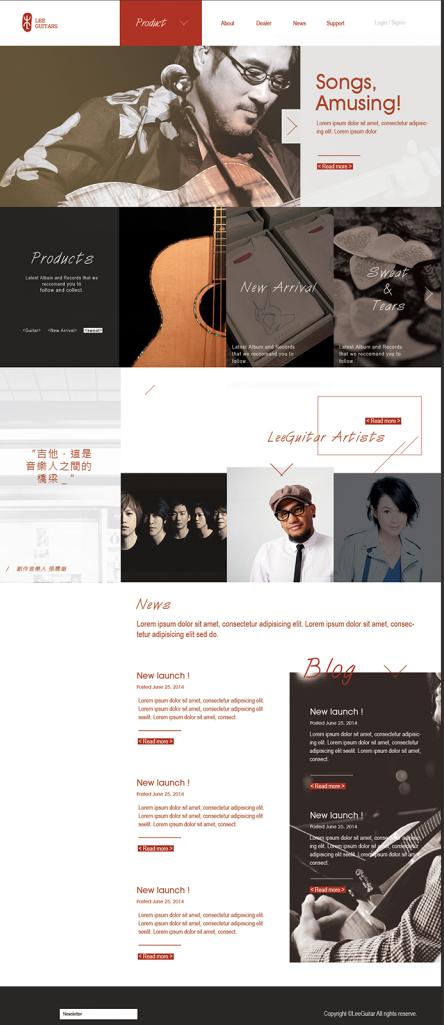
Starting with analyzing the problems in website and the true needs from guitar fans, me and the client had come to the consensus that many pages having no assist in formulating the sense of company branding or lack in conveying information would need to be eliminated. My job in the project is analyzing the aim of the platform, surveying competitors' websites, and prototyping each pages before design process.

(prototype) Photoshop

(design) Photoshop, illustrator

[Right] Other prototyping pages, overall included 17 pages: Products, About, Store, News, Support, Blog. All prototype are presented with client and indicate clear image of the whole website.

Front page design and Prototype display



The image displays a grid of 17 wireframe prototypes for various website pages, including:

- News:** A grid-based news section with columns for title, date, and content.
- About us - Story:** A page featuring a story about LeeGuitar with a sidebar for navigation.
- Product List:** A grid showing different guitar models with their names and descriptions.
- Dealer:** A page listing dealers across Taiwan, China, and other regions.
- Contact Us:** A form-based contact page with fields for name, subject, email, message, and a checkbox for newsletter.
- Blog:** A page with multiple blog posts, each with a thumbnail, title, date, and content.

Each prototype includes placeholder text and navigation menus at the top. The entire set of prototypes is labeled "Copyright ©LeeGuitar All rights reserved."



Javascript programming certification -

I had completed the three months Javascript and Front-end web development course at the information System Traning Program of Department of Science and Information Engineering at Nation Taiwan University.

Company Identification Design [1] -

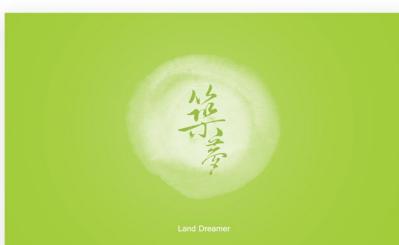
[Landreamer]

I designed the overall image of the Landreamer company which sells farming facilities and lands.



Image design (for decorating purpose)-

shapes and colors imply nature - grass, farming and sky. The softness texture conveys the balance and neutrality of nature.



Business Card



Stationary



Business Card



Landreamer co.

Company Logo



Company Logo

Company Identification Design [2] -

[Taipei Digital Group]

I designed the overall image of the Taipei Digital Group and also included the design in stationaries of company, including envelops, business card and name tags.





Photograph -

- 1/ Boy on Melk Kram
- 2/ Departure
- 3/ Treasure behind the cherry tree
- 4/ Street in Budapest
- 5/ Bricks Memory
- 6/ Will you remember me?
- 7/ Salzburg

