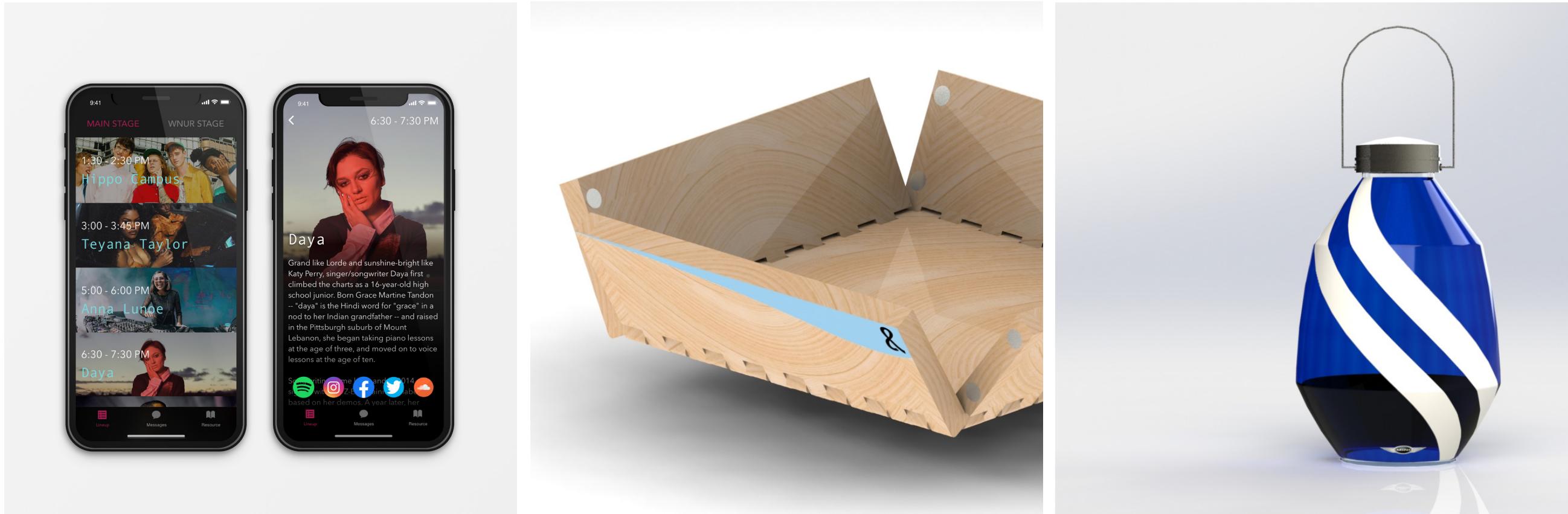


Nancy Yao

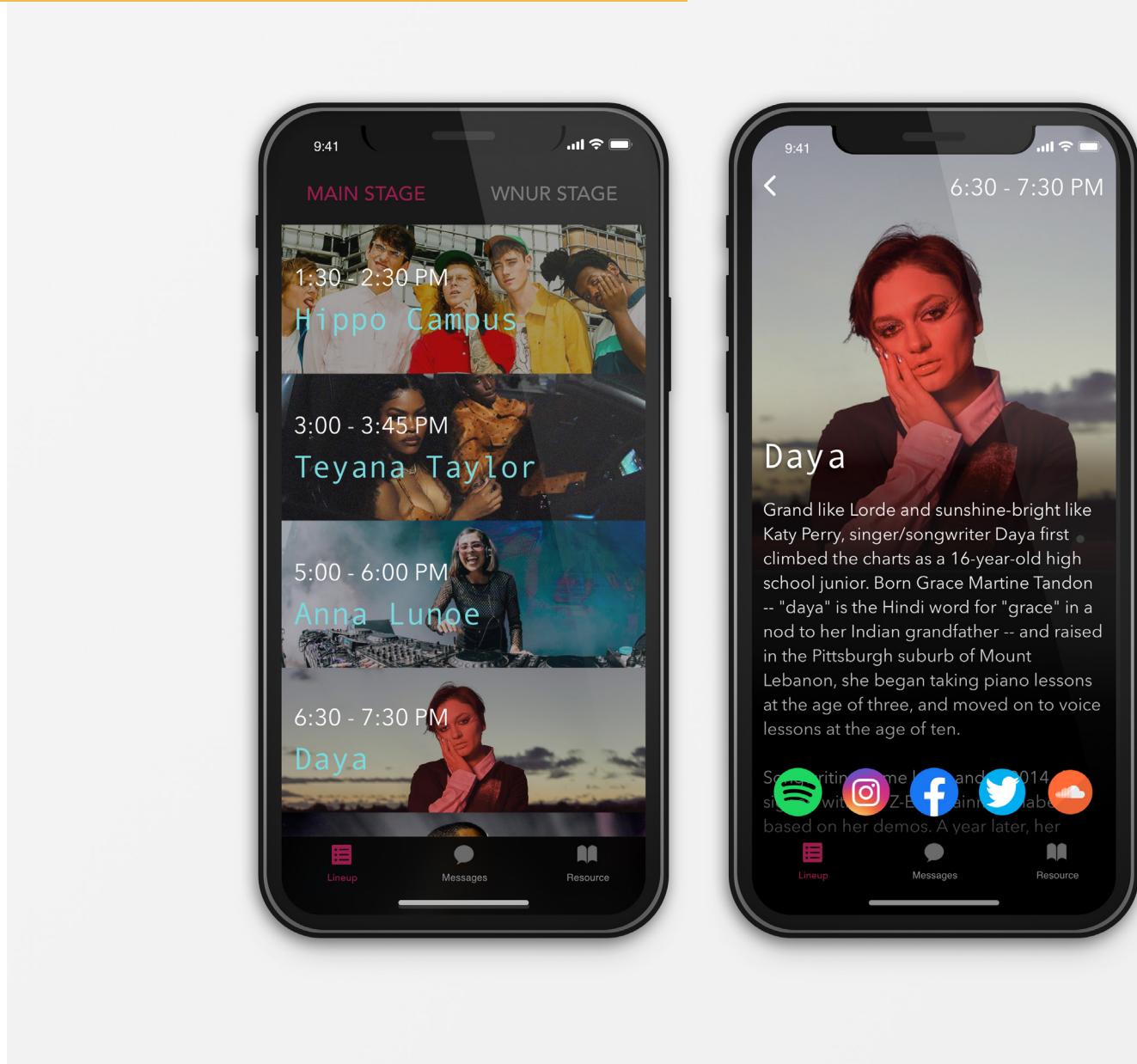


MAYFEST

Role: UI/UX Designer

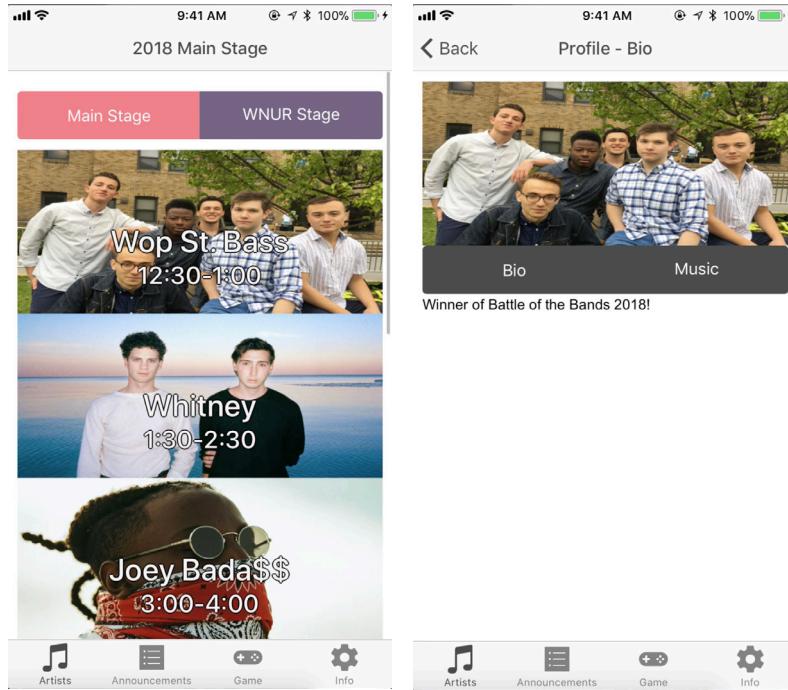
Skills: Sketch, UI/UX

Date: Oct - Dec 2018



I redesigned the mobile app for **Mayfest Productions'** annual Dillo Day, the biggest student-run music festival in the nation.

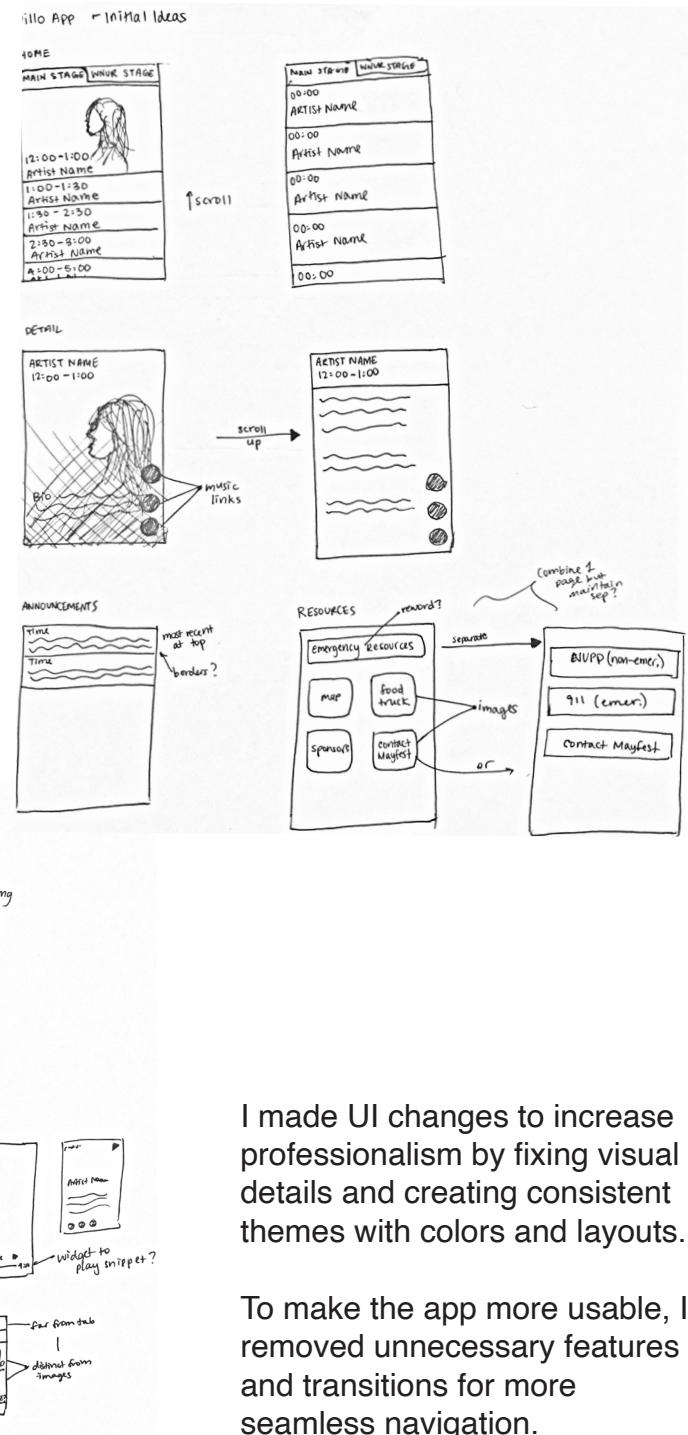
The original app had usability issues that made it hard to find resources and information about artists, and created a generally unpleasurable experience. My goal was to increase engagement in the event by making the navigation smoother and information more accessible, as well as polishing the interface.



Screenshots from the old app show clear UI problems, such as image distortion and redundant navigation bar labels that clutter the app.

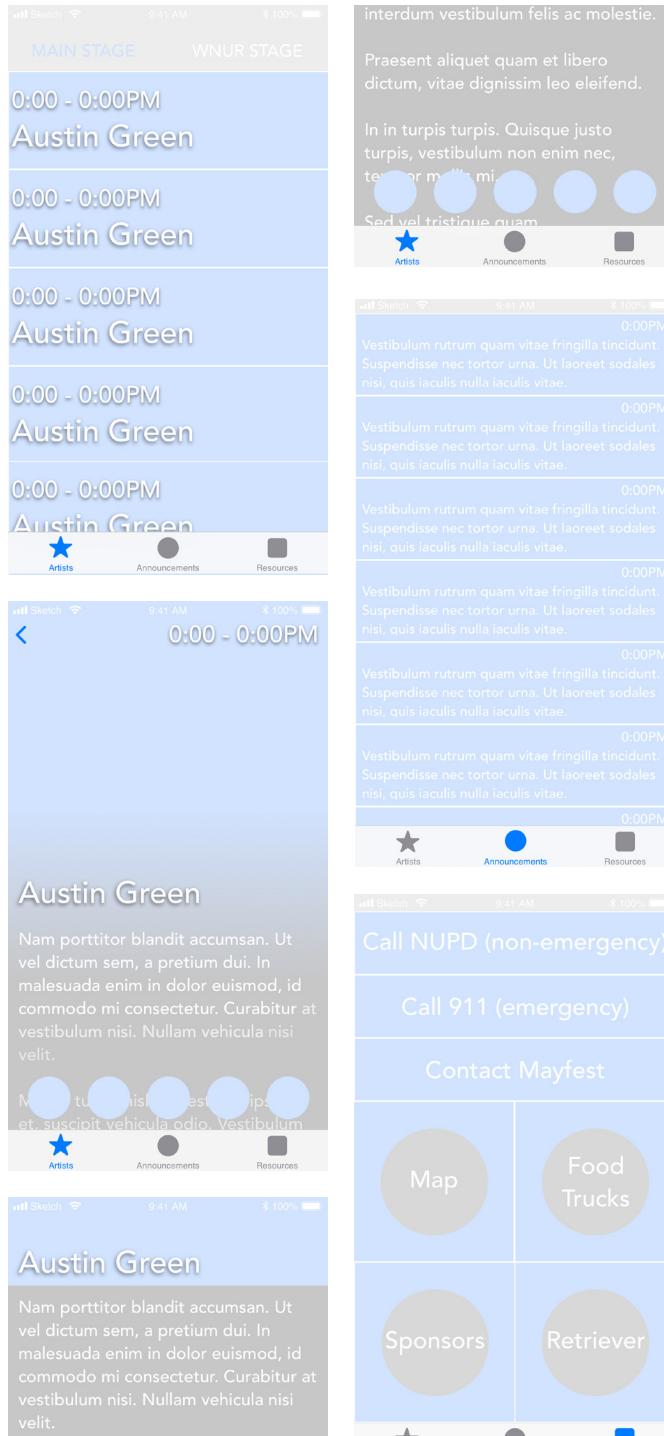
Several major UX issues are apparent as well. For example:

- Tapping directly on the artist name doesn't open the artist details page.
- The tabs on the details page don't indicate the user's current tab.
- Integrating the 911 button in between the other resources makes it easy to accidentally place a call.



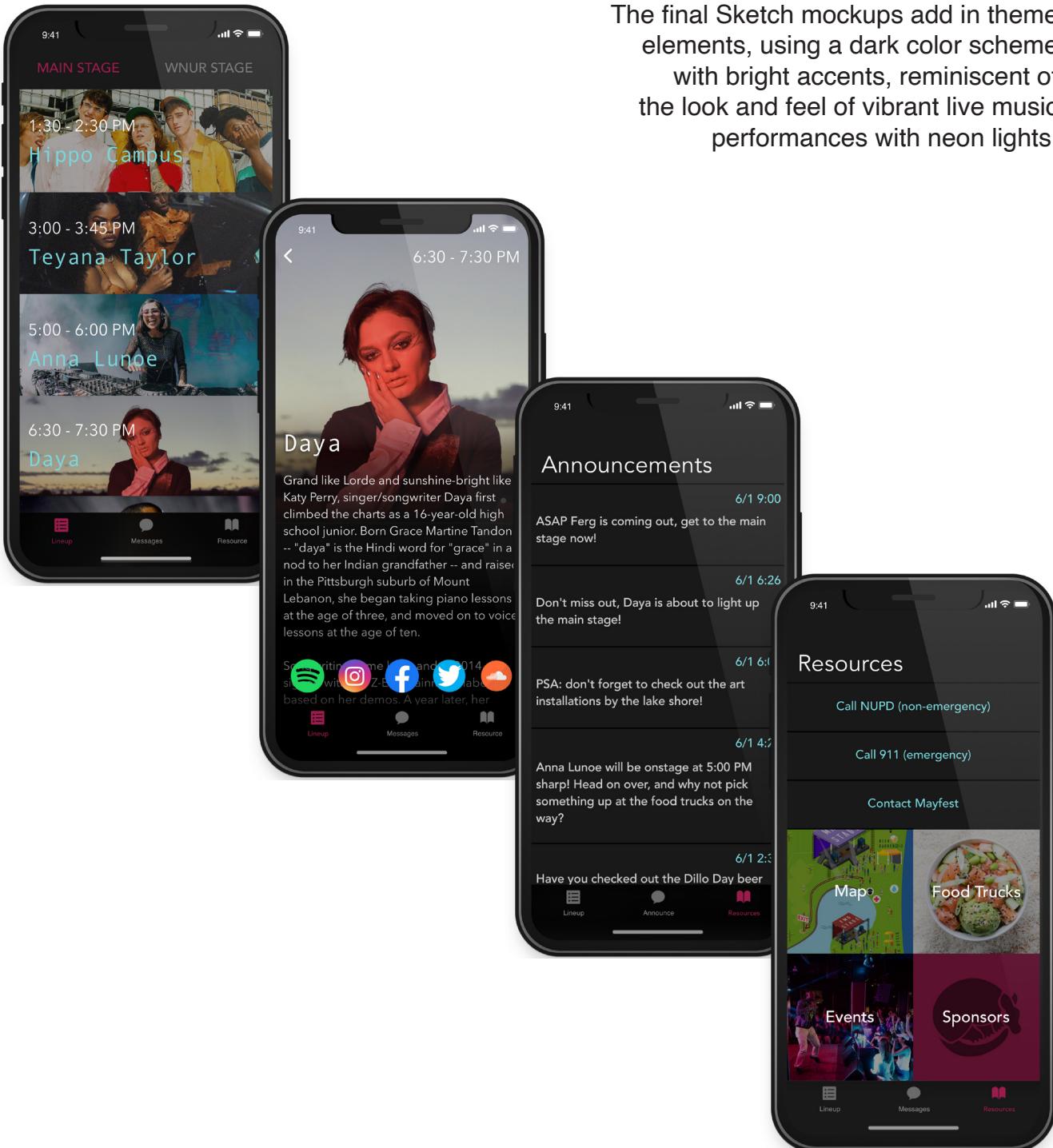
I made UI changes to increase professionalism by fixing visual details and creating consistent themes with colors and layouts.

To make the app more usable, I removed unnecessary features and transitions for more seamless navigation.



I created wireframes to focus on the basic necessary functionality.

I prioritized making information easily accessible from all points -- artist music links are highly visible, and emergency contact resources are clear but distinct from other options so they won't be clicked on accident.



The final Sketch mockups add in theme elements, using a dark color scheme with bright accents, reminiscent of the look and feel of vibrant live music performances with neon lights.

FLEXIBRELLA



Role: Designer, Engineer

Skills: User Research & Testing, Sketching, Prototyping

Client: Eden Supportive Living (Chicago, IL)

Date: Sep - Dec 2015

The design problem presented to my team of four by **Eden Supportive Living** was to make it easier for their wheelchair-using residents to go out in rainy weather.

Our solution, Flexibrella, is a wheelchair arm attachment that we developed and built through an iterative process.



Our iterative design process consisted of research, interviews with Eden residents, and multiple rounds of prototyping and revisions based on testing and feedback.

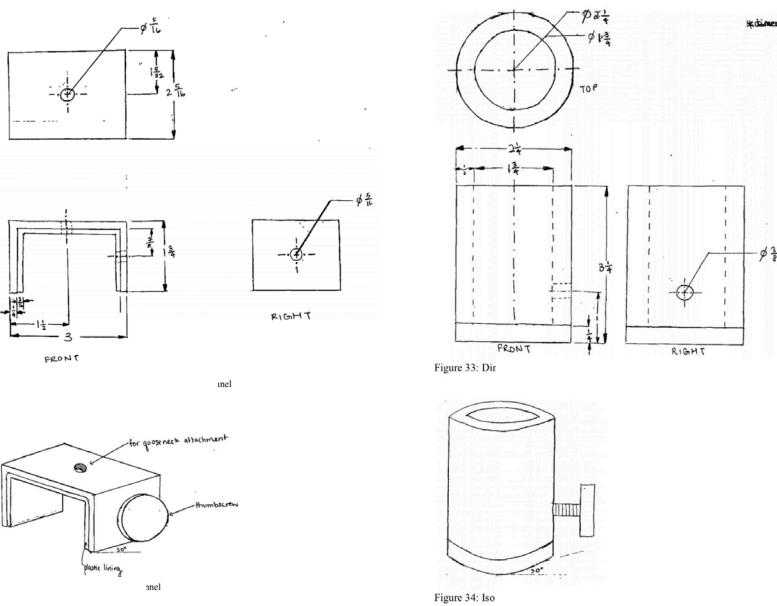
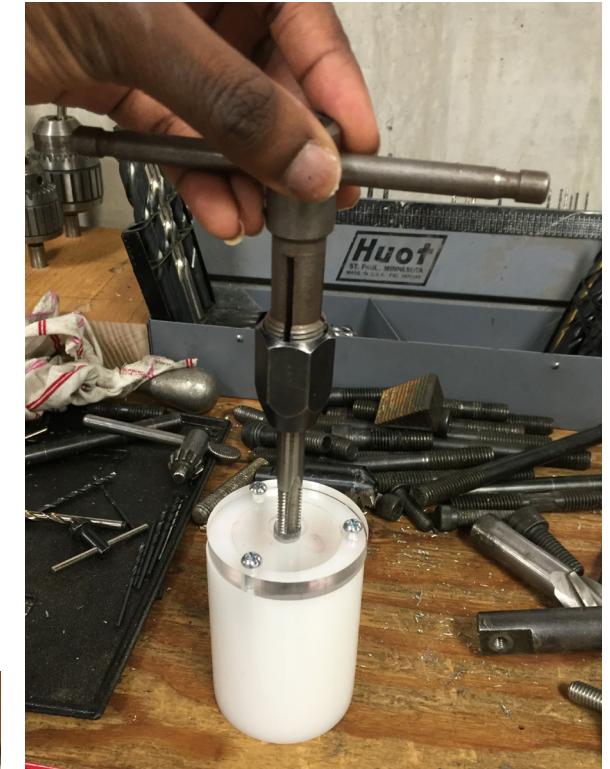


Figure 33: Dir

Figure 34: Iso



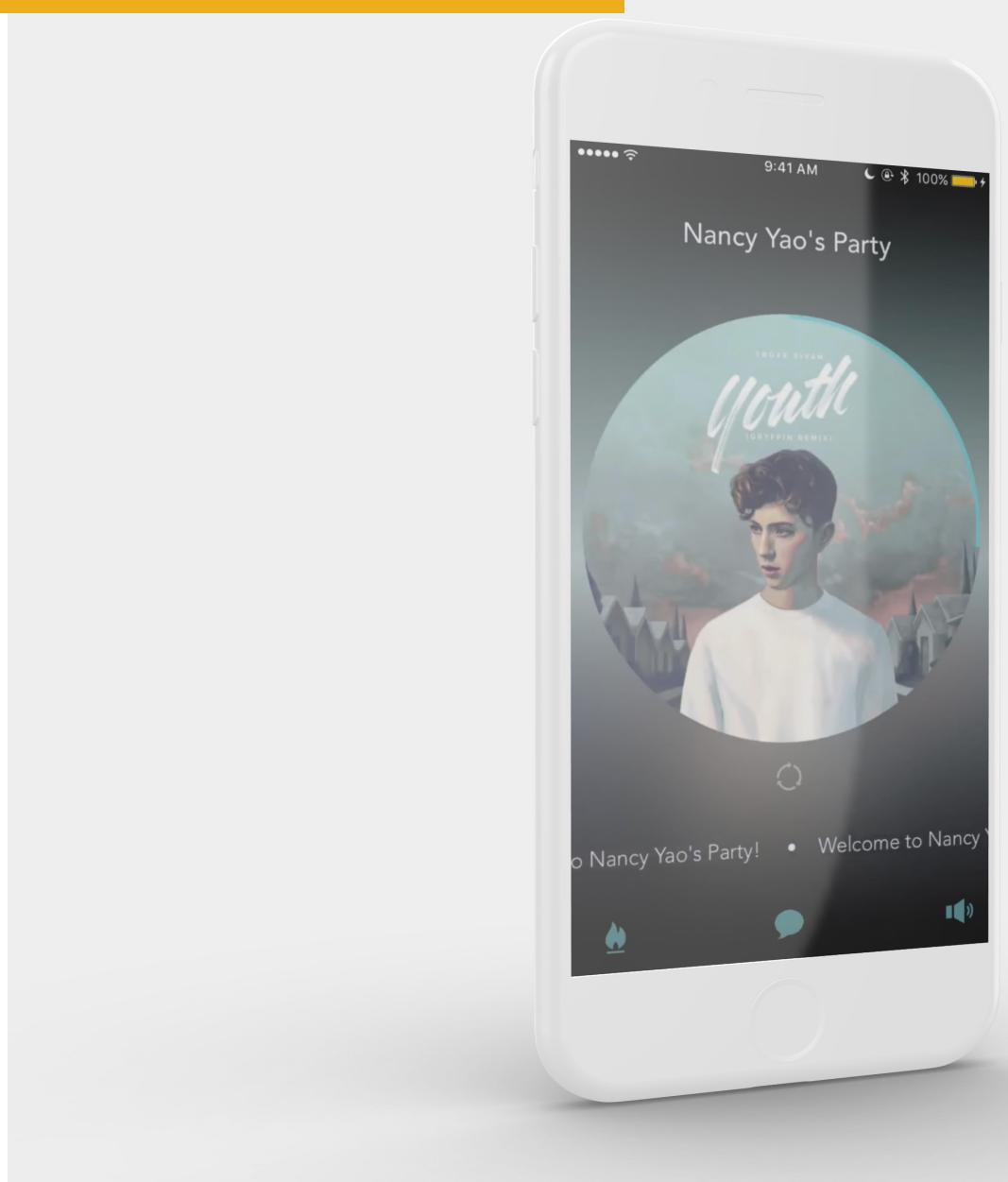
Design decisions were heavily driven by qualitative feedback. Users responded positively to intuitive features -- for example, a knob affords turning, so users automatically know how a device with a knob operates. We saw this confirmed in user testing, so we incorporated knobs in our design.

Flexibrella consists of an aluminum U-channel with a 3D printed plastic lining and a screw for attachment, a gooseneck arm for easy adjustment, and a polyethylene and plexiglass base.

The final design presented to the client is an umbrella attachment that shields users from rain, can easily attach to wheelchairs, is adjustable in angle and height, and is easy to stow.



IN SYNC



Role: Developer, Designer

Skills: iOS Development
(Swift), UI Design

Date: Jun - Aug 2016

InSync is a collaborative playlist-building and music-streaming app. My team of three built it from a simple idea of making music streaming a fun, social experience, into a fully functioning iOS app. My work focused on allowing users to connect their devices and creating the front-end user interface.

Users log in with Spotify to create or join a “party.”

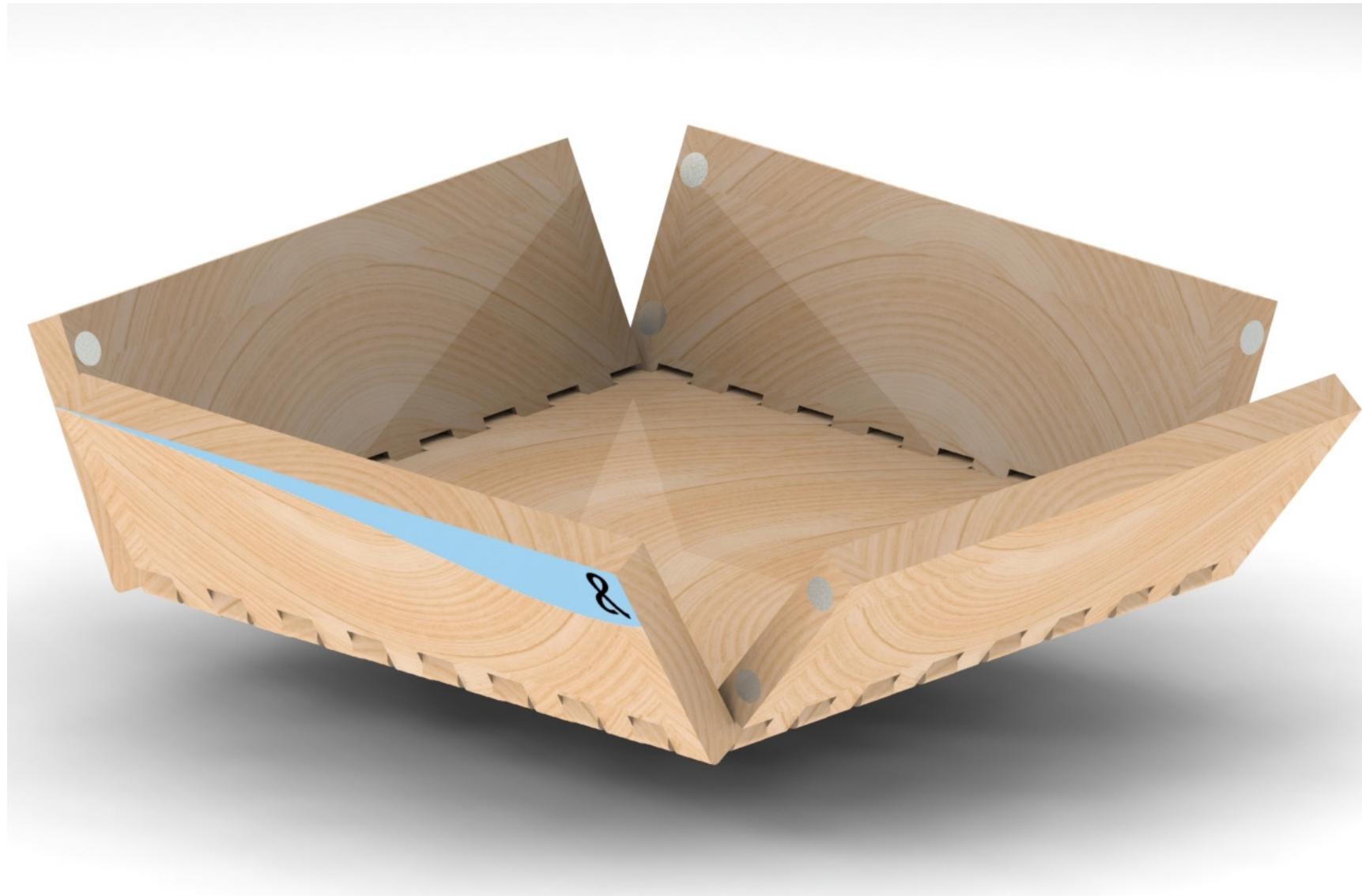
Members of the party build a queue together by adding and upvoting songs; the highest voted songs move up in the queue.

Connected devices will play music on their phones simultaneously, to create the effect of multiple speakers.



The playback screen features a clean UI displaying control icons and the album cover with a subtle progress indicator encircling it. The party name is customizable, and users can broadcast announcements.

FOLDABLE



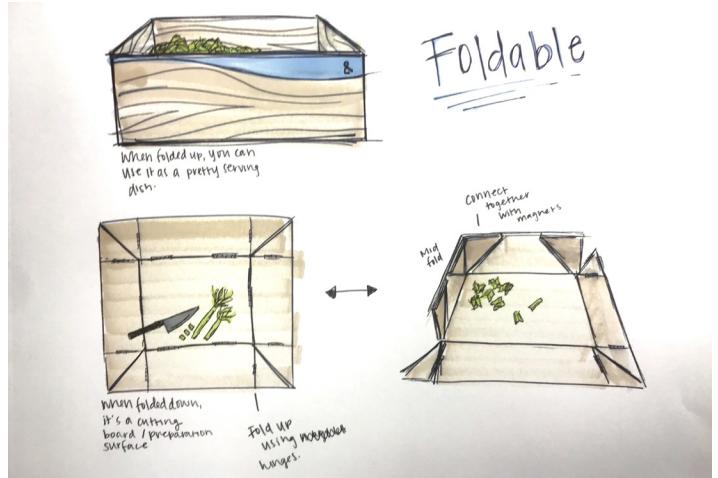
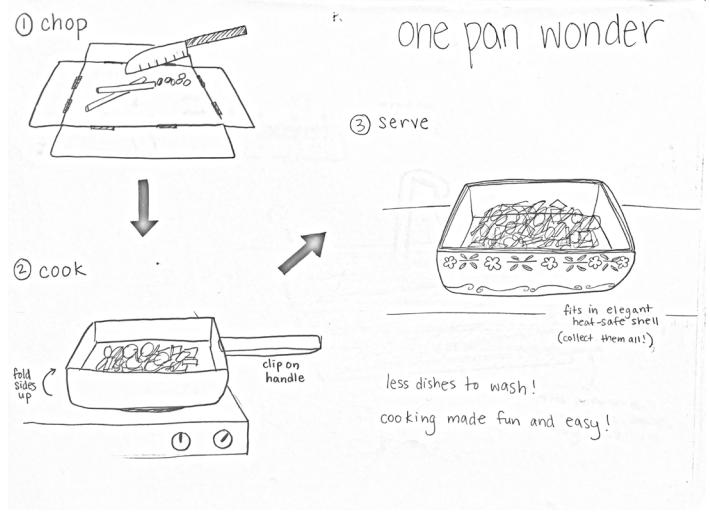
Role: Designer, CAD Modeling

Skills: SolidWorks, Sketching, Prototyping, User Research & Testing

Date: May - Jun 2018

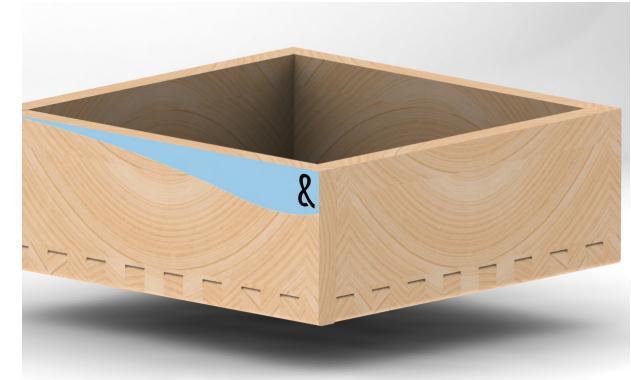
Foldable aims to solve a problem many young adults face. My team of three asked ourselves, how might we inspire apartment dwellers with limited space to optimize their kitchen space and cook more often?

We conducted user research, brainstormed, and developed our ideas through prototyping.



We were inspired by common pain points in the kitchen mentioned by our peers, such as lack of space and the time commitment of cleaning up.

We considered many solutions, from over-the-sink surfaces to pull-out counters.



Based on feedback on sketches and low fidelity foamcore prototypes, our best idea was multi-tasking dinnerware, which saves space and time by reducing supplies needed to cook.

I created these SolidWorks renderings to demonstrate Foldable, our final design.

Foldable features hinges closed with magnets. It allows for one-dish meal prep by converting from a chopping board to a serving bowl with a simple finish that's sleek enough to display.

After our design revisions, we 3D printed a simple prototype to test in the kitchen.
Chop, toss, and serve!



MILK



Role: Designer, CAD Modeling
Skills: Design Thinking, SolidWorks, Sketching
Date: Apr - May 2018

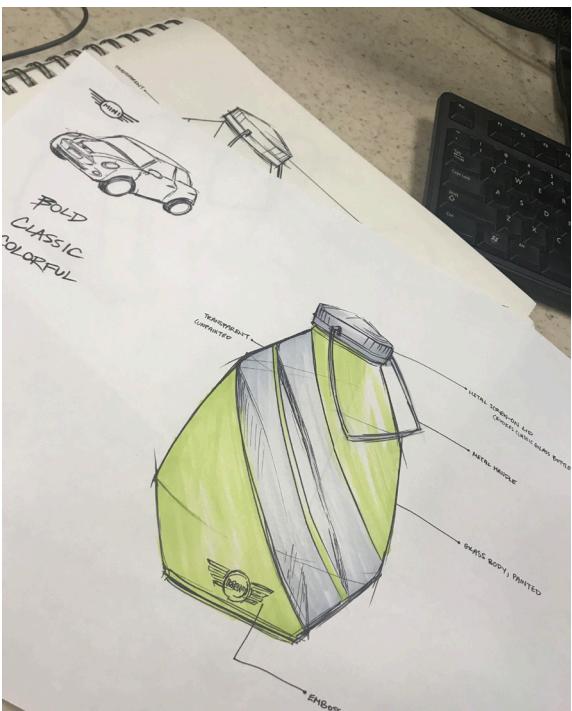
MILK is a water bottle inspired by the visual brand language of the MINI Cooper.

I conducted a creative exploration of the MINI Cooper brand traits and visual signature.

After polishing the final design through concept sketches, I rendered a CAD model in SolidWorks.



The MINI Cooper calls to mind an iconic look and feel that it has stayed true to since the 60s. I drew inspiration from its defining brand traits: bold, colorful, and classic. The product had to be more than just a water vessel; it needed to be an accessory.



The final design is modeled after another iconic shape: the glass milk bottles of the past. CAD renderings show a more detailed view of the painted glass bottle with a steel cap, inspired by classic MINI Cooper colors and stripes.





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