



2023

# NICOLAS WONG PORTFOLIO

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# Hello there!

I'm Nicolas Wong. I am a designer with over 8 years of experience and a self-taught social media marketer. My skills includes visual brandings, front end developing, social media marketing, and many more. I am dedicated to do more than what I am capable of, providing the best of the best design solutions.

I will be going over a few of my projects and go over some concepts and goals behind each design project. Scroll for more info about my works and details.



# Visual Branding

Visual branding is the art of creating a distinctive and unique identity for a brand, using a cohesive and intentional combination of colors, imagery, and overall aesthetics. Focusing on the visual elements that sends out a specific emotional response and essence of a brand. Consistent use of unique visual elements, such as logos, fonts, and imagery helps creating a recognizable and unified look that sets a brand apart from competitors.

In short, it's the unique visual language that speaks volumes about a brand's personality and values.



CREATED BY NICOLAS WONG

# Volufixion

**Timeline:**

~ 3 weeks (30 hours)

**Software Used:**

InDesign  
Photoshop  
Illustrator

**Project Description:**

Volufixion is an electronic music festival that features many music artists. Crafting comprehensive design package to promote the festival, starting from logos to posters, badges, merchandise, and social media posts. Harmonizing the brand identity with the music style.

**Project Goals:**

Improving organizational skills and ensuring consistency across the entire festival brand, including layouts, colors, and typography. Exploring and implementing diverse grid systems across various mediums while retaining uniform content.



#4C286D

#EF4374

#2E388D

#AC99C8

#F3D1E4

#C9EAF1

#FFFFFF

#F6EE63

#57C5CA

Avant Garde  
**DROOG**

# DOS

The use of light colors on dark background,  
vice versa



# DON'TS

The use of light colors on dark background,  
vice versa





## SOCIAL MEDIA - INSTAGRAM



**PASSES**

**VOLUFIXION**  
2023

**MUSIC FESTIVAL**

AUG 4 - 6, 2023  
10AM - 10PM

GRANT PARK  
337 E RANDOLPH ST  
CHICAGO, IL

WITH SPECIAL GUESTS

**STEVE AOKI** **ZEDD**  
**CALVIN HARRIS**

AND MANY MORE...

GET YOUR TICKET AT [VOLUFIXION.COM/TICKETS](http://VOLUFIXION.COM/TICKETS)

**VOLUFIXION**  
2023

**FRIDAY**  
AUG 4

**ZEDD** MARSHMELLO | FLUME | SICKICK | KSHMR  
SKRILLEX | THEFATRAT | NIGHTCRAWLERS  
MEDUZA | IMANBEK | RUDIMENTAL | A7S  
DEADMAU5 | DYNOMORO | VICETONE | RITVIZ | DISCLOSURE  
GABRY PONTER | PURPLE DISCO MACHINE | THE PRODIGY | ATB  
NICKY ROMERO | MOBY | DEORRO | ARONCHUPA | SHOWTEK  
DAVID GUETTA | ALESSO | AFROJACK | TOPIC | ROBIN SCHULZ  
DIMITRI VEGAS & LIKE MIKE | R3HAB | HARDWELL | LITTLE BIG

**SATURDAY**  
AUG 5

**CALVIN HARRIS** THE CHAINSMOKERS | GALANTIS | DJ SNAKE | SAM FELDT | DYRO  
JUAN MAGAN | AXWELL INGROSSO | K-391 | MASHER KG | REZZ  
ARTIK & ASTI | MARTIN SOLVEIG | DJ MAPHORISA | THE KIFFNESS  
SOFI TUKKER | JAMES BLAKE | CARAVAN PALACE | OPENBACH  
FELIX JAEMIN | SHOUSE | JAX JONES | LOST FREQUENCIES | DIPLO  
ALOK | ARMIN VAN BUUREN | JONAS BLUE | JOEL CORRY | POPOV  
GRYFFIN | MAJOR LAZER | THE LIVING TOMBSTONE | SIGALA

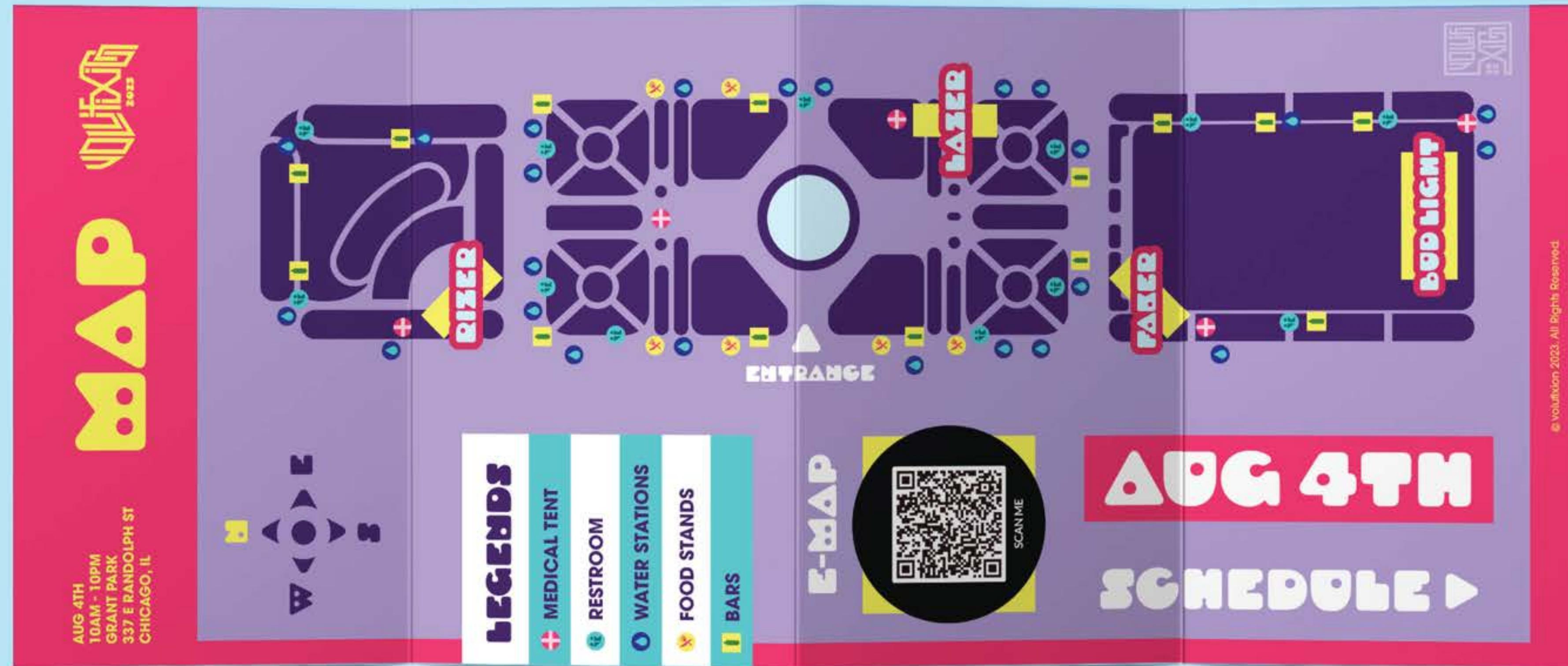
**SUNDAY**  
AUG 6

**STEVE AOKI** 100 Gecs  
ILLENIUM  
Alan Walker  
TIESTO | PORTER ROBINSON | SLANDER | SUBSTRONIC | KUNGS  
LSDREAM | SWEDISH HOUSE MAFIA | REGARD | TIMMY TRUMPET  
VINTAGE CULTURE | RITON | VIRTUAL RIOT | GIGI D'AGOSTINO  
OLIVER HELDENS | DON DIABLO | CHEAT CODES | DUKE DUMONT  
RUFUS DU SOL | MARTIN JENSEN | YELLOW CLAW | THE KIFFNESS  
PETIT BISCUIT | PNAU | PAUL KALKBRENNER | BLADEE | BOBINA  
DAFT PUNKS | AVICII | SETH TROXLER | FATBOY SLIM

GET YOUR TICKET AT [VOLUFIXION.COM/TICKETS](http://VOLUFIXION.COM/TICKETS)

BUD LIGHT Heineken M UNIQLO NISSAN adidas<sup>®</sup>  
hp Roland Nestlé

# MAP



# SCHEDULE



**AUG 4TH**

**ONLINE SCHEDULE**

**SCAN ME**

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TIME	BUDLIGHT	FAKER	LAZER	RIZER
10:00 AM		ALESSO 10:15 - 11:00	ATB 10:15 - 11:00	
11:00 AM	DEORRO 10:30 - 11:15	PURPLE DISCO MACHINE 11:15 - 12:00	HARDWELL 11:15 - 12:00	LITTLE BIG 10:45 - 11:30
12:00 PM	R3HAB 11:30 - 12:15	DYNAMORO 12:15 - 1:00	VICETONE 12:15 - 1:00	NICKY ROMERO 11:45 - 12:30
1:00 PM	THE PRODIGY 12:45 - 1:30			GABRY PONTER 12:45 - 1:30
2:00 PM		RITVIZ 2:00 - 2:45	DISCLOSURE 2:00 - 2:45	
3:00 PM	DEADMAU5 2:30 - 4:00	RUDIMENTAL 3:00 - 3:45	DIMITRI VEGAS & LIKE MIKE 3:00 - 4:30	MOBY 2:30 - 3:15
4:00 PM	THEFATRAT 4:30 - 6:00	SICKICK 4:00 - 4:45	ROBIN SCHULZ 4:45 - 5:30	ARONCHUPA 3:30 - 4:15
5:00 PM			IMANBEK 5:45 - 6:30	MEDUZA 4:30 - 5:15
6:00 PM	MARSHMELLO 6:30 - 8:00	A7S 6:45 - 7:30	TOPIK 5:45 - 6:30	SHOWTEK 6:15 - 7:00
7:00 PM	ZEDD 8:30 - 10:00	SKRILLEX 8:00 - 9:30	NIGHTCRAWLER 6:45 - 7:30	KSHMR 7:15 - 8:00
8:00 PM			AFROJACK 7:45 - 8:30	
9:00 PM			FLUME 8:45 - 9:30	DAVID GUETTA 8:30 - 10:00



# Volufixion Reflections

## **What I learned:**

At the beginning of the project, I made a mistake by not keeping the style consistent. Fortunately, I quickly fixed this by revisiting the main style and create an element that could be applied across different mediums. **Finding a flexible element and colors helps maintain brand consistency, cohesion and unity.**

## **What could be improved:**

The main logo could be significantly improved and aligned using a grid layout. I have also considered making a secondary logo to be used in a vertical layout. This leads to the idea of creating a brand guideline that others can use. More poster variations can also bring different type of audience.



**B<sub>c</sub>o<sub>st</sub>**  
*Bikeshare System*

The logo features the word "Bikeshare" in a bold, black, sans-serif font. The letter "c" is stylized with a red bicycle icon where the crossbar would be. Below it, the word "System" is written in a smaller, italicized, black, sans-serif font.

# Boost

**Timeline:**

~ 4 weeks (40 hours)

**Project Description:**

Made to solve the campus transportation challenge, a new bikeshare system that allow efficient travel for students and faculty. Boost not only saves time but also contributes to a healthier environment, reducing the overall carbon-dioxide number in the campus.

**Software Used:**

InDesign  
Photoshop  
Illustrator  
XD  
After Effect

**Project Goals:**

Creating a brand startup, my goal was to extend the mission across various mediums, such as posters, a mobile app, and bike stations while maintaining a consistent, engaging design. I also aimed for a clean and straightforward aesthetic throughout the entire brand.

# | LOGO CONCEPTS

## CONCEPTS

Our logo embodies our core values, committing to enhancing time efficiency and providing accessible transportation solutions for our customers. Highlighting our bicycle, a simple yet eco-friendly mode of transport. This logo reflects our dedication to making daily commutes smoother, more sustainable, and less time-consuming.

\*Previous Idea\*



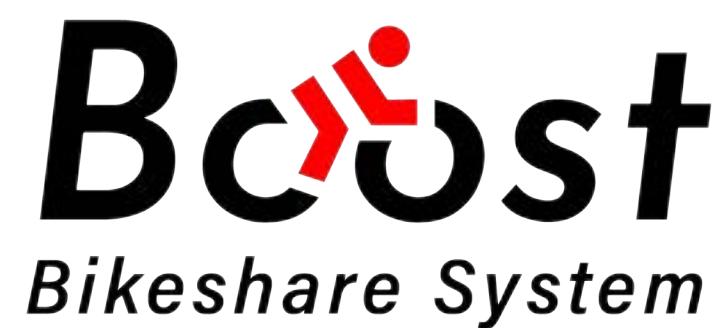
Motion Typeface

Motion Icon

Motion Logo

# LOGO USAGE

PRIMARY



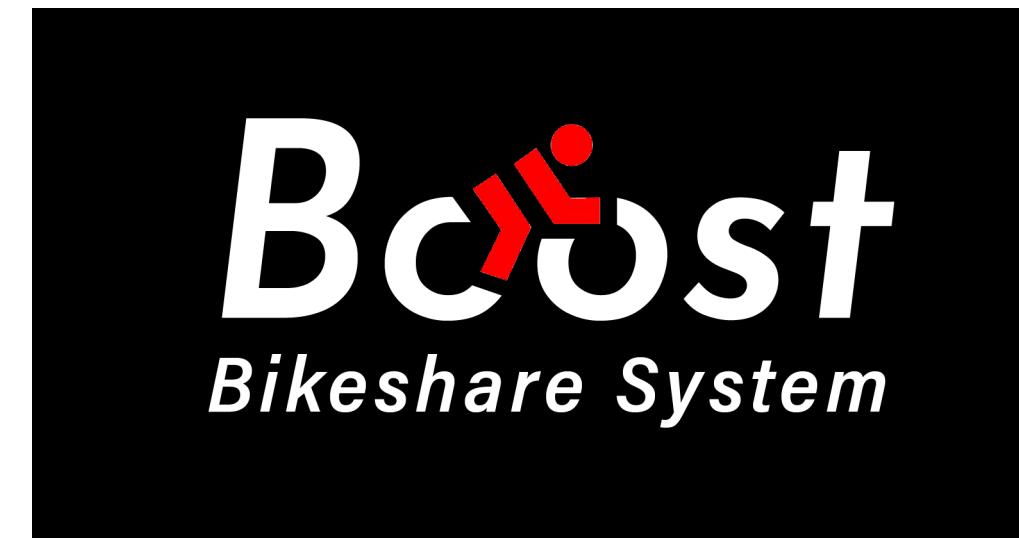
SECONDARY



ICON



# | LOGO VARIATIONS



# TYPOGRAPHY

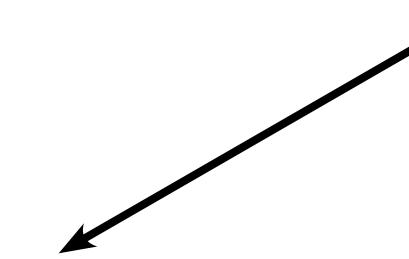
## LOGO TYPEFACE

*Josefin Sans  
Semibold Italic*



## LOGO SUBTYPEFACE

*Acumin Pro SemiCondensed  
Semibold Italic*



## HEADER

**Acumin Pro  
Bold (ALL CAPS)**

## TEXT

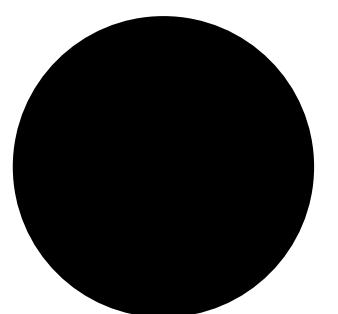
Elza Regular

## LOREM IPSUM

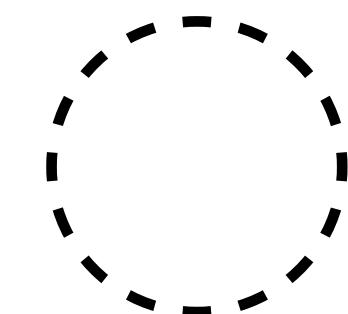
*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis massa sed tortor rhoncus sodales. In et lorem ac justo porttitor luctus. Morbi maximus nibh tellus, sit amet suscipit orci porta vitae. Proin quis hendrerit est. Sed id tristique nisi. In eget finibus ante. Pellentesque et massa tincidunt, pulvinar neque quis, egestas risus.*

# COLORS

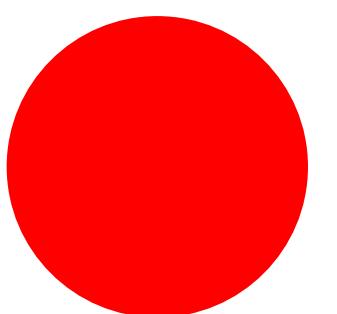
## PRIMARY



HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100

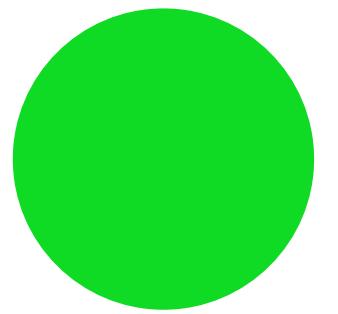


#FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

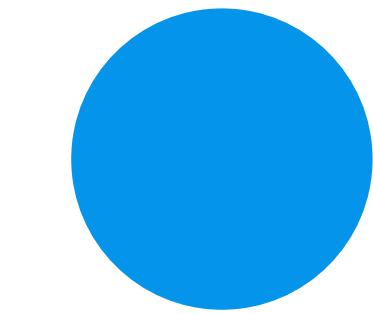


#FF0000  
RGB: 255, 0, 0  
CMYK: 0, 100, 100, 0

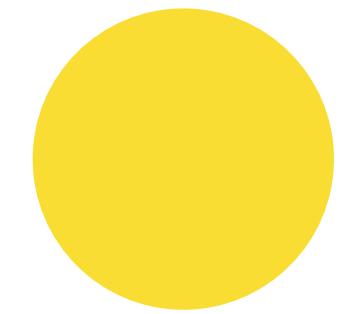
## SECONDARY



#0FDB24  
RGB: 15, 219, 36  
CMYK: 93, 0, 84, 14

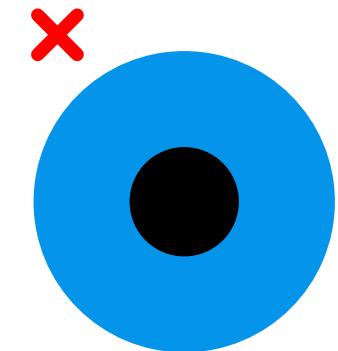
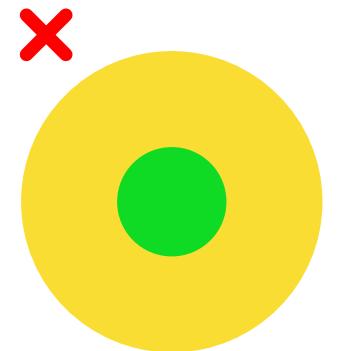
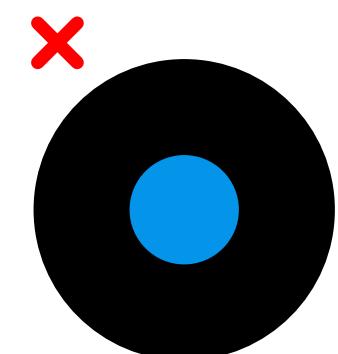
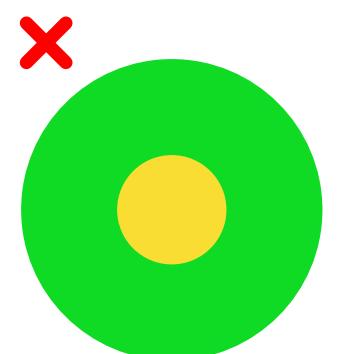
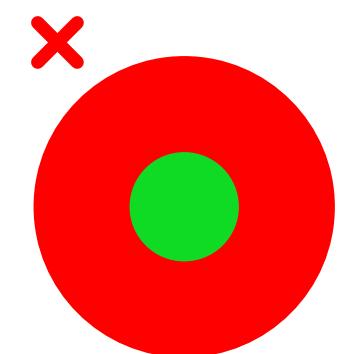
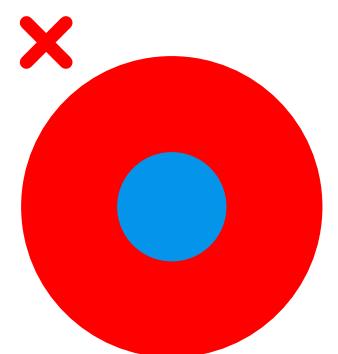


#0494EA  
RGB: 4, 148, 234  
CMYK: 98, 37, 0, 8

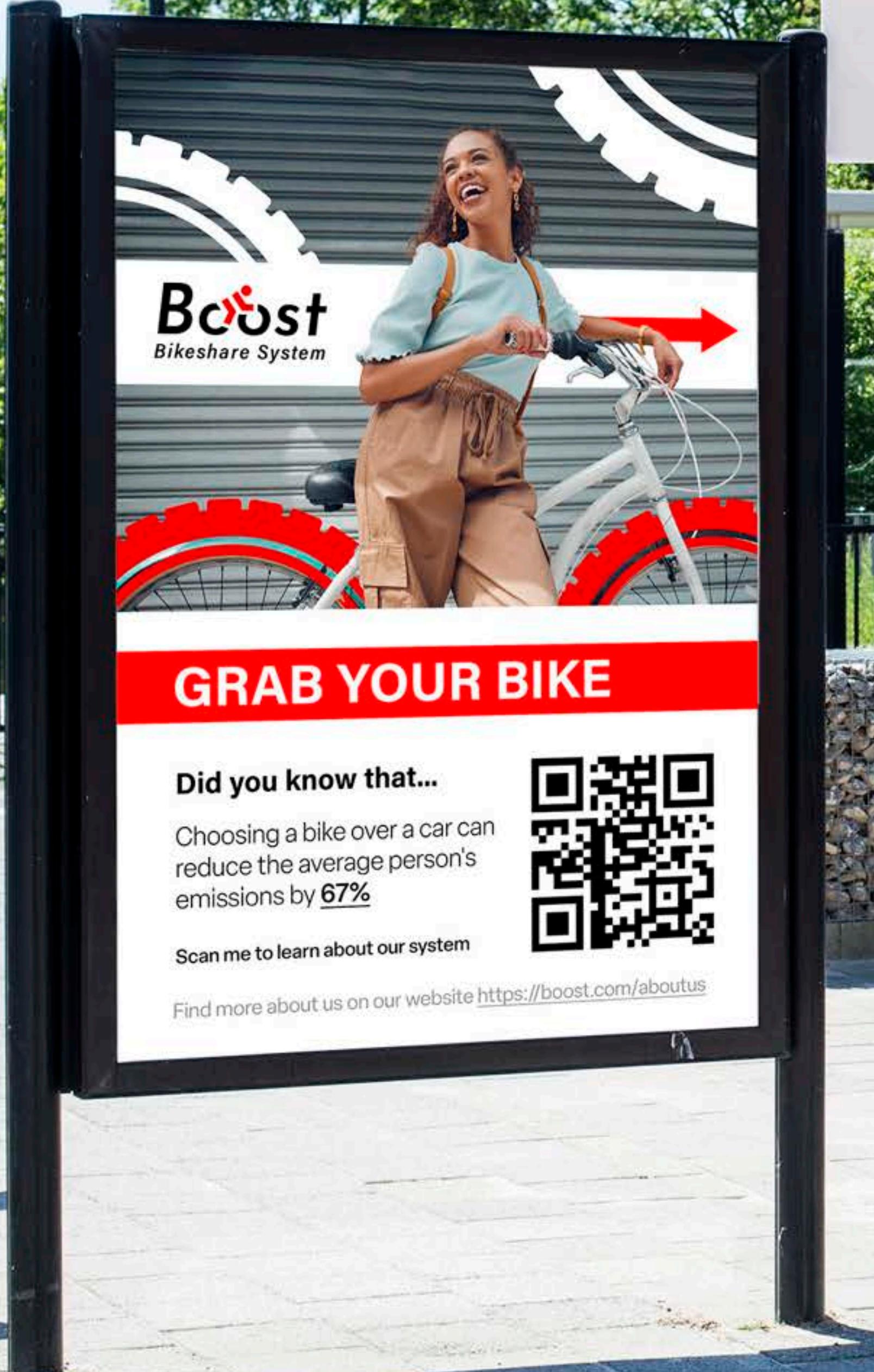


#FADD33  
RGB: 250, 221, 51  
CMYK: 0, 12, 80, 2

## AVOID









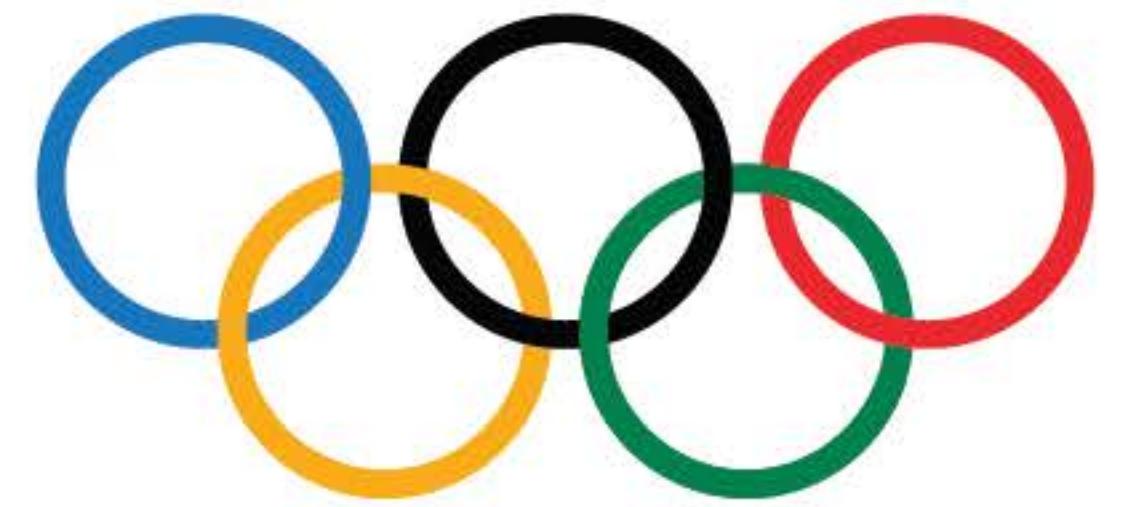
# Boost Reflections

## **What I learned:**

Building a brand goes beyond just creating a logo. A great brand always use a style familiarity that extends beyond the logo. **Understanding how we deliver the brand to the audience and consistently capturing their attention is crucial.**

## **What could be improved:**

The brand could be further expanded through a social media campaign, for example Instagram or twitter posts. Unfortunately, due to time constraints, I couldn't fully design the app, which need the map to be more detailed and extra features that are not included yet. However, I made sure to include essential elements that are needed for consumer use.



**OLYMPIC SOLIDARITY & PEACE 2022**



# Olympics Infographics

**Timeline:**

~ 2 weeks (20 hours)

**Project Description:**

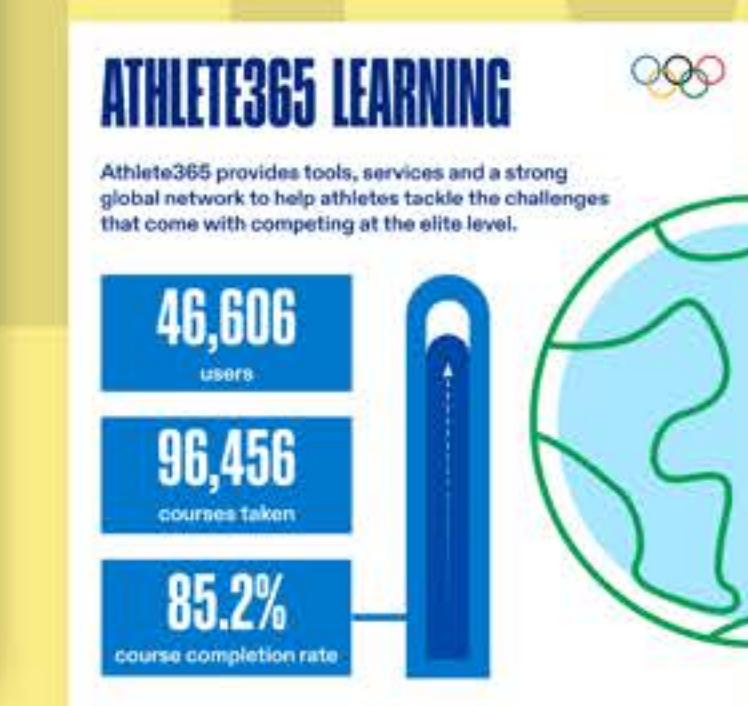
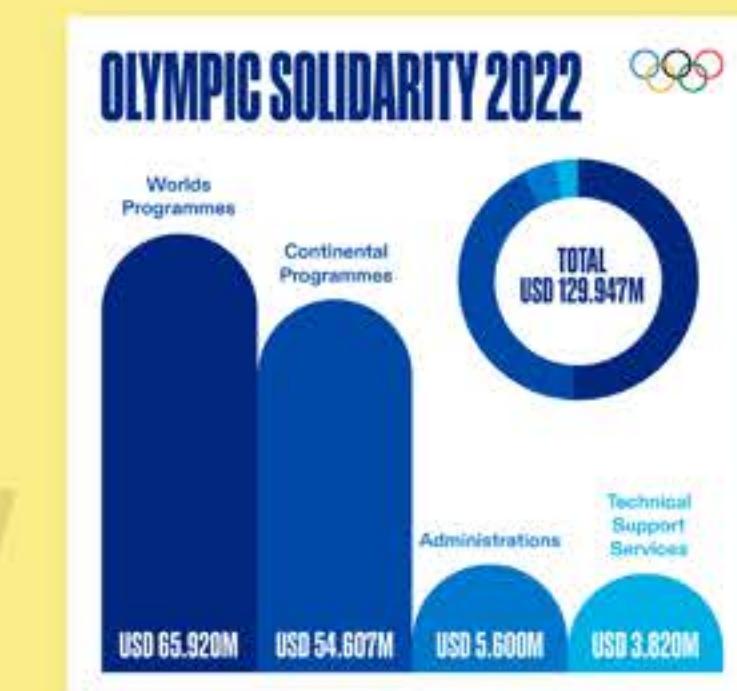
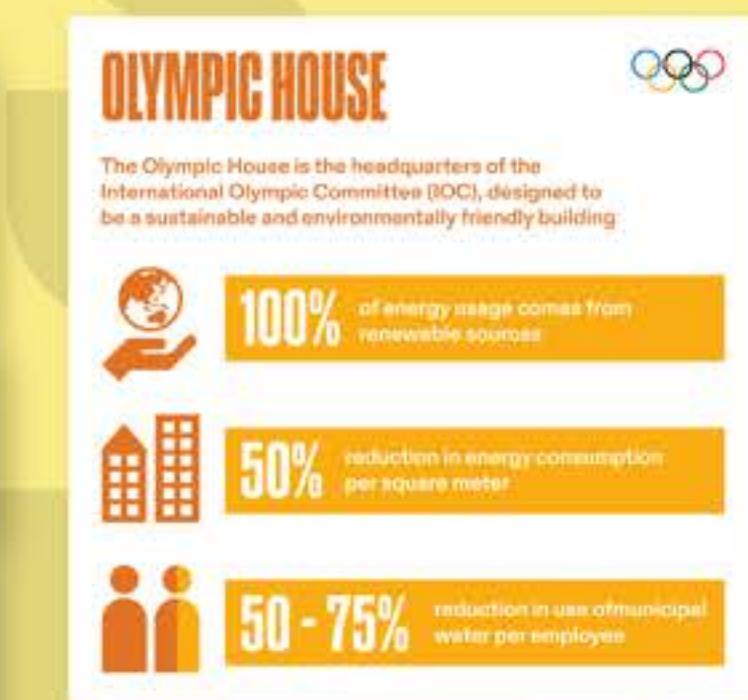
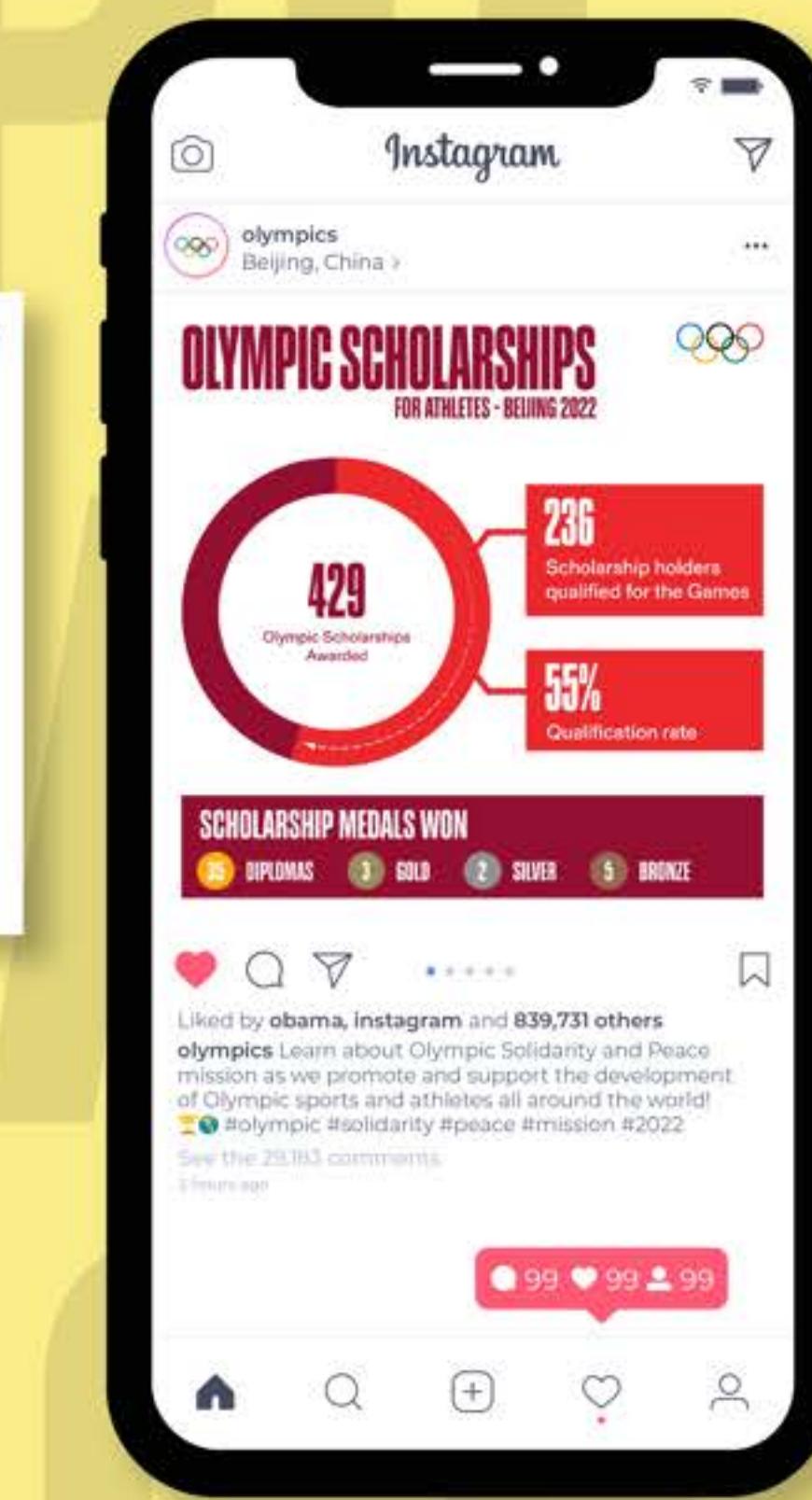
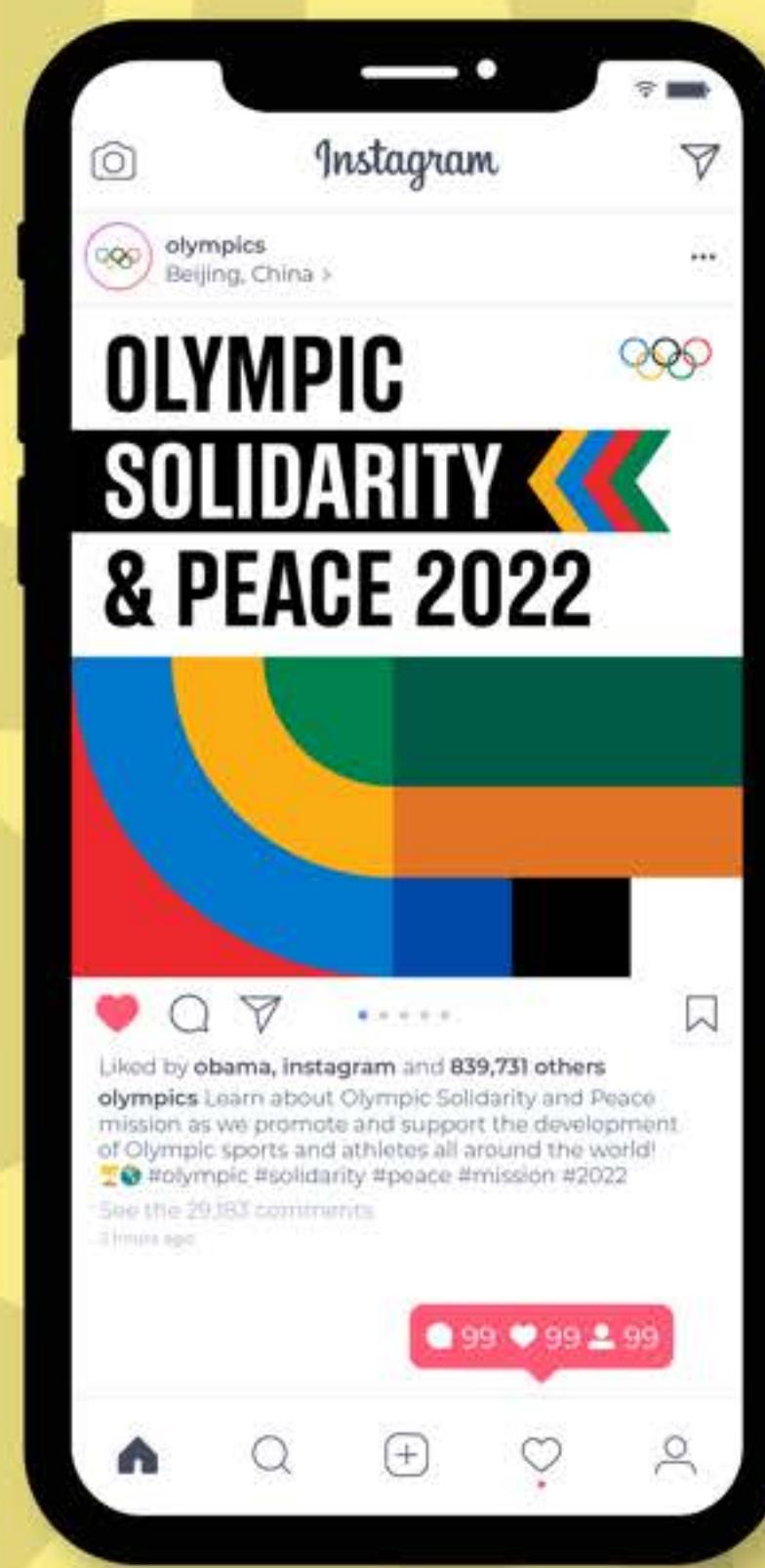
Creating social media posts showcasing 2022 Olympics solidarity statistics. These stats include information on Olympic spending for scholarships, early careers, athlete learning systems, Olympics house investment, and different areas where the money was spent on.

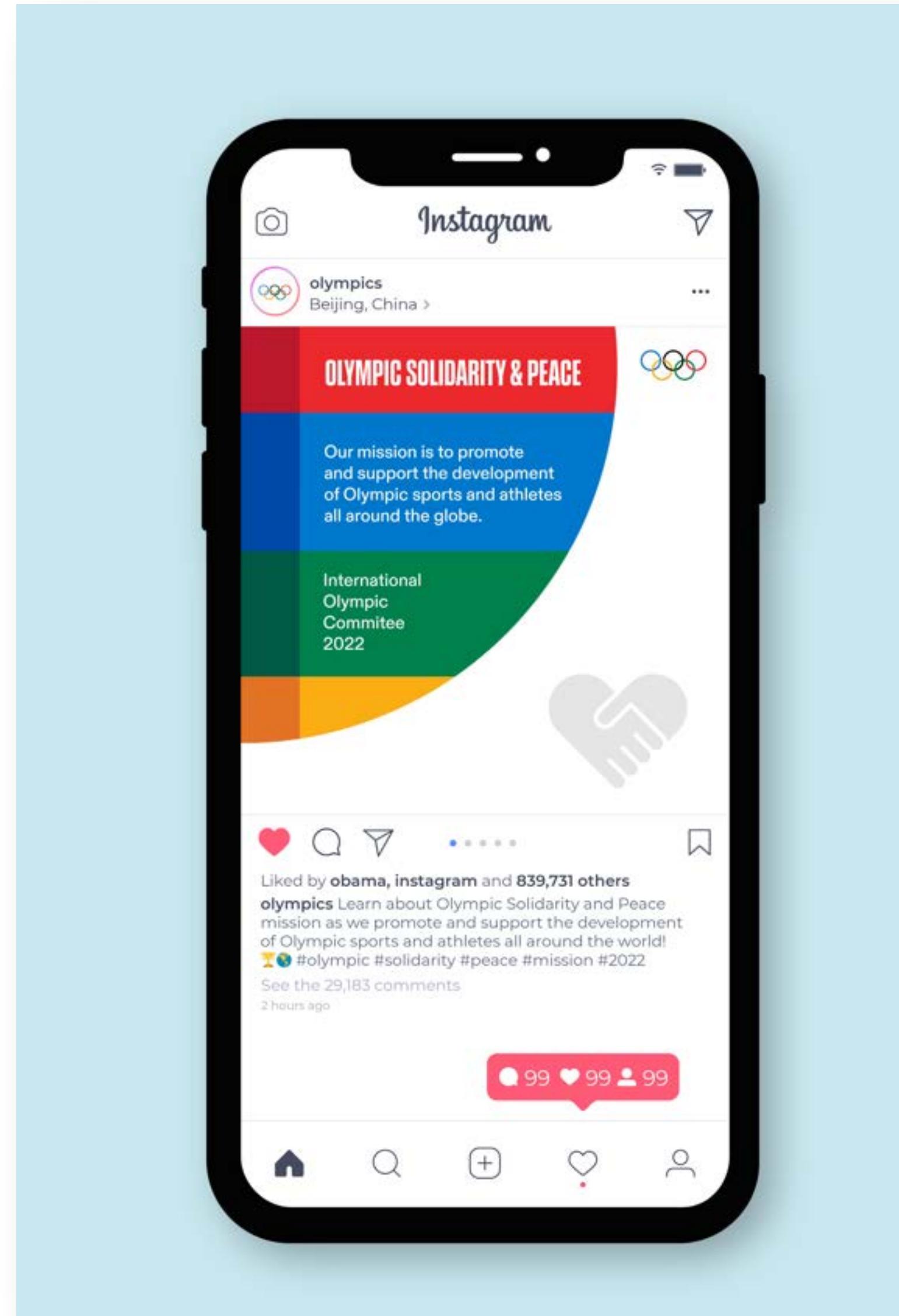
**Software Used:**

Illustrator

**Project Goals:**

Given that this project is an extension of the Olympics infographic, following their guidelines is crucial. My aim is to learn how to follow guidelines effectively and appropriately, as many bigger brands often have strict predefined boundaries.





## Fusing an “Olympic” Vibe into Instagram Posts

Following the brand guidelines is essential, but as a designer, the challenge is to infuse uniqueness while maintaining the Olympic feel. My first step involves examining how they expand their previous brand, which includes geometric shapes and the primary four colors.

The Olympic style leans towards minimalism, avoiding an overload of content in a confined space. Therefore, it's crucial to prioritize overall layout and aesthetics over cramming excessive content together.



## Get Their Attention

Making eye-catching infographics is important, but it's also crucial to keep people interested. If they scroll past your post, it's all for nothing.

To keep them engaged, focus on the main idea, avoid long texts, and use colorful visuals to encourage them to swipe for more. Keep them curious by revealing info bit by bit instead of overwhelming them all at once.



## Highlight Your Post

Now that the user has swiped left, you've got their attention. Use this to your advantage. Give them a brief summary of why your post matters and why they should keep swiping to learn more. Keep them curious and give them a reason to keep going.

# OLYMPIC SOLIDARITY 2022



Worlds  
Programmes

Continental  
Programmes

## OLYMPIC HOUSE

The Olympic House is the International Olympic Committee's new headquarters, designed to be a sustainable and env

USD 65.9



100%

## SCHOLARSHIP MEDALS WON

35 DIPLOMAS 3 GOLD 2 SILVER 5 BRONZE



50%



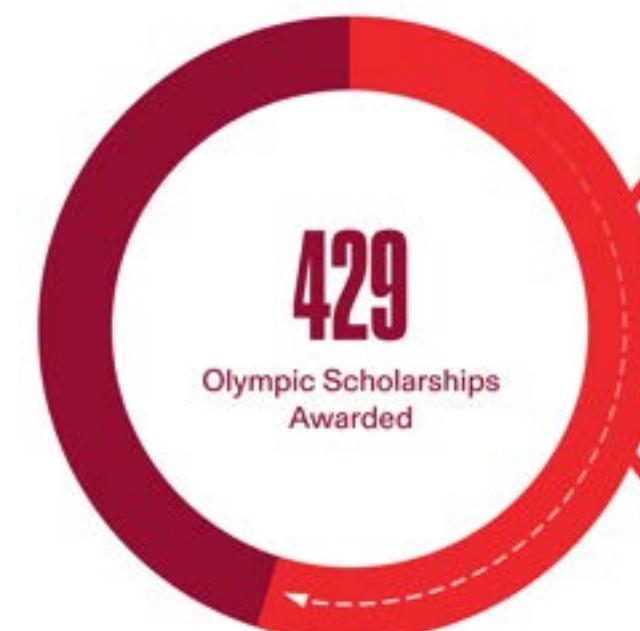
50 - 75%

reduction in use of municipal water per employee

# OLYMPIC SCHOLARSHIPS



FOR ATHLETES - BEIJING 2022



## Define Your Content

To keep users engaged, ensure your content is consistent in style and theme. Inconsistencies can confuse them and make them lose interest.

Create visually attractive content by linking slides together. Make it clear that there's more to discover as they swipe to the next slide.

## ATHLETE365 LEARNING



Athlete365 provides tools, services and a strong global network to help athletes tackle the challenges that come with competing at the elite level.

**46,606**

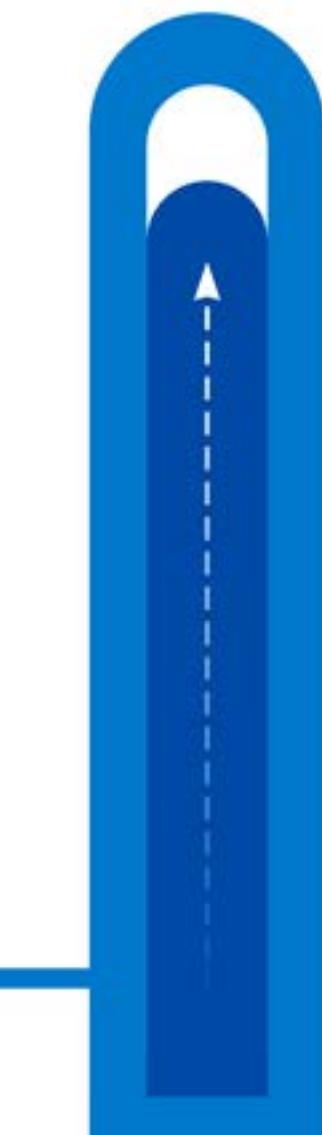
users

**96,456**

courses taken

**85.2%**

course completion rate



## ATHLETE365 CAREER+



Athlete365 Career+ support athletes as they prepare for and go through career transition, providing workshops and training for athletes

**1,322**

licenses granted  
for the athlete  
career portal

**209**

registered candidates  
for athlete365 jobs

**309**

applications  
for jobs

**91%**

applied  
for a job



All data are provided by International Olympic Committee 2022

# Olympics Infographics Reflections

## **What I learned:**

I picked up valuable skills in managing my designs to align with the guidelines and restrictions. Following these guidelines taught me how to space logos appropriately, a skill that can apply to any logo design. I also learned effective spacing between content elements to prevent overcrowding.

## **What could be improved:**

I think creating smoother transitions between each post could enhance the sense of unity. While each individual post included a color from the Olympics rings, using more colors could better represent the diversity of the Olympics palette.



# Illinois State University

## Office of Admissions

# ISU Admissions

**Timeline:**

N/A

**Project Description:**

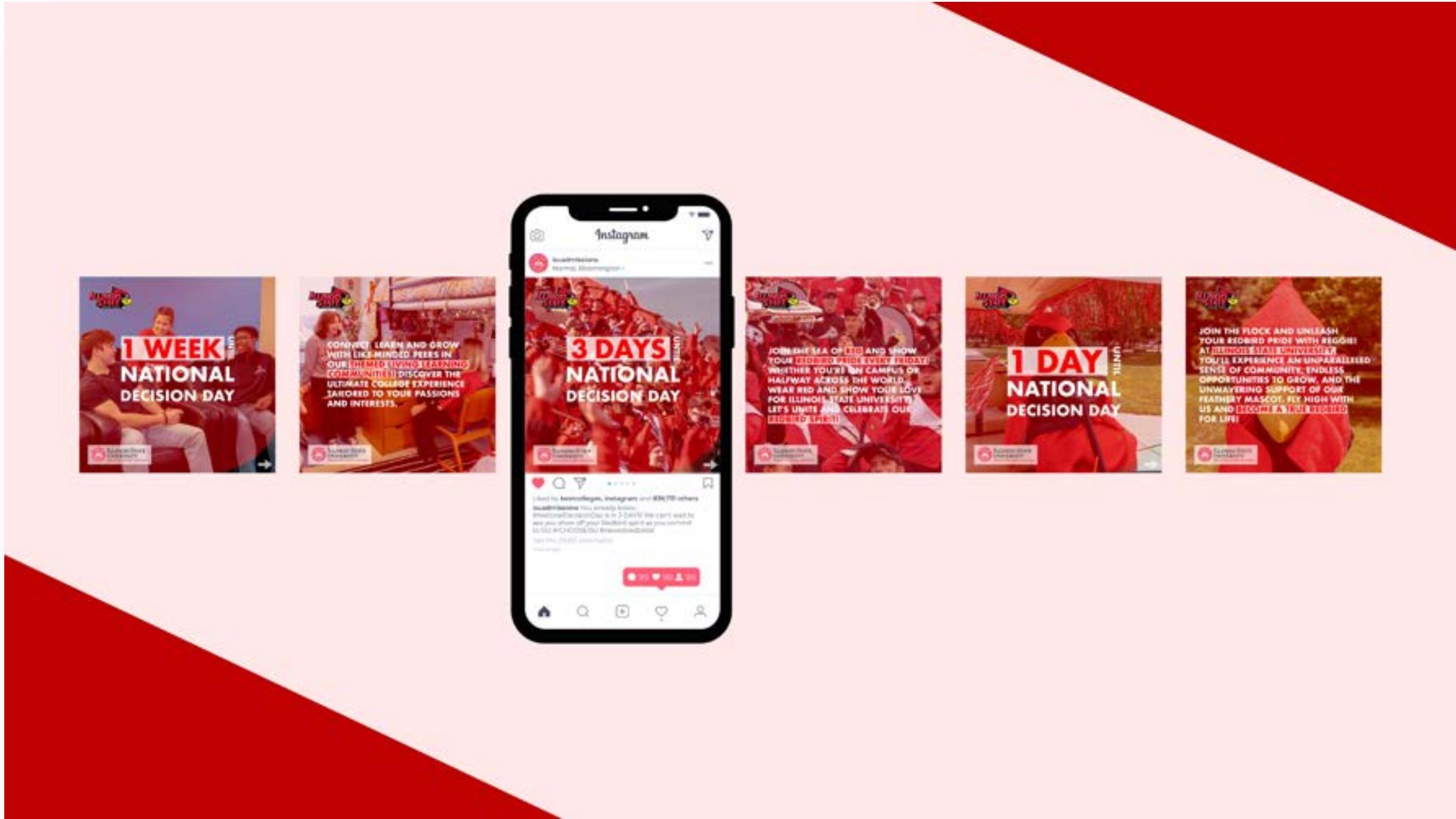
These aren't just single projects; they represent my work throughout my year as a social media intern at the Illinois State University Office of Admissions. My role involved creating appealing and engaging social media posts for future incoming students. Each post had a unique style while still following a set guideline.

**Software Used:**

Adobe Photoshop, Illustrator,  
After Effect  
Instagram, Twitter, Facebook

**Project Goals:**

To understand and apply an existing brand guideline while implementing new social media strategies to boost audience engagement. I also aimed to understand what makes social media posts entertaining and how to encourage more interaction. Additionally, I wanted to learn about social media algorithms on platforms I was not familiar with, and create a consistency in posting times.



Selecting the appropriate media sizes for various social media platforms is essential to ensure your images appear correctly without getting cropped. When composing posts with multiple slides, maintaining seamless transitions between them is key to achieving a cohesive and unified presentation.





# ISU Admissions Reflections

## **What I learned:**

Before diving into new projects or posts, I've learned to check the data analytics of previous posts, using A/B testing to understand what works and what doesn't. Beyond following guidelines, I also consider visualizations and the audience's attention span. Crafting post descriptions is equally important for effective communication and calls to action.

## **What could be improved:**

Can use more of a consistent style and aesthetic that enhances the overall page, making it more unified and recognizable as the brand. Other than improving visual elements, my thoughts on the post descriptions could be more active and include better calls to action.

ILSE & CHARLES JOBSON  
NATURAL PLAY PARK



COLENE HOOSE ELEMENTARY SCHOOL

GRAND  
OPENING

COMMUNITY

# Charlie Jobson Park

**Timeline:**

~ 3 weeks (30 hours)

**Team:**

Brandon Gilliland  
Emma Tully

**Software Used:**

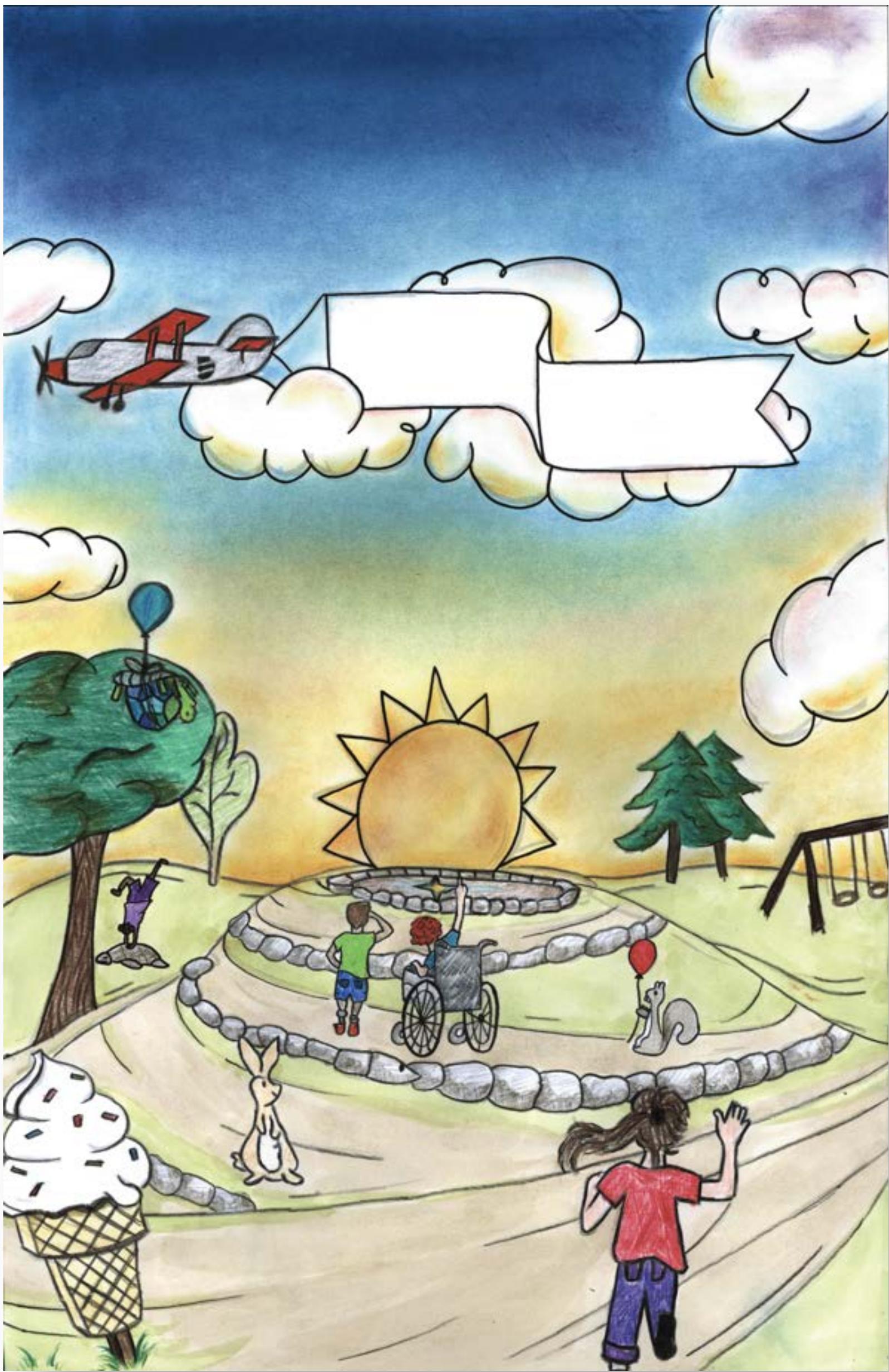
Photoshop  
Illustrator  
Procreate

**Project Description:**

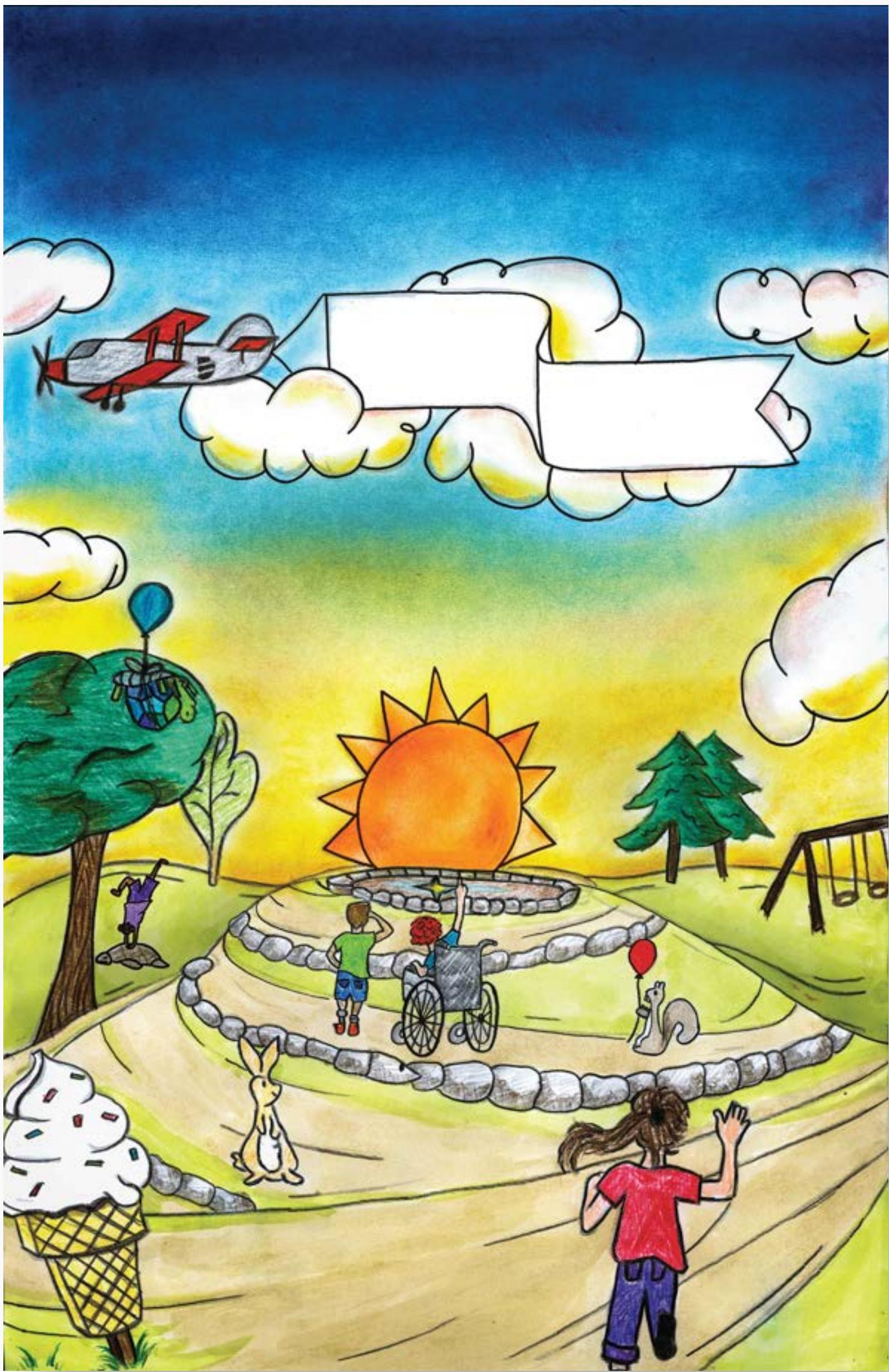
This is a client project, our design team competed with two other groups to create promotional advertisement for Charlie Jobson's new natural play park. Charlie, the funder, invested a significant amount in this park so it is accessible to students and the community. Our responsibility was to create an opening day advertisement, which included a park poster, signage, digital banner, and animation.

**Project Goals:**

The primary objective was to design a meaningful and engaging park poster and banner for elementary families and the local community. Our focus is to explore the use of realistic materials on paper while maintaining authenticity.



This is the original poster we crafted using colored pencils, crayons, and pastels. Unfortunately, after scanning it, the colors appeared diluted, making the whole poster less appealing.



This is the edited poster processed through Photoshop, using color correction to increase saturation and vibrancy. Additionally, shadows and dark spaces were added to introduce a sense of depth into the design.



This is the completed version of the poster, featuring added text and images that include logos, the park's name, opening date, mottos, and additional information.



For the addition, the client requested an animation and a banner to capture the park's lively atmosphere. I chose to animate cut-out paper figures to convey a sense of fun and youthful energy, aligning with the park's community-focused, kid-friendly vibe.

Over our big launch, our posters and banners were able to get **recognized** in multiple sites, articles, and news.

Notable mentions include:  
**WGLT**  
**Nexstar Media**  
**The Pantagraph**  
**Adam Bienenstock**

# Charlie Jobson Park Reflections

## **What I learned:**

Bringing materiality in this poster adds an authentic touch that makes it more meaningful to the audience. **Understanding the audience, in this case, families and community members, is crucial.** Creating the design towards the targeted audience allowed us to design a poster that appeals to the aesthetics of kids and the community.

## **What could be improved:**

Given the time constraints, there wasn't extra time to refine typography and text placements. However, with the available time, we made sure that they were appropriately positioned. While there are minor details in characters and colorings that could be refined, they adds charm to the poster, giving it a childlike and characteristic quality.



# Chicken Addiction

**Timeline:**

~ 2.5 weeks (20 hours)

**Project Description:**

Creating a recipe cookbook centered around chicken, exploring and rediscovering popular recipes from around the world. Why chicken? Because I have a profound love for food, especially various chicken dishes. The motto derived from the cookbook itself is “*Life without chicken has to be the worst life decision.*”

**Software Used:**

InDesign  
Photoshop  
Illustrator

**Project Goals:**

My objectives for this project is to master consistency in display and style throughout the cookbook, and selecting appropriate typefaces for different hierarchy systems.



2

Chicken Addiction

Chicken Addiction

## About Me

Nicolas Wong was born in Jakarta, Indonesia. His food life revolves around Asian cultural food. Chicken is one of the most eaten meat in Indonesia, therefore his love for chicken is incomparable. He is very excited to share his knowledge of chicken recipes to the world.

"Chicken is a world wide comfort food and can be found in high end cuisine to soulful home cooked recipes. The dishes within this recipe book have been gathered together to present the best of the best chicken dishes around the world. Top-quality food can be easily reproduced with the combination of bold flavors and love. Everyone can be a chef if they have the passion for it."

3



## KungPao Chicken

Serving: 6 Time: 50mins

### Ingredients

28 oz	boneless/skinless chicken breast (1inch cubes)
1tbsp	shaoxing wine or dry sherry
1tbsp	light soy sauce
2 tsp	baking soda
1tsp optional	cornstarch / corn flour cooked/fried rice

### Stir Fry:

4 tbsp	cooking oil divided
1½ tbsp	garlic (or 4-6 cloves)
1tbsp	ginger
½ piece	red bell pepper, seeded and diced
½ piece	green bell pepper, seeded and diced
8 pieces	dried chilies (½ inch pieces)
1tbsp	Sichuan peppercorns, lightly toasted
4 pieces	green onion (1-inch pieces)

### Sauce:

½ cup	low-sodium chicken stock (or broth)
5 tbsp	light soy sauce
2 tbsp	Chinese black vinegar (or balsamic vinegar)
2 tbsp	Chinese Shaoxing wine (or dry sherry)
2 tsp	dark soy sauce
2 tsp	hoisin sauce
2 tsp	sugar
1tsp	cornstarch / corn flour
½ cup	roasted/unsalted peanuts
2 tsp	sesame oil

### Instructions

1. Combine all ingredients for the chicken in a bowl; cover and marinate it for at least 10 minutes.
2. Mix sauce ingredients together until they all dissolves; set aside.
3. Heat up a large pan/wok over high heat. Add and heat up 2 tablespoons of cooking oil, then mix in the marinated chicken. Fry chicken for 3-4 minutes while stirring constantly, until their edges are browned. Remove from heat and set aside.
4. Add the rest of the cooking oil into the same pan/wok. Throw in garlic, ginger, dried chili, diced peppers, and Sichuan peppercorns and stir fry for 1 minute.
5. Pour and mix the sauce into the pan and bring it to a boil while stirring.
6. Wait until the sauce to be lightly thickened, add chicken back into the pan/wok and mix all of the ingredients through the sauce until the chicken is evenly covered (around 2 minutes).
7. Mix in green onions, peanuts and sesame oil. Continue to cook for 2 more minutes for the flavors to be soaked in.
8. Serve immediately with cooked rice/fried rice and enjoy!



## Chicken Pot Pie

Serving: 8 Time: 60mins

### Instructions

1. Heat up oven to 425°F.
2. Melt the butter in a 12-inch cast iron (or other oven proof) skillet over medium heat. Throw in the onion, celery, carrots over the butter and sauté for 5 minutes, mix until the onions are browned.
3. Add flour, salt, pepper, celery seed, garlic powder and thyme to the butter and vegetables until it creates a thick paste. Sauté for 2 minutes.
4. Slowly pour the milk. After the milk is fully mixed, slowly add the chicken stock. Simmer, whisking continuously until mixture has slightly thickened.
5. Add the peas and chicken to the sauce.
6. Roll out one pastry sheet into a 16-inch square on a lightly floured surface. Cut into 26 (3-inch) squares. Place the squares, slightly overlapping each other on top of the chicken mixture.
7. In another bowl, whisk the egg with 1 tablespoon water. Brush the egg wash over the puff pastry. Put it in the oven for 25 minutes until the pastry is golden brown and the filling is bubbling.
8. Take them out and serve immediately to enjoy!

### Ingredients

½ cup	butter (1 stick)
2 cups	carrots, 1/4 inch sliced
1 cup	celery, 1/4 inch sliced
1 cup	onion, chopped
½ cup	flour
1 tsp	salt
½ tsp	black pepper
½ tsp	celery seed
1 tsp	garlic powder
1 tsp	fresh thyme, minced (optional)
1 cup	whole milk
2 cups	chicken stock
2 cups	peas, frozen
4 cups	cooked chicken (3 chicken breasts, pre cooked or rotisserie)
1 package	frozen puff pastry, (slightly thawed)
1 egg	(for pastry wash)



## Curry Chicken Skewers

Serving: 4 Time: 255 mins (4h prep)

### Instructions

1. Combine all ingredients (except chicken) in a bowl. Stir and combine well until they all dissolve.
2. Add chicken to a large ziploc bag with the mixture and let it marinade.
3. Let it marinate for at least 4 hours (or overnight).
4. Heat a grill or grill pan to a medium-high heat. Arrange chicken skewers in a single layer and cook, rotating occasionally, until chicken is no longer pink in the center (around 10 minutes).
5. When ready, serve immediately and enjoy!

### Ingredients

1lb	chicken thighs (cut into one inch pieces)
2 tbsp	vegetable oil
2 tsp	agave (or honey or brown sugar)
1 tsp	salt
1 tsp	black pepper
2 tbsp	curry powder
1 tbsp	sriracha
2 limes	(juiced)
**	green onions (for garnish)
**	lime wedges (for garnish)

\*\* As you desire

CHICKEN NACHOS CHICKEN POT PIE  
PIRI PIPI CHICKEN LEMON CHICKEN

CHICKEN ADDICTION

“Life without **chicken**,  
is gotta be the  
*worst life decision*”

# Chicken Addiction Reflections

## **What I learned:**

Entering this project with enthusiasm, my primary goal extended beyond exploring chicken recipes. As I did research for diverse recipes, I encountered challenges involving both modest and extensive amounts of cooking ingredients and instructions.

**It is crucial to create a grid system that is not only flexible but also visually appealing** (this also makes my life easier).

## **What could be improved:**

After printing the final product and have it as a bounded book, I noticed minor issues that became apparent in the physical format. The binding seems to have little breathing room, resulting in a slight sinking of the inner pages. Resolving this concern involves going back to the grid layout to ensure the inner sections have enough breathing space.

# UI/UX Design

UI/UX design is the thoughtful process of enhancing user experience and interaction by creating seamless designs within digital products. It involves understanding the user needs, behaviors, and goals to design interfaces that are both easy to navigate and enjoyable to use. Focuses on the look and feel of the product, to make sure it is visually appealing and user-friendly. It also concentrates on the overall experience and functionality, aiming to make the user's experience through their task as smooth and satisfying as possible.

In short, its about creating smooth digital experiences by blending user-friendly interfaces (UI) with satisfying user journeys (UX).

# B<sub>c</sub><sup>o</sup>ost

*Bikeshare System*



# Boost Mobile (branding extension)

**Timeline:**

~ 4 weeks (40 hours)

**Project Description:**

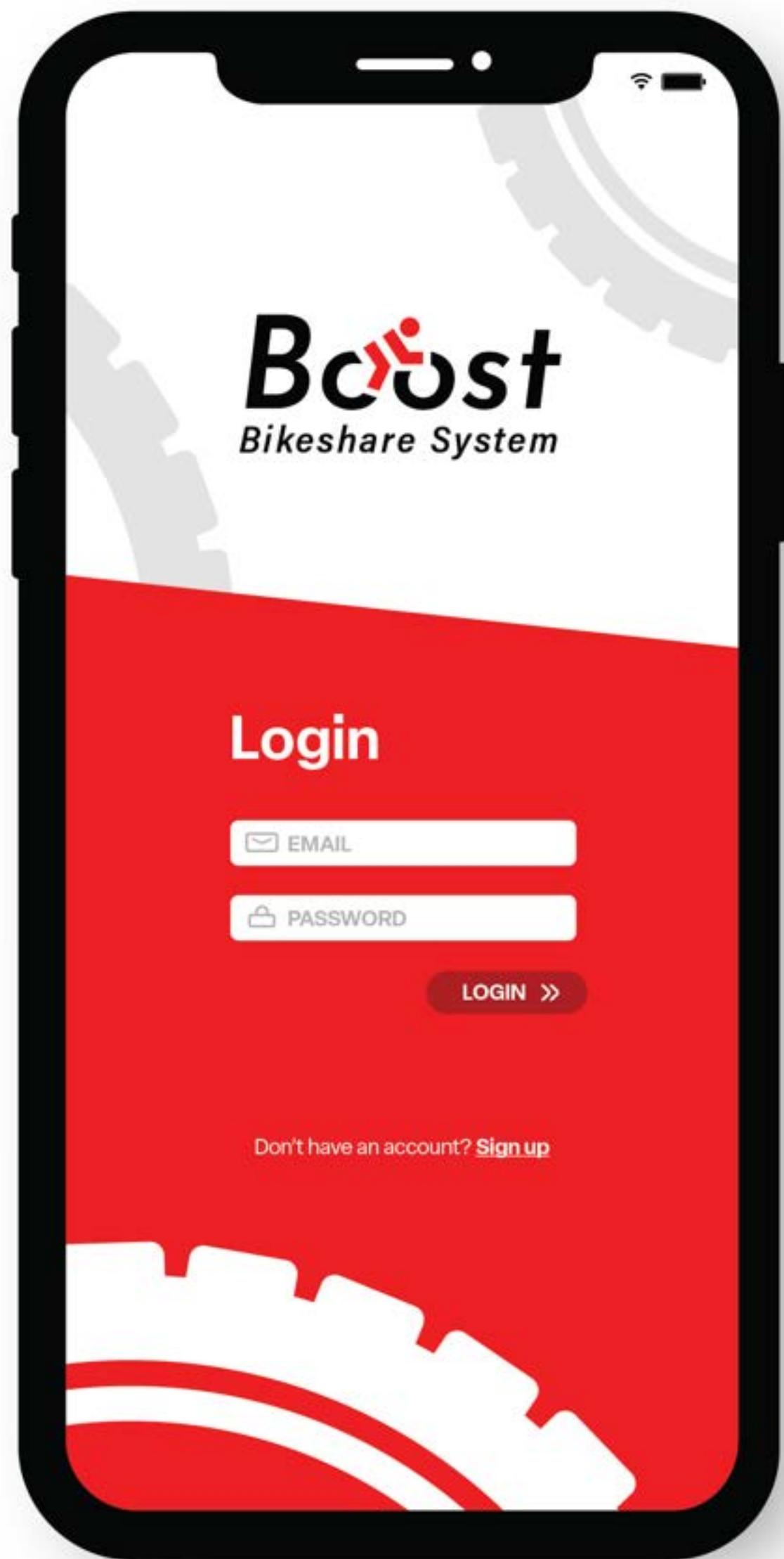
Made to solve the campus transportation challenge, a new bikeshare system that allow efficient travel for students and faculty. Boost not only saves time but also contributes to a healthier environment, reducing the overall carbon-dioxide number in the campus.

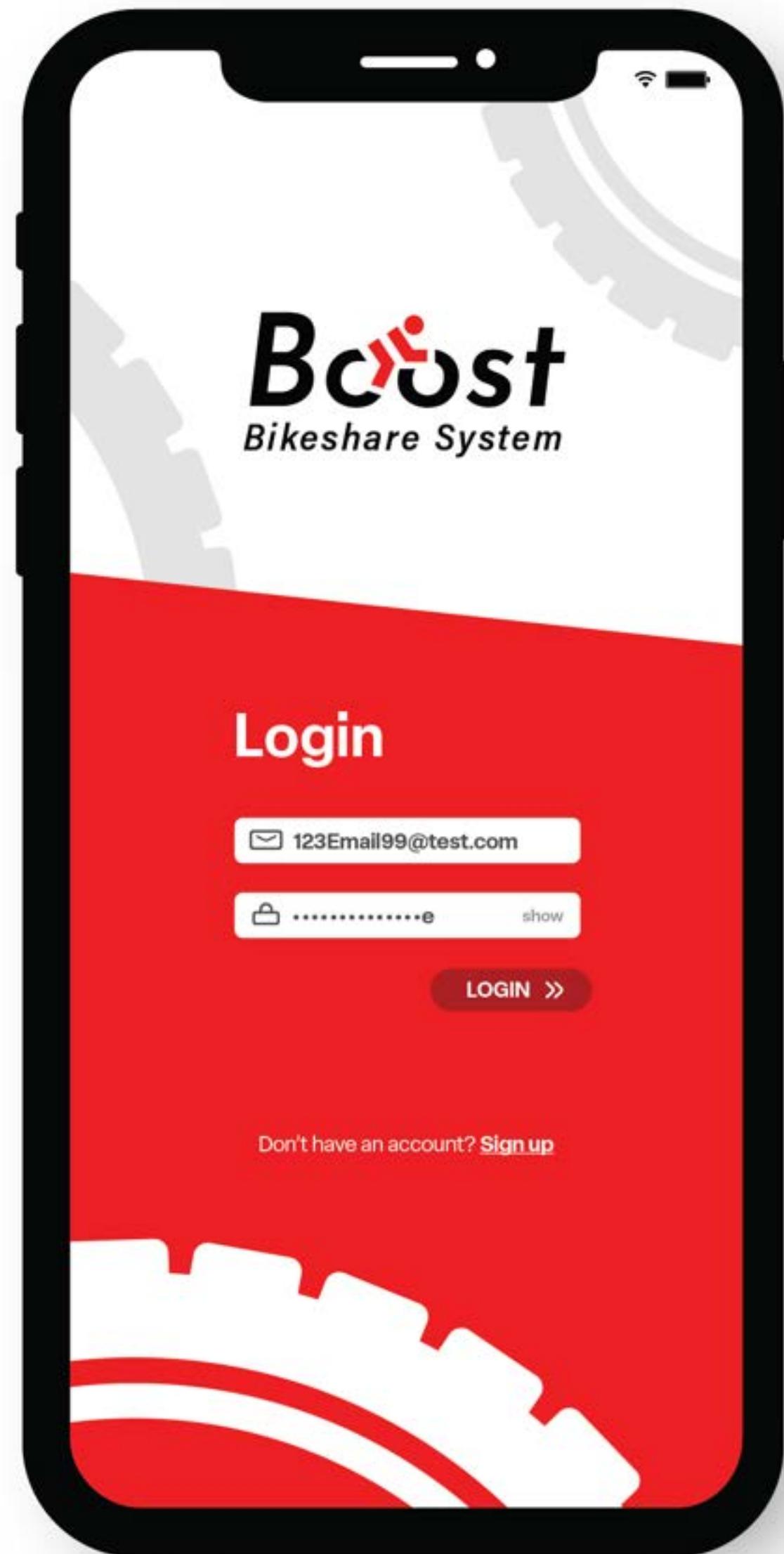
**Software Used:**

InDesign  
Photoshop  
Illustrator  
XD  
After Effect

**Project Goals:**

Creating a brand startup, my goal was to extend the mission across various mediums, such as posters, a mobile app, and bike stations while maintaining a consistent, engaging design. I also aimed for a clean and straightforward aesthetic throughout the entire brand.





## Designing Boost Mobile

For a functional bikeshare system, it needed a user-friendly app to navigate locations and check bike availability. Understanding the user flow was crucial to ensure a seamless experience.

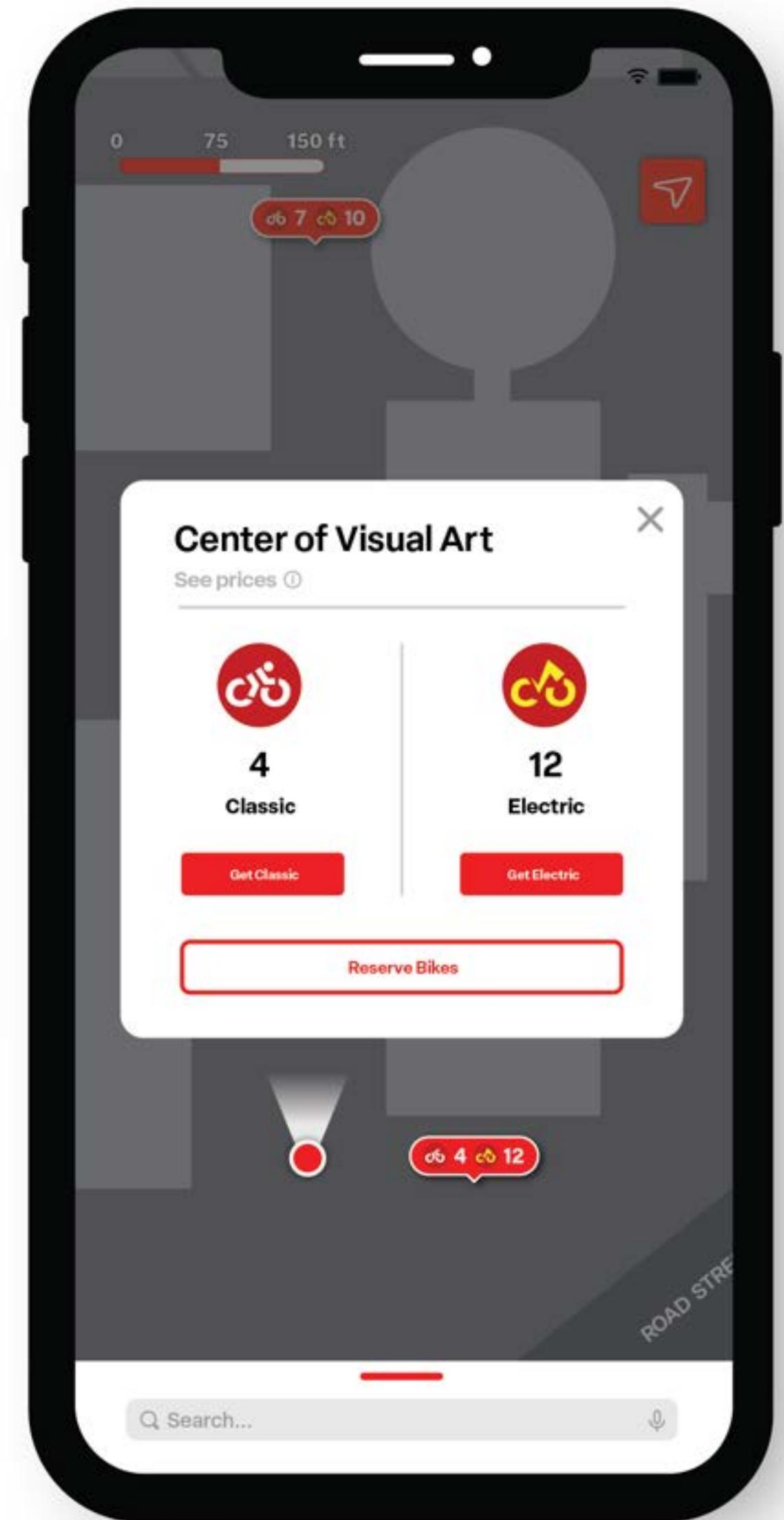
### Efficient and Secure

Enabling individual user accounts enhances efficiency for returning users. With the added feature of bike reservations, it ensures precise tracking of rental schedules and users, optimizing operational effectiveness.



## Quick and Simple

Upon launching the application, users are promptly presented with a map displaying numerous bike stations within their proximity. Additionally, real-time notifications inform users about the availability of bikes for rental or borrowing based on their location.



## Reserve and Ready-to-Go

With just a few clicks, users can seamlessly reserve a bike. They have the flexibility to select between a standard or electric bike, and can promptly secure their preferred choice upon selection.



# Boost Mobile Reflections

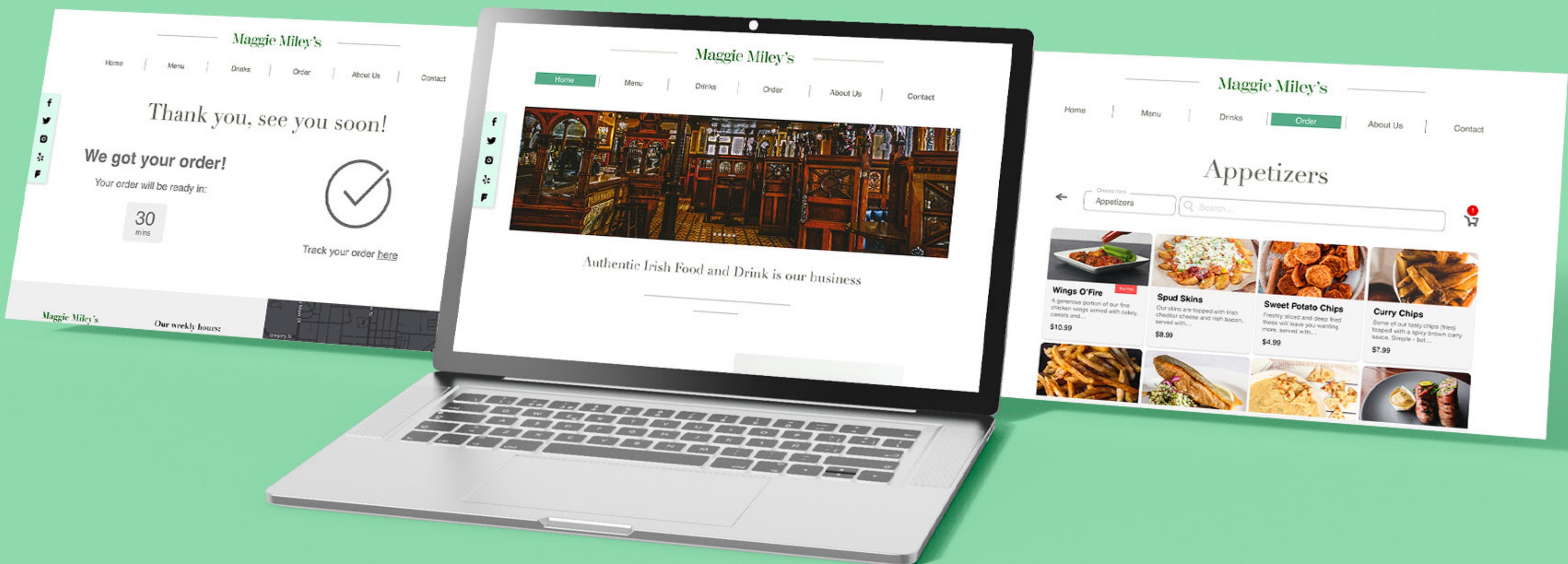
## **What I learned:**

Building a brand goes beyond just creating a logo. A great brand always use a style familiarity that extends beyond the logo. **Understanding how we deliver the brand to the audience and consistently capturing their attention is crucial.**

## **What could be improved:**

The brand could be further expanded through a social media campaign, for example Instagram or twitter posts. Unfortunately, due to time constraints, I couldn't fully design the app, which need the map to be more detailed and extra features that are not included yet. However, I made sure to include essential elements that are needed for consumer use.

# Irish Pub Maggie Miley's Redesign



# Maggie Miley

**Timeline:**

~ 3 weeks (25 hours)

**Software Used:**

XD  
Photoshop

**Project Description:**

I redesigned a local business's website that appeared unappealing and outdated. Instead of recoding the entire site, the focus was mainly on redesigning the layout for a more pleasing and user-friendly appearance. **The primary goal was to simplify the customer's experience, making it both visually appealing and user-friendly.**

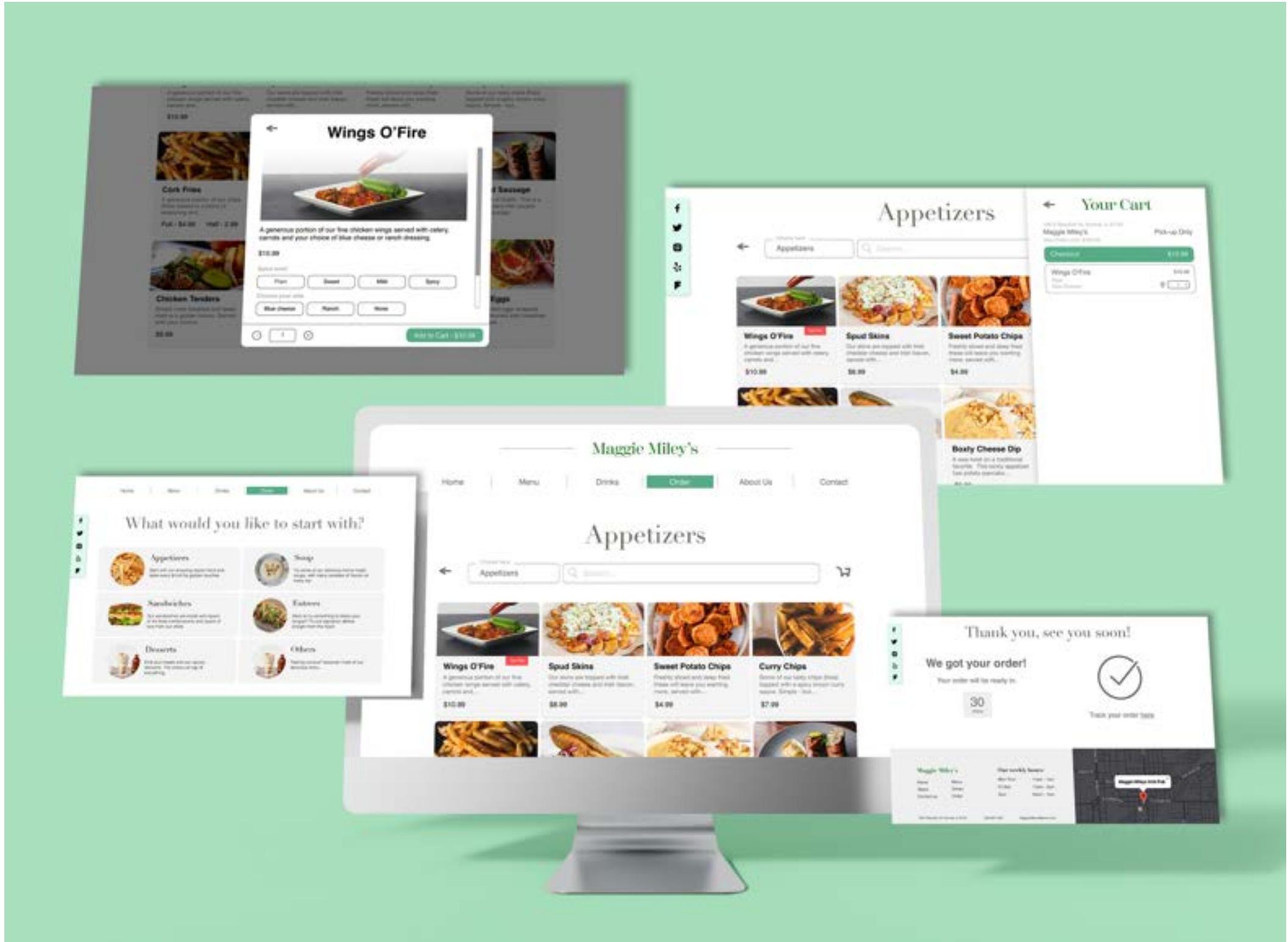
**Project Goals:**

The project aimed at learning how to redesign a website without altering its content, focusing on the consumer's perspective to understand their overall experience. Specifically, the main focus was on **improving the customer's experience with online food ordering.**

The collage illustrates the visual consistency of a website across various pages:

- Top Left:** A screenshot of the "Order" page showing a cart with one item: "Wings O'Fire" (\$10.99) with "But Cheese".
- Top Right:** A screenshot of the "Appetizers" page, which features a large image of a cocktail and a smaller image of food.
- Middle Left:** A screenshot of the "Appetizers" page, showing a grid of appetizer items: Wings O'Fire, Spud Skins, Sweet Potato Chips, and Curry Chips.
- Middle Right:** A screenshot of the "Place Your Order" page, showing a sidebar with menu categories like "Appetizers", "Soups", and "Salads".
- Bottom Left:** A screenshot of the homepage with a banner asking "What would you like to start with?", followed by sections for "Appetizers" and "Soup".
- Bottom Right:** A screenshot of the "Order Confirmation" page with the message "We got your order!", a timer showing "30 mins", and a "Track your order" button.

Maintaining consistency across all pages is crucial for a cohesive website style, creating a less confusing and more seamless experience for users.



To streamline the online food ordering process, it's essential to provide users with a familiar experience rather than introducing unnecessary complexity. Reinventing the wheel may only lead to user confusion, so sticking to what already works is key.

# Maggie Miley's

Home

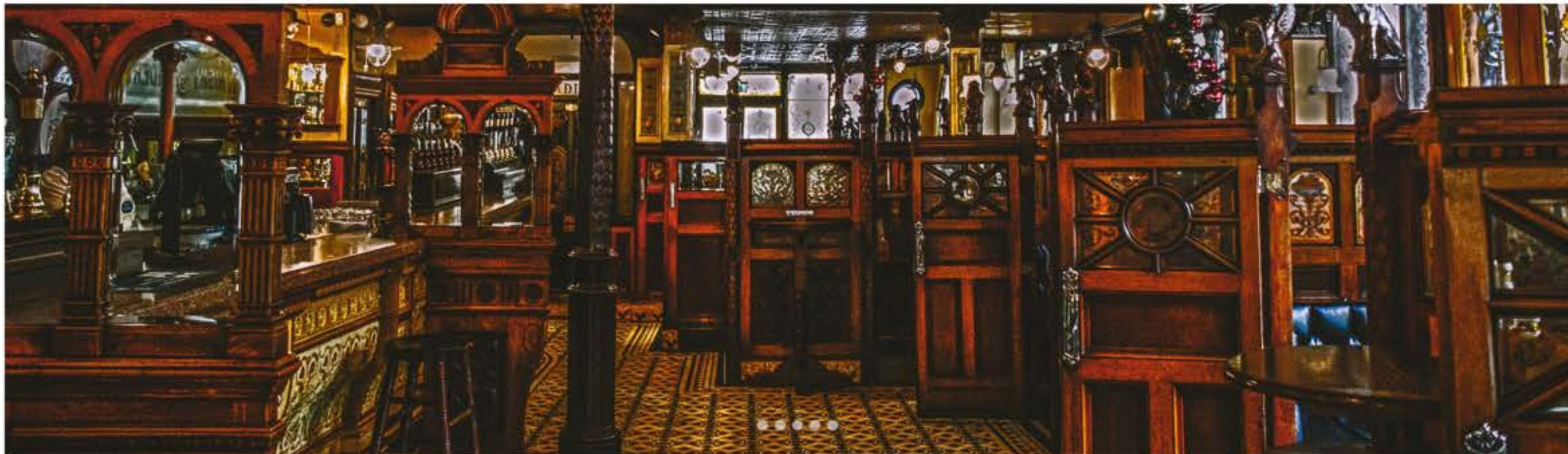
Menu

Drinks

Order

About Us

Contact



Authentic Irish Food and Drink is our business

# MENU

For over 12 Years, Maggie Miley's Irish Pub has continued to bring great food and spirits to the Bloomington - Normal area.

Open 7 days a week, Maggie's brings you constant football matches and an incredible Irish atmosphere.

[view full menu](#)

or

[Order Online](#)



## DAILY SPECIALS



- Monday ▾
- Tuesday ▾
- Wednesday ▾
- Thursday ▾
- Friday ▾
- Saturday ▾
- Sunday ▾

“

<

This gotta be the best restaurant I've ever been to!  
Food and services are beyond delightful.  
Will definitely come back for more!

>

- John Doe

”

# Maggie Miley's

[Home](#) | [Menu](#) | [Drinks](#) | [Order](#) | [About Us](#) | [Contact](#)



## Appetizers

Start with our amazing starter food and taste every bit of the golden touches



## Soup

Try some of our delicious home-made soups, with many varieties of flavors on every sip



## Sandwiches

Our sandwiches are made with layers of the best combinations and layers of love from our chefs



## Entrees

Want to try something to bless your tongue? Try out signature dishes straight from the heart.



## Desserts

End your meals with our savory desserts. The cherry on top of everything.



## Others

Feeling curious? discover more of our delicious menu.

### Maggie Miley's

[Home](#)    [Menu](#)  
[About](#)    [Drinks](#)  
[Contact us](#)    [Order](#)

### Our weekly hours:

Mon-Thur: 11am - 1am  
Fri-Sat: 11am - 2am  
Sun: Noon - 1am

126 E Beaufort St, Normal, IL 61761

309-807-4301

MaggieMileys@gmail.com

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Maggie Miley's

- [Home](#)
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## Appetizers

Choose here: [Appetizers](#)  



**Wings O'Fire** Top Pick

A generous portion of our fine chicken wings served with celery, carrots and...

\$10.99



**Spud Skins**

Our skins are topped with Irish cheddar cheese and Irish bacon, served with...

\$8.99



**Sweet Potato Chips**

Freshly sliced and deep fried these will leave you wanting more, served with...

\$4.99



**Curry Chips**

Some of our tasty chips (fries) topped with a spicy brown curry sauce. Simple - but...

\$7.99



**Cork Fries**

A generous portion of our chips (fries) tossed in a blend of seasoning and...

Full - \$4.99 Half - 2.99



**Smoked Salmon**

Thinly sliced chilled smoked salmon served with lemon, diced onion, capers and...

\$11.99



**Boxty Cheese Dip**

A wee twist on a traditional favorite. This boxty appetizer has potato pancake...

\$9.99



**Battered Sausage**

Straight out of Dublin. This is a favorite of many Irish people. Irish pork sausage...

\$9.99



**Chicken Tenders**

Breast meat breaded and deep-fried to a golden brown. Served with your choice...

\$9.99



**Onion Rings**

Our onion rings are made with Guinness beer batter and served with Maggie's Dip

\$6.99



**Reuben Fritters**

A delicious bite sized treat consisting of diced corned beef, cream cheese, and...

\$9.99



**Scotch Eggs**

Two soft boiled eggs wrapped with our seasoned Irish breakfast sausage meat...

\$9.99

**Maggie Miley's**

**Our weekly hours:**

Mon-Thur:	11am - 1am
Fri-Sat:	11am - 2am
Sun:	Noon - 1am

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The redesigned website distinguishes itself by its enhanced appeal to users. Leveraging images effectively stimulates users' appetites for restaurant cuisine. By prominently featuring menu items alongside corresponding images, while maintaining clear pricing and descriptions within a card layout, we achieve a visually engaging and efficient design.

# Maggie Miley's

Home | Menu | Drinks | **Order** | About Us | Contact



## Checkout



### Contact Information

First name

Last name

Email

Phone number

### Payment Methods

Add New Payment Method

- Credit / Debit Card >
- PayPal >
- Google Pay >
- Apple Pay >

**Place Your Order**

### Maggie Miley's

[Home](#)  
[About](#)  
[Contact us](#)

[Menu](#)  
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Sun:	Noon - 1am



# Maggie Miley's

Home | Menu | Drinks | Order | About Us | Contact



## Thank you, see you soon!

### We got your order!

Your order will be ready in:

30  
mins



Track your order [here](#)

#### Maggie Miley's

Home      Menu  
About      Drinks  
Contact us      Order

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# Maggie Miley Reflections

## **What I learned:**

While redesigning the site layout, I always kept in mind the importance of readability, legibility, and accessibility. A key focus was on enhancing the overall customer interaction, considering:

- How easily users can find tasks.
- How quickly tasks can be completed.
- The number of clicks required to finish a task.

## **What could be improved:**

The project's functionality came closely with how I vision it, but I noticed the need for attention to font choices and sizes to better harmonize with the entire site. The online order page presents inconsistencies in page layout and footer, which require adjustments for better uniformity. Despite these, the online order task is generally straightforward and easy to navigate.



D  
dcode

סִלְשָׁ

Selam

Hola

Ciao

D  
dcode

你  
かと

नमस्ते

Aho

Привет

Hallo

مَكِيلَعْ مَالِسْلَ

# Dcode

**Timeline:**

~ 1.5 weeks (10 hours)

**Team:**

Evan Schuller  
Maddie Chilton

**Software Used:**

XD  
Illustrator

**Project Description:**

Dcode is a specialized LIVE translator app designed to solve various user language challenges. It offers multiple functions, including translating images, voice, and common slangs. The app features a text-to-speech function and employs colors suitable for users with visual disabilities.

**Project Goals:**

This short project prioritizes functionality over aesthetics, so we aim to make the app operational. The goal is to explore multiple functions that bridge language barriers in real-time, using user challenges as the guide. We try use user research to identify and plan the essential features the app needs.

**86%**

of world population does  
not speak English at all

**40%**

of world population  
speaks only one language

**21.7%**

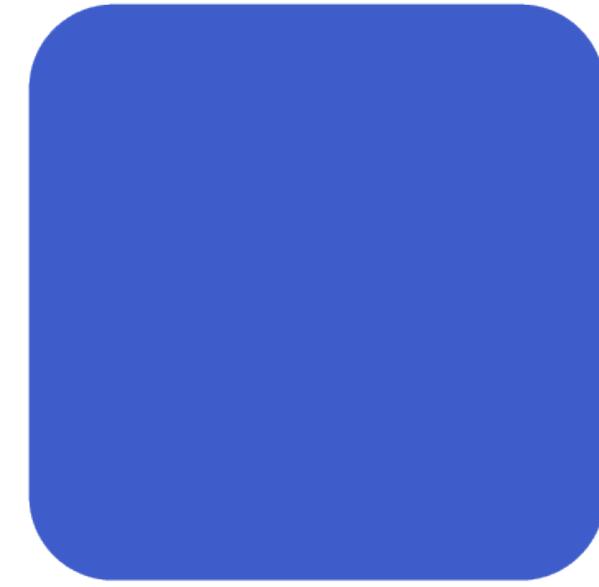
of U.S. population  
does not speak English

These stats  
implies that

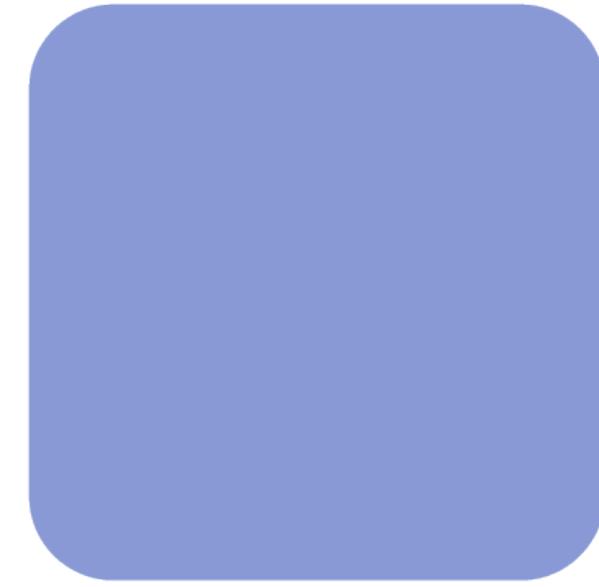


**72,094,300+**

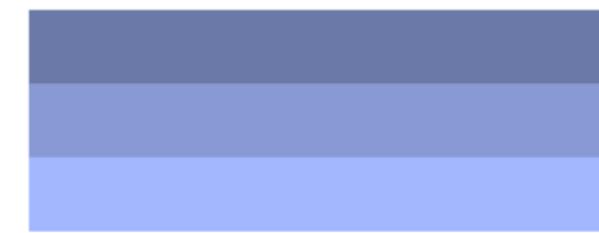
residents of the United States face  
challenges in understanding English.



#3E5DCA



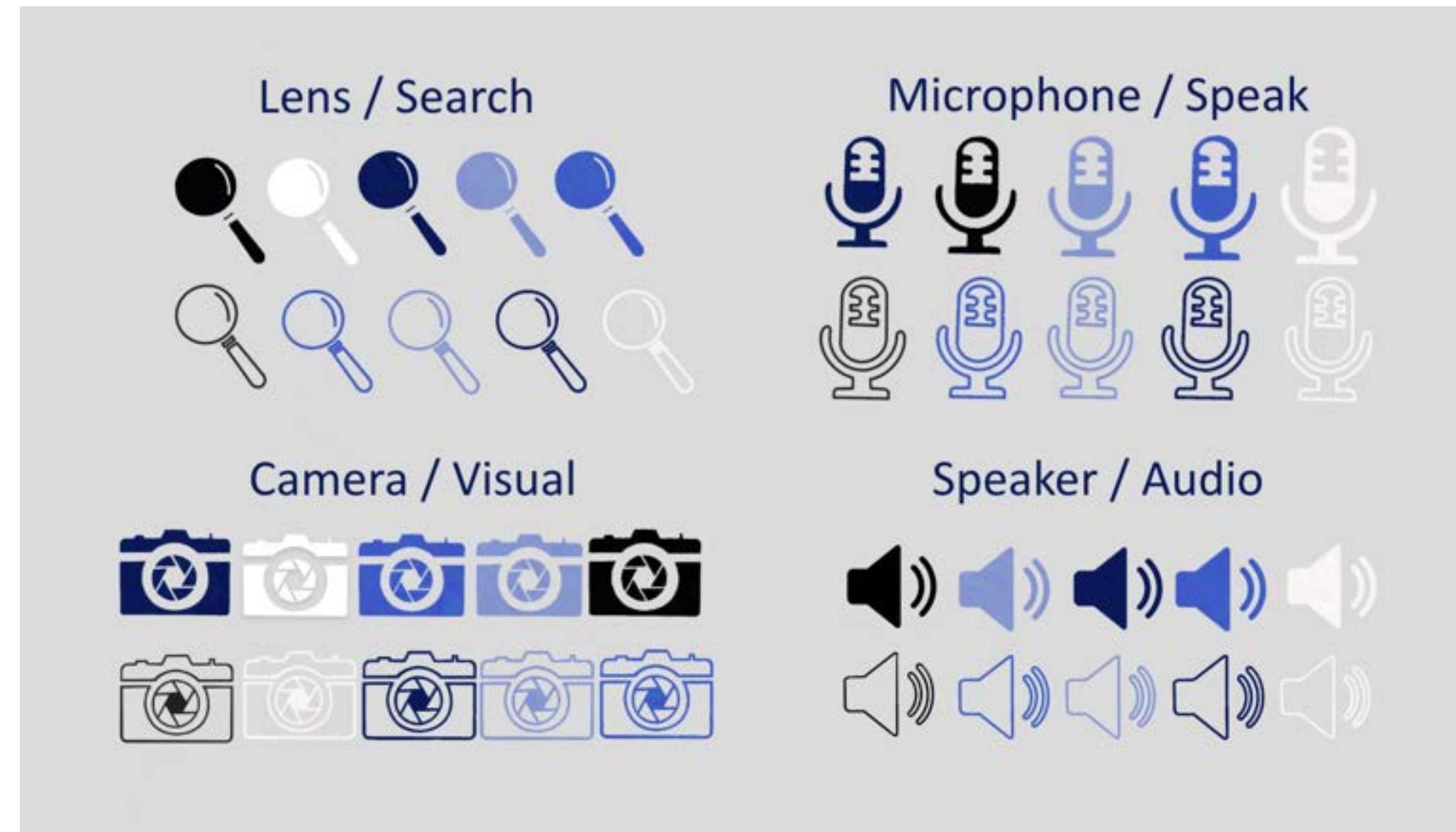
#8899D5



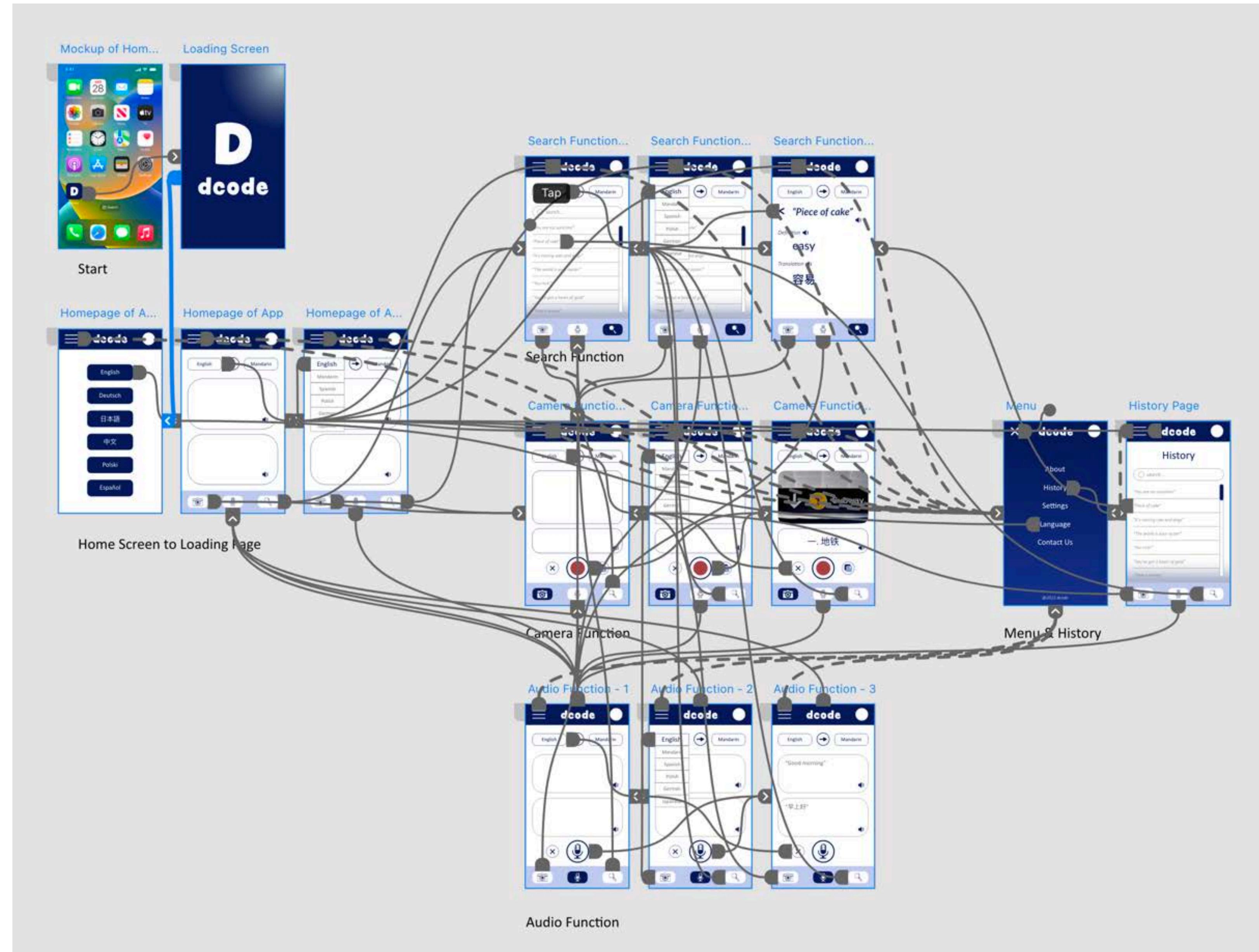
#081957



While designing the app, we must prioritize accessibility, considering not only language barriers but also addressing users' visual challenges. Therefore, we opted for three blue-toned colors, tested for compatibility, and ensured easy readability for various visual disabilities, such as monochromatism, dichromatism, and anomalous trichromatism.

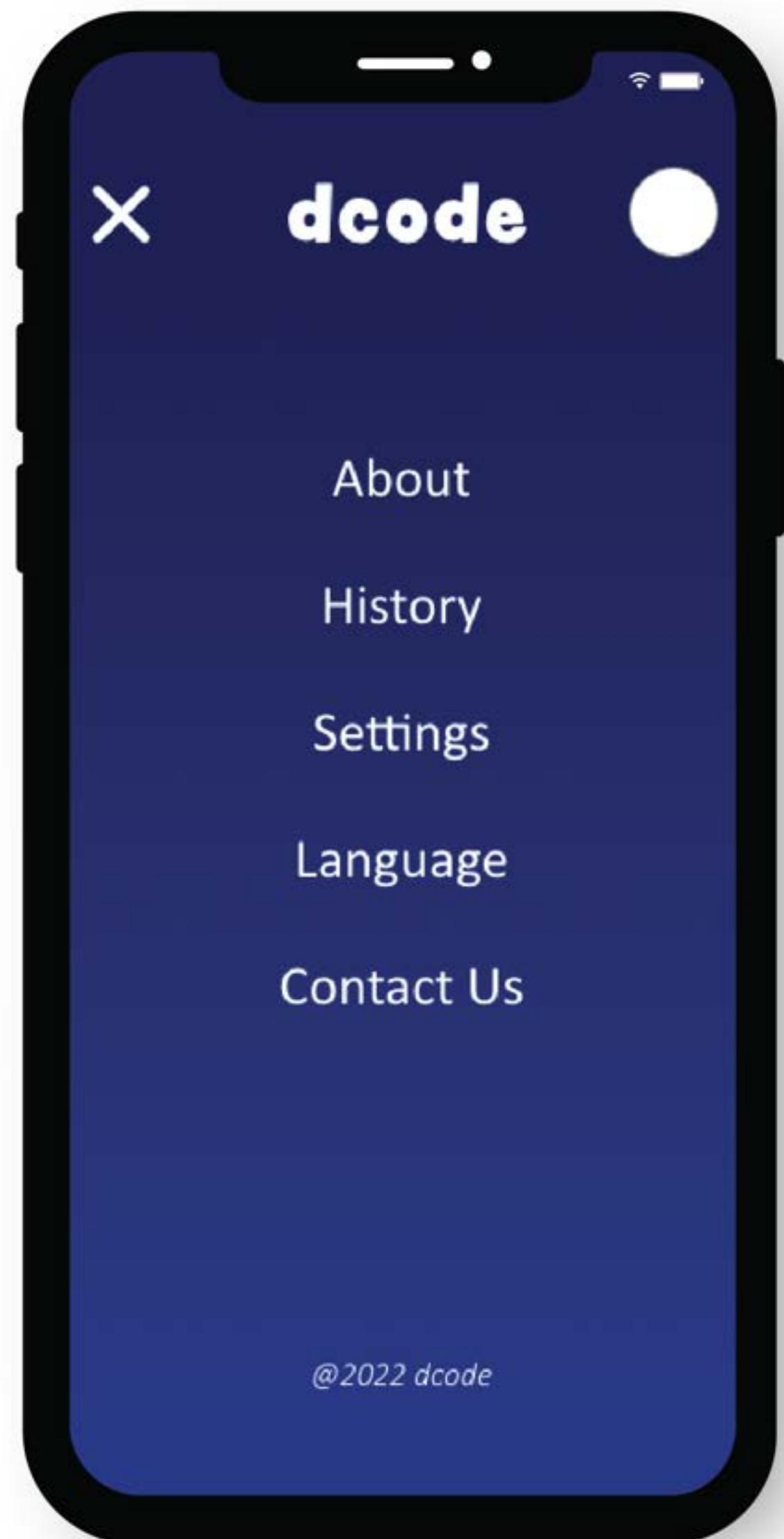


To enhance user experience in our app, we should incorporate universally recognized icons. Icons such as a magnifying glass for search, microphone and speaker for audio functions, and camera for visual tasks are widely understood globally. Utilizing this common iconography can help overcome language barriers for non-native speakers.





It's essential to make a clear and impactful first impression to capture users' attention from the outset. Providing language options prominently at the beginning of the experience allows users to comfortably select their preferred language without the risk of encountering unfamiliar language barriers.



Incorporating a menu with personalized preferences and a history of previous searches can streamline the user's task time by eliminating the need for multiple submissions of the same query. Additionally, this feature offers users flexibility to switch to their preferred language seamlessly.





# Dcode Reflections

## **What I learned:**

Conducting sample user research significantly speeds up the process of figuring out the needed features for the app. Putting functionality first over aesthetics in the initial stages is crucial; **thinking from the user's perspective and addressing their challenges helps solve future issues.**

## **What could be improved:**

Since our attention focused on functionality, we had limited time to improve the app's aesthetic. Future improvements can be made in typefaces, spacing for better readability, and adjusting colors for overall cohesion. Beyond functionality, our future goal would be to expand the app's features to solve additional challenges such as physical disabilities and other language barriers among our users.

2023



**Work with me, or let's be friends!**

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