

Design works by // Ningbo Ma // .



DESIGN 2023 PORTFOLIO

Get Started!



GRAPHIC DESIGN

3D DESIGN

ILLUSTRATION

UI | UX

ANIMATION





Ningbo Ma (Bobo)

Basic Information

SG Passport: DP

Nationality: Chinese

Working Years: 5 years

E-mail: mnb931114@gmail.com

Tel: 0065-94457913

Wechat: bravabobo

Languages: English, Chinese

Self Evaluation

• Self Starter

Proactively seek solutions to problems at work; keep learning after work and maintain an innovative attitude to adapt to the rapid development of the industry

• Quick Learner

Strong learning ability and adaptability, able to make timely adjustments according to different work contents, and constantly break through oneself

• Team player

Good at cooperating with others, with good communication skills, team awareness and responsible working attitude

Design Skills

Graphic Design



3D Design



UI/UX Design



Animation



Programming



A I G C



Education Background

- 2016.09 - 2019.01 Beihang University (China, 985) Design / Master
- 2018.02 - 2018.07 Academy of Fine Arts of Venice (Italy) Art / Exchange Study
- 2012.09 - 2016.06 Donghua University (China, 211) Fashion Design and Engineering / Bachelor

Work Experience

- 2022.01 MEICAM Beijing Meicam Network Technology Inc. Ltd. Senior UX / Graphic Designer
/

2022.11
 - Responsible for upgrading the user experience of Meicam's multi-platform self-developed products (including applications, websites, and software)
 - Responsible for various types of design work, including UI design, graphic design, short video effects, etc
 - Responsible for user research, competing product analysis, proposal making, design execution, etc, for various B-end and C-end projects
- 2020.06 Zuoyebang Education Technology (Beijing) Co., Ltd. Senior Illustration Designer
/

2021.09
 - Project Management :
Responsible for the project management of teaching material's illustrations and layouts in UXC, and the update and iteration of the overall visual specification of the project
 - Design Execution :
Responsible for the design of teaching materials in UXC, including illustrations, layouts, cultural and creative products, etc;
Participate in the construction of the illustration worldview material library in UXC, including the design of characters, props, and scenes
- 2020.01 TAL Education Group Illustration Designer
/

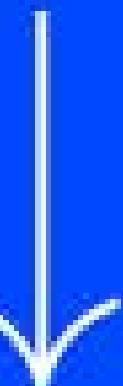
2020.06
 - Discuss and formulate animation scripts and storyboards for the course with teaching staff and animators
 - Carry out the original painting design of animation courseware according to the script content and storyboard design
 - Regularly carry out walk-through and review of design output

Honors

- 2022 AYADA Asian Young Rookie Award, **Silver Prize**
- 2021 ICAD International Youth Art and Design Association, **Bronze Prize**
- 2019 The 7th Hill Illustration International Competition, **Finalist**
- 2019 The 4th Ananas Illustration International Competition, **Finalist**
- 2017-2019 Beihang University **Graduate Scholarship**
- 2017 Beihang University Graduate Student Singer Contest, **one of the Top Ten Singers**
- 2016 Beihang University Graduate Entrance Examination of Design, **First Place**

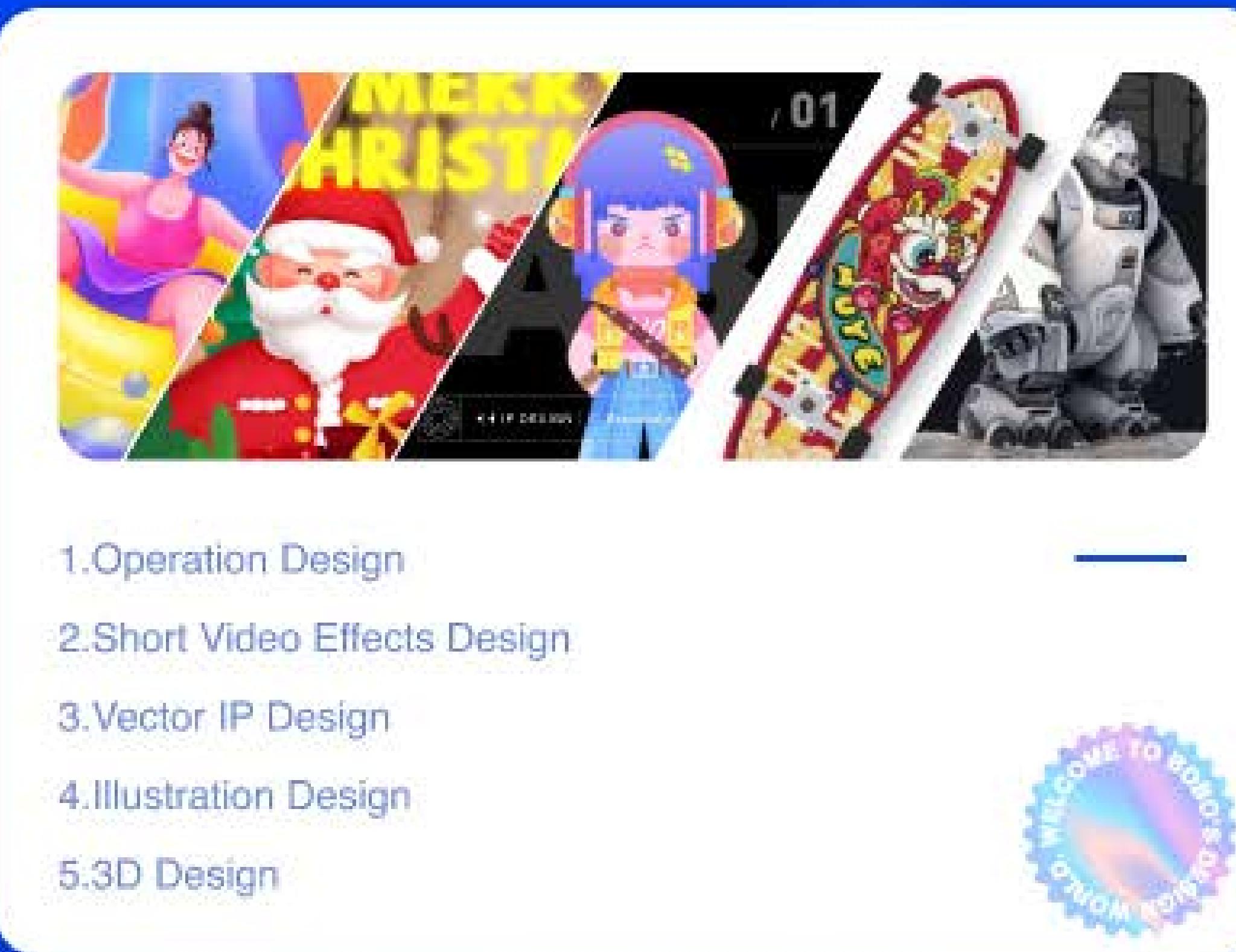


CONTENT



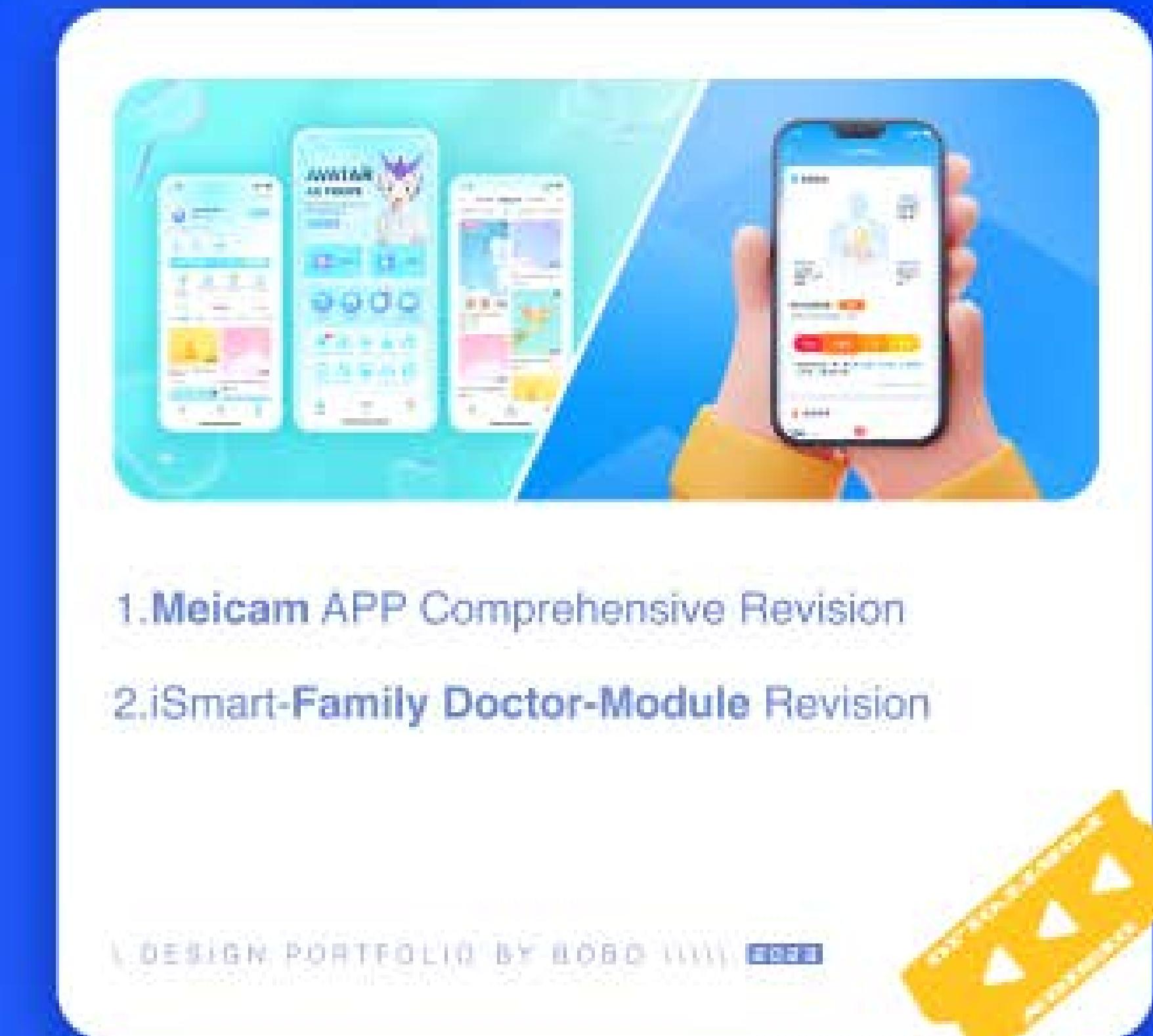
n1

DIVERSIFIED DESIGN



n2

UI | UX DESIGN



RESEARCH

THINKING

EXECUTION

DIVERSIFIED DESIGN.

**01****Operation Design**

Posters
Banners
Brand KV

**02****Short Video Effects**

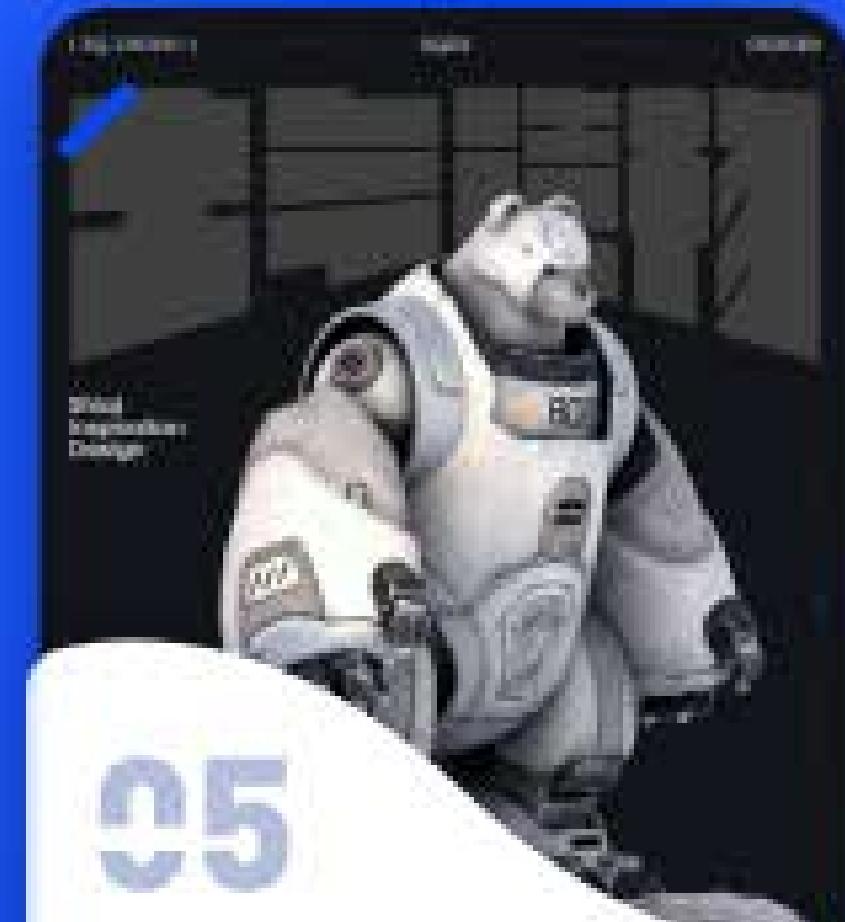
Effects Display
Case Analysis

**03****Vector IP Design**

Personal IP project
IP Derivative Design

**04****Illustration Design**

Skateboard Patterns
K12 Illustrations
Personal Illustrations

**05****3D Design**

IP Design
Toy Design
Scene Design

OPERATION DESIGN



This part includes my design output at work and personal practice works, including vertical screen posters, banners, and other posters.

In my spare time, I have been continuously training and improving my **multi-dimensional design skills** to adapt to various needs in the work, and I am always ready to take on more important responsibilities.

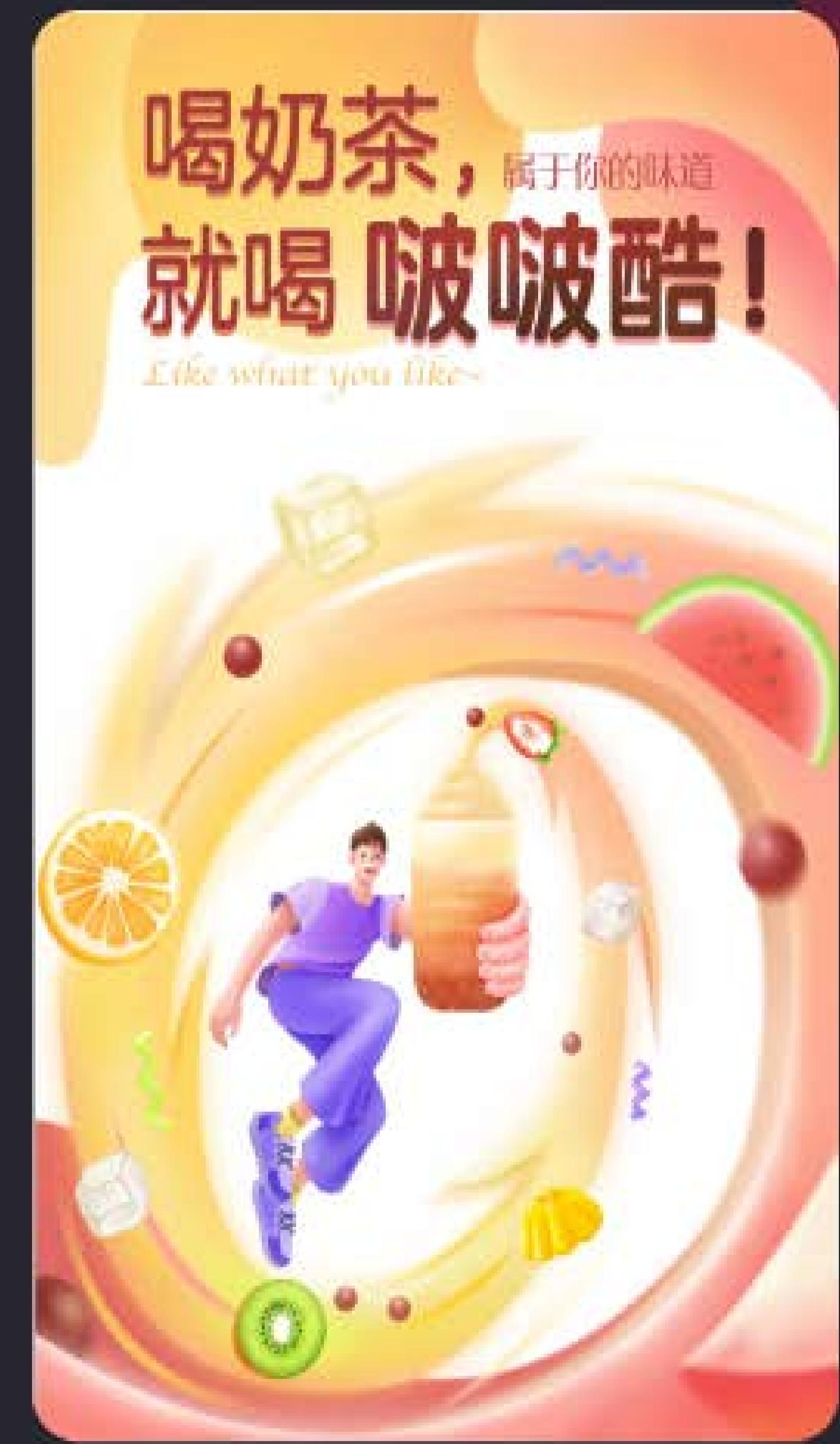
■ Vertical Screen Posters >>

/ 01

Pseudo-3D

Perspective

This group of posters chose the recently popular **pseudo-3D** illustration style in terms of design style. Compared with the pure flat style, this design style has a more delicate texture and more vivid expressiveness. A certain degree of **perspective** composition increases the tension of the picture and guides the user's sight.





● Overall Display



Flat Stroke Texture

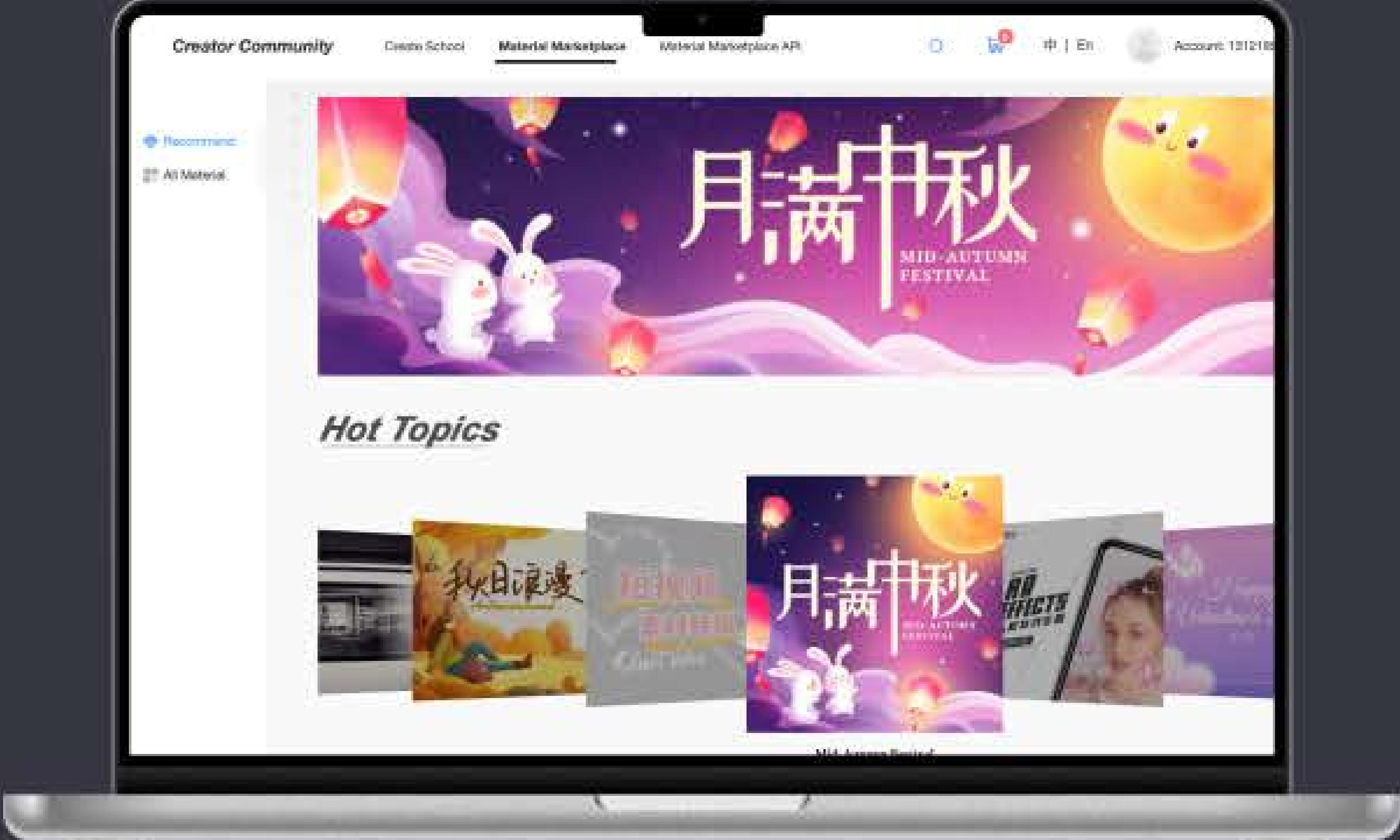
Here I show the banners completed using a variety of illustration design styles, including flat, stroke, texture, etc. The mastery of different design styles is a very important content in operational design.

Rich and interesting images can attract users' attention and help the team to carry out effective project promotion.



● Mid-Autumn Festival Theme Special Effects Material Design

Webpage Screenshot



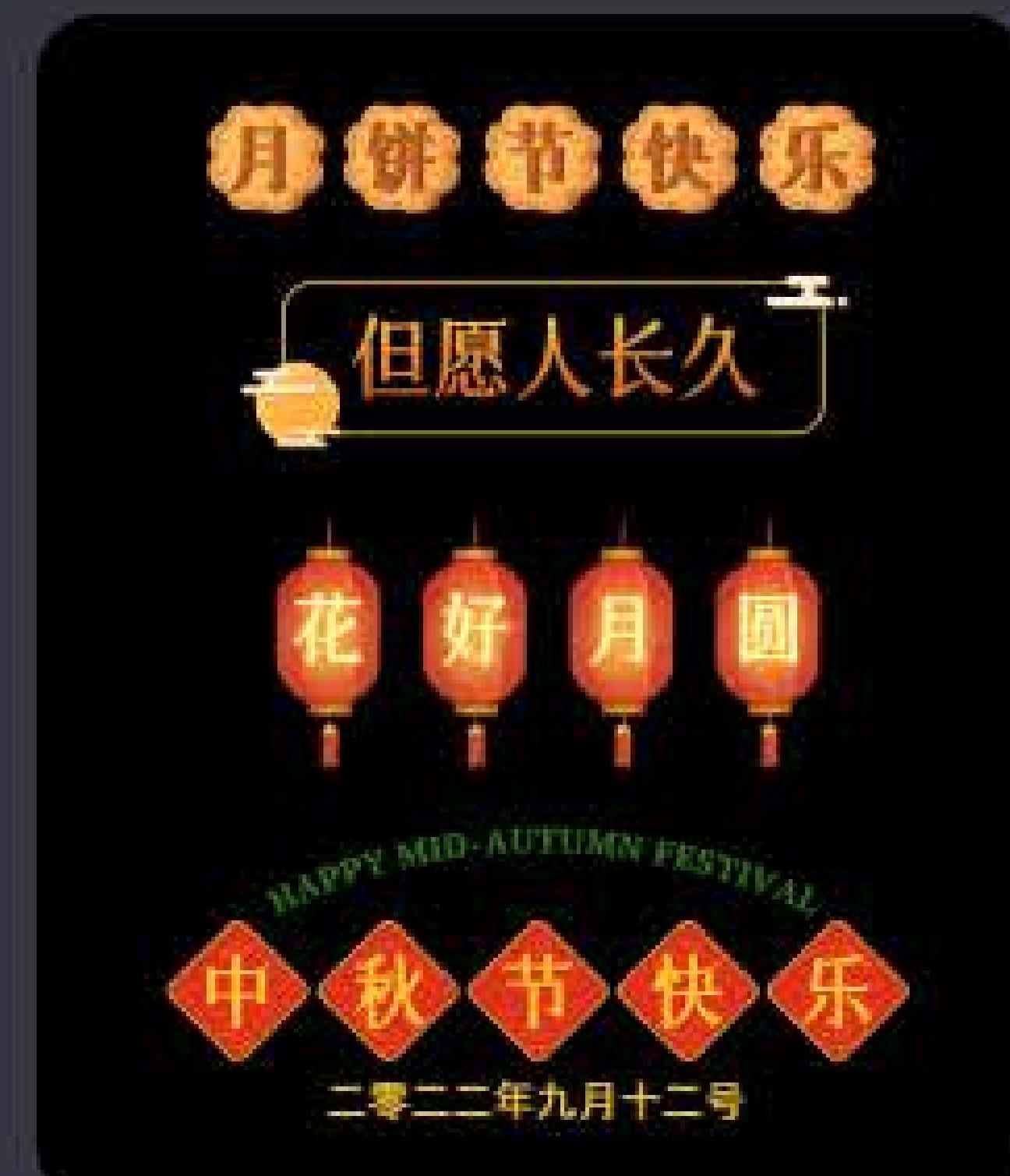
Three Sizes of Posters for Different Platforms



Motion Graphic Stickers



Motion Graphic Captions 01



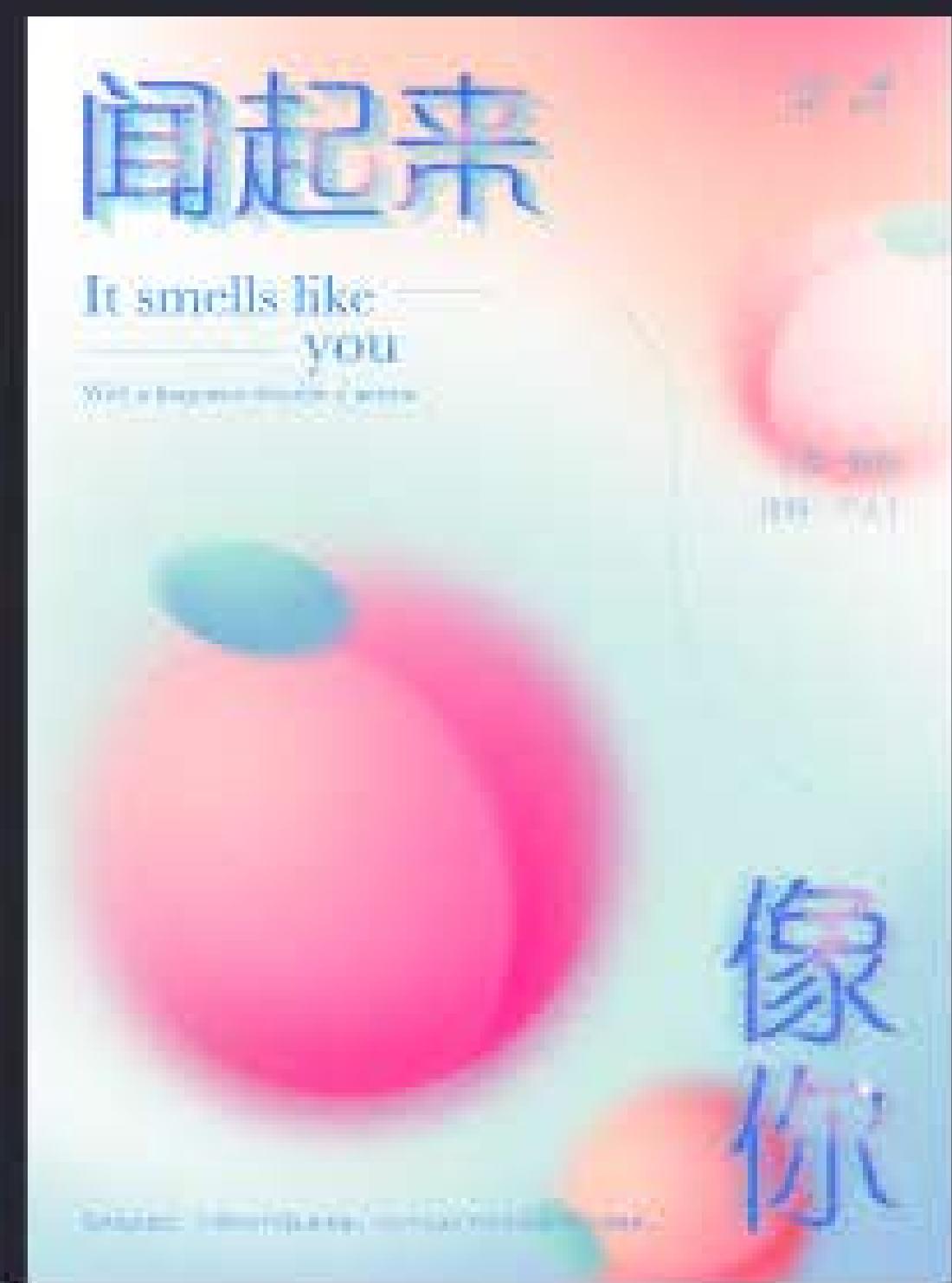
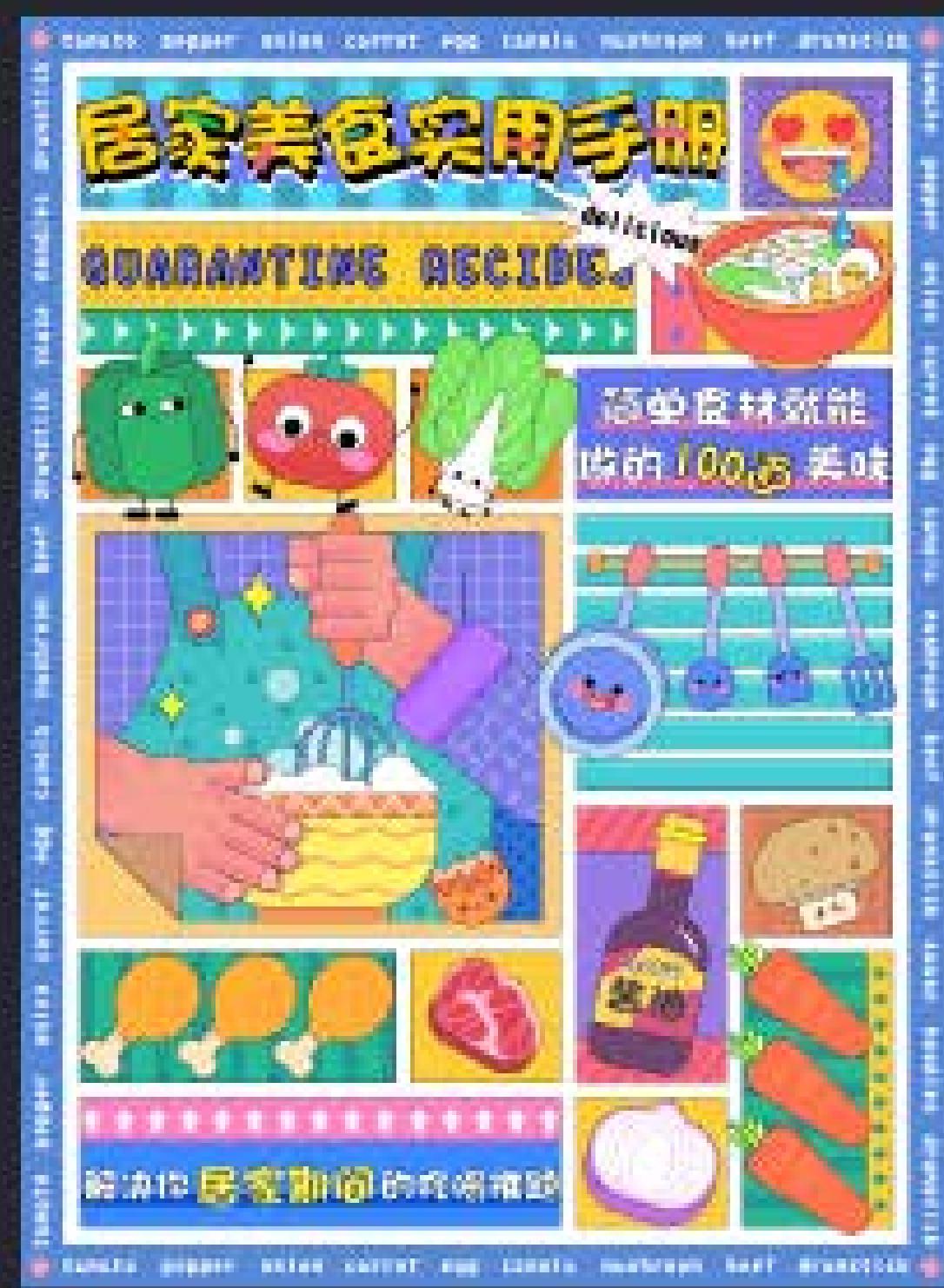
Motion Graphic Captions 02



■ Other Posters >>

Memphis Diffuse Geometrical Positive and Negative

Usually, I will practice various design forms to continuously broaden my design boundaries and adapt to various design needs.

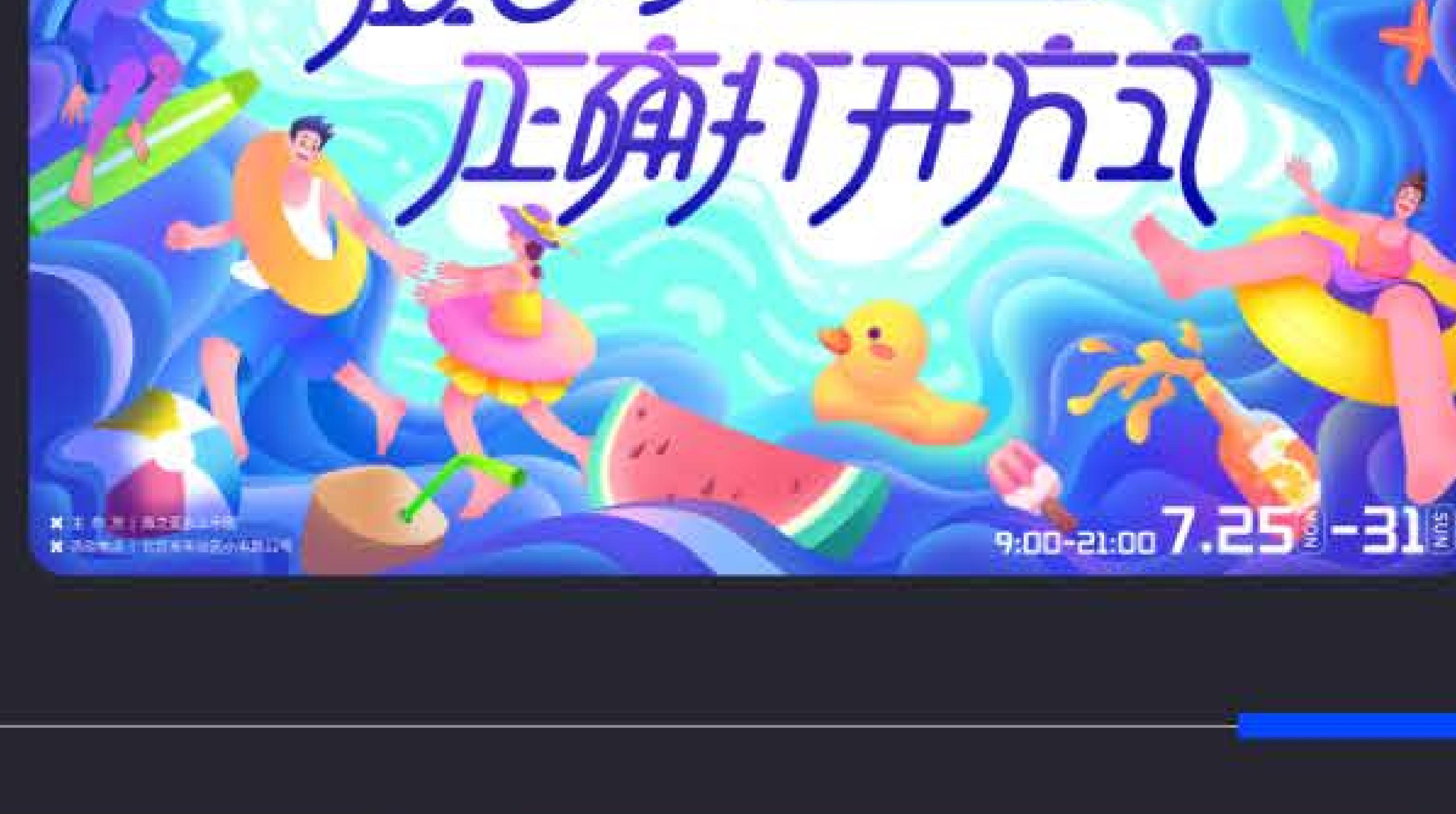


KV Brand Font/Color Extension Mockup Display

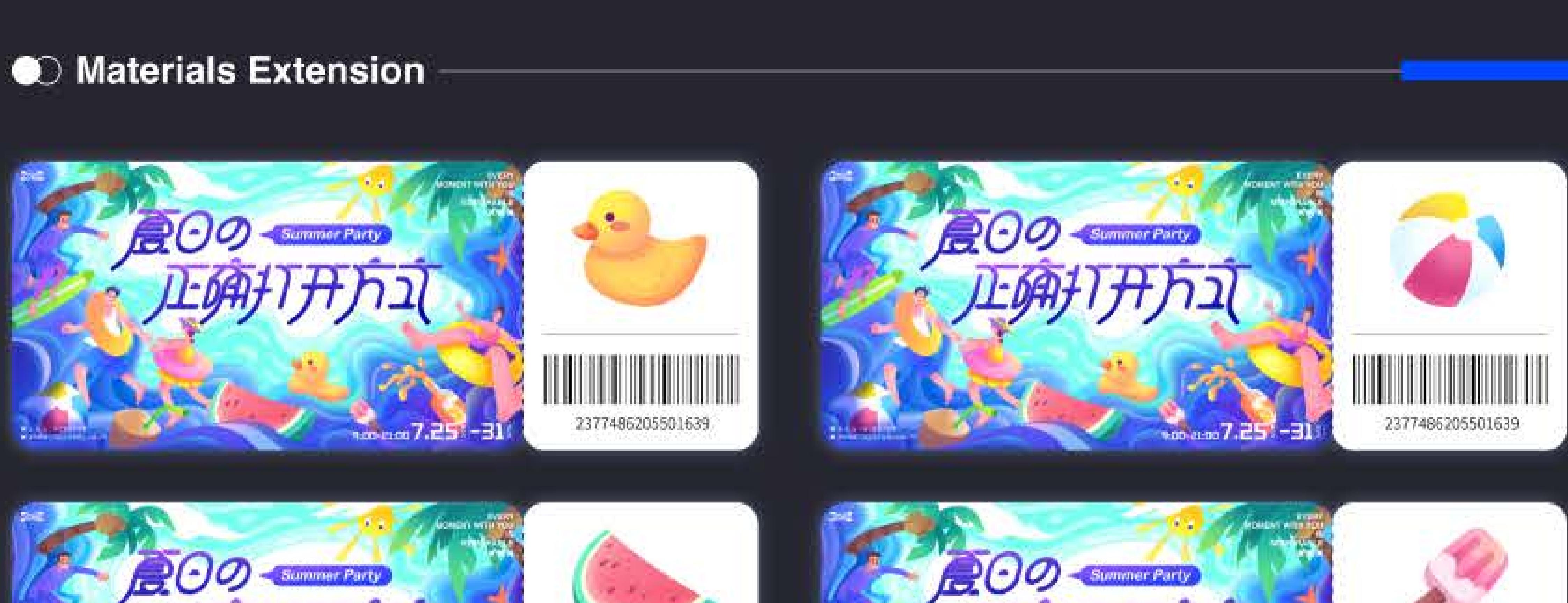
● Creativity Overview

This is a brand illustration project I designed for a client. The content includes illustration KV, vertical posters, title design, bracelets, tickets, stickers, etc.

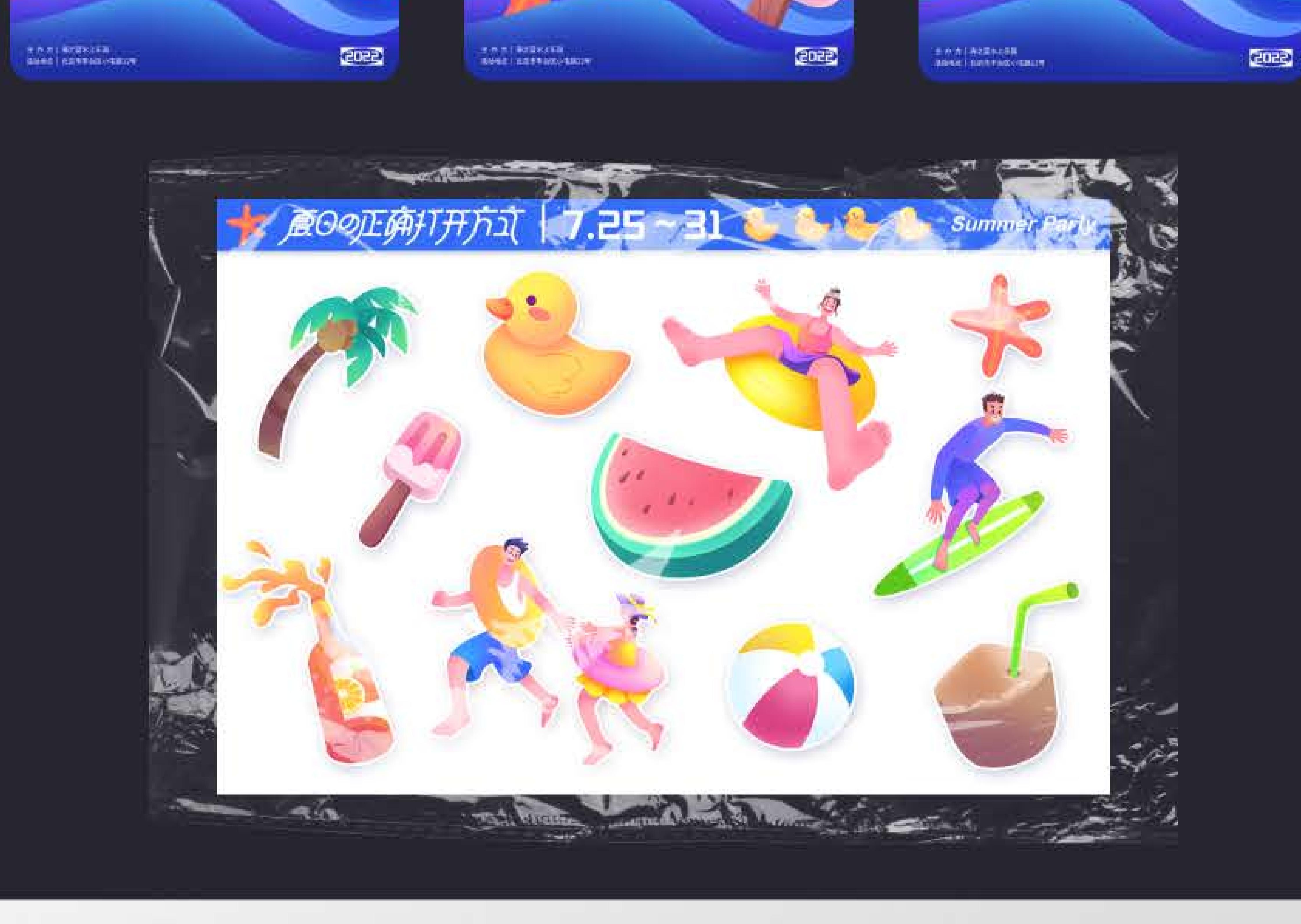
Since the client company is engaged in water park projects, the selection of visual elements also focuses on the theme of "water park".



● Font and Color



● Materials Extension



SHORT VIDEO EFFECTS

This part is the output of my design in Meicam Technology Inc. Ltd.

* * * *

In order to highlight the company's self-developed technology and enhance the fun of the product, these short video effects are applied to our short video product —— Meicam App.

Generally speaking, in order to enhance the playability of a single prop, I will add a variety of design effects, including **illustrations**, **animations**, **triggers**, **AR props**, **beauty makeup**, **filters**, etc., strive to bring users an interesting and rich product experience.



Effects Display >>>

/ 01

Please click this link below to view the motion graphic effects

[https://www.dropbox.com/scl/fo/7um9xmf624ahhb92rbz6w/h?
rlkey=zcclixl17tk3nj2wucczgryv3&dl=0](https://www.dropbox.com/scl/fo/7um9xmf624ahhb92rbz6w/h?rlkey=zcclixl17tk3nj2wucczgryv3&dl=0)

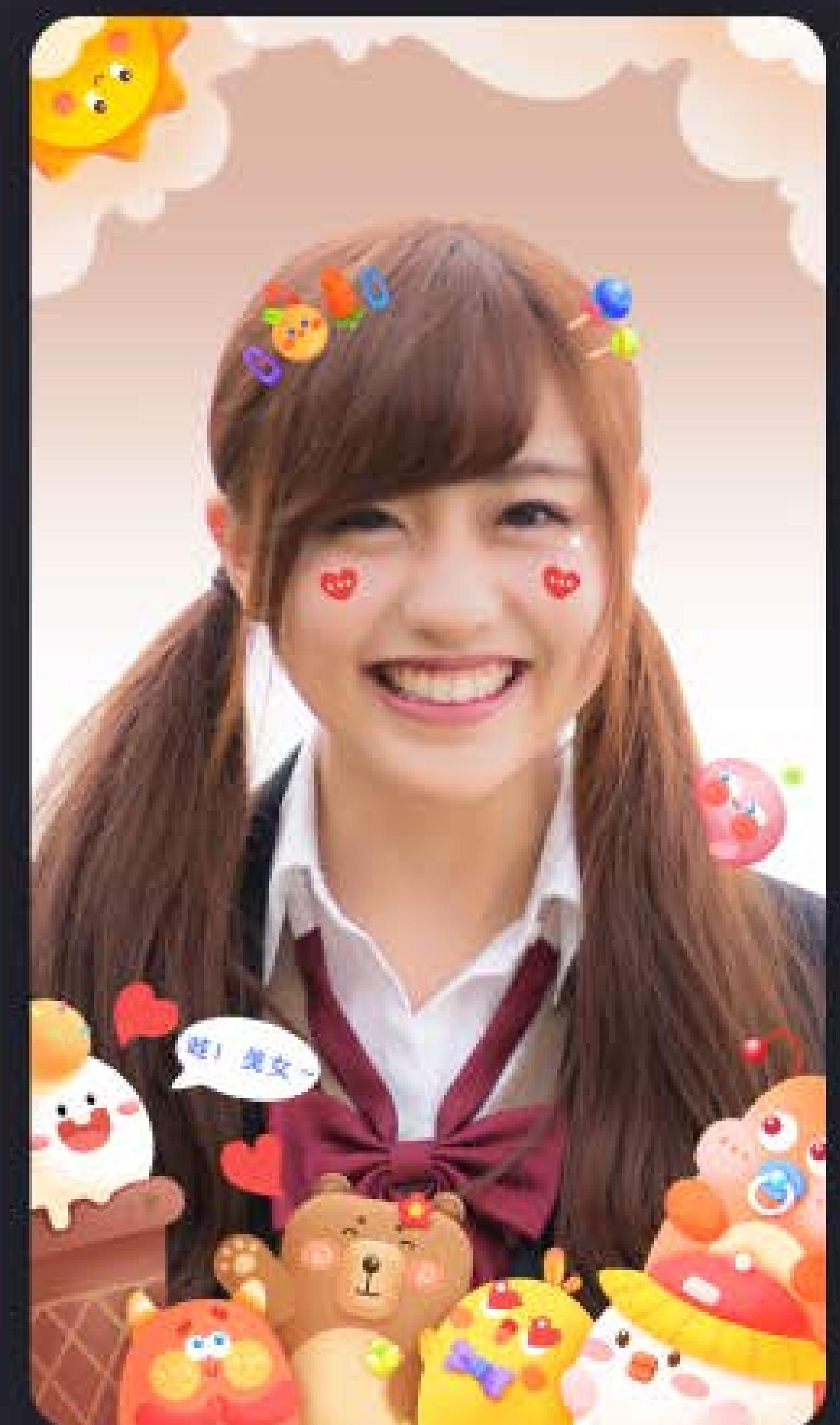
Animation

Illustration

AR

Trigger

Filter



This is a Christmas-themed prop, and the visual effects in it were all designed around "Christmas". The combination of various special effects makes the whole prop more interesting and attractive to users.



>>

Included Effects

Illustration

Animation

AR Props

Filter

Trigger

Background Segmentation

Gameplay Flow

Please click this link below to view the motion graphic effect

<https://www.dropbox.com/s/6py49ua4046hd7z/Merry%20Christmas.mp4?dl=0>

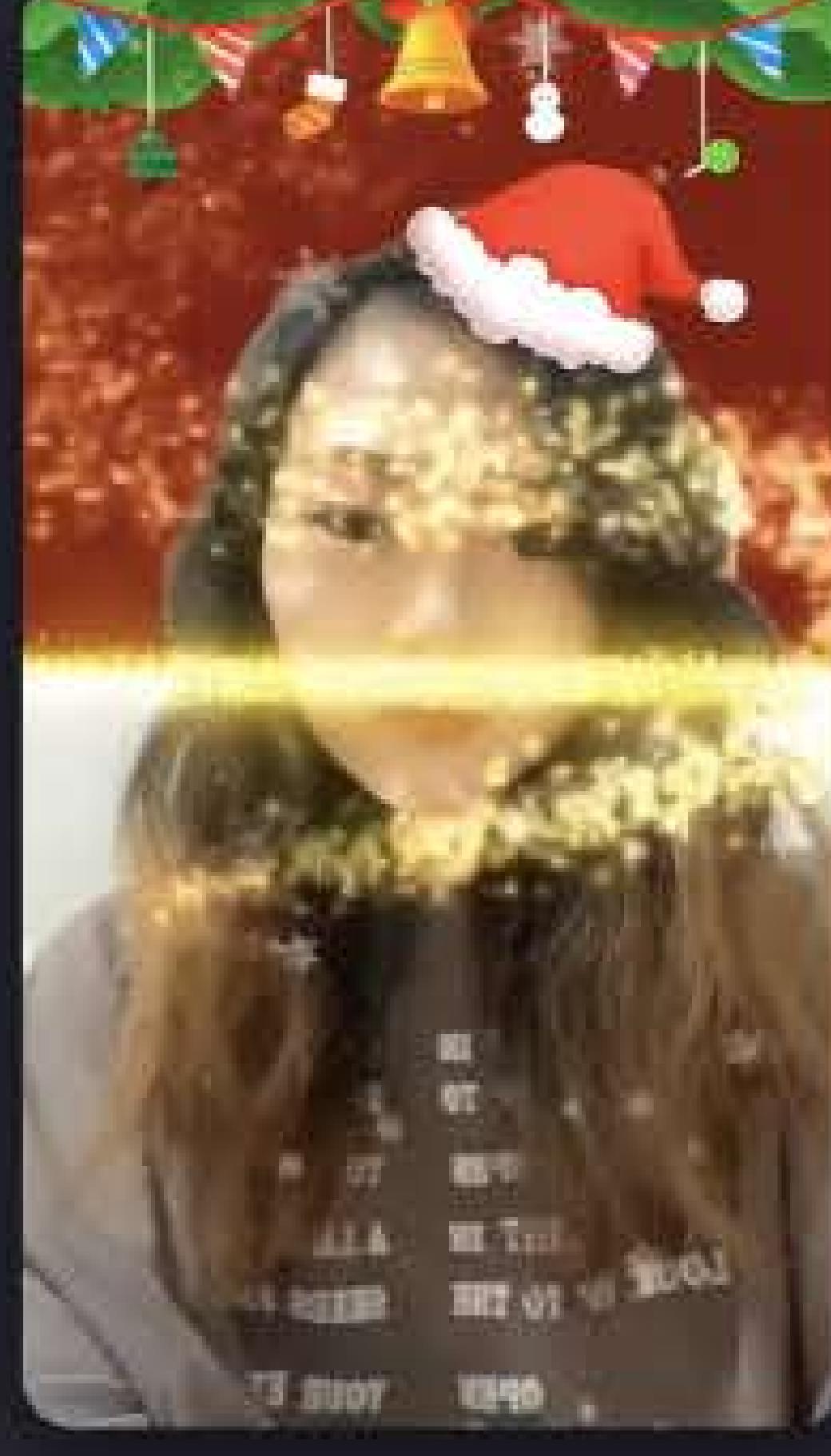
1. At the beginning (user material)



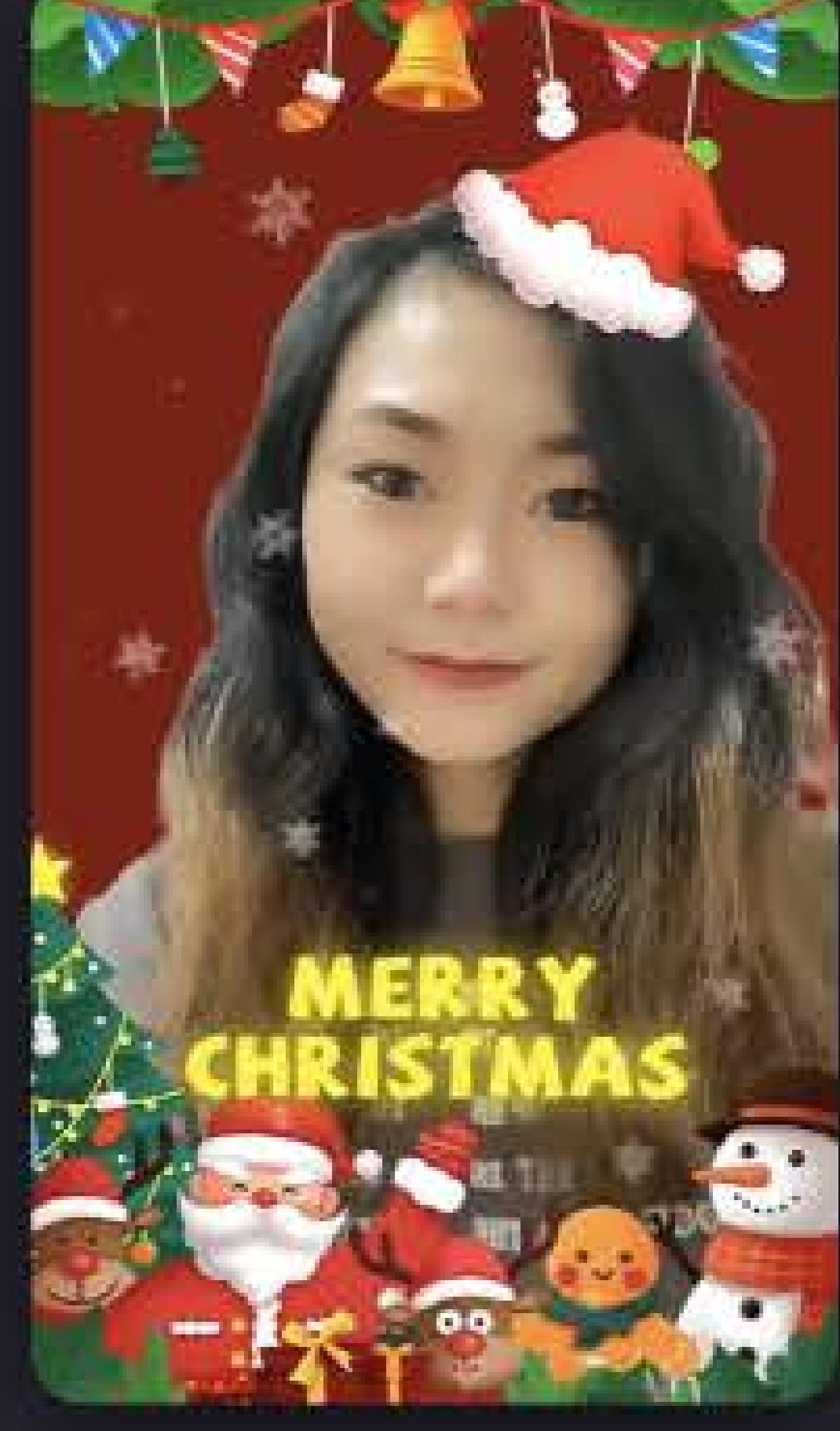
2. Nod to trigger effect



3. Effects gradually appear



4. Effects are fully displayed



VECTOR IP DESIGN



This part includes a **personal Vector IP project** and **IP derivative designs** at work.

Possess a certain IP design ability can help the team to better shape the brand image and strengthen the brand tonality.

■ 阿不ABU >>

/ 01

This is a personal IP project of mine, derived from many of my unpleasant feelings in the real world. In the process of growing up, it's hard to do whatever we want. While in the virtual world outside of reality, I hope to create a wayward child who is more loyal to herself, not bound by anything, and who dares to say "NO" to everything she doesn't like.

● Basic Information

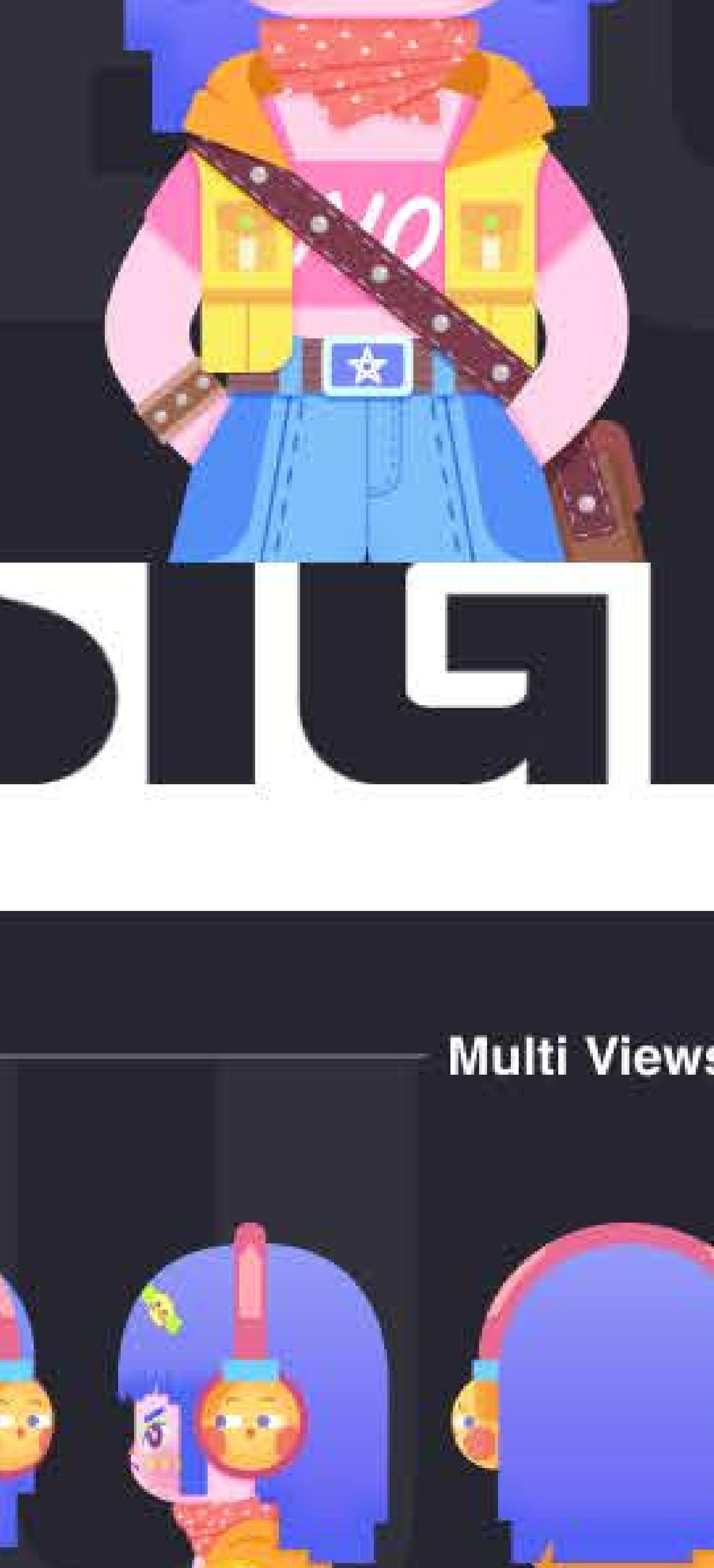
Name : Abu

Gender : Female

Character : She never does something she doesn't like

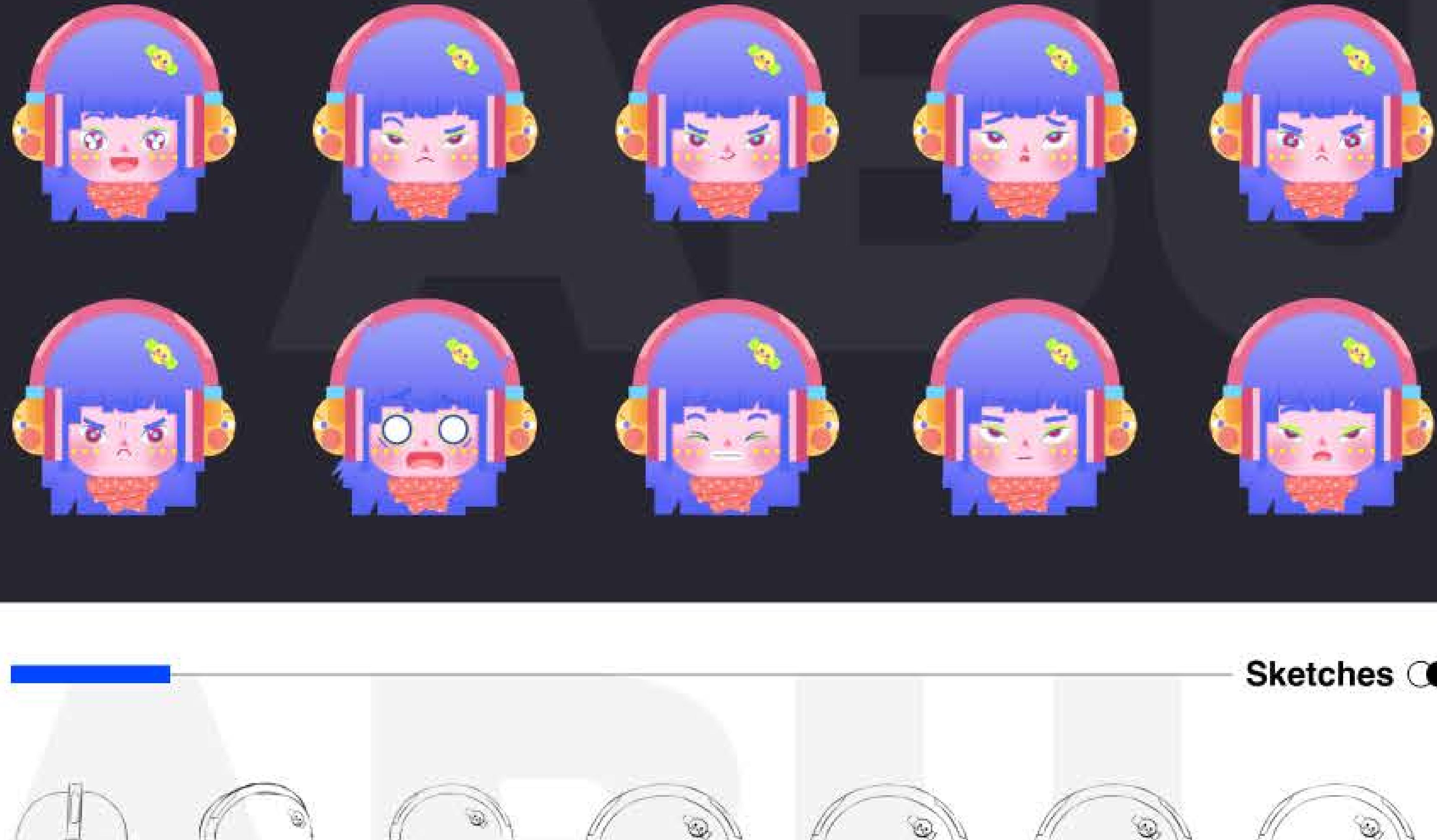


Say NO to everything
I don't like!



IP DESIGN

Multi Views ●



Right Side

3/4 Right

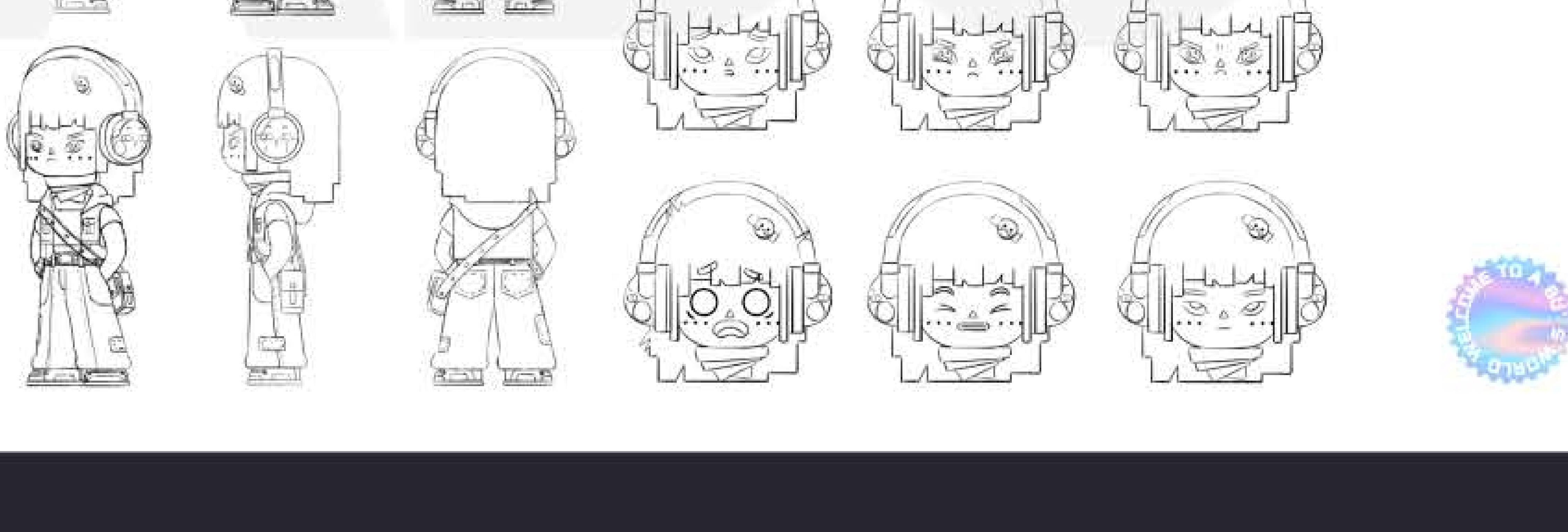
Front

3/4 Left

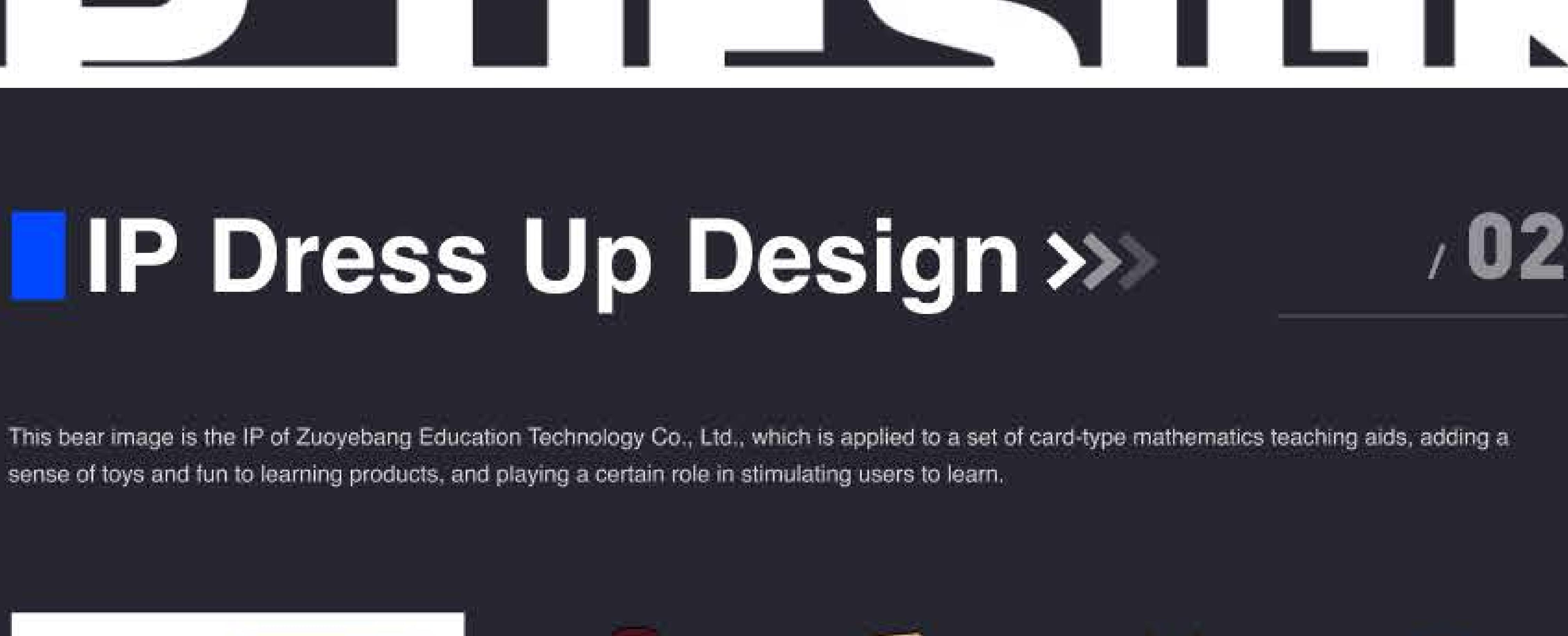
Left Side

Back

● Expressions



Sketches ●



IP DESIGN

■ IP Dress Up Design >>

/ 02

This bear image is the IP of Zuoyebang Education Technology Co., Ltd., which is applied to a set of card-type mathematics teaching aids, adding a sense of toys and fun to learning products, and playing a certain role in stimulating users to learn.

作业帮直播课

17 / 72

等积变形

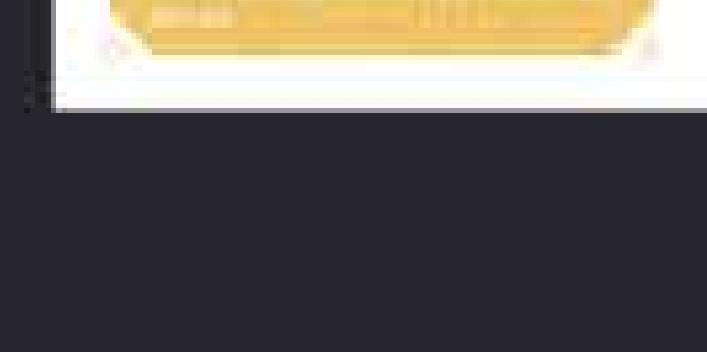
战斗力: 400万

智力:

100万

体力:

100万



等积变形

战斗力: 400万

智力:

100万

体力:

100万

耐力:

100万

魅力:

100万

经验:

100万

等级:

100万

装备:

100万

技能:

100万

属性:

100万

状态:

100万

ILLUSTRATION DESIGN



This part includes **skateboard patterns**, **K12 illustrations** and my **personal illustrations**, mainly in the form of illustrations.

As a designer, when designing illustrations for different needs, it is necessary to determine the expression style of the illustrations in combination with product attributes and target users. For example, in the works below, the target audience of skateboard patterns and K12 illustrations are young children, so the illustration style is more cute; the bottom part is my personal illustration work, which is more casual in style and content.

■ Skateboard Patterns >>

/ 01

Cartoon Pattern Trendy Design

This is a set of skateboard patterns I designed for the client MUYE's skateboard brand. The client wants the pattern to adopt a cartoon and trendy design style and to implant the brand name.

I**SKATEBOARD**
Design works by // Bravabobo // / / .
(Share icon)

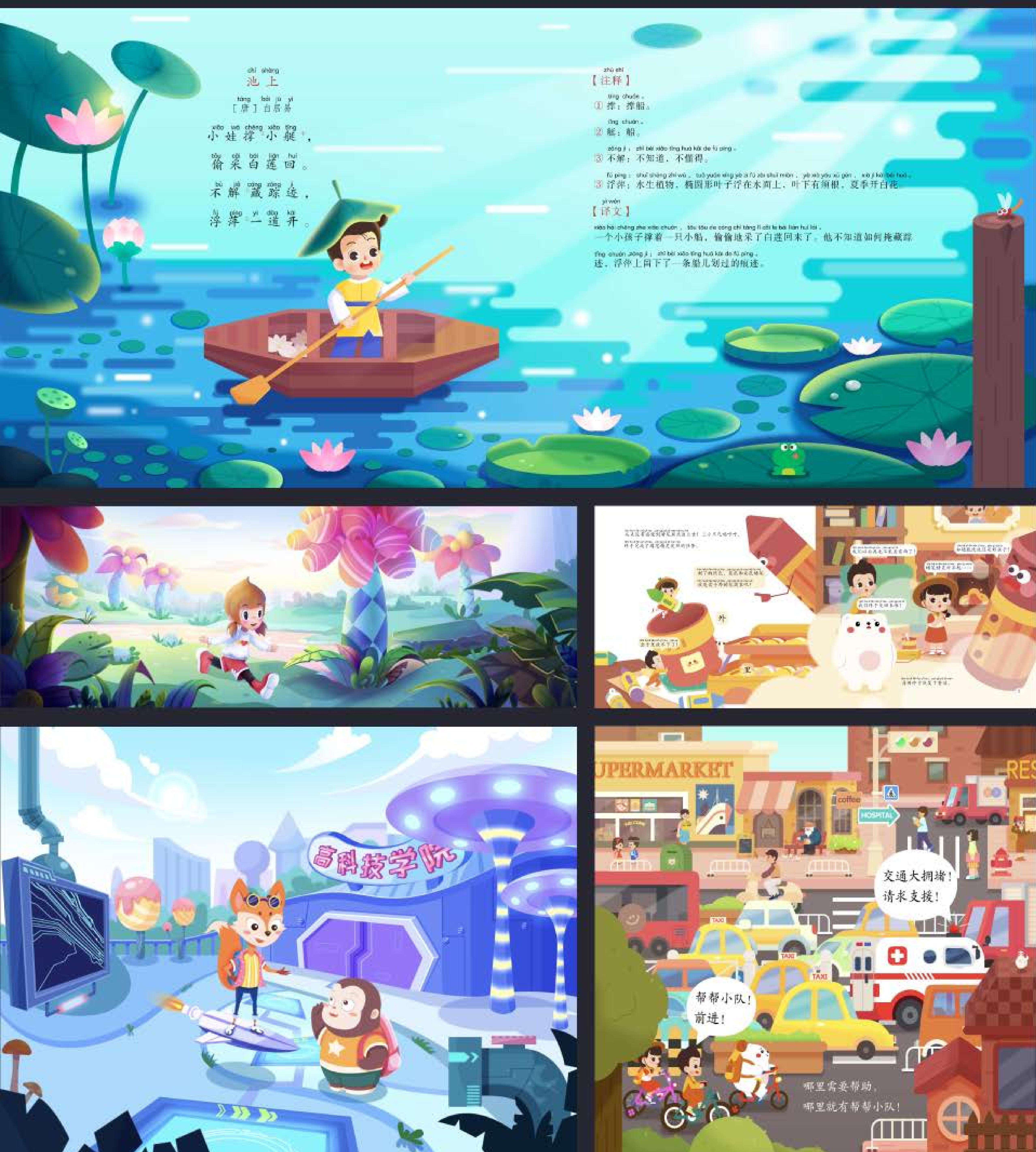
K12 Illustrations >>

/ 02

Picture Book Illustration

Courseware Illustration

These are some illustrations for K12 education industry, which are used in online education coursewares and offline supporting picture books to assist teaching and stimulate students' interest.



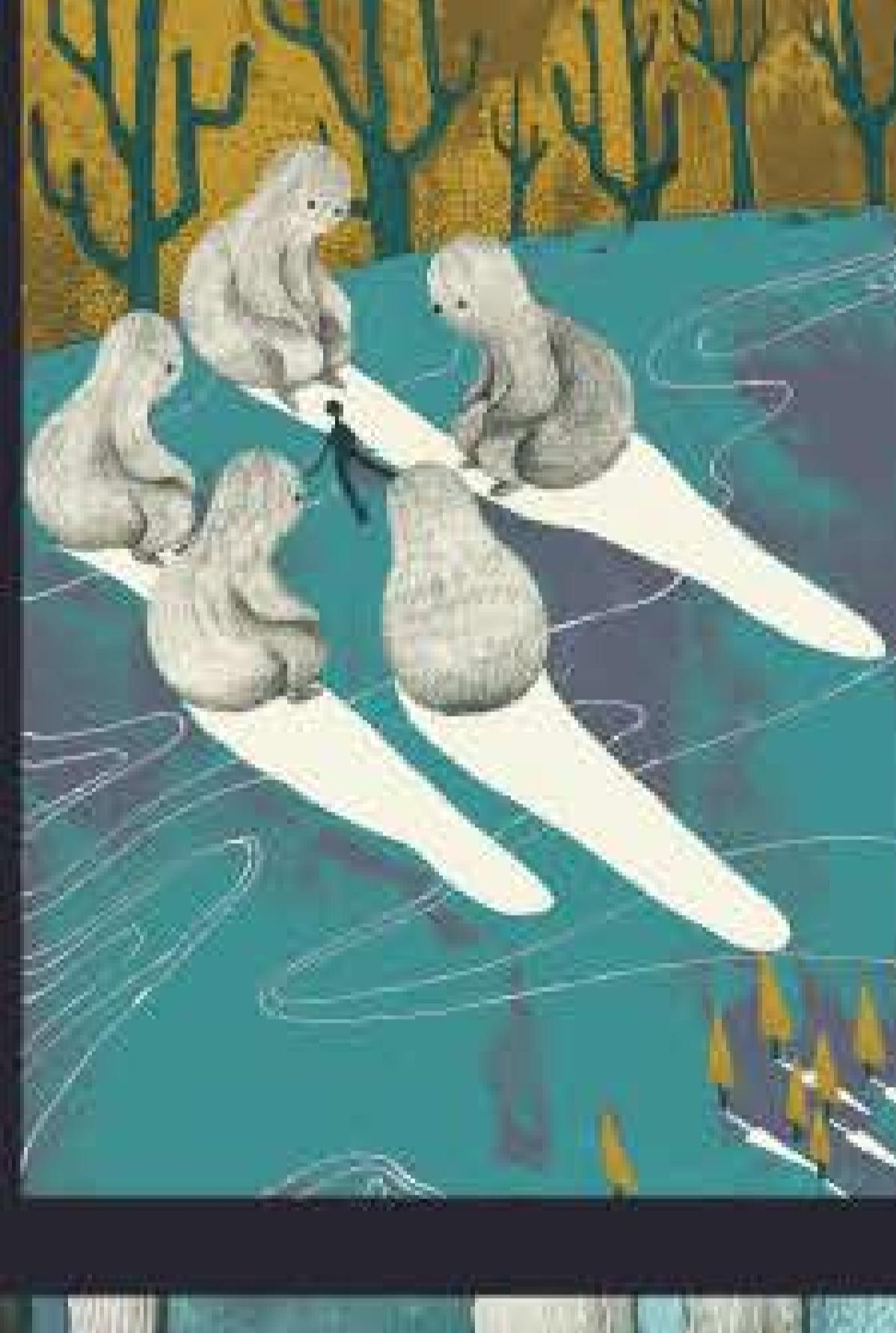
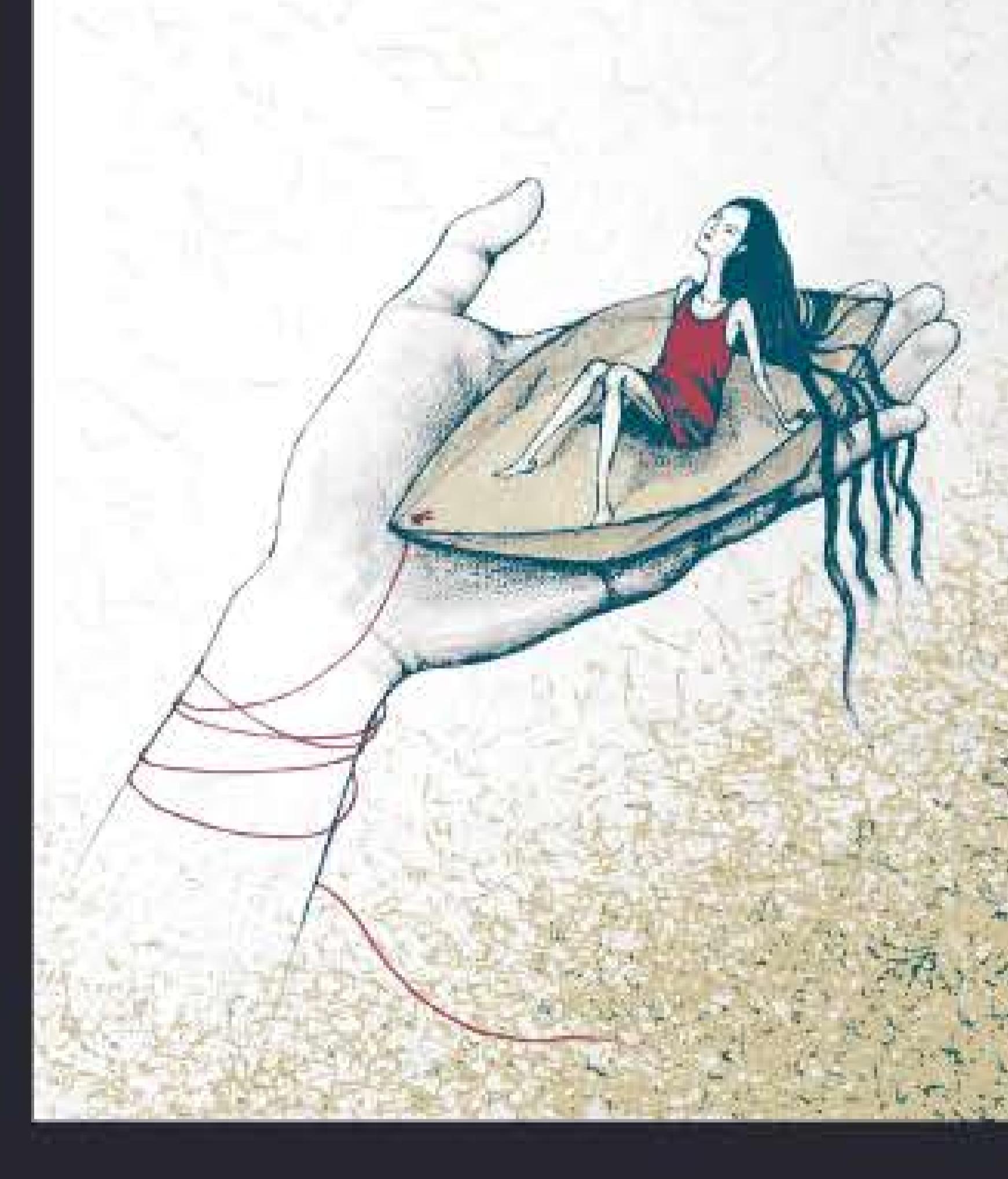
Self

Emotion

Expression

Heart Boat

This group of works is a series of creations during my exchange study at the Academy of Fine Arts in Venice, Italy. The boats, wooden piles, and small houses in the water city of Italy are the source of inspiration. The painting language is some kind of gloomy, which may be related to the loneliness in a foreign country at that time.



Anxiety Monster

Have you ever met an anxiety monster? He will come quietly, keeping you off guard.

He is there, and he is everywhere. He surrounds you.

He keeps you company, catching up to you no matter how fast you go, always.

It's stuck there, stuffy you can't breathe.

However, when you get stronger, he will shrink and shrink, until he becomes insignificant.

This series of works is the product of a period of considerable anxiety in myself for various reasons. By externalizing my personal feelings in the form of images, I transformed the invisible and intangible emotion of "anxiety" into a concrete image, a little monster image that doesn't seem so scary, and even a little cute. My relationship with it can also be simply summed up as "it seems to be like a shadow, but if you are strong, it will be weak".

3D DESIGN



This is part of my 3D work. The development of technology has made the application of 3D design more and more extensive. As a designer, it is very important to keep up with the trend of the times, keep learning and master the necessary technologies.

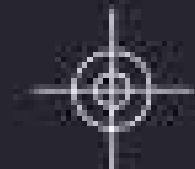
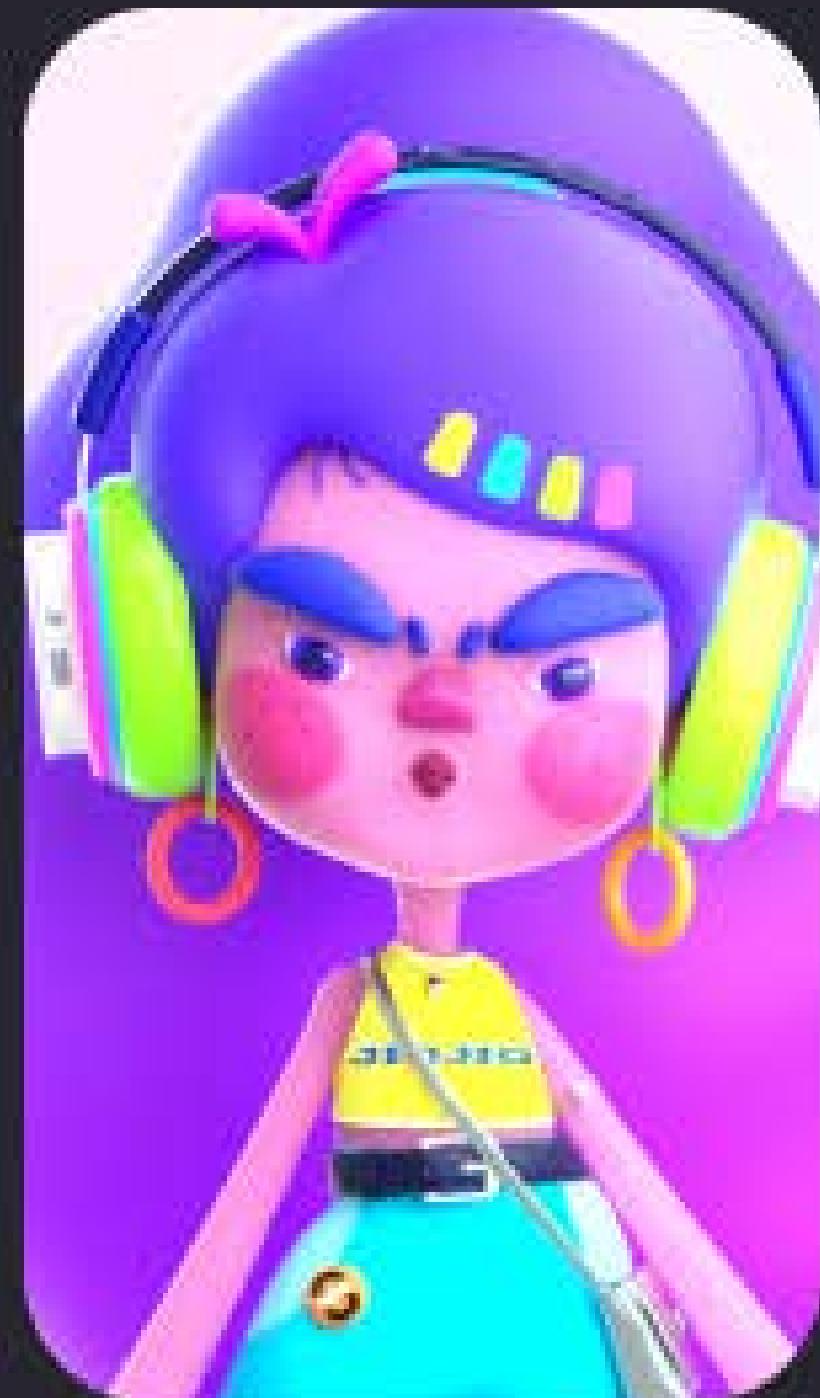
■ IP Design >>>

, 01

皱皱的“快乐清单”

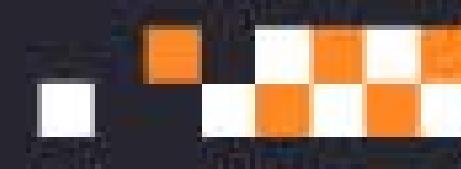
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JIOJIO'S HAPPY LIST



NEW

SHIQI INSPIRATION DESIGN



士气 | × NINGBO
MEDIEVAL
UNIVERSITIES



JIOJIO'S
HAPPY LIST

皎皎是一名高二的女生，在学校学习理科。原本成绩优异性格开朗的皎皎，一直是家里的骄傲。然而不知不觉中，皎皎越来越不爱笑，总是精神恍惚，眉头紧锁，变得寡言少语。

医生说，皎皎生病了，得的是抑郁症。

学业的压力很大，皎皎喜欢画画、喜欢看书、喜欢探索未知的世界。然而现在，她每天只能在题海里挣扎。其他人都是，熬一熬，高考完就幸福了，上了大学就幸福了。

可皎皎不这么想。她想要此时此刻，就有感知快乐的能力。

经过再三思量，最终她说服了父母，决定休学一年，亲自感知并收集来自方方面面的微小快乐，恢复对于生活的热爱，到那时再继续学业。由于她的梦想是成为一名服装设计

师，所以每次去收集新的快乐瞬间，她都会搭配与之相配的服饰.....

Jiijo is a sophomore girl studying science at high school. She has always been the pride of her family with her excellent academic performance, liveliness and cuteness. However, unknowingly, the smile on her face is getting less and less. She was always in a daze, with furrowed brows, and less words.

The doctor said that Jiijo was sick and suffered from depression.

There is a lot of pressure from studies. Jiijo likes to draw, read, and explore the unknown world. But now, she can only struggle in a sea of test papers every day.

Others say that just endure it for a while, you will be happy after the college entrance examination, you will be happy when you go to university.

But Jiijo didn't think so. She wanted to have the ability to feel happiness at this moment.

After careful consideration, she finally convinced her parents and decided to take a year off from school to feel and collect the small joys from all aspects, regain the passion for life, and then continue her studies from then on. Since her dream is to become a fashion designer, every time she goes to collect new happy moments, she will match them with different pretty

cufflinks.



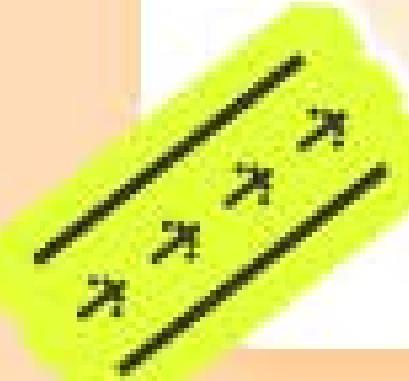
SHIQI INSPIRATION DESIGN



JIOJIO'S HAPPY LIST

JIOJIO's LOOKS

皱 皱 的 造 型



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JIOJIO'S HAPPY LIST

2023. DESIGNED BY NINGBO



SHIQI ZAOWU



01

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JIOJIO'S LOOKS

皱 | 皱 | 的 | 造 | 型

SU



NEW

SHIQI INSPIRATION DESIGN



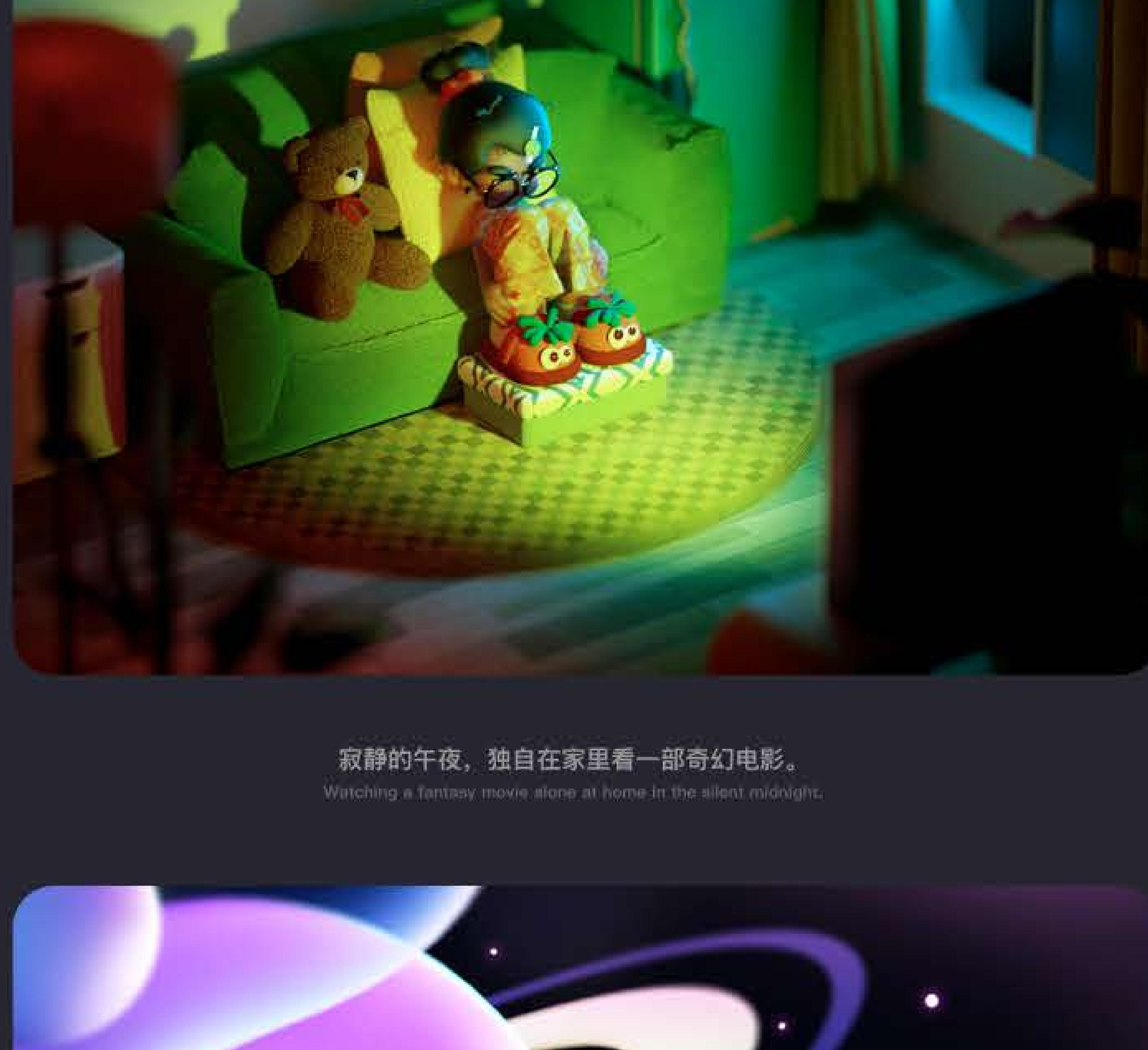
早晨6:30起床，去楼下的咖啡店买杯咖啡。

Get up at 6:30AM and buy a cup of coffee at the coffee shop downstairs.



秋日的下午，去公园坐坐，拾一片落叶。

On an autumn afternoon, go to the park, and pick up a fallen leaf.



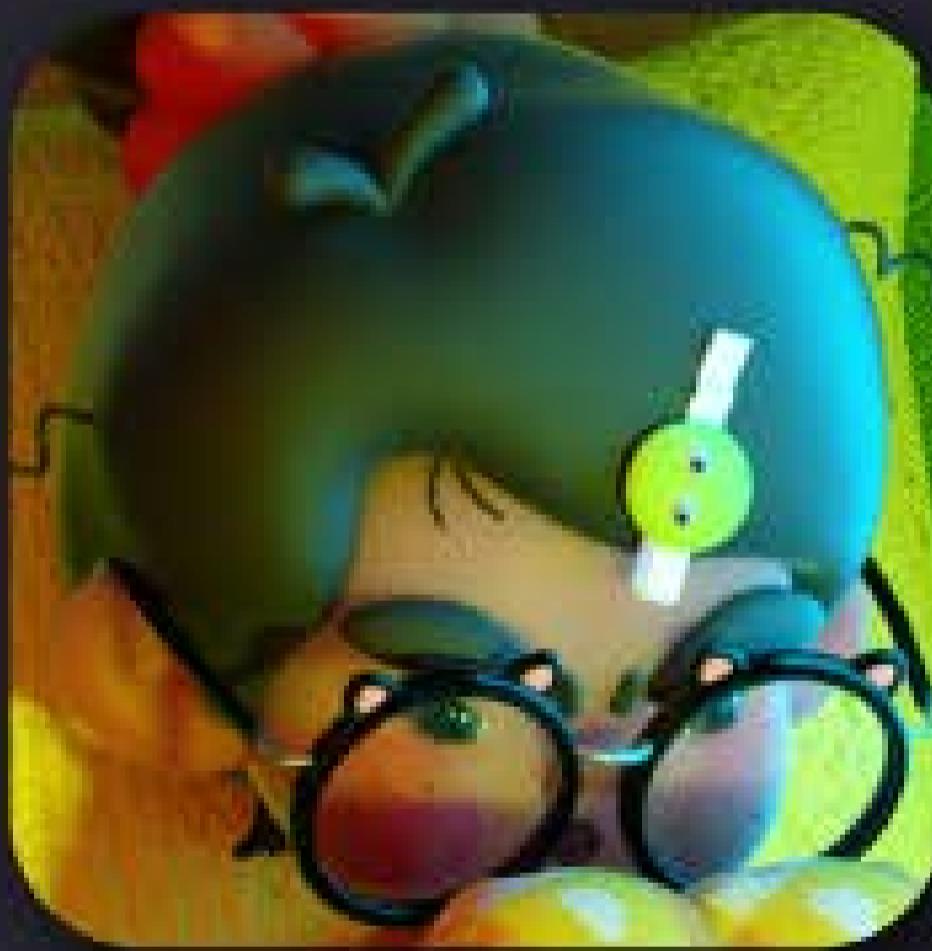
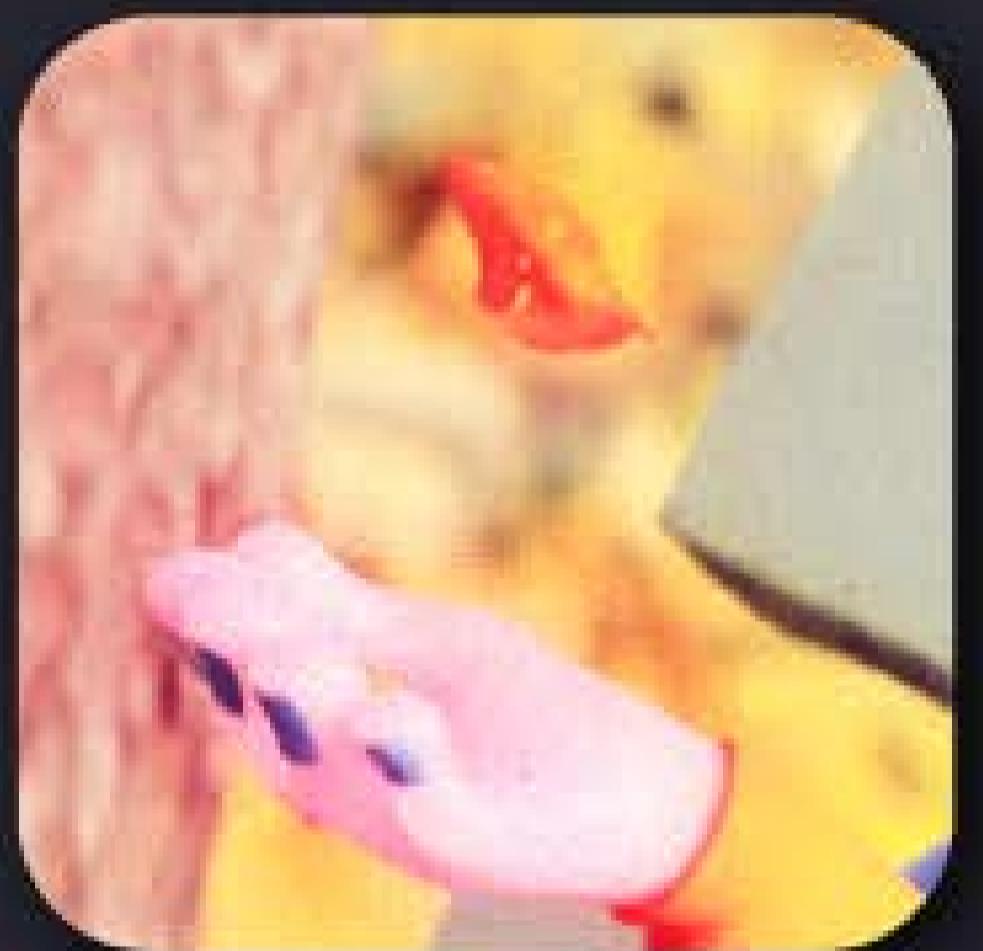
寂静的午夜，独自在家里看一部奇幻电影。

Watching a fantasy movie alone at home in the silent midnight.



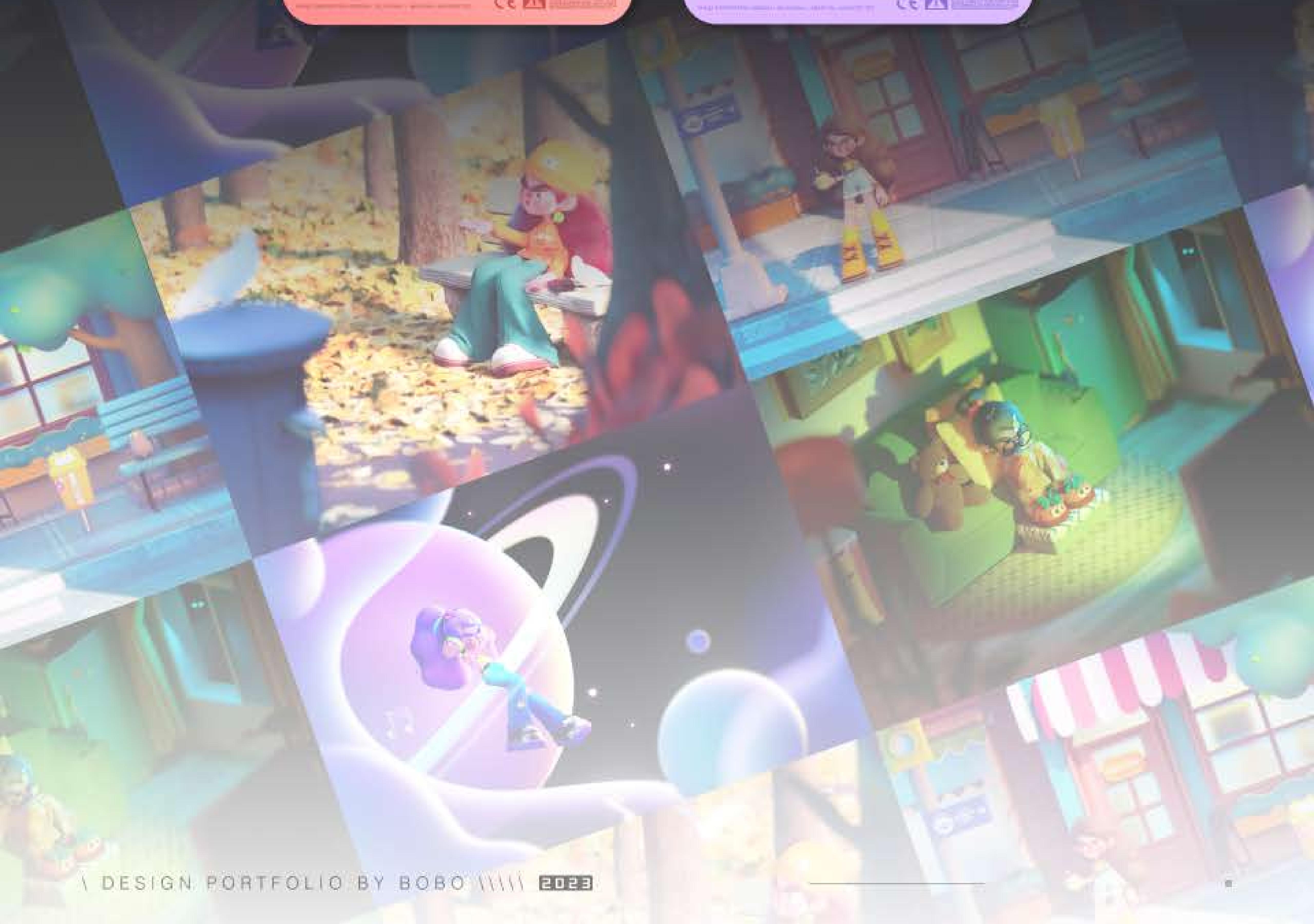
带上耳机，沉浸于音符跳动的幻想世界。

Put on the headphones and immerse in the world of music and fantasy.



JIOJIO'S HAPPY LIST

2023 DESIGNED BY NINGBO



(SQ ZAOWU)

SQDX

DESIGN



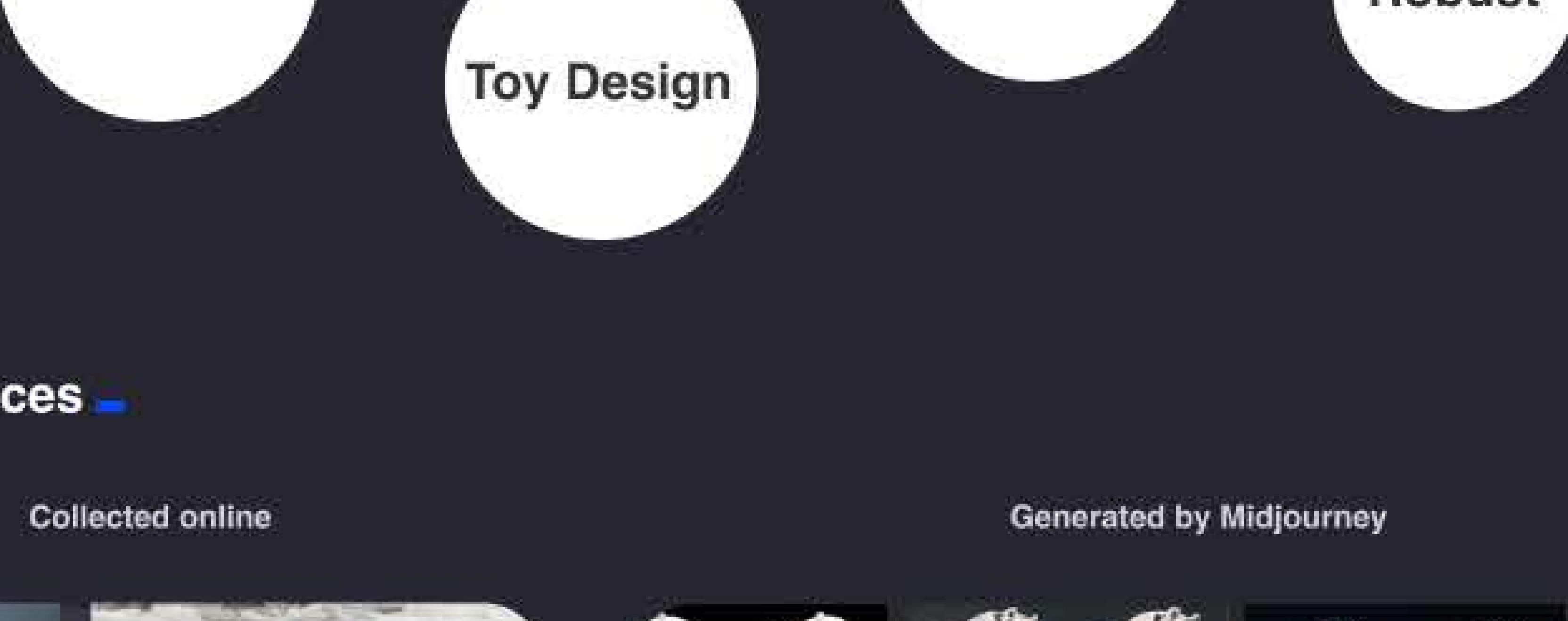
Shiqi
Inspiration
Design



● Design Process

01. Determine the Subject

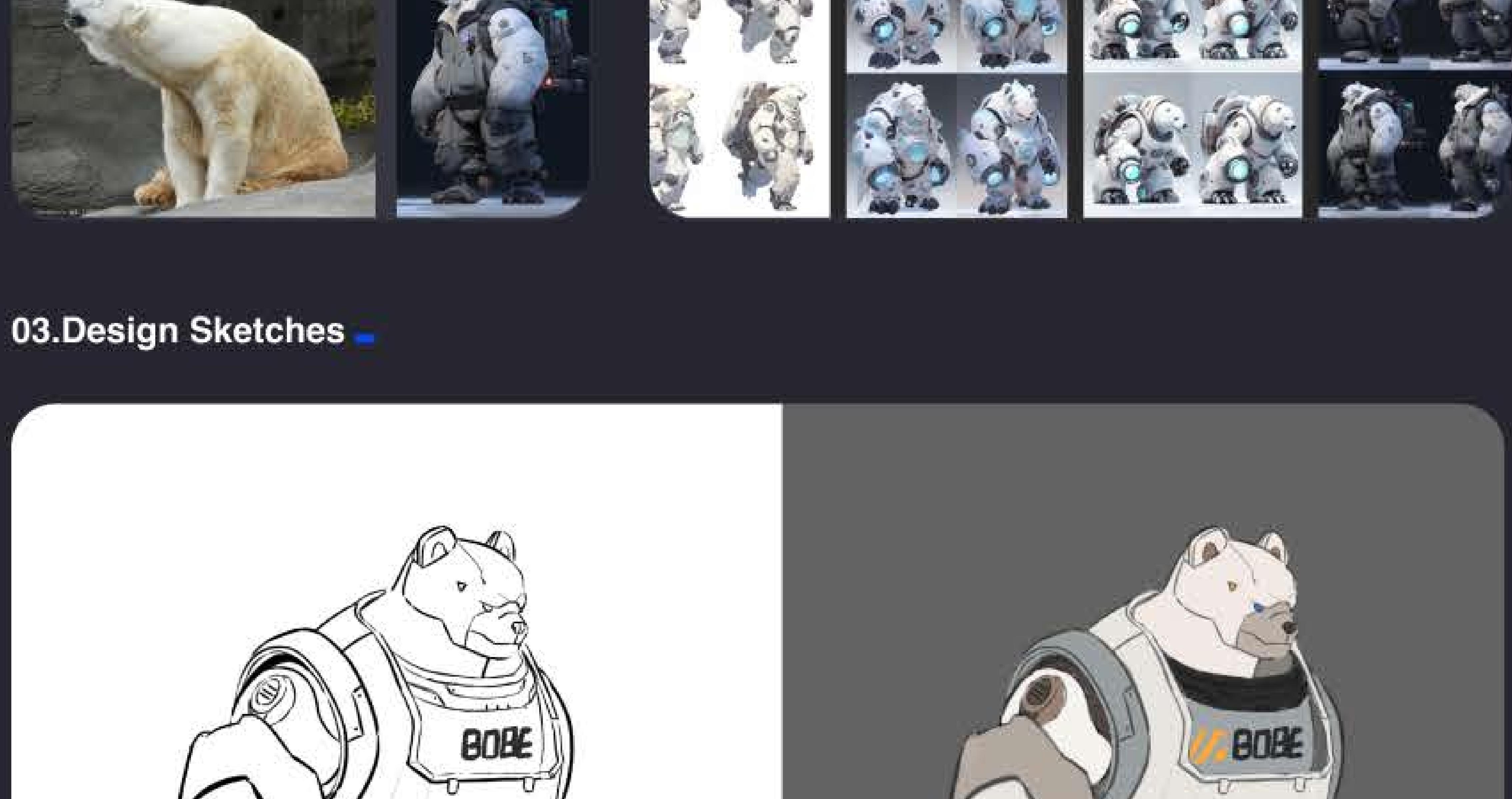
Key Words



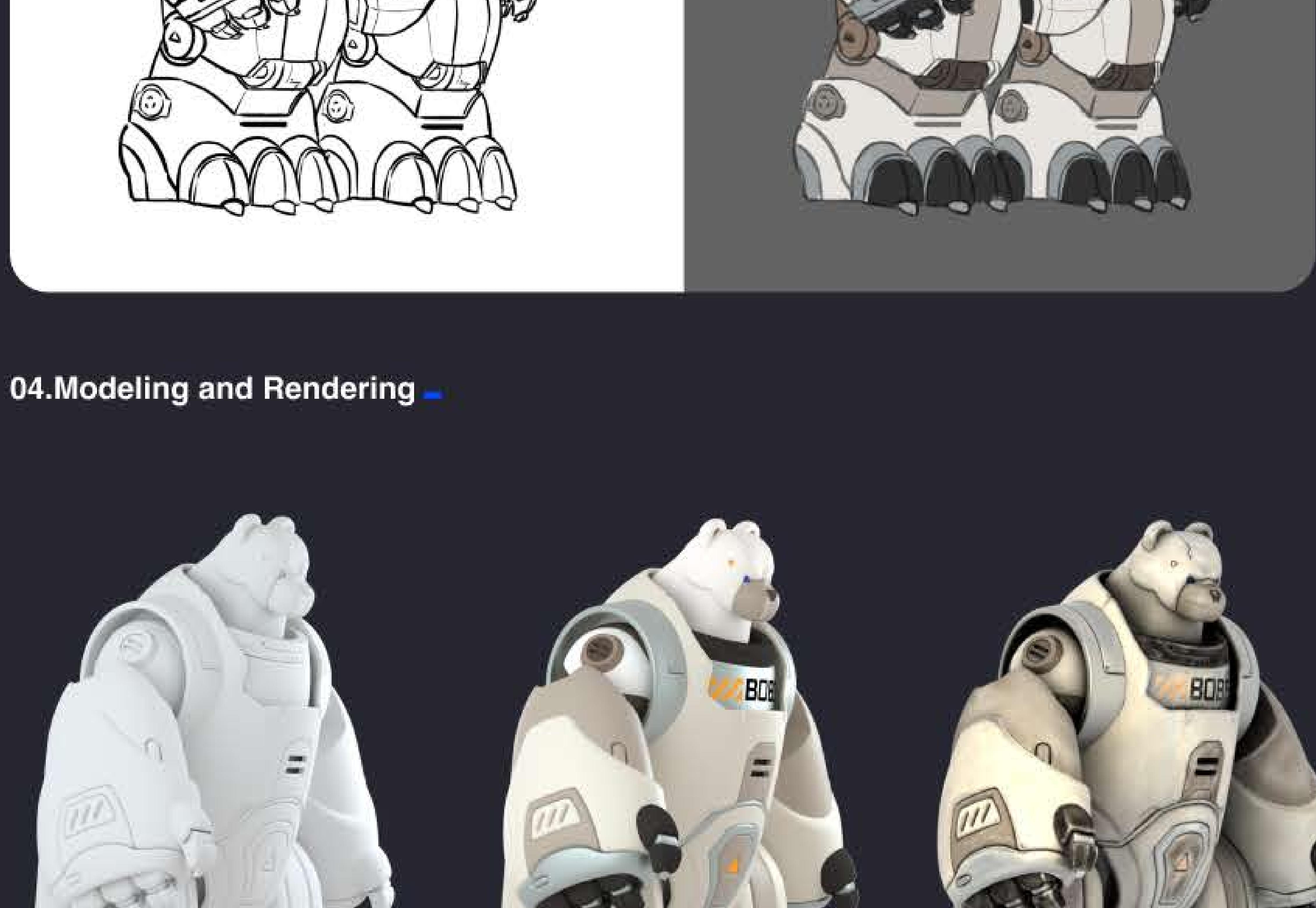
02. References

Collected online

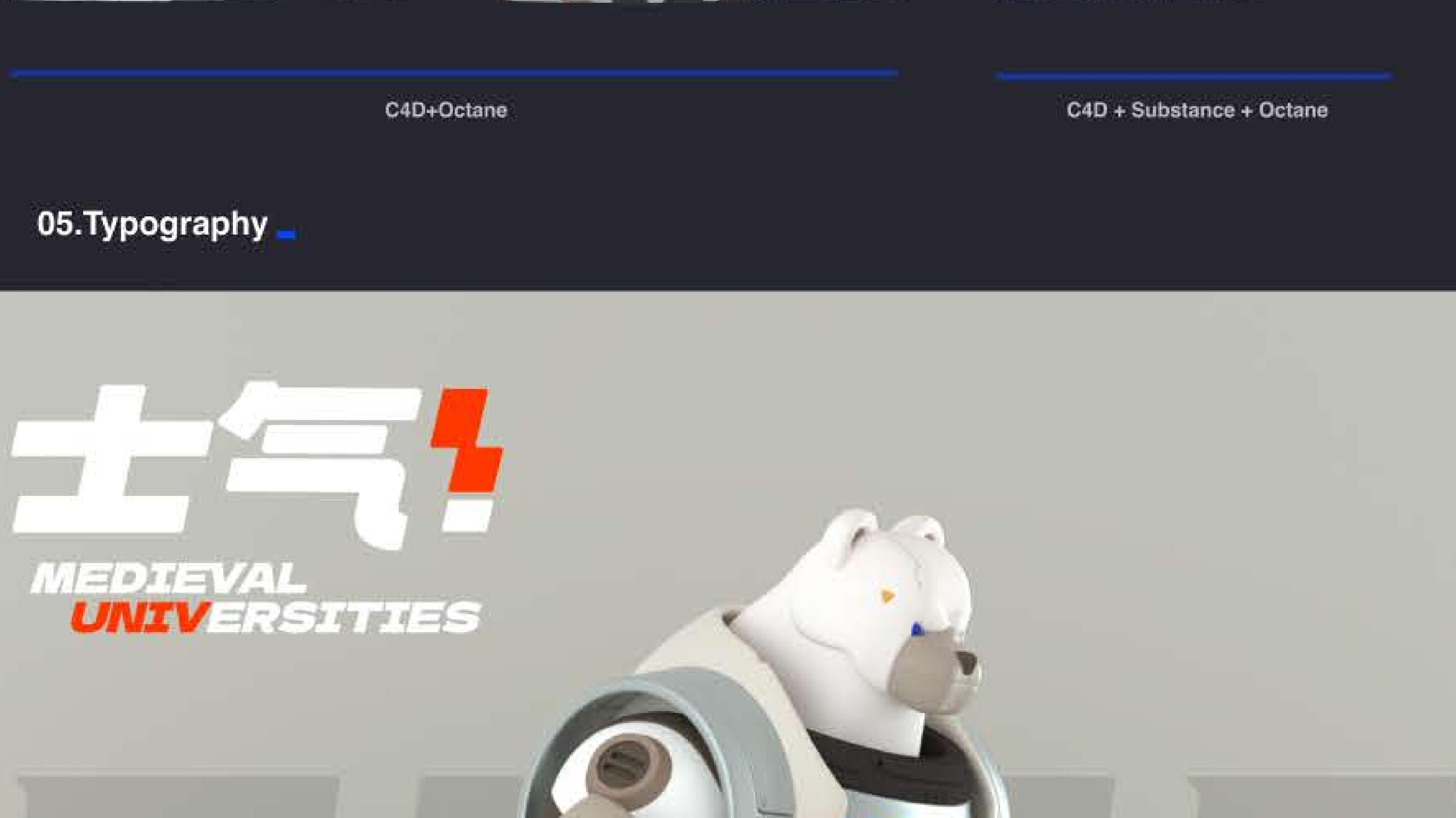
Generated by Midjourney



03. Design Sketches



04. Modeling and Rendering



C4D+Octane

C4D + Substance + Octane

05. Typography

士气
MEDIEVAL
UNIVERSITIES

BUFF

SHIQ!!

SHIQI BUFF
士气动脑守擂
高端催化BUFF

BUFF
SHIQI

● Scene Extension



This is a **Christmas music box** themed scene design. This picture focuses on showing the warm atmosphere of Christmas. The main body is a crystal ball music box, which adds a sense of romance to the whole, and elements such as composition, light and shadow, color matching, rendering, and models all need to be carefully considered.



SHIQI INSPIRATION DESIGN
(SQ ZAOWU)

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UI | UX DESIGN.



c1
MEICAM APP
Comprehensive Revision

MEICAM

Home Page Discovery Page Personal Page



c2
ISMART APP
Family Doctor-Module Revision

ISMART

Family Doctor Module Report Interpretation Module



MEICAM

SHORT VIDEO PRODUCTION TOOL

A platform for ordinary users to create professional-level videos.

[Home Page](#)

[Discovery Page](#)

[Personal Center](#)

UI/UX DESIGN



PROJECT BACKGROUND

WHY DO THE PROJECT ?

"Meicam" APP is a multi-functional photo & short video shooting and editing mobile software, which has long been mainly aimed at B-end users, that is, internal staff and corporate clients . The old version of the first-level page only contains Home page, no other first-level pages.

Recently, in order to expand the brand influence, the product was planned to be promoted to C-end users. This page revision was designed based on the above situation.

PROJECT BACKGROUND

PRODUCT POSITIONING**What is Meicam?**

Meicam APP is a **photo & short video production tool** developed exclusively by Beijing Meishe Network Technology Co.Ltd.

CURRENT USER**Who are using it?****Corporate Clients**

Browse and try product features

Internal Staff

Test the latest features of the product

General User

Shoot and edit photos and short videos

RECENT PLANNING**What are we going to do?****Product Transformation**

Further promotion for C-end users

Brand Reinforcement

Deepen brand impression and expand brand influence

Experience Upgrade

Both visual and interactive aspects should be optimized

GOAL ESTABLISHMENT

HOW TO ESTABLISH DESIGN GOAL ?

After conducting **user research** and **competitive product analysis** on the product, combined with the **project background**, the design goals of this project were jointly deduced, namely **visual upgrade**, **framework optimization**, and **product transformation**.

USER RESEARCH

In this user research, mainly through **actual interview**, **questionnaire survey**, **user experience map** to obtain conclusions, the relevant data are shown on the right.

Questionnaire Recovery

60+



Screenshot of questionnaire recovery

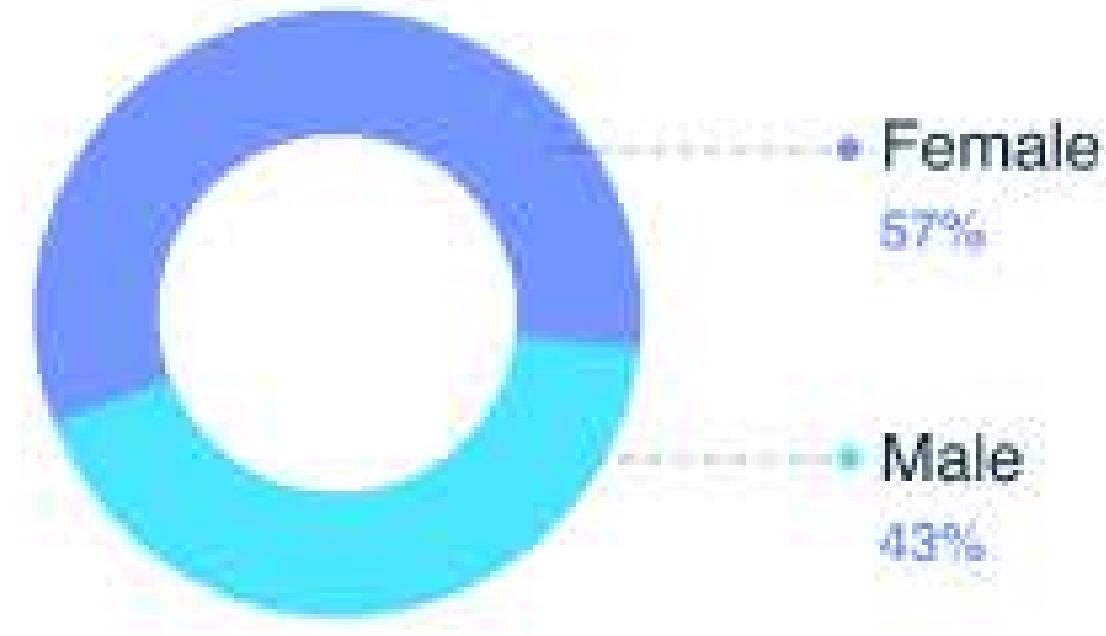
Internal Interview

10+



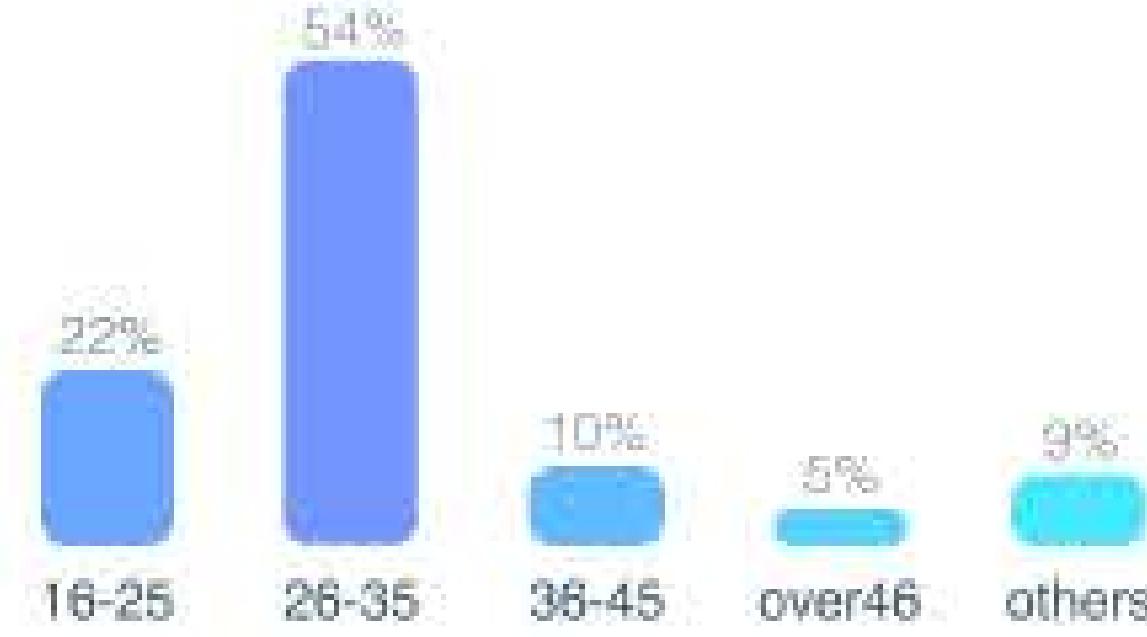
Screenshot of user experience map

Gender Ratio



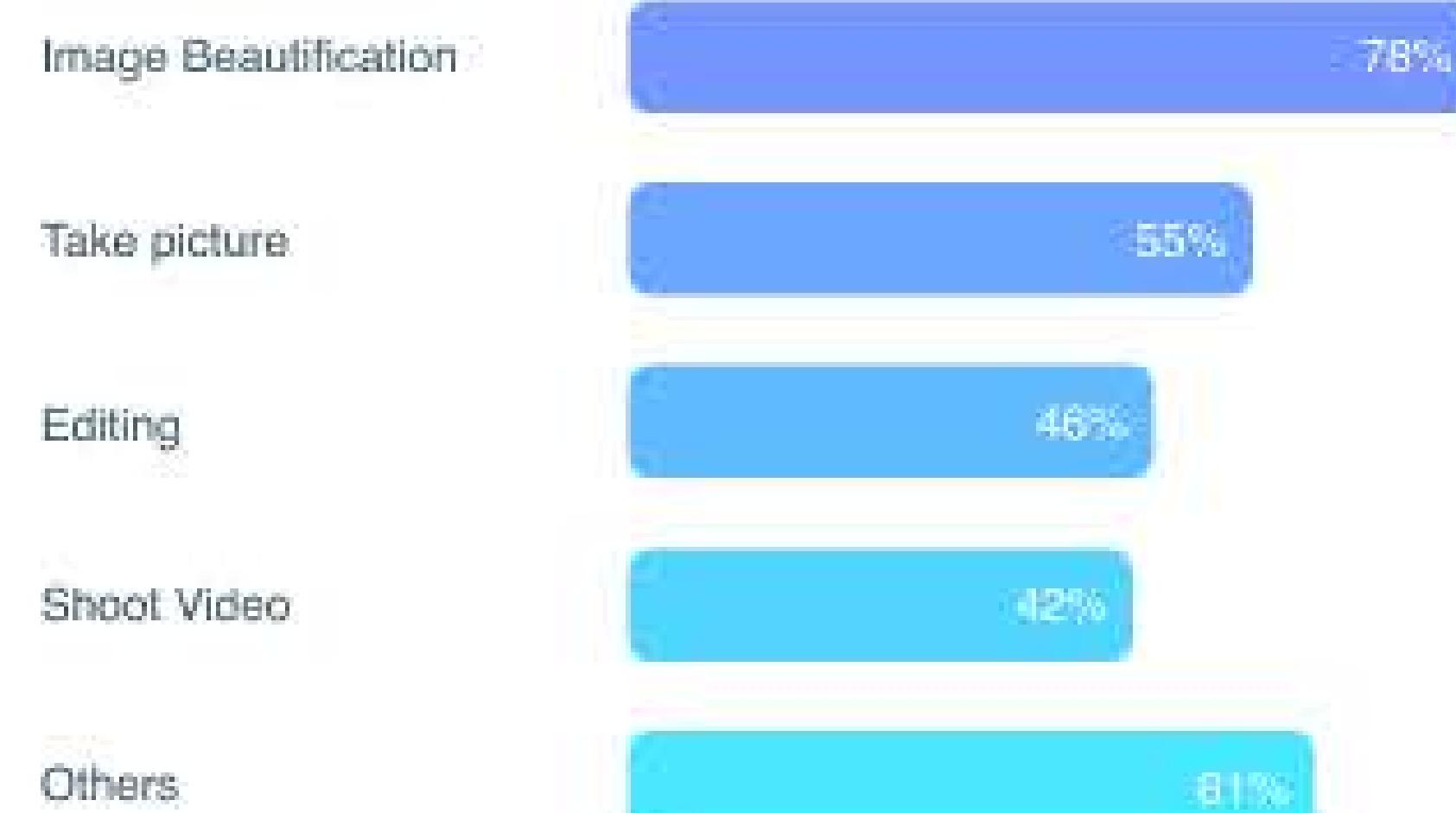
The number of female users is slightly higher than that of male users

Age Range



Most of the users are young people

Usage Frequency of Function (multiple choice)



In addition to "shooting" and "editing", "image beautification" is the most frequently used function by users

User Portrait



Office Worker 25 years old

"Usually I'm very busy at work. On Saturdays, I'd like to invite my friends out for dinner and relax. How can we not take a group photo?"



Self Media Blogger 29 years old

"As a freelancer, shooting and editing content and posting them online is a must for me."



Current Student 20 years old

"As a college student who loves life, I like to take pictures and record videos every day. After all, youth is short, of course we should try our best to keep the best time!"

User Feature Extraction

Young and Fashionable

Value Social Contact

Have a Certain Economic Ability

COMPETING PRODUCT ANALYSIS

02

Through comparative analysis and in-depth research on similar competing products, finally summarize their commonalities and differences, and better improve current product.

15+

Analyze competing products

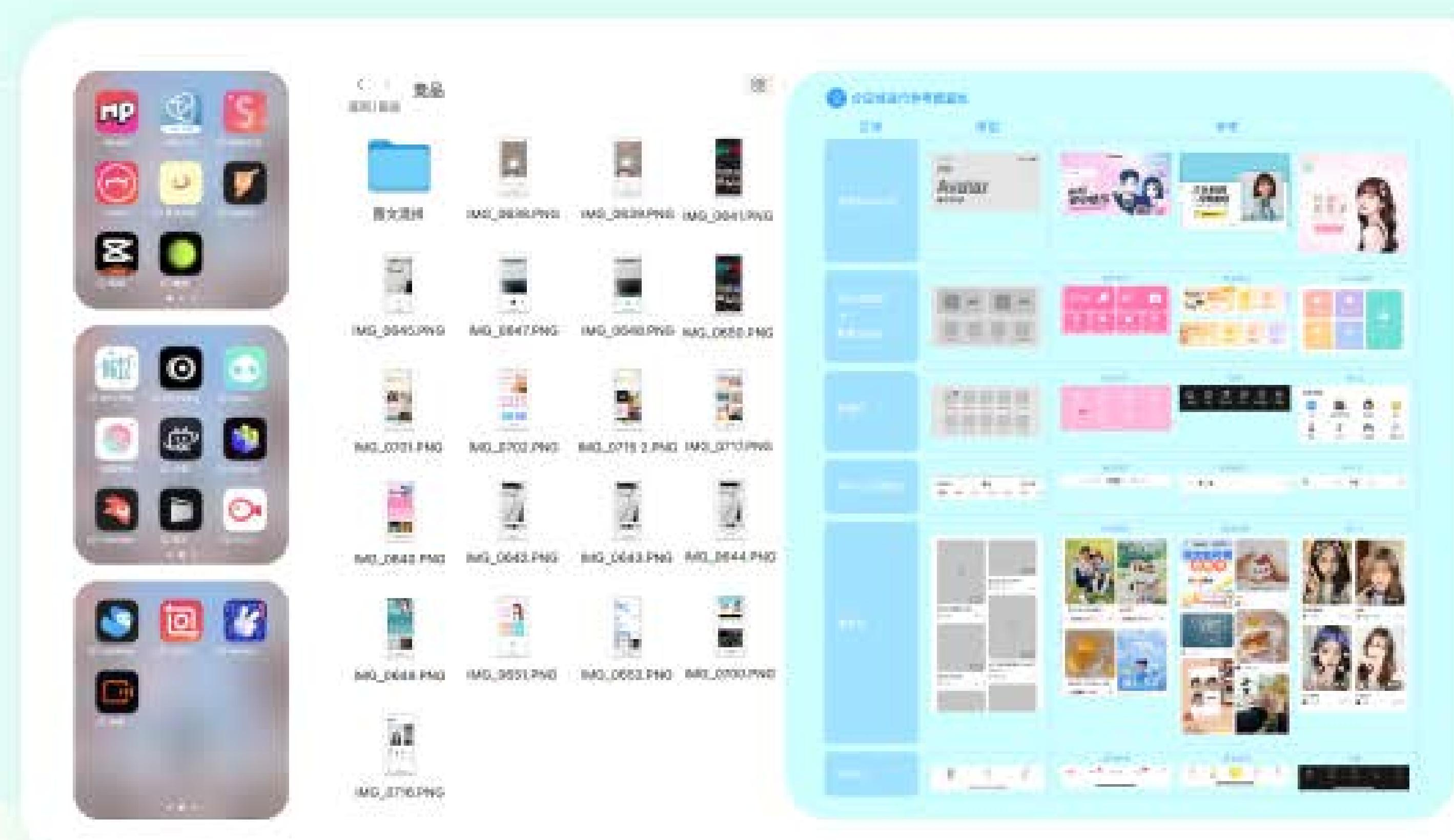
Including Meitu, Meipai, Jianying, Xingtu, Faceu and other well-known competing products

Key Analysis

Hierarchy of Functions

Layout of Interfaces

Methods of Marketing



Some screenshots of information collection and analysis

DESIGN GOAL

According to the company's recent product planning, combined with previous user research and competitive product research, the design goals are jointly obtained.

Visual Upgrade



Standardize and redesign colors and icons, and build componentized banners to achieve easy reuse and improve visual unity

Framework Optimization



Layout adjustment to improve space utilization and User Search Efficiency Integrate functions and rearrange them

Product Transformation



Added 'Discovery Page' and 'Personal Center'. Realize terminal promotion and increase user stickiness. Create brand IP and strengthen brand impression

VISUAL DEFINITION

WHAT INSPIRED ME ?

According to the previous user research, the main user group of Meicam is young people who are willing to socialize and have certain financial ability. Therefore, the following mood board was obtained, and the design specification for this product revision was formulated based on its derivation.

MOOD BOARD

01

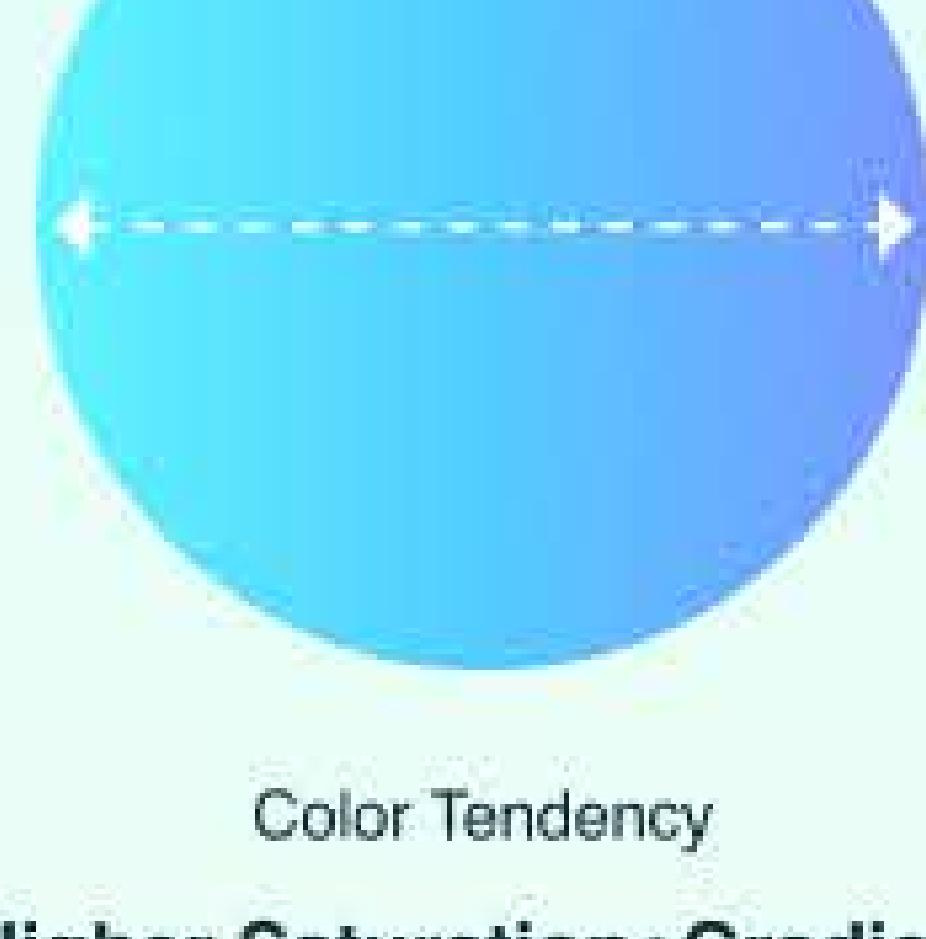
Based on product positioning and user research, Summarize the following keywords and create the mood board.



VISUAL LANGUAGE DERIVATION

02

Visual language derived from user research, competing product analysis and emotional board.



Color Tendency

Higher Saturation+Gradient



Reflection of Texture

Flat+Light Skeumorph



Language of Graphics

Filleted Corner

DESIGN SPECIFICATION

03

Color

Define the color that matches the product tone according to the mood board.



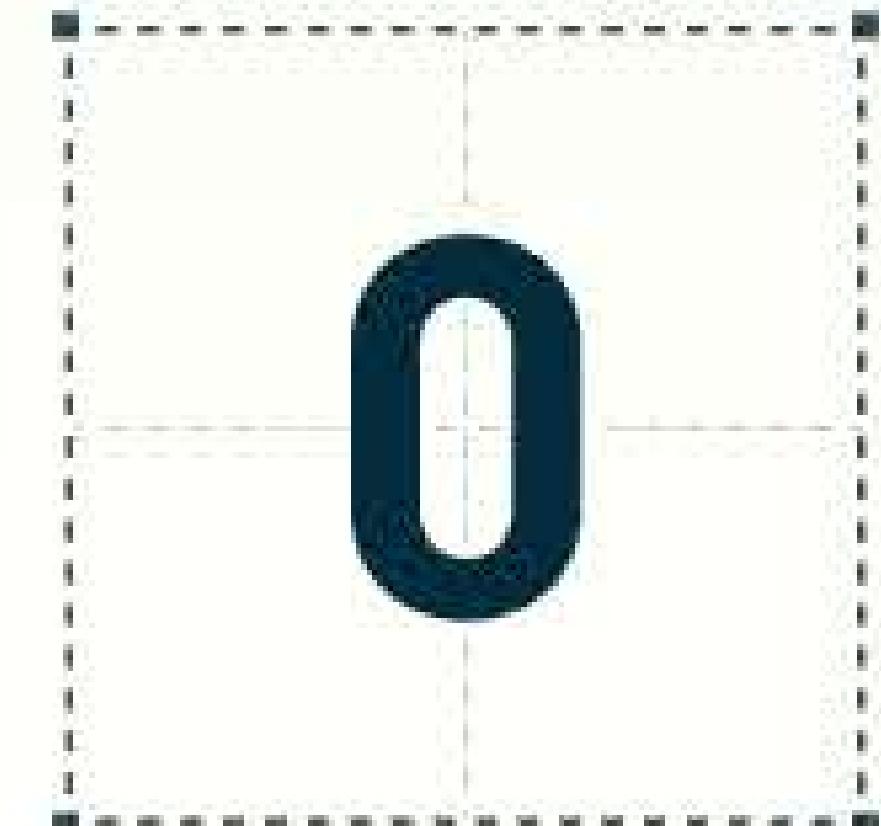
Font

In order to ensure the visual unity of the interface, in addition to Banner, the font "Helvetica" is mainly used; some numbers use the special font "Din" to highlight important information, such as "Follow and Likes" in the personal center page, etc.



Helvetica

Light / Regular / Bold
18px / 14px / 10px / 9px



Din

Bold
16px / 9px

DESIGN EXECUTION

LET'S TAKE A LOOK AT MY DESIGN!

This product update includes three pages, which are "Home Page", "Discovery Page", and "Personal Center". Among them, "Homepage" is revised, "Discovery Page" and "Personal Center" are new-added pages.

The overall design is based on previously established project goals and design specifications.



01 HOMEPAGE

PAGE OVERVIEW

The Homepage design is a revision of the old page. As a **tool-type** product, function priority needs to be considered.

Therefore, this page mainly places important functions of the product to make users more focused on using it.

Tool-Type Product

User Efficiency

PROBLEM DISCOVERY

02



Before

Product Side

- Lack of promotional endpoints
- Inability to carry out effective marketing campaigns

User Side

- The search efficiency of some functions is low
- Some names can cause ambiguity in understanding

Experience Side

- The interface is built at will
- Space utilization is insufficient
- Vision is not uniform enough

Existing Problems

Optimizable Direction

Product Transformation

- B-end convert to C-end, add "Discovery Page" and "Personal Center" to the first-level interface
- Pages jump through the Tab bar

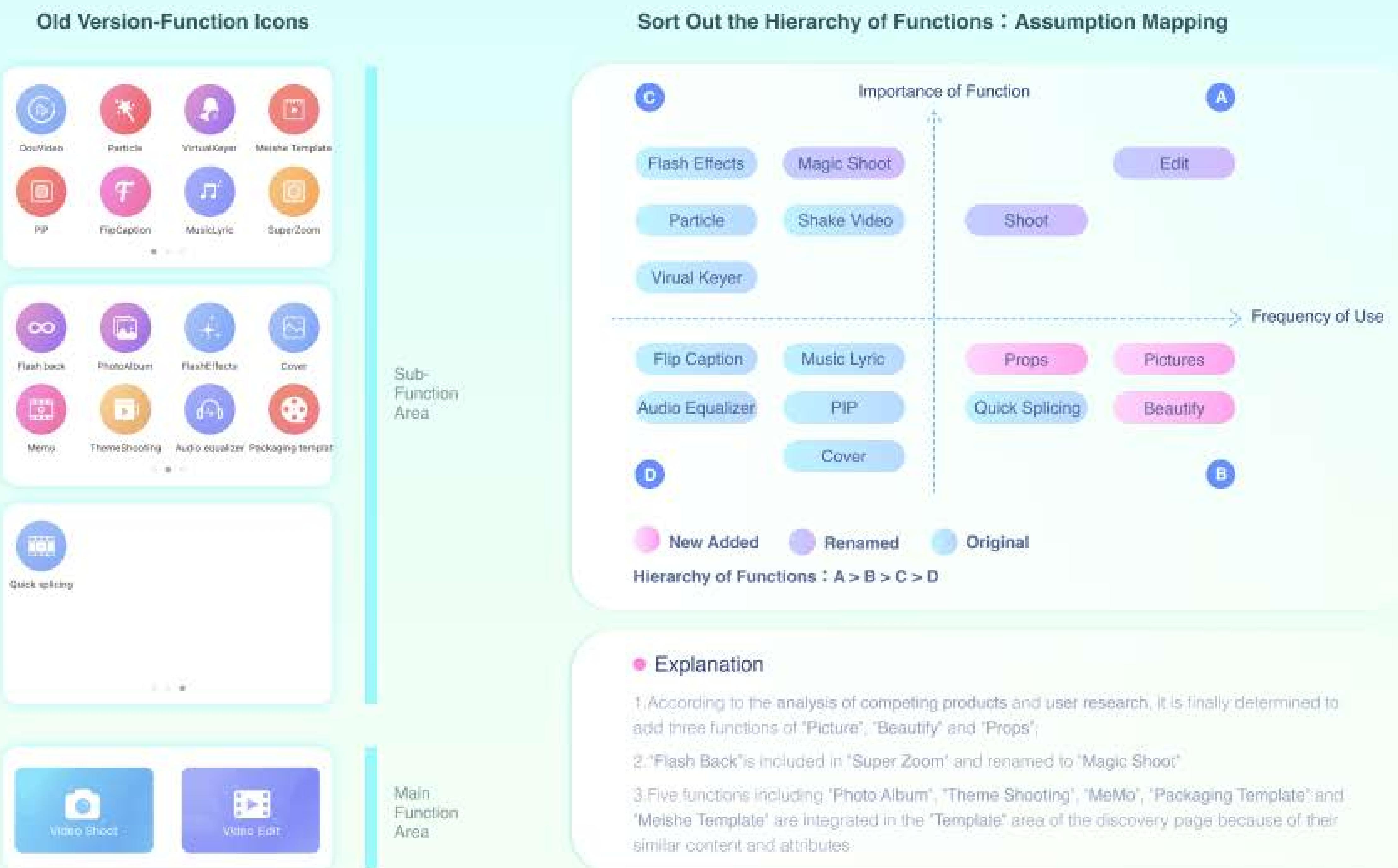
Framework Optimization

- Rearrange function icons according to their importance
- Integrate some icons with similar functions
- Modify some icon names

Visual Upgrade

- Unity the icon style
- Standardize the color and font
- Improve space utilization

According to the questionnaire survey and competing products analysis, determining the commonly used functions of users, using the assumption mapping method to sort out the function levels. On this basis, integrating some repetitive functions, renaming some ambiguous functions, rearranging icons and optimizing the interface layout.



According to factors such as user research, competitive product analysis, and product characteristics, the priority of each functional area is determined, and users are guided by visual strength.

03 Operation Area

Product operation is carried out in the form of screen banner. In the Z-axis space, it is superimposed under the core functional area to weaken the visual hierarchy.

01 Core Functional Area

The icon design is highlighted in the form of light skeuomorphism, and add a colored card base plate at the bottom, to strengthen the vision and highlight the hierarchy.

02 Important Functional Area

This area uses two-color icon in the form of combination of lines and surfaces and colored card base plate. The visual intensity is second only to the core functional area.

04 Low Frequency Functional Area

In this area, the icons take a linear monochrome form with the lowest visual hierarchy.

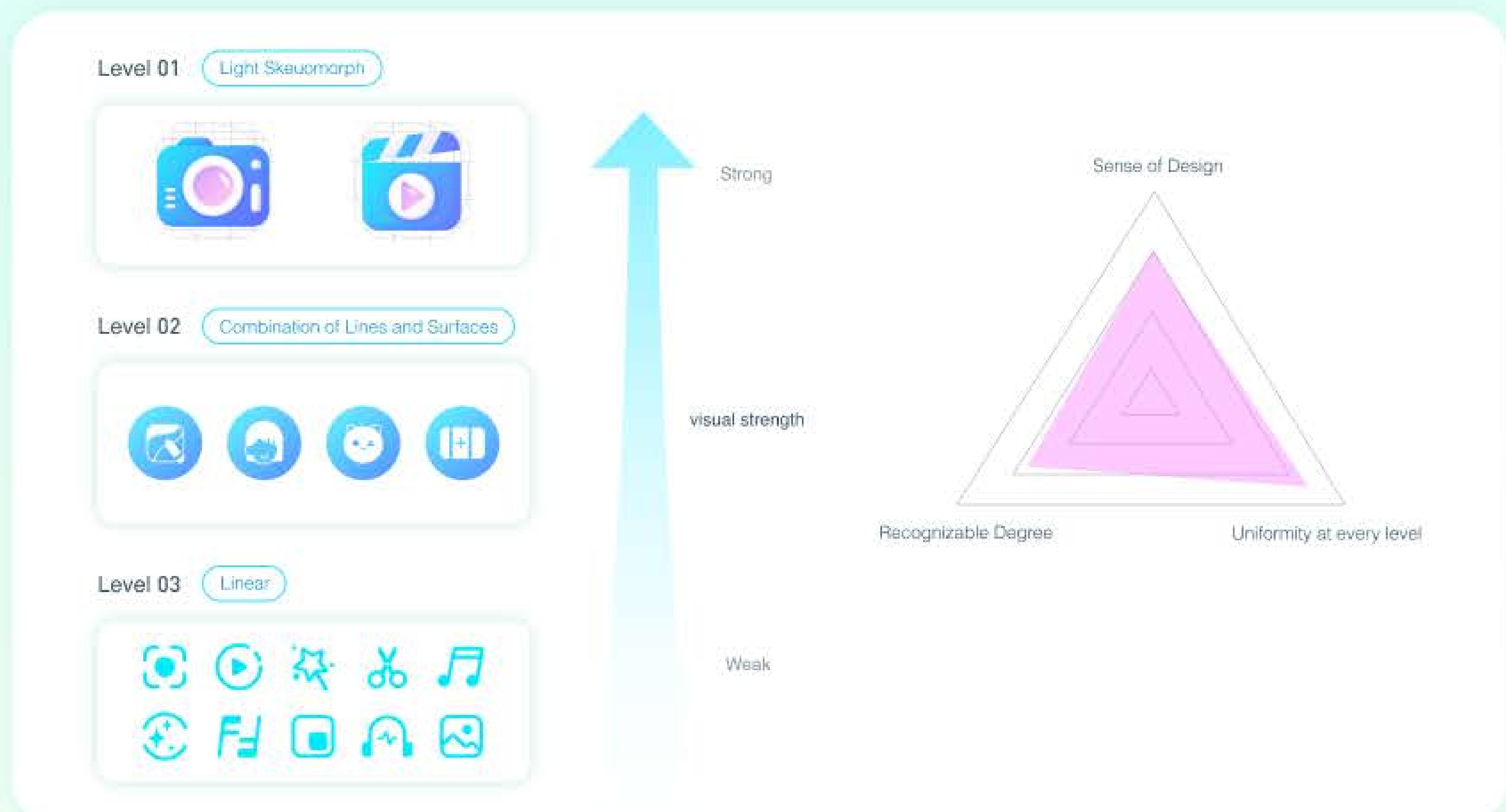
Highlight the visual hierarchy through different forms of icon design; From the design level, the following key elements must be considered.

Design Considerations



Functional Area

The visual strength of the icons is determined according to the functional level. Determine the color matching according to the color specification, and design the shape according to the product positioning and icon function.



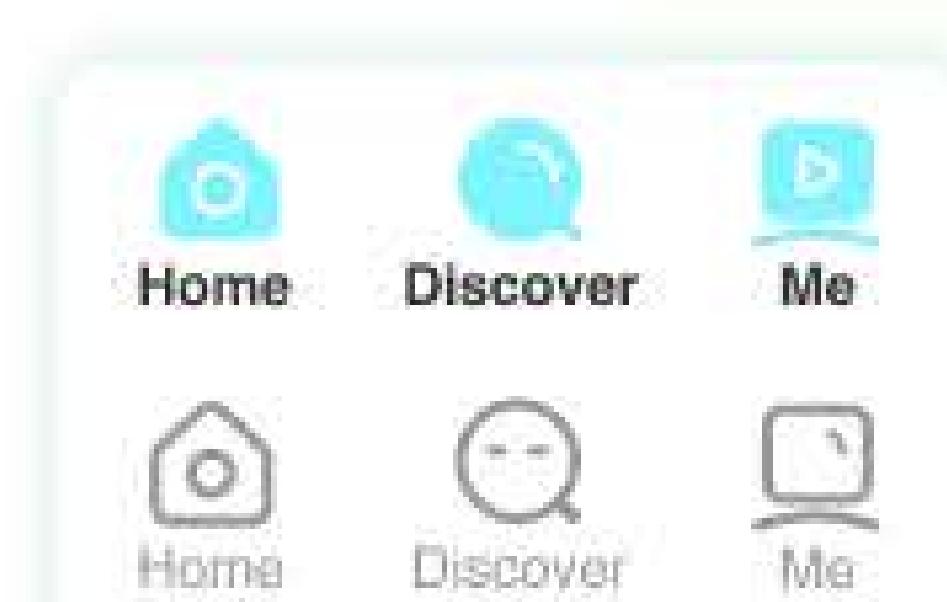
Tab Bar

Continuously upgrade the design through multiple draft comparisons, and finally determine the optimal version

Selected



First Version



Sense of Design

Recognizable Degree

Uniformity

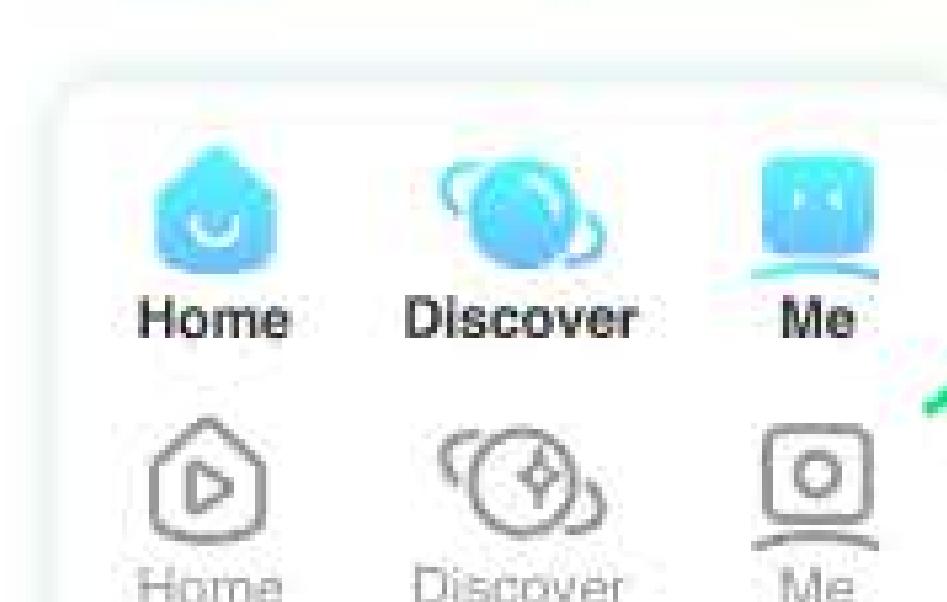
Brand Placement

Interestingness

Unselected



Second Version



Sense of Design

Recognizable Degree

Uniformity

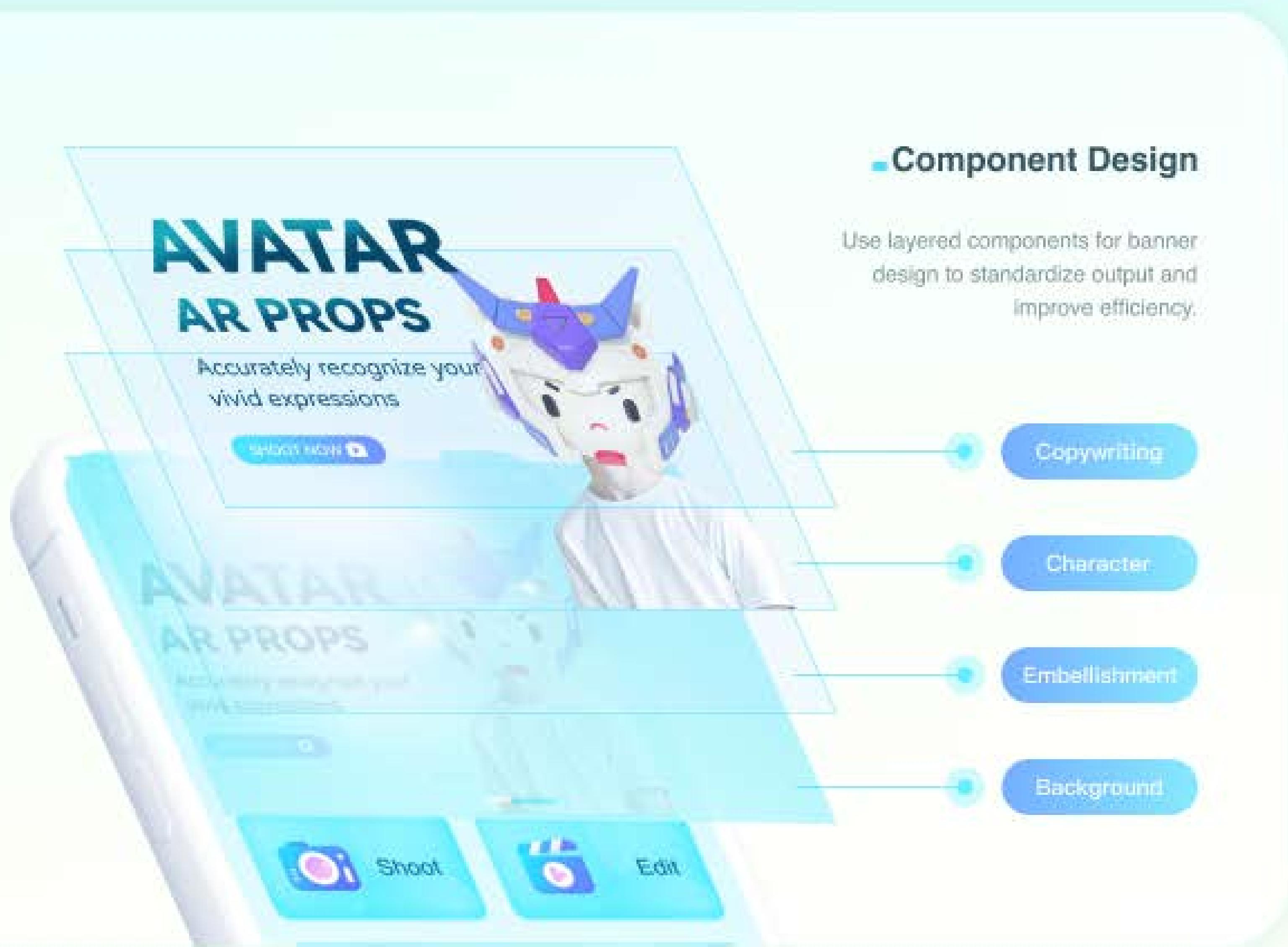
Brand Placement

Interestingness

SCREEN BANNER

05

The top of the homepage adopts the form of full-screen banner for product operation, which can effectively publicize product promotion points and display the latest functions, attracting users' attention and improving conversion rates.



DISCOVERY PAGE

PAGE OVERVIEW

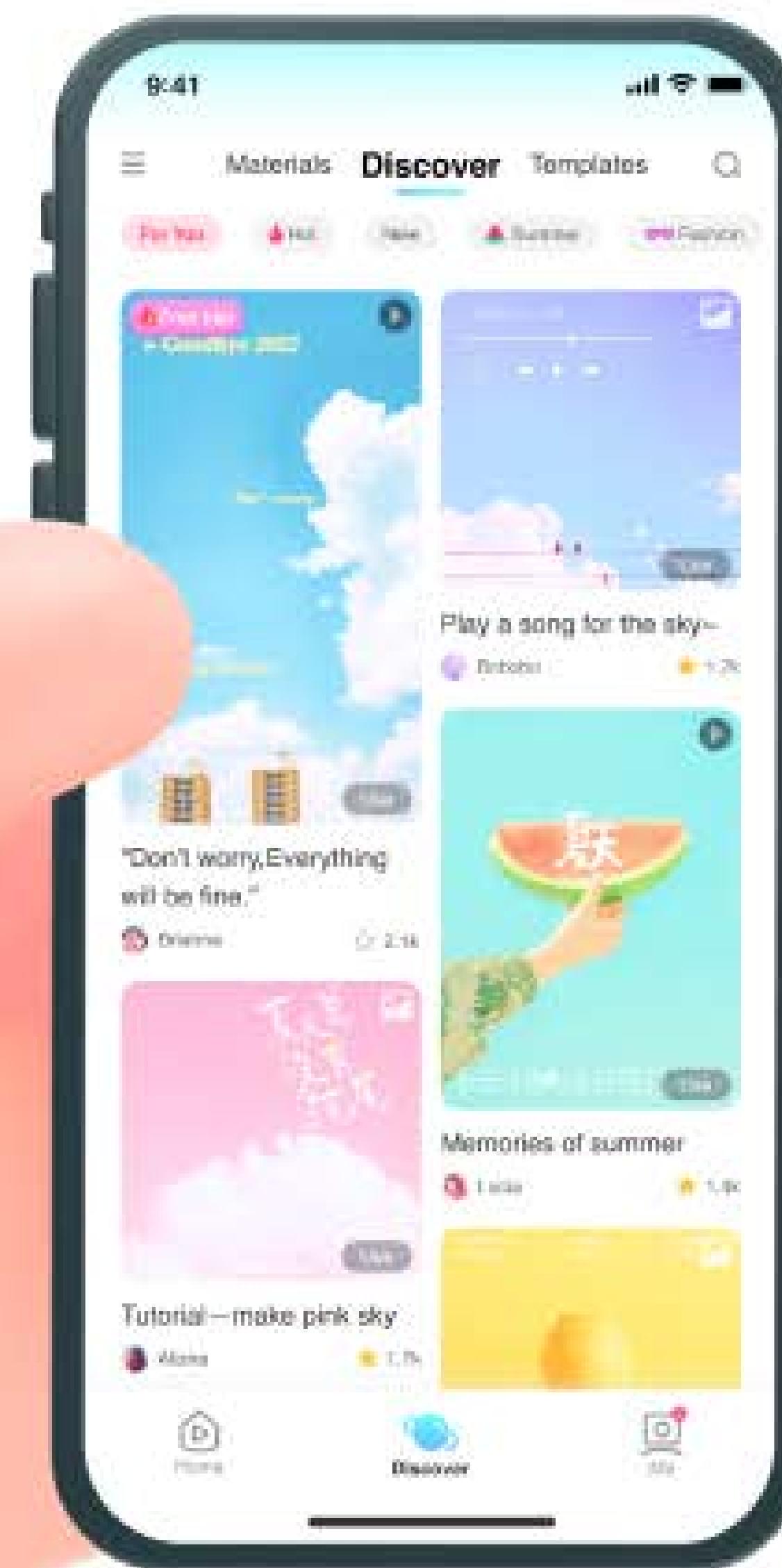
Add the discovery page to make users generate UGC behaviors, which will help increase user stickiness. In terms of content display, the feed flow design is adopted to make it easier for users to obtain immersive experience.

UGC

Feed Flow

Immersive

01

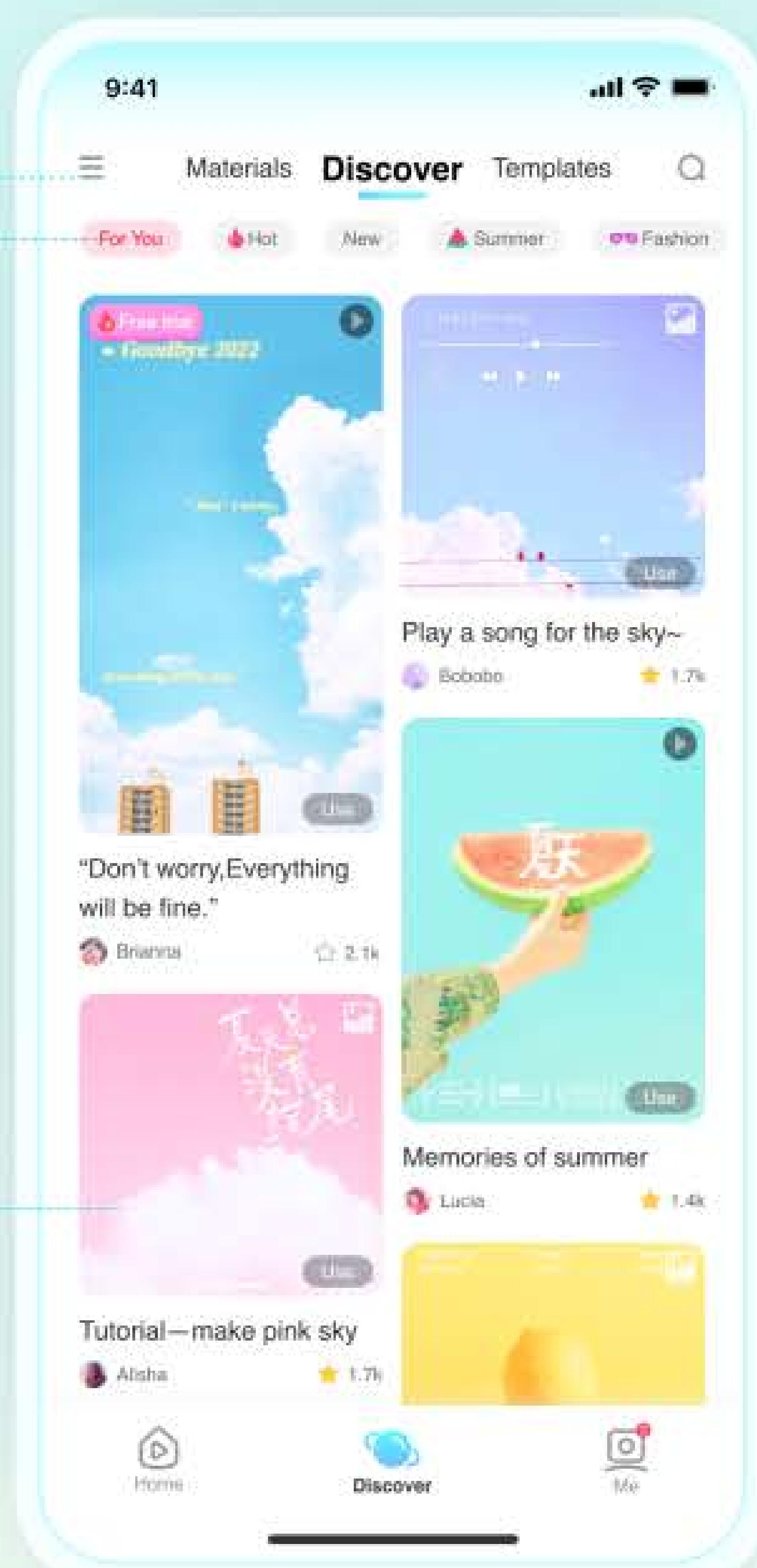


The discovery page focuses on the integration of functions and the component design of feed flow cards. The simple layout makes it easier for users to find and use related functions.

Detail Analysis

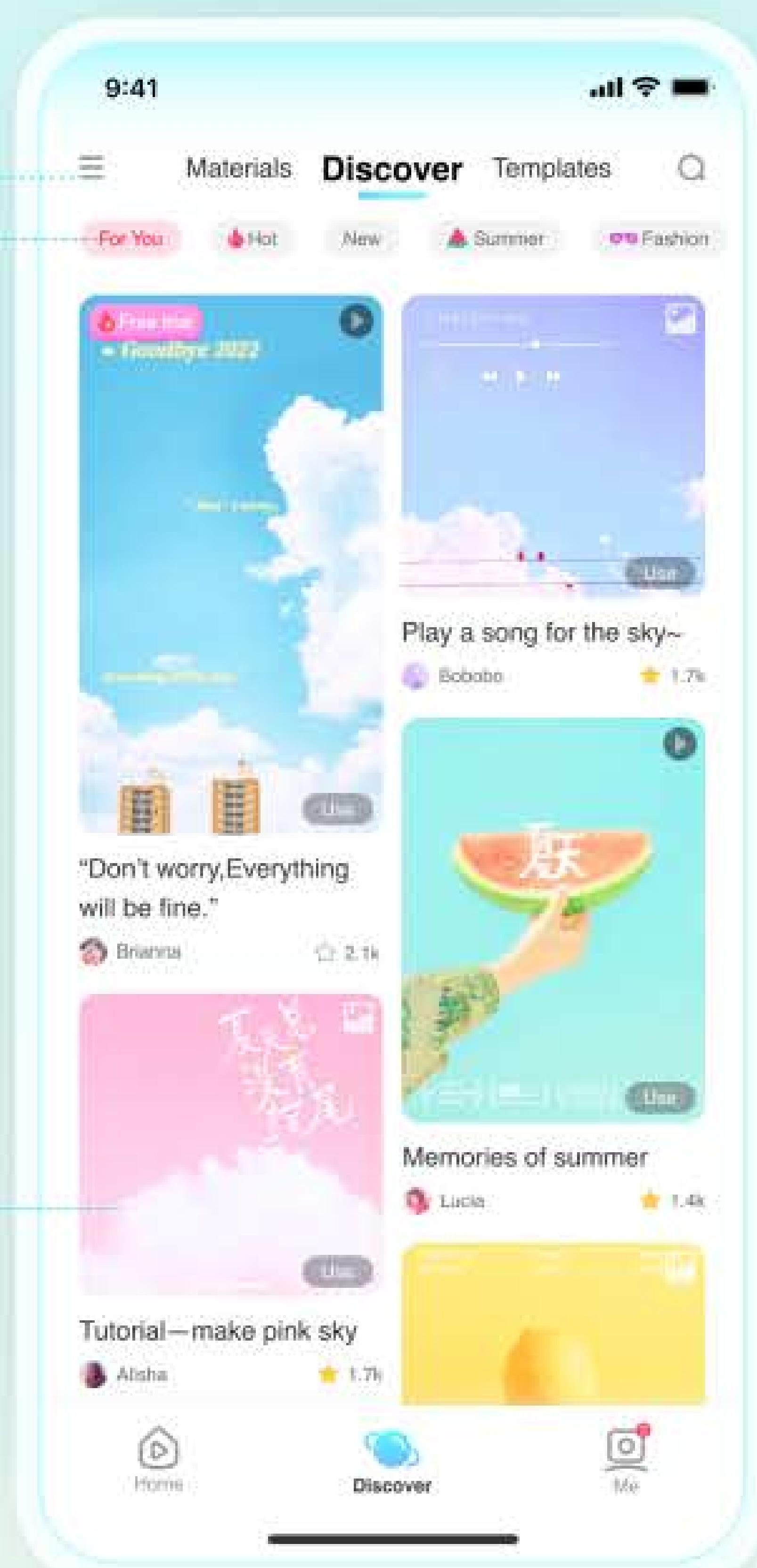
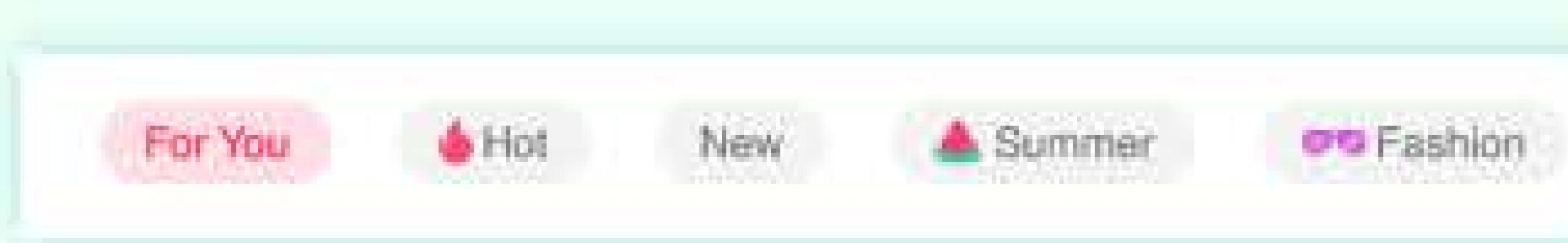
Navigation Bar

Integrate "Materials" and "Templates" on the discovery page, making it easy for users to find.



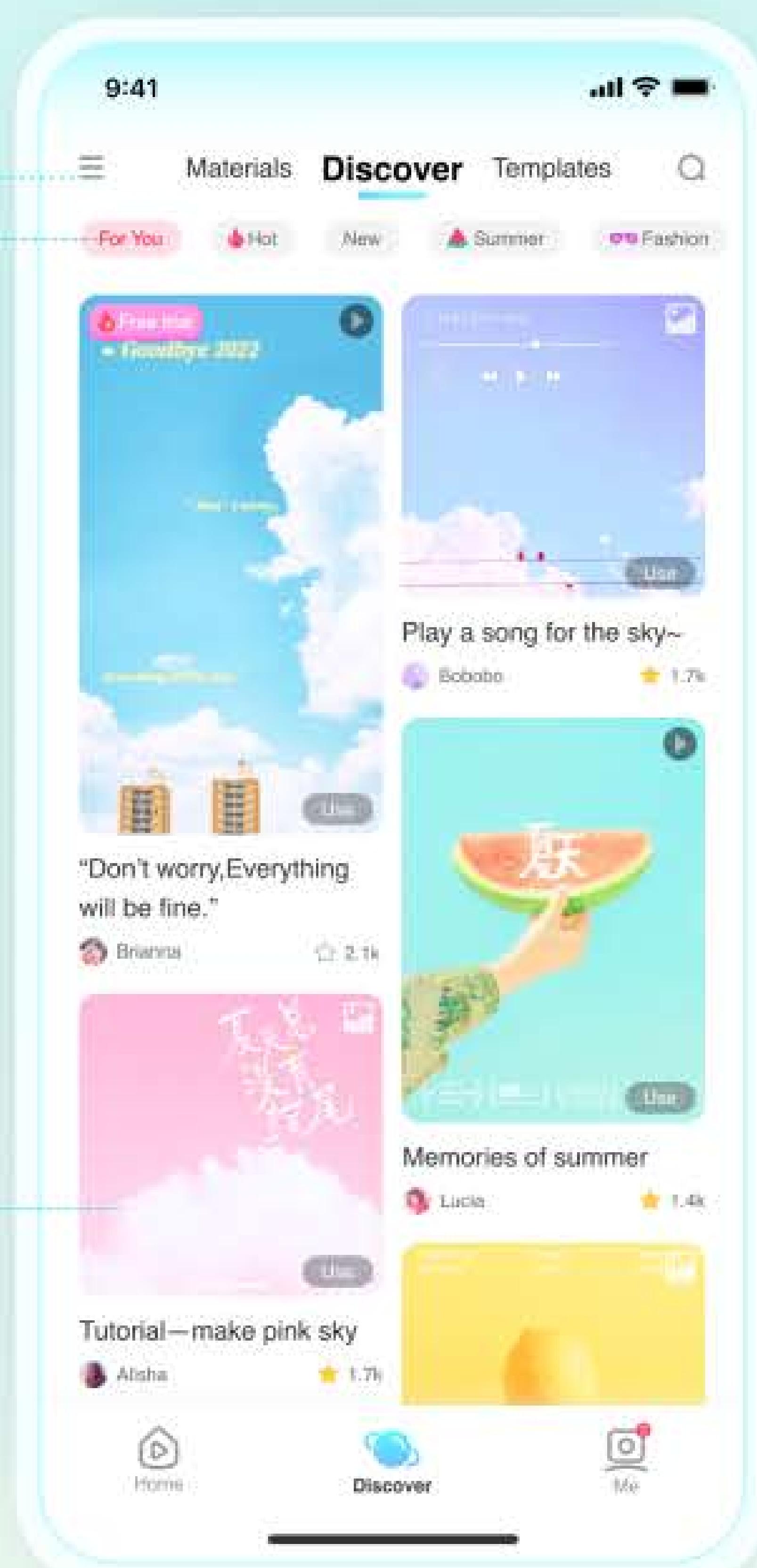
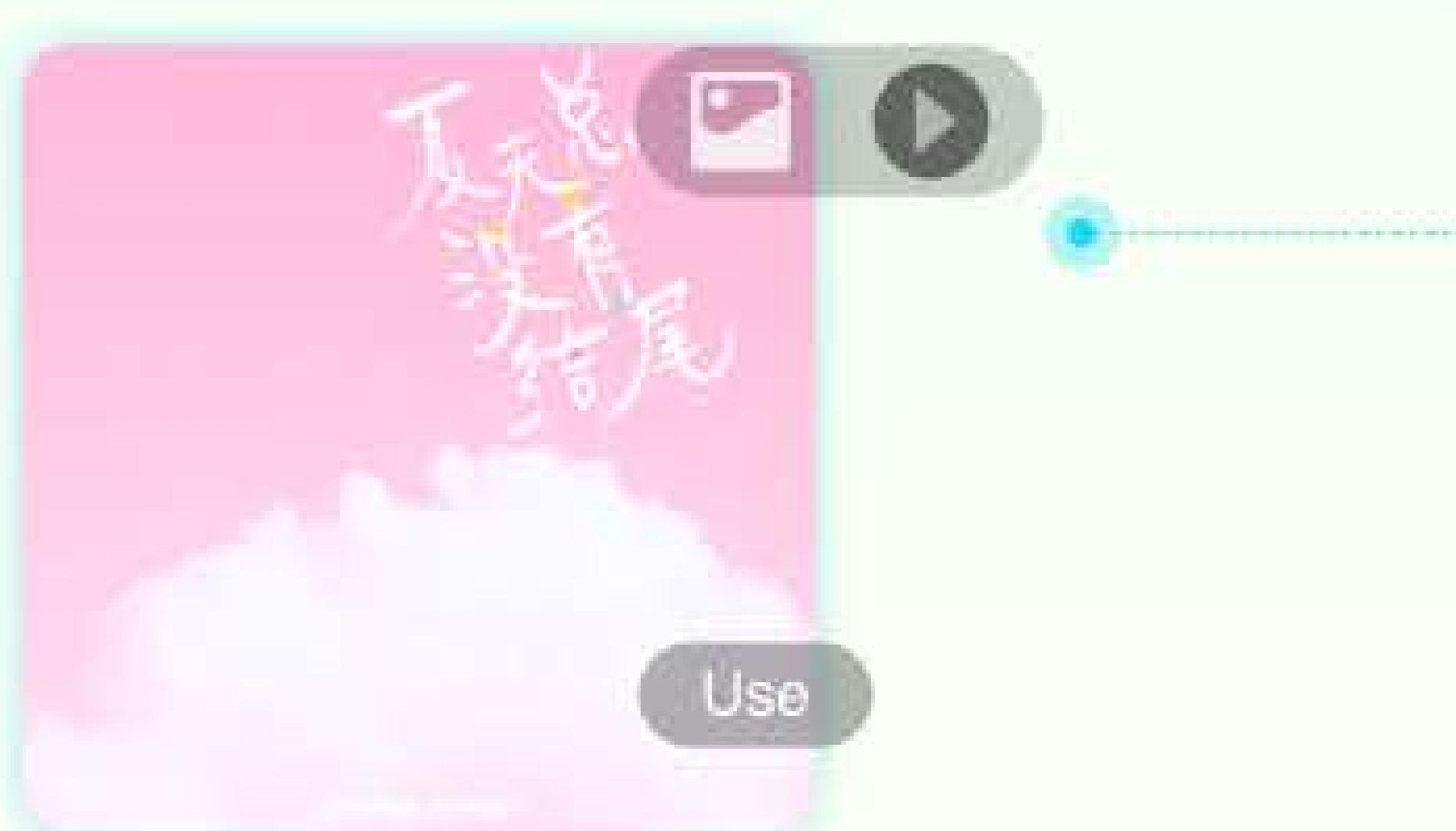
Category Label

Make recommendations based on user browsing conditions to help users make choices; use scrolling labels with illustration stickers to add fun.



Component Card

Use component cards to standardize output and improve efficiency.



Tutorial—make pink sky

Alisha

1.7k

Specification of Feed flow

The card uses 5 ratios of 9:16, 16:9, 4:3, 3:4, and 1:1, which is in line with the user's habit of usually using mobile phones to shoot, and gives users a certain freedom of material selection.

14pt 10pt

Content Title

Username / Favorites

Component Spacing

Card Component Specification

10pt

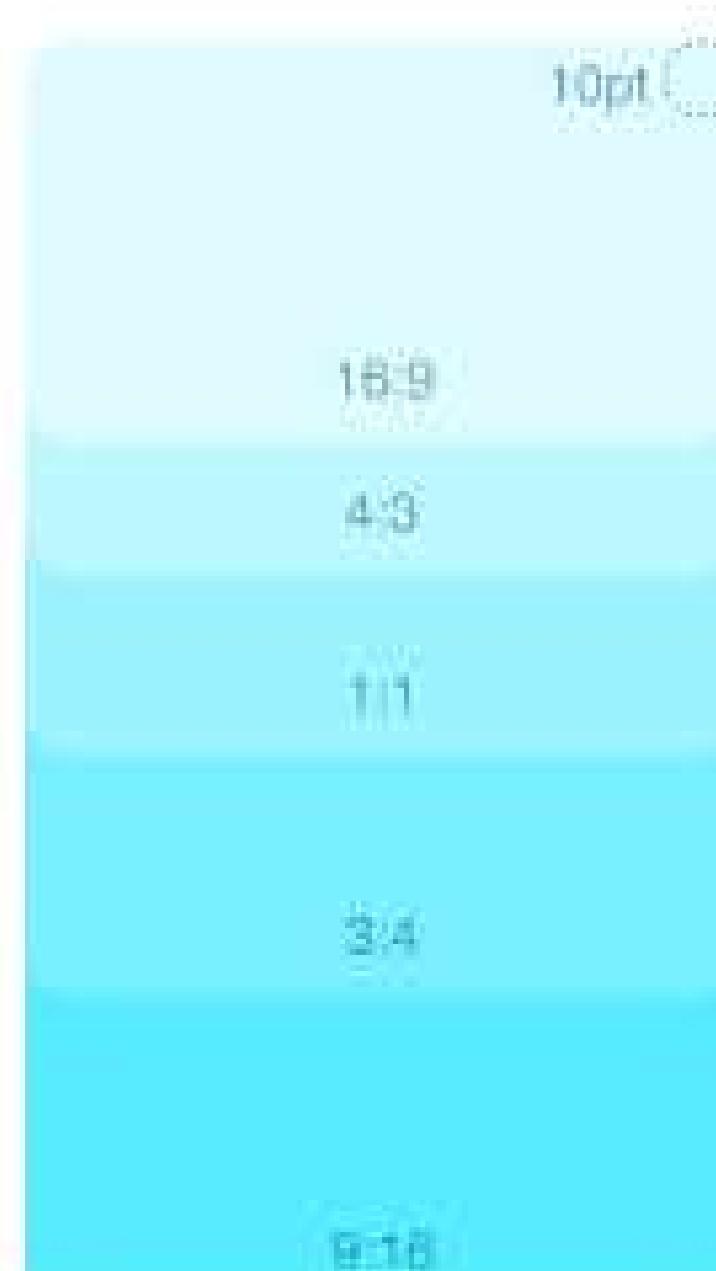
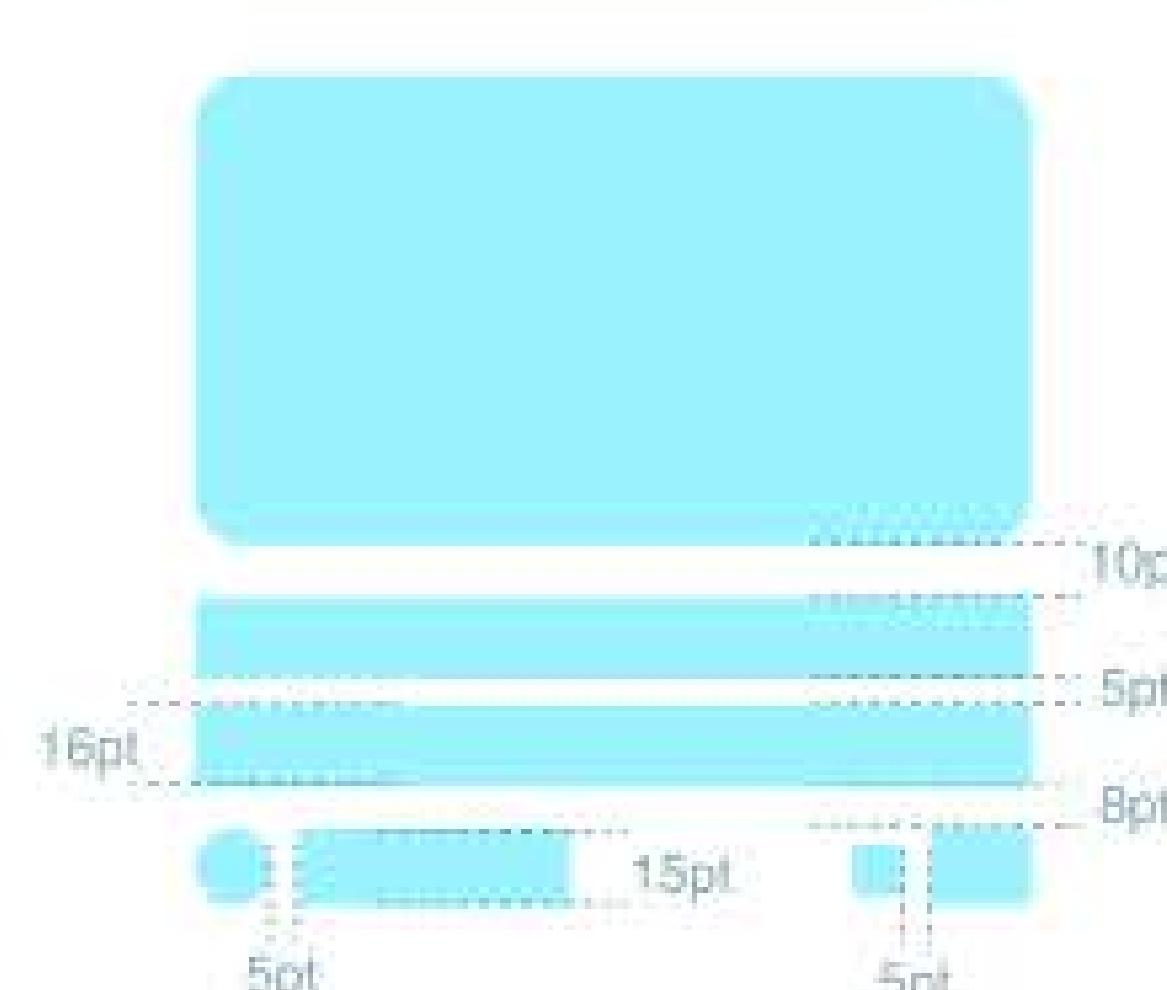
16:9

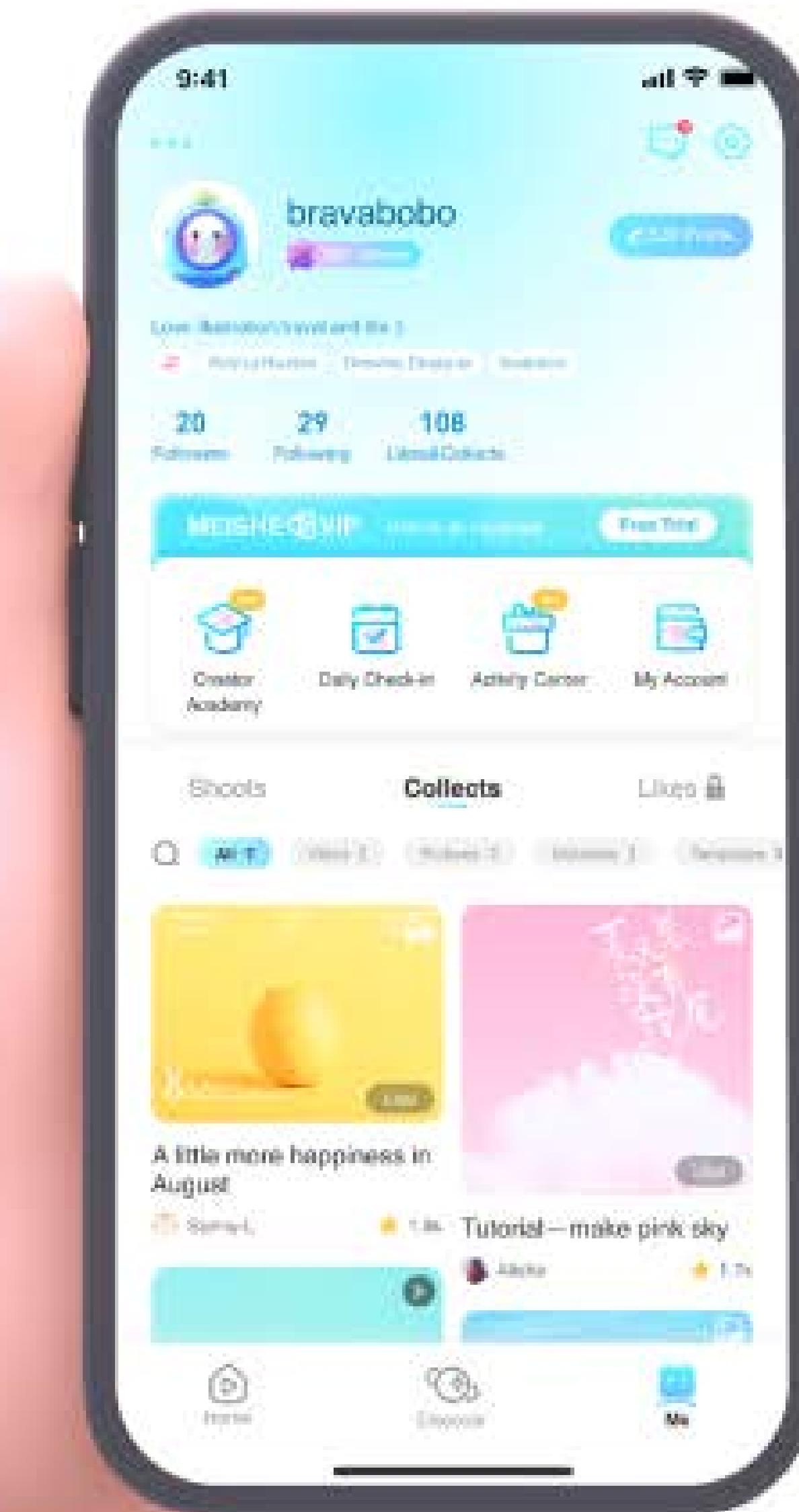
4:3

1:1

3:4

9:16





PERSONAL CENTER

PAGE OVERVIEW

The establishment of the personal center will help increase user stickiness and product revenue, strengthen brand impression through the application of IP, and improve user experience by adding attractive requirements such as grade badges and exclusive VIP cards.

User Stickiness

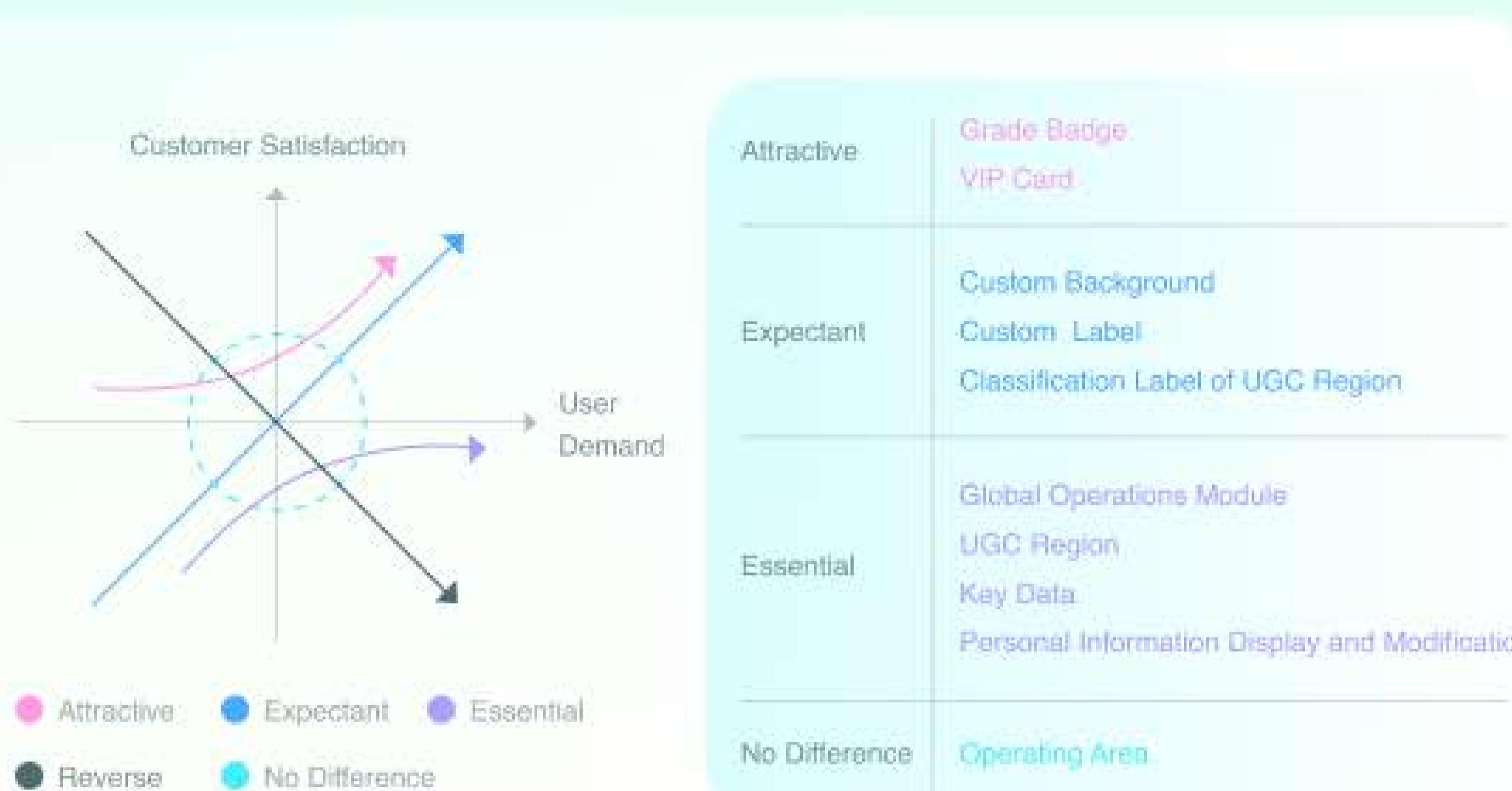
Product Revenue

01

In terms of functional layout, product operation and user efficiency must be considered at the same time

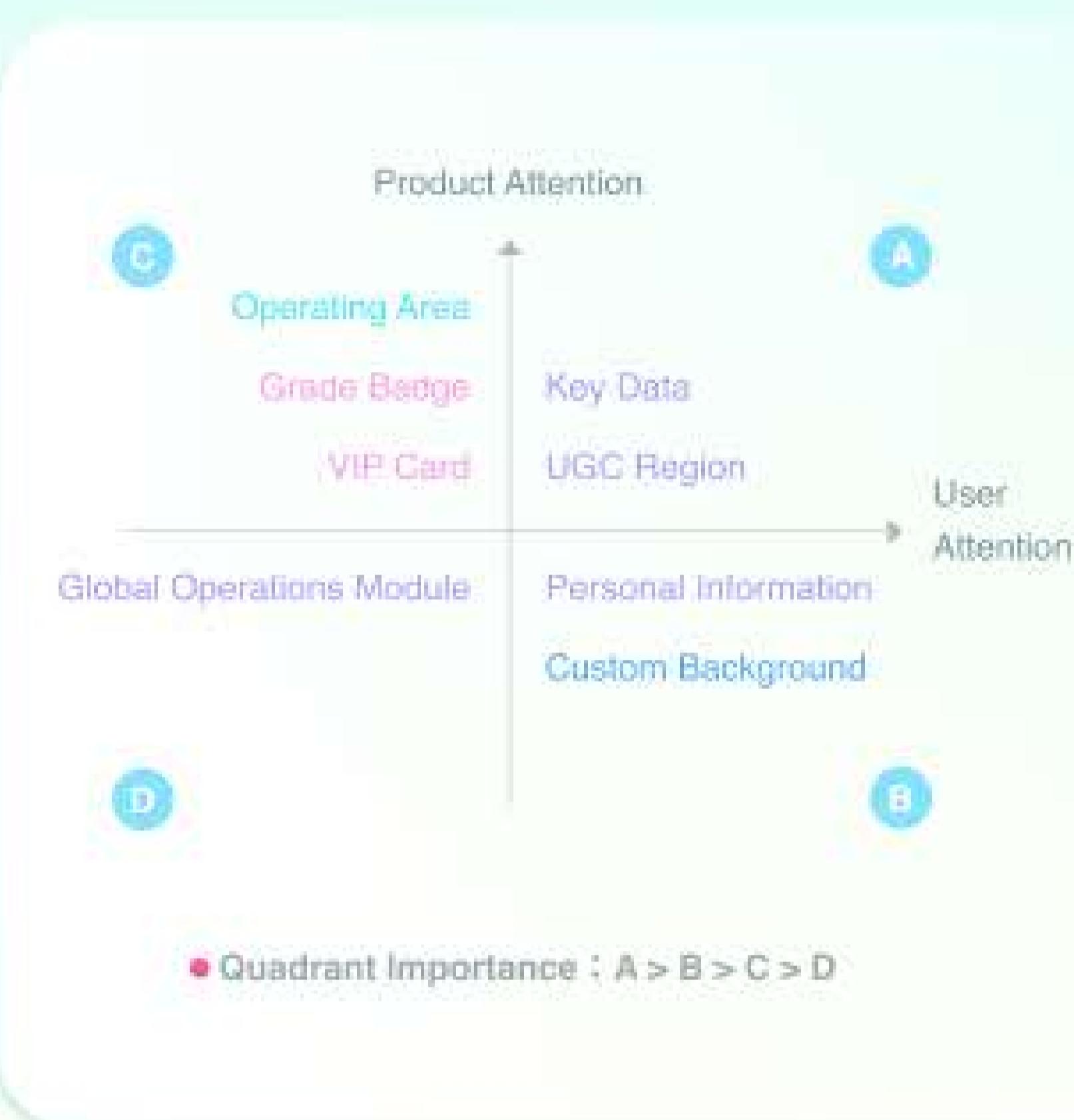
Kano Model

Analyze user demands



Assumption Mapping

Analyze the hierarchy of information



Detail Analysis

Based on the analysis of user demands and page information hierarchy, the overall page construction is carried out.

Default Avatar

Embed brand IP to strengthen brand impression



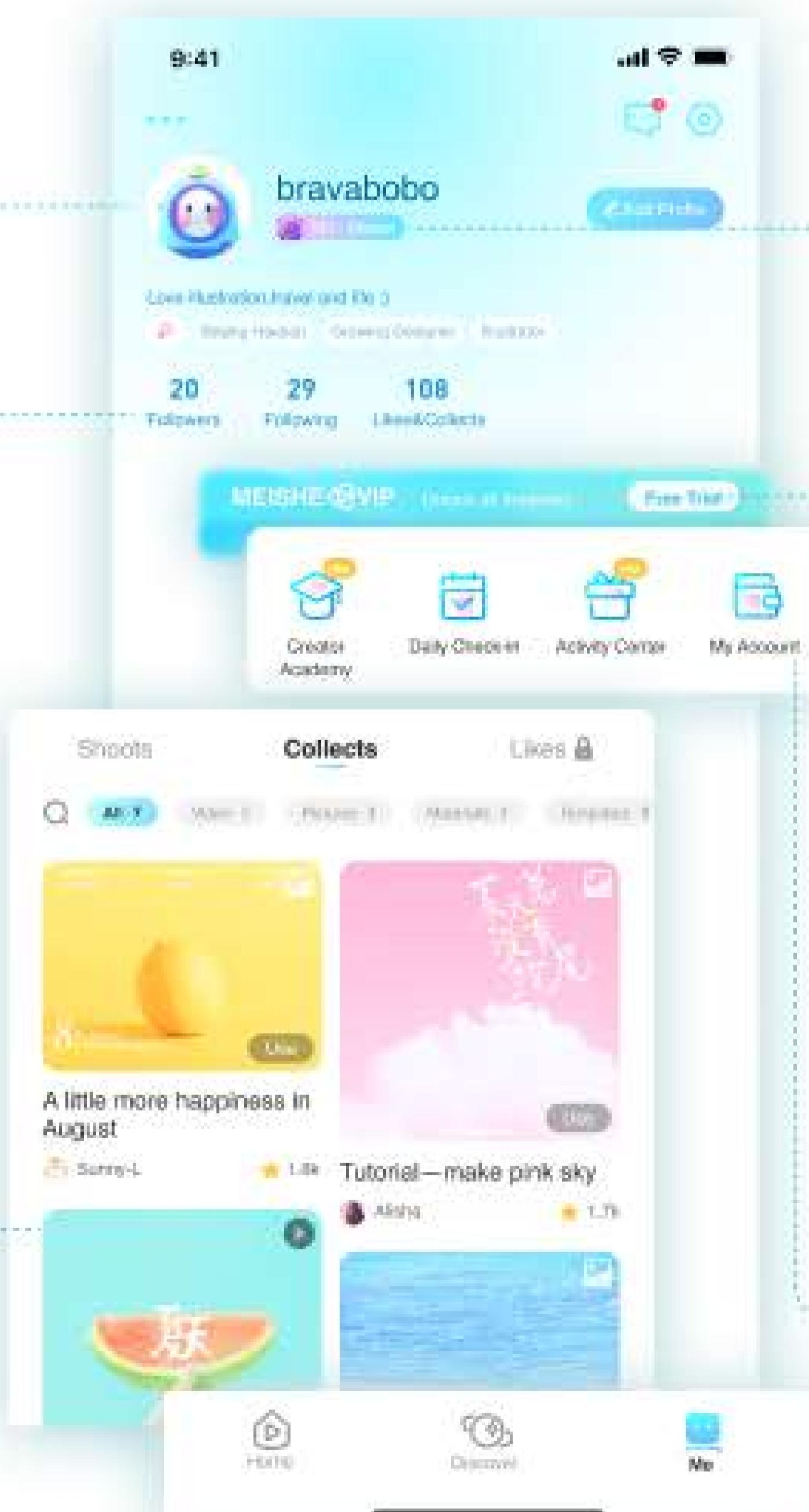
Key Data

visualize the numbers



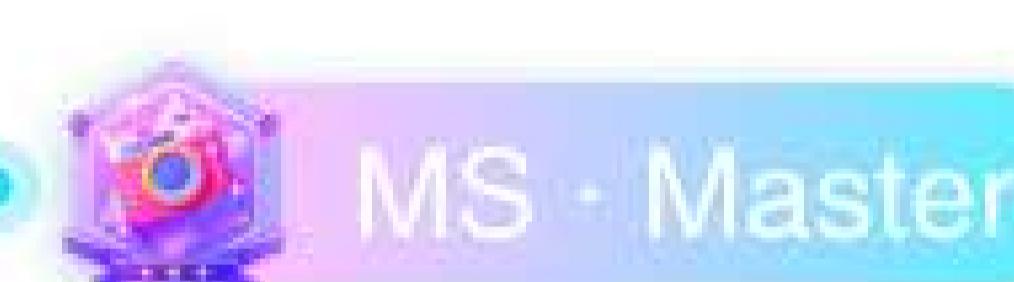
UGC Region

Increase user stickiness



Grade Badge

Highlight the user's identity



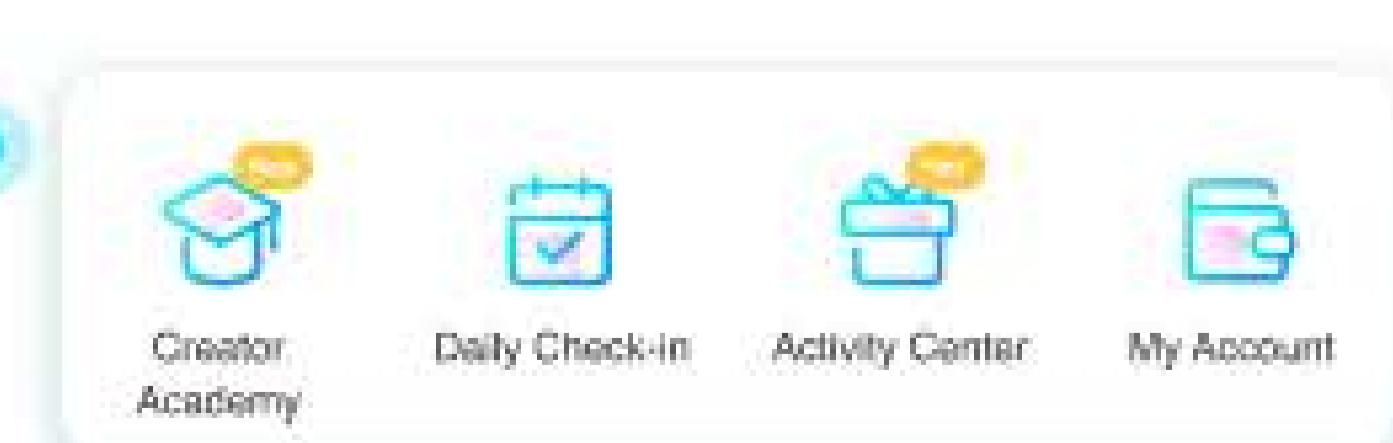
VIP Card

Improve revenue conversion rate



Operational Function Area

Increase playability and promote conversion rate



The application of grade badges that belongs to attractive demands can effectively enhance the user's sense of honor and increase user stickiness.



MS · Master

Component Design

The badge is made up with three parts: base, camera, and ribbon. The main part is designed as a camera, which fits the product attributes; the color matches the user's young and fashionable positioning.



Base

+



Camera

+



Ribbon



Badge Display

As the user level increases, the star rating of the badge and the delicacy level of the design also increase.



MS · Rookie



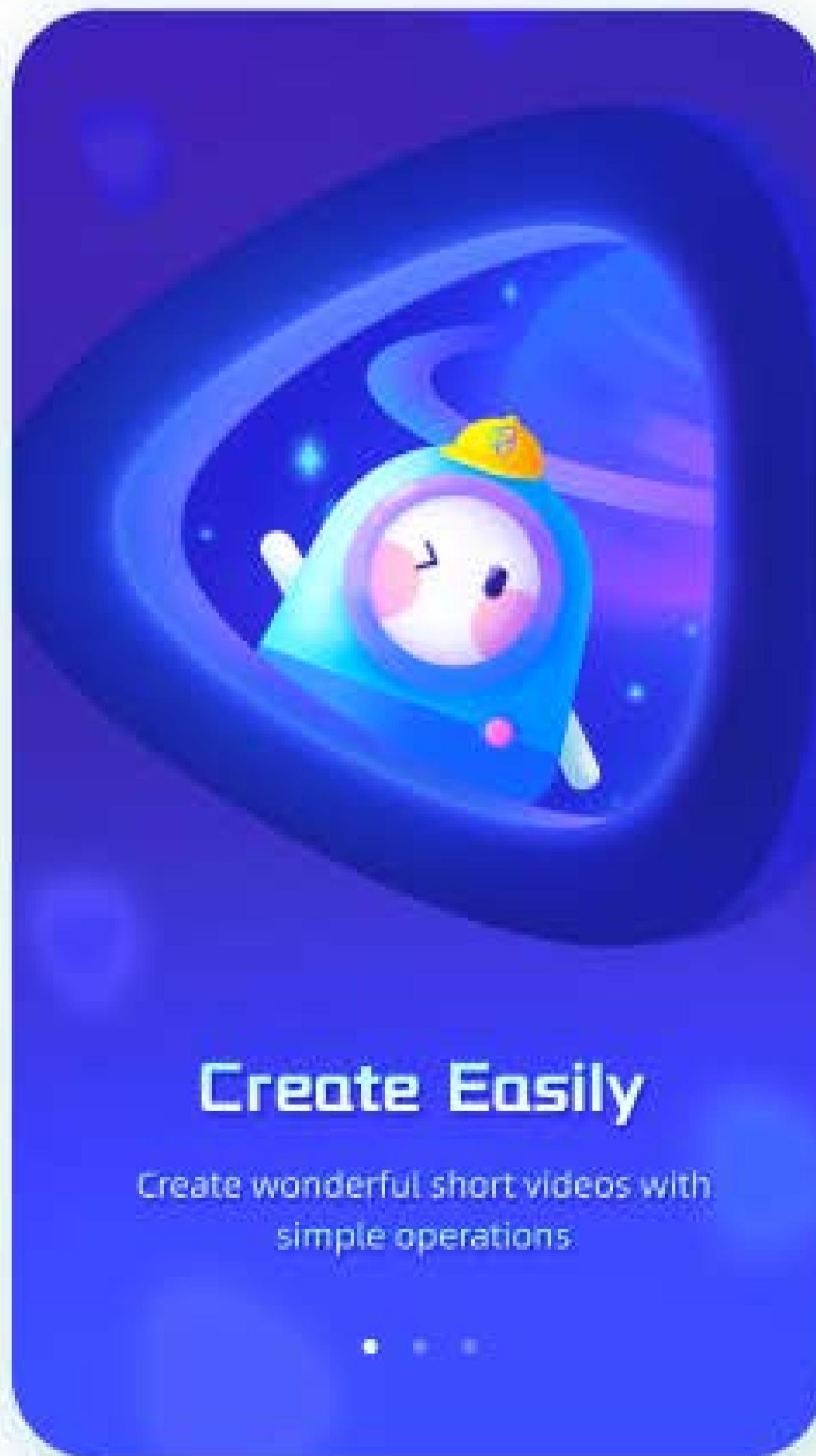
MS · Talent



MS · Master

GUIDE PAGES

IP can be applied in the guide pages, default pages, default avatar, etc., to strengthen the brand image and increase the interest of the product.



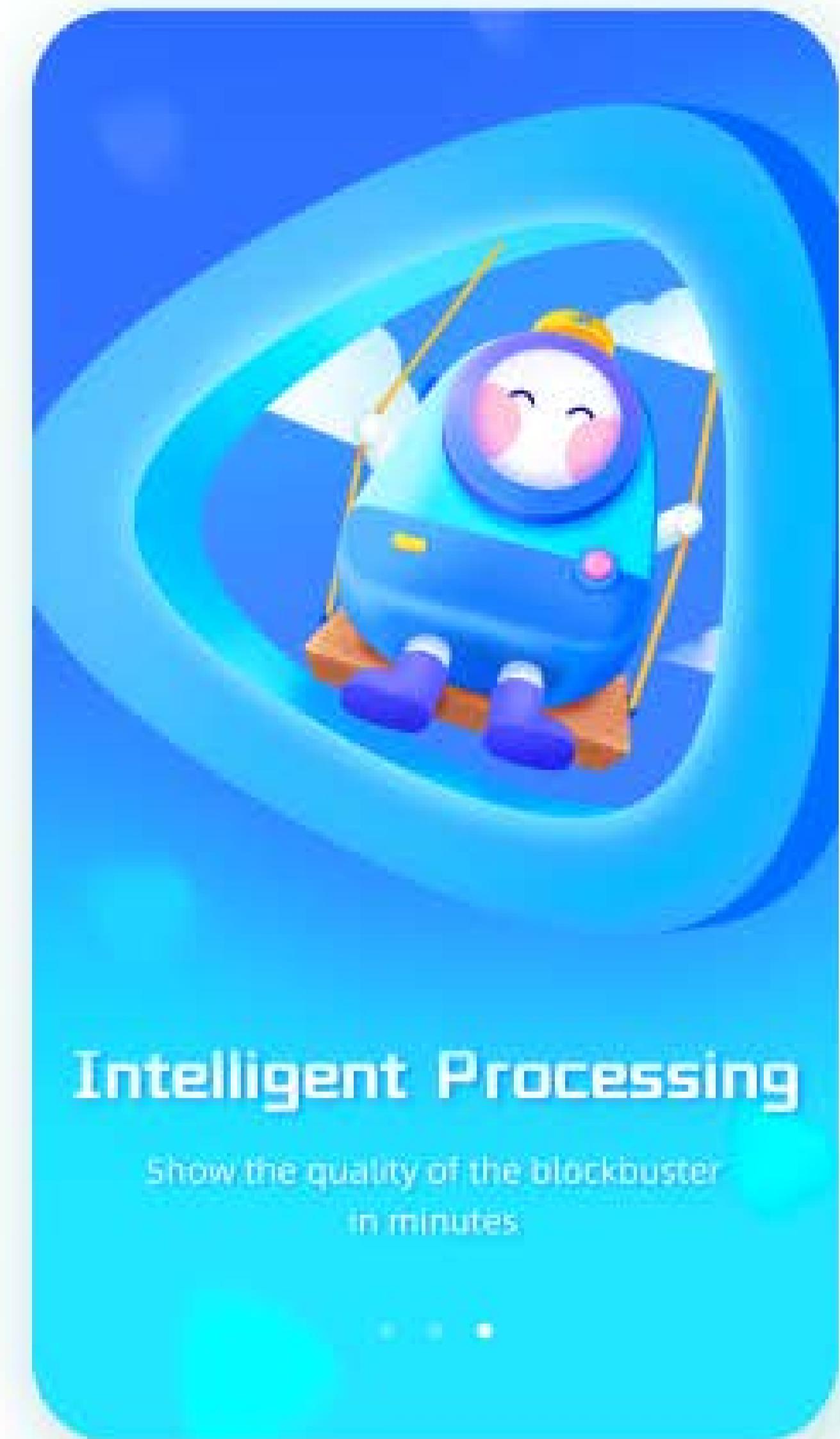
Create Easily

Create wonderful short videos with simple operations.



Multiple Play Methods

A lot of fun special effects waiting for you to unlock.



Intelligent Processing

Show the quality of the blockbuster in minutes.



PROJECT REVIEW

PERHAPS I CAN DO BETTER ?

After the project is over, a timely review and summary of the results will help to accumulate experience, standardize the process, and reflect on the shortcomings to help the team do better in the next project.

REVISION COMPARISON

01



ACHIEVEMENTS

02



Product Transformation

- B-end convert to C-end; add "Discovery Page" and "Personal Center" to the first-level interface
- Pages jump through the Tab bar



Framework Optimization

- Rearrange function icons according to their importance
- Integrate some icons with similar functions
- Modify some icon names



Visual Upgrade

- Unify the icon style
- Standardize the color and font
- Improve space utilization

SHORTCOMINGS

03

Due to time constraints, only three first-level interfaces and brand IP were designed. The form is slightly conservative and needs to be innovated. Time planning needs to be more reasonable to complete the project with better quality and quantity.

It remains to be verified whether the revised page can effectively increase user conversion rate and revenue.

FAMILY DOCTOR-MODULE REVISION

—ISMART APP

As an **intelligent health management** application, iSmart provides professional, convenient, efficient and all-round comprehensive health services for individuals and families.

Health Monitoring

Report Interpretation

Health Service



Product Status

01

APP
redesign

iSmart specializes in physical examination, health management and medical services, providing high-quality health services for high-net-worth individuals.

O Revision Background

With the gradual improvement of the living standards of the Chinese people, the awareness of medical health has also been greatly improved, but the existing functions of the product can no longer meet the needs of users.

This revision is mainly aimed at two pages: "Family Doctor" and "Report Interpretation".



some old pages

O Existing Problems

- ① Outdated visual style
- ② Cluttered information hierarchy
- ③ Some functions are not clear
- ④ Poor interface interaction experience

Competing Product Analysis

02

APP
redesign

Goal By comparing the functional modules of competing products, analyze product advantages and disadvantages, and help find the entry point for revision.



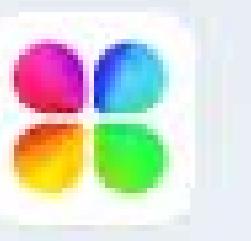
医度



小荷健康



丁香医生



春雨医生



ISMART

	医度	小荷健康	丁香医生	春雨医生	ISMART
Online Consultation	●	●	●	●	●
Vaccine Appointment	●	●	●	●	●
Medical Science Popularization	●	●	●	●	●
Medicine Purchase	●			●	
Health Monitoring				●	●
Report Interpretation	●		●	●	●
Patient Communication		●	●		

Summarization

- In terms of business structure, ISMART has a smaller volume and the functions are more vertical
- In terms of business content, ISMART and competing products show a complementary trend
- In terms of business breadth, ISMART does not have an advantage, and in view of the complementary trend with competing products, it is more suitable to seek opportunities for revision in terms of business depth and highlight its own advantages, such as **Health Monitoring** and **Report Interpretation**
- The overall visual expression of ISMART is weak, and the brand sense needs to be improved



User Portrait

03

APP
redesign



Miss Yan

Typical user

26 years old / Company Employee

User Description

I live in Beijing and am a company employee. I often work overtime, stay up late, and basically eat take-out three times a day. The company arranges regular physical examinations for employees every year.

User Demands

I hope to improve my sleep quality, do a good job in body shape management, skin management, and fat loss.



Mr. Zhang

Ideal user

38 years old / Business Manager

User Description

I live in Shanghai and am an executive of a company. I have regular physical examinations every year, and as I grow older, I will pay more and more attention to my health.

User Demands

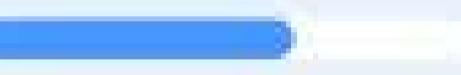
I pay more attention to my intestinal health and blood lipids and blood sugar, and hope to provide a one-stop service for health management.

Product Focus

Health Self-Test



Test Report



Doctor Interpretation



Health Check



Doctor Consultation



Data Research

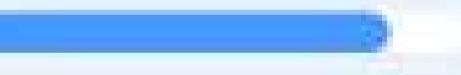
According to the survey results of iResearch data, the user groups of ISMART are mainly company employees, business managers and professionals, accounting for more than 62% of the total, mainly distributed in first-tier cities such as Beijing, Shanghai, Guangzhou and new first-tier cities.

Product Focus

Health Self-Test



Test Report



Medication Management



Health Check



E-Medical Records



Keyword Refinement

Professional
Rigorous
Healthy
Efficient Convenient

Design goal

04

APP
redesign

02 User Layer

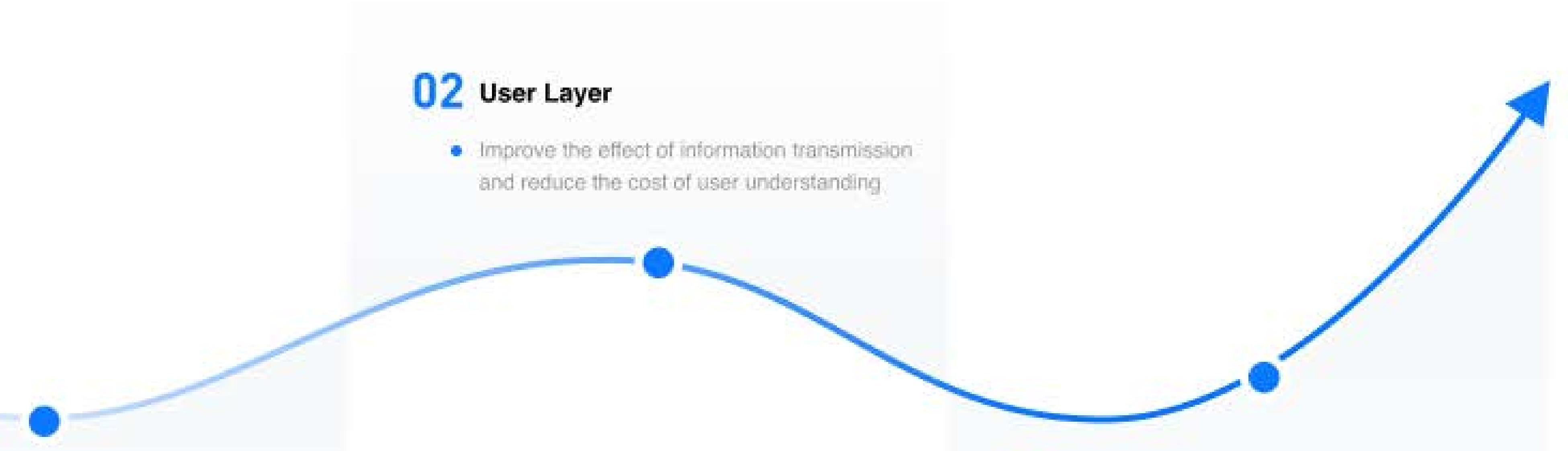
- Improve the effect of information transmission and reduce the cost of user understanding.

01 Product Layer

- Confirm the functional hierarchy and highlight important functional modules
- Improve conversion rate of operation

03 Experience Layer

- Improve the screen utilization of the health detection module and enhance perception
- Use differentiated design and data visualization mode to display the report interpretation page to improve user experience



Color Emotion— & Standard

05

APP
redesign

O Mood Board



O Color Specification

Main Color	Secondary Color	Secondary Color	Secondary Color
#0898FF	#FF5E4D	#FF7520	#68B946
#152C47	#5C6F84	#788997	#B0B4BF
			#B3BEC9

O Font Specification

Font: Ping Fang Number: Din

A large, stylized blue font logo consisting of a capital 'A' and a lowercase 'a' stacked vertically. The letters have a thin, light blue outline.

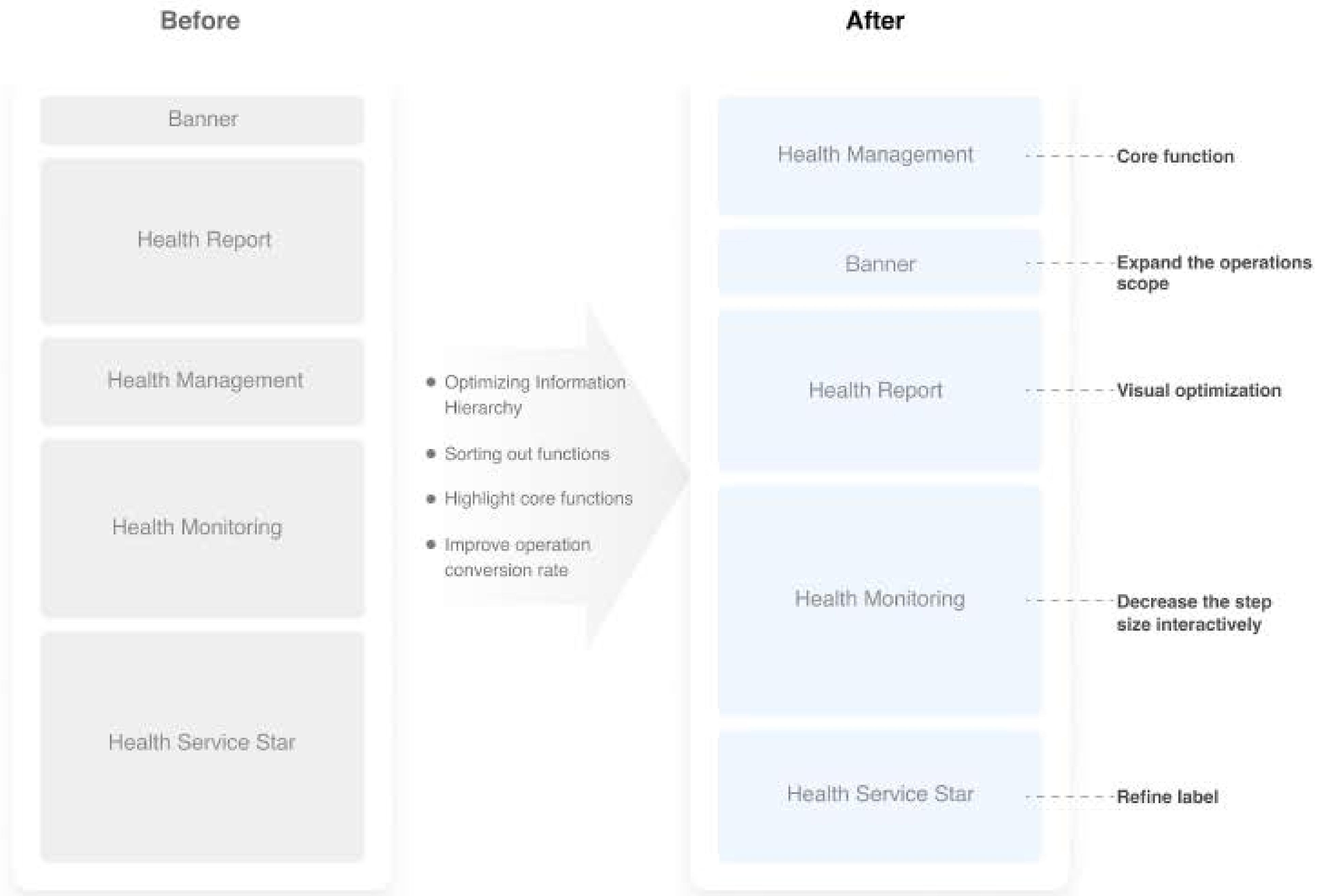
PingFang

Size	Weight	Use
18px	Semibold	Main Title
16px	Medium	Subtitle
14px	Regular	Content
12px	Regular	Subtext

Framework— Upgrade

06

APP
redesign



Icon Design—

07

APP
redesign

O Design Description

Changing the base to a super ellipse can better achieve a sense of visual balance.

Graphics have been simplified for more uniformity and recognition.

Under the premise of conforming to the color standard, current color matching also helps users to distinguish different functions faster.



O Scheme Comparison

Through the comparison of multiple drafts, measuring each factor of the radar chart, then choose the best version.

Other Versions

Version A

Frosted glass texture,
Brand monochrome design



Version B

Super elliptical base,
Gradient texture



Banner Design

08

APP
redesign

○ Carousel Banner Display

Through the specification of typography layout, font spacing, style definition and other elements, unify the design style and improve work efficiency.



○ Step Deduction

Clear design ideas help to improve design efficiency and standardize design details.

01 Keyword Search

Determine the tone of the Banners' style based on product attributes.

Weak Operation Cool Colors Desaturated Colors Graphical Modeling

Line Draft 02

Outlines the shape using geometry.



家庭医生服务介绍

点击了解“1+N”服务体系 ▶

04 Background Embellishment

After completing the main illustration, rhythmic curves, concentric circles, dots and other elements are used in the background to embellish the picture with gradient colors, which is simple but still has a sense of design.

03 Color

Use blue and white as the main colors to emphasize the impression of "medicine". On this basis, small areas of pink and yellow are used for embellishment to enrich the color matching of the picture.

Health Report

09

APP
redesign

○ Revision Comparison

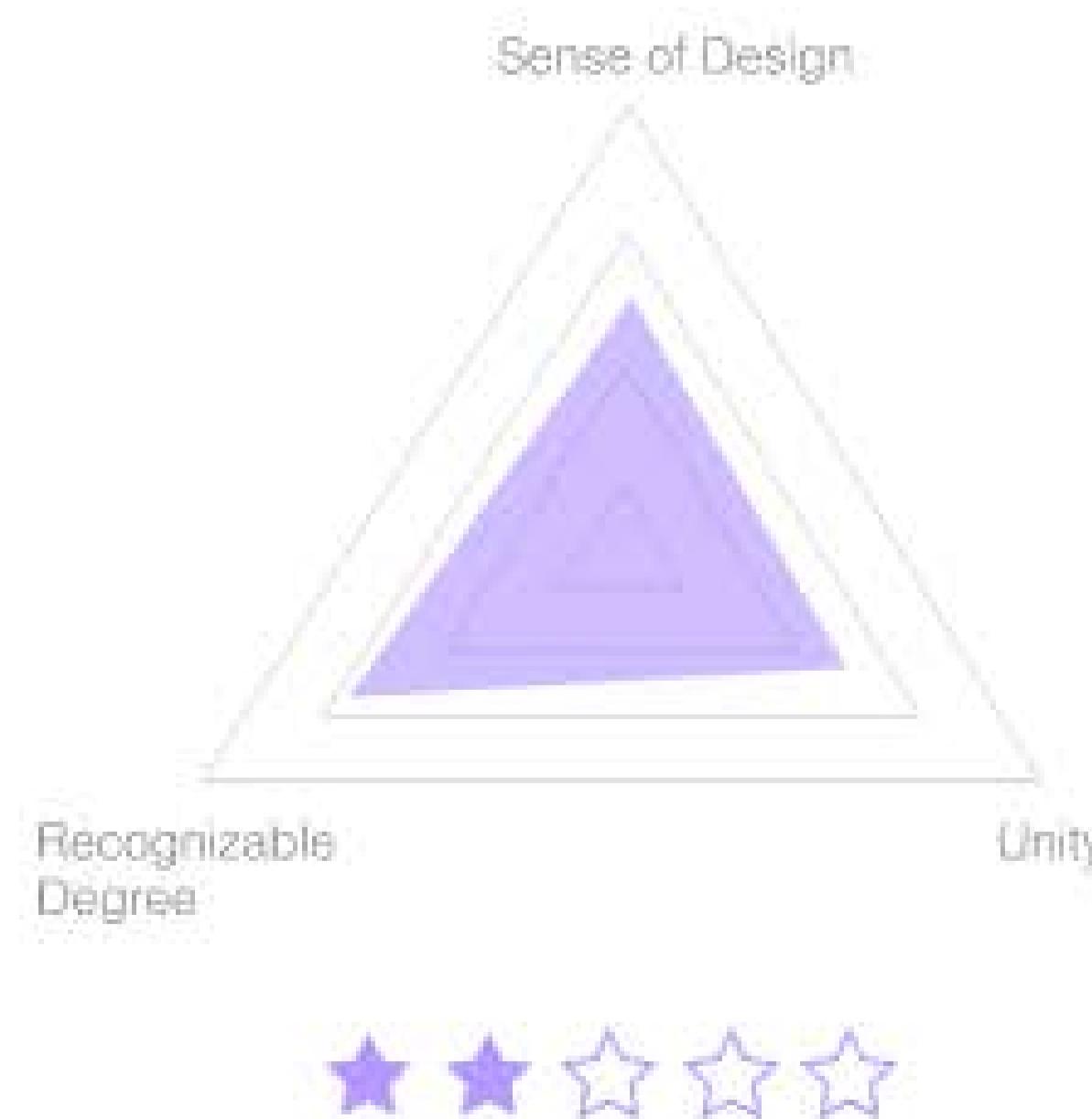
The revision of this module focuses on visual upgrades. In addition, after conducting research and analysis, it is decided to increase the importance of the interpretation report's hierarchy and reflect it through visual design and layout.



before



after



Health Monitoring

10

APP
redesign

Revision Comparison

Visual Upgrade

Experience Upgrade

健康监测



before



The old version of the health monitoring module can only provide basic data recording functions, and cannot provide attractive functions that can really solve health problems for users from the perspective of users. The user experience is relatively general.



after



The revised health monitoring module has been improved in terms of visual design and user experience, truly strengthened the family doctor's professional, efficient, convenient and considerate service concept.

Health Service—

11

APP
redesign

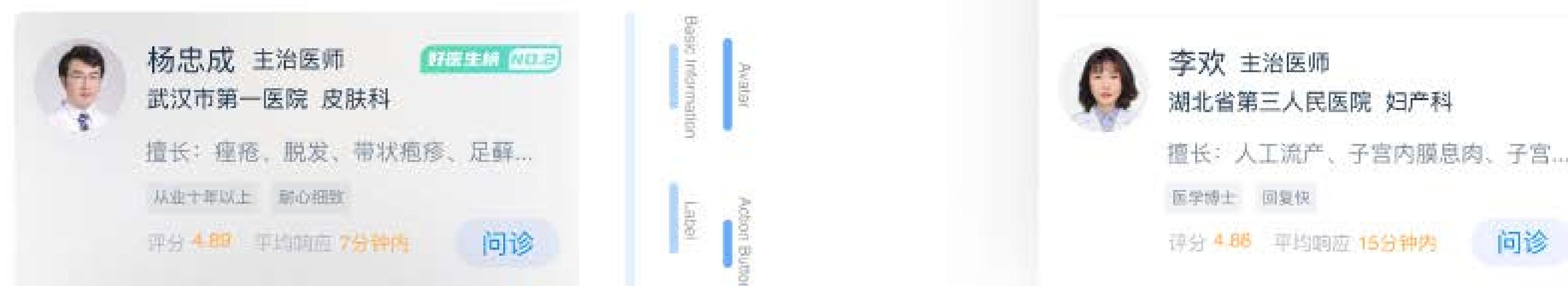
○ Product Layer

The original service star module is changed to the **family doctor**, and **consultation service** is added. Through the form of profile labels, users can learn about doctors' information faster and enhance the trust, thereby improving the conversion of screen clicks.



○ Visual Layer—One-Dimensional Analysis

Improve users' reading rhythm and fluency through regular visual hierarchical arrangement.



Report— Interpretation

12

APP
redesign

O Typography

As an information module, the information of the personal report interpretation is typed according to it's importance, from heavy to light and top to bottom.

The combination of graphic and text information greatly improves user's reading experience.



O Design Goal



O Detail Analysis



1. Basic Information of Report

Through the report information uploaded by the patient, a graphic and text scoring report is generated to let the user understand their physical condition in a concise manner

2. Nonconforming Item

List the elements that exceed the standard in the report and give the doctor's evaluation.

1.56

平均红细胞容积

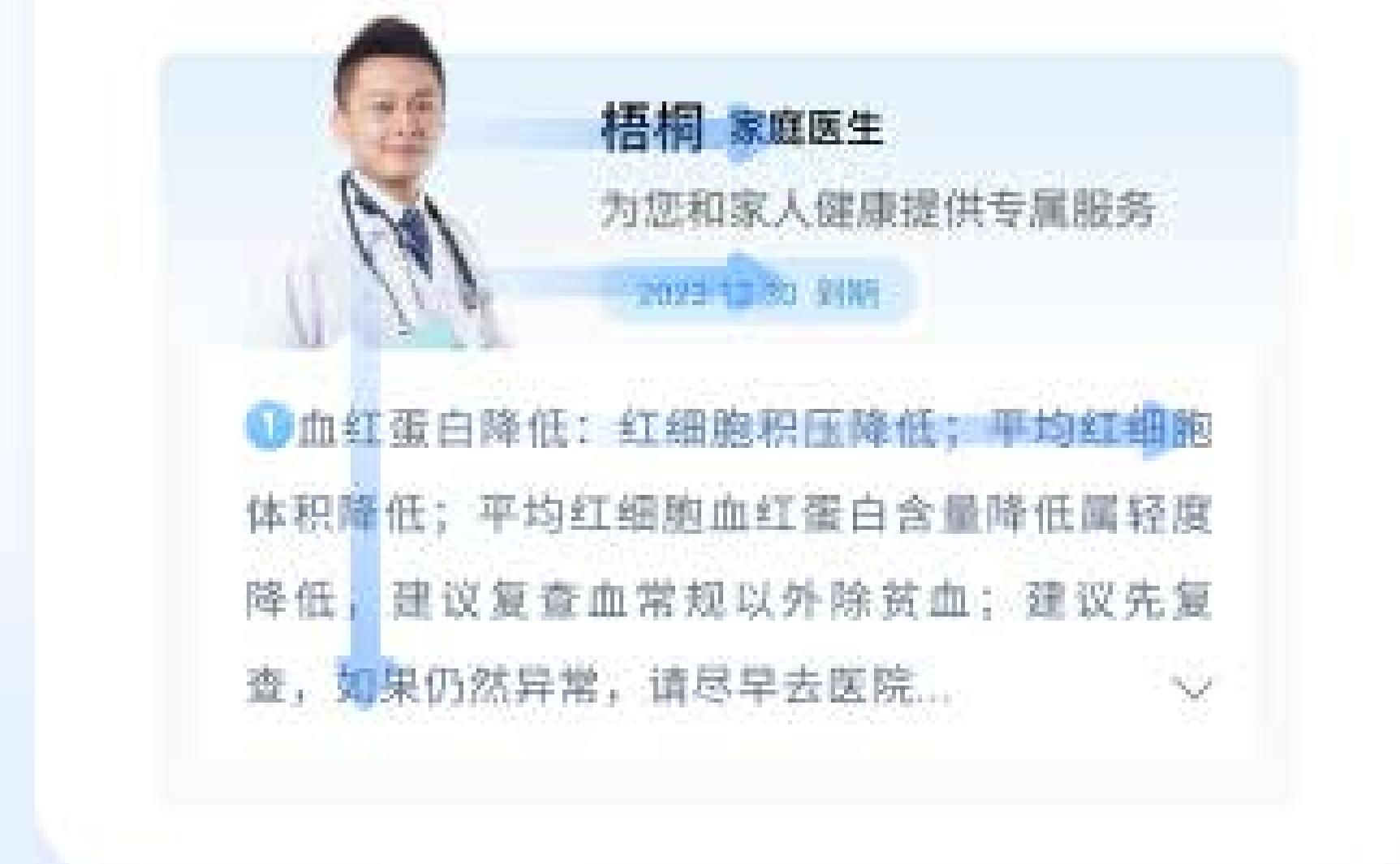
是粗红素



品脂红素偏高，易引起心血管血管疾病，平时要注意运动，

3. Famous Doctor Evaluation

Show the real evaluation of famous doctors and experts in the hospital to increase users' trust in the software. According to the user's reading habits, arrange the information in order of importance.



Revision Comparison

13

APP
redesign

Before



After



Design works by // Ningbo Ma //// .

2023

THANKS
FOR WATCHING

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T E L: 0065-94457913

WHATSAPP: 0065-94457913

WECHAT: bravabobo

