

UX Design Portfolio

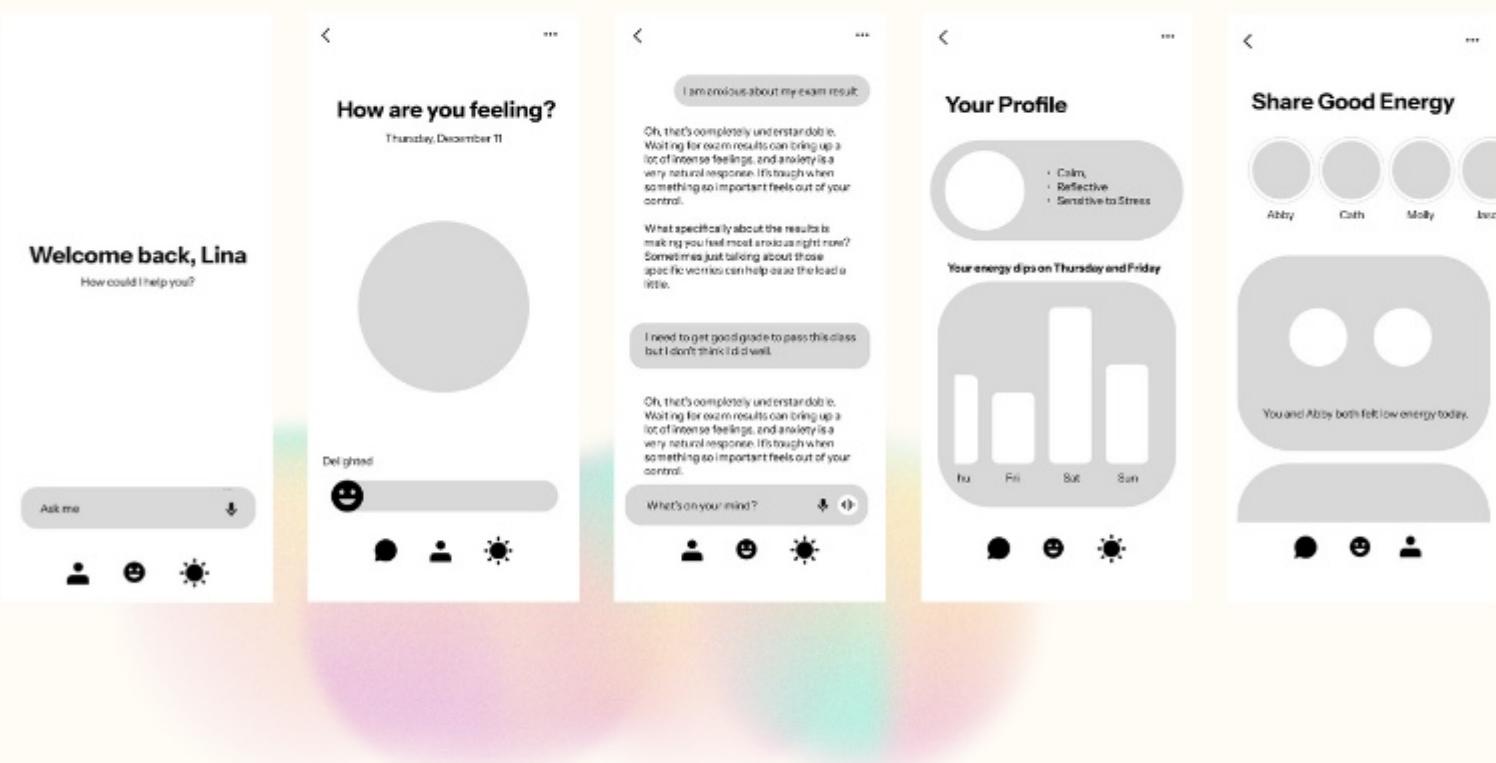
Naipaporn Chomneandomerongkarn

is a designer who focused on creating intuitive,
thoughtful, and visually clean digital products.

I enjoy transforming user needs into simple,
effective design solutions across
different problem spaces.

Concept Exploration

Mid-Fi Wireframes



Concept Directions

1. AI Emotional Check-In

A simple "How are you feeling right now?" interface that adapts based on emotional tone.

2. Micro-therapy Chat

AI-generated empathetic text and responses based on CBT-inspired voice. Short, calming, non-clinical.

3. Personality Analysis

Personality reflections generated from patterns in mood, behavior, and interaction. Offers gentle insights and personalized suggestions.

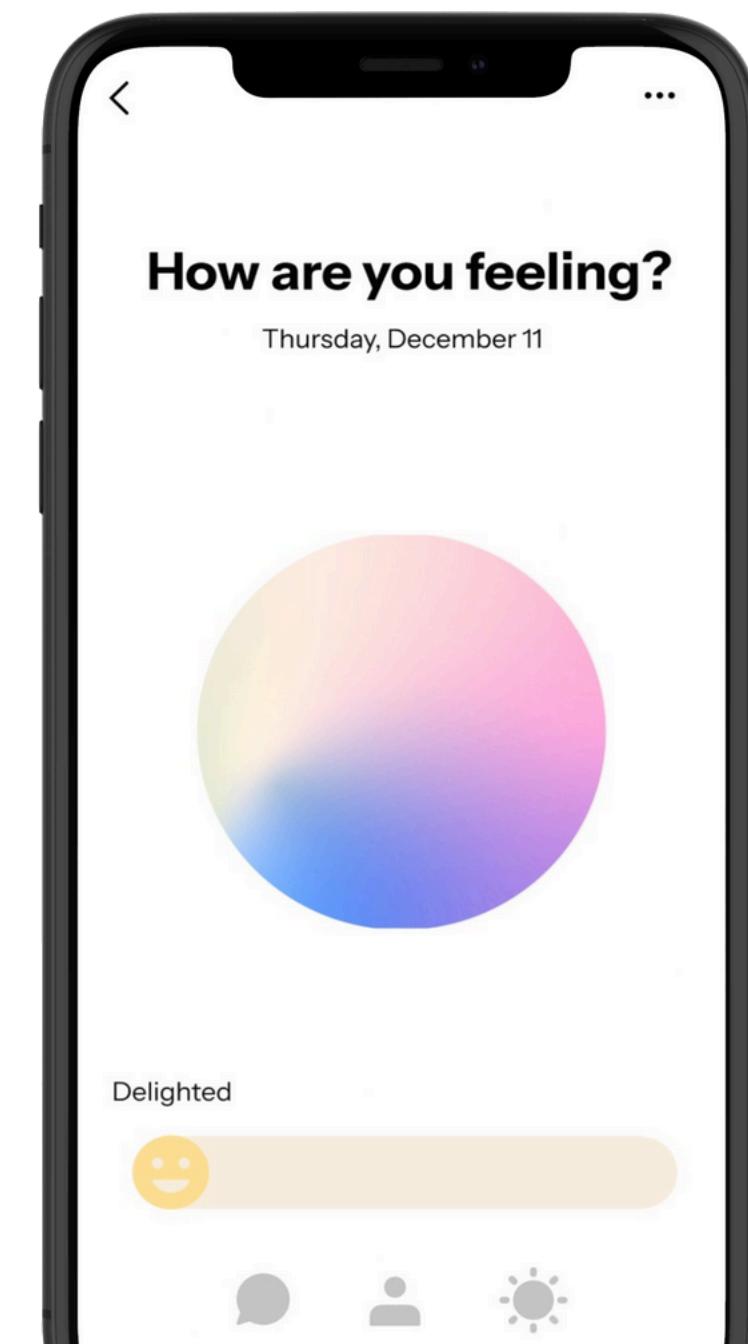
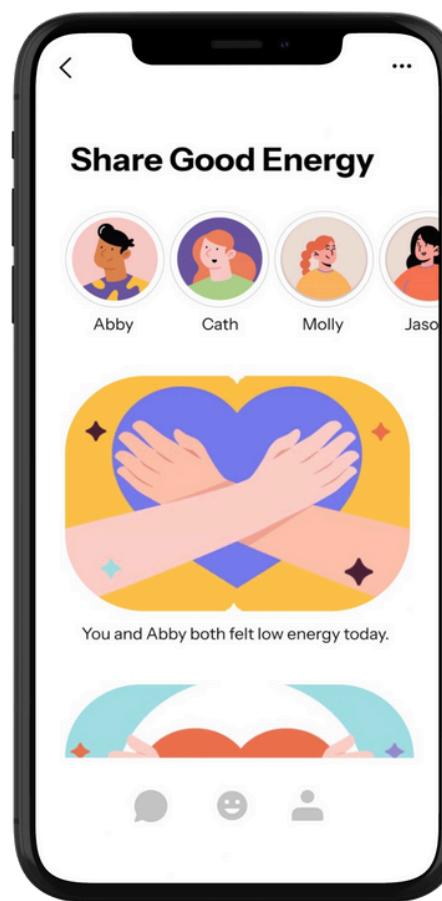
4. Social Support Check-Ins

A minimal, non-chat social feature that lets users send and receive brief emotional status updates with close friends, encouraging connection without pressure.

Project #1

AI Therapy application

Many young adults face stress, loneliness, and emotional overwhelm, yet hesitate to seek help due to fear, shame, or the belief that they shouldn't "burden others." Traditional therapy is expensive, intimidating, or inaccessible. This project investigates how an AI-supported system might provide a safe, emotionally-neutral space for reflection, an early step toward improving mental wellbeing.



Research

Desk Research Summary

Recent studies show rising emotional distress among young people, with many struggling silently. Key barriers to seeking help include:

- **Emotional stigma:** fear of being judged.
- **Accessibility:** therapy is costly and appointment-based.
- **Timing:** emotional distress often happens late at night, when support is unavailable.
- **Lack of anonymity:** people hesitate to open up to someone they know.

Existing mental-health apps often focus on tracking symptoms rather than providing immediate emotional relief or empathetic conversation. This creates a gap between emotional need and available support.

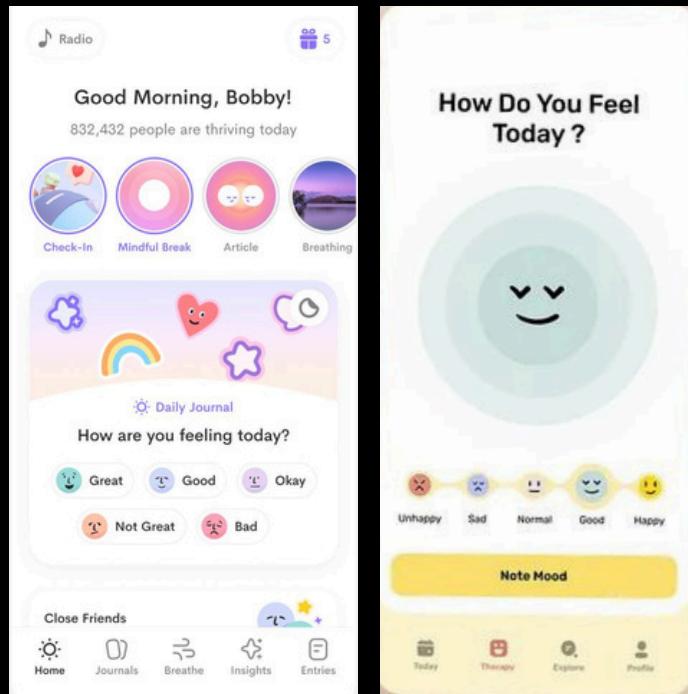
Problem Definition

Young adults need an accessible, non-judgmental emotional support space because traditional therapy feels intimidating, costly, and difficult to approach.

Existing apps often focus on tracking or formal therapy pathways rather than providing immediate emotional comfort.

Therefore, there is an opportunity to explore **how AI can create a low-pressure, emotionally safe support environment for early-stage mental wellbeing.**

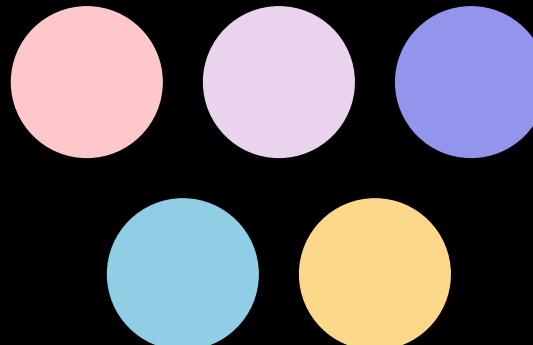
Mood board & User Persona



This soft pastel palette reduces visual tension and promotes calm, trust, and gentle optimism, creating a psychologically safe environment for mental-health support.

Instrument Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Regular **Bold**



Persona

Name: Lina, 21

Background: International student living alone

Goals:

- Calm down when feeling overwhelmed
- Understand her emotions better
- Build a consistent self-care routine

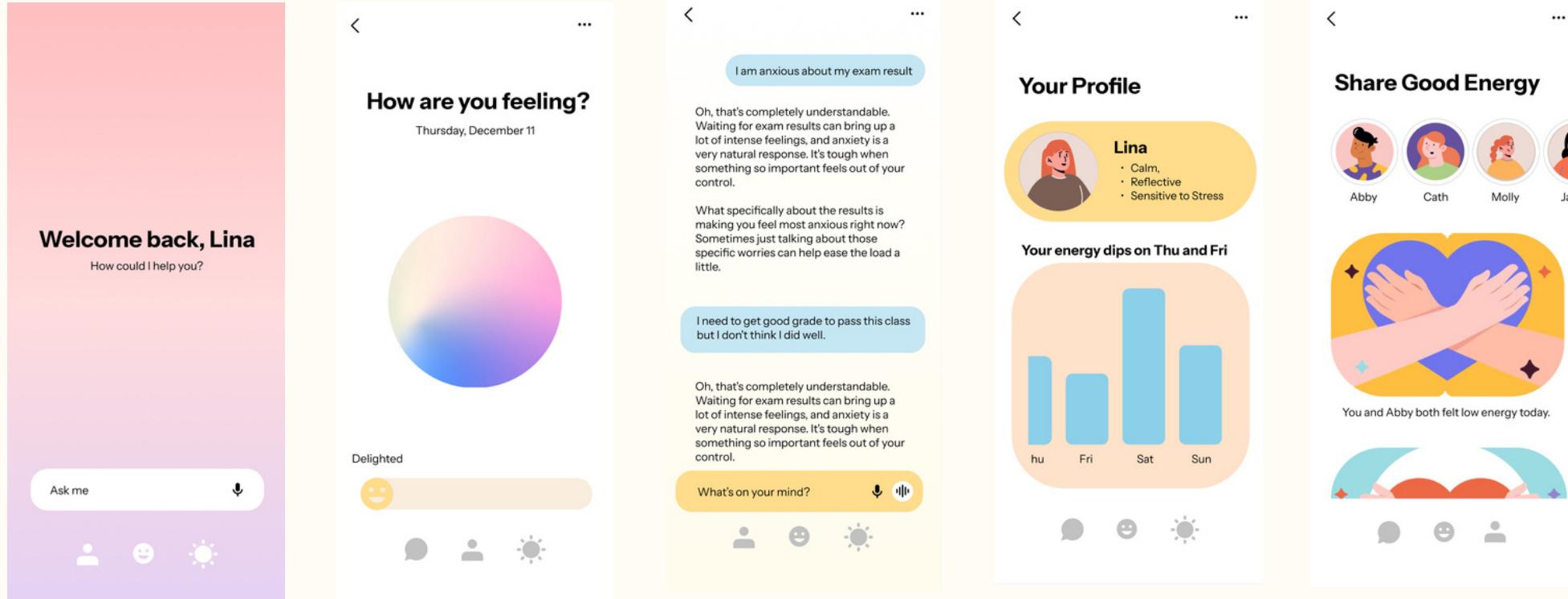
Pain Points:

- Feels guilty reaching out to friends for emotional help
- Stress peaks late at night when support isn't available
- Finds psychology content too long or serious

Behaviours:

- Journals occasionally
- Uses social media for distraction
- Has trouble expressing emotions verbally

Wireframes & Design Decisions

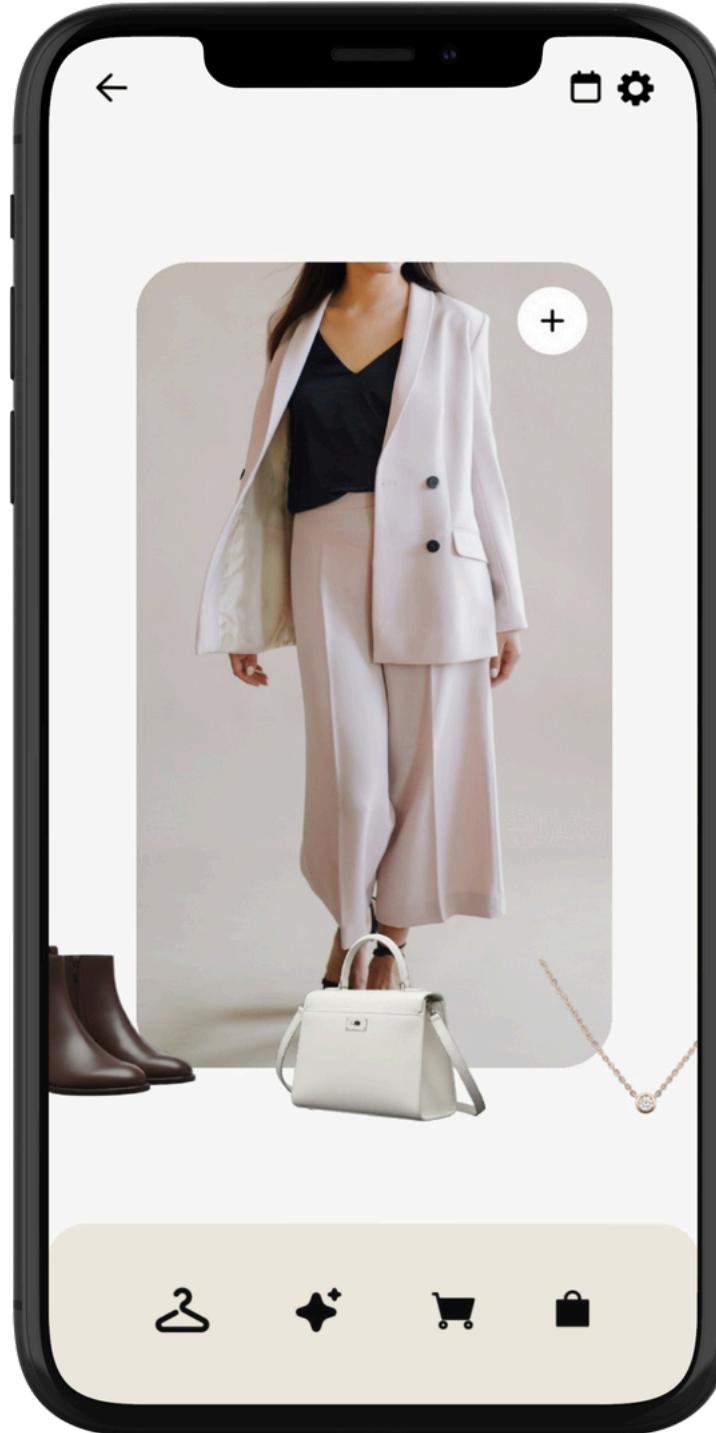


Reflection

This project taught me that mental wellbeing design must prioritise emotional safety over functionality. Through this exploration, I learned to translate emotional insights into design decisions, especially around tone, interaction speed, and simplicity.

Project #2

My Closet application



A digital wardrobe designed to help users organize clothing, plan outfits, and express personal style effortlessly. This project explores how a wardrobe app can reduce decision fatigue, save time, and make everyday styling more fun and confident.

Research

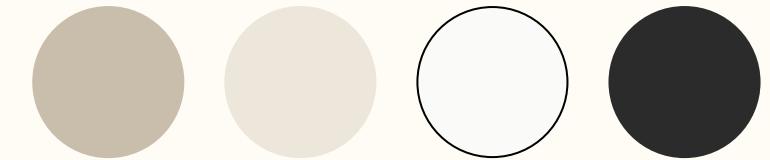
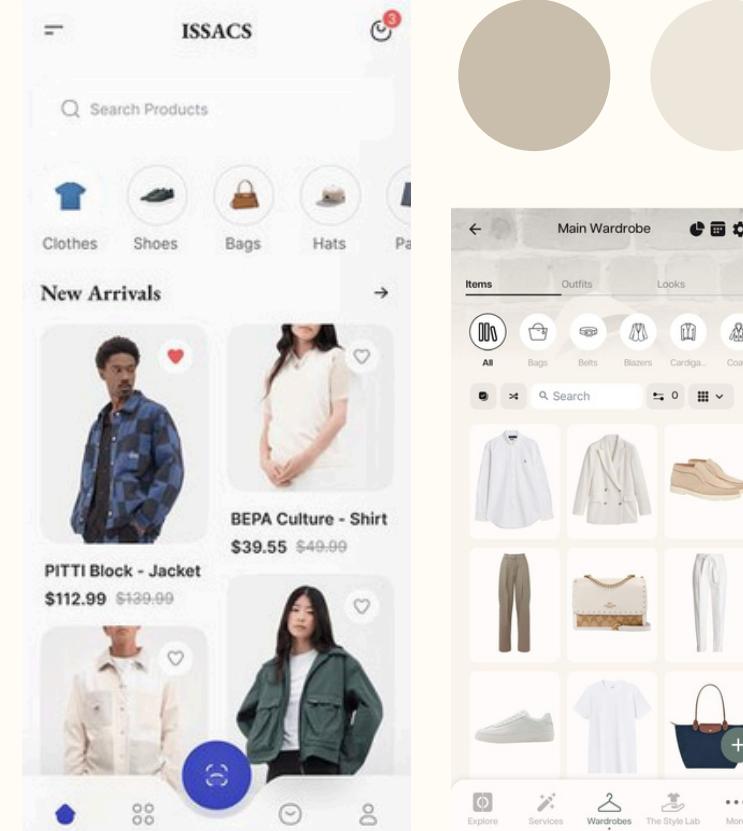
Desk Research Summary

Wardrobe apps like Cladwell and Stylebook show that users struggle with visibility of clothing, outfit repetition, and time-consuming decision-making. Research on decision fatigue also reveals that too many daily choices, like picking an outfit, can reduce productivity and mood. Users want simplicity, personalization, and effortless styling inspiration.

Problem Definition

Existing wardrobe apps organize clothes well, but fall short in supporting everyday decision-making and manual categorization feels time-consuming.

How might we help users organize their wardrobe, plan outfits efficiently, and feel more confident in expressing their style?"



Avenir Next

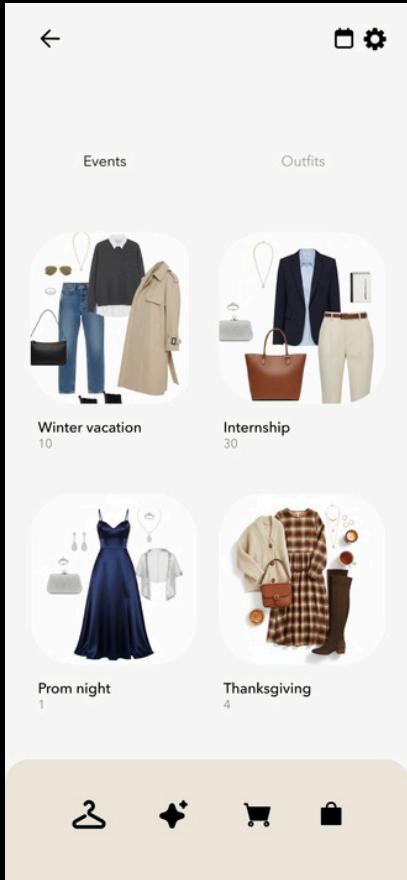
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Regular **Bold**

Iowan Old Style

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Regular **Bold**

Mood board

User Persona



Name: Kim, 18

Background: Korean student who is busy with classes, part-time work, and social events.

Goals:

- Build stylish outfits quickly without stress
- Make the most out of the clothes she already owns
- Track what she wears to avoid repeating outfits for events

Pain Points:

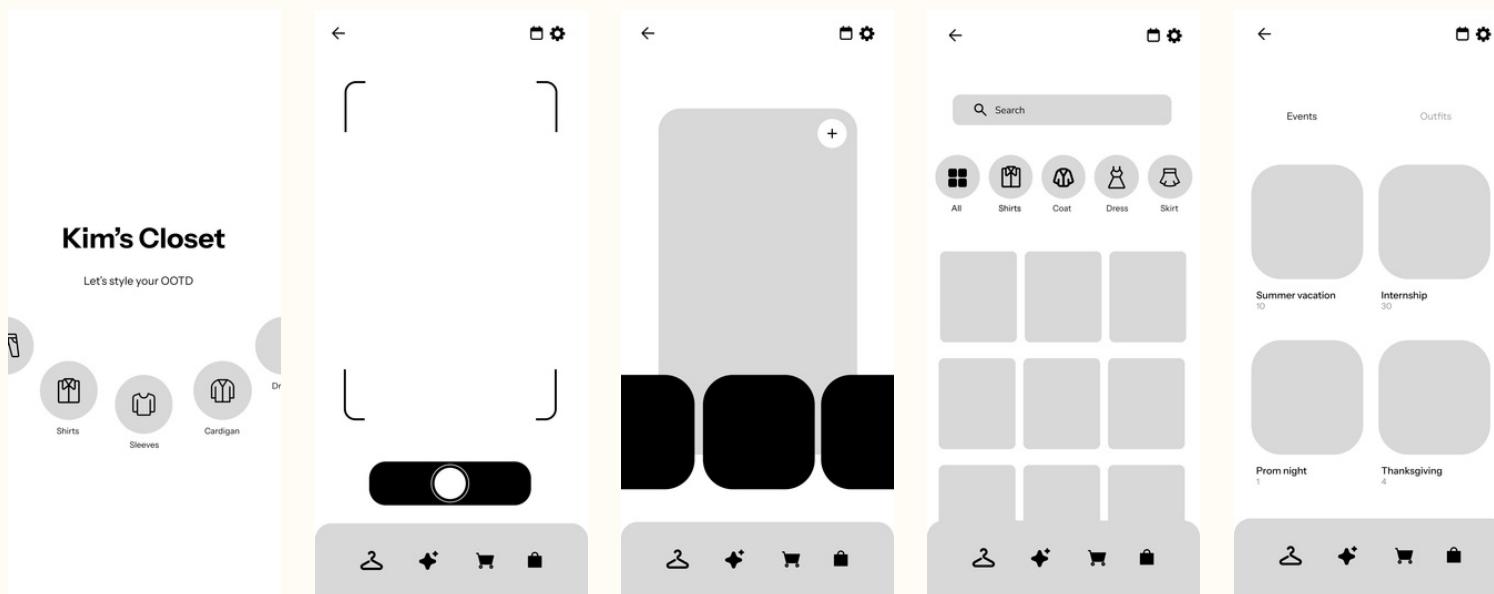
- Takes too long to decide outfits before class or dates
- Often buys similar clothes because she doesn't remember her wardrobe

Behaviours:

- Follows fashion influencers for outfit ideas
- Shops online frequently, keeps items in saved folders

Concept Exploration

Mid-Fi Wireframes



Concept Directions

1. Smart Wardrobe Catalog

Users upload photos of their clothes; the app automatically detects category (top, bottom, outerwear), color, material, season, and style.

2. AI -Suggested Add-Ons

Provides personalized item recommendations that enhance a user's existing wardrobe, useful for both improving their style and potential brand collaborations.

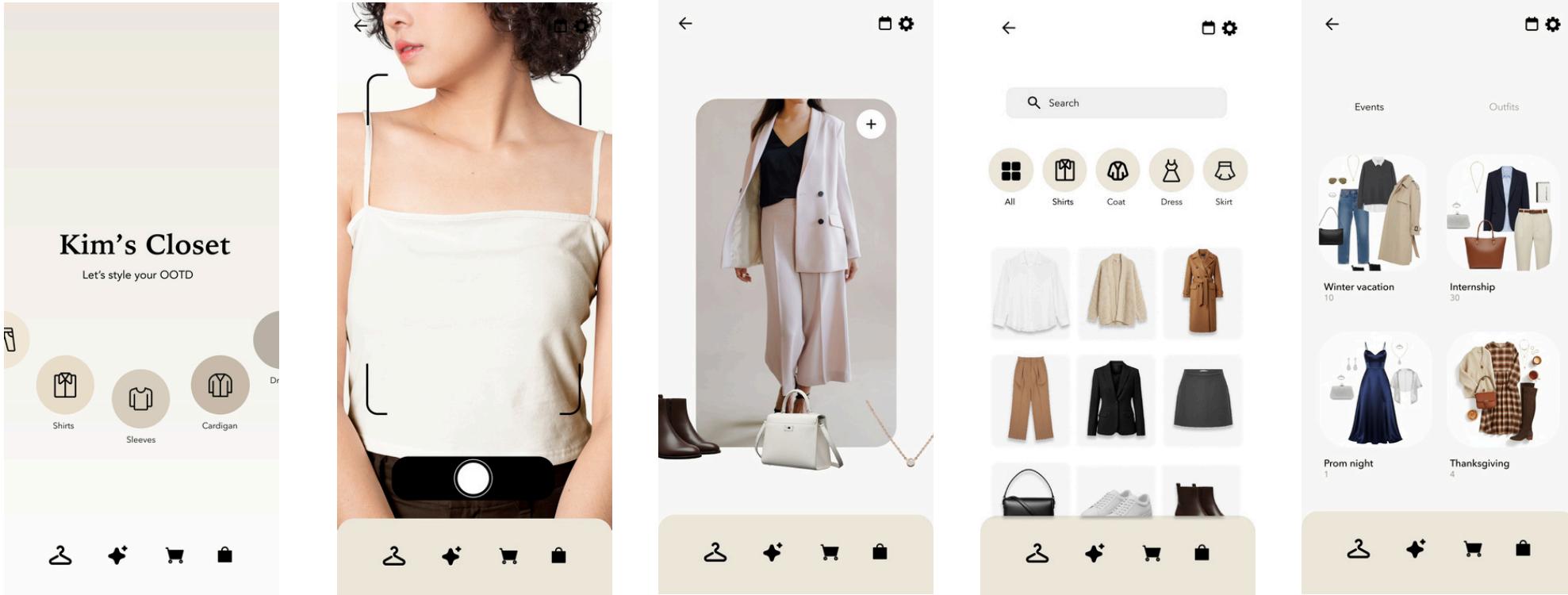
3. Minimal Marketplace Link

Helps users browse simple, curated clothing options online to complete or elevate their existing outfits, without turning the app into a full shopping platform.

4. Event Planner & Packing Assistant

A feature to plan outfits for specific events (dates, interviews, trips) and generate compact packing lists.

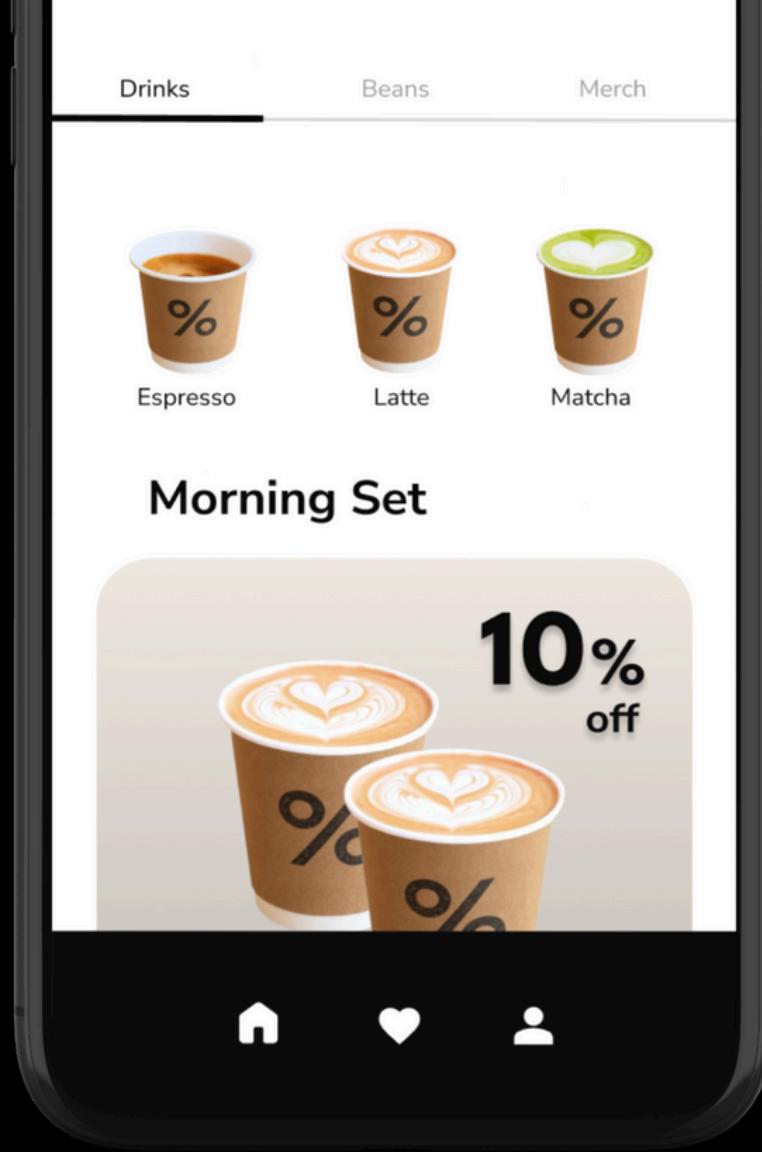
Wireframes & Design Decisions



Reflection

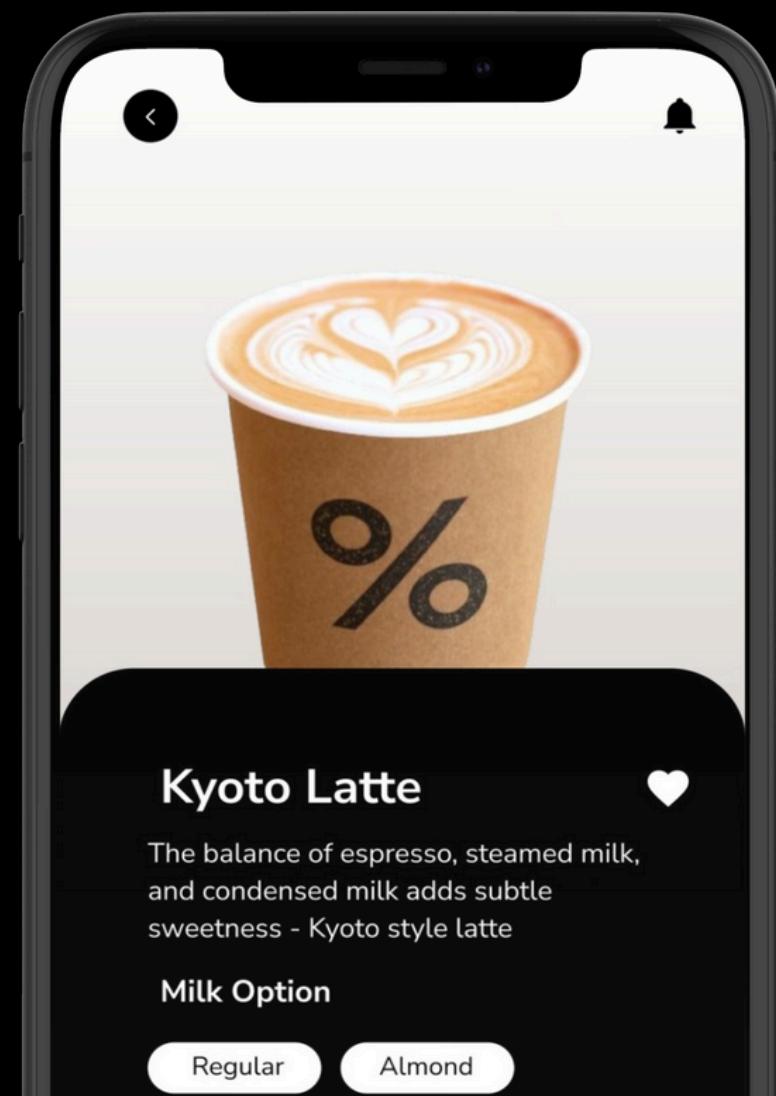
Users found the flow intuitive and enjoyed AI styling ideas. However, they wanted more personalization and quicker tagging tools. Future improvements include smarter auto-tagging, mood-based outfit suggestions, and a more playful mix-and-match experience.

Project #3

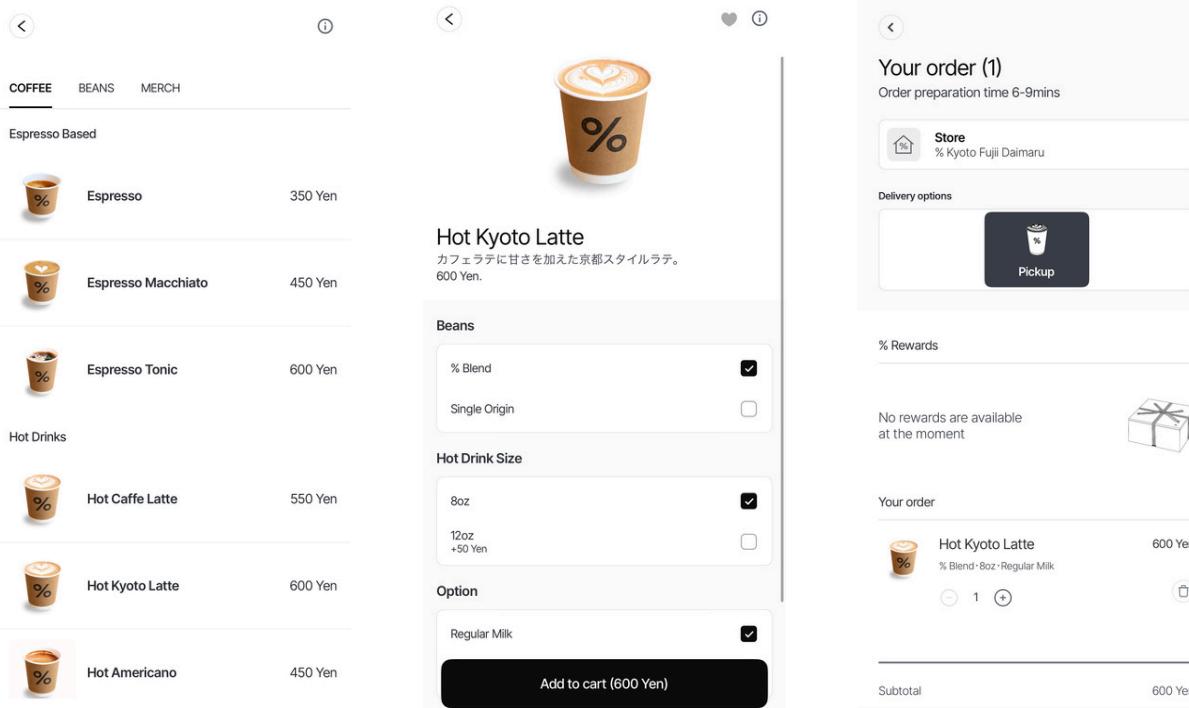


Redesign

% Arabica mobile ordering



Brand Overview & Problem



Brand Overview

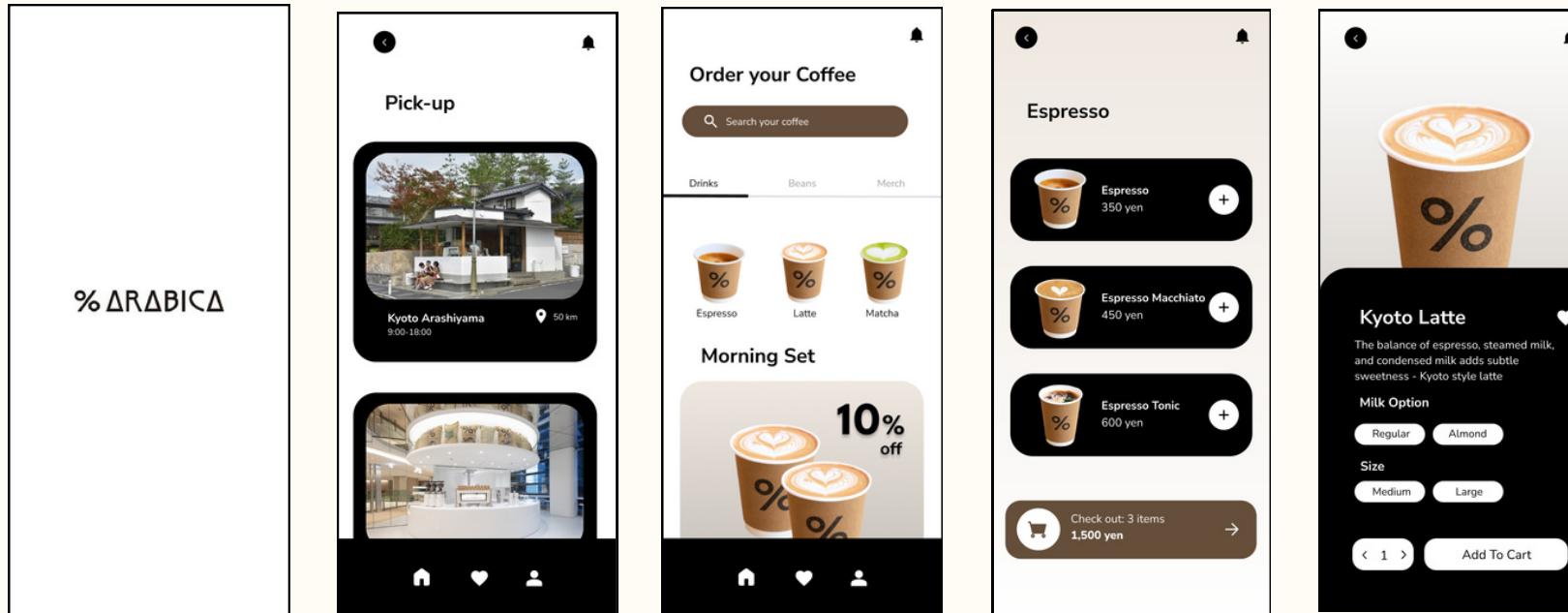
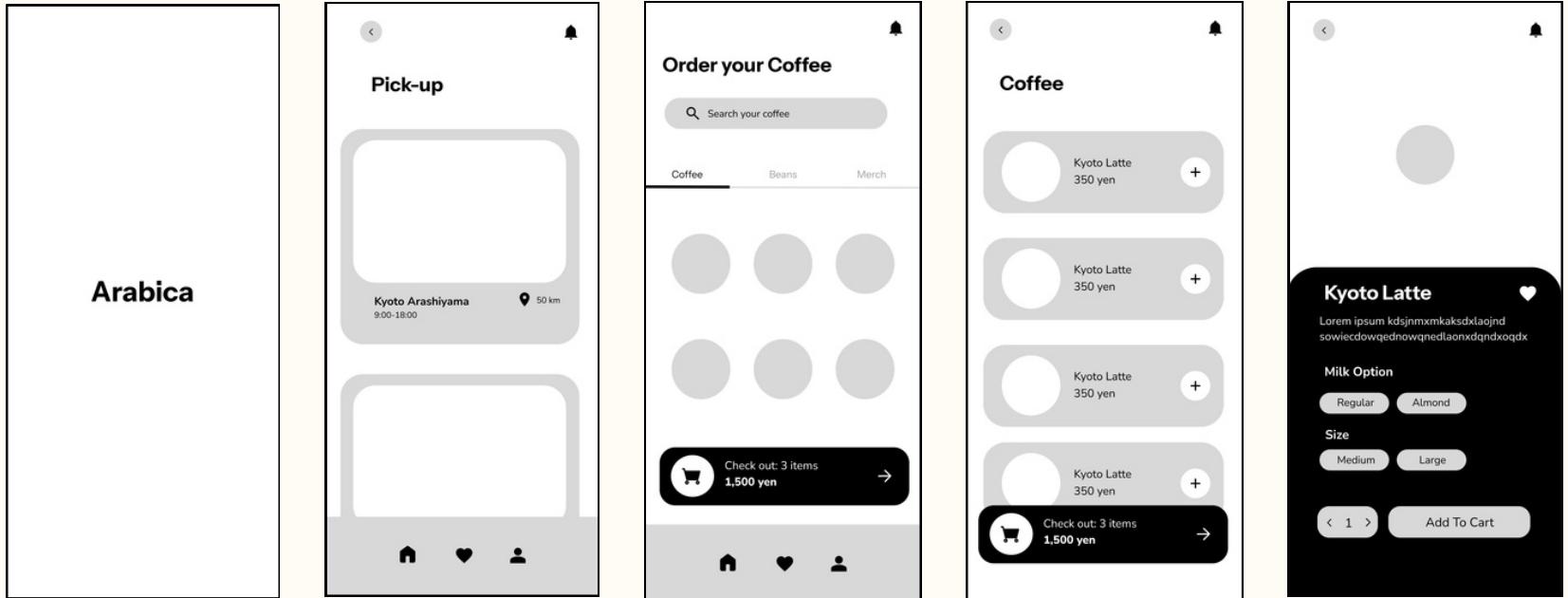
% Arabica is a premium specialty coffee brand known for minimal aesthetics, quality craftsmanship, and calm café experiences.

However, the current mobile ordering flow does not fully reflect this refined, effortless brand experience.

UX/ UI problem

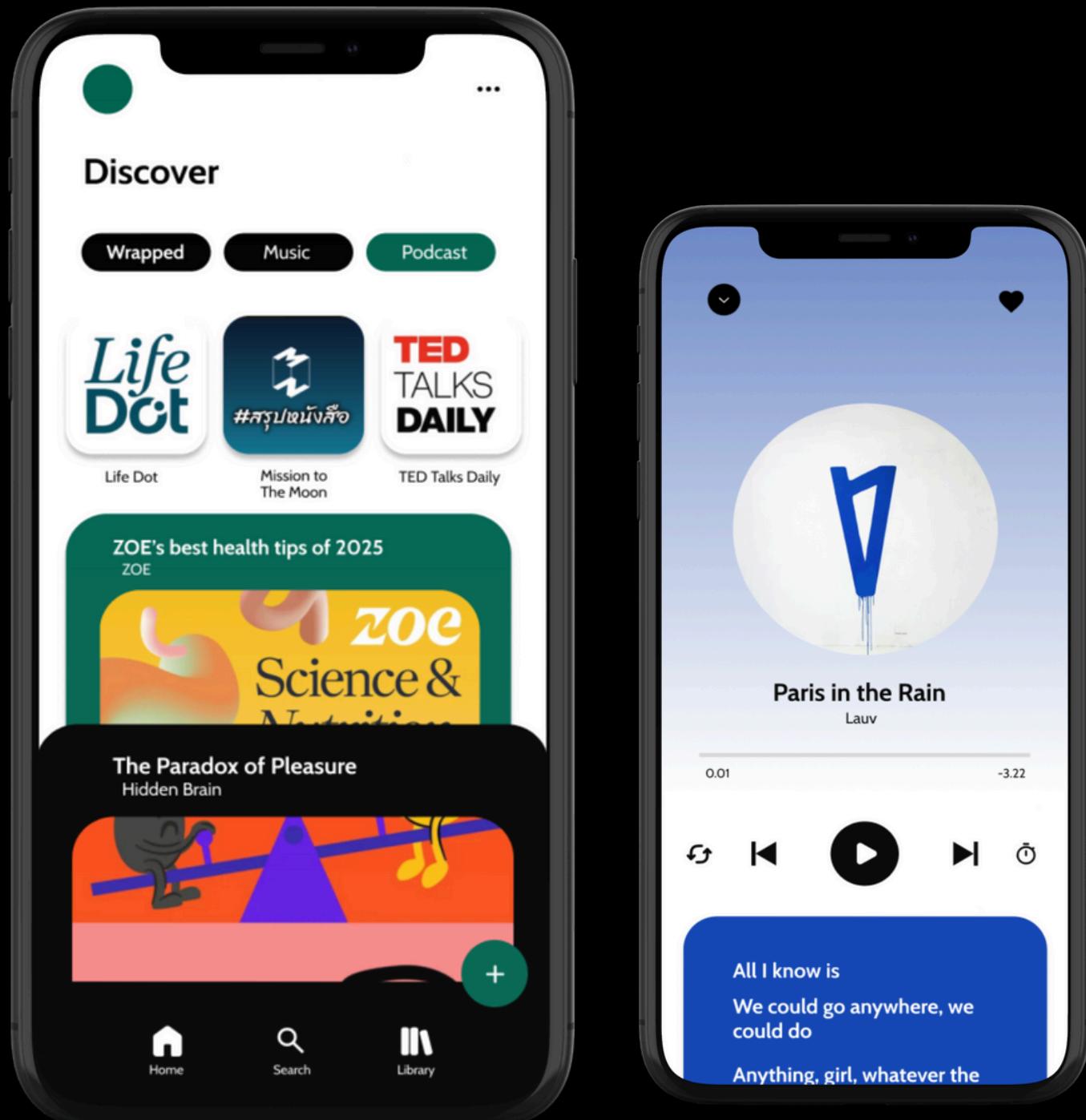
- Cognitive Load in Customization
- Weak Visual Hierarchy
- Menu Browsing Feels Static
- Brand Experience Not Fully Translated Digitally

Redesign Concept



- Reduce cognitive load by breaking customization into simple, guided steps
- Strengthen visual hierarchy to highlight key choices and signature drinks
- Add guidance (recommendations, special set) to support decision-making and promote marketing
- Use spacing, pacing, and micro-interactions to elevate the ordering ritual without adding complexity

Project #4



Spotify Redesign

Brand Overview & Problem

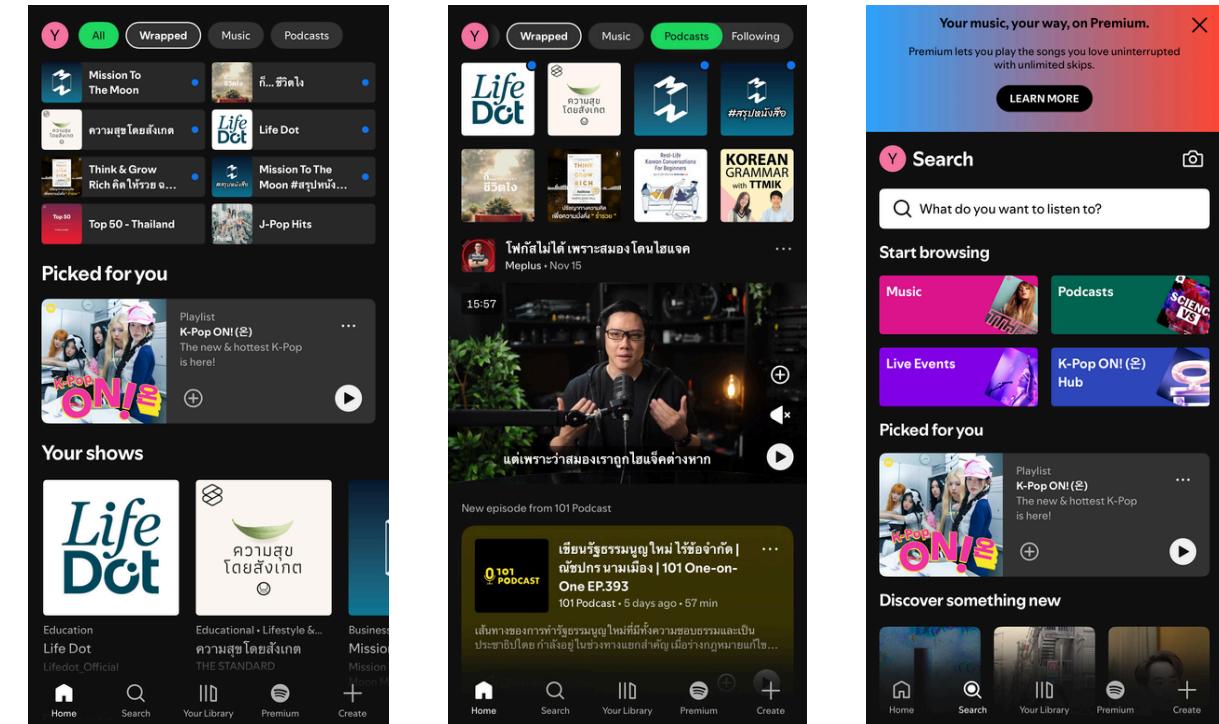
Brand Overview

Spotify is a global audio streaming platform that connects users to music, podcasts, and audio content through personalization and discovery.

Its brand focuses on accessibility, emotional connection, and helping users find the right audio for every moment of their lives

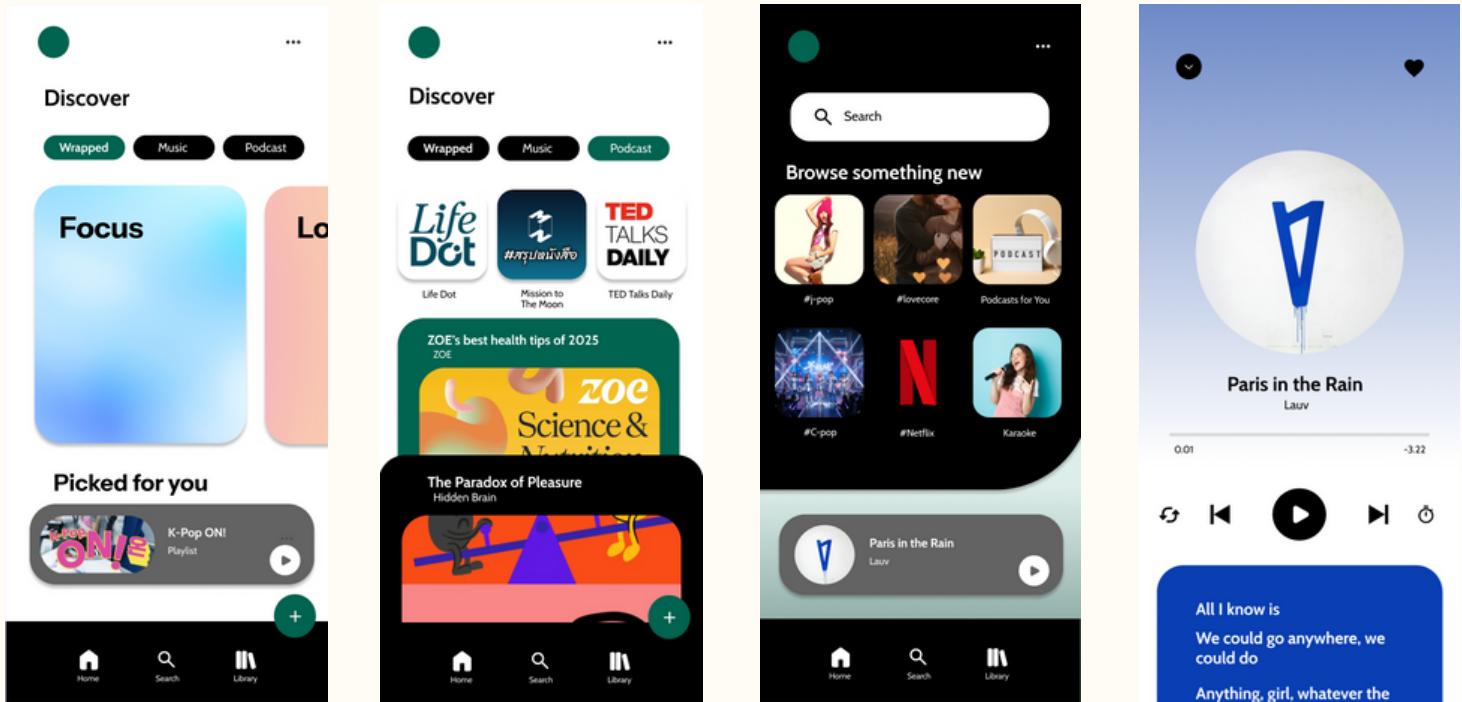
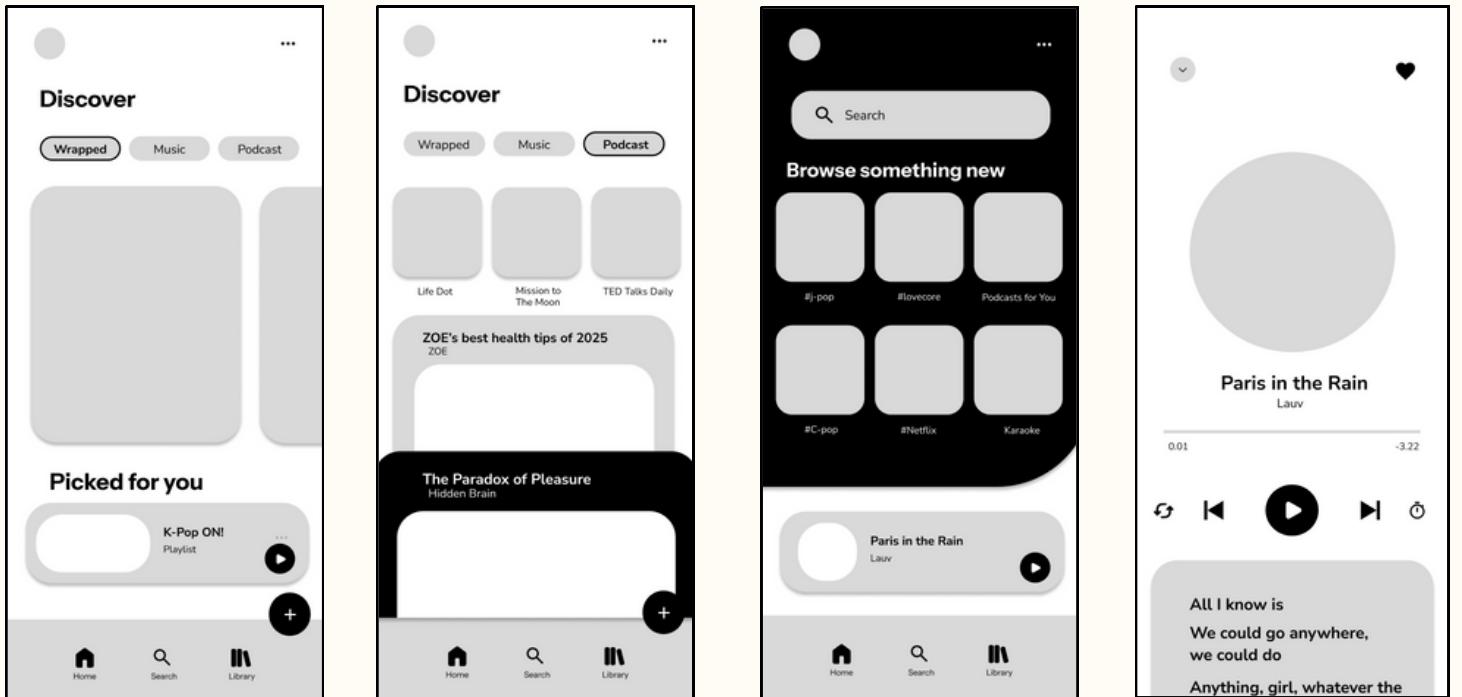
UX/ UI problem

- Overloaded Home Screen
- Weak Emotional Entry Point
- Search Is Utility-Driven, Not Human-Driven
- Premium Promotion Interrupts Flow



Redesign Concept

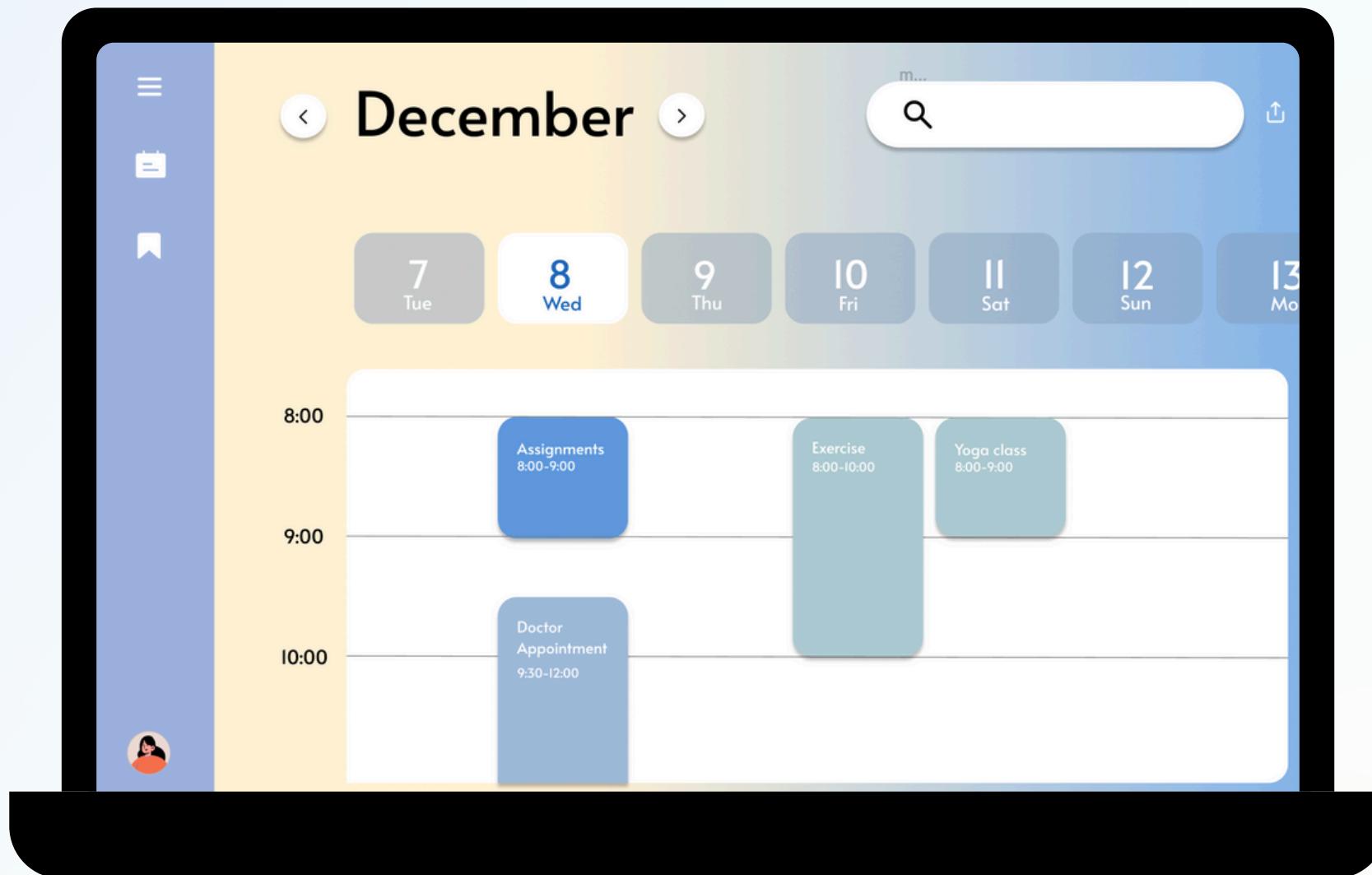
- Introduce a mood-based entry layer (e.g. Calm, Focus, Comfort, Energy) before content browsing
- Simplify the home screen into fewer, more intentional sections
- Redesign search to support emotional and situational intents, not just genres
- Reduce visual noise and interruptions to create a more immersive, emotionally supportive experience



Dayframe

Calendar Application

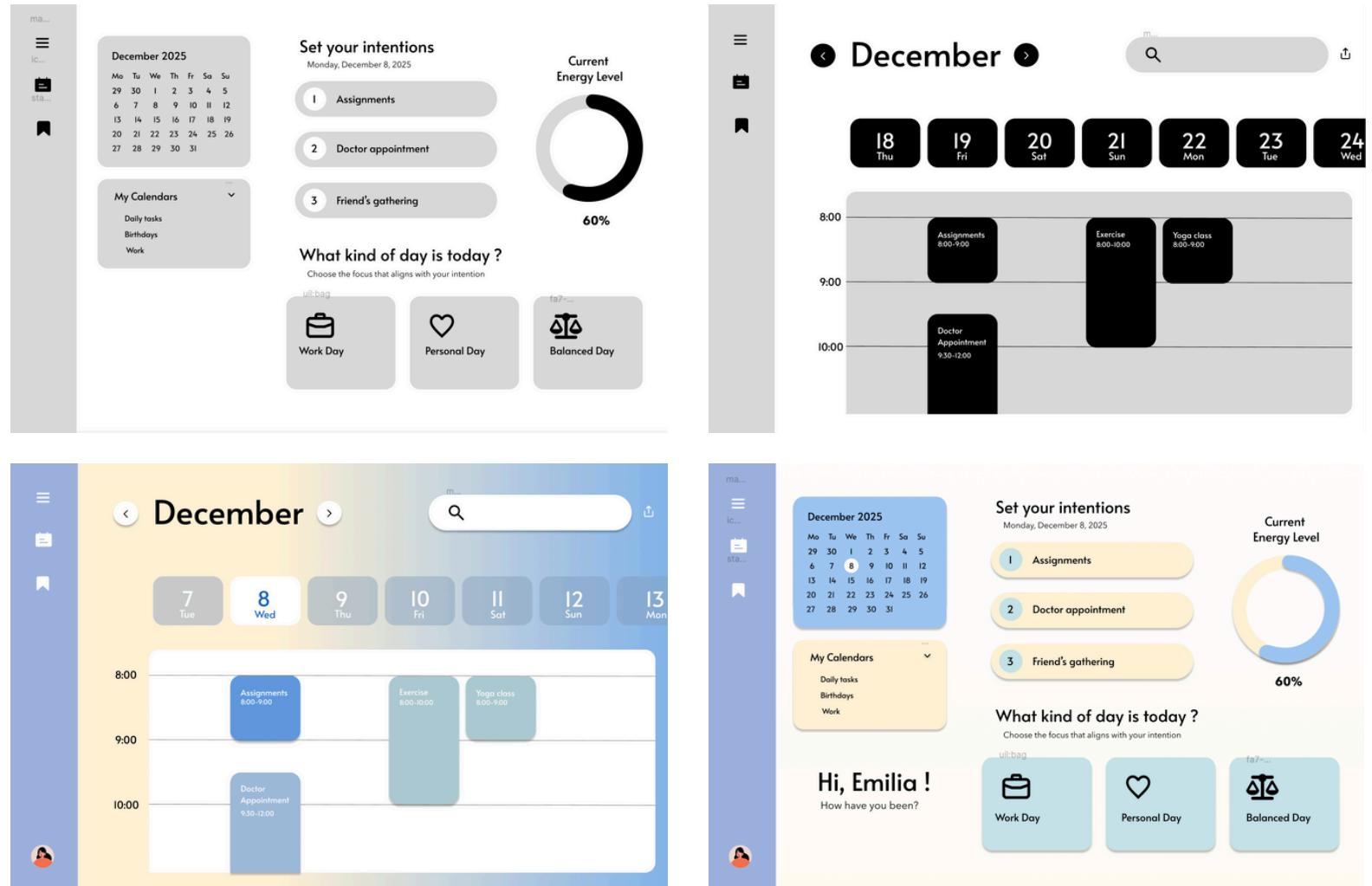
Project #5



Concept

Dayframe is a self-initiated calendar app designed to help users experience time with clarity rather than pressure. Instead of filling every hour, the system prioritizes intention, energy, and visual calm.

Mid-fi wireframe



Hi-fi wireframe