

2020 - 2022 on going

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# QINYU WANG

UI / UX Portfolio



# 个人信息

ABOUT ME



## 王钦渝

Qinyu WANG

### 生日

Birthday

男, 25岁

Male, 25

### 地区

Location

黑龙江大庆

Daqing, Heilongjiang

### 学校

Education

莫纳什大学

Monash University

诺丁汉大学

UNNC

## 联系方式

Contact Information



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## 工作经历

Work Experience

### 产品设计师(实习)

Product Designer (intern)

宁波阿乐乐可设计工作室

Allocacoc Design Studio (Ningbo)

2018.06 - 2018.09

### UX / UI 设计师(实习)

UX / UI Designer (intern)

毕马威信息技术服务中心

KPMG Information Technology Services (Nanjing) LTD

2021.12 - 2022.3

## 个人技能

Personal Skills



Photoshop



Illustrator



InDesign



Figma



Cinema 4D



Unity



ProtoPie

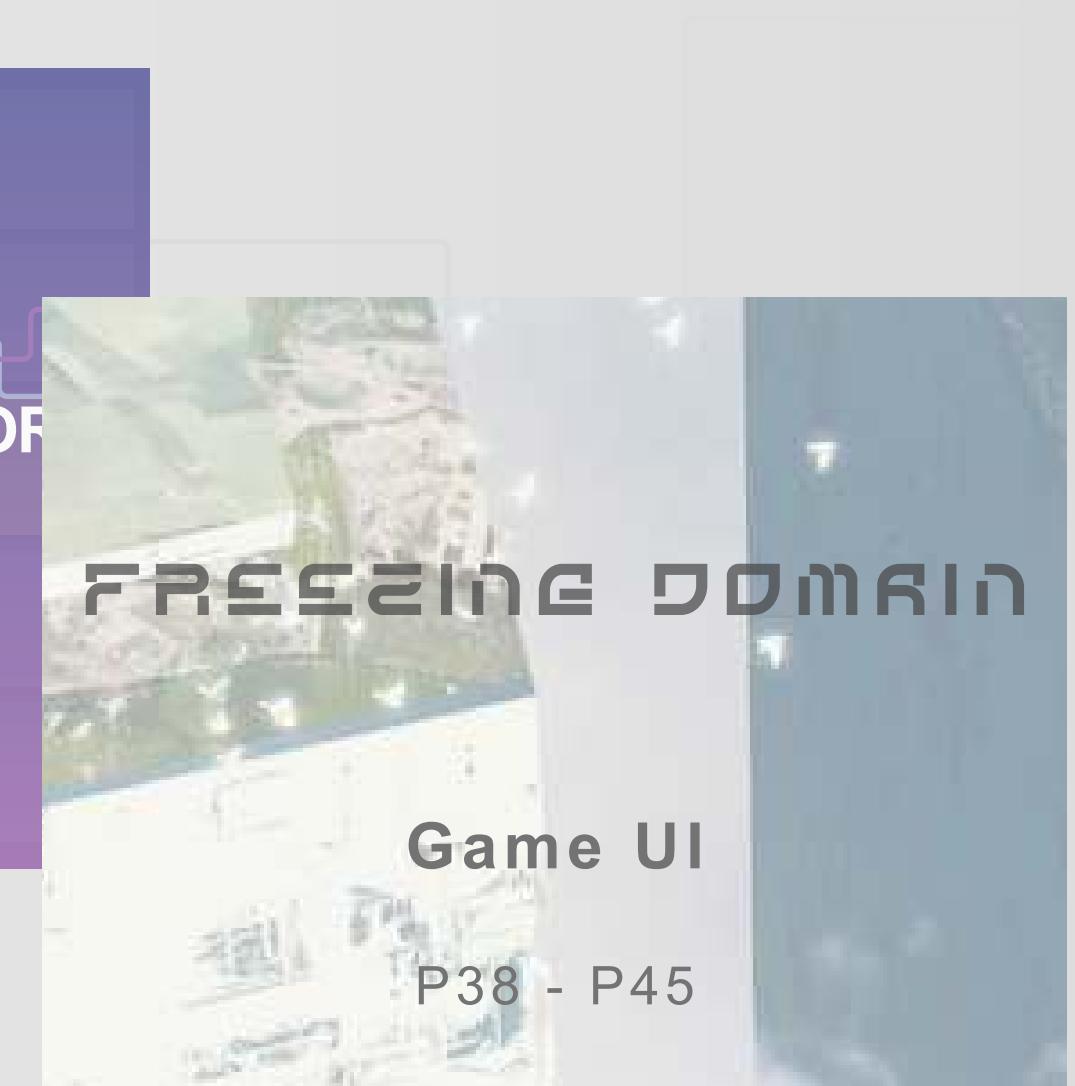


Procreate

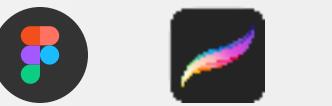
And More...

# 作品目录

Catalogue



# 摇滚音乐节购票APP



## 概述

I Rock Festival APP

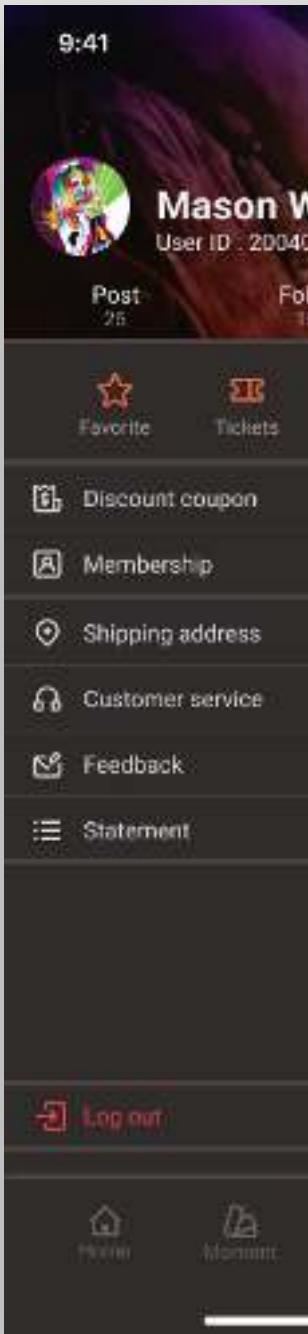
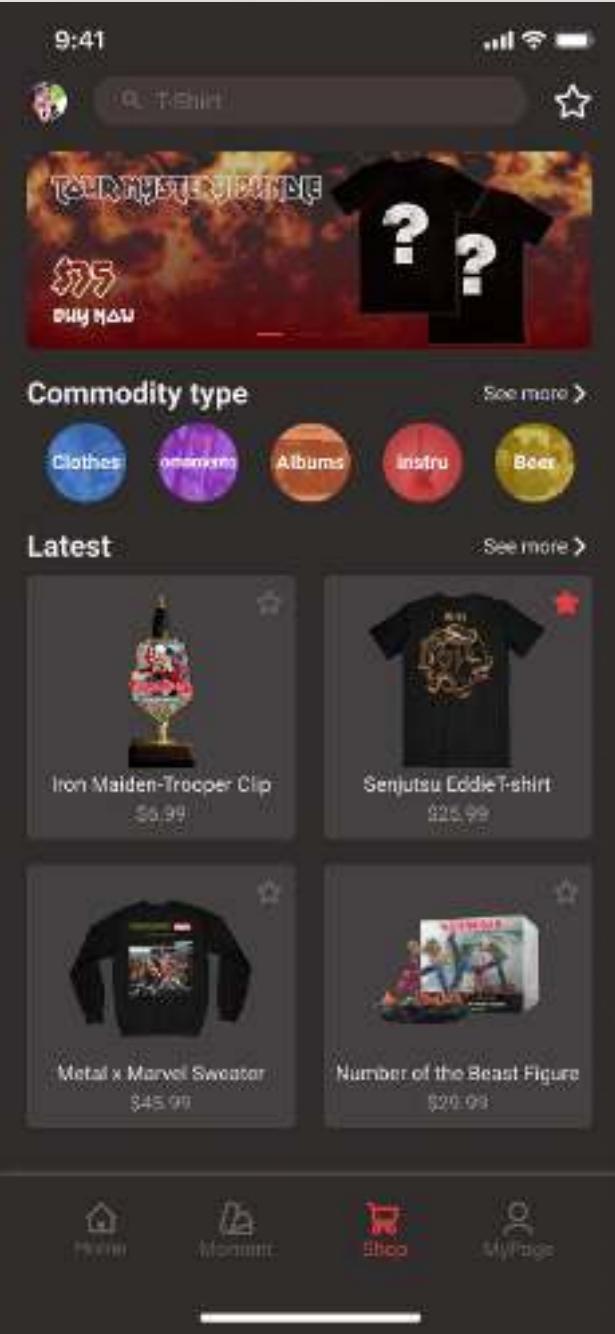
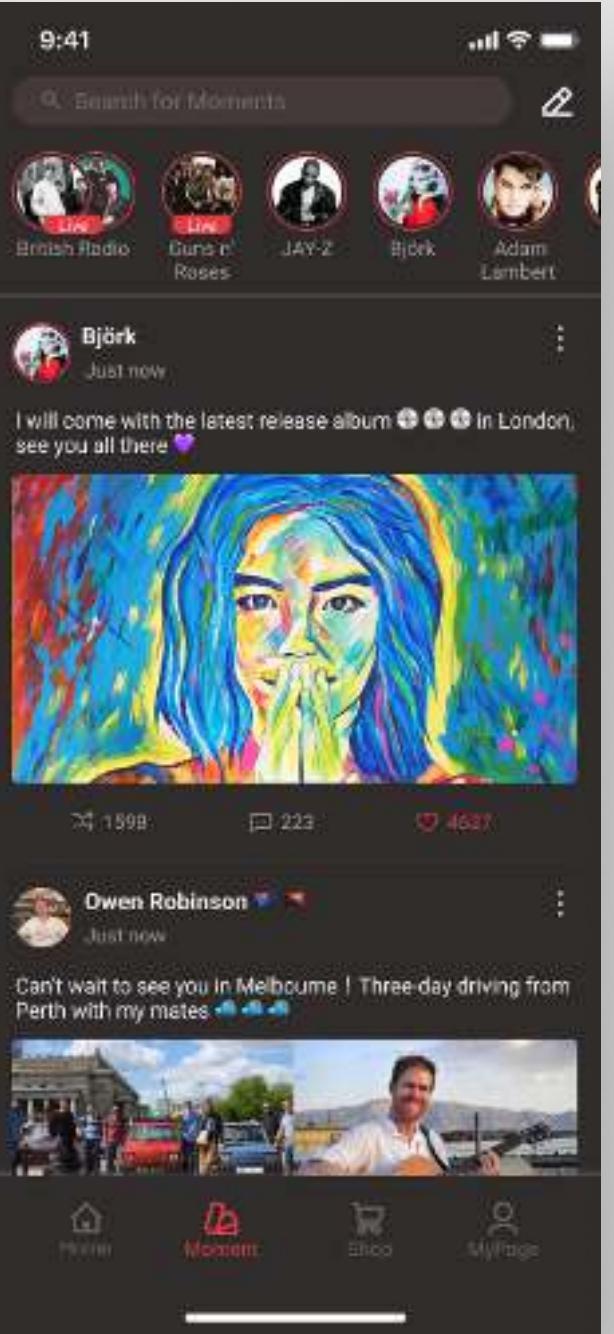
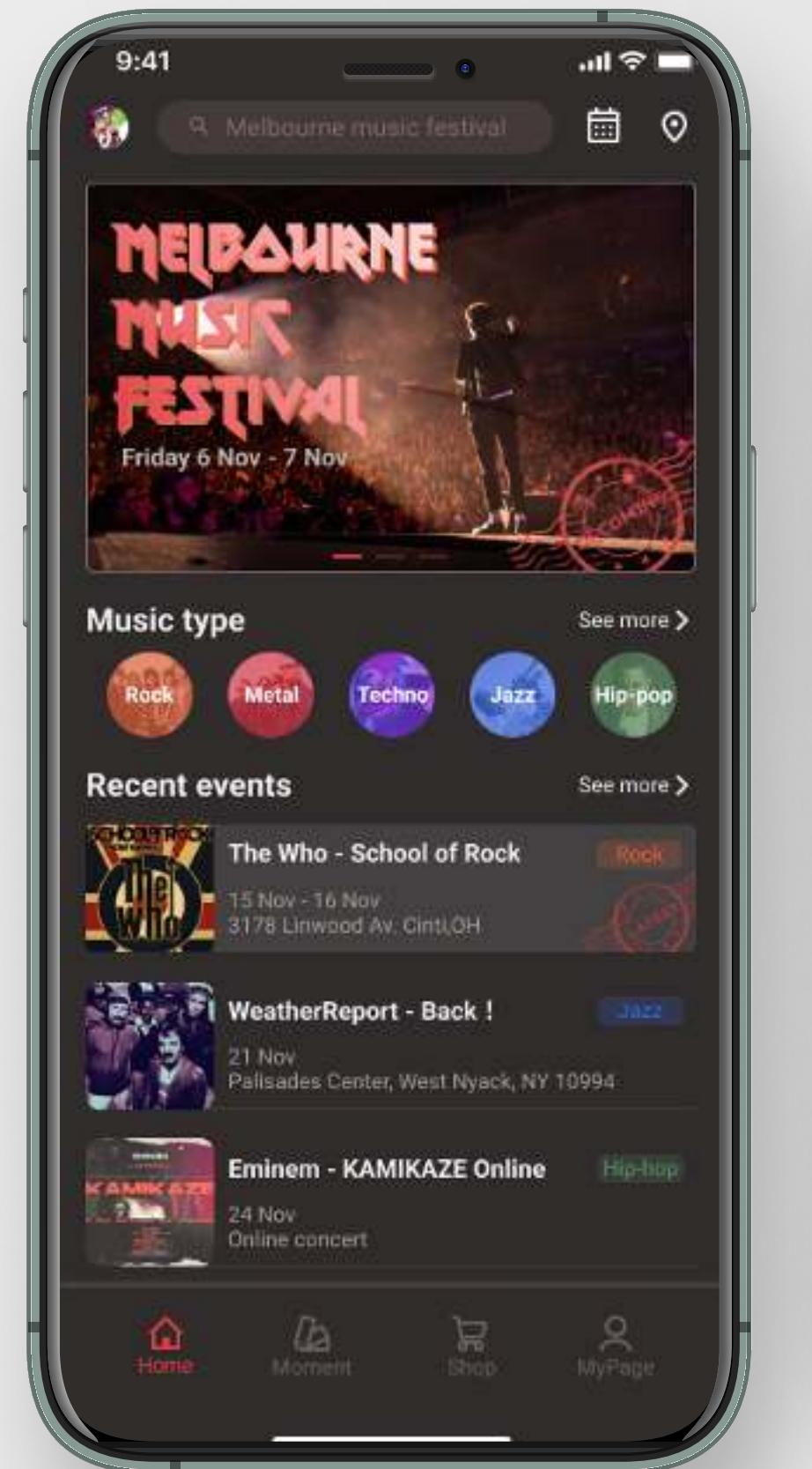
Outline



## MELBOURNE MUSIC FESTIVAL

第一个正式的移动端用户界面作业，导师让我自由发挥这个课题并鼓励我跳出传统的UI设计规则去尝试一些新的设计思路，最后产生了一个不成熟的作品，一年后我对现有UI进行了一次大翻新...

This is my first formal user interface assignment. My tutor told me to be free to finish this topic and encouraged me to try some new design ideas beyond the traditional UI design rules. Finally, an immature work was produced, and a year later I made a major renovation of the existing UI.





## 内核

Core

爱与和平，反叛精神，生活态度

Love and peace, rebellious spirit, life attitude



## 目标人群

Target Group

热爱摇滚乐，不分年龄性别

Love rock music, regardless of age or gender



## 色彩

Colors

代表活力和舞台灯光的红色，以及严肃的黑色

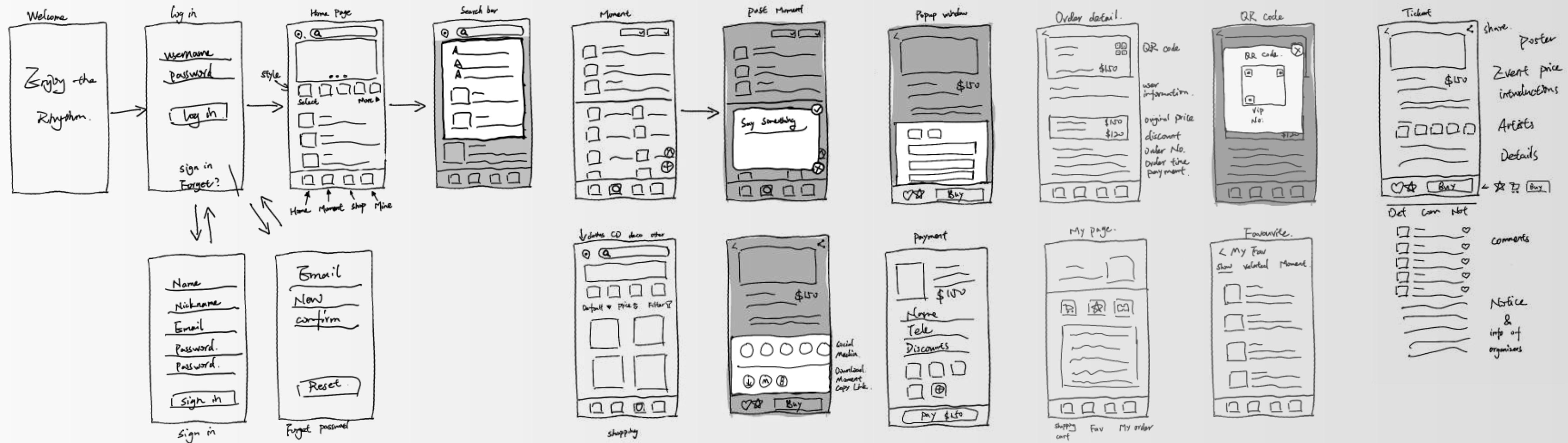
Red represents vitality and stage light, and serious black.

# 摇滚音乐节购票APP

I Rock Festival APP

手稿

manuscript



更新后重新绘制的手稿，一切工作开始之前就这样理清思路和用户使用习惯

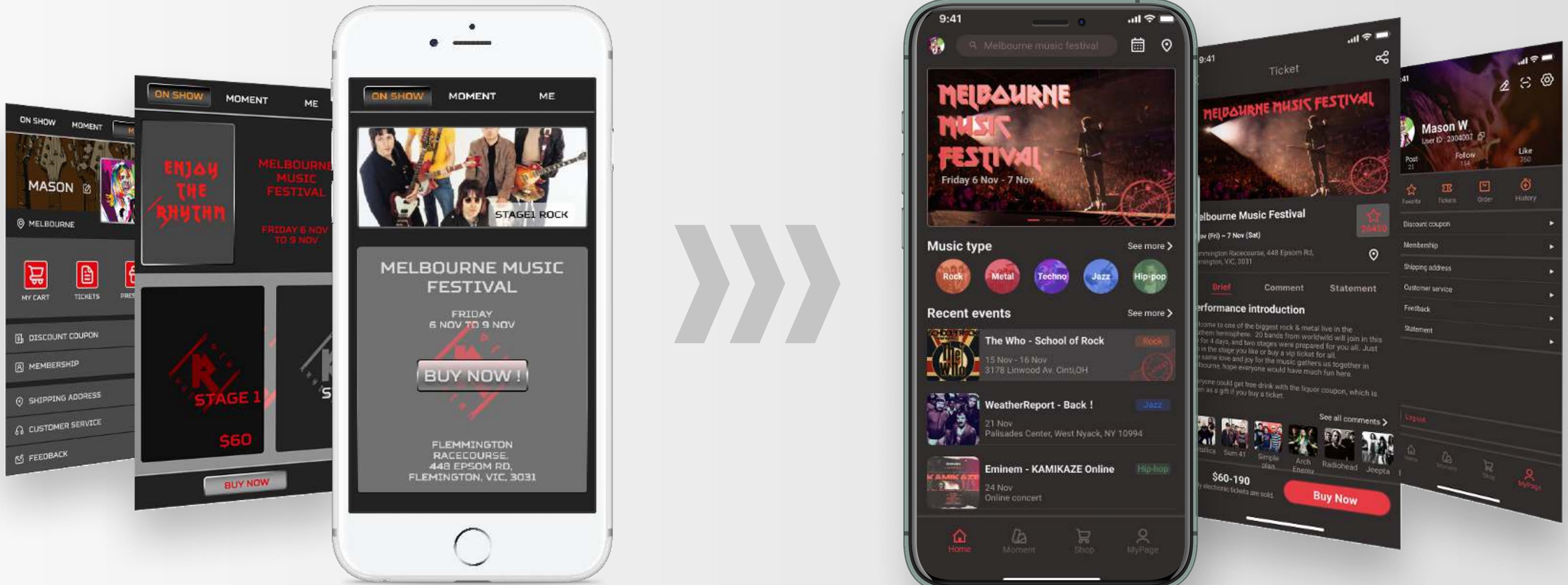
The redrawn manuscript, make sure the design direction and users' habits before everything starts.

# 摇滚音乐节购票APP

I Rock Festival APP

## 升级旧版UI

Upgrade old version UI



旧版本使用了iPhone6S的屏幕尺寸，机型落后并且界面有很多设计错误. 新版本优化了所有页面的设计，扩展了一些功能，更接近实际产品.

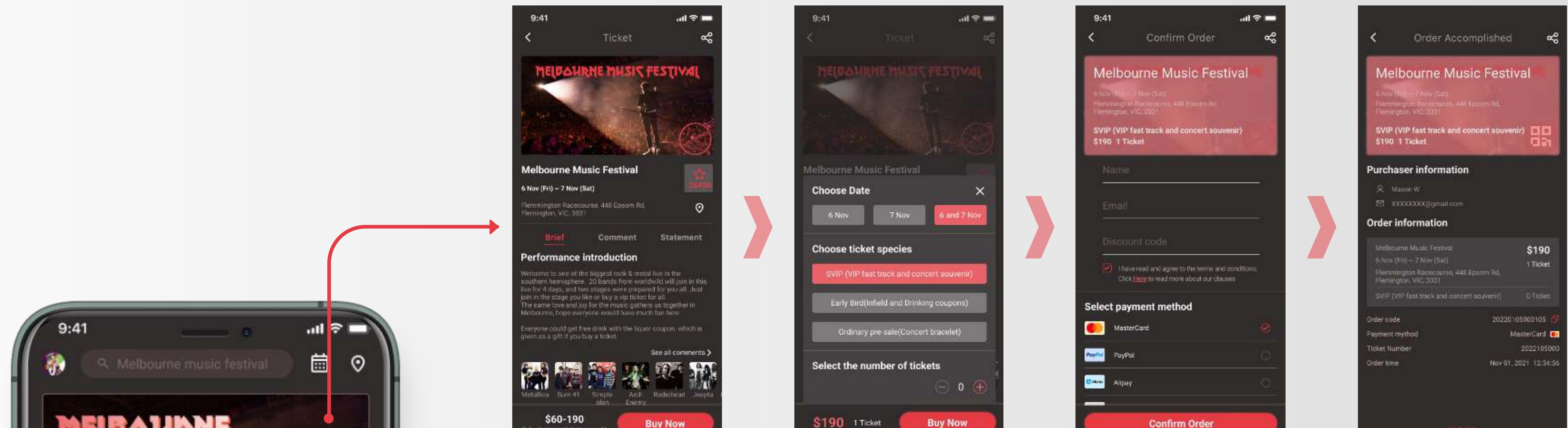
Old version used the screen size of iPhone6S, model was backward and there were many design errors in the interface. The new version updates the design of all pages, expands some functions which would be closer to the actual product.

## 音乐节应用的主要功能部分，通过首页推荐/智能搜索进入购票页面，选择喜欢的场次并根据引导进行购买。

The main function part of the music festival application, through the homepage recommendation / intelligent search, enters the ticket purchase page, selects the favorite sessions and purchases according to the guidance.

## 应用说明

Instructions

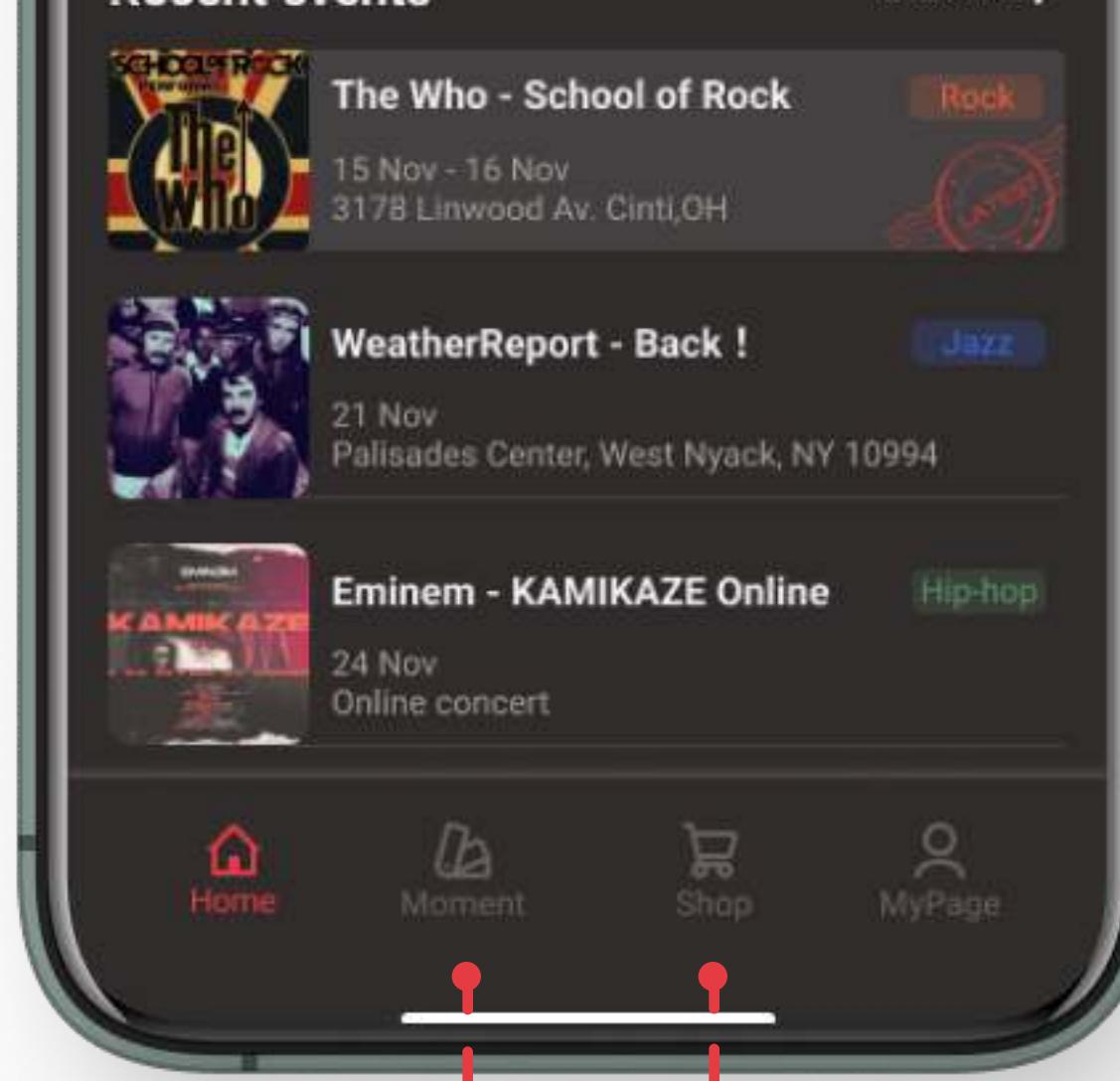


购票详情  
Ticket purchase details

选择场次  
Select sessions

支付订单  
Pay for order

订单详情  
Order details



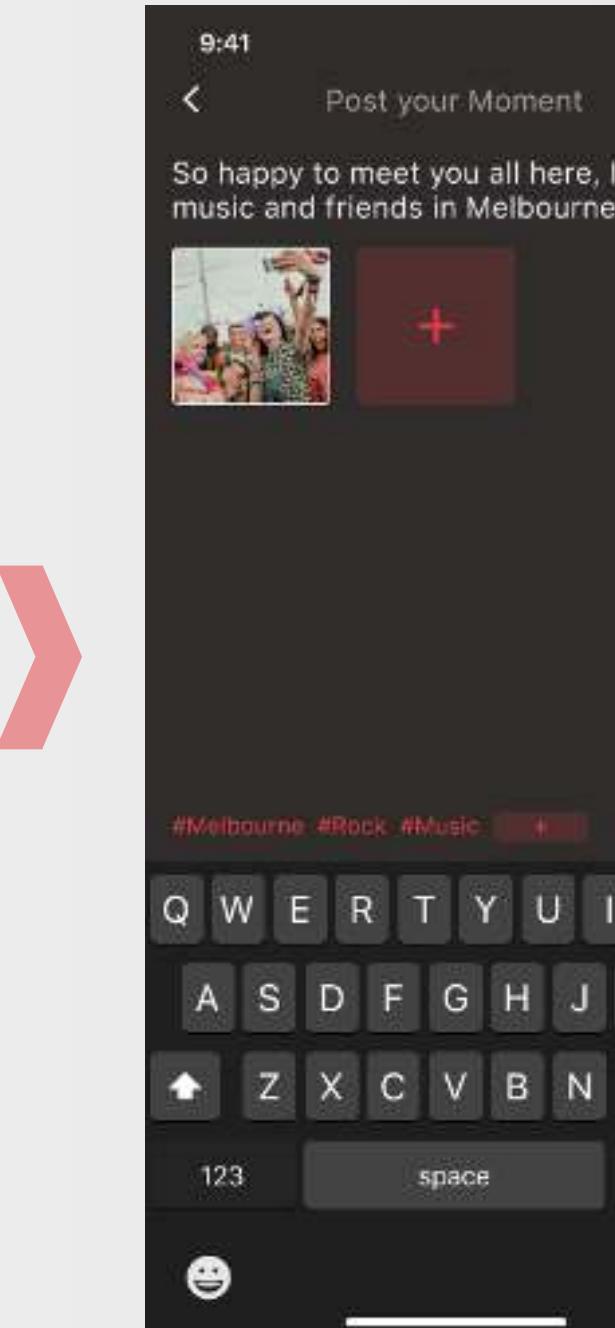
## 艺人动态

Artists' moment



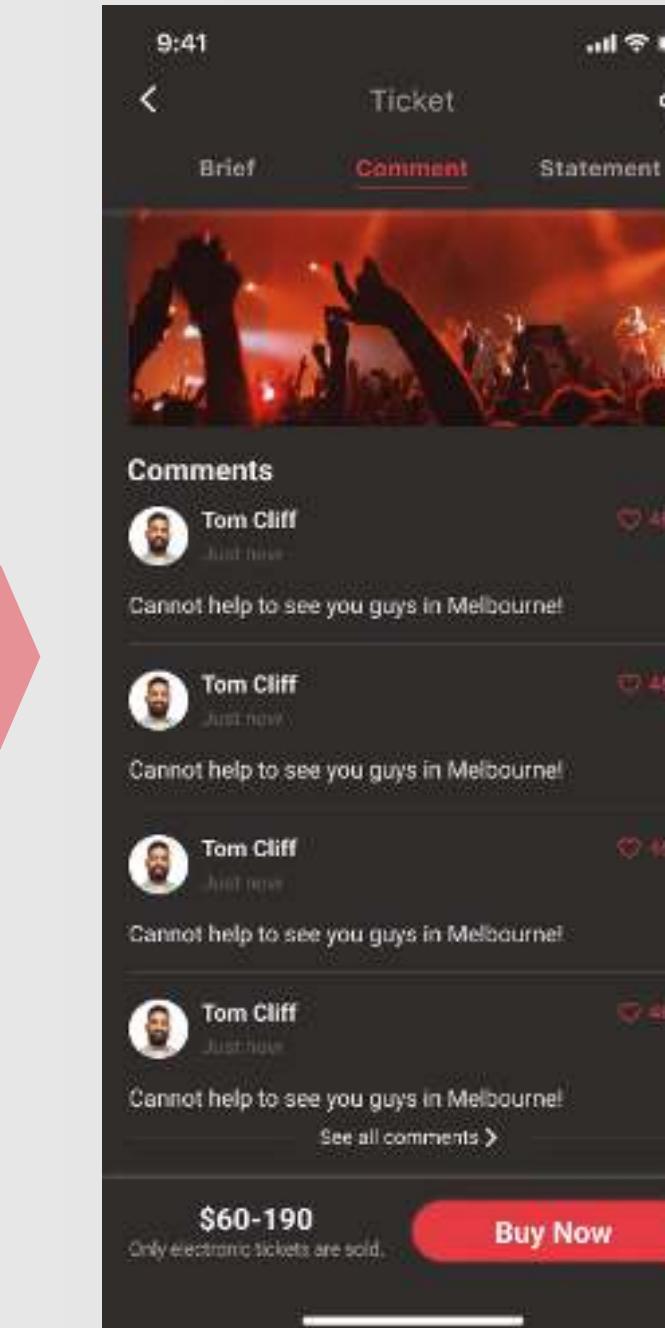
## 发布点评

Publish comments



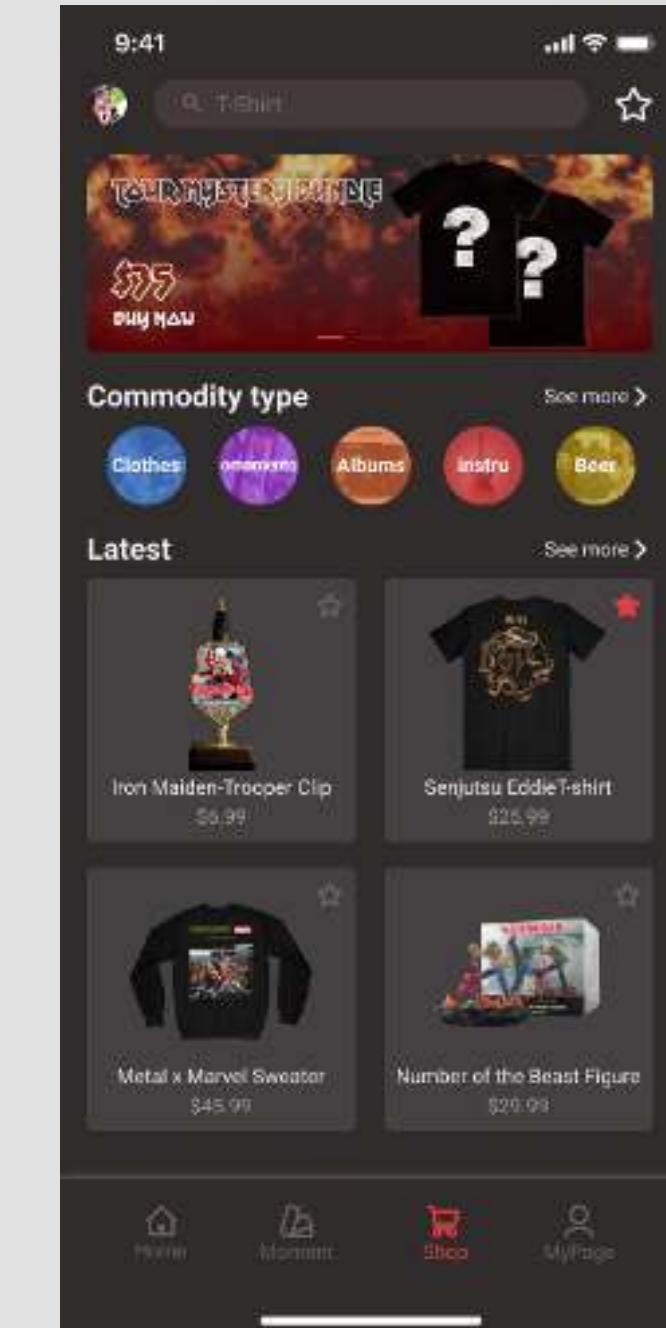
## 评论区

comment



## 周边商店

Rock shop



在其他功能部分，用户可以进行查看艺人宣传、发布动态、购买周边产品等操作

In other functions, users can check artists' propaganda, publish news and purchase peripheral products.

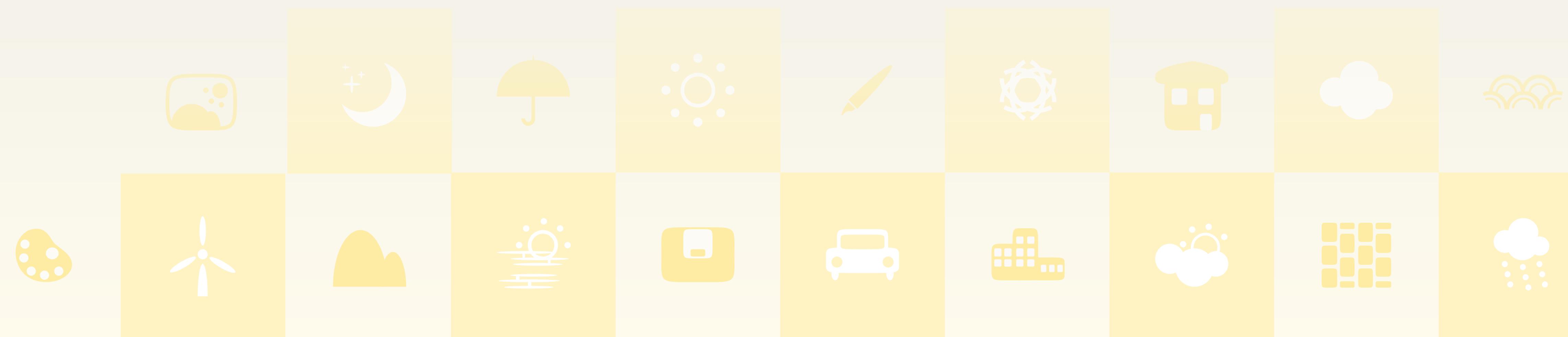
# 摇滚音乐节购票APP

I Rock Festival APP



原型

Prototype





## WEAPAINt

以天气为主题的亲子交互应用，目标人群是小学生和年轻家长，通过绘画来实现亲子间的日常互动。和以往的形式不同，任务要求孩子使用手机而家长使用智能手表，由孩子进行交互的主导。

The weather-themed parent-child interaction application, which target group are pupils and young parents and realizes daily interaction between parents and children through painting. Different from previous forms, the task requires children to use mobile phones while parents use smart watches, children are the dominants of all interactions.





## Painting with young children: There's more to the picture

What children learn through painting activities and appropriate painting activities to offer young children. Painting in early education and care is part of its natural landscape. We can see the easel filled with an array of vivid colors just waiting to be explored. What does painting with young children really offer? Are they too young? What do we need?

### Why is painting so valuable?

Caregivers may plan a painting experience to fill part of the schedule, but what most educators discover is that painting becomes much more than just a simple activity. Painting is a way for children to do many important things: convey ideas, express emotion, use their senses, explore color, explore process and outcomes, and create aesthetically pleasing works and experiences.

### Are they too young?

Most early educators place value on painting with very young children. It is important to consider any safety factors, such as non-toxic materials and the ability to experience the process without injury. Even very young children can dip their fingers in a paint mix and spread it on a table or tray. Children form many connections and ideas of how the painting process works for them, as well as what they enjoy about it. Watch a child painting and you will see a fully engaged child. We can almost see children's thoughts, such as, "When I push my brush flat, my line gets bigger", or "I like stirring this, but I don't want to put it on paper or touch it".

### Important connections

Painting with young children allows us to see much more than a simple picture. If we observe with careful eyes and ears, we can gain tremendous information about each child. We can share with families what we have discovered and why we feel it is important. We can create enjoyable experiences and support development at the same time; what a masterpiece!

Father

**Cheng Lei**

Age : 35

Location : Dalian, China

Education : Junior college

Occupation : Customer manager



**Cheng Sijie**

Age : 8

Location : Dalian, China

Education : Primary school

Occupation : Pupil

Son

## GOALS

- Earn more money
- Get a higher position
- Have more time to accompany his son

## SKILLS

- Customer maintenance
- Microsoft Word
- Microsoft PowerPoint
- Market research

## FRUSTRATIONS

- Too much works make him a little burnout
- Here is some risks to go out during the pandemic
- Has a little time to stay with his child

## USER ENVIRONMENT

- Always at workplace and back home late
- Prefer simple style applications
- Always wears smart devices
- Alarm from APPs is ok but not too frequently

## GOALS

- Make friends with classmates
- Get higher marks in final exam
- Share everyday life with friends and parents

## SKILLS

- Drawing
- Do a sum orally
- Elementary English
- Elementary writing

## FRUSTRATIONS

- Cannot always contact with his parents because they are always busy
- Sometimes there is a lock down so he cannot meet his friends
- Homework is a little too much

## USER ENVIRONMENT

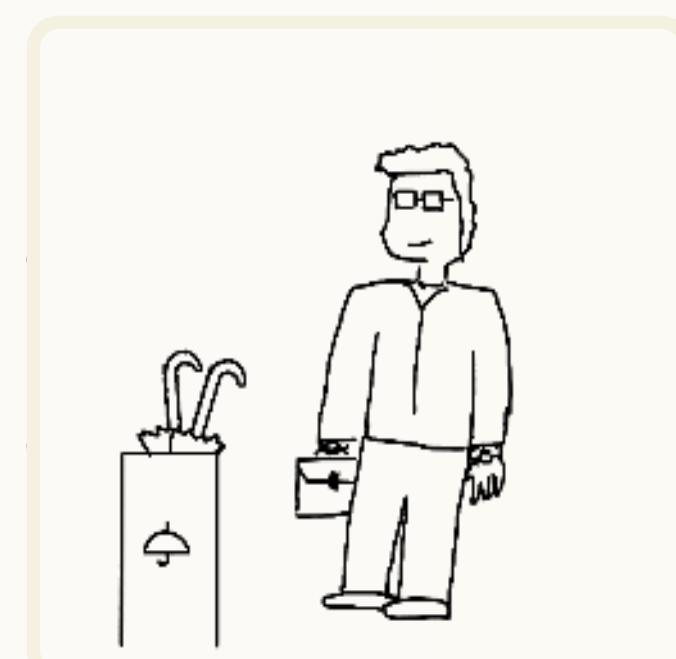
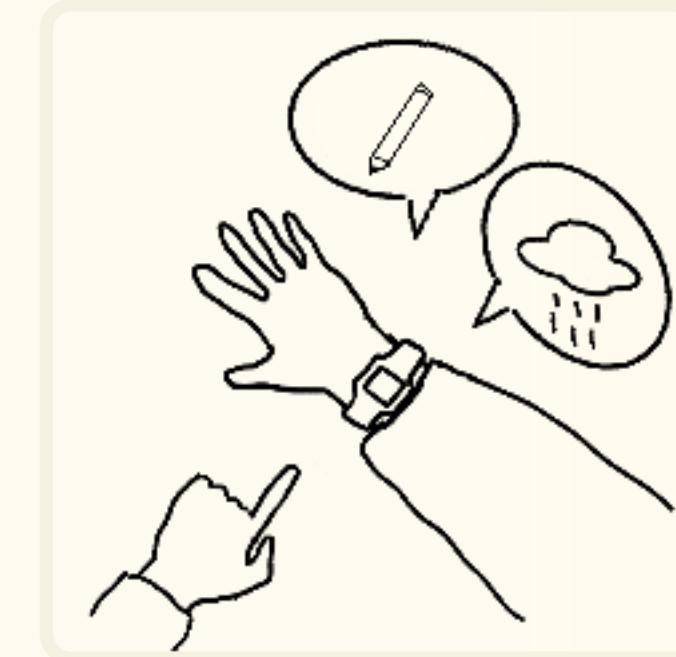
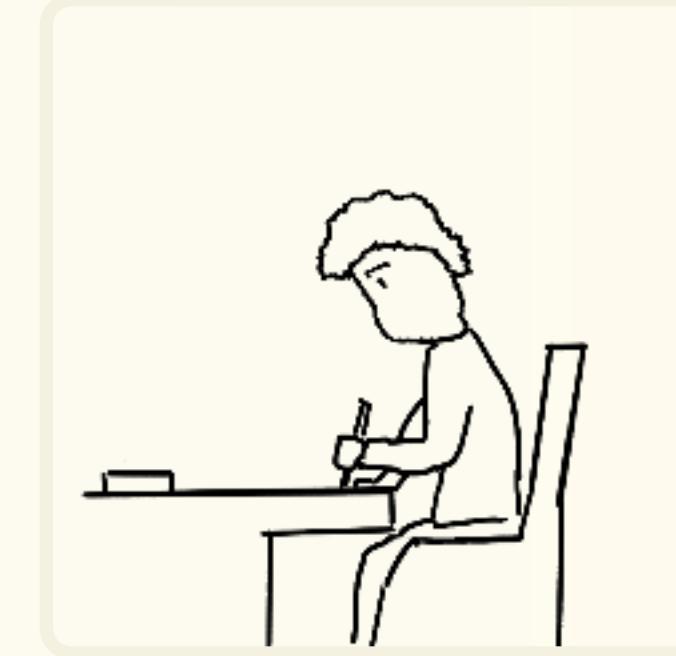
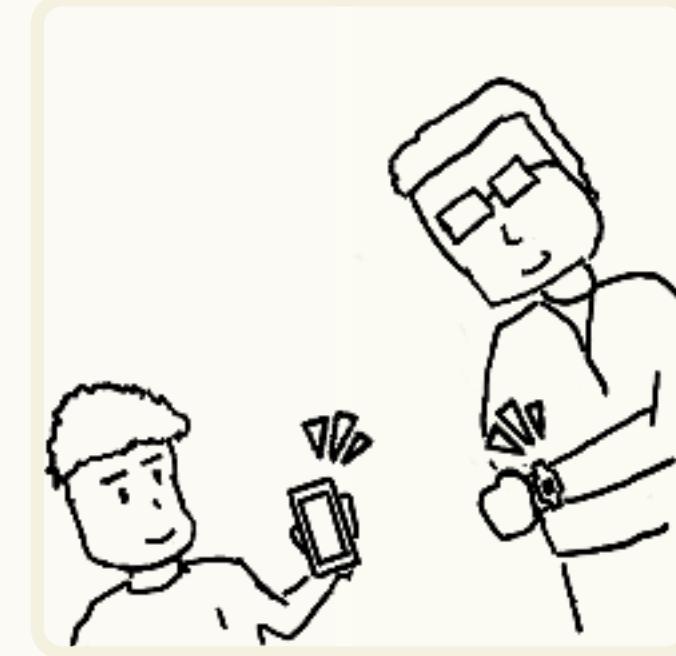
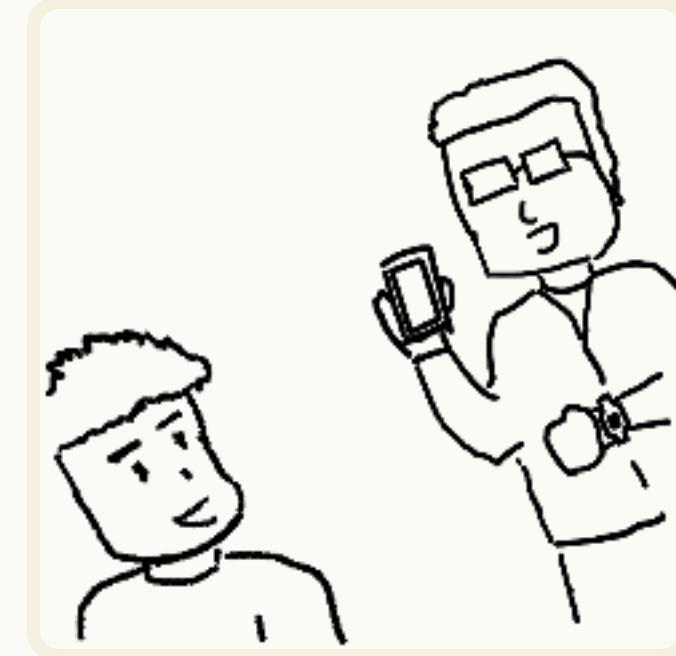
- Goes to school in the morning and back home in the afternoon by school bus
- Rarely use a mobile phone
- Prefer Drawing
- Read picture books to spend spare time

# 亲子天气

About Weather

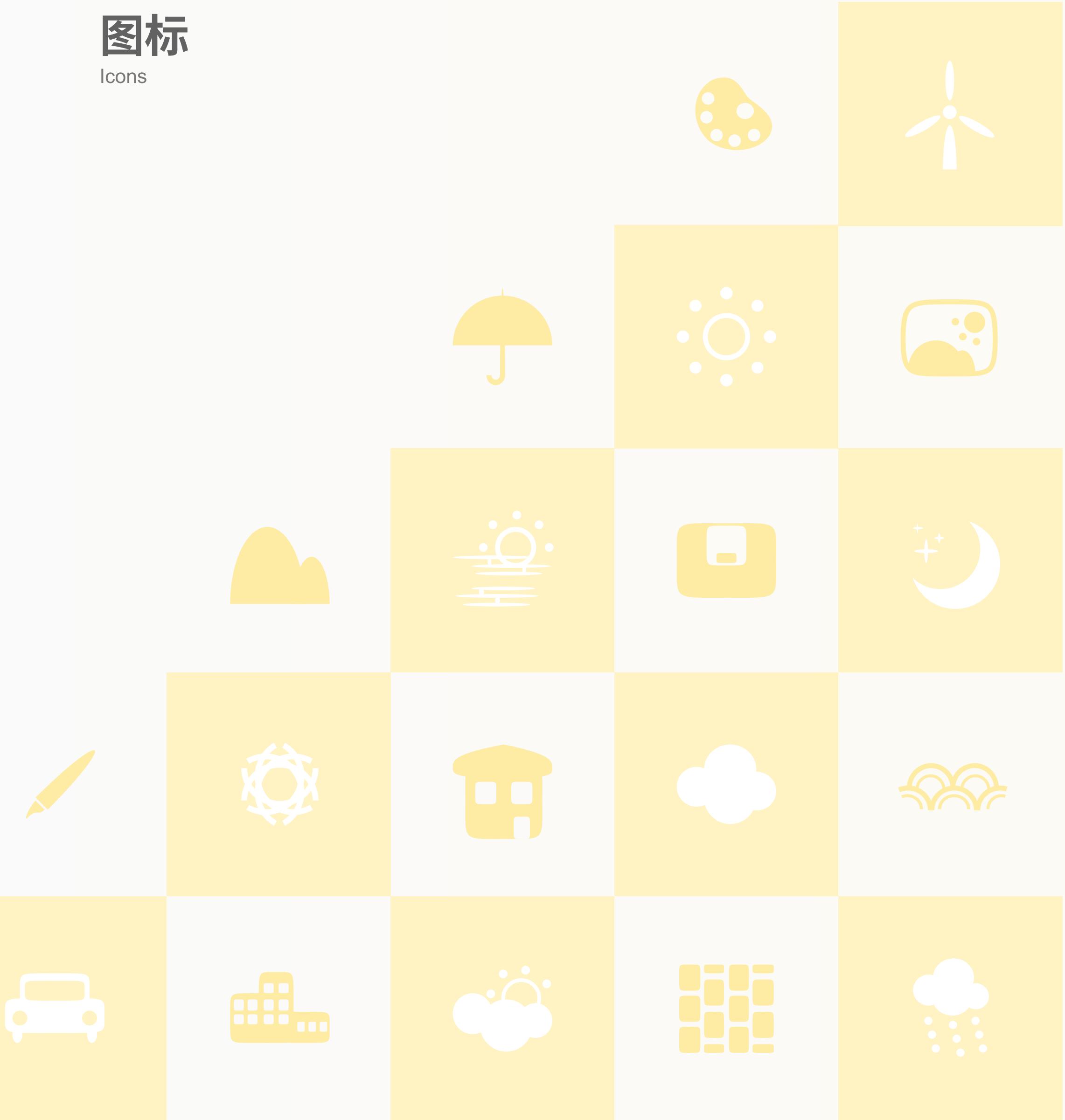
# 故事版

Storyboard



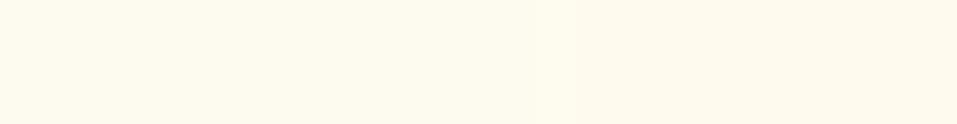
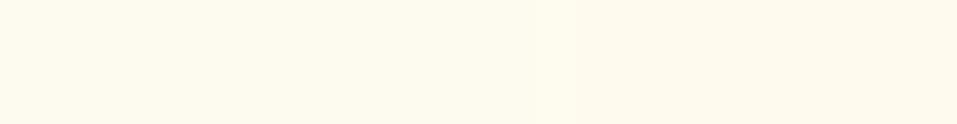
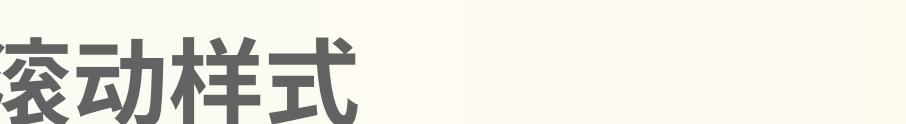
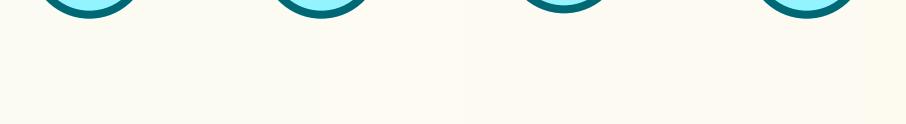
## 图标

Icons



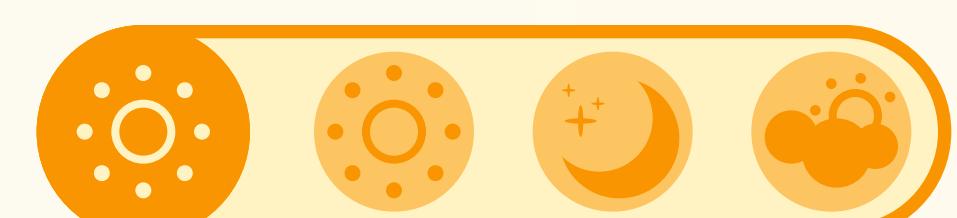
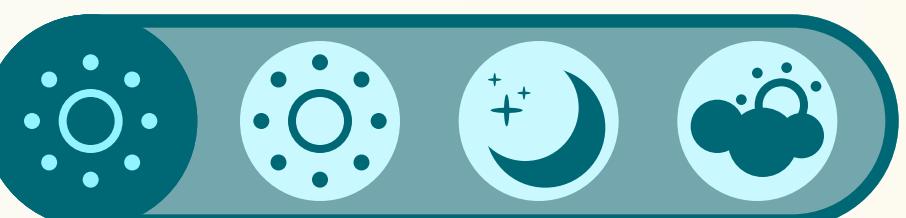
## 按钮样式

Button Style



## 滚动样式

Scroll Style

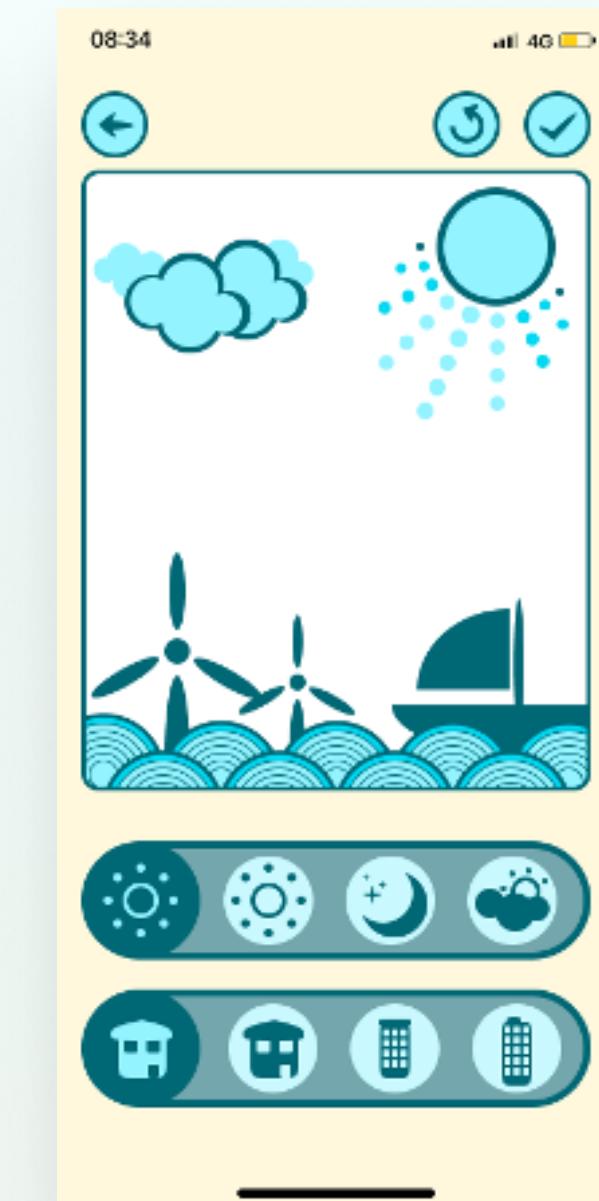


主题色调可以根据室外温度的变化而改变，引入了通过高低温来划分色彩的思路

Theme tone can be changed according to the change of outdoor temperature, and the idea of dividing colors by high and low temperature is introduced.



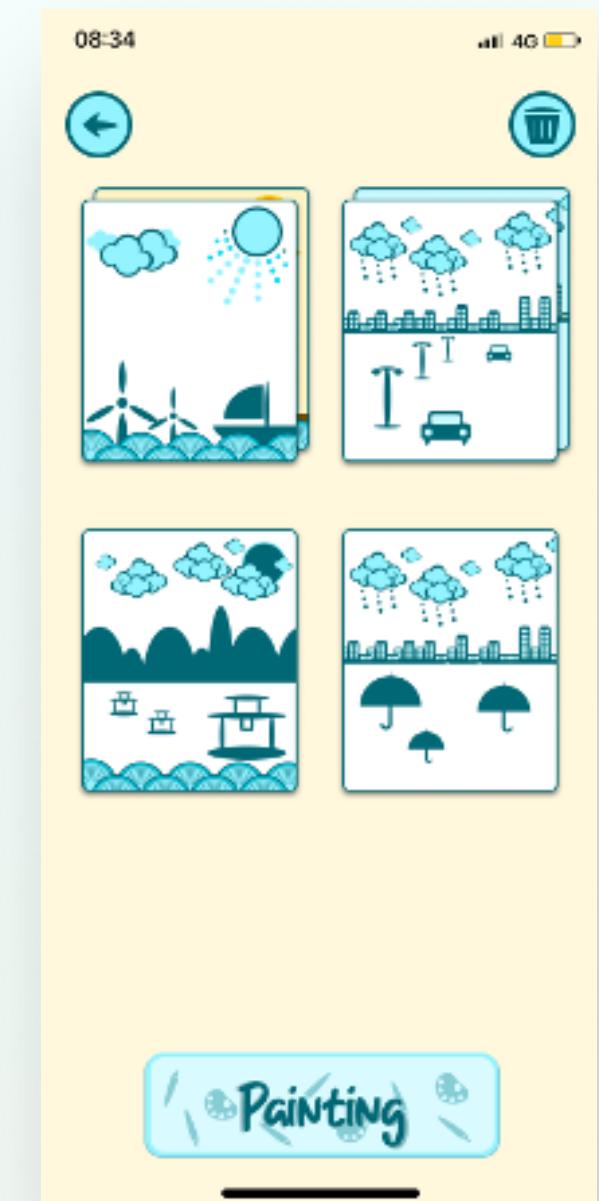
首页  
Mainpage



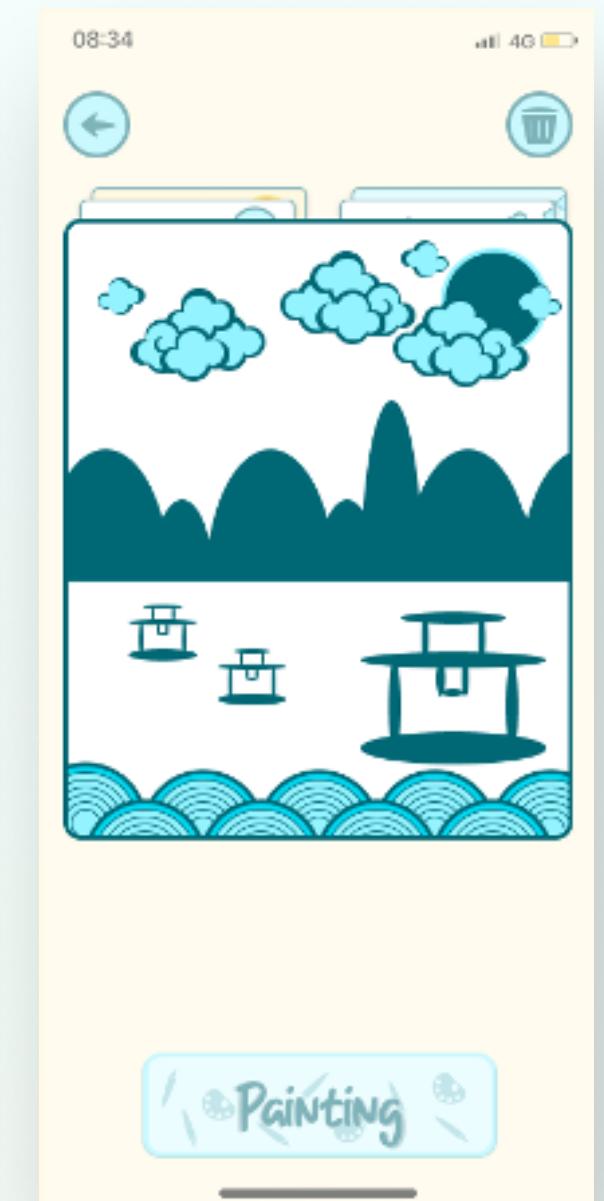
画板  
Board



日记  
comment



相册  
Album



相册内页  
Check Picture

## 低温样式

Cold Style

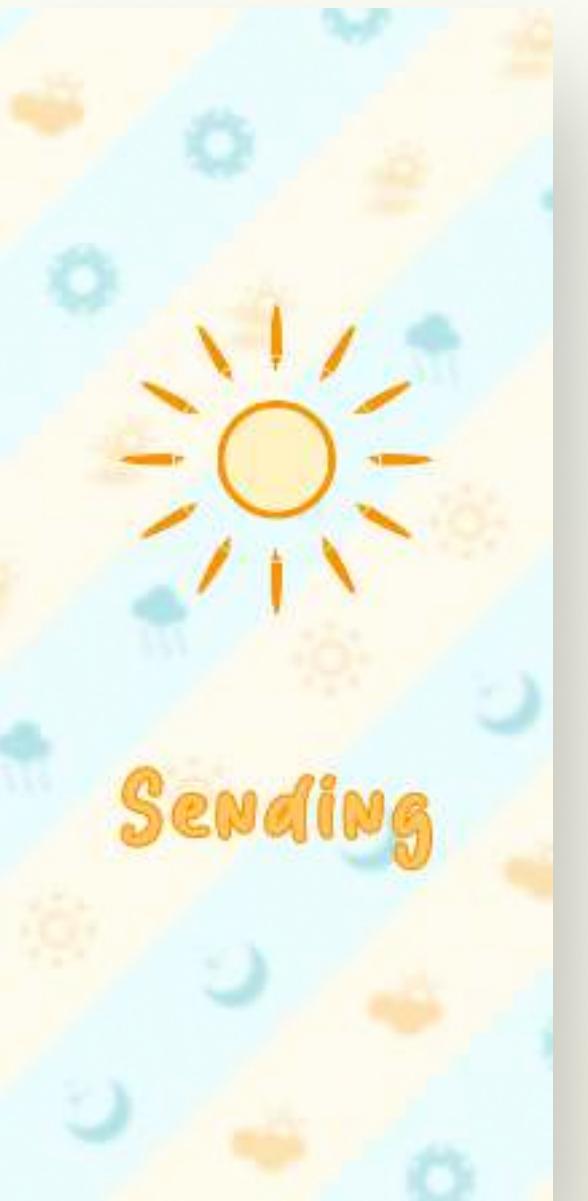


# 亲子天气

About Weather

给儿童使用的手机应用，在这里孩子可以查看天气并画一幅画来表达他们的情绪，并发送给他们的父母

Application for children, in here they can check the weather and draw a picture to show their moods and send to their parents



高温样式  
Hot Style

首页  
Mainpage

画板  
Board

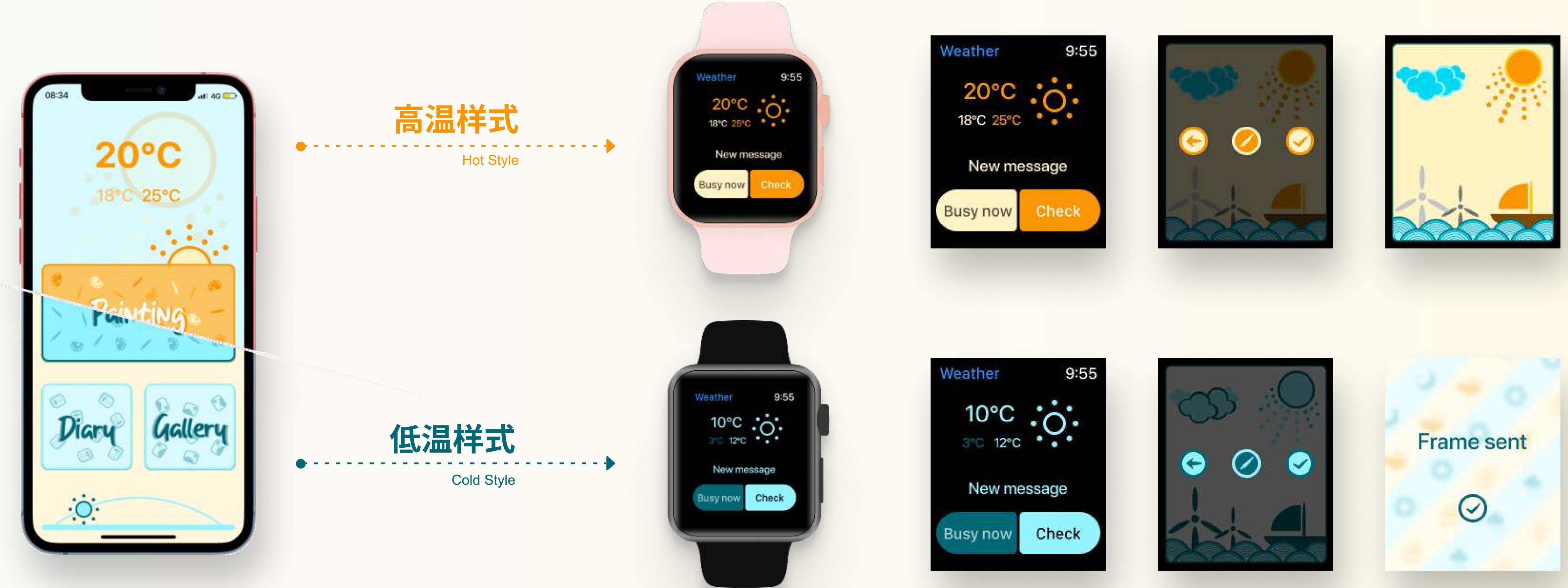
日记  
comment

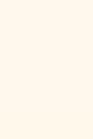
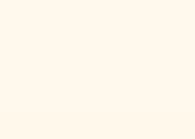
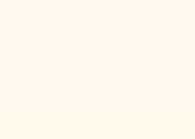
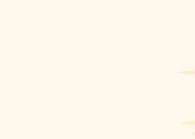
相册  
Album

首页  
Frontpage

给父母使用的智能手表应用，可以在这里查看天气并查看孩子发送给他们的图片。父母可以给图片上色，回复给孩子。在父母离开孩子去工作的时候可以分享心情和相互交流。

Smart watch for parents, they can check the weather here and check out the pictures that kids send to them. Parents can color the picture and share back to kids, it's a very nice way to share mood and communicate with each other while parents are leaving kids for working.



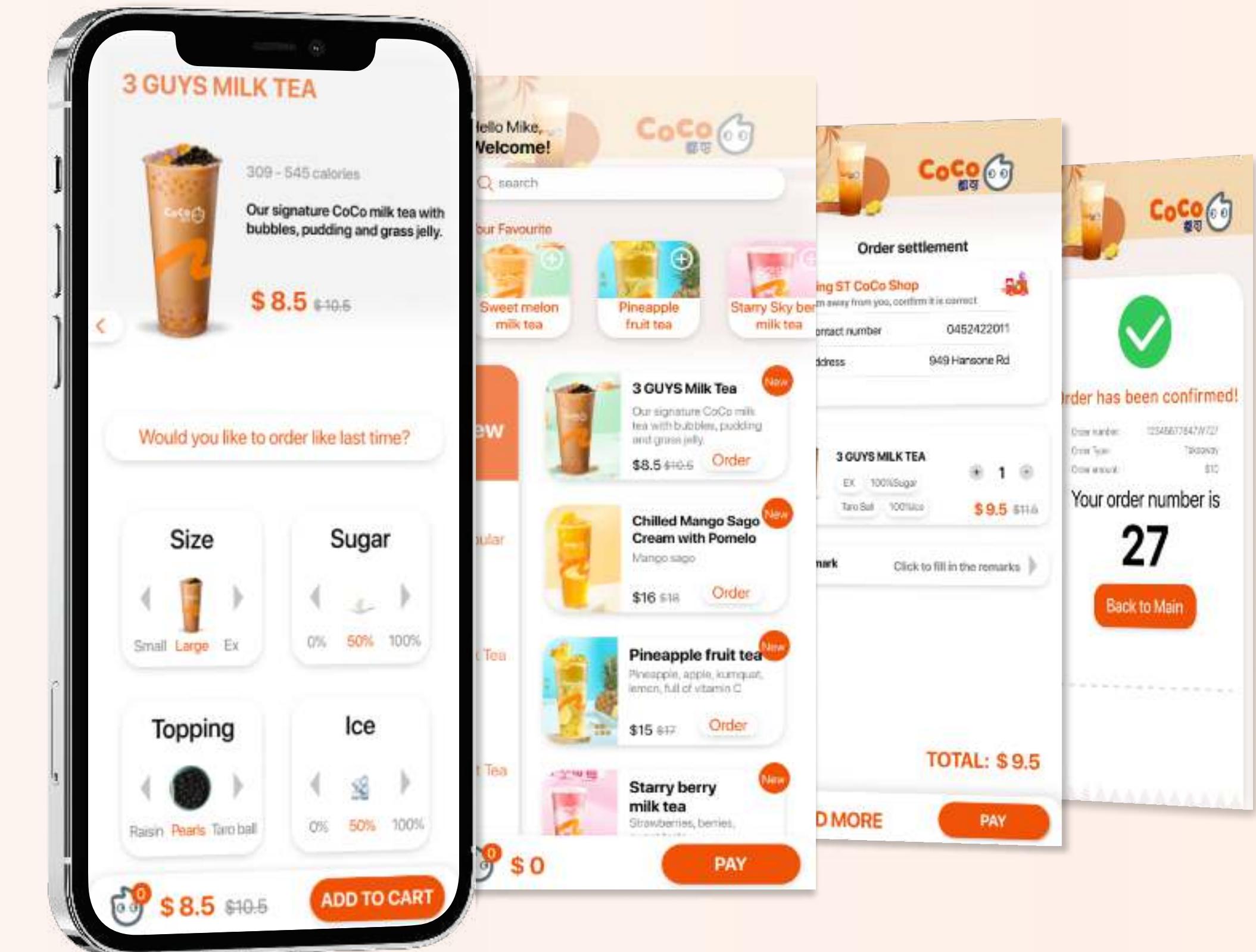


# 3



为著名奶茶品牌CoCo设计的手机端和点餐机界面，让用户可以通过移动端和点餐机的互联实现个性化点餐服务。本产品最后在Unity中完成，可以实现大部分常规功能。

The interface of mobile phone and kiosk designed for the famous milk tea brand CoCo, which allows users to realize personalized ordering service through the interconnection of mobile phone and kiosk. This project was finally completed in Unity, which can realize most general functions.





## 产品背景

Background

在疫情影响下全球餐饮业遭到重创，澳洲CoCo希望通过引入点餐机进行无接触点餐来吸引用户

Under the influence of the epidemic, the global catering industry was hit hard. CoCo Australia hopes to attract users by introducing kiosk for contactless service.



## 目标人群

Target Group

奶茶店的常客-年轻白领和大学生

Young white-collar workers and college students



## 用户需求

Demand of Users

多语言界面，个性化服务，特殊群体需求

Multilingual interface, personalized service, special group demand

# COCO都可™双平台应用

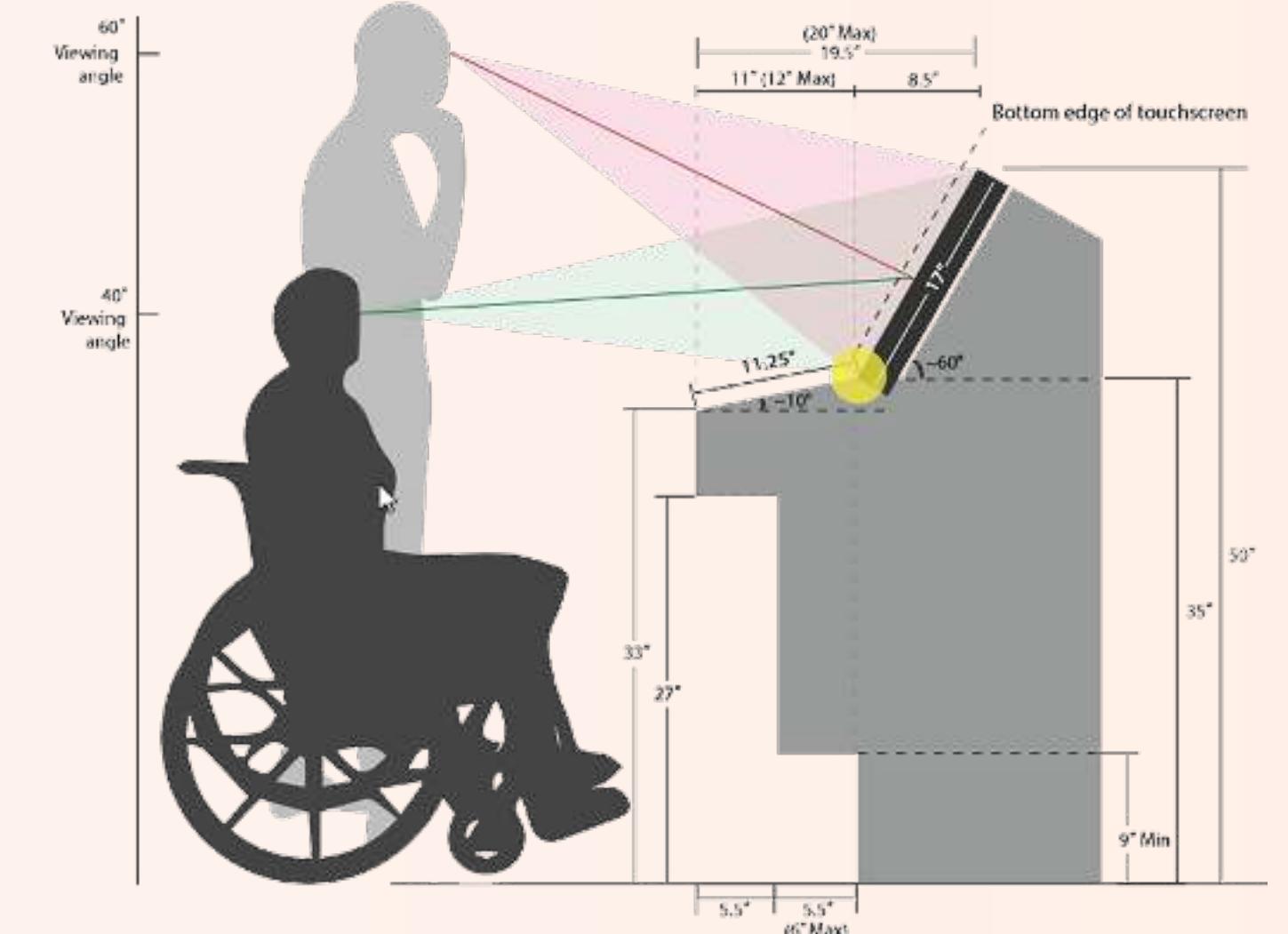
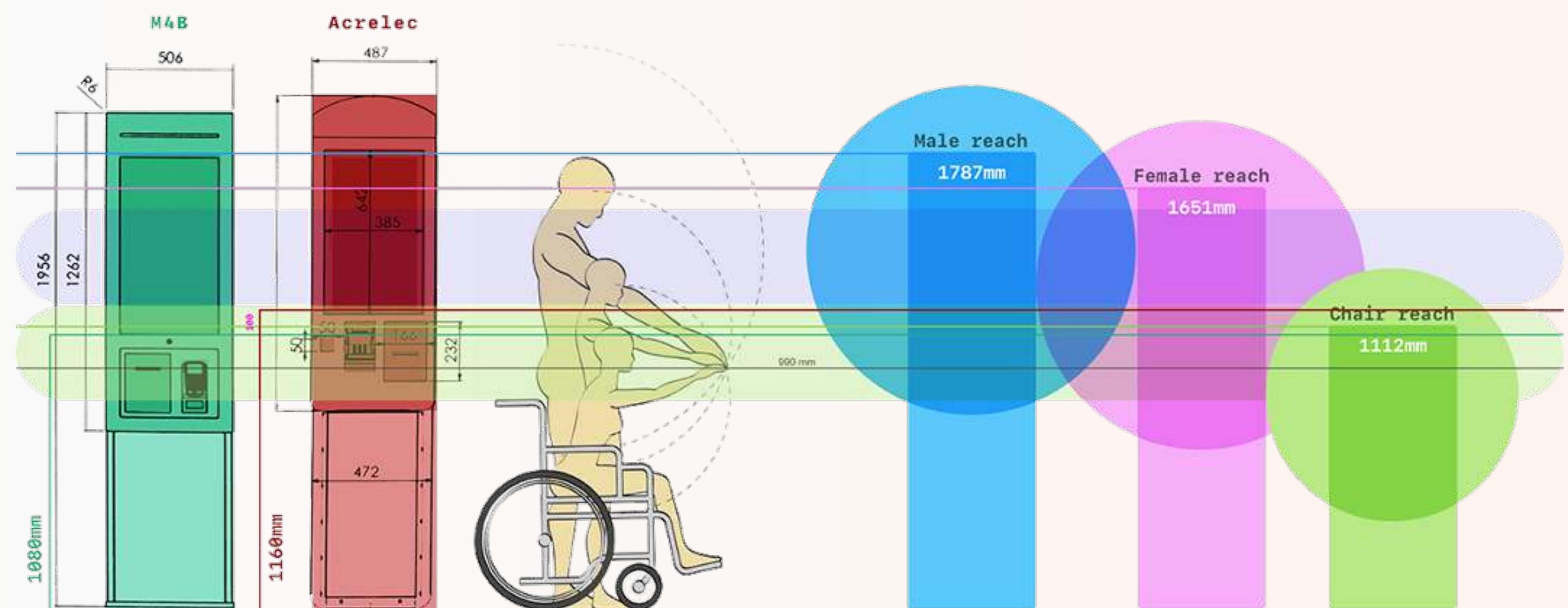
| CoCo™ Double Platform Application

## 人机交互

human-computer interaction

由于是非常规界面载体，人机交互和人体工程学的研究显得尤为重要。在最开始考虑了倾斜面板，但后续调查中发现这种形式对儿童和残疾人并不友好，他们无法很容易的使用这种点餐机。

Because it is an unconventional interface carrier, the research of human-computer interaction and ergonomics is particularly important. At first, the inclined panel was considered, but the follow-up investigation found that this form was not friendly to children and disabled people, and they could not easily use this kiosk.



最后敲定的方案选择了直立面板式的点餐机，并且考虑加入半屏模式，对于儿童和残疾人都有良好的使用体验。

Finally, the finalized plan selects the vertical panel kiosk and consider to add lower mode, which has a good experience for children and disabled people.

# COCO都可™双平台应用

| CoCo™ Double Platform Application

# 任务分析

Task Analysis



## 授权登录

Permission

## 进入主页

Main Page

## 活动页面

Event

## 选择商品

Choose Product



## 定制化

Customization



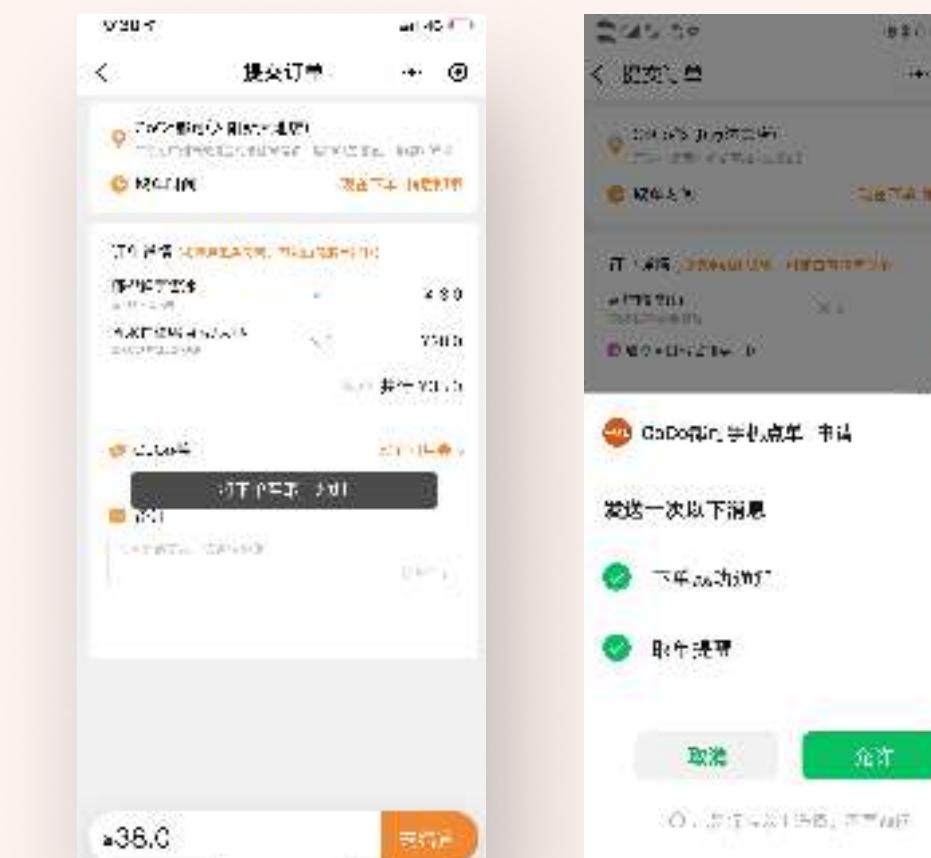
## 加入购物车

Add to Cart



## 选择地址

Location



## 付款

Payment

通过对现有程序的使用流程分析，可以更好的了解点餐系统的大致流程。

By analyzing the use process of existing programs, we can better understand the general process of ordering system.

Feel thirsty and want to drink a little drink.

Turn on the phone and enter the coco app

Close ad

Choose to pick up or deliver

Select delivery

Enter the order page

Choose the personal adjustments

Confirm drink

Confirm shipping address and phone information

Go to the payment page

Confirm information

Payment

Waiting for takeaway

本项目的重点是作为Ipad/点餐机上的应用，故作一定的放大处理.

This project focuses on the application of Ipad/ Kiosk, pretending to be enlarged.

## 字体

Typography

SF Pro Display

**Bold**

Regular

Regular

Regular

Regular

Regular

**Tittle**

Subtitle

Text 1

Text 2

Lower mode

Annotation

72

48

36

32

24

18

# COCO都可™双平台应用

I CoCo™ Double Platform Application

# 应用说明

Instructions

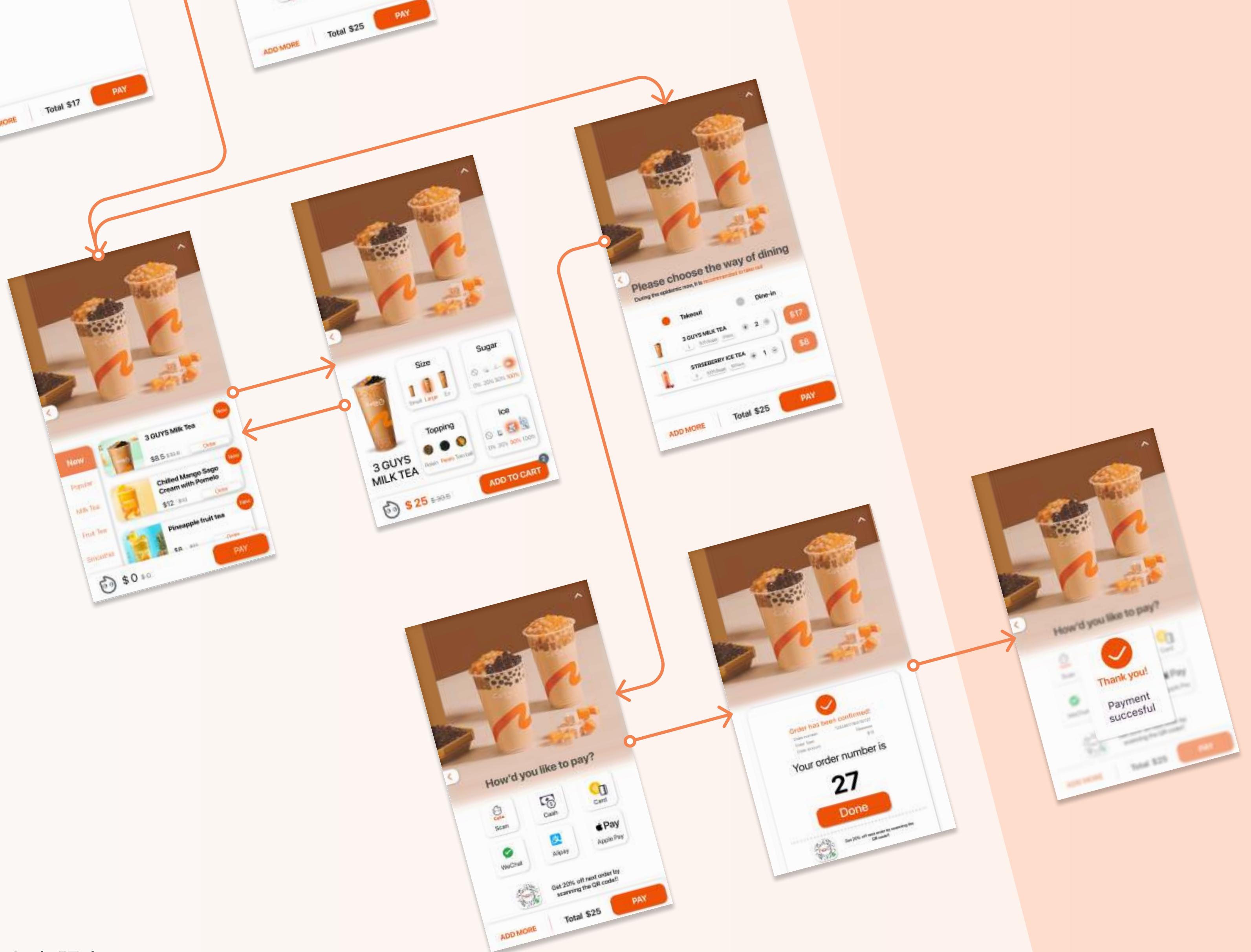
## COCO点餐机部分

COCO Kiosk Part



## COCO点餐机-半屏模式

COCO Kiosk - Lower Mode



半屏模式可以更好地为儿童及残疾人服务，只需在首页底部点击即可进入该模式。

Lower mode can better serve children and disabled people. Just click the bottom of the homepage to enter this mode.

## COCO点餐机-半屏模式

COCO Kiosk - Lower Mode



# COCO都可™双平台应用

| CoCo™ Double Platform Application

# 广告页展示

Ad Display

More discount information is available in the APP download

召喚蜜桃 足該愛了

水蜜桃系列登場

蜜桃恋恋 70

蜜桃爱巢 65

Touch To Start 点击屏幕开始点餐

1  
掃描加入CoCo 官方LINE帳號

2  
點選線上點單

SCAN ME

SCAN

線上點單

看菜單 找門市 線上點單

# COCO都可™双平台应用

| CoCo™ Double Platform Application

## 应用展示

Application demonstration







## INVESTMENT BIG DATA ANALYSIS PLATFORM

为合伙人，分析师等商务人士设计的智能大数据分析平台，将数据以可视化的形式更直观的呈现在用户面前。

Intelligent big data analysis platform designed for partners, analysts and other business people, presents data in visual form to users more intuitively.

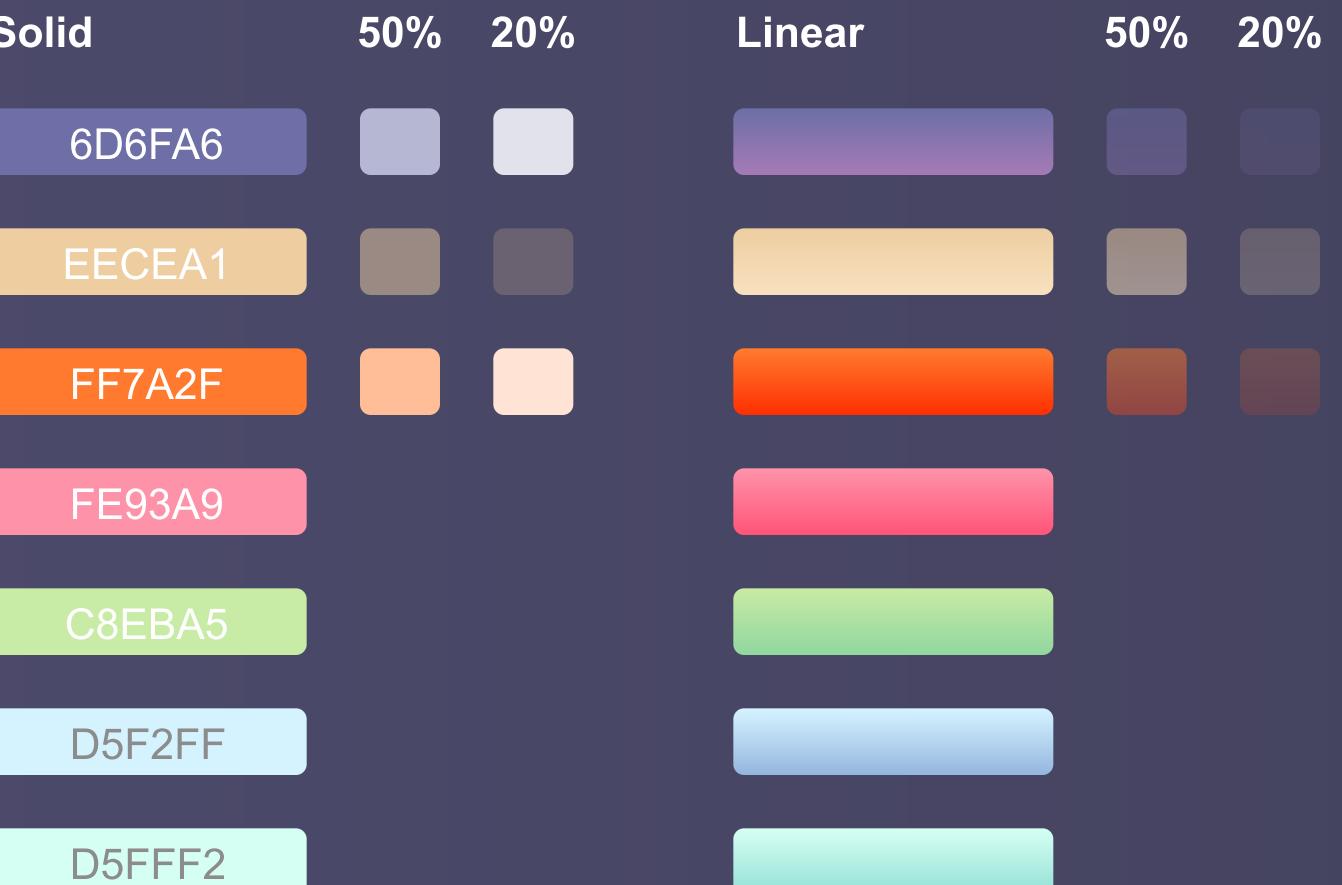


主体使用了Arial字体，这种比较常见的字体可以很好地表现出专业稳重的视觉感受，并且Arial作为Web安全字体之一可以在macOS和Windows系统中都可以正常显示。

Arial font is used in the main body, which is a common font that can show professional and steady visual feeling. As one of the web-safe fonts, Arial can be displayed normally in both macOS and Windows systems.

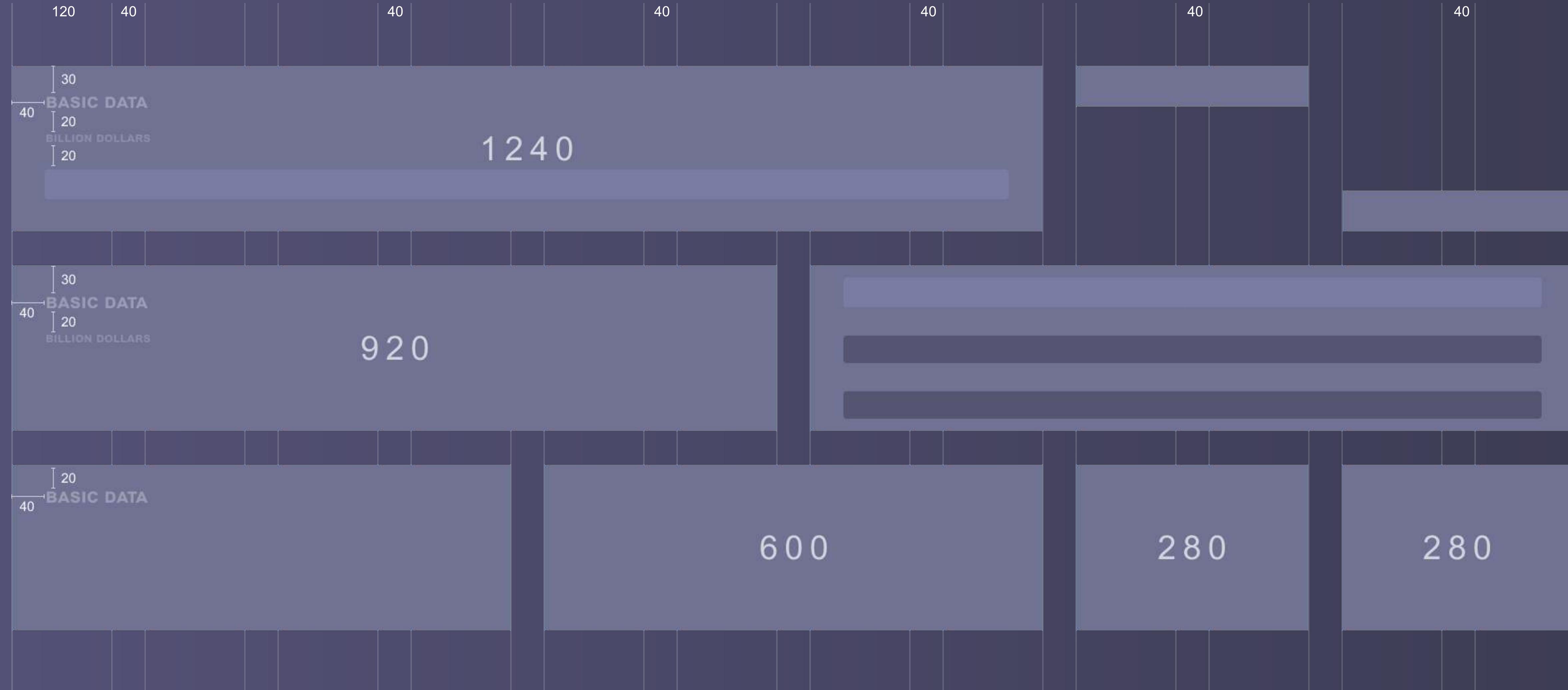
### Arial

<b>BOLD</b>	<b>TITLE 1</b>	<b>36</b>
<b>BOLD</b>	<b>TITLE 2</b>	<b>24</b>
<b>BOLD</b>	<b>SUBTITLE</b>	<b>20</b>
<b>Regular</b>	<b>Body Text 1</b>	<b>16</b>
<b>Regular</b>	<b>Body Text 2</b>	<b>12</b>



深色主题有更强的视觉冲击力，主体使用了紫色和金色，在营造高级感和专业感的氛围之外还有很高的辨识度，有别于传统的深蓝色Dashboard.

The dark theme has a stronger visual impact, and the main color of purple and gold, which is different from the traditional dark blue dashboard. With high degree of recognition in addition to creating a sense of high-class and professionalism.



## 第一层级

主功能选项和设置按钮

Level 1 : Main function options and setting buttons

## 第二层级

重要信息

Level 2 : Importent information

## 第三层级

基本信息和文字说明

Level 3 : Basic information and description

The screenshot illustrates the three levels of hierarchy in the platform:

- 第一层级 (Level 1):** Main function options and setting buttons. This includes the top navigation bar with links like Welcome, Market Trend, Risk Report, Form Database, and Exchange, along with user profile and settings icons.
- 第二层级 (Level 2):** Important information. This includes the main banner with the title "INVESTMENT BIG DATA ANALYSIS PLATFORM" and "ADVANCED CUSTOMER BASE", a brief introduction about data platforms, and a featured image of a man in a suit.
- 第三层级 (Level 3):** Basic information and description. This includes the "Data Platform Overview" section with a comparison between "Data Platform" and "Big Data Platform", a world map showing headquarters and subordinate branches, and a detailed list of characteristics for each type of platform.

**Data Platform Overview**

IS THERE A DIFFERENCE BETWEEN A DATA PLATFORM AND A BIG DATA PLATFORM?

A "big data platform" is no different than a "data platform" — both are intended to handle data at scale.

The concept of "big data" was popularized in the 1990s, when the volume of data generated by humans began to grow exponentially. But at this point, all data is big data — individual comments have become too numerous and complex to process with traditional storage, processing, and analysis tools. In fact, IDC estimates that by 2025, there will be 100 exabytes of data, 100 times more than in 2018.

There are three core characteristics that define "big data" (which we can call "data" going forward):

- Volume** — The quantity of generated and stored data.
- Velocity** — The rate at which the data is generated and processed.
- Variety** — The种类 of which the data is generated and processed.

Because of the exponential growth, along with these three core characteristics, any data platform that can keep up with business requirements can be considered a big data platform.

A data strategy combines these elements with business objectives, and should be specific and include factors for implementation. It should also be flexible enough to adapt to fast-paced changes in the market.

**Frequency Of Utilization**

RANKING	REGION	NUMBER OF OPERATION
01	LONDON	1000000
02	SHANGHAI	1000000
03	NEW YORK	800000
04	LOS ANGELES	800000
05	BELGRADE	600000
06	TOKYO	600000
07	SINGAPORE	500000
08	MELBOURNE	500000
09	BRISBANE	300000
10	WALES WELSHING	100000

**Client Growth**

RANKING	REGION	GROWTH RATE
01	SHANGHAI	15%
02	GUANGZHOU	10%
03	NEW YORK	8%
04	LOS ANGELES	7%
05	SINGAPORE	6%
06	LOS ANGELES	5%
07	OSAKA	4%
08	MIAMI	3%
09	SEATTLE	2%
10	HONOLULU	1%

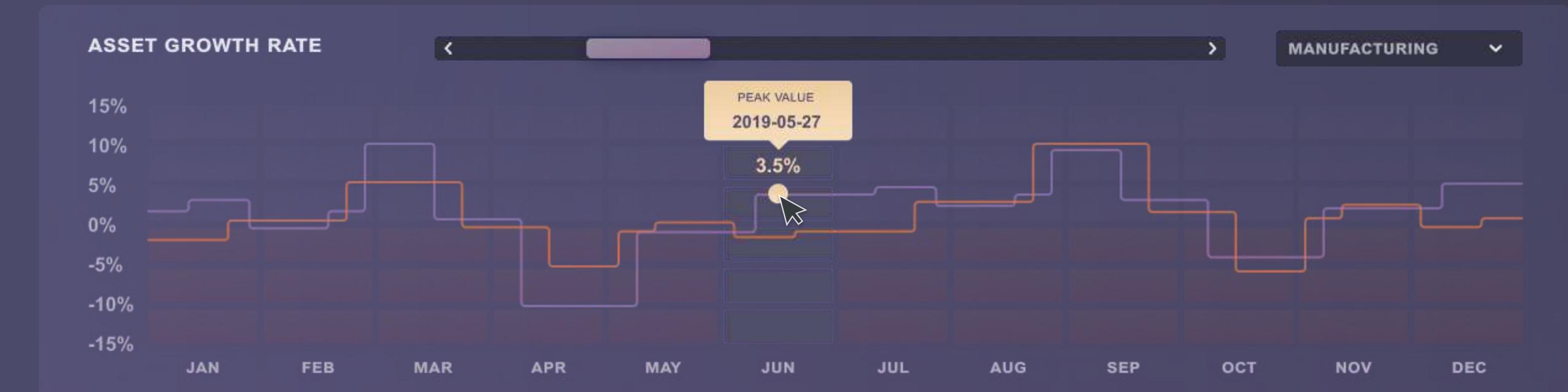
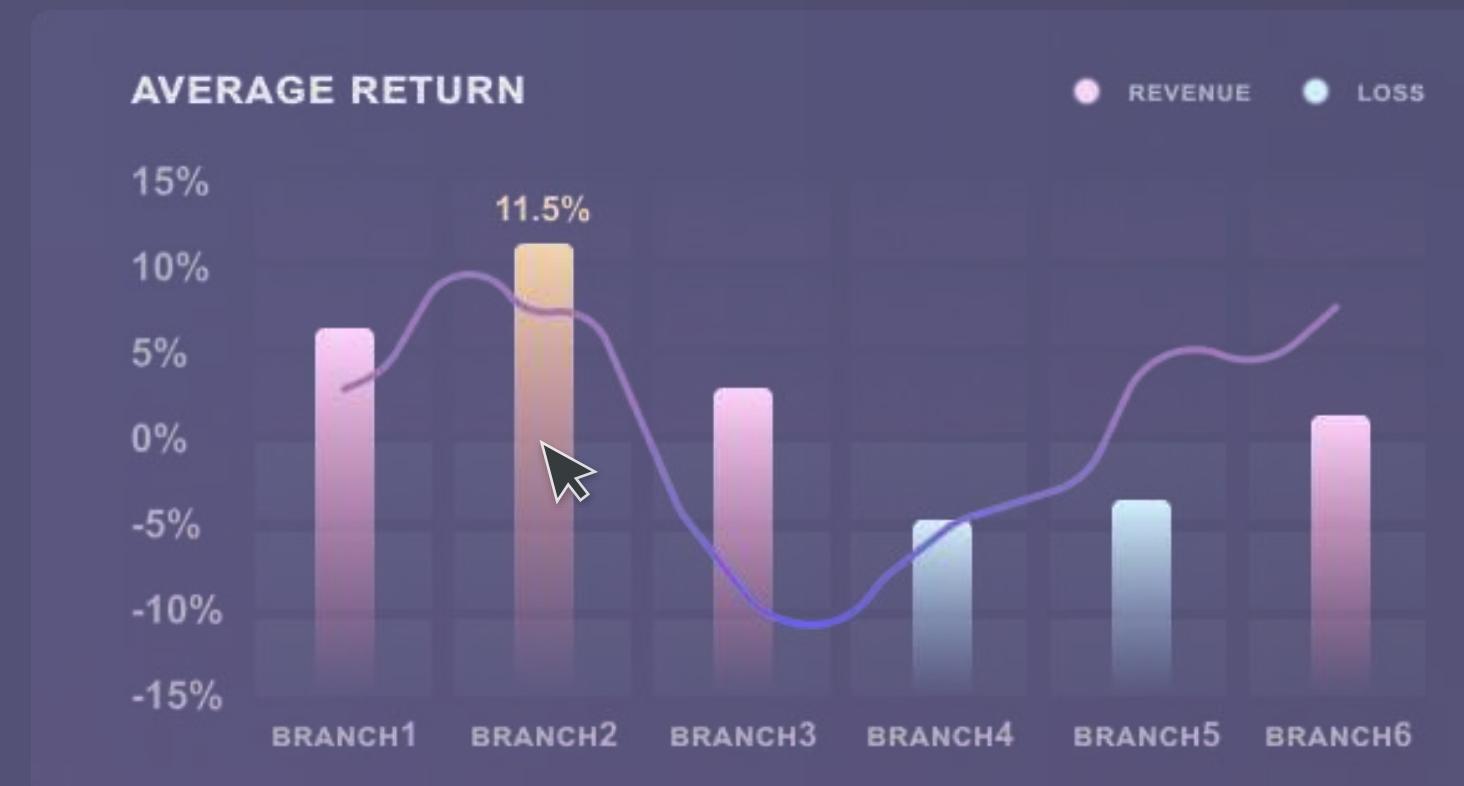
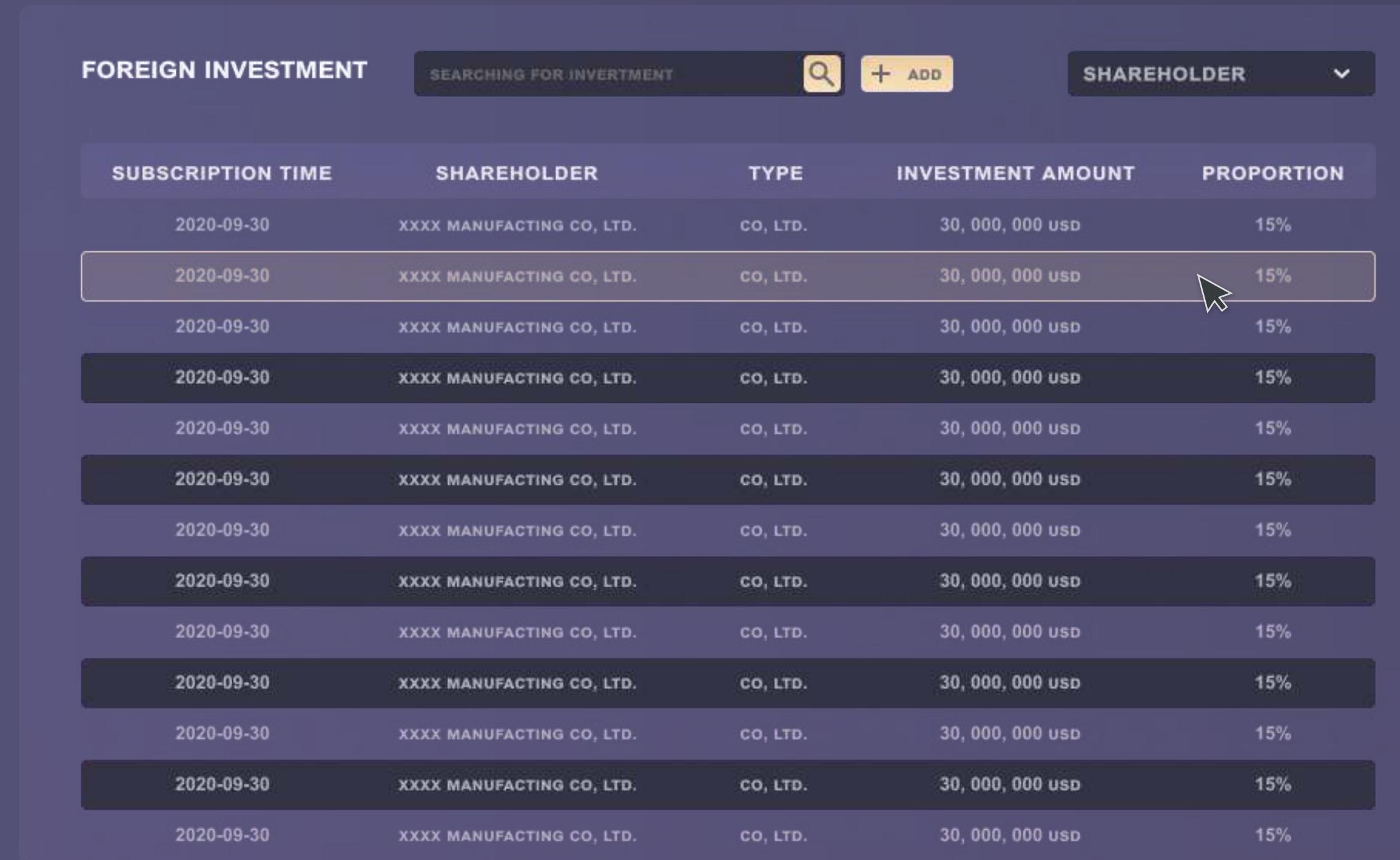
**Headquarters**

- Subordinate branch
- In preparation

Last Update: 2022-01-01 10:00:00

# 功能演示

## Function Display





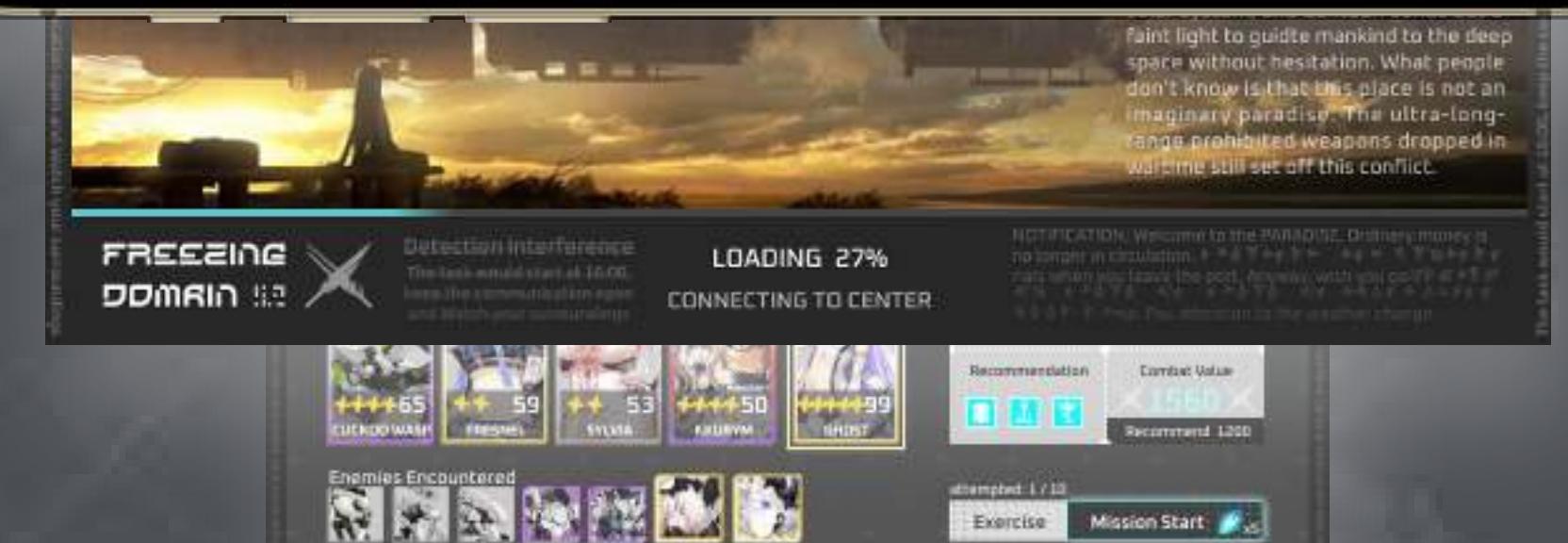




**FREEZING DOMAIN**  
A DUTY REMINDER FROM NEG512A CENTRUS GALAXY R BX

兴趣使然的作品，加入了时下较为流行的扁平化游戏界面设计。在风格上融入了很多个人比较喜欢的元素，目标用户为策略类游戏爱好者。

The works of interest have joined the popular flat game interface design. Many personal preference elements are incorporated in the interface, and the target users are fans of strategic games.



\*借用美术资源：《机动战姬》、《黑潮 深海觉醒》、《少女前线：云图计划》, 插图：画师Astero

# 游戏UI- Freezing Domain

I Game UI - Freezing Domain

## 设计背景

Design Background



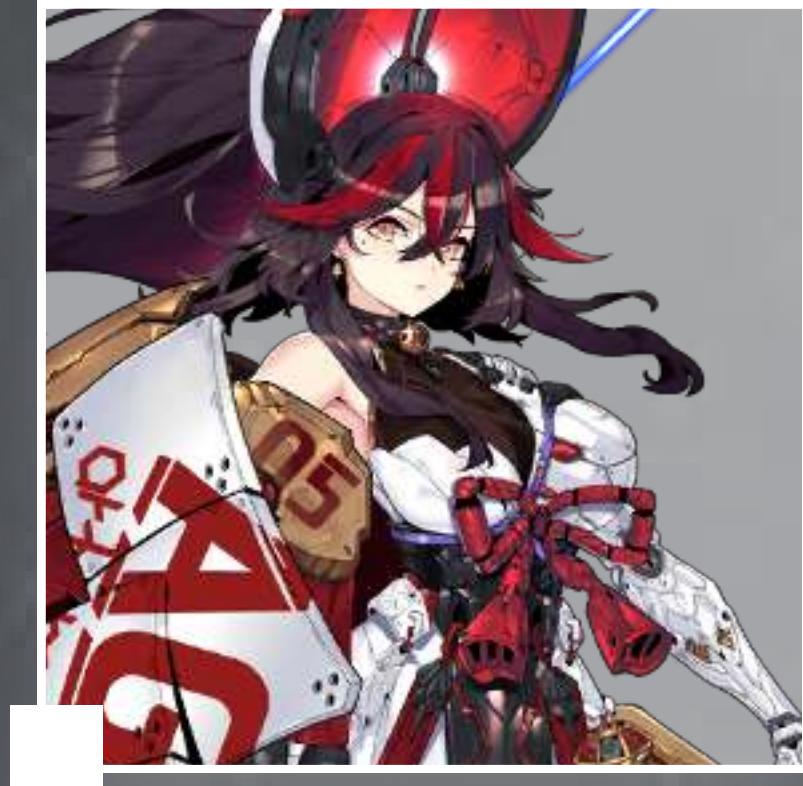
### 重工业风

Heavy Industry Style



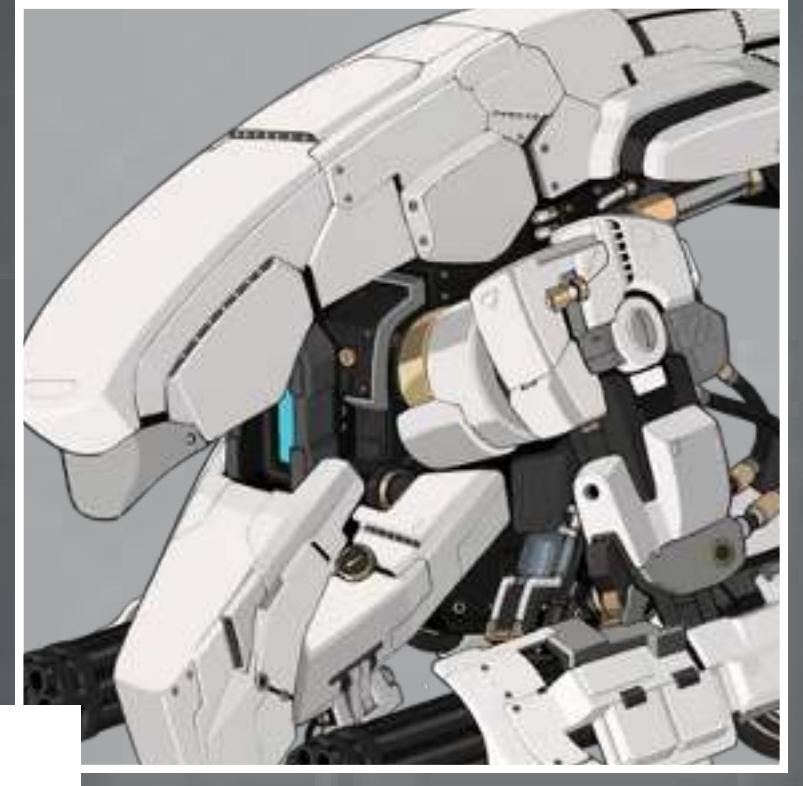
### 近未来世界

Near Future World



### 改造人

Cyborg



### 人工智能

Artificial Intelligence

设计背景设定是在后太空时代，人类飞出太阳系前往深空并试图征服其他文明并将资源据为己用。终版受到刘慈欣老师的《三体》的启发将故事设置于半人马座的几个星球上，巨大的机械生物和渺小的争斗不休的人类可以在这种背景下得到很好的发挥。

整体配色参考了动画《心理测量者》，深灰色的背景中闪烁着蓝绿色的灯光，映衬着巨大的建筑和深空；背景参考了游戏《机甲战魔》中融合了废土和工业风格，破败中存在着秩序的视觉感受。

The design setting is in the post-space era, when human could fly out of the solar system into deep space and try to conquer other civilizations, take resources for their own use. The final version is inspired by Liu Cixin's "The Three Body Problem", the story is set on several planets in Centauri, where huge mechanical creatures and insignificant, pugnacious humans can play well in this context.

I am a fan of Mobile Suit Gundam, and also buy and make some models of Gundam and Armour Girl on sparetime. For a long time, I wanted to make a work about mecha, entering the universe and human introspection. The background of this work is set in several planets of Centauri, in which huge mechanical creatures and insignificant, battlesome humans can act well.

The overall color refers to the animation Psycho Pass, with blue-green lights flashing in the almost black background, which reflects the huge buildings and deep space. The background refers to the game "DAEMON X MACHINA", which combines wasteland and industrial style, and there is a visual sense of order in the dilapidation.



# 颜色和材质

Color & Material

Percent

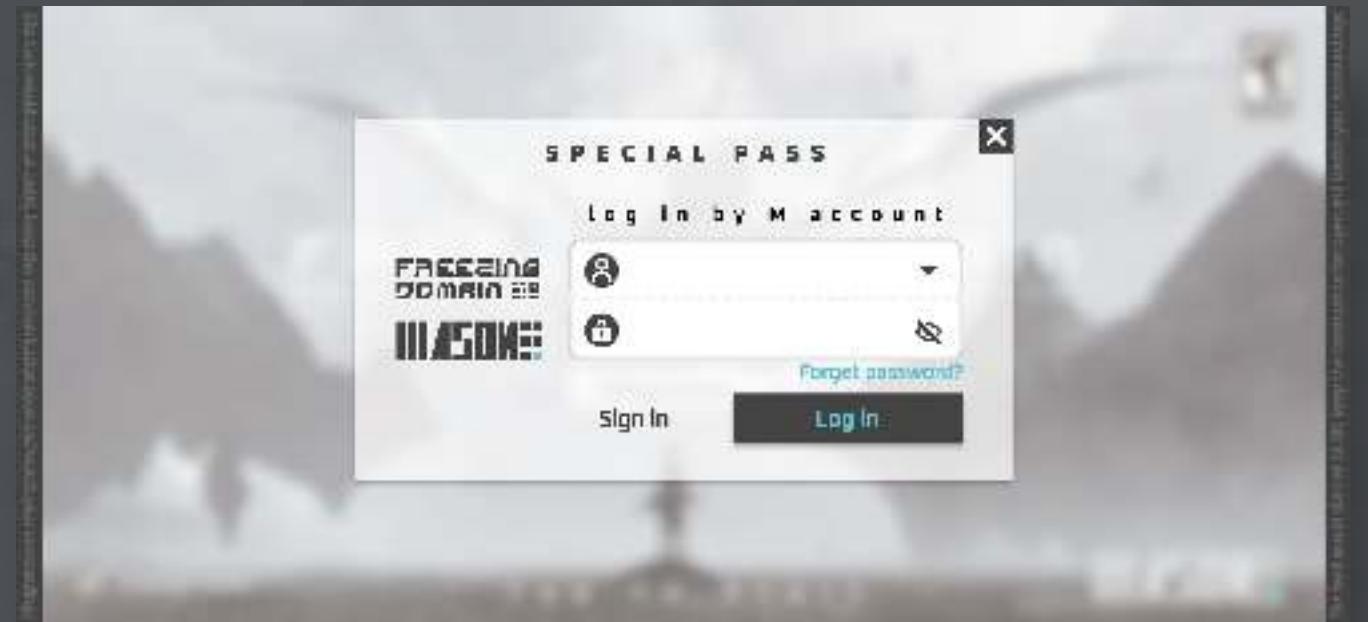
Color Hex	Color Name	Material Description	Usage Examples
#565656	斜十字纹-深灰色	重工业代表色	大部分背景，场景环境，边框
#444444	十字纹-黑色	深空和星系	大部分按钮所采用
#B7B7B7	十字纹-半透白色	建筑外墙	部分按钮所采用，区别于黑色按钮
#00F2F1	湖蓝	仪器提示灯	重要信息提示和部分背景图案
#FFDA3B	柠檬黄	恒星的光芒	星级和主导航栏指示
#FC809C	粉色	活动专用，轻快	活动页面专用颜色

# 游戏UI- Freezing Domain

I Game UI - Freezing Domain

# 登录 & 载入界面

Log In & Loading Pages



登录页面

Log in page

点击登录页进行账号登录或进入游戏，载入界面循环播放插画和介绍  
Click the login page to log in to the account or enter the game, and load the interface to play the illustration and introduction in a loop.



# 游戏UI- Freezing Domain

# 主界面流程

I Game UI - Freezing Domain

Main Page Flow



地图  
Map

角色  
Warder

工厂  
Factory



游戏主页的导航栏指引可以引玩家进入地图(作战), 角色配置和制造工厂, 统一了复杂系统的主要功能, 简化玩家操作流程

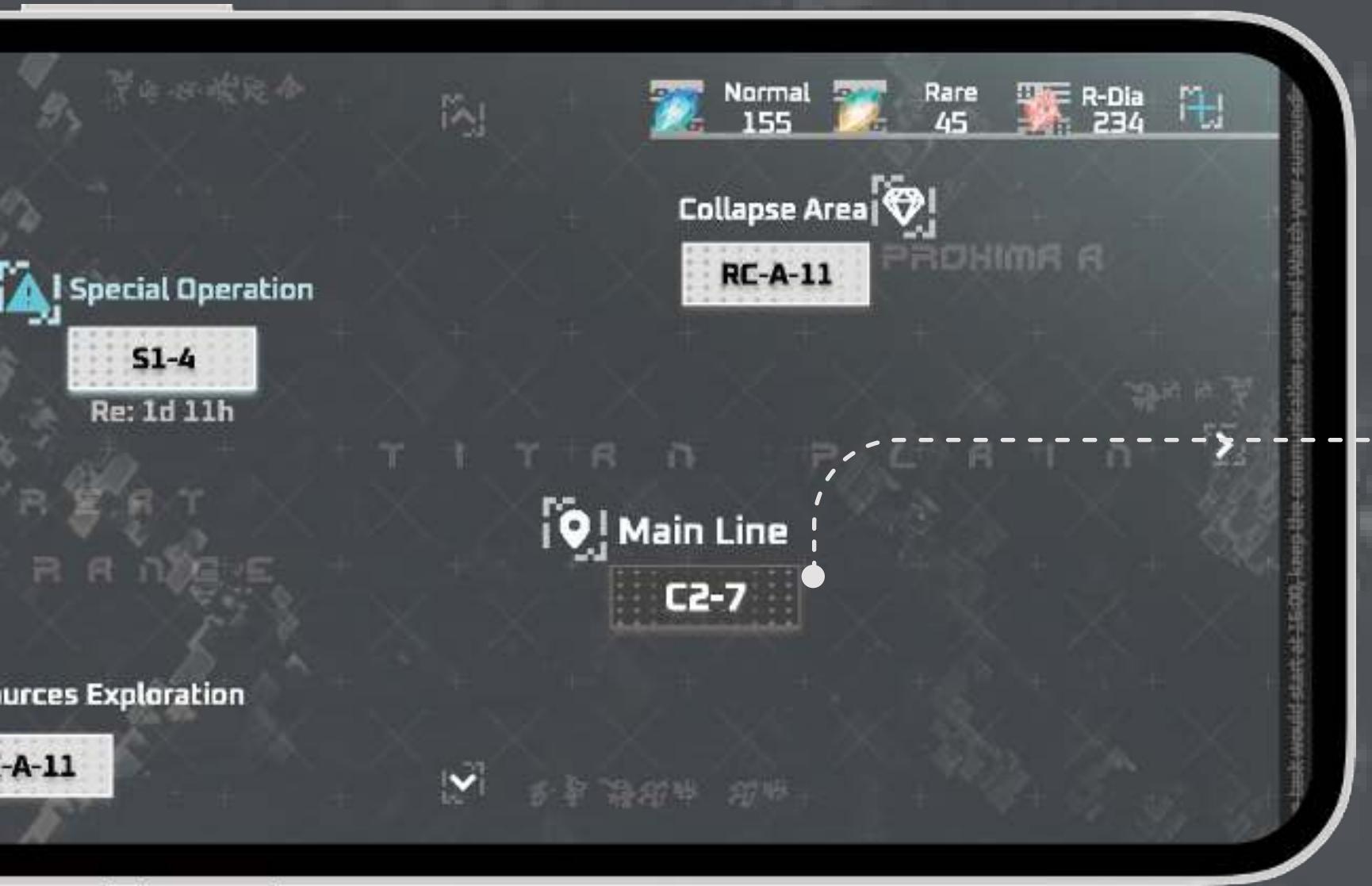
The navigation bar in the home page guides players to the map (combat), role configuration and manufacturing factory, which unifies the main functions of complex system and simplifies the operation process of players.



商店  
Shop

区别于其他页面的深灰主体色，商店页面设置成很活泼的粉色，让玩家有更轻松的购买体验。

Different from the dark gray main color of other pages, the store page is set to a lively pink color, which makes players have a more relaxed buying experience.



任务配置  
Combat Setting



任务完成  
Mission Accomplished

主线任务中可以进行人员配置，采用经典卡片式排布。在重点区域采用粒子效果。

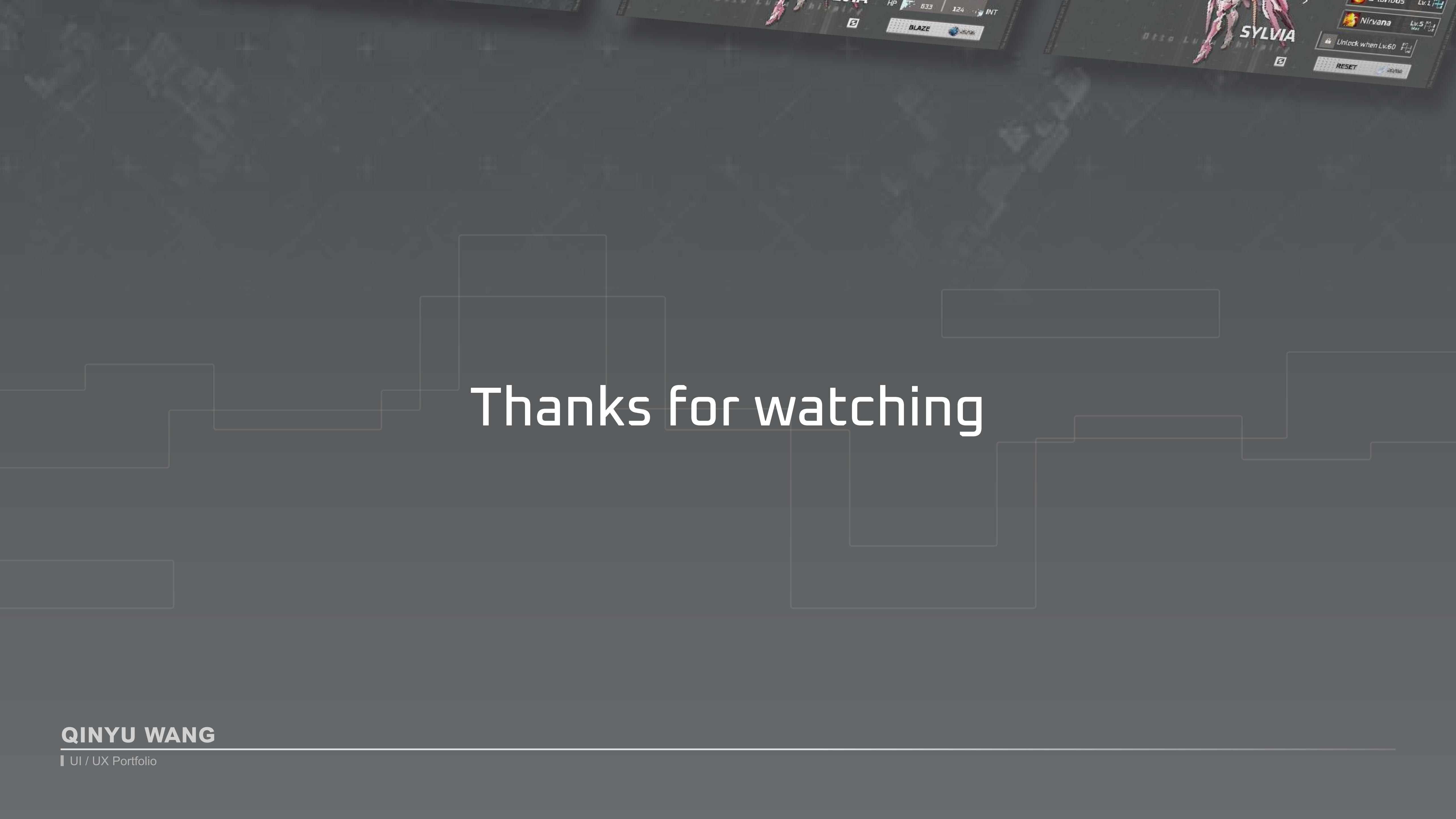
Personnel can be allocated in the main task, and the classical card arrangement is adopted. Particle effect is adopted in key areas.

# 地图系统

Map System







Thanks for watching

**QINYU WANG**

UI / UX Portfolio