

OCEAN UNIVERSITY OF CHINA

P



R



RHODE ISLAND SCHOOL OF DESIGN

PORTFOLIO

R

F
E
N
Z
H
A
N
G

D



T



EDUCATION
BACKGROUND

T

RHODE ISLAND SCHOOL OF DESIGN | TEACHING & LEARNING IN ART & DESIGN | GPA: 3.95(4)
OCEAN UNIVERSITY OF CHINA (LEVEL: 985) | INDUSTRAIL DESIGN | RANKING: 10%

SKILLS

U

PS | AI | AE | XD | PR | OFFICE SUITE
RHINO | ALIAS | CAD | C4D | KEYSHOT
HTML | C++ | SCRATCH

AWARDS

O

2019 RISD SCHOLARSHIP
2018 OUC SCHOLARSHIP
2017 OUC SCHOLARSHIP
UXPA CONTEST (3RD PLACE NATIONALLY)
SHANDONG MACHANICAL DESIGN CENTEST (1ST PLACE)

LANGUAGES

B

CHINESE(MOTHER LANGUAGE)
ENGLISH(PROFICIENT) | KOREAN (PROFICIENT) | SPANISH (BASIC)

PROFESSIONS

A

UX/UI | WEB DESIGN | PRODUCT DESIGN |
LEATHER CRAFT | GLASS CRAFT | VIOLIN | DRUM
ART & PHILOSOPHY RESEARCH | LANGUAGE LEARNING

P O R T F O L I O

CONTENTS



ADVENTURE NOTEBOOK
PRODUCT & UI DESIGN COMBINING THE E-NOTE AND NOTEBOOK



AD+
UI & INFORMATION DESIGN
FOR THE SOCIAL CHANG-ALZHEIMER'S DISEASE



ER-YUE STUDIO
STAR-UP FOR CREATIVE LEATHER CRAFT ART STUDIO



OTHER DESIGNS
VI DESIGN, INDUSTRIAL DESIGN, BASIC SKILLS



INTERDISCIPLINARY PRACTITION ART & AESTHETIC



Adventure

Interaction Design For Notebook Users

PROJECT INTRODUCTION

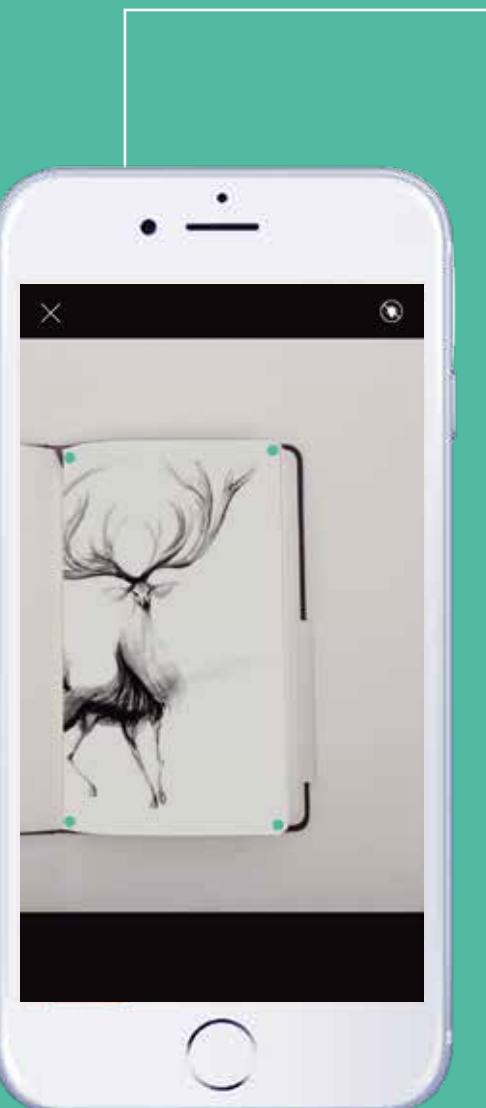
WE DESIGN AN ELEGANT WAY FOR WRITING AMATURES TO RECORD LIFE AND MANAGE NOTES. BASED ON THE IMAGE SCANNING AND INTERNET TECHNIQUE, WE DEVELOP A RELEVANT INTERACTIVE CELLPHONE-BASED APPLICATION.

E-DIARY ALBUM

THREE IDENTIFICATE POINTS IN THE CORNERS HELP THE USER RECORD DIFFERENT KINDS OF NOTE AND SAVED IN CLOUD PERMANENTLY THROUGH THE APP INDIVIDUAL ACCOUNT.

SHARING

AFTER ELECTRONIC THE CONTENT, USERS CAN SHARE IT TO THE APP COMMUNITY OR OTHER PLATFORMS. NO MATTER IT IS A POEM, PAINTING, A PIECE OF ART, ETC.



INTRODUCTION

WITH THE DEVELOPMENT OF PEOPLE'S LIVING STANDARD, TRAVEL HAS
BEEN THE MOST POPULAR CHOICE OF ENTERTAINMENT FOR MANY PEOPLE.
THEY WANT TO RECORD AND SHARE THE ENLIGHTENMENTS AND STORIES
HAPPENED DURING A JOURNEY.
COMBINING THE SKILLED CRAFT AND THE CONVENIENT MOBILE SCANNING
TOOL, WE DESIGN THE ADVENTURE NOTEBOOK AND RELEVANT APP TO
SATISFY USERS' NEEDS.

BACKGROUND

PAIN POINTS



- THE UNEXPECTED LOSS OFTEN IS DIFFICULT TO RETRIEVE.



- THE CONTENT NEEDS TO KEEP SECRET.



- TROUBLESOME TO LOOK THROUGH SEVERAL NOTEBOOKS.



- CUMBERSOME TO DO THE SECOND CREATION.

COMPETITIVE ANALYSIS



ROCKETBOOK(ELECTRONIC WRITING)

ROCKETBOOK CONSISTS OF 3 PARTS: NOTEBOOK, PILOT FRIXION PEN AND THE SOFTWARE CONNECTS PEN AND CLOUD.

ROCKETBOOK COMBINE CALLIGRAPHY WITH TECHNOLOGY, INSPIRES US TO MAKE A PERMANENT NOTEBOOK WHICH SUPPORTS SHARING AND ELECTRONIZATION.



SCANNING KING(SCANNING TOOLS)

SCANNING BY POTOGRAPH THE IMAGE YOU WANT TO SAVE AND THE SYSTEM HELPS TO STRENGTHEN THE CONTRAST RATIO. PROVIDING ESSENTIAL FUNCTIONS SUCH AS SHARING AND ADDING ILLUSTRATION. IT INSPIRES US UTILIZE THE PREFERENCE OF TRADITIONAL PAPER WRITING AND ELECTRONIC CONVENIENCE IN THE FURTHER DEVELOPMENT.



JIANSHU(CONTENT SHARING)

JIANSHU DEDICATES IN OFFER THE BEST SHARING EXPERIENCE. CONSCISE AND ELEGANT INTERFACIAL DESIGN BRINGS JOVIALITY AND RELAXING. AT THE SAME TIME, OTHER FUNCTIONS LIKE EDITING MAKE IT MORE CONVENIENT TO COMMUNICATE TO THE COMMITY. CONSTANTLY PRODUCE THE QUALITY CONTENTS.



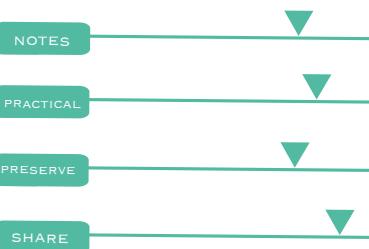
MAIN USER

JOURNALIST

GUIDING PRINCIPLE

- FREQUENT TRAVEL
- FREQUENT SOCIAL CONTACT
- CONCERN PRESERVATION
- LOVE HANDWRITING

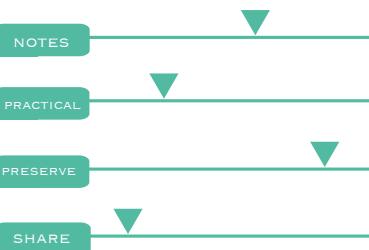
CORE NEEDS



POTENTIAL USER

WRITER

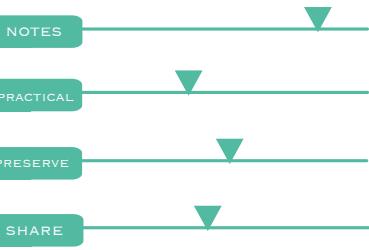
- TRAVEL OCCASIONALLY
- DISLIKE SHARING
- CONCERN PRESERVATION
- NOTEBOOK IS NECESSARY



EGED USER

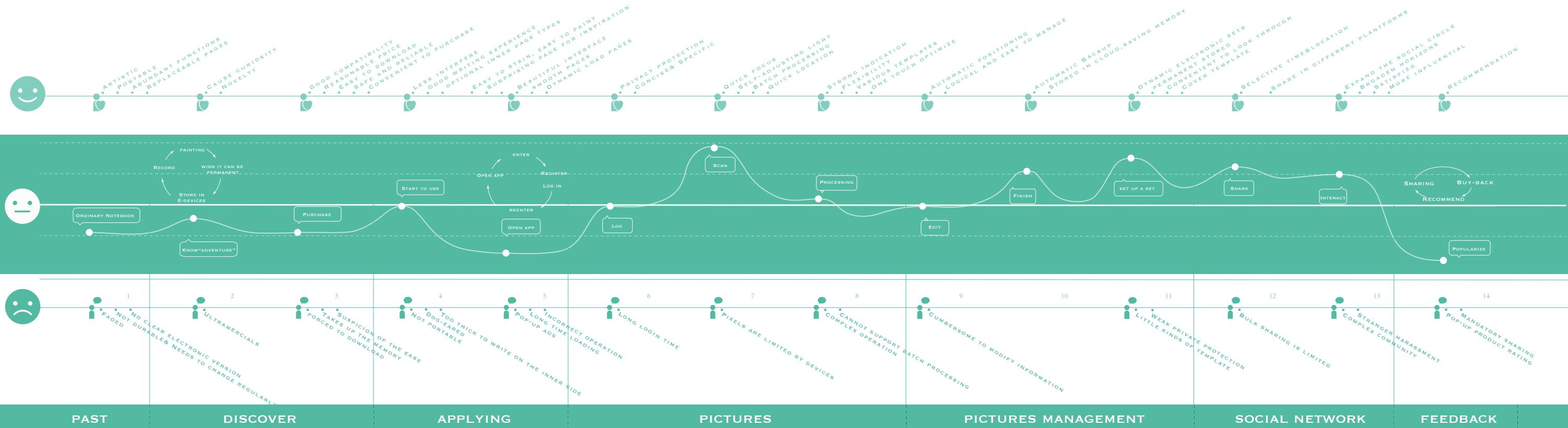
YOUNG ARTISTS

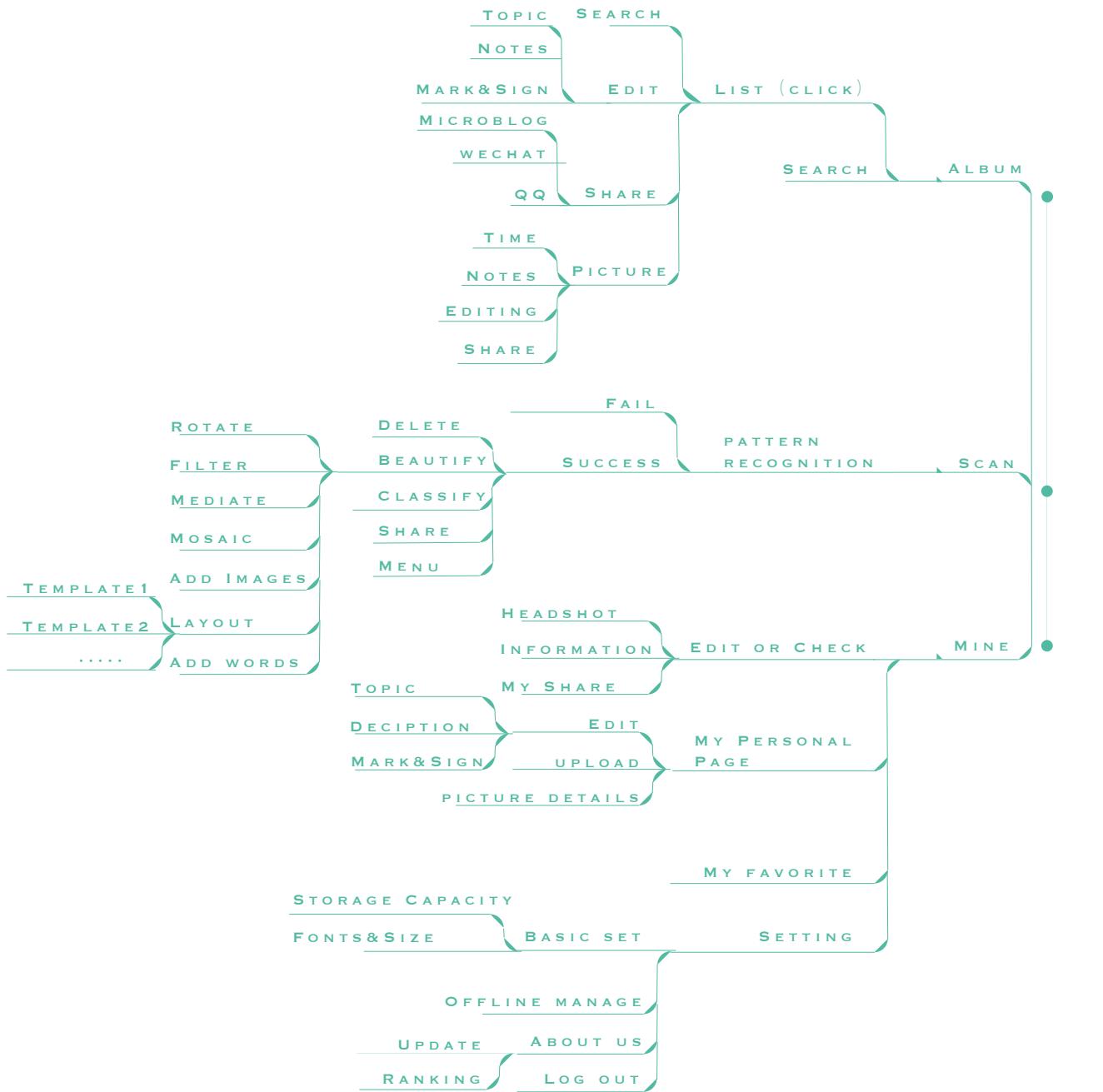
- TRAVEL OCCASIONALLY
- SOCIAL CONTACT
- CONCERN PRESERVATION
- KEEP DIARY



USER RESEARCH

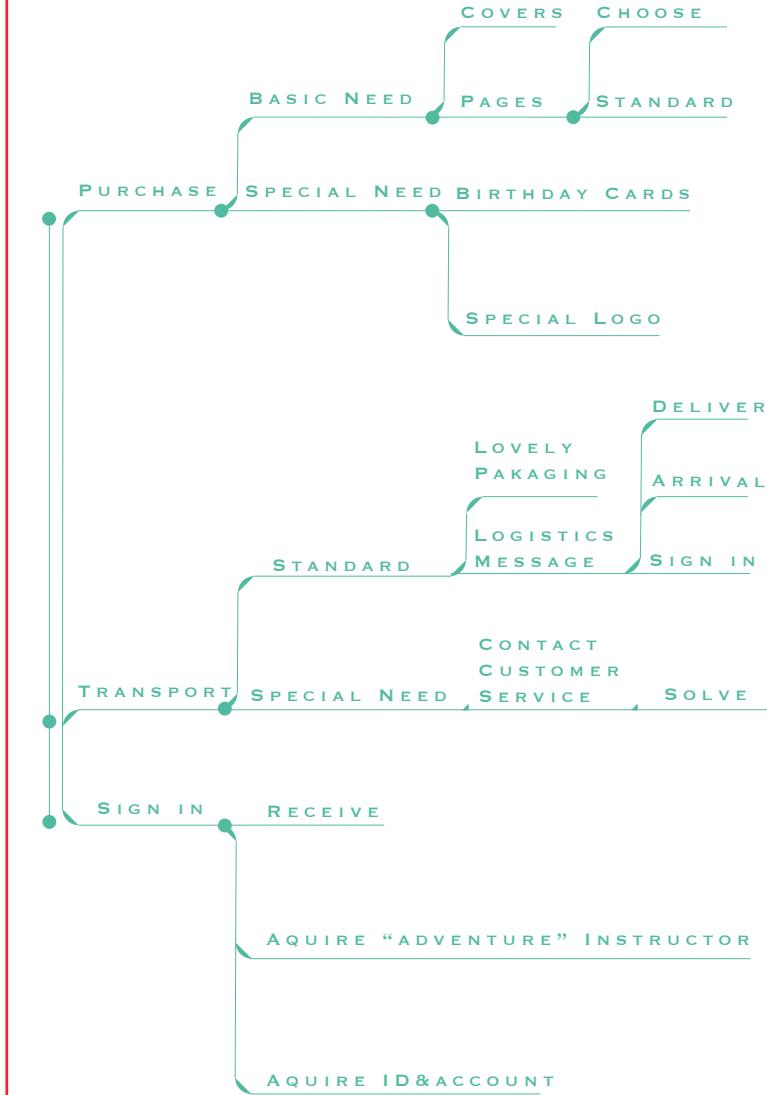
USERS EXPERIENCE JOURNEY MAP





卷之三

卷之三



VISUAL



LOGO

A FOR ADVENTURE, THE FIGURE

ILLUSTRATES TRAVELLERS.

COLOUR

WHITE AS THE BACKGROUGND,

EMBELLISH WITH BLUE AND GREEN,

SHOWS A SENSE OF NATURE AND

VITALITY.



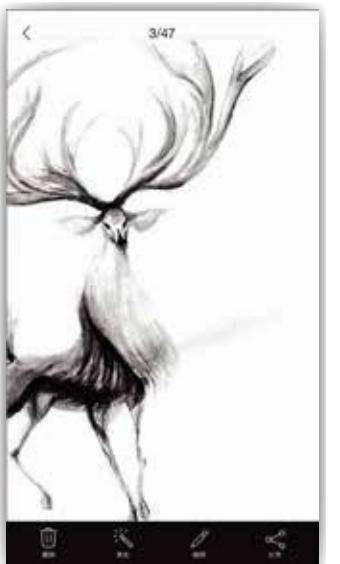
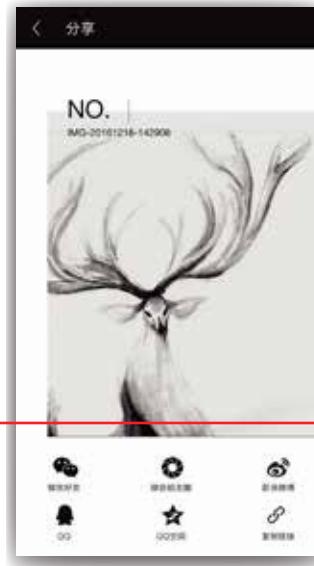
ICON&LOGO

#171717

#12CACA

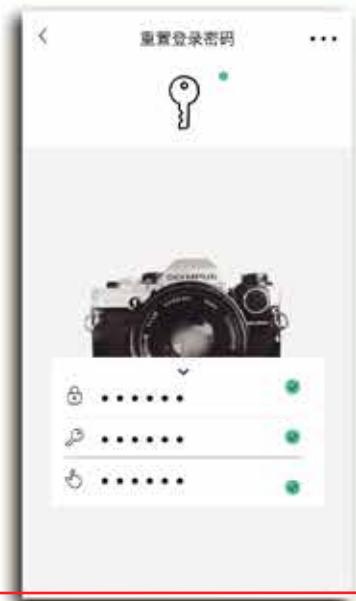
REGISTER & LOGIN





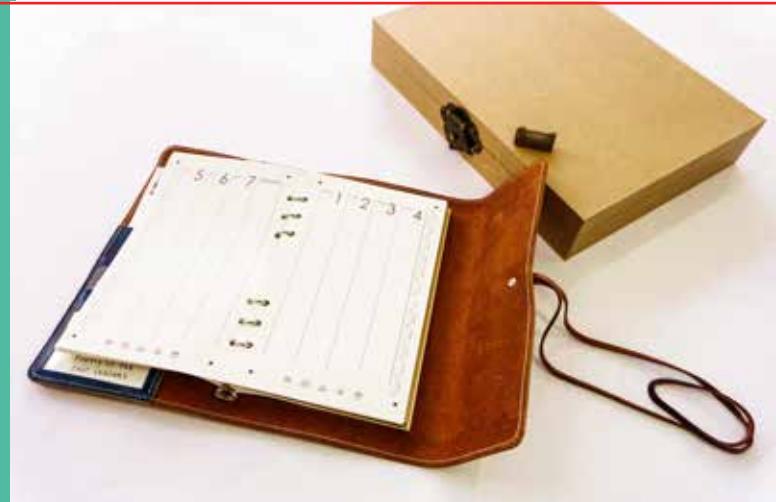
S E T T I N G S

S C A N



FINISHED

PHOTOGRAPHS



INSIDE PAGES

【TEXTURE】

WOOD-FREE PAPER (100G*40)

KRAFT PAPER (100G*40)

SIZE: 130X210MM

TWO KINDS OF PAPER HELP PROTECT THE EYESIGHT

(THIS IS ONLY A REFERENCE VERSION,

IT ENABLES USERS TO DIY AS THEY LIKE.)

【FUNCTION】

MEET NEEDS IN DIFFERENT OCCASIONS

-CARDS HOLDER

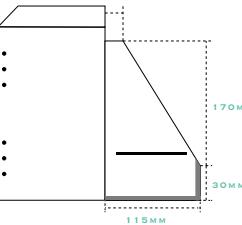
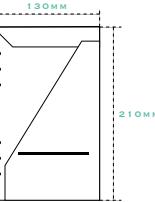
-TICKETS STORAGE

-STICKY NOTES

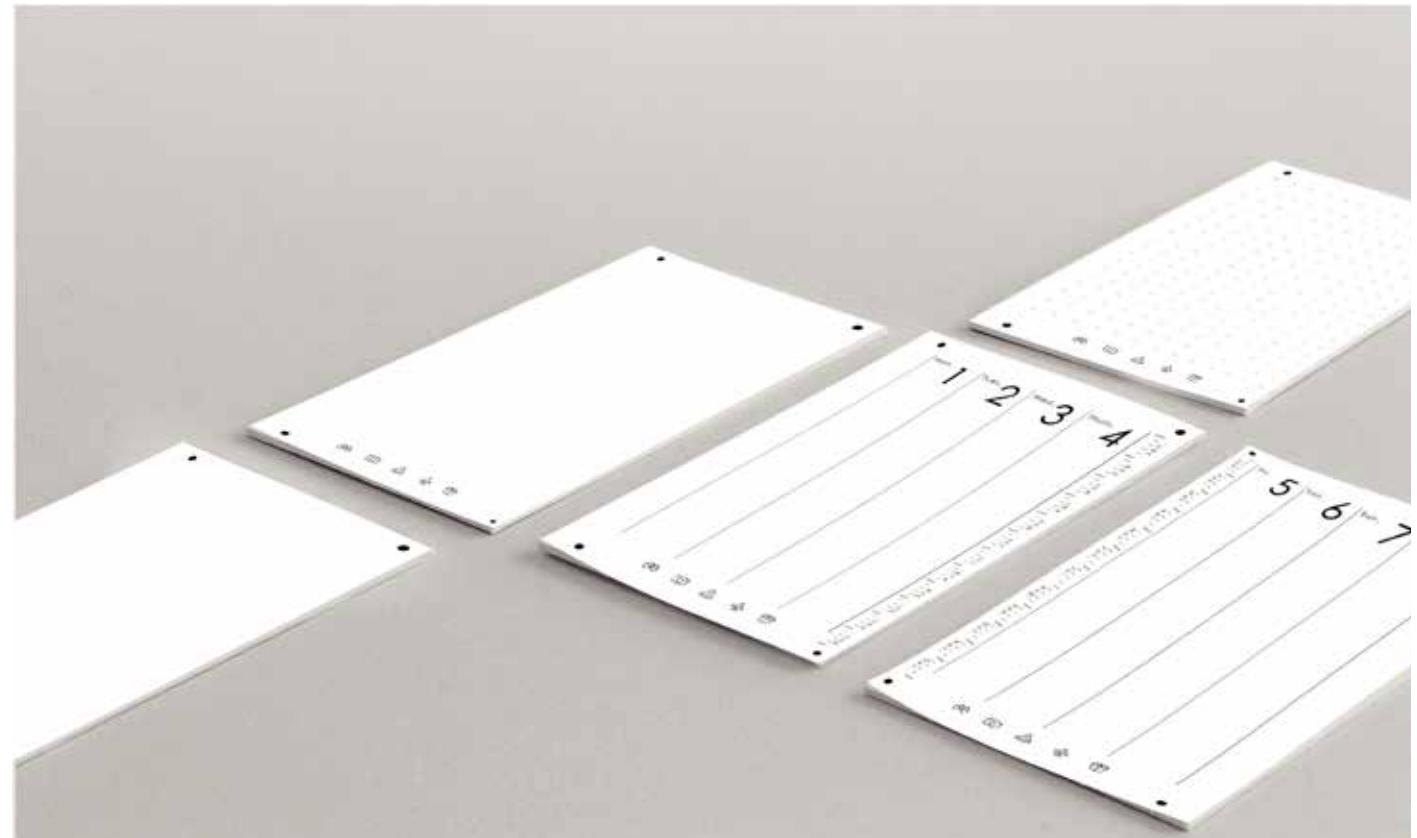
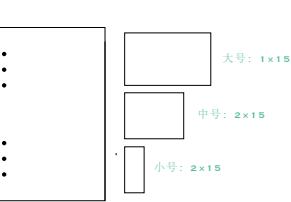
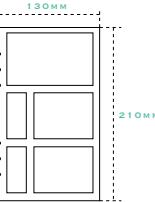
-RULER

-CALENDAR

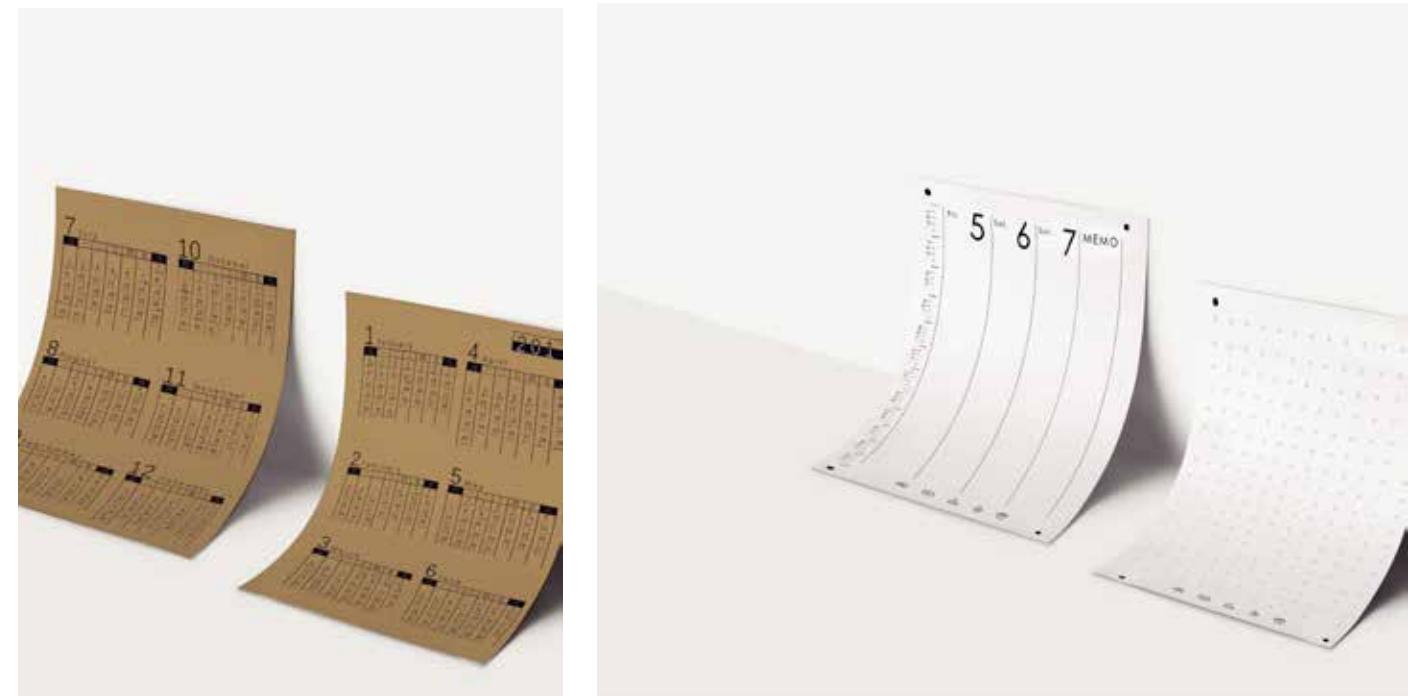
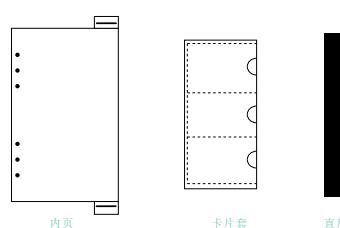
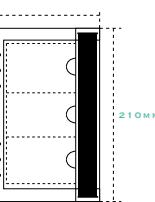
KRAFT PAPER STORAGE



QUICK STICKY NOTES



RULER AND CARDS HOLDER





| Background

Until 2015, there are about 10 million AD patients in China, the number will double in 2040, with 49% of cases being mistaken for natural aging. Patients' families are responsible for the primary nursing work, and they are also at high risk of both mental and physical illness.

| Purpose

- Strengthen the relationship of families
 - Ease the burden on caregivers
 - Reconstruct the harmony & peace
- Emphasize the social value and significance of responsibility

| Positioning

AD+ is a community app designed for the AD families. It dedicates to awakening patients' memory, improving the family relationship quality and alleviating the emotional needs of caregivers.

| Core Functions

Time Image: Material comes from all the family members, taking patients as the center

Community: to unify the whole alzheimer's families, meet the demand of members.

Professional Content: to provide the most professional care knowledge and the latest news and information.

INTERVIEW

THE WHOLE PROGRAM
FIELD INVESTIGATION
STARTED AT 20TH/-
MARCH/2017 TO 3TH/-
MAY/2017, THE RANGE
OF THE SURVEY IS
MAINLY IN TSINGTAO
CITY, INCLUDING 5
NURSING HOMES, 2
HOSPITALS, 3 COMMUNI-
TIES AS WELL AS ITS'
LOCAL GOVERNMENTS
OFFICE AND HEALTH
SERVICE CENTER.

DESCRIPTION

INSTRUCTION:

TIME ● (E.G. 5.3)

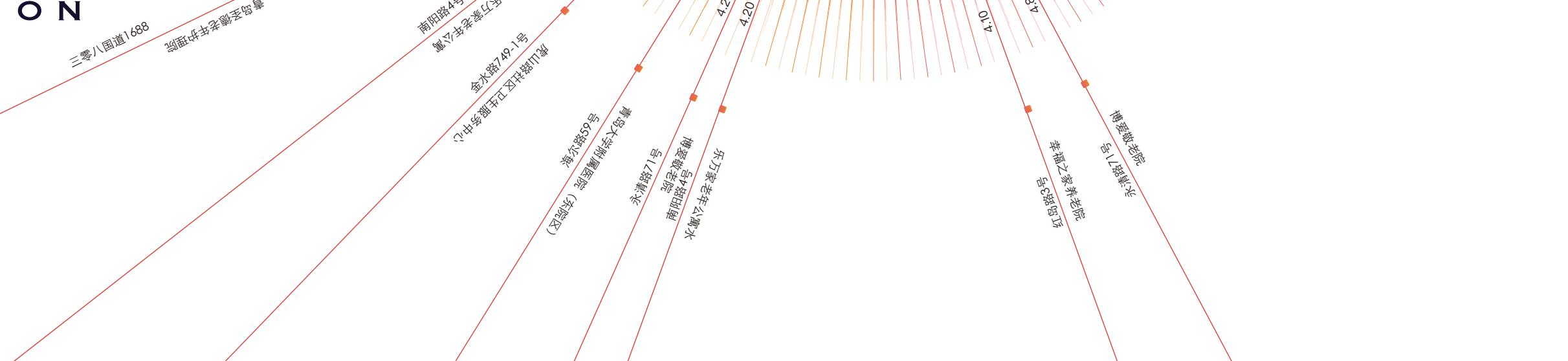
LOCATION ○

SITE ■ (E.G. 百通馨苑一区)

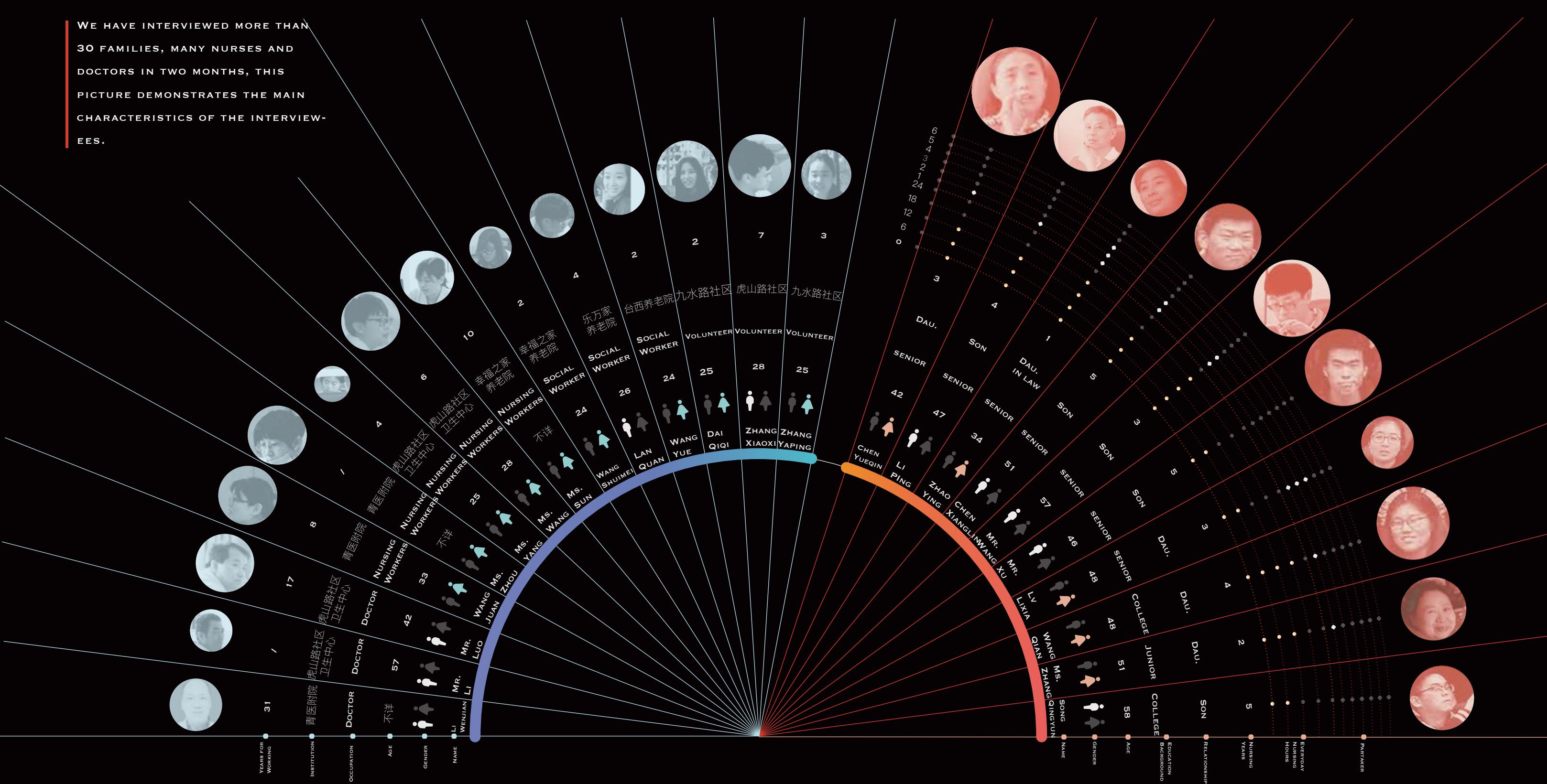
LOCATION



ON



WE HAVE INTERVIEWED MORE THAN
30 FAMILIES, MANY NURSES AND
DOCTORS IN TWO MONTHS, THIS
PICTURE DEMONSTRATES THE MAIN
CHARACTERISTICS OF THE INTERVIEW
EES.



SOCIAL WORKERS AND NURSING WORKERS

MEMORIES AWAKENED FROM OLD SONGS AND PHOTOS
GAMES HAVE SOME POSITIVE EFFECT
CHOOSE THE RIGHT WAY TO COMMUNICATE
FEEL DESERVING AFTER LONG-TERM CONTACT
FAMILY COMPANIONSHIP SLOWS DOWN THE DETERIORATION



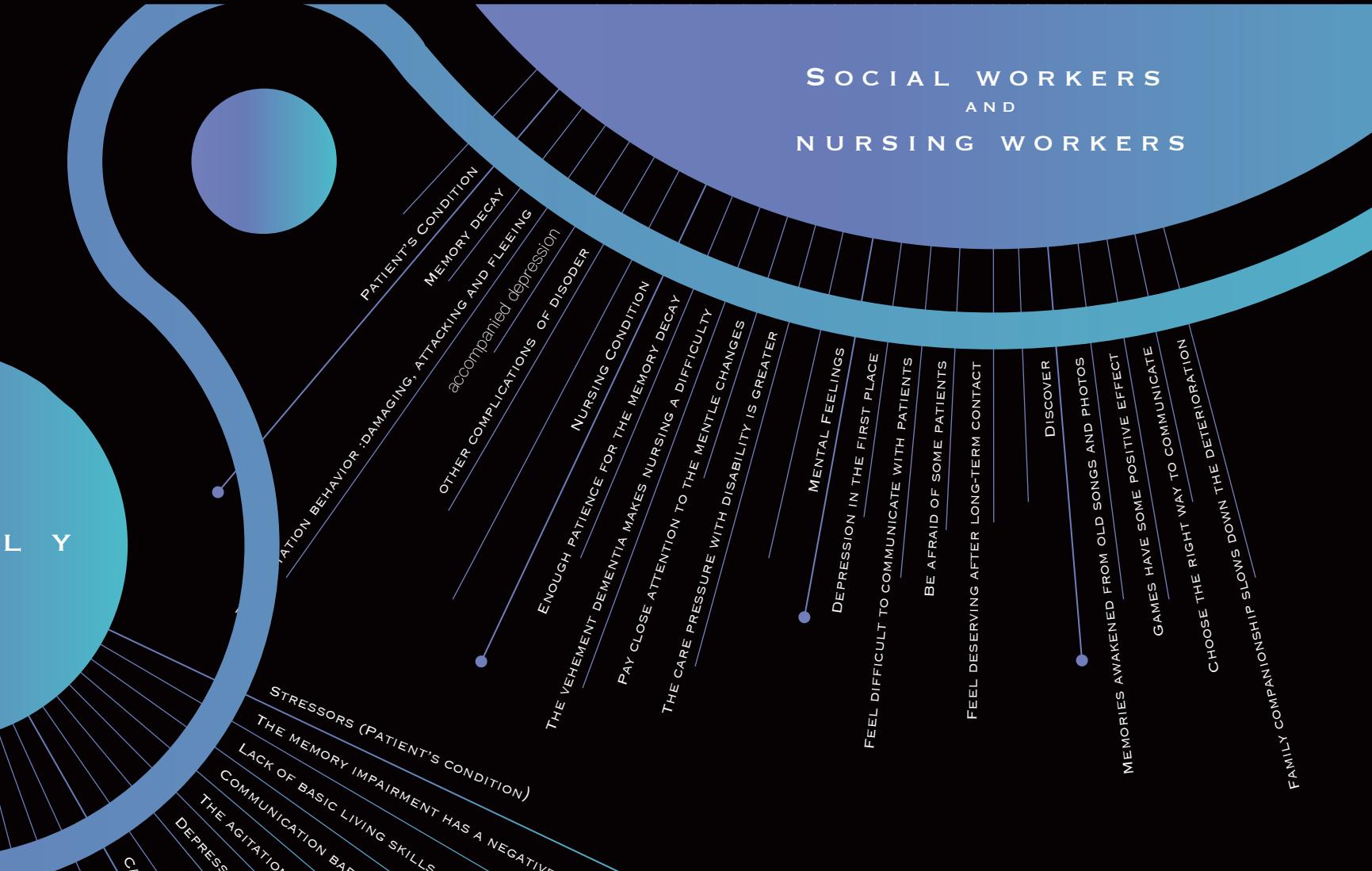
INTERVIEW RESULTS

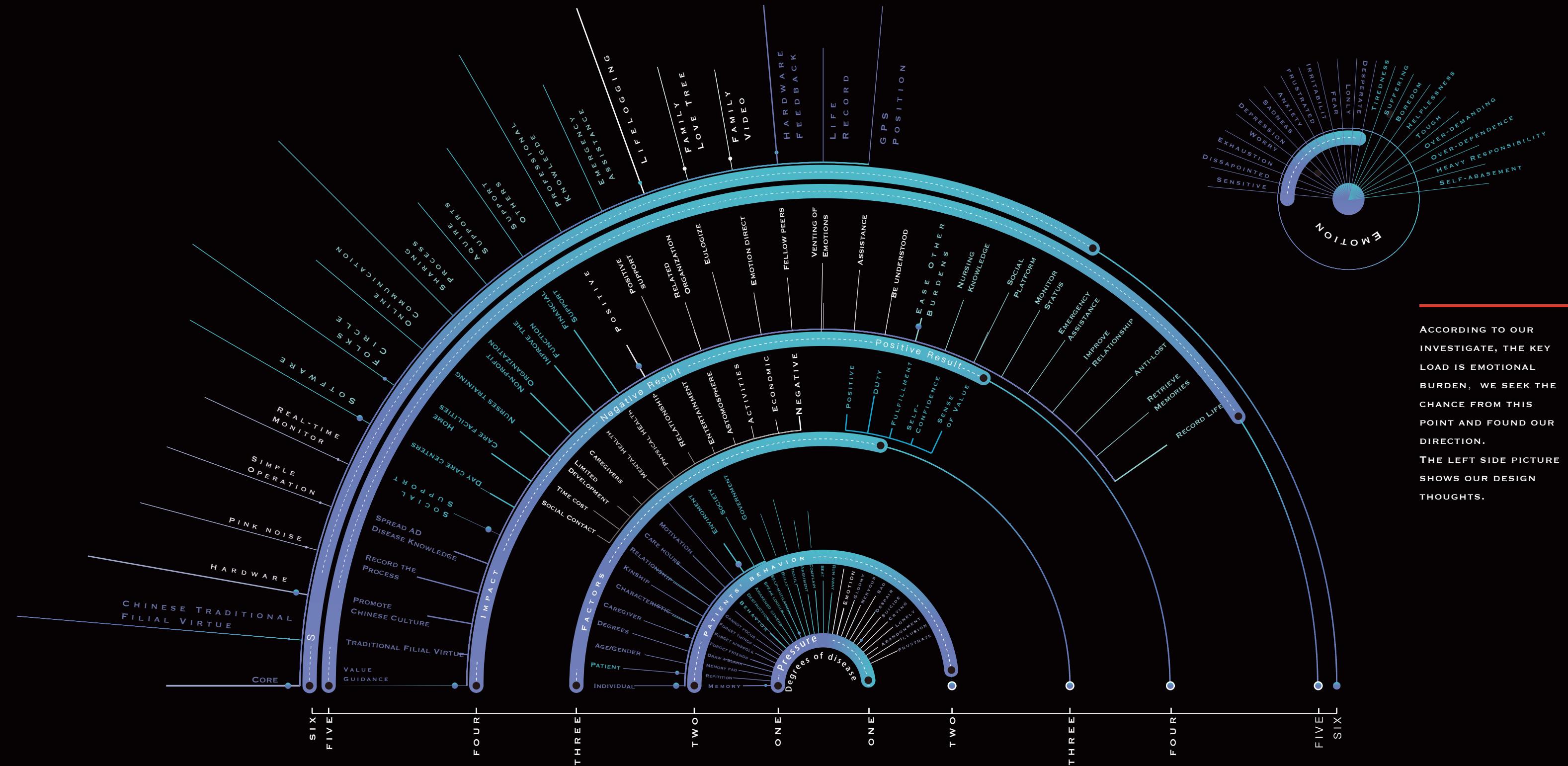
DOCTORS AND CARE WORKERS

THE INSTITUTIONS ATTENTION SHOULD PAY MORE ON THIS DISEASE
MISS THE EARLY STAGE, PRODUCE LITTLE EFFECT
NO NEED TO BE IN HOSPITAL
ONLY OLDS WITH OTHER DRINKING, EATING AND DEFECATION NEED TO BE REMINDED
SUGGESTIONS
NURSES NEED PROFESSIONAL TRAINING
TRAINING IN INTELLIGENCE AND MENTAL HEALTH RECOVERY CARE: STRATEGY, SOFT MUSIC SAFETY CARE: PREVENT FALLING DOWN, HURTING OTHERS SUICIDE, BEING LOST, BATH, TOILETTEING LIVING CARE: DIET, NURSING CONDITION BUT DRUGS HAVE SIDE-EFFECT IN EARLY STAGE USE DRUG THERAPY TO SLOW DOWN THE DETERIORATE MOST HAVE NO AWARENESS OF TREATING TREATING CONDITION

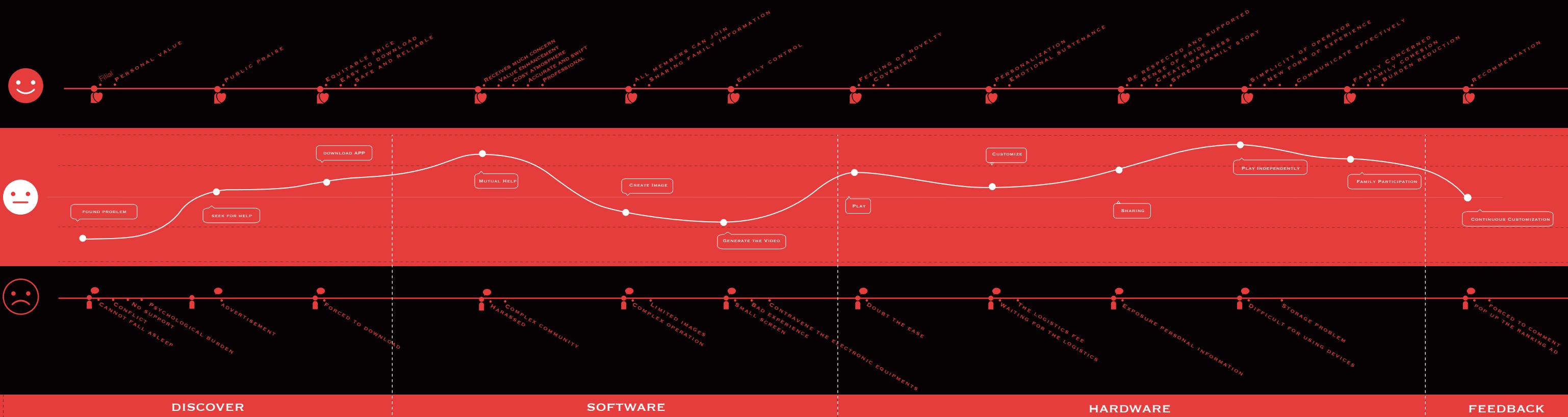
FAMILY

STRESSORS (PATIENT'S CONDITION)
THE MEMORY IMPAIRMENT HAS A NEGATIVE EFFECT
LACK OF BASIC LIVING SKILLS IS THE MAIN SOURCE OF BURDEN
COMMUNICATION BARRIERS AFFLICTS FAMILY MEMBERS
THE AGITATION BEHAVIORS
DEPRESSION IS THE FOCUS OF THE CAREGIVERS
NEGATIVE EMOTION
ANXIETY: SENSITIVE, FEARNESS, DESPERATION
EXTERNAL EMOTIONS: IRRITABILITY, IRASCIBILITY
FATIGUE: EXCESSIVE
TIME BURDEN (KEY COMPONENT)
CAREGIVERS' BURDEN
CAREGIVERS: DISRUPTED PERSONAL LIFE
SOCIAL BURDEN: AFFECTS SOCIAL LIFE
EMOTIONAL BURDEN: AFFECTS EMOTIONAL LIFE
DEVELOPMENT LIMITED
RESPONSIBILITY: AFTER ROLE TRANSITION
GENERAL SELF-ESTEEM
POSITIVE SELF-ESTEEM
GENERAL EMOTION
POSITIVE EMOTION, SELF-ABASEMENT
CONFIDENCE
TOUGHNESS
ENRICHMENT
ROLE TRANSITION
GENERAL SELF-ESTEEM
RESPONSIBILITY: AFTER ROLE TRANSITION
GENERAL EMOTION
POSITIVE EMOTION, SELF-ABASEMENT





USERS EXPERIENCE JOURNEY MAP



PERSONA

TARGET:

PATIENT'S FAMILY

MEMBERS

WE USE FOUR MAIN

FEATURES(BURDEN

LEVEL, NURSING

TIME, POSITIVE

FEELING, SOCIAL

CONTACT) TO

DEVIDE THE TARGET

USERS INTO "KEY

MINDER", "VICE

MINDER" AND

"CARE PERSON"



KEY USER

KEY MINDER

BURDEN LEVEL

NURSING TIME

POSITIVE FEELING

SOCIAL CONTACT

POTENTIAL USER

VICE MINDER

BURDEN LEVEL

NURSING TIME

POSITIVE FEELING

SOCIAL CONTACT

MARGINAL USER

CARE PERSON

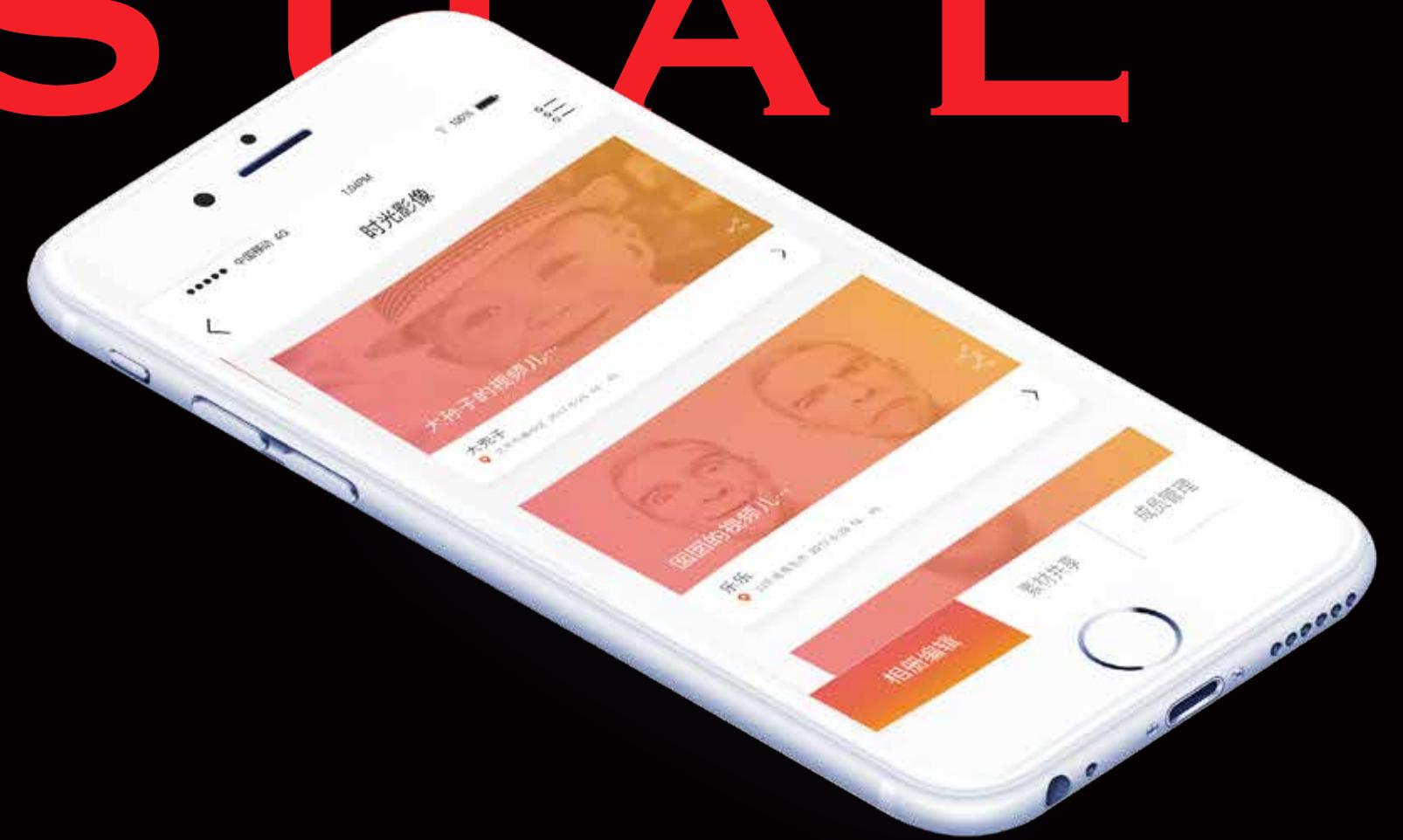
BURDEN LEVEL

NURSING TIME

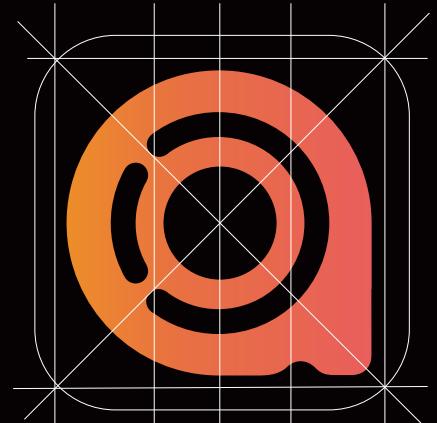
POSITIVE FEELING

SOCIAL CONTACT

VISUAL



F F F 9 2 1 5
F F 6 0 5 B
1 C 1 B 1 B
4 F 4 F 5 0



ICON & LOGO

IMAGE

THE "A" FOR ALZHEIMER'S

DISEASE

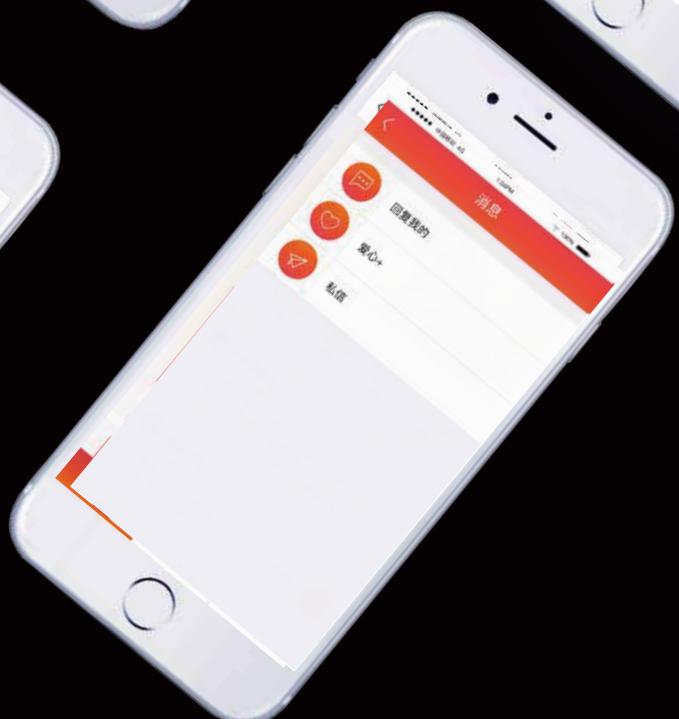
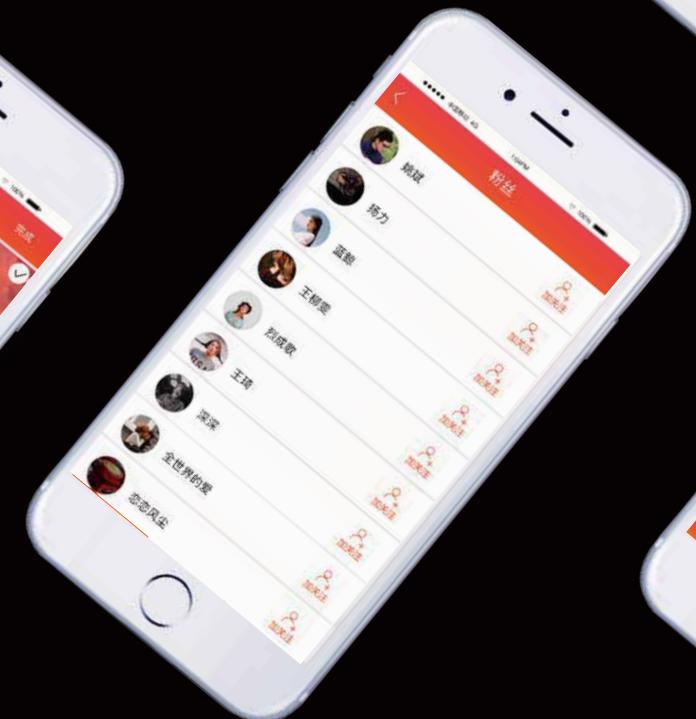
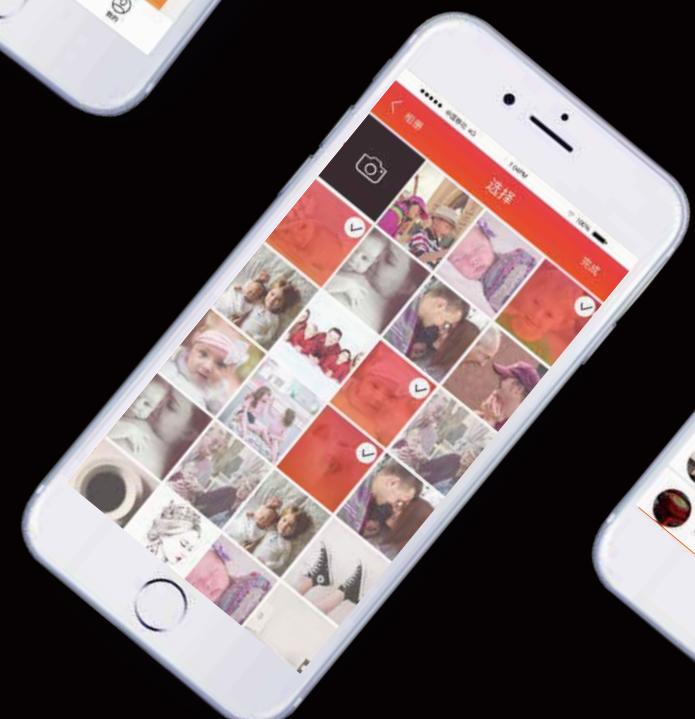
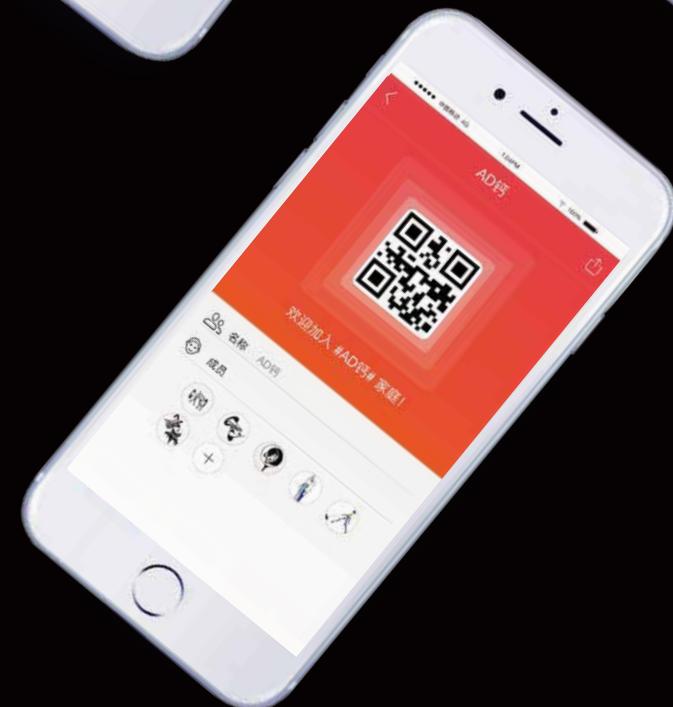
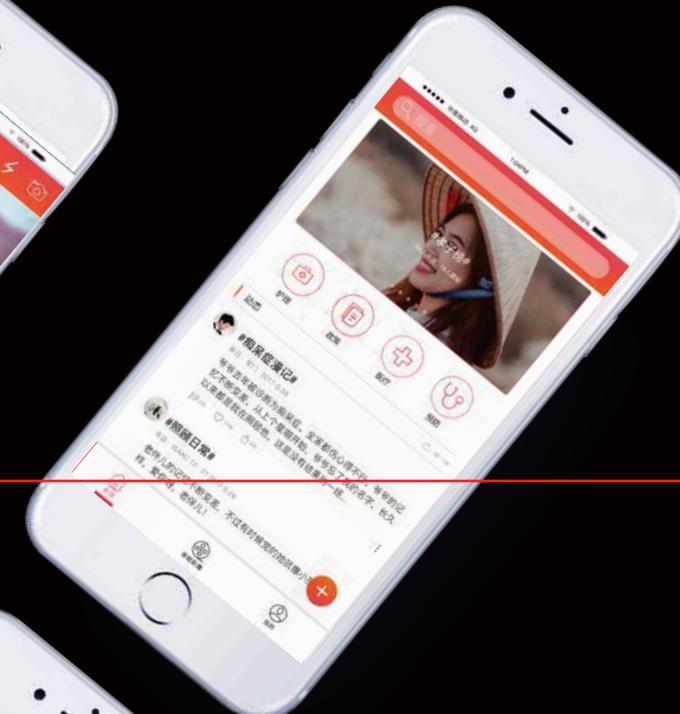
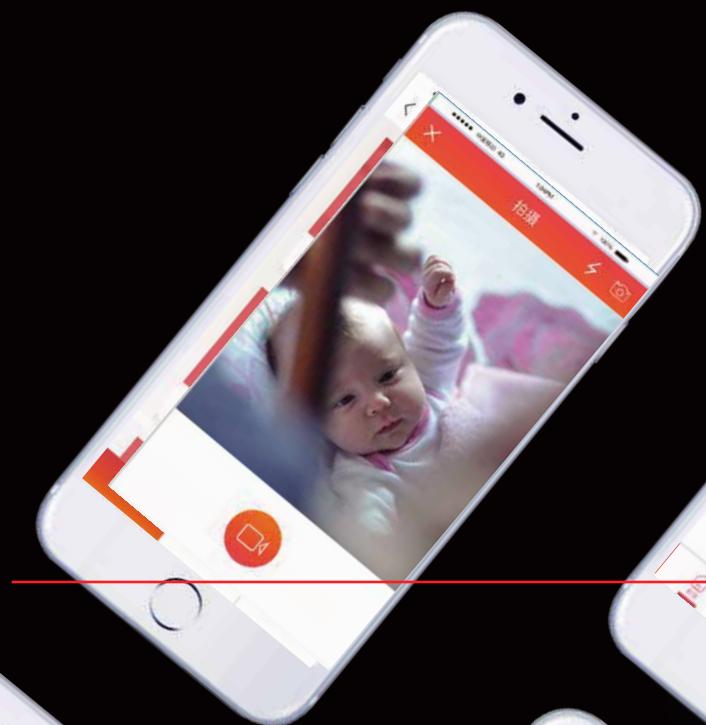
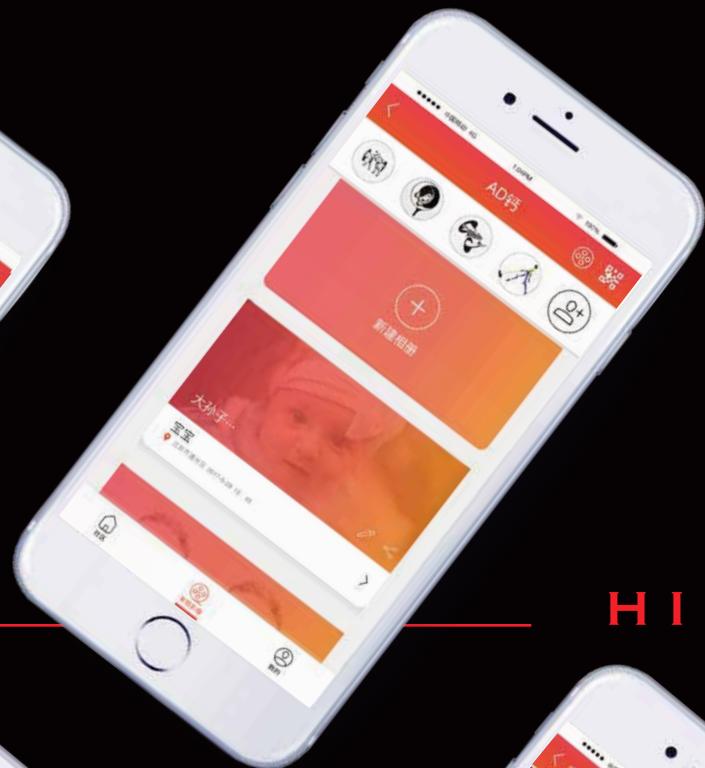
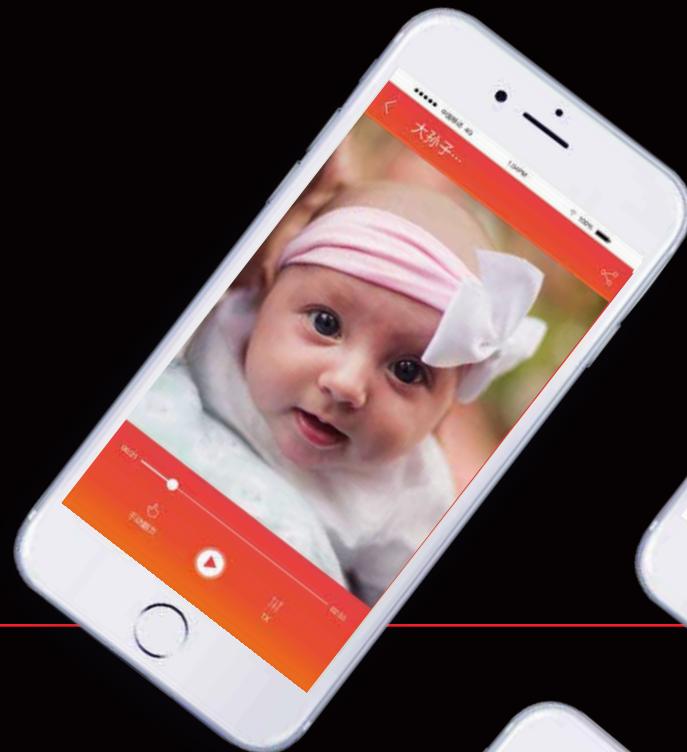
COLOR

THE ORANGE SHOWS WARM
AND CARE, THE ICON AND
LETTERS CHOOSE DEEPER
GRAY TO MAKE IT MORE
READABLE.

CHARACTER:

KRUNGTHEP

HI-FI MOCKUP



ITERATION

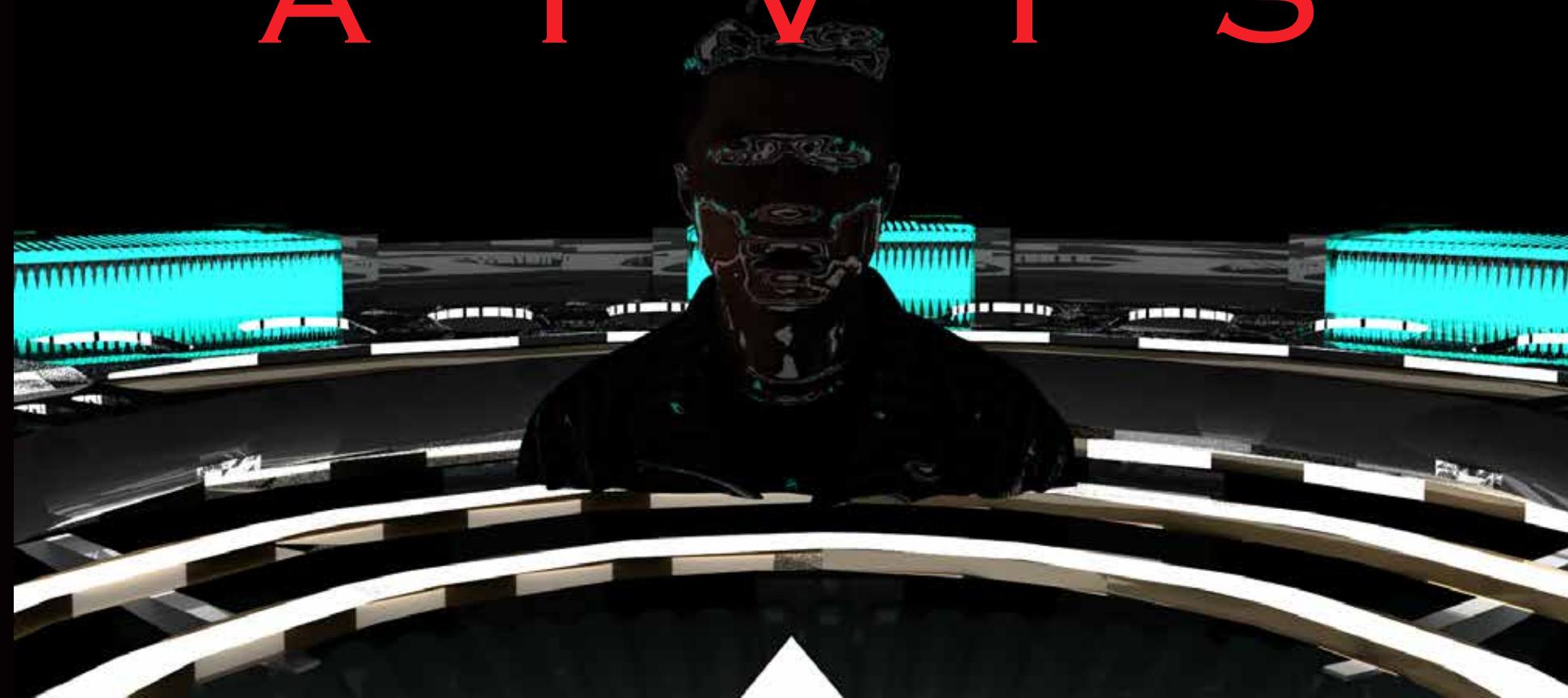
DESIGN FOR FUTURE

·ARTIFICIAL INTELLIGENCE DIALOGUE GENERATOR

·HOLOGRAPHIC LASER PROJECTION

·AUTOMATICALLY REMINDING & WARNING

A I V I S

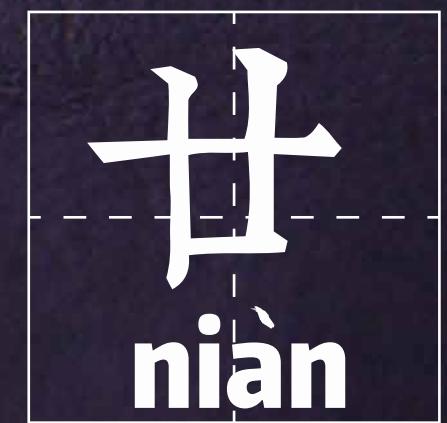




O3

F E B - S T U D I O

LEATHER CRAFTS FOR ELEGANCE



NIAN SERIES

廿 IS A CHINESE CHARACTER MEANS 20 YEARS OLD,

EXACTELY FITS THE TARGET GROUP-- CHINESE YOUNG MEN AGED FROM 20 TO 30.

THE LOGO DIRECTLY CONSISTED BY ORIGINAL CHARACTER AND ANNOTATED PINYIN.

TEXTURE: TANNAGE LEATHER

COLOUR: MATTE BLACK

SUTURE: TWINES

EDGE PAINT: WINE RED



POSITION

CREATE FOR YOUTH, FOCUS ON THE NEEDS OF YOUNG MEN IN CHINA AND TO MEET THE NEEDS OF EACH INDIVIDUAL. THE PRODUCT MUST COMBINE WITH FASHIONABLE ELEMENT. EXPRESSING THEIR DISTINCT PERSONALITIES AND HIGHLIGHTING THE UNIQUE DESIGN LANGUAGE.

PEOPLE

THE CORE CONSUMERS ARE CHINESE YOUNG MEN AGE BETWEEN 20-30, WHO ARE PASSION WITH FASHION BUT WOULD NOT BLINDLY PURSUE THE LUXURIES. THEY LOVE LIFE, ART, PHOTOGRAPHY AND ANYTHING THAT CAN EXPRESS THEIR THOUGHTS.

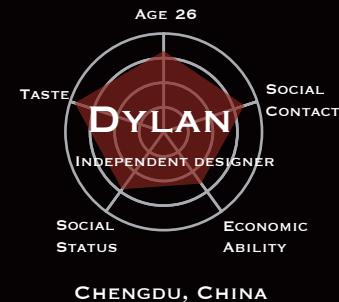
SCENE

APPLY TO COMMUTER WHO NEED TO BRING SOME NECESSITIES EVERYDAY.

MARKET

THE UPDATE SPEED OF THE BAG DESIGN MARKET HAS BECOME INCREASING FREQUENT. THE CENTRAL FACTOR WHICH CONSUMERS CONCERN HAS ALSO CHANGED TIME BY TIME. "PORTABILITY" AND "PITHY" BECAME THE KEY POINT OF CHINESE YOUNG MEN. IN ADDITION, THE CONSUMPTION LEVEL HAS BECOME HIGHER AMONG THOSE GROUP.

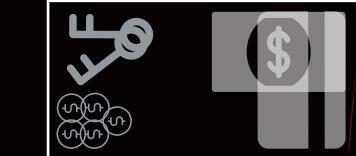
P E R S O N A S



DYLAN TAKES SUBWAY TO WORK AND HOME EVERY WORK DAY. OFTEN TIMES IT IS REALLY BUSY.

CELL PHONE AND APARTMENT KEYS ARE THE TWO THINGS DYLAN CARRIES AROUND ALL THE TIME.

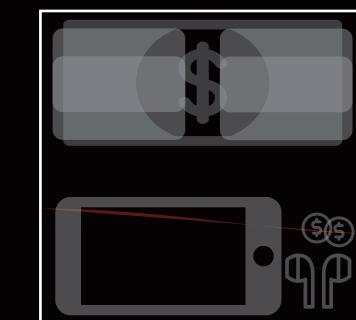
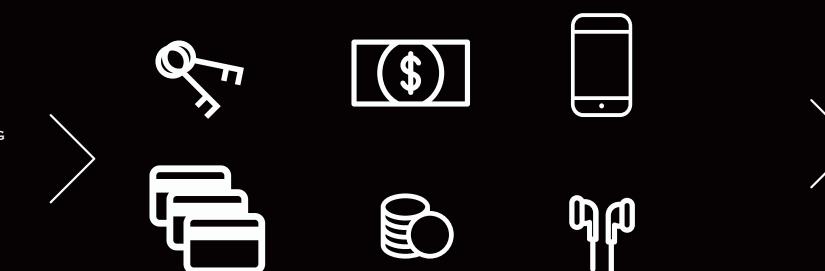
DYLAN LIKES TO KEEP UP WITH THE TREND AND TRY NEW THINGS. PERSUING LIFE QUALITY, PRODUCT'S APPEARANCE AND AESTHETIC.



BESIDES NECESSARY THINGS LIKE CELL PHONE, CHANG HAS TO TAKE SCHOOL CARD EVERYDAY.

HAVING JOINED SEVERAL CAMPUS ASSOCIATIONS, CHANG ENJOYS MEETING WITH PEOPLE AND MAKING FRIENDS.

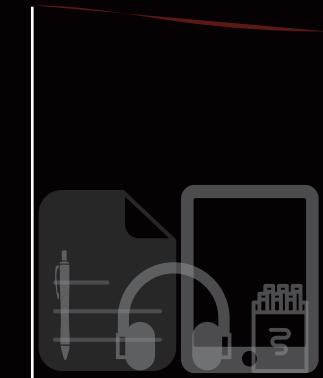
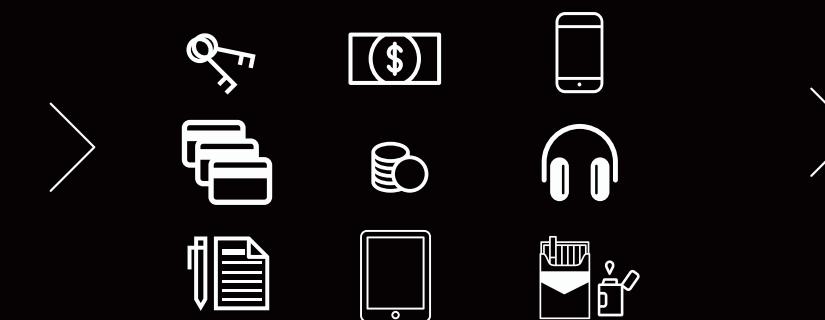
CHANG RIDES BICYCLE TO CLASS EVERYDAY .



AS A JUNIOR CLERK IN SHANGHAI, LI HAS TO FACE GREAT LIFE PRESSURE. BESIDES STARTING A FAMILY, PROMOTION AND A BETTER SALARYIS ALL HE WANTS.

LI HAS TO WEAR A SUIT AND TIE EVERYDAY BECAUSE MEETING WITH CLIENTS IS A NORMAL STATE.

LI WALKS TO WORK EVERY WORK DAY. FOR ECONOMIC PRESSURE, HE CANNOT AFFORD A CAR YET.

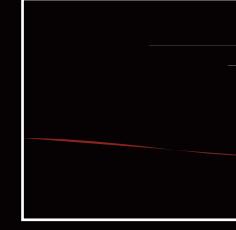
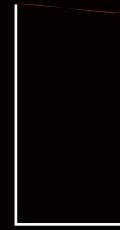


INSPIRATION

SHAPE—A COMBINATION OF CURVE AND STRAIGHT LINES

COLOUR—BLACK FOR DIGNITY AND RED LINE FOR WINE

TEXTURE—MATTE AND SHINY EDGE COATS



FROM THE INVESTIGATION DATA



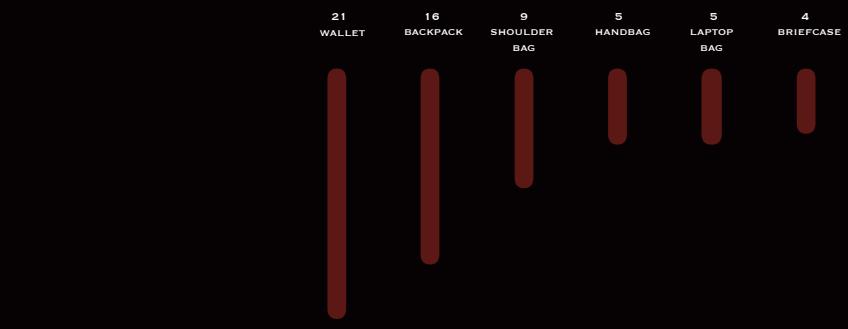
O4 THINGS THAT MUST BE BROUGHT WHEN GOING OUT



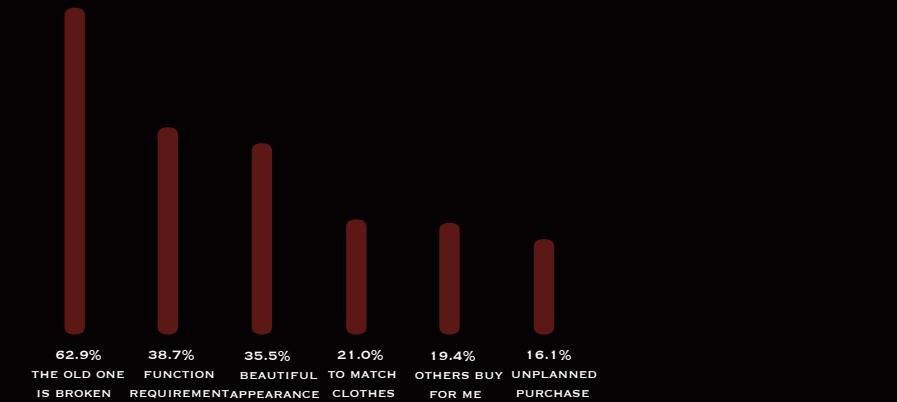
O3 FIRST IMPRESSION TOWARDS MALE HAND BAGS ON THE MARKET



O2 MOST USED TYPE OF BAG RECENTLY

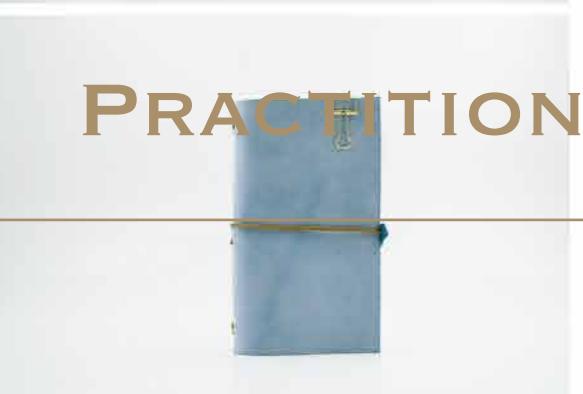
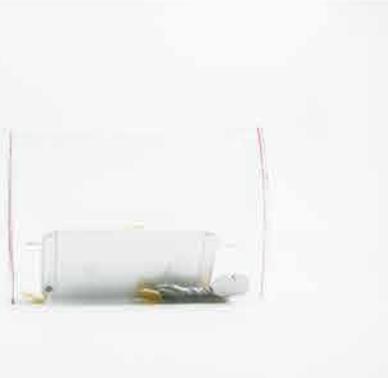


O1 REASONS FOR BUYING NEW BAGS&WALLETS



O4

INTERDISCIPLINARY
PRACTITION



SAMANEN

VUI APP

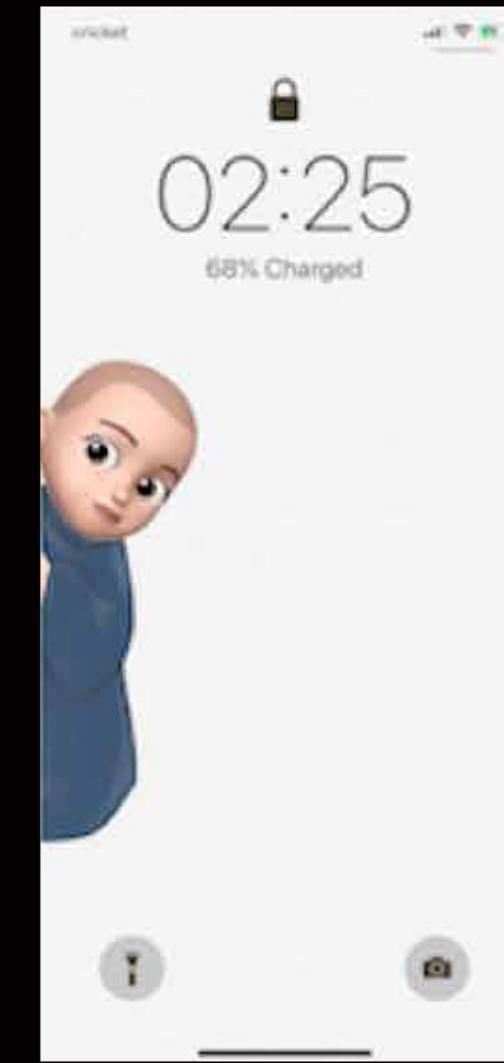
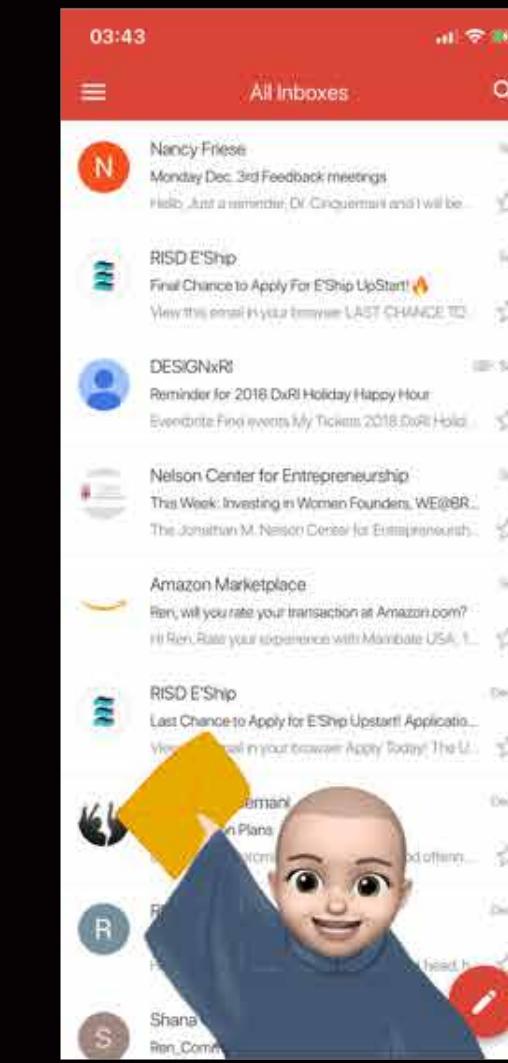
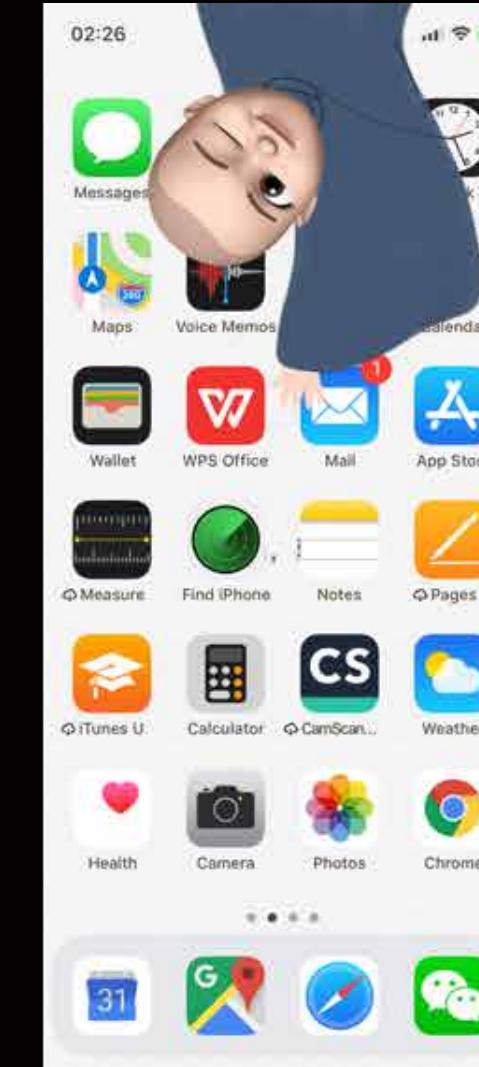


AN PHONE INSERT VUI
FOR ZEN LIFE.

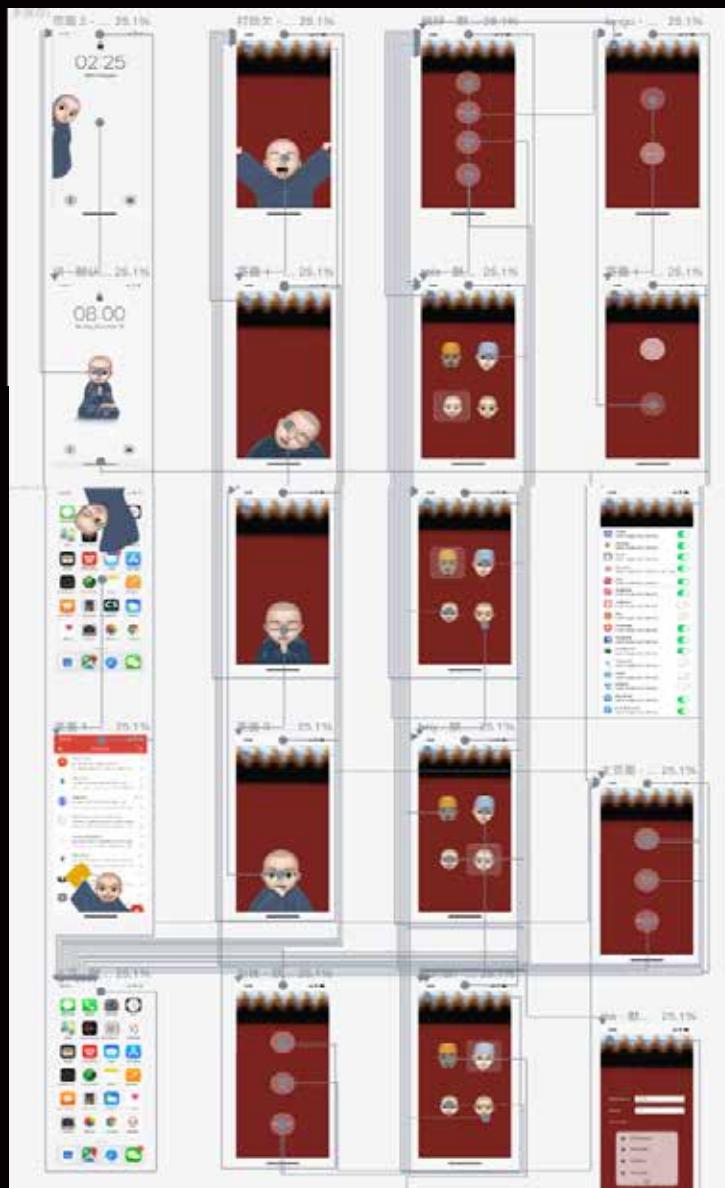
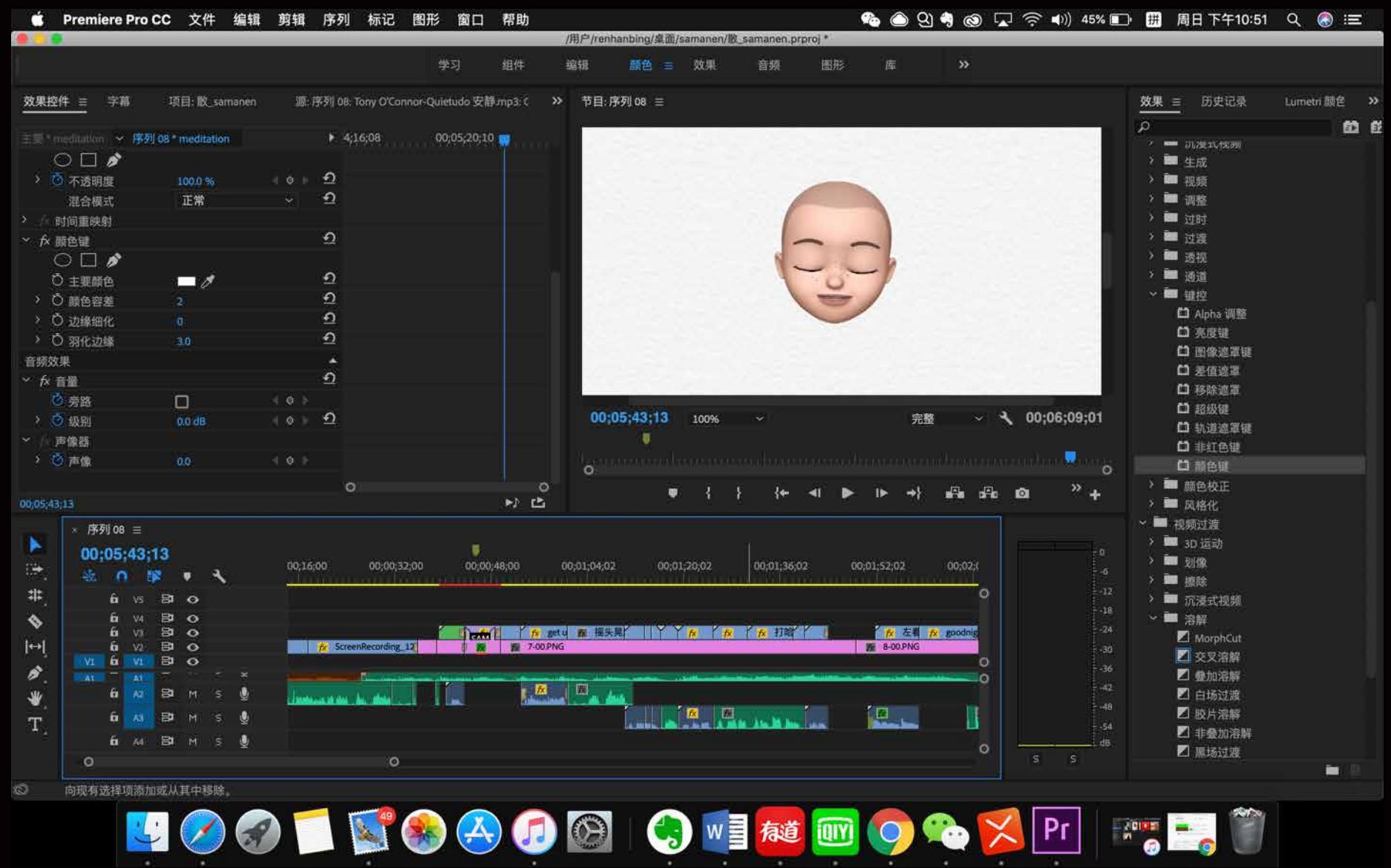
THE RAPID DEVELOPMENT OF COMPUTERS, THE INTERNET AND INFORMATION TECHNOLOGY HAS CREATED MANY MIRACLES, AND THE PROBLEMS FROM THE SPIRITUAL WORLD HAVE BEEN PLACED IN FRONT SO REALISTICALLY.

IN THE END, WE HAVE TO GO BACK TO THE WORLD OF THE MIND AGAIN, TO THE PATH OF EXPLORING THE EGO SELF.

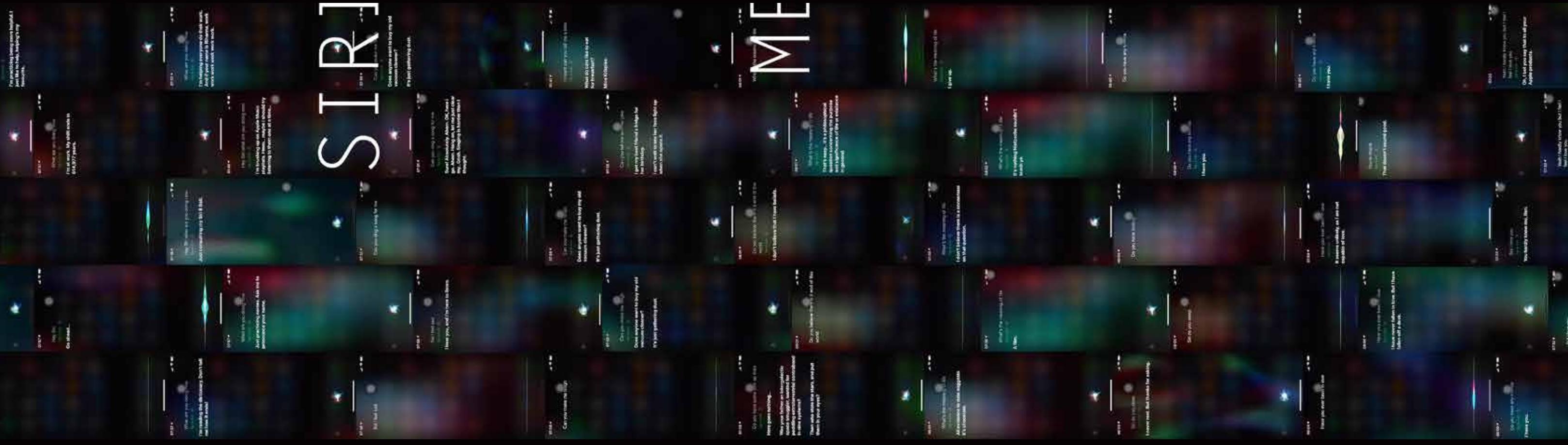
INTERFACE

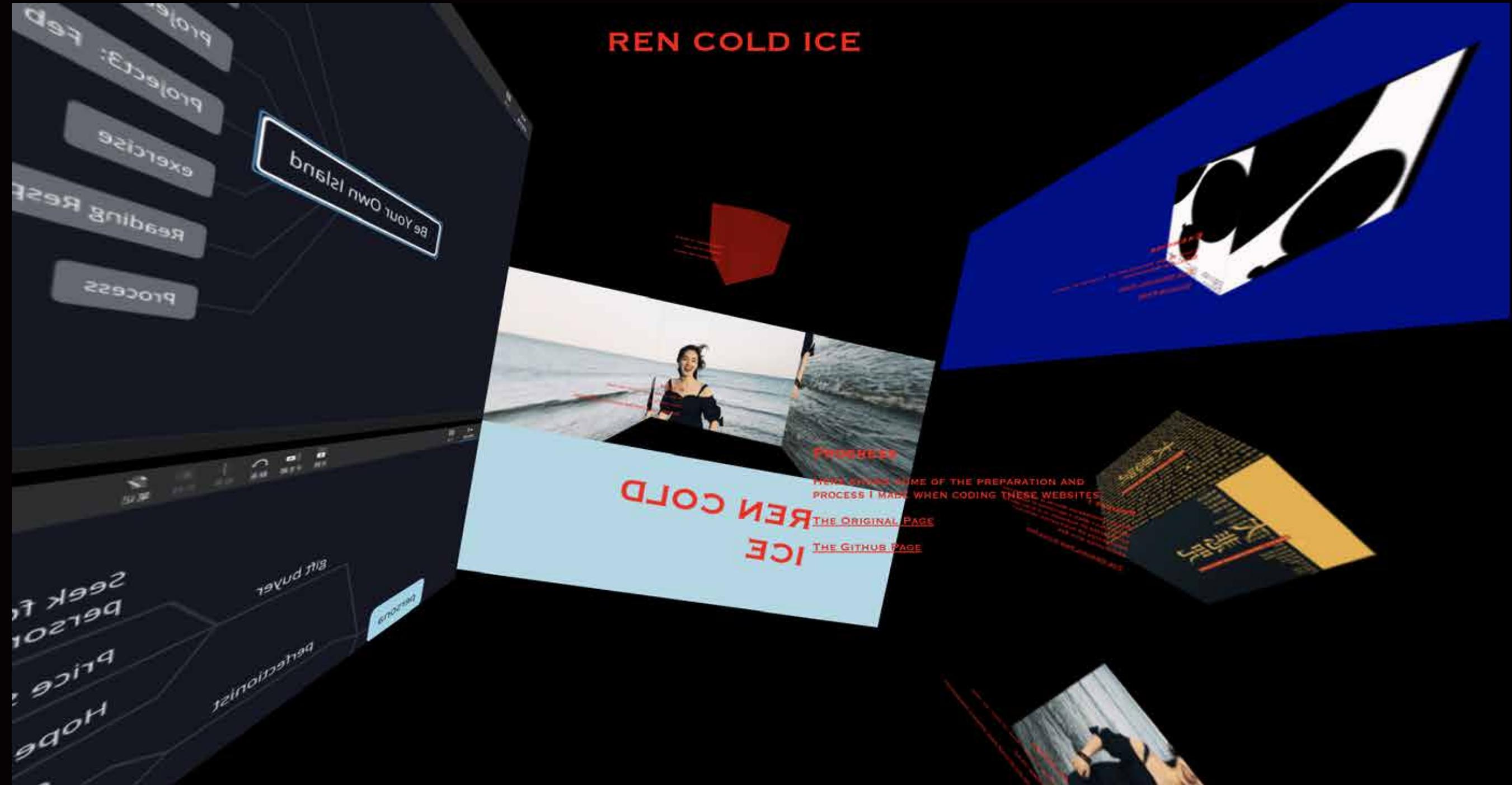


PROCESS



S I R I - M E





JUICE THE COW MILK MACHINE
FOR CITY PEOPLE WHO LACK THE
CHANCE TO MILK THE REAL COW, I
MADE THIS FOR THEM TO EXPERI-
ENCE NATURE.

**WOODPECKER SEWING
MACHINE**
FOR PEOPLE WHO HAVE TROUBLE
WITH TEDIOUS TRADITIONAL STRUC-
TURE OF A SEWING MACHINE, THIS
IS CONCISE IN APPEARANCE AND
DEPENDS ON TOUCH SCREEN
TECHNOLOGY.

TRACK LIPSTICK
DIFFERENT COLORS STORED IN A
SCROLLABLE CUSHION TRACK.
NO NEED FOR LADIES TO CARRY
SEVERAL LIPSTICKS IN ONE TIME.

**KARE-SANSUI GARDEN
TEA TRAY**
THE TEA TRAY IS IN A CONCISE
STYLE OF JAPANESE ROCK
GARDEN,
FOR PEOPLE WHO DRINK TEA EV-
ERYDAY, THE MICRO LANDSCAPE
ENABLES THEM TO FEEL A SENSE
OF PEACE.

