

Franklyn Zhu

SUMMER INTERN CANDIDATE

PORTFOLIO

Hello!

My name is Franklyn, and I'm a third year student at Yale studying Psychology & Computer Science. I am very interested in user-centric, emotional design approaches to solving problems.

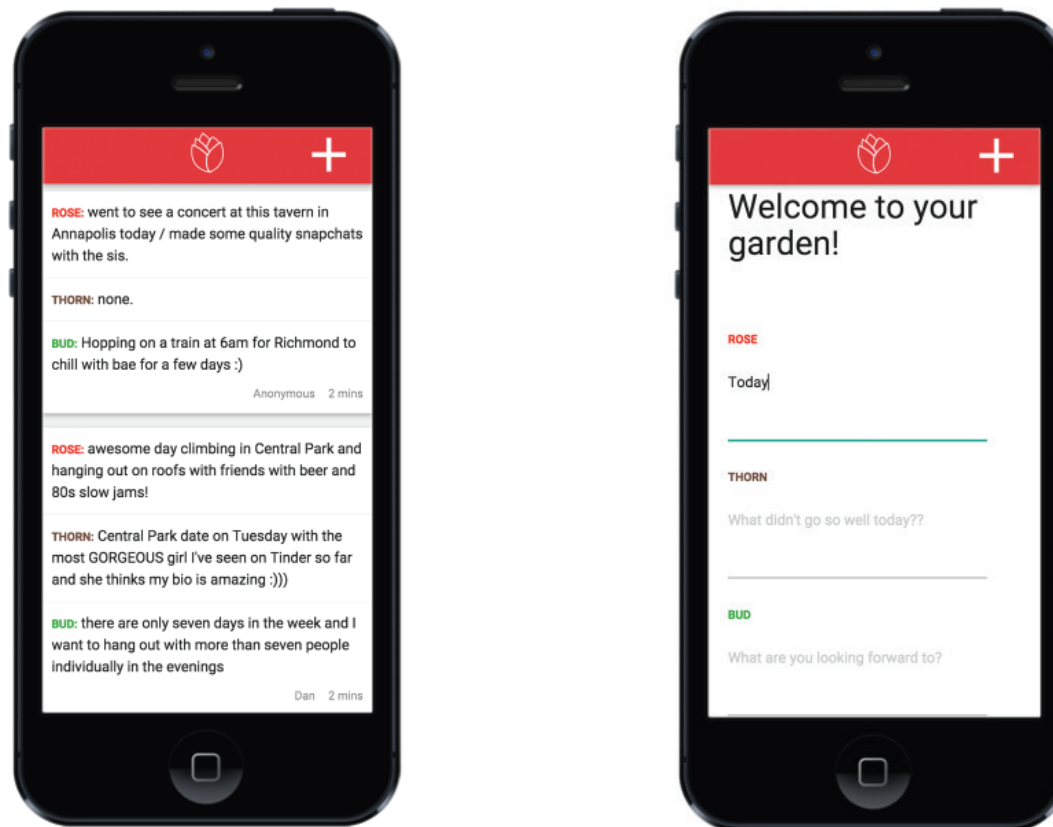
Along the way I've done many projects, a few of which are showcased in this portfolio.

Web, pp. 3-5
Print, pp. 6-8
Other, pp. 9-11

ROSE, THORN, BUD

mobile web app

Rose Thorn Bud is a social media web app concept that fosters an online community of wellbeing and acceptance on campus. This prototype was created with Handlebars.js and Materialize.css

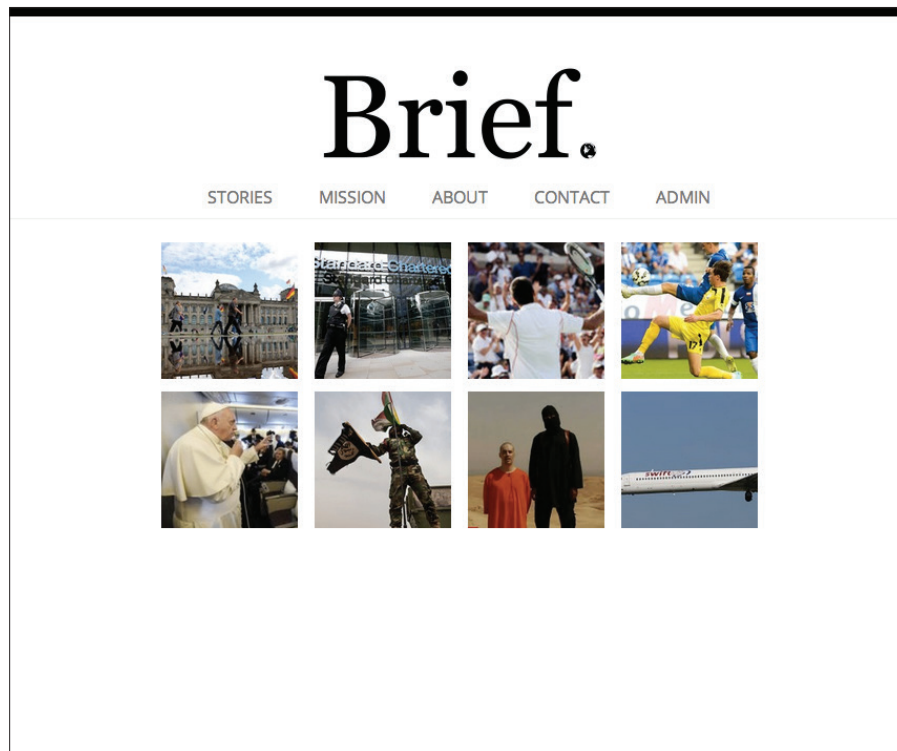


zfranklyn.github.io/rosethornbud

NEWS IN BRIEF

rails web app

News in Brief is an online news service that provides highlights from global news, summarized in less than 150 words.
This working prototype was created with Ruby on Rails.



CUSTOM QUESTIONNAIRE DESIGN

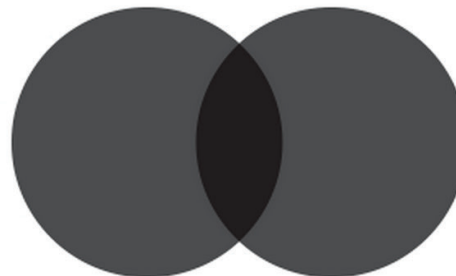
interaction design

These interactive Venn diagrams make it possible to gather data on peoples' perception of emotions in a completely novel way.
The product was implemented in JavaScript, and has full compatibility with online Qualtrics surveys.

If the emotions have **no similarities whatsoever**, then make the circles separate completely.

Amusement

Awe



>>

https://yalesurvey.qualtrics.com/SE/?SID=SV_6W0v0xyeQNVTLbT
Collaborators: Dan Cordaro, Rachel Han

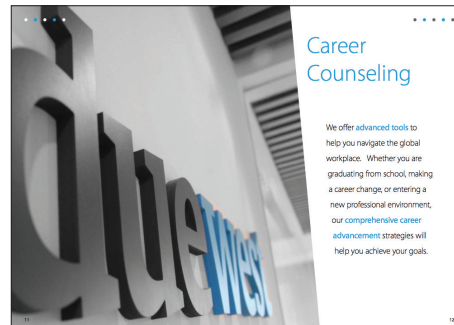
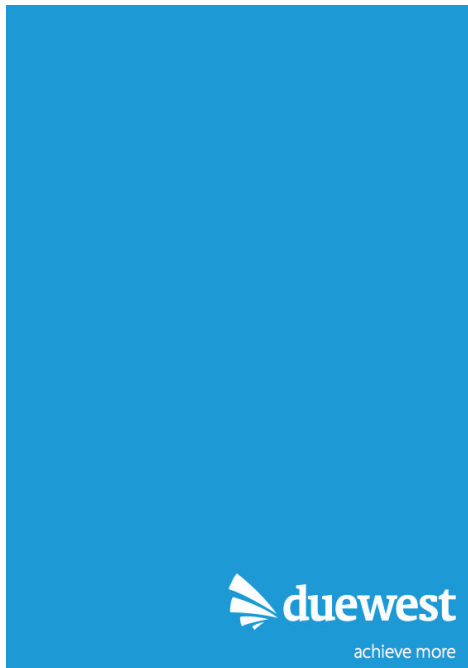
DUE WEST EDUCATION

print design

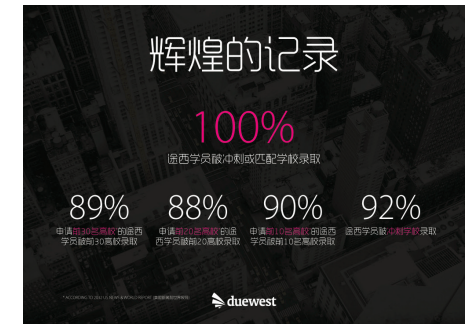
Due West is a Beijing-based education consulting startup.

I designed a comprehensive series of marketing materials, including brochures, posters, merchandise, and business presentations.

MAIN BROCHURE (EXCERPTS)



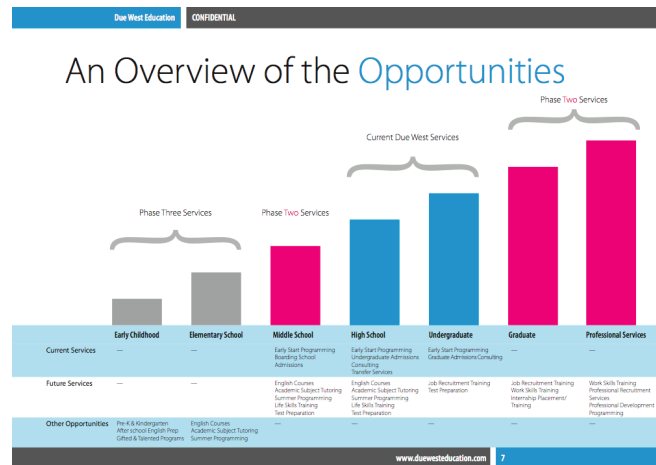
INSERTS (EXCERPTS)



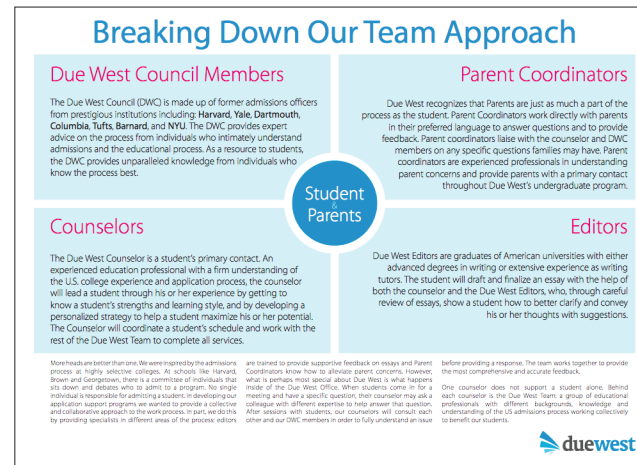
DUE WEST EDUCATION (CONT.)

print design

COMPANY PRESENTATION



OTHER INSERTS



BANNER

途西教育...

启发、引导、帮助
具有全球意识的
下一代学者与领导。

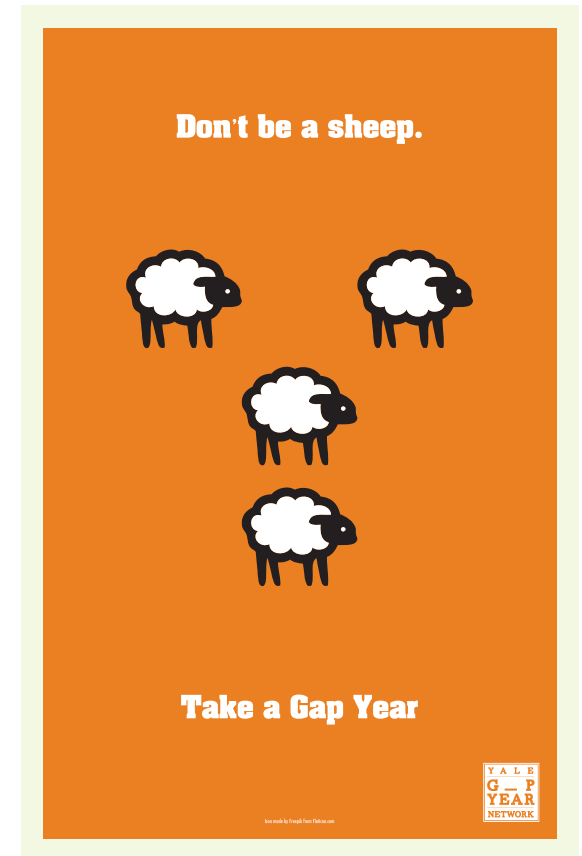
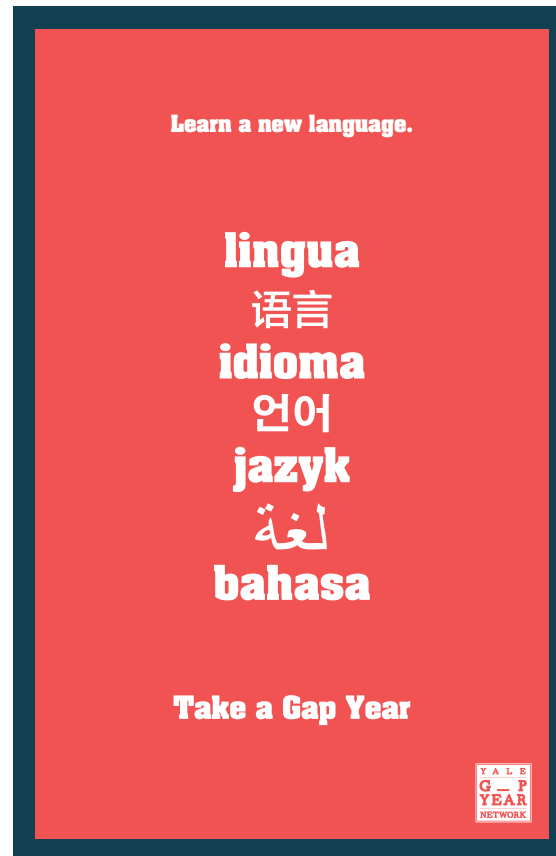
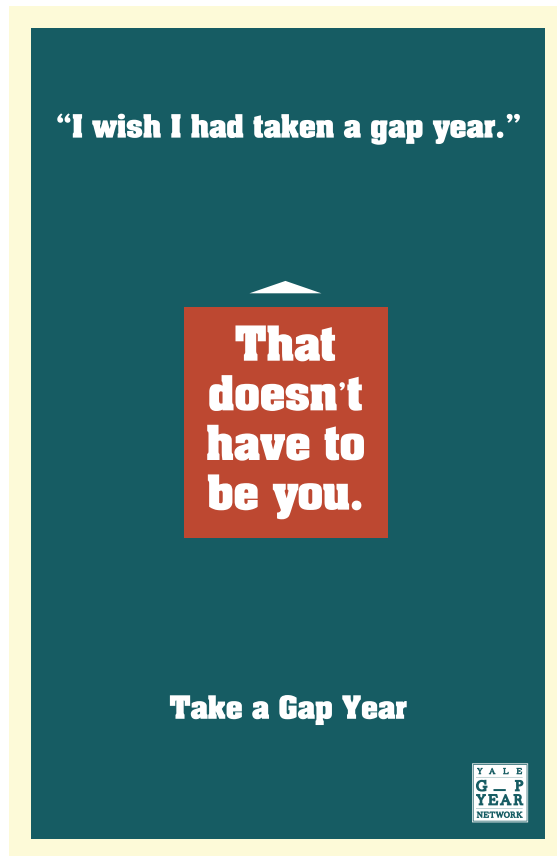
duewest

地址：北京市朝阳区呼家楼索家湾中心27层
电话：010 8591 0912
www.duewesteducation.com

YALE GAP YEAR NETWORK

print design

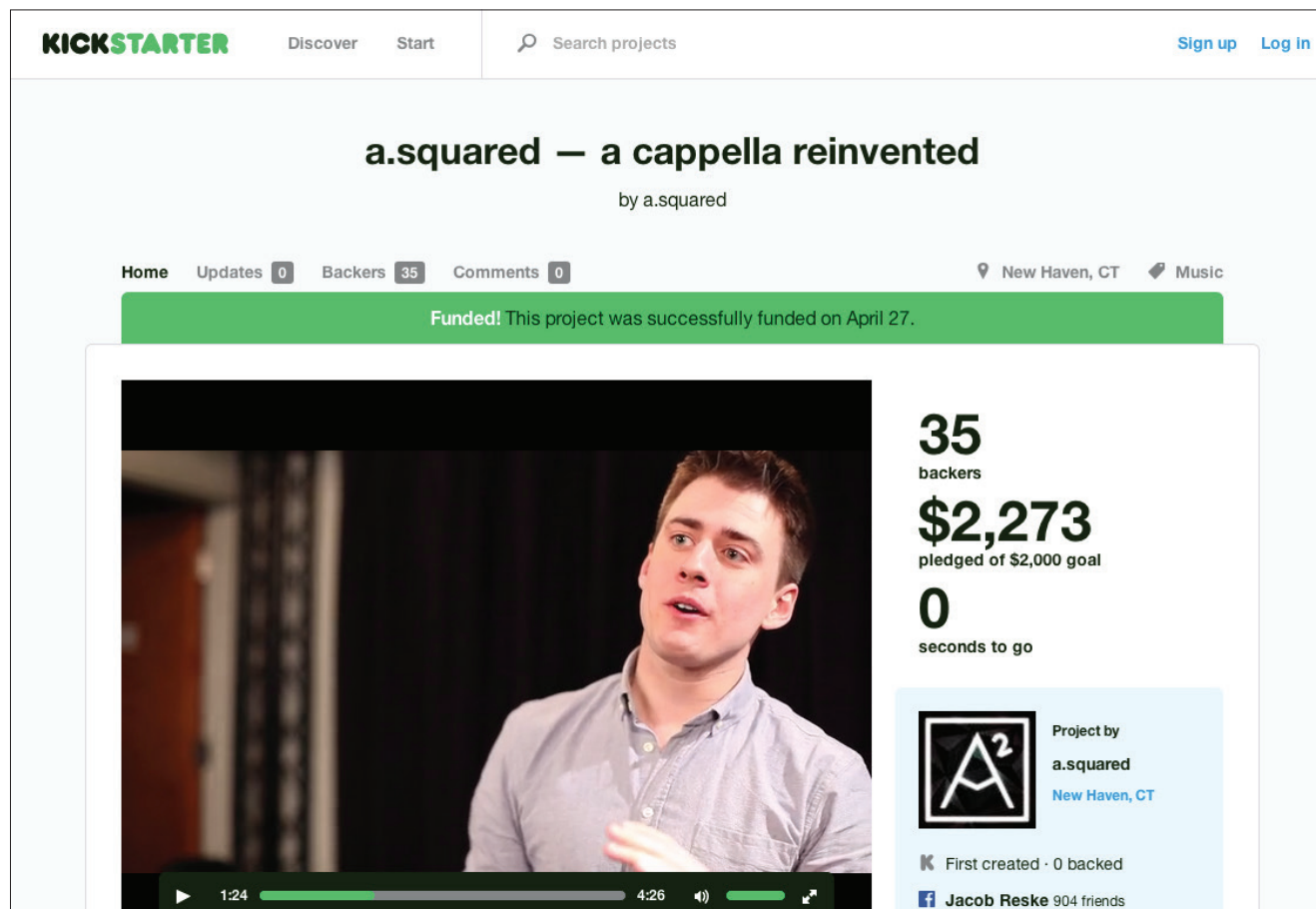
Logo and poster design for the Yale Gap Year Network.



A SQUARED KICKSTARTER

film

A Squared is an *a cappella* group that mixes live voices with Ableton Live.
I directed the Kickstarter film, which raised 113% of its funding goal.



<https://www.kickstarter.com/projects/1629390184/asquared-a-cappella-reinvented/description>
Collaborators: Emily Murphy, Geneva Decker, Asher Young, Jacob Reske, Emily Bosisio

TUMMYZEN BOX DESIGN

product design

TummyZen is an antacid company backed by the Yale Entrepreneurship Institute. I designed a shipper display box, to be used for all future shipments of the product. Designed in InDesign, 3D model made on Google Sketchup. The actual product is currently in production.



FUNDING PITCH FOR STORYTIME

communication design

StoryTime is a startup that seeks to promote early literacy through text messaging.
I designed the funding presentation for the Thorne prize. The pitch was successful, and the founders acquired a further \$25,000 in funding.


StoryTime

Early Literacy: simple, scalable, by text.




1 book
300 children


StoryTime is scalable.



Audio & foreign language support



Automated



Really, really cheap

Our progress so far...

65

parent interviews

98%

parent opt-in

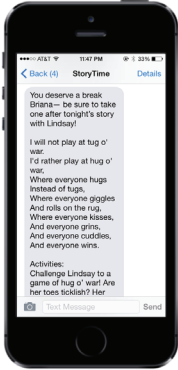
8

partners

6

prototype iterations

"I will not play at tug o' war.
I'd rather play at hug o' war,
Where everyone hugs
Instead of tugs,
Where everyone giggles
And rolls on the rug,
Where everyone kisses,
And everyone grins,
And everyone cuddles,
And everyone wins..."



Milestones

Currently 50 parents in long-term pilot

800 by July

2,000 by September

50	800	2,000
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CONTACT

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