

SELENA ZHEN
PORTFOLIO

TABLE OF CONTENTS

01	ABOUT ME
02	RÉSUMÉ
05	UI DESIGN
06	PriceYak
16	Zinc
26	Lionfish Data
36	Subtotal
46	Send That Gift
52	TAILOR'D
56	HEDGY
63	ARCHITECTURE
64	Citra - Hoop House
70	Saco Lake Wellness Center
86	Urban Incubator + Stimulator



SELENA ZHEN

I'm currently a student at Carnegie Mellon University pursuing my Bachelor's Degree in Architecture as well as a passion for the beauty of experience and detail. I strongly believe in the process of design and its applications to situations outside of architecture and design, and am looking forward to ways I can improve human experience, expand my skillset, and develop new methods of approach to design.

SELENA ZHEN

CONTACT

WEBSITE/PORTFOLIO: selenazhen.com
szhen@andrew.cmu.edu

EDUCATION

Carnegie Mellon University | Pittsburgh, PA.
Bachelor of Architecture, B.Arch | [expected May 2020]

Indiana Academy for Science, Mathematics, and Humanities [IASMH] | Muncie, IN.
Graduated with Academic Honors Diploma | [May 2015]

EXPERIENCE

- FRONT-END DEVELOPER & GRAPHIC DESIGN - ZINC TECHNOLOGIES | Summer 2017**
- Redesigned and redeveloped Zinc.io, PriceYak, Subtotal, and Lionfish product websites.
- Commissioned to design website and app UI, reimagine branding, and create logos.
- STUDENT TOUR GUIDE - CMU SOA Admissions. | Jan. 2016 - Present**
- Gave tours of SOA facilities to prospective students.

OFFICE MANAGER - New Line Construction, Eastwood Apts, River Bluff Apts. | Jun. 2011-present
- Managed rental office and supervised work flow.
- Trained 15 employees on office procedure and protocol.

PEER ASSISTANT - Indiana Academy for Sci/Math/Hum. | Aug. 2013 - May 2015
- Worked as a senior student at IASMH focused on helping juniors settle into the Academy,
building bulletin boards, and organizing activities throughout the year [similar to a college
RA].
-Designed posters and brochures for publicity and advertising of events.

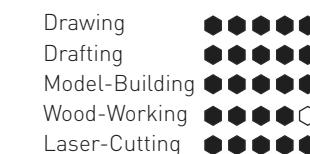
ORGANIZATIONS

VICE PRESIDENT - American Institute of Architecture Students | Fall 2015 - present
-Treasurer: Fall 2016-Spring 2017
-Vice President: Present-Spring 2018
-Chapter won AIAS 2016 Chapter Honor Award

TECHNOLOGY TRACK CHAIR - 2016 Northeast Quad Conference | Spring 2016
-Planned and organized an architecture conference with 500+ attendees.

SKILLS

ANALOG



DIGITAL



ADOBE SUITE



UI DESIGN

PLANET PARASITE

Pygame Term Project | 2017

PYTHON | DESIGN

GOAL: to design and implement a program of your choosing using Python.

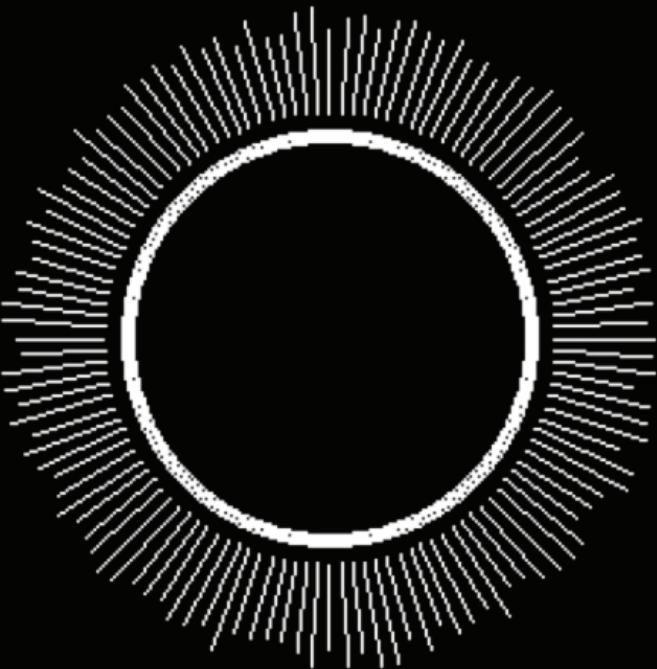
Planet Parasite was developed as a final term project for 15112 Fundamentals of Programming and Computer Science. This project was meant to be fun as well as educational and representational of the knowledge gained from the course.

Planet Parasite Code:

<https://github.com/selenazhen/planetParasite>

Presentation Video:

https://youtu.be/6UwckBry_QU



Game Description:

Your goal as a parasite is to capture as many uninhabited planets as you can without dying. Developing planets grow with time and randomly erupt into the form of an inhabited planet. For every time you are caught within the safety zone of these inhabited planets (dotted line) you get attacked and lose a life.

Use the arrow keys to navigate around the parasite around in space, and collect as many uninhabited planets and powerups as you can. Different powerups give the parasite different powers (see below).

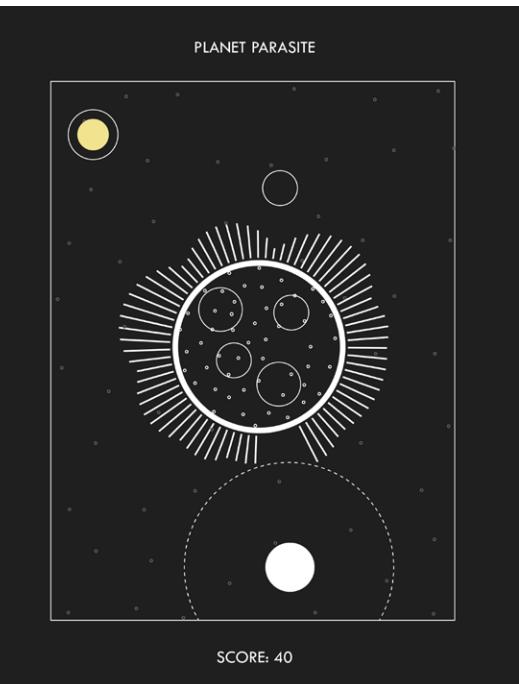
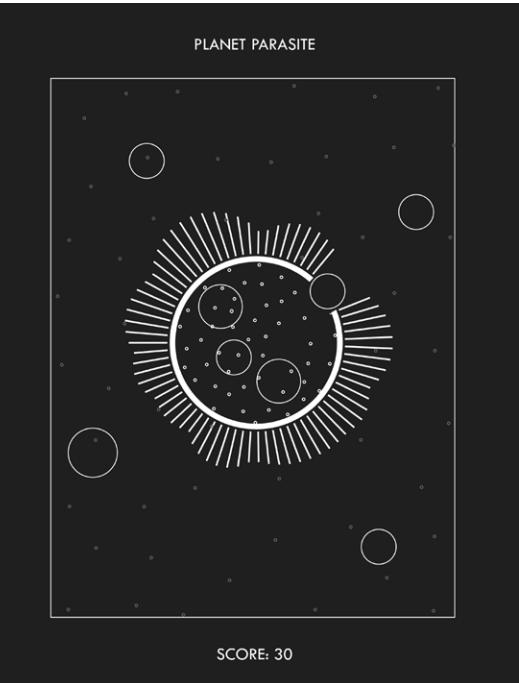
The Parasite also has limited attack mode, which can destroy developing planets before they become inhabited.

Powerups:

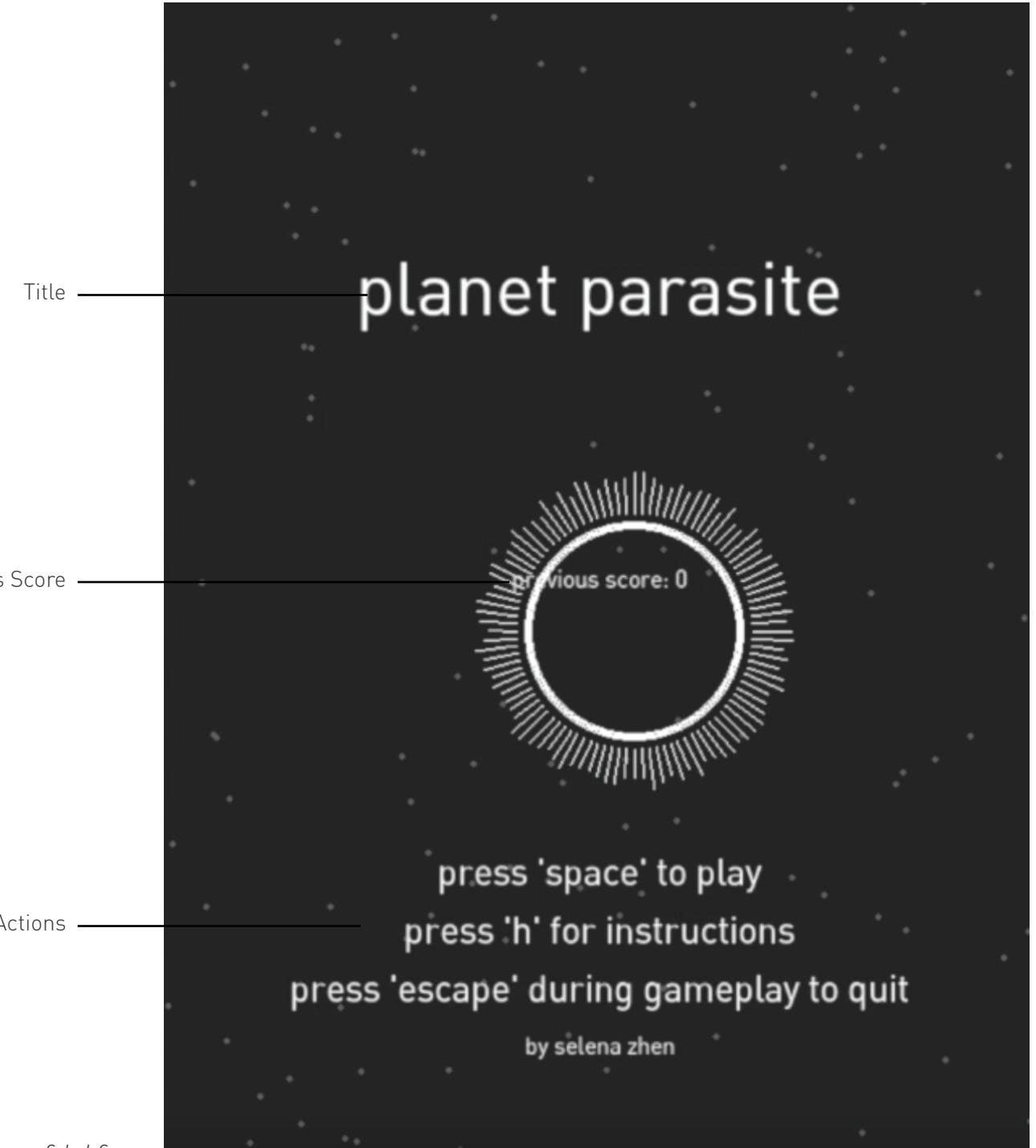
- Invincibility: become temporarily immune to all fully formed inhabited planets
- Growth: increase your tentacle radius temporarily, regardless of number of remaining lives
- Freeze: temporarily freeze all developing inhabited planets
- Health: regain a life

Design:

The design of the project stayed true to the colors and concept, but altered when adding powerups, health, splashscreen, and instruction screens. The elimination of the reacting tentacle feature also altered the design of the parasite.



Original Designs
and Mockups



Splash Screen

how to play

this is you (a parasite)



these are uninhabited planets



this is a developing planet



use arrow keys to navigate instruction pages

how to play

capture the uninhabited planets and the developing planets but avoid the fully formed inhabited planets.

for every time you are caught within the safety zone of an inhabited planet you lose a life and your tentacles shorten.

enable attack mode to destroy developing planets before they become inhabited!

look for planets with powerups to help improve your parasitic nature.



freeze: temporarily freeze all developing inhabited planets



invincibility: become temporarily immune to all fully formed inhabited planets



growth: increase your tentacle radius temporarily, regardless of number of remaining lives



health: regain a life

use arrow keys to navigate instruction pages

how to play



use arrow keys to navigate through space



use 'w' and 's' to navigate powerups

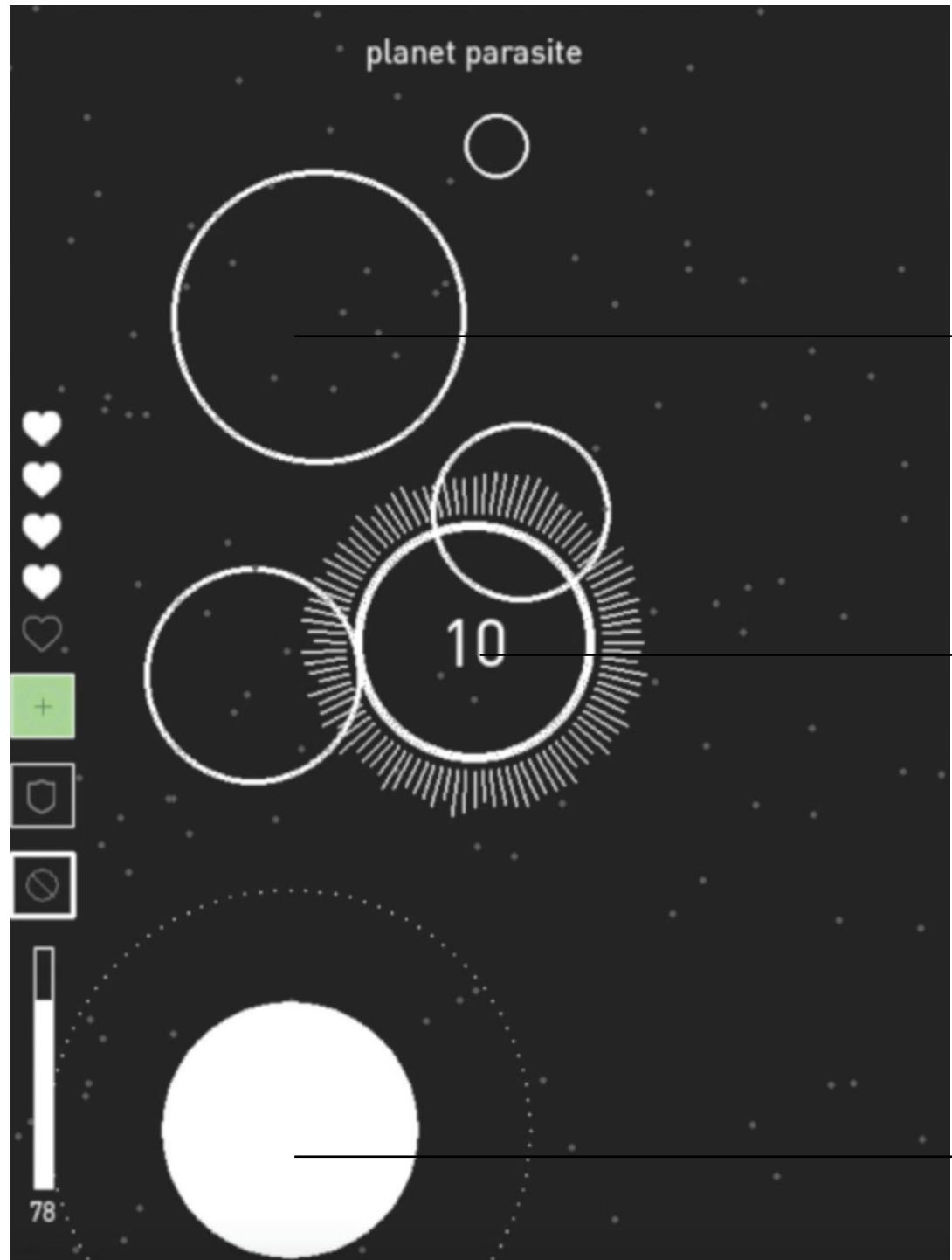


enable the selected powerup



hold down enable attack mode

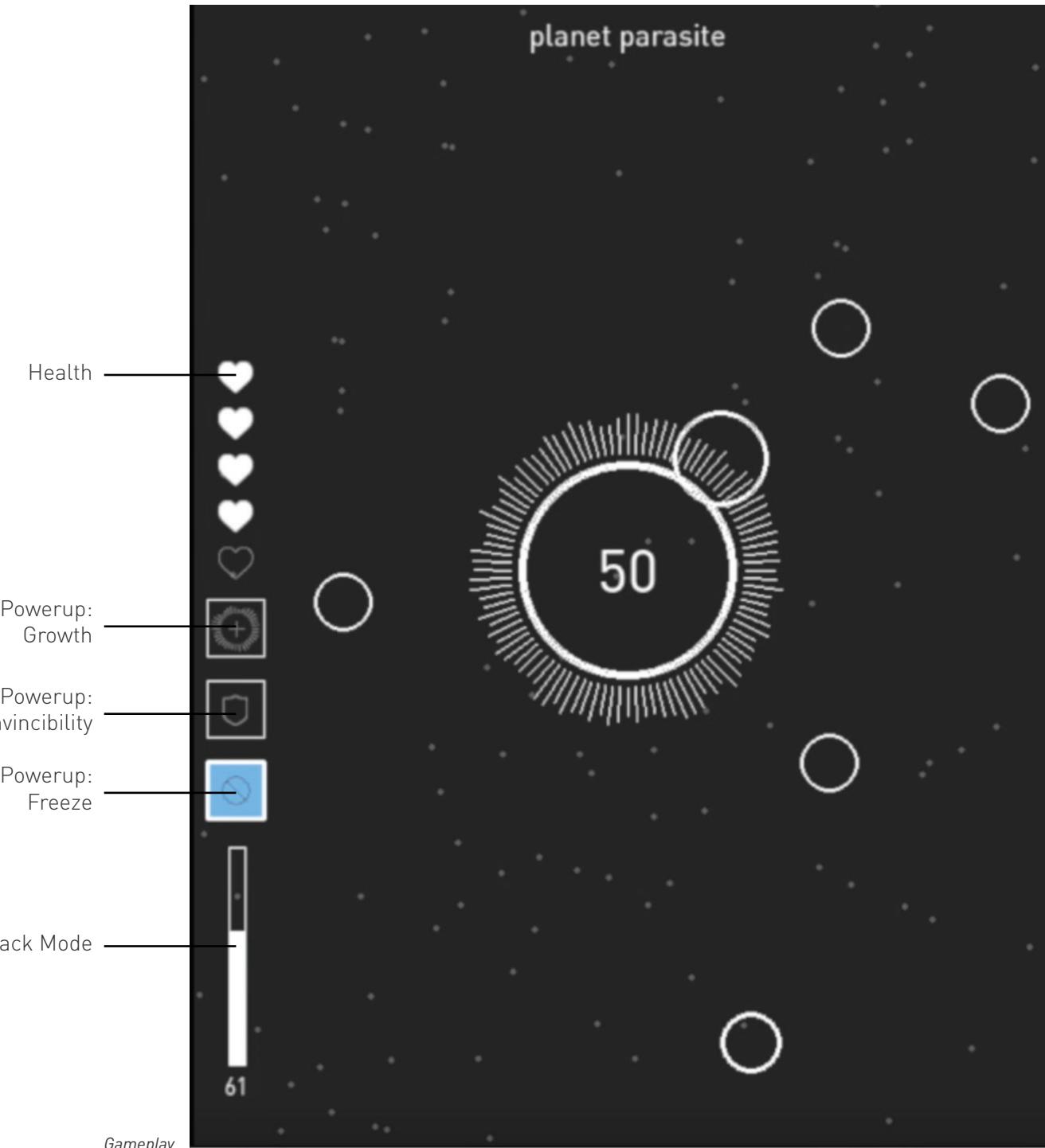
use arrow keys to navigate instruction pages



Uninhabited Planet

Parasite and Score

Inhabited Planet



Health

Powerup:
Growth

Powerup:
Invincibility

Powerup:
Freeze

Attack Mode

61

PRICEYAK

Marketing Landing Page | 2017

IDENTITY | WEB | DESIGN | HTML/CSS

When working for Zinc Technologies, I redeveloped their main product, PriceYak with a full webpage remodel, including branding, logo work, and front end.

Product Description:

PriceYak is the most advanced automation suite for retail dropship arbitrage. PriceYak supports selling on eBay, Amazon, or Shopify and sourcing from many retailers including Amazon (.com, .ca and .co.uk), Walmart, and Costco. PriceYak's tools automate the operation of your store so you can free you and your staff's time for the most important thing: growing your business.





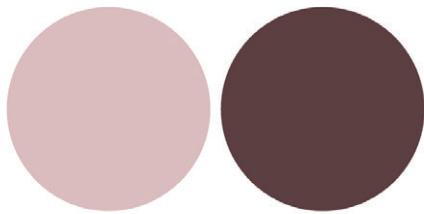
01 color systems

02 logo + marks

SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary color is a brown puce with red tones and is complimented with a light and airy rose silver. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



ROSE SILVER

Hex: #DBBDC0
RGB: (219,189,192)
CMYK: (0, 0.14, 0.12, 0.14)
Web Safe Color:#CCCCCC

DARK PUCE

Hex: #5C3E40
RGB: (92,62,64)
CMYK: (0, 0.33, 0.30, 0.64)
Web Safe Color: #663333.

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



03 typography 04 iconography 05 www + mobile

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.

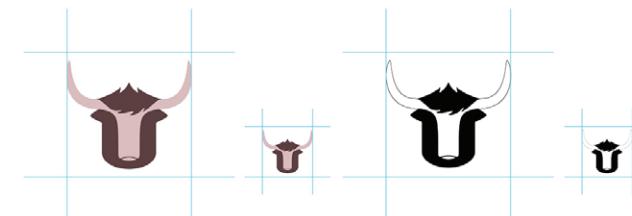


01 color systems

02 logo + marks

SECTION 02 LOGO AND MARKS

The PriceYak logo is representative of PriceYak, and should be used only to represent the product. The logo is modeled after a yak using the main colors, **#5C3E40** and **#DBBDC0**. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#5C3E40/#DBBDC0, #000000** or **#FFFFFF**, unless placed on a colored background (see Alternative Color Backgrounds).

ALTERNATIVE COLOR BACKGROUNDS



Background: #DBBDC0
Content: Black

Background: #EEEEEE
Content: Original

Background: #5C3E40
Content: Inverted

Background: #000000
Content: Inverted

03 typography 04 iconography 05 www + mobile

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. When using the original title block, use **#5C3E40** and **#DBBDC0**. See [The Font](#) in 03 Typography for font styles.

PRIC_EYAK
PRIC_EYAK
PRIC_EYAK





01 color systems

02 logo + marks

SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#5C3E40**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Fjalla One and Roboto Condensed. Fjalla One is used mainly for headings and titles and Roboto Condensed is used mainly for small headings and paragraphs.

FJALLA ONE
REGULAR
(400)

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			

ROBOTO
CONDENSED
LIGHT (300)

A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
a	b	c	d	e	f	g	h	i	j	k	l	m
n	o	p	q	r	s	t	u	v	w	x	y	z
0	1	2	3	4	5	6	7	8	9			

03 typography 04 iconography 05 www + mobile

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Dropship Arbitrage
Reg: 400

for use as
company name
and taglines only

Heading 2
Reg: 400

for use as section
headings and
subheadings only

Heading 3
Light: 300

for use as small
section headings
only

Paragraph
Light: 300

for paragraph and
sentence use

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.



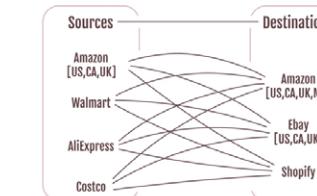
01 color systems

02 logo + marks

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#5C3E40** or **#DBBDC0**. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links	
:link	This is a hyperlink .
:hover	This is a hyperlink .
:active	This is a hyperlink .

03 typography 04 iconography 05 www + mobile

FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 7px and a border color of **#000000**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Placeholder Text Label
input...
Submit

Call to Action Buttons have a background color of **#5C3E40**. On hover, change the background color of the button to **#7C6566** and animate the button to translate up 2 px. This applies to all form buttons and call to action buttons.



01 color systems

02 logo + marks

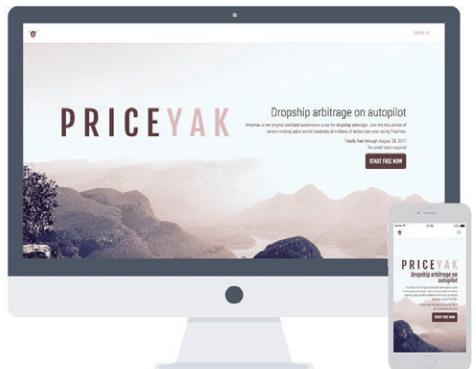
03 typography

04 iconography
05 www + mobile

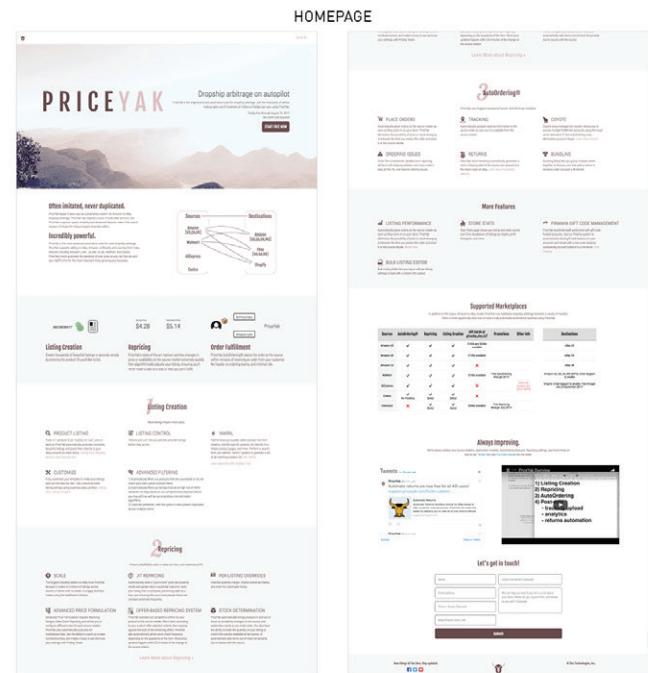
SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is #FFFFFF, with the exception of the landing page. Sections with the background color #EEEEEE is used to separate content.

MOBILE AND DESKTOP



37



38

DESIGN GUIDELINE DOCUMENTATION



PRICEYAK

Dropship arbitrage on autopilot

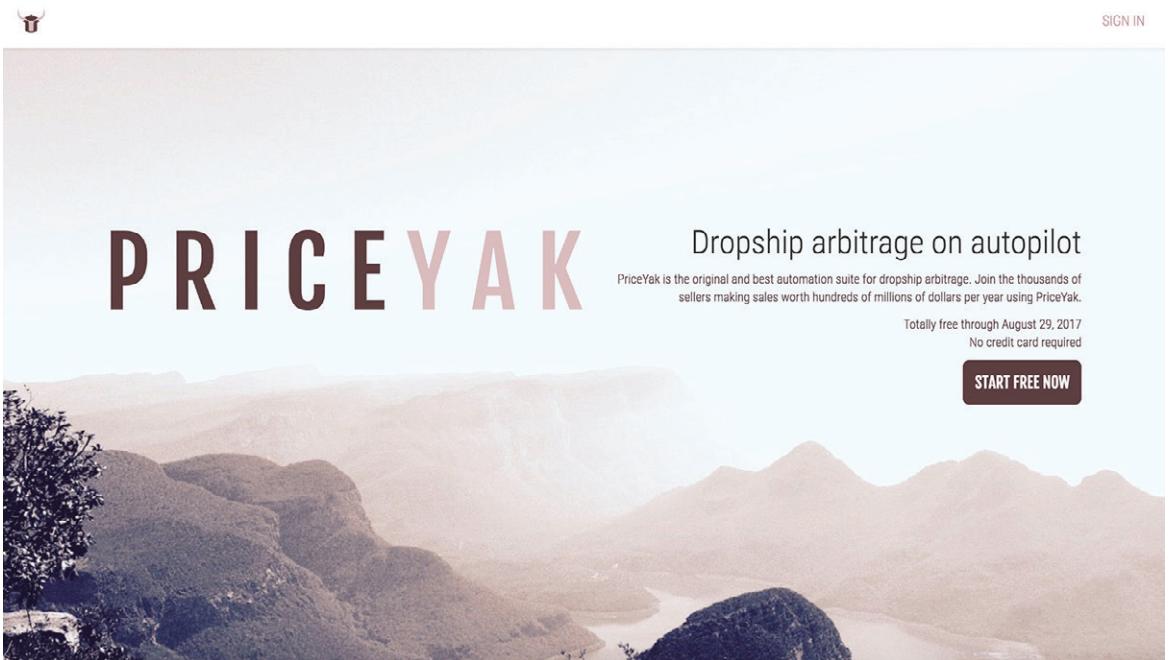
PriceYak is the original and best automation suite for dropship arbitrage. Join the thousands of sellers making sales worth hundreds of millions of dollars per year using PriceYak.

[Create Account](#)

• Totally free through June 13, 2017
• No credit card required

PriceYak began 9 years ago as a proprietary system for Amazon to eBay dropship arbitrage. It unlocked more opportunity than we could ever have imagined.

In addition to the classic Amazon to eBay model, PriceYak now facilitates dropship arbitrage between a variety of [source](#) and [destination markets](#). There is more opportunity than ever to build a fully automated ecommerce business using PriceYak.



LANDING PAGE BEFORE AND AFTER

[21]

PRICEYAK

Dropship arbitrage on autopilot

PriceYak is the original and best automation suite for dropship arbitrage. Join the thousands of sellers making sales worth hundreds of millions of dollars per year using PriceYak.

Totally free through August 16, 2017
No credit card required

START FREE NOW

Often imitated, never duplicated.

PriceYak began 4 years ago as a proprietary system for Amazon to eBay dropship arbitrage. PriceYak has inspired a wave of look-alike services. But PriceYak's superior speed, reliability and advanced features make it the weapon of choice for today's largest dropshippers.

Incredibly powerful.

PriceYak is the most advanced automation suite for retail dropshipping. PriceYak supports selling across Amazon, eBay, Shopify and many retailers including Amazon (com, ca and .uk), Walmart, and Costco. PriceYak's tools automate the operation of your store so you can free up your staff's time for the most important thing: growing your business.

Sources

Amazon [US,CA,UK]
Walmart
AliExpress
Costco

Destinations

Amazon [US,CA,UK,MX]
Ebay [US,CA,UK]
Shopify

Product Diagram and Description

0833830477 \$4.28 \$5.14

Listing Creation

Create thousands of beautiful listings in seconds simply by entering the product ID you'd like to list.

Repricing

PriceYak's state-of-the-art repricer catches changes in price or availability at the source market extremely quickly, then algorithmically adjusts your listing, ensuring you'll never make a sale at a loss or that you can't fulfill.

Order Fulfillment

PriceYak's AutoOrdering® places the order at the source within minutes of receiving an order from your customer. No hassle, no ordering teams, and minimal risk.

1 Listing Creation

More listings means more sales.

PRODUCT LISTING

Paste in product ID (or 10,000) in "List", and sit back as PriceYak automatically generates complete, beautiful listings and posts them directly to your eBay account or other dropshipping platforms.

LISTING CONTROL

"Review and Let" lets you preview and edit listings before they go live.

YAKPAL

YakPal helps you quickly collect product IDs from retailers, identify specific variants, list directly from retailer product pages, and more. Perform a search, then click "Get Product IDs" to generate a list of all matching product IDs. Get started!

CUSTOMIZE

Fully customize your template to make your listings look just the way you like. Fully customize other listing settings using business policy profiles.

ADVANCED FILTERING

1) Automatically filters out products that are unavailable or do not match your own. 2) Automatically filters out listings that are at high risk (VARO taken down on eBay based on our comprehensive blacklist which you may edit) as well as our proprietary risk estimation algorithm. 3) Duplicate prevention, with the option to even prevent duplicates across multiple stores.

2 Repricing

Prevent unfulfillable sales or sales at a loss, and maximize profit.

SCALE

The biggest dropshippers in eBay trust PriceYak because it scales to millions of listings across dozens of stores with no sweat. A snappy interface makes using the dashboard a breeze.

ADVANCED PRICE FORMULATION

Advanced Price Formulation includes Pricing Ranges, Sales Count Repricing, and allows you to configure different rules for each source retailer. PriceYak also includes automatic price reduction for markdowns, so that you can scale up to even numbered prices, and makes it easy to turn on and off your settings with Pricing Tester.

OFFER-BASED REPRICING SYSTEM

PriceYak considers all competitive offers for your product at the source retailer, filters down according to your custom offer selection criteria, then reprices against the best of the new offers. PriceYak also includes automatic price reductions depending on the popularity of the item. Most price updates happen within 20 minutes of the change at the source retailer.

Learn More about Repricing »

Landing Page Asset

Product Diagram and Description

Product Highlights

Product Highlight Features:

1. Listing Creation

Product Highlight Features:

2. Repricing

Product Highlight Features:

3. AutoOrdering®

Product Highlight Features: Extras

Supported Marketplaces

Social Media and Video Tutorials

Functioning Contact Form

numbered prices, and makes it easy to see and find updates happen within 20 minutes of the change at your settings with Pricing Tester.

depending on the popularity of the item. Most price updates happen within 20 minutes of the change at due to issues with the source.

Learn More about Repricing »

3 AutoOrdering®

Eliminate your biggest operational hassle. And eliminate mistakes.

COYOTE

AutoOrdering® uploads tracking information to the source order as soon as it is available from the source retailer.

BUNDLING

One-click return handling automatically generates a return shipping label at the source and uploads it to the return case on eBay. Learn about Automatic Returns.

More Features

LISTING PERFORMANCE

Automatically place orders on the source retailer as soon as they come in to your store. PriceYak eliminates the possibility of price or stock changing in between the time you receive the order and place it at the source retailer. Learn how.

STORE STATS

Store Stats page shows you listing and order counts over time, breakdowns of listings by retailer, profit histogram, and more.

BULK LISTING EDITOR

Bulk Listing Editor lets you tag or edit per-listing settings in bulk with a simple CSV upload.

Supported Marketplaces							
Sources	AutoOrdering®	Repricing	Listing Creation	Gift Cards at priraha.jcnic2	Promotions	Other Info	Destinations
Amazon US	✓	✓	✓	\$100 and \$5000 available			eBay US
Amazon UK	✓	✓	✓	\$100 available			eBay CA
Amazon CA	✓	✓	✓				eBay UK
Walmart	✓	✓	✓	\$100 available	Free AutoOrdering through 2017!		Amazon US, UK, CA, MX (MHN) Email Support To enable
AliExpress	✓	✓	✓				Must get product ID using YAKPAL
Costco	No Tracking (beta)	(beta)	(beta)				Shopify Email Support To enable Free through end of September 2017!
Overstock	✗	✓	(beta)	\$500 available	Free Repricing through July 2017!		

We're always adding new source retailers, destination markets, AutoOrdering features, Repricing settings, and more! Keep an eye on our Twitter feed and YouTube channel for the latest.

Tweets by [@price_yak](#)

PriceYak (@price_yak) · 1 Automatic returns are now free for all AO users! support.priraha.com/holding-ultimate...

PriceYak (@price_yak) · 2 Repricing

PriceYak (@price_yak) · 3 AutoOrdering

PriceYak (@price_yak) · 4 Post-sale - tracking upload

PriceYak (@price_yak) · 5 analytics

PriceYak (@price_yak) · 6 returns automation

1) Listing Creation

2) Repricing

3) AutoOrdering

4) Post-sale

- tracking upload
- analytics
- returns automation

View on Twitter

Let's get in touch!

Name	(Orders Per Month (Optional))
Email address	We can help you best if you tell us a bit about your store. Where do you source from, and where do you sell? (Optional)
Phone / Skype (Optional)	
Ebay/Shopify Store Link	
Submit	

New things all the time. Stay updated.



Zinc Technologies, Inc.

ZINC.IO

Marketing Landing Page | 2017

IDENTITY | WEB | DESIGN | HTML/CSS

When working for Zinc Technologies, I redeveloped their company homepage with a full webpage remodel, including branding, logo work, and front end.

Company Description:

Zinc is the secret backbone of e-commerce. Our team has built listing creation, inventory management, repricing, and fulfillment software currently used by tens of thousands of the top Amazon and eBay sellers. We power the entire product catalog for dozens of US and international e-commerce sites.

Our founders and lead engineers hail from MIT and have worked at top-tier Silicon Valley companies including Palantir, Stripe, Dropbox, Nest, and Optimizely.

Designed for Zinc Technologies.

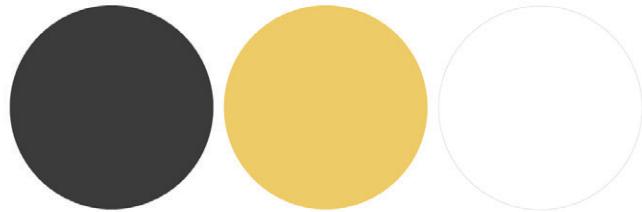


Landing Page Asset

SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary color is a dandelion yellow with hints of orange, which compliment the simplicity of the two neutral colors. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



CHARCOAL

DANDELION

WHITE

Hex: #3A3A3A
RGB: (58, 58, 58)
CMYK: (0, 0, 0, 0.77)
Web Safe Color: #333333

Hex: #EFCB68
RGB: (239, 203, 104)
CMYK: (0, 0.15, 0.56, 0.06)
Web Safe Color: #FFCC66

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



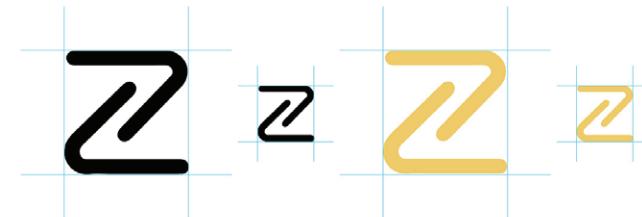
COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.



SECTION 02 LOGO AND MARKS

The Zinc logo is representative of Zinc Technologies Inc, and should be used only to represent the company and not its products. Derived from the "Z" letter, it is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using #EFCB68, #000000 or #EFCB68, unless placed on a colored background (see Alternative Color Backgrounds).

ALTERNATIVE COLOR BACKGROUNDS



TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of the branding. It is best used with padding separation from elements around it and with the font weight: Bold. See **The Font** in 03 Typography for font styles.

ZINC ZINC

ZINC

SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is **#000000**, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. The only font weights it requires is Regular and Bold (400 and 500, respectively).

ROBOTO
REGULAR
(400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

ROBOTO
BOLD
(500)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

03 typography 04 iconography 05 www + mobile

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1 Zinc Technologies
Bold Zinc Technologies

Heading 2 Zinc Technologies
Regular Zinc Technologies

Heading 3 Zinc Technologies
Regular Zinc Technologies

Paragraph Zinc Technologies
Regular Zinc Technologies

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

ZINC 01 color systems 02 logo + marks

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either **#000000** or **#EFCB68**. A tint of **#EFCB68** is acceptable but full saturation is preferable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



Successful icon:
(shown after user successfully submits contact form)



Unsuccessful icon:
(shown after user unsuccessfully submits contact form)

Hyperlinks

All hyperlinks on a webpage should adhere to the following styles:

General Links:

:link	This is a hyperlink.
:hover	This is a hyperlink .
:active	This is a hyperlink .

Email Links:

:link	This is a hyperlink.
:hover	This is a hyperlink .
:active	This is a hyperlink .

03 typography 04 iconography 05 www + mobile

FORMS

The contact form, tracking form, and any additional forms should adhere to a similar style.

All input boxes have a border radius of 3px and a border color of **#EFCB68**. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Label	<input type="text"/>
Label	<input type="text"/>
Label	<input type="text"/>
	<input type="button" value="Send"/>

Call to action buttons have a background color of **#EFCB68**. On hover, animate the button to translate up 2 px and change the background color to **#F5DFA4**. On focus, use **#EFCB68** as the box-shadow color (a tint of **#EFCB68** is also acceptable).

ZINC

01 color systems

02 logo + marks

03 typography

04 iconography

05 www + mobile

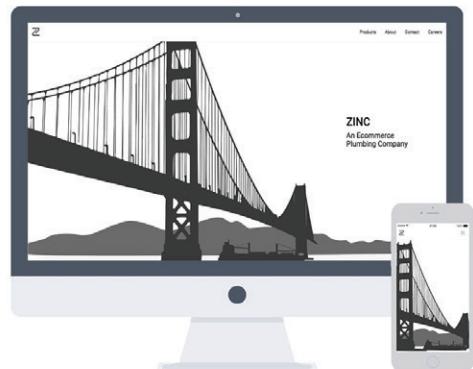
SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is #FFFFFF, though sections with the background color #EFCB68 is acceptable to highlight its content.

LANDING PAGE

The Golden Gate Bridge is representative of Zinc's location and culture in San Francisco, CA.

MOBILE AND DESKTOP

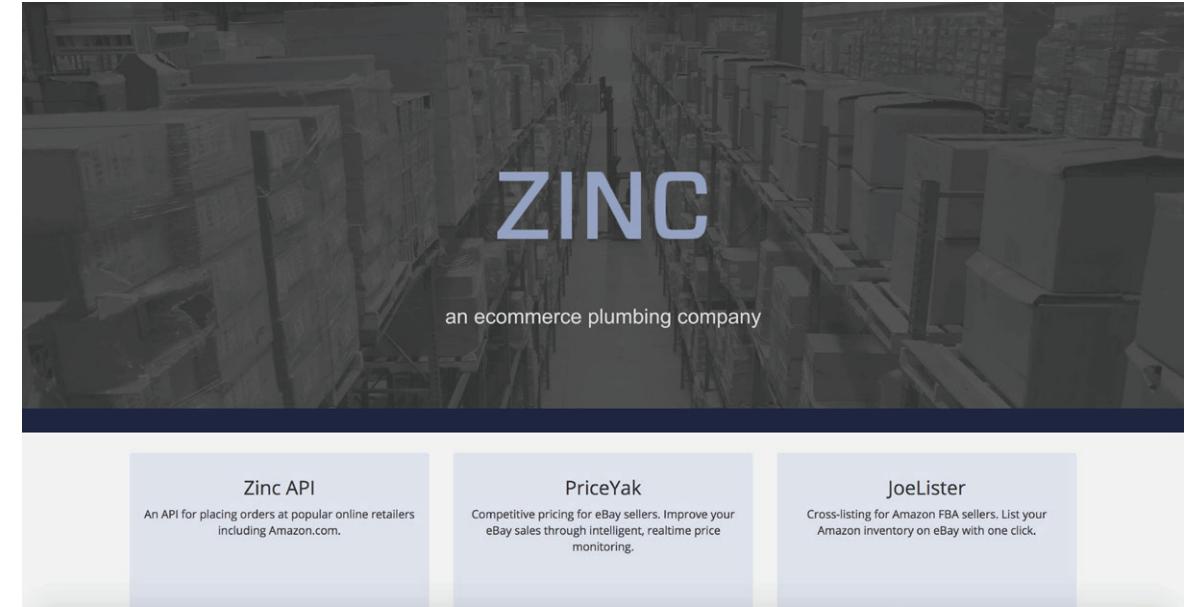


HOME PAGE

ABOUT

13

DESIGN GUIDELINE DOCUMENTATION



14



LANDING PAGE BEFORE AND AFTER

[30]

[31]

Zinc

Products About Contact Careers

ZINC
An Ecommerce Plumbing Company

Our Products

- Zinc API**
The Buy API
Order from Amazon, Walmart, Nordstrom, and more with a single POST.
- PriceYak**
Dropship Arbitrage on Autopilot
Competitive pricing for eBay sellers. Improve your eBay sales through intelligent, real-time price monitoring.
- JoeLister**
Amazon to eBay in 5 Minutes
Cross-listing for Amazon FBA sellers. List your Amazon inventory on eBay with one click.
- Subtotal**
Eat for Less
Pay with Subtotal at your favorite restaurants and earn up to 10% cash back.

About Zinc

Zinc is the secret backbone of e-commerce. Our team has built listing creation, inventory management, repricing, and fulfillment software currently used by tens of thousands of the top Amazon and eBay sellers. We power the entire product catalog for dozens of US and international brands.

Our founders and lead engineers hail from MIT and have worked at top-tier Silicon Valley companies including Palantir, Stripe, Dropbox, Nest, and Optimizely.

Let's get in touch!

Use the form to get in touch for product information or partnerships.

Name

Email

Phone or Skype

Which products are you interested in?

Automatic Ordering API
 Product Prices API
 Product Details API
 PriceYak
 JoeLister
 Other

Is your website or store currently live? If it is, please include a website link.

Website

Message

Send

Landing Page Asset

Links to all Zinc Products

About Page: Team Members

Meet our team!

© Zinc 2017

Our Team

[33]

LIONFISH DATA

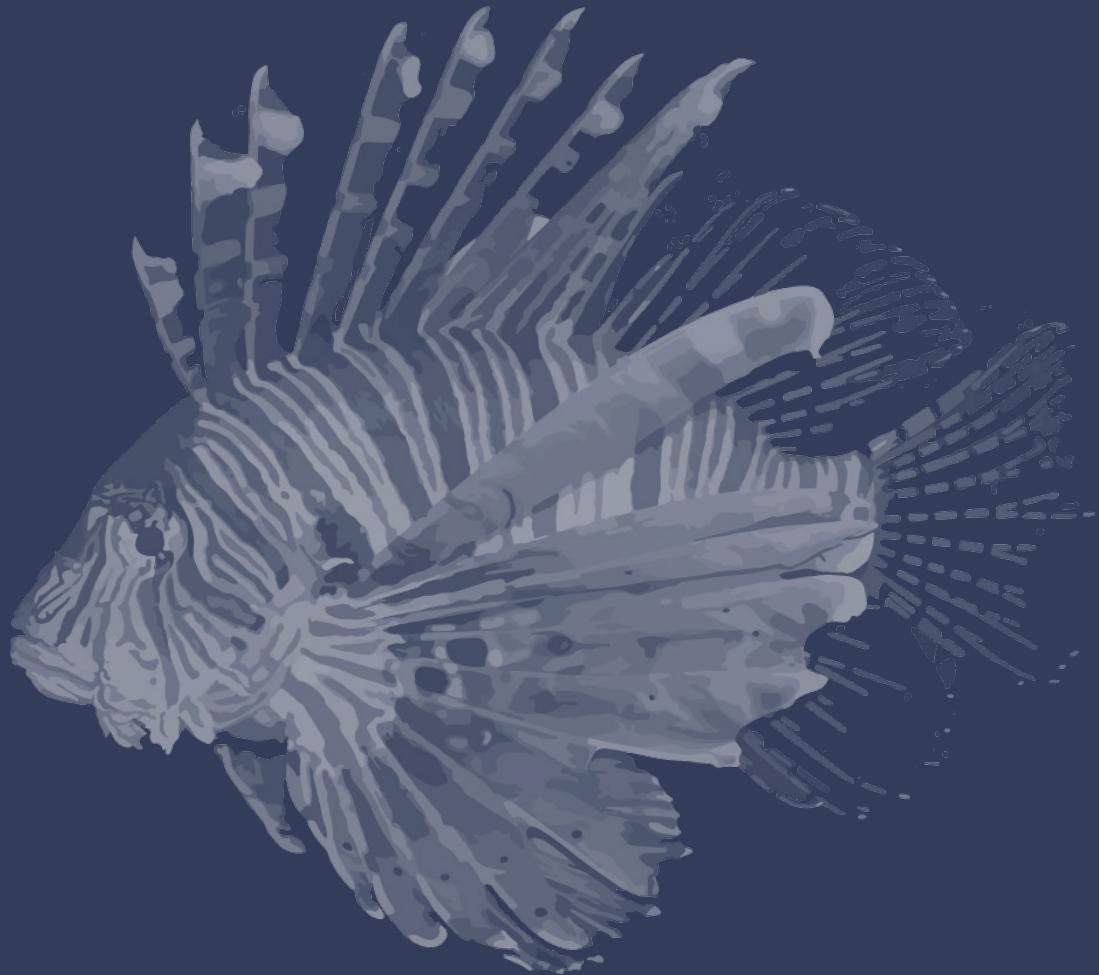
Marketing Landing Page | 2017

IDENTITY | WEB | DESIGN | HTML/CSS

When working for Zinc Technologies, I created a simple landing page for one of their products, Lionfish. I also worked on the product's dashboard flow, branding, logo work, and front end.

Product Description:

Every product, at your fingertips. LionFish is the most sophisticated product catalog of consumer goods on the internet.





LIONFISH
DATA

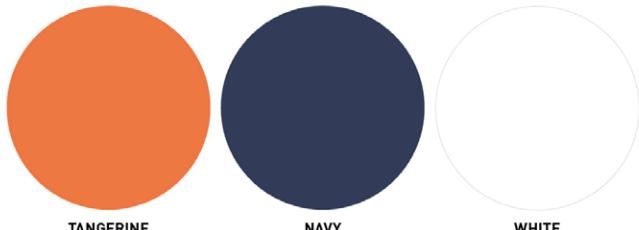
01 color
systems

02 logo +
marks

SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary color is a navy with slate grey tones and is complimented with a bright tangerine orange. The tangerine orange is considered an accent color and should only be used when highlighting important content or used as a call to action button. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



TANGERINE

NAVY

WHITE

Hex: #EF7845
RGB: [239,120,69]
CMYK: [0, 0.5, 0.71, 0.06]
Web Safe Color: #FF6633

Hex: #343D59
RGB: [52,61,89]
CMYK: [0.43, 0.31, 0, 0.65]
Web Safe Color: #333366.

Hex: #FFFFFF
RGB: [255, 255, 255]
CMYK: [0, 0, 0, 0]
Web Safe Color: #FFFFFF

GRADIENT



03 typography **04** iconography **05** www +
mobile

COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.



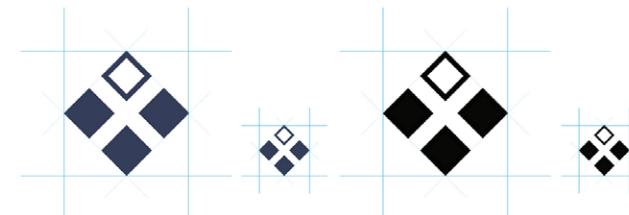
LIONFISH
DATA

01 color
systems

02 logo +
marks

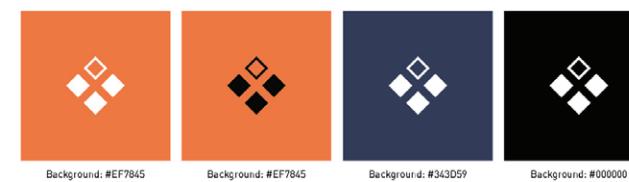
SECTION 02 LOGO AND MARKS

The Lionfish Data logo is representative of Lionfish Data, and should be used only to represent the product. The rotated squares become diamonds that refer to abstract scales, and the filled diamonds follow the shape of an L. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#343D59**, **#000000**, or **#FFFFFF** unless placed on a colored background (see Alternative Color Backgrounds).

ALTERNATIVE COLOR BACKGROUNDS



Background: #EF7845
Content: #FFFFFF

Background: #EF7845
Content: #000000

Background: #343D59
Content: #FFFFFF

Background: #000000
Content: #FFFFFF

03 typography **04** iconography **05** www +
mobile

TITLE BLOCK

This style and type is to be used where the name of the company is desired instead of, or in addition to the branding. It is best used with padding separation from elements around it and with the Heading 1 font weight. Refrain from using the accent color, **#EF7845**, in the title block. See The Font in 03 Typography for font styles.

LIONFISH DATA
LIONFISH DATA

LIONFISH DATA

LIONFISH DATA

LIONFISH
DATA

LIONFISH
DATA

LIONFISH
DATA



01 color systems

02 logo + marks

SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is #000000, with the exception of links and title blocks. **Font sizes** for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

THE FONT

The standard font for Zinc is Roboto. It uses Light, Medium and Bold (300, 500, and 700 respectively).

**ROBOTO
LIGHT
(300)**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

**ROBOTO
BOLD
(700)**

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

03 typography

04 iconography 05 www + mobile

HIERARCHY

Font weights should reflect the hierarchy of content.

**Heading 1
Bold: 700**

Lionfish Data
Lionfish Data

for use as company name or section title only

**Heading 2
Medium: 500**

Lionfish Data
Lionfish Data

for use as company title subheading or tagline only

**HEADING 3
BOLD: 700**

LIONFISH DATA
LIONFISH DATA

uppercase
for use as section subheadings and feature titles only

TEXT EXAMPLES

FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

FEATURE TITLE USING HEADING 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.



01 color systems

02 logo + marks

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either #343D59 or #EF7845. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow **Alternative Color Backgrounds** styles (Section 02 Logo + Marks).

ICONS



HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links

:link
:hover
:active

This is a hyperlink.
This is a hyperlink.
This is a hyperlink.

Navigation Links

:link
:hover
:active

This is a hyperlink.
This is a hyperlink.
This is a hyperlink.

03 typography 04 iconography 05 www + mobile

FORMS

The contact form and any additional forms should adhere to a similar style.

All input boxes have a border radius of 5px and a border color of #000000. All labels and text are consistent with paragraph styles (for specifics, see **The Font** in 03 Typography).

Placeholder Text Label

input...

SUBMIT

Call to action buttons should use the accent color #EF7845. On hover, animate the button to translate up 2px and change the background color to #F2936A. On focus, use #343D59 as the box-shadow color (a tint of #343D59 is also acceptable).

BACKGROUND

The background pattern for Lionfish's landing page and login page is comprised of a series of rounded triangles (rotated at about 35 degrees). The triangles have a stroke of #FFFFFF at a 5% opacity against a #343D59 background.

Example magnified to show detail:





01 color systems

02 logo + marks

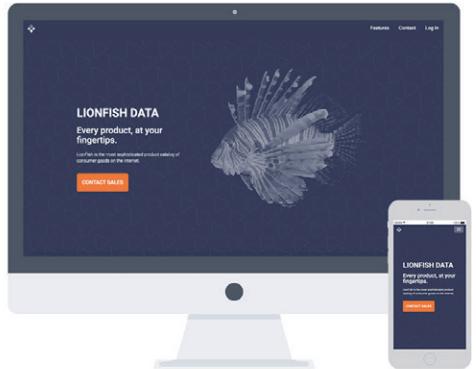
SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is #FFFFFF, with the exception of the landing page.

LANDING PAGE

The lionfish image is representative of the product's name, with a large call to action using the accent color. The background is a subtle pattern of triangles as to not distract from the information on the page (see **Background** in Section 04 Iconography).

MOBILE AND DESKTOP



03 typography 04 iconography 05 www + mobile

Homepage



LIONFISH DATA

Every product, at your fingertips.

LionFish is the most sophisticated product catalog of consumer goods on the internet.

CONTACT SALES



LIONFISH DATA

Every product, at your
fingertips.

LionFish is the most sophisticated product catalog of consumer goods on the internet.

CONTACT SALES



Features



DATA ON THE TOP RETAILERS

LionFish provides data on the biggest ecommerce retailers in the world: Amazon, Walmart, AliExpress, and more.



REAL TIME PRODUCT INFORMATION

Get up-to-date product details and price information in just a few seconds.



SCHEDULED PRODUCT DATA

Choose which products you want to track, and how frequently you want to track them. LionFish will automatically process them and send the results to your email, an S3 bucket, or a webhook, in any format you want.



Built for customers in every industry.

International resellers use LionFish to give customers in their countries an instant price quote, including shipping.

Merchants use LionFish to make sure their prices are constantly competitive with Amazon.

Dropshippers use LionFish to maintain a healthy profit margin on their items.

Made by the best.

Our team combines over 20 years of ecommerce and marketplace experience. Our founders and lead engineers hail from MIT and have worked at top-tier Silicon Valley companies including Palantir, Stripe, Dropbox, and Optimizely.

Let's get in touch!

Use the form to contact our sales team.

Name	Message
Email address	
Phone / Skype (Optional)	
Website	

SUBMIT

Landing Page Asset and Call To Action

Product Features

Product Description

Company Mention

Functioning Contact Form

SUBTOTAL

Marketing Landing Page | 2017

IDENTITY | WEB | DESIGN | HTML/CSS

For this project, I redeveloped a marketing webpage for an app, Subtotal. I also worked on the product's branding, logo work, and marketing assets.

Product Description:

Eat out, save up. Pay with Subtotal at your favorite restaurants and earn up to 10% cash back.

Subtotal saves you money at restaurants by providing a discounted gift code for your exact bill total. With discounted gift cards, you usually have to deal with holding on to the card until you go to the restaurant, and you often end up with either too much money on the gift card or not enough to cover your meal. Subtotal sells you a gift card in real-time for the exact amount of your bill.

Designed for Zinc Technologies.





01 color systems

02 logo + marks

03 typography

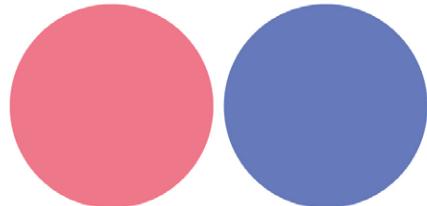
04 iconography

05 www + mobile

SECTION 01 COLOR SYSTEMS

The palette consists of three colors. The primary accent color is a sapphire blue with grey-silver tones and is complimented with white and a light coral accent color. A consistent consideration towards maintenance of these colors will create a unified brand across all communications.

PRIMARY COLOR PALETTE



LIGHT CORAL

Hex: #EF798A
RGB: (239, 121, 138)
CMYK: (0, 0.49, 0.42, 0.06)
Web Safe Color: #FF6699

SILVER SAPPHIRE

Hex: #6678B9
RGB: (102, 120, 185)
CMYK: (0.45, 0.35, 0, 0.27)
Web Safe Color: #6666CC

WHITE

Hex: #FFFFFF
RGB: (255, 255, 255)
CMYK: (0, 0, 0, 0)
Web Safe Color: #FFFFFF

GRADIENT



COLOR TINTS

A color *tint* is the mixture of a color with white, increasing its lightness. These colors should be used where the full saturation color would be too strong or distracting.



COLOR SHADES

A color *shade* is the mixture of a color with black, increasing its darkness. These colors should be used rarely and with caution. It may cause distraction or confusion from the main color palette.



01 color systems

02 logo + marks

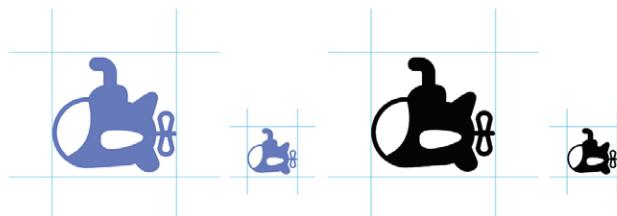
03 typography

04 iconography

05 www + mobile

SECTION 02 LOGO AND MARKS

The Subtotal logo is representative of Subtotal, and should be used only to represent the website and its product. The logo is modeled after a submarine using the main colors, **#6678B9**. It is best used with padding separation from elements around it, and looks exceptionally well as a small to medium icon.



The only color variations of the logo should be using **#6678B9**, **#000000**, or **#FFFFFF**, unless placed on a colored background (see Alternative Color Backgrounds).

ALTERNATIVE COLOR BACKGROUNDS



Background: #6678B9
Content: Inverted

Background: #EEEEEE
Content: Original

Background: #000000
Content: Inverted





01 color systems

02 logo + marks

SECTION 03 TYPOGRAPHY

The same font should be used across all platforms in order to maintain consistency. Text color is #000000, with the exception of links and title blocks. Font sizes for varying content is flexible and is up to the user's discretion, but should maintain font weights (based on heading and paragraph hierarchy). In the case of a colored background, follow Alternative Color Backgrounds styles (Section 02 Logo + Marks).

THE FONT

The standard fonts for Zinc is Foco and Karla. Foco is used mainly for headings and titles and Karla is used mainly for small headings and paragraphs. If Foco is unavailable, use Oswald.

FOCO BOLD
(700)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

KARLA
REGULAR
(400)

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

03 typography **04** iconography **05** www + mobile

HIERARCHY

Font weights should reflect the hierarchy of content.

Heading 1: Eat out, save up.
Bold: 700

for use as company name and taglines only

Heading 2
Bold: 700

for use as section headings and subheadings only

Heading 3
Regular: 400

for use as small section headings only

Paragraph
Regular: 400

for paragraph and sentence use

TEXT EXAMPLES

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris nec elementum ex, quis luctus sapien. Morbi tortor ipsum, venenatis a cursus et, tempus non ligula. Integer a dolor convallis, venenatis velit vitae, laoreet nunc. Mauris in quam eros. Vivamus sed posuere est. Ut tempor orci nunc, at finibus mi vestibulum sit amet. Fusce iaculis tempus pretium. Pellentesque laoreet efficitur eros nec varius. Nam in ex mattis, varius dui non, laoreet urna. Sed id erat sit amet ante pretium consequat et et mauris.



01 color systems

02 logo + marks

SECTION 04 ICONOGRAPHY

Any existing or future iconography must be in either #6678B9 or #FFFFFF. A tint of these colors is acceptable but full saturation is preferable. For drawn assets, the use of neutrals for fills and strokes is justifiable. In the case of a colored background, follow Alternative Color Backgrounds styles (Section 02 Logo + Marks).

ICONS



PARTNER LOGOS



HYPERLINKS

All hyperlinks on a webpage should adhere to the following styles:

General Links	
:link	This is a hyperlink .
:hover	This is a hyperlink .
:active	This is a hyperlink .

03 typography **04** iconography **05** www + mobile

CALL TO ACTION

Any existing and future call to action buttons should follow the Alternative Color Backgrounds guidelines. On hover, the background color should change to have an opacity of 80%.

Get Subtotal Now

Get Subtotal Now

Get Subtotal Now

Get Subtotal Now



01 color systems

02 logo + marks

SECTION 05 WWW + MOBILE

The webpage for Zinc.io must be simple, with non-distracting elements. The principle background color is #FFFFFF, with the exception of the landing page. Sections with the background color #EF798A is used to separate content.

LANDING PAGE

The submarine image is representative of the product's name, with large call to action buttons leading to the app's download pages and a video demonstrating the use of the app.

MOBILE AND DESKTOP



03 typography **04** iconography **05** www + mobile

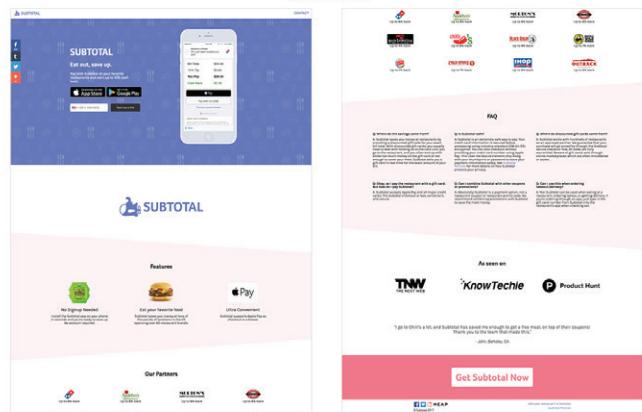
LANDING PAGE BACKGROUND

The background pattern for Lionfish's landing page and login page is designed as a series of food icons. The icons are #8493C7 and the background color is #343D59 background.

Example magnified to show detail:



Homepage



SUBTOTAL



SUBTOTAL

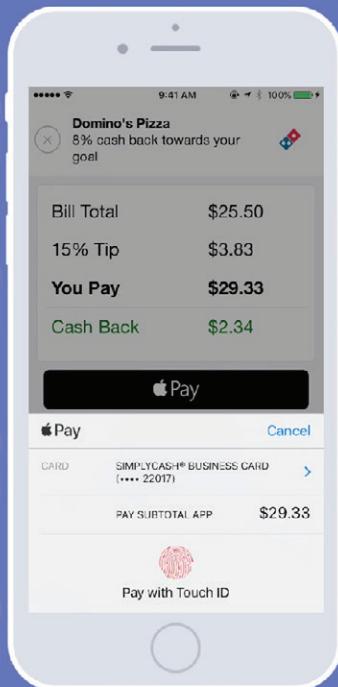
Eat out, save up.

Pay with Subtotal at your favorite restaurants and earn up to 10% cash back.



USA (201) 555-5555

Text me a link



CONTACT

SUBTOTAL

Eat out, save up.

Pay with Subtotal at your favorite restaurants and earn up to 10% cash back.

[Download on the App Store](#) [GET ON Google Play](#)

(201) 555-5555

[Text me a link](#)

[Change payment details](#)

[See Details](#)

[Terms and Conditions](#)

[Back](#)



Landing Page Asset and Mobile Links

Features

No Signup Needed
Install the Subtotal app on your phone in seconds and you're ready to save up. No account required.

Eat your favorite food
Subtotal saves you money at tens of thousands of locations in the US spanning over 60 restaurant brands.

Ultra Convenient
Subtotal supports Apple Pay so checkout is a breeze.

Product Features

Our Partners

Up to 4% back	Up to 8% back	Up to 8% back	Up to 8% back
Up to 8% back	Up to 8% back	Up to 8% back	Up to 7% back
Up to 7% back			

Partner Company List

FAQ

Q: Where do the savings come from?
A: Subtotal saves you money at restaurants by providing a discount on your bill total. With discounted gift cards, you usually have to deal with holding on to the card until you go to the restaurant to use it. This means you either too much money on the gift card or not enough to cover your meal. Subtotal sells you a gift card in real-time for the exact amount of your bill.

Q: Is Subtotal safe?
A: Subtotal is an extremely safe way to pay. Your credit card information is never stored and your processing uses industry-standard 256-bit SSL encryption. You can also checkout without providing your credit card information via Apple Pay. This uses the Secure Element chip along with your thumbprint or password to store your payment information safely. See [Subtotal Policies](#) for more details on how Subtotal protects your privacy.

Q: Where do discounted gift cards come from?
A: Subtotal works with hundreds of restaurants across the country to provide you with a discount on your purchase will go smoothly through the Subtotal secure checkout flow. All sales are fully valid. Be aware of gift cards sold through online marketplaces which are often mislabelled or stolen.

Q: Okay, so I pay the restaurant with a gift card. But how do I pay Subtotal?
A: Subtotal accepts Apple Pay and all major credit cards. The Subtotal checkout is fast, convenient, and secure.

Q: Can I combine Subtotal with other coupons or promotions?
A: Absolutely! Subtotal is a payment option, not a restaurant coupon or restaurant promo code. We recommend combining promotions with Subtotal to save the most money.

Q: Can I use this when ordering takeout/delivery?
A: Yes! Subtotal can be used when eating at a restaurant, ordering takeout, or getting delivery. If you're ordering through an app, just type in the gift card number from Subtotal into the restaurant's app when checking out.

Frequently Asked Questions

As Seen On Mentions and Reviews

Call To Action

A: Subtotal accepts Apple Pay and all major credit cards. The Subtotal checkout is fast, convenient, and secure. We recommend combining promotions with Subtotal to save the most money.

A: Absolutely! Subtotal is a payment option, not a restaurant coupon or restaurant promo code. We recommend combining promotions with Subtotal to save the most money.

A: Yes! Subtotal can be used when eating at a restaurant, ordering takeout, or getting delivery. If you're ordering through an app, just type in the gift card number from Subtotal into the restaurant's app when checking out.

As seen on

TNW THE NEXT WEB

KnowTechie

Product Hunt

"I go to Chili's a lot, and Subtotal has saved me enough to get a free meal, on top of their coupons! Thank you to the team that made this."

- John, Berkeley, CA

Get Subtotal Now

[Download on the App Store](#) [GET ON Google Play](#)

Add your restaurant to Subtotal
[Subtotal Policies](#)

SUBTOTAL

COLD STONE CREAMERY

[Download on the App Store](#) [GET ON Google Play](#)

(201) 555-5555

[Text me a link](#)

Save 6.8% at Cold Stone Creamery!

Our gift cards can be redeemed at any of our US participating locations, including Puerto Rico and Guam. Please visit us at [www.ColdStoneCreamery.com](#) for more information and store locations. Our gift card is ideal for birthdays, holidays, employee incentives and more!

Subtotal is the new way to pay at Cold Stone Creamery that instantly saves you 6.8%.

SEND THAT GIFT

E-Commerce Website | 2016

IDENTITY | LOGO | WEB | DESIGN

Send that Gift makes it easier to send gifts to friends and family all across the world by expediting the gift-giving process. All that is required is for you to pick a gift, then enter your billing information and recipient's email address. Send that Gift will email them to ask for their address and ship your gift after they reply!

For this project, Send that Gift required an entire web redesign, including logo branding and an emphasis on simplicity of checkout flow.

The logo for Send that Gift is a combination of the basics of its concept: gift-giving and its simplicity through email.

HEADING [OSWALD REGULAR]

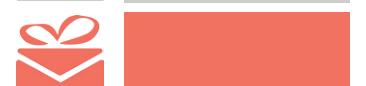
SUBHEADING [OSWALD REGULAR]

Body Text [Oswald Regular]

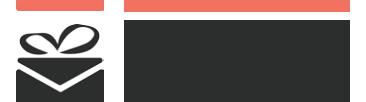
#CDCCCB



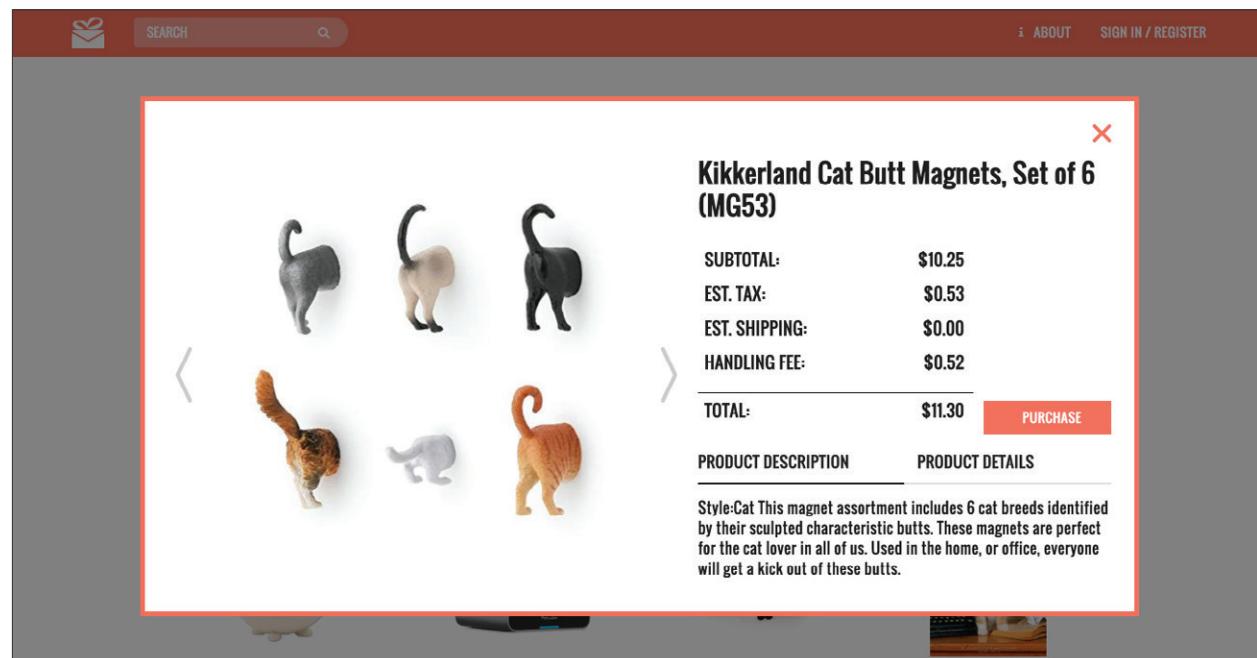
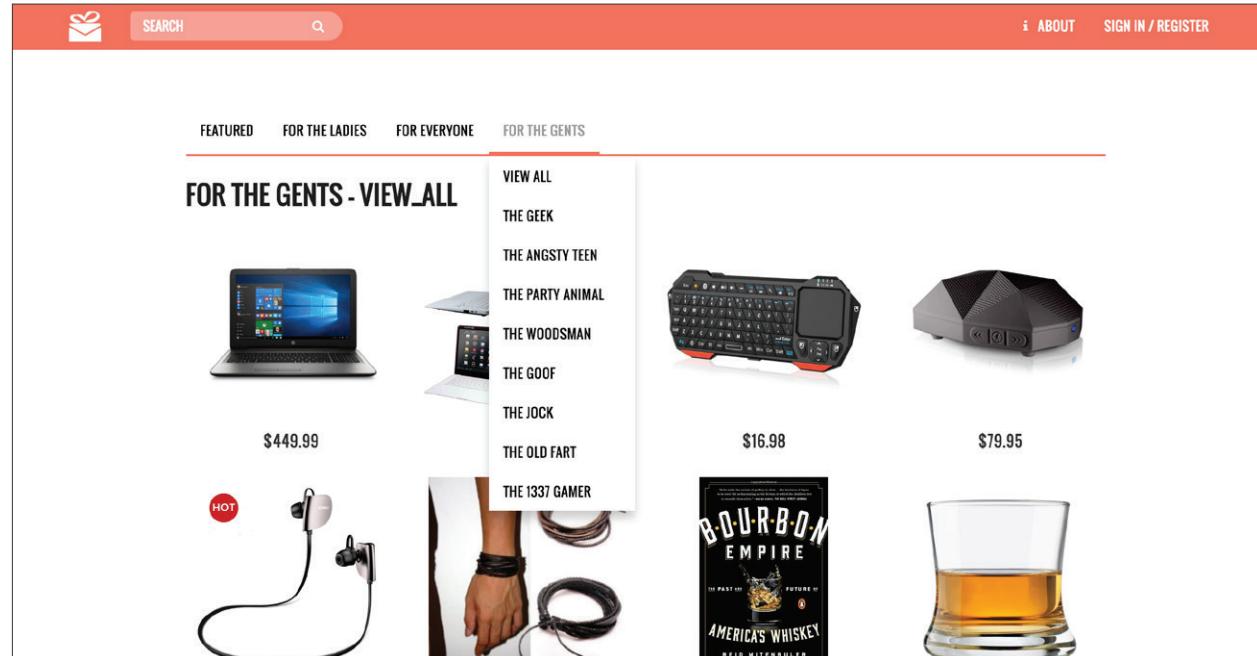
#F27362



#2E2E2E



Designed for Zinc Technologies and in collaboration with Jason Ma.



Top: Product Browse Page
Bottom: Product Info Page

CHECKOUT FLOW

The checkout flow was designed for the user's simplicity, by changing checkout into a "divide and conquer" style between the gift giver and the recipient.

The only thing that the gift giver needs to provide is their billing information and the recipient's email, and the recipient will provide their own mailing address.

STEP 1

ALL YOU NEED TO PROVIDE IS YOUR RECIPIENT'S EMAIL AND YOUR PAYMENT INFORMATION AND WE'LL HANDLE THE REST.

STEP 1	STEP 2
RECIPIENT INFORMATION	
GIFT MESSAGE: (MAX 240 CHARACTERS)	
<input type="text"/>	
RECIPIENT NAME AND EMAIL:	
<input type="text"/> Name	
<input type="text"/> Recipient Email	
<input type="button" value="NEXT STEP"/>	

STEP 2

THE GOAL OF SEND THAT GIFT IS TO EXPEDITE YOUR GIFTING PROCESS.

LEARN MORE

ALL YOU NEED TO PROVIDE IS YOUR RECIPIENT'S EMAIL AND YOUR PAYMENT INFORMATION AND WE'LL HANDLE THE REST.

STEP 1	STEP 2
SENDER PAYMENT INFORMATION: PLEASE ENTER YOUR BILLING INFORMATION	
<input type="text"/> YOUR NAME HERE	
<small>FORGOT YOUR PRODUCT ALREADY? CLICK HERE TO DOUBLE CHECK YOUR ORDER</small>	
<input type="button" value="SUBMIT PAYMENT INFO"/>	

STEP 1

Once they have chosen a product, the gift giver enters the recipient's information and gift message.

STEP 2

Gift giver enters their payment information.

Hi Selena Zhen,

Thank using Send that Gift.
You ordered Kikkerland Cat Butt Magnets, Set of 6 (MG53)
If you have any questions or concerns regarding your order, please contact support@zinc.io and provide them with your order id: bowler-cornet-lapwing

Details

Sender (you):	Subtotal:	\$10.00
bookwormselena@isl.edu	Tax*:	\$0.52
Recipient:	Shipping*:	\$0.00
ngdewitt@bsu.edu	Handling:	\$0.50
Total*:		\$11.02

*Estimated prices. Prices are subject to change depending on the actual shipping address of the gift recipient. ([what does this mean?](#))
We have authorized \$21.53 on your card, however we will only charge you the actual total price of the gift. Since we aren't able to confirm the shipping cost of the product just yet, we are over estimating the total cost of the gift, and making sure your card can afford the cost. ([what is Auth and Capture?](#))

Common FAQs

Why am I receiving this?
When will my card be charged?
Where am I in the gifting process?

POWERED BY ZINC API.
COPYRIGHT © ZINC TECHNOLOGIES 2016

STEP 3

Gift giver receives a confirmation email, letting them know that their gift request has been sent to the recipient.

Hi Hannah DeWitt,

Selena Zhen has sent you a gift!
If you have any questions or concerns regarding your order, please contact support@zinc.io and provide them with your order id: bowler-cornet-lapwing

Details

Miss you a ton! Hope you enjoy and please visit me soon :)
-SELENA

The gift has already been paid for. All you need to do is input your shipping information, and we'll handle the rest.
[Click here to confirm your order.](#)

Common FAQs

Why am I receiving this?
What is "Send that Gift"?

POWERED BY ZINC API.
COPYRIGHT © ZINC TECHNOLOGIES 2016

STEP 4

The recipient receives an email notifying them of their gift and is given a link to enter their own shipping information to receive their gift.

BROWSE

SHIPPING INFORMATION

Name
First Name _____ Last Name _____

Address Line 1
Street Address _____

Address Line 2
Apt / Suite # _____

City _____ **State** _____ **Country** _____ **Zip Code** _____

Phone Number
Phone Number _____

SUBMIT ADDRESS

BROWSE

[ABOUT](#) [SIGN IN / REGISTER](#)

STEP 5

Recipient enters their shipping information.

BROWSE

CONGRATULATIONS!
Your gift should be arriving within 5-10 business days. Hope you enjoy!

Go back to browse

BROWSE

[ABOUT](#) [SIGN IN / REGISTER](#)

STEP 6

Recipient congratulation page; their gift is on its way!

TAILOR'D

iPhone App | 2016

IDENTITY | LOGO | HTML/CSS | iOS

HACKATHON ENTRY: Carnegie Mellon University

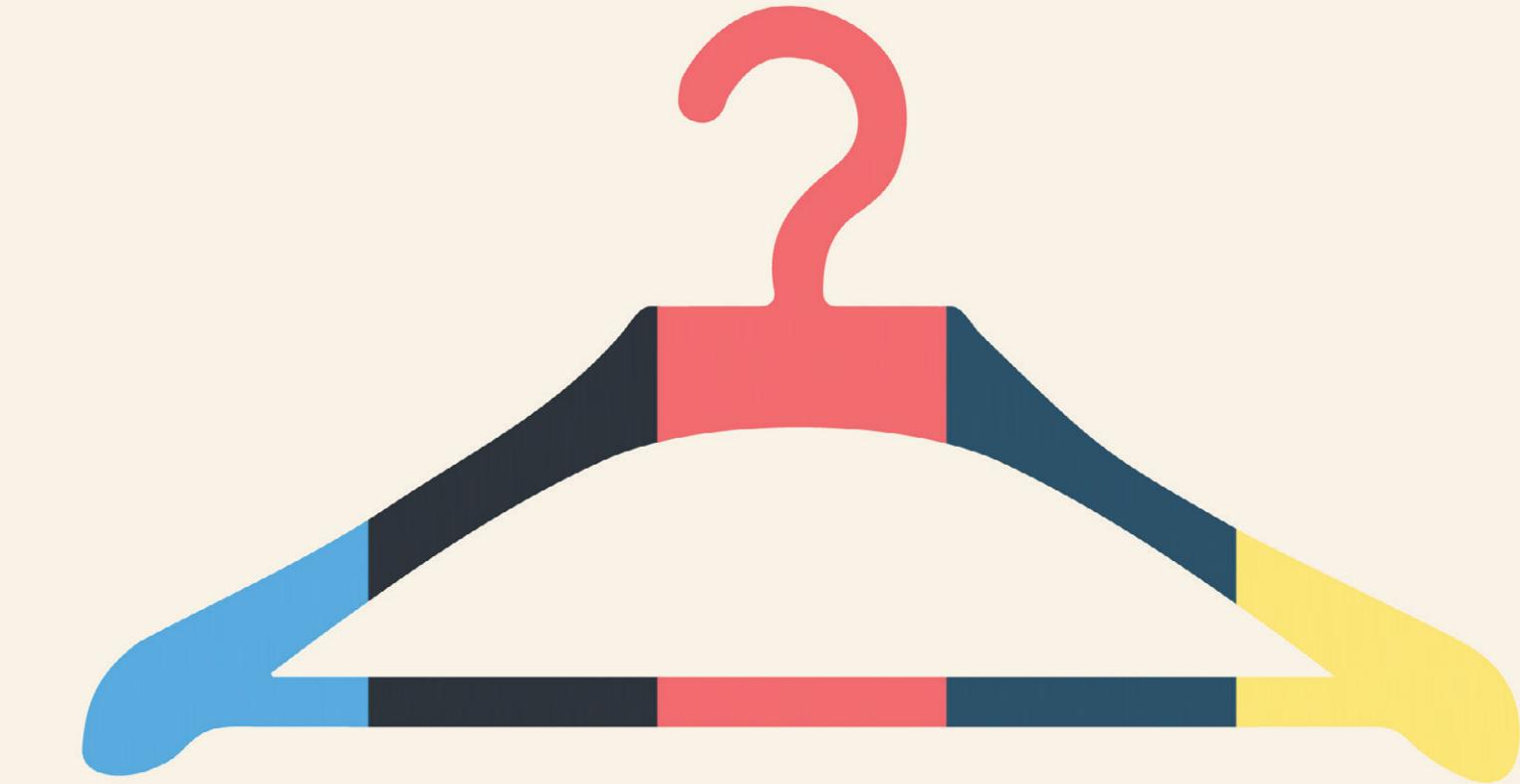
Inspiration: When we were brainstorming for ideas, we really wanted to create something that was fun to make as well as functional and meaningful. We finalized an idea that was a combination of both something that applied to our daily lives and an application that we could actually potentially use in the future. TAILOR'D focuses on making the most important choice of the day an easy decision; choosing the outfit you'll wear. With an auto-generating closet based on complementary color palettes, and an easy way to view your closet virtually, you'll never spend too long trying on outfits in the morning again.

Framework: For TAILOR'D, we used Ionic as a framework for an iOS app. With Ionic, we used HTML, CSS, and JavaScript to code the front end and all of the user interface/interaction. The backend, written in Python and using Flask, determined which images matched the color palettes and returned that information to our front end.

Presentation Video: <https://youtu.be/7qeeZrcVA7w>

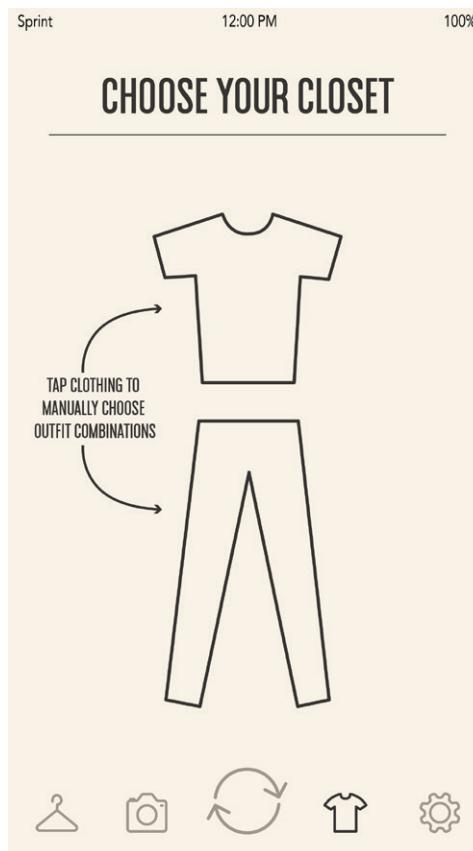
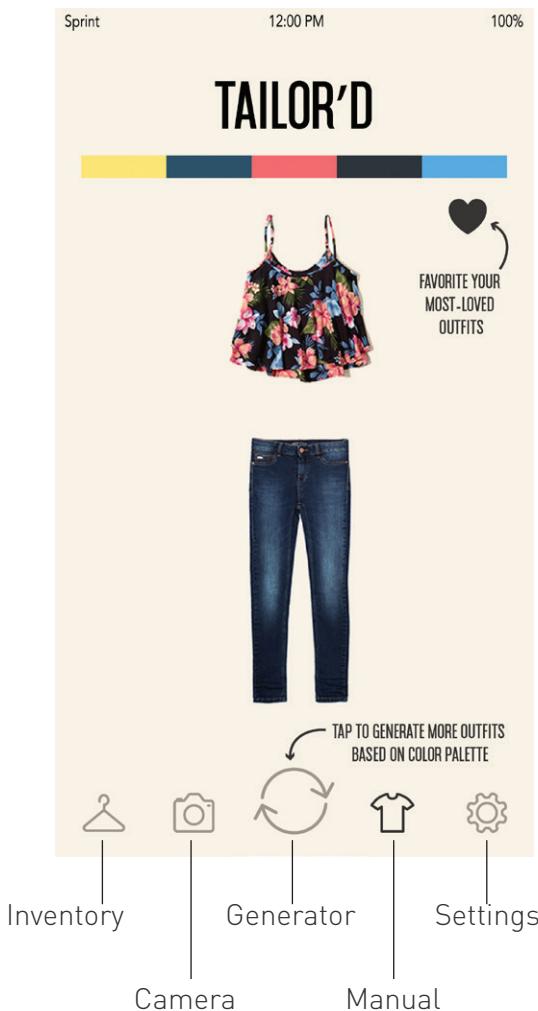
Award: Best Mobile App

In Collaboration with Christina Ou, Kristin Yin, and Tiffany Zhu.



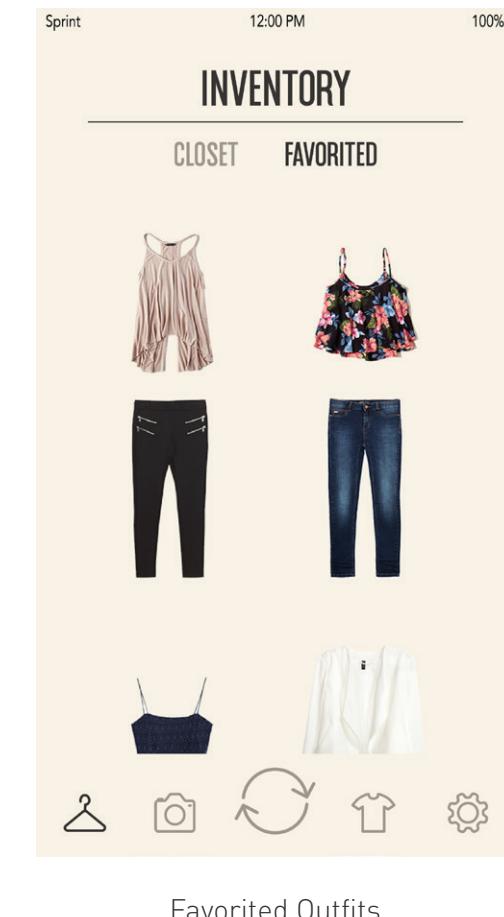
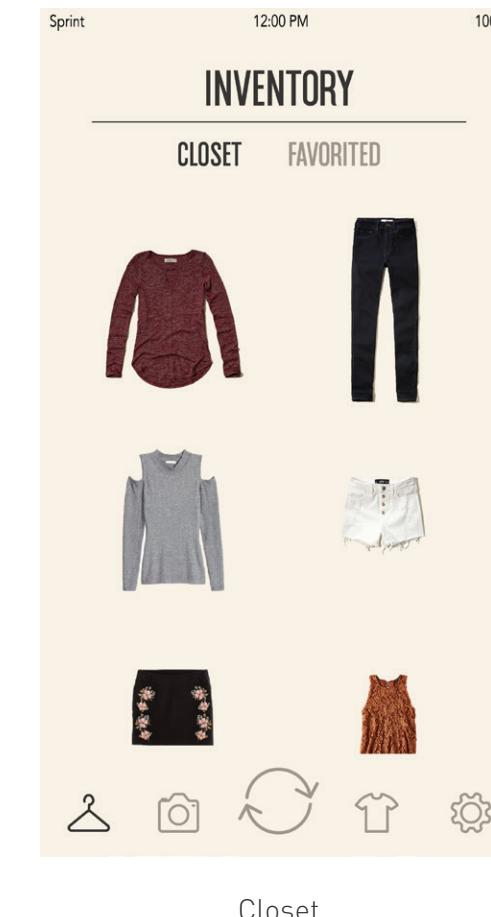
GENERATOR

Generate outfits based on complimentary color palettes or manually mix and match clothes from your inventory.



INVENTORY

View your closet from your phone or view your favorited outfits



HEDGY

Mobile App | 2017

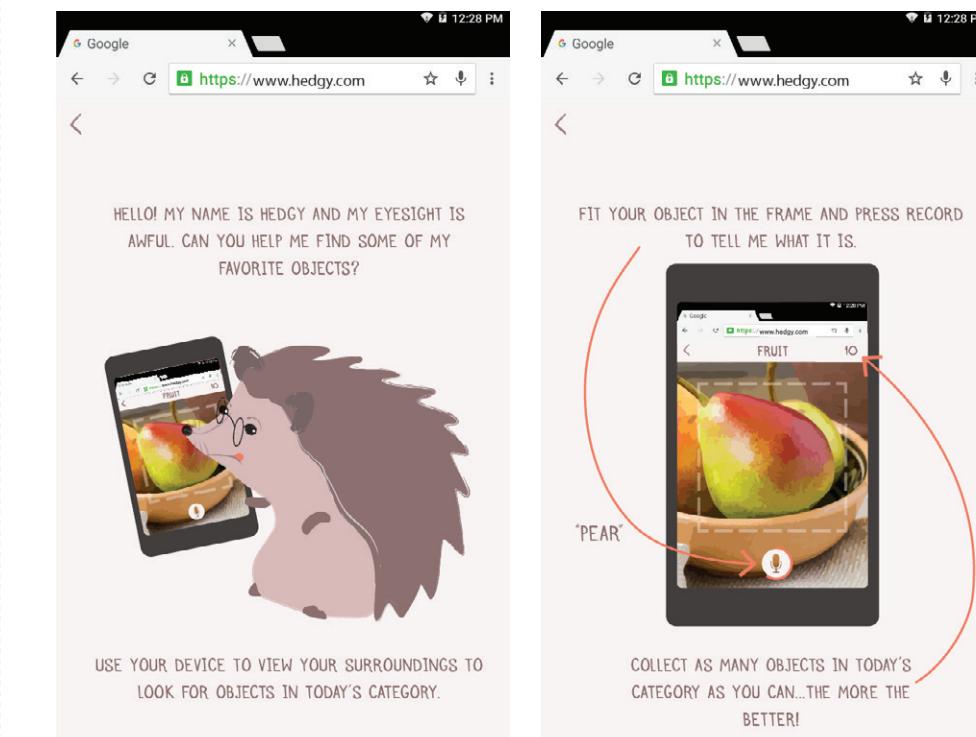
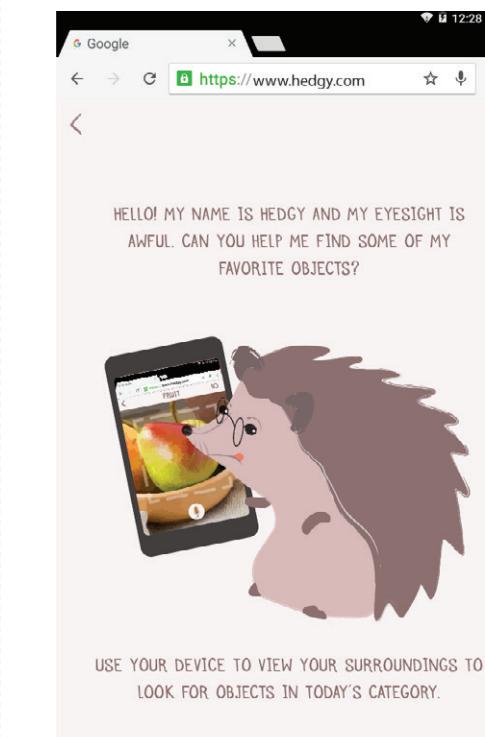
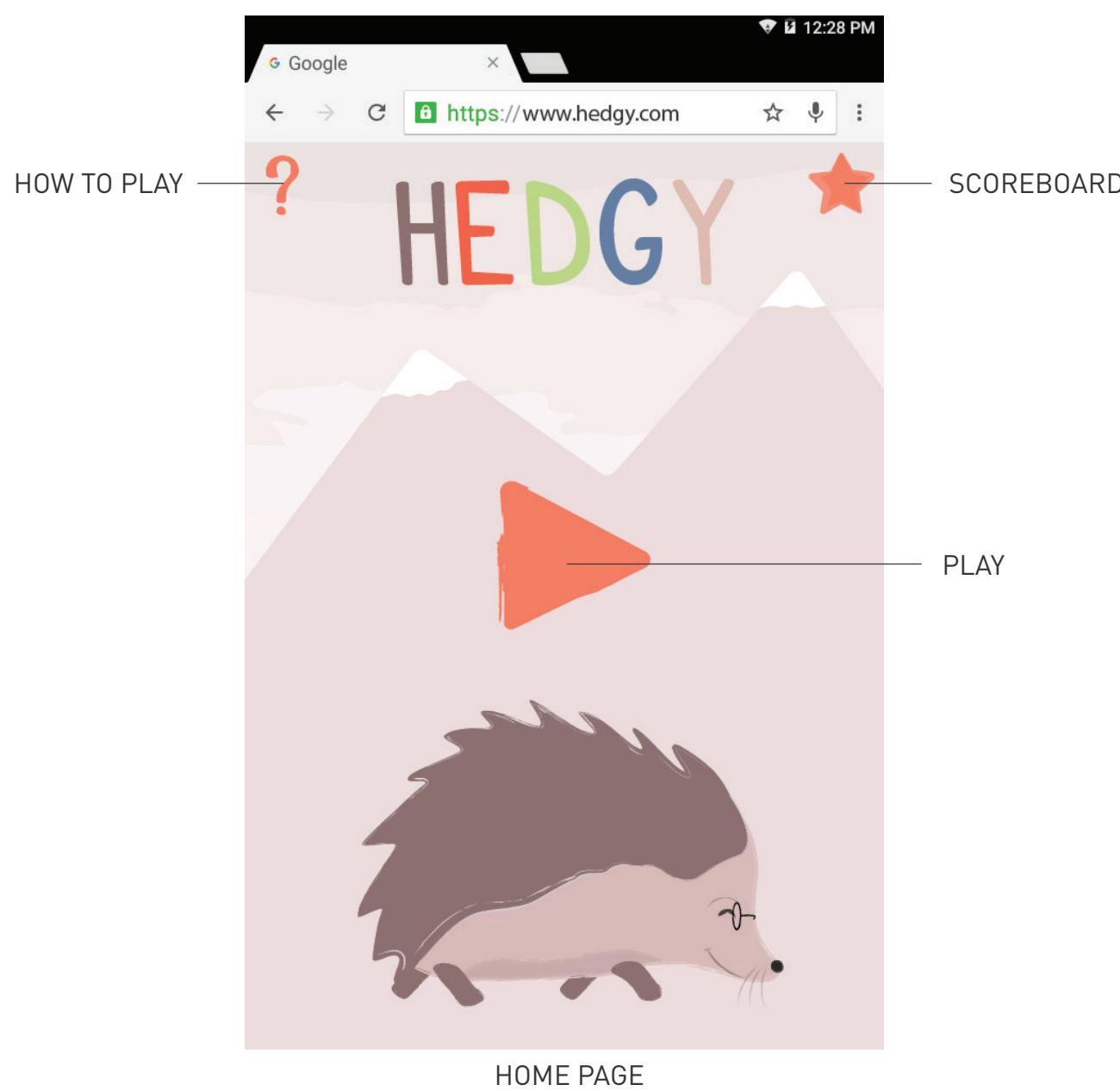
IDENTITY | LOGO | FRONTEND

HACKATHON ENTRY: PennApps 2017 [University of Pennsylvania]

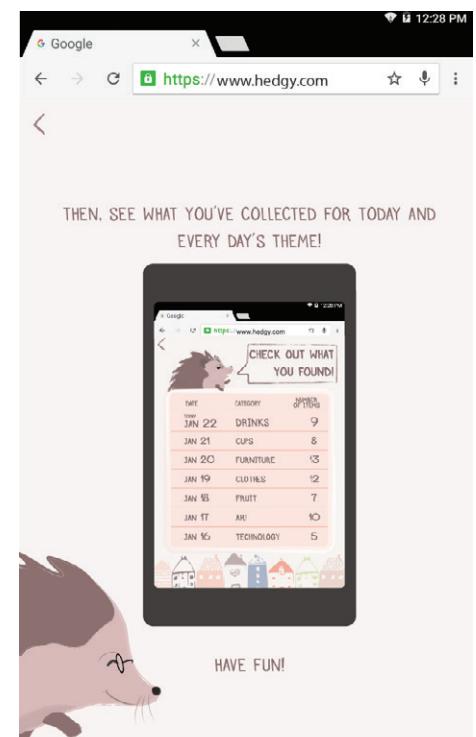
Inspiration: For this app, we decided to design a fun educational game for children. It caters to ages 4-8, where development and speaking skills are most important. In order to exercise these skills, HEDGY uses computer vision [Clarifai API] for identification of objects and combines it with linguistic accuracy [Google Cloud Speech API] to encourage healthy everyday education. The child identifies objects verbally, which is then cross-referenced using speech recognition and object recognition for accuracy in pronunciation and articulation.

HEDGY



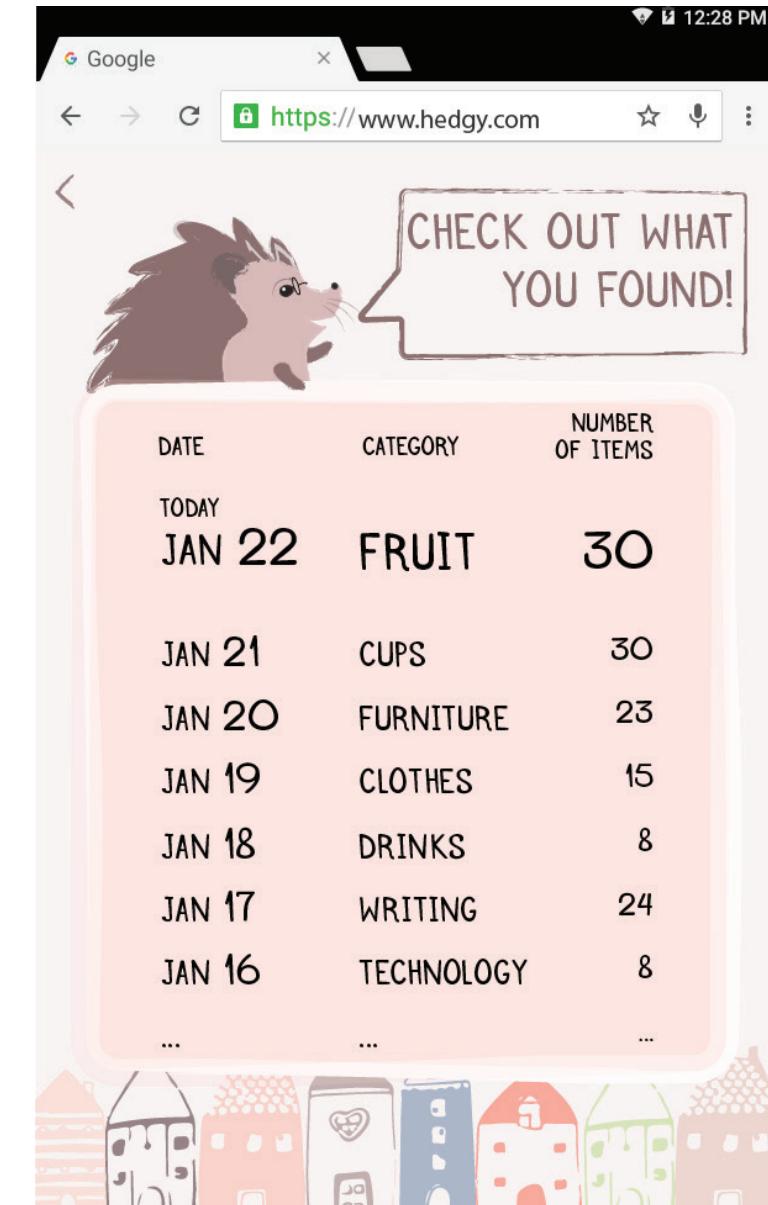


HOW TO PLAY





PLAY



SCOREBOARD

ARCHITECTURE

CITRA - HOOP HOUSE

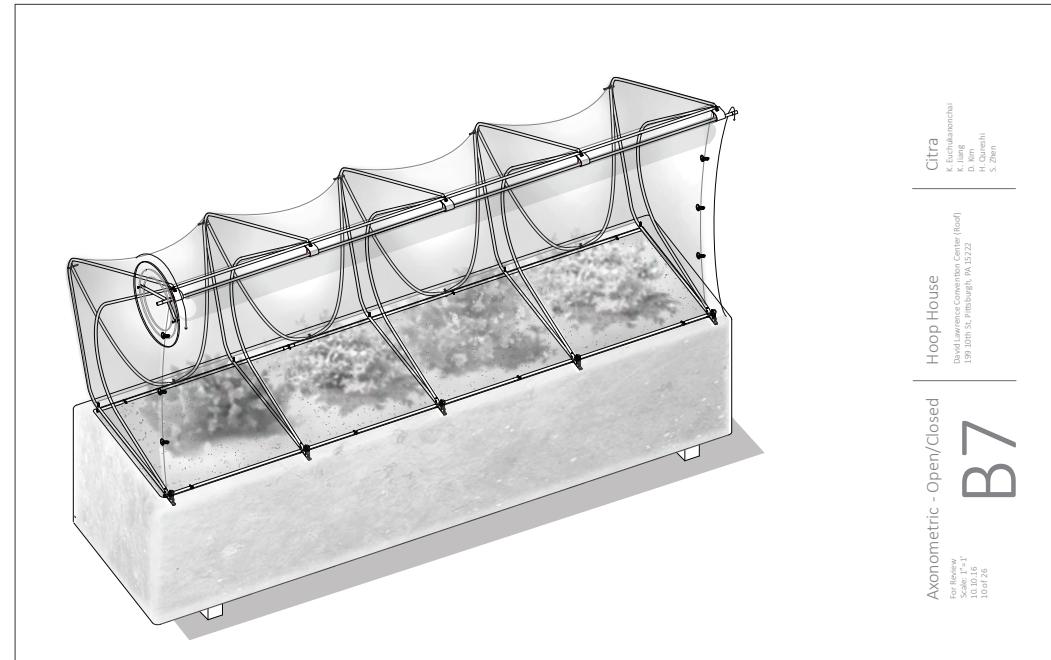
Second Year | Fall 2016

GOAL: to design and build a portable greenhouse to extend the growing season of a raised planting bed in an urban garden.

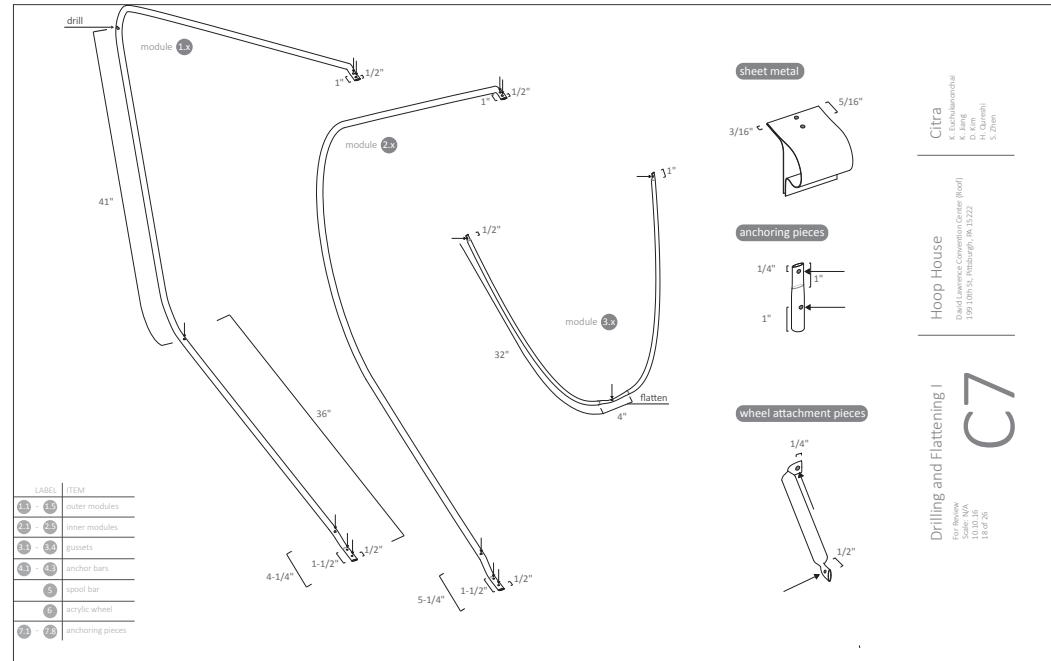
The word "CITRA", of Latin origin, translates to "without," which drove the creation of a collaborative hoop house project that emphasizes the importance of accessibility, removing unnecessary structure that could obstruct a user's reach. CITRA uses a unique cantilever system to leave an entire side completely open at the user's discretion. This design choice is complemented by a spooled system, which can unroll and clip together per the user's purposes. The form mimics its contextual situation on the roof of the David L. Lawrence Convention Center in the Cultural District of Pittsburgh, PA, meeting the lower slope of the roof line and drawing forth the steep angle of the building. These systems work in tandem to create a hoop house that achieves ideal ventilation and enclosure, provides the most accessibility possible, and interacts positively with the geometric patterns found in its context.

In collaboration with Kornrat Euchukanonchai, Kevin Jiang, David Kim, and Hamza Qureshi.

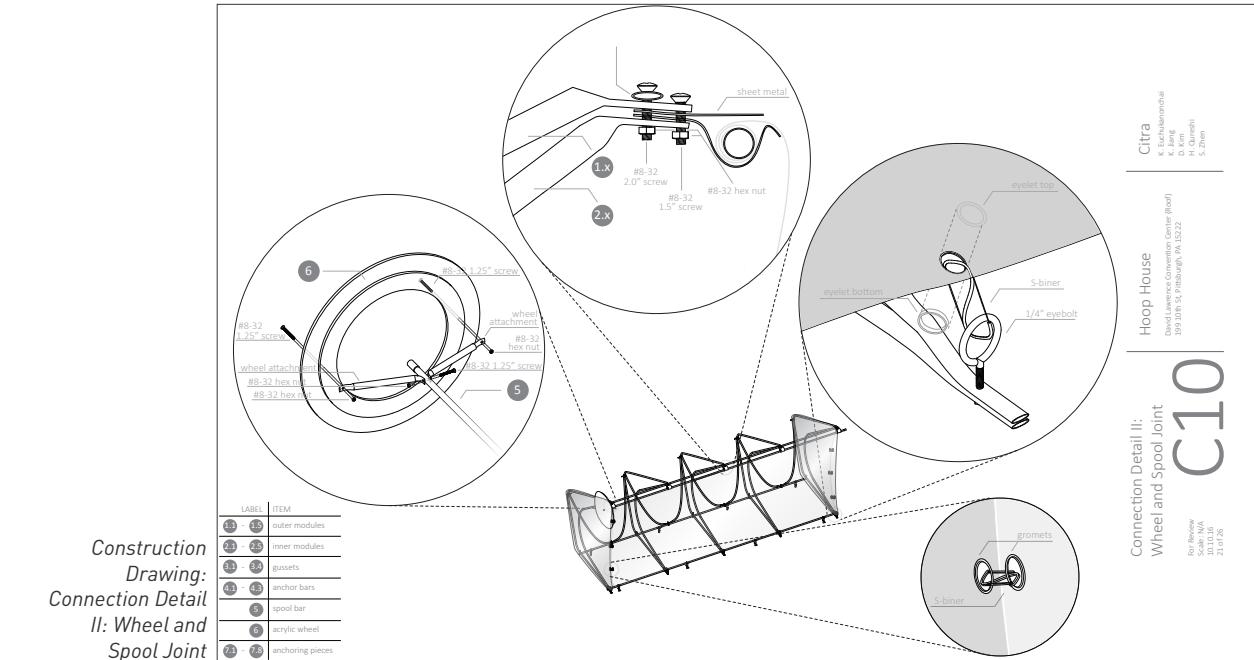




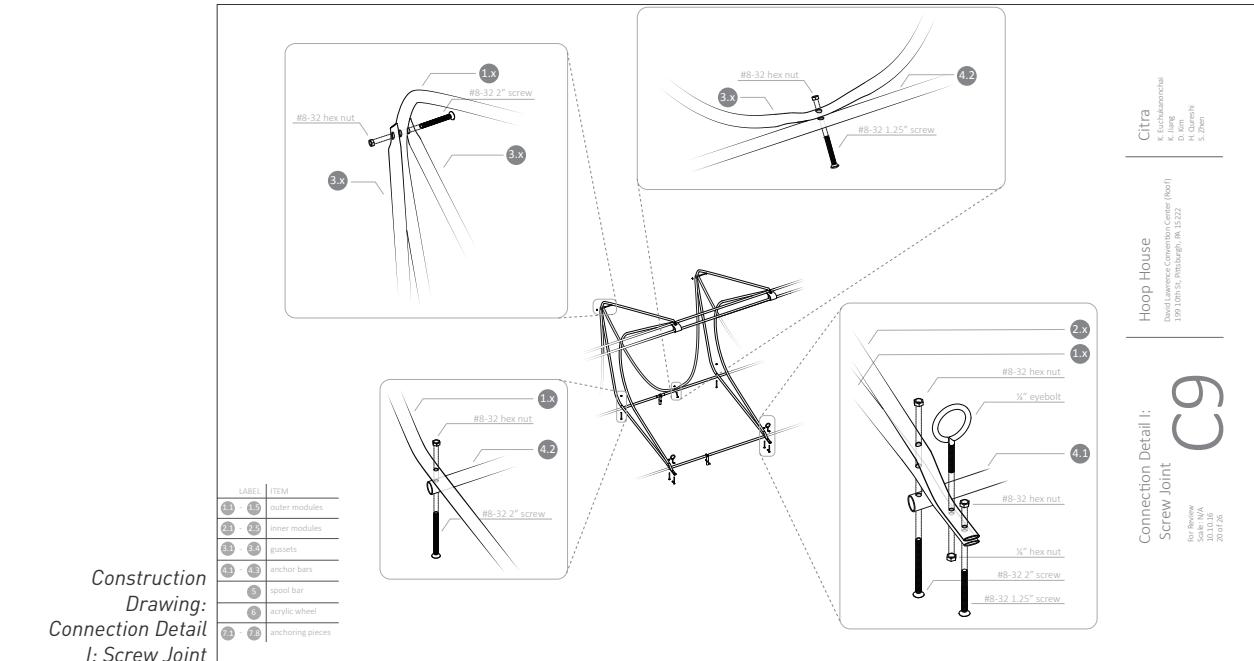
Construction Drawing: Axonometric



Construction Drawing: Drilling and Flattening I



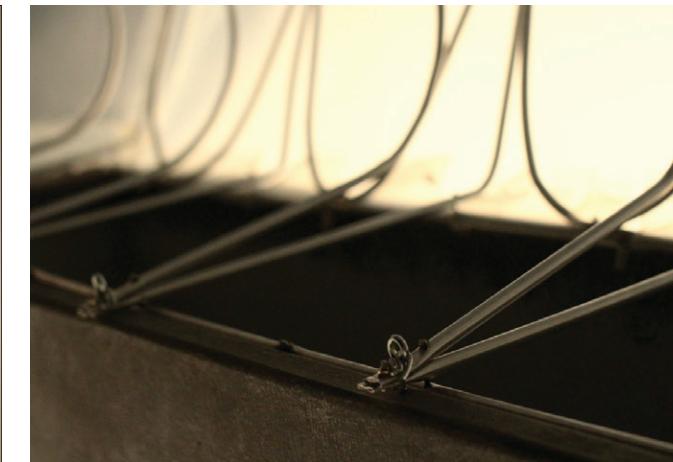
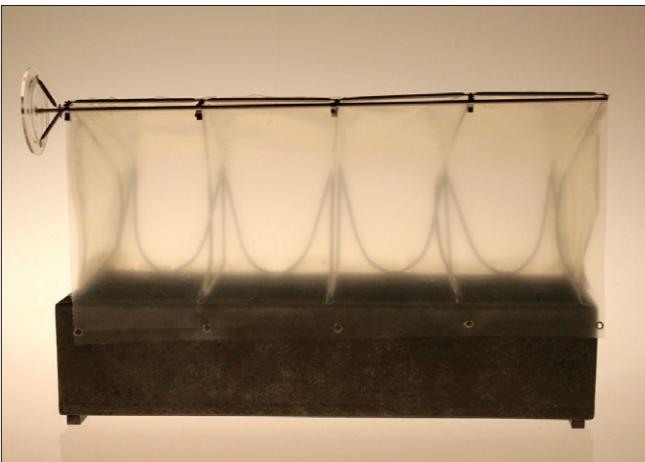
Construction Drawing: Connection Detail II: Wheel and Spool Joint



Construction Drawing: Connection Detail I: Screw Joint

SCALE MODEL (2"=1')

Aluminum Tubing, Greenhouse Plastic, Galvanized Wire,
Basswood

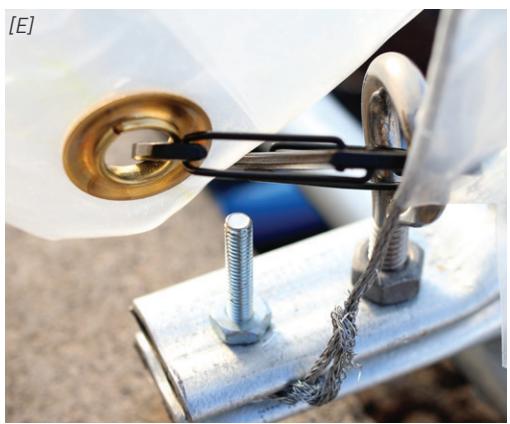


FINAL CONSTRUCTION AND INSTALLATION

Greenhouse Plastic, 1/2" Conduit

Final Construction Video
https://youtu.be/mjdTv_zwFyA

- [A] Construction of Frame
- [B] Heat Shrinking Greenhouse Plastic
- [C] Loading
- [D] On-Site Installation
- [E] Connection Detail



SACO LAKE WELLNESS CENTER

Second Year | Spring 2017

GOAL: Expand considerations of materiality and architectural atmosphere to include water, in its various states in the context of a bathhouse. Consider the therapeutic benefits and cultural significance of public baths and spas, and develop an architectural proposal for a Wellness Center. Reference ancient traditions that utilize water of various temperatures and states to rejuvenate and heal.

SITE: Near the Appalachian Mountain Club (AMC) Highland Center Lodge in the mountains of New Hampshire.

PROGRAM:

- [1] Cold Pool
- [2] Warm Pool
- [3] Hot Pool
- [4] Dry Sauna
- [5] Herbal Steam Room
- [6] Relaxation Space
- [7] Securable Entrance and Mudroom
- [8] Changing Facilities and Service Areas

PROJECT PROCESS:

- Project 1A: Three Basins
- Project 1B: Thermae
- Project 1C: Saco Lake Wellness Center



PROJECT 1A: THREE BASINS

The first approach to the project focused on one of the most fundamental levels of architecture; the spatial and material nature of architecture and how it contributes to the atmosphere we experience with our senses and our bodies.



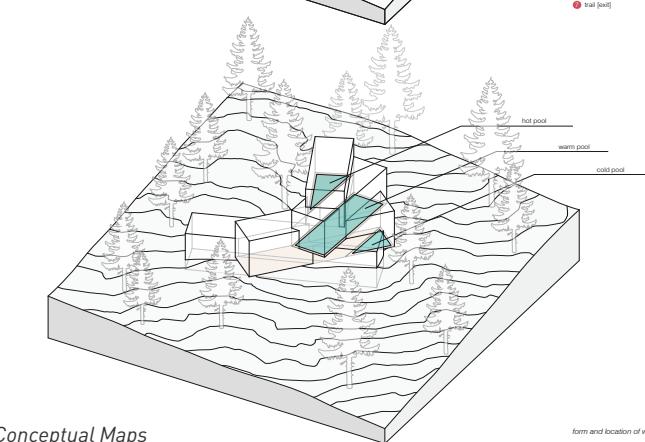
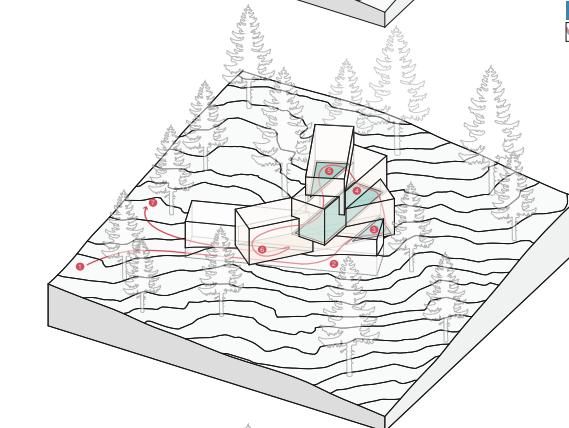
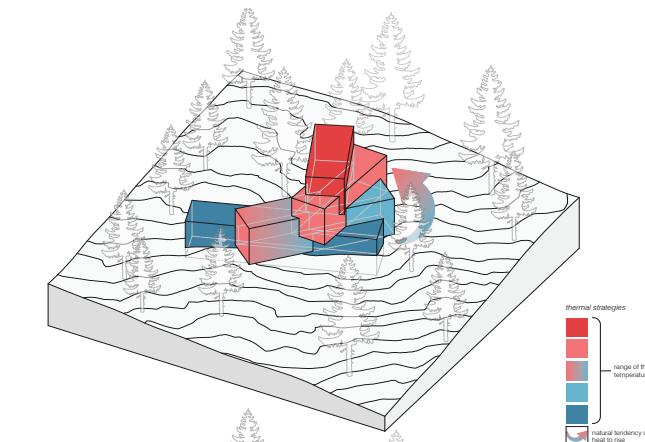
Left/Right: Heavy Concrete



Left/Right: Heavy Wood

PROJECT 1B: THERMAE

Building upon the previous atmospheric attempts, this next step works on materiality and the material systems' relationship to water to create programmatic spaces.



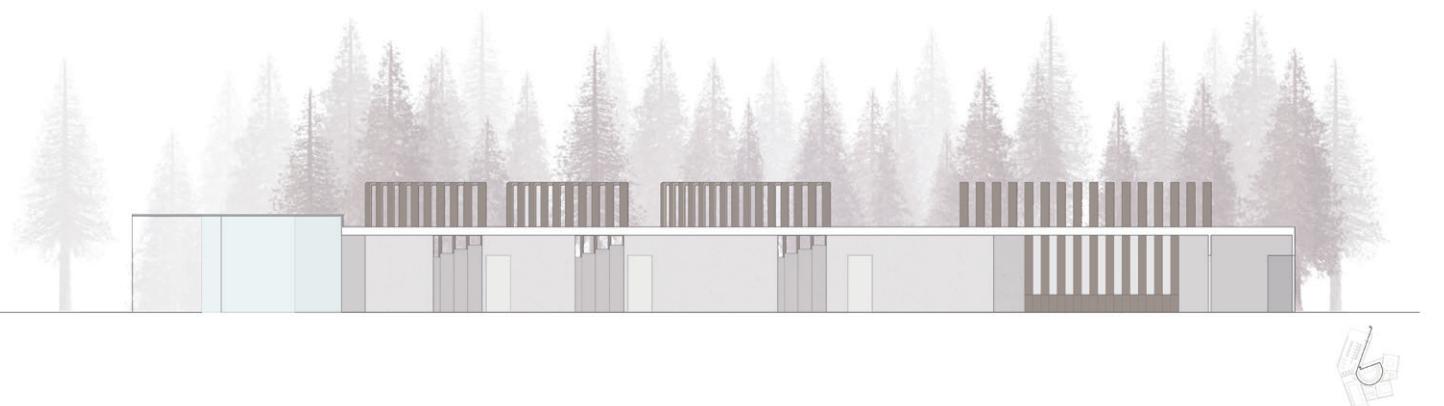
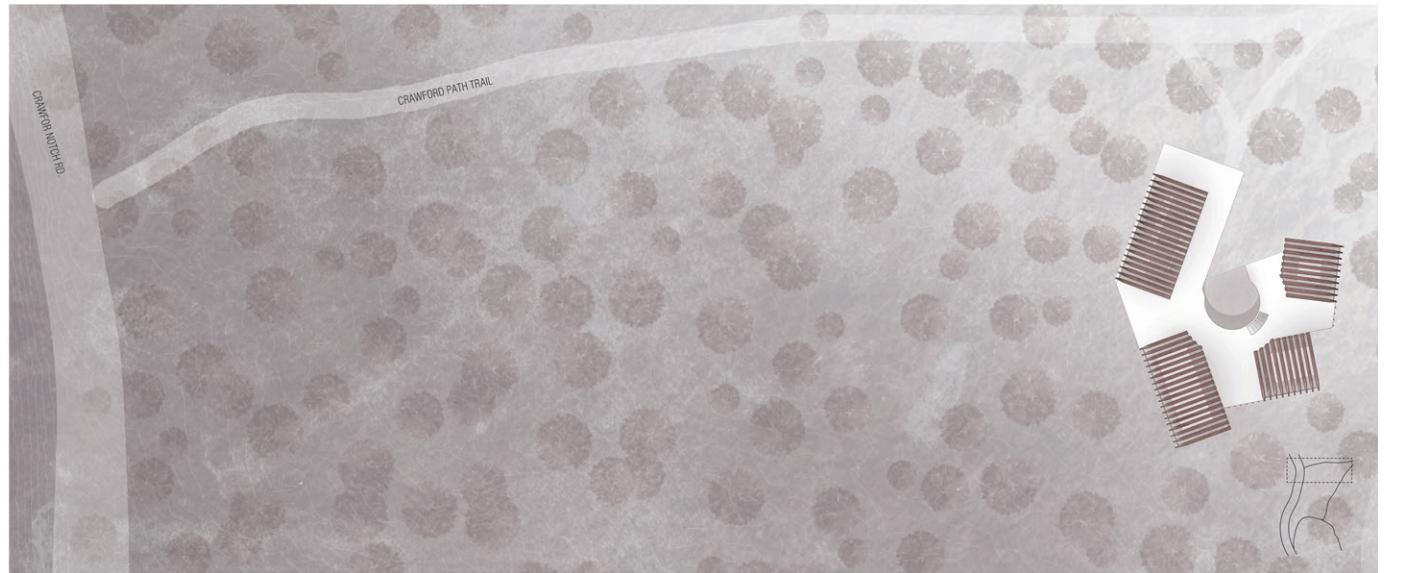
Conceptual Maps



Top 1-3: Atmospheric Collages
Bottom: Material Collage

PROJECT 1B: SACO LAKE WELLNESS CENTER

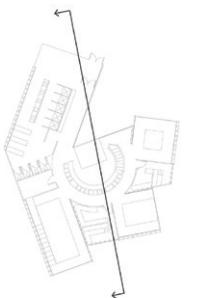
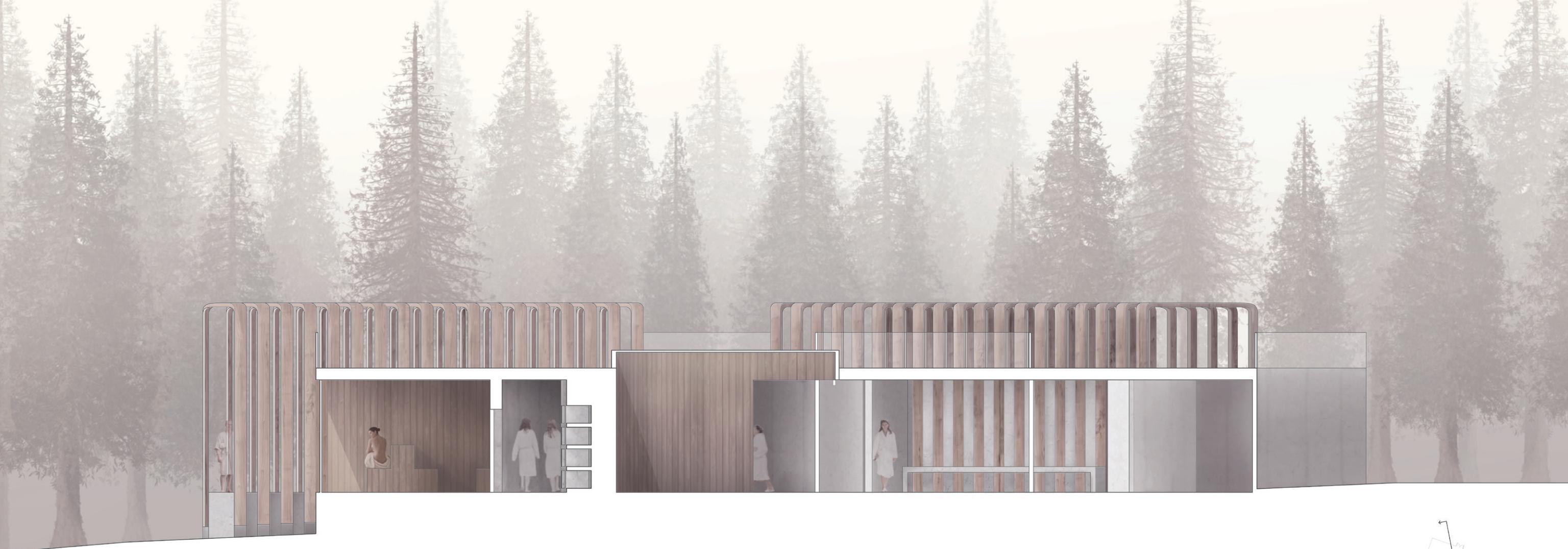
This last phase expands the questions, positions, and motivations to date with increased attention toward building envelope and structure, including wood and concrete construction and architectural atmosphere.



Top: Site Plan
Bottom: Unrolled Section
Right: Plan



- 1. MUDROOM
- 2. CHANGING FACILITIES
- 3. MECHANICAL ROOM
- 4. WARM POOL
- 5. DRY SAUNA
- 6. HOT POOL
- 7. HERBAL STEAM ROOM
- 8. COLD POOL
- 9. RELAXATION SPACE
- 10. OUTDOOR RELAXATION SPACE
- 11. TOWEL DISTRIBUTION, STORAGE, AND CIRCULATION HALLWAY



North/South Section



Exterior



Interior: Warm Bath



Interior: Aperature







Final Spatial Model

URBAN INCUBATOR + STIMULATOR

Second Year | Spring 2017

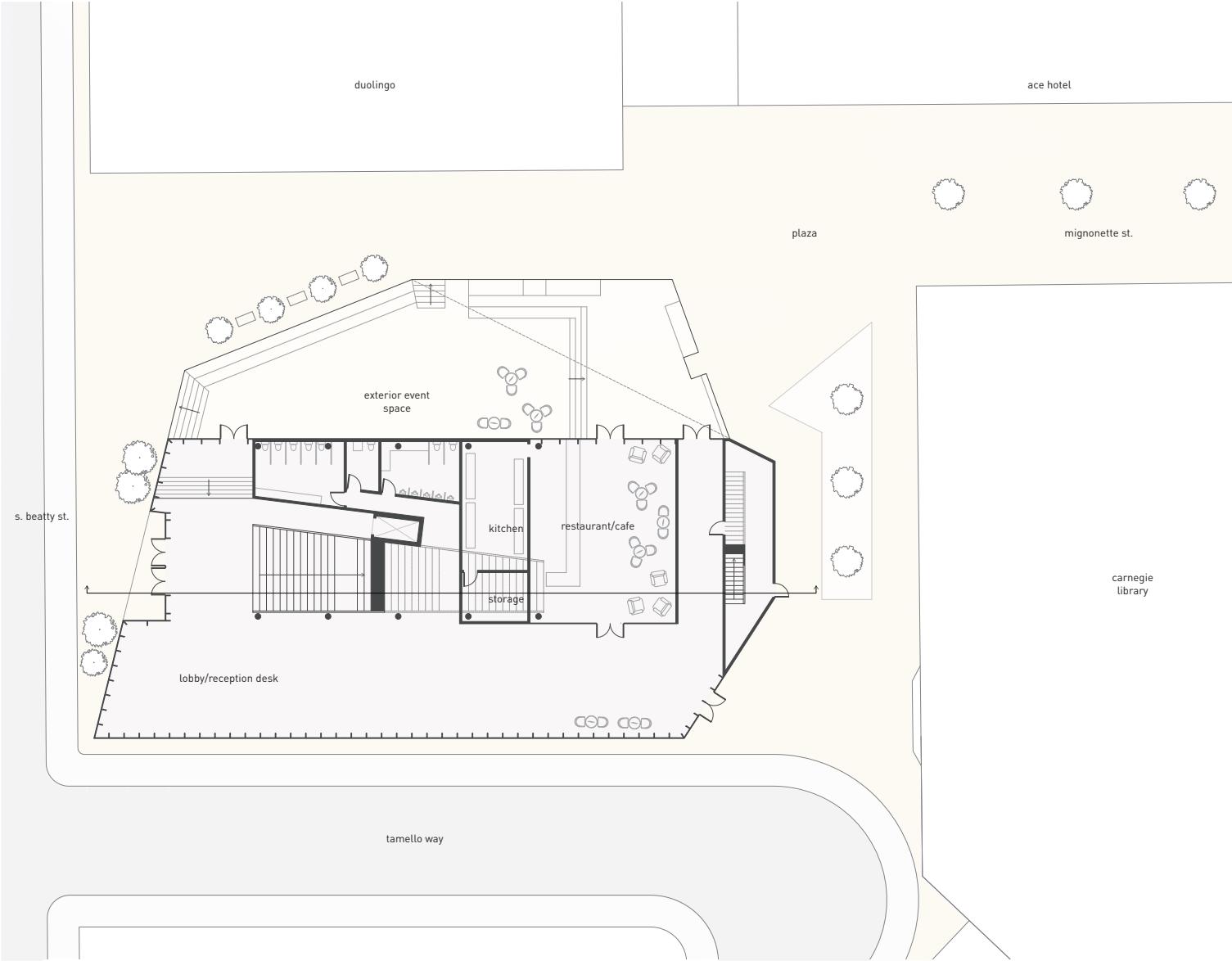
GOAL: to design a mixed-use project that will contribute to the business vitality of East Liberty's central business district while nurturing the creative culture of Pittsburgh's East End. Urban I+S activities and users are intentionally widespread to maximize utilization and impact throughout the day, evening, week and across seasons. The Urban I+S consists of three primary program components: (1) Technology Business (Incubator), (2) New Media Gallery and Event Space (Stimulator), (3) Café.

I approached this project by first focusing on the site context and creating ideas of community and public urban flow into the building. With the concept of community in mind, I designed a grand staircase that would serve as a way to vertically connect the exhibition and office spaces within the Urban I+S, and allow for large open areas for new media exhibition.

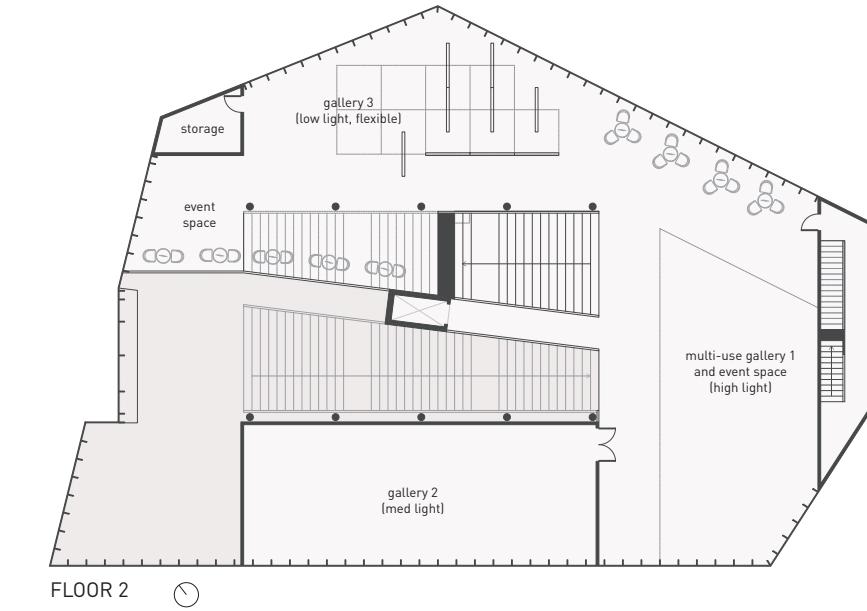
More about the Program:

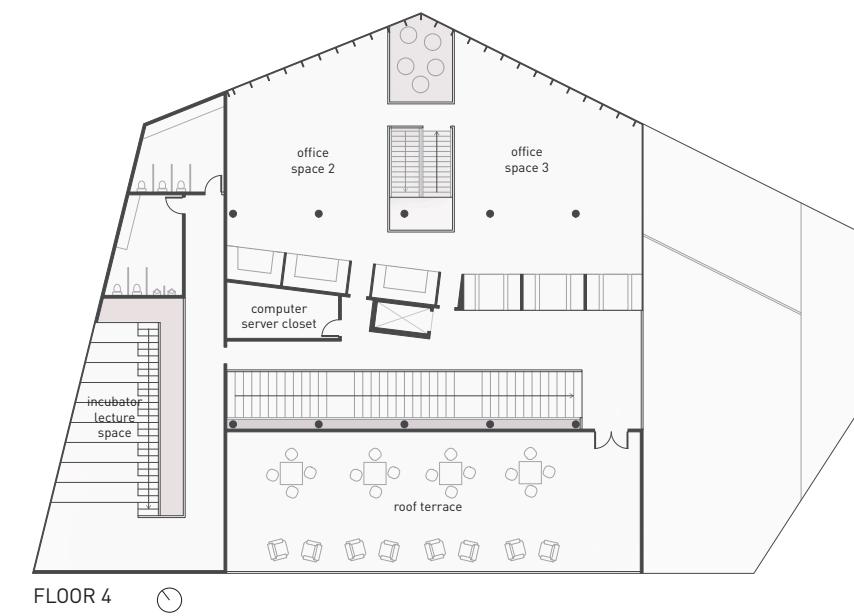
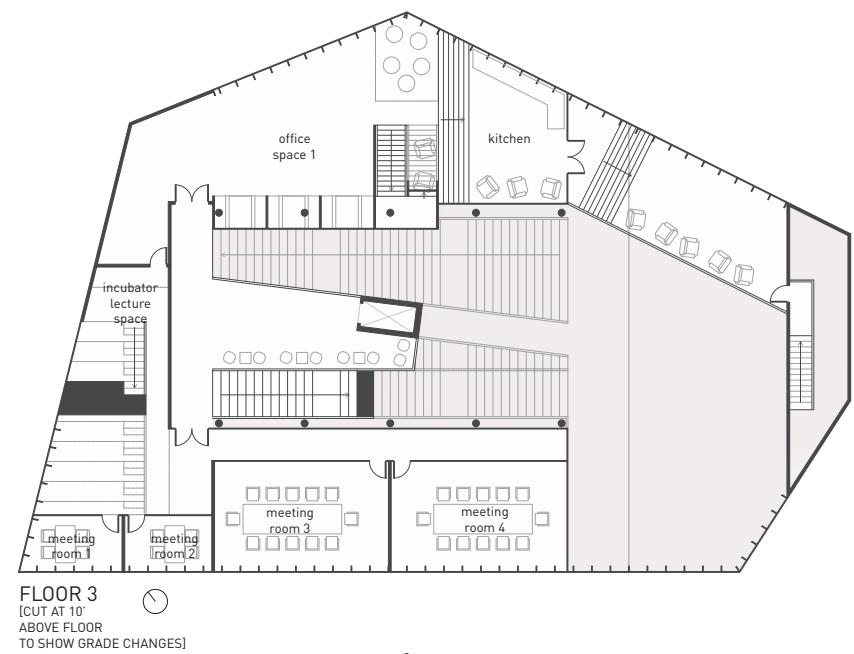
Urban I+S complements the East Liberty Public Library and the Ace Hotel to expand the cultural and educational activities adjacent to the site. While encompassed within one structure, the three program components operate with a degree of autonomy, allowing independent operating hours. The Technology Business Incubator will award grants in the form of physical space resources and advising for small business start-ups for a duration of 6-9 months, through their business launch. The incubator will support up to three start-ups at any given time through flexible office and meeting spaces. The New Media Gallery and Event Space will support a diverse range of activities, including the display of immersive and interactive media art and the production of public events, including performances, lectures, films, and social gatherings. The Café will operate during morning and lunch hours to offer casual dining.

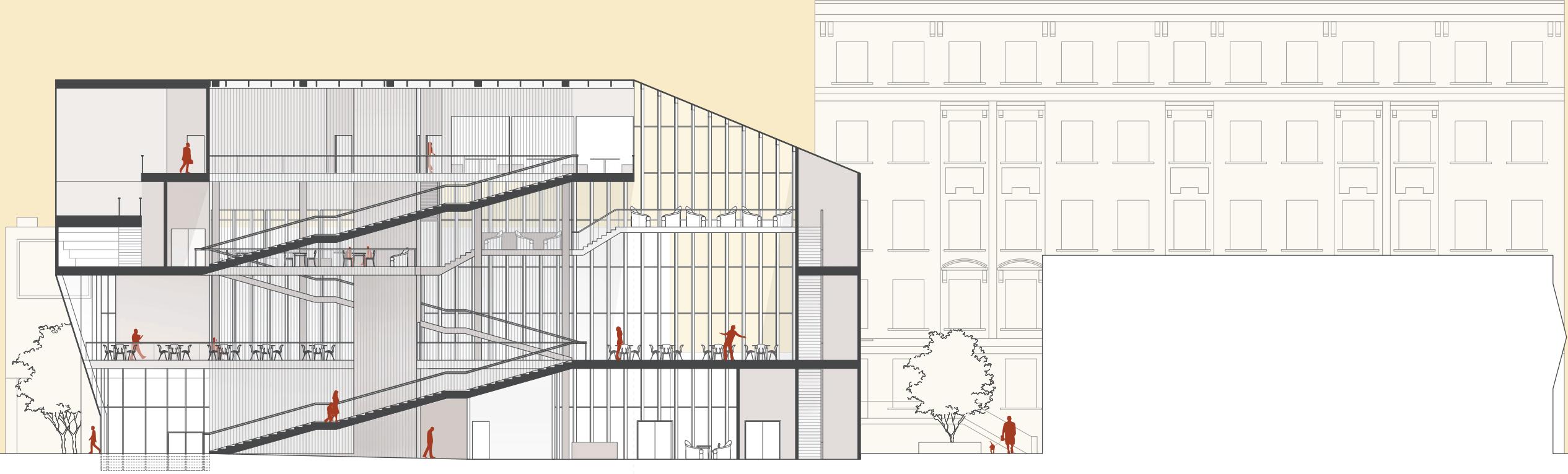




GROUND FLOOR ☺



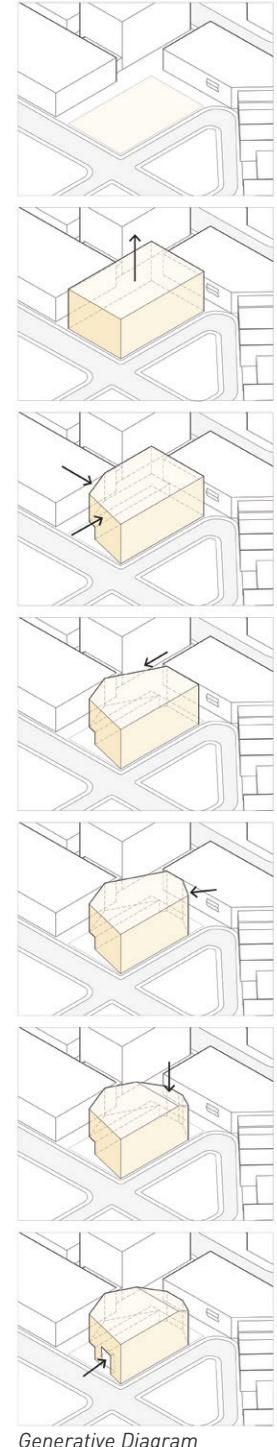
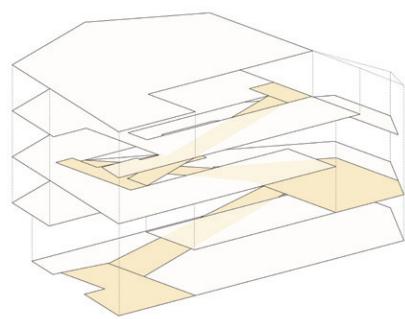
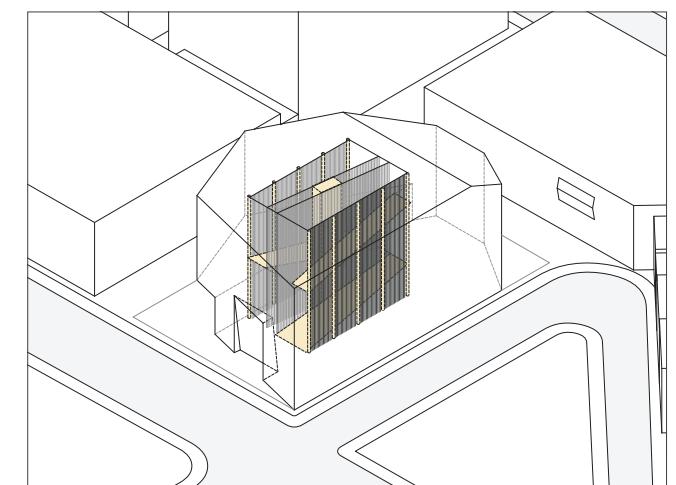


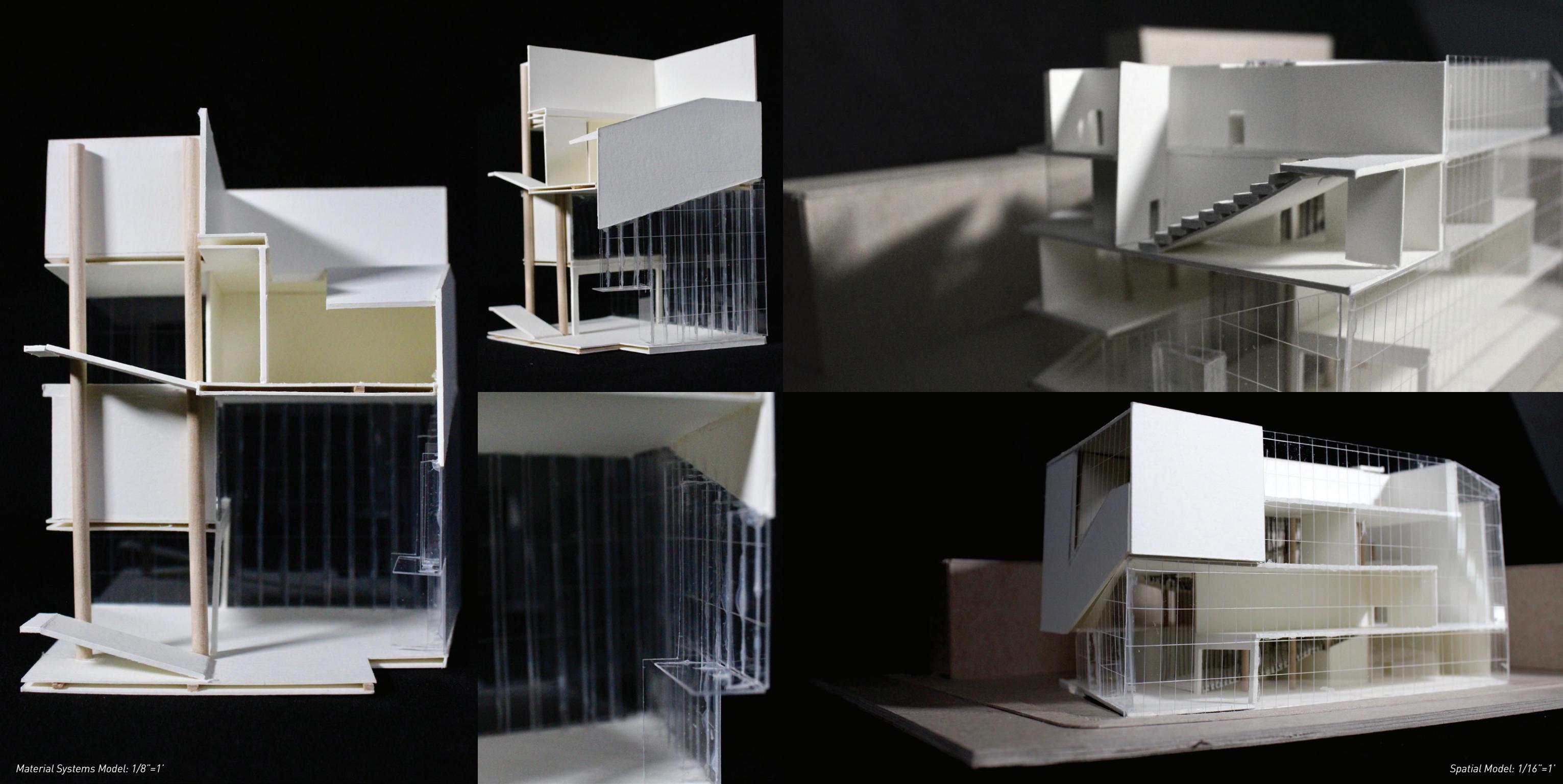


Longitudinal Section



[102]





Material Systems Model: 1/8"=1'

Spatial Model: 1/16"=1'

