

**selena zhen**

*portfolio*

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**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

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[szhen@andrew.cmu.edu](mailto: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.

### DIGITAL MEDIA TEACHING ASSISTANT - School of Architecture | Jan. 2018 - Present

- Provided in-class and recitation instruction to first-year architecture students to advance their knowledge of digitally created architectural concepts.

### STUDENT TOUR GUIDE/PANELIST - School of Architecture Admissions. | Jan. 2016 - Present

- Introduces the curriculum and gives 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
- President-Elect: Fall 2018-Spring 2019
- Chapter won AIAS 2016 Chapter Honor Award

## skills

### DESIGNER - Lunar Gala | Fall 2017-Spring 2018

- Designed and produced a 10-piece fashion line called Surface from start to finish, which comprised of mapping the topographical geography of the ideal human body.

### TECHNOLOGY TRACK CHAIR - 2016 AIAS Northeast Quad Conference | Spring 2016

- Planned and organized an architecture conference with 500+ attendees.

#### ANALOG

Drawing	█ █ █ █
Drafting	█ █ █ █
Model-Building	█ █ █ █
Wood-Working	█ █ █
Laser-Cutting	█ █ █

#### DIGITAL

Rhinoceros 3D	█ █ █ █
Sketchup	█ █ █
Ecotect Analysis	█ █
V-Ray	█ █
Grasshopper	█ █
HTML/CSS	█ █ █
Python	█ █

#### ADOBE SUITE

Photoshop	█ █ █
Illustrator	█ █ █
InDesign	█ █ █
After Effects	█ █
Premiere Pro	█ █
Dreamweaver	█ █

**architecture**

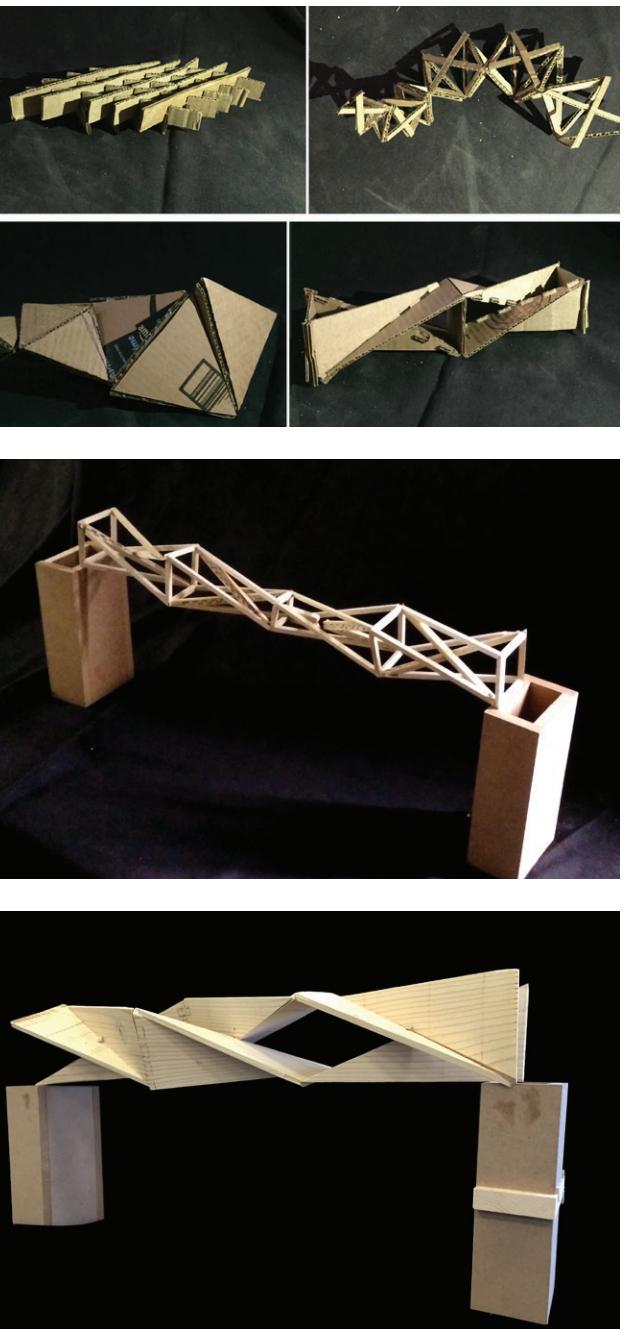
# twist

First Year | Spring 2016

GOAL: to collaborate with a partner to design and build a full-scale, furniture-sized wood structure spanning between two supports that can carry substantial loads from above (e.g. a small person). It needed to focus on creative and tectonic expression, as well as efficiency, structural performance, and stability.

## PROCESS

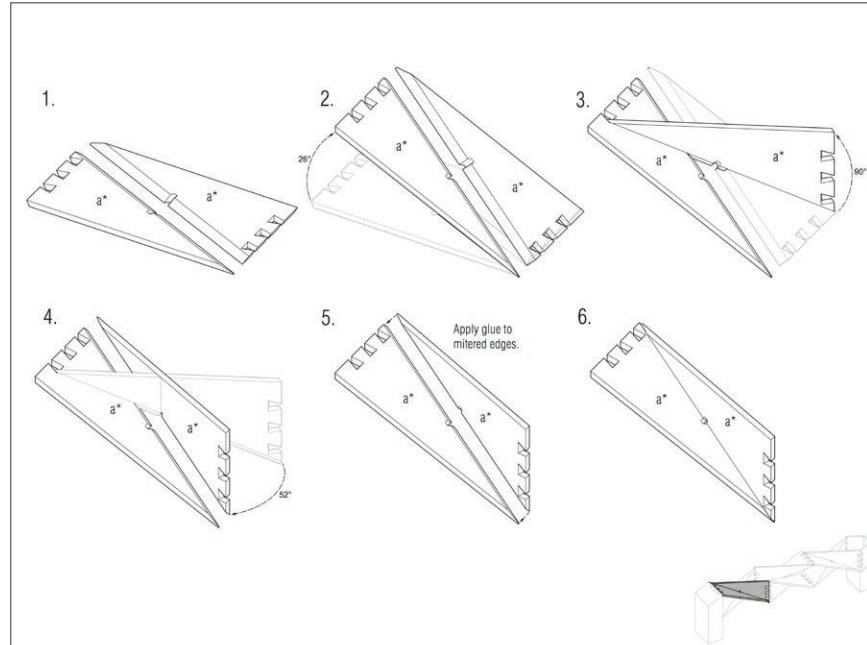
Initially, we combined our ideas and tried many different designs before deciding to focus and iterate upon our final concept. Many of these initial designs focused on the structural aspect of a “skin.” This eventually led to our first half-scale model, where we incorporated structure in our “twist” concept. Our second half-scale model then focused on finalizing our design, and put us on the path to creating workable joinery.



In collaboration with Harshvardhan Kedia.

## FINAL DESIGN - SHOP DRAWINGS

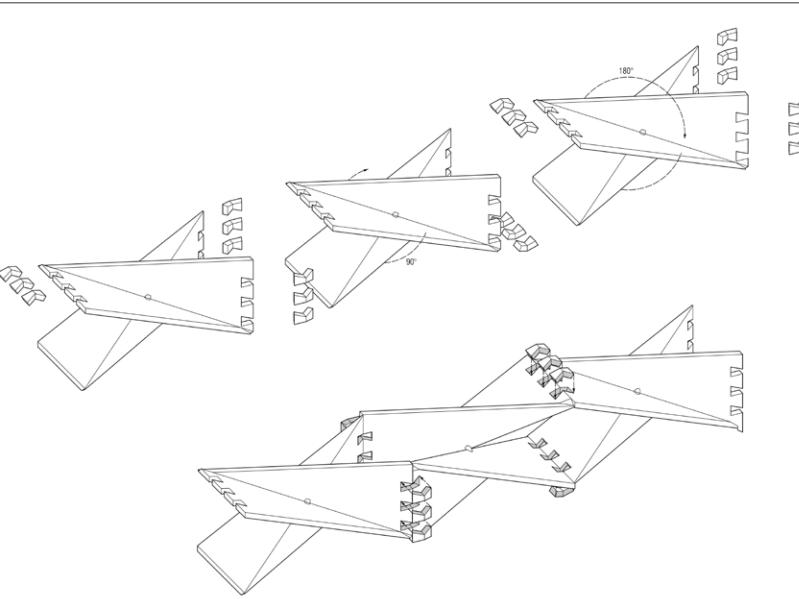
In order to build this model, we created shop drawings of our design, focusing on representation and clarity. We used these series of drawings for measurements and instructions for the cut and assembly of our final span project.



*Construction  
Drawing:  
Connection  
Detail:  
Triangles*

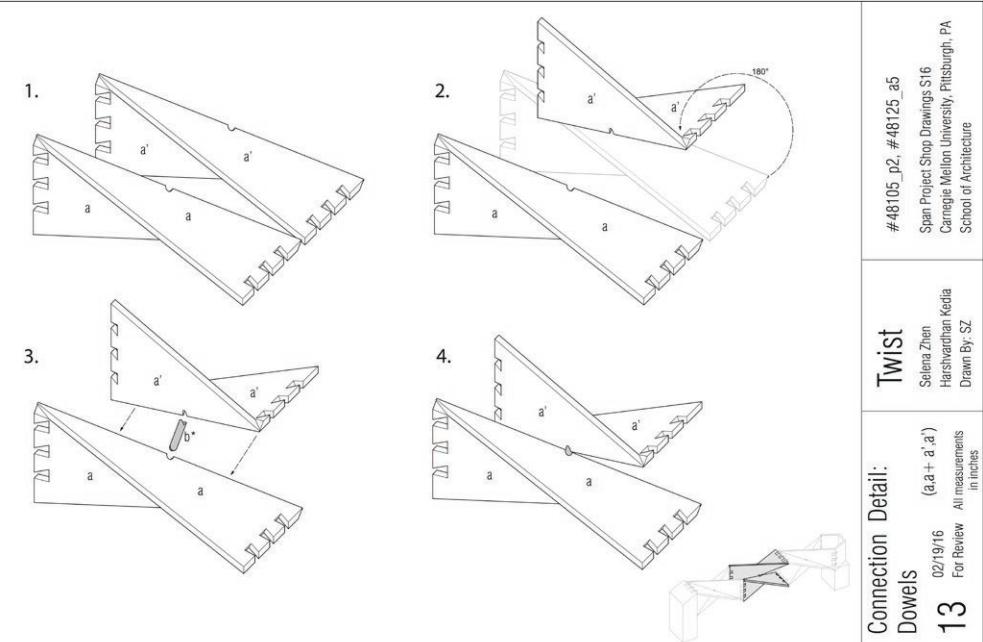
#48105_p2, #48125_a5
Span Project Shop Drawings S16
Carnegie Mellon University, Pittsburgh, PA
School of Architecture

*Construction  
Drawing:  
Assembly of  
Modules*



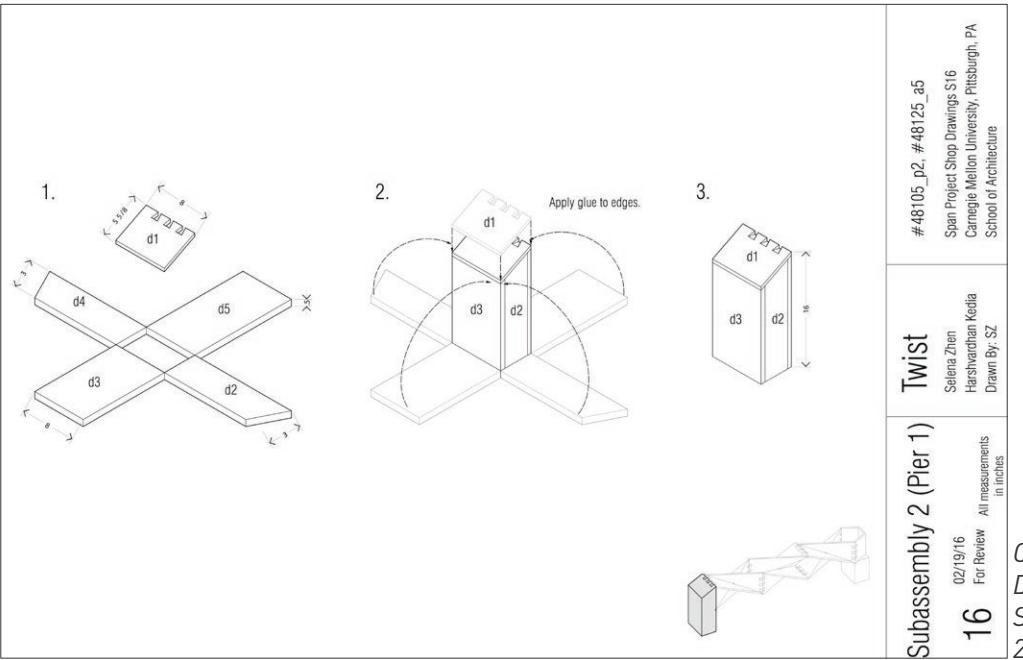
Assembly of Modules 02/19/16 For Review	Twist ( $a^* + a^*$ ) All measurements in inches	Selena Zhen Harshavardhan Kedia Drawn By: SZ
#48105_p2, #48125_a5 Span Project Shop Drawings S16 Carnegie Mellon University, Pittsburgh, PA School of Architecture		

*Construction  
Drawing:  
Connection  
Detail: Dowels*



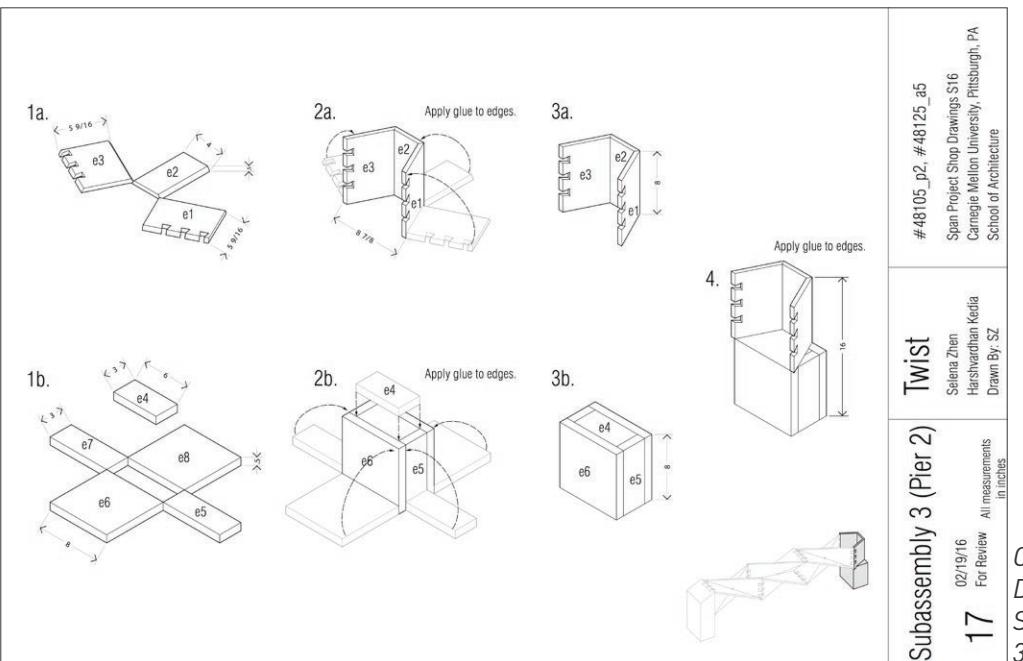
#48105_p2, #48125_a5
Span Project Shop Drawings S16
Carnegie Mellon University, Pittsburgh, PA

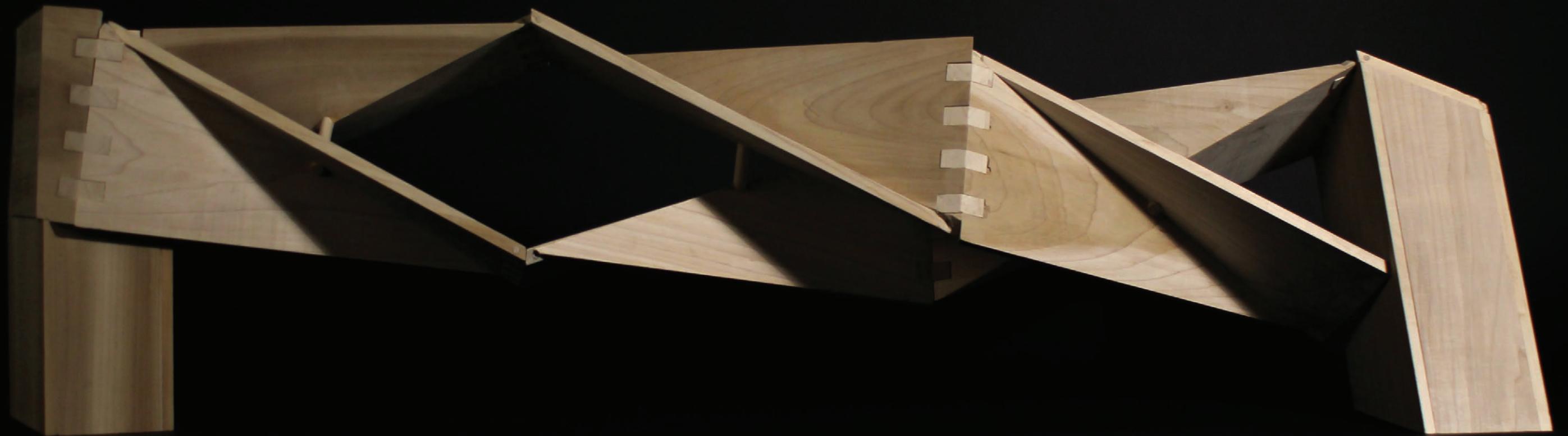
School of Architecture



FINAL DESIGN - MODEL

WOOD: POPLAR





Twist: Final Model

# 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

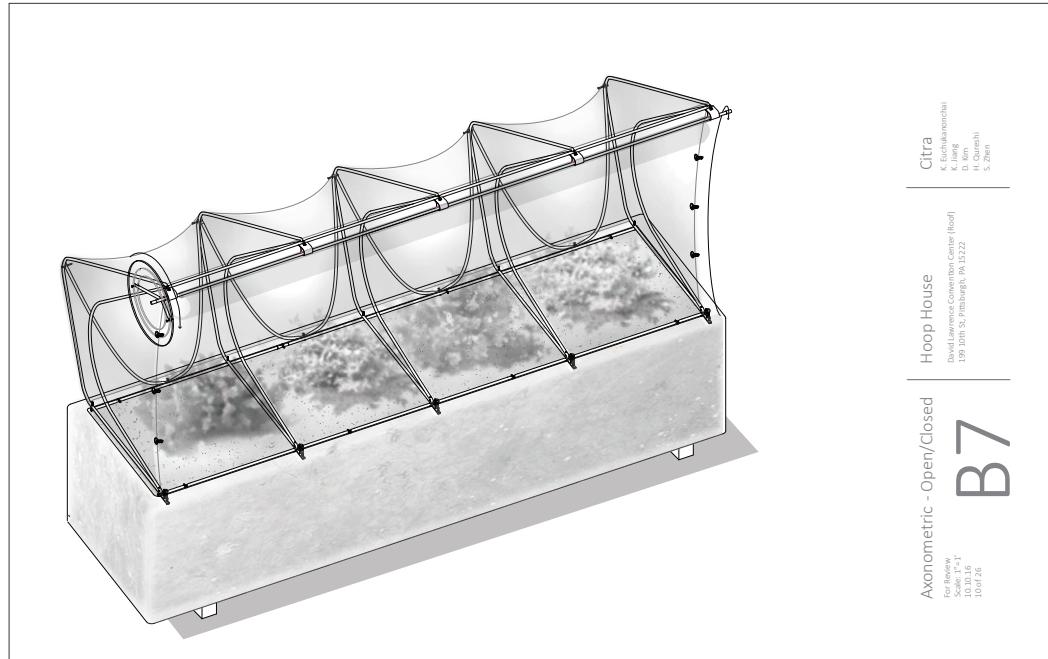
accessibility possible, and interacts positively with the geometric patterns found in its context.

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

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*Citra: Final Structure and Installation*

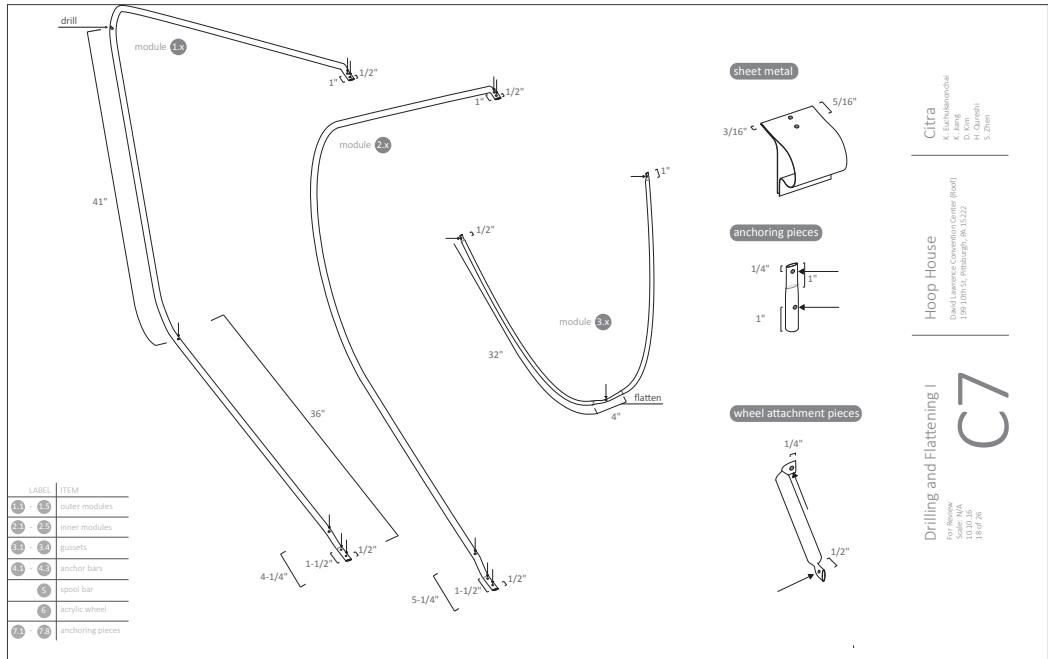




*Construction  
Drawing:  
Axonometric*

**B7**

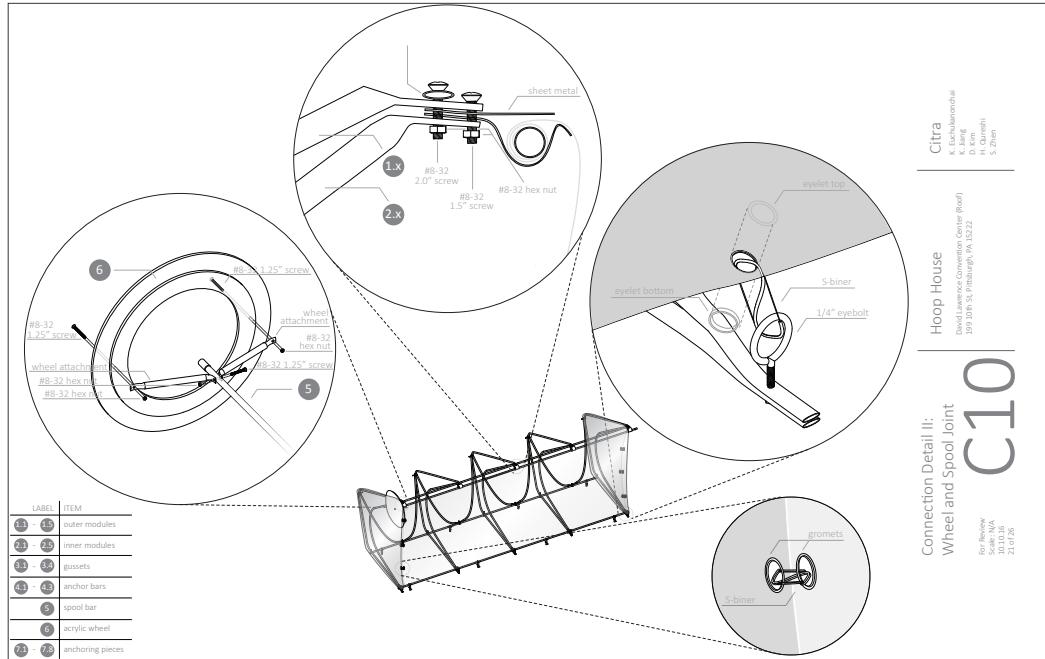
Citra  
Hoop House  
David Lawrence Convention Center (Roof)  
139 10th St., Pittsburgh, PA 15222  
K. Eichakonchai  
K. Lang  
D. Kim  
H. Quarenghi  
S. Zhen  
Ref. Review  
Scale: 1'-0"  
10/10/16  
10 of 26



*Construction  
Drawing:  
Drilling and  
Flattening I*

**C7**

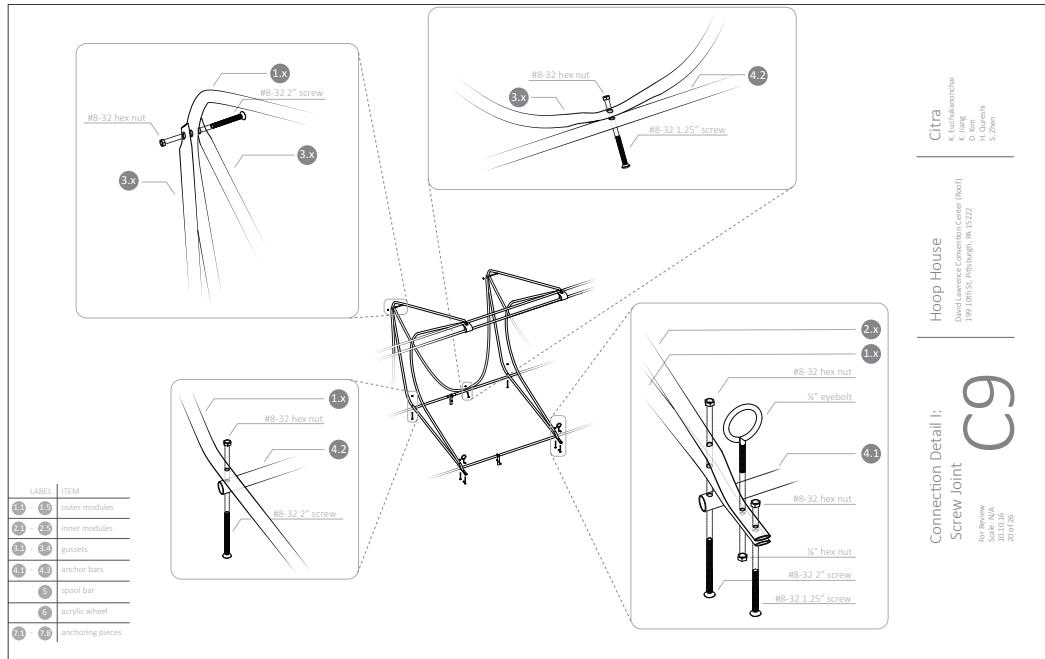
Citra  
Hoop House  
David Lawrence Convention Center (Roof)  
139 10th St., Pittsburgh, PA 15222  
K. Eichakonchai  
K. Lang  
D. Kim  
H. Quarenghi  
S. Zhen  
Ref. Review  
Scale: 1'-0"  
10/10/16  
10 of 26



**C10**

*Connection Detail II:  
Wheel and Spool Joint*

Citra  
Hoop House  
David Lawrence Convention Center (Roof)  
139 10th St., Pittsburgh, PA 15222  
K. Eichakonchai  
K. Lang  
D. Kim  
H. Quarenghi  
S. Zhen  
Ref. Review  
Scale: 1'-0"  
10/10/16  
21 of 26



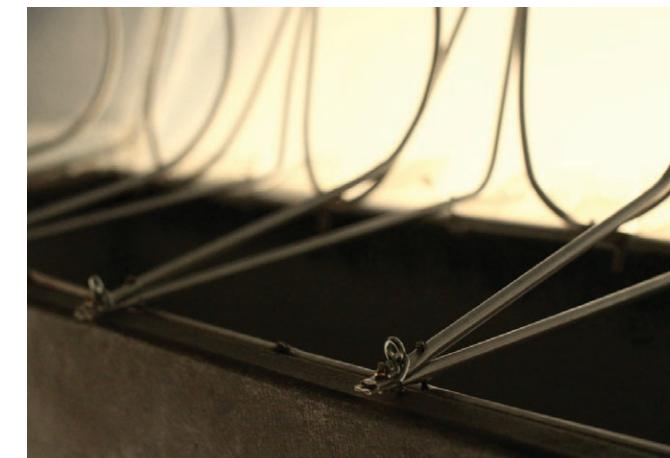
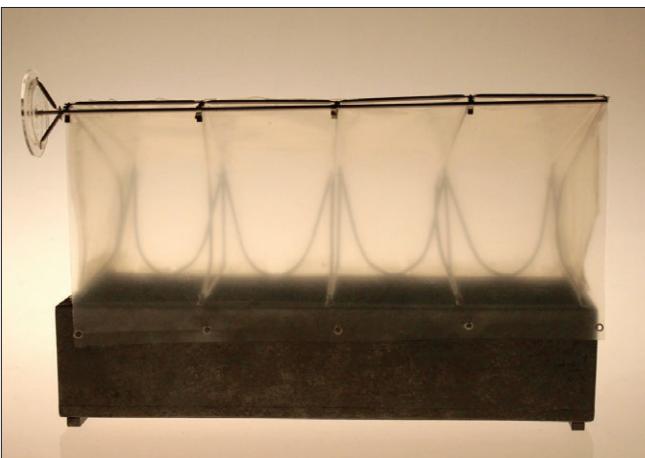
**C9**

*Connection Detail I:  
Screw Joint*

Citra  
Hoop House  
David Lawrence Convention Center (Roof)  
139 10th St., Pittsburgh, PA 15222  
K. Eichakonchai  
K. Lang  
D. Kim  
H. Quarenghi  
S. Zhen  
Ref. Review  
Scale: 1'-0"  
10/10/16  
20 of 26

## SCALE MODEL (2"=1')

Aluminum Tubing, Greenhouse Plastic, Galvanized Wire,  
Basswood

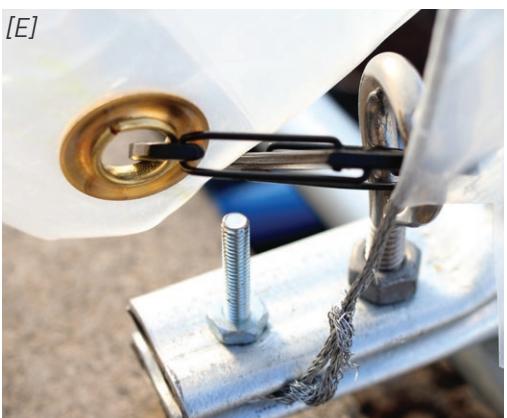


## FINAL CONSTRUCTION AND INSTALLATION

Greenhouse Plastic, 1/2" Conduit

Final Construction Video  
[https://youtu.be/mjdTv\\_zwFyA](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

*Material Study  
1/4" = 1'*



## 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.



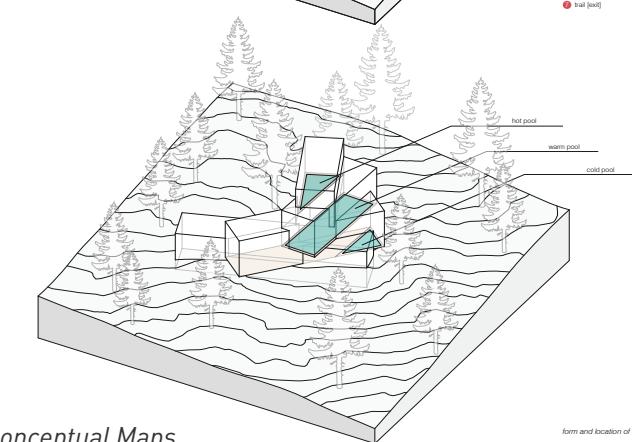
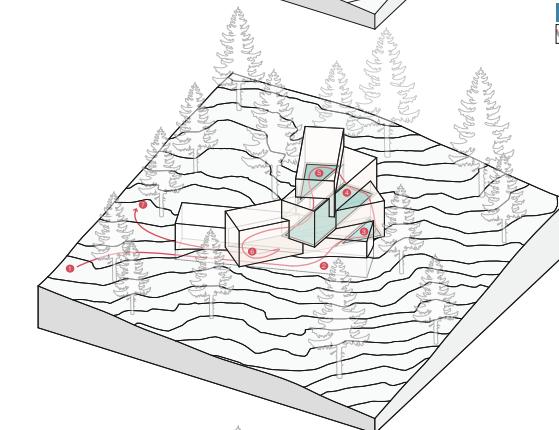
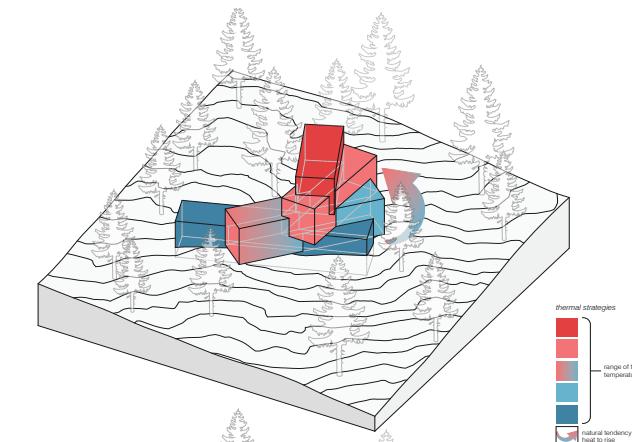
Left/Right: Heavy Concrete



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.



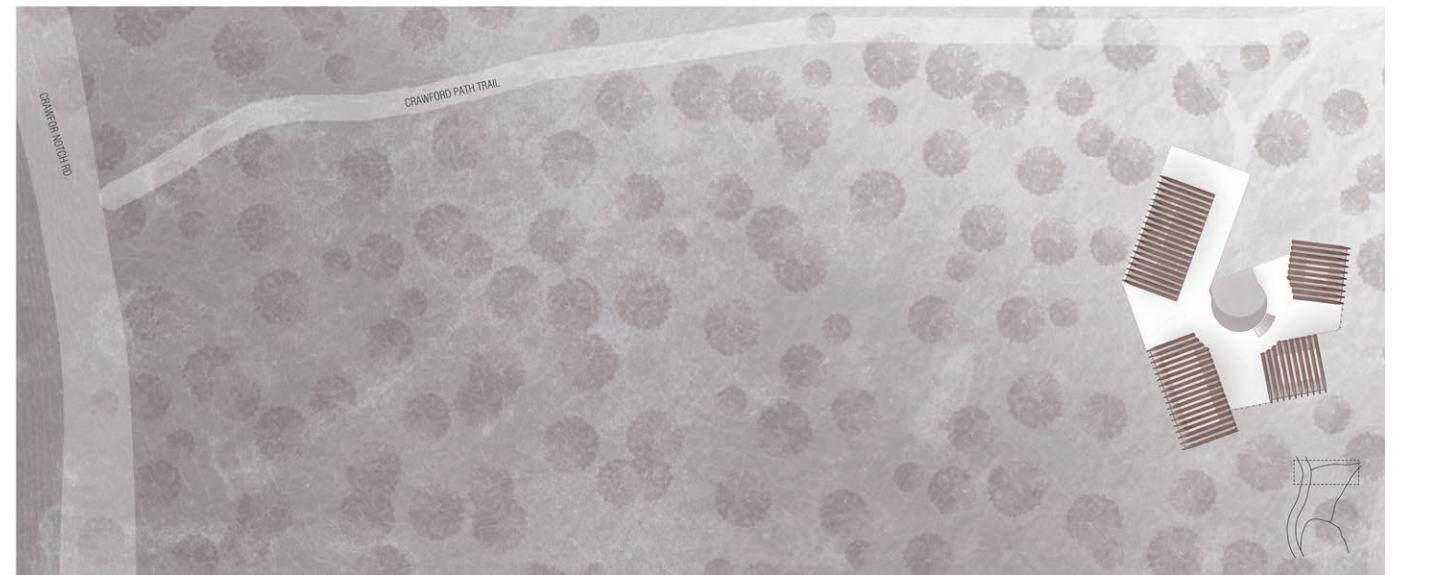
Conceptual Maps



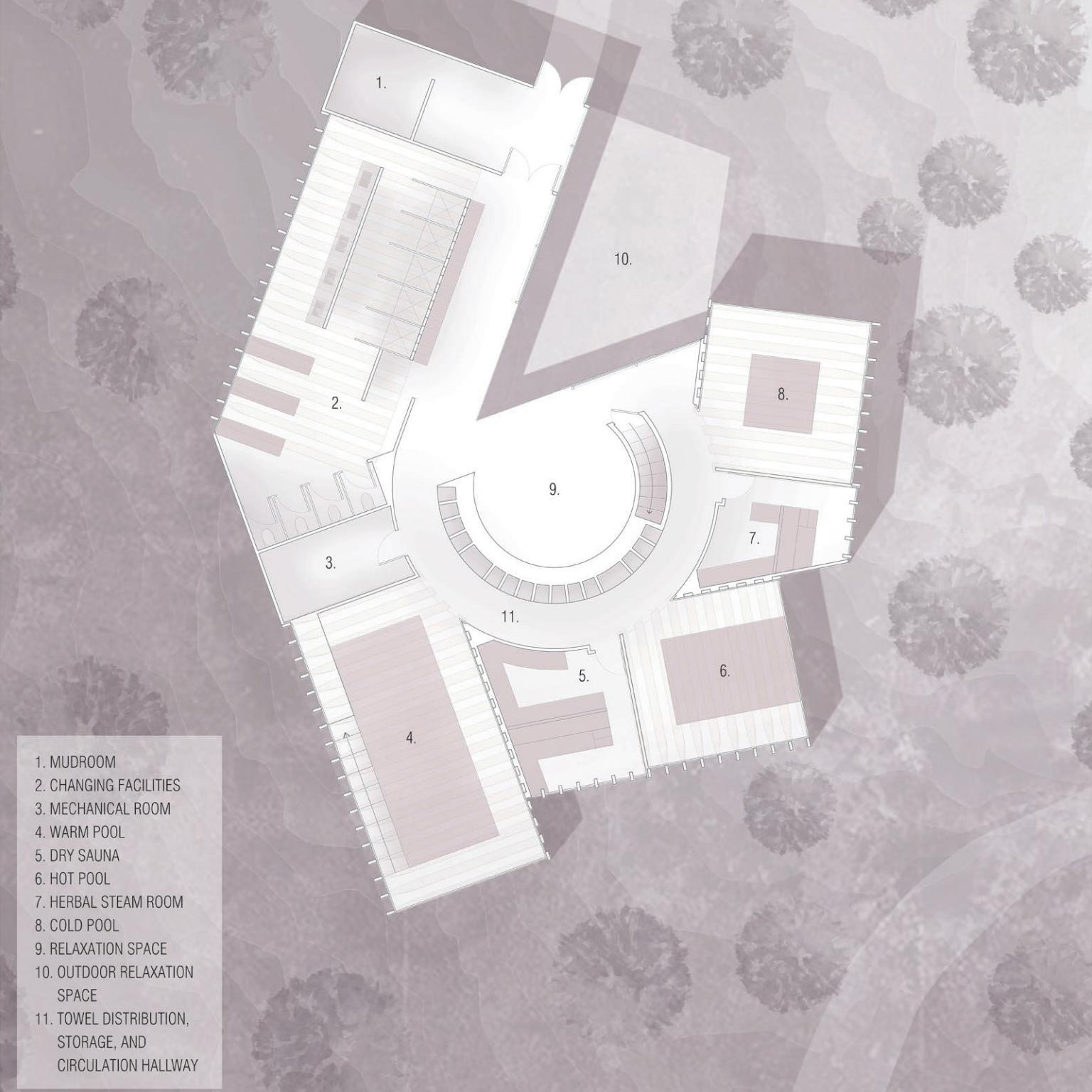
Top 1-3: Atmospheric Collages  
Bottom: Material Collage

## PROJECT 1B: SACO LAKE WELLNESS CENTER

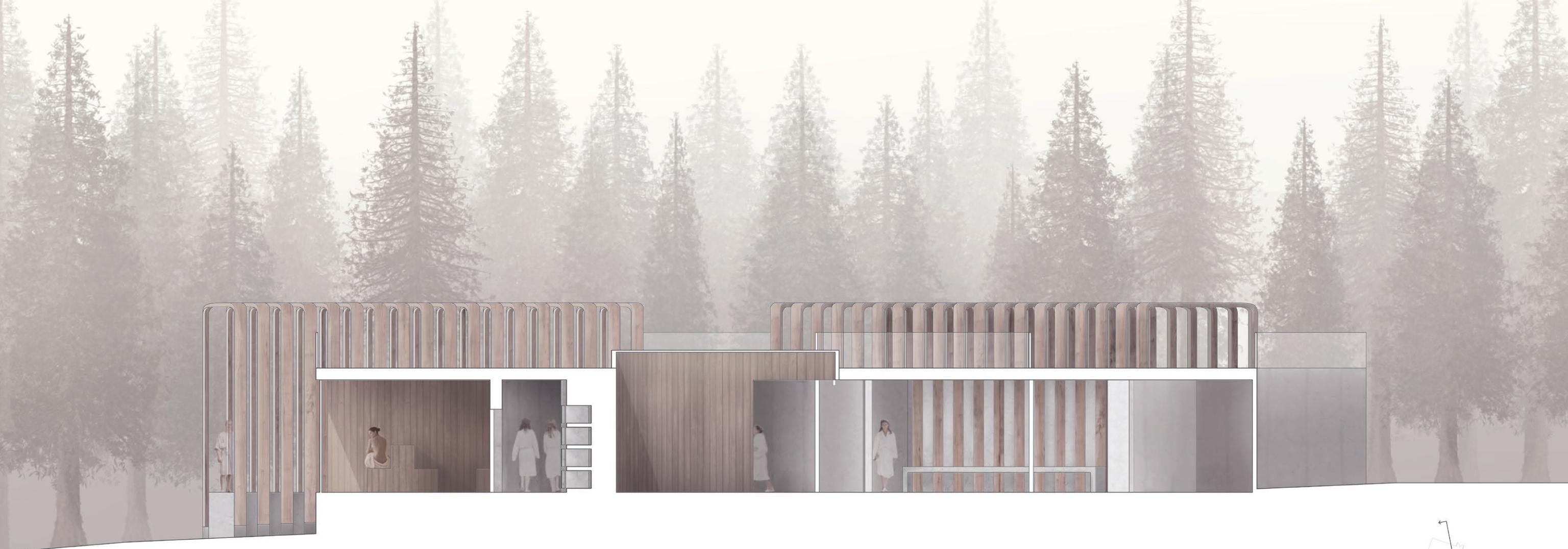
This last phase expands the questions, positions, and motivations to date with increased attention toward building envelope and structure, including wood and concrete construction and architectural atmosphere.



*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



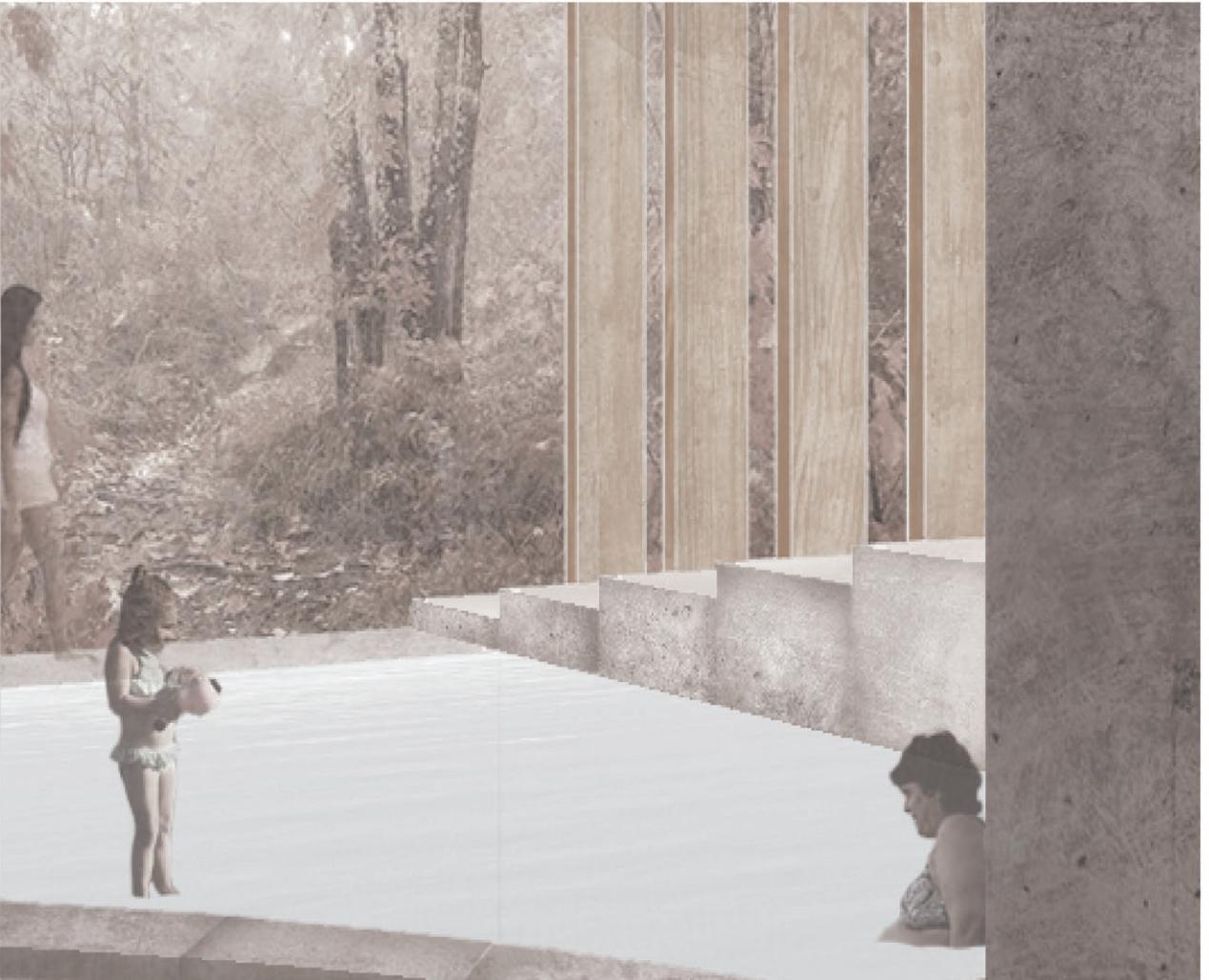
North/South Section



*Exterior*



*Interior: Warm Bath*



*Interior: Aperature*







Final Spatial Model

# urban incubator + stimulator

Second Year | Spring 2017

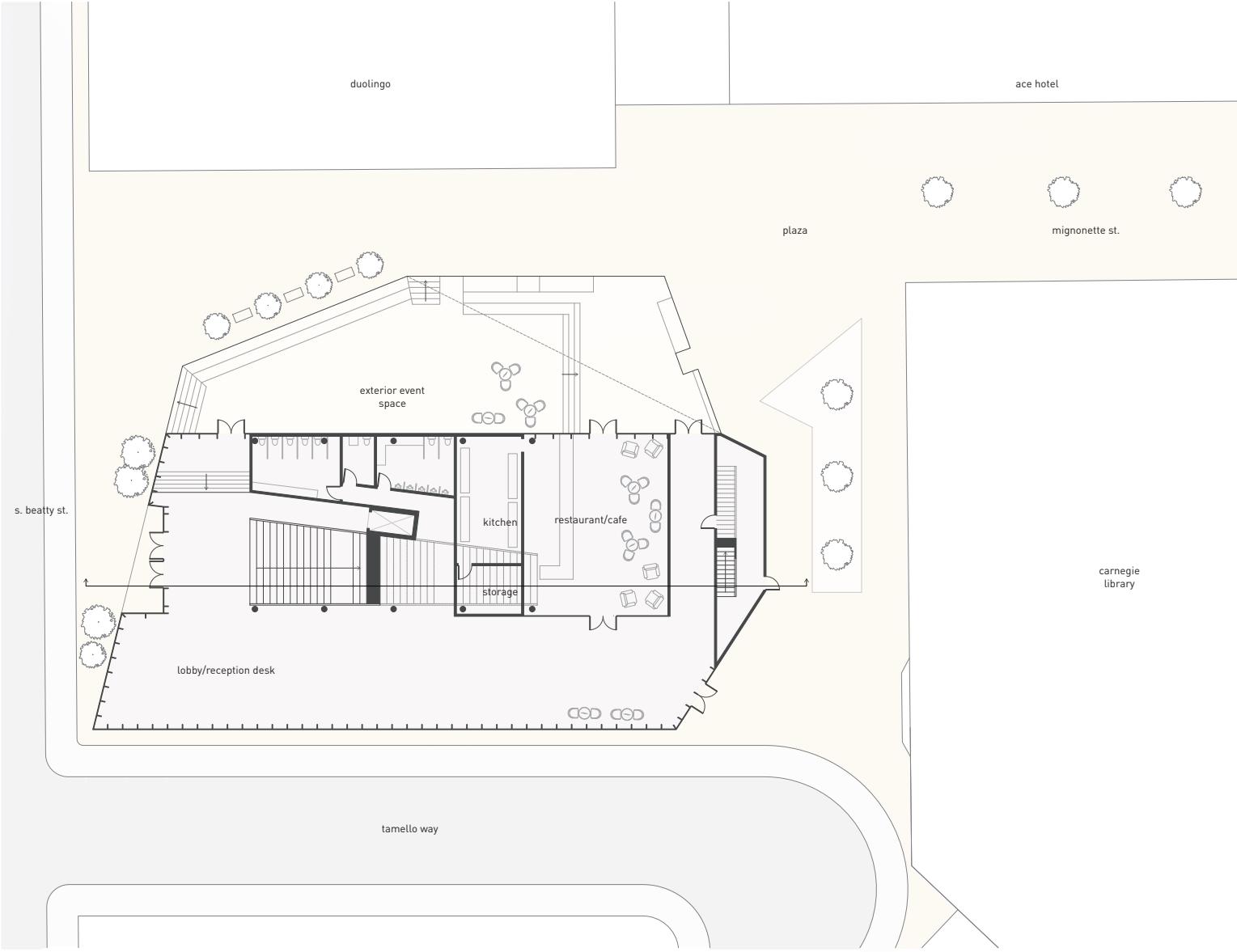
GOAL: to design a mixed-use project that will contribute to the business vitality of East Liberty's central business district while nurturing the creative culture of Pittsburgh's East End. Urban I+S activities and users are intentionally widespread to maximize utilization and impact throughout the day, 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.

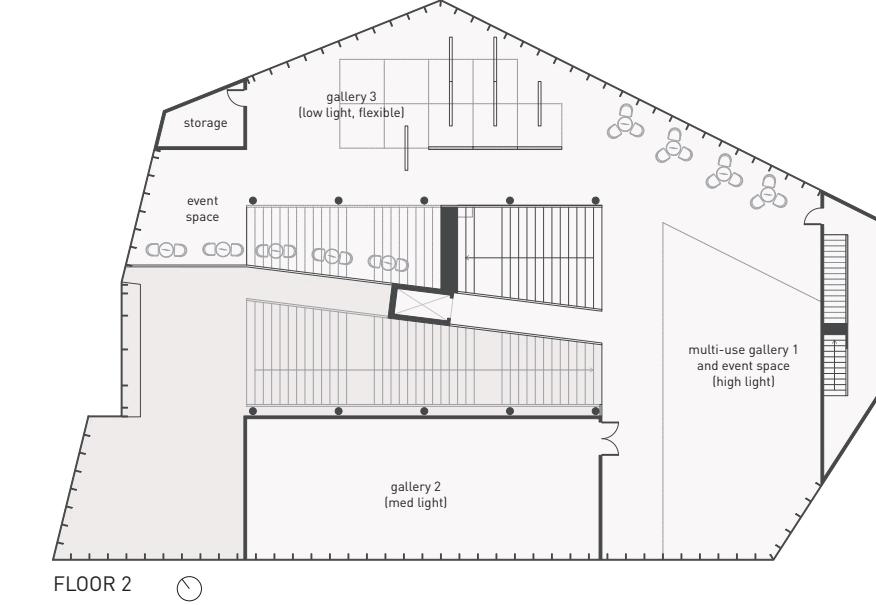
More about the Program:

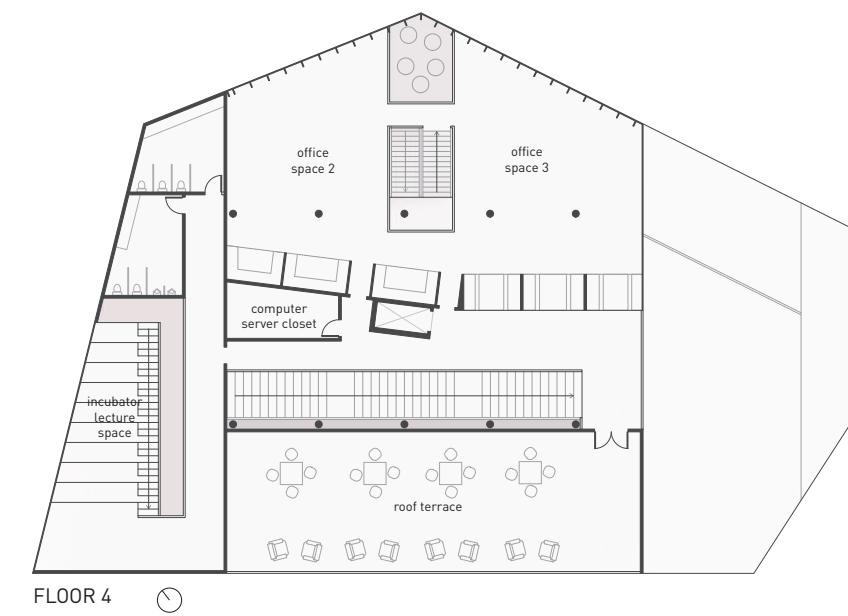
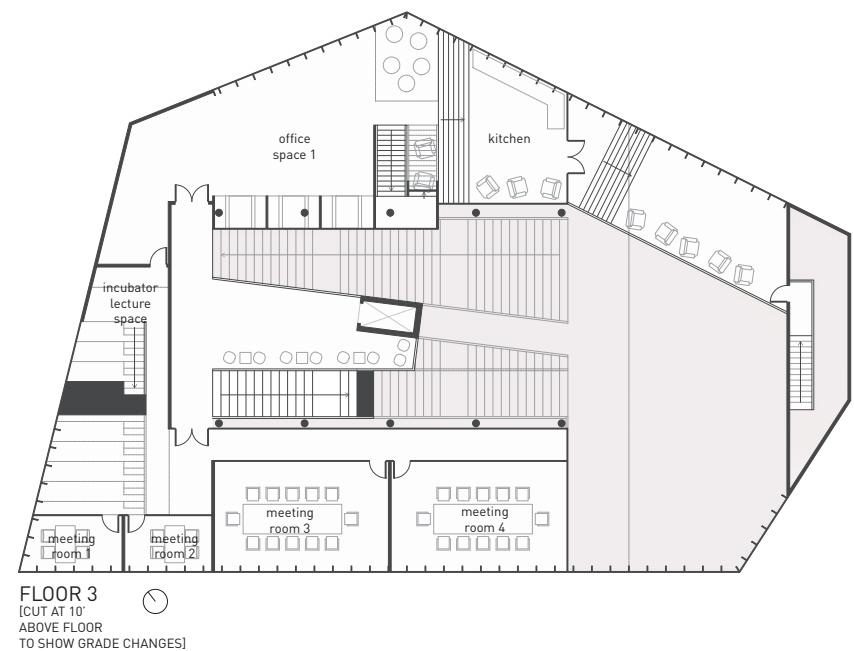
Urban I+S complements the East Liberty Public Library and the Ace Hotel to expand the cultural and educational activities adjacent to the site. While encompassed within one structure, the three program components operate with a degree of autonomy, allowing independent operating hours. The Technology 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.

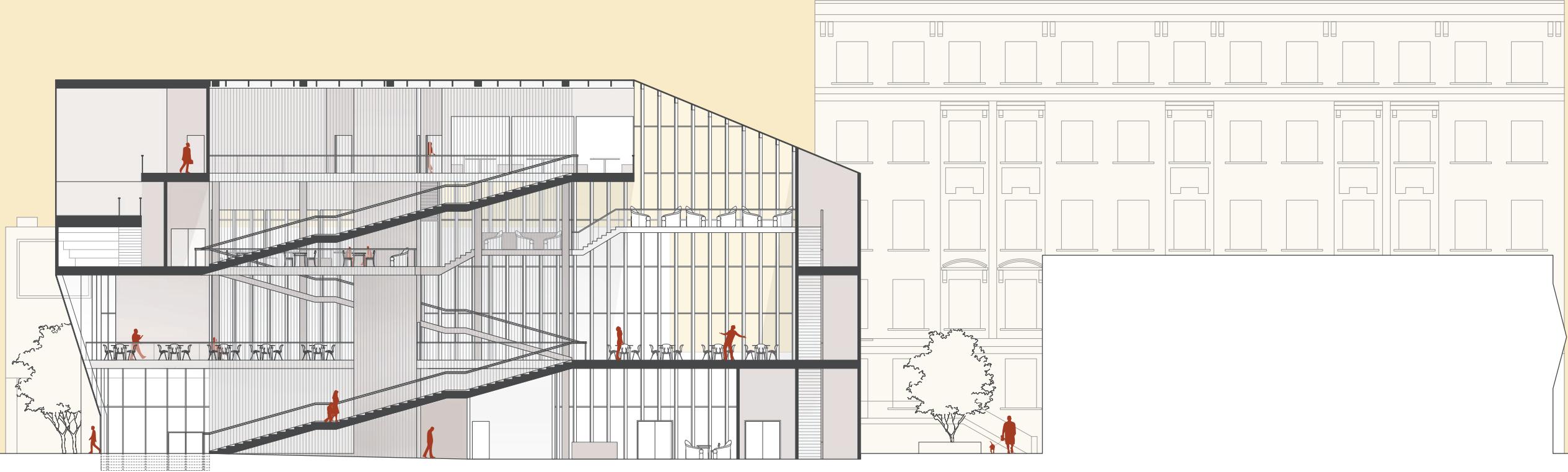




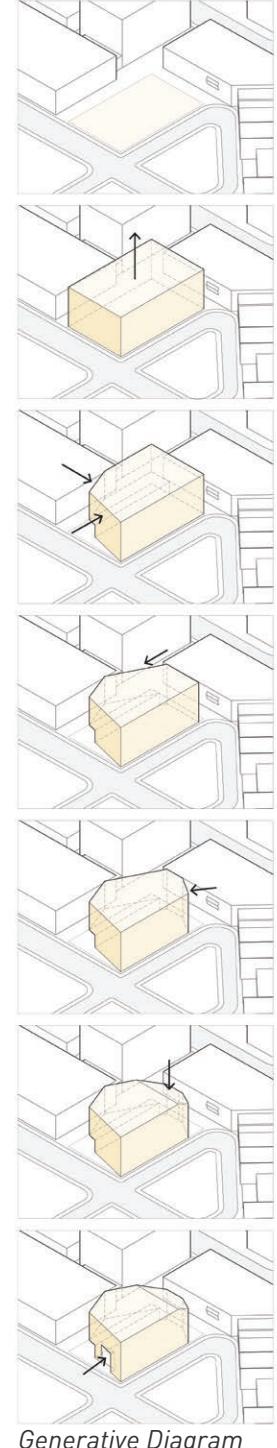
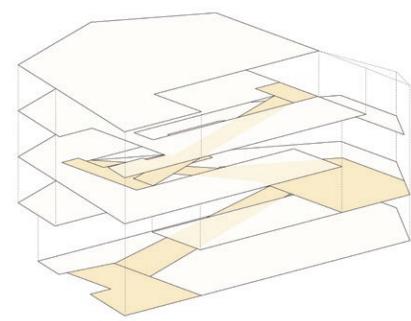
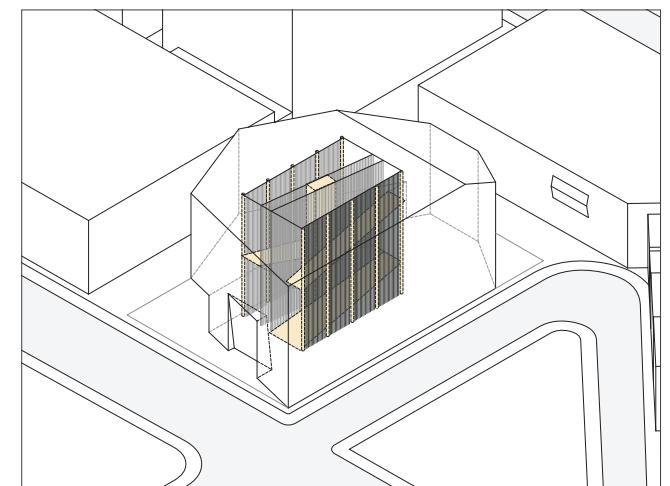
GROUND FLOOR ☺

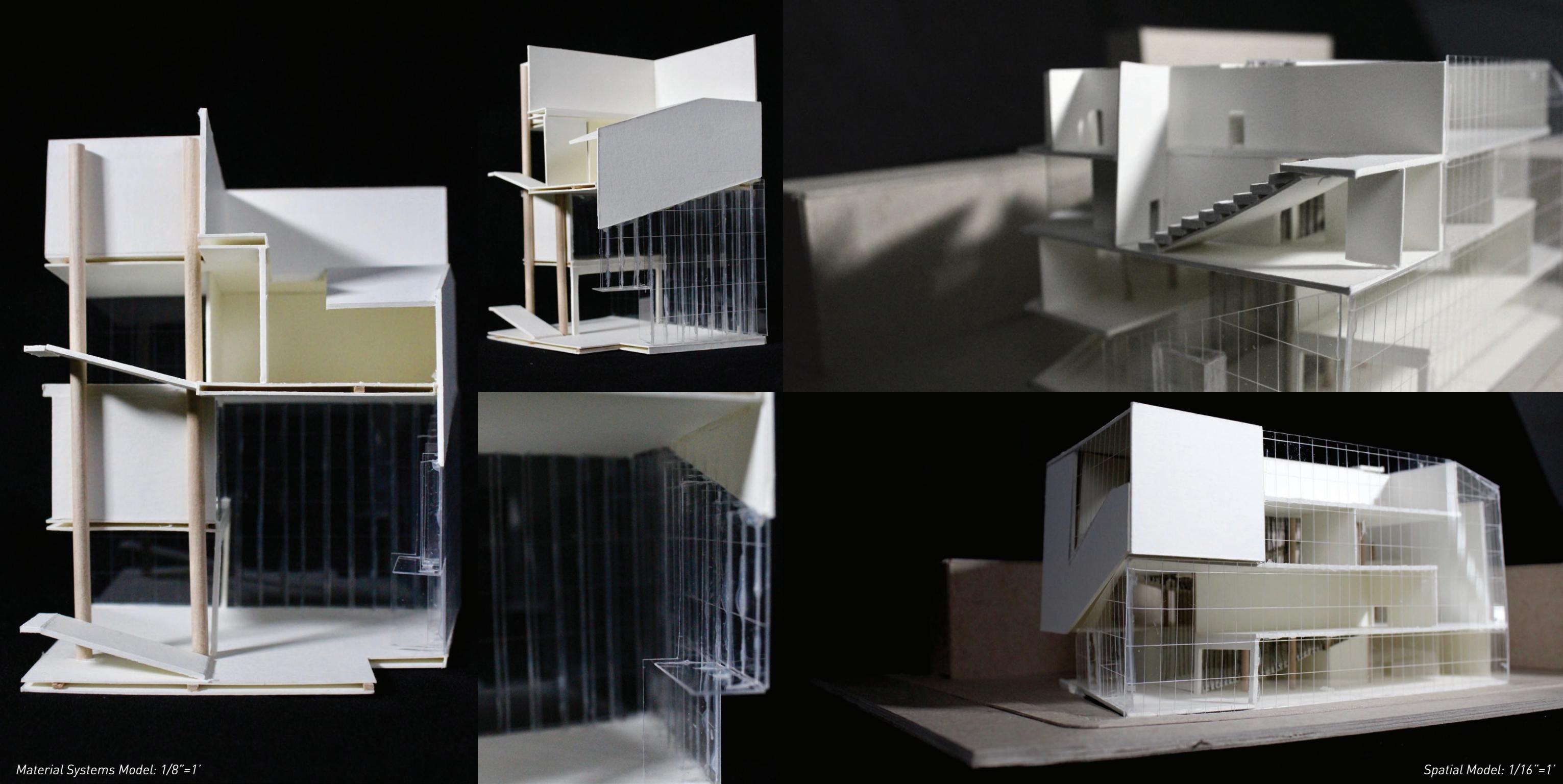






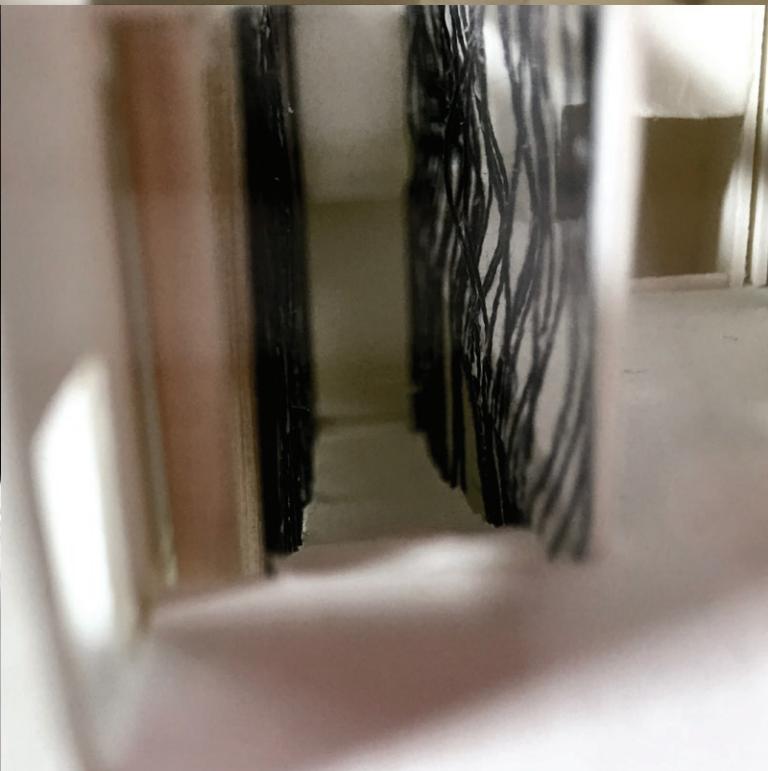
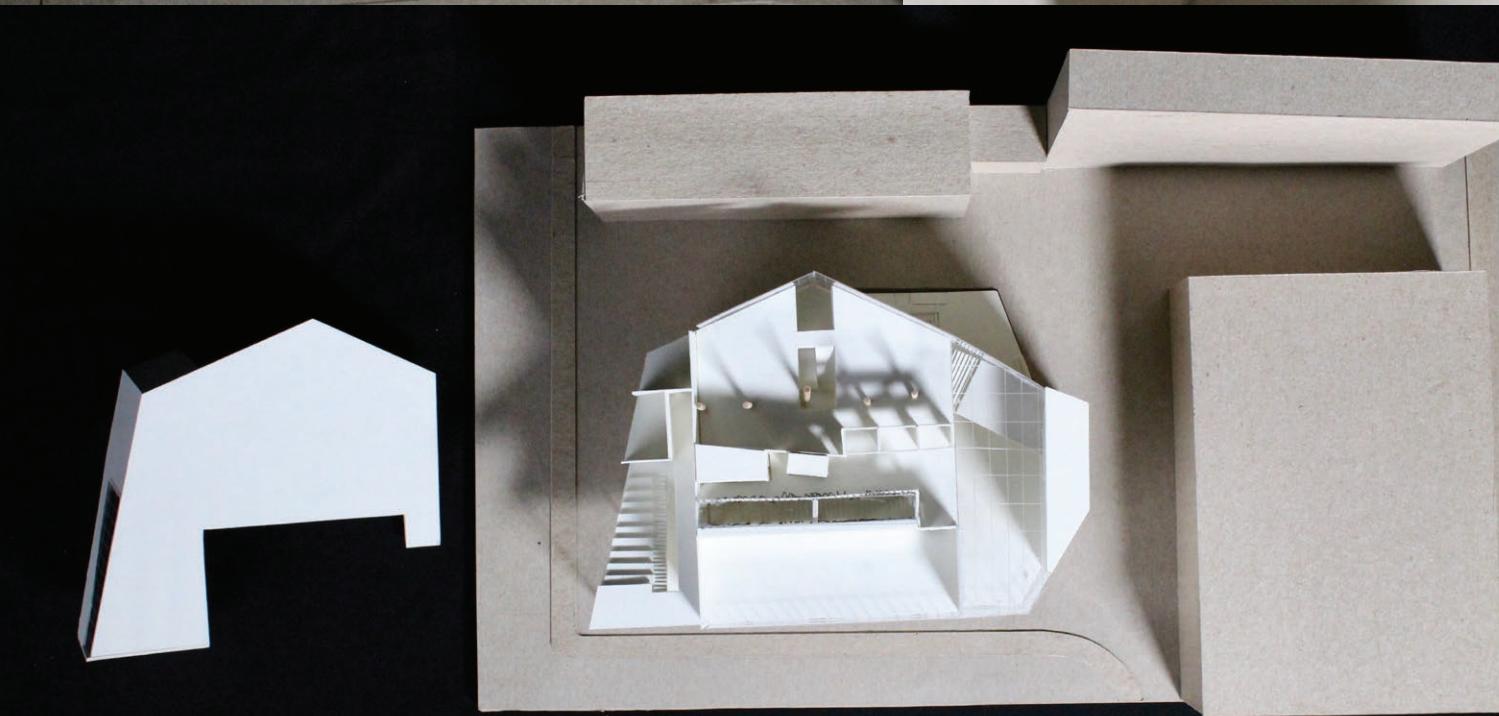
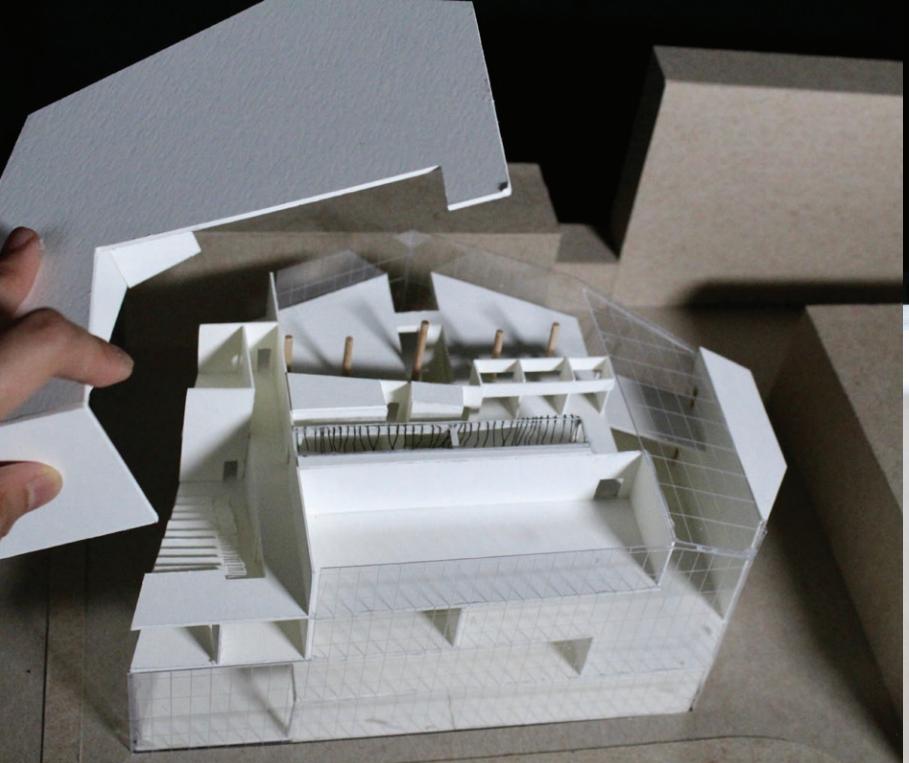
*Longitudinal Section*





Material Systems Model: 1/8"=1'

Spatial Model: 1/16"=1'



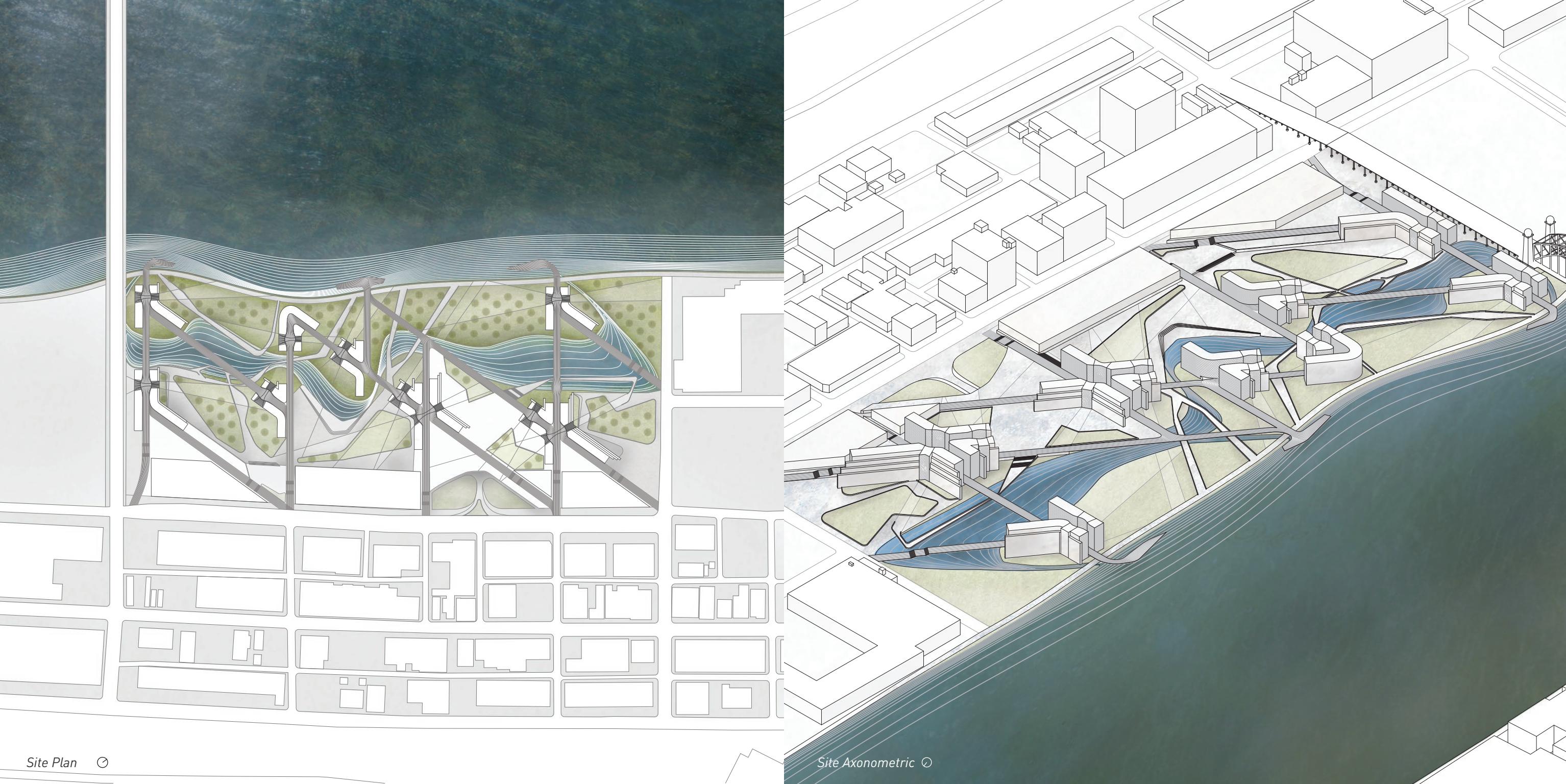
# environment, form + feedback

Third Year | Fall 2017

GOAL: An environmentally conscious design process that dares to engage the occupant in a sensorial way. Utilizing the power of wind not only as a tool to harvest energy and passively cool the housing complexes, but also as a means to alter the occupier's perspective of wind through the sculpting of the site along a series of wrapping pathways.

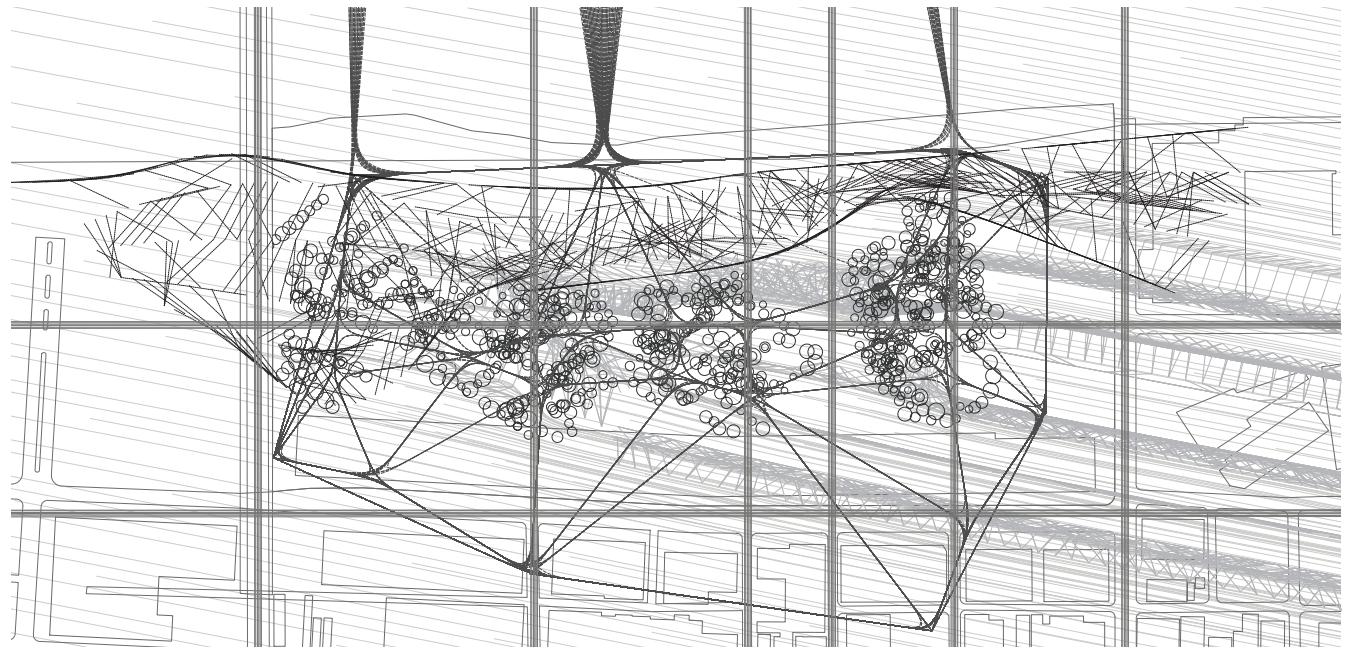
In collaboration with Michael Powell.



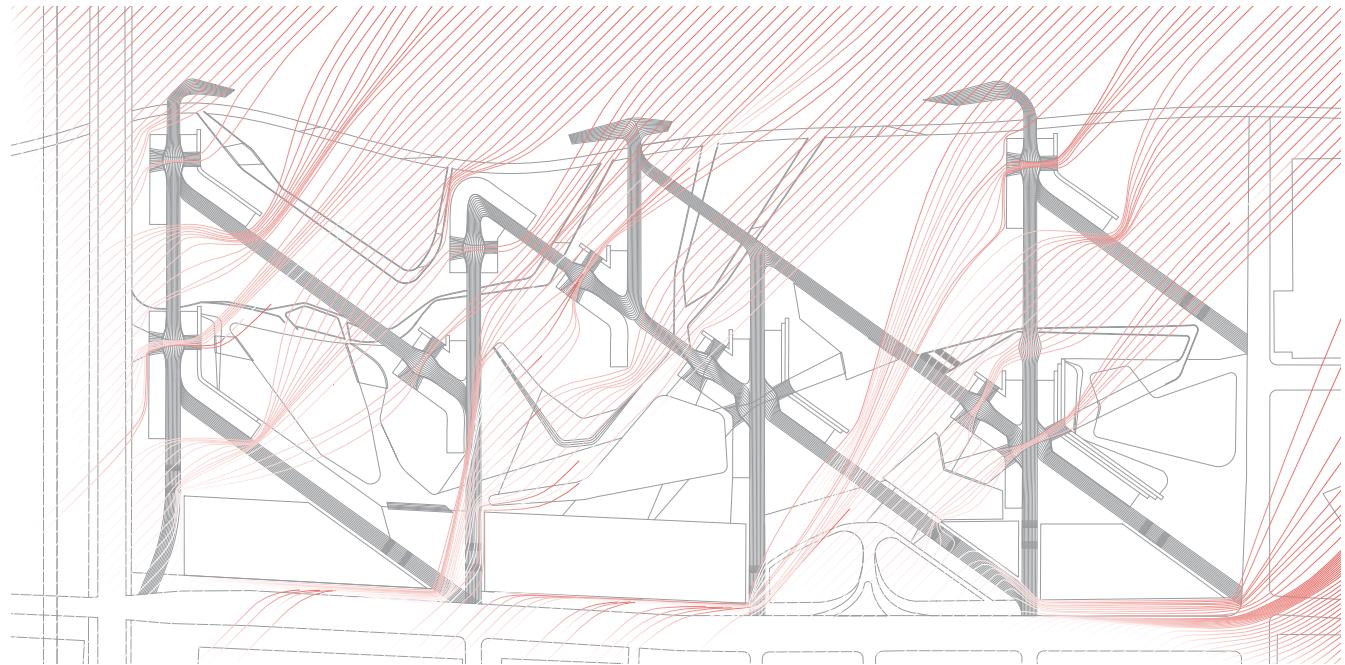


Site Plan

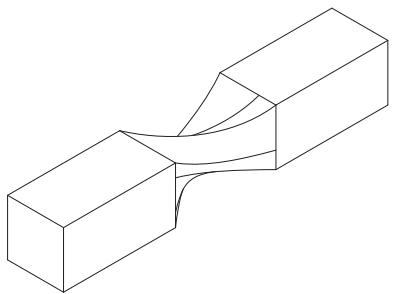
Site Axonometric



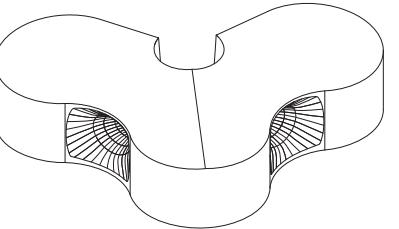
Abstract Site Drawing



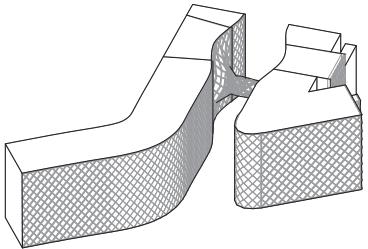
Prevailing Winter Winds - South



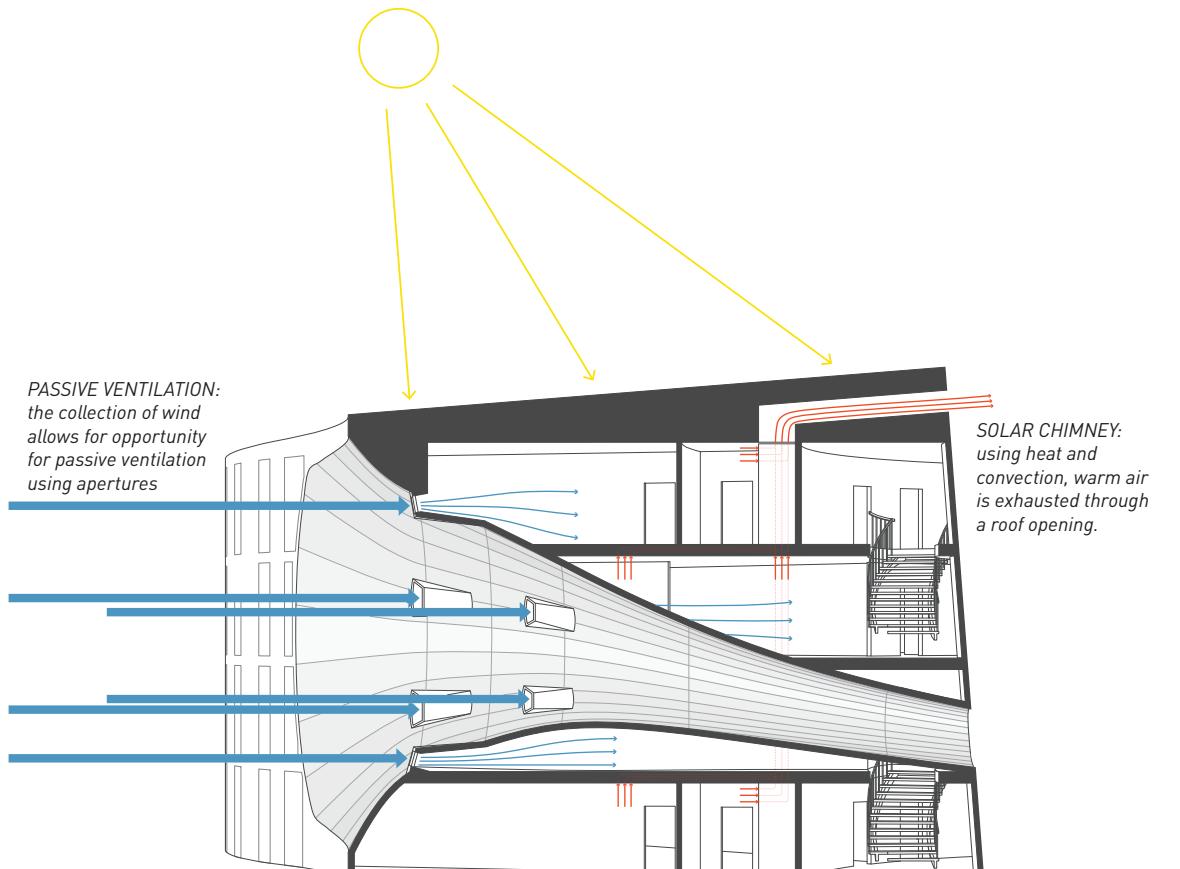
CONCEPT



ITERATION



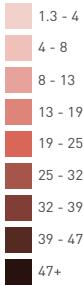
TRANSLATION



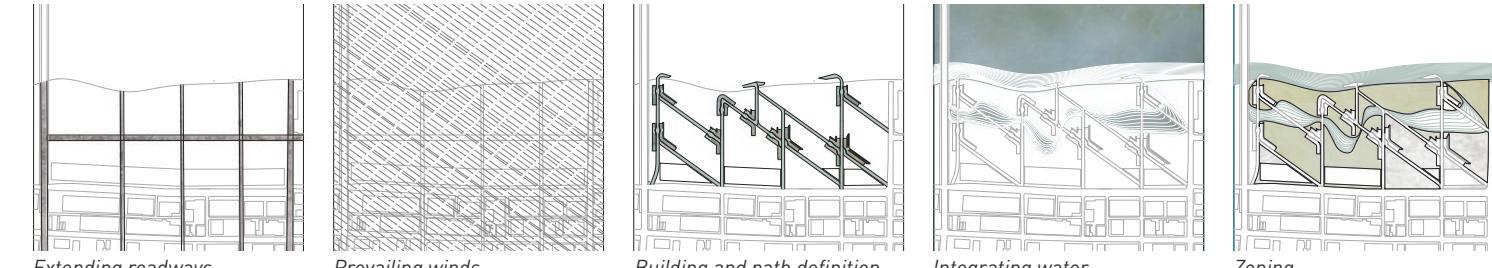
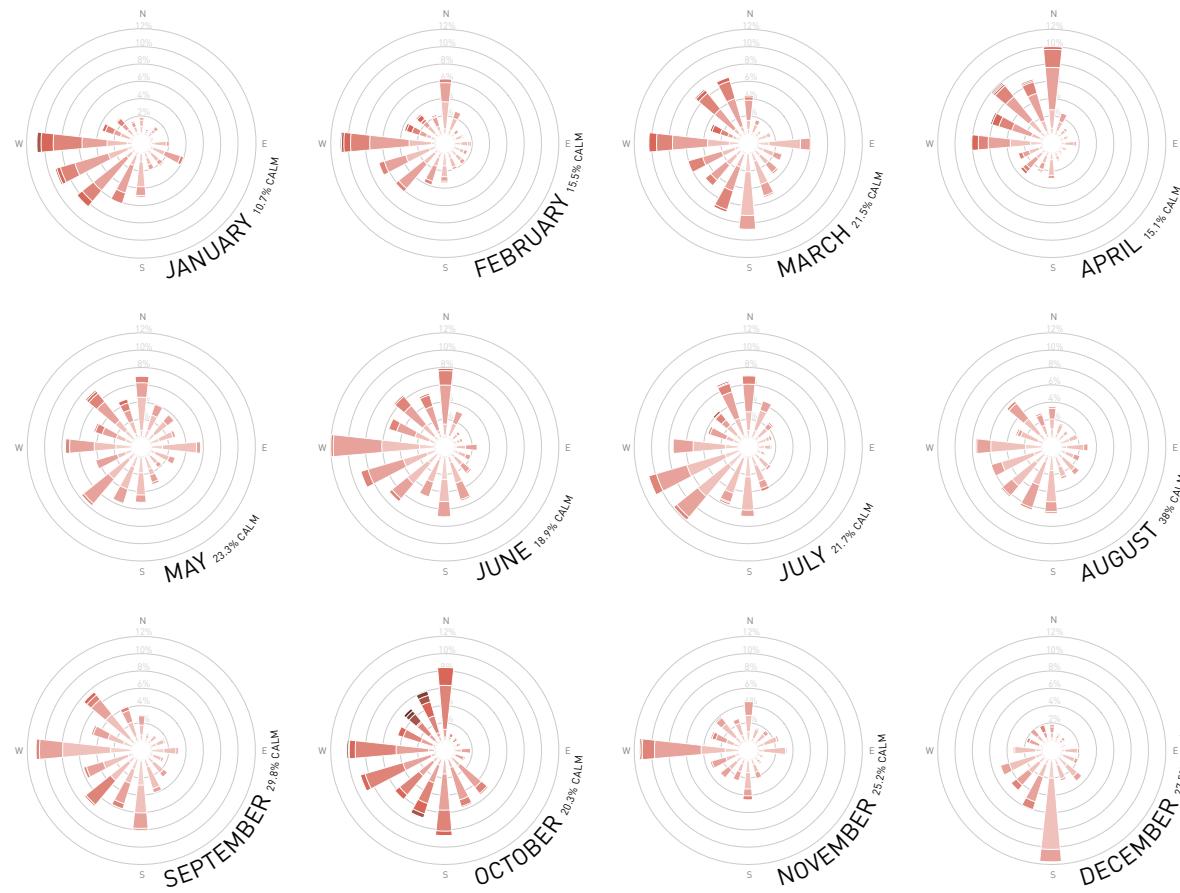
Passive Ventilation & Solar Chimney

LATITUDE - 40° 30' 05" N  
 LONGITUDE - 80° 13' 52" W  
 ELEMENT - MEAN WIND SPEED  
 DATA COLLECTED FROM 2012  
 SOURCE - WESTERN REGIONAL CLIMATE CENTER  
[https://wrcc.dri.edu/cgi-bin/wea\\_windrose.pl?laKPT](https://wrcc.dri.edu/cgi-bin/wea_windrose.pl?laKPT)

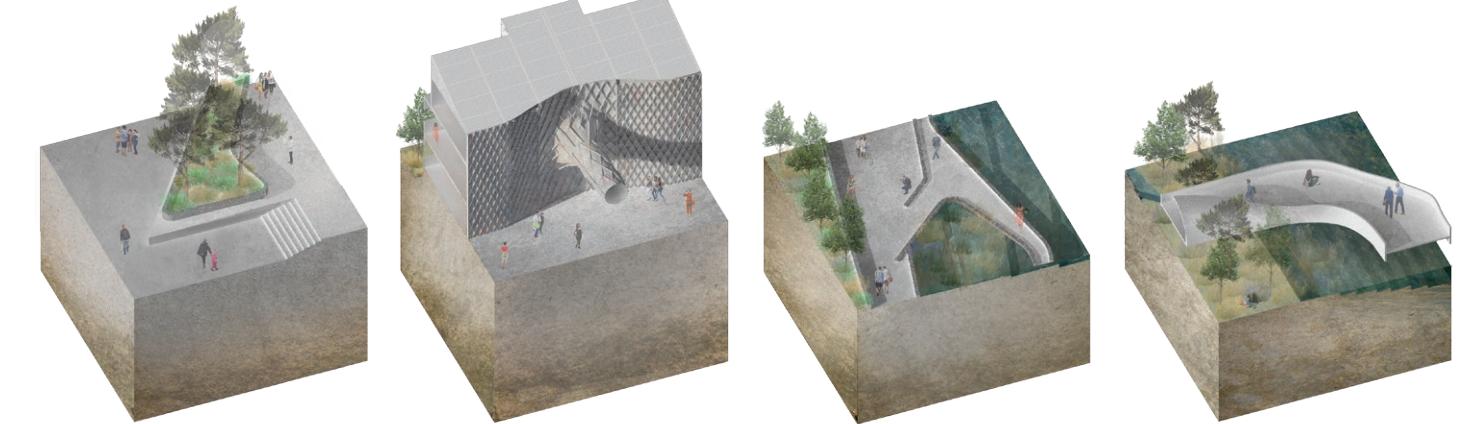
MPH



### Pittsburgh Wind Roses



### Formative Logic



**1. Site Entry**  
Moderate wind; low moisture; high solar exposure

Plant life:  
*Meadow favorite*  
*Mugwort*  
*Elephant's ear*  
*Feathery fountain grass*  
*Bailey's acacia*

**2. Atrium**  
High wind; moderate moisture; low solar exposure

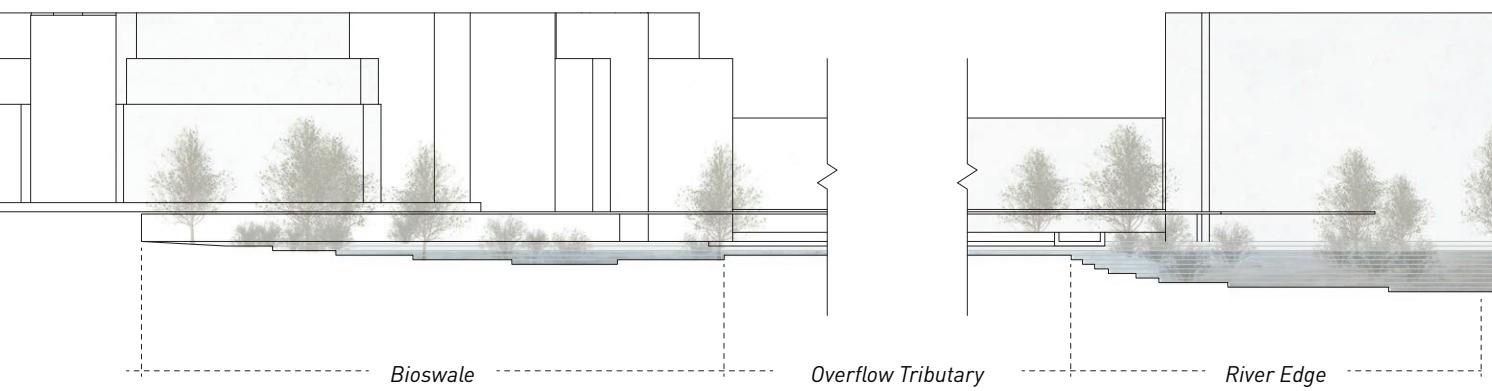
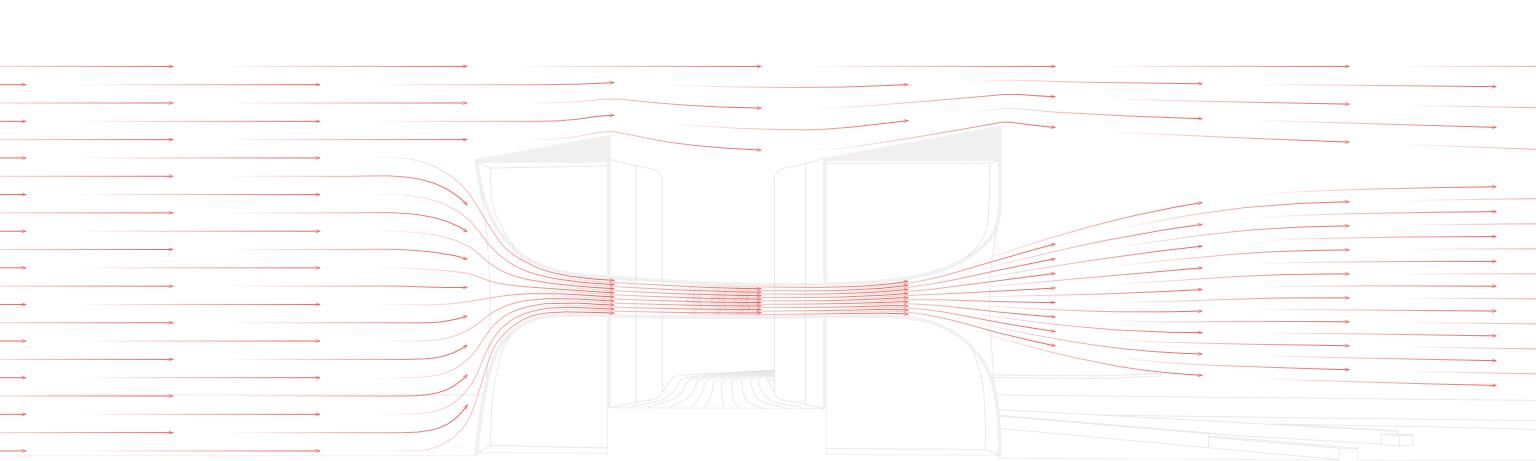
Plant life:  
*Quaking aspen*  
*Eupatorium*  
*Miscanthus*  
*Vernonia*

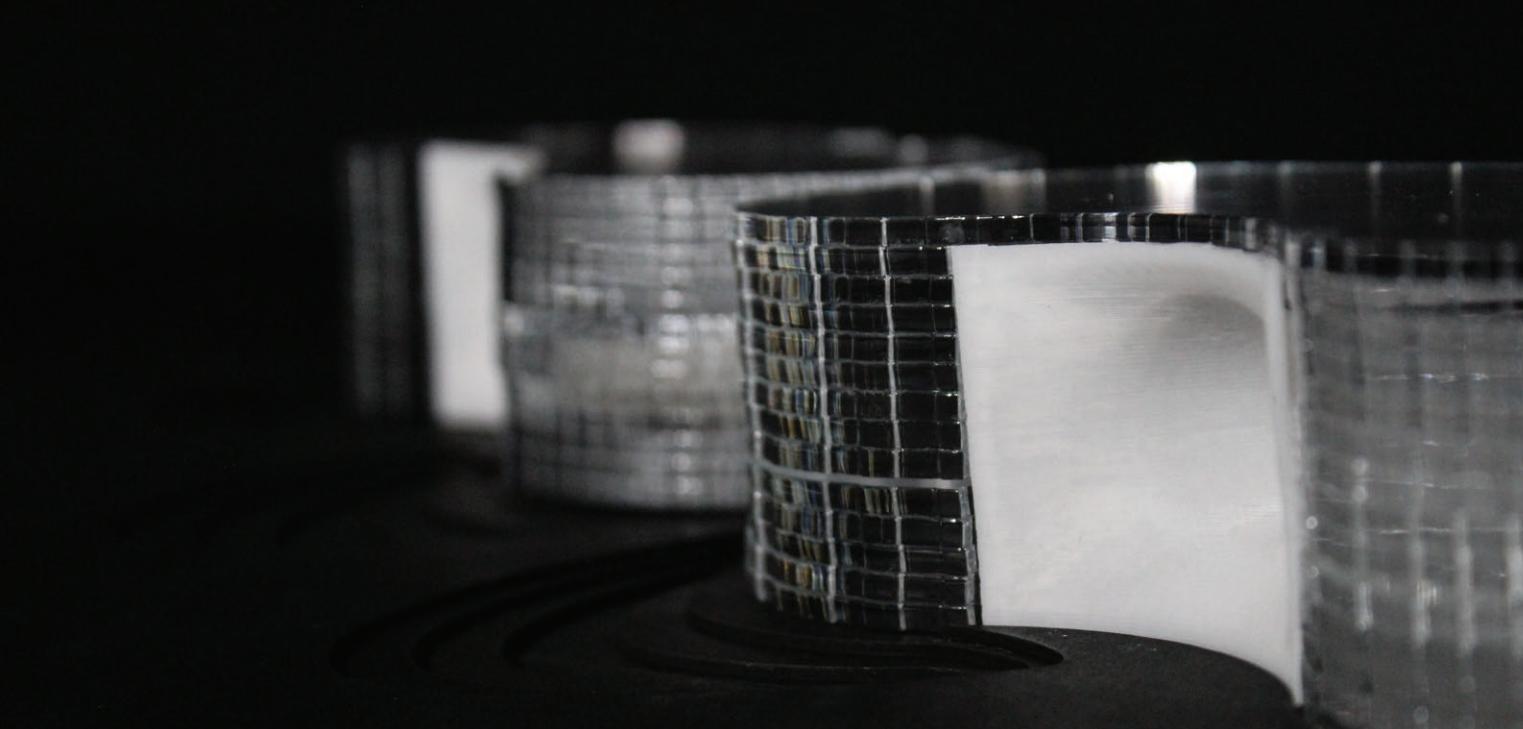
**3. Swale**  
Moderate wind; high moisture; moderate solar exposure

Plant life:  
*Water birch*  
*Sea holly*  
*Horsetail*  
*Iris versicolor*  
*Button bush*

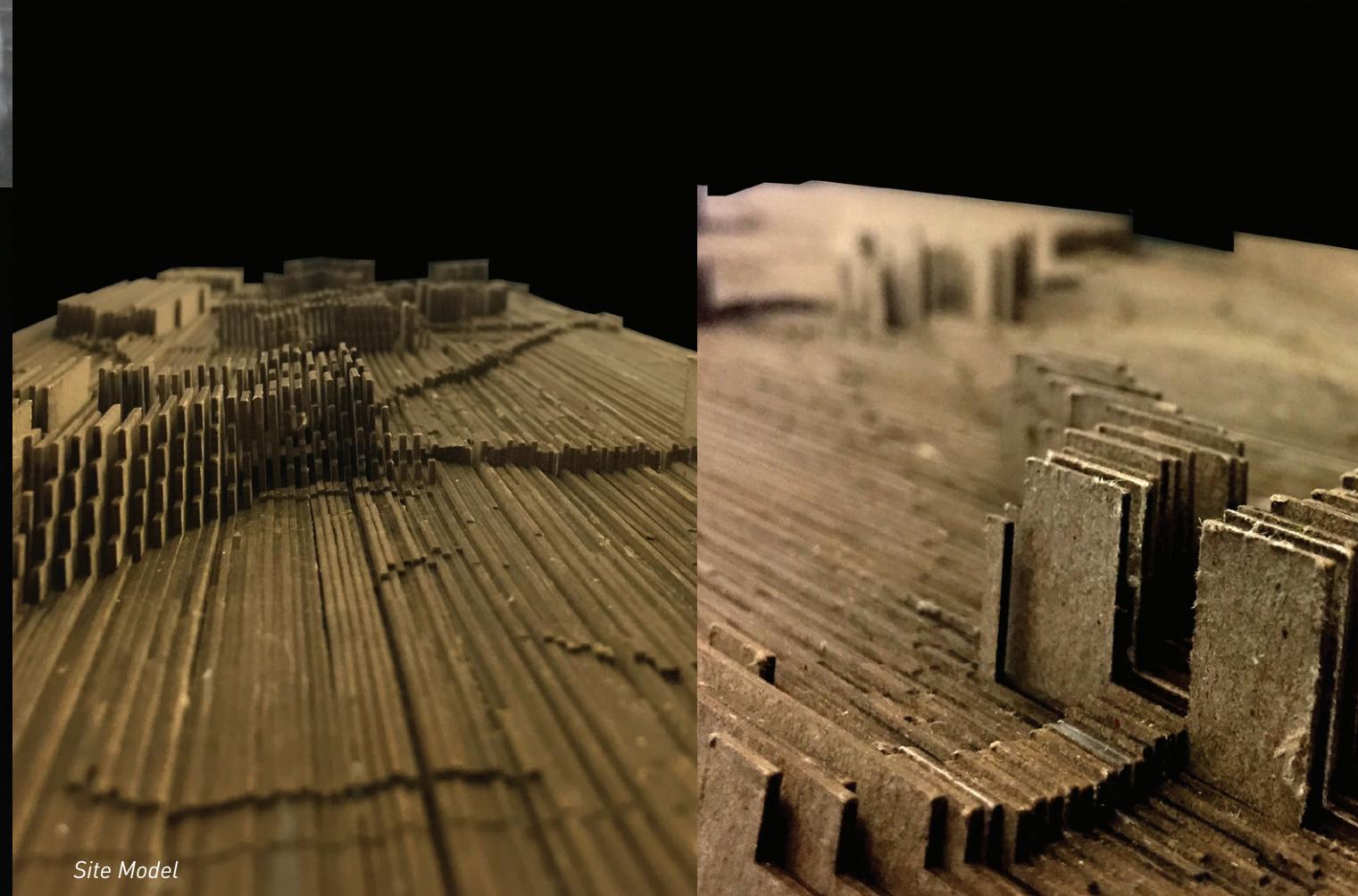
**4. River's Edge**  
High wind; high moisture; moderate solar exposure

Plant life:  
*Bald cypress*  
*Water birch*  
*Iris versicolor*  
*Button bush*  
*Water iris*





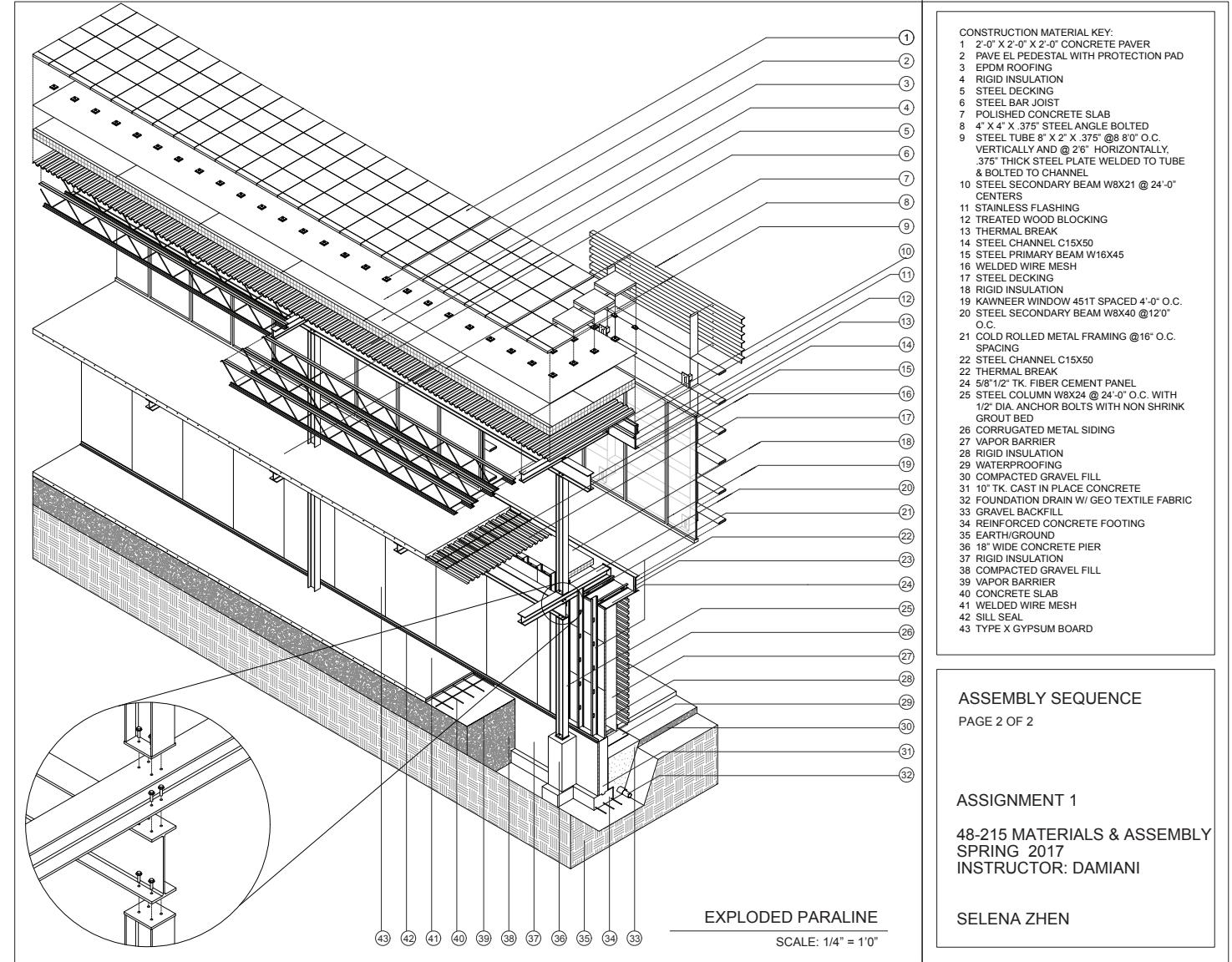
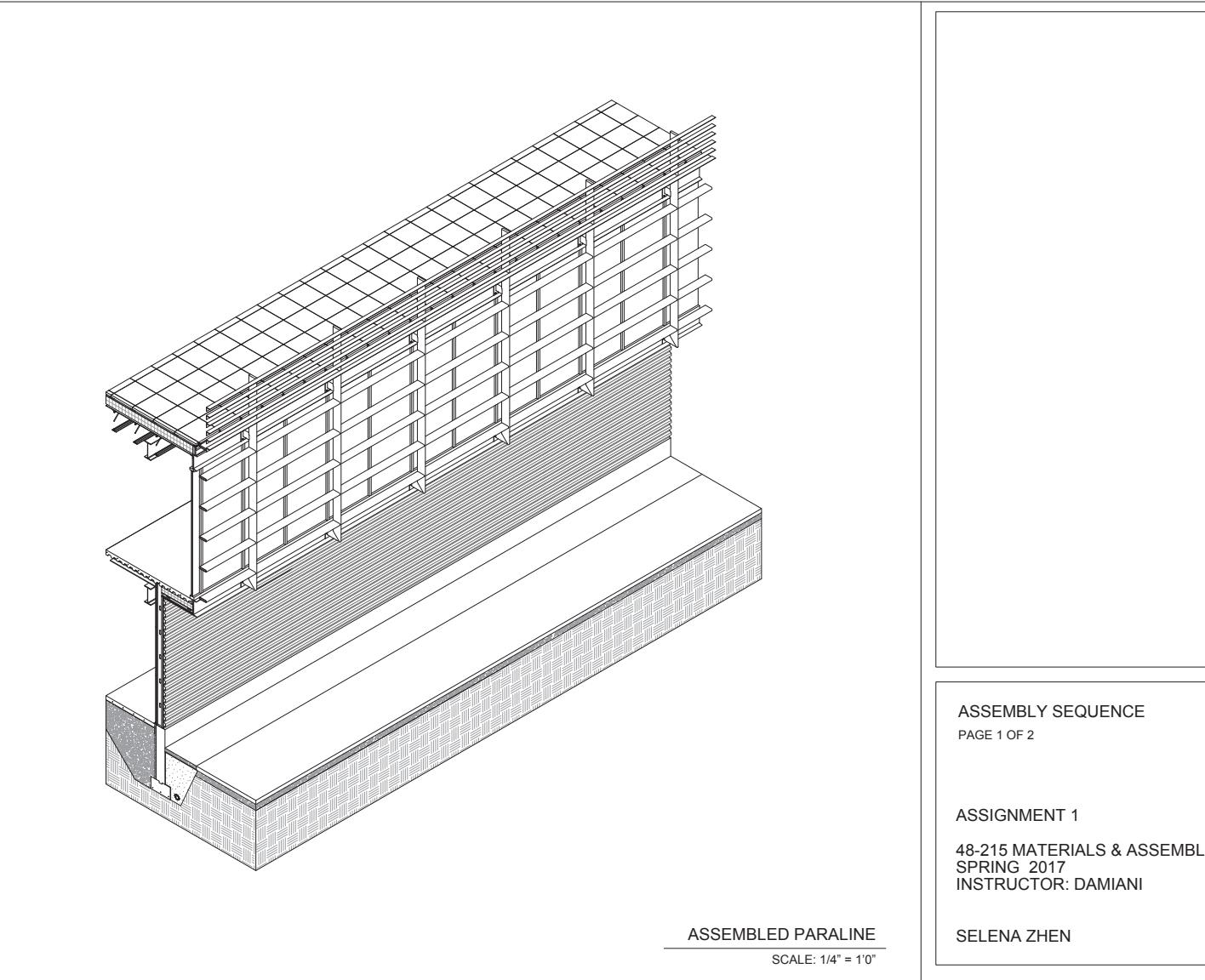
*Process Model*



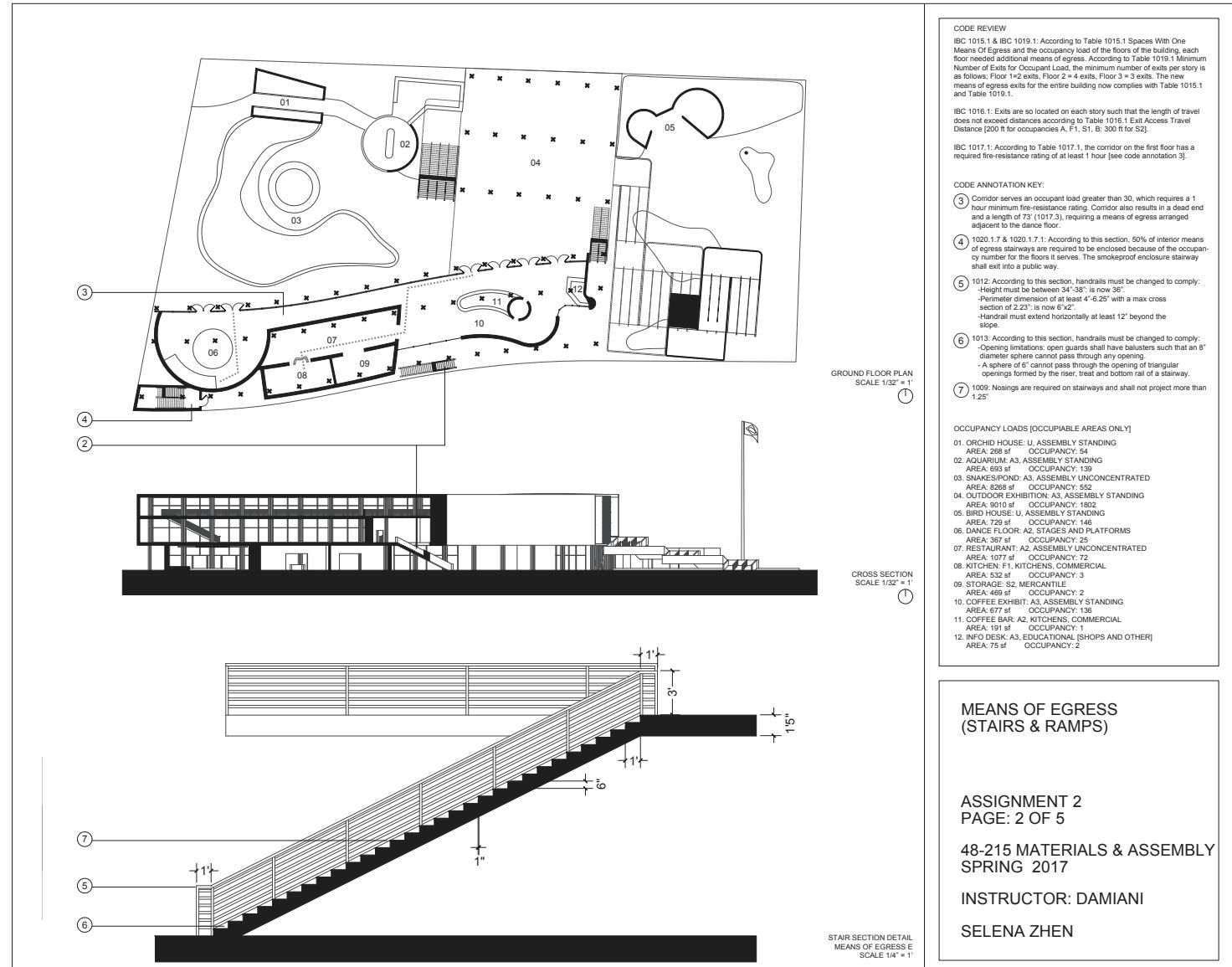
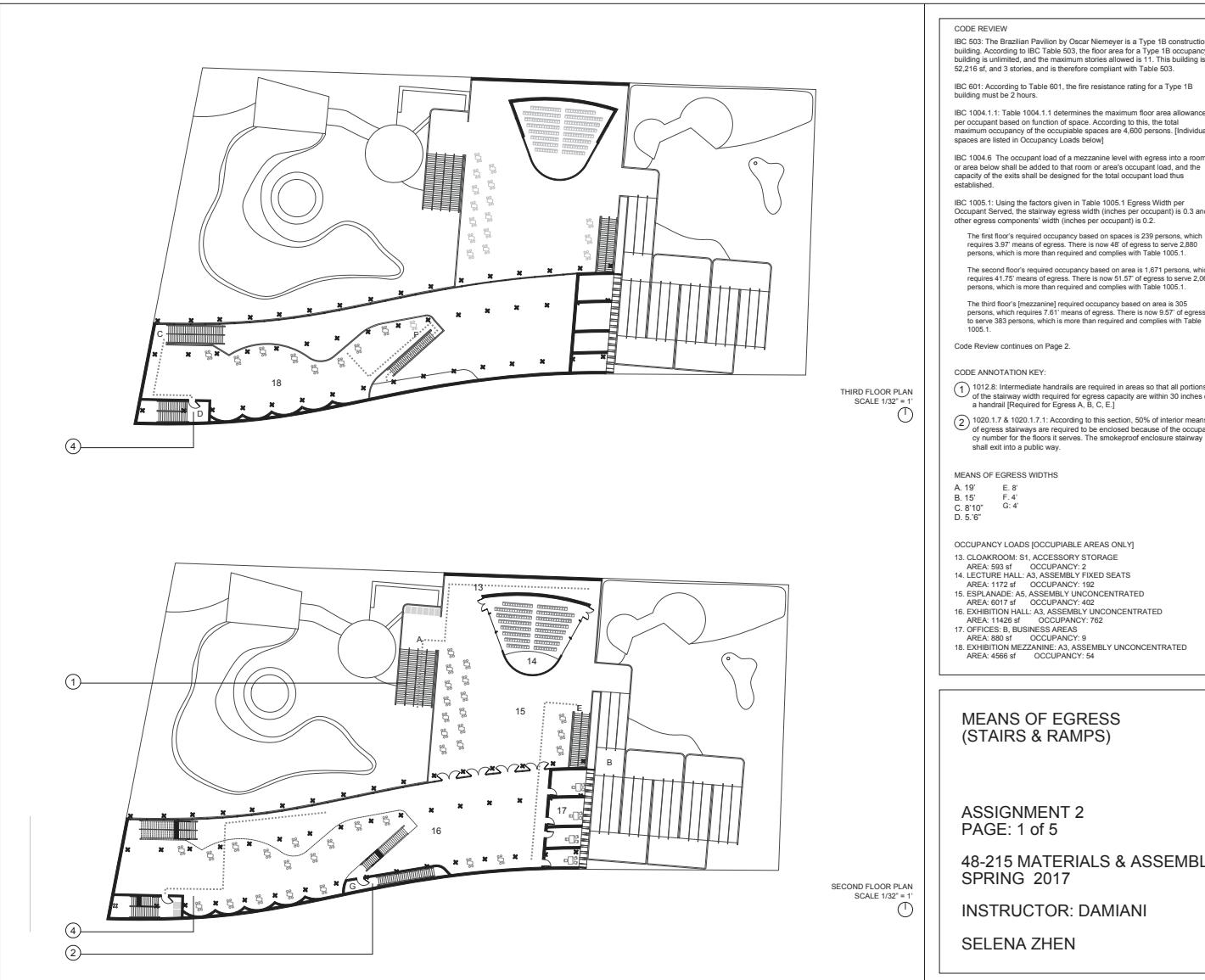
*Site Model*

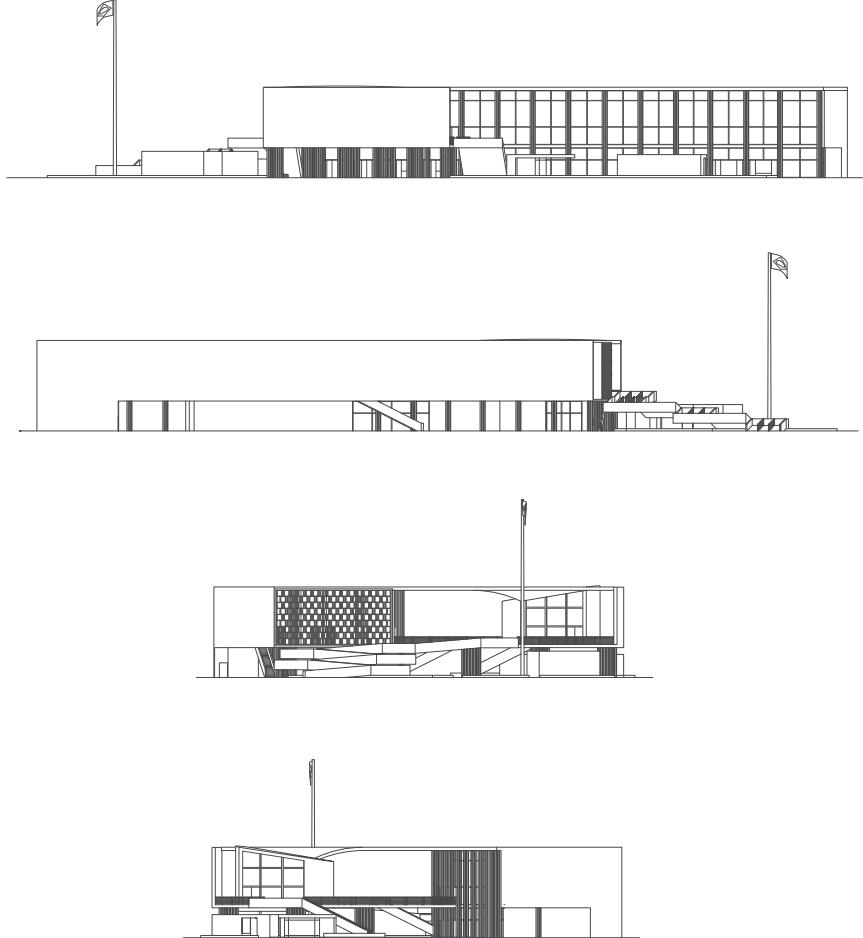
# **materials + assembly**

# PROJECT 1: ASSEMBLY SEQUENCE AND MATERIAL STUDY



## PROJECT 2: MEANS OF EGRESS AND CODE REVIEW [THE BRAZILIAN PAVILION]



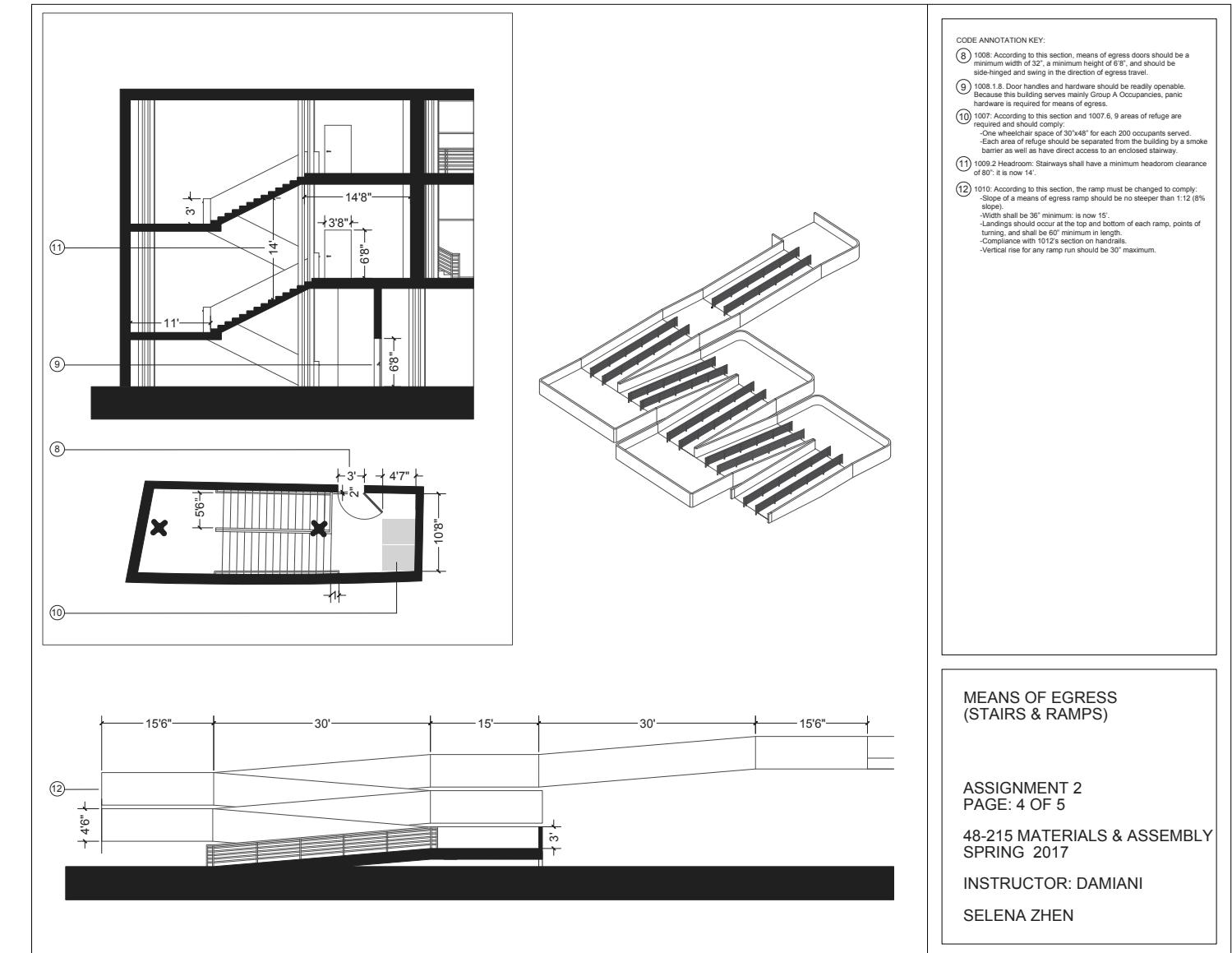


**MEANS OF EGRESS  
(STAIRS & RAMPS)**

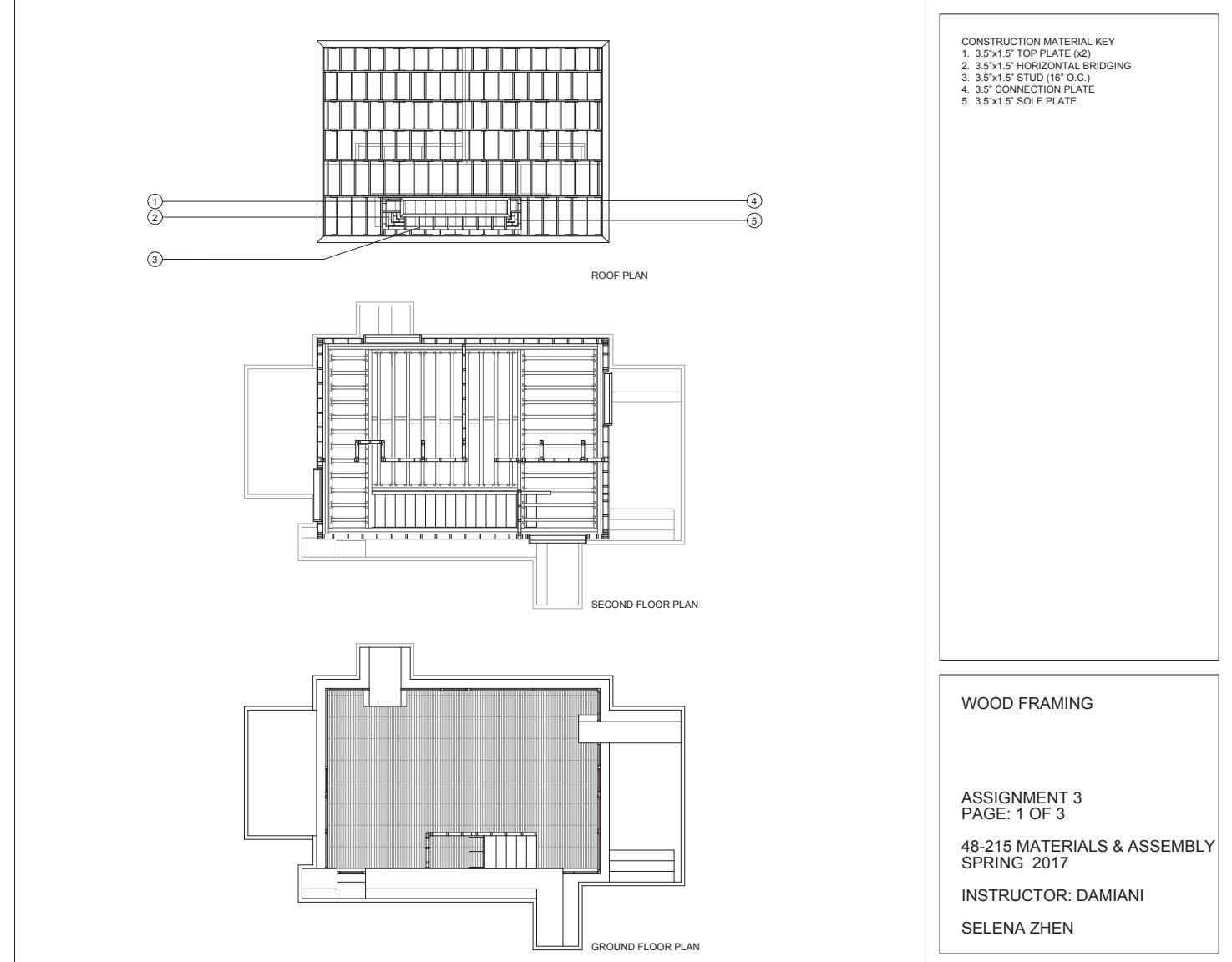
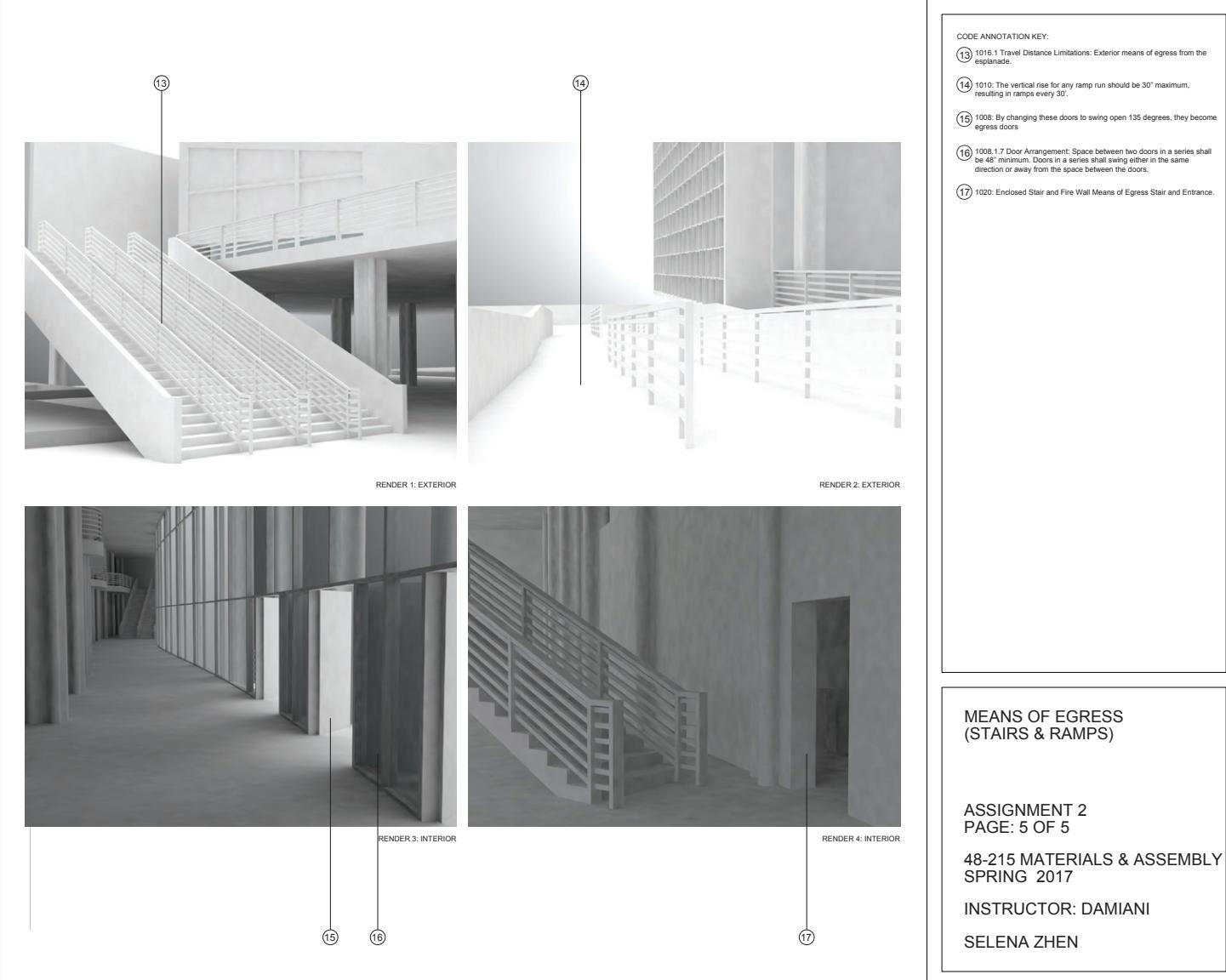
ASSIGNMENT 2  
PAGE: 3 OF 5

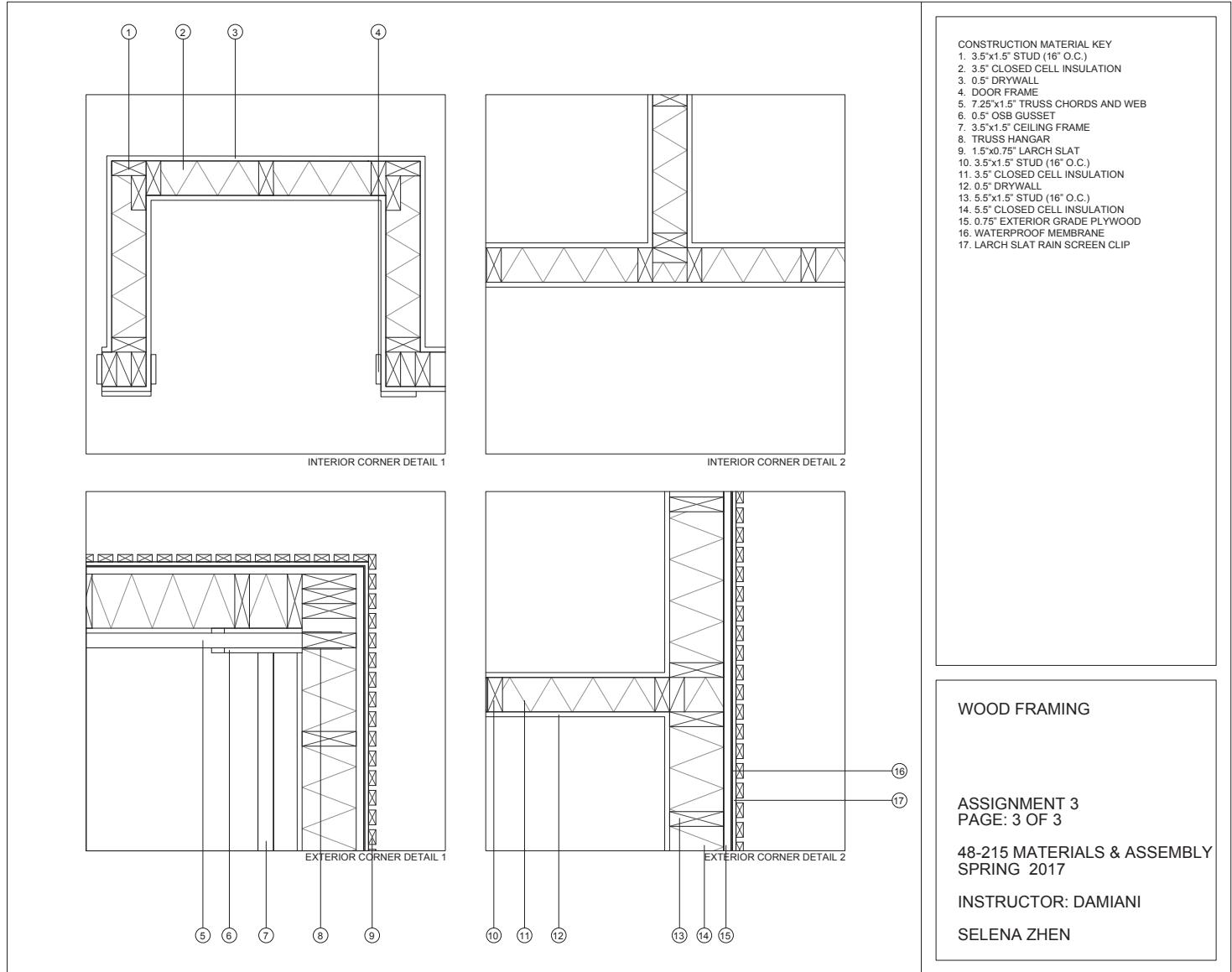
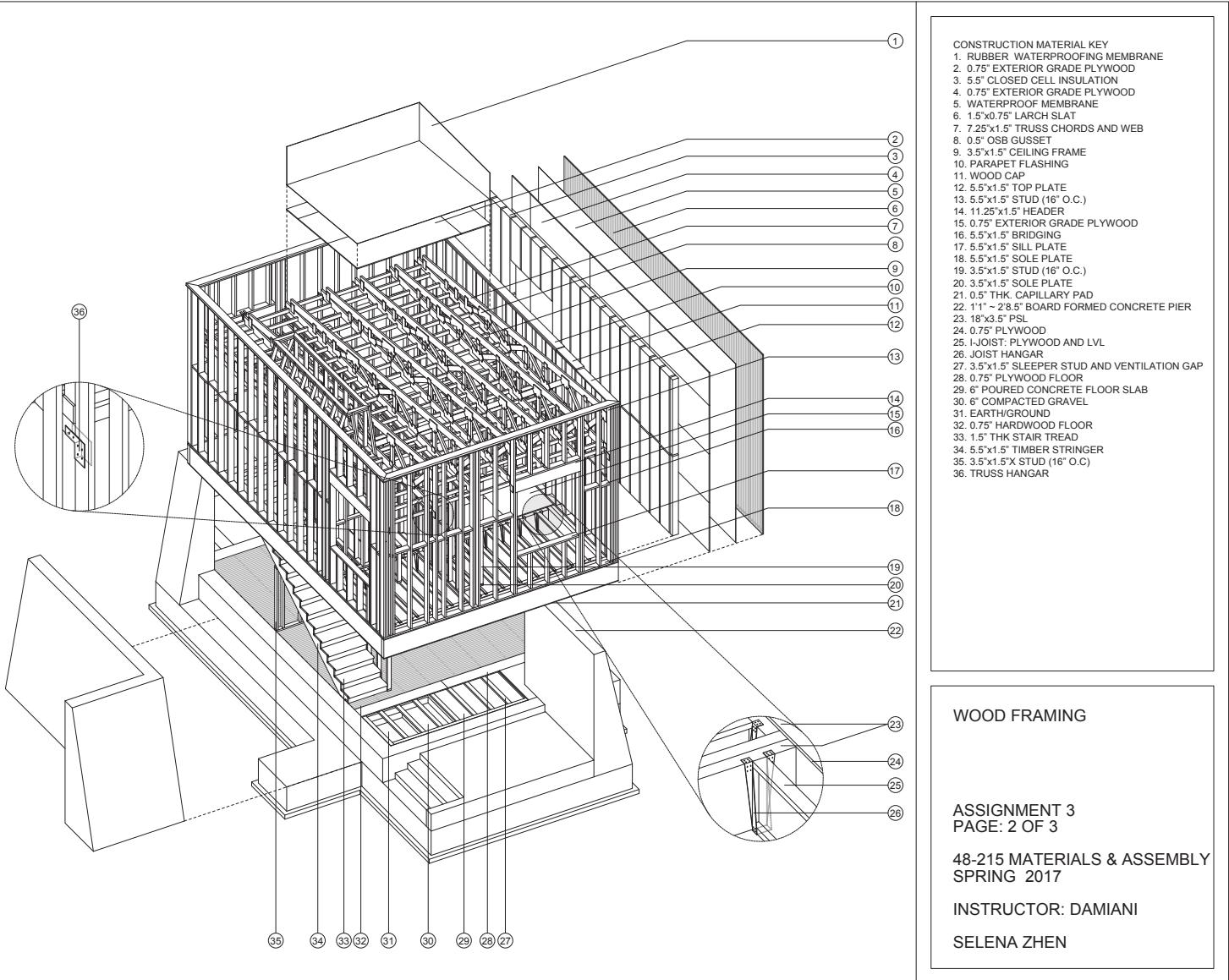
48-215 MATERIALS & ASSEMBLY  
SPRING 2017

INSTRUCTOR: DAMIANI  
SELENA ZHEN



## PROJECT 3: WOOD FRAMING [CASA EL VIGILANTE]



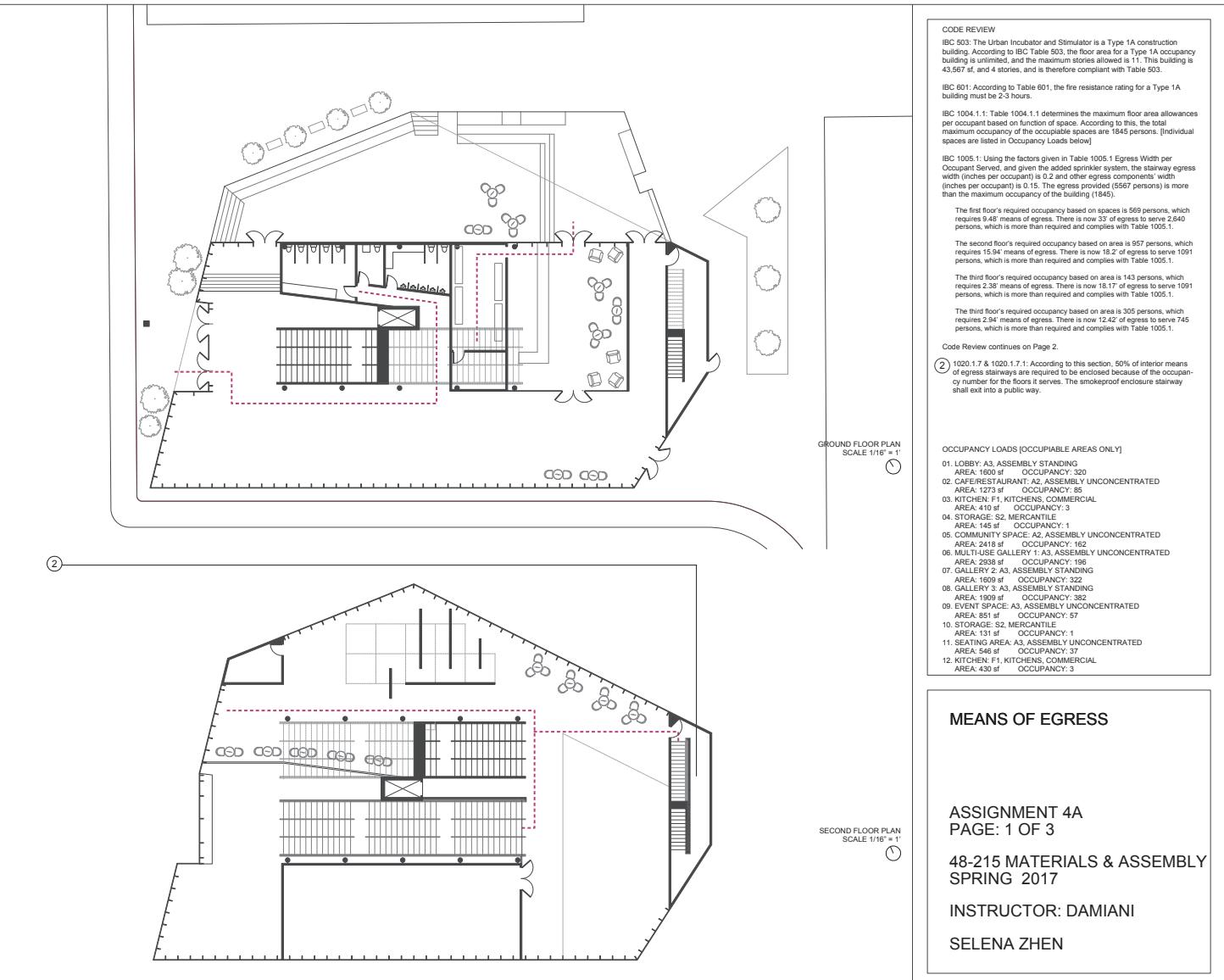


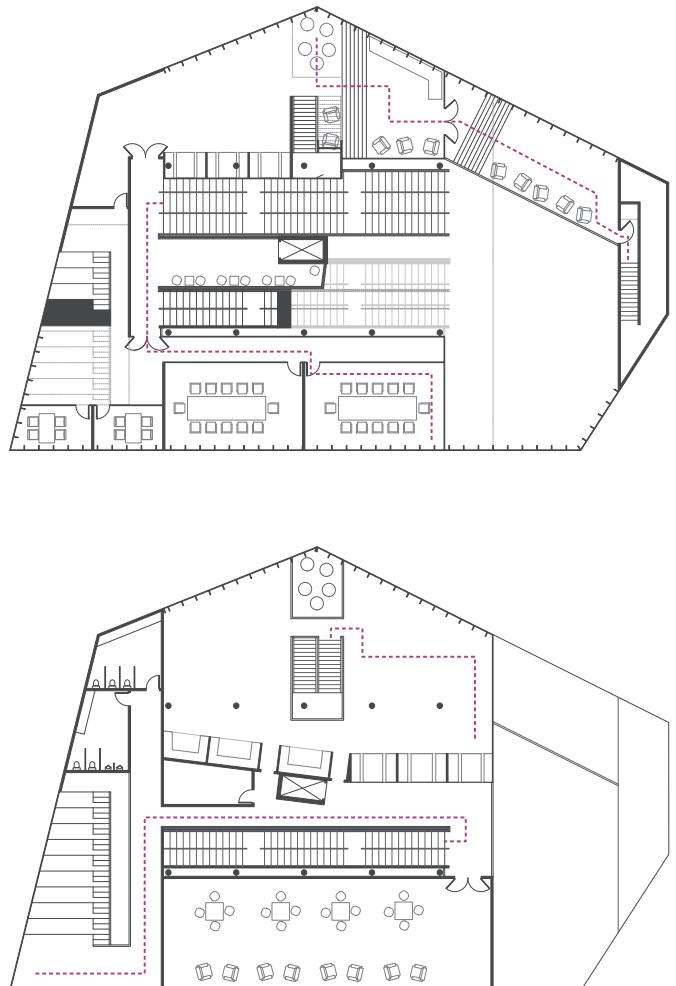


Casa El Vigilante Model

## PROJECT 4: URBAN INCUBATOR + STIMULATOR (reference project pages)

### 4A: MEANS OF EGRESS AND CODE REVIEW





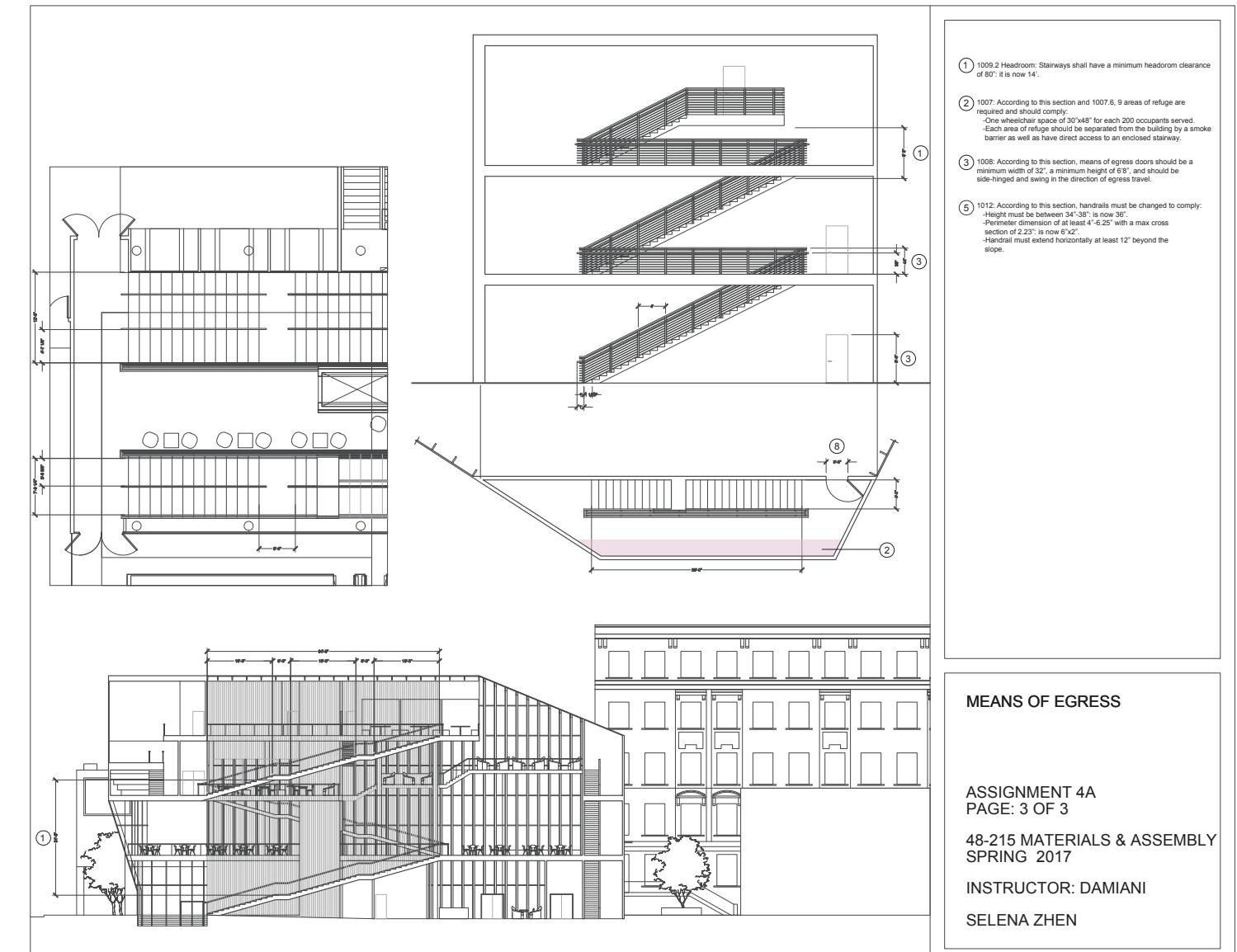
FOURTH FLOOR PLAN  
SCALE 1/16" = 1'

**CODE REVIEW**  
IBC 1015.1: According to Table 1015.1 Spaces With One Means Of Egress and the occupancy load of the floors of the building, each floor needs 2 means of egress. The new means of egress exits for the entire building now complies with Table 1015.1 and Table 1019.1.  
  
IBC 1016.1: Exits are so located on each story such that the length of travel does not exceed distances according to Table 1016.1 Exit Access Travel Distance (200 ft for occupancies A, F1, S1; B: 300 ft for S2).  
  
IBC 1017.1: According to Table 1017.1, the corridor on the first floor has a required fire-resistance rating of at least 1 hour [see code annotation 3].

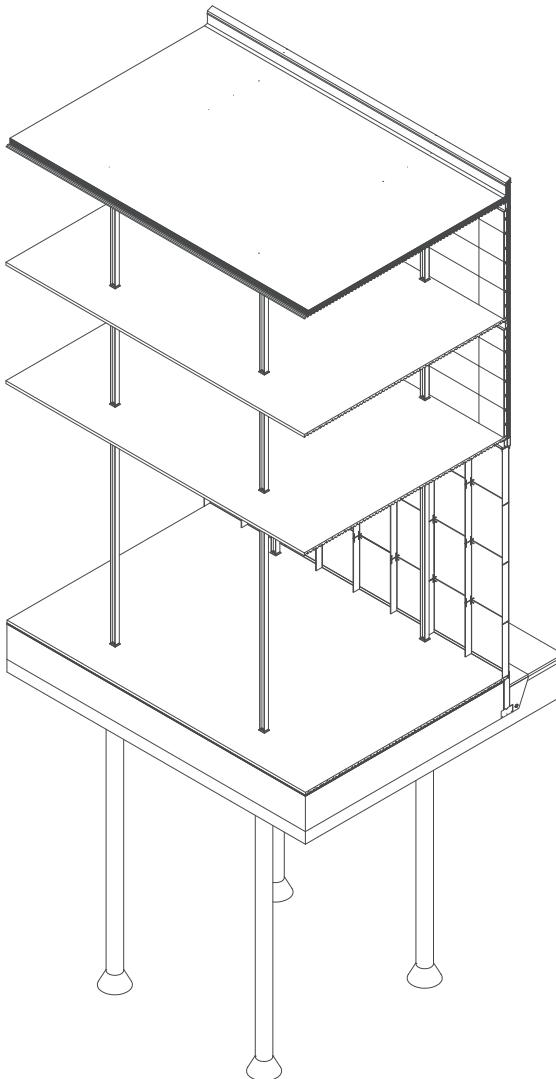
OCCUPANCY LOADS (OCCUPIABLE AREAS ONLY)  
13. OFFICE SPACE 1-B BUSINESS AREA: 1226 sf OCCUPANCY: 14  
14. MEETING ROOMS: B BUSINESS AREA: 1581sf OCCUPANCY: 15.81

**MEANS OF EGRESS**

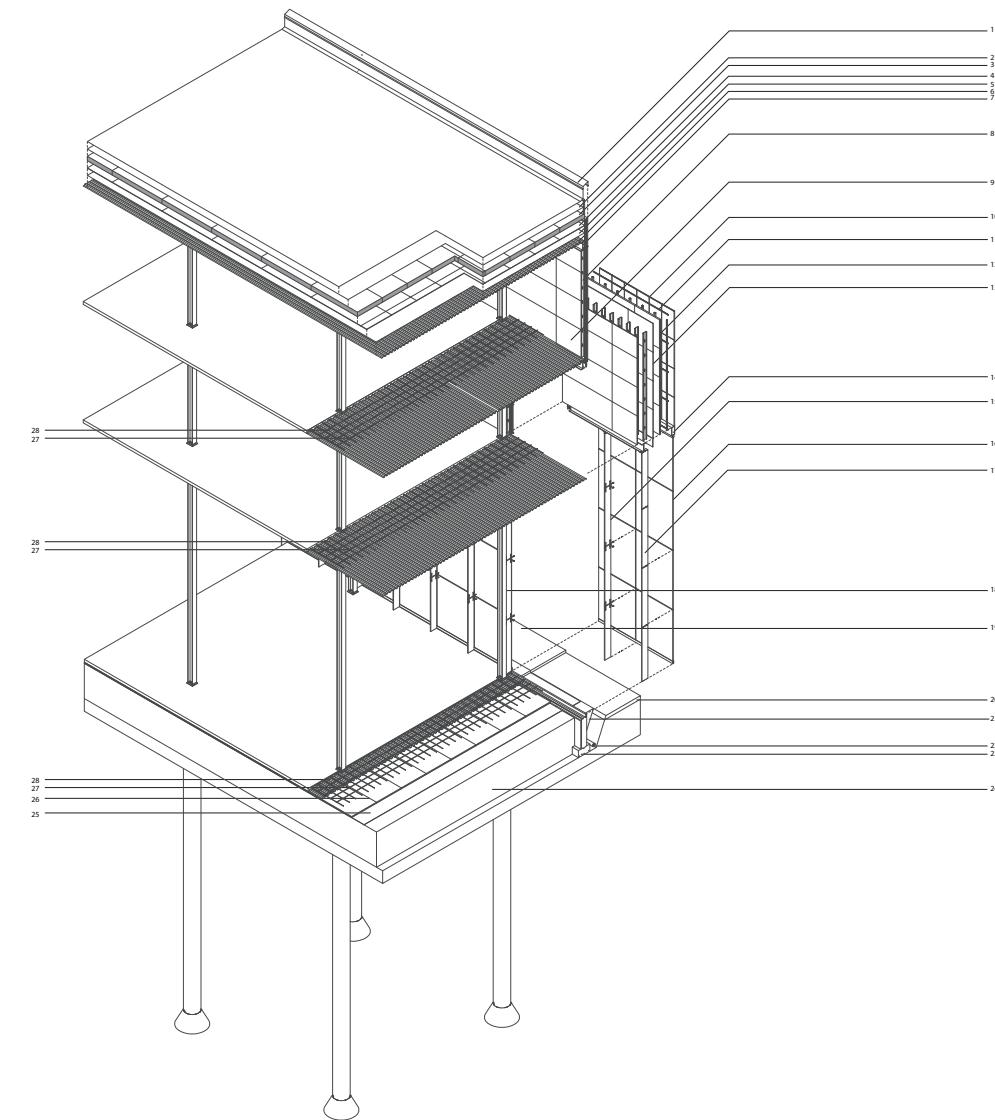
ASSIGNMENT 4A  
PAGE: 2 OF 3  
48-215 MATERIALS & ASSEMBLY  
SPRING 2017  
INSTRUCTOR: DAMIANI  
SELENA ZHEN



4B: ASSEMBLY SEQUENCE AND MATERIALS STUDY



MATERIAL SYSTEMS  
ASSIGNMENT 4A  
PAGE: 1 OF 2  
48-215 MATERIALS & ASSEMBLY  
SPRING 2017  
INSTRUCTOR: DAMIANI  
SELENA ZHEN



1. METAL CAP FLASHING AND EPDM ROOFING
2. WATERPROOFING
3. RIGID INSULATION
4. GYPSUM BOARD
5. VAPOR BARRIER
6. STEEL DECKING
7. COATED BEAM GIRDERS
8. COLD ROLLED STEEL STUD 16'OC
9. GYPSUM BOARD
10. SLATE PANEL CLADDING
11. STEEL GRID STRUTS
12. RIGID INSULATION
13. PLYWOOD
14. SPANDREL
15. GLASS MULLION FIN SPIDER JOINT
16. GLASS CURTAIN WALL
17. GLASS MULLION FIN 12"
18. STRUCTURAL STEEL COLUMN W8 24'OC
19. SIDEWALK
20. COMPACTED GRAVEL FILL
21. GRAVEL BACKFILL
22. FOUNDATION DRAIN WITH GEO TEXTILE FABRIC
23. REINFORCED CONCRETE FOOTING
24. COMPACTED GRAVEL FILL
25. WATERPROOFING
26. GYPSUM BOARD
27. WIRE MESH
28. CONCRETE STEEL FLOOR DECKING

MATERIAL SYSTEMS  
ASSIGNMENT 4A  
PAGE: 2 OF 2  
48-215 MATERIALS & ASSEMBLY  
SPRING 2017  
INSTRUCTOR: DAMIANI  
SELENA ZHEN

**design**

# lunar gala - surface

Third Year | Fall 2017-Spring 2018

SURFACE explores the issue of the distortion and trivialization of the human body into objects of desire. The veneer of mesh, overlayed with cut contours, is a constructed external appearance that illustrates areas of the socially ideal body, exposing those who wear it to appreciation and admiration, but also leaving them vulnerable to objectification. As the line progresses, the body becomes more clearly exposed than upon first impression. It is meant to represent an exaggerated set of physical attributes that emphasize the scrutiny of our bodies – conscious and subconscious, external and internal.

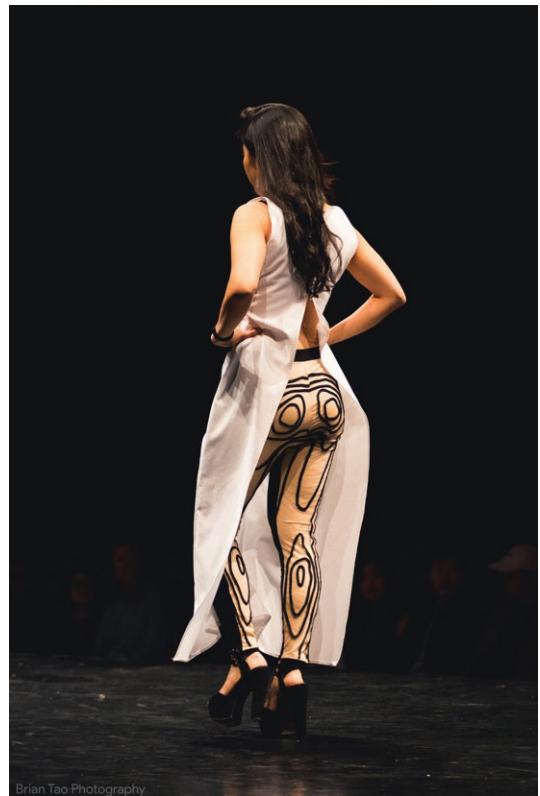
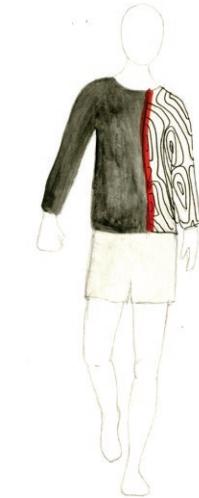
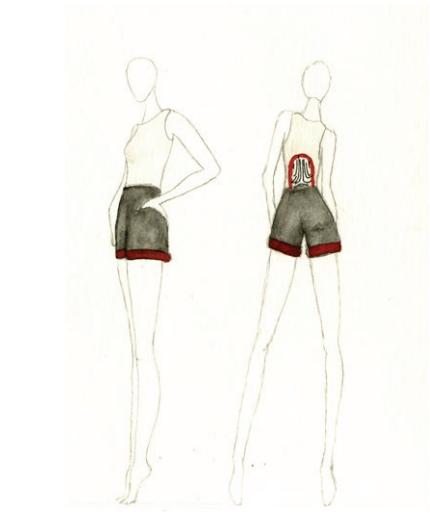
About Lunar Gala:

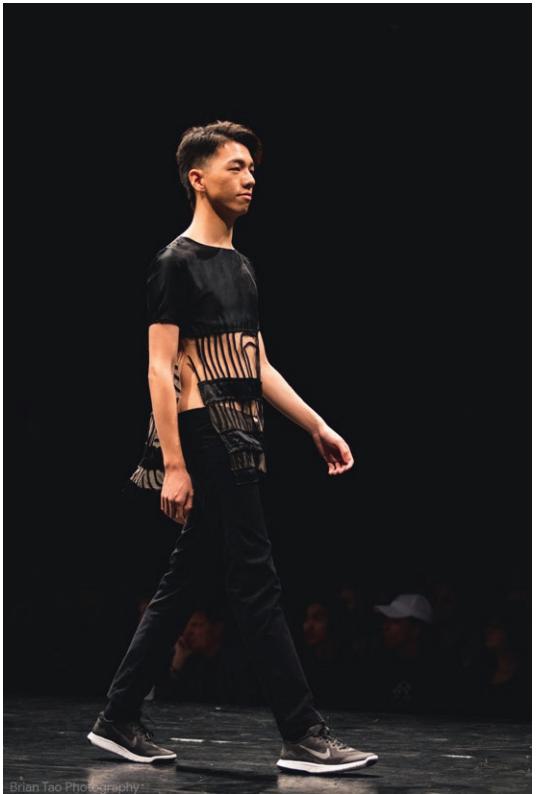
Originally created in 1997 to ring in the Chinese New Year, Lunar Gala has transformed into a highly anticipated event that hundreds hope to be part of and thousands hope to come see. While staying true to its original intent, it has developed into a much larger production and has become a more impactful organization to the CMU and Pittsburgh community. Every year, the theme of the show is centered around the Zodiac animal of the lunar calendar.

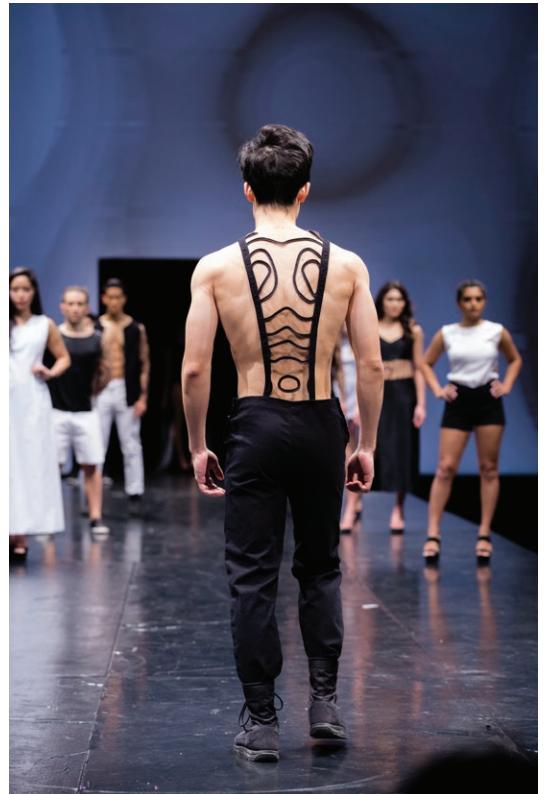
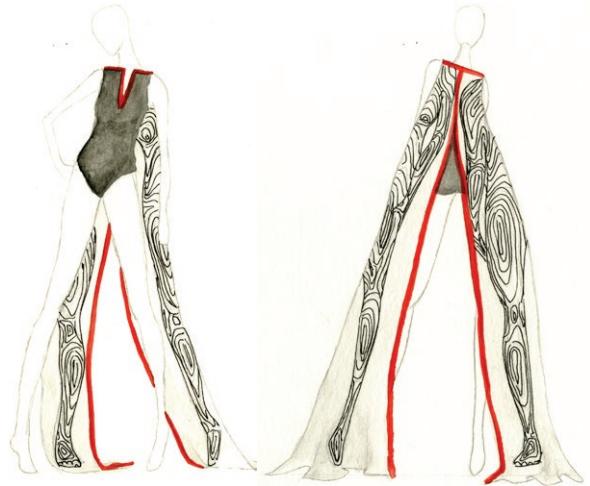
Now, Lunar Gala is arguably one of the largest fashion events in Pittsburgh, having sold out over 1200 seats each year with 140+ students involved in producing, designing, modeling, and dancing in the show. Students across all majors and cultures create original and creative lines, infusing technology and complex materials with wearable fashion.

In collaboration with Michael Powell.









Brian Tag Photography

# planet parasite

Pygame Term Project | 2017

PYTHON | DESIGN

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

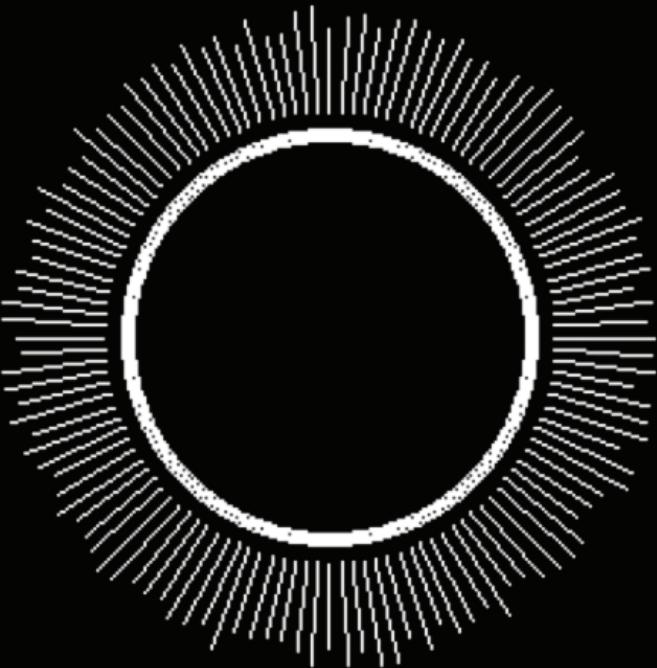
Planet Parasite was developed as a final term project for 15112 Fundamentals of Programming and Computer Science. This project was meant to be fun as well as educational and representational of the knowledge gained from the course.

Planet Parasite Code:

[https://github.com/selenazhen/  
planetParasite](https://github.com/selenazhen/planetParasite)

Presentation Video:

[https://youtu.be/6UwckBry\\_QU](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).

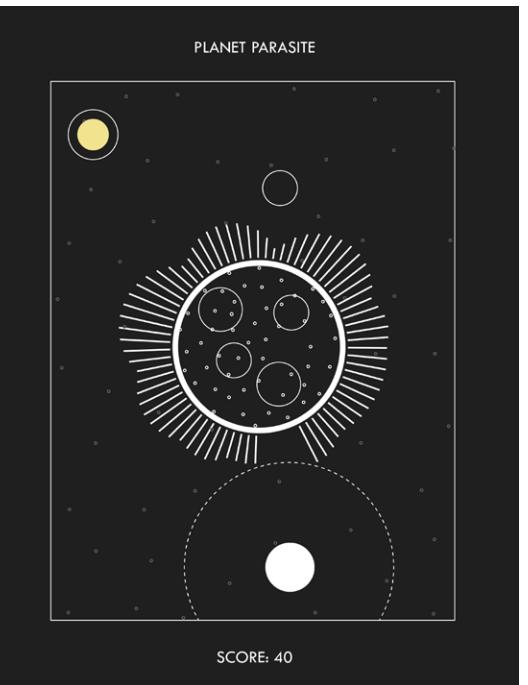
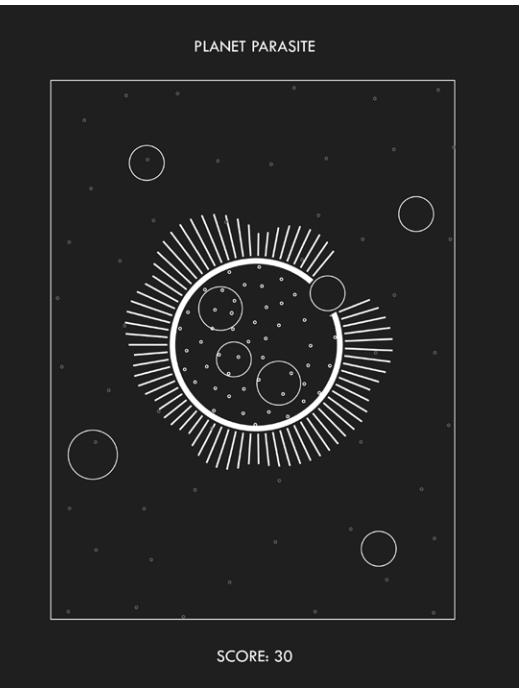
The Parasite also has limited attack mode, which can destroy developing planets before they become inhabited.

## Powerups:

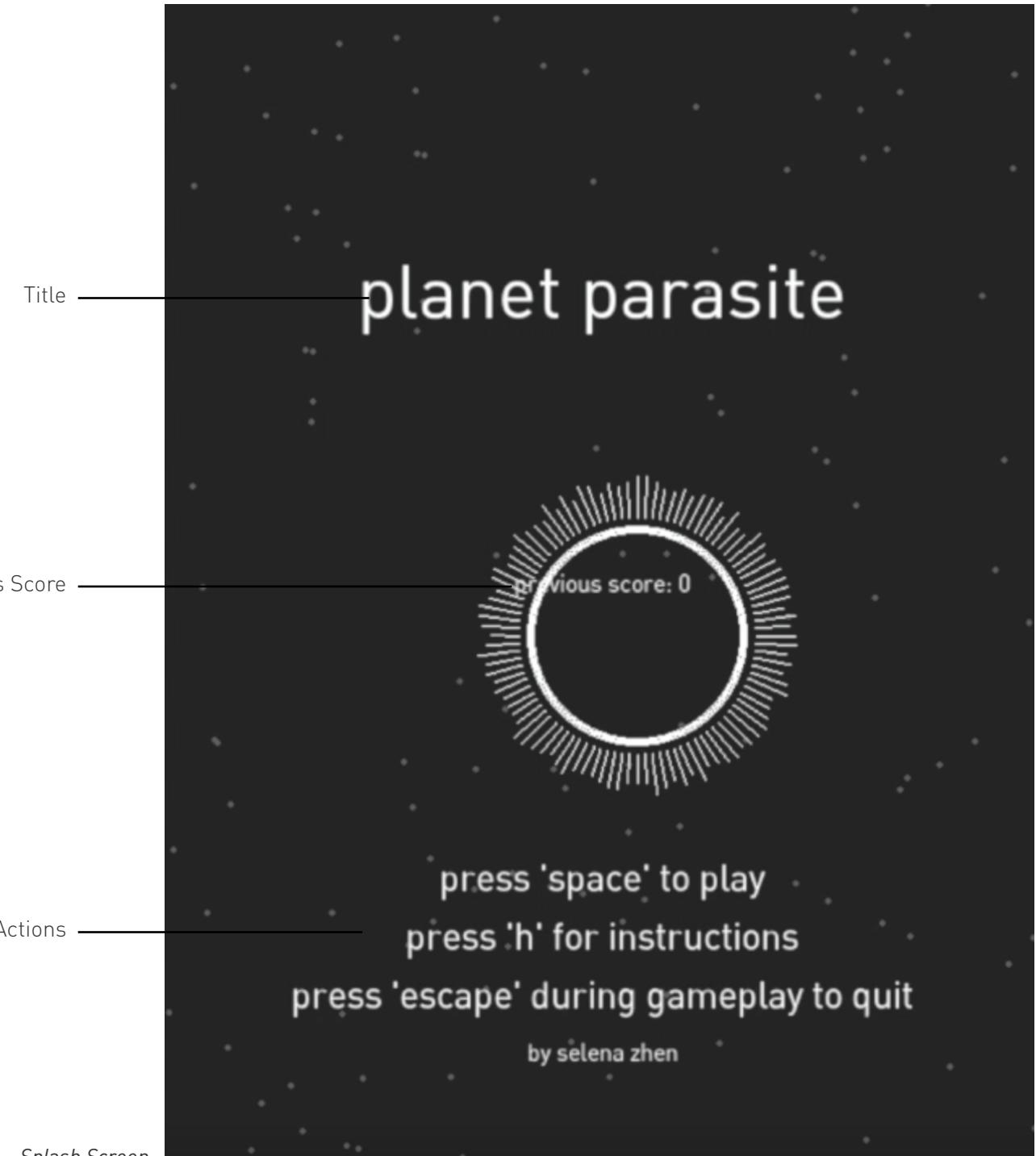
- Invincibility: become temporarily immune to all fully formed inhabited planets
- Growth: increase your tentacle radius temporarily, regardless of number of remaining lives
- Freeze: temporarily freeze all developing inhabited planets
- Health: regain a life

## 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

Instructions Page 1

## 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

Instructions Page 2

## how to play



use arrow keys to navigate through space



use 'w' and 's' to navigate powerups



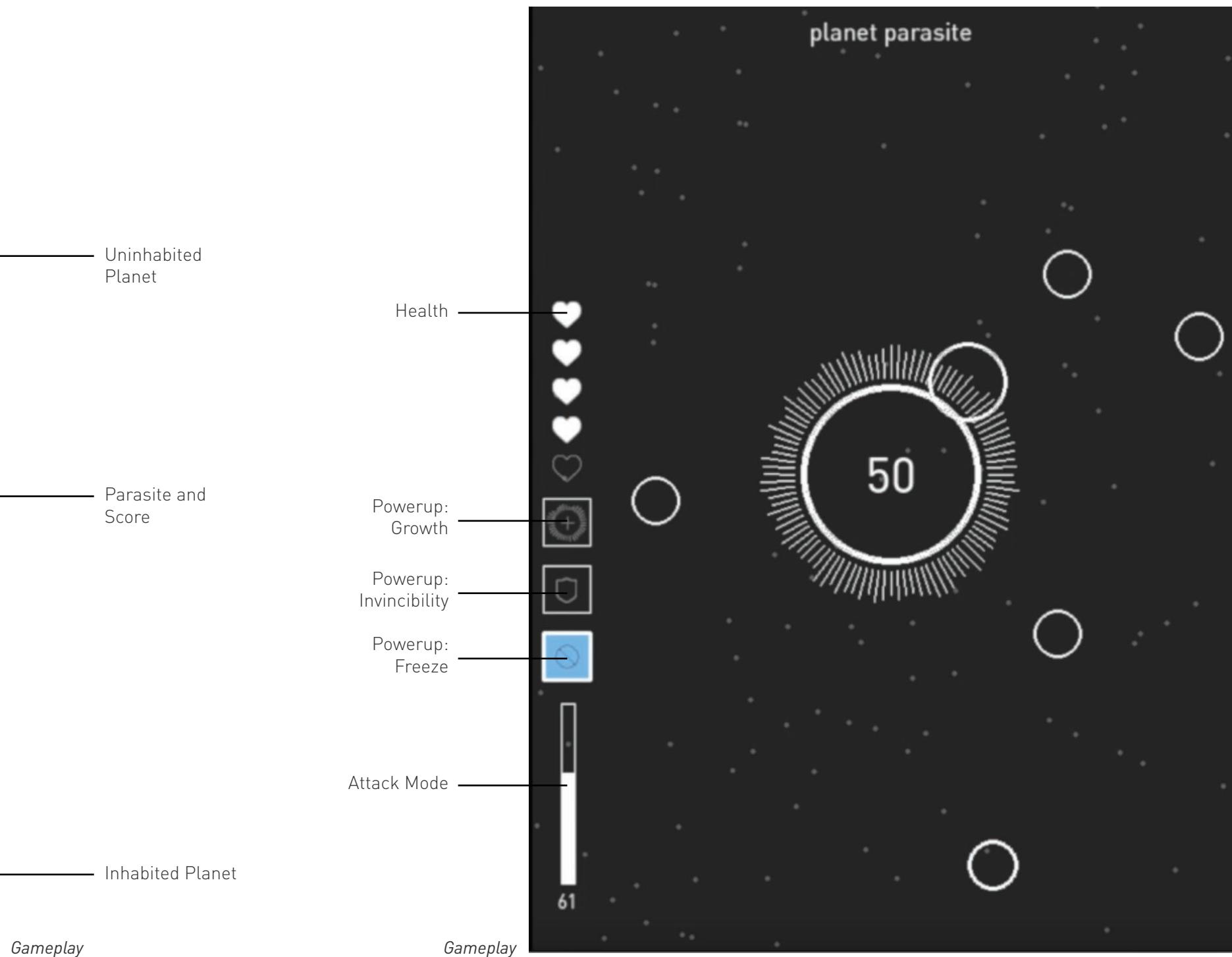
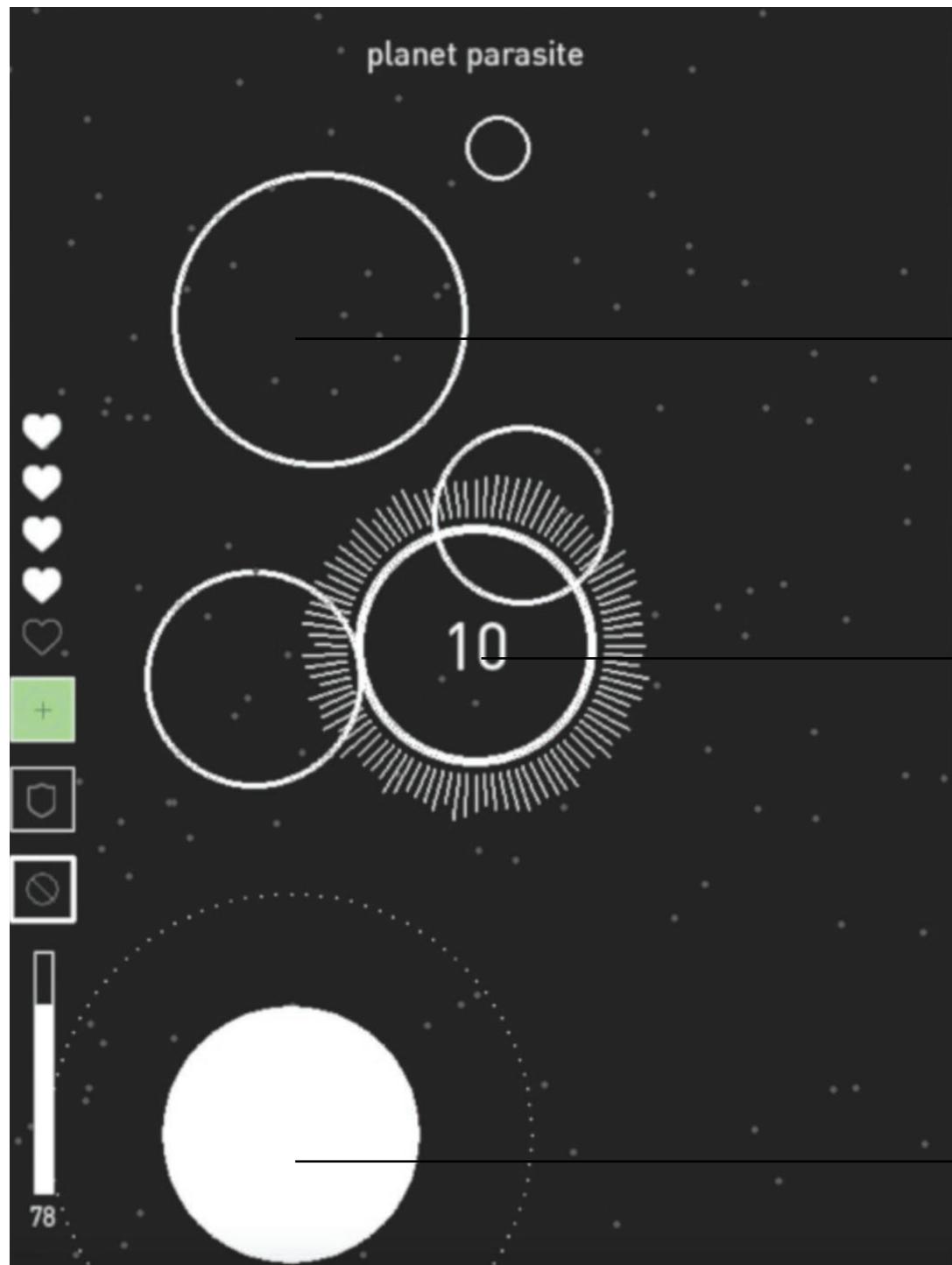
enable the selected powerup



hold down enable attack mode

use arrow keys to navigate instruction pages

Instructions Page 3



# 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.



Designed for Zinc Technologies.



## 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.

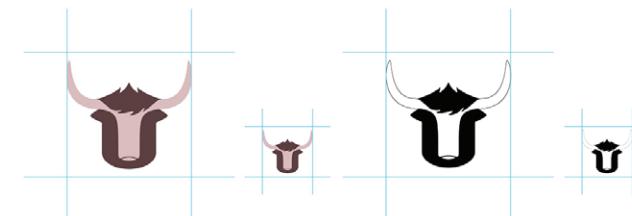


## 01 color systems

## 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



## 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<sub>E</sub>YAK  
PRIC<sub>E</sub>YAK  
PRIC<sub>E</sub>YAK





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



01 color systems

02 logo + marks

## 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 liqua. 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 liqua. 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.*



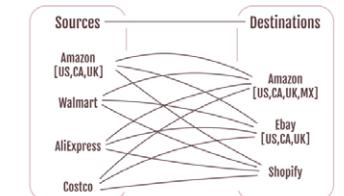
01 color systems

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
:hover
:active

This is a [hyperlink](#).

This is a [hyperlink](#).

This is a [hyperlink](#).

## 03 typography

## 04 iconography

## 05 www + mobile

## 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

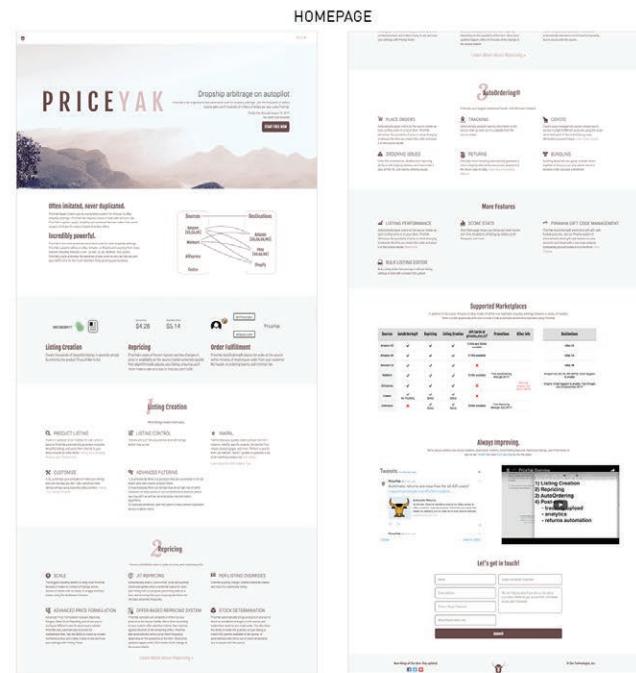
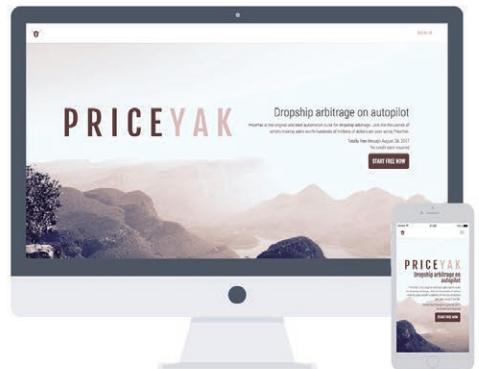
03 typography

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



38

### DESIGN GUIDELINE DOCUMENTATION

**Dropship arbitrage on autopilot**

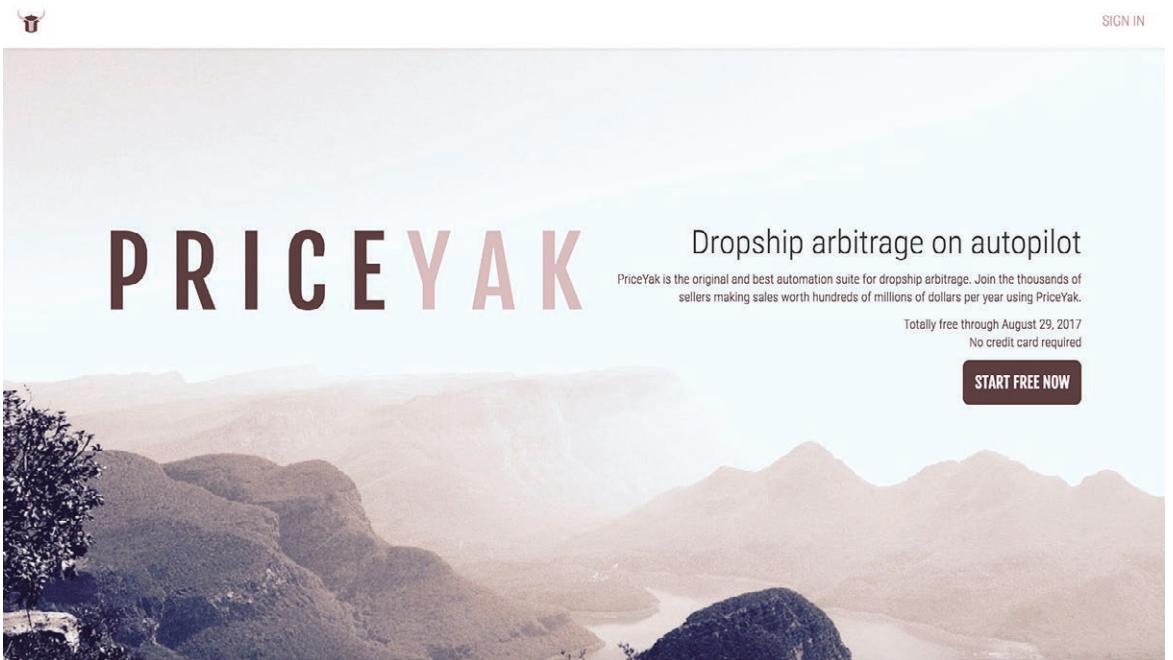
PriceYak is the original and best automation suite for dropship arbitrage. Join the thousands of sellers making sales worth hundreds of millions of dollars per year using PriceYak.

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.



**PRICE YAK**

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 as a proprietary system for Amazon to eBay dropship arbitrage. PriceYak has inspired a wave of knock-off services. But PriceYak's superior speed, reliability and advanced features make it the secret weapon of choice for today's largest dropship sellers.

### Incredibly powerful.

PriceYak is the most advanced automation suite for retail dropshipping from many retailers including Amazon (com, ca and .de), 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**

```

graph LR
    subgraph Sources [Sources]
        Amazon["Amazon  
[US,CA,UK]"]
        Walmart["Walmart"]
        AliExpress["AliExpress"]
        Costco["Costco"]
    end
    subgraph Destinations [Destinations]
        Amazon2["Amazon  
[US,CA,UK,MX]"]
        eBay["eBay  
[US,CA,UK]"]
        Shopify["Shopify"]
    end
    Amazon --> Amazon2
    Amazon --> eBay
    Amazon --> Shopify
    Walmart --> Amazon2
    Walmart --> eBay
    Walmart --> Shopify
    AliExpress --> Amazon2
    AliExpress --> eBay
    AliExpress --> Shopify
    Costco --> Amazon2
    Costco --> eBay
    Costco --> Shopify
  
```

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

**Repricing**  
PriceYak's general-of-the-art repricer catches changes in price or availability in 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 AutoOrdering® places the order at the source. Within minutes of receiving an order from your customer, no hassle, no ordering teams, and minimal risk.

**Product Diagram and Description**

**Product Highlights**

**Supported Marketplaces**

**Product Highlight Features:**  
1. Listing Creation

**Product Highlight Features:**  
2. Repricing

**Product Highlight Features:**  
3. AutoOrdering®

**Product Highlight Features:**  
4. Social Media and Video Tutorials

**Product Highlight Features:**  
5. Functioning Contact Form

## 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

## AutoOrdering®

Eliminate your biggest operational hassle. And eliminate mistakes.

### COYOTE

Automatic 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.

#### 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 pre-listing settings in bulk with a simple CSV upload.

### Supported Marketplaces

In addition to the classic Amazon to eBay model, PriceYak now facilitates dropship arbitrage between a variety of markets.

Sources	AutoOrdering®	Repricing	Listing Creation	Gift Cards at priraha.zicu2	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 first product_id using 'yakpal'
Costco	✓	(beta)	(beta)				Shopify Email Support To enable Free through end of September 2017!
Overstock	✗	(beta)	(beta)	\$500 available	Free Repricing through July 2017!		

### Always Improving.

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 @PriceYak

- PriceYak (@PriceYak)
  - Automatic returns are now free for all AO users! support.priceyak.com/en-us/article...
- PriceYak (@PriceYak)
  - Automatic Return Handling returns for eBay stores is often a painful, manual process. PriceYak can make this easier by allowing you to view all of your returns without ever leaving the app.
- PriceYak (@PriceYak)
  - Automatic Returns
- PriceYak (@PriceYak)
  - 1) Listing Creation
  - 2) Repricing
  - 3) AutoOrdering
  - 4) Post-sale
    - tracking upload
    - analytics
    - returns automation

### 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)	
LinkedIn/Shopify Store Link	
<b>Submit</b>	

New things all the time. Stay updated.



© Zac 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.

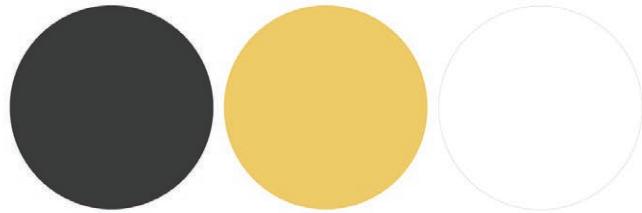
Designed for Zinc Technologies.



## 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.



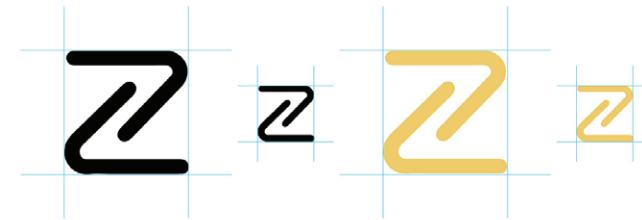
### COLOR SHADES

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.

## 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

## 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.*

## 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 <a href="#">hyperlink</a> .
:active	This is a <a href="#">hyperlink</a> .

### Email Links:

:link	This is a hyperlink.
:hover	This is a <a href="#">hyperlink</a> .
:active	This is a <a href="#">hyperlink</a> .

## 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"/>
	<b>Send</b>

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

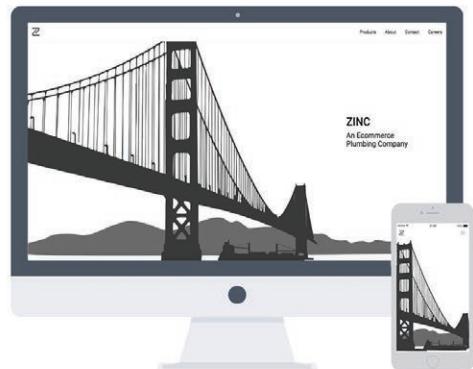
## SECTION 05 WWW + MOBILE

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



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HOME PAGE

ABOUT

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### DESIGN GUIDELINE DOCUMENTATION

ZINC  
an ecommerce plumbing company

Zinc API  
An API for placing orders at popular online retailers including Amazon.com.

PriceYak  
Competitive pricing for eBay sellers. Improve your eBay sales through intelligent, real-time price monitoring.

JoeLister  
Cross-listing for Amazon FBA sellers. List your Amazon inventory on eBay with one click.



LANDING PAGE BEFORE AND AFTER

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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 Peloton, 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**

© Zinc 2017   Our Team

Landing Page Asset

Links to all Zinc  
Products

Company  
Description and  
Personal Image

Functioning Contact  
Form

About Page: Team  
Members

Meet our team!



Max Kolysh



Doug Feigelson



John Wang



Eric Swanson



Richard Klafer



Jessica Jin



Travis Roethel



Xiang Li



Selena Zhen



David Nguyen



Taro

© Zinc 2017   Our Team

# lionfish data

Marketing Landing Page | 2017

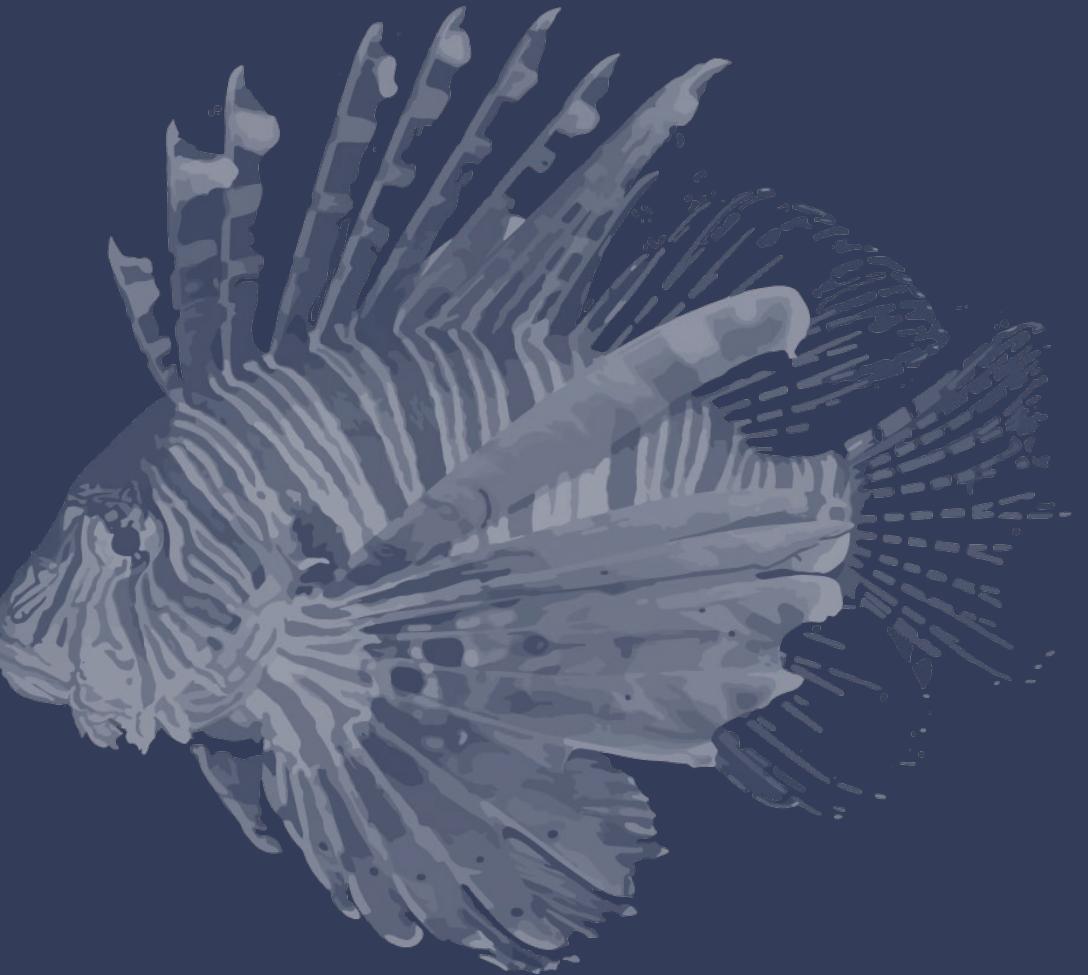
IDENTITY | WEB | DESIGN | HTML/CSS

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.

Designed for Zinc Technologies.





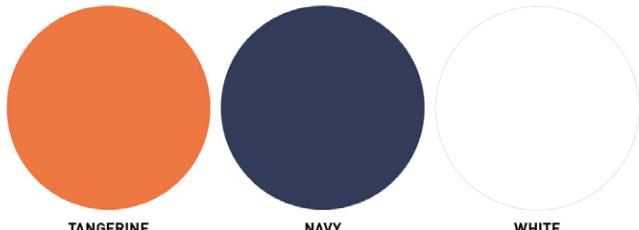
**01** color systems

**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

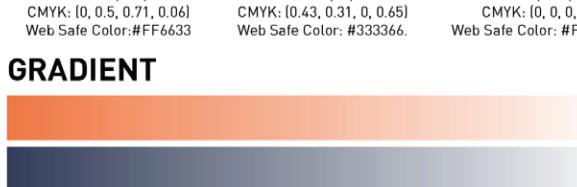


TANGERINE

NAVY

WHITE

### GRADIENT



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

### 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.



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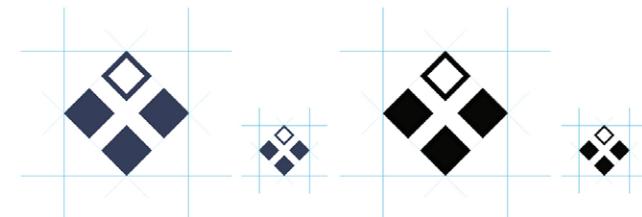


**01** color systems

**02** logo + marks

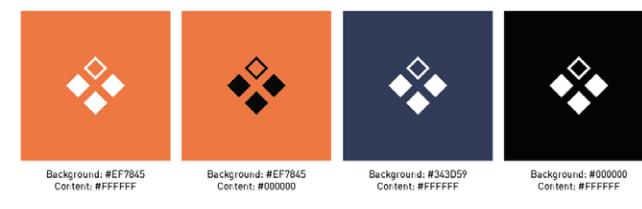
## SECTION 02 LOGO AND MARKS

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



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DESIGN GUIDELINE DOCUMENTATION

**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**

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DESIGN GUIDELINE DOCUMENTATION

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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...

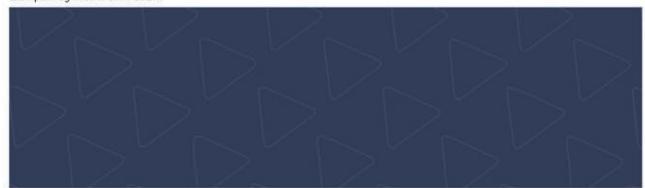
SUBMIT

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

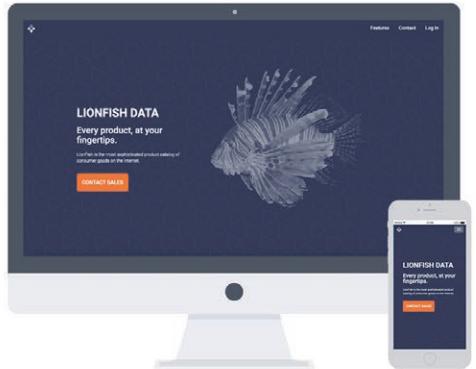
## SECTION 05 WWW + MOBILE

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).

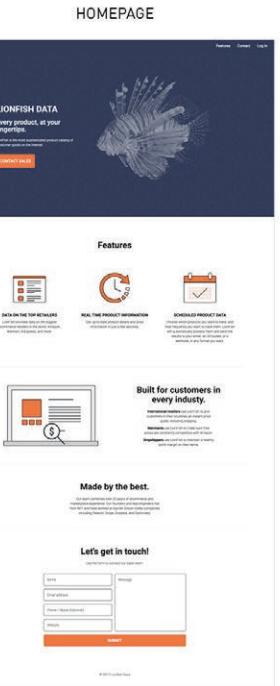
### MOBILE AND DESKTOP



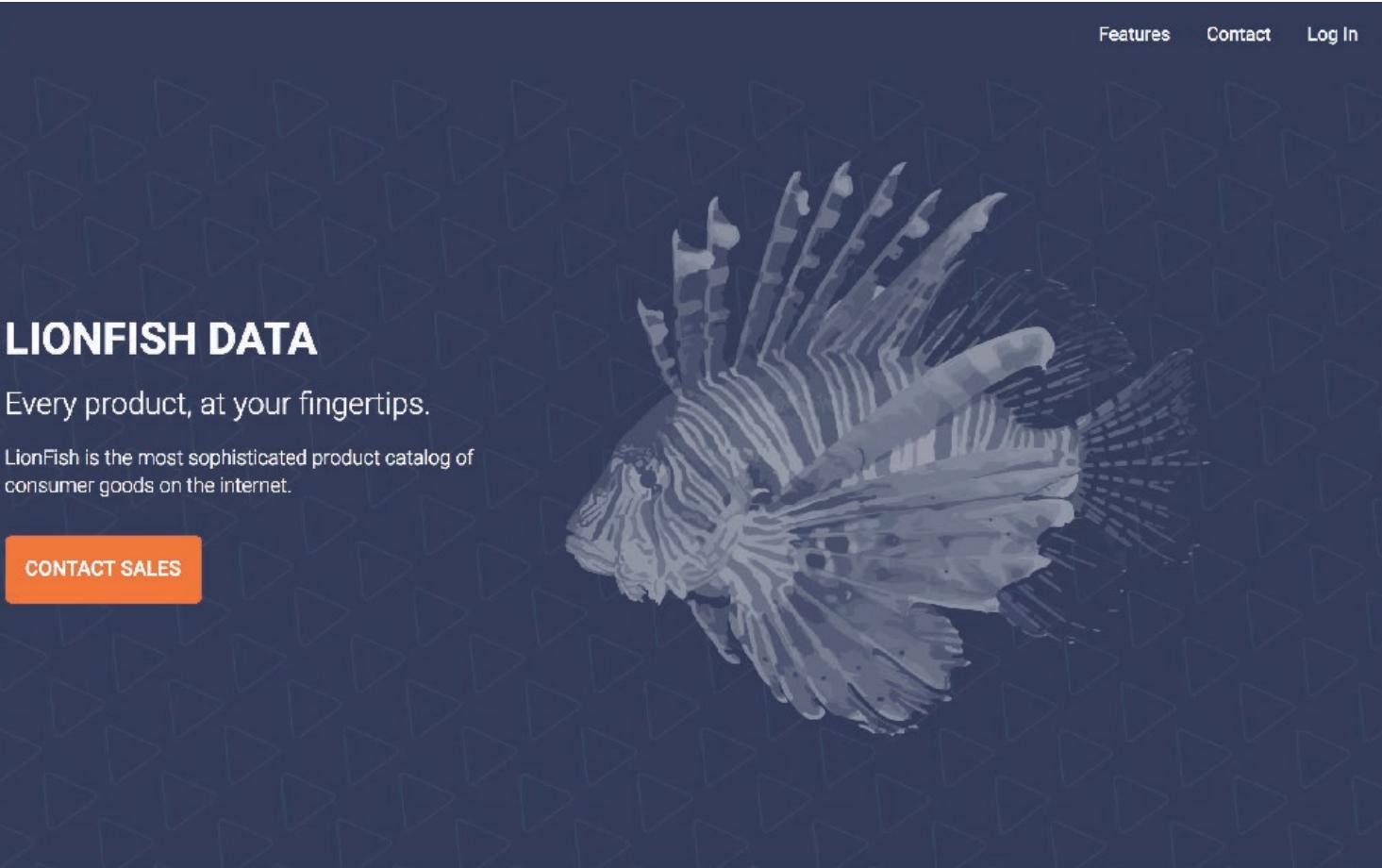
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DESIGN GUIDELINE DOCUMENTATION

03 typography    04 iconography    05 www + mobile



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LANDING PAGE

Features    Contact    Log In

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## LIONFISH DATA

Every product, at your  
fingertips.

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

CONTACT SALES



Landing Page Asset  
and Call To Action

### 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**

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.

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Logo and Title Block



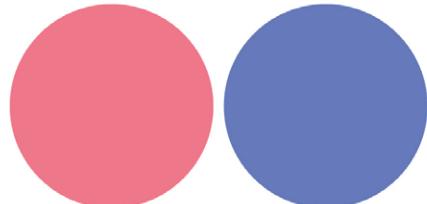
## 01 color systems

## 02 logo + marks

### 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



## 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.

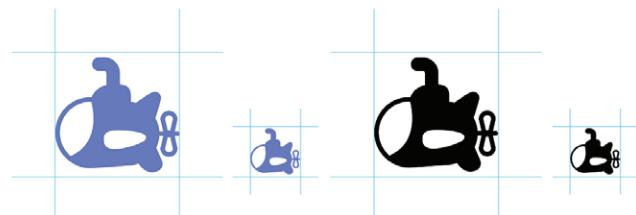


## 01 color systems

## 02 logo + marks

### SECTION 02 LOGO AND MARKS

The 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: #FFFFFF  
Content: Original

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. See The Font in 03 Typography for font styles.



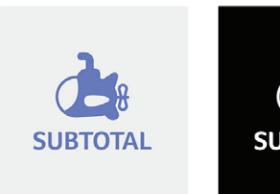
**SUBTOTAL**



**SUBTOTAL**



**SUBTOTAL**





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

01 color systems

02 logo + marks

03 typography

04 iconography

05 www + mobile



01 color systems

02 logo + marks

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.*

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## 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 <a href="#">hyperlink</a> .
:hover	This is a <a href="#">hyperlink</a> .
:active	This is a <a href="#">hyperlink</a> .

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## DESIGN GUIDELINE DOCUMENTATION

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

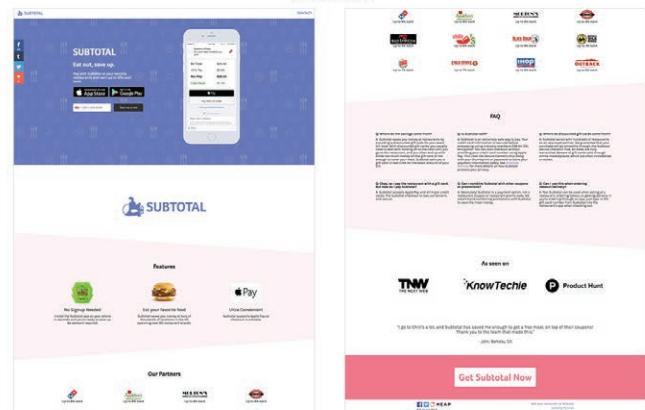
### LANDING PAGE BACKGROUND

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:



HOME PAGE



50

DESIGN GUIDELINE DOCUMENTATION

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**SUBTOTAL**

## SUBTOTAL

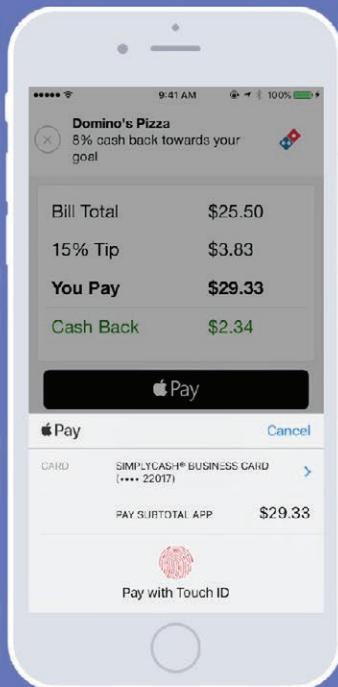
**Eat out, save up.**

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

Download on the  
App Store

GET IT ON  
Google Play

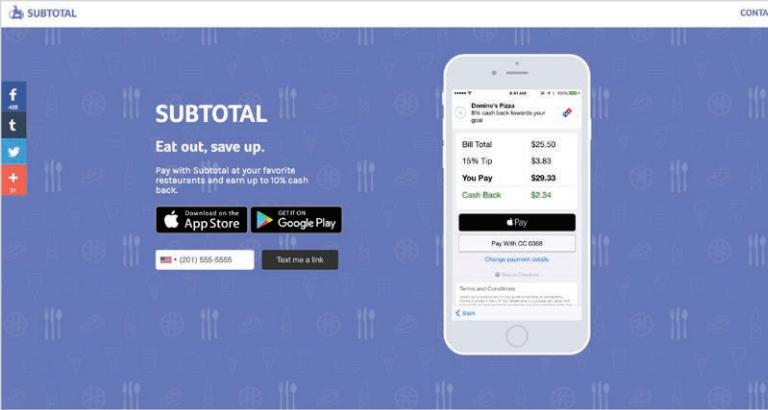
Text me a link



LANDING PAGE

CONTACT

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## Features

- No Signup Needed
- Eat your favorite food
- Ultra Convenient

## Our Partners

- Red Lobster
- Applebee's
- Morton's
- Outback
- Chili's
- Black Angus
- Cold Stone Creamery
- IHOP

## 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 rounding up to the card until you go to the cashier. Subtotal rounds down to the nearest amount 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 card information is never stored on our servers. All processing uses industry-standard 256-bit SSL encryption. You can also checkout without providing your card information using 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 offer discounted gift cards. 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.

## Landing Page Asset and Mobile Links

## As Seen On Mentions and Reviews

## Call To Action

As seen on

- TechCrunch
- 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

Add your restaurant to Subtotal  
Subtotal Policies

## Product Features

## Partner Company List

## Single Partner Company Page with Mobile Links

## COLD STONE CREAMERY

Save 6.8% at Cold Stone Creamery!

1. Install the Subtotal app.  
2. At the end of your meal, select Cold Stone Creamery from the list.  
3. Follow the on-screen instructions to enter and pay your discounted bill.  
4. Present the on-screen barcode to your waiter. Subtotal works just like a gift card.

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%.

Download on the App Store | GET IT ON Google Play  
Text me a link

## Frequently Asked Questions

# 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!

Designed for Zinc Technologies and in collaboration with Jason Ma.

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]**

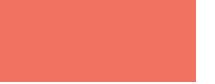
**SUBHEADING [OSWALD REGULAR]**

**Body Text [Oswald Regular]**

#CDCCCB



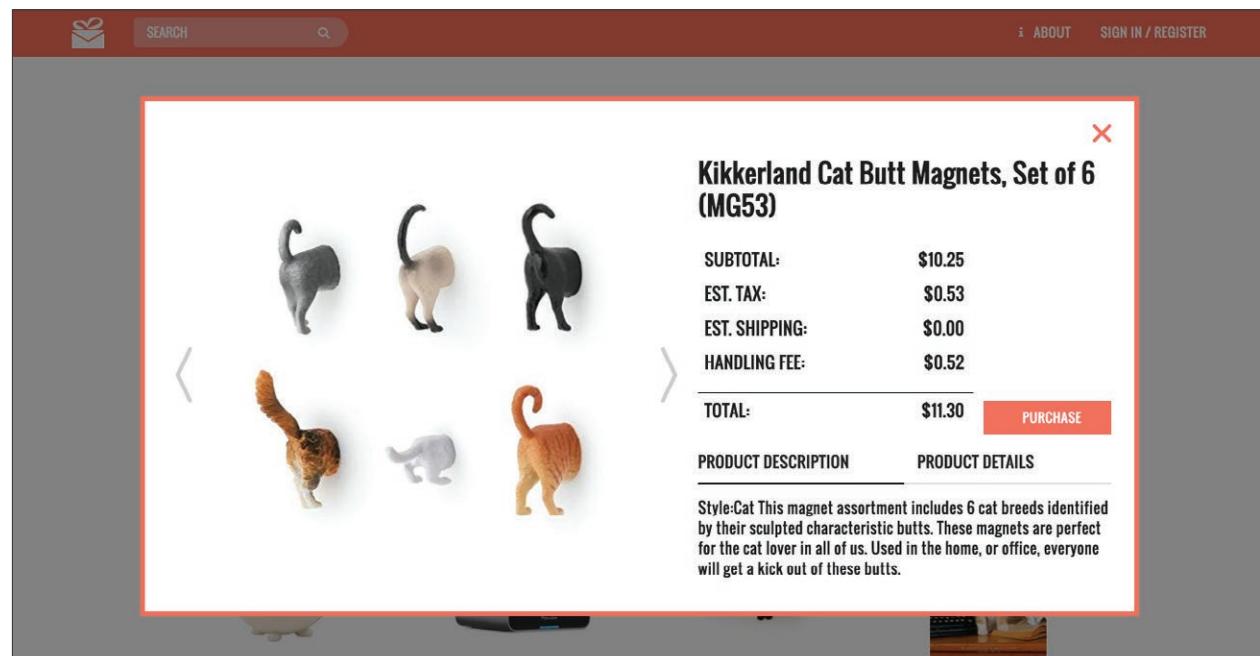
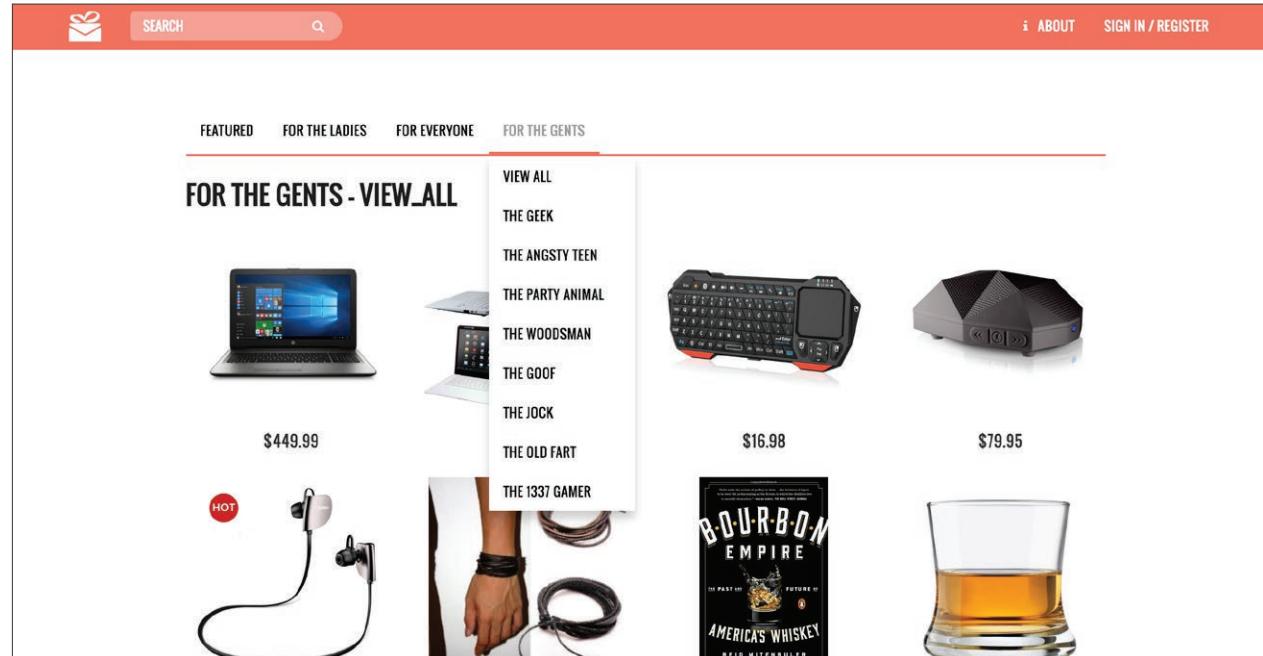
#F27362



#2E2E2E



Landing 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.

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

### STEP 1

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

**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.

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

### STEP 2

Gift giver enters their payment information.

**STEP 3**

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
hookwormselena@isli.com	Tax*:	\$0.52
Recipient:	Shipping*:	\$0.00
hgdewitt@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 4**

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 5**

BROWSE ABOUT SIGN IN / REGISTER

### SHIPPING INFORMATION

Name  
 First Name  Last Name

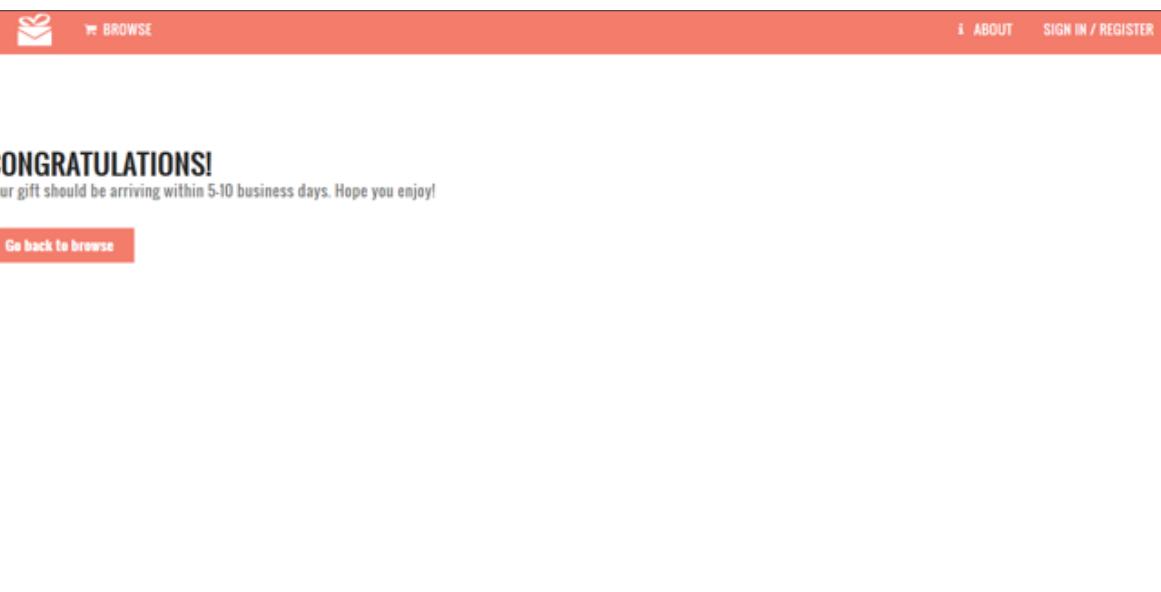
Address Line 1  
 Street Address

Address Line 2  
 Apt / Suite #

City  State  Zip Code

Phone Number  
 Phone Number

**SUBMIT ADDRESS**



# 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>

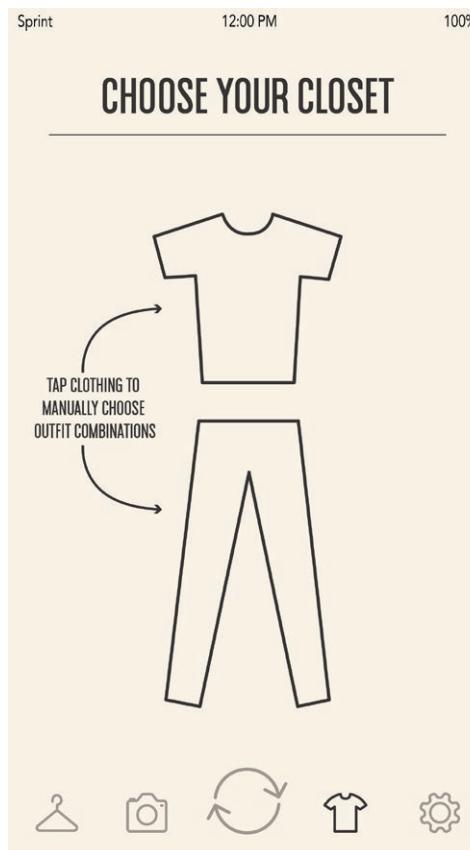
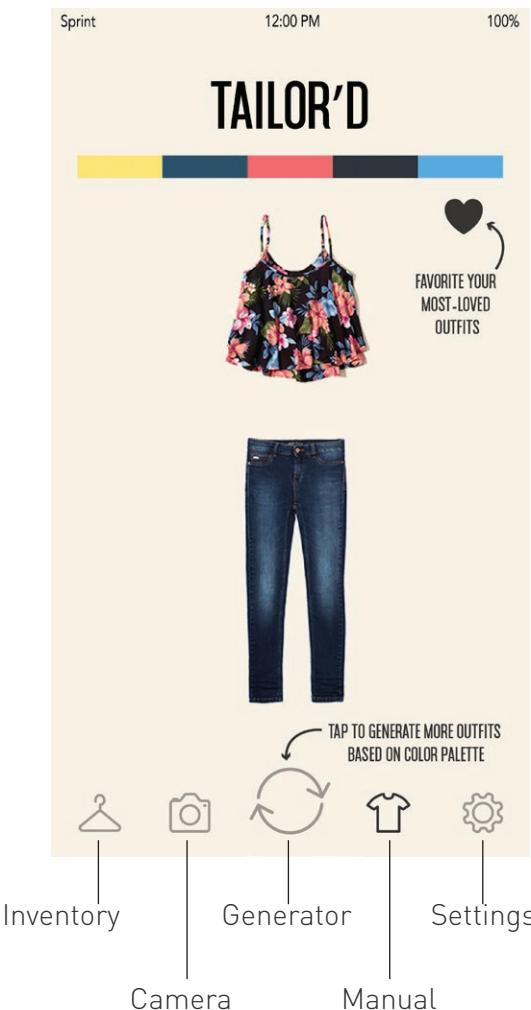
Awarded Best Mobile App Prize

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



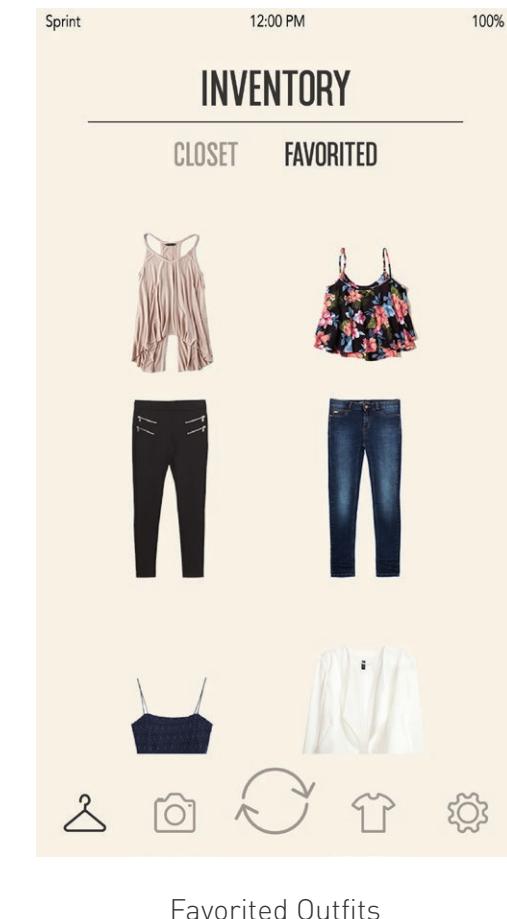
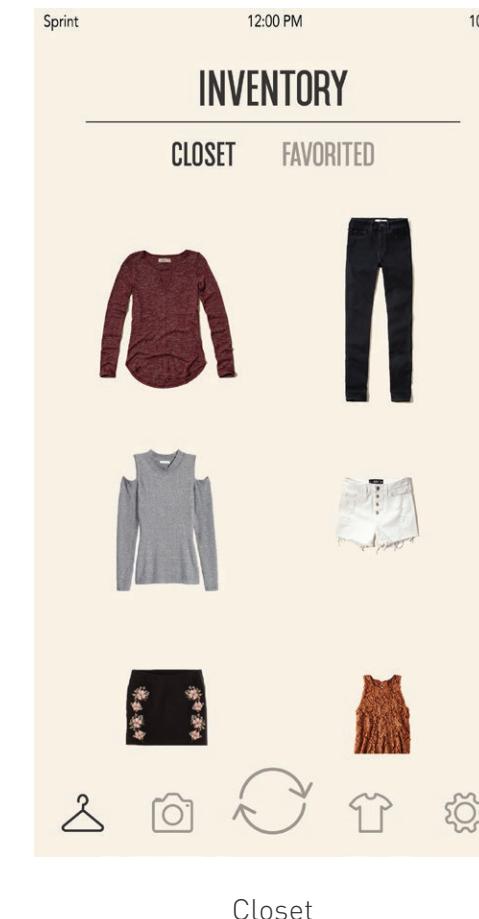
## GENERATOR

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

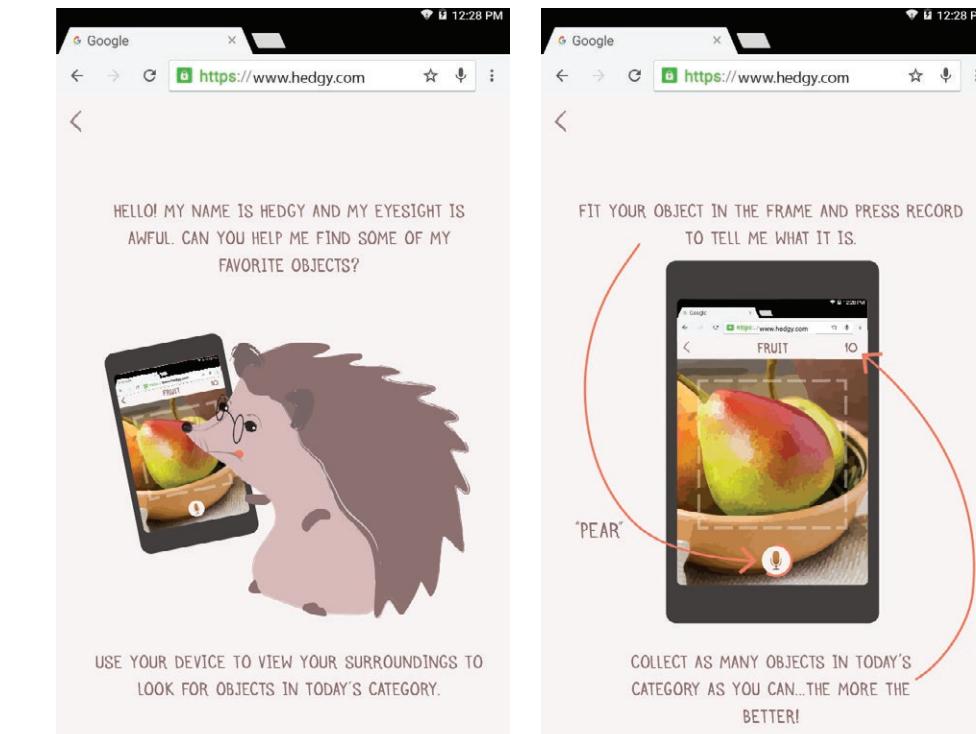
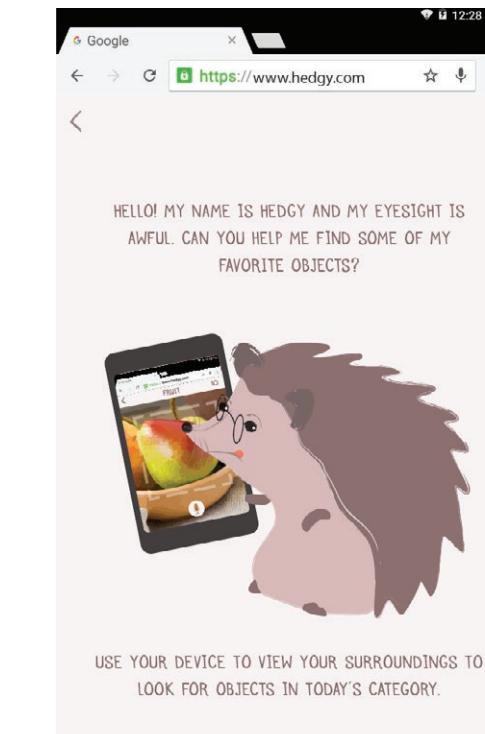
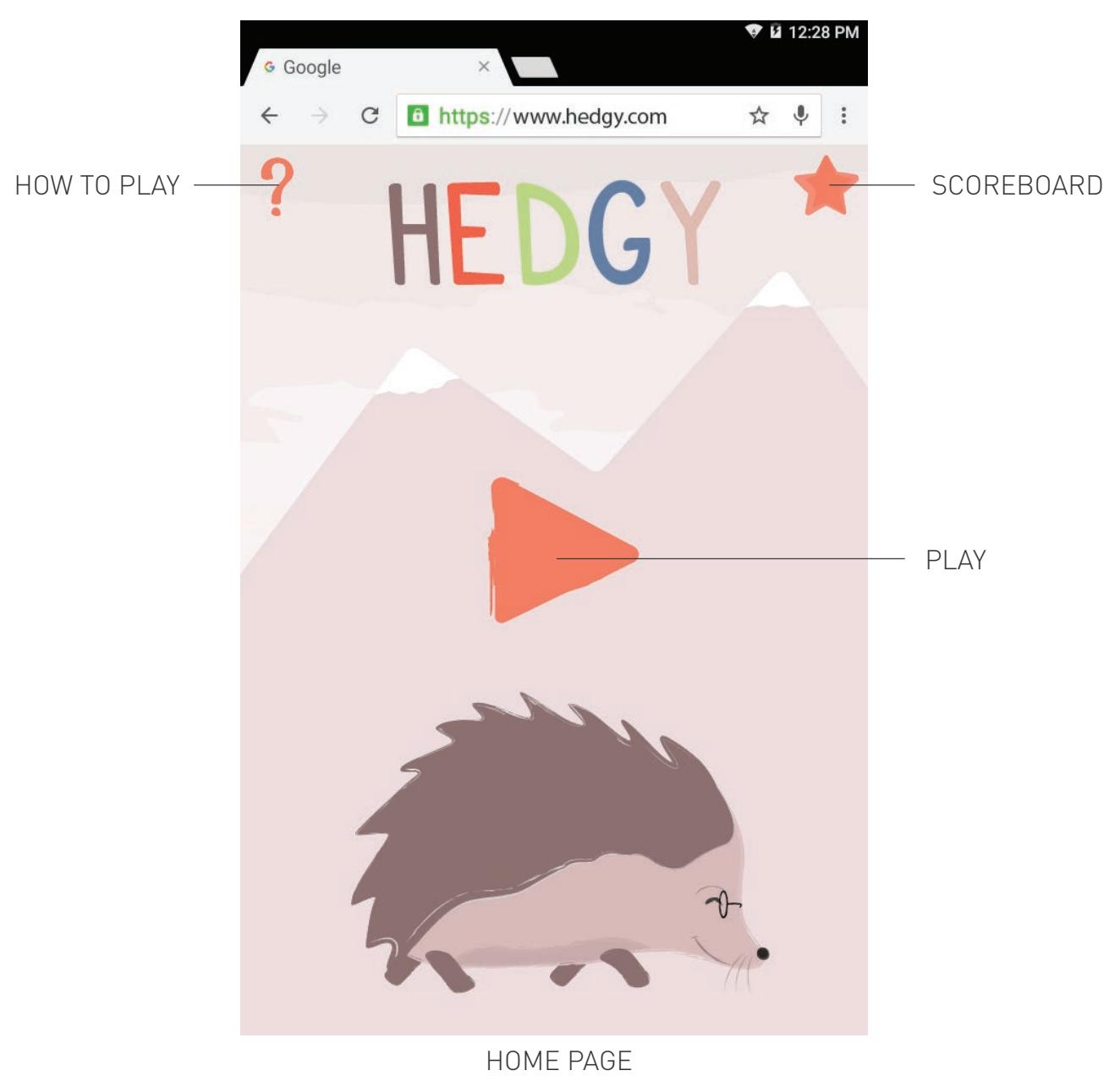
HACKATHON ENTRY: PennApps 2017  
[University of Pennsylvania]

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



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



HOW TO PLAY





PLAY

DATE	CATEGORY	NUMBER OF ITEMS
TODAY		
JAN 22	FRUIT	30
JAN 21	CUPS	30
JAN 20	FURNITURE	23
JAN 19	CLOTHES	15
JAN 18	DRINKS	8
JAN 17	WRITING	24
JAN 16	TECHNOLOGY	8
...	...	...

SCOREBOARD