



# PORTFOLIO.

**Sean Yan** UI/UX Designer

# About Me



## UI/UX Designer

- Highly motivated designer with 8+ years of experience in UIUX design, visual design and basic front-end.
- Information Technology educational background, but highly interested in how art and tech cooperate for interactive products.
- Skilled in Photoshop, Illustrator, Indesign, Sketch, Maya, HTML, CSS, Javascript, JQuery, React, API, SQL, etc.
- Thorough understanding of user experience, project management and prioritization.
- Provided both external and internal stakeholders with professional timely support, on both design and technical topics.

# Skills



Photoshop



Illustrator



Indesign



Maya



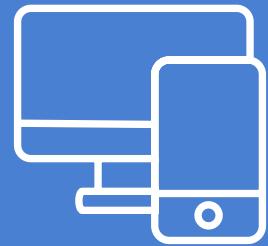
Sketch



Unity3D



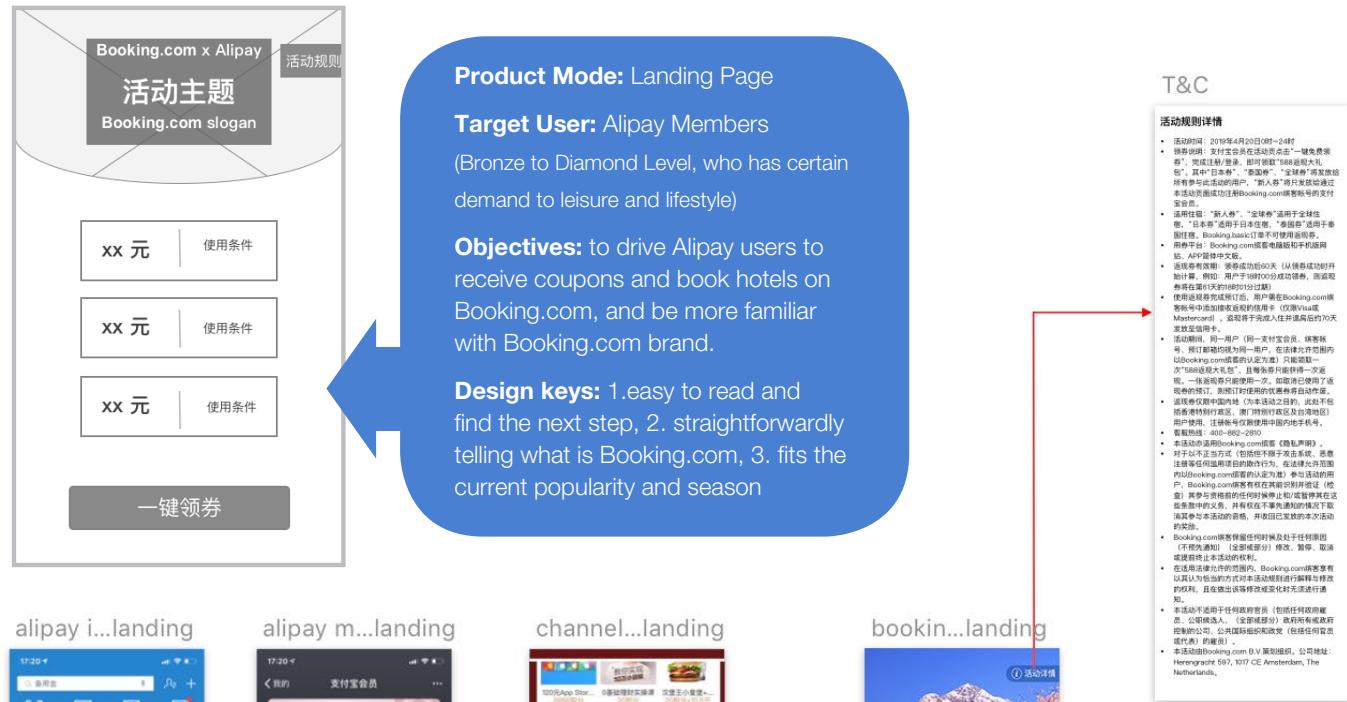
HTML/CSS/JS  
REACT,API,SQL...



[ UI · UX ]

# Booking.com x Alipay Campaign

Cooperated with Booking.com product and tech teams, I have designed gift coupon landing pages for monthly Alipay Membership Day, from wireframe to final high fidelity mockup. Also created UX flow to show how users retrieve Booking.com coupons, starting from Alipay membership page. We run the similar campaigns monthly and also in special seasonal festivals on Alipay, Didi, Huawei and the other e-commerce partners.





### 2019 April Alipay Membership Day:

Booking.com was Alipay's top sponsor in this month, users had chances to win a Chanel Bag in the lottery while they receive dBooking.com coupons. Therefore, we add diverse coupons by different regions such as Japan, Thailand, Europe and created 4 regional landing pages to enhance the campaign atmosphere.

### Alipay Regular Entrance:

Alipay provided a new banner position on their membership page for Booking.com, which would be promoted at long term. Product team invented a new categories of coupons to give 5%-10% discount to our Alipay users.

### 2019 July Alipay Membership Day:

In Alipay design guidelines, partner pages are required to include a curve shape between Key Visual and main content. To add creativity while following the guidelines, we utilised wave effect and image background this time.

### Alipay Targeted Delivery:

From what Alipay data is shown, in order to increase our conversion, delivering different coupons to different level of users would be a better option. Thus, we created 3 landing pages, each of which is shown to a different user tier. The above page is for the highest tier.

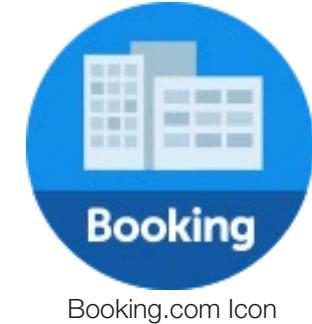
# Booking.com UI on Alipay



Booking.com Icon



Booking.com Banner



Booking.com Icon



Booking.com Banner



Booking满288返150元  
0积分

Booking.com Banner

# Booking.com x Huawei Skytone UI

Proposed Huawei with a new user flow from Huawei Skytone to Booking.com cobrand sites, in order to show more user-centered categories such as top destinations, daily deals and high classes, and to emphasize a hotel-focus section.

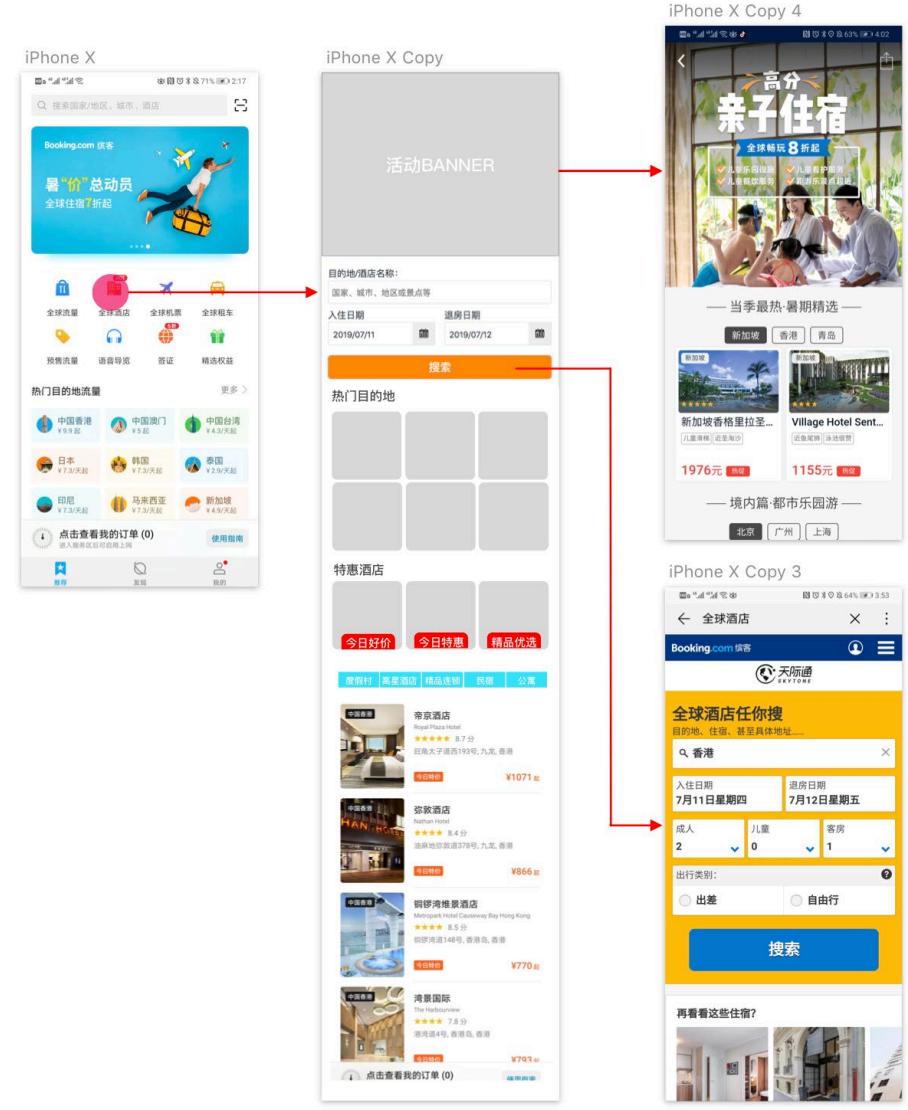
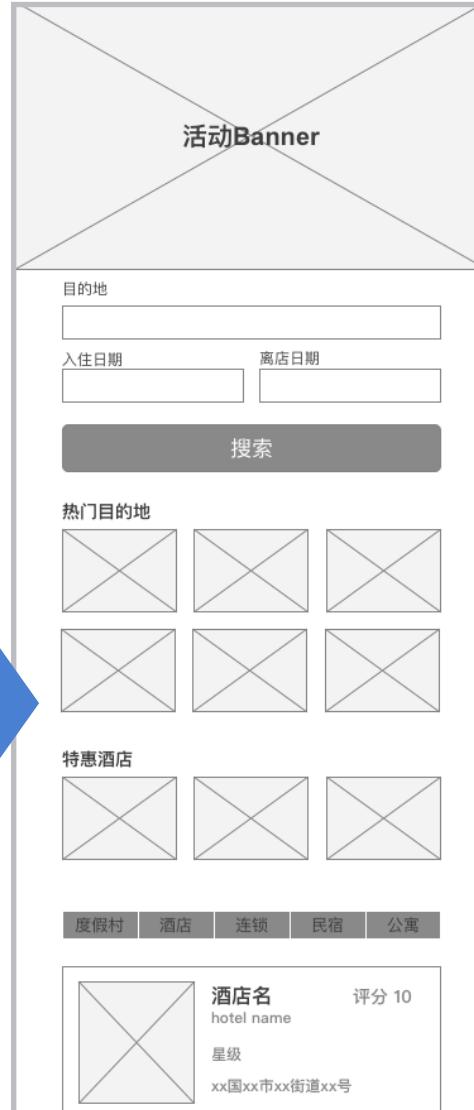
**Product Mode:** User Flow

**Target User:** Huawei Skytone Users

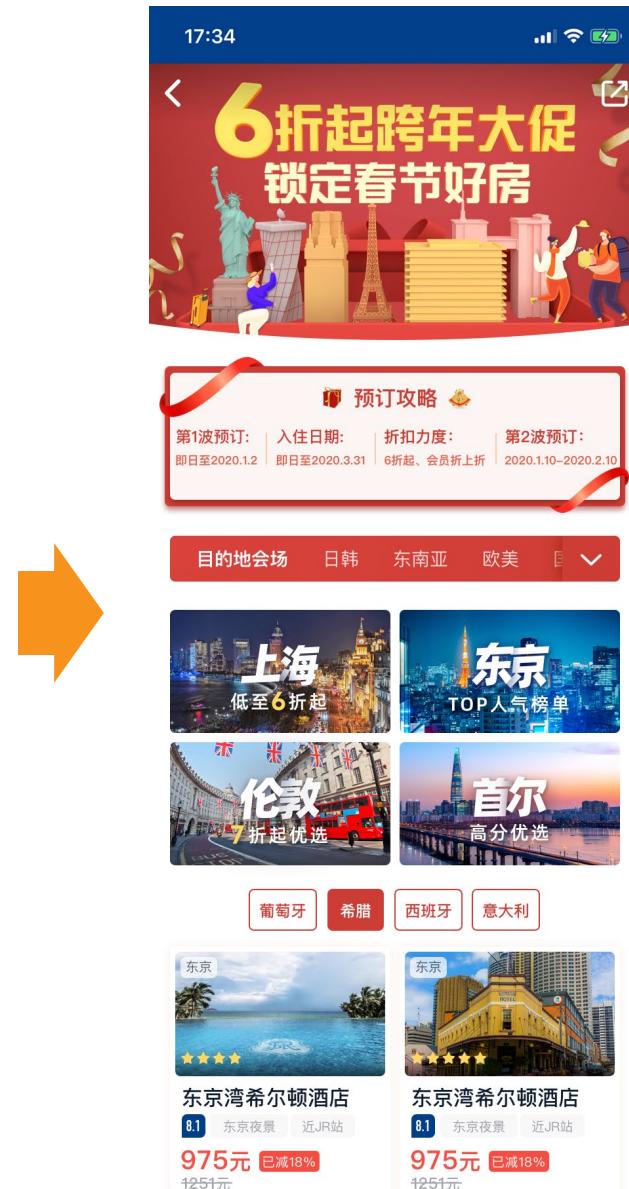
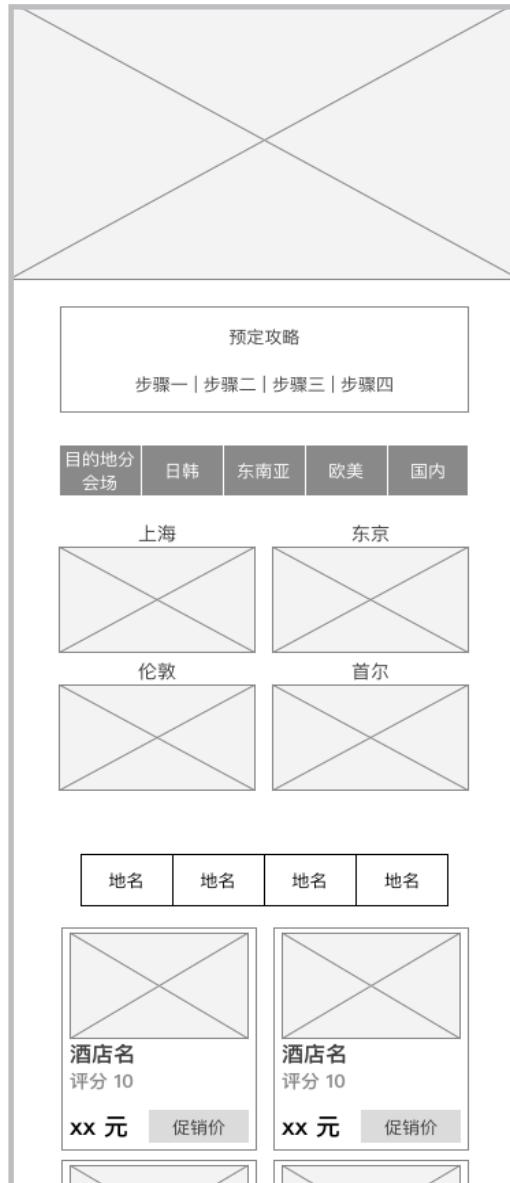
**User Analysis:** They are loyal to Huawei devices, and use Skytone to purchase their roaming data abroad. In most cases, they have strong demand on international trips and accommodation.

**Painpoint:** conversion is not good as users don't know Booking.com and feels lost if directly jump to Booking mode.

**Solutions:** 1. give users more direction by providing recommended destination and hotels 2. keep educating users about the brand by updating the campaign banners frequently 3. reduce unrelated information and let users focus on booking hotels



# Booking.com China Deals Page



# Personal Project - Fiteness APP

I have created an IOS Chinese App myself called "卡路里标准计算器" (current version 1.1) from design to coding. The App can be found in Apple Store by searching the title or click the link below. Its target audience is who wants to keep diet but have no much idea on how to eat. Its function is to caculate how many calories every different individual would need per day, and then give the food suggestion.

APP LINK: <https://appsto.re/cn/vK0Ygb.i>

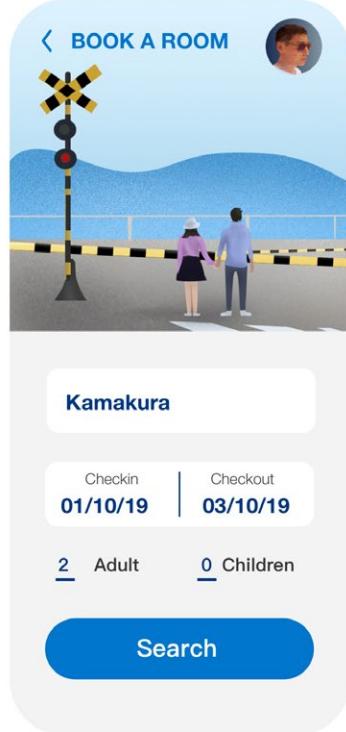


**Design Tools:** Sketch, Photoshop

**Dev Platform:** XCode (Tested on iPhone 5s)

**Language Used:** Objective-C

# Personal Project - Hotel and Game APPs



Hotel APP

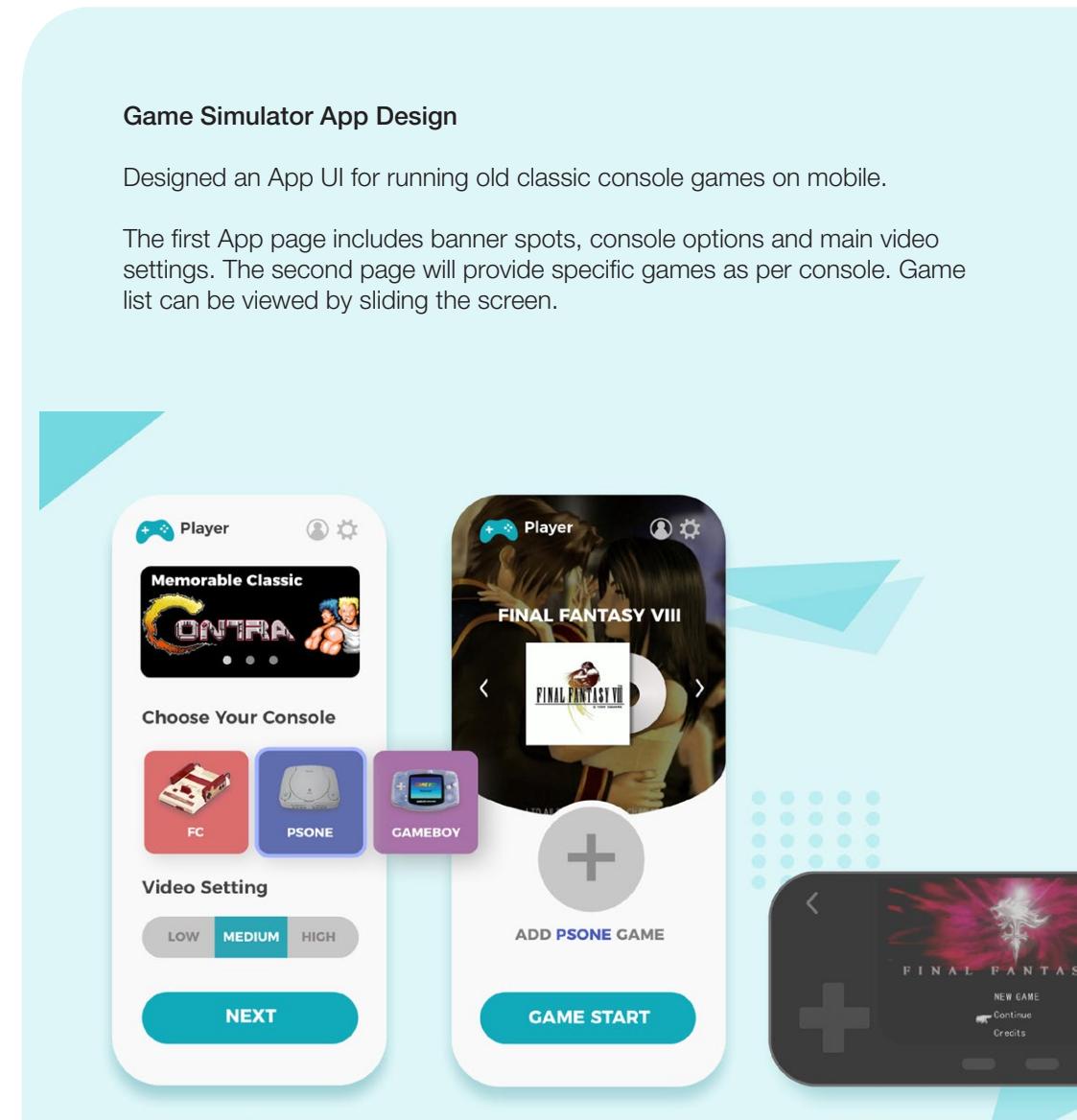
As personal UI practice, I have redesigned a hotel APP (from Booking.com) to simplify the interface by just leaving the most important elements. Also tried a cartoon illustration style for the KV.



## Game Simulator App Design

Designed an App UI for running old classic console games on mobile.

The first App page includes banner spots, console options and main video settings. The second page will provide specific games as per console. Game list can be viewed by sliding the screen.



</>

[ Web Design & Front End ]

# Booking.com Affiliate Websites

The screenshot shows a web browser window for the Southwest Airlines Rapid Rewards website. At the top, there's a header with the Southwest logo and a note "In partnership with Booking.com". Below the header, a banner says "Book your hotel with us and earn up to 10,000 points per night." A large background image features the Southwest airline tail logo. The search form includes fields for "Where are you going?", dates ("Tue, Jun 11 — Fri, Jun 7"), and guests ("2 adults · 1 room"). There's also a checkbox for "I'm traveling for work". Below the search form, a section titled "Book now and earn 1 point for every US\$1 spent" encourages users to provide loyalty info. A "Search" button is located at the bottom right of the search form area.

## Southwest Airline Hybrid

As partner's request, we customised our searchbox area to add promotion copy and branding background for Southwest Airline. We usually keep this area as standard but for key partners, we are willing to do some changes and monitor the changes with our experiment tool.

As a result, this branding enhancement hasn't hurt any conversion so we put this fullon.

This screenshot shows the search interface for China Southern Airlines. It features a search form with fields for "入住日期" (Check-in date) and "退房日期" (Check-out date), guest selection for "2位成人" (2 adults), and a "搜索" (Search) button. Below the search form, a promotional banner for "南航明珠里程10送15" (CSA Mingzhu Miles 10 for 15) is displayed, showing a modern building with a pool. At the bottom, a note states "\*预订有效期: 即日起至2019年6月30日 / 退房有效期: 即日起至2019年7月31日" (\*Booking validity period: From today to June 30, 2019 / Check-out validity period: From today to July 31, 2019).

Language Used: HTML, TMPL, CSS, Javascript

China Southern Airline Customised Hybrid  
synced the style with CSA official website

This screenshot shows the China Southern Airlines website with a customised hybrid design. The top navigation bar includes links for "明珠俱乐部" (Mingzhu Club), "优惠信息" (Promotions), and "出行帮助" (Travel Help). The main search area features a large image of the Tokyo skyline with the text "东京市中心" (Tokyo City Center). Below it, another section for Shanghai with the text "上海" (Shanghai) and "旅行必体验: 观光, 购物, 美食" (Travel must-experience: Sightseeing, Shopping, Cuisine) is shown. The search form at the bottom includes fields for "7月15日 - 7月16日" (July 15 - July 16), "1间客房、 2位成人" (1 room, 2 adults), and dates "7月18日 - 7月19日" (July 18 - July 19).

# Booking.com Web Widgets

Language Used: HTML, TMPL, CSS, Javascript

每天上午10点预订，享3倍积分

目的地/酒店名称: 阿姆斯特丹 入住日期: 2019/12/23 退房日期: 2019/12/24 提供支持 Booking.com

XO HOTELS (XO BLUE SQUARE) 评分: 7.9 好 6374 条评语  
XO蓝色广场酒店 (XO Hotels Blue Square)  
★★★ 从 € 45 起

MEININGER Hotel Amsterdam City West 评分: 8.2 非常好 10142 条评语  
阿姆斯特丹市西部梅宁阁酒店 (MEININGER Hotel Amsterdam City West)  
从 € 96 起

Hans Brinker Hostel Amsterdam 评分: 7.7 好 10561 条评语  
阿姆斯特丹汉斯布林克旅馆 (Hans Brinker Hostel Amsterdam)  
从 € 101 起

China Eastern Airline Cross Sell



Lucky Air Searchbox

特价搜不停 2000多万间客房尽在指尖

阿姆斯特丹 搜索

入住日期: 12月22日 周日 退房日期: 12月23日 周一

客房: 1 成人: 1 儿童: 0

搜索酒店



Huawei Skytone Searchbox

预订酒店，赚取无限万哩游哩程 提供支持 Booking.com

目的地/酒店名称: 国家、城市、地区或景点等

入住日期: 2019/12/22

退房日期: 2019/12/23

搜索



Eva Air Searchbox

# Personal Project - Game Website

For my strong interest in Games, especially Role Playing Games, I created a gaming website called "Object.A Games" while I was learning Wordpress. Custom CSS and javascript are added onto the pre-installed Wordpress theme. Currently I'm using it as a game development blog.

**Language Used:** HTML,CSS, Javascript

**CMS:** Wordpress

<https://objectagames.com>

The screenshot shows a blog post titled "Odessey of Khasta (序)" from September 25, 2019, by Sean Yan. The post includes a small screenshot of a 2D RPG map titled "卡斯特大陆.....". The sidebar features a search bar and sections for recent posts, comments, archives, and categories.

OBJECTA  
GAMES  
Learning everything  
about indie games

Home  
Blog  
Library  
About

Odessey of Khasta (序)  
① 2019年9月25日 ② Sean Yan ③ Leave a comment

十几年前写的，只有序章的游戏小说。暂命名卡斯特奥德赛。作为独立RPG的背景素材，准备续写下去。

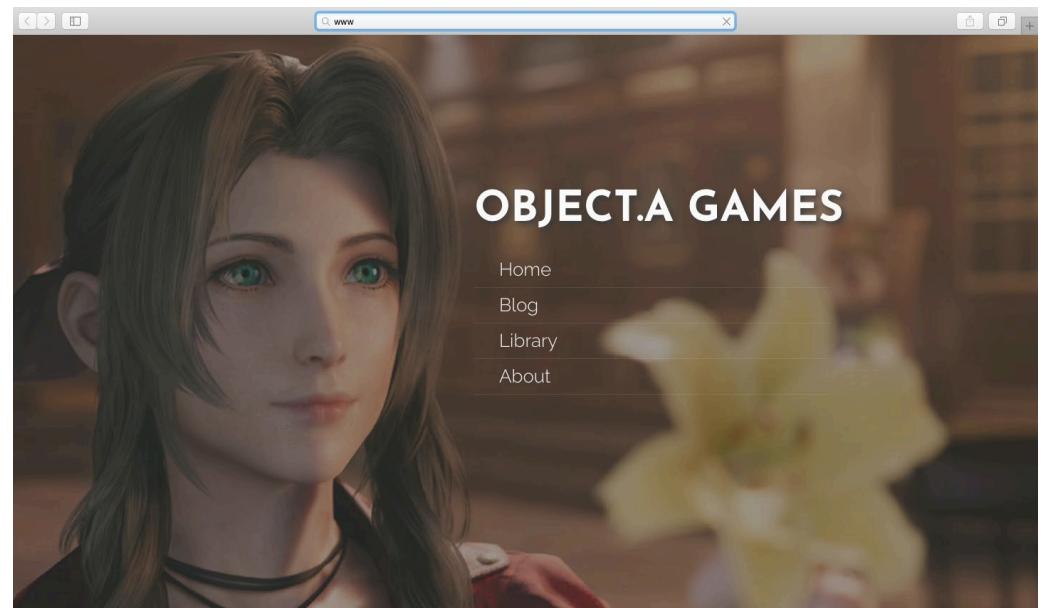
卡斯特大陆.....

RECENT POSTS  
Under Construction  
Odessey of Khasta (序)  
欢迎来到充满未知的游戏世界！

RECENT COMMENTS  
一位WordPress评论者 on 欢迎来到充满未知的游戏世界！

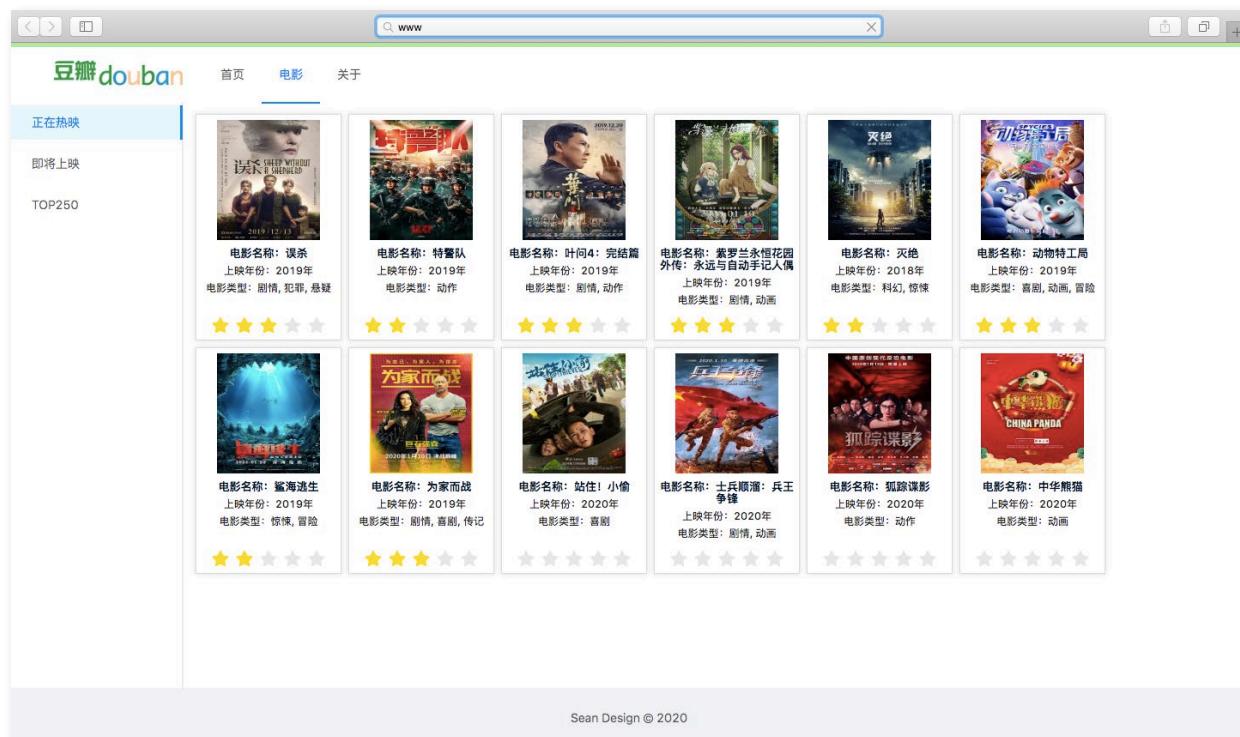
ARCHIVES  
September 2019

CATEGORIES  
Blog  
Game Artworks  
Game Stories



# Personal Practice - Douban Movie Mockup

As a recent practice for ReactJS, I took "Douban Movie" page as my reference, and created a movie library website. The project is built on Webpack. The final page consists of different react components and shows all the data from "Douban Movie API".



Language Used: HTML,SASS, ReactJS

Module Bundler: Webpack

API: Douban Movie

A screenshot of a code editor showing the 'MovieList.jsx' component. The code is written in JSX and uses React components like 'Spin' and 'Alert'. It imports 'fetchJSONP' from 'fetch-jsonp'. The component is a class that extends 'React.Component'. It has a constructor to initialize state with an empty array for movies, a page number, a page size (14), a total count, a loading status, and a movie type. It also has a 'componentWillMount' method that triggers a fetch operation to load movies. The code editor interface shows the file structure and a terminal window at the bottom.

# Personal Practice- CSS Animation/JS Calculator



## Dodoro Animation

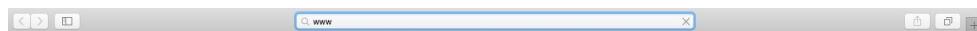
CSS Animation practice.

Used CSS to draw the cartoon shape, and then applied `-webkit-transform:rotate` and `-webkit-transform:translate` to control the moves of the eyes and the leave.

Please check the codes here:

<https://github.com/sfyan/cssAnimation/tree/master/dodoro>

**Language Used:** HTML, CSS



## Web Calculator

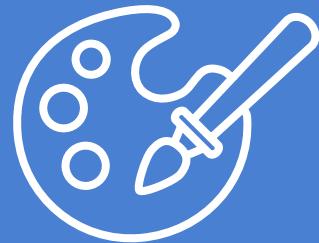
JS practice.

Draw a calculator on web with HTML and CSS, and then add all rules of calculation with Javascript.

Please check the codes here:

<https://github.com/sfyan/webCalculator>

**Language Used:** HTML, CSS, Javascript

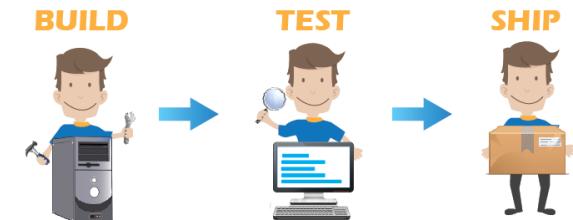


[ Visual Design ]

# Banners and KVs



# Logos and Infographics



MORE COOL  
魔库·与你共享世界



长按图片识别二维码

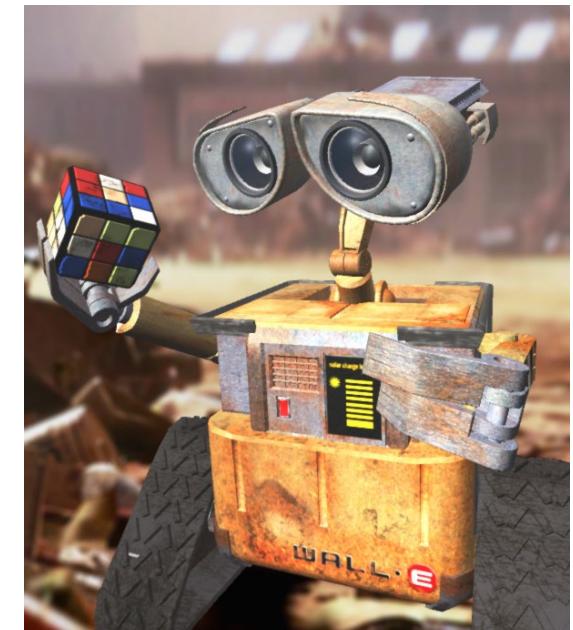
# Offline Branding



## Plane Interior Design

Booking.com x Spring Airline Plane is published in June 2018. I helped with the interior design including chair cover, luggage cabin, table sticker, air attendant badge, etc.

# 3D Visualisation



Angry Bird Planet      Diesel Perfume      Wall-E

Room Divider      Back-to-School Laptop



# **THANK YOU .**

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