



PORTFOLIO.

Sean Yan Front End Developer/UI Designer

About Me



UI/UX Designer

- Highly motivated web engineer with 8+ years of experience in web UI design and front-end development.
- Information Technology educational background, but highly interested in how art and tech interact in products.
- Proficiently skilled in HTML, CSS, Javascript, JQuery, React, React Native, Ajax, Git, MySQL, Webpack, Bootstrap, Postman, Photoshop, Sketch, Figma.
- Basic knowledge of Redux, Vue, Gulp, Nodejs, Wechat Mini Program, Linux, Objective-C, C#, Unity3D.
- 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



Sketch



Unity3D



HTML,CSS,Javascript,JQuery,React, React Native,Webpack,etc.

</>

[Front End Development]

Booking.com Affiliate Websites

The screenshot shows a web browser window for the Southwest Airlines website. The header includes the Southwest logo, a 'Booking.com' partnership badge, and links for FLIGHT, HOTEL, CAR, SPECIAL OFFERS, RAPID REWARDS, and MANAGE MY BOOKING. A search bar at the top has placeholder text 'Where are you going?'. Below it, there's a promotional banner for hotel bookings with the text 'Book your hotel with us and earn up to 10,000 points per night.' and a large graphic featuring the Southwest airline colors (blue, red, yellow) over a beach scene. The main search form shows travel dates from 'Tue, Jun 11' to 'Fri, Jun 7' and '2 adults - 1 room'. A checkbox for 'I'm traveling for work' is also present. The bottom section features a 'Book now and earn 1 point for every US\$1 spent' offer, a 'Southwest Rapid Rewards' logo, and a link to 'See details here'. To the right of the search form is a small image of a beach.

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.

<https://www.southwesthotels.com/>

Language Used: HTML, TMPL, CSS, Javascript

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

The screenshot shows a web browser window for the China Southern Airline website. The header includes a 'Booking.com' badge, language selection for '简体中文' (Simplified Chinese), and a search bar. Below the header, there are links for '明珠俱乐部', '优惠信息', and '出行帮助'. On the left, there's a promotional banner for '东京市中心' (Tokyo City Center) showing a cityscape. On the right, there's another promotional banner for '上海' (Shanghai) showing the Shanghai skyline. Both banners include text about travel experiences and offers. The central part of the page contains a search form with fields for '入住日期' (Check-in date), '退房日期' (Check-out date), '2位成人' (2 adults), '无儿童' (No children), '1间房' (1 room), and a checkbox for '我是出差' (I am on business). A large red '搜索' (Search) button is prominently displayed. At the bottom, there's a promotional banner for '订酒店, 赚积分 南航明珠里程10送15' (Book a hotel, earn points. CSN South China Airline Miles 10 for 15) featuring a modern building with a pool.

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 - 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 - 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 WordPress blog post titled "Odessey of Khasta (序)". The post is dated September 25, 2019, and is written by Sean Yan. It includes a comment section. The main content features a screenshot of a game map titled "卡斯特大陆.....". The sidebar contains links for Home, Blog, Library, and About, along with sections for Recent Posts, Recent Comments, Archives, and Categories.

The screenshot shows the homepage of the Object.A Games website. It features a large, detailed character portrait of a woman with long brown hair and green eyes. The title "OBJECT.A GAMES" is prominently displayed in white text. Below the title, there are links for Home, Blog, Library, and About. The background of the page is a blurred version of the character's face.

Personal Project - Booking APP Reproduction(Demo)

I reproduced Booking.com APP in React Native. Apparently React Native can fully support most functions on Booking.com while making the UI components quite flexible and manageable. As it's only a demo, I have only completed the main features of the APP such as : index page, swiper banner, searchbox (including group setting menu), avatar (with camera/photo function),search result, result sorting. To try this app, please download the fully tested android APK from the following link:



[https://github.com/sfyan/react-native-booking-app/tree/master/Android%20APK%20\(installation\)](https://github.com/sfyan/react-native-booking-app/tree/master/Android%20APK%20(installation))

Language Used: HTML,CSS, React Native, API Fetch
Module Bundler: React Native
API: Booking Demand API

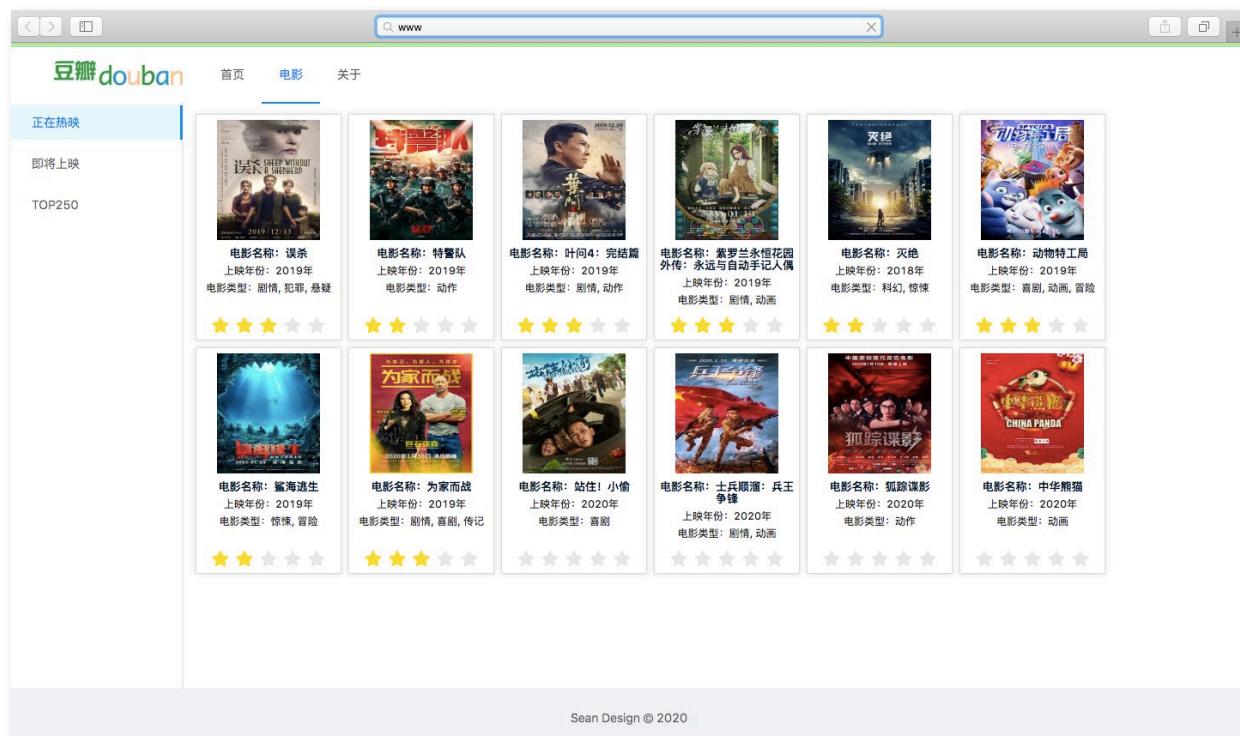
The code editor shows the project structure and the content of the `SearchBox.js` file. The project includes components for home, searchresult, and a shared folder for common utilities. The `SearchBox.js` file contains logic for handling dates and rendering the search interface.

```
EXPLORER          java      AndroidManifest.xml      settings.gradle      JS Home.js      JS Menu.js      JS SearchBox.js
components > home > JS SearchBox.js > SearchBox > render
1 import React, { Component } from 'react';
2 import { View, StyleSheet, Text, TextInput, TouchableOpacity } from 'react-native';
3 import Icon from 'react-native-vector-icons/FontAwesome';
4 import DatePicker from 'react-native-datepicker';
5 import CheckBox from 'react-native-check-box';
6 import { Actions } from 'react-native-router-flux';
7
8
9
10 const var formattedMonth: string
11 var formattedMonth = ("0" + (currentDate.getMonth() + 1)).slice(-2);
12 var formattedDate = ("0" + currentDate.getDate()).slice(-2);
13 const today = currentDate.getFullYear() + '-' + formattedMonth + '-' + formattedDate;
14
15 export default class SearchBox extends Component {
16   constructor(props) {
17     super(props);
18     this.state = {
19       userName: 'Sean',
20       checkin: today,
21       checkout: this.AddDate(currentDate,1),
22       isChecked: false,
23       dest:'',
24     };
25   }
26
27   AddDate(date, days) {
28     let newDate = new Date(date);
29     newDate.setDate(newDate.getDate() + days);
30     return newDate.toISOString().split('T')[0];
31   }
32
33   render() {
34     return (
35       <View style={styles.container}>
36         <Text>Search</Text>
37         <View style={styles.searchContainer}>
38           <Icon name="magnifying-glass" style={styles.icon} />
39           <TextInput style={styles.input} placeholder="请输入目的地" value={this.state.userName} />
40         </View>
41         <Text>2020年02月26日-2020年02月27日</Text>
42         <Text>1间房 · 1位成人 · 0名儿童</Text>
43         <Text>搜索</Text>
44       </View>
45     );
46   }
47 }

JS SearchBox.js
1 import React, { Component } from 'react';
2 import { View, StyleSheet, Text, TextInput, TouchableOpacity } from 'react-native';
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4 import DatePicker from 'react-native-datepicker';
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13 const today = currentDate.getFullYear() + '-' + formattedMonth + '-' + formattedDate;
14
15 export default class SearchBox extends Component {
16   constructor(props) {
17     super(props);
18     this.state = {
19       userName: 'Sean',
20       checkin: today,
21       checkout: this.AddDate(currentDate,1),
22       isChecked: false,
23       dest:'',
24     };
25   }
26
27   AddDate(date, days) {
28     let newDate = new Date(date);
29     newDate.setDate(newDate.getDate() + days);
30     return newDate.toISOString().split('T')[0];
31   }
32
33   render() {
34     return (
35       <View style={styles.container}>
36         <Text>Search</Text>
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40         </View>
41         <Text>2020年02月26日-2020年02月27日</Text>
42         <Text>1间房 · 1位成人 · 0名儿童</Text>
43         <Text>搜索</Text>
44       </View>
45     );
46   }
47 }
```

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. A file browser sidebar on the left shows other files like 'MovieItem.jsx', 'app.scss', and 'index.html'. The bottom status bar indicates the file is saved in 'node' mode.

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

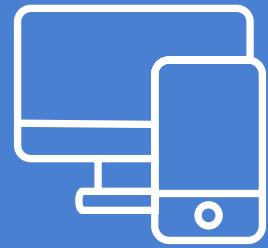
JS practice.

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>

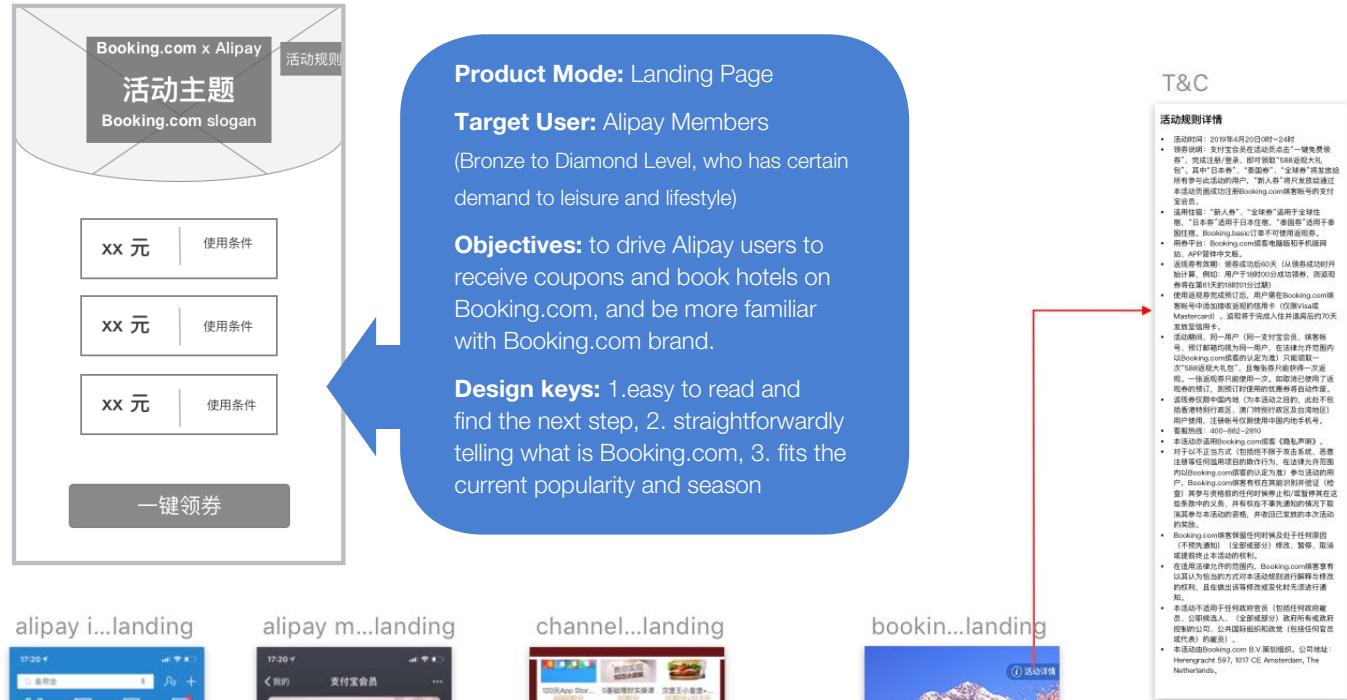
Language Used: HTML, CSS, Javascript



[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 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.

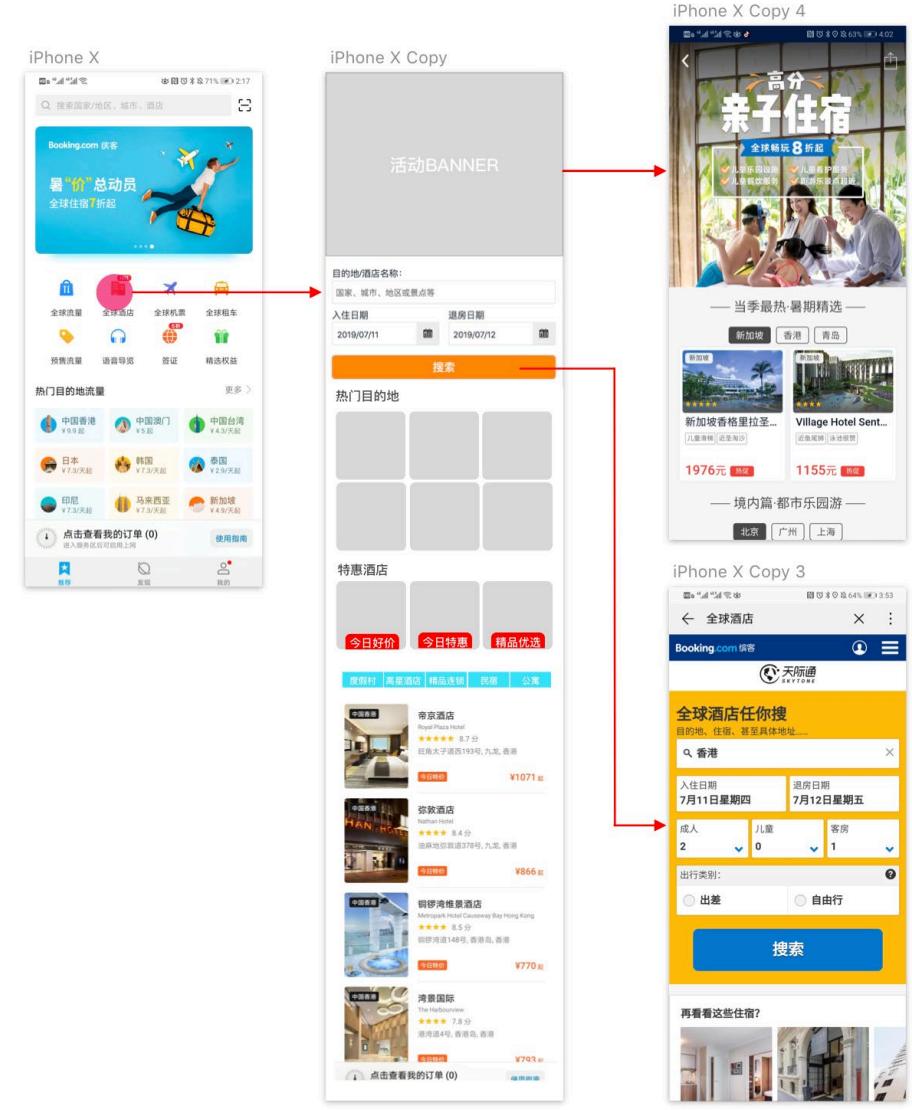
Product Mode: User Flow

Target User: Huawei Skytone Users

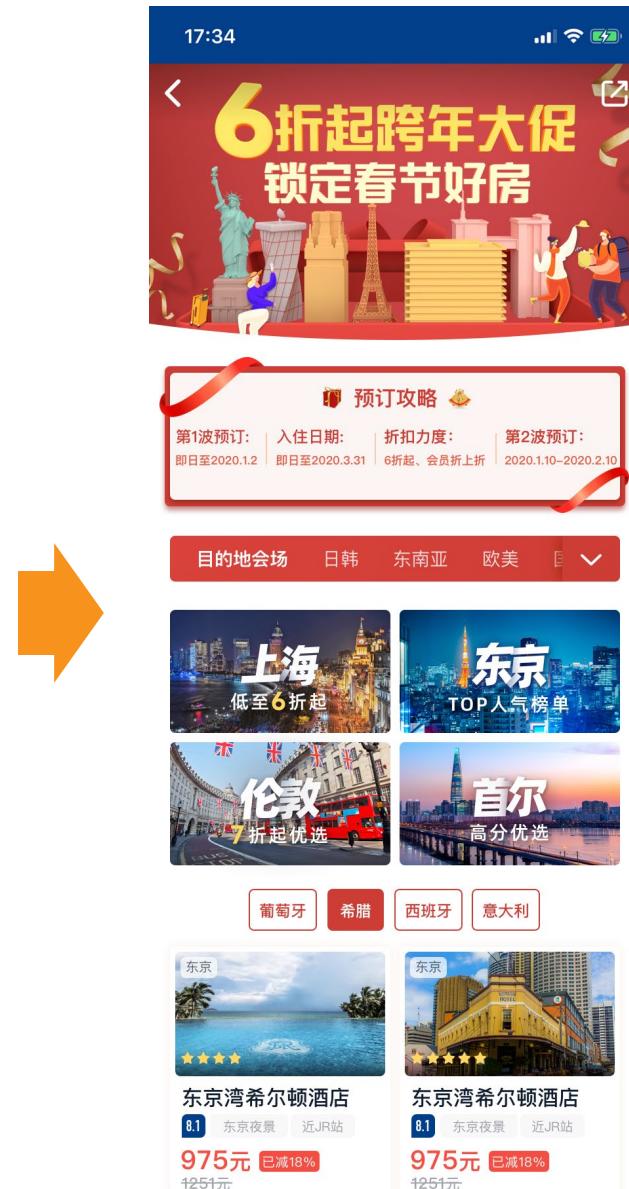
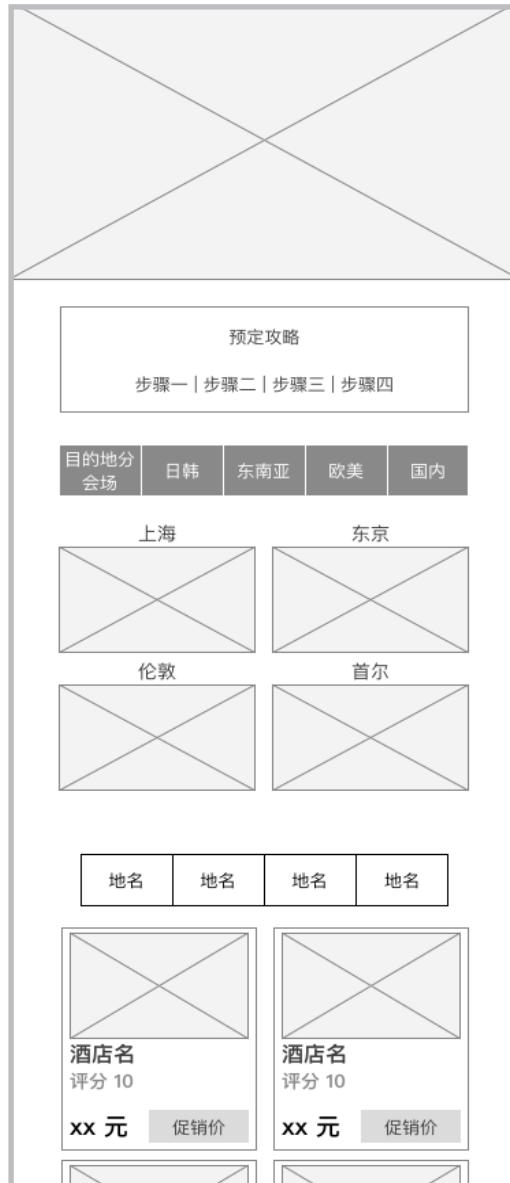
User Analysis: They are loyal to Huawei devices, and use Skytone to purchase their roaming data abroad. In most cases, they have strong demand on international trips and accommodation.

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

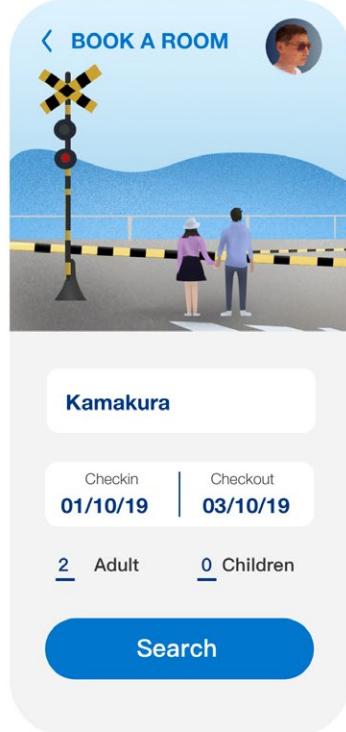
Solutions: 1. give users more direction by providing recommended destination and hotels 2. keep educating users about the brand by updating the campaign banners frequently 3. reduce unrelated information and let users focus on booking hotels



Booking.com China Deals Page

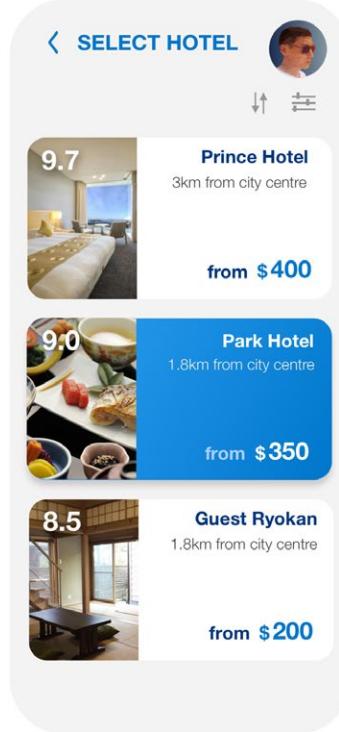


Personal Project - Hotel and Game APPs



Hotel APP

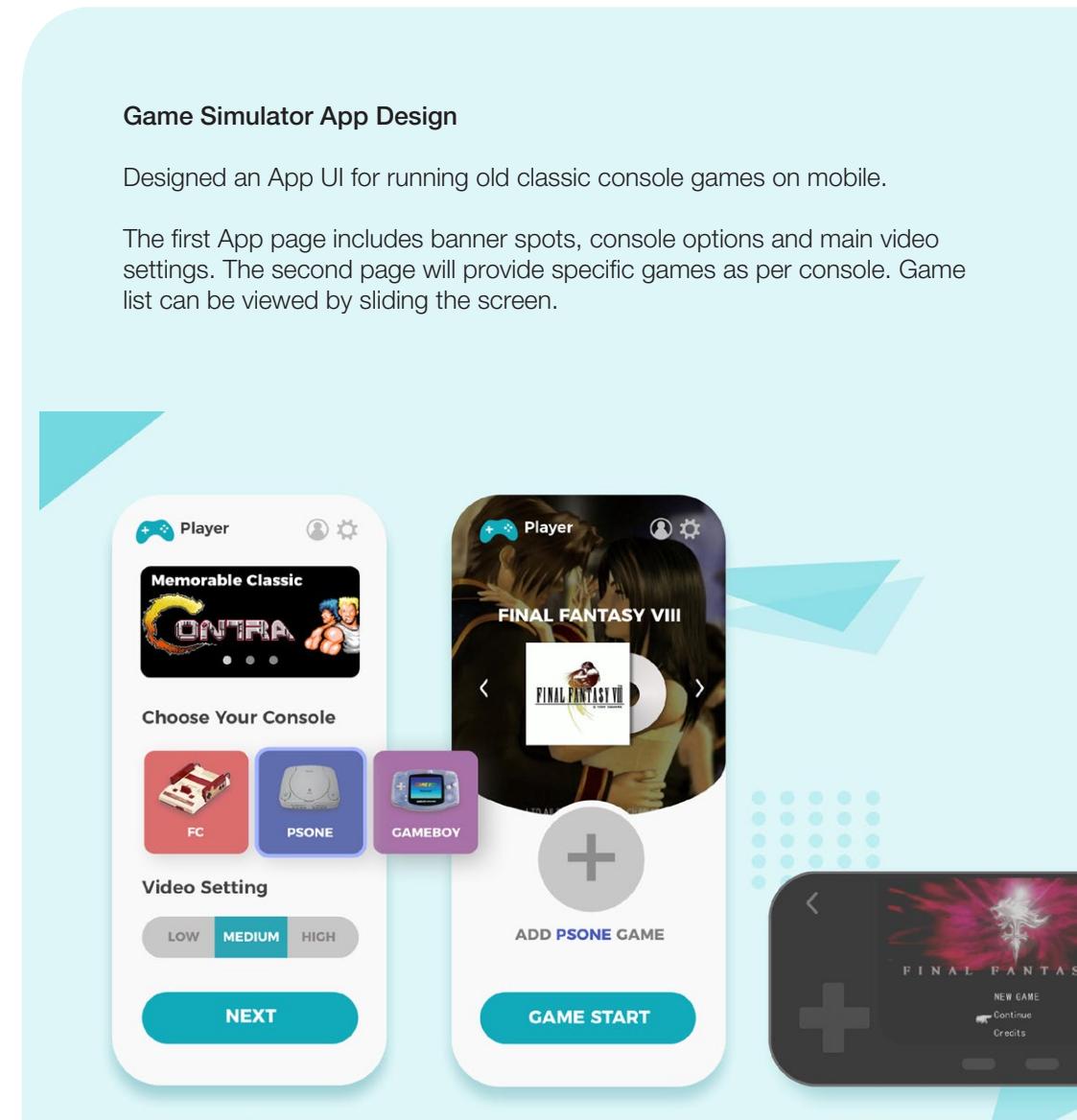
As personal UI practice, I have redesigned a hotel APP (from Booking.com) to simplify the interface by just leaving the most important elements. Also tried a cartoon illustration style for the KV.

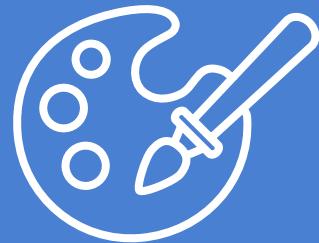


Game Simulator App Design

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

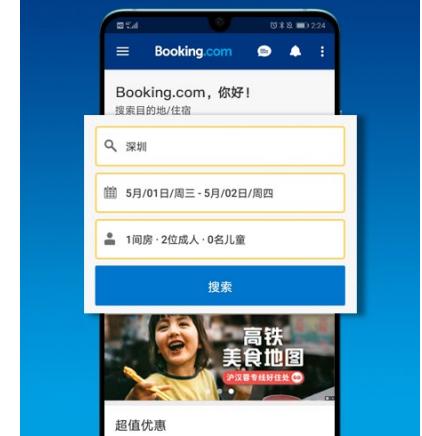
The first App page includes banner spots, console options and main video settings. The second page will provide specific games as per console. Game list can be viewed by sliding the screen.



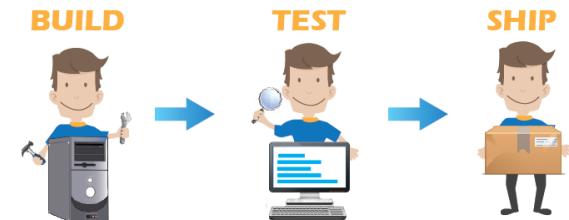


[Visual]

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

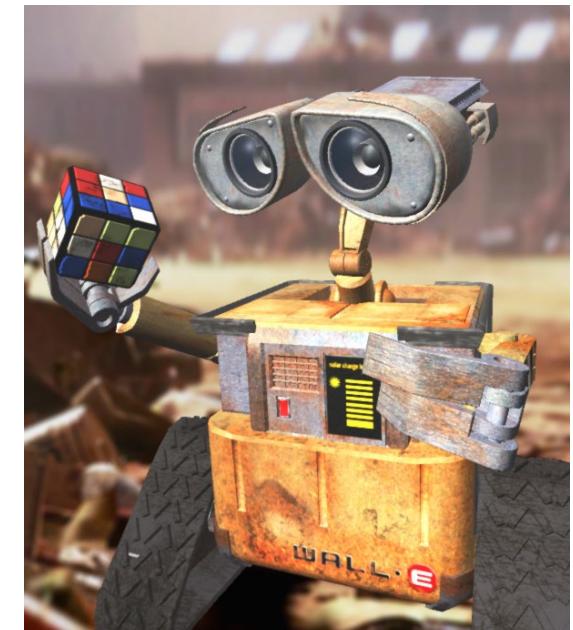
Offline Branding



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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