



PORTFOLIO.

Sean Yan Visual / UI / Digital Designer

About Me



Visual / UI / Digital Designer

- Highly motivated digital designer with 8+ years of experience covering 3D, Visual(Marketing), UIUX design and UI development(Product) .
- Information Technology educational background, but highly interested in how art and tech cooperate to create interactive products.
- Proficiently skilled in Photoshop, Illustrator, Indesign, Sketch, Figma, HTML, CSS, Javascript, C#, Maya, 3DsMax, Unity3D, Git, Perforce.
- Basic knowledge of AfterEffects, PremierePro, Three.js, React, Vue, SQL.
- Thorough understanding of user experience, project management and prioritization.

Skills



Photoshop



Illustrator



Indesign



Maya



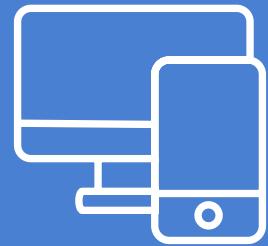
Sketch



Unity3D



HTML/CSS/JS
C#, API, SQL



[UI Design]

Booking.com Campaign (For Hotel Chains)

A special campaign for Millennium Chain Hotels. We invite several Genius KOLs to stay at Shanghai, Beijing, Chengdu Millennium hotels respectively and then promote with their genuine reviews. Also guests who win in a lottery can get free Millennium afternoon tea.

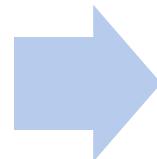
Product: Campaign Landing Page

Target User: Booking app users

User Analysis: Mostly loyal to Booking.com, but may need some incentives or discount to attract them to book high-level chains.

Solutions:

1. up to 20% off discount
2. free afternoon tea lottery
3. genuine reviews are our strong weapon, we invite KOLs to write reviews and highlight them to be more convincing.



Booking.com Campaign (For Seasonal Festival)

Booking.com runs seasonal campaigns to give users coupons and attract more bookings. The pages on the right are one example we run for Golden Week 2020. Chinese elements are applied in the Key Visual. And there are different sections such as chain banners, recommended hotel cards on the main landing page.

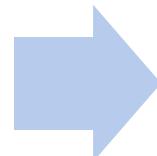
Product: Campaign Landing Page

Target User: Booking app users

User Analysis: Mostly loyal to Booking.com, but may need some incentives to make more bookings, especially before popular festive seasons.

Solutions:

1. give out great deal with coupon package
2. create festive atmosphere
3. show detailed chains or hotels by regions or level of popularity



Booking.com x Alipay UI Flow

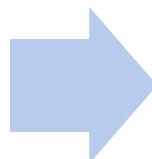
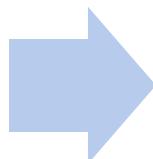
Cooperated with Booking.com product and tech teams, I have designed gift coupon/genius benefit landing pages for regular Alipay Membership Day, from wireframe to final high fidelity mockup. Also created UX flow to show how users retrieve Booking.com coupons, starting from Alipay membership page. We run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

Product Mode: User Flow to redeem coupons

Target User: Alipay Users who may need accommodations

User Analysis: Almost all mobile users in China are using Alipay, so it's great opportunity for us to promote on their membership campaigns, as long as we can quickly attract user clicks.

Solutions: 1. attract clicks with styling banners and clear copy 2. smooth the user flow after the clicks 3. direct each users to receive coupon or genius benefit successfully. 4. educate users how to use these rewards afterwards



Booking.com Banners on Alipay membership campaign

MOBILE

The complete UI flow after Booking.com banner clicked

Campaign landing page

Promo code input

Promo code input

Promo code input

Promo code input

Benefits 1

活动详情内容

一 返现券仅限中国境内（为本活动之目的，此处不包括中国香港特别行政区、中国澳门特别行政区及中国台湾地区）用户使用，注册账号仅限使用中国境内手机号。

一 本活动中领取的返现券不可与其他奖励同时使用，是否适用以预订过程中帐户内显示的可用返现券为准。——

一 本次活动亦适用Booking.com缤客《隐私声明》。

一 本次活动亦适用《Booking.com优惠券相关条款》及《Booking.com奖励活动相关条款》，如本次活动规则与《Booking.com优惠券相关条款》或《Booking.com奖励活动相关条款》不一致，以本活动说明为准。

一 对于以不正当方式（包括但不限于攻击系统、恶意注册等任何滥用项目的欺诈行为，在法律允许范围内以Booking.com缤客的认定为准）参与活动的用户，Booking.com缤客有权在其能识别并验证（检查）的情况下取消其参与本活动的资格，并收回已发放的本次活动的奖励。

一 为避免因欺诈等任何滥用项目的行为而遭受（更多）损失，在适用法律允许的范围内，Booking.com B.V. 有权利设置、决定、更改优惠券的适用范围（包括但不限于限定优惠券可以适用的住宿、区域等），具体详见优惠券及/或预订相关页面。

在适用法律允许的范围内，Booking.com 缤客享有以其认为恰当的方式对本活动规则进行解释与修改的权利，且在做出该等修改或变动时无须进行通知。

一 在适用法律允许的范围内，Booking.com 缤客保留任何时候及出于任何原因（不包括违约）全部或部分终

Promo code input

Promo code input

Promo code input

Benefits 1

Benefits 1

Benefits 1

Booking.com x Huawei Skytone UI Flow

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.

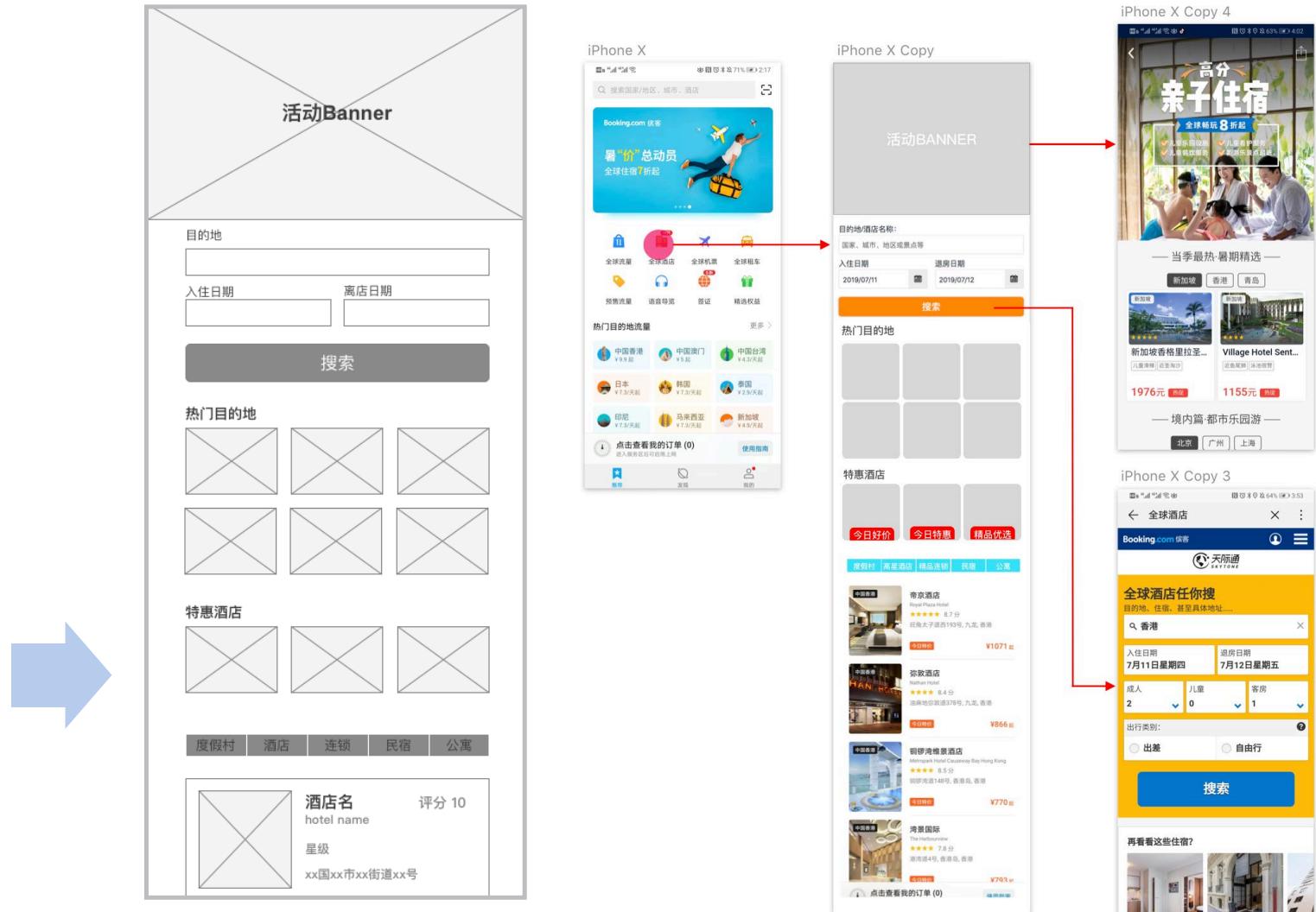
Product Mode: User Flow

Target User: Huawei Skytone Users

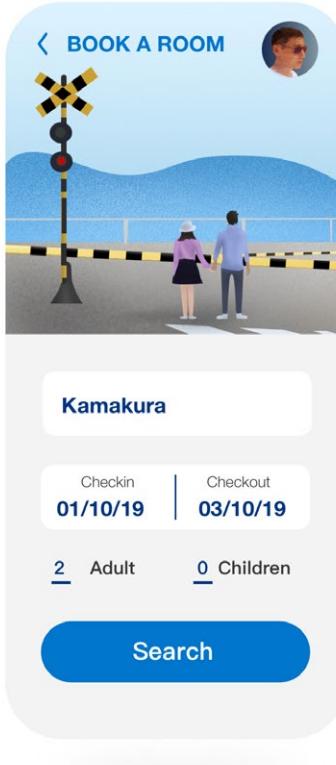
User Analysis: They are loyalty users of Huawei devices, and use Skytone to purchase their roaming data abroad. In most cases, they have strong demand on international trips and accommodation.

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

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

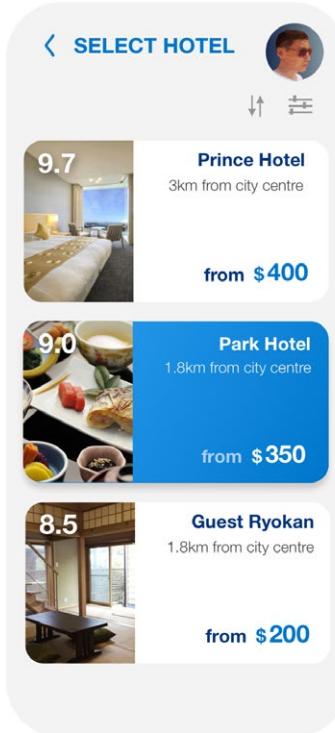


Personal Projects - Hotel and Game Apps



Hotel APP

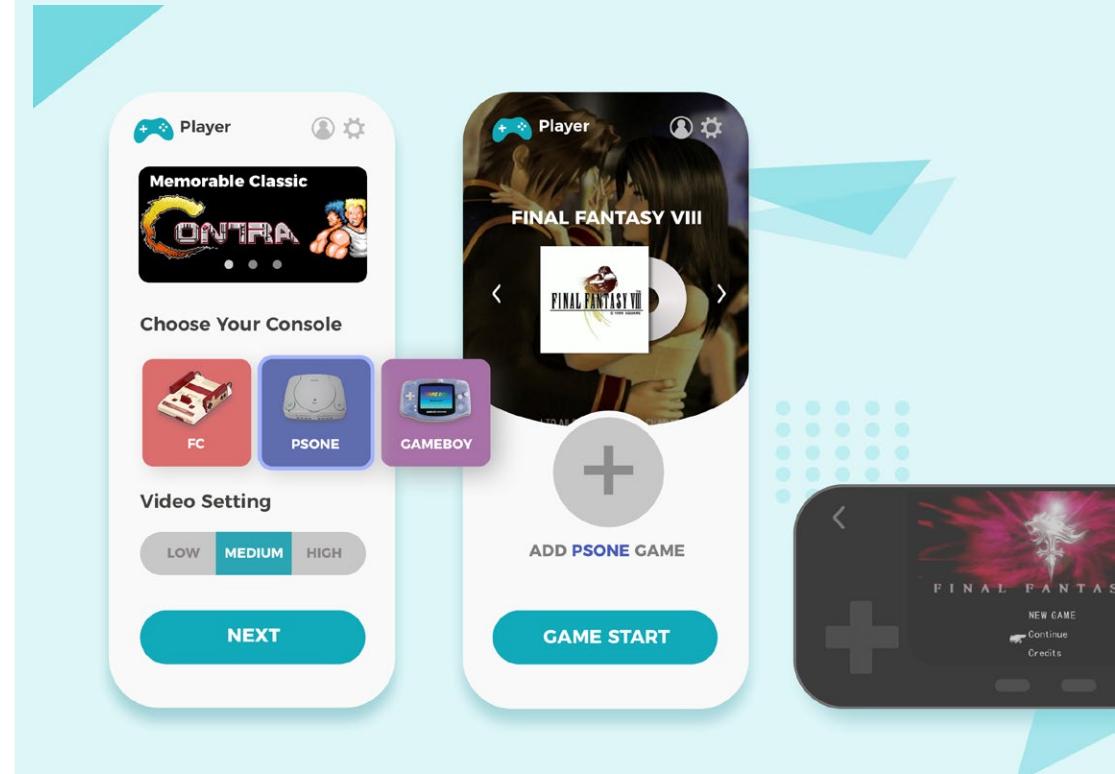
As personal UI practice, I have redesigned a hotel APP (from Booking.com) to simplify the interface by just leaving the most important elements. Also tried a cartoon illustration style for the KV.



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.



DESKTOP

Hotel Page for Bank/Airlines

The image displays two side-by-side screenshots of hotel booking websites, illustrating how partners can be integrated into the search interface.

Left Screenshot (Southwest Airlines):

- Header:** Shows the Southwest logo and "In partnership with Booking.com".
- Search Bar:** Includes fields for "Where are you going?", dates ("Tue, Jun 11 — Fri, Jun 7"), and guest information ("2 adults · 1 room").
- Promotion:** A large banner at the top left says "Book your hotel with us and earn up to 10,000 points per night." Below it, a callout box for "Southwest Rapid Rewards" offers 1 point for every US\$1 spent.
- Search Results:** Displays a grid of hotel listings, with one visible entry for "Groningen" featuring a night view of a canal and buildings.

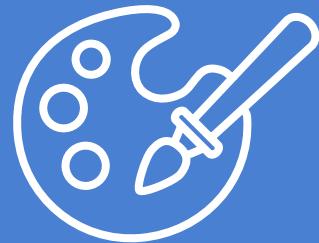
Right Screenshot (American Express):

- Header:** Shows the American Express logo and "In partnership with Booking.com".
- Promotion:** A banner at the top right encourages users to "Hunt for Easter deals and save 15% or more now through April 8th".
- Search Bar:** Includes a "Search" button.
- Destinations:** Lists recommended destinations: Saint Petersburg, Rome, London, Kraków, Budapest, and Warsaw.
- Search Results:** Displays a grid of hotel listings, with one visible entry for "Den Bosch" featuring a night view of a church tower.

Bank/Airlines

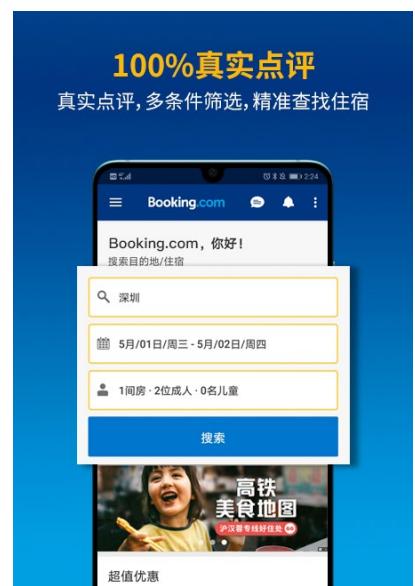
As partner's request, we can customise our searchbox area on hotel page to add promotion copy and branding background. We can also add loyalty banners when there's a loyalty exchange program running with partners. For some key partners, we monitor design changes by experiment tool to improve bookings.

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

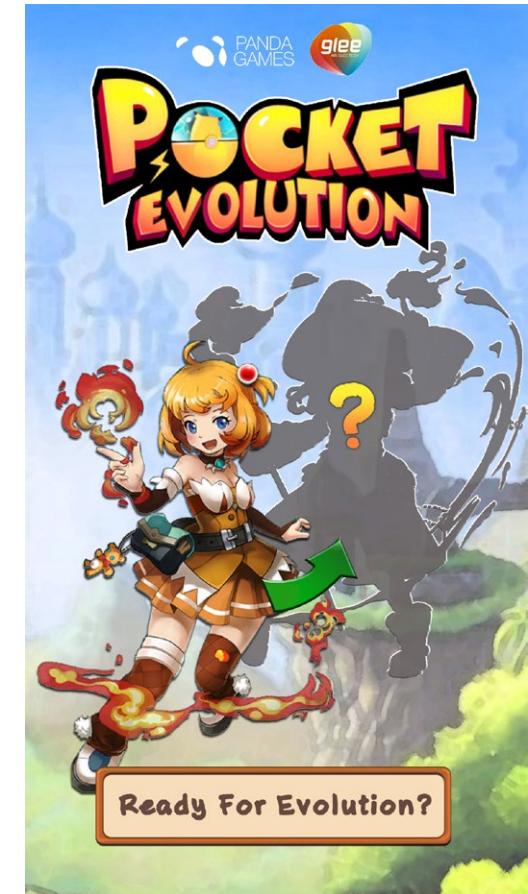


[Visual Design]

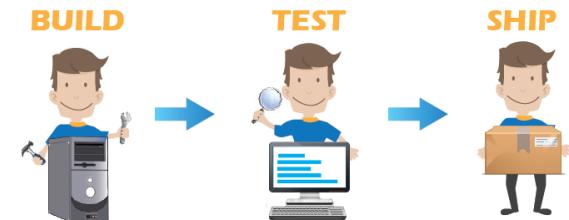
E-commerce Banners and KVs



Gaming Banners and KVs



Logos and Infographics



长按图片识别二维码

Offline Branding

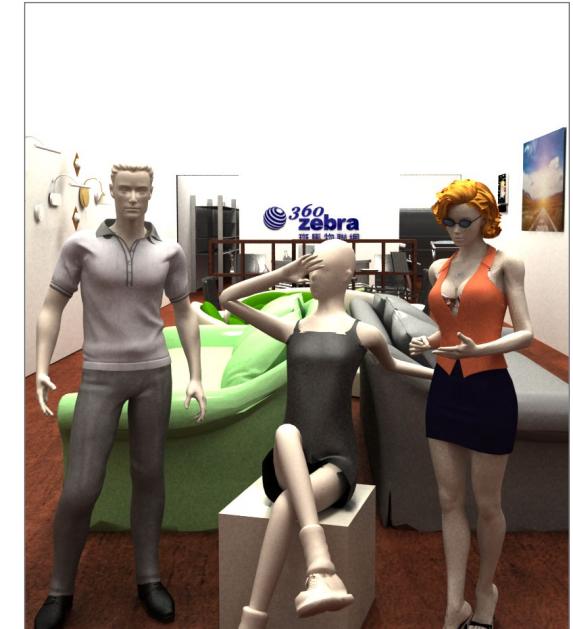
Cobranded Plane Design - Booking.com x Spring Airline

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, event materials, etc.



PRODUCT

3D Visualisation



Interior Design

Diesel Perfume

Exhibition Room

Room Divider

Back-to-School Laptop



3D Visualisation



Angry Bird Space World



Wall-E



World of Warcraft Orc



Male Character



World of Warcraft Weapon-Frostmourne



Indie Game [Samurai] Demo in Unity3d



Beastmen Tent

</>

[Digital Development]

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

7.9 好 6374 条评语

XO蓝色广场酒店 (XO Hotels Blue Square) 从 € 45 起

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

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



目的地 / 酒店名称: 阿姆斯特丹 入住: 2019/12/22 退房: 2019/12/23 提供支持 Booking.com

搜索



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

Newsletters



EDMs designed and coded for different industries, such as computer hardware, accessories and international logistics.

Design Tools: Illustrator, Photoshop
Language Used: HTML, CSS

BACK TO SCHOOL SALE

Offers Ends on 28th, July 2016

FIND OUT MORE

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F102BA-DF038H
Dual Core | 4GB RAM | 320GB HDD
Free Upgrade to Windows 10+
was \$355 **\$288**

BUDGET GAMING Rebirth Budget Gaming System V3
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【低成本转型/新品试销/库存补给】

直递海外，跨境零售需要这个.....

ZPD

在高时效物流需求成为竞争点的跨境电商市场，在接到订单进行生产后，如何快速直递海外是最为关键的问题，尤其是在旺季物流渠道呈堵堵状态的情况下。

全球直递——ZPD创造商品跨境零售的任意门

ZPD中美小包直递，一招搞定所有跨境电商难题！小件包裹跨境直递，直面海外消费者，是进入海外零售市场相对最“短、平、快”的物流解决方案。

• 时效稳定

直航包板包量运输，仅需1天即可收到物流生成信息，8天内妥投率达到96.88%。

• 一单到底

第一时间就获得最终单号，省去美国段操作的时间与人力成本。

• 决不计泡

采用实时计费的方式，0-5KG重量段选择，绝不计泡。

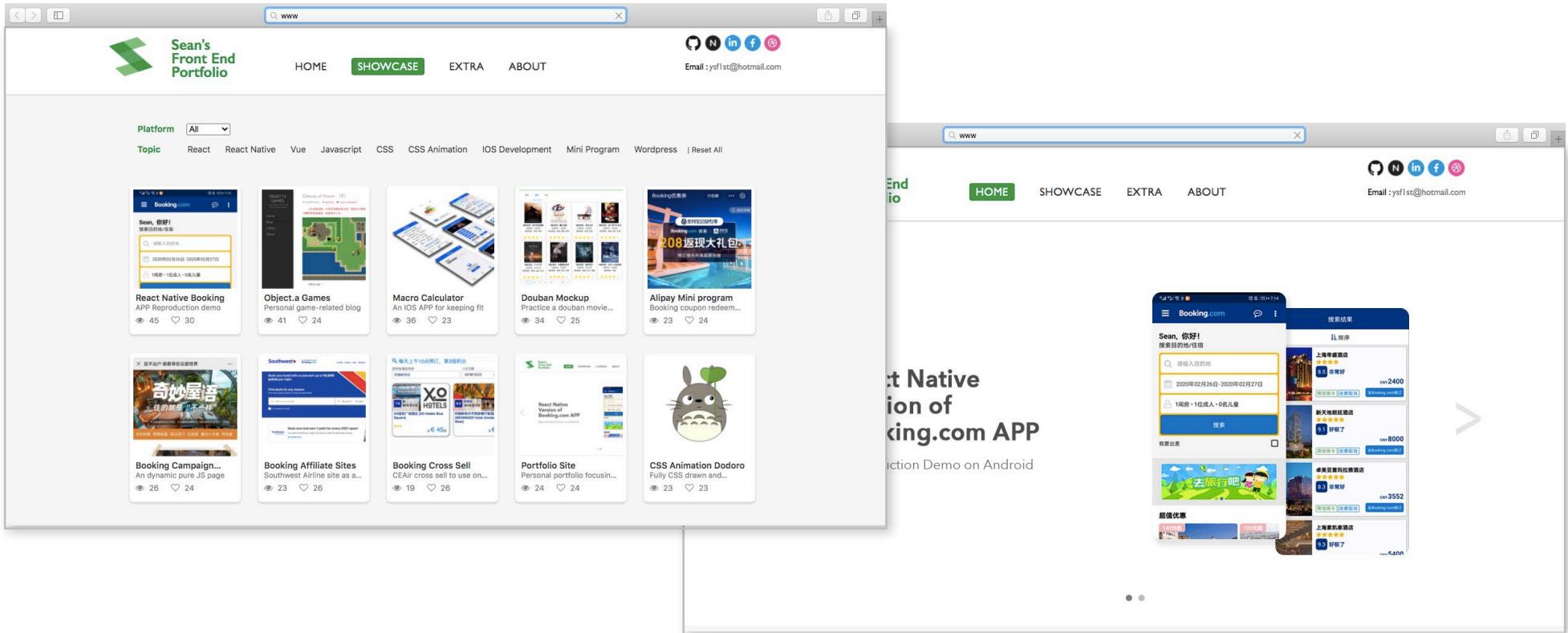
• 系统对接

支持全球电商平台、主流ERP系统订单信息导入及API推送，降低人工对接成本。

了解详情

全球仓配	全球联运	ZPD	ZEB	ZPS集货转运	eShip Pro
ezGlobalShop	MC魔库	GS易库	供应链金融	zebra Payplus	AAE

Personal Portfolio Site



Personal portfolio focusing on interactive projects, including past work on both UI design and front end coding.

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

Language Used: HTML, SASS, Javascript, Vue, Vue-Router
Module Bundler: Webpack

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 - 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 carema/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: Webpack
API: Booking Demand API

EXPLORER java AndroidManifest.xml settings.gradle Home.js Menu.js SearchBox.js

BOOKINGDEMO

components > home > SearchBox.js

```
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 }
```

Personal Practice- CSS Animation/JS Calculator



Dodoro Animation

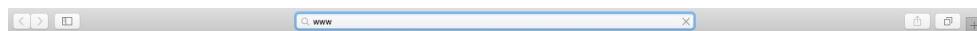
CSS Animation practice.

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

THANK YOU .

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