



# PORTFOLIO.

**Sean Yan**

Digital/UI/UX Designer

# ONLINE DIGITAL DESIGN

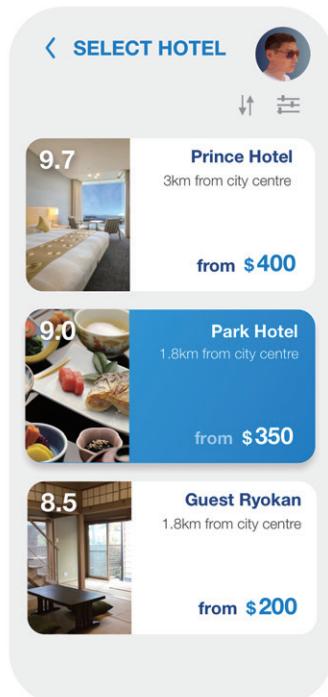
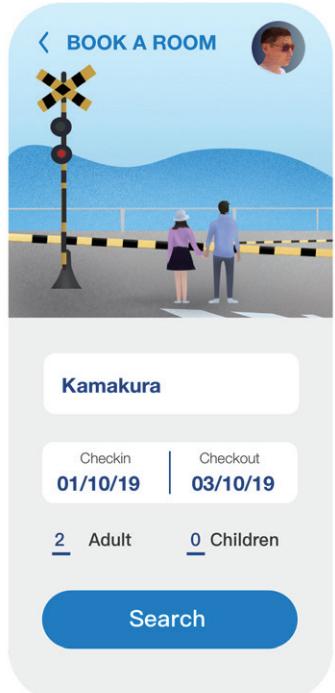
UI

UX

Visual

3D

# UI·UX



## Hotel Booking App Design

Redesigned a hotel booking app with a simple and clean style. Only essential UI elements are kept, with an illustration of the Kamakura Key Visual.



## Fitness App Design

In 2016, I have created an IOS Chinese App myself called "卡路里标准计算器" (current version 1.1) based on my UI/UX knowledge and coded the app with Objective-C in xcode. The App can be found in Apple Store by searching the title or click the link below. Its function is to caculate how many calories every different individual would need per day.

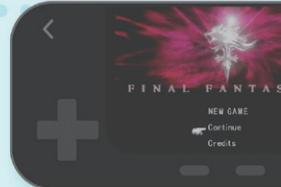
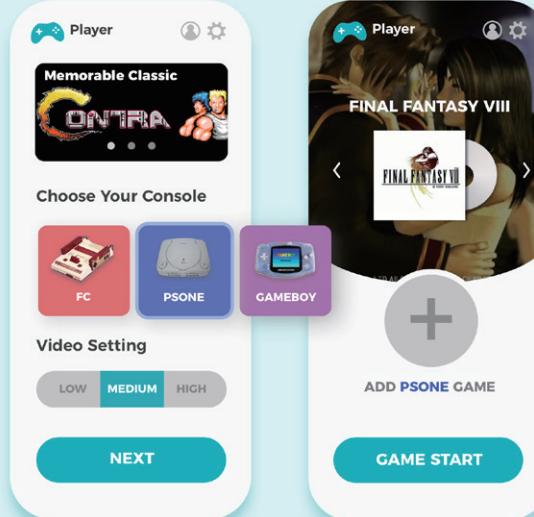
APP LINK: <https://appsto.re/cn/vK0Ygb.i>

# UI·UX

## Game Simulator App Design

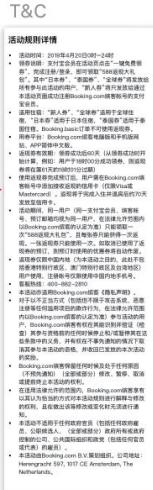
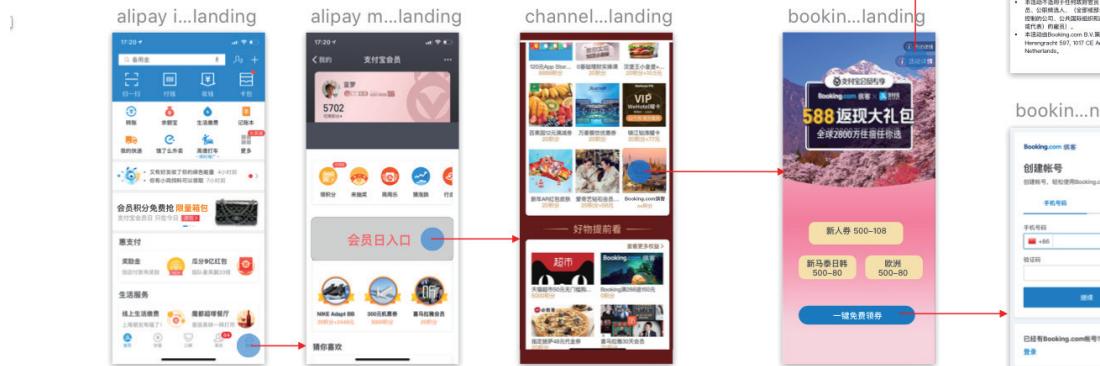
Designed an App UI for running old classic console games on mobile.

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.



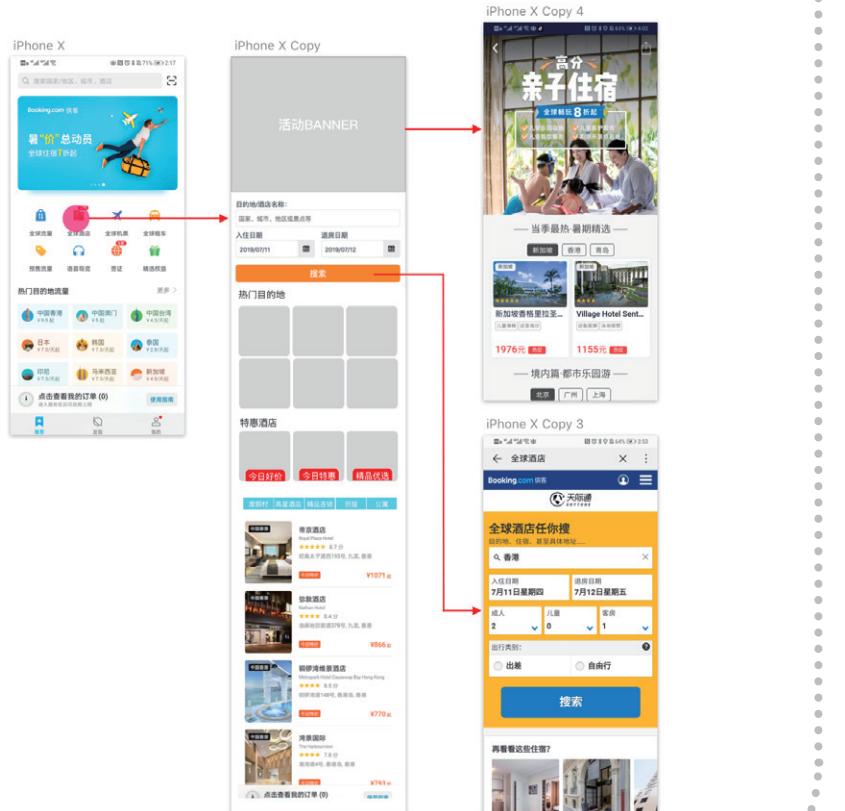
## Booking.com x Alipay Membership Day Flowchart

Worked with Booking.com product team, I have designed gift coupon landing pages for monthly Alipay Membership Day. Also created UX flow to show how users retrieve Booking.com coupons, starting from Alipay membership page.



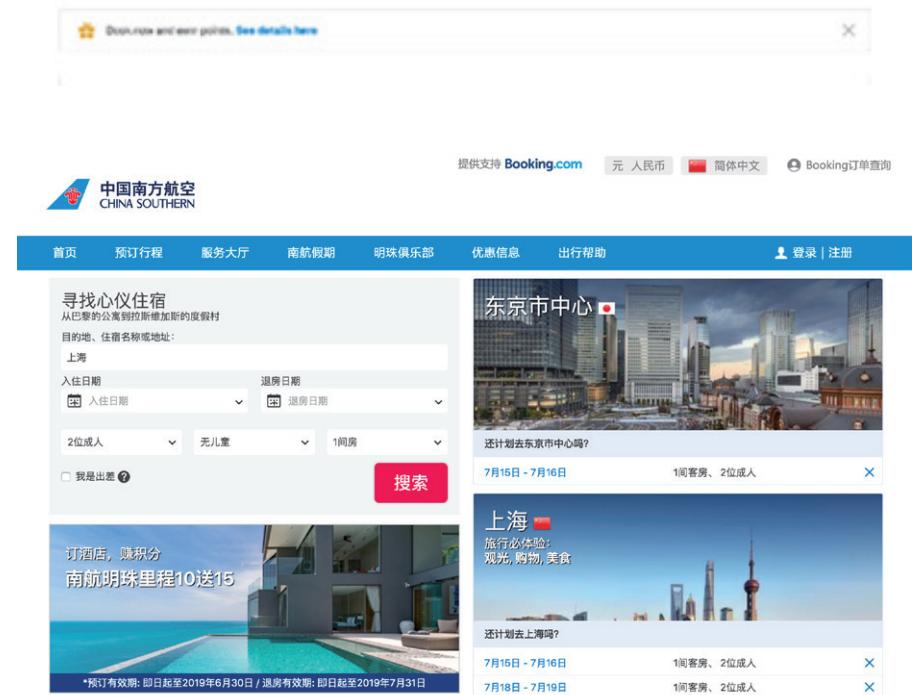
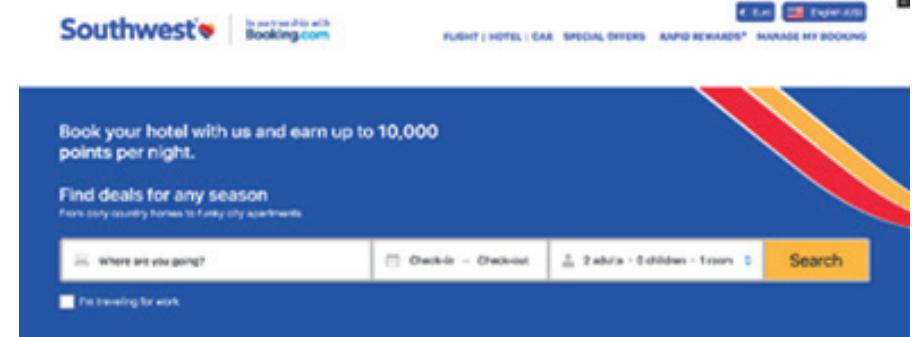
## Huawei Skytone x Booking.com Flowchart

Proposed Huawei with new landing 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.



## Affiliate Websites

Based on Booking.com's original UI, I customised affiliate pages (PC and Mdots) for our partners to integrate with their own website. Partners includes airlines, banks, mobile companies, OTA, meta, etc.



## Affiliate Searchbox

We provided customized searchbox as below in Booking.com that matches partner's branding colors and site style.

# UI · UX

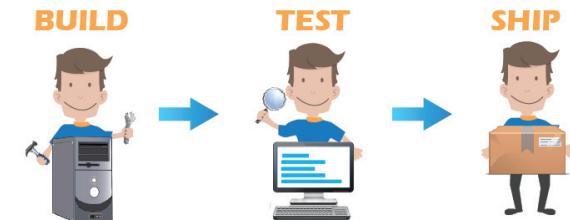
# Visual

Banners



# Visual

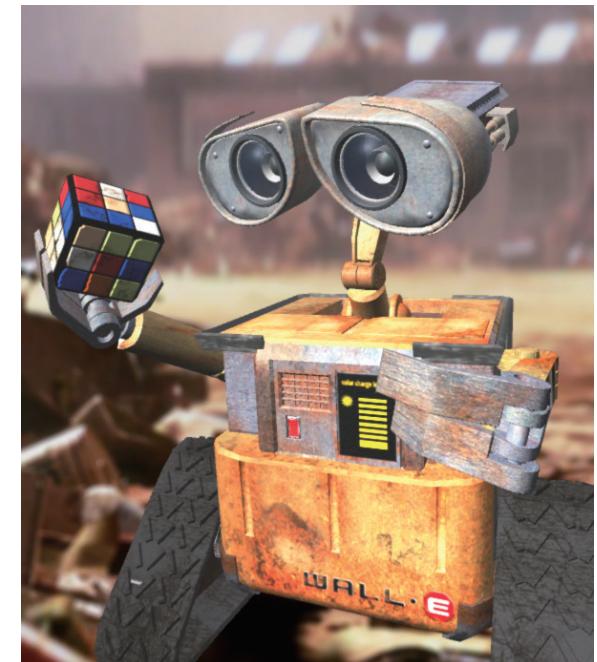
LOGO / INFOGRAPHIC



MORE COOL  
魔库·与你共享世界



# 3D



Angry Bird  
Planet

Diesel  
Perfume

Wall-E

Room Divider

Back-to-School Laptop



# OFFLINE DESIGN

Brochure

Interior

# Brochure

## Store Catalogue

This is a quarterly catalogue, which consists of 16 pages, is for distribution marketing purpose for JW Computers. The is the version for the last quarter of 2016. The catalogue usually includes the information pages for Gaming PCs, Laptops, Micro PCs, Softwares and computer accessories, in order to help customers understand the products better.

The advertisement consists of three distinct images. The top image is a wide shot of a soldier in camouflage gear standing outdoors at night, interacting with a large, curved, multi-panel VR screen that displays a futuristic cityscape, a glowing blue sphere, and various data overlays. The middle-left image is a close-up of two individuals wearing VR headsets and holding motion controllers; one person is engulfed in flames, suggesting a combat or survival game. The middle-right image shows a person from behind, wearing a VR headset and holding a controller, with another person visible in the background, also appearing to be in a VR environment.

# Interior



## 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.



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