

PORTFOLIO

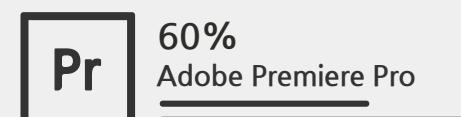
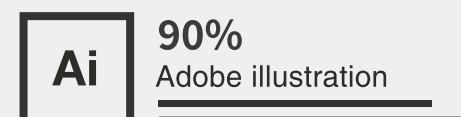
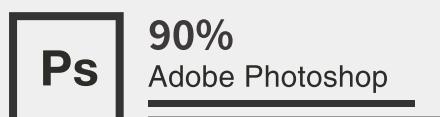
SO HEE. MAENG



SO HEE MAENG

I'M SO-HEE MAENG,
WHO IS ALWAYS READY TO
WORK ANYTIME, 365 DAYS.

SKILL



PROFILE

NAME SOHEE MAENG
BIRTHDAY 01/14/1993
E-MAIL soul930114@gmail.com

EDUCATIONAL HISTORY

2018.01 - 2018.03 COMPLETED DESIGN JUNGLE UI/UX CLASS
2012.03 - 2016.02 GRADUATED FROM THE DEPARTMENT OF
ADVERTISING CONTENTS AT KDU

WORK EXPERIENCE

2019.02 - NOW USA_ WEB BANNER
K **** TIMES DAILY NEWSPAPER AD
EMPLOYEE NEWSPAPER AD
YELLOW PAGE
H MAGAZINE AD
WOMANSENSE AD

2018.08 - 2019.01 LUCK **** SNS MARKETING DESIGN
EMPLOYEE - HOLLAND & BARRETT
- THE BODY SHOP
- PUFF
MBC ROMANTIC ENTER-
TAINMENT SHOW

WORK EXPERIENCE

2018.03 - 2018.08 BS ****
EMPLOYEE HUENCARE WEB RENEWAL
SAMSUNG AIR CONDITIONER EVENT PAGE
WEDDING WEB RENEWAL
NH NONGHYUP SNS
-FACEBOOK -INSTAGRAM -UTUBE
CANON VIDEO GRAPHIC PRODUCTION
KWANGDONG EVENT PAGE
HUFSMENTORING MOBILE WEB DESIGN
MOMMY PHOTO UTUBE
SAMSUNG CARD SNS
-FACEBOOK - INSTAGRAM - KAKAOTALK
-NAVER BOLG - BUZZ

2016.11 - 2017.11 USA_ WEB BANNER
K **** TIMES DAILY NEWSPAPER AD
INTERN RADIOSEOUL APP AD
NEWSPAPER AD
YELLOW PAGE
H MAGAZINE AD
H MAGAZINE EDITORIAL

2014.11 - 2015.02 DE*** INTERN PACKAGE DESIGN
CATALOG DESIGN
CHANEL NOTEBOOK DESIGN FOR 2015
DESIGNING KIEL HANDBOOK FOR 2015
LOGO DESIGN

#HEE

PORTFOLIO INDEX

TABLE OF CONTENTS

01

NOVIAGALA

WEB DESIGN

02

HPMP

EVENT PAGE

03

HUFS

WEB MOBLIE

04

THE BODY SHOP

WED DESIGN

05

DENMARKMILK

RESPONSIVE WEB

06

CITIBANK

MOBILE DESIGN

07

WALLPAPER

MOBILE DESIGN

Desktop

Design

Mobile

Introduction
→

01

NOVIAGALA

Output

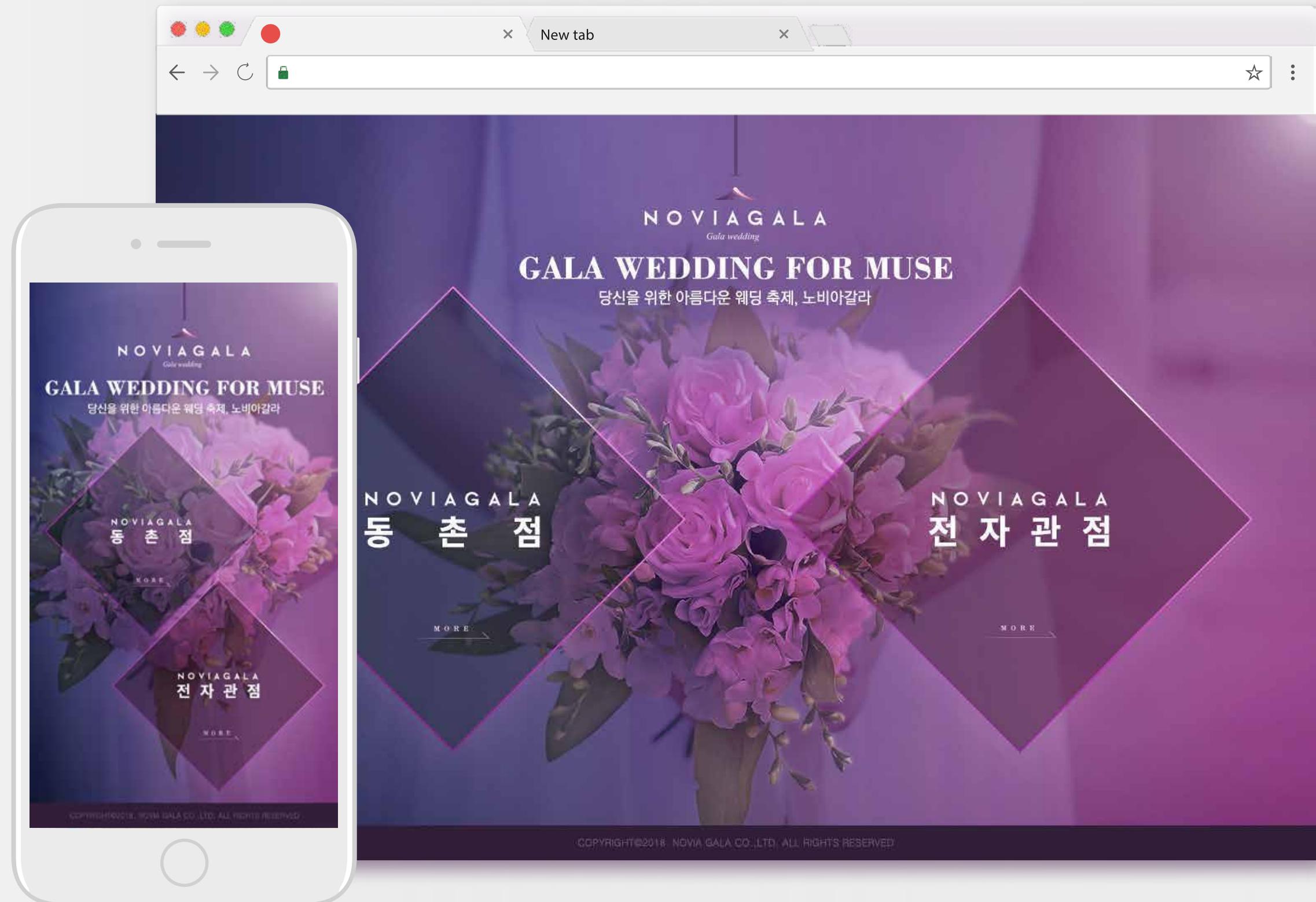
ReDesign

Project : Time Project

0%

60%

(Designer : 2 , Publisher: 1)



This is the Noviagala Web Renewal Project.

WEB DESIGN
→

#AS IT



#COLORS



#WEBSITE USERGROUP

To visually represent a Noviagala wedding point image, define the tone and manners of the design as follows.
Novia means a beautiful bride, using images reminiscent of "Novia" and "Gila" as a grand festival.
The site was composed of cute and elegant colors, and I wanted to express my style with a design
that considers women who are the main target.



#TYPE

- ✓ Elegant Design
- ✓ Soft Design of the Bride and Bouquet.
- ✓ PC Mobile Optimization

KOREA TYPE

-
NOTO SANS CJK KR R
NOTO SANS CJK KR B

ENGLISH TYPE

-
RIX GOTHIC L
RIX GOTHIC M

#WIREFRAME /OUTPUT



WIREFRAME

#WEB



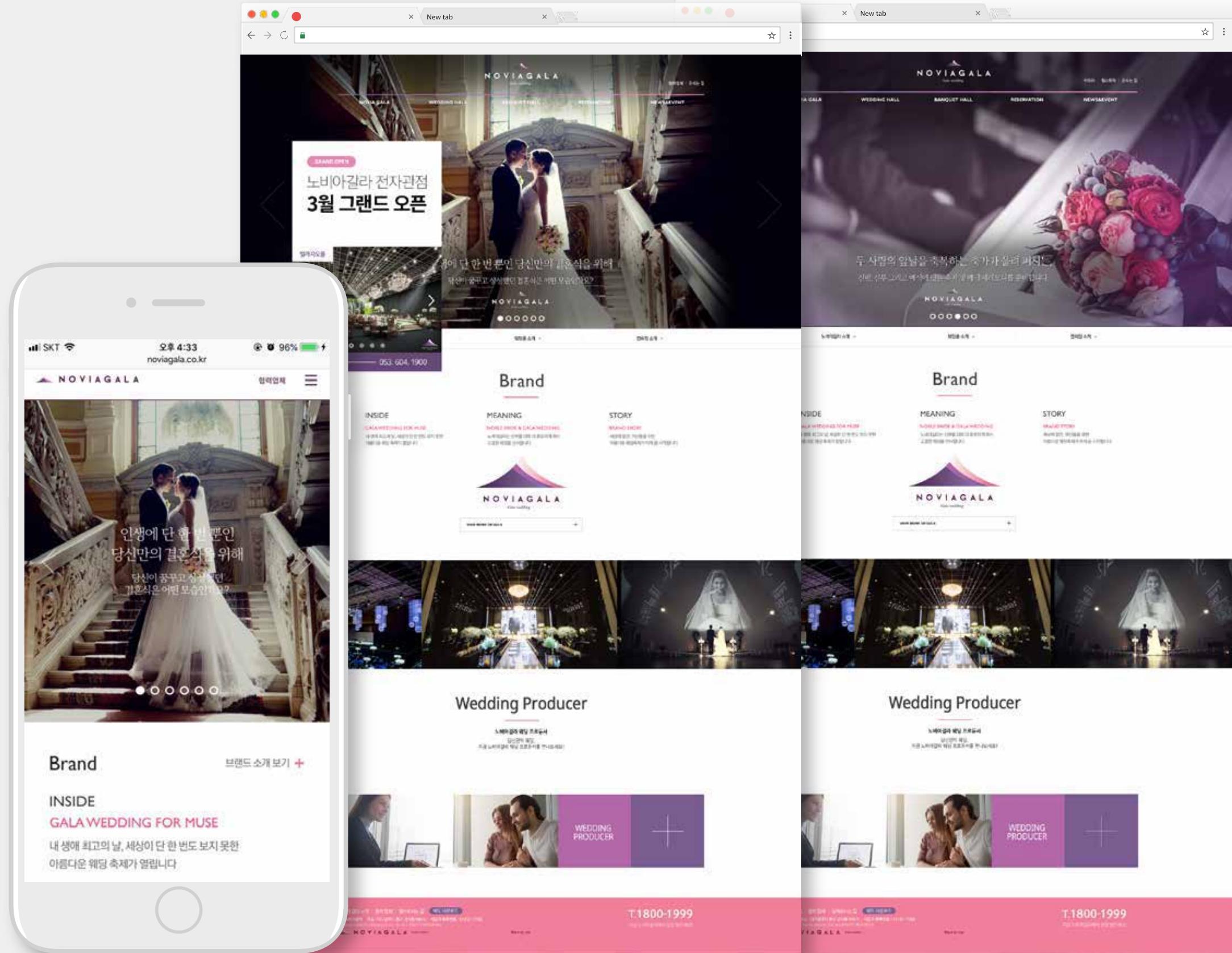
#MOBILE



WEB DESIGN
→

#OUTPUT

All PAGE



Desktop

Design

Mobile

EVENT PAGE
→

02

HP/MP

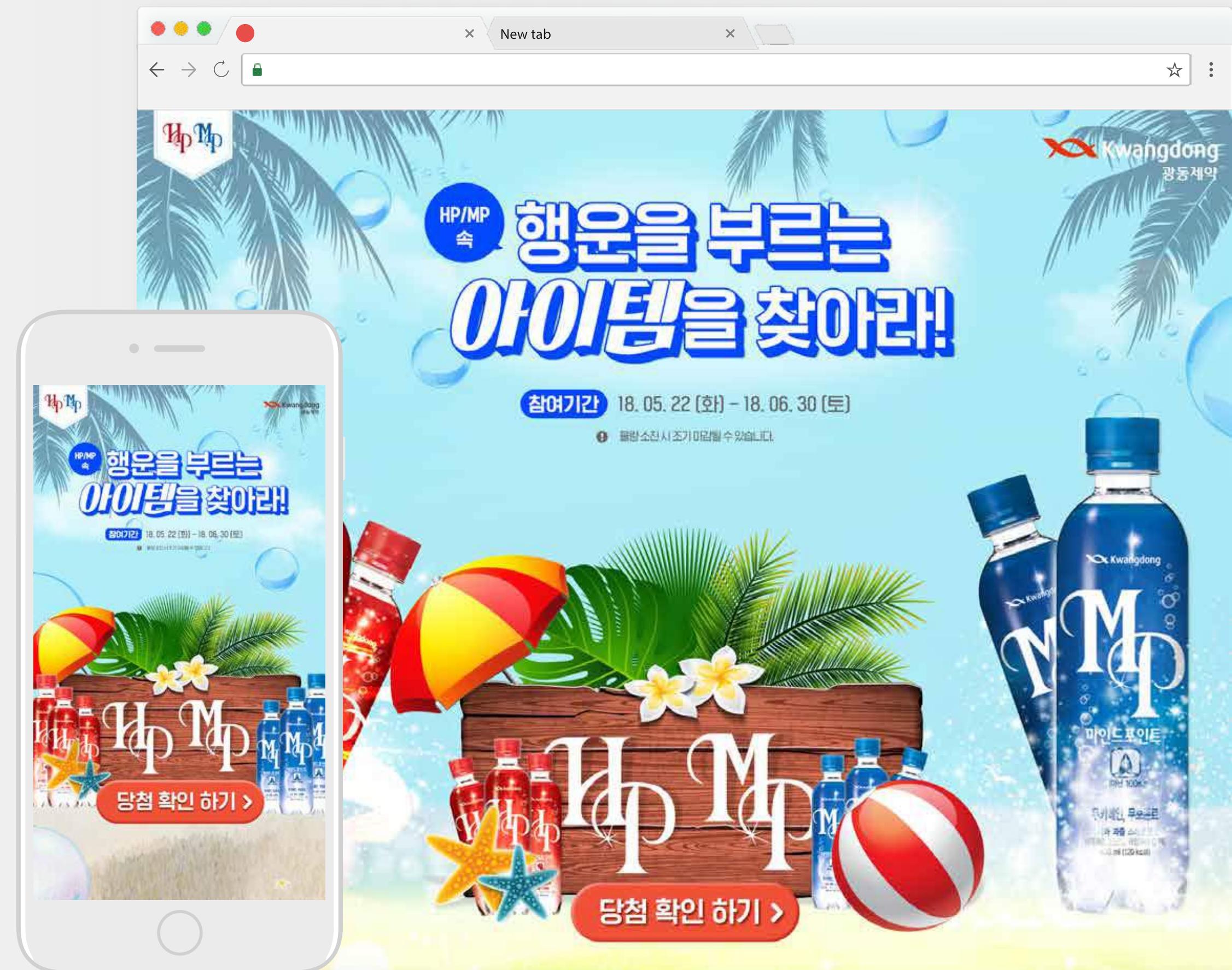
Output

Kwandong_Hp/Mp Drink

Project : Time Project

0% 100%

(Designer : 2 , Publisher: 1)

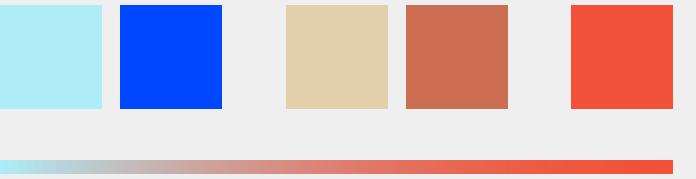


This is the Kwandong Beverage Event Page Project.

#AS IT



#COLORS



#WEBSITE USERGROUP

To visually represent the image of Kwangdong Pharmaceutical Hp/Mp, define the tone and manners of the design as follows. Using images reminiscent of Hp and MP's power in the game, vivid graphics and a cool feeling that symbolizes summer. I organized the site, and I wanted to express my style with a design of a free and bright atmosphere considering the younger generation, the main target group.



#TYPE

KOREA TYPE

-

HG GOTHICSSI 40g
HG GOTHICSSI 80g

NOTO SANS CJK KR R

- ✓ Drinkable Design
- ✓ Design to match the summer at the start of the event
- ✓ PC Mobile Optimization

EVENT PAGE
→

#WIREFRAME /OUTPUT



WIREFRAME

#WEB



#MOBILE



EVENT PAGE
→

#OUTPUT

EVENT PAGE

Kwangdong
광동제약

로그인 | 회원가입 | 윤리경영 | 인재채용 | 고객센터 | KOR ▾

광동제약 | 제품소개 | 홍보센터

HP / MP 마시고 행운의 아이템을 받자!

IP / MP 마시고 행운의 아이템을 받자!

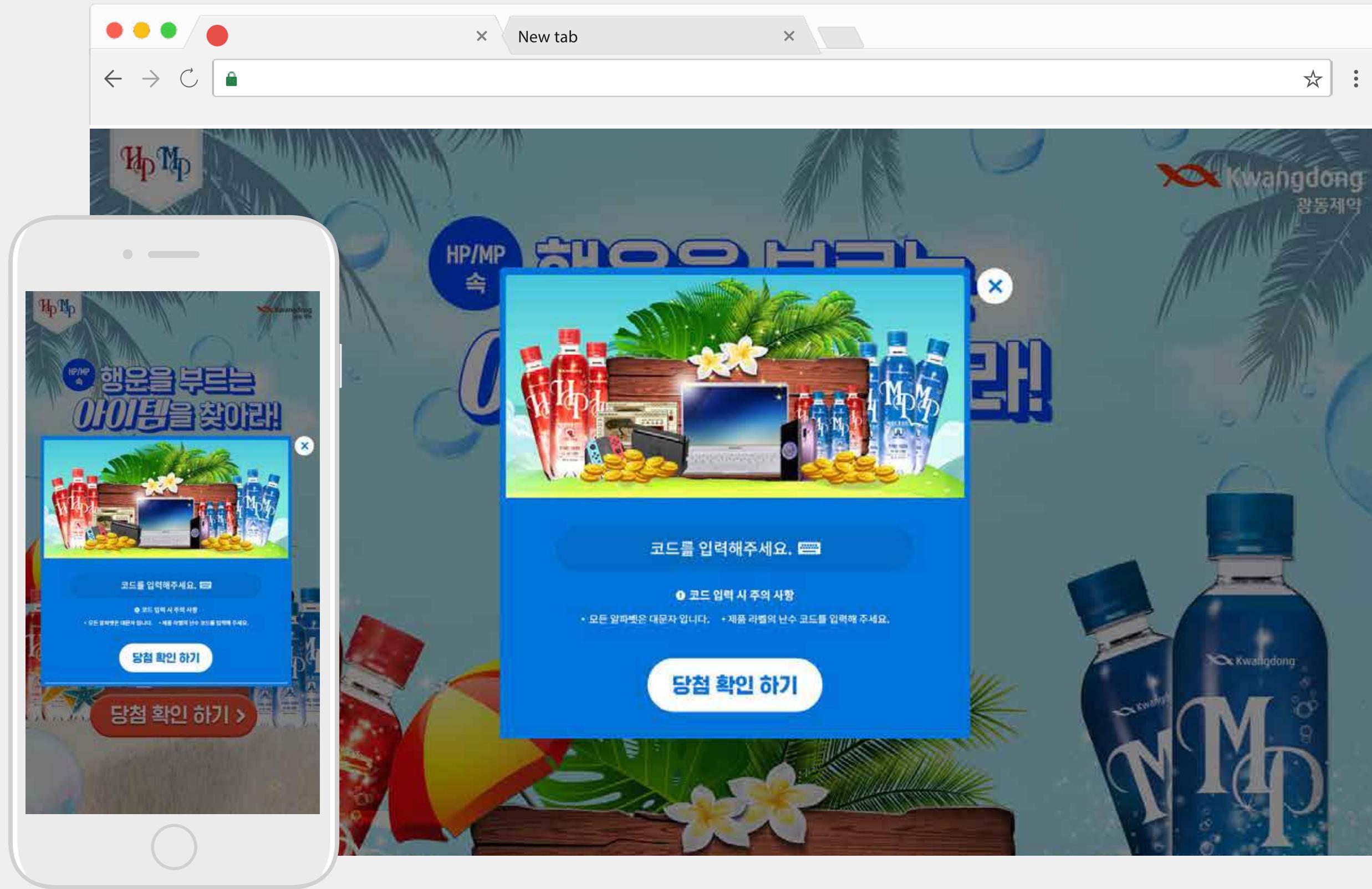
추천제품

일반유통 브랜드 | 일반의약 브랜드 | 건강기능식품 & 뷰티브랜드

Desktop | Design | Mobile | EVENT PAGE →

#OUTPUT

POP_UP PAGE



Desktop

Design

Mobile

WEB MOBIE
→

03

HUFS

Output

Hankuk University of
Foreign Studies_Moblie PC

Project : Time Project

0% 100%

(Designer : 1 , Publisher: 1)



It is a mentoring project of Hankuk University of Foreign Studies.

WEB MOBLIE
→

#AS IT



#COLORS

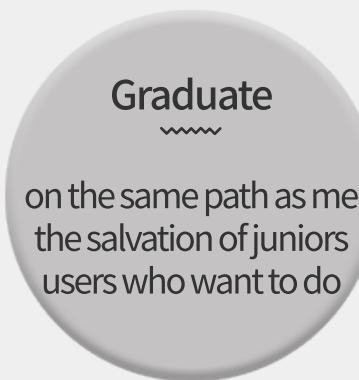
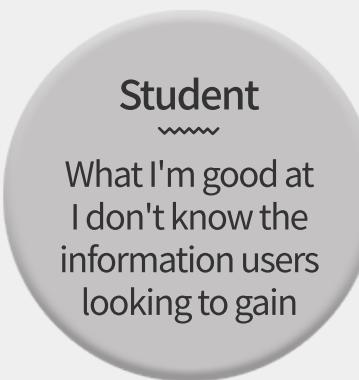


#WEBSITE USERGROUP

Find out who the main users of the Hankuk University of Foreign Studies website are.

We've divided the target group into three major groups.

And I wanted to design a website considering the convenience and accessibility of the target audience.



#TYPE

KOREA TYPE

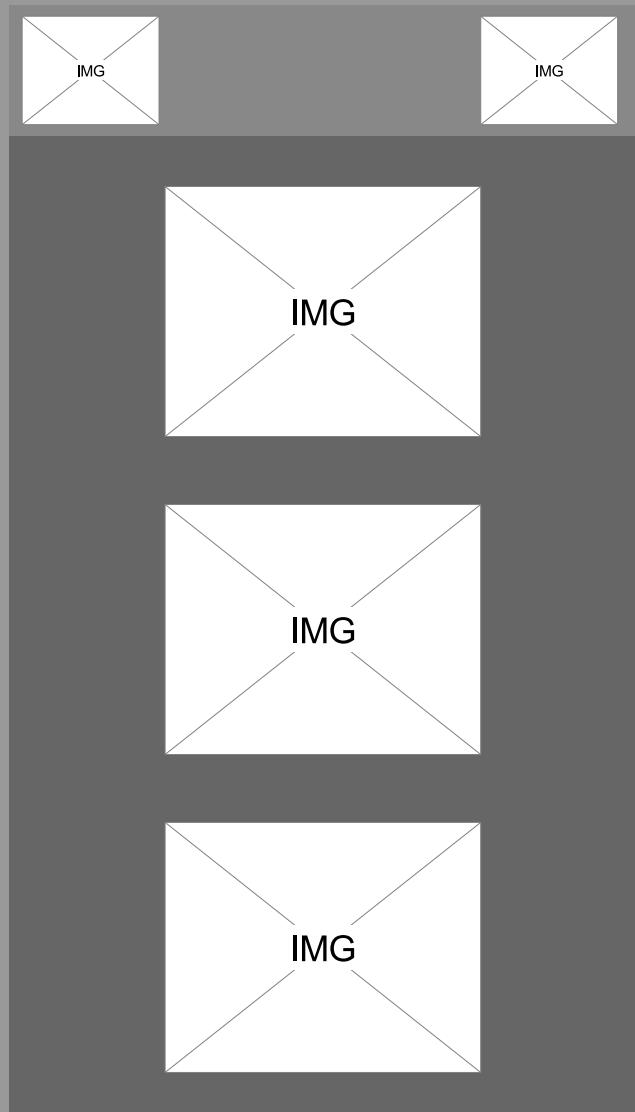
-

NOTO SANS CJK KR LIGHT

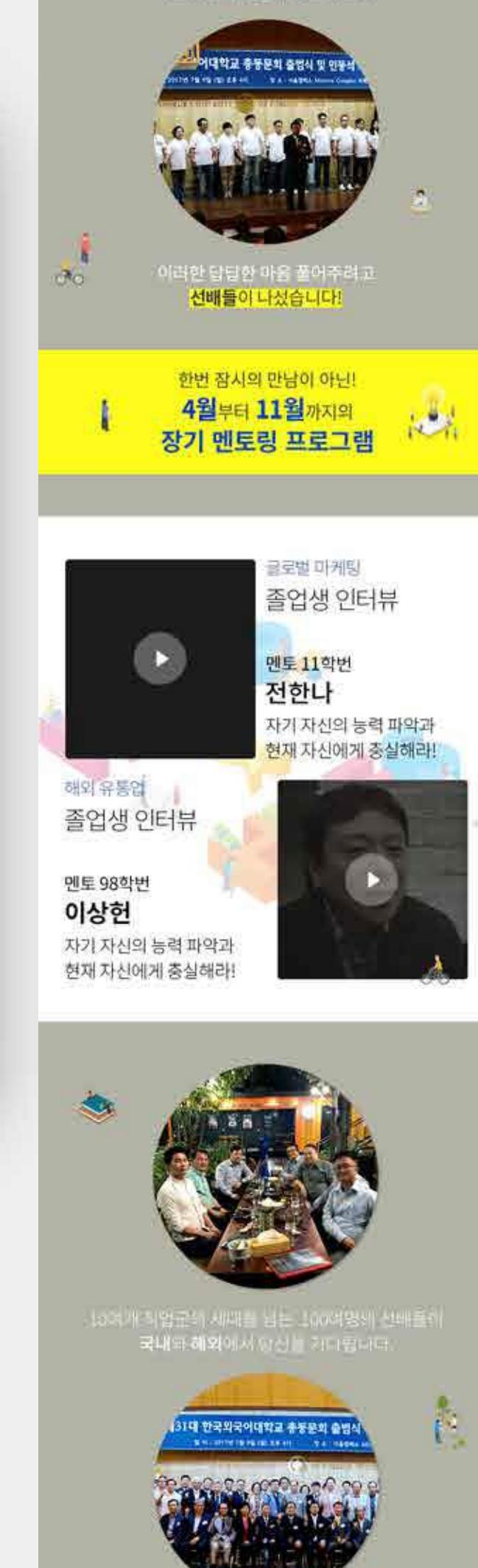
NOTO SANS CJK KR BOLD

- ✓ The solution of a problem
- ✓ School's main color and refined design
- ✓ PC Mobile Optimization

#WIREFRAME



WIREFRAME



#OUTPUT

MAIN PAGE

It is a mentoring program hosted by the alumni association of Hankuk University of Foreign Studies.

I chose the color of the existing poster as the main color and wanted to convey it in a familiar way by using the graphic source in the poster.

The image shows a desktop browser window and a smartphone displaying the same website. The desktop view includes the HUFSxHUFS logo at the top, followed by the text "세대와 지역을 넘는" and "멘토링". Below this is a large graphic featuring stylized letters (H, U, F, S) in various colors (purple, blue, yellow, pink, green, orange) with small figures interacting with them. The smartphone view shows the same layout but with a smaller desktop header and a larger circular inset at the bottom left showing a person sitting alone, with the Korean text "좋아하는 것을 찾으라는데 빌 좋아하는지를 모르겠어요..." (In the search for what I like, I don't know what I like...) at the bottom.

Desktop

Design

Mobile

RESPONSIVE WEB
→

04

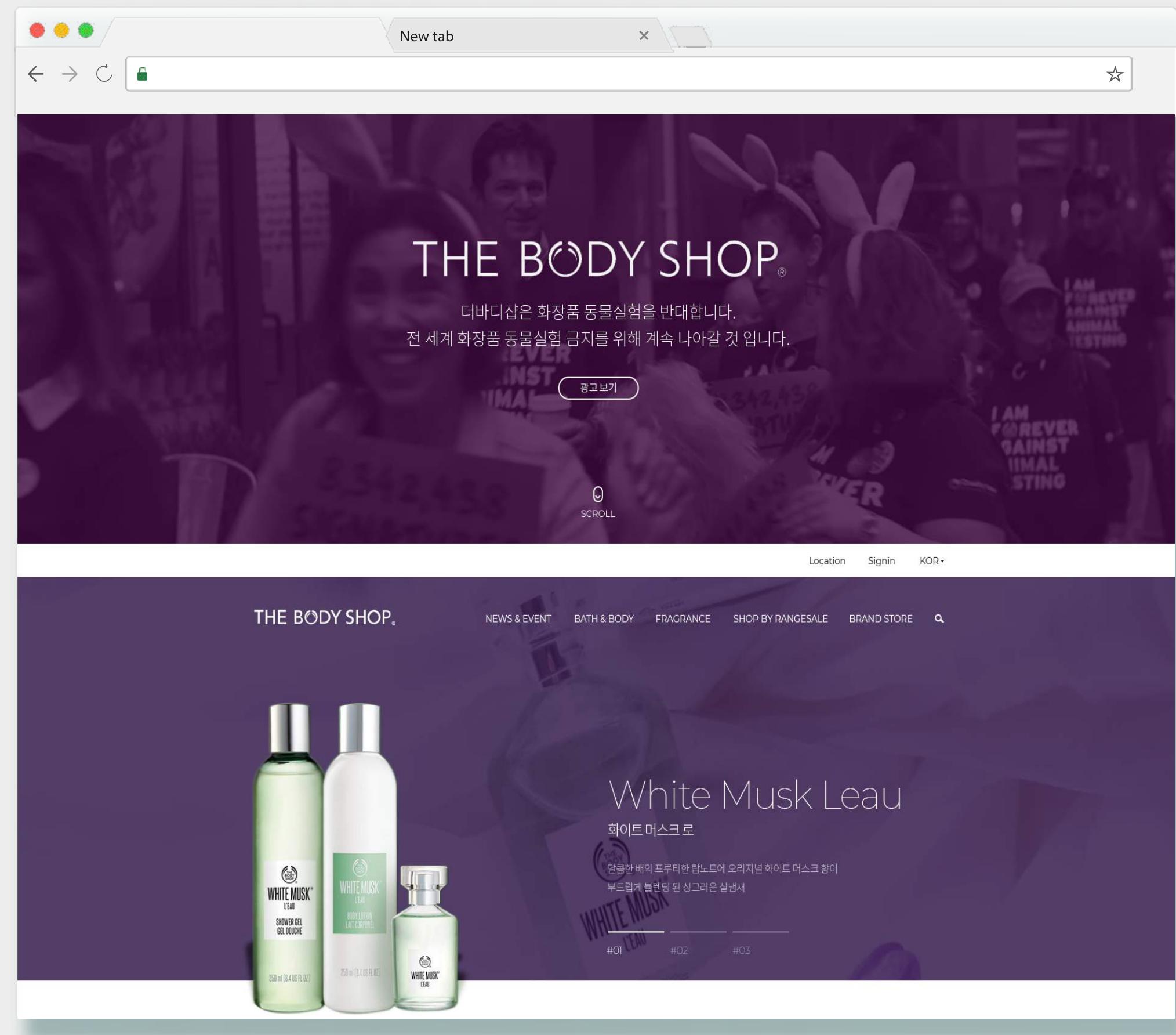
THE BODY SHOP

Output

The Body Shop's homepage renewal

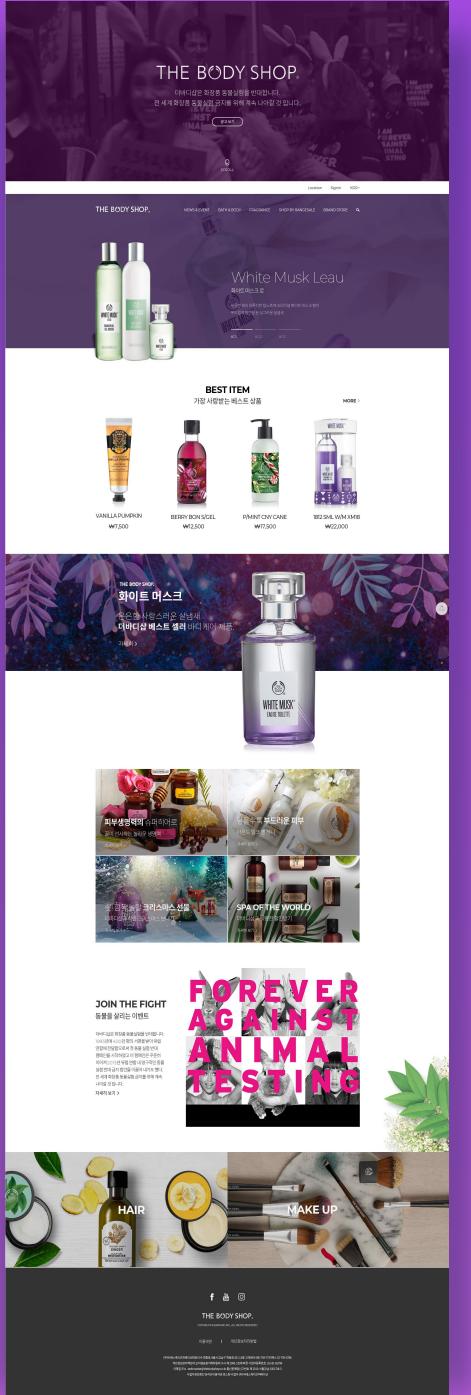
Project : Time Project

0% 100%

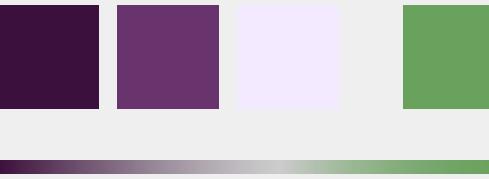


This is The Body Shop's homepage renewal & detailed page.

#AS IT



#COLORS



#WEBSITE USERGROUP

I LIKE THE BRITISH BRAND "THE BODY SHOP." SO WHEN I WAS IN KOREA, THE BODYSHOP'S WEBSITE IS MY FAVORITE WHITE MUST.
anti-animal cosmetics
I MADE IT INTO A TOPIC. THE BODY SHOP IS A COMPANY THAT DOES NOT EXPERIMENT WITH ANIMALS. SO I WAS INTERESTED IN IT FOR THE FIRST TIME, AND I LIKED THE SCENT OF WHITE MUSTARD FOR 10 YEARS.
I'M USING THIS PRODUCT. THE TARGET IS THE PERSON WHO USES THE BODY SHOP PRODUCT, WHO USES THE WHITE MUSTARD.



#TYPE

KOREA TYPE

-
Noto Sans Regular

Noto Sans Black

NOTO SANS CJK KR R

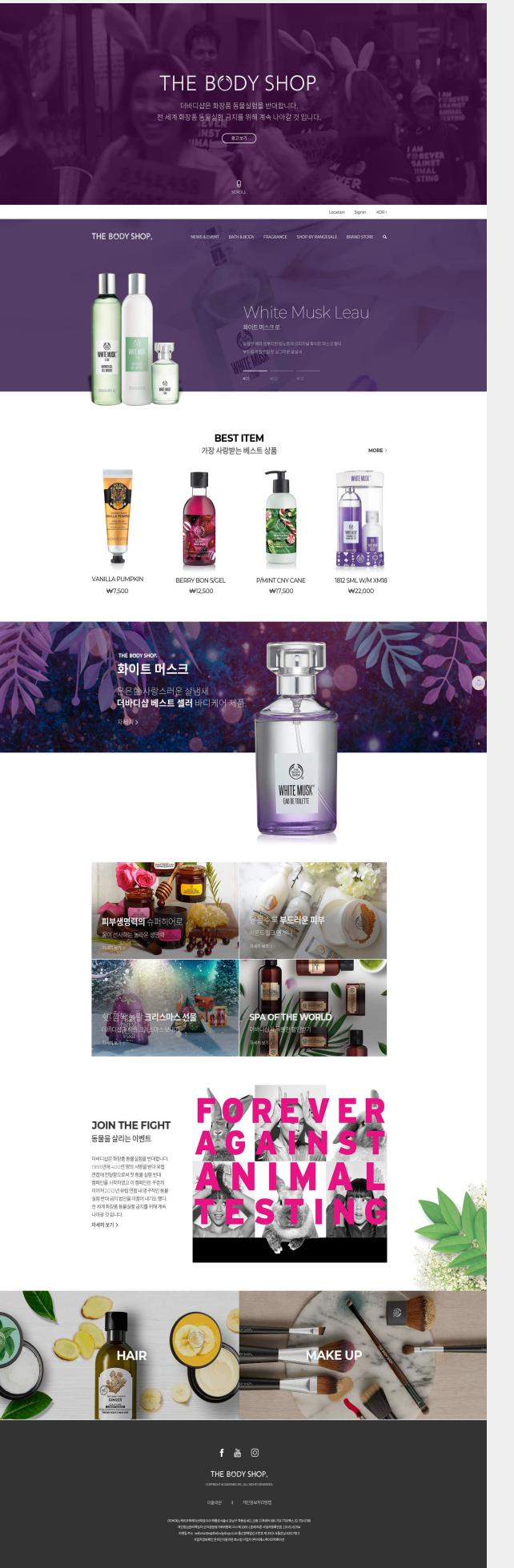
WEB PAGE
→

- ✓ Renewal Design
- ✓ A consistently beloved white musk product
- ✓ PC Mobile Optimization

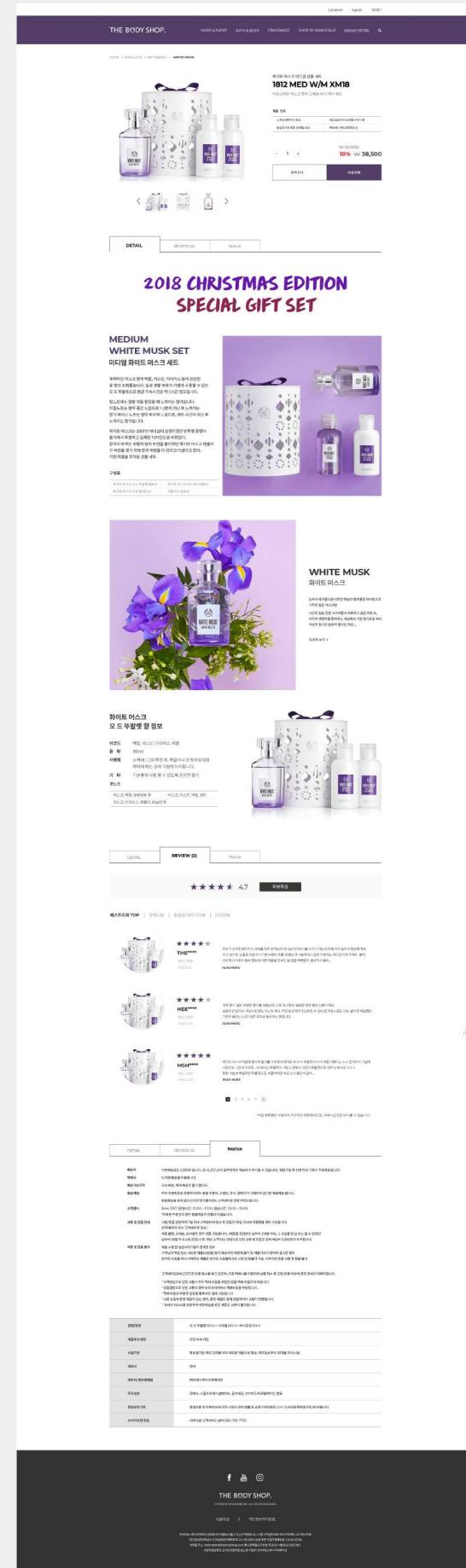
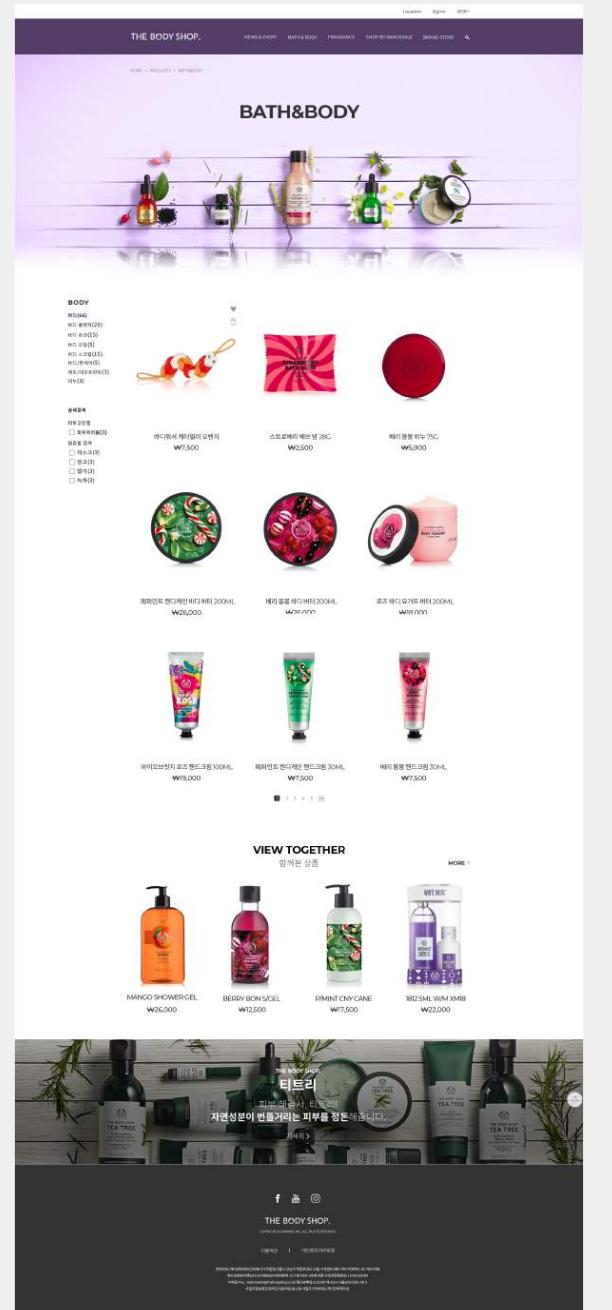
#OUTPUT

~~~~~

## APP ALL



Desktop  
Design

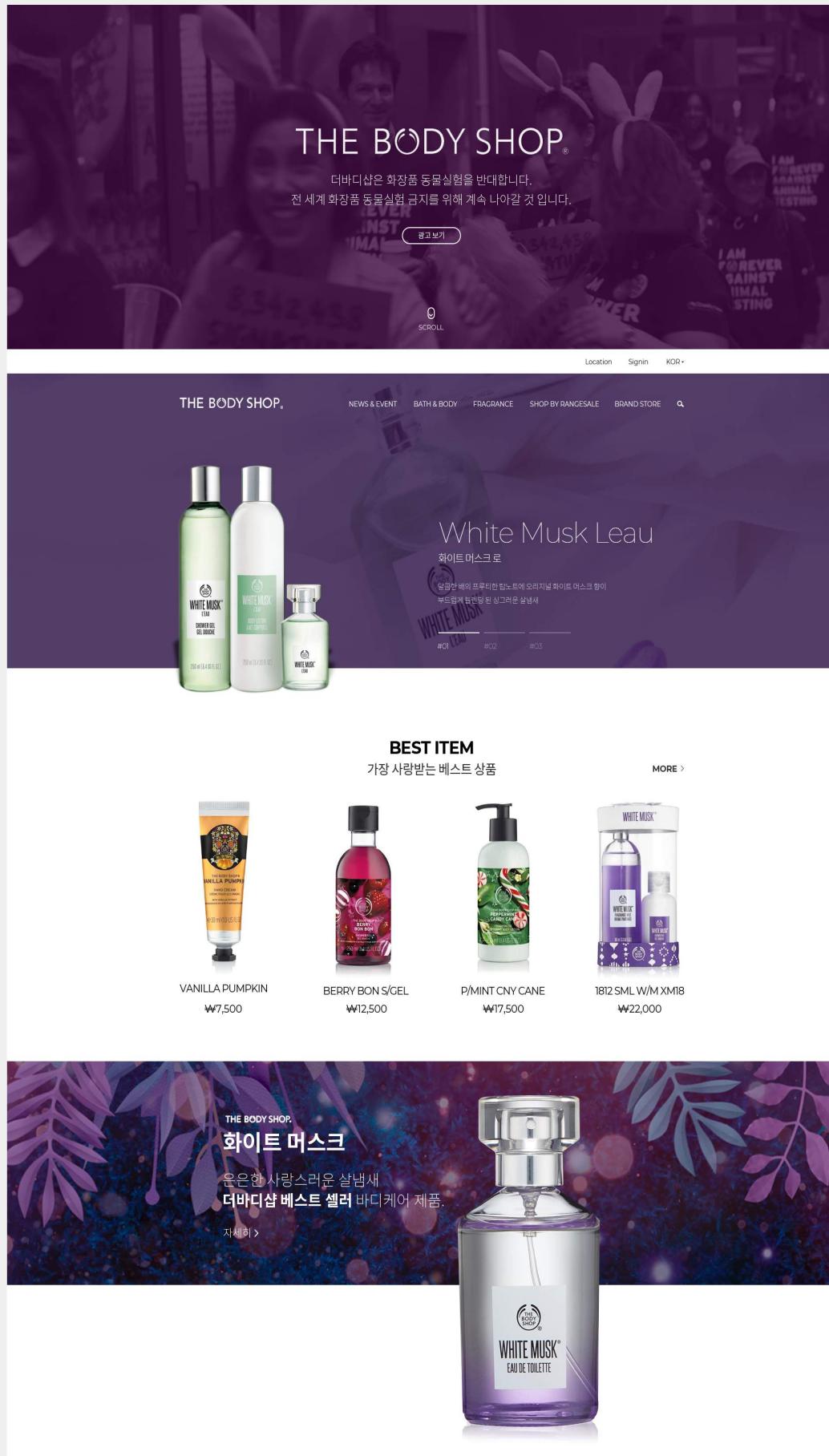


WEB PAGE  
→

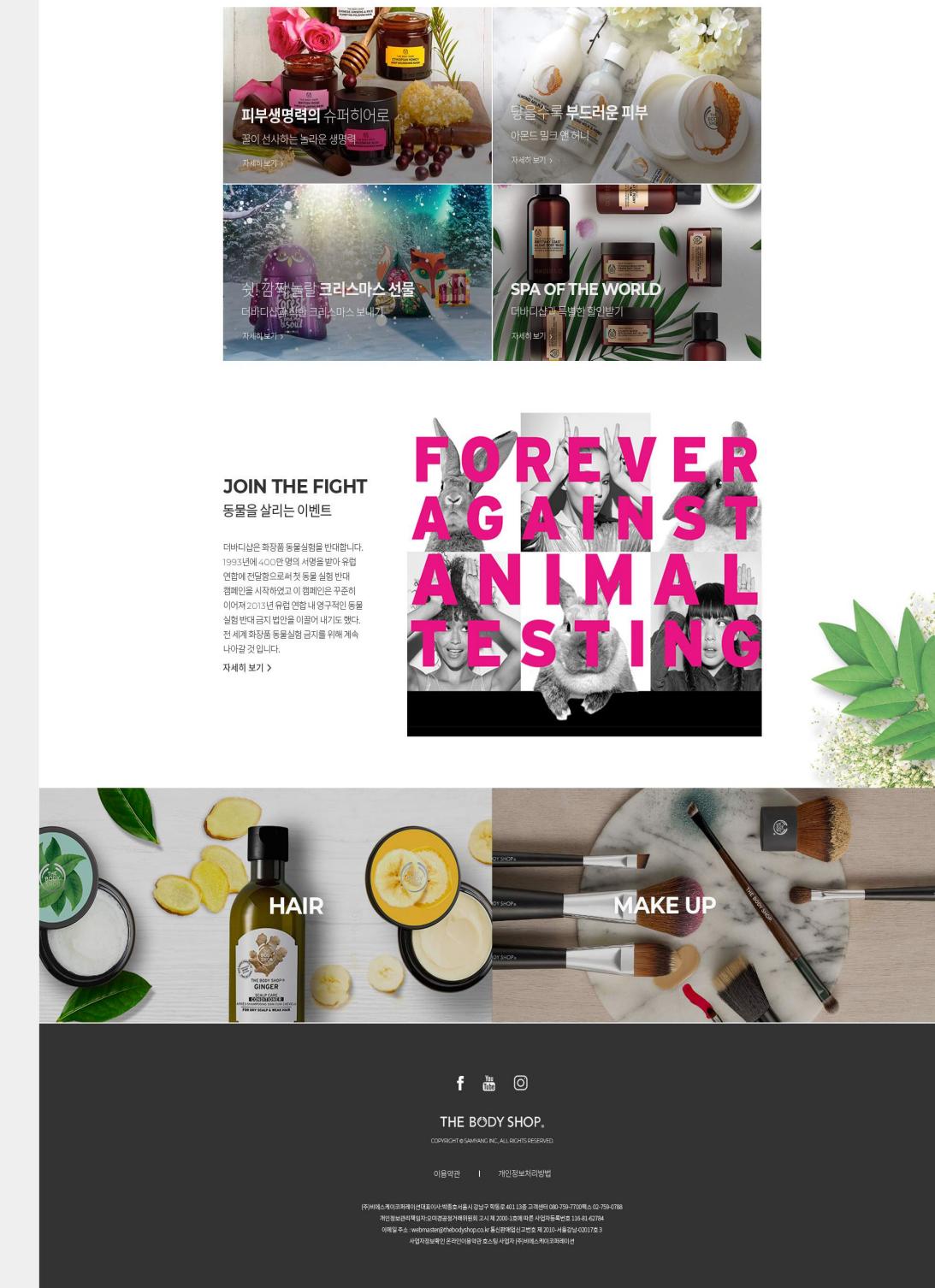
# #OUTPUT

~~~~~

MAIN PAGE



The screenshot shows the main page of The Body Shop's website. At the top, there is a banner featuring a group of people wearing bunny ears, with the text "THE BODY SHOP" and "더바디샵은 화장품 동물실험을 반대합니다. 전 세계 화장품 동물실험 금지를 위해 계속 나아갈 것입니다." Below the banner, there is a navigation bar with links for Location, Signin, KOR+, NEWS & EVENT, BATH & BODY, FRAGRANCE, SHOP BY RANGE SALE, BRAND STORE, and a search icon. The main content area features a product highlight for "White Musk Leau" with three bottles of the product. Below this, there is a section titled "BEST ITEM" showing four products: VANILLA PUMPKIN, BERRY BON S/GEL, P/MINT CNY CANE, and 1812 SML W/M XM18. At the bottom, there is a large image of a "White Musk" perfume bottle with a purple gradient background and tropical leaves.



The side content includes several promotional banners: "피부생명력의 수퍼히어로" (Superhero for Skin), "통을수록 부드러운 피부" (Smooth skin from head to toe), "쉿! 깜짝 놀랄 크리스마스 선물" (Surprise Christmas gifts), and "SPA OF THE WORLD" (Spas around the world). Below these is a large "JOIN THE FIGHT" banner with the text "동물을 살리는 이벤트" (Event to save animals) and a subtext about the company's history of opposing animal testing since 1993. The footer contains social media icons for Facebook, YouTube, and Instagram, followed by copyright information: "THE BODY SHOP. COPYRIGHT © SAMYANG INC. ALL RIGHTS RESERVED." and a small note about animal testing.

#OUTPUT

~~~~~

MAIN PAGE



Desktop  
Design

WEB PAGE  
→

# #OUTPUT

~~~~~

DETAIL PAGE

The screenshot shows a product detail page for 'BATH & BODY' on The Body Shop website. The top navigation bar includes links for 'HOME', 'SIGN IN', 'NEWS & EVENT', 'BATH & BODY', 'FRAGRANCE', 'SHOP BY RANGE/SALE', 'HAND CARE', and a search icon. The main heading 'BATH & BODY' is centered above a grid of various products. On the left, there are filters for 'BODY' (80 items) and 'FRAGRANCE' (15 items). The central grid displays several products with their names and prices in Korean won:

- Top row: Bath Bomb (W7,500), Body Butter (W25,000), Body Butter (W5,900)
- Middle row: Hand Cream (W26,000), Hand Cream (W25,000), Hand Cream (W15,000)
- Bottom row: Hand Cream (W7,500), Hand Cream (W7,500), Hand Cream (W7,500)

Below the grid, a section titled 'VIEW TOGETHER' shows four products: MANGO SHOWER GEL (W26,000), BERRY BON SHOWER GEL (W12,500), PEPPERMINT CNY CANE (W7,500), and WATERRA (W22,000). The bottom of the page features a banner for 'TEA TREE' products and social media icons for Facebook, YouTube, and Instagram.

Desktop
Design

WEB PAGE
→

#OUTPUT

~~~~~

## MAIN PAGE



# #OUTPUT

1

## PRODUCT PAGE

THE BODY SHOP.

HOME > PRODUCTS > BATH & BODY > WHITE MUSK

NEWS & EVENT BATH & BODY FRAGRANCE SHOP BY RANGE SALE BRAND STORE

Location Signin KDDI

화이트 마스크 미디엄 선물 세트  
1812 MED W/M XM18

미싱스러운 마스크 향과 스페셜 데비 케이 세트

제품 정보

|                |               |
|----------------|---------------|
| 소개 및 배송/교환/반품  | 제조일로부터 6개월 사용 |
| 발송일기준 최대 6개월이나 | 마우스카프로페미션     |

₩ 50,500  
**10% ₩ 38,500**

장바구니  
비회원 구매

DETAIL REVIEW (0) Notice

## 2018 CHRISTMAS EDITION SPECIAL GIFT SET

### MEDIUM WHITE MUSK SET

미디엄 화이트 마스크 세트

매력적인 마스크 향과 백그리드, 자소민, 아이리스 등의 은은한  
꽃 향이 조화롭습니다. 일상 생활 속에서 기분과 사용할 수 있는  
오드 퍼퓸으로 청운 차속시간은 약 5시간 정도입니다.

맑고 투명하고 깊숙한 디자인으로 뛰어난  
미끈한 풍경을 느끼는 창의 공간 노동으로 그들이 저지른 후 느끼는  
향기 배리에스 노르는 향과 마지막 느낌으로, 여러 시간에 저자 후  
느끼지는 할 것입니다.

화이트 마스크는 2007년 바다의 삼창이었던 반려용 풍향이  
용기에서 두명하고 깊숙한 디자인으로 뛰어난 품질입니다.  
알마지 바뀌는 바람에 편히 바꿀 수 있어야 한다는 화이트 마스크 팬들이  
구 버전을 찾기 위해 전국 매장을 다 찾았고 다녔다고 한다.  
이런 제품을 모아둔 선물 세트.

구성품

|                      |                   |
|----------------------|-------------------|
| 화이트 마스크 드로스 투명병 50ml | 화이트 마스크 바디 솝 60ml |
| 화이트 마스크 솔리드 40ml     | 선물 브로즈 60ml       |

### WHITE MUSK 화이트 마스크

날부서 게이트다운 마흔은 옛날의 향수처럼 보여집으로  
기록한 절은 마스크

시민에게 임금 유품 고대석합과 어우르고 싶은 마음 속,  
차곡차곡 생활력을 풍기우는 새에게서 가장 향기로운 보리  
미세 향도 날마다 향기로운...

자세히 보기 >

화이트 마스크  
오드 뚜왈렛 향 정조

이코드 네일, 자소민, 아이리스, 케리  
용량 30ml  
사용법 솔리드 1회 부린 후, 목덜미나 귀 모모를 차갑  
여기에서 위는 꽃이 가볍게 터치됩니다.

기타 기본 품격 사용할 수 있도록 은은한 향기

화이트 마스크 미디엄 선물 세트  
1812 MED W/M XM18

미싱스러운 마스크 향과 스페셜 데비 케이 세트

제품 정보

|                |               |
|----------------|---------------|
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| 발송일기준 최대 6개월이나 | 마우스카프로페미션     |

₩ 50,500  
**10% ₩ 38,500**

장바구니  
비회원 구매

DETAIL REVIEW (0) Notice

## 2018 CHRISTMAS EDITION SPECIAL GIFT SET

### MEDIUM WHITE MUSK SET

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꽃 향이 조화롭습니다. 일상 생활 속에서 기분과 사용할 수 있는  
오드 퍼퓸으로 청운 차속시간은 약 5시간 정도입니다.

맑고 투명하고 깊숙한 디자인으로 뛰어난  
미끈한 풍경을 느끼는 창의 공간 노동으로 그들이 저지른 후 느끼는  
향기 배리에스 노르는 향과 마지막 느낌으로, 여러 시간에 저자 후  
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용기에서 두명하고 깊숙한 디자인으로 뛰어난 품질입니다.  
알마지 바뀌는 바람에 편히 바꿀 수 있어야 한다는 화이트 마스크 팬들이  
구 버전을 찾기 위해 전국 매장을 다 찾았고 다녔다고 한다.  
이런 제품을 모아둔 선물 세트.

구성품

|                      |                   |
|----------------------|-------------------|
| 화이트 마스크 드로스 투명병 50ml | 화이트 마스크 바디 솝 60ml |
| 화이트 마스크 솔리드 40ml     | 선물 브로즈 60ml       |

### WHITE MUSK 화이트 마스크

날부서 게이트다운 마흔은 옛날의 향수처럼 보여집으로  
기록한 절은 마스크

시민에게 임금 유품 고대석합과 어우르고 싶은 마음 속,  
차곡차곡 생활력을 풍기우는 새에게서 가장 향기로운 보리  
미세 향도 날마다 향기로운...

자세히 보기 >

화이트 마스크  
오드 뚜왈렛 향 정조

이코드 네일, 자소민, 아이리스, 케리  
용량 30ml  
사용법 솔리드 1회 부린 후, 목덜미나 귀 모모를 차갑  
여기에서 위는 꽃이 가볍게 터치됩니다.

기타 기본 품격 사용할 수 있도록 은은한 향기

화이트 마스크 미디엄 선물 세트  
1812 MED W/M XM18

미싱스러운 마스크 향과 스페셜 데비 케이 세트

제품 정보

|                |               |
|----------------|---------------|
| 소개 및 배송/교환/반품  | 제조일로부터 6개월 사용 |
| 발송일기준 최대 6개월이나 | 마우스카프로페미션     |

₩ 50,500  
**10% ₩ 38,500**

장바구니  
비회원 구매

DETAIL REVIEW (0) Notice

The screenshot shows a product review page for 'THE BODY SHOP' on their website. At the top, there's a navigation bar with 'DETAIL', 'REVIEW (2)', and 'Notice'. Below the navigation is a large product image of a purple jar of cream. The main content area features a review summary with a 4.7 rating and 2 reviews. Each review includes a star rating, the reviewer's name, the date, and a 'READ MORE' link. The reviews are as follows:

- HEE\*\*\*\*** (09/13/14) - ★★★★☆  
최근에 친구한테 만화에서 사용해 봐서 좋아하는 라인디자인 제품을 끄고 나서는 호주에 자지 않아서 몇번이나 예쁘고 맛있는 선물로 버전 디자인 제품은 저번에는 서번트의 시리즈로 저번에는 퍼시픽 퍼퓸 제품이 좋아요...  
[READ MORE](#)
- MSH\*\*\*\*** (09/13/14) - ★★★★★  
처음 몇주 많은 부작용 양수를 세워는데 그 중 최고예요! 남달랐던 양은 물론 간들이 하나요. 남달라진 말이죠. 여성스런 디자인도 예쁘고, 액간 풍성하네요! 단점은 그간 충족도가 낮고, 달다면 예쁘겠단 기분이 들리는 느낌! 다른 최고로 좋아하는 품입니다.  
[READ MORE](#)

Below the reviews, there's a section for 'Notice' containing a message from THE BODY SHOP about product availability and usage. At the bottom, there's a footer with social media links (Facebook, YouTube, Instagram), a 'THE BODY SHOP' logo, and a copyright notice.

# Desktop Design

## WEB PAGE

# 05

## Denmark Milk

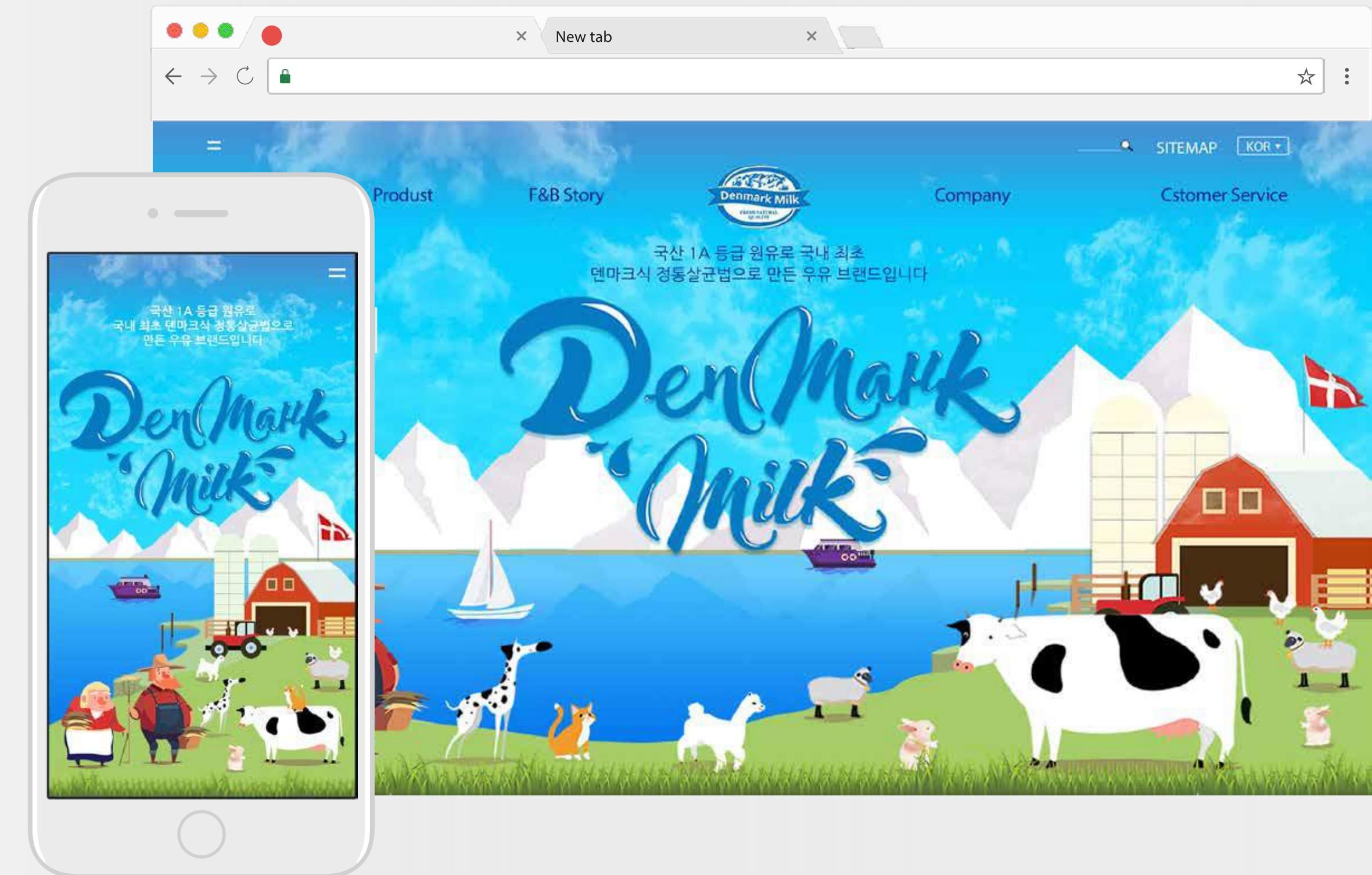
Output

Renwal Web

Project : Personal Project

0%

100%

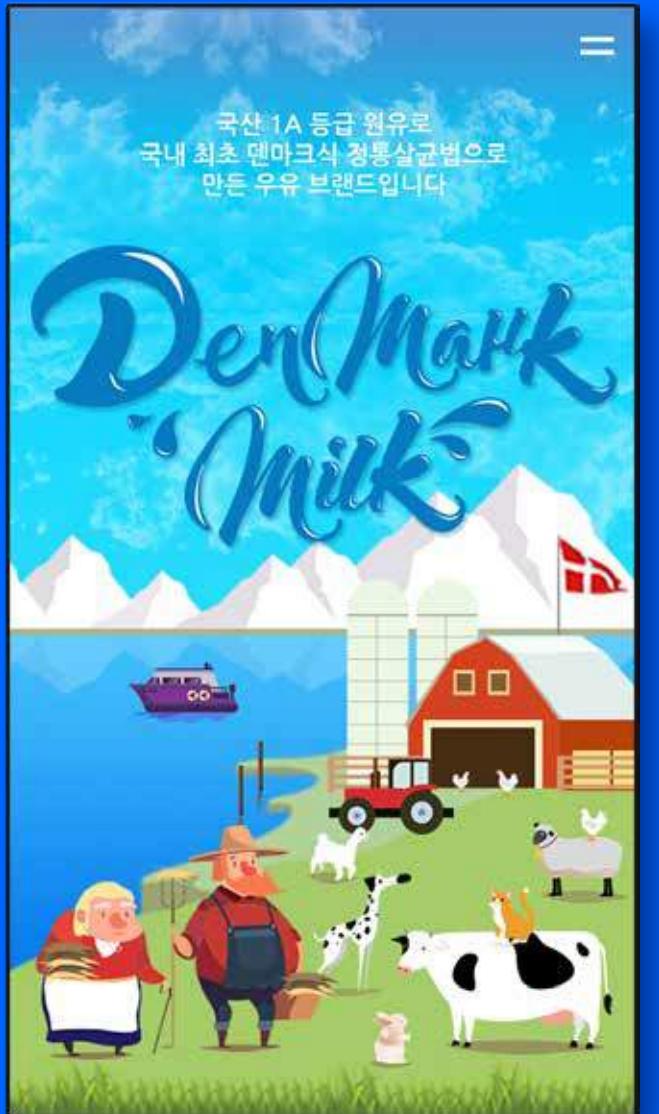


I re-designed it by applying illustration to maximize my strengths.

RESPONSIVE WEB



## #AS IT



## #COLORS



## #INSPIRATION



## #TYPE

### ENGLISH TYPE

-  
MYRIAD WEB PRO

MYRIAD WEB PRO BOLD

### KOREA TYPE

-  
NANUM GOTHIC

NANUM GOTHIC BOLD

NANUM GOTHIC EXTRA BOLD

## #GRAPHIC



- ✓ Denmark, the nature of milk.
- ✓ Smooth and suave design.
- ✓ Web, mobile optimization.

## #WIREFRAME /OUTPUT



## #WEB



## #MOBILE



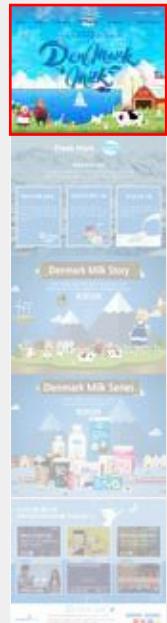
WIREFRAME

RESPONSIVE WEB  
→

# #OUTPUT

## DENMARK MILK Web & Mobile VER.

Main page of Danish milk.  
The Danish landscape was inspired  
by a pure and clear atmosphere for  
consumers.  
It was made and emphasized the  
cleanness of the product by holding  
the sky and river wide.



A screenshot of a web browser window showing the Denmark Milk website side-by-side with a mobile phone displaying the mobile version of the same site. Both versions feature a vibrant blue and white color scheme. The background of the website and mobile app shows a stylized illustration of a Danish landscape with a red barn, a windmill, a boat on the water, and various farm animals like cows, sheep, and a giraffe. The Denmark Milk logo is prominently displayed in large blue script letters. The mobile phone screen also shows a smaller version of the same landscape and logo. The top of the browser window shows standard navigation controls like back, forward, and search, along with tabs for 'New tab' and a star icon.

Main of a Product

RESPONSIVE WEB  
→

# #OUTPUT

## DENMARK MILK Web & Mobile VER.

Showing company introduction and story It's.

On the philosophy page of the product, the rest of the graphic elements were drawn by themselves, except for the background and the product picture.

The "Listen to the Story" page was created to take a step closer to consumers in a friendly and soft fairy tale style.



Company Introduction / Story Page

RESPONSIVE WEB  
→

# #OUTPUT

## DENMARK MILK Web & Mobile VER.

Scroll through the story introduction page to the product introduction page. on the story page. If you've shown us the whole country of Denmark, the introduction page has expanded it from country to village, showing it in detail..

The SNS page is produced in an atmosphere where night and milk seem to flow down, meaning potential company development..

FOOTER is designed to give purity and freshness by adding characters, logos, and grass.



RESPONSIVE WEB  
→

Product Introduction / SNS / FOOTER

# #OUTPUT

## DENMARK MILK Web & Mobile VER.

The page that links to the series page.  
We combined the atmosphere of a high-consumption web site with a bright feeling in spring, a feeling that winter has passed and spring has come to an end, and a feeling that consumers are buying more from cold winter to warm spring.

Consumers' needs are health, referring to an article that says they lose immunity during the change of seasons. I made a product page for my health because I thought so.  
All the pages were hand-drawn and hand-drawn.



봄 향기를 닮은 드링크

사랑한다면 상큼한 요거트 처럼

핑크빛 봄향기를 전하는 덴마크 드링크 요거트와 함께 섬타자

Denmark yogurt king berry cranberry

Denmark yogurt berry flower cranberry

Denmark yogurt vanilla mango

우리 건강을 지키는 드링크

사랑한다면 면역력을 지켜주세요

봄과 함께 사랑하는 사람의 건강을 챙기고 더 사랑받자

Denmark Take A'live

DENMARK DAILY

Denmark yogurt king berry cranberry

Denmark yogurt berry flower cranberry

Denmark yogurt vanilla mango



Product Introduction 1, 2

# 06

## CITI BANK

Output

Renwal App

Project : Personal Project

0%

100%



Citibank's application is designed to help bank customers worldwide.

Integrated Commute Platform. Content for bank app users and prospective users

We planned and produced new applications that are different from existing apps.

MOBLIE DESIGN



## #AS IT

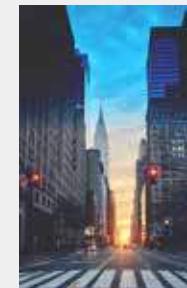


- ✓ Business-Customer Interrelationship
- ✓ Faithful and refined design
- ✓ Mobile Optimization

## #COLORS



## #INSPIRATION



## #TYPE

### ENGLISH TYPE

- MYRIAD WEB PRO

- MYRIAD WEB PRO BOLD

### KOREA TYPE

- NANUM GOTHIC

- NANUM GOTHIC BOLD

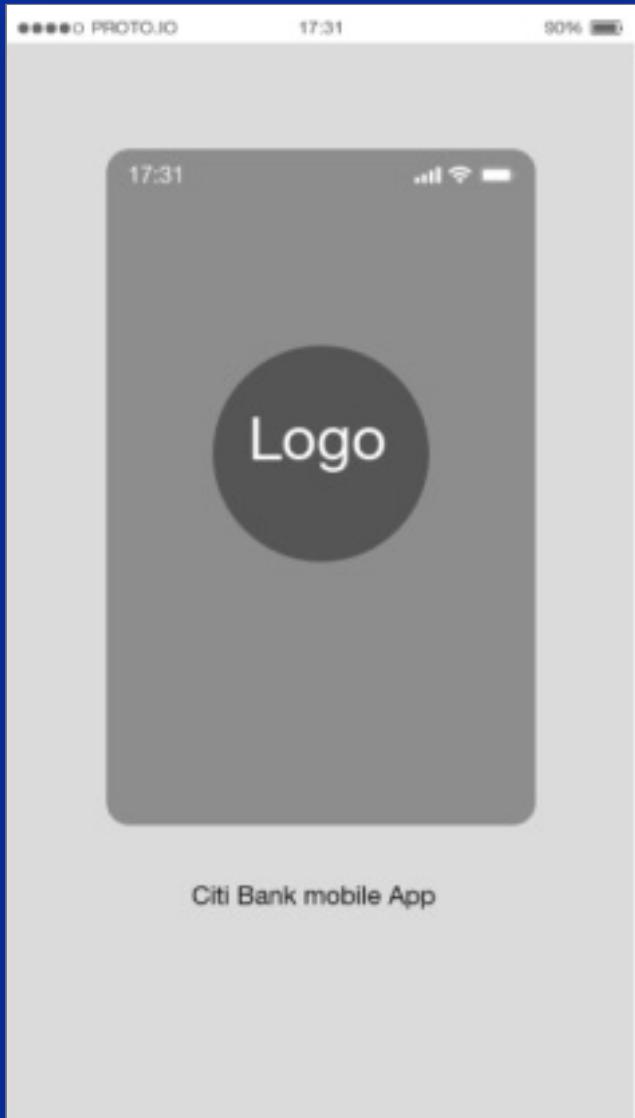
- NANUM GOTHIC EXTRA BOLD

## #GRAPHIC

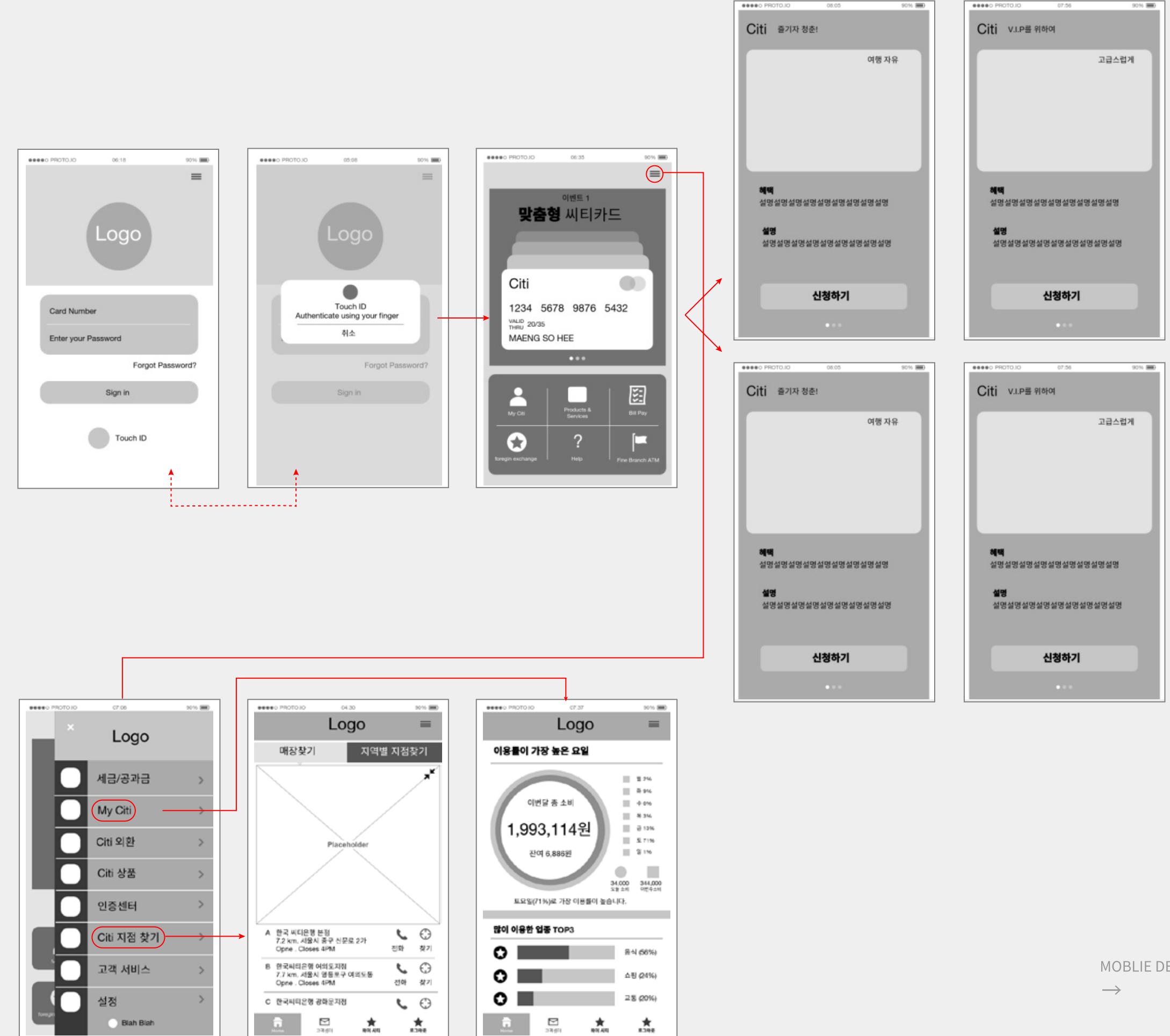


MOBLIE DESIGN  
→

# #WIREFRAME



WIREFRAME



MOBLIE DESIGN  
→

# #WIREFRAME



The wireframes illustrate the user flow from the splash screen through various stages of account creation and card selection.

- Step 1:** Initial sign-in screen with fields for 'Your Number' and 'Forgot Password?'.
- Step 2:** Sign-in screen featuring a 'Touch ID' button.
- Step 3:** Confirmation screen for Touch ID setup.
- Step 4:** Main application screen showing a banner for the 'Citi CLEAR' card, a search bar, and navigation icons.
- Step 5:** Card selection screen for 'Citi CLEAR' with promotional text about 24-hour availability and 5% cashback.
- Step 6:** Card selection screen for 'Citi REWARDS' with promotional text about travel benefits.
- Step 7:** Card selection screen for 'Citi PREMIER' with promotional text about free golf and luxury services.
- Step 8:** Main application screen showing a banner for the 'Citi PREMIER' card, a search bar, and navigation icons.
- Step 9:** Home screen with a map showing the location of the '한국씨티은행 서울센터' (Korea Citibank Seoul Center).
- Step 10:** Transaction history screen for '신문로2가' (Sinmoon-ro 2ga) with details like time (09:00 - 16:00), date (02/20-24/1777), and address (서울특별시 종로구 신문로2가 89-29).
- Step 11:** Consumption analysis screen titled '나의 소비' (My Consumption) showing a donut chart of total consumption (1,993,114 원) and a bar chart of top categories.

OUTPUT

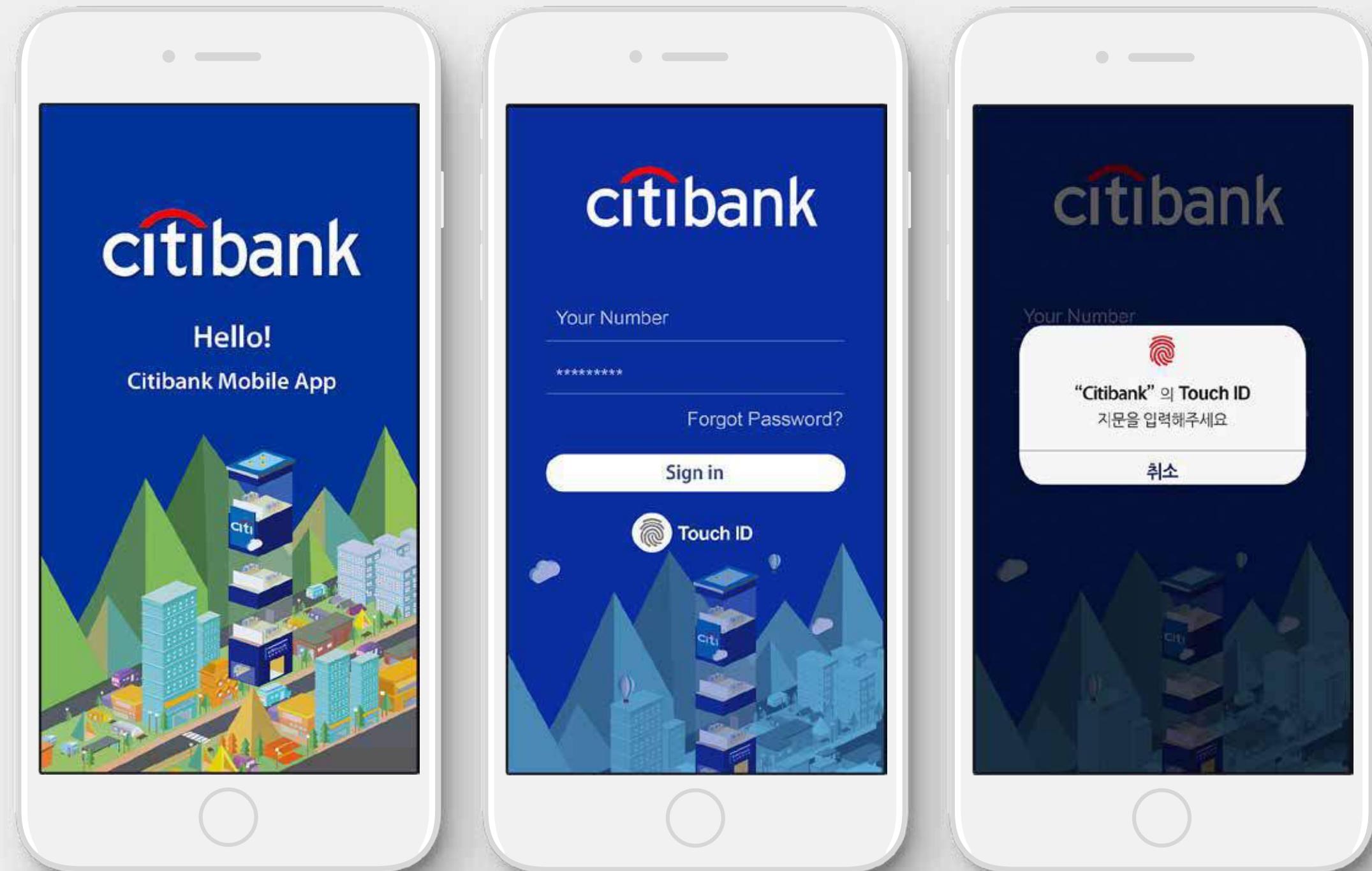
MOBLIE DESIGN  
→

# #OUTPUT

## SPLASH & LOGIN PAGE

By putting the Citibank logo and city-like graphic style in the background, we wanted to deliver a strong corporate image while loading.

The login page is a fingerprint login screen for general methods and user convenience, and we wanted to deliver Citibank's image by applying a graphical style similar to the Splash Page.



Desktop

Design

Mobile

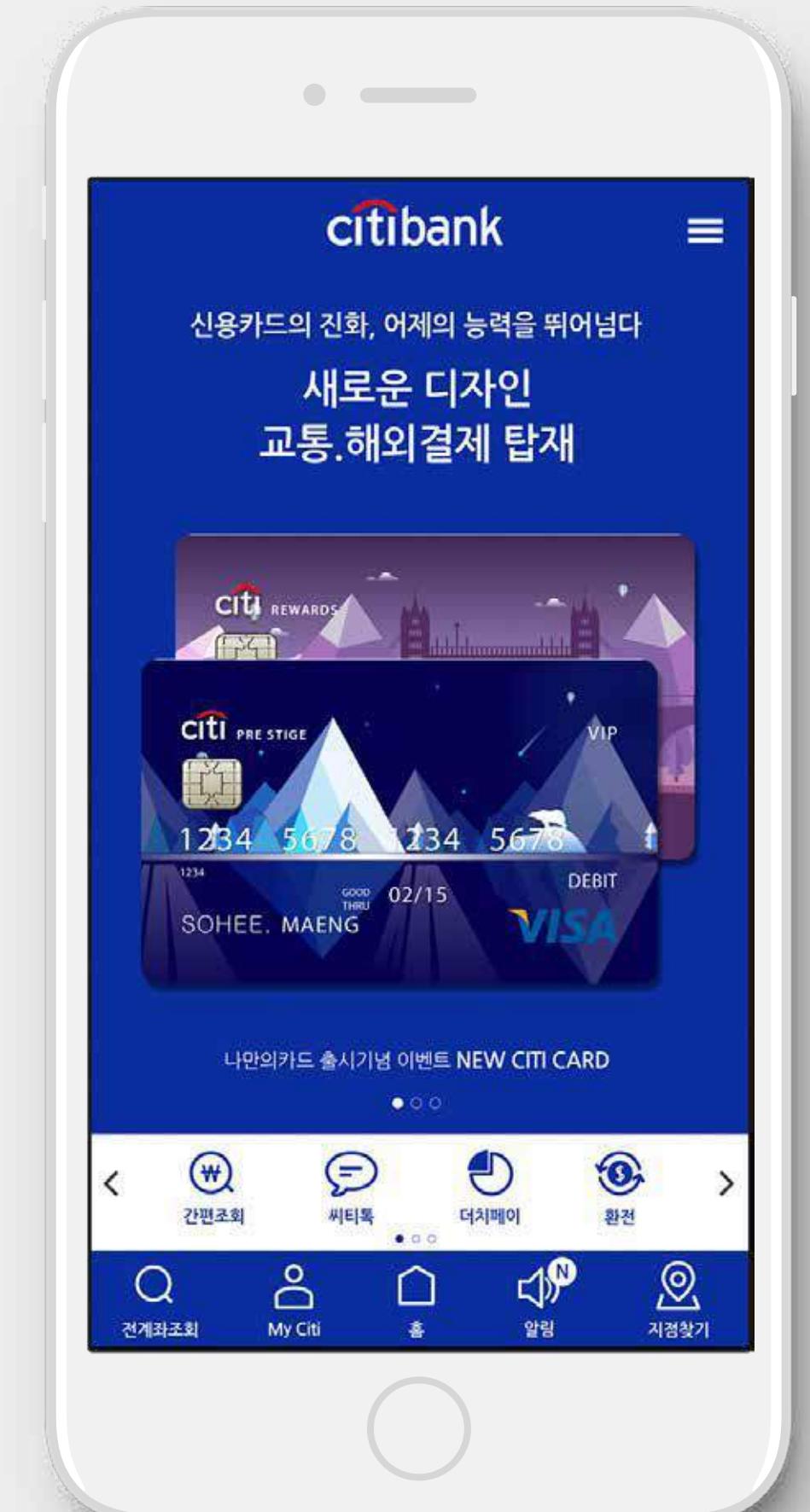
MOBLIE DESIGN  
→

# #OUTPUT

## MAIN PAGE

Not only app design, but also card design.

I added a card introduction to the main page for new application and applied graphic style to maintain Splash Page and tone and manners.



Desktop

Design

Mobile

MOBLIE DESIGN  
→

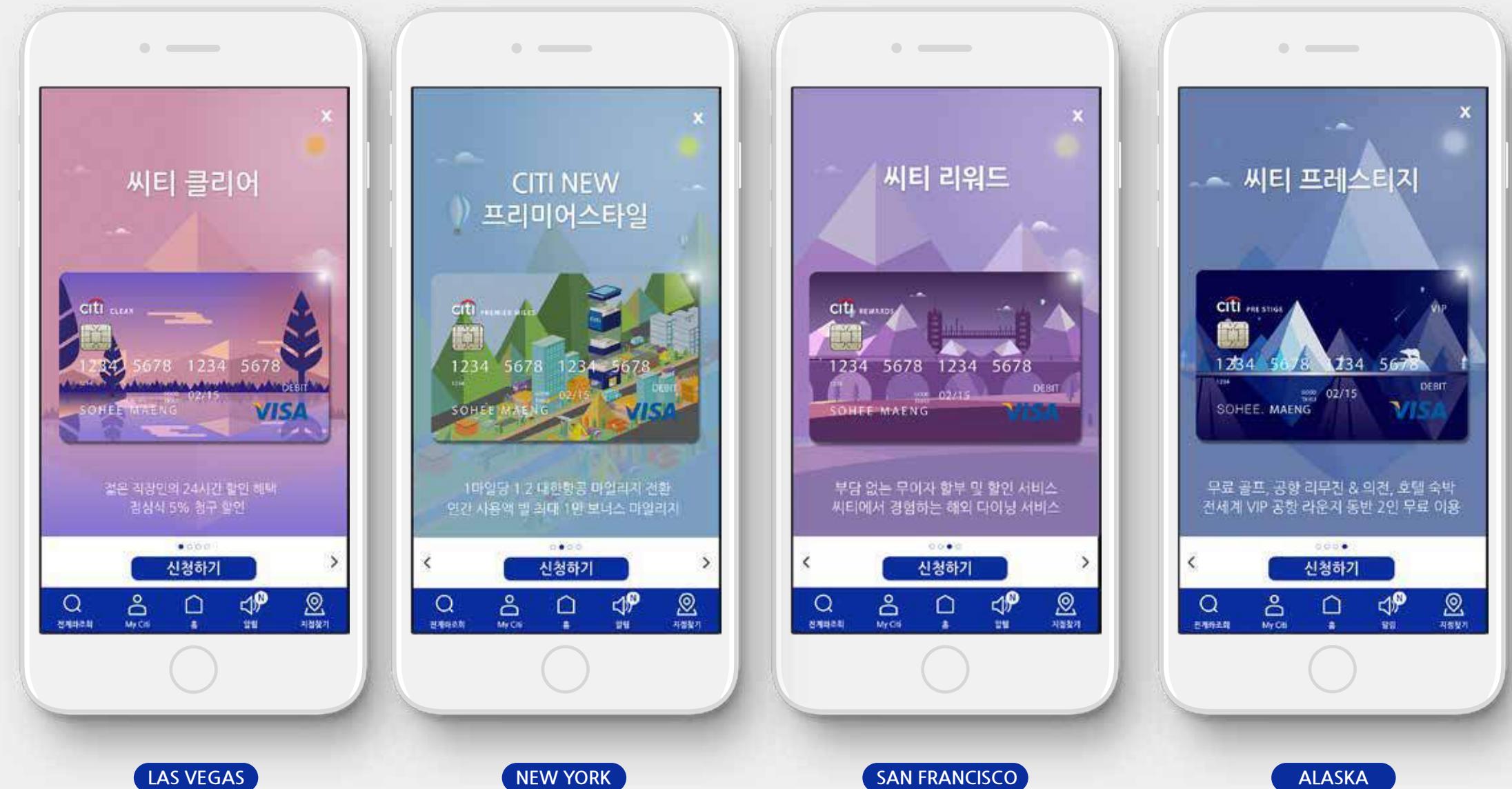
# #OUTPUT

## CARD PAGE

The downside of users using Citi-bank is that it's a page created to improve the fact that card design is worse than other banks.

By maintaining app and tone and manners and taking advantage of the strength of being the 4th largest market share in the United States in 2015, we applied the graphic style of a famous travel destination in the United States.

Las Vegas, New York, San Francisco, Alaska



Desktop

Design

Mobile

MOBLIE DESIGN  
→

**Citi Clear**

씨티 클리어

citi CLEAR  
1234 5678 1234 5678 DEBIT  
SOHEE MAENG

VISA

젊은 직장인의 24시간 할인 혜택  
점심식 5% 청구 할인

**CITI NEW  
프리미어스타일**

CITI PREMIER MILES  
1234 5678 1234 5678 DEBIT  
SOHEE MAENG

VISA

1마일당 1.2 대한항공 마일리지 전환  
연간 사용액 별 최대 1만 보너스 마일리지

**Citi Rewards**

씨티 리워드

citi REWARDS  
1234 5678 1234 5678 DEBIT  
SOHEE MAENG

VISA

부담 없는 무이자 할부 및 할인 서비스  
씨티에서 경험하는 해외 다이닝 서비스

**Citi Prestige**

씨티 프레스티지

citi PRE STIGE  
1234 5678 1234 5678 DEBIT  
SOHEE. MAENG

VISA

무료 골프, 공항 리무진 & 의전, 호텔 숙박  
전세계 VIP 공항 라운지 동반 2인 무료 이용

**LAS VEGAS**

**NEW YORK**

**SAN FRANCISCO**

**ALASKA**

신청하기

신청하기

신청하기

신청하기

전계좌조회 My Citi 홈 알림 지점찾기

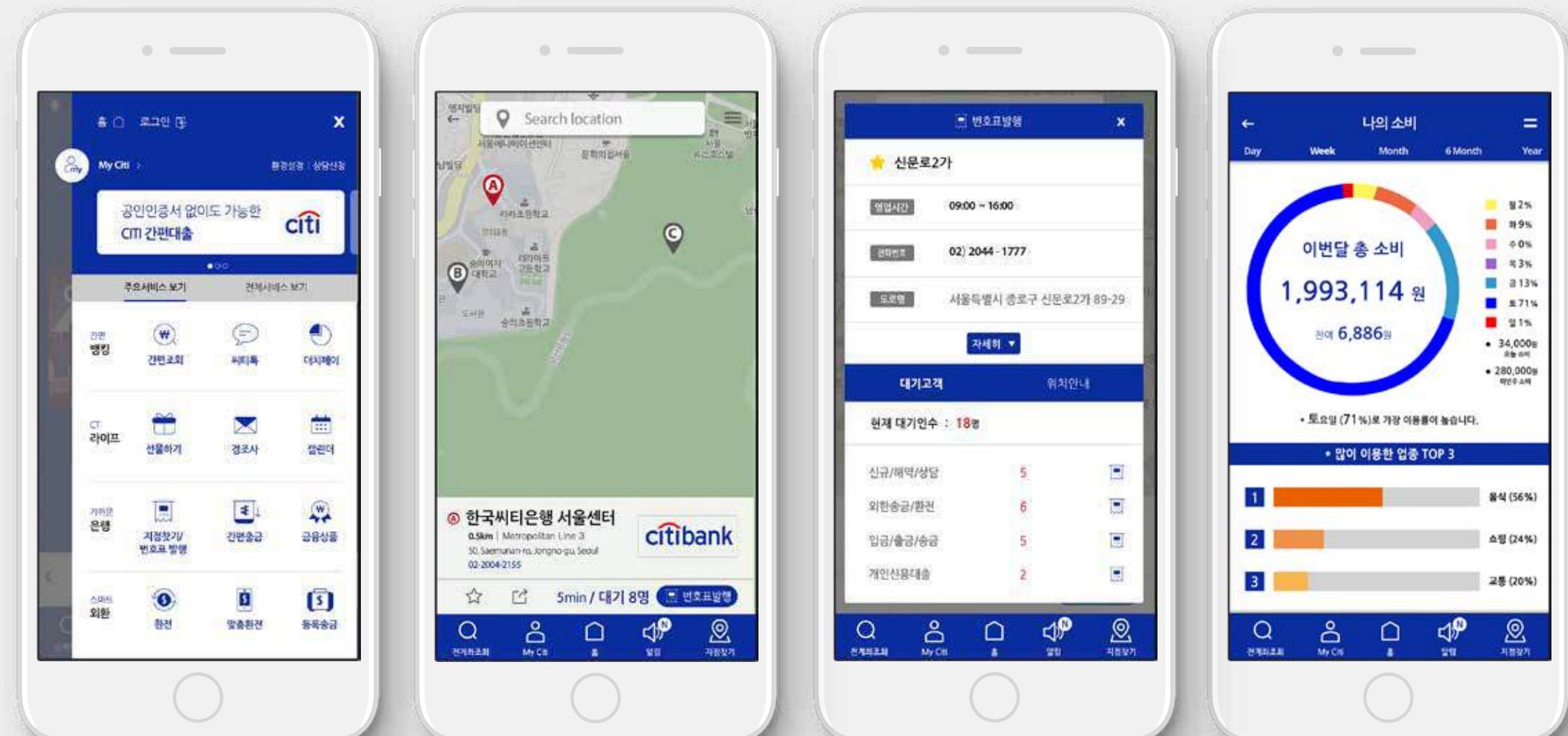
# #OUTPUT

## SUB PAGE

The menu page has been applied with flat metaphors.

This page is designed to improve complaints by creating a map service and reservation page that finds the location of a nearby bank so that you can do business without waiting for a long time.

I created my consumption page so that I could know my spending habits every week.



Desktop

Design

Mobile

MOBLIE DESIGN  
→

# 07

## SEOUL CITY

Output

WALLPAPER

Project : Personal Project

0%

100%



I designed it by applying illustration to maximize the strength of night view.

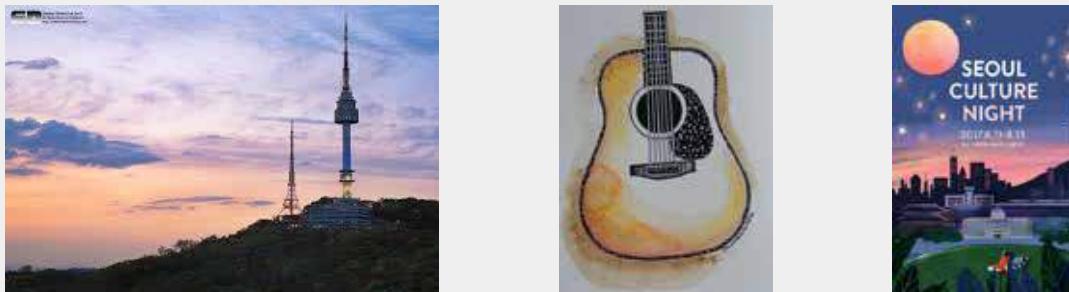
## #AS IT



## #COLORS



## #INSPIRATION



## #TYPE

ENGLISH TYPE

-  
MYRIAD WEB PRO

MYRIAD WEB PRO BOLD

## #GRAPHIC



- ✓ Seoul's Nightscape
- ✓ Cozy and Comfortable Design
- ✓ Mobile Optimization

## #OUTPUT

### ICONS

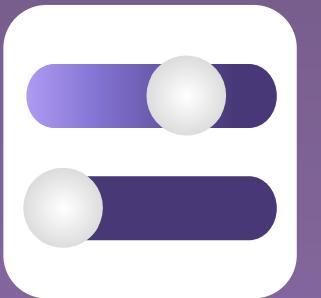
We applied a flat metapo icon that matches the background, and focused on icons that have a lot of user needs.



Music



Calender



Setting



Map



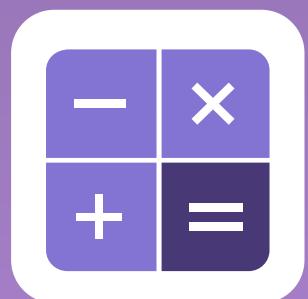
Galerly



Colock



Call



Calculator



Camera



Message



Contact

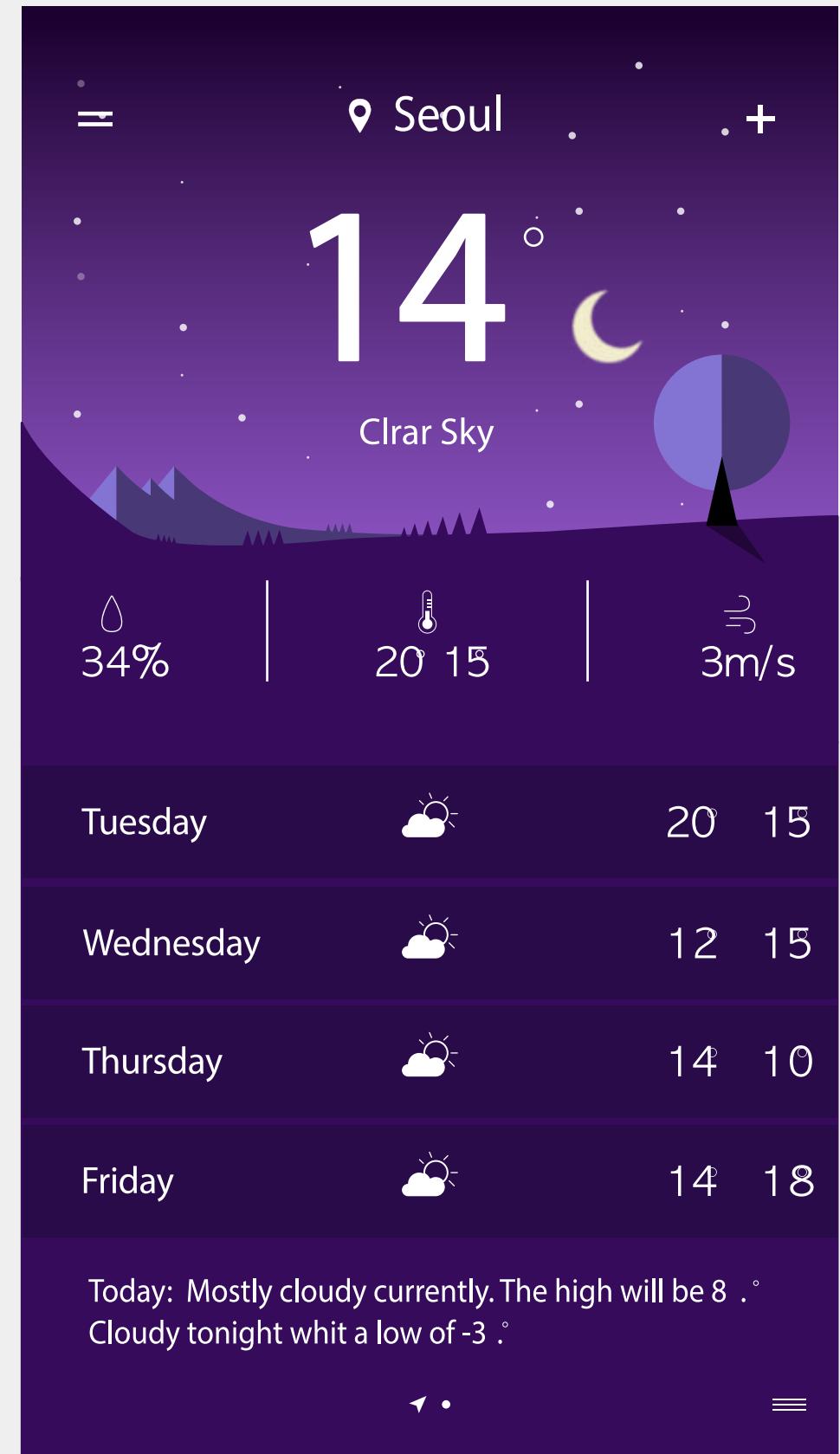
# #OUTPUT

You are in me

The overall atmosphere is that you can see Seoul on a quiet night. Showing the beauty of the representative N Tower. It created a romantic atmosphere by utilizing the curves and strings of the guitar.

In the background of the serve, we put firecrackers, grass leaves, and the moon and placed the icon in the lower area.

Next to the main screen is the weather screen. I told you about the weather and made it with the main and tone and manner.



**THANK YOU**  
*for watching my portfolio*