

Tingyu Su's Selected Projects for Stanford Design Impact

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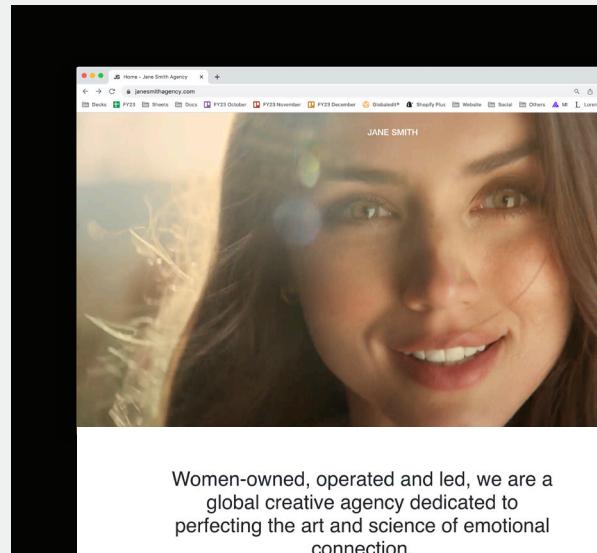
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2. MoMA Design Store BOPIS Service



3. Jane Smith Agency Website Redesign

MoMA Design Store Rewards Program

Time: 2022/03 - 2022/09

Role: Digital Design Manager

Project Overview: To enhance the customer return rate and viscosity, the MoMA Design Store team build a loyalty program, MoMA Design Store Rewards. I co-led the branding section of this project and led the digital experience entirely.

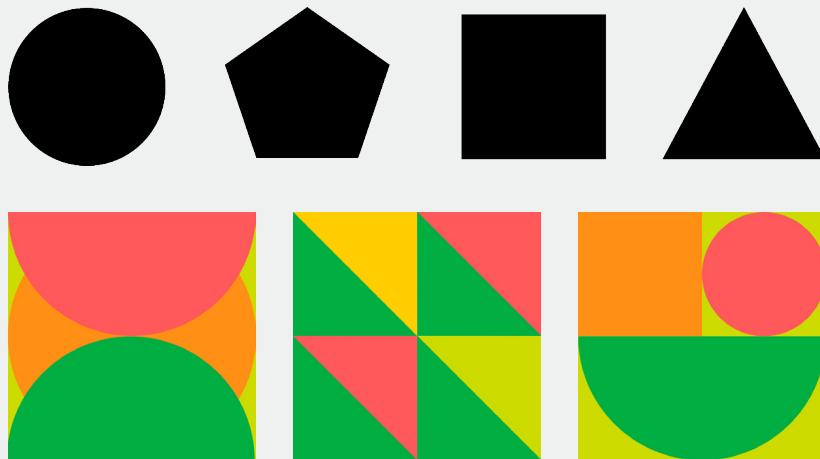


1/ BRAND IDENTITY - DIRECTION 1

The creative team, led by the Art Director and me, explored two visual directions.

The first direction (show on the right) highlights MoMA Design Store's core mission, "to bring good design into people's lives by literally putting it into their homes and hands. ". The other concept conveys the idea of a loyalty program visually.

DESIGN MOTIF



LOGO

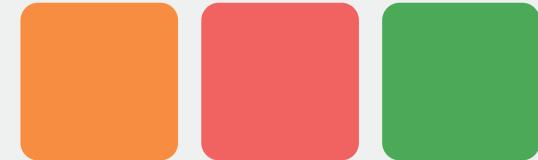
MoMA Design Store
Rewards

Primary Logo

COLOR PALETTE



Primary Color

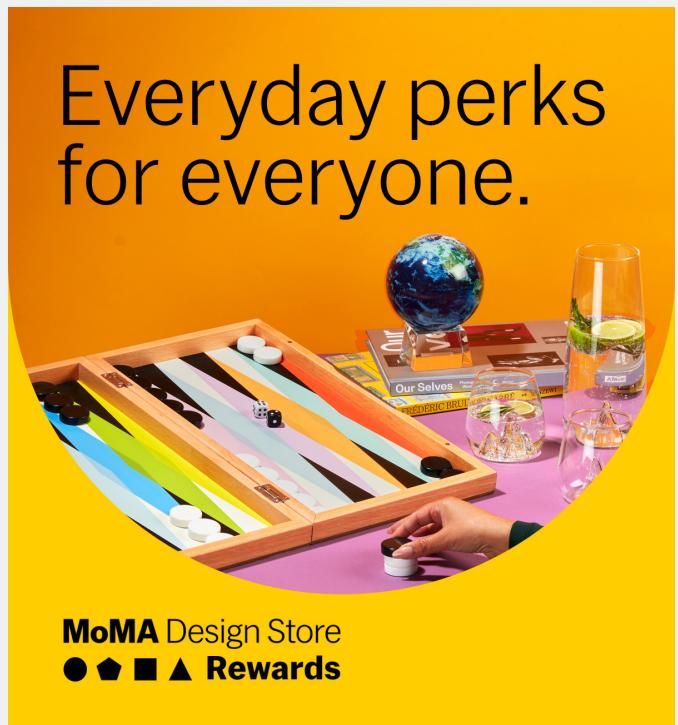
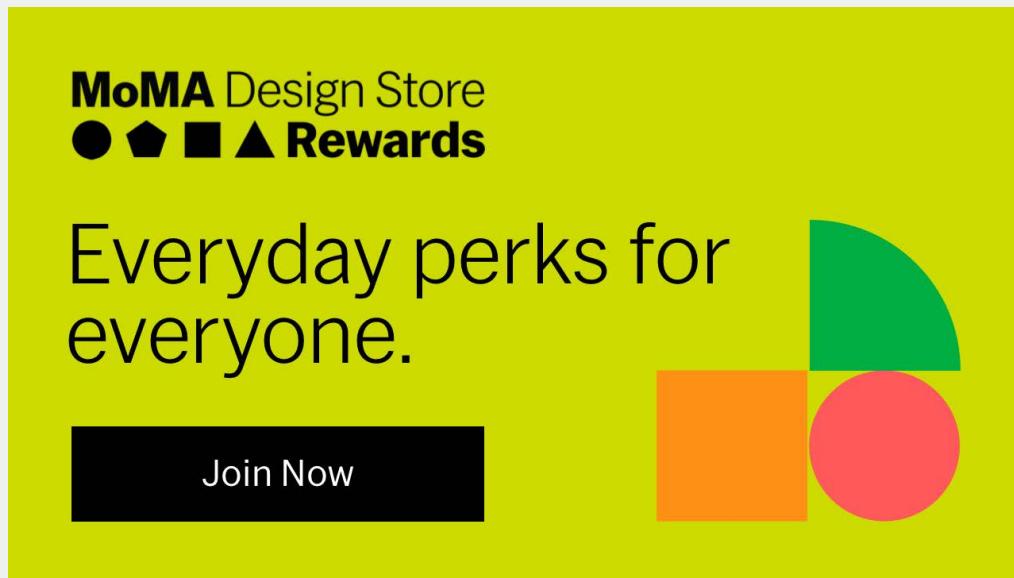


Secondary Colors

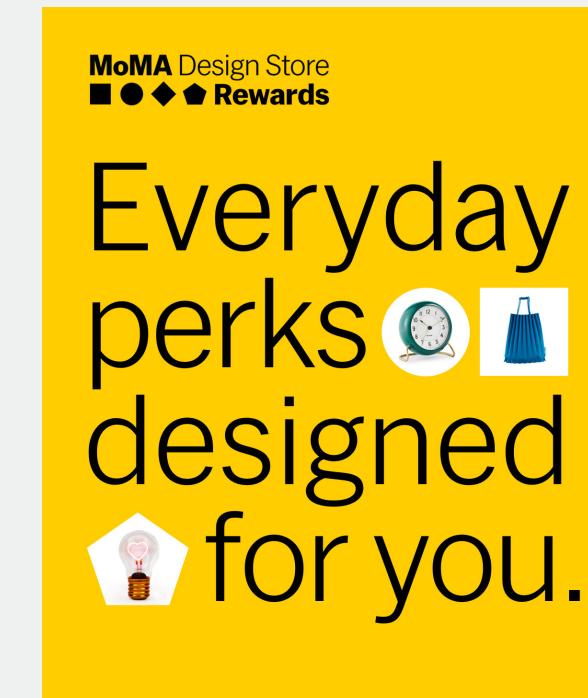
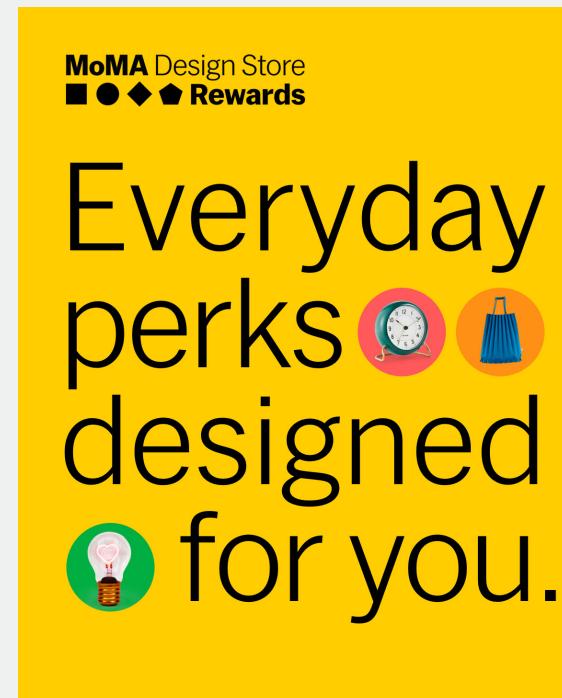
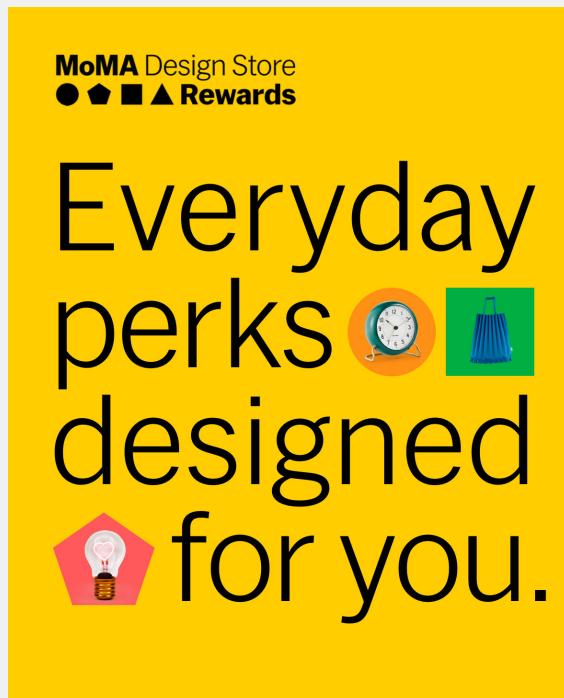
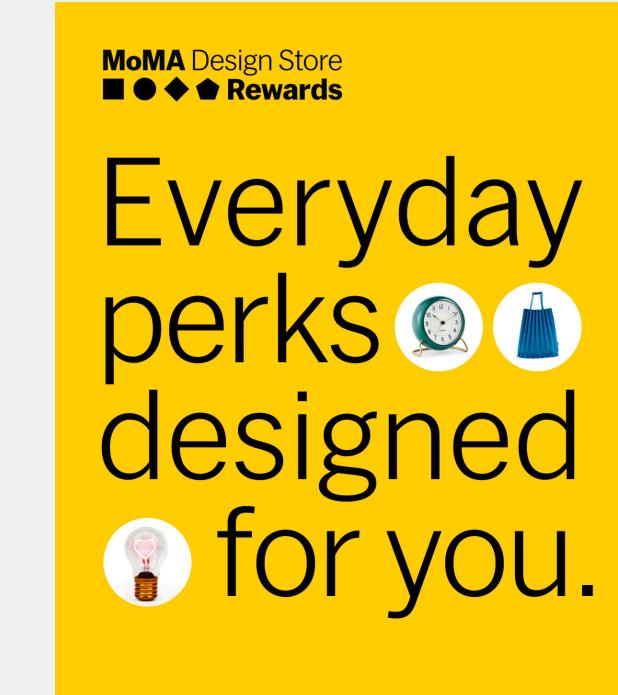
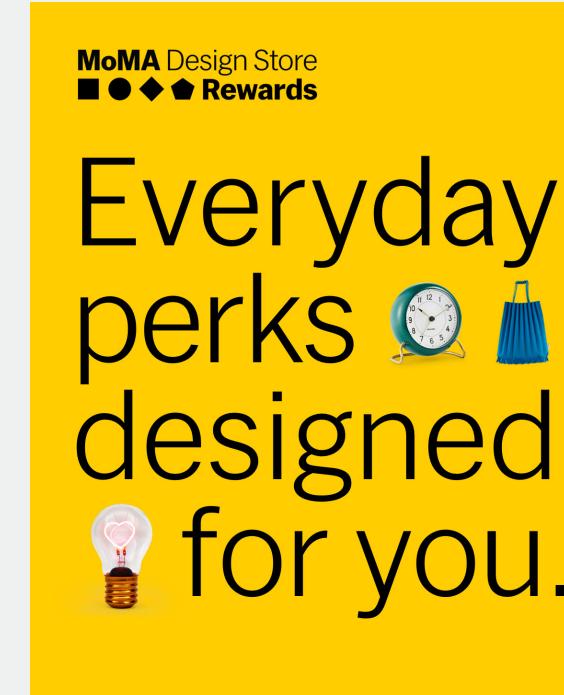
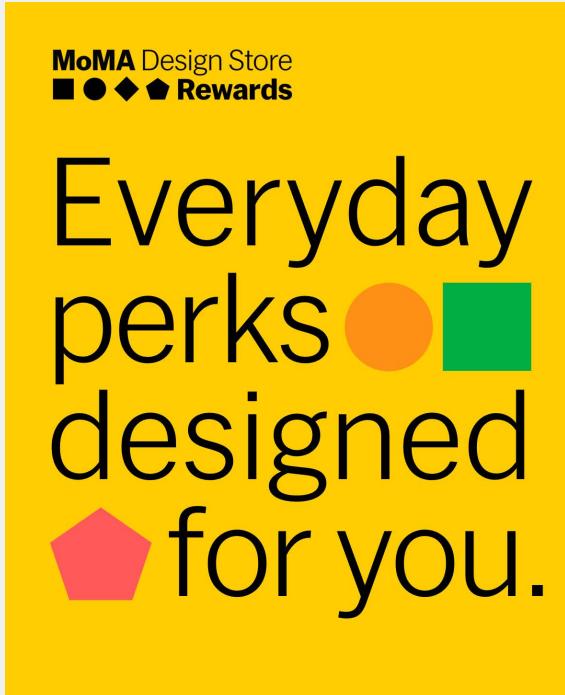
Rewards

Secondary Logo

1/ BRAND IDENTITY - DIRECTION 1(CONTINUE)



1/ BRAND IDENTITY - DIRECTION 1
(CONTINUE)



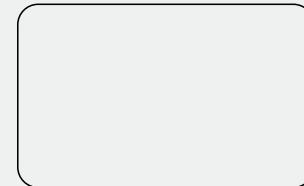
1/ BRAND IDENTITY - DIRECTION 2

The second concept conveys the idea of a loyalty program visually.

DESIGN MOTIF



COLOR PALETTE



Primary Color



Secondary Colors

LOGO

MoMA
Design Store
Rewards

Primary Logo

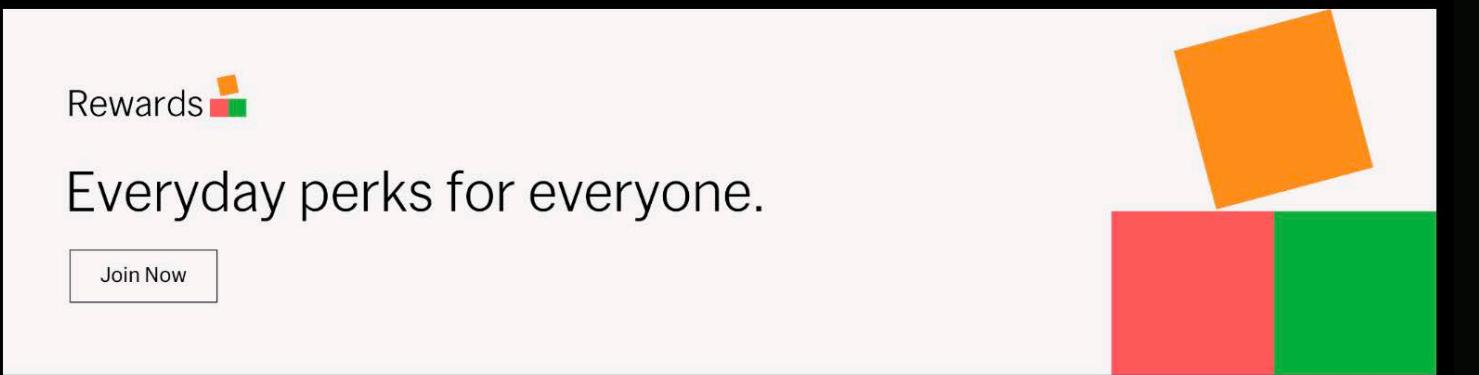
Rewards

Secondary Logo

1/ BRAND IDENTITY - DIRECTION 2
(CONTINUE)



The top section displays three MoMA Design Store reward cards. Each card is a rounded rectangle with a solid color background: green, pink, and yellow. The text "MoMA Design Store" is at the top in a bold, black, sans-serif font, and "Rewards" is at the bottom in a smaller, matching color, sans-serif font. To the right of these cards is a graphic element consisting of several overlapping squares in orange, red, and green, set against a black background.



The middle section features two promotional banners for the MoMA Rewards program. Both banners have a white background with a black header bar. The top banner includes the text "Rewards" with a small graphic of four colored squares (orange, red, green, blue) next to it, followed by the slogan "Everyday perks for everyone." and a "Join Now" button. To the right of the text is a graphic of three overlapping squares (orange, red, green) and a single orange square floating above them. The bottom banner is similar, featuring the same "Rewards" logo and slogan, along with the "Join Now" button. To the right of the text is a graphic of a 2x2 grid of colored squares (red, white, green, orange) and a photograph of a modern interior scene with a white globe, a pink vase with flowers, and some fruit on a light-colored surface.

2/ DIGITAL USER JOURNEY -

SIGN UP & LOG IN

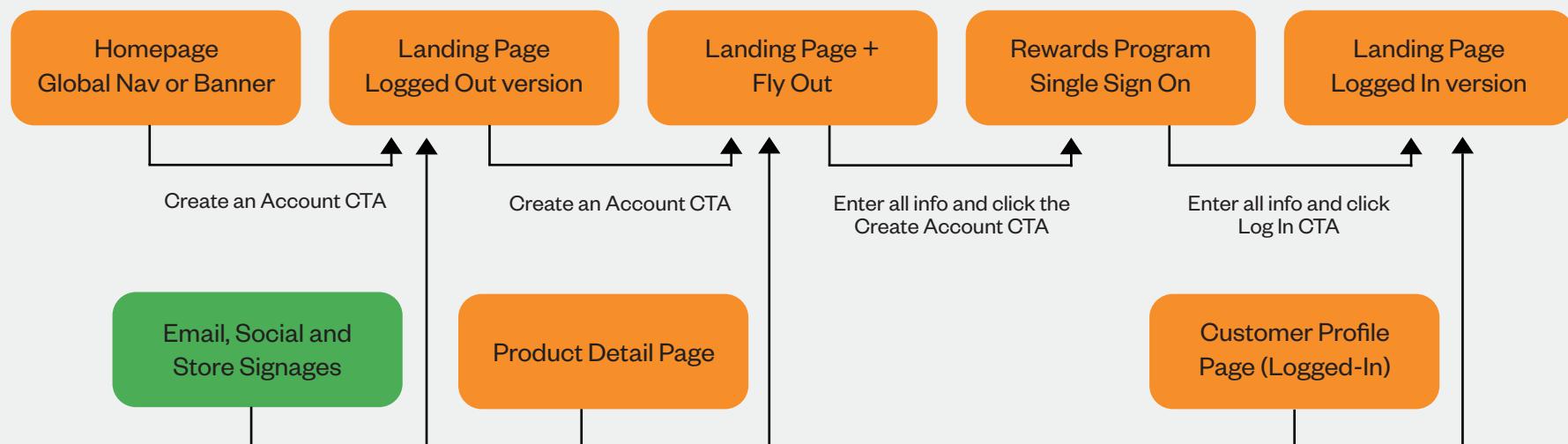
I mapped out the core digital experience, with help from the Retention Marketing Manager.

Initially inspired by competitors, I planned to build a new loyalty program landing page for new customers and logged-out customers to learn about the program. I will add customers' loyalty program status to the existing customer profile page.

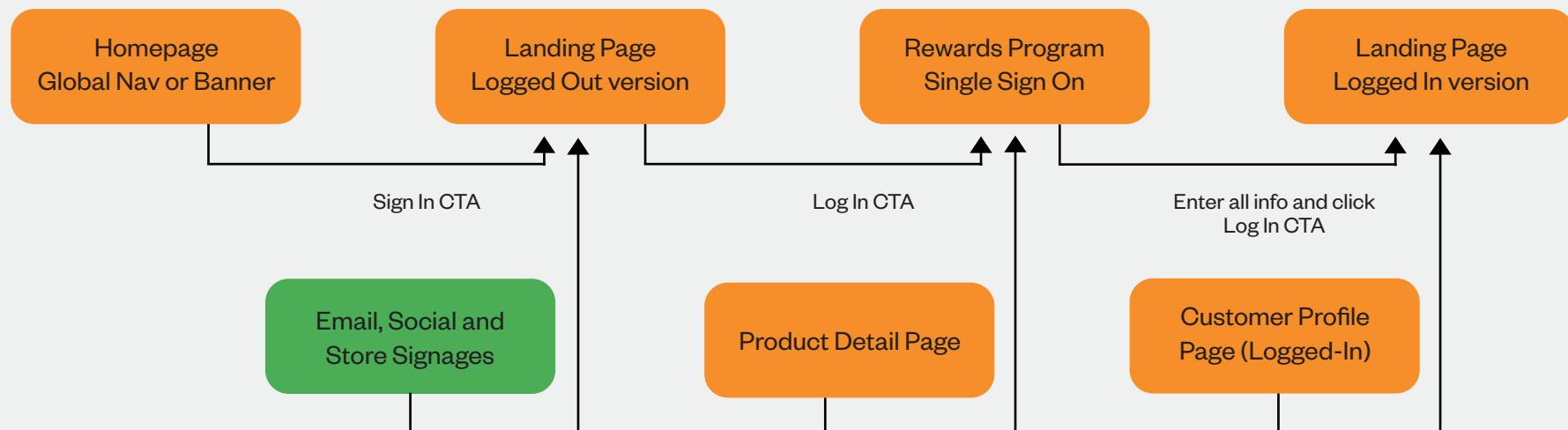
However, this user journey is complex and requires more development work. To simplify yet refine, I came up with the solution to combine the logged-out landing page and the logged-in landing page so that only a few content modules will be dynamic and keep the original customer profile page.

Other than the webpages, the creative team and I also designed the emails, social media content and store signages.

NEW CUSTOMER



RETURNING CUSTOMERS



3/ HOMEPAGE BANNERS

The screenshot shows the MoMA Design Store homepage. A green box highlights the top navigation bar, which includes a "Rewards" program call-to-action: "Join our free Rewards program today to start earning! Learn More." Below the header is a search bar and a user icon. The main content area features a large image of a colorful geometric pattern and text about the MoMA Design Store Rewards program.

Join our free Rewards program today to start earning! [Learn More.](#)

Become a Member | Need Help? | Ship to:

Search

New For the Home Office Tech Accessories Prints & Artists Books Kids Only at MoMA Holiday **Gifts** Sale

Introducing
MoMA
Design Store
Rewards

Get points on every purchase, earn rewards, and discover new reasons to shop with our free program. Plus, MoMA members get more.

It's Good Design, your way.

[Sign in or Create an Account](#)

We will feature the program on the evergreen global nav banner. There are two versions. One targets new and logged-out customers, using the language shown on the left. The other version is for logged-in customers, emphasizing the benefits..

The screenshot shows the MoMA Design Store homepage with a large hero banner in the center. The banner features the text "MoMA Design Store" and a grid of product thumbnails. Below the banner is a "Rewards" section with a call-to-action button "Learn More". At the bottom of the page, there is a black footer bar with text about supporting the Museum and a video thumbnail.

MoMA Design Store

New For the Home Office Tech Accessories Prints & Artists Books Kids Only at MoMA Holiday **Gifts** Sale

LEGO® Ideas The Starry Night WaterRower Rowing Machine Model #300 S4 in Walnut Wood Mondri Vase 5-Drawer Pivot Cabinet MoMA LED Glass Lighted Tree- Large Yoshitomo Nara Miss Margaret Skateboard Triptych

Rewards

Join our free Rewards program and enjoy everyday perks!

[Learn More](#)

See how your purchase supports The Museum of Modern Art.

After the first two weeks of the program launch, a dynamic banner will show up at the bottom of the homepage. Same as the global nav, the copy will change depending on whether the customer is logged-in or logged-out.

4/ LANDING PAGE - LOGGED OUT VERSIONS (DESKTOP)

MoMA Design Store

New For the Home Office Tech Accessories Prints & Artists Books Kids Only at MoMA Holiday Gifts Sale

Welcome to **MoMA Design Store Rewards**

Our free Rewards program—earn points on every purchase, get perks and discover new reasons to shop with us. Plus, MoMA members get more.

It's Good Design, your way.

[Sign in](#) [Create an Account](#)

How the Program Works

- Dollars = Points
- 150 Points = \$5
- Unlock Perks

Earn points on every purchase.
Redeem points for discounts on purchases.
Early access to select design, double & triple points days & more.

Perks Designed For You

- Points Per \$ Spent
- Birthday Bonus
- 4th Purchase Bonus

As you move up tiers, you'll earn more points on each purchase.

Let us know your birthday so we can send you surprise points.

Make 4 purchases & receive 150 extra points.

Program Overview	Enthusiast	Connoisseur	Ambassador
Shop to Unlock	Free to Join!	\$500 spend per year	\$1000+ spend per year
Earn Points Per \$ Spent	1x	1.5x	2x
Birthday Bonus	•	•	•
Points for Writing a Review	•	•	•

MoMA Members Get Even More.

Enhance your Rewards with a membership!

10%
10% off every day

20%
20% off during Member Shopping Days

10%
Extra Birthday Bonus

20%
Free Shipping over \$35

10%
Triple Point Day 2x Per Year

10%
First to Shop Select Artist Designs

Not a Member? [Join today!](#)

FAQs

Questions about the program? We get it and we've got answers. Plus, don't forget to visit our Terms and Conditions page for more information.

What are the advantages of joining?

How do I redeem my points?

Are my MoMA member benefits combinable?

[Read more FAQs](#)

Refer A Friend & Earn

Refer a friend and we'll gift you 300 points to use on your next purchase—and they'll get \$10 off on their first purchase of \$100 or more.* Everyone wins.

1234567@gmail.com [Refer a Friend](#)

Treat Yourself and Start Earning Point

See More

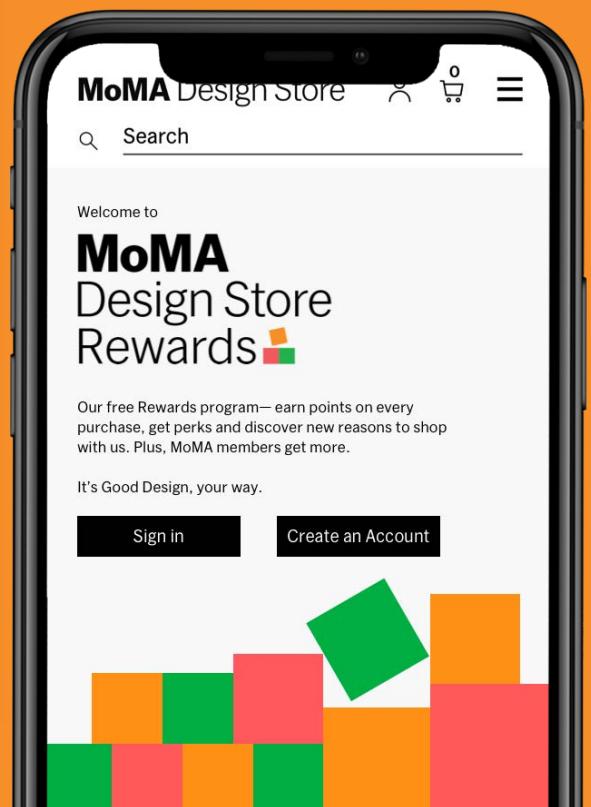
Flowerpot VP9 LED Portable Lamp
Helen Frankenthaler Lush Spring Framed Print
HAY Apollo Portable Glass Table Lamp
Spaghetti Outdoor Lounge Chair
Amigo Outdoor Lounge Chair with Sun Shield
Roland Kiyola Piano in Oak Wood - Model KF-10

For the logged-out version of the landing page, we want to dive into how the program works and what kinds of benefit our customers can enjoy once they sign up for the program.

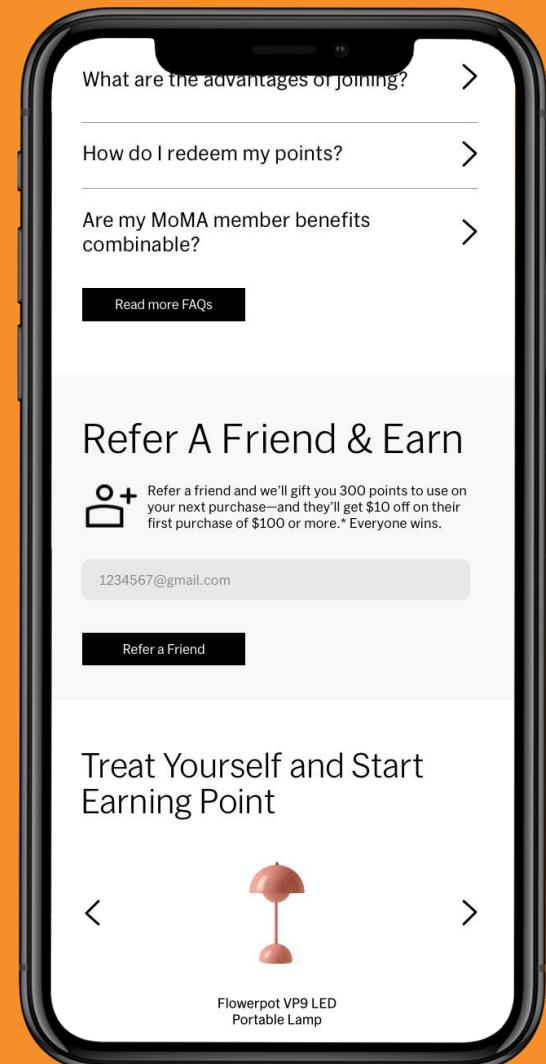
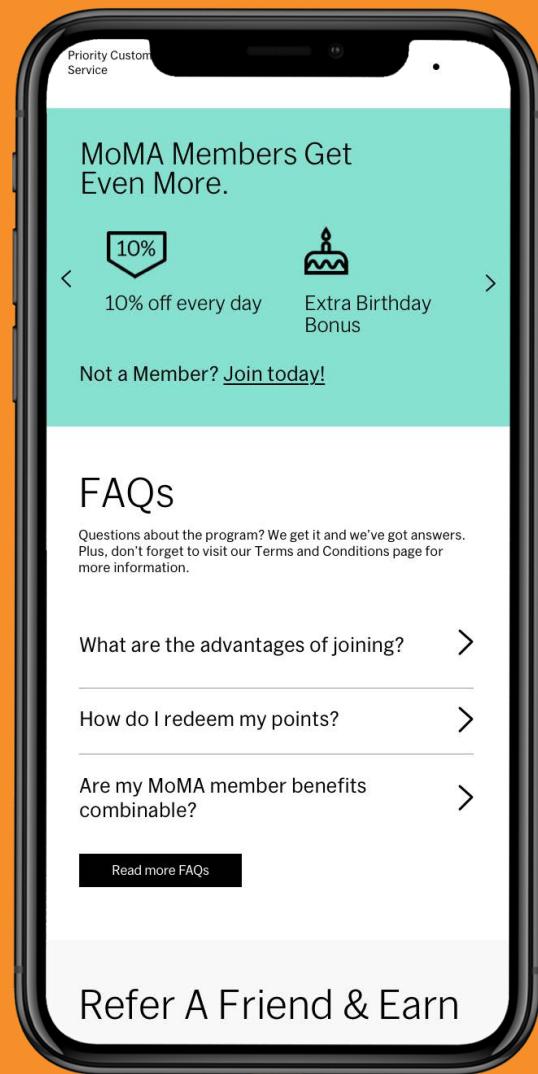
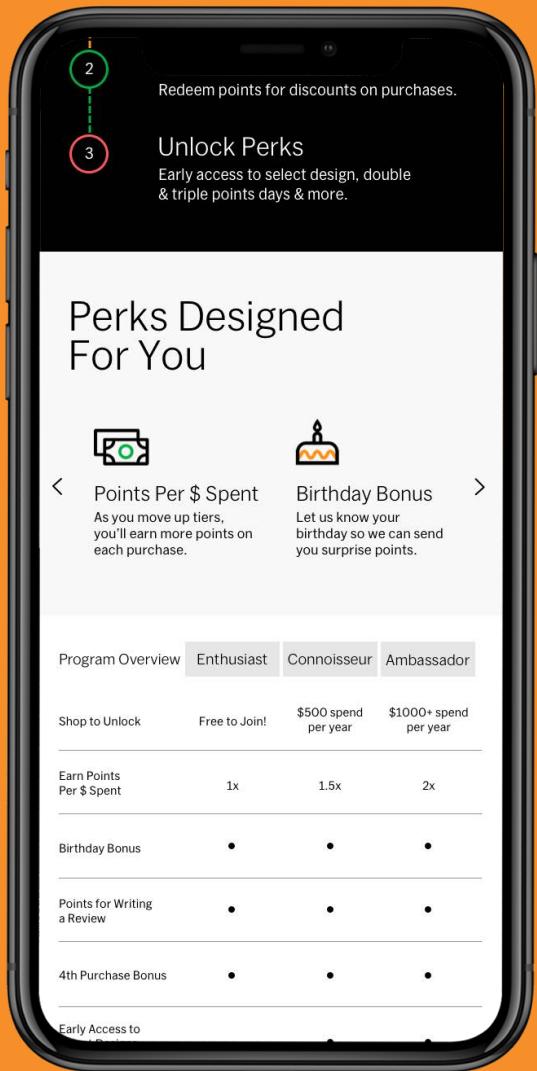
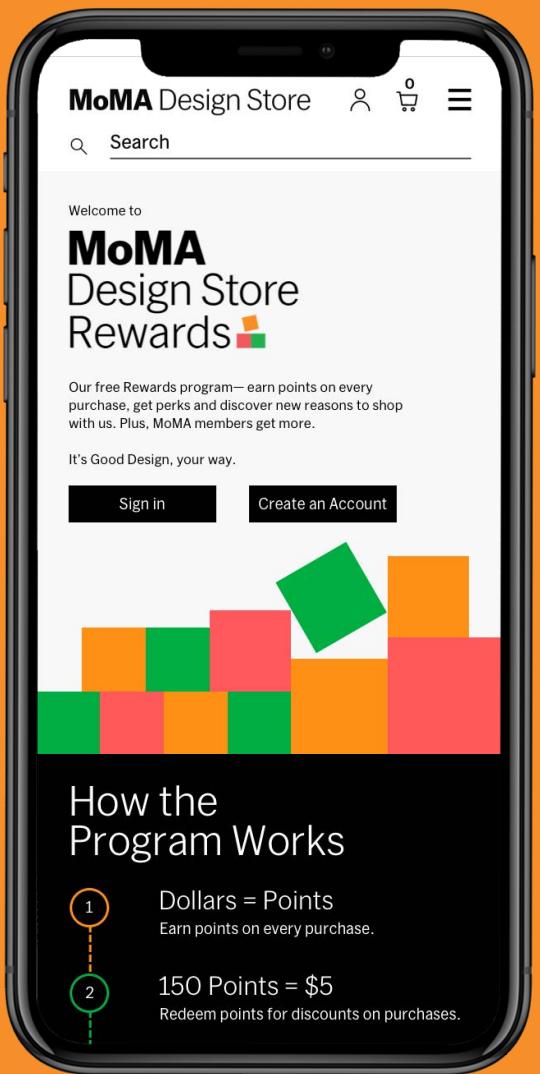
I designed the hero, How the Program Works, Benefit and FAQs modules.

We also want to layer in the Museum of Modern Art membership, as the museum members enjoy more benefits.

At the bottom of this page I added a product carousel. If a customer needs to think about it before joining the program, looking at our good designs will definitely make them want to participate.

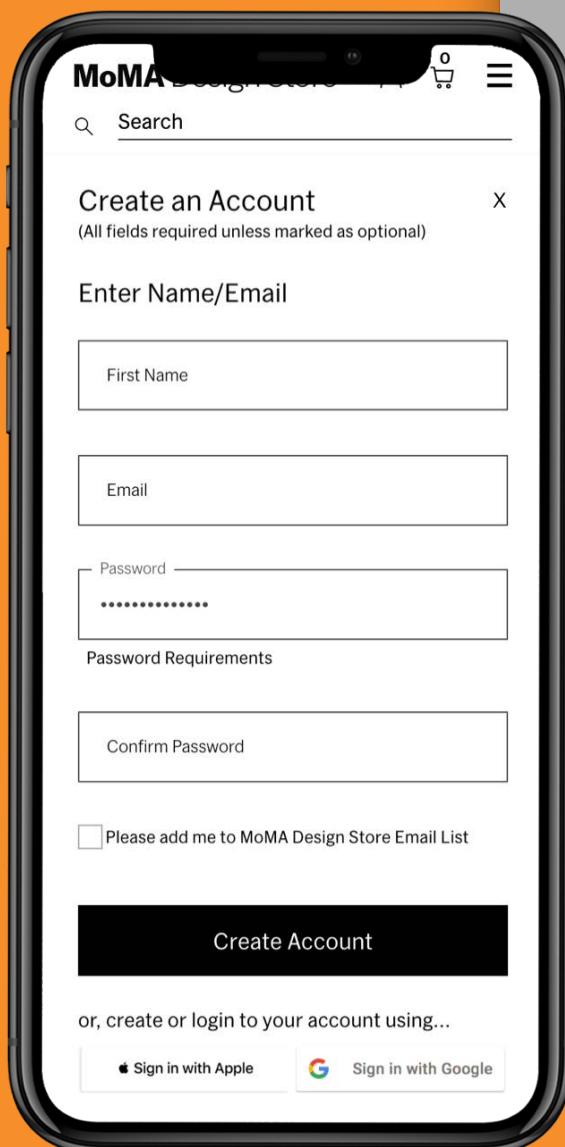


5/ LANDING PAGE - LOGGED OUT VERSIONS (MOBILE)



6W/ SIGN UP FLYER

Collaborated with the Product Manager, Manager of Enterprise Applications, and Marketing Manager, I designed a Sign Up flyer based on the existing web functionality. It aims to keep all the customers on the Rewards landing page, while they are signing up.



MoMA Design Store | Modern x +

store.moma.org

MoMA Design Store

New For the Home Office Tech Accessories Prints & Artists Books Kids Other

Welcome to MoMA Design Store Rewards

Our free Rewards program— earn points on every purchase, get perks and discover new reasons to shop with us. Plus, MoMA members get more.

It's Good Design, your way.

Sign in Create an Account

How the Program Works

Dollars = Points

Earn points on every purchase.

1

Please add me to MoMA Design Store Email List

or, create or login to your account using...

 Sign in with Apple  Sign in with Google

Already have an account? [Login here.](#)

Create an Account X

(All fields required unless marked as optional)

Enter Name/Email

First Name

Email

Password

Confirm Password

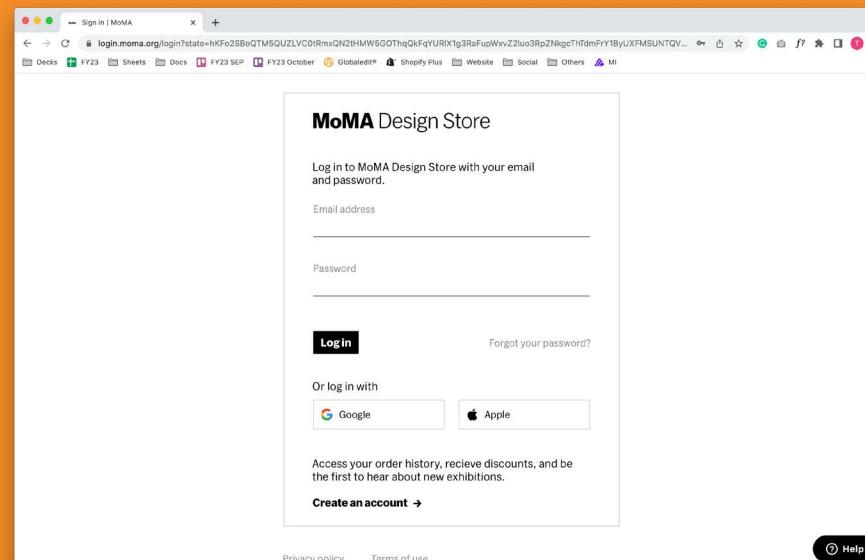
Please add me to MoMA Design Store Email List

Create Account

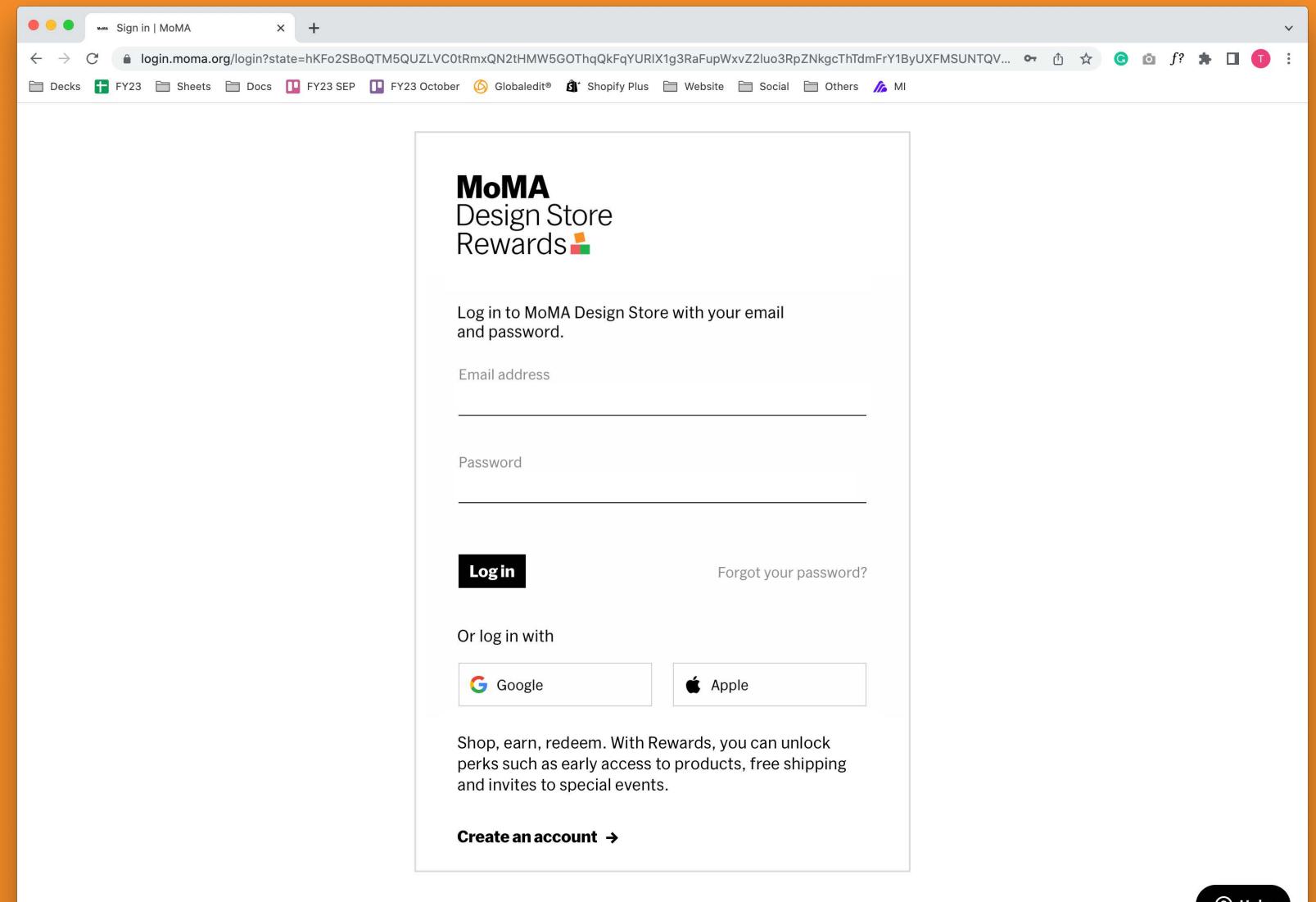
7/ SINGLE SIGN ON

The Museum of Modern Art museum team took the initiative to create the single sign on page to streamline the log in process. (show on the bottom left)

Our team, the retail department, decided to create a version for the retail loyalty program, so that our customers can be immersed with the program when they sign in. I, therefore, designed the page on the right.



The Museum of Modern Art museum single sign on page



MoMA Design Store Rewards single sign on page

Help

8/ LANDING PAGES - LOGGED IN VERSIONS

For the logged-in version of the landing page, it is important to highlight the customers' status and the Ways to Earn module at the top of the page, to motivate our customers to engage.

Program Overview	Enthusiast	Connoisseur	Ambassador
Shop to Unlock	Free to Join!	\$500 spend per year	\$1000+ spend per year
Earn Points Per \$ Spent	1x	1.5x	2x
Birthday Bonus	•	•	•
Points for Writing a Review	•	•	•
4th Purchase Bonus	•	•	•
Early Access to Select Designs and Promotions	•	•	•
Exclusive Bonus Points Days	•	•	•
Invite Only Events	•	•	•
Priority Customer Service	•	•	•

9/ CUSTOMER PROFILE PAGE, PRODUCT CATEGORY PAGE & PRODUCT DETAIL PAGE

I also added modules to the current Customer Profile page, Product Category page, Product Detail pages, so that customers can see info about the Rewards program on every step of their online journey.

MoMA Design Store

Search

New For the Home Office Tech Accessories Prints & Artists Books Kids Only at MoMA

MoMA Design Store / My Account

My Account

Welcome Tingyu

Your Rewards Status

Current Points: 1234

Tier Level: Enthusiast

Spend \$XX to reach the Connoisseur tier!

See My Rewards

Personal Info Change your name, email and password

Membership Your Membership Details

Addresses Change or add to your saved addresses

Orders View your order history and start a return

Payment Settings Manage your credit cards

My Rewards View your rewards

MoMA Design Store

New For the Home Office Tech Accessories Prints & Artists Books Kids Only at MoMA Holiday Gifts Sale

Sustainable & Eco-friendly Gifts

Holiday Cards + Ornaments

Gift Cards

For Art Lovers

For Cooks

For the Home Decorator

For Hosts & Hostesses

For Self-Gifting

For Plant Lovers & Gardeners

For Techies

For Travelers

For Wellness & Comfort

MoMA Exclusive Gifts

Stocking Stuffers

Le Chocolat des Français

Cozy Holiday

Cheerful Gifts

available in 2 colors

Woven Triangle Bag \$115 - \$175

available in 2 colors

Kusama Pumpkins \$295

Join our free program! The more you spend, the more perks you'll enjoy.

Sign In or Sign Up

MoMA Design Store

Search

New For the Home Office Tech **Accessories** Prints & Artists Books Kids Only at MoMA Holiday Gifts Sale

Accessories / Featured / Baggu / MoMA Baggu Recycled Nylon Tote Bag

MoMA Baggu Recycled Nylon Tote Bag

NEW

★★★★★ 2 Reviews

\$16 Non-Member \$14.40 Member

MEMBERS SAVE UP TO 20% & FREE SHIPPING \$35+ [DETAILS](#)

Color: White

Blue Green White

Item# 18701-161746 In Stock

- 1 + Add to Cart

Description Details Care Shipping & Returns

MoMA Exclusive: This special-edition tote bag, a collaboration between MoMA and Baggu, is a riff on the designs of NYC's iconic plastic shopping bags. Because the bag, which is made from 100% recycled ripstop nylon, is durable and reusable, it offers an eco-friendly alternative to bygone plastic shopping bags. [More...](#)

90 Day Satisfaction Guarantee

Rewards

Points on every purchase, exclusive offers, birthday gifts and more! [Sign in or join now.](#)

10/ STORE + ONLINE EXPERIENCE

One of the most challenging parts of this project is how to link the store experience and the online experience with limited development bandwidth.

Different from shopping online, where points can automatically be redeemed during checkout, customers who are shopping in stores need to show the redemption code at checkout.

In the ideal situation, I would create customized landing pages for each stores' signage. This way, I can introduce the loyalty program while adding content about individual stores. (MoMA Design Store has three physical stores in New York City. Each store has a slightly different product assortment and store events.)

However, given the tight timeline and the workload, I have to combine the store experience with the online experience.

The screenshot shows the MoMA Design Store website with a focus on the rewards program. At the top, there's a navigation bar with categories like New, For the Home, Office, Tech, Accessories, Prints & Artists, Books, Kids, Only at MoMA, Holiday, Gifts, and Sale. Below the navigation is a search bar and a shopping cart icon. The main content area features a large graphic of colorful blocks representing the rewards system. A welcome message "Welcome, Tingyu" is displayed, along with a progress bar for reaching the Connoisseur tier. The "Redeem For Store Purchase" button is highlighted with a green arrow pointing to it. Below this, there's a section titled "There Are Many Ways to Earn" with various reward options like making a purchase, following on social media, or writing reviews.

This screenshot shows the same rewards program interface but for a customer with enough points to redeem. The "Your Points" bar is full (487 points), and the "Your Tier" is listed as "Enthusiast". The "Redeem For Store Purchase" button is now a standard grey button. The background features a grid of four reward options: \$5, \$10, \$15, and \$20, each accompanied by a small description of the required points.

When the customer has enough points to redeem

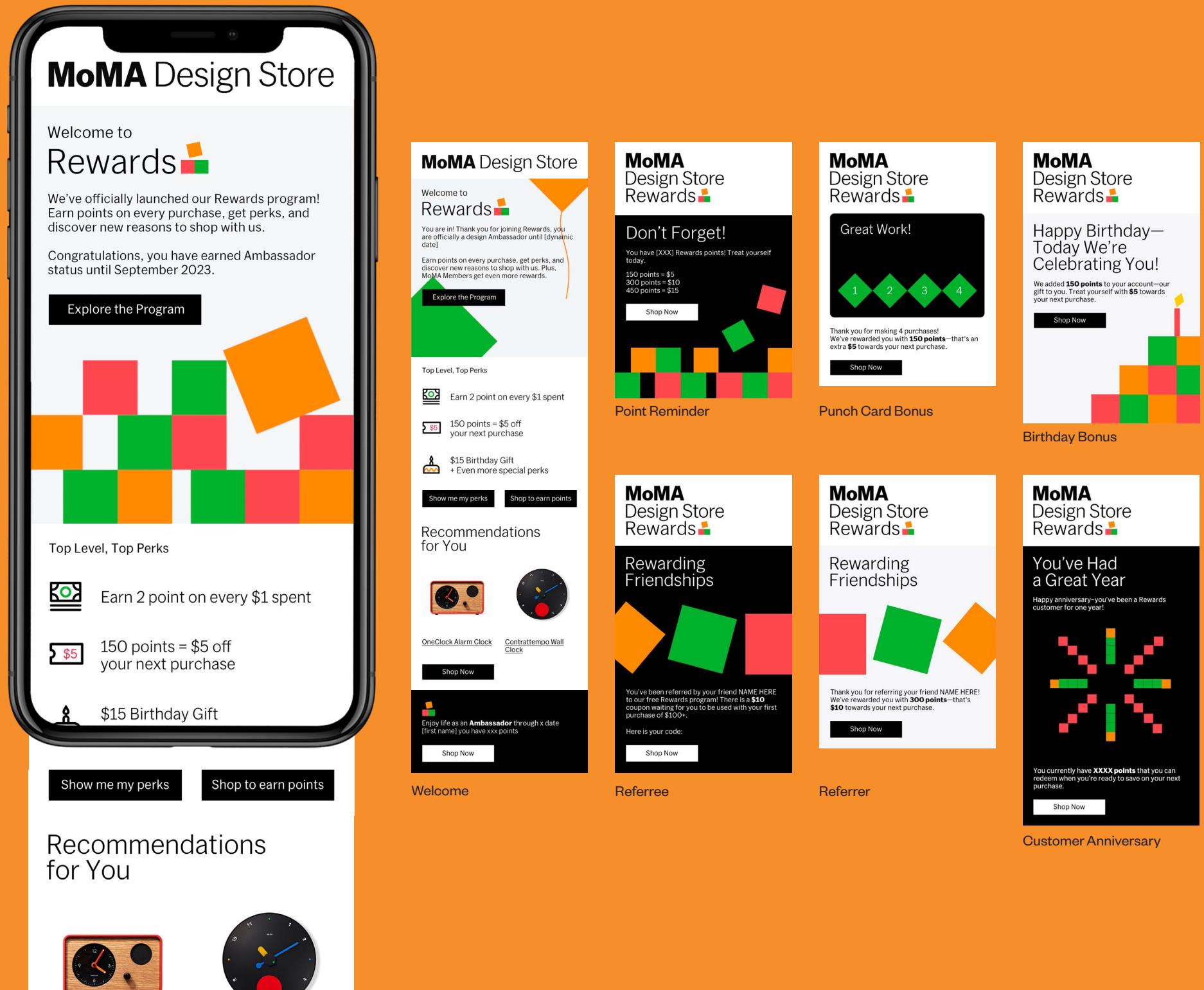
This screenshot shows the same rewards program interface but for a customer with insufficient points. The "Your Points" bar is only partially filled (87 points), and the "Your Tier" is listed as "Enthusiast". The "Redeem For Store Purchase" button is now a standard grey button. The background features a grid of four reward options: \$5, \$10, \$15, and \$20, each accompanied by a small description of the required points.

When the customer does not have enough points to redeem

11/ EMAILS

The creative team designed all the promotional emails, from program announcement to welcome email, from point reminder notification to birthday bonus.

The team also created dynamic email banners to add to transactional and behavior emails.



12/ SOCIAL MEDIA

Besides emails, webpages, and store collaterals, I created the social media content to promote the program with the Assistant Director of Branding and External Events.



Launch Feed



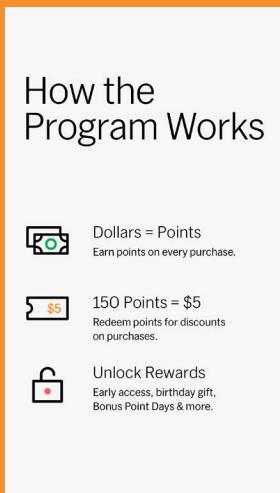
Paid Feed



Paid Feed



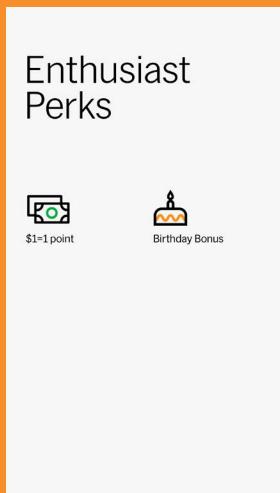
Social Story



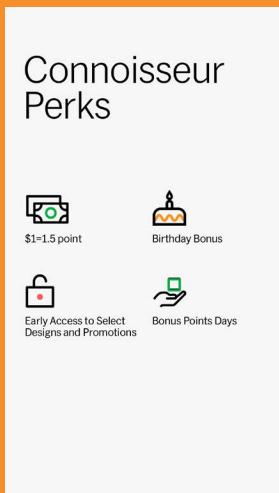
How the
Program Works



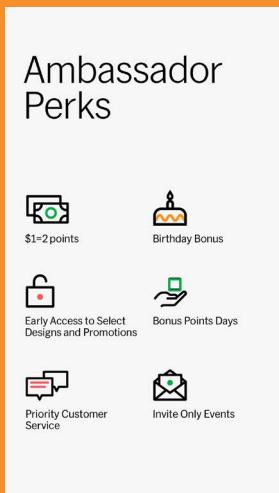
The more you
shop, the
higher you'll
move up.



Enthusiast
Perks



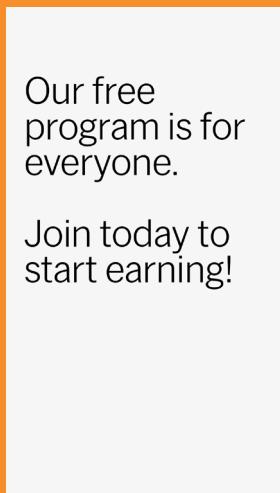
Connoisseur
Perks



Ambassador
Perks



MoMA
members gets
even more.



Our free
program is for
everyone.
Join today to
start earning!

→ GIF

Discover more at
store.moma.org

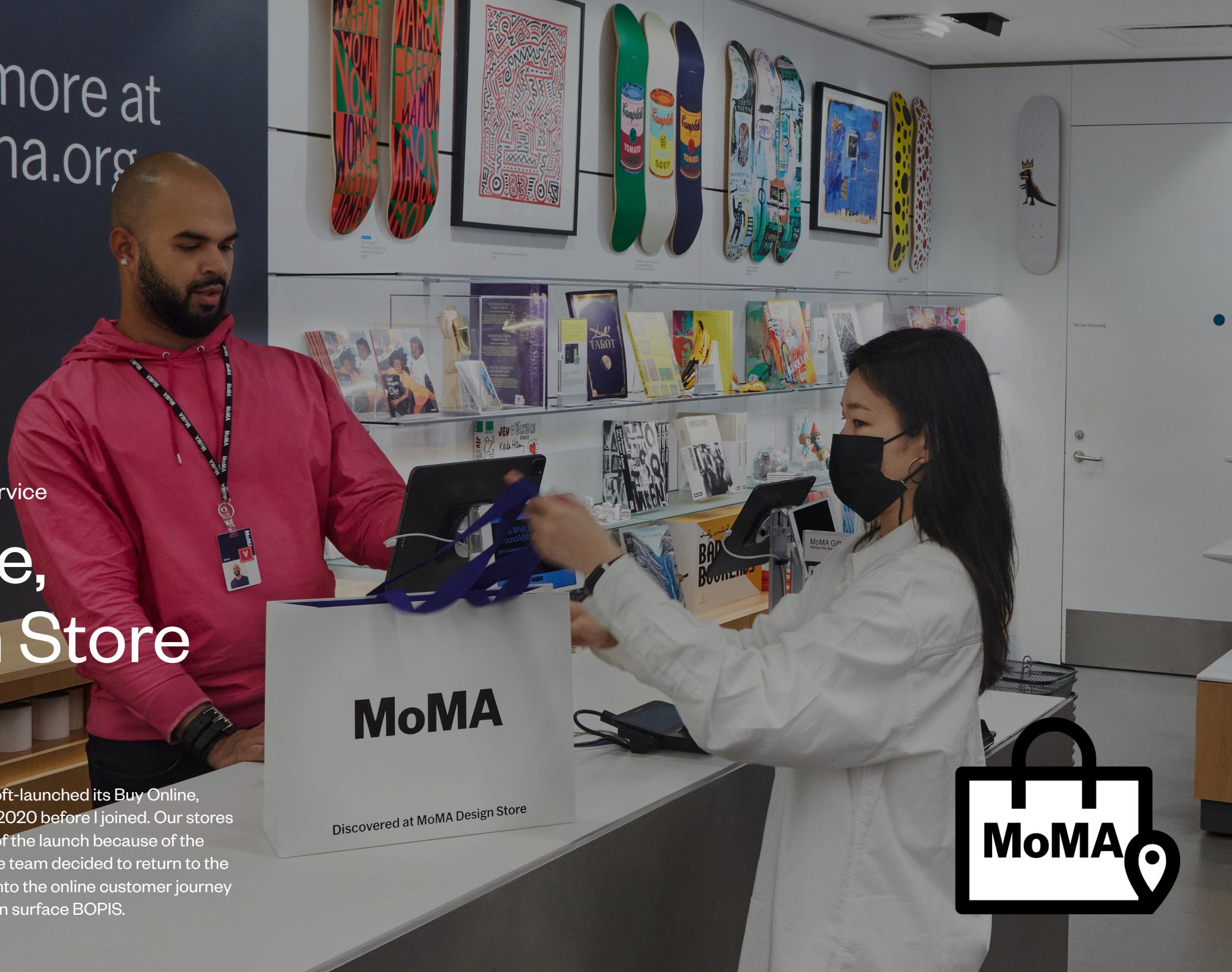
MoMA Design Store BOPIS Service

Buy Online, Pick Up In Store

Time: 2022/05 - 2022/06

Role: Digital Design Manager

Project Overview: MoMA Design Store soft-launched its Buy Online, Pick Up in Stores (BOPIS) service in late 2020 before I joined. Our stores were half-closed during the early phase of the launch because of the pandemic. In 2022, the Digital Commerce team decided to return to the BOPIS service and advertise it. I looked into the online customer journey and located the stops where the team can surface BOPIS.



1/ PRODUCT CATEGORY PAGE

The global nav will be dynamically targetting by geo-location – only customers who are within 20 miles to Manhattan will see this banner.

As more than 95% of our customers land on a product category page while they are visiting our site, adding the service to the filter column make it prominent.

The screenshot shows a product category page for the MoMA Design Store. At the top, there's a banner for 'In New York City? You can buy online & pick up in one of our stores. [Learn more.](#)' Below the banner is the MoMA Design Store logo. The navigation bar includes links for New, For the Home, Office, Tech, Accessories, Prints & Artists, Books, Kids, Only at MoMA, Holiday, Gifts, and Sale. A search bar and a shopping cart icon are also present. The main content area displays a grid of products, each with a 'NEW' badge above it. On the left side of the grid, there's a filter column titled 'Price' with a plus sign icon. Below this is a section titled 'Pick Up In Store' with a plus sign icon, containing three options: Museum Store (11 W 53 St, NY), Design Store (44 W 53rd St, NY), and Soho Store (81 Spring St, NY). The products shown include an RS4 Home x HEY Foosball Table (\$4,850), Timex T80 x Space Invaders Watch (\$89), Santos by Monica Cactus Leather Bag (\$300), Tiny STEAM Toy Sets (\$22), Teenage Engineering Choir Doll (\$249), Hollywood Hills Desk Clock (\$135), Yoshitomo Nara Miss Margaret Skateboard Triptych (\$600), and Yoshitomo Nara In the Water Skateboards - Set of 5 (\$900). At the bottom right of the grid, there's a callout box with a pink border and a blue background containing the text 'Buy Online, Pick Up In Store' with a MoMA logo and a location pin icon. Below this, smaller text reads: 'You'll have the option of buying online and picking up at our stores by selecting "In New York City? Pick up today." during checkout.'

An in-grid content block stands up from the products populated on the category page, making a higher impression to the customers.

2/ ADDED TO CART POPUP & CART

When the product a customer added to his/hers/they cart, we want to highlight the BOPIS service when available.

With the new flyout design, we can also feature more than the "Successfully added to cart!" message and promote more programs & products at the same time.

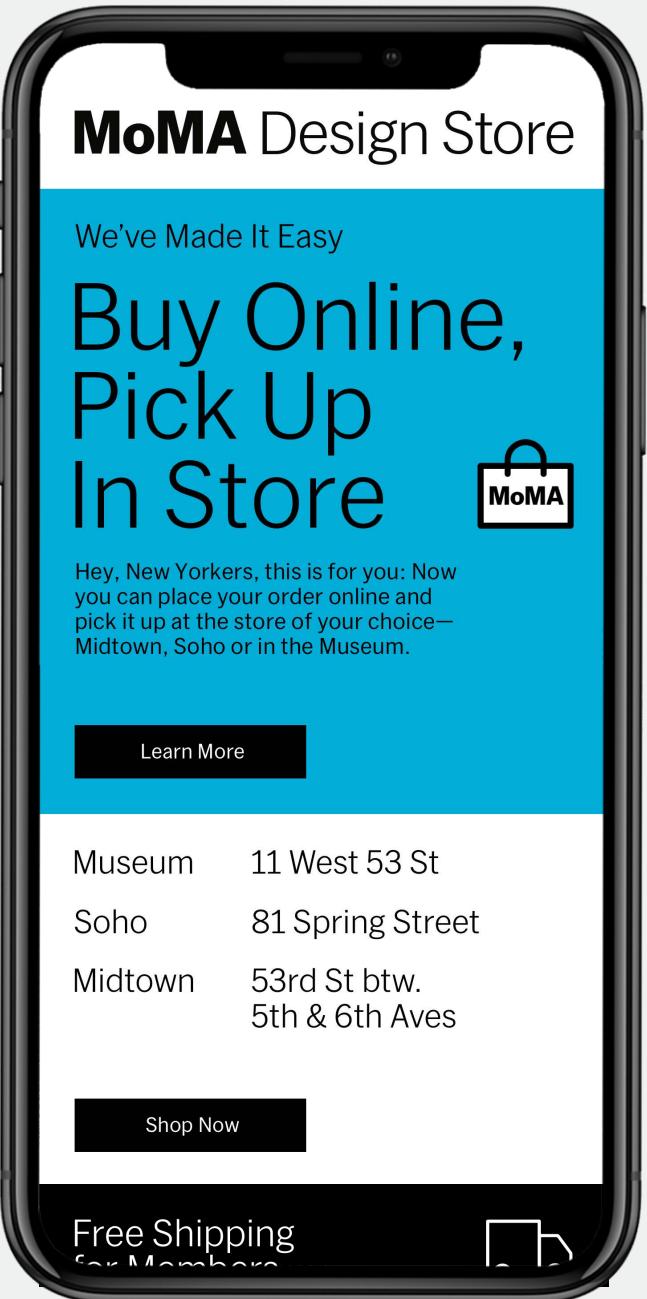
Although we want to surface BOPIS on the Cart page, it is not the priority.

The image displays two screenshots of the MoMA Design Store website, showing different ways to present a successful addition to the cart.

Screenshot 1 (Top): This screenshot shows a product page for a "Barbara Kruger Cotton Canvas Tote Bag". A large, semi-transparent overlay box appears in the center of the page, containing the text "Item successfully added to cart!" in bold black font, along with a "Continue Shopping" button and a "View Cart" button. The rest of the page includes the product title, price (\$60 Non-Member / \$54.00 Member), availability (In Stock), and a "Join Now" button.

Screenshot 2 (Bottom): This screenshot shows the "Your Shopping Cart" page. It lists two items: a "Hollywood Hills Desk Clock" and a "Champion Crewneck Sweatshirt - MoMA Edition". The sweatshirt item includes a note about a "MoMA Employee Discount Applied at Checkout". To the right of the cart, there is a "Order Summary" section with a breakdown of costs (Merchandise: \$210, Member Discount: -\$84, Shipping: TBD, Tax: TBD) and an "Estimated Total" of \$126. Below this is a large "Proceed to Checkout" button. At the bottom of the page, there are three informational callouts: one about gift wrapping, one about being a MoMA Member, and one about online pickup.

4/ EMAIL & SOCIAL



Launch Email



Social Feed



Social Story

I also designed the launch email and social media content to promote the service on different digital channels. Although these are not conversion drivers, it is important to educate our customers and raise awareness.

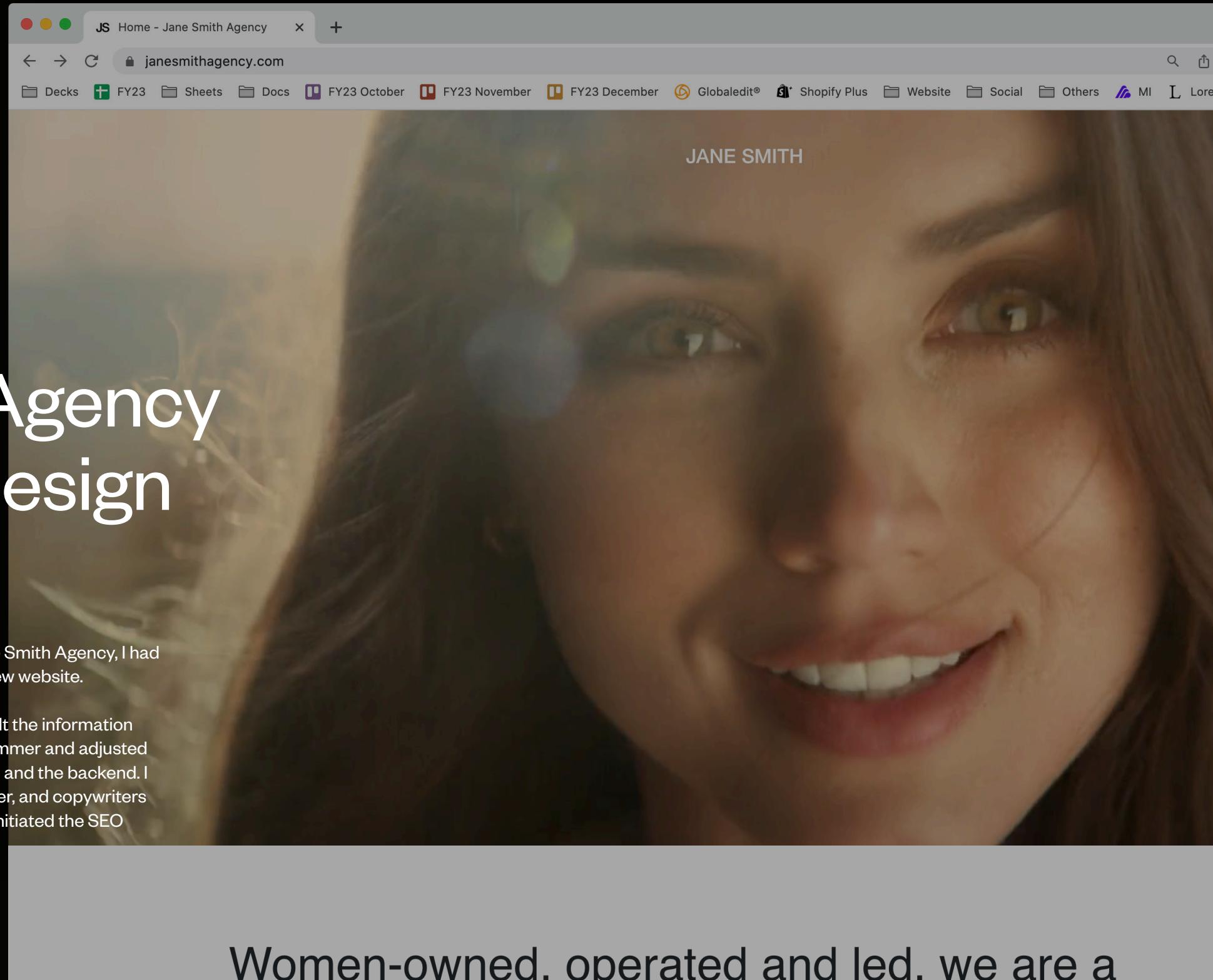
Jane Smith Agency Website Redesign

Time: 2020/05 - 2020/12

Role: Junior Art Director

Project Overview: As the Junior Art Director at Jane Smith Agency, I had the opportunity to lead the design of the agency's new website.

I took the initiative to do the initial research and built the information architecture. I communicated directly with a programmer and adjusted the design to fit best for both the visual presentation and the backend. I collaborated with a senior art director, a web designer, and copywriters to finish uploading all assets. I also researched and initiated the SEO strategy for each page and critical assets.



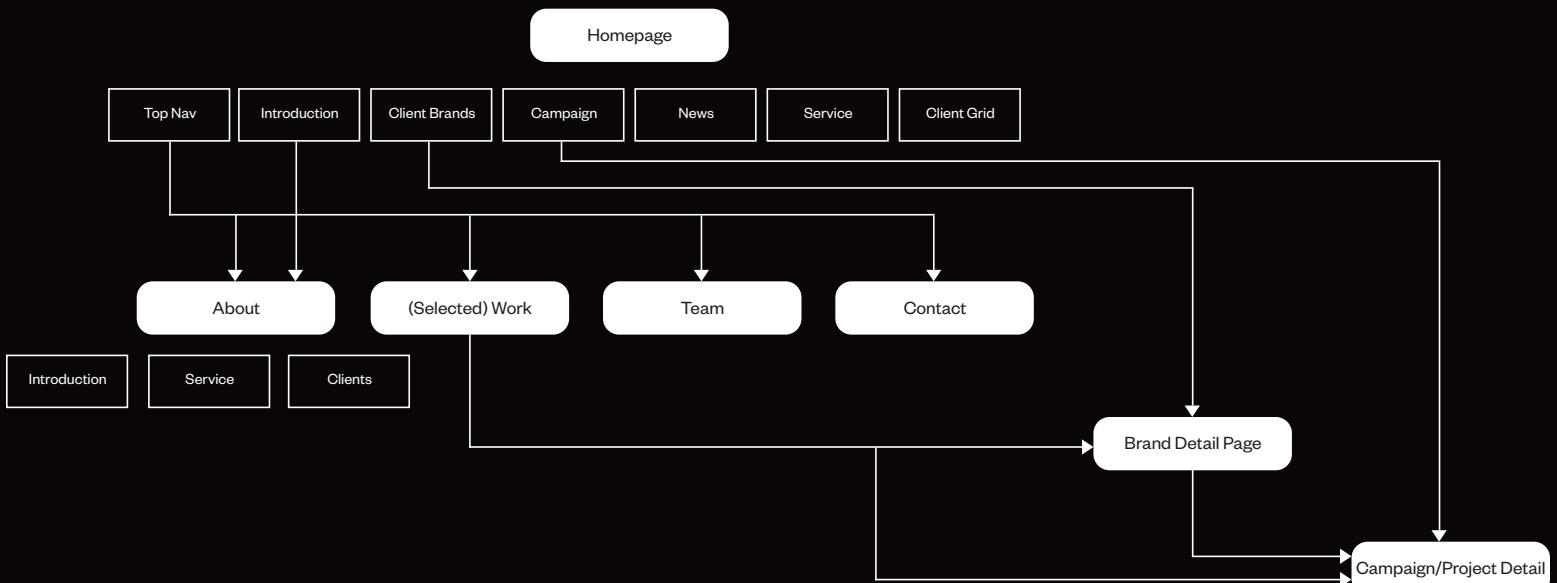
1/ RESEARCH AND INFORMATION ARCHITECTURE

I analyzed our past website and identified the key elements, which are our work, who we are, and ways to contact us.

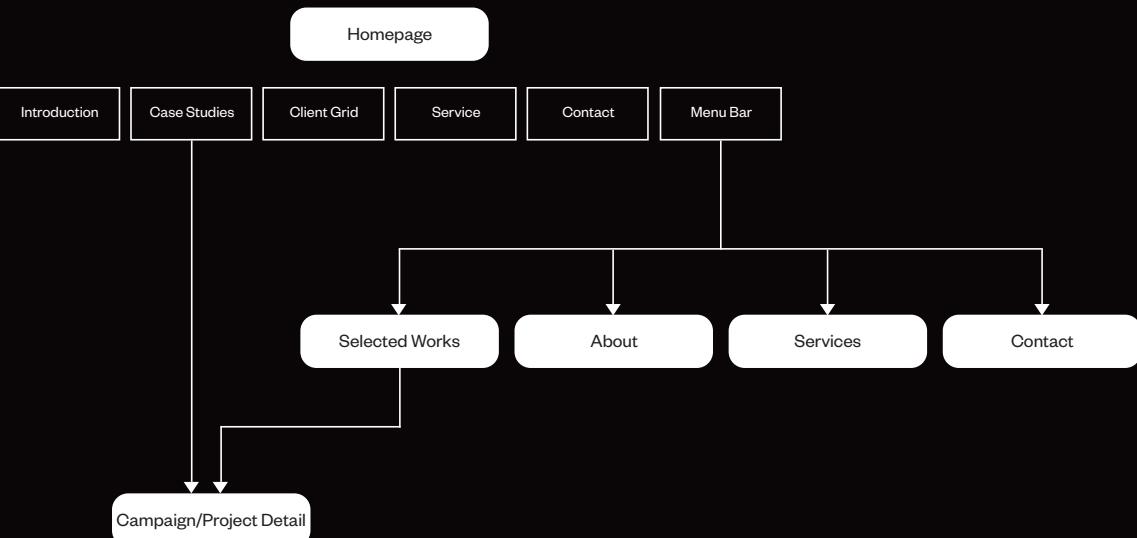
All these elements can be spread out to Homepage, Work, About Us, and Project Detail Pages.

From here, I proposed several possible user flow to my team, which helped to land on our final information architecture structure.

Original Flow



Updated Flow



2/ VISUAL DESIGN

I collaborated with a web designer and a senior art director to test out the visual design of key elements to find the best way to tell our story. Because the agency provides a wide range of service, from branding, marketing strategy and pricing, to campaign, digital design, social media, and websites.

The key visual is the top section of the homepage, and how to show our multidisciplinary work including campaign videos, social media content creation, prints, digital design, websites, and statistics.



I created several iterations of the top of the Homepage that highlights a concise quote that shows the personality and the agency reel.

2/ VISUAL DESIGN (CONTINUED)

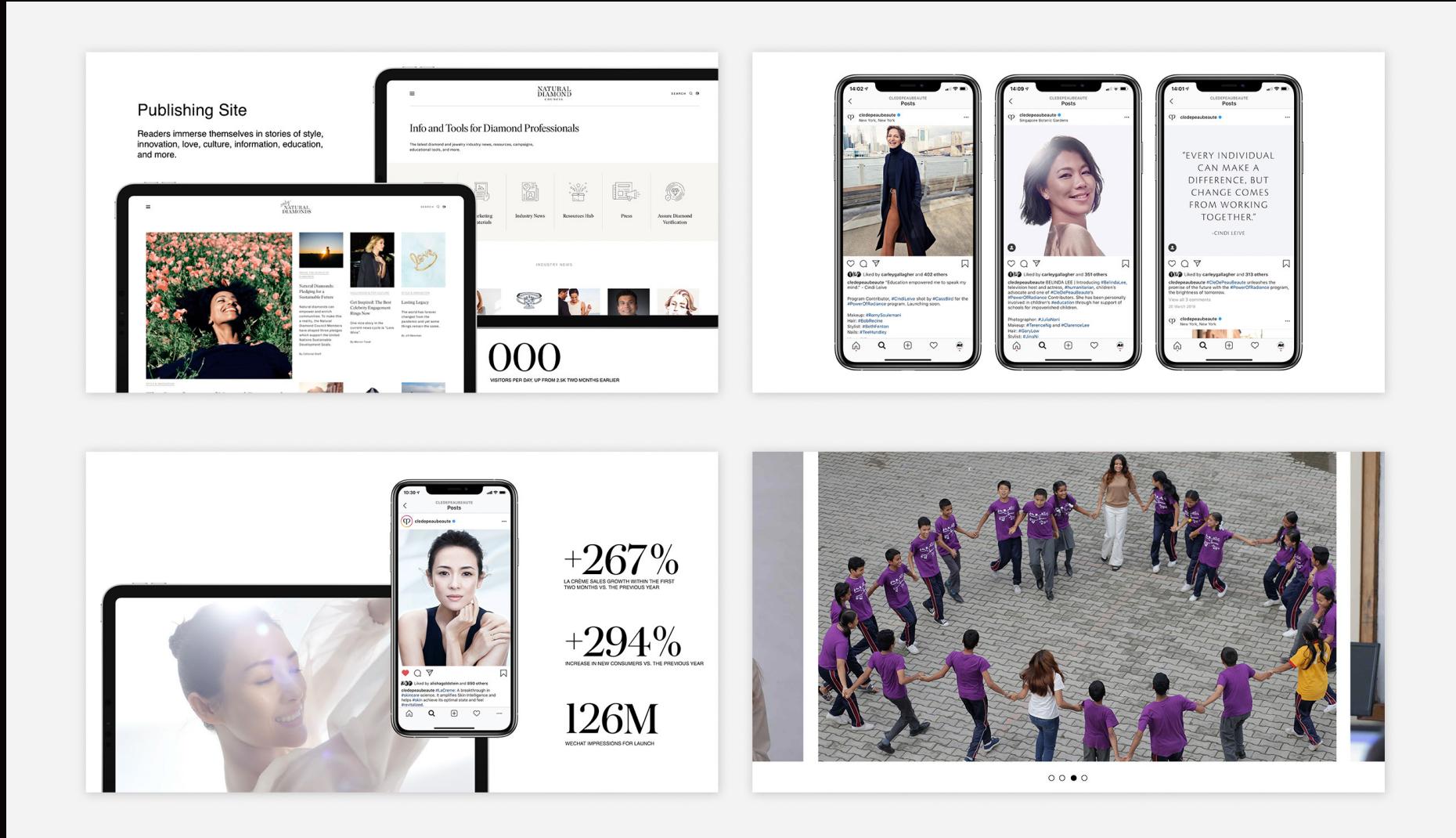
The image shows two versions of a case study card for Fabletics. The left version features a large, full-bleed background image of a woman in a black sports bra and leggings performing a plank on a beach. Overlaid on the top left is the brand name "Fabletics" and a block of placeholder text: "Lorem ipsum dolor sit, consectetur adipiscing elit sed do eiusmod". Below this is a link labeled "→ VIEW CASE STUDY". The right version is a smaller, clean card with the same text and link, set against a white background.

I introduced two ways of presenting each project on the homepage, indicating the scale of each case study. The team decided to use the larger one for all case studies because the full bleed background is more impactful and clean.

The image shows two versions of a case study card for Clé de Peau Beauté. The left version features a large, full-bleed background image of a woman in a dark dress looking off-camera. Overlaid on the top left is the brand name "Clé de Peau Beauté" and a block of placeholder text: "The most luxurious beauty in the world needed a global repositioning.". Below this is a link labeled "→ VIEW CASE STUDY". The right version is a smaller, clean card with the same text and link, set against a white background.

I explored different ways to tell the story in the beginning of each case study page.

2/ VISUAL DESIGN (CONTINUED)



From website design module, to social media module, and the image carousel, I created different content blocks to showcase variety of projects the team have worked on.

It is important to showcase the beautiful work as well as to show the impact our work have made.