

Tingyu Su's Selected Projects for NYU ITP

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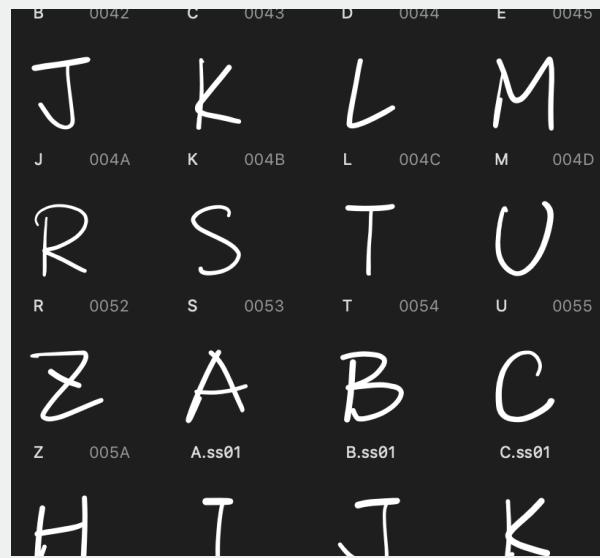
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MoMA Design Store Rewards Program

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.



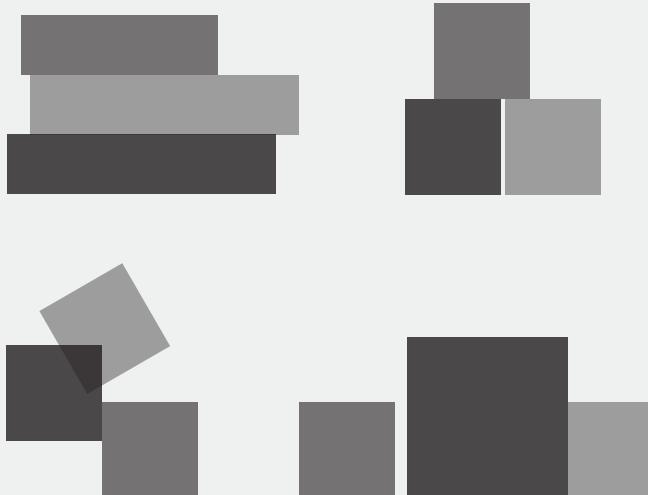
1/ BRAND IDENTITY

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

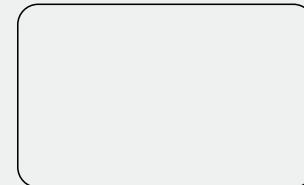
The first direction (shown on the right) highlights MoMA Design Store's core mission: "to bring good design into people's lives by literally putting it into their homes and hands." The other concept conveys the idea of a loyalty program visually.

After two rounds of review with the marketing team, the second option was chosen to revise and refine.

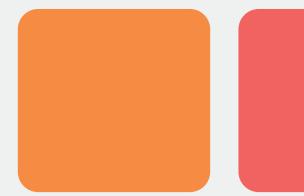
DESIGN MOTIF



COLOR PALETTE



Primary Color



Secondary Colors

LOGO

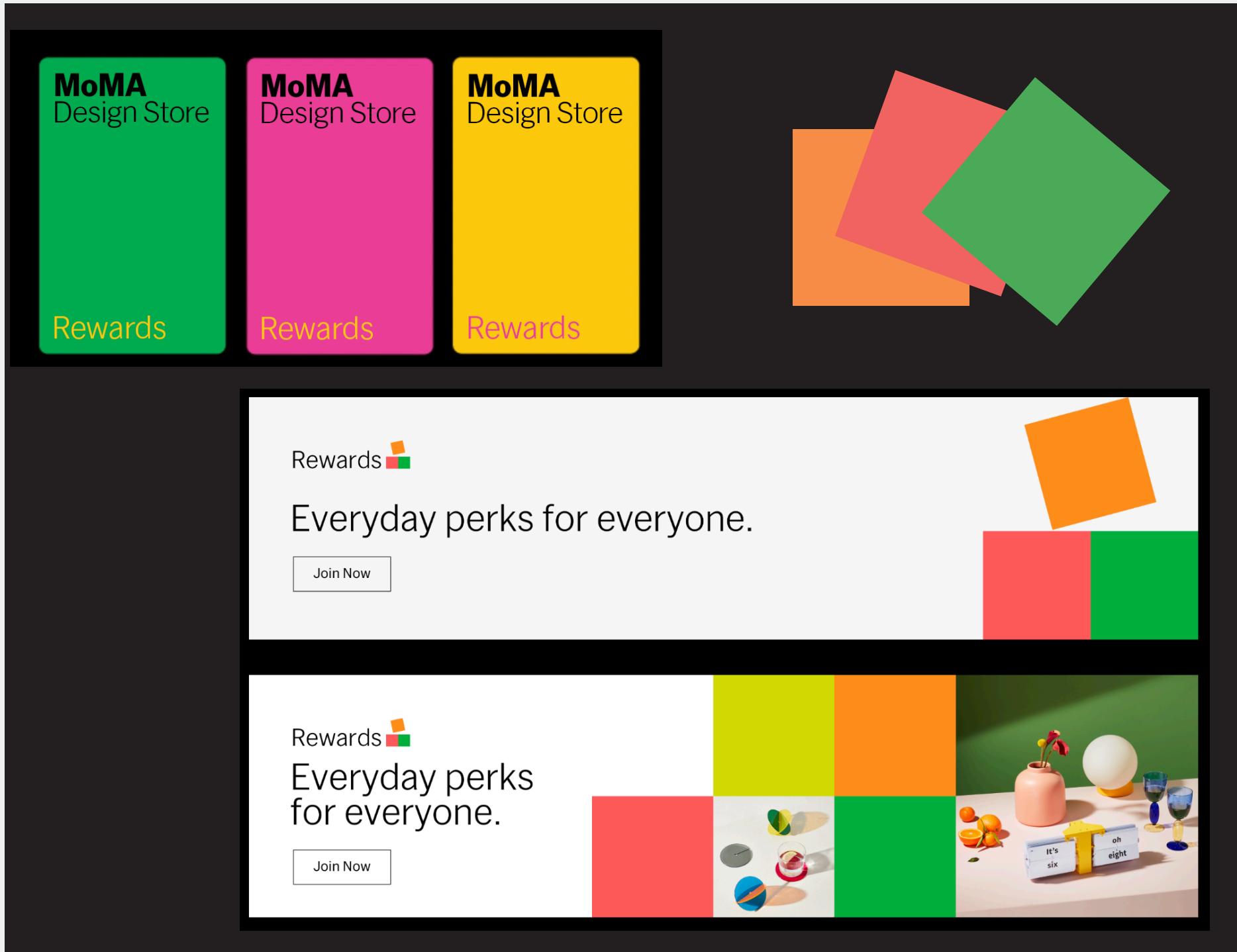
MoMA
Design Store
Rewards

Primary Logo

Rewards

Secondary Logo

1/ BRAND IDENTITY - DIRECTION 2
(CONTINUE)



2/ DIGITAL USER JOURNEY -

SIGN UP & LOG IN

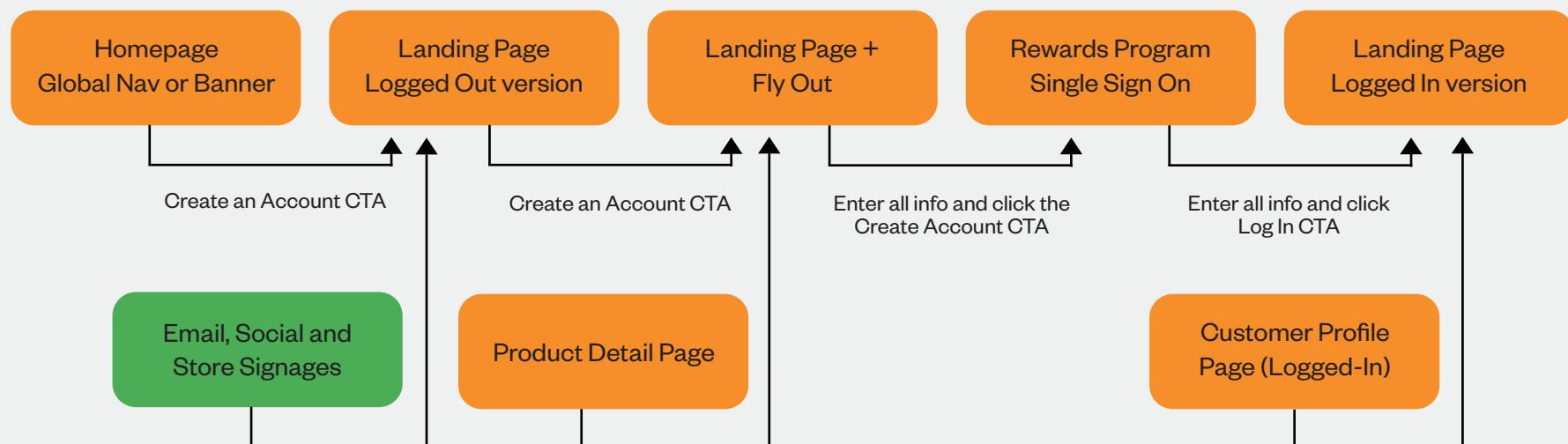
I mapped out the core digital experience, with help from the Retention Marketing Manager.

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.

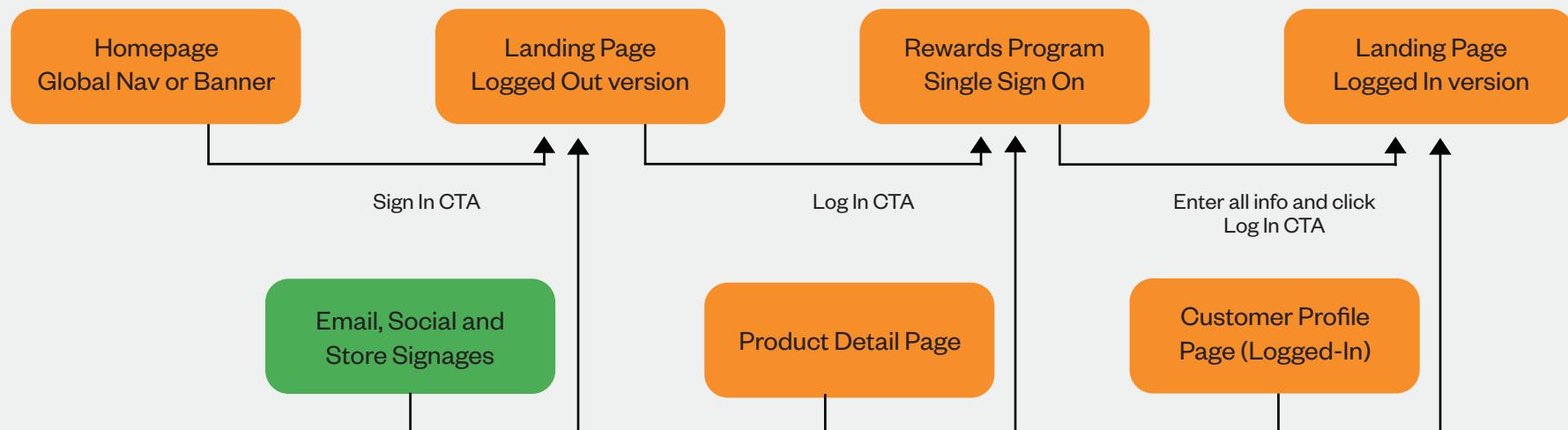
However, this user journey is complex and requires more development work. To simplify yet refine, I came up with the solution to combine the logged-out landing page and the logged-in landing page so that only a few content modules will be dynamic and keep the original customer profile page.

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 navigation is a large hero section for the 'MoMA Design Store Rewards'. This section features the rewards logo, descriptive text about earning points and rewards, and a 'Sign in or Create an Account' button. The main content area below the hero section displays a grid of products.

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..

We will feature the program as the website hero for the first two weeks of its launch to give it the spotlight online.

The screenshot shows the MoMA Design Store homepage with a dynamic Rewards banner at the bottom. The banner features the rewards logo and the text 'Join our free Rewards program and enjoy everyday perks!' with a 'Learn More' button. To the right of the banner is a grid of products. At the very bottom of the page, there is a black footer bar with the text 'See how your purchase supports The Museum of Modern Art.' and a video thumbnail.

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)

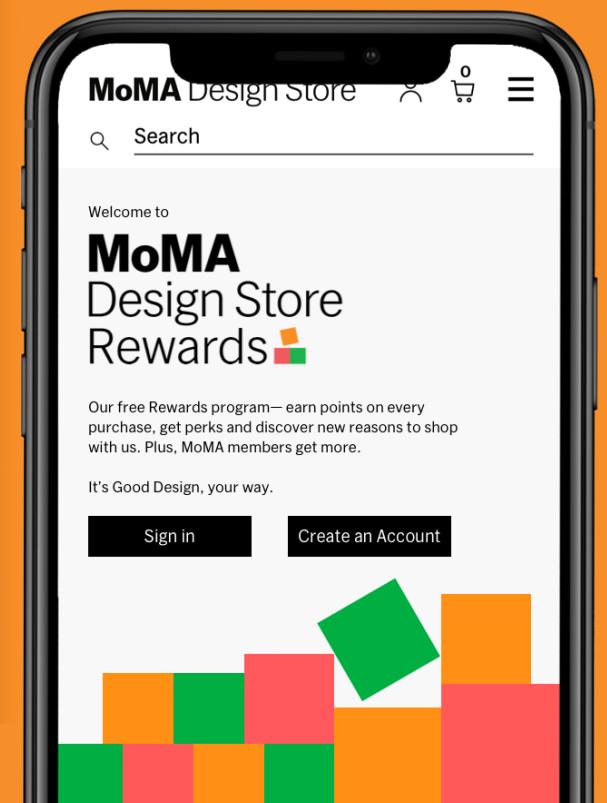
	Enthusiast	Connoisseur	Ambassador
Shop to Unlock	Free to Join!	\$500 spend per year	\$1000+ spend per year
Earn Points Per \$ Spent	1x	1.5x	2x
Birthday Bonus	•	•	•
Points for Writing a Review	•	•	•

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.

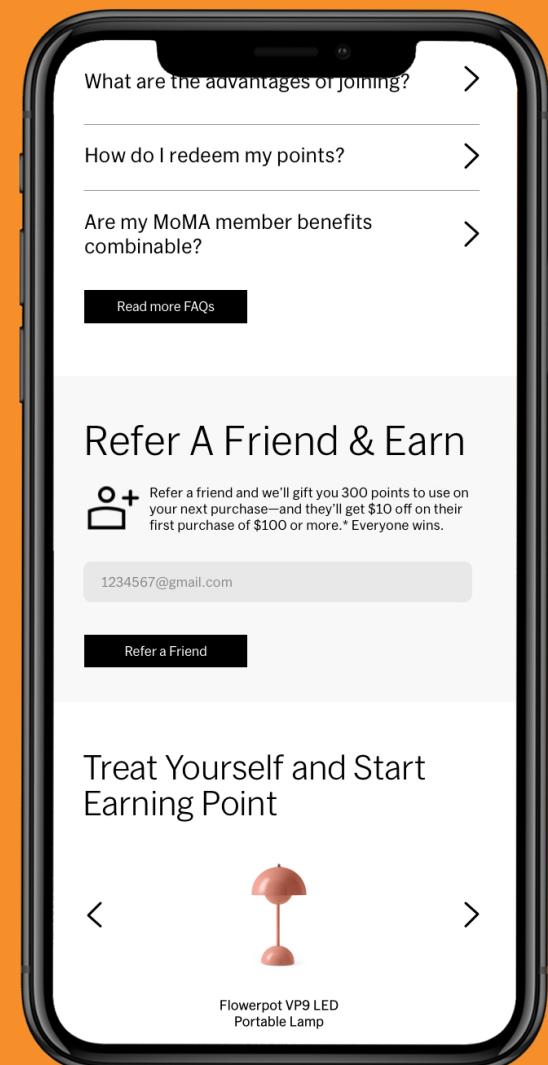
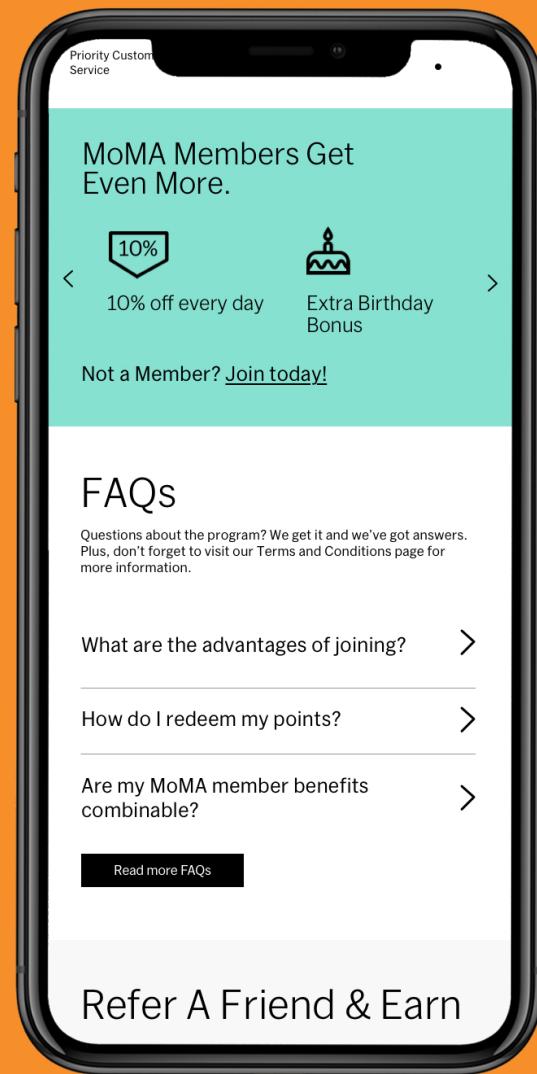
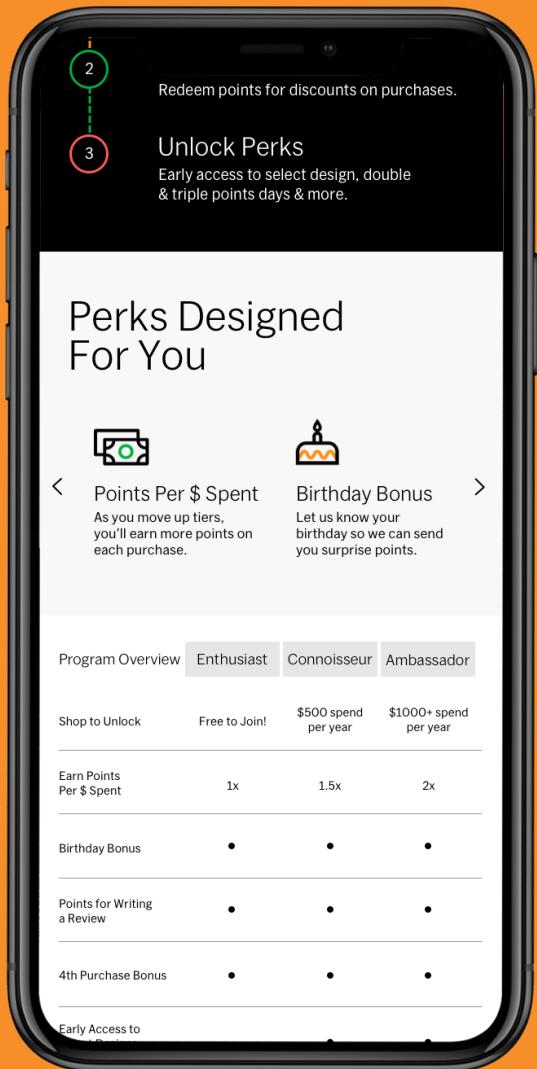
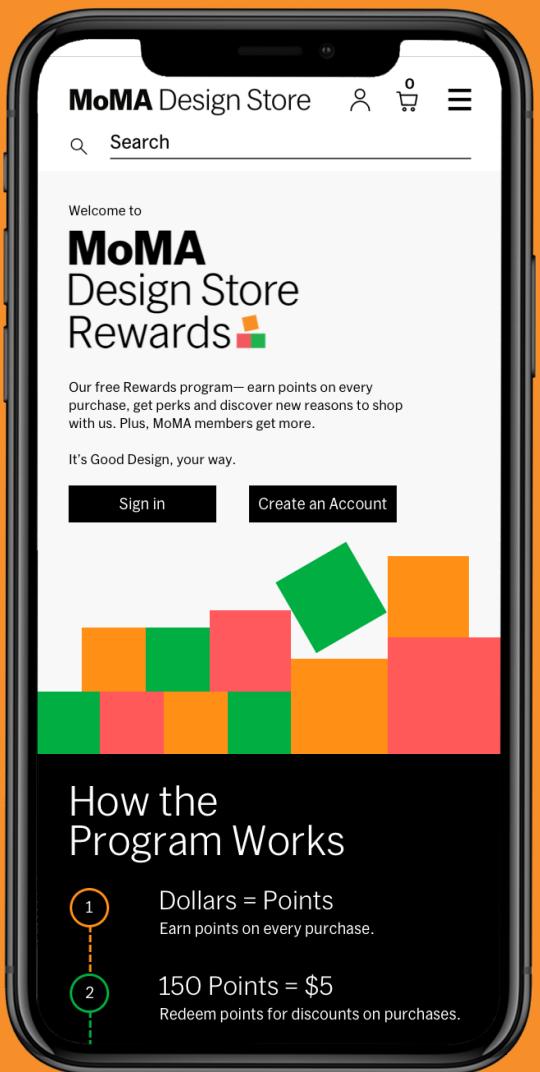
I designed the hero, How the Program Works, Benefit and FAQs modules.

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.

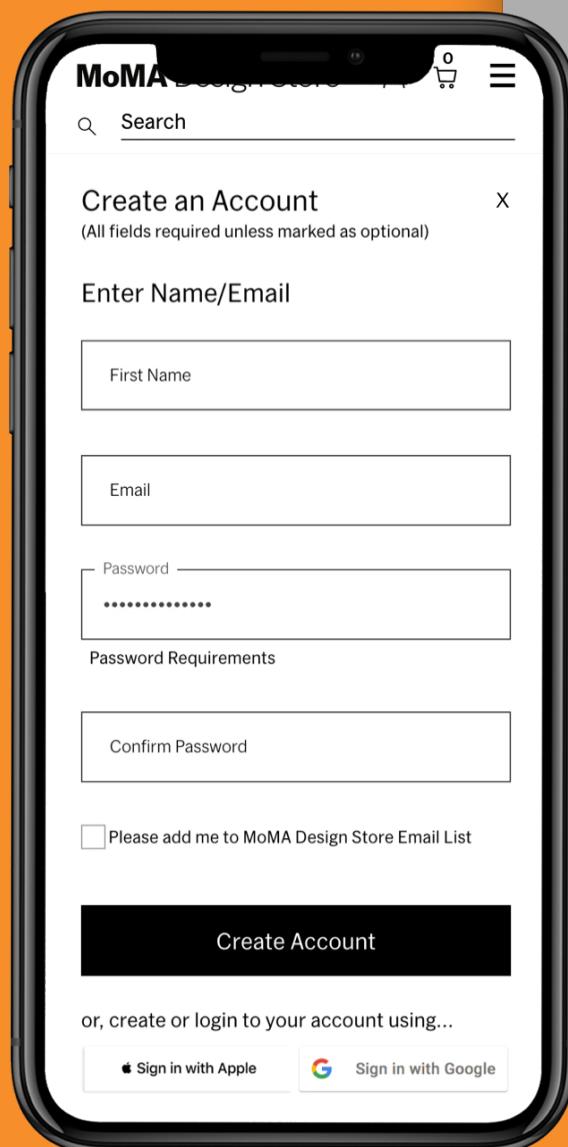


5/ LANDING PAGE - LOGGED OUT VERSIONS (MOBILE)



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 & Contemporary Design

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.

Create Account

Please add me to MoMA Design Store Email List

Sign in with Apple Sign in with Google

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

Enter Name/Email

First Name

Email

Password

Confirm Password

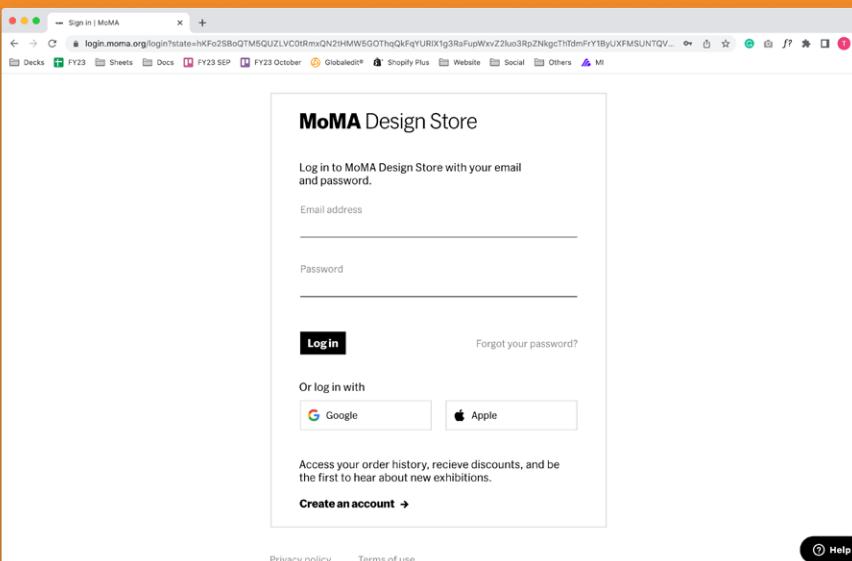
Please add me to MoMA Design Store Email List

Create Account

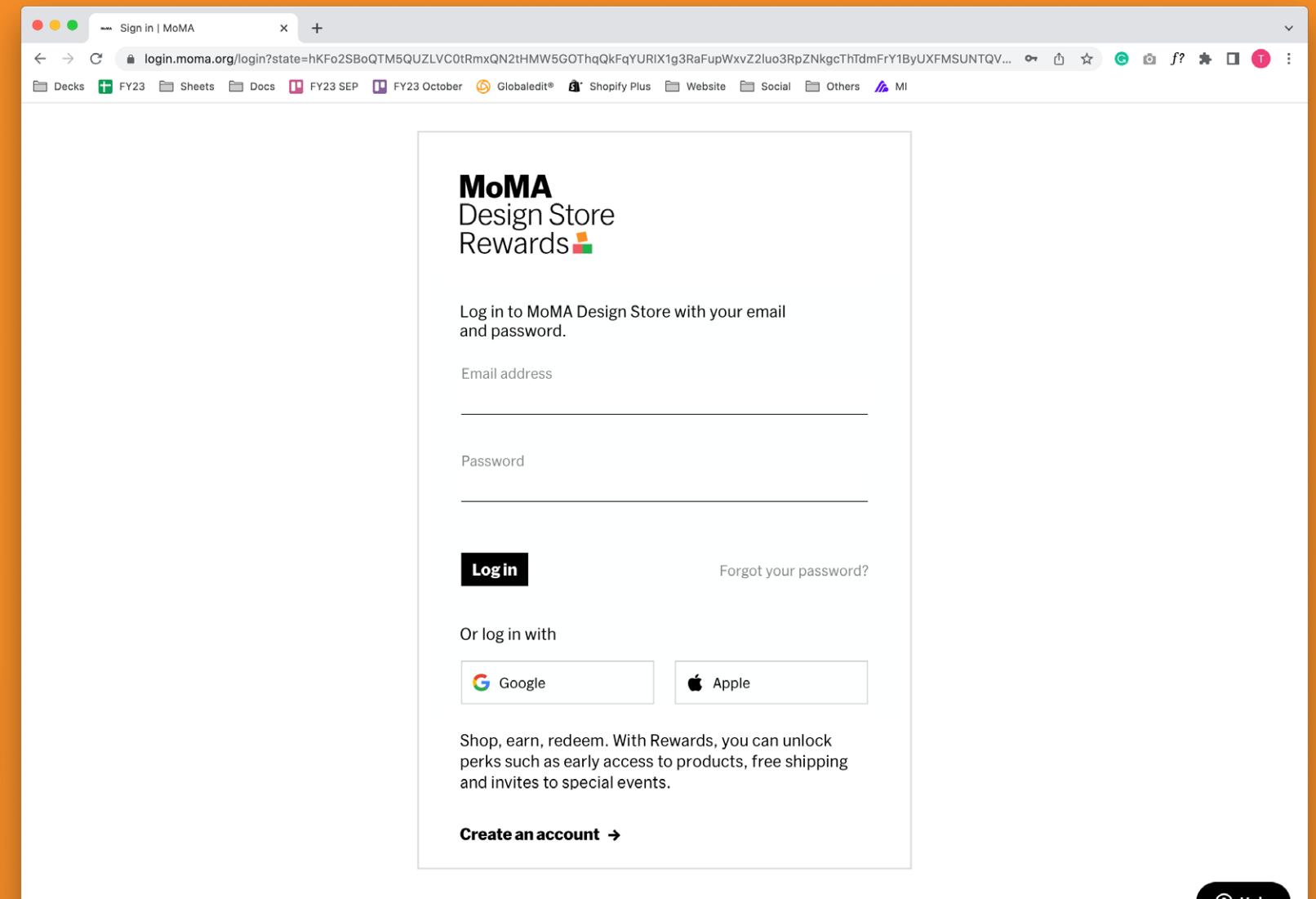
7/ SINGLE SIGN ON

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	•	•	•	

Welcome, Tingyu

Your Status
Current Points: 1234 Tier Level: Enthusiast Spend \$XX to reach the Connoisseur tier!

Your Rewards You have enough points for \$5 toward your next purchase. [Shop Online](#) [Redeem For Store Purchase](#)

There Are Many Ways to Earn

- Make a Purchase** 1 Dollar = 1 Point
- Birthday Bonus** 150 points
- Create an Account** 20 Points
- Follow us on Instagram** 5 Points
- Follow us on Facebook** 5 Points
- Sign up for Newsletter** 15 Points
- Write a Review** 5 Points
- Make 3 more purchases** and earn 150 bonus points.

How the Program Works

- Dollars = Points Earn points on every purchase.
- 150 Points = \$5 Redeem points for discounts on purchases.
- Unlock Perks Early access to select designs, double & triple points days & more.

Perks Designed For You

- Points Per \$ Spent** As you move up tiers, you'll earn more points on each purchase.
- Birthday Bonus** Let us know your birthday so we can send you surprise points.
- 4th Purchase Bonus** Make 4 purchases & receive 150 extra points.

MoMA Members Get Even More. Enhance your Rewards with a membership!

- 10%** 10% off every day
- 20%** 20% off during Member Shopping Days
- Extra Birthday Bonus**
- Free Shipping** over \$35
- Triple Point Day** 2x Per Year
- First to Shop Select Artist Designs**

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.

[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 Wood - Model KF-1

Welcome, Tingyu

Your Status
Current Points: 1234 Tier Level: Enthusiast Spend \$XX to reach the Connoisseur tier!

Your Rewards You have enough points for \$5 toward your next purchase. [Shop Online](#) [Redeem For Store Purchase](#)

There Are Many Ways to Earn

- Make a Purchase** 1 Dollar = 1 Point
- Birthday Bonus** 150 points

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.

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 redeemed during checkout, customers who are shopping in stores needs 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 rewards program section. 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 rewards. 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 signing up for a newsletter. At the bottom, there's a diagram titled "How the Program Works" showing a flow from dollars to points to perks.

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 reward levels are clearly visible: \$5 (150 points), \$10 (300 points), \$15 (450 points), and \$20 (600 points). A green arrow points from the "Redeem For Store Purchase" button in the previous screenshot to this one.

When the customer has enough points to redeem

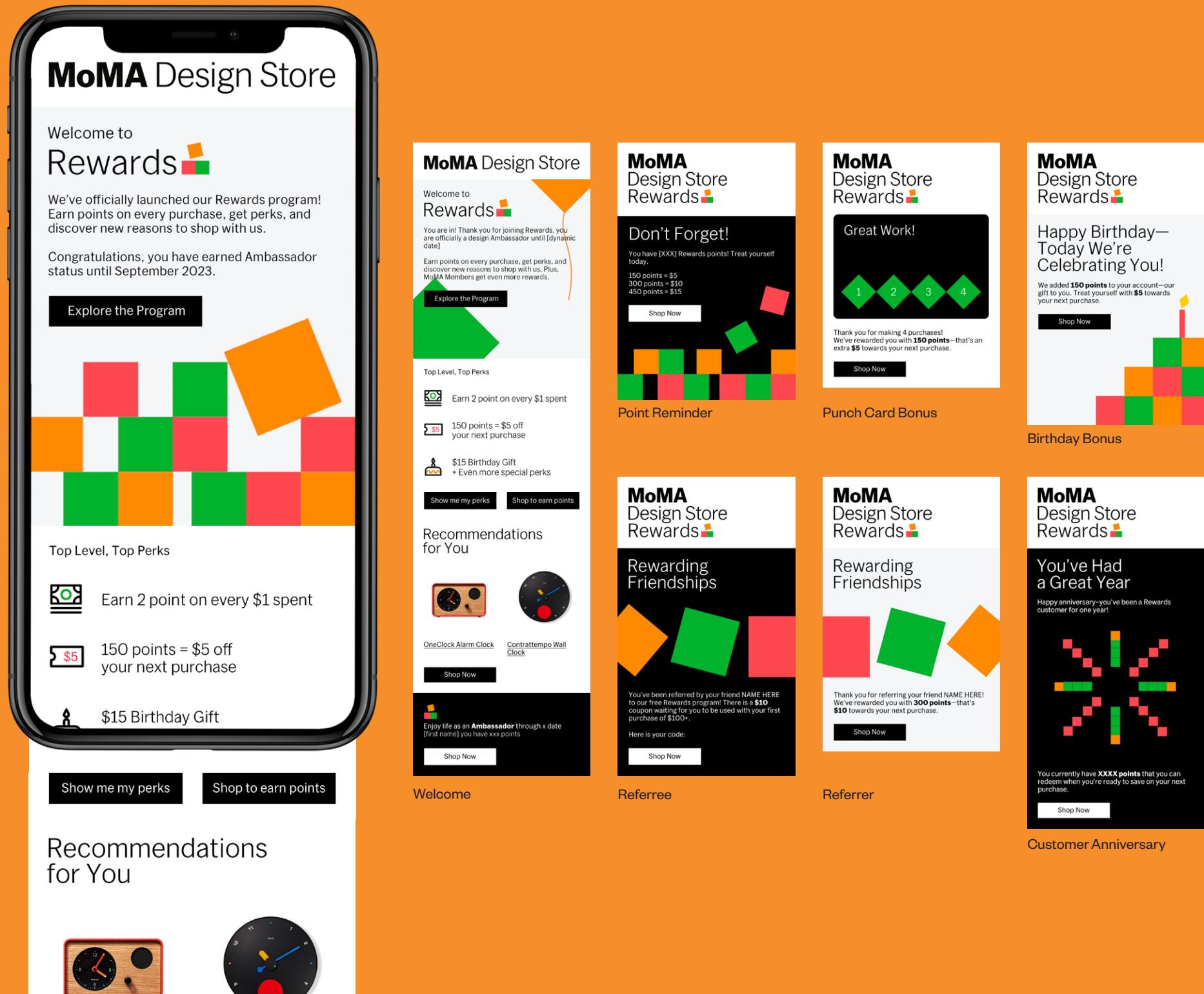
This screenshot shows the same rewards program interface but for a customer with insufficient points. The "Your Points" bar is only partially filled (87 points), and the "Your Tier" is listed as "Enthusiast". The "Redeem For Store Purchase" button is now a standard grey button. The reward levels are shown as grey boxes: \$5 (150 points), \$10 (300 points), \$15 (450 points), and \$20 (600 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.

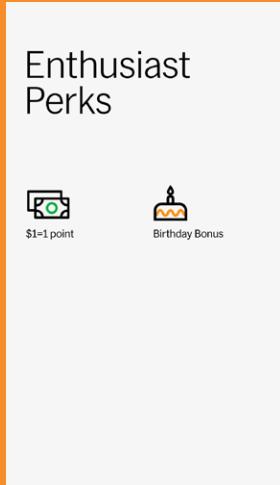
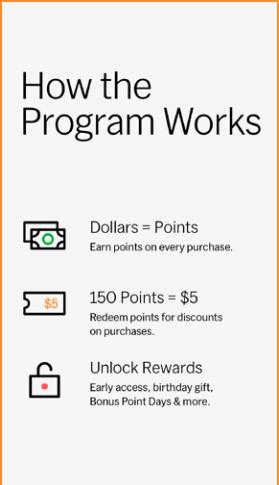


12/ SOCIAL MEDIA

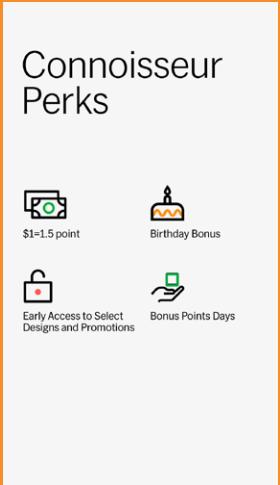
Besides emails, webpages, and store collaterals, I created the social media content to promote the program with the Assistant Director of Branding and External Events.



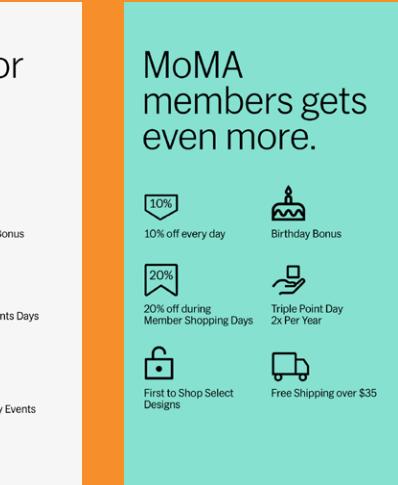
Launch Feed



Paid Feed



Paid Feed



Social Story

GIF

Discover more at
store.moma.org

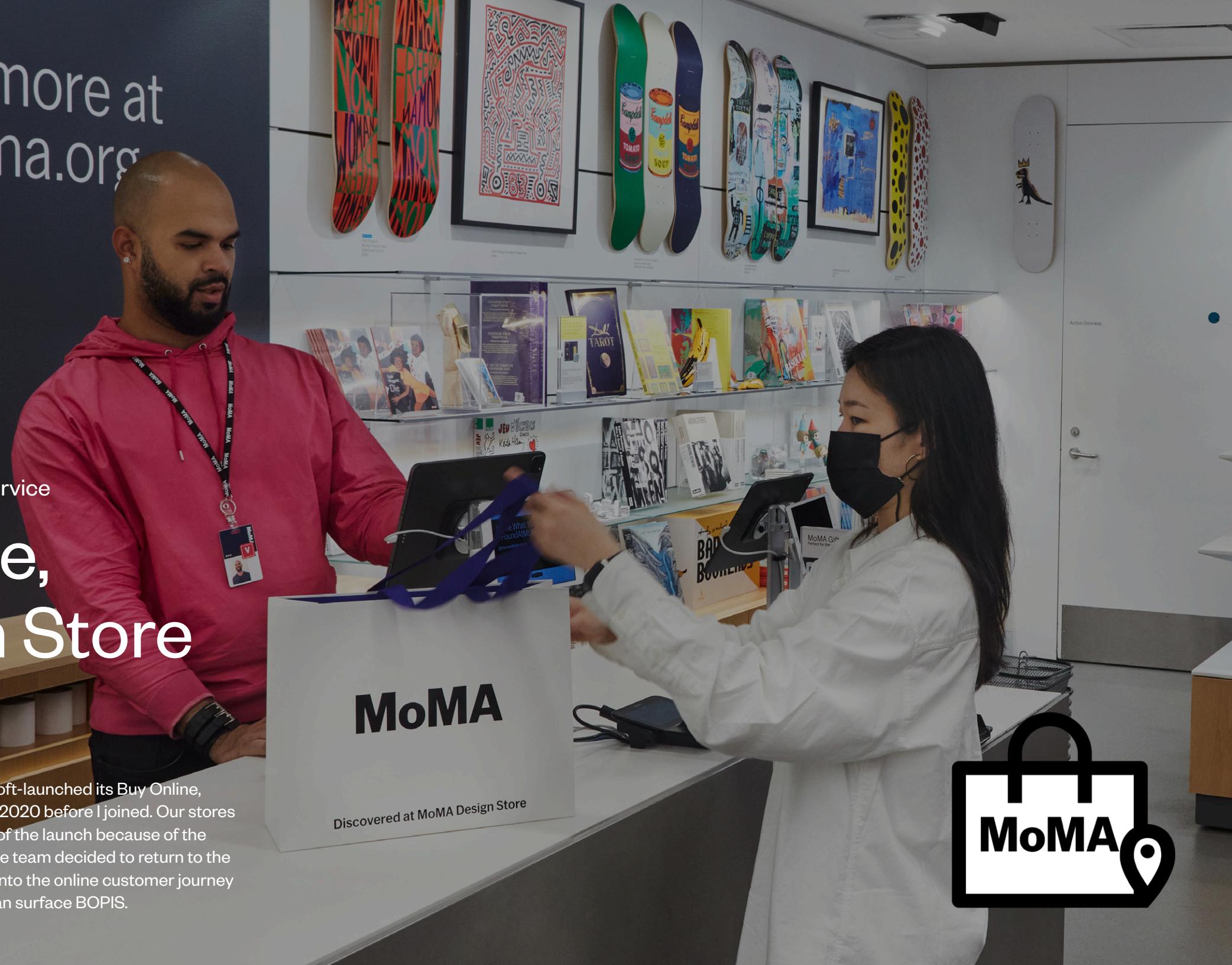
MoMA Design Store BOPIS Service

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 stating "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 user account icons are also present. On the left, there's a sidebar with a "Price" filter and a "Pick Up In Store" section 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 main content area displays a grid of products, each with a "NEW" badge above it. The products include:

- RS4 Home x HEY Foosball Table (\$4,850)
- Timex T80 x Space Invaders Watch (\$89)
- Santos by Monica Cactus Leather Bag (\$300)
- TINY ART! Toy Sets (\$22)
- Teenage Engineering Choir Doll (\$249)
- Hollywood Hills Desk Clock (\$135)
- Yoshitomo Nara Miss Margaret Skateboard Triptych (\$600)
- Yoshitomo Nara In the Water Skateboards - Set of 5 (\$900)

A callout box highlights the "Buy Online, Pick Up In Store" service, which is available for the last two items listed. The box contains the MoMA logo with a location pin icon and the text: "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.

In New York City? You can buy online & pick up in one of our stores. [Learn more.](#)

Become a member | Need Help? | Ship to United States ▾

MoMA Design Store

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

Search

New / Barbara Kruger Cotton Canvas Tote Bag

Barbara Kruger Cotton Canvas Tote Bag

Thinking of You I Mean Me I Mean You

\$60 Non-Member \$54.00

MEMBERS SAVE UP TO 20% & FREE SHIP

Item# 18111-160810 In Stock

Join now to get 10% off at the MoMA stores and free shipping every day, plus access to exclusive product launches.

Join Now

Produced to commemorate the MoMA exhibition Thinking of You. [More...](#)

90 Day Satisfaction Guarantee

Continue Shopping

Your Shopping Cart

Become a member and save \$25.20 (20%)!

[View benefits & Membership Plans](#) [Purchase a MoMA Membership](#)

Items (2)	Item Price	Qty	Total
 Hollywood Hills Desk Clock Item: 18084-160785 MoMA Employee Discount Applied at Checkout In Stock and Ready to Ship	\$135 Non-Member \$121.50 Member	- 1 + Remove	\$81
 Champion Crewneck Sweatshirt - MoMA Edition Item: 400613-160595 Color: Navy Size: X-Small MoMA Employee Discount Applied at Checkout In Stock and Ready to Ship \$7.95 Flat standard shipping fee available. Free Shipping for Members on orders over \$35	\$75 Non-Member \$67.50 Member	- 1 + Remove	\$45

Order Summary

Merchandise	\$210
Member Discount	-\$84
Shipping	TBD
Tax	TBD
Estimated Total	\$126

[Proceed to Checkout](#)

 Is this order a gift? Add gift wrap and a free gift message in checkout.

 Are you a MoMA Member? You'll be able to add your membership in checkout to get your Member savings.

 Buy Online, Pick Up In Store You'll have the option by selecting "In New York City? Pick up today." during checkout.

In New York City? You can buy online & pick up in one of our stores. [Learn more.](#)

Become a Member

MoMA Design Store

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

Search

New / Barbara Kruger Cotton Canvas Tote Bag

Barbara Kruger Cotton Canvas Tote Bag

Thinking of You I Mean Me I Mean You

\$60 Non-Member \$54.00

MEMBERS SAVE UP TO 20% & FREE SHIP

Item# 18111-160810 In Stock

Join now to get 10% off at the MoMA stores and free shipping every day, plus access to exclusive product launches.

Join Now

Are you a MoMA member?

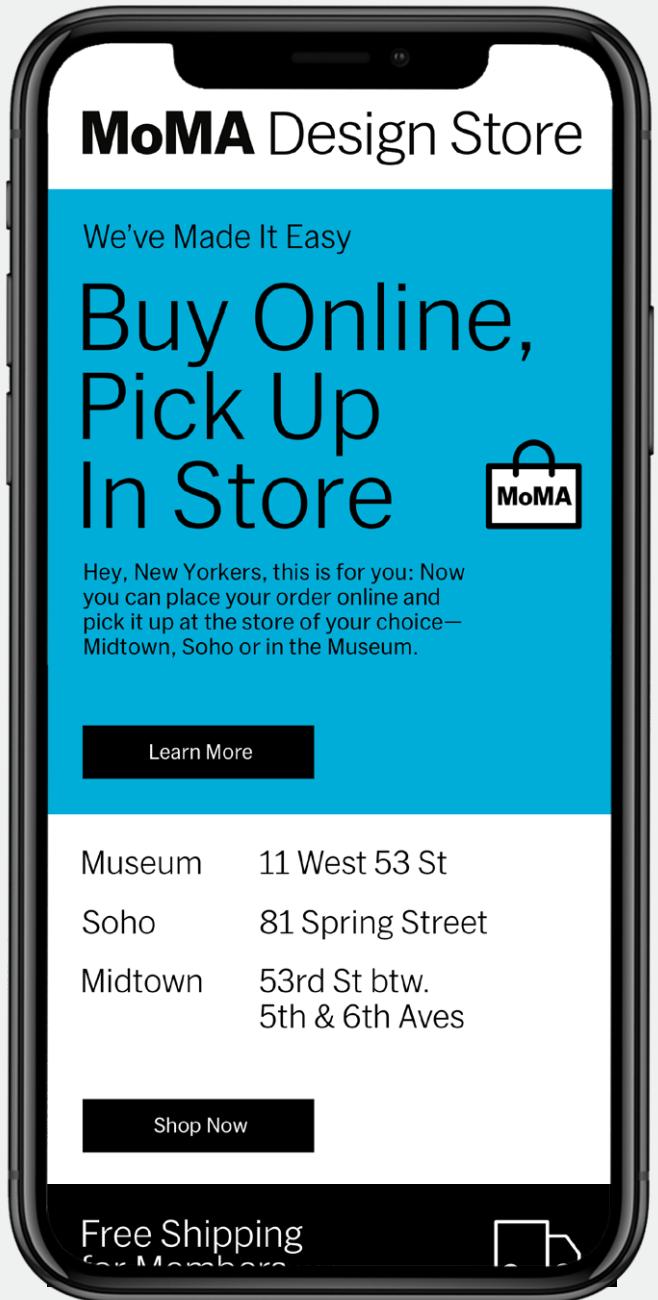
Join now to get 10% off at the MoMA stores and free shipping every day, plus access to exclusive product launches.

You may also like

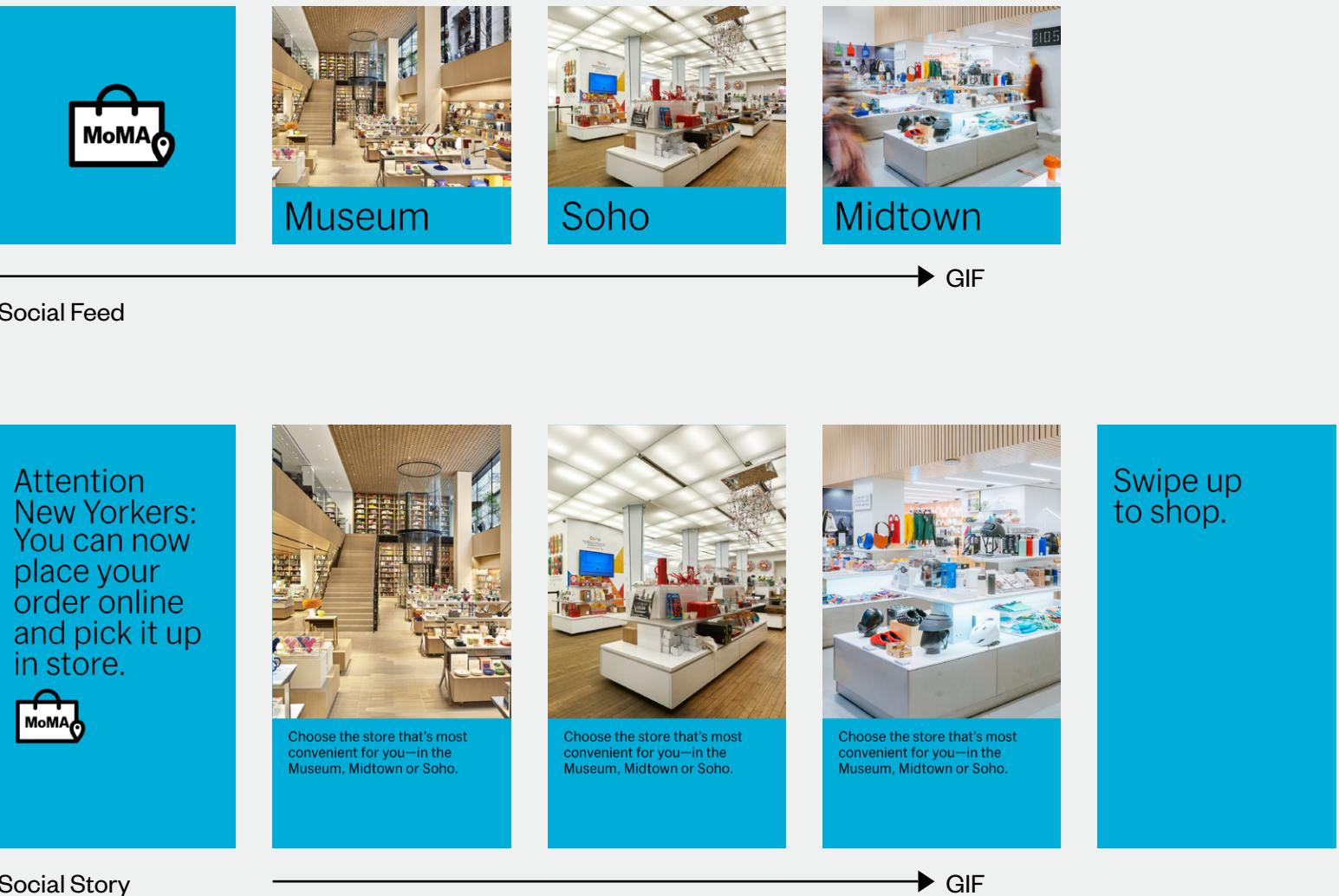
 Barbara Kruger Champion Sweatshirt \$85

 LEGO Ideas The Starry Night \$169.99

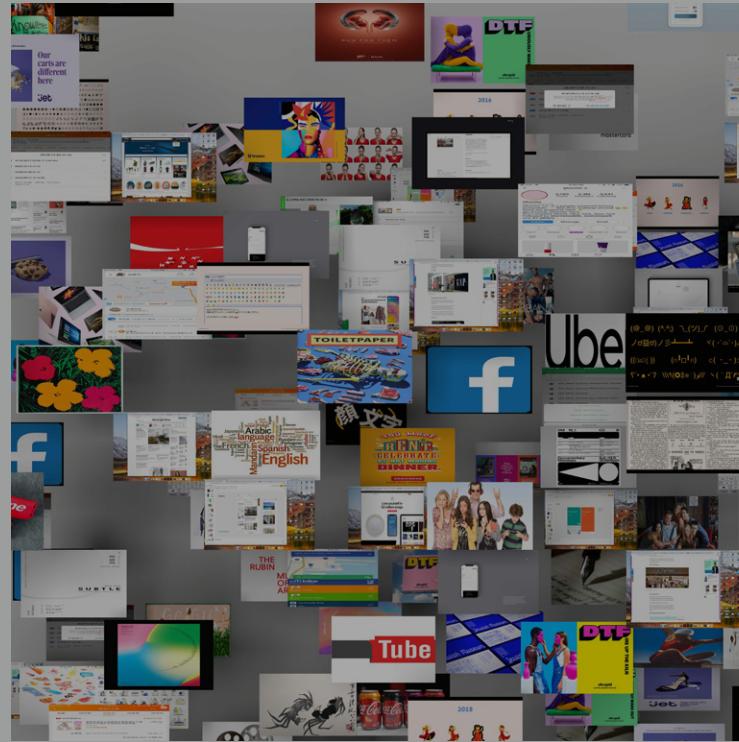
4/ EMAIL & SOCIAL



Launch Email



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.



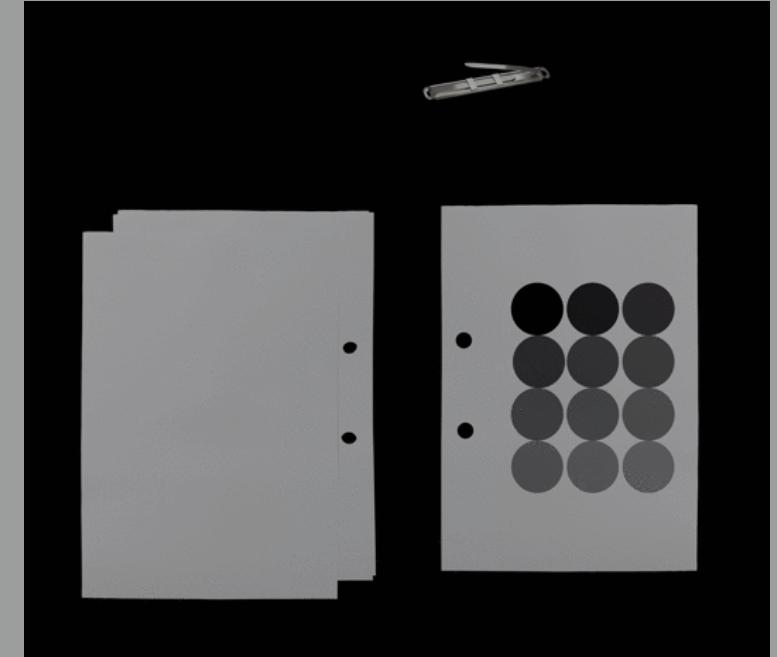
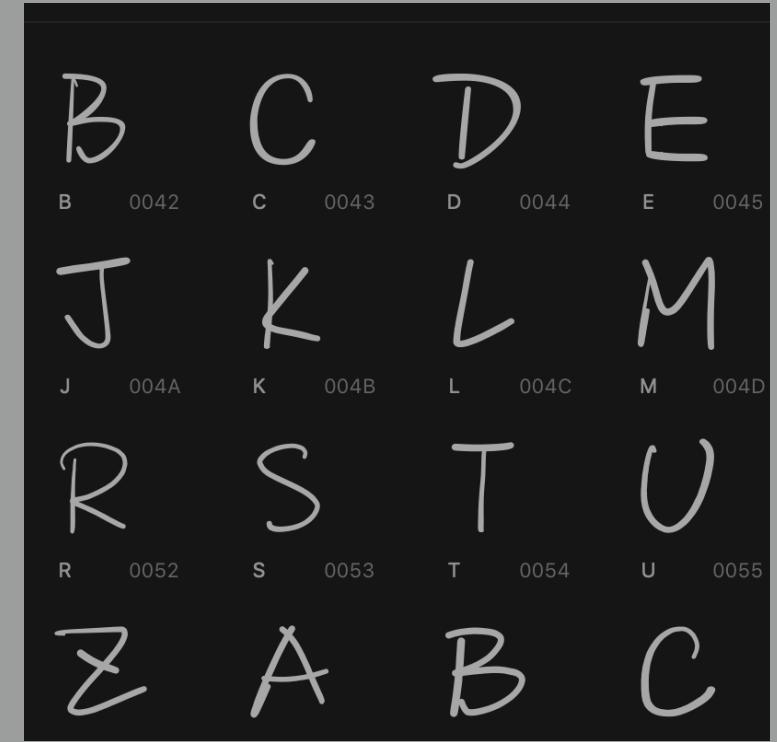
Random (Control, Control);

Time: 2019/10 - 2019/12

Role: Student Project

Project Overview: We relate to “out of control” when we hear the word “random.” Although it might be true in some day-to-day use cases, it is the opposite in programming languages. The randomization function always includes an interval to control the results. Therefore, it is indeed under-controlled out-of-control.

Fascinated by this concept, I explored it during my senior year with several experiments.



1/ Poster

The poster on the right was generated by the randomization function in Cinema 4D, after I imported all the images. I “made” the poster, but I also partially did not make it.

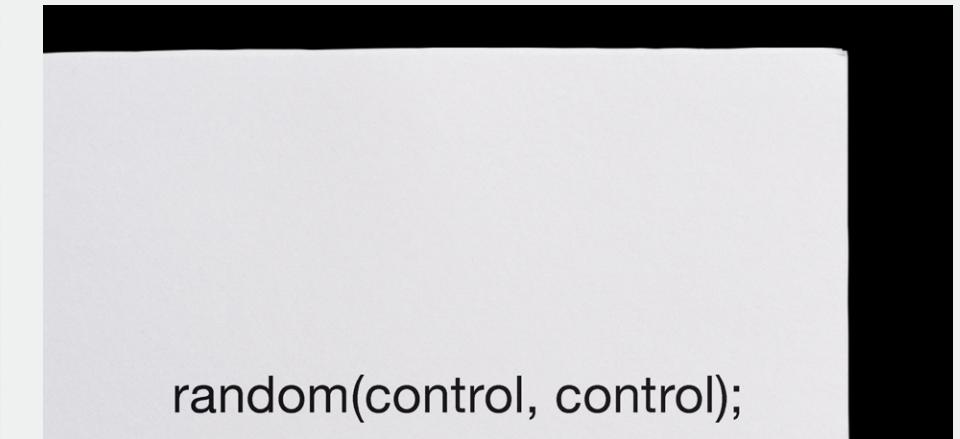


2/ Book

My second tryout is a printed book. I played with different kinds of results I can receive with Javascript and the p5.js library.

This book is loosely bound by fasteners. There are six chapters – position, angle, path, scale, color(opacity), and perspective.

Each chapter contains two paragraphs of pseudo-code, sample data, instruction, and 12 results I get after using the randomization function.

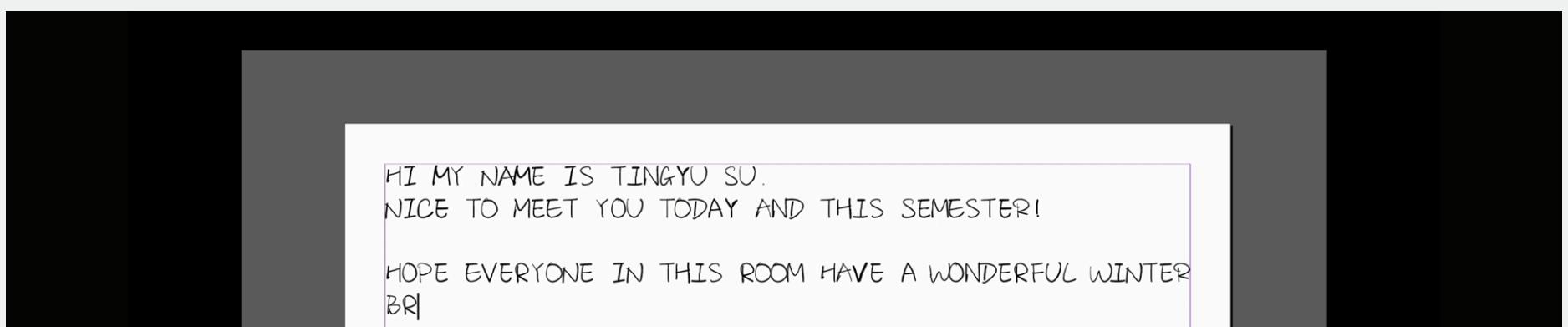


random(control, control);

3/ Hand-written Typeface

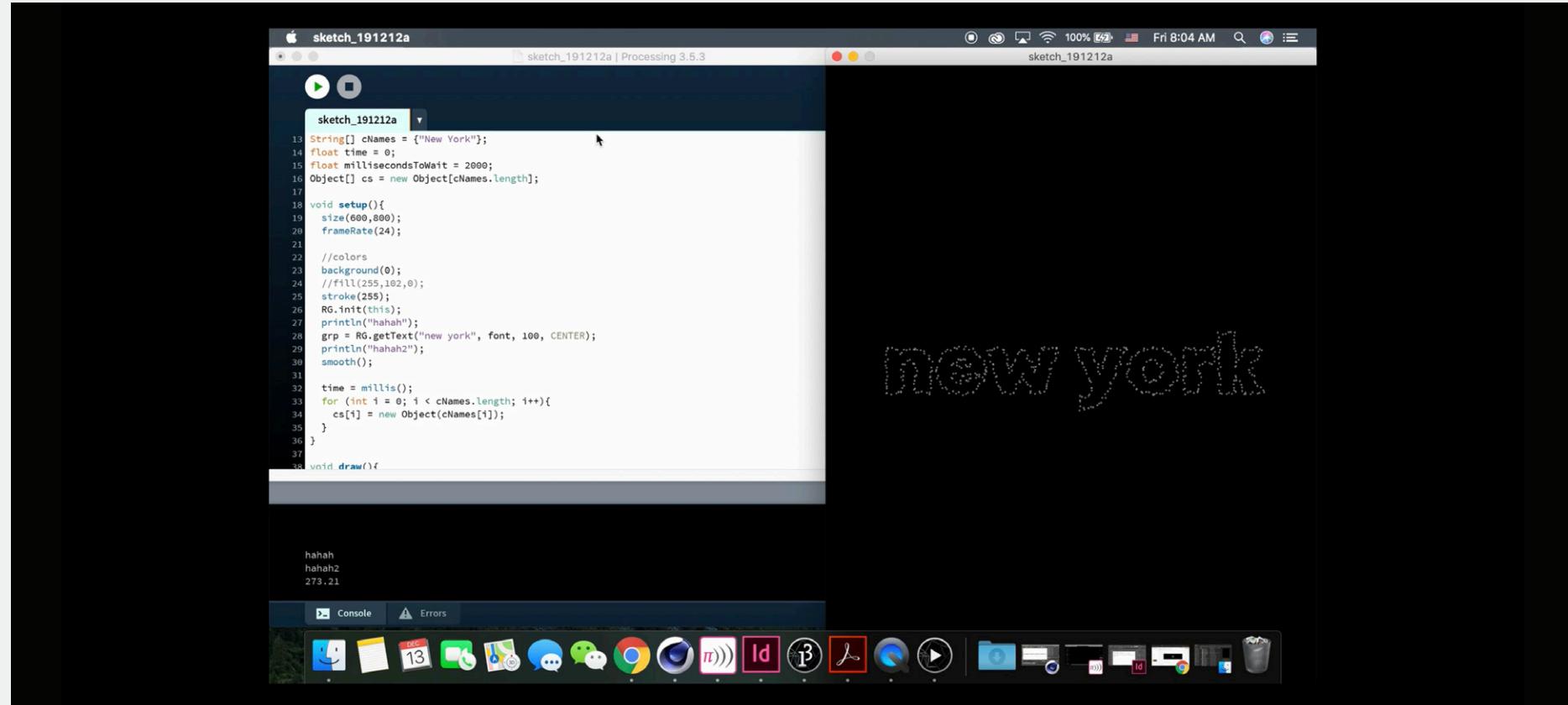
I focused on typeface for my third experiment. Inspired by the idea of handwriting, where we can recognize someone's handwriting, but no letters are identical, I designed "Racoco". It is an all-cap hand-lettering typeface. Each letter contains three variations. I used the Open Type feature to randomly show one of the three variations of a letter when the user is typing.

The limitation is that it is not an infinite randomization because I only input three options for each letter.



4/ Type “Generated” by Weather

I turned to Processing to challenge the idea of “control”. With Processing libraries, I gave up control of the intervals and granted it to the weather. The temperature, humidity, and wind speed controlled the color, size, and moving speed of the dots that created the words.



The Heaven

Time: 2019/03 - 2019/05

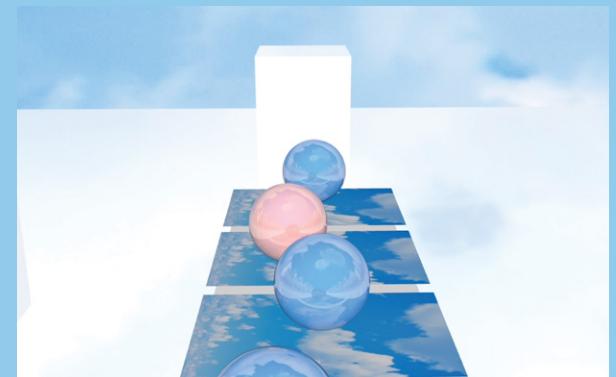
Role: Student Project

Project Overview: This project started as an 3D animation for a class but surprisingly extended to live VJ. Collaborated with Sarah Davis and her live coding sound piece using Sonic Pi, we performed at Commend NYC.



1/ The Heaven Motion Graphic

In the ideal, bright, peaceful “utopia”, would there be any hidden issue?



2/ Live Music Visual

This project started with the animation in the previous page, but surprisingly extended to live VJ.

Collaborated with Sarah Davis and her live coding piece using Sonic Pi, we performed at Commend NYC, with the rest of our classmates who took the Algorave class at Parsons School of Design.

I cut The Heaven into two second clips and coded each clip with a keyboard letter. This way I can “live-code” the visual as Sarah Davis live-codes the sound. It is inspiring experience to me as I can see how our audience reacts when I show the clips in order compare to showing the clips randomly.

