

# Tingyu Su's Selected Projects for University of Pennsylvania Integrated Product Design

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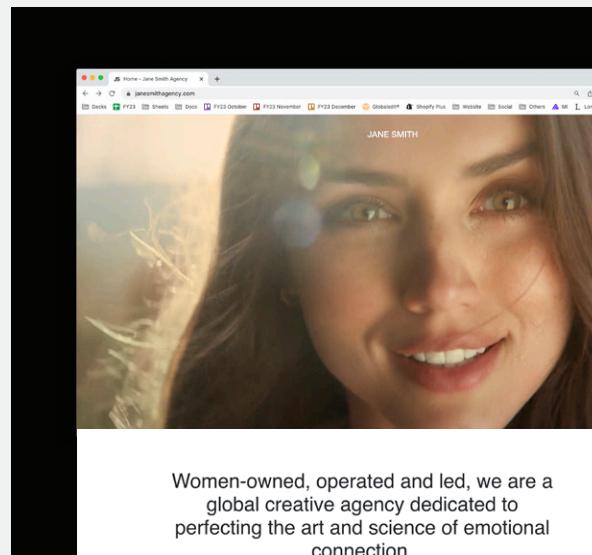
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# MoMA Design Store Rewards Program

Time: 2022/03 - present

Role: Digital Design Manager

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



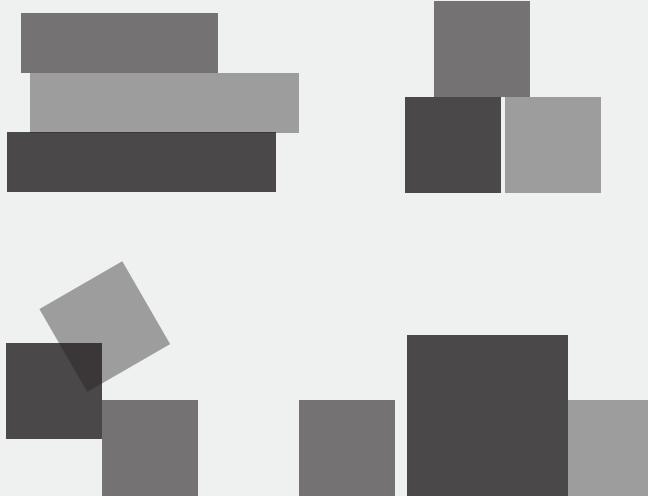
## 1/ BRAND IDENTITY

Led by the Art Director and I, the creative team explored two visual directions.

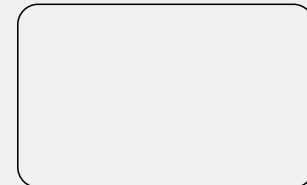
The first direction highlights MoMA Design Store's core mission: "to bring good design into people's lives by literally putting it into their homes and hands." The other concept conveys the idea of a loyalty program visually.

After two rounds of review with the marketing team, the second option was chosen to revise and refine (shown on the right).

### DESIGN MOTIF



### COLOR PALETTE



Primary Color



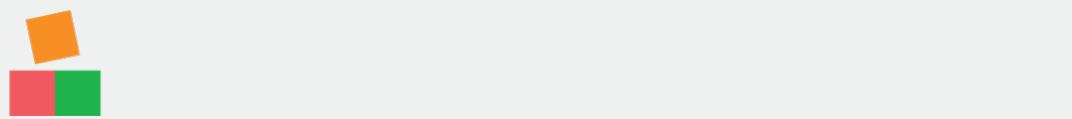
Secondary Colors

### LOGO

**MoMA**  
Design Store  
Rewards

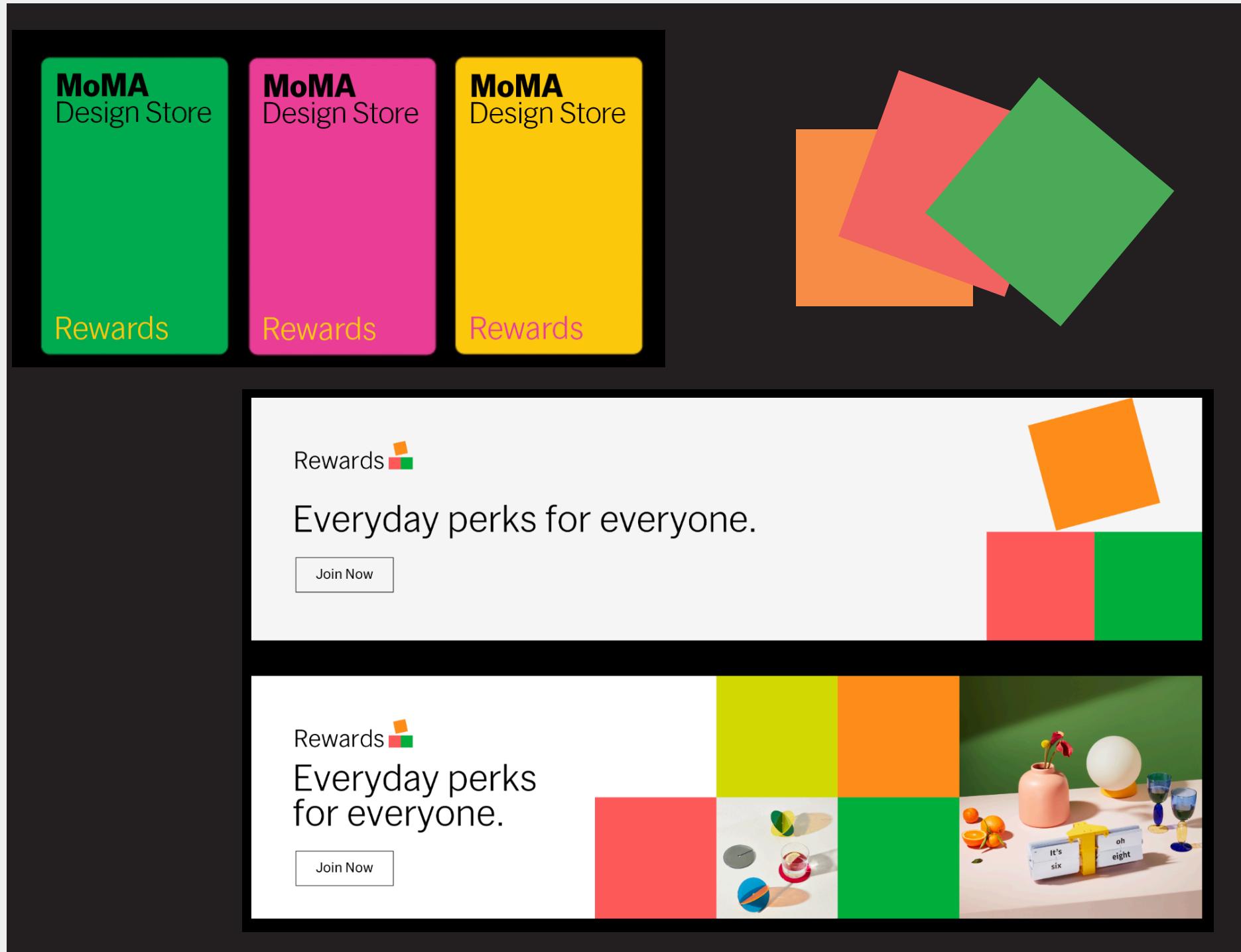
Primary Logo

Rewards



Secondary Logo

1/ BRAND IDENTITY - DIRECTION 2  
(CONTINUE)



## 2/ DIGITAL USER JOURNEY - SIGN UP & LOG IN

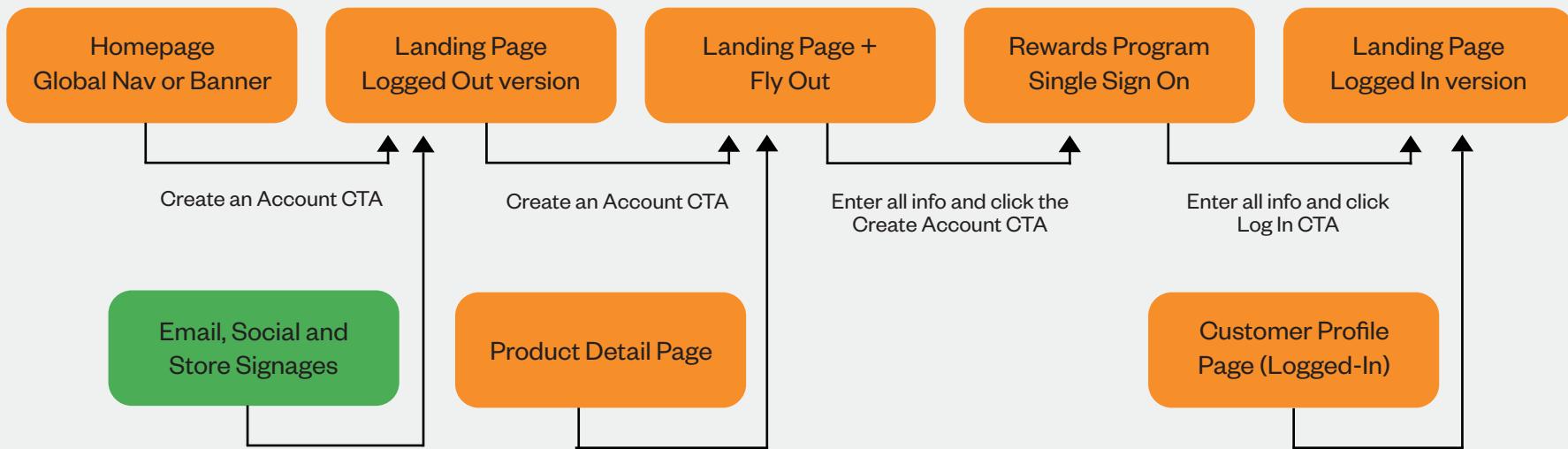
I mapped out the **core digital experience**.

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

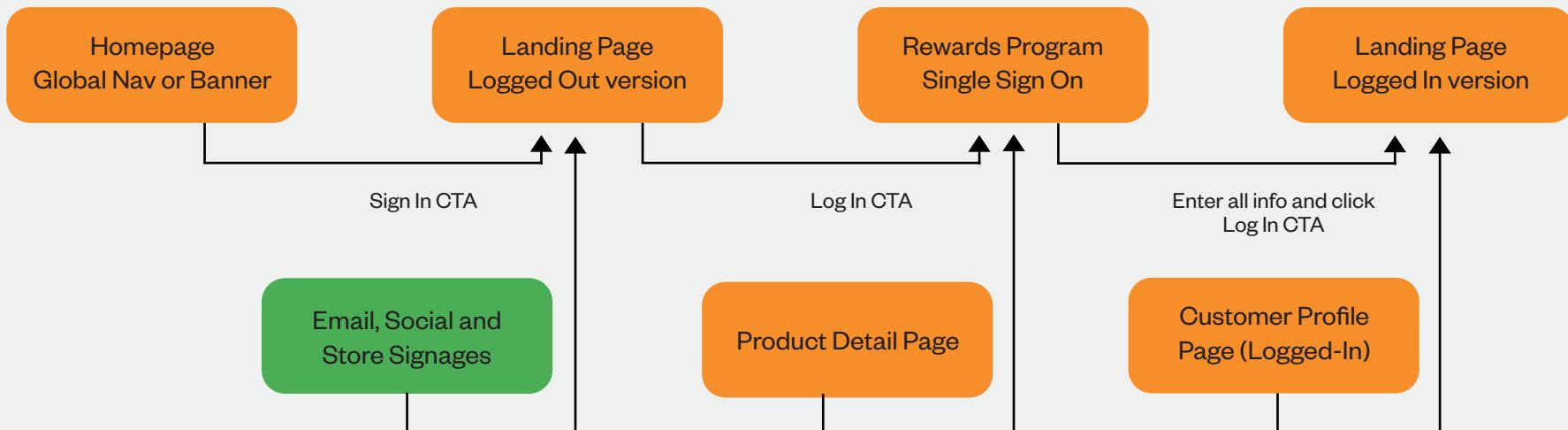
However, this user journey requires more development work than the team's bandwidth. To simplify yet refine, I came up with the solution to combine the logged-out landing page and the logged-in landing page so that only a few content modules will be dynamic and keep the original customer profile page.

Other than the webpages, the 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 a banner at the top left that says "Join our free Rewards program today to start earning! Learn More." Below the banner, the main content area features the MoMA logo and a large image of a colorful geometric pattern. Text on the page includes "Introducing MoMA Design Store Rewards" and "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." A "Sign in or Create an Account" button is visible.

We will feature the program on the evergreen global nav banner dynamically. 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 hero banner for the Rewards program. The banner features the text "We will feature the program as the website hero for the first two weeks of its launch to give it the spotlight online." Below the banner, the main content area displays various product categories and featured items, such as 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, and Yoshitomo Nara Miss Margaret Skateboard Triptych.

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

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)

The screenshot shows the desktop version of the MoMA Design Store Rewards landing page. At the top, there's a navigation bar with links 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 user account icons. The main content area features a large graphic of stacked colored blocks (orange, green, red) and the text 'Welcome to MoMA Design Store Rewards'. It explains the rewards program: 'Our free Rewards program—earn points on every purchase, get perks and discover new reasons to shop with us. Plus, MoMA members get more.' Below this, there are two buttons: 'Sign in' and 'Create an Account'. A section titled 'How the Program Works' contains three numbered steps: 1. Dollars = Points (Earn points on every purchase), 2. 150 Points = \$5 (Redeem points for discounts on purchases), and 3. Unlock Perks (Early access to select design, double & triple points days & more). Another section titled 'Perks Designed For You' includes icons for 'Points Per \$ Spent', 'Birthday Bonus', and '4th Purchase Bonus'. At the bottom, there's a 'Program Overview' table comparing 'Enthusiast', 'Connoisseur', and 'Ambassador' levels.

Shop to Unlock	Enthusiast	Connoisseur	Ambassador
	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	•	•	•

This screenshot shows a promotional page for MoMA members. The header includes links for 'Exclusive Bonus Points Days', 'Invite Only Events', and 'Priority Customer Service'. The main content area has a teal background with the heading 'MoMA Members Get Even More.' and the subtext 'Enhance your Rewards with a membership!'. It lists several benefits with icons: '10% off every day', 'Extra Birthday Bonus', 'Triple Point Day 2x Per Year', '20% off during Member Shopping Days', 'Free Shipping over \$35', and 'First to Shop Select Artist Designs'. Below these is a link 'Not a Member? [Join today!](#)'. The page concludes with a 'FAQs' section and a 'Refer A Friend & Earn' section.

The screenshot shows the mobile version of the MoMA Design Store Rewards landing page. The layout is similar to the desktop version but adapted for a smaller screen. It features the MoMA logo, a search bar, and user account icons. The main content area includes the 'Welcome to MoMA Design Store Rewards' message, the 'How the Program Works' section with its three steps, and the 'Perks Designed For You' section with its three icons. At the bottom, there's a 'Program Overview' table and a 'Treat Yourself and Start Earning Point' section showing various products.

Shop to Unlock	Enthusiast	Connoisseur	Ambassador
	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	•	•	•

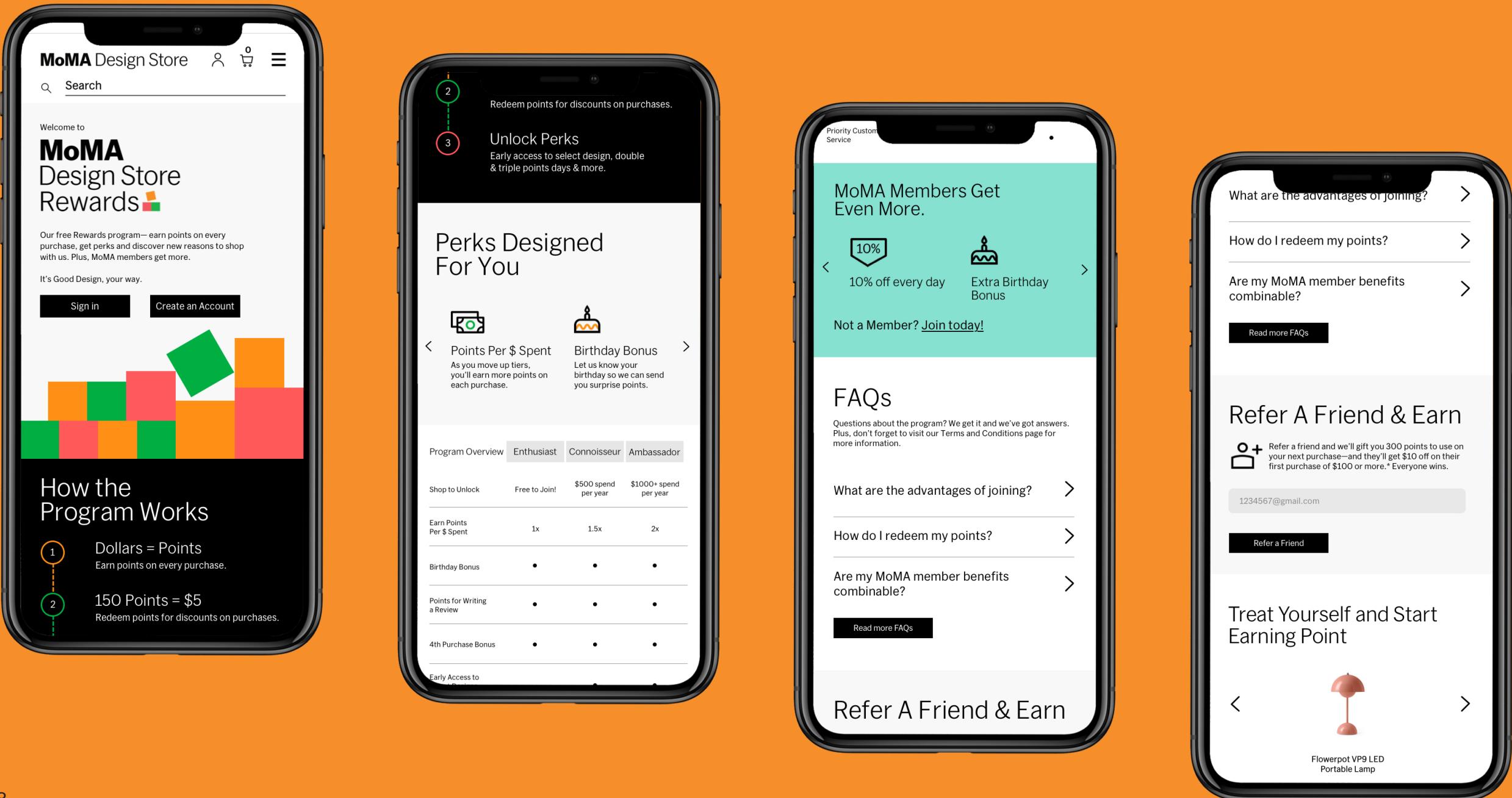
For the logged-out version of the landing page, we want to dive into **how the program works** and **the benefits** our customers will enjoy once they sign up for the program.

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**.

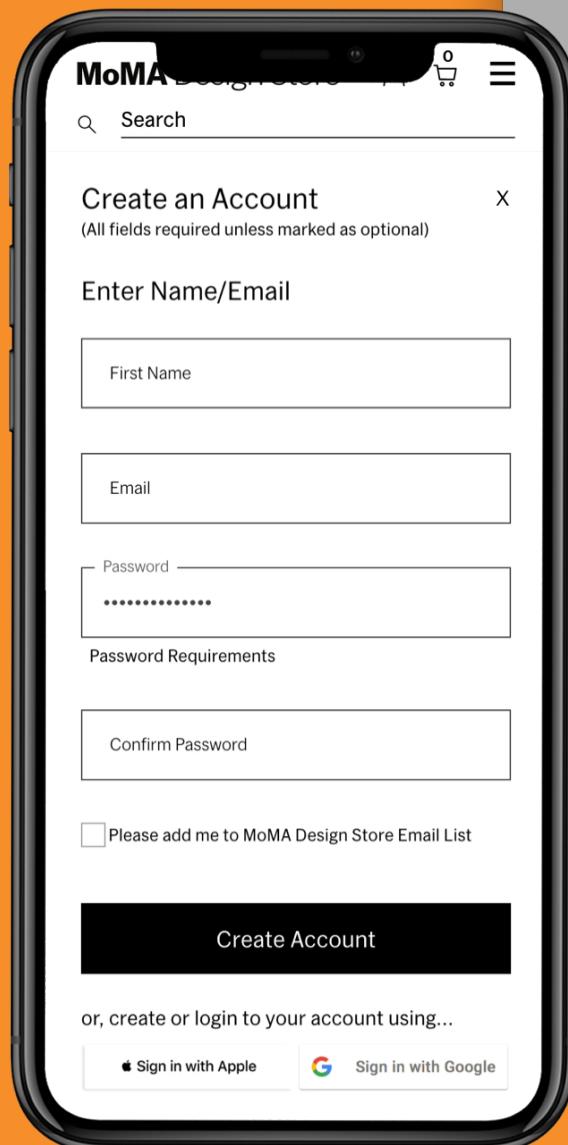
At the bottom of this page I added a **product carousel**. If a customer needs to think about it before joining the program, looking at our products will make them want to participate.

## 5/ LANDING PAGE - LOGGED OUT VERSIONS (MOBILE)



## 6/ SIGN UP FLYER

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

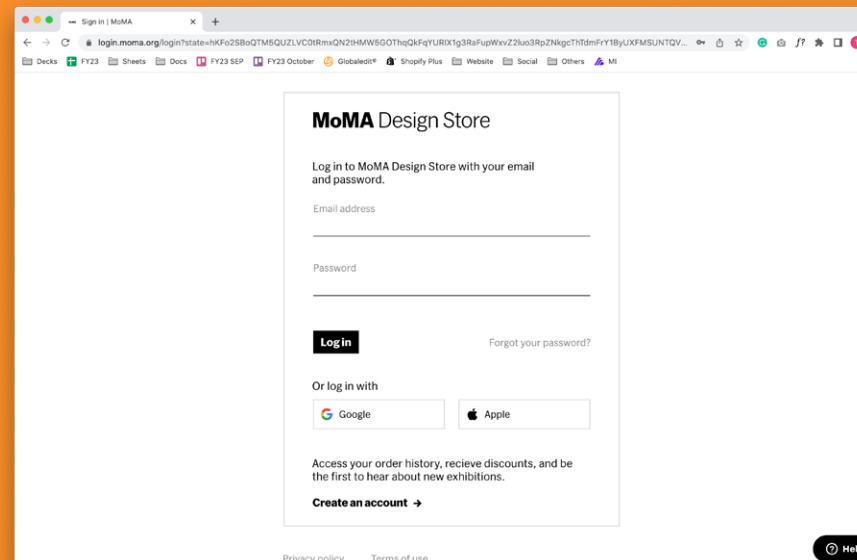


The MoMA Design Store website's rewards landing page. At the top, there's a navigation bar with links like 'New', 'For the Home', 'Office', 'Tech', 'Accessories', 'Prints &amp; Artists', 'Books', 'Kids', and 'Other'. Below the navigation is a main heading 'Welcome to MoMA Design Store Rewards' with a subtext about the rewards program. To the right is a large graphic featuring overlapping colored rectangles (orange, red, green) on a grey background. On the left side of the main content area, there's a 'Sign in' button and a 'Create an Account' button. The right side contains a form for creating a new account, including fields for 'First Name', 'Email', 'Password' (with a placeholder '\*\*\*\*\*'), 'Confirm Password', a checkbox for 'Please add me to MoMA Design Store Email List', and a large 'Create Account' button. Below the account form is a section titled 'How the Program Works' with a diagram showing a dashed line from a circled '1' to the text 'Dollars = Points' and another dashed line from the text 'Earn points on every purchase.' back to the circled '1'. At the very bottom, there are social media login links for Apple and Google.

## 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 of the **single sign on page** 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.



A screenshot of a web browser showing the MoMA Design Store Rewards single sign on page. The page features a large header with the MoMA logo and the text "Design Store Rewards". Below the header is a login form with fields for "Email address" and "Password", each with a corresponding input field. To the right of the password field is a link "Forgot your password?". Below the login form is a "Login" button. To the right of the button is a link "Forgot your password?". Below the login area is a section titled "Or log in with" featuring "Google" and "Apple" social login buttons. To the right of these buttons is a note about rewards: "Shop, earn, redeem. With Rewards, you can unlock perks such as early access to products, free shipping and invites to special events." followed by a "Create an account →" link. At the bottom of the page are links for "Privacy policy" and "Terms of use". A "Help" button is located in the bottom right corner.

MoMA Design Store Rewards single sign on page

## 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

Your Rewards  
You have enough points for \$5 toward your next 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% off every day
- Extra Birthday Bonus
- Triple Point Day 2x Per Year
- 20% off during Member Shopping Days
- Free Shipping over \$35
- 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

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

I also added modules to the current **customer profile page**, **product category page**, and **product detail pages**, so that customers can see info about the Rewards program on every step of their online journey.

The screenshot shows the MoMA Design Store's 'My Account' page. On the left, a sidebar lists account settings like Personal Info, Addresses, Payment Settings, Memberships, and Rewards. The main area displays a 'Welcome Tingyu' message and 'Your Rewards Status'. It shows 'Current Points: 1234' and 'Tier Level: Enthusiast'. A progress bar indicates points needed to reach the 'Connoisseur' tier. Below this, sections for 'Personal Info', 'Membership', 'Addresses', 'Orders', 'Payment Settings', and 'My Rewards' are displayed. The 'My Rewards' section includes a link to 'View your rewards'.

The screenshot shows the MoMA Design Store homepage. At the top right, there's a 'Search' bar, user icons, and a shopping cart. Below the header, a navigation menu includes 'New', 'For the Home', 'Office', 'Tech', 'Accessories', 'Prints & Artists', 'Books', 'Kids', 'Only at MoMA', 'Holiday', 'Gifts', and 'Sale'. A sidebar on the left lists categories such as 'Sustainable & Eco-friendly Gifts', 'Holiday Cards + Ornaments', 'Gift Cards', etc. The main content area features two products: 'Woven Triangle Bag' (available in 2 colors, \$115 - \$175) and 'Kusama Pumpkins' (available in 2 colors, \$295). To the right, there's a 'MoMA Design Store Rewards' section with a call to action: 'Join our free program! The more you spend, the more perks you'll enjoy.' and links to 'Sign In or Sign Up'.

The screenshot shows a product detail page for a 'MoMA Baggu Recycled Nylon Tote Bag'. The top navigation bar includes 'Search', user icons, and a shopping cart. The main product image shows two models holding the tote bags. Below the image, product details are listed: 'NEW', 'MoMA Baggu Recycled Nylon Tote Bag', '★★★★★ 2 Reviews', '\$16 Non-Member \$14.40 Member', 'MEMBERS SAVE UP TO 20% & FREE SHIPPING \$35+ DETAILS', 'Color: White', 'In Stock', and 'Item # 18701-161746'. An 'Add to Cart' button is present. At the bottom, there are links for 'Description', 'Details', 'Care', and 'Shipping & Returns'. A note at the bottom states: '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...](#)' and '90 Day Satisfaction Guarantee'.

## 10/ STORE + ONLINE EXPERIENCE

One of the most challenging parts of this project is how to **combine the in-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 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 stacked colored blocks (green, red, orange) with the text "MoMA Design Store Rewards" and "Everyday Perks for Everyone". 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. Below this, there's a section titled "There Are Many Ways to Earn" with various icons and descriptions: "Make a Purchase" (1 Dollar = 1 Point), "Follow us on Instagram" (5 Points), "Write a Review" (5 Points), "Birthday Bonus" (150 points), "Follow us on Facebook" (5 Points), "Make 3 more purchases and earn 150 bonus points.", and "Create an Account" (20 Points). At the bottom, a diagram titled "How the Program Works" shows a flow from "Dollars = Points" to "150 Points = \$5" to "Unlock Perks".

This screenshot shows the same rewards program interface but for a customer with enough points. The "Your Points" bar is filled red, 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 first screenshot to this one.

**When the customer has enough points to redeem**

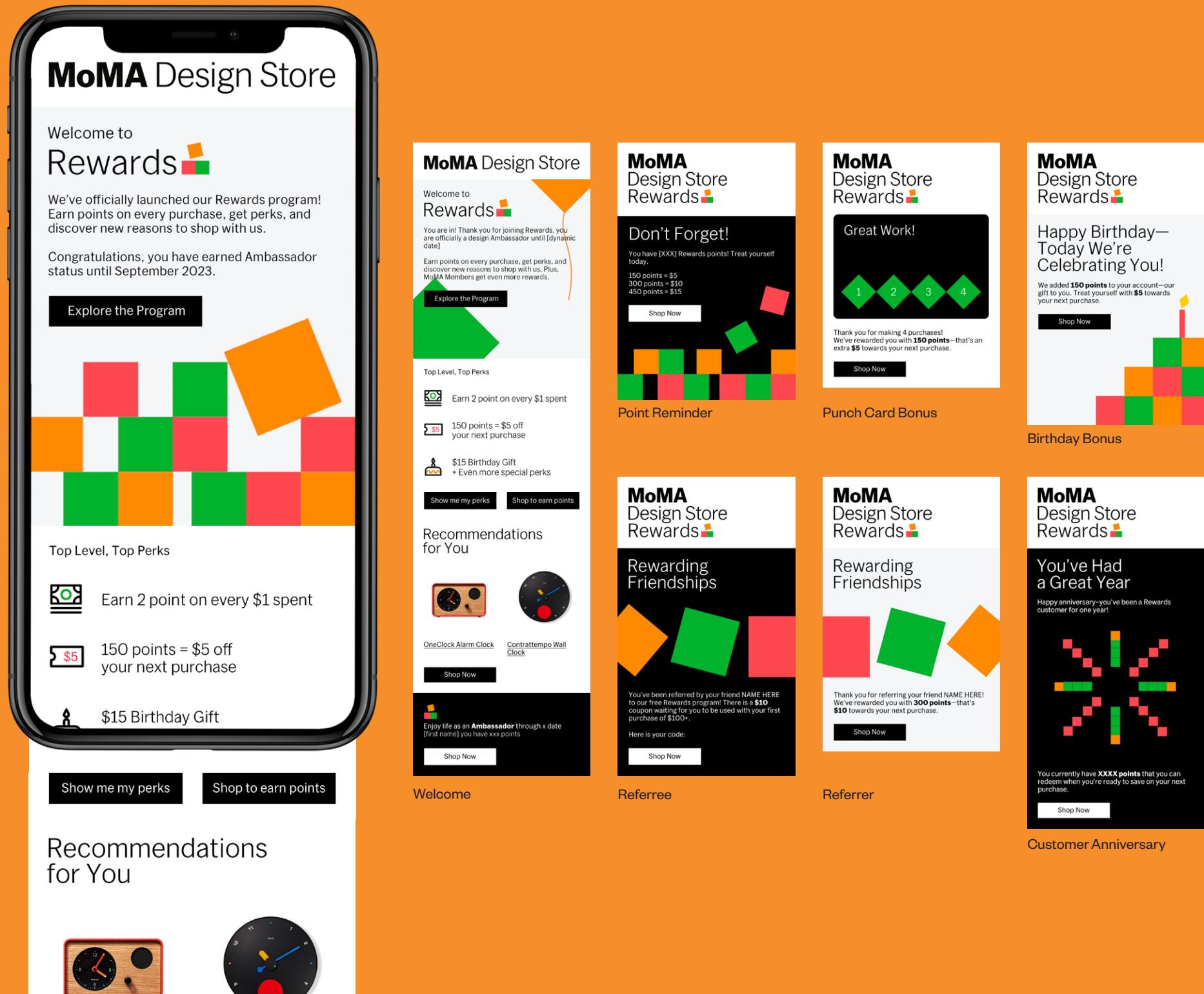
This screenshot shows the same rewards program interface but for a customer with insufficient points. The "Your Points" bar is only partially filled red, and the "Your Tier" is listed as "Enthusiast". The reward levels are shown as grey boxes: \$5 (150 points), \$10 (300 points), \$15 (450 points), and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

**When the customer does not have enough points to redeem**

## 11/ EMAILS

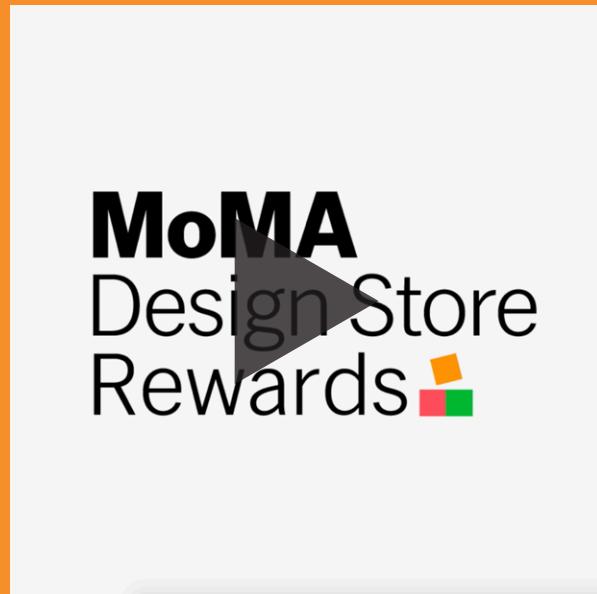
Our art director and graphic designer designed all the promotional emails, from program announcement to welcome email, from point reminder notification to birthday bonus. I helped with building all emails into HTML files and testing the dynamic modules.

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



## 12/ SOCIAL MEDIA

I created the social media content to promote the program with the Assistant Director of Branding and External Events.



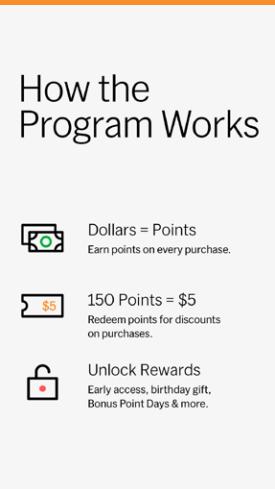
Launch Feed



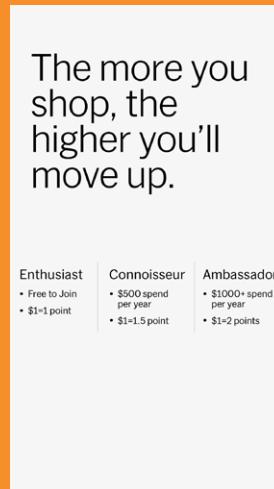
Paid Feed



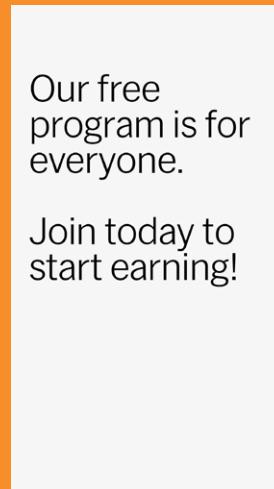
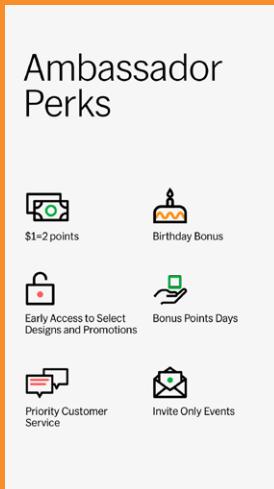
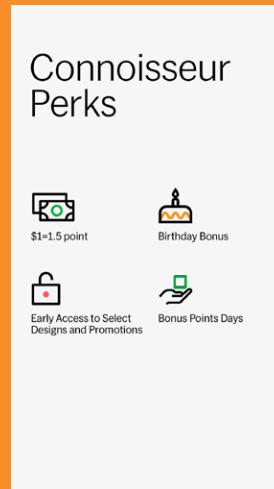
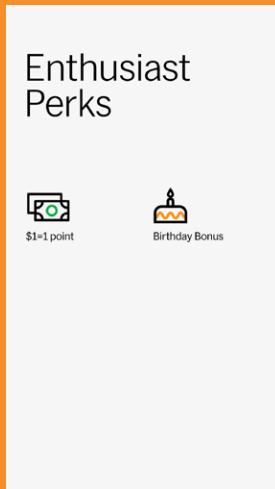
Paid Feed



Social Story



- Free to Join
  - \$1=1 point
- \$500 spend per year
  - \$1=1.5 point
- \$1000+ spend per year
  - \$1=2 points



Discover more at  
[store.moma.org](https://store.moma.org)

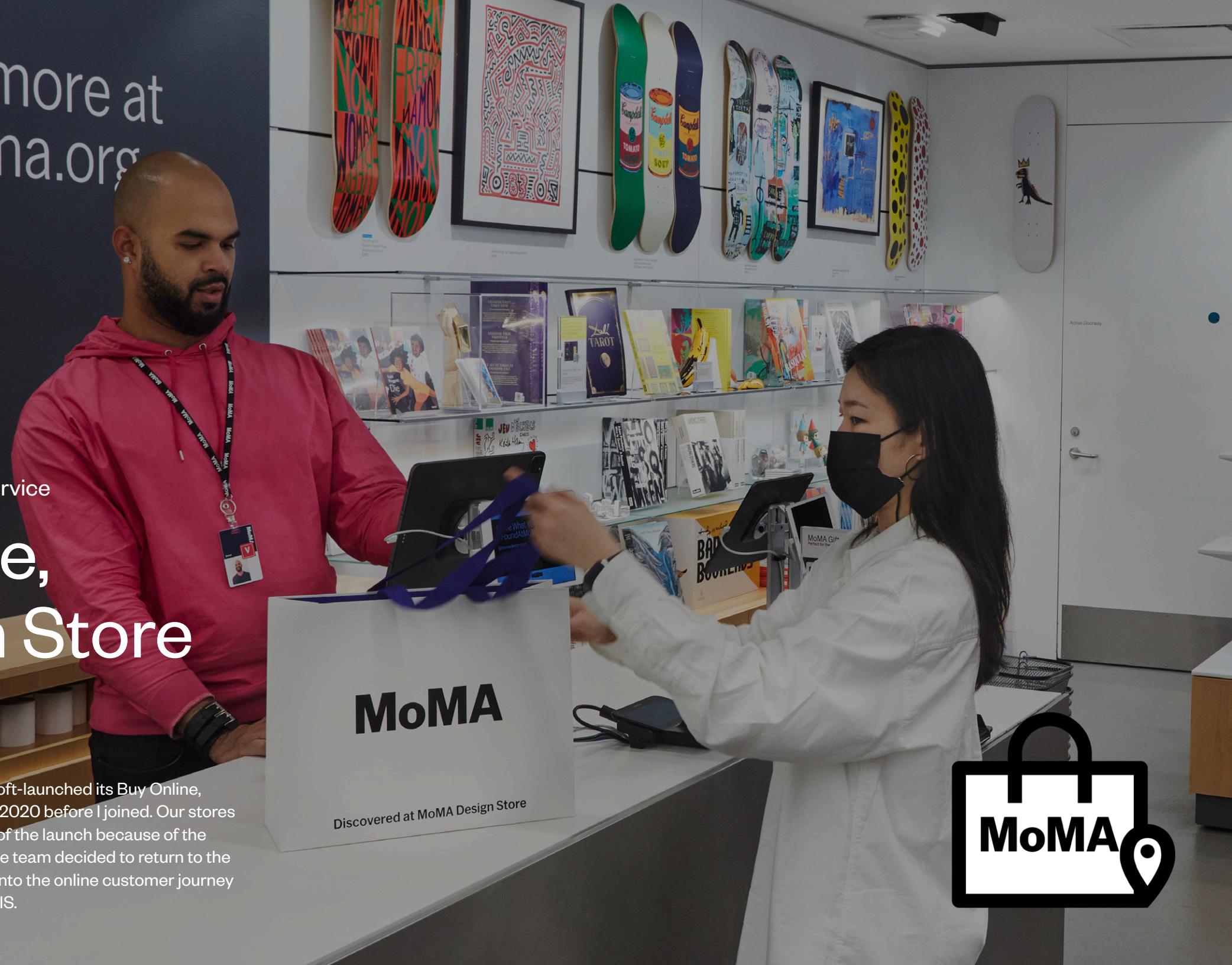
MoMA Design Store BOPIS Service

# Buy Online, Pick Up In Store

Time: 2022/05 - present

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 identified the places to surface BOPIS.



## 1/ PRODUCT CATEGORY PAGE

The global nav will dynamically target customers by their geo-location – only who are within 20 miles to Manhattan can see this version of the banner. The rest will see our evergreen museum member-related message.

As more than 95% of our customers land on a product category page while they are on 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 with the text "In New York City? You can buy online & pick up in one of our stores. Learn more." Below the banner, the page title is "MoMA Design Store". 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. 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 callout box contains 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

When a product available for BOPIS is added to cart, we want to highlight the service on the small pop-up window.

I provided two design options. One is adding the line to the existing pop-up window. The other is completely updating the pop-up window to a flyout.

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

The image displays two wireframe designs for a 'Added to Cart' popup, labeled 'Option 1' and 'Option 2'. Both options are set against a background of the MoMA Design Store website.

**Option 1:** This is a standard inline-style popup. It features a dark gray header bar with the MoMA logo and a close button. Below this is a light gray content area containing the message 'Item successfully added to cart!' in bold. A small icon of a shopping bag with the MoMA logo is to the left of the text. Below the message is a call-to-action button labeled 'View Cart'. At the bottom of the content area, there's a link 'Continue Shopping'. The main website content is visible in the background.

**Option 2:** This is a larger, semi-transparent flyout-style popup. It has a pink border and a white header bar with the MoMA logo and a close button. The main message 'Item successfully added to cart!' is centered in a large, bold font. To its right is a smaller box containing the same shopping bag icon and text from Option 1. Below this is another 'View Cart' button. At the bottom of the flyout, there's a 'Continue Shopping' button. The flyout overlaps the main website content, which includes a product page for a 'Barbara Kruger Cotton Canvas Tote Bag'.

Although we want to surface BOPIS on the Cart page, it is not the priority. I proposed adding it to the bottom right module, where we highlights our services and programs.

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

Search  🔍 👤 🛒 2

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

# Your Shopping Cart

[Continue Shopping](#)

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

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

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

### Order Summary

Merchandise	\$210
<b>Member Discount</b>	<b>-\$84</b>
Shipping	TBD
Tax	TBD
<b>Estimated Total</b>	<b>\$126</b>

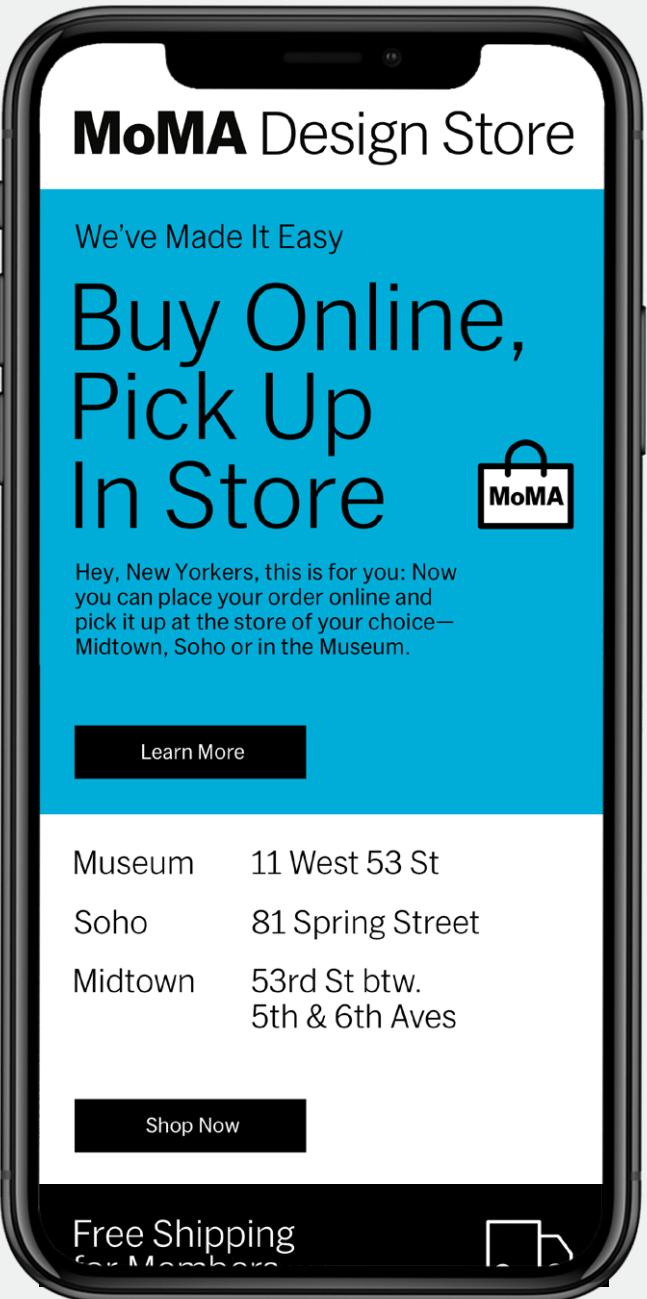
[Proceed to Checkout](#)

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

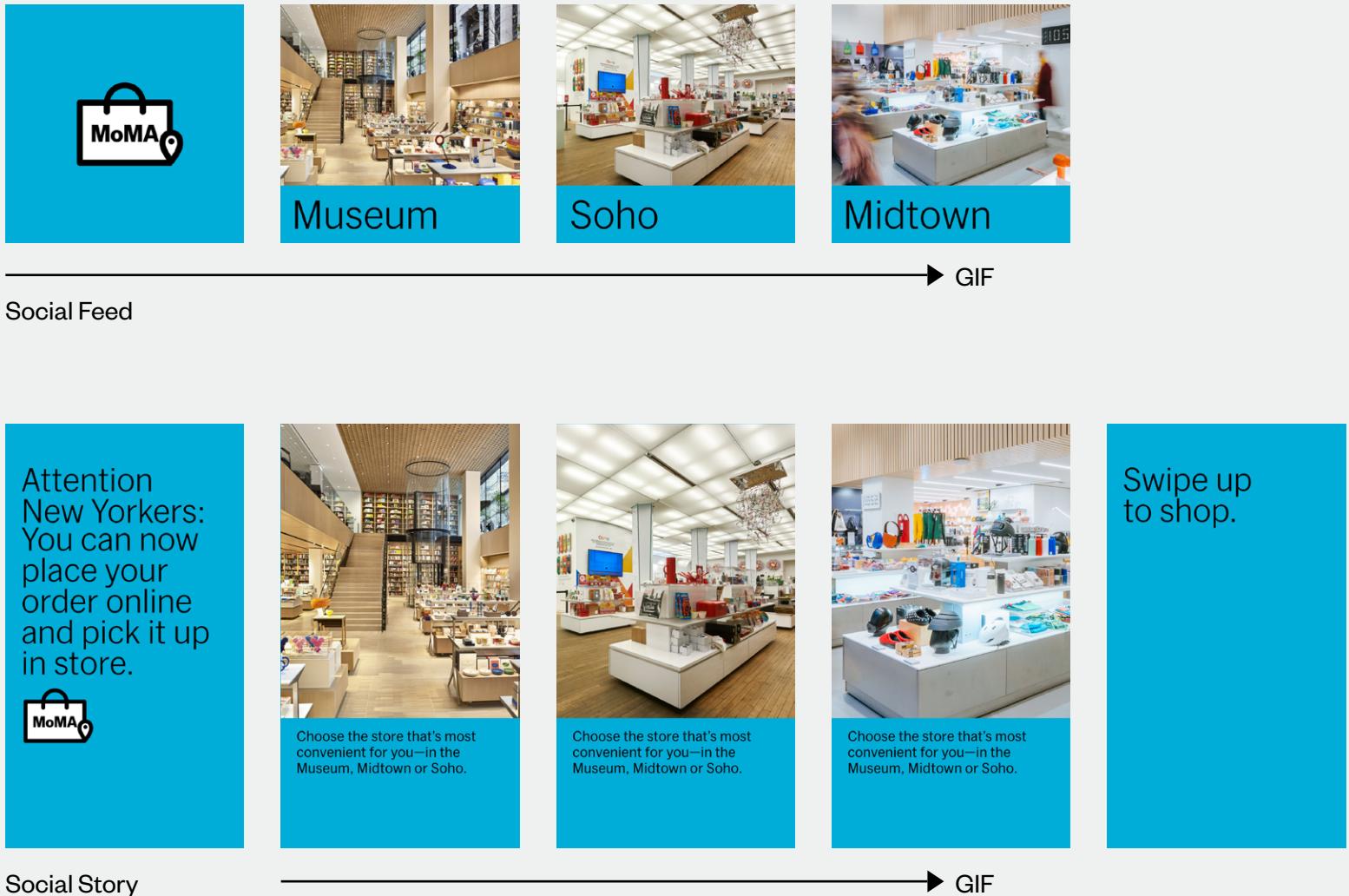
 **Are you a MoMA Member?** You'll be able to add your membership in checkout to get your Member savings.

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

#### 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.

# Jane Smith Agency Website Redesign

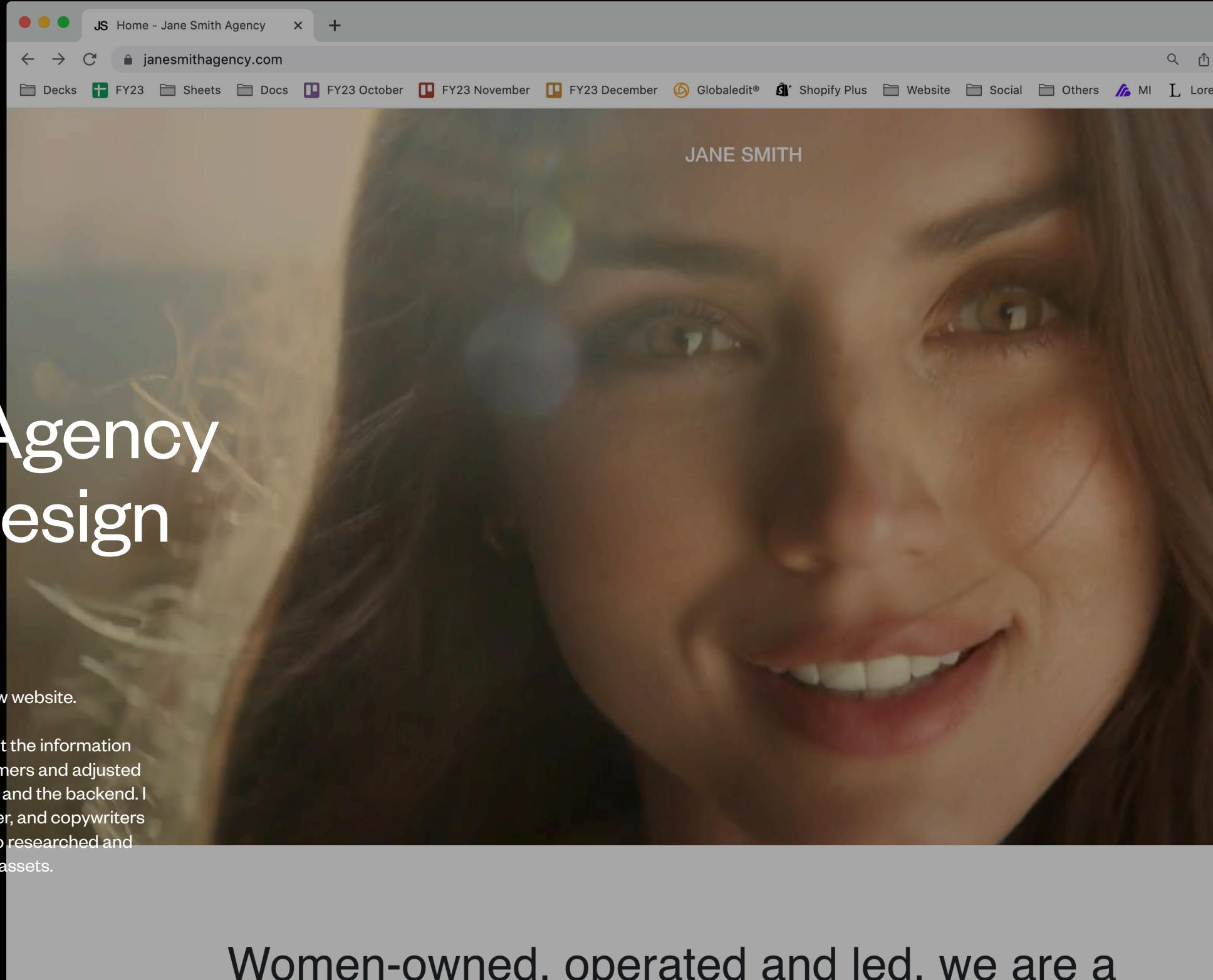
Time: 2020/05 - 2020/12

Role: Junior Art Director

Project Overview: I led 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 programmers 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 complete the storytelling of each case study. I also researched and initiated the SEO strategy for each page and critical assets.

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



Women-owned, operated and led, we are a

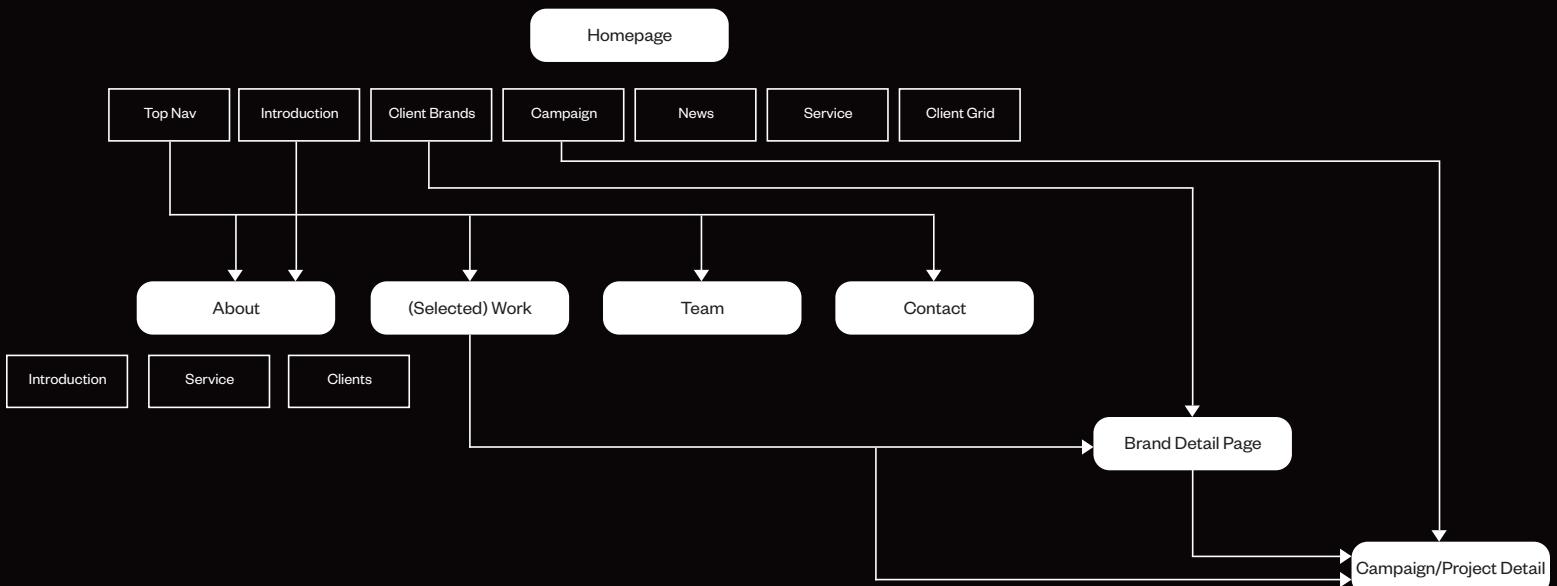
## 1/ RESEARCH AND INFORMATION ARCHITECTURE

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

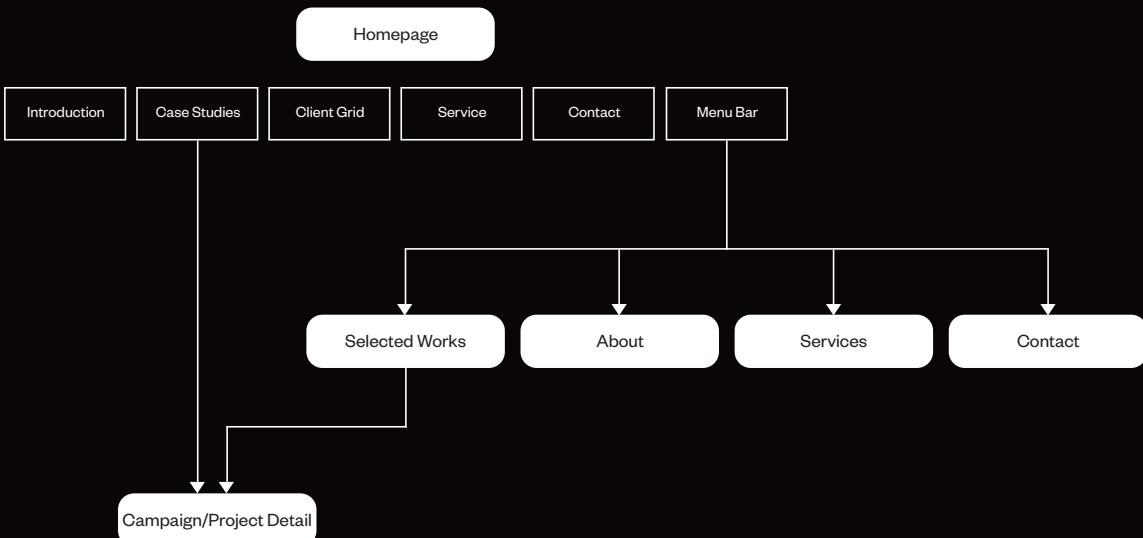
All these elements can be spread out to Homepage, Work, About Us, and Project Detail Pages.

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

Original Flow



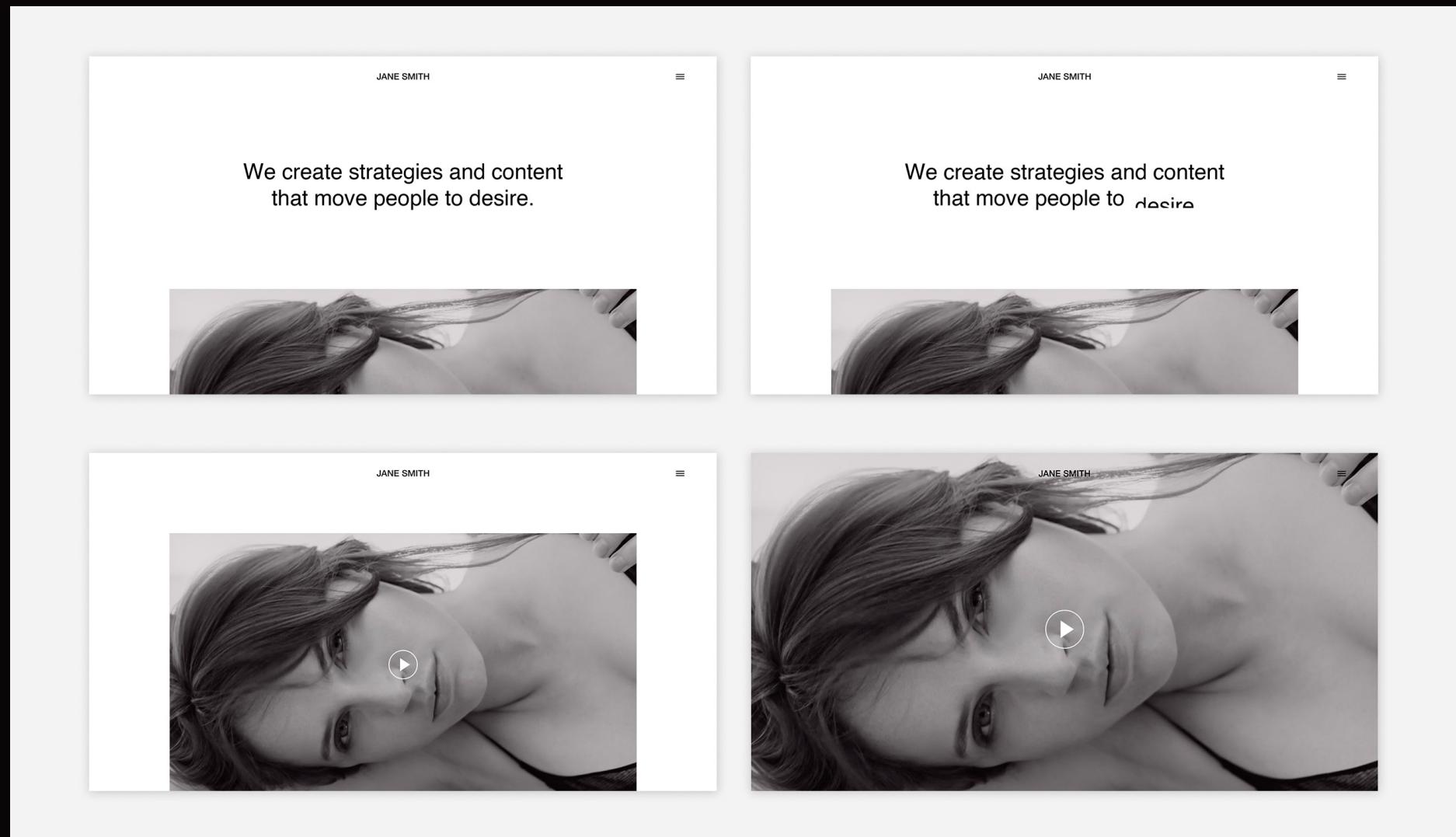
Updated Flow



## 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 case study cards side-by-side. The left card is for 'Fabletics' and features a woman in a black sports bra and leggings performing a plank exercise on a mat at the beach. The right card is for 'Clé de Peau Beauté' and features a woman in a dark dress looking off-camera. Both cards have a white header bar with the brand name and a large image below it.

Fabletics

**Lore ipsum dolor sit,  
consectetur adipiscing elit  
sed do eiusmod**

[→ VIEW CASE STUDY](#)

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 page for 'Clé de Peau Beauté: The Power of Radiance Program'. The left version has a large, semi-transparent portrait of a woman at the top, with the title and description below. The right version has a smaller, solid image of the same woman at the top, with the title and description below. Both versions include service details and a video thumbnail at the bottom.

JANE SMITH

**Power of Radiance**

Creating Clé de Peau Beauté's first global CSR program, to ensure more women globally have access to education and learning.

### Clé de Peau Beauté: The Power of Radiance Program

Creating Clé de Peau Beauté's first global CSR program, to ensure more women globally have access to education and learning.

#### OVERVIEW

Jane Smith partnered with Clé De Peau Beauté to establish the brand's first global CSR program, Power of Radiance: an ongoing initiative that will ensure more women globally have access to education and learning. Jane Smith managed the development of the program, including the creation of digital and social content to support the 360° strategy. The program launched in March 2019 with an award ceremony honoring Muzoon Almellehan.

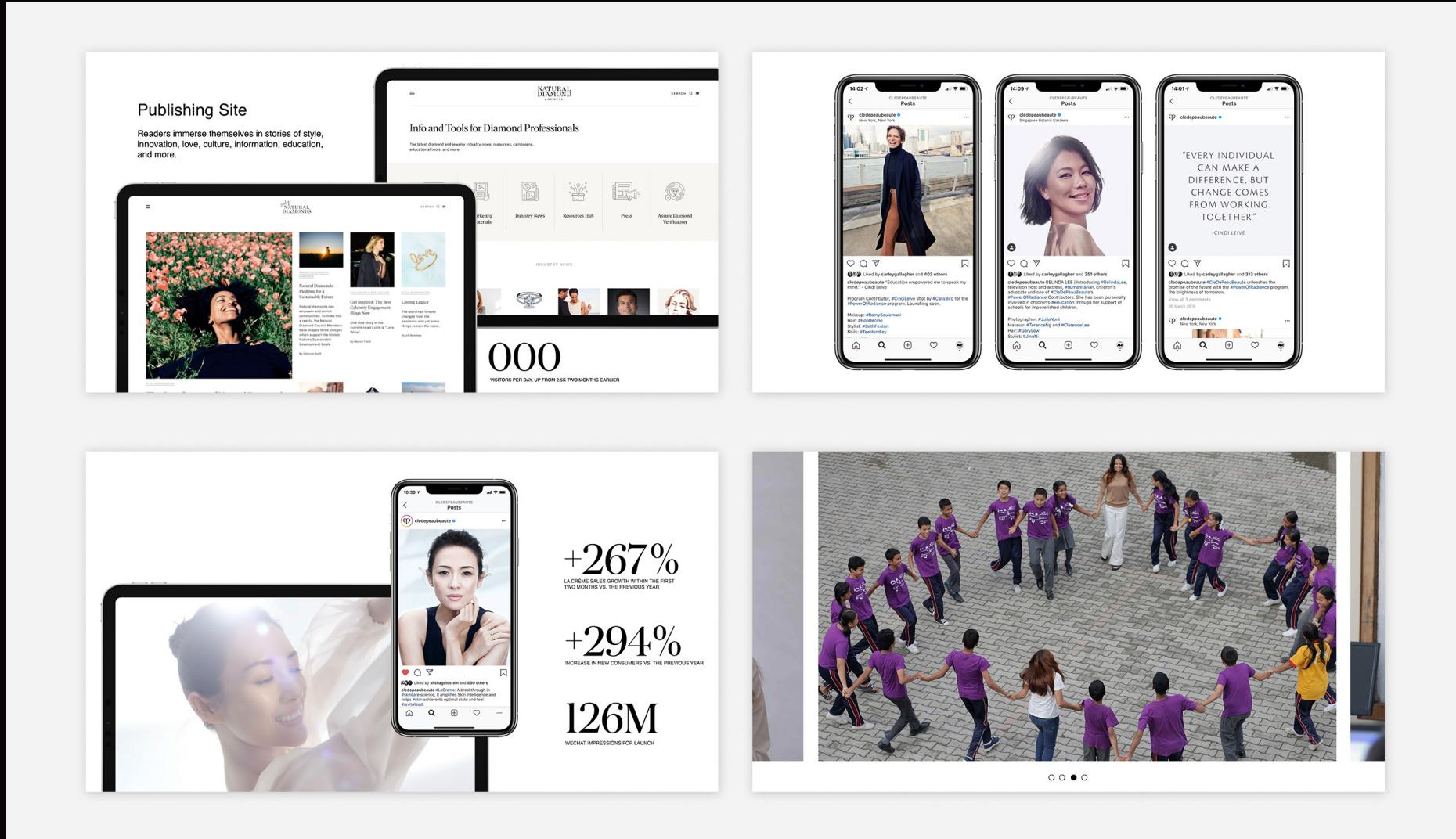
#### SERVICES

Creative Direction, Strategy, Branding, Production, Marketing, 360° Communications Strategy and Implementation, Social Media, CSR Strategy and Implementation, Casting, PR, Event Design, Event Production, Advisory, In-House Consulting

OVERVIEW  
Jane Smith partnered with Clé De Peau Beauté to establish the brand's first global CSR program, Power of Radiance: an ongoing initiative that will ensure more women globally have access to education and learning. Jane Smith managed the development of the program, including the creation of digital and social content to support the 360° strategy. The program launched in March 2019 with an award ceremony honoring Muzoon Almellehan.

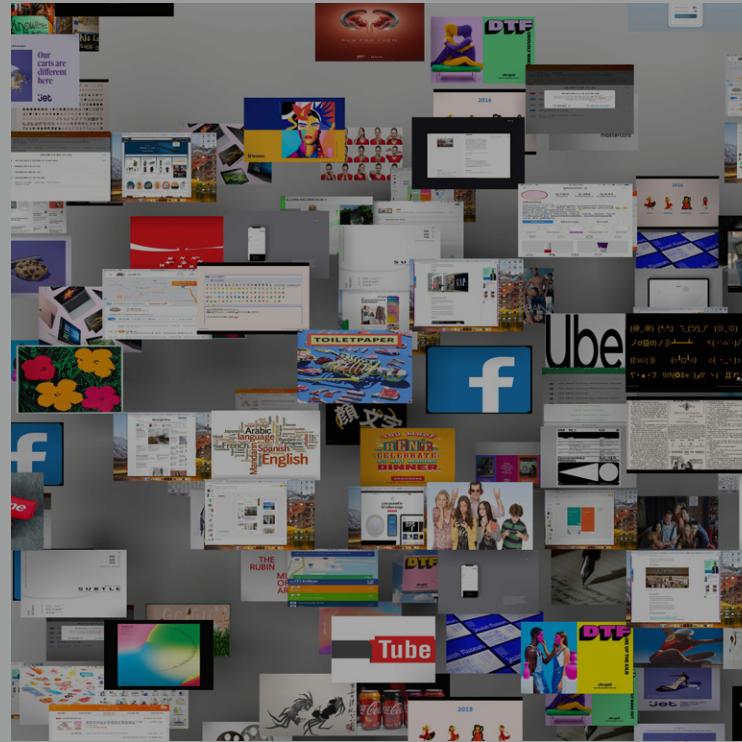
OVERVIEW  
Jane Smith partnered with Clé De Peau Beauté to establish the brand's first global CSR program, Power of Radiance: an ongoing initiative that will ensure more women globally have access to education and learning. Jane Smith managed the development of the program, including the creation of digital and social content to support the 360° strategy. The program launched in March 2019 with an award ceremony honoring Muzoon Almellehan.

## 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.



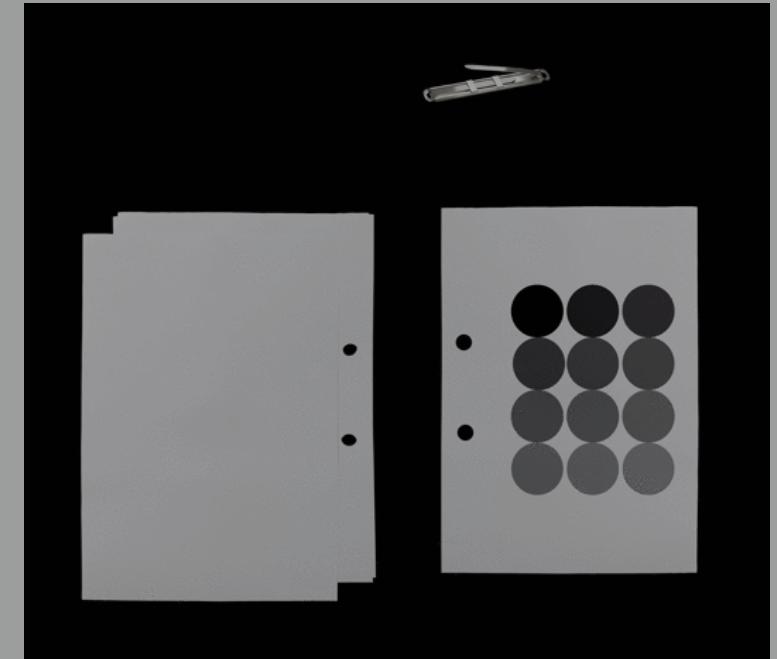
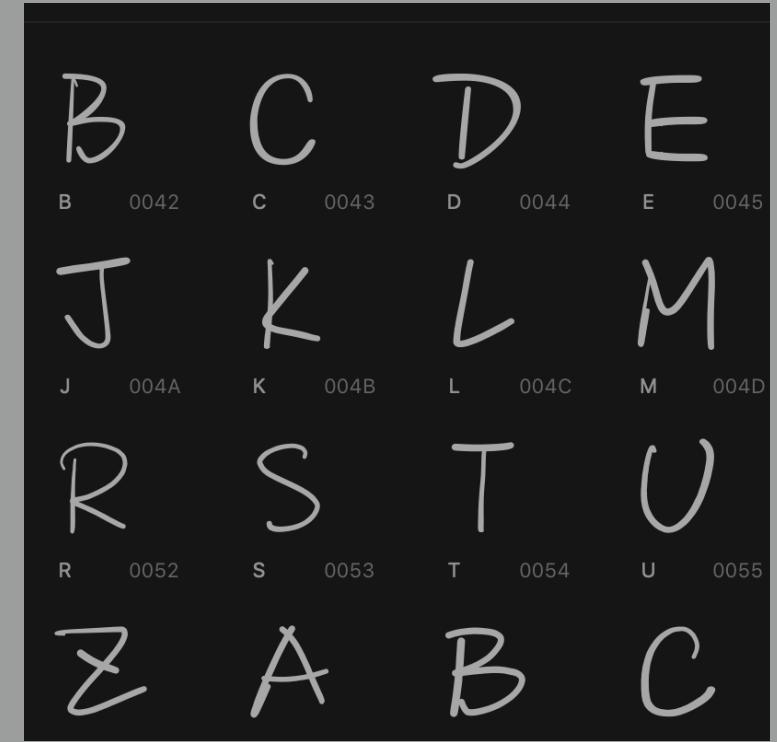
# Random (Control, Control);

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.

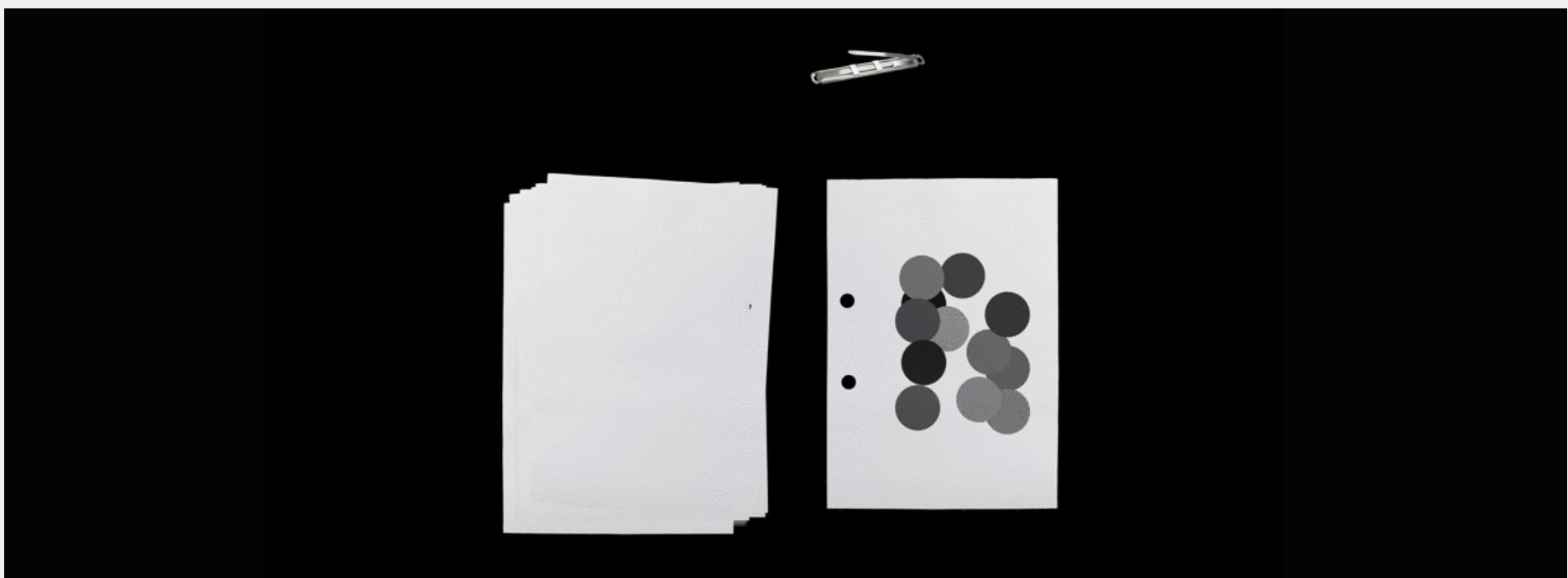
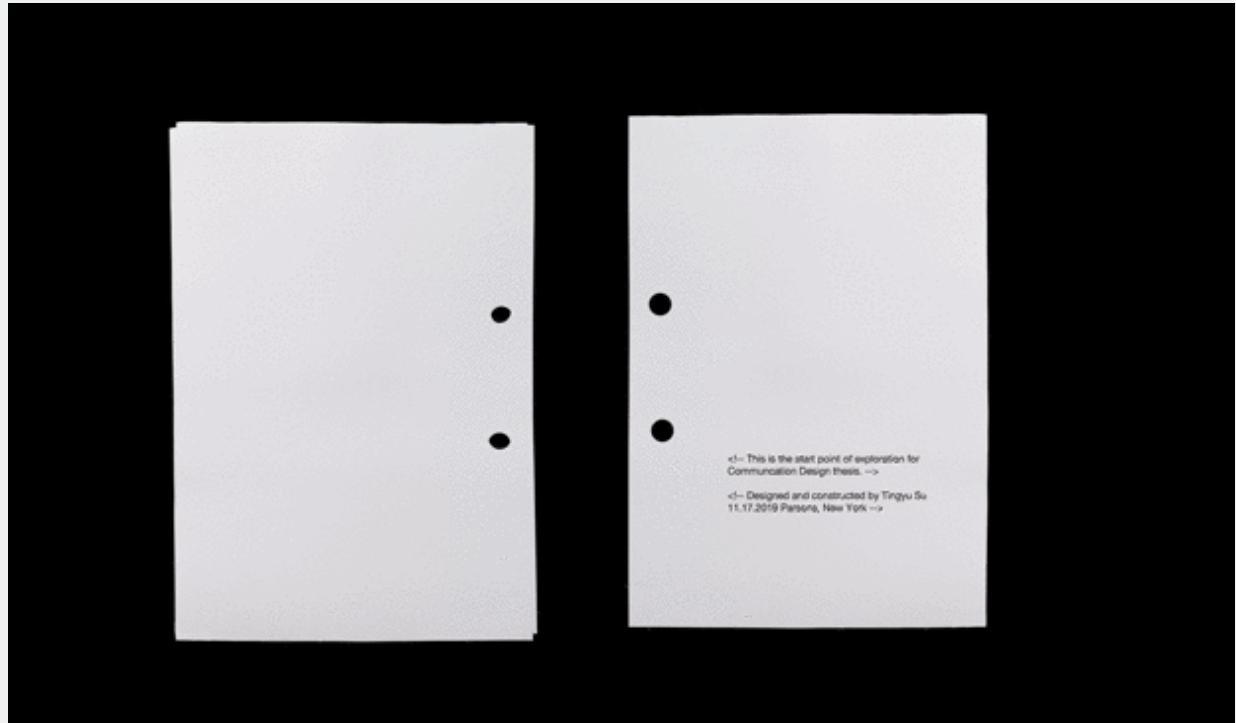


## 2/ Book

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.

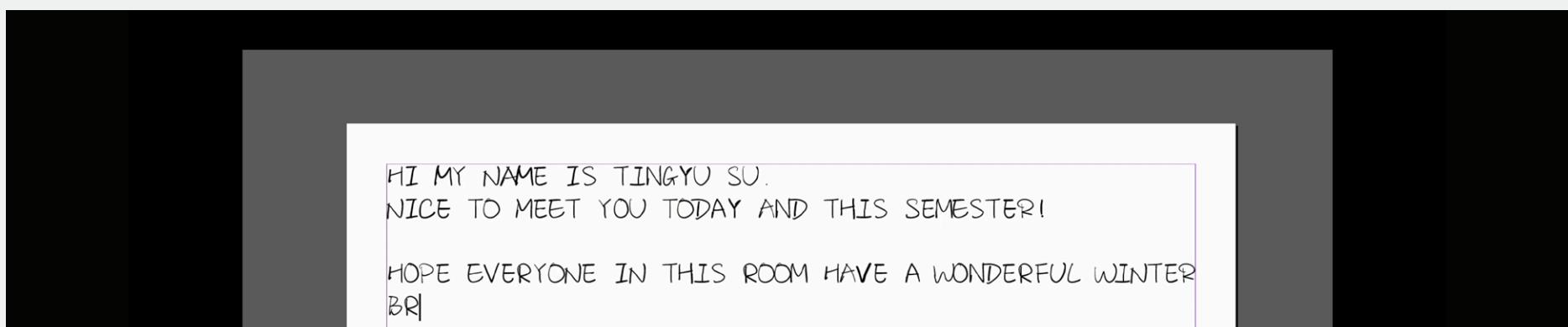


### 3/ Hand-written Typeface

I focused on typeface for my third experiment. Inspired by the idea of handwriting, I designed the typeface "Racoco" based on the idea that we recognize someone's handwriting, although no letters are identical. "Racoco" 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.

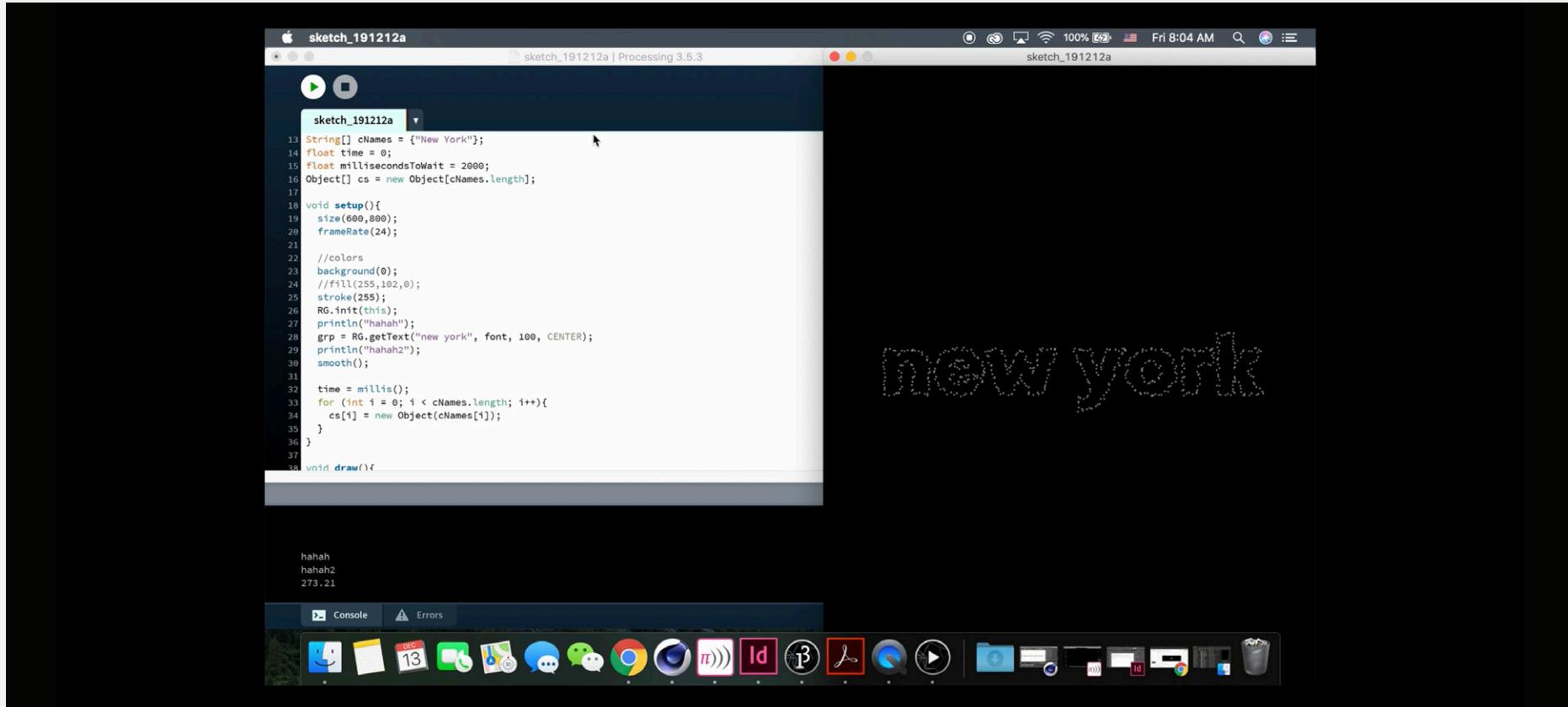
The limitation is that it is not an infinite randomization because I only input three options for each letter.

On the other hand, this project challenge the idea of the authenticity of handwriting and signatures. If one day AI can perfectly mimic one's handwriting and everyone has excess to this level of technology, how can one self-prove him or herself?



## 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.



Thank you for your time and  
consideration!

[hello@sutingyu.com](mailto:hello@sutingyu.com)  
[www.sutingyu.com](http://www.sutingyu.com)