

# Tingyu Su's Selected Projects for NYU ITP

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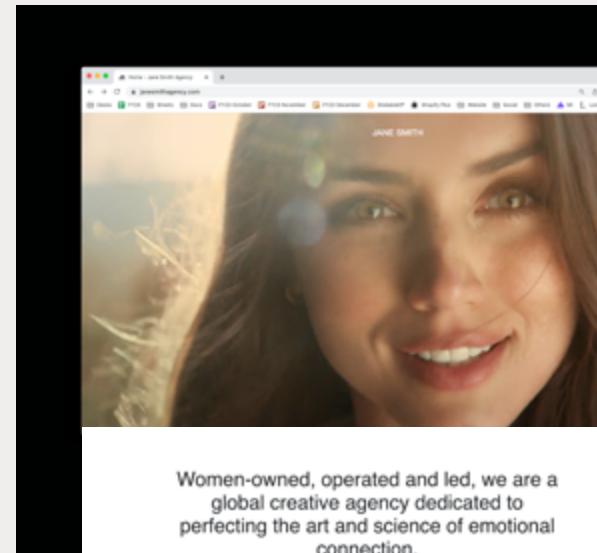
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# MoMA Design Store Rewards Program

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.



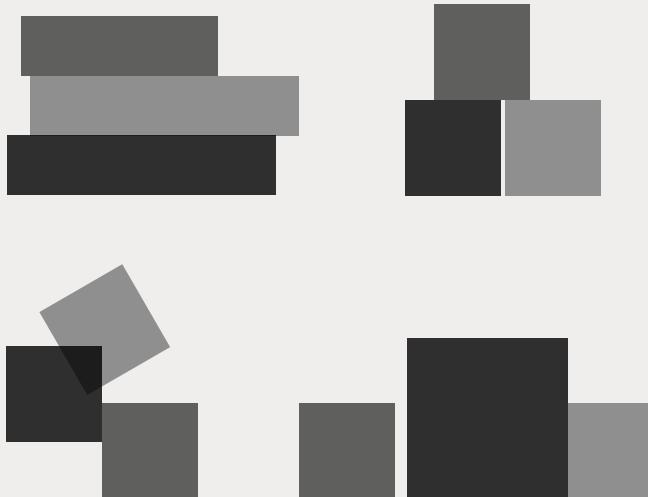
## 1/ BRAND IDENTITY

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

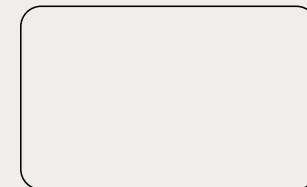
The first direction (show on the right) highlights MoMA Design Store's core mission, "to bring good design into people's lives by literally putting it into their homes and hands. ". The other concept conveys the idea of a loyalty program visually.

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

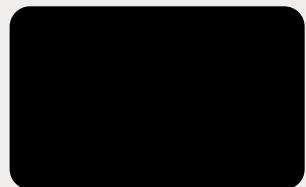
### DESIGN MOTIF



### COLOR PALETTE



Primary Color



Secondary Colors

### LOGO



Primary Logo



Secondary Logo

## 1/ BRAND IDENTITY (CONTINUE)

The image displays a MoMA Design Store storefront and a digital rewards program interface.

**MoMA Design Store** storefronts (left): Three storefronts are shown against a black background, each featuring the MoMA logo and "Design Store" text. The first storefront is green, the second is pink, and the third is yellow. Below each storefront is the word "Rewards" in a matching color.

**Rewards Program Interface (Top Right):** A graphic element consisting of overlapping colored squares (orange, red, green) on a black background.

**Rewards Program Interface (Bottom Left):** A white rectangular box with a black border. It features the "Rewards" logo at the top left, followed by the text "Everyday perks for everyone." and a "Join Now" button below it.

**Rewards Program Interface (Bottom Right):** A white rectangular box with a black border. It features the "Rewards" logo at the top left, followed by the text "Everyday perks for everyone." and a "Join Now" button below it. To the right of this box is a photograph of a modern interior scene with a white wall, a pink vase with flowers, a white spherical lamp, and a small table with various objects like oranges, glasses, and a book titled "It's six o'clock eight". The background of this section is divided into four colored quadrants (red, yellow, green, orange).

## 2/ DIGITAL USER JOURNEY -

### SIGN UP & LOG IN

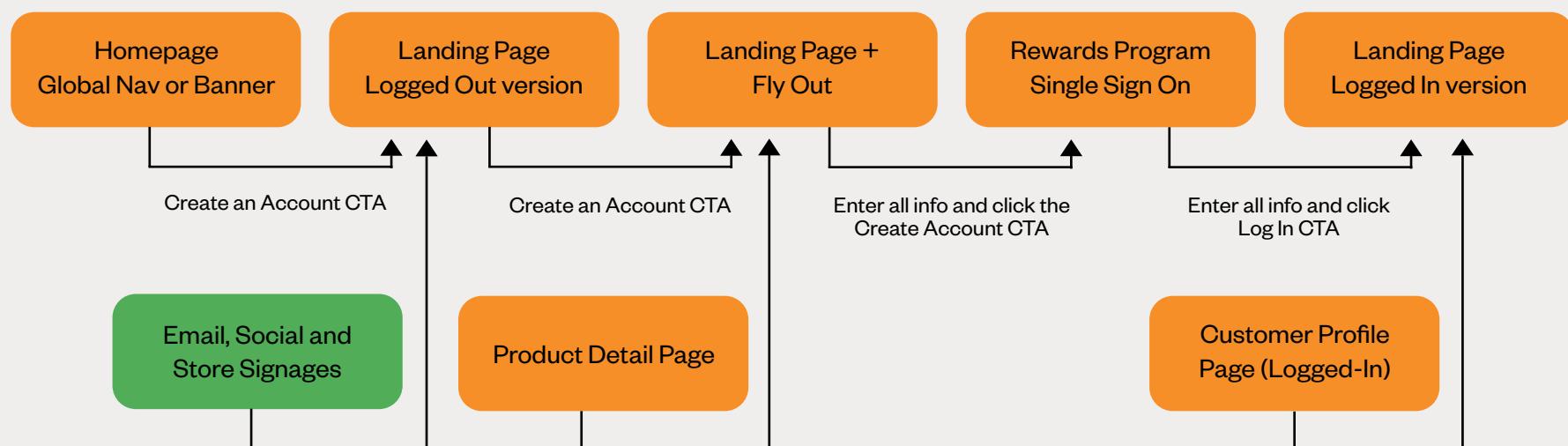
I mapped out the core digital experience, with help from the Retention Marketing Manager.

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.

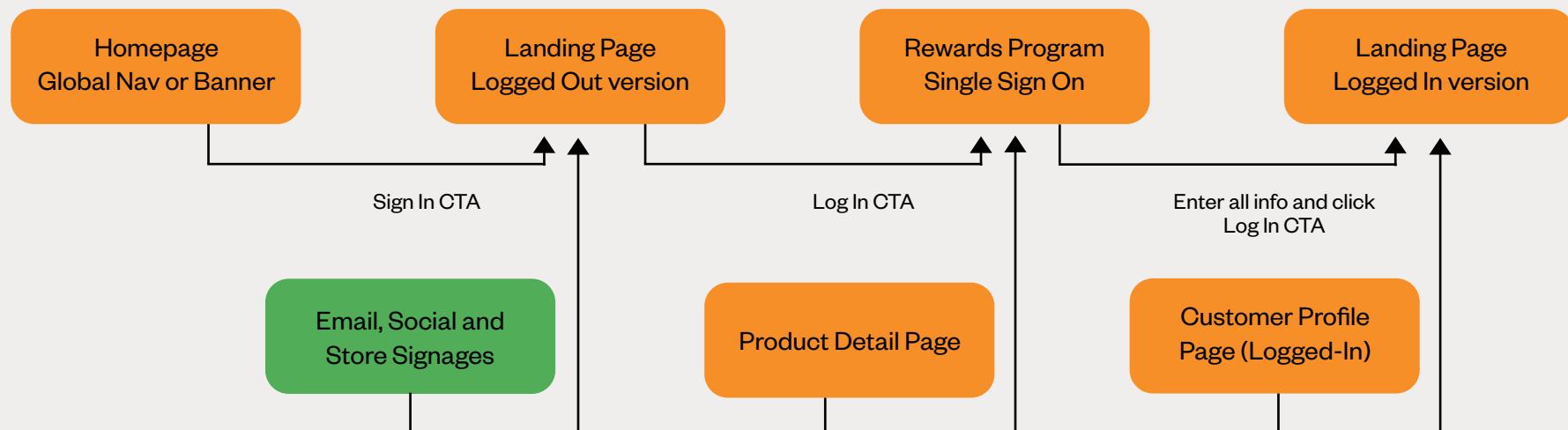
However, this user journey is complex and requires more development work. To simplify yet refine, I came up with the solution to combine the logged-out landing page and the logged-in landing page so that only a few content modules will be dynamic and keep the original customer profile page.

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 large hero section for the 'MoMA Design Store Rewards'. This section features the MoMA logo, a grid of colored squares (orange, green, red), and text about earning rewards. At the bottom of the page is a dynamic banner with the word 'Rewards' and a 'Learn More' button.

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 banner at the bottom. The banner features the word 'Rewards' with a small graphic, followed by the text 'Join our free Rewards program and enjoy everyday perks!' and a 'Learn More' button. The background of the banner has a grid of colored squares (orange, green, red) and a small orange geometric shape. Below the banner, there is a black footer bar with the text 'See how your purchase supports The Museum of Modern Art.' and a small 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)

**MoMA Design Store**

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

- 1 Dollars = Points Earn points on every purchase.
- 2 150 Points = \$5 Redeem points for discounts on purchases.
- 3 Unlock Perks Early access to select design, 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.

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% 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

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](#) [See More](#)

### Treat Yourself and Start Earning Point

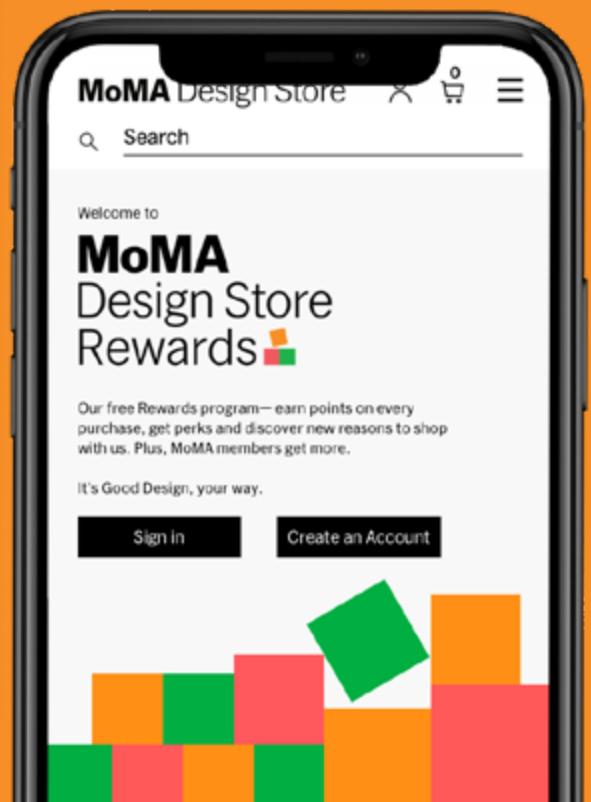
Flowerpot V99 LED Portable Lamp, Helen Frankenthaler Lush Spring Framed Print, HAY Apollo Portable Glass Table Lamp, Spaghetti Outdoor Lounge Chair, Amigo Outdoor Lounge Chair with Sun Shield, Roland Kiyola Piano in Oak Wood • Model KF-10

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.

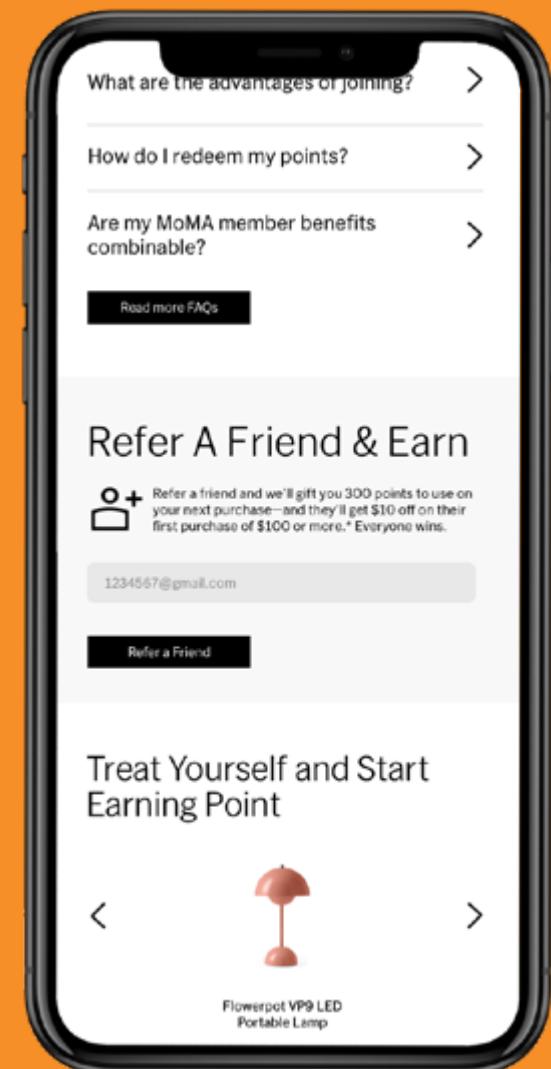
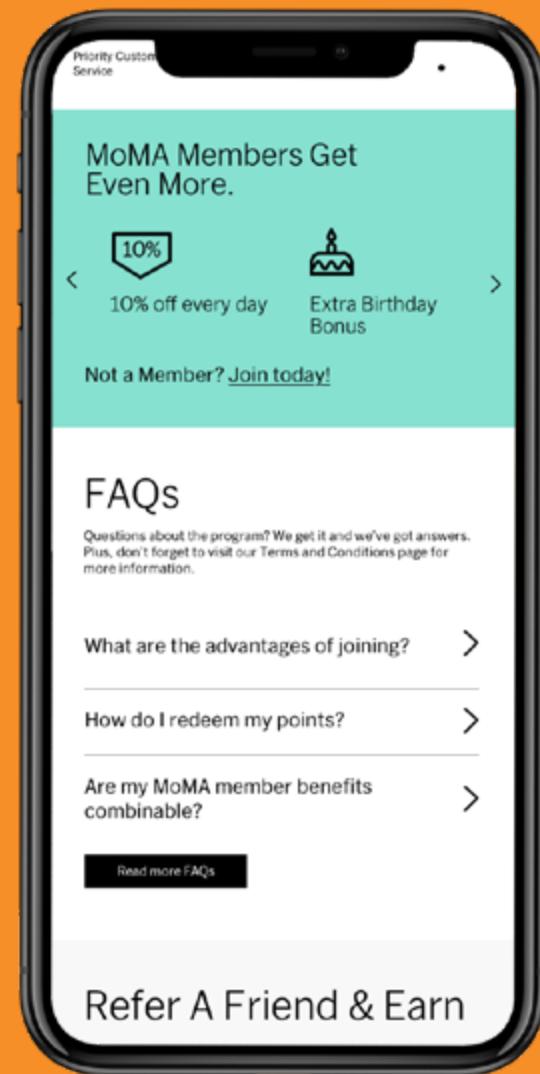
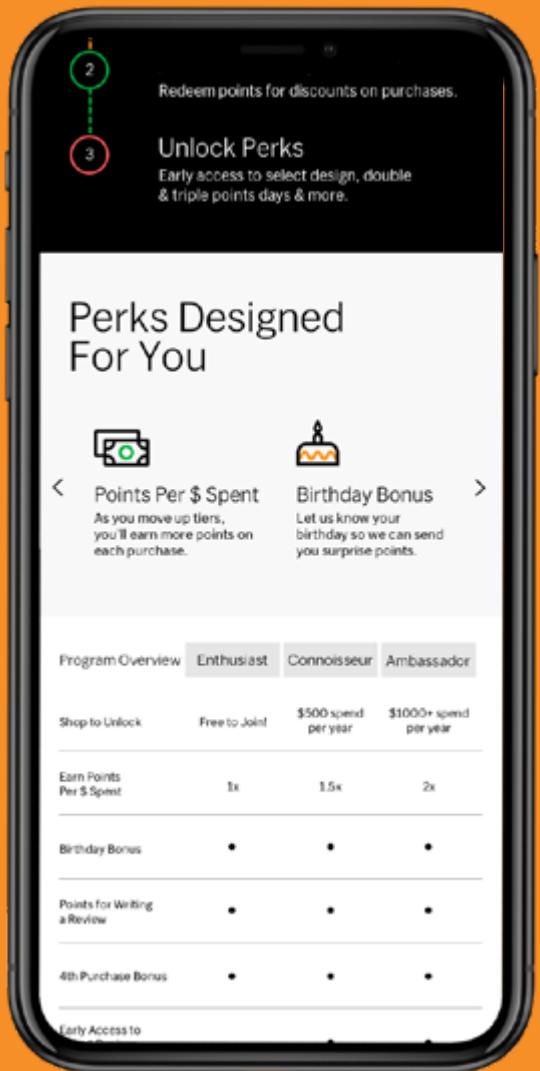
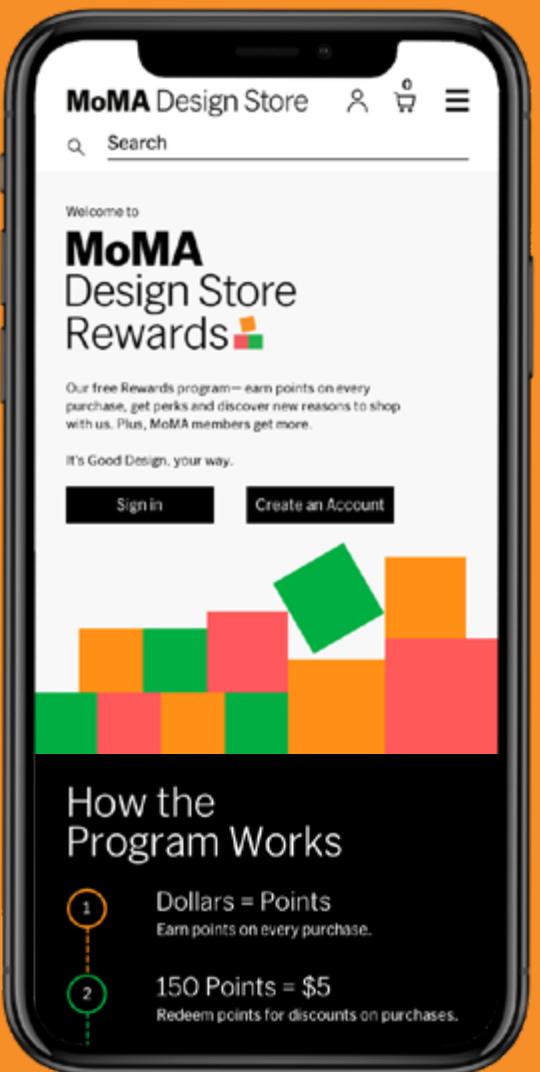
I designed the hero, How the Program Works, Benefit and FAQs modules.

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.

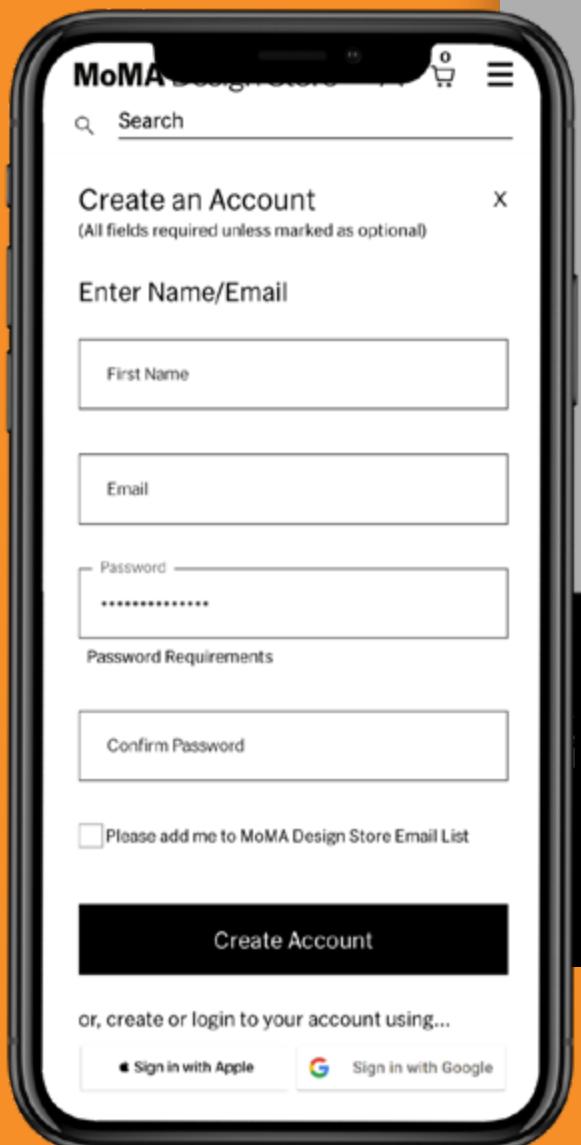


## 5/ LANDING PAGE - LOGGED OUT VERSIONS (MOBILE)



## 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 | store.moma.org

# 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.

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**  
(All fields required unless marked as optional)

Enter Name/Email

First Name

Email

Password

Confirm Password

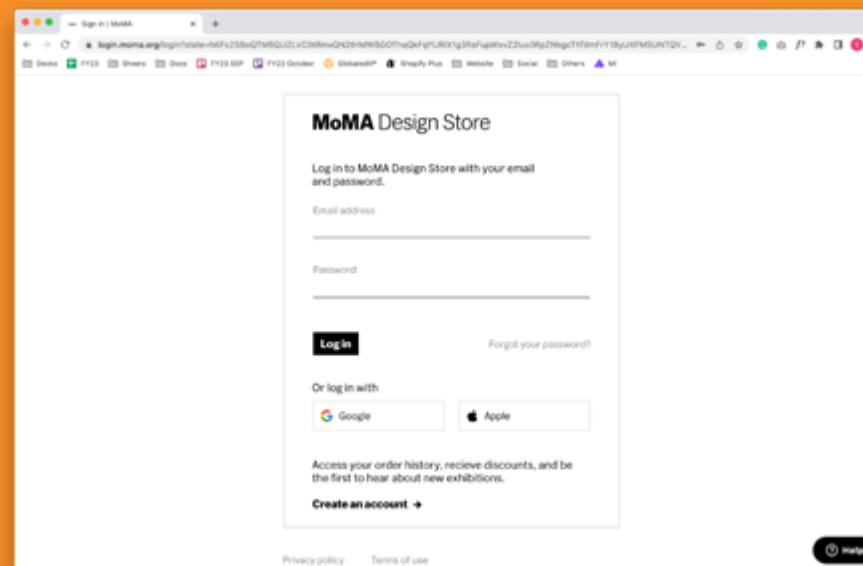
Please add me to MoMA Design Store Email List

**Create Account**

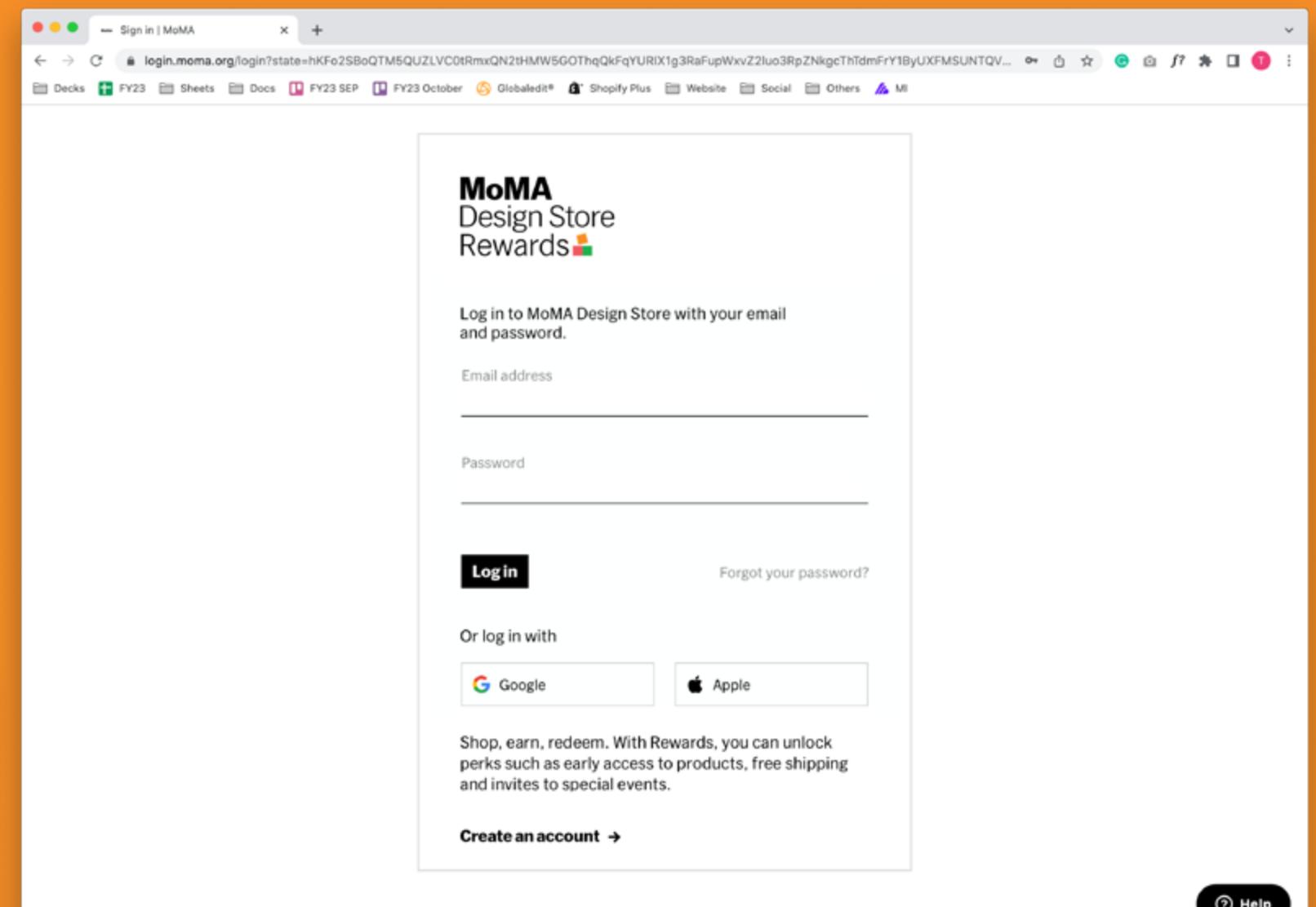
## 7/ SINGLE SIGN ON

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

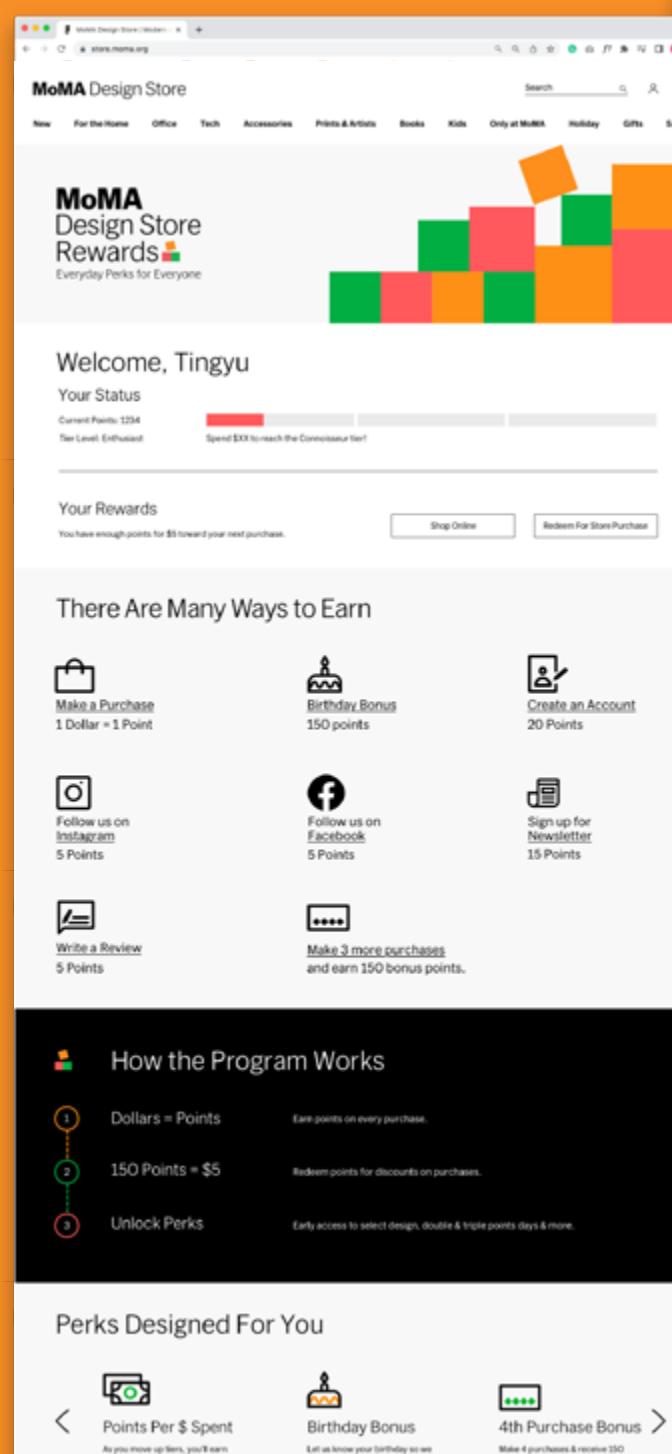
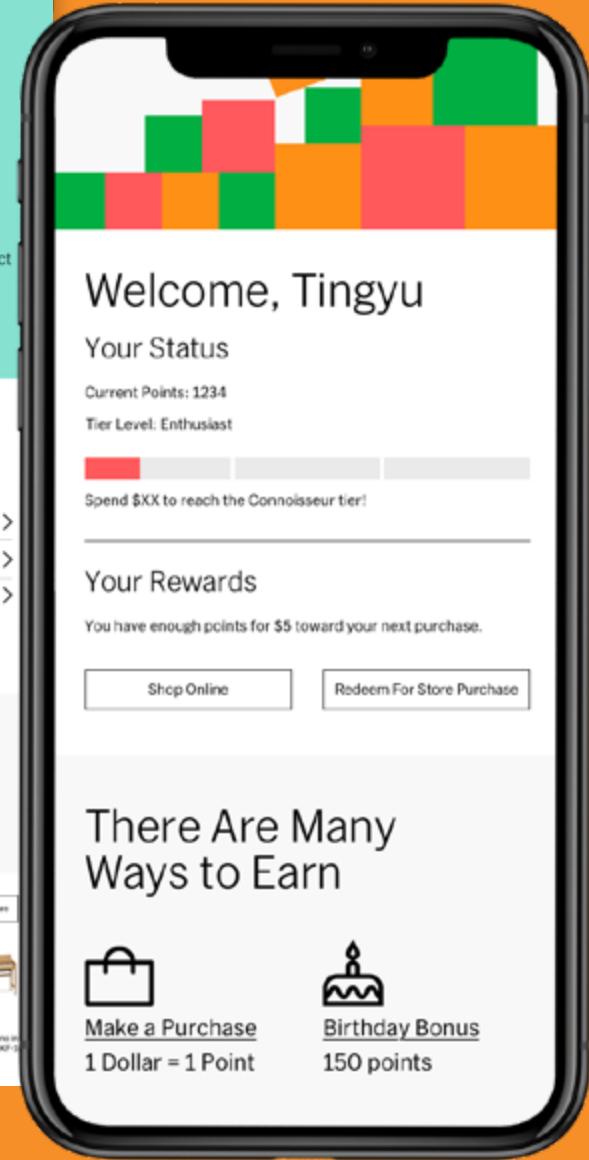


MoMA Design Store Rewards single sign on page

## 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	\$3000+ spend per year
Earn Points Per \$ Spent	3x	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 250 extra points.

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

- 10% off every day
- 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 \$300 or more.\* Everyone wins.

1234567@gmail.com Refer a Friend

Treat Yourself and Start Earning Point

See More

Florespot VP9 LED Portable Lamp Helen Frankenthaler's Spring Framed Print HAY Apico Portable Glass Table Lamp Spaghetti Outdoor Lounge Chair Arimo Outdoor Lounge Chair with Sun Shield Roland Kjeldsen 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 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 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. The main content area features a large graphic of colored blocks (green, red, orange) and the text 'MoMA Design Store Rewards' with the tagline 'Everyday Perks for Everyone'. A 'Welcome, Tingyu' message is displayed, along with a progress bar for current points (1234) and the goal to reach the Connoisseur tier. A button labeled 'Redeem For Store Purchase' is highlighted with a green arrow pointing to it. 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), 'Create an Account' (20 Points), and 'Sign up for Newsletter' (15 Points). At the bottom, there's a diagram titled 'How the Program Works' showing a flow from 'Dollars = Points' to '150 Points = \$5' to 'Unlock Perks'.

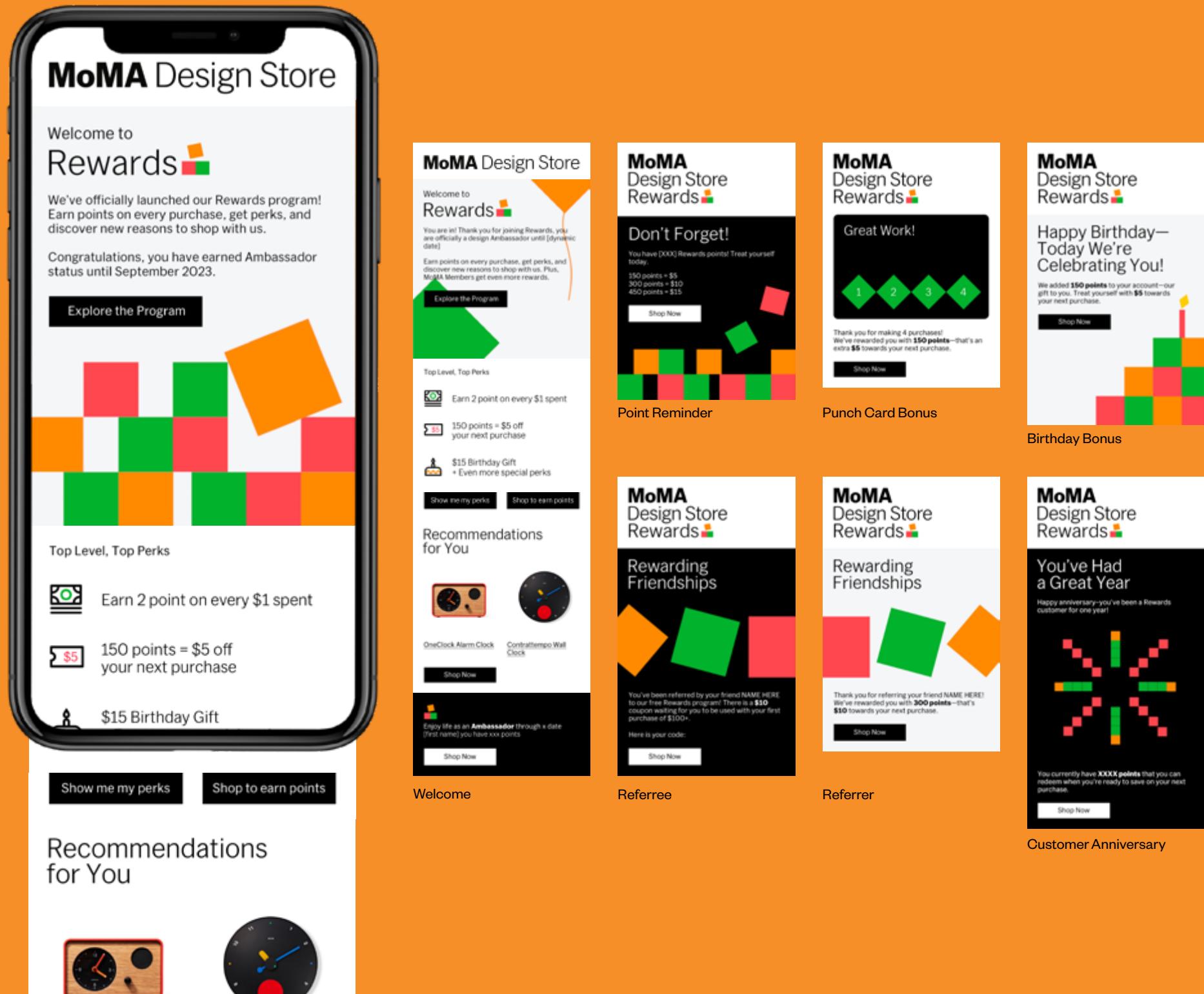
This screenshot shows the same rewards program interface as the previous one, but with a different background color (light gray). It highlights the 'Redeem For Store Purchase' button with a green arrow. The text 'When the customer has enough points to redeem' is displayed below the interface.

This screenshot shows the same rewards program interface, but with a light gray background. It highlights the 'Redeem For Store Purchase' button with a green arrow. The text 'When the customer does not have enough points to redeem' is displayed below the interface.

## 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.



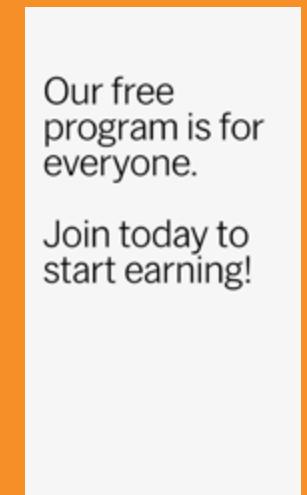
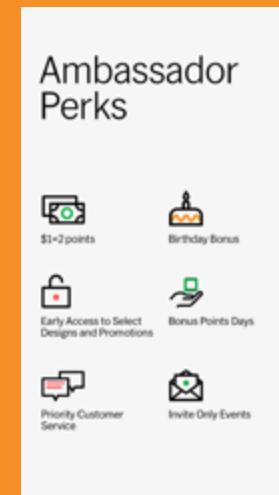
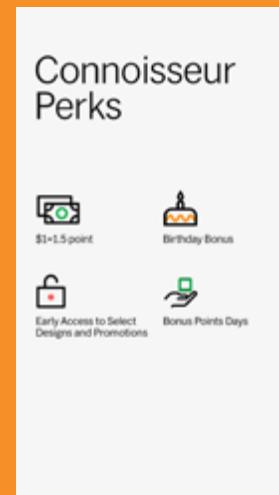
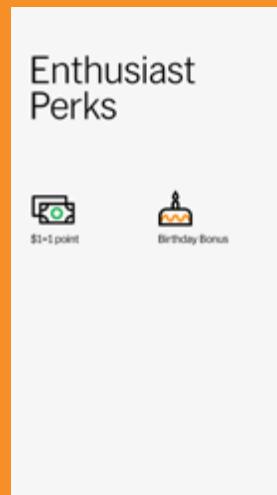
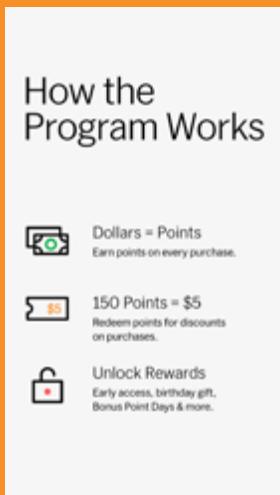
Launch Feed



Paid Feed



Paid Feed



Social Story

GIF

Discover more at  
[store.moma.org](http://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 header with a search bar and user icons. The main navigation menu includes: New, For the Home, Office, Tech, Accessories, Prints & Artists, Books, Kids, Only at MoMA, Holiday, Gifts, and Sale. A "Price" filter is visible on the left, followed by a "Sort By: Newest" dropdown and a note "1 - 23 of 500 items".  
  
A prominent feature on the left is a "Pick Up In Store" filter section with 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:

- 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 Set (\$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)

  
On the right side of the page, there's a large, rounded rectangular callout box with a pink border. It contains the text "Buy Online, Pick Up In Store" above a blue background featuring a white MoMA shopping bag icon. Below the icon, the 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.

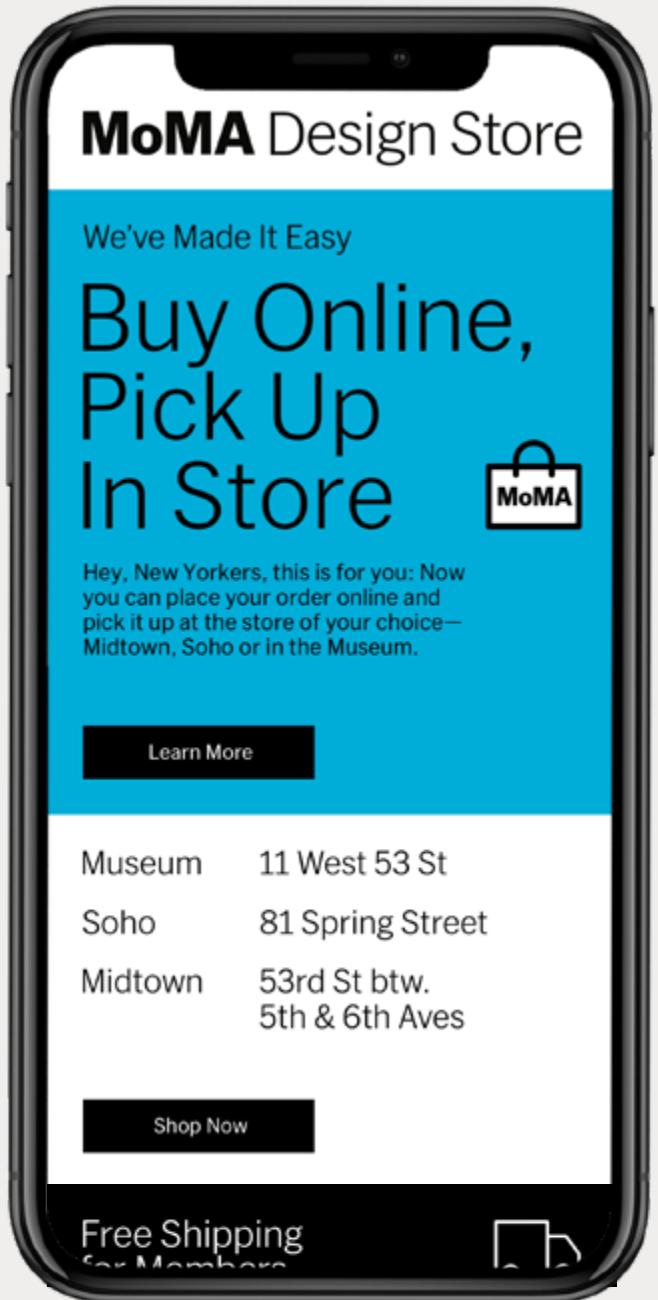
With the new flyout design, we can also feature more than the "Successfully added to cart!" message and promote more programs & products at the same time.

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

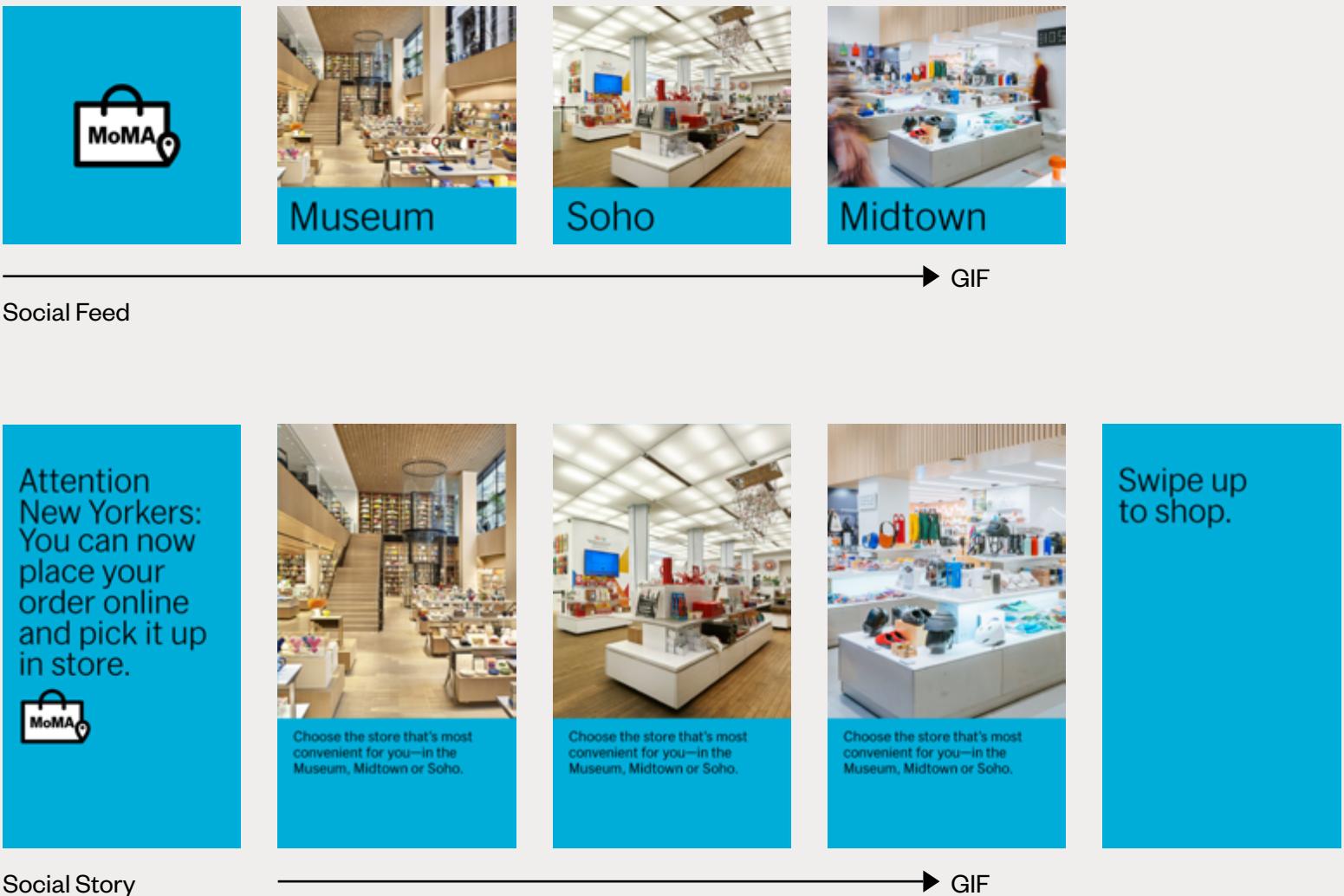
The screenshot shows the MoMA Design Store's shopping cart page. At the top, there's a promotional banner for a membership discount. Below it, the cart lists two items: a Hollywood Hills Desk Clock and a Champion Crewneck Sweatshirt. Each item has a small image, a brief description, and a price breakdown for Non-Member and Member discounts. The sweatshirt also notes an employee discount applied at checkout. To the right of the cart, there's a large "Order Summary" box showing the total merchandise cost (\$210), member discount (\$-84), shipping (TBD), and tax (TBD), resulting in an estimated total of \$126. A prominent "Proceed to Checkout" button is centered in this summary box. 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 purchases and in-store pickup.

The screenshot shows the product page for a "Barbara Kruger Cotton Canvas Tote Bag" on the MoMA Design Store. The product image is a grey tote bag with the text "THINKING OF YOU I MEAN ME I MEAN YOU" printed on it. The page includes a "Description" section with a link to "Thinking of You... More...", a "Details" section, and a "Shipping" section. It also shows a "90-Day Satisfaction Guarantee". On the right side, there's a sidebar with a success message ("Item successfully added to cart!"), a "Continue Shopping" button, a "View Cart" button, a membership promotion, and a "You may also like" section featuring other products like a sweatshirt and a LEGO set.

#### 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.

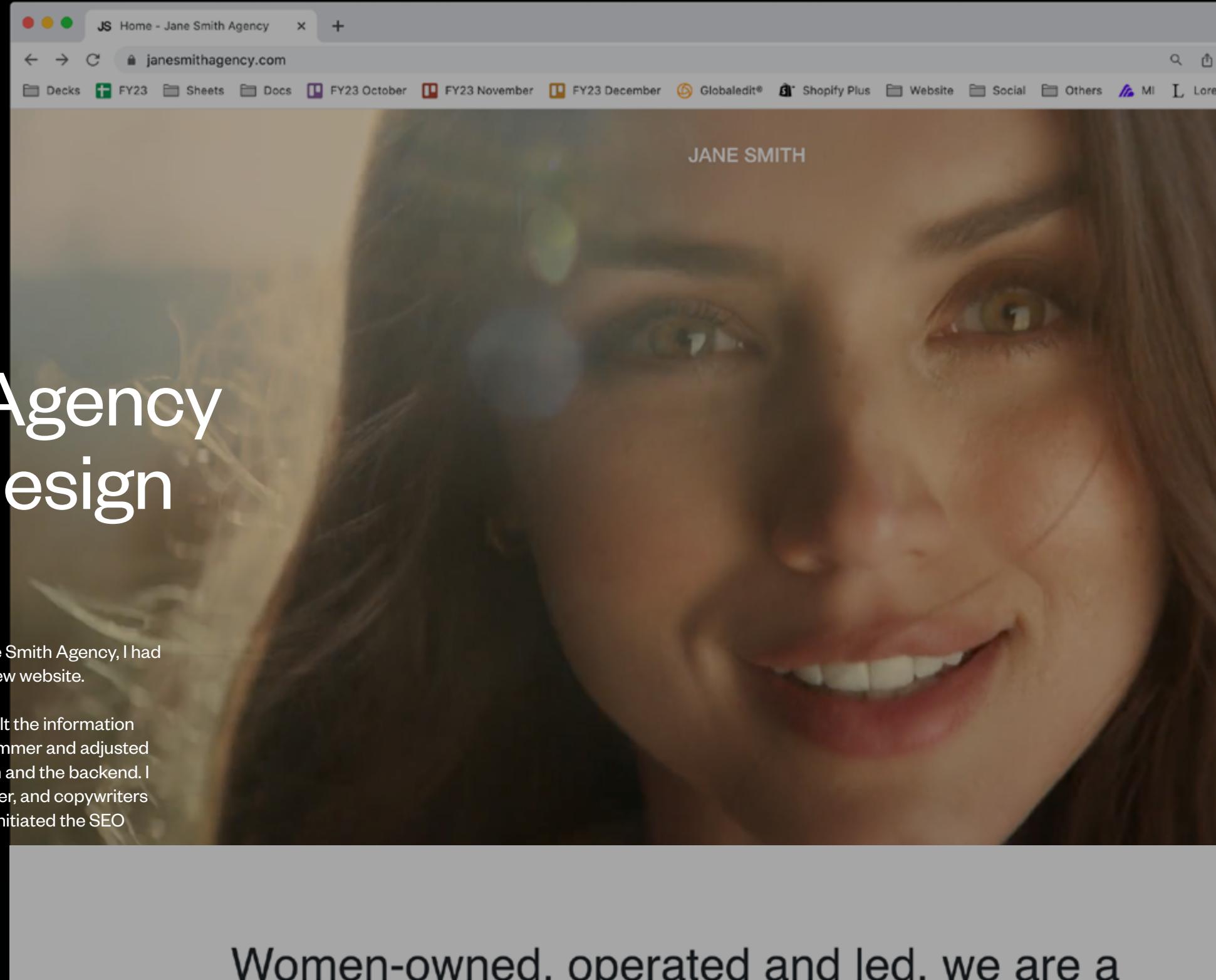
# Jane Smith Agency Website Redesign

Time: 2020/05 - 2020/12

Role: Junior Art Director

Project Overview: 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.



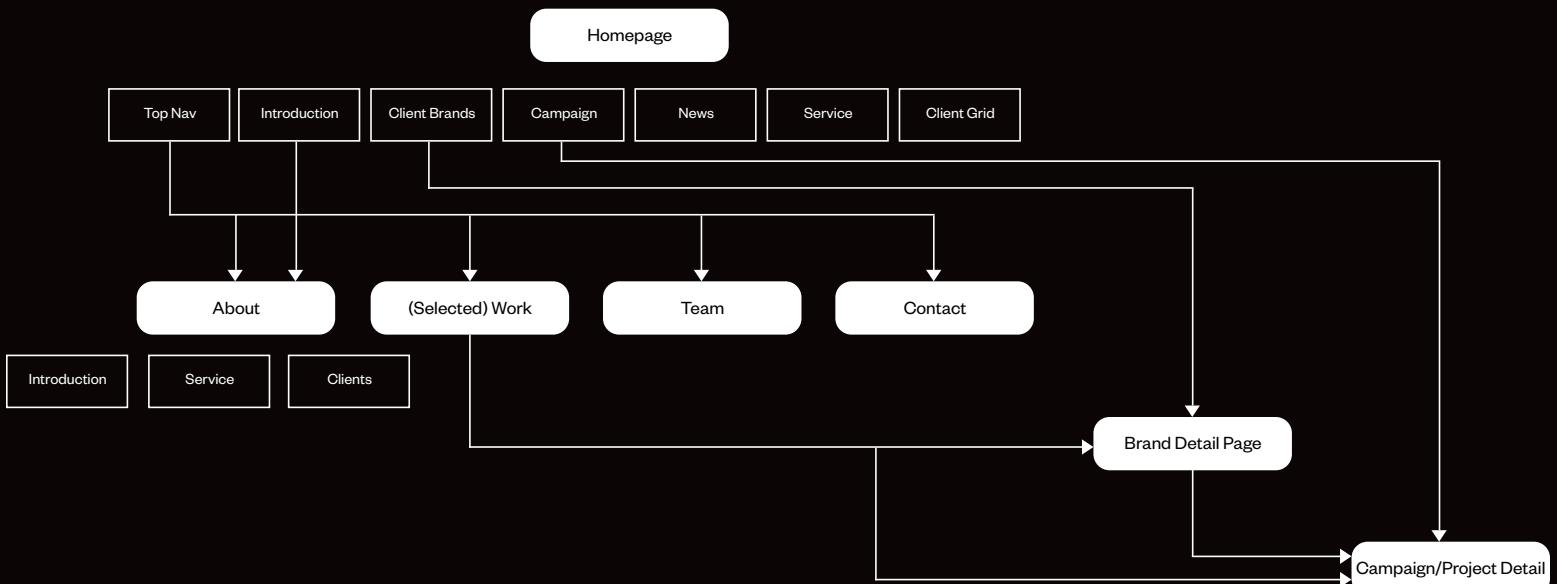
## 1/ RESEARCH AND INFORMATION ARCHITECTURE

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

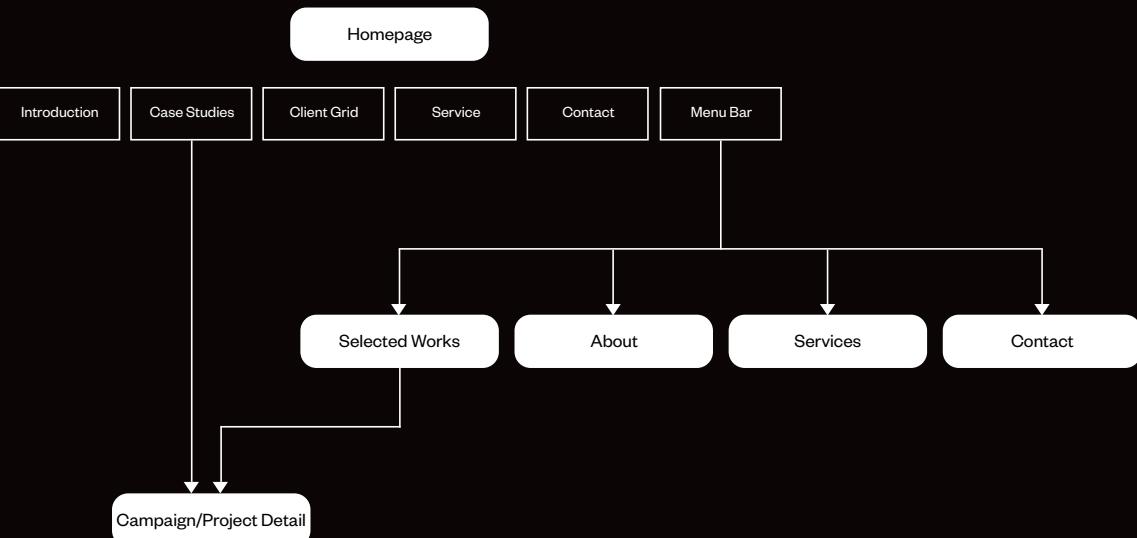
All these elements can be spread out to Homepage, Work, About Us, and Project Detail Pages.

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

Original Flow



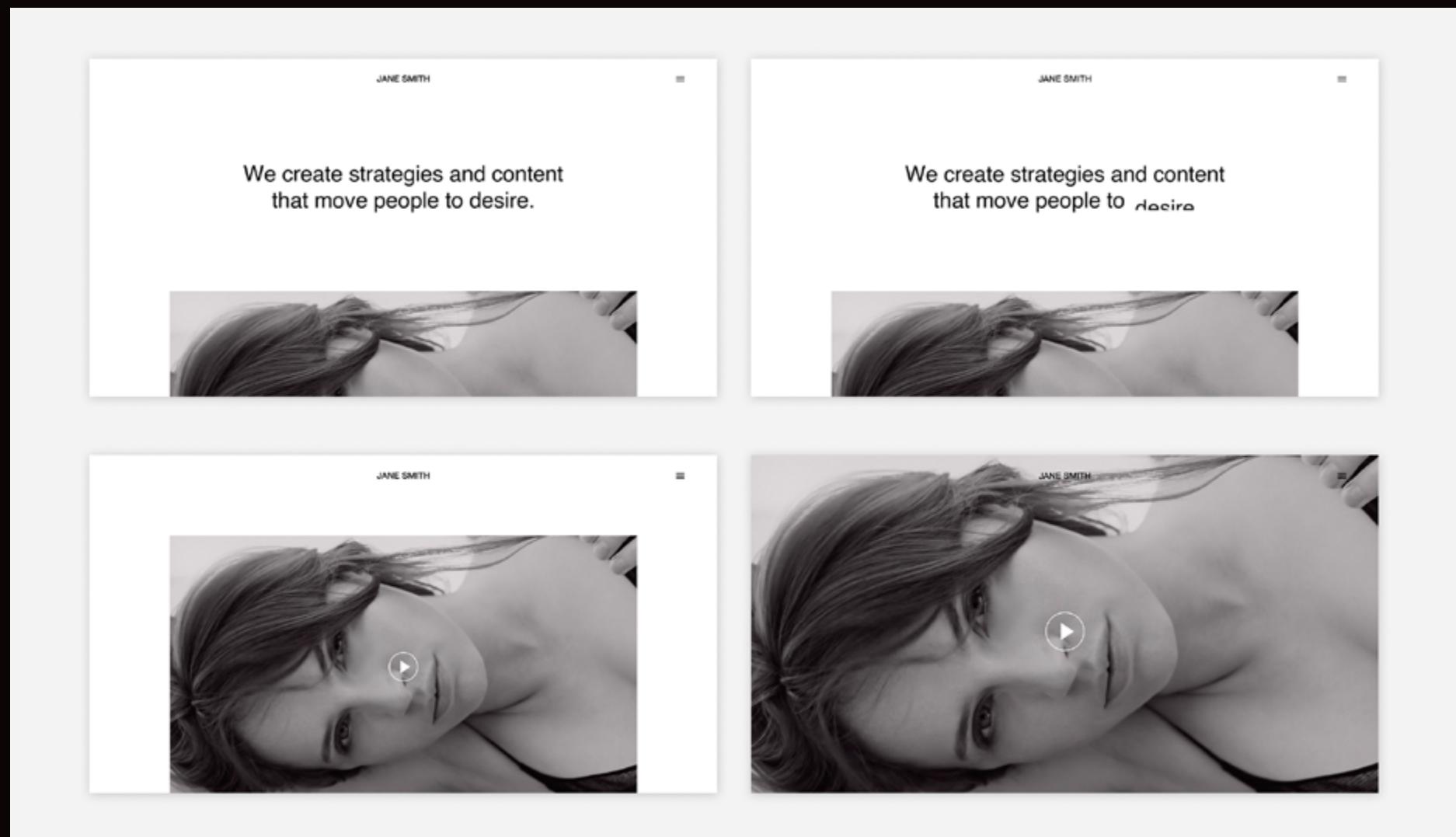
Updated Flow



## 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)

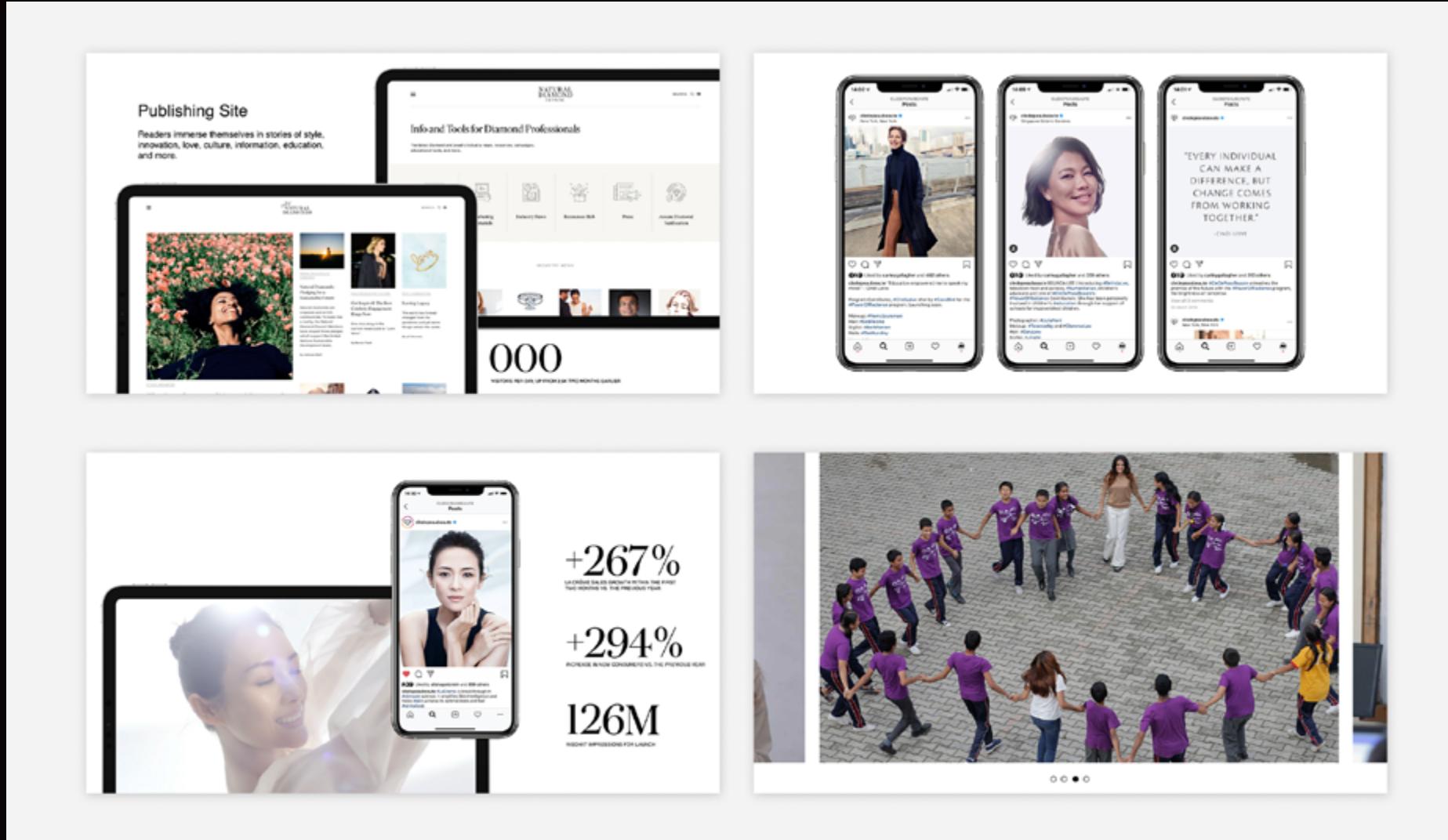
The image shows two versions of a case study card for Fabletics. The top version features a large background image of a woman in a black sports bra and leggings performing a plank on a beach. Overlaid text includes the brand name 'Fabletics' and a placeholder text block: 'Lorem ipsum dolor sit, consectetur adipiscing elit sed do eiusmod'. Below this is a link '→ VIEW CASE STUDY'. The bottom version is a dark, full-bleed background image of a woman in a black dress looking off-camera, with the text 'Clé de Peau Beauté' and 'The most luxurious beauty in the world needed a global repositioning.' followed by a '→ VIEW CASE STUDY' link.

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's 'Power of Radiance' program. Both versions feature a large portrait of a woman with long brown hair. The top version has a white header with the name 'JANE SMITH' and a placeholder text block: 'Creating Clé de Peau Beauté's first global CSR program, to ensure more women globally have access to education and learning.' Below this is a detailed description of the program, credits for creative direction, and a small image of three women at the bottom. The bottom version is a dark, full-bleed background image of the same woman, with the text 'Clé de Peau Beauté: The Power of Radiance Program' and a similar program description.

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.

# The Heaven

Time: 2019/10 - 2019/12

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.

