

Tingyu Su's Selected Projects

hello@sutingyu.com

www.sutingyu.com

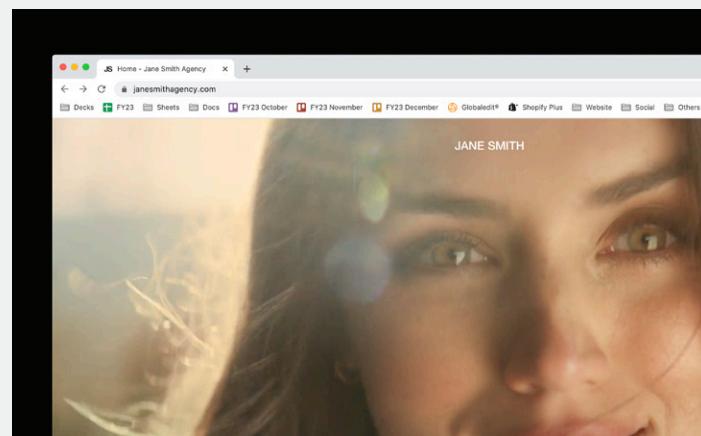
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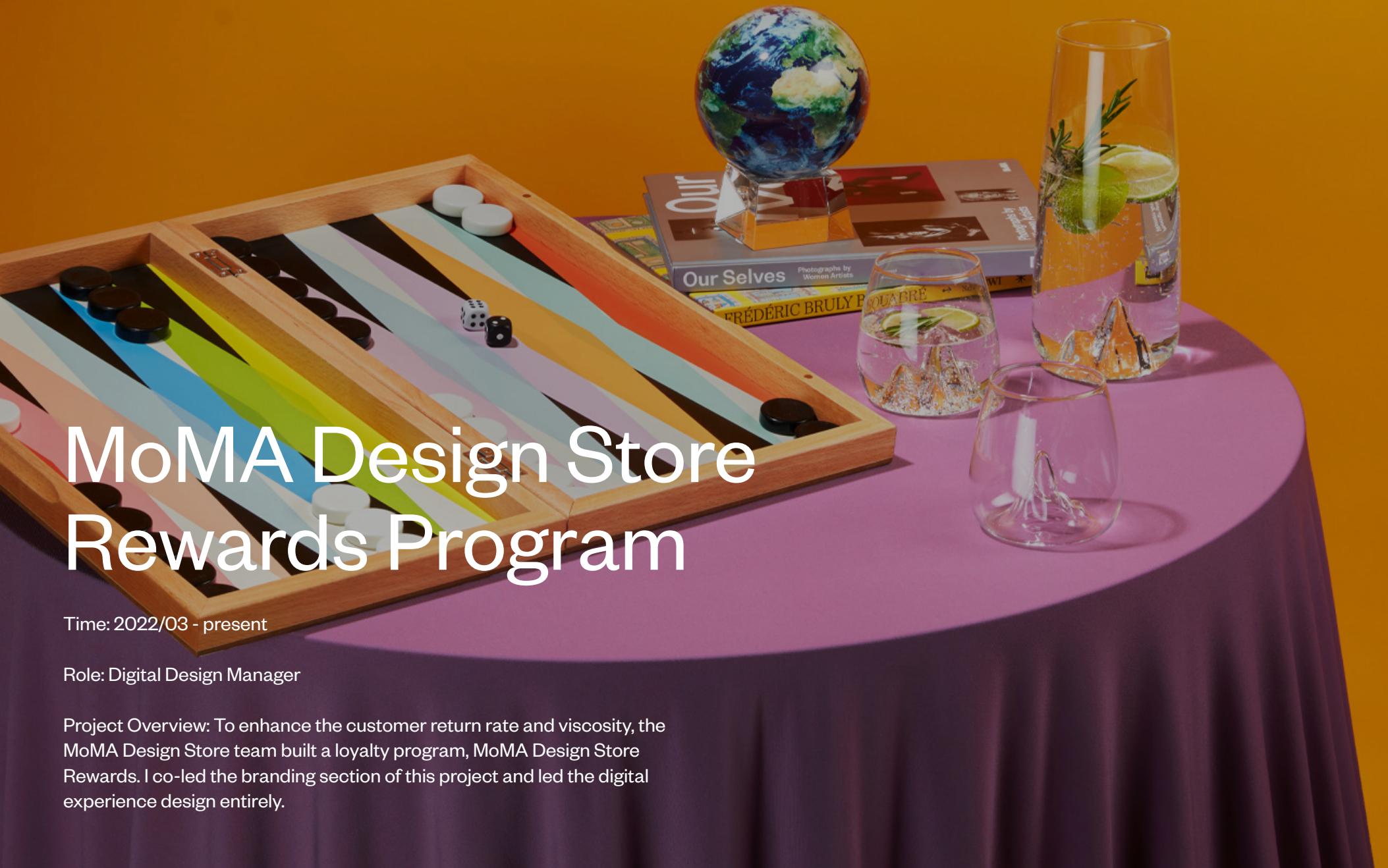
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MoMA Design Store Rewards Program

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 me, the creative team explored **two visual directions**.

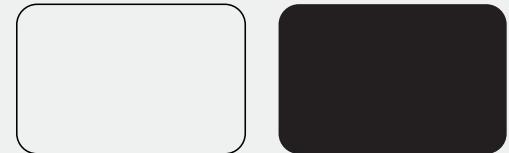
The first direction highlights MoMA Design Store's core mission: "to bring good design into people's lives by putting it into their homes and hands." The other concept conveys the idea of a loyalty program visually.

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



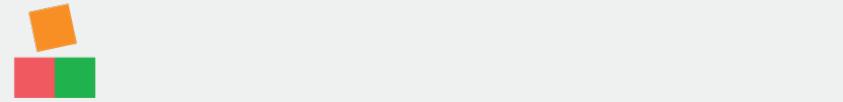
Secondary Colors

LOGO

MoMA
Design Store
Rewards

Primary Logo

Rewards



Secondary Logo

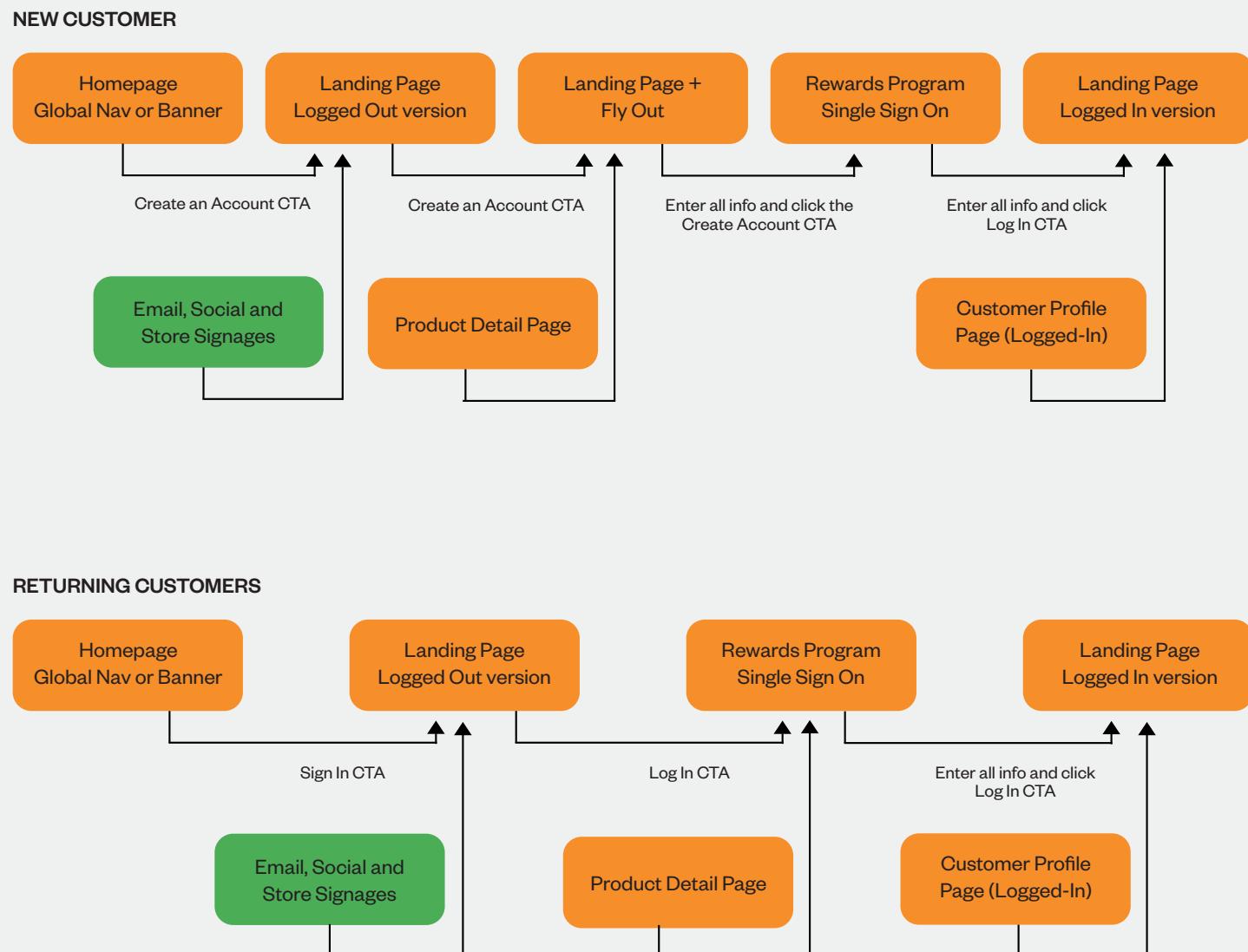
2/ DIGITAL USER JOURNEY - SIGN UP & LOG IN

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

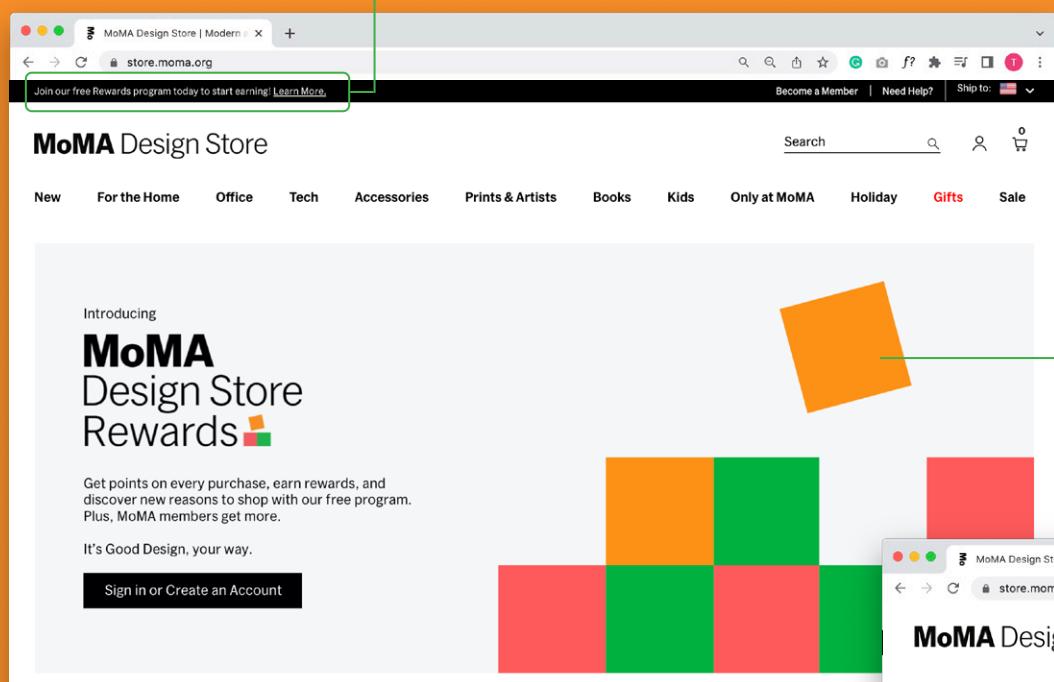
Initially, I planned to build a new loyalty program landing page for new customers and logged-out customers to learn about the program and add customers' loyalty program status to the existing customer profile page.

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.

Besides webpages, the team and I also designed the emails, social media content and store signages.



3/ HOMEPAGE BANNERS



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.

A screenshot of the MoMA Design Store website. The top navigation bar is visible. Below it, a large hero 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. To the right of the banner is a grid of product thumbnails. At the bottom, there is a black footer section with a video thumbnail and the text 'See how your purchase supports The Museum of Modern Art.' with a link 'Watch the Video'.

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)

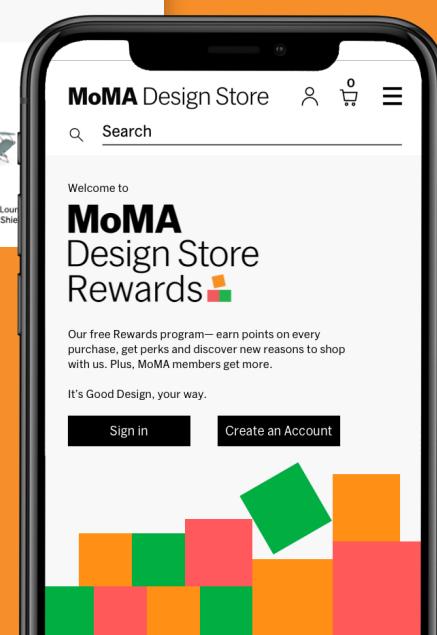
	Enthusiast	Connoisseur	Ambassador
Shop to Unlock	Free to Join!	\$500 spend per year	\$1000+ spend per year
Earn Points Per \$ Spent	1x	1.5x	2x
Birthday Bonus	•	•	•
Points for Writing a Review	•	•	•
4th Purchase Bonus	•	•	•
Early Access to Select Designs and Promotions	•	•	•
Exclusive Bonus Points Days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

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 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.

MoMA Design Store Rewards

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.

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		•	

MoMA Members Get Even More.

Enhance your Rewards with a membership!

- 10%** 10% off every day
- Extra Birthday Bonus**
- Triple Point Day 2x Per Year**
- 20%** 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.

123456@gmail.com **Refer a Friend**

Treat Yourself and Start Earning Point

Flowperp VPL LED Portable Lamp | Helen Frankenthaler Lush Spring Framed Print | HAY Apollo Portable Glass Table Lamp | Spaghetti Outdoor Lounge Chair | Anigo Outdoor Lounge Chair with Sun Shield

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

6/ 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 at every step of their online journey.

The screenshot shows the MoMA Design Store's 'My Account' page. On the left, there's a sidebar with links like 'Account Settings', 'Personal Info', 'Addresses', 'Payment Settings', 'Memberships', 'My Membership Details', 'Rewards' (with a 'My Rewards' link), 'Order Information' (with a 'Order History' link), and 'Shop Confidently' (with 'Privacy Policy' and 'Secure Shopping' links). The main content area has a 'Welcome Tingyu' header and a 'Your Rewards Status' section. It displays 'Current Points: 1234' and 'Tier Level: Enthusiast'. A progress bar indicates points needed to reach the 'Connoisseur' tier. Below this are sections for 'Personal Info' (with a 'Change your name, email and password' link), 'Membership' (with a 'Your Membership Details' link), 'Addresses' (with a 'Change or add to your saved addresses' link), 'Orders' (with a 'View your order history and start a return' link), 'Payment Settings' (with a 'Manage your credit cards' link), and 'My Rewards' (with a 'View your rewards' link). A 'See My Rewards' button is located at the bottom of the rewards section.

The image contains three screenshots of the MoMA Design Store website:

- Top Right Screenshot:** Shows the homepage with a 'MoMA Design Store Rewards' section featuring a 'Woven Triangle Bag' and a 'Kusama Pumpkins' product, along with a call-to-action to 'Join our free program! The more you spend, the more perks you'll enjoy.' and 'Sign In or Sign Up' buttons.
- Middle Screenshot:** Shows a product detail page for the 'MoMA Baggu Recycled Nylon Tote Bag'. It features a large image of two models holding the bags, a price of '\$14.40 Member', a 'Details' button, and a 'Add to Cart' button.
- Bottom Screenshot:** Shows a 'Rewards' section with the text 'Points on every purchase, exclusive offers, birthday gifts and more! Sign in or join now.' and a small icon.

7/ 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**.

Unlike shopping online, where points can be automatically redeemed during checkout, customers who shop 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 Loyalty Program landing page. At the top, there's a colorful bar chart titled "MoMA Design Store Rewards". Below it, a welcome message says "Welcome, Tingyu". Under "Your Status", it shows "Current Points: 1234" and "Tier Level: Enthusiast". A progress bar indicates points needed to reach the "Connoisseur" tier. The "Redeem For Store Purchase" button is highlighted with a green arrow. The "Your Rewards" section lists various ways to earn points, such as "Make a Purchase" (1 Dollar = 1 Point), "Follow us on Instagram" (5 Points), and "Write a Review" (5 Points). Below this, a section titled "How the Program Works" explains the process: "Dollars = Points" (Earn points on every purchase), "150 Points = \$5" (Redeem points for discounts on purchases), and "Unlock Perks" (Early access to select design, double & triple points days & more). The bottom section, "Perks Designed For You", includes icons for "Points Per \$ Spent", "Birthday Bonus", and "4th Purchase Bonus".

The screenshot shows the rewards page for a customer with enough points. It displays a progress bar showing "Your Points: 487" and "Your Tier: Enthusiast". Below the progress bar are four reward options: "\$5" (150 points), "\$10" (300 points), "\$15" (450 points), and "\$20" (600 points). The text "When the customer has enough points to redeem" is displayed below the screenshot.

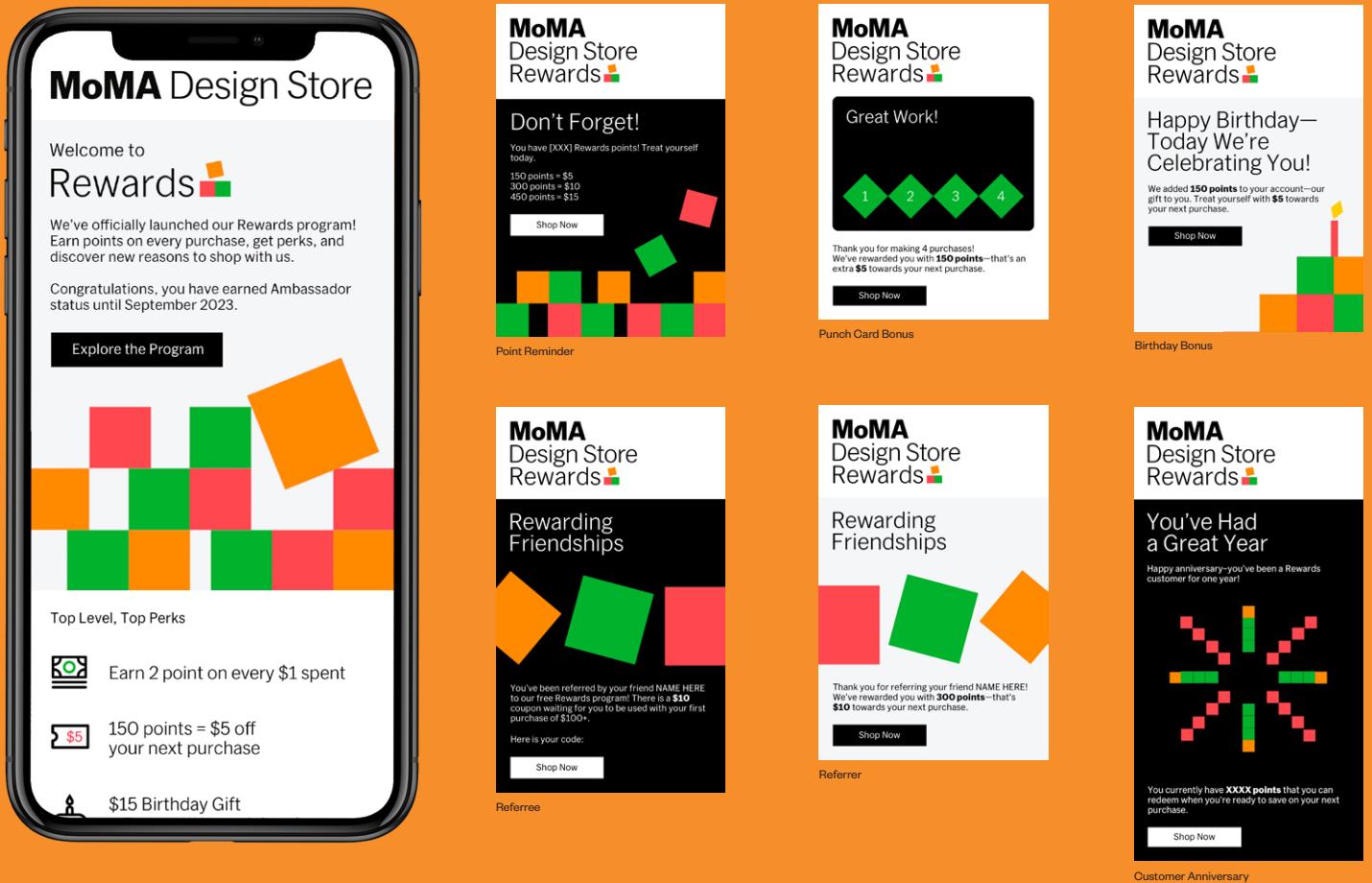
The screenshot shows the rewards page for a customer with insufficient points. It displays a progress bar showing "Your Points: 87" and "Points to Next Reward: 413". Below the progress bar are four reward options: "\$5" (150 points), "\$10" (300 points), "\$15" (450 points), and "\$20" (600 points). The text "When the customer does not have enough points to redeem" is displayed below the screenshot.

8/ EMAILS & SOCIAL MEDIA

Our art director and graphic designer designed all marketing emails, from welcome emails to program announcement emails, point reminder notifications and birthday bonuses.

I helped with building all emails into HTML files and testing the dynamic modules.

I also designed all social media content and collaborated with the Assistant Director of Branding and External Events.



Tingyu Su's Selected Projects

Discover more at
store.moma.org

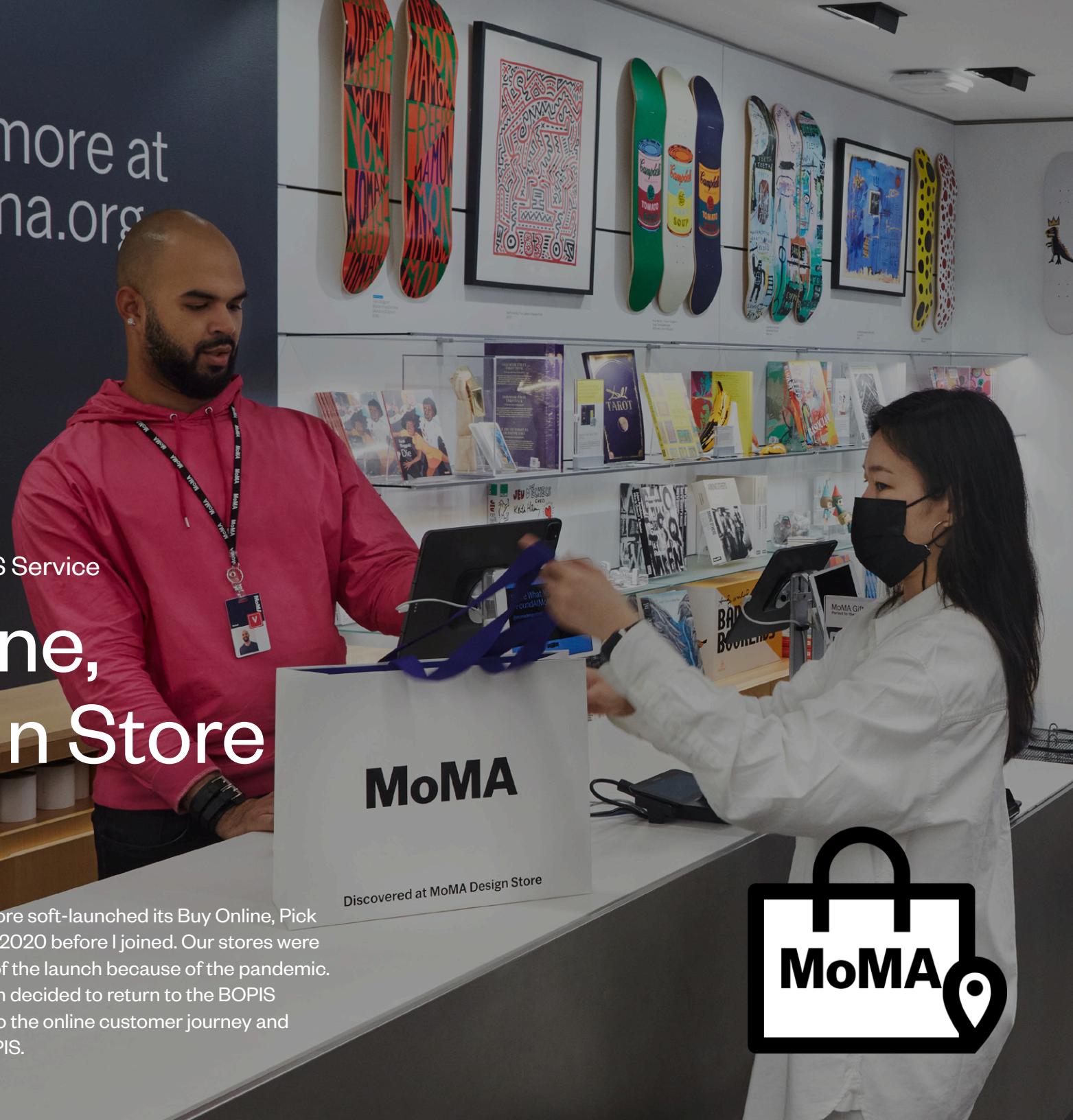
MoMA Design Store BOPIS Service

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 those 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.

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

The screenshot shows the MoMA Design Store website. At the top, there's a global navigation bar with links like 'Become a Member', 'Need Help?', 'Ship to United States', a search bar, and a user icon. A pink box highlights a banner at the top stating 'In New York City? You can buy online & pick up in one of our stores. Learn more.' Another pink box highlights a 'Pick Up In Store' filter on the left side, which lists three locations: 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. 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 STEAM 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 pink box highlights a callout box in the bottom right corner that says 'Buy Online, Pick Up In Store' with a MoMA logo, and a note below it: '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.'

2/ ADDED TO CART POPUP & CART

When a product available for BOPIS is added to the 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 promote more programs and products at the same time.

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.

The first screenshot, labeled 'Option 1', shows a standard modal-style pop-up with a pink border containing the success message and a 'View Cart' button. The second screenshot, labeled 'Option 2', shows a larger, semi-transparent flyout window that covers the main content area, featuring the success message, a 'View Cart' button, and a 'Continue Shopping' button. The third screenshot shows a detailed view of a product page for a Barbara Kruger Canvas Tote Bag, with the success message and a 'View Cart' button overlaid on the right side of the page.

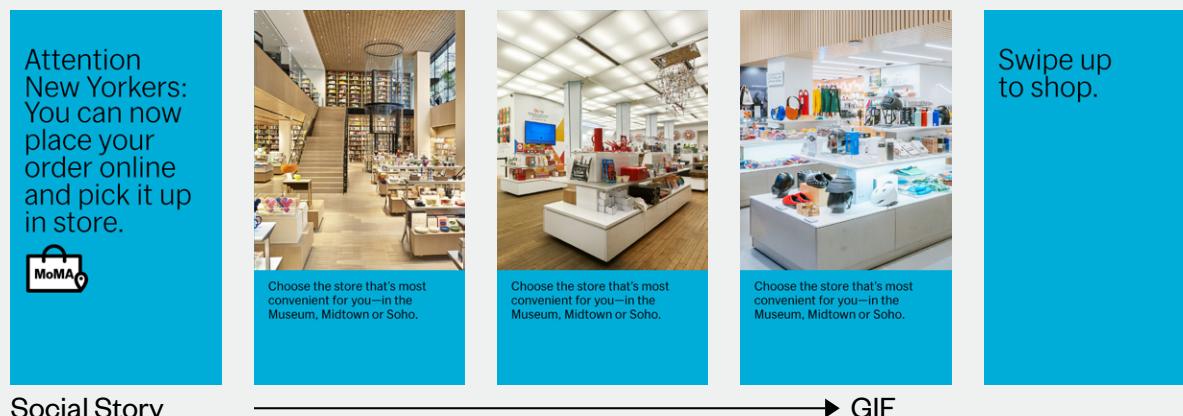
This screenshot shows the 'Your Shopping Cart' page. It includes a green header bar with a membership discount offer and a 'Purchase a MoMA Membership' button. Below this, the cart summary table lists two items: a Hollywood Hills Desk Clock and a Champion Crewneck Sweatshirt. Each item row includes a 'Remove' link. To the right of the cart table is an 'Order Summary' section detailing the breakdown of the total cost. At the bottom of the page are several promotional modules: one about gift wrapping, one for MoMA members, and one for 'Buy Online, Pick Up In Store'.

3/ SOCIAL MEDIA & EMAIL

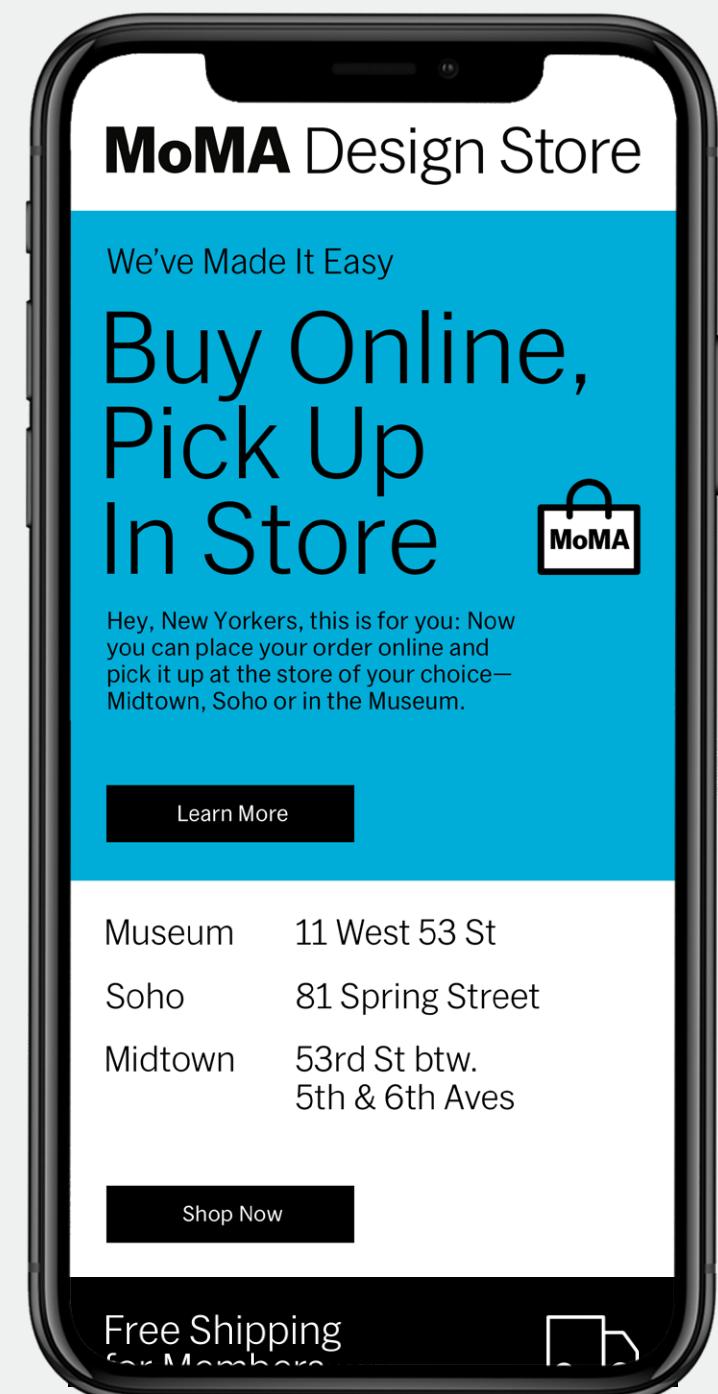
I also designed the launch email and social media content to promote the service on different digital channels. Although these are not conversion drivers, it is important to educate our customers and raise awareness.



Social Feed



Social Story



Launch Email

Jane Smith Agency Website Redesign

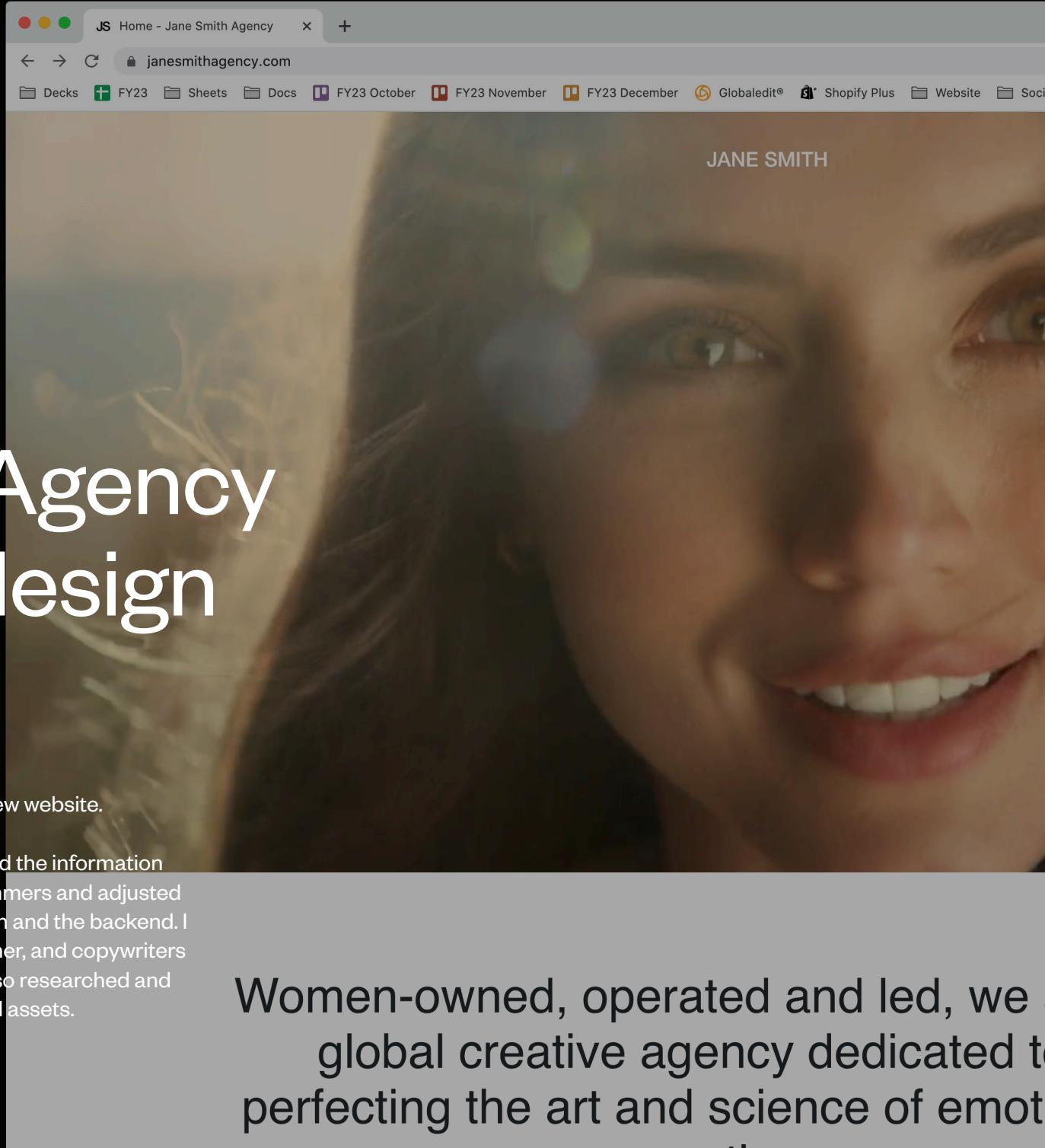
Time: 2020/05 - 2020/12

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 build 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
global creative agency dedicated to
perfecting the art and science of emoti...

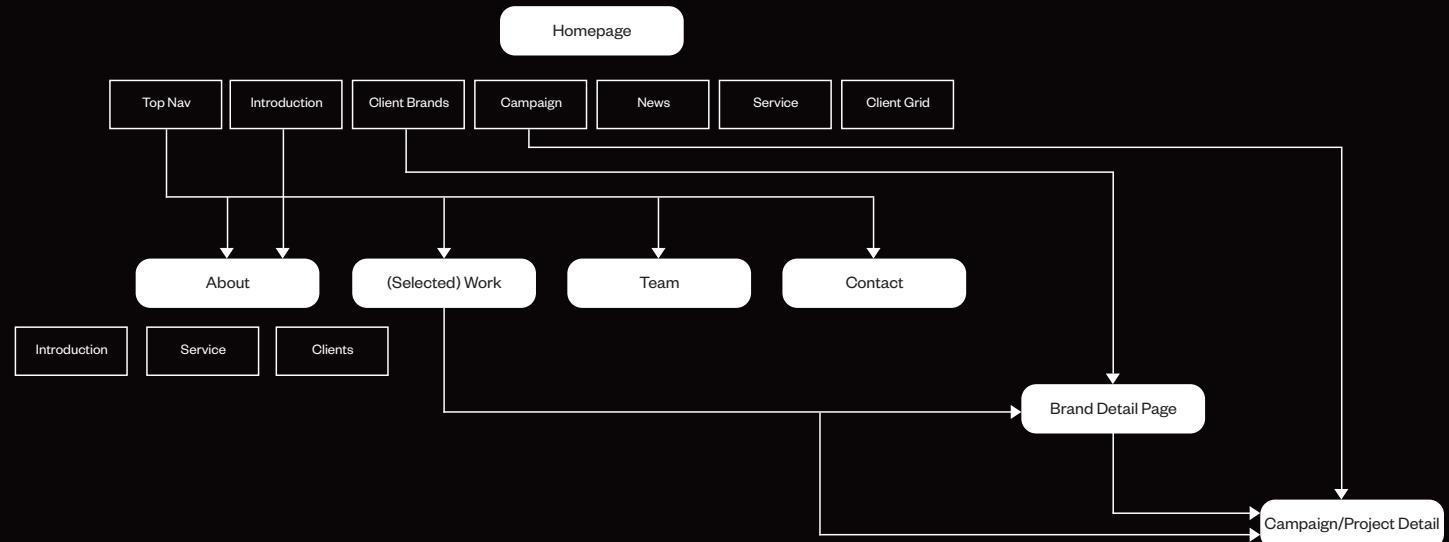
I/ RESEARCH AND INFORMATION ARCHITECTURE

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

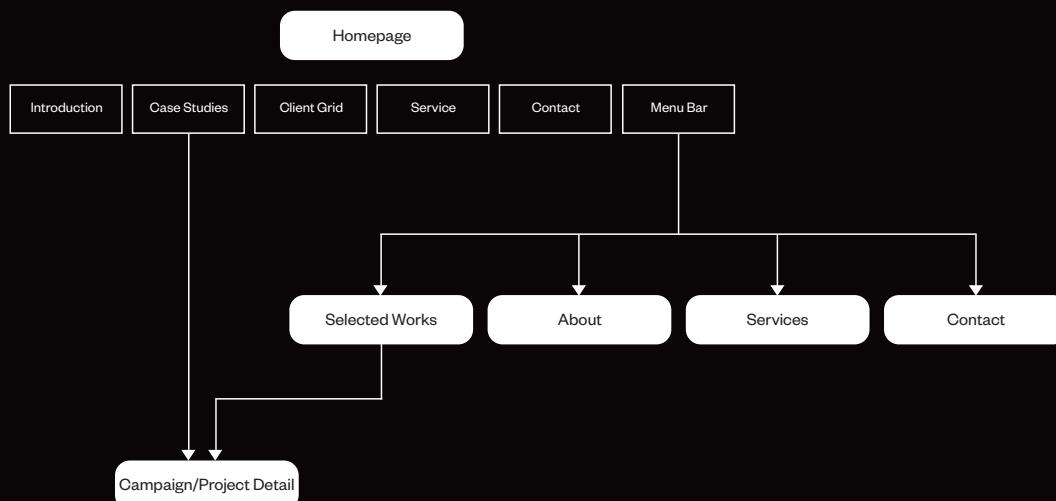
All these elements can be spread out to Homepage, Work, About Us, and Project Detail Pages.

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

Original Flow



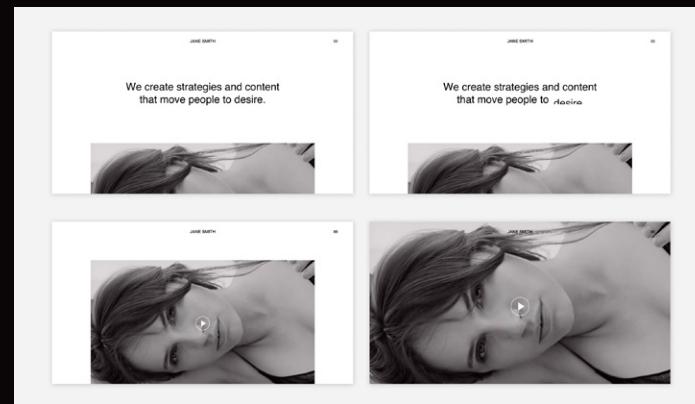
Updated Flow



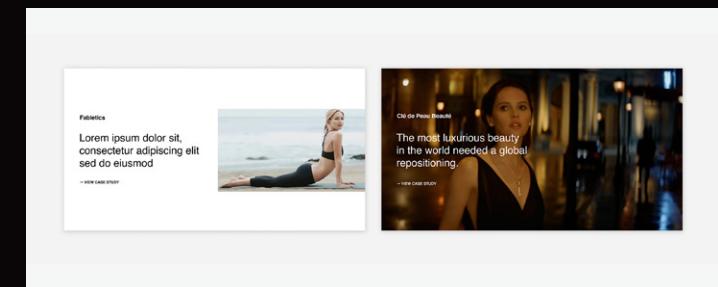
2/ VISUAL DESIGN

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 services, from branding, marketing strategy and pricing, to campaigns, digital design, social media, and websites.

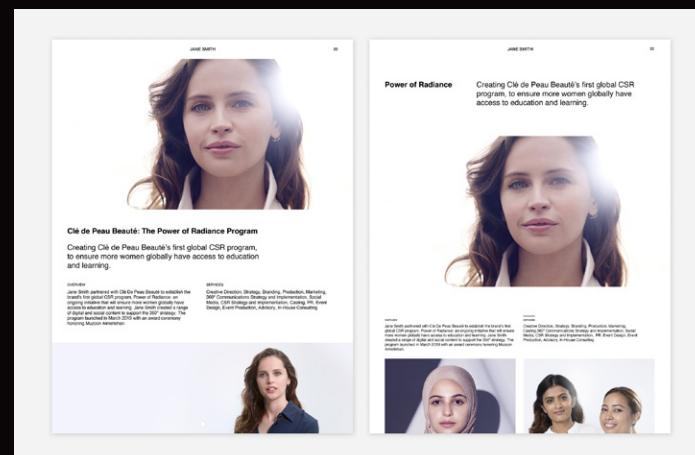
The key visual is the top section of the homepage and how to show our multidisciplinary work, including campaign videos, social media content creation, prints, digital design, websites, and statistics.



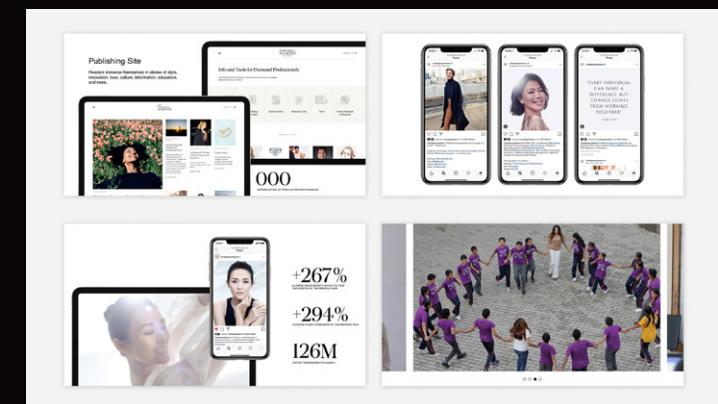
I created several iterations of the top of the Homepage that highlights a concise quote that shows the personality and the agency reel.



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.



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



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 and its impact.

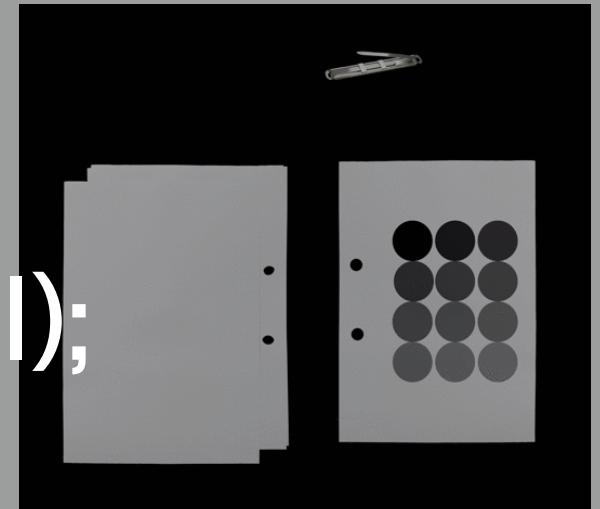
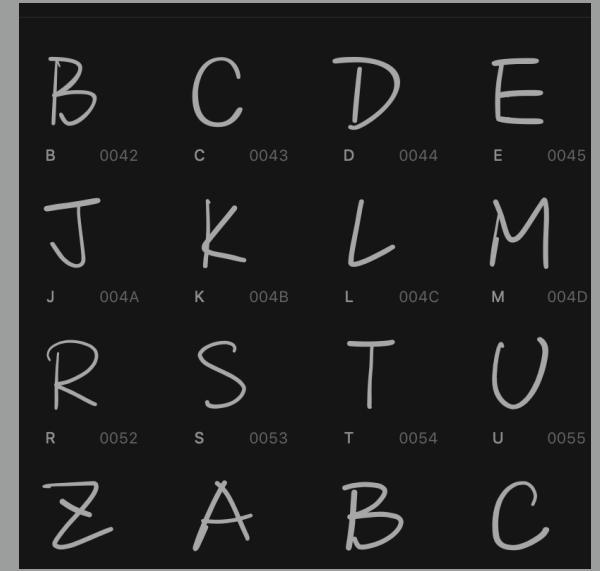
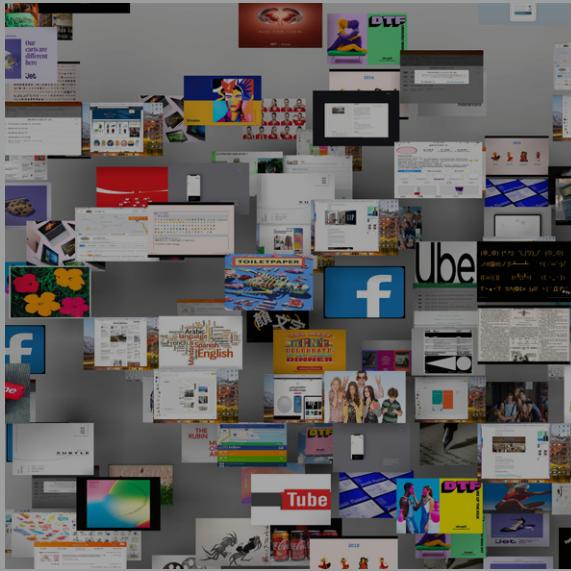
Random (Control, Control);

Time: 2019/10 - 2019/12

Role: Individual Project

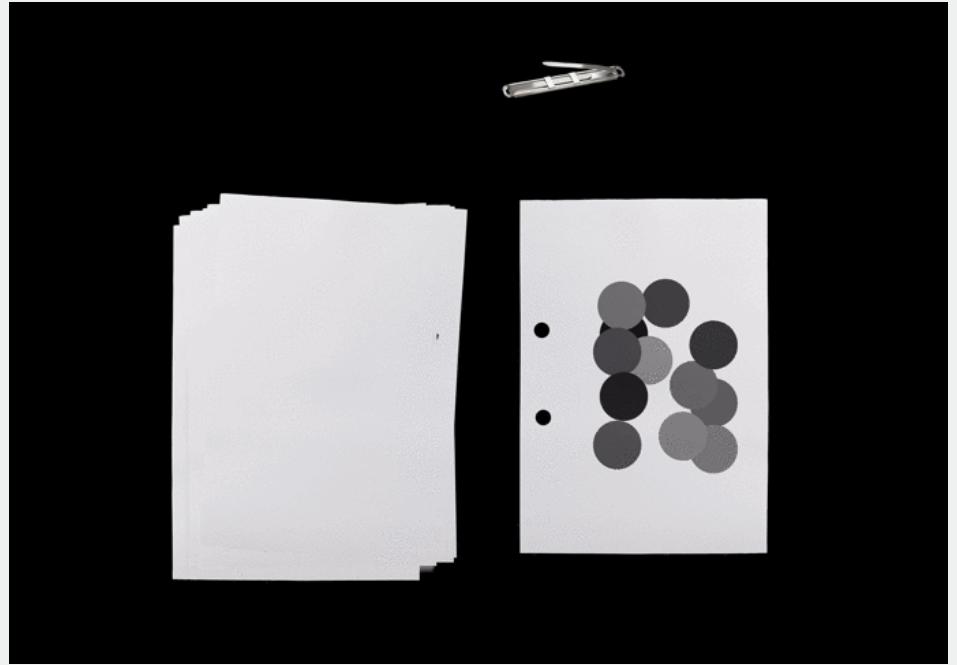
Project Overview: We relate to “out of control” when we hear the word “random.” Although it might be true in some day-to-day use cases, it is the opposite in programming languages. The randomization function always includes an interval to control the results. Therefore, it is indeed under-controlled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

Fascinated by this concept, I experimented with four projects.



1/ Poster

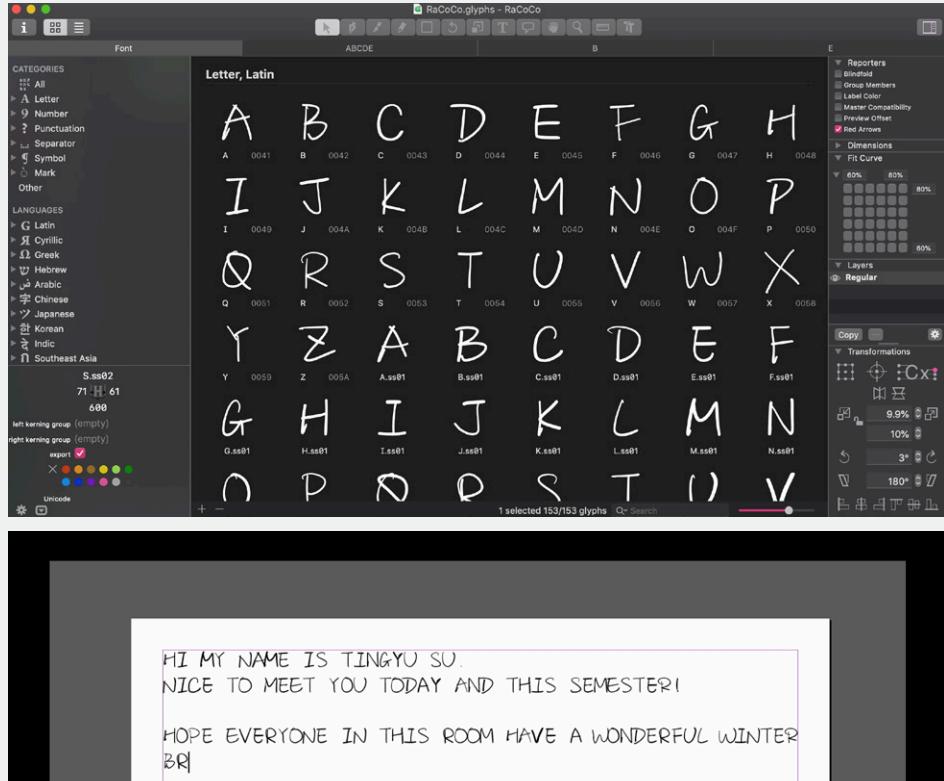
The poster on the right was generated by the randomization function in Cinema 4D, after I imported all the images. I “made” the poster, but I also partially did not make it.



2/ Book

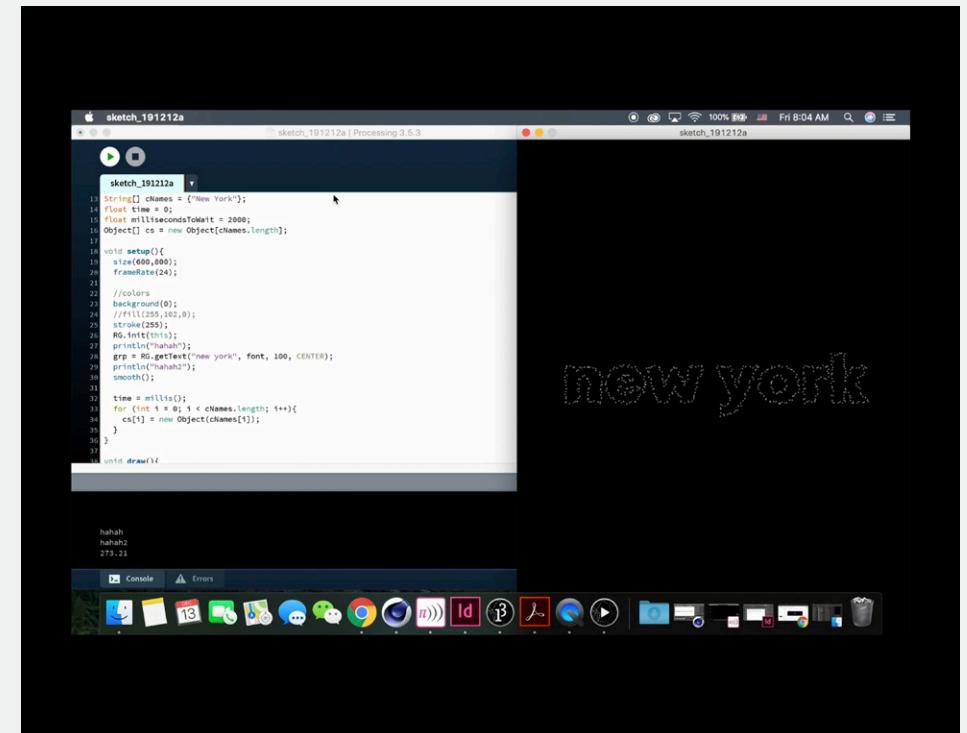
My second tryout is a printed book. I played with different kinds of results I can receive it with Javascript and the p5.js library.

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.



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.



3/ Hand-written Typeface

I focused on a typeface for my third experiment. I designed the typeface “Racoco” based on the idea of handwriting, in which 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 challenges the idea of the authenticity of handwriting and signatures. If one day AI can perfectly mimic one's writing and everyone has excess to this level of technology, how can one self-prove him or herself?

