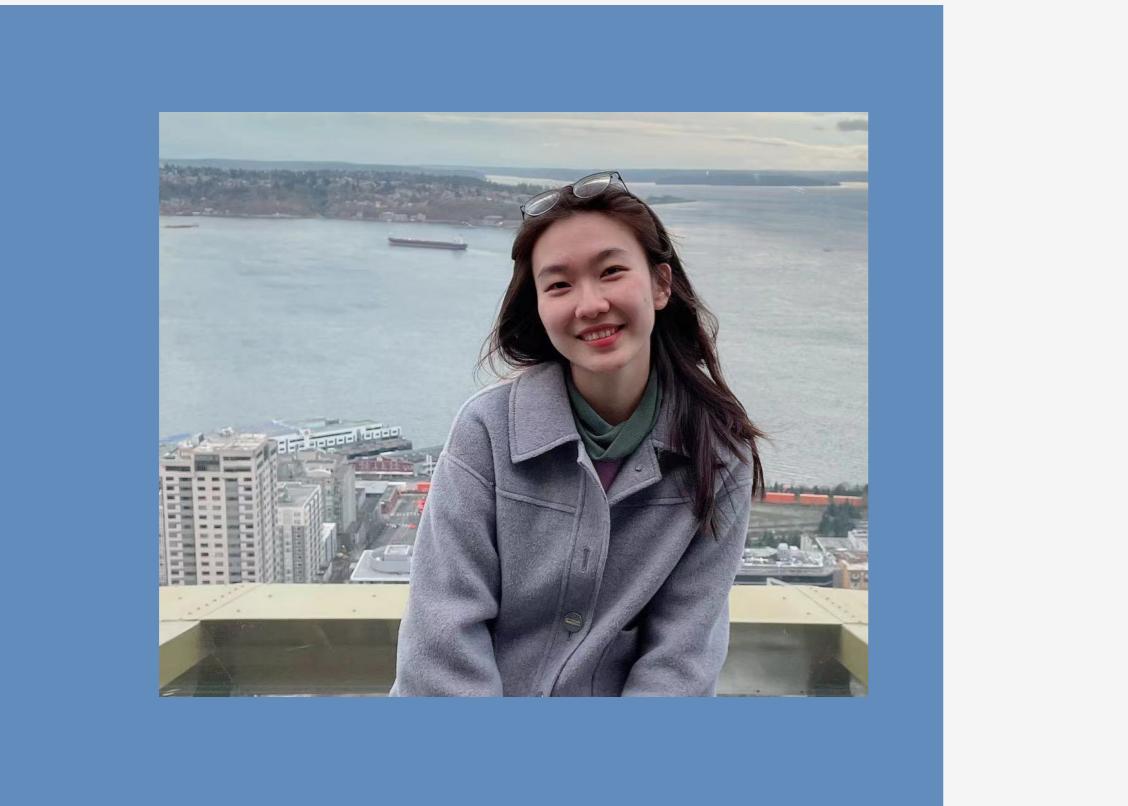


Product Design

PORTFOLIO

Tianyue Yi



Tia(nyue) Yi

Hi! I'm a New York based multidisciplinary design student with an enthusiasm for fun, intuitive and meaningful design.

Education

New York University

New York, NY

BS Integrated Design and Media
Graduating May 2023

Beijing University of Chemical Tech

Beijing China

BE Industrial Design

Languages

Chinese | Native

English | Fluent

Italian | B1

Experience

SciQuel Harvard Innovation Club

Mobile Design Intern

Mar 2022 - Present

Cooperating on Figma to design and develop a mobile application for SciQuel

Artists in Action Club

Social Media Assistant & Graphic Designer

Sept 2021 - Present

Designing weekly Instagram posts using Canva, and supporting the social media account

Skills

Figma

Maya & Rhino.

Adobe Cloud Suite (InDesign & Photoshop)

AutoCAD

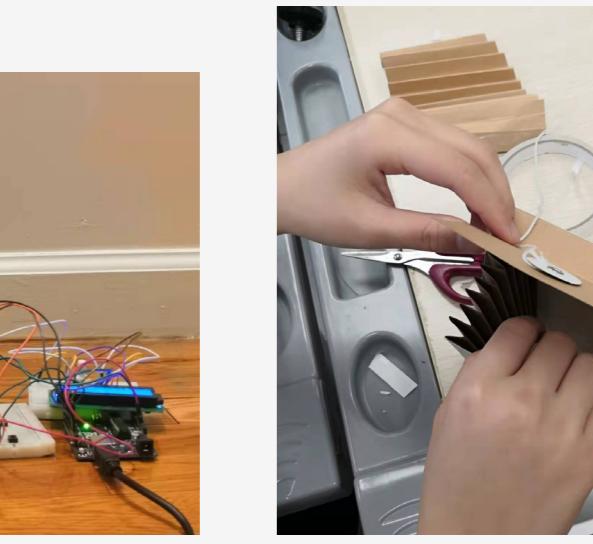
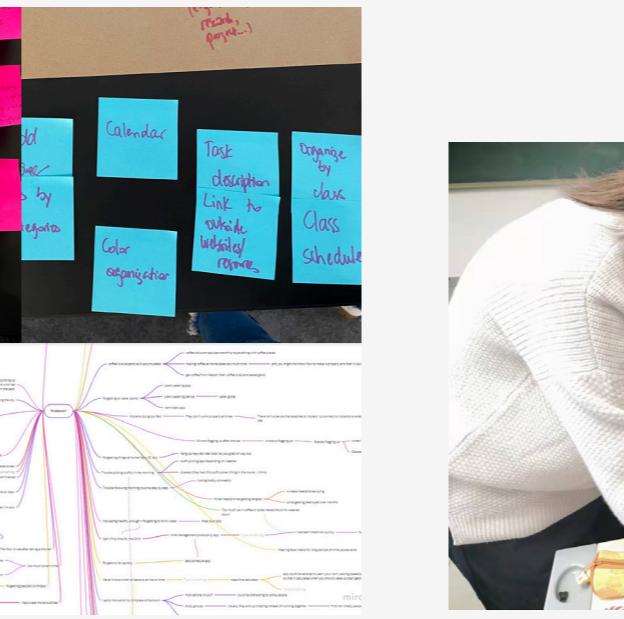
HTML, CSS & JavaScript.

Activities

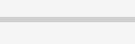
Volunteer Work: An active volunteer L.O.V.E. and GrowNYC based in NYC

Softball: A former captain of "Snow Leopard" Softball Team in Beijing, China

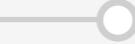
DESIGN METHODOLOGY



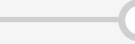
RESEARCH



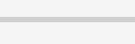
USER INTERVIEW



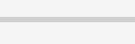
IDEATE



DEFINE

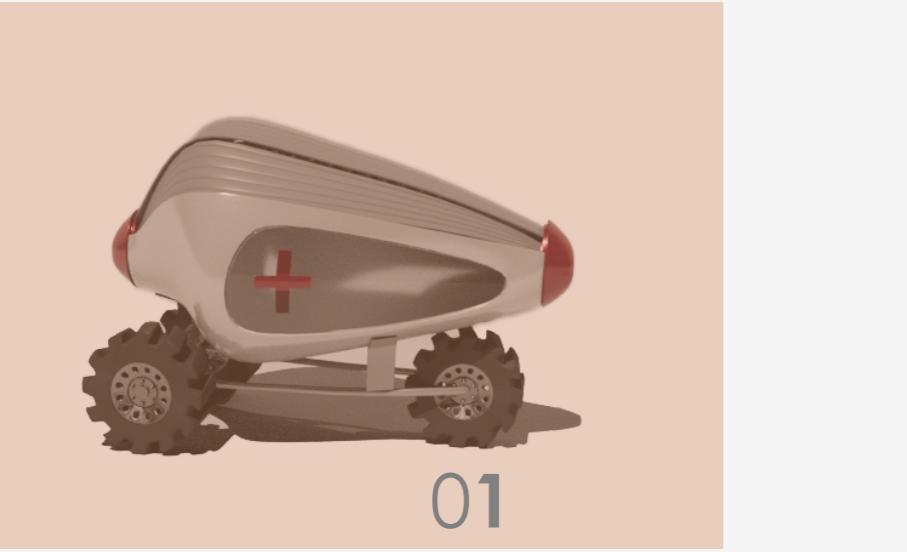


PROTOTYPE



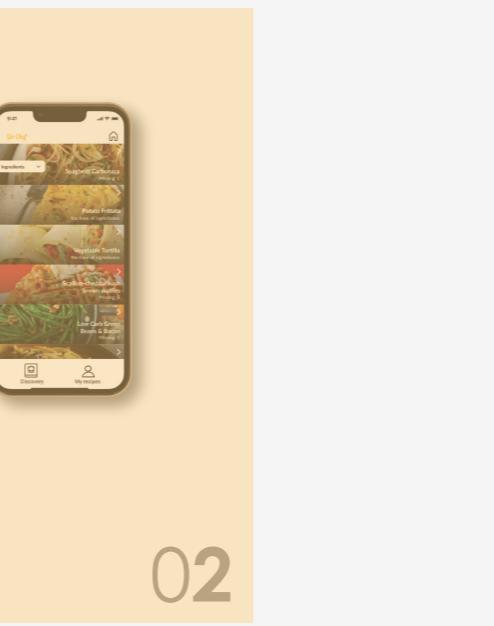
USER TEST

CONTENTS



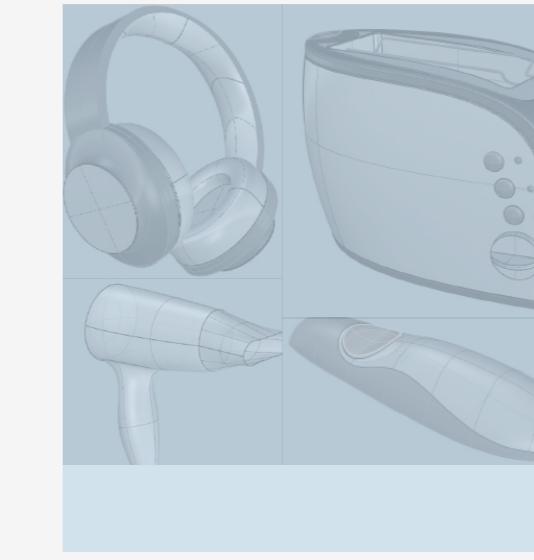
01

Mountain Ambulance
sustainable design
pair project | 3 weeks



02

Ripple
child product
pair project | 2 weeks



03

Digital Model Collection
self-direction | 2022

01 MOUNTAIN RESCUE AMBULANCE

Sustainable Design

It's a concept self-driving ambulance featured in southwestern China, which mainly uses solar energy to power, clean and cool itself.

Pair Project | Coordinator

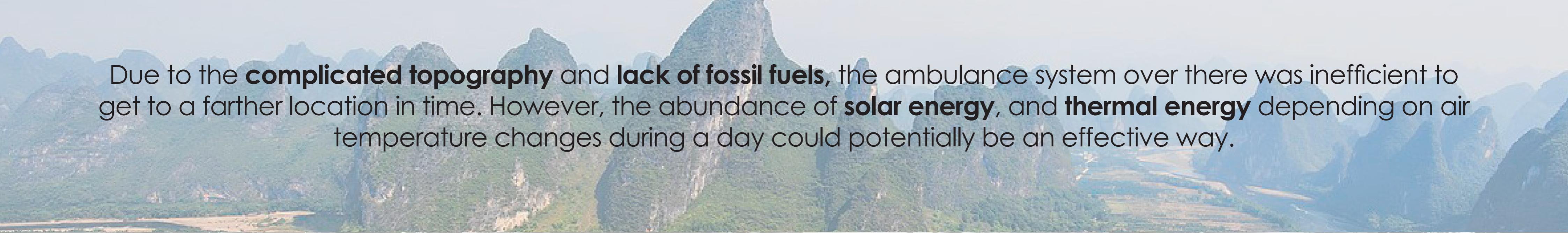
1 month

iF DESIGN TALENT AWARD 2021 - Nominated





Due to the **complicated topography** and **lack of fossil fuels**, the ambulance system over there was inefficient to get to a farther location in time. However, the abundance of **solar energy**, and **thermal energy** depending on air temperature changes during a day could potentially be an effective way.



IDEATE

Moodboard & Sketches

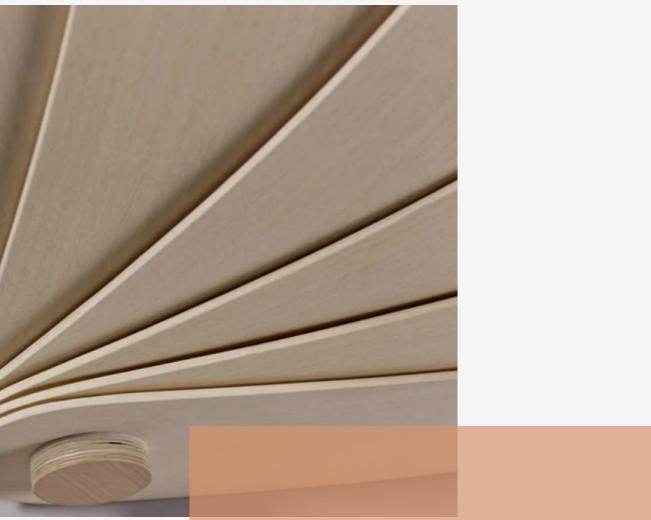
streamline



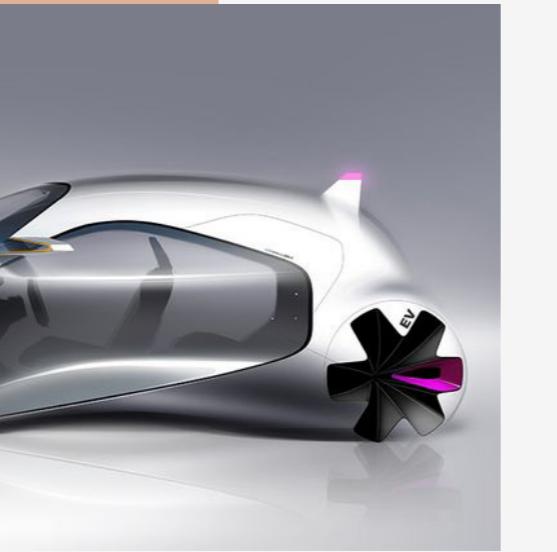
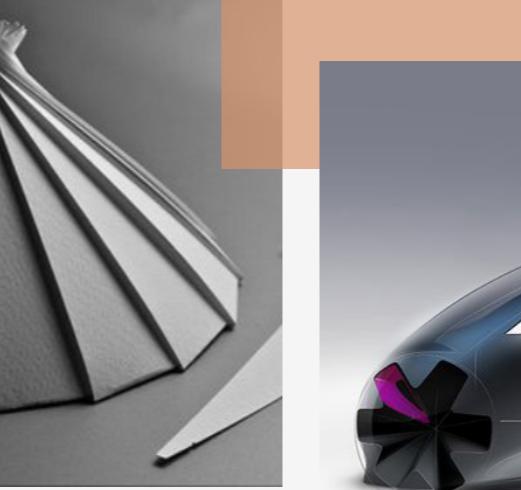
flexible



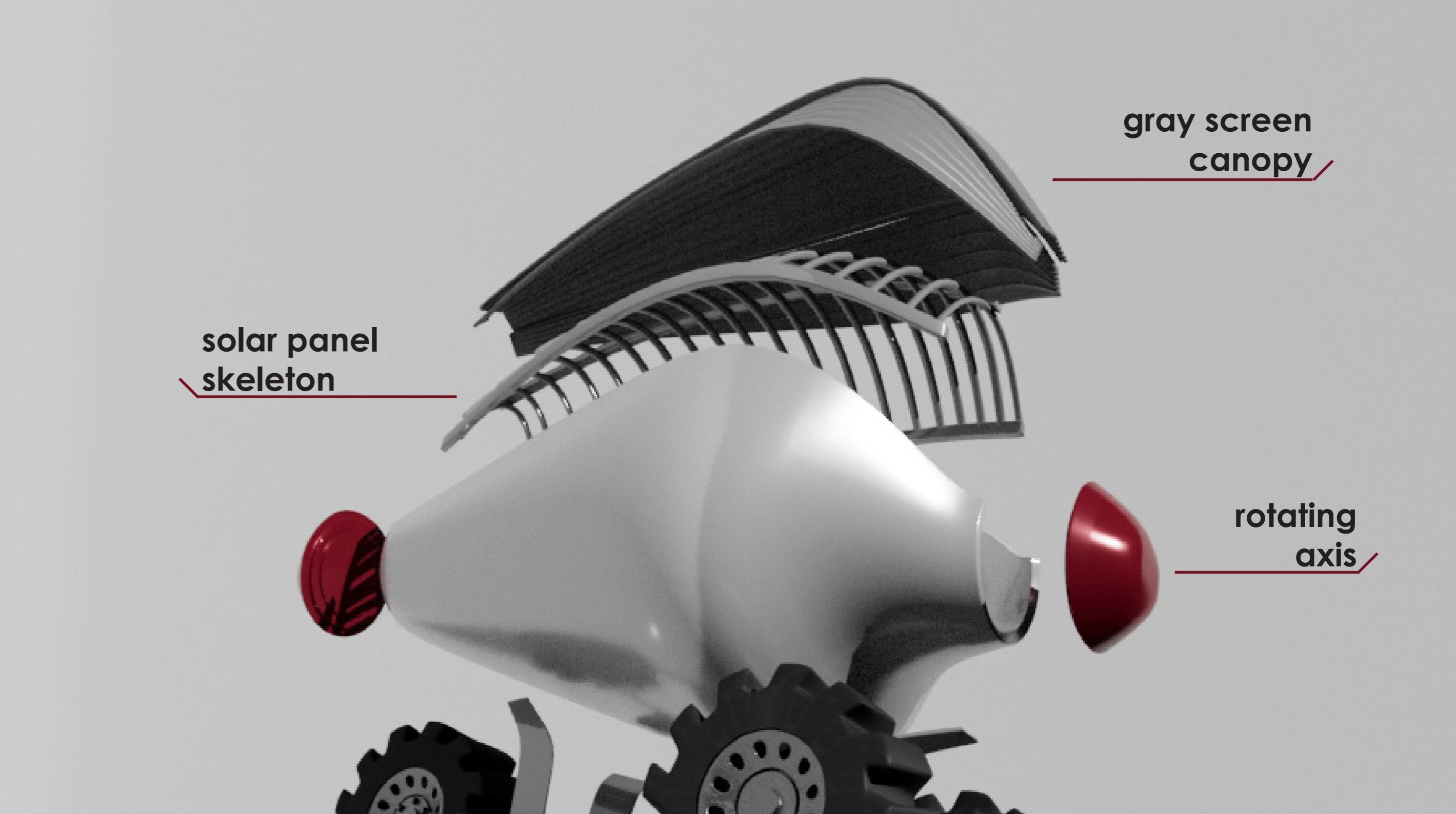
rotational



protective

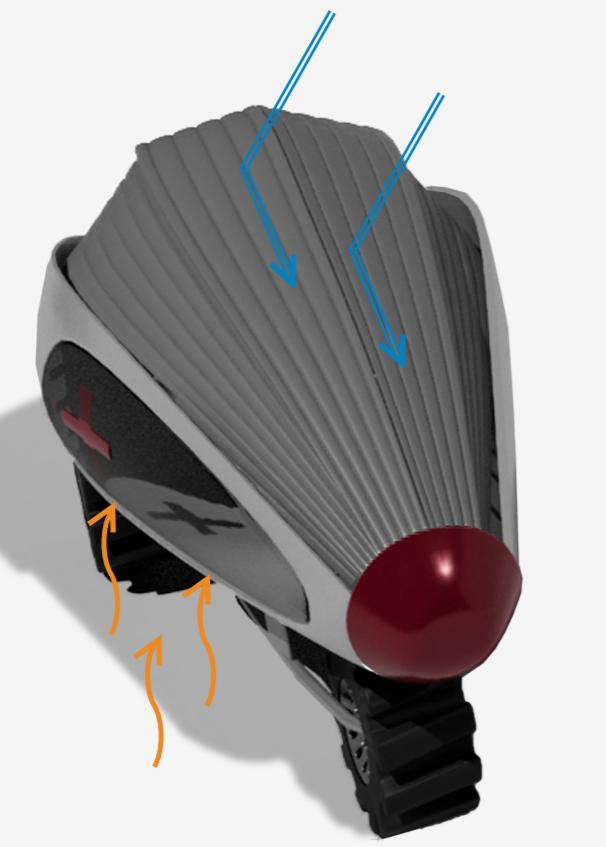


PILQ MÉDIO 0.5 mm



FINAL CONCEPT

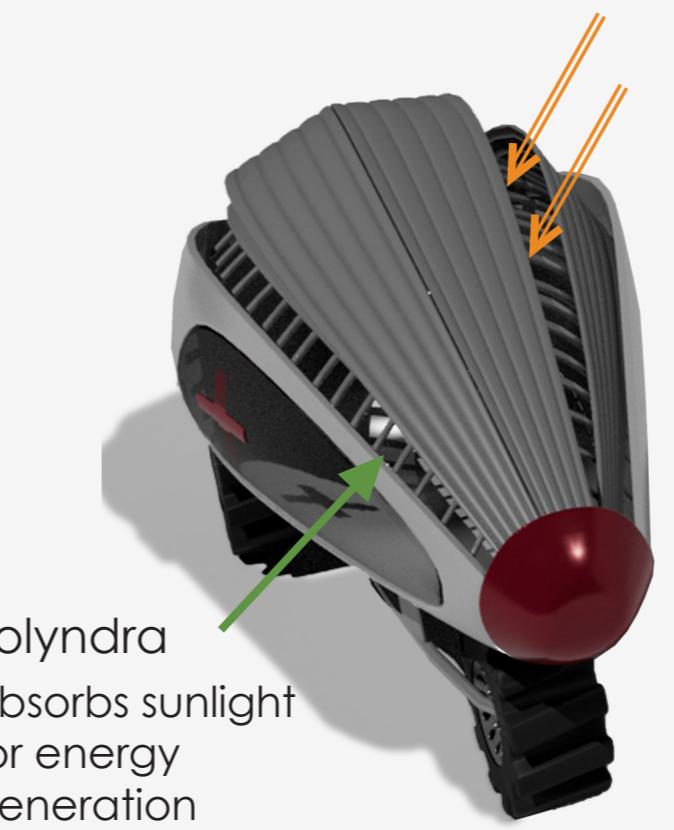
Adaptability



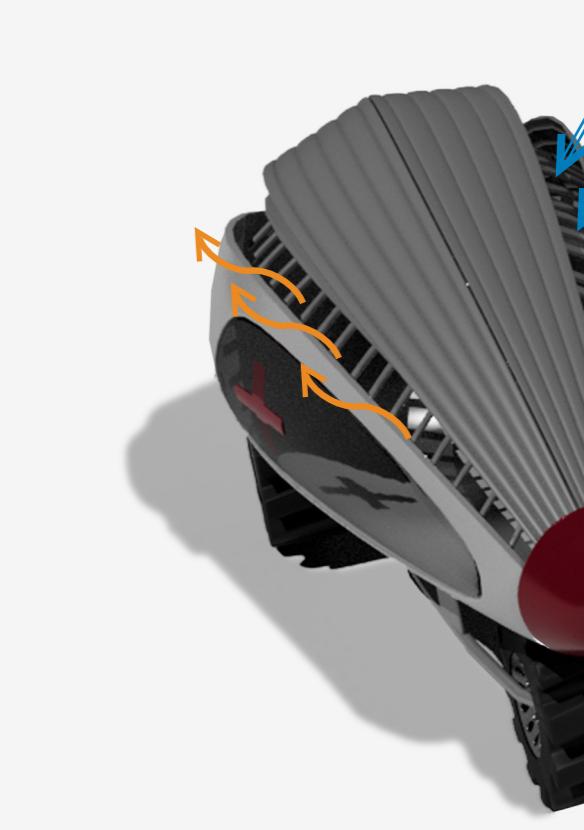
INSULATION



SUN EXPOSURE



SOLAR

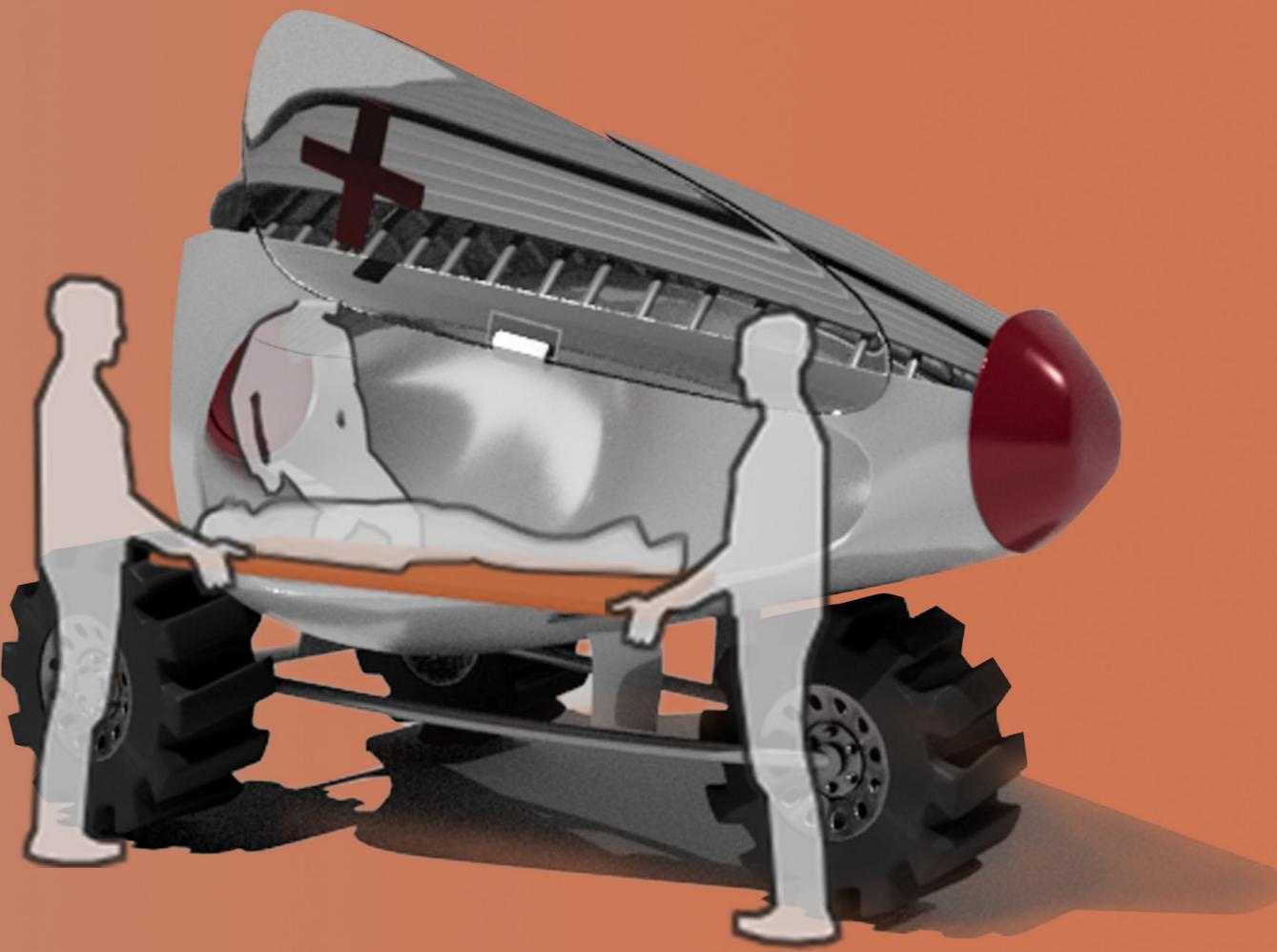
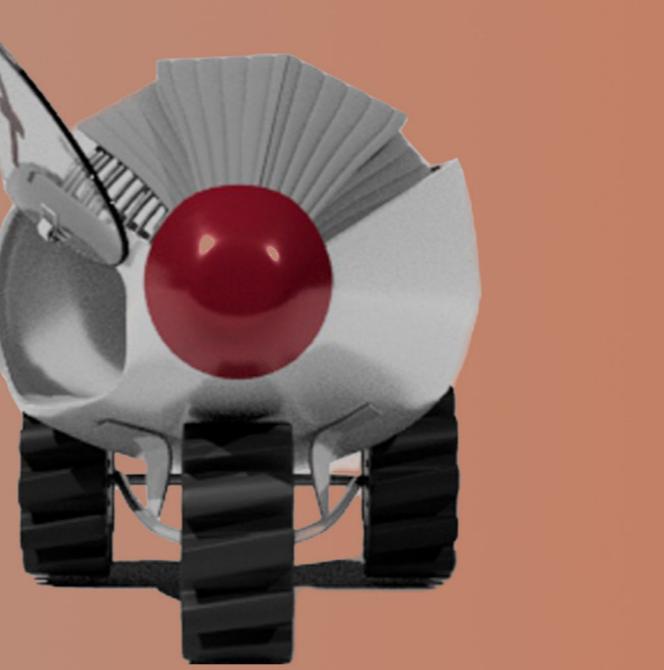
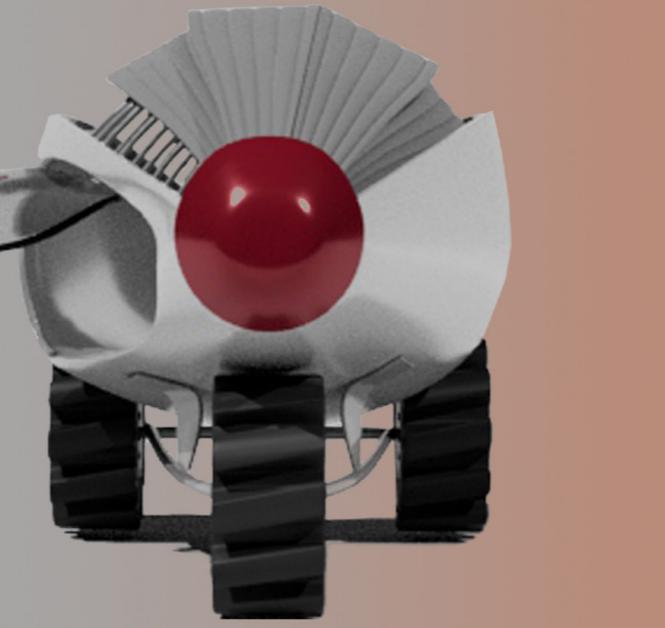
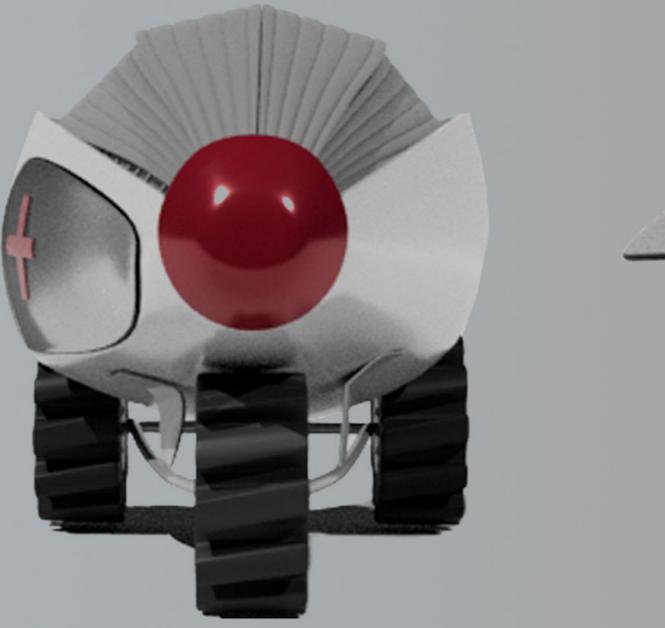


COOLING

Solyndra
absorbs sunlight
for energy
generation

FINAL CONCEPT

Usability





**Find Ambulance. Find hospital.
Help is on the way!**

No sign-in needed. Choose the emergency and the nearest self-driving ambulance and staff are coming.

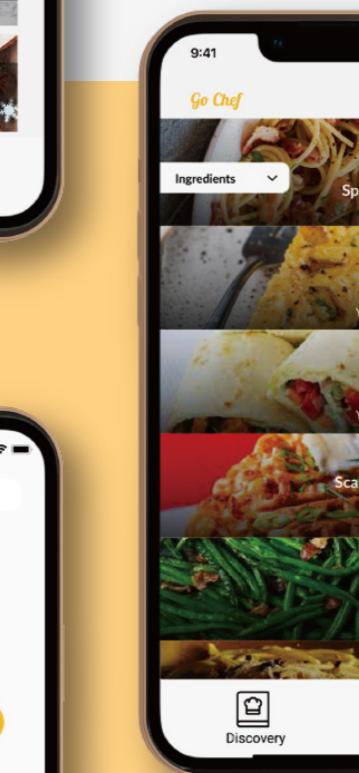
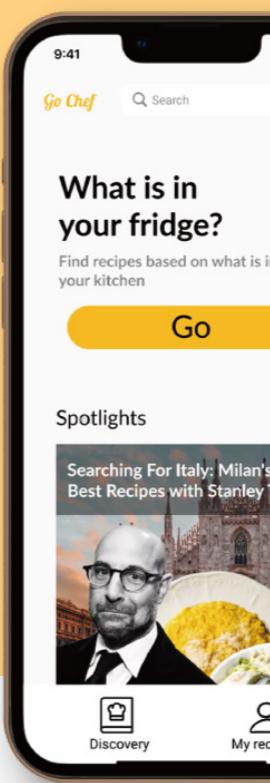
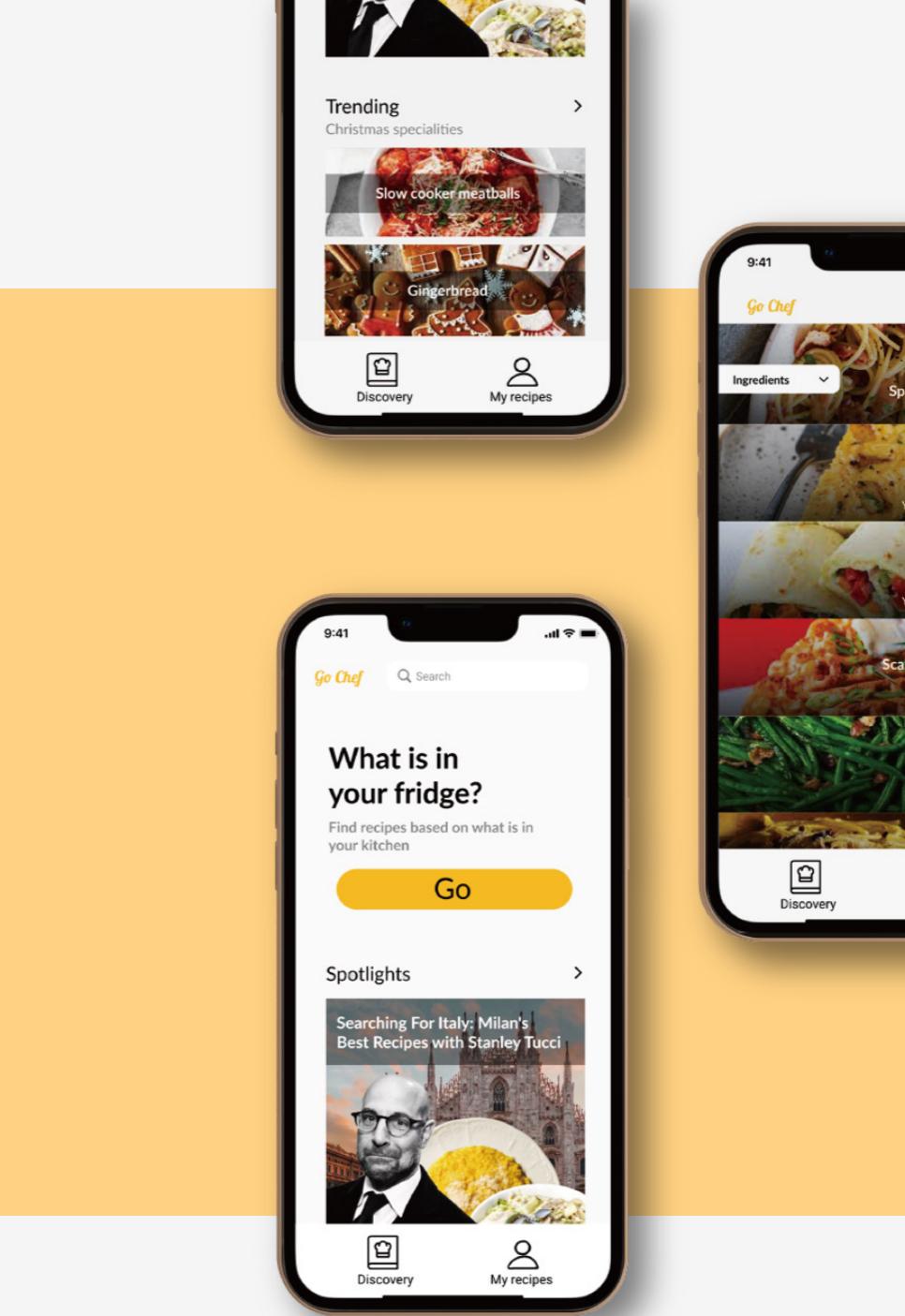
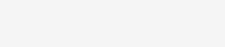


03 GO CHEF

Recipe Suggestion App

The goal of this mobile application was to recommend diverse dishes to people every day by users picking what they've already had in their kitchen.

Self-directed Project
3 weeks



User Interviews

Persona 1: Madeline

Occupation: NYU sophomore

Location: New York, NY

Gender: Female

Grocery shopping: Once every two weeks

Cooking: At least twice per day

Daily Life: Too much school work. Got a lot of groceries at one time.

SCHOOL



Persona 2: Jacqueline

Occupation: NYU senior

Location: Jersey City, NJ

Gender: Female

Grocery shopping: Once a week

Cooking: At least once per day

Daily Life: Commuted everyday. Super busy as a senior. Lived 30-min walk away from the closest grocery store.

DISTANCE



Persona 3: Yuankun

Occupation: Senior in college

Location: Syracuse, NY

Gender: Male

Grocery shopping: Once or twice a week

Cooking: More than twice per day

Daily Life: Enjoyed cooking in free time, but had trouble coming up with recipes. Didn't have enough ingredients for the fancy dishes on websites. Always got bored with having almost the same dishes every day with the same ingredients in her fridge.

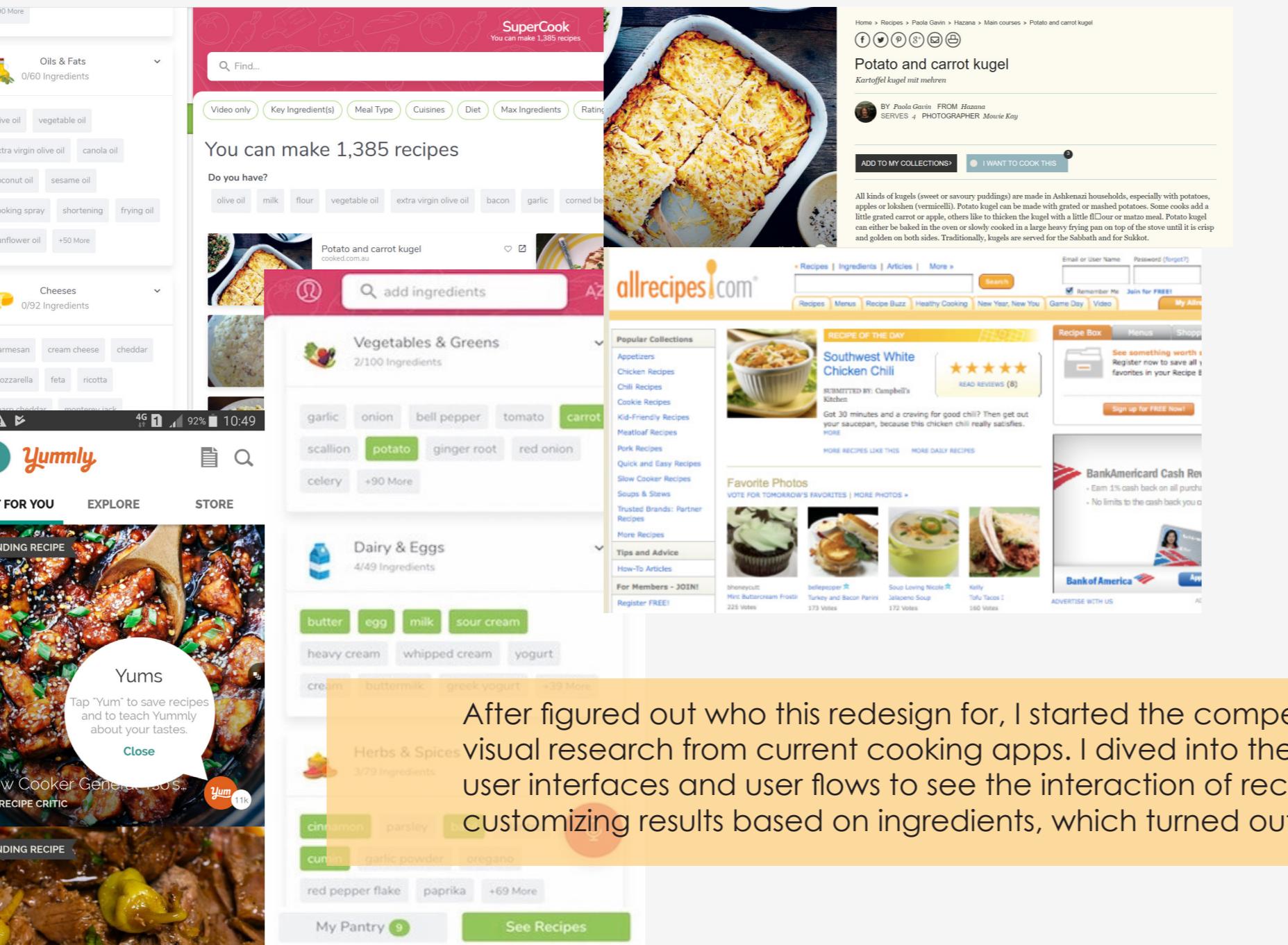
COMMUTERS



SPACED OUT



EMPHATIZE SWOT Analysis



After figured out who this redesign for, I started the competitor analysis and visual research from current cooking apps. I dived into they main features, user interfaces and user flows to see the interaction of recipe suggesting, customizing results based on ingredients, which turned out is mostly missing.

	Strengths	Weaknesses	Opportunities	Threats
Allrecipes, Yummly, Tasty	Many recipes recommended which make me hungry when browsing it; detailed instructions; great tips writing features	Not personalized; for me, it is not needed to have a grocery reviews to dishes they made, not only just tips.	What if users can also give some negative reviews to dishes they made, not only just tips.	The ads at the bottom might be one of the reasons they lose their users.
Mealime Meal Plans & Recipes, Plan to Eat	Write down meal plan in your schedule, create a grocery list	Empathize too much with the schedule which makes the food less attractive.	Could be more vivid!	The layout of this kind of apps lets me feel reluctant about sticking to my meal plan.
Healthy Recipes, Eating Healthy	Ideal for people on a diet; shopping lists	Searched by calories is not that straightforward for everyone.	Attach nutrition info to current detailed info of recipes, and users can choose if they want it.	Two extremes
My Fridge, Supercook	Fleshing out recipes based on what ingredients you have	(My Fridge) Terrible user interface; texts piled up. (Supercook) The full recipes are on other websites so it's kind of annoying jumping back and forth	Supercook has a relatively good UI reference that I can steal. :)	Not popular and few people know this

ITERATE

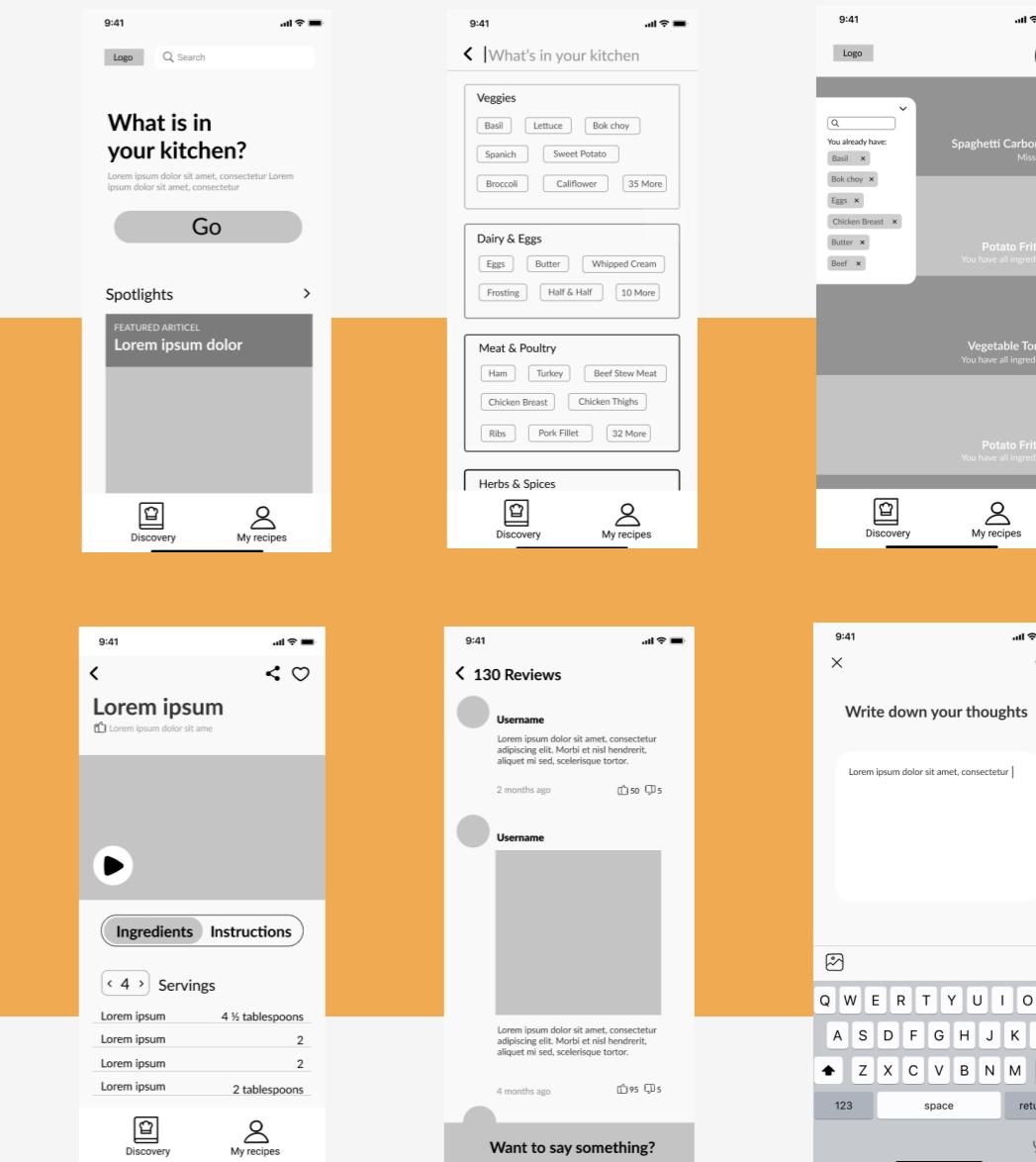
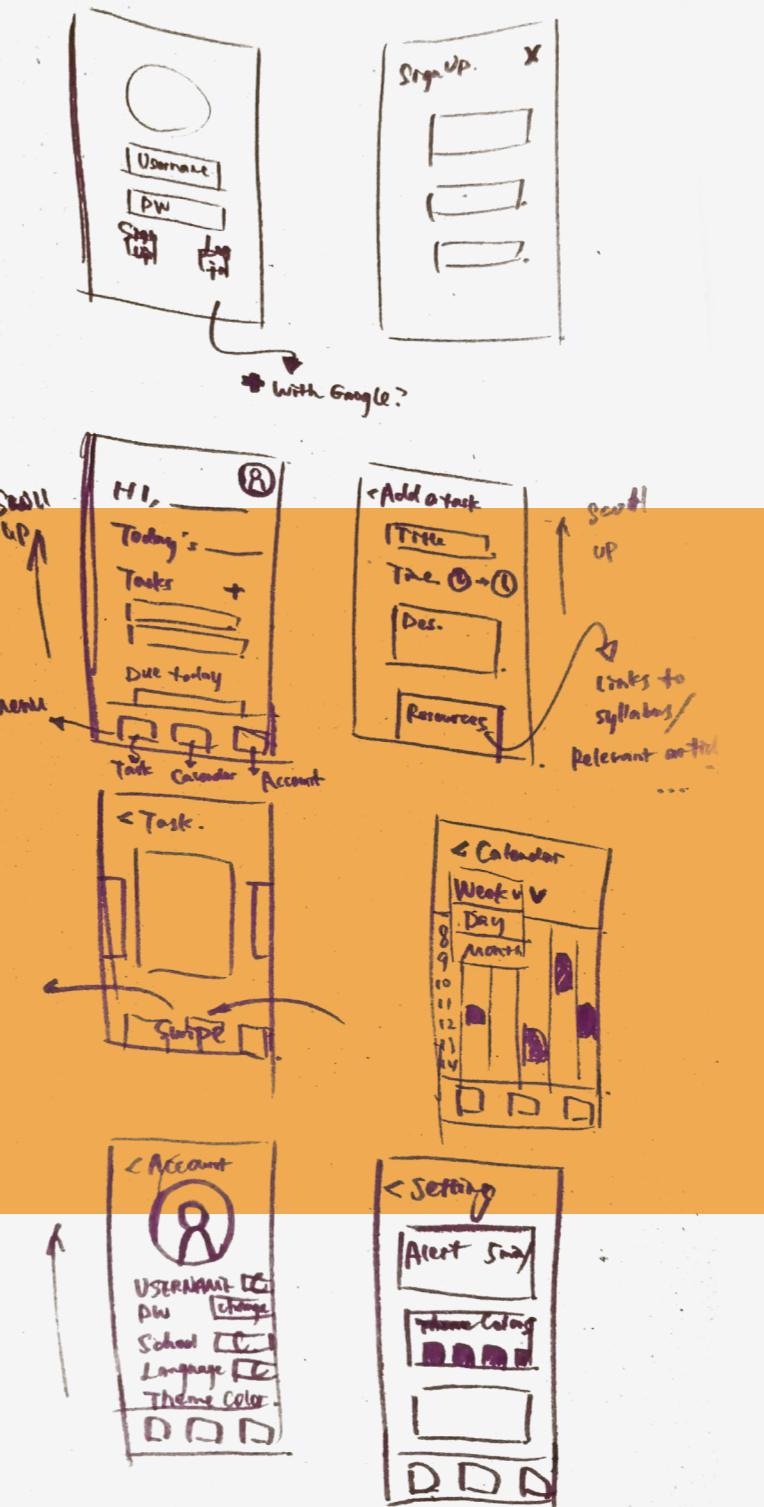
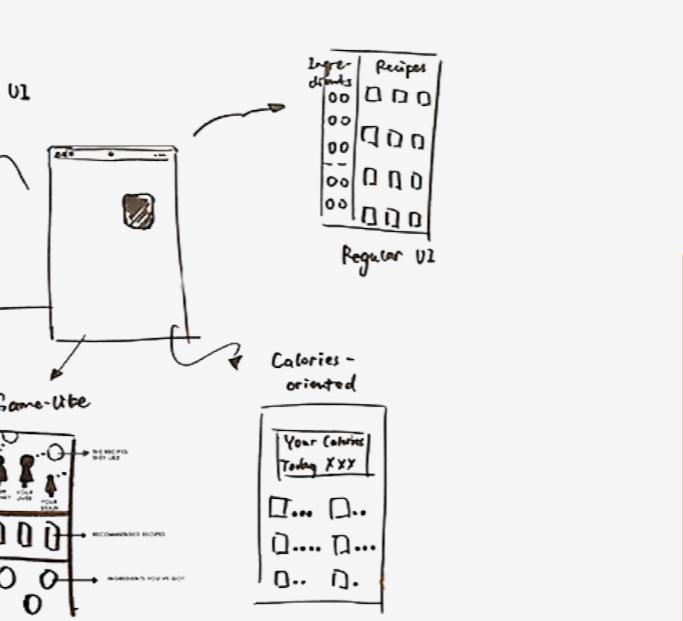
Brainstorming & Low Fidelity

Card Sorting

Three MVP features: 1) pick your ingredients
2) pop up recipes 3) chat in community



Crazy "5"
Fleshed out five ideas of interfaces within five minutes

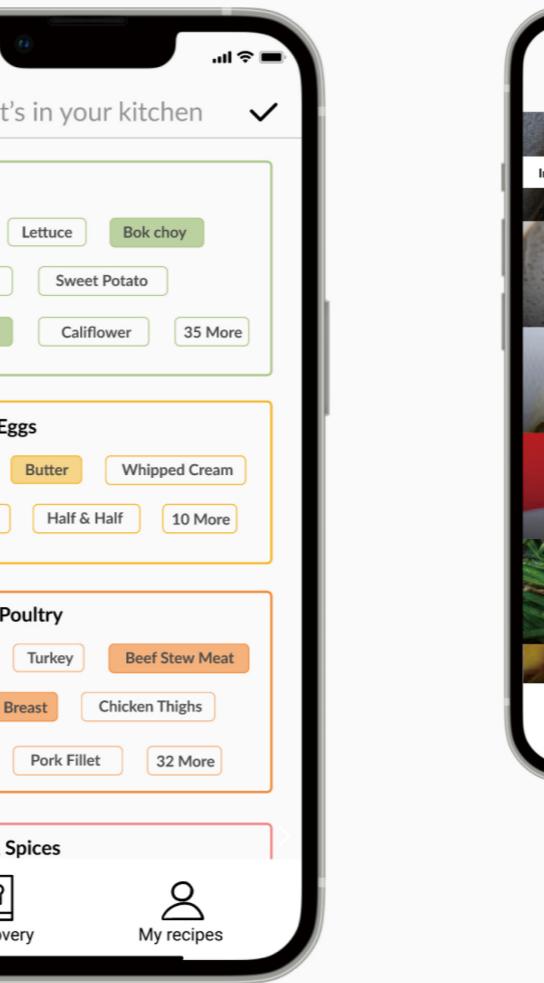


Define

User Flow change pic

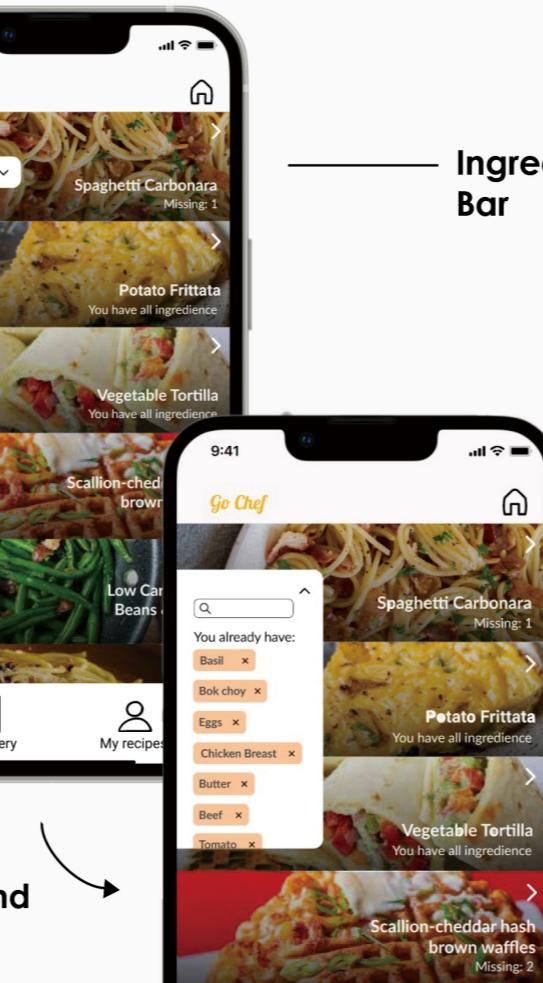
01

Choose



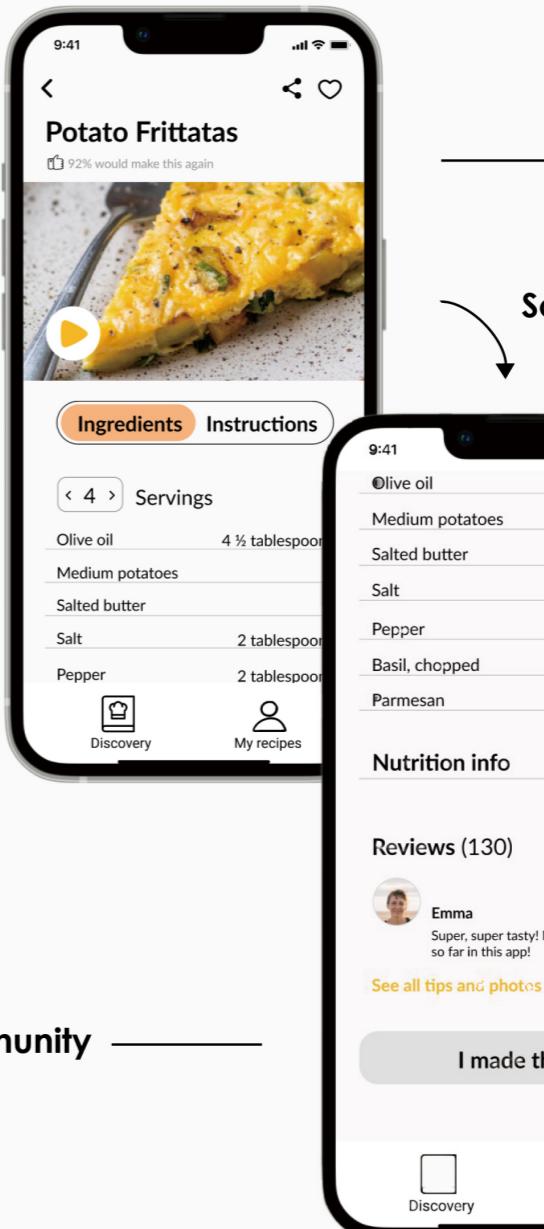
02

Suggest



03

View&Engage

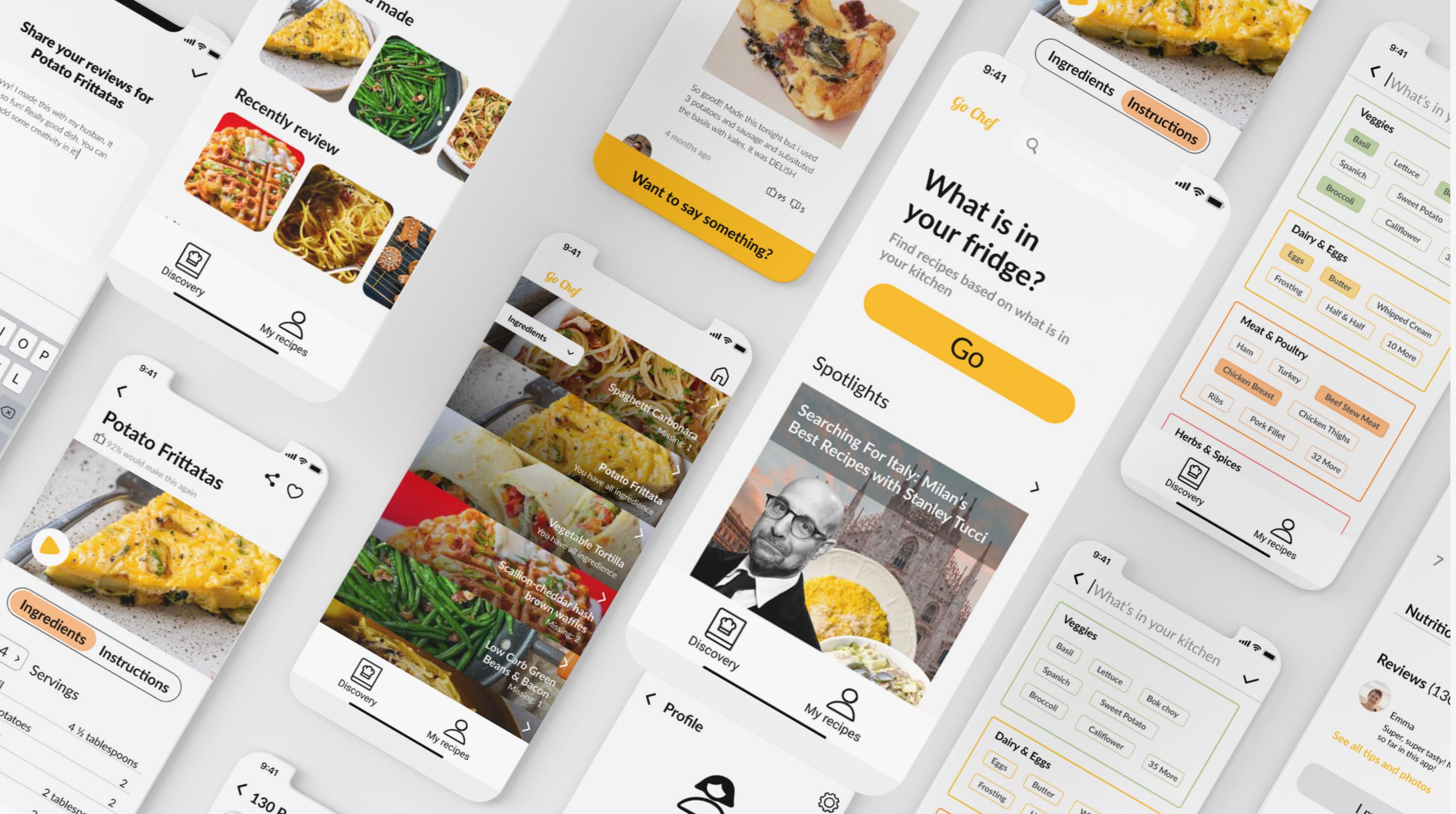


Define

Final Look of Mobile App

Interaction:

<https://drive.google.com/file/d/13xFvbtyHutbJiVCNIDCA6Np1WdT1aorX/view?usp=sharing>



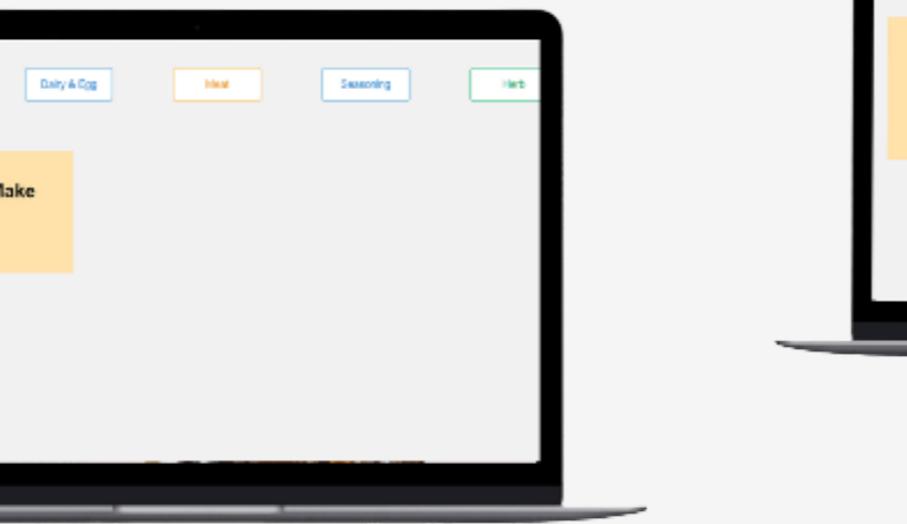
Define

Final Look of Website

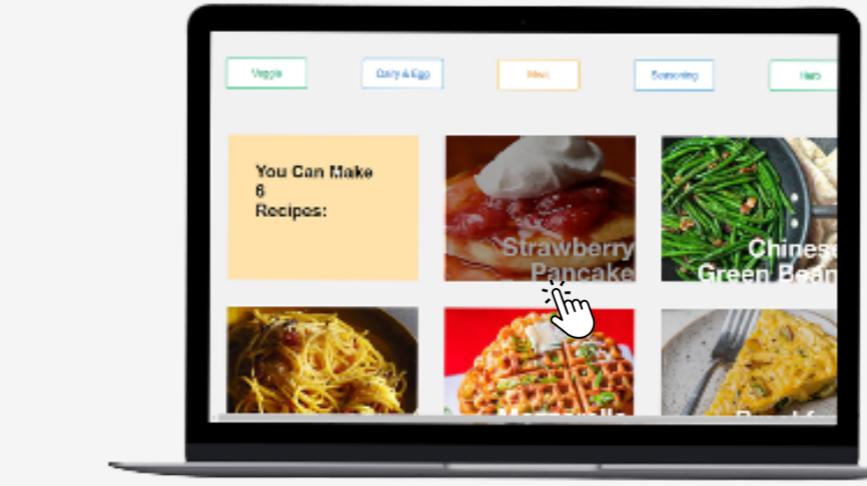
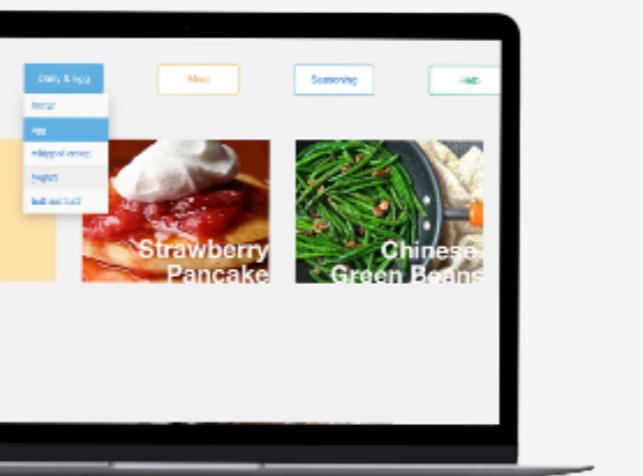
Interaction:

https://tianyue-yi.github.io/Final_Tia/recipeRec.html

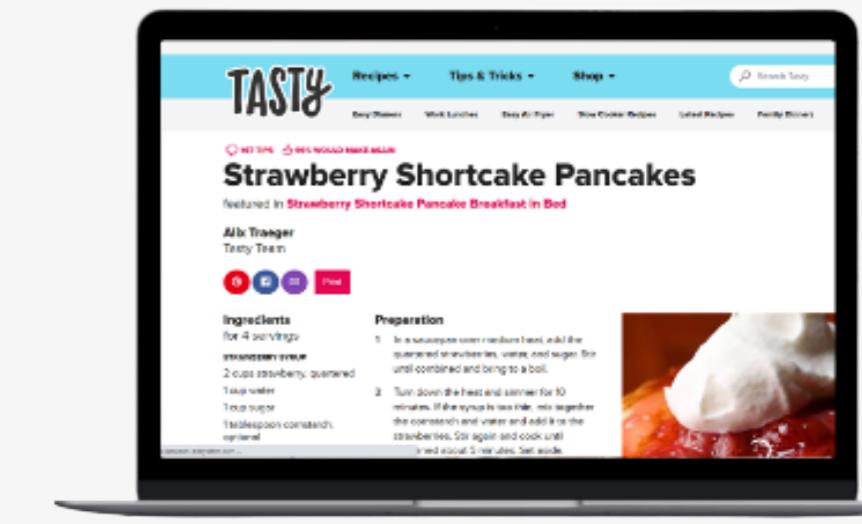
01 Landing Page



02 Select & Suggest



03 View on the source page



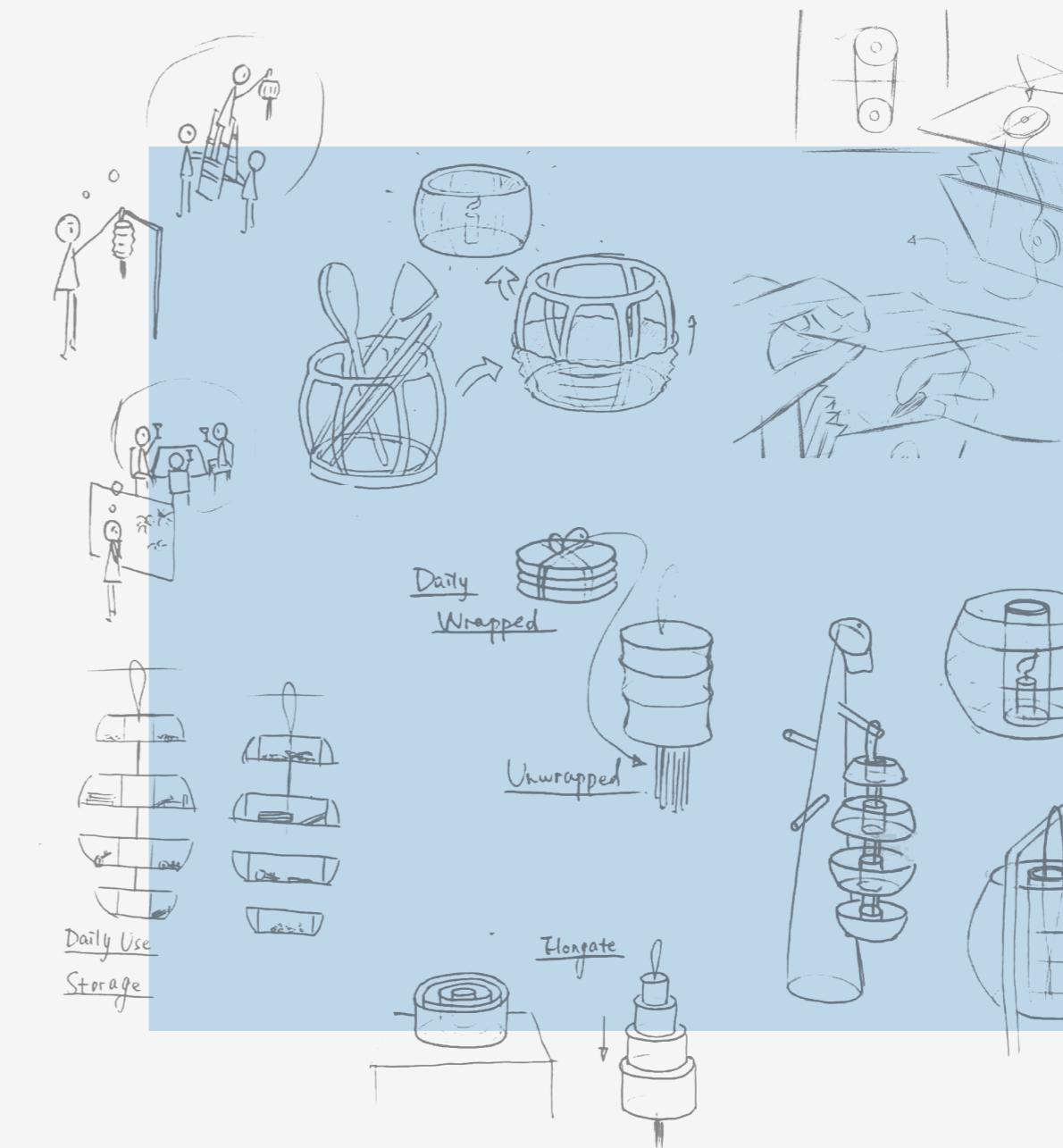
01 MY SKETCHES & MODELS

3D Design Skills

Duration: Freshman - Junior

program: Pen & Paper, Maya Autodesk,
Hino

Individual Project



Gramophone
Autodesk Maya

