

# FACEBOOK

# Steve Vu

## Senior Product Designer at FabFitFun

I am a product designer based in Los Angeles, CA, and is self-taught with 10+ years of experience in building web and digital products. I bring a wide range of skills in visual design, interaction design, UX, prototyping, and front-end development. I enjoy crafting clean and interactive designs with a focus on user experience and business goals.

In my spare time, I enjoy exploring product ideas, investments, and photography. Aside from that, I am a beast of a dad, husband, friend, and an all-around nice guy.

### Skillset

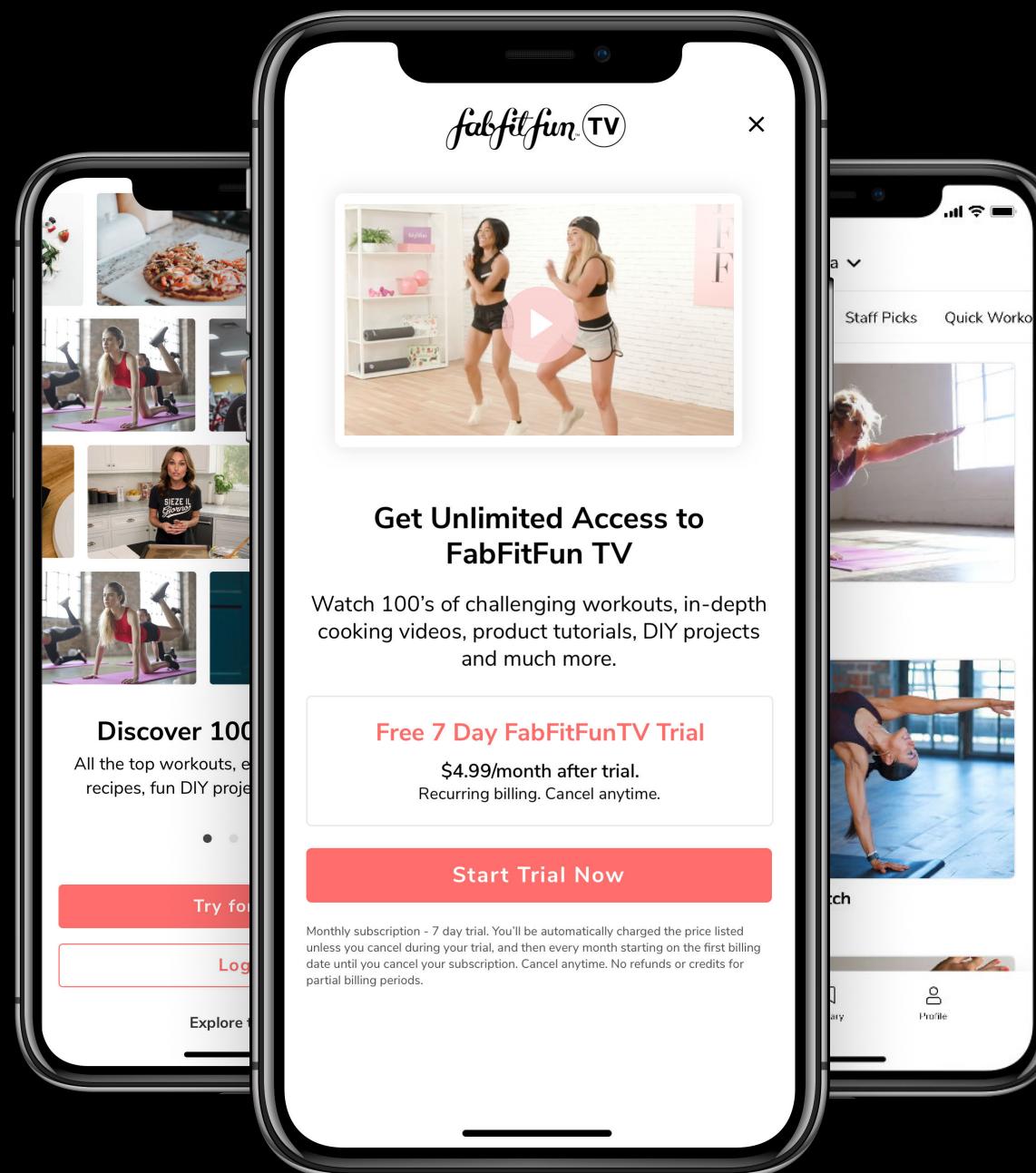
Visual Design	Prototyping
Interaction Design	HTML
User Flows	CSS
Wireframing	jQuery



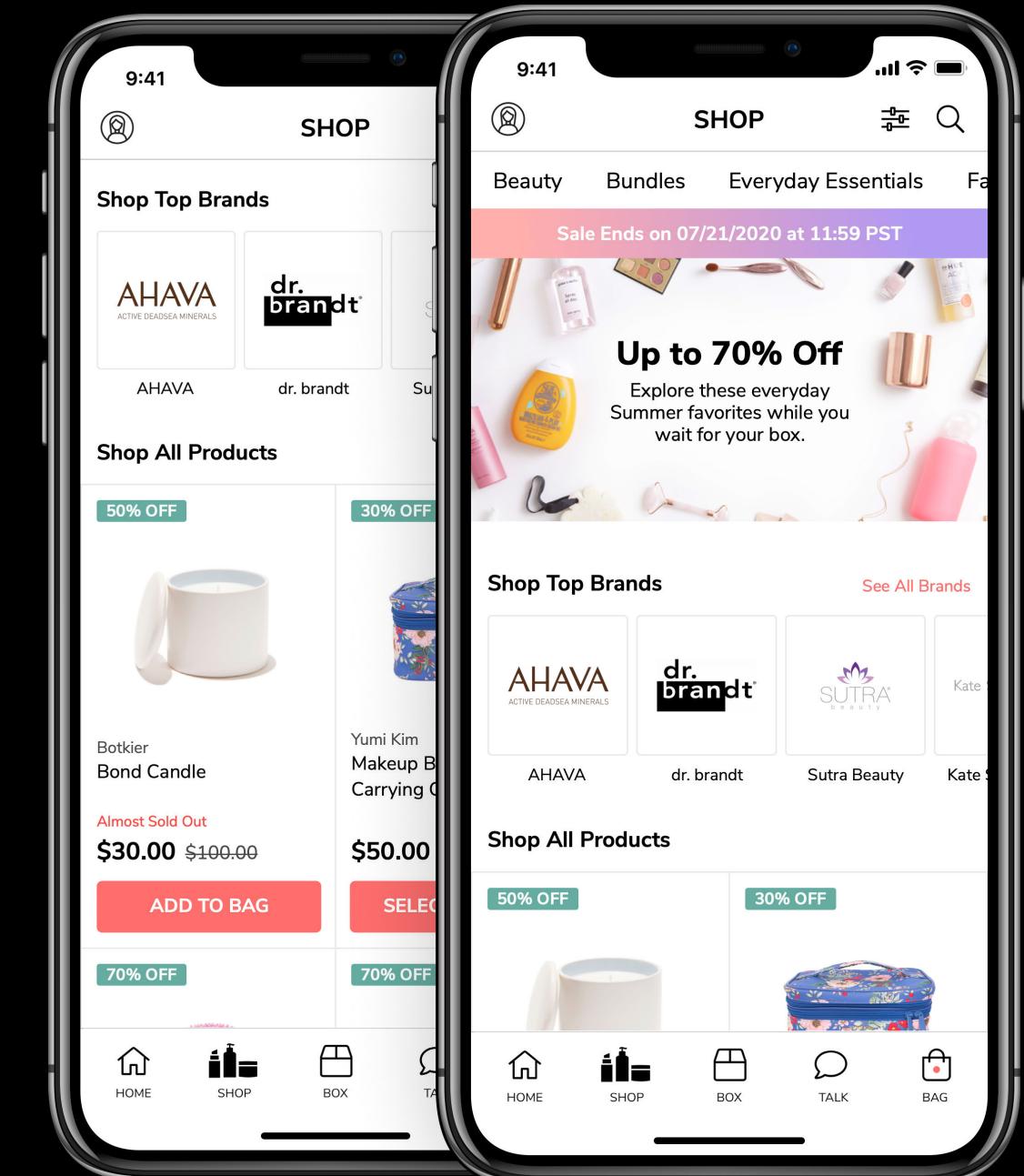


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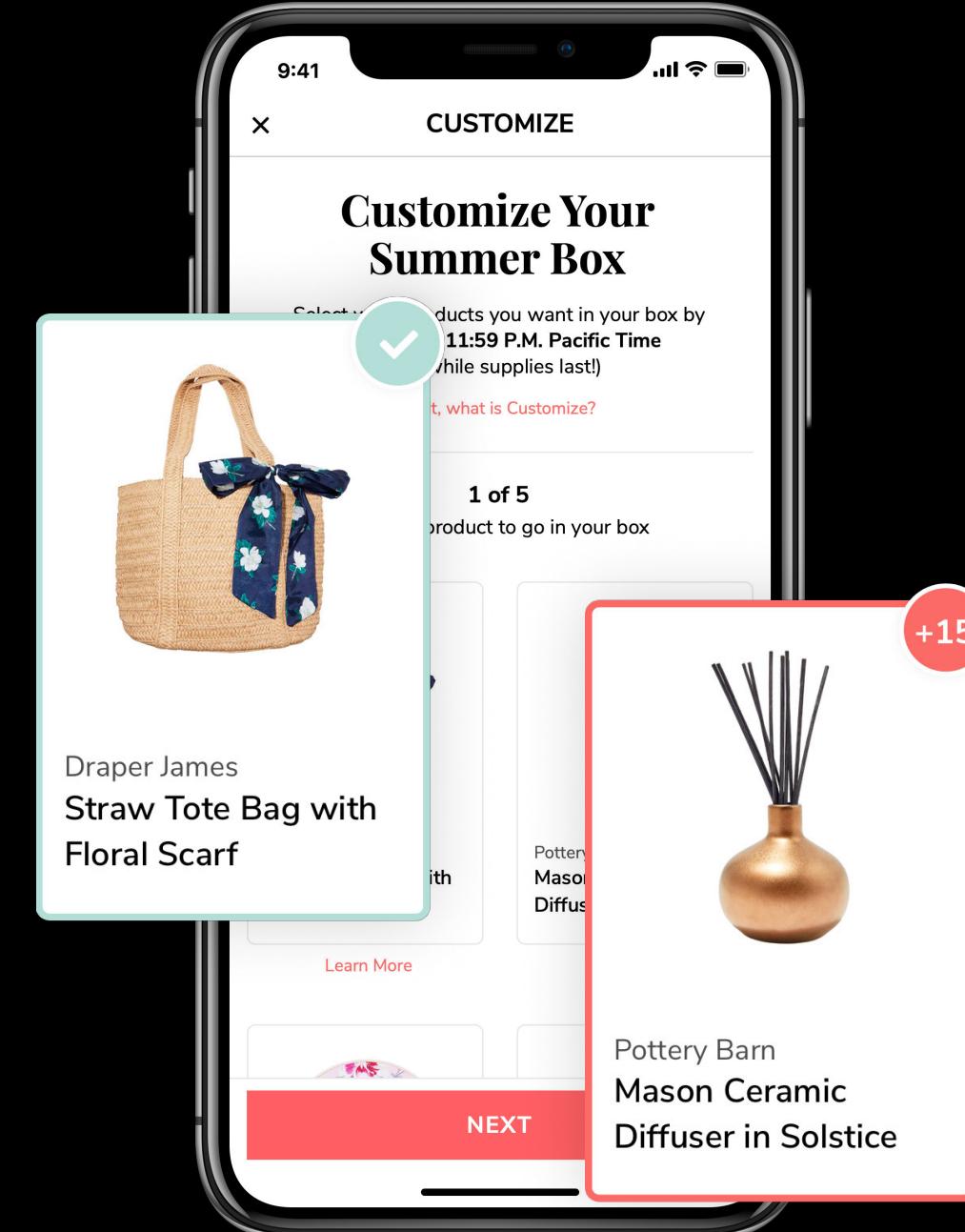
### FabFitFun TV Mobile App



### Product Discovery



### Customize Refresh



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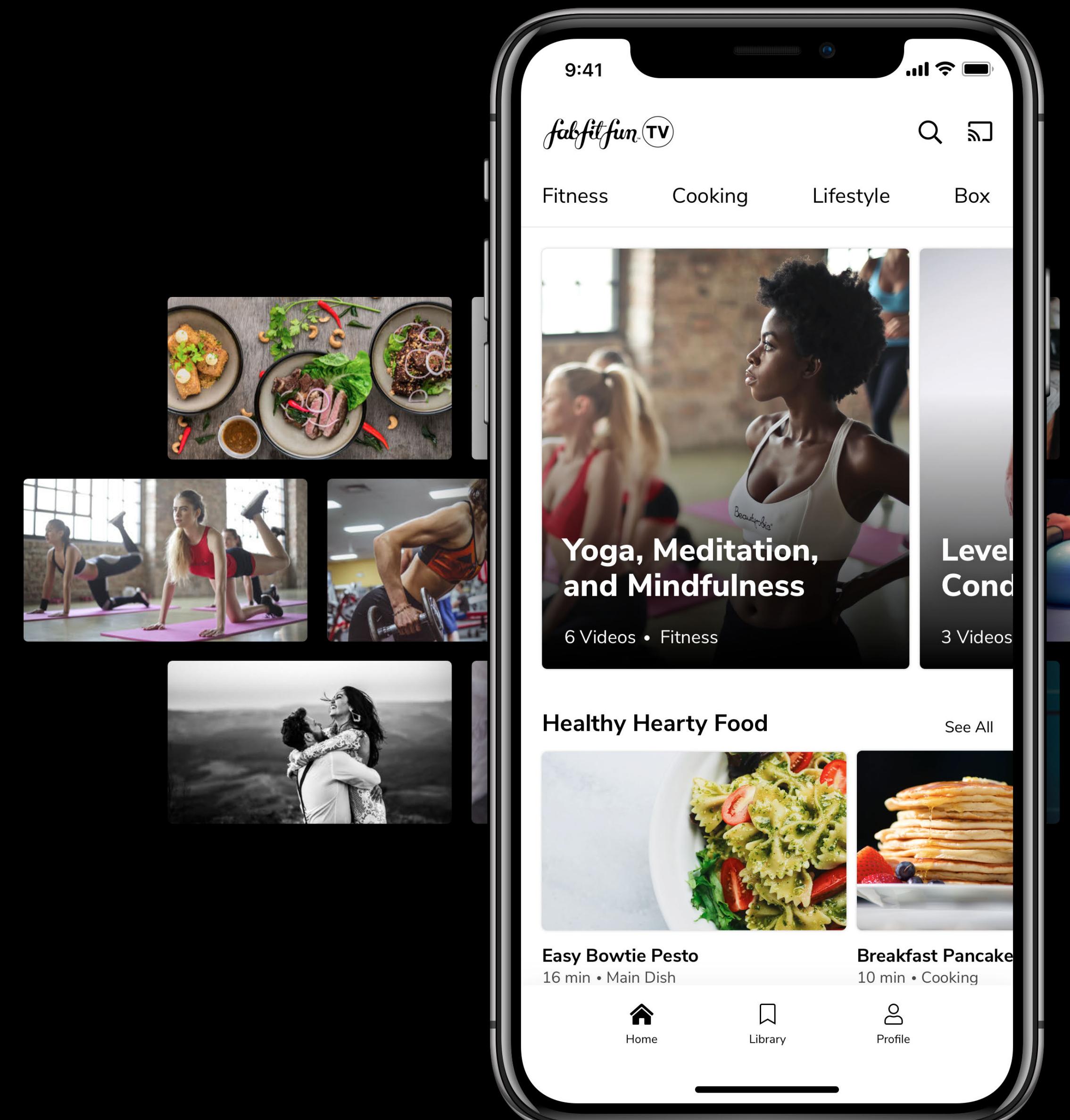
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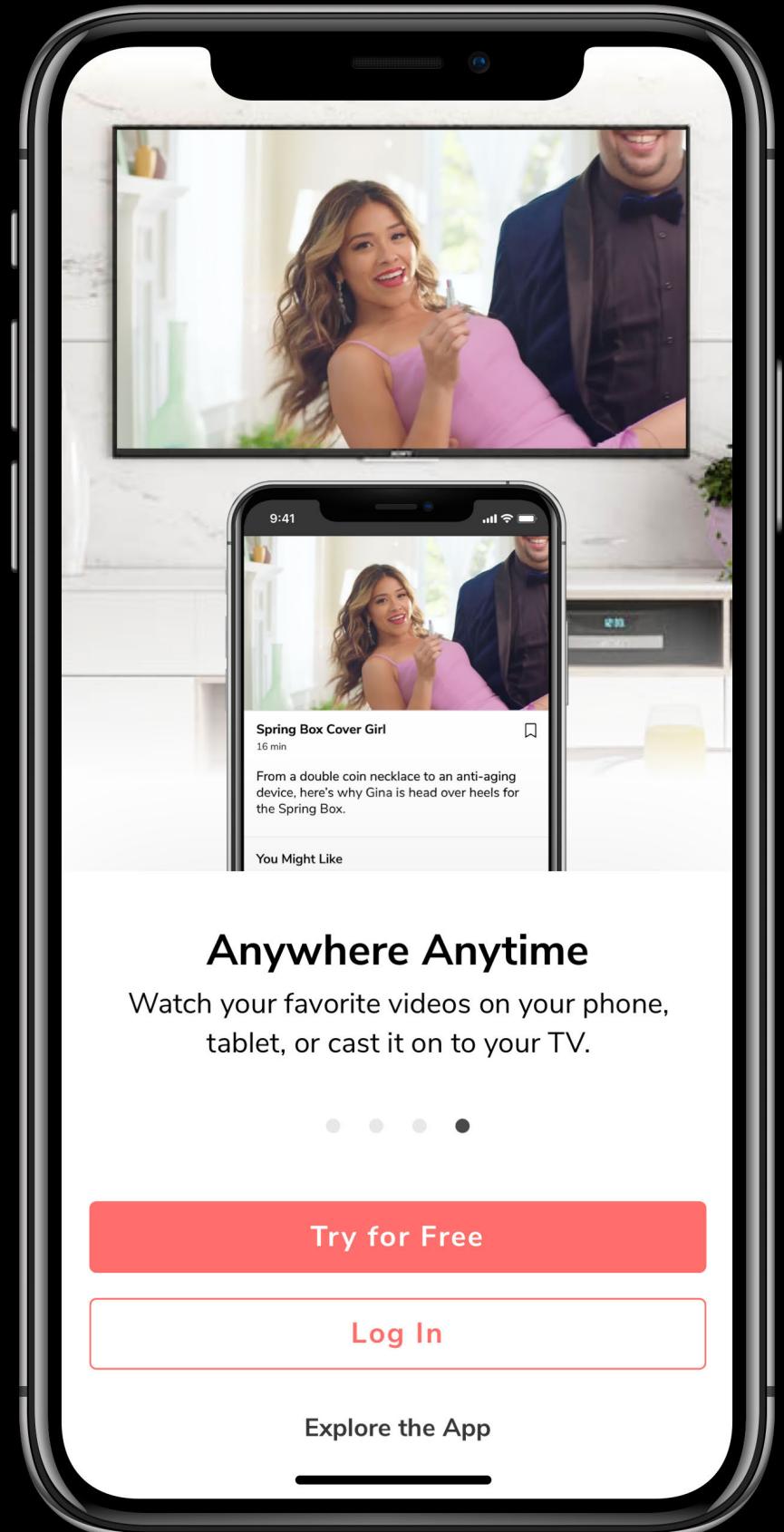
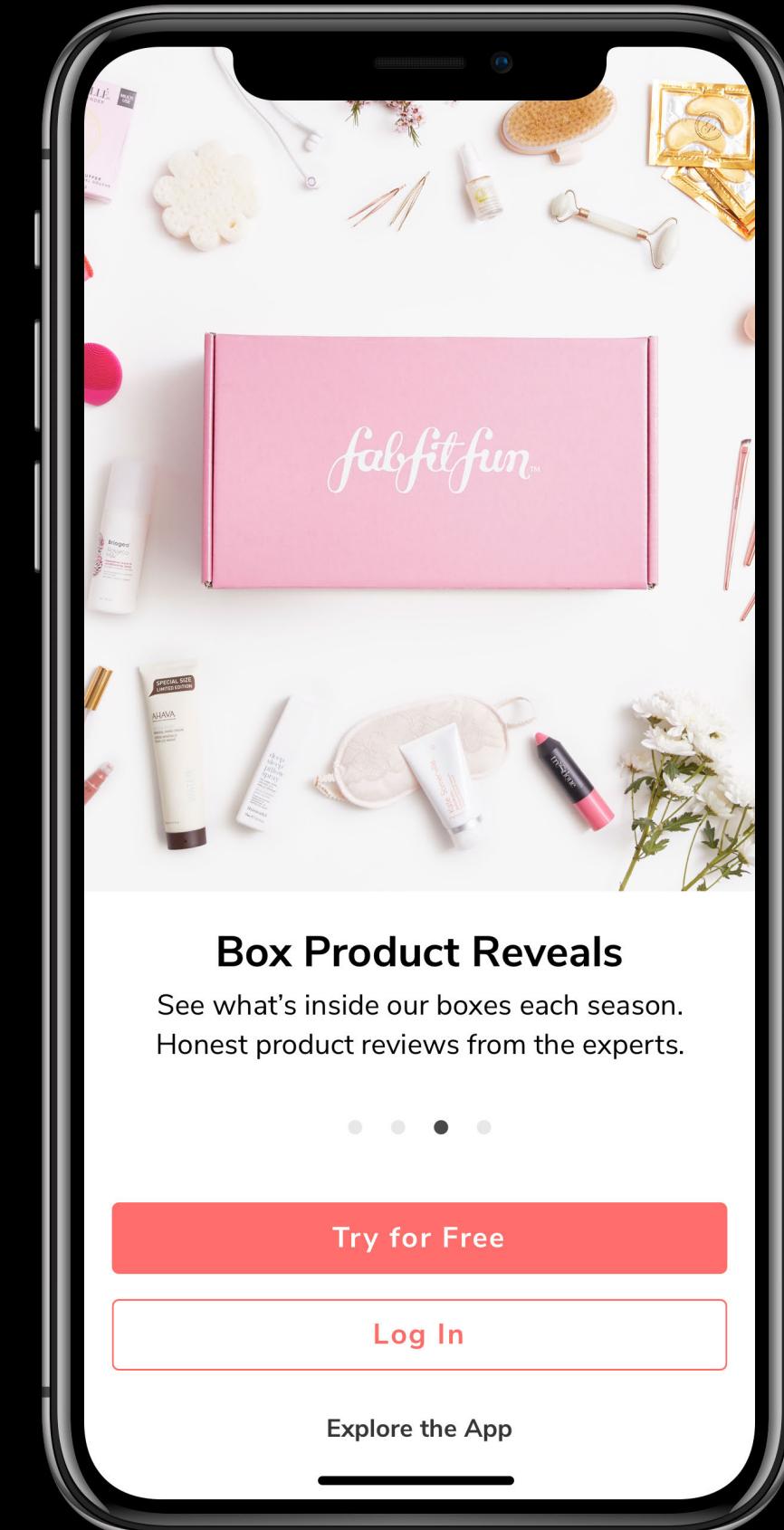
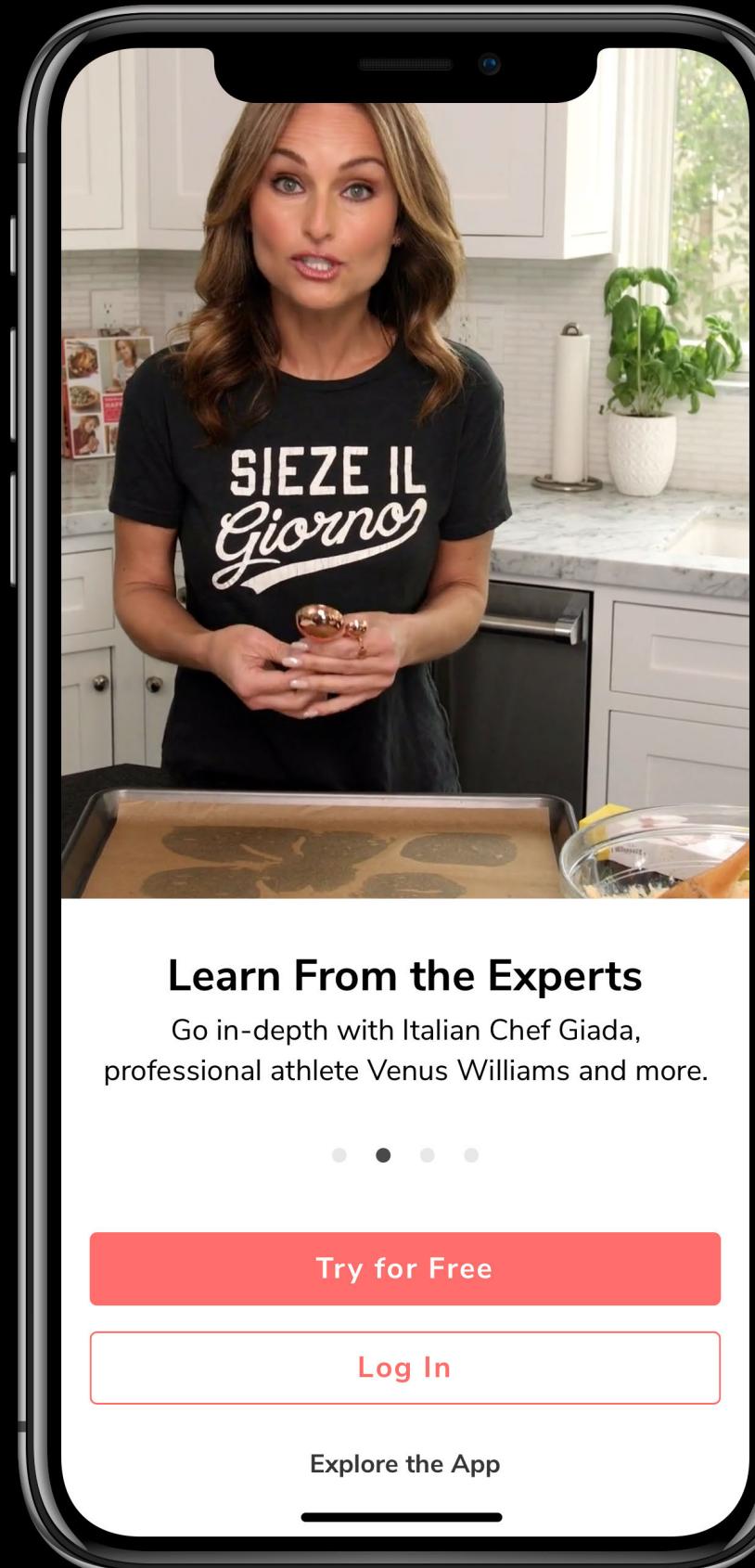
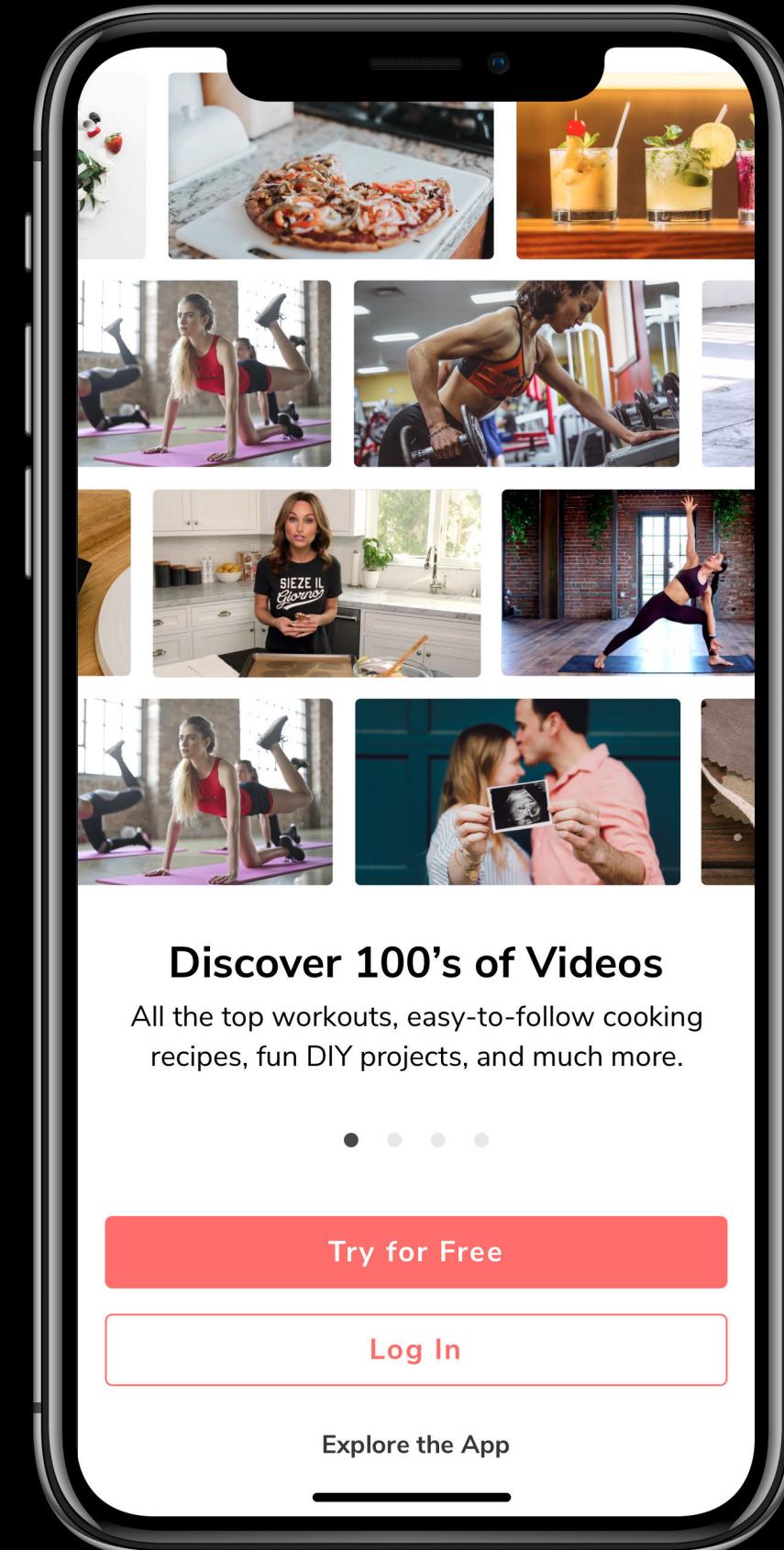
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# Getting Started

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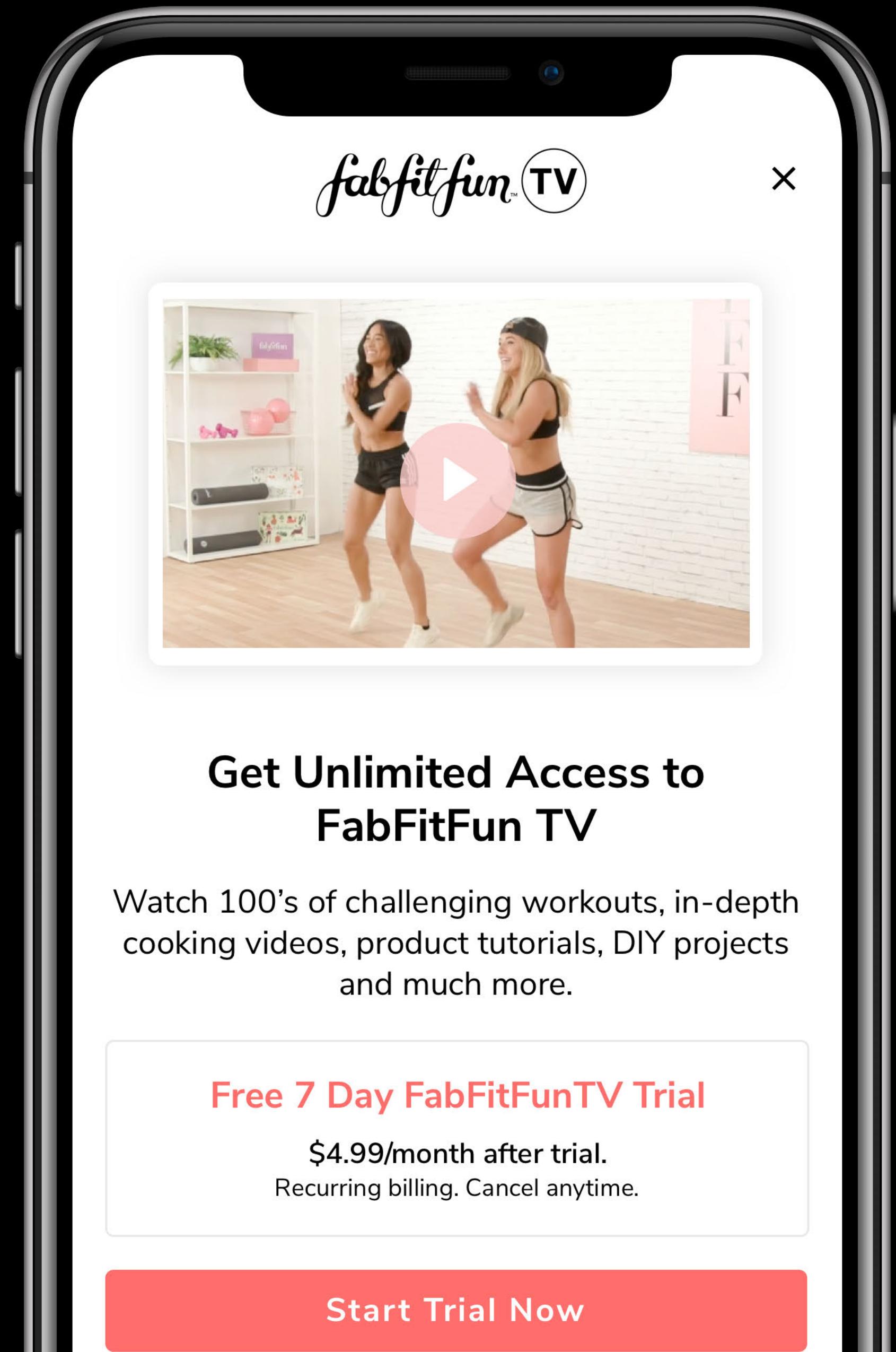
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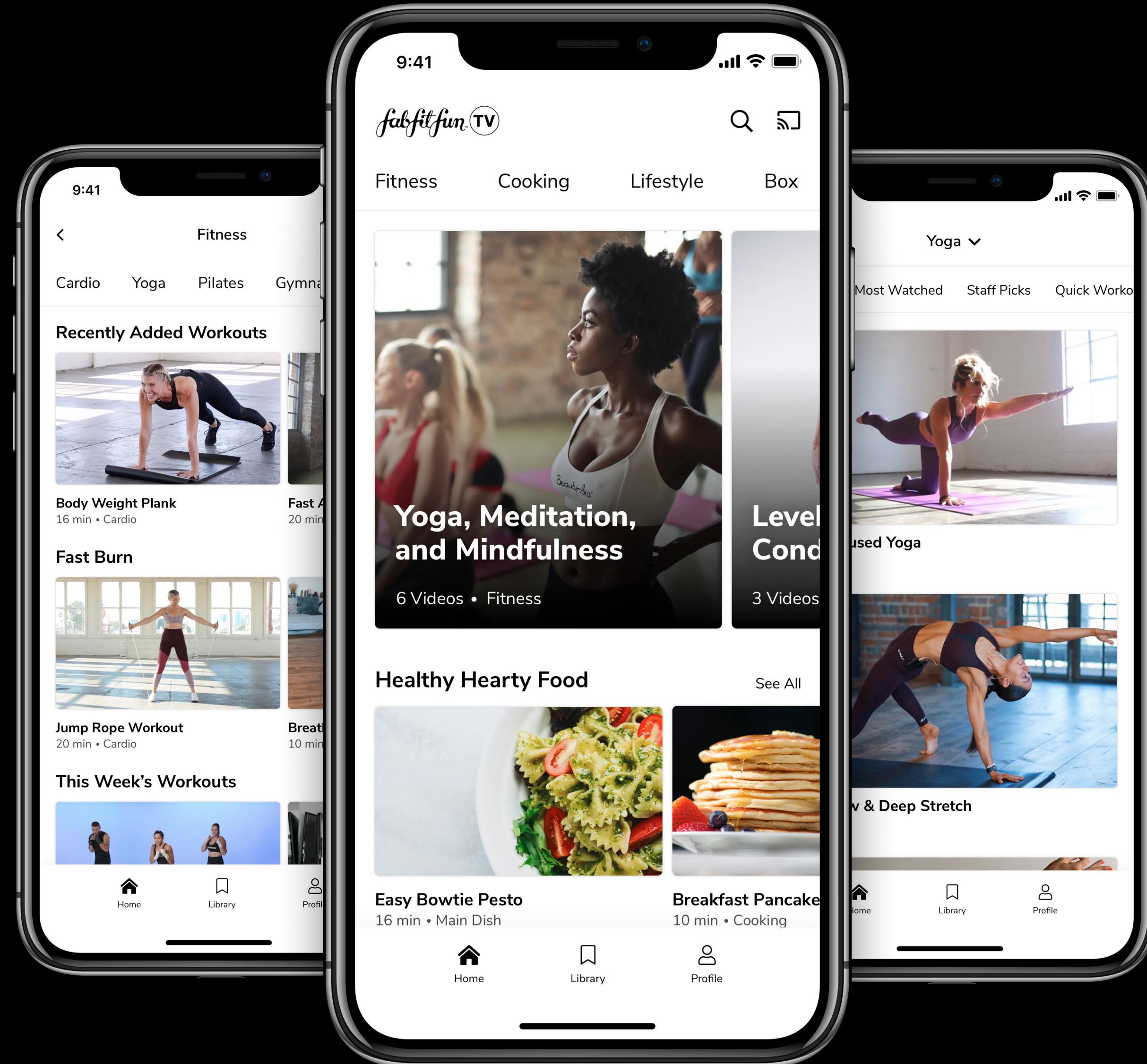


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# Discovery

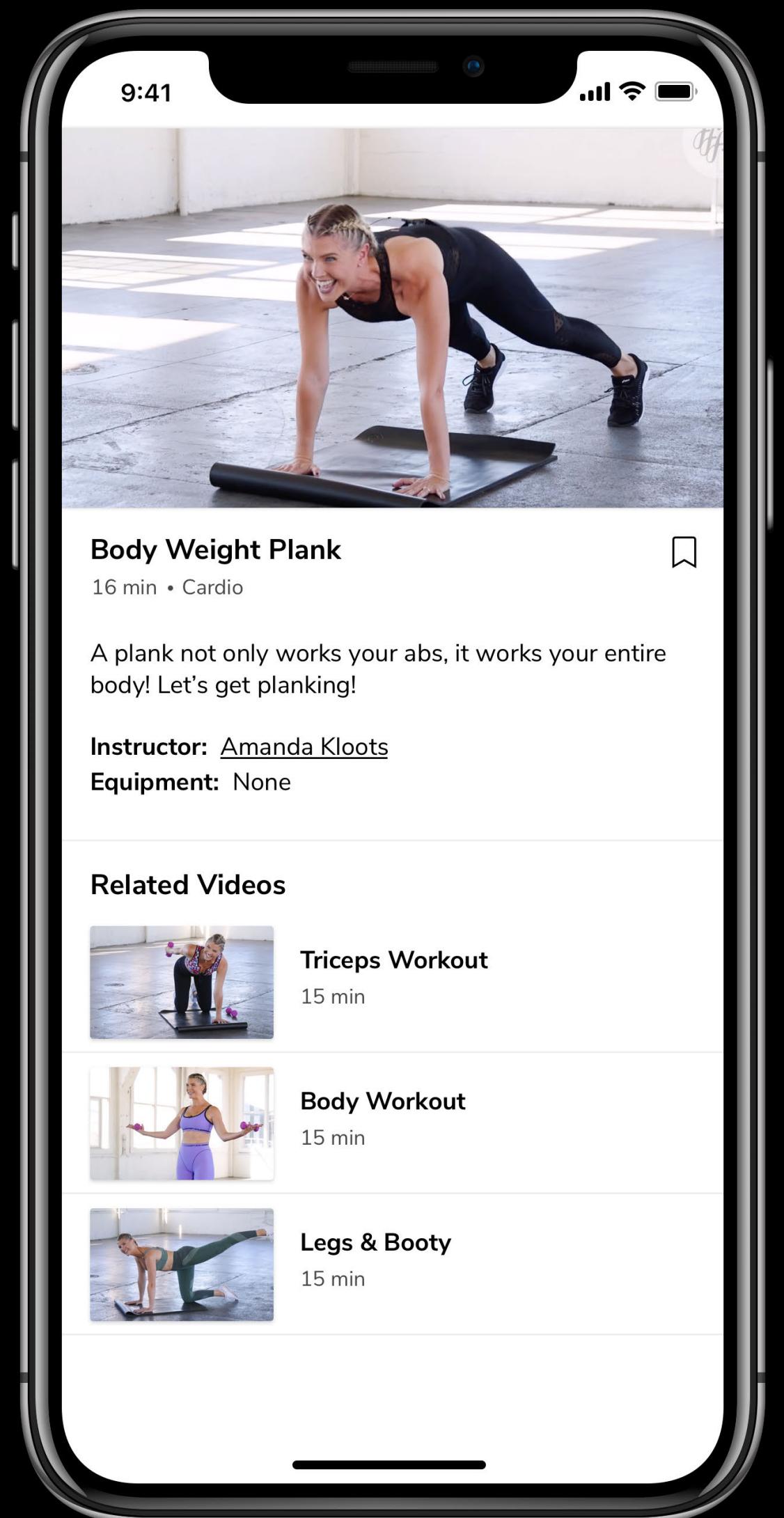
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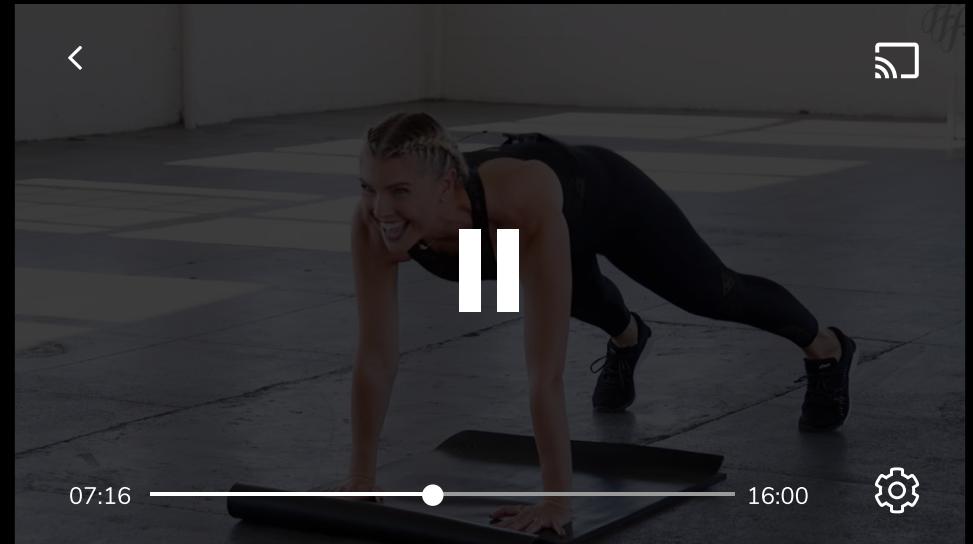
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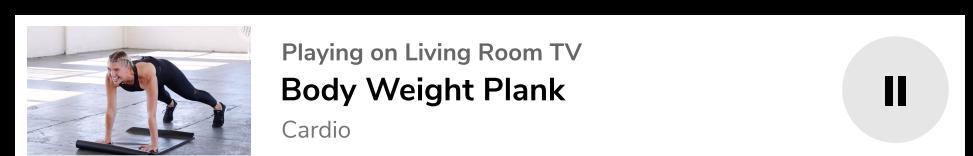
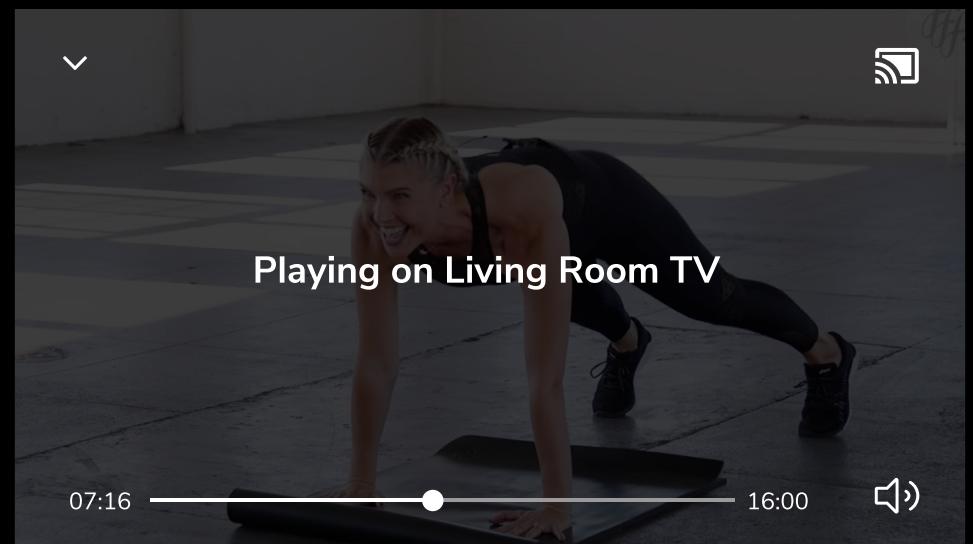
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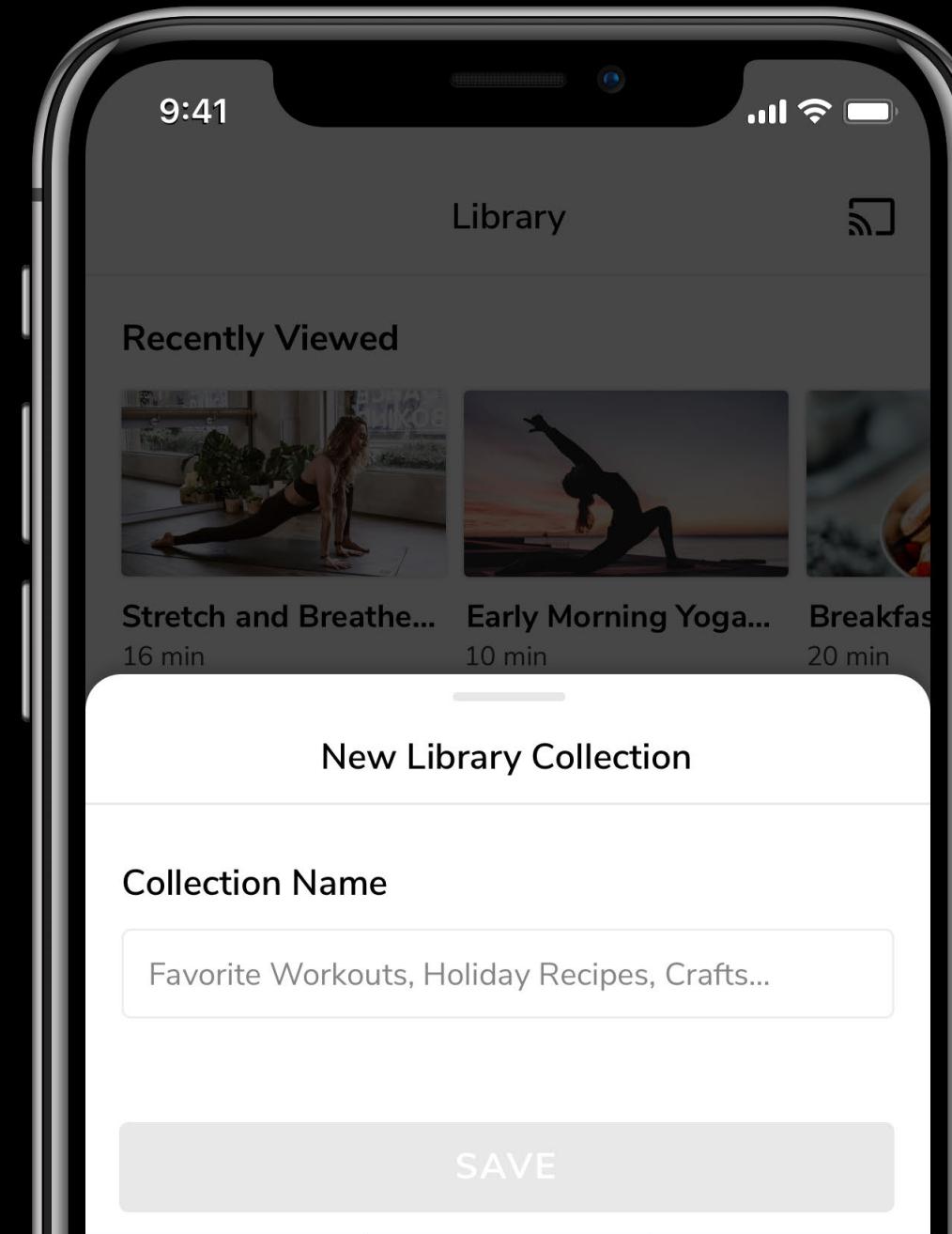
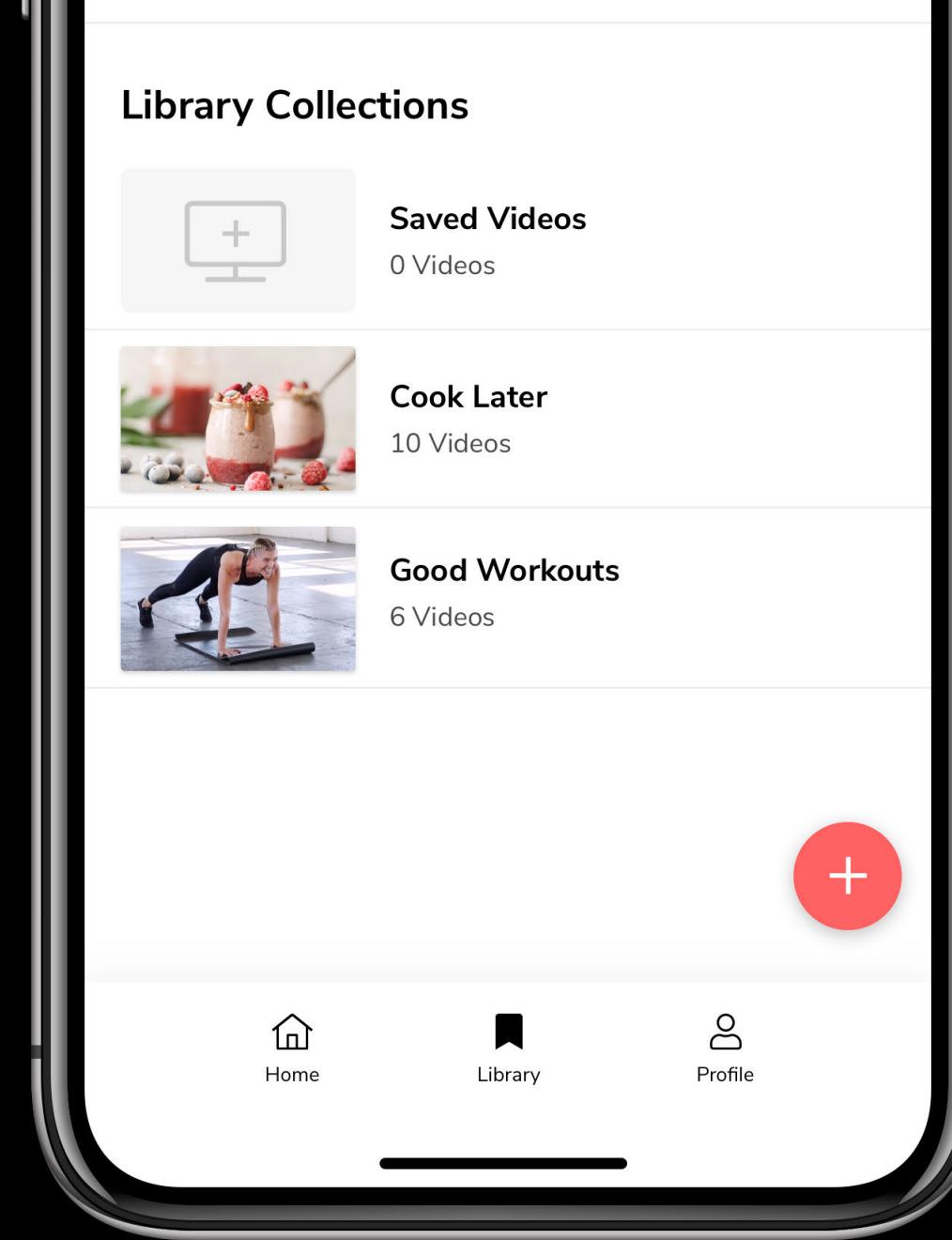
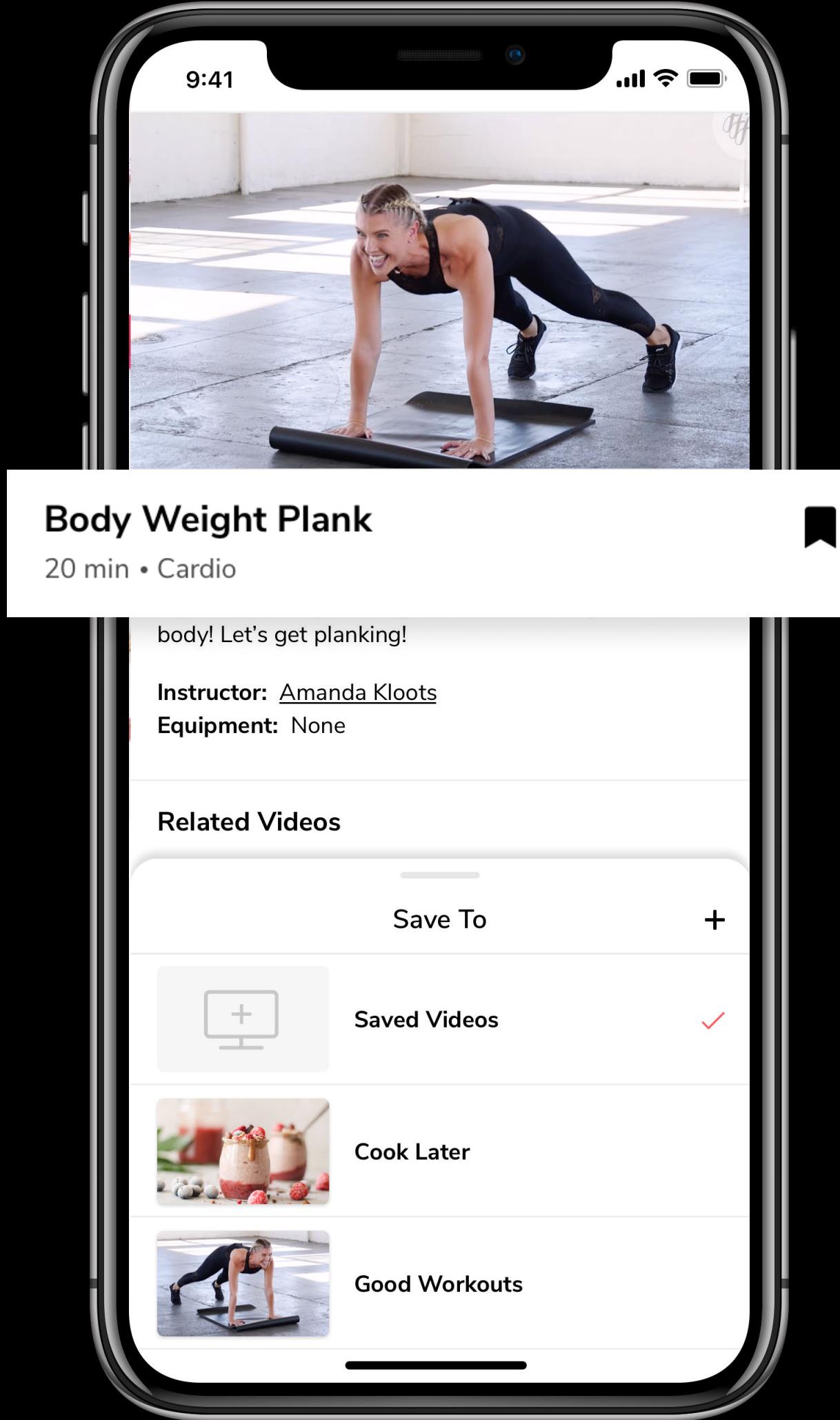


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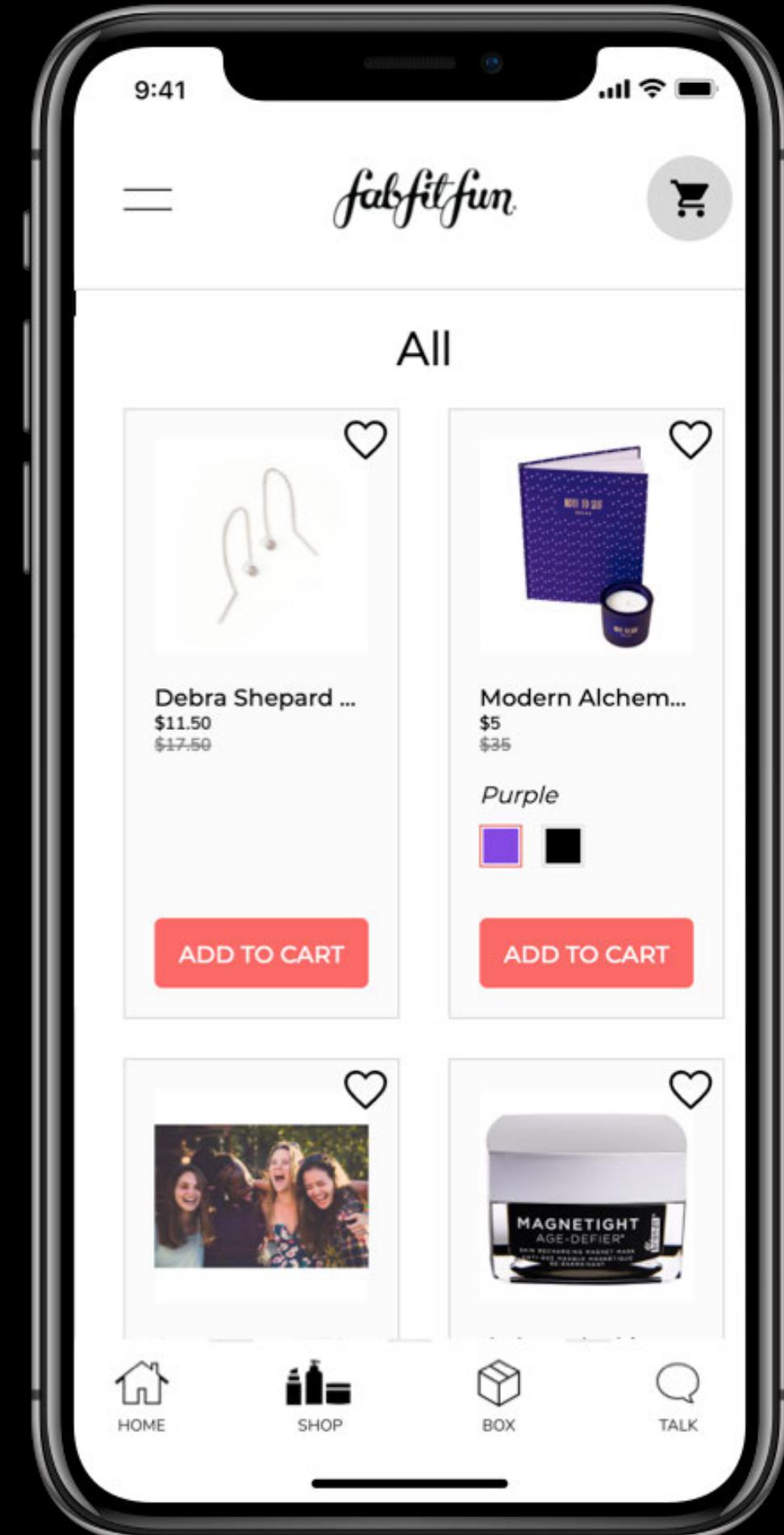
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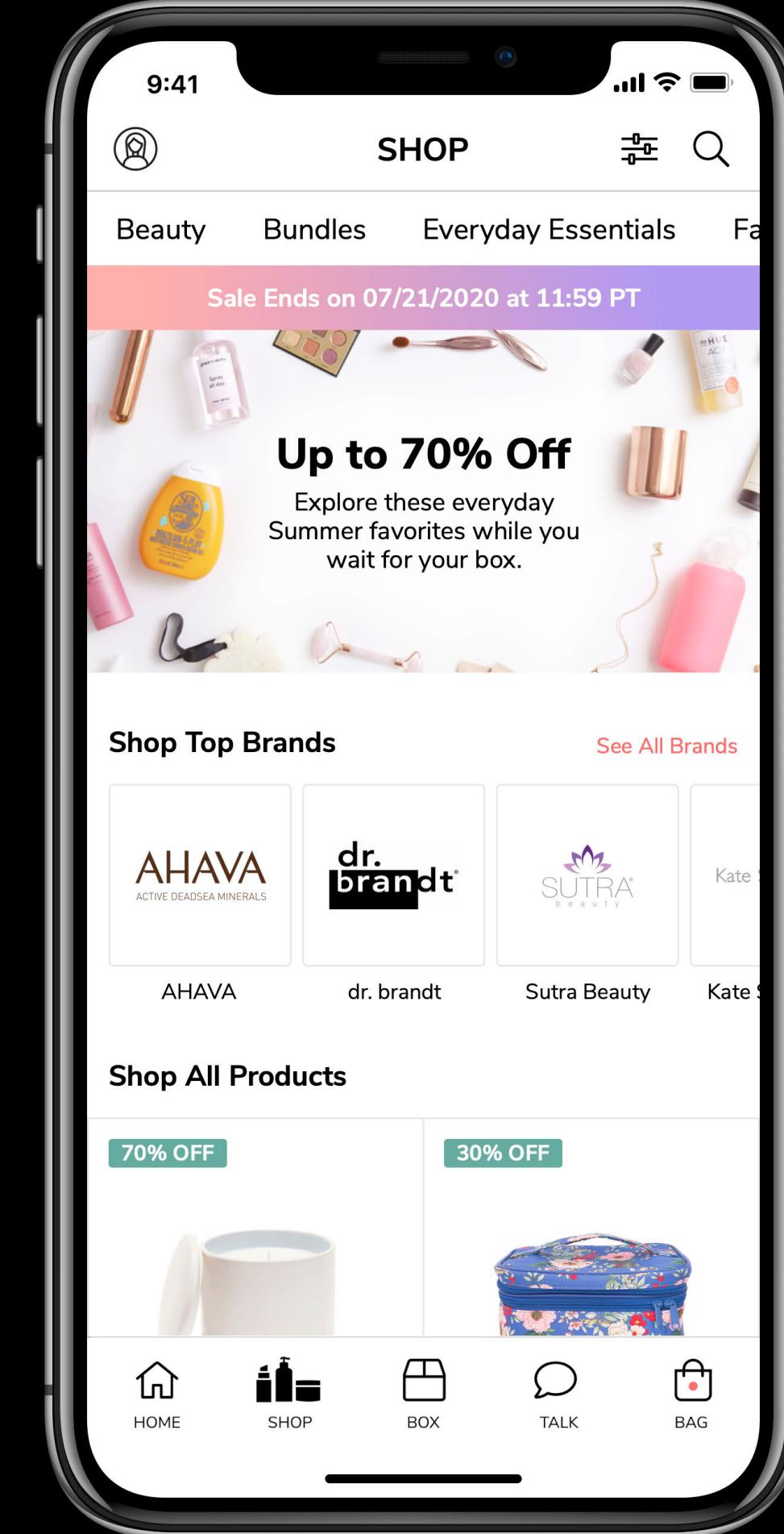
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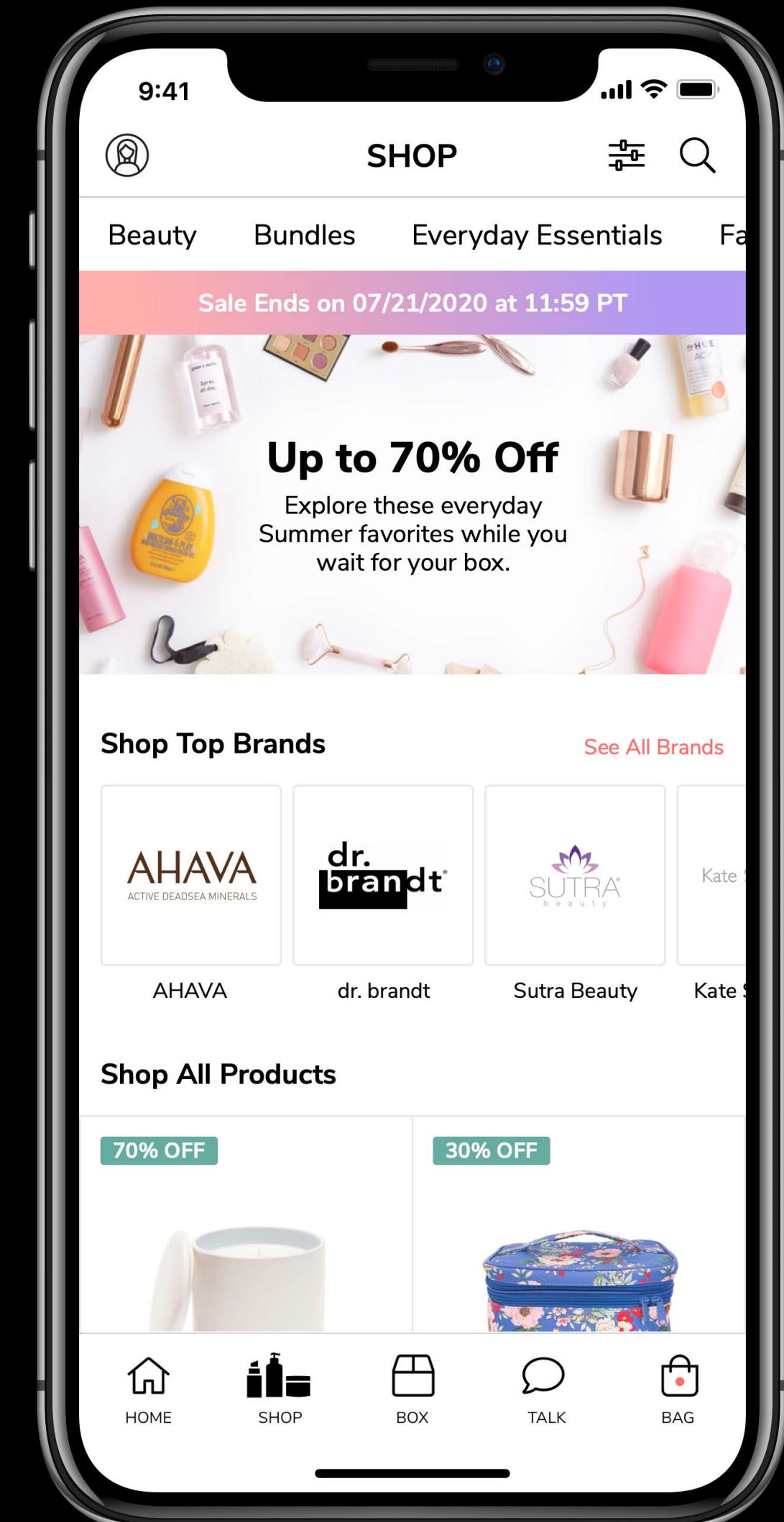
Current Build



New Experience



# Shop Improvements



## Featured Promotions and Category Callouts

Banners are used to deliver most important promotional callouts. They help users quickly understand what they will find before they start shopping.

## Scalable Product Cards

With guidelines set and scalability in mind, users can easily skim through products, images, easily see discounts, brands, product titles, price, and add to bag on the very same page.

## Navigate and Find Products

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## Shop by Brand

Shop Top Brands is positioned above the fold to help users build trust, recognize familiar brands, and influence purchase decisions. The top 10 brands can be positioned in alphabetical order, by most popular, or by paid ad position.

## Bag Icon in Bottom Navigation Menu

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# Shop Anatomy

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Discount Label

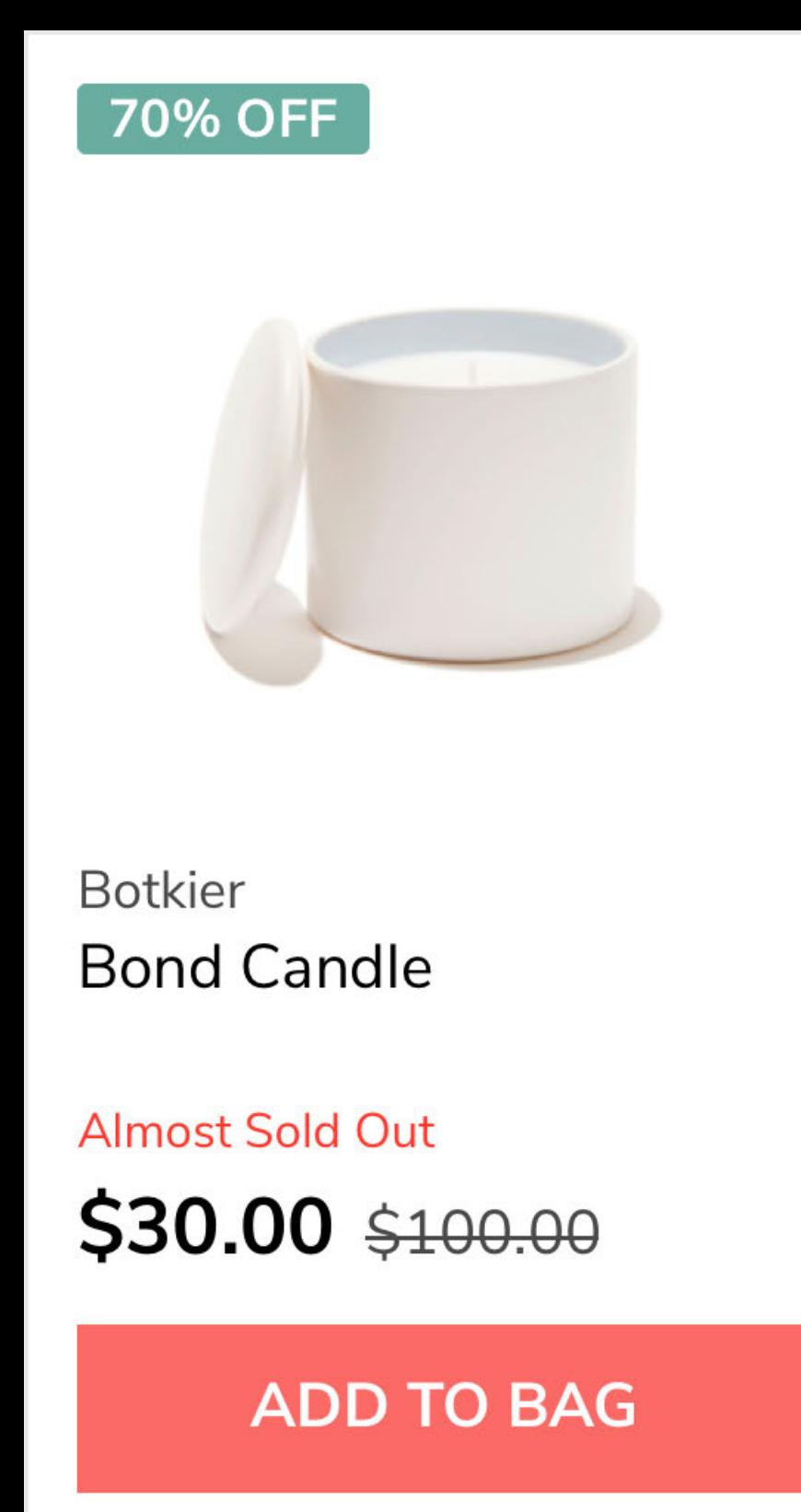
Product Image

Brand Name

Product Title

Product Status

Button



70% OFF

Botkier

Bond Candle

Almost Sold Out

\$30.00 \$100.00

ADD TO BAG

**Product Images**



AHAVA  
ACTIVE DEADSEA MINERALS

THE BODY SHOP™

**Button States**

PRIMARY DEFAULT

PRIMARY PRESSED

PRIMARY OUTLINE

DISABLED

**Discount Labels**

30% OFF 50% OFF 70% OFF

**Product Status**

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New Arrival	Only 5 Left
Staff Picks	Out of Stock

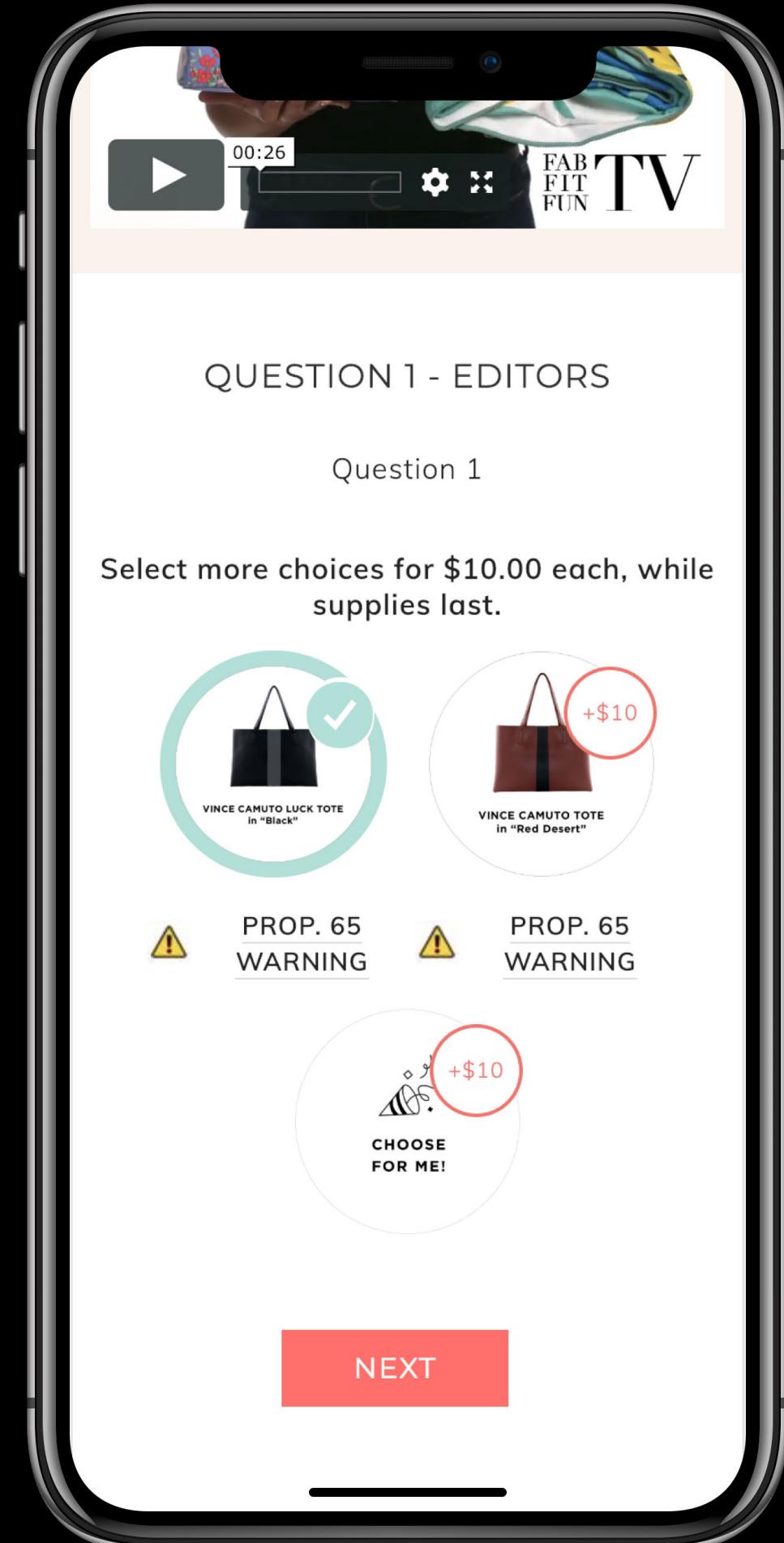
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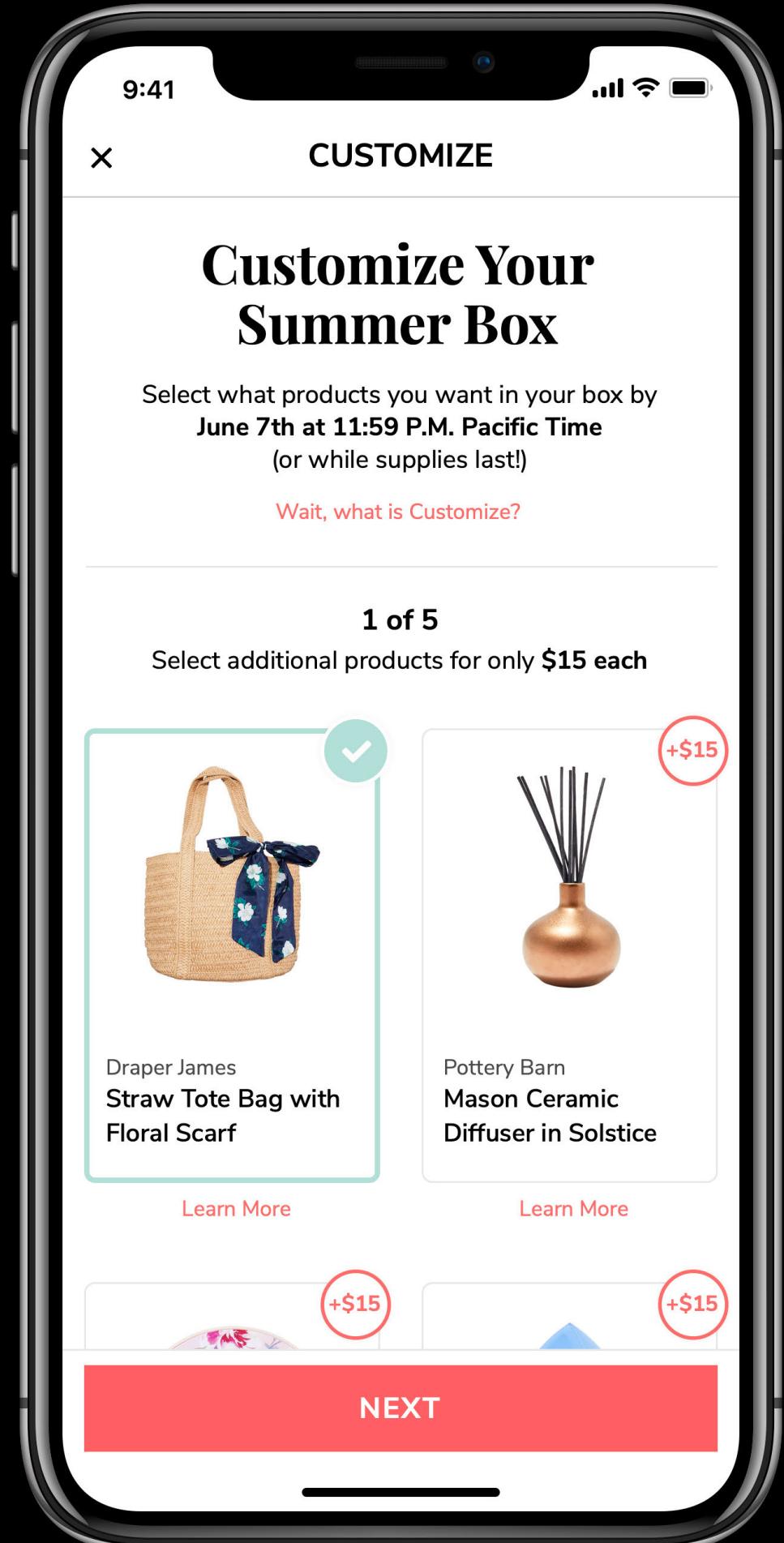
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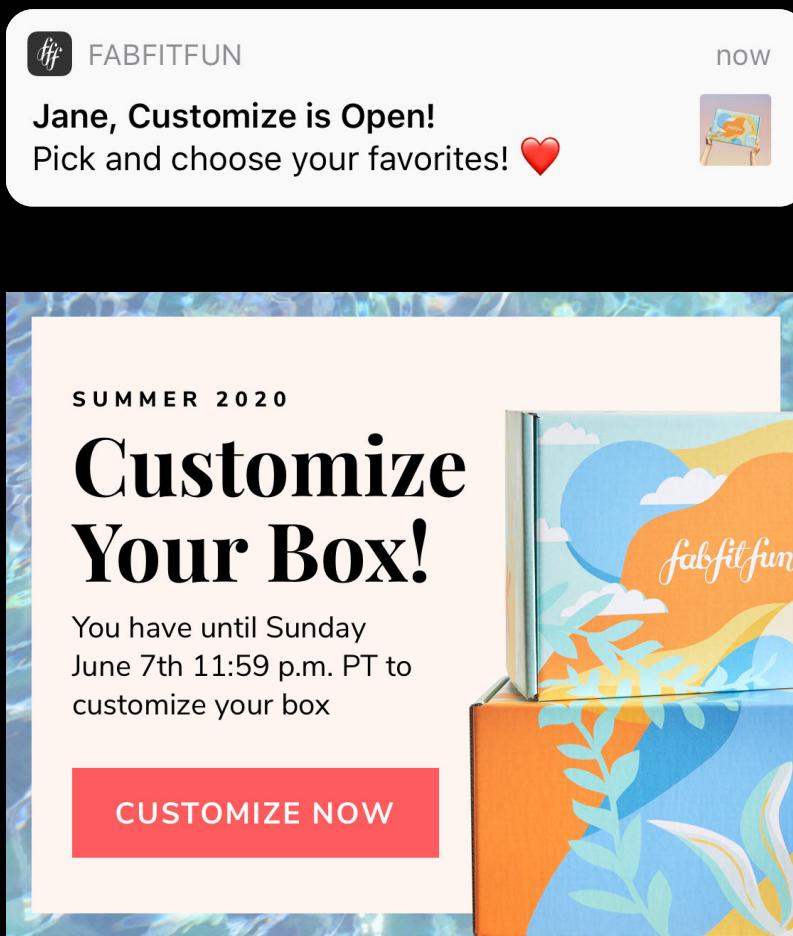
Refreshed



# Customize Refreshed

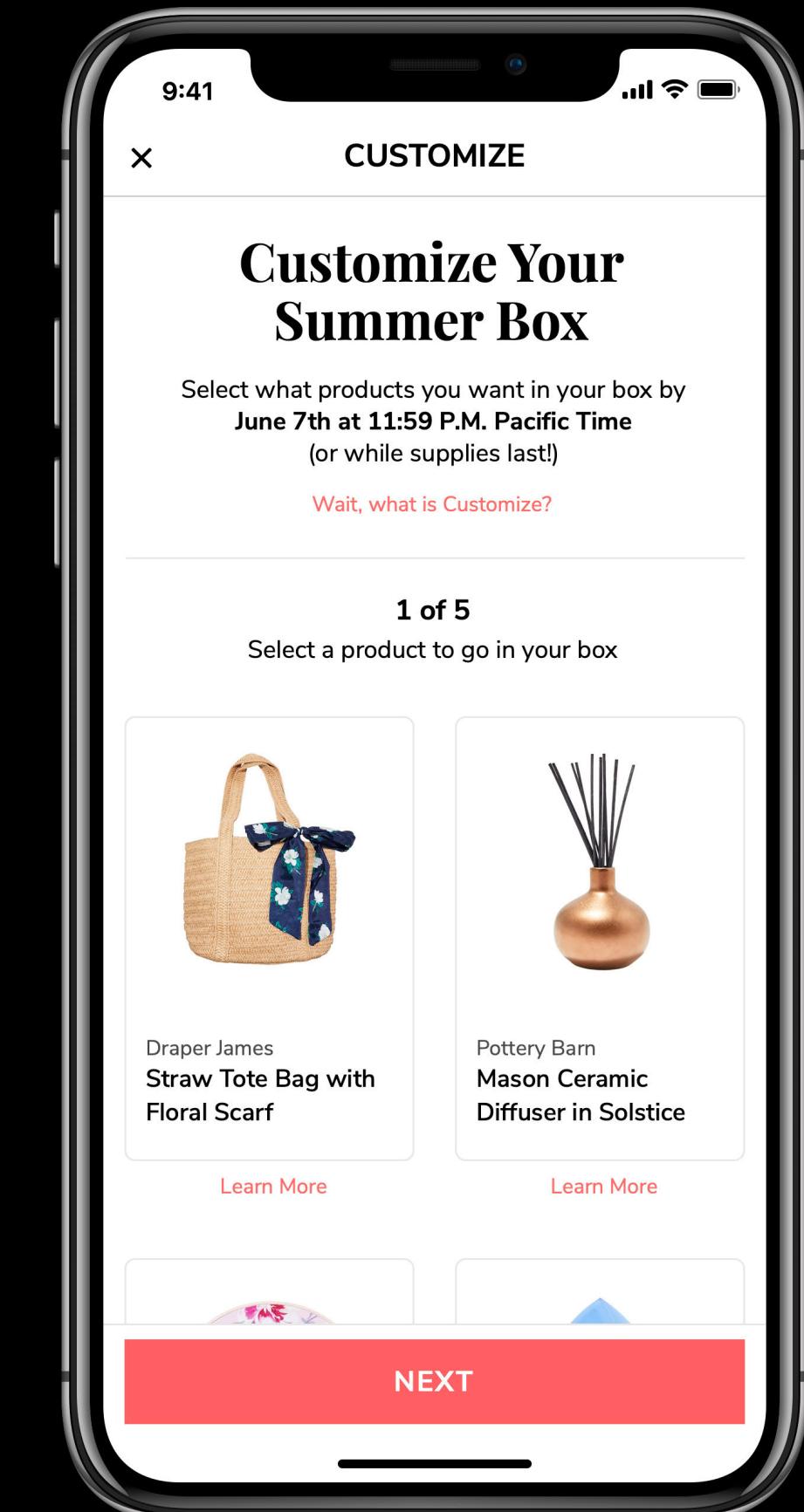
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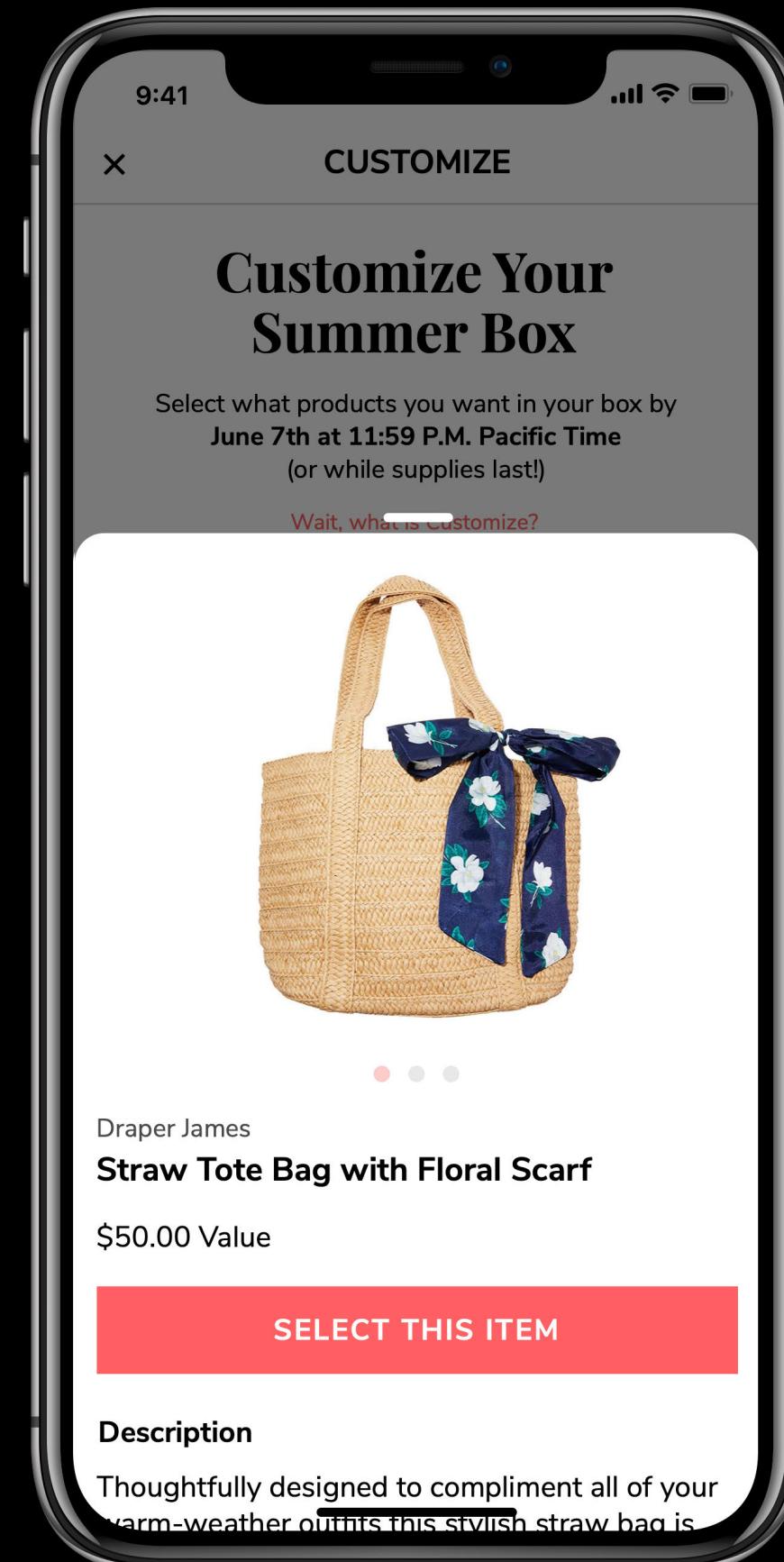
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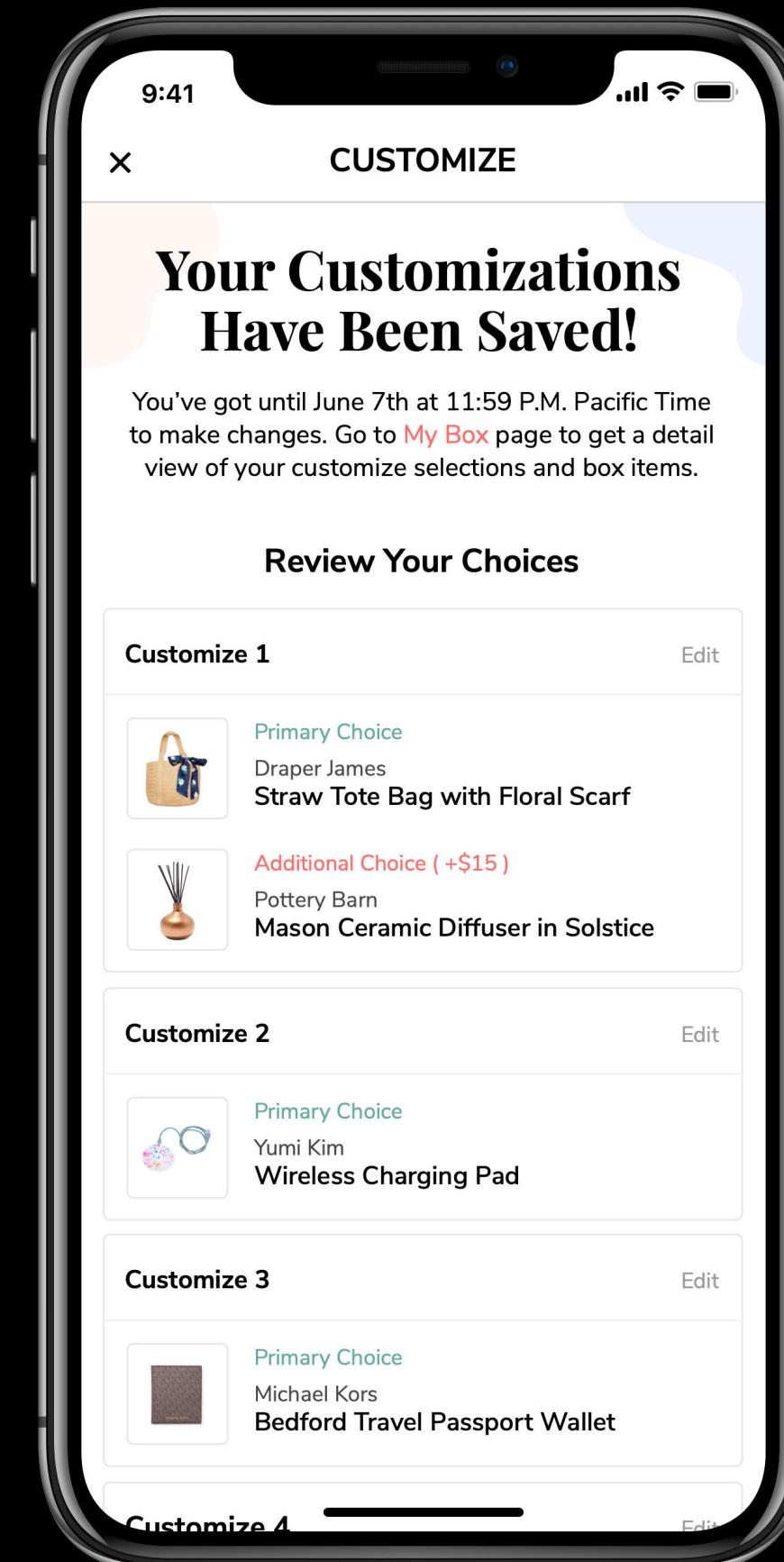
## 3. Customize Product Detail

Members can view more details about each product by tapping on to the 'Learn More' link below each Customize product card.



## 4. Customizations Saved

After all selections, members get the opportunity to review products and can decide to make changes if necessary.

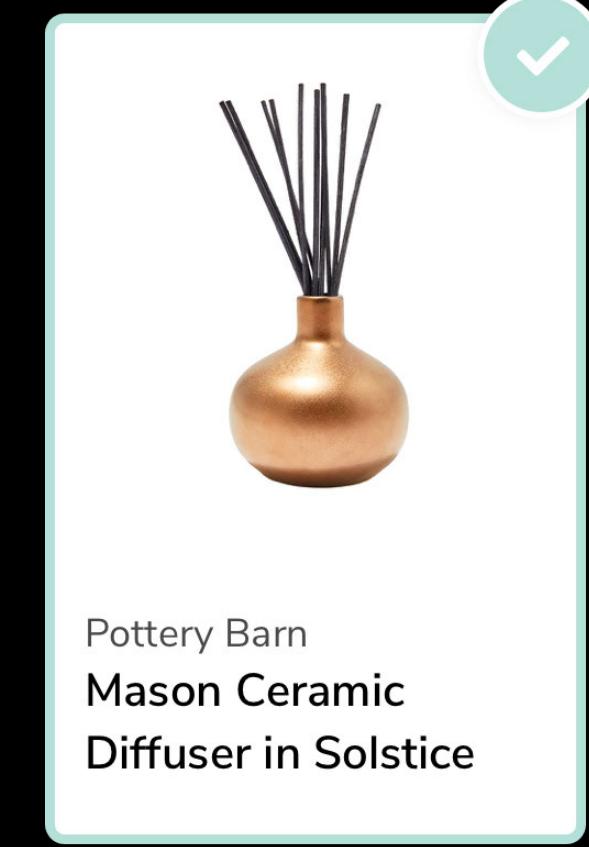


# Customize States and Labels

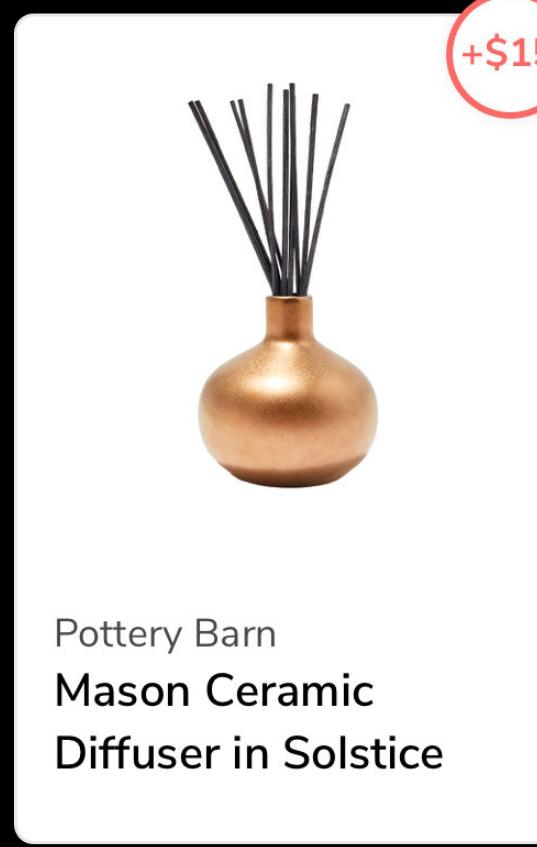
Unselected



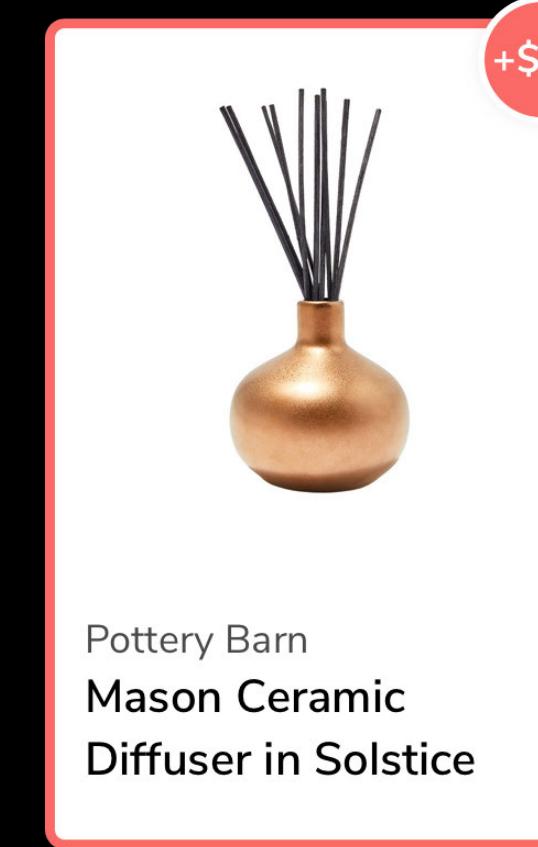
Primary Selected



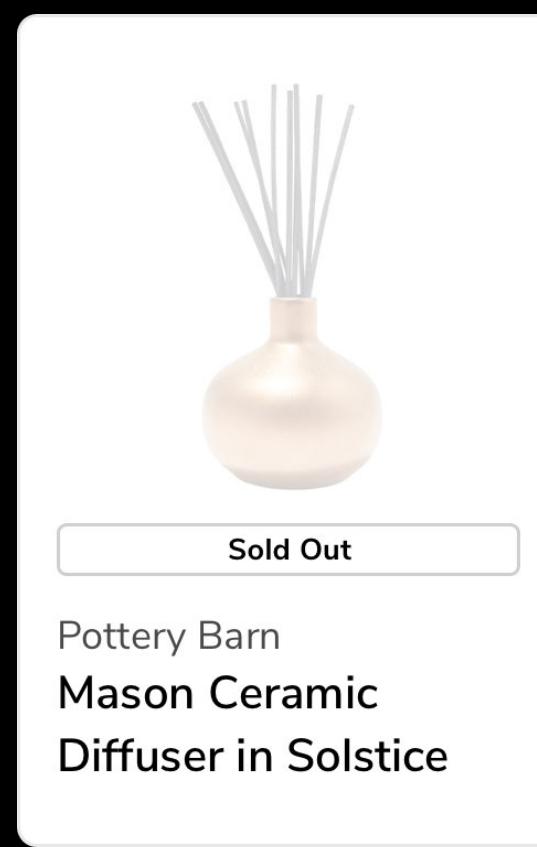
Add Additional Item



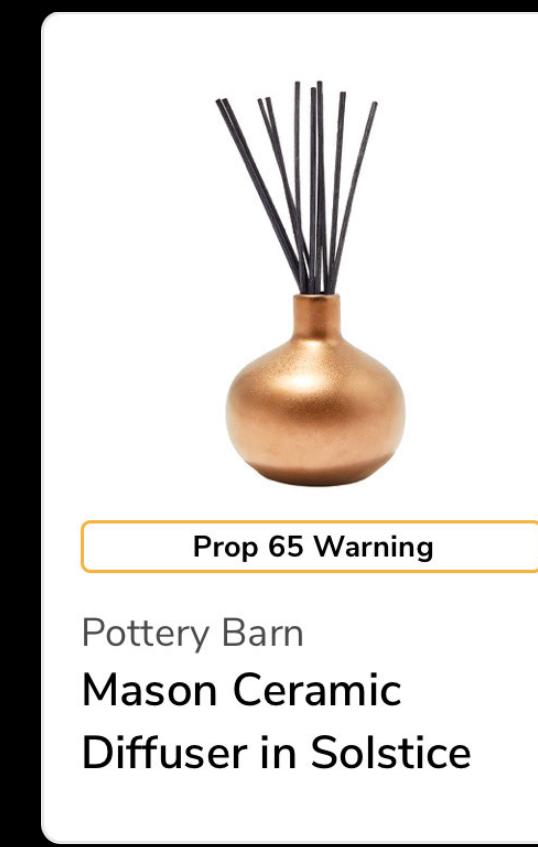
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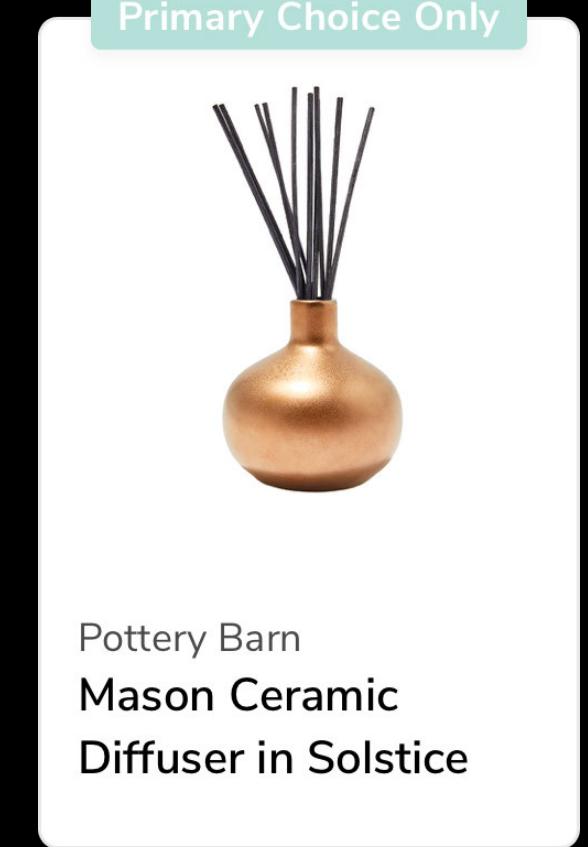
Sold Out



Prop 65



Primary Only

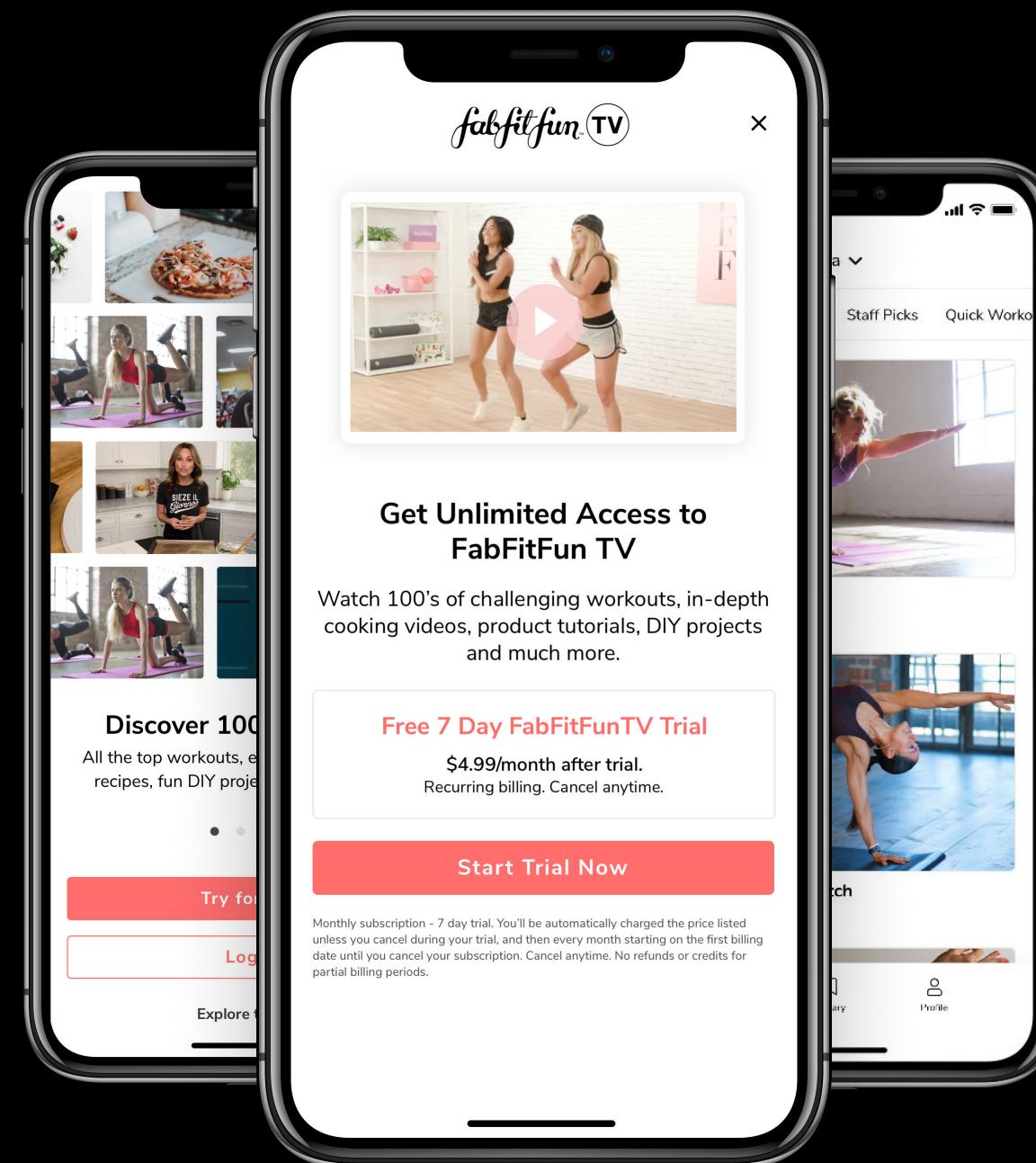


**Thank You**

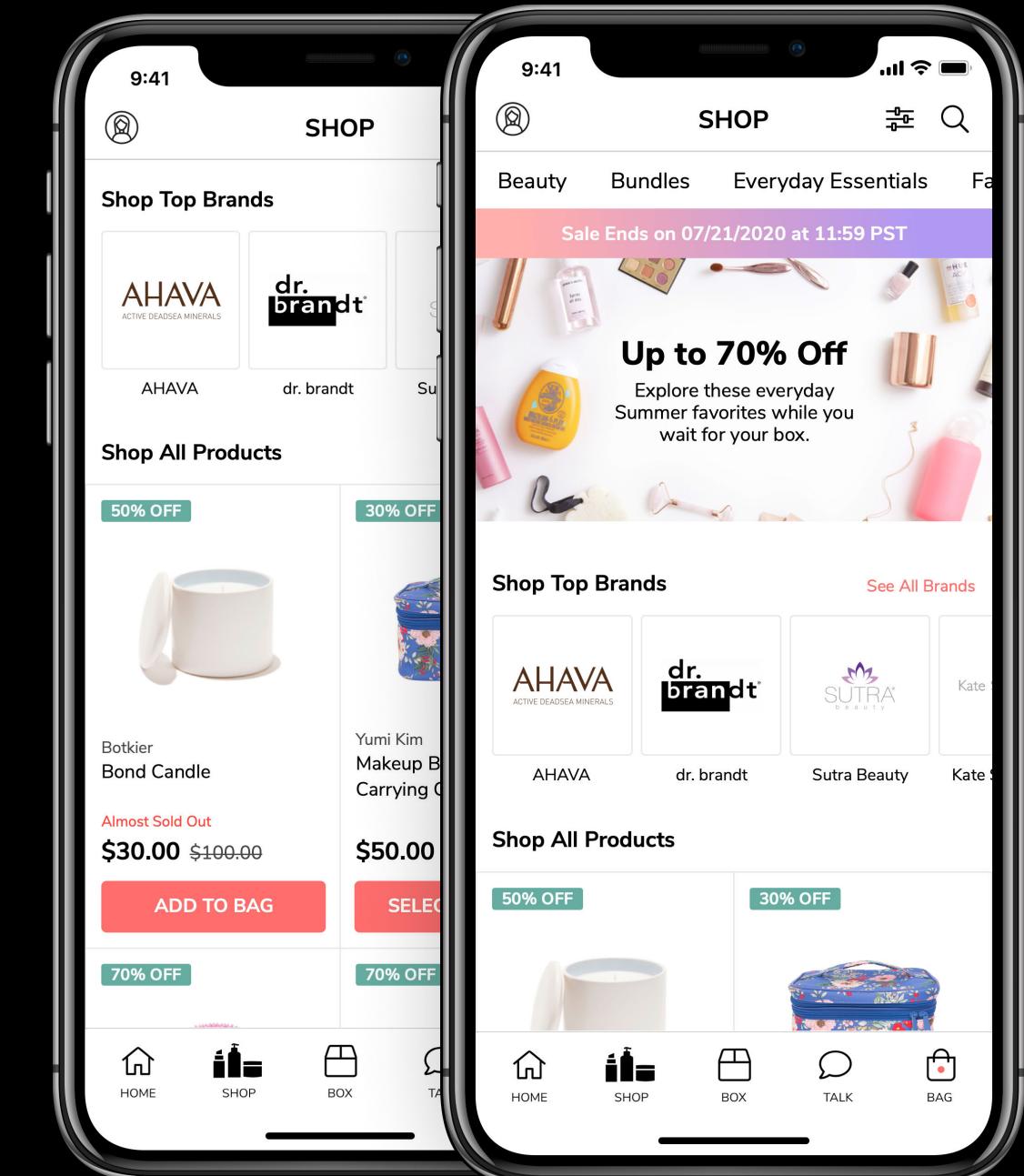


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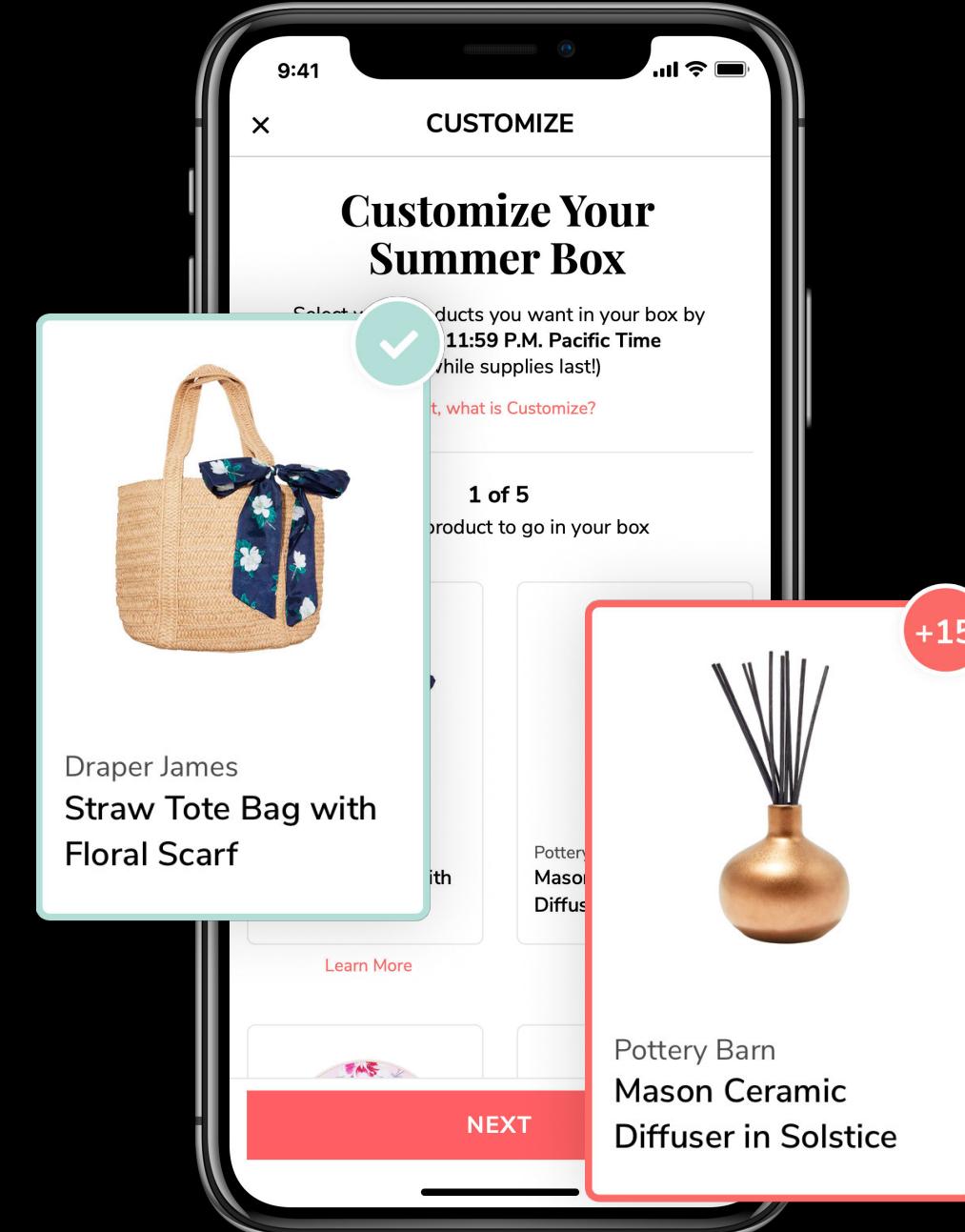
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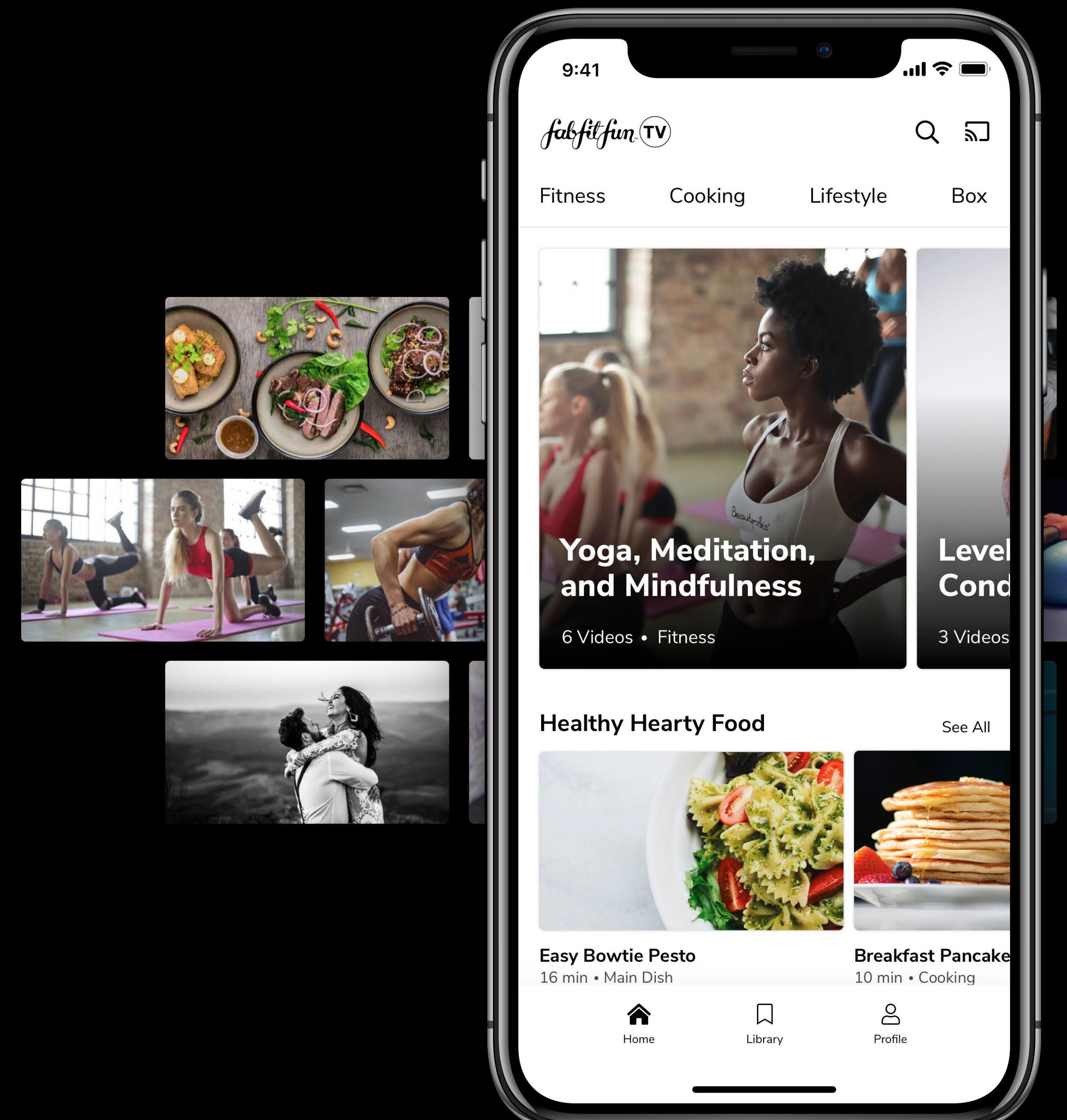
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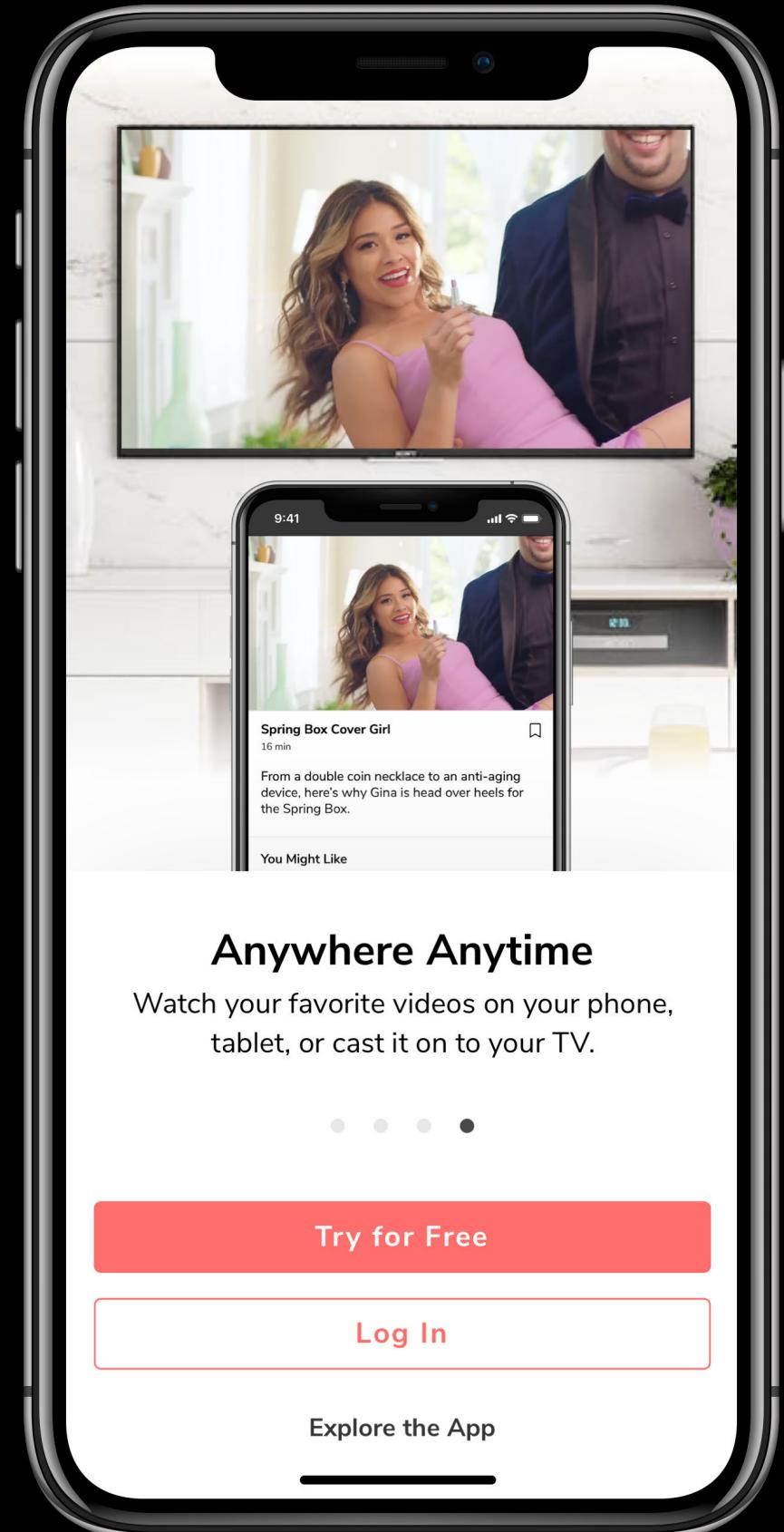
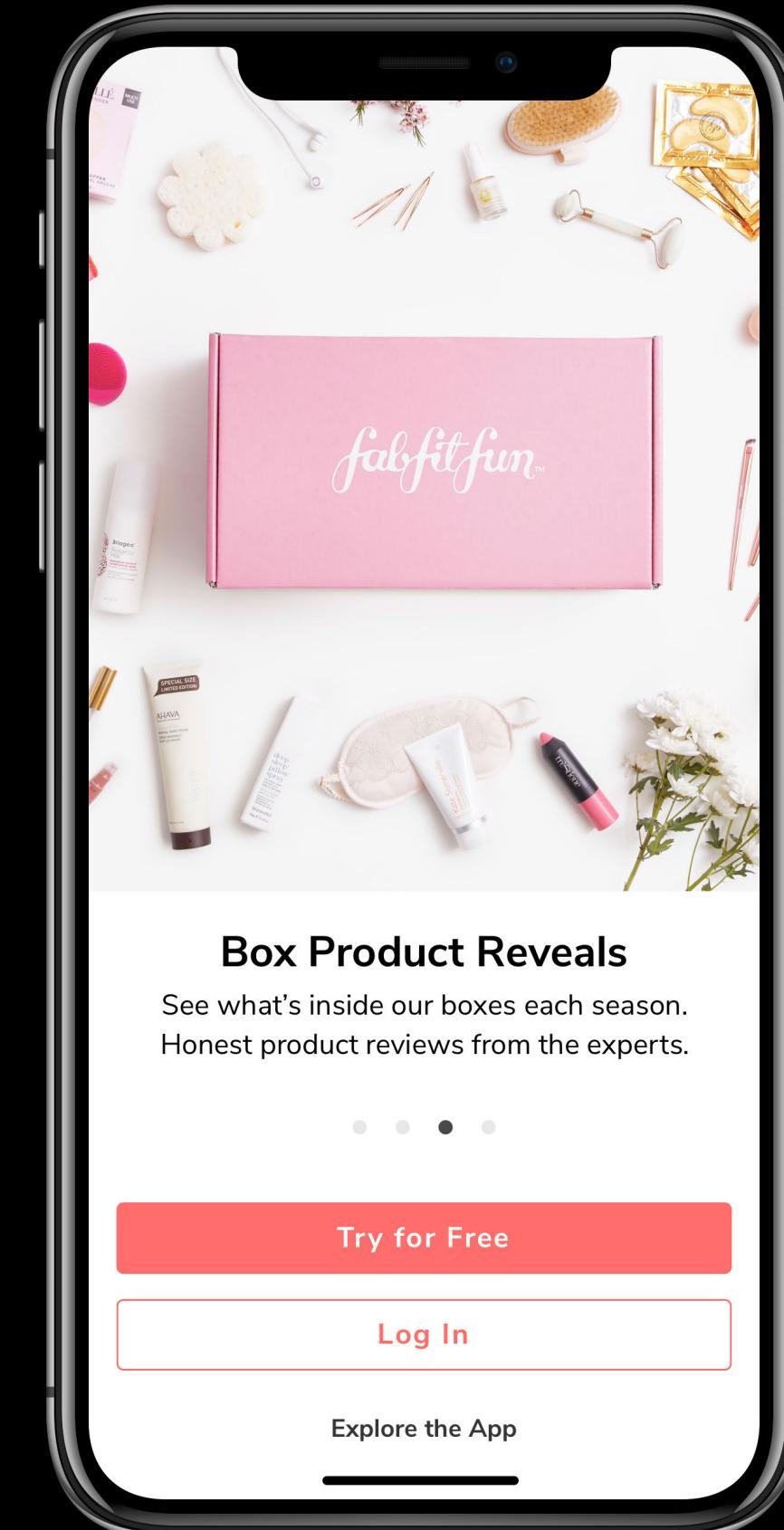
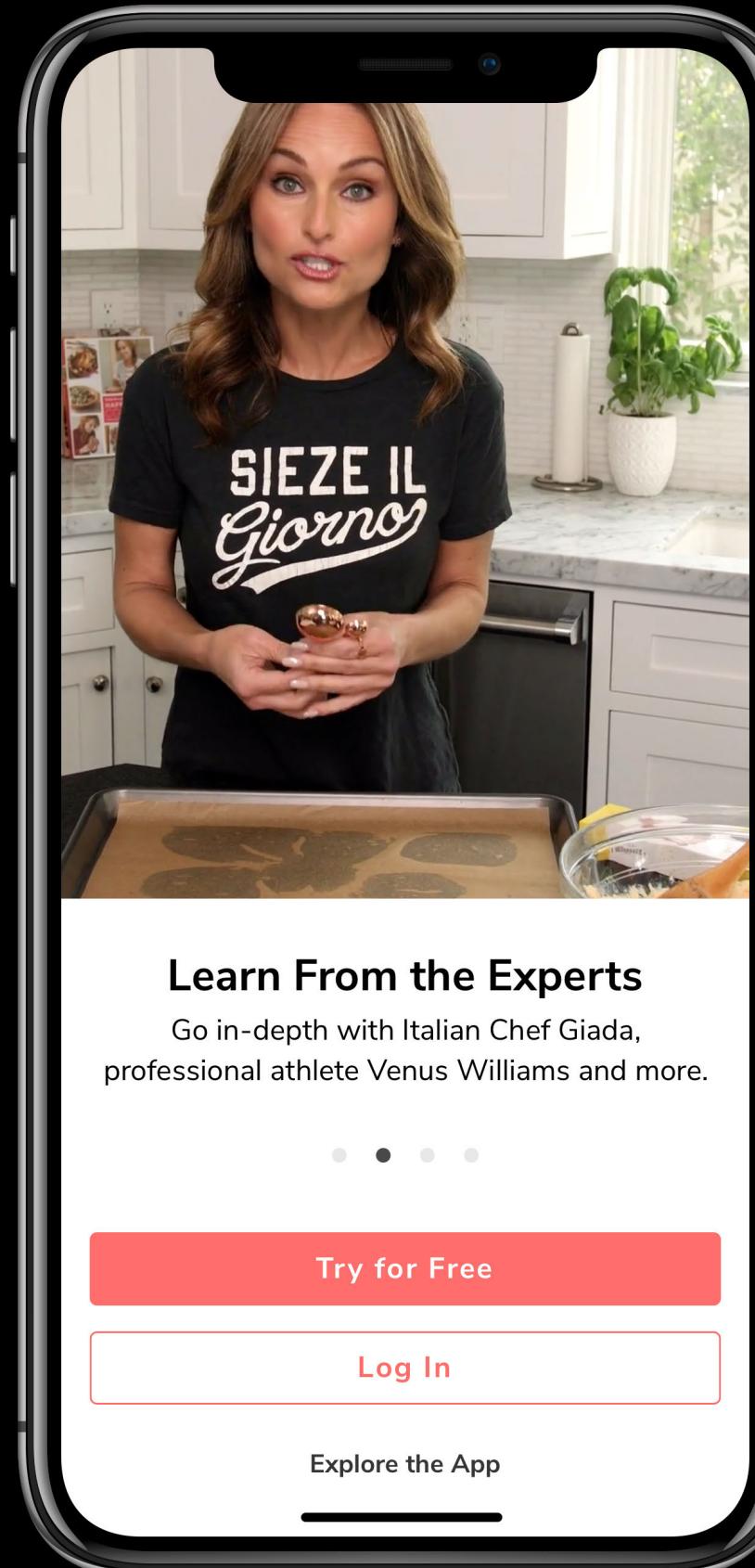
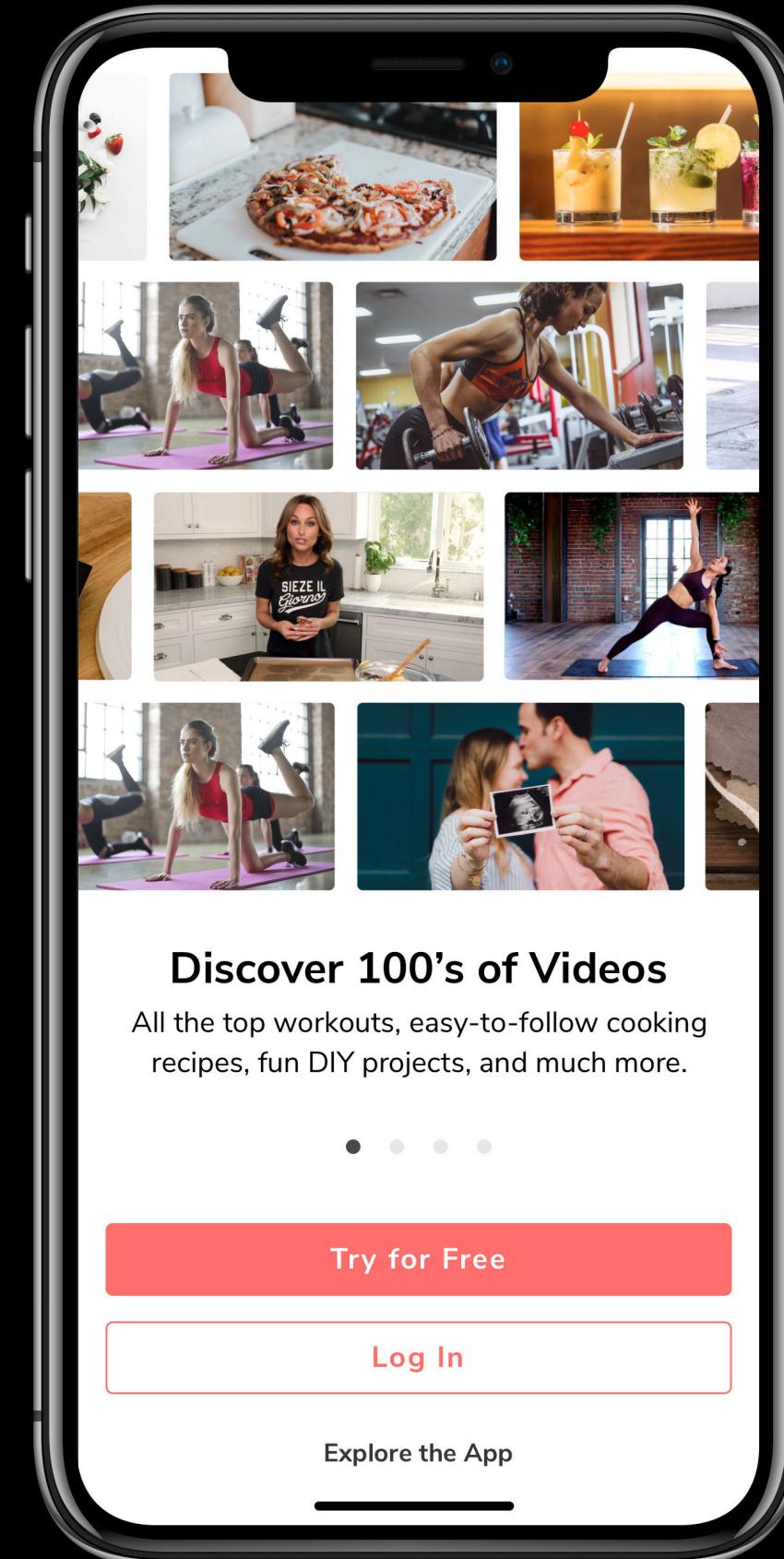
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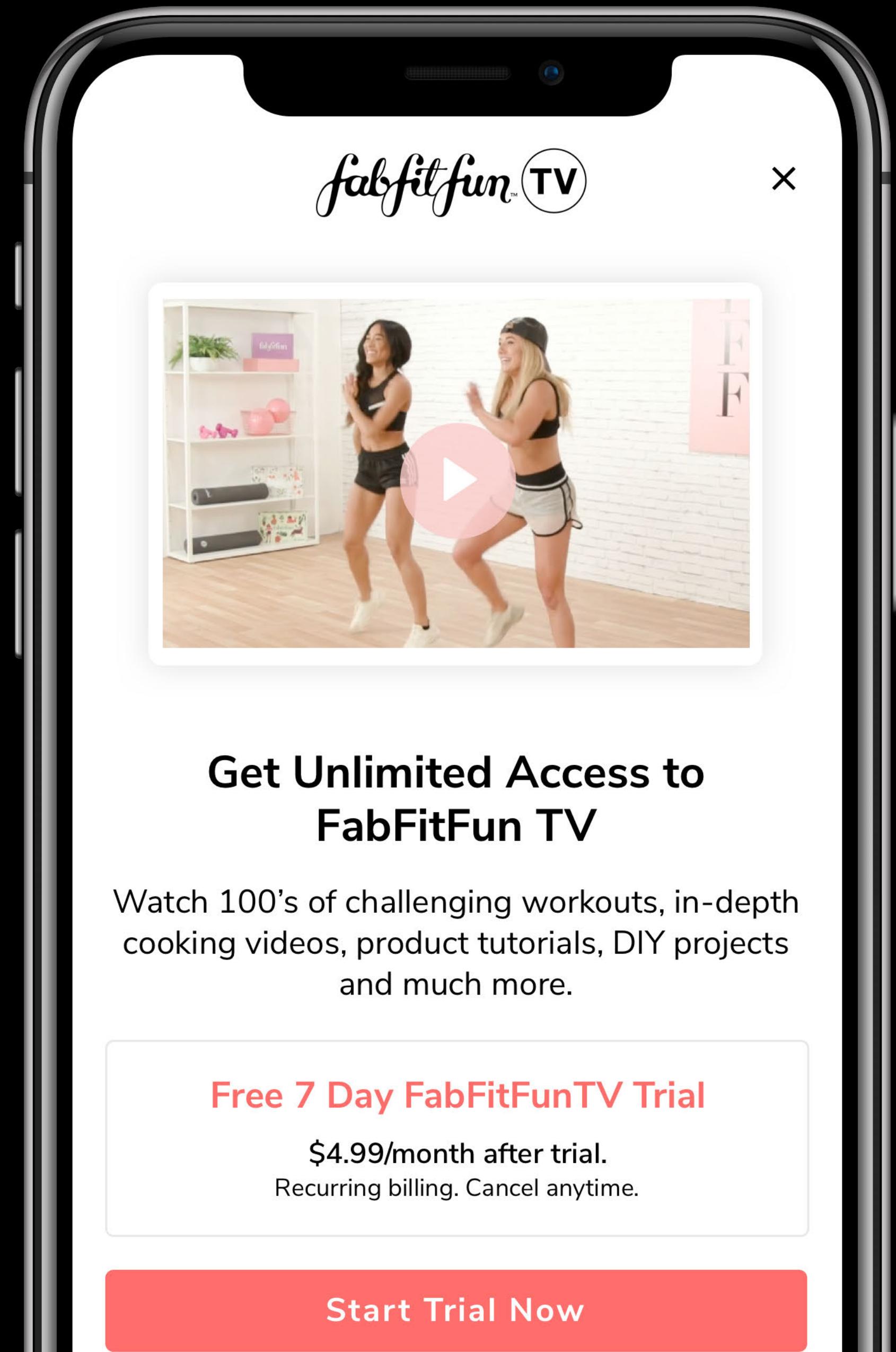
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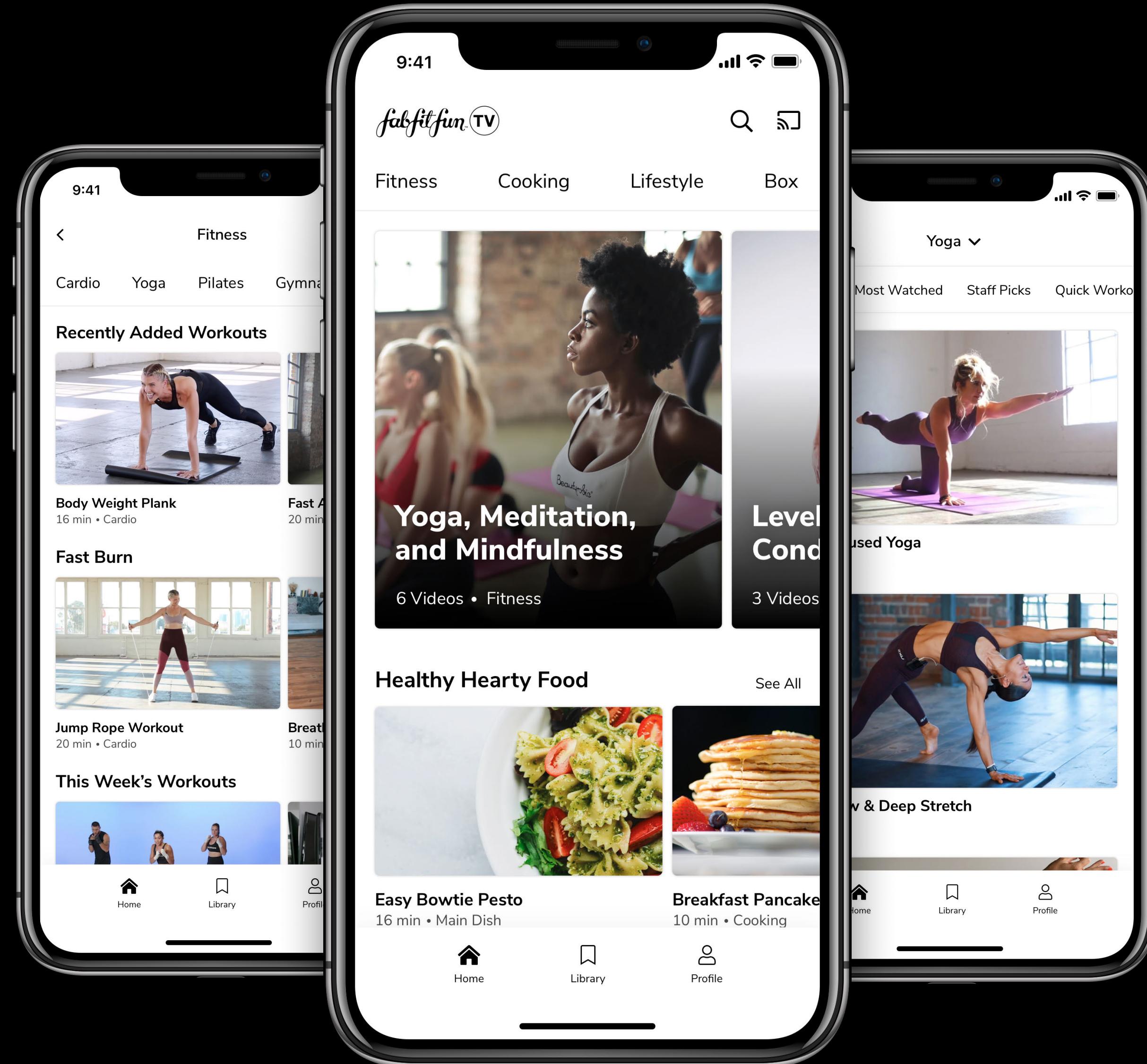


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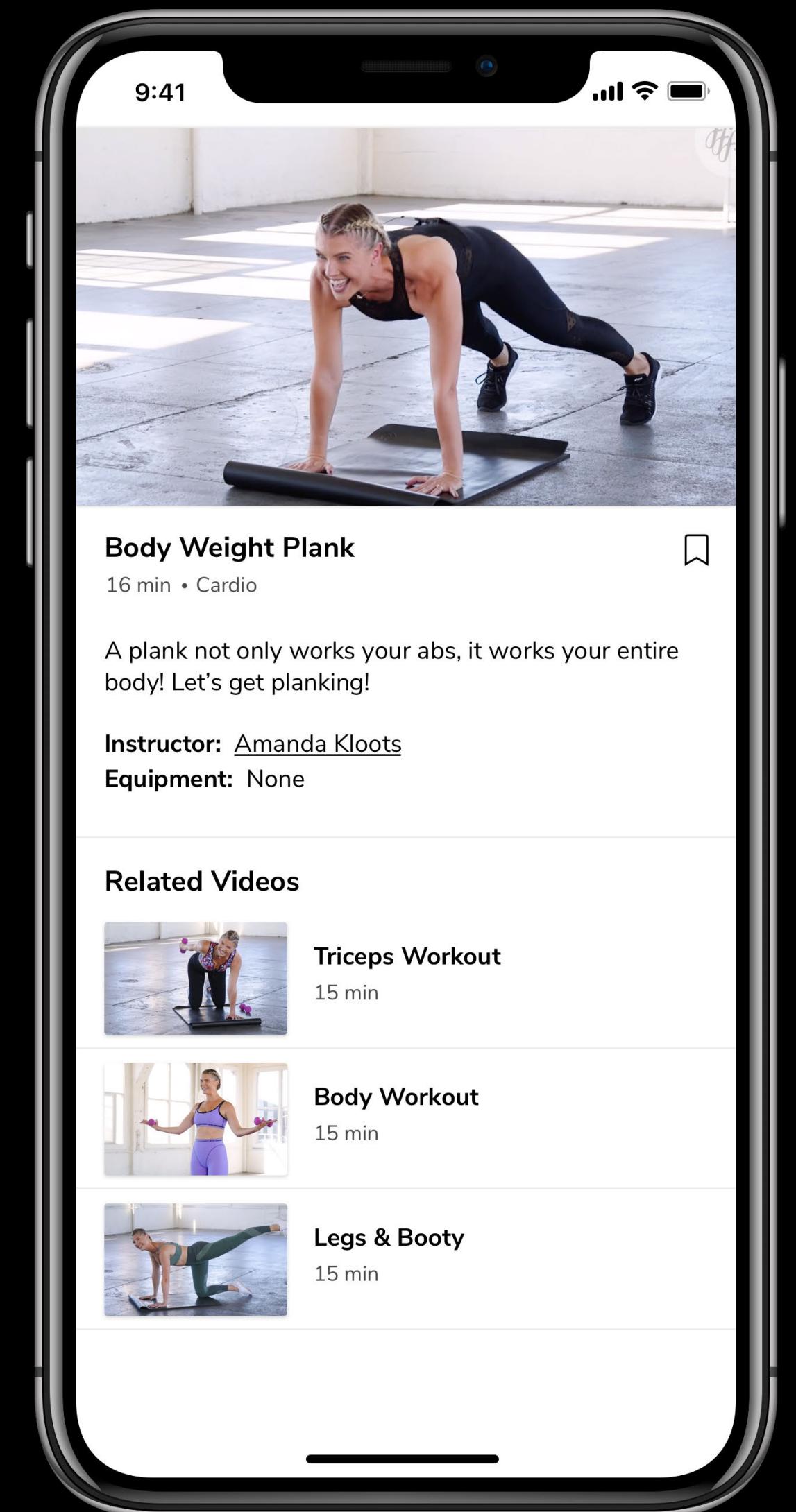
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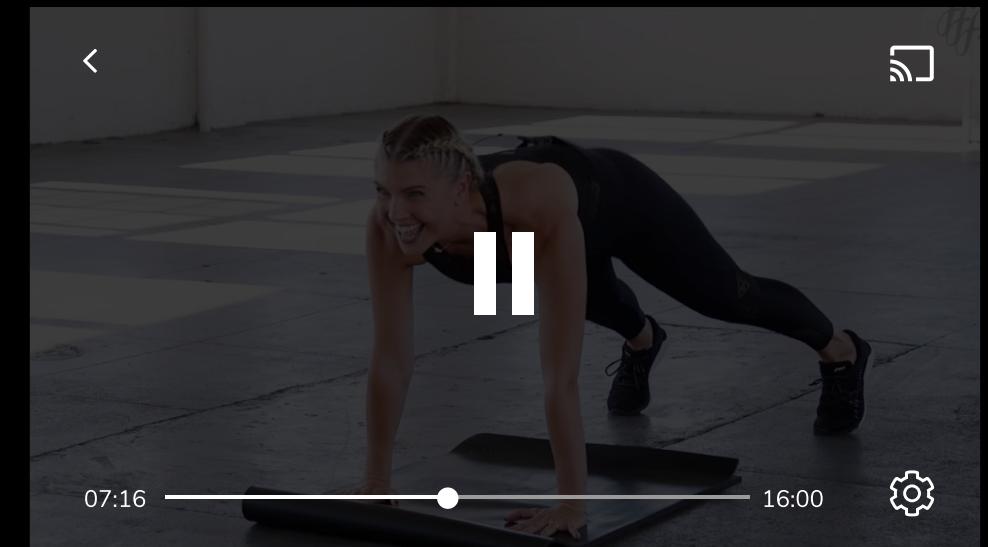
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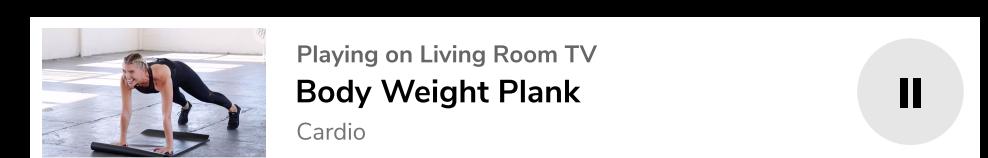
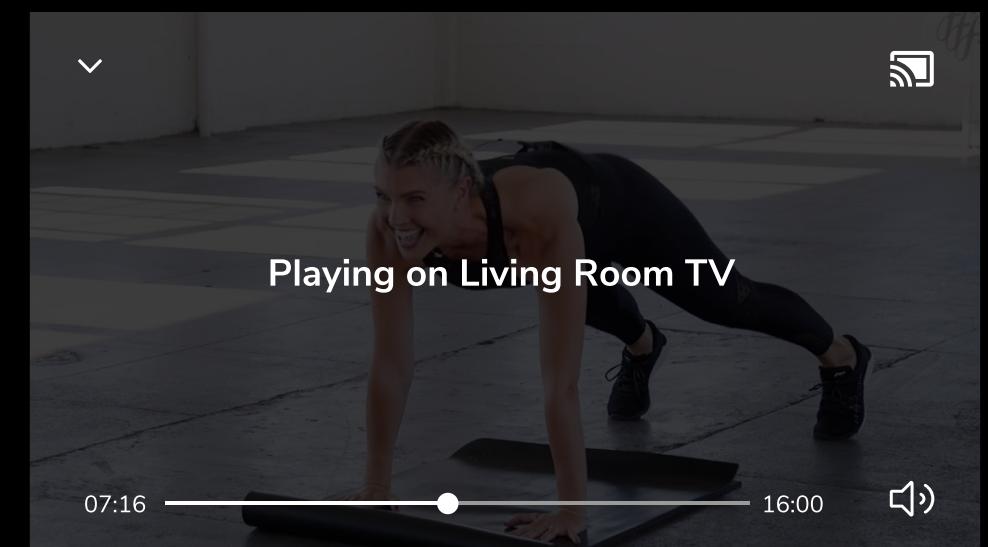
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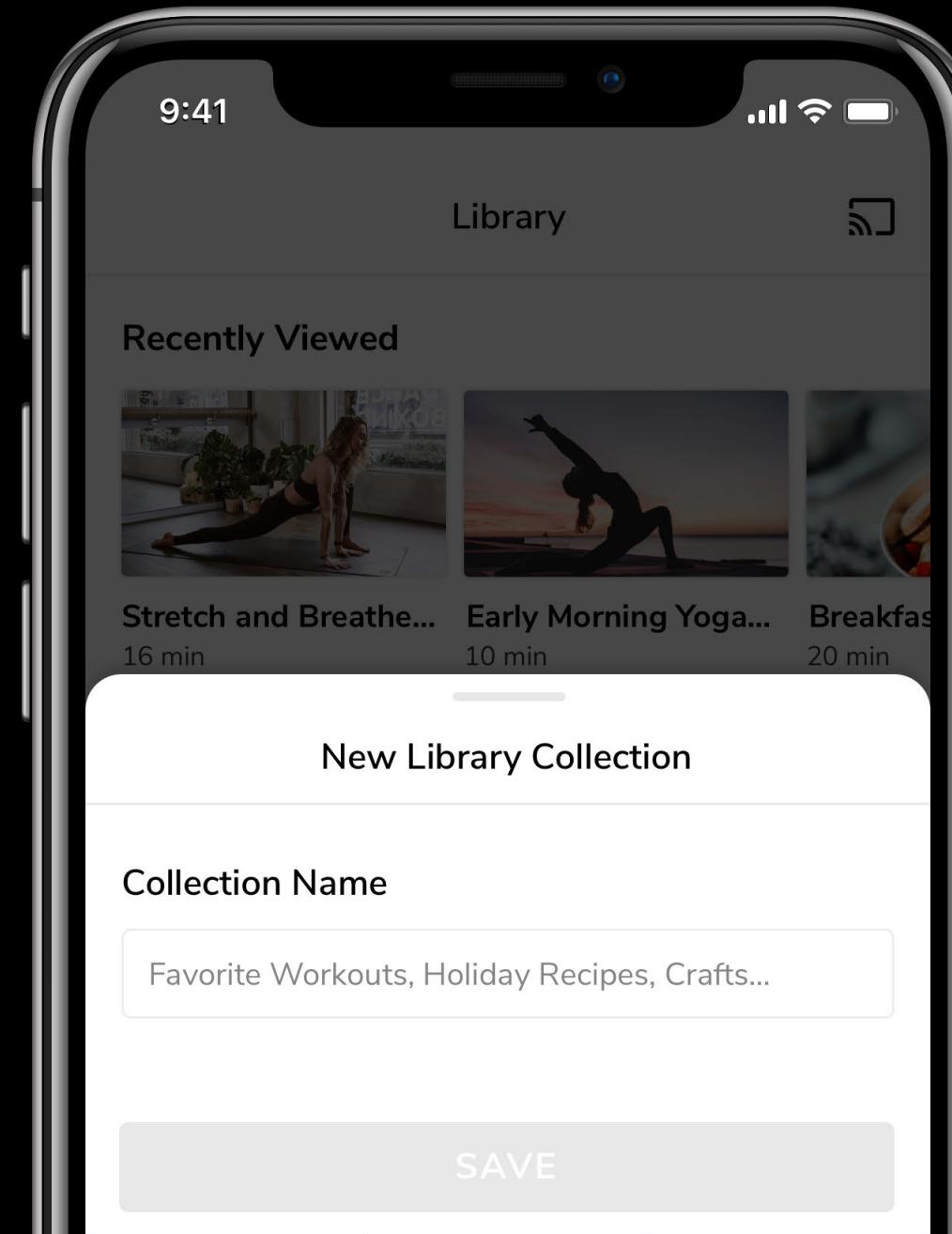
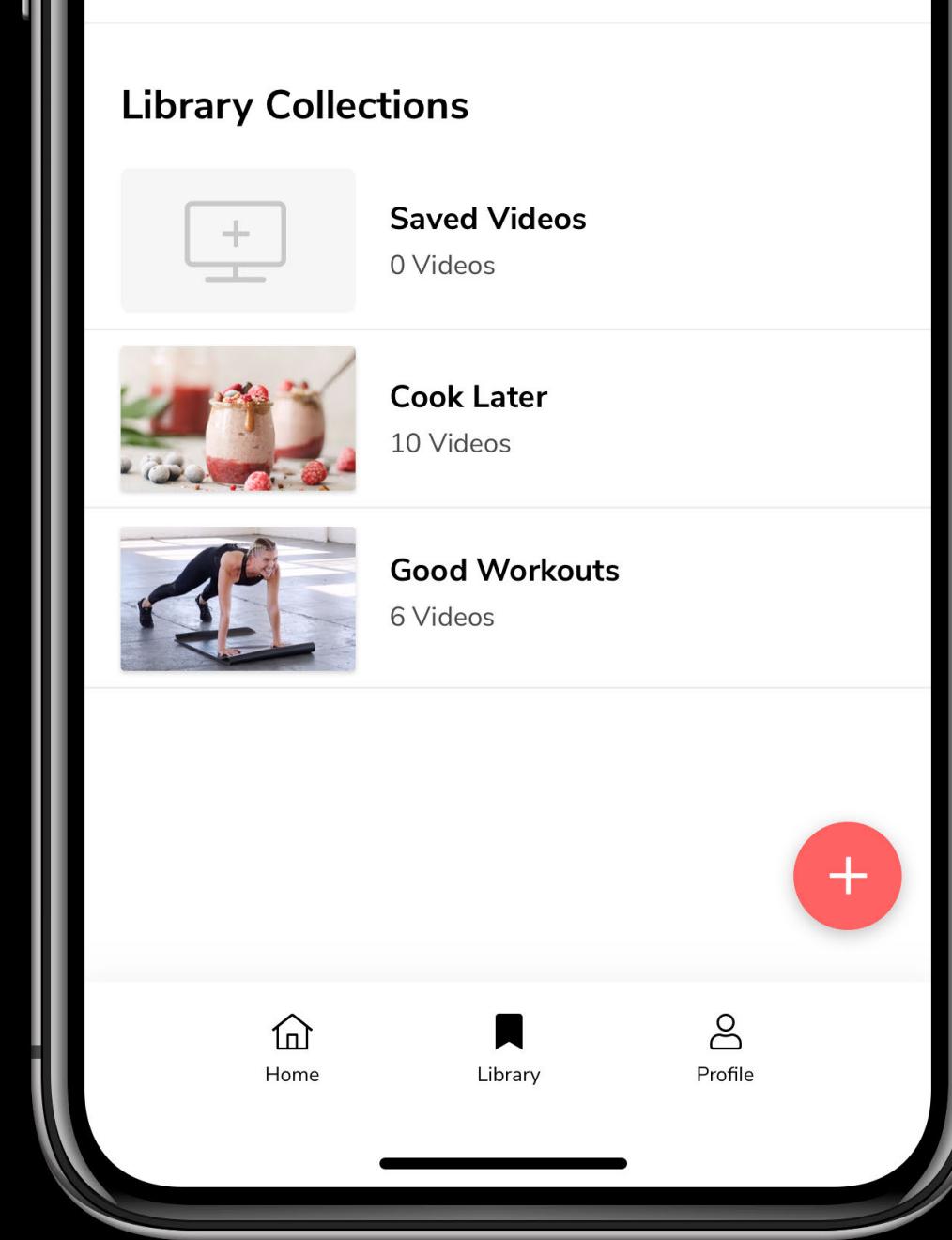
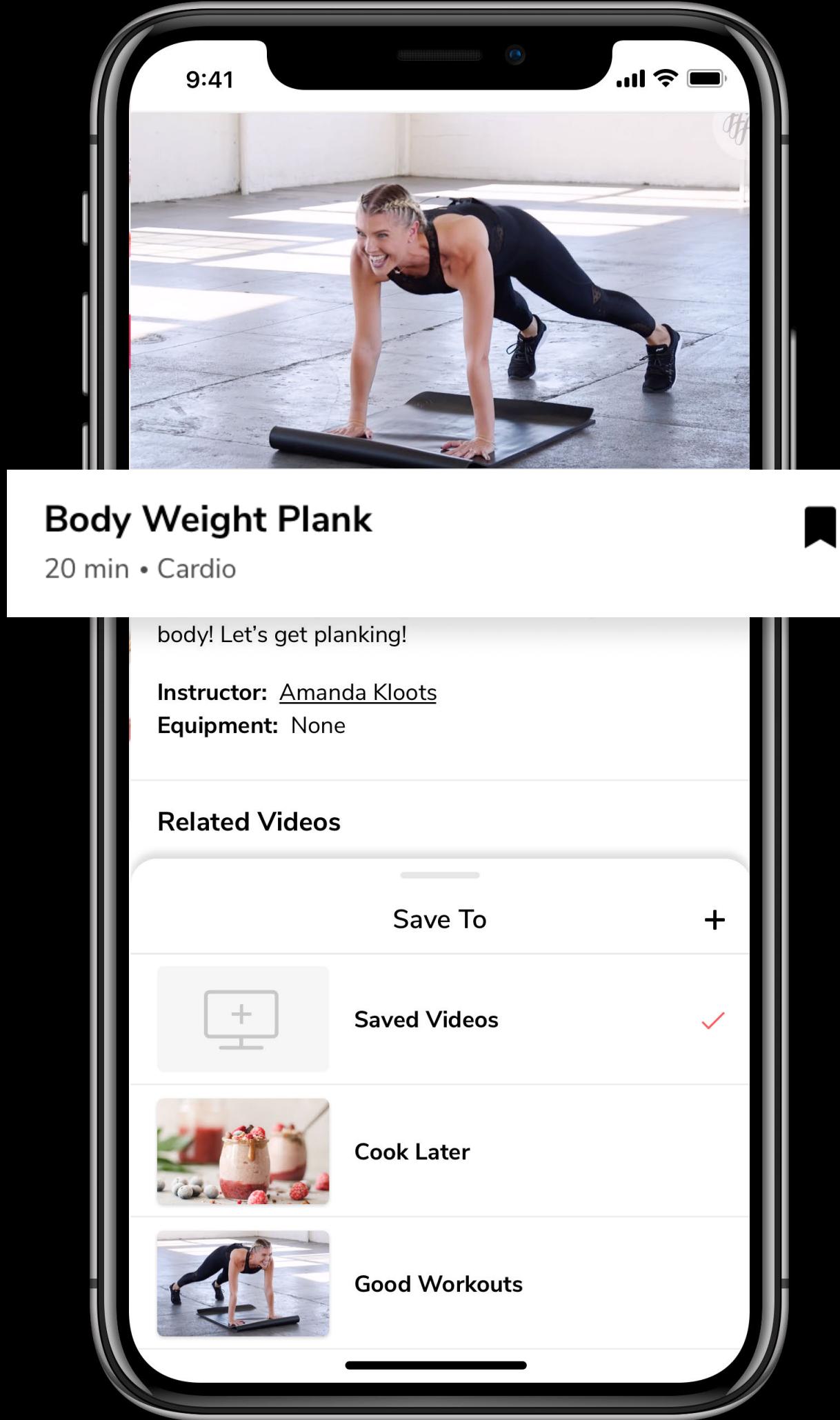


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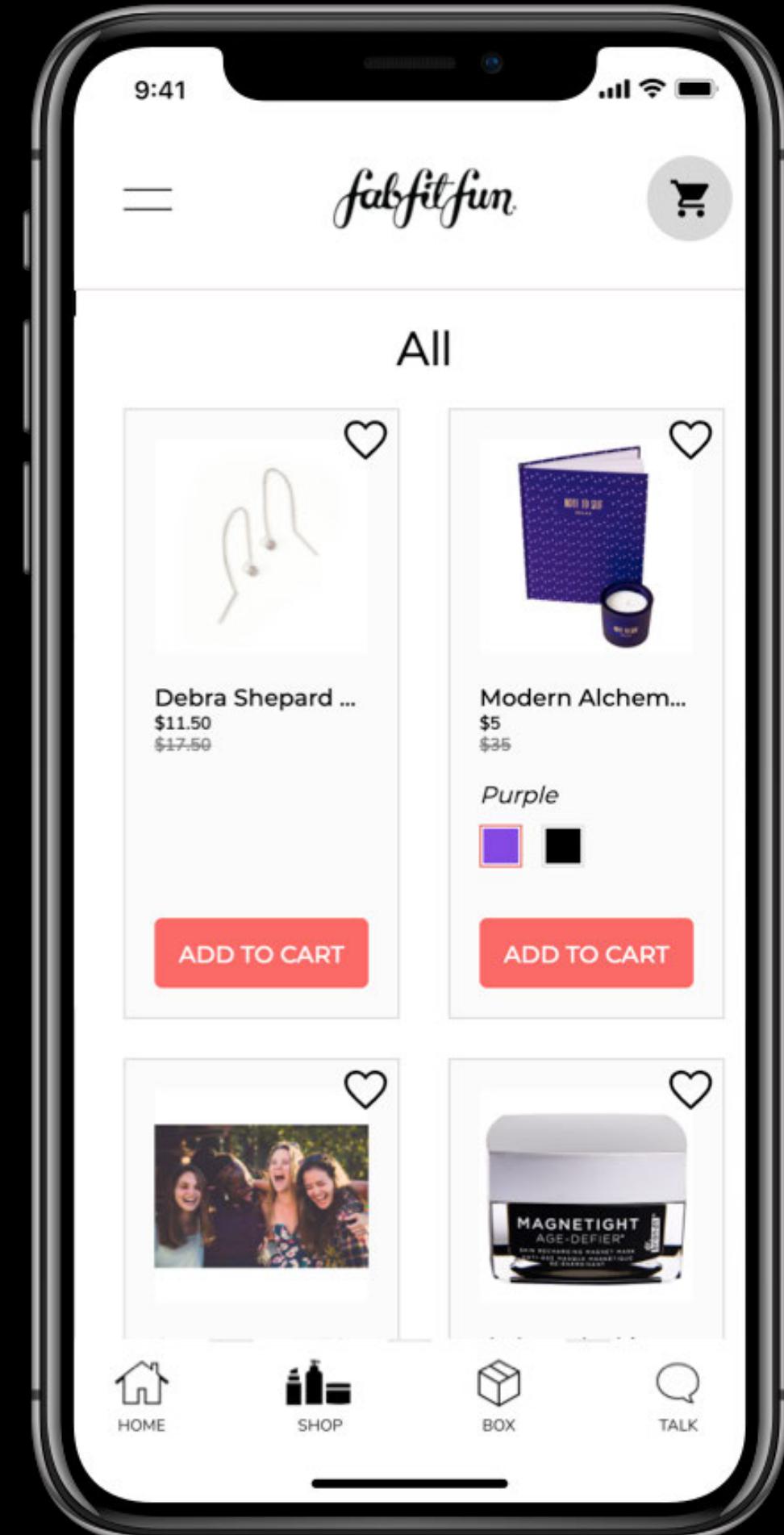
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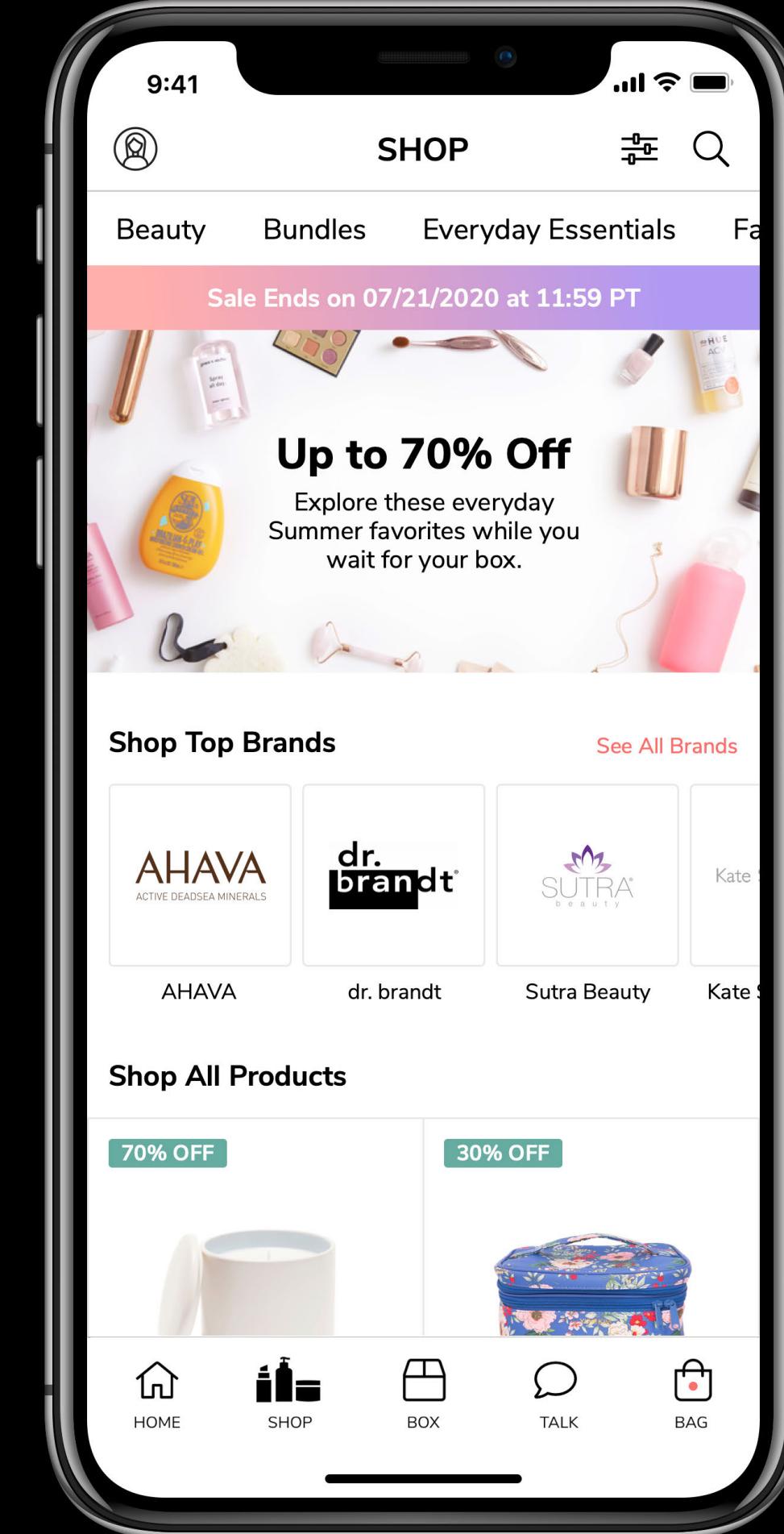
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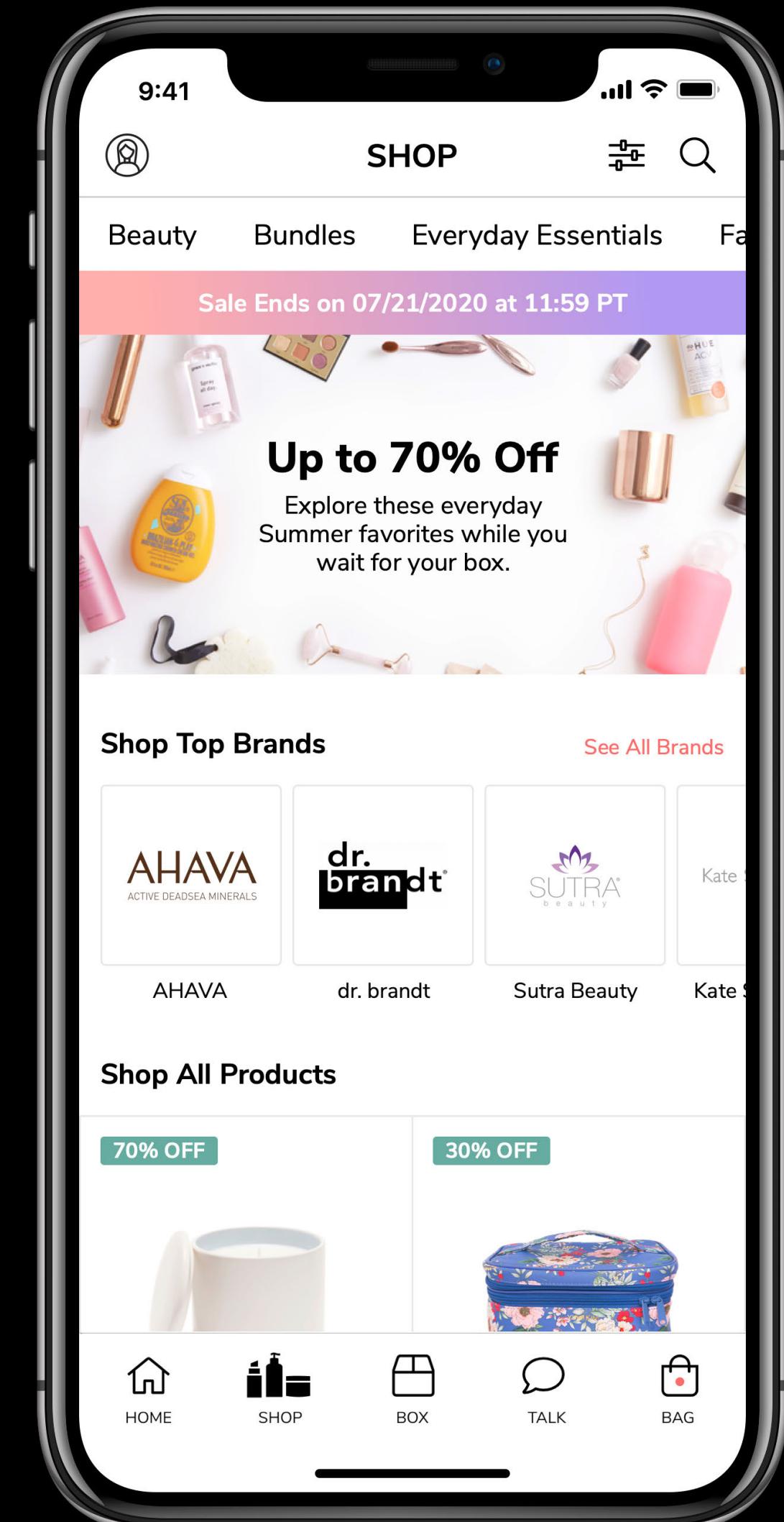
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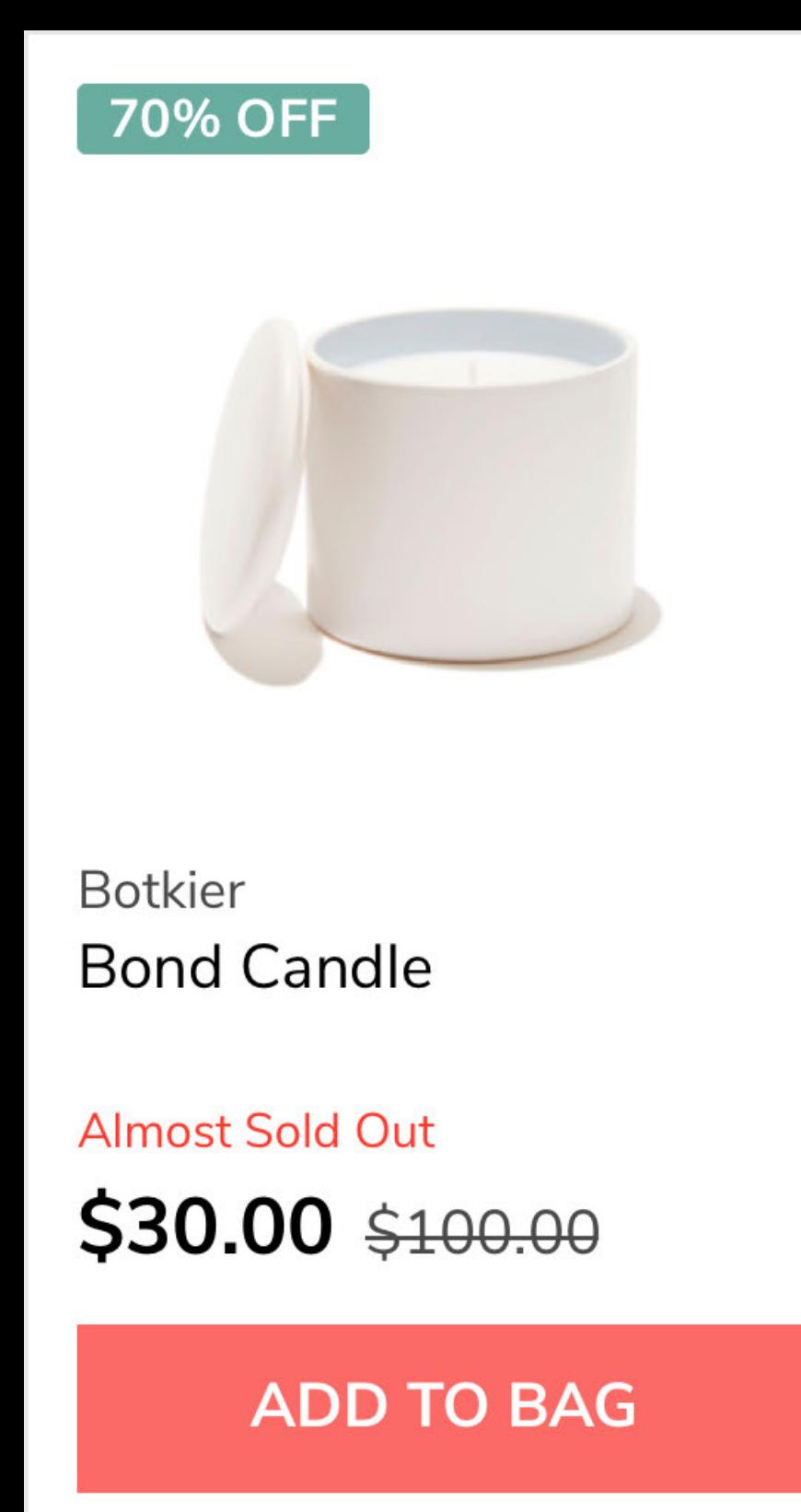
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Brand Name

Product Title

Product Status

Button



70% OFF

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ADD TO BAG

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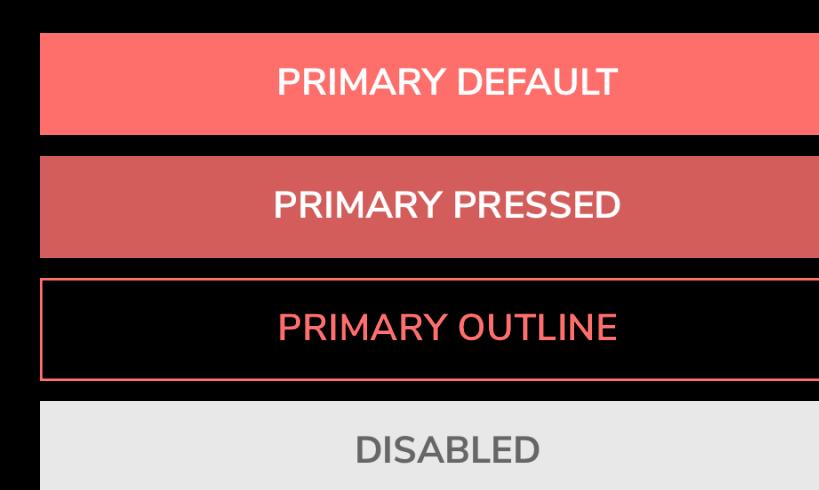
**Brand Logos**



AHAVA  
ACTIVE DEADSEA MINERALS

THE  
BODY  
SHOP™

**Button States**



PRIMARY DEFAULT

PRIMARY PRESSED

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DISABLED

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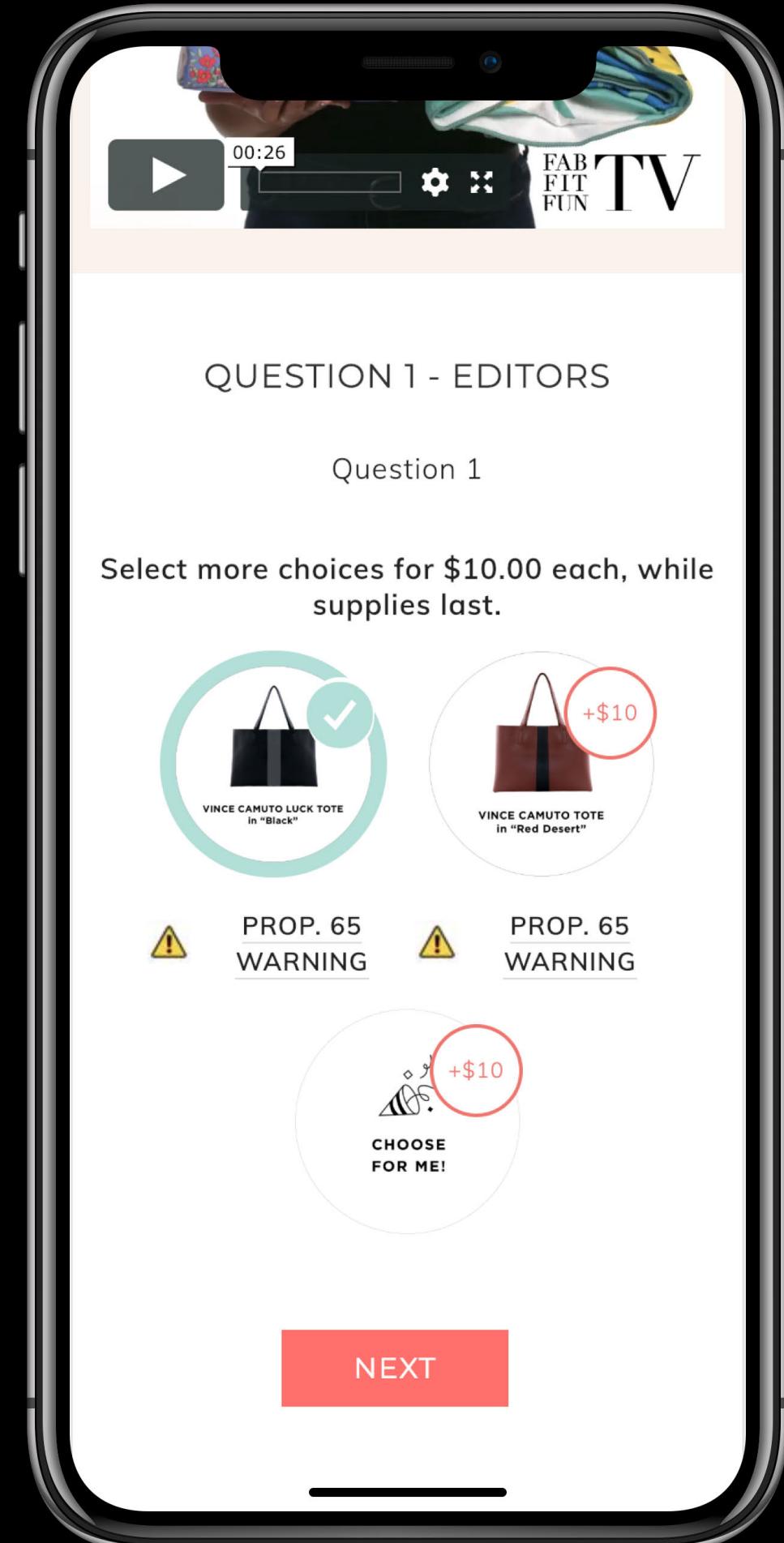
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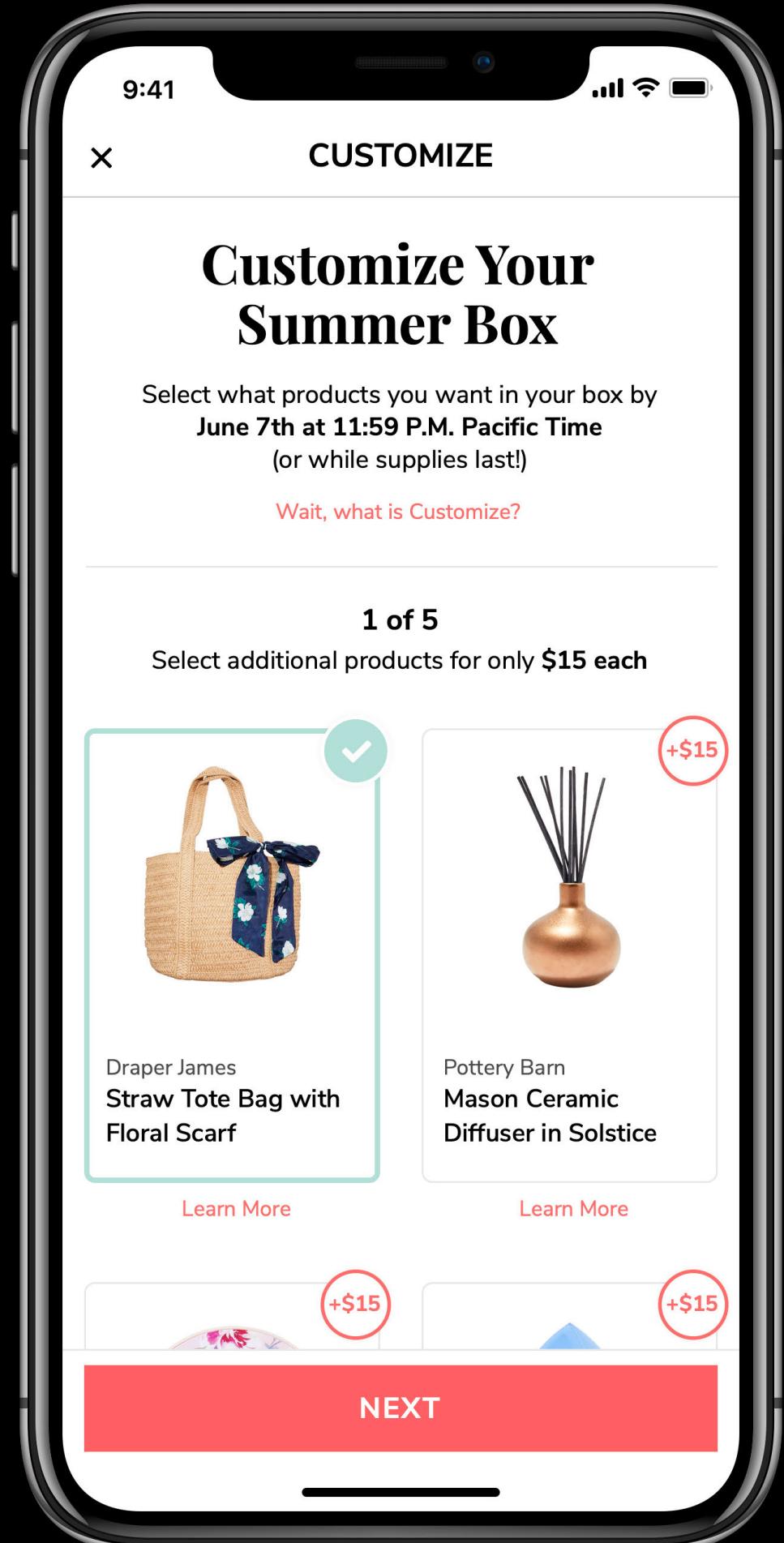
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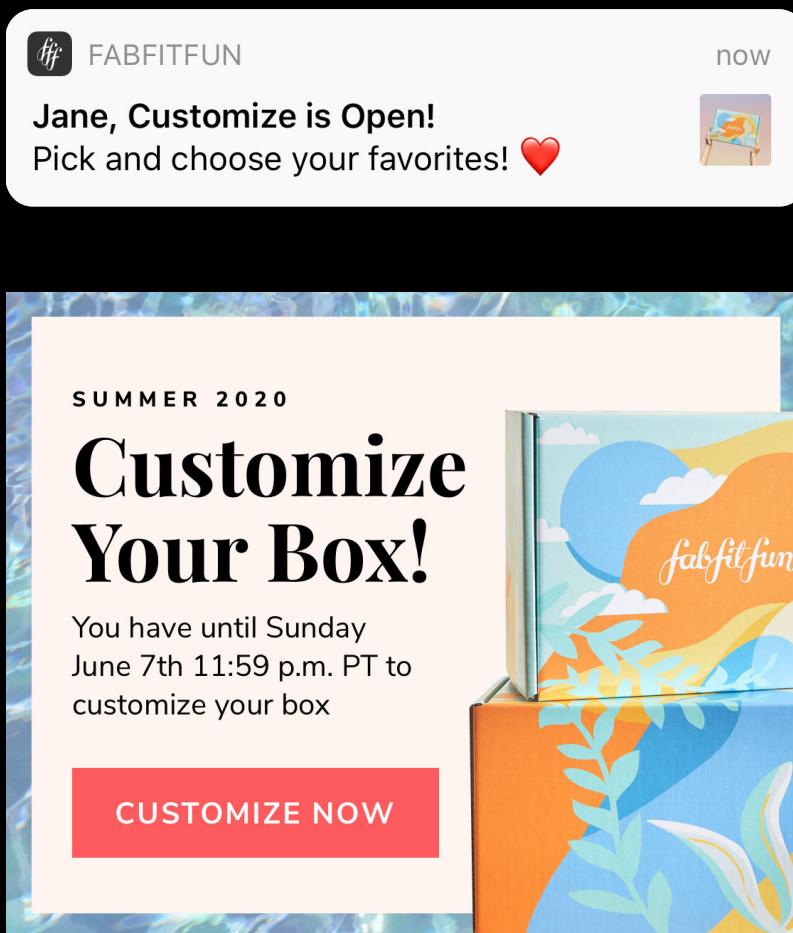
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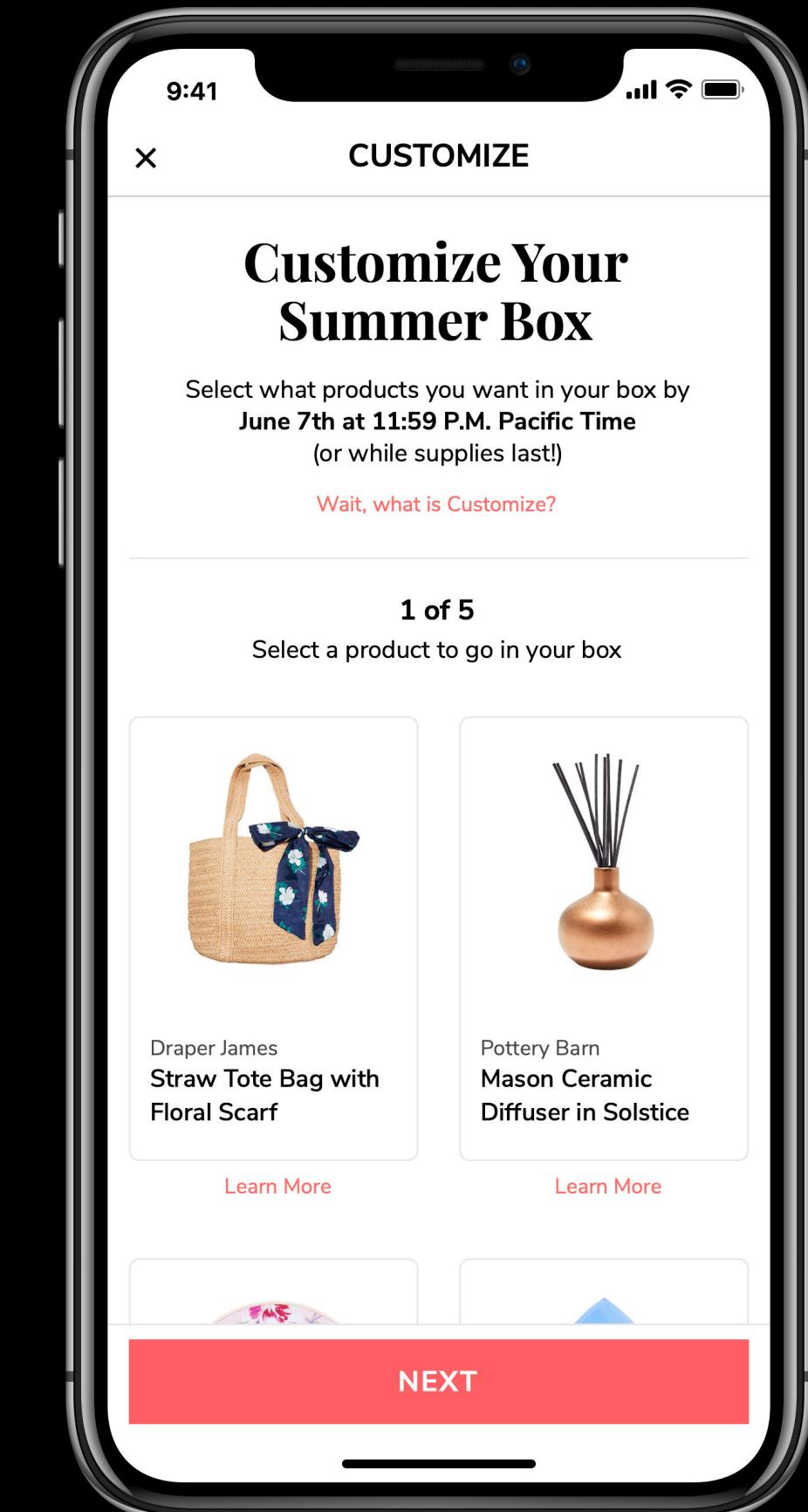
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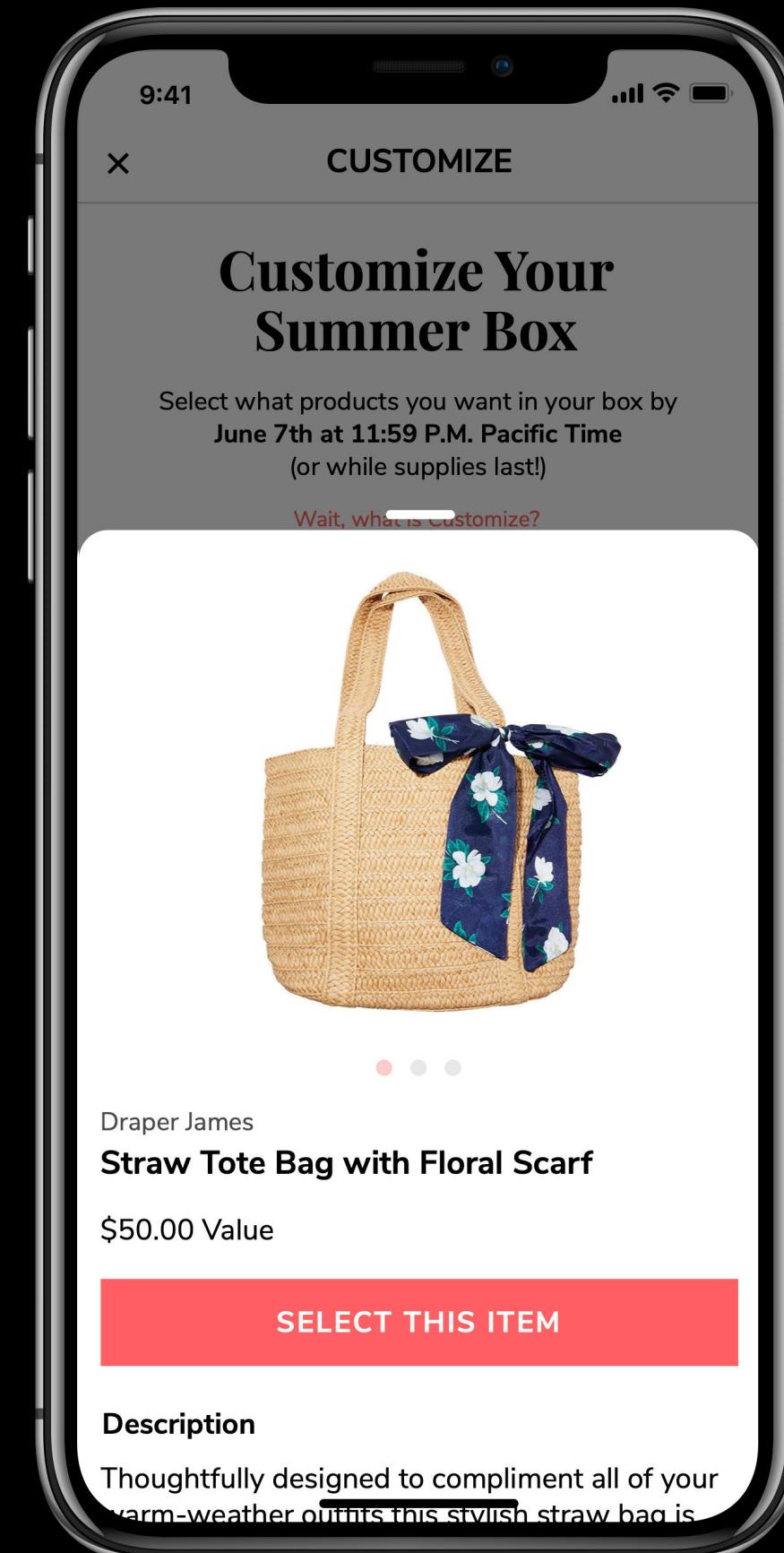
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Members can start to select their favorite products from each Customize slot and have the opportunity to add additional items.



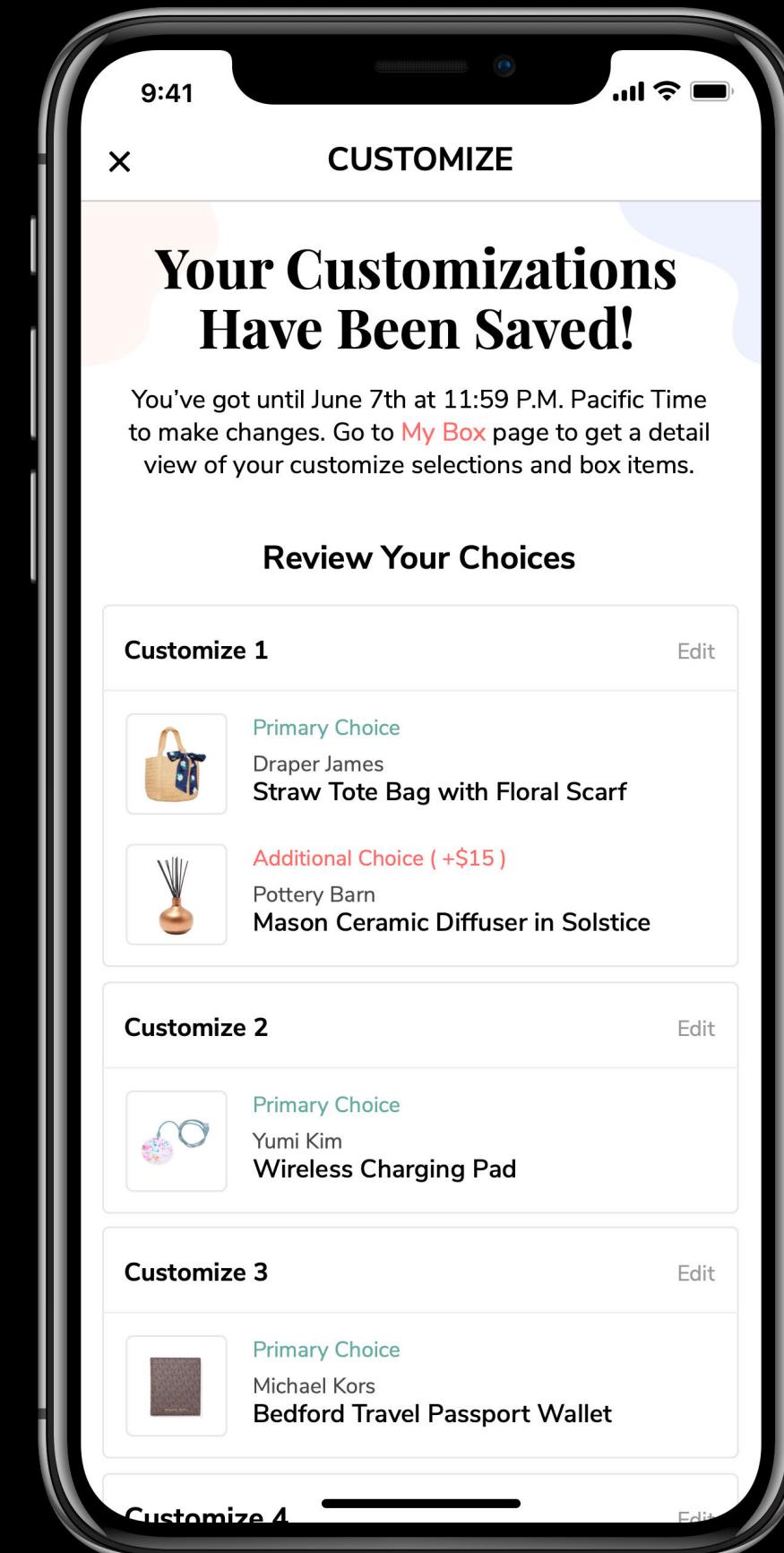
## 3. Customize Product Detail

Members can view more details about each product by tapping on to the 'Learn More' link below each Customize product card.



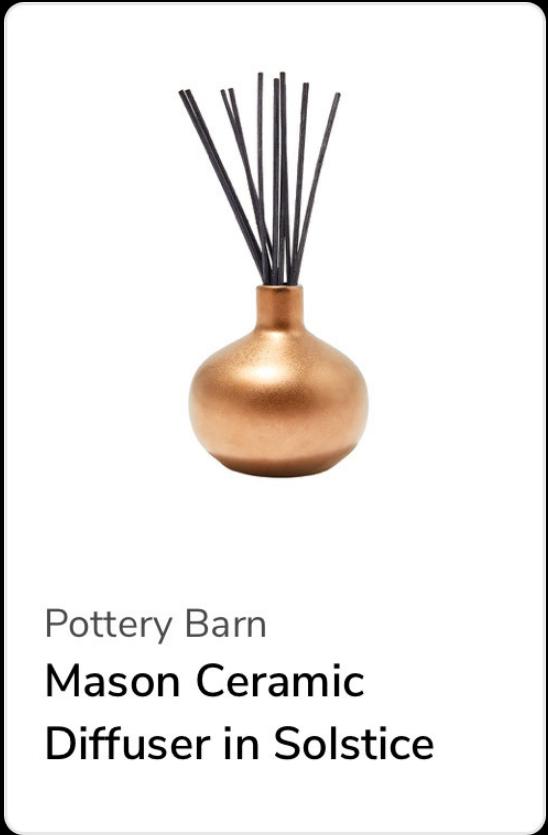
## 4. Customizations Saved

After all selections, members get the opportunity to review products and can decide to make changes if necessary.

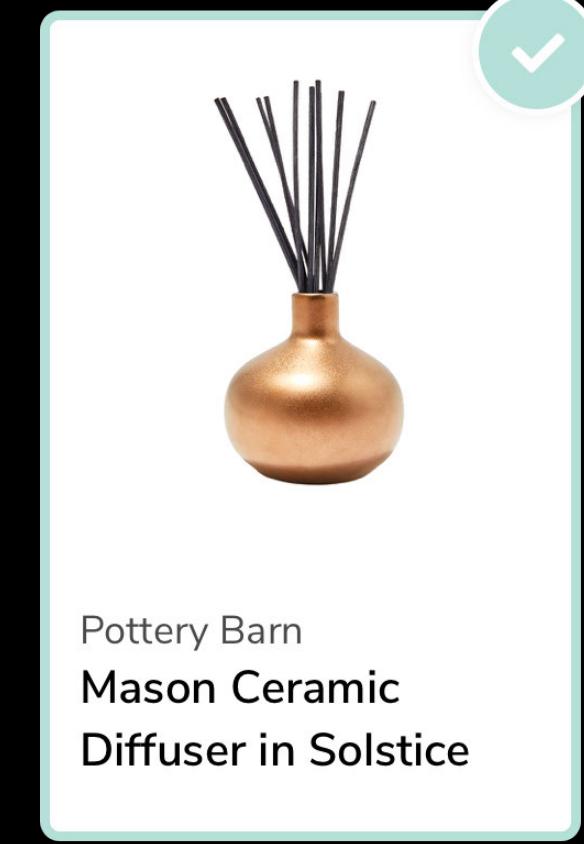


# Customize States and Labels

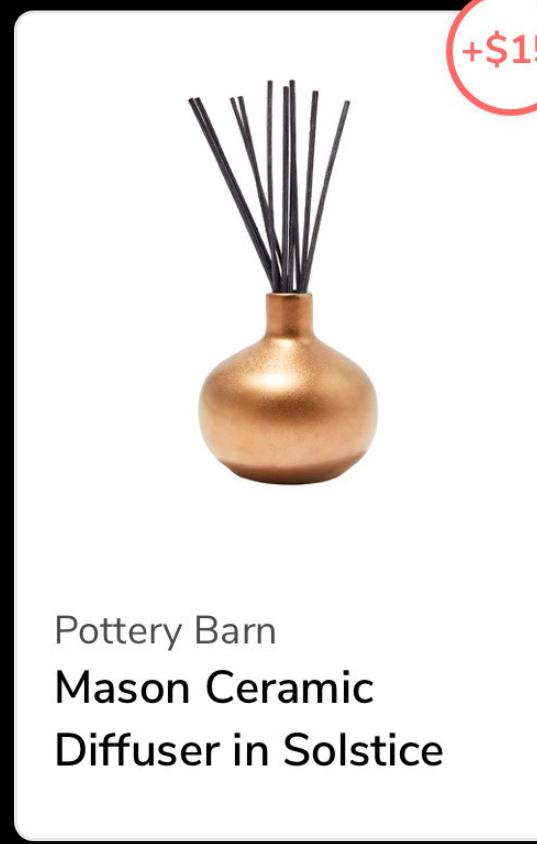
Unselected



Primary Selected



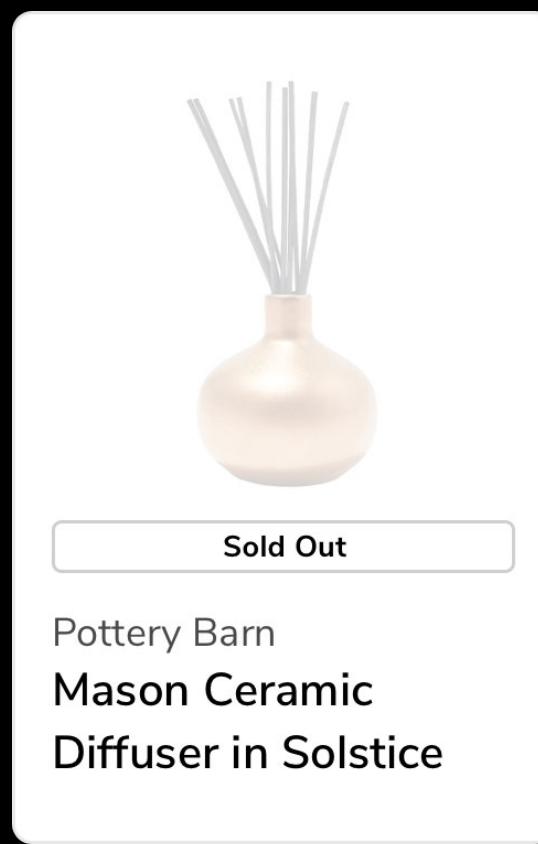
Add Additional Item



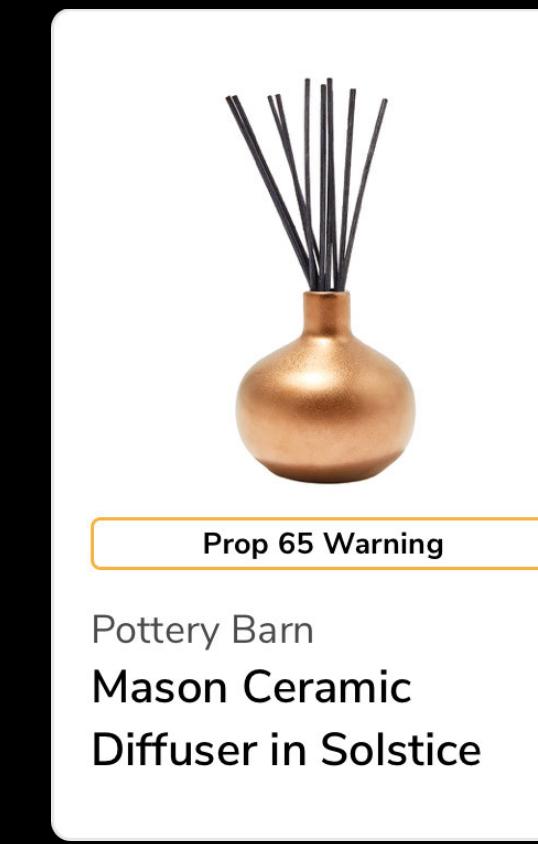
Additional Selected



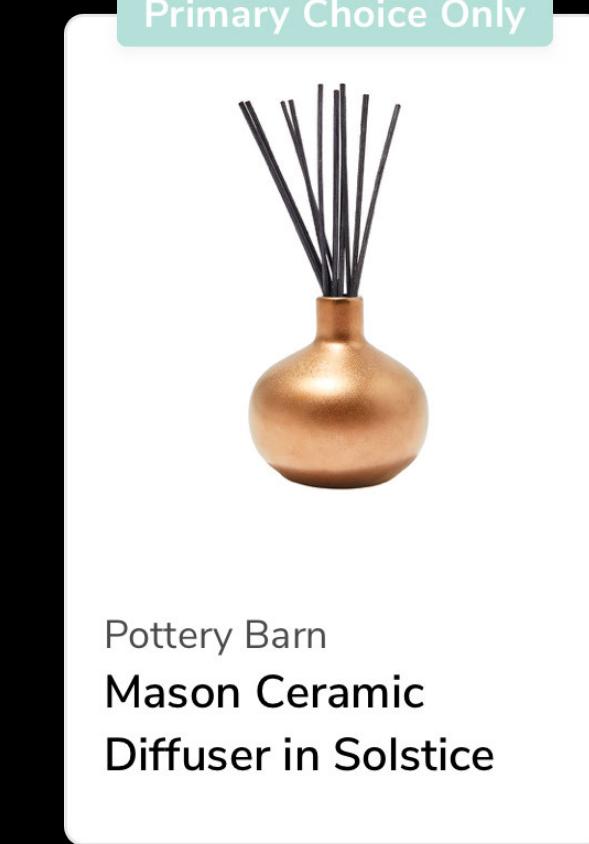
Sold Out



Prop 65



Primary Only



**Thank You**