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UX/UI Designer



UX/UI Design  
Graphic Design  
Motion Graphic

# DESIGN PORTFOLIO

## **UX/UI DESIGN**

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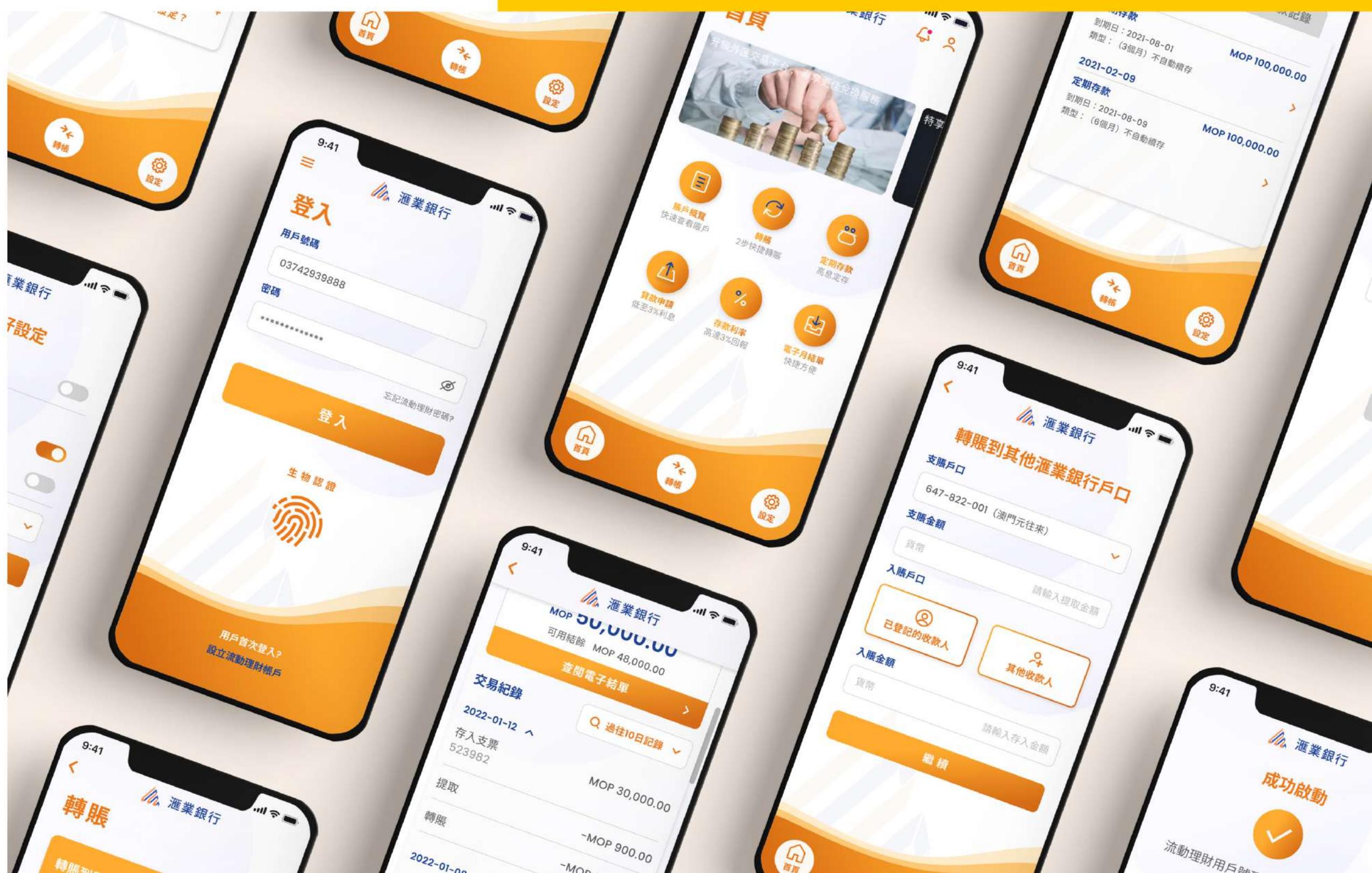
## UX/UI DESIGN - APP DESIGN

# BANKING APP

This project is to create an app for one of the bank in Macau. In this app, it will provide the experience of online banking services to end-users, included checking the amount of different bank accounts, transfer money to own account or other bank account, fixed deposit service and loan service.

In order to protect confidential information of end-users and provide better user experiences, this banking app added some functions, included bio-metric authentication, two-factor authentication and auto logout when expiring a valid period.

For the design, use the brand color of orange and blue can increase brand recognition. By using the wave pattern in the navigation bar can provide a special experience and visual impact to end-users.



# DESIGN PROCESS – WIREFRAME TO UI DESIGN

This wireframe shows the initial state of the transfer process. It includes fields for the source account (647-822-001 (澳門元往來)), amount (MOP 1000.00), and destination account (647-822-001 (港元) Fong Mei Lok). Buttons for '已登記的收款人' (Registered Recipient) and '其他收款人' (Other Recipient) are present. A note at the bottom indicates a currency conversion between HKD and MOP.

The final UI design for the transfer screen. It features a header with the bank logo and title. The form fields are identical to the wireframe. Below the fields are two buttons: '已登記的收款人' and '其他收款人'. A note at the bottom states: '此交易將會進行外幣兌換，請輸入支賬金額或入賬金額，系統會即時計算相對兌換幣值' (This transaction will involve foreign exchange. Please enter the overdraft amount or account amount, and the system will calculate the corresponding exchange rate in real time).

This wireframe shows the loan calculator interface. It requires input for loan amount (MOP 200,000.00), annual interest rate (3.15%), and repayment period (24 months). The result is displayed as '每月還款額: MOP 8,609.52'.

The final UI design for the loan calculator. It follows a similar layout to the transfer screen. The results are prominently displayed: '每月還款額: MOP 8,609.52', '總利息支出: MOP 6,628.44', and '總還款金額: MOP 206,628.44'. A large orange button labeled '立即申請' (Apply Now) is at the bottom.

Transfer money to other bank account

Loan service - Loan calculator

# DESIGN PROCESS – CONDUCT A/B TESTING

Objective: Encourage user to enable biometrics authentication after registration

50% visitors see variation A

**38%**

Conversion



VS



50% visitors see variation B

**21%**

Conversion

Conclusion: More users enable biometrics authentication after registration while interacting in variation A, thus variation A will be adapted.

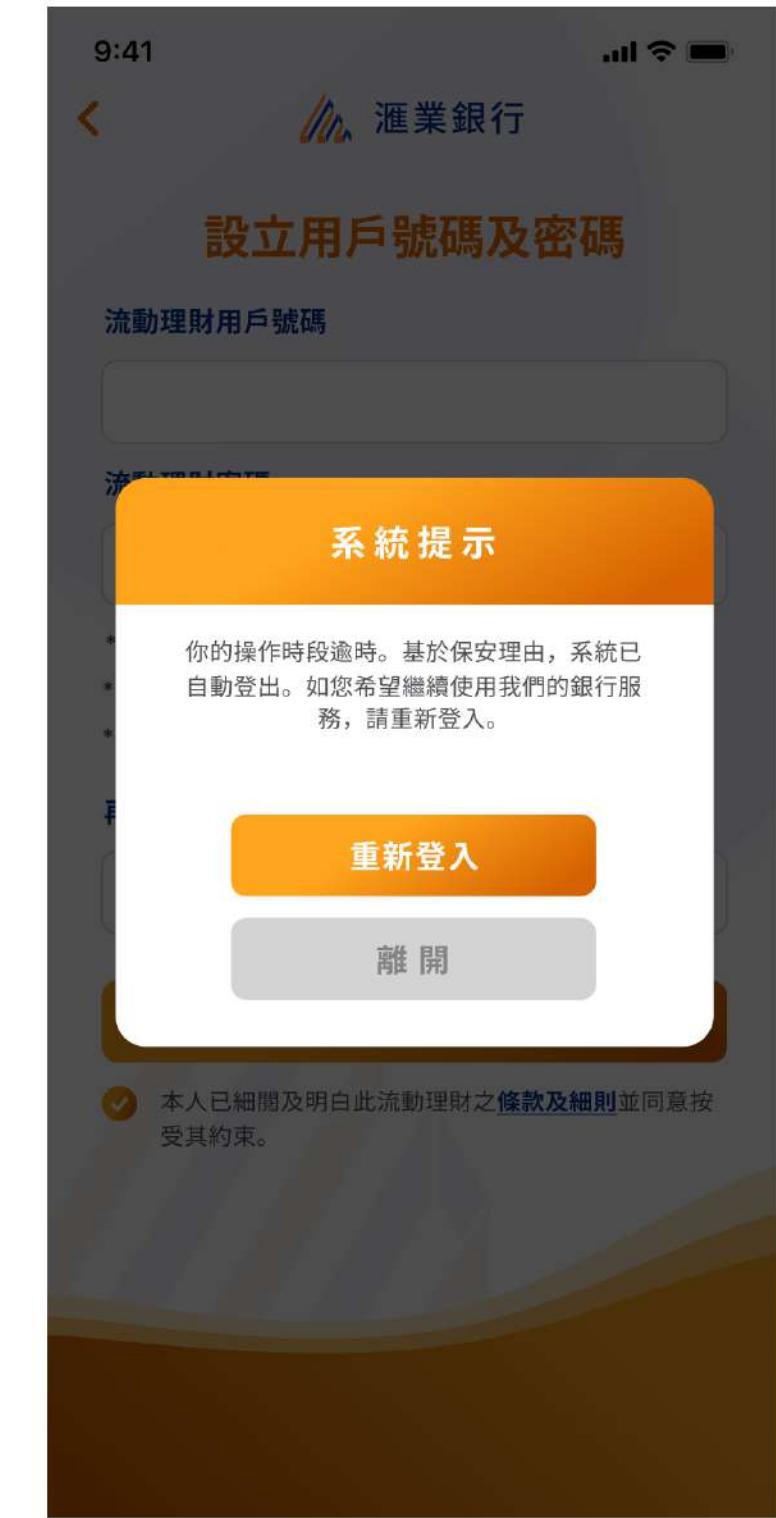
# DESIGN PROCESS – CATER WHOLE USER FLOW (ERROR MESSAGE / IDLE STATE ETC.)



Success page



Error message



Session timeout

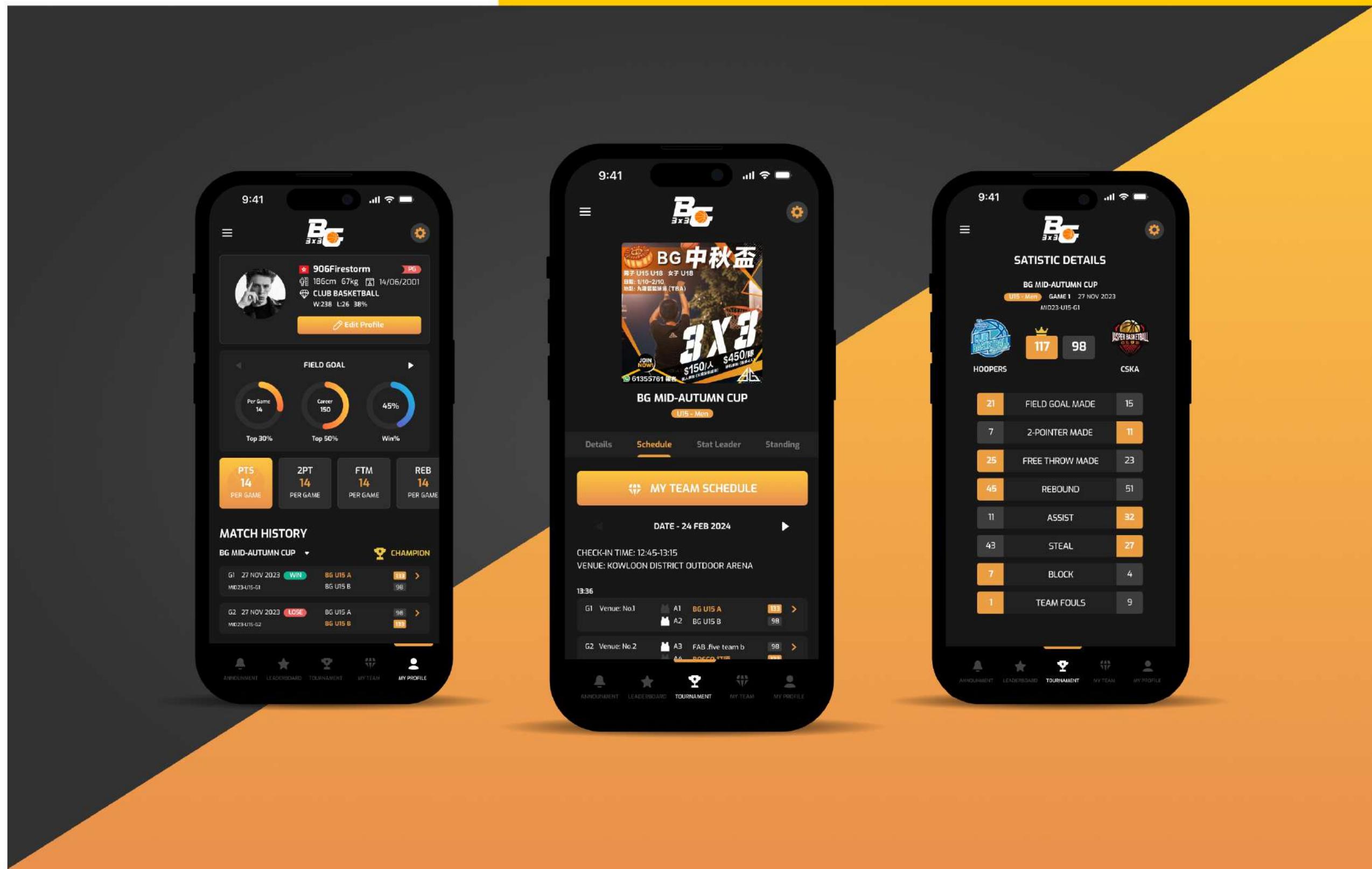
## UX/UI DESIGN - APP DESIGN

# SPORT APP

This app is designed for basketball team and enthusiasts and who want to stay connected and engaged in their favorite tournaments.

By replacing the traditional payment method, users can easily sign up for upcoming tournaments online by few clicks. With a user-friendly interface, players can quickly view tournament schedules, keeping them informed about match times and locations. Additionally, the app offers a comprehensive review of personal and team statistics, empowering users to analyze their performance and strategize for future games.

To enhance focus and create a professional look, the design will use a dark theme with sharp orange accents for navigation. This combination improves visual clarity and provides intuitive guidance for users.

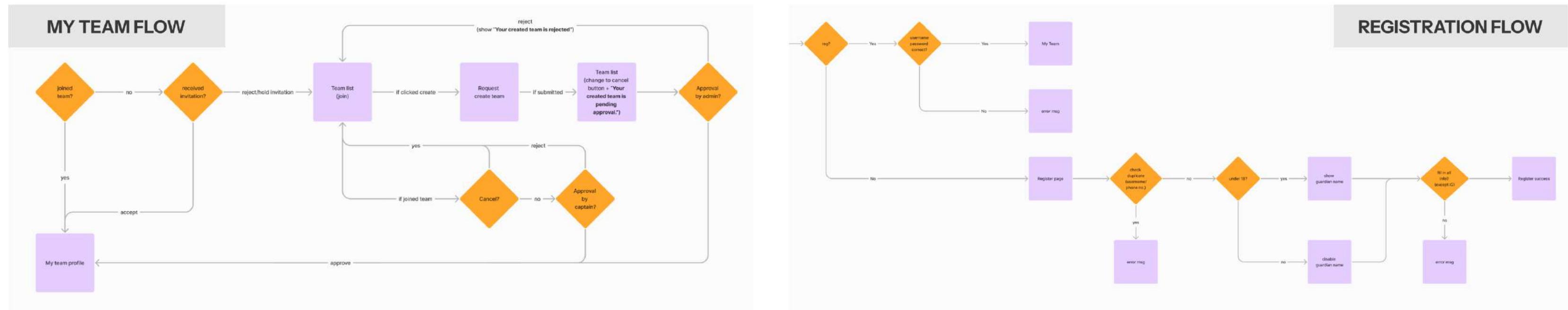
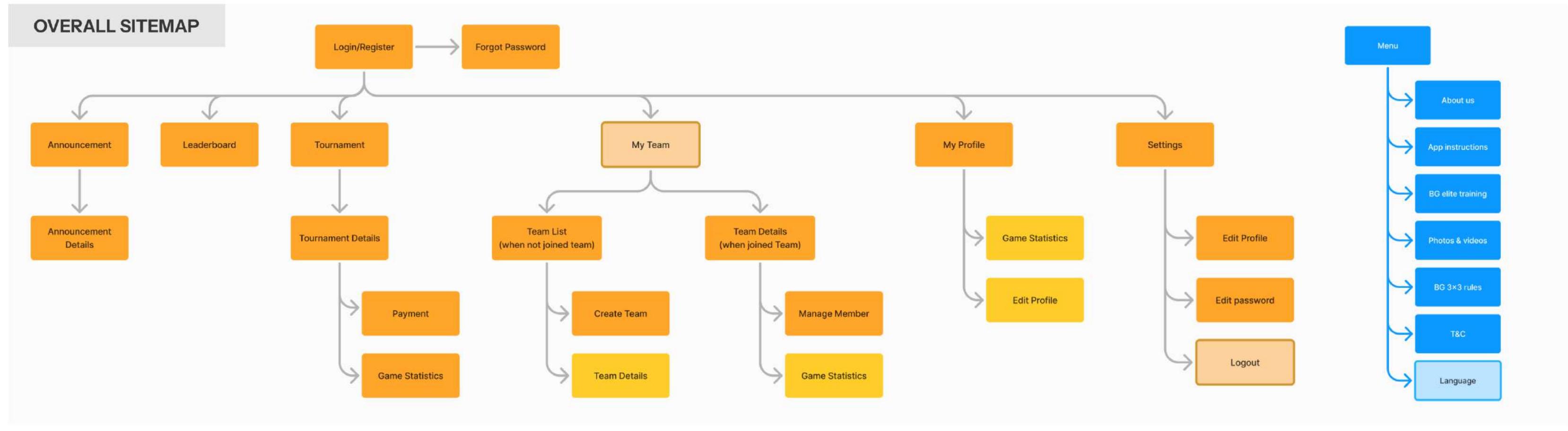


# DESIGN PROCESS – USER JOURNEY MAP

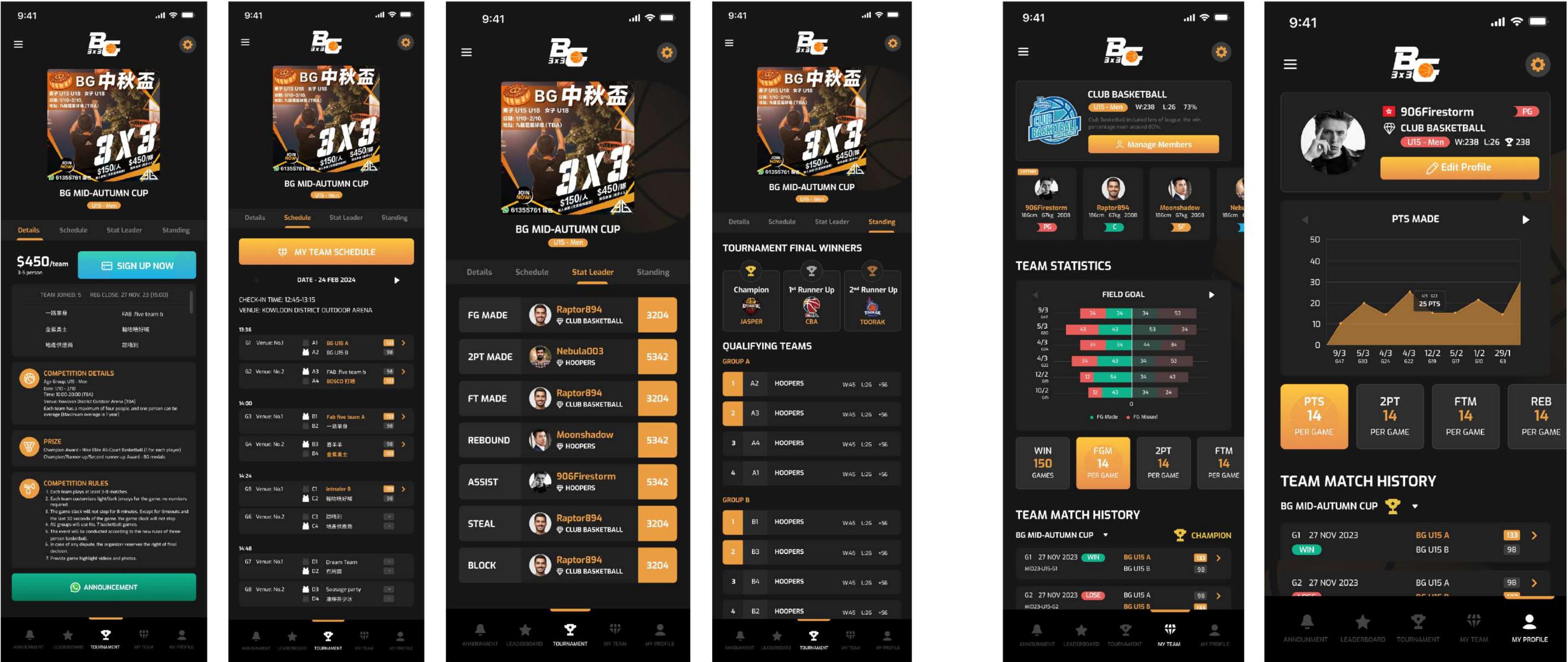
Scenario: A basketball player join a paid tournament with 2 other teammates

STAGES	Awareness >	Consideration >	Select >	Service >	Loyalty
STEPS	Want to join a tournament	Need to view tournament details	Join tournament and pay tournament fee	Enjoy the tournament	View tournament results
THINKING	<ul style="list-style-type: none"> <li>What tournament is available to join now?</li> </ul>	<ul style="list-style-type: none"> <li>When does the tournament start?</li> <li>Where does the tournament hold?</li> <li>How long does the tournament last?</li> <li>How much does the tournament cost?</li> </ul>	<ul style="list-style-type: none"> <li>How to gather a team?</li> <li>How to pay?</li> <li>Is there a discount?</li> </ul>	<ul style="list-style-type: none"> <li>How can I get tournament information?</li> <li>Any notification before tournament start?</li> </ul>	<ul style="list-style-type: none"> <li>Is there any tournament result/statistic?</li> </ul>
DOING	<ul style="list-style-type: none"> <li>Start browsing different tournament</li> </ul>	<ul style="list-style-type: none"> <li>View the tournament details to know more</li> </ul>	<ul style="list-style-type: none"> <li>Form team</li> <li>Make decision</li> <li>Pay for the tournament</li> </ul>	<ul style="list-style-type: none"> <li>Receive notification before tournament</li> <li>Enjoy the tournament</li> </ul>	<ul style="list-style-type: none"> <li>View tournament results</li> <li>Join another tournament</li> </ul>
PAIN POINTS	<ul style="list-style-type: none"> <li>Doesn't know what to choose</li> </ul>	<ul style="list-style-type: none"> <li>Information overload</li> </ul>	<ul style="list-style-type: none"> <li>Can't pay online</li> <li>Payment process is unclear</li> <li>Don't know how to find teammates</li> </ul>	<ul style="list-style-type: none"> <li>No single notification channel</li> </ul>	<ul style="list-style-type: none"> <li>Can't store results/ statistic in one place</li> </ul>
OPPORTUNITIES	<ul style="list-style-type: none"> <li>Gather all tournament in list view</li> </ul>	<ul style="list-style-type: none"> <li>Classify different information into different categories</li> </ul>	<ul style="list-style-type: none"> <li>Integrate online payment method</li> <li>Team forming system</li> </ul>	<ul style="list-style-type: none"> <li>Provide schedule table</li> <li>Set up single notification channel</li> </ul>	<ul style="list-style-type: none"> <li>Allow to review the past match and results</li> <li>Calculate personal/team statistic for future match</li> </ul>

# DESIGN PROCESS – SITEMAP & USERFLOW



# DESIGN PROCESS - UI DESIGN



Tournament details pages

Personal & team statistic page

## UX/UI DESIGN - APP DESIGN

# KIDS BANKING APP

This app is designed for one of the counters at KidZania centers where allowing children to role play adult jobs and earn currency.

Upon logging in with their card number and secure password, kids can access their personal bank account information. The app features an intuitive interface that allows kids to easily check their current account balance. By reviewing the e-statement, kids can also track their recent transactions, gaining visibility into the money they have earned or spent through various activities.

For the design direction, as crossover with HSBC's branding, the overall color scheme will reflect HSBC's signature tones to enhance brand recognition. The layout will be also inspired by the HSBC banking app to create a familiar user experience.



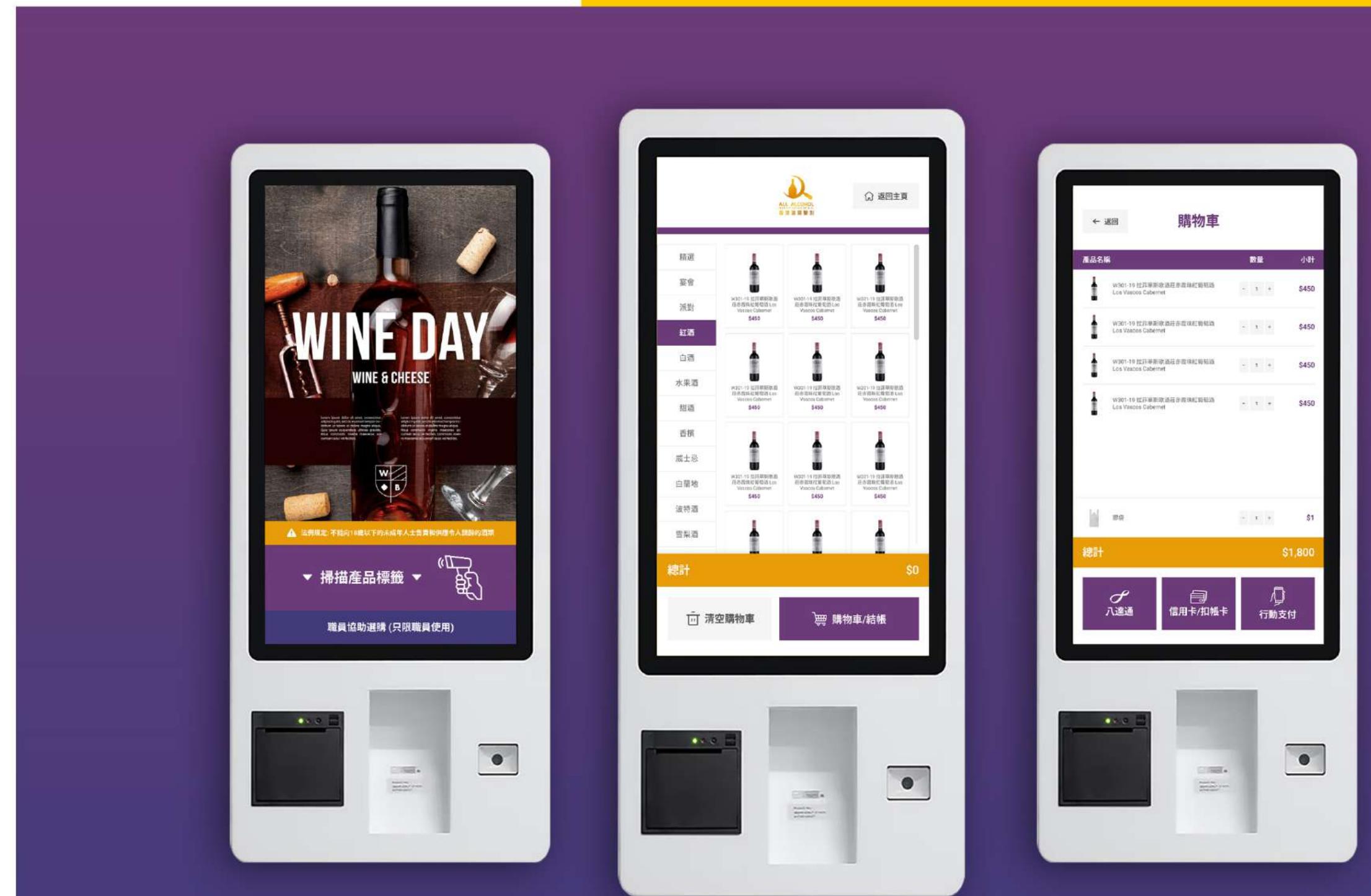


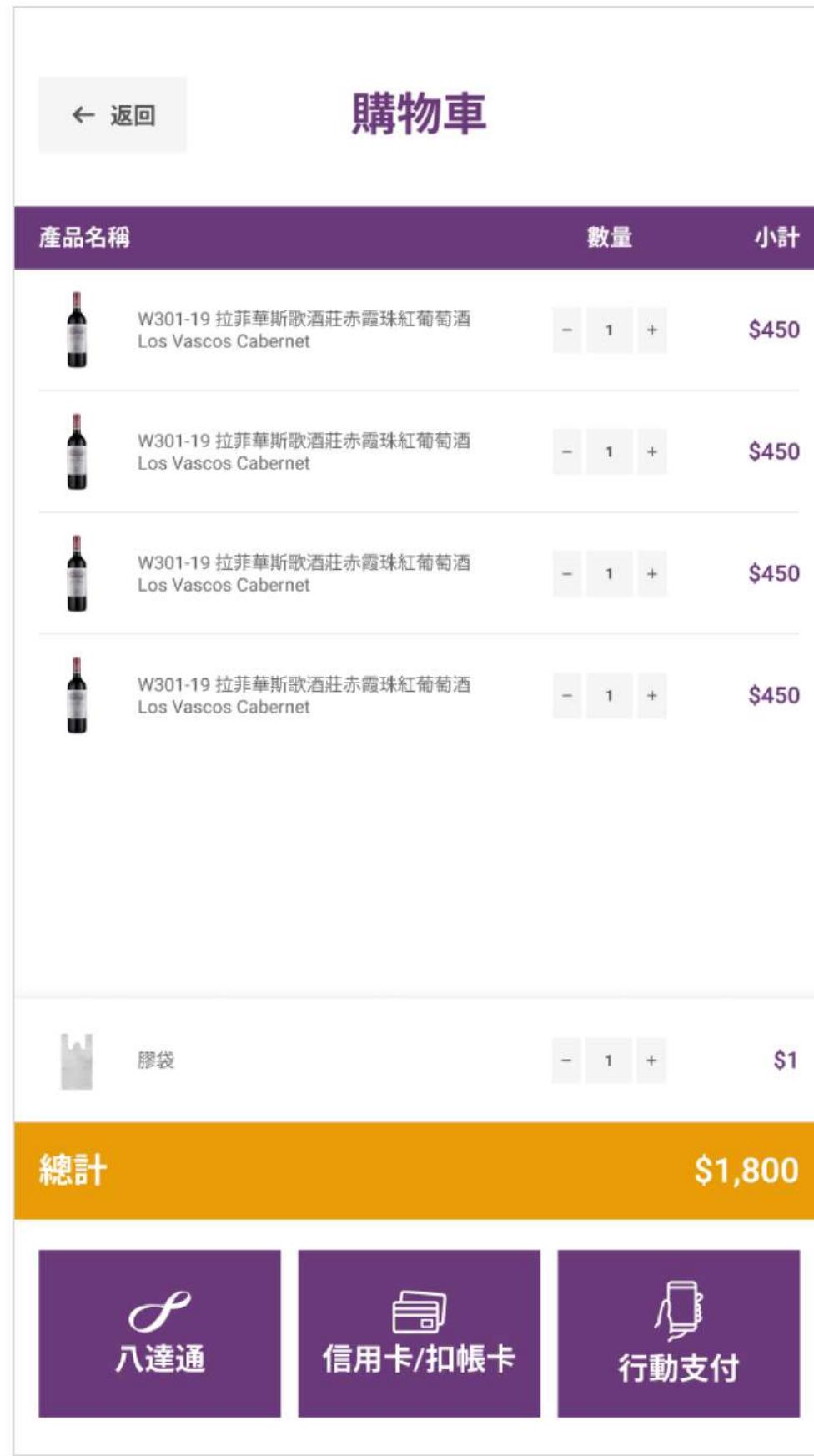
# ORDERING/CHECKOUT SYSTEM

This ordering system is specifically designed for a wine shop looking to undergo digital transformation.

With this system, customers can effortlessly scan products, allowing for instant access to detailed information and pricing. The system features a virtual shopping cart, where customers can add products, review their selections, and make any necessary changes before proceeding to checkout. The ordering system offers a variety of payment options to suit different user needs, included Octopus card, credit card and mobile payment such as WeChat Pay.

For the design direction, the primary color tone is purple, complemented by sharp orange accents to highlight key components. This combination aims to enhance the overall user experience by creating a visually appealing and engaging interface.





Cart page



Payment instruction & loading page



Payment success & failure page

Idle page

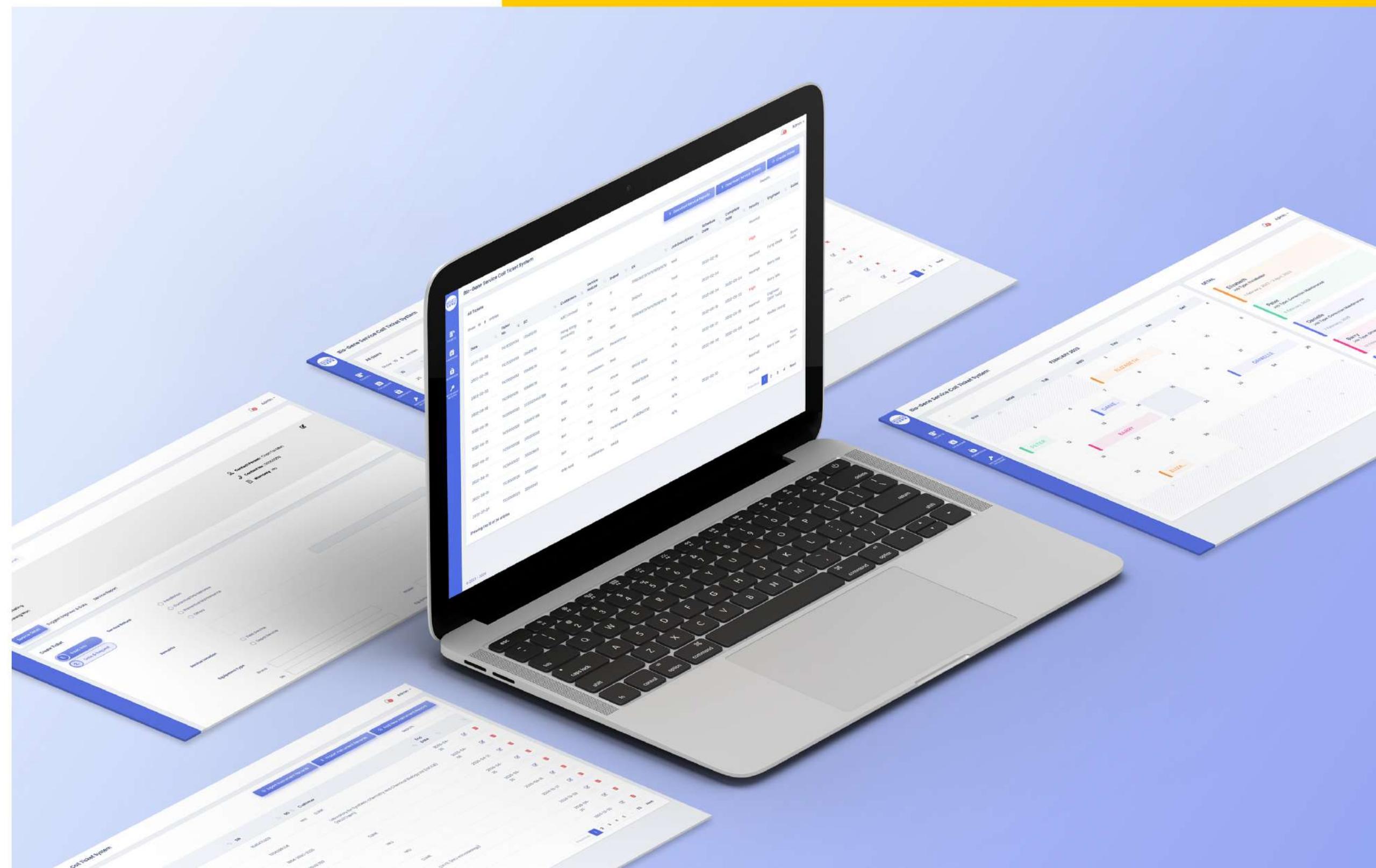
## UX/UI DESIGN - SYSTEM DESIGN

# SERVICE TICKET SYSTEM

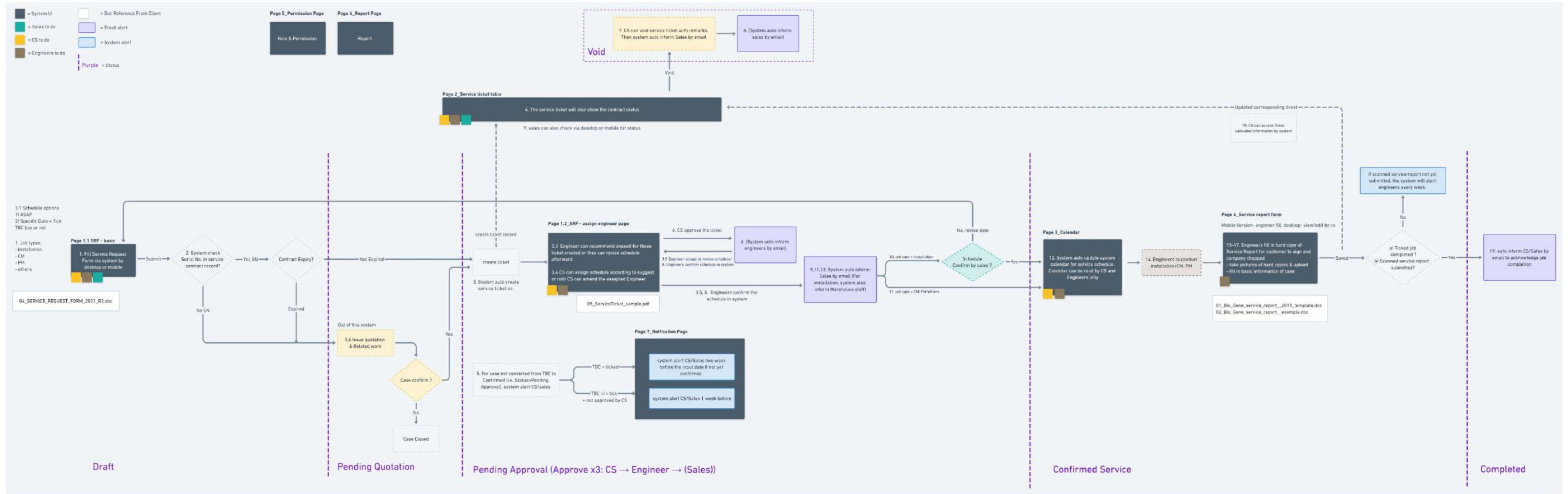
This project is to create a ticket system for the company to track the status of each service.

In this system, it allows the sales to fill in a request form, then the engineer can schedule their services. After the three parties approve on the schedule, the actual schedule will auto display on the calendar which can be viewed by the engineer. After the on-site service is completed, the engineer needed to fill in a service report form to inform the sales and CS that the service is completed.

In order to have a good communication with the clients and developers, and better user experience of the system flow, I was responsible for creating a user flow to make sure every sections go smoothly and logically.



# USER FLOW



User flow of the whole system

## UX/UI DESIGN - WEBSITE DESIGN

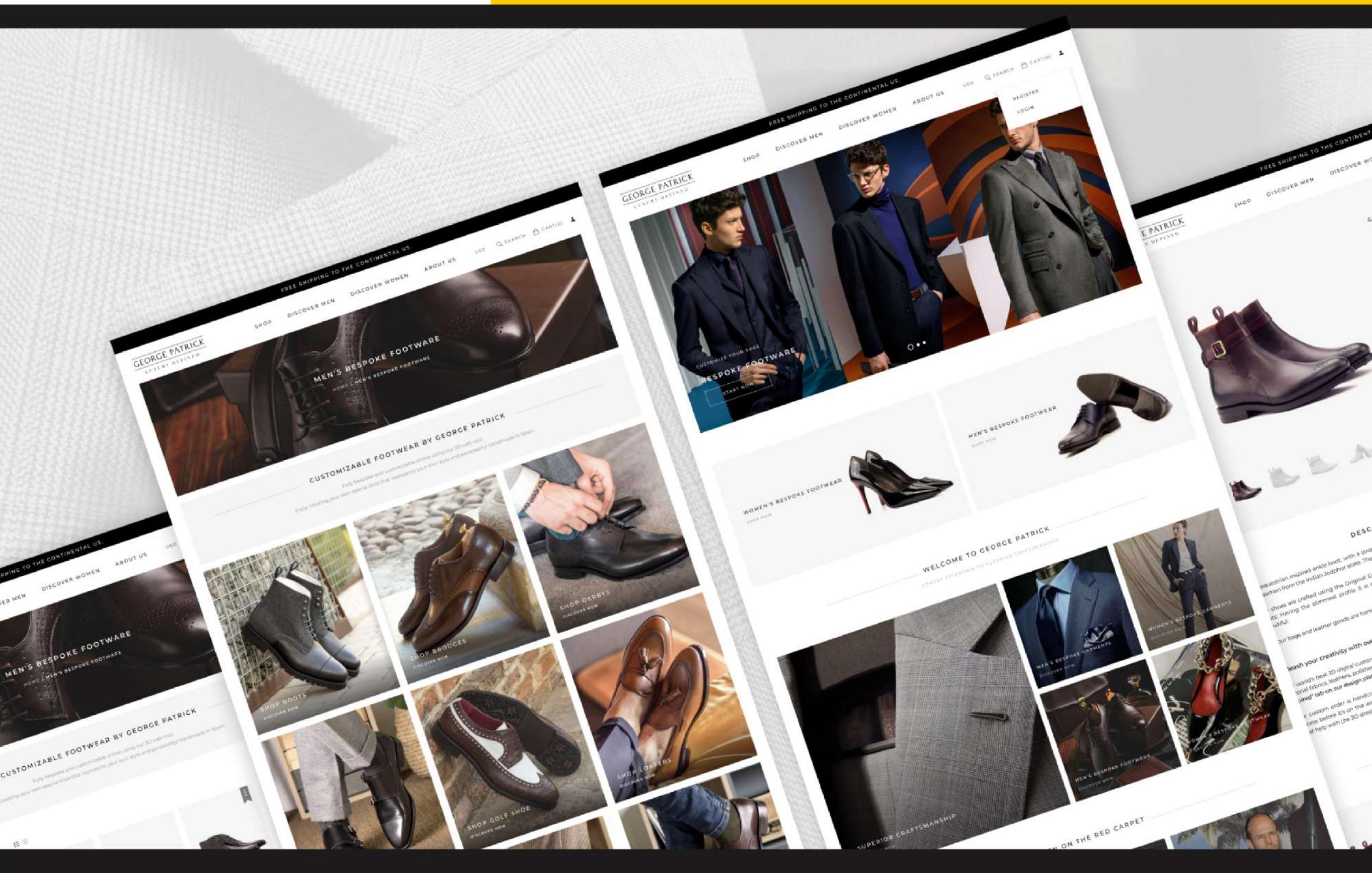
# E-COMMERCE WEBSITE

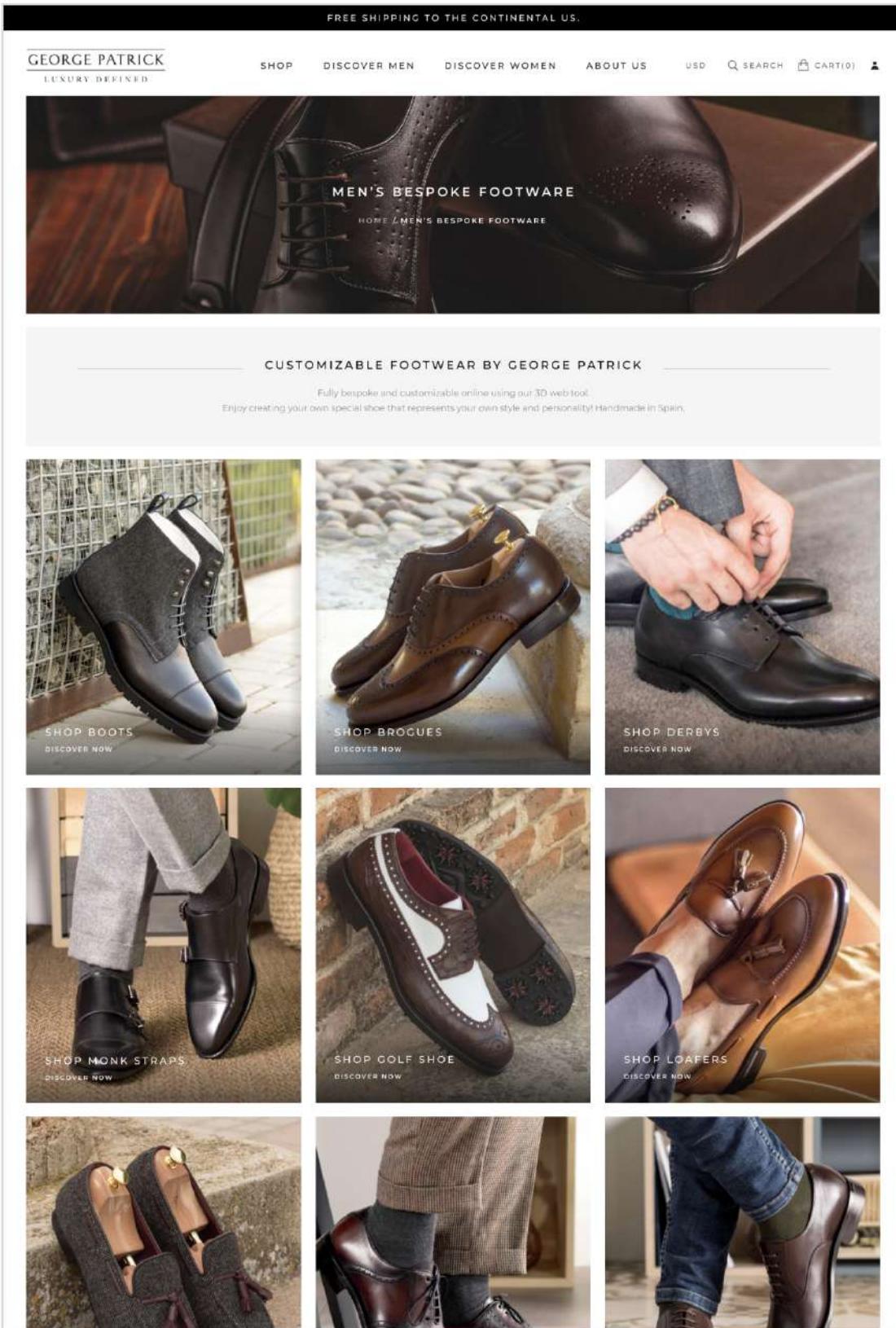
This project is to revamp a e-commerce website for a luxury brand in the United State.

Similar to normal e-commerce website, the website included product categories page, product listing page and product detail page. For the function of the website, it contains member system, cart system and checkout that can commonly find in a e-commerce website.

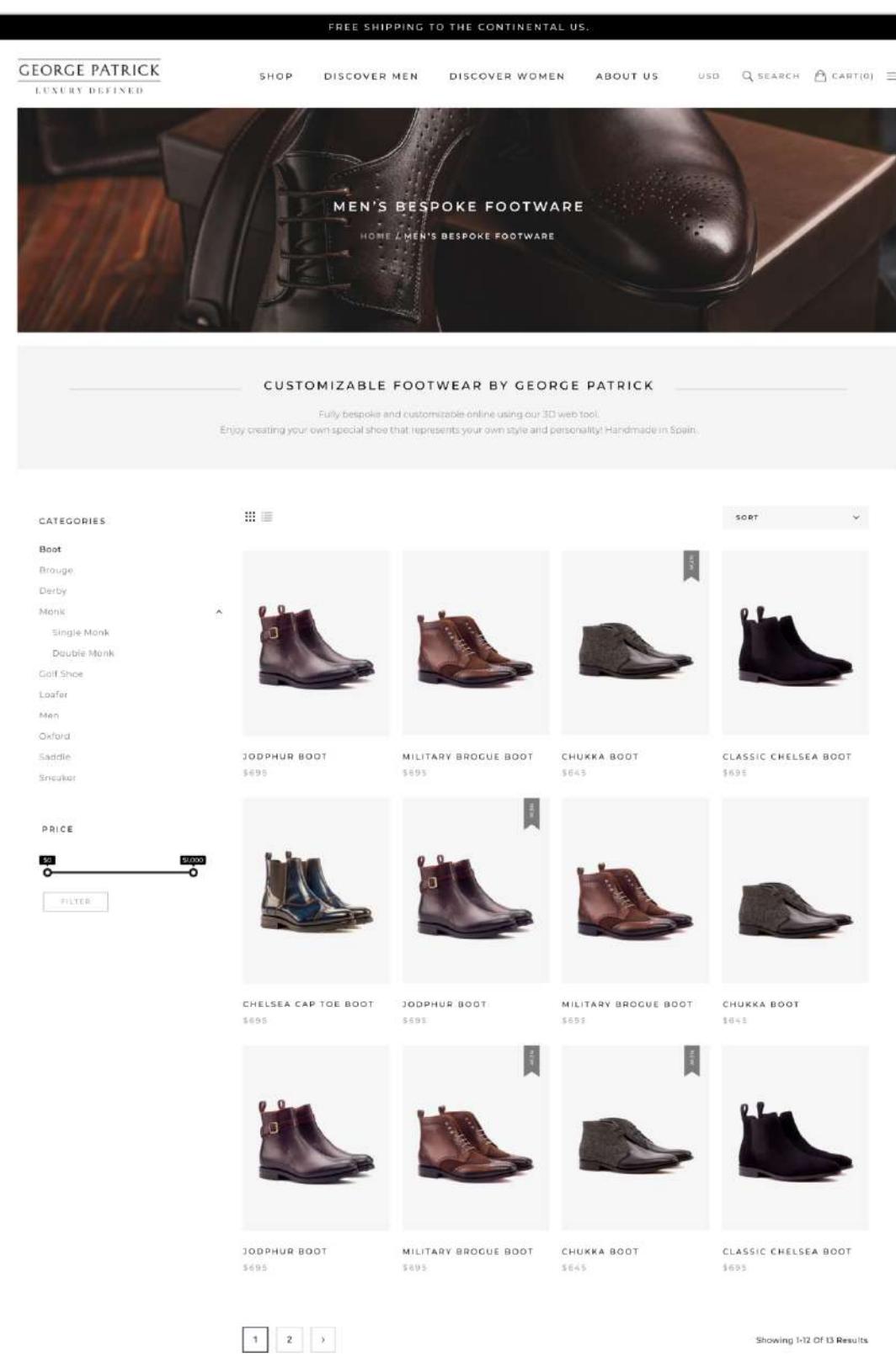
For the design, I use black as main color and light grey as secondary color matching with white space to create modern, chic and elegant. By using grid system to design the layout of all pages, the website will become more tidy and organised.

Reference: <https://georgepatrickdesign.com/>

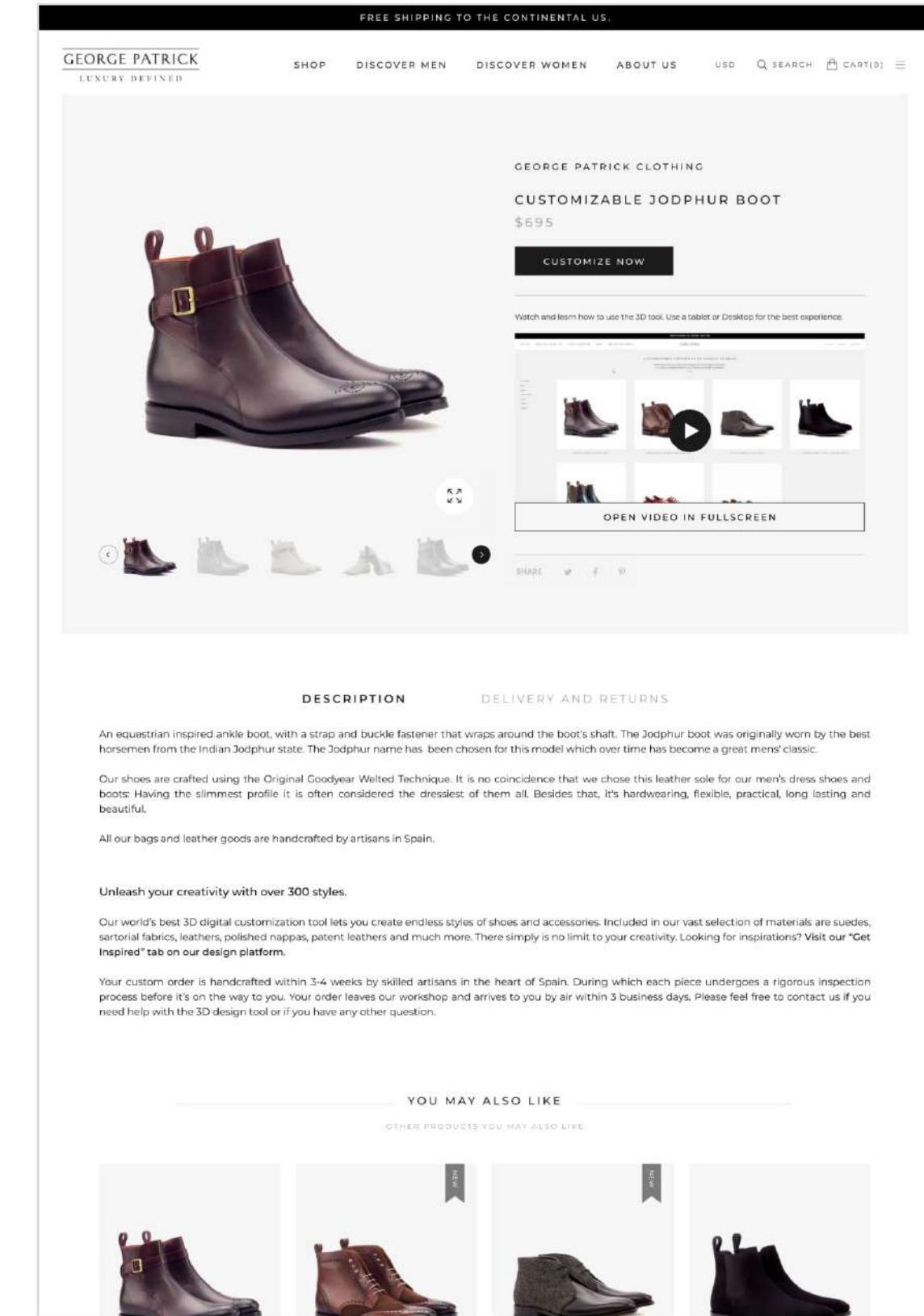




Product categories page



Product listing page



Product detail page

# INFORMATIVE WEBSITE

This project aims to revamp the informative website for a Hong Kong-based brand called "Reuteri" that specializes in probiotic products.

Since informative websites typically have fewer functional features compared to e-commerce sites, the user interface design becomes particularly crucial. In order to strengthen brand recognition, I opted to utilize the brand's signature colors - green and orange. Green was chosen as the main color scheme, as it is gentle on the eyes during prolonged screen time. The use of orange was strategic, as it was employed to highlight the website's key interactive elements. For instance, the CTA (Call-to-Action) buttons were given an orange treatment to ensure they instantly capture the user's attention and guide them through the desired actions. This color contrast helps to create a visually appealing and intuitive user interface.



活得易 Reuteri® 益生菌

瑞典製造 Made in Sweden

增强免疫力3步曲

生存率高 LGG益菌 200%以上

洛德因乳酸菌 超200份

適合您的益生菌

**擁有臨床驗證的專業益生菌配方**

Reuteri「活得易」益生菌產於北歐瑞典，是市面上唯一擁有多項臨床報告的益生菌產品，因此無論在歐洲多國、美國等地區廣泛被醫學界使用之餘，亦是大眾信賴的腸胃保健食品。J-Health於2005年引進瑞典活得易益生菌嚼片，作為瑞典BioGaia公司在港澳地區的唯一合作夥伴，J-Health與香港屈臣氏獨家合作，並擁有多項註冊藥劑師網絡的屈臣氏藥劑師團隊向顧客推薦專業益生菌，真正幫助消費者的健康問題。

另外，J-Health已經與本港多家醫院，包括養和醫院、聖德肋撒醫院和浸會醫院等，及私人診所專科醫生進行長期合作，活得易益生菌成為香港腸胃科醫生的常用處方選擇。根據專科醫生及註冊藥劑師的強烈建議，J-Health於2012年正式引入活得易益生菌滴劑，針對嬰幼兒腸胃不適及改善消化功能；2017年中推出活得易益生菌維D滴劑，針對皮膚濕疹問題及提升嬰幼兒鈣質及營養吸收；2017年尾更推出全新活得易健胃益生菌，改善胃功能失調及修復胃黏膜，達致養胃治胃雙重功效。活得易益生菌獲得消費者及專業人士的空前支持。活得易益生菌系列產品均在屈臣氏有售。

**活得易益生菌**  
450毫克×60粒  
檸檬味咀嚼片（不含糖份）

**活得易益生菌滴劑**  
內容量：5毫升

**活得易健胃益生菌**  
700毫克×30粒  
柑橘味咀嚼片（不含糖份）

**活得易益生菌維D滴劑**  
內容量：5毫升

**活得易益生菌（士多啤梨味）**  
450毫克×60粒  
士多啤梨味咀嚼片（不含糖份）

**活得易濕敏免疫+D3益生菌**  
450毫克×30粒  
橙味咀嚼片（不含糖份）

Overall product introduction page

活得易益生菌系列

**活得易益生菌**

活得易益生菌60粒裝取得香港衛生署註冊編號HK-55400，獲得改善免疫力的專利配方。同時，符合世衛組織(WHO)要求，是真正適合人體的益生菌。包括：

1. 益生菌是有「活性」的微生物
2. 充分的研究報告證實對人體健康的效益

此外，它能製造抗菌劑-Reuterin，有效抑制有害菌生長，平衡腸道健康。研究証實，「活得易」益生菌不會被常見的抗生素殺死，更是少數可防止被胃酸及膽汁殺死的益菌，有效活躍於腸胃。每粒含一億活性洛德因乳酸桿菌 DSM 17938 (L. reuteri DSM 17938)。經多項臨床驗證，適合嬰兒、小童、成年人及孕婦服用。本產品是無糖檸檬味咀嚼片，無須冷藏(僅存於25°C以下)，方便攜帶。

**健康功效**

**適用人士**

- 嬰兒、小童
- 嬰幼兒 青少年及兒童 成人

**有效成份**

- 改善偶發性腹瀉或便祕
- 有助吸收營養素，如DHA、鈣質和維他命及礦物質等
- 抑制敏感成因
- 提升腸道抵抗力

**成年人、老年人**

- 改善偶發性腹瀉或便祕
- 減輕消化不良的症狀
- 調節免疫細胞功效，增強腸道抵抗力
- 抑壓壞菌繁殖，平衡腸道健康
- 預防旅行不適，如水土不服
- 改善陰道問題之煩惱
- 預防旅行不適，如水土不服
- 改善陰道問題之煩惱

**孕婦**

- 改善偶發性腹瀉或便祕
- 改善胎兒出生後之抵抗力

**包裝**

450毫克×60粒

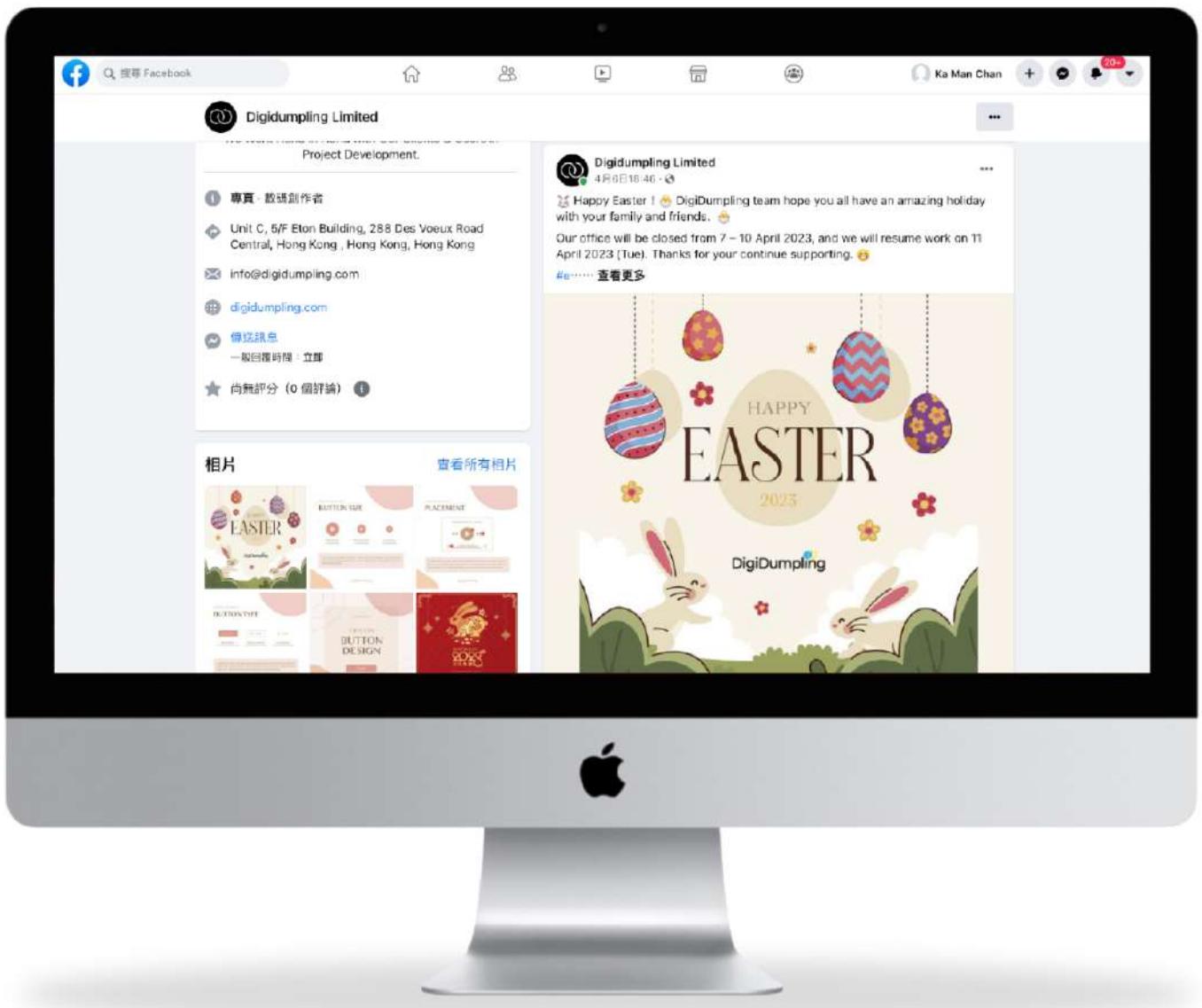
**建議服用量**

活得易主要功效	服食分量
增加腸道免疫力	1粒
幫助消化及營養素吸收	2粒
水土不服	2粒
乳糖敏感	2粒
偶發性腹瀉	2粒
偶發性腹瀉或便祕	2粒
提升胃部健康	2粒

Product details page

## GRAPHIC DESIGN - SOCIAL MEDIA POST DESIGN

# FESTIVAL POST DESIGN



## GRAPHIC DESIGN - SOCIAL MEDIA POST DESIGN

# PROMOTION POST DESIGN

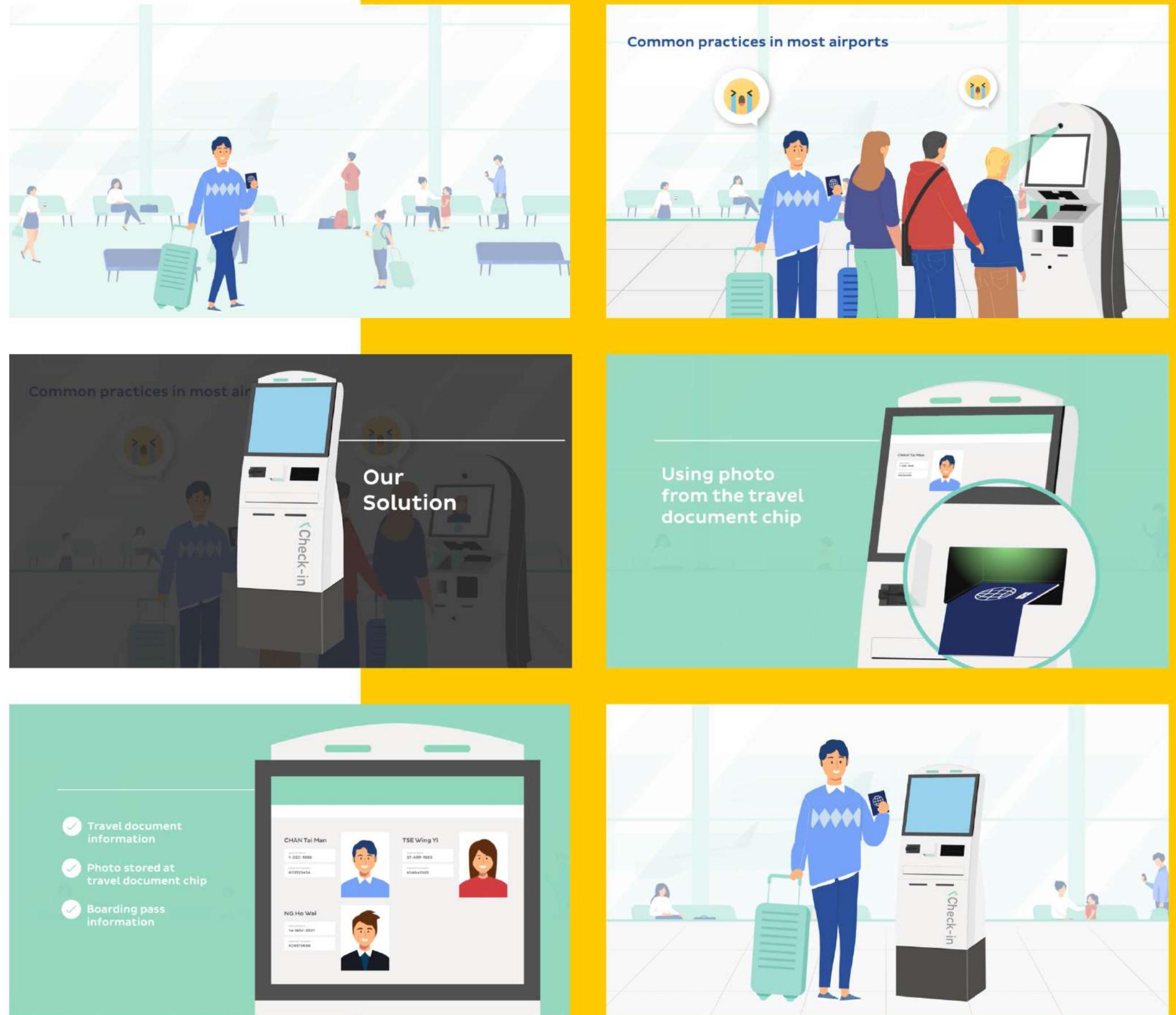


MOTION GRAPHIC

# SHORT ANIMATION VIDEO

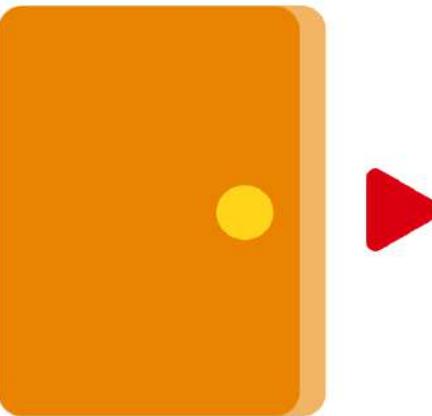


Video link: <https://youtu.be/YpFhISUCpYg>



MOTION GRAPHIC

# MOTION ICON



Hover the below icon  
to view the motion



查閱戶口



查閱電子結單



投資



捐贈



轉賬



登出

Preview link: <https://shorturl.at/9LOww>