Self-Promotion Identity Package

Yuqiao Wang

SI 520 | 12/16/2019
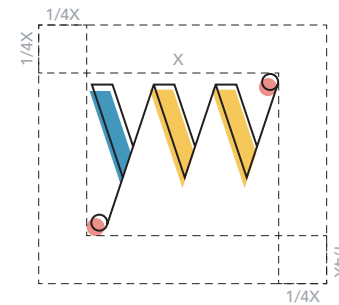
Logo & signature

Free space

Logo mark with free space

YUQIAO WANG

YUQIAO WANG

1/4X
1/4X
X
1/4X
1/4X

Stacked version

YUQIAO WANG
—— UX Designer ——

YUQIAO WANG
—— UX Designer ——

Logotype, signature with tagline

YUQIAO WANG
—— UX Designer ——
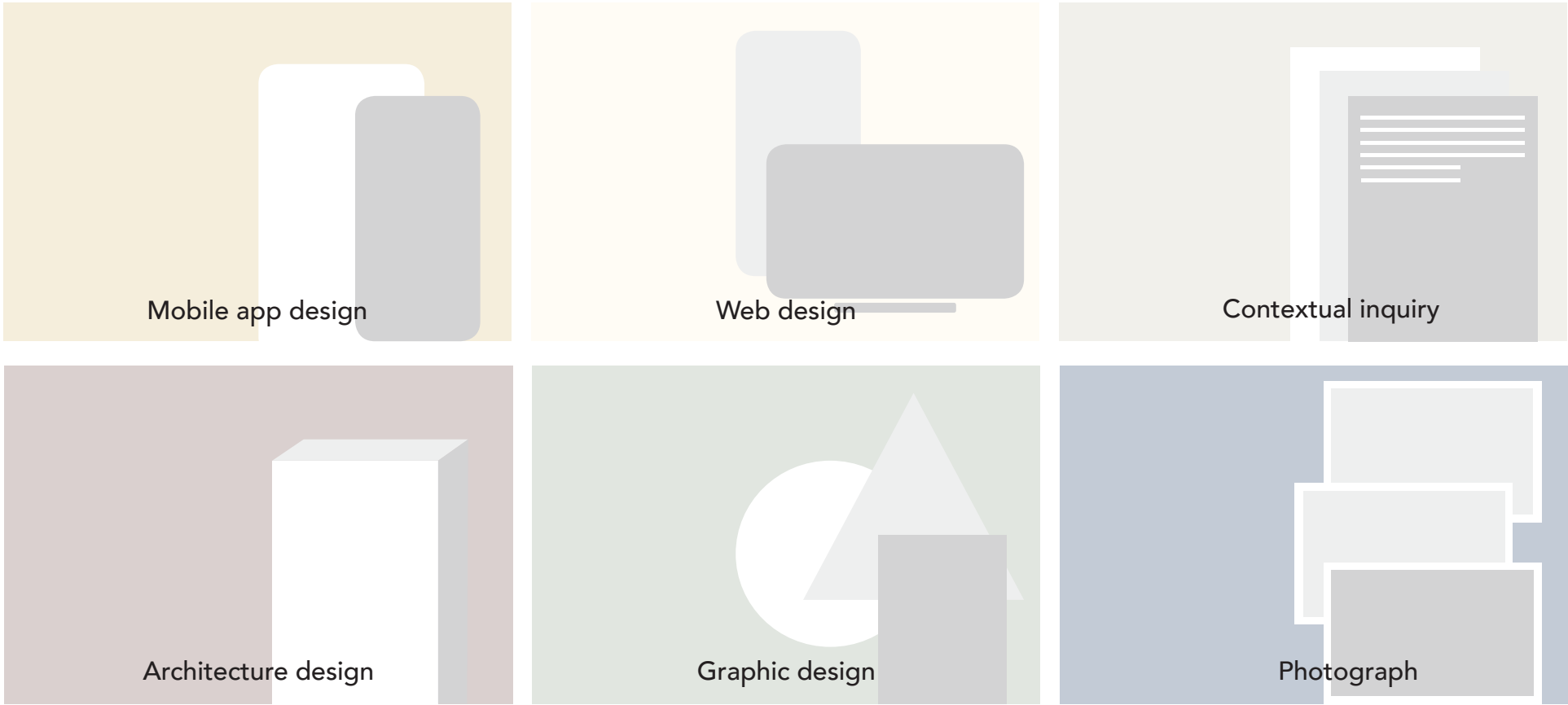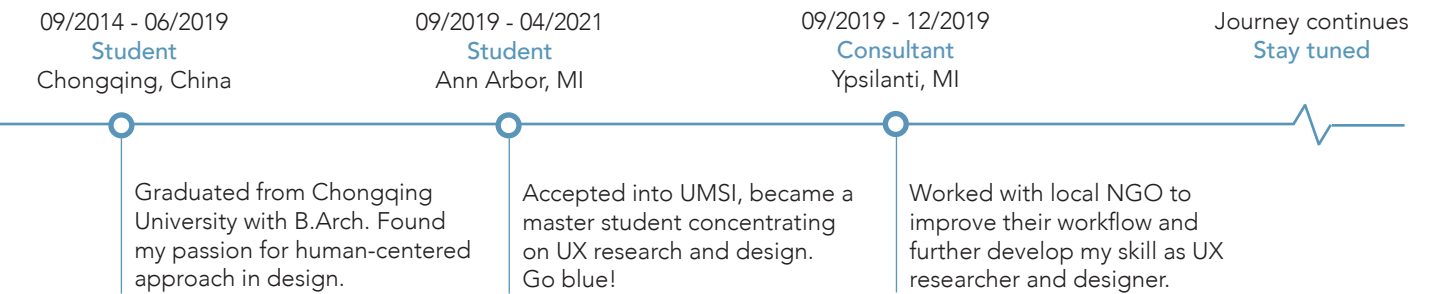
YUQIAO WANG
—— UX Designer ——

Welcome! I'm Yuqiao

I'm currently a first year master student in the University of Michigan focusing on UX research and design. With the background of architecture, I've always been an experience designer driven by the intention of providing what users need through analyzing the problem in the context.

Download Resume

My experience

09/2014 - 06/2019	09/2019 - 04/2021	09/2019 - 12/2019	Journey continues
Student	Student	Consultant	Stay tuned
Chongqing, China	Ann Arbor, MI	Ypsilanti, MI	
Graduated from Chongqing University with B.Arch. Found my passion for human-centered approach in design.	Accepted into UMSI, became a master student concentrating on UX research and design. Go blue!	Worked with local NGO to improve their workflow and further develop my skill as UX researcher and designer.	

Mobile app design

Web design

Contextual inquiry

Architecture design

Graphic design

Photograph

Contact

Fill out the form below or e-mail me at yuqiaow@gmail.com

Name

Email address

Message

Send

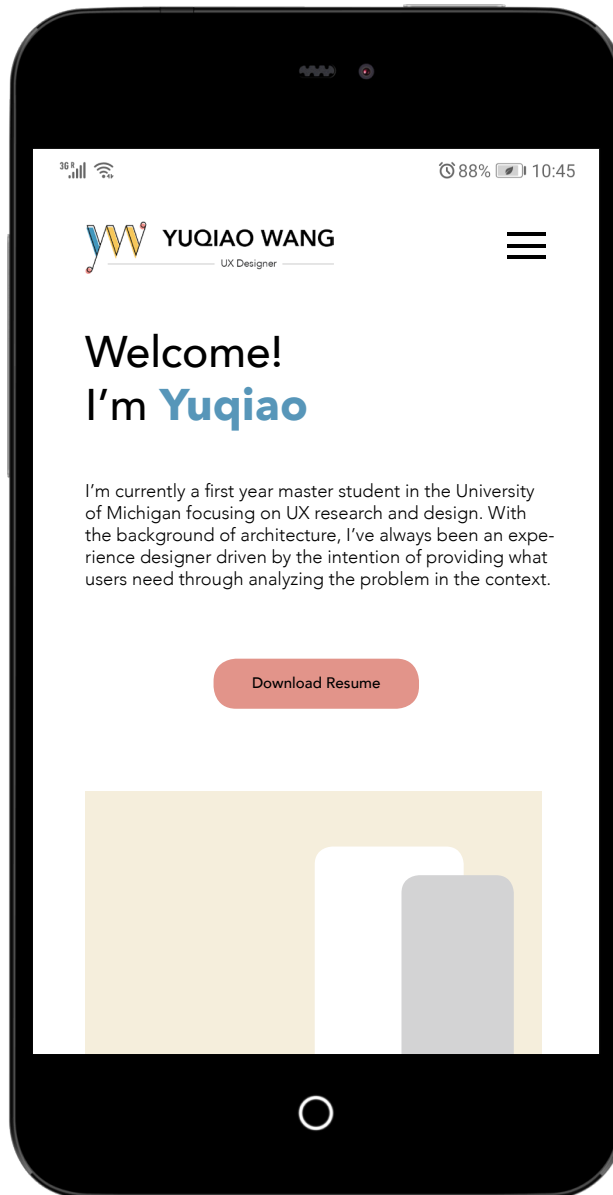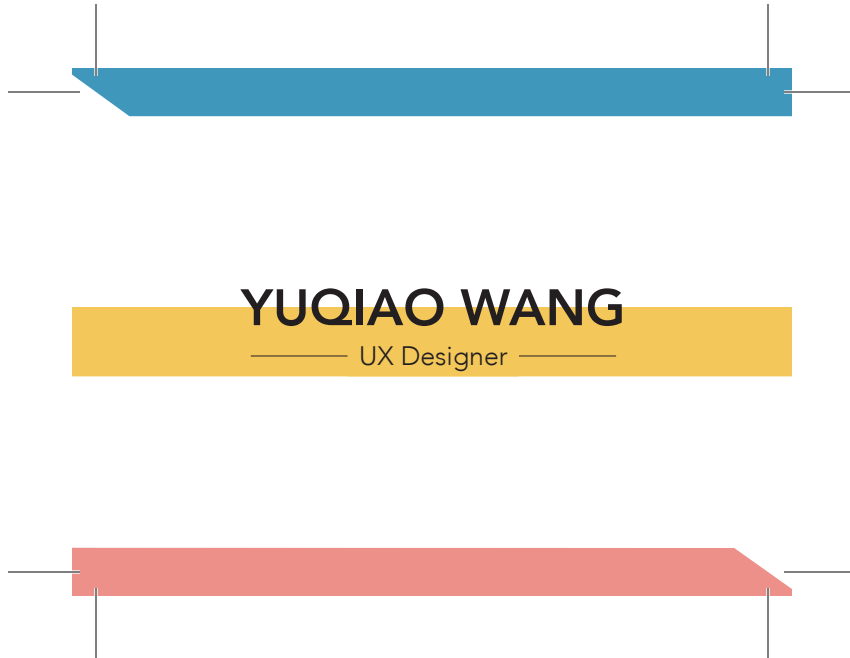## Learn more about me at:

M   Bē   in   ⊕

Mobile version

Business card

Width = 3.5"   Height = 2.0"

YUQIAO WANG
—— UX Designer ——

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—— UX Designer ——

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Typeface for logomark

Sans-Serif:

AVENIR NEXT FOR LOGO MARK

Avenir Next for tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
<>?/:;"'|\!@#$%^&*()_+

Avenir Next Bold
Avenir Next Medium
Avenir Next Medium Italic

Serif:

BODONI 72 FOR LOGO MARK

Bodoni 72 for tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
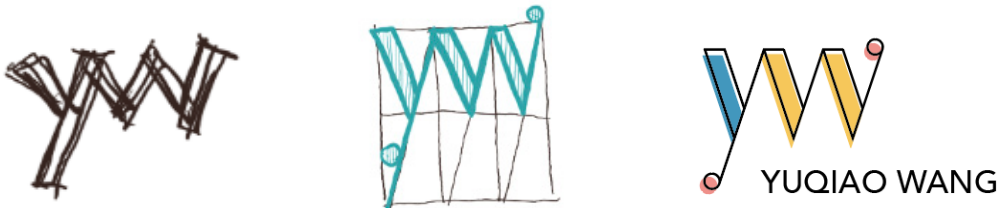<>?/:;"' |\!@#$%^&*()_+

Bodoni 72 Bold
Bodoni 72 Book
Bodoni 72 Book Italic

Concept

I used the initials of my name as the key elements in the logo, which are "y" and "w". I have tried several styles and finally settled on this one because it achieved simplicity and balance.

Three hues were used to create very neutralized mixtures of the whole styling and add more details to the logo. These three colors could be the theme colors for my web portfolio and resume as well.

Images

Mobile app design

Web design

Architecture design

Graphic design

Contextual inquiry

Photograph

The previews of the projects are images with product displays on the backgrounds with low brightness colors. By doing so, products could stand out from the background, and the style of the images could be more flexible while aligning with the overall style of the web portfolio.

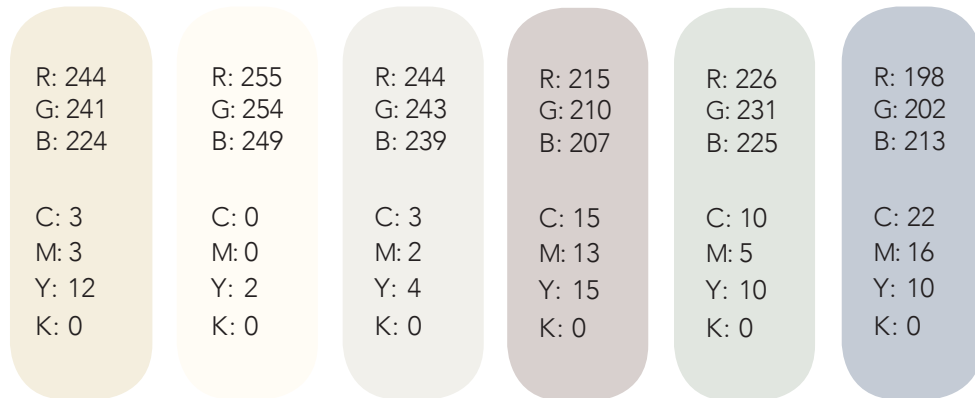YUQIAO WANG

Primary color

Harmony type: Triad

R: 120 G: 166 B: 189 C: 55 M: 24 Y: 18 K: 0	R: 236 G: 202 B: 102 C: 8 M: 18 Y: 71 K: 0	R: 228 G: 140 B: 139 C: 8 M: 54 Y: 36 K: 0	R: 0 G: 0 B: 0 C: 75 M: 68 Y: 67 K: 90
#78a6bd	#ecca66	#e48c8b	#000000

Secondary color

R: 244 G: 241 B: 224 C: 3 M: 3 Y: 12 K: 0	R: 255 G: 254 B: 249 C: 0 M: 0 Y: 2 K: 0	R: 244 G: 243 B: 239 C: 3 M: 2 Y: 4 K: 0	R: 215 G: 210 B: 207 C: 15 M: 13 Y: 15 K: 0	R: 226 G: 231 B: 225 C: 10 M: 5 Y: 10 K: 0	R: 198 G: 202 B: 213 C: 22 M: 16 Y: 10 K: 0
#f4f1e0	#fffef9	#f4f3ef	#d7d2cf	#e2e7e1	#cdcad5

UI elements

Projects preview:

Mobile app design   Web design   Contextual inquiry

Architecture design   Graphic design   Photograph

Icons used: M Bē in (dribbble) ☰
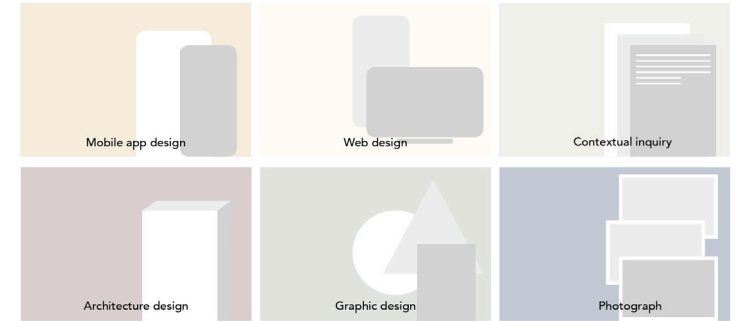
Navigation: Home   About   Experience   Portfolio   Contact

Buttons: Send

Input fields:

Name

Email address

Message

Avenir Next Black for headline 1

Avenir Next Medium for headline 2

Avenir Next Medium for headline 3

Avenir Next Bold for logomark

Avenir Next Light for tagline

Bodoni 72 Bold for logomark

Bodoni 72 Book for tagline

Avenir Next Medium for captions

Avenir Next Light for body content

About

Avenir Next Pro is a new take on a classic face. It's the result of a project whose goal was to take a beautifully designed sans and update it so that its technical standards surpass the status quo, leaving us with a truly superior sans family. This typeface is chosen for being modern, simple and easily recognizable. It is used in this package for logo, portfolio, resume and business cards.

Bodoni is the name given to the serif typefaces first designed by Giambattista Bodoni (1740–1813) in the late eighteenth century and frequently revived since. Massimo Vignelli stated that "Bodoni is one of the most elegant typefaces ever designed." It is chosen as the serif typeface option for logo in this package.

Sketches

Wireframe for mobile version

88% 10:45

LOGO	**YUQIAO WANG**
	UX Designer

Welcome!
I'm Yuqiao

Brief introduction......

Download Resume

LOGO

YUQIAO WANG
—— UX Designer ——

Welcome! I'm Yuqiao

Text content

Download Resume

My experience

Time
Role
Location

Content

Time
Role
Location

Content

Time
Role
Location

Content

Contact

Fill out the form below or e-mail me at yuqiaow@gmail.com

Name

Email address

Message

Send