

Franklyn Zhu

SUMMER INTERN CANDIDATE

PORTFOLIO

A SQUARED KICKSTARTER

Production and Editing, June 2014

A Squared is an a cappella group that live mixes their voices using Ableton Live.

I edited, and helped film and direct the Kickstarter film. The campaign was successful, and raised 113% of its goal.

Collaborators: Emily Murphy, Geneva Decker, Asher Young, Jacob Reske, Emily Bosisio

The screenshot shows the Kickstarter campaign page for 'a.squared – a cappella reinvented'. At the top, the Kickstarter logo is visible along with navigation links for 'Discover', 'Start', and a search bar. On the right, there are 'Sign up' and 'Log in' buttons. The main title 'a.squared – a cappella reinvented' is displayed in bold black text, followed by 'by a.squared'. Below the title, a green banner indicates the project is 'Funded! This project was successfully funded on April 27.' The central image is a video thumbnail showing a man singing. To the right, key campaign statistics are listed: '35 backers', '\$2,273 pledged of \$2,000 goal', and '0 seconds to go'. A project logo featuring a stylized 'A²' is shown, along with the text 'Project by a.squared New Haven, CT'. At the bottom, social media links for 'First created · 0 backed' and 'Jacob Reske 904 friends' are present.

NEWS IN BRIEF

Ruby on Rails Project, July 2014

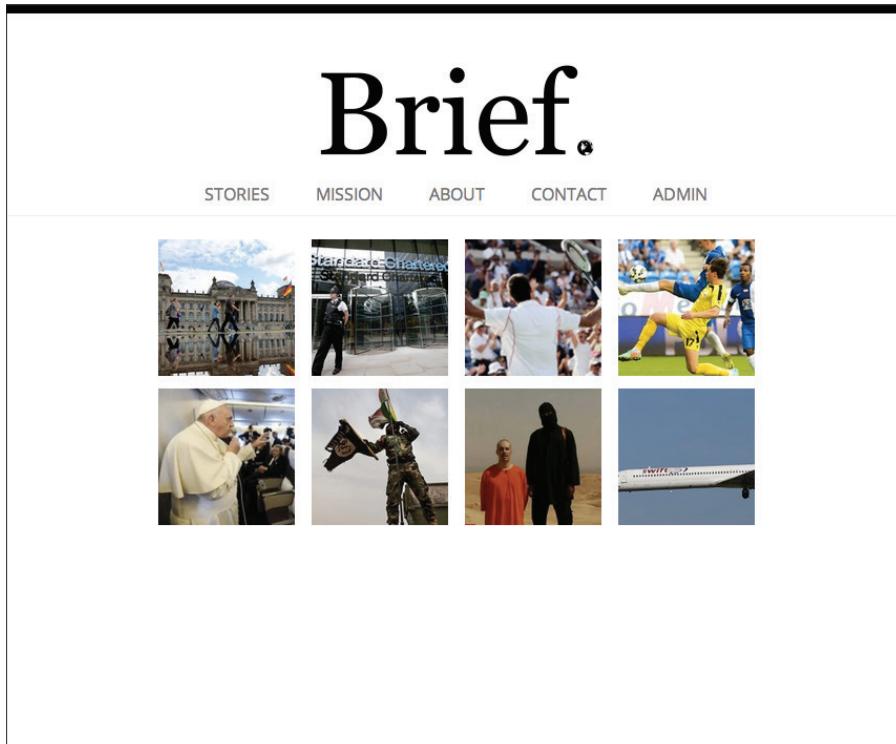
News in Brief is a new way of reading the news - the most important news stories around the world summarized in less than 150 words.

I designed and implemented the website using Ruby on Rails over freshman year summer. The app has admin login support, new article entry support, article editing support, and automatically updates

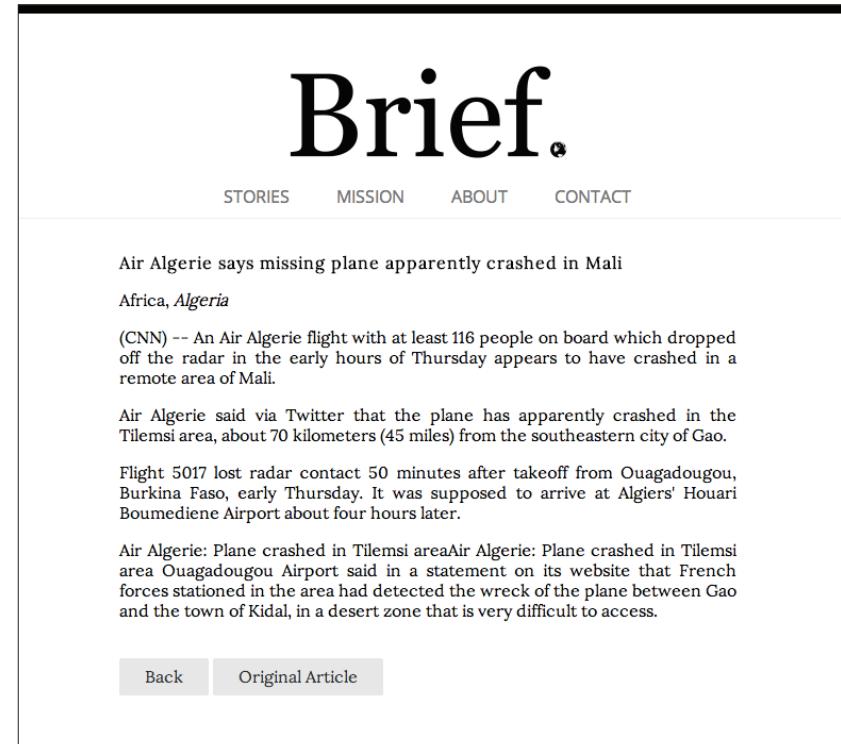
homepage depending on the newest articles.

The project has not been launched, and a prototype can be found at news-in-brief.herokuapp.com

Collaborators: Pascal Krummenacher, Carl Lentz



The screenshot shows the homepage of the News in Brief prototype. The main title "Brief." is displayed prominently at the top. Below it is a navigation bar with links: STORIES, MISSION, ABOUT, CONTACT, and ADMIN. A grid of eight news thumbnails is visible, each accompanied by a small image and a caption. The thumbnails include: 1. People walking in front of a large building. 2. A person standing next to a truck with "Stanbic Chartered" written on it. 3. A crowd of people at a sports event. 4. Two soccer players in action. 5. Pope Francis. 6. A person holding a flag. 7. Two people standing together. 8. An airplane in flight.



The screenshot shows a news article page from the prototype. The main title "Brief." is at the top, followed by a navigation bar with links: STORIES, MISSION, ABOUT, and CONTACT. The main content area features a headline: "Air Algerie says missing plane apparently crashed in Mali Africa, Algeria". Below the headline is a paragraph of text: "(CNN) -- An Air Algerie flight with at least 116 people on board which dropped off the radar in the early hours of Thursday appears to have crashed in a remote area of Mali." Further down, there are two more paragraphs: "Air Algerie said via Twitter that the plane has apparently crashed in the Tilemsi area, about 70 kilometers (45 miles) from the southeastern city of Gao." and "Flight 5017 lost radar contact 50 minutes after takeoff from Ouagadougou, Burkina Faso, early Thursday. It was supposed to arrive at Algiers' Houari Boumediene Airport about four hours later." At the bottom of the page are two buttons: "Back" and "Original Article".

ROSE, THORN, BUD

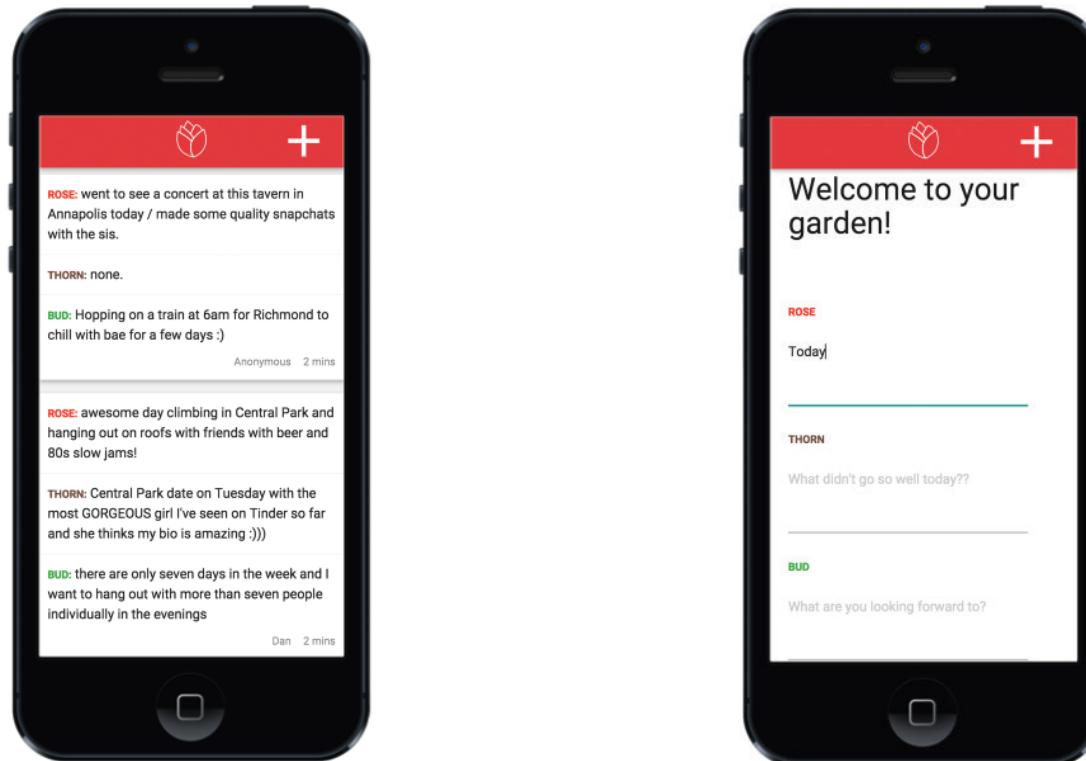
Mobile Web App, July 2015

Rose, Thorn, and Bud is a way for individuals of a community to share their ups, downs, and hopes throughout the day.

Rose is something that went well today, Thorn is something that didn't go so well, and Bud is something to look forward to. This community seeks to be a non-agnostic socialplatform that fosters an environment of openness, unconditional acceptance, and psychological wellbeing.

The web app was designed in the style of Google's Material Design, and is still being developed.

Prototype can be found at zfranklyn.github.io/rosethornbudrosenthorn



CUSTOM QUESTIONNAIRE DESIGN

Custom Online Survey Technique, July 2015

At the Yale Center for Emotional Intelligence, we wanted to develop a new type of survey question that measured the extent to which people thought emotions were similar.

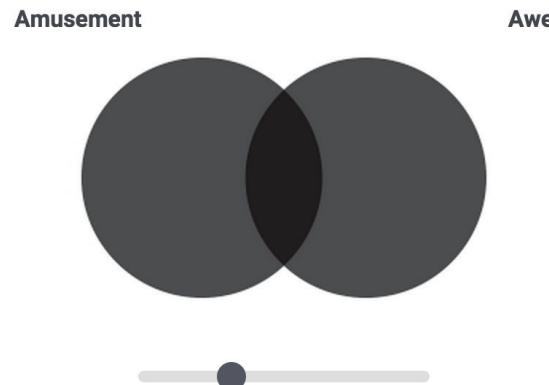
Existing survey question types did not present the optimally intuitive interface for such questions. Using javascript, I built a custom question type that could be used in Qualtrics surveys.

This question format has been used successfully in over 1,000 rounds of data collection, and has permitted the creation of further informative data visualization using Gephi (research paper in progress, visualizations available upon request). Online sample can be found here:

https://yalesurvey.qualtrics.com/SE/?SID=SV_6W0v0xyeQNVTLbT

Collaborators: Dan Cordaro, Rachel Han

If the emotions have **no similarities whatsoever**, then make the circles separate completely.



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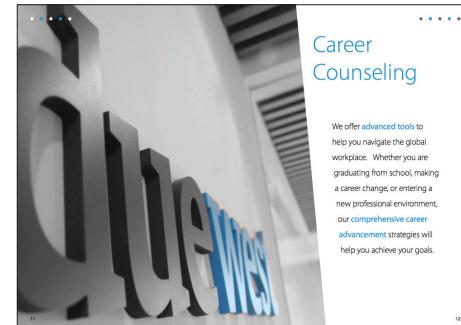
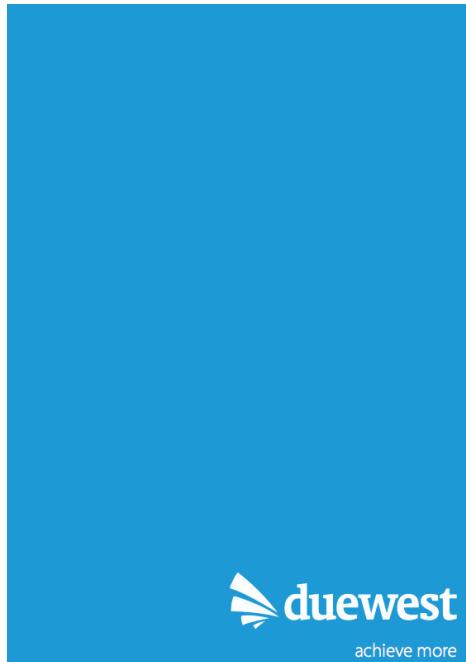
DUE WEST EDUCATION

Brand Identity, June — September 2012

Created a series of marketing materials for Beijing-based college admissions consulting startup, Due West.

I took an experience-centric design approach. The brochure would be presented by counselors to clients in a personalized meeting. I observed many such meetings, talked with counselors, made many iterations to the brochure based on feedback and observations.

MAIN BROCHURE (EXCERPTS)



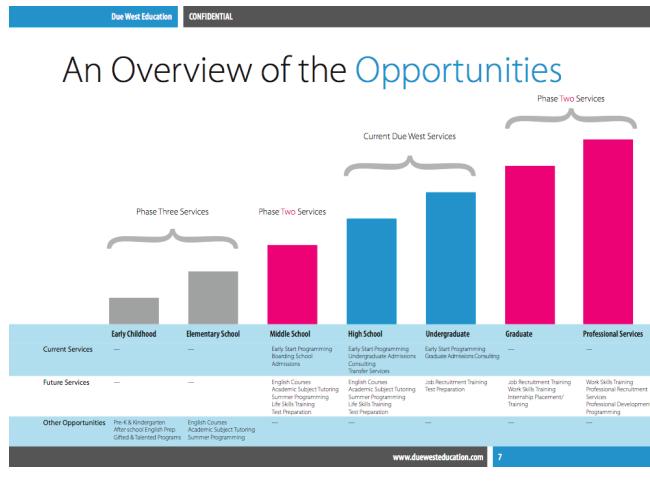
INSERTS (EXCERPTS)



DUE WEST EDUCATION (CONT.)

Brand Identity, June — September 2012

COMPANY PRESENTATION



OTHER INSERTS

Breaking Down Our Team Approach

Due West Council Members

The Due West Council (DWC) is made up of former admissions officers from prestigious institutions including Harvard, Yale, Dartmouth, Columbia, Tufts, Barnard, and NYU. The DWC provides expert advice on the process from individuals who intimately understand admissions and the educational process. As a resource to students, the DWC provides unparalleled knowledge from individuals who know the process best.

Counselors

The Due West Counselor is a student's primary contact. An experienced education professional with a firm understanding of the U.S. college experience and application process, the counselor will lead a student through his or her experience by getting to know a student's strengths and learning style, and by developing a personalized strategy to help a student maximize his or her potential. The Counselor will coordinate a student's schedule and work with the rest of the Due West Team to complete all services.

Student & Parents

Due West recognizes that Parents are just as much a part of the process as the student. Parent Coordinators work directly with parents in their preferred language to answer questions and to provide feedback. Parent coordinators liaise with the counselor and DWC members on any specific questions families may have. Parent coordinators are experienced professionals in understanding parent concerns and provide parents with a safety contact throughout Due West's undergraduate program.

Editors

Due West Editors are graduates of American universities with either advanced degrees in writing or extensive experience as writing tutors. The student will draft and finalize an essay with the help of both the counselor and the Due West Editors, who, through careful review of essays, show a student how to better clarify and convey his or her thoughts with suggestions.

Parent Coordinators

More heads are better than one. We believe in providing the admissions process at highly selective colleges. At schools like Harvard, it's not uncommon for students to apply to 10 or more schools that don't know who to admit to a program. No single individual can possibly know what happens at every college that a student applies to. Due West's what happens inside of the Due West Office. When students come in for a session, they will be assigned to a counselor and a parent coordinator. Both counselor and parent coordinator will provide a collective and collaborative approach to the work process. In part, we do this by providing specialists in different areas of the admissions process before providing a response. The team works together to provide the most comprehensive and accurate feedback.

One counselor does not support a student alone. Behind each counselor is a team of editors, admissions professionals with different backgrounds, knowledge and understanding of the US admissions process working collectively to benefit our students.

duewest

What does the process look like?

Sign Up

Assigned Counselor
Assigned Weezy Session

During Sessions

Meet with Counselor
Complete Session Objectives

After Sessions

Complete Interview tasks
Counselor coordinates with DWC team to complete reports, edit essays and respond to questions
Parent Coordinator messages parents about student progress

Key Terms

Session Time: every student at Due West has a set session time. This time is agreed upon during the introductory meeting. This is the time the student will spend with his/her counselor. Each session is held in person, via Skype or telephone. If you are running late, please let your counselor know if you cannot make a particular session, please try and cancel 24 hours in advance. If you will be late, please call the Due West Office.

Open Communication Hours: Open Communication Hours are hours that are not already covered in the service.

What is covered by Due West services?

- So what is covered by Due West services?
- All sessions described in your contract.
- Parent Coordinator E-Mails
- Parent Coordinator calls

What is not covered by Due West services?

No student in the same Due West Open Communication Hours allow Due West to customize a program directly for the student and answer any and all questions that the student and parents might have.

Examples of Due West Open Communication Hours

- If you are unsure about a letter you receive from a college, Due West can help you learn more about the letter and how to respond.
- If Due West recommends adding in more interview support because your counselor does not think you are quite prepared and doesn't have enough time to do it, Due West can help you with those questions.
- If you decide to apply to some more summer programs, you can ask Due West for more application support.
- If you are interested in applying to a college that is not on your list, Due West can help you learn more about the college and contact your counselor to discuss your ideas.
- If you are a parent and you feel your son or daughter needs more test prep, Due West can help you find a tutor to take advantage of Due West's test prep services.

Office Hours: each counselor holds office hours each week. These are times when the counselor can be made available for open communication hours. Please speak to your counselor about his or her office hours.

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BANNER



途西教育...

启发、引导、帮助

具有全球意识的

下一代学者与领导。

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电话：010 8591 0912
www.duewesteducation.com

TUMMYZEN BOX DESIGN

Package Design, December 2014

TummyZen is an antacid company backed by the Yale Entrepreneurship Institute. I designed a shipper display box, to be used for all future shipments of the product. Designed in InDesign, 3D model made on Google Sketchup. The actual product is currently in production.



FUNDING PITCH FOR STORYTIME

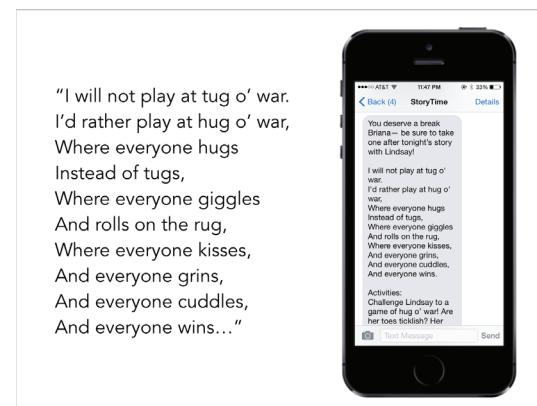
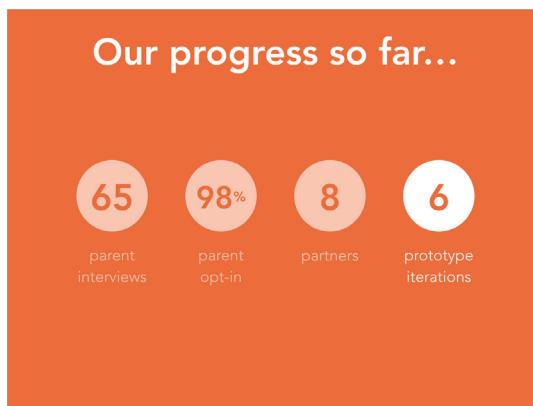
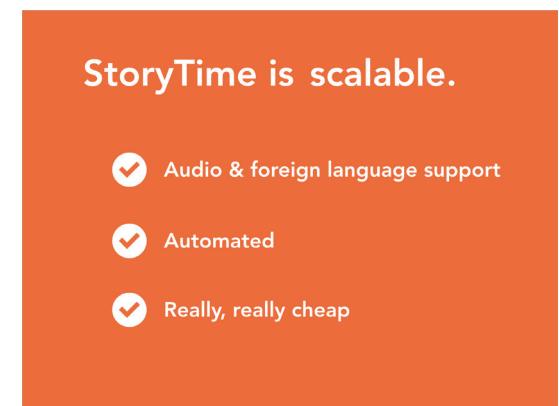
Presentation Slide Deck Design, March 2015

Designed the funding pitch presentation for StoryTime, a startup that seeks to promote early literacy through text messaging.

The presentation focused on simplicity, informative, and elegant animations.

The presentation was successful, and the founders acquired a further \$25,000 in funding.

Collaborators: Phil Esterman (client)



YALE GAP YEAR NETWORK

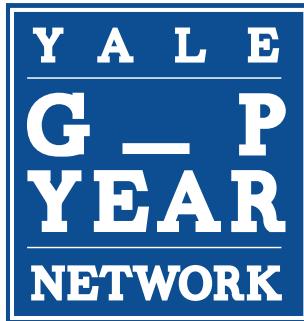
Brand Identity, Publicity Materials, June 2014

Designed logo, brochures, and posters for the Yale Gap Year Network.

This was a newly founded student organization, and needed to seem like both an established, serious group, and also be as quirky as the strange stories concomitant with a gap year.

I also created a series of posters aimed to convince incoming freshmen to take gap years. Each represents the possibility of what might be achieved on a gap year, but get progressively crazier. Some of the flat icons were from flaticon.com.

LOGO



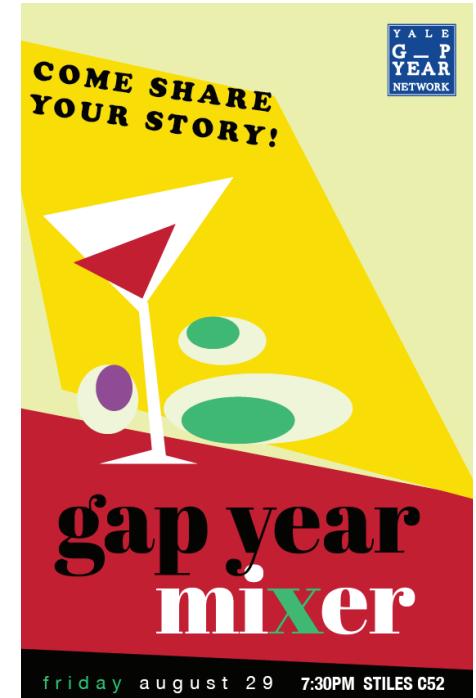
GAP YEAR POSTER SERIES



BROCHURE



EVENT POSTER



THE YALE SPIZZWINKS

T-Shirt Design, Event Design, April 2014

Designed a new logo and T-Shirt for the Yale Spizzwinks, an a cappella group founded in 1914.

This new logo sought to present the quirkier side of the Spizzwinks, who also incorporate comedy into their shows. An analysis of T-shirt sales showed that the target audience was female adolescents.

The second project was a small brochure that showed incoming freshmen one of the perks of being a Spizzwink - to travel the world.

The over-arching goal was to communicate a sense of 'young fun', while retaining the classiness of the group through clean design.

FINAL T-SHIRT DESIGNS



RUSH INTRO MATERIALS



We promise that as a Spizzwink(?), you will sing on all six inhabited continents, and sing in your own hometown.*

*EACH SPIZZWINK(?) MEMBER WILL VISIT ALL SIX INHABITED CONTINENTS DURING HIS TIME IN THE GROUP WITH TRAVEL AND LOGISTICS FULLY FUNDED BY OUR PERFORMANCE PROCEEDS. IN ADDITION, EACH SPIZZWINK(?) WILL PERFORM A CONCERT WITH THE GROUP IN HIS HOMETOWN.



WHERE WE'VE BEEN RECENTLY...



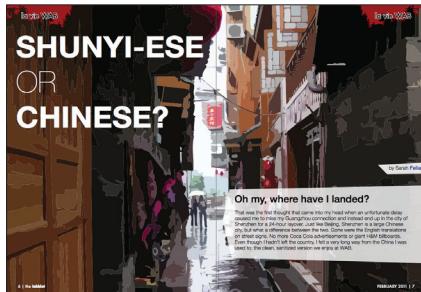
THE INKBLOT MAGAZINE

Layout Design, 2009-2012

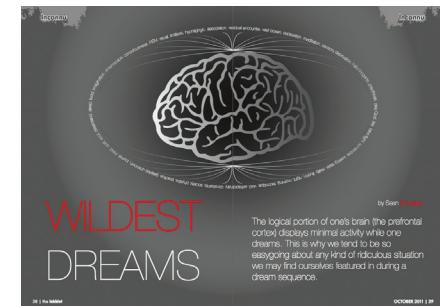
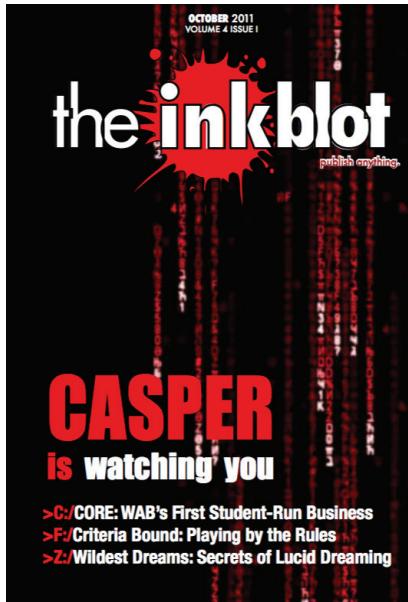
The Inkblot magazine was my high school's official student magazine.

Through this process I worked extensively with a printing company, gained knowledge of various types of offset printing, colors in print, paper types, and the full publication process from design to the printing press.

FEBRUARY 2011 EDITION



OCTOBER 2011 EDITION



OTHER DESIGN PROJECTS

Posters, Banners, Booklets, Web Design

Below are a series of other posters and publicity materials that I have created.

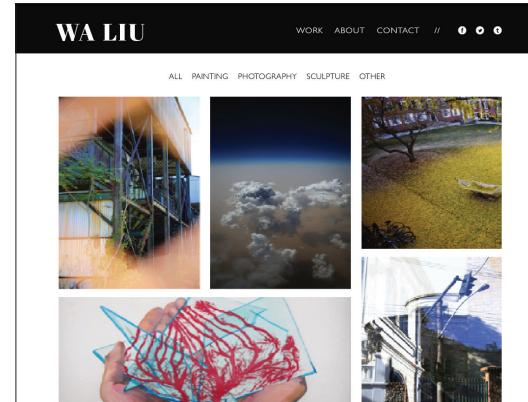
Banner

Students and Alumni at Yale



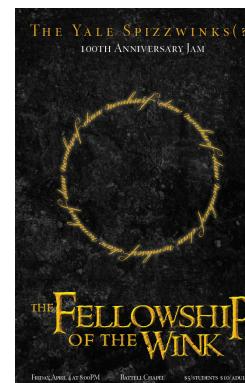
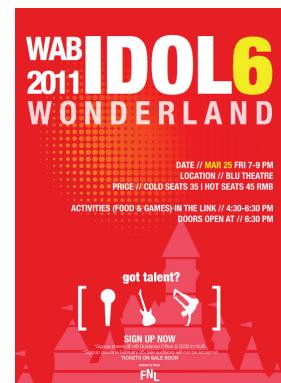
Personal Website

For Wa Liu



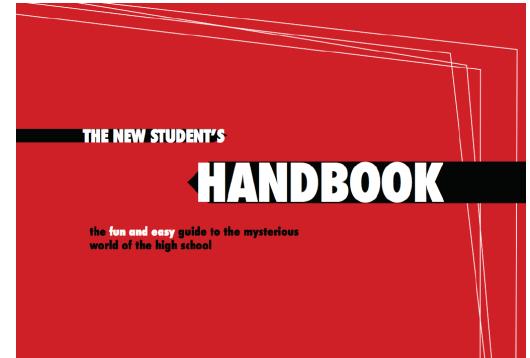
Publicity Posters

For general events



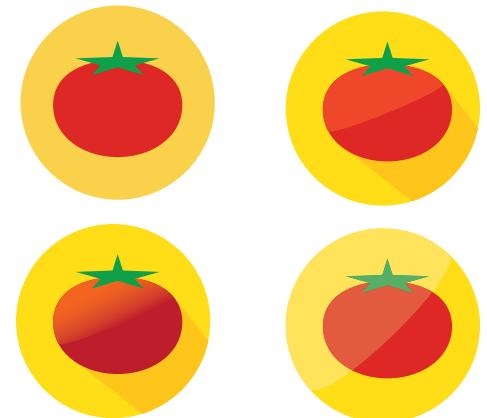
Orientation Handbook

For the Western Academy of Beijing



Icon Designs

Sketches



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