





ASHLEY YEO UX/UI DESIGNER PORTFOLIO

WNM
04627182



**INSPIRED TO CREATE
DYNAMIC PRODUCTS
THROUGH THE BALANCE OF
ART AND TECHNOLOGY**

ASHLEY YEO





ASHLEY YEO

UX/UI Designer

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ashleyyeodesign.com

Live Links

Web Portfolio

<https://www.ashleyeodesign.com>

<https://www.ashleyyeoart.com>

Be My Fridge - UX/UI Case Study

<https://www.ashleyeodesign.com/work/be-my-fridge>

<https://www.ashleyyeoart.com/be-my-fridge>

Art To Space - UX/UI Case Study

<https://www.ashleyeodesign.com/work/art-to-space-1>

<https://www.ashleyyeoart.com/art-to-space>

Go Mama Bears - UX/UI Case Study

<https://www.ashleyeodesign.com/work/go-mama-bears>

<https://www.ashleyyeoart.com/go-mama-bears>

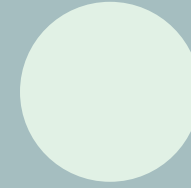
Artist Kim Hyun Jung - Web Design

<https://drive.google.com/file/d/1axlhv3dROQCPZihRXqhwszetmBD-Quc4C/view?usp=sharing>

<https://ashleyeodesign.com/wnm601/m14/index.html>



TABLE OF CONTENTS



01 UX/UI DESIGN

ART TO SPACE, ASTRO-B, GO MAMA BEARS, BE MY FRIDGE, CUTTERBUCK ————— 06-61

02 BRANDING

ASIAN ART MUSEUM ————— 62-68

03 WEB DESIGN

THE RISING ————— 69-73

04 MOTION GRAPHICS

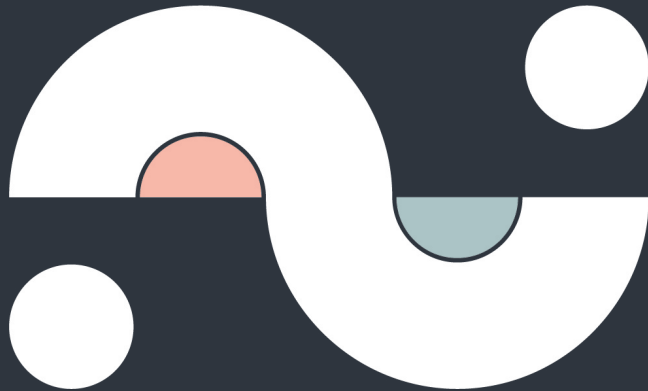
ASTRO-B, BIKE TO EAT SANTA CRUZ, SAGE DIGITAL MARKETING, CBS SAN FRANCISCO — 74-81

05 GRAPHIC DESIGN

TYPOGRAPHY POSTER ————— 82-83



PROFILE





ASHLEY YEO

UX/UI DESIGNER

<https://www.ashleyyeodesign.com>

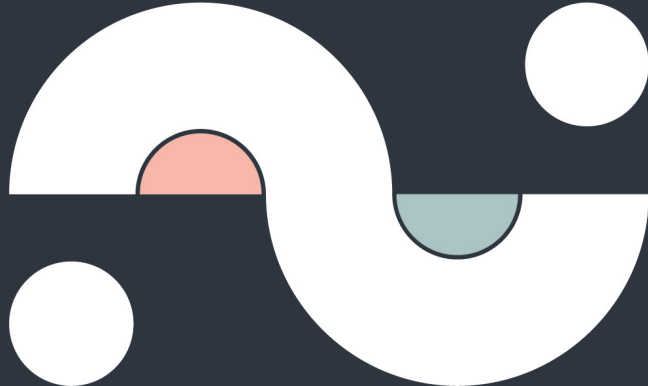
Ashley Yeo was born and raised in South Korea and studied History or Art at the University of California, Berkeley. Growing up in a multicultural environment, she developed versatile and problem-solving skills in a diverse environment. Recently, Ashley achieved a Master's degree in UX/UI Design and Product Design in San Francisco. She continues to work on exciting visual design projects.





01

UX/UI DESIGN



ART TO SPACE

UNIQUE POSITIONING STATEMENT

Art to Space app combines the idea of the current First Friday artists website and extensive outdoor and indoor selections. Artists register their portfolios in the app and can search for available places for art display. Unlike the competitors, the scope of the search is not limited to galleries, but it can have different local vendors and events using an interactive map. Artists and art enthusiasts can choose a specific area on the map to look for viewing art and build a community with artists. Art to Space app can also promote community events such as farmer's markets and cultural festivals. Eventually, food and wine enthusiasts, artists, and vendors in the farmer's market and local cultural festivals can have mutual benefits by bringing them all together.

08



ART TO SPACE

USER TASK FLOW 1

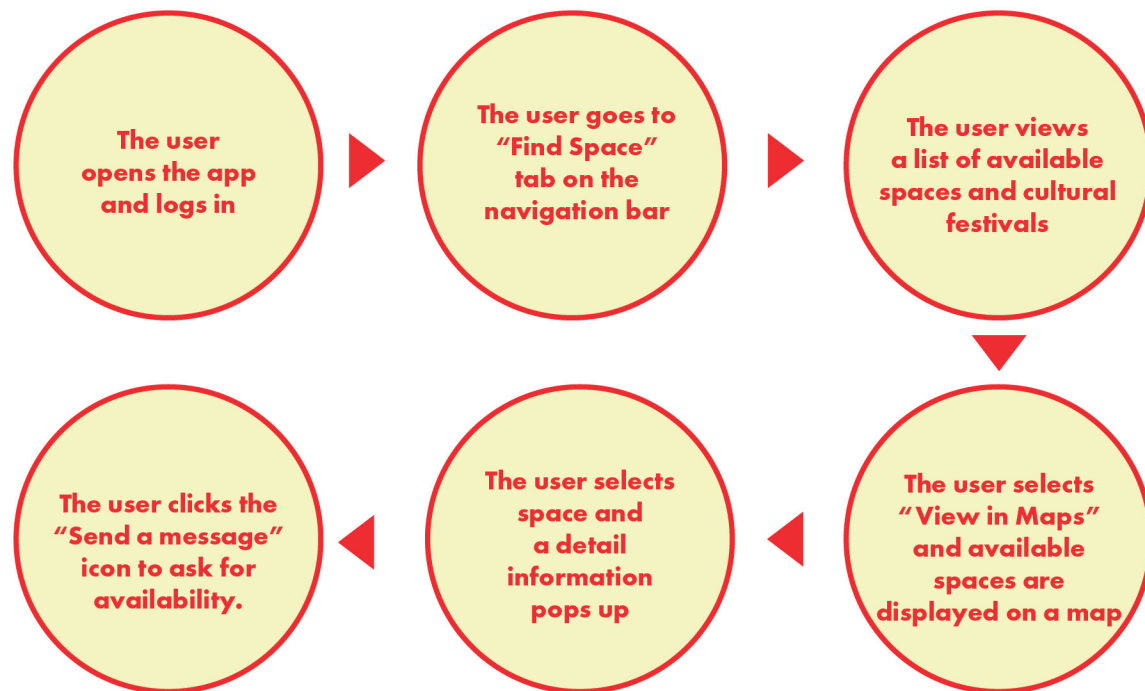
18

Task 1. The user finds space for an art display and sends a message to the space owner.



Jasmine Henry

29 • FEMALE • CA
FREELANCE ARTIST



ART TO SPACE

USER TASK FLOW 2

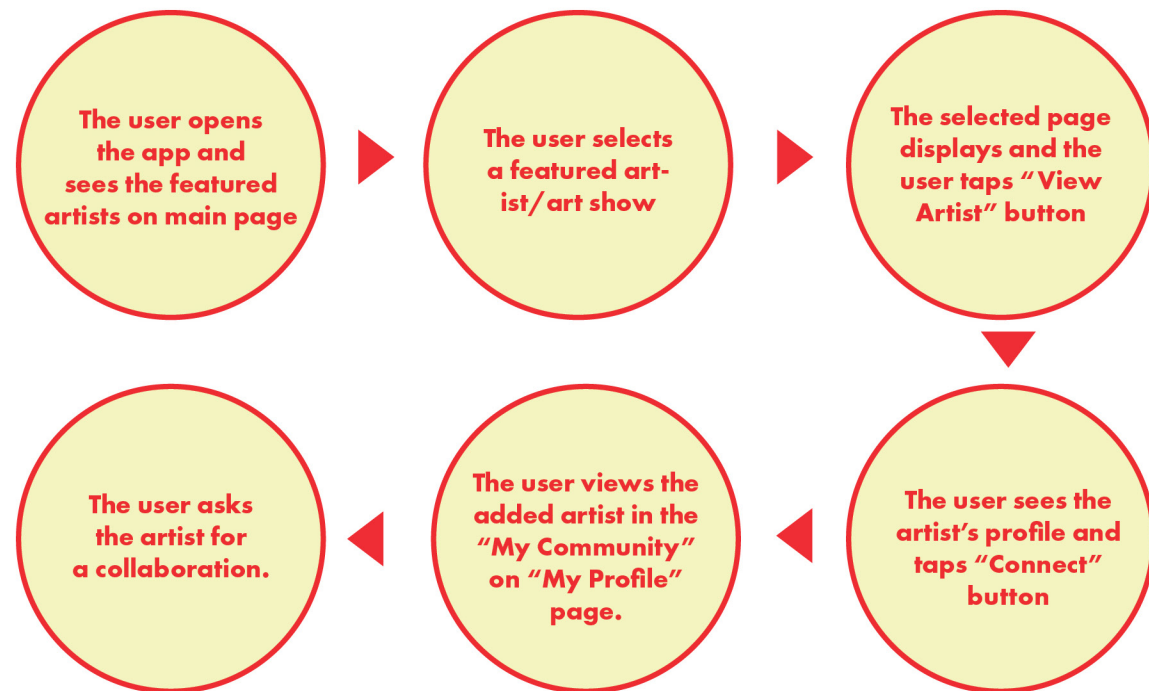
21

Task 2. The user connects with featured artists and organizes a group show.



Kaila Ohare

33 • FEMALE • CA
TEACHER • ARTIST



ART TO SPACE

USER TASK FLOW 3

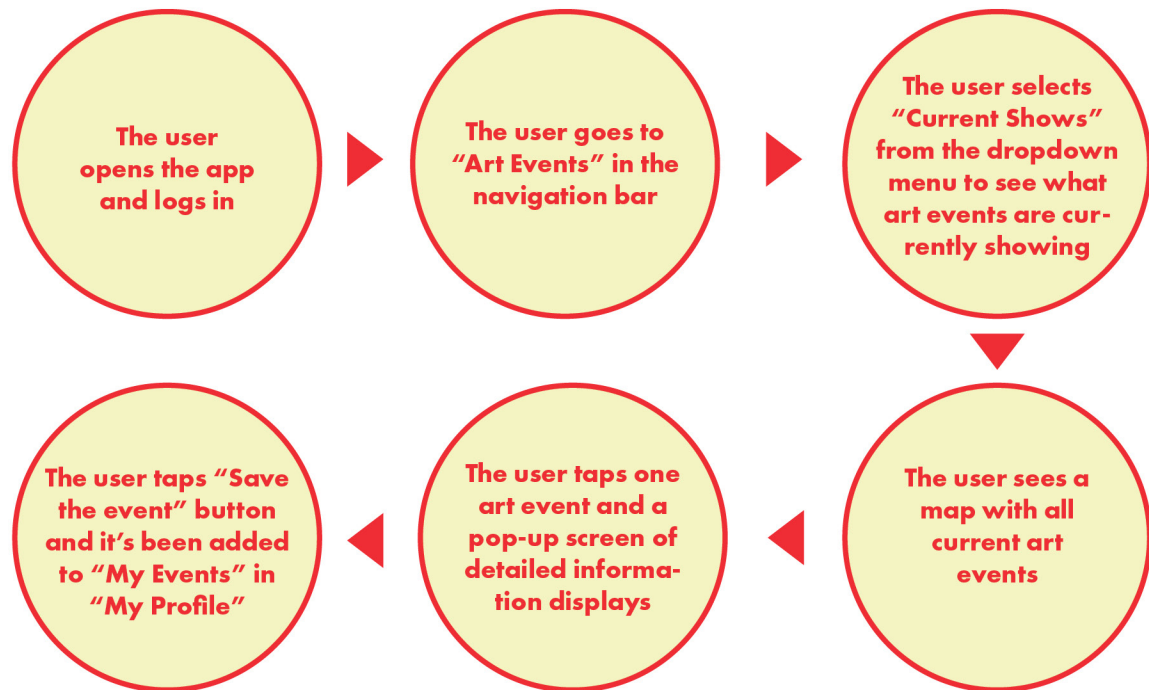
24

Task 3. The user views a map of current art events and saves the art event.



Jose Gamboa

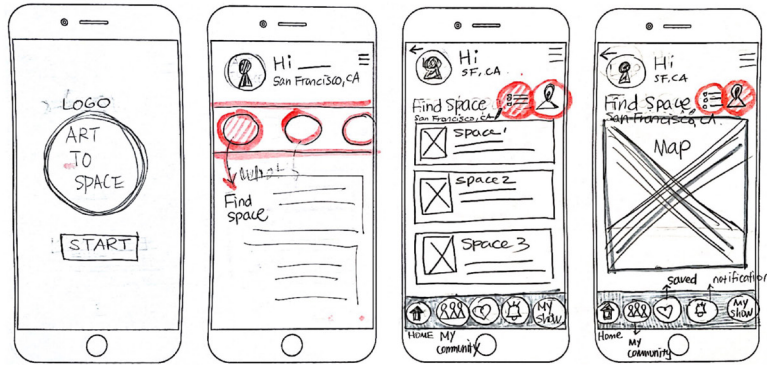
27 • MALE • CA
FREELANCE ARTIST
SALES ASSOCIATE



ART TO SPACE

WIREFRAME SKETCHES

TASK 1: Find space for art shows



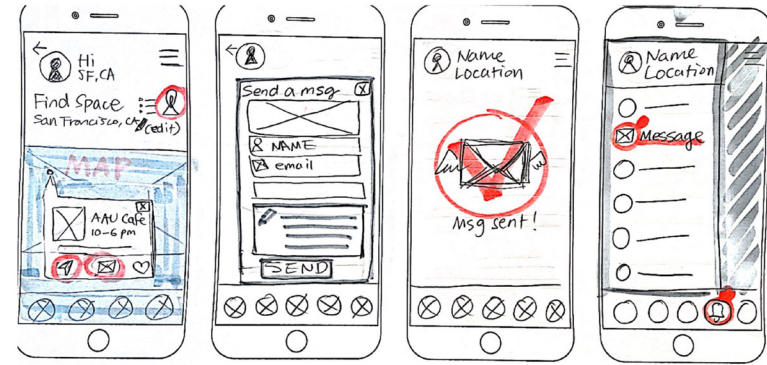
Step 1/12: Welcome screen
Start button or automatically log in after sign up.

Step 2/12: Main page
The user selects Find Space in the top navigation bar.

Step 3/12: Find Space
The user sees a list of available spaces.

Step 4/12: Find Space page
The user selects View In Map icon to display a map.

TASK 1: Find space for art shows



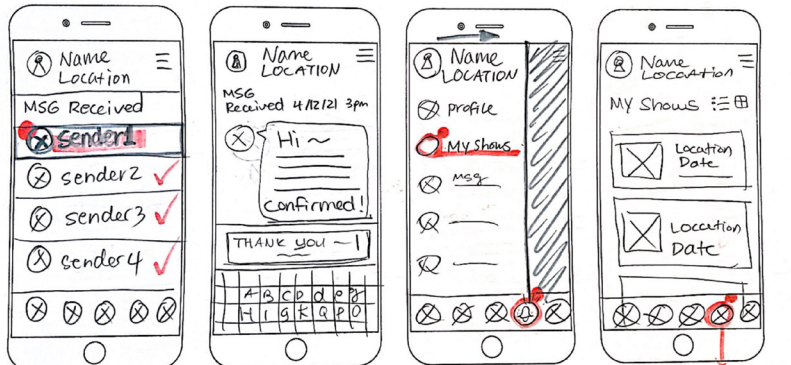
Step 5/12: Pop-up menu
The user selects one location and a pop-up menu displays.

Step 6/12: Send a message
The user selects the message icon and types a message.

Step 7/12: Message sent
Message sent icon displays.

Step 8/12: Profile slide right
Messages can be checked in the profile menu and notification displays a red dot.

TASK 1: Find space for art shows



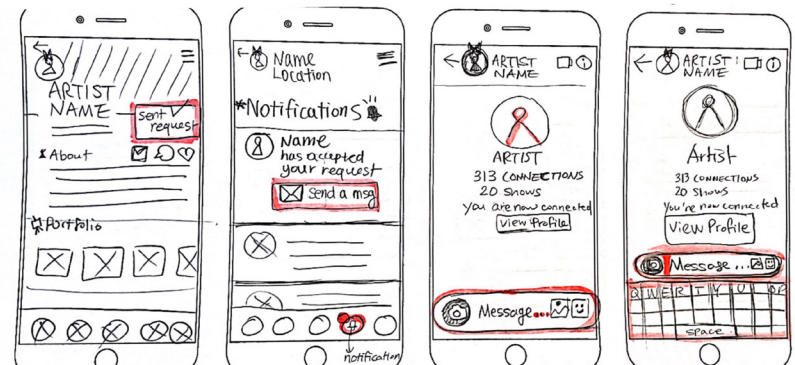
Step 9/12: Message page
The user gets a notification of a new message.

Step 10/12: End a message
Views the confirmation message.

Step 11/12: Profile and My Shows screen
Updated My Shows in the profile and a new notification displays in the nav menu.

Step 12/12: My Shows screen
My Shows display as a list.

TASK 2: Connect with artists



Step 5/12: Artist Profile page
After tapping the Connect button, it changes to the Sent button.

Step 6/12: Notification
Connect request approval gets notified since it's been accepted by the artist. The user selects Send A Message button.

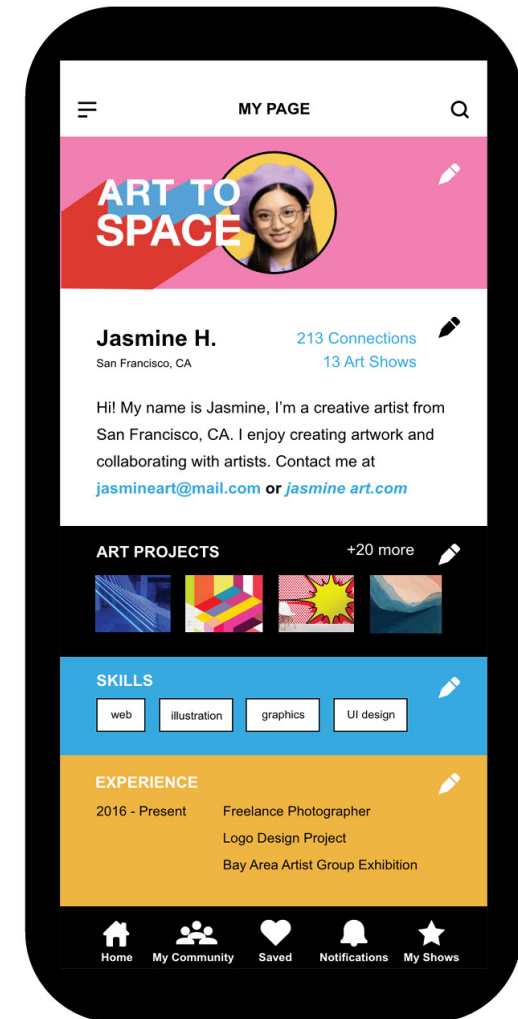
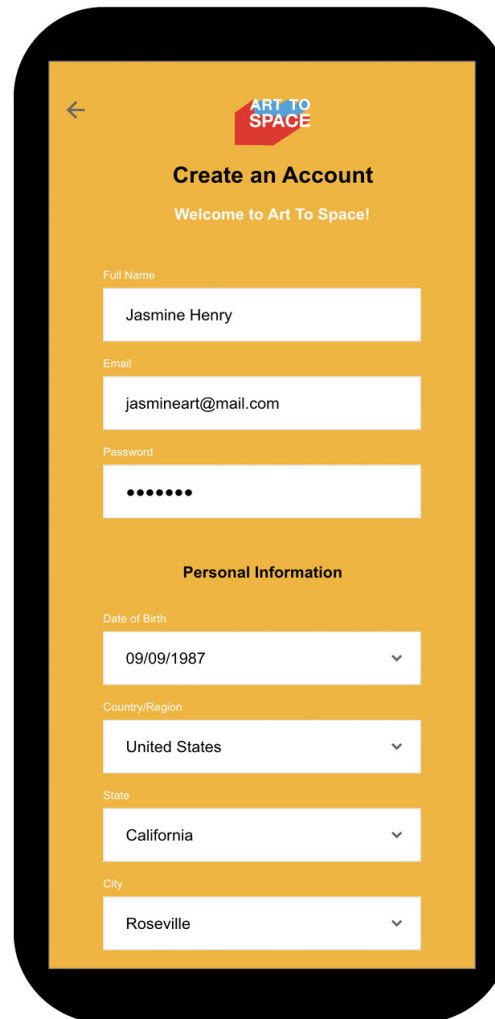
Step 7/12: New Message
The new message screen displays the recipient's profile.

Step 8/12: New Message
The message can be typed on the screen. View profile option is also available.



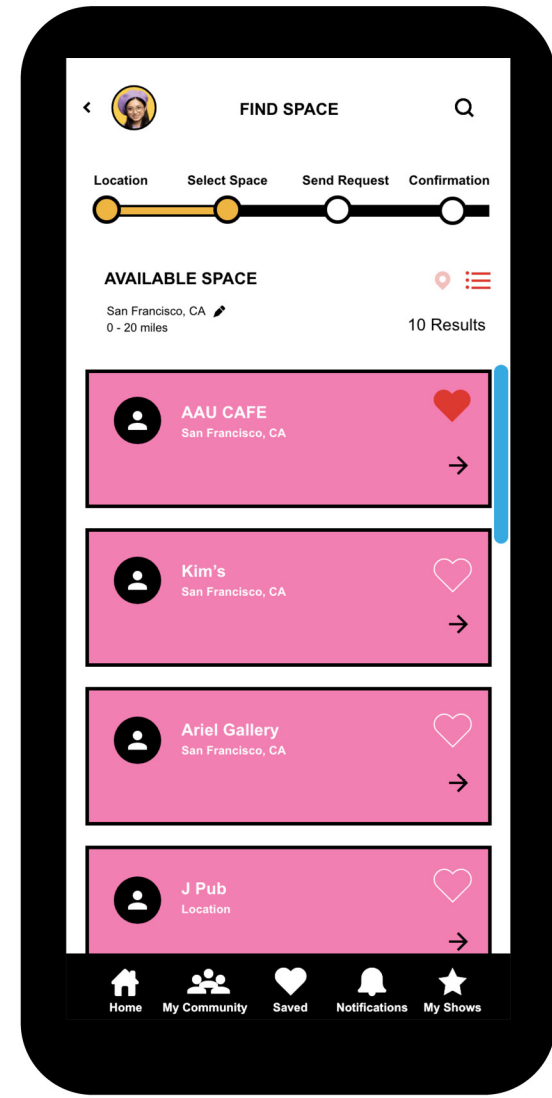
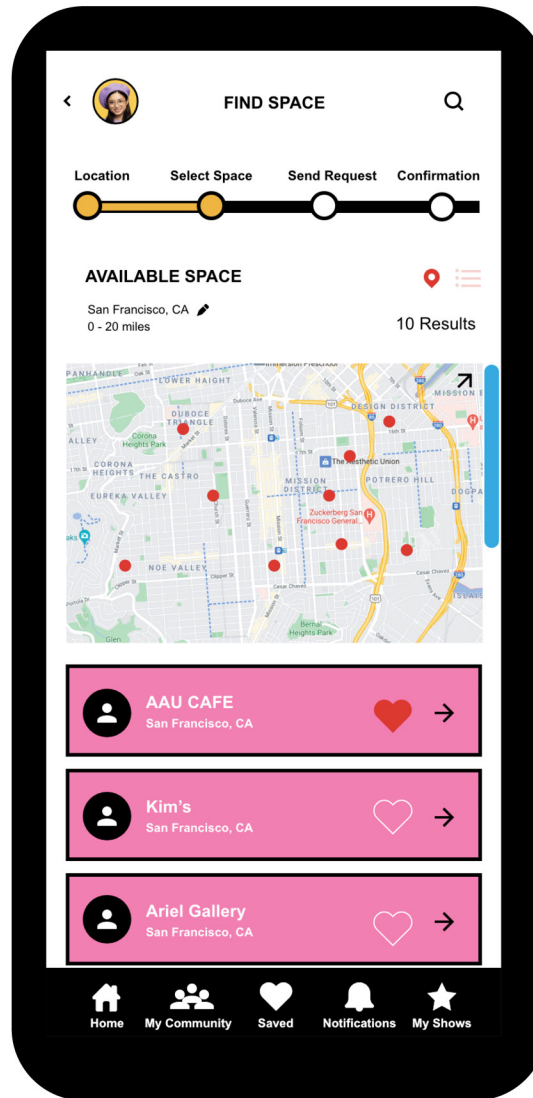
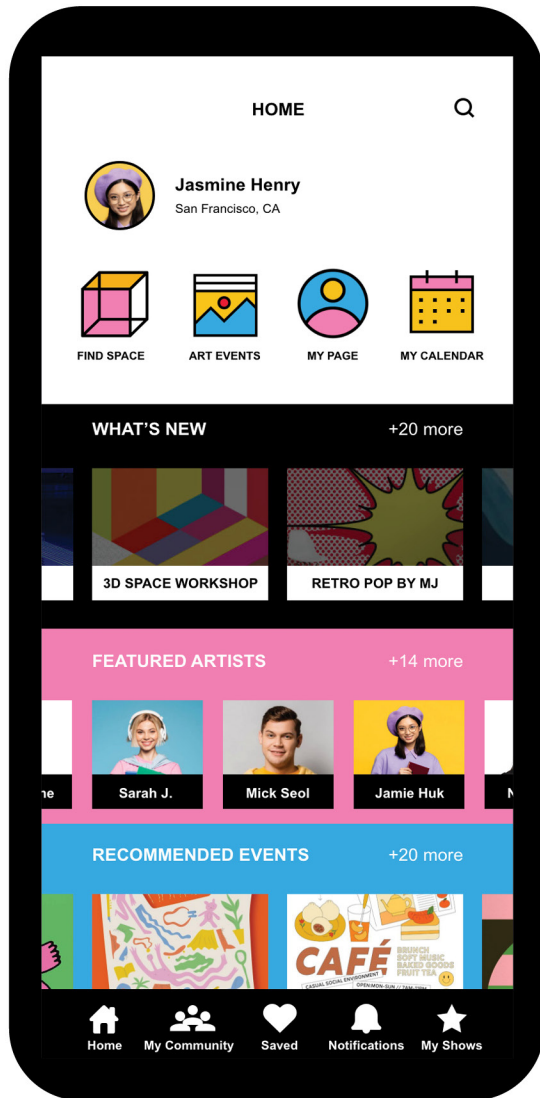
ART TO SPACE

HIGH FIDELITY WIREFRMES



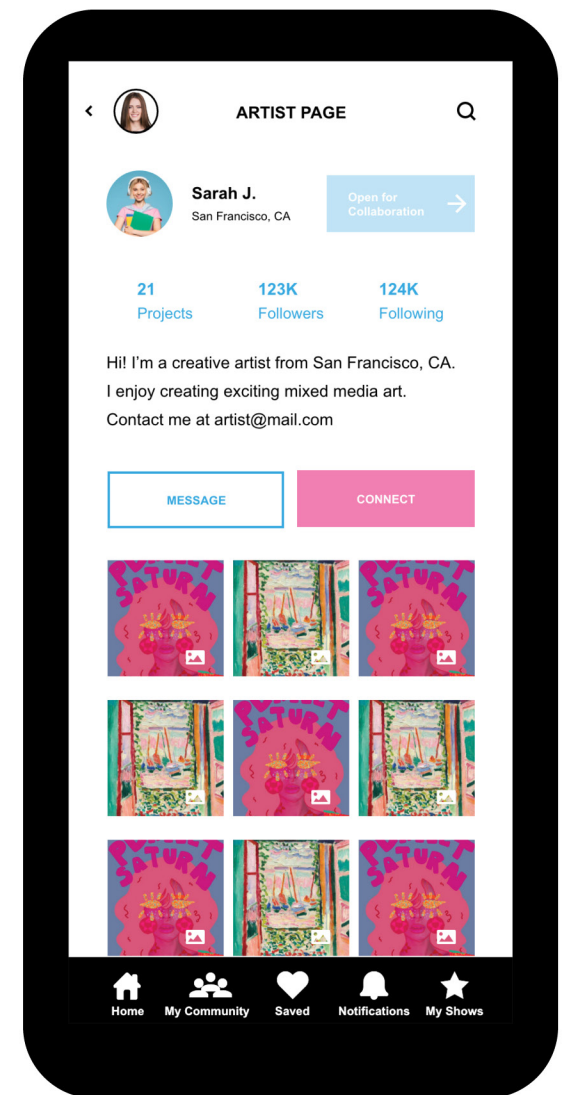
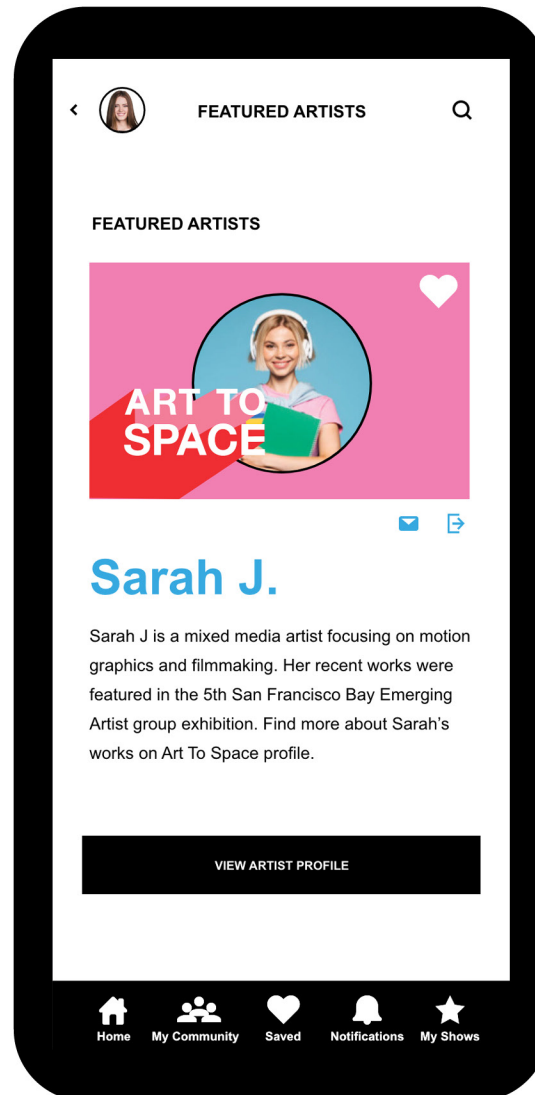
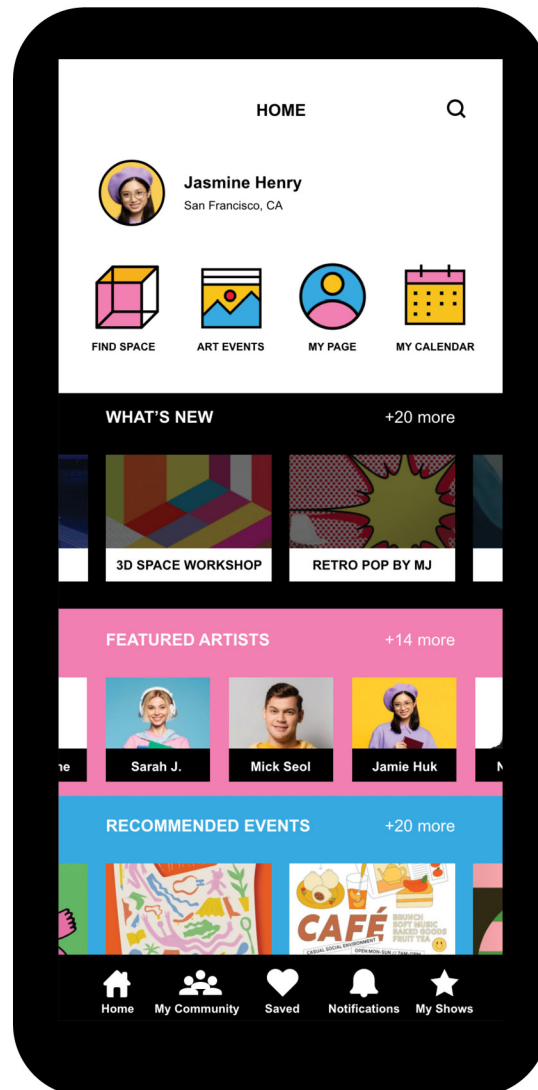
ART TO SPACE

UI DESIGN - TASK 1



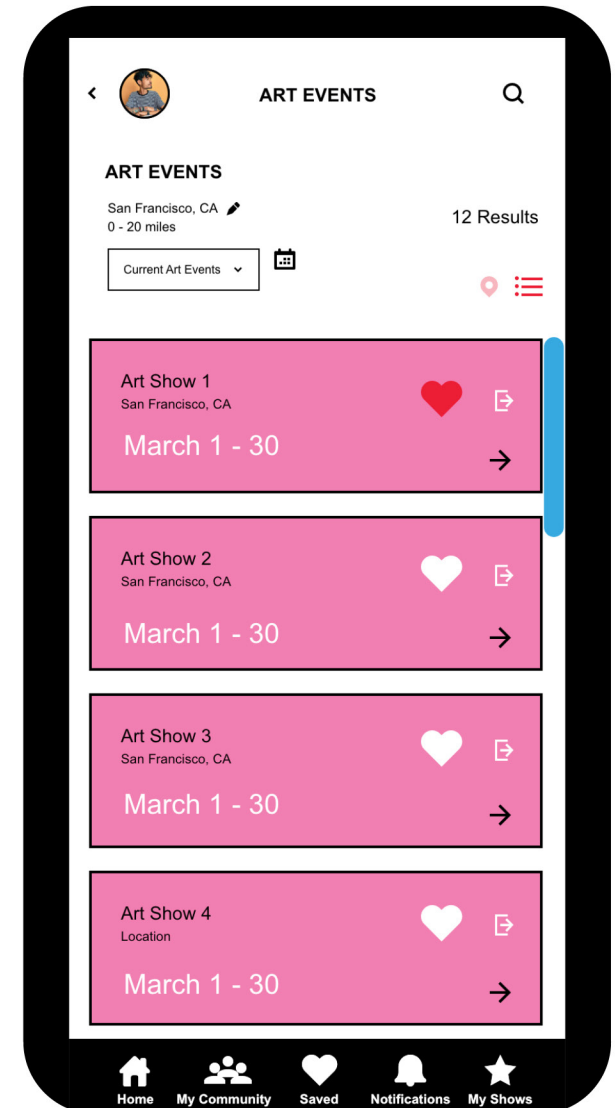
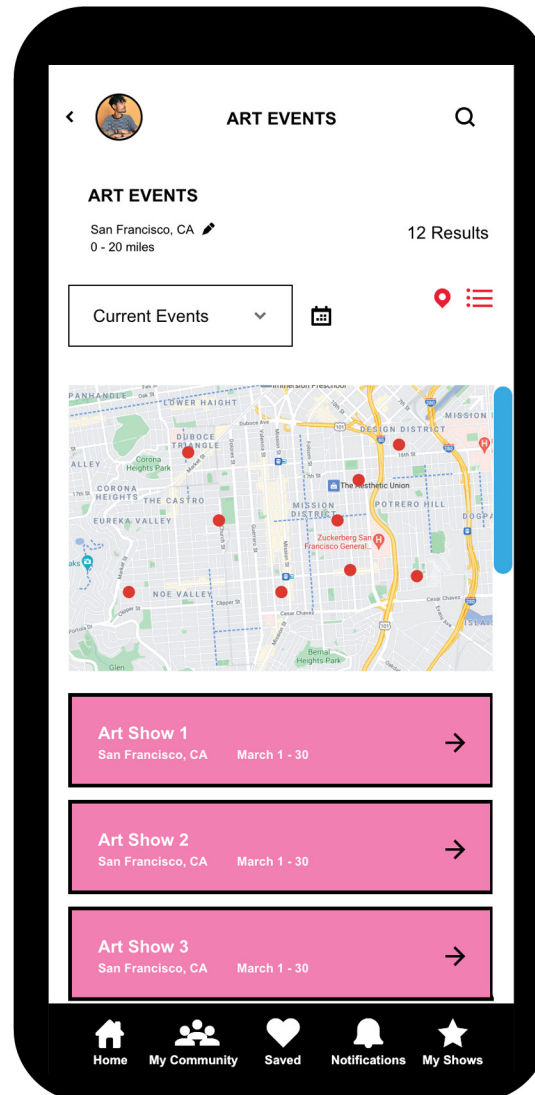
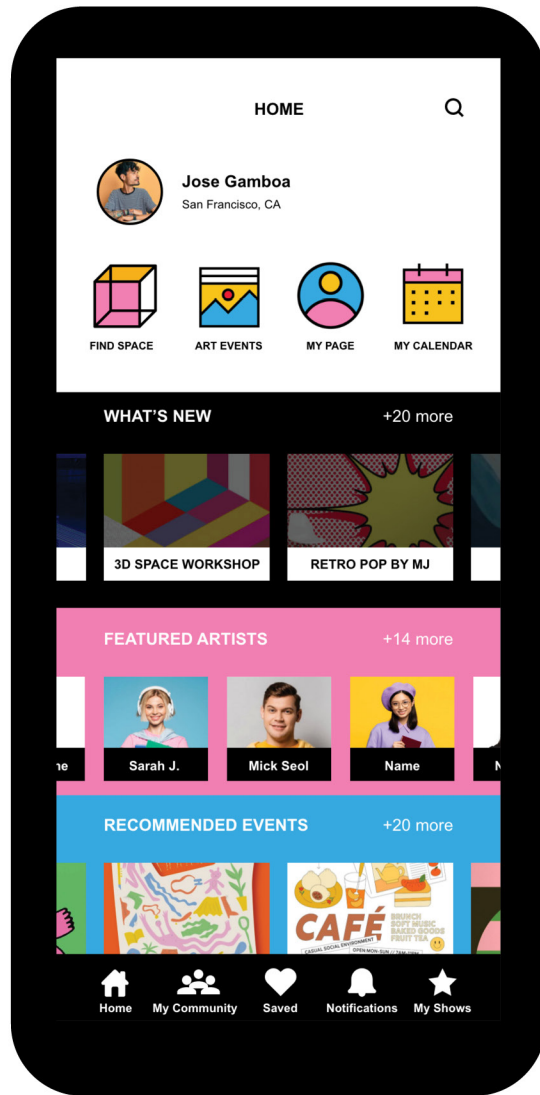
ART TO SPACE

UI DESIGN - TASK 2



ART TO SPACE

UI DESIGN - TASK 3





NASA SPONSORED PROJECT BY SPACE JAM



UX/UI DESIGN PROJECT 2

PROJECT

DESCRIPTION

This is a collaborative project of the Industrial Design and a UX/UI Design project sponsored by NASA. The goal of this project is to reimagine the Astro-B robot in the future. The future Astro-B is redesigned to be a future space travel robot to assist tourists in the ISS.

MEET THE SPACE JAM



JORDAN ROZENDAL

INDUSTRIAL DESIGN



ASHLEY YEO

UX/UI DESIGN



RAMEZ JWEINAT

INDUSTRIAL DESIGN

UX DESIGN

USER PERSONA



Samuel Hopkins

38 / Software Developer / San Jose, CA

Samuel Hopkins was born and raised in San Francisco, California. Samuel works for a tech company in San Jose, CA. He is a travel enthusiast and has visited many countries and destinations. Samuel has been thinking of space traveling and finally purchased a Space Travel ticket through a travel agency. He is very excited about his trip to space but also worried that he is not mentally and physically prepared for it.

USER NEEDS

1.

Tour Guide

2.

Physical Support

3.

Mental Support

4.

Entertainment

5.

Sense of community

6.

Maintenance

UX DESIGN

USER PERSONA



Samuel Hopkins

38 / Software Developer / San Jose, CA

Samuel Hopkins was born and raised in San Francisco, California. Samuel works for a tech company in San Jose, CA. He is a travel enthusiast and has visited many countries and destinations. Samuel has been thinking of space traveling and finally purchased a Space Travel ticket through a travel agency. He is very excited about his trip to space but also worried that he is not mentally and physically prepared for it.

USER NEEDS

1.

Tour Guide

2.

Physical Support

3.

Mental Support

4.

Entertainment

5.

Sense of community

6.

Maintenance

UX DESIGN

ABOUT ASTRO B



ABOUT

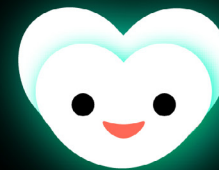
Astro B is an assistant smart device for space tourists as a tour guide with a variety of interactive apps and features to enhance their quality of life during their trip.

FEATURES



ASTRO TOUR

Your personal tour guide



ASTRO LIFE

Your Life Tracker



ASTRO IMAGING

Your Photos, Videos, Voice, and Gallery



ASTRO BODY

Your Personal Body Trainer



ASTRO MOOD

Your Personal Mood Tracker



ASTRO STORE

Exclusive to space tourists



MAINTENANCE

Maintain Your Space Environment



EXCLUSIVE FEATURE

Available for Space Tour with Purpose program





11:48 AM



ASTRO TRAINING

April 12, 2022

ASTRO TRAINING OUTLINE

~~MODULE 1~~
Prep
COMPLETE

~~MODULE 2~~
Procedures
COMPLETE

~~MODULE 3~~
Navigation
COMPLETE

56%
MODULE 4
Obstacle Avoidance

MODULE 5
Intro to Introduction

MODULE 6
Intro to Guest Science

MODULE 7
Intro to EVA

MODULE 8
Introduction



Notifications



Itinerary



Search



Setting



GO MAMA BEARS

PRENATAL AND POSTPARTUM
WELLNESS APP

GO MAMA BEARS

PROJECT OVERVIEW

The product is an app for women who are going through pregnancy and post-pregnancy to achieve their physical and mental wellness. This product improves the quality of life of people during pregnancy and post-pregnancy by providing physical and psychological support. It also has the potential to help alleviate psychological stress by interacting with other users in a group chat and posts. This app can also be utilized by other audiences who are interested in developing healthy wellness during pregnancy and after pregnancy. The product is also designed for anyone interested in being a mom.

GO
MAMA
BEARS



GO MAMA BEARS

USER PERSONA



Kate

ABOUT

Kate is a graduate student studying Education and working full-time as a sales manager. She enjoys outdoor activities. But she is worried that pregnancy would deter her from being active. Kate is married for 4 years and she is 4 week pregnant.

NEEDS

- Learning tools about physical and mental changes during pregnancy
- Mental support during and after pregnancy
- Healthy workout and meal plans
- Social community for moms and get mental and physical health support

SOCIAL MEDIA ACTIVITY

FACEBOOK ● ● ● ● ●

INSTAGRAM ● ● ● ● ●

AGE 31
 INCOME Less than 50 K
 OCCUPATION Sales Manager
 STATUS Married
 LOCATION San Jose, California

FRUSTRATIONS

- Not knowing enough information about pregnancy
- Concerned about time management
- Worried about physical and mental changes in life
- Weight gain, depression, and financial struggle

CURRENT FEELINGS

Anxious ● Fear ● Busy

PERSONALITY

Outgoing Motivational
 Optimistic Giving



GO MAMA BEARS

FEATURE MATRIX

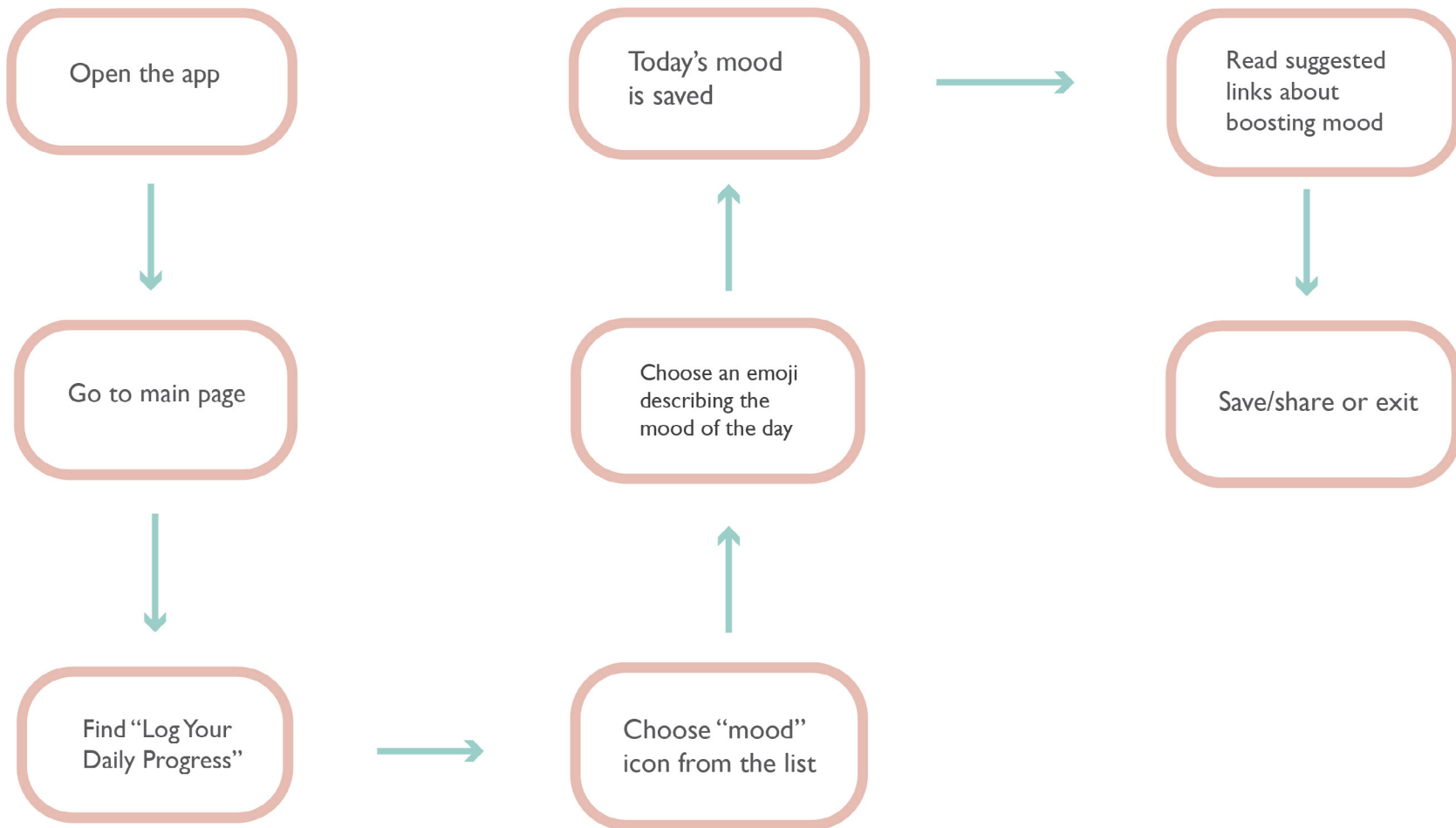


GO MAMA BEARS

TASK FLOW I

Ideas: Provide the “Daily Progress” platform where a user logs daily mood, food intake, and workout.

Task Description: Kate who is 4 week pregnant records her daily mood and reads suggested tips for better mood.

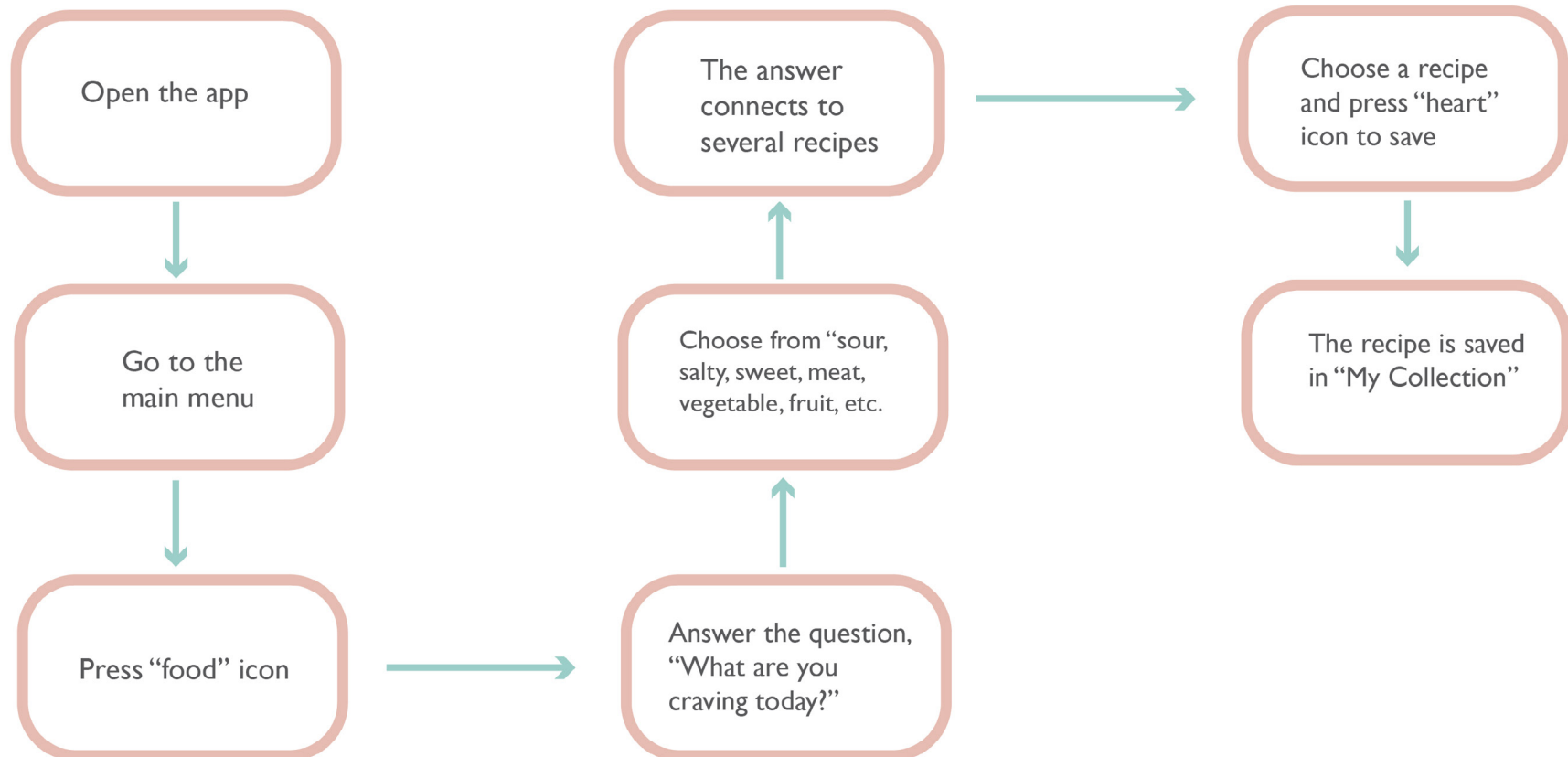


GO MAMA BEARS

TASK FLOW 2

Ideas: personalize the app by saving information in “My Collection” feature

Description: Kate who is 4 week pregnant finds a recipe she wants to make and saves it to her collection.

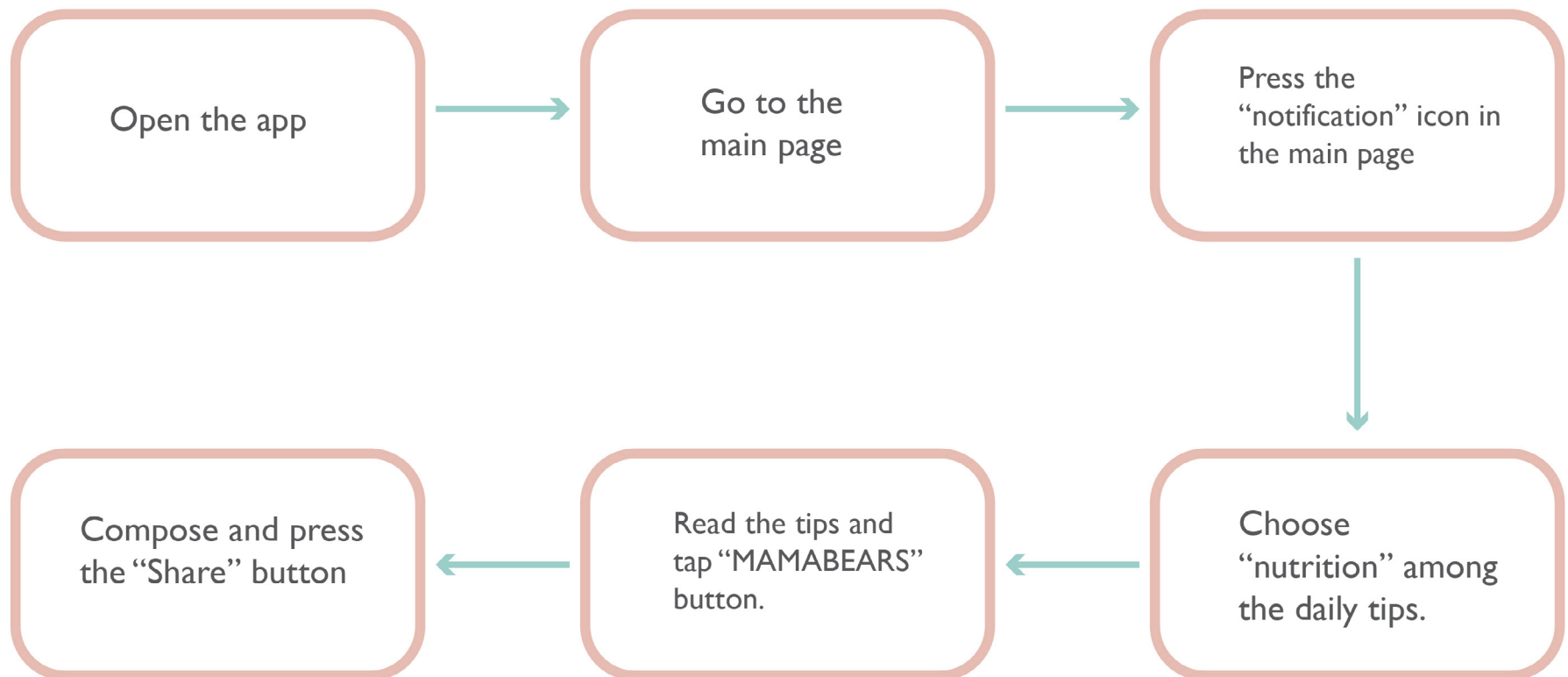


GO MAMA BEARS

TASK FLOW 3

Ideas: suggest “Daily Tips” about nutrition, exercise, and mental health for women who are pregnant and postpartum.

Task Description: Kate who is 4 weeks pregnant seeks for tips on nutritious meals and shares it with other members in the “MAMABEARS”, a social media for the app community.



GO MAMA BEARS

WIREFRAME SKETCHES

* Record Daily Progress *

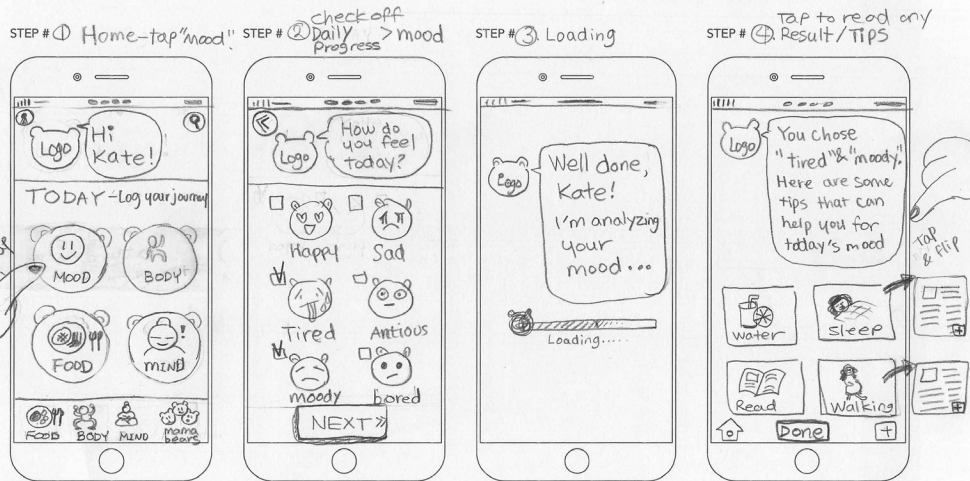
Task ① Kate records her daily mood and read tips/results.

TASK # & DESCRIPTION

GO MAMA BEAR

Prenatal & Postpartum Wellness app.

PROJECT



NOTES
After log in, users can see the main HOME, "TODAY" section asks to log their daily progress. Tapping "mood" will go to "mood" section

NOTES
Once clicked a category, users can select options. Tapping the check box will select the options. When done, tap "Next"

NOTES
The app analyzes the choices. The loading page connects to the tips. The loading bar shows the progress.

NOTES
Each button show tips for mood change. Tapping it will flip the button & show the content. The page can be saved by tapping [Done]. Users can tap "Done" to finish.

* Save to "My Collection" *

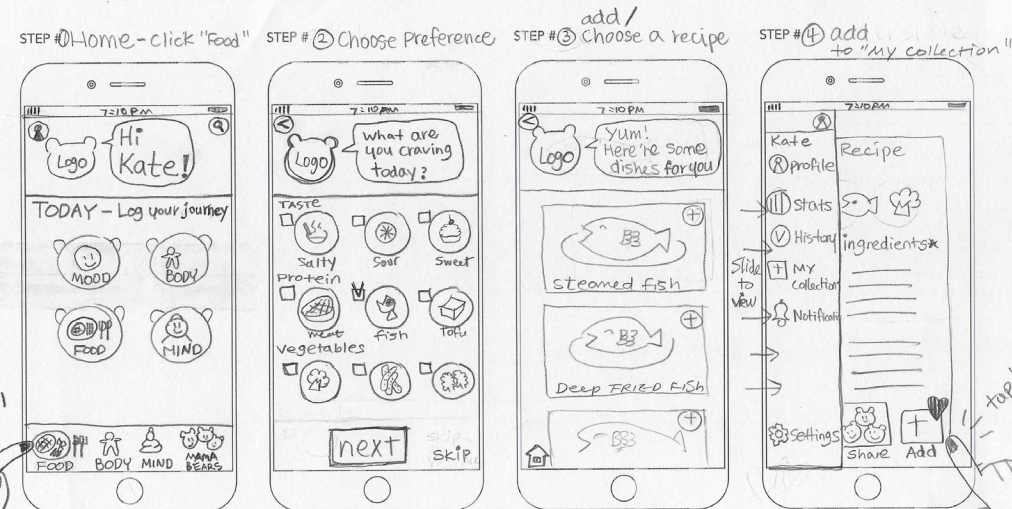
Task ② Kate finds a recipe she wants to make & saves it.

TASK # & DESCRIPTION

GO MAMA BEAR.

Prenatal & Postpartum wellness app

PROJECT



NOTES
On the main page, The navigation tap on the bottom has 4 options. Tapping "food" button goes to the "recipe" page

NOTES
Users can check off their preferences. "skip" option is available and moves to "view all" recipes.

NOTES
The choices display multiple recipes. Tapping it expands the recipe in the next screen. Add button is available to save it to "My collection"

NOTES
The chosen recipe is displayed. On left corner, tapping the profile icon expands the navigation bar. "My collection" folder is the when the content is added the [heart] icon is marked with "kian".

* Read Daily Tips and share to "mama bears" GO MAMA BEAR

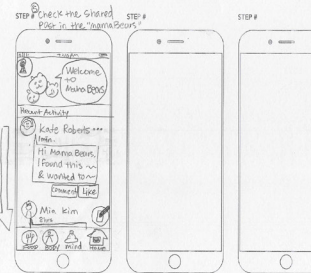
Task ③ Kate finds tips on nutrition & shares it to "mama bears" community.

TASK # & DESCRIPTION

* Read Daily Tips and share to "mama bears"

Task ④ Kate finds tips on nutrition & shares it to "mama bears" community.

TASK # & DESCRIPTION



NOTES
In the Home, users can scroll down to view daily tips. Several lines are displayed.

NOTES
Users can scroll down. Tap page and find "Daily Tips" section. Find "Key Nutrition" and tap it to open. [Share] icon is marked to notice.

NOTES
The chosen link opens. Read and share via "mama bears" community. Tap "Share" button.

NOTES
Tapping "mama bears" icon. Presses to the community page where the app members can share their posts. The "Share Post" screen let the users type comments when they press "share".

NOTES
The users can check their posts & read other members posts. The write icon [pen] can be tap to move to "new post"

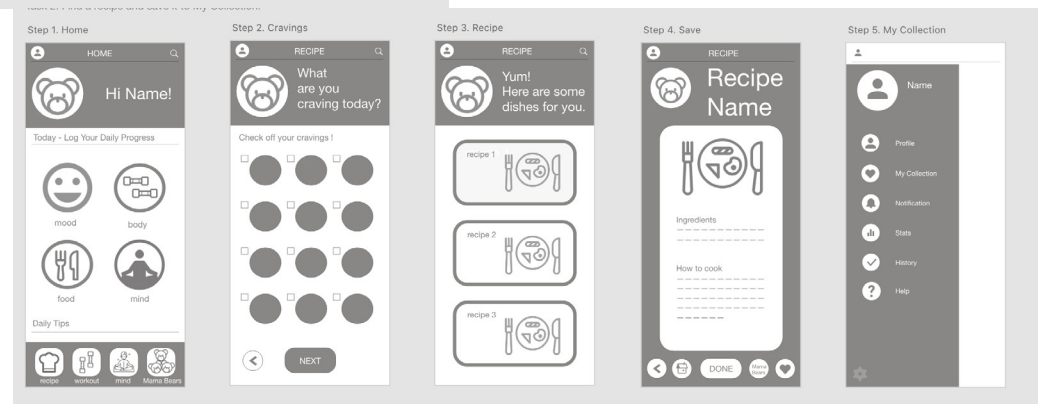
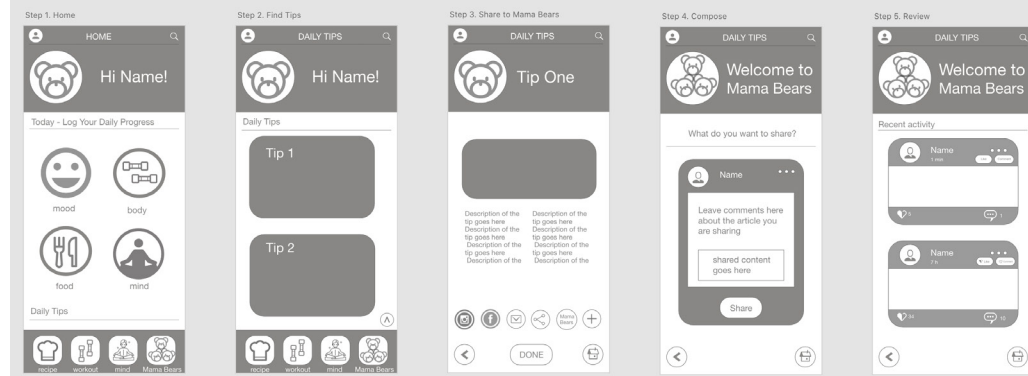
NOTES
To go back, press [back] button in the bottom navigation. Tap the screen can be scrolled down to view more posts.



GO MAMA BEARS

LOW-FIDELITY WIREFRAMES

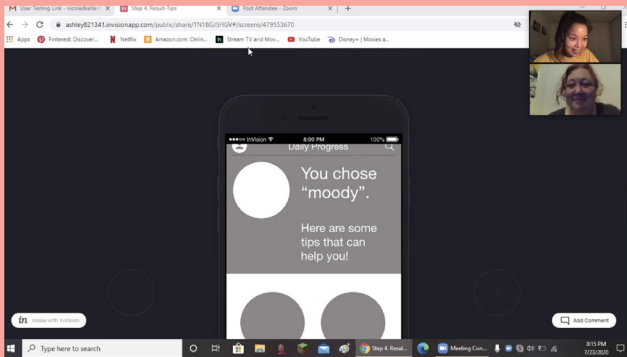
Task 3. Finds Tips and share it to Mama Bears



GO MAMA BEARS

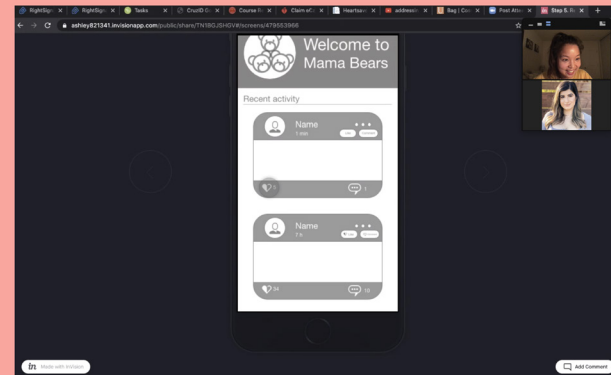
USER TESTING

USER TEST 1



Date - July 23, 2020
Moderator - Ashley
Tester - Nicole

USER TEST 2



Date - July 23, 2020
Moderator - Ashley
Tester - Robby

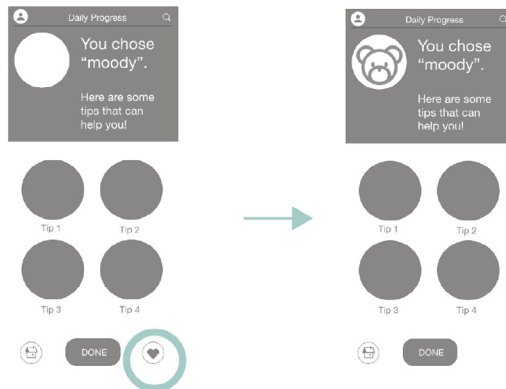


GO MAMA BEARS

USER TESTING RESULTS

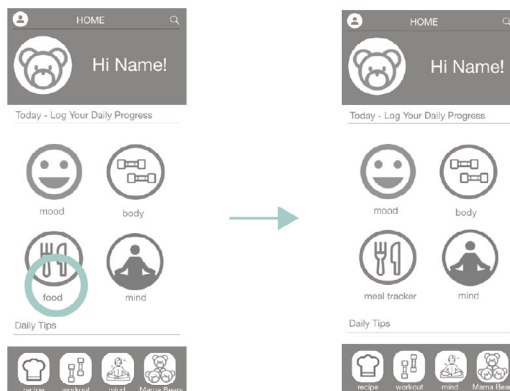
3. Before and After

Task 1. Step 4 - Log Your Daily Mood



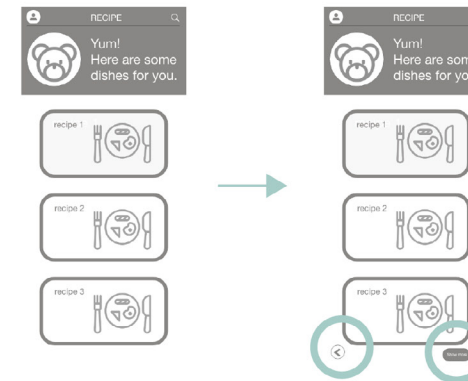
The heart icon is removed in this stage because it looks like the button suggests to save all the tips 1-4. The heart icon, which is “save to my collection” button, will appear once the Tip is tapped in the next page.

Task 2. Step 1 - Find a recipe and save



The “food” button in the Log Your Daily Mood and “recipe” in the navigation tab can be confusing. The “food” button is changed to “meal tracker” so it is obvious that the button is not for finding recipes.

Task 2. Step 3 - Find a recipe and save



The back button and “show more” icons are added. This is for the users who are looking for different results when they cannot find what they are looking for from the suggestions. The users can go back and select other options for a different result or click “show more” to view other recipes.

Task 2. Step 1 - Find a recipe and save



The size of the “daily log” section has been decreased to show the “Daily Tips” section. The “go down” icon gives a clue to scroll it down. The name for “daily tips” is changed to “What’s New” so that the content is not daily updated. But still new articles, and information regarding pregnancy is posted.

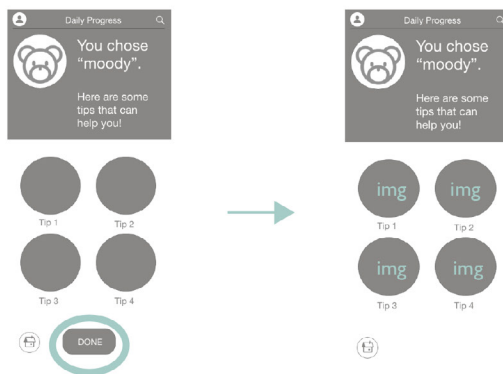


GO MAMA BEARS

USER TESTING RESULTS

3. Before and After

Task 1. Step 4 - Log Your Daily Mood



Kate mentions that the Tip buttons are confusing if they are suggesting the content or if they are clickable. Adding the image in the buttons would encourage the users to click and view the content.

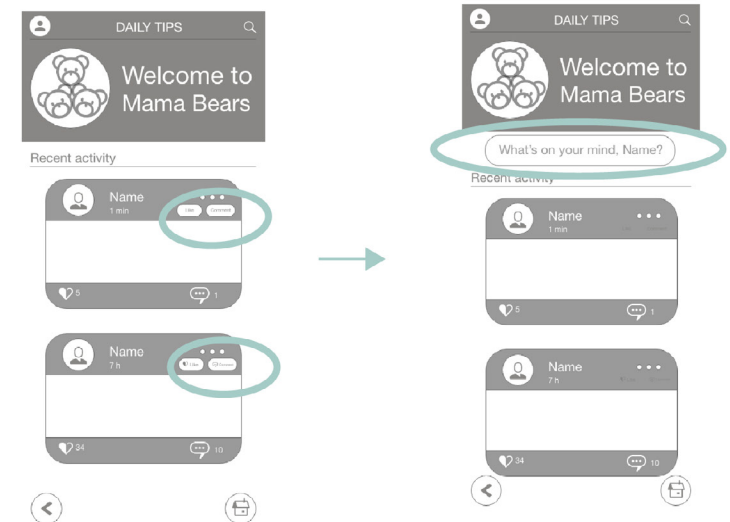
The "DONE" button is omitted because clicking "DONE" will go to Home page.

Task 3. Step 3 - Find Tips and Share to Mama Bears



The order of the share icons is changed. The "Mama Bears" is located right next to the "Save" button. The extra share button is pushed to the end.

Task 3. Step 5 - Find Tips and Share to Mama Bears



The "write a comment" section was missing. The comment area is added so the user can type up a comment. Below is the list of shared comments by other members.

The "Like" and "Comment" buttons are duplicates, so they are deleted.

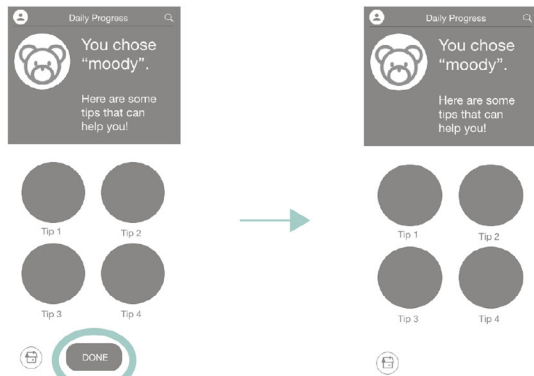


GO MAMA BEARS

USER TESTING RESULTS

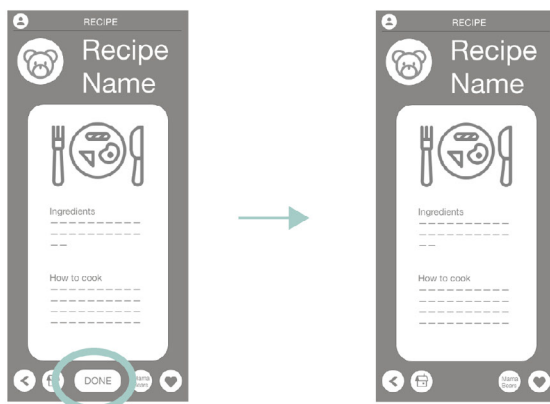
3. Before and After

Task 1. Step 4 - Log Your Daily Mood



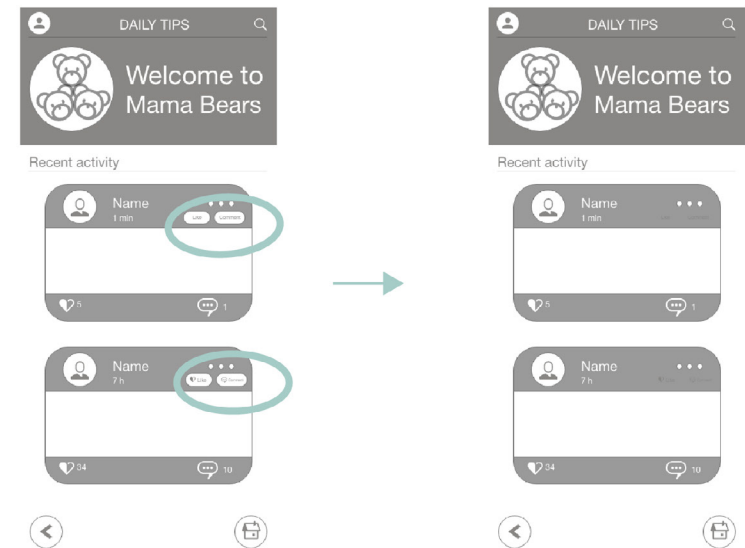
The "DONE" button is omitted because clicking "DONE" will go to Home page. Having Home and Done icons are duplicates and unnecessary.

Task 2. Step 1 - Find a recipe and save



The "DONE" button is removed. The "Home" icon takes it to the Home page and "DONE" button also does. By eliminating "one of them, it is simple and less confusing.

Task 3. Step 5 - Find Tips and Share to Mama Bears



In the Mama Bears community news feed, the recent activities are shown. "Like" and "Comment" buttons are not needed since there are both icons displayed below. The icons can be clicked to "Like" the comment, and the users can leave comments by clicking the "comment" icon below.



GO MAMA BEARS

MOODBOARD



GO MAMA BEARS

STYLE GUIDE

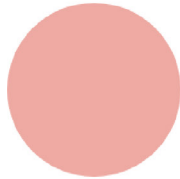
STYLE GUIDE

Colors

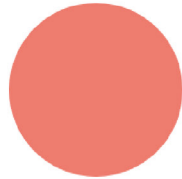
HEX, RGB, HSB



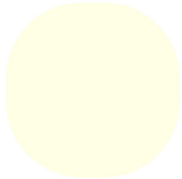
#FF7468
255 240 239
4 6 100



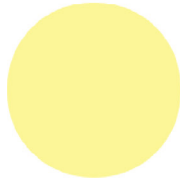
#FAA7A0
250 167 160
5 36 100



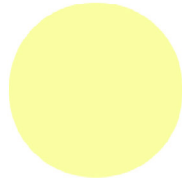
#FF7468
255 116 104
5 59 100



#FDFE2
253 255 226
64 11 100



#FDF788
253 247 136
57 46 99



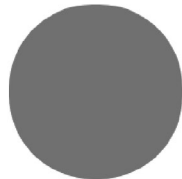
#F8FF95
248 255 149
64 42 100



#BFBFBE
191 191 190
60 1 75



#898785
137 135 133
30 3 35



#707070
112 112 112
0 0 44

Typography

Rooney Sans Medium

Rooney Sans Bold

Rooney Sans Heavy

Rooney Sans Heavy Italic

Heading 1

Heading 2

Heading 3

Body Text

Button Text

Navigation

Input Fields

Footer

Heavy 48pt

Bold 32pt

Bold 18pt

Bold 12-18pt

Medium 16pt

Medium 16pt

Medium 14pt

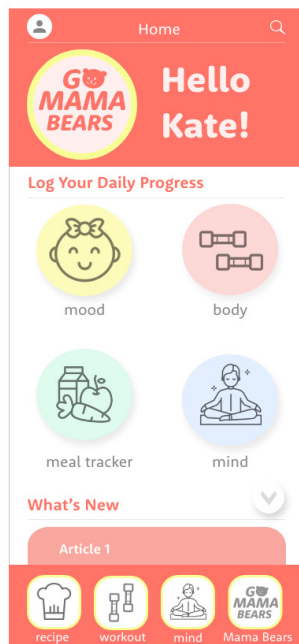
Regular 12pt



GO MAMA BEARS

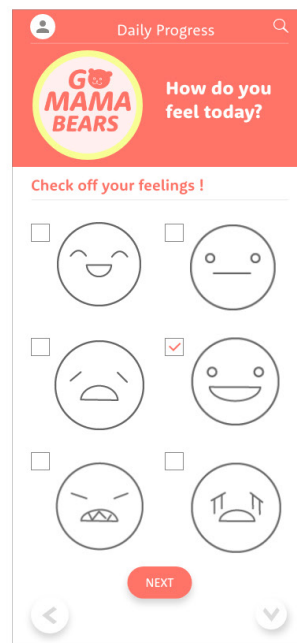
HIGH-FIDELITY WIREFRAMES

Task 1. Log daily mood and and read tips



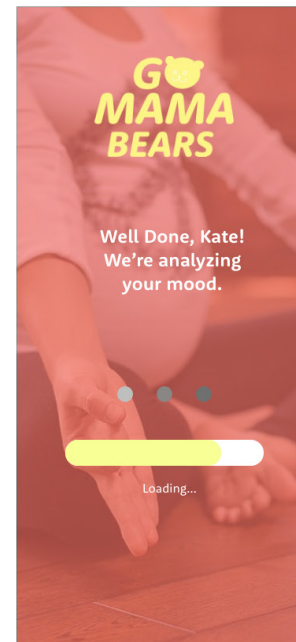
Step 1. Tap "mood" icon

After login, Home page displays in the screen. Tap "mood" button in the "Log Your Daily



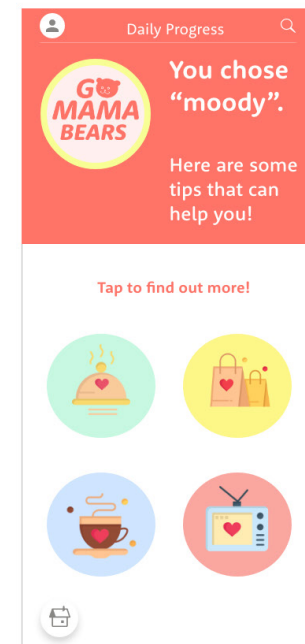
Step 2. Check off emotion icons

Kate checks off emotion icons. She can scroll down to view more. When finished, click "NEXT" button.



Step 3. Loading

Wait while it's loading.



Step 4. Read the tips

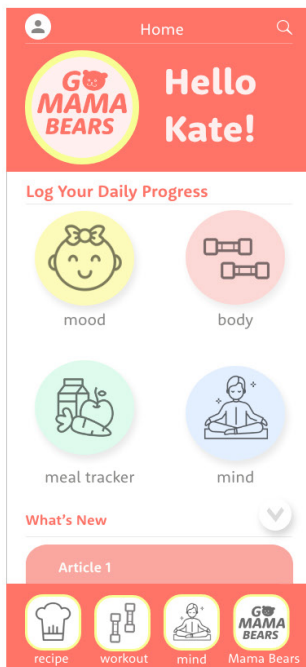
Four tips show in the buttons, and Kate taps the button to view the content. Tap the "Home" icon to go back.



GO MAMA BEARS

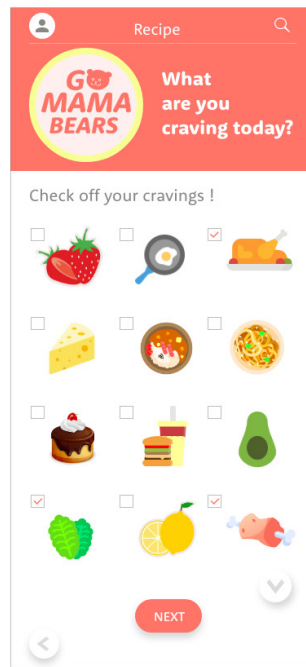
HIGH-FIDELITY WIREFRAMES

Task 2. Kate finds a recipe she wants to make and saves it to "My Collection".



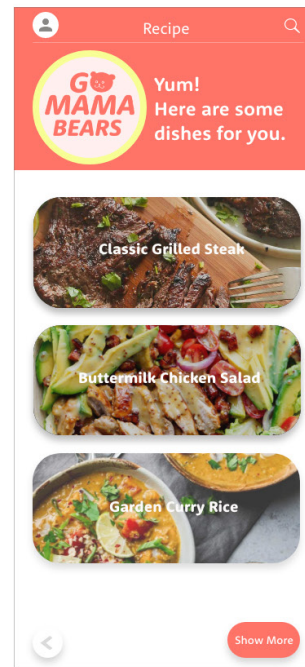
Step 1. Tap "recipe" icon

After login, tap "recipe" icon in the navigation bar.



Step 2. Check off images

Checks off her cravings and scroll down to view more options. After checking off, tap "NEXT" button.



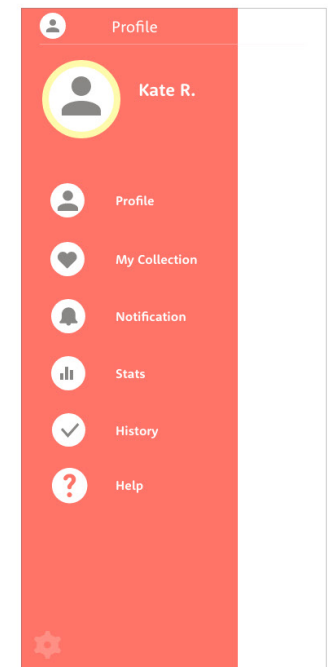
Step 3. Choose a recipe

Among many recipe suggestions, Kate chooses one and tap the recipe button. Click "Show More" to view more recipes.



Step 4. Read and save

Reads the instructions and tap the heart icon to "My Collection".



Step 5. Review "My Collection"

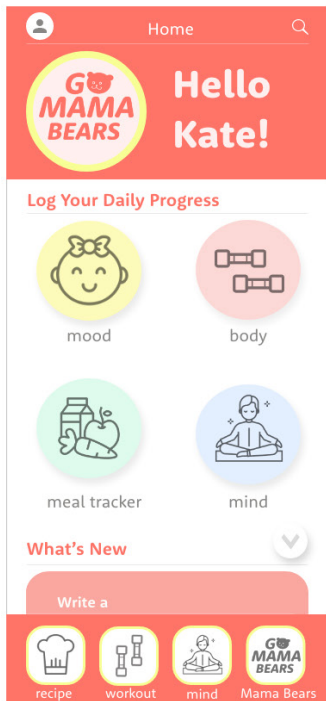
The saved contents can be reviewed in the profile tap.



GO MAMA BEARS

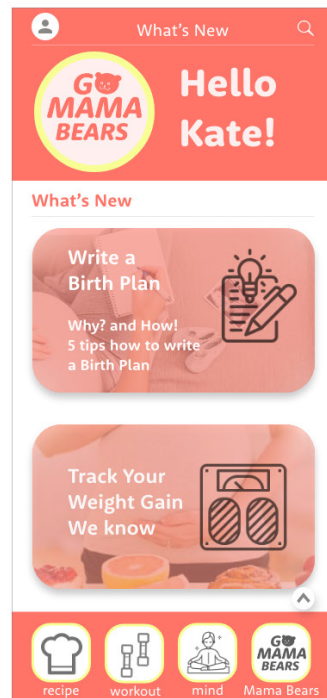
HIGH-FIDELITY WIREFRAMES

Task 3. Kate reads “What’s New” and shares it to Mama Bears community.



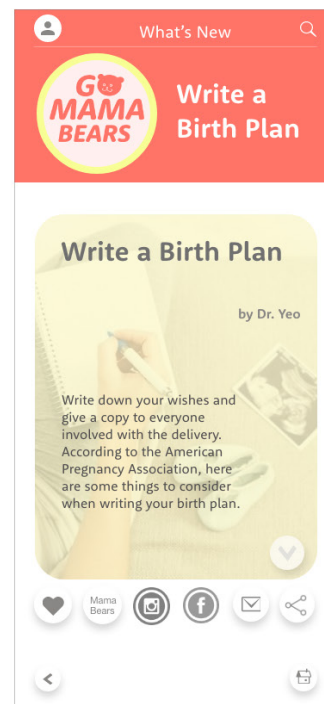
Step 1. Tap articles on “What’s New”

After login, Kate scrolls down the main page to view articles on “What’s New”.



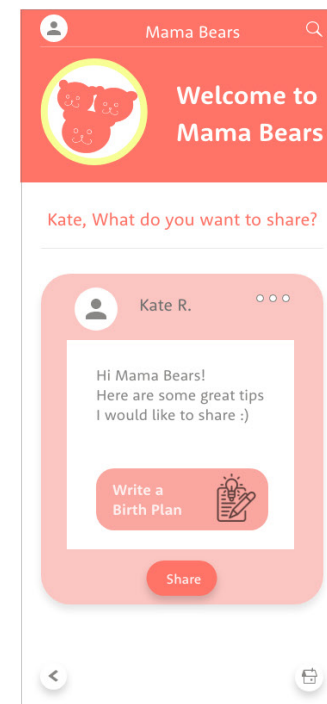
Step 2. Choose a tip

Kate chooses one of the news and taps to read more.



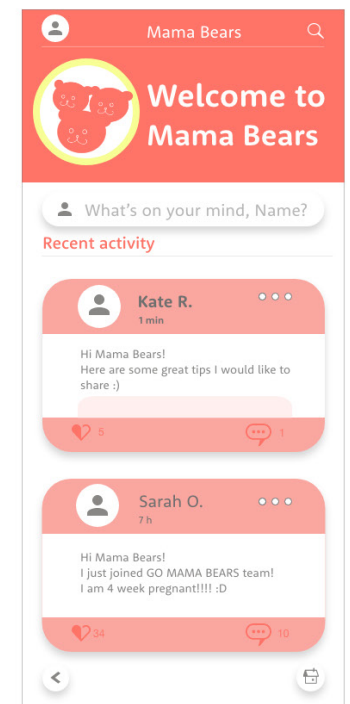
Step 3. Tap “Mama Bears”

Kate reads a tip and taps “Mama Bears” icon.



Step 4. Type and “Share”

In the “Mama Bears” community page, Kate types a comment and clicks “NEXT” button.



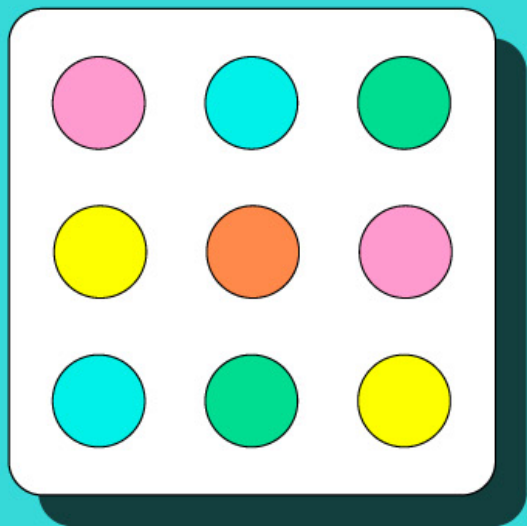
Step 5. View shared posts

Her posted comment shows in the “Recent activity”.



UX UI PROJECT

BE MY FRIDGE



ASHLEY YEO

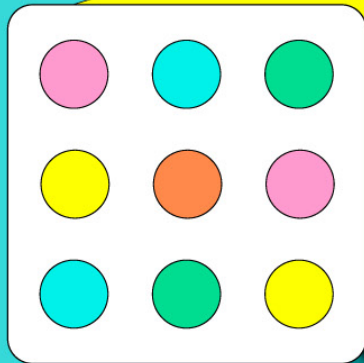
BE MY FRIDGE

UX/UI DESIGN PROJECT 4

Project

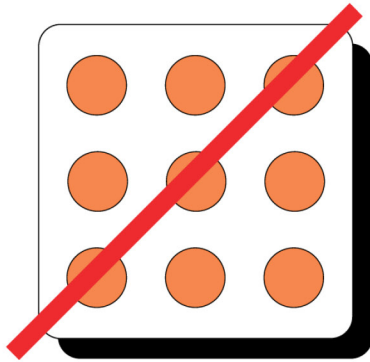
Description

This is a UX/UI Project for Be My Fridge. The idea is to create an app for a convenient and efficient refrigerator organizer. The app, Be My Fridge helps users add, shop, and organize their groceries easily. The efficient way of organizing inventory will lead to saving money and a healthy lifestyle.



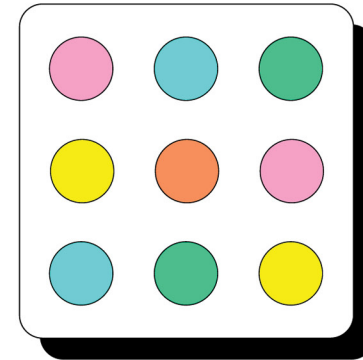
BE MY FRIDGE

PROJECT OVERVIEW



The Problem:

Organizing a fridge can be challenging on a busy day. Sometimes it is hard to know if you had a certain item in the refrigerator. You end up wasting so much food and money.



The Solution:

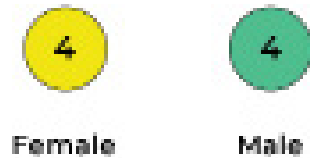
The solution is to use an app that helps you organize and manage your groceries in the refrigerator. The app displays a list of items in the fridge and notifies expired items. You can also shop via the app when things are low in stock.



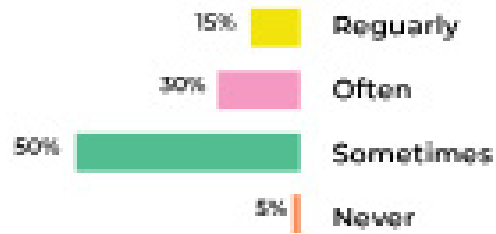
BE MY FRIDGE

TARGET AUDIENCE RESEARCH

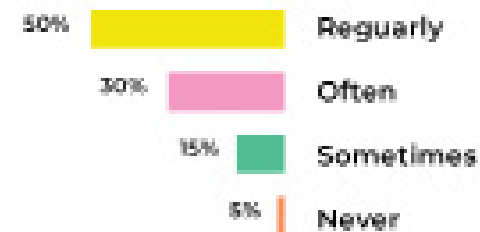
Demographics



How often do you use online grocery delivery?



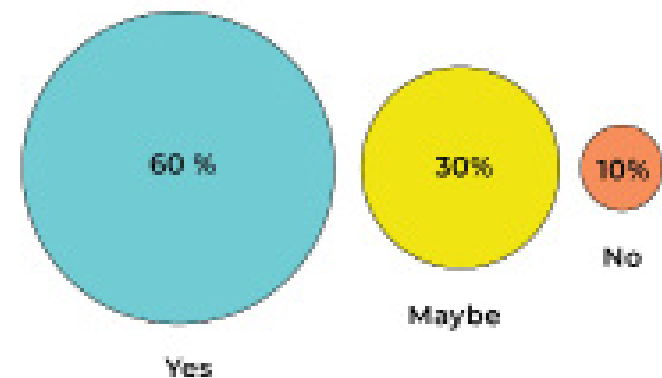
How often do you find expired food in the fridge?



What do you find challenging with your refrigerator?



Do you like the idea of a Fridge Organizer app?



BE MY FRIDGE

USER PERSONA

48



Stephanie K. (36)

Education: Master's
Marital Status: Married
Location: San Jose, CA
Occupation: Consultant

Income: \$120000
Work Experience:
8 years

Technology:
★★★★★
Social Media:
★★★★★

PERSONAL BACKGROUND

Stephanie was born in San Jose, California, and works full-time as a consultant for a tech firm. She enjoys grocery shopping and cooking. It gets chaotic after a busy day, finding food from a fridge and organizing the inventory. She sometimes ends up buying food already had and wasting it.

NEEDS & GOALS

Needs to organize the refrigerator, manage the inventory, and purchase items online.

EXPECTED FEATURES

An app that connects to online grocery shopping platform and easy one-click purchase

PROBLEM WITH THE PROJECT

Needs to have a reliable online grocery delivery service. Inputting the purchased item into the app can be manually tedious.

FRUSTRATIONS

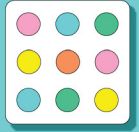
Difficult to know items in the fridge, purchased date and expiration dates.

DELIGHTFUL

Get notifications when items are about to expire. Items are that are low can be reordered via the app.

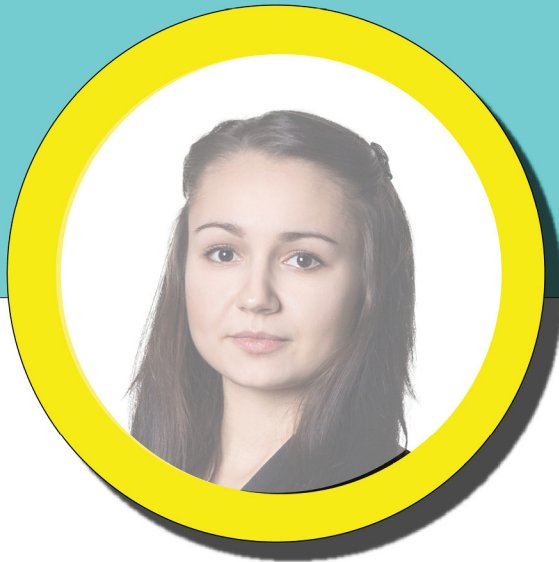
RECOMMENDATION

Inputting items can be done by scanning barcodes, Qr codes, or selecting food image icons instead of typing manually.



UX

User Story



“ I need to find an app to organize my fridge. It is hard to remember what I have and I end up wasting so much food! ”

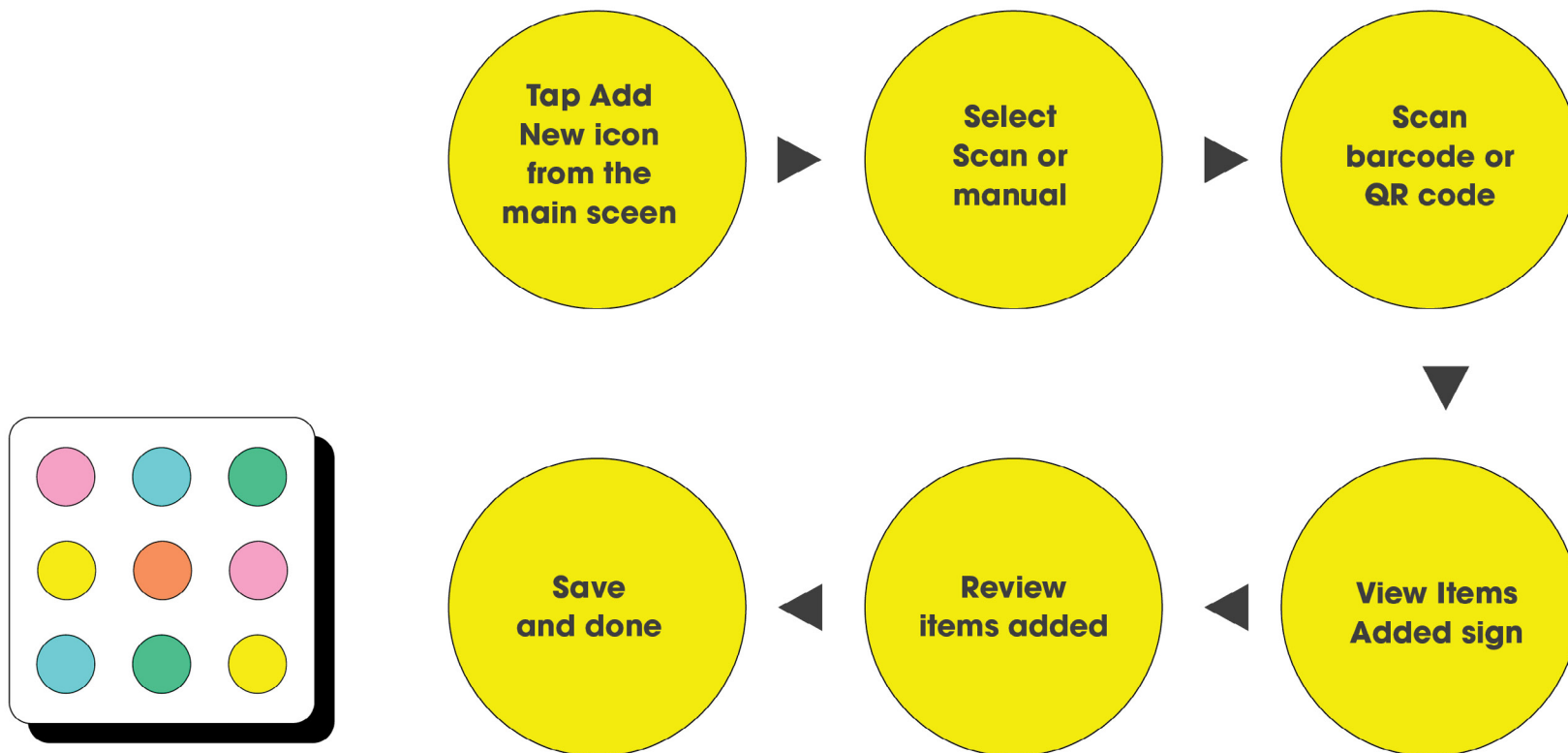
Stephanie K.
36. Female, Consultant

Stephanie enjoys cooking and grocery shopping. She works full-time and lives a busy life. She realizes that it is difficult to organize her fridge daily and it becomes messy. She hopes to find an app that can help her check and organize the inventory of her groceries. Jamie thinks it will be convenient to shop instantly when her groceries are low. She could also get tips about keeping things tidy and healthy food habits.

BE MY FRIDGE

USER FLOW

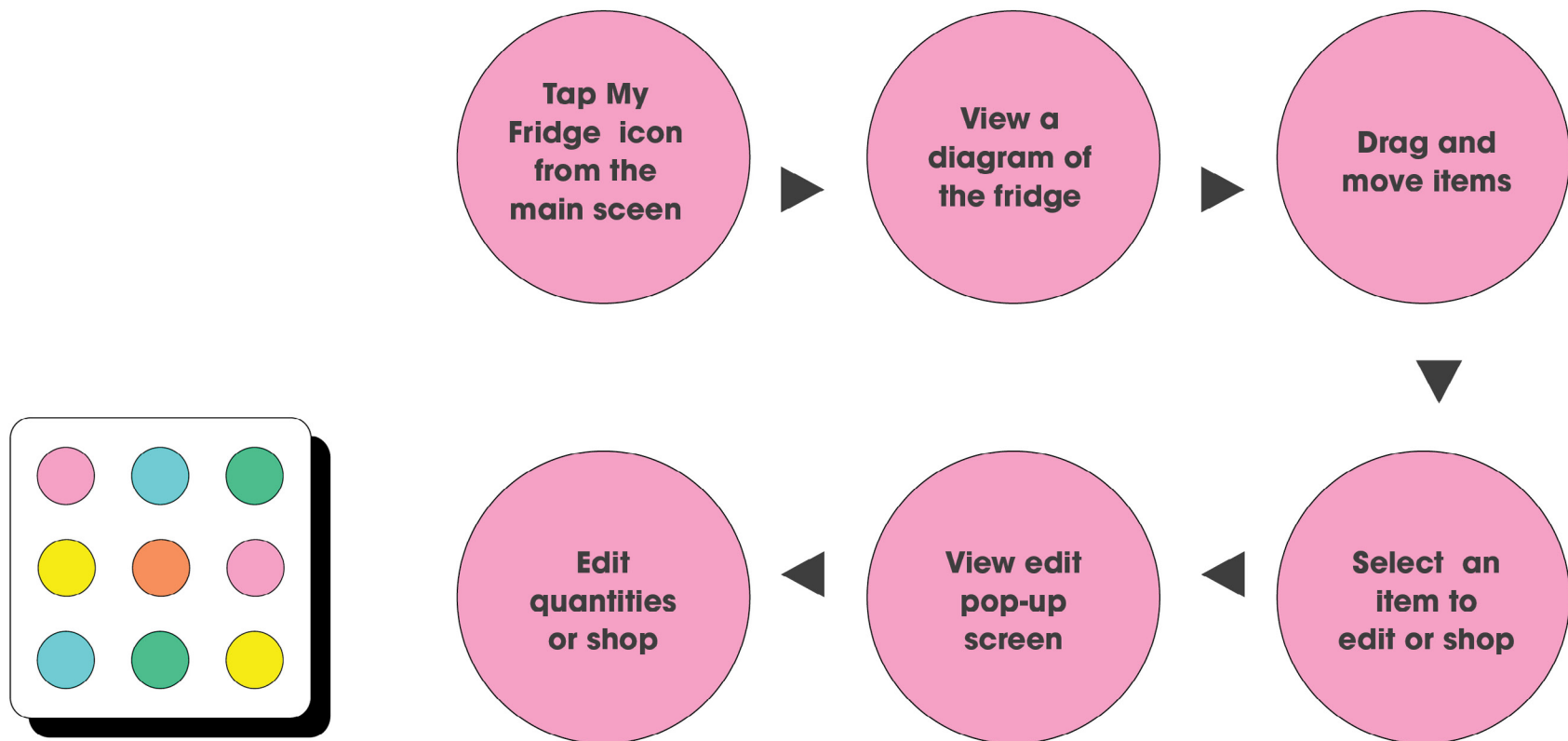
TASK 1. Add new items



BE MY FRIDGE

USER FLOW

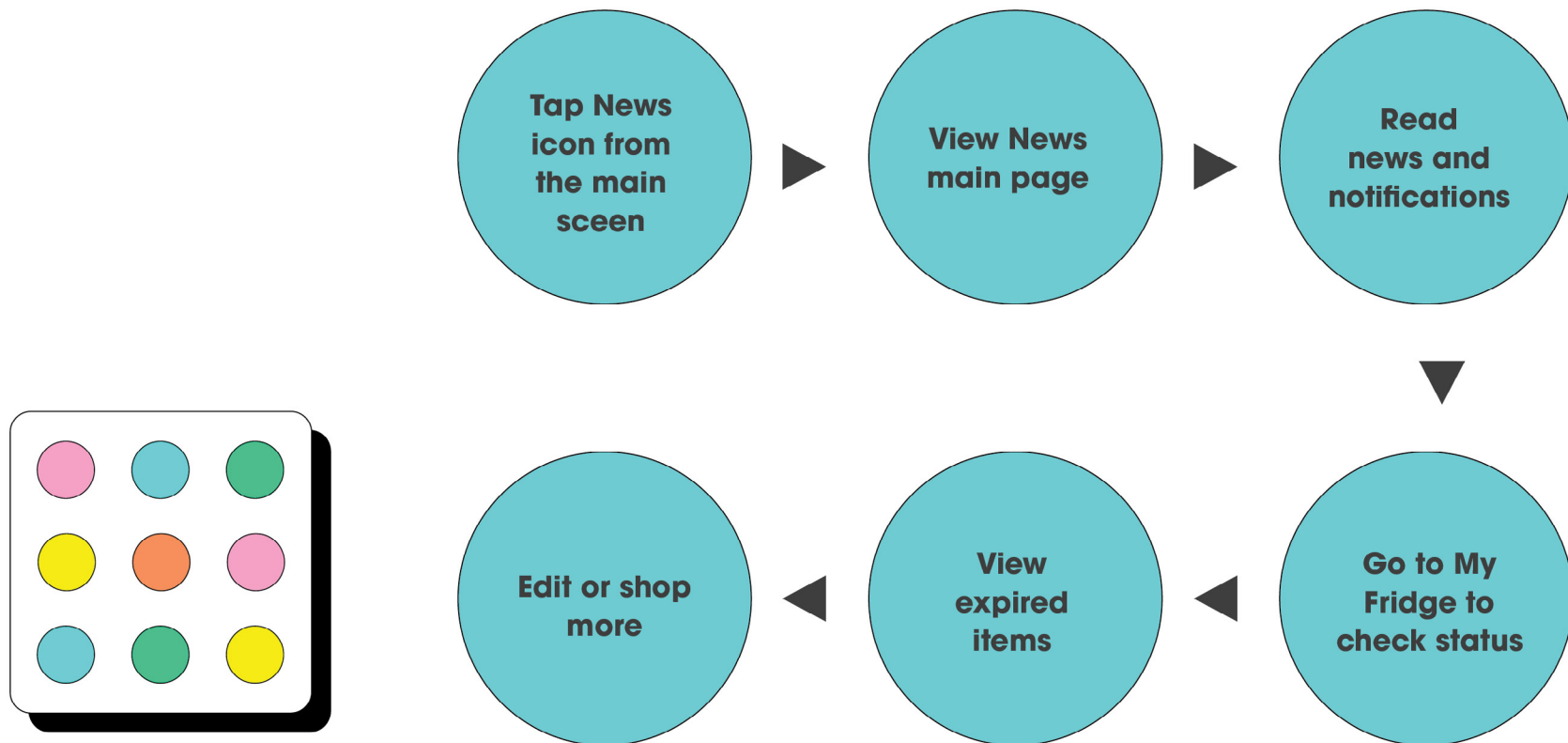
TASK 2. Organize the refrigerator



BE MY FRIDGE

USER FLOW

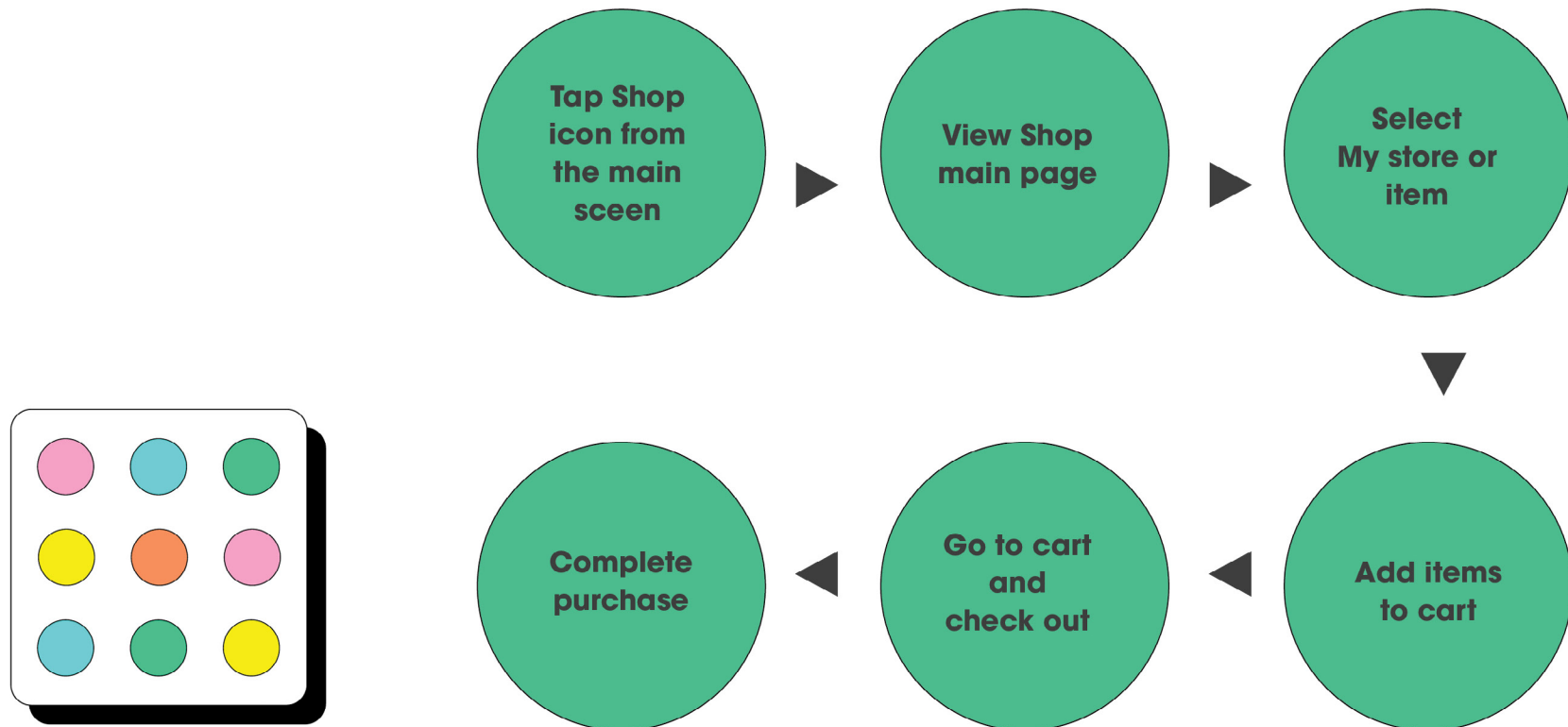
TASK 3. Get News and Tips



BE MY FRIDGE

USER FLOW

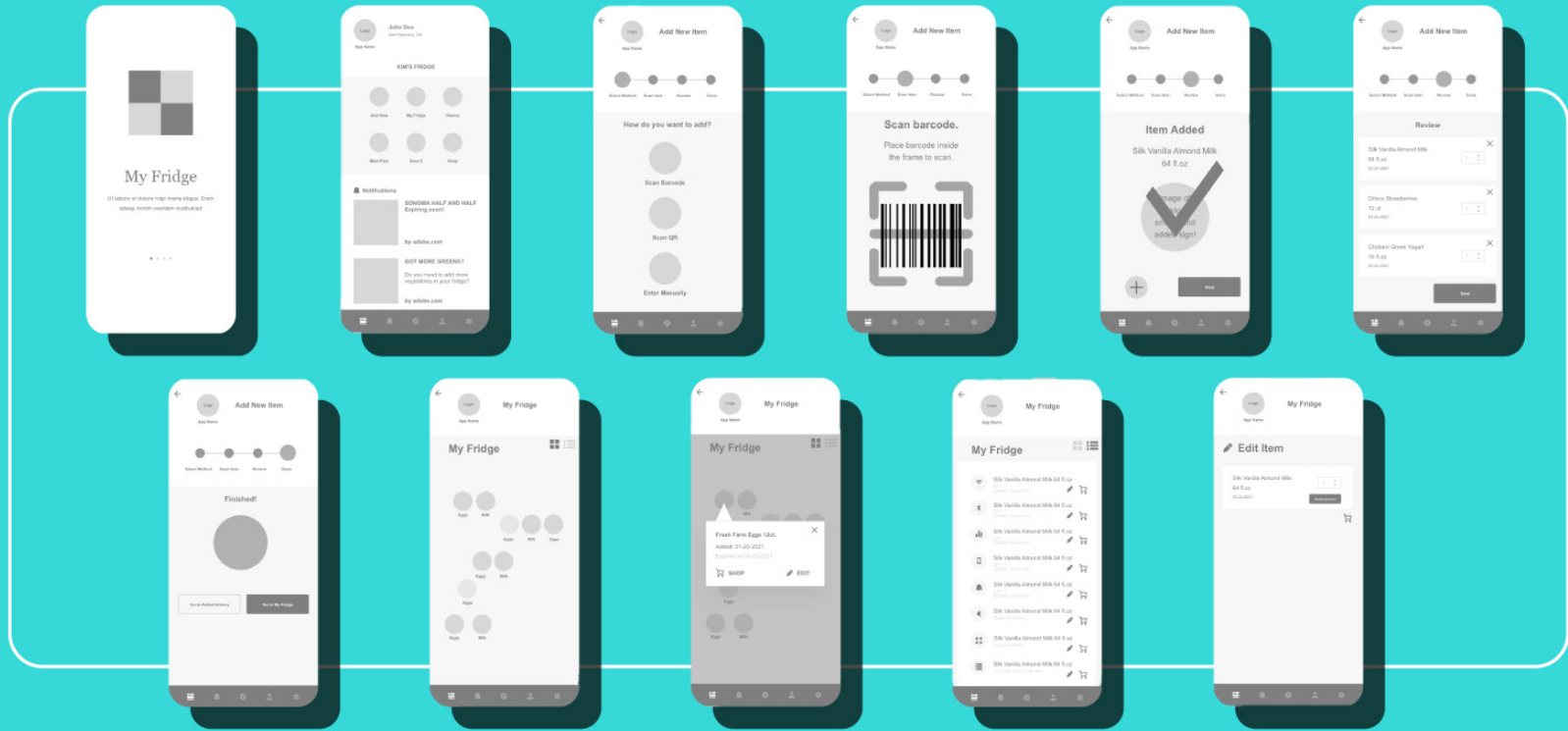
TASK 4. Shop Groceries



BE MY FRIDGE

UX/UI DESIGN PROJECT 4

BE MY FRIDGE Wireframes



BE MY FRIDGE

UX/UI DESIGN PROJECT 4

BE MY FRIDGE

Style Guide



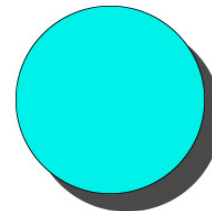
TYPOGRAPHY



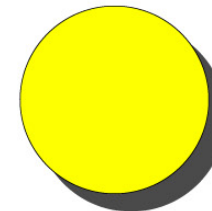
Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 " ' ? !

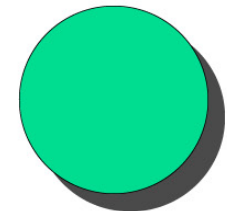
COLORS



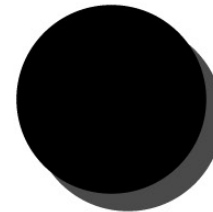
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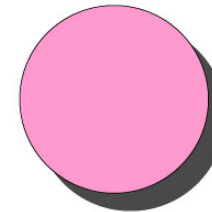
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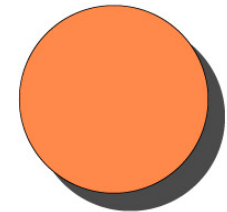
#07d897



#000000



#f9a0cd



#fc8f59

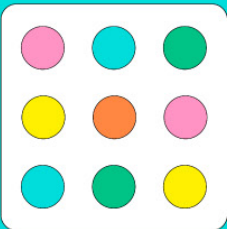


BE MY FRIDGE

On Boarding



SKIP




BE MY FRIDGE
Your Fridge Organizer

.....

Next

SKIP

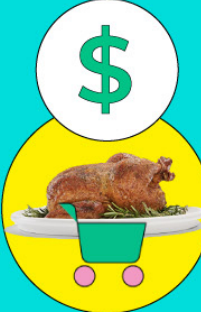


MY ORGANIZER
Add and organize your groceries instantly!

.....

Next

SKIP




MY SHOPPER
Shop your groceries and save your grocery bill!

.....

Next

SKIP



Go Super Greens!
Need more vegetables in your fridge?

MY PROGRESS
Check your progress of your grocery and get tips!

.....

Next









BE MY FRIDGE

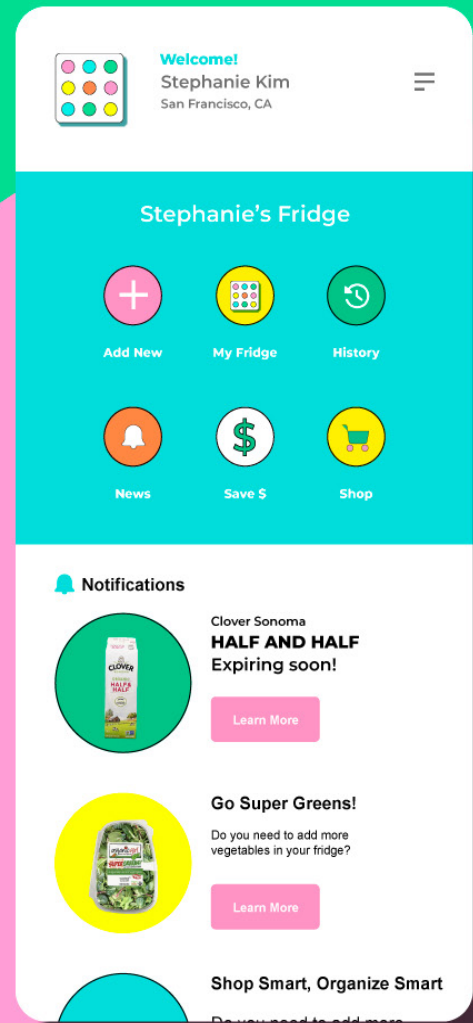
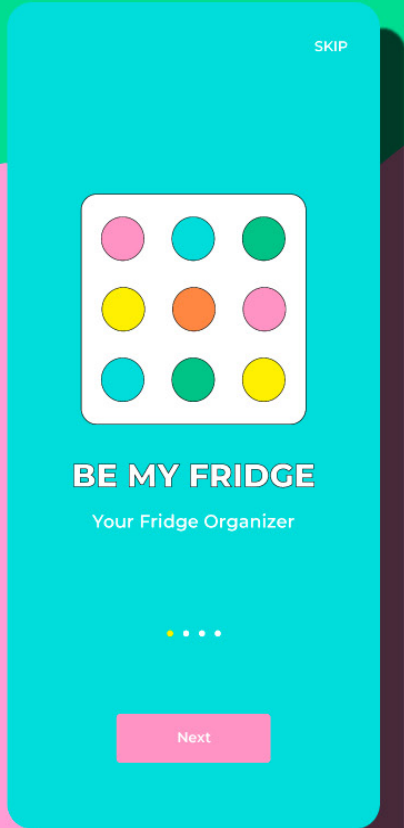
UX/UI DESIGN PROJECT 4

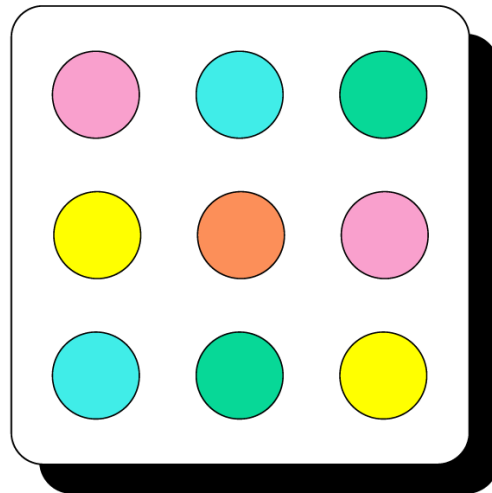
BE MY FRIDGE Main Screen

Users can enjoy a variety of features such as add, organize, save, and shop from the main page.

Features

 <p>ADD NEW Add items here!</p>	 <p>MY FRIDGE Organize my fridge!</p>	 <p>MY HISTORY Check purchase history!</p>
 <p>NEWS Check news and tips here!</p>	 <p>SAVE Save food and money!</p>	 <p>SHOP Shop your groceries!</p>

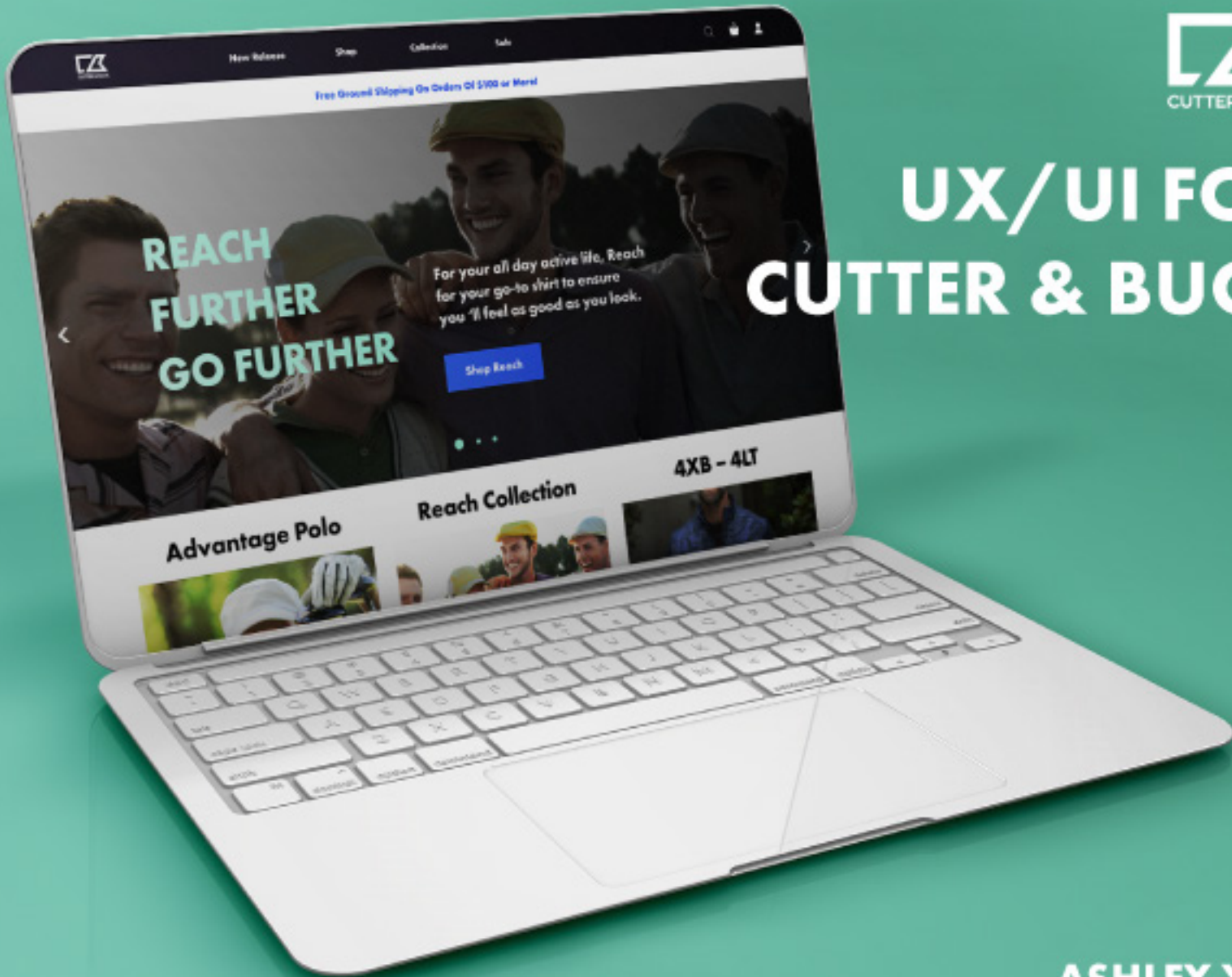




BE MY FRIDGE

YOUR FRIDGE ORGANIZER





UX/UI FOR CUTTER & BUCK

ASHLEY YEO



CUTTER BUCK

UX/UI DESIGN PROJECT



This is a UX/UI Project for Cutter & Buck. The goal of this project is to redesign the existing mobile and website homepage. Cutter & Buck is a golf and corporate apparel company located in Seattle. The company wants to rebrand its identity to appeal to a younger demographic and target both males and females.



CUTTER BUCK

STYLE GUIDE

UI

TYPOGRAPHY

FUTURA

MEDIUM

BOLD

LIGHT

1234567890!?,.

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UI

COLORS

1D1925

3266EC

A0ECD8

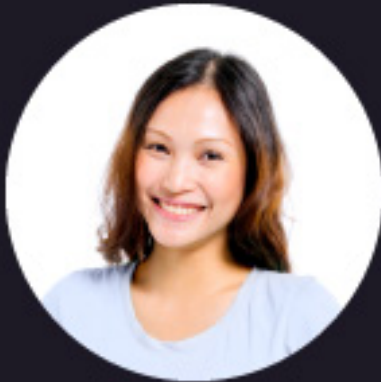
FFFFFF



UX

USER PERSONA

36 / Golfer / CA



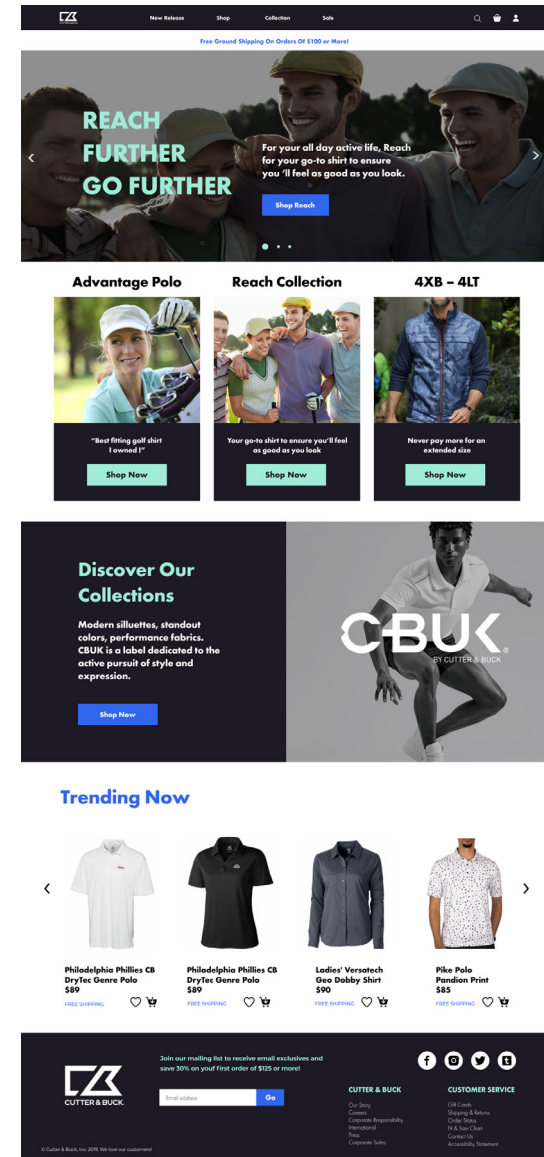
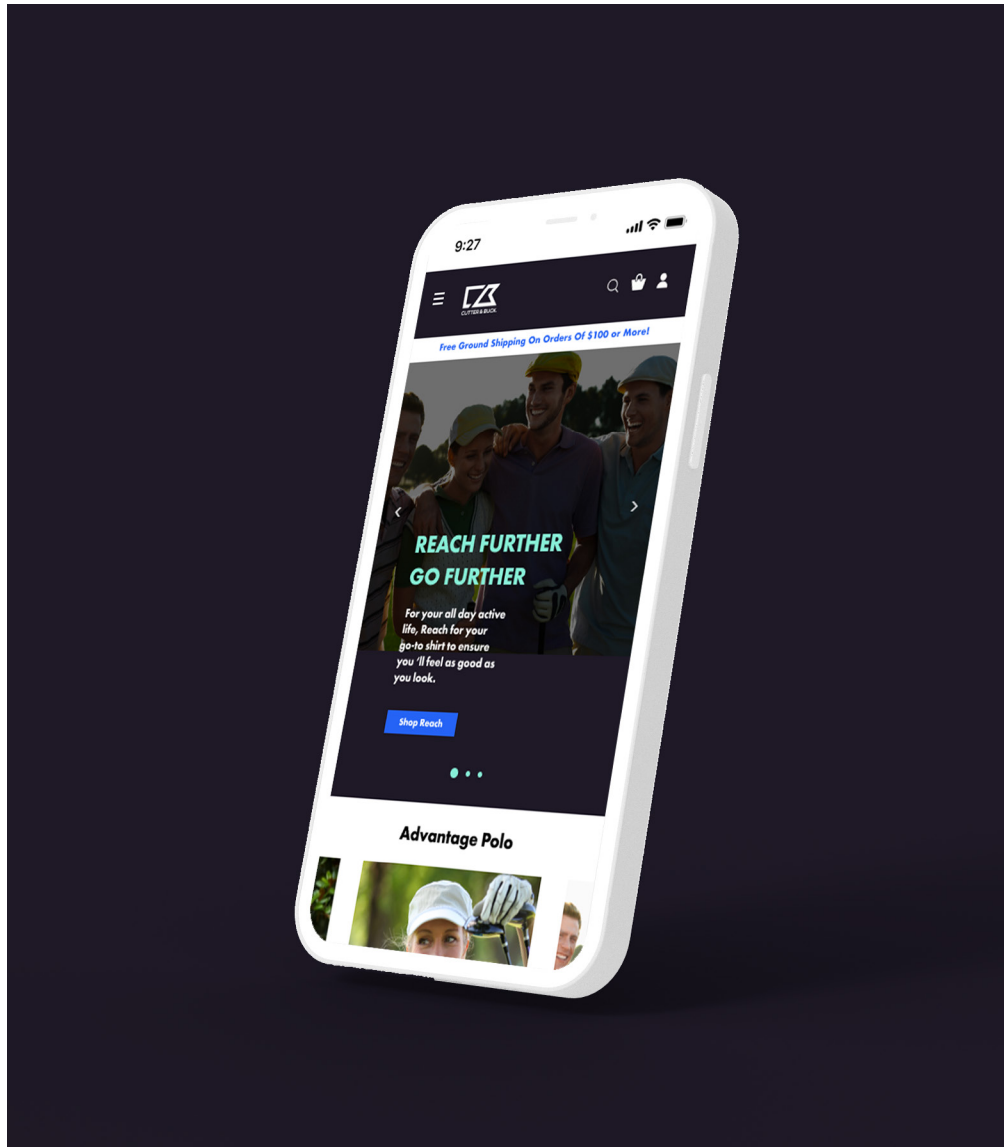
Grace P.

Grace is a Yoga instructor at a local gym in California. She enjoys outdoor activities with her friends. She also goes golfing with her golf club members. Grace likes to have multiple pairs for any type of workout because she thinks that style is very important even though it can get dirty. One problem she has is that it is difficult to find golf wear that is stylish and comfortable for her age.



CUTTER BUCK

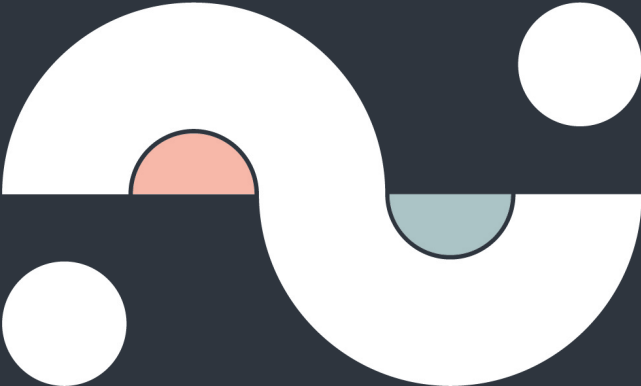
WEB / APP DESIGN





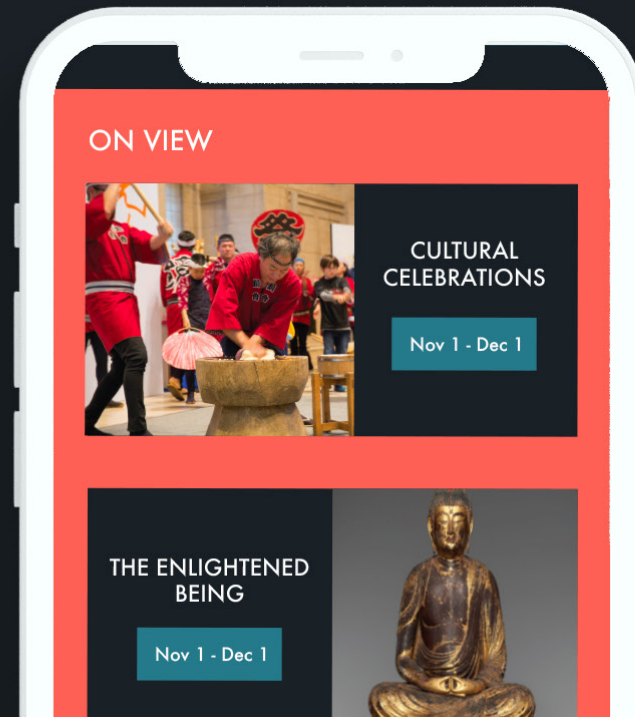
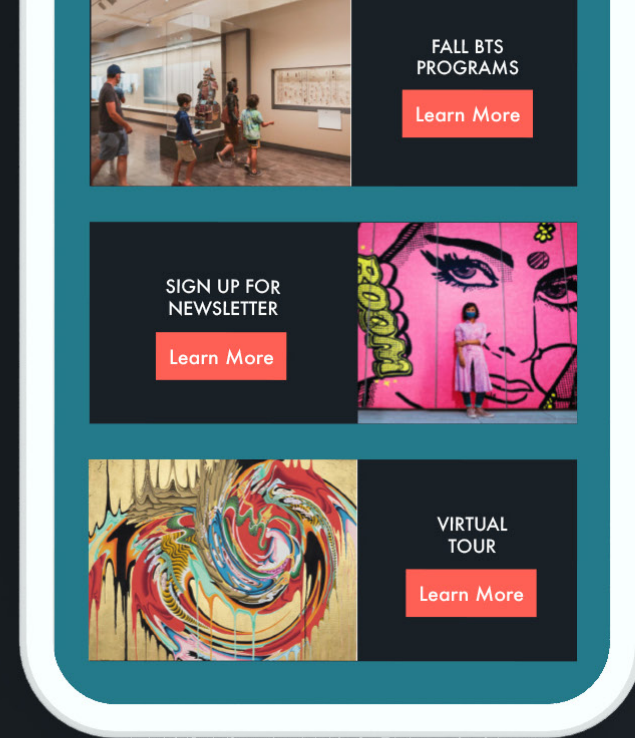
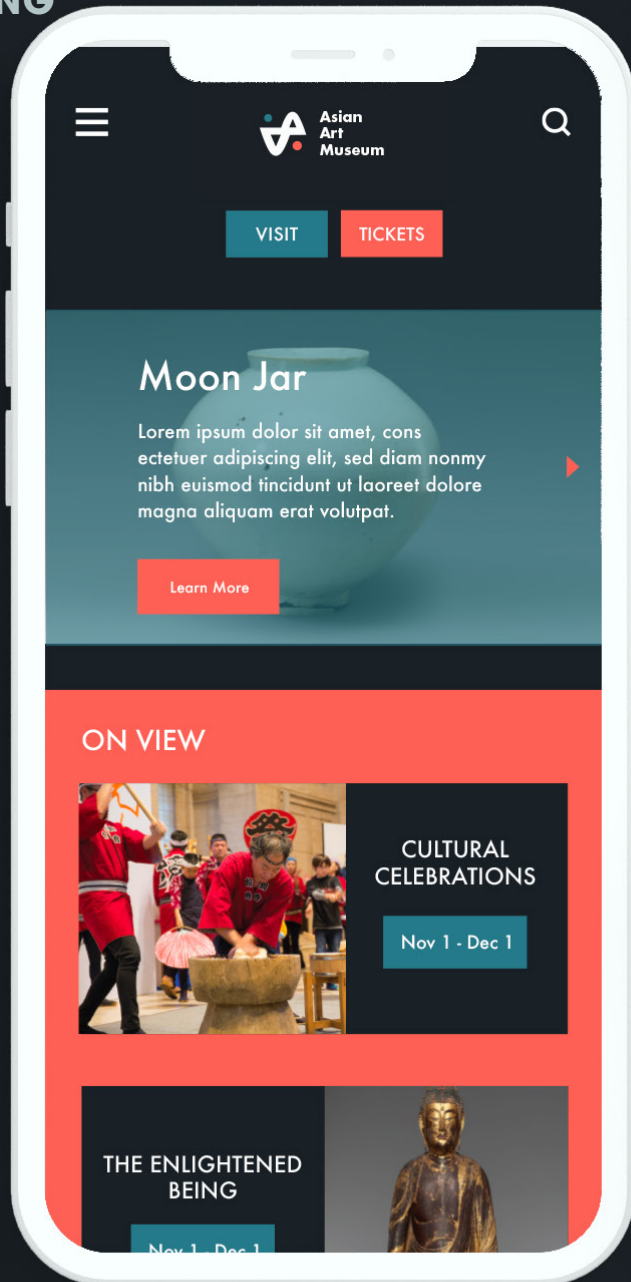
●2

BRANDING



ASIAN ART MUSEUM

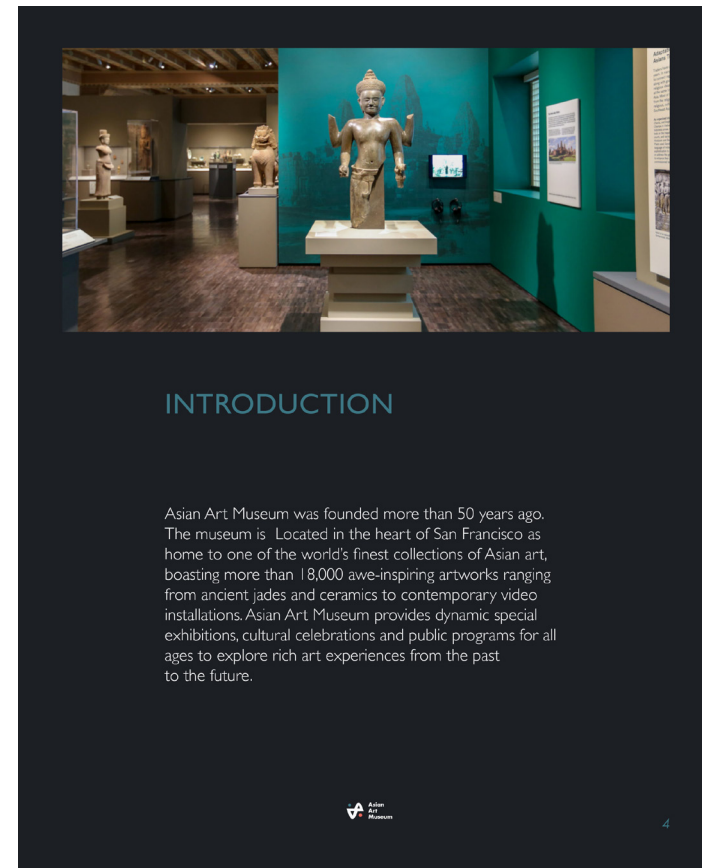
BRANDING



ASIAN ART MUSEUM

BRANDING

This is a rebranding project for Asian Art Museum. The logo design, poster design, and web/mobile designs are reimagined in a more modern and dynamic way



LOGO DESIGN

BRANDING



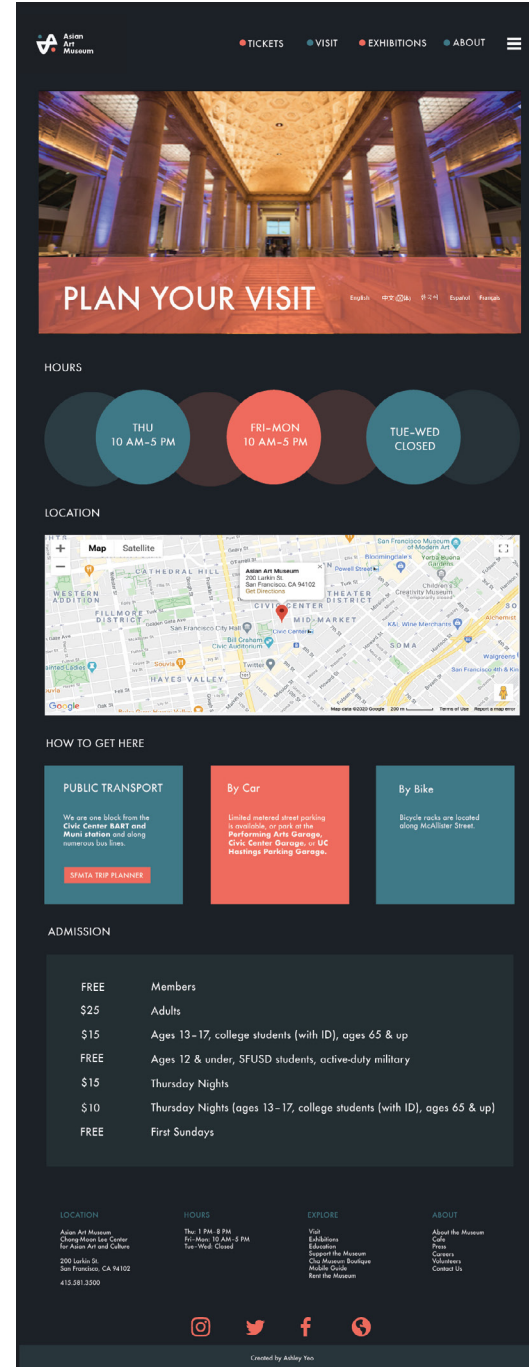
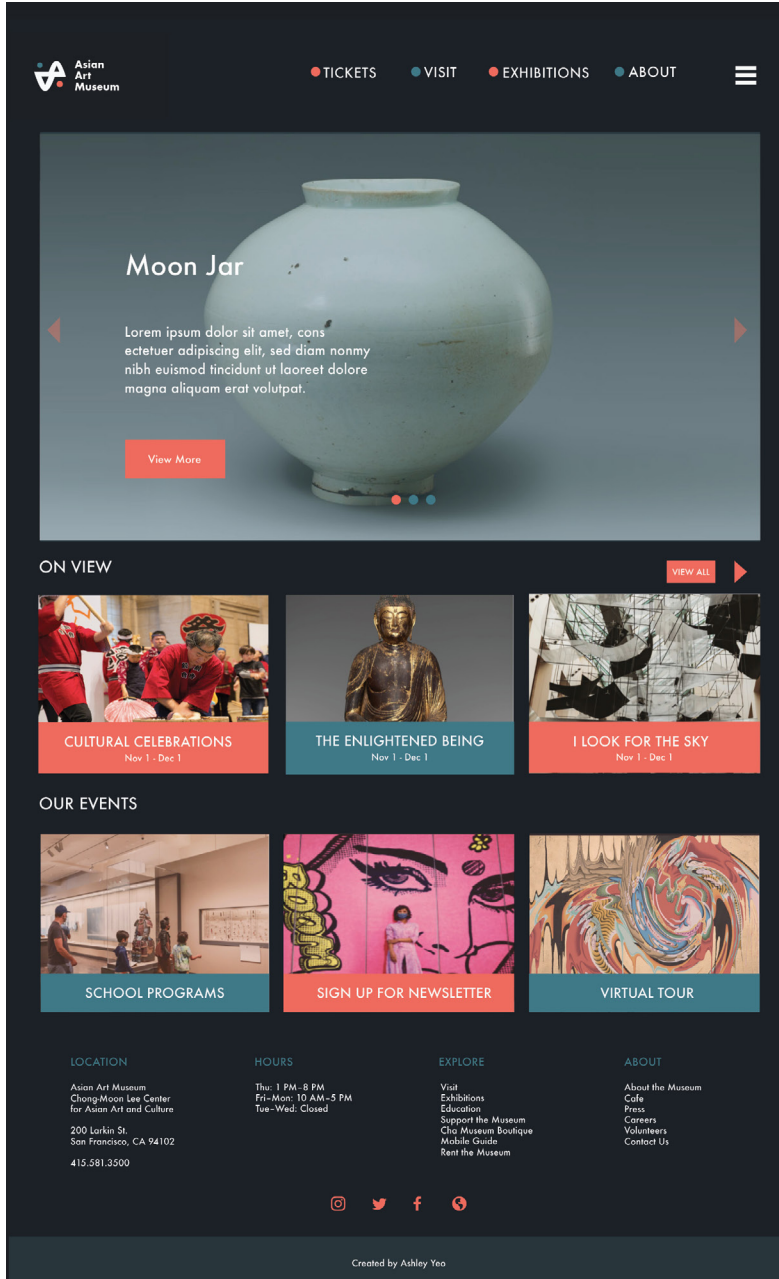
POSTER DESIGN

BRANDING



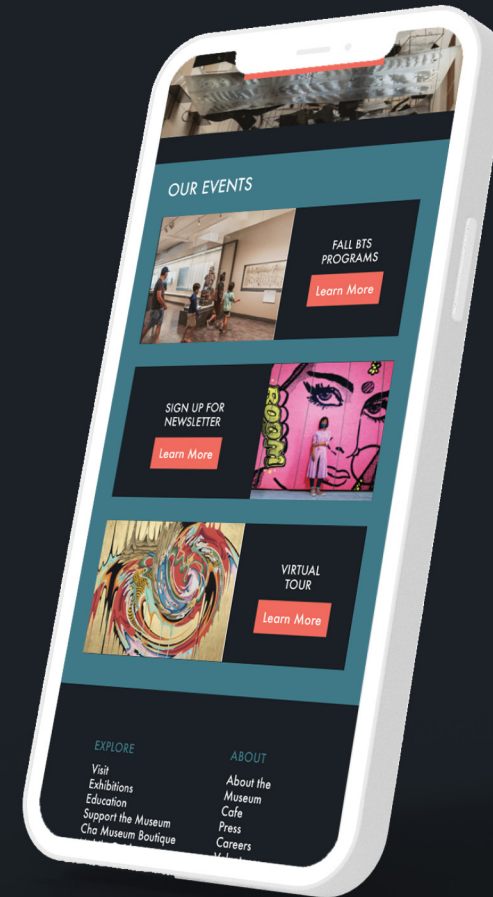
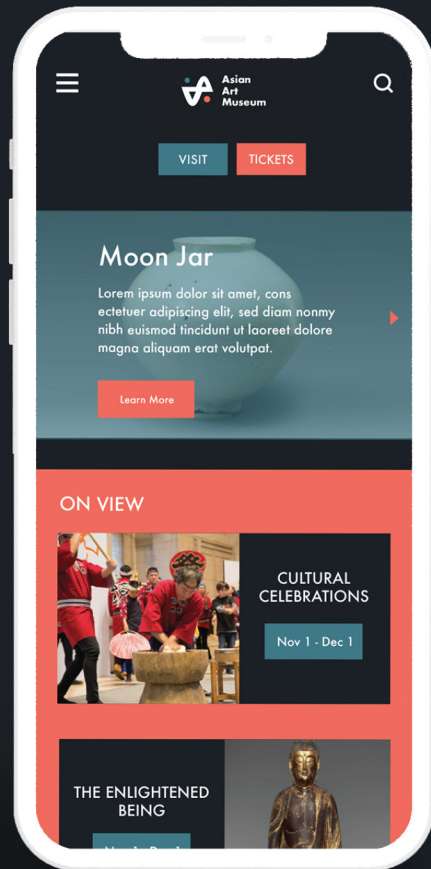
WEB DESIGN

BRANDING



MOBILE DESIGN

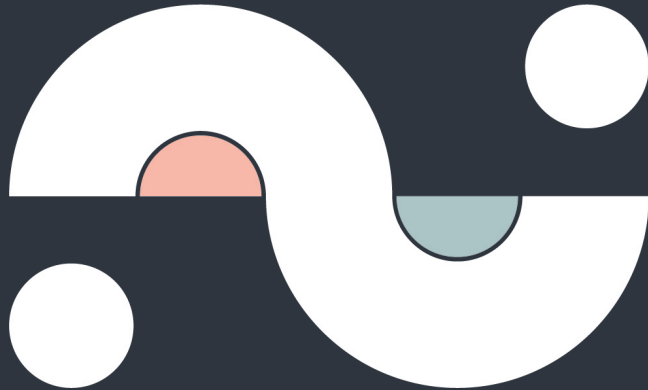
BRANDING





●4

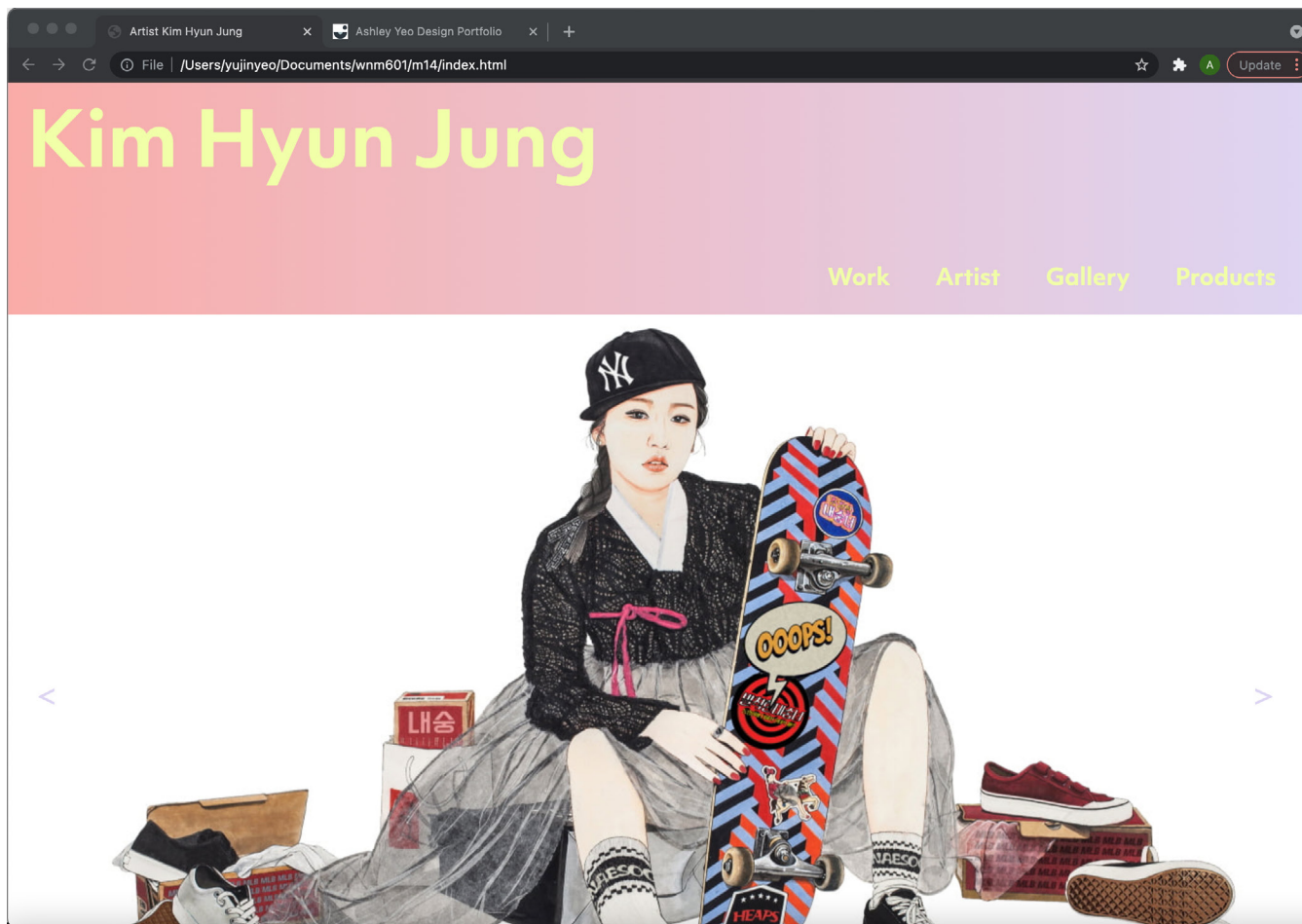
WEB DESIGN



ARTIST WEBSITE

WEB DESIGN PROJECT

This is a web design project for the artist, Kim Hyun Jung. The website has a landing page, Work page, Artist biography page, Product, and Contact page.



ARTIST WEBSITE

WEB DESIGN PROJECT

This is the Work page. The images can be zoomed in, and the accordion tabs are organized to display different projects.

Coy Story: Shall We Dance



Coy: Fighting Spirit, 111 by 129.5 cm, 2013, Color and collage on Korean paper

Coy Story

Heritage of Mind, 2013

Coy: Fighting Spirit, 111 by 129.5 cm, 2013, Color and collage on Korean paper

Coy Story

Heritage of Mind, 2013

Hide and Seek, 2013

Extreme Part-Time, 2013

Coy Olympics

Swag or Die, 2014

Mania, 2014

Shall We Dance, 2014

Coy Amusement Park

Shy Girl, 2016

Utopia, 2016

Spending night with Soju, 2016



This is the Product page. The images can be viewed in the lightbox mode.

Art Products

Shampoo Package



Clutch Bag



Art work print X Coca Cola



Ecobags with artwork prints



Blankets



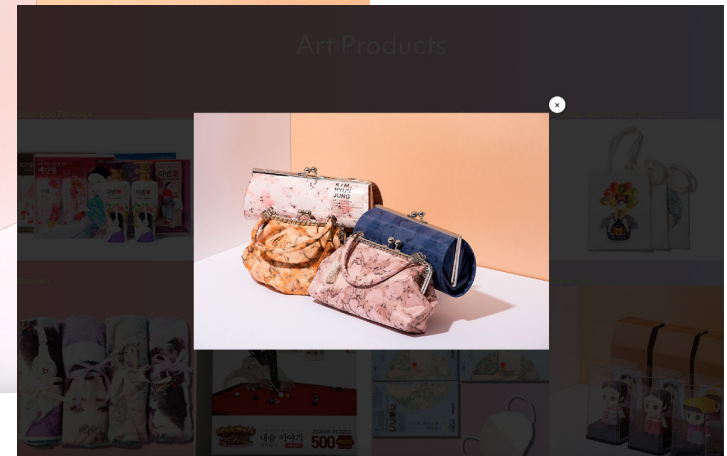
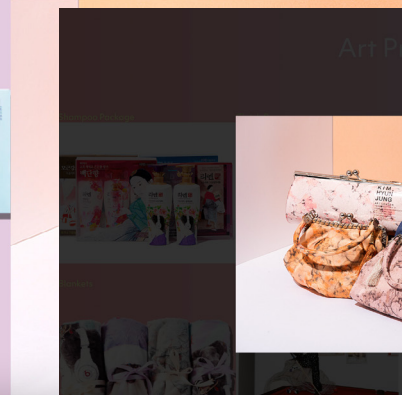
Puzzles



Mask Designs

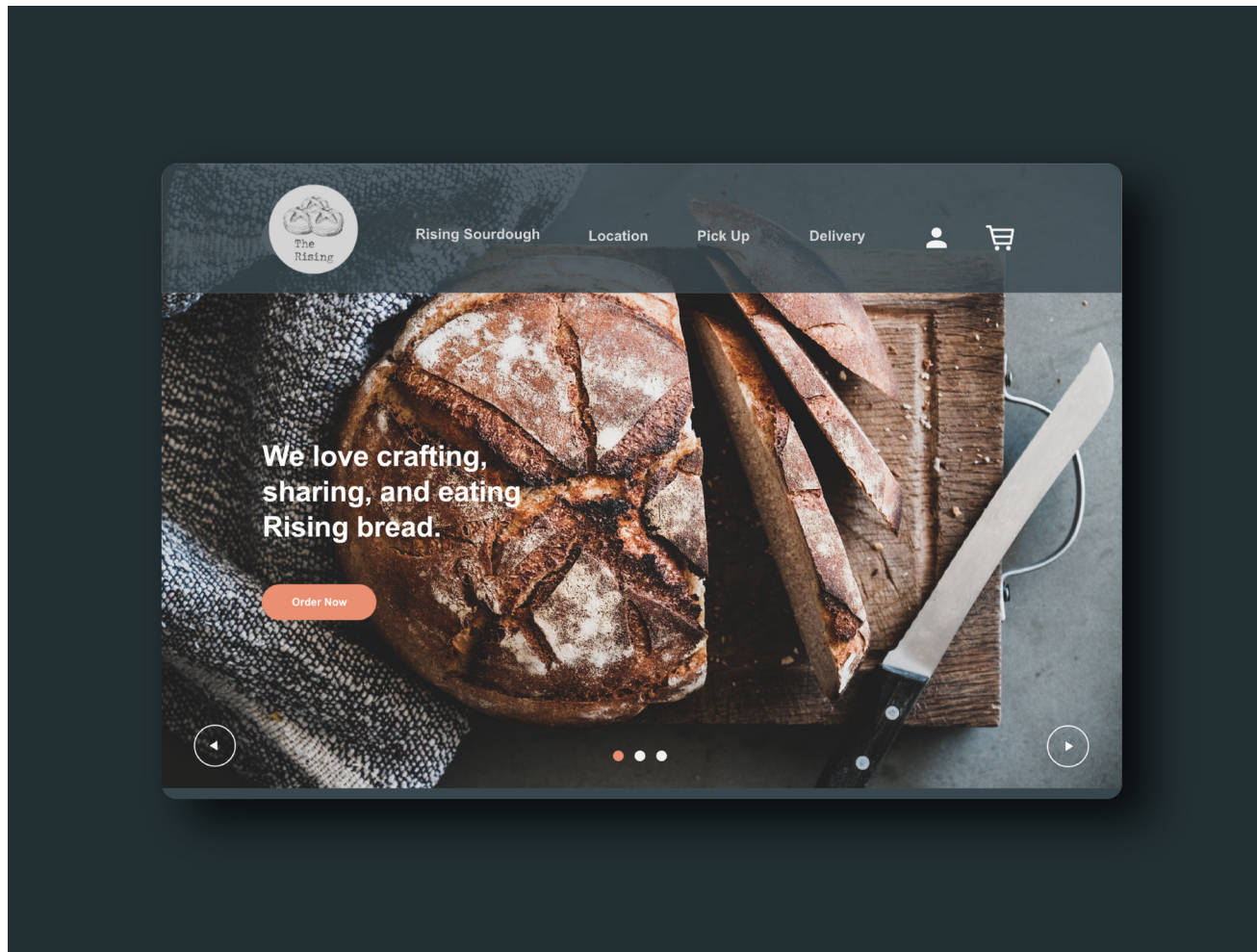


Paper Toys



THE RISING

WEB DESIGN PROJECT



This is an e-commerce website for a bakery called "The Rising". The contrasting colors and textures create a unique brand image. The website demonstrates easy user flows and a visually engaging e-commerce platform.

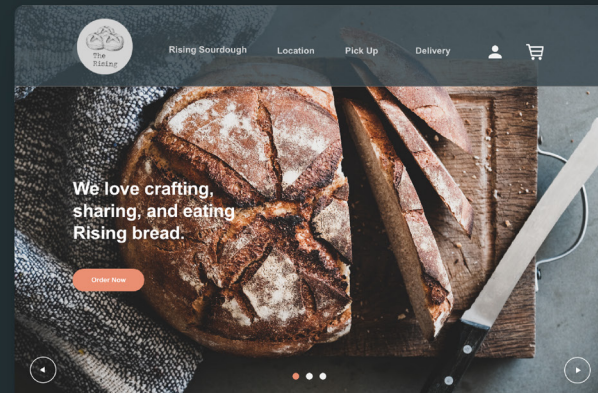
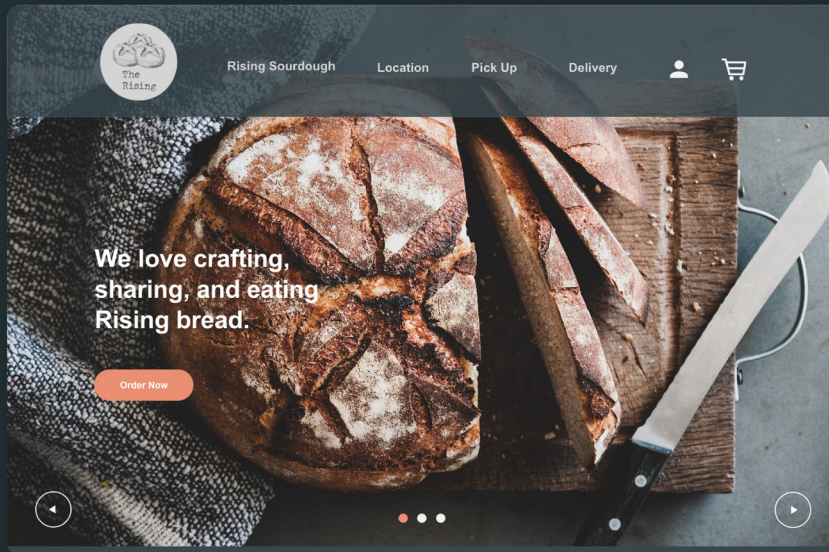


THE RISING

LANDING PAGE



The Rising Sourdough



What We Do at Rising



At Rising, we're passionate about crafting the highest-quality sourdough bread to every one of our community. The Rising Sourdough contains a variety of vitamins and nutrients, making it super beneficial to your day-to-day health.

[Order Now](#)

Why Rising Sourdough?

 <p>More digestible and nutritious! Better for gluten-sensitivity.</p>	 <p>Keep your gut bacteria happy!</p>	 <p>Less likely to spike blood sugar levels.</p>
 <p>Healthy bacteria in sourdough bread reduce yeast populations, so less infection and overgrowth.</p>	 <p>Sourdough bread comes from a very "natural" origin. It is the oldest form of bread.</p>	 <p>Sourdough bread tastes great on top of being a healthier alternative. What more could you want?</p>



THE RISING

PRODUCT PAGE



The Rising Sourdough

Product page

Navigation: The Rising, Rising Sourdough, Location, Pick Up, Delivery, User, Cart

Meet the Rising Sourdough

Spicy Jalapeño Cheddar	Wild Blueberry	Garlic Basil	Sun-dried tomato
Olive and Walnut	Black Chia Seeds	Brown Sugar and Oats	Honey and Vanilla
Bitterveest Oatmeal	Organic whole wheat	Aged Sour Ale	The Basic

Navigation: The Rising, Rising Sourdough, Location, Pick Up, Delivery, User, Cart

Added!

Spicy Jalapeño Cheddar

\$12

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut ero labore et dolore

Quantity:

ADD TO CART

Check Out Now

Go Back

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Rising@TheRising.com

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+1 223 345 678
Rising@TheRising.com



THE RISING

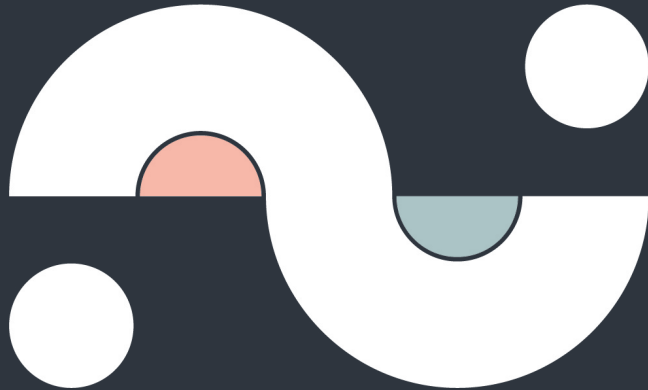
PICK UP / DELIVERY PAGE





●5

MOTION GRAPHICS



ASTRO - B BY SPACE JAM

MOTION GRAPHICS 1



Created a 5 minute video for Astro-B, a free-flying smart robot developed by team Space Jam.

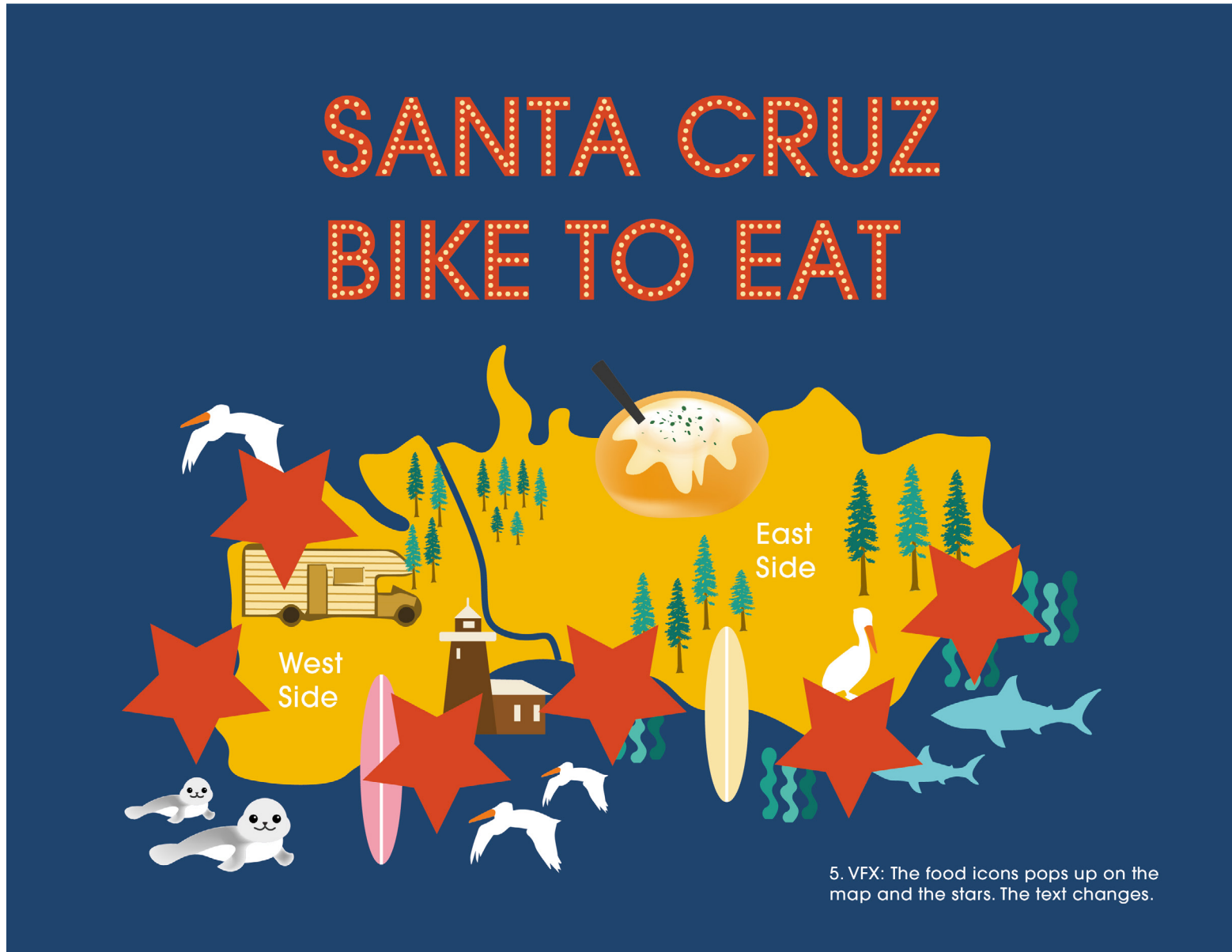
Link for the video:

<https://youtu.be/XvA2Ti7Xlrk>



BIKE TO EAT SANTA CRUZ

MOTION GRAPHICS 2



BIKE TO EAT SANTA CRUZ

STORYBOARD SKETCHES

Illustrated and animated motion graphics about a character riding a bike and going on a food trip through the city of Santa Cruz, California.

Link to the video: <https://www.ashleyyeoart.com/design-folio>



BIKE TO EAT SANTA CRUZ

DIGITAL STORYBOARDS

<p>1.000 The bike moves from left to right. The speed is 1000000 and is very fast.</p>	<p>2.000 The bike arrives at the character's location.</p>	<p>3.000 The binoculars become a lens. The lens focuses on the map and the bike appears.</p>	<p>SANTA CRUZ, CA</p> <p>4.000 The map appears. The lens continues to focus on the map and the bike appears.</p>	<p>SANTA CRUZ BIKE TO EAT</p> <p>5.000 The lens continues to focus on the map and the bike appears.</p>
<p>Let's Go!</p> <p>6.000 The map appears. The lens continues to focus on the map and the bike appears.</p>	<p>1</p> <p>The Bagelry! Santa Cruz's Favorite Local Bagel Shop!</p> <p>7.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>8.000 The bagelry truck appears. The lens continues to focus on the map and the bike appears.</p>	<p>9.000 The bagelry truck, cup, and coffee beans appear. The lens continues to focus on the map and the bike appears.</p>	<p>2</p> <p>The Santa Cruz Coffee Roasting!</p> <p>10.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>
<p>10.000 The bike moves in the ocean. The lens continues to focus on the map and the bike appears.</p>	<p>11.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>12.000 The coffee roasting shop appears. The lens continues to focus on the map and the bike appears.</p>	<p>13.000 The coffee cup, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>3</p> <p>The Santa Cruz Wharf</p> <p>14.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>
<p>15.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>16.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>How about clam chowder in a sourdough bowl?</p> <p>17.000 The bowl and the lens appear. The lens continues to focus on the map and the bike appears.</p>	<p>4</p> <p>FRESH POKE BOWL</p> <p>18.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>19.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>
<p>20.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>5</p> <p>PIZZA BY THE SEA</p> <p>21.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>GRAB A SLICE BY THE SEA</p> <p>22.000 The lens, the bowl, and the lens appear. The lens continues to focus on the map and the bike appears.</p>	<p>6</p> <p>FULL? BUT FEELING THIRSTY?</p> <p>LOCAL BREWERIES!</p> <p>23.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>	<p>24.000 The map, lens, and the bike appear. The lens continues to focus on the map and the bike appears.</p>



SAGE DIGITAL MARKETING

MOTION GRAPHICS 3



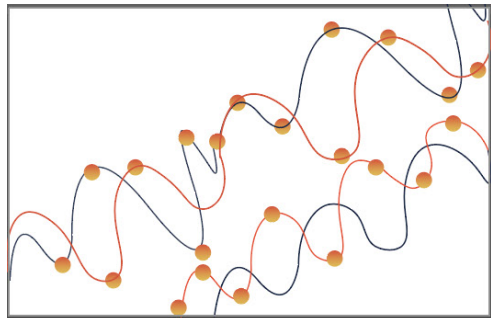
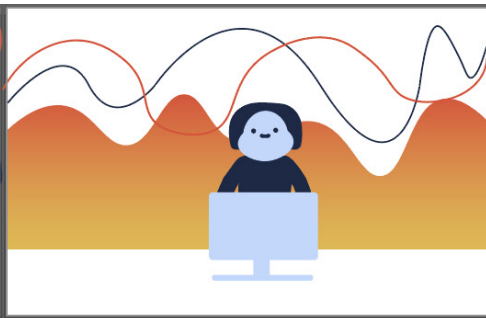




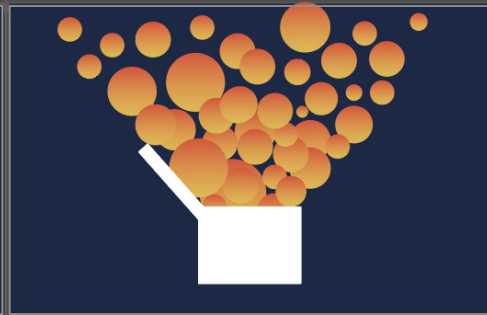





Motion graphics about Sage Digital Marketing company.

Link to the video: <https://www.ashleyyeoart.com/design-folio>



SAGE DIGITAL MARKETING

STORYBOARDS

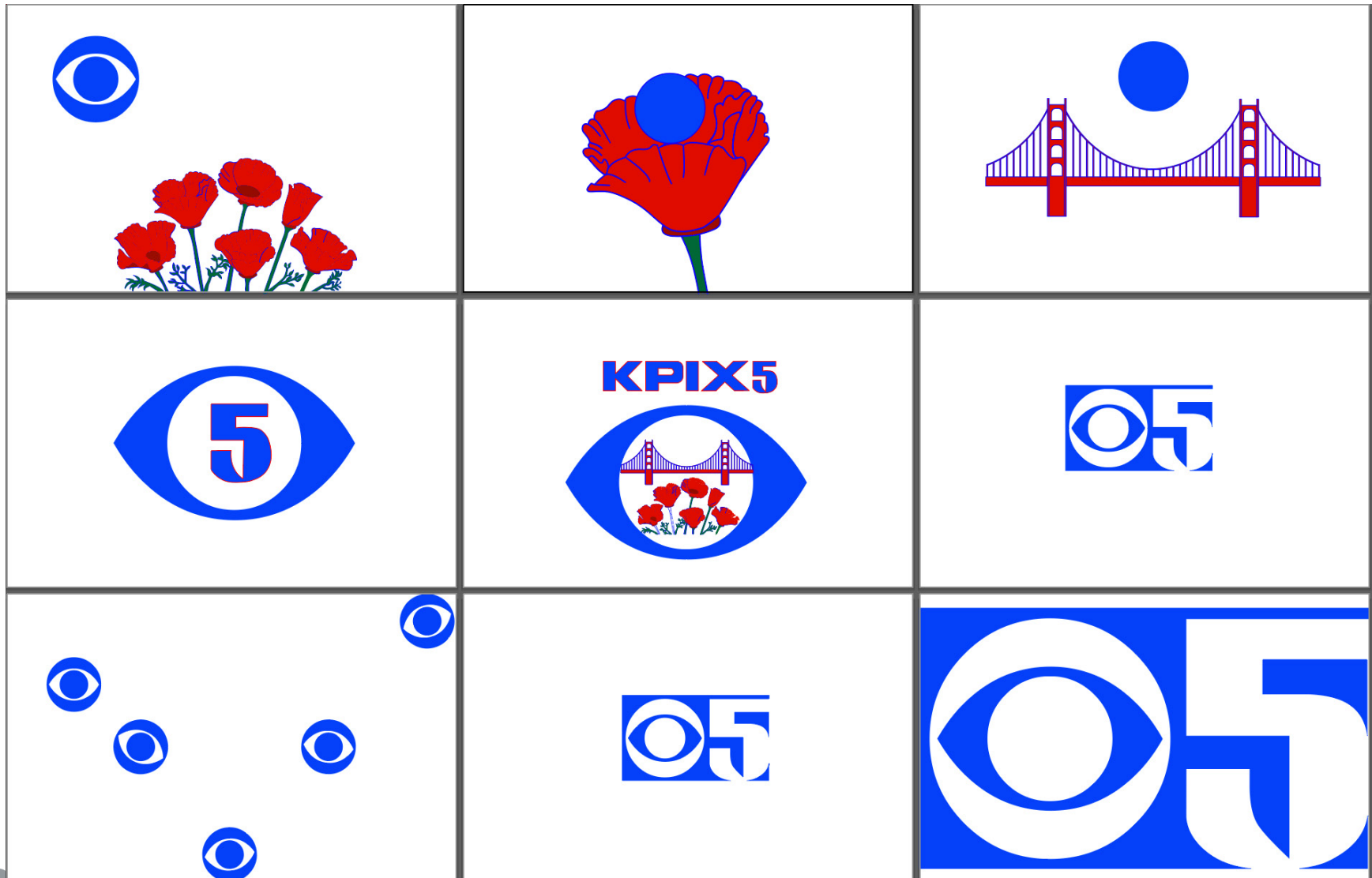
			<p>Our difference is in the data.</p> 
<p>Why Sage?</p> 	<p>We master data architects.</p> 		<p>We guarantee 100% data Transparency.</p> 
<p>Our team has an elite background in digital marketing.</p> 	<p>We provide true partnership to CEOs & Marketing VPs.</p> 	<p>Ready to transform your marketing capabilities?</p> 	 <p>sage DIGITAL MARKETING</p>



CBS - SAN FRANCISCO

MOTION GRAPHICS 4

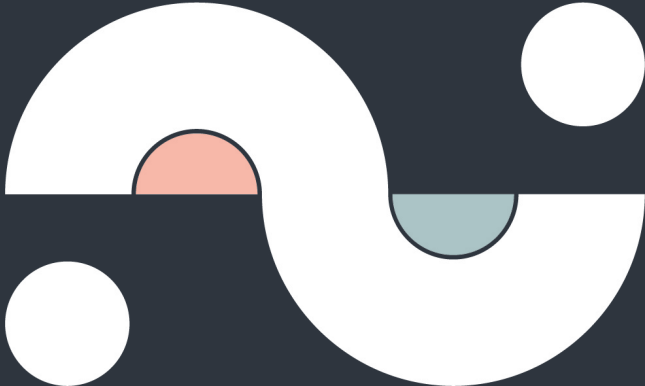
<https://www.ashleyyeoart.com/design-folio>





●5

GRAPHIC DESIGN



TYPOGRAPHY POSTERS

GRAPHIC DESIGN 1

Helvetica

■ THE FACE WITHOUT FEATURES

Designed by Edward Tufte and Max Mecklinger, Helvetica was originally released as *Neue Haas Grotesk* in 1957. It was renamed and reworked Helvetica in 1983 in order to comply with the provisions of Lausanne regarding the Swiss International Typographic Style designers. Helvetica is so ubiquitous that it almost invisible. Used for street signs, logos, roadways, packaging posters. Whoever you are, Helvetica is never far away.

HELVETICA
HELVETICA
HELVETICA
HELVETICA

■ LINES ■ Head Type Family
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890

Bodoni

The Original
Modernist
Type

Bodoni
Bodoni
Bodoni

Header Type Family
Classification: Modern

The Bodoni font is a well known serif typeface which has had a long history of adaptation by many design houses. It was first designed by Giambattista Bodoni in 1786. The version that you see here is Bodoni's original Italian version but in the late 1980s through to 1997, Helvetica's head in the early 1980s and into the digital age. The reworked serif and sans version of Bodoni has made the popular face even more popular. Kind of typographic classic, but particularly well suited for titles and logos.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

Caslon

When in doubt,
use **Caslon**
Caslon
Caslon

A long running serif font designed by William Caslon in 1722 and most recently designed by the British Empire in the early digital century during the British Act and Civil movement and after each time it was through redesign for technological change. It continues to be a standard in typography in the UK.

Classification: Traditional
Caslon Family

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890



REFERENCE

Resources

Topical Research

Artsy

<https://www.artsy.net>

First Friday Santa Cruz

<https://firstfridaysantacruz.com>

Oakland First Friday

<https://www.oaklandfirstfridays.org>

The Hat

<https://thehatapp.com>

Cultured

<https://www.culturedmag.com/young-artists-2017>

Pinterest

<https://www.pinterest.com>

Cutterbuck

<https://cutterbuck.com>

Samsung

<https://www.samsung.com/us/>

Technical Research

Google Maps

<https://www.google.com/maps>

LinkedIn

<https://www.linkedin.com/feed> <https://drive.google.com/drive/folders/1kZLRKPMIqoHgZ6aD-EETspyHuOKponpP?usp=sharing>

InVision

<https://www.invisionapp.com>

Fingert

<https://www.fingert.com/blog/top-technologies-used-to-develop-mobile-app/>

W3 Schools

<https://www.w3schools.com>

Icon Finder

<https://www.iconfinder.com>

Shutter Stock Images

<https://www.shutterstock.com>





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