ASHLEY YEO
UX/UI DESIGNER
PORTFOLIO

WNM
04627182

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

ASHLEY YEO

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UX/UI Designer

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Live Links

Web Portfolio

https://www.ashleyyeodesign.com
https://www.ashleyyeoart.com

Be My Fridge - UX/UI Case Study

https://www.ashleyyeodesign.com/work/be-my-fridge
https://www.ashleyyeoart.com/be-my-fridge

Art To Space - UX/UI Case Study

https://www.ashleyyeodesign.com/work/art-to-space-1
https://www.ashleyyeoart.com/art-to-space

Go Mama Bears - UX/UI Case Study

https://www.ashleyyeodesign.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://ashleyyeodesign.com/wnm601/m14/index.html

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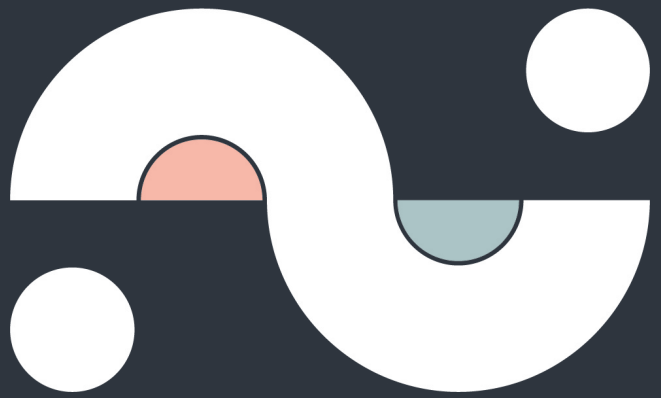
00 PROFILE



ASHLEY YEO

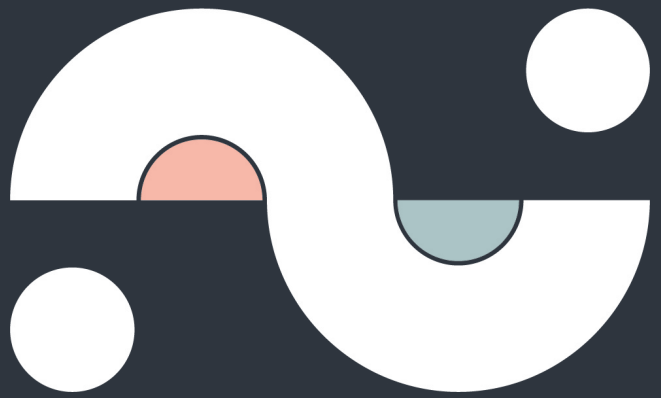
UX/UI DESIGNER

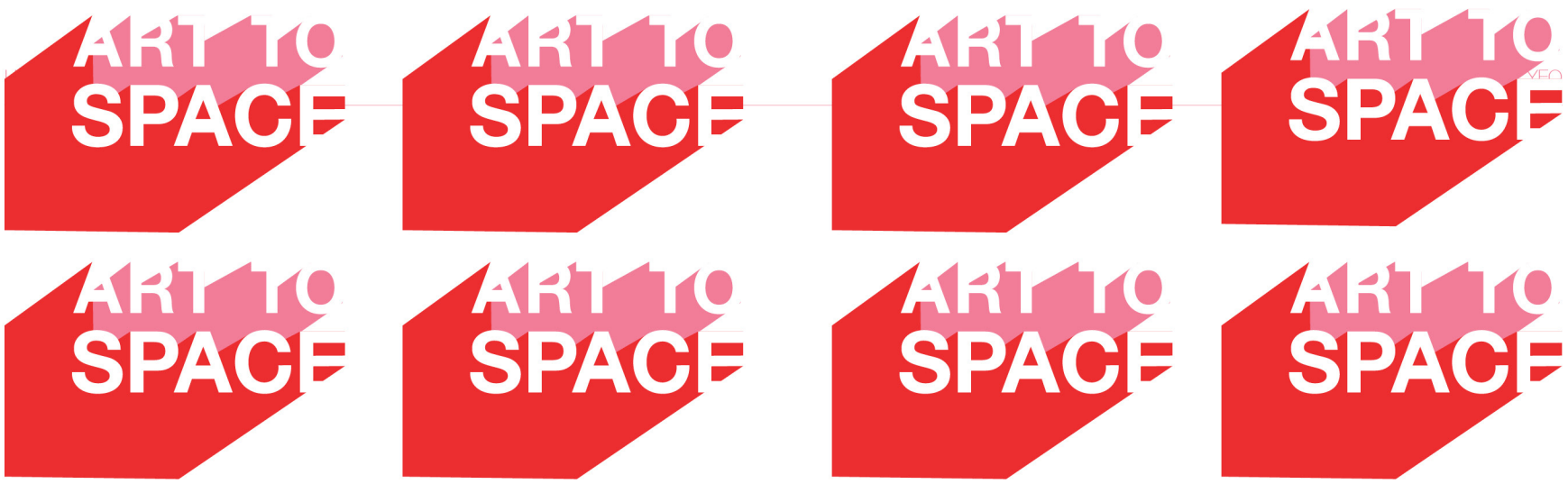
https://www.ashleyyeodesign.com

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

UX 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

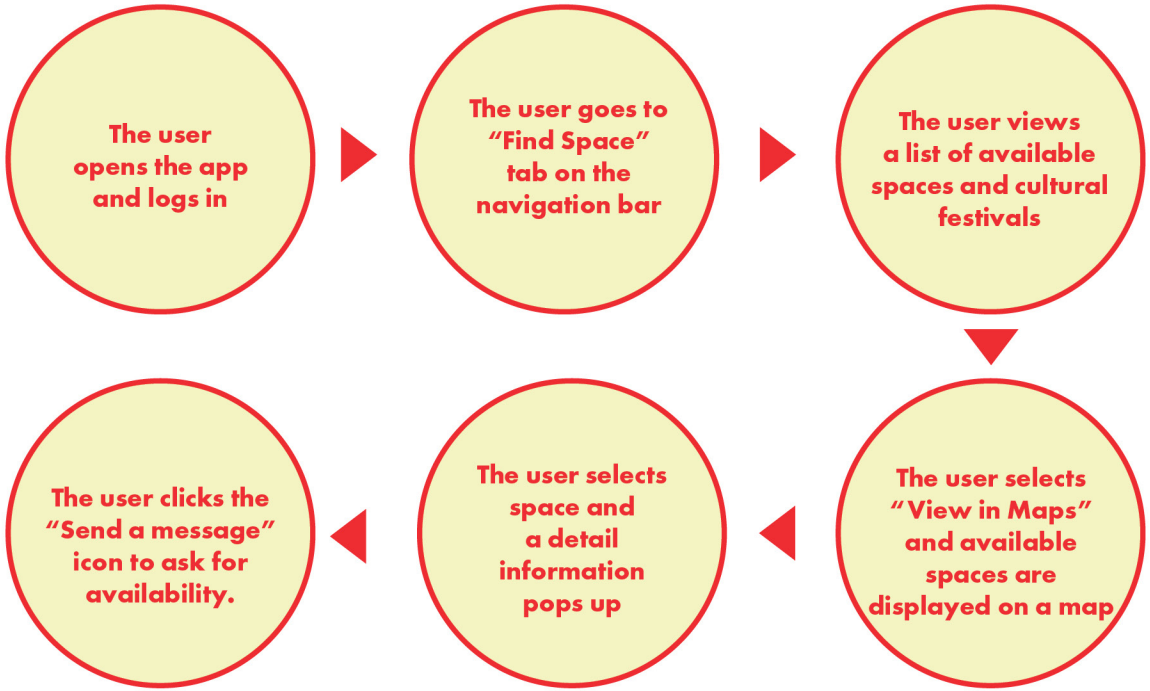
ART TO SPACE
USER TASK FLOW 1

18

Jasmine Henry

29 ▪ FEMALE ▪ CA
FREELANCE ARTIST

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



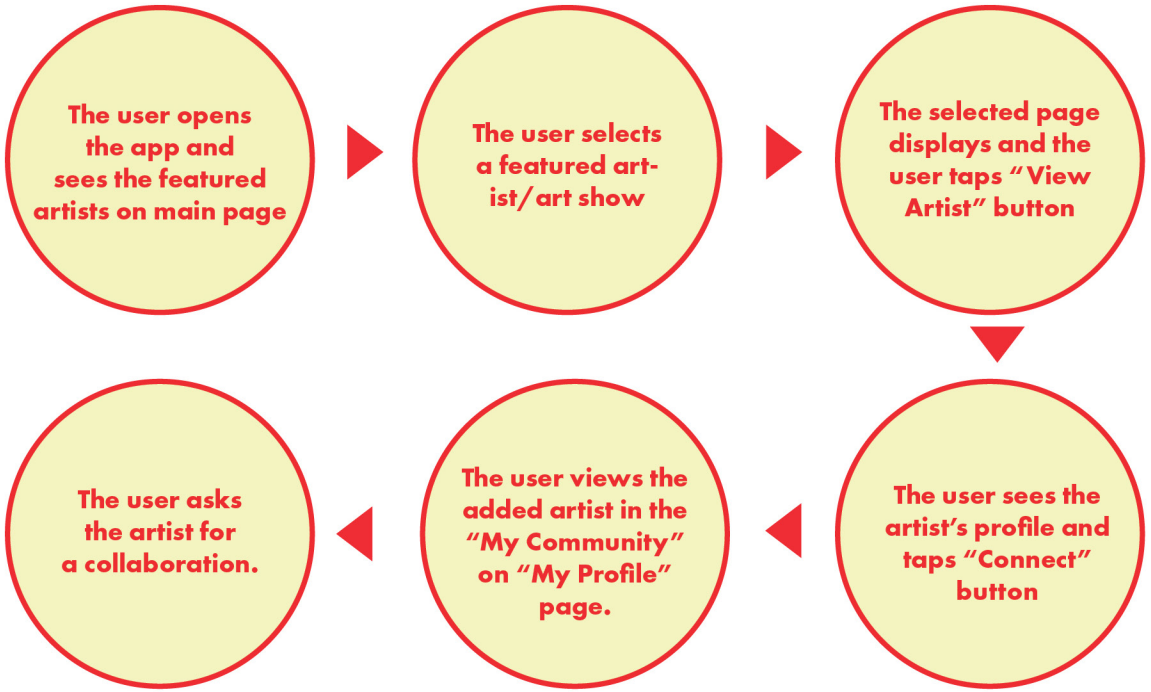
ART TO SPACE
USER TASK FLOW 2

21

Kaila Ohare

33 ▪ FEMALE ▪ CA
TEACHER ▪ ARTIST

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



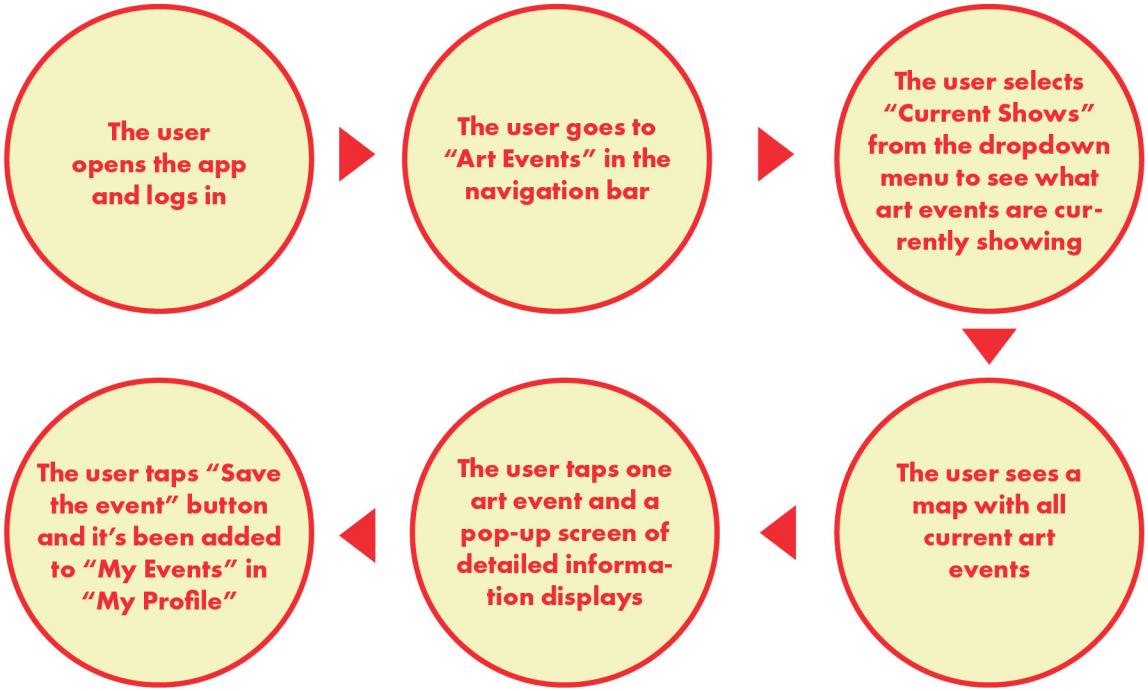
ART TO SPACE
USER TASK FLOW 3

24

Jose Gamboa

27 ▪ MALE ▪ CA
FREELANCE ARTIST
SALES ASSOCIATE

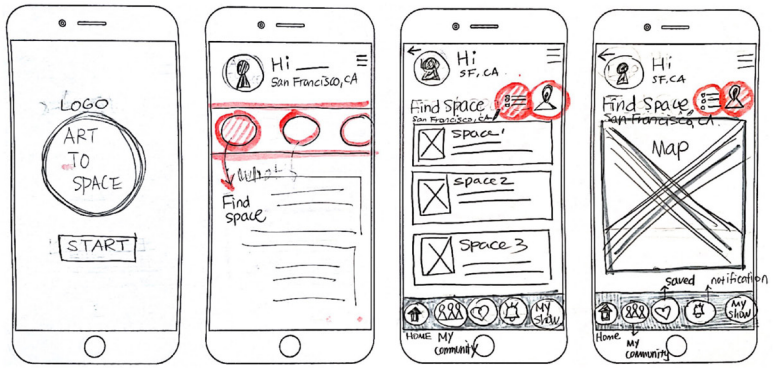
Task 3. The user views a map of current art events and saves the art event.



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.

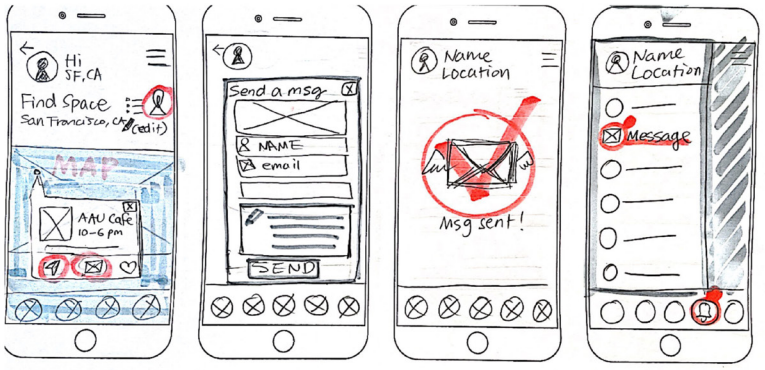
Step 3/12: Find Space

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.

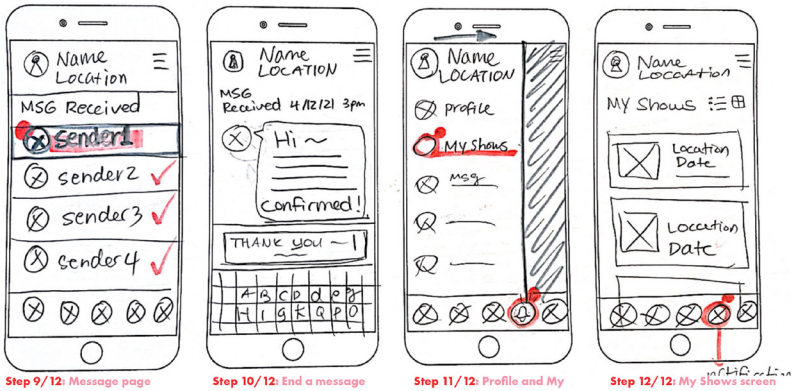
Step 7/12: Message sent

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.

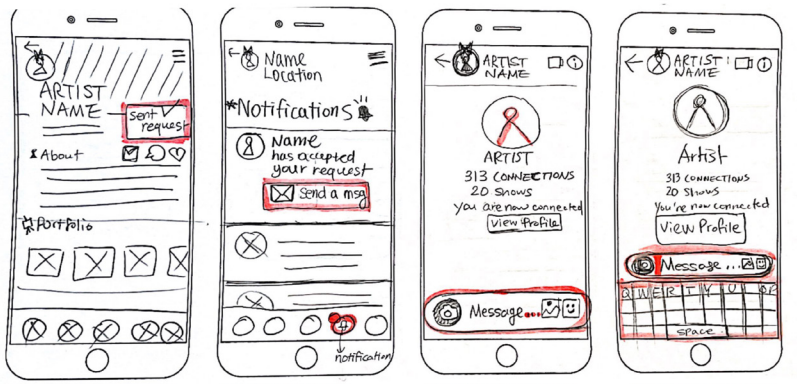
Step 11/12: Profile and My Shows screen

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 once it's been accepted by the artist. The user selects Send A Message button.

Step 7/12: New Message

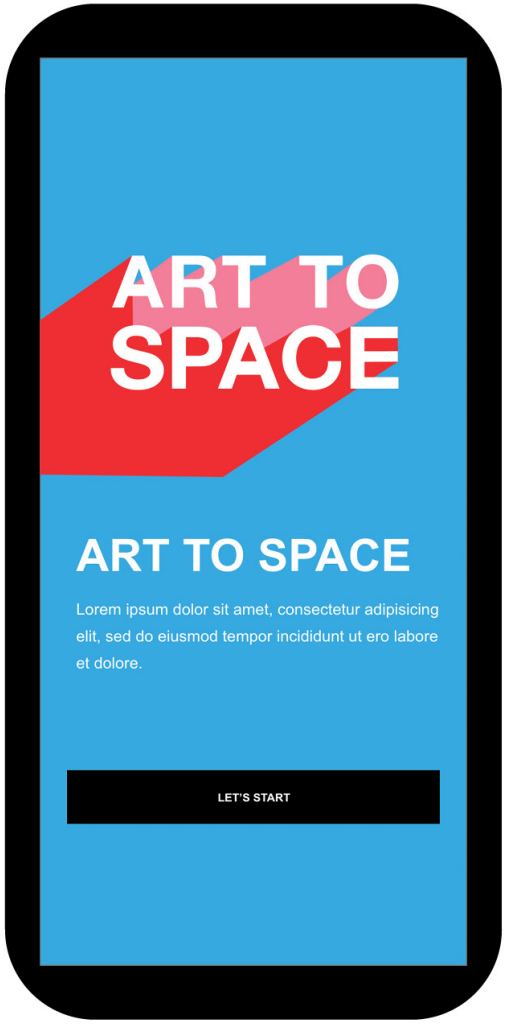
The new message screen displays the recipient's profile.

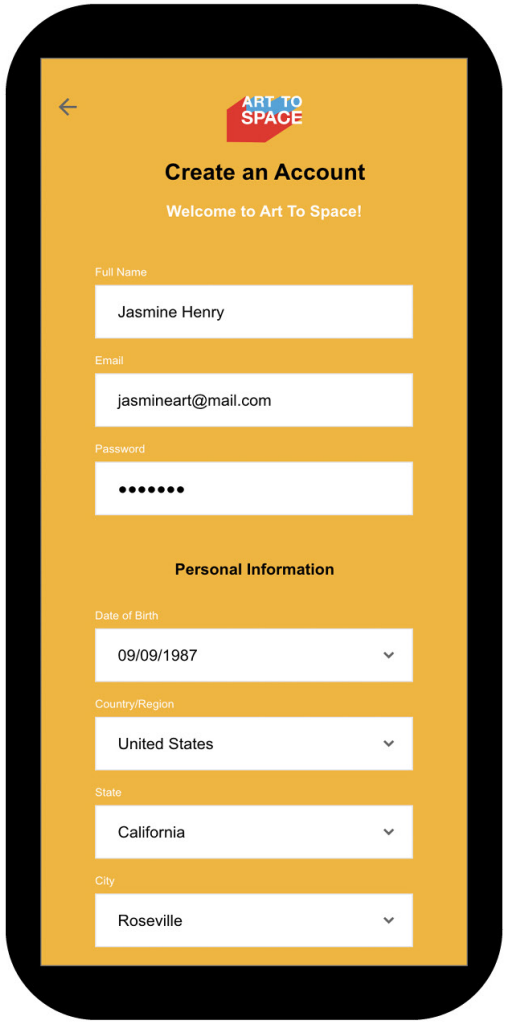
Step 8/12: New Message

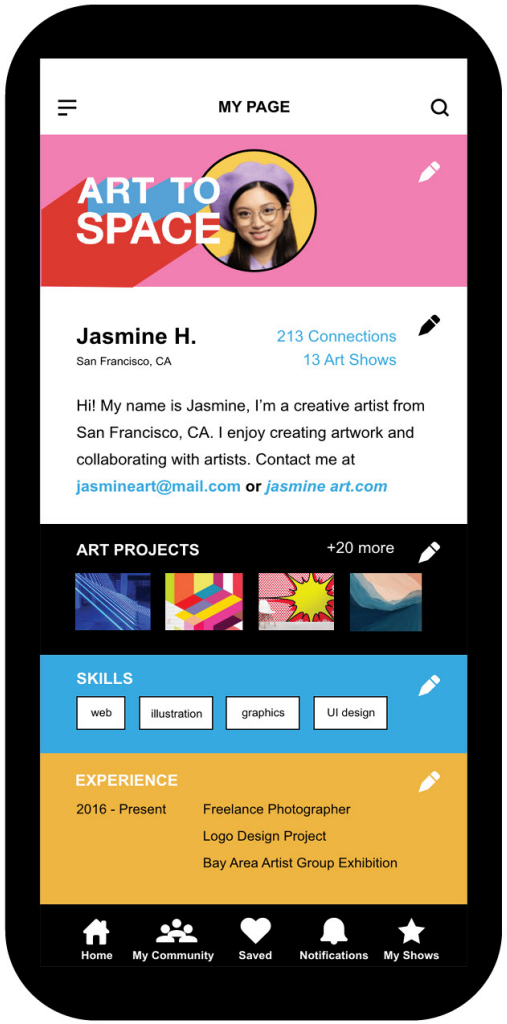
The message can be typed on the screen. View profile option is also available.

ART TO SPACE

HIGH FIDELITY WIREFRMES

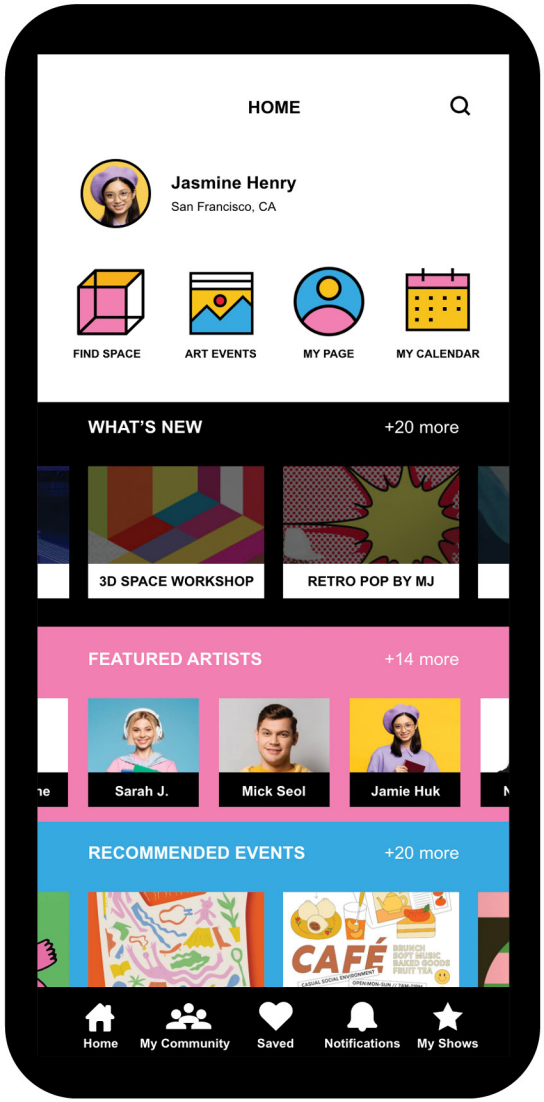


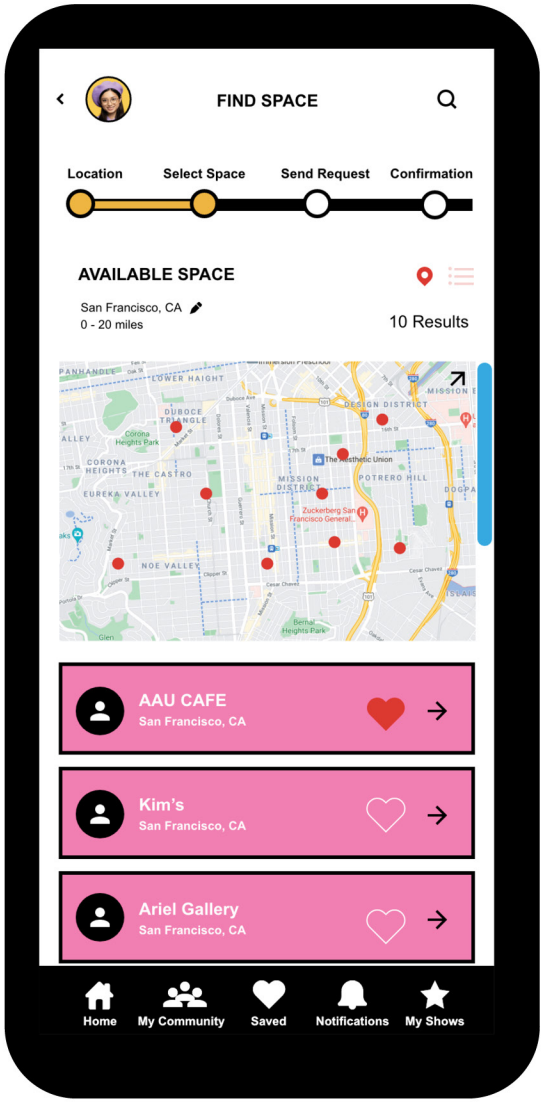


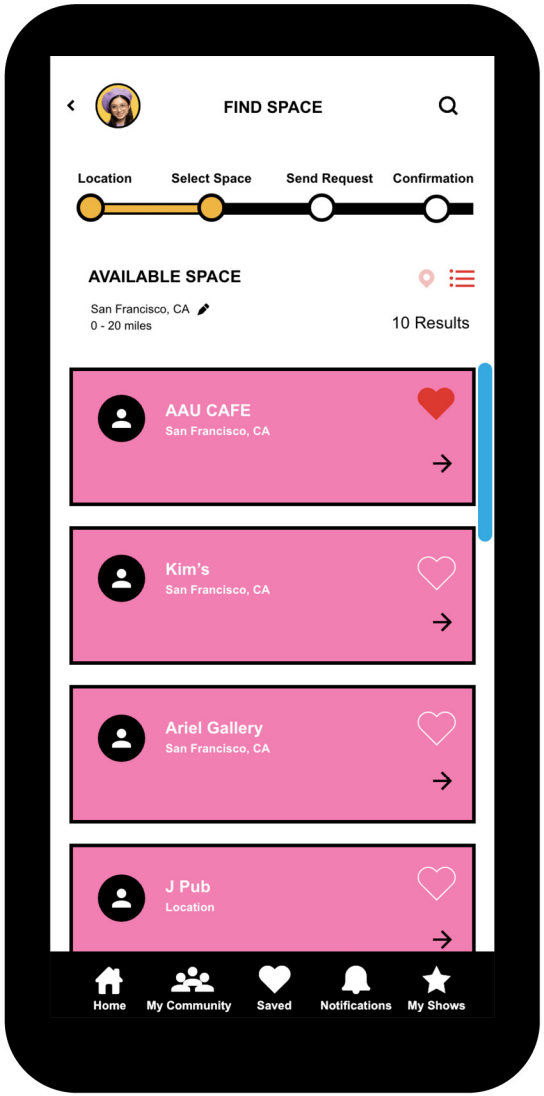


ART TO SPACE

UI DESIGN - TASK 1

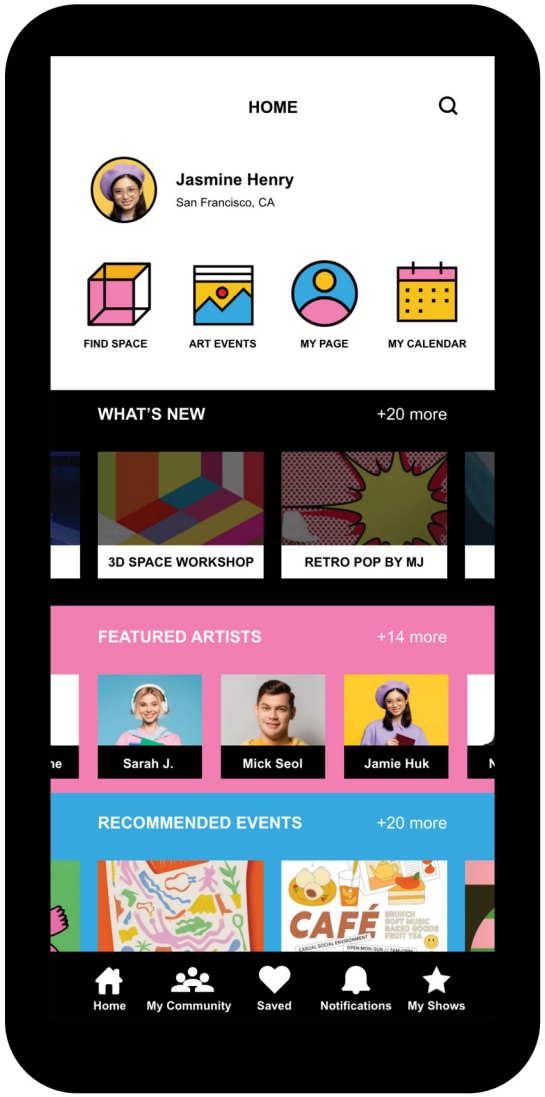


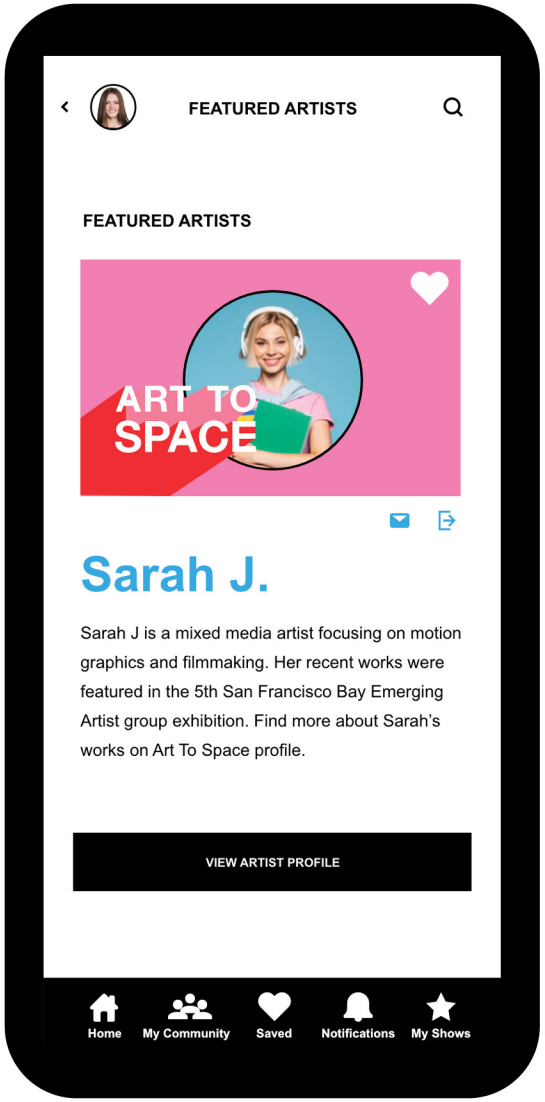


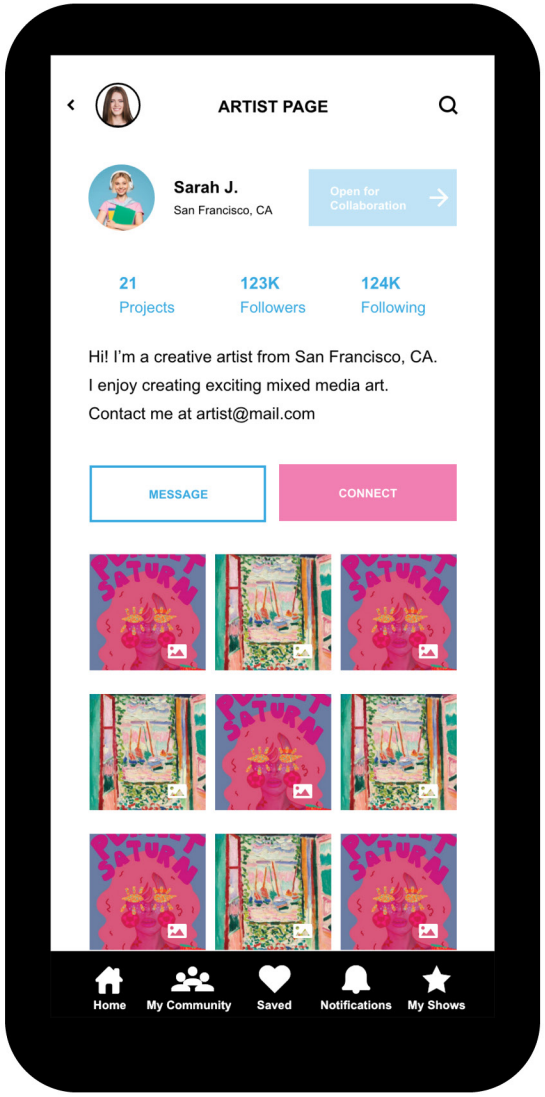


ART TO SPACE

UI DESIGN - TASK 2

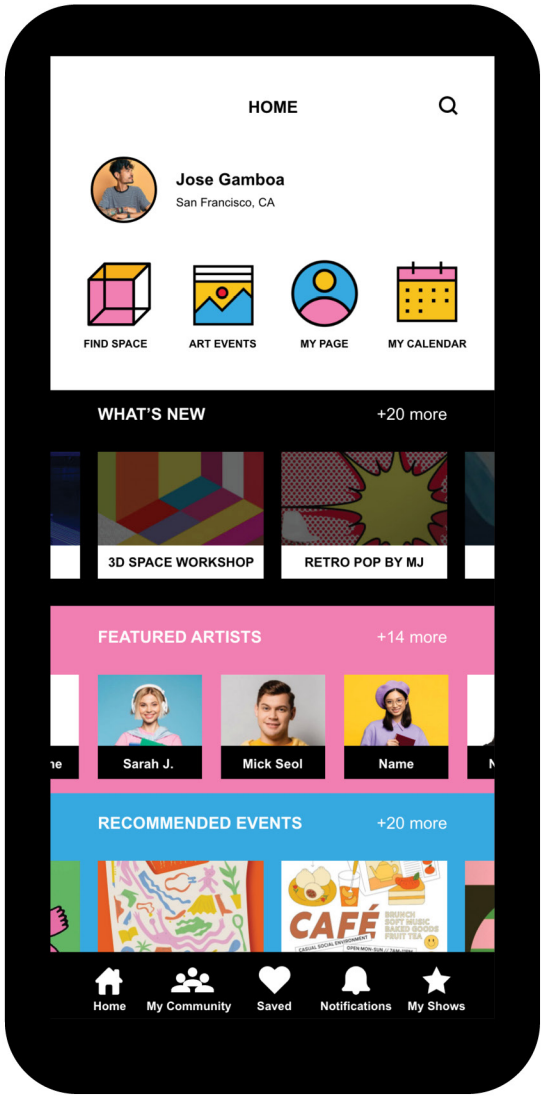


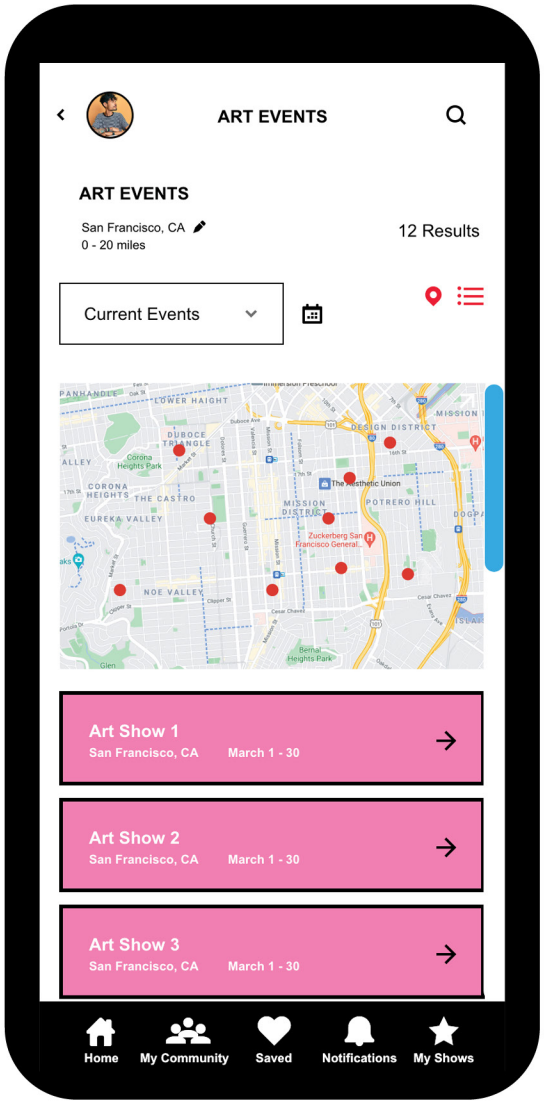


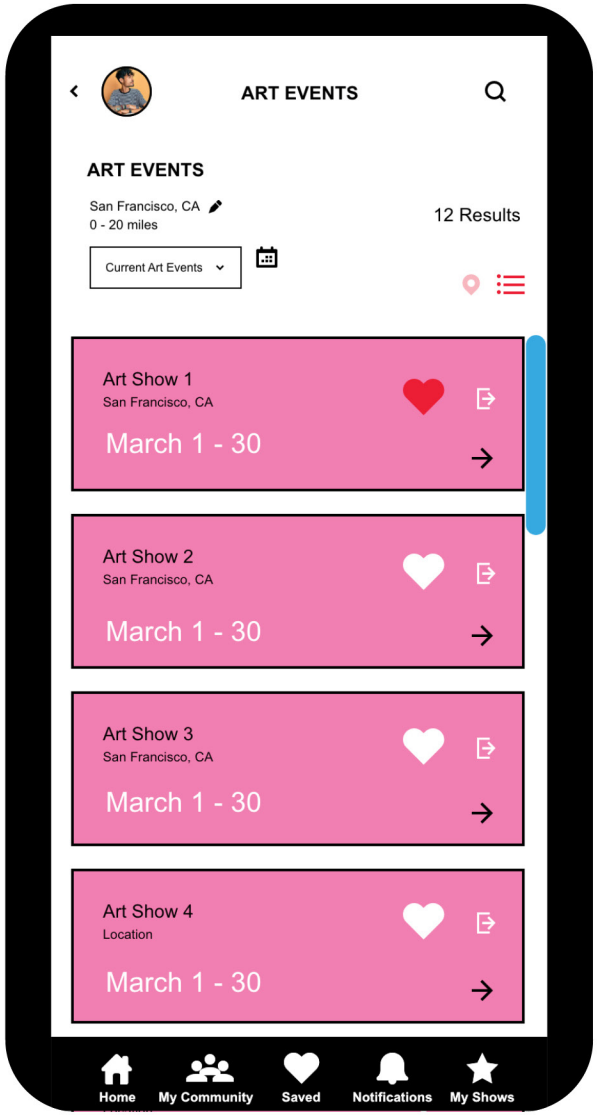


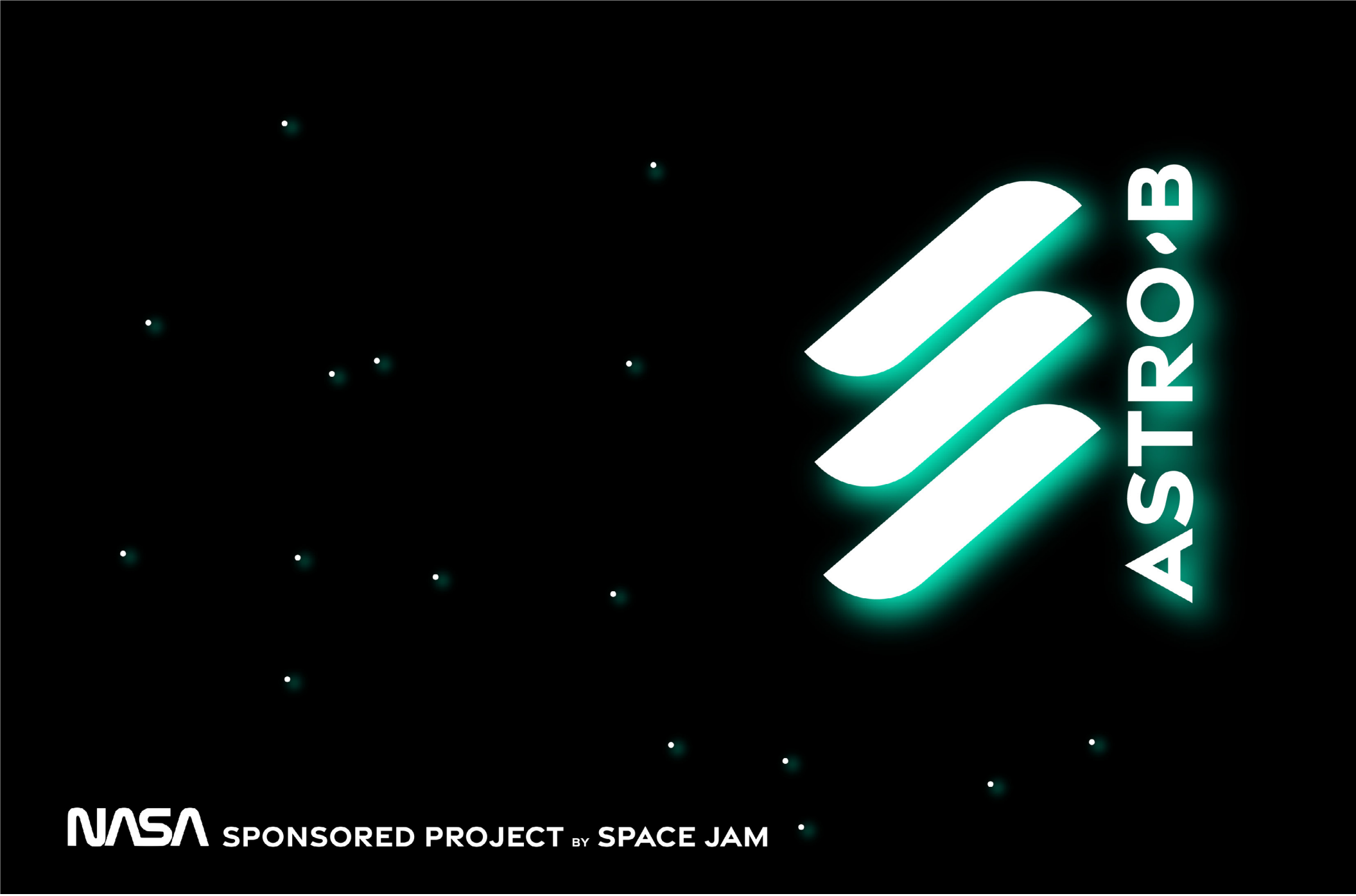
ART TO SPACE

UI DESIGN - TASK 3









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 JWEAINAT

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

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USER NEEDS

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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

ASTRO - B

UX/UI DESIGN PROJECT 2 - MOCKUPS

11:48 AM
ASTRO
TRAINING
April 12, 2022
ASTRO TRAINING OUTLINE
COMPLETE
COMPLETE
COMPLETE
56%
MODULE 4
Obstacle
Avoidance
Introuction
Science
Introuction
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.

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

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

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

SOCIAL MEDIA ACTIVITY

FACEBOOK ● ● ● ● ●

INSTAGRAM ● ● ● ● ●

CURRENT FEELINGS

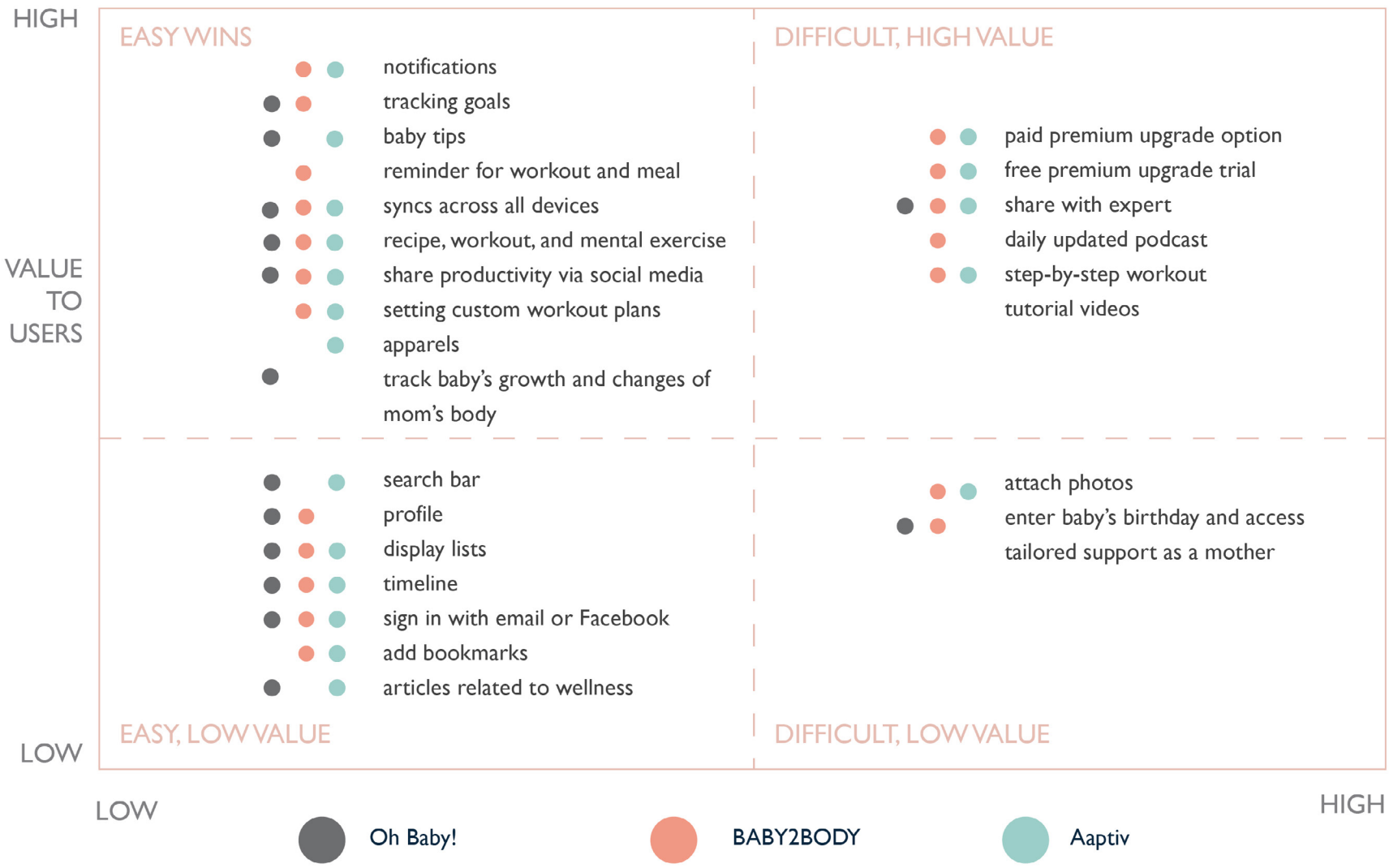
Anxious ● Fear ● Busy

PERSONALITY

Outgoing Motivational
Optimistic Giving

GO MAMA BEARS

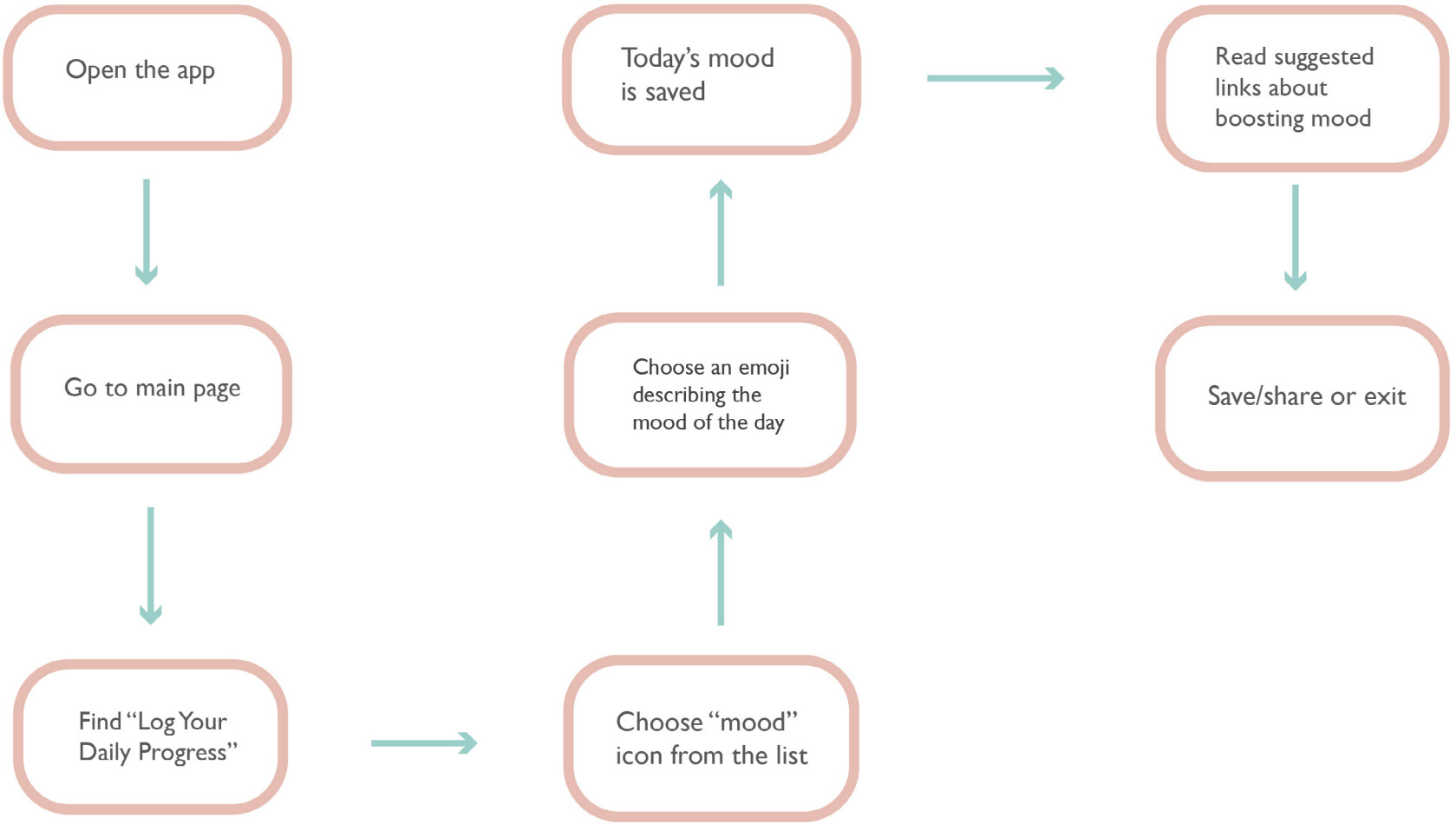
FEATURE MATRIX



GO MAMA BEARS

TASK FLOW 1

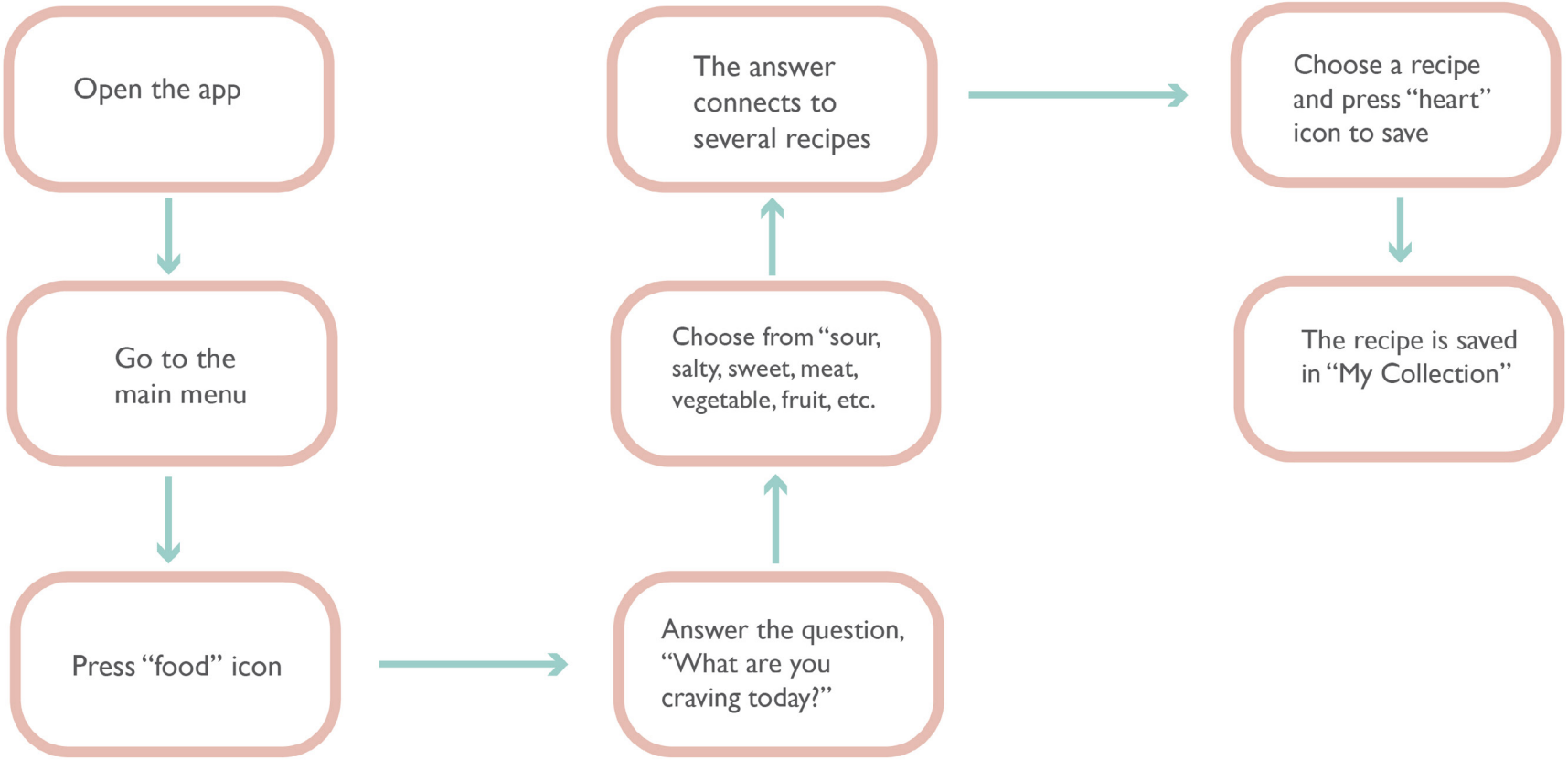
Ideas: Provide the "Daily Progress" platform where a user logs daily mood, food intake, and workout.
Task Description: Kate who is 4 week pregnant records her daily mood and reads suggested tips for better mood.



GO MAMA BEARS

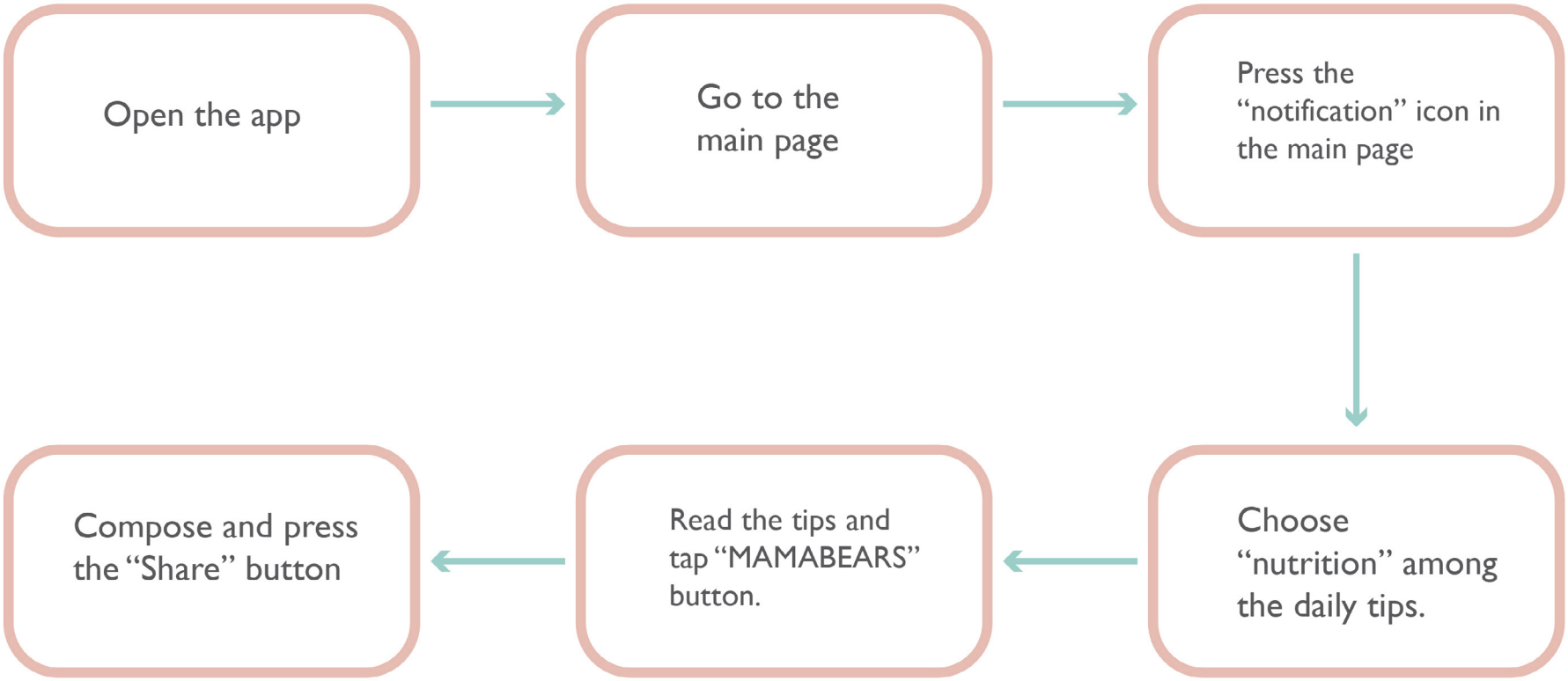
TASK FLOW 2

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.



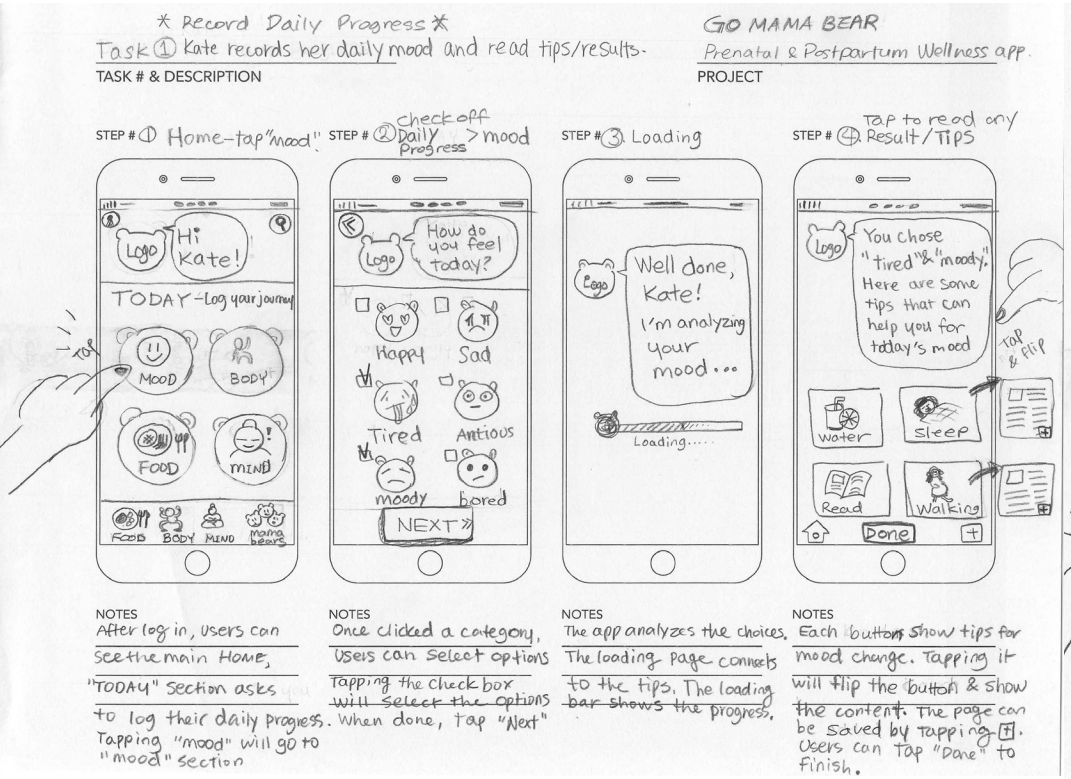
TASK FLOW 3

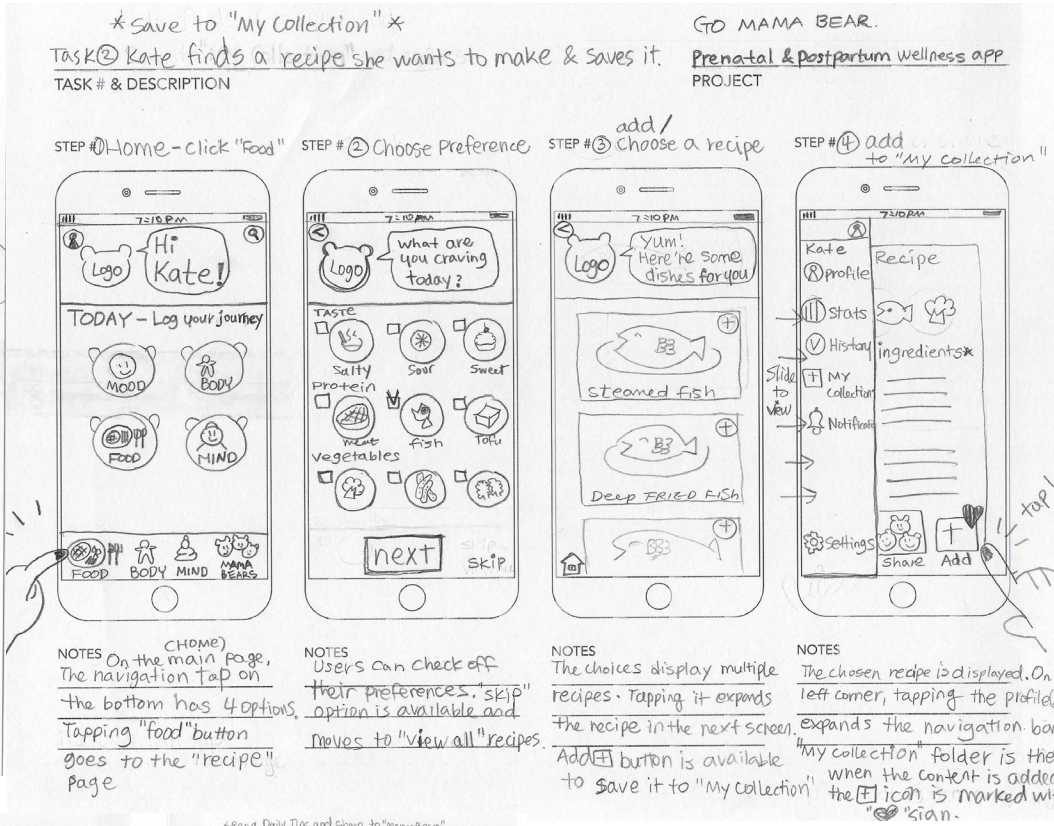
Ideas: suggest "Daily Tips" about nutrition, exerciese, and mental health for women who are prenant and postpartum.
Task Description: Kate who is 4 week pregnant seeks for tips on nutritious meals and shares it with other members in the "MAMABEARS", a social media for the app comunity.

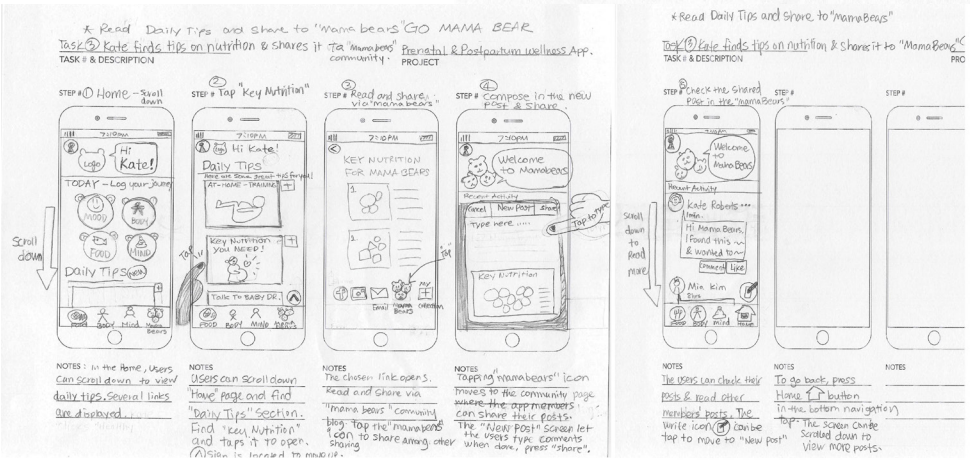


GO MAMA BEARS

WIREFRAME SKETCHES

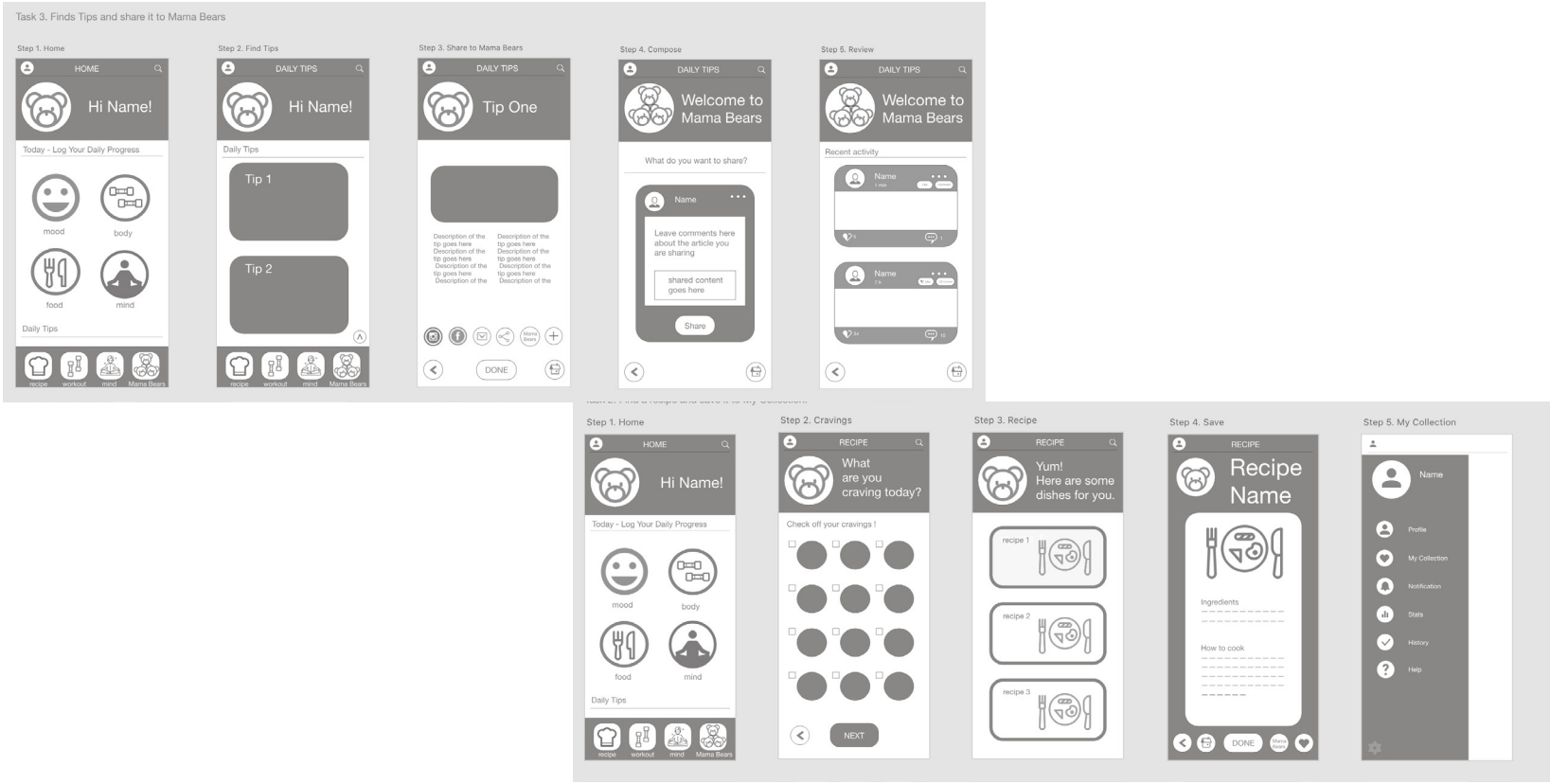






GO MAMA BEARS

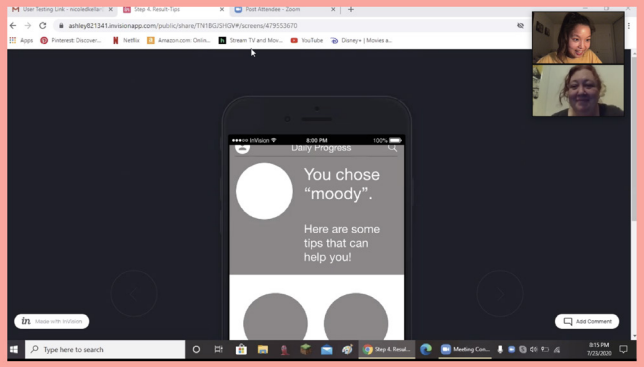
LOW-FIDELITY WIREFRAMES



GO MAMA BEARS

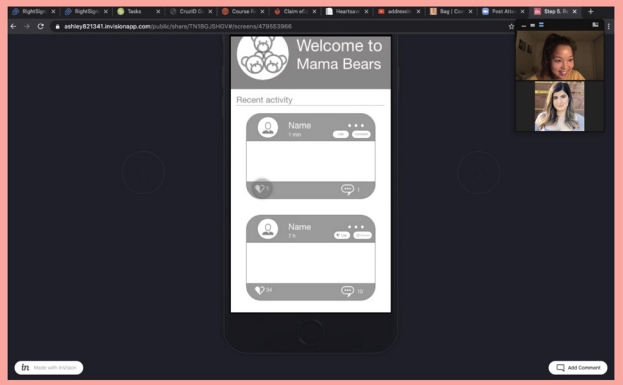
USER TESTING

USER TEST 1



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

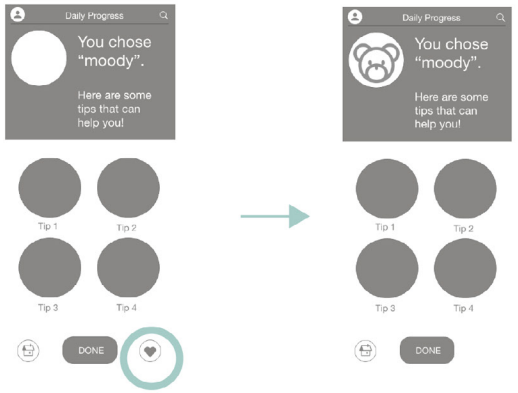
USER TEST 2



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

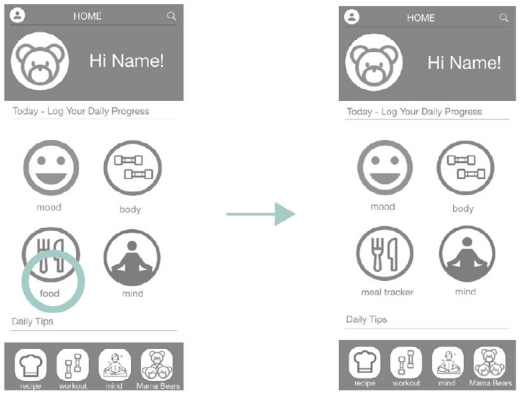
3. Before and After

Task 1. Step 4 - Log Your Daily Mood



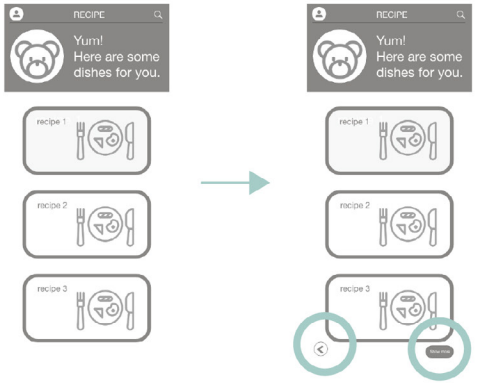
The heart icon is removed in this stage because it looks like the button suggests to save all the tips 1-4. The heart icon, which is "save to my collection" button, will appear once the Tip is tapped in the next page.

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

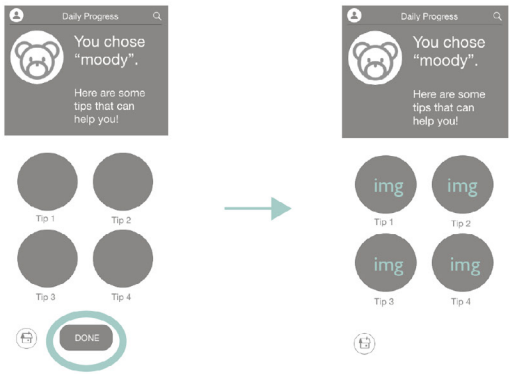
The size of the "daily log" section has been decreased to show the "Daily Tips" section. The "go down" icon gives a clue to scoll it down. The name for "daily tips" is changed to "What's New" so that the content is not daily updated. But still new articles, and information regarding pregnancy is posted.

GO MAMA BEARS

USER TESTING RESULTS

3. Before and After

Task 1. Step 4 - Log Your Daily Mood



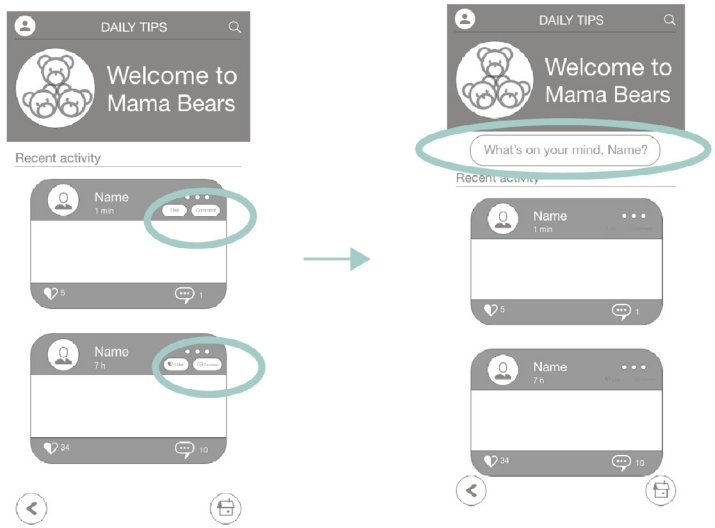
Kate mentions that the Tip buttons are confusing if they are suggesting the content or if they are clickable. Adding the image in the buttons would encourage the users to click and view the content.

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

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

The order of the share icons are 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.

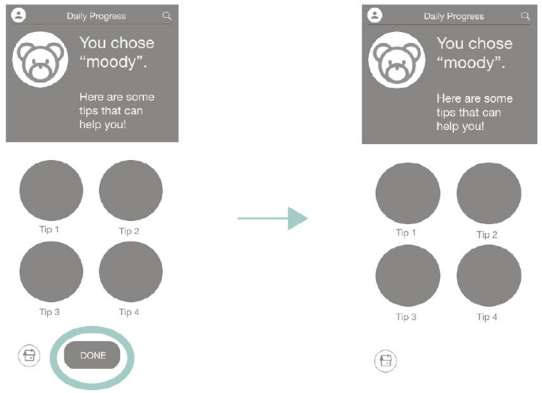
The "Like" and"Comment" buttons are duplicates, so they are deleted.

GO MAMA BEARS

USER TESTING RESULTS

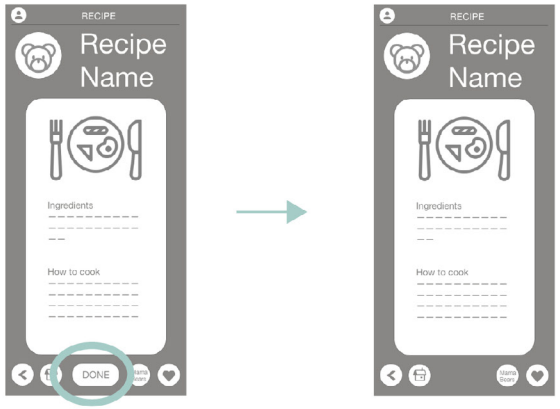
3. Before and After

Task 1. Step 4 - Log Your Daily Mood



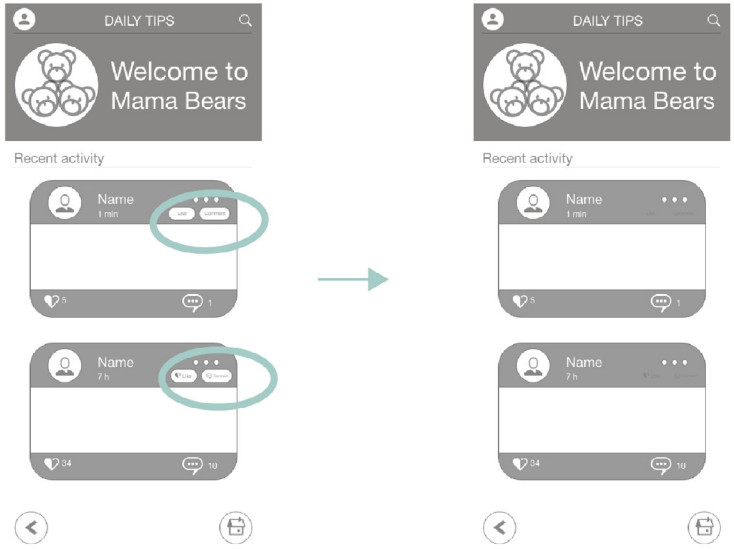
The "DONE" button is omitted becuase clicking "DONE" will go to Home page. Having Home and Done icons are duplicates and unnecessary.

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

#FDFFE2
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

GO MAMA BEARS

Heading 1 — Heavy 48pt

Heading 2 — Bold 32pt

Heading 3 — Bold 18pt

Body Text — Bold 12-18pt

Button Text — Medium 16pt

Navigation — Medium 16pt

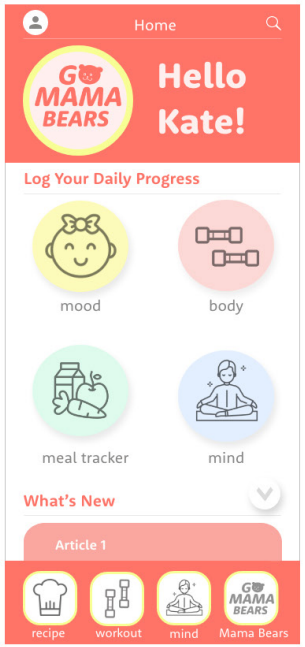
Input Fields — Medium 14pt

Footer — Regular 12pt

GO MAMA BEARS

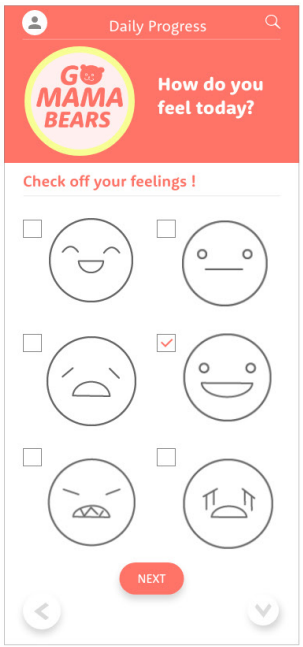
HIGH-FIDELITY WIREFRAMES

Task 1.Log daily mood and and read tips



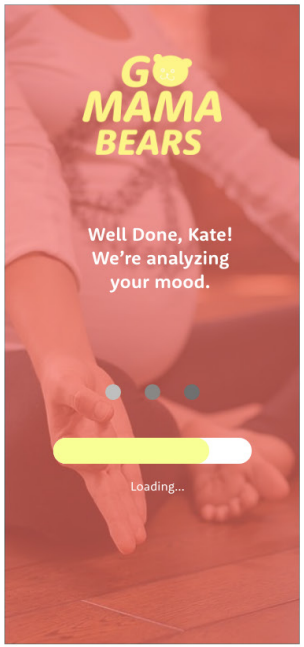
Step 1. Tap “mood” icon

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



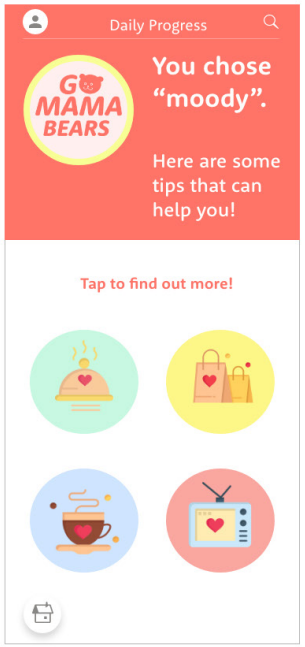
Step 2. Check off emotion icons

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.



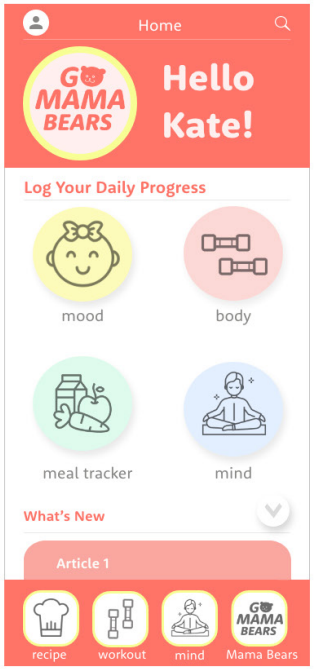
Step 4. Read the tips

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

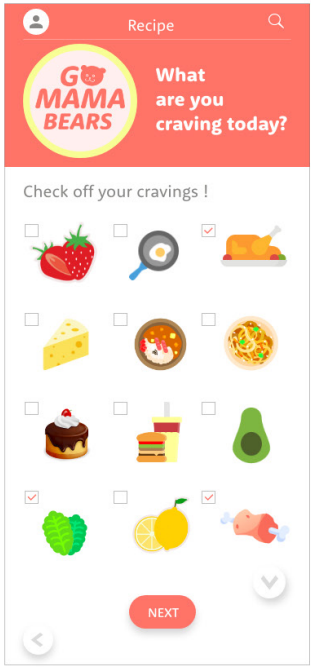
HIGH-FIDELITY WIREFRAMES

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



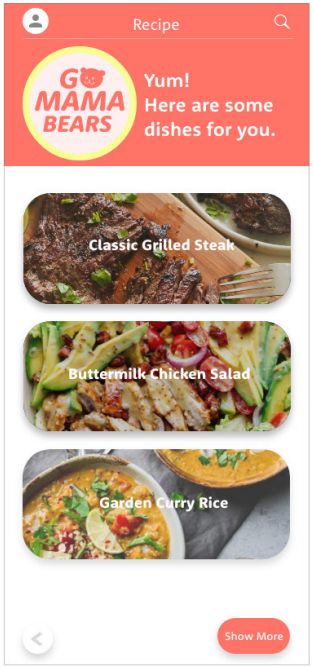
Step 1. Tap “recipe” icon

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.

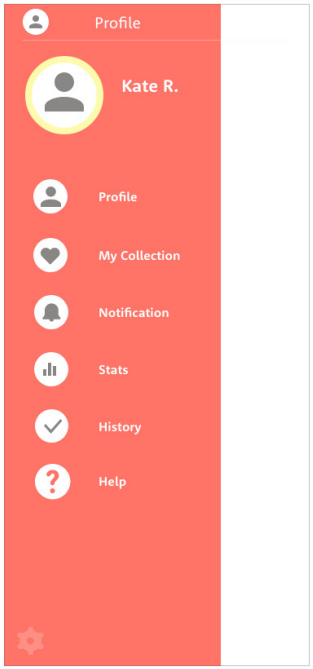


Step 3. Choose a recipe

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 save it to “My Collection”.



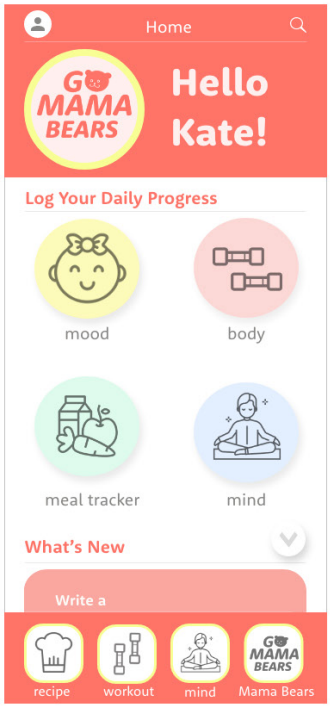
Step 5. Review “My Collection”

The saved contents can be reviewed in the profile tap.

GO MAMA BEARS

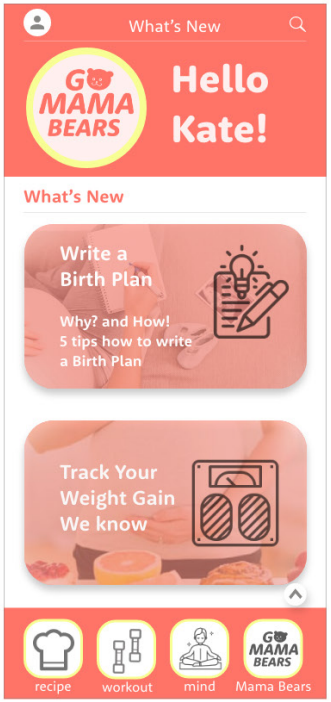
HIGH-FIDELITY WIREFRAMES

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”.

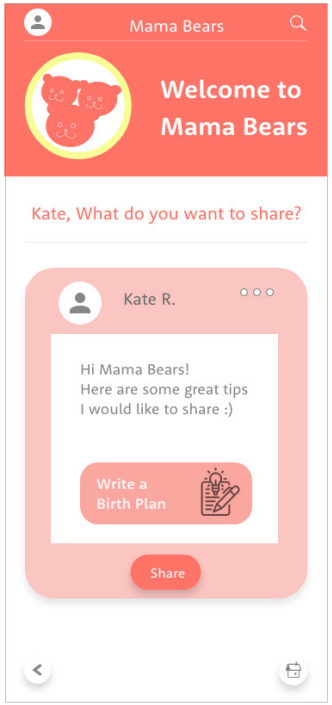


Step 2. Choose a tip

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

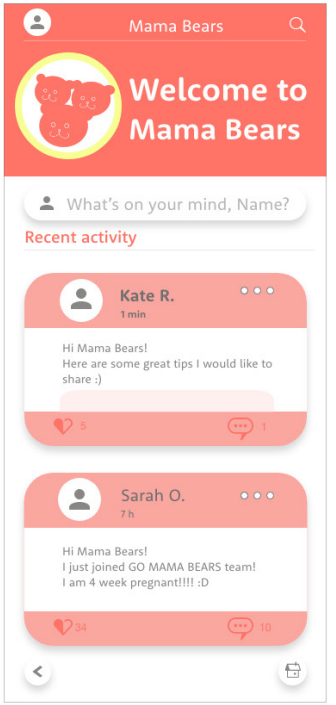
Step 3. Tap “Mama Bears”

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.

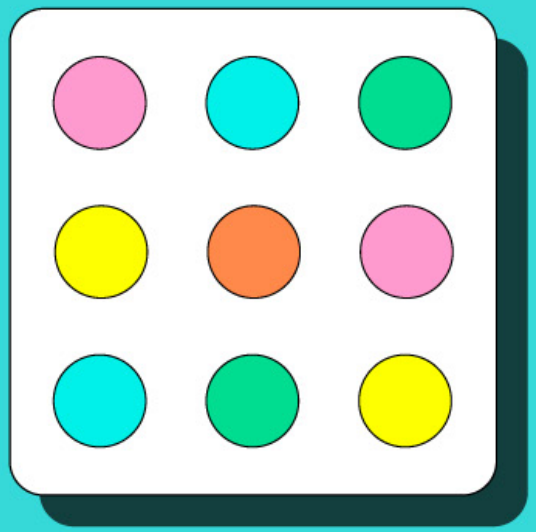


Step 5. View shared posts

Her posted comment shows in the “Recent activity”.

UX UI PROJECT

BE MY FRIDGE

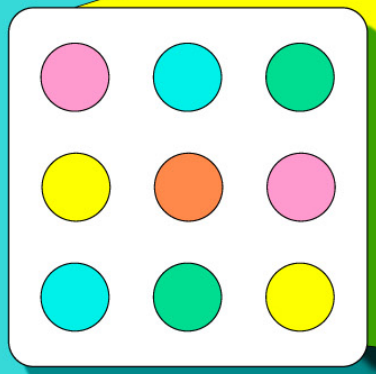


ASHLEY YEO

BE MY FRIDGE

UX/UI DESIGN PROJECT 4

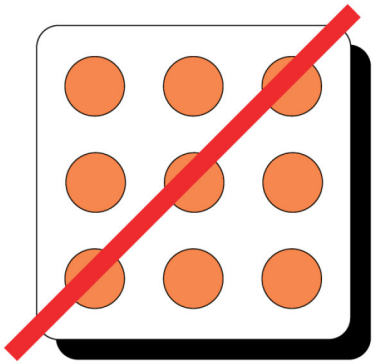
Project
Description



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.

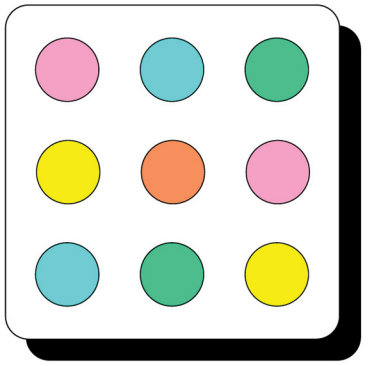
BE MY FRIDGE

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:

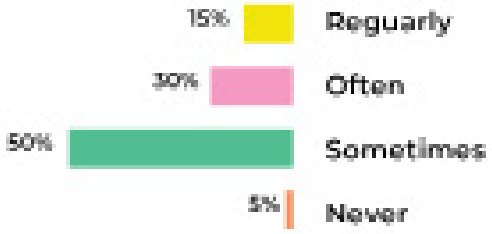
The solution is to use an app that helps you organize and manage your groceries in the refrigerator. The app displays a list of items in the fridge and notifies expired items. You can also shop via the app when things are low in stock.

BE MY FRIDGE

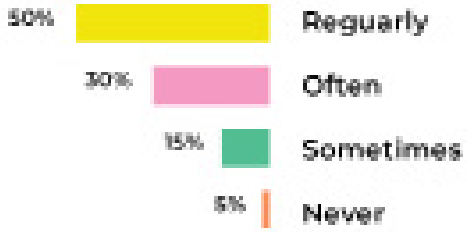
TARGET AUDIENCE RESEARCH

Demographics

How often do you use online grocery delivery?

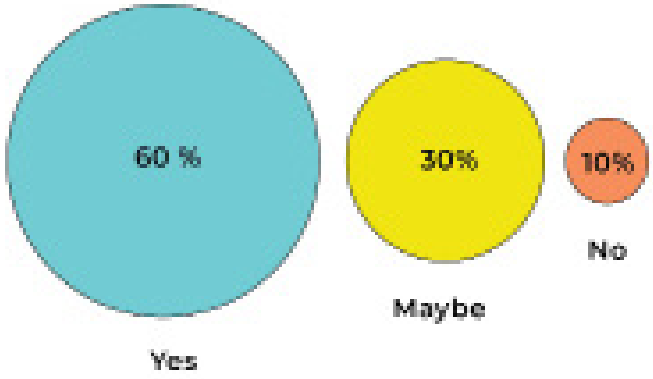


How often do you find expired food in the fridge?



What do you find challenging with your refrigerator?

Do you like the idea of a Fridge Organizer app?



BE MY FRIDGE

USER PERSONA

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

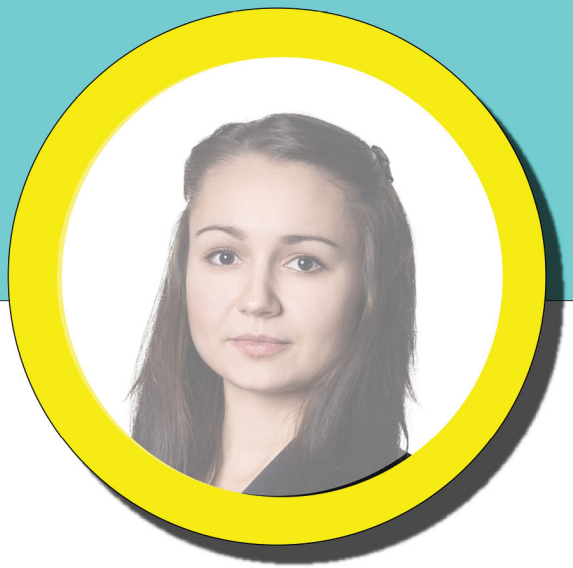
Get notifications when items are about to expire. Items are that are low can be reordered via the app.

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.

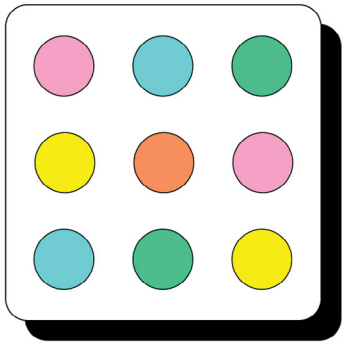
36. Female, Consultant

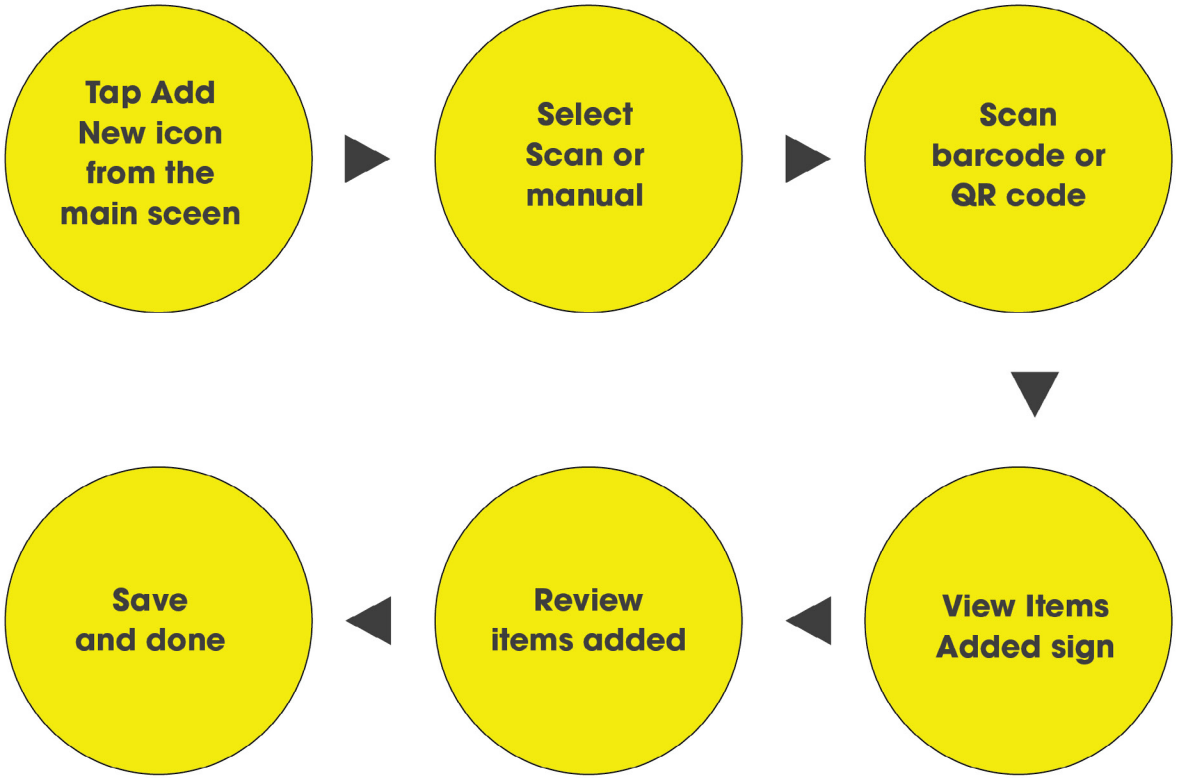
Stephanie enjoys cooking and grocery shopping. She works full-time and lives a busy life. She realizes that it is difficult to organize her fridge daily and it becomes messy. She hopes to find an app that can help her check and organize the inventory of her groceries. Jamie thinks it will be convenient 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

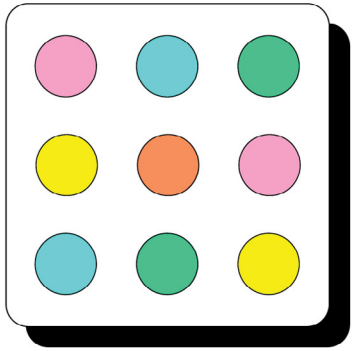


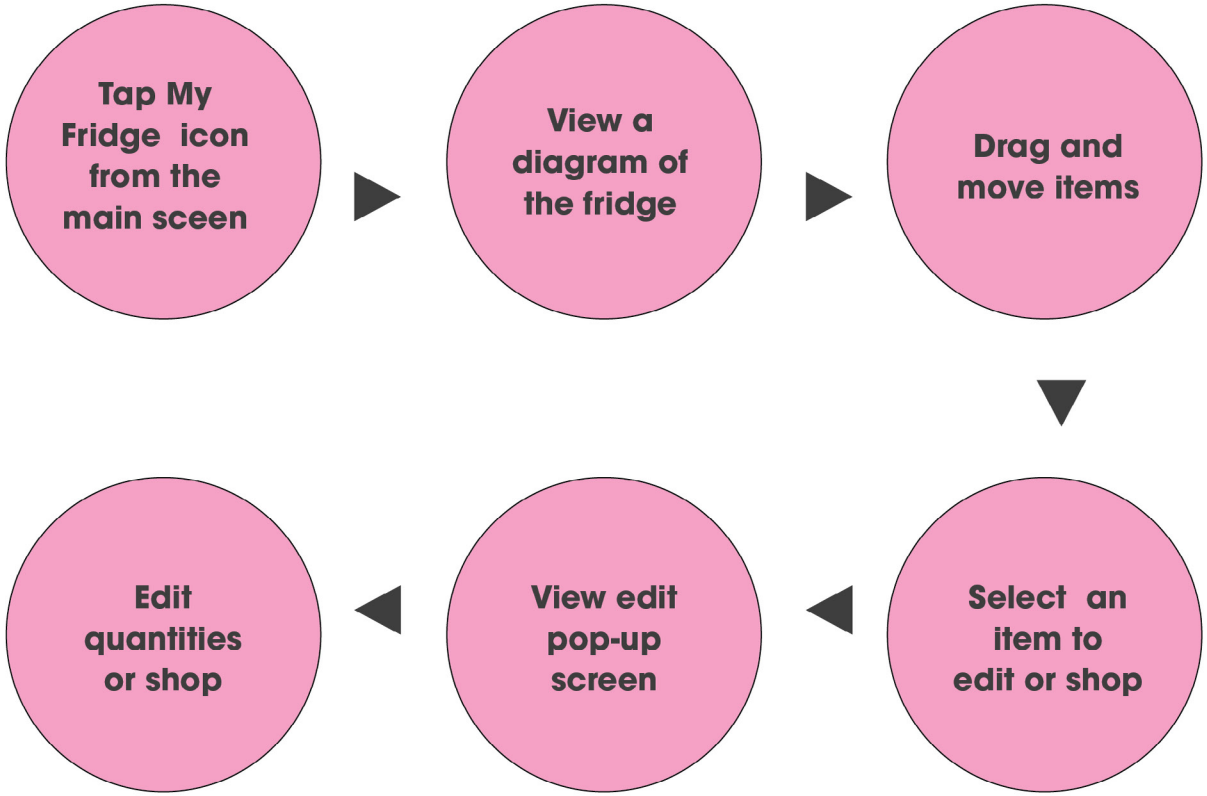


BE MY FRIDGE

USER FLOW

TASK 2. Organize the refrigerator

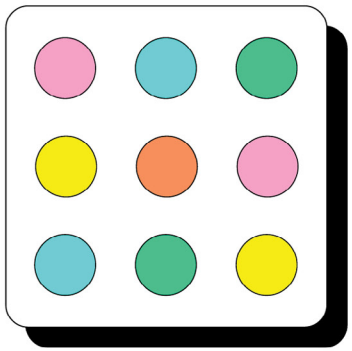


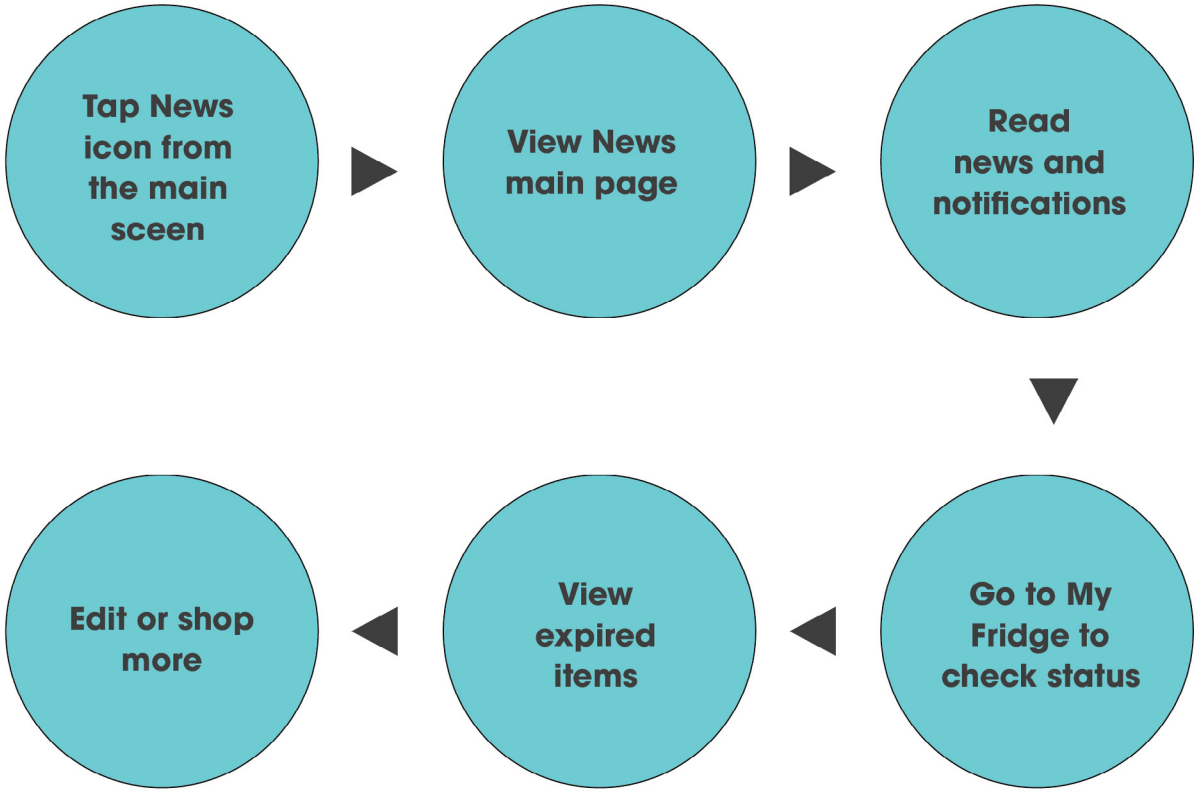


BE MY FRIDGE

USER FLOW

TASK 3. Get News and Tips

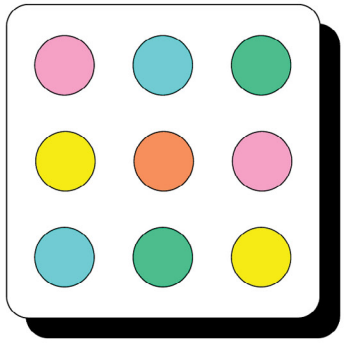


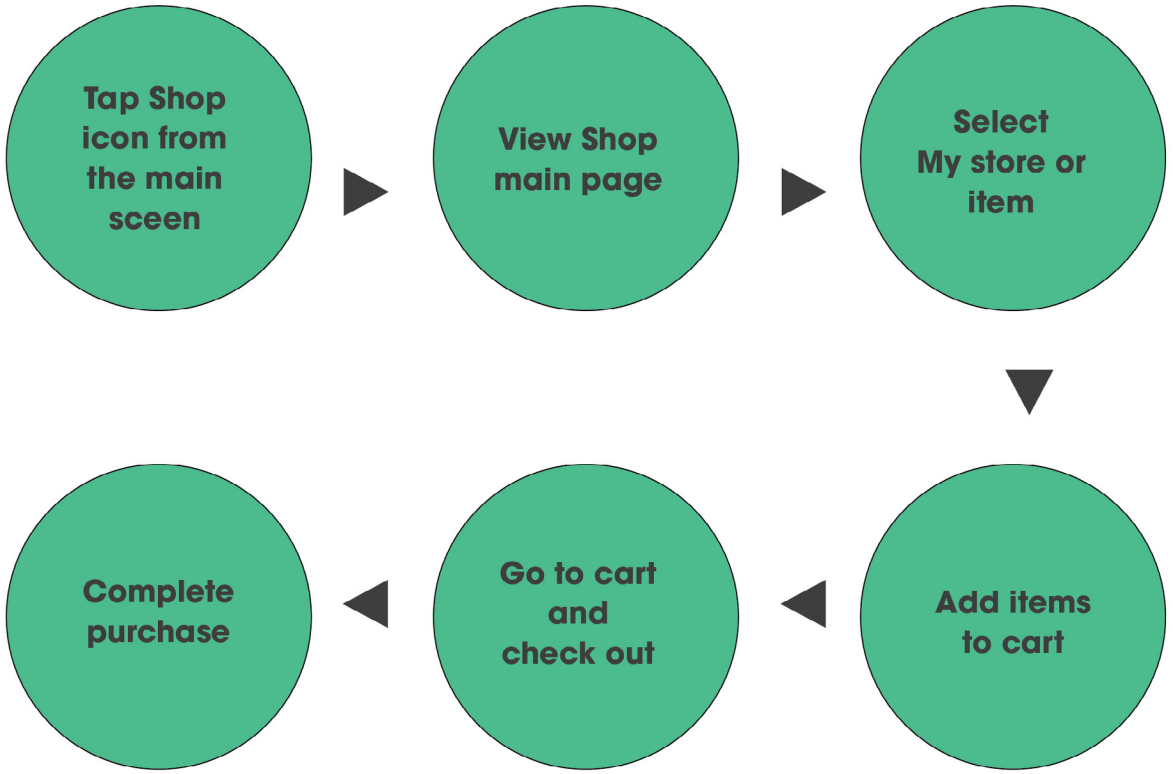


BE MY FRIDGE

USER FLOW

TASK 4. Shop Groceries





BE MY FRIDGE

Wireframes

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 SsTt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 “ ”?!

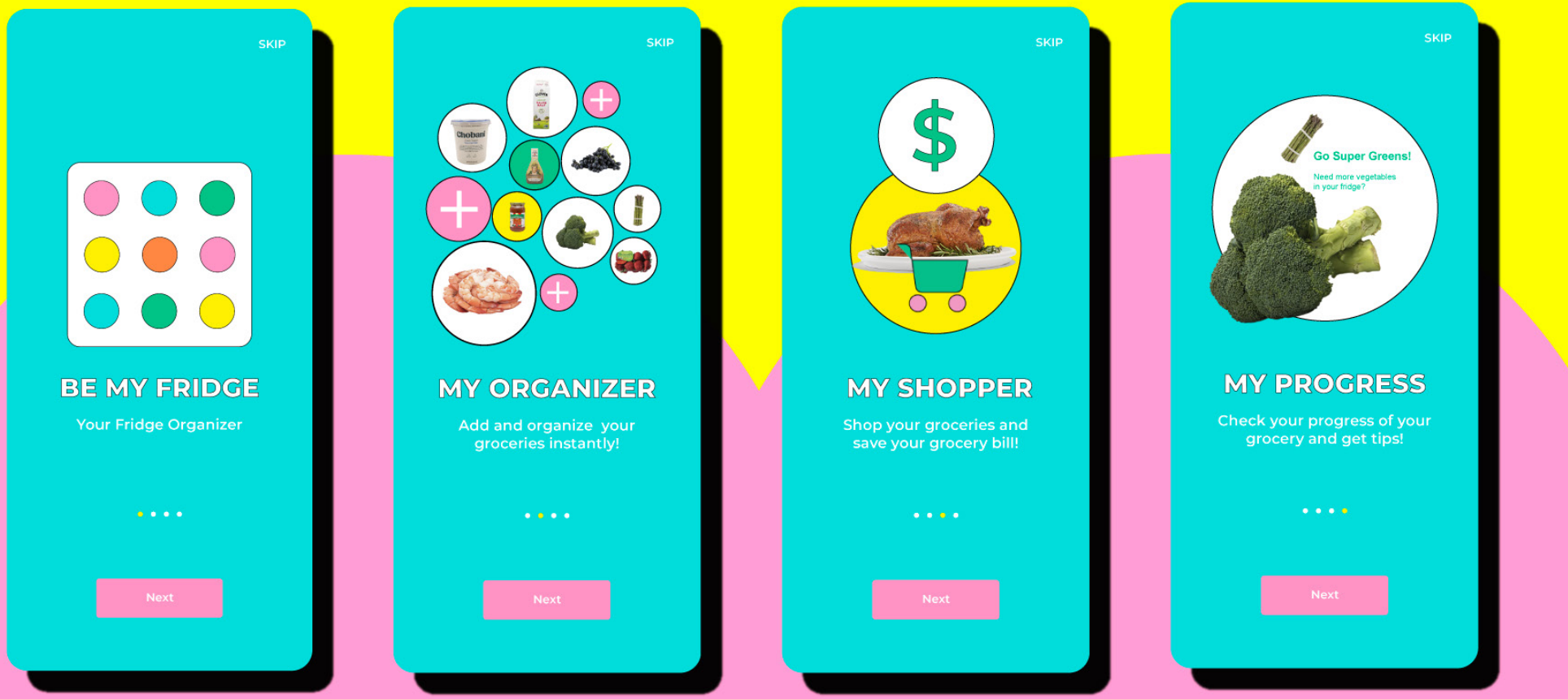
COLORS

#40ede8 #ffff00 #07d897

#000000 #f9a0cd #fc8f59

BE MY FRIDGE

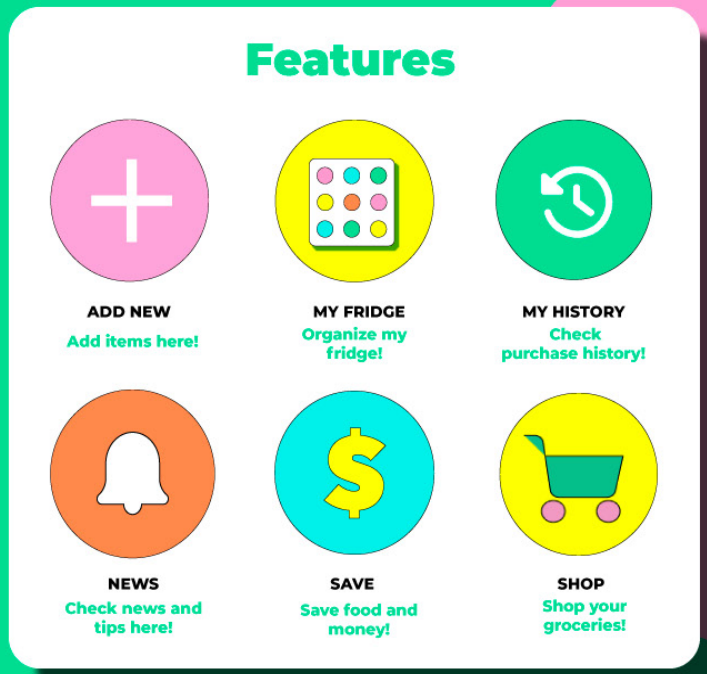
On Boarding

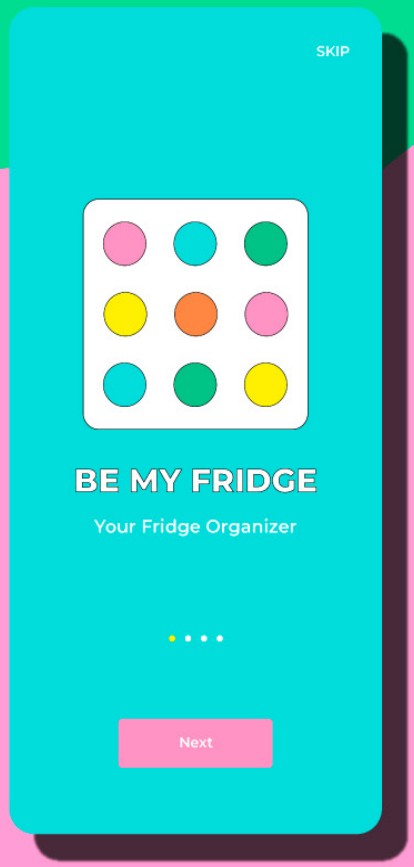


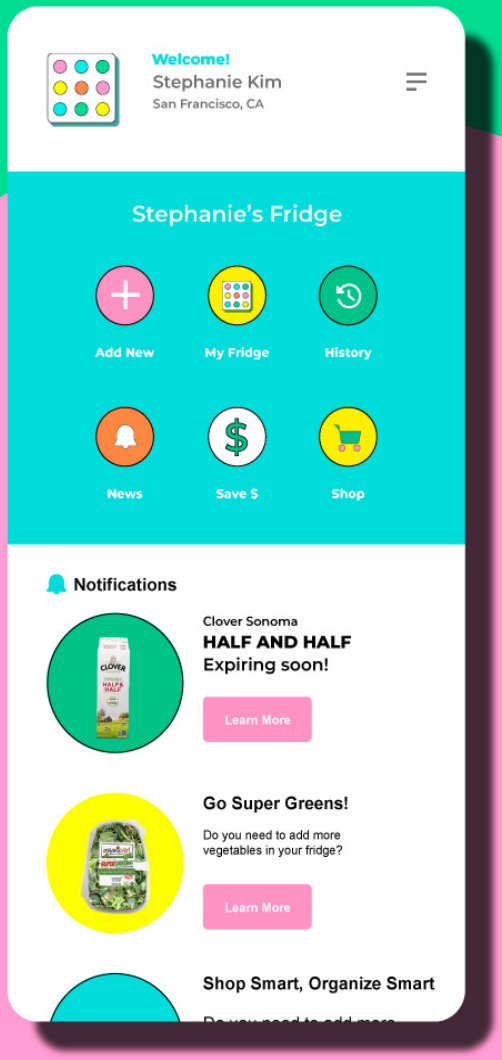
BE MY FRIDGE

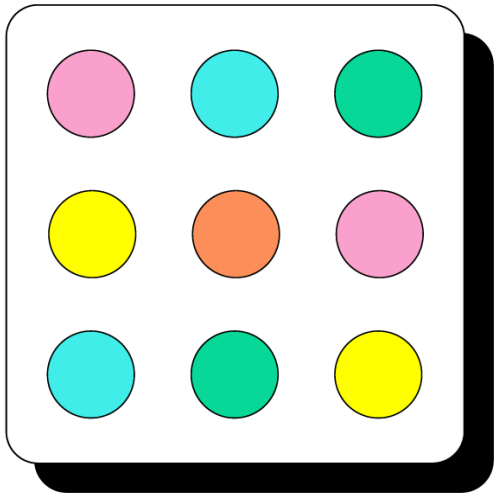
Main Screen

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









BE MY FRIDGE

YOUR FRIDGE ORGANIZER

CUTTER & BUCK.

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!?,.
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

UI
COLORS

1D1925

3266EC

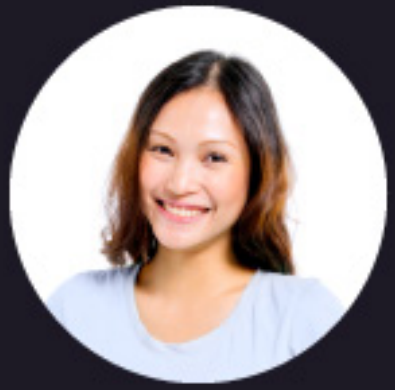
A0ECD8

FFFFFF

UX

USER PERSONA

36 / Golfer / CA

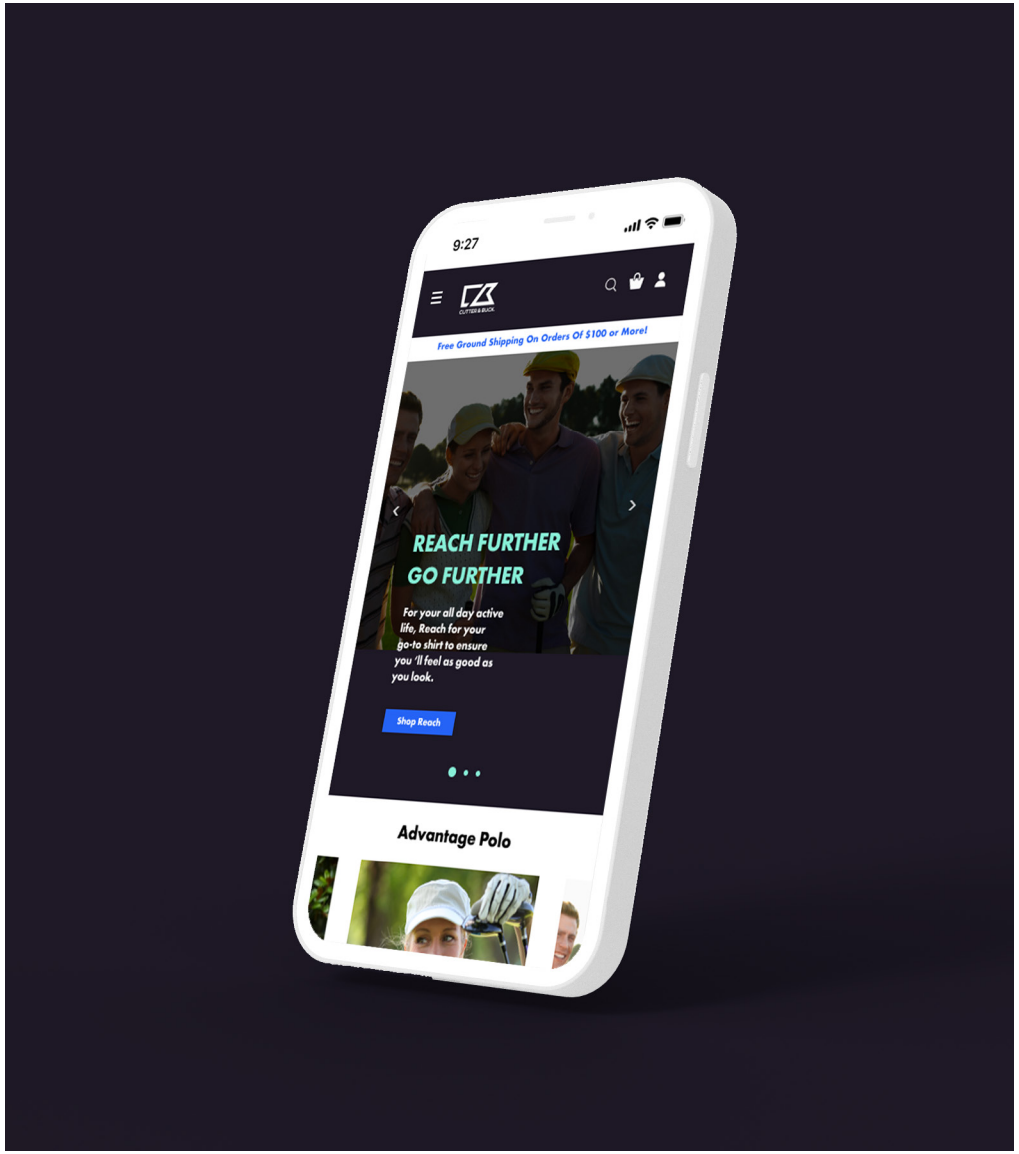


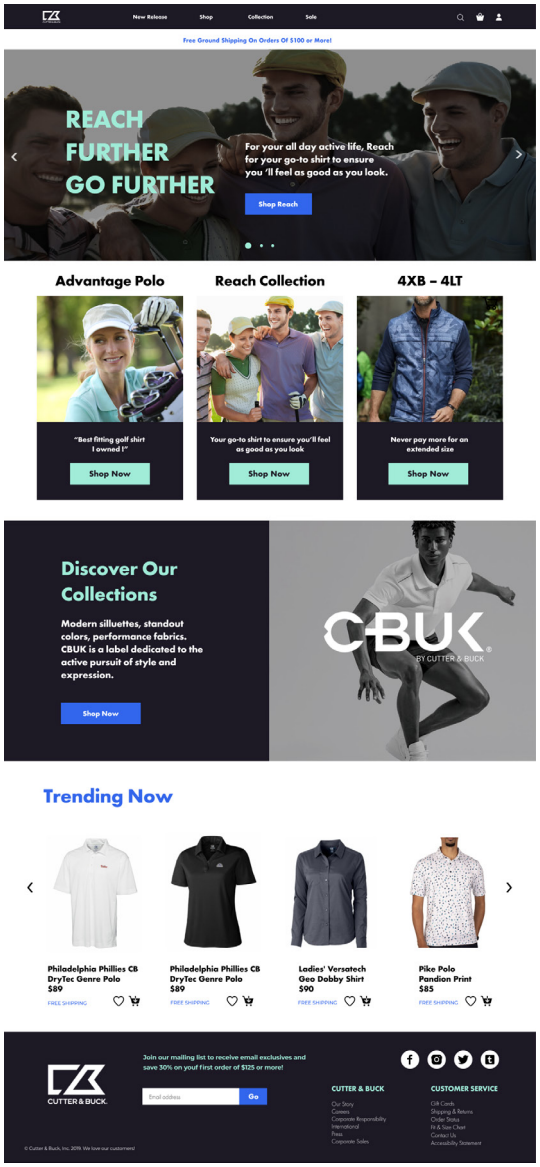
Grace P.

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

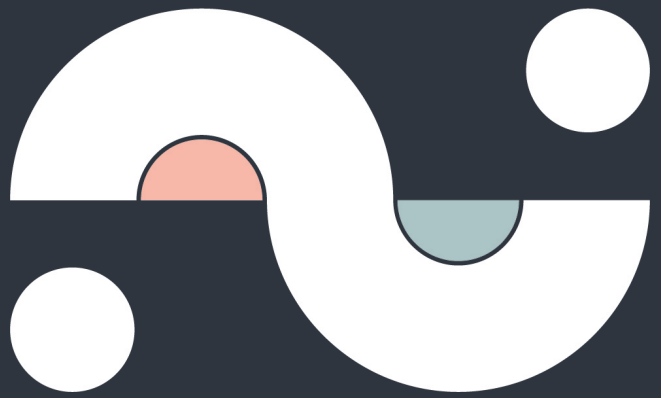
WEB / APP DESIGN





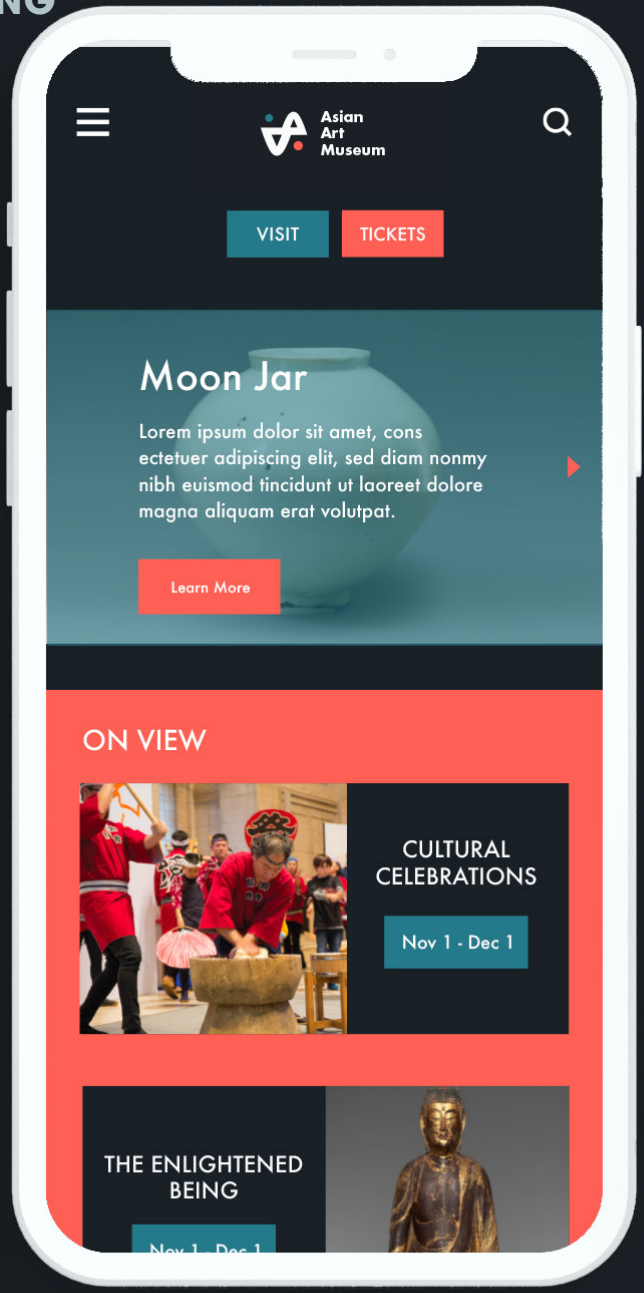
02

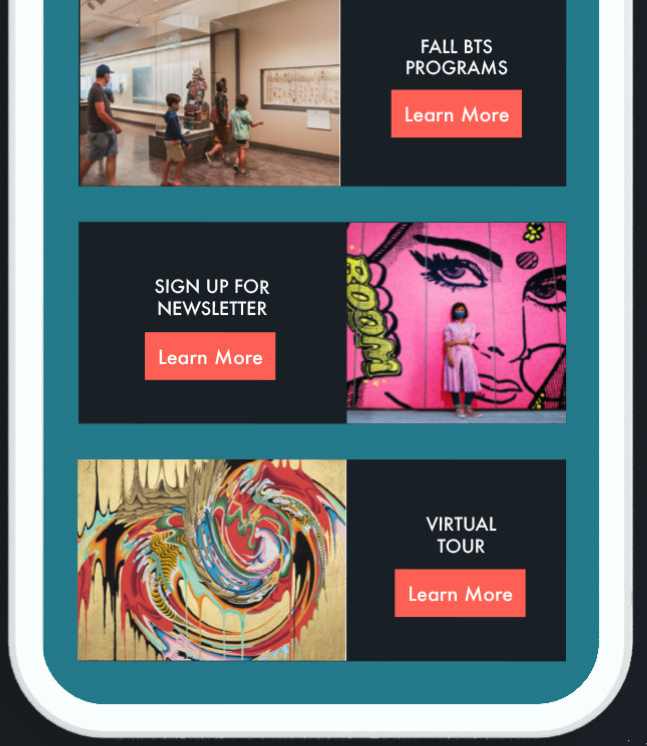
BRANDING

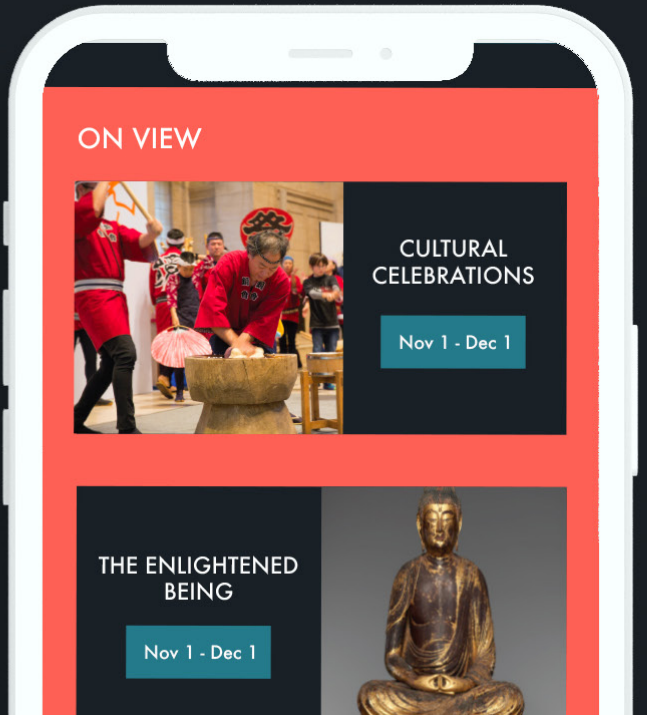


ASIAN ART MUSEUM

BRANDING



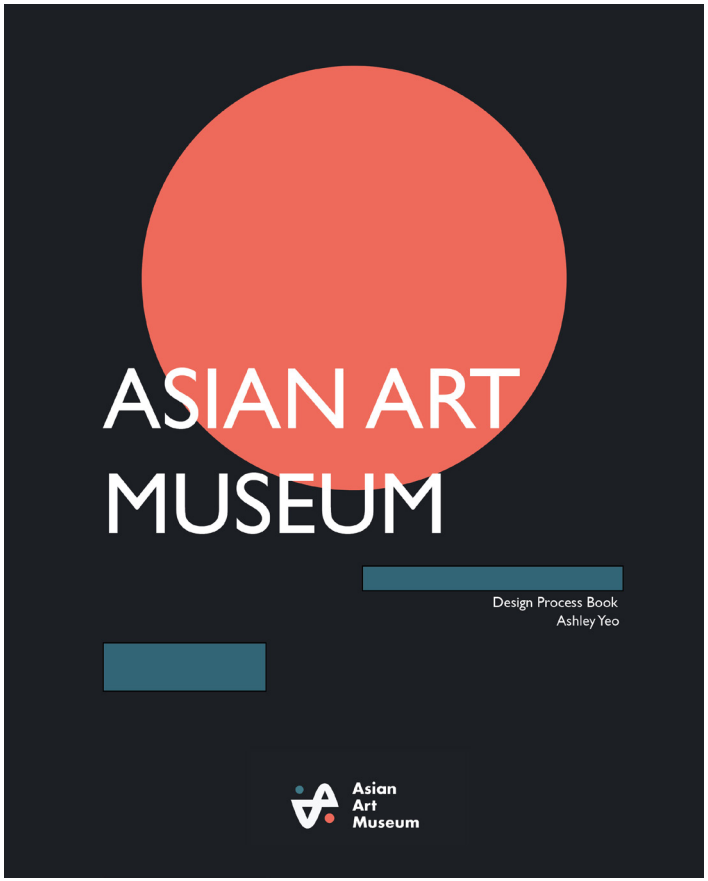


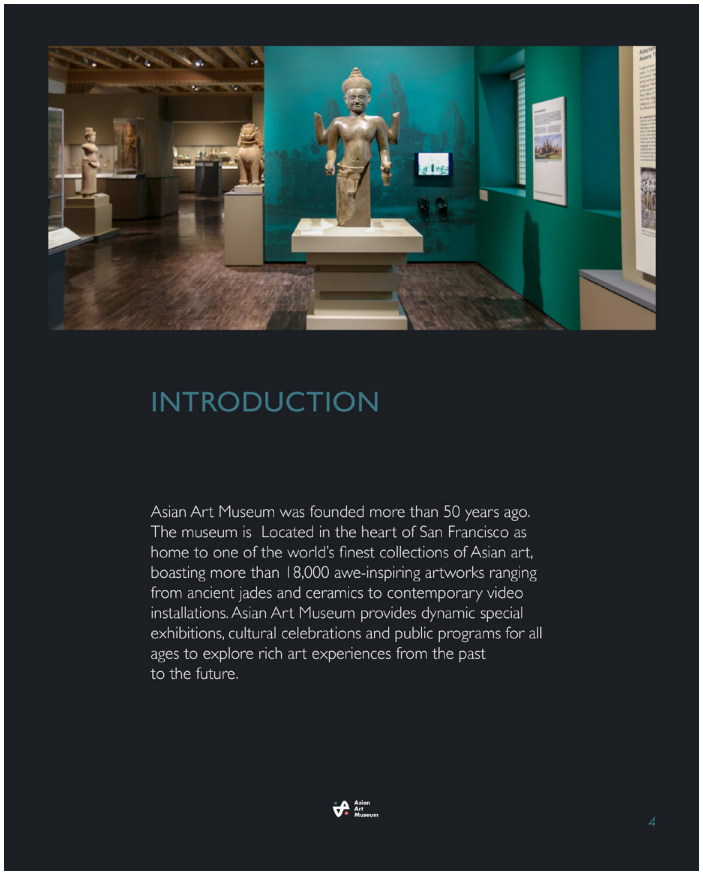


ASIAN ART MUSEUM

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

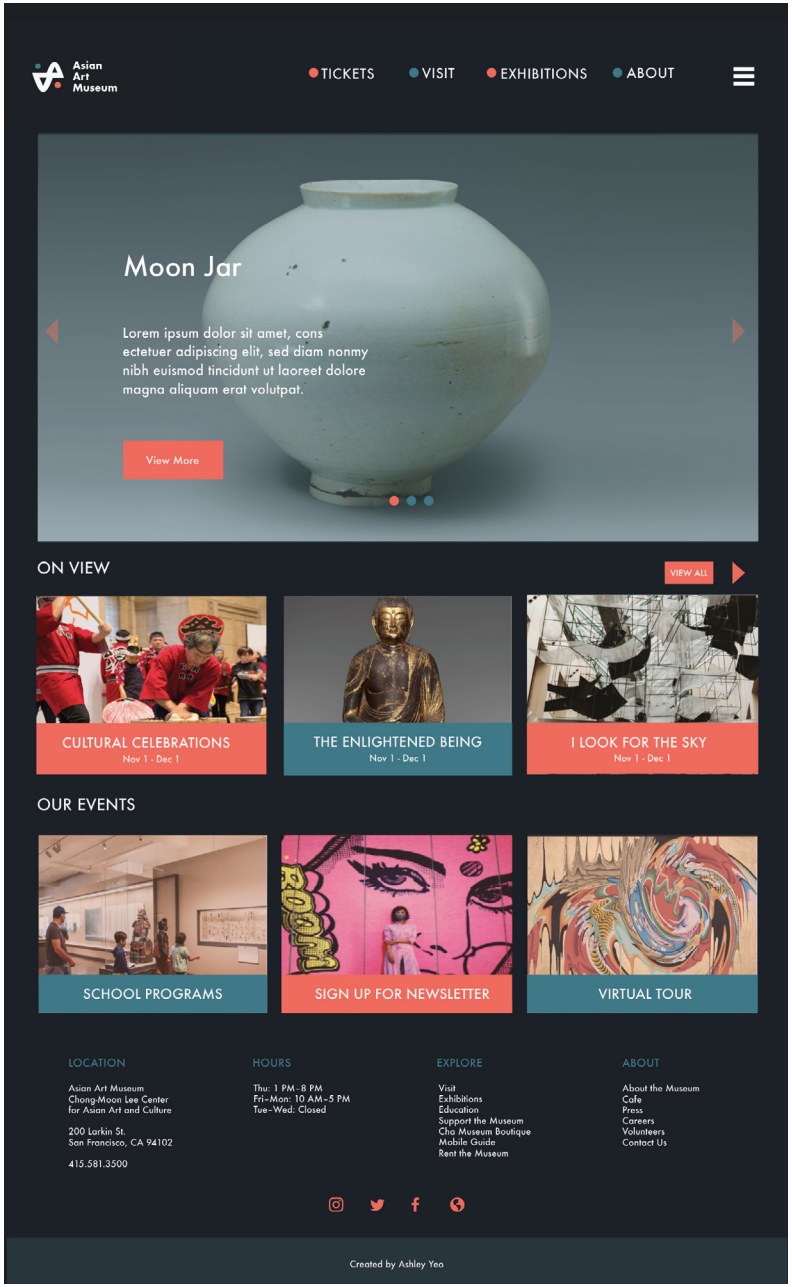
BRANDING

POSTER DESIGN

BRANDING

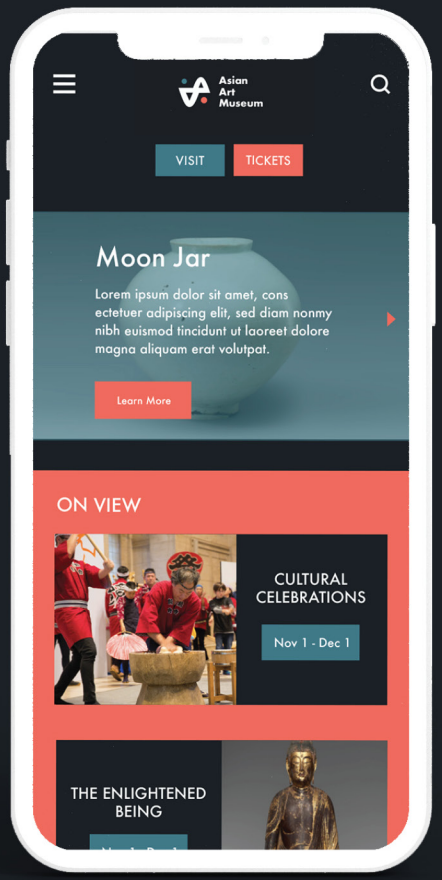
WEB DESIGN

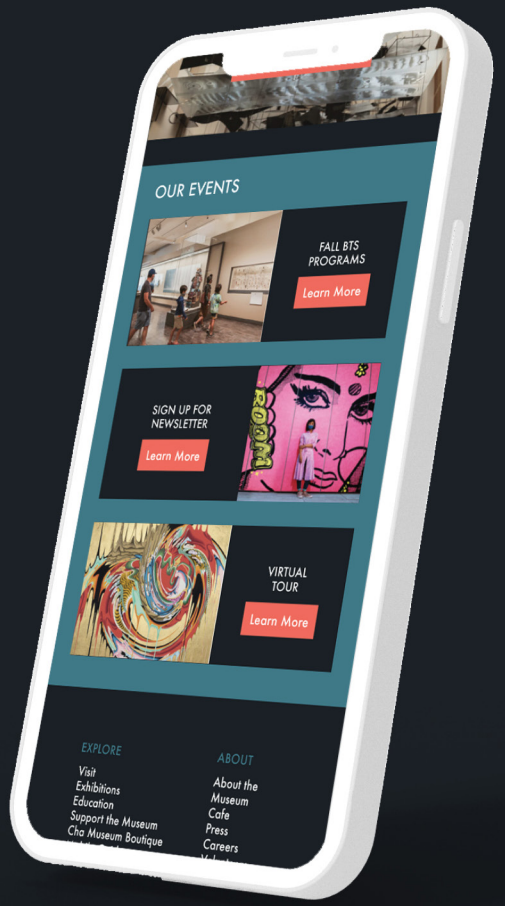
BRANDING



MOBILE DESIGN

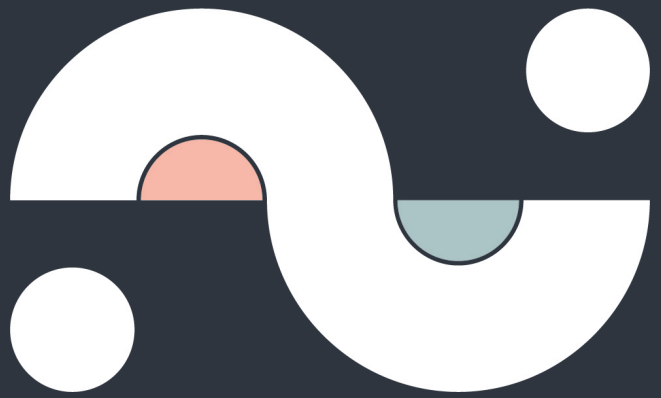
BRANDING





04

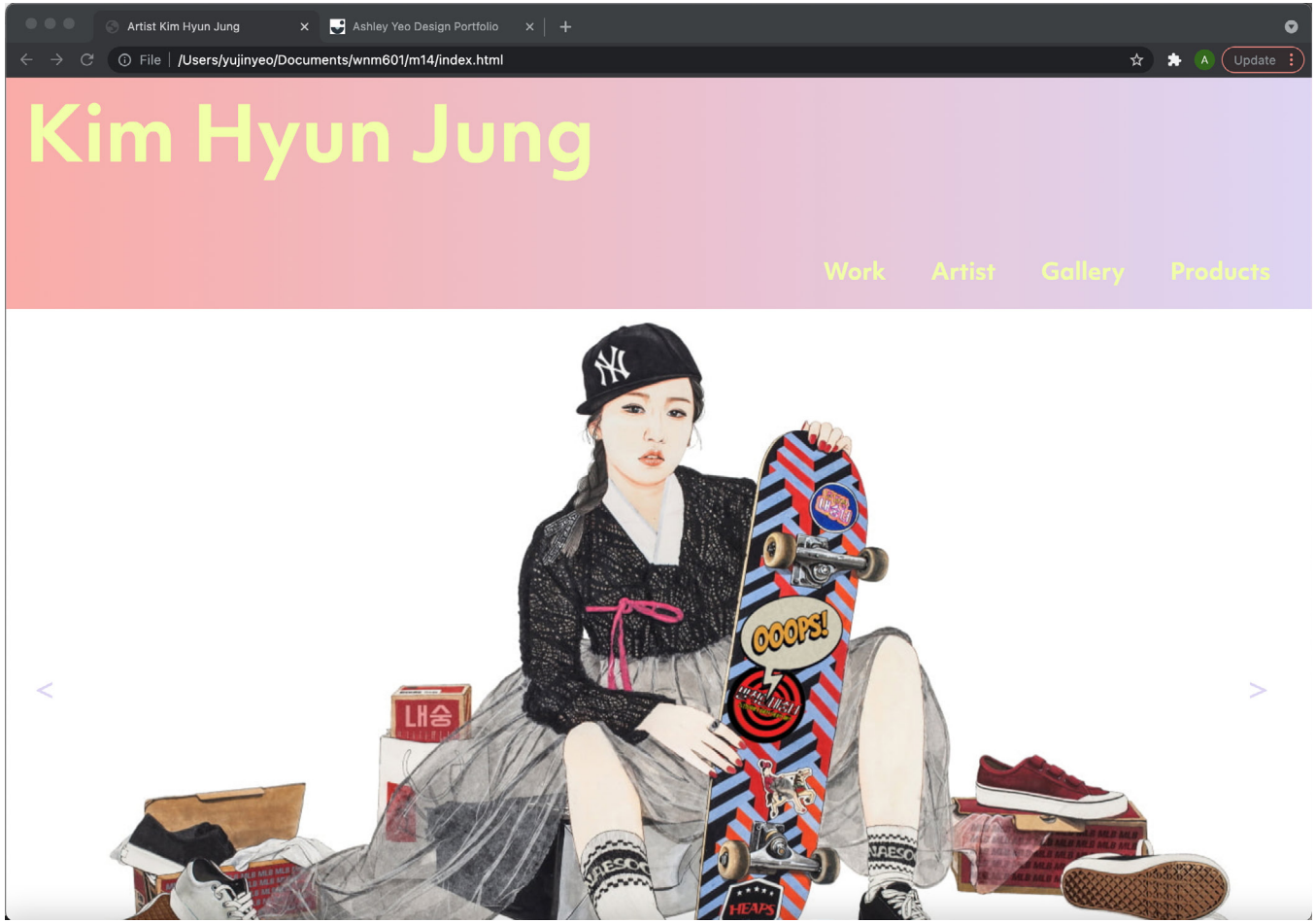
WEB DESIGN



ARTIST WEBSITE

WEB DESIGN PROJECT

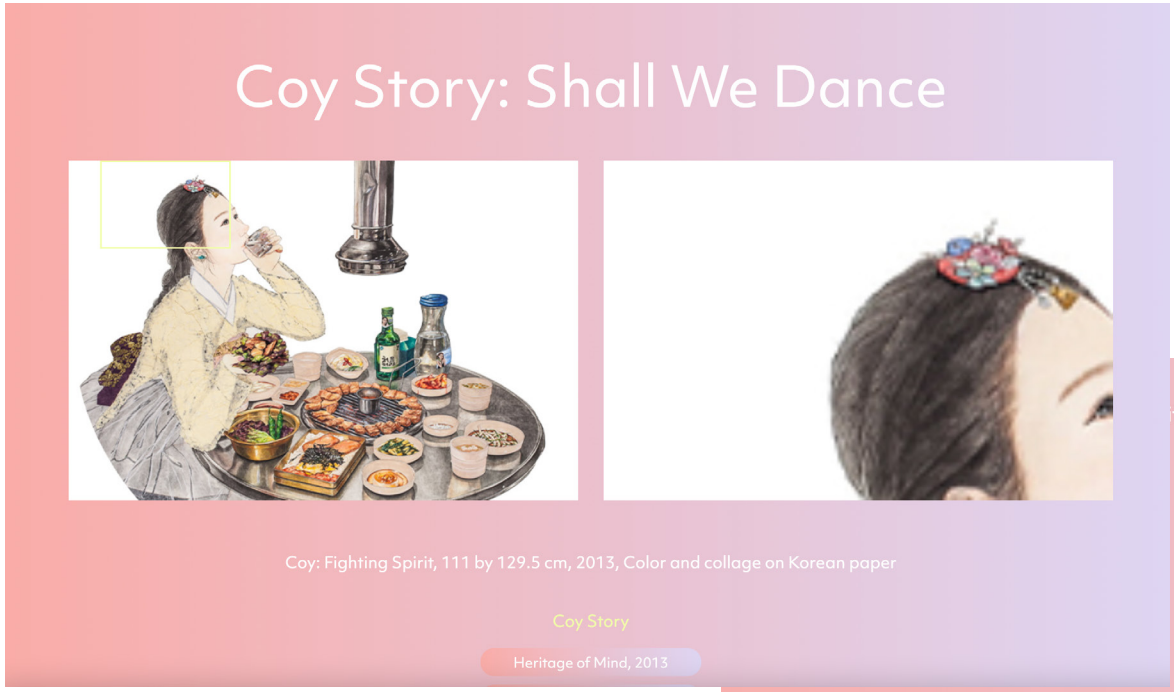
This is a web design project for the artist, Kim Hyun Jung. The website has a landing page, Work page, Artist biography page, Product, and Contact page.

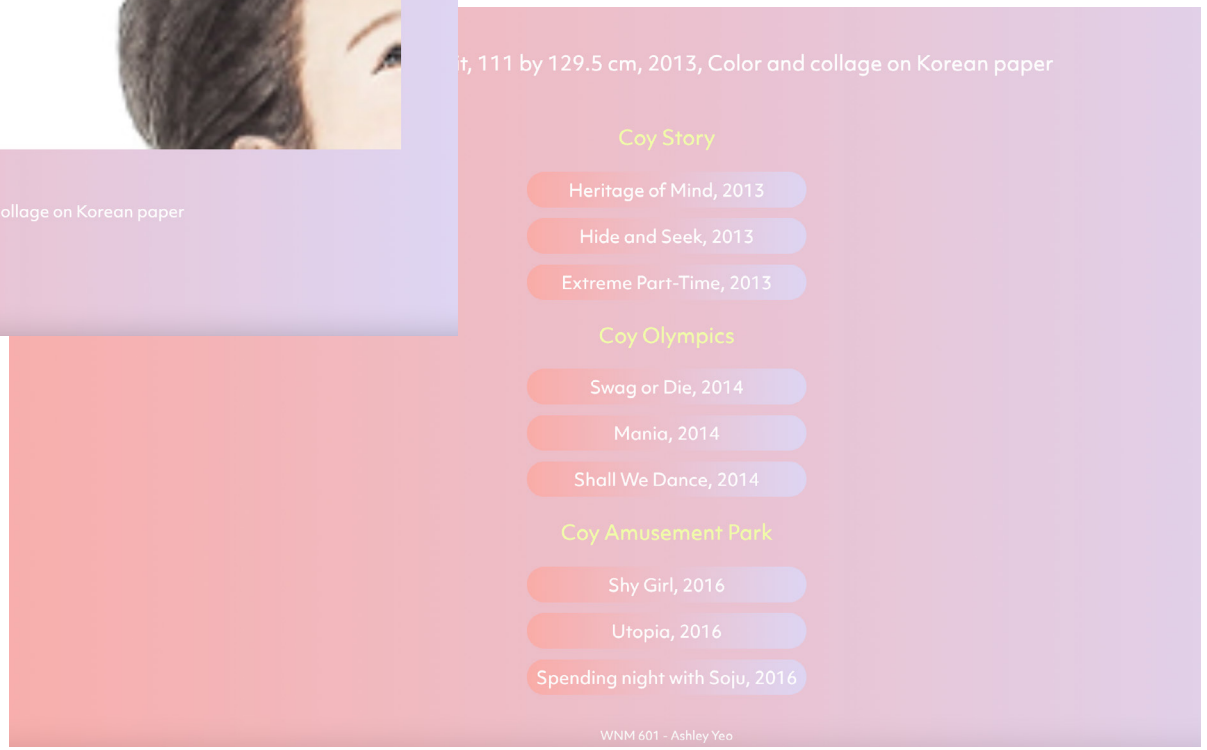


ARTIST WEBSITE

WEB DESIGN PROJECT

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





ARTIST WEBSITE

WEB DESIGN PROJECT

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

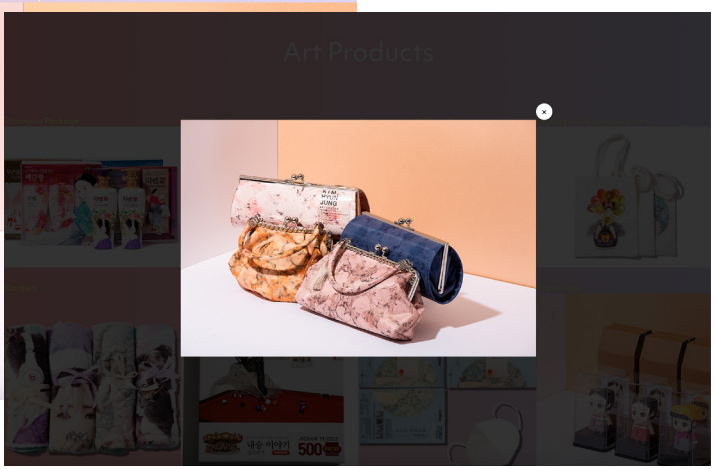
Ecobags with artwork prints

Blankets

Puzzles

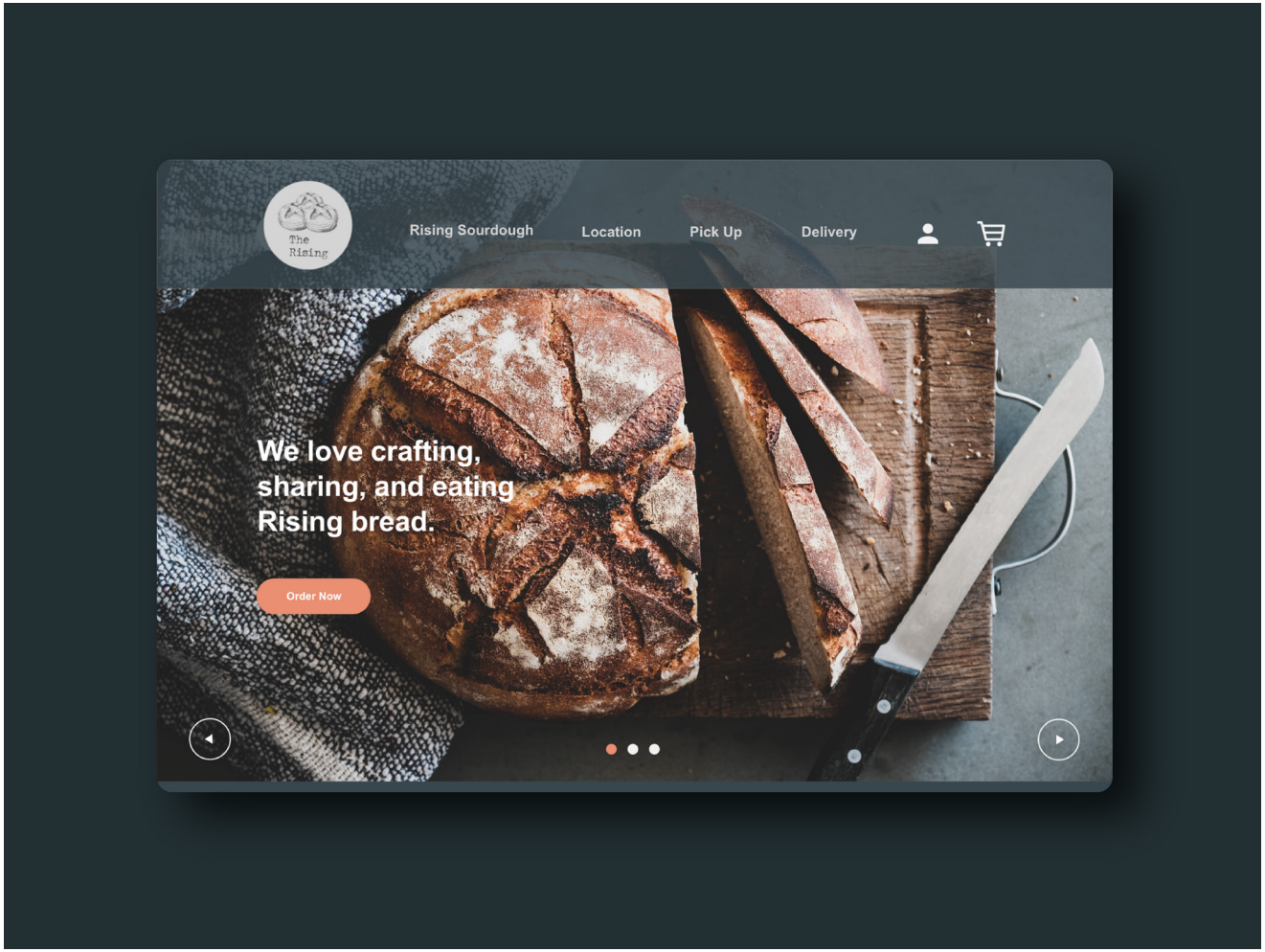
Mask Designs

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

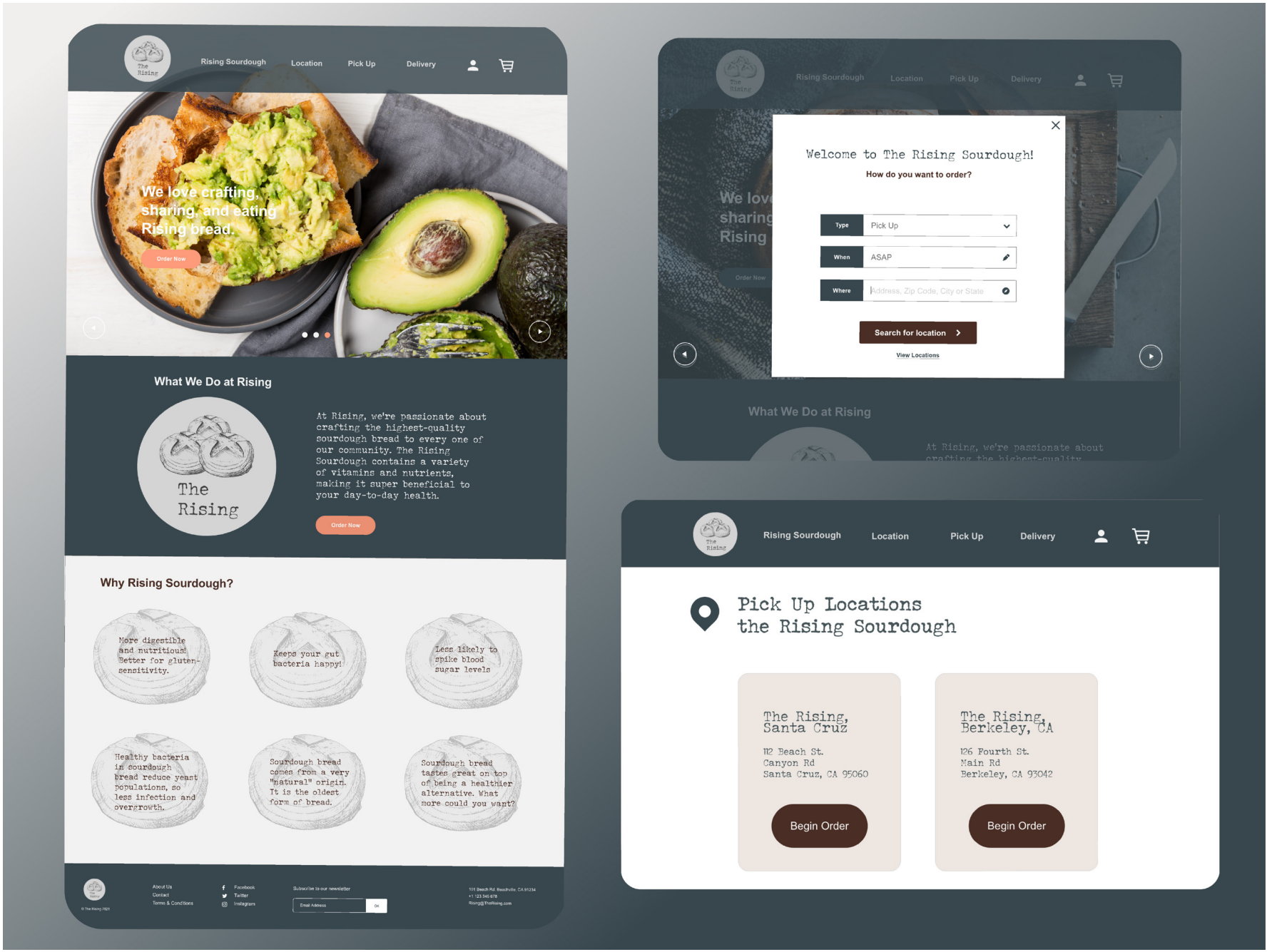
LANDING PAGE

THE RISING

PRODUCT PAGE

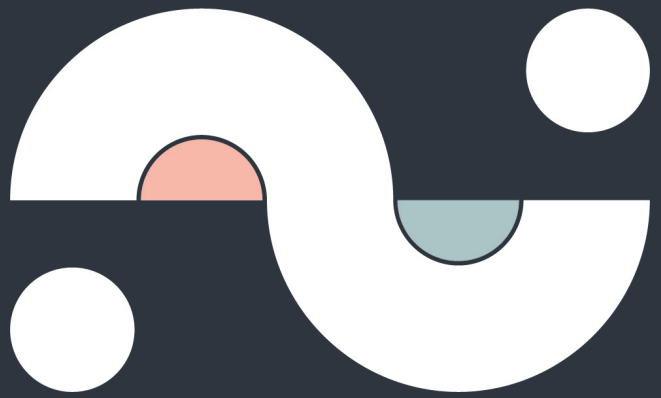
THE RISING

PICK UP / DELIVERY PAGE



05

MOTION GRAPHICS



ASTRO - B BY SPACE JAM

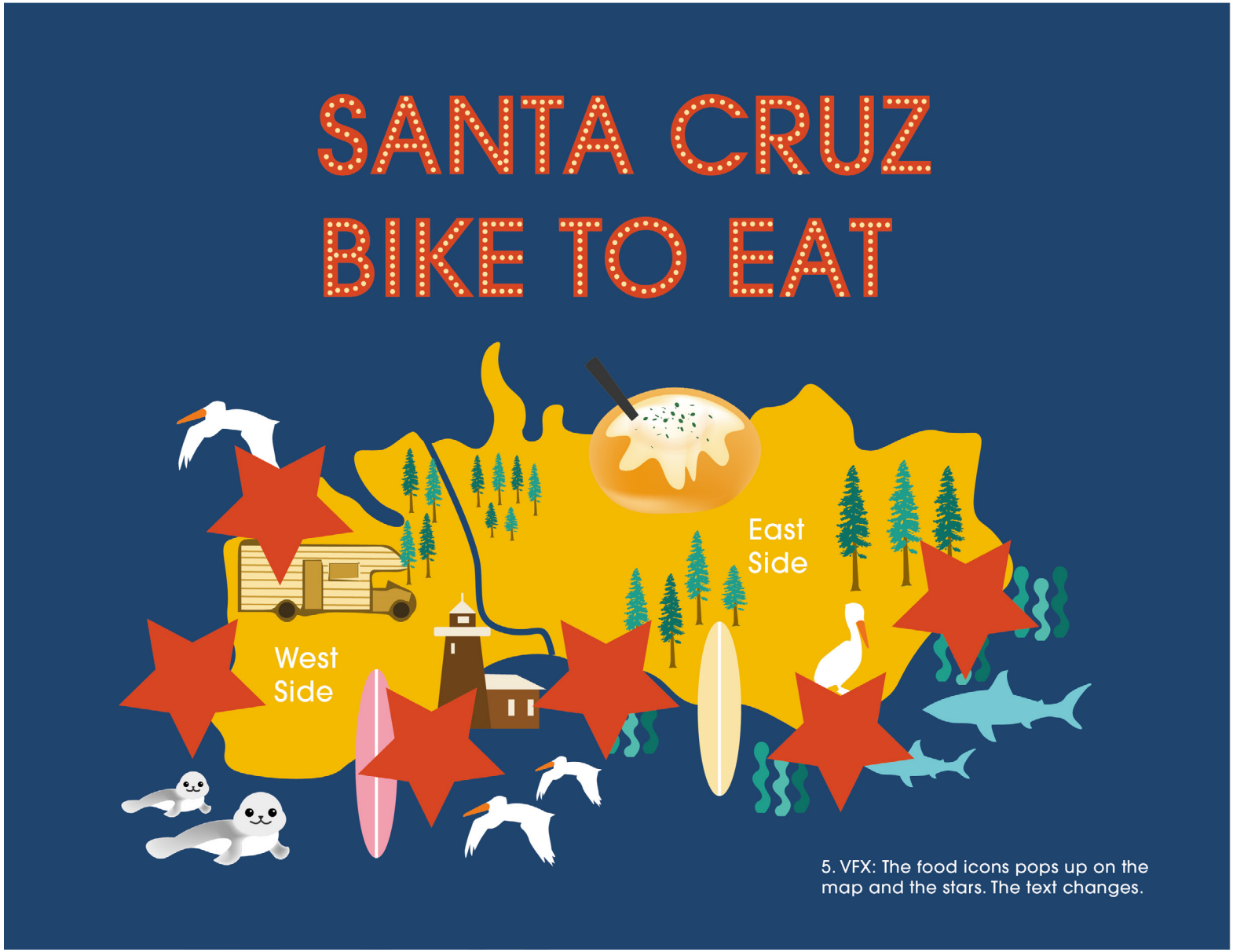
MOTION GRAPHICS 1

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



5. VFX: The food icons pops up on the map and the stars. The text changes.

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

SAGE DIGITAL MARKETING

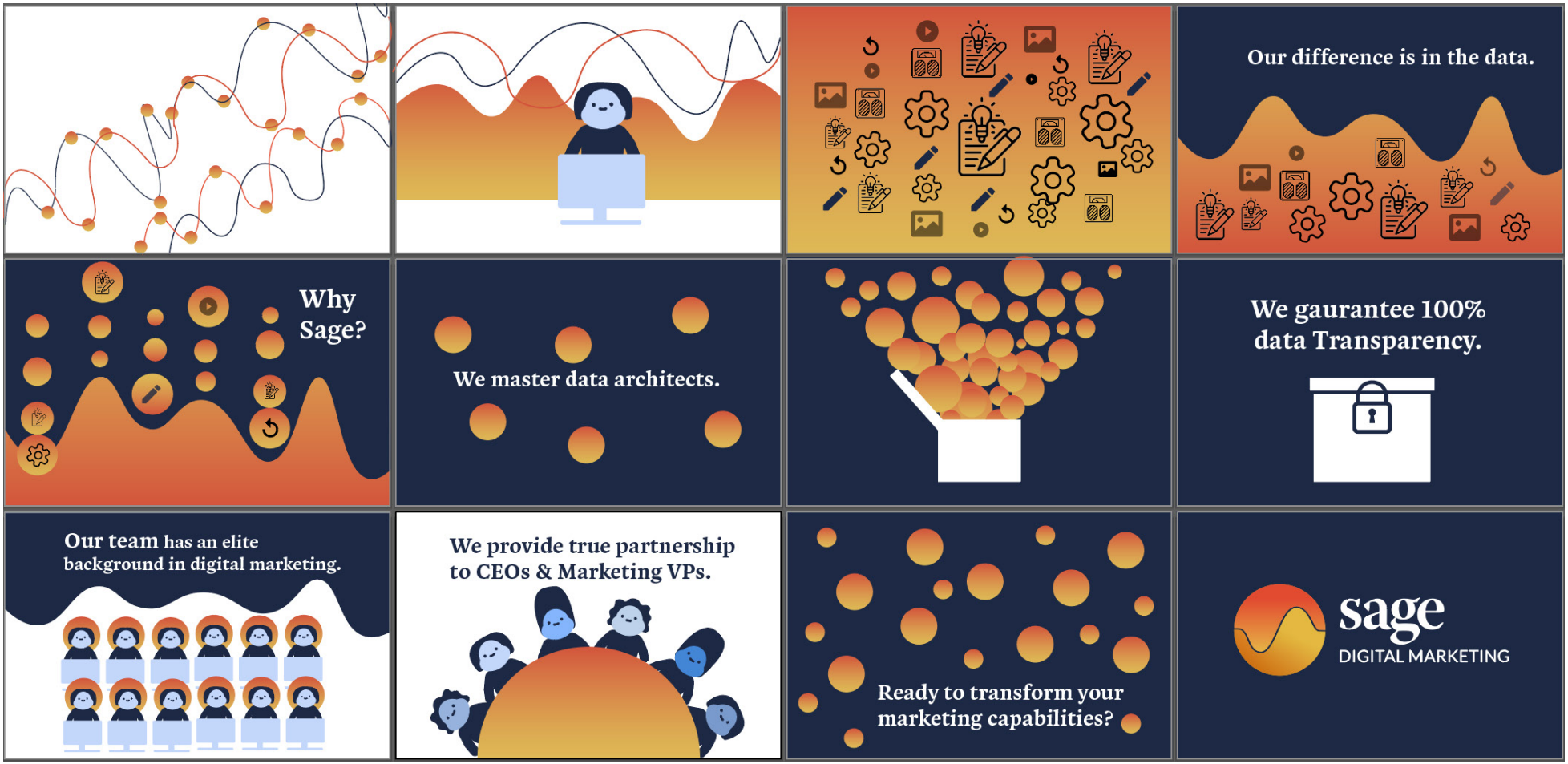
MOTION GRAPHICS 3

Motion graphics about Sage Digital Marketing company.

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

SAGE DIGITAL MARKETING

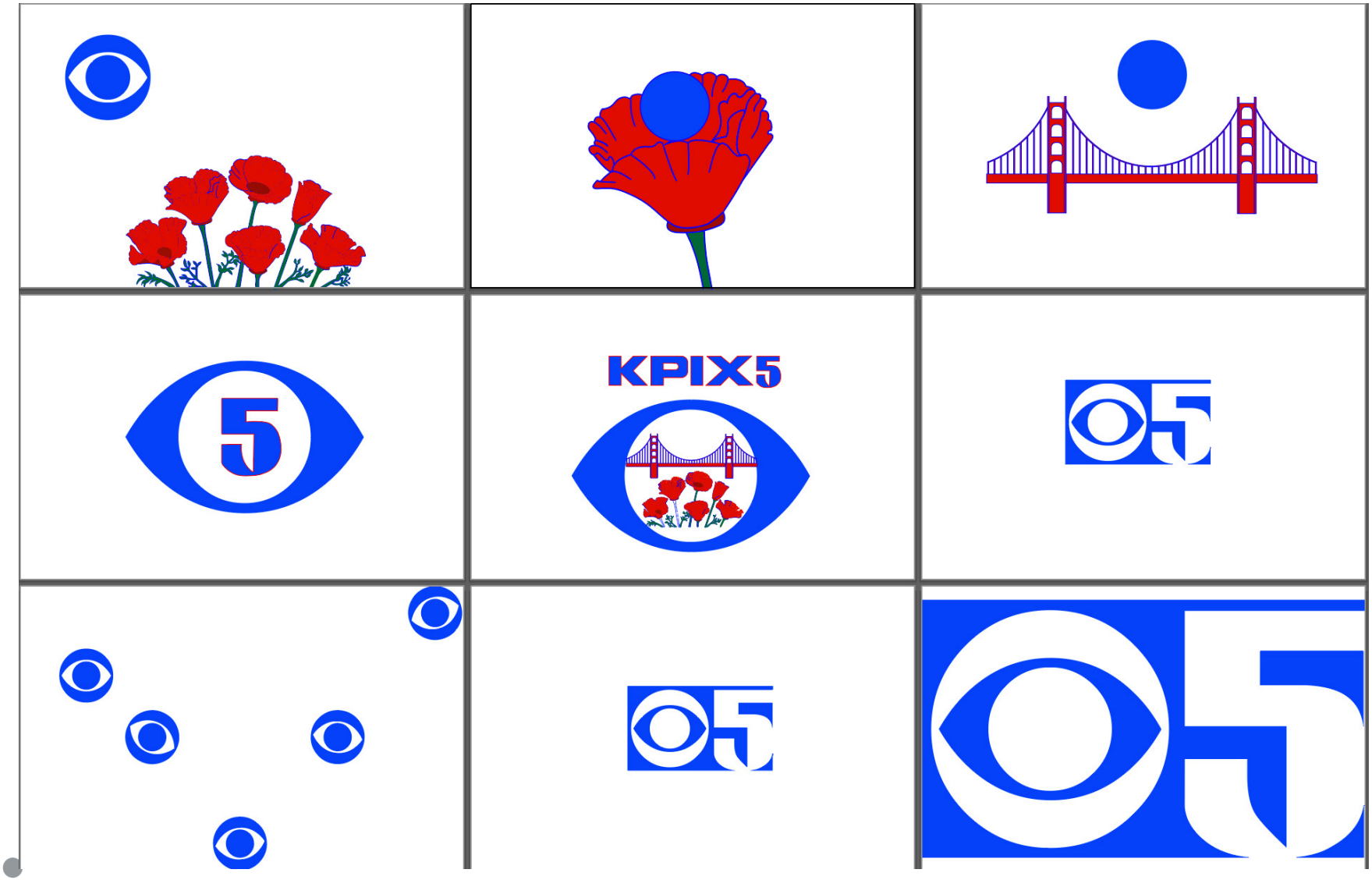
STORYBOARDS



CBS - SAN FRANCISCO

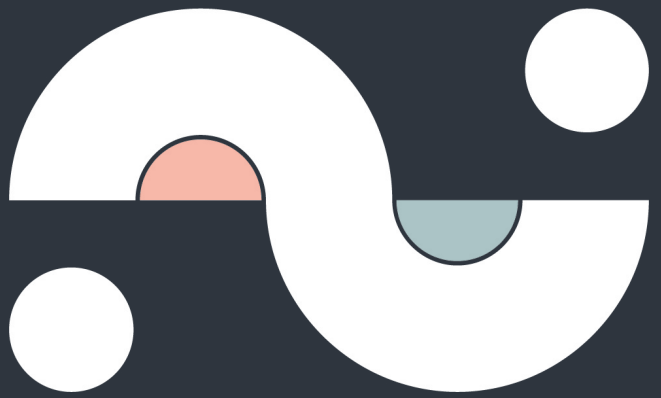
MOTION GRAPHICS 4

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



05

GRAPHIC DESIGN



TYPOGRAPHY POSTERS

GRAPHIC DESIGN 1

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/1kZLRKPMlqoHgz6aD-EETspyHuOKponpP?usp=sharing

InVision
https://www.invisionapp.com

Fignet
https://www.fingent.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

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

ASHLEY YEO