Adam Lin

Graphic Designer & Experience Designer

# PORTFOLIO

# PORTFOLIO INDEX


GRAPHIC DESIGN & PROMOTIONS **6**

INTERACTION DESIGN + VIDEO **8**

VIDEO + MOTION DESIGN **10**

USER EXPERIENCE & RESEARCH **12**

INTERFACE DESIGN **18**

## Who I am:

Graphic Designer
Experience Designer
Design Strategist

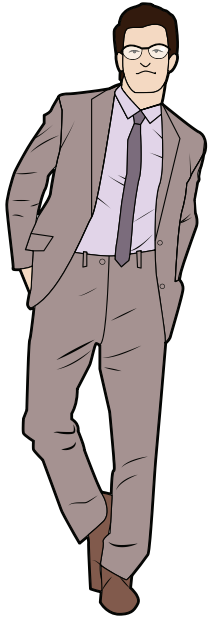
## What I do:

I design! The product experience is important because we need to capture the hearts of the target audiences.

## My Purpose:

Increase customers engagement
Deliver messages and be useful
Create brand and advertise

**Energetic**



**Efficient**

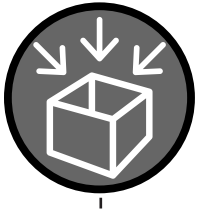
**Artistic**

# MY DESIGN PROCESS

1

## Set Goal

Have goal and direction of where the project is going.

2 

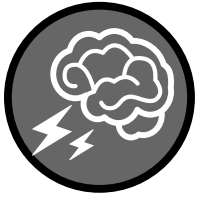
## Gather Constraints

Collect information, set constraints and simplify them into concentrated data for quick presentation.

3

## Ask Questions

Understand the constraints and ask questions for deeper understanding as a researcher.

4 

## Imagine Idea

Think crazy ideas, mass produce them, combine ideas. Create innovation and creativity.

5

## Analyz Strategy

Analyze whether the strategy is working or not. Understand how to use criticism, not kill ideas while in discussion.

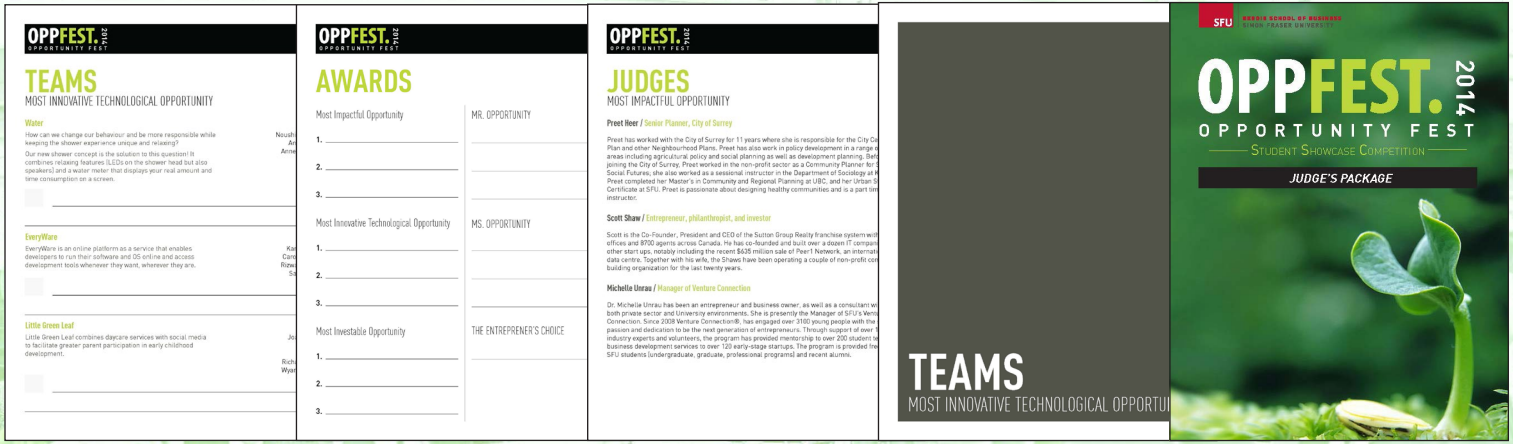
6

## Make Product

Hammer out the project and use tools to make prototypes or final product.

# GRAPHIC DESIGN & PROMOTIONS

**package**
**Letter sized, informational lists for the judges to make note.**




## Opportunity Fest

### Graphic Redesign

*Feb 2014 – Mar 2014*

Opportunity Fest is a business competition for the University students, pitching product ideas to the judges. The marketing department was looking for a new look from their existing posters, name tags & book covers.

### Project for SFU Beedie, School of Business

Evaluated the pre-existing design and identify the purpose/ brand/value for the event. Researched and came out with the new design concepts. Communicated the spirit of the event value and the look and feel of the event via graphic materials.

### Technical:

Photoshop, Illustrator, InDesign.

**poster**
**22 x 28 in**

**name tag**
**4x3 in**

**voting ballot**
**4x2.5 in**

**Go to the Event Photo**

# INTERACTION DESIGN + VIDEO

**Ouch! That's Loud!** *(Jan 2013 – Mar 2013 )*
An interactive website that was trying to identify the potential sound pollutions (e.g. sky-train, or industrial sites) and investigated the impacts to the people in the Metro Vancouver area.

✕ **Visit: bit.ly/ouchthatsloud**

## Course Project: Interactive Video

I directed and designed the visual of the web site for a study for the impact for Vancouver noise. I programed the majority of the website by HTML, CSS and JavaScript. I was in charged with camera filming, editing support and effects. The video was was used for reflecting the people in the metro Vancouver area. (Team of 5)

## Role/Contribution:

Project Director, Web Programmer, Art Director, Videographer, Effects Animator & Editor.

## Technical:

HTML/CSS/JavaScript, Premiere, AfterEffect, Photoshop, Illustrator, DSLR, Recording Equipment.

VIDEO + MOTION DESIGN

# Don’t let me be Misunderstood

**Nov 2012 – Dec 2012**

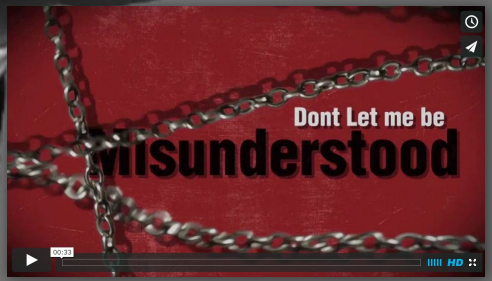
**A lyric typography music video for a song,**

## Course Project: Moving Images

**Co-operated and directed with actors. Edited and filmed video with green screen. AfterEffect with Typography animation.**

## Technical:

**DSLR (Nikon D5100), AfterEffect, Premiere, Lightings kits, Green-screen, Photoshop, Illustrator.**

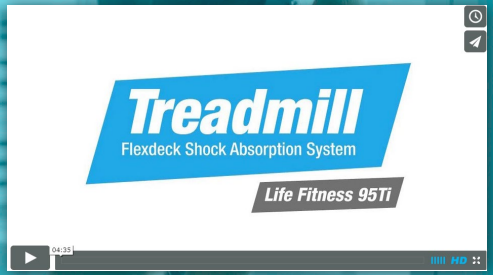



**Visit: vimeo.com/53930473**

# USER EXPERIENCE & RESEARCH

**Treadmill Interface Redesign**
***Sep 2012 – Dec 2012***
**Established objectives & identified the potential problems for the existing treadmill interfaces. Worked with user-centered design research methods, conducted heuristic analysis, & facilitated interviews for the focus group to establish persona, scenarios & objectives.**

**Course Project:**
**Human-Computer Interaction & Cognition**
**Redesigned an existing treadmill interface & identified the potential problems for the target audiences (Team of 5).**




**Visit: vimeo.com/54510436**

**Research Report**

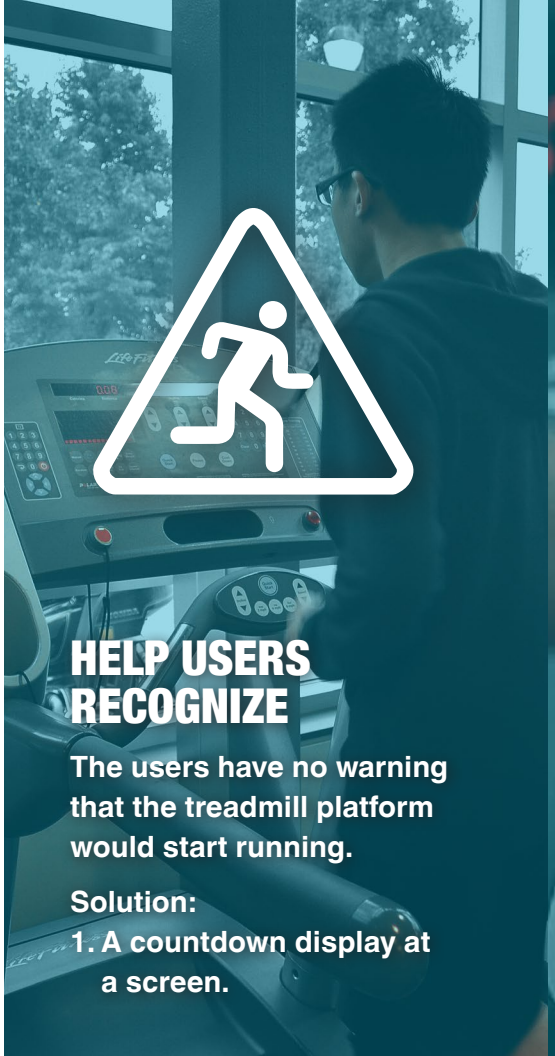
**Role/Contribution:**
**Project Manager, Videographer, UX Designer, Usability Research, Design Strategist, Writer.**

# LIFE FITNESS TREADMILL

## *95Ti, Interface Analysis*

- Included buttons with quick start, stop & other functions features.
- Adjustable buttons with speed, incline, time & number dials.
- Displaying calories, distance & heart rate.

# HEURISTIC EVALUATION & IMPROVEMENT SUGGESTIONS

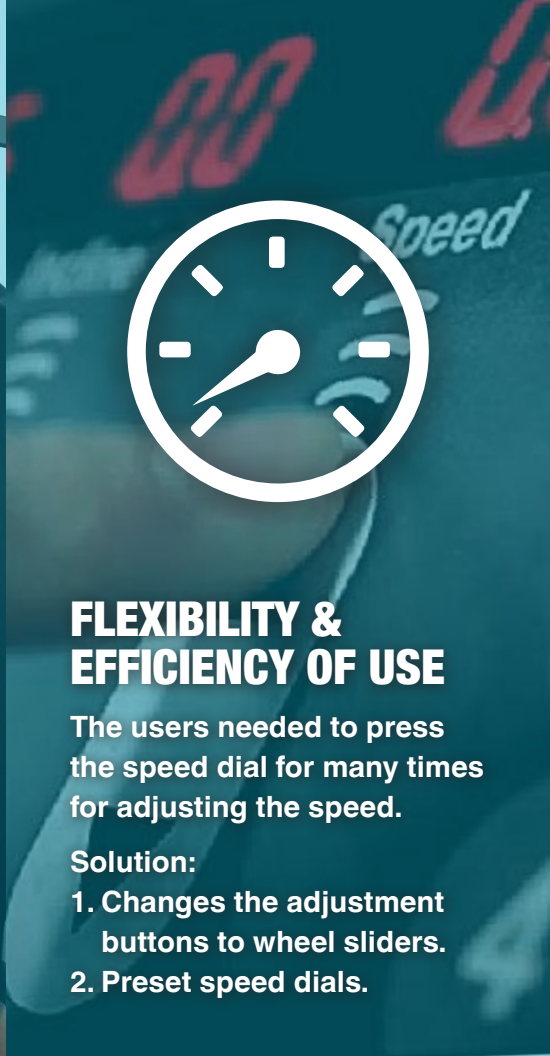


## HELP USERS RECOGNIZE

The users have no warning that the treadmill platform would start running.

Solution:

1. A countdown display at a screen.

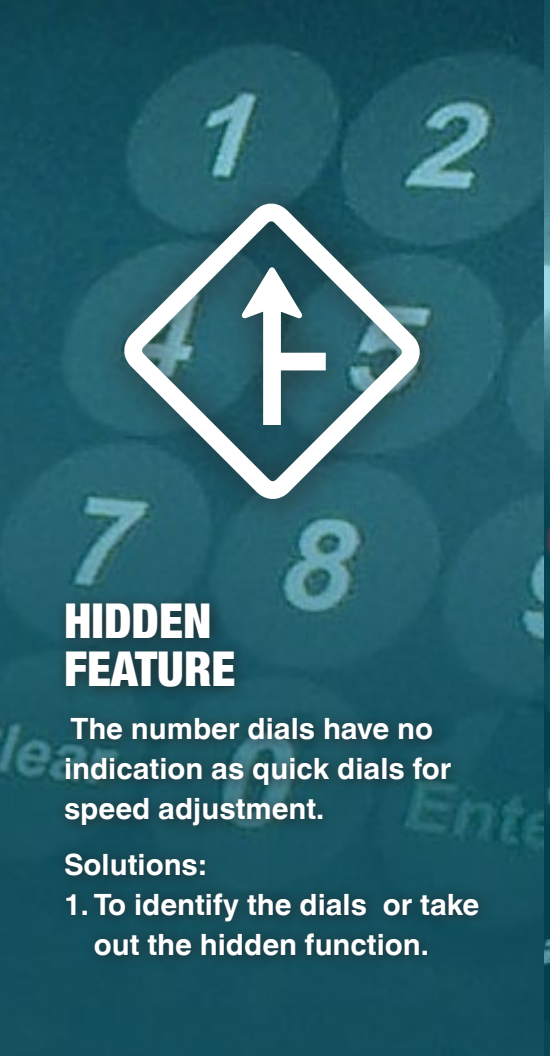


## FLEXIBILITY & EFFICIENCY OF USE

The users needed to press the speed dial for many times for adjusting the speed.

Solution:

1. Changes the adjustment buttons to wheel sliders.
2. Preset speed dials.

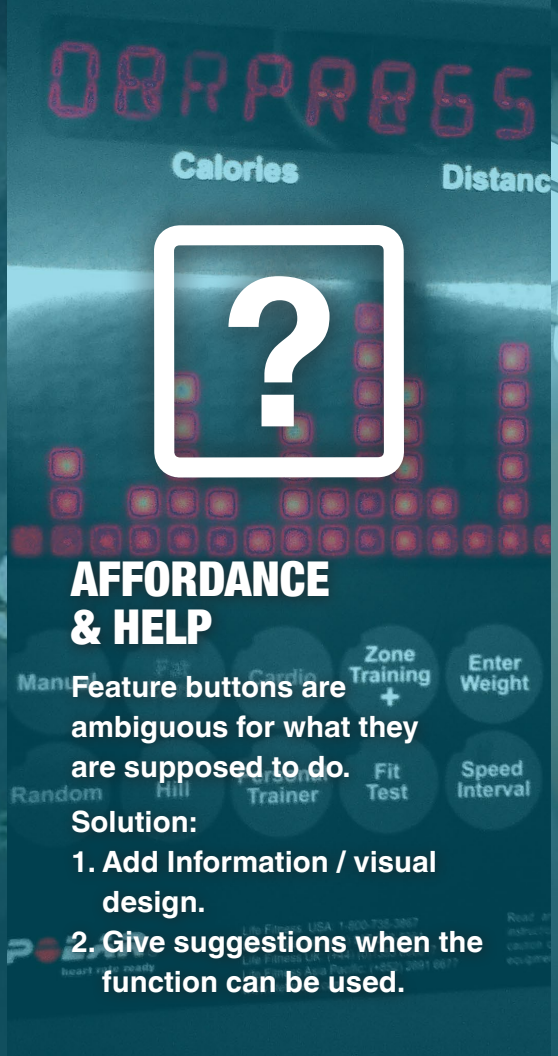


## HIDDEN FEATURE

The number dials have no indication as quick dials for speed adjustment.

Solutions:

1. To identify the dials or take out the hidden function.

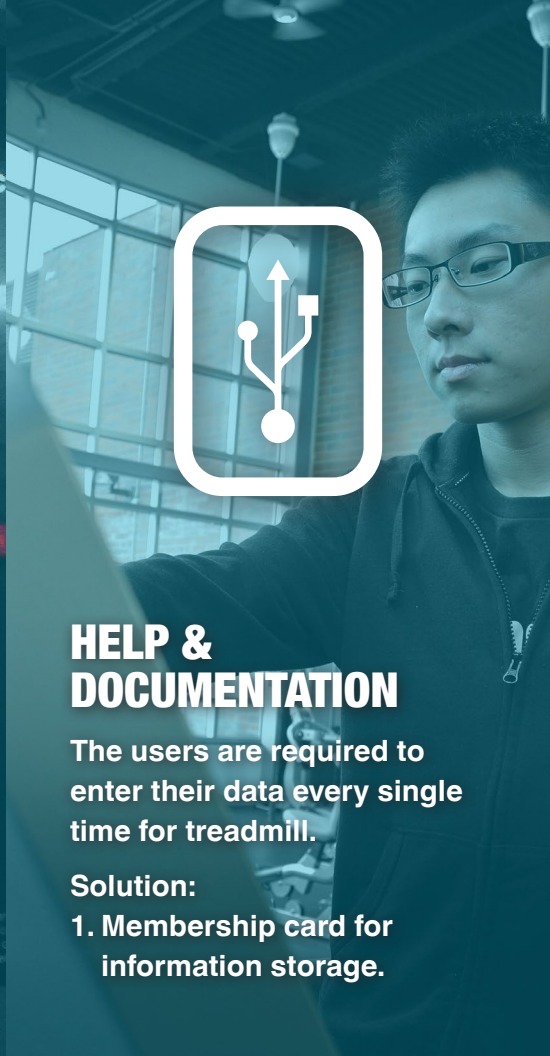



## AFFORDANCE & HELP

Feature buttons are ambiguous for what they are supposed to do.

Solution:

1. Add Information / visual design.
2. Give suggestions when the function can be used.



## HELP & DOCUMENTATION

The users are required to enter their data every single time for treadmill.

Solution:

1. Membership card for information storage.

# GOAL OF THE REDESIGN

DESIGN THE TREADMILL INTERFACE FOR THE COMMUNITY RECREATION CENTRE USERS

**Indication of Running Treadmill**

A visual signal of the running treadmill.

**Increase the Efficiency for Speed Control**

An easier method to adjust the speed for the speed control.

**Identified the Feature Buttons**

To easily distinguish buttons functions.

To educate the users the button functions.

# WHO ARE THE USERS?

## Primary User Group

Joggers, Age 20 – 40
Various Working Classes

## Goals

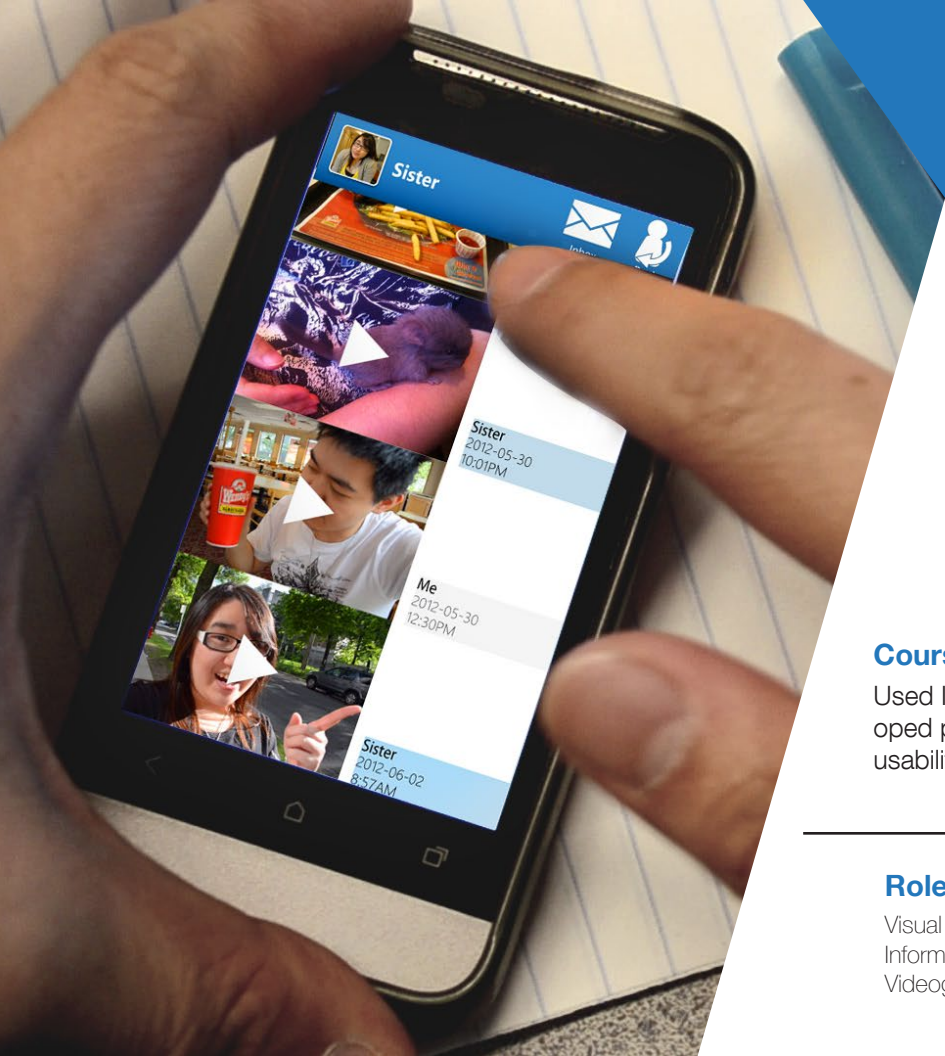
Jogging is their life style, staying fit & be healthy. They are looking for a good sweat for cardio & stress release.

## Experience

- Good knowledge of technology use.
- Used various type of treadmill models.
- Have a fixed schedule & owns a recreation pass.

## Other User Groups:

- Weight Trainers
- Casual Runners
- Medical Instructed Runners




# INTERFACE DESIGN

IU
I am with You

## IU, Video Chat App Design

May 2012- Jun 2012

IU is a video chat application that targets international students for leaving video messages.

## Course Project: Interface Design

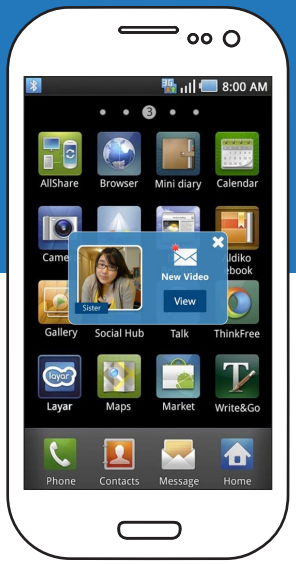
Used IDEO design methods for the design solution. Developed persona & scenario. Wire-framed the interface & contact usability, Visual design, and quick mock up (Team of 4).

### Role/Contribution:

Visual Design, Prototype, Information Design, Videographer & Editor.

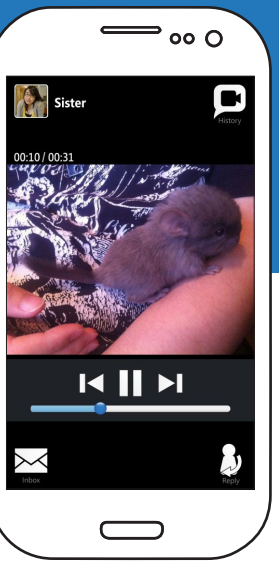
### Technical:

Photoshop, Illustrator, Flash, Actionscript, AfterEffects, Premiere.

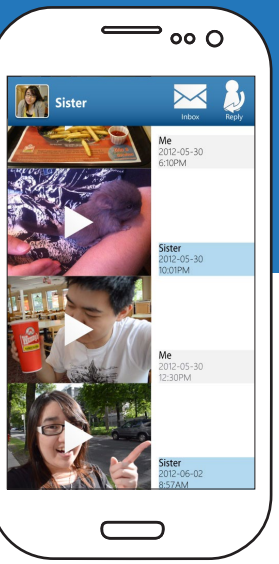



Pop Up Message

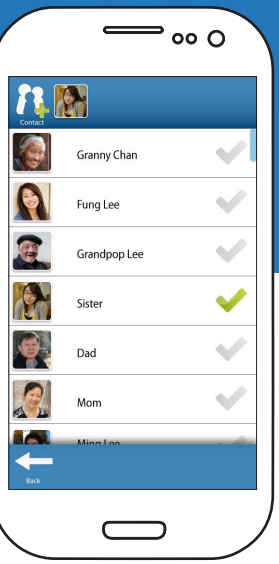
Contacts Video History Page




Video Player Page




Video List Page




Contacts Page

# DOCU-MENTS

**PRESENTATION SLIDE:**

IU
I am with You

bit.ly/1gy8SDa

**MOCK UP PROTOTYPE:**

bit.ly/1mkoAam

**VIDEO INTRODUCTION:**

vimeo.com/44089295

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