Yuanqi Zhang

Hi there, I'm Avery, and this is my third year as a design major. A lot has changed in the past year, including my personal life and studying experience. Through this portfolio, I wish to show you how far I have explored type design, interaction design, and brand design, and I hope you can enjoy this experience as I do :)

2024

Junior portfolio

01

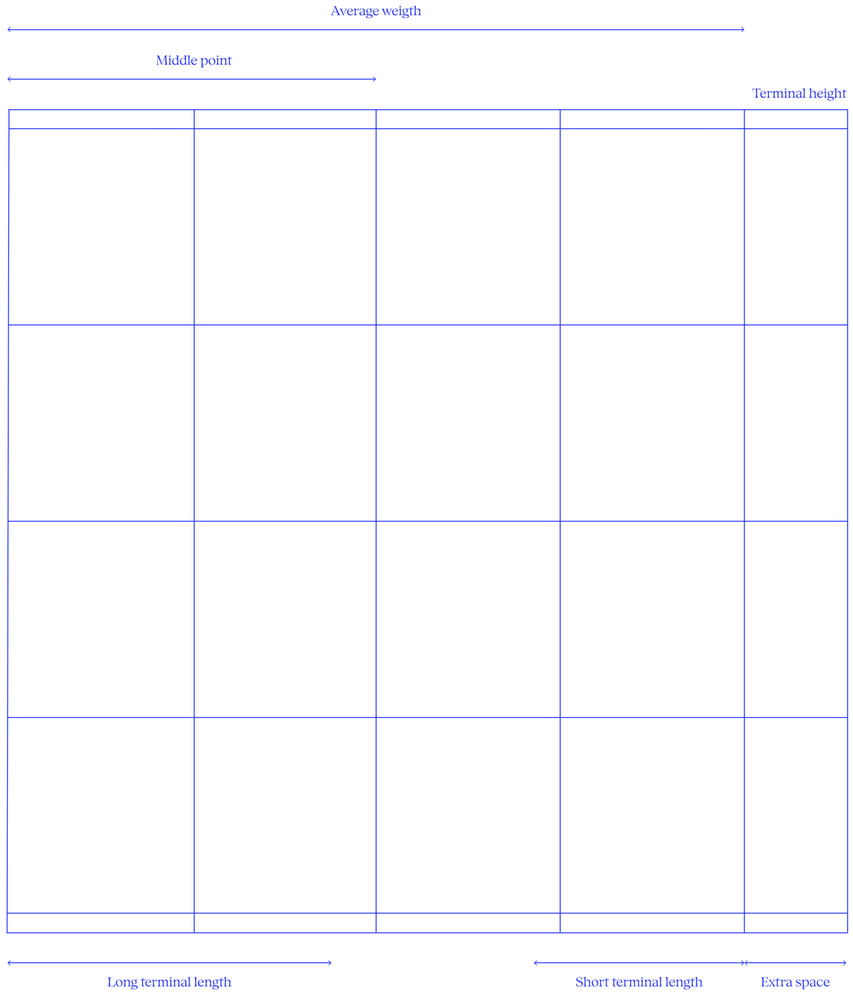
Typography
Kenneth Deegan
Brankica Harvey

FENUL ICONOGRAPHY

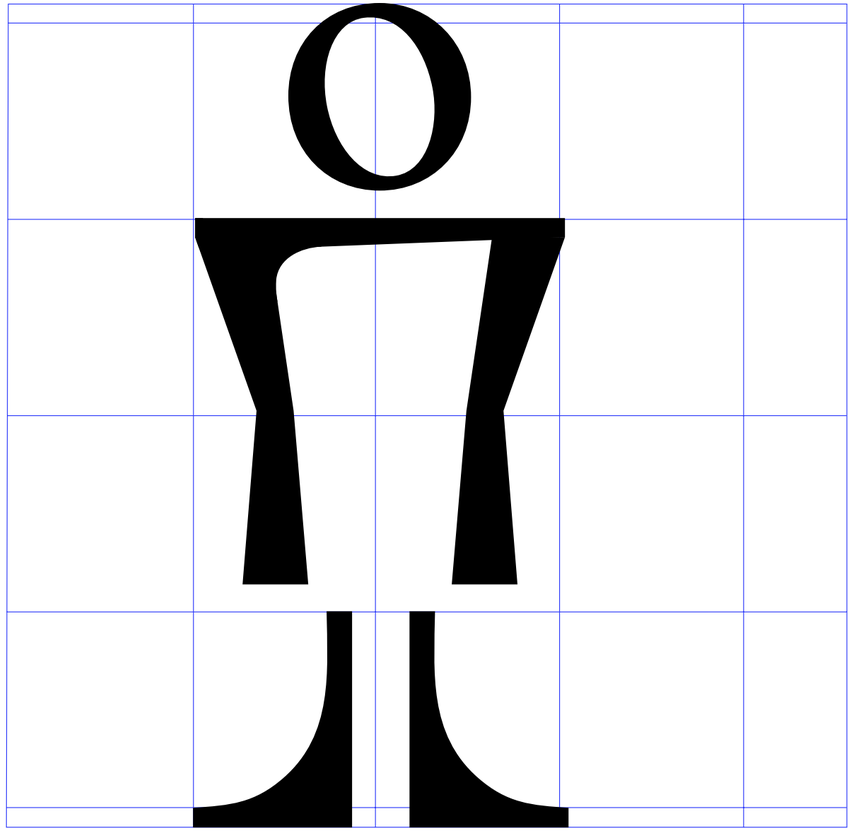
This is an iconography system designed based on a chosen typeface. It includes general icons and a set of specimen posters. I focused on the uneven line weight and the heavy serif of the typeface and transformed them into my design.

Sketch & Concept:

Grid System:



Icon with Grid:

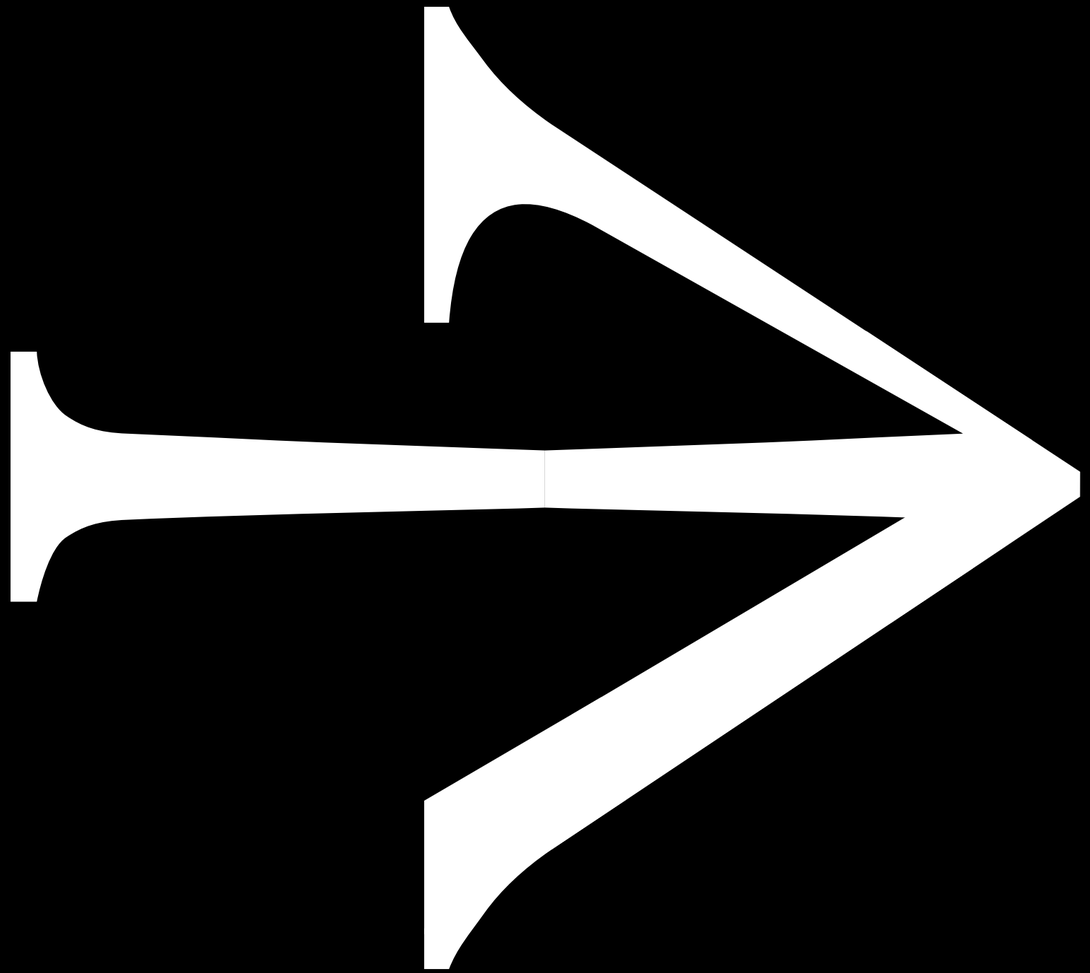


Typeface:

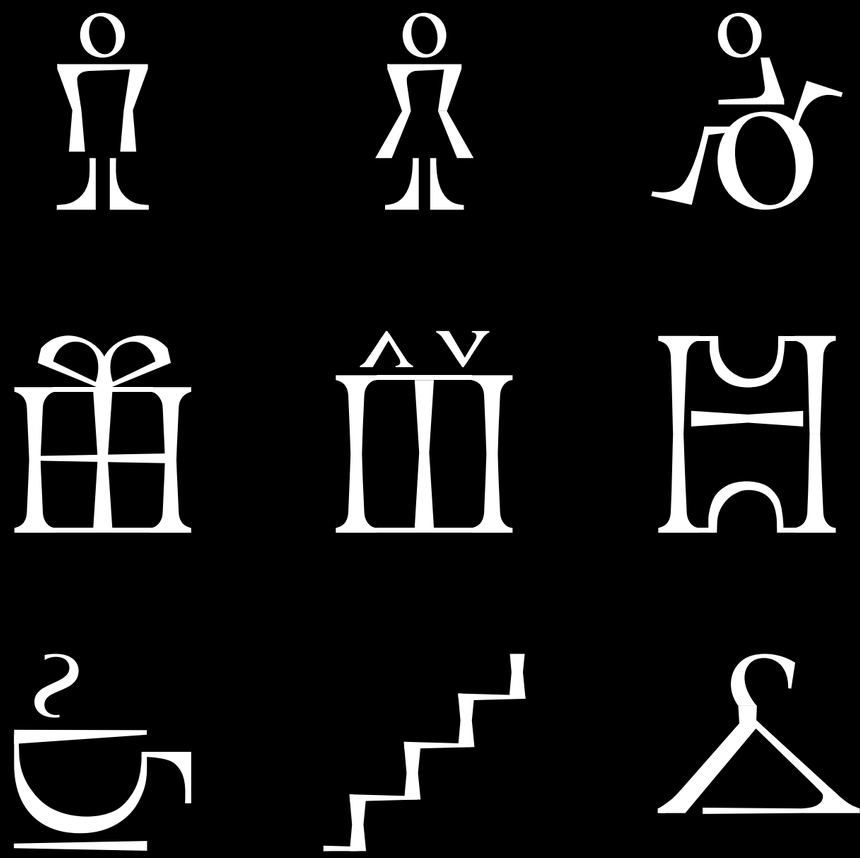
Fenul

Icon Design:

Arrow (right)



Icon list (from left to right): Men, Women, Wheel Chair, Gift Shop, Elevator, Ticket Desk, Cafe, Stairs, Coat Check.



Way Finding Mockup:

Poster Mockup:

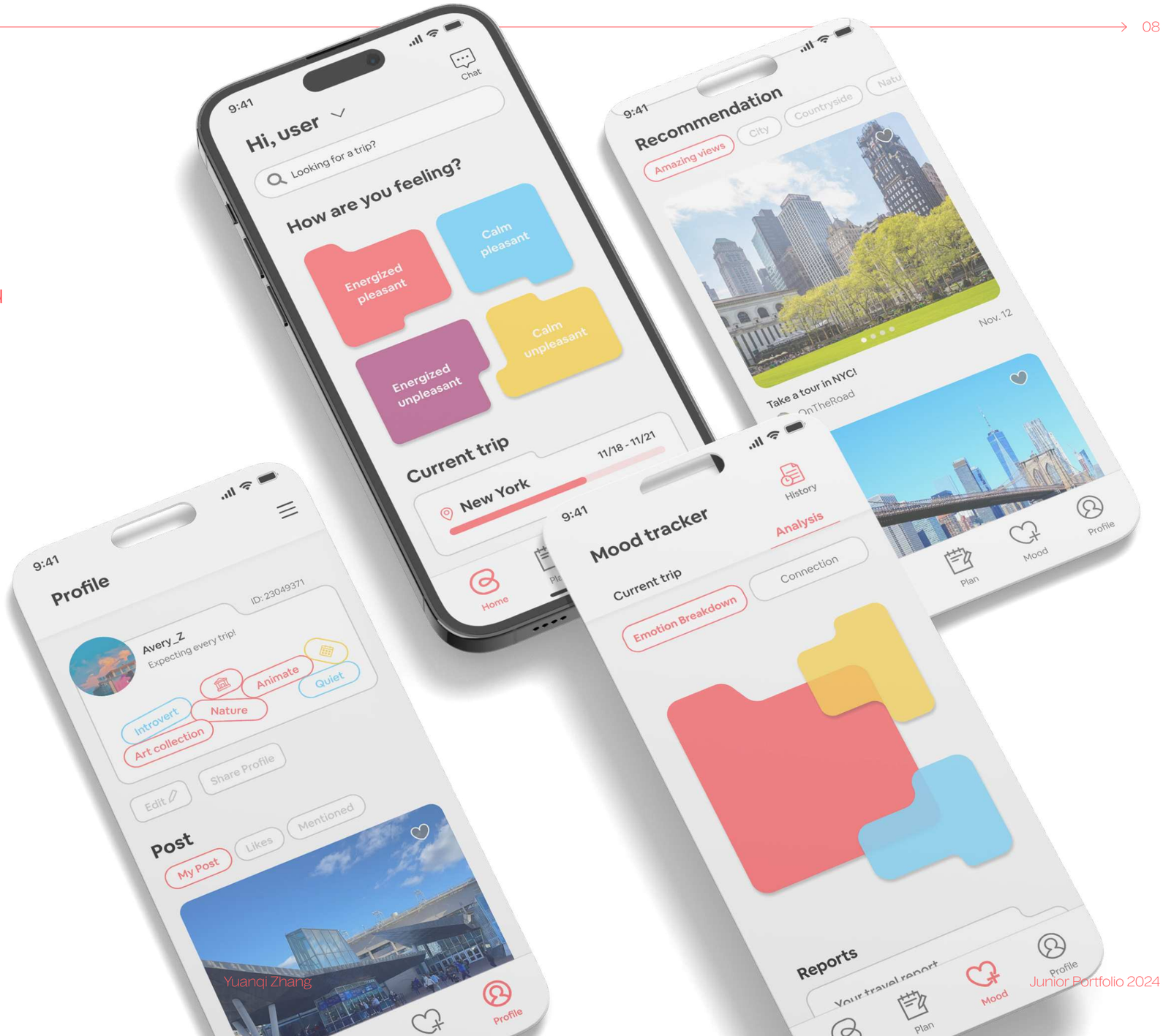
02

airbnb connect

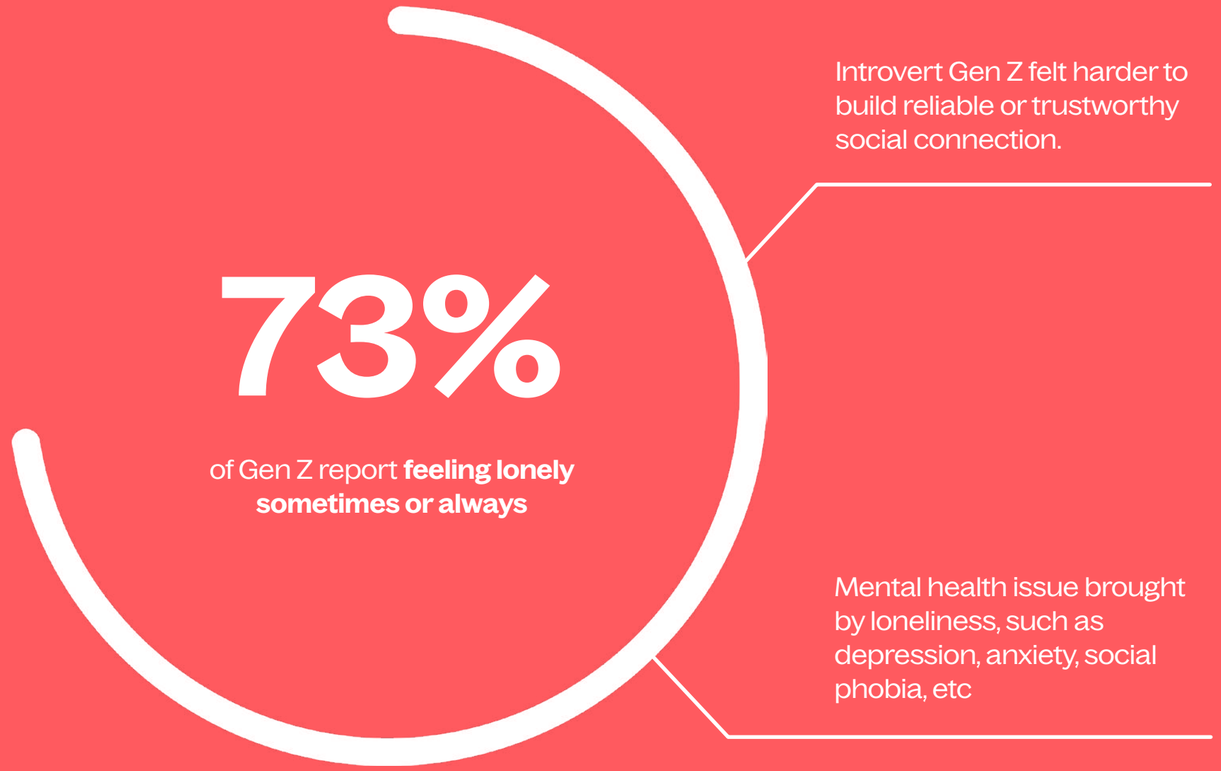
IXD and COMM
Justin Lee
Thomas Loizeau
Tia Liu

This group project is about helping Airbnb build an app that can encourage Gen Z to establish more social connections in reality. We focused on how to help Gen Z record their mood during the trip and form efficient conversations with their travel mates.

Video: 1558422_ZhangYuanqi_Airbn-bConnect2024.mp4



Research:



Introvert Gen Z felt harder to build reliable or trustworthy social connection.

Mental health issue brought by loneliness, such as depression, anxiety, social phobia, etc

Gen Z Loneliness issue:

Gen-Z are hyperconnected in the virtual world but socially disconnected.
They are having fewer shared moments and memories; thus, the collective experience has lost ground to individual pursuits.

Target User:

Gen-Z age around 18-22, want to find travel partners

Problem:

How can we encourage Gen Z to build social connections

1. Encourage Gen Z to share emotion and experience
2. Find partner with similar travel goals and interest
3. Easily communicate and reduce conflict

Solution:

1. Plan together

Build travel plan together online, teach user how to build their first plan, and help user calculate travel spend separately.

2. Record Mood

Record their emotion during the trip and share them with their partner. user can see their mood change and get analysis from the system to see how much their mood improved .

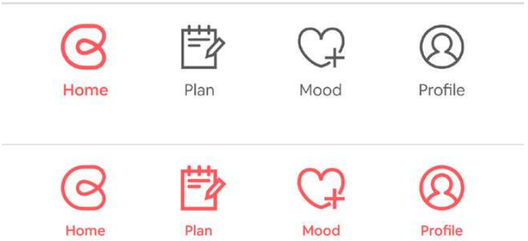
Style Guide:

airbnb connect

#000000 Text color	#5b5b5b Seondary color	#c5c5c5 Gray scale color
#ff5a5f Primary color		
#c23e85	#5fcfff	#ffe37f

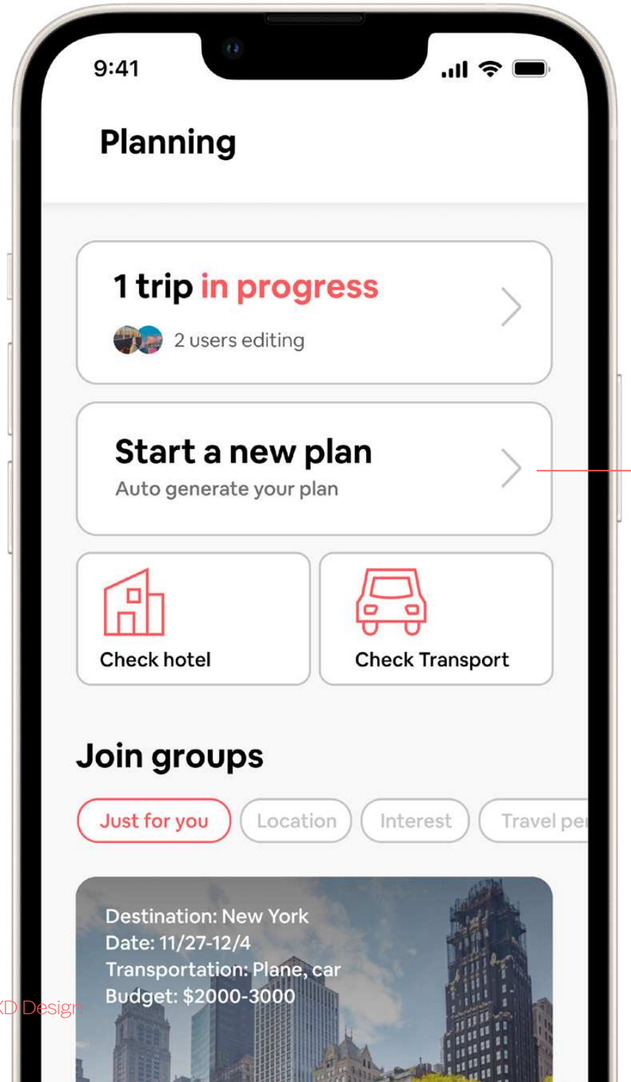
Typeface: **Airbnb Cereal**

Header 1	28px, W_Bd
Header 2	24px, W_Bd
Header 3	20px, W_Bd
Small title, Hightlight in text	16px, W_Bd
Small title, Hightlight in text	14px, W_Md
Body, Main text, Label	14px, W_Bk
Label, Icon caption	12px, W_Bk

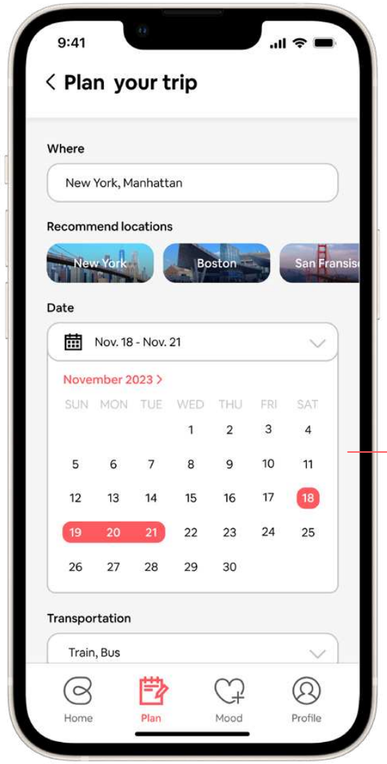


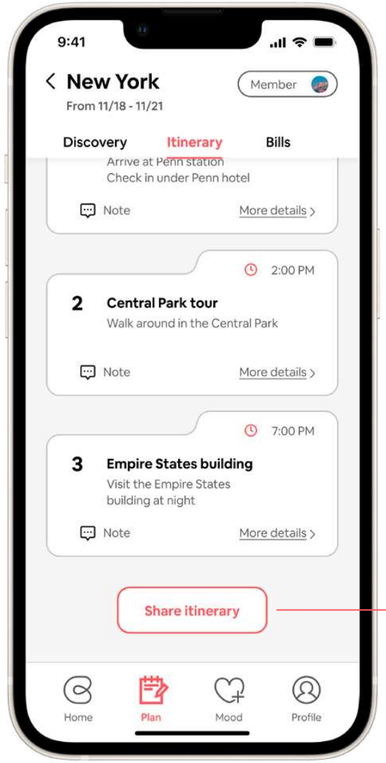
User Flow 1:

User build a travel plan and invite friend to edit together



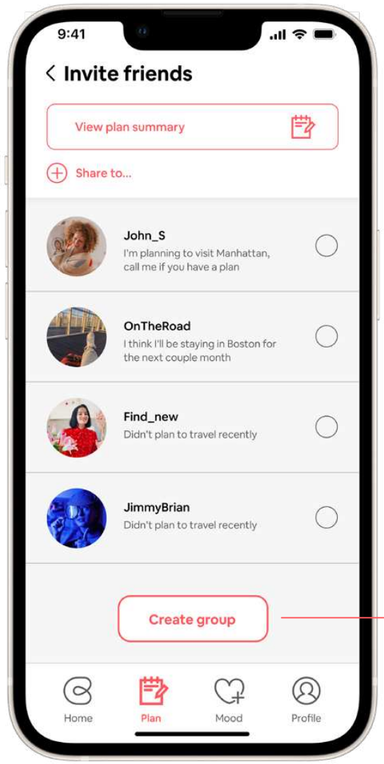
User can click "Start a new plan" on the Planning page to begin scheduling a trip

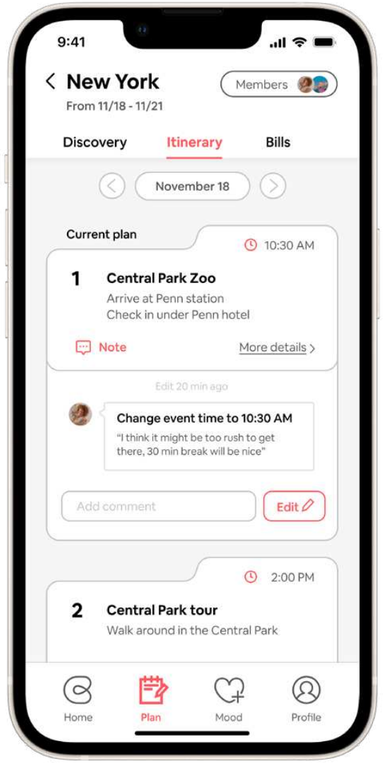




After entering all the information, the app will automatically generate a travel plan based on the user's preferences

One user is happy with their plan, the user can share the plan summary with their friend

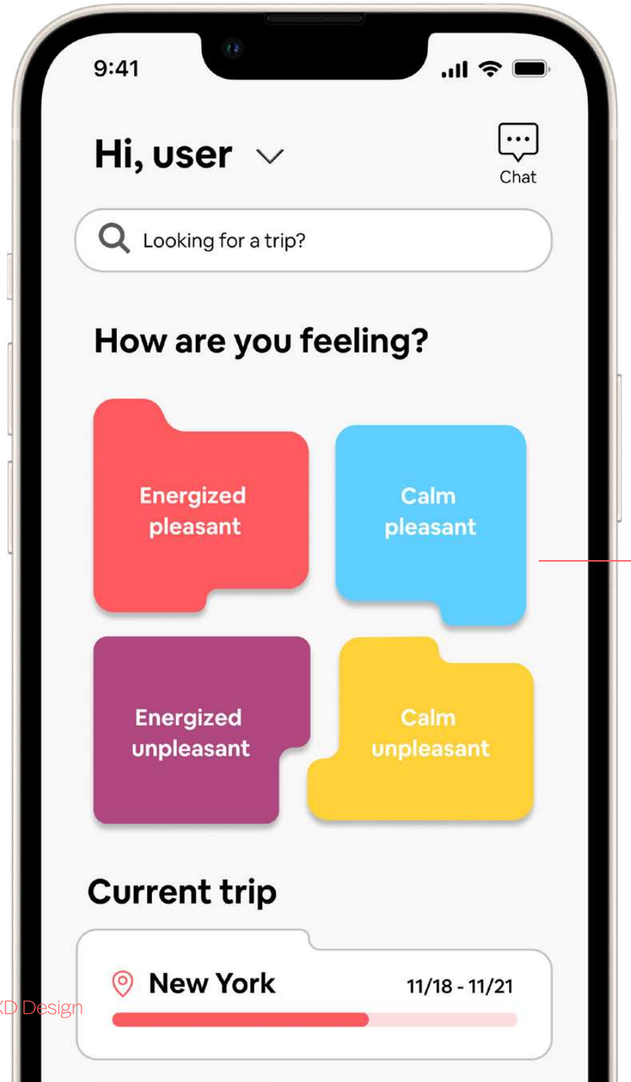




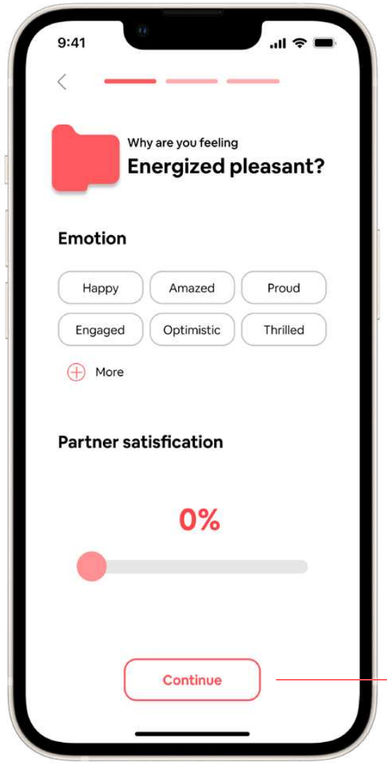
The invited friend can edit the plan together with the user and leave comments below their changes

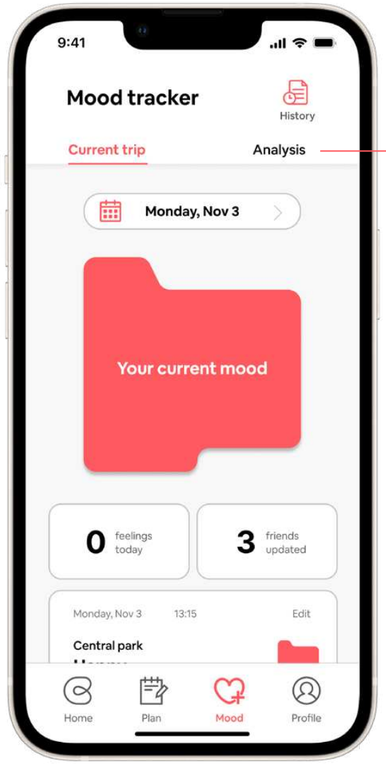
User Flow 2:

User record their emotion and see mood analysis



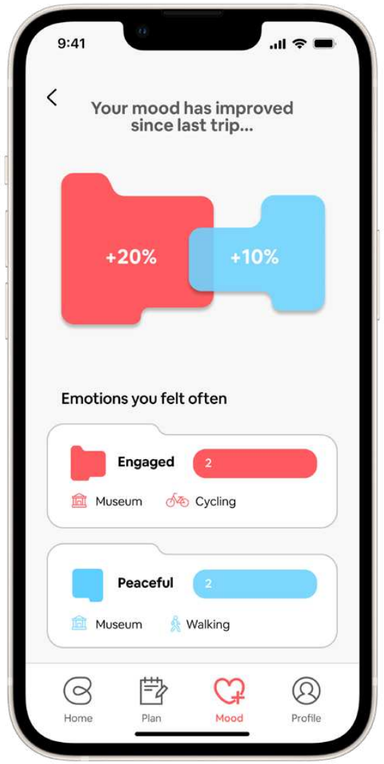
User can click a mood in the "How are you feeling" section on the Home page to record their current mood

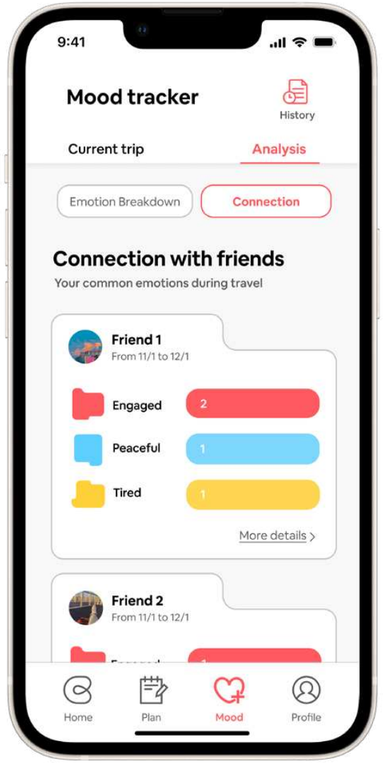




After answering a few questions, user can see their current mood and status in the mood tracker

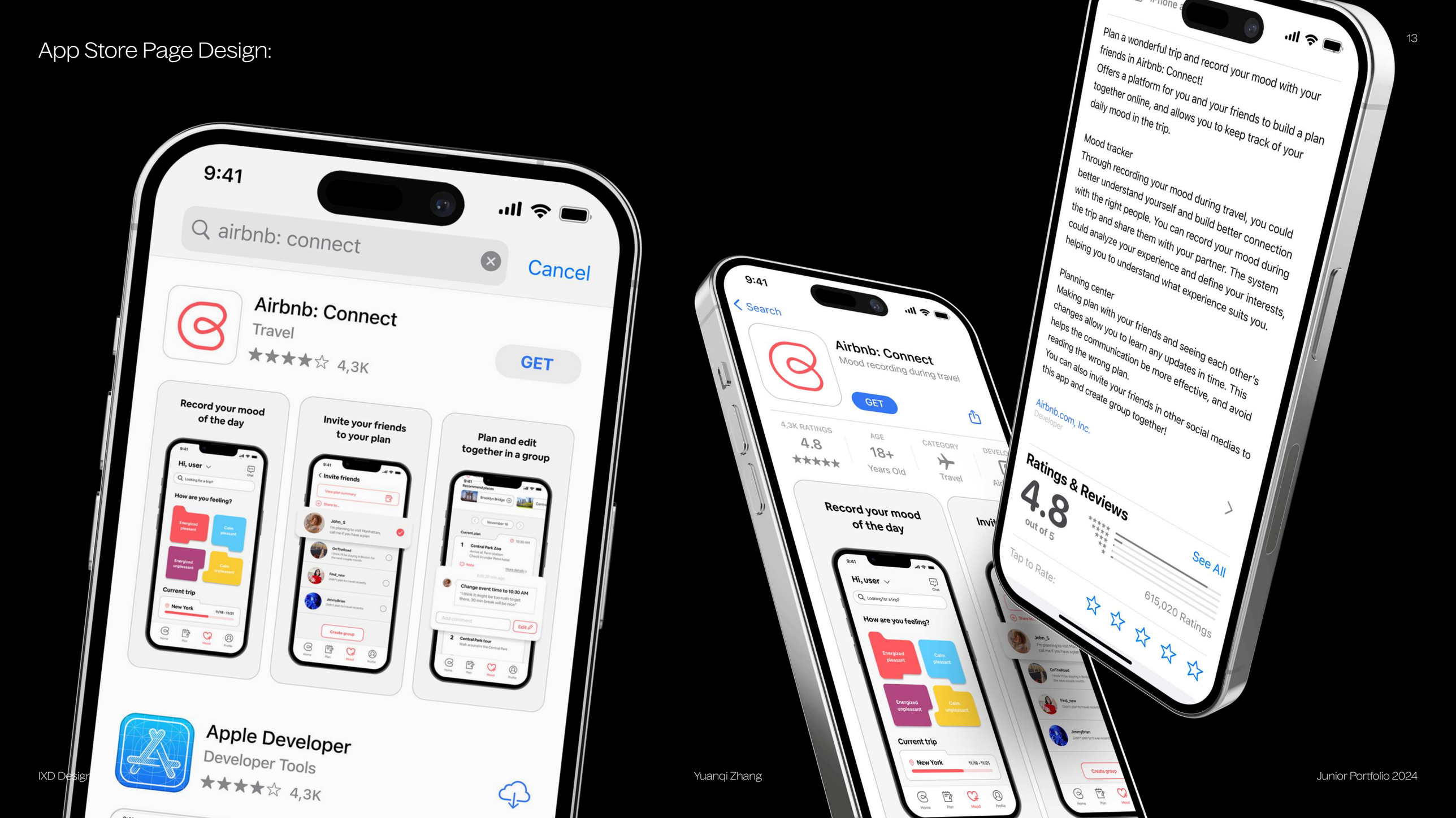
User can see their mood change during the trip in the "Reports" part in the Analysis section





User can also view their friends' mood changes and see the common emotions both had

App Store Page Design:



03

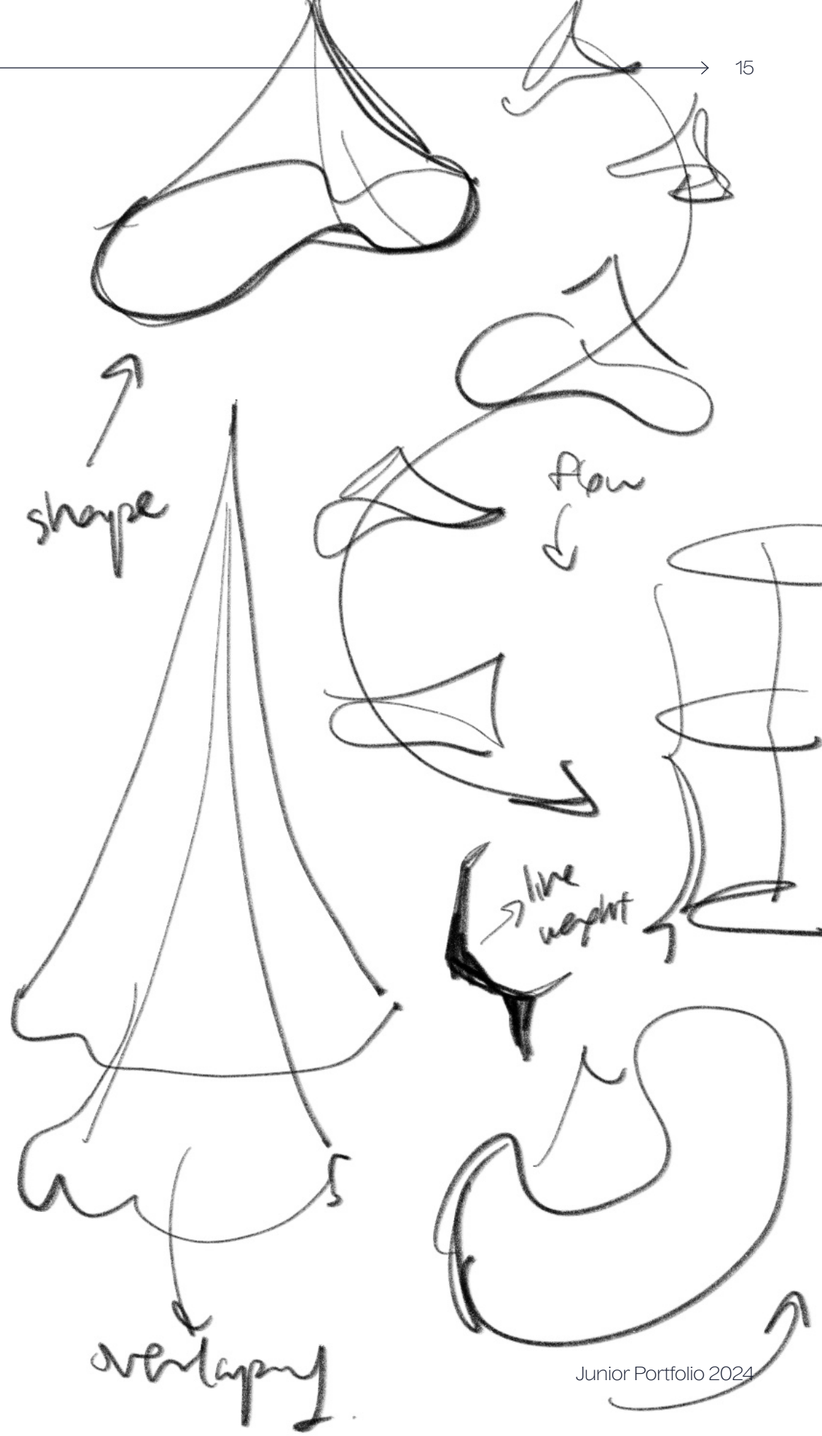
Typography
Kenneth Deegan
Brankica Harvey

Carolina Caycedo

This is a visual identity design project for MoMA's exhibition Carolina Caycedo: \Spiral for Shared Dreams. I visited the exhibition and was inspired by the shapes of the artworks and how those shapes changed in different perspectives. I wish to bring those characteristics into my identity design.

Logo & Sketch:

Carolina Cayced



Color Palette:

#191f33 #dfe0e4

Typeface:

Gatwick, PP Fragment

Product Mockups:

Left to right: Hoodie, Tote bag,
Guide book, Book cover

Subway Poster Mockup:

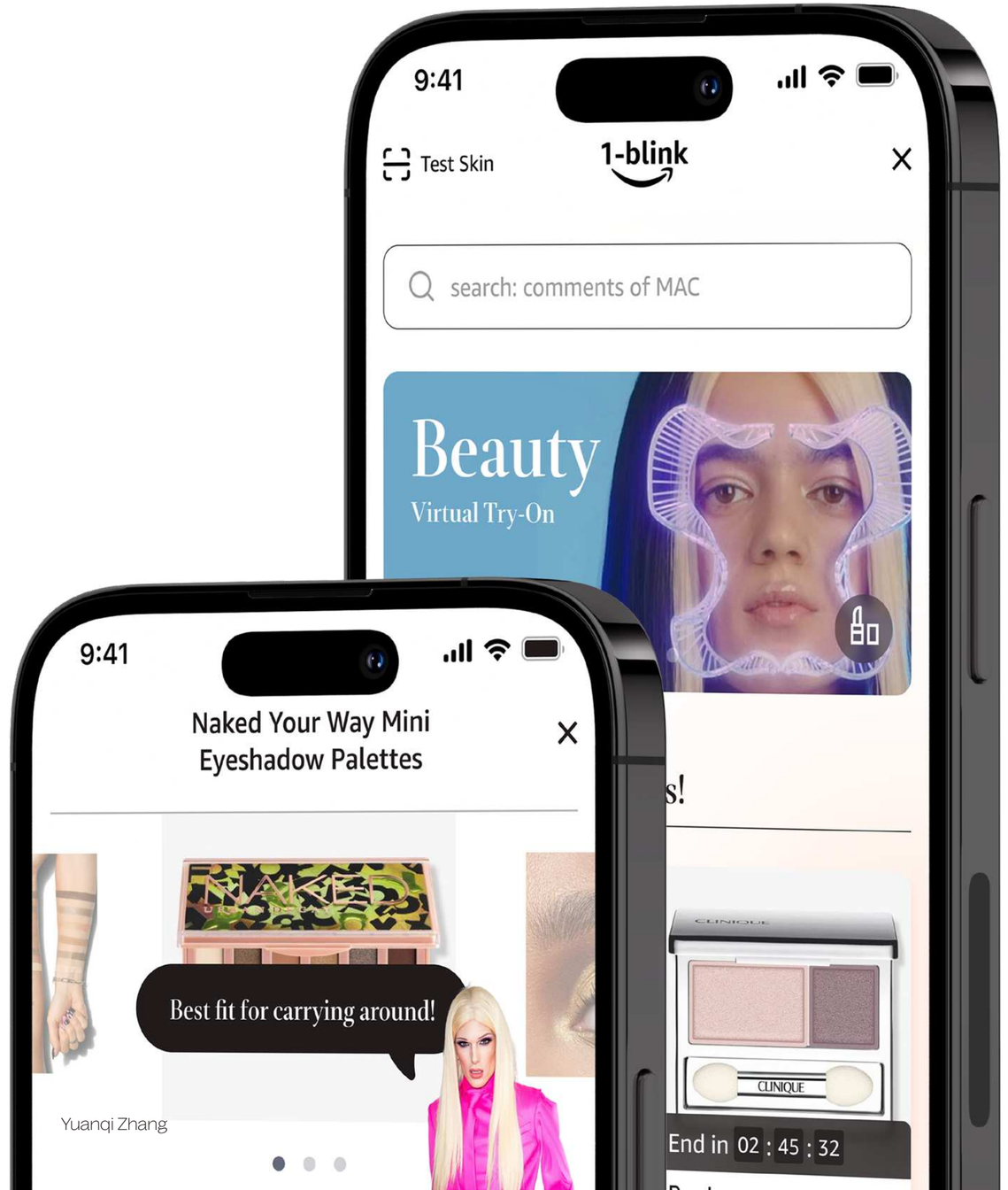
04

amazon 1-blink

IXD and COMM
Justin Lee
Thomas Loizeau
Dazhong Deng

This group project is about designing an Amazon shopping assistant to help users interested in beauty and personal care products purchase what they want more efficiently. We created a new mini-app inside Amazon's original app to help users get what they want in the minimum click.

Video: 1558422_ZhangYuanqi_Amazon1-Blink2024.mp4



Target User:

Young women **age around 18-25**, interested or new in **beauty and personal care** product

Problem:

How can we use personalize shopping assistant to help improve user's experience

1. Help user choose the product they want more efficiently and build trust
2. Meet diverse user needs and imrpove personalize recommendation's accuracy

Solution:

One-Blink: Help user understand their skin condition and find out their best fit product in one feature page.

User can build beauty or personal care products with accurate recommendations from famous beauty YouTubers. User can also do an online skin test and try on the makeup in VR.

Style Guide:

1-blink

#211b1b
Primary color

#00000
Primary type color

#ffe37f
Background color

#9b9b9b
Gray scale color

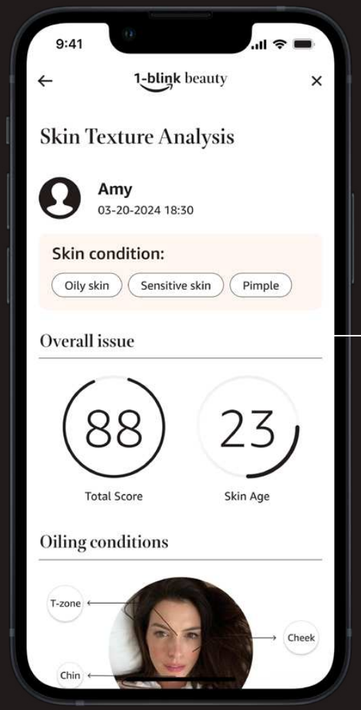
#5b5b5b
Secondary color

Typeface: **Amazon Ember,** Bookerly Display

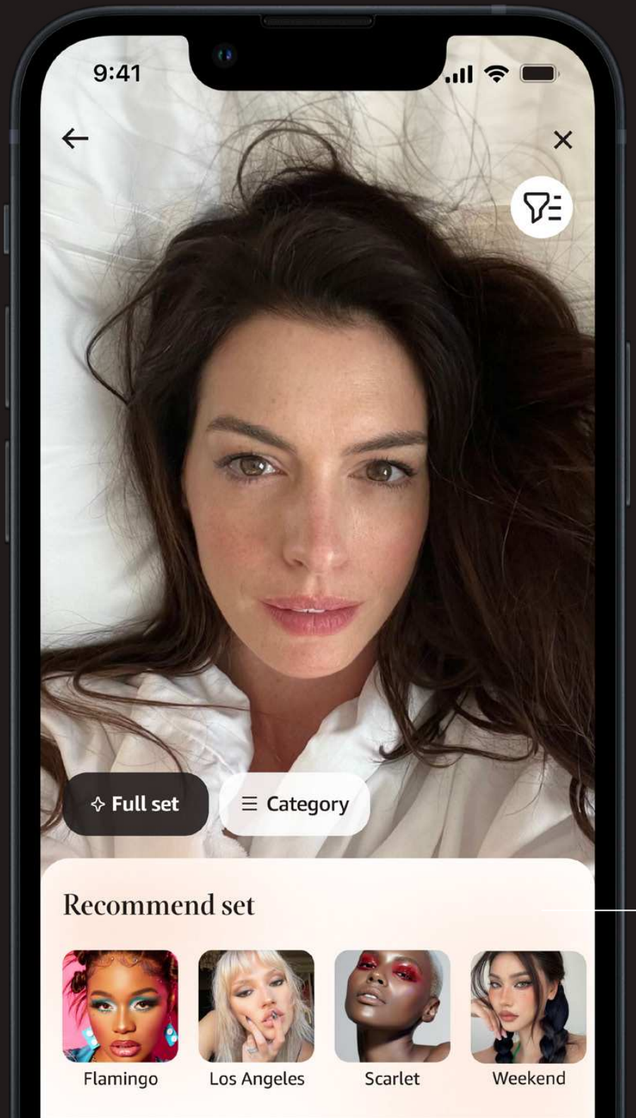
Header 1	40px, Regular
Header 2	28px, Bold
Header 3	20px, Regular
Title	20px, Medium
Small title	18px, Regular
CTA, Small title	16px, Medium
Body text	14px, Regular
Highlight body text	14px, Regular
Caption	12px, Regular

User Flow 1:

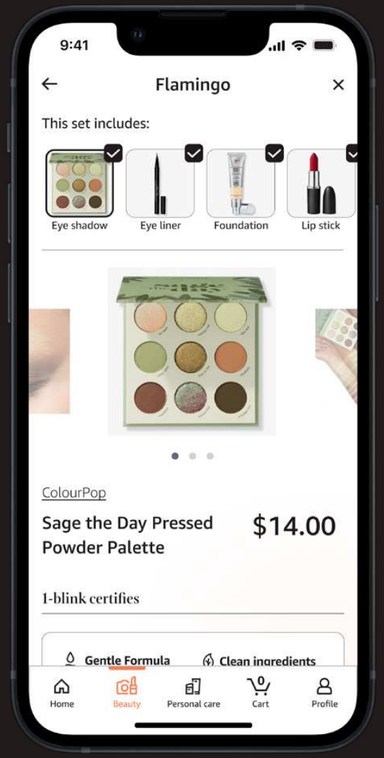
A first-time user chooses a recommend style set and purchases another eye shadow product in the beauty section

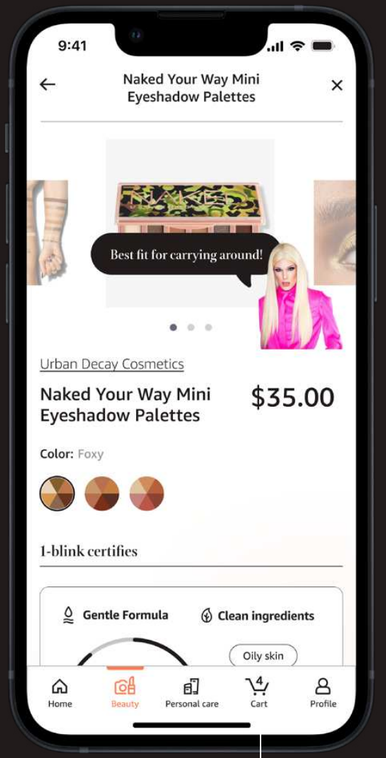


New user will be advised to take a skin test before using the VR try-on feature



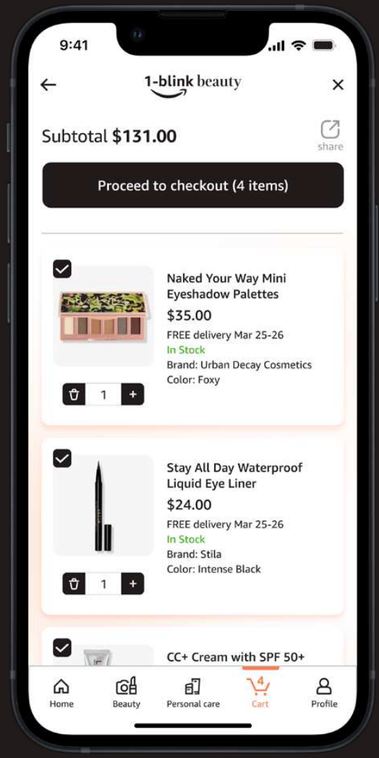
User can see the products in the set once they click "view details" after selecting a recommend set





The best fit product will have YouTuber's image and recommendation line on it

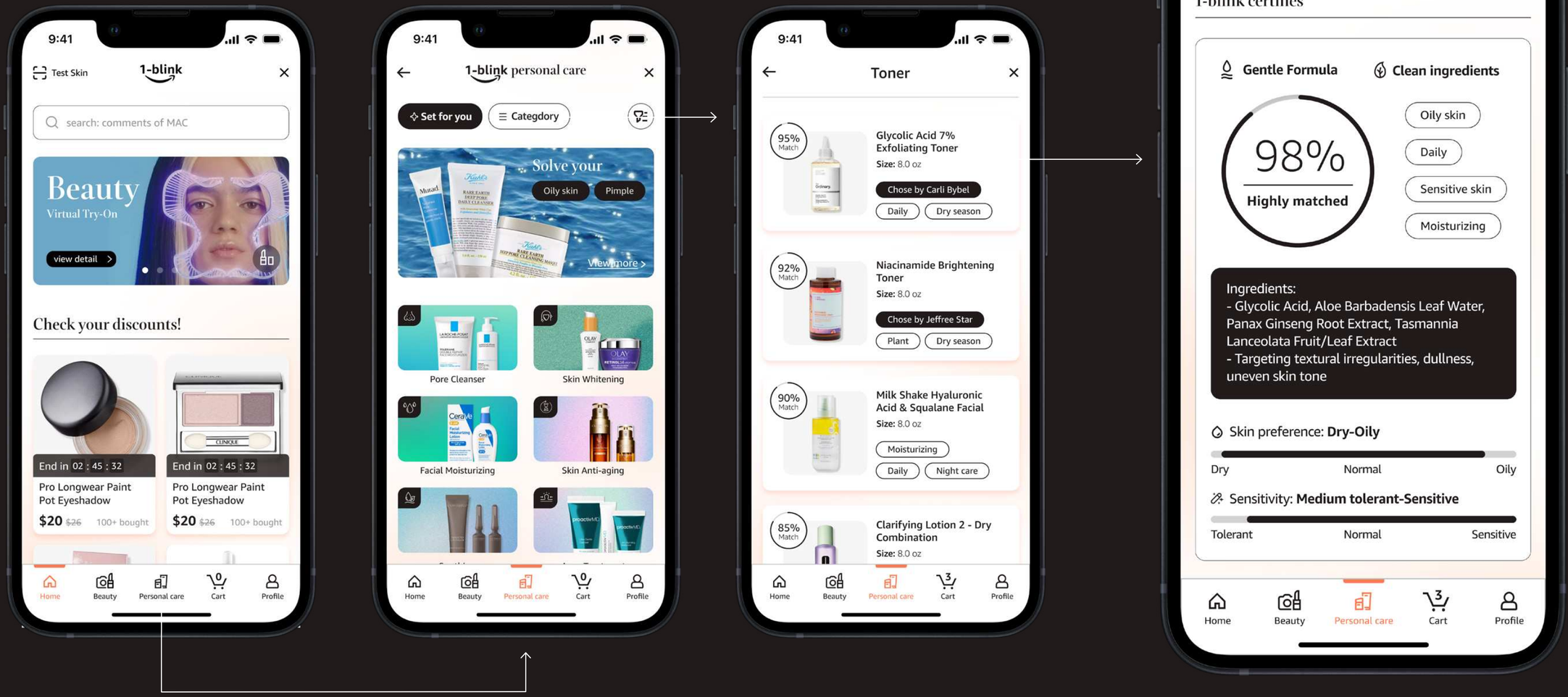
User can purchase all the products they chose in the mini app by clicking "Cart" below



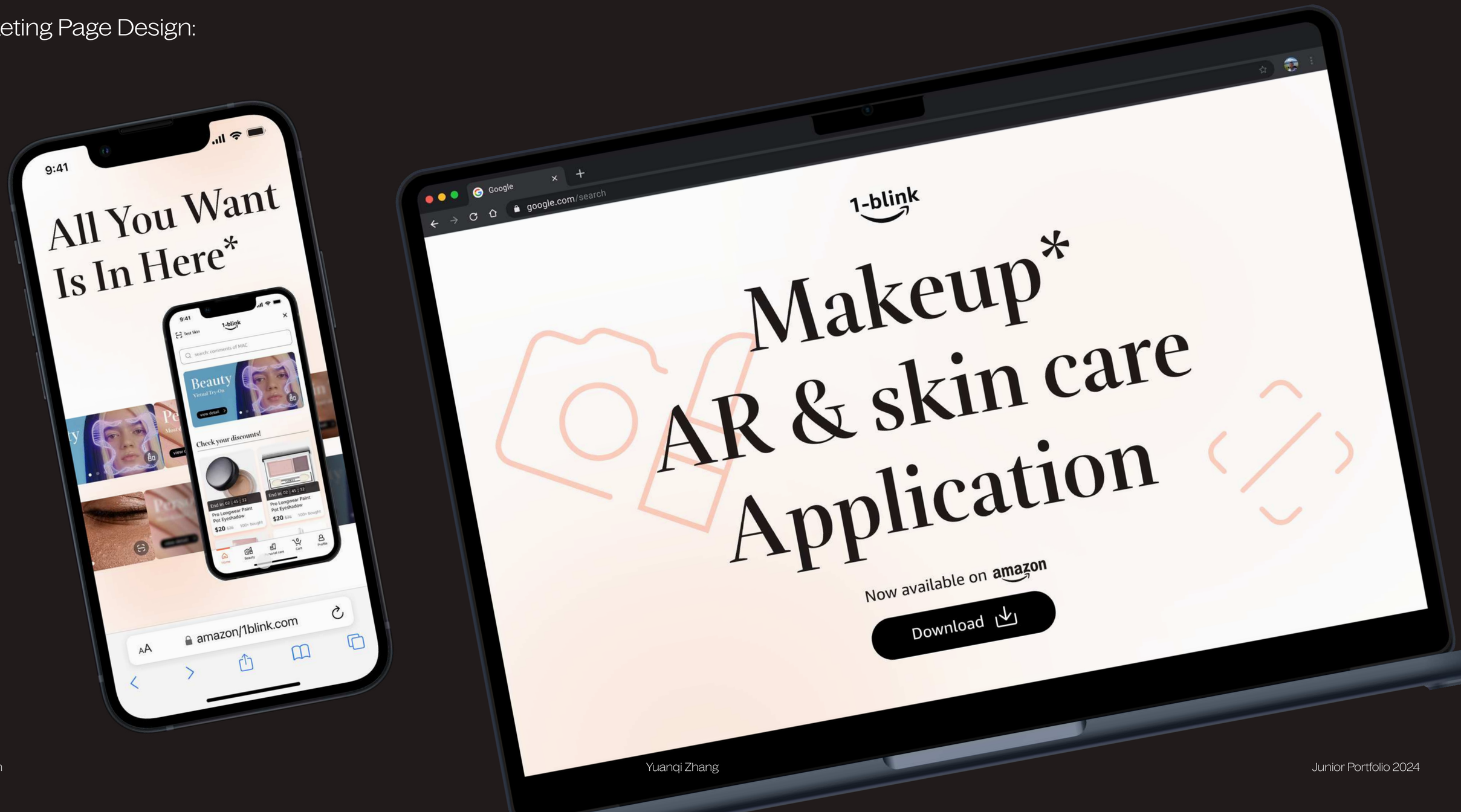
User Flow 2:

User chooses a recommended skin care set and purchase another toner product in the personal care section

User can see their personalized recommendation on the product preview page (Toner) and more detailed information on the product page



Marketing Page Design:

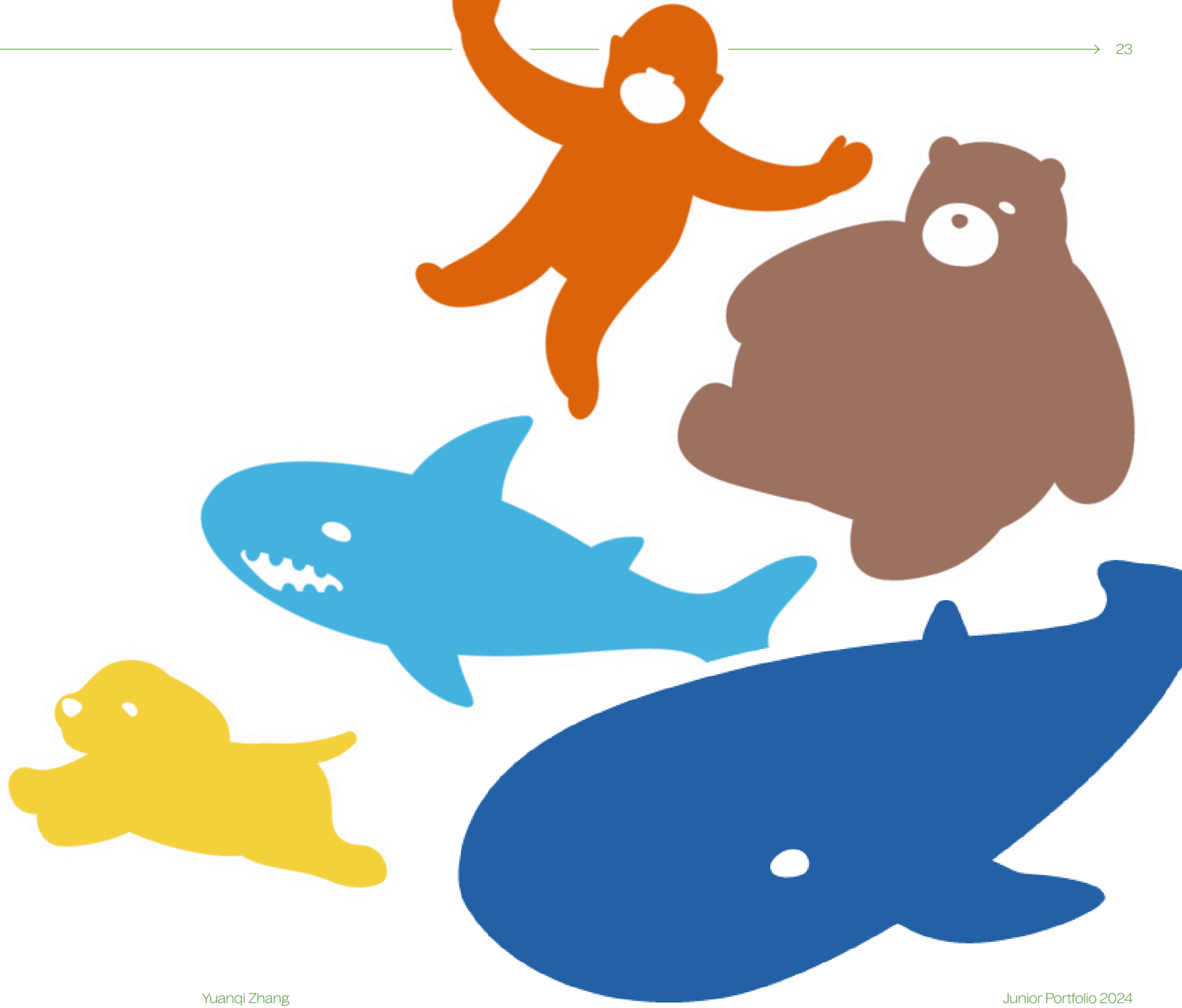


05

Branding
Dirk Kammerzell

IKEA: TREEKOJA

This project is about exploring what this company has never tried before but fits its brand identity. I chose to create a children's theater for IKEA. IKEA has many kids-friendly products, such as animal dolls, furniture, food, etc. I organized the characteristics of those products and combined them in this theater brand design.



Logo Design:

#4a8c29

This theater will focus on nature theme plays, and I want it to have a welcoming and warm feeling for kids. Thus, I named it Treehouse to represent it's a secret fun place for kids. In the logo, I use the Swedish word for house, "koja," to call back to IKEA's Swedish culture.

Typeface:

Gilroy

Sticker Design:

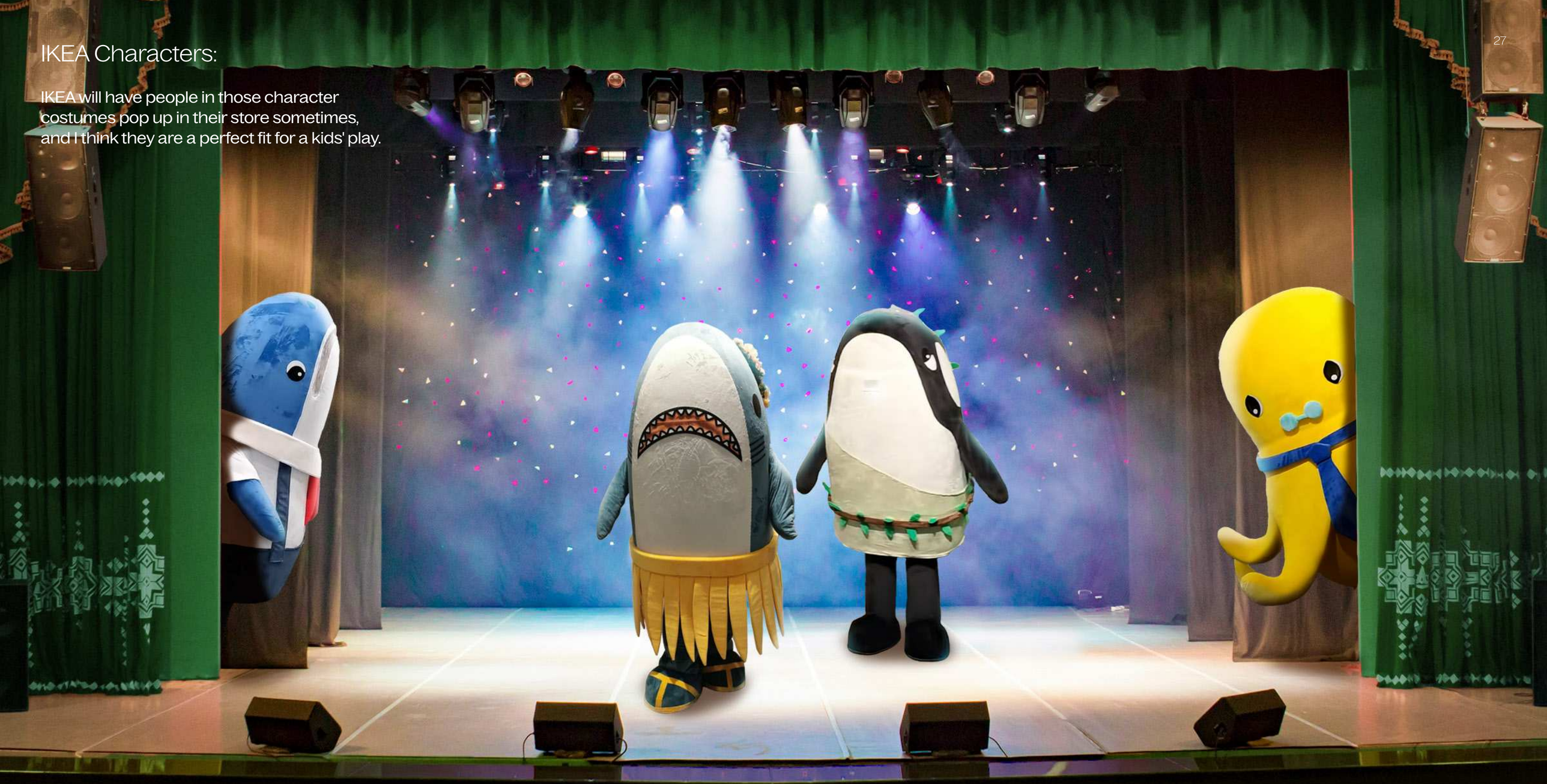
The theater will offer kids a sticker pack when they enter. They can use stickers to decorate their playbill and tickets or place them on their personal objects.

Ticket & Playbill Design:

Kids are encouraged to draw on the ticket and playbill and being creative.
Ticket: kid ticket and parent ticket front and back deisgns.
Playbill: original cover design, and how can kids decorate the playbill.

IKEA Characters:

IKEA will have people in those character costumes pop up in their store sometimes, and I think they are a perfect fit for a kids' play.



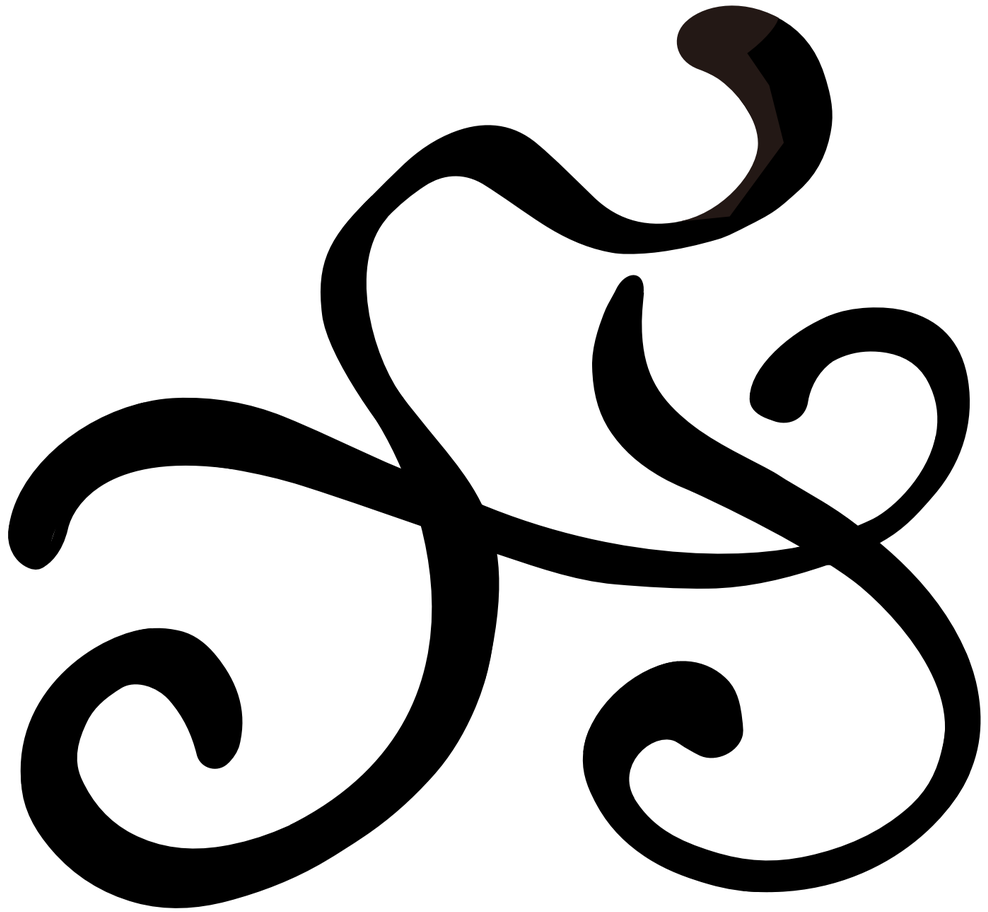
06

Typography
Kenneth Deegan
Brankica Harvey

Van Gogh display font

This is a set of display fonts inspired by Van Gogh's artworks. I keep a hand-drawn feeling in this typeface and try to make it look like Van Gogh's brush strokes. I made it an all-upper case typeface, and it's expected to be used as big titles and decorative elements.

Font Design:



Alphabet:

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

Number & Characters:

1 2 3 4 5 6 7 8
9 0 . , : ; “ ” ? ?

Words and Sentences:

FONT

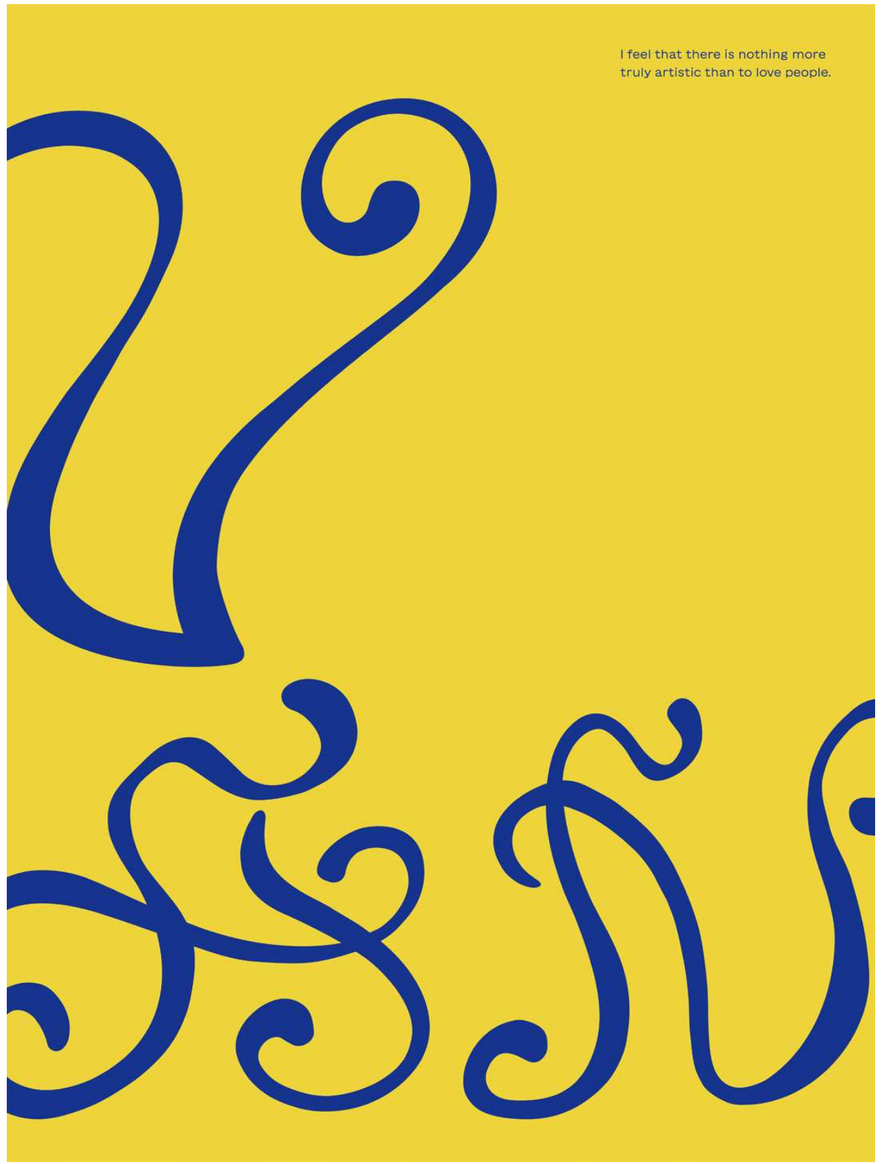
VAN GOGH

STARRY NIGHT

THE WAY TO KNOW LIFE
IS TO LOVE MANY THINGS.

Poster Design:

Size: 18 x 24 in



Poster with Painting Mockup:

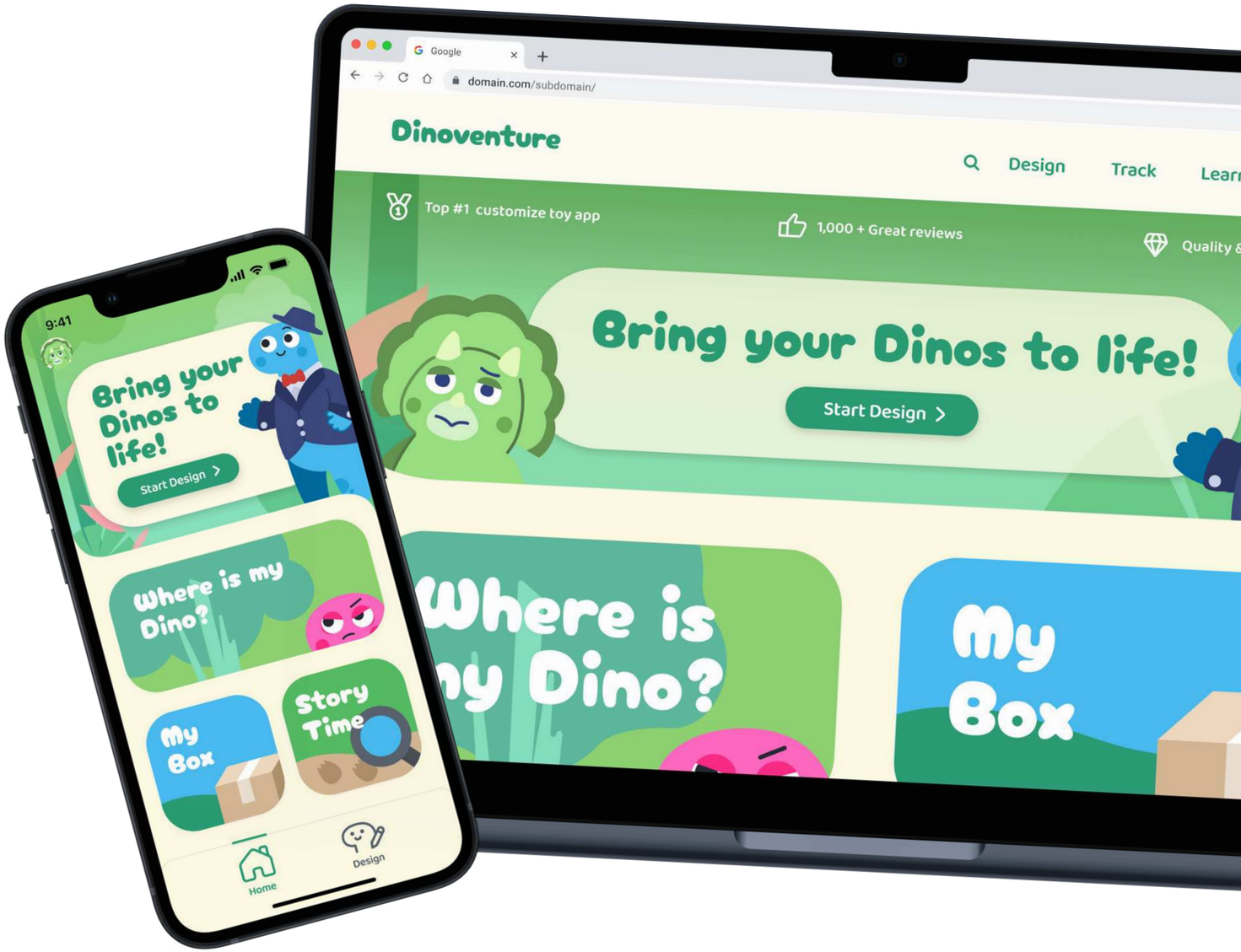
07

dinoventure

IXD and COMM
Justin Lee
Thomas Loizeau
Dazhong Deng
Jaeyoung Lee

This group project is about designing a customized toy app for children ages 5-8. Kids can choose a dinosaur doll template and decorate it with their own interests. We hope this app will always keep kids excited during the design and waiting process. This app has both mobile version and desktop version.

Video: 1558422_ZhangYuanqi_Dinoventure2024.mp4



Style Guide:

Typeface: **Cherry Bomb, Baloo 2**

Header 1 45px, Mobile

Header 2 & CTA 25px, Bold, Mobile

Text & Caption Highlight 14px, Semibold, Mobile

Small title, Hightlight in text 14px, Medium, Mobile

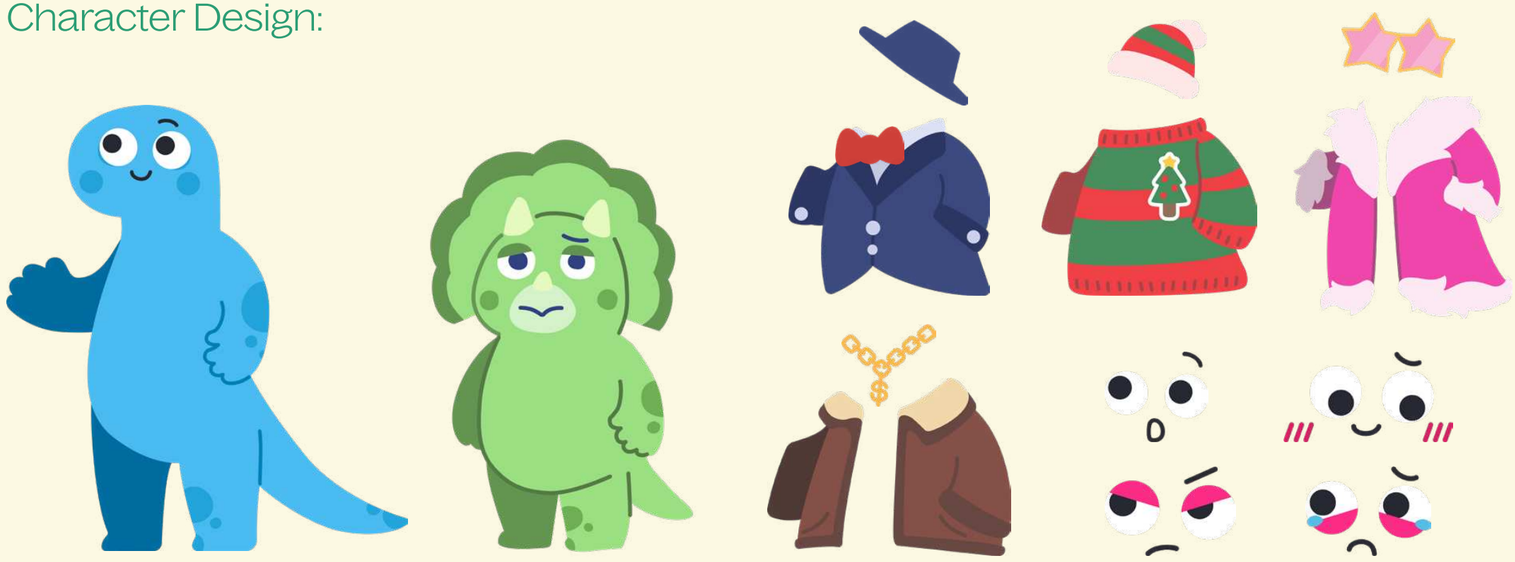
Header 1 70px, Desktop

Header 2 & CTA 30px, Bold, Desktop

Text & Caption Highlight 25px, Bold, Desktop

Text & Caption 20px, Medium, Desktop

Character Design:



Color Palette:

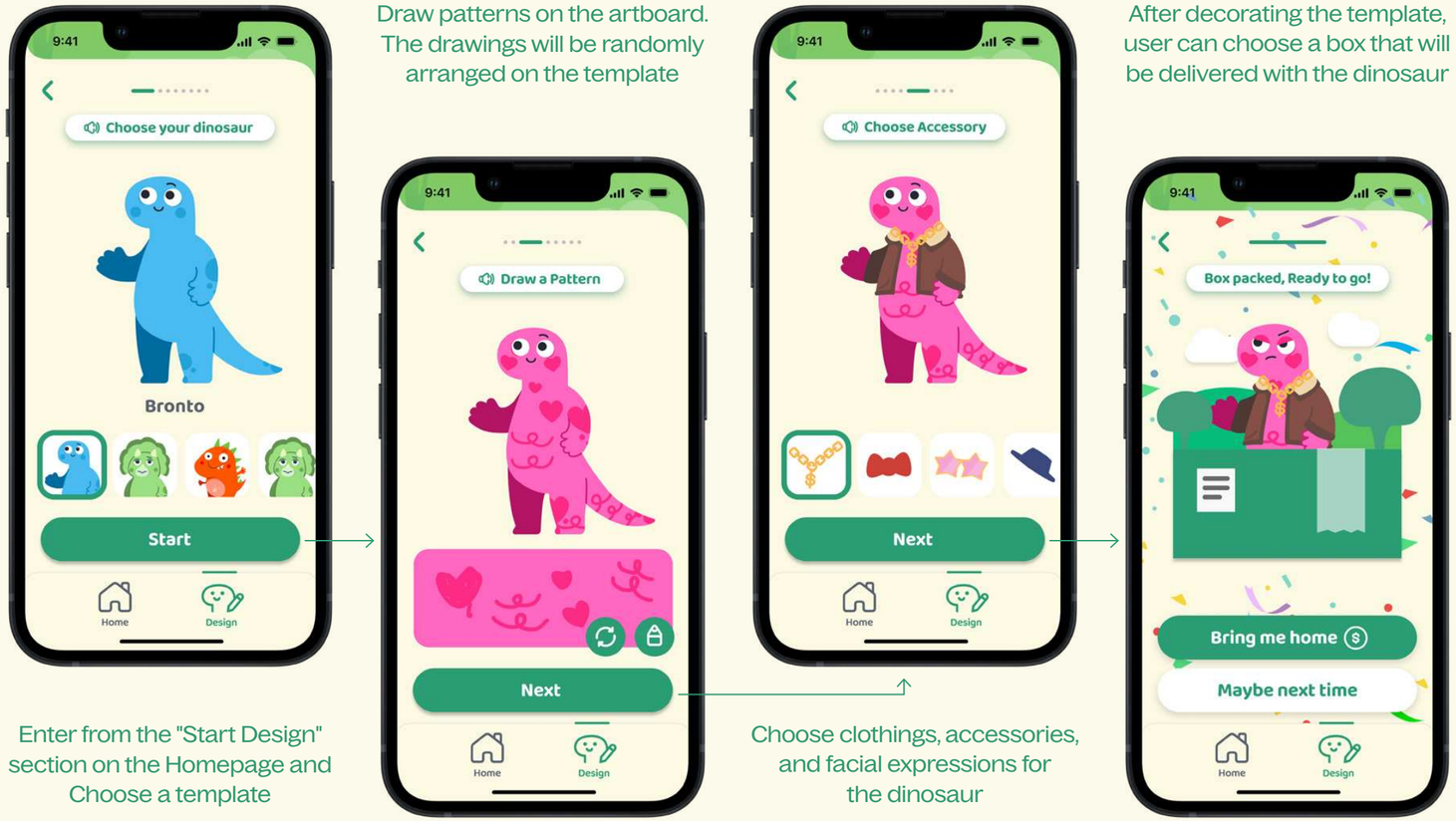
#fcf9e3 Background color	#ffffff Text color	#5b636f Text color
#2b9d74 Primary color		

Kid mode nevigation bar

Parent mode nevigation bar

User Flow 1:

User can design their own dinosaur based on the offered template.
The finished order will be sent to parents for payment.

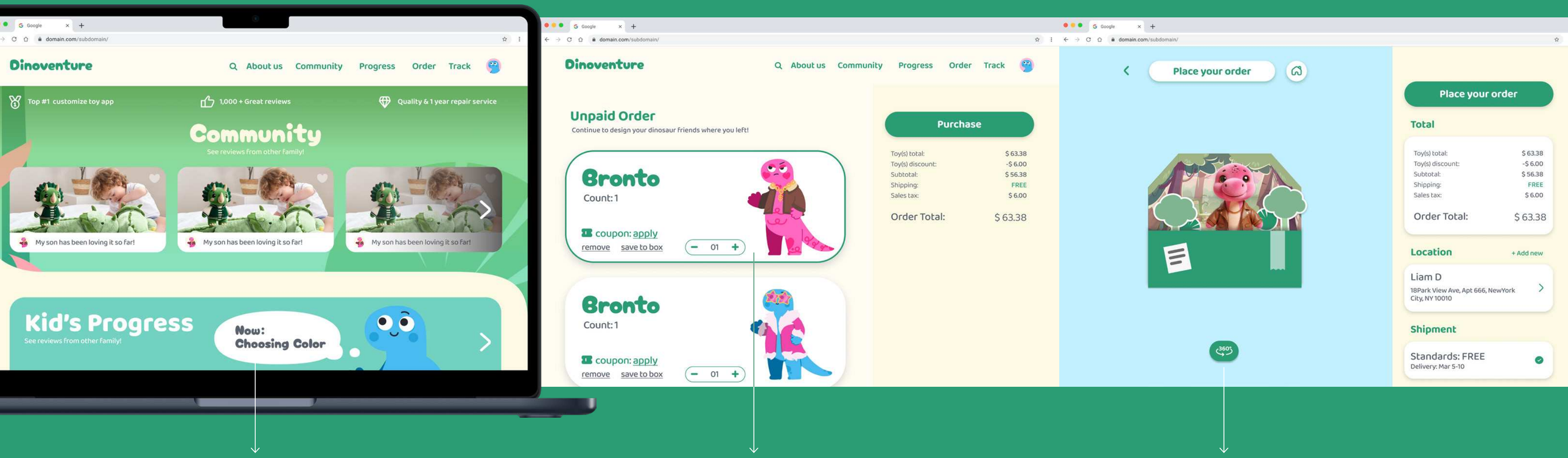


User Flow 2:

After purchasing the dinosaur, the user can track the progress of the toy in an adventure story form.

User Flow 3:

When parents receive their kid's finished order, they can purchase it in the parent mode.



Parents can see their kid's design progress on the homepage, and are able to purchase the finished design in the "Unpaid Order" section

Parents can select the one they want to purchase from all the past designs

Before purchase, parents can see a simple 3D-rendered image of the dinosaur and the box

08

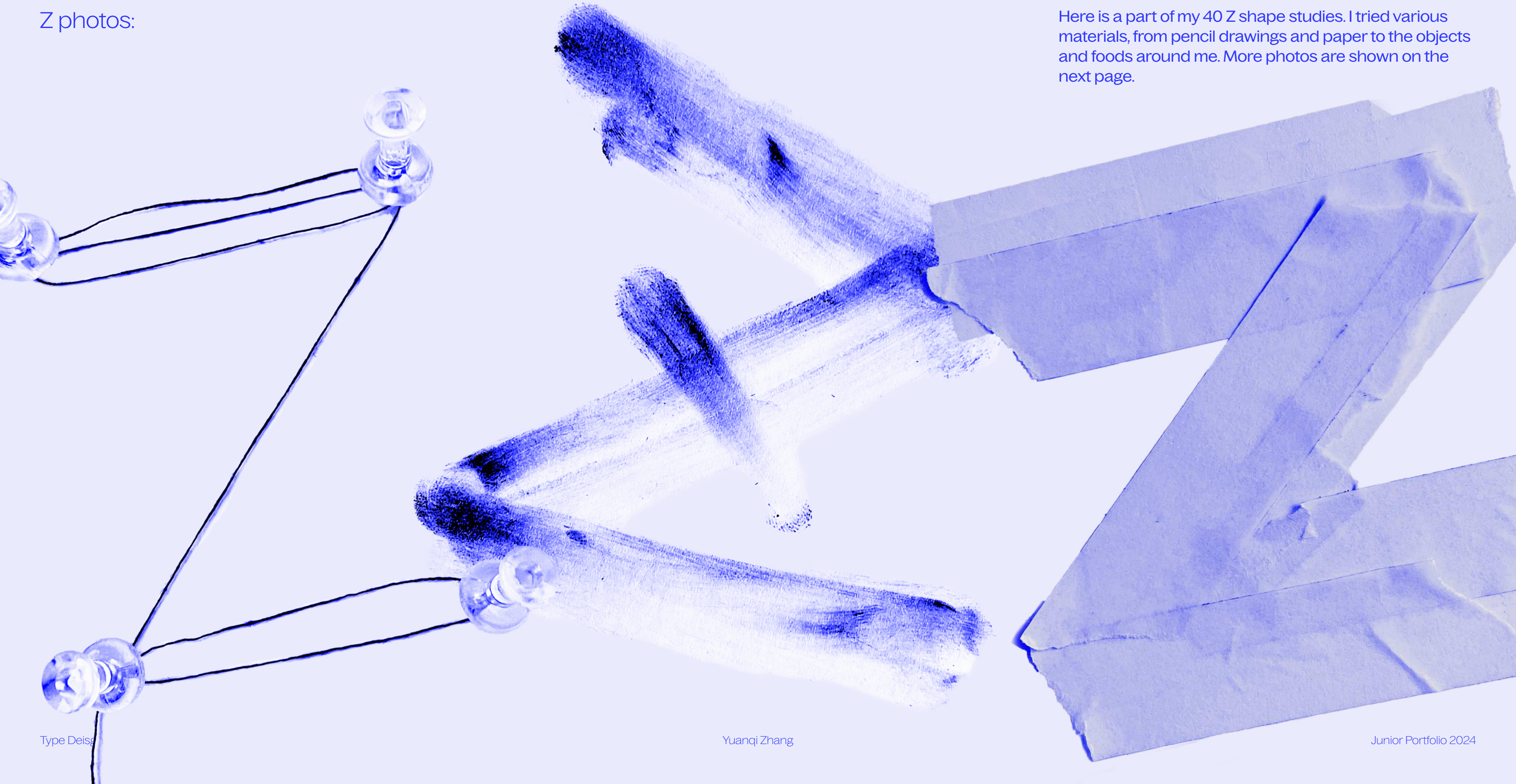
ZZZine

Typography
Kenneth Deegan
Brankica Harvey

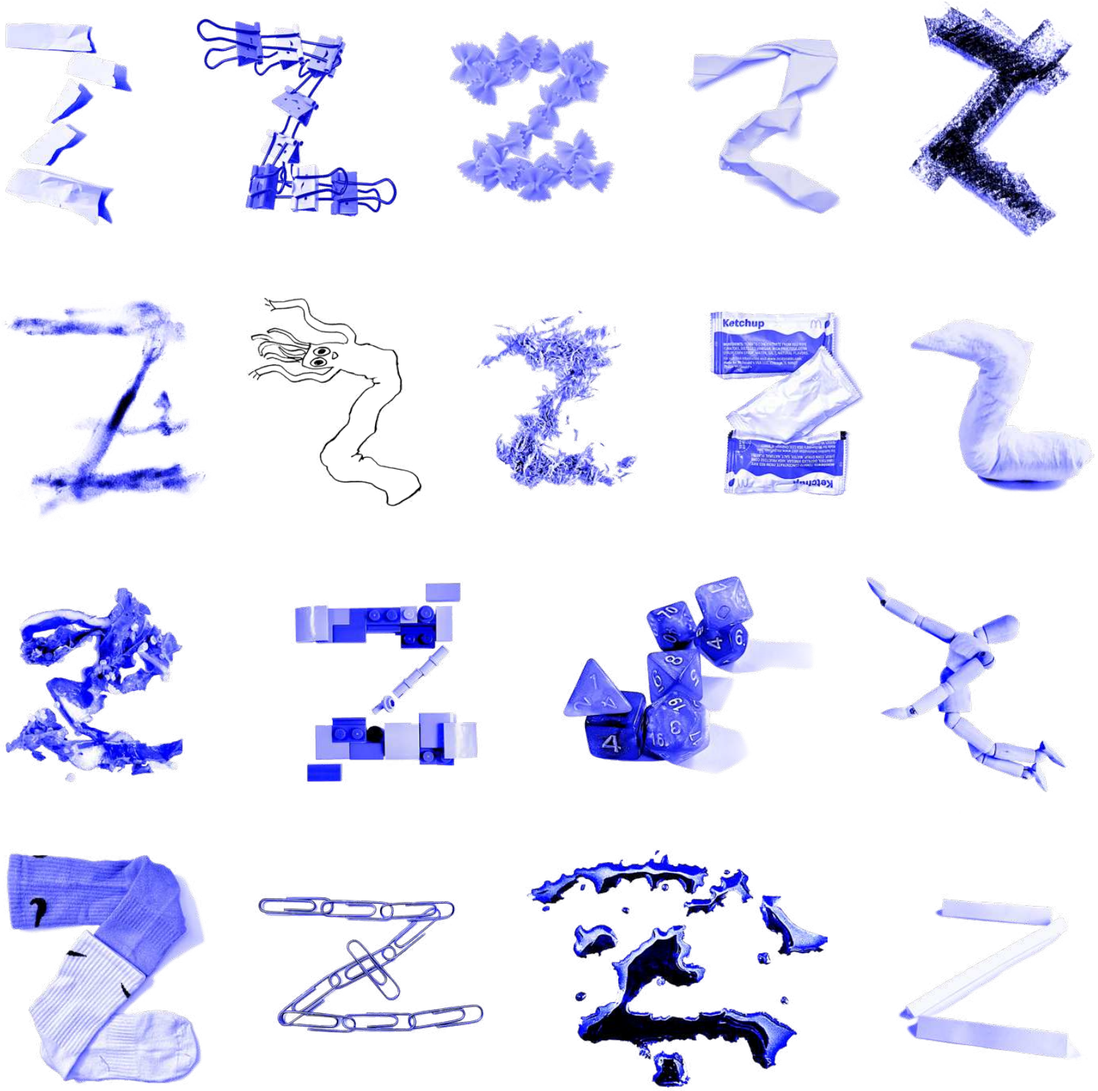
This is a letter Z study project. I created 40 different Zs with various materials and organized them into a zine. The zine includes photos of the Z I made and my experience making them.

Z photos:

Here is a part of my 40 Z shape studies. I tried various materials, from pencil drawings and paper to the objects and foods around me. More photos are shown on the next page.

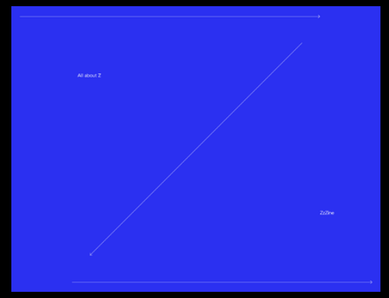


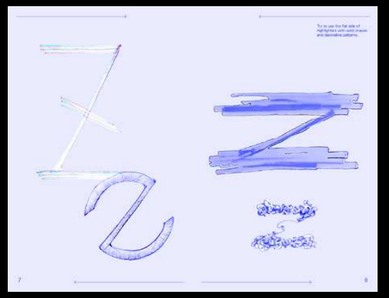
Z photos:

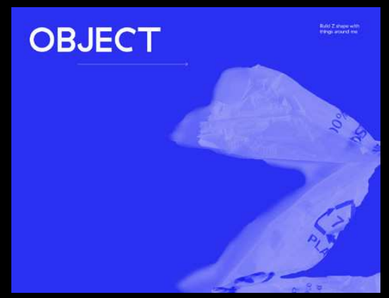


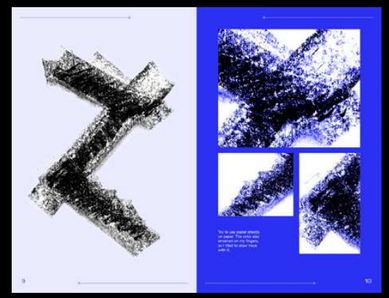
Spreads Design:

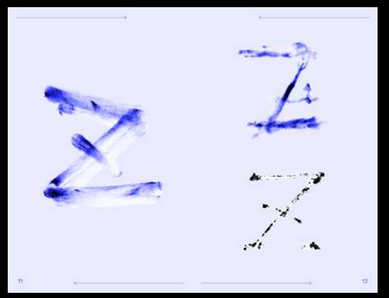
Size: 5.5 x 8.5 in (single page)

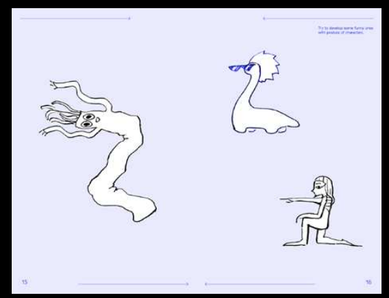


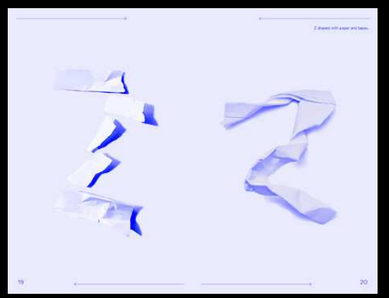








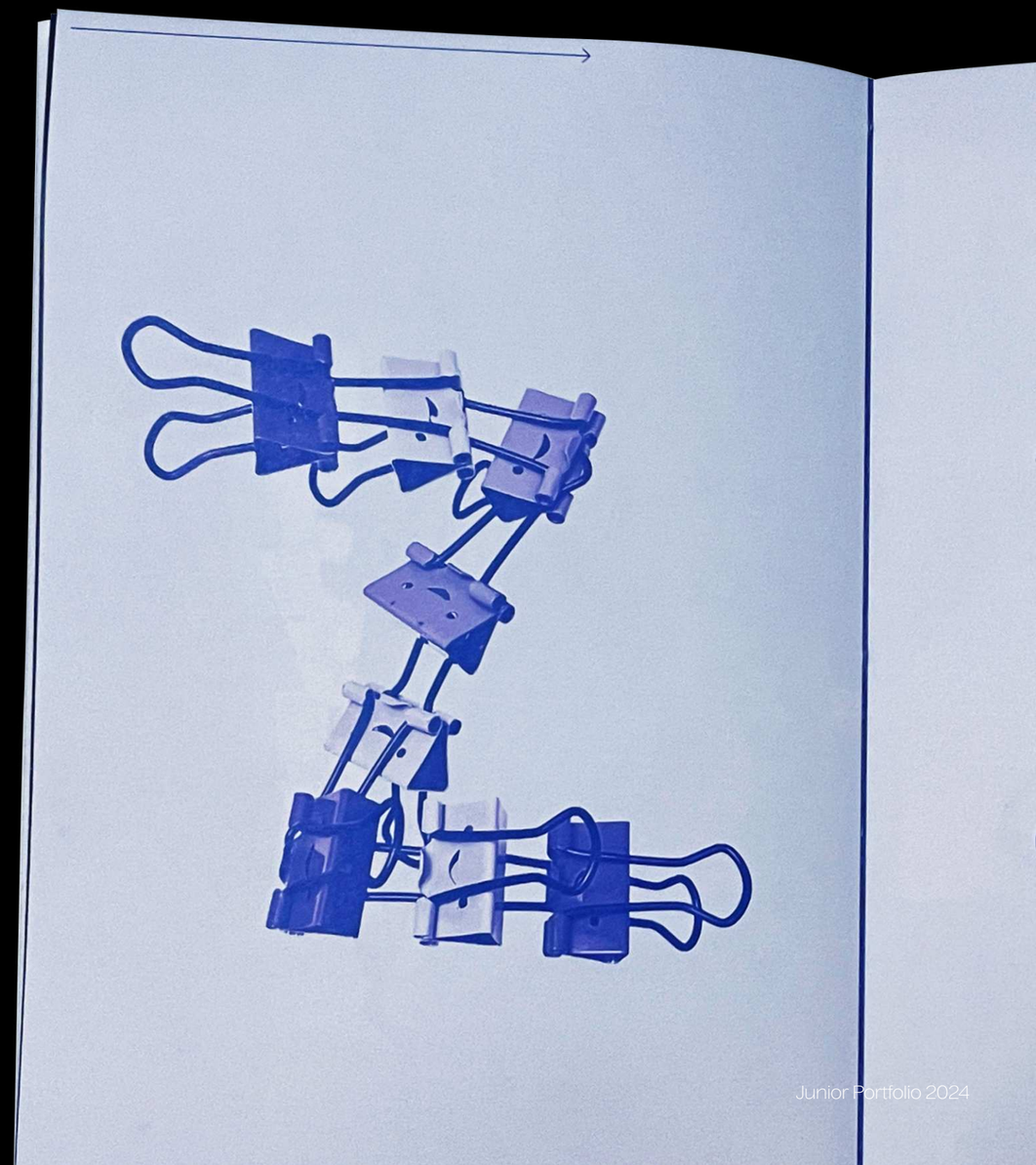




#2b30f1 (100% / 10%)

Typeface:

GT Haptik Trail



Zine Photos:

09

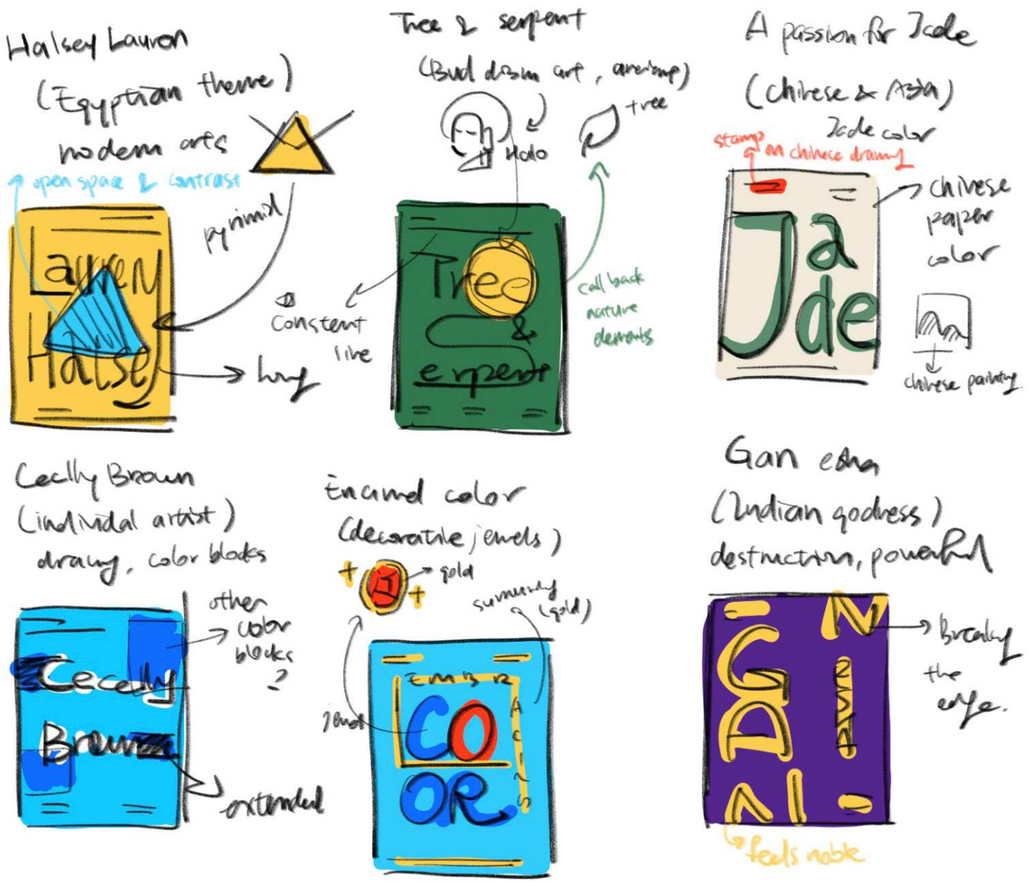
Typography
Kenneth Deegan
Brankica Harvey

Cultural posters

This is a series of type posters promoting six different The MET's exhibitions. Those posters use simple colors and geometric shapes to represent the theme of the exhibitions and celebrate their characteristics with customized titles.

Sketch & Concept:

The six exhibitions include art and relics from Egyptian, Chinese, Aisa, and Indian cultures, as well as an exhibition about an individual artist.



Poster Design:

Size: 18 x 24 in

Typeface:

Plage

Gill Sans

Poster Mockup:

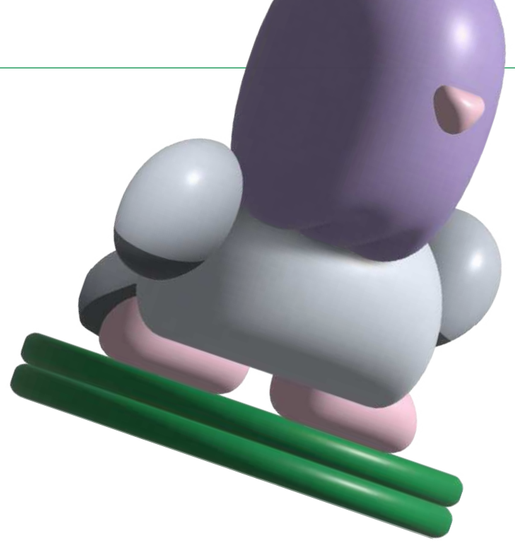
Poster Mockup:

10

Typography
Kenneth Deegan
Brankica Harvey

Gnome in the house

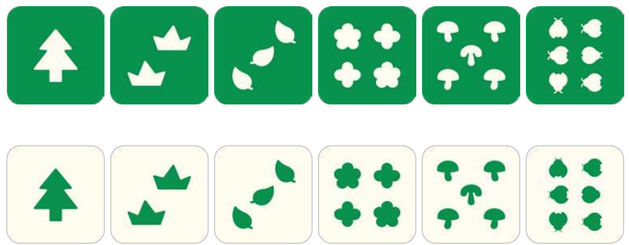
This project is about bringing a green space experience into the SVA building to help students relax. I got inspired by nature's small movements, such as leaves falling, wind blowing, etc., and designed an board game that encourages students to seek random surprises in the SVA main building with their friends.

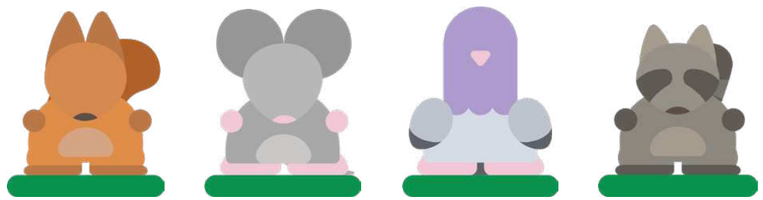


Logo & Board Game Design:

Different from traditional board games, Gnome in the House asks players to move around in the SVA main building and finish the task written in each block. Two dices will decide which floor to explore and how many steps to take on the map.

Gnome
in the House





Map size: 17 x 11 in

Chess & Dice 3D Effect:

Each chess has two magnet pieces with it.
So, while carrying the map in the building, the chess can stand on the map without falling.

The patterns on the dice are the same; they combine the elements in nature, such as trees, flowers, leaves, etc.

Wall Drawing Mockup:

thank you ;)

special thanks to:

My Professors

Kenneth Deegan
Brankica Harvey
Justin Lee
Thomas Loizeau
Dirk Kammerzell

My Teammates

Tia Liu
Dazhong Deng
Jaeyoung Lee