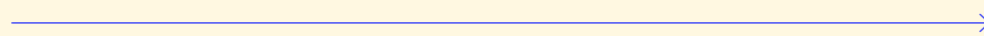


Yuanhao
Zhang

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

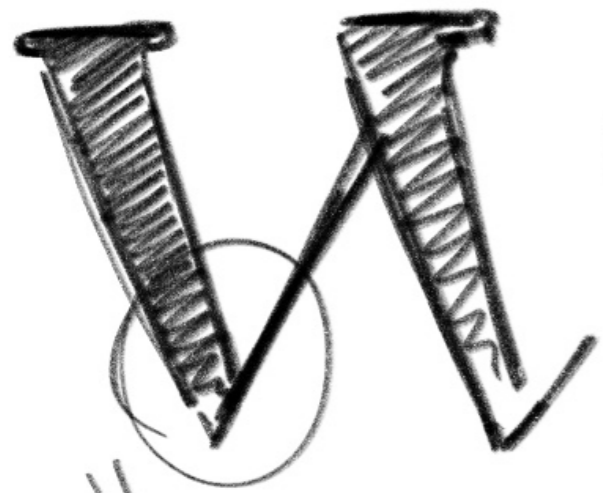
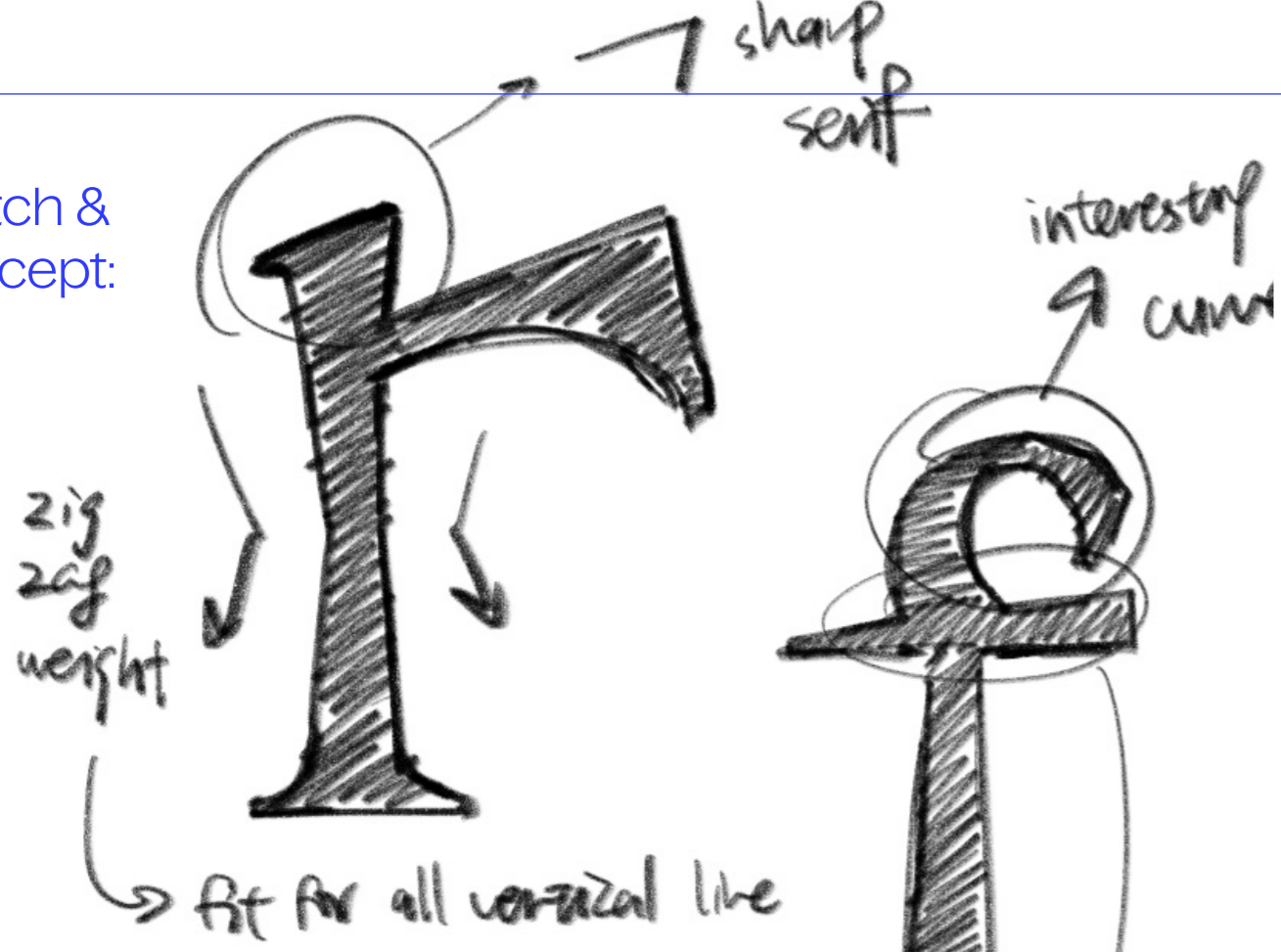
Typography
Kenneth Deegan
Brankica Harvey

FENUL ICONOGRAPHY

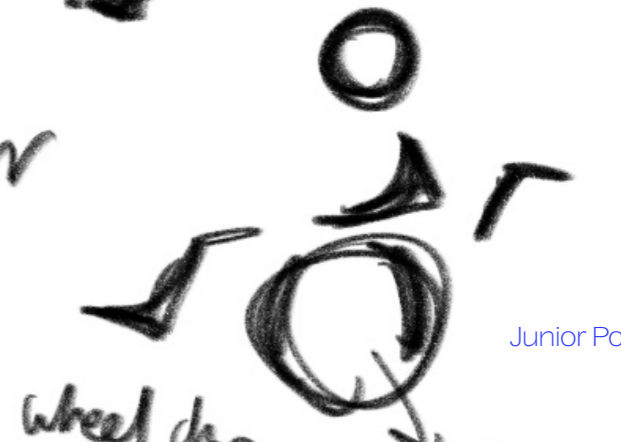
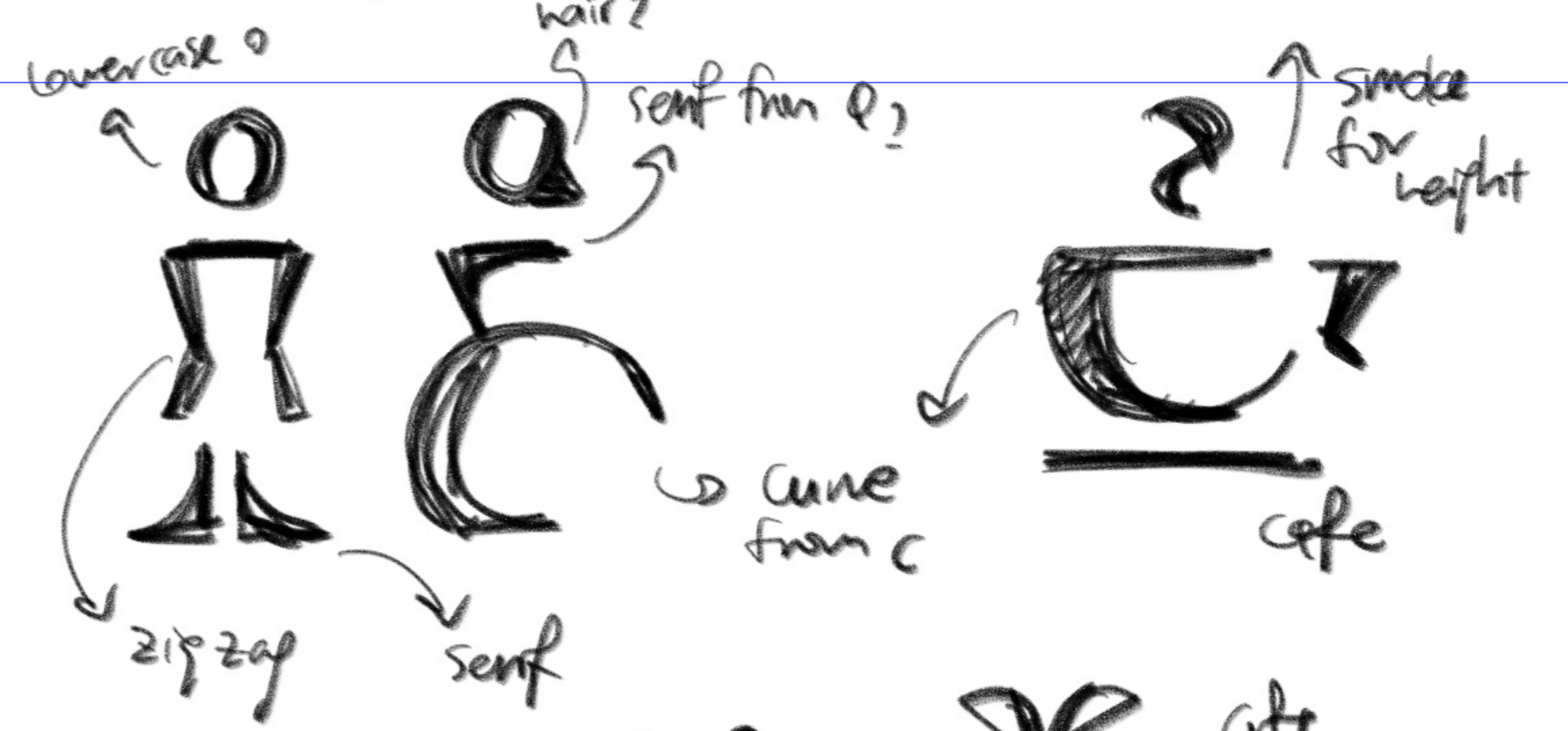
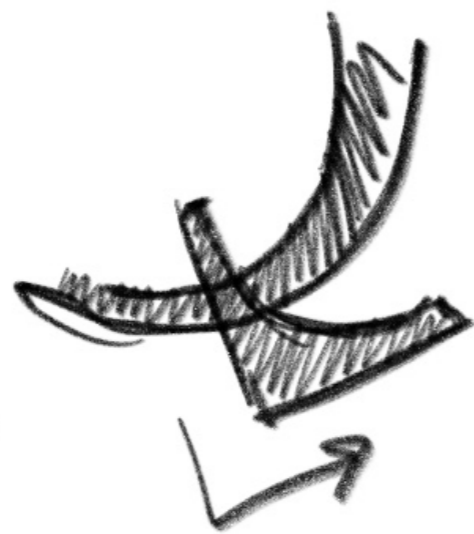
This is an iconography system designed based on a chosen typeface. It includes general icons and a set of specimen posters. I focused on the uneven line weight and the heavy serif of the typeface and transformed them into my design.



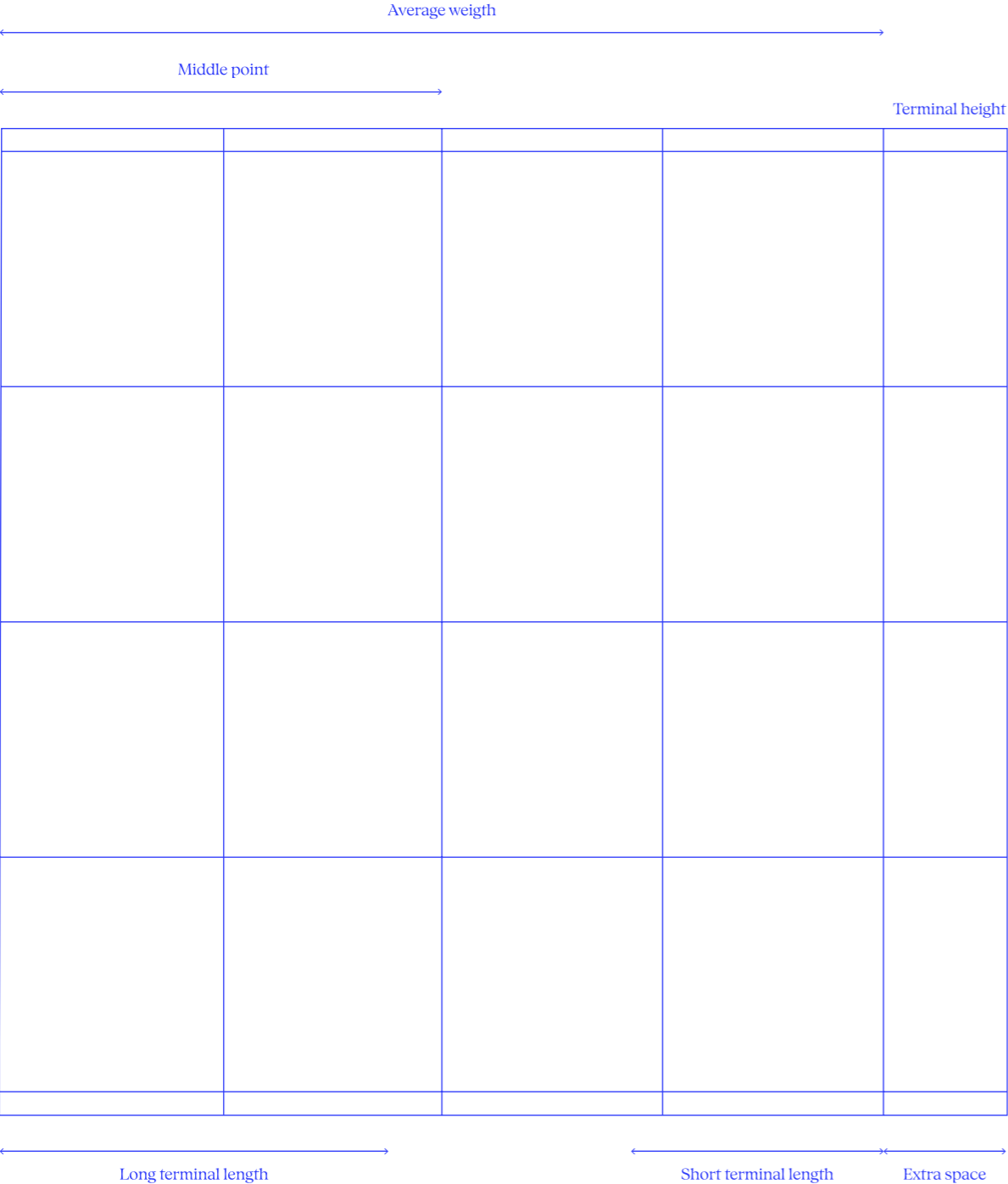
Sketch & Concept:



thick → thin
dramatic difference.



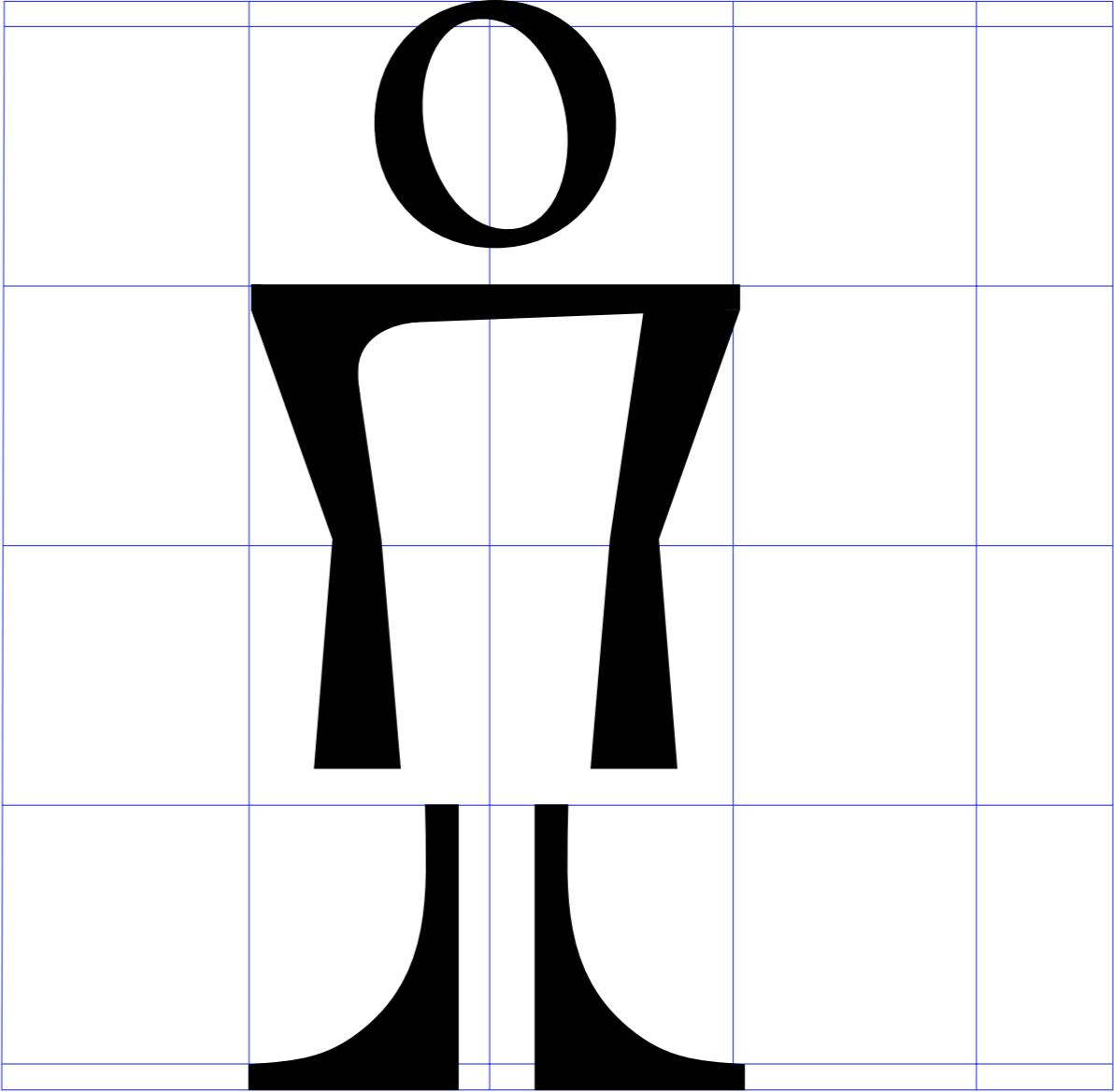
Grid System:



Icon with Grid:

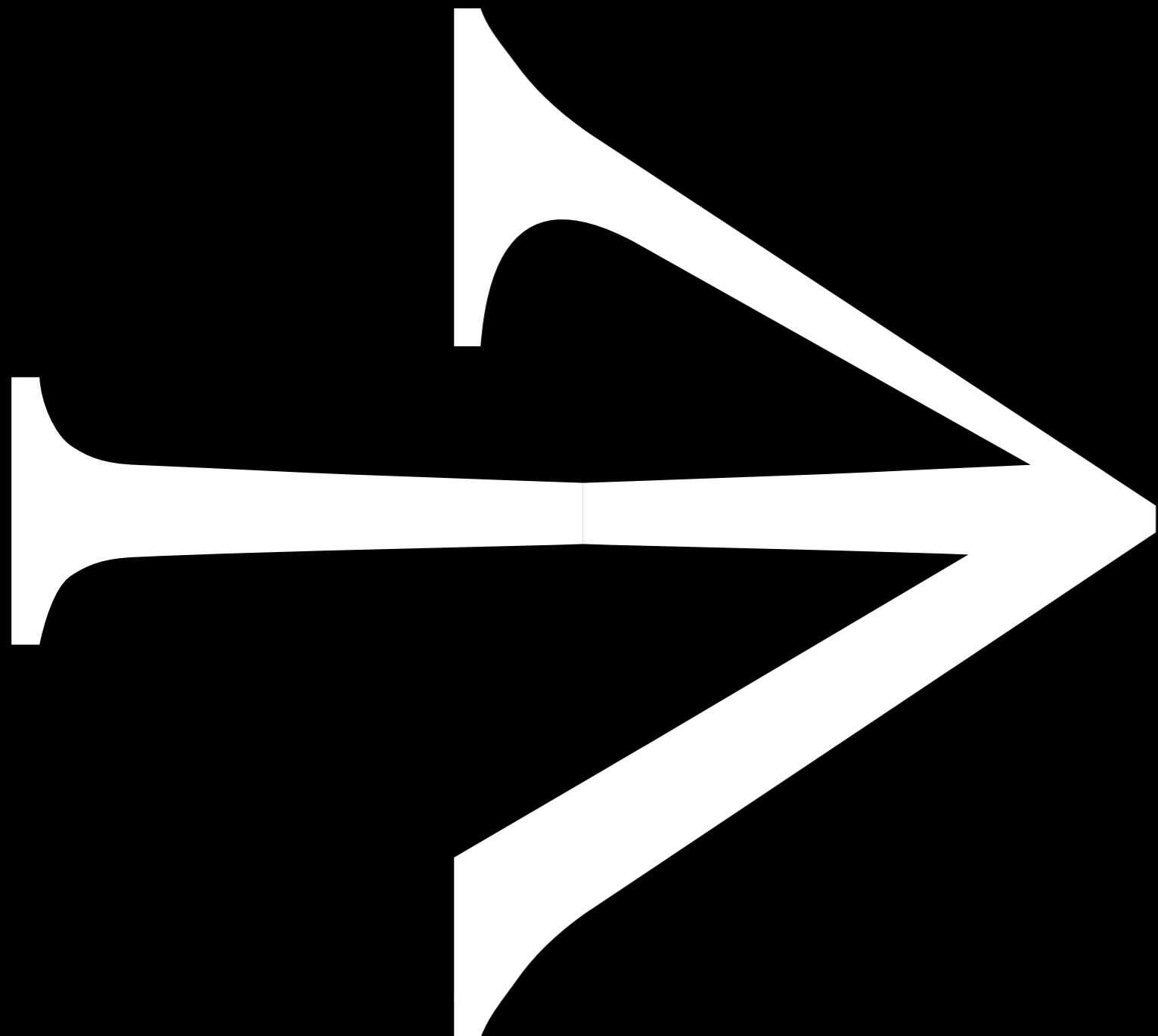
Typeface:

Fenul

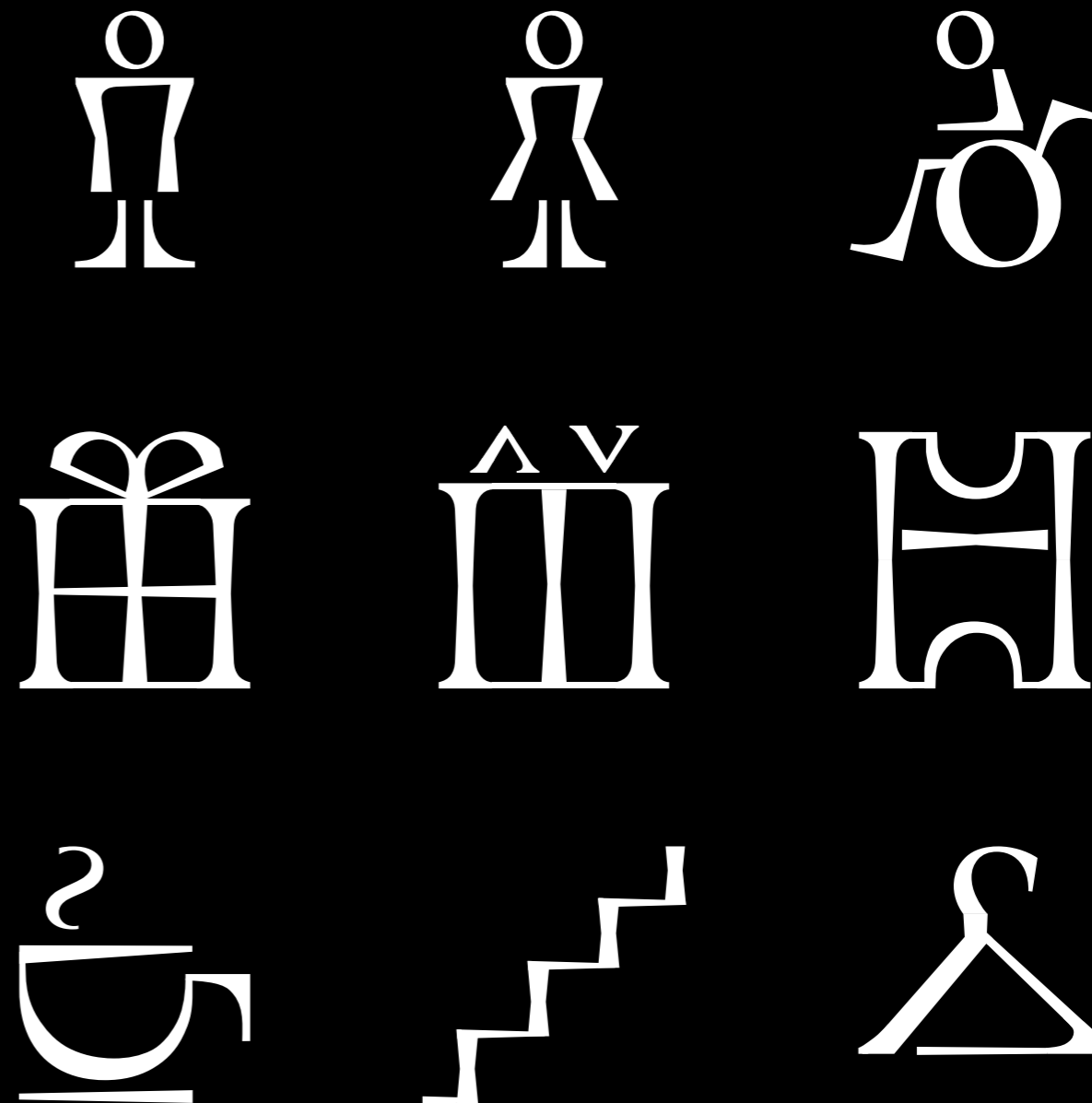


Icon Design:

Arrow (right)



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



Way Finding
Mockup:



人 礼 人 O
 H U M
 ↑ 人 楼梯
 Fenui

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnop
 qrstuvwxyz
 1234567890
 !@#\$%&().,:;{}

Fenui is a typeface inspired by bones from anatomy book. It was created by Display Type. I took inspiration from this typeface and created this icon series. I continued the shape of vertical lines and the serif from the type face, and aimed to create an elegant icon set.

Typeface: Fenui Iconography System Specimen posters

Typeface: Fenui Iconography System Specimen posters

The icon was organized in a fixed proportion and share similar line weight. I took parts from the Fenui font and slightly modify them to fit into icons I want.

H A U
 Ticket Desk
 Coat Check
 Cafe

Typeface: Fenui Iconography System Specimen posters

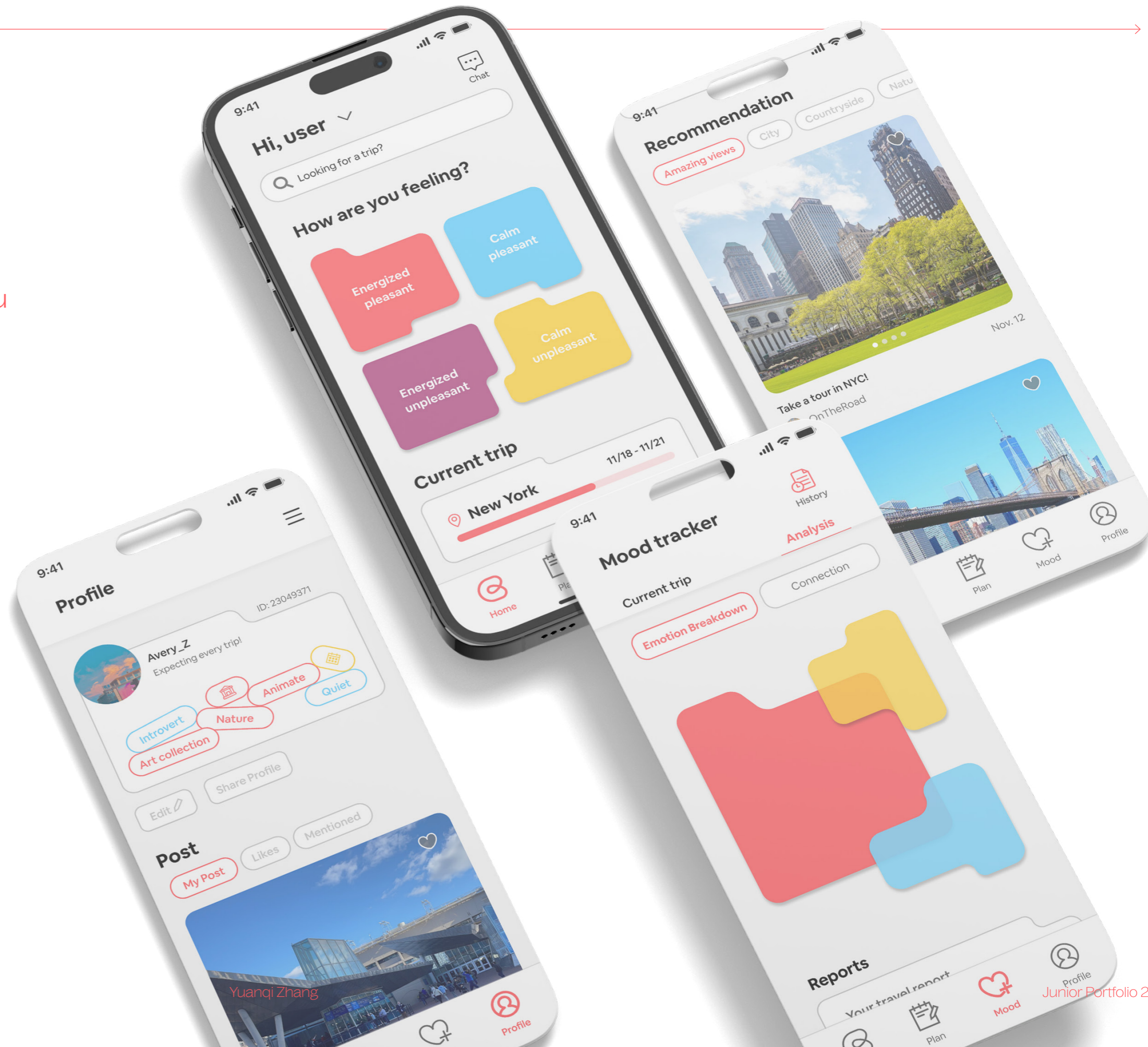
02

IXD and COMM
Justin Lee
Thomas Loizeau
Tia Liu

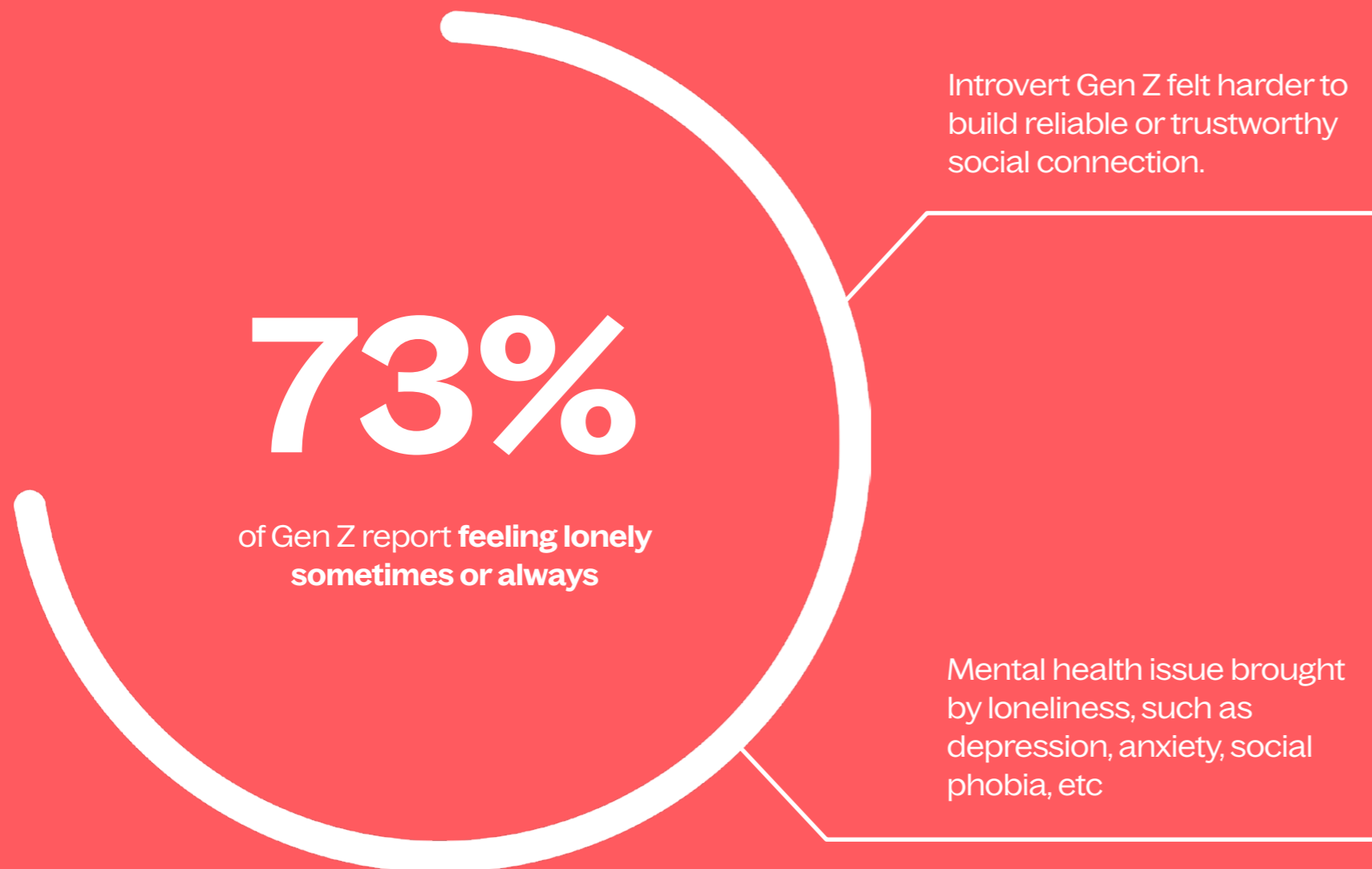
airbnb connect

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_AirbnbConnect2024.mp4



Research:



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:



#000000 Text color	#5b5b5b Secondary color	#c5c5c5 Gray scale color
#ff5a5f Primary color		
#c23e85	#5cfff	#ffe37f

Typeface: Airbnb Cereal

Header 1 28px, W_Bd

Header 2 24px, W_Bd

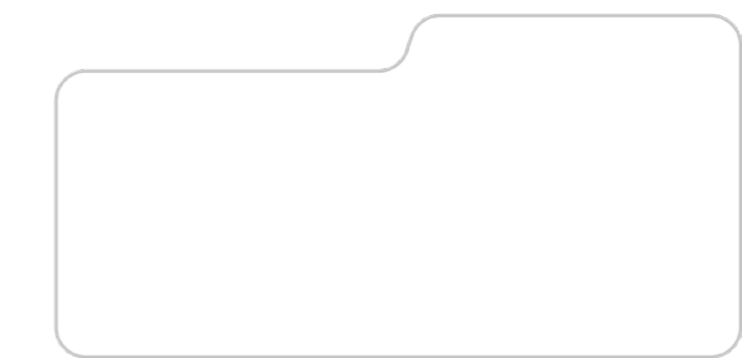
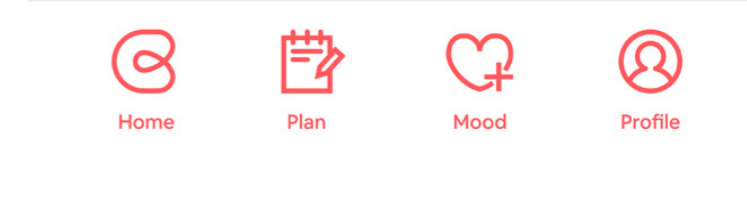
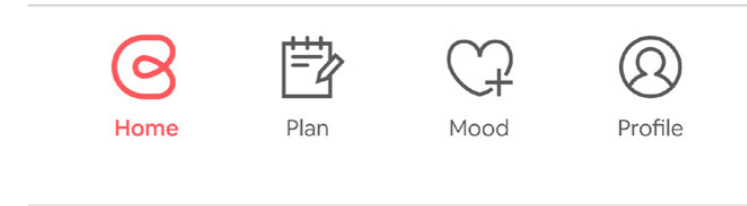
Header 3 20px, W_Bd

Small title, Highlight in text 16px, W_Bd

Small title, Highlight in text 14px, W_Md

Body, Main text, Label 14px, W_Bk

Label, Icon caption 12px, W_Bk



User Flow 1:

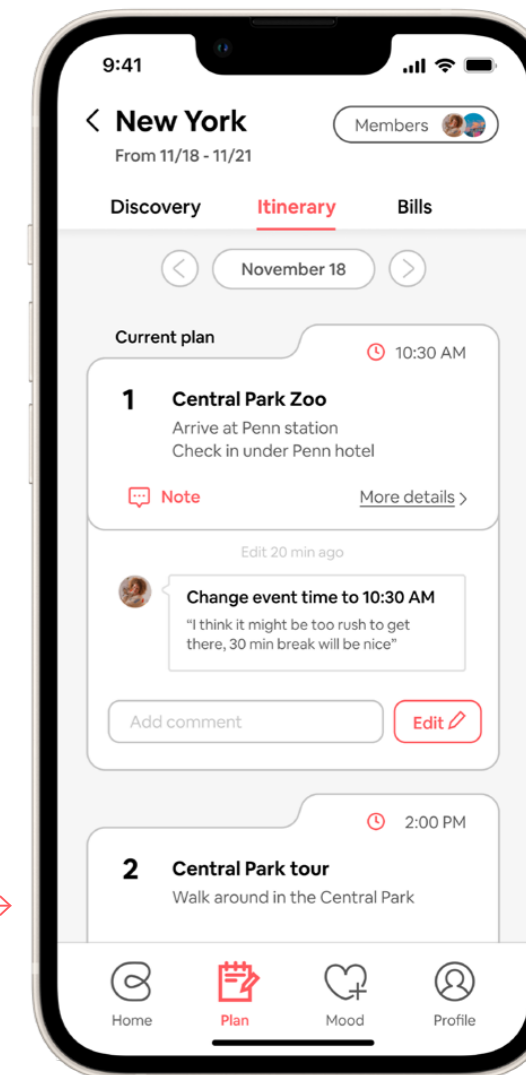
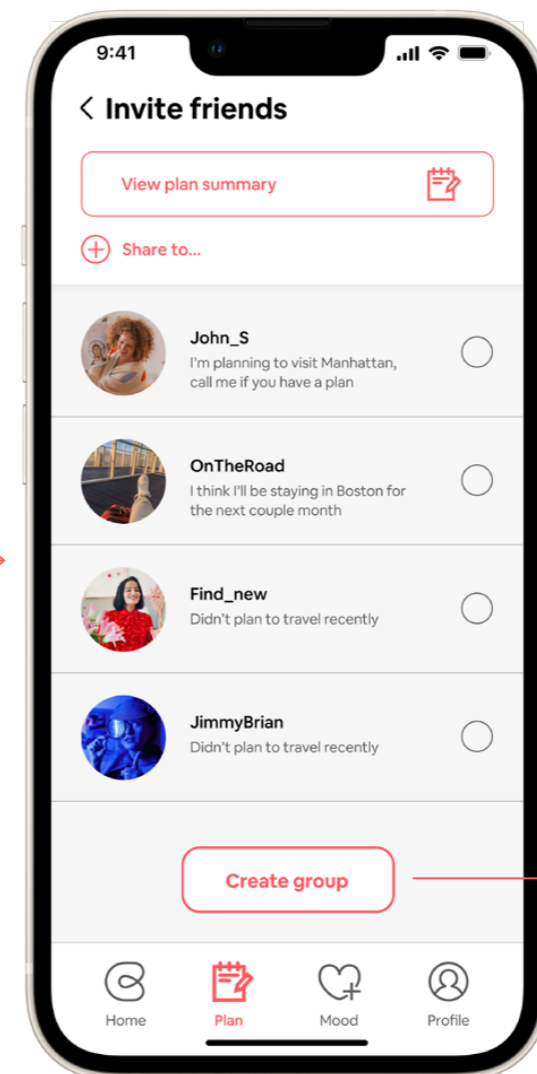
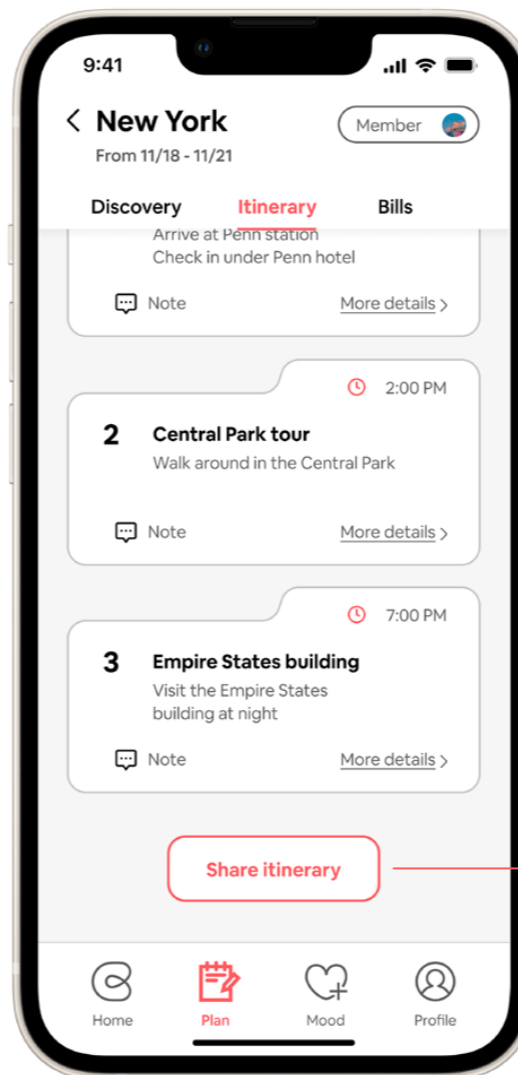
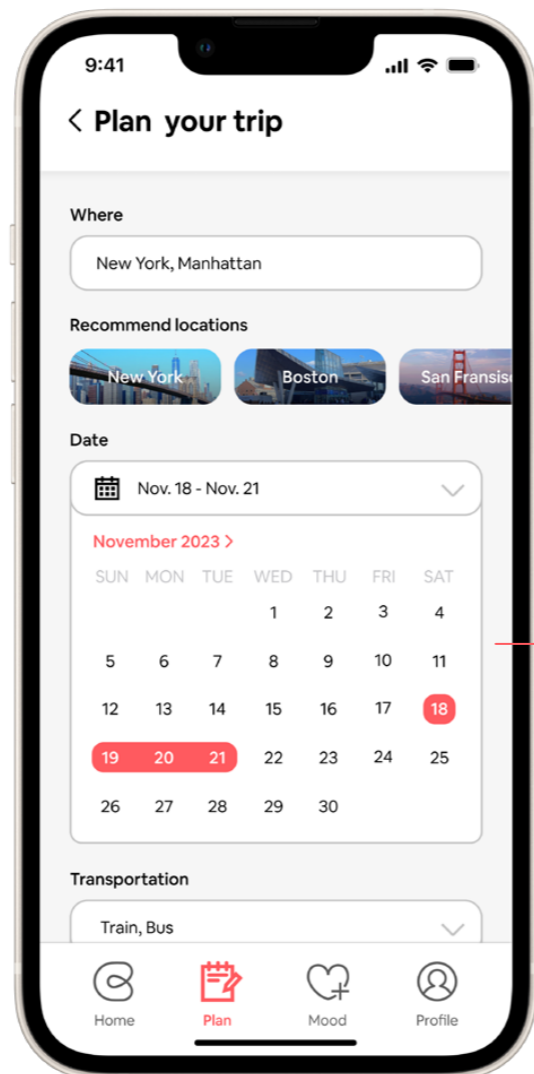
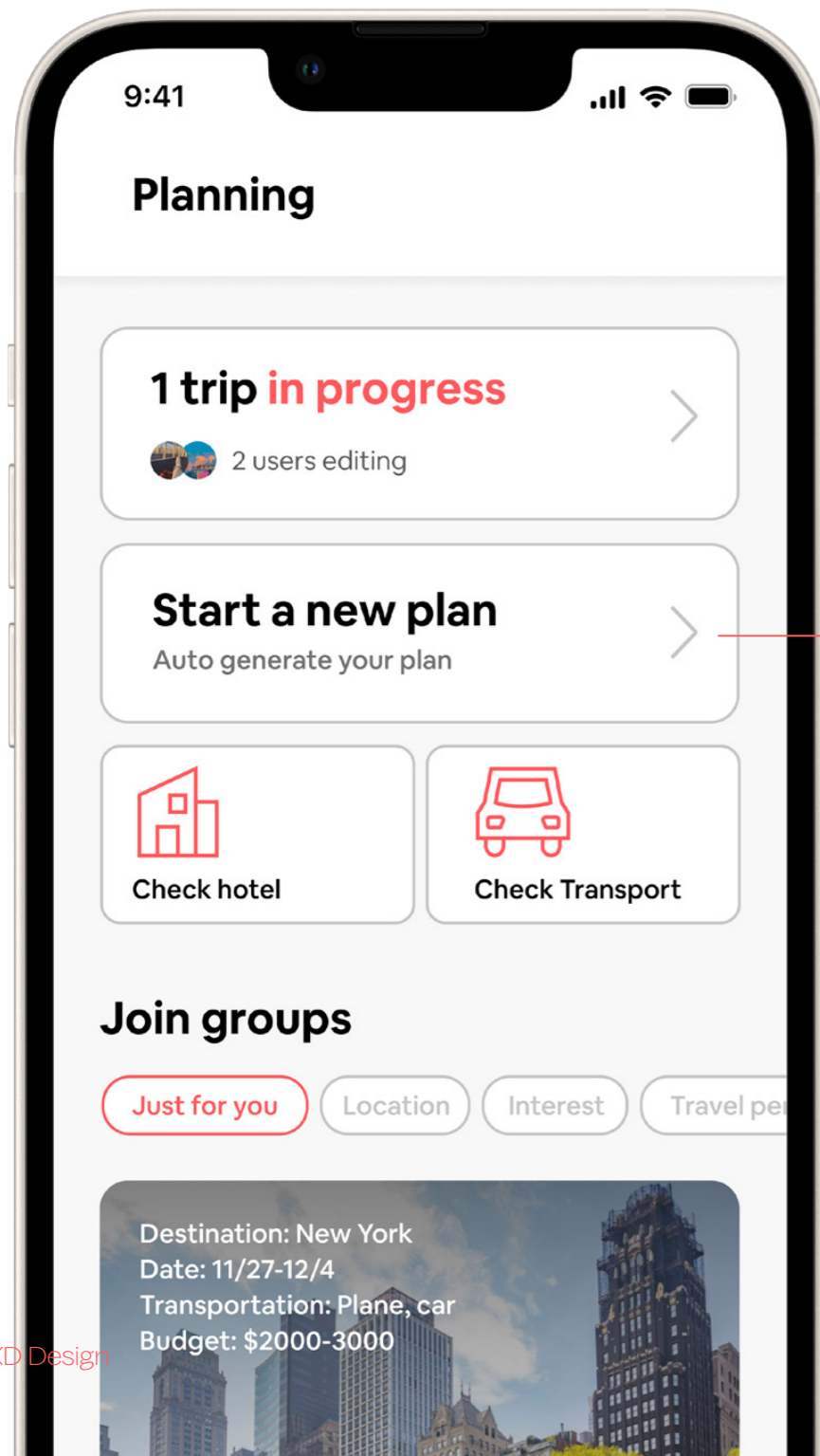
User build a travel plan and invite friend to edit together

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

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

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

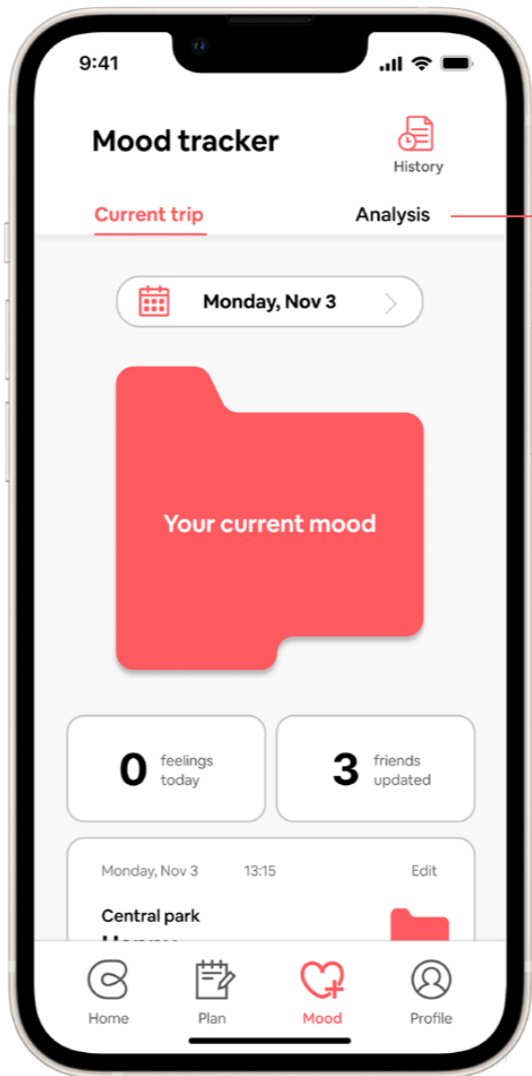
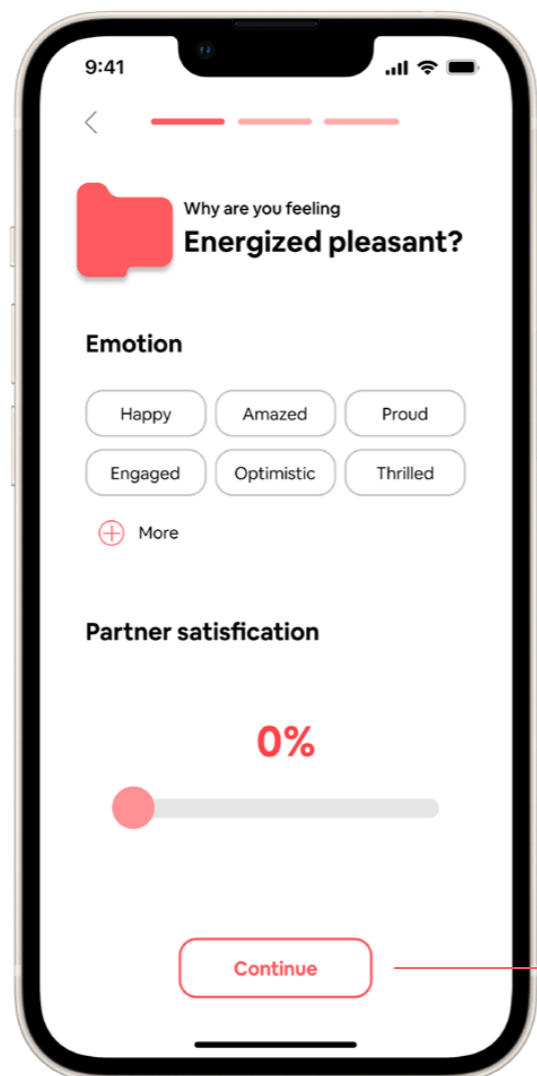
The invited friend can edit the plan together with the user and leave comments below their changes



User Flow 2:

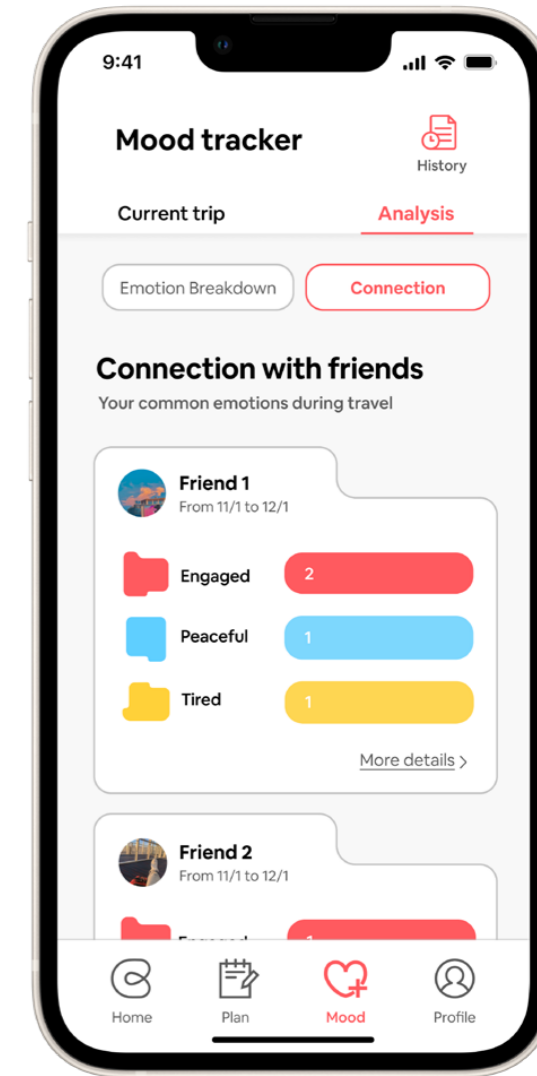
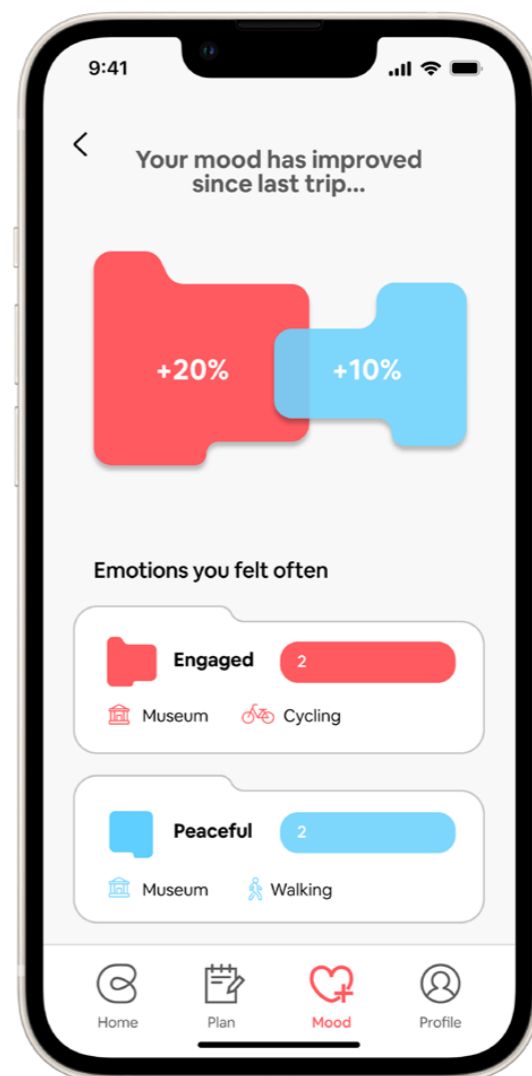
User record their emotion and see mood analysis

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

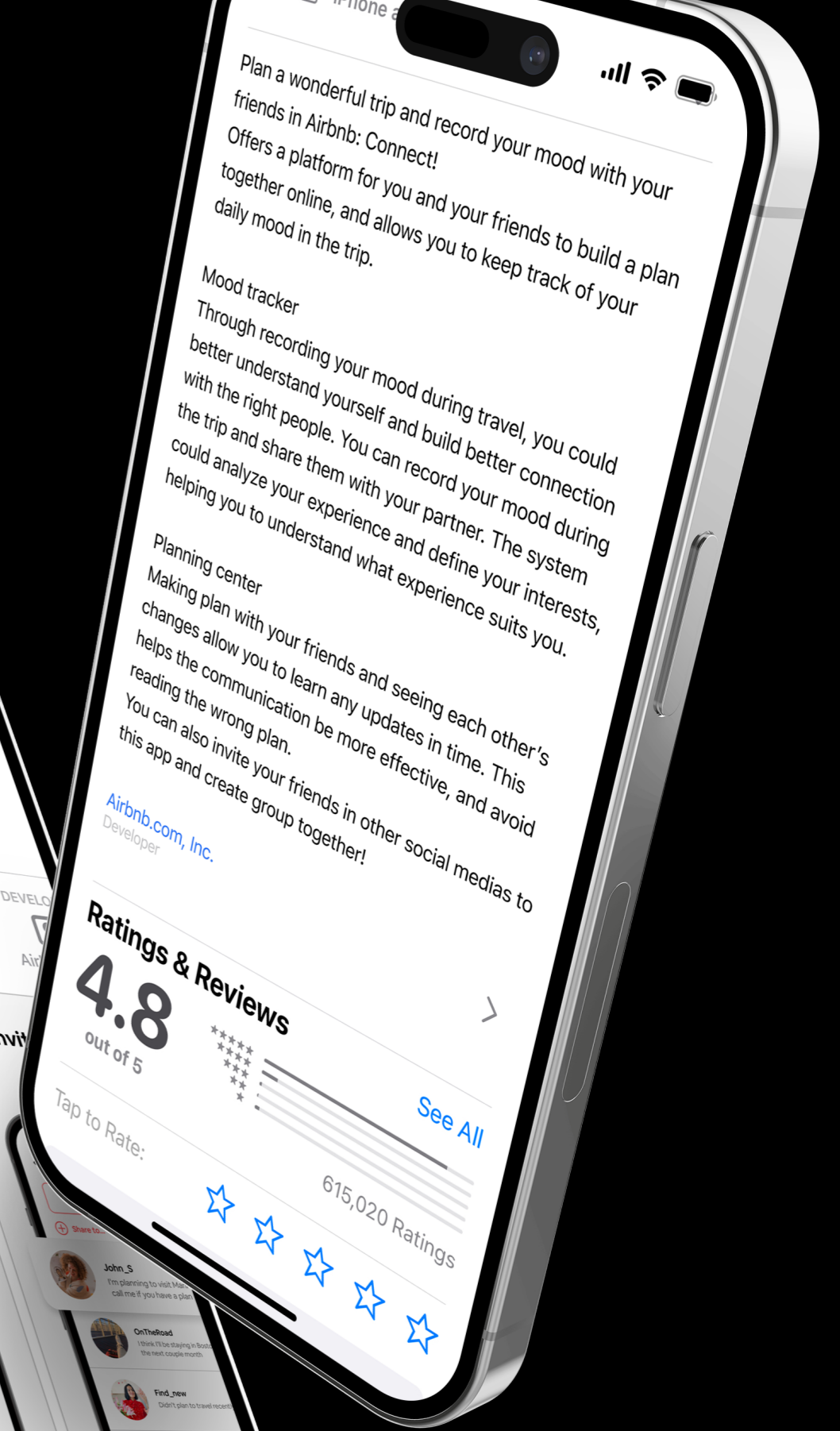


After answering a few questions, user can see their current mood and status in the mood tracker

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



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.

Carolina Caycedo

Spiral for Shared Dreams

How can art draw our attention to models of resistance to environmental threats? For more than a decade, Carolina Caycedo has posed this question through video, performance, and sculpture, investigating the impact of hydroelectric dams and other infrastructure on rivers, lakes, and oceans throughout the Americas—and on the communities that depend on those waters.

Spiral for Shared Dreams is made from 11 handmade atarrayas, or fishing nets, created by four fishing communities in Mexico—the Mujeres Pescadoras del Manglar in Oaxaca, Salvemos Temacapulín in Jalisco, Cooperativa Norte in Nayarit, and Sociedad Cooperativa Mujeres del Golfo in Baja California Sur—that face different environmental challenges.

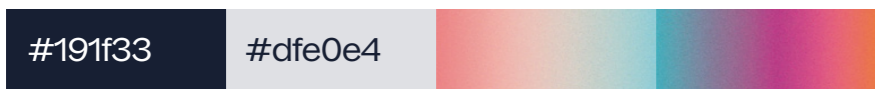
Natural and mythological figures appear on some of the nets: a shrimp; an eye representing Chalchiuhtlicue, an Aztec goddess associated with fresh water, childbirth, and sensuality; and the Aztec glyph atl, which, for Caycedo, "stands for a dignified rage which inspires a lot of us who share dreams for change." Histories of craft, resistance, and environmental activism converge in these delicate monuments to modes of living that exist in close relation to nature.



Logo & Sketch:

Carolina Caycedo

Color Palette:



Typeface:
Gatwick, PP Fragment



Product Mockups:

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





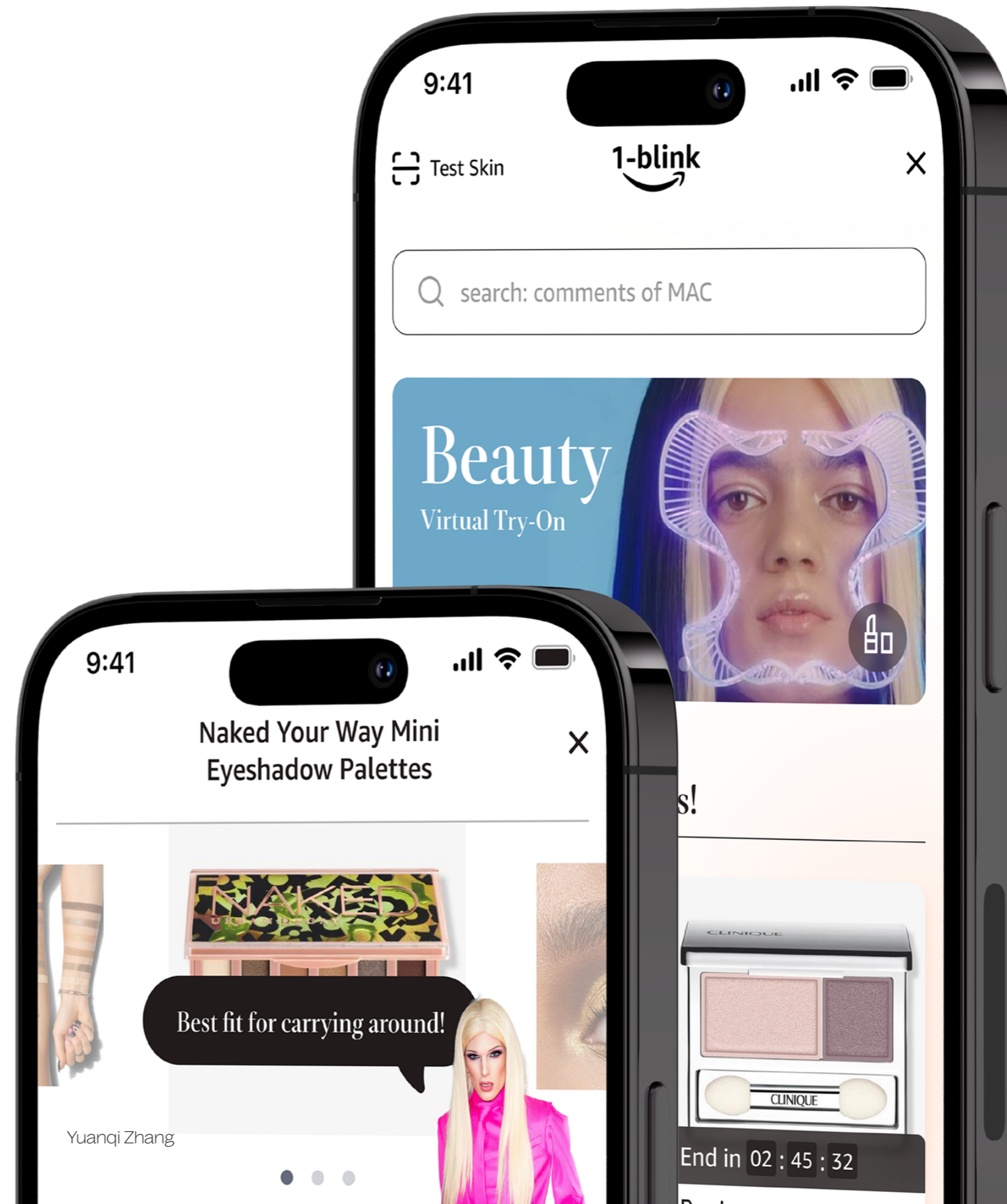
04

IXD and COMM
Justin Lee
Thomas Loizeau
Dazhong Deng

amazon 1-BLINK

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_Ama-
zon1-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 improve personalized recommendation's accuracy

Solution:

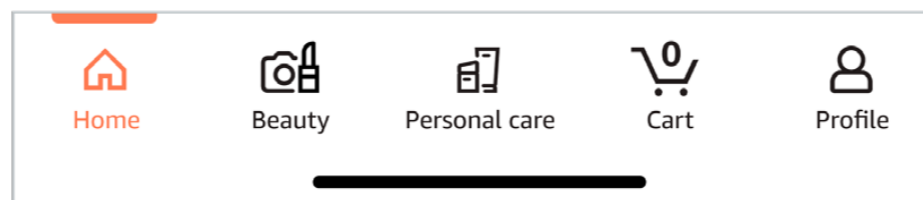
One-Blink: Help user understand their skin condition and find out their best fit product in one feature page.

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:



#211b1b Primary color	
#000000 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

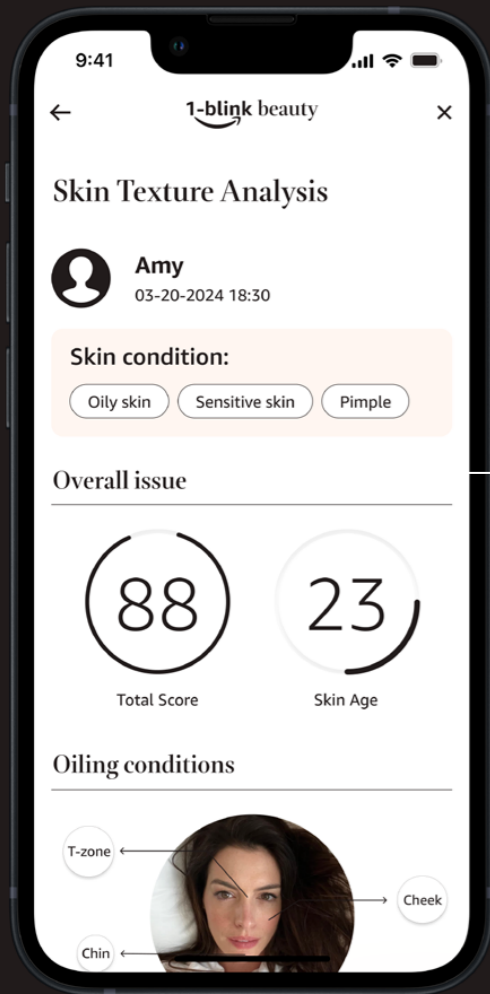
12px, Regular

User Flow 1:

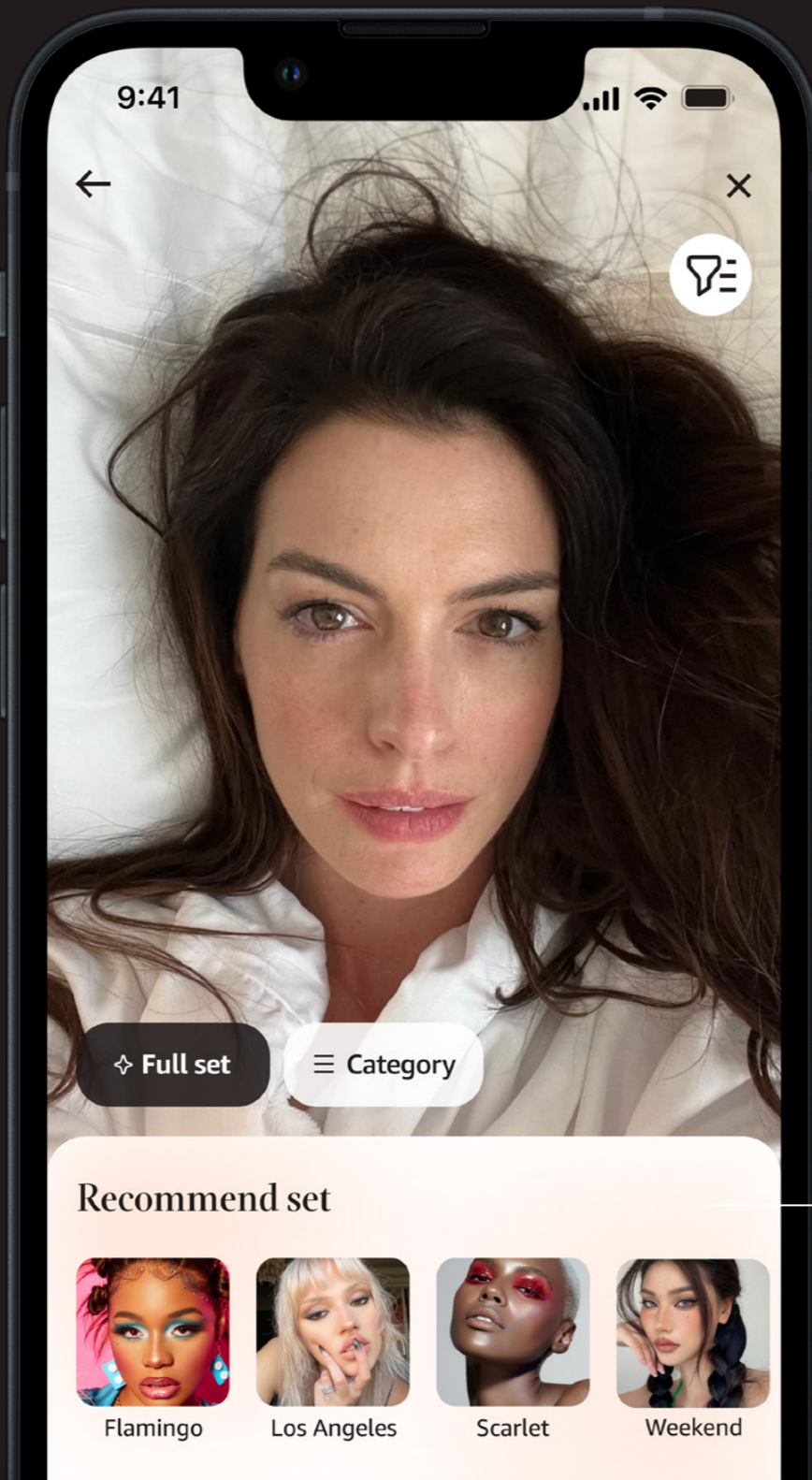
A first-time user chooses a recommend style set and purchases another eye shadow product in the beauty section

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

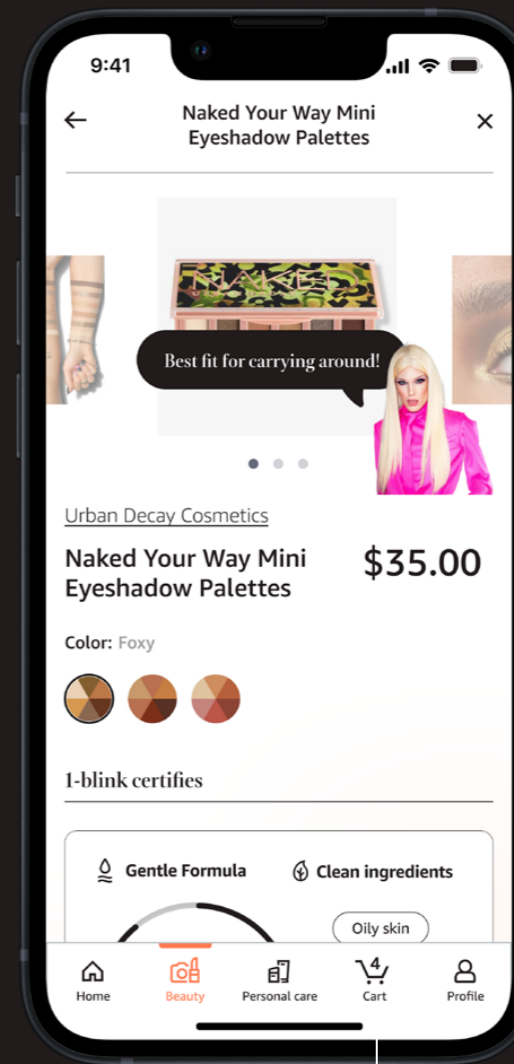
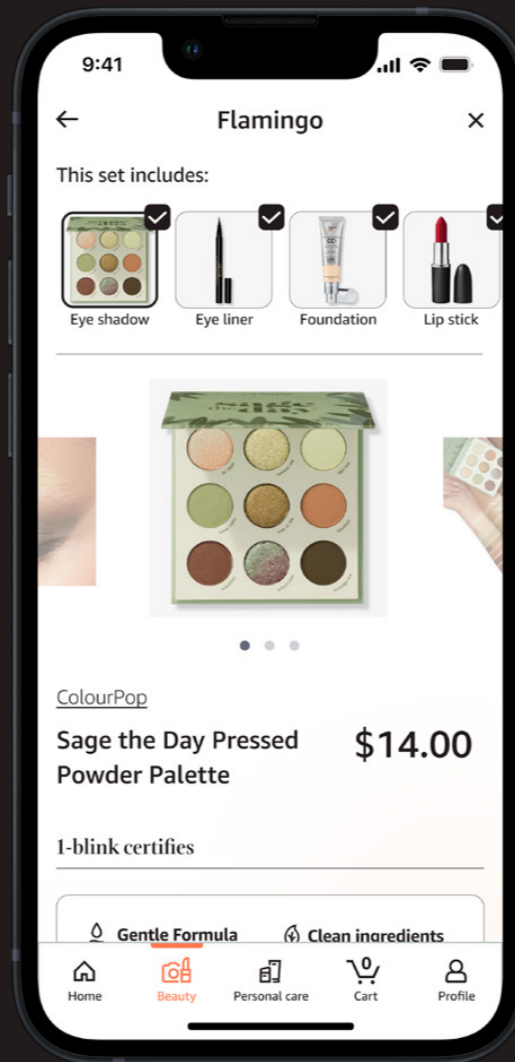
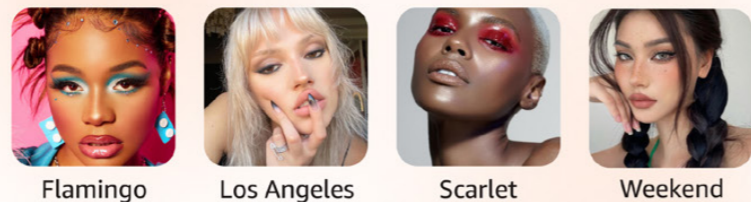
User can purchase all the products they chose in the mini app by clicking "Cart" below



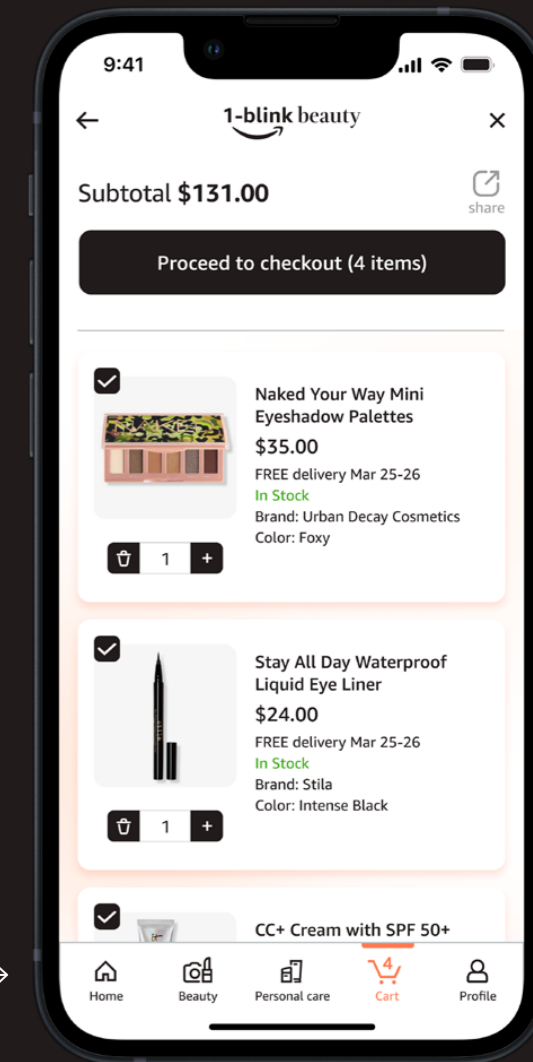
New user will be advised to take a skin test before using the VR try-on feature



Recommend set



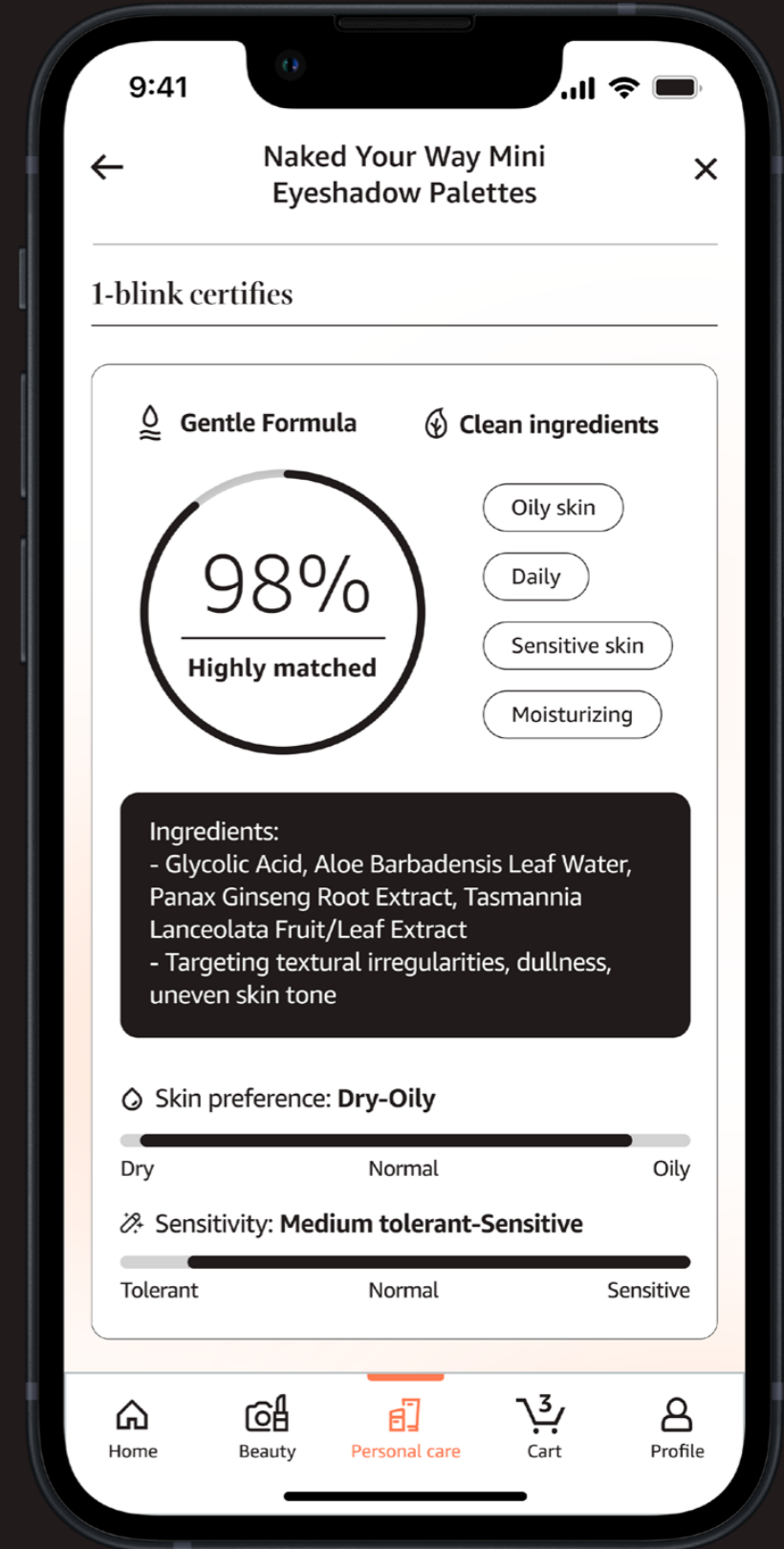
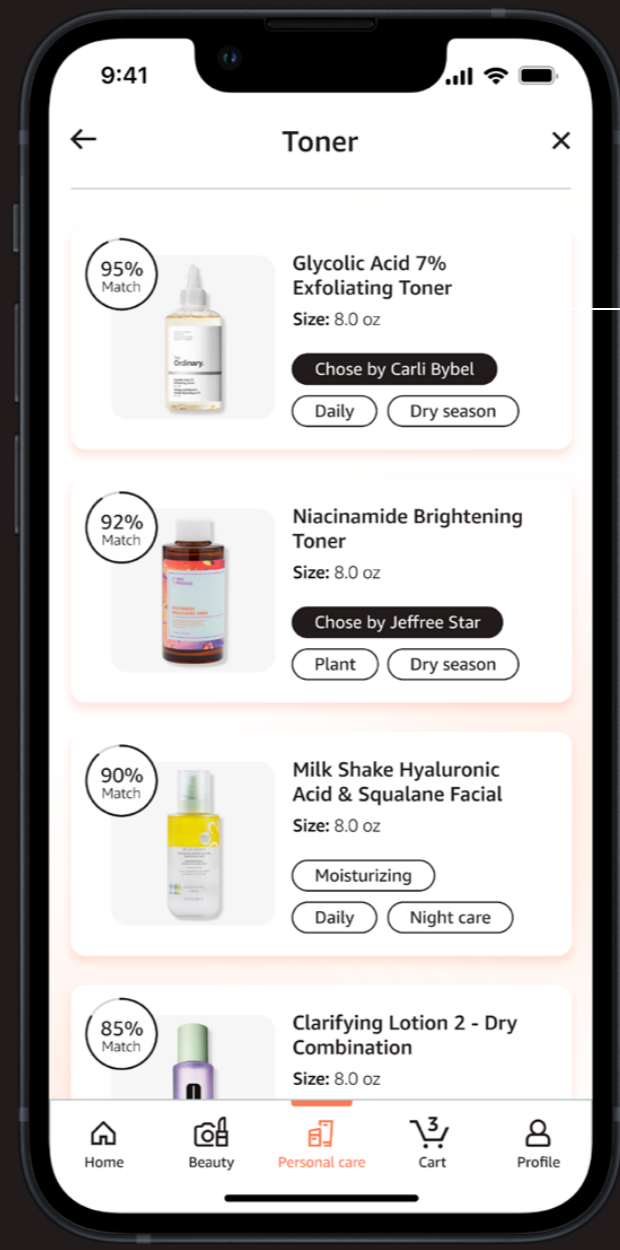
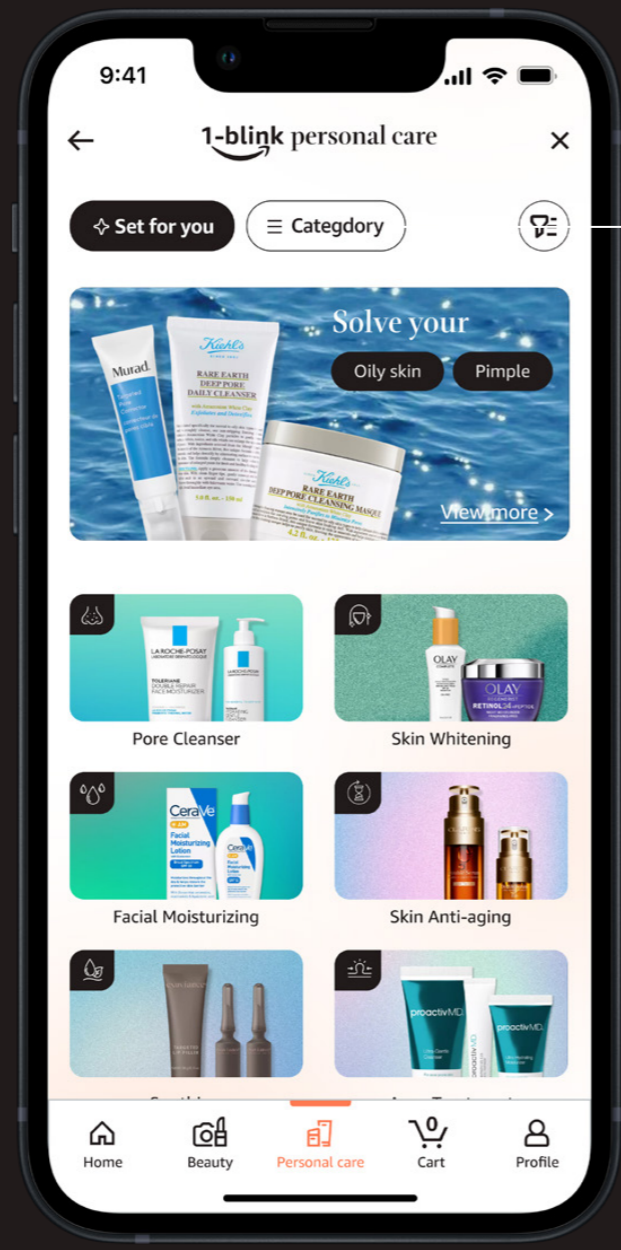
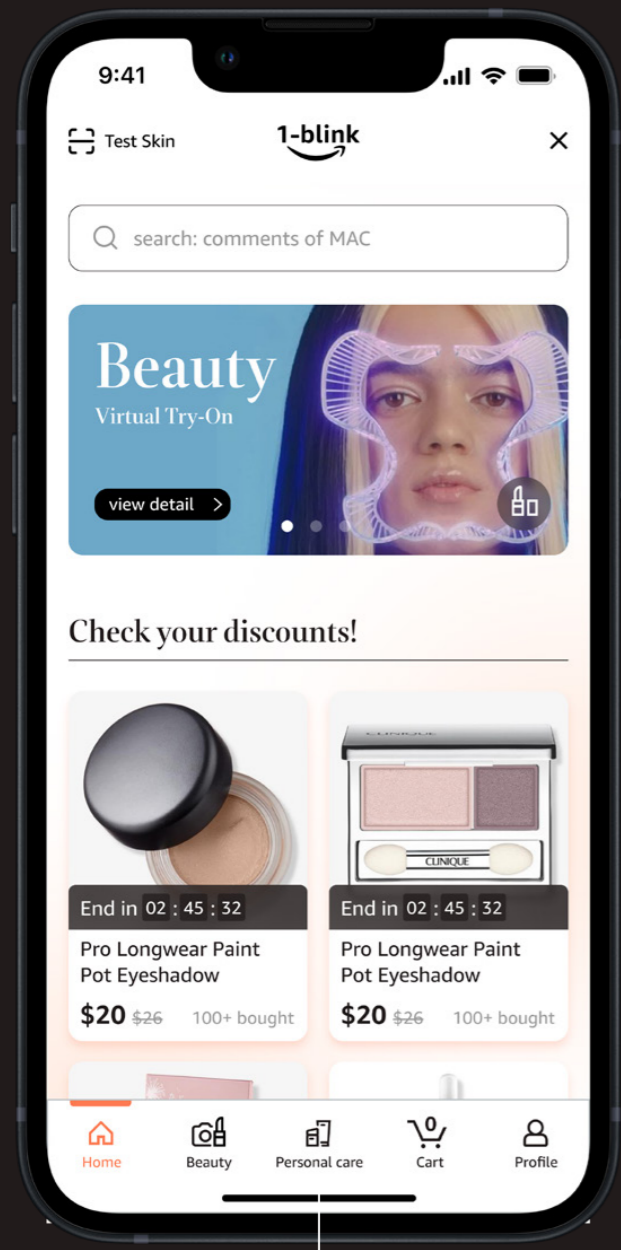
The best fit product will have YouTuber's image and recommendation line on it



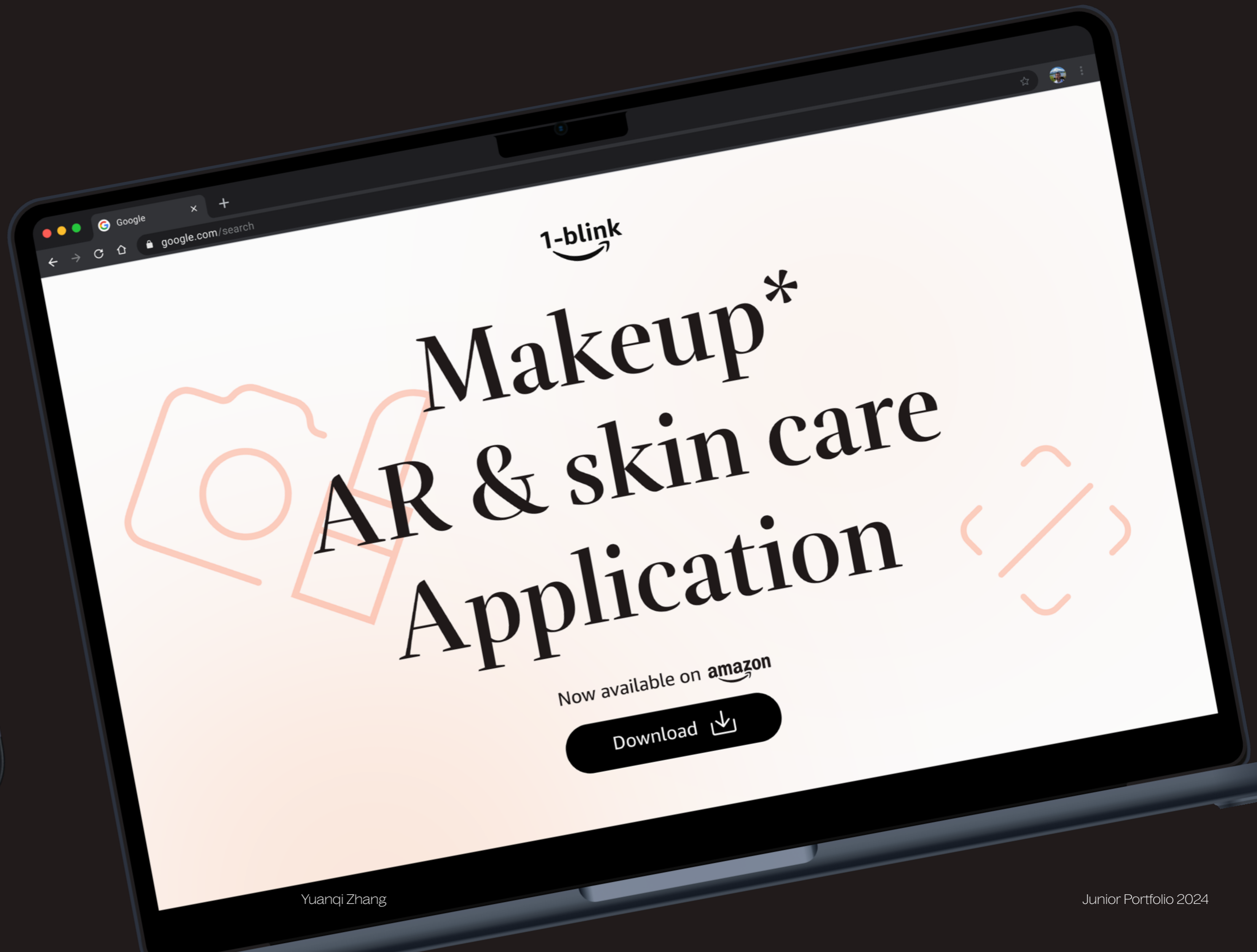
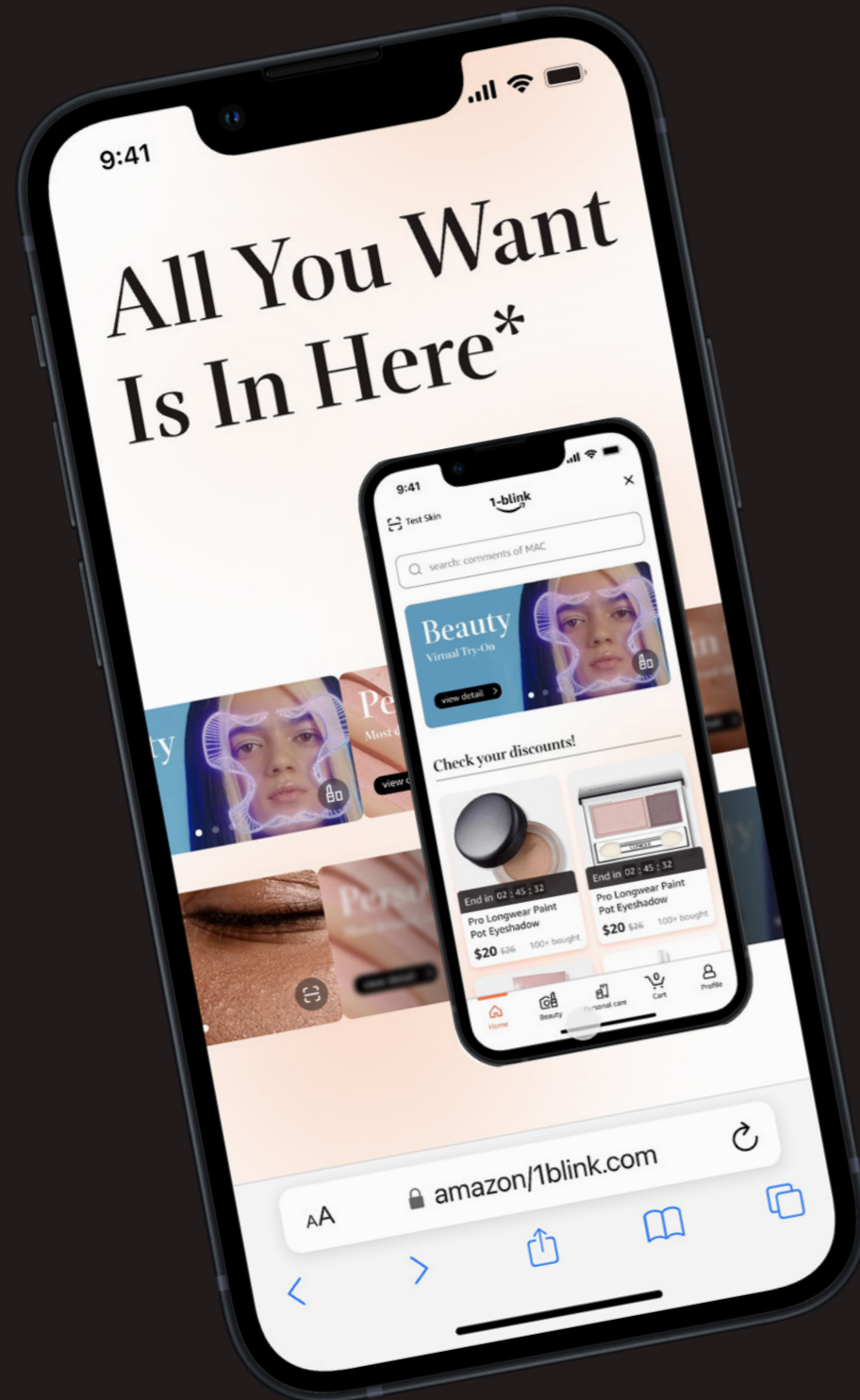
User Flow 2:

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 designs.
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

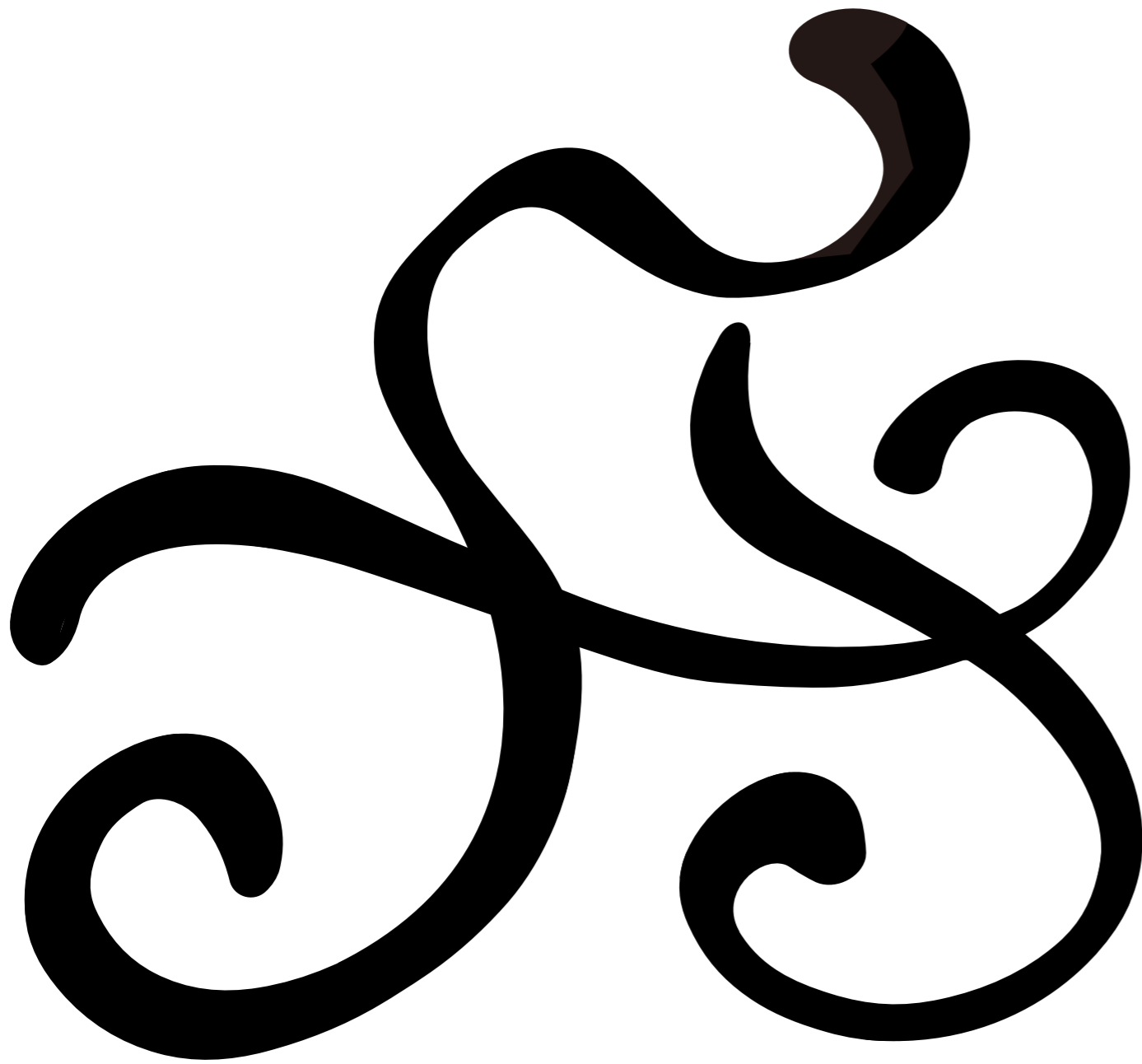
Typography
Kenneth Deegan
Brankica Harvey

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:

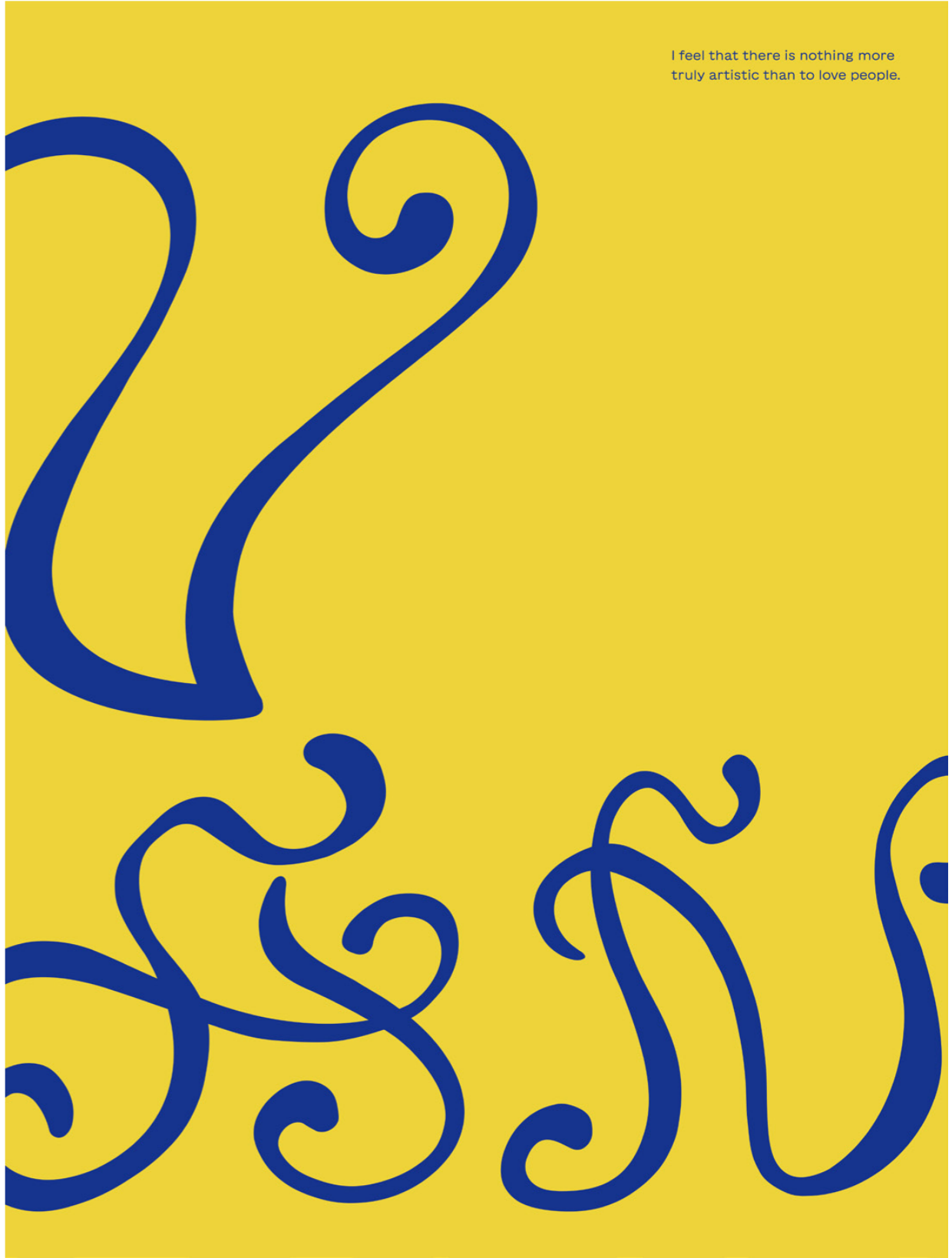
1 2 3 4 5 6 7 8
9 0 , ; " ' ? ?

Words and Sentences:

కంసుక
 హేమి ఆంధ్రులు
 దివ్యులును నిండెను
 నాకు తెలుసు నున్నది లోకం
 ఏ నుండినా నున్నది నాకు తెలుసు.

Poster Design:

Size: 18 x 24 in



Poster with Painting
Mockup:



07

IXD and COMM
Justin Lee
Thomas Loizeau
Dazhong Deng
Jaeyoung Lee

dinoventure

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_Dinoven-
ture2024.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:



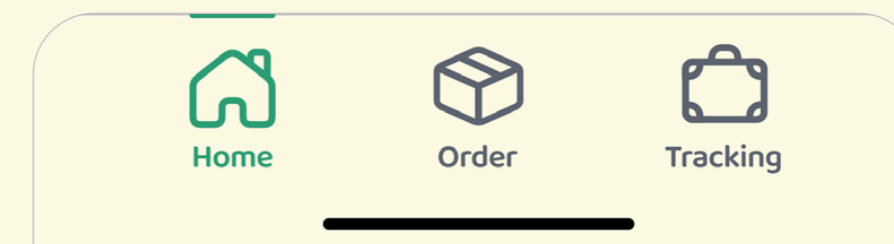
Color Palette:

#f9e3e3 Background color	#ffffff Text color	#5b636f Text color
#2b9d74 Primary color		

Kid mode navigation bar



Parent mode navigation bar



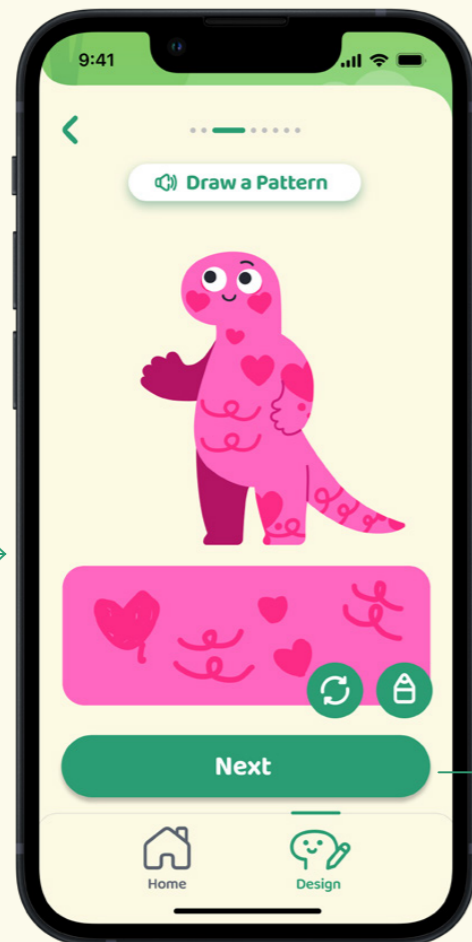
User Flow 1:

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



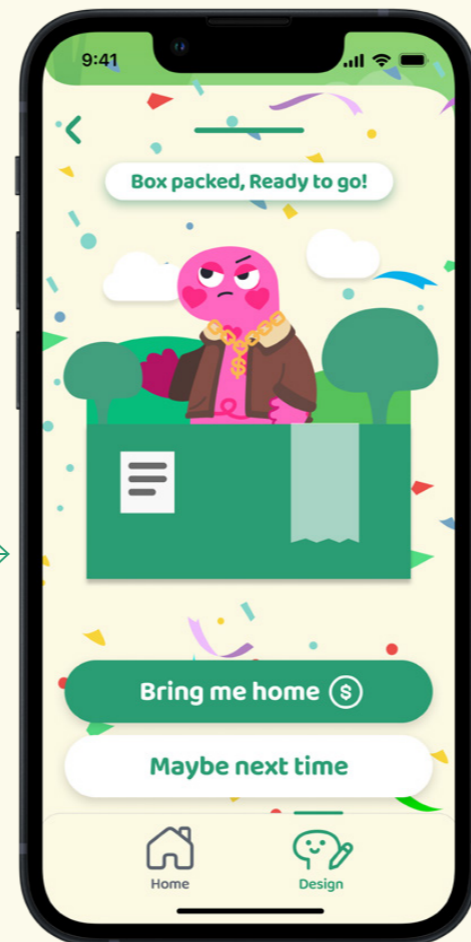
Enter from the "Start Design" section on the Homepage and Choose a template

Draw patterns on the artboard. The drawings will be randomly arranged on the template



Choose clothings, accessories, and facial expressions for the dinosaur

After decorating the template, user can choose a box that will be delivered with the dinosaur



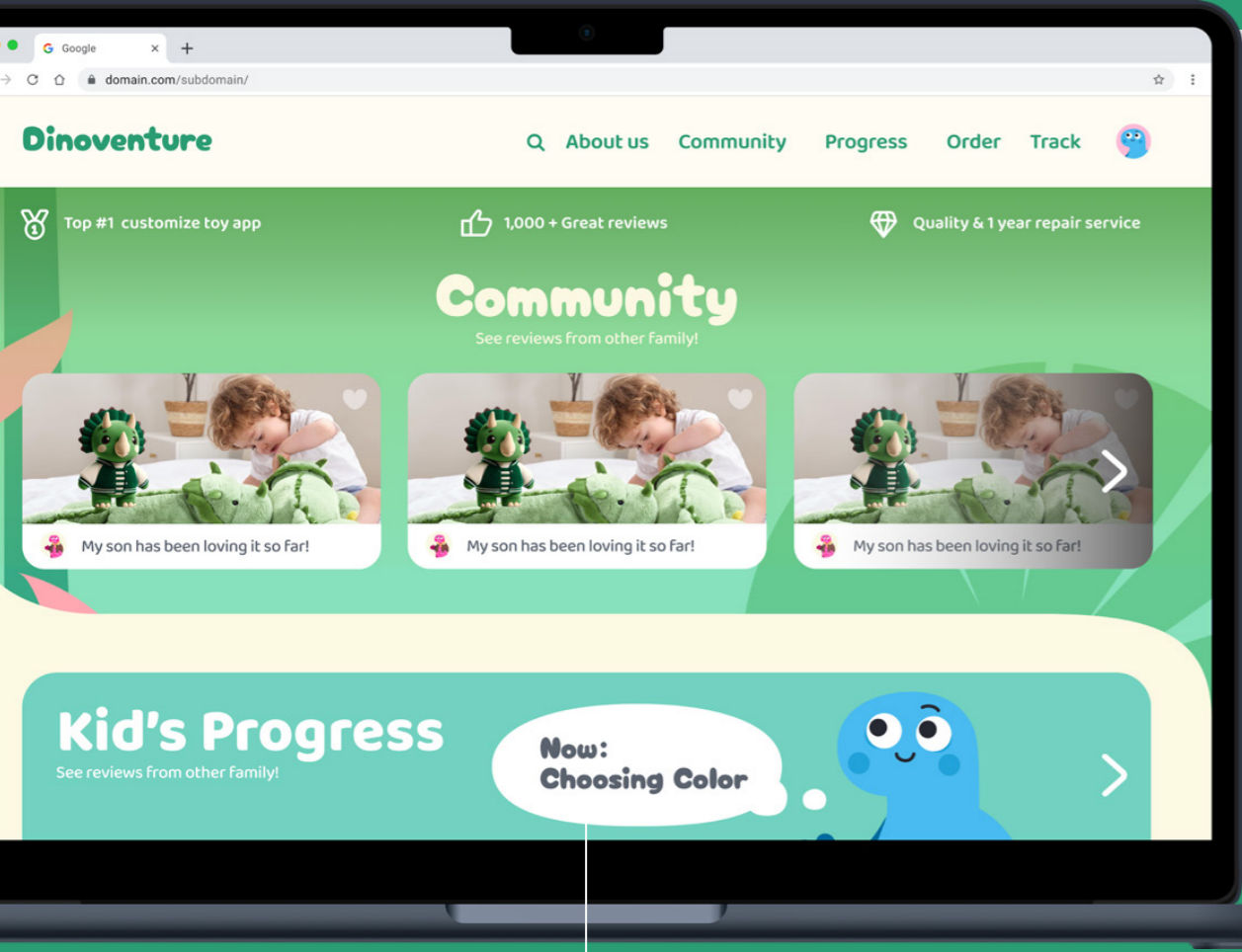
User Flow 2:

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

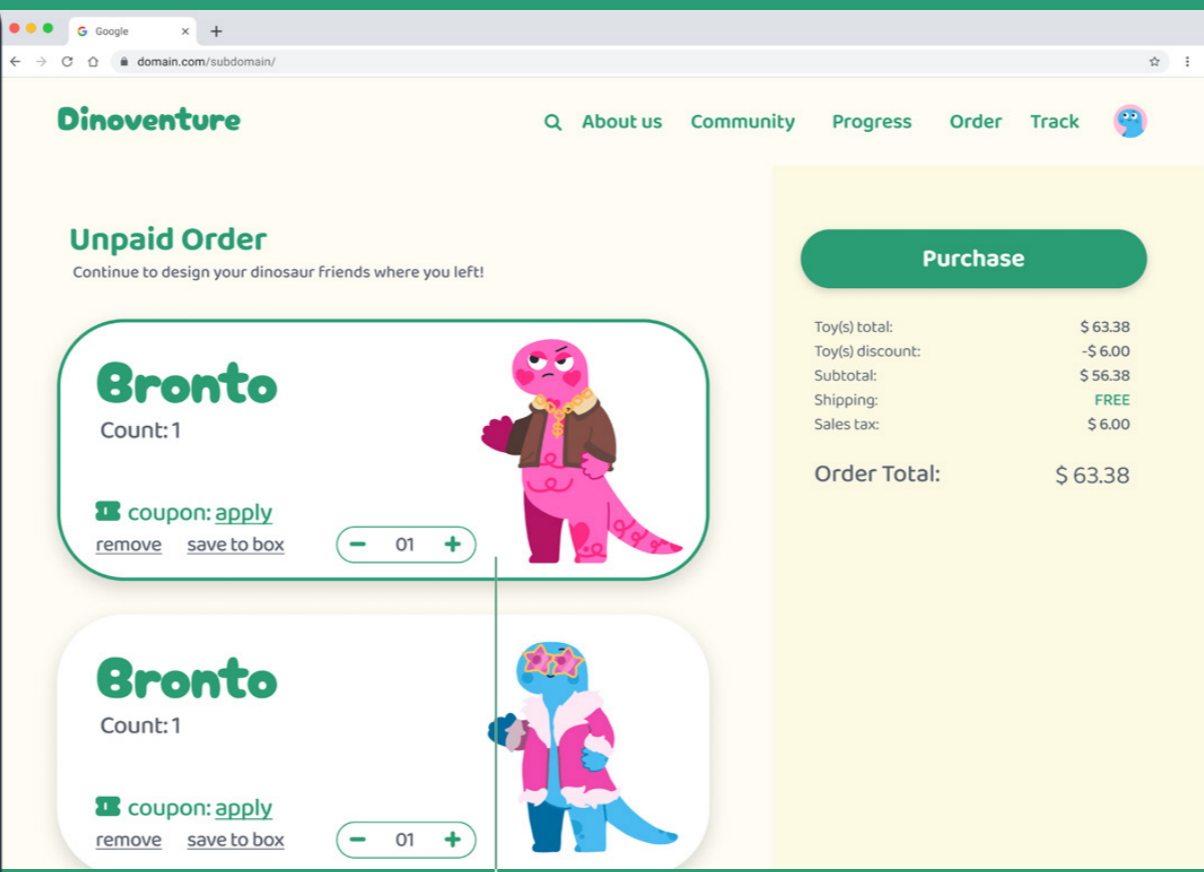


User Flow 3:

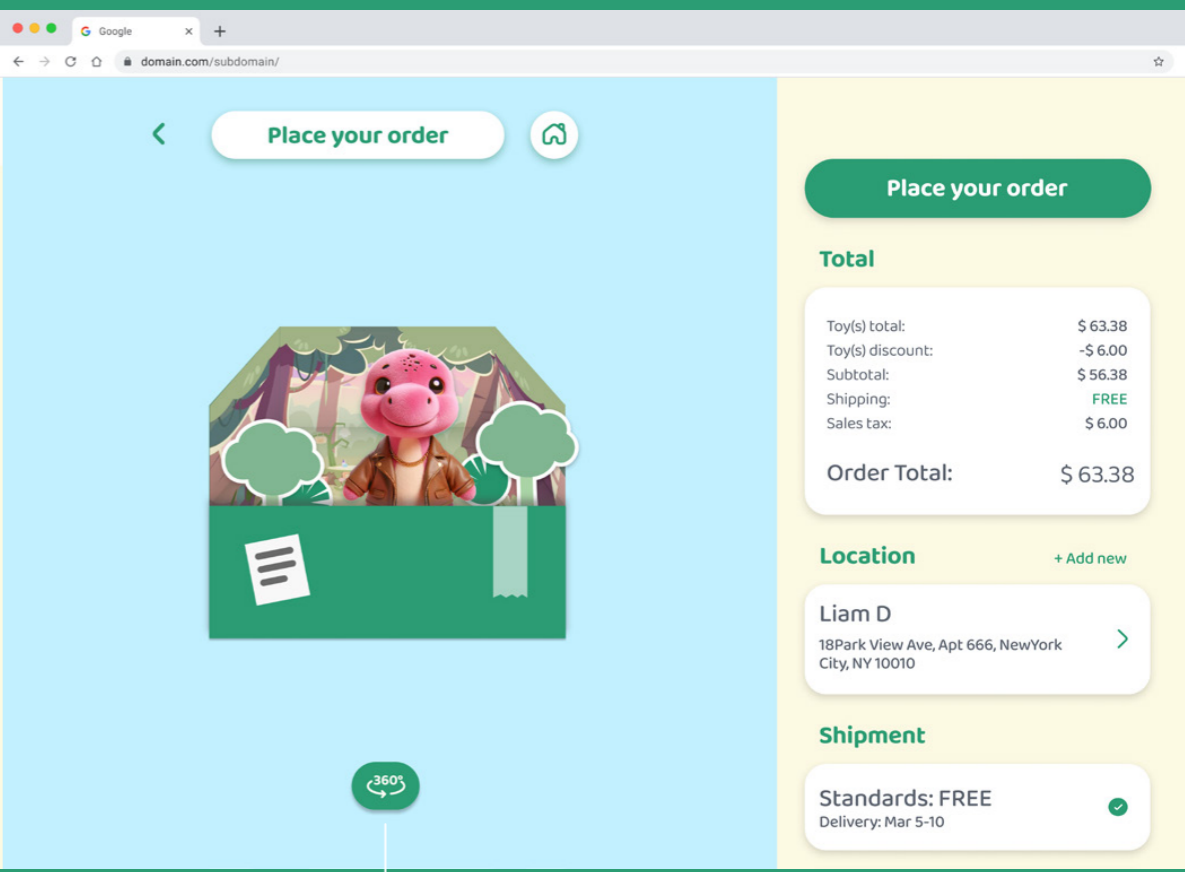
When parents receive their kid's finished order, they can purchase it in the parent mode.



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

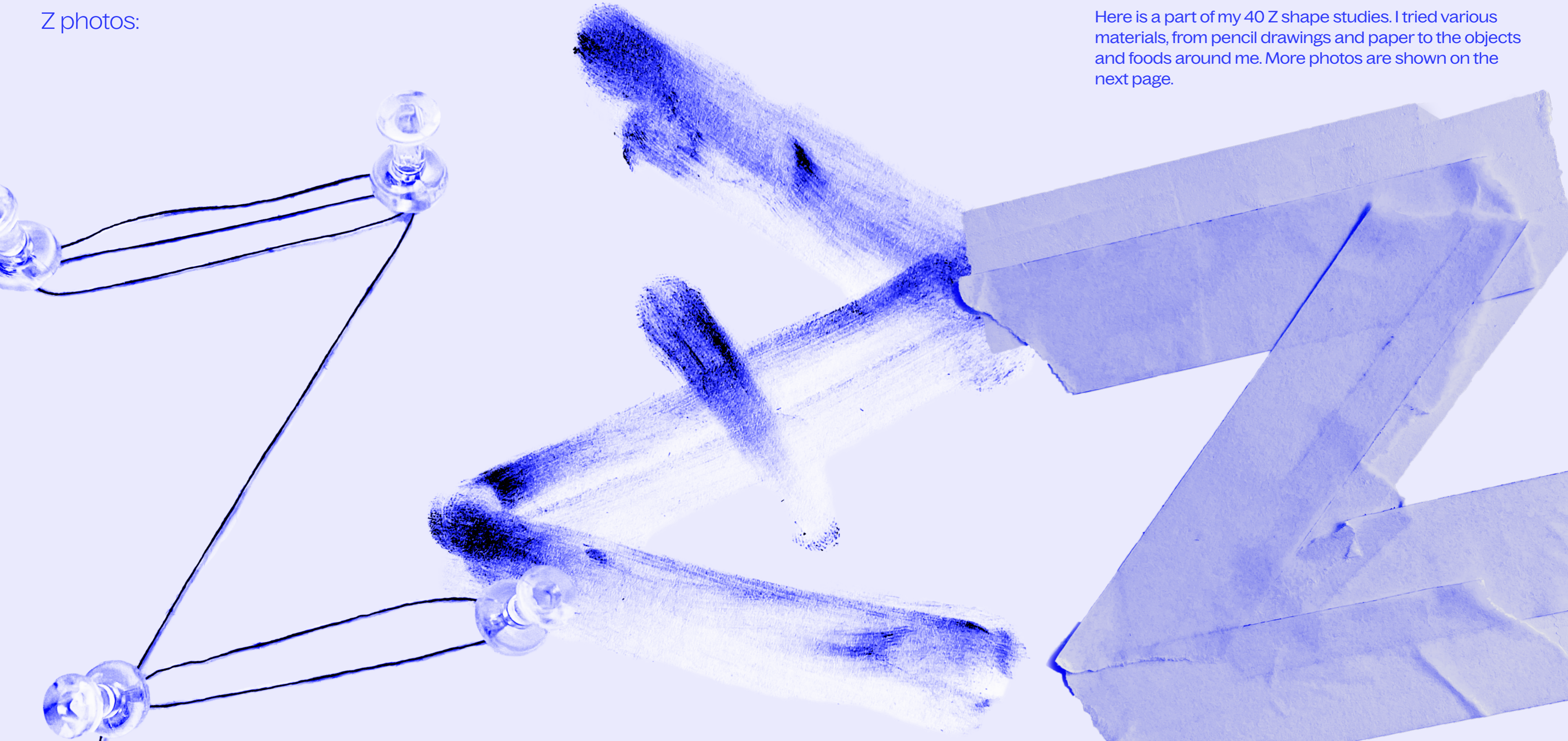
This is a letter Z study project. I created 40 different Zs with various materials and organized them into a zine. The zine includes photos of the Z I made and my experience making them.

Typography
Kenneth Deegan
Brankica Harvey

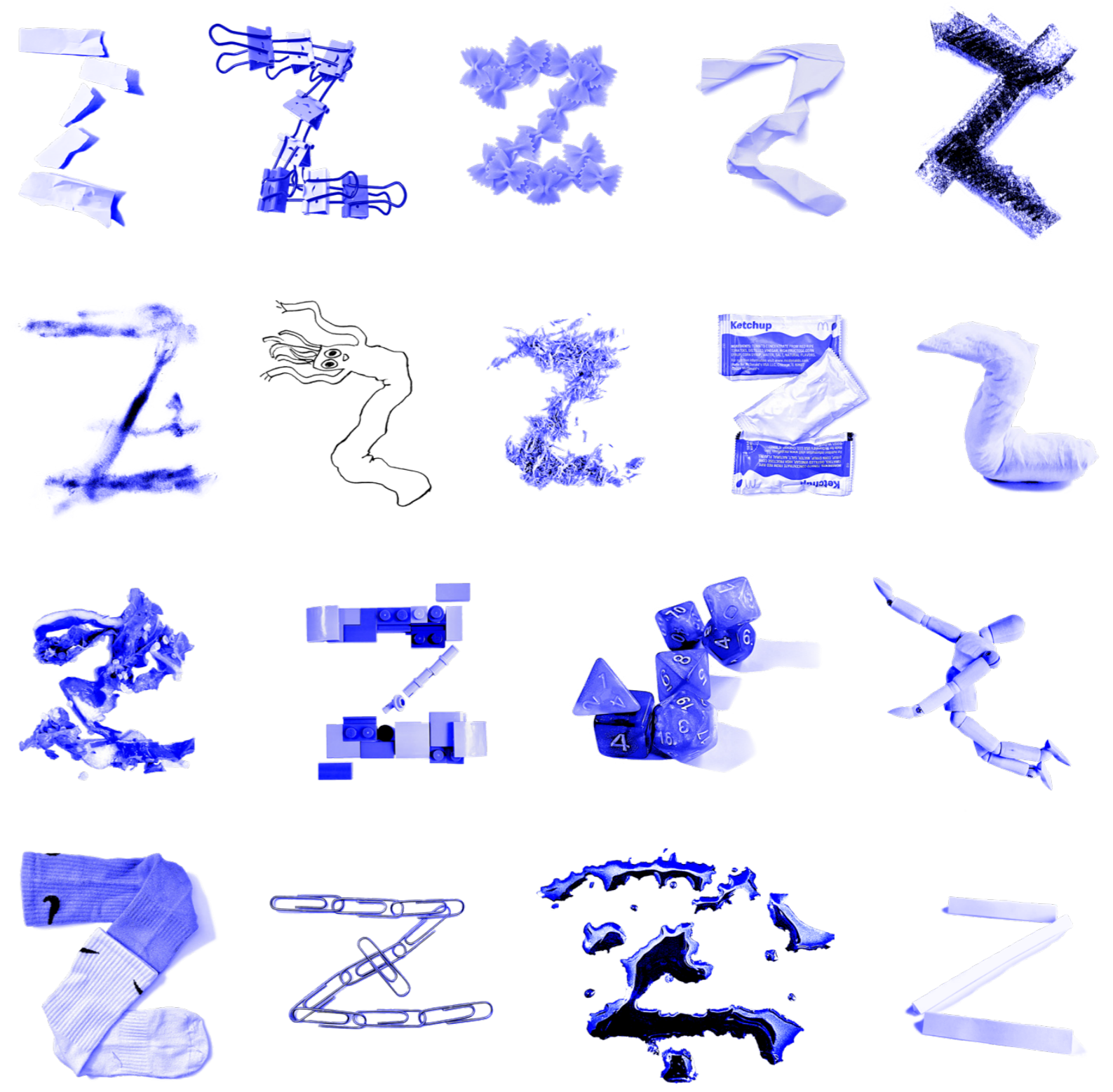


Z photos:

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.

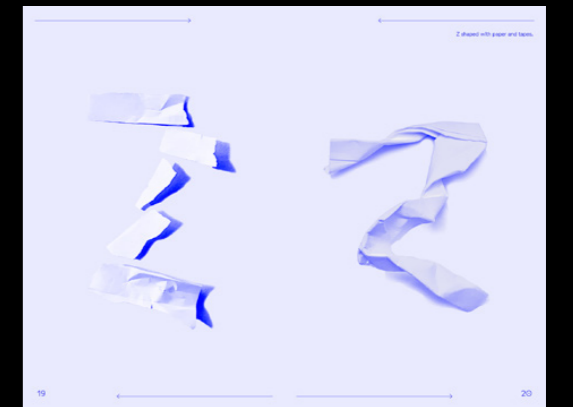
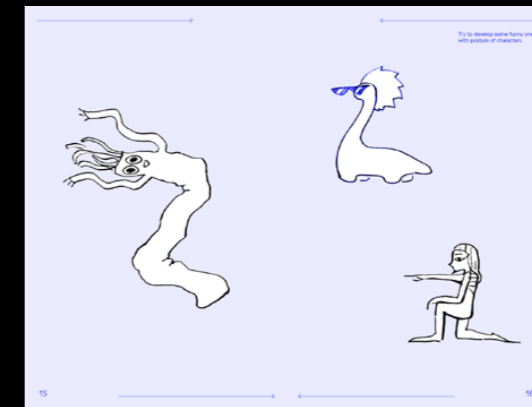
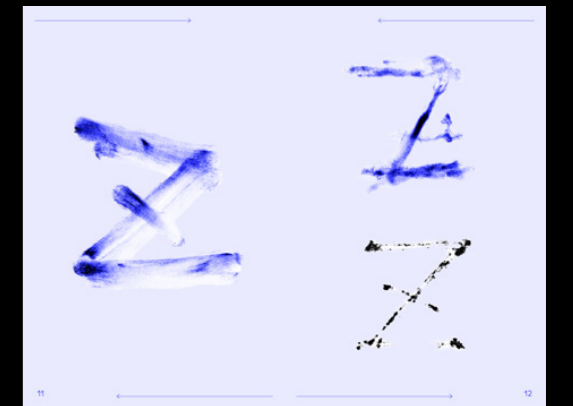
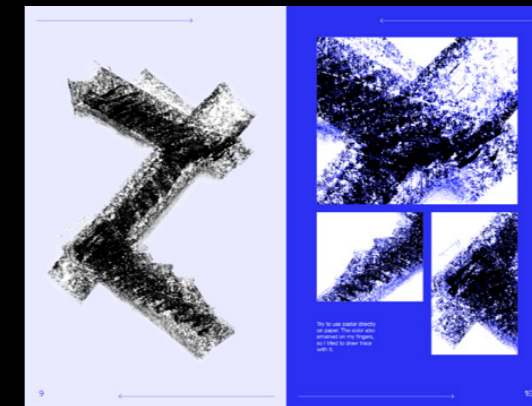
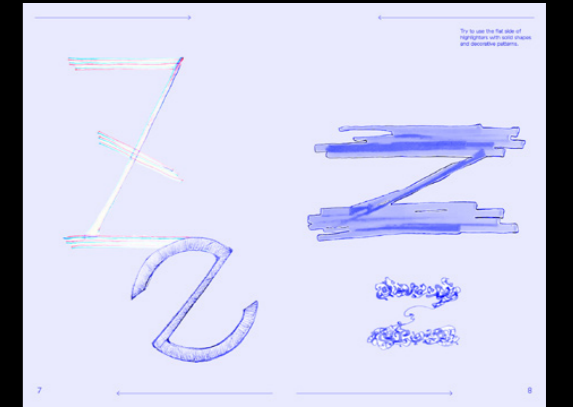
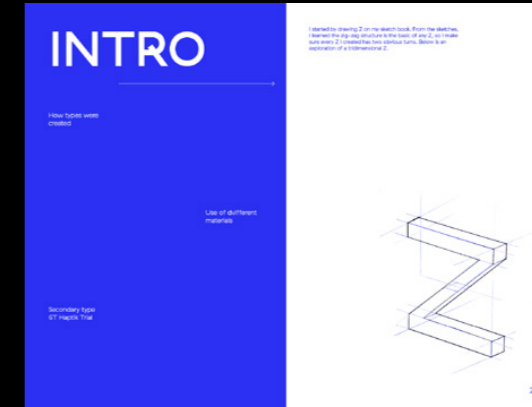
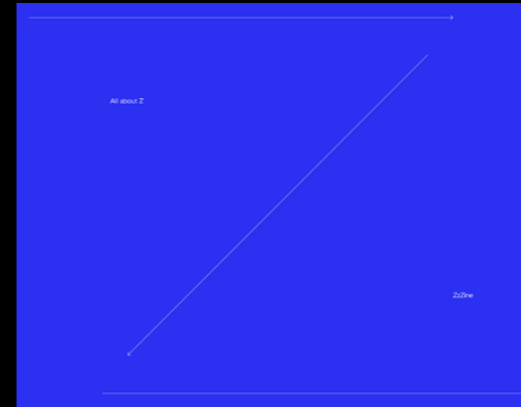


Z photos:



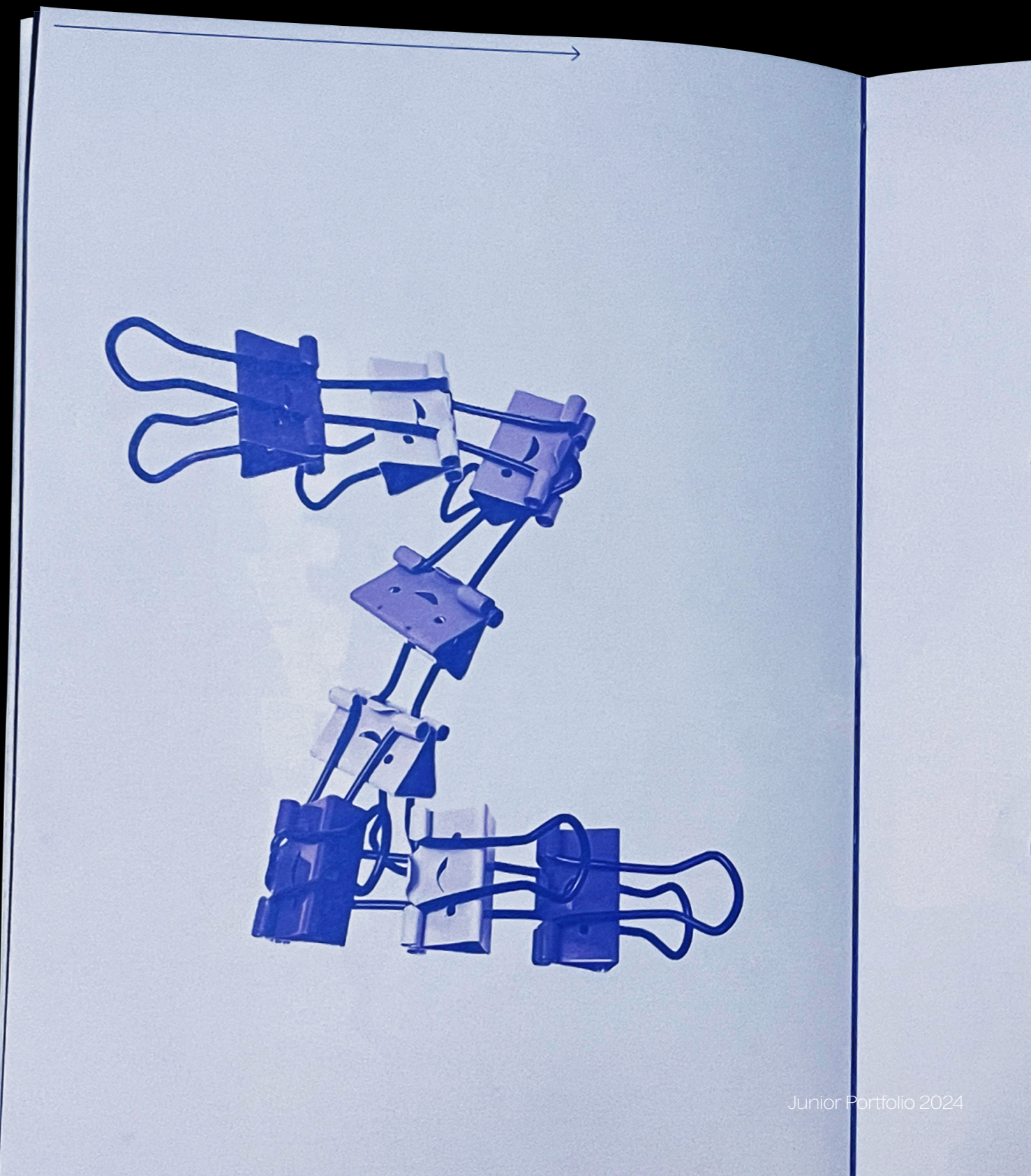
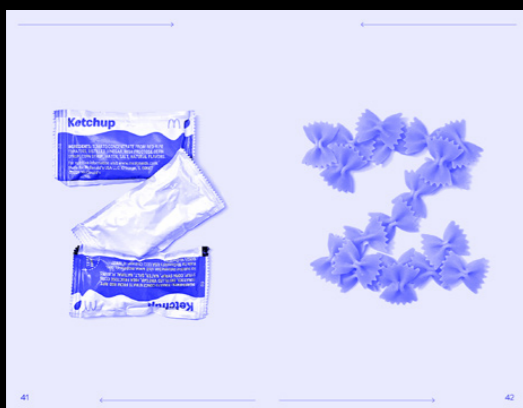
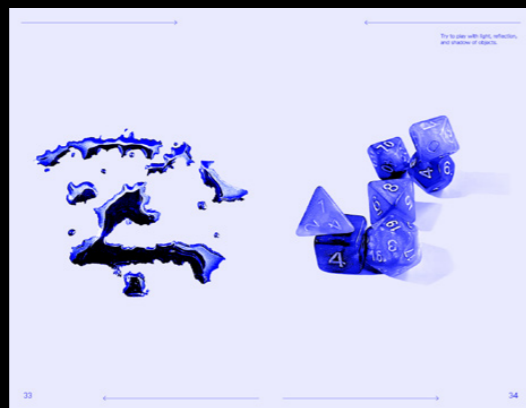
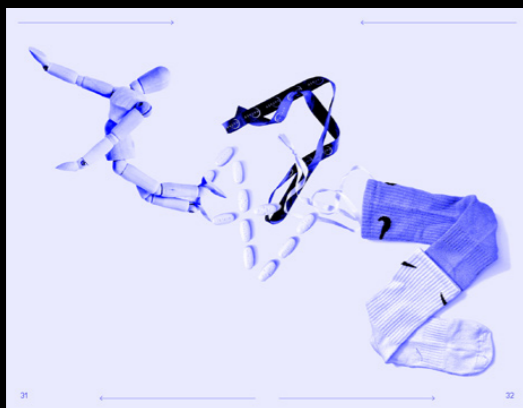
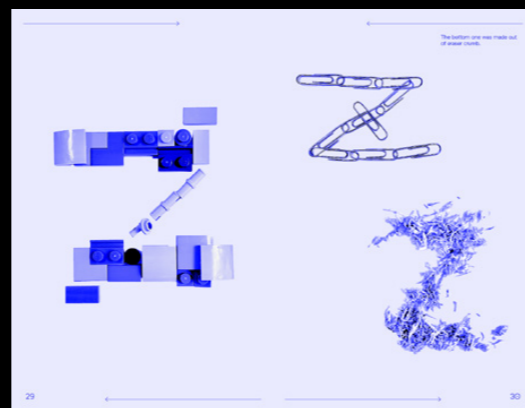
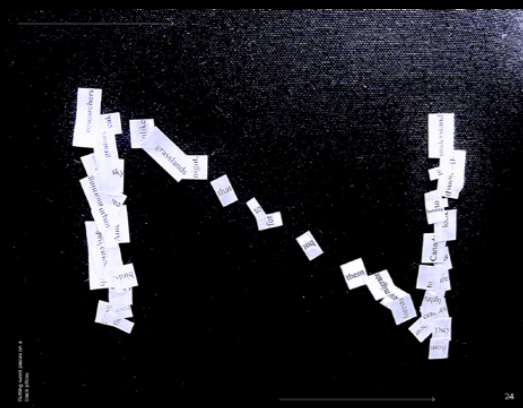
Spreads Design:

Size: 5.5 x 8.5 in (single page)



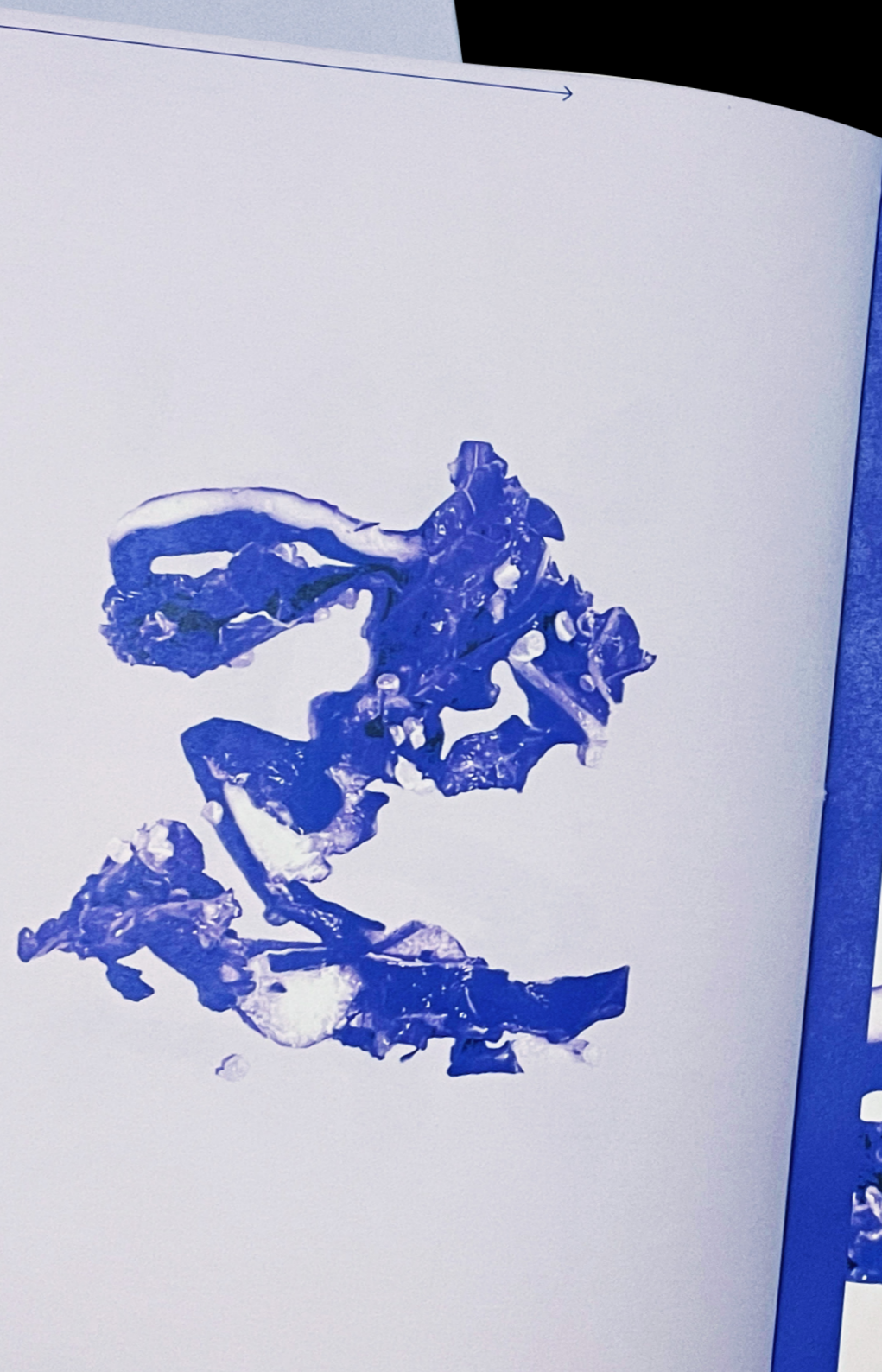
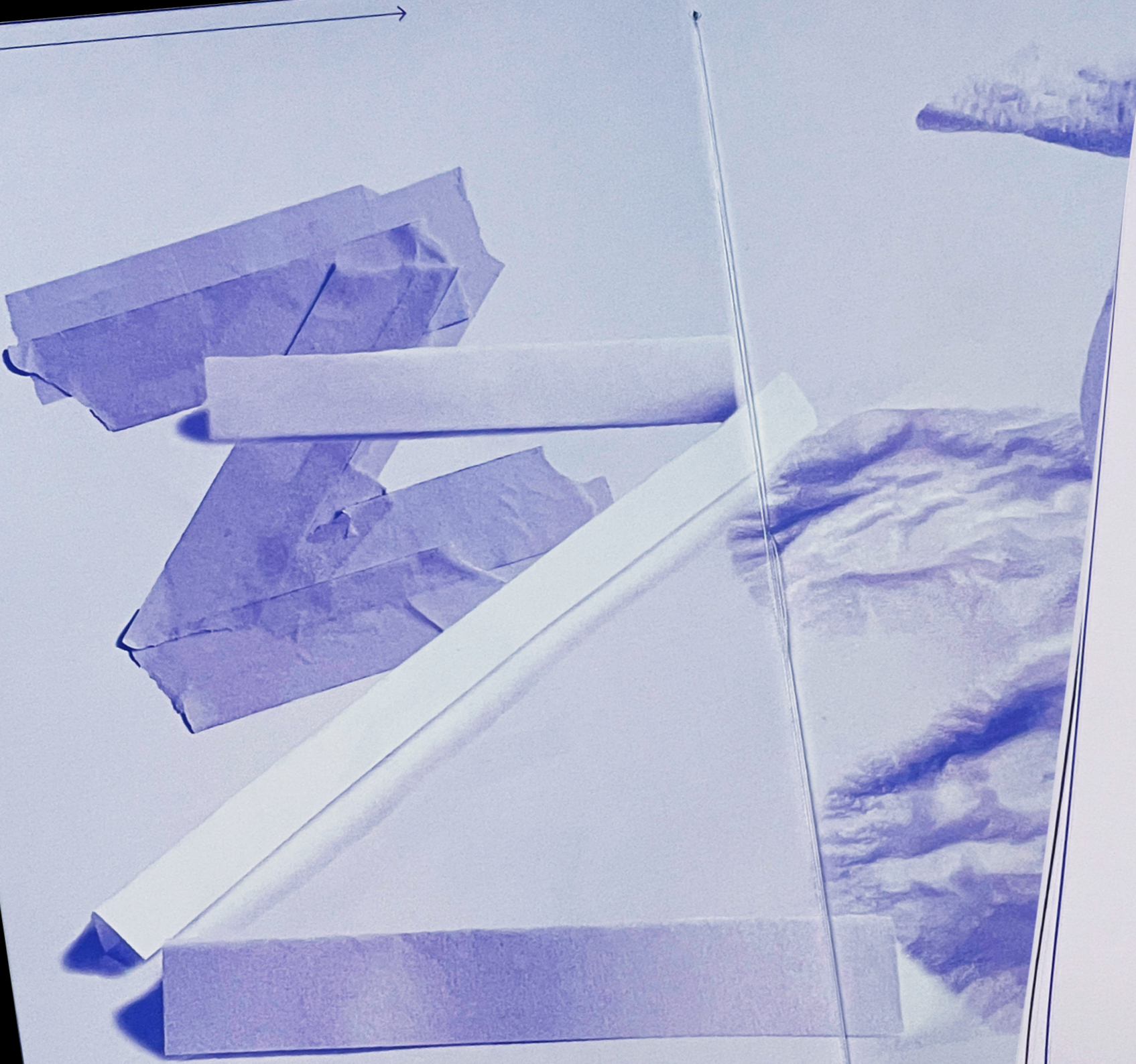
#2b30f1 (100% / 10%)

Typeface:
GT Haptik Trail



Zine Photos:

A 3D napkin model and water stain on napkin.



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09

Typography
Kenneth Deegan
Brankica Harvey

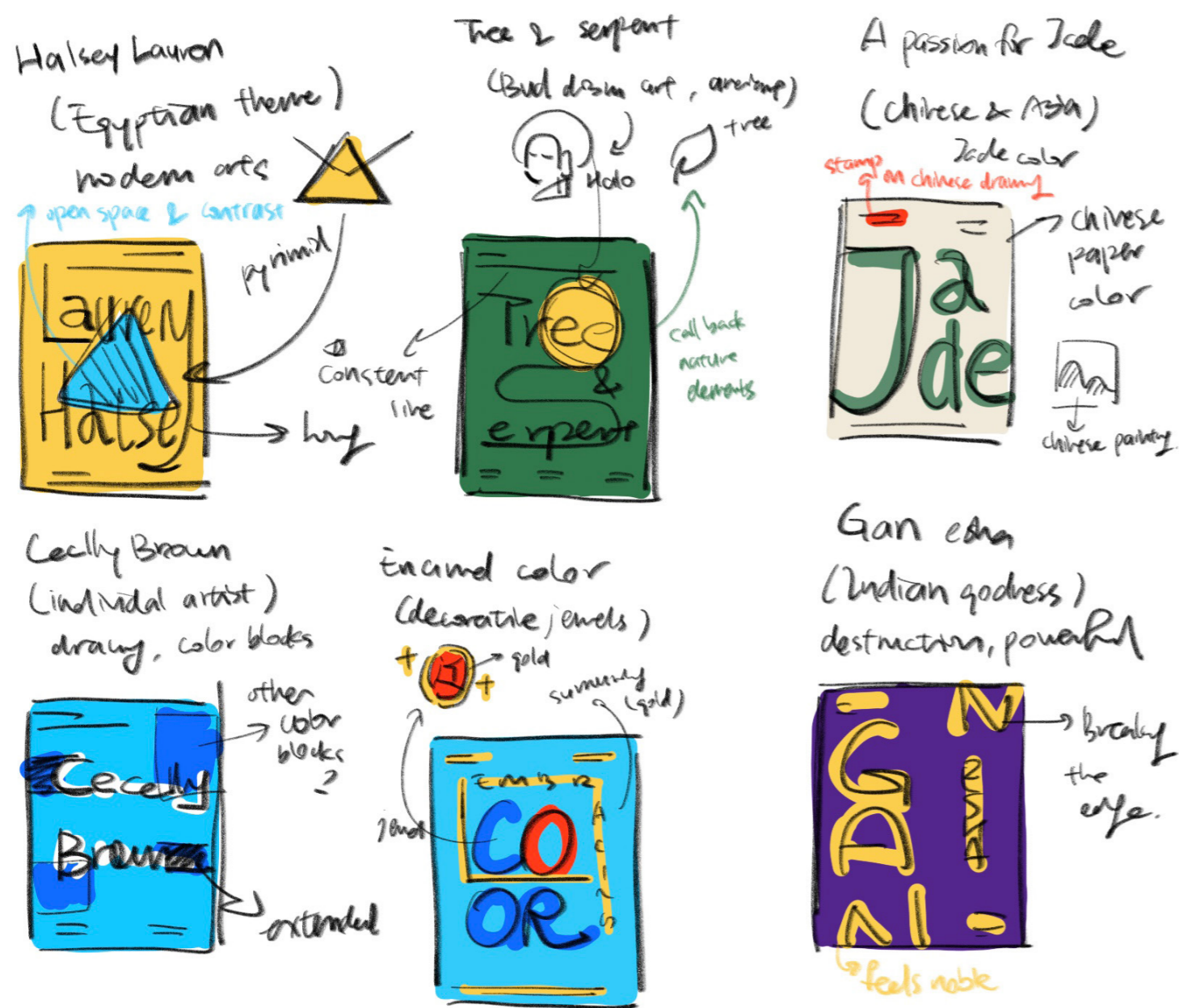
CULTURAL POSTERS

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:



Early Buddhist Art in India
200 BCE - 400 CE

Tree
&
Serpent

The Met Fifth Avenue
Gallery 999
July 21 -
November 13, 2023



10

Typography
Kenneth Deegan
Brankica Harvey

snome 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.

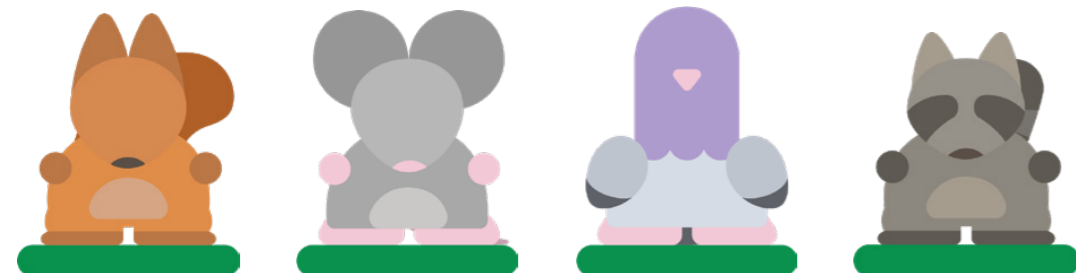


Logo & Board Game Design:

Map size: 17 x 11 in

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

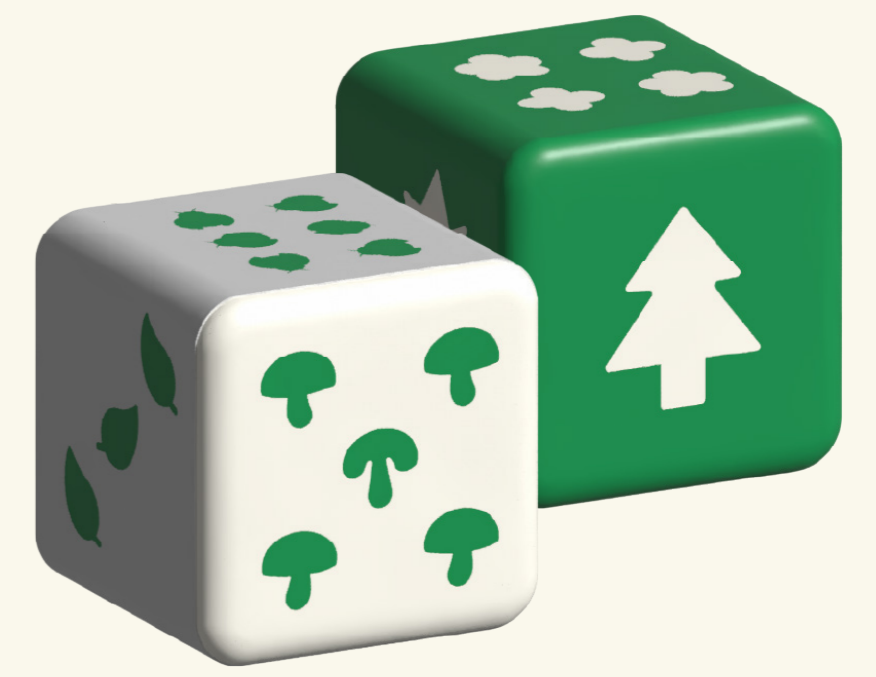


Gnome in the House
We recommend 1-4 players at a time. When you roll the dice, the green dice decides which floor you should go to, and the white dice decides how many steps you should take on the map. Try to accomplish the task on the block and HAVE FUN!

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.



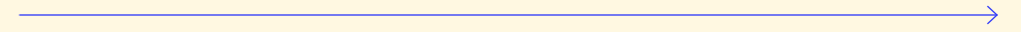
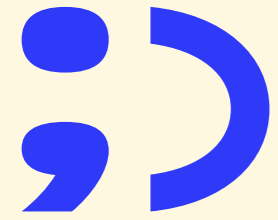
The patterns on the dice are the same; they combine the elements in nature, such as trees, flowers, leaves, etc.

Wall Drawing Mockup:

**AUDIO
VISUAL
SERVICES**



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