



NICOLAS WONG

PORTFOLIO

email: nicolaswong99@gmail.com
phone: 1+ (847) 347-9295
website: www.nicolaswongdesign.com

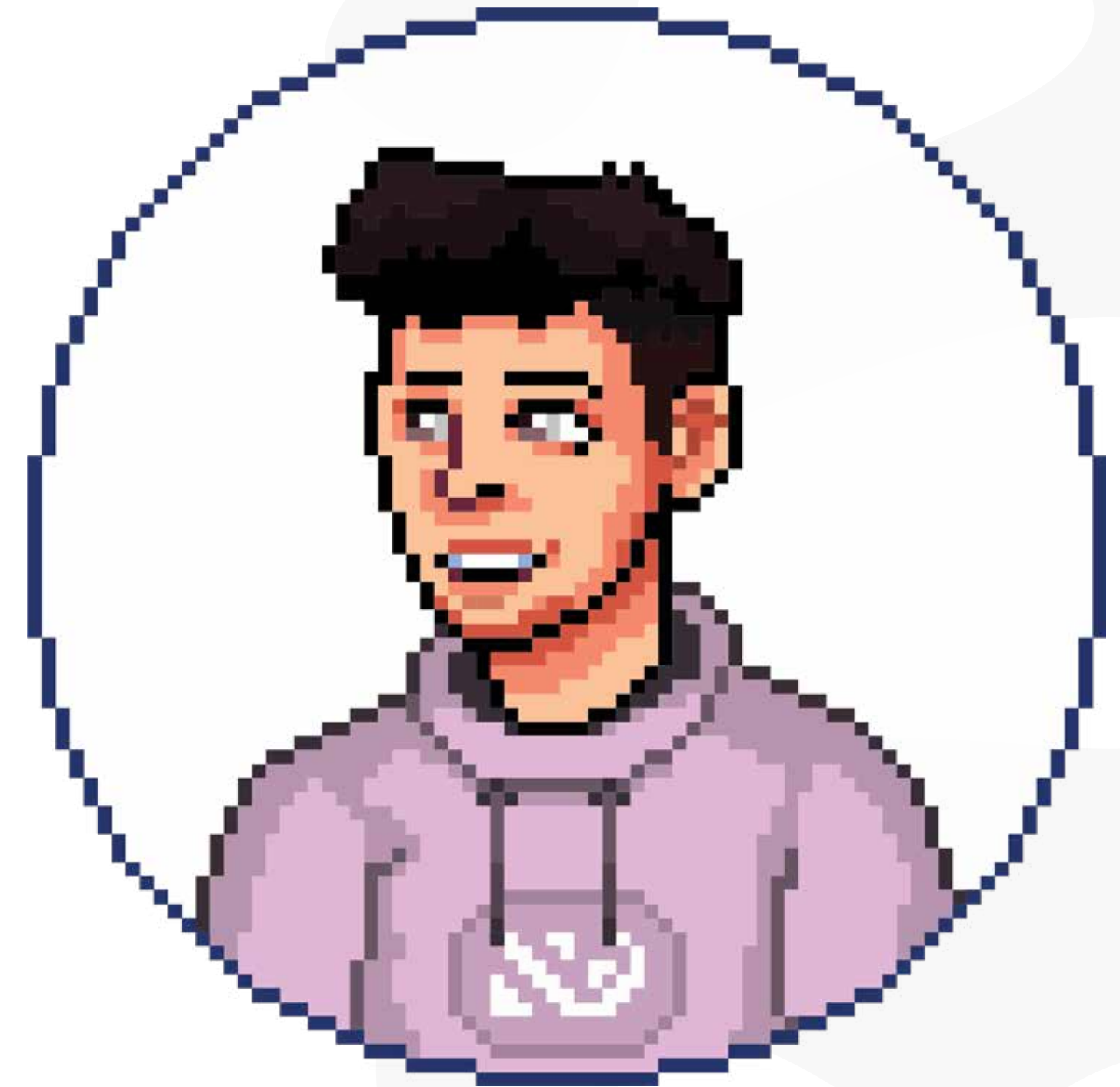
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Hello there!

I'm Nicolas Wong. I am a designer with over 8 years of experience and a self-taught social media marketer. My skills includes visual brandings, front end developing, social media marketing, and many more. I am dedicated to do more than what I am capable of, providing the best of the best design solutions.

I will be going over a few of my projects and go over some concepts and goals behind each design project. Scroll for more info about my works and details.



Visual Branding

Visual branding is the art of creating a distinctive and unique identity for a brand, using a cohesive and intentional combination of colors, imagery, and overall aesthetics. Focusing on the visual elements that sends out a specific emotional response and essence of a brand. Consistent use of unique visual elements, such as logos, fonts, and imagery helps creating a recognizable and unified look that sets a brand apart from competitors.

In short, it's the unique visual language that speaks volumes about a brand's personality and values.



Volufixion

Timeline:

~ 3 weeks (30 hours)

Software Used:

InDesign
Photoshop
Illustrator

Project Description:

Volufixion is an electronic music festival that features many music artists. Crafting comprehensive design package to promote the festival, starting from logos to posters, badges, merchandise, and social media posts. Harmonizing the brand identity with the music style.

Project Goals:

Improving organizational skills and ensuring consistency across the entire festival brand, including layouts, colors, and typography. Exploring and implementing diverse grid systems across various mediums while retaining uniform content.

#4C286D

#EF4374

#2E388D

#AC99C8

#F3D1E4

#C9EAF1

#FFFFFF

#F6EE63

#57C5CA

Avant Garde
DROOG

DOS

The use of light colors on dark background,
vise versa

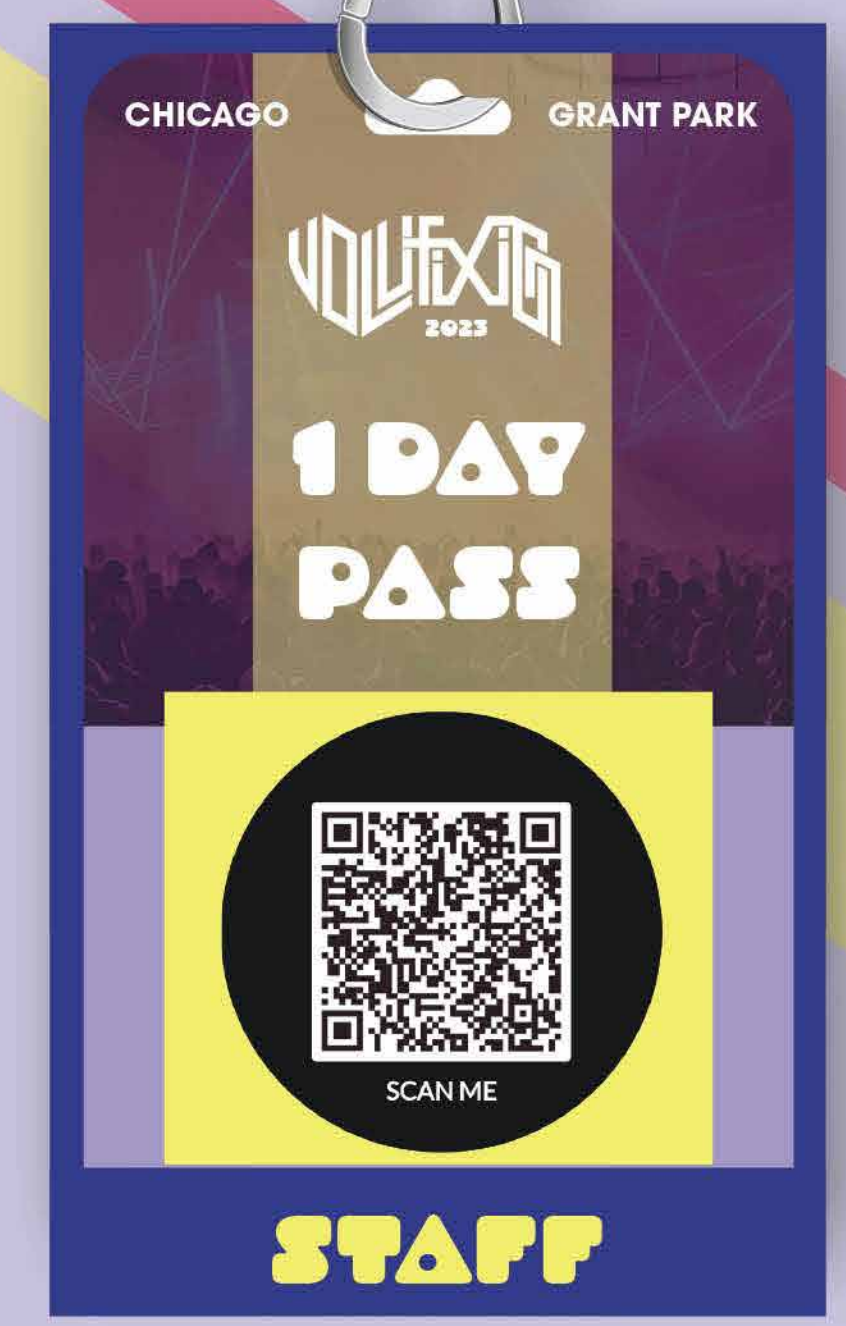
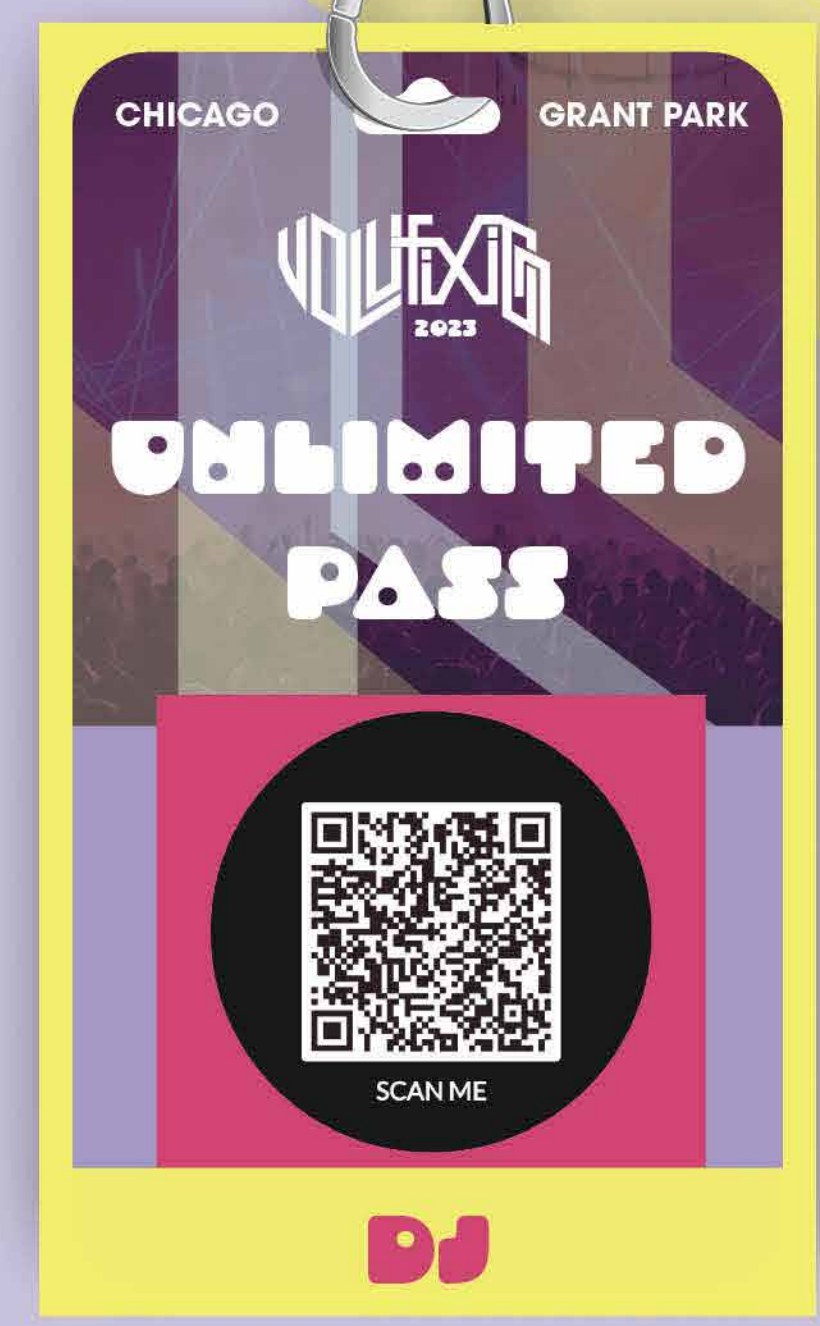


DON'TS

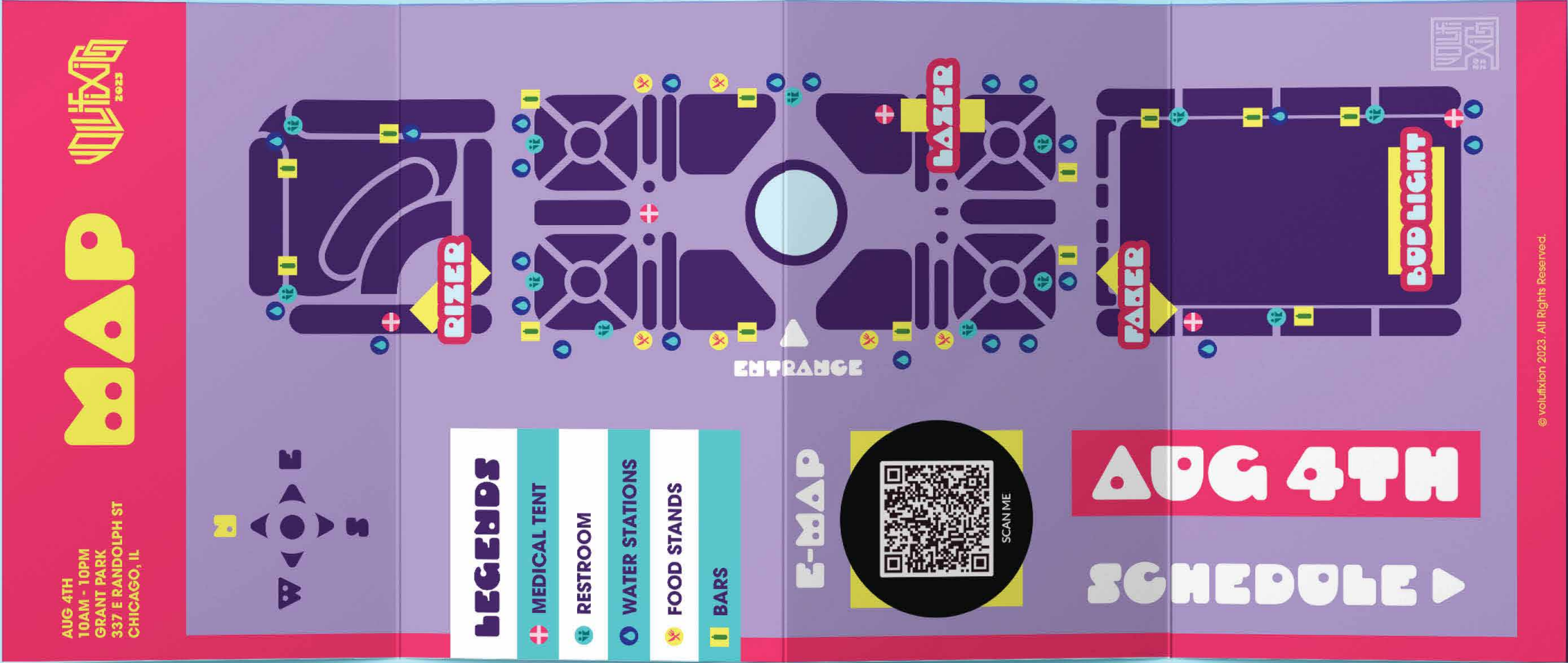
The use of light colors on dark background,
vise versa











SCHEDULE

AUG 4TH

ONLINE
SCHEDULE



SCAN ME

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TIME	BUDLIGHT	FABER	LAZER	RIZER
10:00 AM				
11:00 AM	DEORRO 10:30 - 11:15	ALESSO 10:15 - 11:00	ATB 10:15 - 11:00	LITTLE BIG 10:45 - 11:30
12:00 PM	R3HAB 11:30 - 12:15	PURPLE DISCO MACHINE 11:15 - 12:00	HARDWELL 11:15 - 12:00	NICKY ROMERO 11:45 - 12:30
1:00 PM	THE PRODIGY 12:45 - 1:30	DYNOMORO 12:15 - 1:00	VICETONE 12:15 - 1:00	GABRY PONTER 12:45 - 1:30
2:00 PM				
3:00 PM	DEADMAUS 2:30 - 4:00	RITVIZ 2:00 - 2:45	DISCLOSURE 2:00 - 2:45	MOBY 2:30 - 3:15
4:00 PM		RUDIMENTAL 3:00 - 3:45	DIMITRI VEGAS & LIKE MIKE 3:00 - 4:30	ARONCHUPA 3:30 - 4:15
5:00 PM	THEFATRAT 4:30 - 6:00	SICKICK 4:00 - 4:45	ROBIN SCHULZ 4:45 - 5:30	MEDUZA 4:30 - 5:15
6:00 PM		IMANBEK 5:45 - 6:30	TOPIK 5:45 - 6:30	SHOWTEK 6:15 - 7:00
7:00 PM	MARSHMELLO 6:30 - 8:00	A7S 6:45 - 7:30	NIGHTCRAWLER 6:45 - 7:30	KSHMR 7:15 - 8:00
8:00 PM		SKRILLEX 8:00 - 9:30	AFROJACK 7:45 - 8:30	
9:00 PM	ZEDD 8:30 - 10:00		FLUME 8:45 - 9:30	DAVID GUETTA 8:30 - 10:00



Volufixion Reflections

What I learned:

At the beginning of the project, I made a mistake by not keeping the style consistent. Fortunately, I quickly fixed this by revisiting the main style and create an element that could be applied across different mediums. **Finding a flexible element and colors helps maintain brand consistency, cohesion and unity.**

What could be improved:

The main logo could be significantly improved and aligned using a grid layout. I have also considered making a secondary logo to be used in a vertical layout. This leads to the idea of creating a brand guideline that others can use. More poster variations can also bring different type of audience.



Boost

Timeline:

~ 4 weeks (40 hours)

Software Used:

InDesign
Photoshop
Illustrator
XD
After Effect

Project Description:

Made to solve the campus transportation challenge, a new bikeshare system that allow efficient travel for students and faculty. Boost not only saves time but also contributes to a healthier environment, reducing the overall carbon-dioxide number in the campus.

Project Goals:

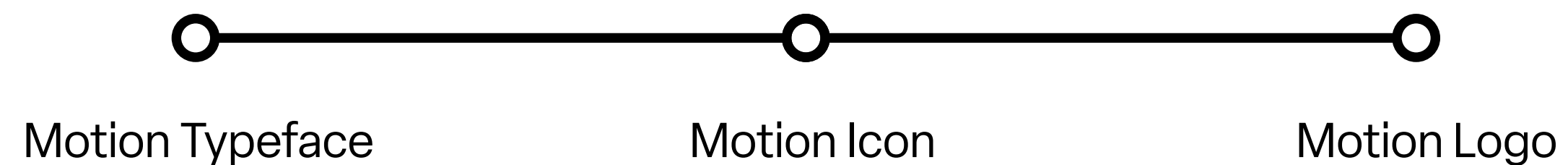
Creating a brand startup, my goal was to extend the mission across various mediums, such as posters, a mobile app, and bike stations while maintaining a consistent, engaging design. I also aimed for a clean and straightforward aesthetic throughout the entire brand.

| LOGO CONCEPTS

CONCEPTS

Our logo embodies our core values, committing to enhancing time efficiency and providing accessible transportation solutions for our customers. Highlighting our bicycle, a simple yet eco-friendly mode of transport. This logo reflects our dedication to making daily commutes smoother, more sustainable, and less time-consuming.

Boost +  + *Bcost*
Bikeshare System



| LOGO USAGE

PRIMARY



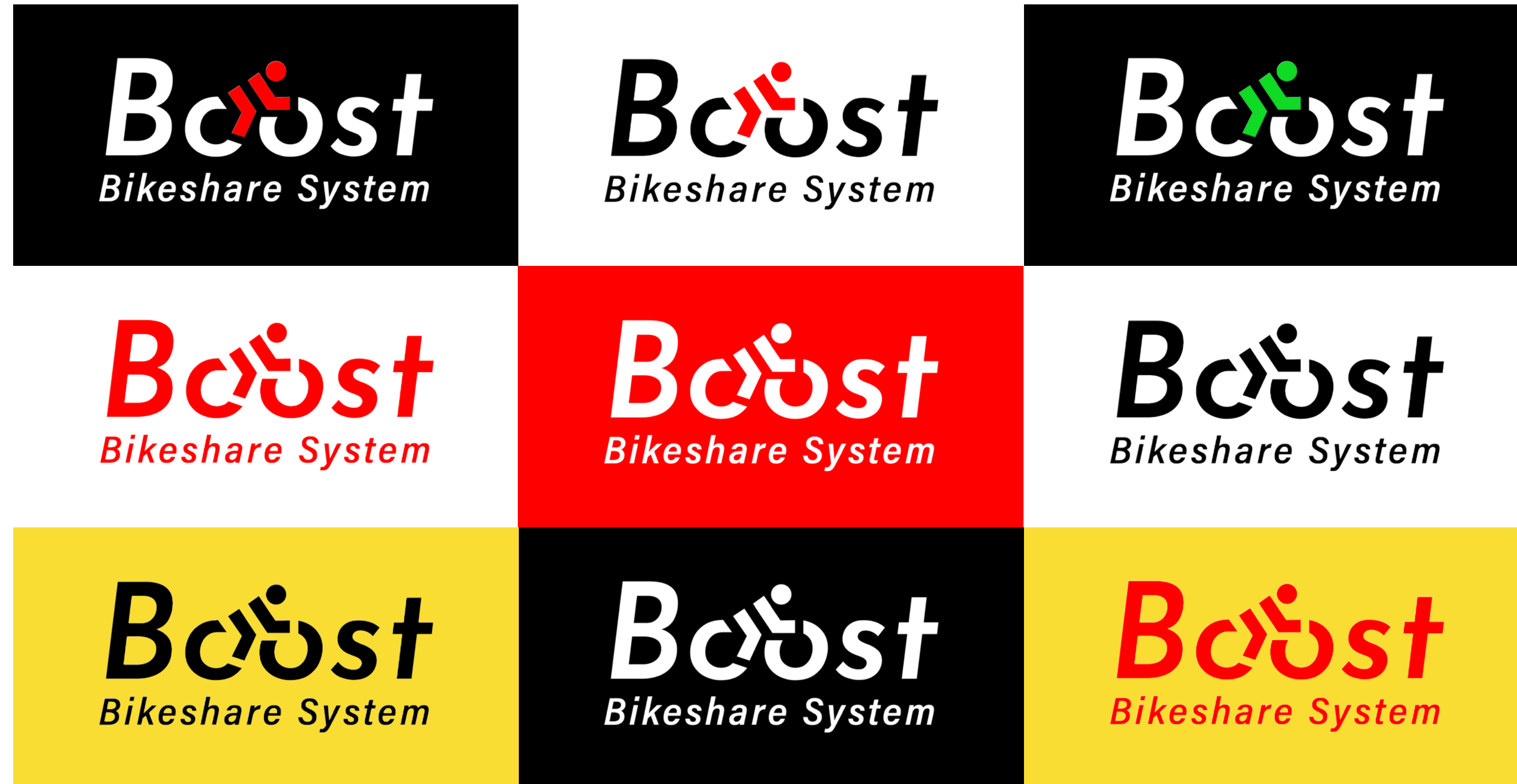
SECONDARY



ICON



LOGO VARIATIONS



I TYPOGRAPHY

LOGO TYPEFACE

*Josefin Sans
Semibold Italic*

Bc>ost
Bikeshare System

LOGO SUBTYPEFACE

*Acumin Pro SemiCondensed
Semibold Italic*

HEADER

**Acumin Pro
Bold (ALL CAPS)**

TEXT

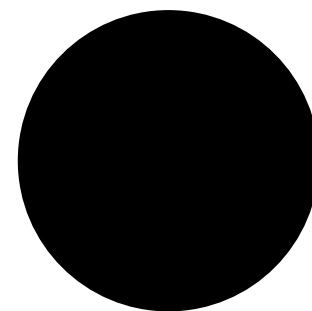
Elza Regular

LOREM IPSUM

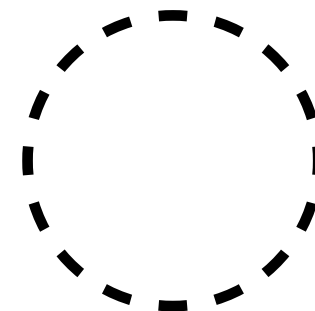
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam quis massa sed tortor rhoncus sodales. In et lorem ac justo porttitor luctus. Morbi maximus nibh tellus, sit amet suscipit orci porta vitae. Proin quis hendrerit est. Sed id tristique nisi. In eget finibus ante. Pellentesque et massa tincidunt, pulvinar neque quis, egestas risus.

I COLORS

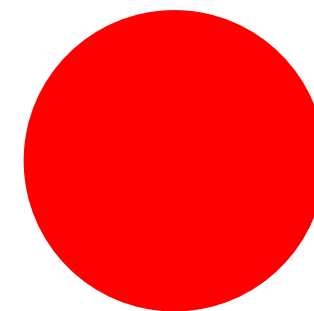
PRIMARY



HEX: #000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

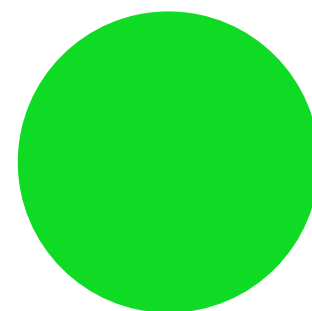


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CMYK: 0, 0, 0, 0

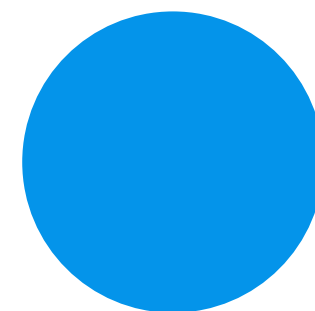


HEX: #FF0000
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CMYK: 0, 100, 100, 0

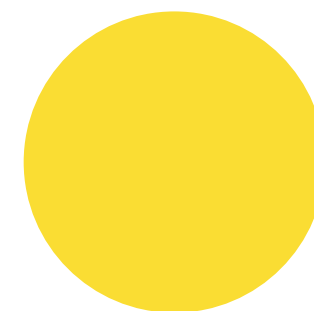
SECONDARY



HEX: #0FDB24
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CMYK: 93, 0, 84, 14

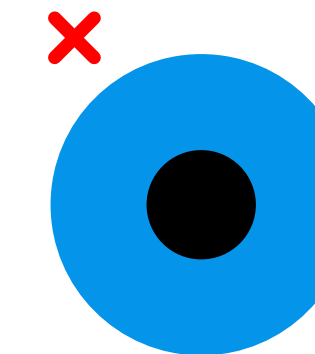
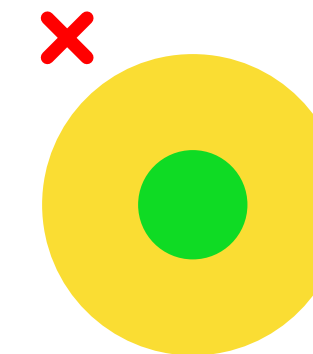
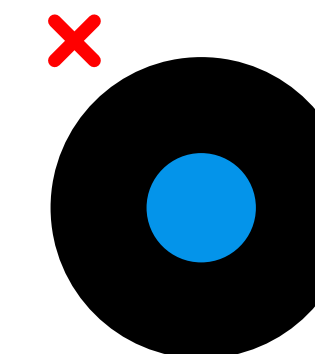
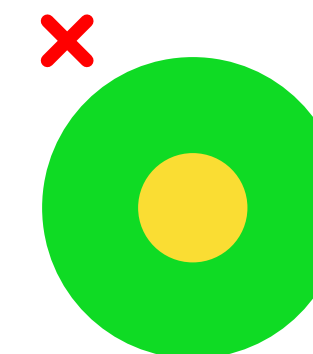
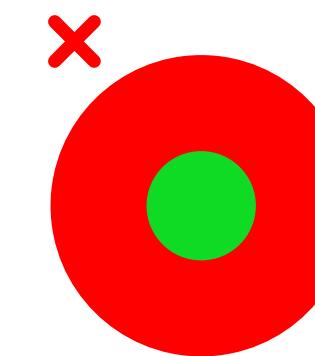
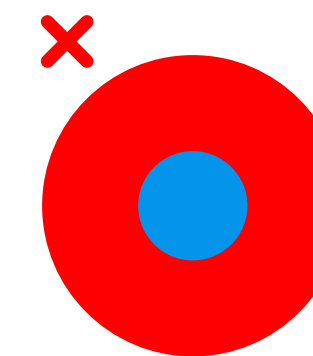


HEX: #0494EA
RGB: 4, 148, 234
CMYK: 98, 37, 0, 8



HEX: #FADD33
RGB: 250, 221, 51
CMYK: 0, 12, 80, 2

AVOID







Boost
Bikeshare System

GRAB YOUR BIKE

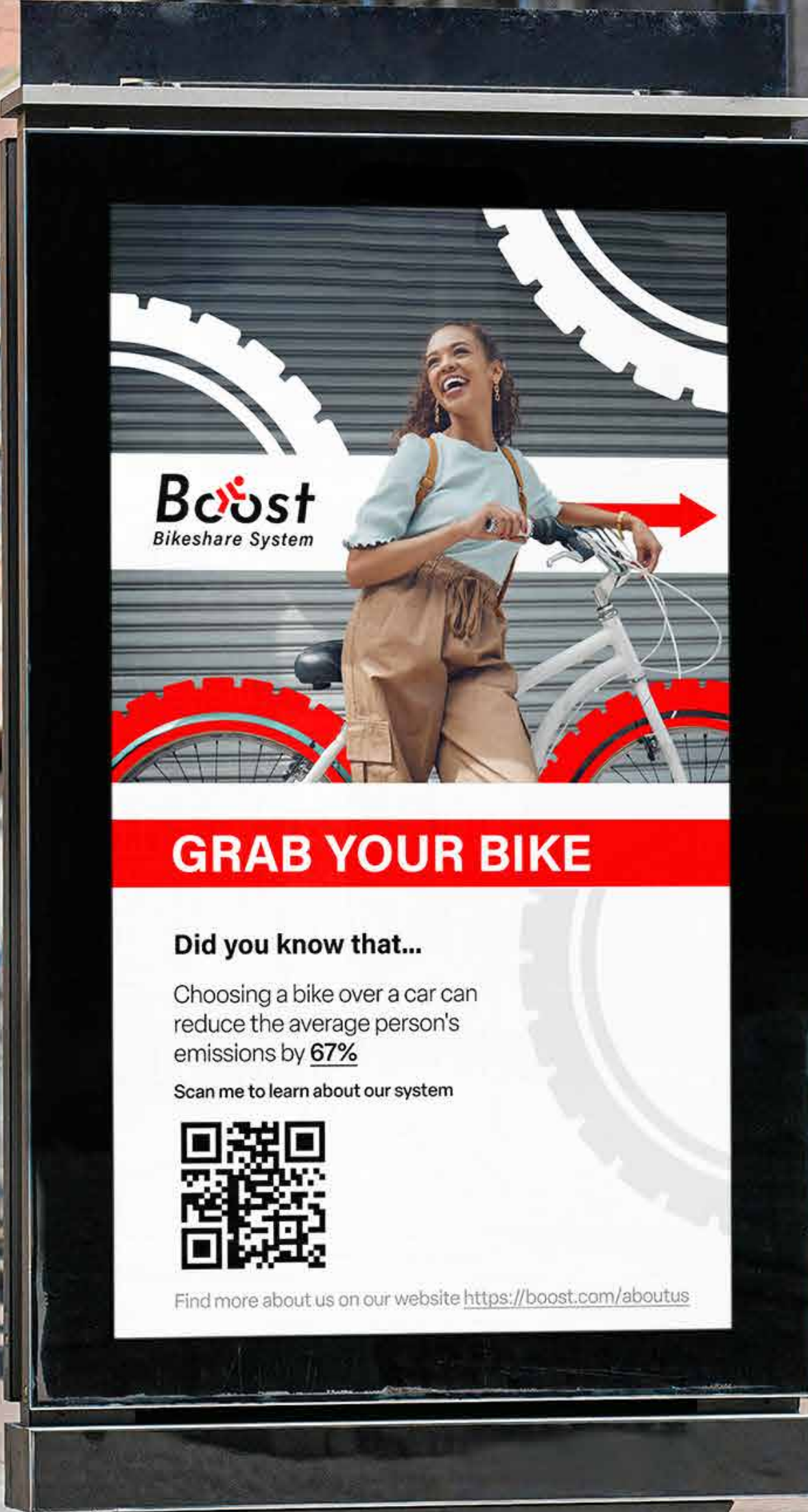
Did you know that...

Choosing a bike over a car can
reduce the average person's
emissions by 67%

Scan me to learn about our system

Find more about us on our website <https://boost.com/aboutus>





The billboard features a woman in a light blue top and tan pants smiling while holding a white bicycle. The background of the ad has large white gear graphics on a dark grey background. A red arrow points to the right. The Boost Bikeshare System logo is in the top left. Below the image is a red banner with the text 'GRAB YOUR BIKE'. Underneath is a section titled 'Did you know that...' followed by text about emissions reduction and a QR code. At the bottom is a website link.


Boost
Bikeshare System

GRAB YOUR BIKE

Did you know that...

Choosing a bike over a car can reduce the average person's emissions by **67%**

Scan me to learn about our system



Find more about us on our website <https://boost.com/aboutus>

Boost Reflections

What I learned:

Building a brand goes beyond just creating a logo. A great brand always use a style familiarity that extends beyond the logo. **Understanding how we deliver the brand to the audience and consistently capturing their attention is crucial.**

What could be improved:

The brand could be further expanded through a social media campaign, for example Instagram or twitter posts. Unfortunately, due to time constraints, I couldn't fully design the app, which need the map to be more detailed and extra features that are not included yet. However, I made sure to include essential elements that are needed for consumer use.



OLYMPIC SOLIDARITY & PEACE 2022



Olympics Infographics

Timeline:

~ 2 weeks (20 hours)

Project Description:

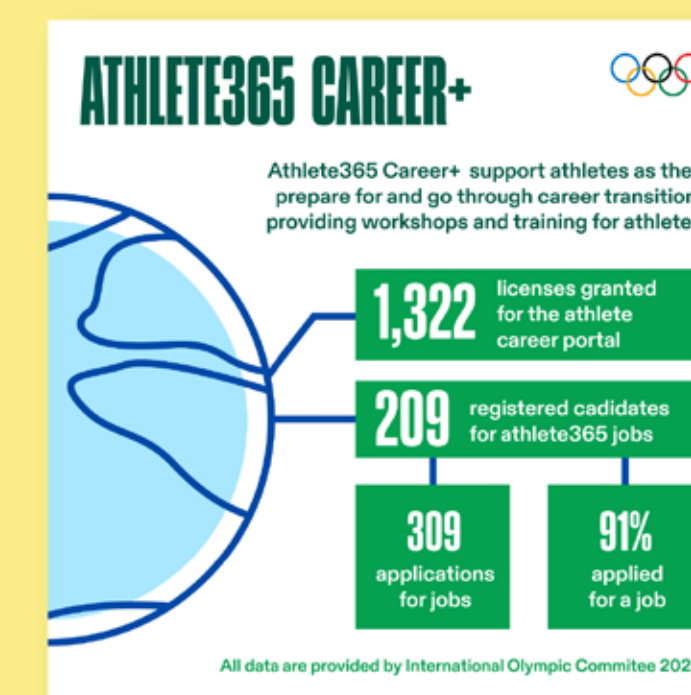
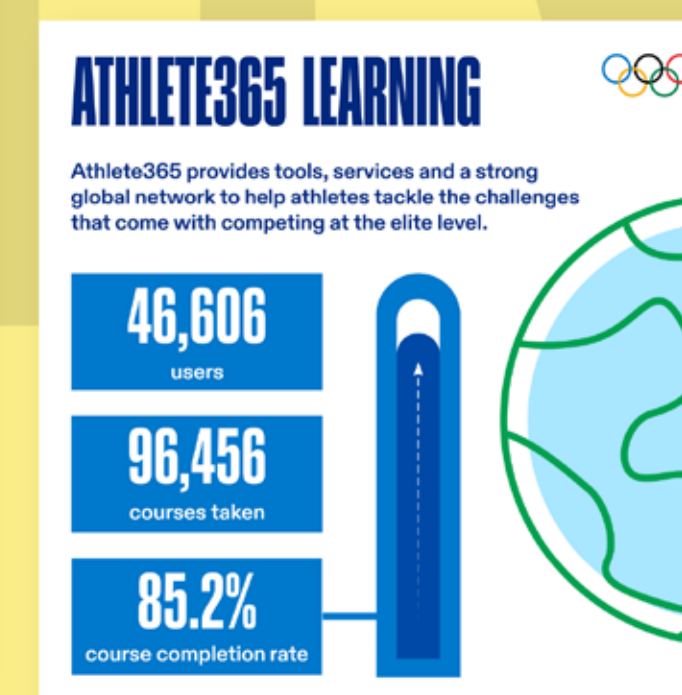
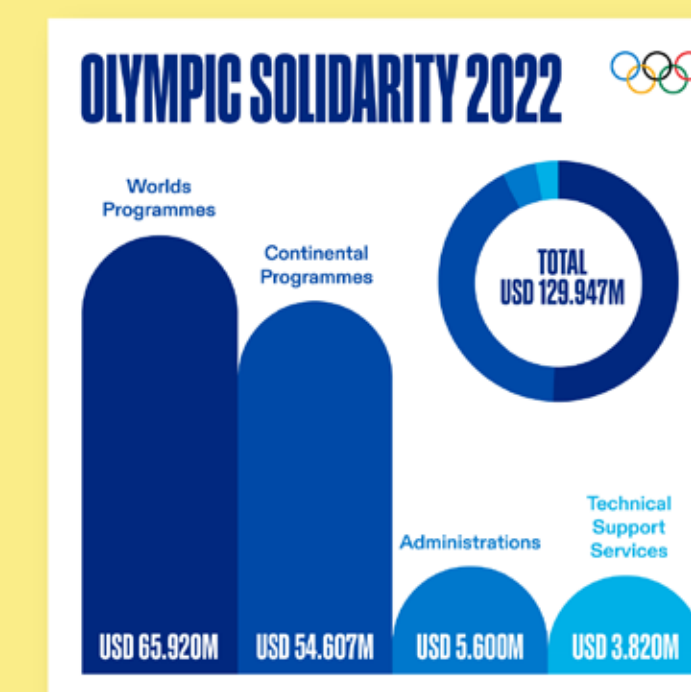
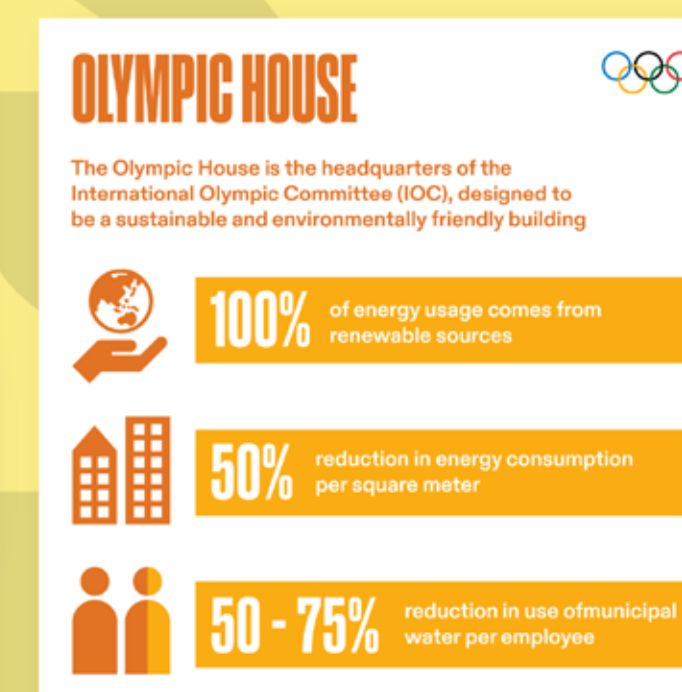
Creating social media posts showcasing 2022 Olympics solidarity statistics. These stats include information on Olympic spending for scholarships, early careers, athlete learning systems, Olympics house investment, and different areas where the money was spent on.

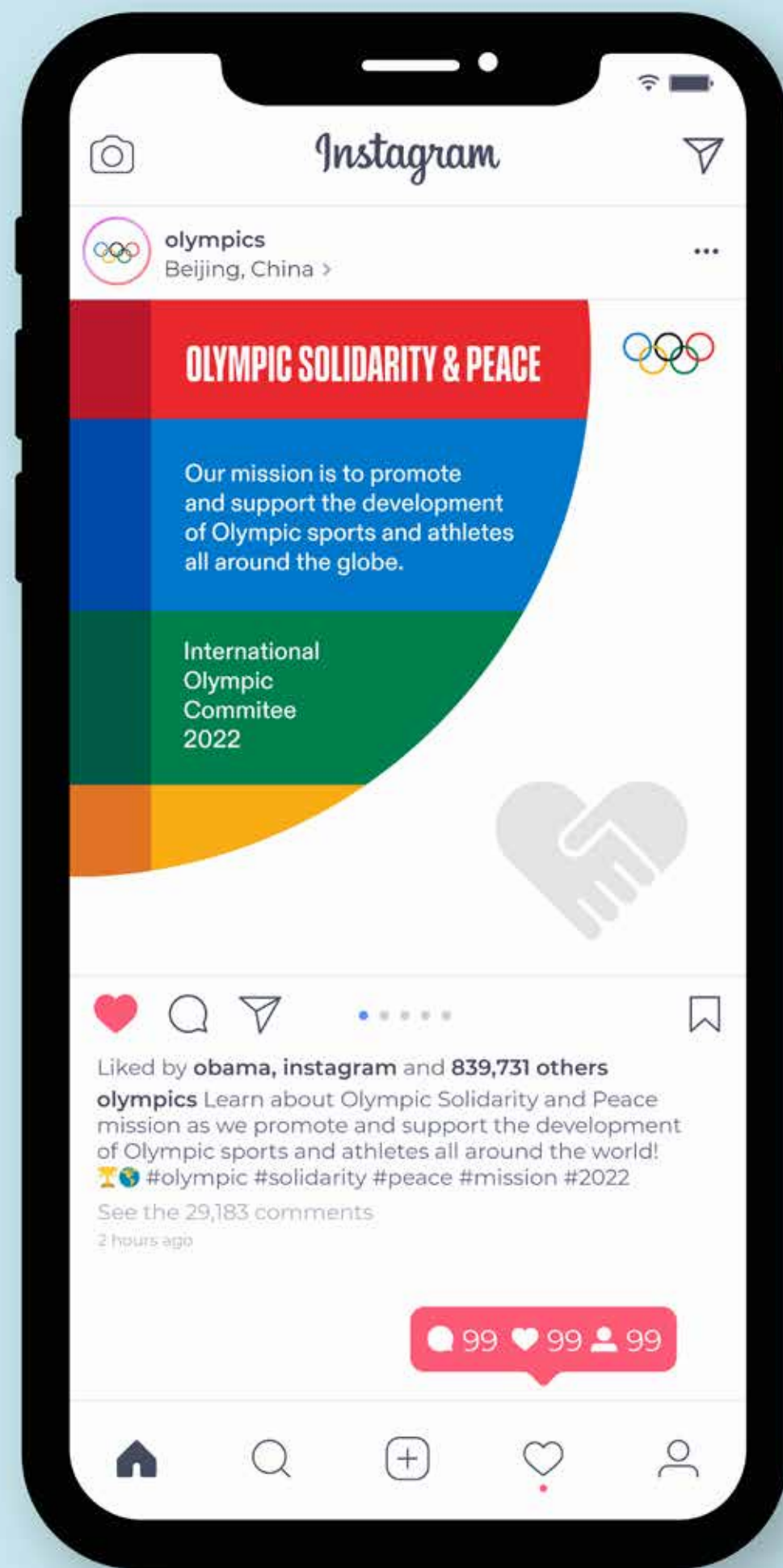
Software Used:

Illustrator

Project Goals:

Given that this project is an extension of the Olympics infographic, following their guidelines is crucial. My aim is to learn how to follow guidelines effectively and appropriately, as many bigger brands often have strict predefined boundaries.





Fusing an “Olympic” Vibe into Instagram Posts

Following the brand guidelines is essential, but as a designer, the challenge is to infuse uniqueness while maintaining the Olympic feel. My first step involves examining how they expand their previous brand, which includes geometric shapes and the primary four colors.

The Olympic style leans towards minimalism, avoiding an overload of content in a confined space. Therefore, it's crucial to prioritize overall layout and aesthetics over cramming excessive content together.



Get Their Attention

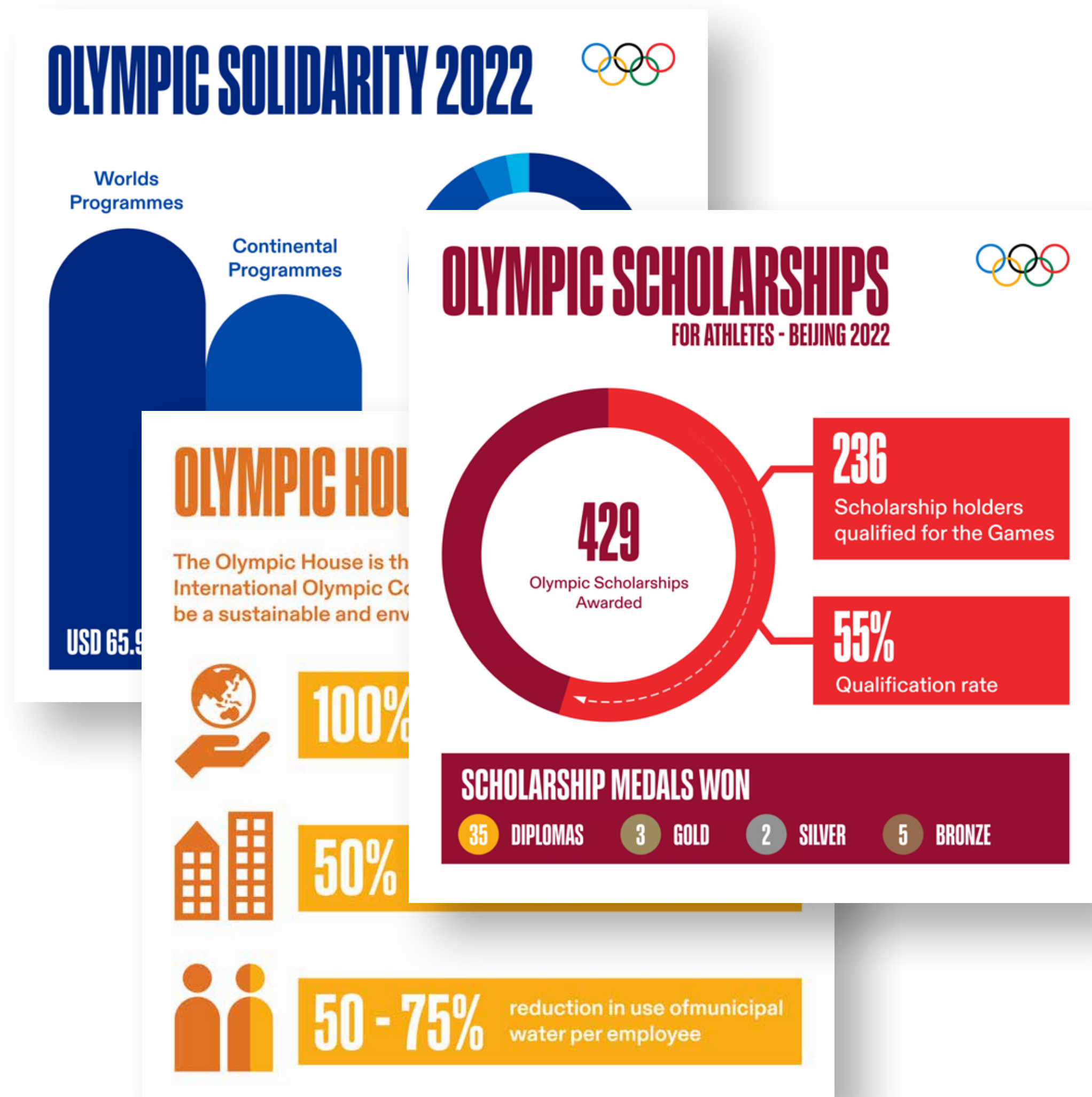
Making eye-catching infographics is important, but it's also crucial to keep people interested. If they scroll past your post, it's all for nothing.

To keep them engaged, focus on the main idea, avoid long texts, and use colorful visuals to encourage them to swipe for more. Keep them curious by revealing info bit by bit instead of overwhelming them all at once.



Highlight Your Post

Now that the user has swiped left, you've got their attention. Use this to your advantage. Give them a brief summary of why your post matters and why they should keep swiping to learn more. Keep them curious and give them a reason to keep going.



Define Your Content

To keep users engaged, ensure your content is consistent in style and theme. Inconsistencies can confuse them and make them lose interest.

Create visually attractive content by linking slides together. Make it clear that there's more to discover as they swipe to the next slide.

ATHLETE365 LEARNING

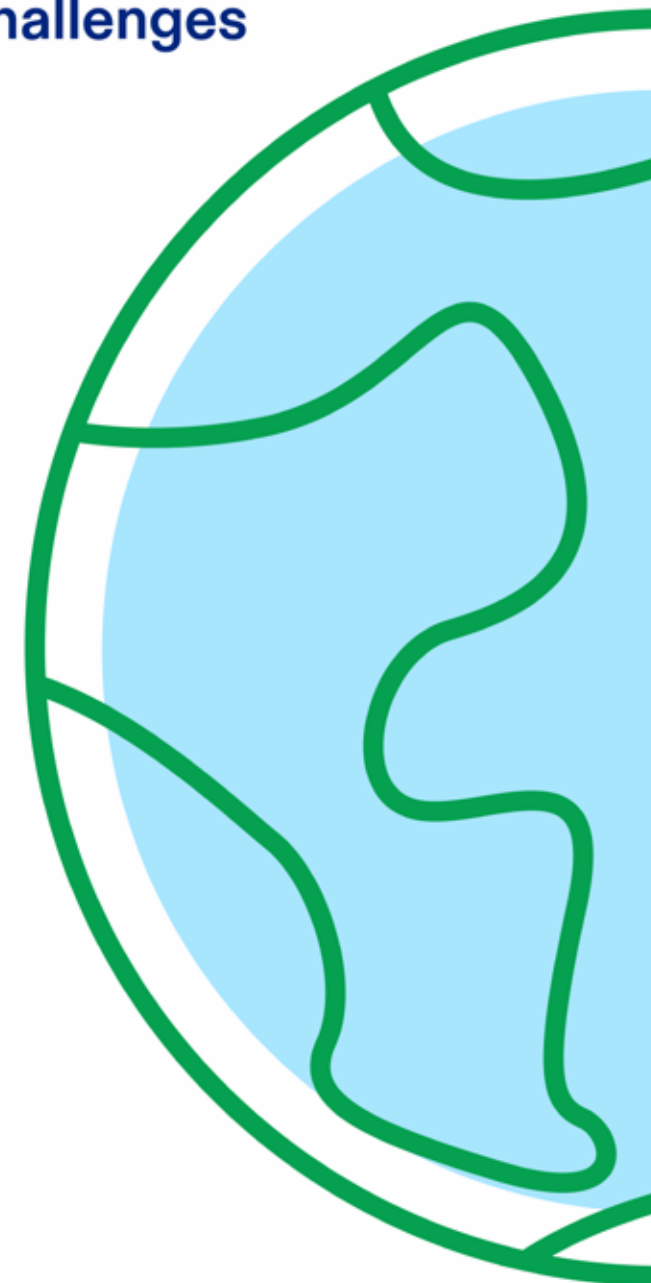


Athlete365 provides tools, services and a strong global network to help athletes tackle the challenges that come with competing at the elite level.

46,606
users

96,456
courses taken

85.2%
course completion rate



ATHLETE365 CAREER+



Athlete365 Career+ support athletes as they prepare for and go through career transition, providing workshops and training for athletes

1,322 licenses granted for the athlete career portal

209 registered candidates for athlete365 jobs

309
applications for jobs

91%
applied for a job



All data are provided by International Olympic Committee 2022

Olympics Infographics Reflections

What I learned:

I picked up valuable skills in managing my designs to align with the guidelines and restrictions. Following these guidelines taught me how to space logos appropriately, a skill that can apply to any logo design. I also learned effective spacing between content elements to prevent overcrowding.

What could be improved:

I think creating smoother transitions between each post could enhance the sense of unity. While each individual post included a color from the Olympics rings, using more colors could better represent the diversity of the Olympics palette.



Illinois State University

Office of Admissions

ISU Admissions

Timeline:

N/A

Project Description:

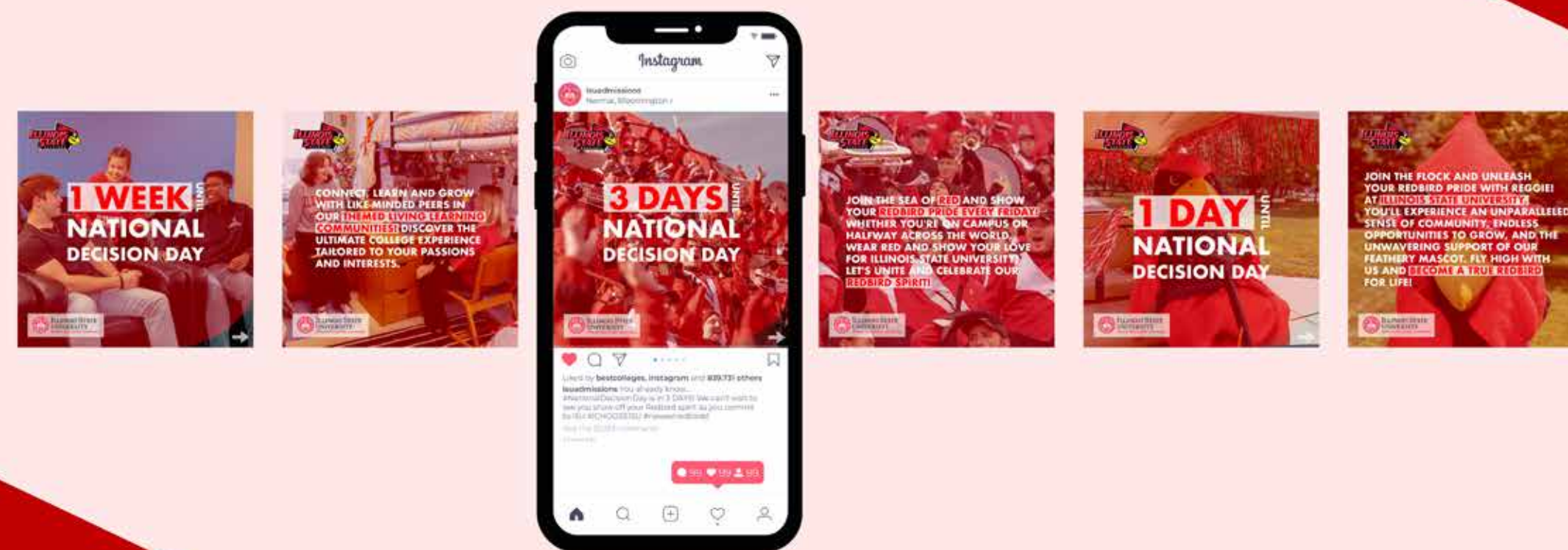
These aren't just single projects; they represent my work throughout my year as a social media intern at the Illinois State University Office of Admissions. My role involved creating appealing and engaging social media posts for future incoming students. Each post had a unique style while still following a set guideline.

Software Used:

Adobe Photoshop, Illustrator,
After Effect
Instagram, Twitter, Facebook

Project Goals:

To understand and apply an existing brand guideline while implementing new social media strategies to boost audience engagement. I also aimed to understand what makes social media posts entertaining and how to encourage more interaction. Additionally, I wanted to learn about social media algorithms on platforms I was not familiar with, and create a consistency in posting times.



Selecting the appropriate media sizes for various social media platforms is essential to ensure your images appear correctly without getting cropped. When composing posts with multiple slides, maintaining seamless transitions between them is key to achieving a cohesive and unified presentation.





1 DAY UNTIL
**NATIONAL
DECISION DAY**

 **ILLINOIS STATE
UNIVERSITY**
Illinois' first public university.

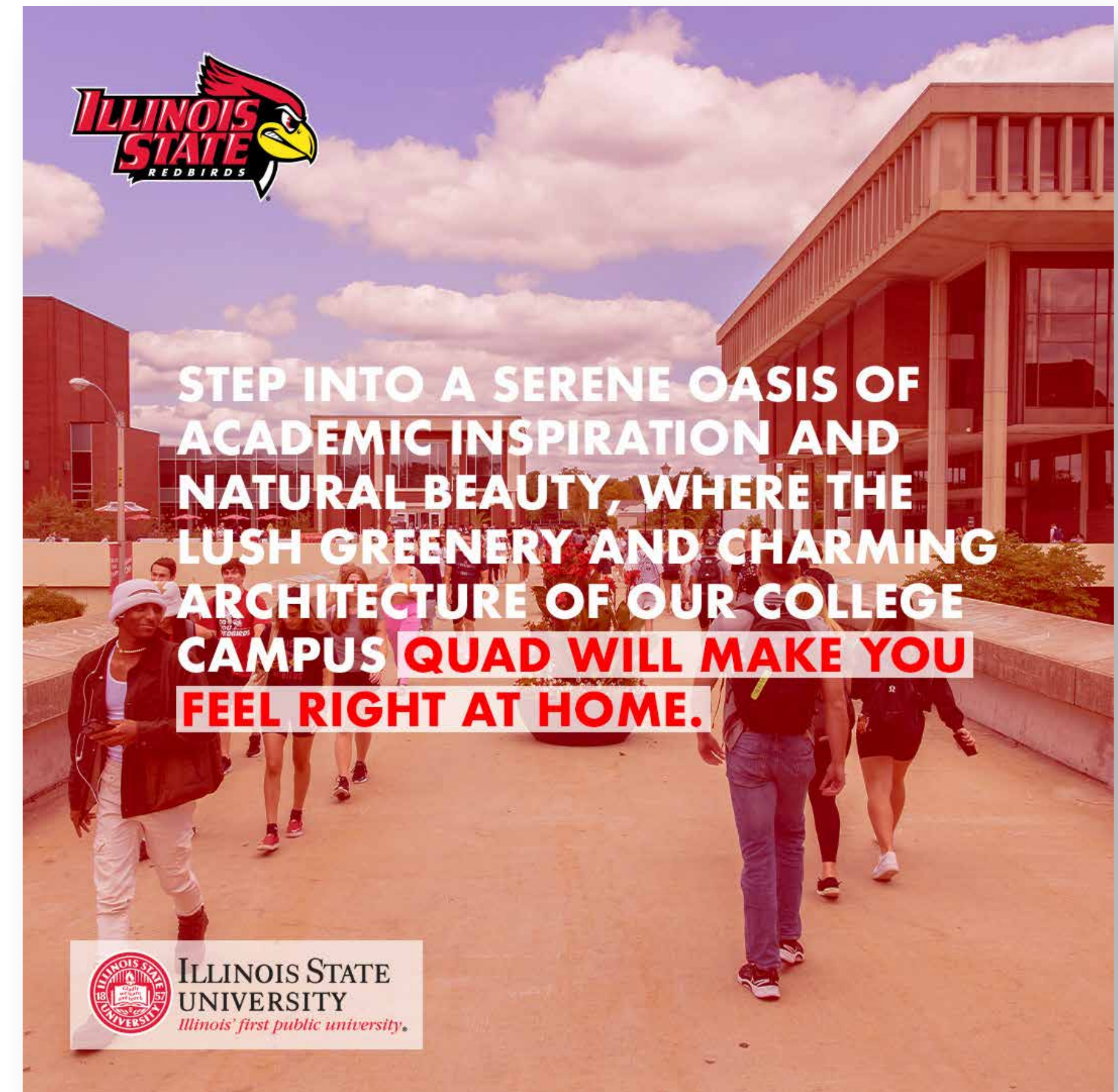






**JOIN THE FLOCK AND UNLEASH
YOUR REDBIRD PRIDE WITH REGGIE!
AT ILLINOIS STATE UNIVERSITY,
YOU'LL EXPERIENCE AN UNPARALLELED
SENSE OF COMMUNITY, ENDLESS
OPPORTUNITIES TO GROW, AND THE
UNWAVERING SUPPORT OF OUR
FEATHERY MASCOT. FLY HIGH WITH
US AND **BECOME A TRUE REDBIRD**
FOR LIFE!**

 **ILLINOIS STATE
UNIVERSITY**
Illinois' first public university.



ISU Admissions Reflections

What I learned:

Before diving into new projects or posts, I've learned to check the data analytics of previous posts, using A/B testing to understand what works and what doesn't. Beyond following guidelines, I also consider visualizations and the audience's attention span. Crafting post descriptions is equally important for effective communication and calls to action.

What could be improved:

Can use more of a consistent style and aesthetic that enhances the overall page, making it more unified and recognizable as the brand. Other than improving visual elements, my thoughts on the post descriptions could be more active and include better calls to action.

ILSE & CHARLES JOBSON
NATURAL PLAY PARK



COMMUNITY

GRAND

OPENING

COLENE HOOSE ELEMENTARY SCHOOL

Charlie Jobson Park

Timeline:

~ 3 weeks (30 hours)

Team:

Brandon Gilliland

Emma Tully

Software Used:

Photoshop

Illustrator

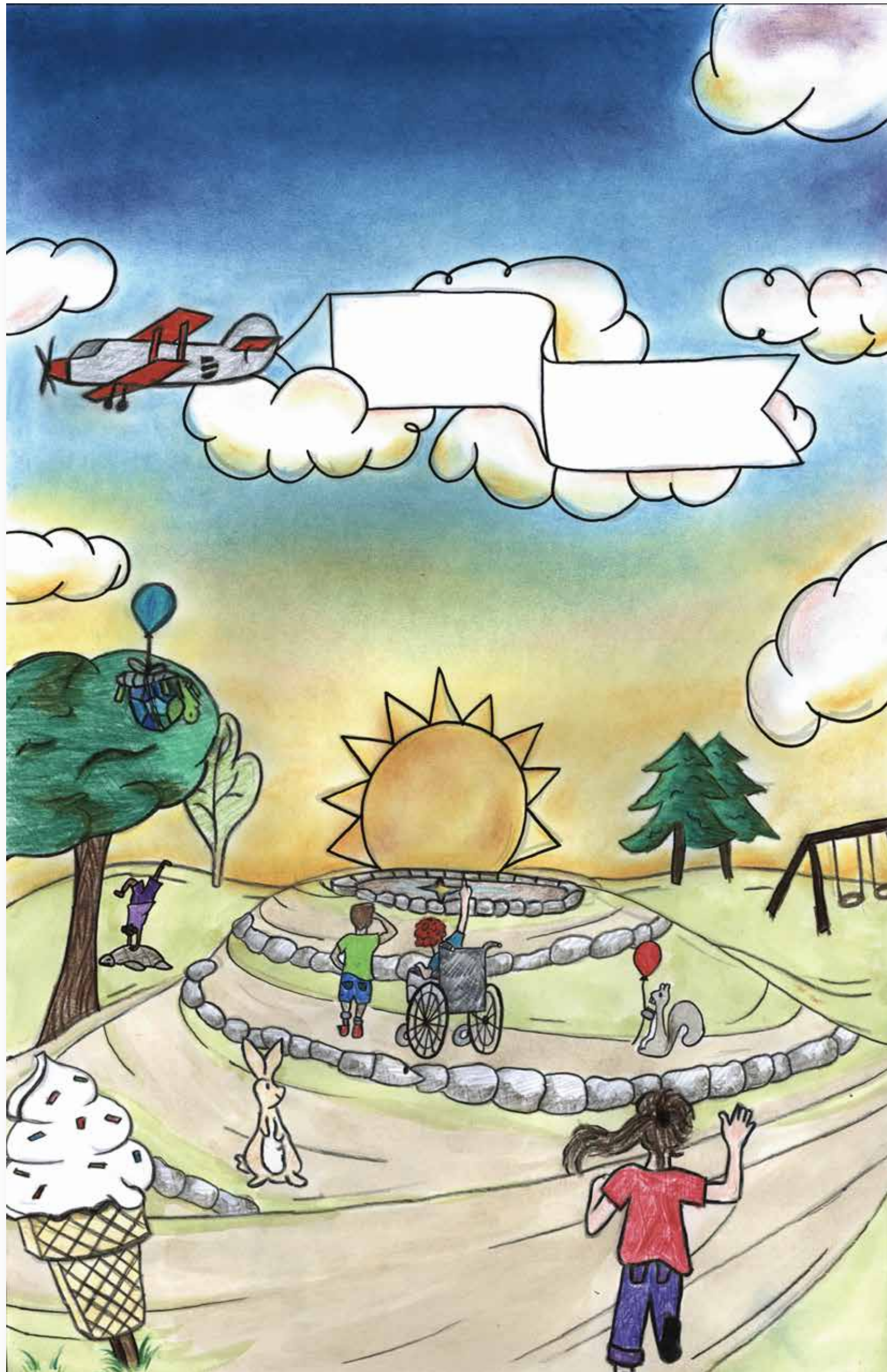
Procreate

Project Description:

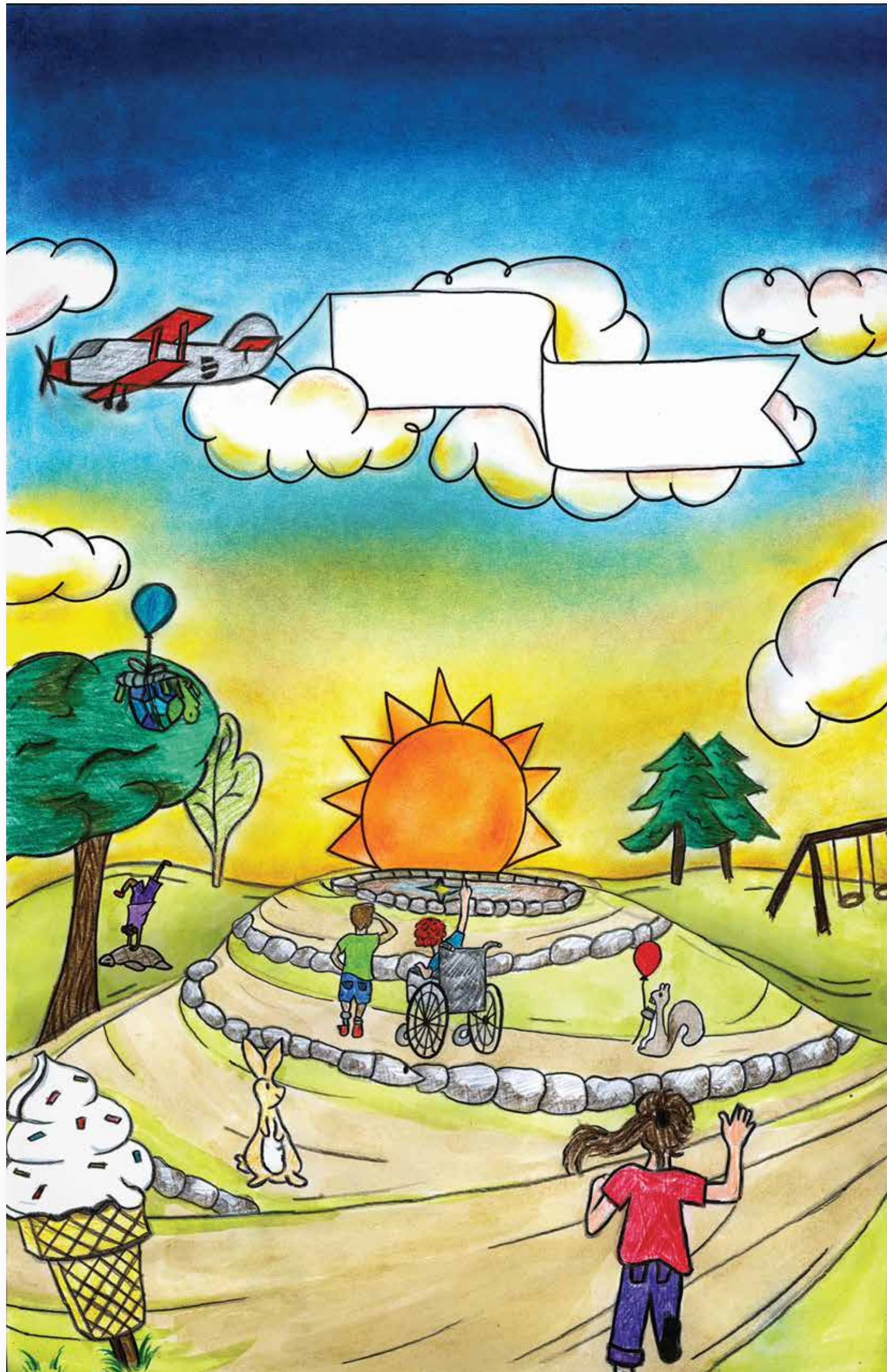
This is a client project, our design team competed with two other groups to create promotional advertisement for Charlie Jobson's new natural play park. Charlie, the funder, invested a significant amount in this park so it is accessible to students and the community. Our responsibility was to create an opening day advertisement, which included a park poster, signage, digital banner, and animation.

Project Goals:

The primary objective was to design a meaningful and engaging park poster and banner for elementary families and the local community. Our focus is to explore the use of realistic materials on paper while maintaining authenticity.



This is the original poster we crafted using colored pencils, crayons, and pastels. Unfortunately, after scanning it, the colors appeared diluted, making the whole poster less appealing.



This is the edited poster processed through Photoshop, using color correction to increase saturation and vibrancy. Additionally, shadows and dark spaces were added to introduce a sense of depth into the design.



This is the completed version of the poster, featuring added text and images that include logos, the park's name, opening date, mottos, and additional information.



For the addition, the client requested an animation and a banner to capture the park's lively atmosphere. I chose to animate cut-out paper figures to convey a sense of fun and youthful energy, aligning with the park's community-focused, kid-friendly vibe.

Over our big launch, our posters and banners were able to get **recognized** in multiple sites, articles, and news.

Notable mentions include:

WGLT

Nexstar Media

The Pantagraph

Adam Bienenstock

Charlie Jobson Park Reflections

What I learned:

Bringing materiality in this poster adds an authentic touch that makes it more meaningful to the audience. **Understanding the audience, in this case, families and community members, is crucial.** Creating the design towards the targeted audience allowed us to design a poster that appeals to the aesthetics of kids and the community.

What could be improved:

Given the time constraints, there wasn't extra time to refine typography and text placements. However, with the available time, we made sure that they were appropriately positioned. While there are minor details in characters and colorings that could be refined, they adds charm to the poster, giving it a childlike and characteristic quality.



Chicken Addiction

Timeline:

~ 2.5 weeks (20 hours)

Software Used:

InDesign
Photoshop
Illustrator

Project Description:

Creating a recipe cookbook centered around chicken, exploring and rediscovering popular recipes from around the world. Why chicken? Because I have a profound love for food, especially various chicken dishes. The motto derived from the cookbook itself is “*Life without chicken has to be the worst life decision.*”

Project Goals:

My objectives for this project is to master consistency in display and style throughout the cookbook, and selecting appropriate typefaces for different hierarchy systems.



About Me

Nicolas Wong was born in Jakarta, Indonesia. His food life revolves around Asian cultural food. Chicken is one of the most eaten meat in Indonesia, therefore his love for chicken is incomparable. He is very excited to share his knowledge of chicken recipes to the world.

“Chicken is a world wide comfort food and can be found in high end cuisine to soulful home cooked recipes. The dishes within this recipe book have been gathered together to present the best of the best chicken dishes around the world. Top-quality food can be easily reproduced with the combination of bold flavors and love. Everyone can be a chef if they have the passion for it.”



KungPao Chicken

Serving: 6 Time: 50mins

Ingredients

28 oz boneless/skinless chicken breast (1 inch cubes)
1 tbsp shaoxing wine or dry sherry
1 tbsp light soy sauce
2 tsp baking soda
1 tsp cornstarch / corn flour
optional cooked/fried rice

Stir Fry:

4 tbsp cooking oil divided
1½ tbsp garlic (or 4-6 cloves)
1 tbsp ginger
½ piece red bell pepper, seeded and diced
½ piece green bell pepper, seeded and diced
8 pieces dried chillies (½ inch pieces)
1 tbsp Sichuan peppercorns, lightly toasted
4 pieces green onion (1-inch pieces)

Sauce:

½ cup low-sodium chicken stock (or broth)
5 tbsp light soy sauce
2 tbsp Chinese black vinegar (or balsamic vinegar)
2 tbsp Chinese Shaoxing wine (or dry sherry)
2 tsp dark soy sauce
2 tsp hoisin sauce
2 tsp sugar
1 tsp cornstarch / corn flour
½ cup roasted/unsalted peanuts
2 tsp sesame oil

Instructions

1. Combine all ingredients for the chicken in a bowl; cover and marinate it for at least 10 minutes.
2. Mix sauce ingredients together until they all dissolves; set aside.
3. Heat up a large pan/wok over high heat. Add and heat up 2 tablespoons of cooking oil, then mix in the marinated chicken. Fry chicken for 3-4 minutes while stirring constantly, until their edges are browned. Remove from heat and set aside.
4. Add the rest of the cooking oil into the same pan/wok. Throw in garlic, ginger, dried chili, diced peppers, and Sichuan peppercorns and stir fry for 1 minute.
5. Pour and mix the sauce into the pan and bring it to a boil while stirring.
6. Wait until the sauce to be lightly thicken, add chicken back into the pan/wok and mix all of the ingredients through the sauce until the chicken is evenly covered (around 2 minutes).
7. Mix in green onions, peanuts and sesame oil. Continue to cook for 2 more minutes for the flavors to be soaked in.
8. Serve immediately with cooked rice/fried rice and enjoy!



Chicken Pot Pie

Serving: 8 **Time:** 60mins

Instructions

1. Heat up oven to 425°F.
2. Melt the butter in a 12-inch cast iron (or other oven proof) skillet over medium heat. Throw in the onion, celery, carrots over the butter and sauté for 5 minutes, mix until the onions are browned.
3. Add flour, salt, pepper, celery seed, garlic powder and thyme to the butter and vegetables until it creates a thick paste. Sauté for 2 minutes.
4. Slowly pour the milk. After the milk is fully mixed, slowly add the chicken stock. Simmer, whisking continuously until mixture has slightly thickened.
5. Add the peas and chicken to the sauce.
6. Roll out one pastry sheet into a 16-inch square on a lightly floured surface. Cut into 26 (3-inch) squares. Place the squares, slightly overlapping each other on top of the chicken mixture.
7. In another bowl, whisk the egg with 1 tablespoon water. Brush the egg wash over the puff pastry. Put it in the oven for 25 minutes until the pastry is golden brown and the filling is bubbling.
8. Take them out and serve immediately to enjoy!

Ingredients

½ cup	butter (1 stick)
2 cups	carrots, 1/4 inch sliced
1 cup	celery, 1/4 inch sliced
1 cup	onion, chopped
½ cup	flour
1 tsp	salt
½ tsp	black pepper
½ tsp	celery seed
1 tsp	garlic powder
1 tsp	fresh thyme, minced (optional)
1 cup	whole milk
2 cups	chicken stock
2 cups	peas, frozen
4 cups	cooked chicken (3 chicken breasts, pre cooked or rotisserie)
1 package	frozen puff pastry, (slightly thawed)
1 egg	(for pastry wash)

Chicken Addiction



Curry Chicken Skewers

Serving: 4 **Time:** 255 mins (4h prep)

Instructions

1. Combine all ingredients (except chicken) in a bowl. Stir and combine well until they all dissolves.
2. Add chicken to a large ziploc bag with the mixture and let it marinate.
3. Let it marinate for at least 4 hours (or overnight).
4. Heat a grill or grill pan to a medium-high heat. Arrange chicken skewers in a single layer and cook, rotating occasionally, until chicken is no longer pink in the center (around 10 minutes).
5. When ready, serve immediately and enjoy!

Ingredients

1 lb	chicken thighs (cut into one inch pieces)
2 tbsp	vegetable oil
2 tsp	agave (or honey or brown sugar)
1 tsp	salt
1 tsp	black pepper
2 tbsp	curry powder
1 tbsp	sriracha
2 limes	(juiced)
**	green onions (for garnish)
**	lime wedges (for garnish)

** As you desire

Chicken Addiction



CHICKEN ADDICTION

“Life without **chicken**,
is gotta be the
worst life decision”

@2023 Nicolas Wong. All right reserved.

Chicken Addiction Reflections

What I learned:

Entering this project with enthusiasm, my primary goal extended beyond exploring chicken recipes. As I did research for diverse recipes, I encountered challenges involving both modest and extensive amounts of cooking ingredients and instructions.

It is crucial to create a grid system that is not only flexible but also visually appealing (this also makes my life easier).

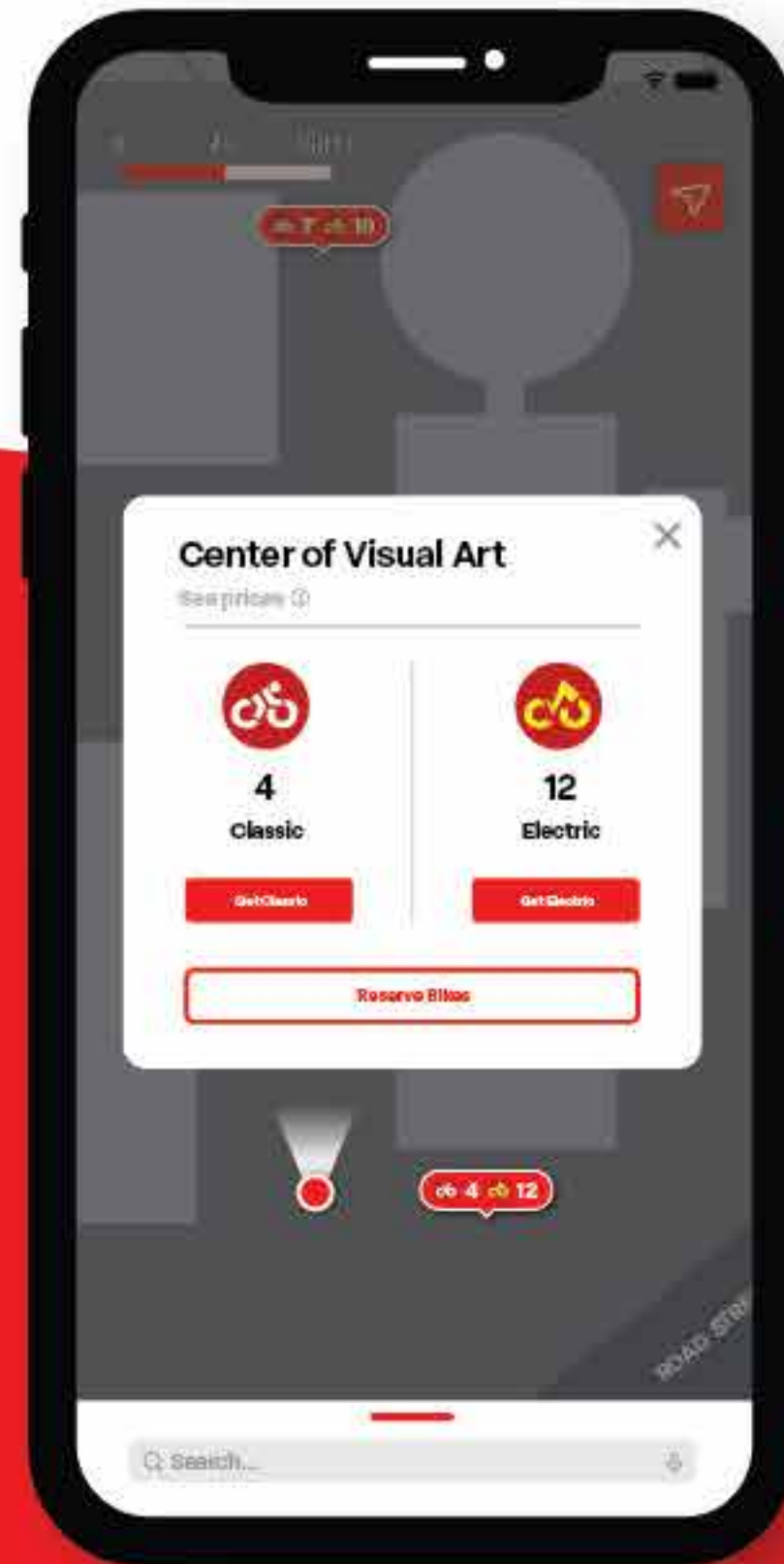
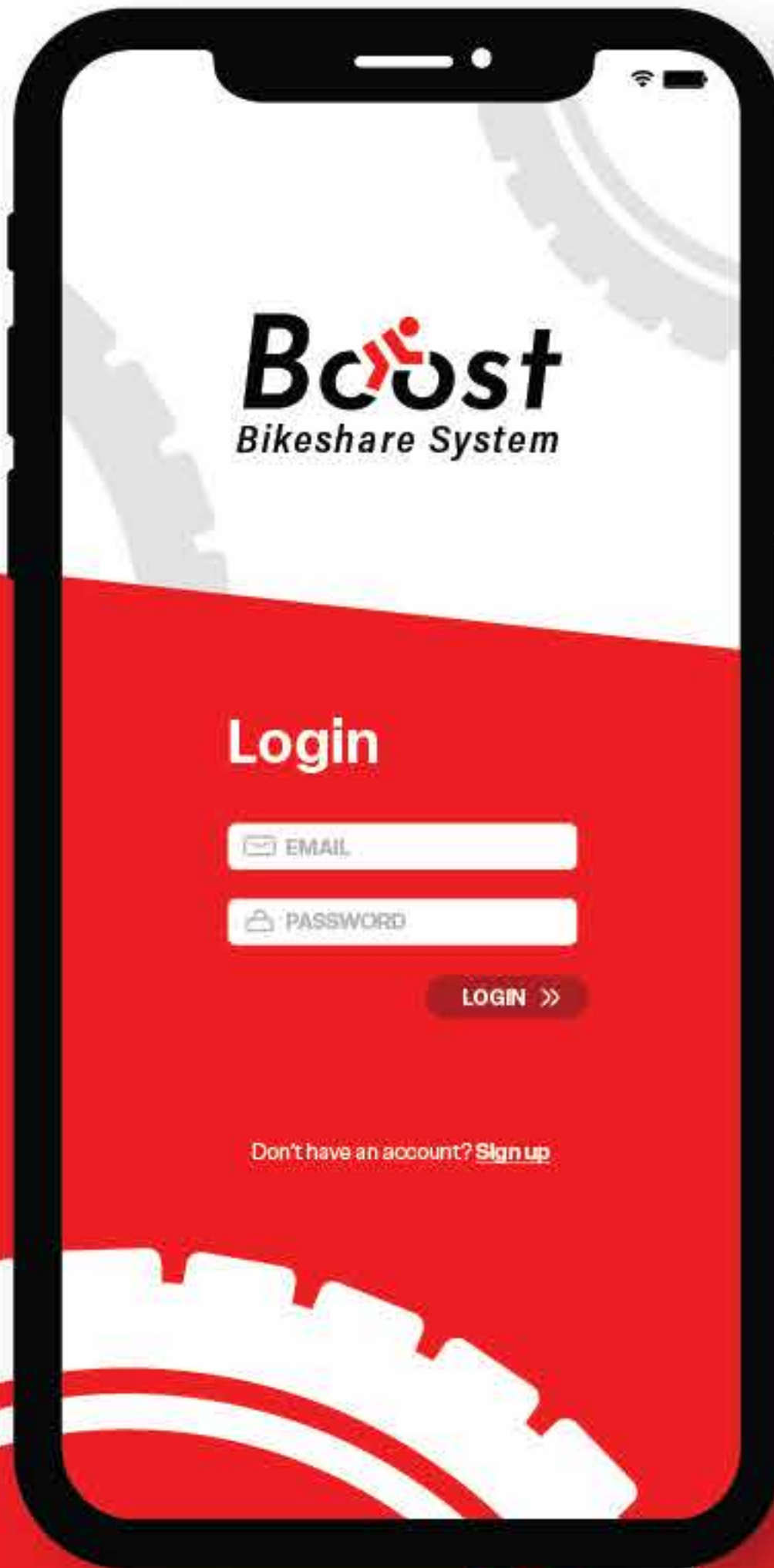
What could be improved:

After printing the final product and have it as a bounded book, I noticed minor issues that became apparent in the physical format. The binding seems to have little breathing room, resulting in a slight sinking of the inner pages. Resolving this concern involves going back to the grid layout to ensure the inner sections have enough breathing space.

UI/UX Design

UI/UX design is the thoughtful process of enhancing user experience and interaction by creating seamless designs within digital products. It involves understanding the user needs, behaviors, and goals to design interfaces that are both easy to navigate and enjoyable to use. Focuses on the look and feel of the product, to make sure it is visually appealing and user-friendly. It also concentrates on the overall experience and functionality, aiming to make the user's experience through their task as smooth and satisfying as possible.

In short, its about creating smooth digital experiences by blending user-friendly interfaces (UI) with satisfying user journeys (UX).



Boost

Bikeshare System

Boost Mobile (branding extension)

Timeline:

~ 4 weeks (40 hours)

Project Description:

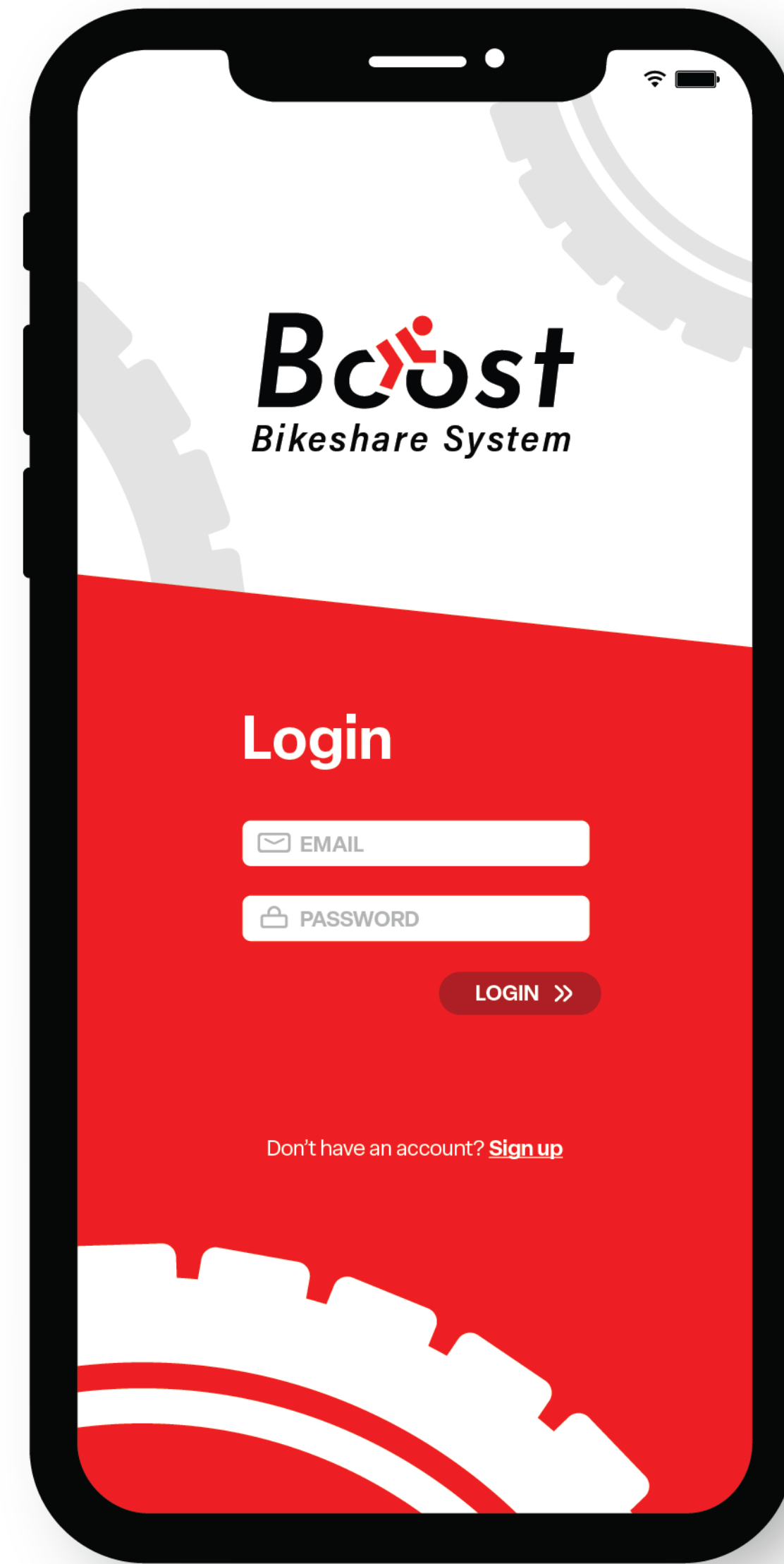
Made to solve the campus transportation challenge, a new bikeshare system that allow efficient travel for students and faculty. Boost not only saves time but also contributes to a healthier environment, reducing the overall carbon-dioxide number in the campus.

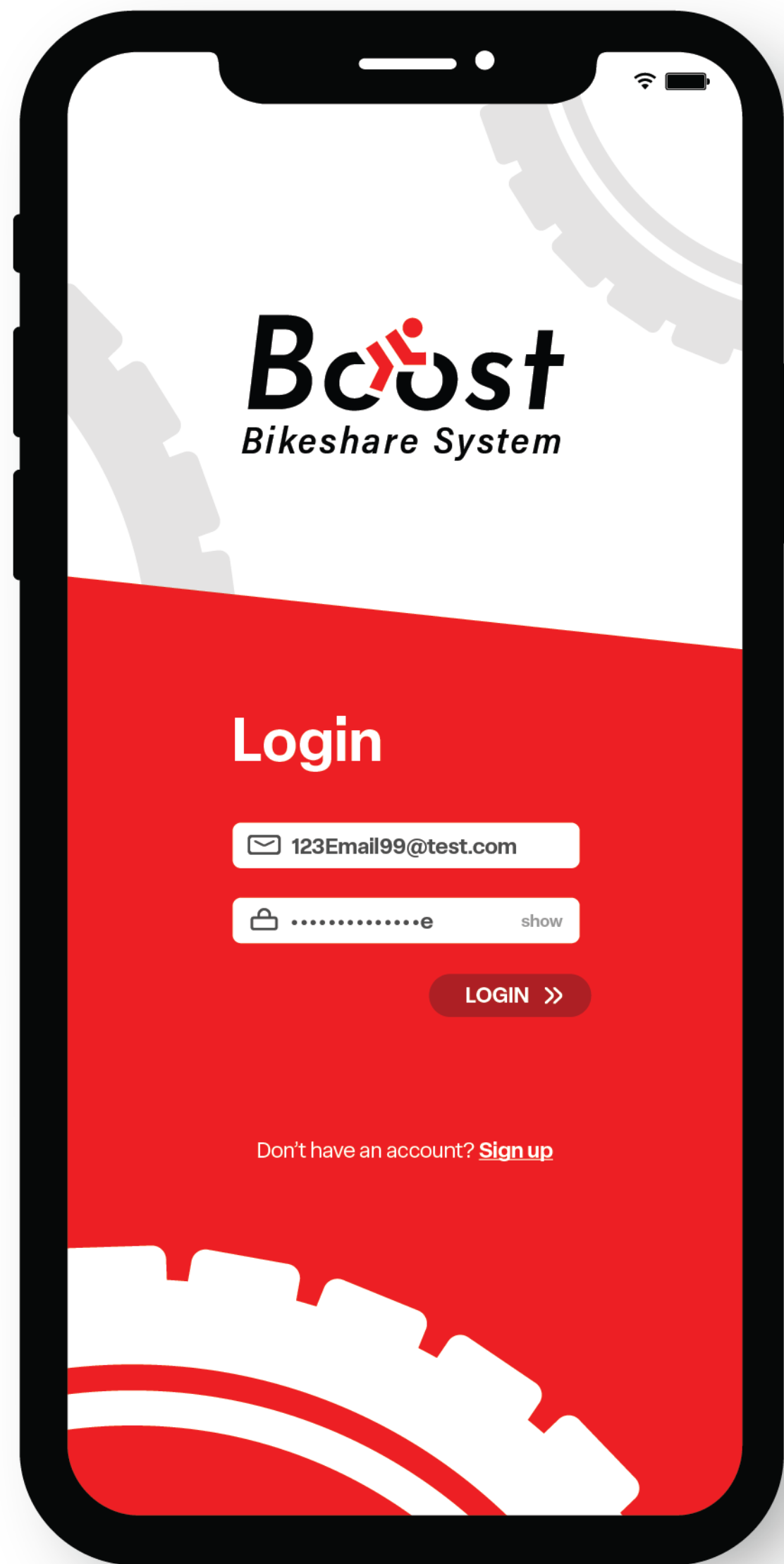
Software Used:

InDesign
Photoshop
Illustrator
XD
After Effect

Project Goals:

Creating a brand startup, my goal was to extend the mission across various mediums, such as posters, a mobile app, and bike stations while maintaining a consistent, engaging design. I also aimed for a clean and straightforward aesthetic throughout the entire brand.





Designing Boost Mobile

For a functional bikeshare system, it needed a user-friendly app to navigate locations and check bike availability. Understanding the user flow was crucial to ensure a seamless experience.

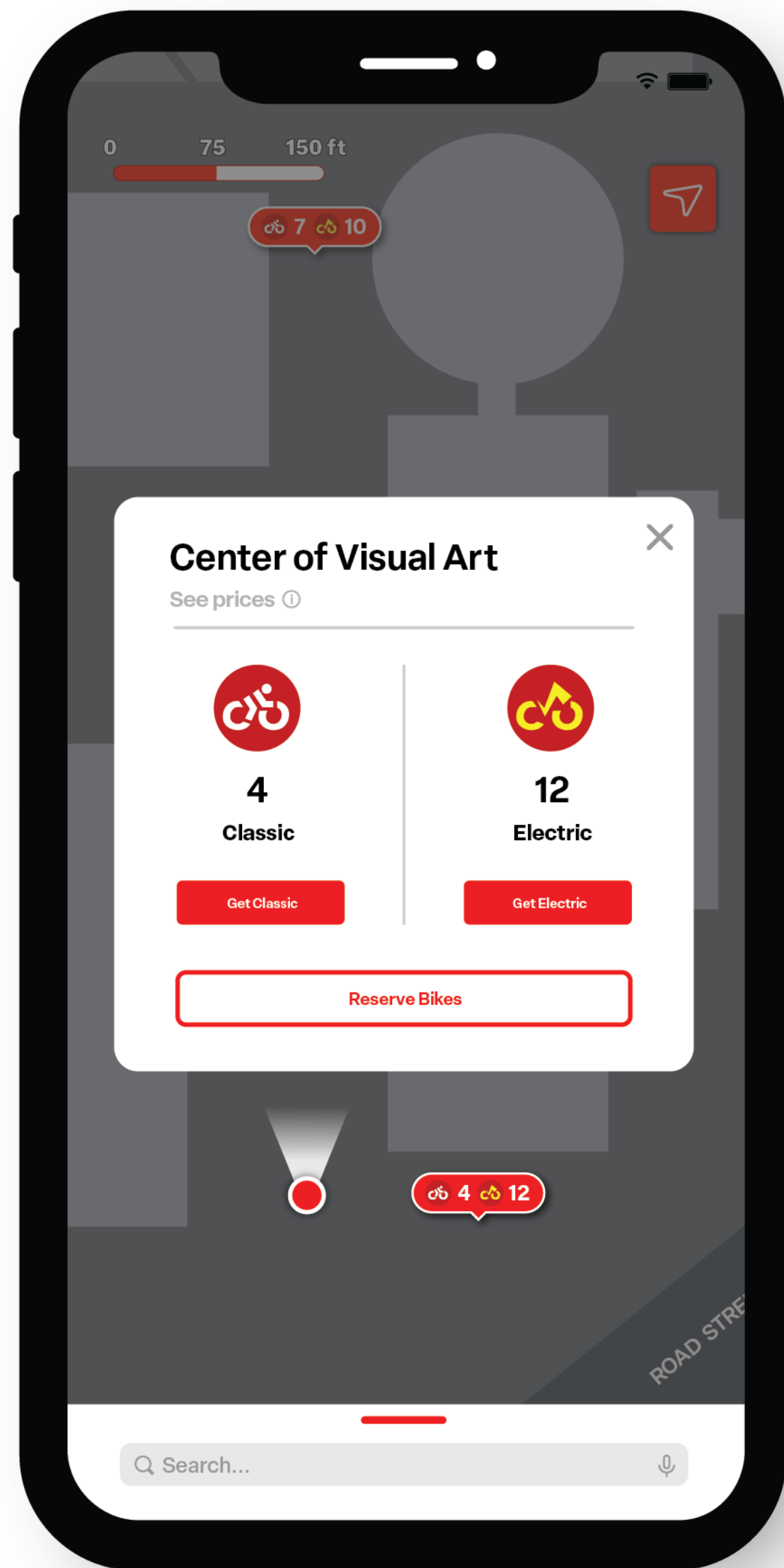
Efficient and Secure

Enabling individual user accounts enhances efficiency for returning users. With the added feature of bike reservations, it ensures precise tracking of rental schedules and users, optimizing operational effectiveness.



Quick and Simple

Upon launching the application, users are promptly presented with a map displaying numerous bike stations within their proximity. Additionally, real-time notifications inform users about the availability of bikes for rental or borrowing based on their location.



Reserve and Ready-to-Go

With just a few clicks, users can seamlessly reserve a bike. They have the flexibility to select between a standard or electric bike, and can promptly secure their preferred choice upon selection.



Boost Mobile Reflections

What I learned:

Building a brand goes beyond just creating a logo. A great brand always use a style familiarity that extends beyond the logo. **Understanding how we deliver the brand to the audience and consistently capturing their attention is crucial.**

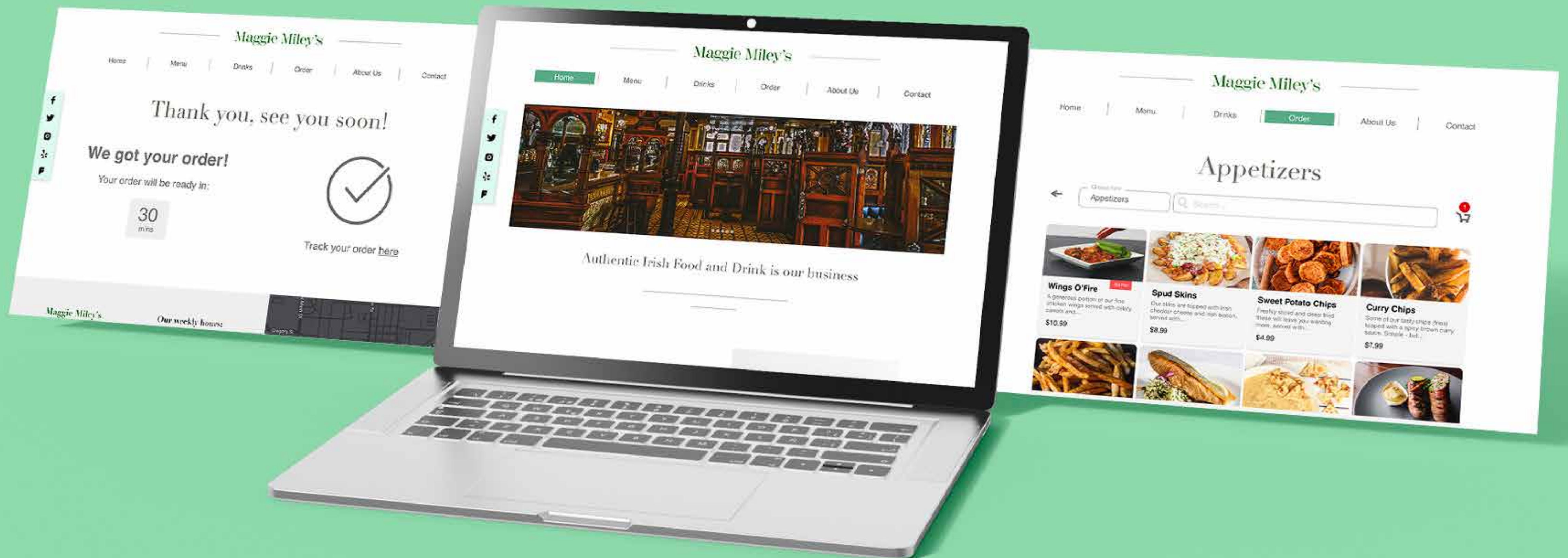
What could be improved:

The brand could be further expanded through a social media campaign, for example Instagram or twitter posts. Unfortunately, due to time constraints, I couldn't fully design the app, which need the map to be more detailed and extra features that are not included yet. However, I made sure to include essential elements that are needed for consumer use.

Irish Pub

Maggie Miley's

Redesign



Maggie Miley

Timeline:

~ 3 weeks (25 hours)

Software Used:

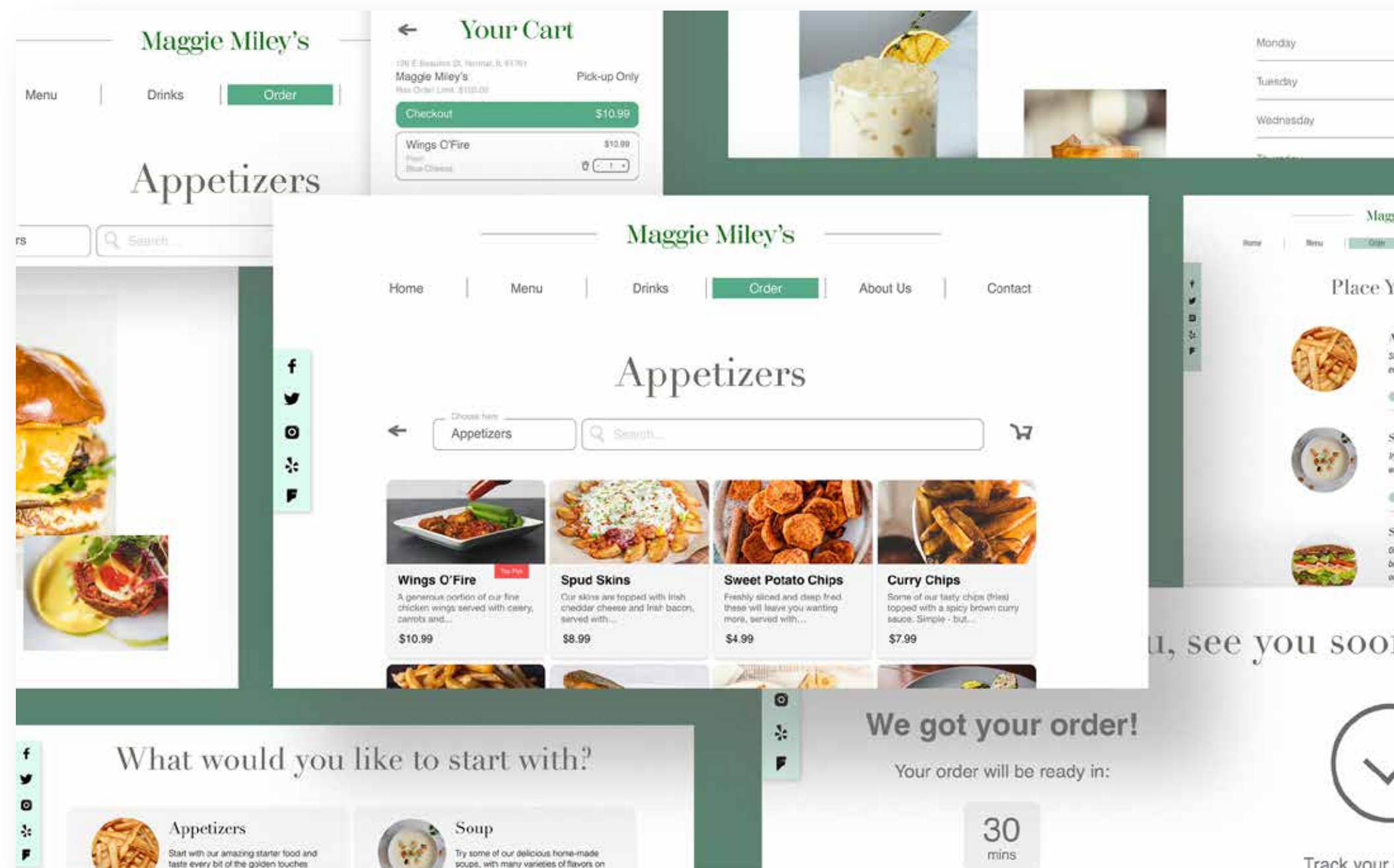
XD
Photoshop

Project Description:

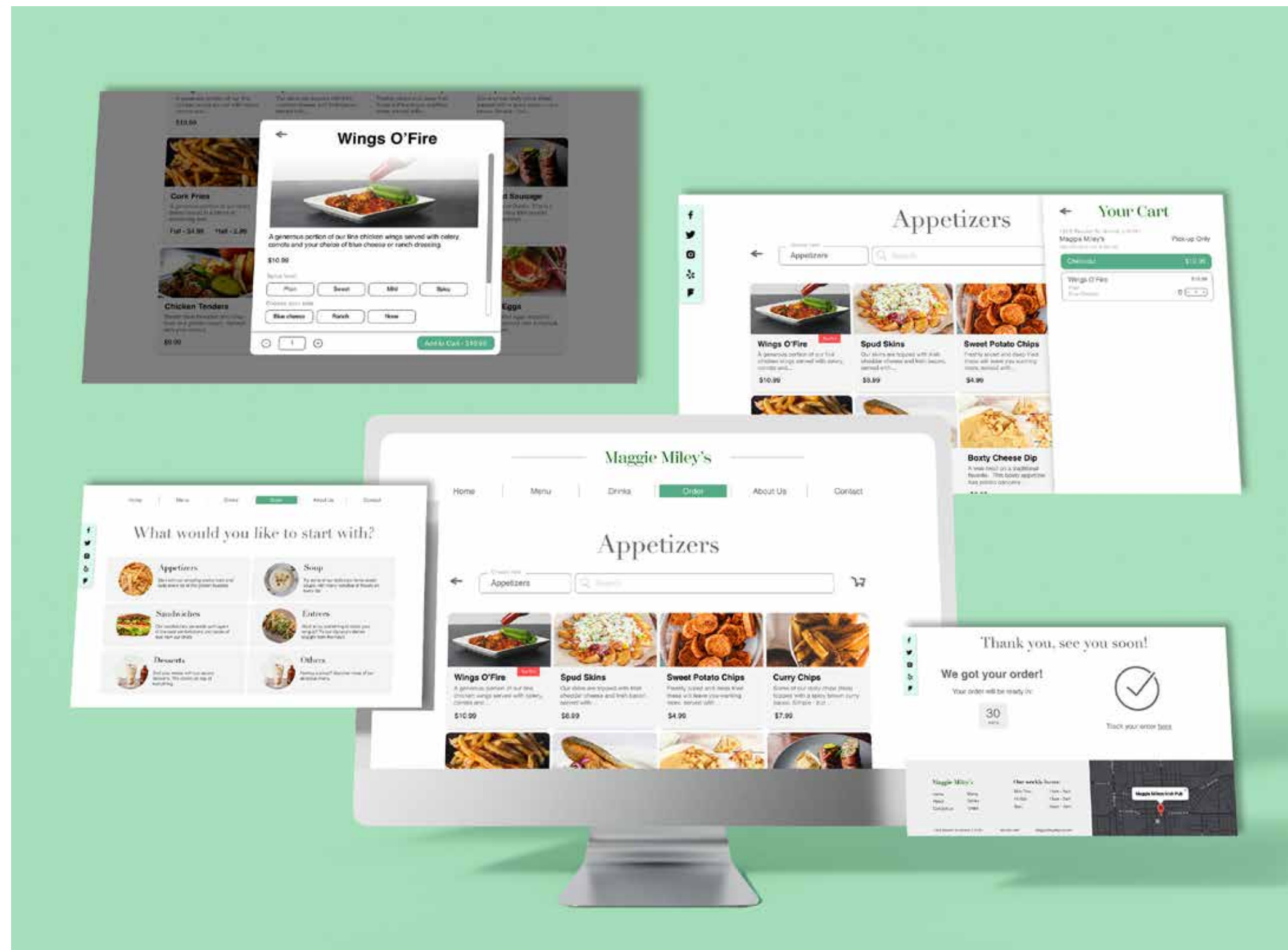
I redesigned a local business's website that appeared unappealing and outdated. Instead of recoding the entire site, the focus was mainly on redesigning the layout for a more pleasing and user-friendly appearance. **The primary goal was to simplify the customer's experience, making it both visually appealing and user-friendly.**

Project Goals:

The project aimed at learning how to redesign a website without altering its content, focusing on the consumer's perspective to understand their overall experience. Specifically, the main focus was on **improving the customer's experience with online food ordering.**



Maintaining consistency across all pages is crucial for a cohesive website style, creating a less confusing and more seamless experience for users.



To streamline the online food ordering process, it's essential to provide users with a familiar experience rather than introducing unnecessary complexity. Reinventing the wheel may only lead to user confusion, so sticking to what already works is key.

Maggie Miley's

[Home](#)[Menu](#)[Drinks](#)[Order](#)[About Us](#)[Contact](#)

Authentic Irish Food and Drink is our business

MENU

For over 12 Years, Maggie Miley's Irish Pub has continued to bring great food and spirits to the Bloomington - Normal area. Open 7 days a week, Maggie's brings you constant football matches and an incredible Irish atmosphere.

[view full menu](#)

or

[Order Online](#)





DAILY SPECIALS



Monday	▼
Tuesday	▼
Wednesday	▼
Thursday	▼
Friday	▼
Saturday	▼
Sunday	▼

“

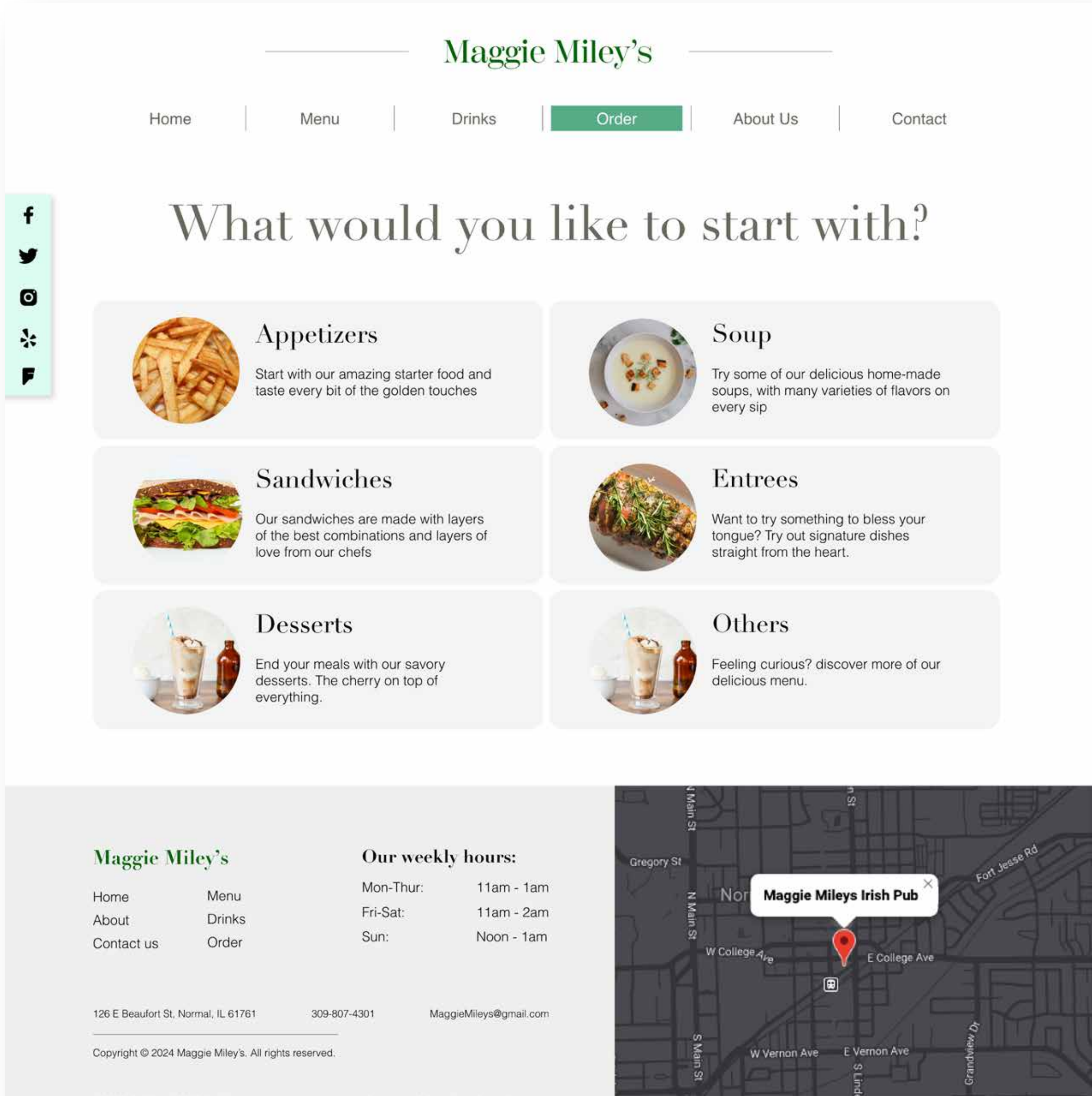
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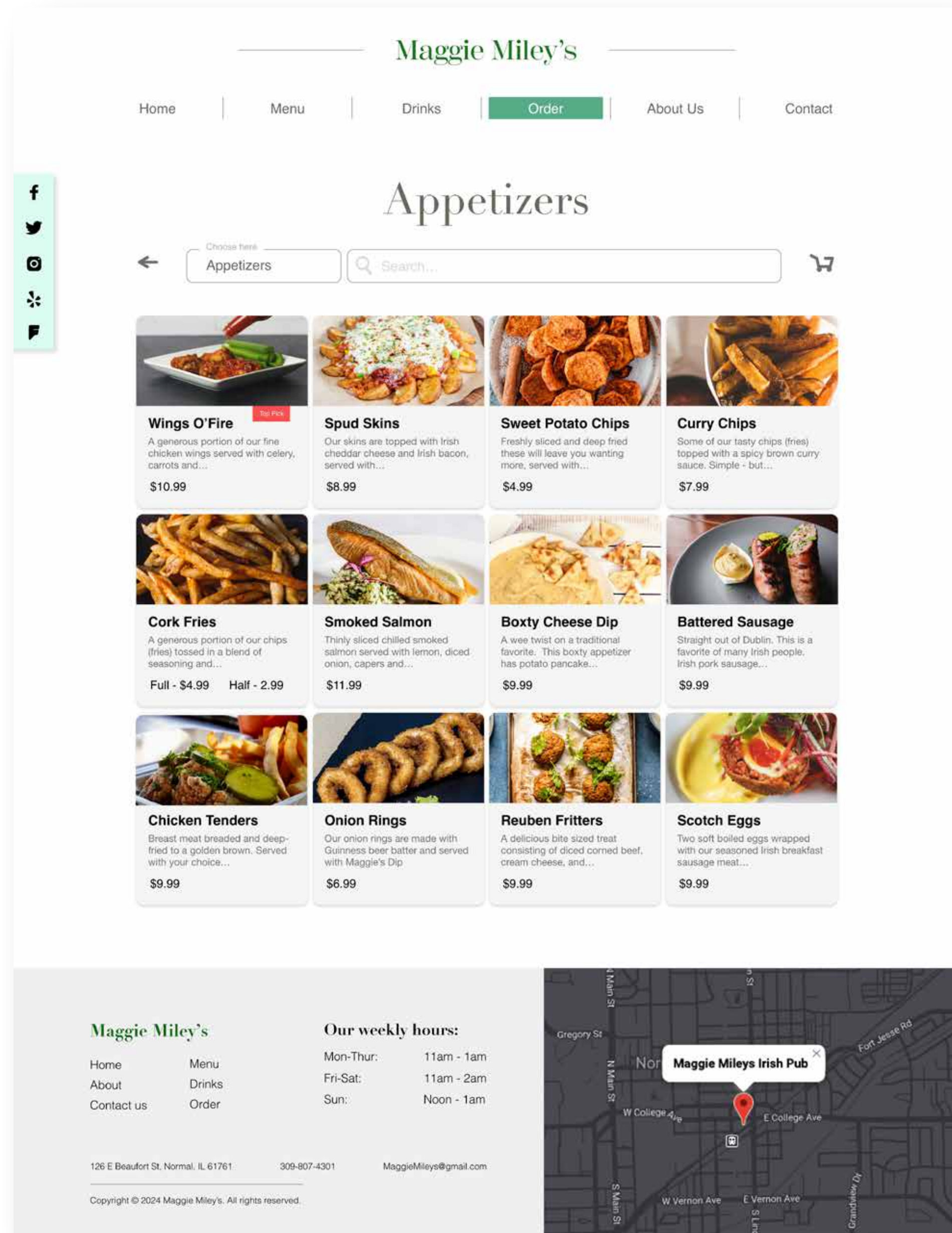
This gotta be the best restaurant I've ever been to!
Food and services are beyond delightful.
Will definitely come back for more!

>

”

- John Doe





The redesigned website distinguishes itself by its enhanced appeal to users. Leveraging images effectively stimulates users' appetites for restaurant cuisine. By prominently featuring menu items alongside corresponding images, while maintaining clear pricing and descriptions within a card layout, we achieve a visually engaging and efficient design.

First name

Email

Phone number

[Add New Payment Method](#)

☒ Credit / Debit Card

 PayPal

Google Pay

Apple Pay

Place Your Order

Home	Menu
About	Drinks
Contact us	Order

Mon-Thur:	11am - 1am
Fri-Sat:	11am - 2am
Sun:	Noon - 1am

126 E Beaufort St, Normal, IL 61761

309-807-4301

MaggieMileys@gmail.com

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Maggie Miley's

Home

Menu

Drinks

Order

About Us

Contact



Thank you, see you soon!

We got your order!

Your order will be ready in:

30
mins



Track your order [here](#)

Maggie Miley's

Home

Menu

About

Drinks

Contact us

Order

Our weekly hours:

Mon-Thur: 11am - 1am

Fri-Sat: 11am - 2am

Sun: Noon - 1am

126 E Beaufort St, Normal, IL 61761

309-807-4301

MaggieMileys@gmail.com

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Maggie Miley Reflections

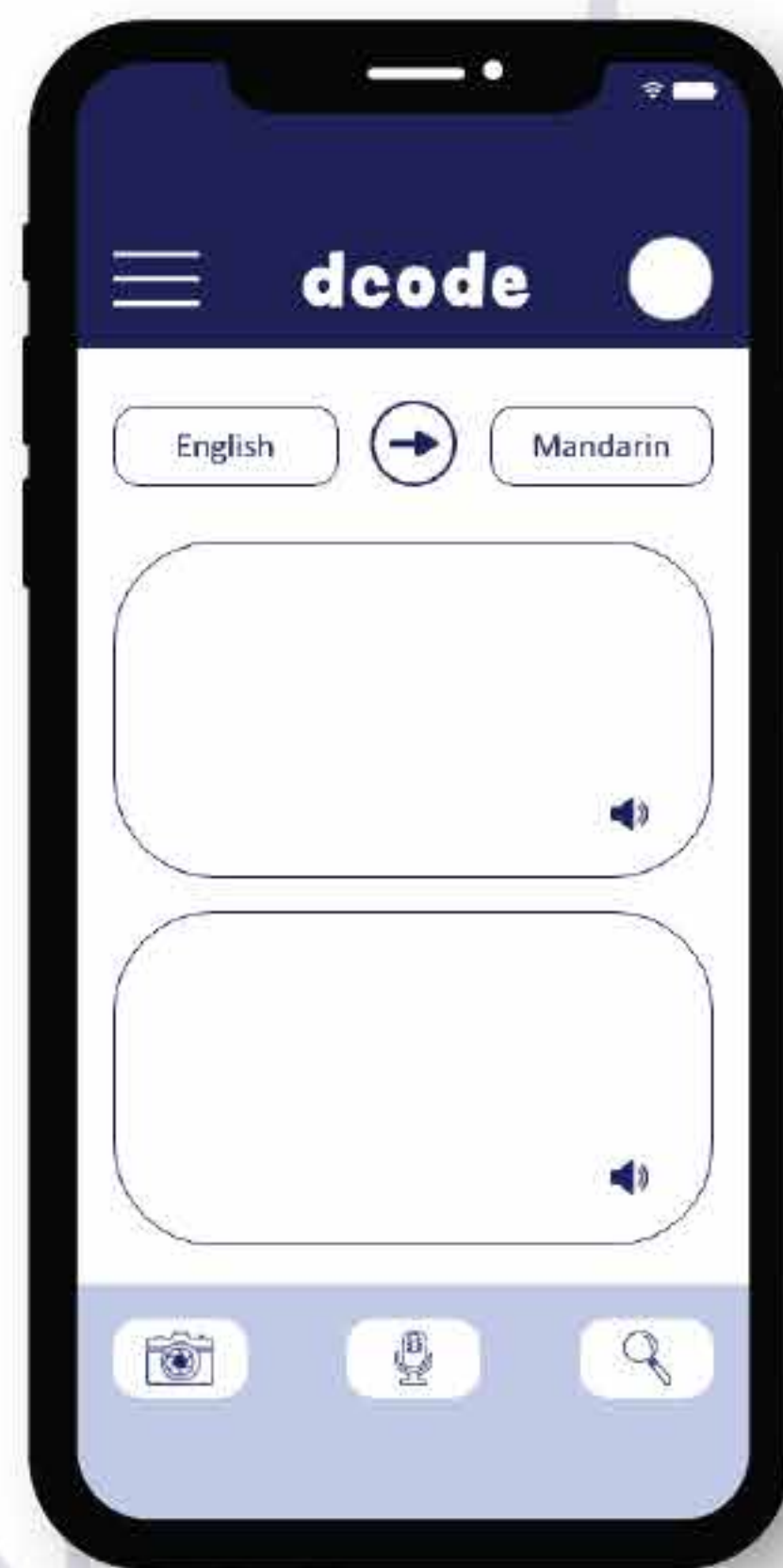
What I learned:

While redesigning the site layout, I always kept in mind the importance of readability, legibility, and accessibility. A key focus was on enhancing the overall customer interaction, considering:

- How easily users can find tasks.
- How quickly tasks can be completed.
- The number of clicks required to finish a task.

What could be improved:

The project's functionality came closely with how I vision it, but I noticed the need for attention to font choices and sizes to better harmonize with the entire site. The online order page presents inconsistencies in page layout and footer, which require adjustments for better uniformity. Despite these, the online order task is generally straightforward and easy to navigate.



D

dcode

Dcode

Timeline:

~ 1.5 weeks (10 hours)

Team:

Evan Schuller

Maddie Chilton

Software Used:

XD

Illustrator

Project Description:

Dcode is a specialized LIVE translator app designed to solve various user language challenges. It offers multiple functions, including translating images, voice, and common slangs. The app features a text-to-speech function and employs colors suitable for users with visual disabilities.

Project Goals:

This short project prioritizes functionality over aesthetics, so we aim to make the app operational. The goal is to explore multiple functions that bridge language barriers in real-time, using user challenges as the guide. We try use user research to identify and plan the essential features the app needs.

86%

of world population does
not speak English at all

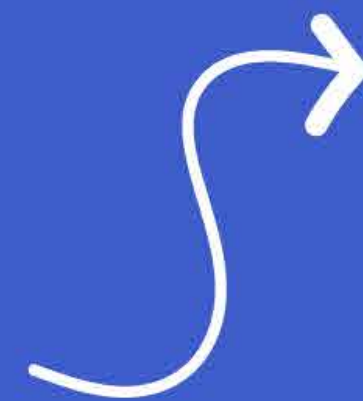
40%

of world population
speaks only one language

21.7%

of U.S. population
does not speak English

These stats
implies that



72,094,300+

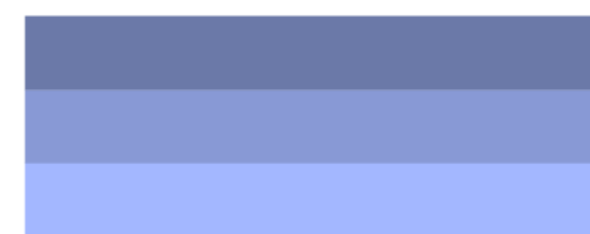
residents of the United States face
challenges in understanding English.



#3E5DCA



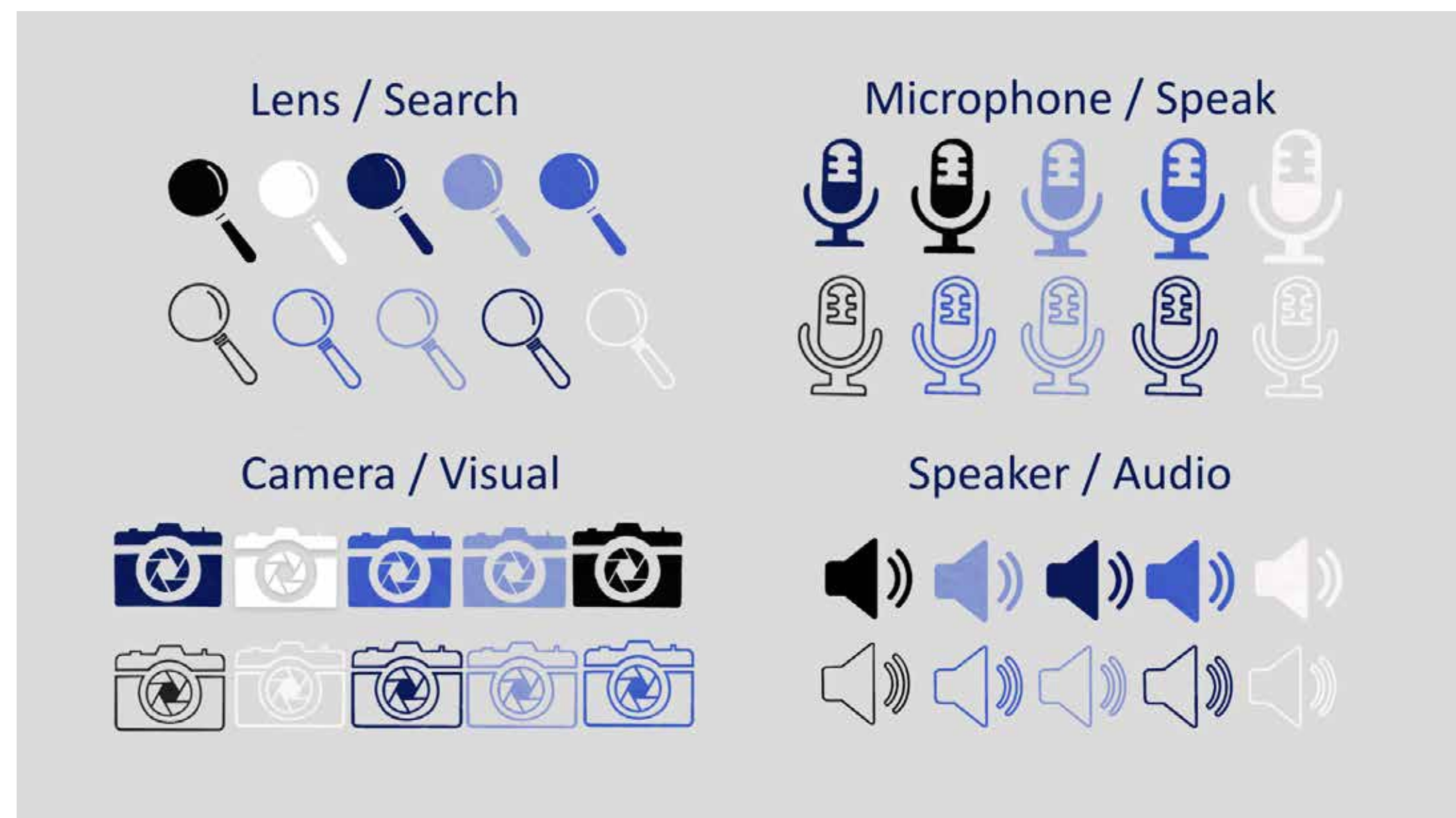
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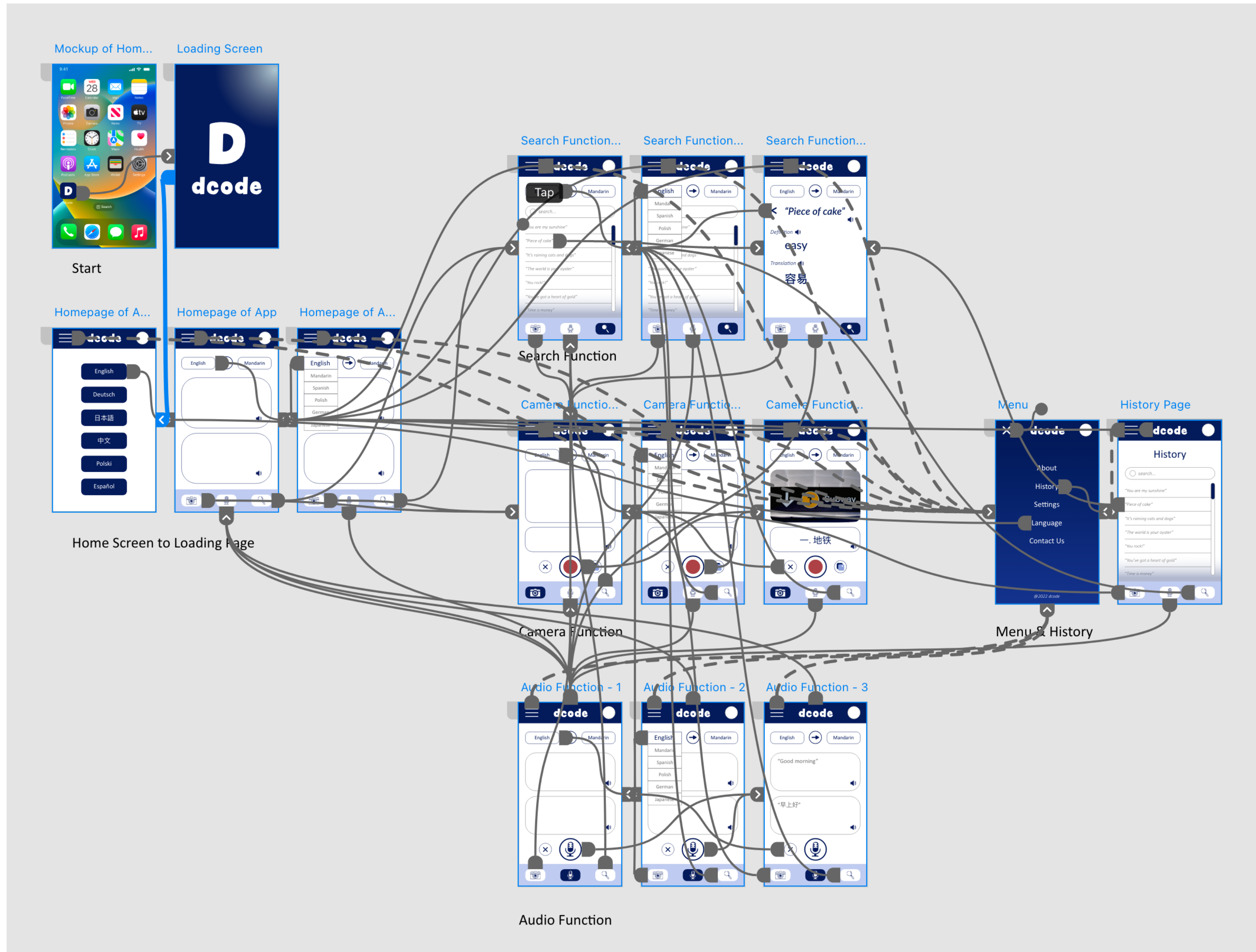
#081957



While designing the app, we must prioritize accessibility, considering not only language barriers but also addressing users' visual challenges. Therefore, we opted for three blue-toned colors, tested for compatibility, and ensured easy readability for various visual disabilities, such as monochromatism, dichromatism, and anomalous trichromatism.

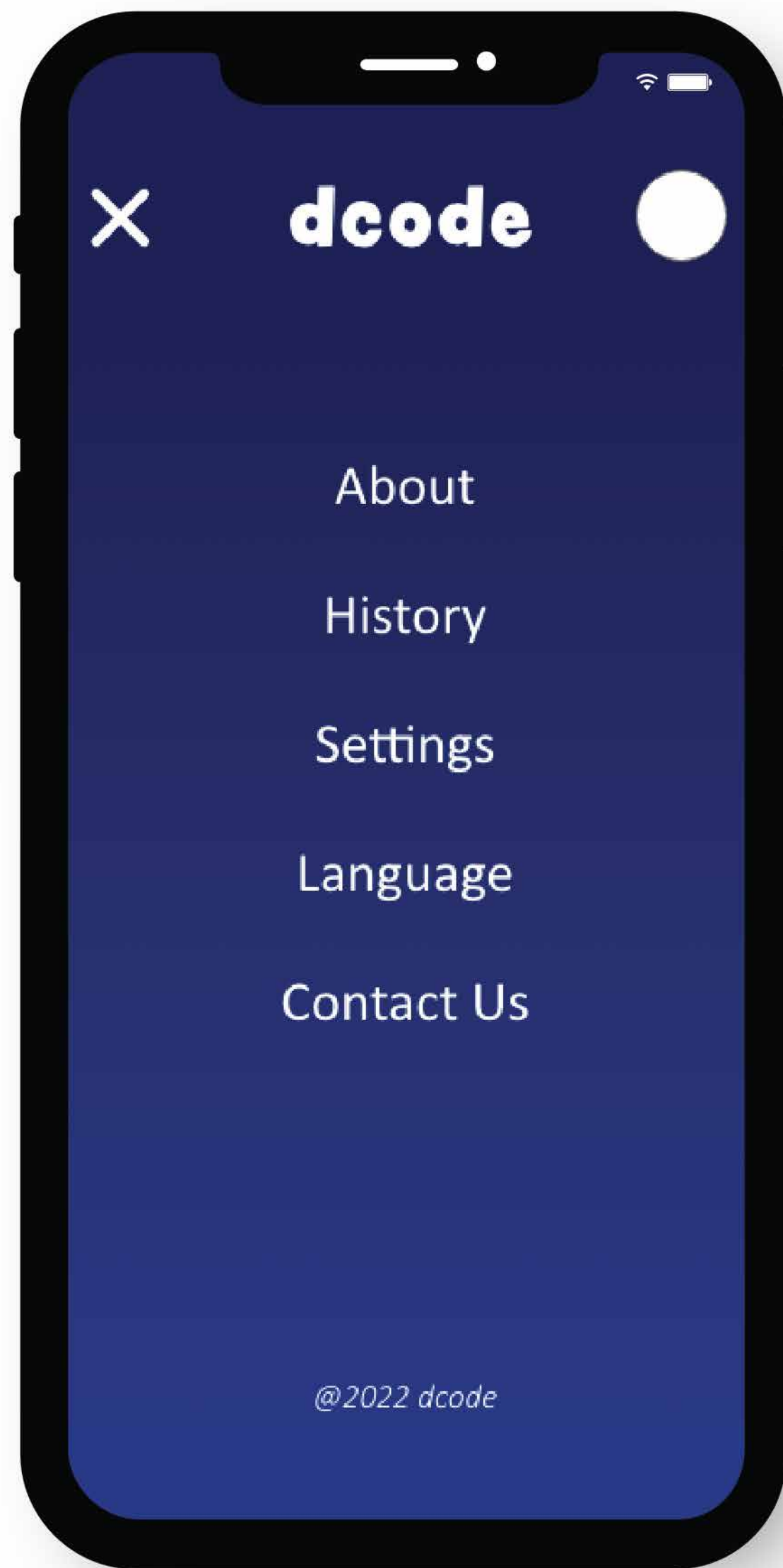


To enhance user experience in our app, we should incorporate universally recognized icons. Icons such as a magnifying glass for search, microphone and speaker for audio functions, and camera for visual tasks are widely understood globally. Utilizing this common iconography can help overcome language barriers for non-native speakers.



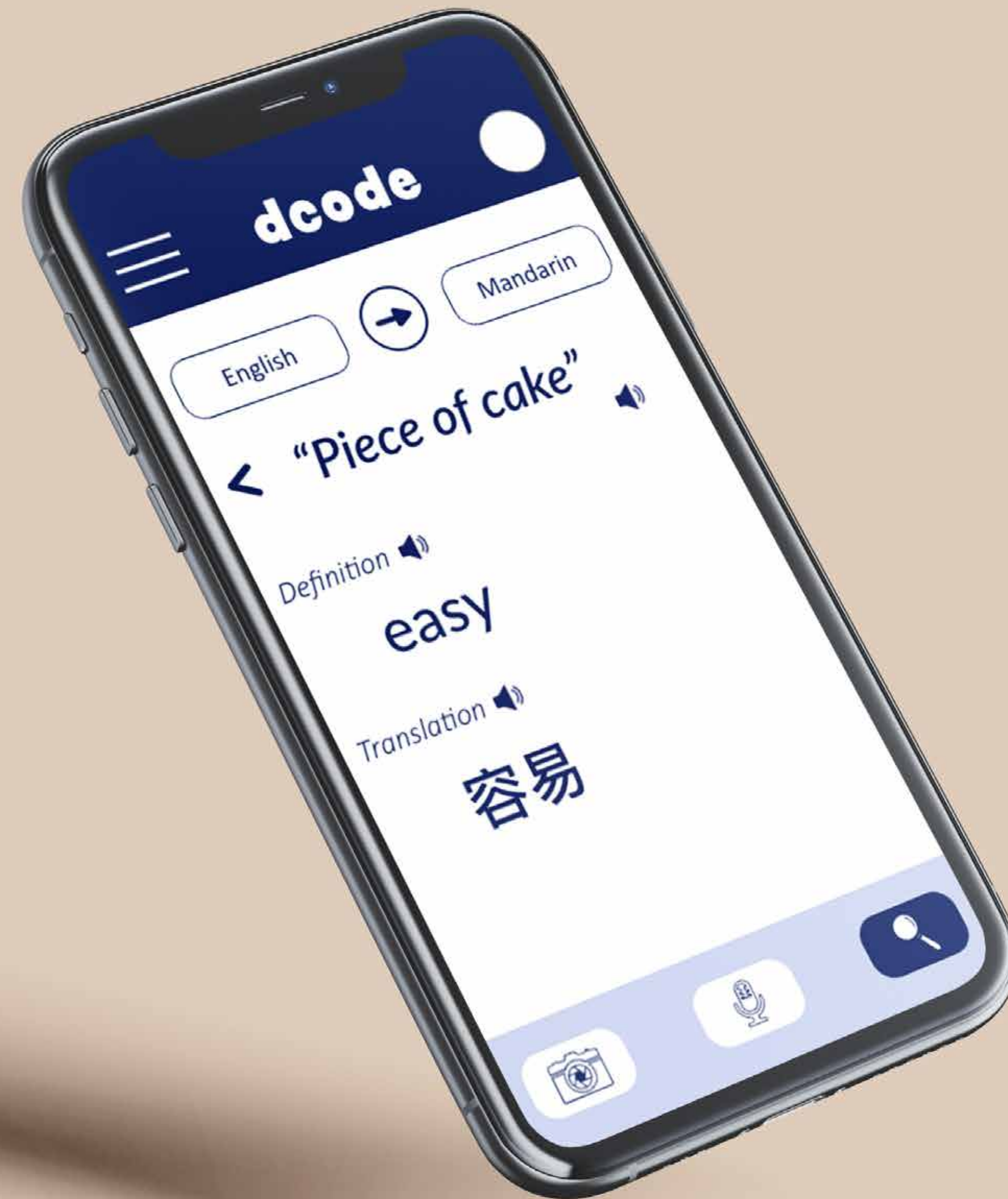


It's essential to make a clear and impactful first impression to capture users' attention from the outset. Providing language options prominently at the beginning of the experience allows users to comfortably select their preferred language without the risk of encountering unfamiliar language barriers.



Incorporating a menu with personalized preferences and a history of previous searches can streamline the user's task time by eliminating the need for multiple submissions of the same query. Additionally, this feature offers users flexibility to switch to their preferred language seamlessly.





Dcode Reflections

What I learned:

Conducting sample user research significantly speeds up the process of figuring out the needed features for the app. Putting functionality first over aesthetics in the initial stages is crucial; **thinking from the user's perspective and addressing their challenges helps solve future issues.**

What could be improved:

Since our attention focused on functionality, we had limited time to improve the app's aesthetic. Future improvements can be made in typefaces, spacing for better readability, and adjusting colors for overall cohesion. Beyond functionality, our future goal would be to expand the app's features to solve additional challenges such as physical disabilities and other language barriers among our users.



Work with me, or let's be friends!

nicolaswong99@gmail.com

1+ (847) 347-9295

www.nicolaswongdesign.com

