

王 護 樺 *6 years+*



Hello, I am W.

Agency

2 yrs

Start-up

1 yrs

FinTech

1 yrs

B2B平台

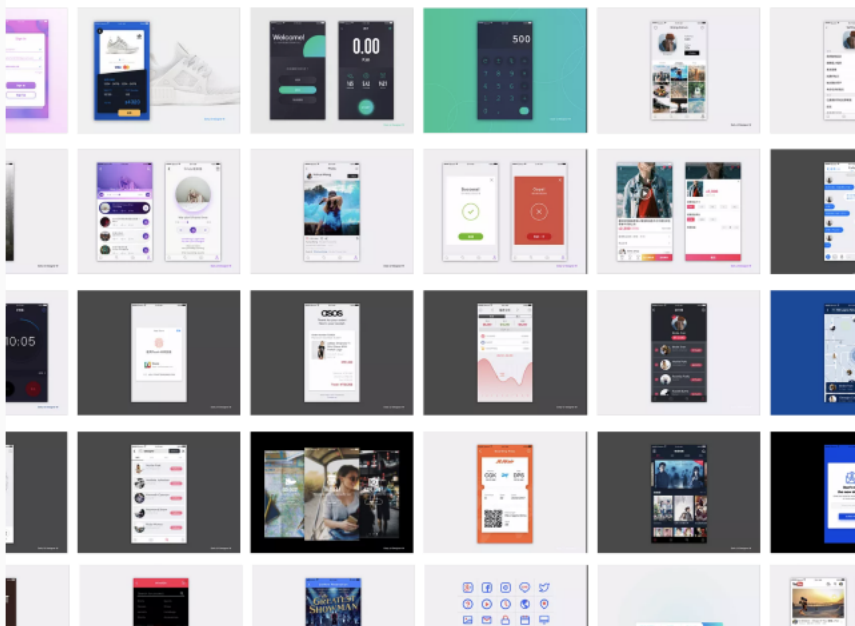
2 yrs

+

Good at 視覺美感

Side Project

Daily UI 100 Challenge (2017)



出缺勤系統 App (2019)



2019-2021 BaiFu Tech

品牌重塑與建構大型專案設計規範

#彩票平台 #B2B #兩大平台 #80多個站點 #品牌設計 #介面設計 #Design system

發展現況

3 years ↑

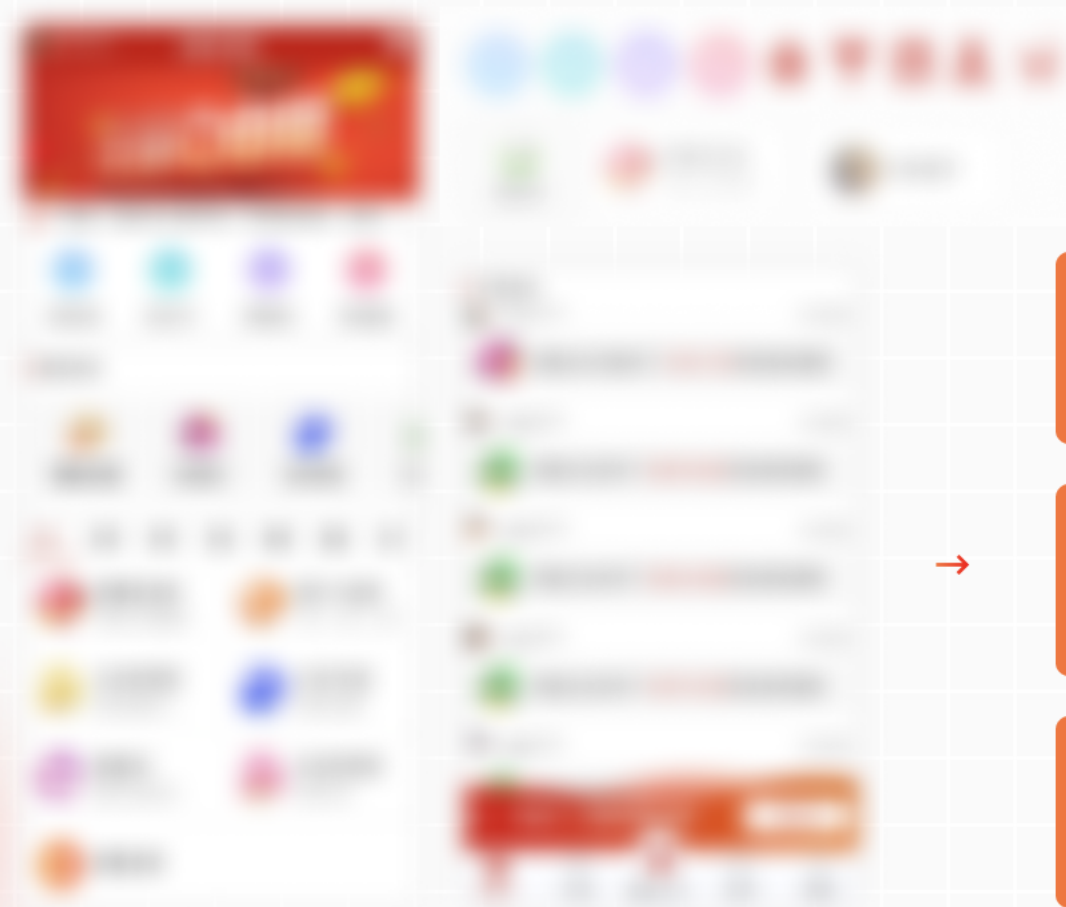
80 sites ↑

- Product status 產品問題
- Design Goal 設計目標
- Brand 品牌定位
- Brand Element 元件細節
- Design system 設計規範
- Others UI 其他介面
- Highlight 更多亮點



Interview
看更多

Product status 產品現況



品牌調性不足

沿用性不佳

用戶體驗不好

產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點



Interview
看更多

Design Goal 設計目標

產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點

視覺面

整理視覺層級

簡化元件

組件化設計

保持風格統一性

互動面

提升使用者體驗

強化引導性

Brand 品牌 風格定位&情緒版



產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點

Brand 品牌 風格定位&情緒版

色彩延展性

強化包容性

圓形圓融

圓潤的型態

拉近品牌與人的距離更具親和力

聚合疊加

用圖形與曲線疊加
創造空間感



產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點

顏色

使用漸層表現延展性包容性



曲線圓角

圓潤與曲線更具親和力
讓用戶感受輕鬆簡單



扁平輕量

凸顯資訊內容



產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點

Brand Element 元件細節

icon 使用圓潤與漸層表現延展性包容性

卡片 & 圓角 用卡片形式增加點擊慾望
一點點圓角與陰影區隔開資訊與層級
扁平輕量的風格凸顯資訊內容



Interview
看更多



產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點



Interview
看更多

Popup Guideline 設計規範

Others UI 其他介面



Interview
看更多

產品現況

設計目標

品牌定位

元件細節

設計規範

其他介面

更多亮點

· 半年多

· 有效降低開發成本

· 視覺與體驗一致性



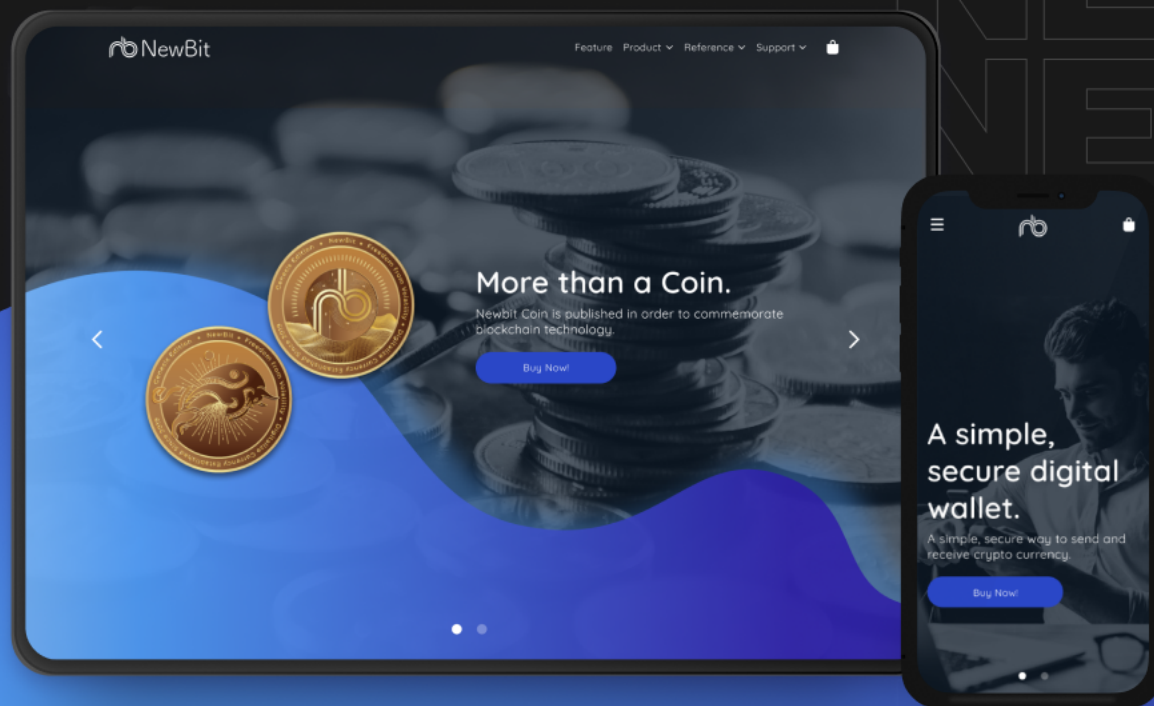
Interview
看更多

2019

文化衝擊與產業差異的挑戰

NewBit Technology 虛擬幣交易

#品牌設計 #介面設計 #架構規劃 #RWD



背景 禁止人民幣兌換外幣，導致外匯市場無法交易。

目標 解決外匯市場無法交易的問題。

目標族群 目標族群是會投資外幣賺匯差的中國大陸人。

發想



Mark 46

居住：中國大陸、香港

職位：金融公司主管

家庭：已婚，育有一女一男

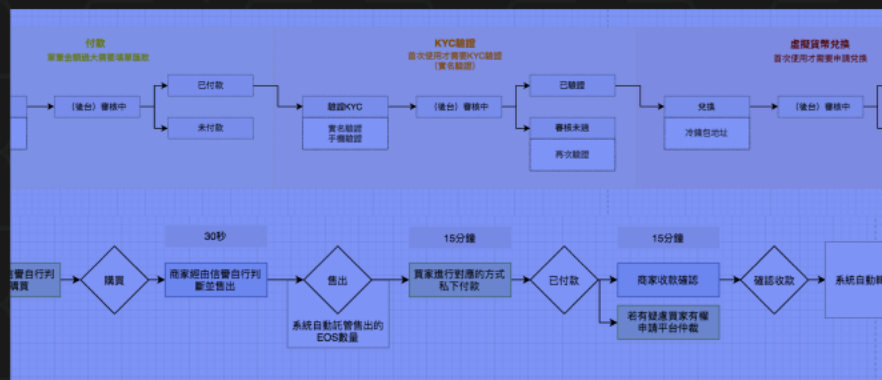
需求：尋找新的投資項目，最好可以跟原投資項目（外匯）有關聯，會比較熟悉



Flow Chart



User Flow



01 購買虛擬幣

1. SHIPPING AND PICKING OPTIONS

NEWBIT COIN 1 \$10000.00

2. SHIPPING ADDRESS

SHIPPING ADDRESS

First name Last name

Company name (optional) - Please provide a valid company name if you are a business

Address Line 1 Address Line 2

City State Zip

Phone number

3. EOS ADDRESS 選填

we will notify you all the important informations about your order through email

EOS Address

EOS Address

EOS Address

Submit

Shipping bag amount subtotal \$10000.00

Free shipping FREE

Total order \$10000.00

產品背景 & 目標

02 身份認證 KYC

KYC

DOB: MM/DD/YYYY

First Name Last Name

Address Line 1 Address Line 2

City State Zip

Phone number

Submit

架構規劃

03 打入虛擬錢包

EXCHANGE

APPLICATION

First Name Last Name

Address Line 1 Address Line 2

City State Zip

Phone number

Submit

元件細節

04 得到幣，快樂的去交易

MY ORDER

Order Number: W123456789

Status: 1

Item to be shipped

Shipping address: 123, 456, 789, 101, 200, 300, 400, 500, 600, 700, 800, 900, 1000, 1100, 1200, 1300, 1400, 1500, 1600, 1700, 1800, 1900, 2000, 2100, 2200, 2300, 2400, 2500, 2600, 2700, 2800, 2900, 3000, 3100, 3200, 3300, 3400, 3500, 3600, 3700, 3800, 3900, 4000, 4100, 4200, 4300, 4400, 4500, 4600, 4700, 4800, 4900, 5000, 5100, 5200, 5300, 5400, 5500, 5600, 5700, 5800, 5900, 6000, 6100, 6200, 6300, 6400, 6500, 6600, 6700, 6800, 6900, 7000, 7100, 7200, 7300, 7400, 7500, 7600, 7700, 7800, 7900, 8000, 8100, 8200, 8300, 8400, 8500, 8600, 8700, 8800, 8900, 9000, 9100, 9200, 9300, 9400, 9500, 9600, 9700, 9800, 9900, 10000, 10100, 10200, 10300, 10400, 10500, 10600, 10700, 10800, 10900, 11000, 11100, 11200, 11300, 11400, 11500, 11600, 11700, 11800, 11900, 12000, 12100, 12200, 12300, 12400, 12500, 12600, 12700, 12800, 12900, 13000, 13100, 13200, 13300, 13400, 13500, 13600, 13700, 13800, 13900, 14000, 14100, 14200, 14300, 14400, 14500, 14600, 14700, 14800, 14900, 15000, 15100, 15200, 15300, 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Brand 品牌觀感

高效



簡單



專業商業



堅固



產品背景 & 目標

架構規劃

視覺競品 & 品牌觀感

元件細節

設計規範

before&after

結果

Brand Element 元件細節

顏色 科技感 & 流暢感

圓角 輕鬆容易

背景 堅固 & 照片



產品背景 & 目標

架構規劃

視覺競品 & 品牌觀感

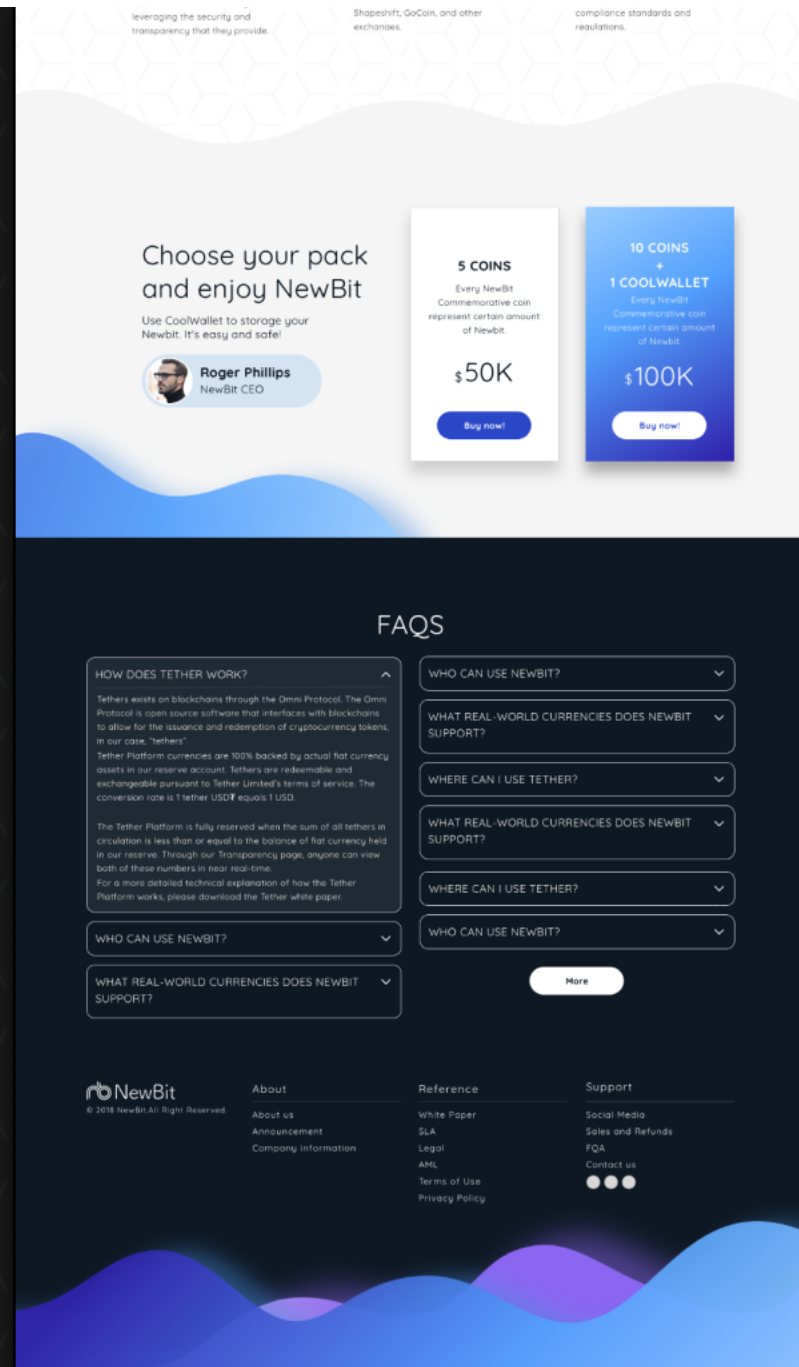
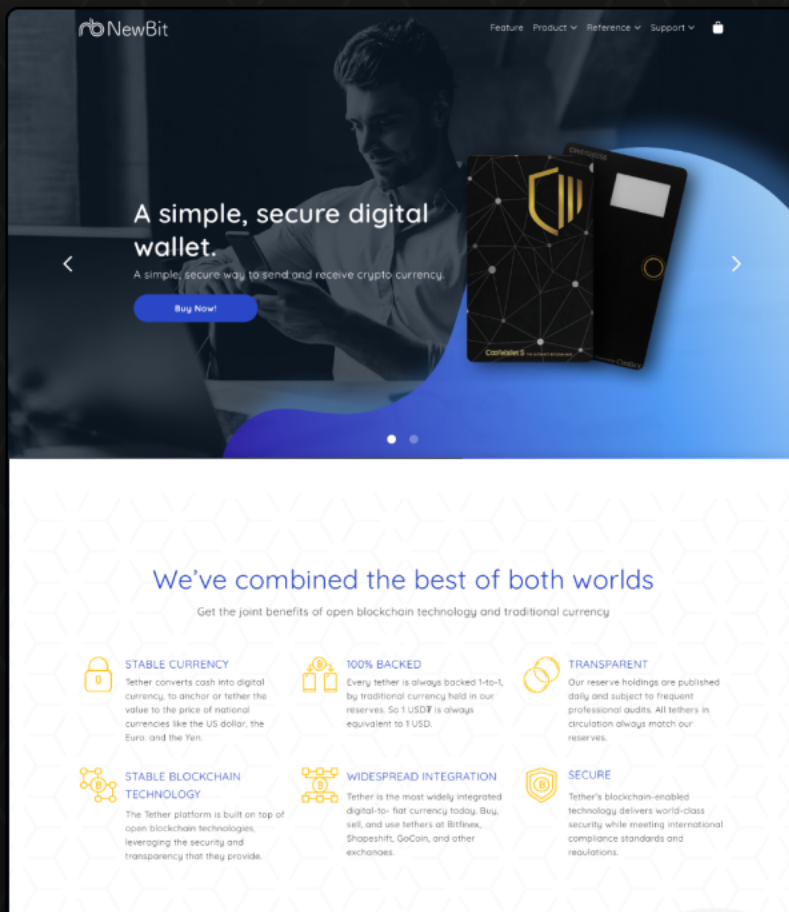
元件細節

設計規範

before&after

結果

Brand Element 元件細節



Typegraphic

Aa Quick sand

Regular Bold

Text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

48px 24px 20px 16px 14px

Color



#2A47C7



#FFC40E



#3023AE

#53A0FD

#BEE3FF



#0E1823



#4A4A4A



#9B9B9B



#D3D3D3



#F5F5F5



#67BC09



#D0021B

UI Element

Default



Button

Hover



Button

Press



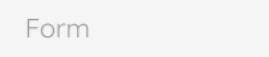
Button

Disabled



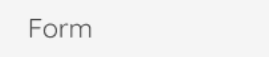
Button

Default



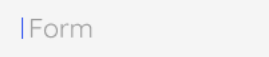
Form

Hover



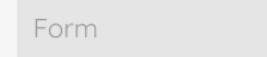
Form

Focus



Form

Disabled



Form

Error



Form

*錯誤提示writing

Unselected



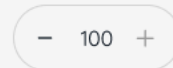
Selected



Min



Max



Focus



01 購買虛擬幣

1. SHIPPING AND PICKING OPTIONS

NEWBIT COIN 1 \$10,000.00

2. SHIPPING ADDRESS

Shipping Address

Full Name

Address

Phone Number

3. EOS ADDRESS 地址

we will notify you all the important informations about your order through email

EOS Address

Shipping fee amount subtotal \$10,000.00

Free shipping FREE

Total order \$10,000.00

Check out

02 身份認證 KYC

KYC

1. KYC

Full Name

Address

Phone Number

2. KYC

Full Name

Address

Phone Number

3. KYC

Full Name

Address

Phone Number

Submit

03 打入虛擬錢包

EXCHANGE

TO: NEWBIT COIN

FROM: USDT

SEND

04 得到幣，快樂的去交易

MY ORDER

Order Number: W23456789

Status: SUCCESS

Amount: \$10,000.00

ITEM TO BE SHIPPED

Shipping address: Ping Pong

Order Number: W23456789

Status: SUCCESS

Amount: \$10,000.00

Order Number: W23456789

Status: SUCCESS

Amount: \$10,000.00

HERE'S WHAT'S IN YOUR BAG.

NewBit \$10,000.00

Coinbase \$1,000.00

Total \$11,000.00

Check out

KYC

1. KYC

Full Name

Address

Phone Number

2. KYC

Full Name

Address

Phone Number

3. KYC

Full Name

Address

Phone Number

Submit

TRANSFER YOUR NEWBIT

TO: NEWBIT COIN

FROM: USDT

SEND

MANAGE YOUR ACCOUNT AND ORDERS.

Order Number: W23456789

Status: SUCCESS

Amount: \$10,000.00

ITEM TO BE SHIPPED

Shipping address: Ping Pong

Order Number: W23456789

Status: SUCCESS

Amount: \$10,000.00

Order Number: W23456789

Status: SUCCESS

Amount: \$10,000.00

產品背景 & 目標

架構規劃

視覺競品 & 品牌觀感

元件細節

設計規範

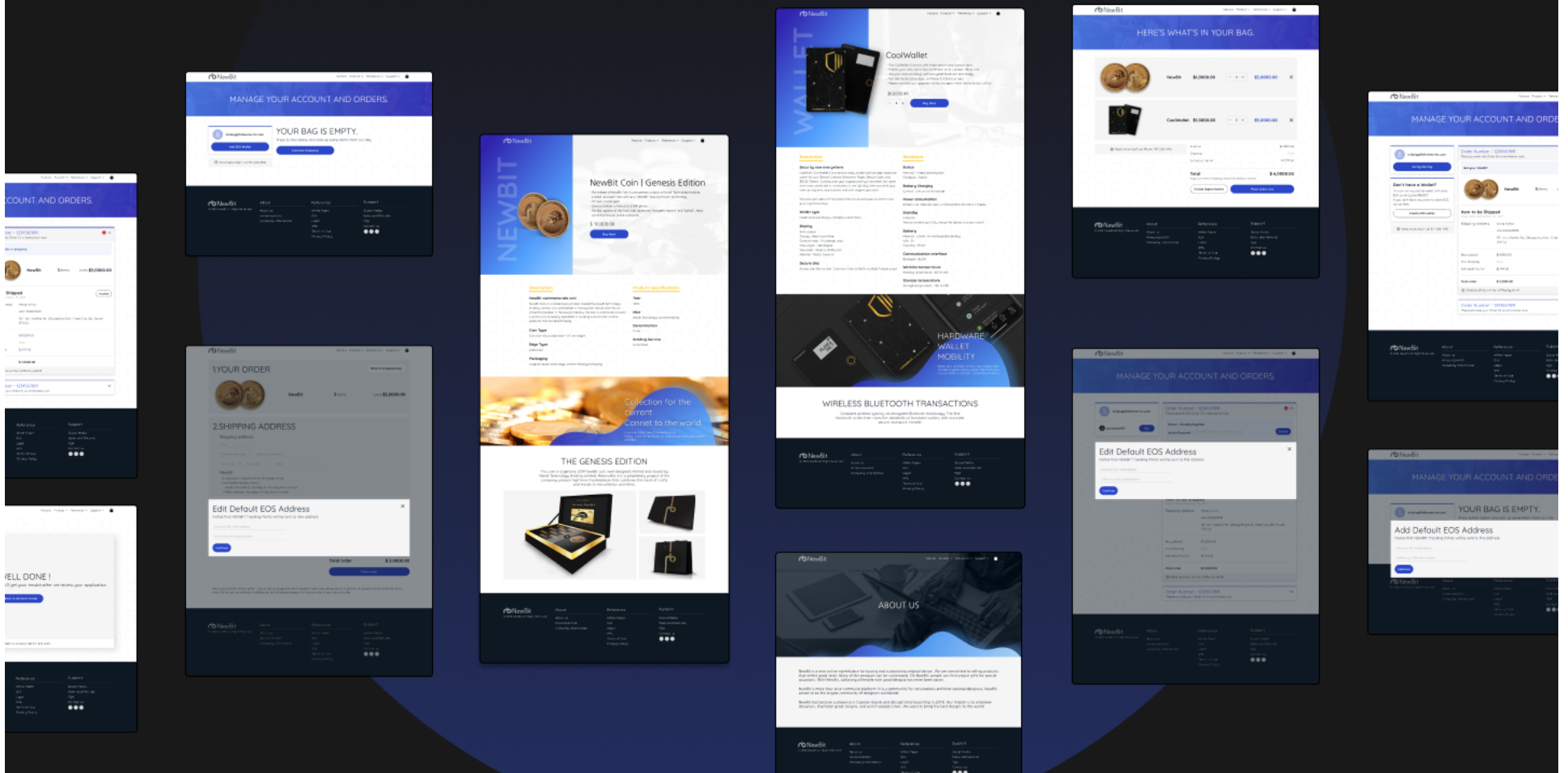
before&after

結果

- 三個多月後上線

・ 成功解決問題

· 延伸第二個產品-交易所



2019

打卡系統該是什麼樣子

出缺勤系統 App

#介面設計 #架構規劃 #Side project



Background & Target

公司出缺勤系統因權限關係，僅限部分人員查閱，不易其他同仁即時瀏覽。

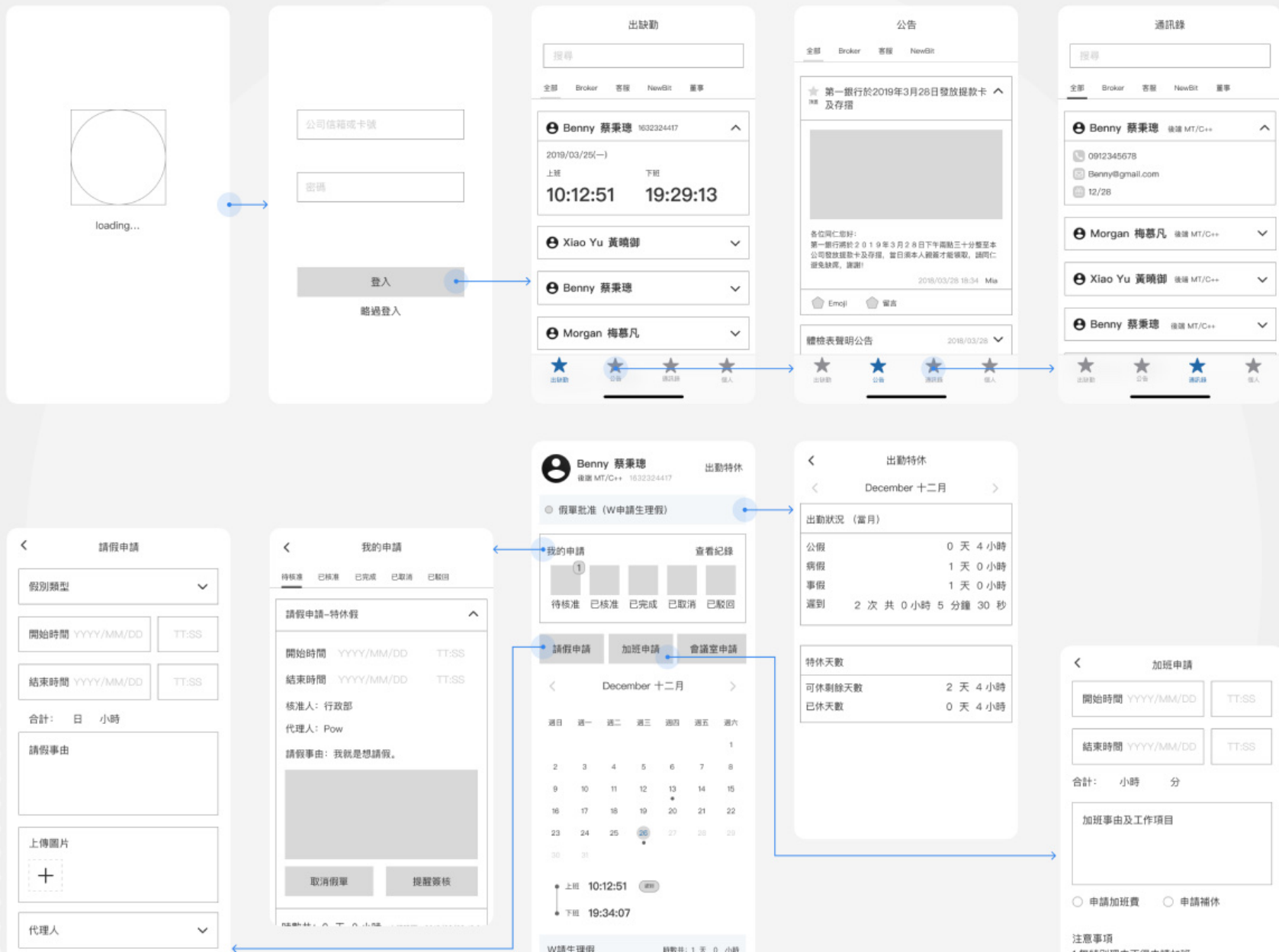
把出缺勤系統優化成大家都能看的App方便公司同仁使用，同時將請假加班等功能電子化。

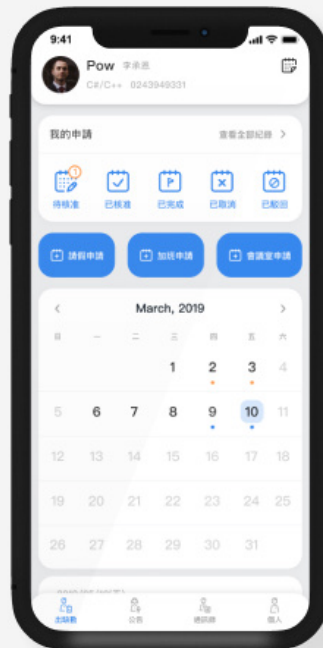
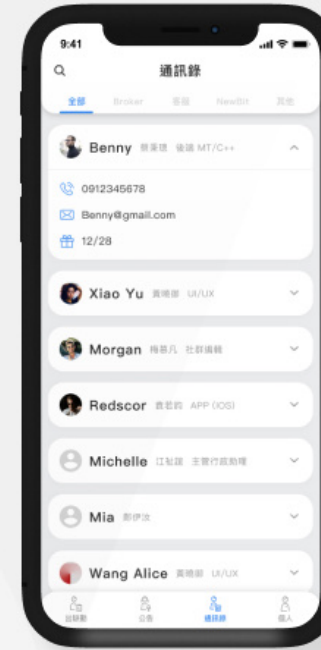
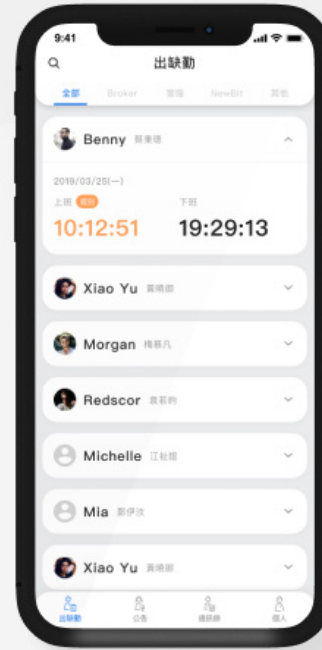
Teamwork & Challenge

UIUX Designer - W
iOS Developer - Redscor

- 1.自己完成一個完整App專案。
- 2.偏向個人side projects 產品的規劃需要自己做協調。

Wireframes



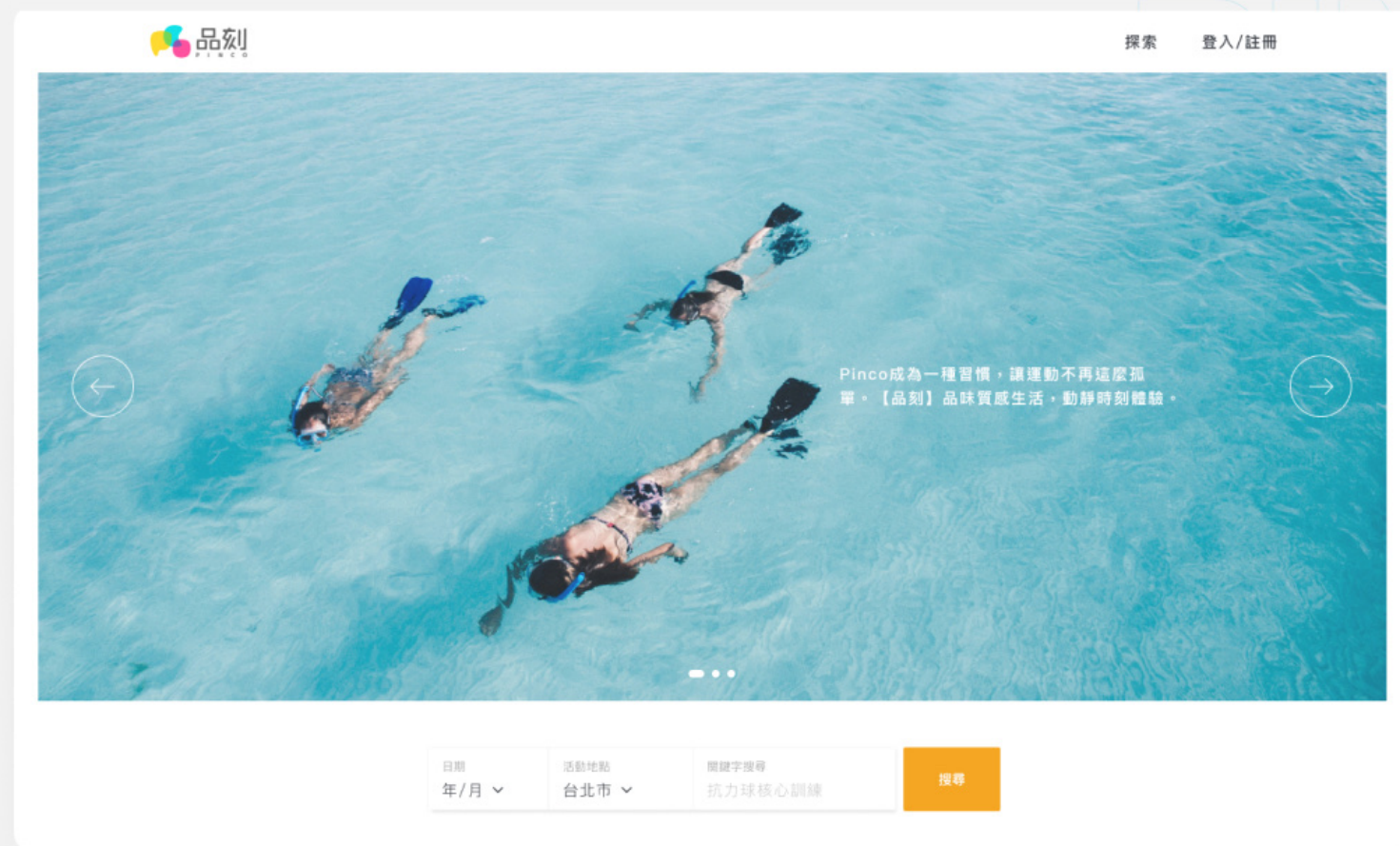


2018

新創小團隊合作

Pinco品刻 女性健身媒合平台

#品牌設計 #介面設計 #架構規劃 #RWD



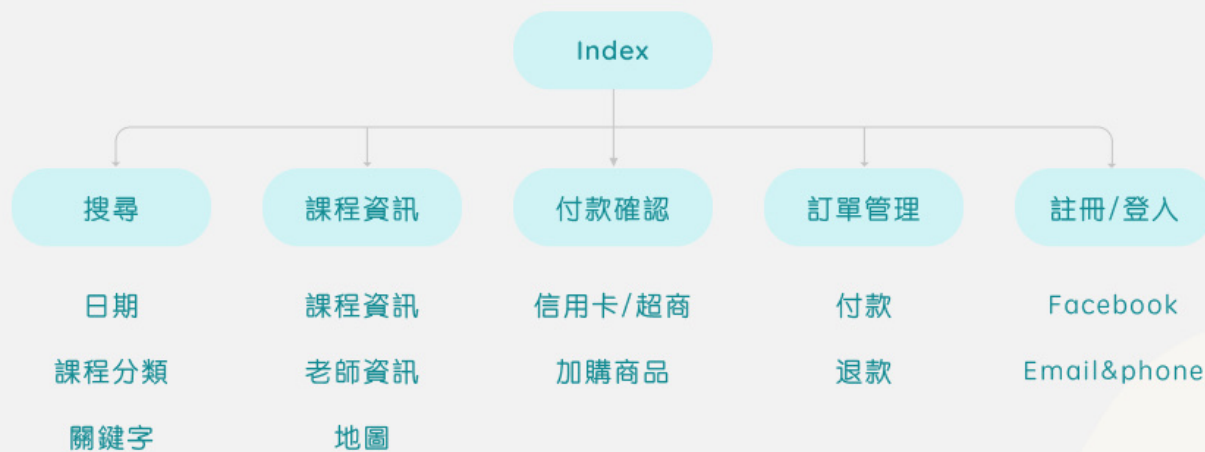
Background & Target

背景：在我加入之前，團隊中只有工程師產出的原型。

目的：想創造出一個以女性為主的線下運動課程媒合平台。

Challenge

1. 首次獨立執行大型專案，以原型為架構規劃出更好的流程。
2. 團隊中沒有PM，因此在專案上學習寫文件規格，優化網站流程。



Wireframe

Index



Course Introduction



Sign in



Payment confirmation



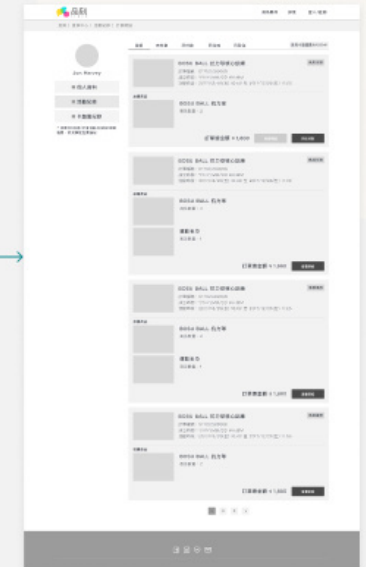
Successful payment

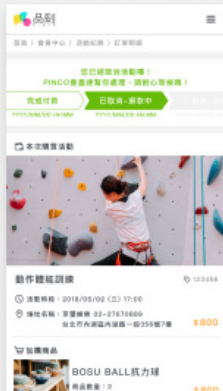
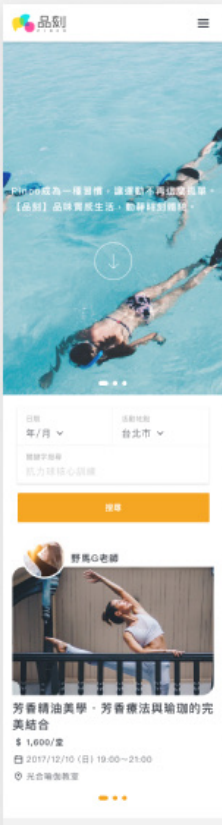
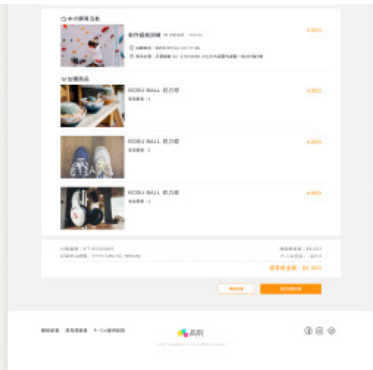
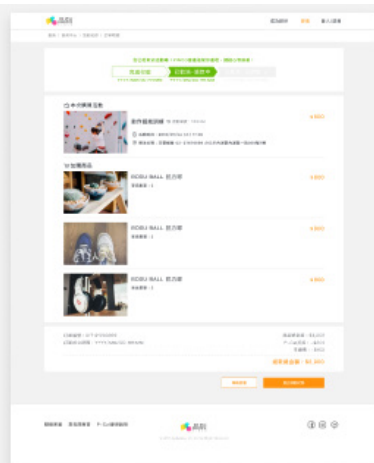
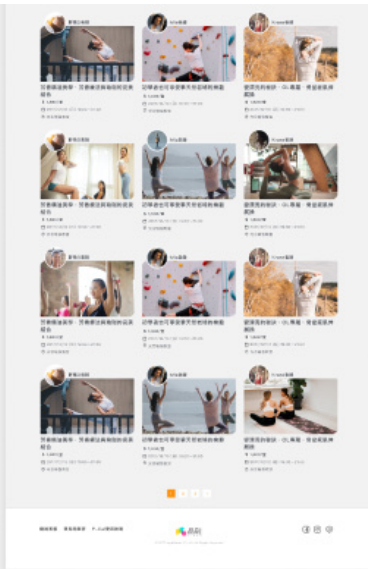


Payment



Order history



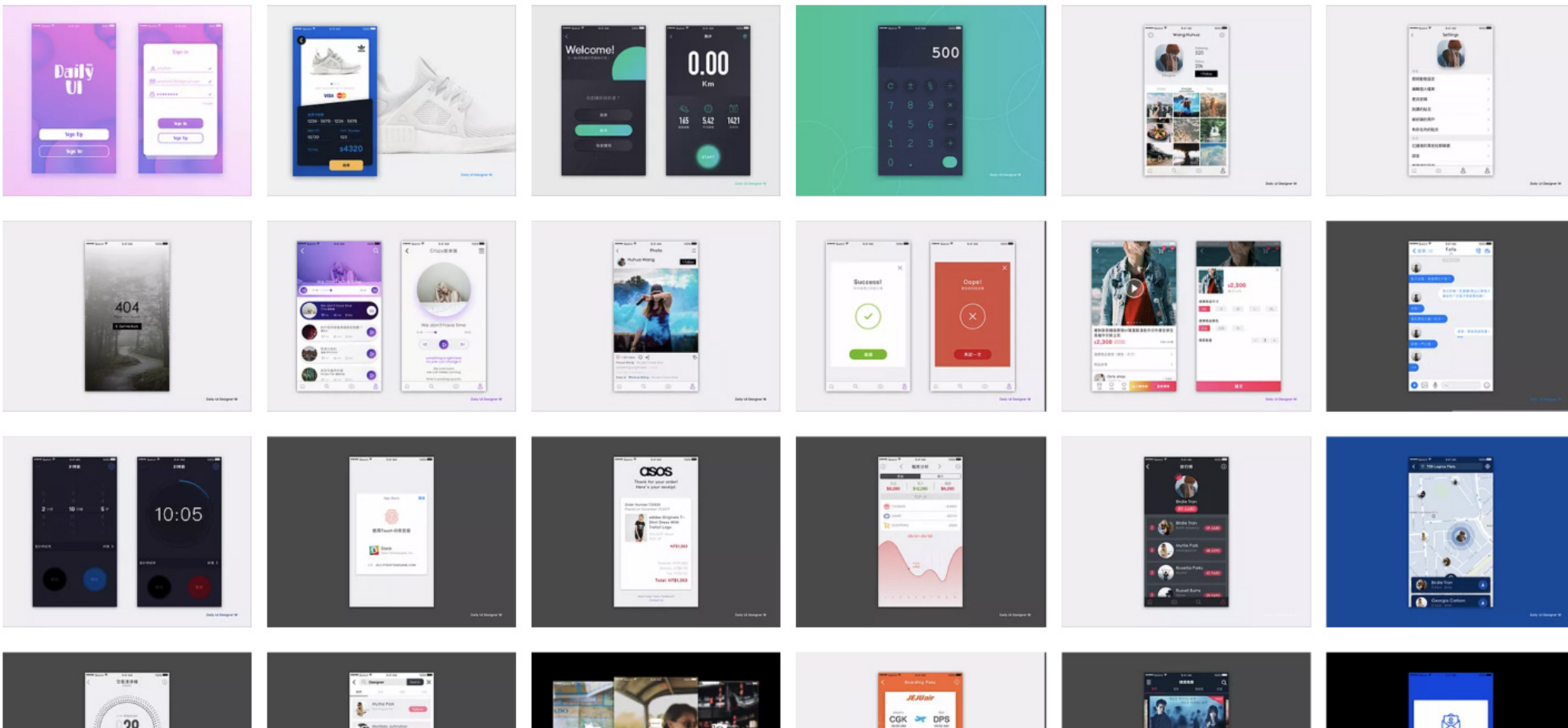


2017

100天我能做到什麼程度

Daily UI 100 Day Challenge

#介面設計 #Side project



專案背景 & 目標

看到國外設計師發起的挑戰，當時國內能成功的案例稀少，引發挑戰慾望。
除了挑戰一百天，也想挑戰App介面設計，更挑戰使用新軟體sketch的熟練度。

