

Youhan Guan

PORTFOLIO

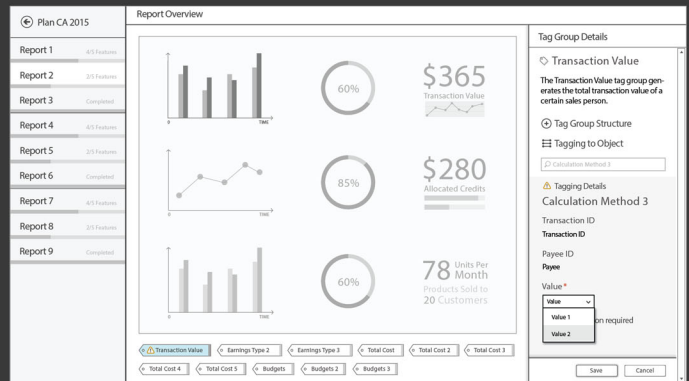
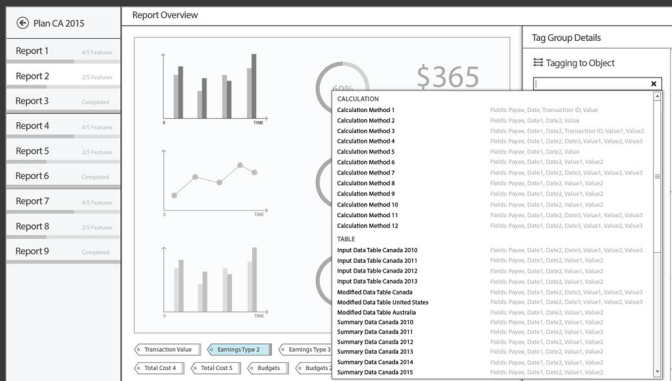
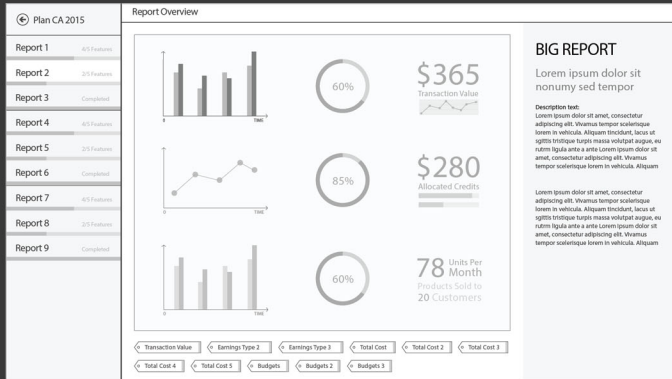
2014-2016

UI/UX/Graphic Design • Web Development
youhanguan.com

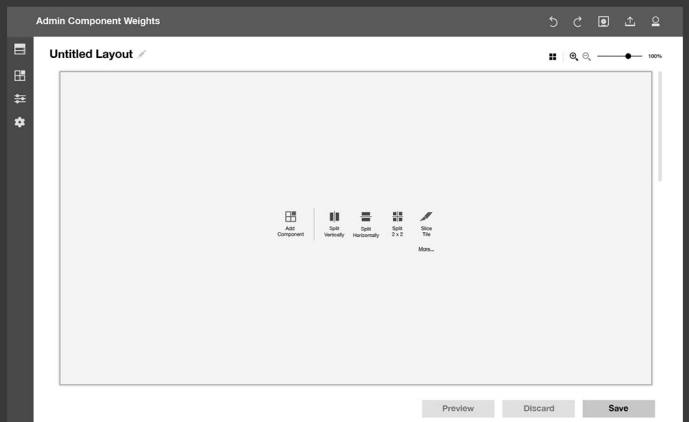
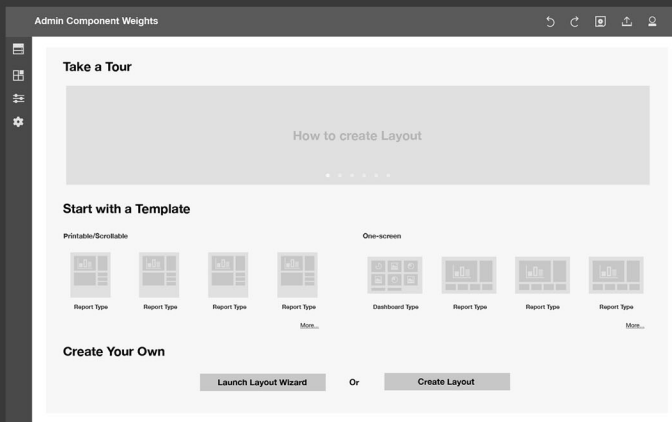
Framework / User Flows

Working based on required features, designed the framework and user flows of the applications, including ICM Web, ICM Mobile and more.

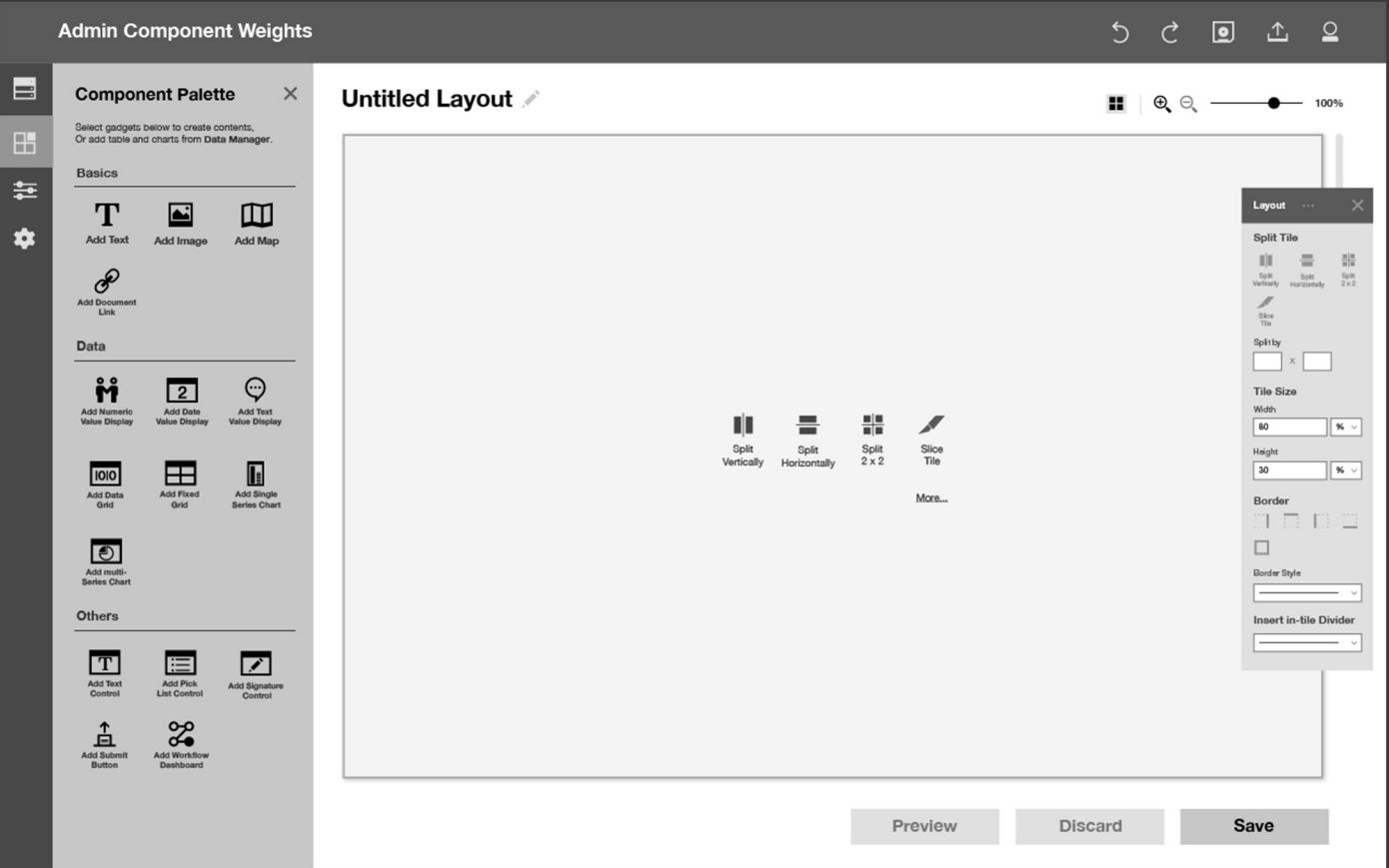
Selected works for ICM Comp Plan Resports (Web):



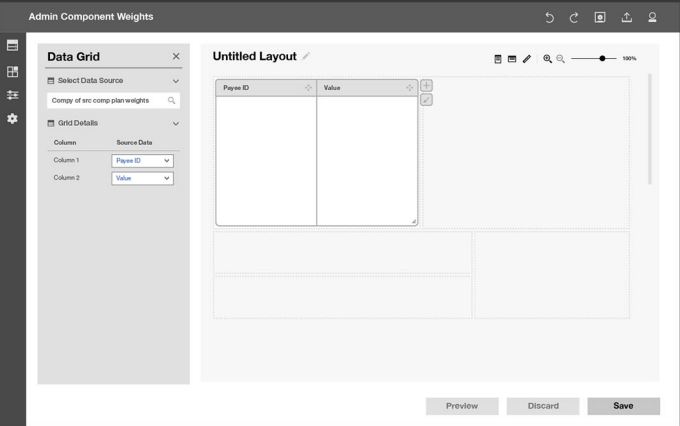
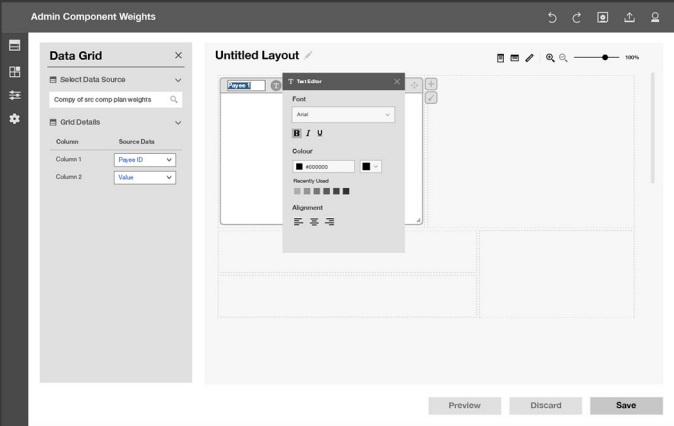
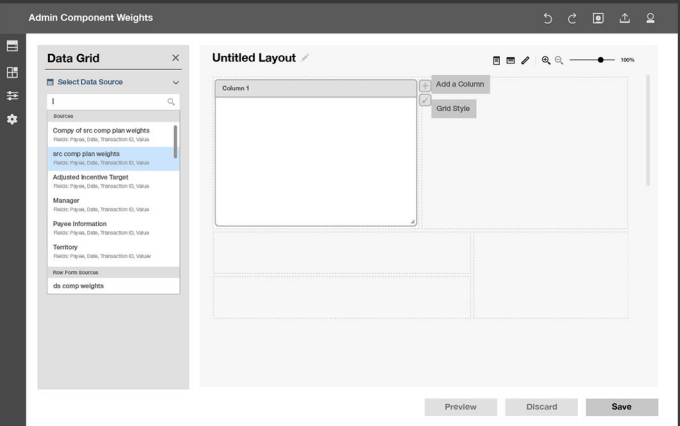
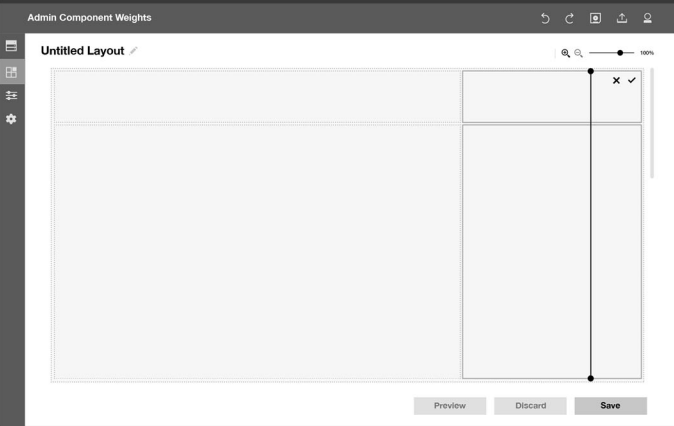
Selected works for ICM Presenter:



Selected works for ICM Presenter (Continue):



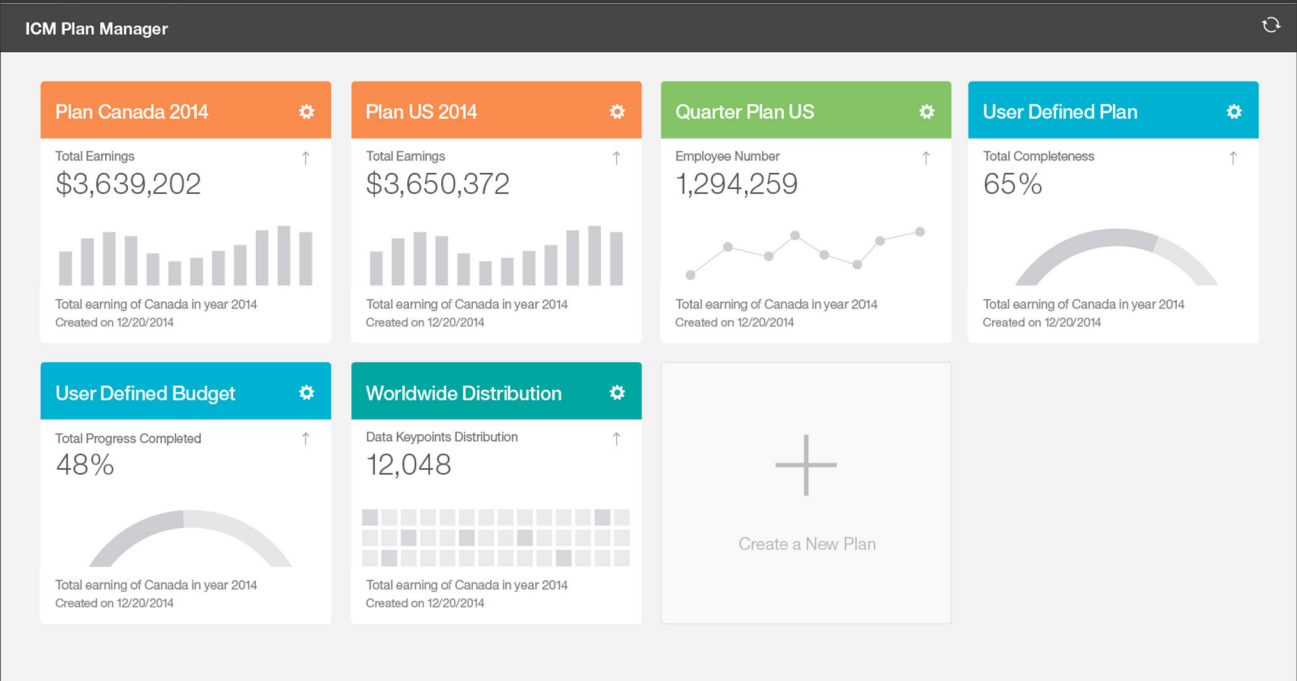
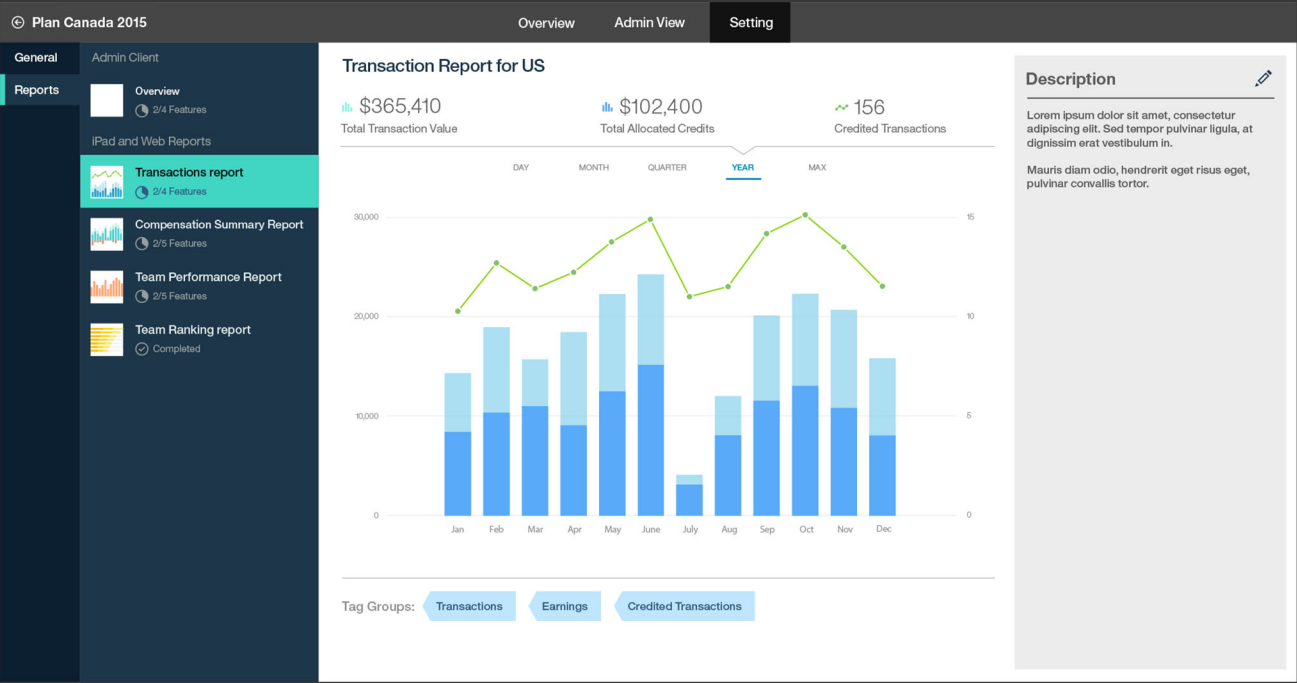
Functions were designed according to the nature of the application.



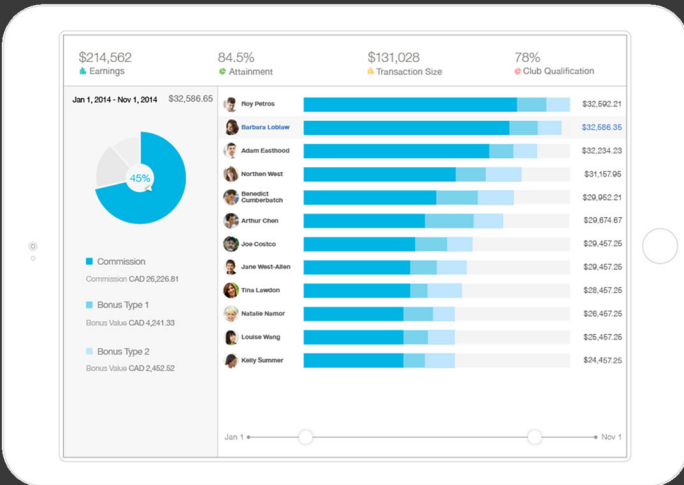
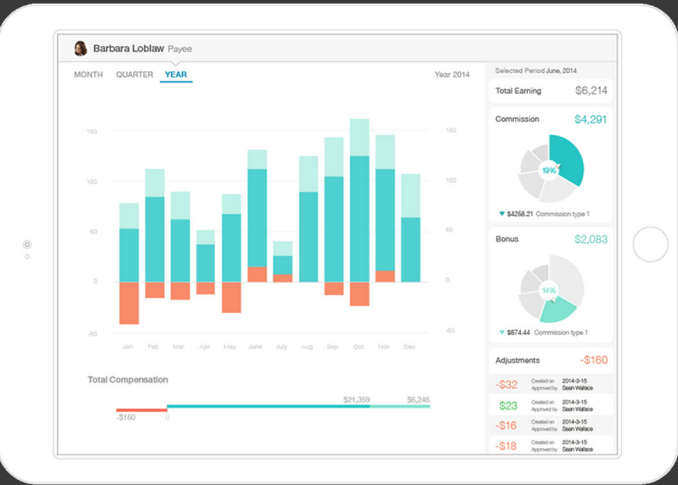
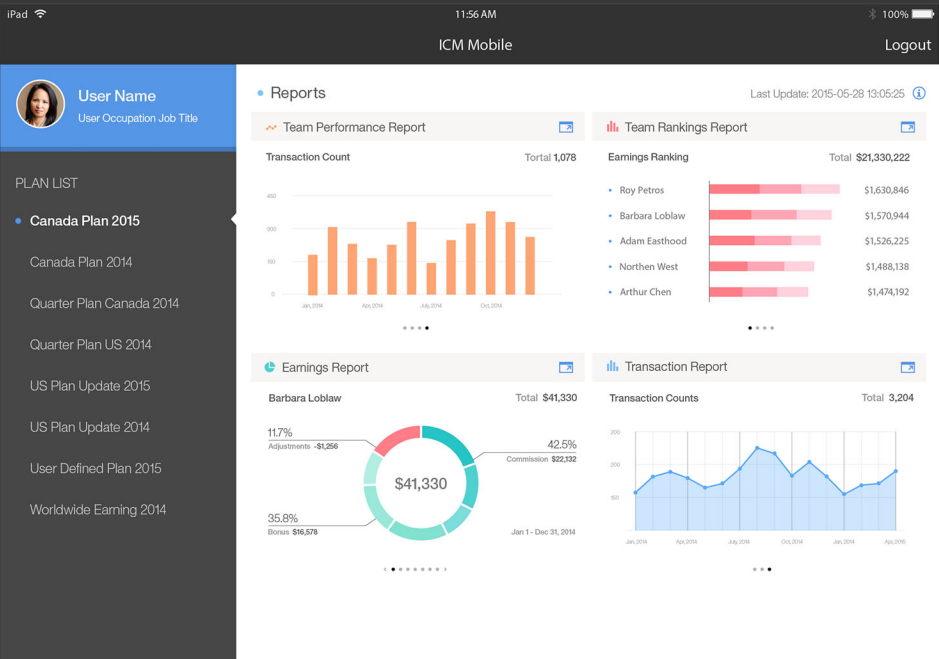
Visual Design

Designed and visualized the UI elements, color, text and then generated the visual mockups for the applications such as ICM, PLCM and more.

Selected works for ICM Comp Plan Web/Desktop:

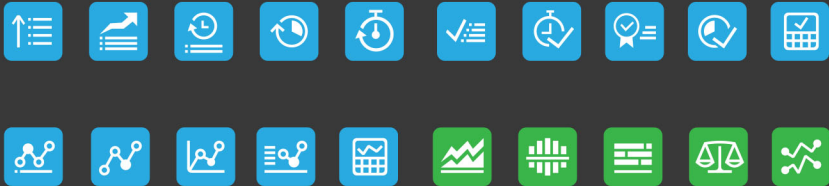
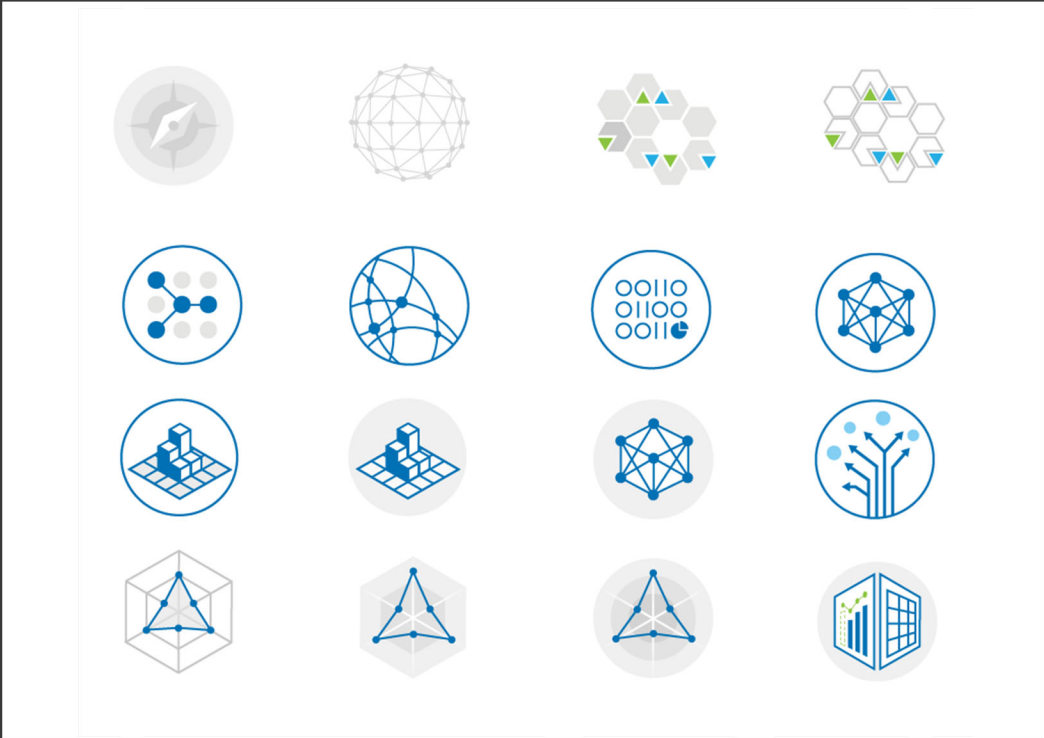
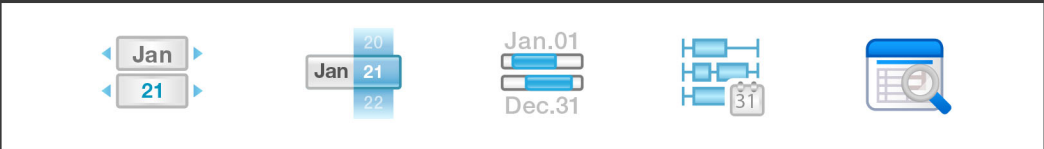


Selected works for ICM Mobile:



Icon/Graphic Design

Selected works for ICM, Waston and more:



Our Solution

Sales Performance Optimization

Anticipate performance gaps, analyze current conditions and alternatives, and then optimize outcomes for predictable sales performance.



Customer Acquisition Optimization

Customer acquisition optimization improves effectiveness and efficiency in sales departments by predicting which customers will respond to various campaigns. Predictive analytics provides value by increasing the quality of leads and the likelihood of response while reducing costs by efficiently targeting the right customer.

Demand Planning

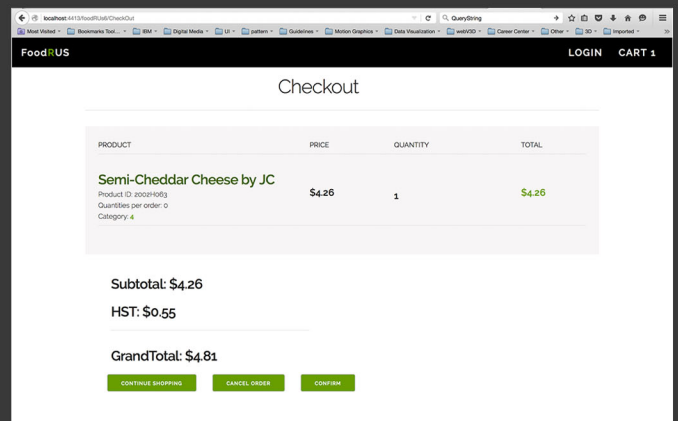
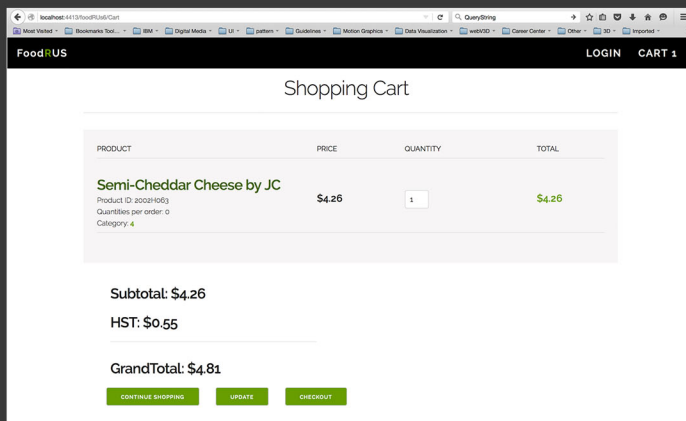
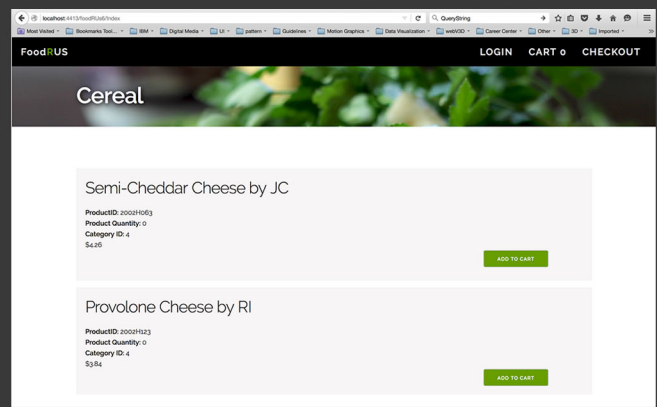
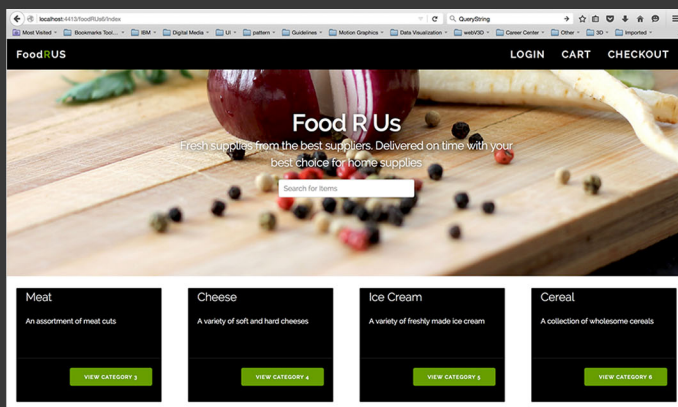
Enhance planning and decision-making processes with predictive insights to balance demand and product supply and link production and supply-chain operations with business goals, operational planning and financial planning.



Programming, Web Design and Development (Selected School Works)

Food R Us

Food R Us is an e-commerce website developed in MVC structure based on APACHE Server, coded in Java. The website features full functionality of B2C online shopping, user analysis, user authentication, and a B2C-B2B middleware providing purchase order report files to food supplier. This project has been ranked the 1st place in the course EECS 4413, Building eCommerce Systems, 2015, at York University.



My Role: Implementing models, views and controllers using Java, Jsp, and designed the visual
IDE: Eclipse

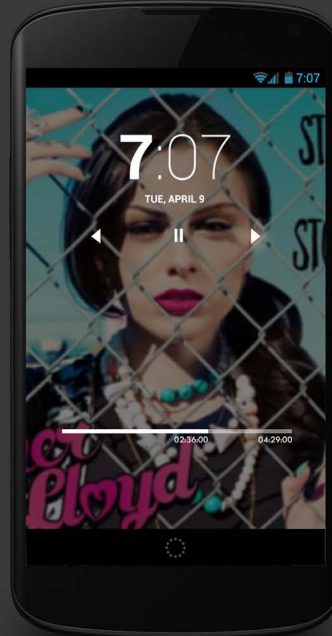
Design Research (Mobile HCI Study)

An Implementation and Experience on Human-Computer Interaction
User-friendly Switching Song-Playing Methods Study

Button Tap Version



Tap on the ◀ button to switch to the previous song.



Tap on the ▶ button to switch to the next song.



Tap on the || button to pause the playing.

Single Swipe Gesture Version



Use single finger to swipe to left on the screen to switch to the previous song.



Use single finger to swipe to right on the screen to switch to the previous song.

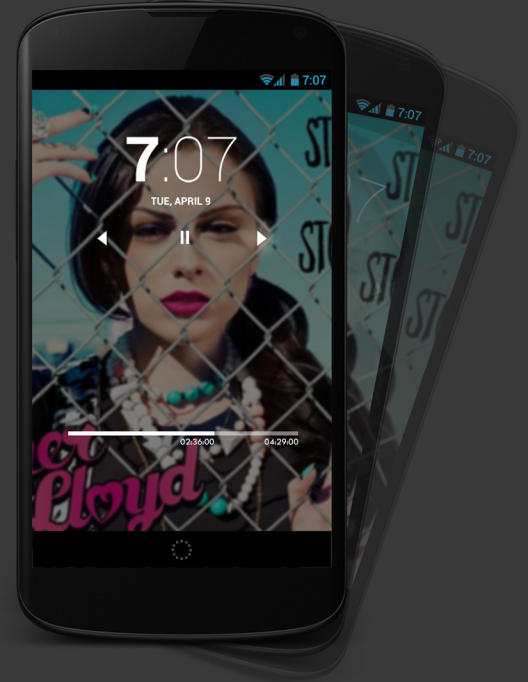


Tap on the || button to pause the playing.

Tilt Version



Tilt to the left to switch to the previous song.



Tilt to the right to switch to the next song.

Result

Our Team did experiments on 20 people who are randomly chosen through the campus. For each experiment, we asked the user to switch songs using all three methods without looking at the screen. For each method, we asked the user to test it in two different moving modes: walking and sitting steady. We recorded the data of users' wrong switching actions and correct switching actions based on what they were asked to do (switching forward / switching back). It turned out in the situation of not looking at the screen (when they are walking / sitting steady), the misoperation rate is button mode > swipe mode > tilt mode.

So we get the result that the Tilt mode may be a more user-friendly method to accomplish this action when the user does not need to concentrate on it. Though the wrong direction tilt may happen, the misoperation rate may decrease after the user gets used to this method.

In this project, I designed the control elements and the visual effect of the application, and assisted finishing the implementation of the app using Java.

Graphic Design (Posters)

Main Tool: Adobe Illustrator and Adobe Photoshop

Selected work for York University Chinese Students and Scholars Association and Digital Media Student Association:



For more graphic design work and interaction design projects, please visit:
youhanguan.com