

Hi! I'm Fiona.

Recent grad from **UC Davis** with a **BA in Design**.

I was recently a **Marketing Designer Intern**
at a game company in **Tokyo** this summer.

I'm pretty good at:

Photoshop

Illustrator

InDesign

AfterEffects

Sketch

InVision/AdobeXD

HTML/CSS

Prototyping

Wireframing

User Testing

PROJECT SCOPE

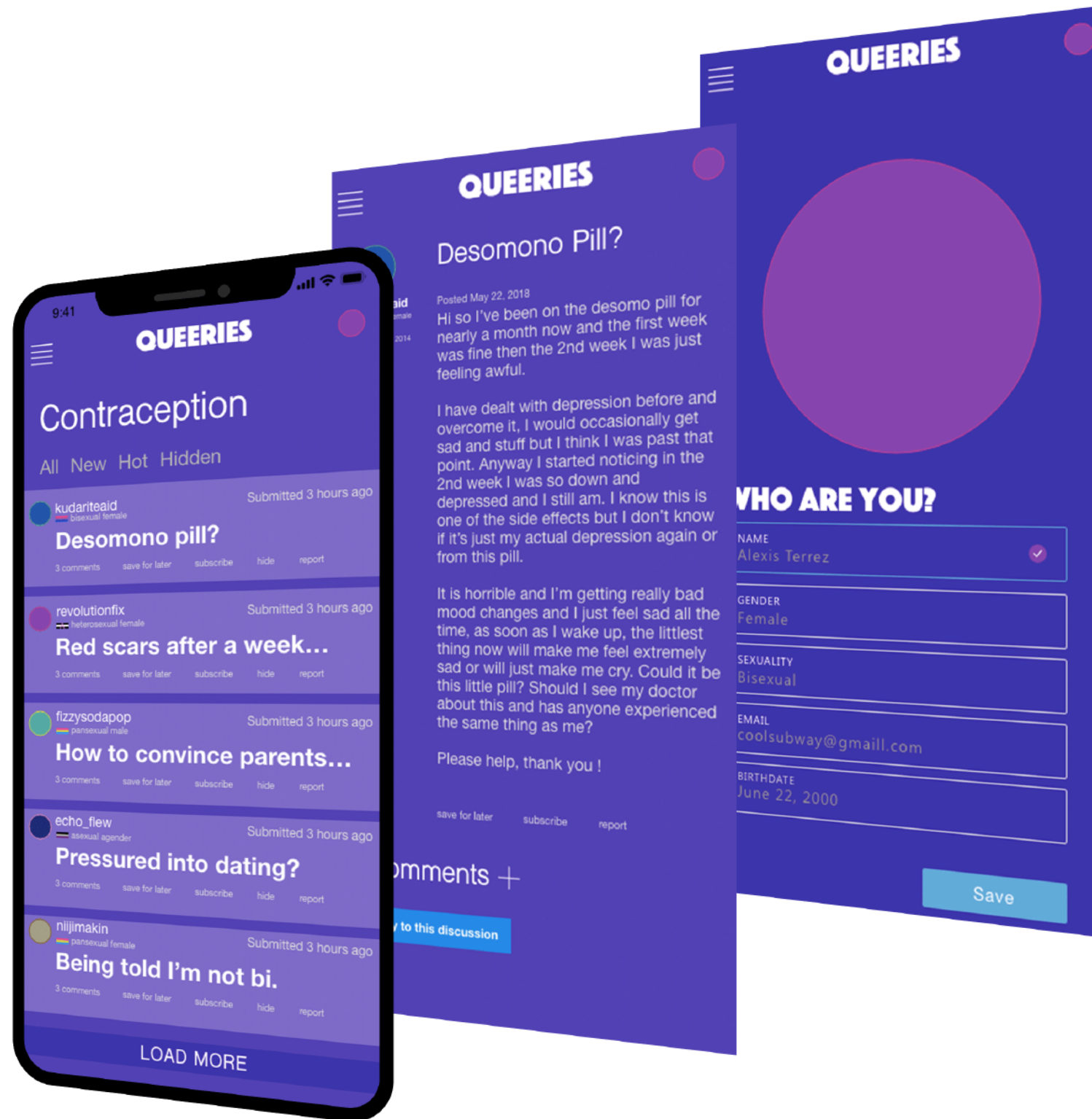
Queeries is an all-inclusive LGBTQIA+ sex forum app that creates a safe space for all genders and sexualities to give each other advice while promoting sexual awareness and education through the glossary and articles provided within the app.



UI/UX

SKETCH + ADOBE XD

QUEERIES



FUNCTIONALITY AND UX

The main function of Queeries is to operate as a forum space separated out by categories based on different types of questions that adults tend to be 'iffy' about answering. Here, anything is up for discussion and the app normalizes these kinds of questions.

One of the perks of Queeries is that your profile that you've customized with what your identity follows you around so that others get to know a little more about you as you post and discuss.

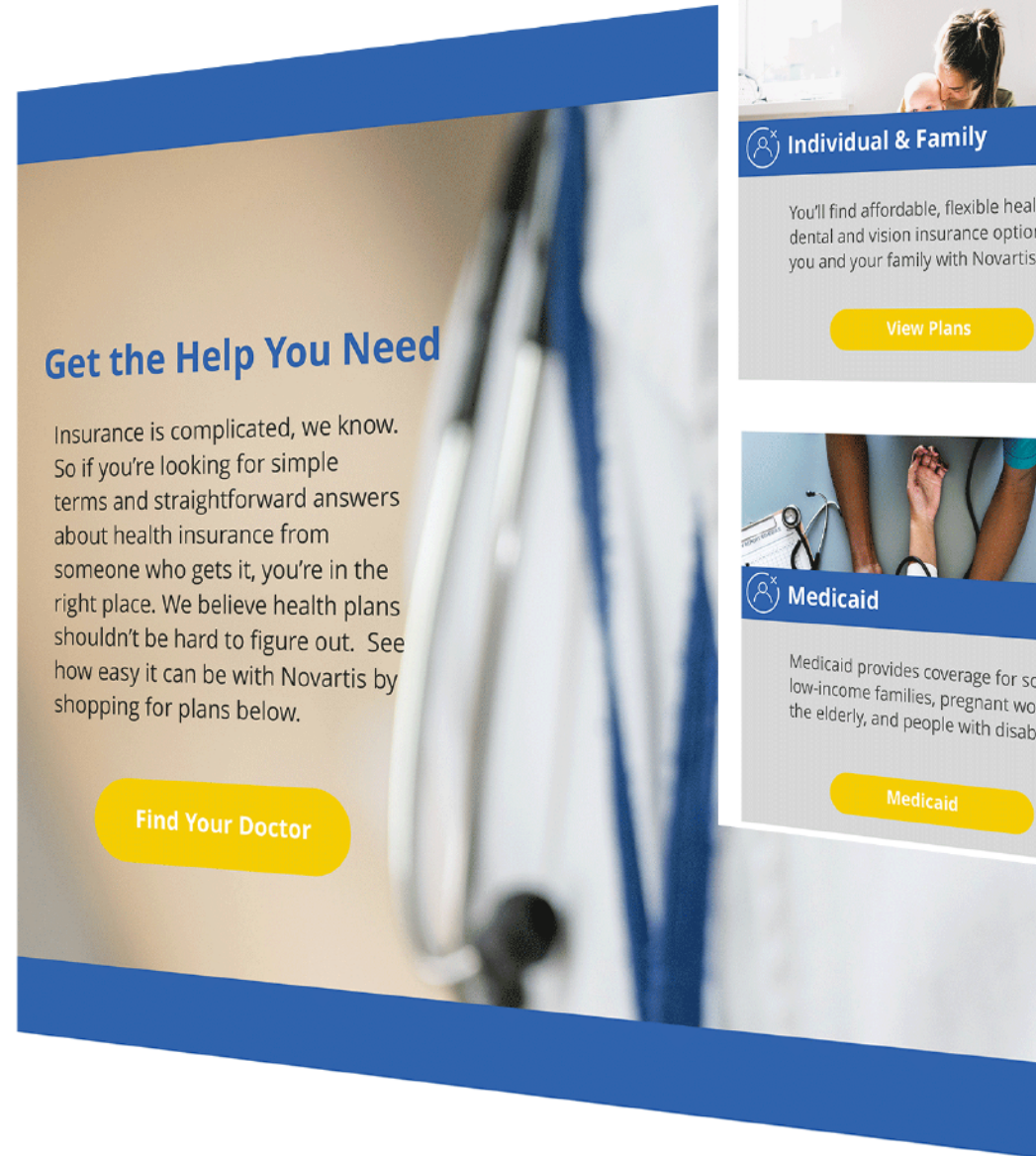
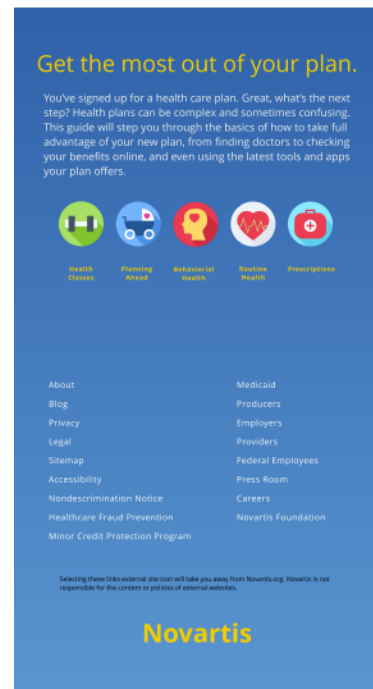
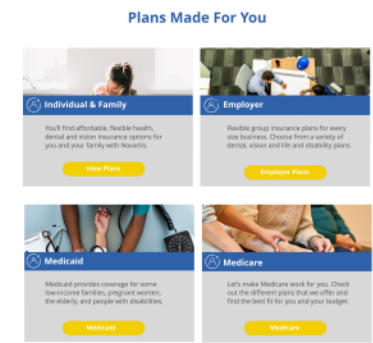
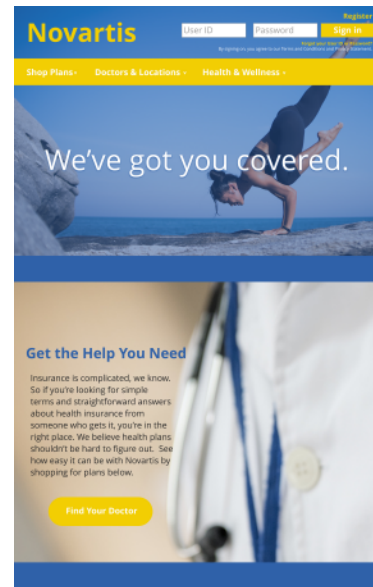
PROTOTYPE

Link to working prototype:

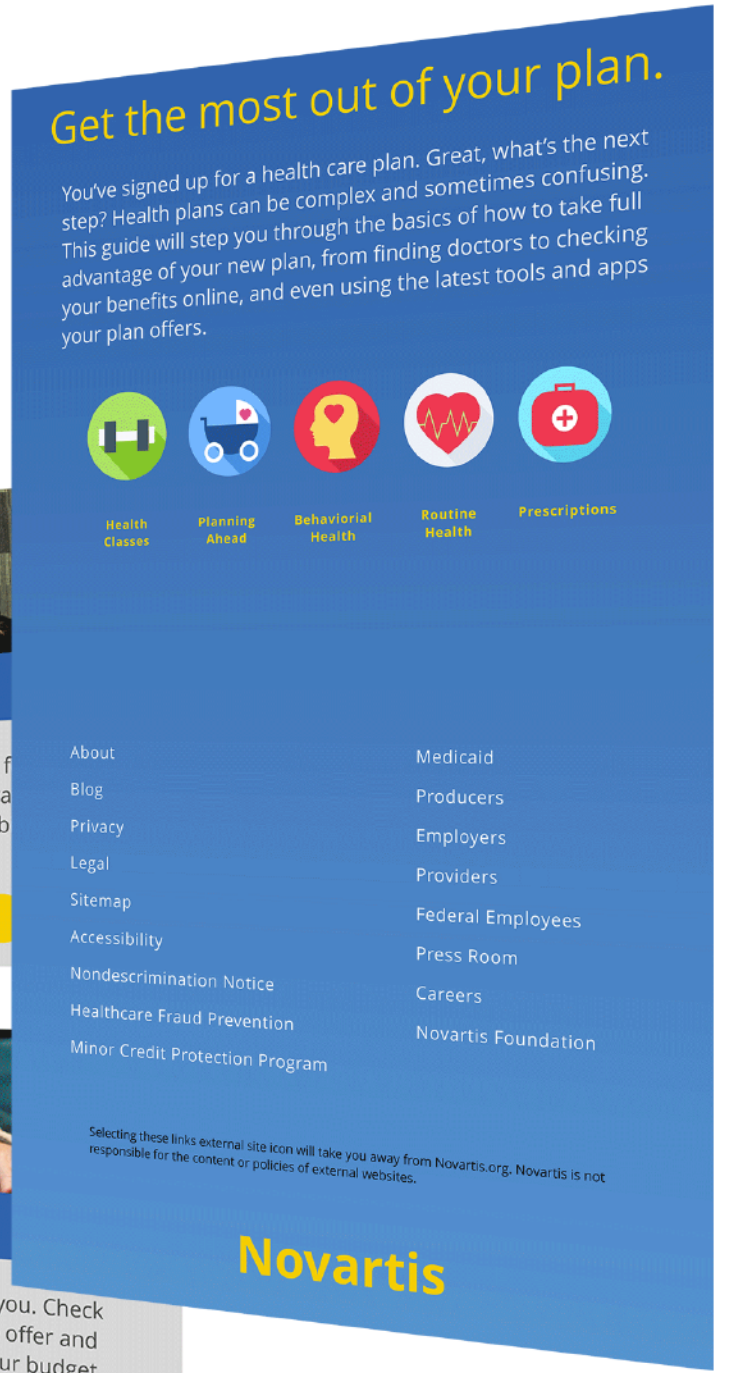
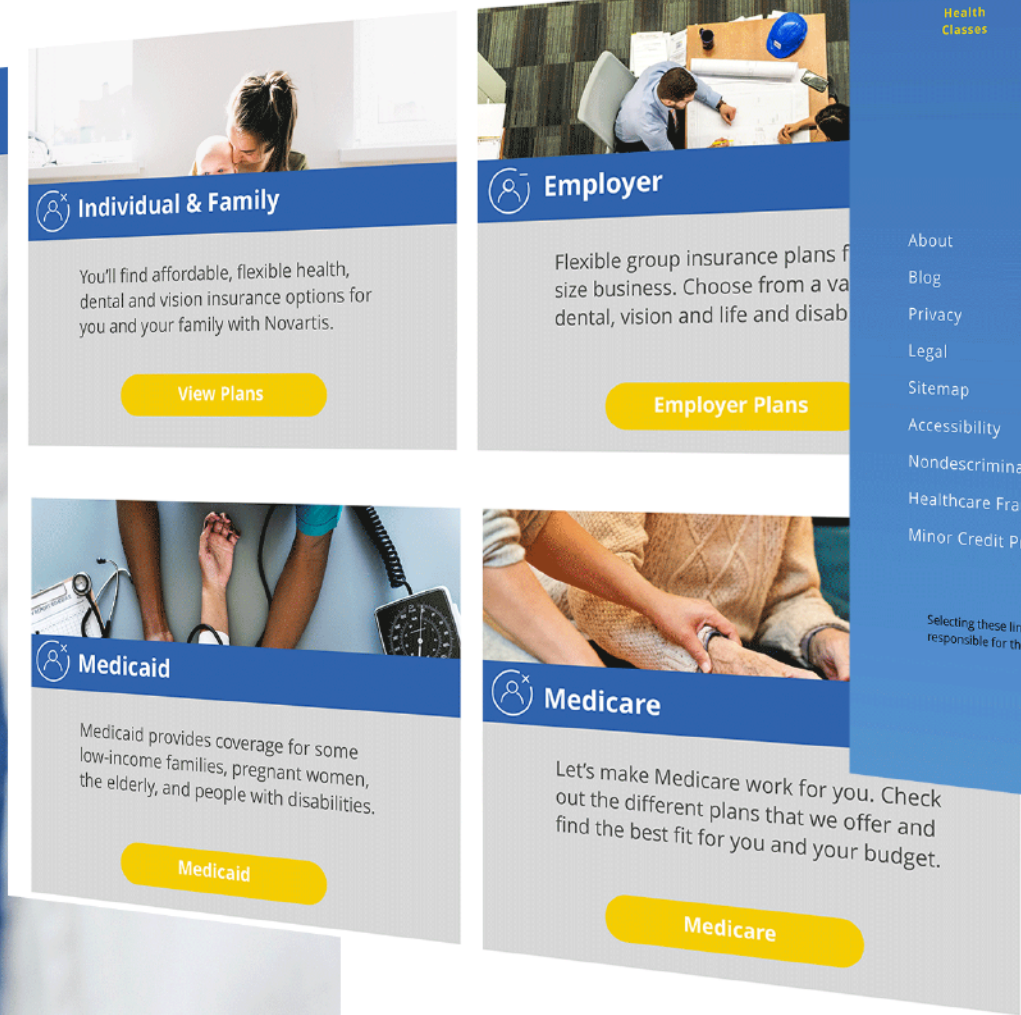
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PROJECT SCOPE

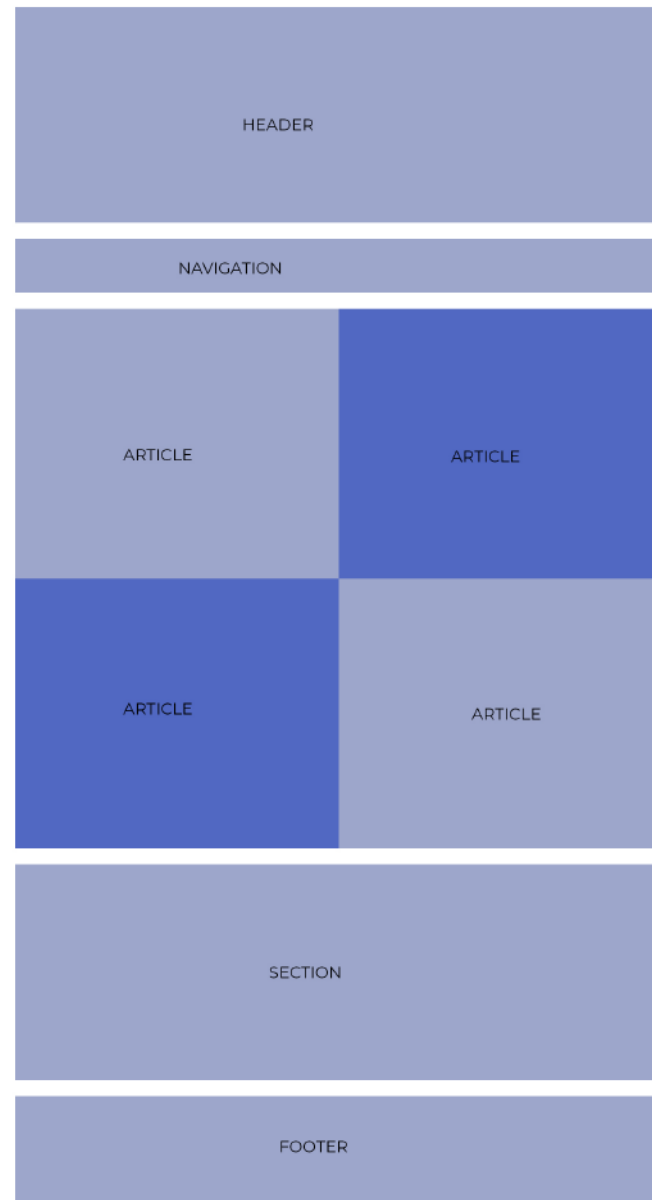
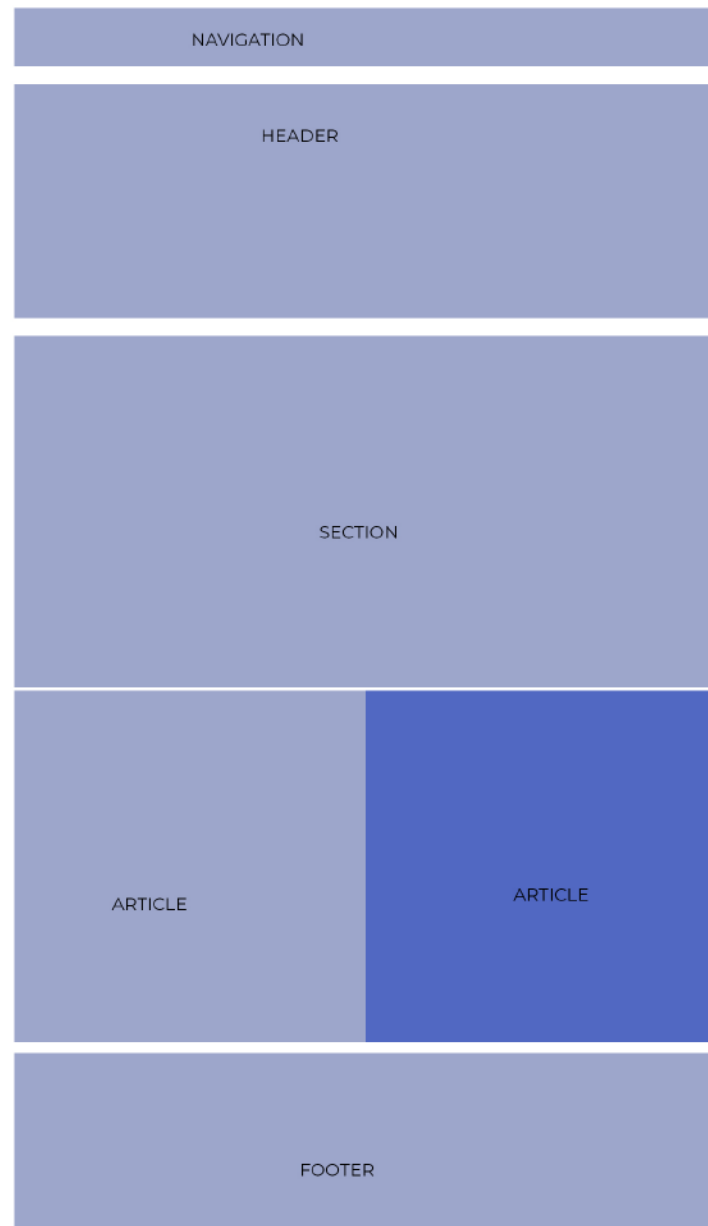
The purpose of this assignment was to create a homepage interface, or make an existing one better. I was assigned healthcare, and created an interface based on existing trends that I saw in healthcare companies using the Sketch App. We were required to follow the UX process such as comparative research, creating personas, and reiterating through feedback.




Plans Made For You



Novartis



Jan Evers
xtensio



"Encourage, lift and strengthen one another. For the positive energy spread to one will be felt by us all." - Deborah Day

Age: 32
Work: Receptionist at a law firm
Family: Married with plans for kids
Location: Oakland, CA
Character: Optimistic mom

Outgoing
Loyal
Organized
Kind

Goals

- Start a family within the next 2 years
- Find the best healthcare that she knows will be there for her family and cover them for many years to come
- Focus on the future for her children without having to worry

Frustrations

- Her new position at the law firm doesn't offer the healthcare plan that would suit her future endeavors
- Her family has a history of heart disease and she wants to secure a future where she'll be able to see her kids grow up
- The Bay Area is rising in rent, and buying a home is in her future plans though it's becoming increasingly difficult

Bio

As a parent, Jan has an excellent opportunity to display her warmth, affection and dedication in ways that have a real and positive impact. Sensitive yet firm, Jan is able to establish rules and authority without being entirely overbearing, using their compassion and support to smooth over the occasional miscommunication or difference of opinion.

She loves to enjoy supporting her friends and loved ones, organizing social gatherings and doing her best to make sure everyone is happy.

Motivation

Incentive:


Fear:

Growth:

Power:

Social:

Brands & Influencers



Preferred Channels

Traditional Ads:

Online & Social Media:

Referral:

Guerrilla Efforts & PR:

WIREFRAMING/PERSONA

Draft 1



Individual & Family

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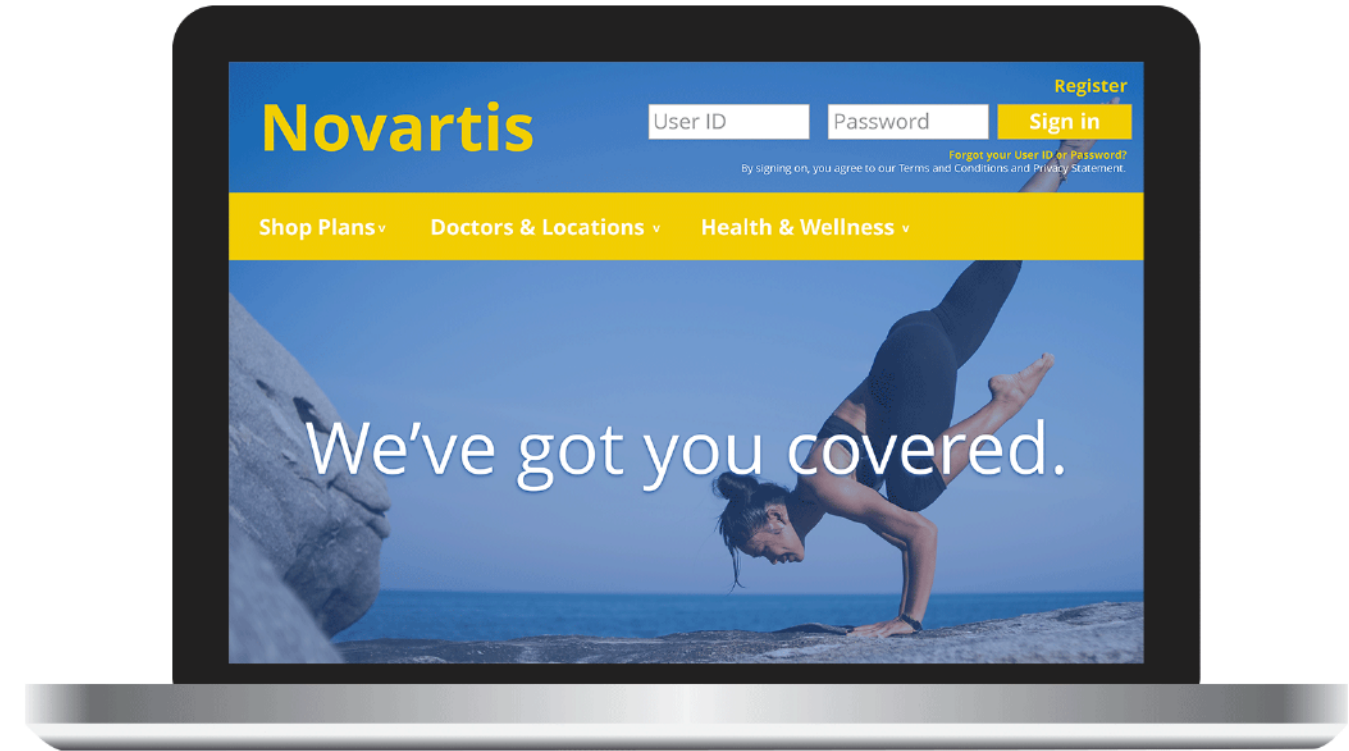
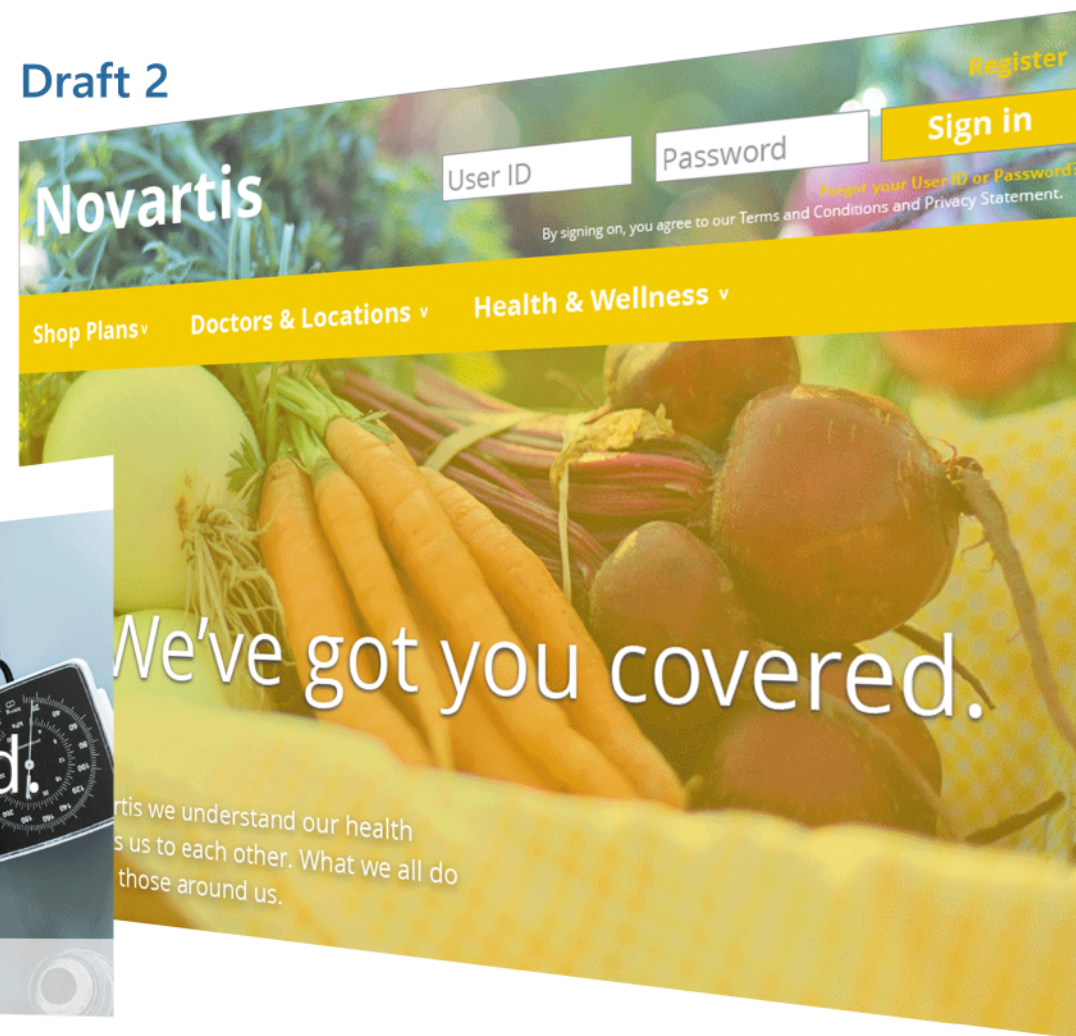
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- > [Link 2](#)
- > [Link 3](#)

Employer

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- > [Link 1](#)
- > [Link 2](#)
- > [Link 3](#)

Draft 2



DRAFTS

Draft 2

Get the Help You Need

Insurance is complicated, we know. So if you're looking for simple terms and straightforward answers about health insurance from someone who gets it, you're in the right place. We believe health plans shouldn't be hard to figure out. See how easy it can be with Novartis by shopping for plans below.

Draft 1

Plans Made For You

Individual & Family

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- > Link 1
- > Link 2
- > Link 3

Employer

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- > Link 1
- > Link 2
- > Link 3

Medicaid

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- > Link 2
- > Link 3

Medicare

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- > Link 1
- > Link 2
- > Link 3

Employer Plans

Insurance plans for every size business, a variety of group medical, pharmacy, dental, and disability plans.

Medicare

Let's make Medicare work for you. Check out the different plans that we offer and find the best fit for you and your budget.

Get the Help You Need

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Find a Doctor

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Find Your Doctor

Plans Made For You

Individual & Family

You'll find affordable, flexible health, dental and vision insurance options for you and your family with Novartis.

View Plans

Employer

Flexible group insurance plans for every size business. Choose from a variety of dental, vision and life and disability plans.

Employer Plans

Medicaid

Medicaid provides coverage for some low-income families, pregnant women, the elderly, and people with disabilities.

Medicaid

Medicare

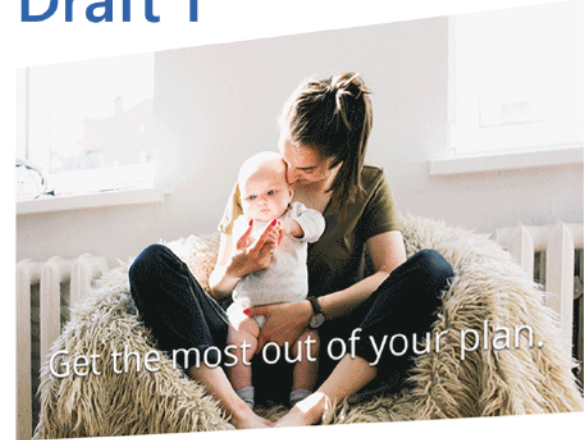
Let's make Medicare work for you. Check out the different plans that we offer and find the best fit for you and your budget.

Medicare

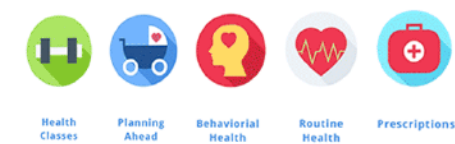
DRAFTS

DRAFTS

Draft 1



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Item 1	Item 1	Item 1	Item 1
Item 2	Item 2	Item 2	Item 2
Item 3	Item 3	Item 3	Item 3
Item 4	Item 4	Item 4	Item 4
Item 5	Item 5	Item 5	Item 5
Item 6	Item 6	Item 6	Item 6
Item 7	Item 7	Item 7	Item 7
Item 8	Item 8	Item 8	Item 8
Item 9	Item 9	Item 9	Item 9
Item 10	Item 10	Item 10	Item 10

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Draft 2

Get the most out of your plan.

You've signed up for a health care plan. Great, what's the next step? Health plans can be complex and sometimes confusing. This guide will step you through the basics of how to take full advantage of your new plan, from finding doctors to checking your benefits online, and even using the latest tools and apps your plan offers.



- About
- Blog
- Privacy
- Legal
- Sitemap
- Accessibility
- Nondiscrimination Notice
- Healthcare Fraud Prevention
- Minor Credit Protection Program
- Medicaid
- Producers
- Employers
- Providers
- Federal Employees
- Press Room
- Careers
- Novartis Foundation

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Health Classes Planning Ahead Behavioral Health Routine Health Prescriptions

- About
- Blog
- Privacy
- Legal
- Sitemap
- Accessibility
- Nondiscrimination Notice
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- Minor Credit Protection Program
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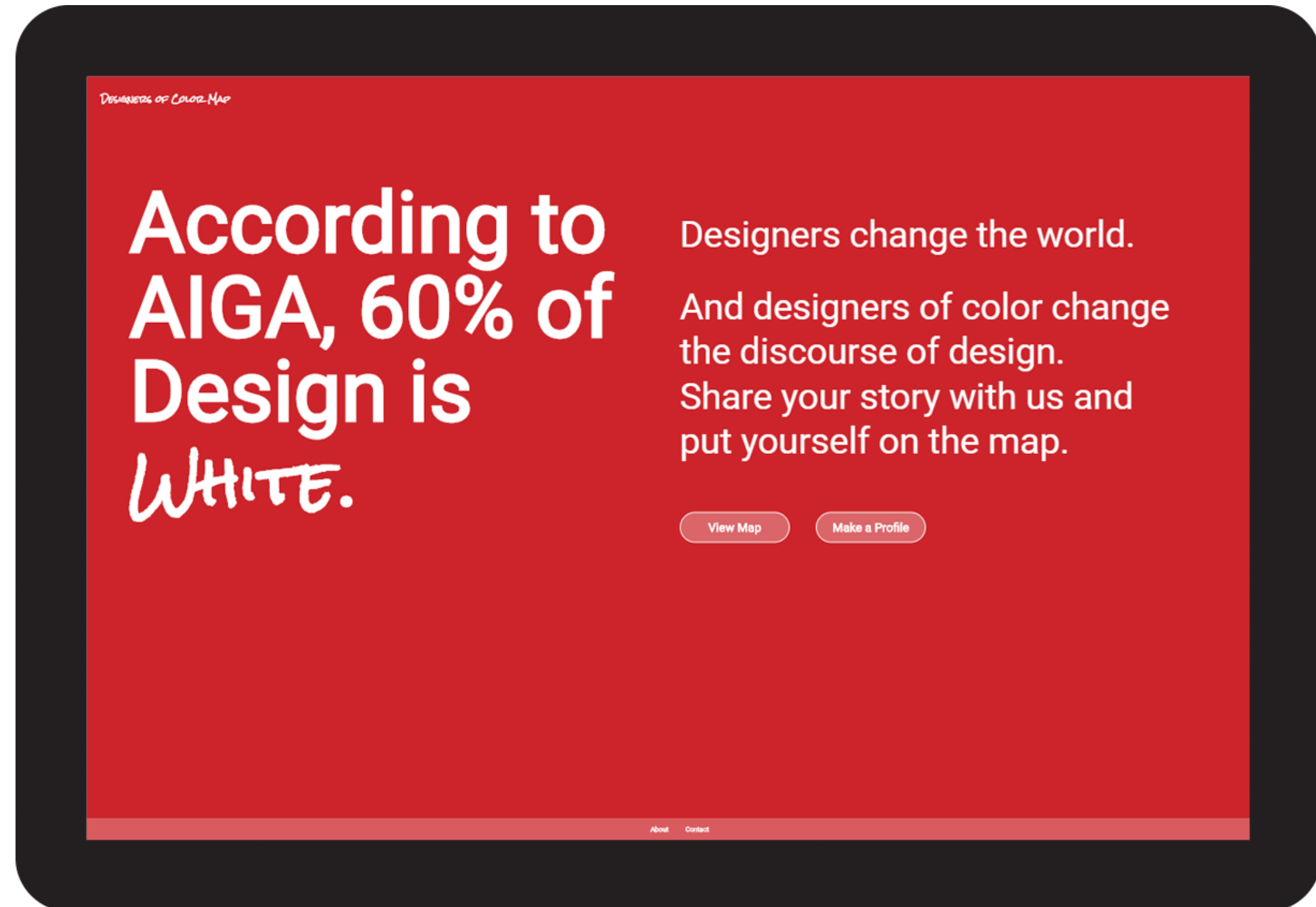
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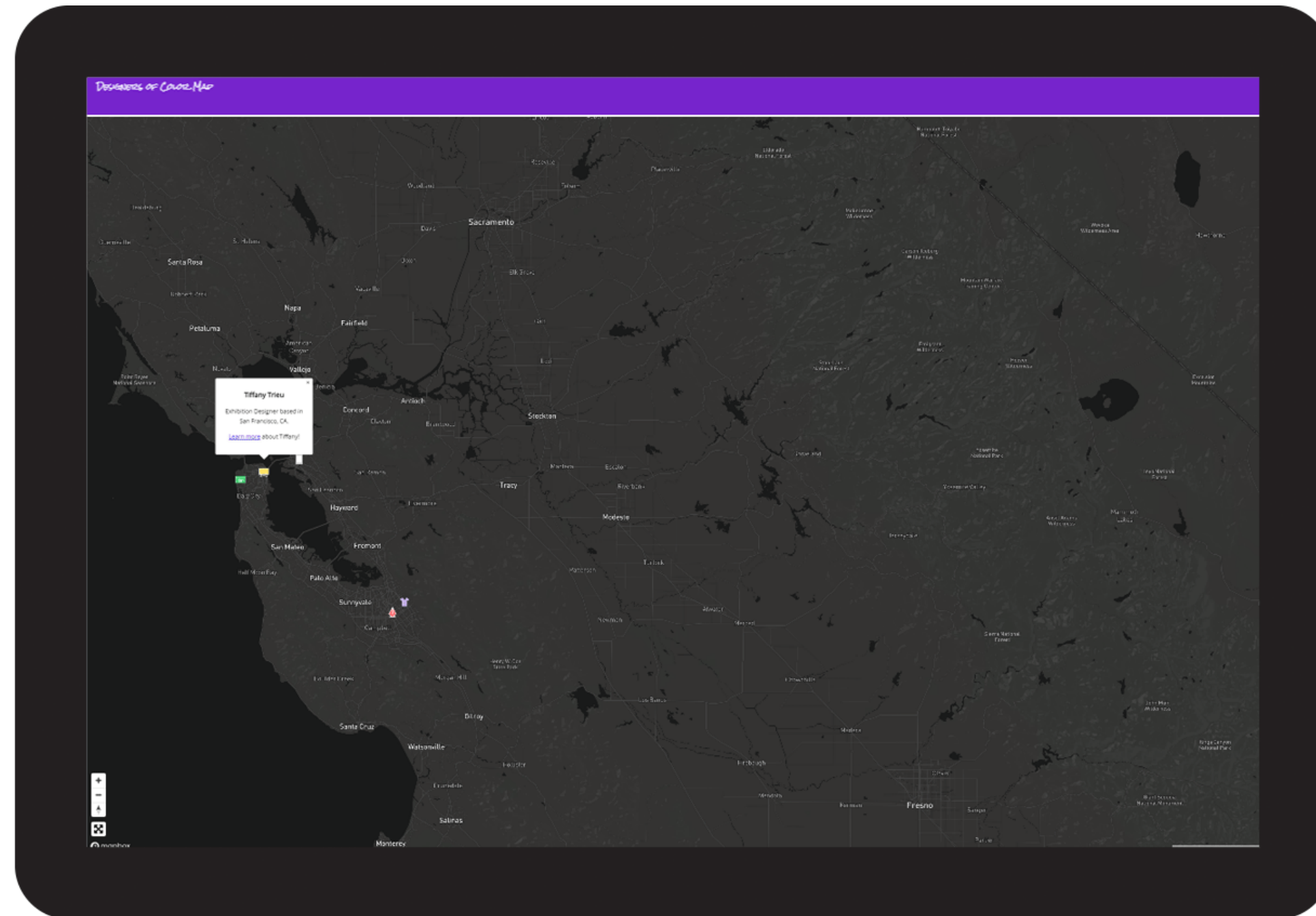
Novartis

DESIGNERS OF COLOR

PROJECT SCOPE

Designers of Color started off as an individual UI/UX research project for a capstone class at UC Davis in response to the DIS 2018 theme of diversity in design. Eventually, it became a collaboration project with my classmate that combined the idea of diversity in Design and ethnic diversity. The project was showcased at Makerfaire 2018 in San Mateo, CA.





VISUALIZING DATA

The interactive platform utilizes MapBox to generate visual data for the geographic density of designers and their disciplines. When data is submitted through the profile form, they are populated and stored into Firebase.

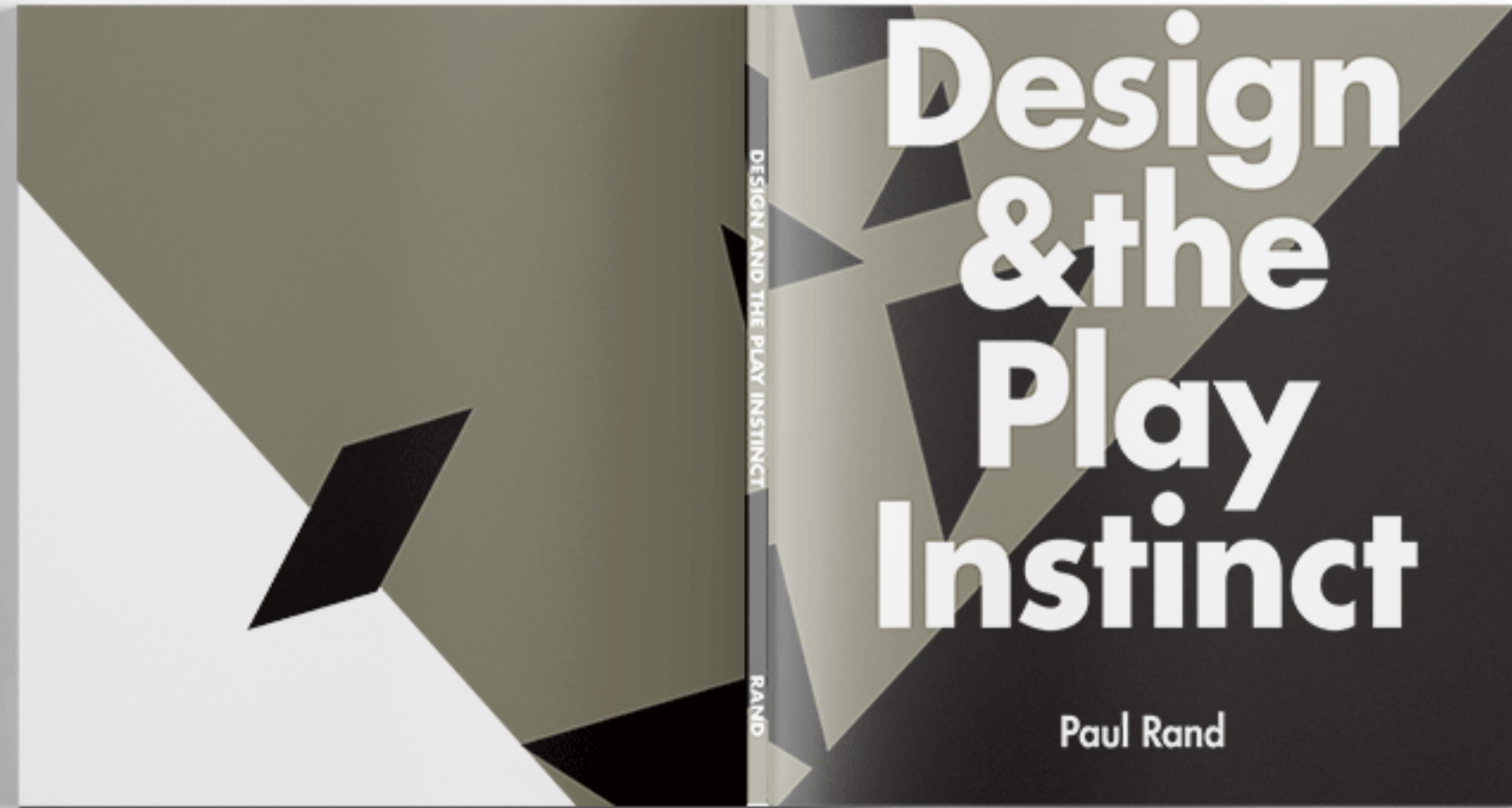
UI/UX

HTML/CSS/JavaScript

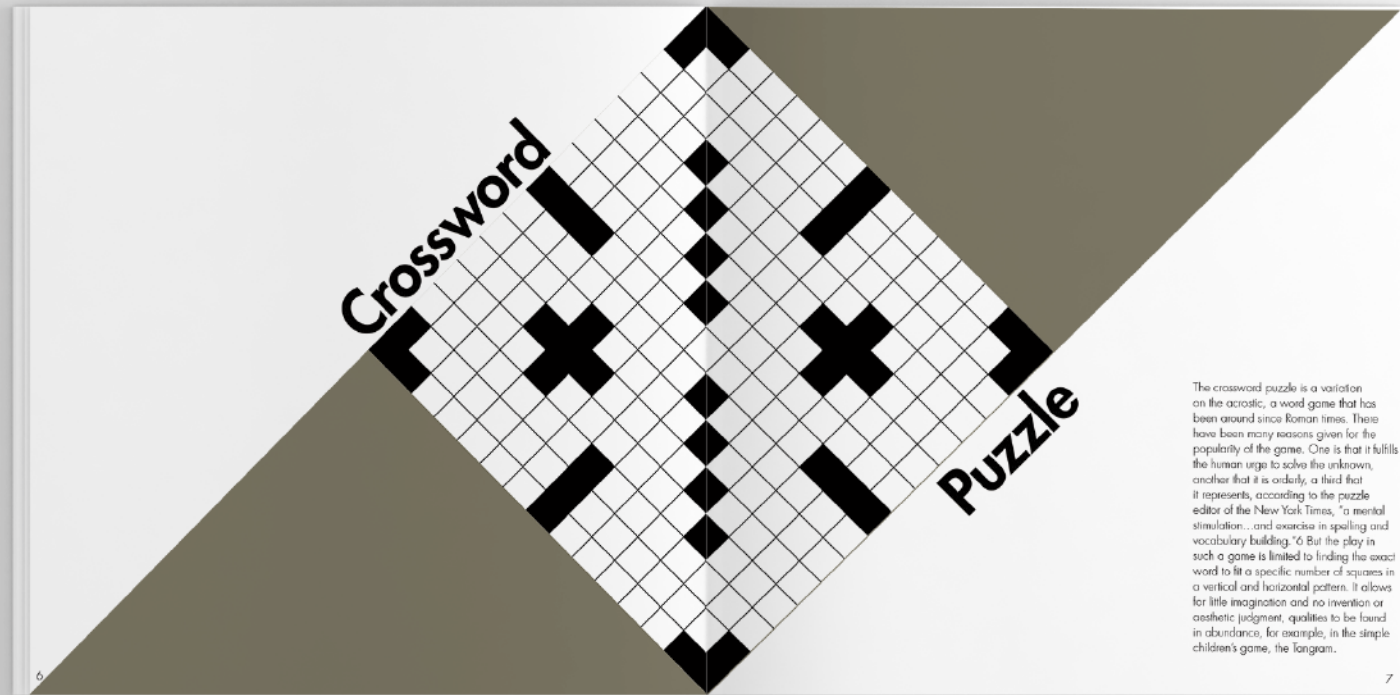
PROFILES

The storytelling aspect of DoC meant to give users a voice and share it with the world. The questions for the profile asked a variety ranging from the design discipline itself and some in regards to ethnicity and the struggles of being a POC in the design field.

The screenshot displays two pages from the 'Designers of Color Map' website. The left page is a form titled 'CREATE YOUR PROFILE' with the instruction 'Fill out this form to be added to the Designers of Color Map!'. The form includes input fields for: Full Name, Your Email Address (for contact purposes only), Your Location (zip code or city, state), Your Field of Design, Got a Portfolio? (optional), Instagram/Twitter handle (optional), and Link to a photo of you! (optional). Below these are three text areas for: 'What intrigued you to Design and why did you choose the field you are in now?', 'What have been your biggest struggles of your career?', and 'What have your experiences been like as a person of color in the design industry? Do those experiences shape design-related problems?'. The right page shows a profile for Tiffany Trieu, featuring a circular profile picture, her name in a stylized font, and her details: Exhibition Design, 94107, and Portfolio. Below this is an Instagram icon. To the right of the profile are three questions and their answers: 'What intrigued you to Design & why did you choose the field you are in now?' with an answer about interdisciplinary exhibition design; 'What have been your biggest struggles of your career?' with an answer about valuing creative opinions and financial work; and 'What have your experiences been like as a person of color in the design industry? Does those experiences shape how you solve design-related problems?' with an answer about diversity and sharing culture. The website has a blue header on the left and a purple header on the right, both with 'Designers of Color Map' text and a hamburger menu icon. The footer contains 'About Contact' on the left and 'About Contact Privacy Policy Valid HTML 5 Valid CSS' on the right.



TYPOGRAPHY INDESIGN



Visual Language

A lecture series exploring the relationship between form and content
Lectures are free and open to the public

Orientation and disorientation

Ruedi Baur
Nicholas Felton
Richard Saul Wurman

Thursday, December 3
6 pm
135 Walker Hall
UC Davis

More than just a love of letters

Zuzana Licko
Jonathan Hoefler
Tobias Frere-Jones

Thursday, December 10
6 pm
135 Walker Hall
UC Davis

Matter/anti-matter/does it matter?

Stefan Sagmeister
Andrew Blauvelt
Marian Bantjes

Thursday, December 17
7 pm
Design Museum
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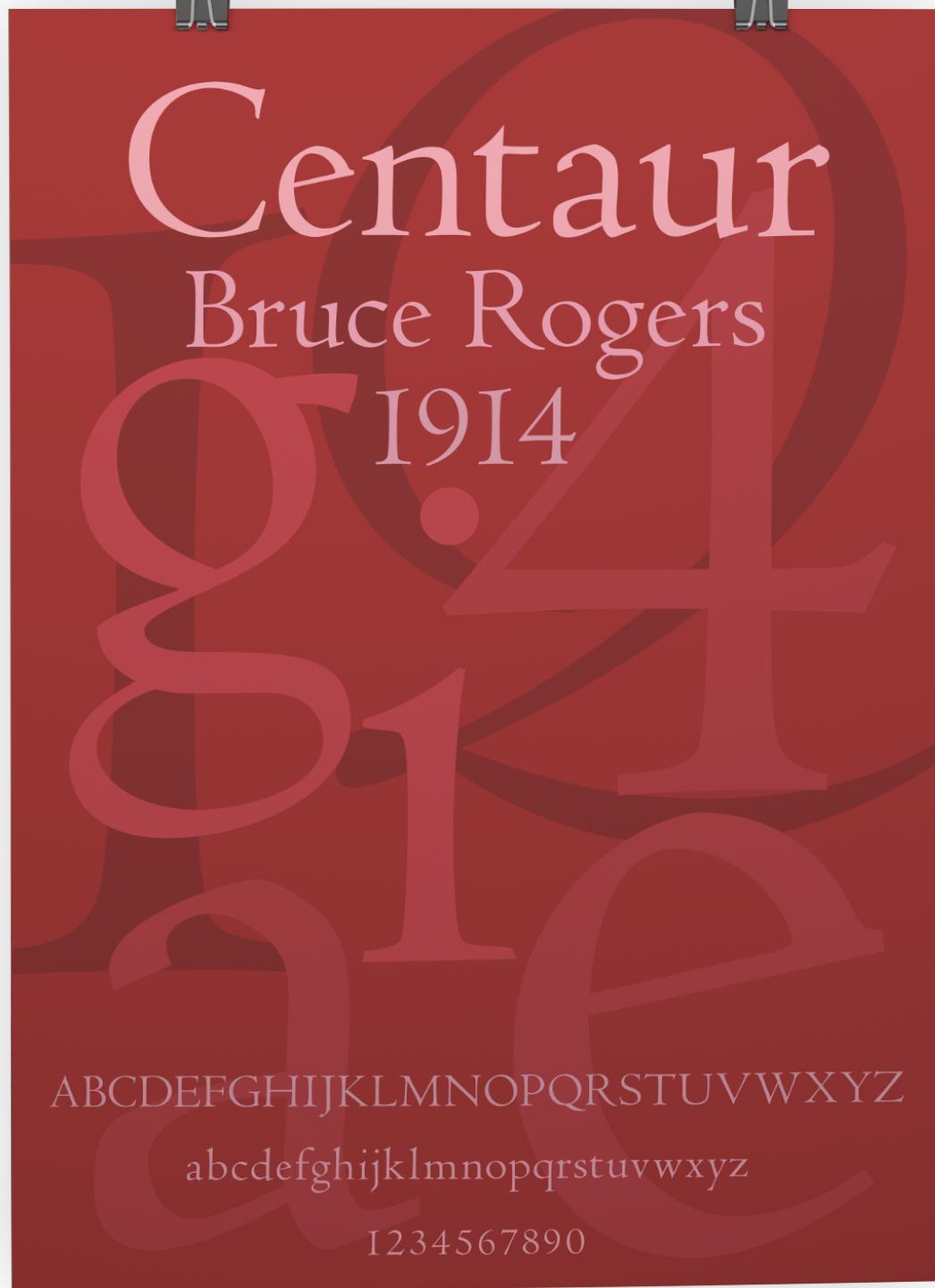
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