PORT *FOLIO*

by Kelly Ann Tin Kwan Yuen

Table of content

Hi, I'm Kelly Ann! I'm a multimedia designer with a passion for graphic design, but I also love exploring animation, UX/UI design, and prototyping. Curious by nature, I'm always eager to learn new skills and experiment with creative ideas. I enjoy turning concepts into visual stories and interactive experiences that not only look good but also connect with people in a meaningful way.

1. mocktea

Description

Mocktea redefines the tea experience by blending the sophistication of a crafted beverage with the comfort of a classic tea ritual. Crafted for creativity and designed to be enjoyed hot or iced, Mocktea invites you to explore your senses and *sip the art of imagination.*

KEYWORDS:

mocktail

tea

healthy

customizable

fun

refreshing

herbal

Alcohol-free

tea-infused

elegant

botanical

exciting

natural

NAME:

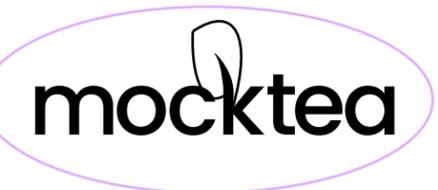*Mocktea (mocktail + tea)*

Fun sips

Logo options:

Final Logo:

The final logo captures the brand's essence with clarity and elegance. "Mock" appears in green to evoke nature and organic ingredients, with the "K" subtly formed as a leaf to represent tea, while "Tea" in pink provides contrast and visual focus. Set in Poppins, the logo maintains a clean, modern, and approachable feel.

Challenge:

- Create a brand that will stand out from competitors
- Creating an original brand that still respects the brand guidelines
- Creating original and creative mockups that would fit with my brand personality

Solution:

- Research other similar existing brands
- Brainstorm keywords related to the brand
- Research other brand guidelines
- Doing lots of sketching to see what fits best

Brand guide creation:

Slow down *Chill* naturally with **mocktea**

mocktea.com | @drinkmocktea

Logotype

A company's logo expresses its identity, personality and values. This identity is accentuated by the quality of the various graphic elements that reinforce it.

To preserve the integrity of the MOCKTEA brand, its use must be managed through the standards set out in this guide.

7

Color – Positive Version

Proscribed uses

The core components of the logo

form an indivisible whole: symbol,

colours, proportions and positioning

Negative Version

mocktea

Black – Positive Version

mocktea

mocktea

8

Bakerie Hikari

UX

Description

At Hikari Bakerie, we believe great pastries should be both comforting and inspiring. Rooted in classic French techniques, we blend Canadian flavors with subtle Japanese influences to create freshly baked breads and pastries, each customizable to your taste. The result is a warm, welcoming café experience that is familiar yet full of discovery.

For my UX prototype on Figma, I chose Hikari Bakerie because I love sweet treats and Japanese flavors, and I wanted to explore how a digital experience could reflect the bakery's unique blend of tradition and creativity.

Challenge:

- Designing a digital experience that captures the bakery's unique identity
- Translating the cozy, inviting in-store atmosphere into an intuitive online interfac

Solution:

- Structured content with clear navigation and readable typography to make the platform accessible and user-friendly
- Incorporated interactive elements like hover previews and visual feedback to make the experience engaging
- Developed a clean, visually appealing interface Wthat reflects the bakery's brand colors, textures, and warm aesthetic
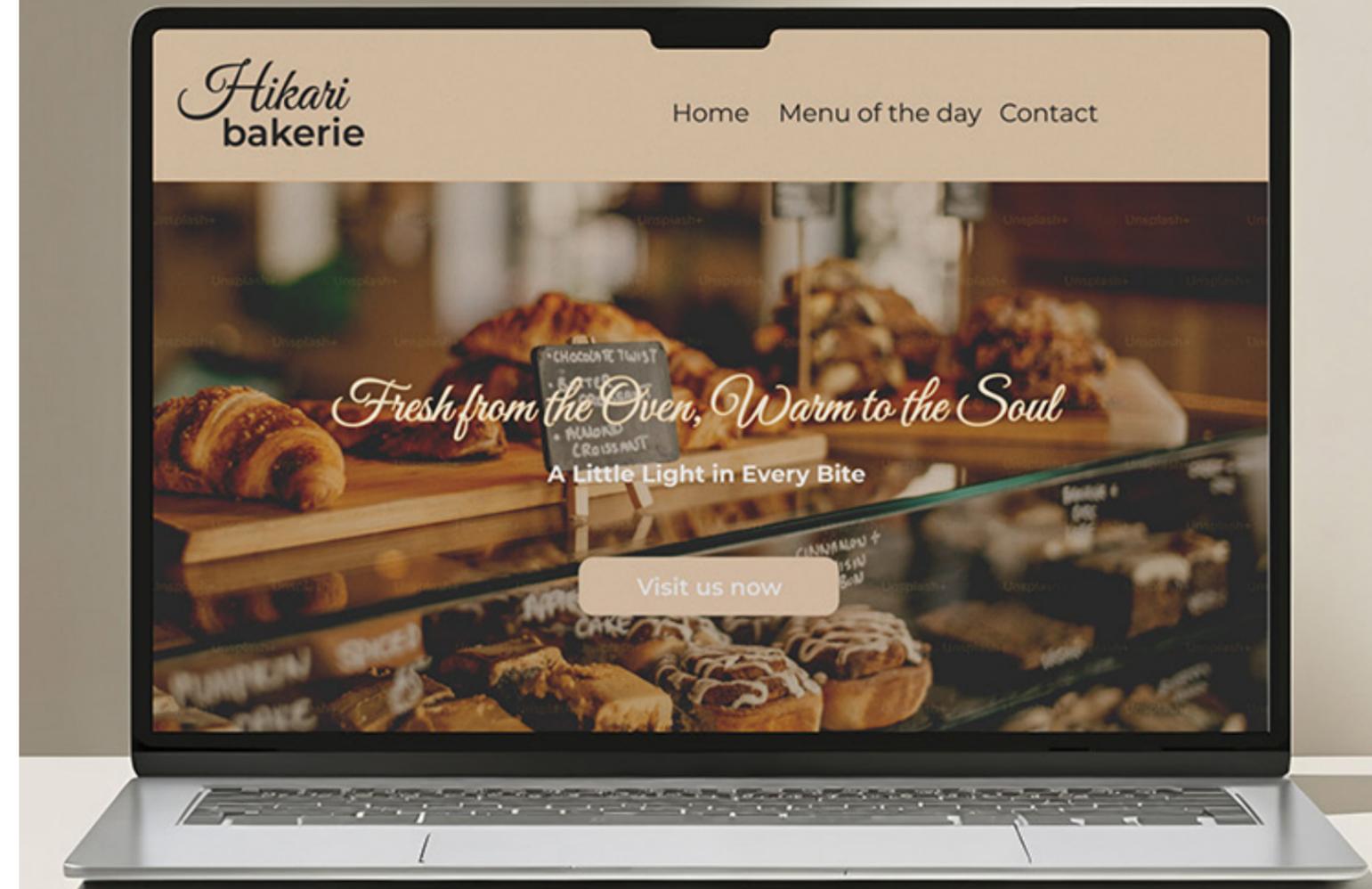
Isometric room

Description

This isometric room design features a cozy and inviting living space, created using pastel colors, particularly purple and blue, two of my favorite hues. The room includes large windows to bring in natural light, enhancing the sense of warmth and comfort. The overall design emphasizes a relaxing and welcoming atmosphere, combining soft color palettes, thoughtful lighting, and detailed isometric perspective to create a visually appealing and harmonious space

Challenge:

- Balancing aesthetics with realistic spatial layout and proportions.
- Translating my personal vision of comfort, style, and future goals into a functional 3D design.

Solution:

- Created detailed sketches and reference plans to guide the modeling process.
- Experimented with layout, scale, and furniture placement to optimize flow and functionality.

Wine bottle

Description

This project centers on rebranding Thirty Bench, with a primary focus on creating new label designs for its rosé and pinot wines. The concept is inspired by the natural flavours, aromas, and sensory qualities that define each varietal. By expressing notes of freshness, fruit, and subtle earthiness through visual elements, the design seeks to reflect the true character of the wines in a modern, refined way.

Challenge:

- Illustrate in a way that stayed true to the original brand
- Creating an original brand that still respects the brand guideline

Solution:

- Research existing wine labels
- Brainstorm keywords related to the brand
- Making a variety of label option to see what fits best

Colors

These colors were chosen for Chromae to create a futuristic, elegant, and luminous identity. Blush Mirage adds a soft, radiant warmth, Opal White brings a clean, pearlescent glow, Iridescent Lilac introduces playful, shifting tones, and Ultraviolet Glow delivers a bold, dramatic pop.

Rose	*Pale green*

I ultimately chose these labels because they best capture the brand's elegant and authentic character—rose to evoke the wine's bright, uplifting notes, and fresh lime to highlight the lively freshness of the Pinot.
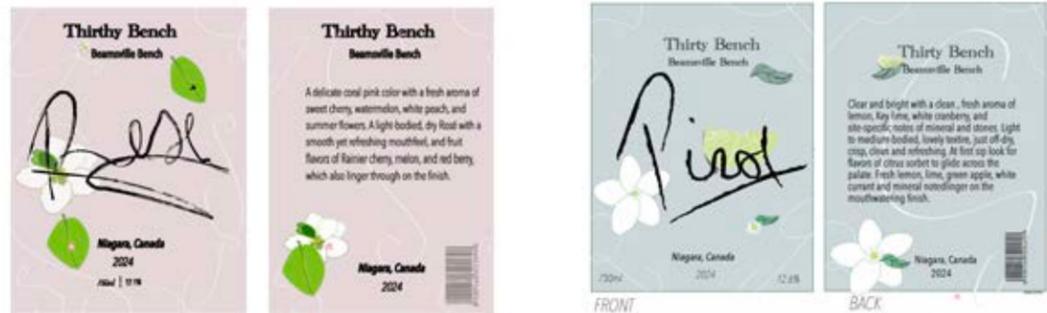
Bright backgrounds, delicate white curves, and natural floral elements, including leaves and flowers, come together to reflect the heart of Thirty Bench's homegrown ethos.

Infograph

<div style="border:1px solid #5a3d8a; border-radius:8px; padding:8px 24px; display:inline-block">Motion</div>

Motion

Description

This Motion Graphic project is an animated infographic about Uniqlo, highlighting the brand's sustainable practices. The goal was to clearly and dynamically showcase Uniqlo's eco-friendly initiatives, including the use of recyclable, high-quality materials. This project allowed me to combine graphic design, typography, and motion design to create content that is both informative and visually engaging, while raising awareness about sustainability.

Challenge:

- Presenting Uniqlo's eco-friendly initiatives in a way that is clear, engaging, and visually appealing
- Balancing motion design elements with readability and brand consistency

Solution:

- Created animated visuals to illustrate eco-friendly practices and material quality in an intuitive, easy-to-follow way
- Used subtle motion and color cues to guide viewers' attention, maintain engagement, and reinforce the brand's modern, sustainable image

Animation:

It features crafted text animations that are clean, subtle, and purposeful, ensuring that information is delivered clearly without overwhelming the viewer. Each animated element is designed to draw attention to key points, highlight the eco-friendly and high-quality aspects of Uniqlo's materials, and maintain a modern, professional aesthetic. The overall motion design is minimal yet powerful, enhancing engagement while keeping the focus on the content.

Click to watch the video

AudioReactive

Emerging Tech

Description

This project is an interactive visual experience created in TouchDesigner, featuring a 3D cube that reacts dynamically to audio input. The cube's movement, rotation, and visual effects change in real-time based on the sound's frequency and amplitude, creating a synchronized audio-visual performance.

Challenge:

- Making the cube react smoothly and accurately to the nuances of live audio
- Ensuring the visuals remain engaging without overwhelming the viewer

Solution:

- Applied audio signal processing to map sound frequencies and amplitudes to the cube's rotation, scale, and color changes
- Designed adaptive visual effects that respond to different audio inputs while keeping the cube visually balanced & appealing
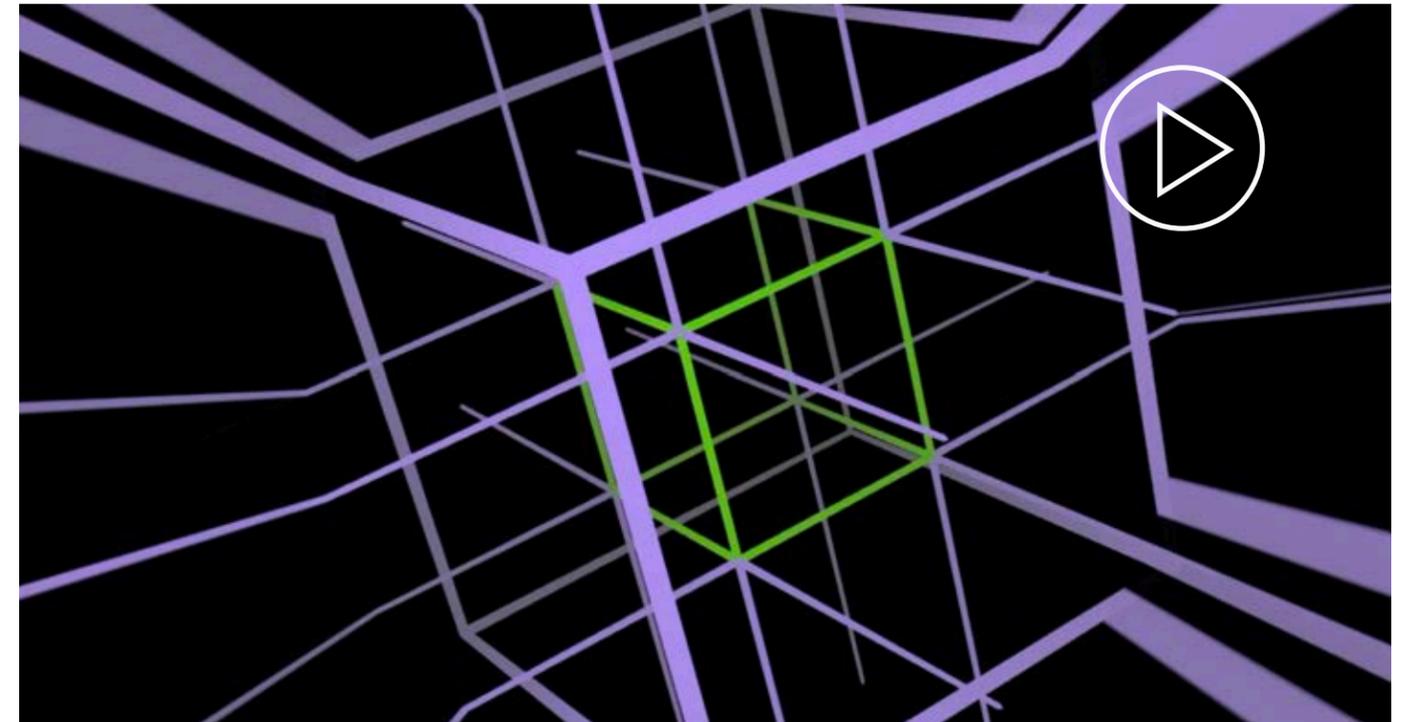
Click to watch the video

Catalogue

Description

Chromae redefines self-expression through light. Our nail polishes and adaptive jewelry shift with every change in your surroundings, capturing the fluid beauty of your every moment - *Color that moves with your light.*

KEYWORDS:

color-shifting

light

futuristic

iridescent

customizable

holographic

color

glam

self-expression

nail polish

luminous

playful

adaptive

NAME:

Chromae (chroma + ea)

Derived from the Greek word "chroma," meaning color, Chromae embodies the art of transformation. The soft "–ae" ending evokes fluidity and elegance—reflecting a world where light and color shift in harmony. Chromae celebrates every shade of self, capturing color that moves with your light.

Final Logo:

The final logo captures the brand's essence with clarity and elegance. "Mock" appears in green to evoke nature and organic ingredients, with the "K" subtly formed as a leaf to represent tea, while "Tea" in pink provides contrast and visual focus. Set in Poppins, the logo maintains a clean, modern, and approachable feel.

Chromae

## Solar Bloom

10 ml

Chromae

Crystal Drift

10 ml

Colors

These colors were chosen for Chromae to create a futuristic, elegant, and luminous identity. Blush Mirage adds a soft, radiant warmth, Opal White brings a clean, pearlescent glow, Iridescent Lilac introduces playful, shifting tones, and Ultraviolet Glow delivers a bold, dramatic pop. Together, they form a harmonious, light-reactive palette that perfectly reflects the brand's transformative and high-end aesthetic.

Iridescent Lilac

Ulraviolet glow

Blush Mirage

Opal white
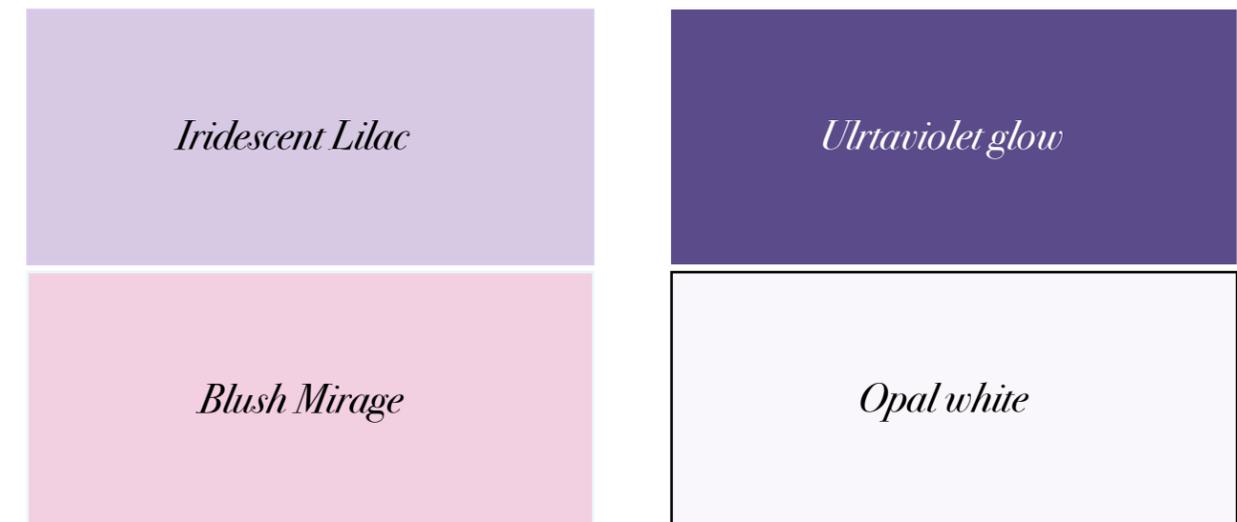
Challenge:

- Highlighting multiple products while keeping the catalogue cohesive
- Maintaining a futuristic, elegant aesthetic without overwhelming the reader

Solution:

- Research existing catalogue
- Brainstorm keywords related to the brand
- Applied a minimal layout with plenty of white space and soft gradients to balance visual interest with clarity.

Mini Clock

Description

Study Block is a customizable chronometer and timer designed to help users manage both study time and break time effectively. It allows users to create personalized time blocks, set durations that match their individual rhythm, and maintain focus while supporting a healthy balance between productivity and rest. Built with flexibility and a user-centered approach, the project adapts to different study styles and promotes sustainable, distraction-free studying.

Challenge:

- Keeping the interface simple while allowing deep customization
- Making it easy to distinguish between study time and break time at a glance

Solution:

- Used clear color contrast and typography to differentiate block types
- Designed an intuitive, minimal interface to reduce cognitive load and distractions
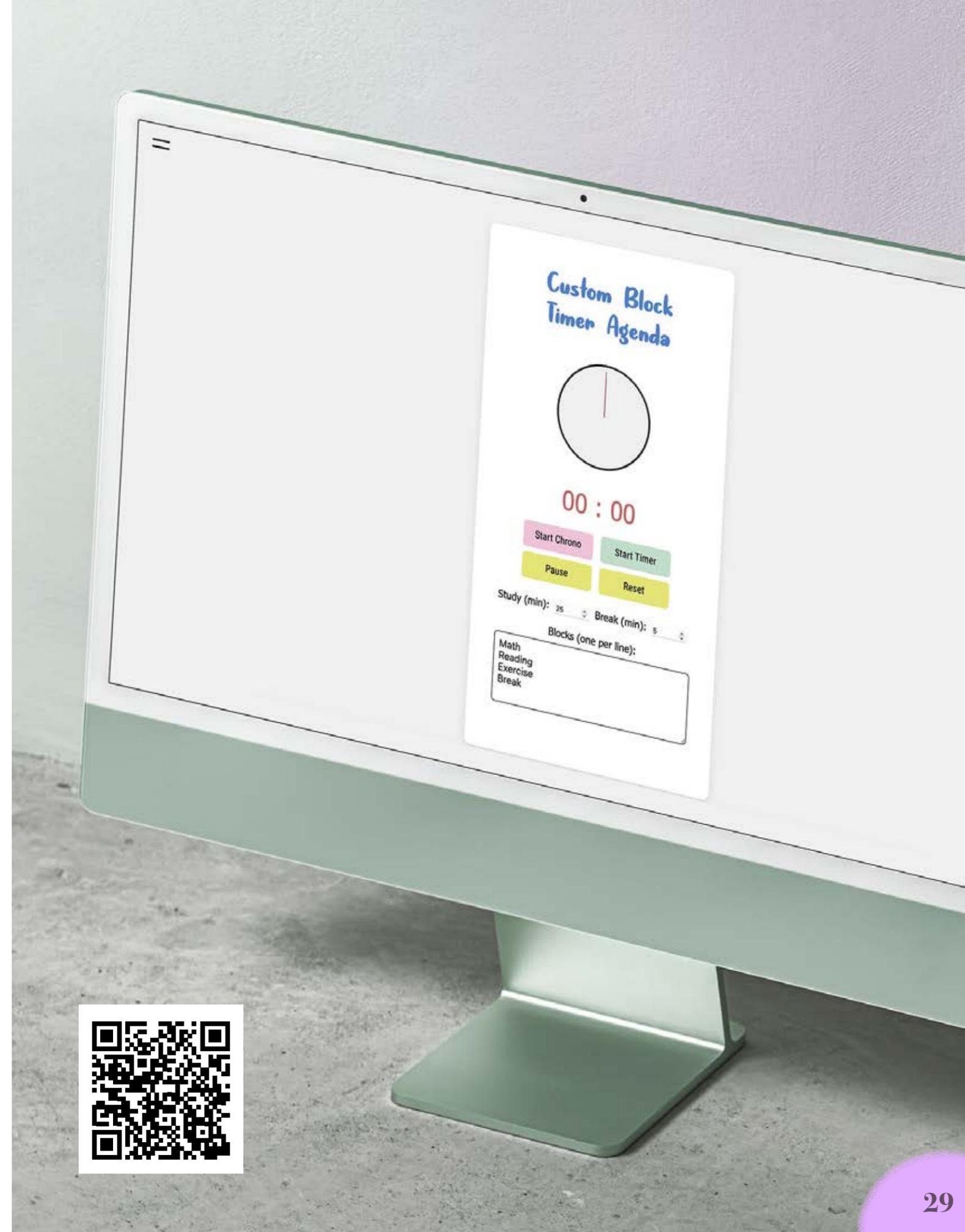
thinkflow

Collaboration

Description

Think Flow is an education-focused brand that treats learning as a natural, fluid process. It offers inclusive, personalized support—through tutoring, workshops, and tailored courses—to meet each student's unique needs. With a focus on equity, collaboration, and accessibility, Think Flow helps students of all backgrounds grow with confidence and feel supported in their learning journey.

Challenge:

- Difficulty creating a logo that balanced fluidity, simplicity, and educational meaning.
- Team disagreements on design decisions, including color direction, typography, and overall visual tone.
- Technical challenges working with Aero and AR tools, especially when integrating interactive elements smoothly.

Solution:

- Explored and refined multiple logo concepts until the team agreed on a clear visual identity.
- Used structured feedback and collaborative decision-making to align design choices.
- Learned, tested, and troubleshot AR tools to improve technical skills and project consistency.

Embrace learning, Blossom with **thinkflow**

Magazine

Print

Description

Amami is a Japanese magazine celebrating the country's sweet delicacies. Featuring both traditional and modern confections, it combines vivid visuals and engaging stories to showcase the craftsmanship, flavors, and cultural heritage of each treat. The magazine invites readers to savor and appreciate the artistry of Japan's dessert culture.

KEYWORDS:

sweets

delicacies

delicious

experience

beautiful

elegant

japanese

small

luxury

decorative

NAME:

Amami - Sweetness/ Delicious Beauty

Kashika - Confection Flower

Yuugashi - Evening Sweets

Final Name:

The name Amami, meaning "sweetness" or "delicious beauty," was chosen to reflect both the flavors and the aesthetic pleasure of Japan's confections, capturing the essence of the brand in a simple, memorable way.

Inspiration:

Wagashi The Japanese have a long tradition of creating wagashi, small decorative sweets often served with tea. Made with ingredients like bean paste, jelly, fruit, and even sweet potato, wagashi showcase intricate techniques and artistic designs.

Final Logo:

The final Amami logo captures the brand's essence with elegance. The second "A" is replaced with a wagashi flower, while the rest of the letters are set in Italiana font, blending tradition and modernity to reflect the artistry and sweetness of Japan's confections.

Colors

Spring colors were chosen to reflect the freshness, delicacy, and vibrancy of Amami's confections. Eggshell evokes lightness and sweetness, Cerise adds a soft, inviting warmth, and Olive Green represents nature and freshness, connecting the brand to natural ingredients and the seasonal beauty of Japanese sweets.

Eggshell

Cerise

Olive green

Challenge:

- Ensuring sufficient color contrast for readability and visual appeal.
- Printing colors accurately on various materials without losing vibrancy.

Solution:

- Tested different color combinations and adjusted brightness to maintain clarity while keeping the spring-inspired palette.
- Conducted test prints to ensure the final output matched the digital design.

Am甘美mi Magazine
Amami

Must try Wagashi in JAPAN

September 2025

Enjoy some delicious delicacies!

- Memorable experience
- Elegant sweets
- Small treats paired with tea

- Handcrafted luxury
- Bean paste or azuki beans
- Use of sweet potato

Ease Ahead

UX

Description

EaseAhead is a mental wellness app designed to help users recognize and manage stress before it becomes overwhelming. By guiding users to identify their stress symptoms and understand how stress impacts their thoughts, emotions, and behaviors, EaseAhead emphasizes self-awareness and education as the first steps toward healthier coping strategies.
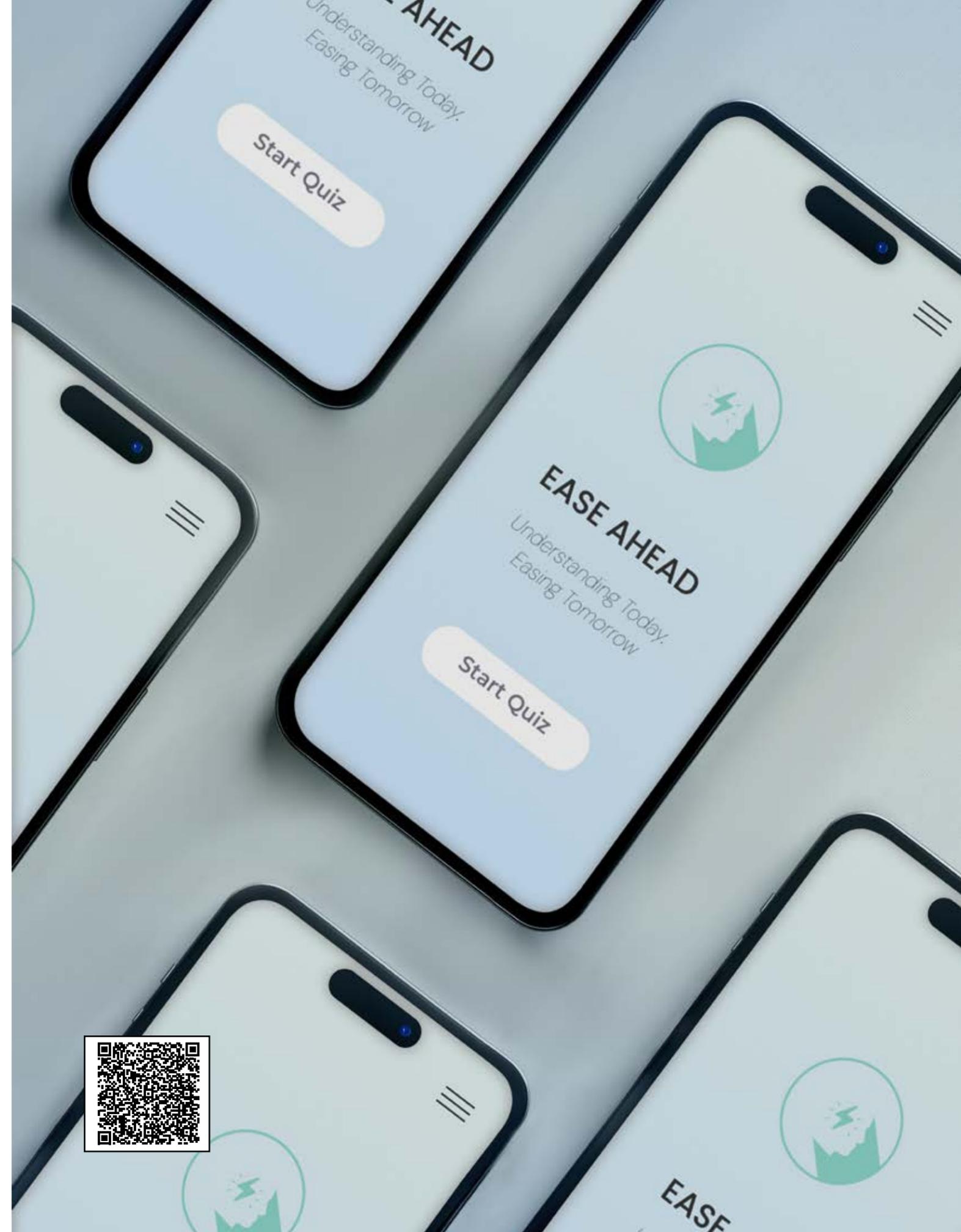
For my UX prototype, I focused on creating an intuitive, calming interface that encourages users to track their stress, access educational content, and explore coping techniques in a supportive digital environment. The project allowed me to apply user-centered design principles to develop an experience that is both functional and emotionally reassuring.
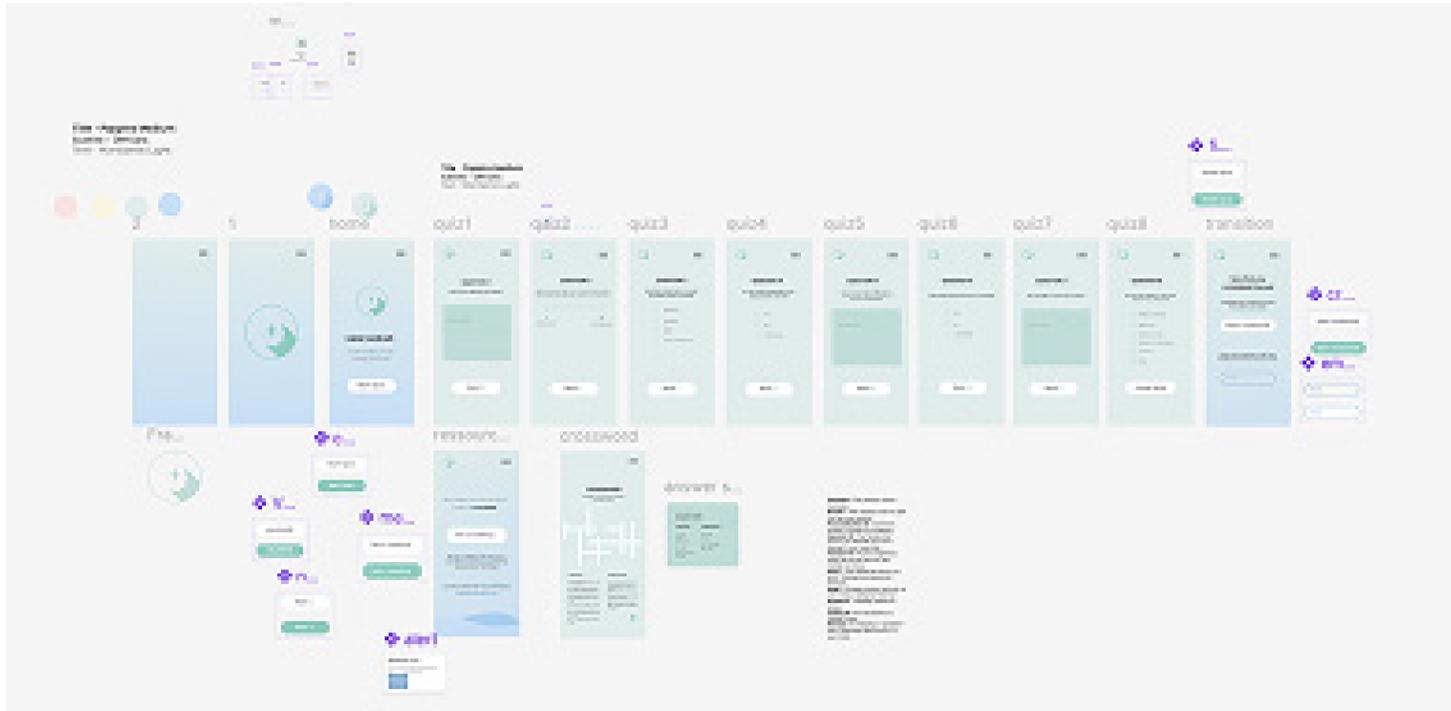
Challenge:

· Presenting educational content in a way that is accessible and engaging, while avoiding information overload

· Designing an interface that is calming and non-overwhelming for users who may already feel stressed

Solution:

· Developed a minimalist, soothing interface with soft colors and clear typography to reduce cognitive load

· Structured educational content into bite-sized, visually engaging sections to make learning appealing

Prototyping:

During the prototyping phase, I created an interactive Figma prototype to bring the app to life and test user interactions. I added subtle animations, such as hover effects, to make the interface feel more engaging and responsive. To introduce a playful yet educational element, we incorporated a crossword feature that encourages users to learn about priority management in an interactive way. These design choices allowed me to balance usability with delight, making the app both functional and enjoyable for users while reinforcing its learning objectives all while staying true to its brand identity.

Wireframe:

For this project, we began by creating a moodboard to explore the visual style and overall feeling of the app. From there, we defined the brand identity, selecting colors, typography, and designing a logo that reflected the calming and supportive nature of the platform. Once the visual direction was established, I developed wireframes on Figma to map out the user journey, prioritize key actions, and ensure an intuitive flow throughout the app. This process allowed me to test layout, hierarchy, and navigation early on, making the transition to high-fidelity design smoother and more aligned with the brand's personality.

Social Science Fest

Print

Description

This poster was created for the Social Science Festival at Vanier, conveying the message of hope in today's world. Through thoughtful visuals and typography, the design aims to inspire optimism, resilience, and community, encouraging viewers to reflect on the positive possibilities within society despite current challenges.

Challenge:

- Finding visual metaphors that clearly conveyed hope without being too abstract.
- Ensuring text and visuals stood out for readability and impact.

Solution:

- Explored multiple symbolic elements throught sketching
- Refined designs until the message was both meaningful and accessible.
- Adjusted color combinations and tested different contrasts.

Movie title sequence

[Motion]

Description

This project focuses on designing a title sequence for the movie Legally Blonde. Through playful yet empowering visuals, typography, and color, the sequence reflects Elle's confidence, style, and determination, while highlighting the societal and personal obstacles she overcomes to succeed in a male-dominated environment.

Challenge:

- Conveying Elle Woods' personality, charm, and journey while reflecting the film's playful and empowering tone.
- Ensuring the pink heel integrated seamlessly with the text without disrupting balance.
- Finding the right pacing to make the title sequence engaging without feeling rushed.

Solution:

- Rewatching clips of the movie to make sure harmomy
- Adjusted spacing, kerning, and proportions to achieve a visually appealing alignment.
- Tested multiple timing variations, refining motion and transitions until the animation felt smooth.
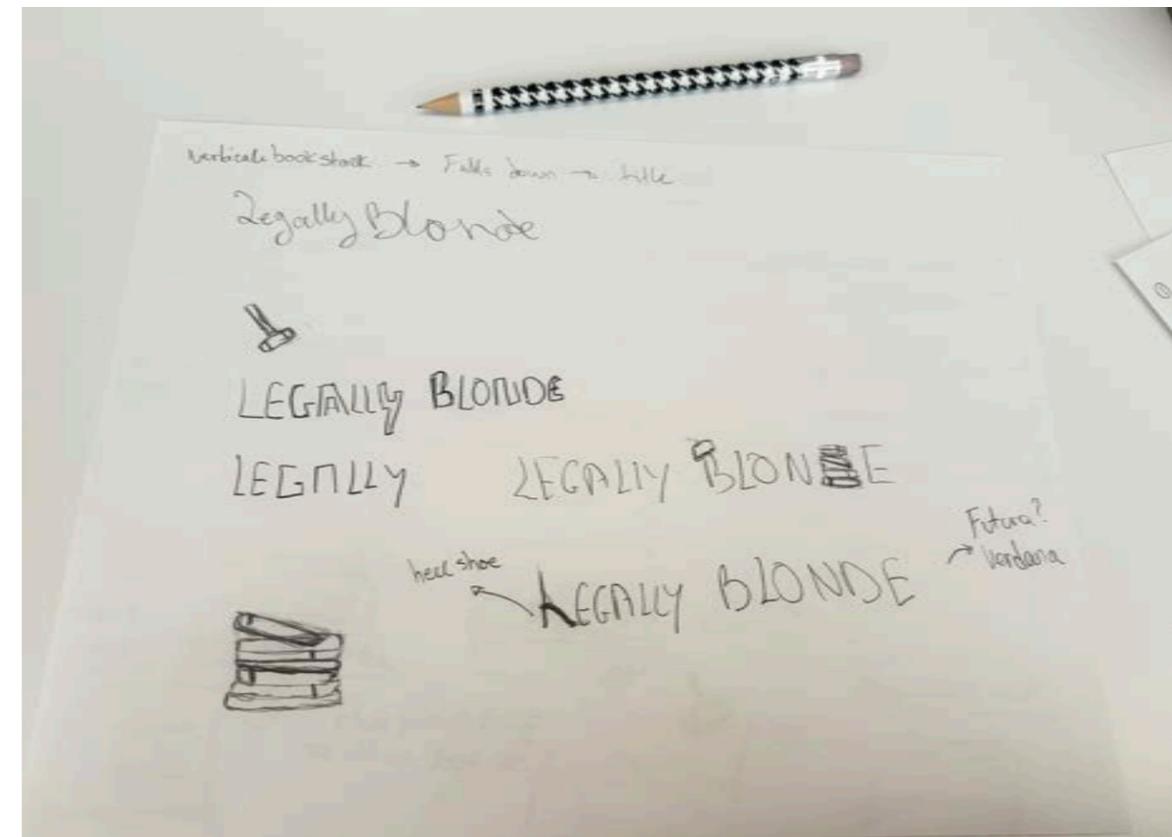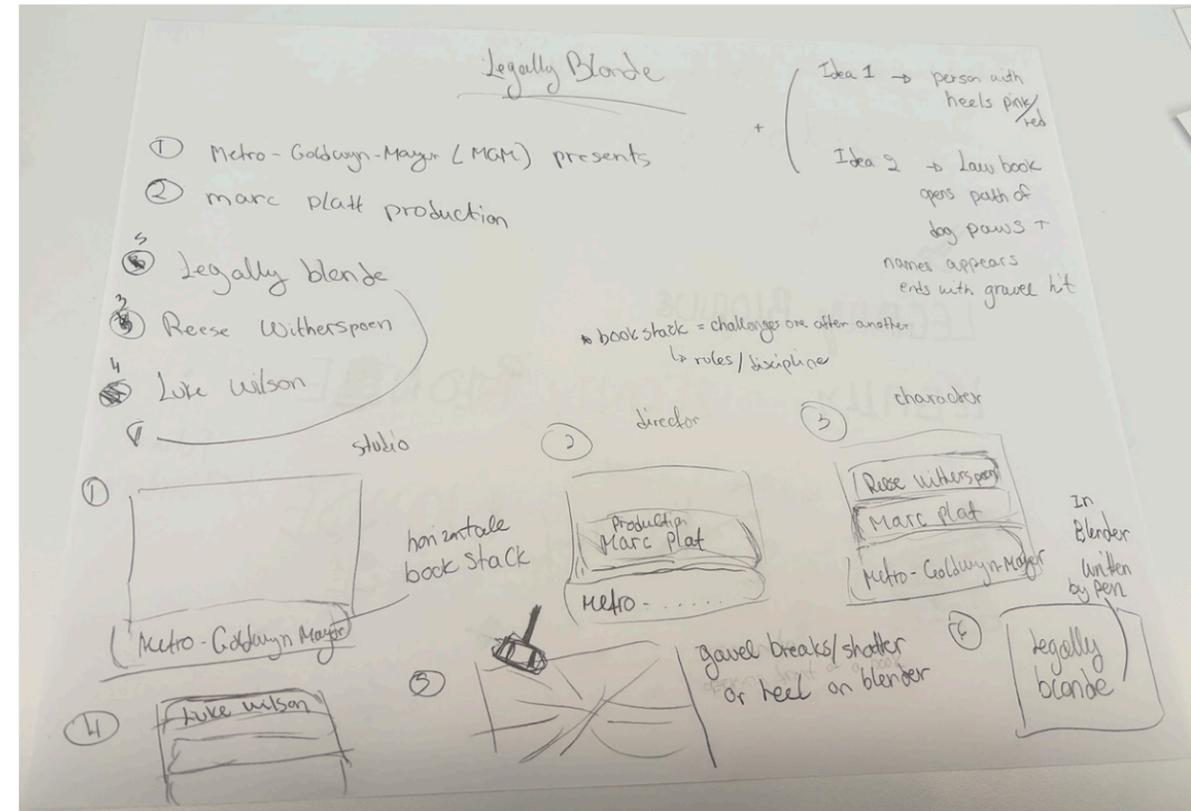
Final Logo:

The logo was designed to reflect Elle Woods' personality and journey, using Didot font to convey elegance and sophistication. The pink heel replacing the "L" symbolizes her femininity and style, while "Legally" in pink emphasizes her playful, confident side. "Blonde" in blonde/gold highlights her determination, intelligence, and the prestige she attains, creating a visual balance that captures both her charm and her strength in overcoming obstacles.

Click to watch the video

Petit Jeu

<div style="text-align:center">

Website

</div>

Description

Catch the Boba is a fast-paced, fun arcade game where the goal is simple: catch as many boba pearls as possible before time runs out! Players control a character and must move quickly to catch falling boba while avoiding obstacles or missing opportunities. The game rewards quick reflexes, strategic movement, and timing, making it addictive for players of all ages.

Challenge:

- Sometimes catches weren't counted
- Players might get confused about how the game works

Solution:

- Improved collision detection for accurate scoring
- Added an info pop up that explained the game
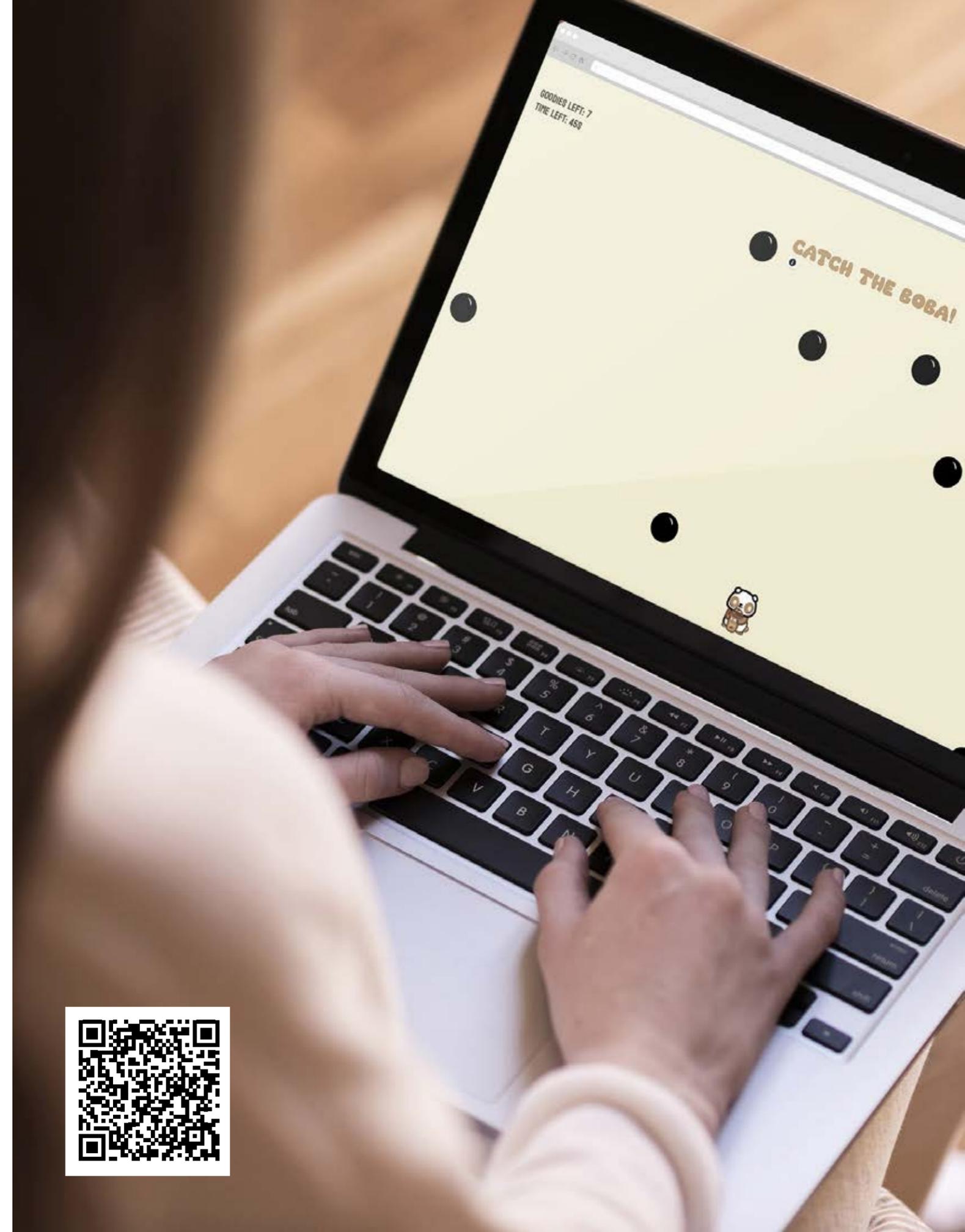
Soda Can

Description

This project focuses on designing a Bubble Pop soda can series, inspired by popular bubble tea flavors. The concept draws from the playful, vibrant, and refreshing qualities of each flavor, translating the fun and sensory experience of bubble tea into bold, eye-catching visuals. By using colors, patterns, and textures that evoke sweetness, fizz, and fruitiness, the design aims to reflect the brand's lively and modern personality while appealing to bubble tea lovers.

Challenge:

- Illustrate in a way that stayed true to the original brand
- Creating an original brand that still respects the brand guideline
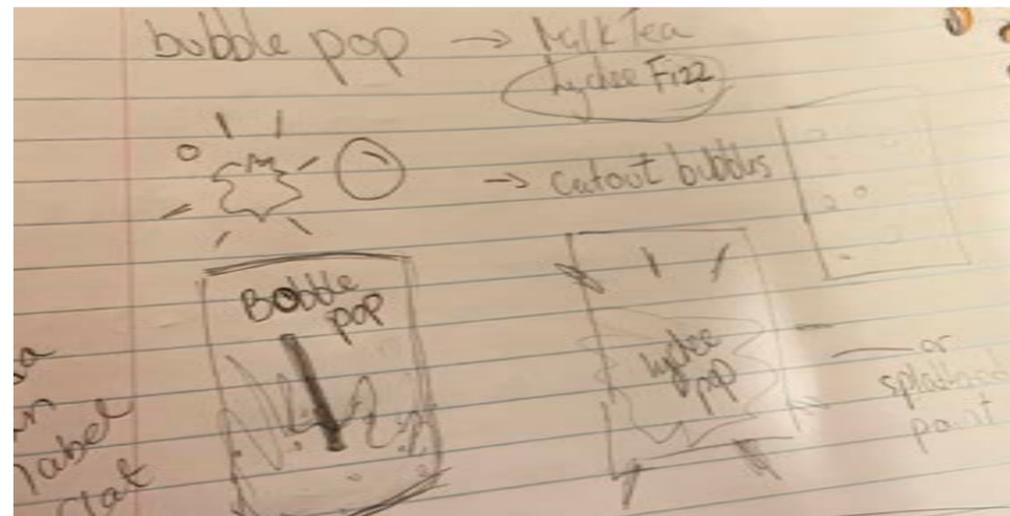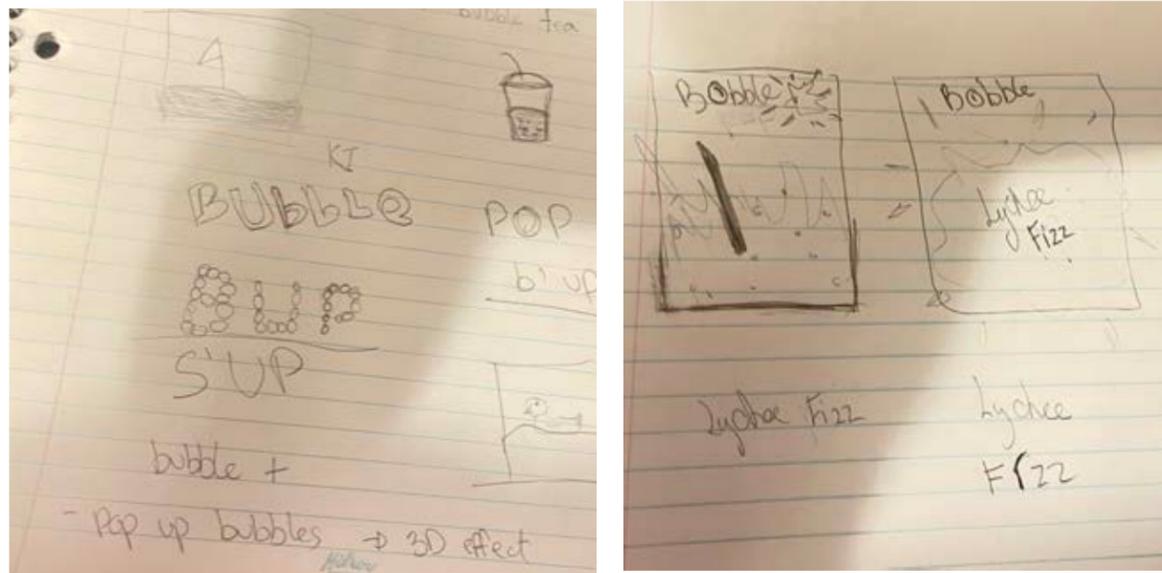
Solution:

- Research existing wine labels
- Brainstorm keywords related to the brand
- Making a variety of label option to see what fits best

Sketch

Inspired by the playful and flavorful nature of bubble tea, I incorporated elements like tapioca pearls and bubbles, along with rounded, flowing lines to create a fun, vibrant, and visually engaging look for the soda cans.

WHERE VISION MEETS HEARTH

by Kelly Ann Tin Kwan Yuen

✉ kelly.tin34@gmail.com

@ kellydesigns4u

📞 514-770-6775