

RYAN C.
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Design Portfolio

Product • Graphic • UIUX

Ryan Euclid Chin

Design Portfolio v4.2

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Bukit Timah, Singapore



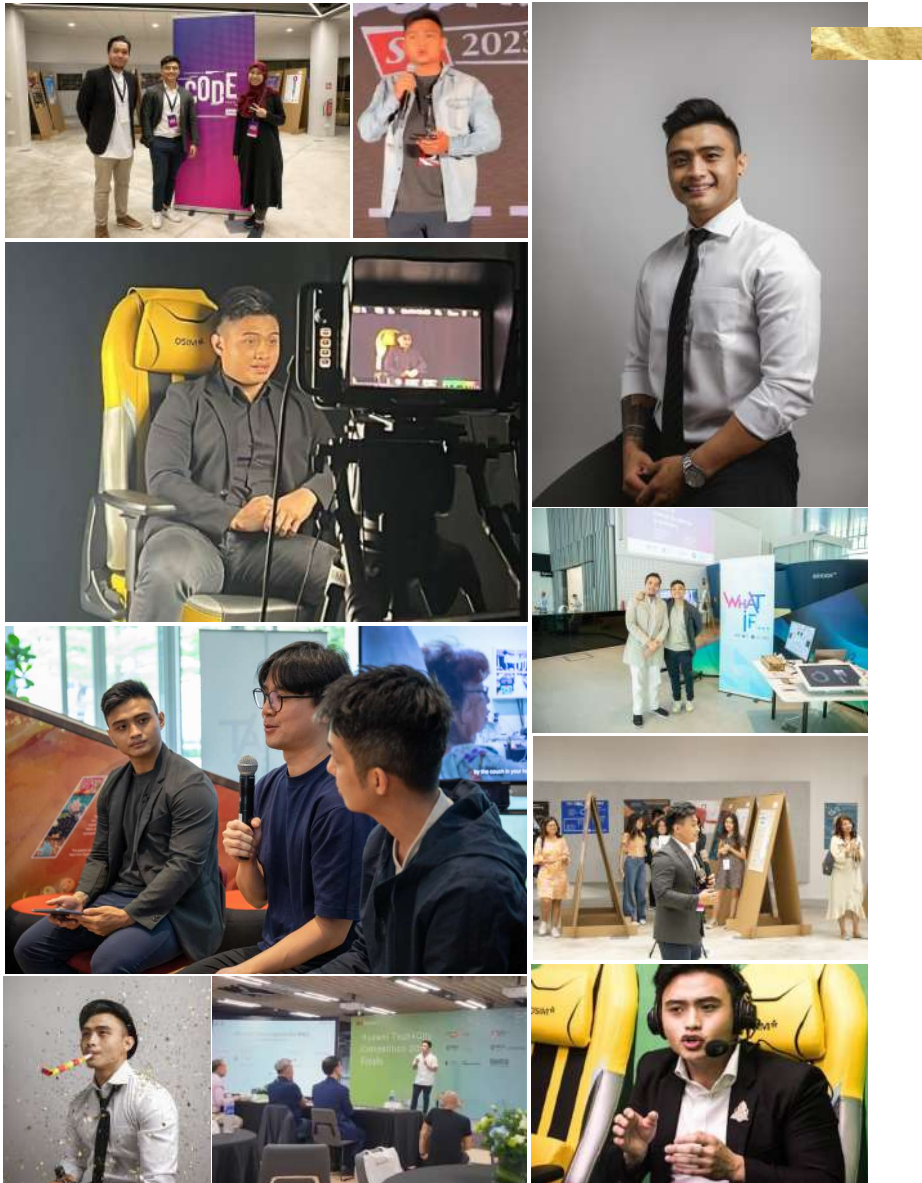
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Hey there! I'm Ryan

Designer. Educator. Entrepreneur.

Trained as an Industrial designer at the National University of Singapore, I've honed my expertise in UIUX and Graphic Design, crafting experiences that seamlessly blend form and function.

My journey in the design realm took a turn towards education back in 2021. I've been coaching and guiding university-level students in Visual Communications and Branding, fueling my passion for nurturing budding talents.

I'm driven by a fervor for propagating the wonders of design, whether through engaging in discussions and the curation of dynamic events and exhibitions.

This portfolio is a curated showcase of my design endeavors — each piece a testament to my dedication and creative vision.

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Design Portfolio.

Solitaire Infinity

Product Design | UIUX
2019

A pre-emptive service that begins with a gift.

Infinity is a symbol for Singapore Airlines Solitaire-tier passengers. An RFID passport badge that creates a seamless experience for the Airline's most elite-tier passengers from booking all through arrival at their destination.



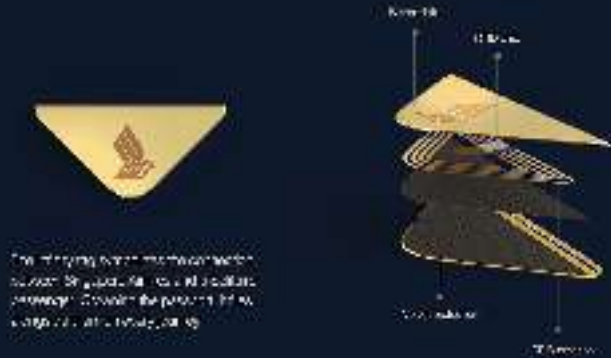
SOLITAIRE
INFINITY
Pre-emptive service that begins with a *gift*.

◀ Optimising the check-in experience

Passengers begin their journey as soon as they book their ticket. We wanted to create a seamless flow from home to airport that empowers Singapore Airlines' Solitaire level passengers such that they feel welcomed every step of the way.

We looked at this opportunity from the standpoint of the customer and the staff. We realised that we could create a seamless interface so that our passengers receive an intimate interaction rather than a transactional one within the first class check-in.

INFINITY



The Infinity screen is designed to be used in a variety of ways. It can be used as a kiosk, a tablet, or a smartphone. It is designed to be used in a variety of ways.

Let's begin with a solo business flyer. As the passenger nears the airport, the tag on his passport is read via RFID.



for CHECK-IN

Infinity re-imagines First Class check-in to be counteless, with a formidable human touch.



Let's begin with a solo business flyer.

As the passenger nears the airport, the tag on his passport is read via RFID.



A staff prepares to receive him. Each staff has a tablet that connects them to their assigned passenger.

It equips them **in advance** with the passenger's name and flight details, along with his usual request ready to be arranged before he arrives.



Why?

Where are they going?



What do they always ask for?



When he reaches the First Class room, check-in is a breeze! Staff confirms his flight and surprises him with a fulfilled request. Since there is a clearer idea of what the passenger needs, staff is able to offer more **personal** and **intuitive** service.



Let's begin with a group.



With Infinity, staff can prepare to switch up the routine for group travellers, so they do not others hold up. This ensures that check-in is tailored for the interests of all priority passengers.

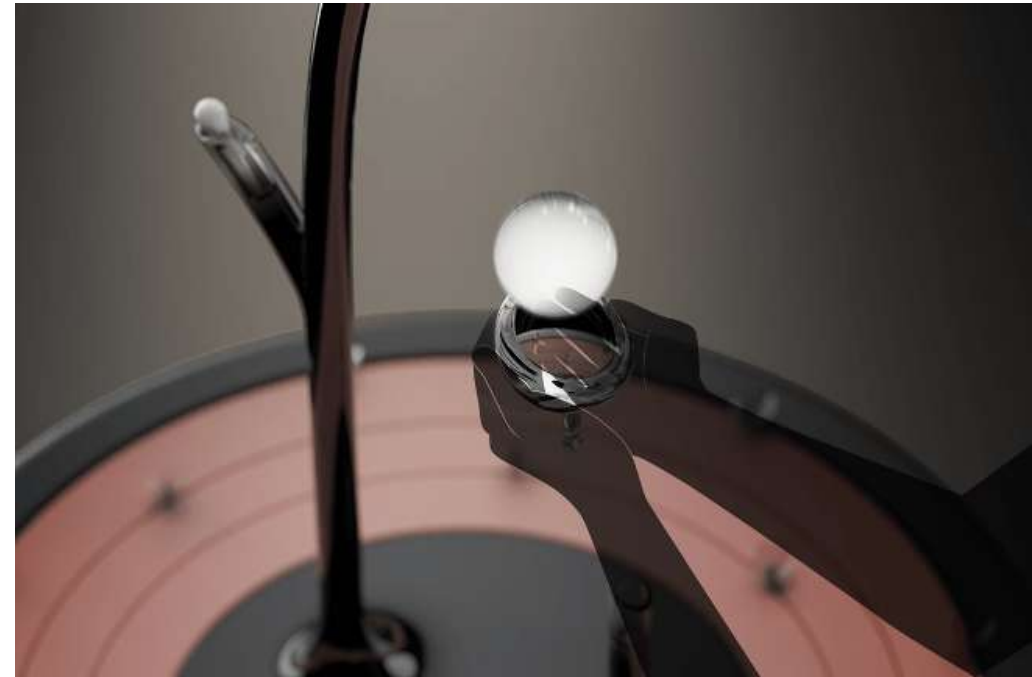
First Dew

Product Design | UX Research
2018

Breathing Life and Form into Fragrance

Scents are a beautiful thing. It's intangible, you know it's there, but you can't see, or feel it. However, fragrances and perfumes have the power to alter your emotions. Fragrance is very much alive. Could we materialise the aliveness of fragrances through a ritualistic experience?

In collaboration with :



Capturing Fragrances ▲

What if we could allow users to anticipate the bubble falling, and then capturing it with the cup? Much like waiting for morning dew to drip off a leaf in the early hours of the morning.

First Dew was designed to elevate the experience of a flagship fragrance. We chose to use Gucci Bloom to represent our concept's aesthetic.



Dynamic Versatility ▶

First dew could be visually adapted to other fragrances, but still capture the same user experience.

Exploring Mist ▼

The team chose mist as our medium. On top of being fun and elegant, mist has the ability to give form to the air, and can be used to visualize the movement and ephemerality of fragrance. Capturing the mist in a bubble gives a precious containment to it, and a sense of mystery and playfulness.



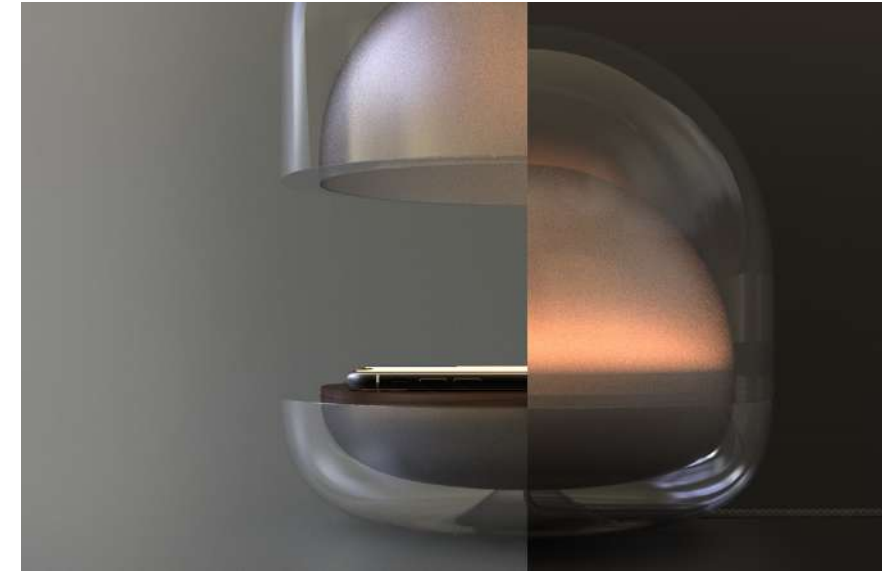
Balance

Product Design | UX Research
2020

Opportunities for Self-care in our Digital World

In this day and age, people are spending more time on their screens, and less time for themselves. Could we introduce opportunities for self care for the digitally inclined?

As devices become smarter, humans continue to grow to depend more on their devices, forming a 'symbiotic' relationship. Could we give meaning to the distance between man and phone?



Creating Distance ▲

Qi is a nightlamp that works by using the light from the phone's screen. Qi charges your phone before you go to rest and transforms itself into a nightlight - which slowly dims as the user slowly drifts off into sleep.

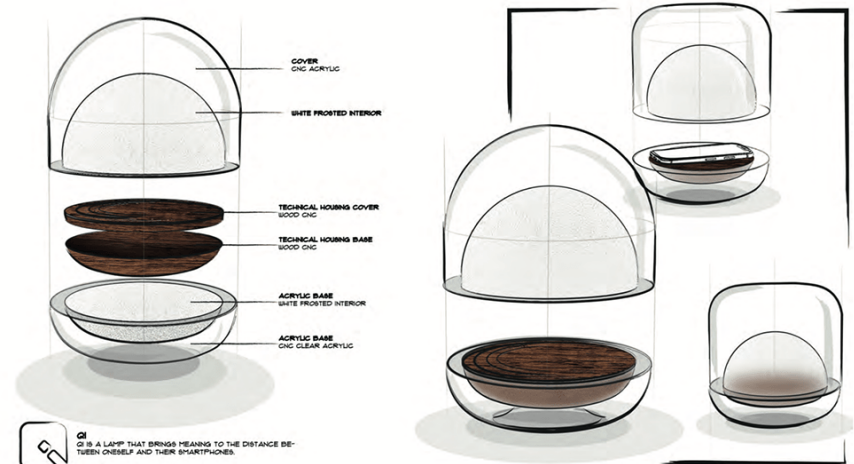
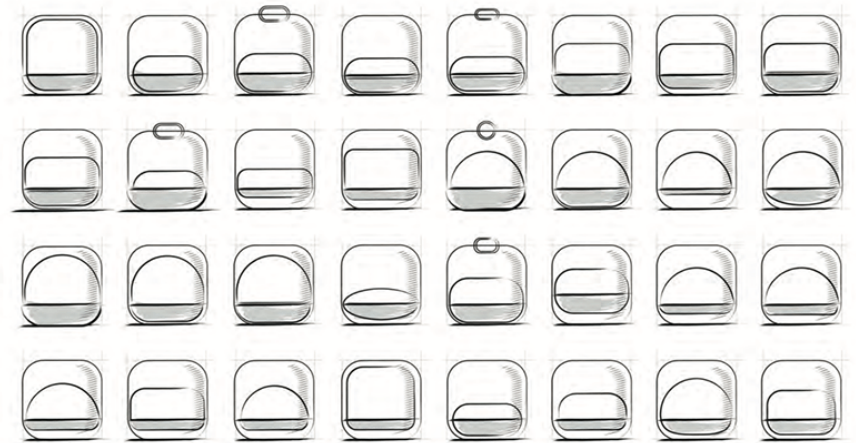
Qi creates that much needed space between man and device during a person's most important ritual - the one before a person goes to sleep.

Mindful Gestures ►

Qi was designed to be opened using 2 hands. Users have to actively put down their phones, creating a small annoyance, that is a ritualistically crucial first step in knowing your achilles heel.



Fig 12.15 - Qi Lamp 1, Apr 2020



Qi
Qi is a lamp that brings meaning to the distance between oneself and their smartphones.



Morphing Interfaces ▲

I wanted Qi to be unironically a reflection of the user. As the time ticks down, Qi works together with an app to change the interface icons and blurs it out - signalling that its enough social media for the day.

Suspended Power

Qi changes the phone's screen into a light source. Qi's form was design with the narrative of holding, or 'suspending' this power within its shell.





Alpha Electrics

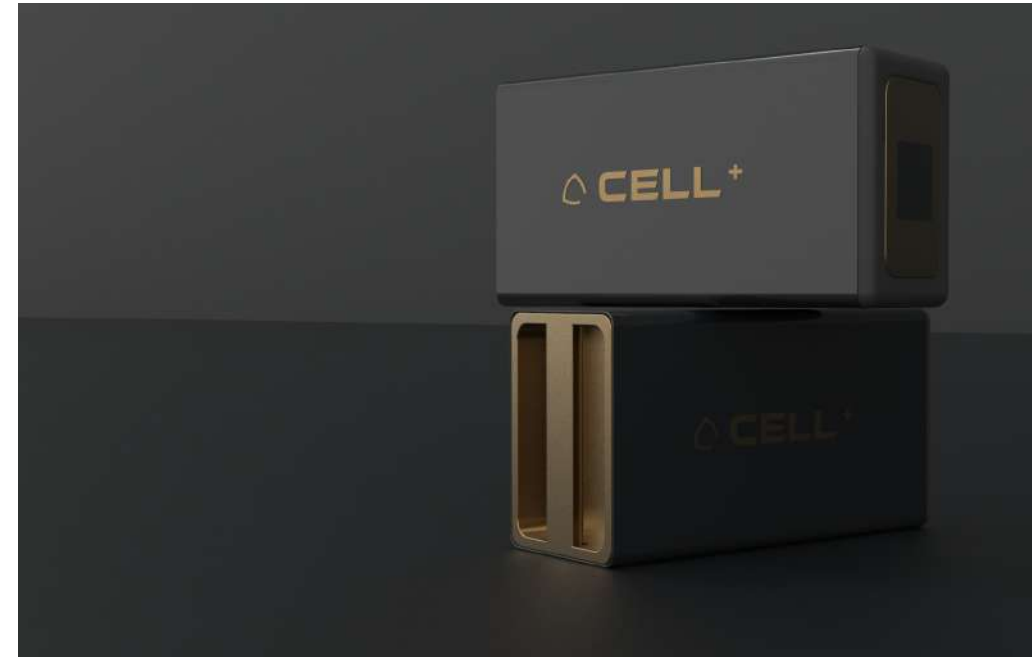
Product Design | Entrepreneurship
2020 - 2023
alphaelectrics.co

Stop. Swap. Go.

I was a co-founder and Lead marketing and Lead Product Designer (UIUX & Product) for the Alpha Electrics Startup.

How do you make riding electric a simple pleasure for the millions who rely on light vehicles every single day? We needed to go beyond just slapping on a large battery pack and giving it to riders. We wanted to transform the way people viewed them.

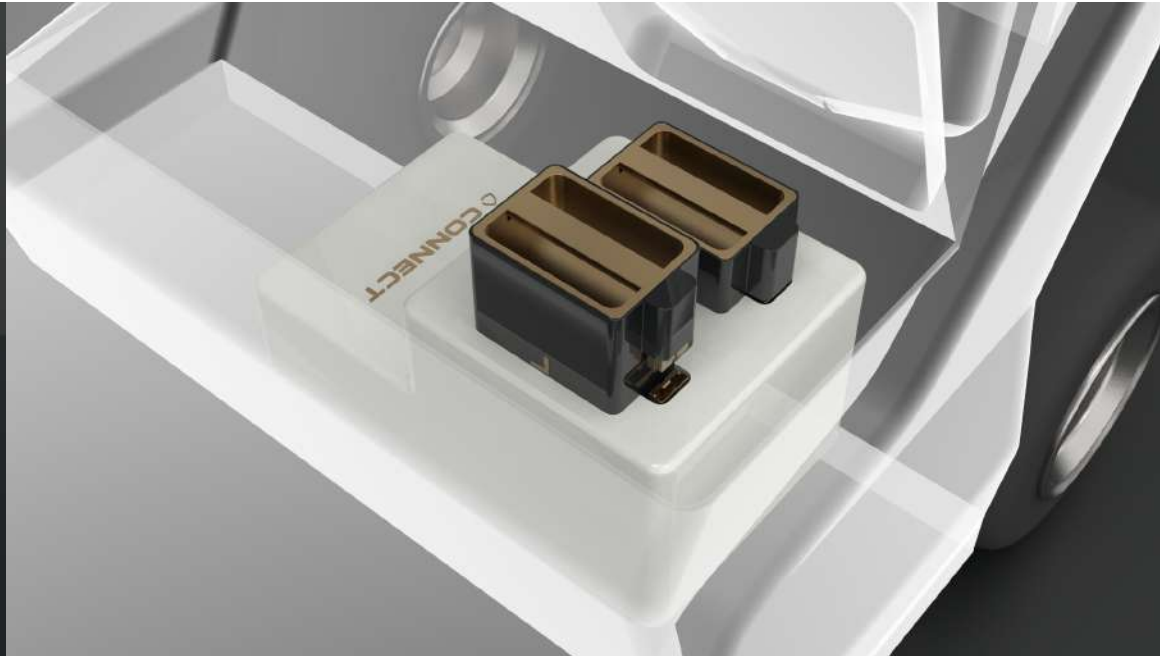
Alpha Electric aimed at redesigning the battery charging infrastructure for light electric vehicles - making them more accessible, efficient, and a joy to use.



◀ Designing for Wireless Charging

The crux of our Battery swapping technology is the AlphaCell, we found that in South East Asia, cities and towns are extremely prone to harsh weather conditions. We wanted to create a hermetically sealed battery pack to mitigate safety risks and optimise user experience.

We tested out wireless battery packs through hotswapping the MVP of an existing electric bicycle before moving toward other light electric vehicles



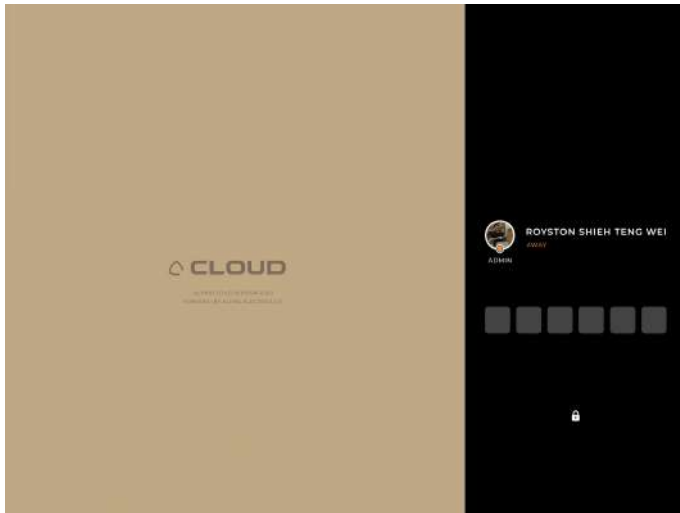
◀ Adapted for Golf carts & Buggies

We reached out to several golf courses and they were extremely interested to test the viability of electric swapping golf carts, since they need to be used and charged round the clock. Our swappable battery system was adapted and trialed at several golf courses around Singapore and even Gardens by the Bay.

▼ Optimised Power Stations

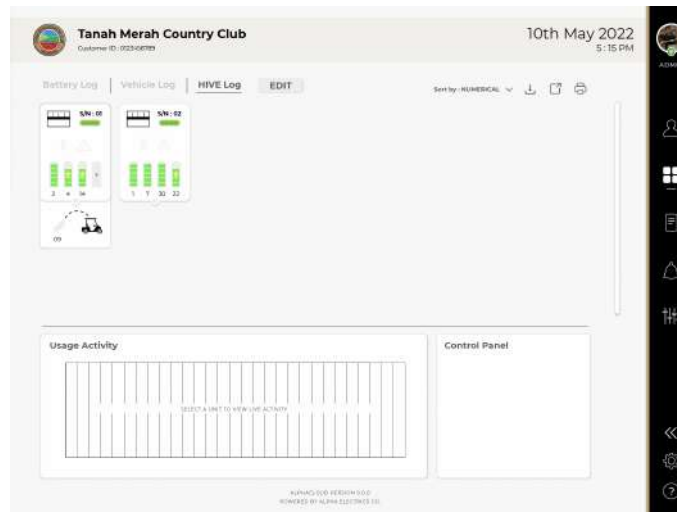
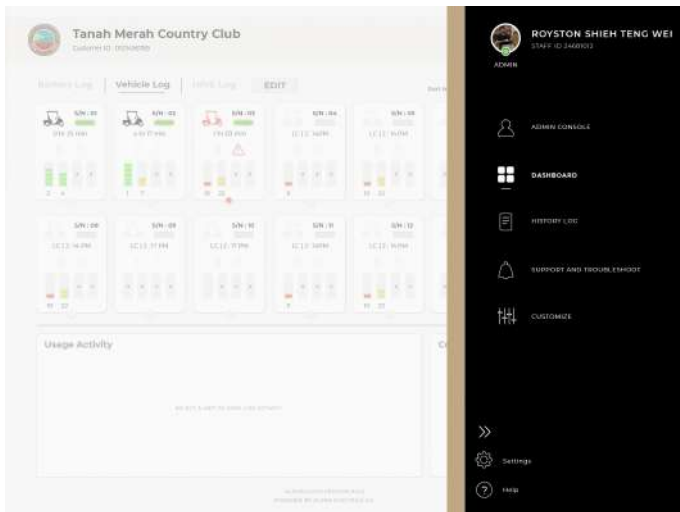
As part of our battery swap ecosystem, we created the hive - an optimised charging station designed for ease of battery swapping, as well as a 'lite' version which caters to energy collection in rural areas that experience loss of power. It was tested within the vicinity of our compounds.





◀ Cloud Dashboard

To tie in seamlessly with the backend within golf courses. This allowed for easy tracking of golf carts, as well as our batteries, all for asset accounting. This made it easy for staff to identify and make remote changes to the battery output, as well as a seamless user flow.



▼ Alpha Energy Ecosystem

There were a lot of pivoting and testing and trials that we needed to do prior to getting our installed products in an actual motorcycle. We iterated with existing light electric vehicles all throughout our startup journey to identify the right target customer, and continually developed a suite of products catered to businesses and social enterprise.

Awards & Achievements :



NUS RESILIENCE & GROWTH



Dormant Power

Product Design | Branding
2018

Self-Expression

Dormant power was a branding project that included design of a logomark and product semantics.

The logo was inspired by my full name - Ryan Euclid Chin Qingfeng. Ryan meant little prince and my mom was inspired because it sounded like lion, lion king from when it was first aired on 1994. Euclid was given by my dad, and it represented geometry, because well, my dad wanted me to pursue engineering. Qingfeng was given by my grandmother, and it translated from mandarin to 'Mountain Summit'.

The logo designed encompassed a letter R, a mountain in its counter form, and bounded by a triangle, the simplest but strongest shape in geometry.



▲ Product Manifestation

I created 2 products that embodied my personality and my affinities - masculine things like buildings, sports automobiles. All have one thing in common, that is that they are only truly appreciated when in stasis.

I replicated that through encasing the ink cartridge of a pen and the memory block of a thumbdrive with an acrylic case, bending brass wires out, so that users may get a tease of the dormant power.

Ao Chopsticks

Product Design
2018



Exploring Usability & Gestures

Ao reimagines a pair of chopsticks, seamlessly integrates it into the western fine dining culture and redefines one's dining experiences. The intricacy of using this simple, yet sophisticated tool enhances the act of eating by transforming the action, and renders it more intimate, of how one picks up food at the very beginning of their course meal.



Initial Designs



Final Design



Full Cutlery Set



Songbird

Product Design
2020

Veneer Exploration

I sought to design and create headphone stands that are not only light and easy to carry around, but aesthetic enough to be a perfect companion at your desk. A cheap solution for an expensive investment.

This was a project done for a marketplace project where i had to design and manufacture 10 products that were cheap to make and viable to sell.



Isolert

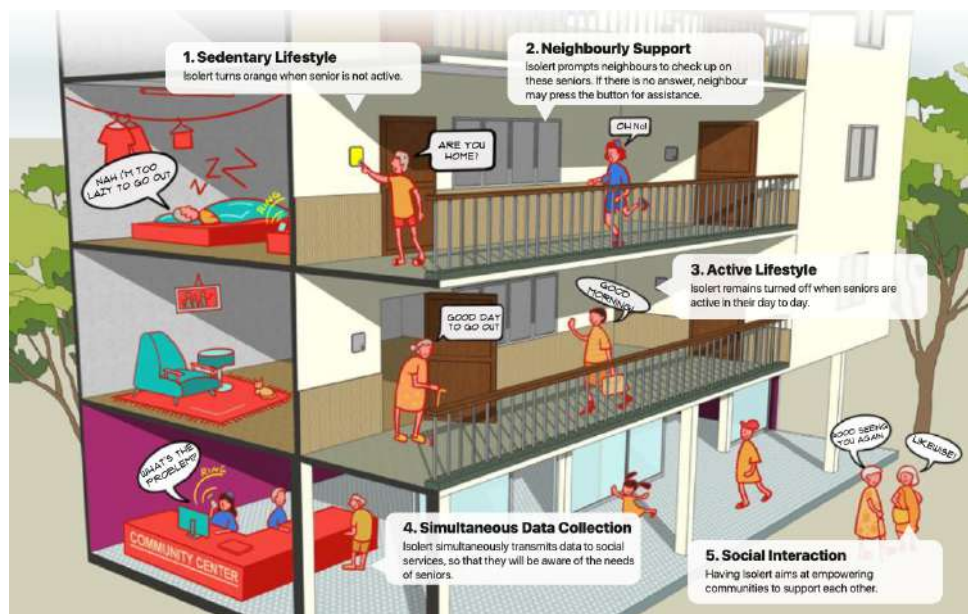
Product Design | User Experience
2022



Improving the visibility of isolation status

Isolert is a passive system that promotes healthy aging through improving the visibility of isolation status of an elderly person living in an apartment on their own.

Isolert was a design sprint project in collaboration with Huawei's Tech4City competition in 2022. Isolert received 4th place out of 150 participants.



Carebox

Product Design | User Experience
2019



Dementia Care in Seoul

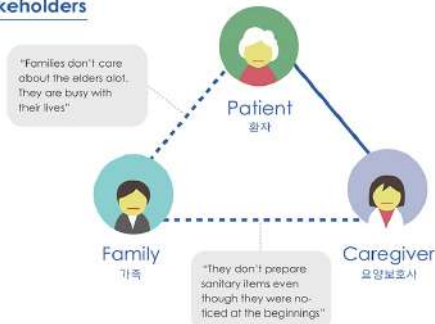
Carebox was a cross-disciplinary project done in the Seoul National University in South Korea. Organised by the Asian Smart Living International School (ASLIS), as part of the Design Creation Workshop in 2018. It is a collaborative effort between the fields of Medicine and Design, to further develop and/or relieve the burdens of caregiving.

The brief was to understand dementia care in a developed Asian city within Seoul, and to provide a rapidly implementable solution to caregivers and family.



Dementia Care Toolkit for Families | 환자들의 가족들을 위한 돌보미 카드

Stakeholders



Challenges

1. Family's lack of knowledge of how to care for the patient
환자와 생타이들이에 대한 가족들의 이해와 지식 부족
Family ⇌ Caregiver
2. Family Lack enough interaction with regards to the elderly
관계자들간의 서로간의 소통과 상호작용의 부족
Family ⇌ Patient

Design Statements

How might we improve families care for patients through **Enhancing knowledge and Increasing Interactions** between each stakeholders?

치매환자에 대한 지식의 확장과 서로간의 상호작용을 더욱 활발히하여 가족들의 환자에 대한 관심과 활동을 향상 시키기 위한 디자인

CareBook is an updatable card guide for families with dementia patients



Mobile Caretakers at home are able to bring the guide out easily when talking patients out

CareBook은 치매환자의 가족이 활용할 수 있는 휴대이도 가능한 카드 가이드북입니다.

Updatable & Customizable based on the needs of different patients



Simple & Easy to understand With graphics and minimal descriptions

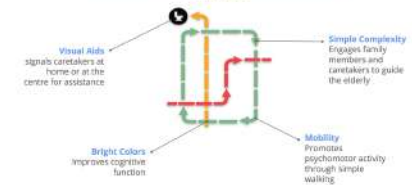
Color Coded Makes the guide easy to refer to



Mobile SMS Updates Web Updates on families' elders compliment the manual handbook (Card news format)

PlayPath is an activity for dementia patients which target their cognitive and psychomotor abilities, whilst increasing interaction with caretakers at home

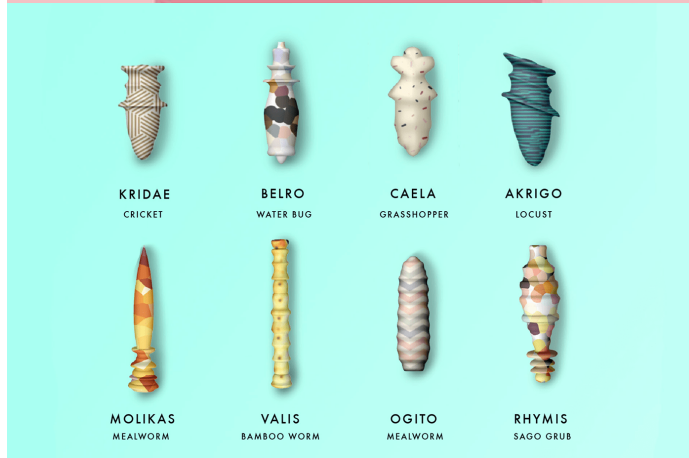
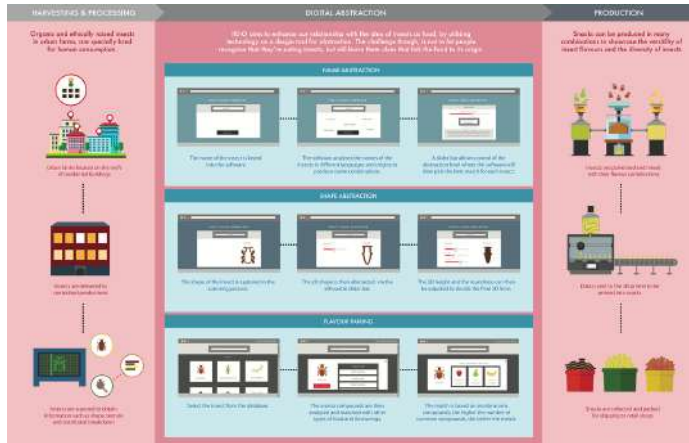
PlayPath는 치매환자의 인지능력 및 신체활동을 증진 시키고 동시에 가족이 적극적으로 참여워 원거리도록 참여 기록정보를 증진시킵니다.





Reimagining Edible Insects

IKI-O is a brand that revolves around promoting the idea of Entomophagy – eating insects – which is commonly viewed as exotic and unpleasant. IKI-O hopes to rebrand the image of insects as something desirable and possibly a staple food, through the use of an abstraction process – made more effective and efficient with digital technology. The process removes the obvious connection with insects to create a new and enhanced food experience.



Tether

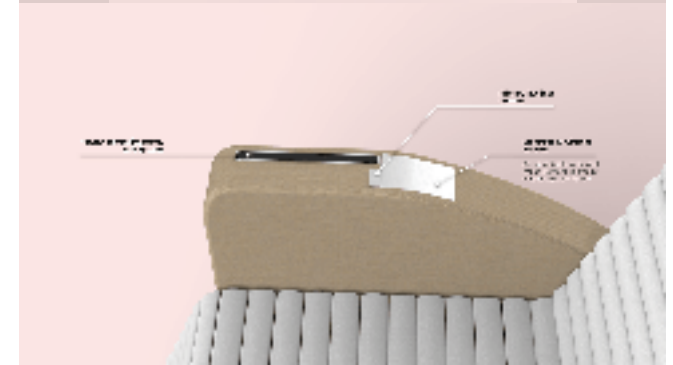
Product Design | User Experience
2019

Long Distance Elder Care in America

Tether was a 6-week project done during my stint in Georgia Institute of Technology's College of Design during the Spring of 2019 with collaborations with the Children's Healthcare of Atlanta, and Steelcase.

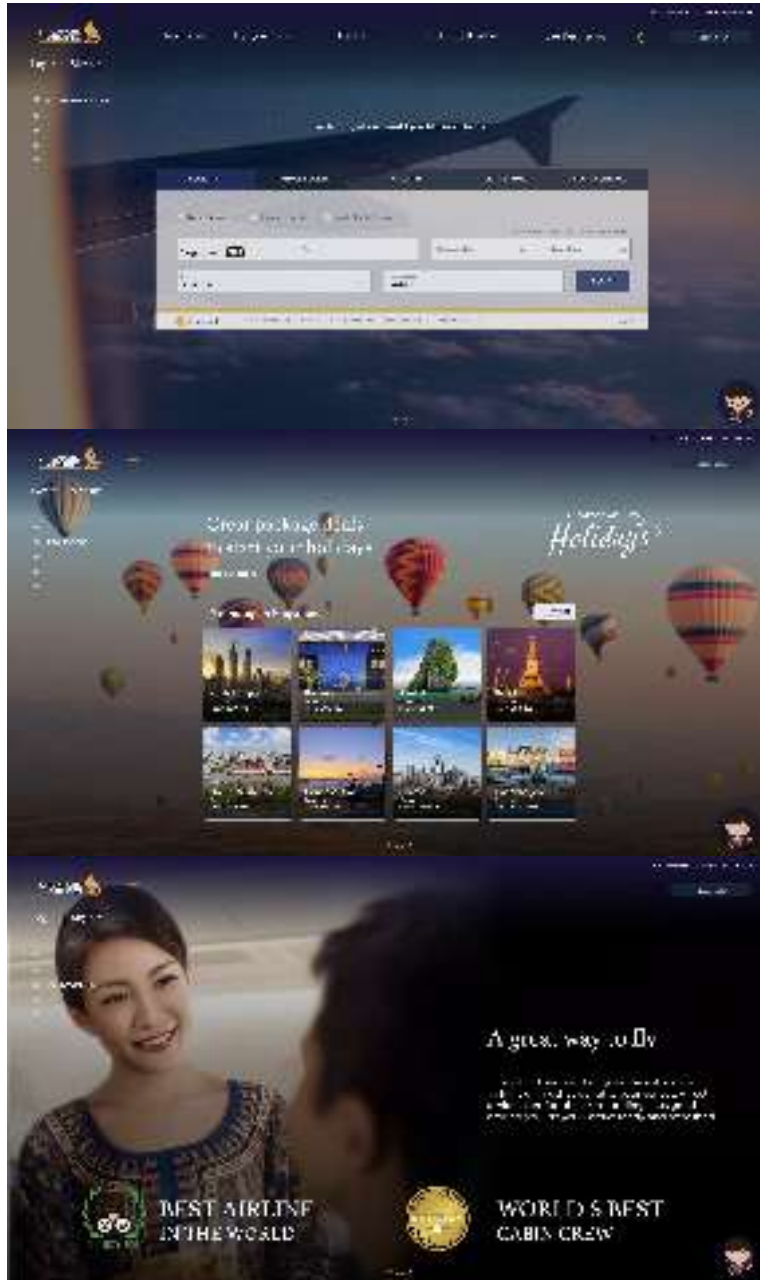
The American healthcare system has always struggled with following up with patients, especially when some patients have to travel hours on the road to their nearest hospital. Hence, Telemedicine was born. Telemedicine is the use of advanced communicative technology, such as live teleconference to connect patients, doctors and nurses.

Tether explores the boundaries of this technology, with the vision of introducing a healthcare system to every home in America.



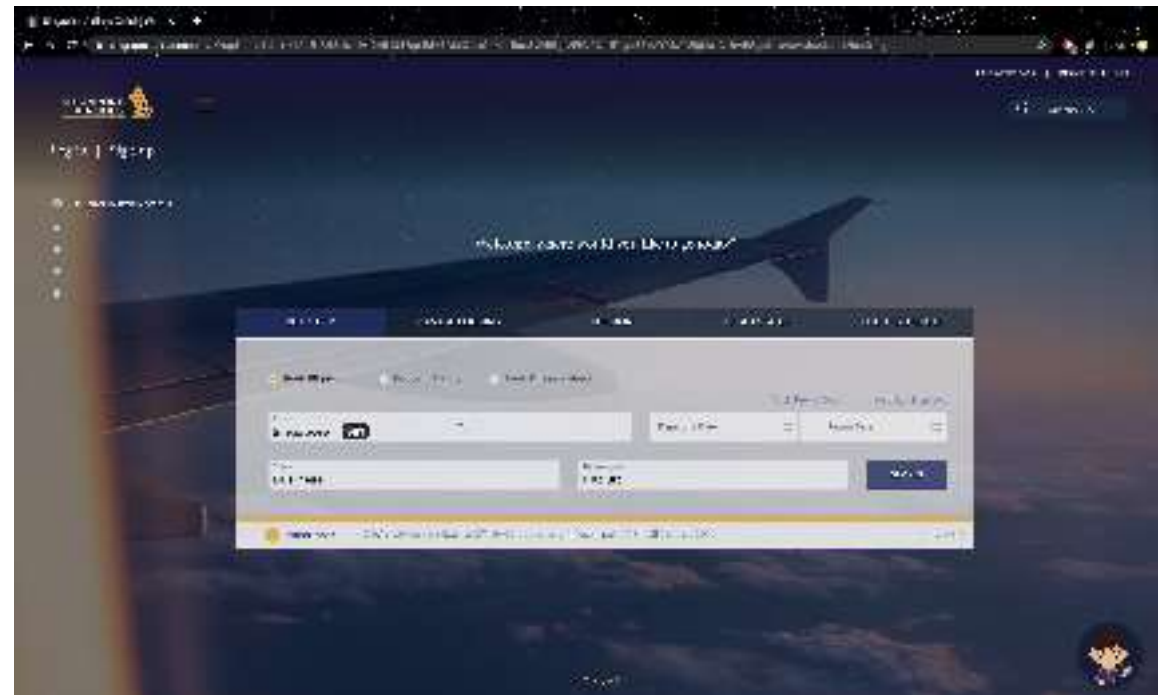
SIA Landing Page

UIUX
2020



Optimising Clarity & User Flow

SIA Website redesign is sprint project that emphasizes on elevating the Singapore Airlines website to streamline usability solely within the landing page. This was done during my time as a UIUX designer in Singapore Airlines.



Cyclops

Character Modelling
2021

Character Modelling for Figurine

Cyclops was a project that made use of zbrush to replicate and reconceptualise a character from a popular mobile game in South East Asia, Mobile Legends.





Teaching Portfolio:

Advanced Visual Literacy

Graphic Design I Visual Communication
2022

Analyse & Synthesize

This fundamental course focuses on one's ability to interpret, negotiate, and make meaning from information presented in the form of images. Students are tasked to analyse elements and principles of design used in a chosen thematic, and synthesise new ideas based on key learning points. Studies are then culminated into a journal which describes learning outcomes and their reflections.



Project By : Pearlyn Sing



Project by : Shaheed Ibnu



Project By : Velyn Chia Yu Shin



◀ Project By : Nadia Diyana



Project By : Tan Ashley



Project By : Jia En Tew

Rebranding & Extensions

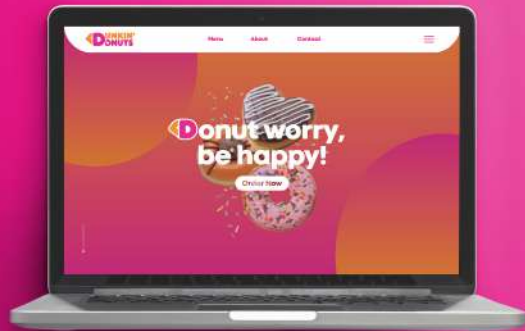
Graphic Design | Branding
2023

Analyzing Brand Narratives

This activity is part of the course on Branding and Storytelling, where students had to analyse existing brands and make recommendations either to rebrand to create an extension. The crux of the assignment was to have students critically think about the narrative of the brand's associations and identity.



Roru Rebranding
Project By : Haziq Roslany



Dunkin' Donuts Brand Extension
Project By : Sheryl Cheong



MUJI Brand Extension
Project By : Eda Yasmin ▶



Tiger Balm Rebranding
Project By : Lau Rui Xuan ▶



Brand Design

Graphic Design | Branding
2023

Synthesizing Individual Passions

This activity is part of the course on Branding and Storytelling, where students had to identify their affinities and design style, and come up with a hypothetical branding statement. Their goal was to design a brand book and potential mock ups situating around their brand identity.

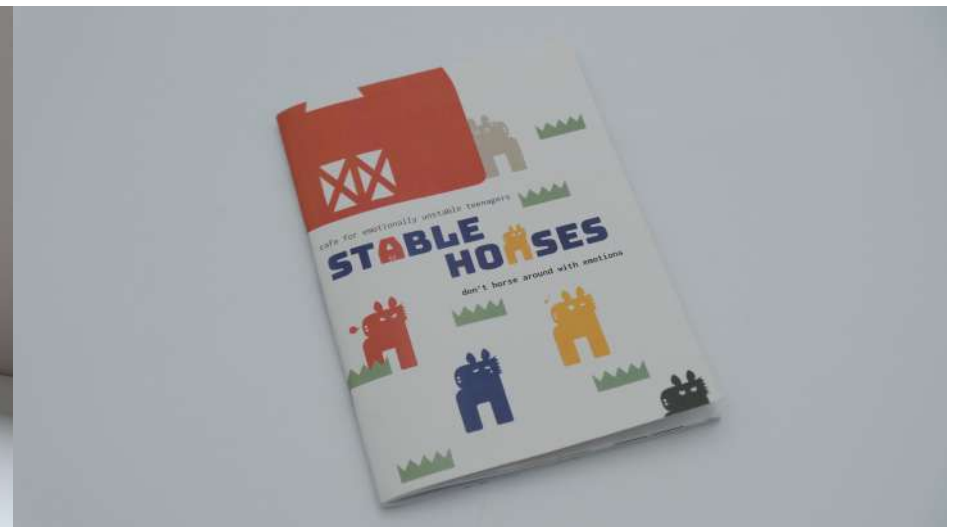


◀ **Bom Fragrances**
Project By : Celine Soubine



◀ **Discover Ice Cream**
Project By : Haziq Roslany

▼ **Stable Horses Cafe**
Project By : Zoe Kwok





EXHIBITIONS
EXHIBITIONS
EXHIBITIONS

What if : Design Futures

Exhibition
2023

Bridging Industry and Academia

I was the project director and host of the What If Exhibition. It was an exhibition in collaboration with Capitaland and Singapore Science Park with the goal of bridging industry professionals who are also tenants of Science Park, and design academia.

We also organised and held moderated discussions over our Lunch & Learn Segment to bridge industry practices and academic pedagogies.





