

PORTFOLIO

Raymond (Zi Feng) Xian

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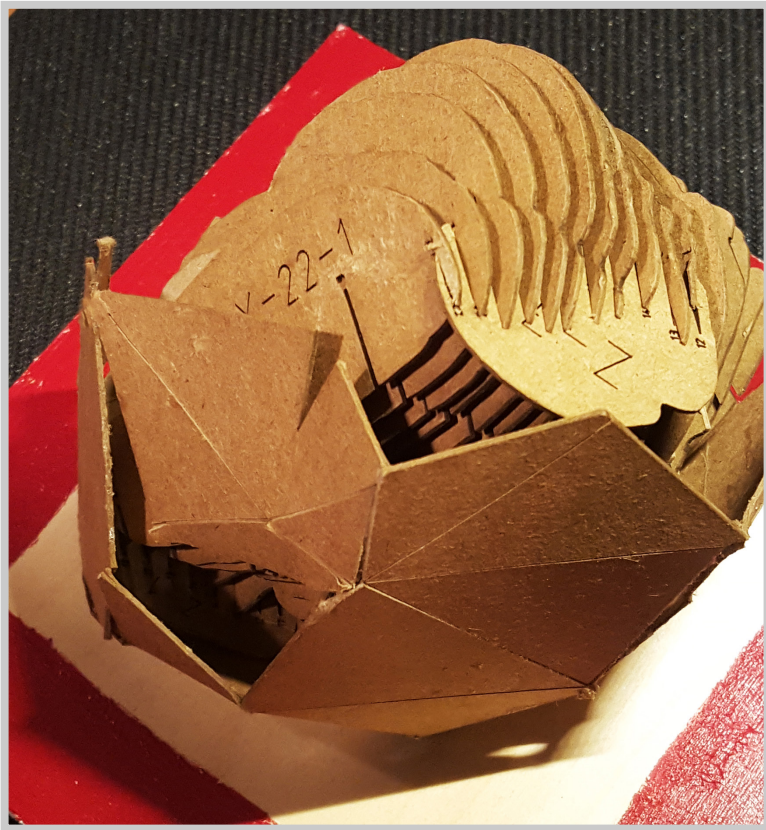
1. Bachelors of Environmental Design (2014 - 2018)

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15. Design (2018 -)

- . Graphic*
- . UX/UI Design*
- . Branding*
- . Logo*

24. Brightenvantage Visual Identity Booklet



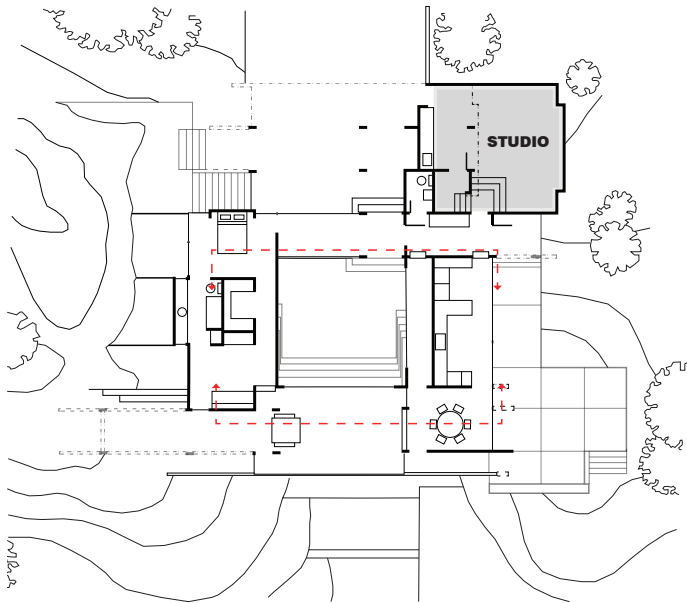
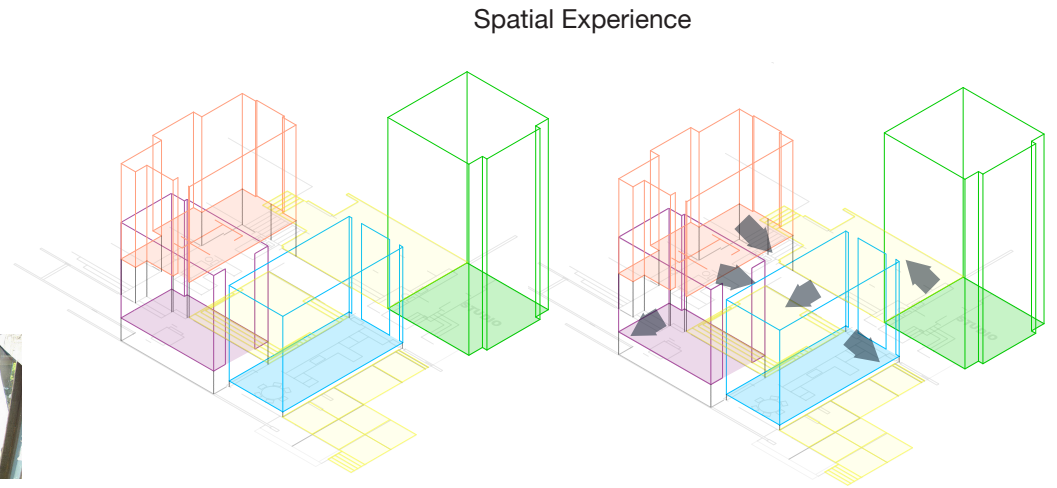
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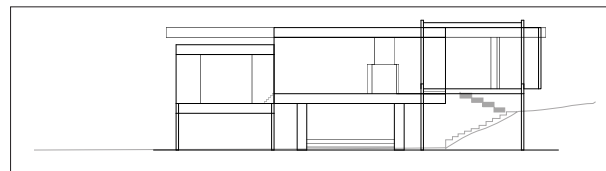
A tessellation project I did early in the ENDS program whereby I was trying to reimagine the organic form of a heart as shapes and sliders. The final result as an outer shell displaying the more modular tessellation while the inside curves reflect the organic nature of the original shape.

smith house two

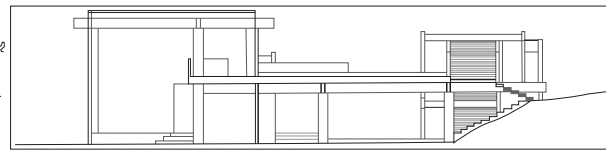
A STUDY OF SPATIAL EXPERIENCE
AND
PROGRAMMATIC INTERACTIONS



Sections

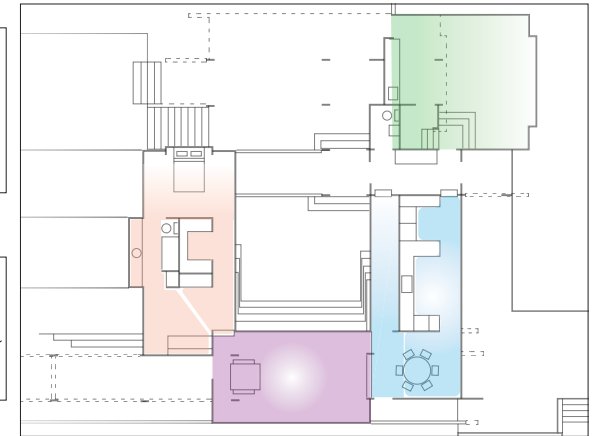


1:100



1:100

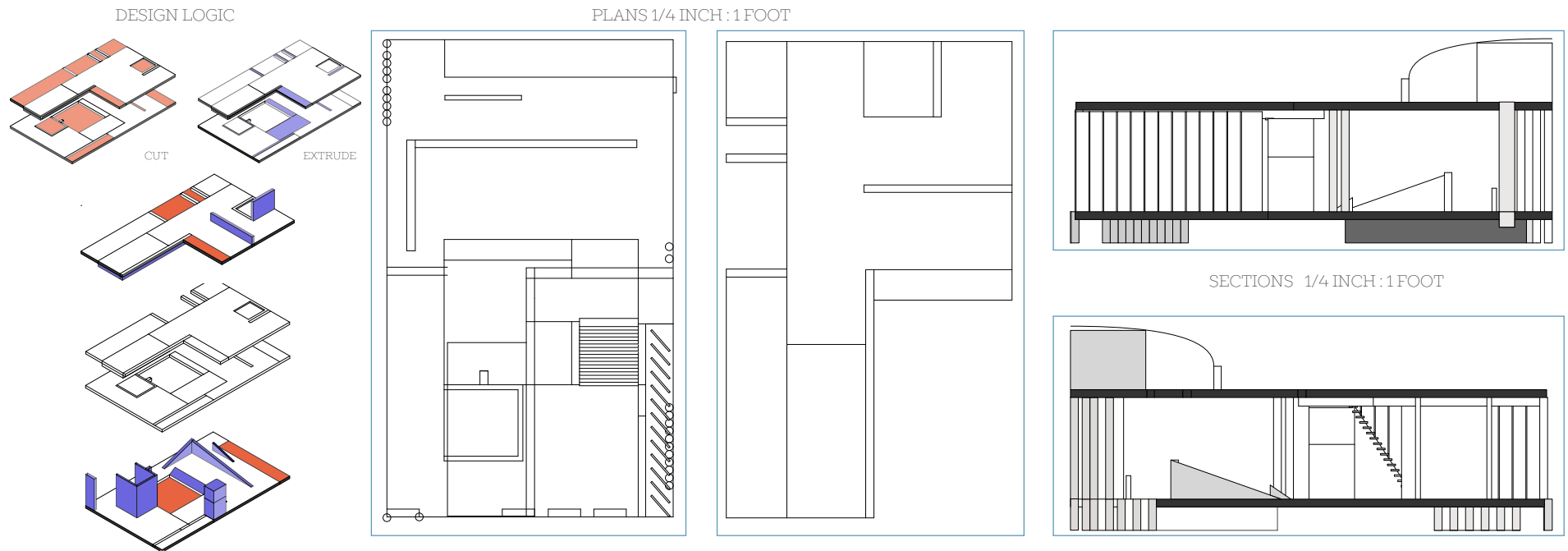
Programmatic Interactions



Adobe Illustrator

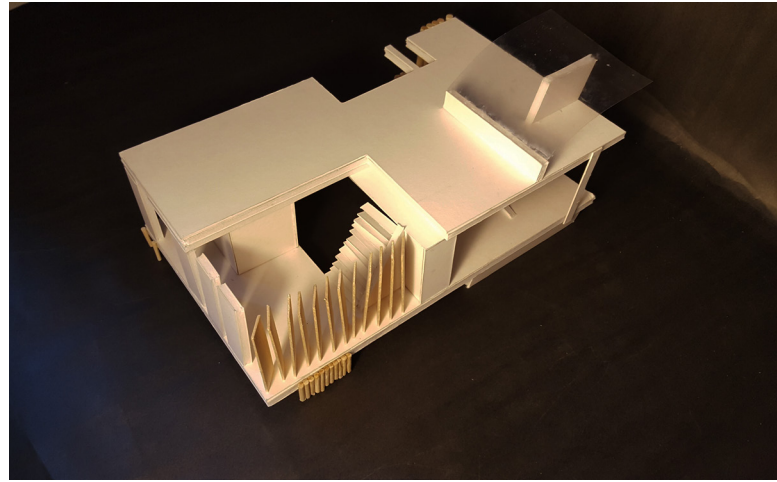
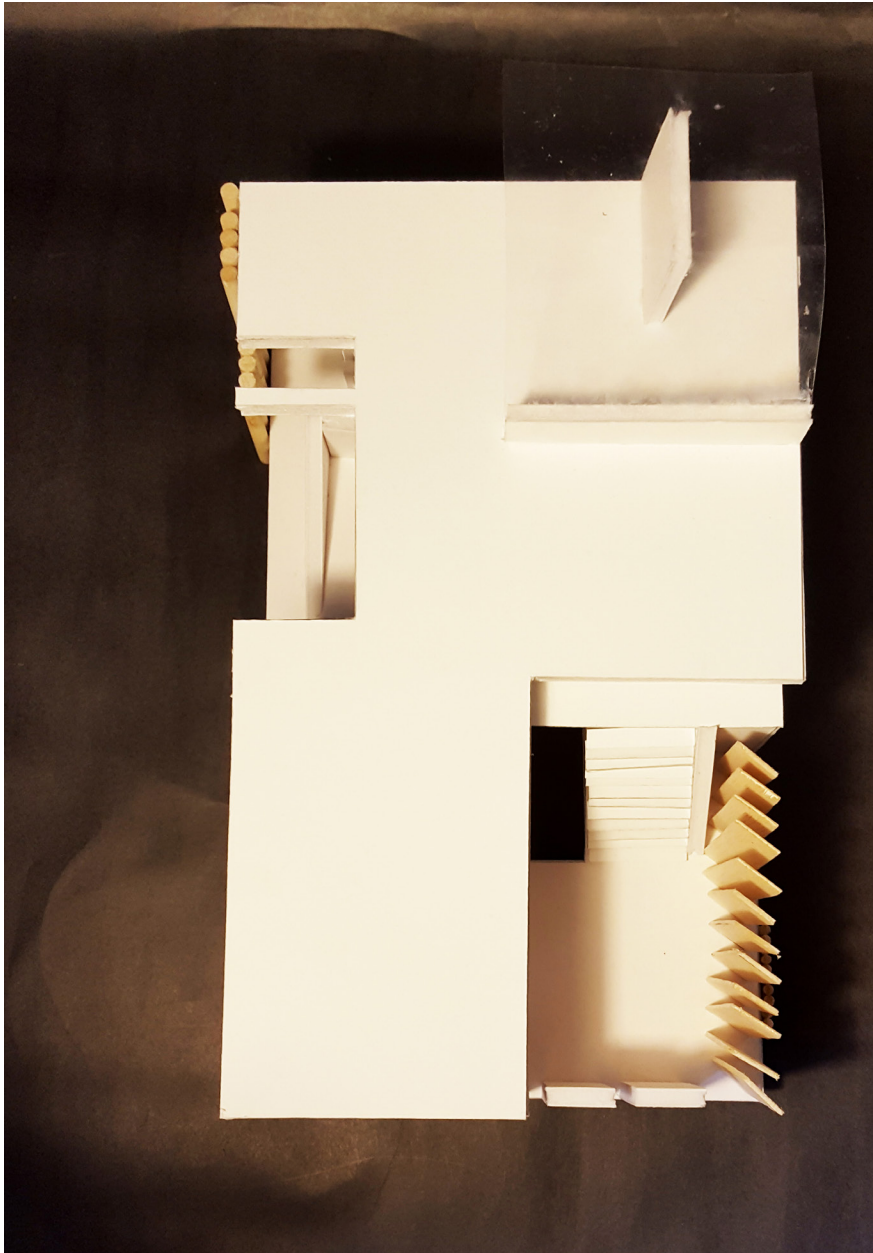
A personal exploration on an initial collaborative project where I explore the spatial and programmatic dynamics of the Smith House 2; analyzing and comparing the differences between each elevation.

breathe



Adobe Illustrator

“Breathe” was another individual project done in the first year of ENDS where I was challenged to explore spatial diversity by dipping and extruding different shapes of a flat platform in order to create an occupiable pavillion. Here, I was able to cut, retract, extrude and link various elements of lines on a plane to make an interesting and peculiar spaces for people.

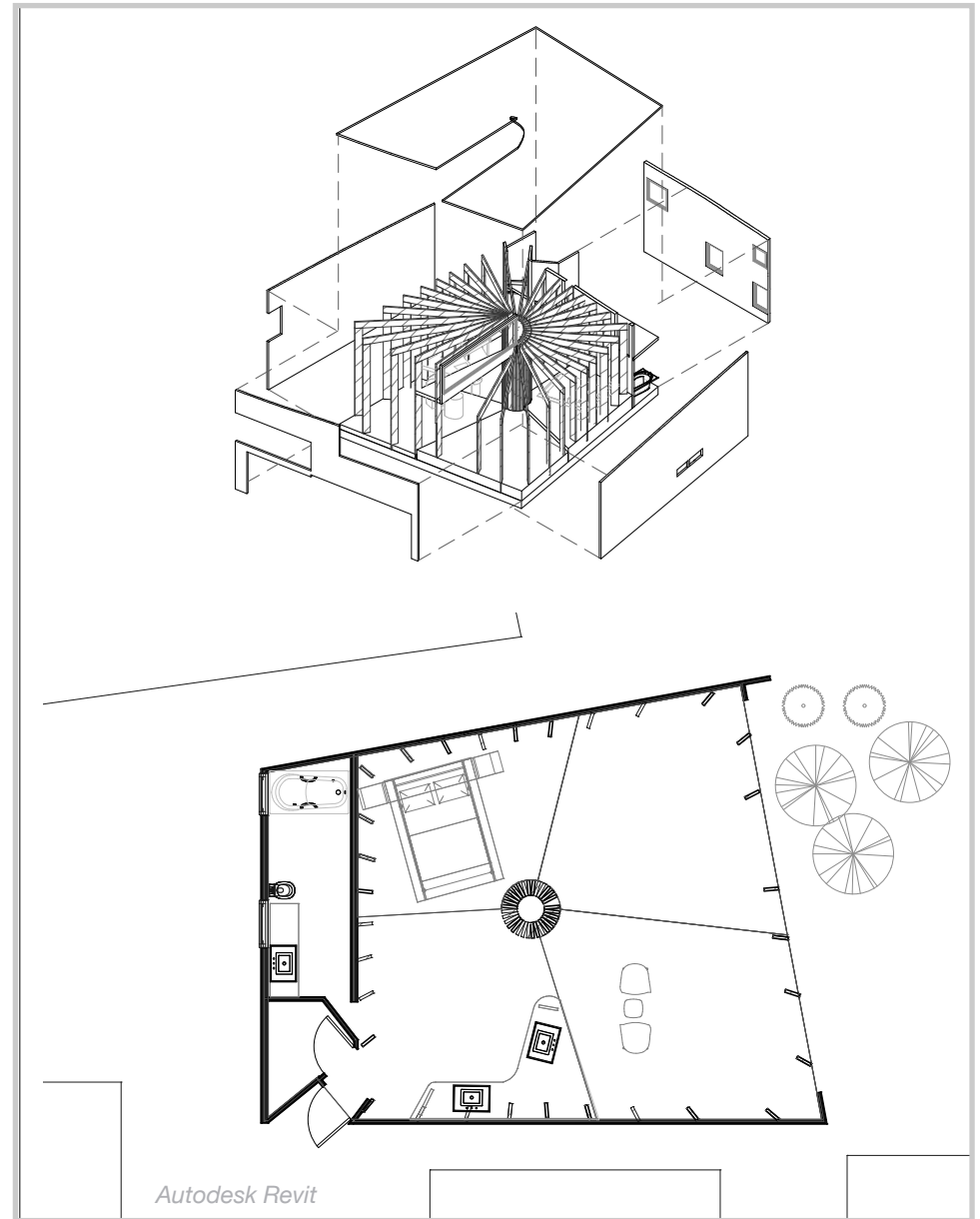
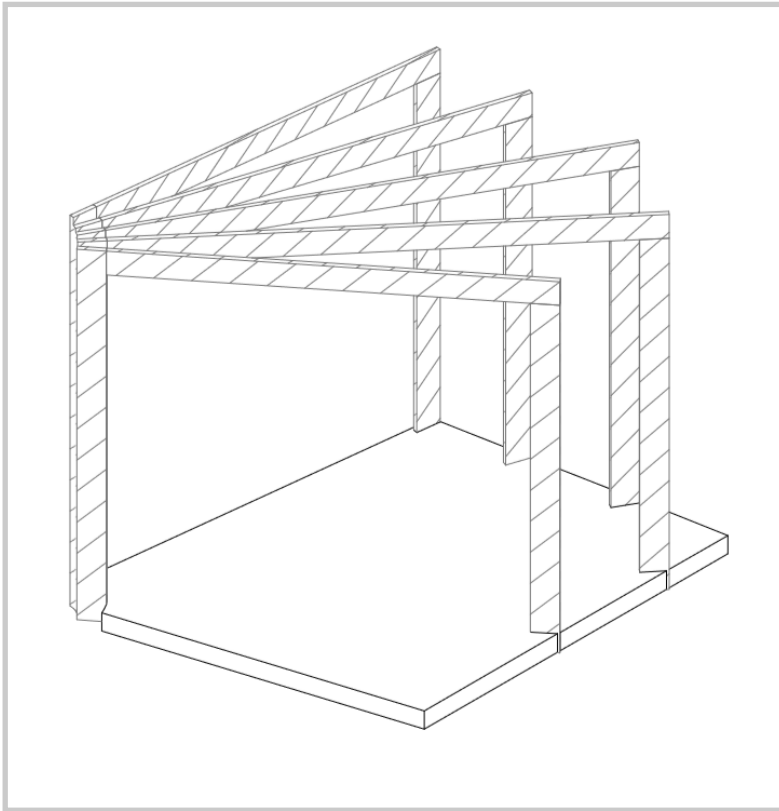


*Foam board
Wooden dowels
Thin wood sheets*



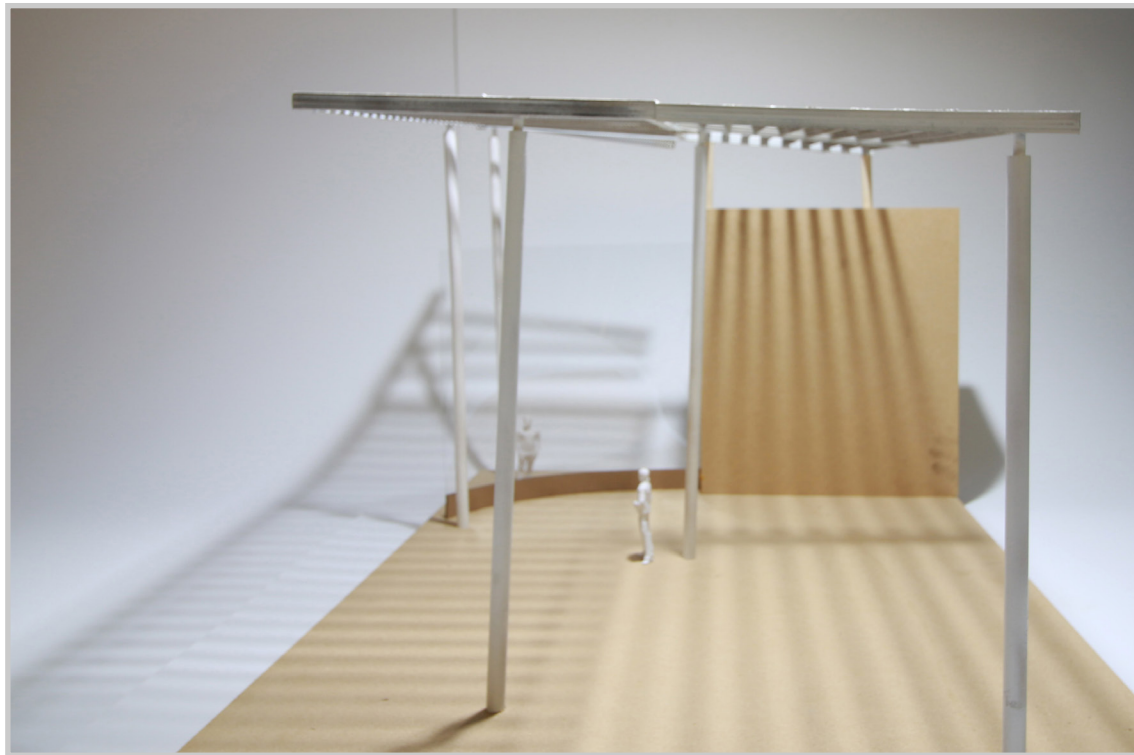
tree house

An exploratory Revit project whereby I was able to unfold the inner workings of Mt.Fuji Architects' "Tree House" in terms of its inner structure as well as its final layout in order to execute a peculiar experience for its residents.



jan shrem and maria manetti shrem museum of art : the skin

A collaborative project exploring the 'skin' of the manetti shrem museum's roof whereby I was in charge of model making process; mainly focusing on the perforated roof members and built structure in order to create a small replica of the roof's influence on lighting on spatial experience.

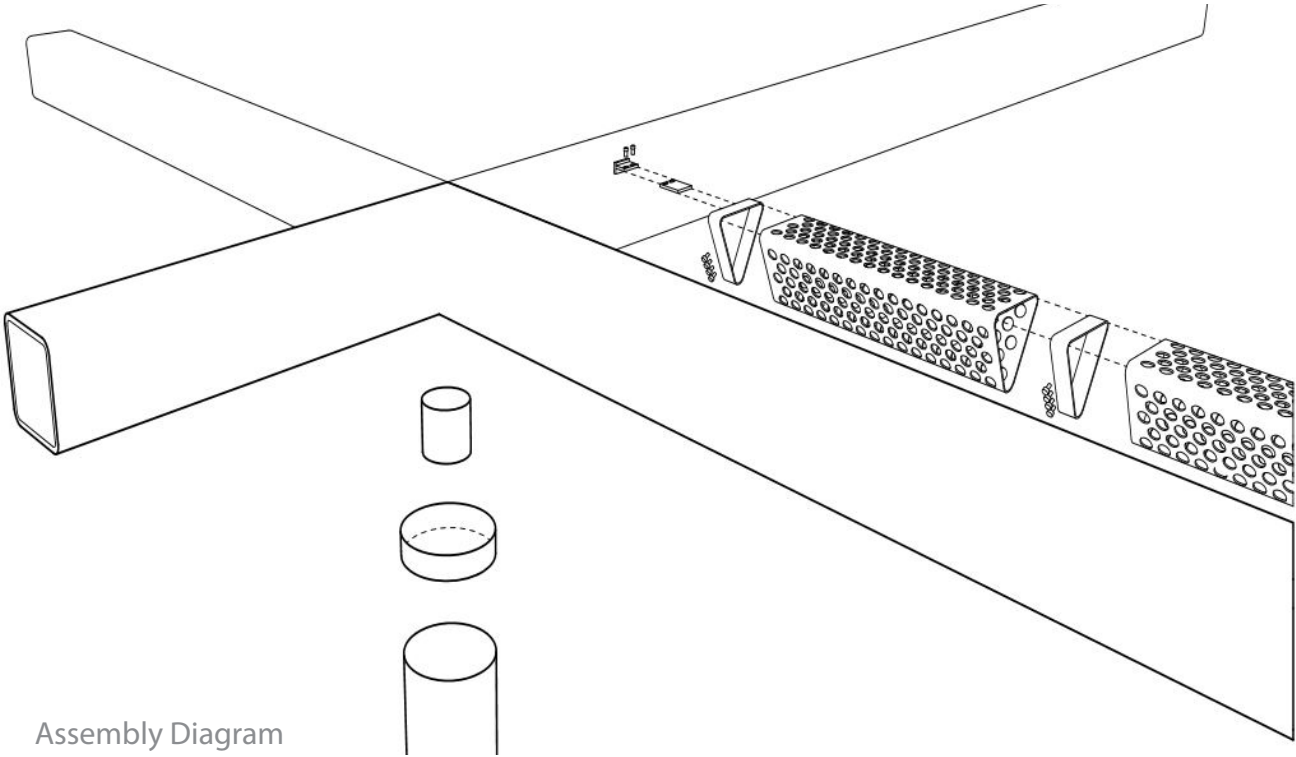


*MDF wood
Wooden dowels
Thin acrylic
Chip board
White Spray paint
Construction paper*



Shadow Diagram

Daylight Interaction



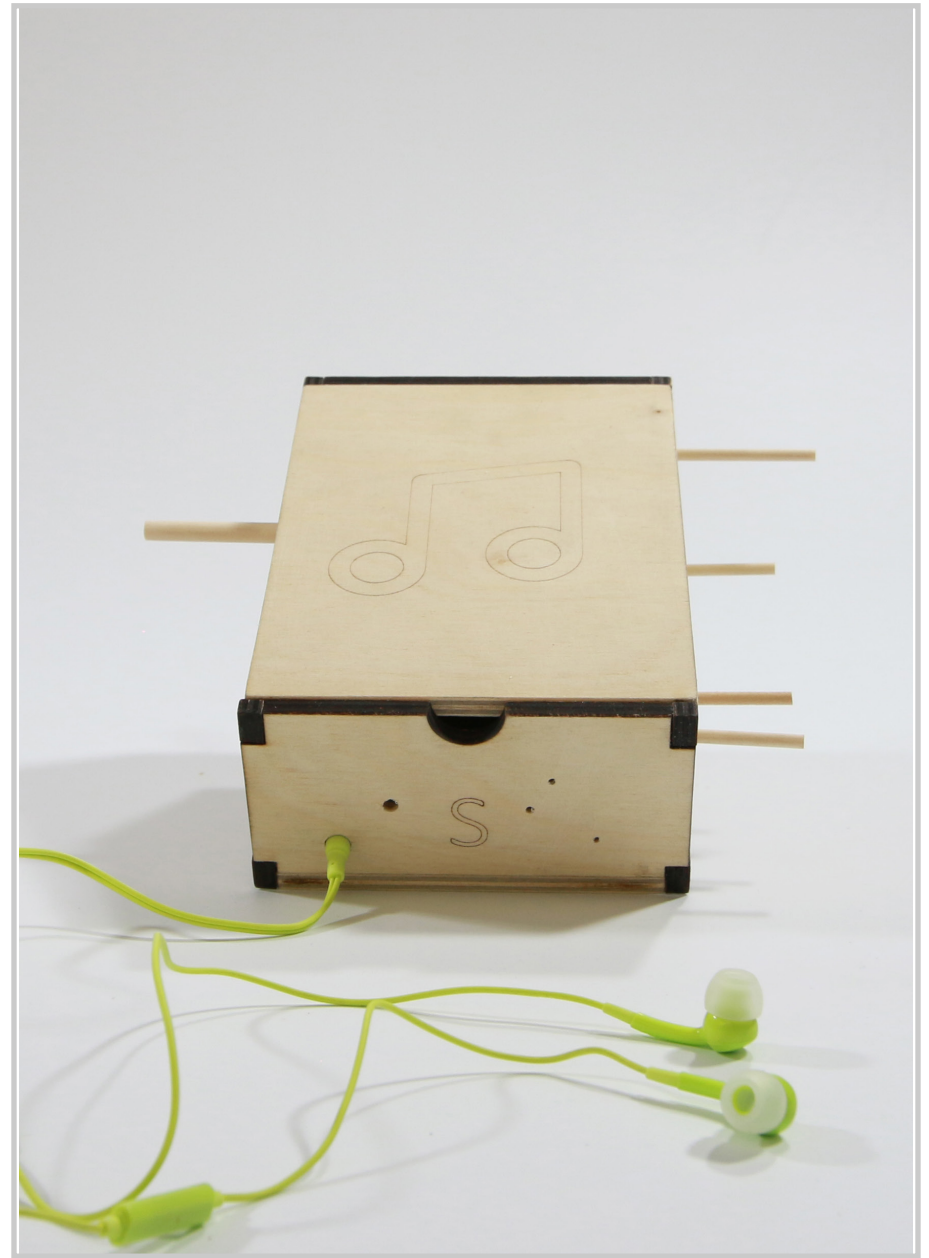
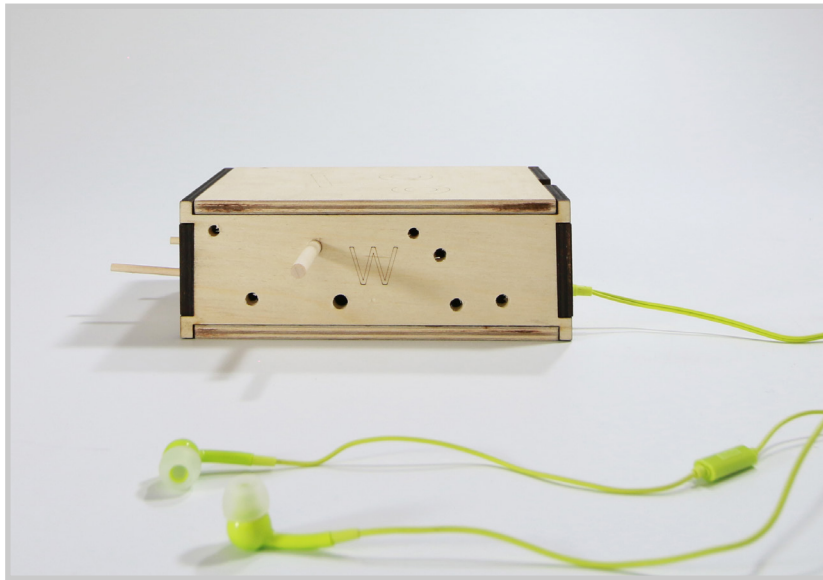
Assembly Diagram

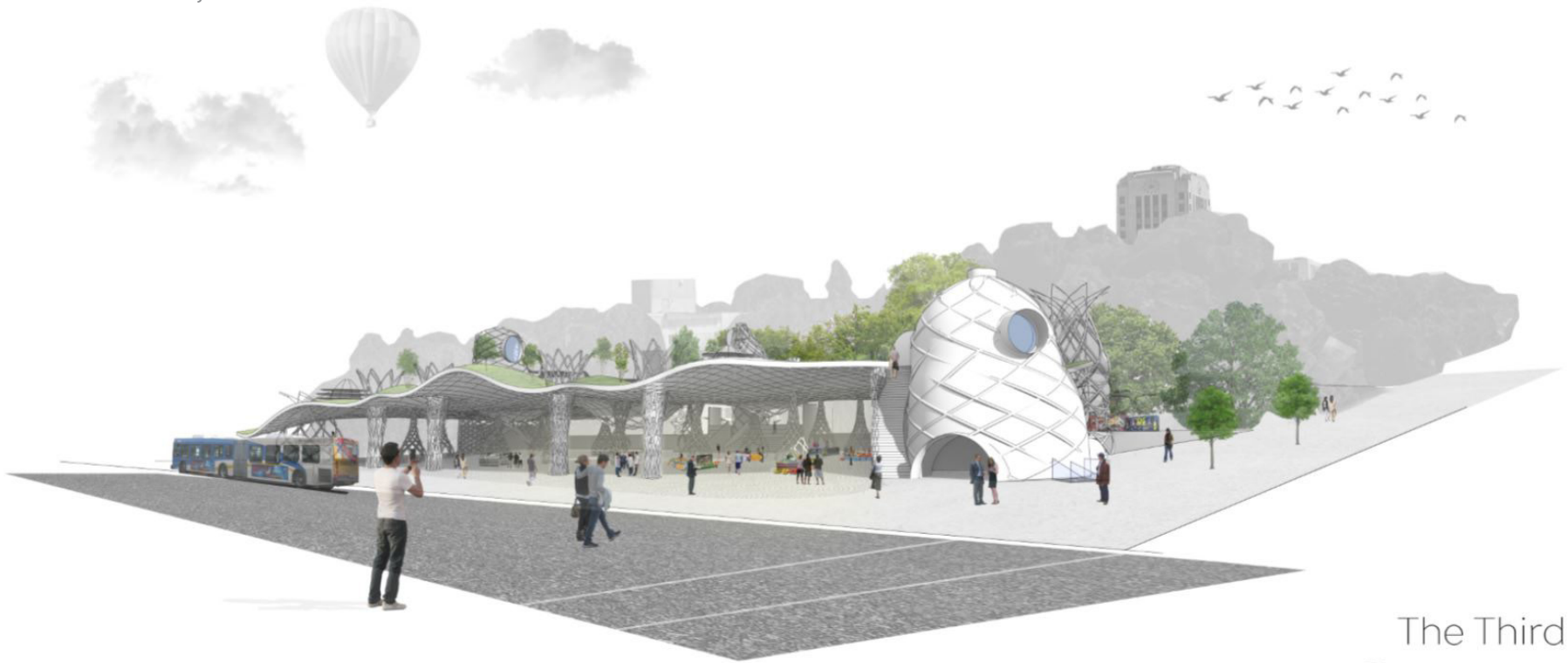


sound box

The sound box was an individual project exploring one of the many values of the site in our final project of 4th year ENDS Term 1. In this piece, I was aiming to reimagine both the public and private ways sound could be perceived and how externalities enrich each experience

6mm plywood, Wooden dowels, earphones, Hand drill





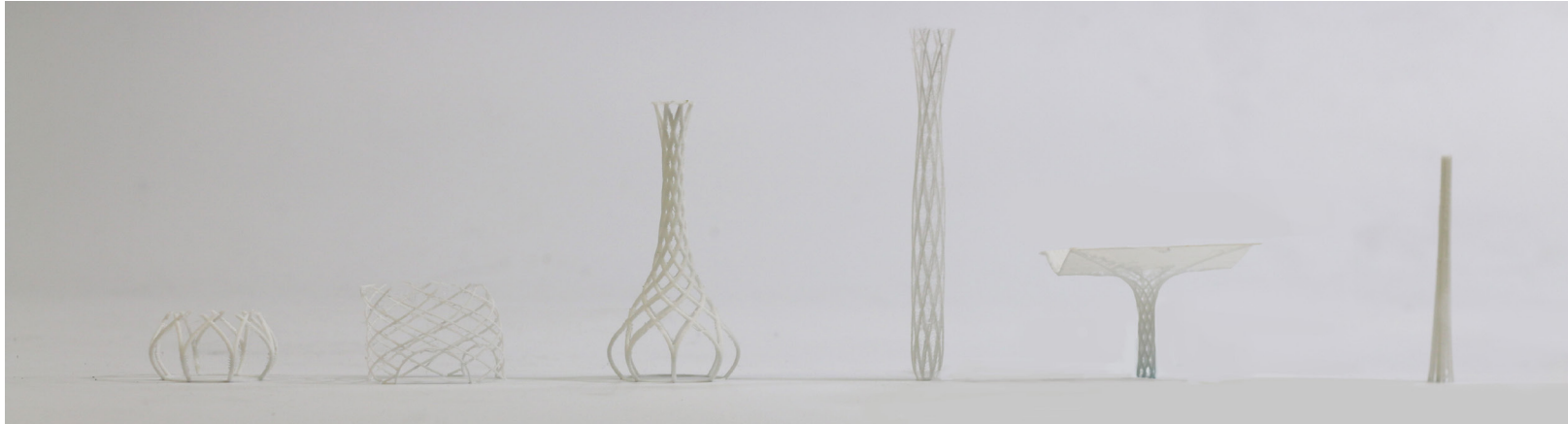
Adobe Photoshop

The Third Space

Douglas Wright + Raymond Xian

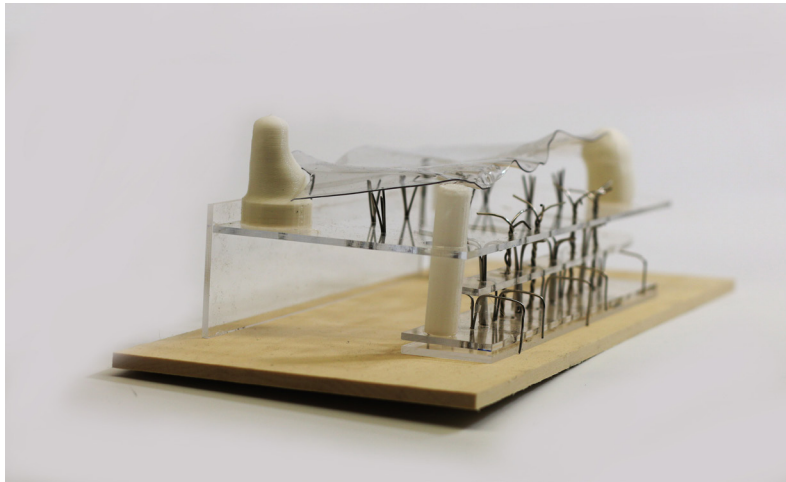
“The Third Space” was a collaborative project to close out the first semester of 4th Year ENDS. Provided with the knowledge about the skins of buildings throughout the term, Douglas and I set out to design an intrinsic and complex space with the marketplace and performance stages in mind. The end product was a dynamic roof garden with a vibrant market place on the ground level stitched together with modular columns as a space of interaction, commerce and fruition.

Modular columns present in the project



3D print from filament

Basswood, wire, acrylic



Site scale model

Chipboard, Acrylic, Rockite

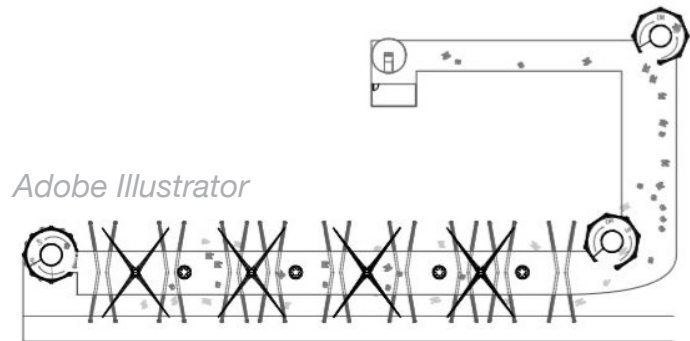
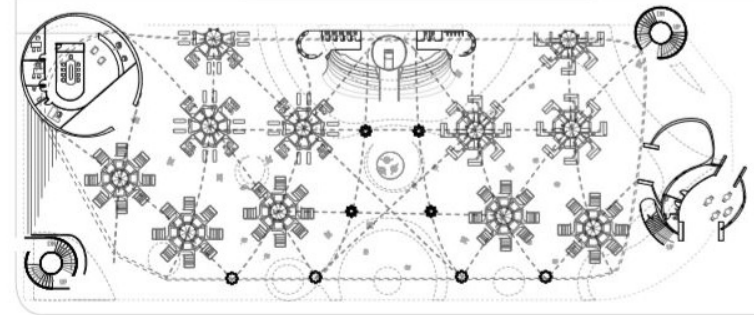
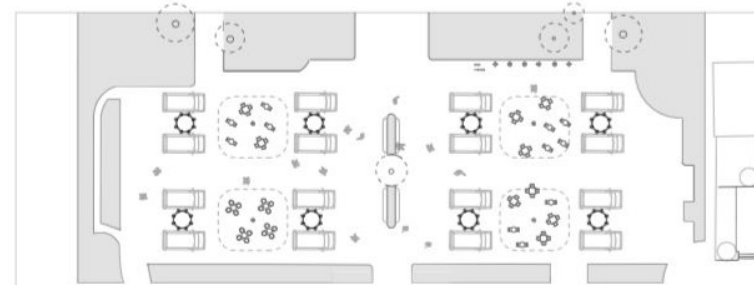
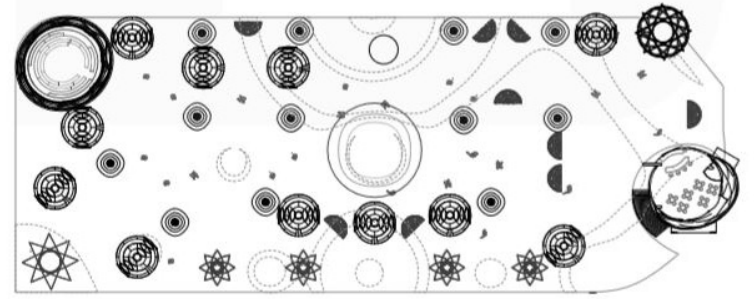


Exploratory piece model of the roof



Back of Site Render

Adobe Photoshop



Adobe Illustrator



Market Render

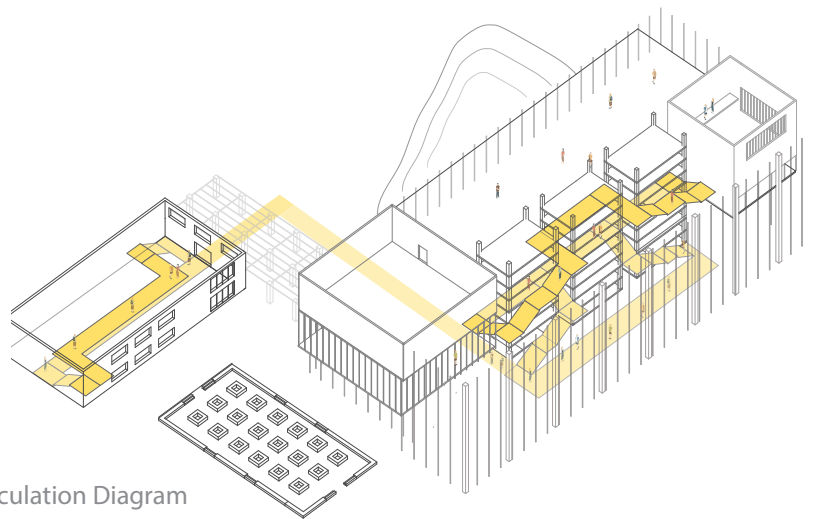
Adobe Photoshop

duo vista - library and multimedia space

2018 Year 4 ARCH Final Project

Using the idea of multiple perspectives creating varying experiences for each individual user, the two drastically different libraries were created.

Incorporating moments of quiet versus loud, traditional versus contemporary, and spacious versus confined, Duo Vista creates a binary within the site that integrates itself into it's context. The seemingly contrasting areas of the site addresses the various cues to create a dynamic experience.



Circulation Diagram

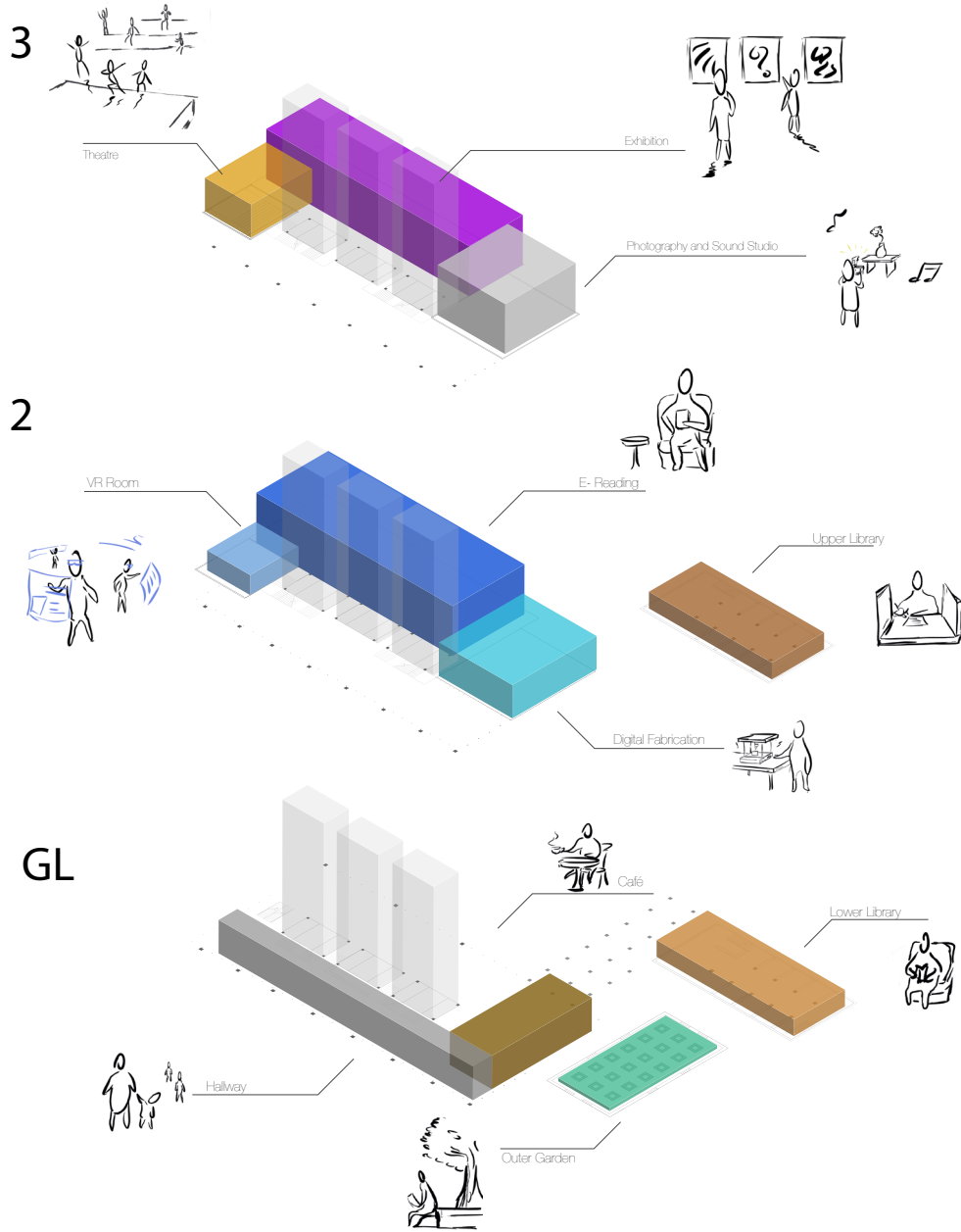
Atrium Render

Adobe Photoshop

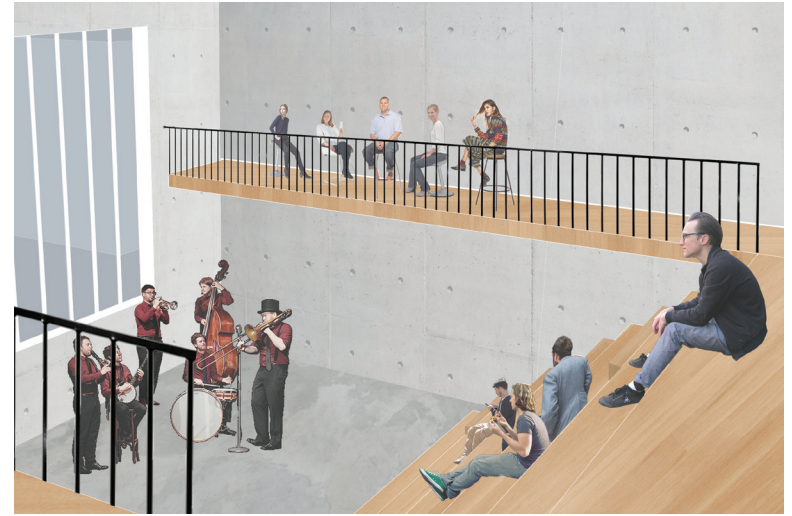


Programmatic Diagram

Adobe Illustrator



Adobe Photoshop



Theatre Render

Adobe Photoshop

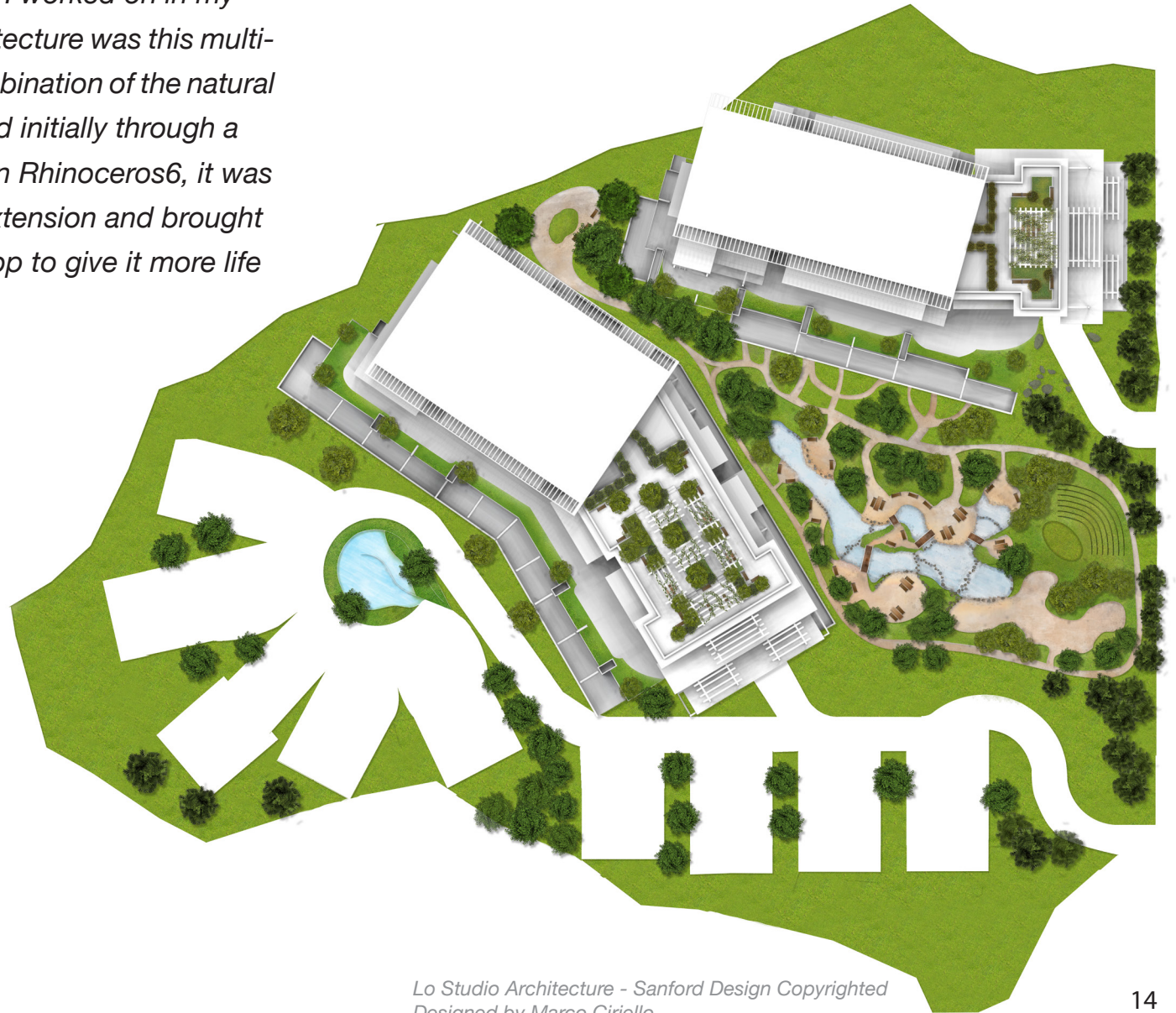


Library Render

1500 Coast Meridian Road - Lo Studio Architecture - Sanford Design

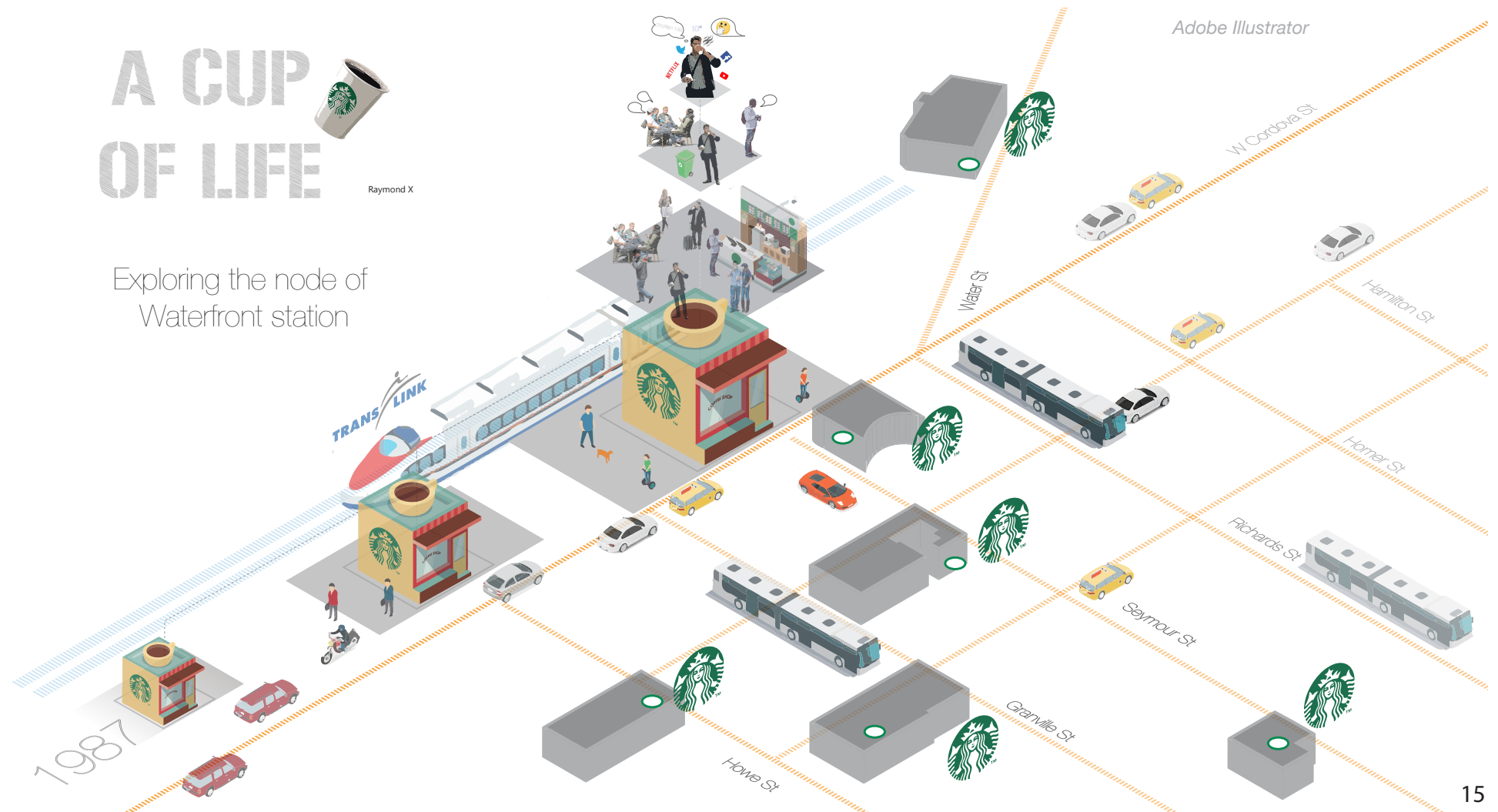
One of the more extensive projects I worked on in my time at the office of Lo Studio Architecture was this multi-family complex that exhibited a combination of the natural and the built environment. Executed initially through a 3D modelling of the housing units in Rhinoceros6, it was then rendered with the Flamingo extension and brought into Adobe Illustrator and Photoshop to give it more life through rendering.

The final product was a central lush walking park that encapsulates a water feature while pines and ferns litter around to create a seamless boundary between what is natural and what is man-made. This idea spreads upon the patios and roads of the garden facing units as the green blends into the units' planters creating a marriage between the building and its surroundings.



Transect - The Exploration of the Waterfront node

An infographic study exploring the node of downtown's Waterfront station and the rise of the Starbucks coffee chain since its appearance in Vancouver in 1987 to the present. The diagram illustrates the timeline and the extent of the chain's growth, influencing both the public to the personal experience.

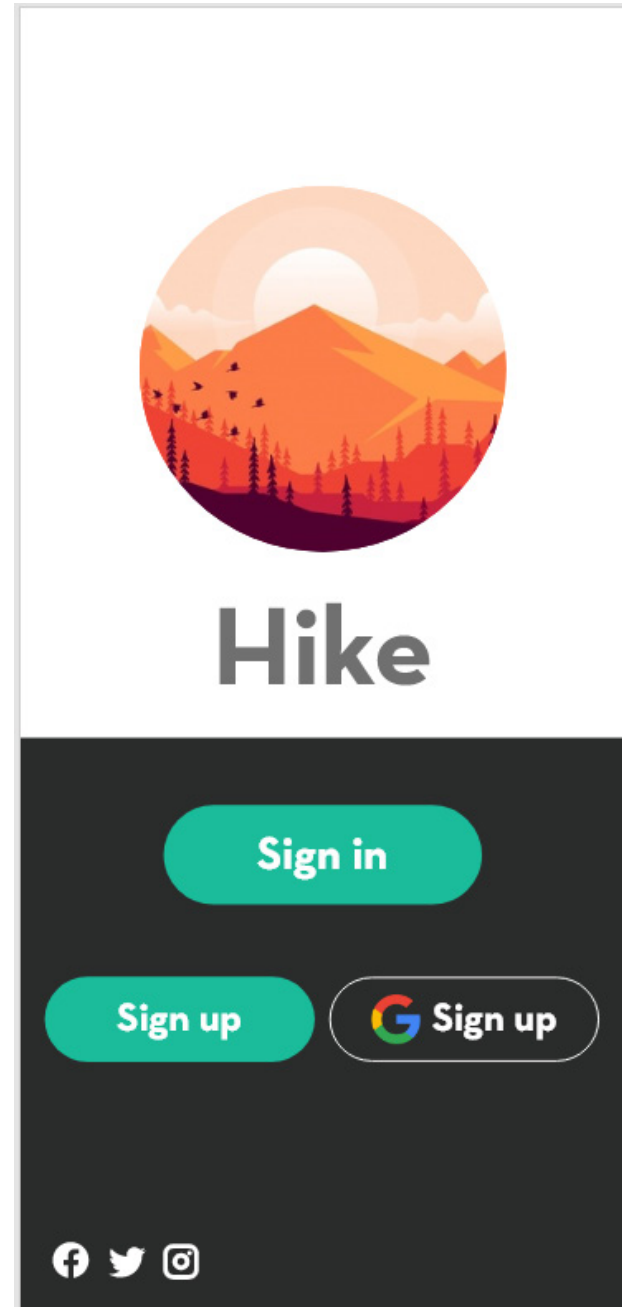


UX/ UI Design - Hike the App

My first dive into the UX/UI world started with my initial interest with keeping a healthy body and mind.

Diving headfirst into a mobile space, I was interested in making an app that helped people with similar tastes and interests connect and ultimately work on their personal physical and mental goals together.

Applying prior knowledge of hierarchy, spacing and colour, I was able to visually conceptualize and prototype the app called Hike; a space for everyone to dream and achieve.



Adobe XD
Adobe Illustrator

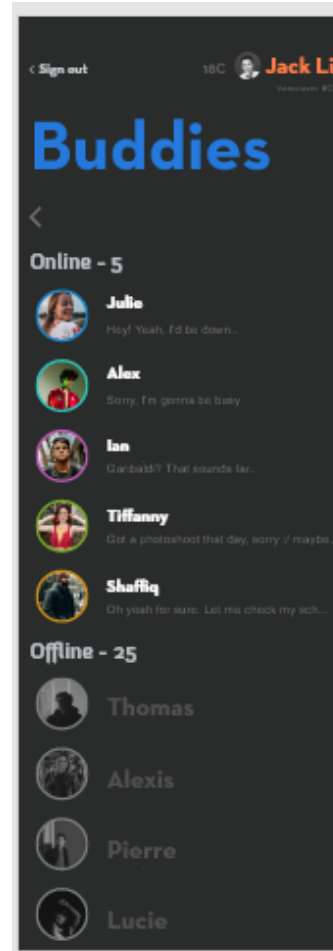
Selecting a trail..



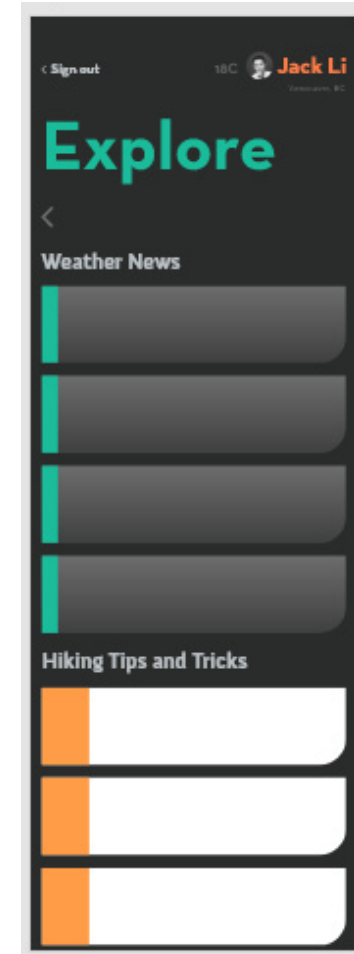
Tracking your progress..



Connect with friends..



Explore new locations..



Adobe Illustrator
Adobe XD

As my first streamlined UX/UI project, I wanted to break down the app's base functions to make them as accessible and as possible. I did this by prioritizing the app's primary functions such as being able to look for new and previously saved hike routes before being able to track the user's progress and eventually connecting with others.

UX/UI Design - Henesys Enterprise Relations Management (CRM) Software

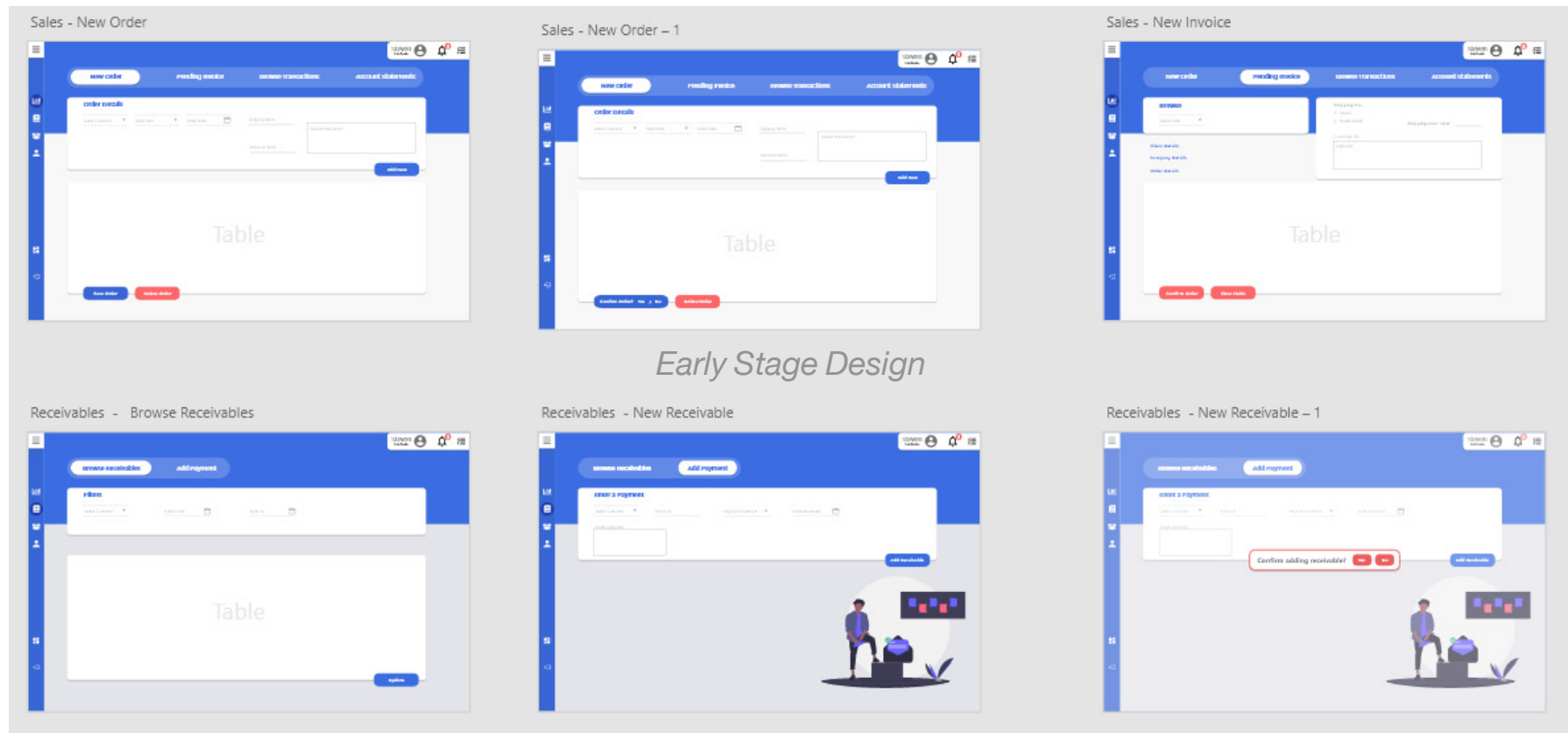
Fall of 2019 brought about one of my greatest design challenges but also one of the most thrilling projects I have undertaken.

While I had spent a good deal of time exploring the world of UX/UI design and its vast applications, I had not personally gained too much hands-on experience asides from a few side

In collaboration with:
Steven Wong - Co-founder
Hicham Taha - Backend Engineer/
Co-founder

Kenny Tran - Frontend Engineer
Neelam Woolie - UX/UI Designer

Thus, when a friend approached me with the idea of tackling a unified solution for retailers to handle both their customers and vendors, the Henesys project was created.



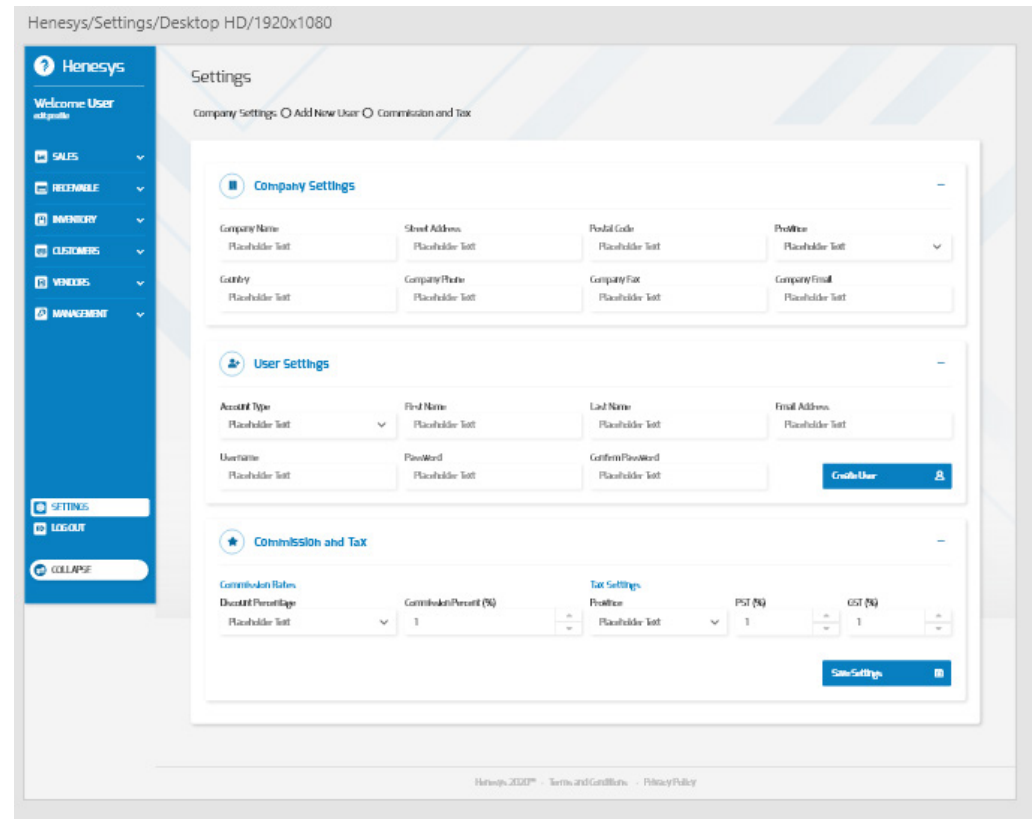
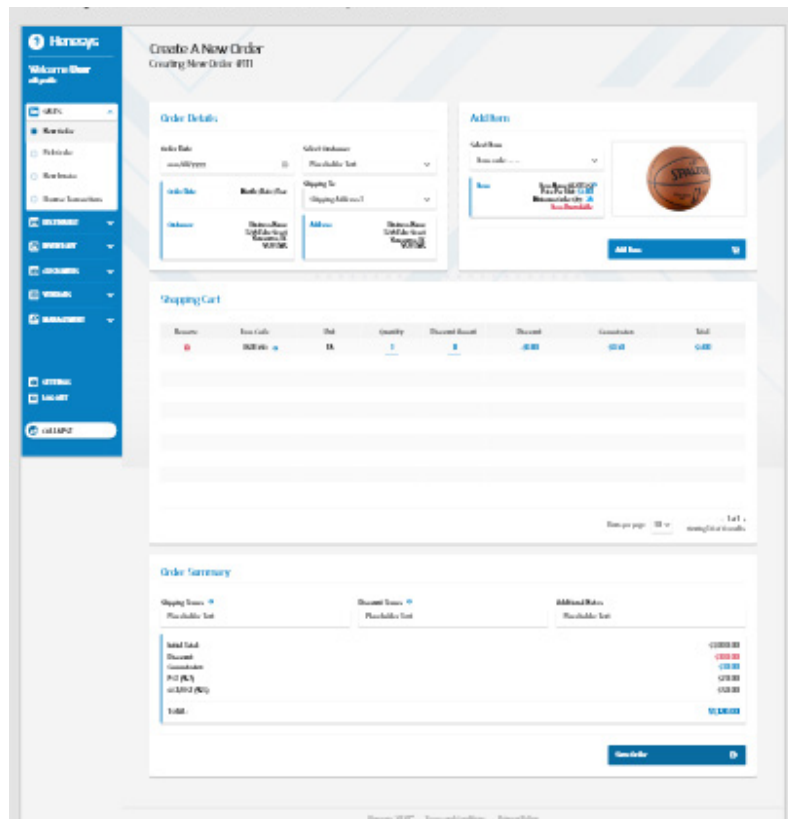
Early Stage Design

There were many times I felt that my efforts were not on par with what I envisioned the product to be however, the flexible schedule for the first phase of the this project allowed for further exploration and interpretations

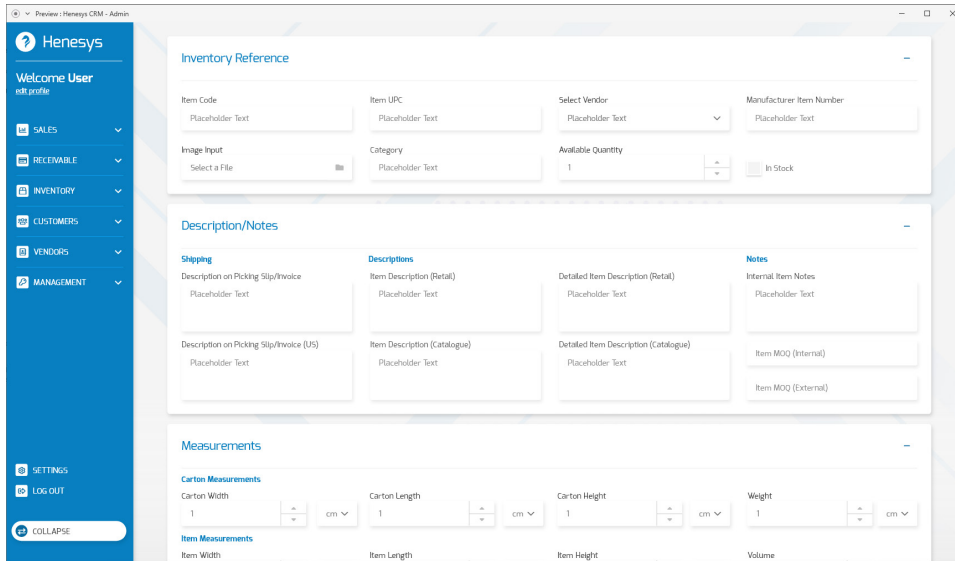
As such, I was able to use the time where I was able to hone my skills and develop more detailed and concise designs based on feel and feedback from my fellow team members.

Along with fellow UX/UI designer, I was able to get a firmer grasp on both key and niche concepts of UX/UI design such as transitions, animations, flow and wrapping.

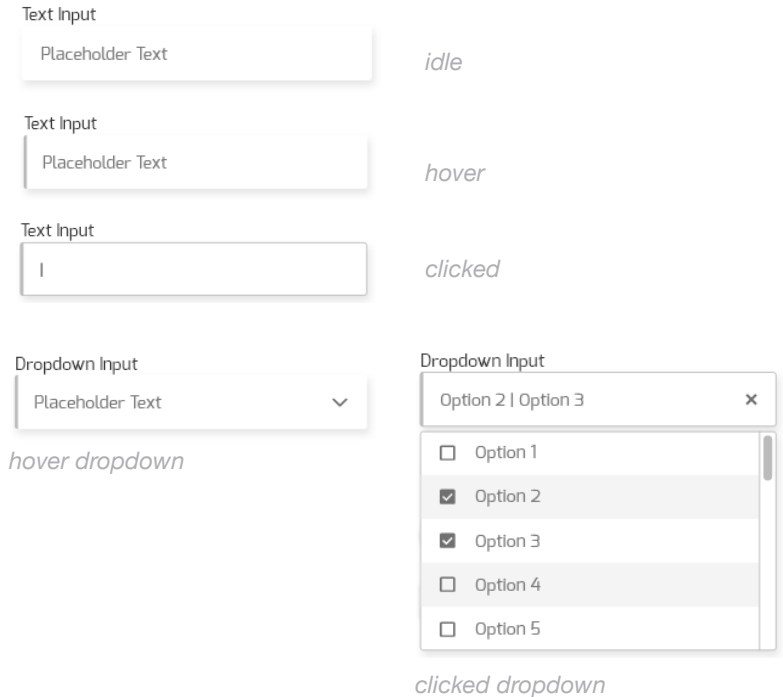
Later Stage Design



Layout Design



Buttons and Dropdowns



Icon Usage

i.

Item Code	UPC	Item Description	Base Price	Qty on Hand - Finalized	Shipping Dimensions	Image	Edit
ABCDEFG	0613667443545	WOODEN PUZZLE	\$2.50 CAD	10,000 - 5,600	10 x12 x 14 (12 lbs)		
HUKLMNO	0614548648753	GREEN BALLOON SET	\$4.50 CAD	5,000 - 3,750	15 x20 x 30 (20 lbs)		

ii.

Customer ID	Order ID	Date Received	Amount	Reference	Created by	Print
OLD014	111	Jun 20, 2020	VISA \$1,120.00	N/A	Taha, Hicham	

Branding Project: AIO Cleaning Ltd.

aioCleaning Ltd.

AIOCleaning Ltd.

aioCleaning **LTD.**

AIOCleaning **LTD.**

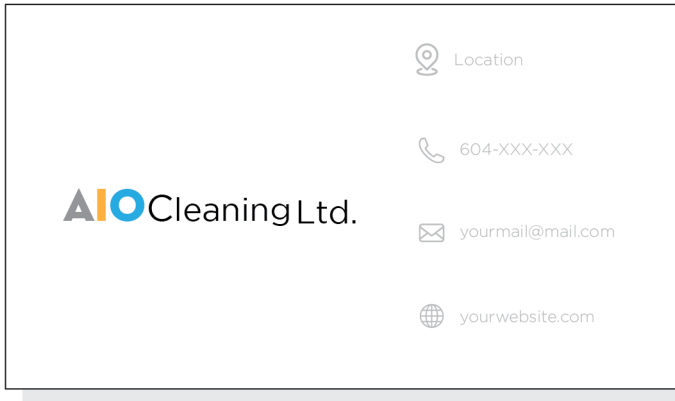
My dive into the branding world started with a startup client who was interested in having a clean and modern logo design that is both memorable and pleasing to the eyes. As a result, I branched out from this main idea and came up with 4 designs that fit the same formula while still maintaining creative integrity over the colour and typographical choices.

i. clean design

front



back

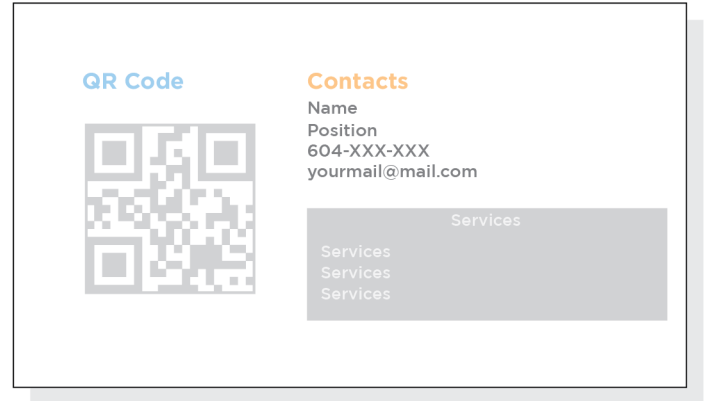


ii. detailed design

front



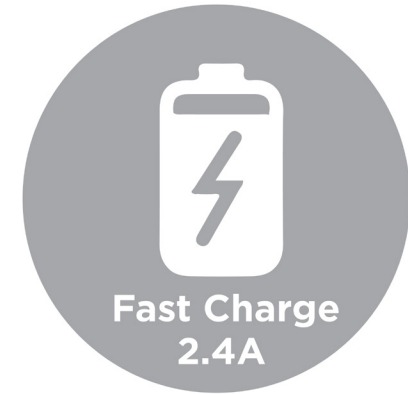
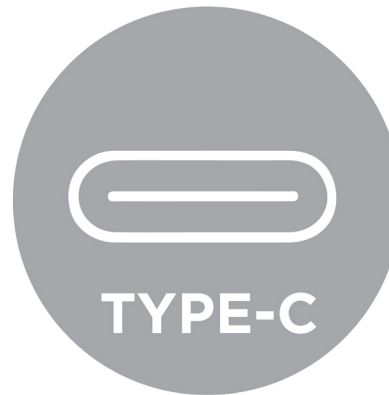
back



Adobe Illustrator

Icon Project: LPI USB-C Charging cables

A simple yet useful project, the logo project I did with LPI proved to be a good exercise in helping me explore the possible ways I can tackle icons and have them suit the style and detail to the client's needs. As a result, the insight I was able to obtain from this short project allowed me to understand a different perspective of the design world and ultimately, helped me branch out to other forms of commercial design





JUNHAO TRADING COMPANY

Logistics Products Wholesale Distributor

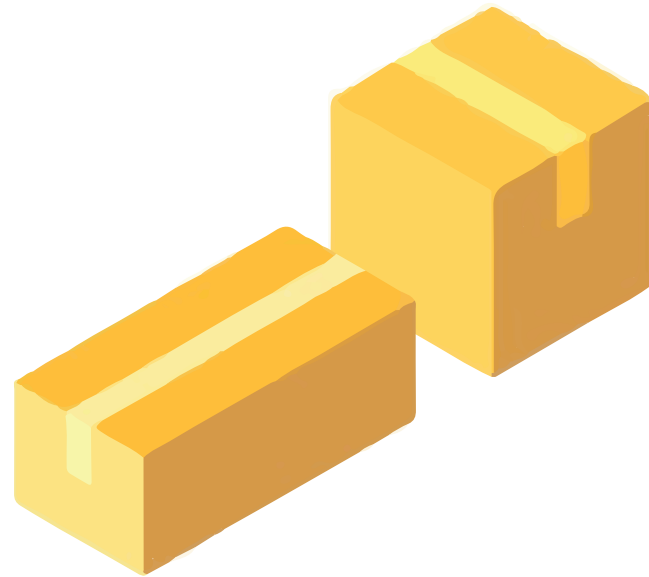


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The Mission

JUNHAO Trading Company will be a logistics products wholesale distributor, focusing on supplies for packaging, shipping, warehouse storage, safety, and office.





Brand Name and Logo

JUNHAO Trading Company's logo plays a vital role in ensuring the long-lasting success of the company. Being both clean and simple, we want the company's image to shine above the rest with its distinctive colours and easily recognizable design.



CYAN/TWITTER BLUE #00ACE7
RGB: 0,172,231 CMYK: 81,9,0,0



JUNHAO TRADING COMPANY



BLUE-MAGENTA #2F27B
RGB: 47,47,123 CMYK: 100,99,18,5



GREY-BLACK #231F20
RGB: 35,31,32 CMYK: 0,0,0,100



Logo Inking



JUNHAO TRADING COMPANY

Greyscale



JUNHAO TRADING COMPANY

Black on White



JUNHAO TRADING COMPANY

White on Black



Logo Spacing Specifications

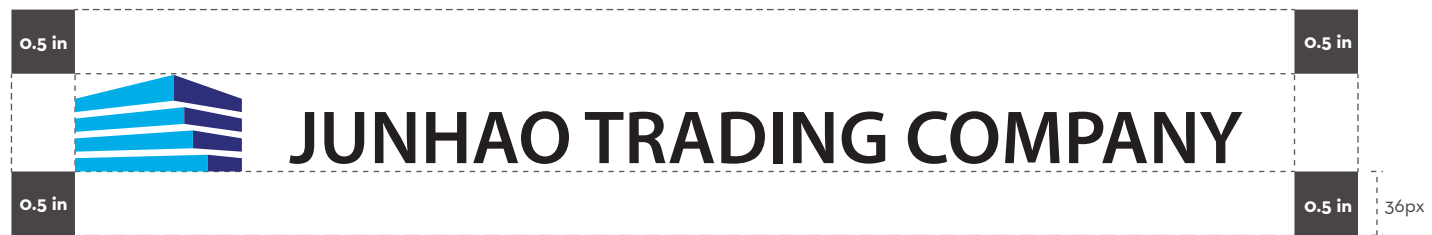
Minimum Size

not to scale



For its minimum size, please ensure that the logo displayed is at least a length of 5.4in (246px) and a height of 0.5in (36px)

Minimum Clearing



During use, please ensure a minimum clearing of 0.5 in within the four corners as indicated above.



Logo Spacing Specifications Cont.

Size Ratios



Per use, please ensure that the ratio of 11:1 is maintained between the length and height of the logo.

Logo Font- Myriad Pro-Semibold



Myriad Pro-Semibold is the only acceptable font for the use of this logo.

Clean and accessible, its legibility and professional look makes it suitable for a clean company forefront.

BRAND GUIDELINES



Logo - Chinese (中文) Variation

Size Ratios



Per use, please ensure that the ratio of 7.5:1 is maintained between the length and height of the logo respectively.

Logo Font- Myriad Pro-Semibold and Microsoft YaHei UI



Myriad Pro-Semibold (for the English) and Microsoft YaHei UI (for the Chinese) is the only acceptable font for the use of this logo.



Colour Palette



Primary Colours



RGB: 0,172,231 CMYK: 81,9,0,0
PANTONE: 2202 U



RGB: 47,47,123 CMYK: 100,99,18,5
PANTONE: 2118 C



RGB: 35,31,32 CMYK: 0,0,0,100
PANTONE: 419 C

Secondary Colours



RGB: 0,115,162 CMYK: 89,49,18,1
PANTONE: 307 U



RGB: 9,0,58 CMYK: 98,93,38,60
PANTONE: 20-0142TPM / 296 C



Unacceptable Colour Variations



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



JUNHAO TRADING COMPANY



Unacceptable Logo Variations



⊗ Do not stretch the logo in any way



⊗ Do not rotate/tilt the logo in any way



⊗ Do not use any other colours other than the indicated



⊗ Do not resize any elements to be bigger/smaller than indicated



⊗ Do not stack or recompose the logo other than its horizontal form



⊗ Do not add any effects ie. a drop shadow, glow, feather



Typography - English



JUNHAO TRADING COMPANY

Myriad Pro - Semibold

Titles and Topics

AaBbCc123

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmnop
rstuvwxyz
1234567890\$%&(.,:;#!?)**

Neutra Text - Book

Body text

AaBbCc123

**ABCDEFGHIJKLMN
OPQRSTU-
VWXYZ**

**abcdefghijklmnop
rstuvwxyz
1234567890\$%&(.,:;#!?)**

Helvetica Neue- Ultralight

Subtext and footnotes

AaBbCc123

**ABCDEFGHIJKLMN
OPQRSTUWX
YZ**

**abcdefghijklmnop
rstuwxyz
1234567890\$%&(.,:;#!?)**



Typography - Chinese (中文)



Microsoft YaHei UI - Regular

Titles and Topics

一二三四五六七

一二三四五六七八九十百千万上
中下左右大小春夏秋冬东南西北
金木水火土天地日月星黑白红橙
黄绿蓝靛紫

Noto Sans SC - Light

Body text

一二三四五六七

一二三四五六七八九十百千万
上中下左右大小春夏秋冬东南
西北金木水火土天地日月星黑
白红橙黄绿蓝靛紫

宋体

Subtext and footnotes

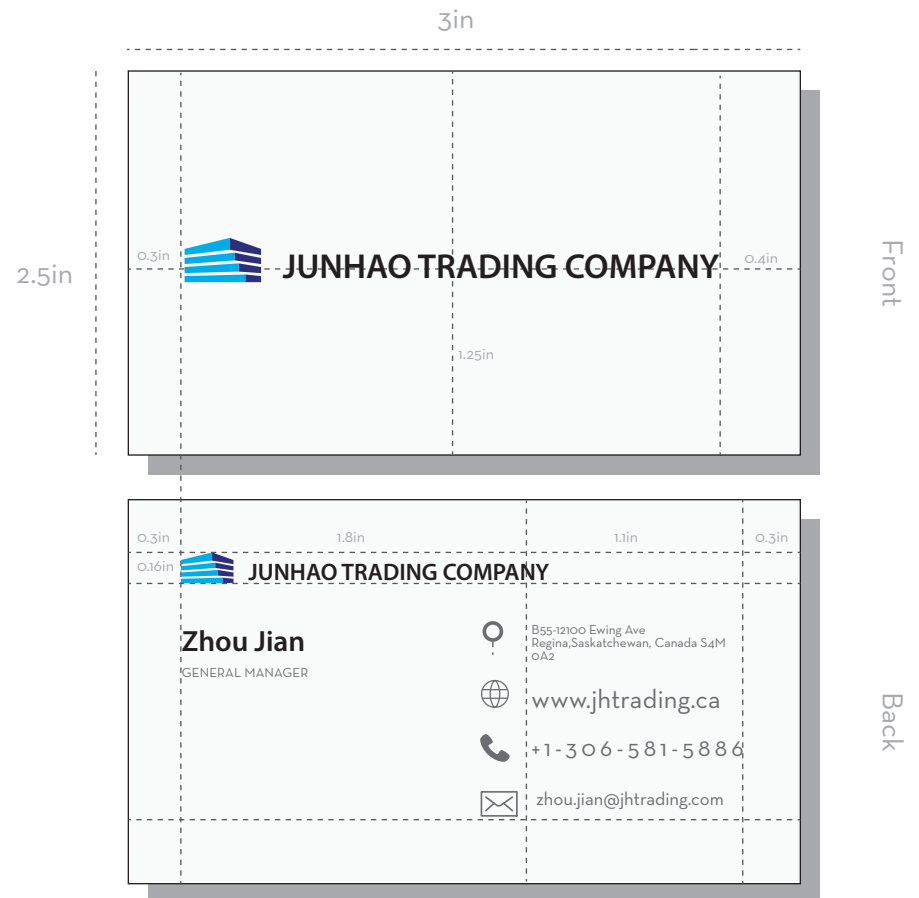
一二三四五六七

一二三四五六七八九十百千万
上中下左右大小春夏秋冬东南
西北金木水火土天地日月星黑
白红橙黄绿蓝靛紫

Design Applications - Business Card

Material:
Cardstock Gloss

Thickness:
16pt.



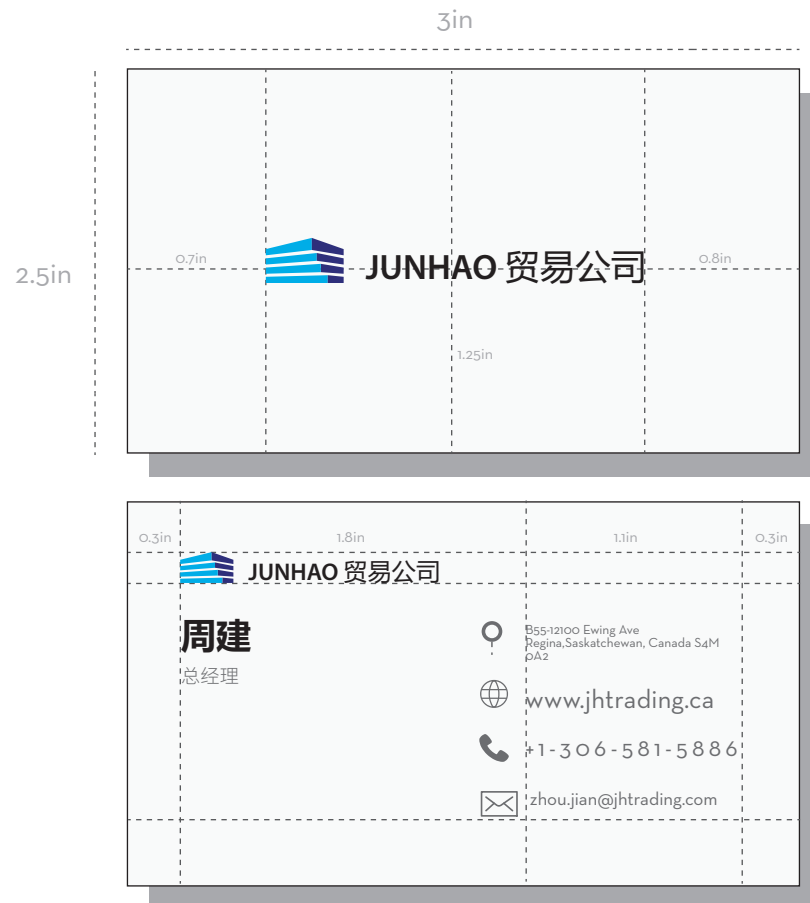
BRAND GUIDELINES



Design Applications - Business Card (Chinese)

Material:
Cardstock Gloss

Thickness:
16pt.



前

后



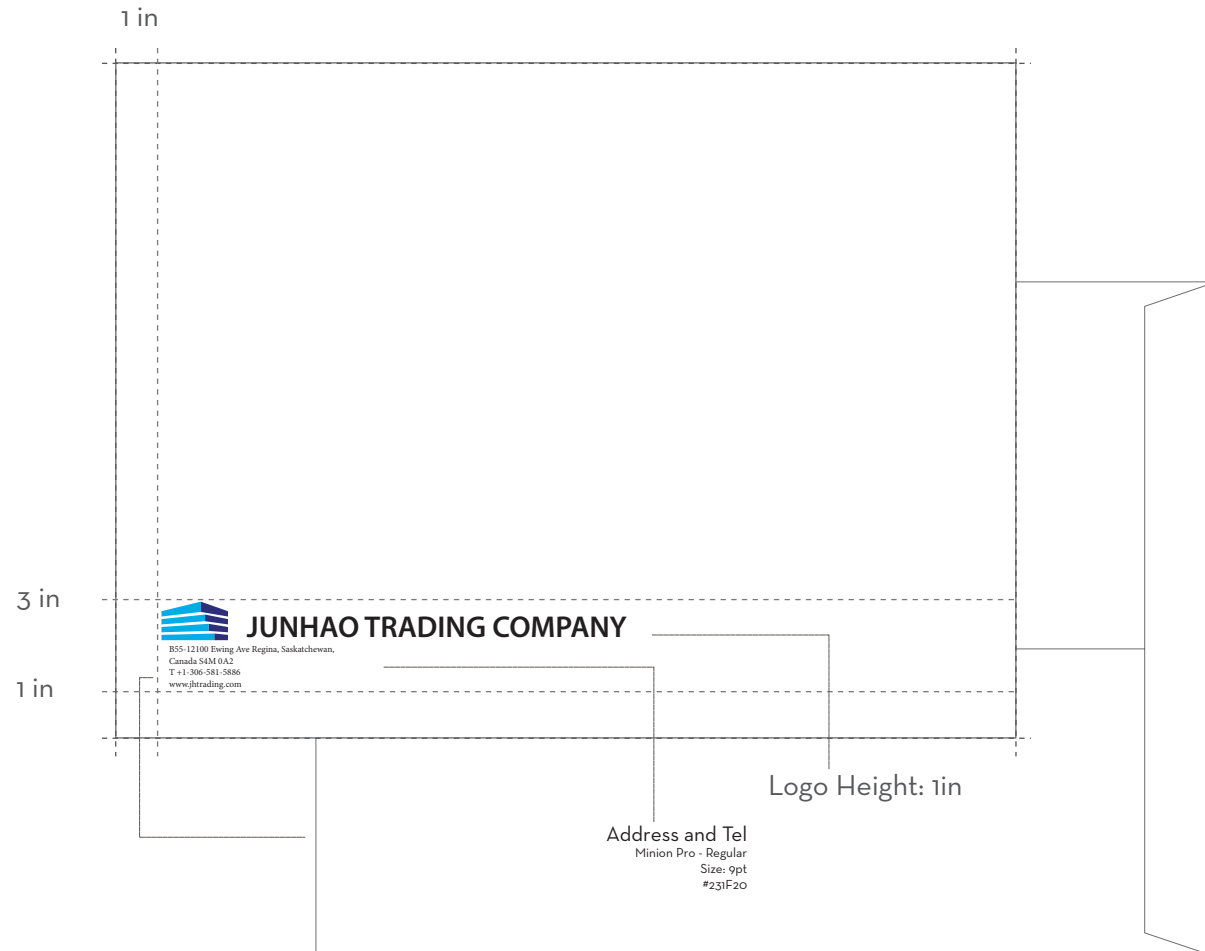
Design Application - Large Envelope

Measurement :
380 x285mm

Material :
Simili paper

Basic Weight :
147 GSM

Thickness:
0.21mm



BRAND GUIDELINES



Design Application - Email Signature


Dear All,

This is how to set the Email Signature.

—

Best Regards,

Zhou Jian | General Manager



JUNHAO TRADING COMPANY

Email: zhou.jian@jhtrading.com
Web: www.jhtrading.com
Add: B55-12100 Ewing Ave Regina, Saskatchewan, Canada S4M 0A2

Address and Tel
Times New Roman Regular
10pt
Colour: Grey-Black #231F30

Text body
Calibri (Body)
11pt
Colour: Grey-Black #231F30

Name and Title
Neutra Text - Bold
11pt
Colour: Grey - Black #231F30

Logo 46px in Height

BRAND GUIDELINES

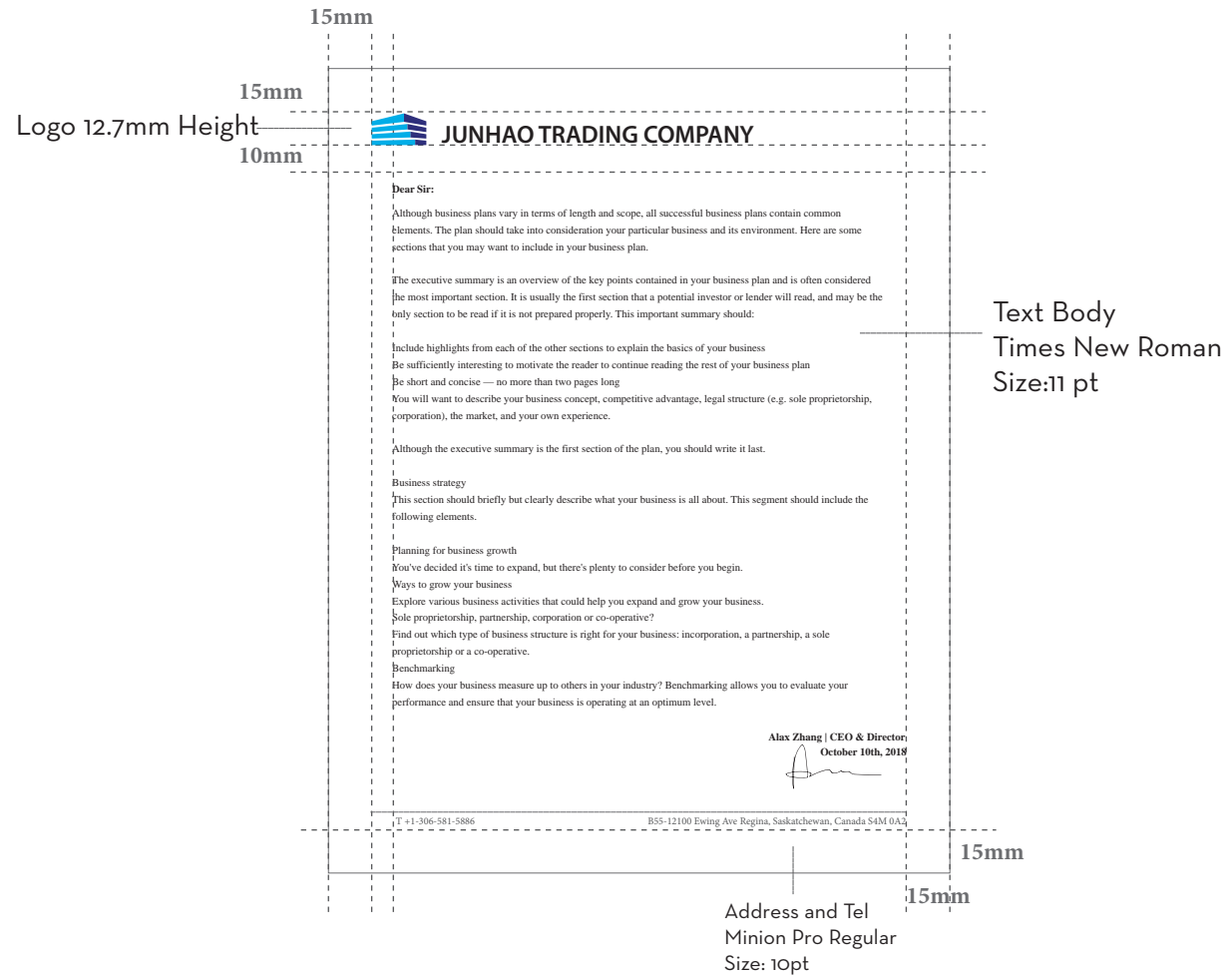
Document Letterhead

Measurement :
215.9 x279.4mm
(8.5x11inch)

Material :
Simili paper

Basic Weight :
147 GSM

Thickness:
0.21mm





Website Banner



BRAND GUIDELINES



Company Official Seal

Make sure to resize official seal to 42mm x 42mm only



File Binder (Legal)

Please refer to attached file in VI package for details.

216mm (8.5 in)

356mm (14.0 in)



Folder (Legal)

Please refer to attached file in VI package for details.

712mm (28.0 in)

432 (17 in)



Marketing Materials

Flyer



Poster



Storage Box Design

Measurement :
12in x 12in x 12in

Material :
Cardboard

Basis Weight :
300 GSM

Thickness:
11/64 in

