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BRAND BOOK

2024

SHELA YUEN
UX/UI DESIGNER

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Brand Story

Brand Story

SHELA YUEN

UX/UI DESIGNER

Growing up in Hong Kong where the East meets West, and had studied abroad in Japan, Shela is a multi-lingual UX/UI designer who always has tones of creative ideas waiting to be shared with you.

Cantonese | Mandarin | English | Japanese

Diploma in New Media Design and Web Development

Master of Arts in Philosophy

Bachelor of Business Administration
(Double Majors in Marketing & Management

Mission

Shela's mission is to apply creativity with practicality; and create thoughtful user experiences with UX/UI Design.

With 14 years of proven records in Sales and Customer service sectors, and experience in multiple industries, Shela is good at constantly bringing in new perspectives to solve problems efficienty and effectively.

2017-2021 4-year Million Dollar Round Table Member

Mission

Create thoughtful user experiences, bring new perspectives to the world.

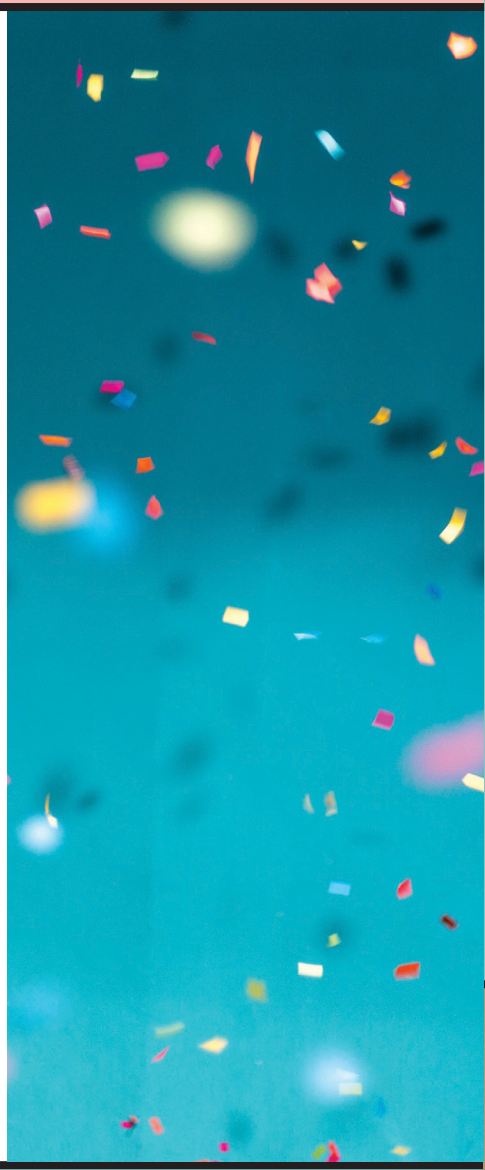
Core Values

Authenticity

Curiosity

Productivity

Contribution



Me at work

Resourceful
Trustworthy
Quick Learner
Efficient
Multi-tasking

Those who worked with me often describe me as the most reliable teammate! Because they know, I would make things work well.

During my study at the New Media Design and Web Development program at BCIT, there was even a joke phrase called 'WWSD' - meaning "What Would Shela Do" when facing challenging coursework, because I always manage my work well ahead of deadlines. In Term 2 I was Project Managers for 4 projects simultaneously.
Humbly thankful for my classmates recognizing my ability and effort!

Goals

My goal is to be the UX/UI Lead Designer in a reputable corporation, and establish my online business in New Media and Design Industry.

Interim goals

Short-term goal

Getting hired in agency firms in Vancouver.

Gaining experience and establish myself as a designer in the New Media industry.

Mid-term goal

Becoming Senior UX/UI Designer in reputable companies.

Raising my visibility by establishing my online presence with blogging or vlogging in Youtube and my website.

Visual Identity

Typography

Futura
Bold

| Heading
48 pt

Futura
Bold

| Subtitle
32 pt

Futura
Medium

| Paragraphs
18-24pt

Colour palette

Primary Colours

Sundown #f7b6b2

Summer Green #8ac0be

Saffron Mango #f7bd77

Secondary Colours

Dusky Rose #b57672

Dust #b09472

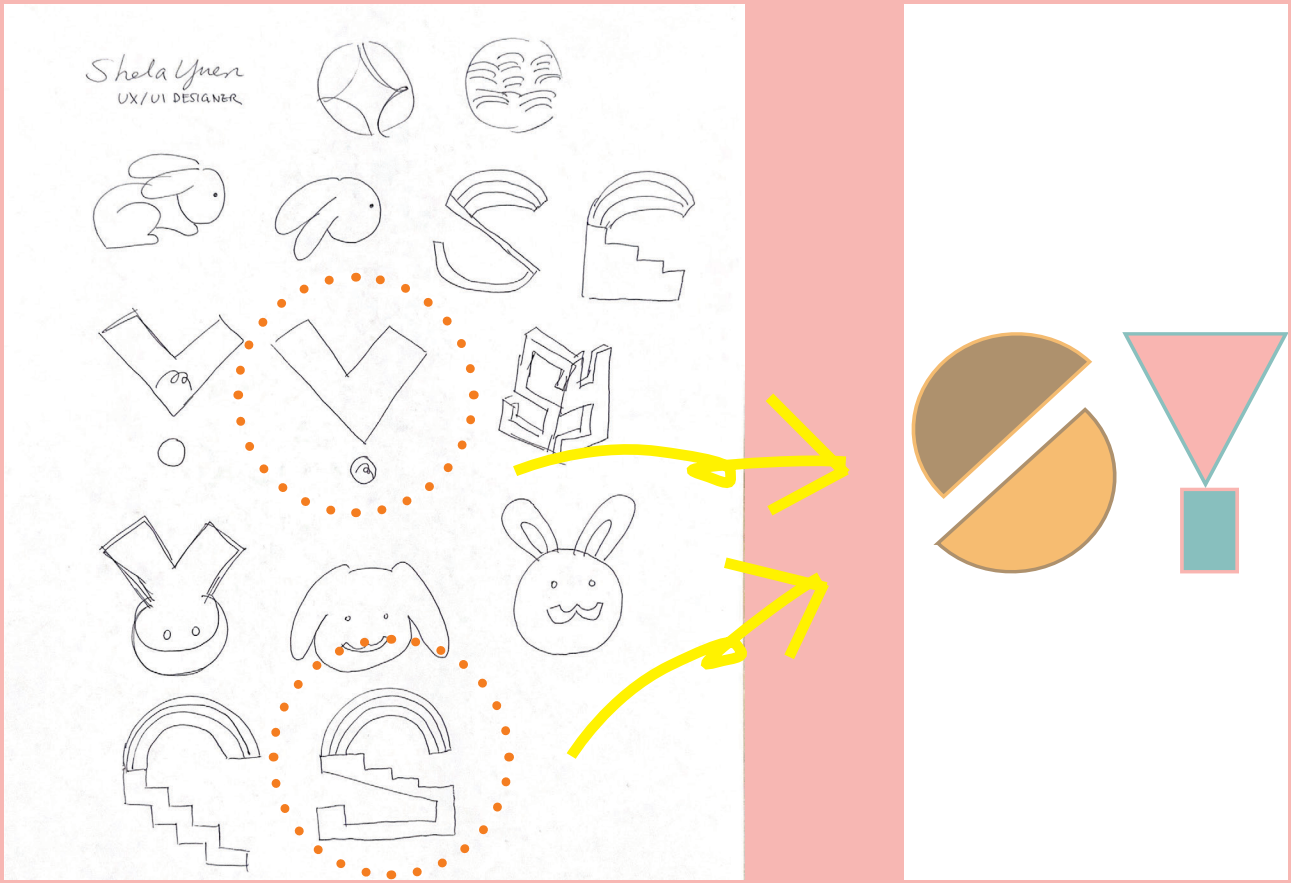
"In the concepts of 5 elements in Chinese culture: Metal, Wood, Water, Fire, Soil."

Imagery

Source: Unsplash.com

Logo

Concept & Development

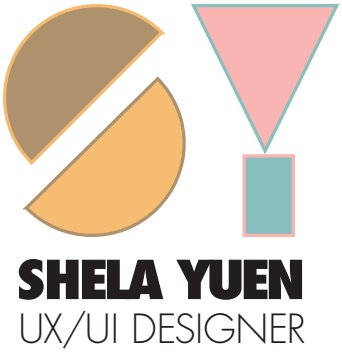


Many logos were sketched with the concepts of utilizing the initials “S” & “Y”, and the sound of the surname “Yuen” in Cantonese is equivilent to “Circle”.

At last, the concept of *Tangram* and *Colourblock* is used to represent me. The initials S & Y are deformed into abstracts, into 2 halves of a circle, trangle and rectangle respectively. Tangram symbolizes what Shela is good at: associating ideas into new solutions! And Colourblocks are just, FUN!

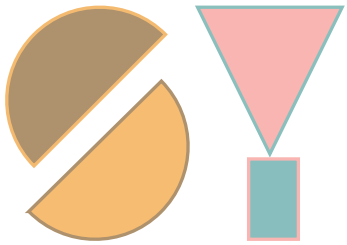
Logo Variations

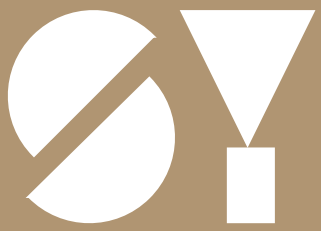
Primary Logo



Secondary Logo

Submark



in black

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