



Yancey Lu



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Multicultural and Multidisciplinary Designer

with work experience in China, India, America, Australia, and Germany. Highly fluent in English, Chinese, and intermediate in German. Specializing in creative integrated design, brand management, content marketing, event planning, design thinking consulting, and Chinese transcreation.

✉ hi@yanceylu.com

🌐 yanceylu.com

in [linkedin.com/in/yanceylu](https://www.linkedin.com/in/yanceylu)

📍 Nuremberg, Germany

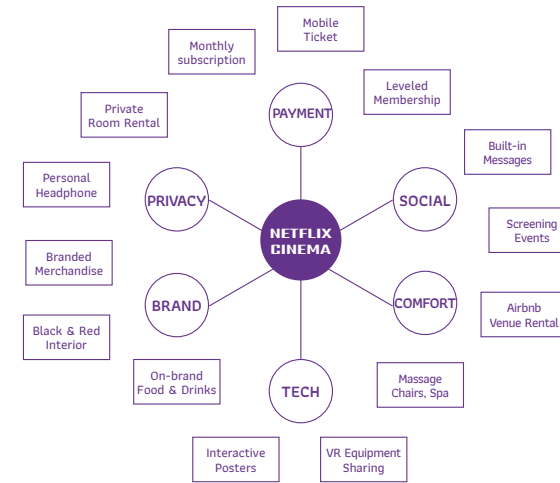
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Netflix Cinema

Exploring omnichannel experiential opportunities for Netflix



Ideate

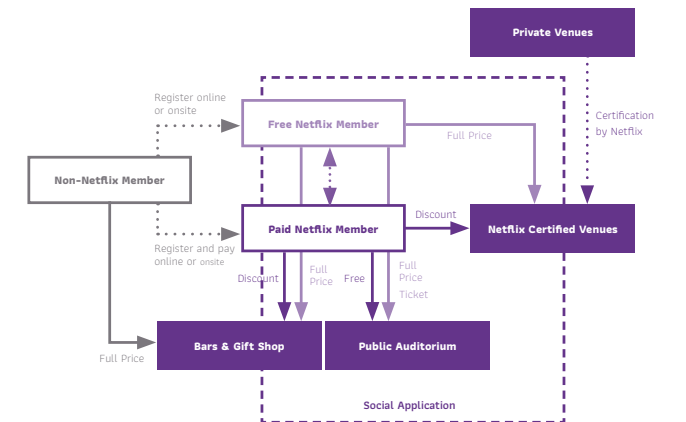
After sorting all the findings, I hunted down to six areas - privacy, payment, social, comfort, and technology - which became the bases of my mind map brainstorming. A few friends were invited to a small workshop where ideas were harvested and later clustered to three main functions:

- **Public Auditorium:** a traditional screening hall to hold premieres and other activities.
- **Private Venue Rental:** an Airbnb-style system to rent private screening rooms or spaces.
- **Social Platform:** A Meetups-like application to attend and organize events, plus an OKcupid-like member matching system based on users' watching habit.

Streamline

To streamline the process, I created a system map to show the interaction between the three main functions and different members.

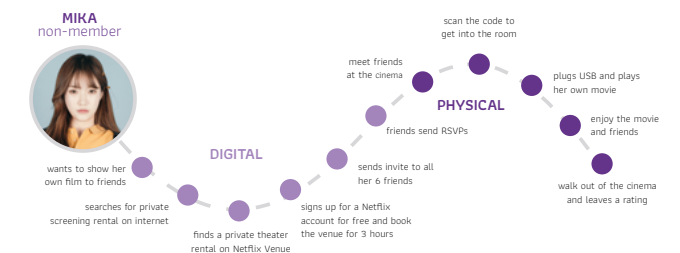
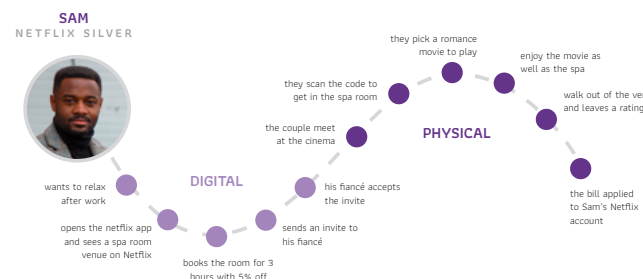
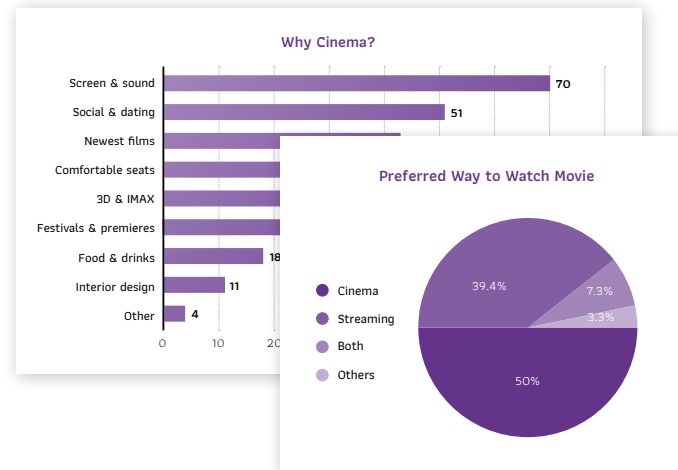
I also mapped out customer journeys representing the customers' experience with different levels of membership, highlighting their travels through the online and offline worlds.



Discover

Despite its global popularity, Netflix experiences tremendous negative cash flow due to content license fees and production investment. As the video streaming marketplace is getting increasingly crowded, it is crucial for the company to innovate the business model and expand cinematic offerings.

I started by analyzing Netflix's value proposition and competitors, which helped me to design an online survey to discover people's preferences and pain points during the cinematic experience. I also conducted interviews with related stakeholders to get more insights, which lead to the question: **how might we design an offline experience for Netflix?**





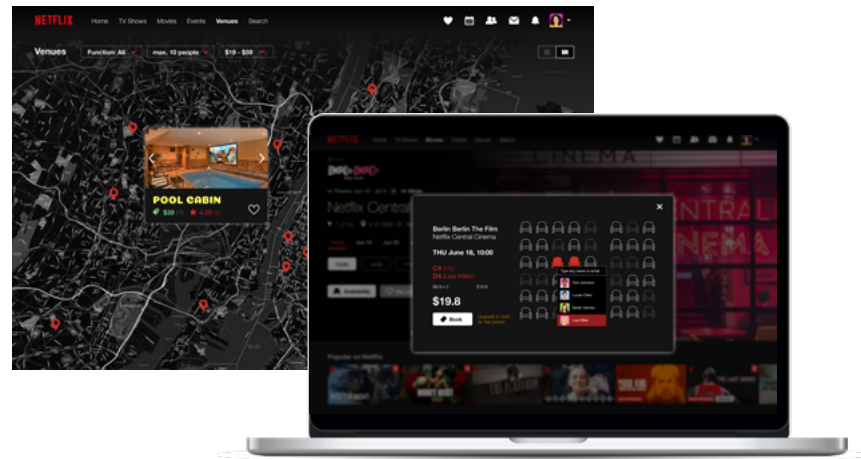
Prototype & Test

I used **Adobe Photoshop** to create a Netflix-branded cinema environment, featuring large screens, red and black decorations, and neon lights. Some other mockups include branded merchandise such as Netflix & Chill Mojito, Endless Scroll Swiss Roll, and Netflix VR Goggles.

With **Adobe XD**, I designed a desktop interface that incorporates the new functions, including the cinema ticket booking system, private rental booking & locator, calendar & tickets management, friend lists & messages, etc. For the full desktop walkthrough, please visit: <https://bit.ly/3i23w9D>.

Mobile app mockups are created with **Adobe Illustrator** and **InDesign**, which showcased the interface of mobile tickets, in-cinema streaming, rental time real-time, management, friend code scanning, and movie poster scanning, etc.

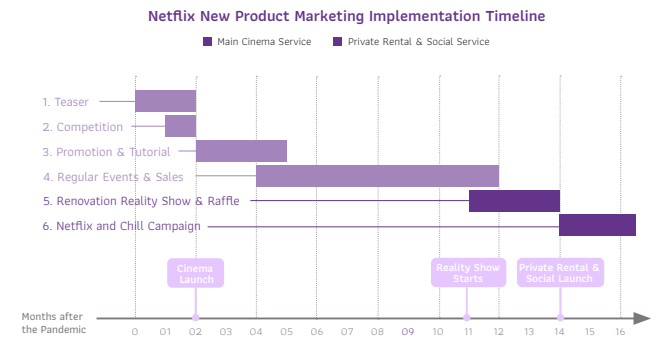
For testing, all the prototypes, mockups, and explanations were put together into a testing package and sent to people of all walks of life, including cinema owners, bankers, consultants, filmmakers, and designers, for their feedbacks.



Implement

I developed a two-year marketing plan to introduce the three new functions in different phases. The strategy involves a mix of marketing channels such as television, social media, influencer, offline activation, etc.

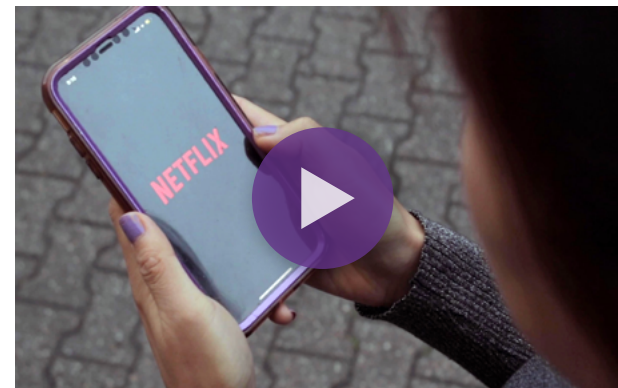
A general financial plan was also proposed that predicts potential revenue and expenses on the assumption to initially roll out the pilot services in New York City only with a 500-seat cinema. After careful calculation, the first-year profit is projected to reach 400K USD.



Promote

I created a trailer-style video to promote the concept. This is a one-man-band film production, in which I developed the storyboard, wrote the script, designed the set, contacted actors, filmed, and edited with **Adobe Premiere** and **After Effects**, all on my own.

To watch the full video, please visit: <https://vimeo.com/435659833>.





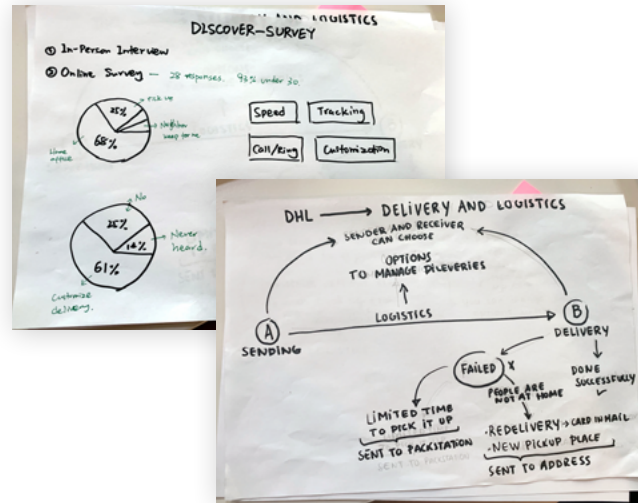
DHL Community

Tackling the last-mile delivery problem for DHL

Discover

For a one-week sprint service design project with Publicis Sapient, we, a team of three, took a look at the request from DHL, who hoped to reduce the cost and effort associated with attempted deliveries and package storage.

After analyzing DHL's mission statements, current offerings, and competitors, we went out to post offices and package stations to interview the employees about their experiences and problems. In the meantime, an online survey was launched to help us understand customer's preferences and pain points. The mapped-out journeys and a short hunting workshop lead to five areas we want to improve: flexibility, infrastructure, pickup options, communication, and sustainability.



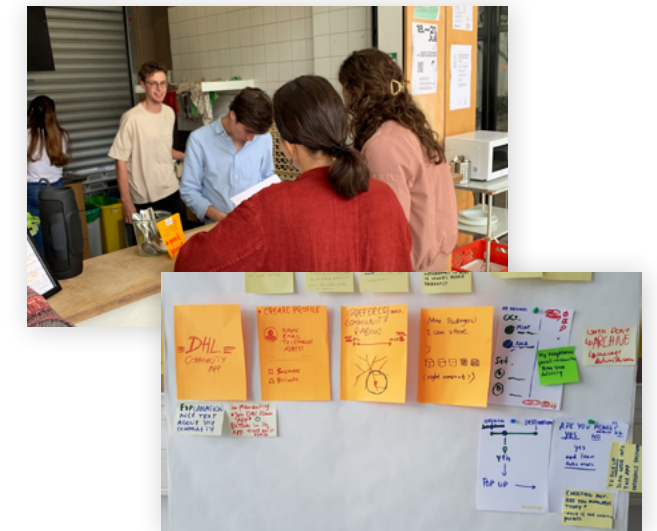
Ideate

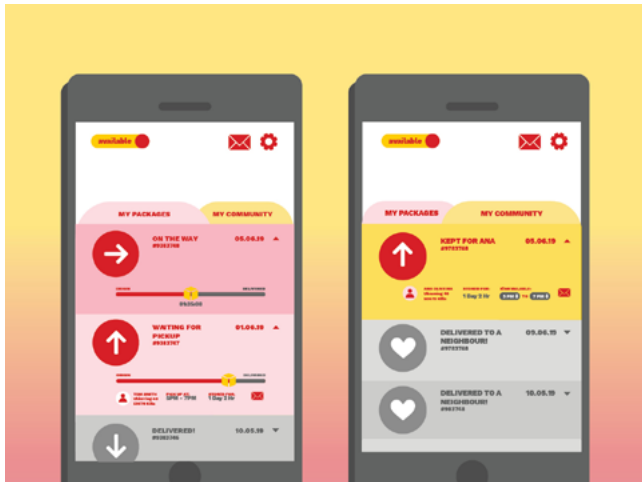
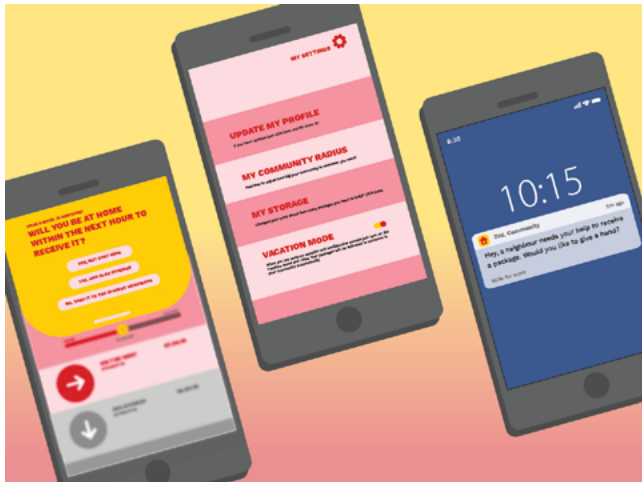
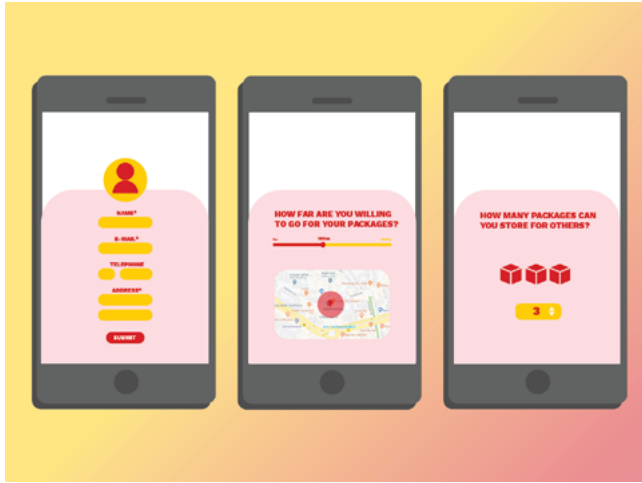
With the focus areas in mind, we began brainstorming ideas that can solve 1, 2, or even more points and put them down on a quarto-folded paper. Each section listed one idea with text and sketch. We came up with many ideas, such as pickup reward system, real-time pop-up notification, package locker for each household, and a Uber-Eats like delivery sharing system.

Sketch & Test

After rounds of discussion and clustering, we decided to focus on the idea of community. The value proposition was also born: **"For every package recipient who wants to have more control and communication during the delivery process, DHL Community is a storage sharing platform based on existing infrastructure that enables more convenient, communicative and sustainable delivery and package management."**

We created a low-fidelity prototype of the phone application with sketches and short explanations, then asked people for their feedback.





Prototype

With a more defined concept in mind, we started creating a higher-fidelity prototype with **Adobe Illustrator**. Once we decided on the style and color scheme, each member began designing the assigned screens. Then we sat down

together again to refine designs and catch errors. I created the displays of welcome, login, notification, and improved my packages and community tabs.



Promote

To better showcase our concept, we produced a commercial that tells how the DHL community app could smooth the package pickup experience and help build new connections. I created the storyboard, wrote the script, recorded voiceover, and acted as the main character.

To watch the full video, please visit: <https://vimeo.com/342434526>.

Present & Reflect

On day five, we gave our final presentation and Q&A session at Public Sapiens' Conference Hall in front of DHL representatives. I explained the challenges and went through the entire process of how we reached our concept. Positive feedback as we received, we still reflected on the project and thought about some areas that we could improve such as:

- Should we create a bonus program to encourage people to join the community, or is the feeling of being part of the community good enough?
- How will the system deal with over- or irregular-sized packages?
- Can we add the function that allows people to pick up packages on behalf of others?





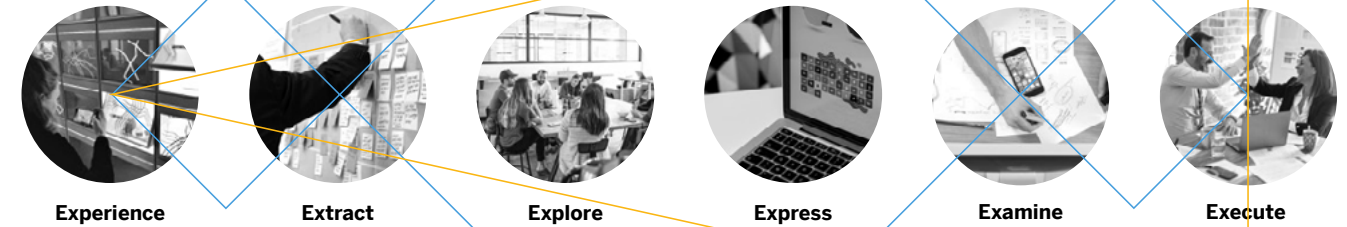
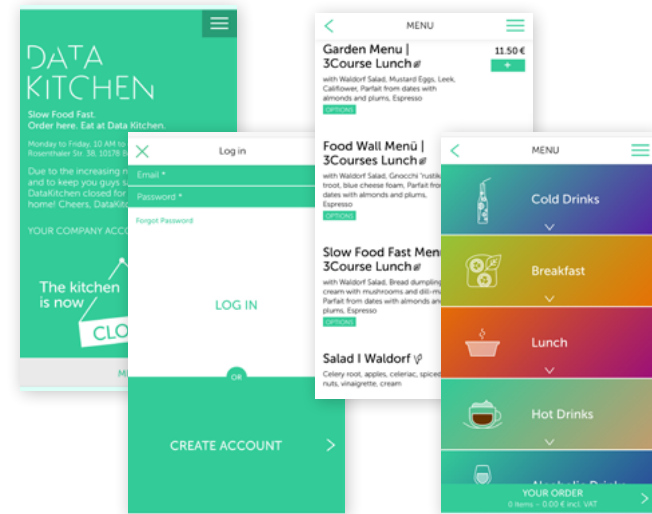
SAP Data Kitchen

Recreating the digital cafeteria experience

Challenge

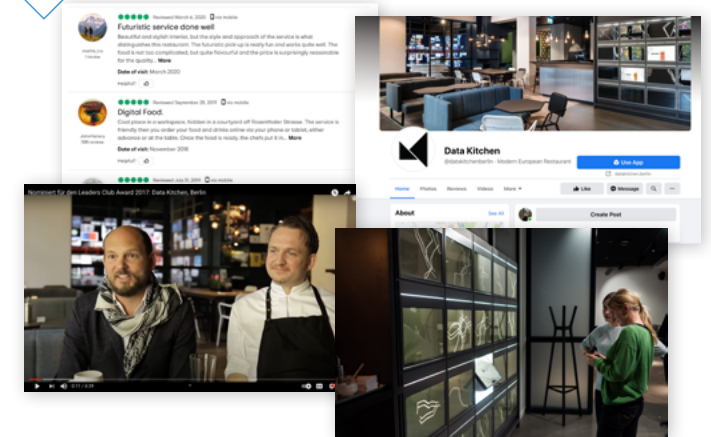
Located in the middle of Berlin, DATA SPACE by SAP is a place for tech enthusiasts, innovators, and decision-makers to socialize, collaborate, and exchange ideas. People can also dine at its DATA KITCHEN, its public restaurant, where no waiters are present but a mini-website handles all the orders.

However, the web-based application fails to comply with the new DATA SPACE visual identity and has multiple usability issues. **How might we redesign the application to improve the experience and better showcase SAP's brand value?**



Experience

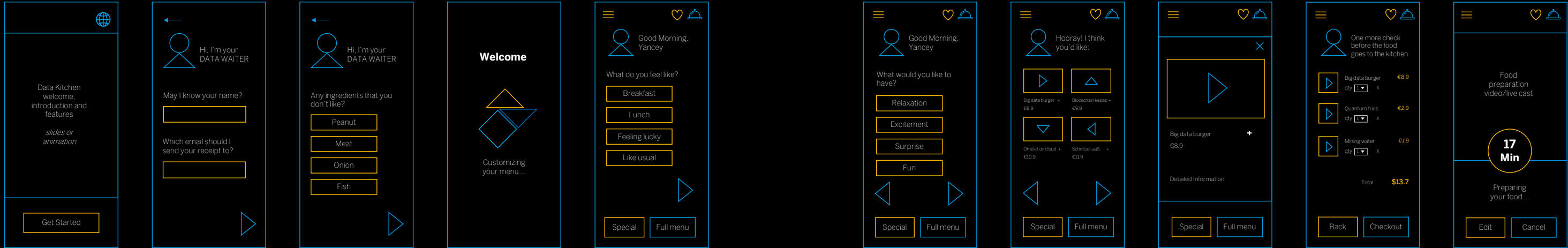
First, I conducted desk research including reading restaurant reviews, online interviews, news reports, etc. After getting to know the restaurant better, I planned a participatory observation to experience the journey as a customer and identify the problems of the application. At the same time, I could observe and interact with other restaurant-goers to learn about their pain points and needs.



<p>James Programmer</p> <p>Comes often and has his favorite spot and dish</p>	<p>Yuri International Tourist</p> <p>Found the restaurant on social media and wants to try</p>
<p>Ashley Entrepreneur</p> <p>Hopes to network and find business partners</p>	<p>Tom Consultant</p> <p>Wants to have a quick but nice lunch before next trip</p>

Extract

Research wall, personas, service blueprints were created to visualize the findings and help hunt down the key insights. **Communication, Technology, and Simplicity** are three key areas that I want to focus on, which are also the bases of the explore phase.

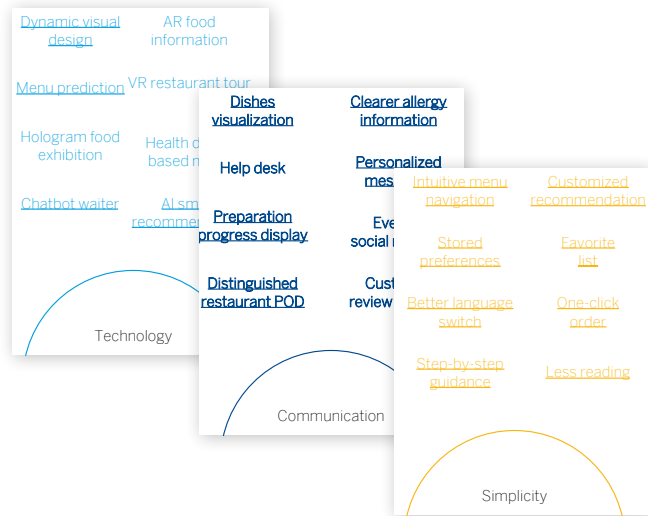


Explore

Each key insight generates numbers of ideas. For **technology**, I tried to add new technologies that could represent SAP's high-tech image and innovation spirit. Chatbot, AI recommendation, VR restaurant tour, and Hologram food presentation could be some selling points and enrich the experience.

To improve **communication**, information on language options, allergy, and wait time, customer reviews should be easier to find. Food presentation can be more attractive for a more engaging experience. The presentation of the restaurant itself should be improved as well, so customers could get to know the uniqueness and highlights of DATA Kitchen at first sight.

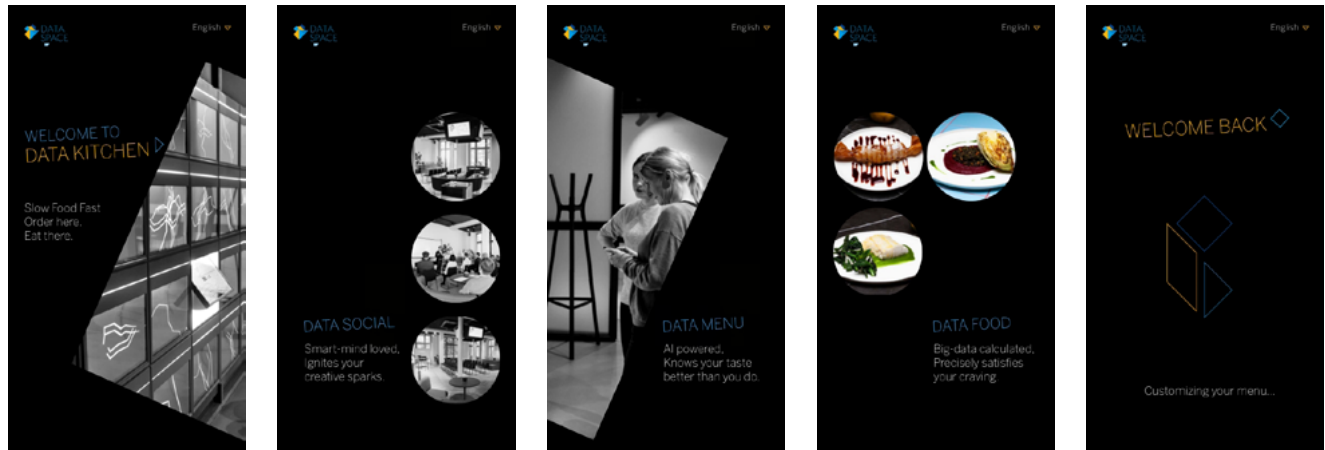
To **simplify** the usability, favorite lists, stored preferences, one-click order could be introduced. Long texts should be either shortened or replaced by intuitive symbols.



Express

After clustering the ideas and insights, I started designing the application framework using the simple geometric elements from the brand identity. Then I used Adobe XD to create a higher-fidelity and clickable prototype featuring

an animated opening screen that introduces the restaurant. Then people can either go straight to the menu or answer a few questions to receive recommendations.





Amazon Cafe

Improving recycling and package pickup process

Discover

During a 1.5-month project on Entrepreneurship and Design at Köln International School of Design, I thought of my unpleasant experiences handling giant Amazon cartons after moving to a new apartment.

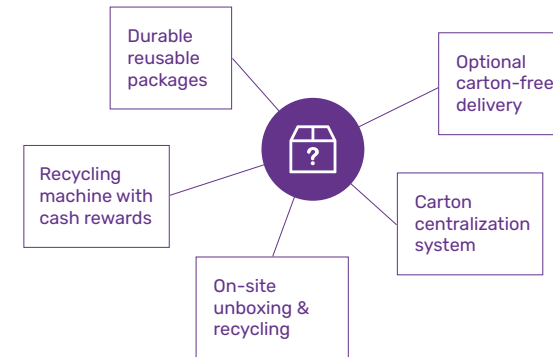
After some initial research, I realized the problem is much bigger, which caused increasing deforestation and landfill occupation on a global scale. An exchange student from Japan later joined me to tackle the issue.



Over 10% of consumer cardboard is thrown away each year in the U.S. about 350,000 tons of boxes in landfills



Around 165 billion packages are shipped in the U.S. each year, which would equate to more than 1 billion trees

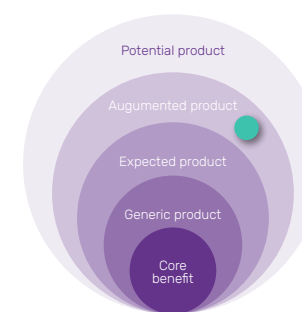


We started competitor research to see if a similar service has already existed. Though a few reusable packaging platforms are on the market, they are either designed for specific items or complicated for users to return the packages. Then we injected our new ideas and developed a new package recycling system and called it "GotBox".

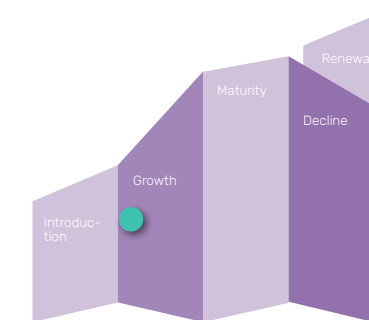
We also used different marketing tools to analyze the potentials and find the positioning of our new service.

Brainstorm

We had a timed brainstorm session and came up with five focus areas, including optional carton-free delivery, On-site unboxing & recycling, and durable, reusable packages. As we both loved the bottle recycling system in Germany, we wanted to apply the same idea to cartons - recycling machine with cash rewards.



Kotler's Product Level



Product Life Cycle



BCG Matrix

Refocus

The concept received positive feedback; however, people showed concerns about the potentially high initial investment into the infrastructure building. Is there a way not to let cartons reach the customers in the first place or improve the entire delivery and pickup experience? Therefore, we decided to refocus and jump back to another focus area we brainstormed earlier: On-site boxing and recycling.

Based on the new direction, we conducted an online survey to understand people's online shopping and package receiving experiences and preferences.

Most frequent store to shop at

Amazon (80.9%)

ebay (32.4%)

Etsy (10.3%)

Asos (5.9%)

Zalando (4.4%)

Ideal pickup place

Coffee shop (30.9%)

Supermarket (13.3%)

Somewhere feel like home (8.8%)

Apple Store (7.4%)

Boutique shop (7.4%)



Simulate

We used **Autodesk Maya** to create 3D mockups of the Amazon Cafe, featuring tryout rooms and coffee tables. Oakwood and clean grey walls are widely used to reflect the Amazon branding. We also created a walkthrough animated video with **Adobe After Effects** to explain the three services.

To watch the full video, please visit: <https://vimeo.com/437595112>.



Develop

The survey results showed that people varied tremendously in terms of their attitudes towards cartons and delivery. It was challenging to develop just a single system that meets the needs of everyone. Therefore, we picked three personas and designed three services - Supa Pickup, Unbox Cafe, and Amazon Cafe - for an A/B test.



Present

Three posters showcasing the processes of the three services were created with **Adobe Illustrator** and displayed on our presentation day. Visitors were asked to vote on their favorite service by leaving a mark on the grid at the bottom of each poster.

All the concepts received favorable feedback with Supa Pickup winning the most votes.



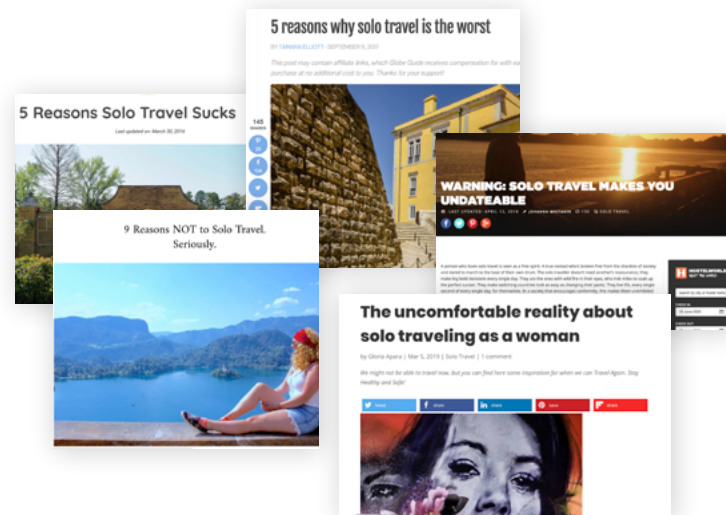
Gowitu Dating

Helping solo travelers to find travel buddies easily and timely

Discover

During my trip to Venice, I cried. Not only because of its postcard-ready scenery but also since I was the only person without a companion in one of the world's most romantic destinations. I tried to use Tinder, but only found a match after I left the city.

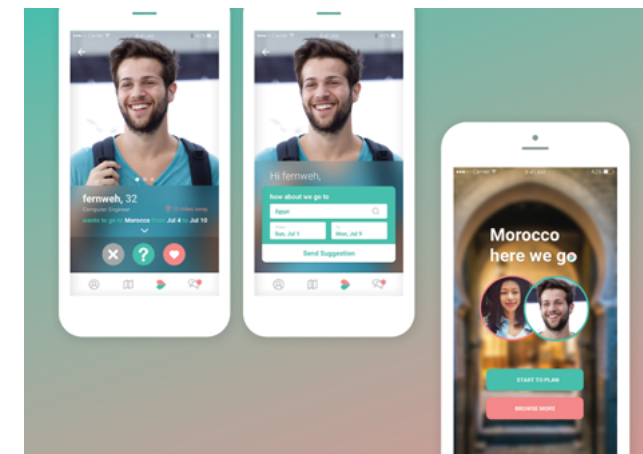
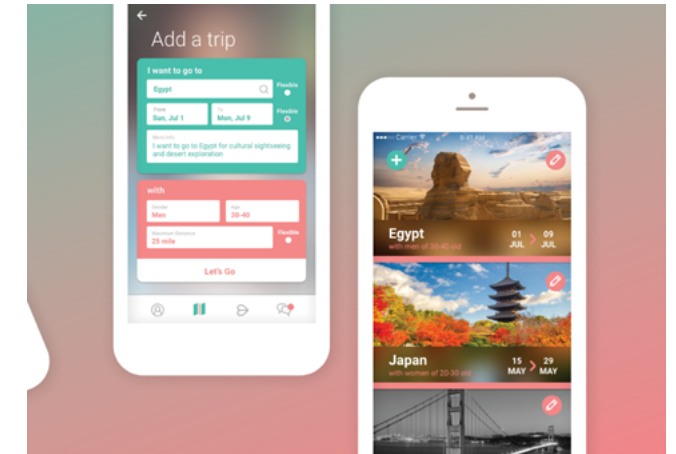
A simple search shows that thousands of travelers, especially females, are suffering from travel loneliness. Existing services are either not designed for travel or not friendly to use; some even contain phishing information. Then I started thinking: **how may I help solo travelers to find travel companions, in an intuitive, inspiring, and interesting manner?**



Prototype

I quickly thought of combining Tinder and booking.com by integrating match swiping and trip planning into one application. I presented a few rough sketches to an app developer friend of mine. With his green light, I started prototyping on **Adobe XD**. Basically, users put in travel

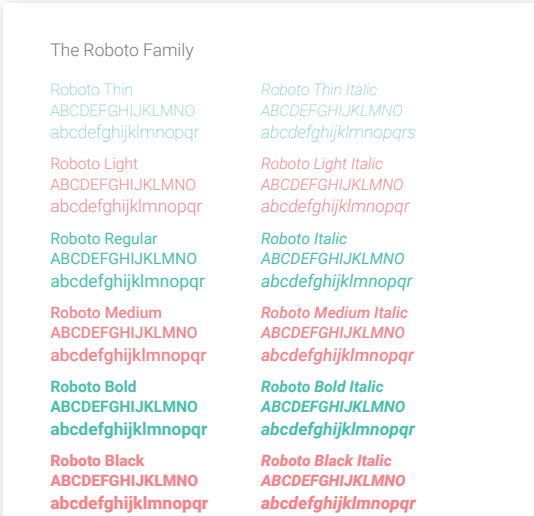
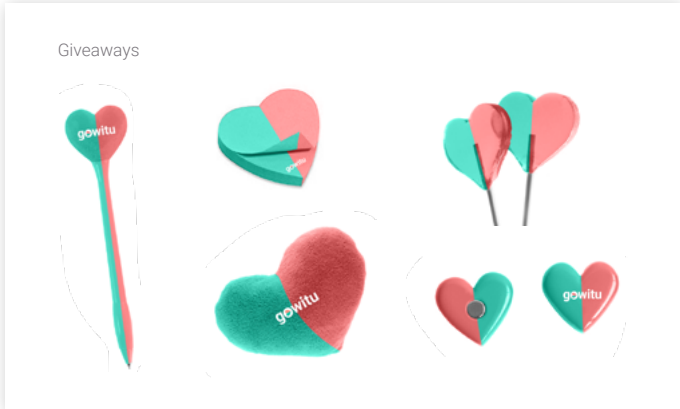
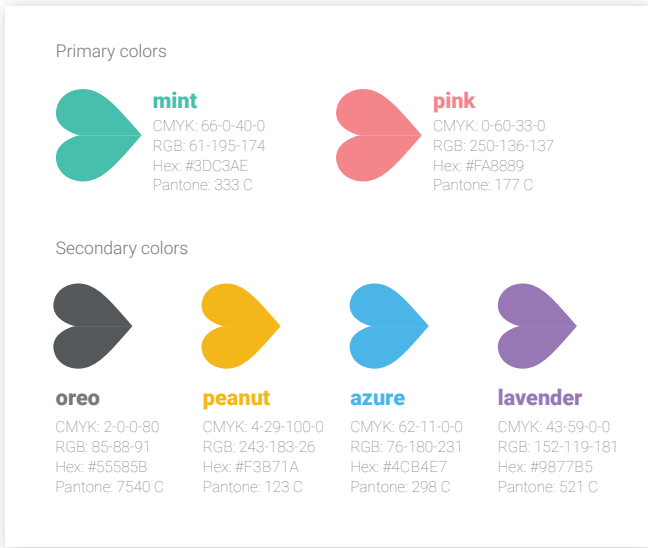
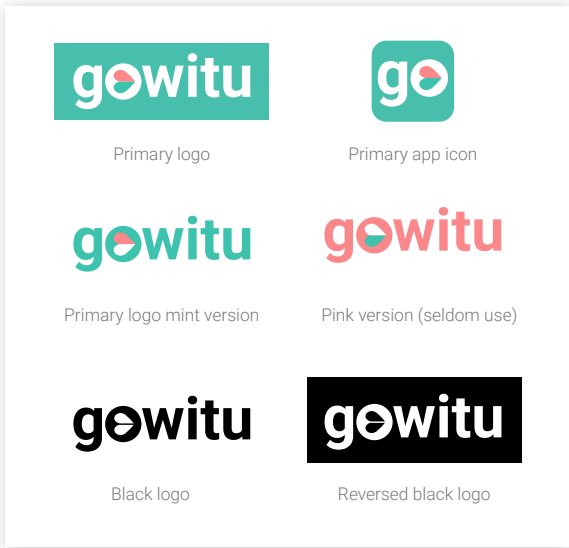
information and companion standard, and the algorithm will present candidates who have the same travel plans for the users to choose. To try the clickable prototype, please visit: <https://adobe.ly/3hYn8LE>.



Stylize

I also created a detailed styleguide defining logos, colors, fonts, elements, voice, stationeries, merchandise, etc. The logo is a heart shape composed of two map-marker shapes and pointing to right together, which indicates

traveling together with the same passion and destination. The color scheme is a selection of pastel hues to remind people of the refreshness of a holidays.



so, where you met?



we met in mexico, and you?



Promote

I designed two advertising campaigns to promote the service. The first one is around the awkwardness when couples are asked where they met in today's digitalized society, while Gowitu can create opportunities for travelers to meet in memorable destinations. A series of key visuals, video stories, social media posts, and offline activations were designed.

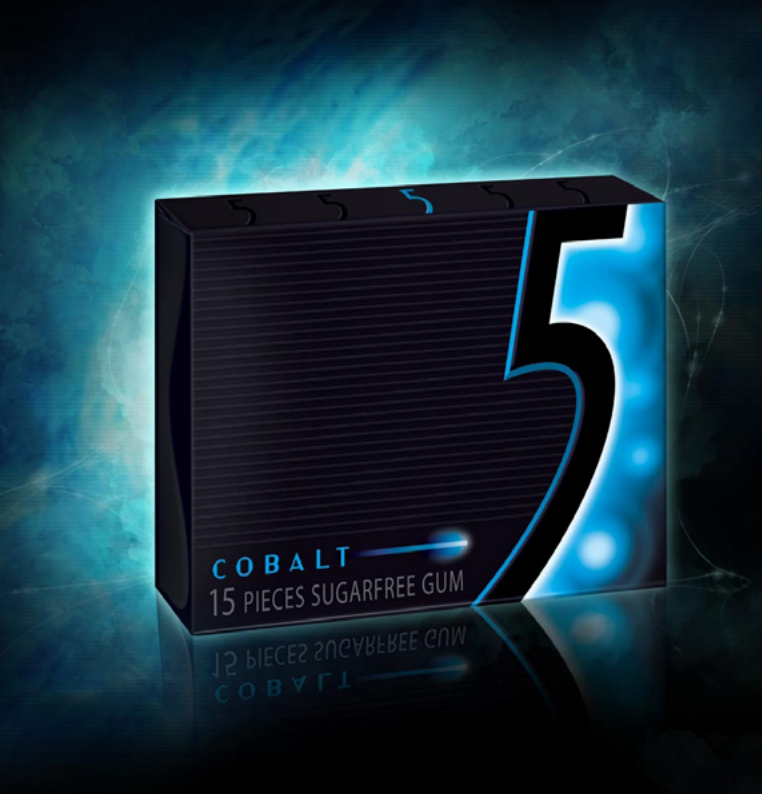
The second campaign is an extension of the previous one, including visuals of couples traveling together in landmark places around the world, as well as a social media activity that gives out travel prizes.



Present

I wore the gowitu couple T-shirt I designed to my presentation featuring app mockups, advertising posters, and a fun activity where I taught people to make their own heart-shape paper planes carried with surprise travel plans and fly them to their loved ones.



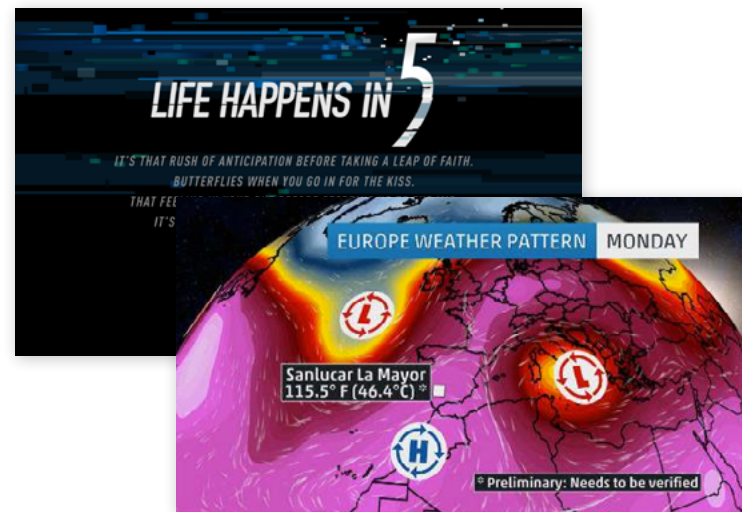


5 Gum Mist

Bringing cooling sensation to the adventurous minds

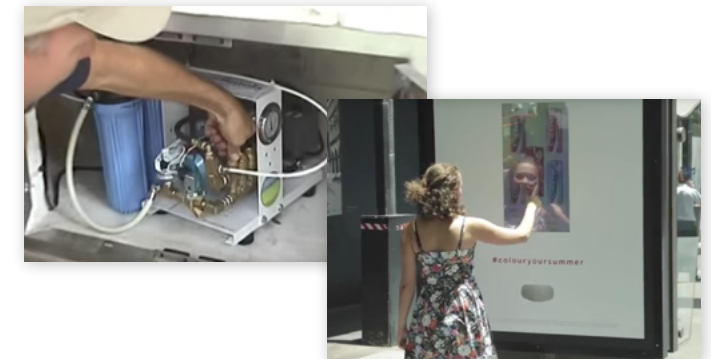
Discover

Record-breaking September heatwave had gripped entire Europe. Brands were looking for ways to provide solutions and turn the weather abnormality into a public stunt. I quickly thought of the "Life Happens in 5" campaign by 5 Gum, one of BBDO's clients. If the campaign encouraged people to live in the moment, why can't we create an installation to bring a cooling sensation for people who dare to make a move?



Design

The idea was to install touchscreen displays at bus stops around the city with an animated text "Dare to Touch?". When pressed, a scented cooling mist would be released for 5 seconds, along with a 5-second video commercial. At the end of the video, people had the option to share their experience on social media and receive a 5 Gum coupon. I used **Adobe Photoshop** to create the mockups featuring different flavors of 5 Gum. I also searched for several technical plans to implement the installation.



Extend

I also expanded the idea to print ads, such as the magazine insert with an embossed "5" and only the text "Dare to Press," which activates a mint-scent spray.





KL School

Establishing the first American International School in Western China

Challenge

As the Lead Marketing Designer at the Cambridge Network, an international education consulting firm outside of Boston, I had created varieties of marketing collaterals and developed the corporate identity for its subsidiary brand KnowledgeLink.

When the company was planning to establish the first International school with the American education system in Chongqing, China, I got on board to plan and execute the marketing strategy.



Stand Out

With familiarity with Chinese culture and meticulous market research, including a visit to the school site, I wanted to make sure the new brand was energetic, modern, and responsive to stand out from the academic-style UK-system schools that were already established in China.

I designed a few brand proposals, and one plan got approved by both the American and Chinese partners. Then came to the intensive marketing and production sessions ranging from website setup and launch event planning to conference presence and press release. I was even involved in the school exterior and interior design, as well as the stationery and uniform design.



Welcome

To welcome the new students, I created a video with the then-time school principle. I developed the storyboard, conducted filming, and edited it with **Adobe Premiere** and **After Effects**. To watch the full video, please visit: <https://vimeo.com/444022557>.

After one year of hard work, the school was successfully launched in August 2015 and is now home to students from Preschool to G12.. To learn more about the school, please visit: <http://www.klisedu.com/>.





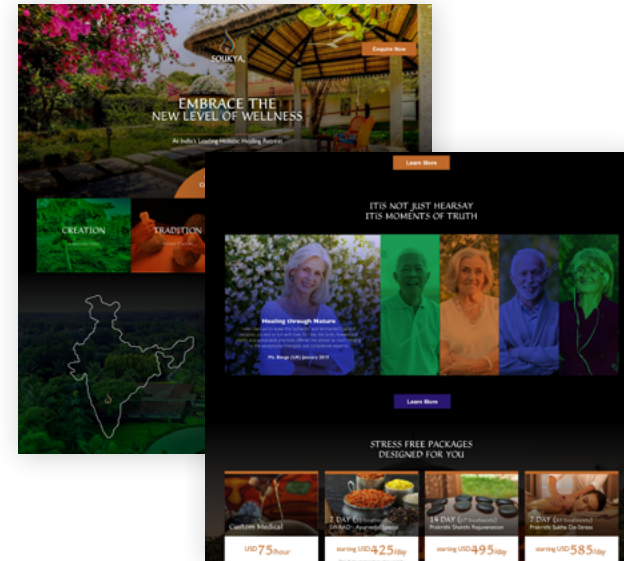
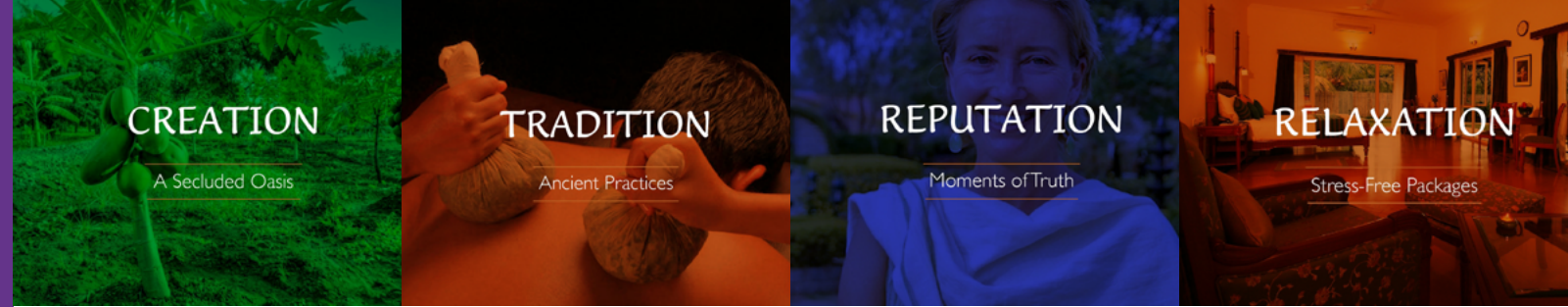
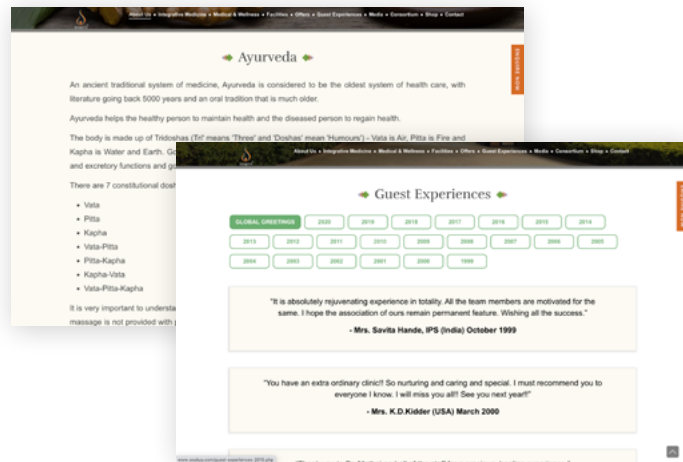
Soukya Resort

Introducing the Indian health center to the Australian market

Challenge

During my time at the Sydney-based advertising agency MultiConnexions, an Indian resort near Bangalore contacted us, hoping to attract Australian tourists to their wellness programs.

They didn't provide much information but asked us to find everything on their website, which is filled with long plain text and low-res pictures in a confusing structure, and it is hard to locate any useful information. I teamed up with a copywriter intern to take on this challenge.



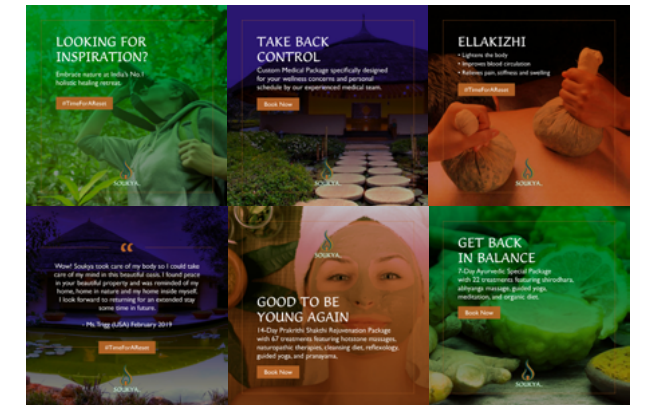
Landing Page

After competitor analysis and market research, we located four selling points that we believe would appeal to the Australian audience, especially in the higher-age group. Based on the four areas – proximity to nature, traditional practice, reputations reviews, and convenient booking – we developed a marketing copy for a landing page. I used **Adobe Photoshop** and **InDesign** to retouch the pictures and design the page mockup.

Then I worked with an outsourced programmer to have the page live. To check out the beta site, please visit: <http://beta.artemasdigital.com/soukya/>.

Social Media

I also wrote and designed a series of Instagram posts to elaborate on the four selling points, featuring guest reviews and traditional Ayurveda descriptions, package offerings, etc. all with a call to action.





Yancey Lu

hi@yanceylu.com

yanceylu.com

Messenger: yanceylu

WeChat: yancey-lu