

# SELECTED WORKS OF 2015 - 2018

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USER EXPERIENCE & ART DIRECTION

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# CITI GOLD

## — About

How we helped Citi demonstrate the benefits of Citigold banking by removing a lot of paper, empowering their Relationship Manager, and delivering a relationship model focused on providing their customers a financial edge.

## — My Role

As an Art Director in a agile team setting, my role is to define the art direction with the aim to provide a fresh contemporary look to the brand, I created a style guide that can be used by multiple designers across different sub projects.

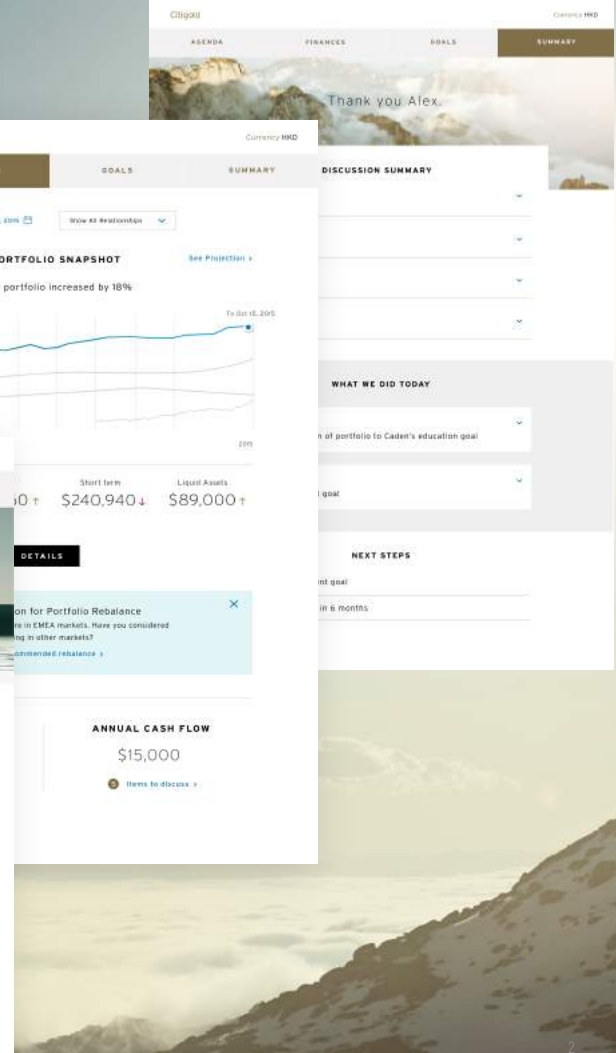
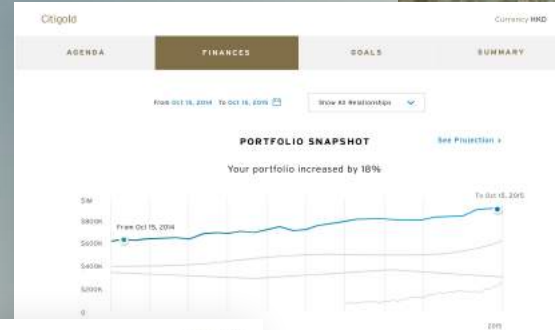
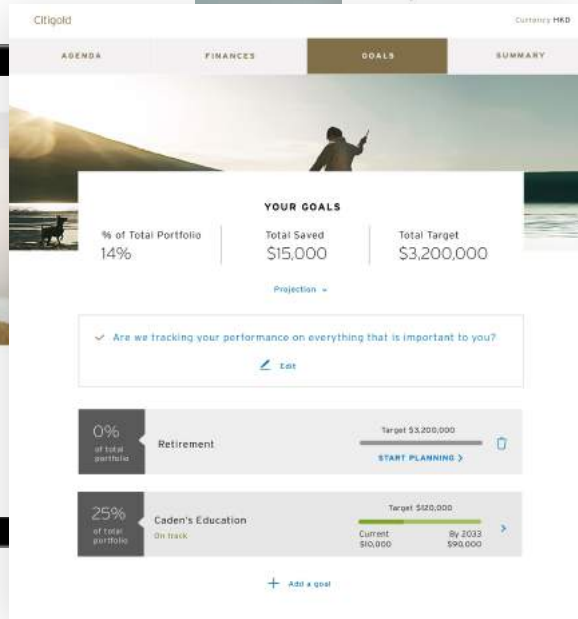
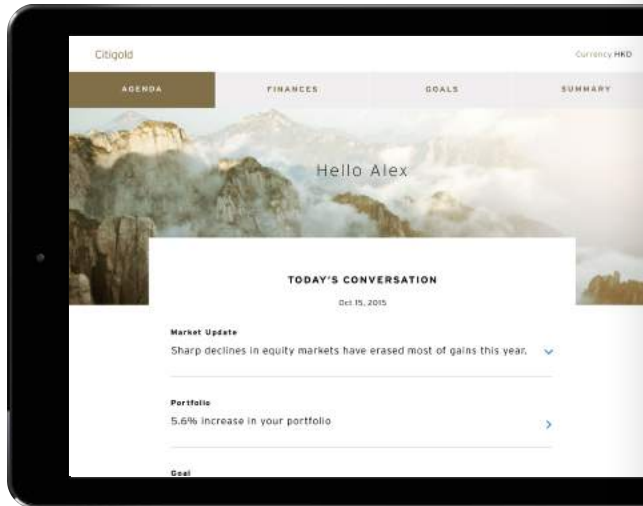


Alex the Client

## BUILDING RELATIONSHIP

Starting with the customer, Critical Mass delved deep into the dynamics between a Citigold client and a Relationship Manager (RM), we found a highly disenfranchised, disconnected customer base and an overburdened, overtaxed RM work force.

We redesigned the conversation to guide the RM's focus around client's needs and priorities, by creating a customisable playlist, and allow the RM to collect needs along the way.



## DEEPENING ENGAGEMENT

We built a suite of tools that saved RMs time by identifying and anticipating important conversations within their client base and then helping them customise the content of their portfolio review meetings. These include a client management system with aggregated information, real-time portfolio rebalancing; a dual screen client/RM experience.



Ellie the RM

Citigold

Alex Lin

Managing Director PWC

Risk profile expired [Update](#)

UPCOMING APPOINTMENT

Next week Tues, Nov 28, 2015

PLAN MEETING

START MEETING

Saved sessions

49

Birthday in 10 months  
Jul 20, 1972

Hong Kong

Permanent Resident  
Malaysian Citizen

Married

to Sabrina  
with 2 child

DEPENDANTS

Sabrina Lin, 50, wife

Caden Lin, 3, son

Cathy Lin, 12, daughter

[Add dependant](#)

OVERALL FINANCES

Annual Earnings HKD 2

Investable Assets HKD 3

Cash Outflow HKD 4

OTHER DETAILS

Client Number 1306785

National ID/Passport Number 99040827893

Residence 99 Maxwell St, 069333 Singapore

Office 66 Neil Rd, 069333 Singapore

Smoker No

Written Language(s) English, Proficient

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Citigold

Currency HKD

Back

PORTFOLIO

Are there any investment opportunities you should be considering?

OVERALL PORTFOLIO

LONG TERM

SHORT TERM

LIQUID A

LONG-TERM INVESTMENT COMPARISON

Asset Allocation

Assets allocation shown by

ASSET CLASS

CURRENCY

SECTOR

REGION

%	Assets by class	Change in value	Customer Amount	Current Value	Unrealized Gain/ Loss	Real Gain
100%		6.8%	605,325	486,396	-118,929	238
40.8%	US/Globe Investment Grade Bond	3.4%	302,979	198,562	-104,417	20.3
	Stock A	1.2%	234,098	23,639	-98,934	16.21
	Stock B	1%	345,098	23,405	-23,094	9.29
	Stock C	1.2%	120,453	130,203	-28,098	6.03
9.9%	US/Globe High-Yield Bond	8%	50,000	47,95	-2,085	0.00
0.7%	Asia/Emerging Market Bond	-5%	0	660	-660	69.2
10%	US/Globe Equity	-15%	50,000	-48,499	-1,500	12.31
4%	European Equity	-4.2%	20,000	19,400	-600	528
29.2%	Asia-Pacific ex Japan Equity	12.1%	180,988	161,907	-18,080	48.3
0.00%	EM ex Asia Equity/Global EM Equity	0%	0	0	0	0.00
6%	Commodity	9.2%	30,000	-29,100	-900	11.91
0.7%	Hedged Fund	-12.6%	357	361	-5	83.9

LONG-TERM TRANSACTION HISTORY

Product Name	Product Code	Transaction Date	Transaction Type	CCY	Units	Price	Amount CCY	Amount SGD
Apple Inc	AAPL	06-Jan-2012	Sell	USD	10	420	4,200	5,428
IBM Inc	IBM	06-Jan-2012	Sell	USD	24	190	4,516	5,993
Apple Inc	AAPL	06-Jan-2012	Sell	USD	10	420	4,200	5,428
Apple Inc	AAPL	06-Jan-2012	Sell	USD	10	420	4,200	5,428
Apple Inc	AAPL	06-Jan-2012	Sell	USD	10	420	4,200	5,428
Total				SGD				30,981

Citigold

Back

CASH FLOW DETAILS

From Oct 15, 2014

\$11,040

\$5,600

Cash Inflow

Cash Outflow

Do you have a comfortable balance between living for today and saving for tomorrow?

Yes

No

Debt service ratio

The ideal debt ratio is below 35%. Yours is 47%.  
Save more to stay on track to achieving your long-term goals.

Monitor

Savings ratio

The ideal savings ratio is at least 20%. Yours is 22%.  
You've saved enough to keep you on track to achieving your long-term goals.

On Track

Emergency fund

The ideal emergency fund ratio is more than 8 months. Yours is 6 months.  
Save more to buffer yourself against any large unforeseen expenses.

Monitor

CASH INFLOWS VS. CASH OUTFLOWS

EDIT

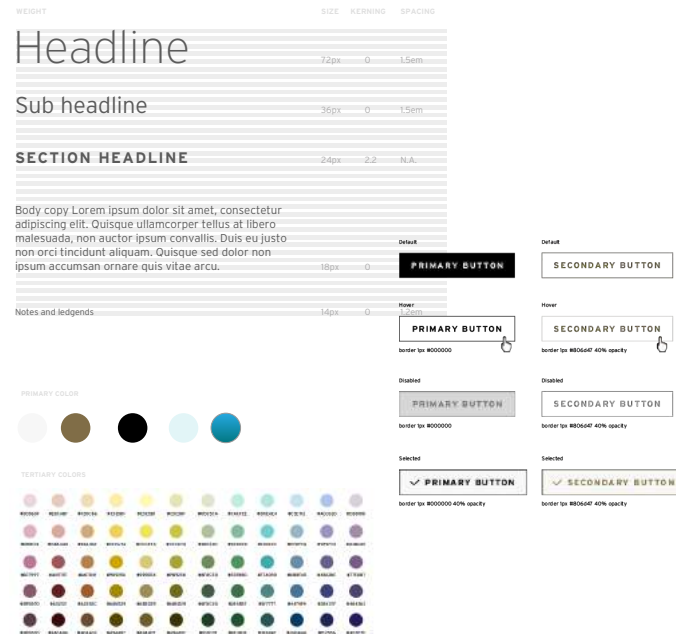
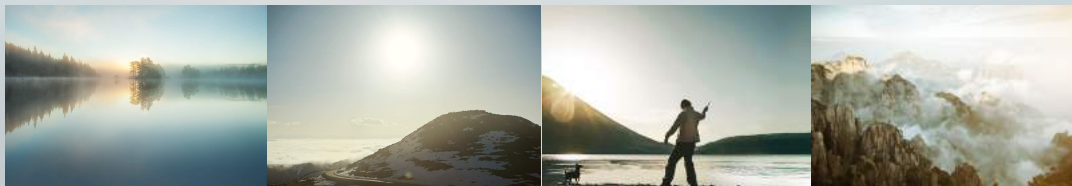
Cash Inflows	Amount	Cash Outflows	Amount
Employment	\$750,645	Lifestyle Expenses	\$78,059
Investments	\$248,355	Asset Building Expenses	\$770,12
Business Income	\$0	Protection Expenses	\$0
Miscellaneous Income	\$0	Miscellaneous Expenses	\$50,279
Total Cash Inflows	\$1,000,000	Total Cash Outflows	\$900,000
Total Net Cash Flow			\$100,000

## THE DESIGN

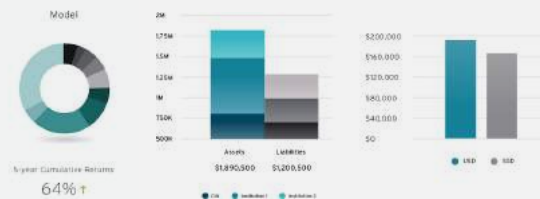
# Focus.

Calm, Aspirational, Smooth.

The Gold Conversation is not frivolous. The Gold Conversation generates meaning and inspires action. This requires focus. A paring away of what is irrelevant, distracting, useless. Or, sometimes, a fresh perspective, a layering of different points of view, an ability to form and catch an unexpected insight before it gets away. And always an unrelenting focus on you. Your needs. Your goals. Your Gold.



## INFOGRAPHIC





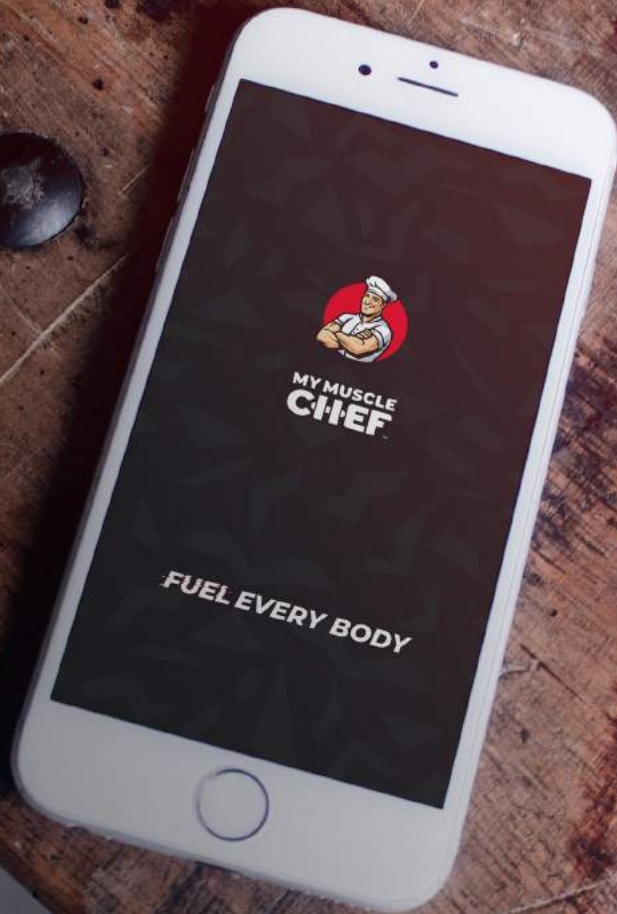
# MYMUSCELCHEF

## — About

My Muscle Chef is a web-based meal delivery service from Australia, targeting people who have an active lifestyle, and have little time to cook. The mobile app aims to expand the reach of the business and provide more convenience to their current customers.

## — My Role

As a remote UX/UI designer, my role is to lead the client through the process of discovery, define, prioritising, and provide the best design solution that answers to the user needs. (wireframe: 2.5weeks | UI 3.5weeks).

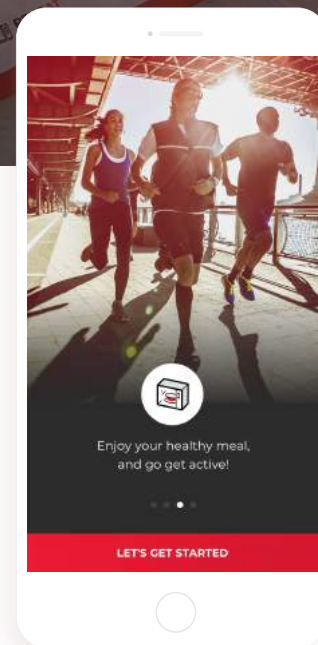
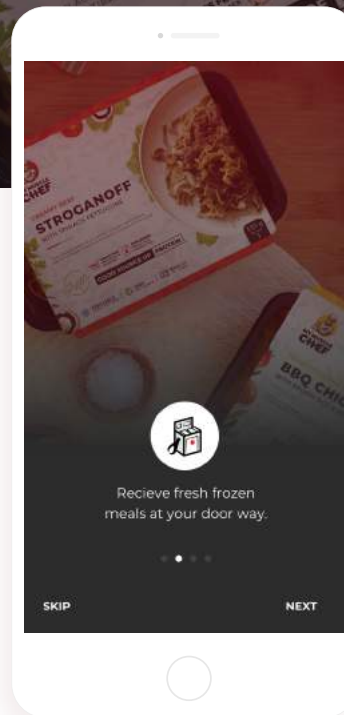
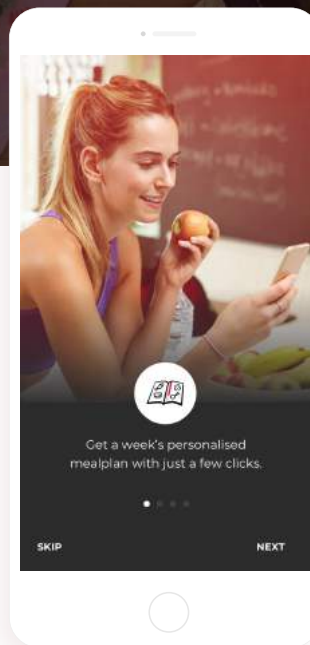


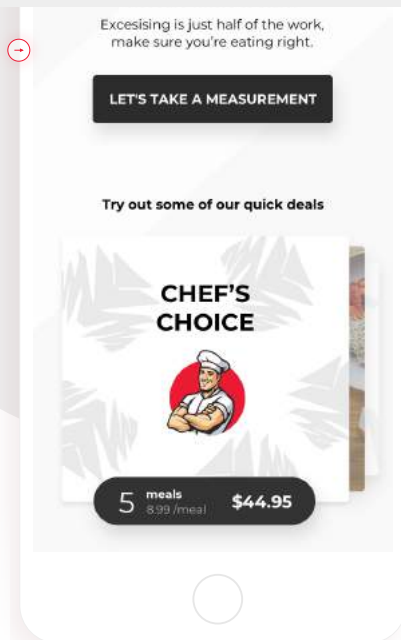
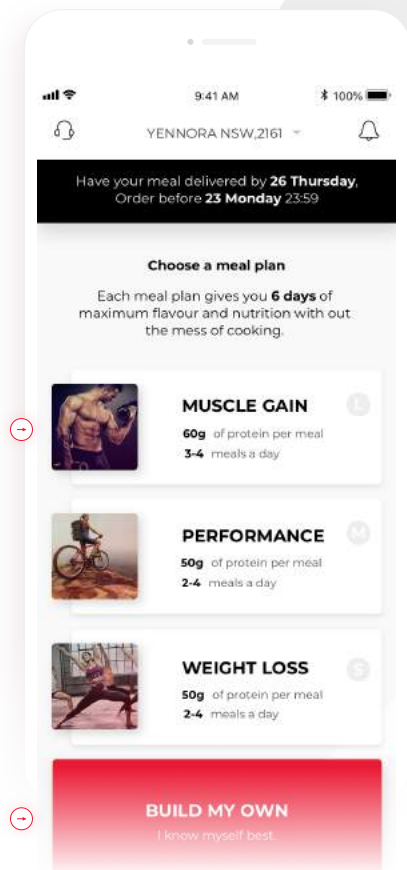
# FUEL EVERY BODY



## ON BOARDING CUSTOMERS WITH CLARITY

Through the process of discovery, we find that first timers had many misunderstanding of the product. The improvement of the new on boarding process aims to bring clarity to the first time customer, as well as providing a convenient re-ordering process for the existing customers.

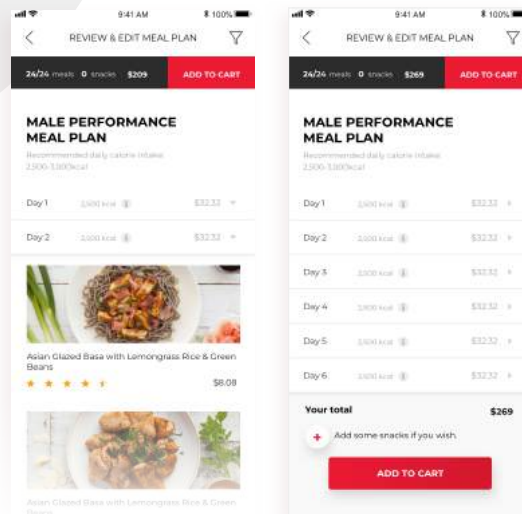




## MEAL PLANING WITHOUT CALORIE COUNTING

Minimise the mental effort of planning for a week's meals by providing goal based recommendations, and calculating the daily calorie intakes automatically for users. Progressive displaying the information for stress-free browsing.

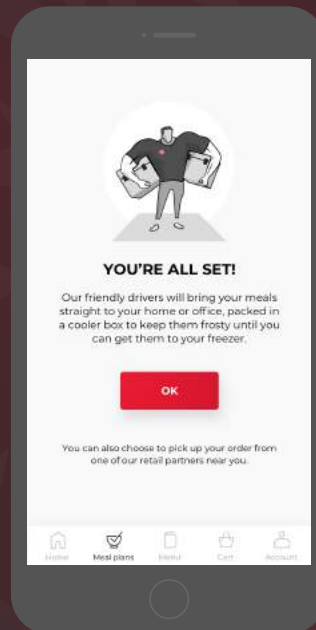
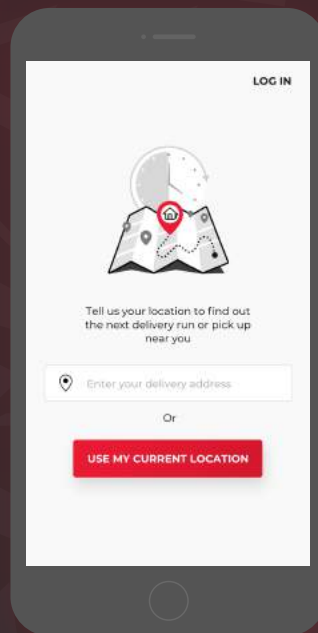
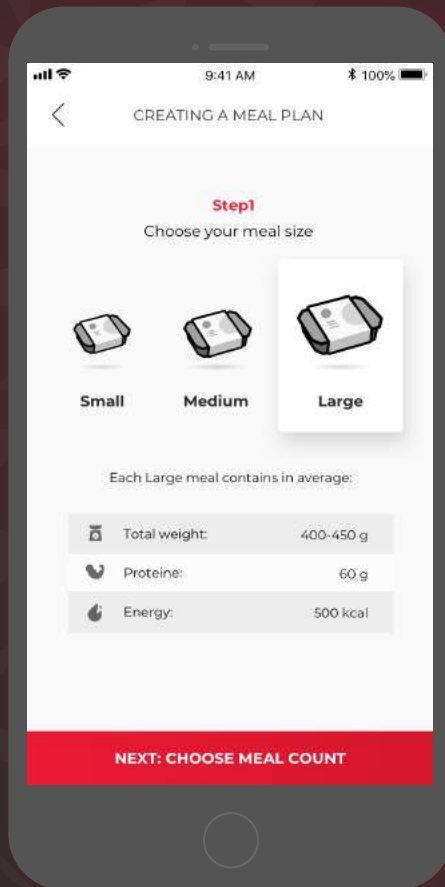
Introducing rating and fav functions to help user make decisions easier.





## A BRAND WITH A UNIQUE PERSONALITY

The comical styled illustration derives from, and works coherently with the style of the brand logo. Together they bring out a strong brand personality that is fun, friendly, and reliable.



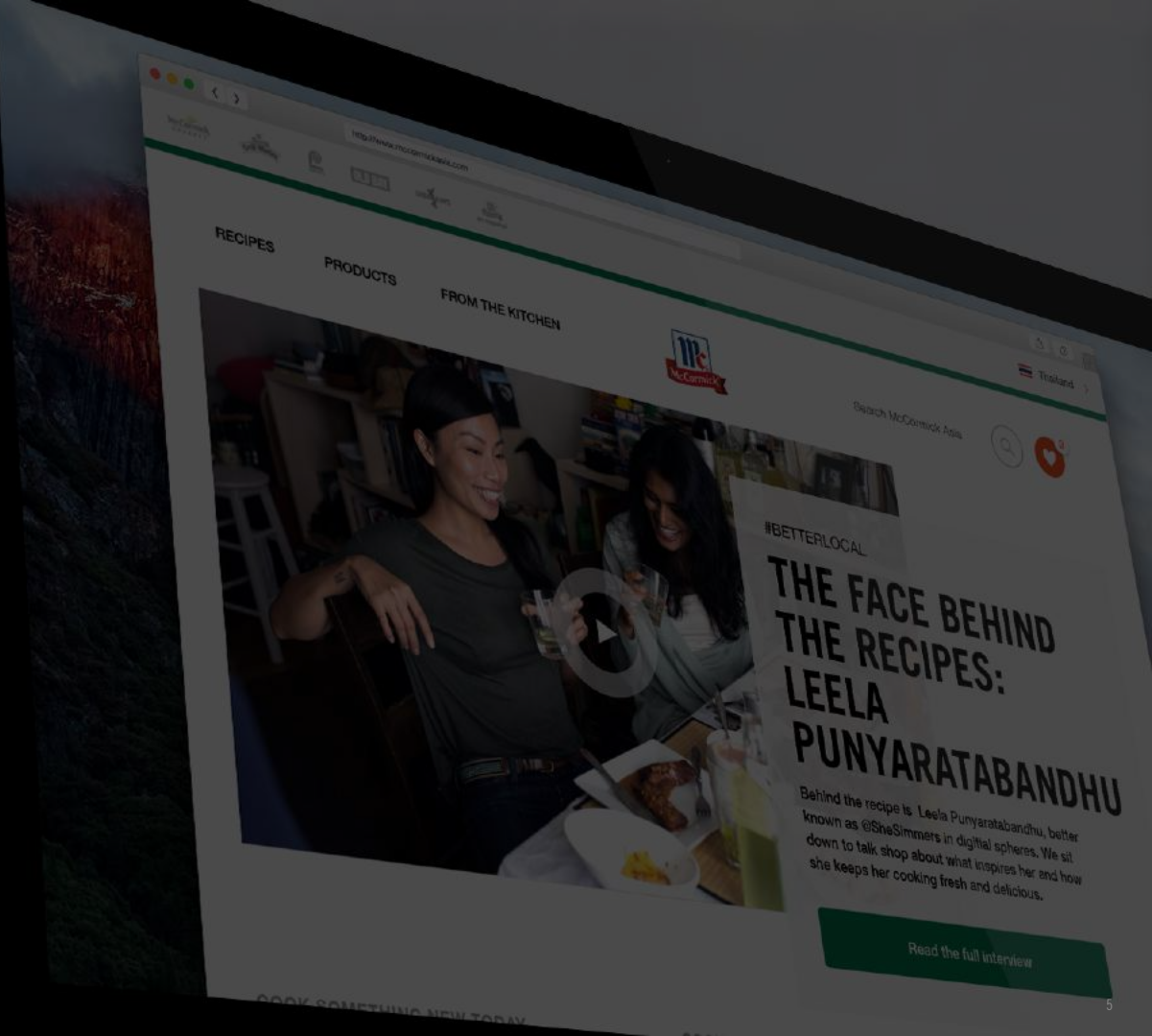
# MCCORMICK

## — About

A unique challenge of a product that has become a kitchen cabinet staple across the region, from a brand that nobody recognises – or how we aimed to turn a household product into a household brand.

## — My Role

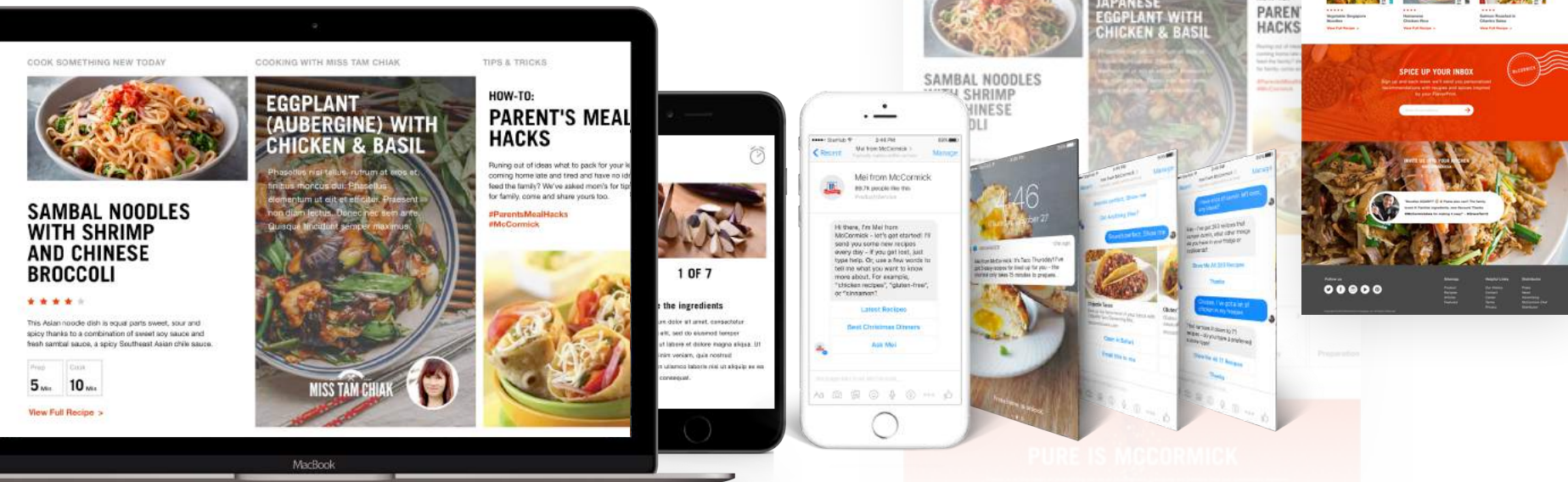
Participated in gathering of market insights through online and offline research, concept UX solutions and designed the website and digital marketing ideas for the proposal.



## AN MVP APPROACH

Fundamentally a challenge of speed and efficiency, we proposed a minimum viable product that would allow McCormick with the fastest way possible to solve their business problem: provide a digital flag in the ground in over a dozen countries across Asia.

The design system we proposed was based on modules and variable treatments between their US (red cap) and Australian (green cap) products, allowing for quick adaptation to local markets.





## 9 INGREDIENTS

- 1 Chicken Breast 200g
- 1 teaspoon vegetable oil
- 1 teaspoon soy sauce
- 2 Japanese eggplants
- 1 Chicken gyoza
- 1 Soybean paste
- 1/2 teaspoon SUBSTITUTIONS
- 1/2 teaspoon Sesame, shiso, chives, ramps, and green onions
- 1/2 teaspoon Add to My Shopping List
- 1/2 teaspoon See available substitutions

## BASIL

Lowest Price

## 6 STEPS

- 1 Prepare the ingredients
- 2 Cook the Japanese eggplant
- 3 Fry the chicken
- 4 Cook the Basil
- 5 Add the cooked chicken
- 6 Add in the remaining vegetables

## VARIATION OF THIS RECIPE

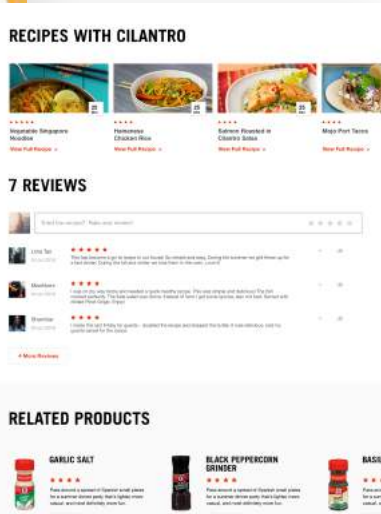
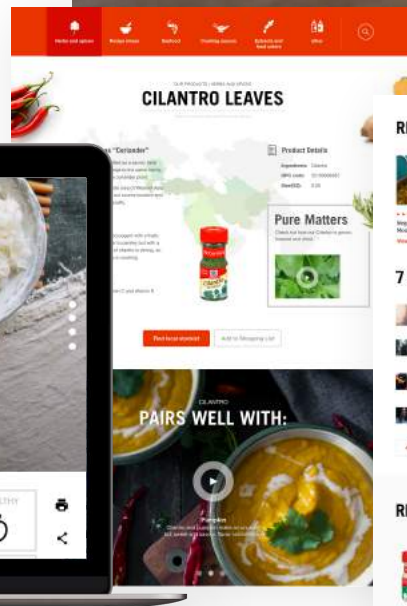
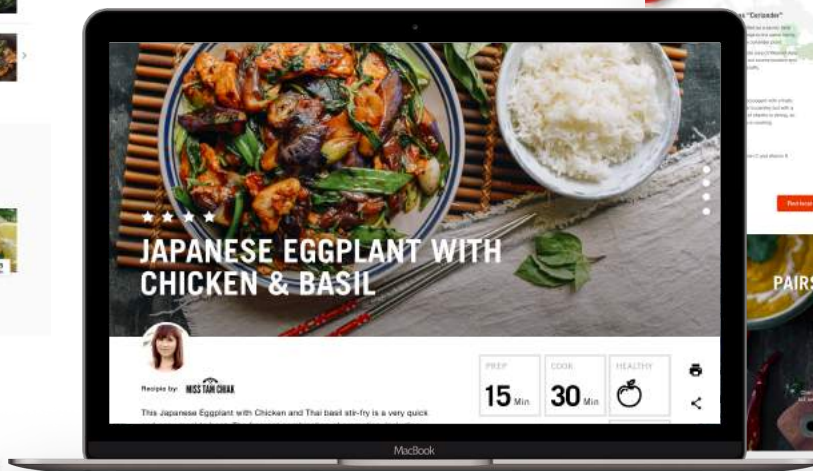
- Catfish with Green Olives
- Urubian Fish Soup
- Fish Piccata with Asparagus

## 6 PEOPLE MADE IT

- Emily Shanks
- Katie Wang
- Isabella Shanks

## LOCALISED BY LOCALS

Shouting loudly as a foreign brand in a domestic market is a recipe for disaster. Instead, our proposed solution leverages local influencers and foodie heroes that add to the authenticity of the voice of McCormick, showcasing involvement in local markets, and local kitchens.





# SAP HYBRIS

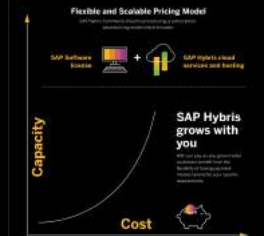


## — About

We helped SAP Hybris to walk their talk and be always on, in moving away from 2 annual campaigns to 44 Global Micro Campaigns.

## — My Role

Collaborating with brand and development agencies to ensure brand consistency, design quality and implementation feasibility, analysing client needs and propose UX solutions, created a system of interchangeable components for fast and easy campaign roll outs.



**SAP Hybris** Products Industries Customers Partners Resources News and About

## Market in the moment.

In today's digital world, customers don't want to be marketed to. Instead, they expect companies to know and meet their needs. Gain a deeper insight into their profiles and engage them at the best moments, with the contextually relevant experiences that will surpass their expectations. To learn how to navigate the changing digital landscape, read the CMO Review Report from the CMO Elite Retreat event at SAPPHIRE.

**CMO Review Report:**  
Navigating change in the digital landscape

[REGISTER TO DOWNLOAD](#)

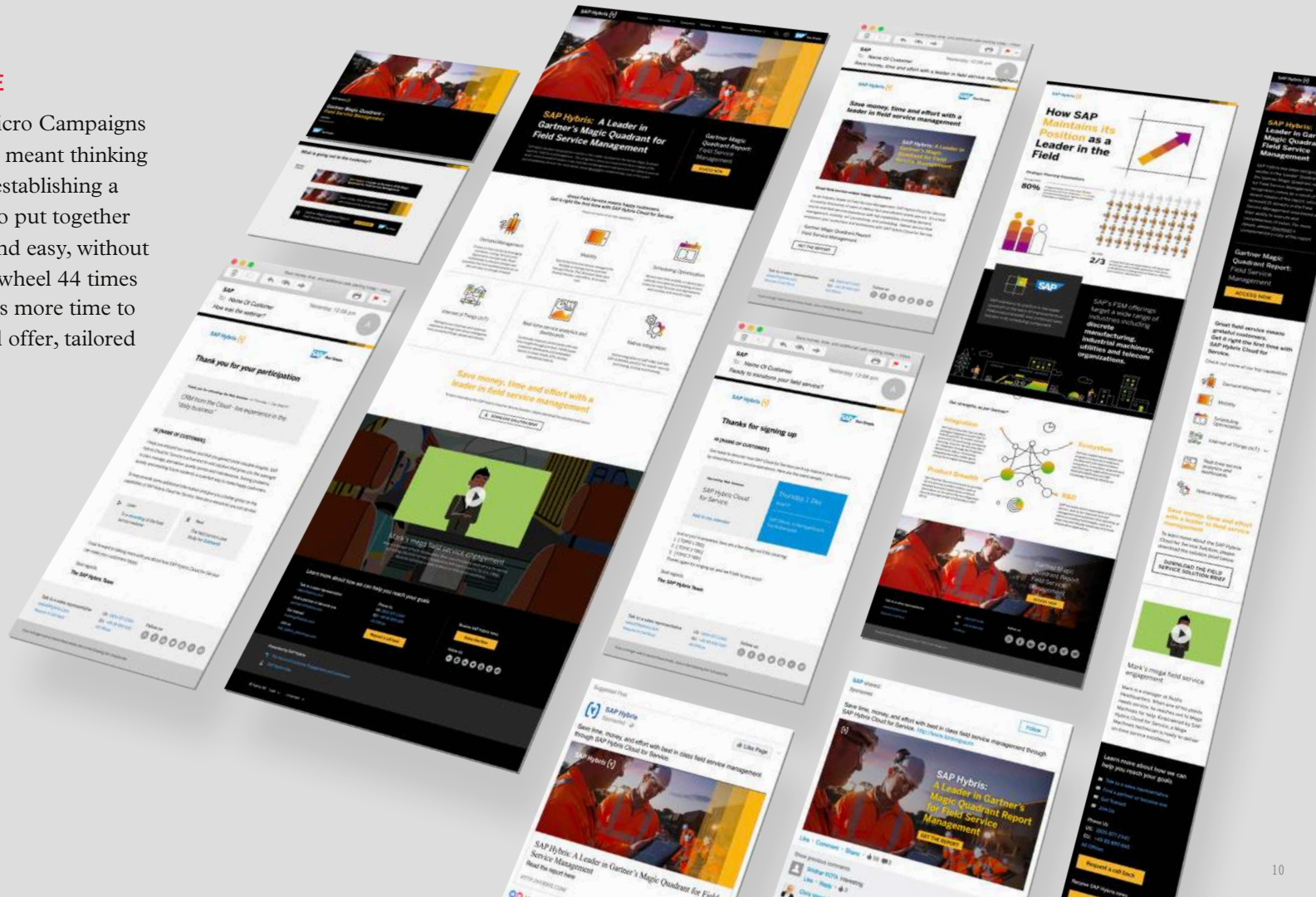
[REQUEST HARD COPY](#)

## ALL ROADS LEAD TO LEADS

Approaching our challenge by assessing the macro picture first, we very quickly started to see pathways, patterns, and interactions between the various different assets to help us guide what would eventually become our foundational information architecture.

## TAILORED TO THE MESSAGE

Creating 44 Global Micro Campaigns in 3 month time frame meant thinking in a modular fashion, establishing a system that allows us to put together individual assets fast and easy, without having to reinvent the wheel 44 times – ultimately allowing us more time to focus on the individual offer, tailored to the message.





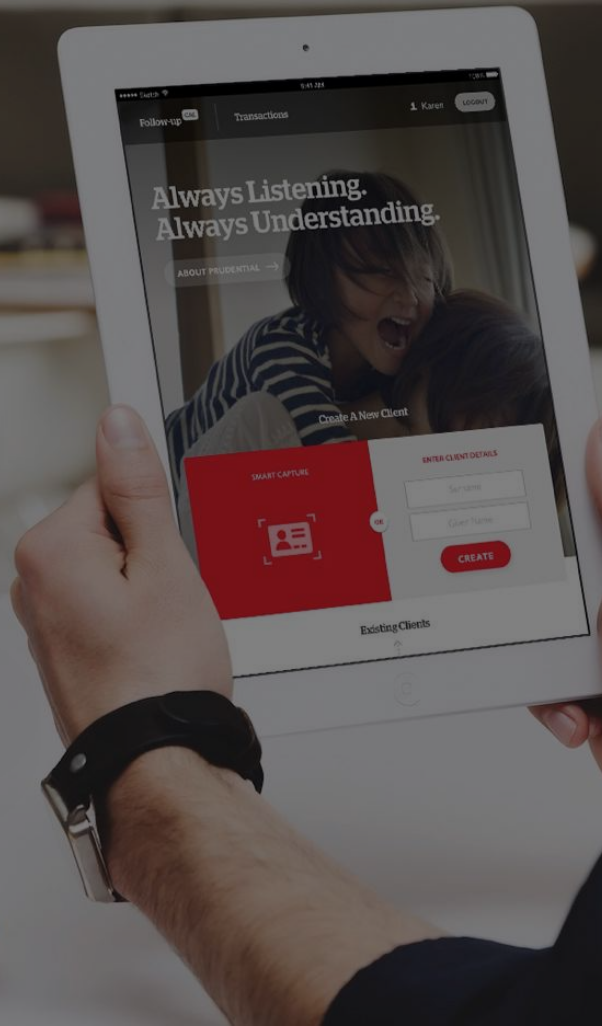
# PRUDENTIAL

## — About

Our PRUOne Express app enables the agents to be happier in their pursuit to establish a relationship, and both parties less frustrated with filling in endless streams of forms during the Financial Needs Assessment.

## — My Role

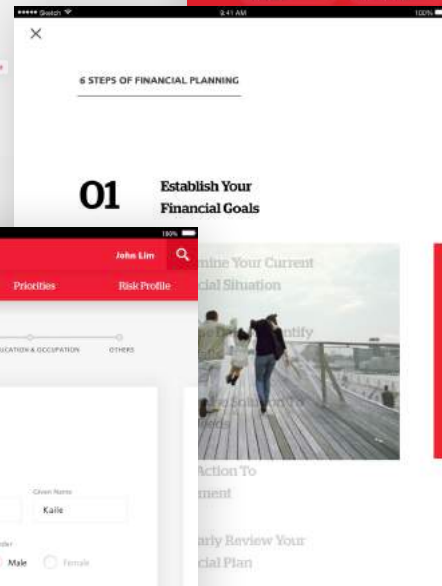
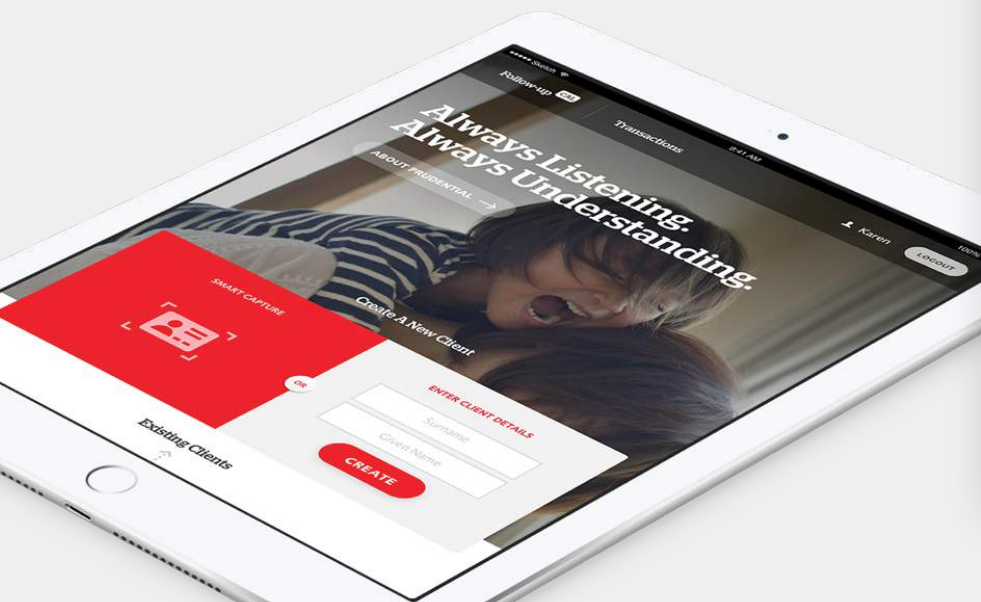
Supervise the junior UX designer to provide an intuitive solution by optimising on existing apps. Elevating the brand by designing an immersive and dynamic experience that visually supports agents in their conversation.



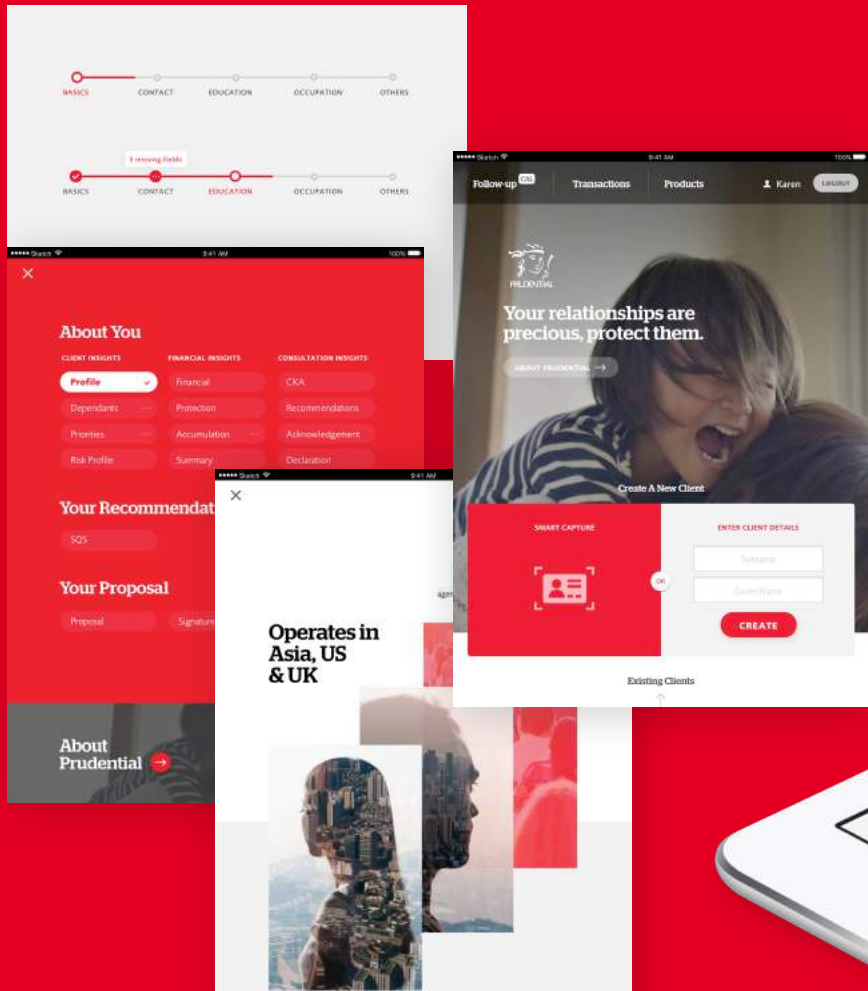


## A PICTURE IS WORTH A THOUSAND WORDS

With an extremely transactional nature, the main purpose of Prudential's companion application is to collect information. We started off with a framework that did just this – and with much more. CM infused the overall experience with a brand layer that made Prudential part of the conversation -and thus- the consideration.

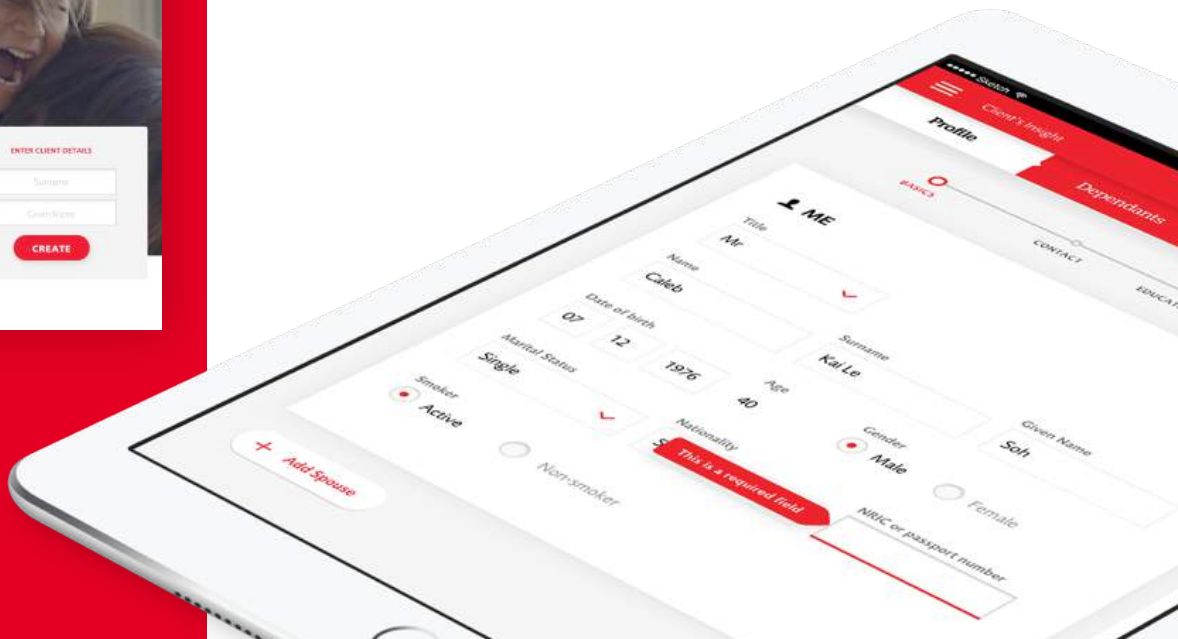


Our Products



## DELIGHTFUL INTERACTION

Across the entire experience, we used best practice interaction and UX design to provide an interface experience that was never overwhelming, with all relevant content only a single touch away. With clearly delineated structure and status indicators, users always knew what was happening and what was outstanding.



A hand holding a credit card over a laptop keyboard, with a spiral notebook in the foreground.

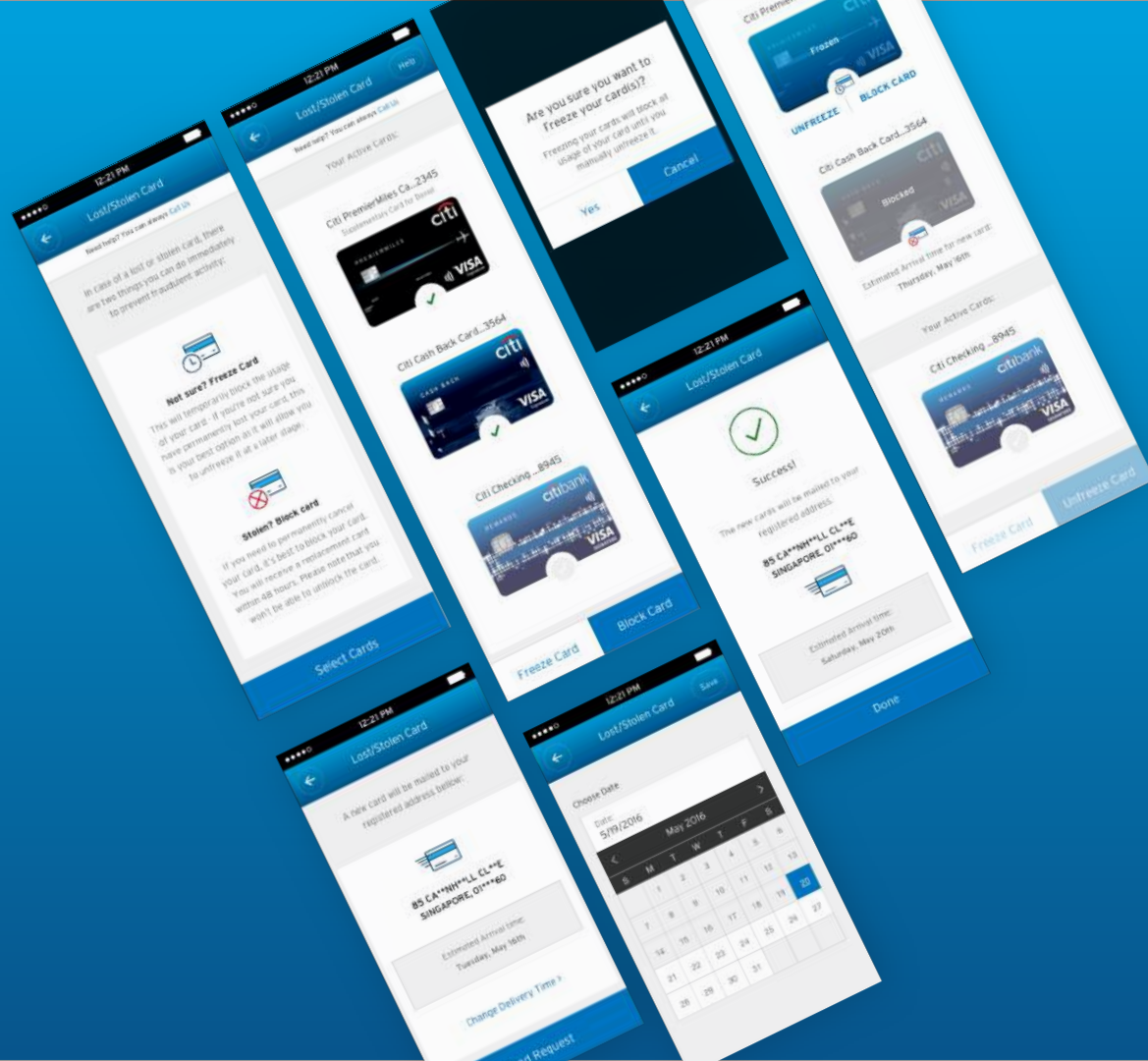
# CITI

## — About

As part of our ongoing global partnership with Citibank, CM Singapore worked together on a multitude of features, functionalities and business challenges across the South-East Asian region.

## — My Role

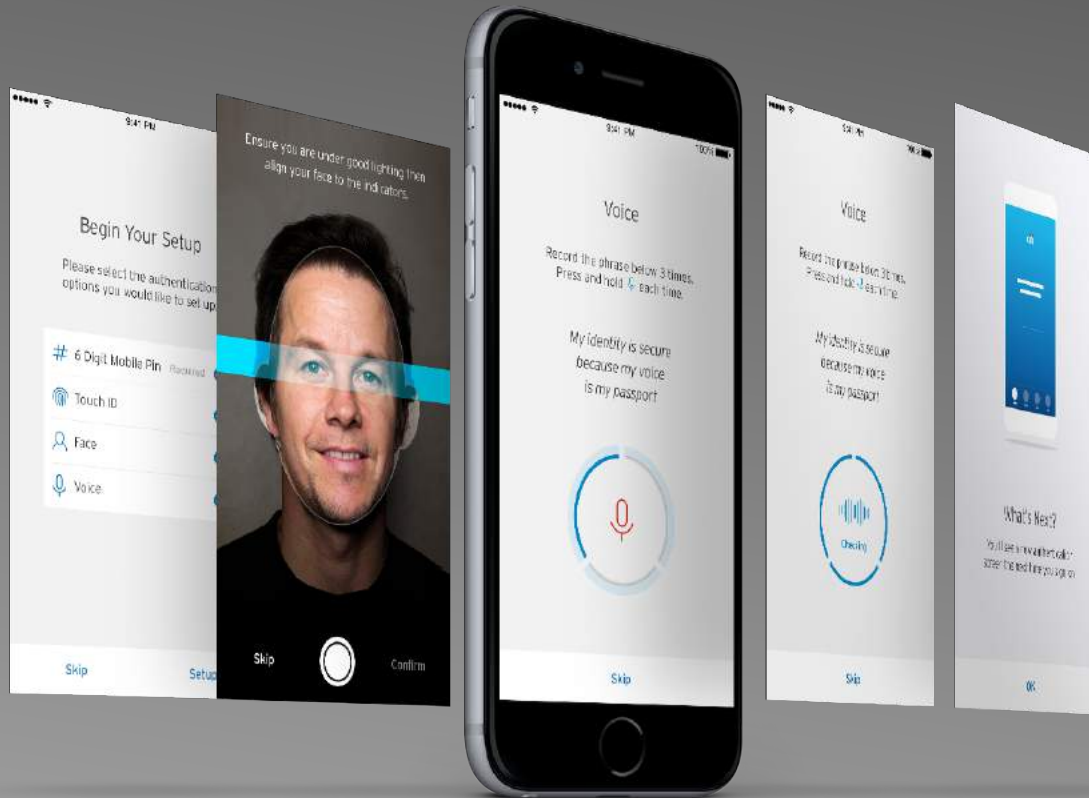
Overseeing the day to day works of junior UX designers, to meet the business requirements, while ensuring consistency and aesthetic quality, and optimising the creative and collaborative process.



## BLOCK/ FREEZE CARD

Offering an intuitive interface to block and reissue any lost and stolen cards, we worked together with the Citi business team to translate complicated business rules into an experience that is extremely easy to follow. Ultimately translating an inherently stressful situation into something that you no longer have to worry about.





## TRUSTED IDENTITY

Designing a comprehensive user interface that allows users to log in by using biometric authentication, including fingerprint, voice, and facial recognition.

# THANK YOU!

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