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PORTFOLION

Shay Tay | UI / UX Designer

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Hi,

I'm

Shay Tay

I am a novice designer from Malaysia. Majoring in **UI/UX and Graphics**. I have a strong conception and imagination of the integrated experience of products and services, and am very good at doing any project with other people and enjoy talking to clients. Also have experience in taking on brand designs.

Education

2011 - 2017

Secondary Schools

Fine Arts

2020 - 2022

SUS Academy

Online Media

Experience

Freelance

Promoter

Assistant

Administrators

01



Online Media

02



Advertisement

03



Brand
Communication

04



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01



Online Media

Online Media | Awagyu



SCROLL



AWAGYU
阿波和牛専門店

Rebrand Website

Awagyu is a Japanese restaurant specialising in Japanese Wagyu beef and serving meals. I used the main colours and information from the Awagyu page to create a new layout. It makes the original page much easier to understand.

Original Website



Home



Contact



Menu

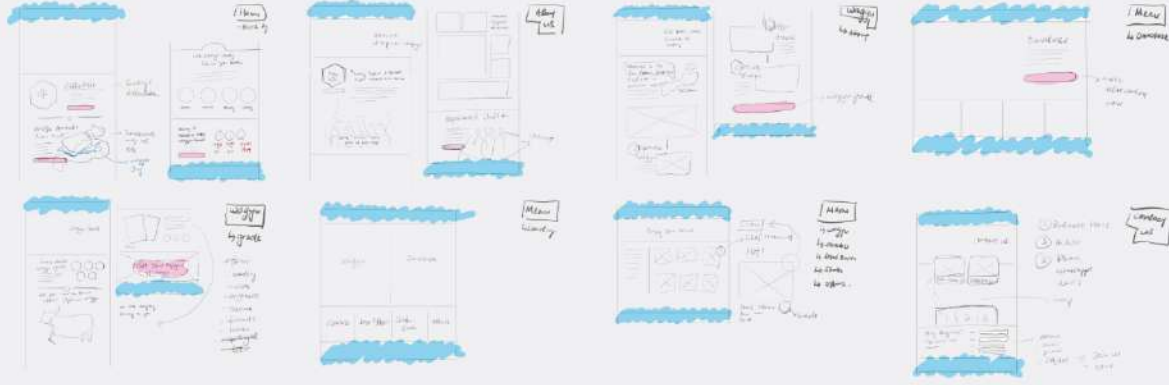


About



Omakase

WireFrame



Design Scale

Instead of the white and yellow of the original page, I have used a pure black background. It makes the whole more advanced and uniform.

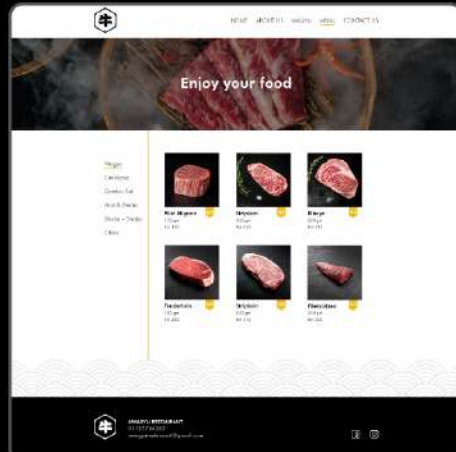
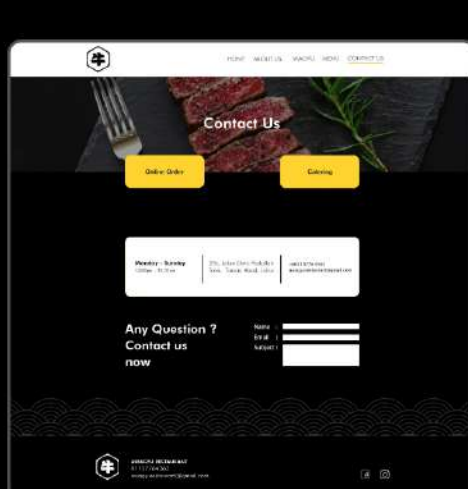
The overall typography has also been adjusted to give the whole page a more neat and spacious feel.

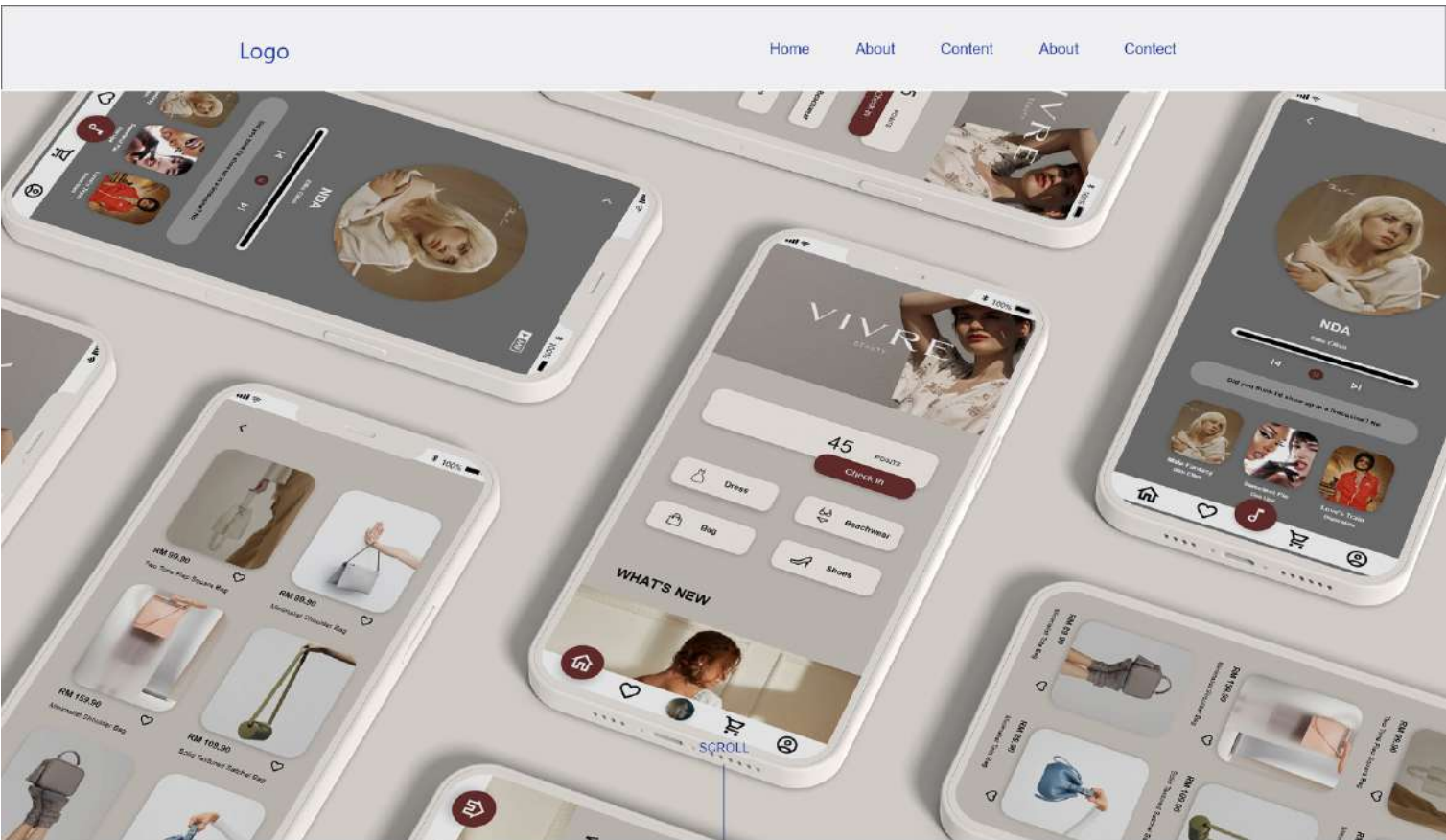
Added images to make it more appetising

Added Japanese floral pattern for a more Japanese flavour.



Other Pages





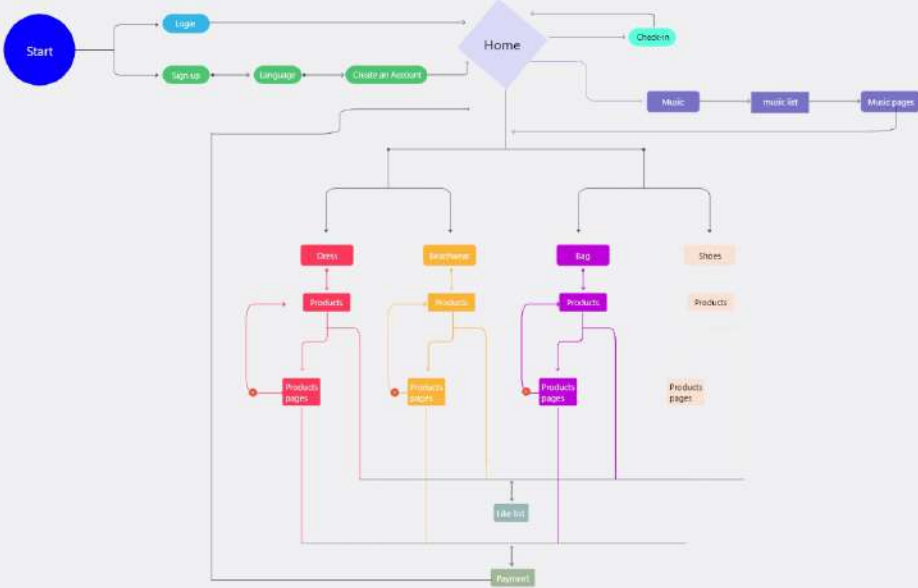
I - Dotter

UI / UX

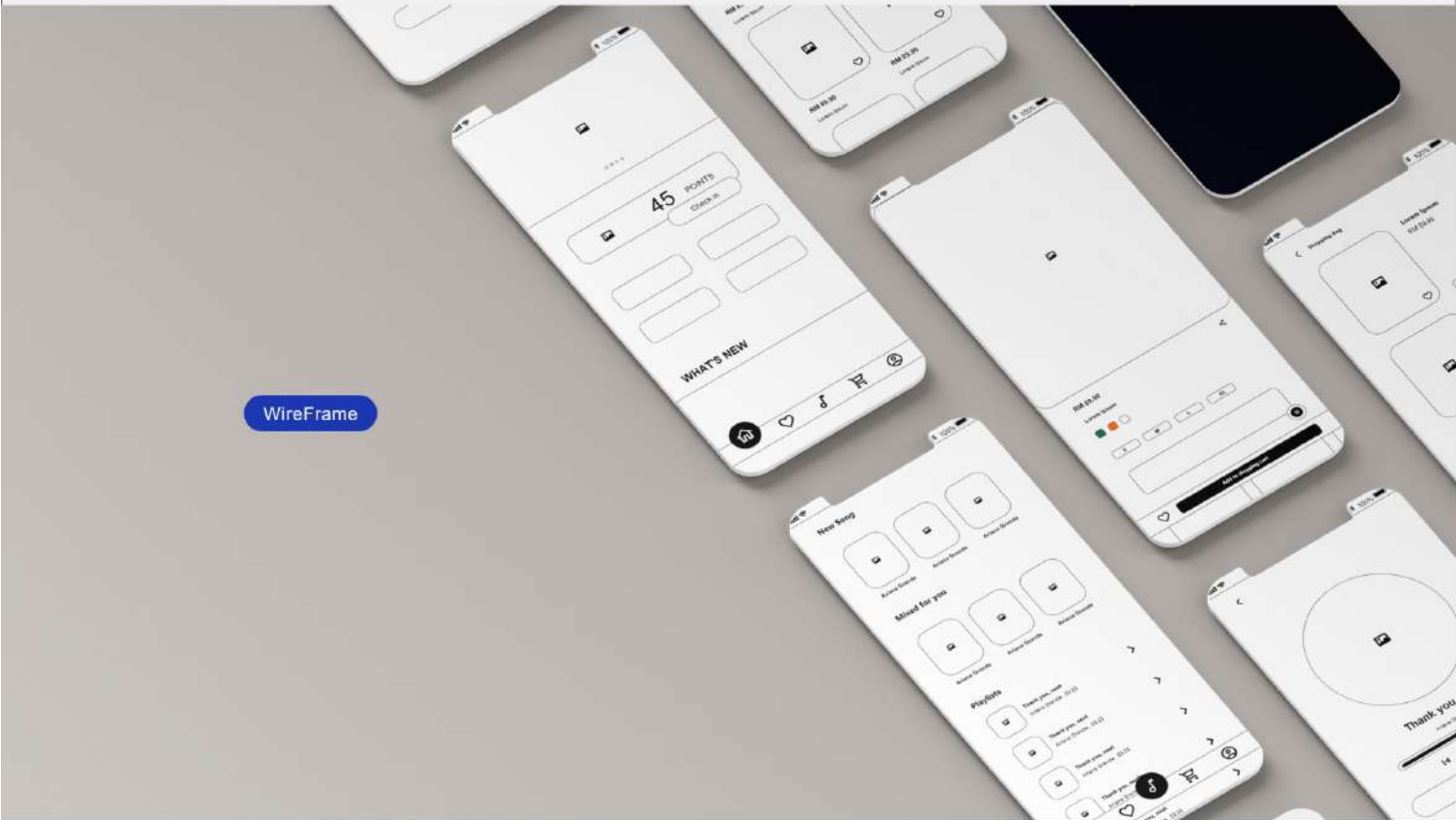
APPS

I-dotter is a shopping platform for women. Featuring the latest in clothing, decor and more. To make shopping more enjoyable, there is also a separate music platform. There is no need to use a third party to listen to music. You can listen to music while you shop.

User Flow



WireFrame



Design



02

Ad

Advertisement



FB

FENTY BEAUTY
BY RIHANNA



" Beauty Of All "

Beauty should not be defined.
All people, regardless of race, colour or gender, have the right to pursue
what is beautiful.

Slogan

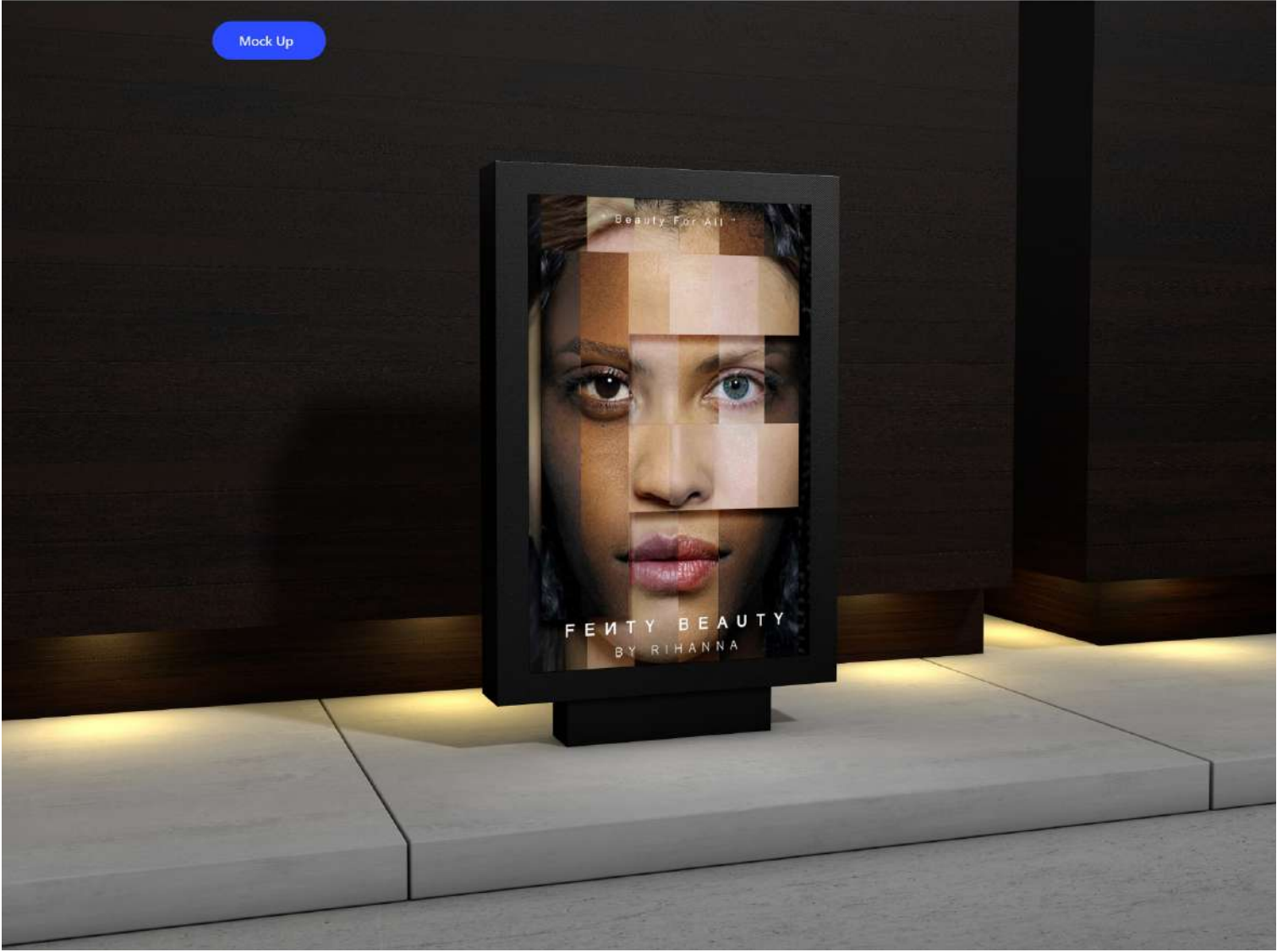
About
Design Idea

A combination of faces using different skin colour
to form a single face.
Describe how everyone is the same.

Design



Mock Up





The British Museum

SCROLL

PLAY WITH ART

By co-branding with the British Museum.
The campaign was launched with a new slogan: 'Play With Art'.
A way to imagine a more interesting, playful and free world for children.
It is also an activity to learn about cultural history while playing.

Slogan

About Design Idea

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor

Design



Mock Up



03



Brand Communication



The logo design of Shili Lu is inspired by house signs and road signs.
Adding elements of Chinese style and minimalism for an antique floral tea shop

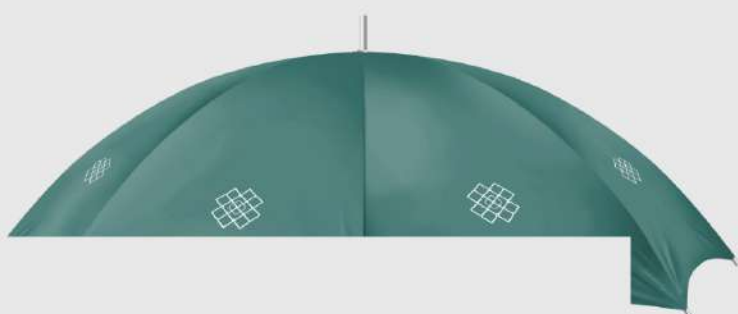
Idea

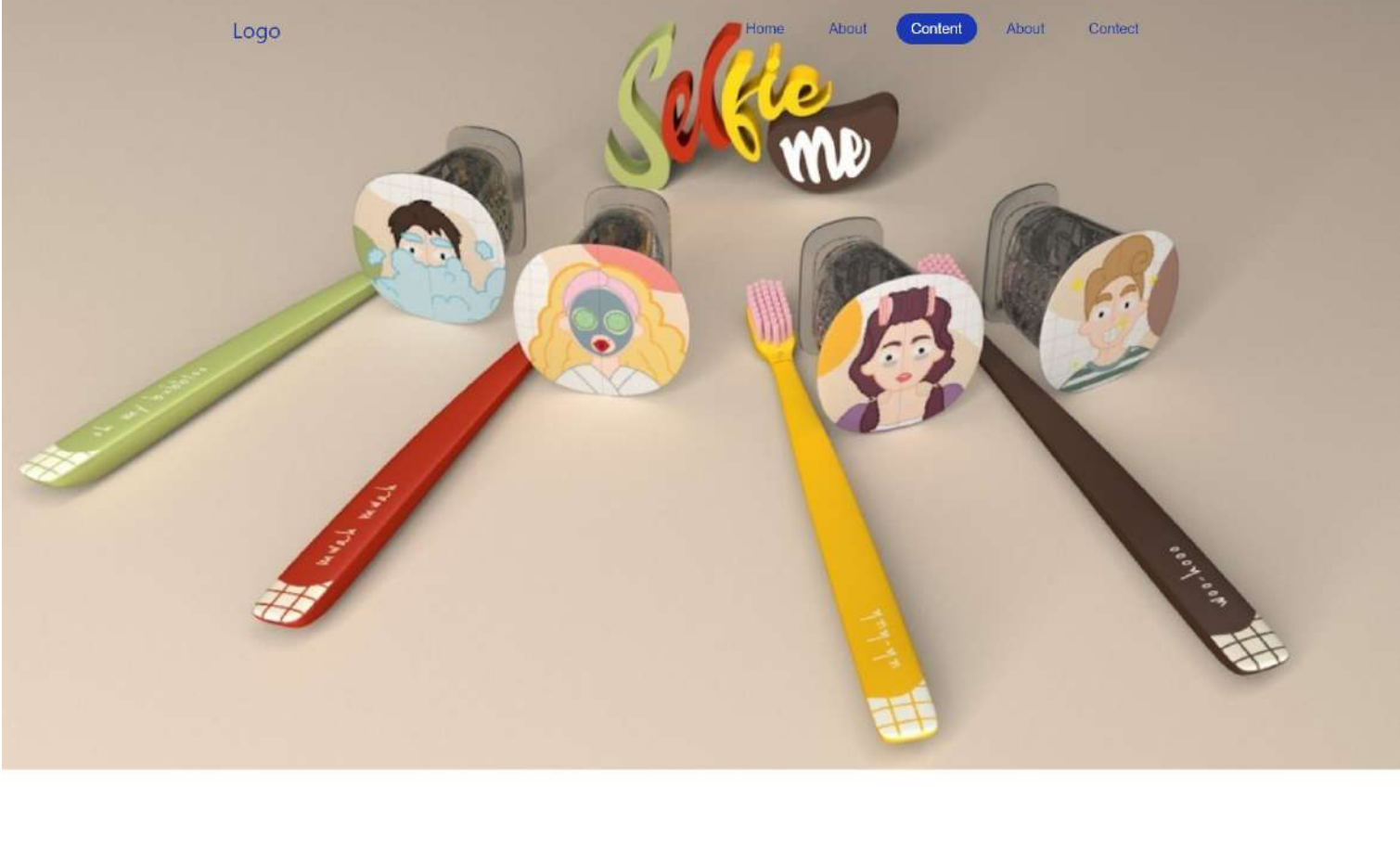


Adam

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Mock Up





Role
Graphic Designer

Team
3 persons

About Design Idea

Inspired by the combination of millennial and gen-z. For example, millennial is more family oriented, with families having their own caps with their own names or designs on them. And the gen-z is more minimalist. So we have taken an exaggerated style of illustration to make a new consent from people. And the theme is the bathroom collection.

Design

About Toothbrush Design

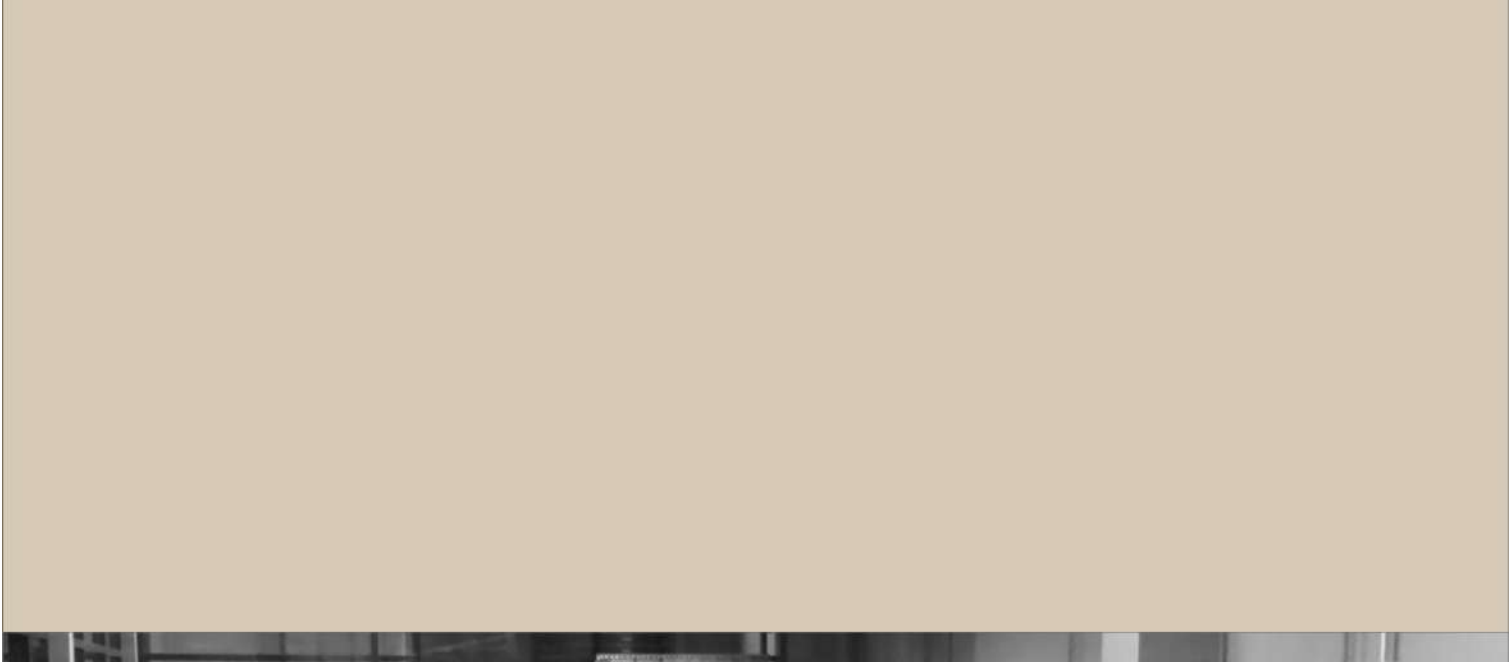
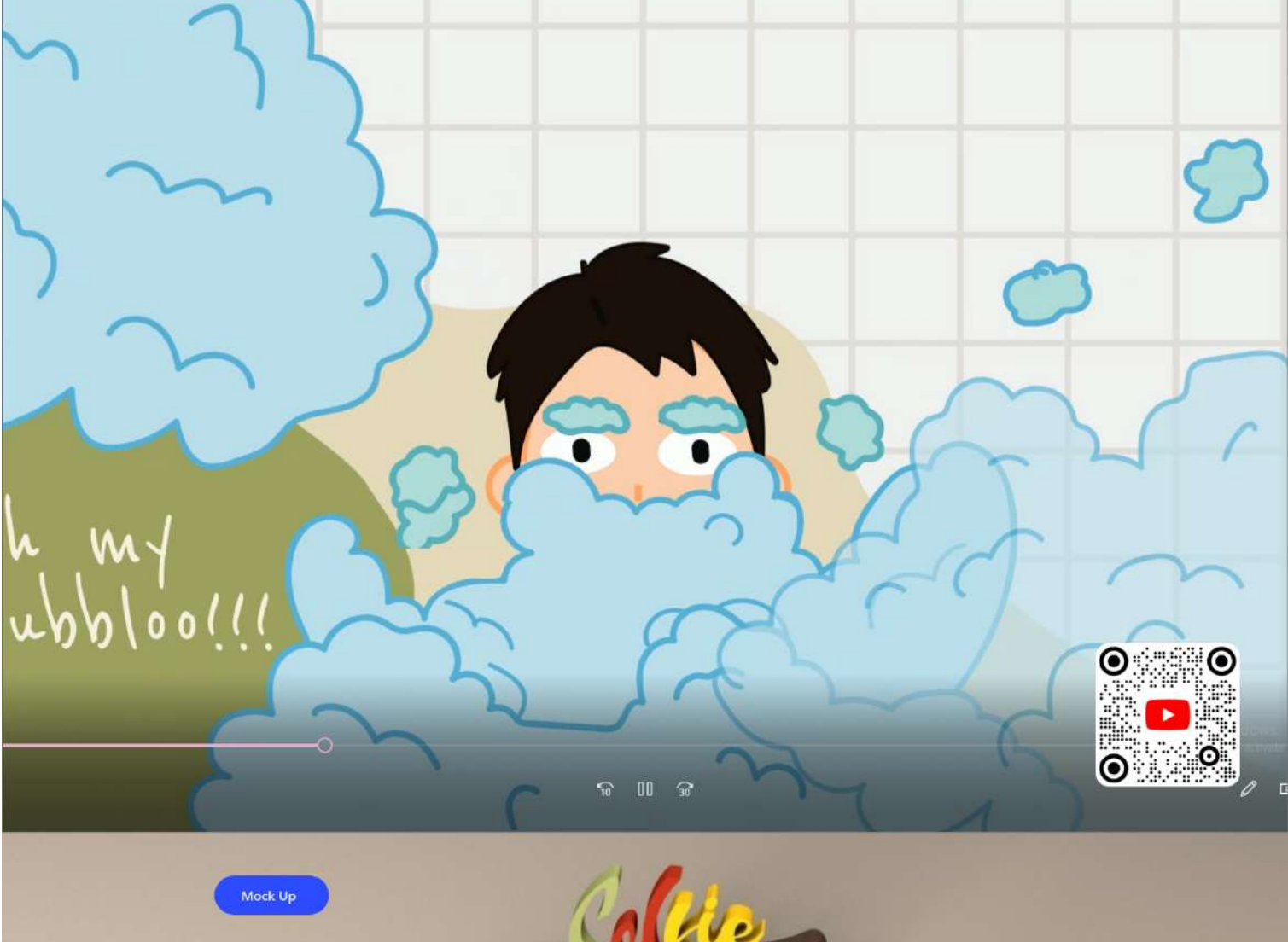
We used the slang approach of the illustrated characters to design the toothbrush. Adding a more cheerful element to a static design.

PSAI

About Logo Design

Inspired by the combination of millennial and gen-z. For example, millennial is more family oriented, with families having their own caps with their own names or designs on them. And the gen-z is more minimalist. So we have taken an exaggerated style of illustration to make a new consent from people. And the theme is the bathroom collection.

Design



04



Other

04



Other

3D Modeling

About Design

Inspired by the combination of millennial and gen-z. For example, millennial is more family oriented, with families having their own cups with their own names or designs on them. And the gen-z is more minimalist.

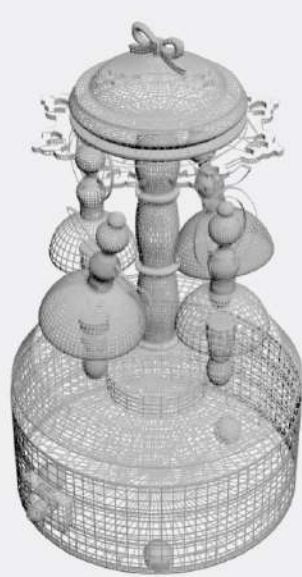
So we have taken an exaggerated style of illustration to make a new consent from people.

And the theme is the bathroom collection.

3D Max



Wireframe



3D Modeling

About Design

Modeled after an anime character I had previously drawn. She is a summoned summoner who sets out on an adventure to save the Goblin Kingdom.

3D Max

Character sketch



Wireframe



Animation

About Design

Using Da Vinci's famous painting as an animation, the animate photo is used to add a more joyful element to an otherwise motionless photo.

Ae

Ps



Logo

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Hi,

I'm

There

If you are interested in my work, you can contact me.

[Contact](#)

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MY +60 167256821

[Email](#)

shaydesignerui@gmail.com

[instagram](#)

shay_UIdesigner