

Katie Cai

— *SENIOR DESIGNER*

G'day. I'm Katie – an Australian product designer currently living and working in Tokyo.



kt.

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My journey as a designer started as a young child, when I received my first Wacom tablet and a questionably obtained copy of Photoshop 6.

— and since then, I've never looked back.

Over the past 8 years, I've had the pleasure to work with agencies, brands, and startups big and small across Australia, the USA, and Japan.

I've also had my own design business where I focused on a selected freelance client base, mainly consisting of NPOs and tech startups.

Here is a small selection of my work, I hope you enjoy it.

SOME OF MY PAST CLIENTS INCLUDE:



To comply with my NDAs, I have omitted and obfuscated confidential information throughout this portfolio. All information in this document is my own and does not necessarily reflect the views of the companies.

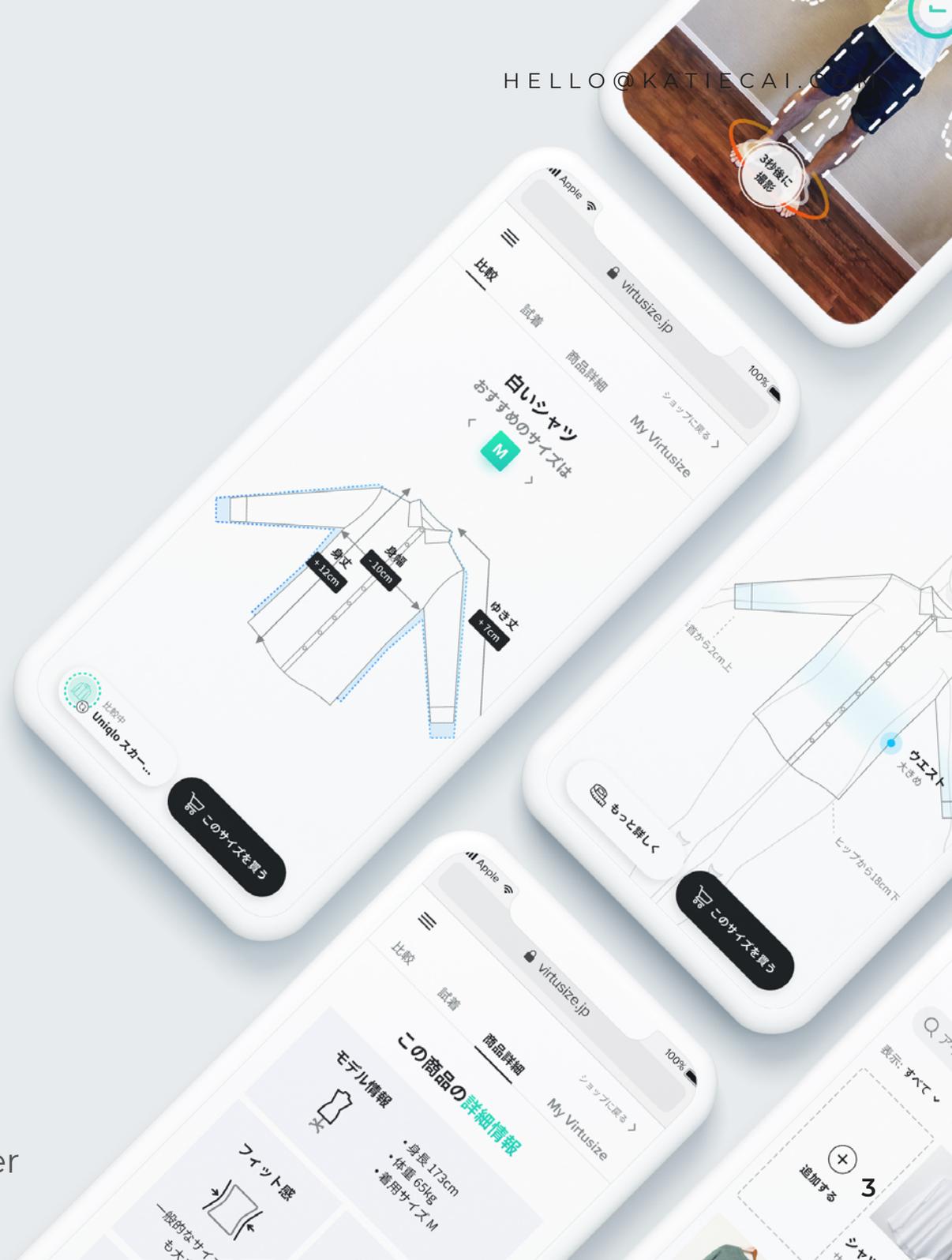
ONLINE SHOPPING MADE EASY

Virtusize is an award-winning fashion tech startup focused on taking the guesswork out of sizing on E-com.

To date, we've partnered with 100+ leading global fashion retailers and used by over 30 million users.

CLIENT
Virtusize

ROLE
Senior product designer



OVERVIEW

I joined the team at Virtusize in October 2019, during the midst of a 7-year product revamp.

This was a very exciting time, as we had the opportunity to revisit, reimagine, and improve the existing software. I also had the chance to design in 日本語 and for a Japanese audience.

My role



TEAM

I worked alongside the product team and key stakeholders including the CEO. I also provided guidance and mentorship to design interns.



STRATEGY

I helped identify and drive decision making and ideate opportunities for new features and future business goals.



USER RESEARCH

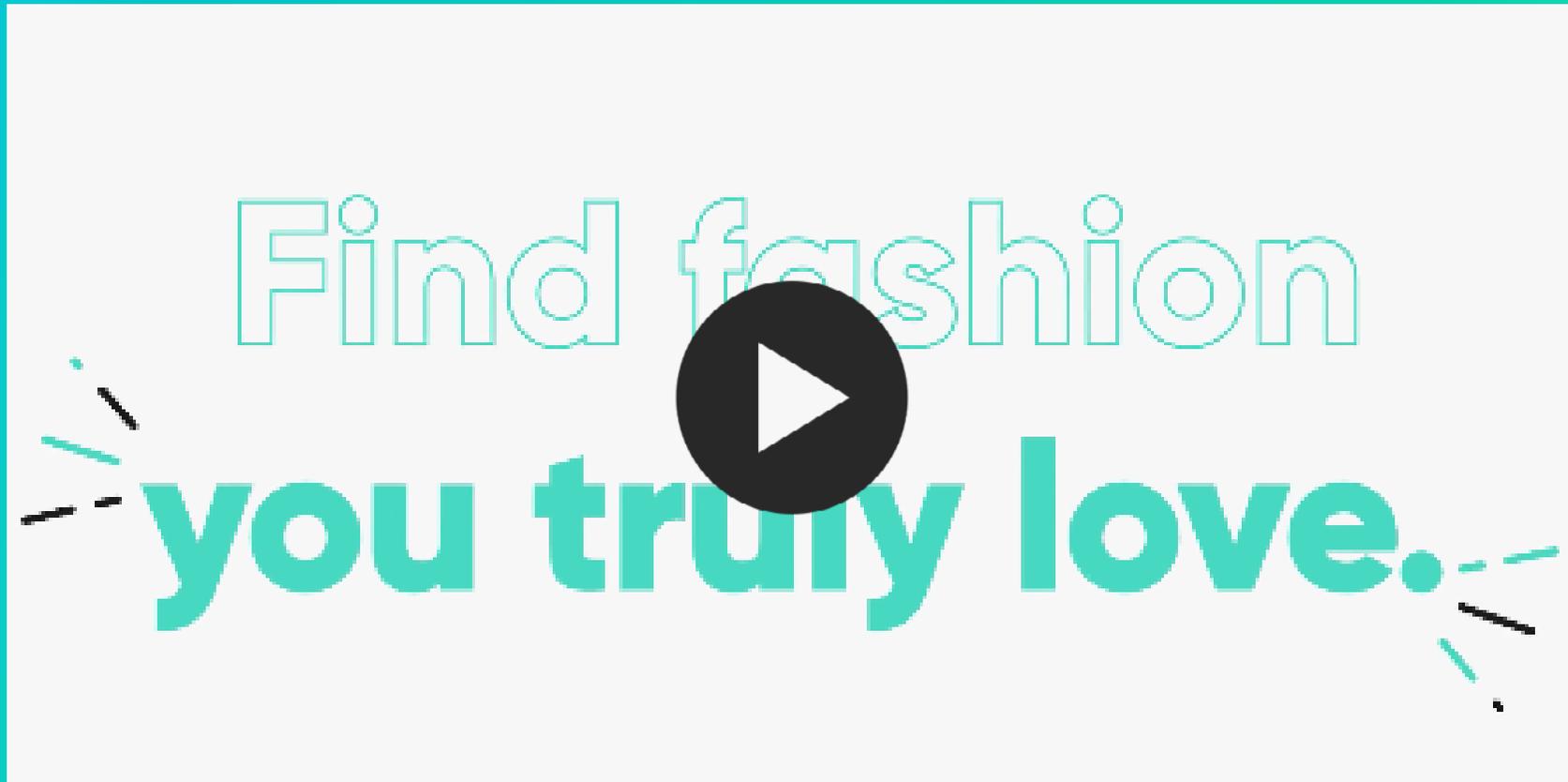
I lead and organized user testing sessions to uncover user needs, test concepts and validate hypotheses. I also built interactive high-fidelity prototypes to help better realize ideas.



DESIGN

I designed and contributed to redefining the core new user flow, experience and overall look and feel. I also led a few projects for new features throughout the lifecycle of the product.

Click to watch the main product in a nutshell

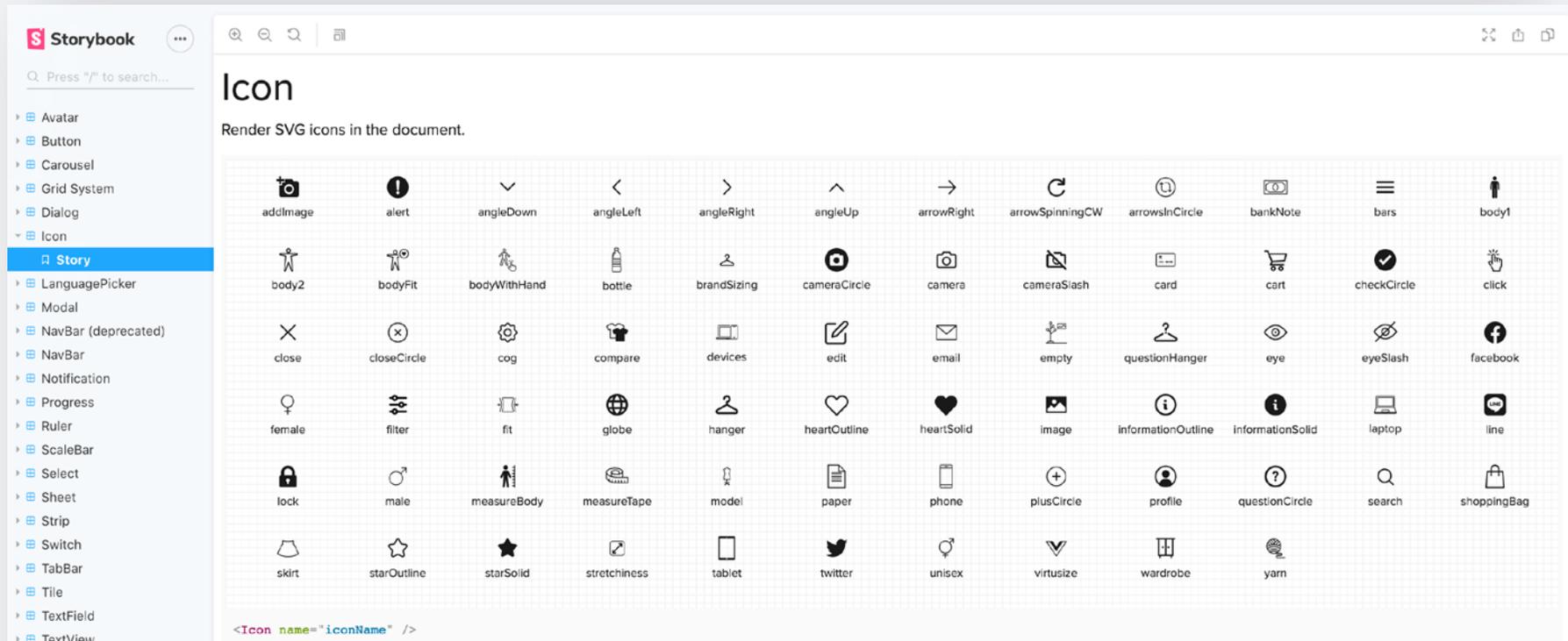


SETTING UP FOR SUCCESS

Defining “the new look”

For the product renewal, we redesigned and created a new branding based on market analysis, prior UX research and client feedback. We adopted a lean branding mentality that allowed us to move faster and be adaptable to changing business needs.

This new design system is flexible, scaleable, and can be easily integrated with any client types - brands or department stores. It can also toggle seamlessly between languages without breaking the visual components. (Virtusize currently supports English, Japanese and Korean).



TEST, ITERATE, RELEASE AND REPEAT

Listening to the users and fashion retailers

Most of the product development of Virtusize was done using an agile approach. We also made adjustments based on learnings from quantitative and qualitative research (data analysis, user testing, lean experiments, and more).

This allowed us to build better user archetypes and identify emerging behaviors, opportunities and help prioritize new features vs quick wins. (Example on the right: Screens from “Body adjustment” user testing sessions)

TO DATE I HAVE

- Organised 4 major user testing sessions
- Created over 10 high-fidelity testing prototypes
- Reviewed and synthed data from over 35 interviewees



PROJECT EXAMPLE

How might we allow users to easily edit and organize their items?

To assist users in finding their right size, Virtusize allows shoppers to compare items of interest with garments they already own. This data also carries over to any online platforms that support the product.

In the previous version, this function was hidden behind a button and often overlooked. We saw this as an opportunity to bring it out into the forefront and “My Wardrobe” was born. With “My Wardrobe”, users can easily add, organize, and edit any items — like they would in real life.



By introducing clearer visibility, this feature also paves the way for style and coordination, which would more likely result in increased add-on item purchases and sale conversions.

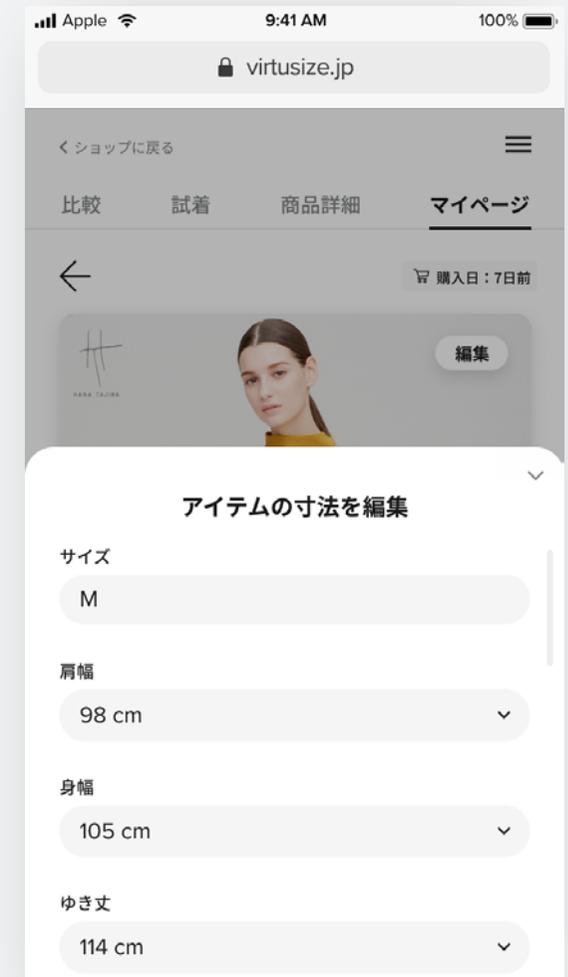
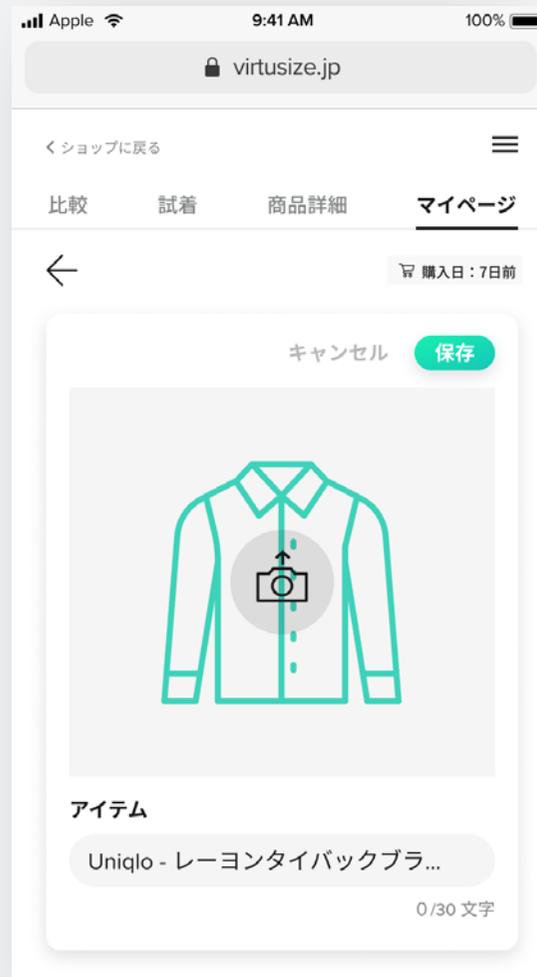
THE OUTCOME

▲ **+2 million (+40%)**

New active wardrobe creations compared to 2019

▲ **+190%**

Conversion rate



thankyou™

NPOS & BUSINESS TRANSPARENCY

Thankyou is a social enterprise that aims to end global poverty by committing 100% of product sales profits to help people in need.

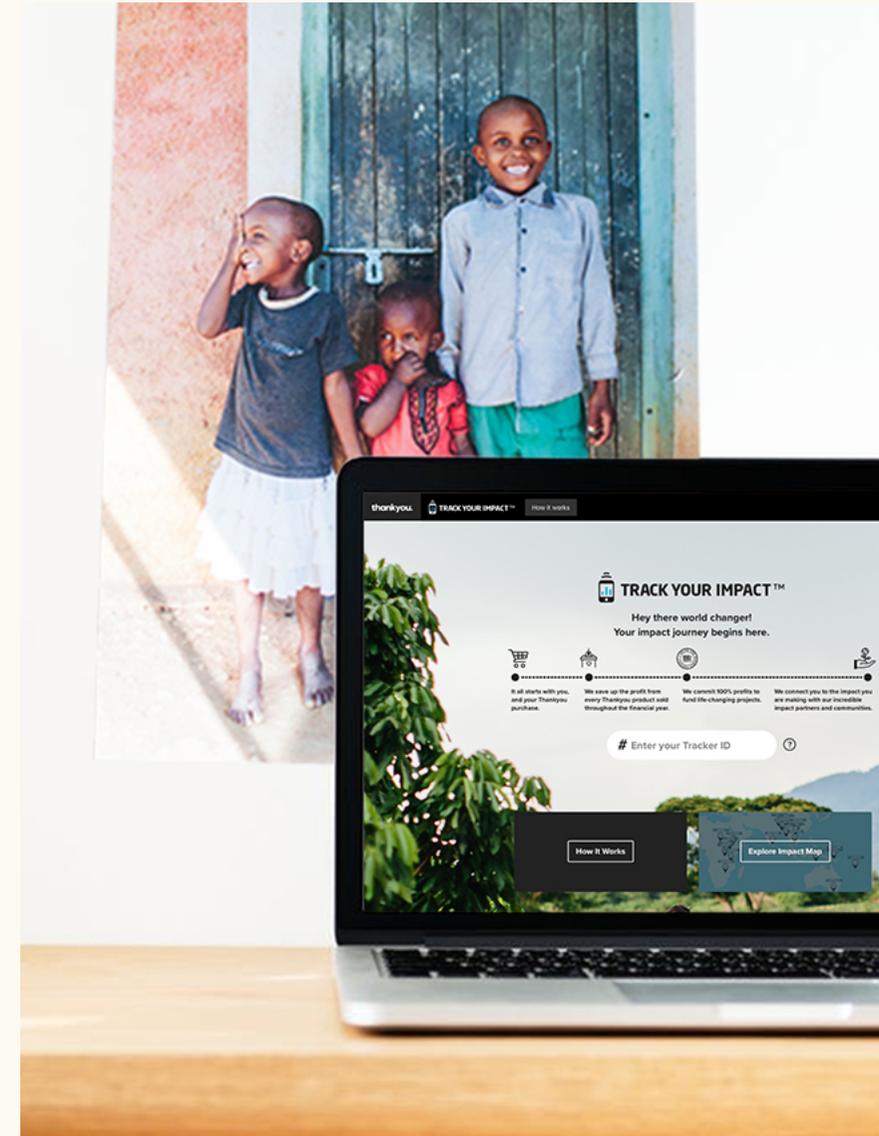
As a promise of transparency between the business and consumers, Thankyou developed a web app, “Track Your Impact”, that allows consumers to follow and see exactly where their funds are going towards.

CLIENT

Thankyou

ROLE

UX/UI design consultant



Thankyou

NPOs & business transparency

HELLO@KATIECAI.COM

OVERVIEW

UI · UX · STRATEGY

To ensure better long term impact, Thankyou adopted a new business model where funds are saved up and distributed in larger amounts, rather than small segments.

However, for consumers, this meant that they may have to wait for up to 17 months to receive an update.

I joined the Thankyou team to help come up with a redesign that not only communicated these changes but also aimed to maintain user retention and trust.

My role



TEAM

I worked with the Digital & UX manager, marketing and Impact team to reimagine and design a new “Track Your Impact” app experience.



USER
RESEARCH

I assisted user testing sessions to better understand user behaviors and their perception of what Thankyou was trying to achieve.



DESIGN

I created designs, IA suggestions, and content strategies to help communicate the new business model in a way that was easy to understand.

I also designed and created prototypes to help key stakeholders realize ideas and drive decision making.

Thankyou

NPOs and business transparency

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IDENTIFYING NEW OPPORTUNITIES

How might we best communicate information & updates to our users?

One of the main challenges we identified was content IA.

Since the funding process was relatively complicated, there was a lot of information to communicate.

Therefore, we adopted a user-first approach and broke everything down to create a step by step guided experience.

Some of the design strategies considered included timed triggered help guides, UI and visual aids (such as progress bars, highlighted and greyed out cards), and elements of gamification.

Multiple rounds of prototyping and iterations were done to ensure careful consideration of tone of voice, a smooth user flow, and information categorization. We also devised EDM updates strategy to help further create investment value.

The app was broken down into 4 main steps:

- Step 1** - Start the journey with a Tracker ID
- Step 2** - Explore with the help of guides and visual indicators
- Step 3** - Learn about the people that we empower
- Step 4** - Keep track of every step along the way

Thankyou

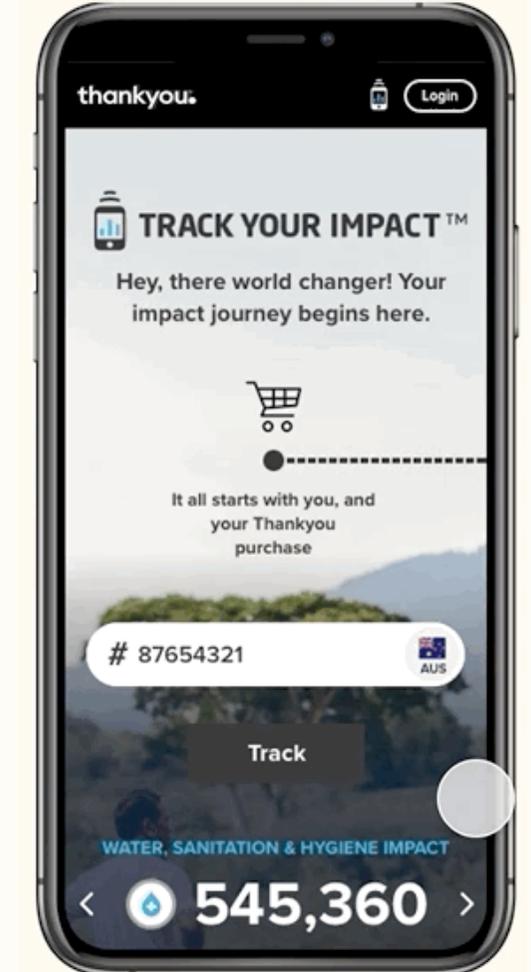
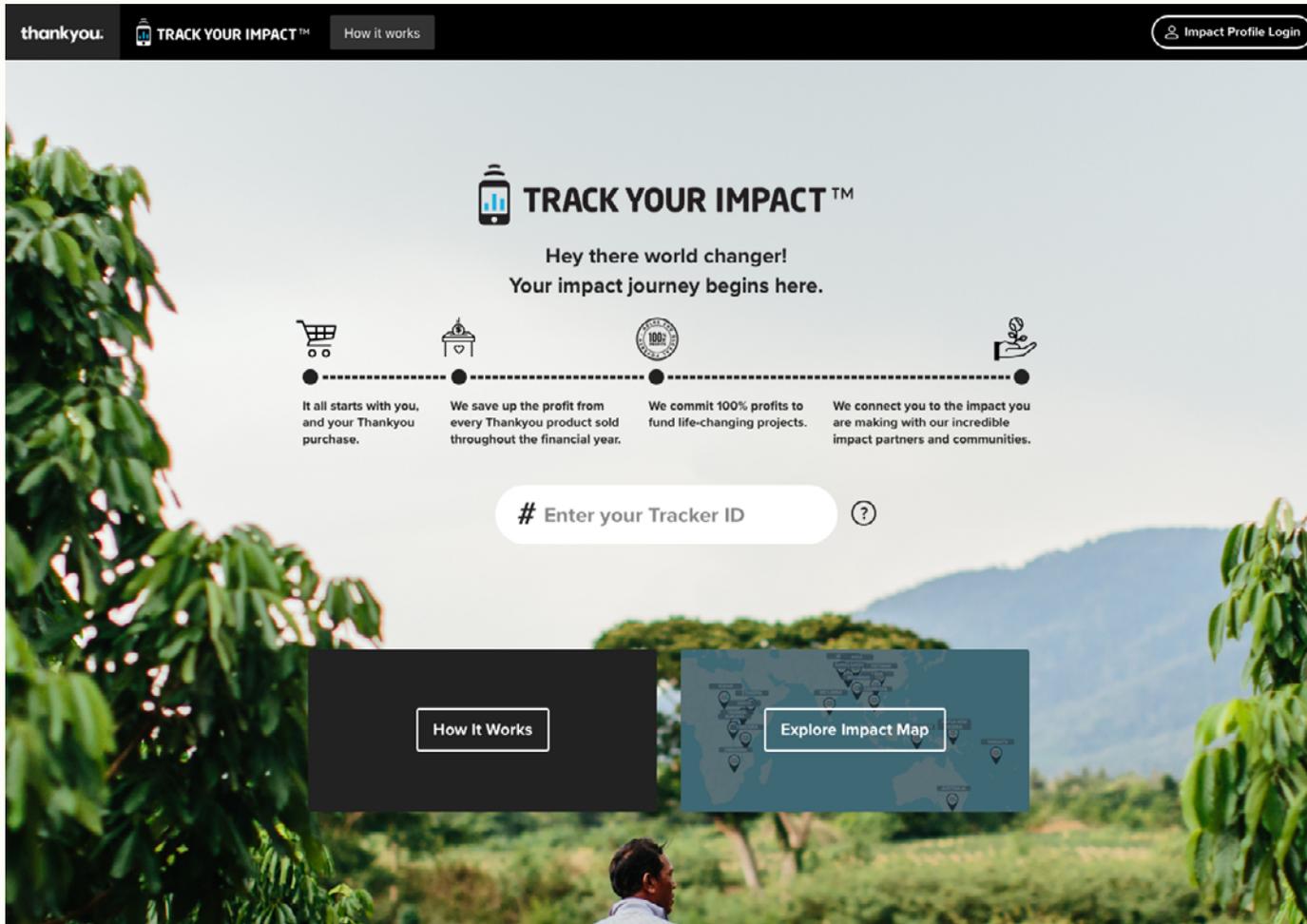
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ENTRY POINT AND USER ONBOARDING

Step 1: Start the journey with a Tracker ID

UI · UX · STRATEGY



Thankyou

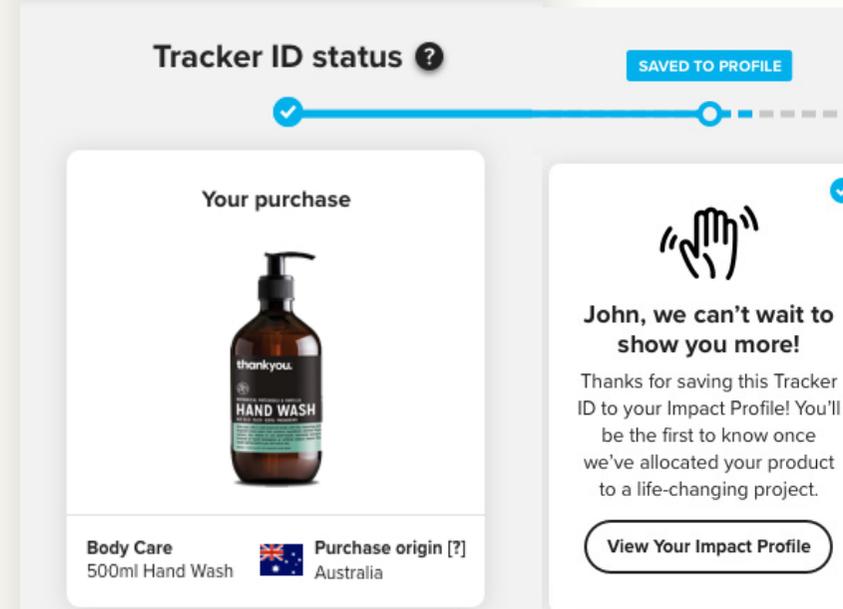
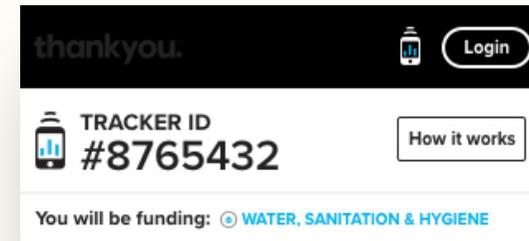
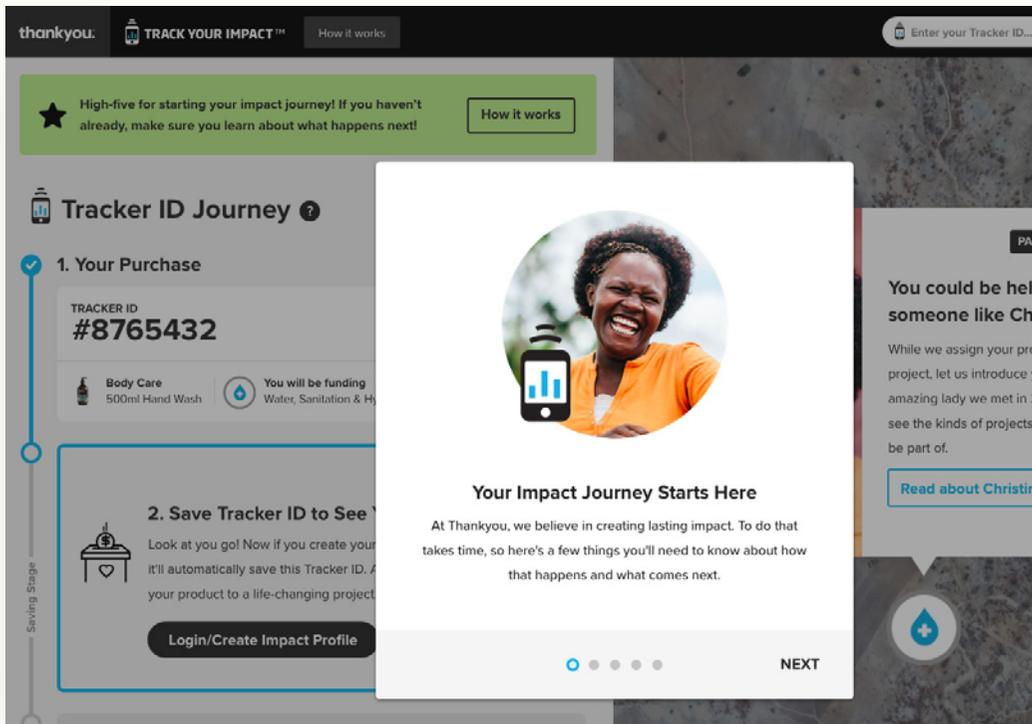
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CLEAR AND EASY TO UNDERSTAND INFORMATION

Step 2: Explore with the help of guides and visual indicators

UI · UX · STRATEGY



SHOWCASING REAL PHOTOGRAPHY AND STORIES

Step 3: Learn about the people that we empower

UI · UX · STRATEGY

thankyou. TRACK YOUR IMPACT™ How it works Enter your Tracker ID → Impact Profile Login

Tracker ID Journey ?

1. Your Purchase

TRACKER ID #8765432 TRACKED

Body Care 500ml Hand Wash You will be funding Water, Sanitation & Hygiene Purchase origin (?) Australia

2. Save Tracker ID to See Your Future Impact NEXT STEP

Look at you go! Now if you create your own impact profile (or log in), it'll automatically save this Tracker ID. And as soon as we've assigned your product to a life-changing project, we can let you know.

Login/Create Impact Profile

3. We Connect You to Your Impact NOV 2019

We'll show you all the details of the impact this purchase has made. It can take us up to 17 months (tops) to get to this, while we save all profits during the year, and work to find life-changing projects to fund.

PAST IMPACT STORY

You could be helping someone like Christine

While we assign your product with a project, let us introduce you to one amazing lady we met in 2015 so you can see the kinds of projects you're going to be part of.

Read about Christine from Kenya

Thankyou

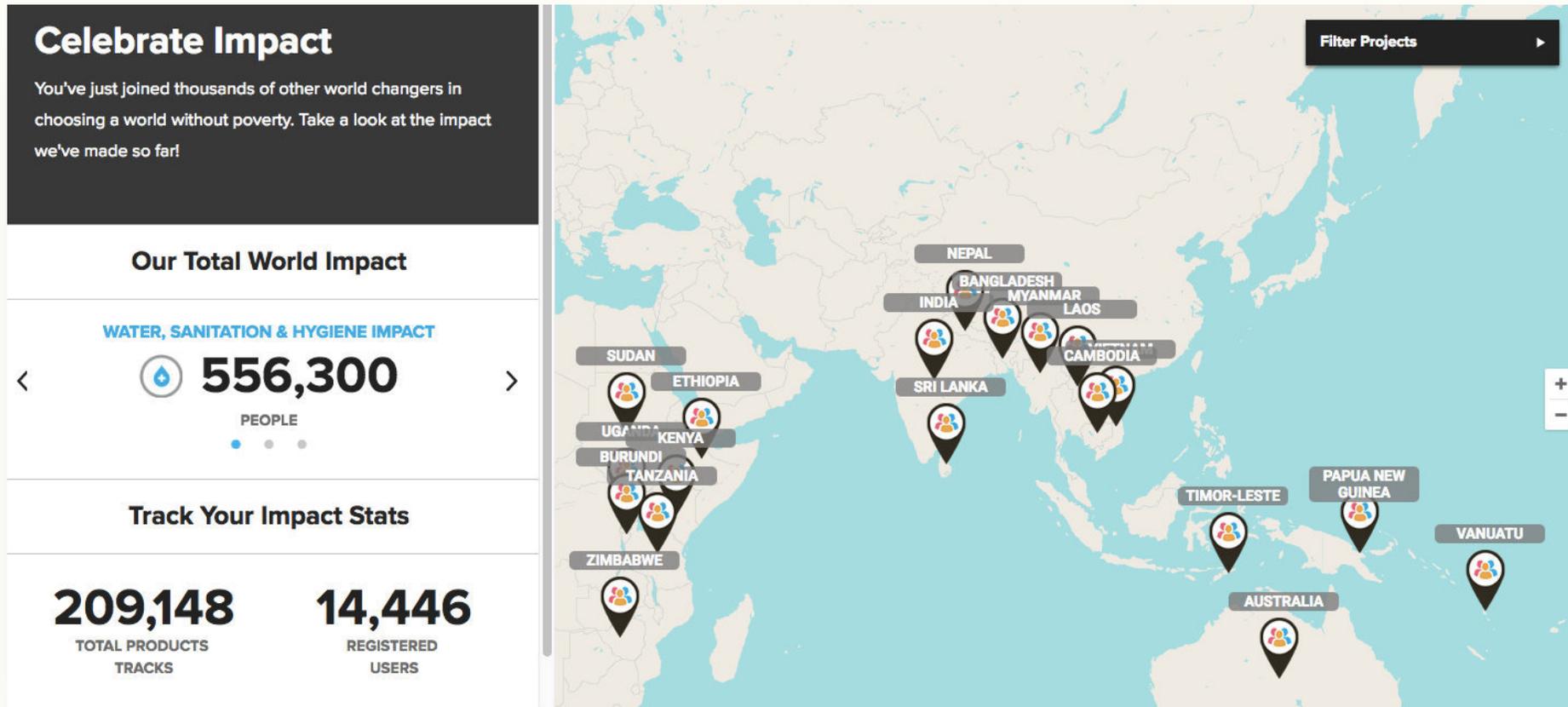
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SHOWCASING REAL PHOTOGRAPHY AND STORIES

Step 3: Learn about the people that we empower

UI · UX · STRATEGY



USER PROGRESS DASHBOARD

Step 4: Keep track of every step along the way

UI · UX · STRATEGY

The dashboard features a dark header with the 'thankyou.' logo, a 'TRACK YOUR IMPACT™' button, and a user profile for 'Hi Katie!'. The main content area is a white card with a close button (X) in the top right corner. It displays a profile picture of Katie Cai and a summary of her impact: 'You've impacted 4 communities in 3 countries from tracking 4 Thankyou products. Keep going tracker! Click below on the charts to explore your impact over time and explore the individual projects you've helped fund.'

Below the summary, there are four key metrics:

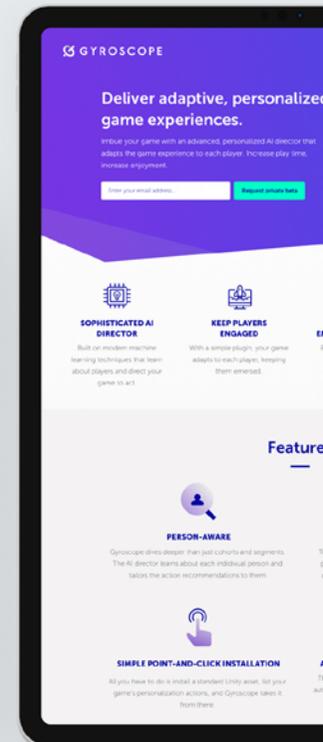
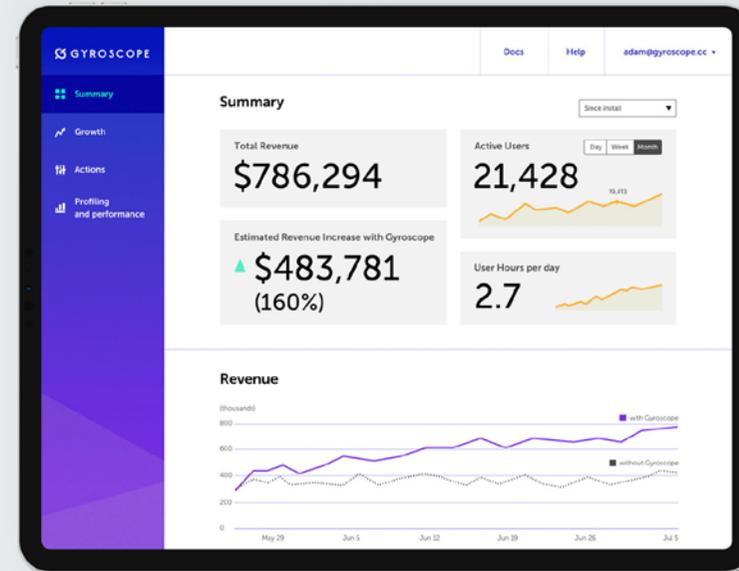
Communities Impacted	Total Countries	Product Types Tracked	Total Tracks
4	3	1	4

The dashboard includes two charts: 'Tracks over time' and 'Communities impacted over time', both showing a step-like increase in impact over time from February 2018 to August 2020. The 'Type of solutions funded' is represented by a donut chart showing 100% for 'Water, Sanitation & Hygiene'.

At the bottom, there is a 'My Impact' section with tabs for 'ASSIGNED TRACKER IDS' and 'UNASSIGNED TRACKER IDS'. Under 'My Assigned Projects', it says 'See the specific impact that your products have been assigned to.' Below this is a table header with columns: Product Tracked, Project Name, Country, Type Of Solution, and Human Impact.

BRANDING AN INVISIBLE PRODUCT

Gyroscope Software is a San Francisco startup focused on helping game developers monetize smarter with the help of machine learning and advanced systems programming.



CLIENT

Gyroscope Software

ROLE

Design consultant

OVERVIEW

UI · UX · STRATEGY

Gyroscope first approached me to help them craft their branding, and initial company resources.

In order to attract attention amongst Silicon Valley's busy startup scene, it was important to create an identity that stood out, was exciting and conveyed trustworthiness.

The other business objective was to attract potential buyers.

My role



TEAM

I worked directly with the two founders to help them realize their vision. I was also the go-to designer for all creative needs, up until the company acquisition 2 years later.



STRATEGY

I helped develop a branding that attracted attention but centered around the business goal (getting acquired).



DESIGN

I crafted a branding and made sure it was cohesive across all touchpoints including:

Logo, style guideline, business cards, presentation templates, graphics & charts, developer dashboard UI and website design.

CAPTURING A MOOD

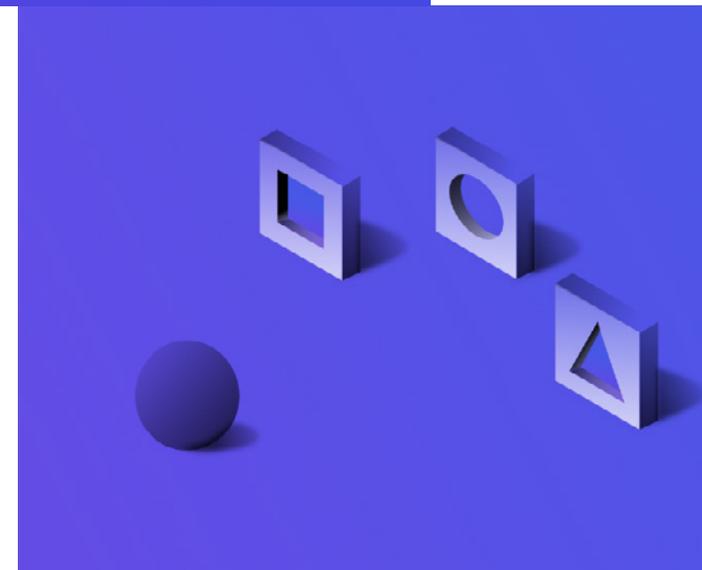
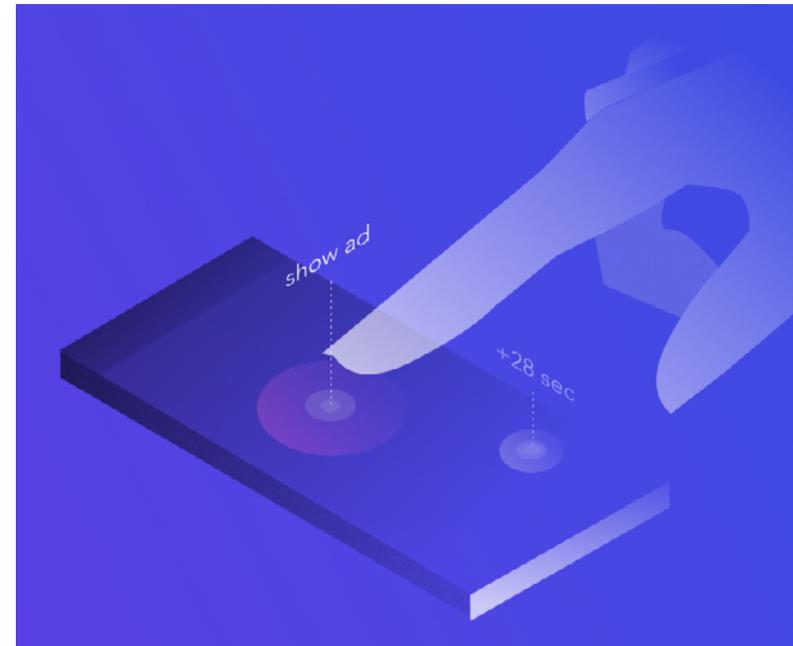
Vibrant, sleek and modern

Gyroscope Software consisted of 3 lines of code. There was no physical or digital vessel — everything ran in the application backgrounds. Since the product was “invisible”, rather than defining it with an object, I took a more abstract approach and focused on creating a mood with basic building blocks of shapes and colors.

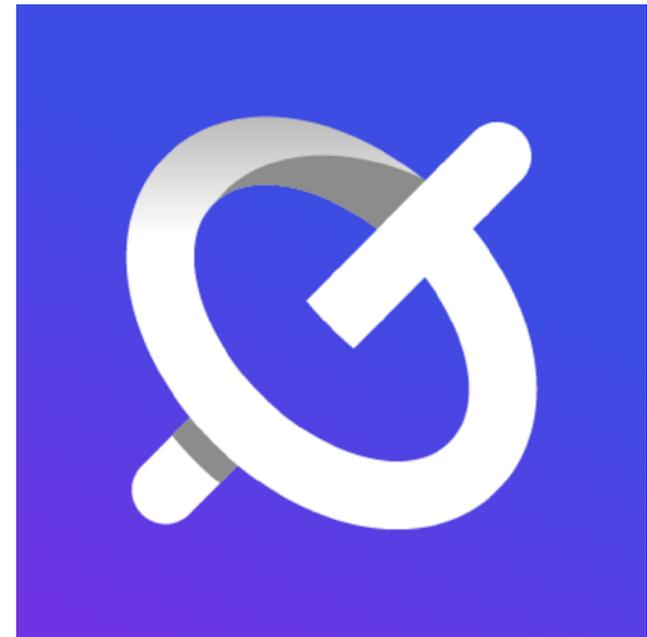
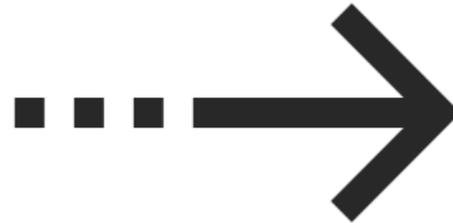
THE OUTCOME

- 2016** - Gyroscope Software founded
- 2017** - Funded by Samsung NEXT
- 2018** - Successfully acquired by BlueVoyant

✓ **Objective achieved!**



Previous logo



Gyroscope Brand Guidelines

TYPOGRAPHY

Museo

H1 - Heading 700 45pt

H2 - Subheader 900 22pt

H3 - Title 500 26pt

Body 100 19pt

Menu 700 20pt

Button 700 16pt

Input 100 16pt

Small text 100 13pt

LOGO



GYROSCOPE



GYROSCOPE

COLOR

 HEX: #0706A2 R:7 G:6 B:160	 HEX: #7B2DE2 R:123 G:45 B:226	 HEX: #4A4A4A R:74 G:74 B:74
 HEX: #3D4CE3 R:61 G:76 B:227	 HEX: #BB4FD4 R:187 G:79 B:212	 HEX: #C6C6C6 R:198 G:198 B:198
 HEX: #A2A4F1 R:162 G:164 B:241	 HEX: #00FFC6 R:0 G:255 B:198	 HEX: #F4F3F3 R:244 G:243 B:243

GRADIENTS

	HEX: #7B2DE2 R:123 G:45 B:226 A:100	HEX: #3D4CE3 R:61 G:76 B:227 A:100
	HEX: #8150D4 R:129 G:80 B:212 A:100	HEX: #8150D4 R:129 G:80 B:212 A:0
	HEX: #BB50D4 R:130 G:80 B:212 A:100	HEX: #BB50D4 R:130 G:80 B:212 A:0
	HEX: #E4E3F5 R:227 G:227 B:245 A:100	HEX: #FFFFFF R:255 G:255 B:255 A:100
	HEX: #E4E3F5 R:235 G:227 B:245 A:100	HEX: #FFFFFF R:255 G:255 B:255 A:100

UI ELEMENTS

Active Hover



ICONS



☰

Deliver adaptive, personalized game experiences.

Imbue your game with an advanced, personalized AI director that adapts the game experience to each player. Increase play time, increase enjoyment.

Enter your email address... [Request private beta](#)

SOPHISTICATED AI DIRECTOR

Built on modern machine learning techniques that learn about players and direct your game to act.

KEEP PLAYERS ENGAGED

With a simple plugin, your game adapts to each player, keeping them immersed.

ENABLE NOVEL, EMERGENT GAMEPLAY

Each player has their own unique experience.

MAXIMIZE MONETIZATION

Personalized game experiences keep players engaged. Engaged players monetize.

Features

PERSON-AWARE

Gyroscope dives deeper than just cohorts and segments. The AI director learns about each individual person and tailors the action recommendations to them.

GENERIC ACTION SYSTEM

Triggers any sort of game action, including ads, in-app purchases, messaging/notifications, random number generators, and in-game events like enemy difficulty calibration or boss encounter frequency.

SIMPLE POINT-AND-CLICK INSTALLATION

All you have to do is install a standard Unity asset, list your game's personalization actions, and Gyroscope takes it from there.

AUTOMATED PASSIVE INSTRUMENTATION

The days of manual event logging are over. Gyroscope automatically collects all event data the AI director needs.

MANAGED EXPERIMENTATION

The hard part about experimentation is not writing the code, its designing the experiment and evaluating the results. As part of the personalization, Gyroscope is executing experiments for you behind the scenes, and acts on what it learns from those experiments.

VALUE DASHBOARD

See how Gyroscope is working and how your KPIs are improving. The dashboard highlights how Gyroscope provably improves your game.

We're offering a free private beta through October.

Since we're in beta, we're still working out final pricing. No matter what it is, we'll give our beta partners a reward. We'd love to hear what you think!

Enter your email address... [Request free beta access](#)

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Summary

Total Revenue: **\$786,294**

Active Users: **21,428** (10,413)

Estimated Revenue Increase with Gyroscope: **\$483,781 (160%)**

User Hours per day: **2.7**

Revenue

(thousands)

Date	with Gyroscope	without Gyroscope
May 29	~400	~300
Jun 5	~500	~350
Jun 12	~600	~400
Jun 19	~700	~450
Jun 26	~750	~450
Jul 5	~800	~450

Let our AI be your...

Leverage Gyroscope to drive... Act on data, automatically...

Enter your email address...

LIFT KPIS

With a simple API, Gyroscope increases your KPIs and optimizes... is important to you.

CREATING AN AR PROTOTYPE IN 6 DAYS

Ignition Immersive is an award-winning Melbourne Virtual & Augmented Reality studio that enables clients to leverage immersive tech for training, branding and entertainment projects.

CLIENT

Ignition Immersive

ROLE

Design innovation consultant



Ignition Immersive

Creating an AR prototype in 6 days

HELLO@KATIECAI.COM

OVERVIEW

UI · UX · STRATEGY

2016 saw the reemergence of XR technologies. During that time, I took the opportunity to research and learn from prominent industry figures in the Bay area.

Back in Melbourne, I met the Ignition Immersive team who specialized in making VR films.

I was invited to come on board to help identify and diversify business offerings for the studio.

My role



TEAM

I collaborated closely with the entire Ignition Immersive team and provided design and art direction support across all projects.



STRATEGY

I worked closely with the founder/creative director to ideate new business offerings based on the studio's resources and skills at hand.



DESIGN

I lead and managed a cross functional team of engineers, 3D modellers, animators, VFX and sound technicians to create the studio's first AR prototype.

Ignition Immersive

Creating an AR prototype in 6 days

HELLO@KATIECAI.COM

UI · UX · STRATEGY

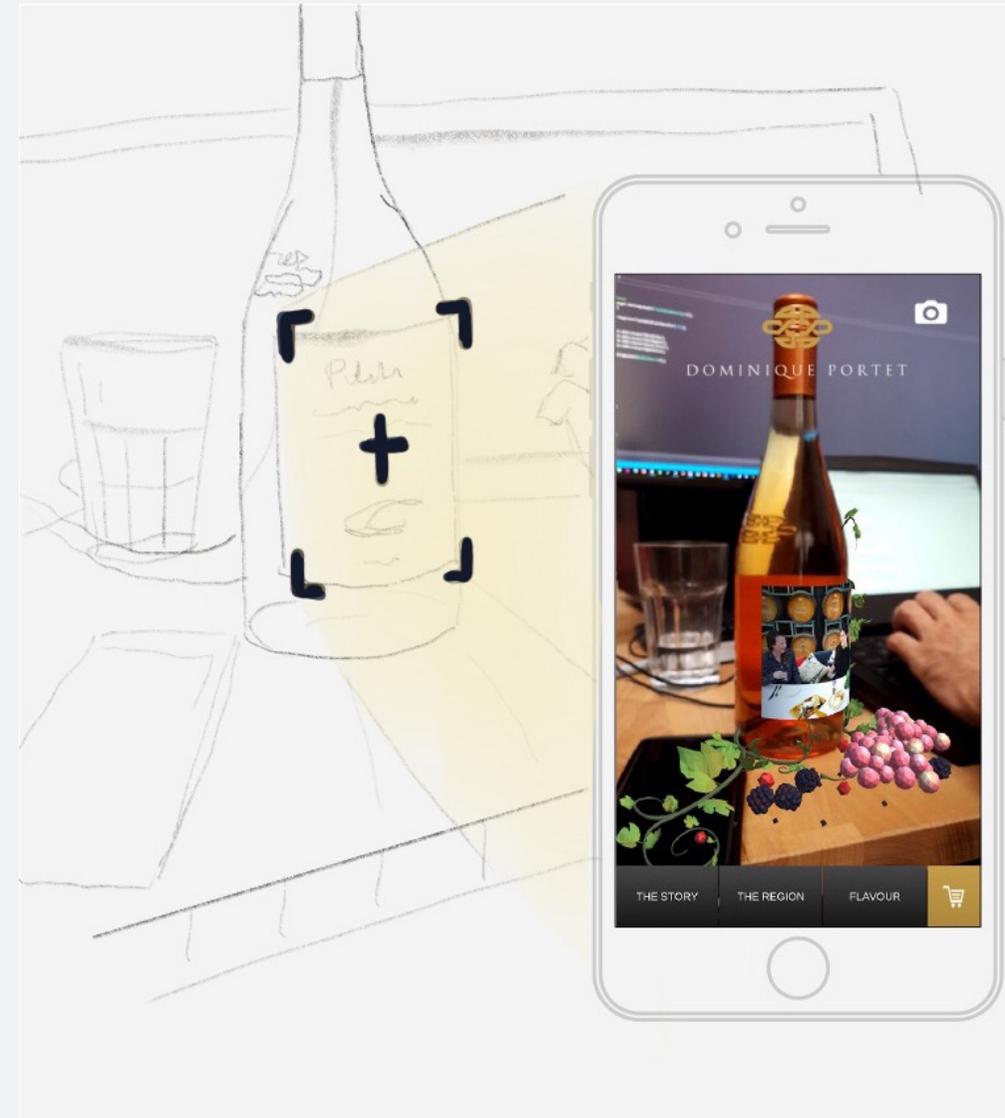
TECHNOLOGY INCLUSIVITY

How might we create an experience that would add value and is easily accessible?

Ignition Immersive's bread and butter was VR. However, besides VR cardboard, the overall adoption from the general public was still at early stages — mainly due to the lack of exposure and cost barriers of headsets.

The challenge we faced was how to create a solution that would add value or bring something extra, without being exclusive to only a small group of technology enthusiasts.

One idea was to utilize mobile AR with product labels since most people have access to a smartphone. For our first project, we decided on an Australia wine maker.



SHORT TIMEFRAME

Creating an interactive AR label

Being a small studio, it was important to justify the time and effort spent with something that could be reused for future cases. I was also given a short timeframe of one week, so project planning and management was crucial to make sure everything was on track.

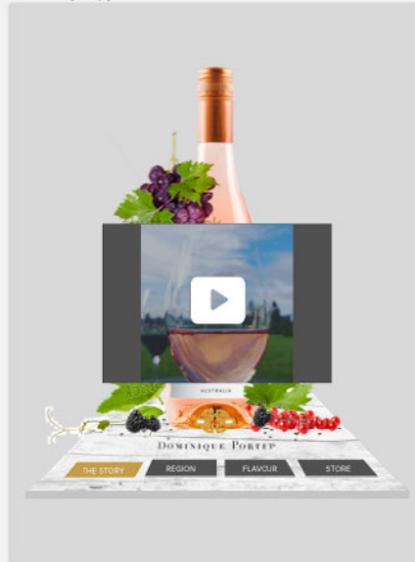
The concept of the project was not so much to create a final polished product, but to show clients and get them excited about feasibilities and possibilities.

With that in mind, the strategy was to include a different element demos per “page” such as text content, video, 3D components, and direct linking to E-Commerce.

Home Copy



The Story Copy



Region Copy 2



Flavour Copy

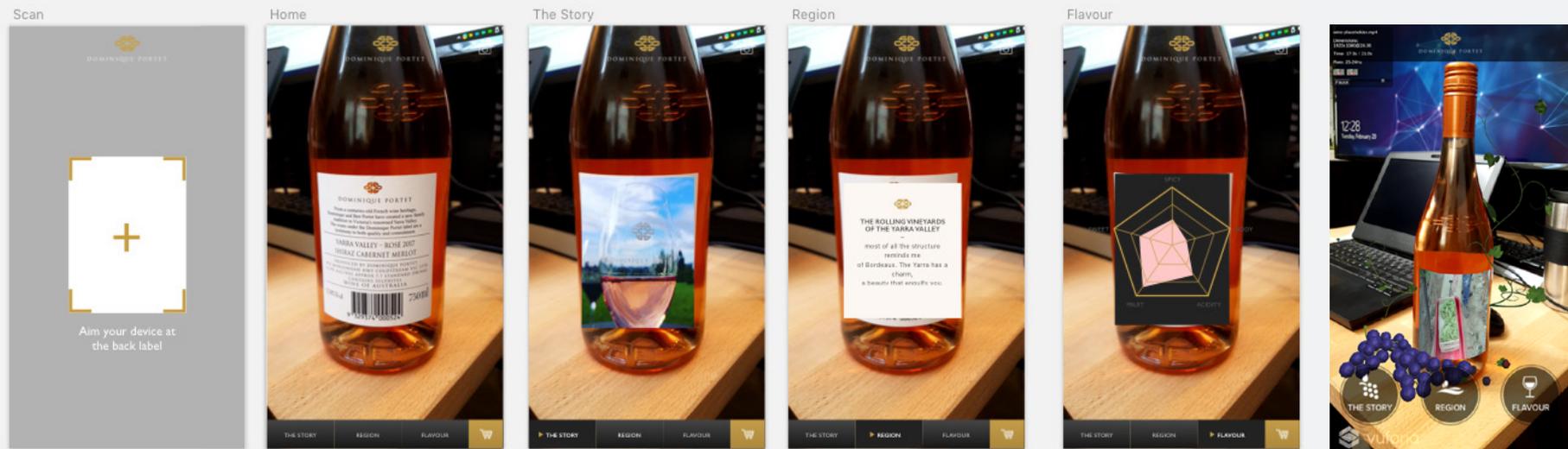


ERGONOMICS AND VISIBILITY

Mixing digital with real life

With XR work, it was important to test in real life. The general rule is “design like you are designing for drunk babies”. Visibility and ergonomic considerations becomes more important compared to flat digital design environments.

We also had make adjustments such as avoiding floating UI (difficult to see against a real world backdrop), and removing the 3D map base idea (unstable tracking and slow landscape render from Mapbox’s api).



Ignition Immersive

Creating an AR prototype in 6 days

HELLO@KATIECAI.COM

UI · UX · STRATEGY

FINAL PROTOTYPE

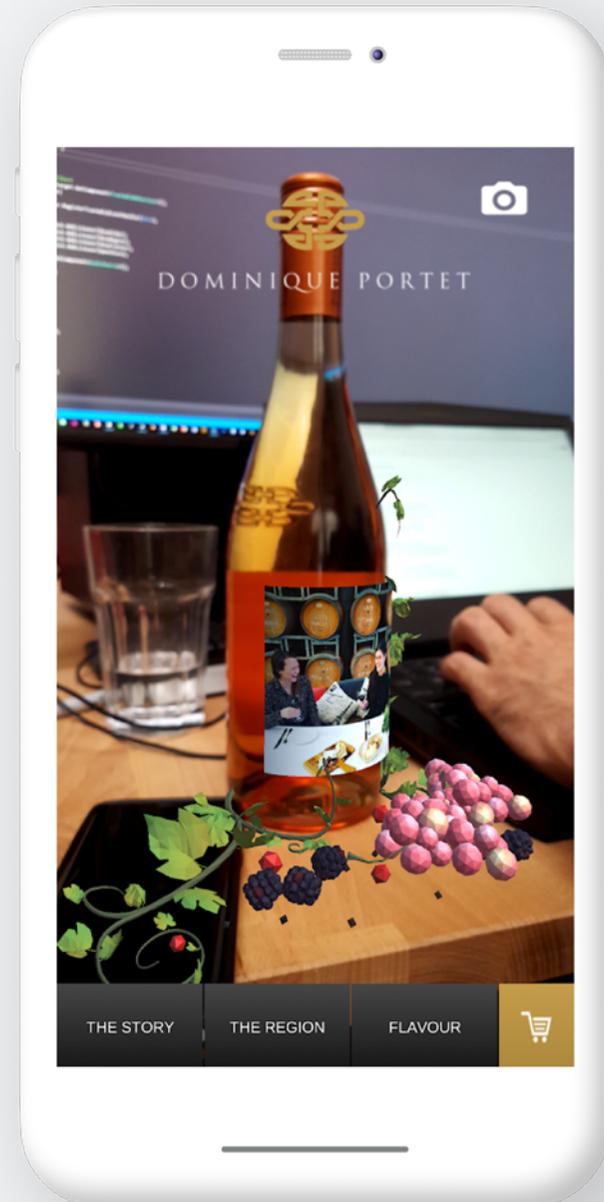
Showcasing five content demos

The final prototype consisted of 5 sections —

- 1) The Story - Marketing video
- 2) The Region - Slideshow of photos
- 3) Wine notes - Animated flavour visualization
- 4) Buy online - Link to E-commerce store
- 5) Screenshot - Ability to save and share

THE OUTCOME

- ✓ **Completed ahead of schedule
(Total: 6 days)**
- ✓ Ignition Immersive's first AR prototype
- ✓ New business offering for the studio



Thanks
for reading,
— *CHEERS*
MATE!

Don't be shy, get in touch!
Say hello@katiecai.com