



STEVE CHEN

DESIGN DOCUMENT

WEB

design with a

Purpose...

INTERACTIVITY

GRAPHICS



HOME

The idea for my portfolio site was to create a simple and easy to navigate site. An on-going footer helps users navigate straight to my contact section and info anytime while in my website.



GALLERY

Adding a secondary navigation helps users jump to different sections of the portfolio at anytime. In addition, the sub navigation serves as an indicator to the current section being viewed.

FONTS CENTURY GOTHIC ROCKWELL

TECHNOLOGIES

XHTML
CSS3
JAVASCRIPT
JQUERY
PHP
SEO

social media links

SITE FEATURES:

- jQuery slide on hover
- jQuery accordion slider
- 3 section nav
- 3 section sub nav w/indicator
- anchor to top & footer
- contact form
- social media links
- flexible site using media queries



↑
big fat footer

about Steve

I'm a front-end kind of guy with a knack for design. I like to create websites that are user friendly, simple and effective. My understanding of brand reinforcement comes from my experience in Advertising and Graphic Design. I'm passionate about creating for the overall big picture, planning every stage from concept to creation and shaping every detail of layout, typography, color, imagery and content. I take unique approaches and strive for innovation. I'm a designer with a purpose.

SHINYCONCEPTS.COM





URL
<http://www.igarlikeit.com/>

- #FFFFFF
- #F2D596
- #A7BF68
- #A1576B
- #4D402D

FONTS
 CENTURY GOTHIC
 ROCKWELL

TECHNOLOGIES
 HTML 5
 CSS3
 JAVASCRIPT
 JQUERY
 PHP
 SEO

IGARLIKEIT

This community website caters to the garlic-loving audience. This site was created using HTML5 and CSS3, and allows users to create accounts to post recipes. In addition, the site utilizes jQuery for presentation and imagery. My responsibilities included idea concepting, content editing and project management.

SOFTWARE
 DREAMWEAVER
 PHOTOSHOP
 ILLUSTRATOR

ROLE
 CONCEPTING
 PROJECT MANAGER
 CONTENT EDITOR
 UX/UI DESIGNER





BARNEY'S GOURMET BURGERS

The goal was to create a site that reflects the company's identity. It utilizes jQuery for product presentation and imagery. The site was designed to be flexible for popular screen sizes including mobile devices. My responsibilities were to guide the art direction through website mockups to establish a cohesive theme and contemporary design.

FONTS

PALATINO LINOTYPE
HELVETICA

TECHNOLOGIES

XHTML
CSS3
JAVASCRIPT
JQUERY
AJAX
SEO

SOFTWARE

DREAMWEAVER
PHOTOSHOP
ILLUSTRATOR

ROLE

ART DIRECTOR
UX/UI DESIGNER

URL

<http://www.barneyshamburgers.com/>



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#5F4A7A



#4C4C4C





MARSHA TOBIAS SALON

The goal was to redesign the client's site to match their new identity. This included implementing new colors and pattern to match the new product line. Weekly meetings with client were necessary to ensure that the concept was translated effectively. The site utilizes google analytics to monitor and track site traffic and market effect. Facebook and Yelp plugins were used to increase product awareness through social media marketing.

URL

<http://marshatobiassalon.com/>

- #FFFFFF
- #FFCF00
- #232323
- #000000

Edwardian Script
HELVETICA

TECHNOLOGIES

XHTML
CSS3
JAVASCRIPT
JQUERY
SEO

SOFTWARE

DREAMWEAVER
PHOTOSHOP
ILLUSTRATOR

ROLE

UI/UX DESIGNER
PHOTOGRAPHER





FONTS
 COOPER
 HELVETICA

- #FFFFFF
- #F1DF46
- #037B3E
- #93420A

MONKEY MAGIC

This is a company website for a fictitious business, where users can rent pretrained monkeys to fulfill a vast variety of tasks. These monkeys are trained in everything from housekeeping to account management. My goal was to create a site that offers information about the services.

TECHNOLOGIES

XHTML
 CSS3

SOFTWARE

DREAMWEAVER
 PHOTOSHOP
 ILLUSTRATOR

ROLE

CONCEPT
 UX/UI DESIGNER
 DEVELOPER





CSS ZEN GARDEN

The site concept was to use only CSS to create the visual appearance of the site with the provided content. My concept was to create a black and white theme with emphasis on creating imagery using CSS3 and typography.

FONT'S GEOMETRIC SLABSERIF HELVETICA

TECHNOLOGIES

XHTML
CSS3

SOFTWARE

DREAMWEAVER
ILLUSTRATOR

ROLE

CONCEPT
UX/UI DESIGNER
DEVELOPER

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“

I'm a front-end kind of guy with a knack for design. I like to create websites that are user friendly, simple and effective.

”





CAT WHISPERER SHOW INTRO

This is an introduction to "Cat Whisperer", a parody of the famous television show "Dog Whisperer". The idea was inspired by my love of cats, and the concept was born! All effects and voiceovers were created by myself.



"I am the cat whisperer." ->

SOFTWARE

AFTEREFFECTS
PHOTOSHOP
LOGIC PRO 9

ROLE

DESIGNER
CONCEPT
TALENT
VOICE ACTOR
AUDIO EDITOR





The light signifies an idea, "The Magic".



MONKEY MAGIC IDENT

This Ident was created for my fictitious monkey rental business. The sparkle effect creates emphasis on the word "Magic". I composed an original soundtrack and added sound effects to add to the imagery.

SOFTWARE

AFTEREFFECTS
PHOTOSHOP
ILLUSTRATOR
LOGIC PRO 9

ROLE

DESIGNER
CONCEPT
AUDIO COMPOSER





CAT WHISPERER DVD MENU

This dvd menu was created for my fictitious television show called "Cat Whisperer". This is a parody of the famous show "Dog Whisperer". The concept was to create a seamless panoramic scene that encompasses all menu options. The menu was created in Flash and implemented ActionScript 3.0 to create interactivity.

TECHNOLOGIES

ACTIONSCRIPT 3.0

SOFTWARE

FLASH
PHOTOSHOP

ROLE

UX/UI DESIGNER
CONCEPT
TALENT
DEVELOPER
AUDIO EDITOR

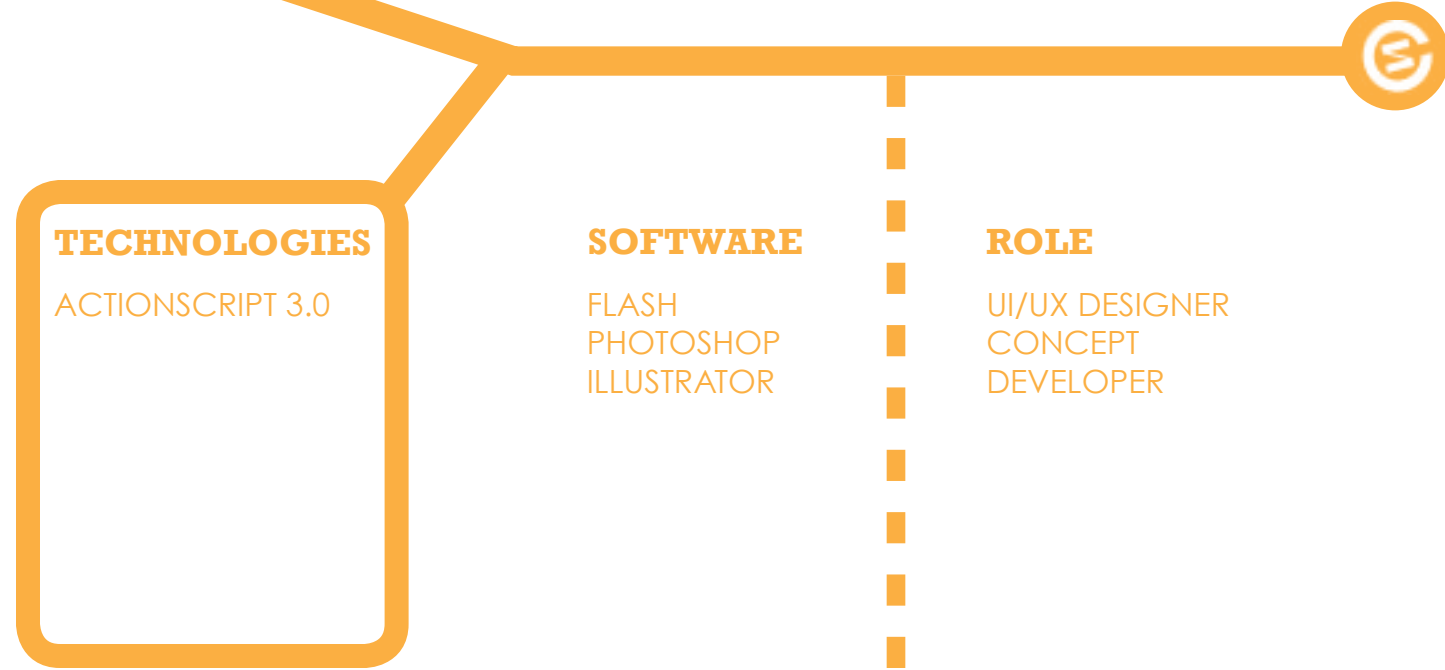
Dvd interface designed for the best movie of all time!!!!



INTERACTIVE WEBSITE

This is a site dedicated to user interaction and entertainment. The main theme revolves around a rock and the numerous ways to interact with and be entertained by the rock. The site was built in Flash and uses ActionScript 3.0 to perform complex events while using minimal timeline animation.

A site about a rock can be interesting.





A Short B-Boy Doc.

This video was created using Final Cut Pro 7. Raw footage was edited to convey an inspirational message to the audience. Precise cuts between the scenes created emphasis and added interesting rhythm to the film.

SOFTWARE

Final Cut Pro 7

ROLE

EDITOR

my job was to make the dancing look good :)

“

Design is an opportunity to continue telling the story, not just to sum everything up.

- TATE LINDEN

”





BUSINESS CARD: AKU BONE

This business card was made for Aku Bone Bar and Grill, located in Honolulu, Hawaii. The design compliments their new logo.

SOFTWARE
ILLUSTRATOR

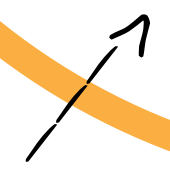
ROLE
DESIGNER

This logo was fun to make!



BUSINESS CARD: SHINYO CONCEPTS

This business card was designed to complement my portfolio website. The layout on the front of the card was designed to draw the audience in through interaction with the QR code that directs users straight to the website on their mobile device.



Scan my card with your phone.

SOFTWARE
PHOTOSHOP
ILLUSTRATOR

ROLE
DESIGNER





POKER CARD: THE DOG FATHER

These poker cards were designed as a parody of the famous movie "The Godfather". The idea was inspired by characters from the actual movie and by Disney animation.



"The Dog Father" is the greatest movie of all time.

SOFTWARE

PHOTOSHOP
ILLUSTRATOR

ROLE

ILLUSTRATOR
DESIGNER





PROMOTIONAL FLYER: AKU BONE

This flyer was created for Aku Bone Bar and Grill to promote a reggae concert event.

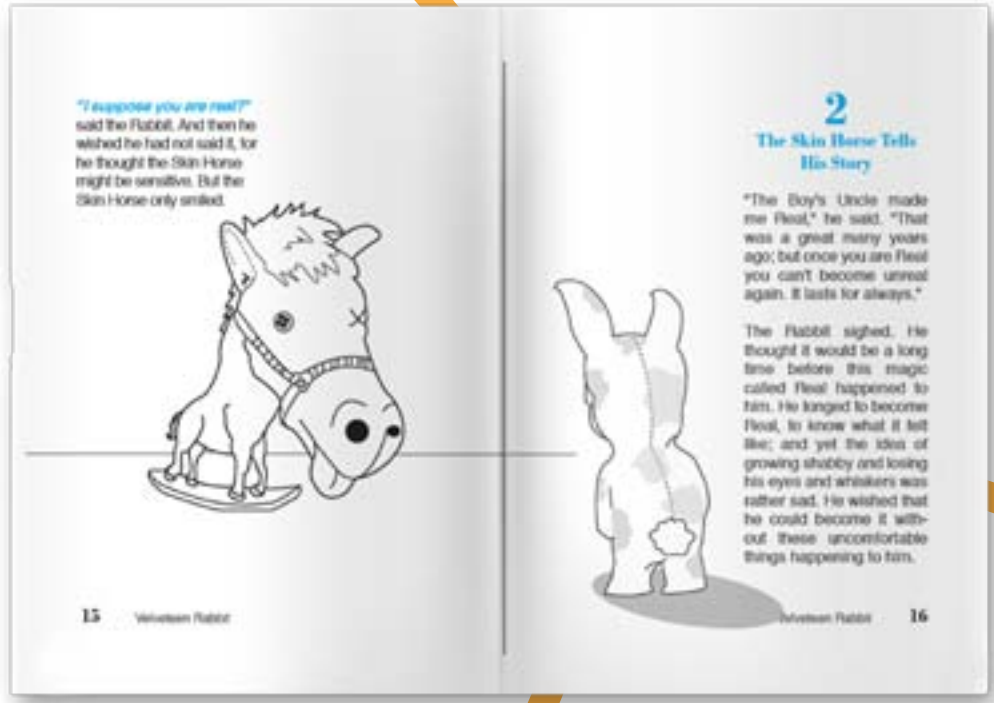
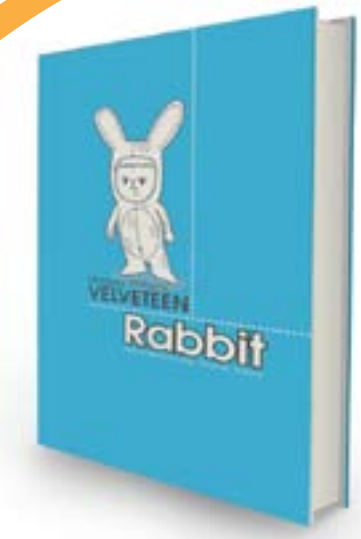
SOFTWARE

PHOTOSHOP
ILLUSTRATOR

ROLE

DESIGNER





BOOK COVER: VELVETEEN RABBIT

This is a book cover for the children's book, "Velveteen Rabbit". The goal was to create simple vector illustrations and place them in a clean, contemporary layout.

book design ideas



character design ideas

Yes this is a man in a rabbit costume...

SOFTWARE
ILLUSTRATOR

ROLE
ILLUSTRATOR
DESIGNER



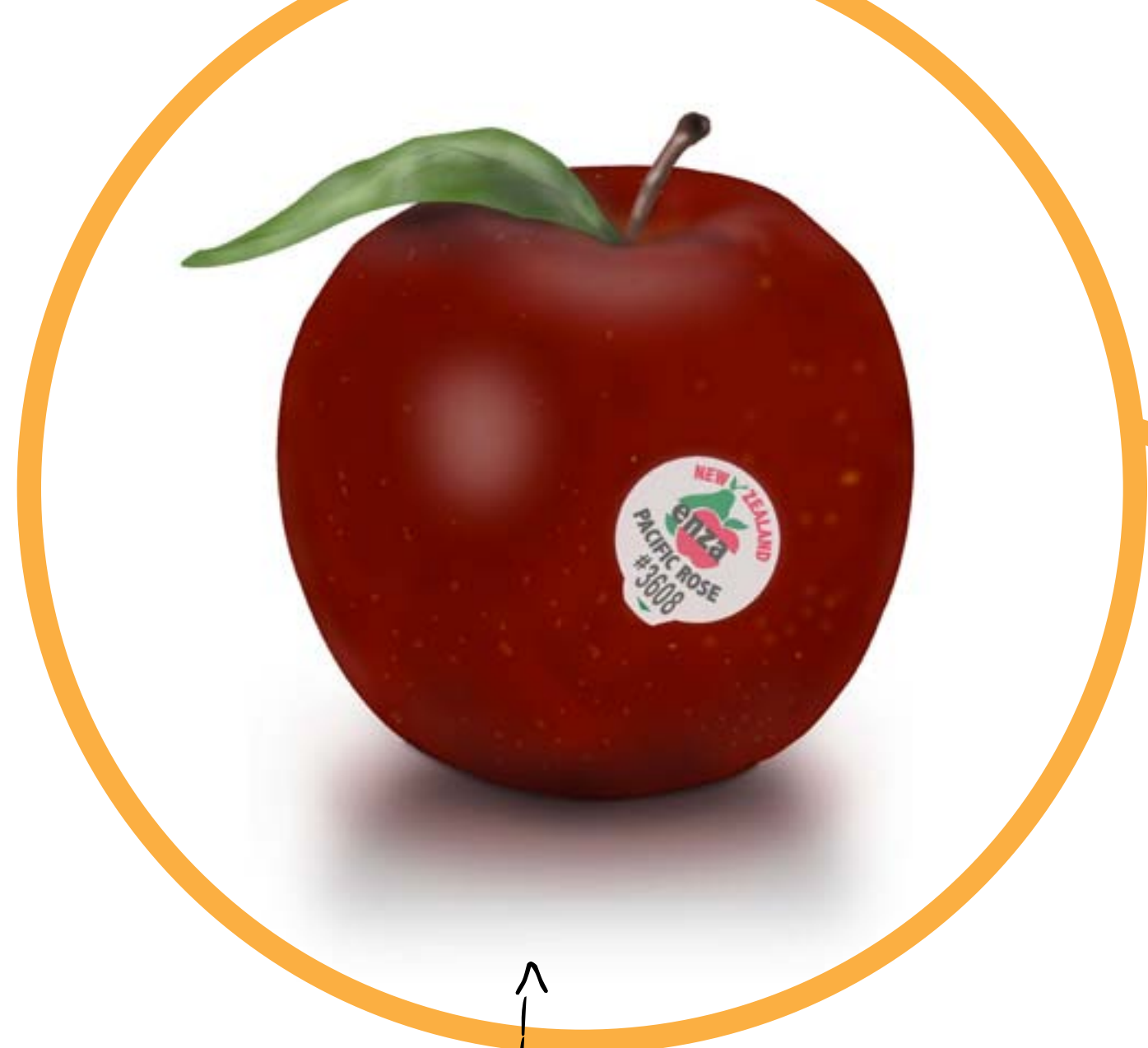


ILLUSTRATION: APPLE

In this illustration, the goal was to create a photo realistic image of an apple using only vectors.

This is a vector illustration.

SOFTWARE
ILLUSTRATOR

ROLE
ILLUSTRATOR





POSTER DESIGN: AMENDMENT 1

The concept was to demonstrate and convey the First Amendment as clearly and concisely as possible through illustration, without relying on labels or text to convey the message.

SOFTWARE

PHOTOSHOP
ILLUSTRATOR

ROLE

ILLUSTRATOR
DESIGNER





BROCHURE : NATION PARK SERVICE

This is a redesigned brochure for the National Park Service. The design includes a map that is integrated into the back of the brochure. Imagery and content are positioned to be informative and effective.

SOFTWARE
PHOTOSHOP
ILLUSTRATOR
INDESIGN

ROLE
DESIGNER

A seamless designed map insures that no one gets lost in Yellow Stone...

WEB

design with a

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INTERACTIVITY

GRAPHICS



STEVE CHEN

SHINYOCONCEPTS