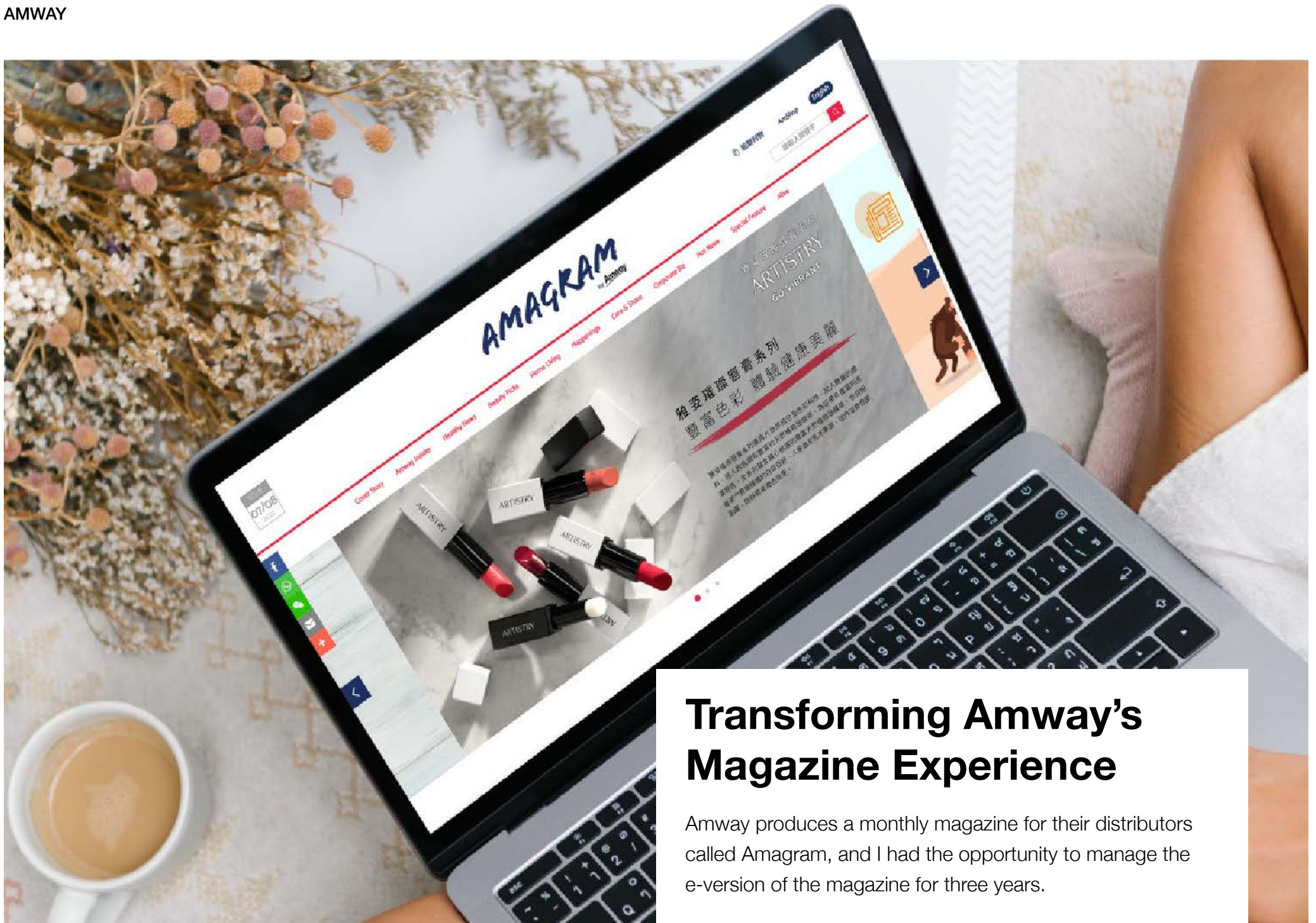


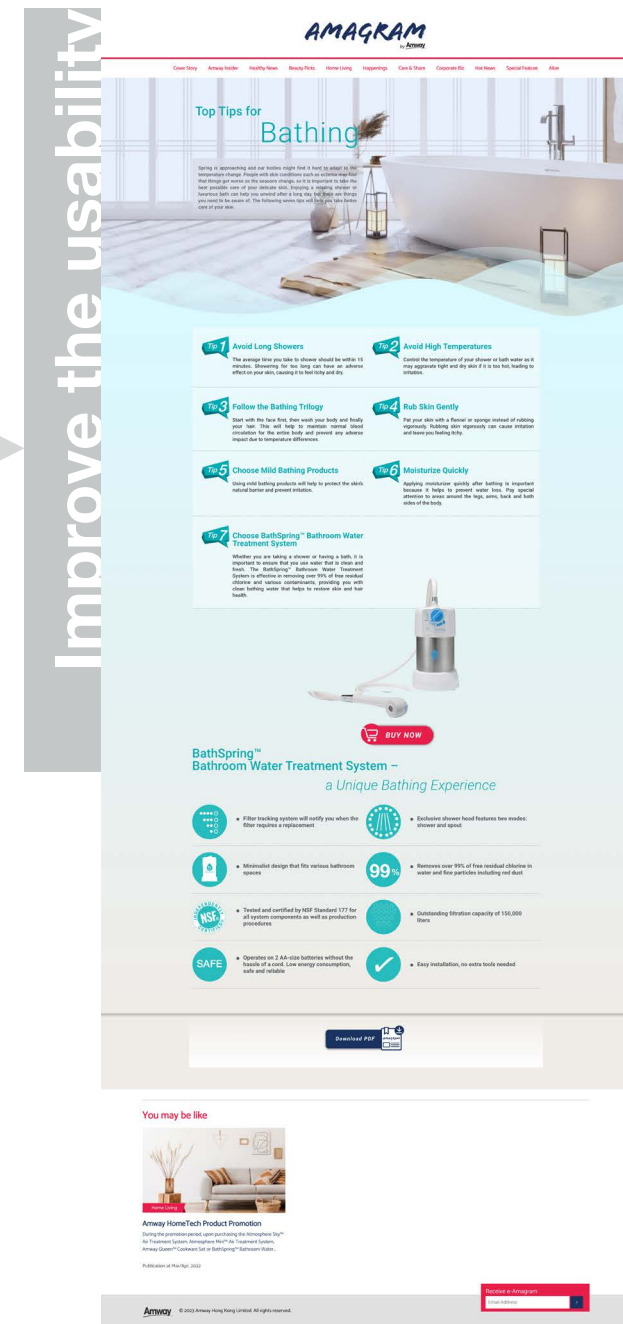


**Wing Ka (Pika), Pau
Portfolio**



Transforming Amway's Magazine Experience

Amway produces a monthly magazine for their distributors called Amagram, and I had the opportunity to manage the e-version of the magazine for three years.



Enhance the user experience and increase engagement

To kickstart the project, I organized a workshop with the magazine's users to understand their needs and gather feedback. This allowed us to gain valuable insights into their preferences and expectations.

Based on the feedback received, I led a redesign of the magazine's interface, focusing on improving usability and creating a more visually appealing and engaging experience for the readers.

AMAGRAM
by Amway

11/12 2022

Fast Issues AndDrop

Search keywords

Cover Story Amway Insider Healthy News Beauty Picks Home Living Happenings Care & Share Corporate Biz Hot News Special Feature Alive

Pure Water Promotion

Purchase the eSpring™ Water Purifier to enjoy one of the following offers.
Gifts are on limited offer, first come first served.

Offer 1
Complimentary Gift on Limited Offer
A complimentary gift of an iCook™ Non-Stick Pan (24cm) Valued at HK\$1,200/MOP1,218.5

- Size: 24cm in diameter (convenient and practical, good for small families)
- Extremely high-temperature plasma spraying technology strengthens the hardness of the titanium and improves durability
- Matte black stylish design. Increased depth of the pan makes it easy to stir-fry and cook
- The lid can be reversed for storage, helping to save space
- Recommended for low- or medium-temperature cooking
- Suitable for all common appliances, including gas stoves, glass/ceramic stoves and induction cookers

Offer 2
Special Redemption Offer
Redeem one iCook™ Non-Stick Pan (28cm) at the special redemption price of HK\$280/MOP289 (Valued at HK\$1,800/MOP1,848)

- Size: 28cm in diameter (high capacity, ideal for larger families)
- Extremely high-temperature plasma spraying technology strengthens the hardness of the titanium and improves durability
- Matte black stylish design. Increased depth of the pan makes it easy to stir-fry and cook
- The lid can be reversed for storage, helping to save space
- Recommended for low- or medium-temperature cooking
- Suitable for all common appliances, including gas stoves, glass/ceramic stoves and induction cookers

Offer 3
Interest-free Installment Offer
You can enjoy a 12-month interest-free installment plan* or Full Payment Promotion* upon purchasing the eSpring™ Water Purifier.

*Terms and conditions of the interest-free installment offer: Only applicable to orders placed at Merchandising Centres; only credit cards issued by HSBC, Hong Sing Bank, DBS or Standard Chartered Bank are eligible for the offer at Hong Kong Merchandising Centres, and only credit cards issued by HSBC and DBS are eligible for the offer at the Macau Merchandising Centre. If you wish to return the product during the installment period, the buyer is still subject to pay any outstanding installments to the bank. If you choose to pay the full amount upon purchasing the eSpring™ Water Purifier, you are entitled to receive an additional 1-year free warranty service.

Please refer to related promotion materials for terms and conditions for the eSpring™ Pure Water Promotion.

Offer 4
Download PDF

Offer 5
You may be like

Is Domestic Drinking Water Safe
Is Domestic Drinking Water Safe? Water is so vital to our health and plays a vital role in helping us to maintain proper body functioning. A lot of questions have been raised about the quality of water that...

Publication at 10/Aug. 2022

Receive e-Amagran
Email Address

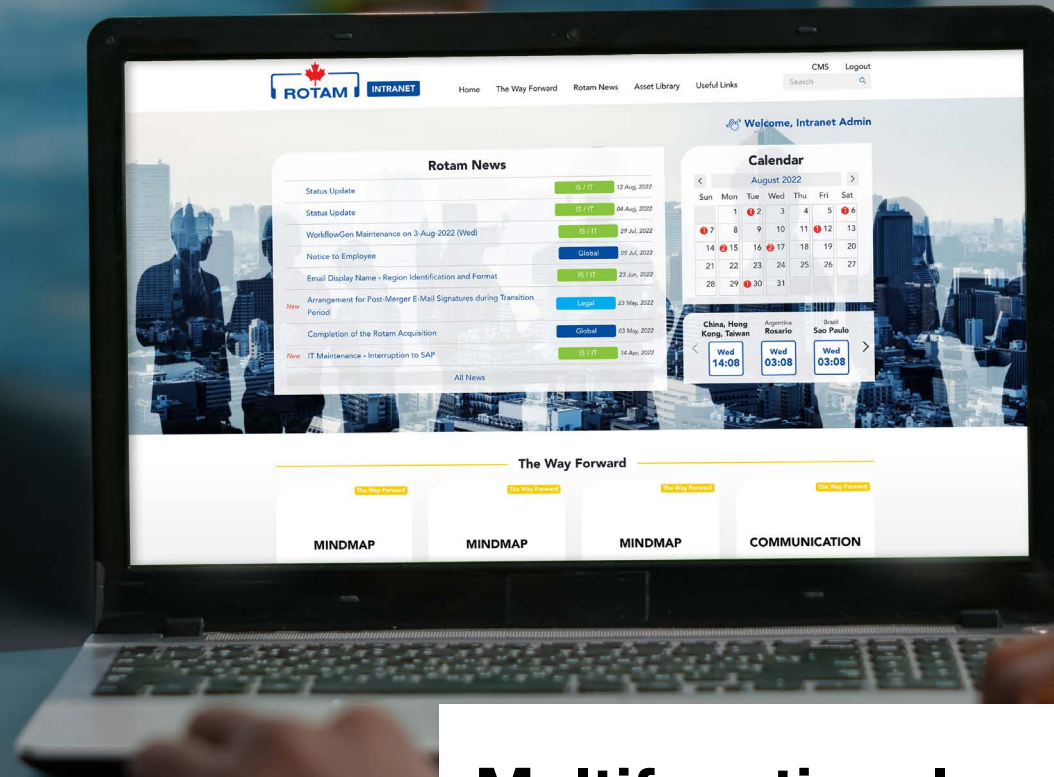
6 Enhancements

- 1 Buy Now:**
Directly Purchase the Product Online
- 2 Discover Promotions:**
Explore More Details on the Promotion Page
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- 6 Elevate User Experience with Dynamic Motion:**
Enhancing webpages through engaging motion effects

Google Analytics Reports

I carefully analyzed the data from monthly Google Analytics reports to track the click rate and understand user behavior. This allowed us to identify areas for improvement and make data-backed decisions to enhance the overall user experience.

The results of our efforts were remarkable. In the first year alone, we saw a 20% increase in subscription rates, indicating that the changes we made were resonating with the audience. Additionally, the product link click rate soared by 50%, demonstrating that users were actively engaging with the magazine's content.



Multifunctional employee platform

Rotam is a Global Leading Quality Agro Tech Solutions Company. They wanted to enhance their internal employee portal to improve productivity and collaboration with the various regional offices.

Challenge

The existing Rotam internal employee portal suffers from a lack of user-centric design, resulting in an inconsistent user interface (UI), fragmented information architecture, difficulties in finding information efficiently, and a lack of straightforward access to shared documents.

Objective

Our goal is to conduct thorough research, devise a strategic plan, and design a comprehensive solution that addresses the internal communication and collaboration needs of over 1,000 employees. By incorporating enhanced features such as asset libraries, useful links, and prominent HR announcements, we aim to create a centralized platform that serves as a one-stop destination for employees.

1. Empathise

2 3

Lacked understanding in user wants, needs and expectations

- Current frustrations and pain points?
- What did they really want?
- What did they really need?

Dived into an intensive 2-weeks research sprint

- Users interviews
- Investigated the workflows
- Mapped out the functional requirements

User interviews takeaways

- Inconsistent navigation and fractured information architecture lead to inability to find information quickly
- Inconsistent user interface (UI) failed to reflect brand consistency
- The portal framework had mobile capabilities, but the portal had not yet been made mobile-friendly

1

2. Conceptualize

3

Overwhelmed with insights, we needed to start prioritizing to form a strategy

- Understand key pain points, wants and needs
- Classify all insights gathered
- Present our synthesis to stakeholders

Jumped into secondary research to form our product strategy and experience.

- Created a affinity map
- Prioritized customer pinpoints, wants and needs
- Presented the insight to stakeholders

Functional requirements

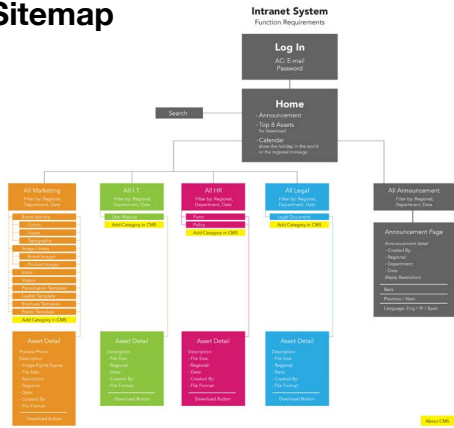
Content Management System

- | | |
|---------------------|------------------------------|
| 1. Language | 3. Assets library management |
| • Single language | • Asset content |
| | • Asset log |
| 2. Announcement | • Allowed file format |
| • Publishing | • Type of assets |
| • Region control | |
| • Content | 4. User management |
| • Reply mode | • User account |
| • Response to reply | • Department control |
| | • Region |
| | • Access Log |

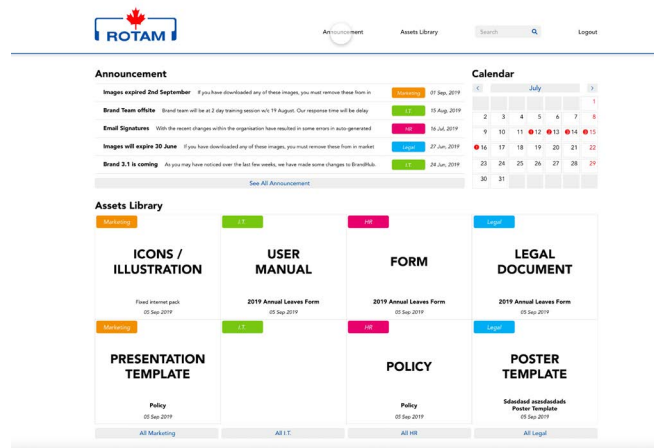
Employee Portal

- | |
|------------------------|
| 1. Language |
| • Single language |
| 2. Announcements |
| • Multilingual content |
| • Region control |
| • Reply |
| • Email notification |
| 3. Assets library |
| • Download |
| • Filtering |

Sitemap

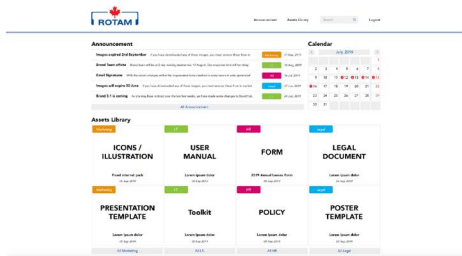


Wireframe

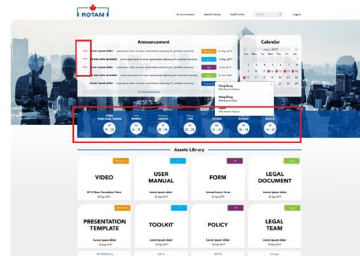


Usability Study

Before



After

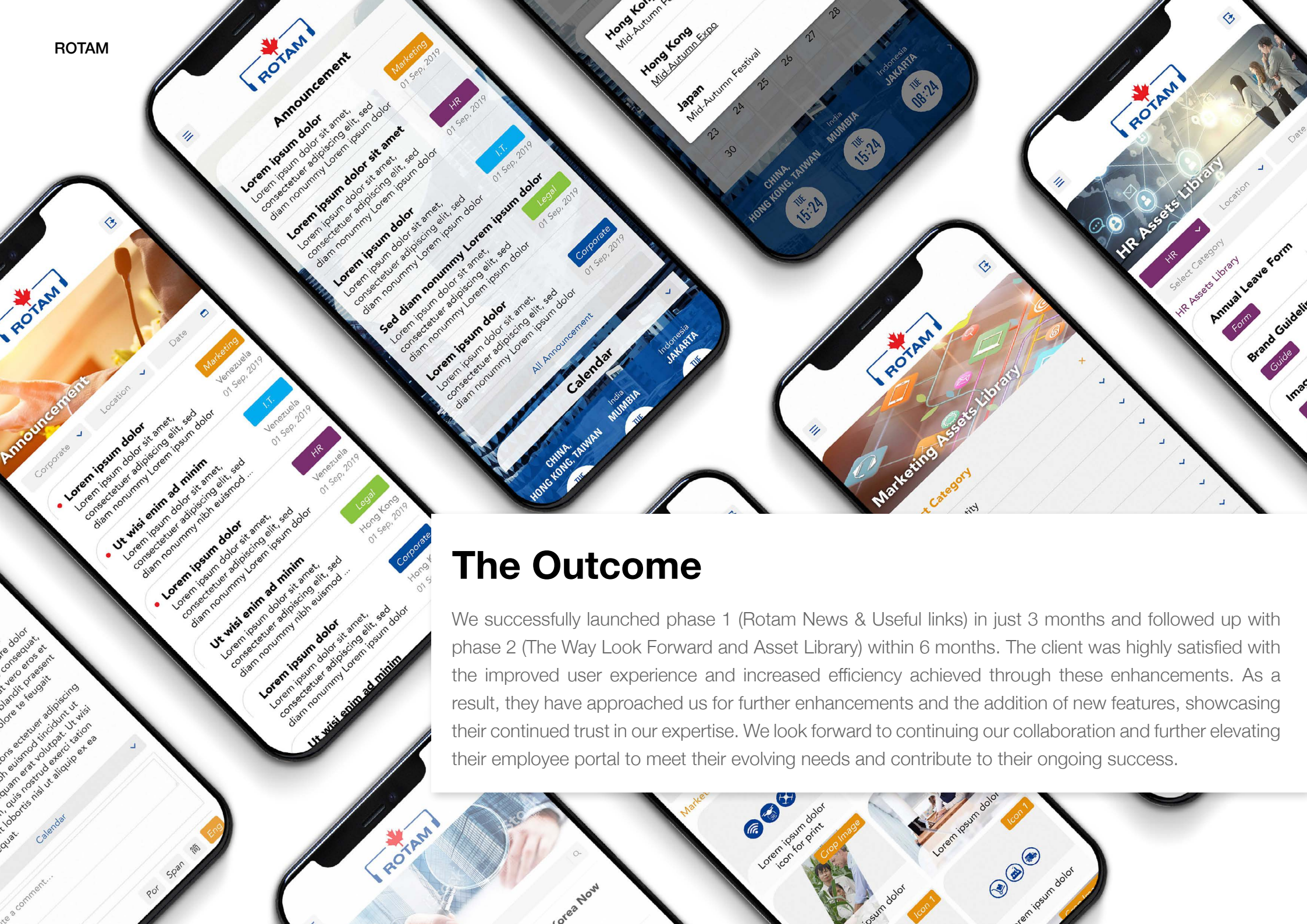


Solution

Our proposed solution involves a complete overhaul of the Rotam internal employee portal, focusing on a human-centric design approach. This will address the current challenges of inconsistent UI, fragmented information architecture, and limited document accessibility. Through improved navigation, centralized asset libraries, curated links, and prominent HR announcements, our redesigned portal will provide a user-friendly and efficient platform for employees to access and collaborate on internal resources.

By prioritizing the needs of the users, we aim to create an intuitive and seamless experience, enabling employees to find information quickly, foster collaboration, and enhance overall productivity.





The Outcome

We successfully launched phase 1 (Rotam News & Useful links) in just 3 months and followed up with phase 2 (The Way Look Forward and Asset Library) within 6 months. The client was highly satisfied with the improved user experience and increased efficiency achieved through these enhancements. As a result, they have approached us for further enhancements and the addition of new features, showcasing their continued trust in our expertise. We look forward to continuing our collaboration and further elevating their employee portal to meet their evolving needs and contribute to their ongoing success.



Coverage Across the Continents

Generali of Italy has been around since 1831, so it's safe to say that it knows how to stay ahead of the competition.







Brand Meeting Room

The Magnetic Wall Display System is a sleek and innovative solution that allows clients to easily update and display their content in meeting rooms.



BRAVO
GENERALI

Installation GIF:



Celebration GIF:



Loading GIF:



Bravo app

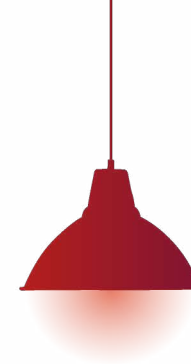
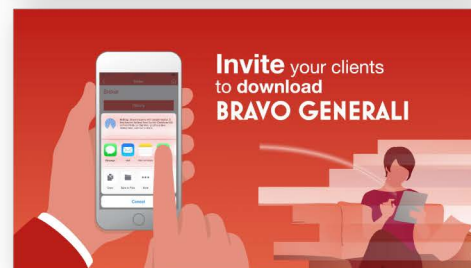
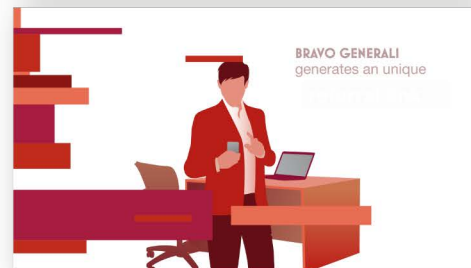
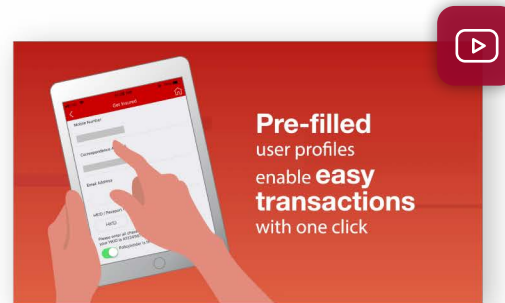
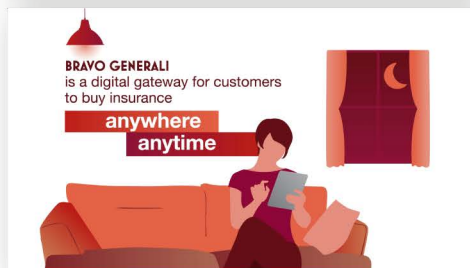
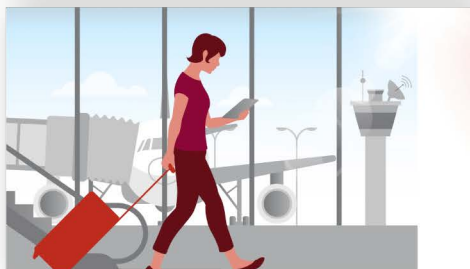
The company's Bravo app is evidence of this, offering a range of insurance services for both clients and agents that can be controlled from any smartphone. I was tasked with designing an icon for the app.

The challenge was to create an icon that represented Generali's lion logo without copying it directly. The end result was a beautiful three-coloured icon that depicted the head of the famous lion like a portrait.



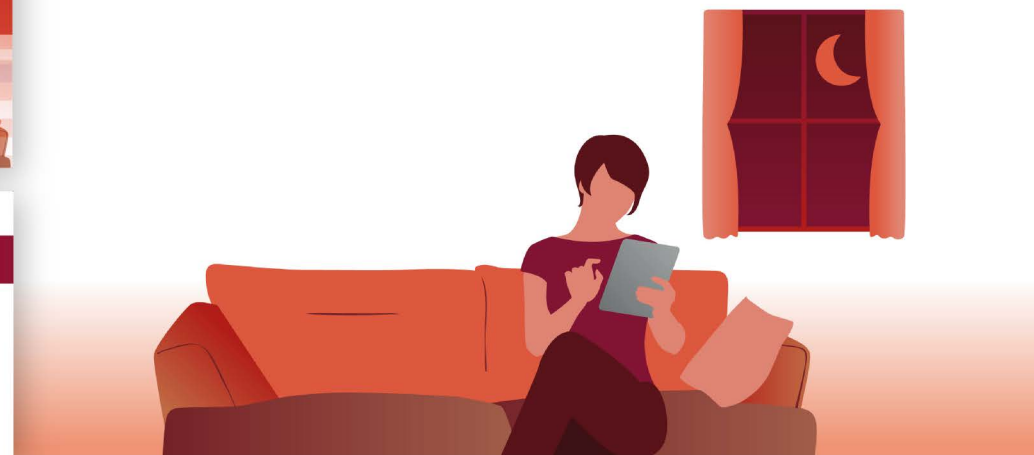
Bravo Generali Launch:

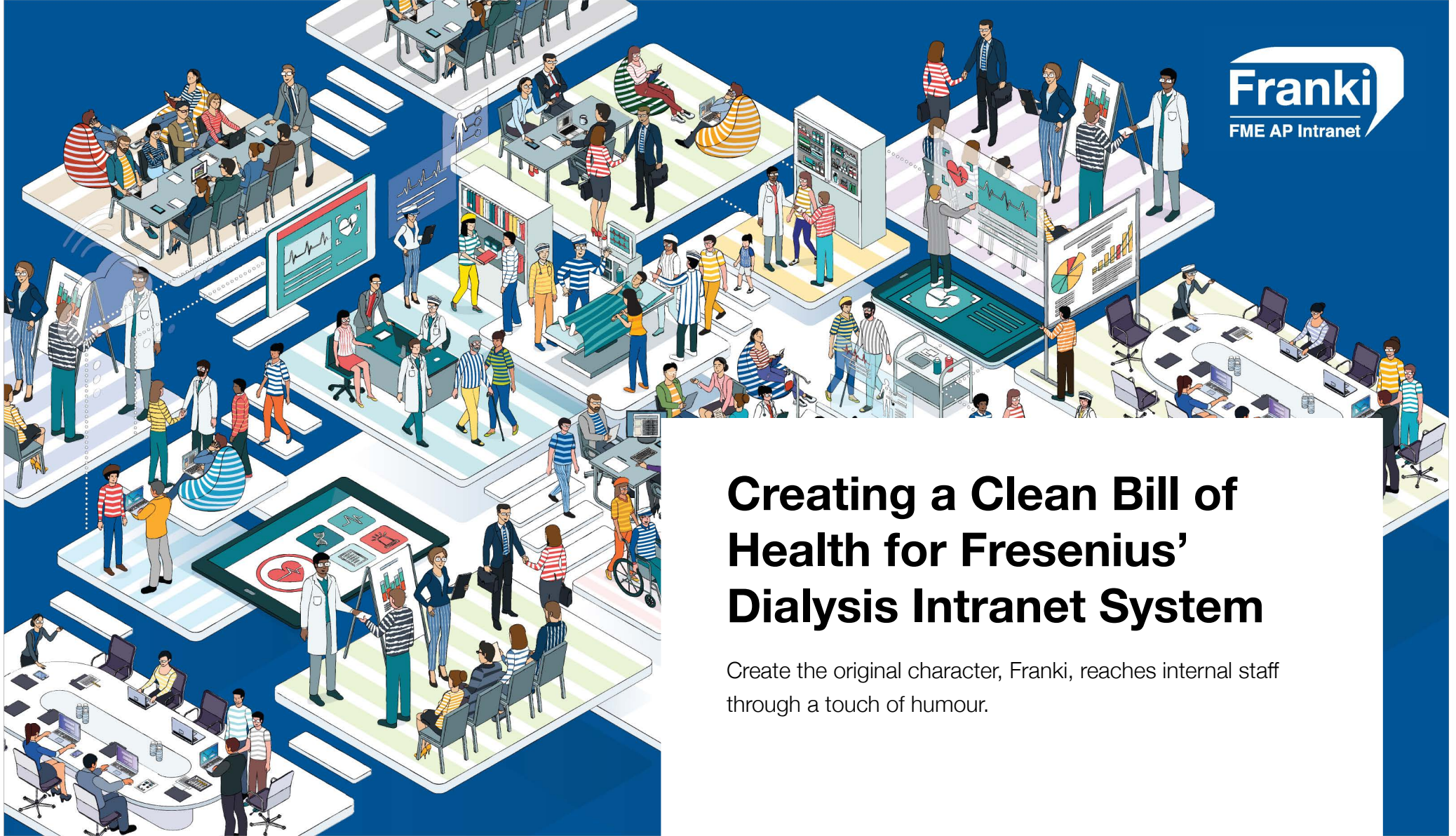
Installation GIF:



Lion Up

I crafted a promotional video for public use and an introduction video for Generali's staff.





Franki

FME AP Intranet



Logo idea:

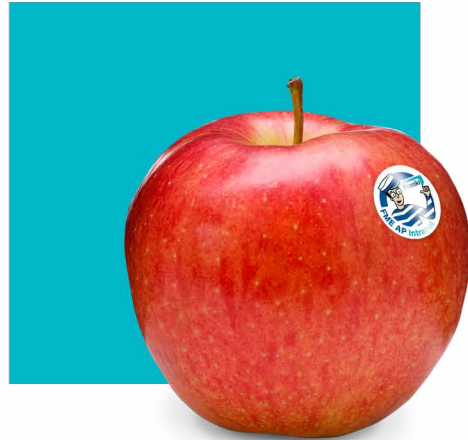


Talking bubble + Navigator

Background

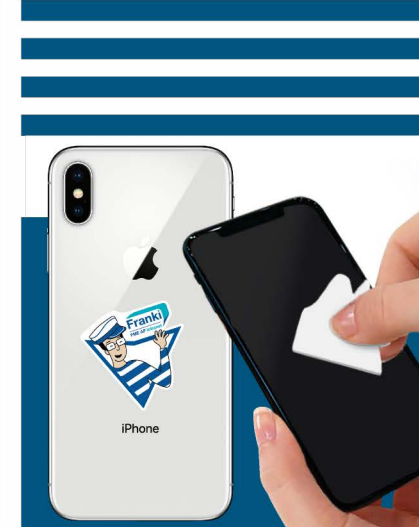
A leading service provider for kidney dialysis, Fresenius created an internal intranet system for their employees to use. I was commissioned to provide a strategy to promote its use to the Fresenius staff. We began with inspiration from Where's Wally (or Where's Waldo, depending on where you're from...), creating a mascot we named Franki.

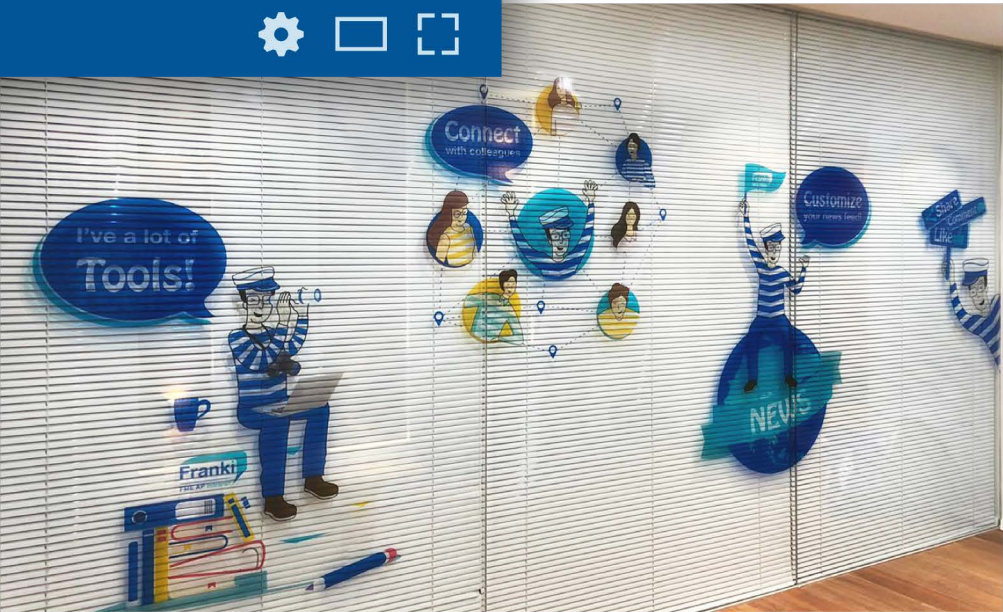
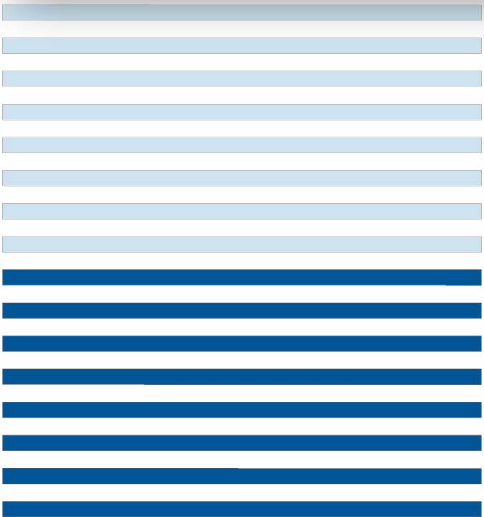
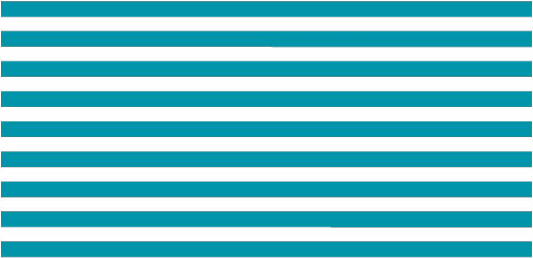




The Lighter Side of Kidney Dialysis

Franki represented the figurehead for the campaign, and by designing this character, I created a foundation that raised awareness and encouraged employees to use the network. This included a “Finding Franki” game inspired by Where’s Wally, a promotional video starring the company’s CEO, a series of prize giveaways, along with original graphics, posters and stickers for use in the office.





Background

FMC needs to present the corporate brand image to match the high expectations of their customers and bring the marketing campaign to the next level. "Blue makes a difference" is a global campaign started in Europe but lack of system for implementation. We are engaged by the Asia Pacific Marketing Communications department to review the existing assets and expand the application to create a comprehensive visual library, tools and guidelines for different countries to adopt.






Design Process

My years of experience with comprehensive brand guidelines gives me and my team an advantage in developing this communication guidelines for other designers. We understand how to set rules that can maintain the visual consistency without restricting the creativity.

We are able to blend the artistic paintings with the technical features of the dialysis filter and create a unique visual elements throughout the product launch campaign.

To ensure the guidelines are user friendly, I allocated two teams of designers on this project. The first team is to analysis and categorize the key visual, art project images and product photos into different group and styles for various targeted audiences. Established the usage rules in typography, colors and layout in print and digital applications. The second team then used the guidelines to design the interactive, print and event application. This process as an internal user test helps us quickly identify the problems in the guidelines and revise accordingly.

Guidline

- Art Patterns
 - Sunshine Images
 - Tagline Graphics
 - Digital Appliaction
 - Print Application
- 
- Abstract blue wavy lines composed of many thin, parallel lines, creating a sense of motion and depth, located in the bottom right corner of the page.

Booth Design



Interactive Booth



Interactive Booth

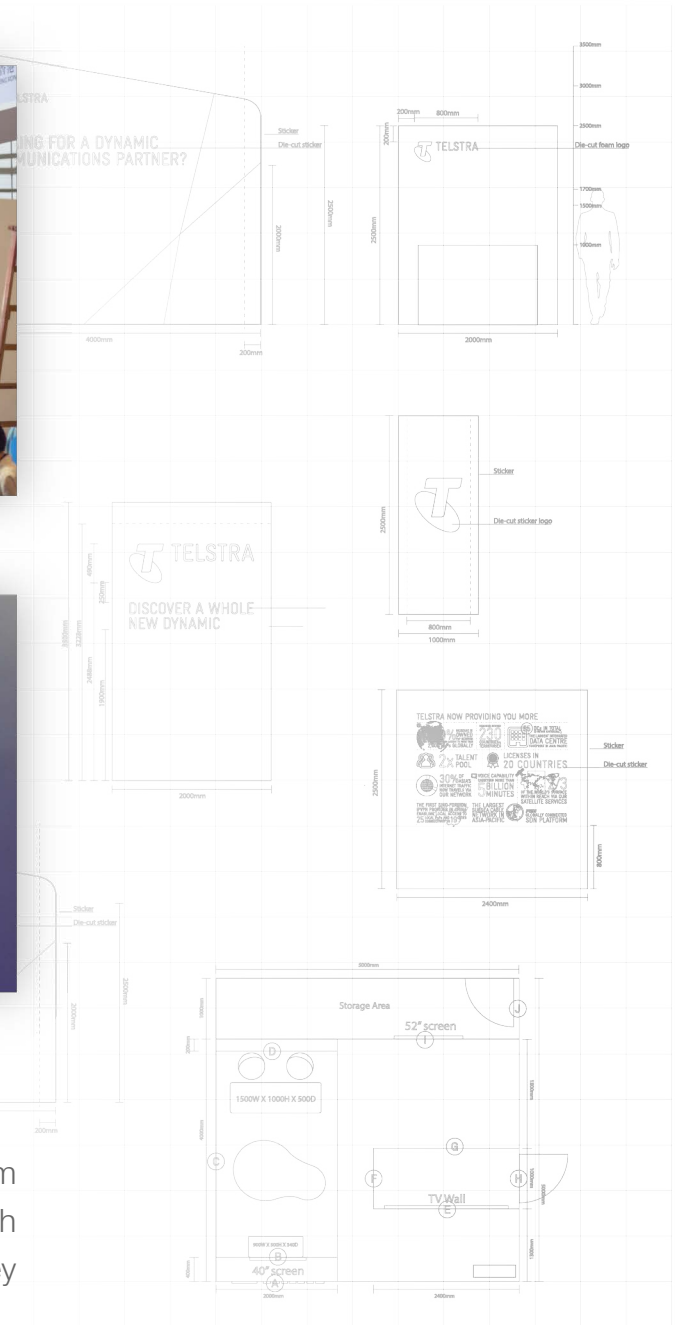
As one of the main sponsors of the World Business Forum 2015, it was important to Telstra International that they inject a sense of fun into the three-day conference that hosts visiting executives from across the world. Their business goal was not only to attract more visitors.





Production

As with all of our clients, we offered a total solutions package from concept to execution. We create a game-friendly idea for the booth design, and worked closely with the marketing team to visualise key attributes and the value of Telstra.





Thank you

Let's talk

669-232-0806 | wingkapau@gmail.com

www.pikapau.design/works