PORTFOLIO

Xinghua Huo
Digital Designer & Illustrator

UI/UX DESIGN · ILLUSTRATION · VISUAL DEVELOPMENT

PORTFOLIO

SELECTED WORKS

2026

Xinghua H.

Location **Richmond, BC**

Email **huoxinghuacn@gmail.com**

Education **Diploma in Entertainment Arts**
Bow Valley College, Canada

Language **English (Professional)**
Mandarin(Native)

Professional ability

专业能力

Skills

- UI/UX Design, User Flow, Information Architecture
- Wireframing, Prototyping, Interface Layout
- Visual Hierarchy, Typography, Color Theory
- Design Systems, Component-Based UI Design
- Business Process & Workflow Understanding

Software & Tools

- Figma, Sketch, Adobe XD, Photoshop, Illustrator
- Procreate, Clip Studio Paint
- Unity, Git

Technical Skills

- C# Programming, HTML5, CSS

Experience

个人履历

Shebaotong Manpower (Beijing) Co.,Ltd
Operations Illustrator May 2022 - Oct 2022

Created digital illustrations and social media visuals for a 50,000+ follower audience.
Designed engaging tutorial content to support learning and audience retention.
Maintained consistent visual branding across digital platforms.
Applied audience feedback to continuously improve content and user experience.

PERSONAL PROJECTS
Independent Designer Oct 2019 – Apr 2022

UI/UX Design: Designed two digital product interfaces, focusing on user flows, information architecture, wireframes, visual consistency, and reusable components.
Visual Design & Illustration: Created original illustrations and visual content, maintaining consistent visual styles across digital projects.
Project Management: Independently managed project planning, timelines, design iterations, and deliverables from concept to completion.

Beijing Yilong United Architectural Decoration Design Co., Ltd
Designer Apr 2017 – Oct 2017

Designed B2B interfaces and product UI for enterprise applications
Created operational and marketing campaign visuals
Conducted user research, trend and competitor analysis
Provided usability and UI/UX recommendations to improve experience and design quality

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INTERFACE DESIGN

Enterprise UI

02

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03

Project Three

Illustration
Narrative Game

Forest of Encounter

Xinghua

Smart Office

Smart Office Collaboration Platform

Designed a digital office platform tailored for internet home-furnishing enterprises. The system consolidates employee attendance, intelligent form submission, customer relationship management (CRM), information management, and video conferencing into a single workspace. The project focused on improving workflow efficiency, reducing operational complexity, and creating a seamless collaboration experience across departments.



Project Background
项目背景



The internet home-improvement industry involves **complex** workflows, tightly connected processes, and long project cycles. During engineering execution, frequent changes to project milestones require accurate digital tracking and real-time collaboration to ensure smooth delivery and better customer service.

To address these challenges, the platform provides an integrated workspace that supports efficient communication and coordination across **teams** throughout the entire project lifecycle.

Core features include remote attendance tracking, intelligent form submission, online meetings, client and team management, task scheduling, business trip management, and OA-style workflow tools, all designed to **improve operational efficiency and streamline daily work processes.**

Demand Analysis
需求分析



USAGE SCENARIOS

Attendance Tracking, Business Process Requests, Project Change Requests, and Channel Registration.

USER PAIN POINTS

High business volume, cumbersome customer data entry, steep learning curve, low work efficiency, inconvenient clock-ins while meeting clients off-site, delayed task processing, and missed tasks due to heavy workloads.

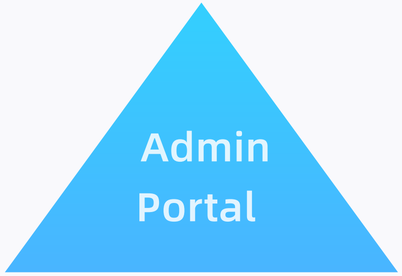


USAGE SCENARIOS

Q&A · Business Support · Business Document Approval · Project Settlement Review.

USER PAIN POINTS

Design drawing approvals and quotation reviews involve repeated annotations, resulting in low efficiency and inefficient workflows.



USAGE SCENARIOS

Monitor department activities and review management documents.

USER PAIN POINTS

Complex tasks and unprioritized notifications lead to delays, while important updates are not communicated in a timely manner.

Design Goals
设计目标



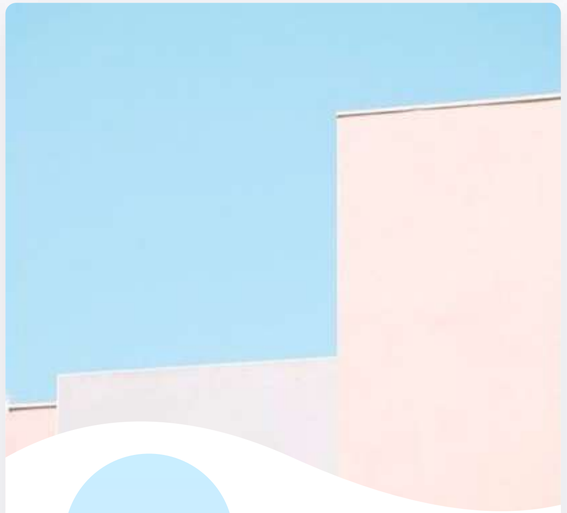
Efficient

Clear and concise wording
Quick information filtering
Grid layout, reusable components
Feature guidance, user customization



Pleasure

Flat design
Simplify steps
Shorten user flows
Reduce learning costs

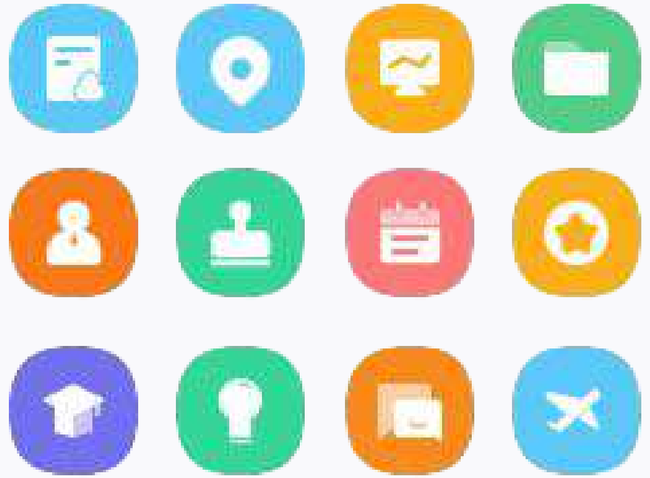


Simplicity

Enhance visual hierarchy
Minimize distracting elements
Collapse less-used features
Use whitespace to refine layouts

Icon Guidelines
图标规范



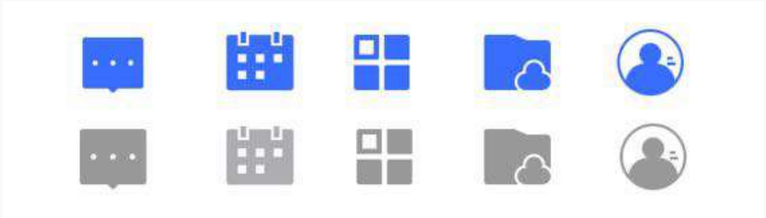


Ensure quick recognition

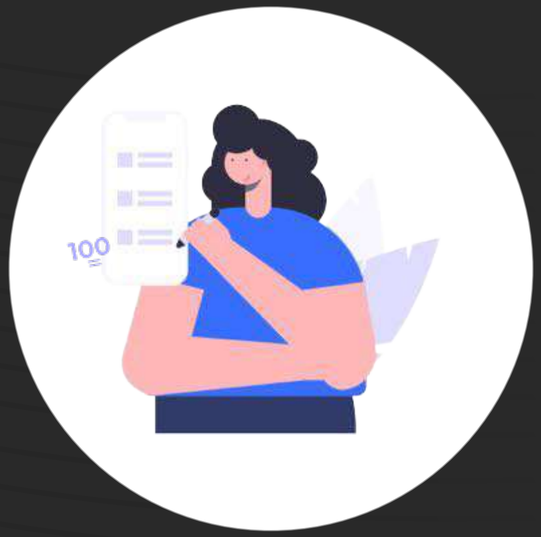
Solid-filled icons for clarity and stronger affordance

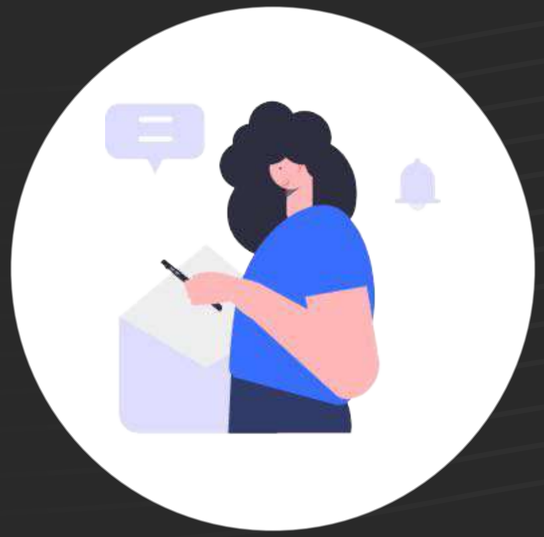
Follow visual guidelines

Icons should strictly follow visual guidelines and use basic geometric shapes wherever possible to ensure structural integrity, visual consistency, and recognizability.



Guidance Page
引导页











Login Page
登录页

As a B2B product, the platform streamlines employee login by supporting direct access with employee IDs and facial recognition. It combines efficient authentication with an enhanced user experience and more engaging interactions.

Work Control
工作台

Timely notifications keep employees informed of important updates while **streamlining user workflows.** A clear, readable interface displays daily tasks and completion progress, helping improve work quality and efficiency.

Key functional modules are prioritized in the primary visual area, with customizable settings to meet the diverse needs of different departments and job roles.



Regularly introduce new events, such as exclusive employee shopping events and recreational activities.



High-frequency employee actions are highlighted through color and brightness contrast, ensuring clear visual recognition while providing immediate feedback.

The **Work Assistant** is designed with a user-centered approach, supporting employees' personal growth and development.



Message Page
信息页

Message Filtering

Users can swipe through message cards to quickly filter and locate relevant information, reducing search time. Swiping left also enables filtering across multiple business scenarios.

Component-Based Design

Component-based design ensures consistency across the product, while subtle visual differences between system icons and contact avatars help users quickly distinguish them.



Internal Consistency

A 750px grid system based on col-sm-6 ensures consistent layouts across all pages and functional components.



Task Page
任务页

Task List

Checking off tasks automatically moves them to the completed task list, making task management clear and easy to track.

Task Hierarchy Optimization

Tasks support customizable labels, including star ratings, allowing users to personalize task organization and filter important or urgent items for timely action.





Create Tasks
任务创建

Component-Based Task Creation

Business componentization reduces the learning curve and operational costs for users.

Definition

The task creation component allows users to create schedules, tasks, and work shifts within a unified interface.

Scenarios

Business staff can upload work schedules and create calendar events and tasks.

Note

Maintain design consistency across all pages.



Task Page - Schedule
任务页-日程

Calendar

The task list displayed below the calendar helps users manage their time and create tasks efficiently. The reminders feature below simplifies scheduling and task creation, reducing the learning curve.

Seamless Switching

Tasks, schedules, and shifts are closely connected, allowing users to switch seamlessly between them and create tasks more efficiently.

Business Workflow

Optimize fields and page elements to make information clearer and easier to understand.

Provide feature guidance to help users quickly understand how the system works.



Task Page - Shifts
任务页-排班

Shift Scheduling

Shift scheduling is frequently used by marketing employees and managers. A clear scheduling interface helps streamline workflows.



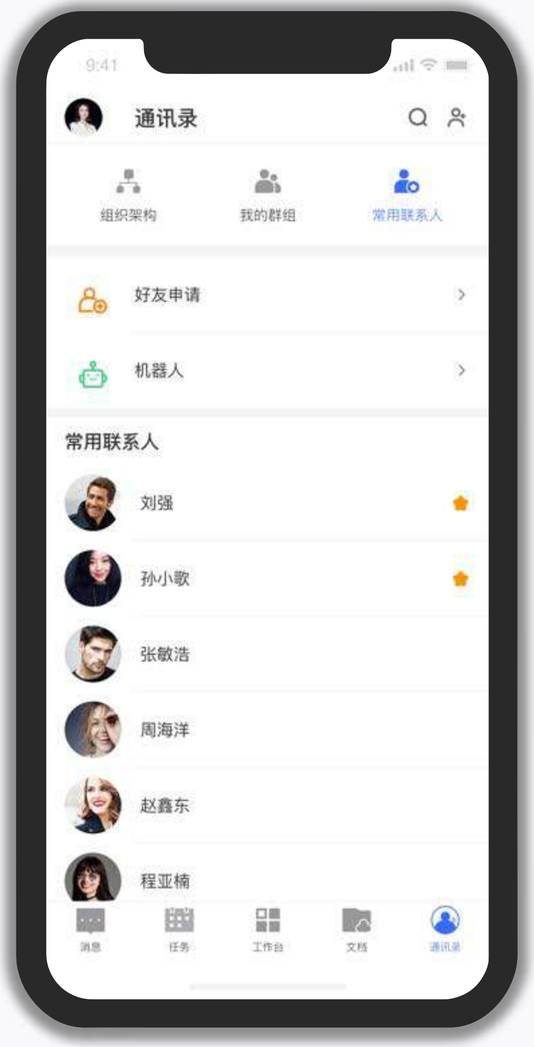
Document Page
文档页

Vertical List

A vertical list improves scannability, helping users quickly find the information they need.

AI Assistant

The AI assistant provides step-by-step guidance and answers users' questions, reducing the time spent on manual support while improving the overall user experience.



Communication page
通讯录

Vertical List

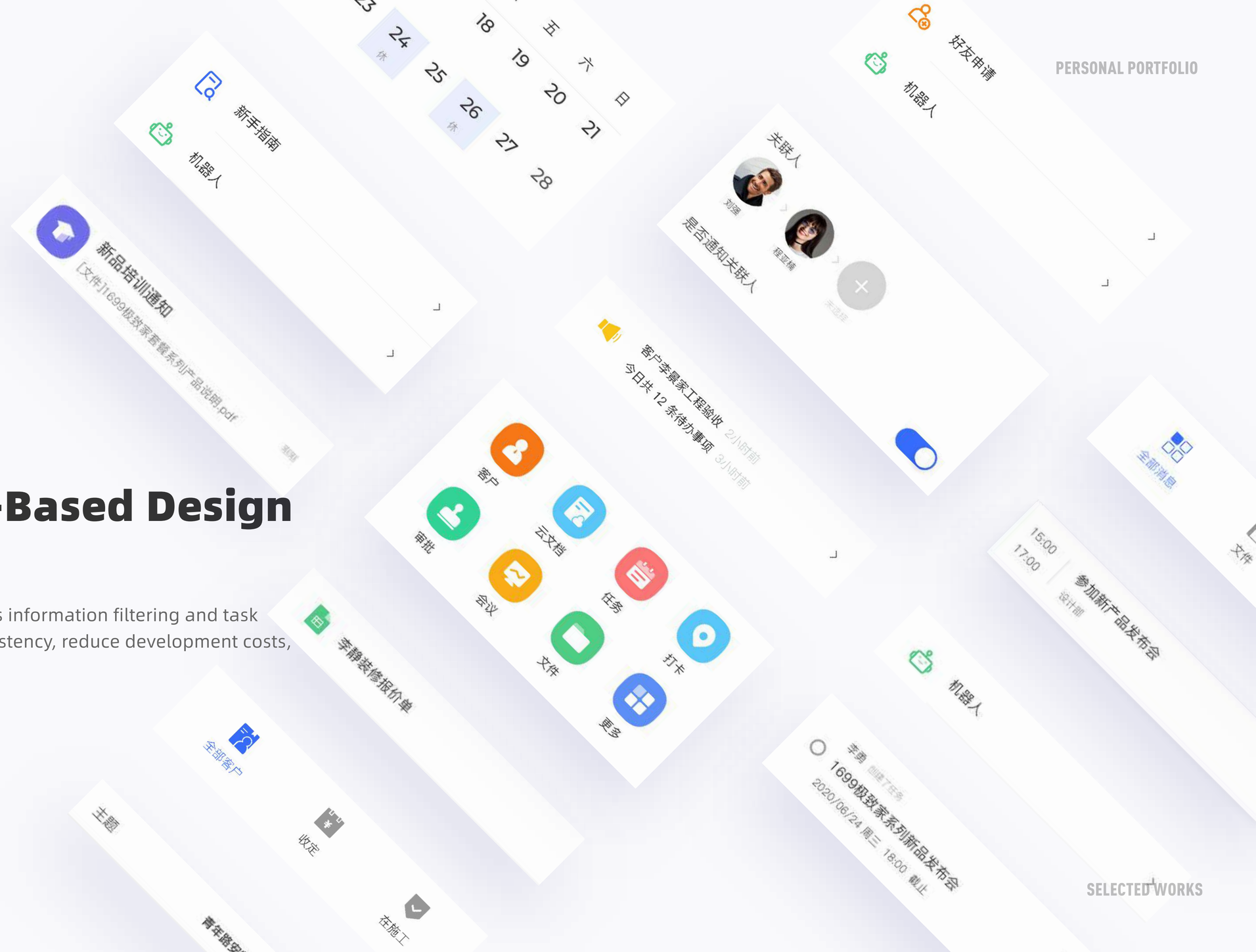
A vertical list improves scannability, helping users quickly find the information they need.

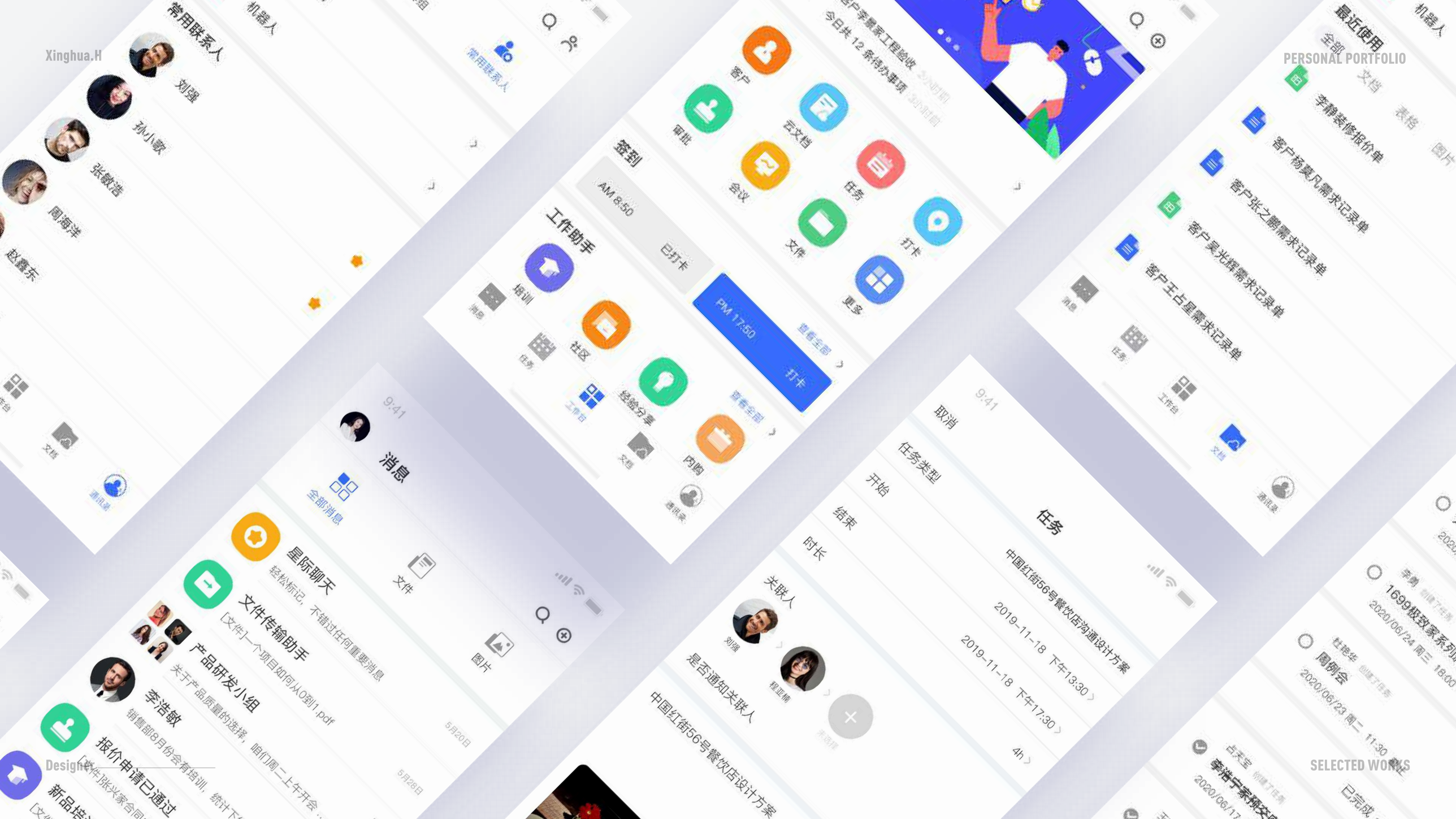
AI Assistant

The AI assistant provides step-by-step guidance and answers users' questions, reducing the time spent on manual support while improving the overall user experience.

Component-Based Design
组件化设计

Reusable components, such as information filtering and task creation, ensure product consistency, reduce development costs, and improve design efficiency.




Xinghua.H
PERSONAL PORTFOLIO
常用联系人
刘强
孙小歌
张敏浩
周海洋
赵鑫东
机器人
签到
AM 8:50
已打卡
PM 17:50
打卡
工作助手
培训
社区
经验分享
内购
客户
审批
云文档
会议
任务
文件
打卡
更多
最近使用
全部
文档
表格
图片
李静装修报价单
客户杨夏凡需求记录单
客户张之鹏需求记录单
客户吴光辉需求记录单
客户王占星需求记录单
9:41
消息
全部消息
星际聊天
轻松标记，不错过任何重要消息
文件传输助手
[文件]一个项目如何从0到1.pdf
产品研发小组
关于产品质量的选择，咱们周二上午开会
李浩敏
销售部8月份会有培训，统计下
报价申请已通过
[文件]张兴家合同
新品培
5月20日
5月26日
取消
任务类型
开始
结束
时长
关联人
是否通知关联人
中国红街56号餐饮店设计方案
任务
中国红街56号餐饮店沟通设计方案
2019-11-18 下午13:30
2019-11-18 下午17:30
4h
1699极致系系列
2020/06/24 周三 16:00
周例会
2020/06/23 周二 11:30
已完成
Designer
SELECTED WORKS

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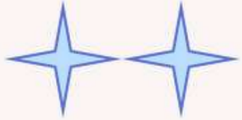


Xinghua

26°C

万能智家

智能家居App

SMART HOME APP

Universal Smart Home is a smart home platform designed to enhance the connected living experience. It is built around user-centered research into household needs, aiming to integrate and manage smart devices within a unified ecosystem.

The product enables users to connect and control various home devices, create personalized living scenarios, and access contextual information through intuitive and human-centered interactions, improving comfort and convenience in daily life.



产品介绍

Product Overview



Target Users

Users of the Smart Home Platform are primarily aged 30-50 and live in urban residential areas. They tend to have larger homes and a greater need for smart home solutions.

Core Features

Users can easily control devices, monitor their operating status, and access purchasing services. As technology transforms everyday living, personalized home product information and interactive experiences are becoming increasingly important.

用户需求

User Needs



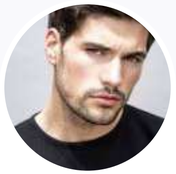
用户痛点

每天要照顾家，家务繁重，精力有限，不能有效规划时间。

使用场景

出门买菜、接孩子要把家里不同空间的电器检查一遍。

Based on my previous experience in interior design and extensive interactions with clients, I identified smart home technology as a growing focus in the home furnishing industry. Through analyzing users' lifestyles and living scenarios, I found that urban homeowners aged 30–50, who often live in larger homes, have a strong need for smart home solutions.



用户痛点

工作比较忙，打理家庭事务的时间比较少。

使用场景

回家之前，将空调热水器等设备提前设置好，一键开启，节省时间。

Users show strong interest in smart home technology, particularly younger generations who are more receptive to it. A user-centered approach uses user modeling to explore users' behaviors, attitudes, abilities, goals, and potential challenges throughout the user journey.

设计目标

Design Goals

Intelligence

Efficiency
Personalization
Data Visualization
One-Tap Connectivity

Friendliness

Stability
Ease of Use

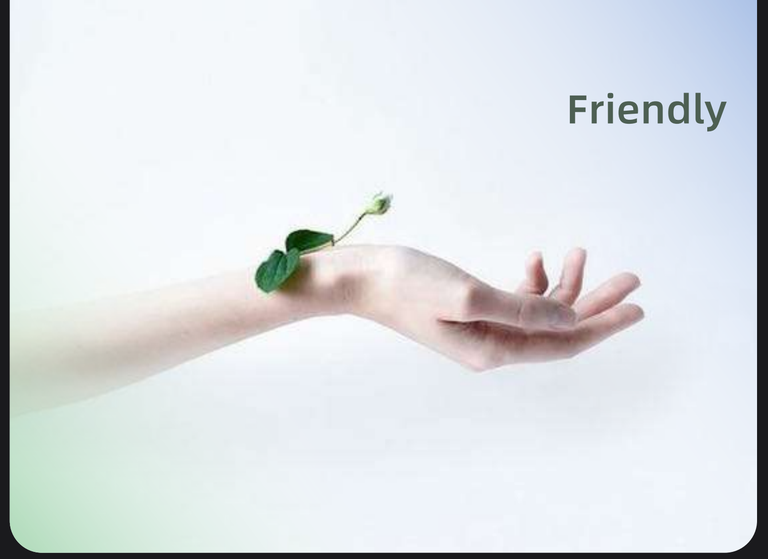
Quality

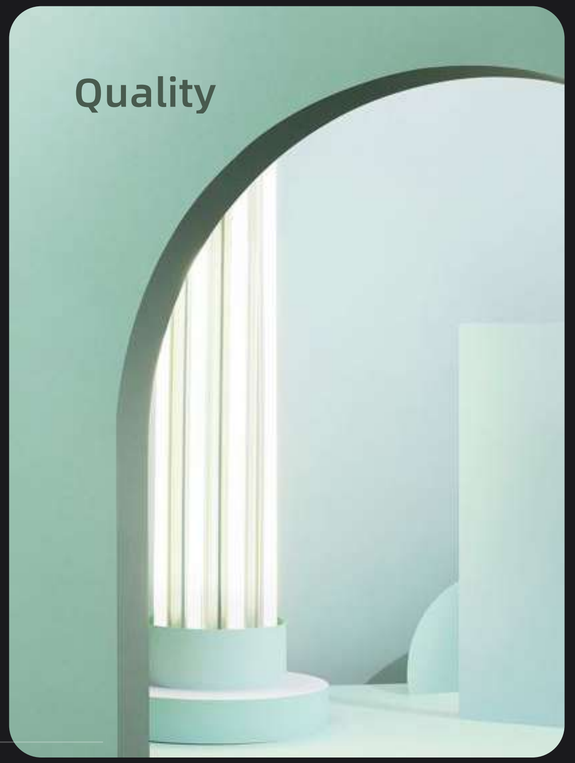
Card-Based Design for a
Premium Look
Ease of Use

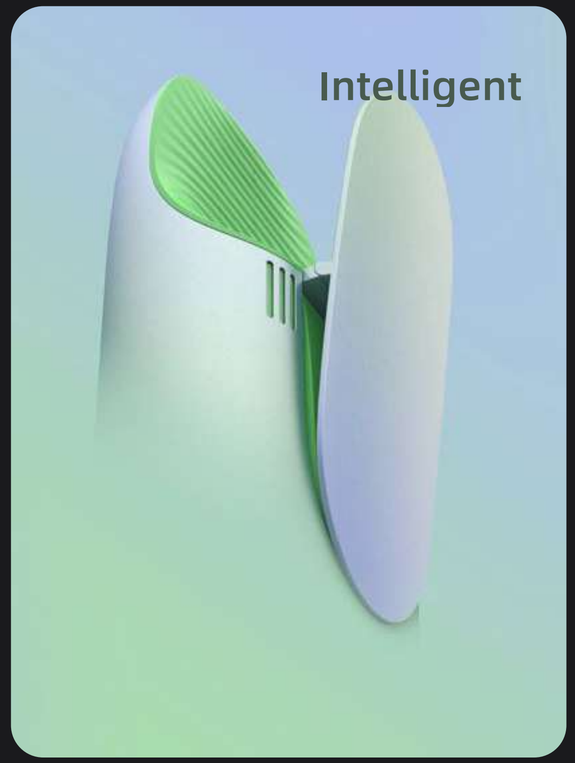
By analyzing user pain points and competing products from brands such as Huawei, Xiaomi, Ziroom, and Alibaba, I defined two core design goals: Intelligence and Connectivity. Using a user-centered approach, I developed user models to understand users' behaviors, attitudes, abilities, goals, and potential challenges throughout their user journey.

Mood Board

情绪板







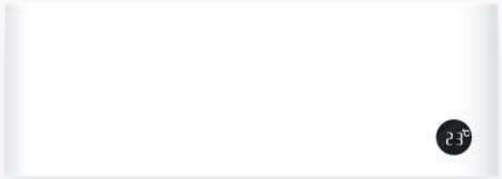
Color Extraction

To convey a sense of quality, I chose a clean, vibrant green to create a friendly and approachable brand image.

#36CC94	#888888	#F3F4F5
主色	辅色	背景色

图形提取

Graphic Extraction





Enhancing Perceived Quality

Skeuomorphic device design helps users quickly recognize devices and improves usability compared with flat design. Consistent details, such as shadows, create a more refined interface and enhance the product’s perceived quality.





Intelligence

A minimalist yet thoughtful design style that highlights the product’s smart, intelligent character



产品结构

App Structure

万能智家

- Home
  - Add Device
  - One-Tap Control
  - Room Selection
  - Device Activation
  - ...
- Room
  - Room Overview
  - Device Status
  - Edit Space
  - ......
- Discover
  - Smart Home Products
  - Community
  - Forum
  - ......
- My
  - Device Management
  - Purchase History
  - Data Management
  - ......





原型设计

Prototype Design

Use interactive prototypes to demonstrate real-world scenarios. Generate user flows, personas, wireframes, and animations to save time and effort on new projects, improve design quality, and facilitate effective communication among design team members.

Homepage Design

首页设计

Scenario Based Design

The card-based layout follows users' mental models, while pre-selected device options simplify the process of adding frequently used devices.



Mode Management Clear Visual Hierarchy
Distinct Visual Contrast Between States

Room Selection uses tabs to switch between rooms, providing a clear overview of each room's device status and allowing users to turn devices on or off with a single tap.



控制页

Control Page

Framework

Devices are prominently centered on the screen. Colors indicate their operating status, and buttons are placed at the bottom for easy access to frequently used actions.

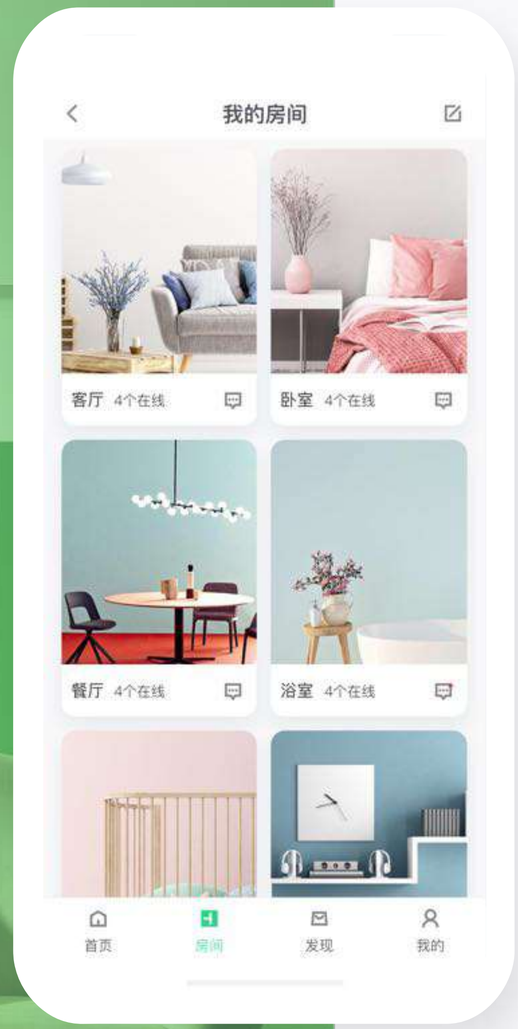
Interaction

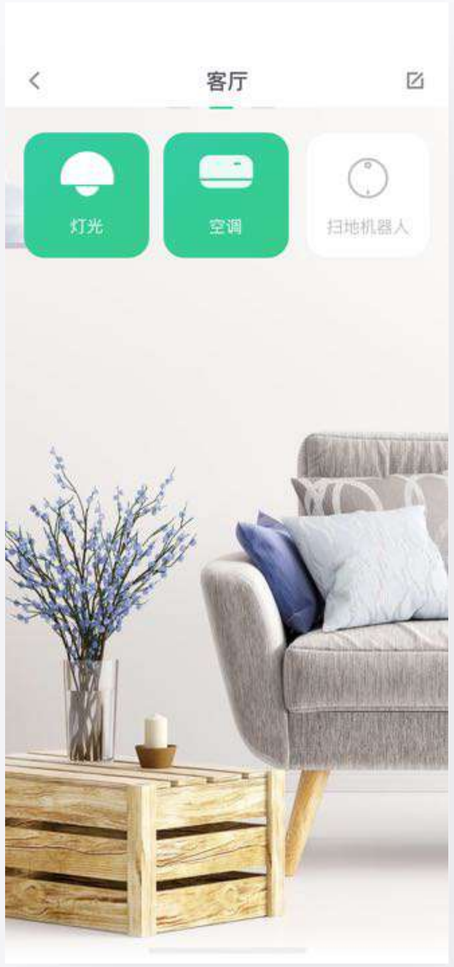
Swipe left on the buttons to browse available options.











房间管理

Room Management

Cross-Device Experience

Card-based room design improves responsive flexibility and supports existing and future devices, including wearables and other IoT interfaces.



Multidimensional Feedback

Brand colors highlight the active states of room device buttons, providing clear visual feedback through color and hierarchy.

发现页

Discover Page

Promotional Banners

Promote seasonal campaigns and new products to drive purchases.

Quick Access

Provide shortcuts for users to browse and filter products by category.



个人中心

Profile

Highlight Core Features

Separate data-related information from functional features.
Combine grid and list layouts to create a clear visual hierarchy.

List Layout

Supports information expansion and organizes items into groups based on business needs, making content easier to browse.



数据可视化

Data Visualization

Improve Data Readability

Display total consumption alongside daily, weekly, and monthly breakdowns, helping users clearly understand the energy consumption of common household devices.

Balancing Simplicity and Accuracy

Use line charts to balance simplicity, accuracy, and emotional appeal.

Interactive Data Exploration

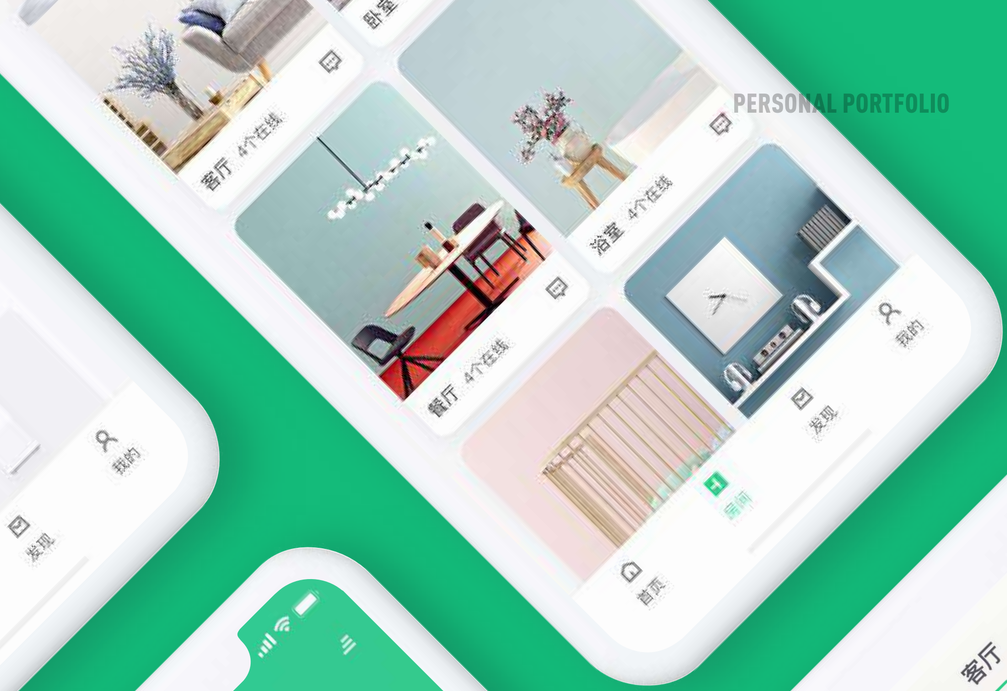
Use interactive donut charts to go beyond static data displays, highlighting specific data based on user selections.





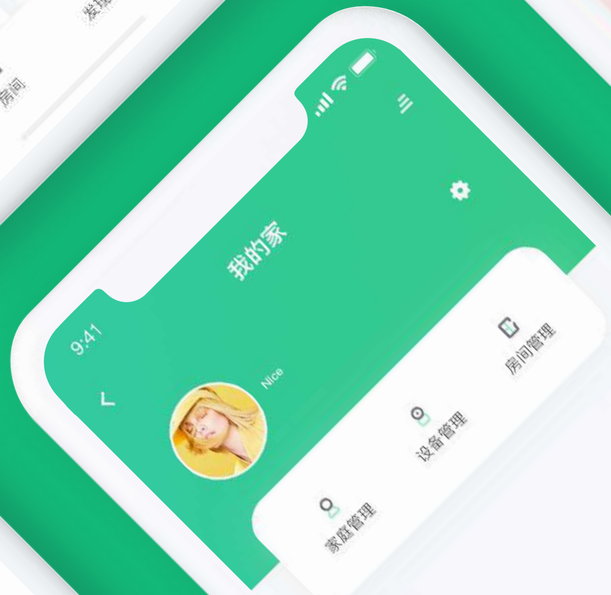



9:41
晚上好，
26℃
室内温度
%40
室内湿度
在家模式
关联设备6个
离家模式
关联设备2个
音乐模式
关联设备1
书房
玄关
儿童房
主卧
客厅
空调
扫地机器人
我的
发现
房间
首页


卧室
客厅 4个在线
浴室 4个在线
餐厅 4个在线
我的
发现
房间
首页


本月
56
h
使用时间
22
次
使用次数
设备消耗趋势图
06/21
06/22
06/23
06/24
06/25
06/26
06/27
设备消耗占比
空调 40%
照明 20%
空气净化器 20%
扫地机器人 12%
摄像头 8%


9:41
晚上好，神经蛙
26℃
室内温度
%40
室内湿度
在家模式
关联设备6个
离家模式
关联设备2个
音乐模式
关联设备1
书房
玄关
儿童房
主卧
客厅
没有发现可使用设备
去添加
我的
发现
房间


9:41
我的家
Nice
房间管理
设备管理
家庭管理

客厅
9:41
灯光
我的
发现


功能消耗
通知设置
权限管理
常见问题
意见反馈

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Xinghua

Forest of Encounters



By Xinghua

Forest of Encounters

Visual Storytelling

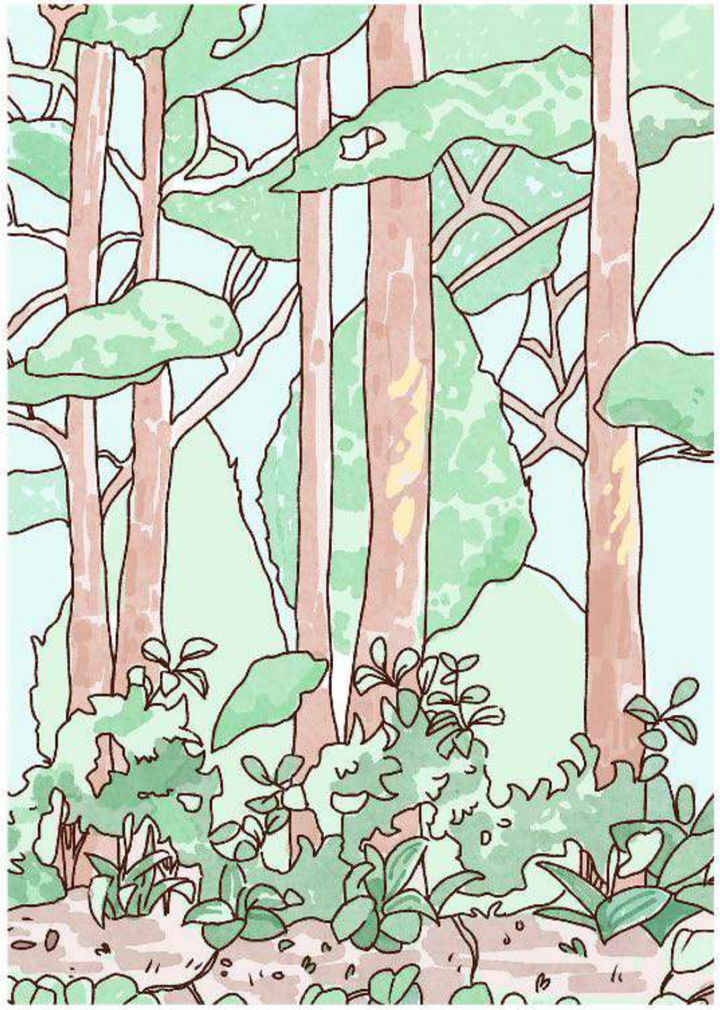
Developed an original narrative world, character stories, and a cohesive picture-book-inspired visual style through illustration.

Interactive Development

Used Unity and C# to bring illustrated stories to life through interactive pages, character interactions, and gameplay.



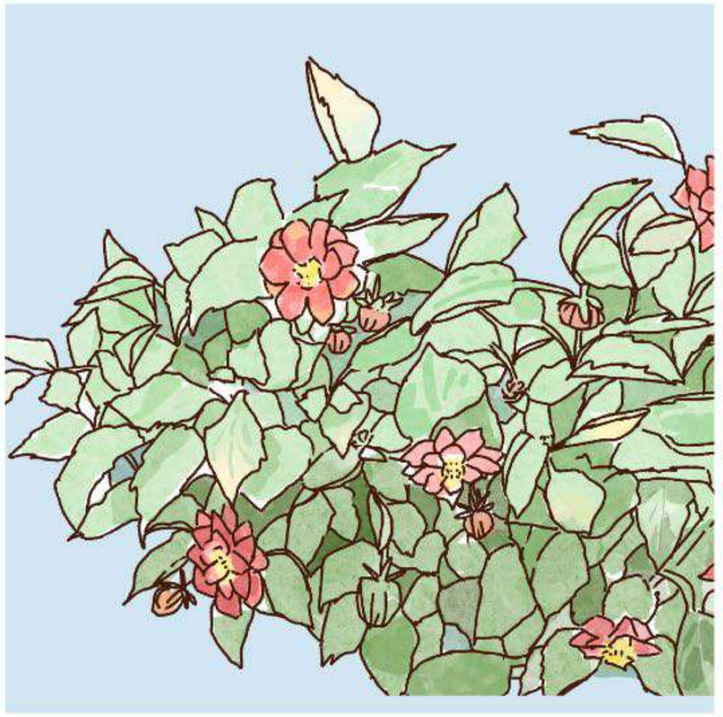




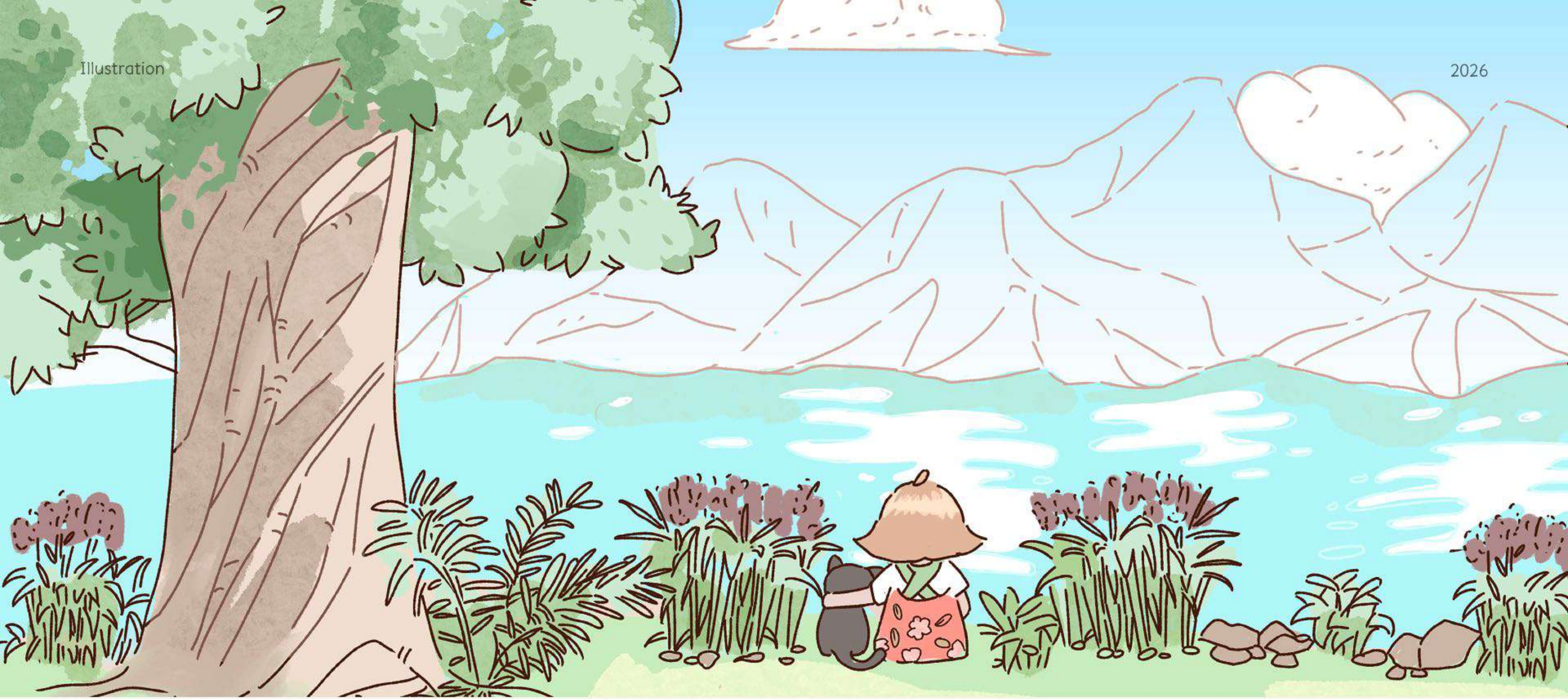








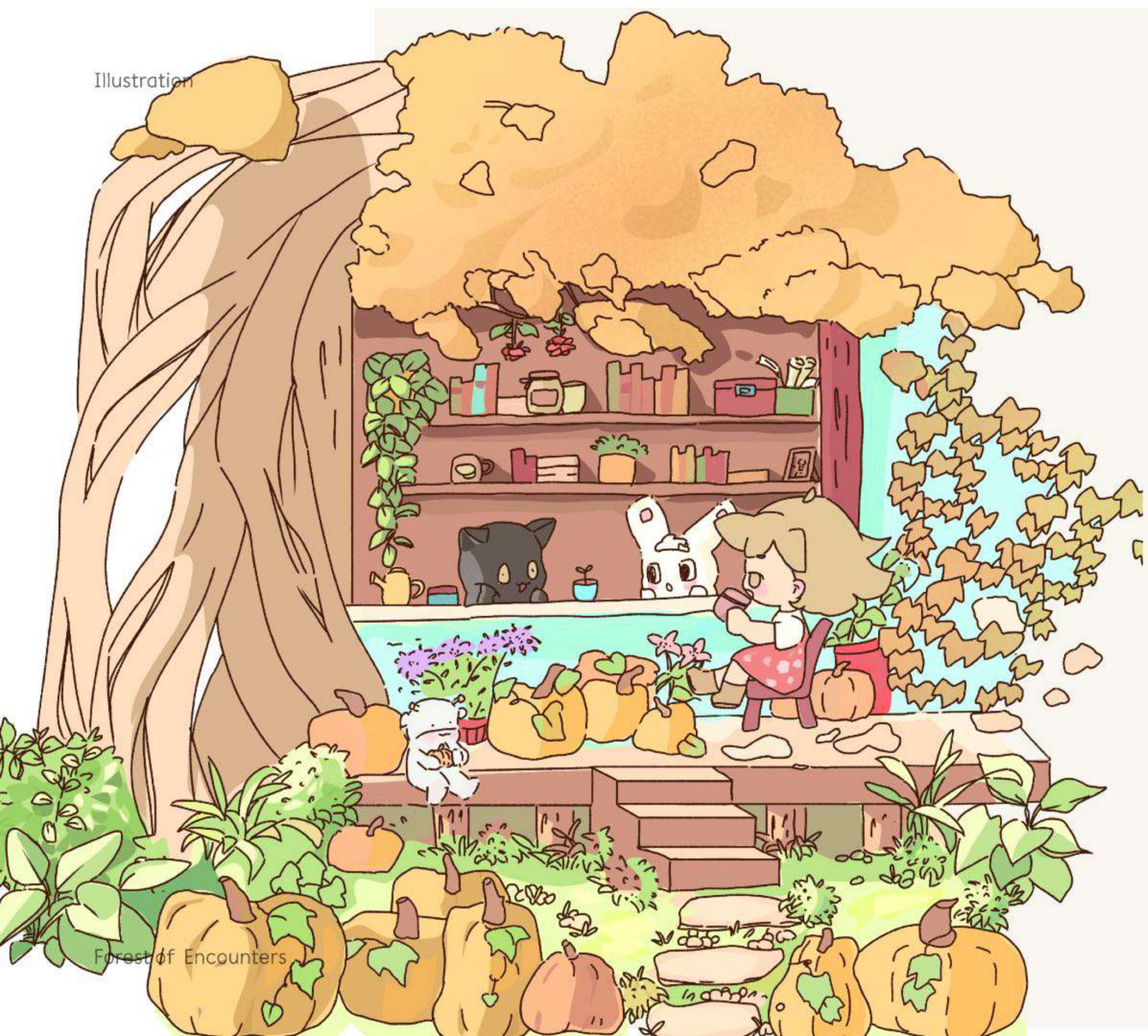
The First day we met



The forest is not a place, but an encounter.
You never know what you'll meet in the forest.

Illustration

2026



Forest of Encounters







Story Development

Illustration

2026



Forest of Encounters

Story Development

Illustration

2026



Forest of Encounters

Story Development

Thanks

Curiosity, a strong desire to learn, and the ability to understand deeply have always been powerful driving forces in my life.
If you find my background and skills a good fit, I would be happy to connect with you.

Name Huo Xinghua

Email huoxinghuacn@gmail.com