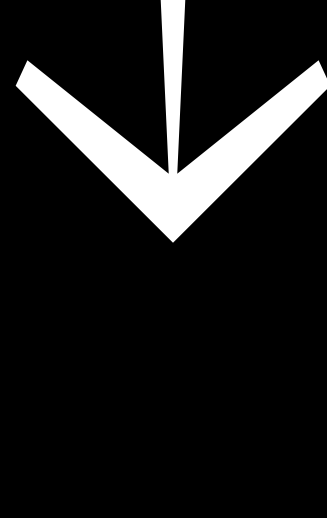# HOLISTIC UX/UI & GRAPHIC DESIGNER

↓

About Danny   Some facts

DANNY

Seasoned UX/UI & Graphic Designer with 8 years of
experience. I've collaborated with renowned companies
like SEGA, Belka Games, Mixi, Foglin, Westpac, and
Blossom Media. My expertise spans UX ideation, Web
/Game, App & Mobile UI design. Prototyping, and Testing,
complemented by a strong background in social media
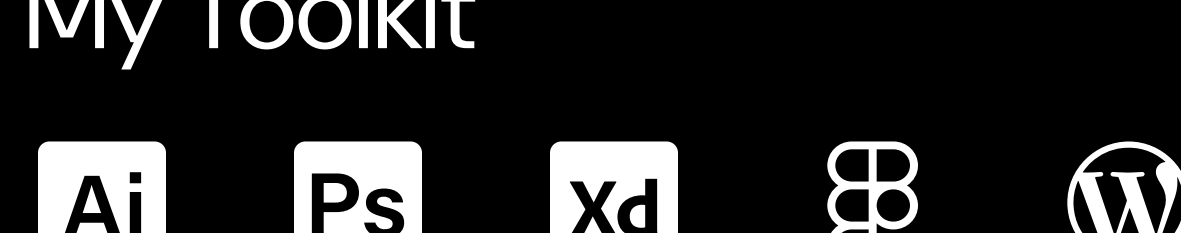marketing and street design.

Follow me
I'm available on the following social media platforms.

[LinkedIn] [Instagram]

Work History

2017-Present	Self Employed	Freelance Graphic Designer
2022-Present	AKA Virtual	UX Designer
2022	Sayso	UX Researcher
2021-2022	eLife	Social Media & Content Manager

My Toolkit
[Ai] [Ps] [Xd] [Figma] [WordPress]

Selected Works   Some stuff

01/

Web Design/UI
& Social Media

POGLIN

02/

Graphic Design
& Social Media Marketing

FIGHT LEAGUE

03/

Web/Mobile
Design & Game UI

SAMBA DE AMIGO

04/

TOP　ゲームプレイ　キャラクター　会社概要

好奇心を掻き立てるパズルゲーム
クロックメーカー
好評配信中！
[App Store] [Google Play]

Web/Mobile
Design & Game UI

BELKA CLOCKMAKER

05/

Graphic Design, Branding, &
Merchandising Web Design/UI

AKA TOKYO GAME SHOW 2023 & 2024

06/

TELL YOUR STORY Sayso

UX Research &
Mobile/Web UI
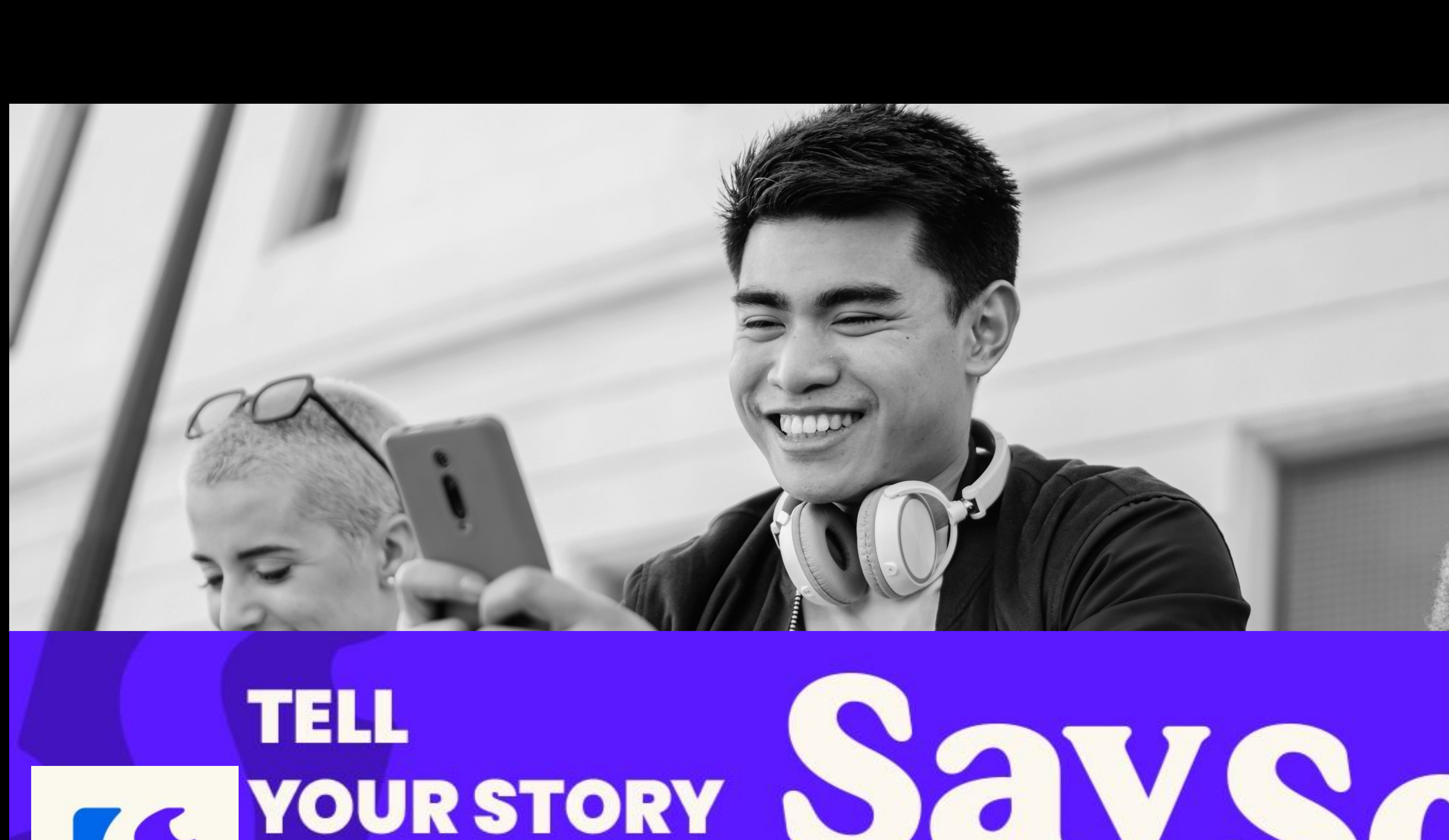
SAYSO SELF JOURNALING WEB APP

POGLIN

Client:
Gacha Monsters

Role:
Web Design
UI Design
Social Media

Credits:
Lily Gunawan (Head of Creative Production)
Ariana Rahima(Project Manager)
Eric Belale (2D/3D Game Artist)

→ Case Study #1
Website URL Link:

Poglin Website Design Update

Project Overview:
Gacha Monsters requested the creation and update of the UI and web design for Poglin. This project involved developing a cohesive and engaging user interface for the Poglin multimedia IP, which spans anime, games, Web3, and physical merchandise.

The Problem:
Poglin is a newly developed intellectual property with a vast world and diverse creatures with unique abilities. The challenge was to create a compelling and user-friendly interface that would x users across various platforms, starting with the website and game UI. The goal was to ensure a seamless and engaging experience that aligns with the intricate lore and high-quality animation of the Poglin universe.

The Solution:
To address this challenge, I designed a cohesive and intuitive UI that reflects the rich world of Poglin. The interface was crafted to be visually appealing and easy to navigate, enhancing the user experience across all platforms. This included:
• A visually engaging website that introduces users to the Poglin universe.
• A dynamic and interactive UI for the game that complements the diverse abilities of the creatures.
• Integration of Web3 elements to enhance user engagement and provide unique digital experiences.
• Consistent design elements that are adaptable for physical merchandise and other multimedia extensions.

Hero Carousel

Responsive Design
Menu UI

Button States &
Icon Design
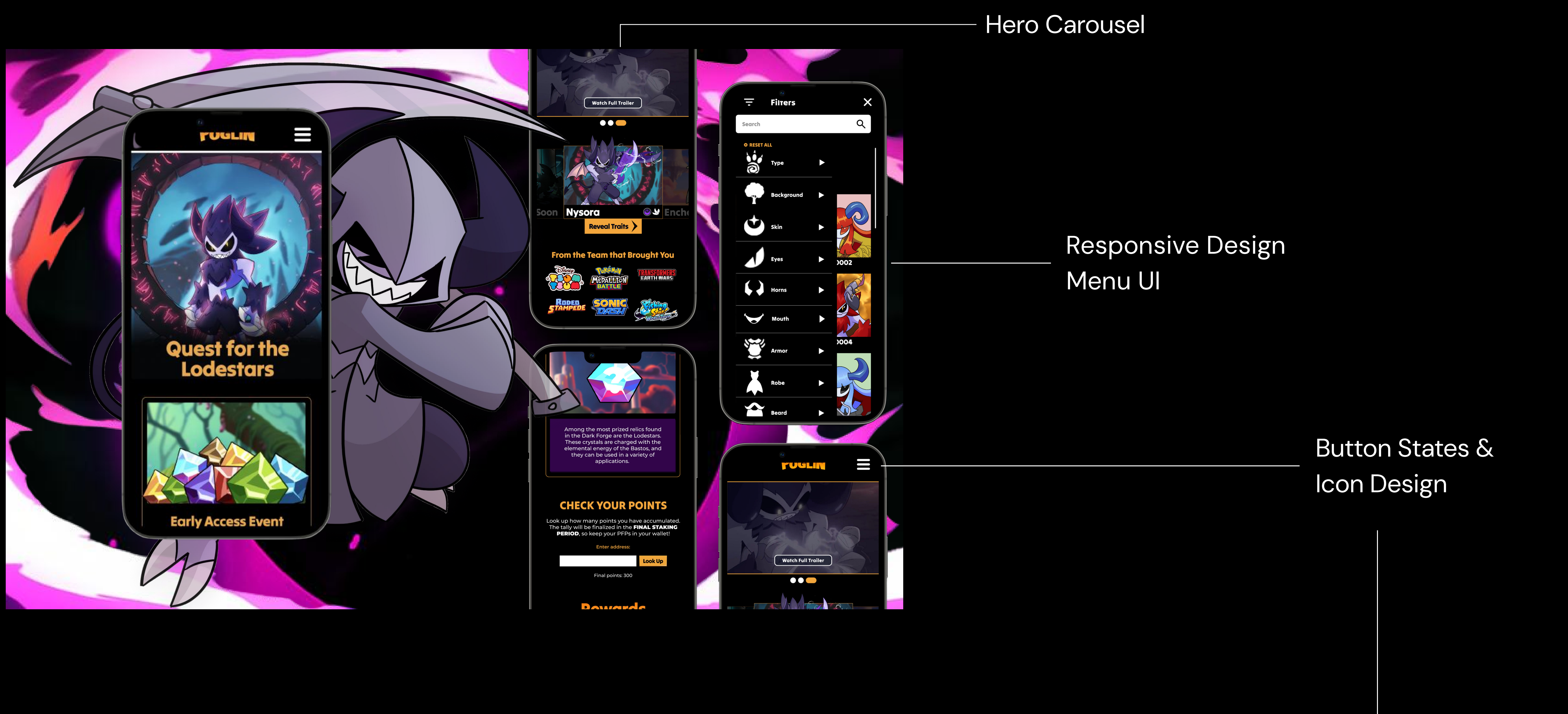
Research and Discovery:
• Conducted in-depth research on the Poglin universe, understanding the lore, characters, and unique abilities
• Collaborated with the project manager, the creative director and the animator to align the UI design with the storyline and animation style.

Wireframing:
• Created initial wireframes to outline the basic structure and flow of the website and game UI.
• Received feedback from stakeholders at Gacha Monsters and iterated on the wireframes to meet their expectations.
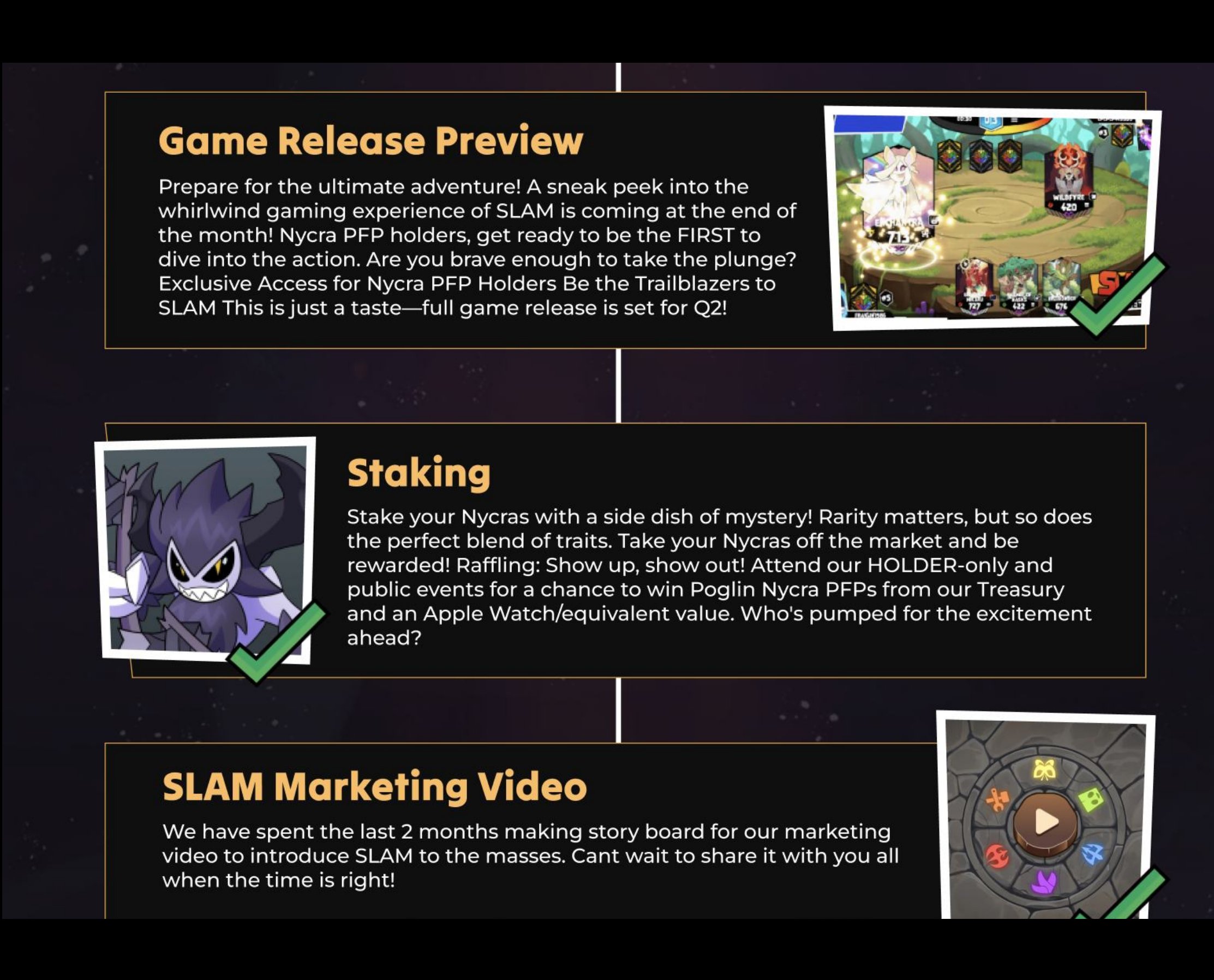
Design Development:
• Developed high-fidelity mockups based on the approved wireframes, incorporating visual elements that reflect the Poglin world.
• Ensured the design is scalable and adaptable for future expansions into Web3 and physical merchandise.

Poglins

Demons
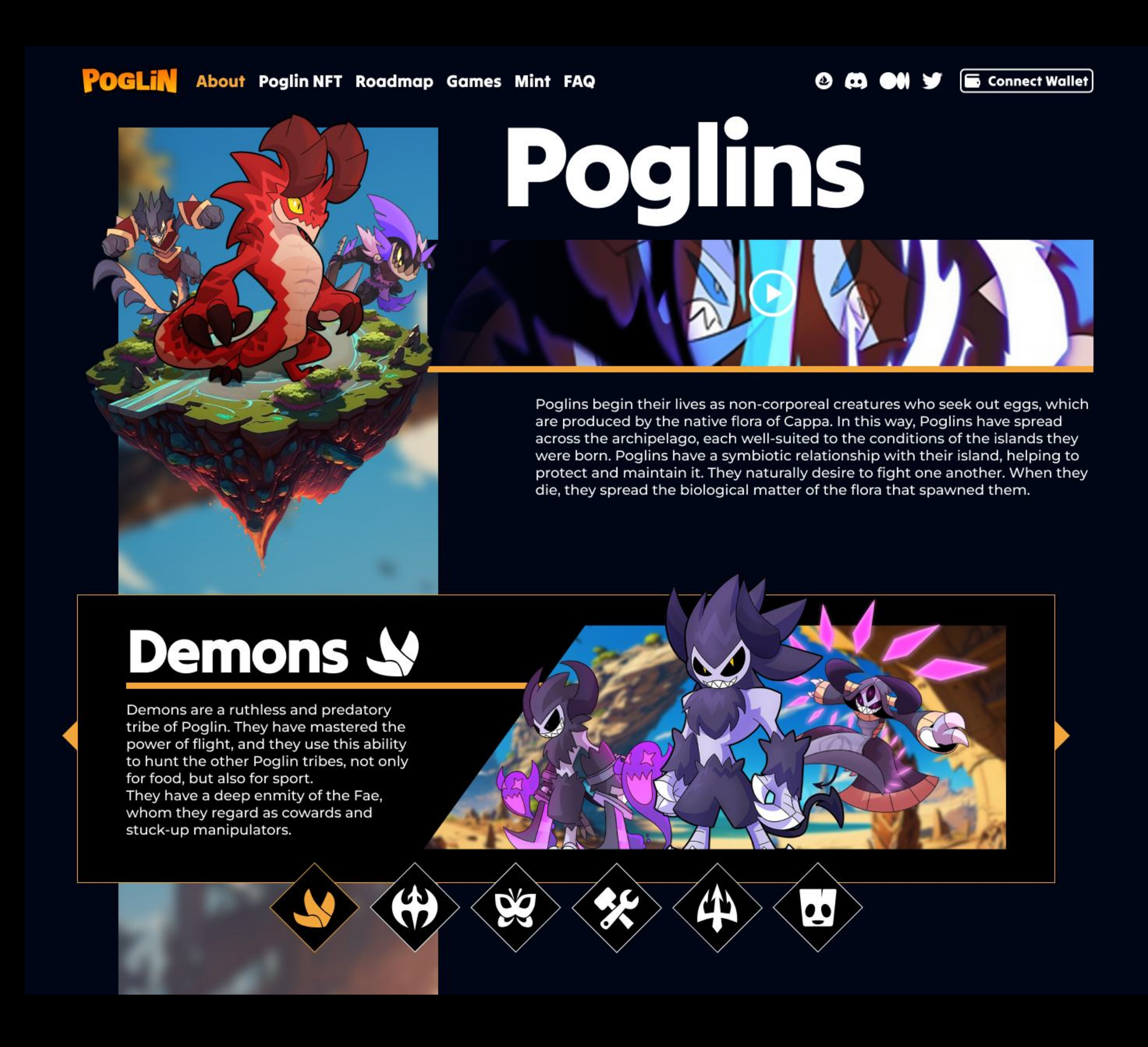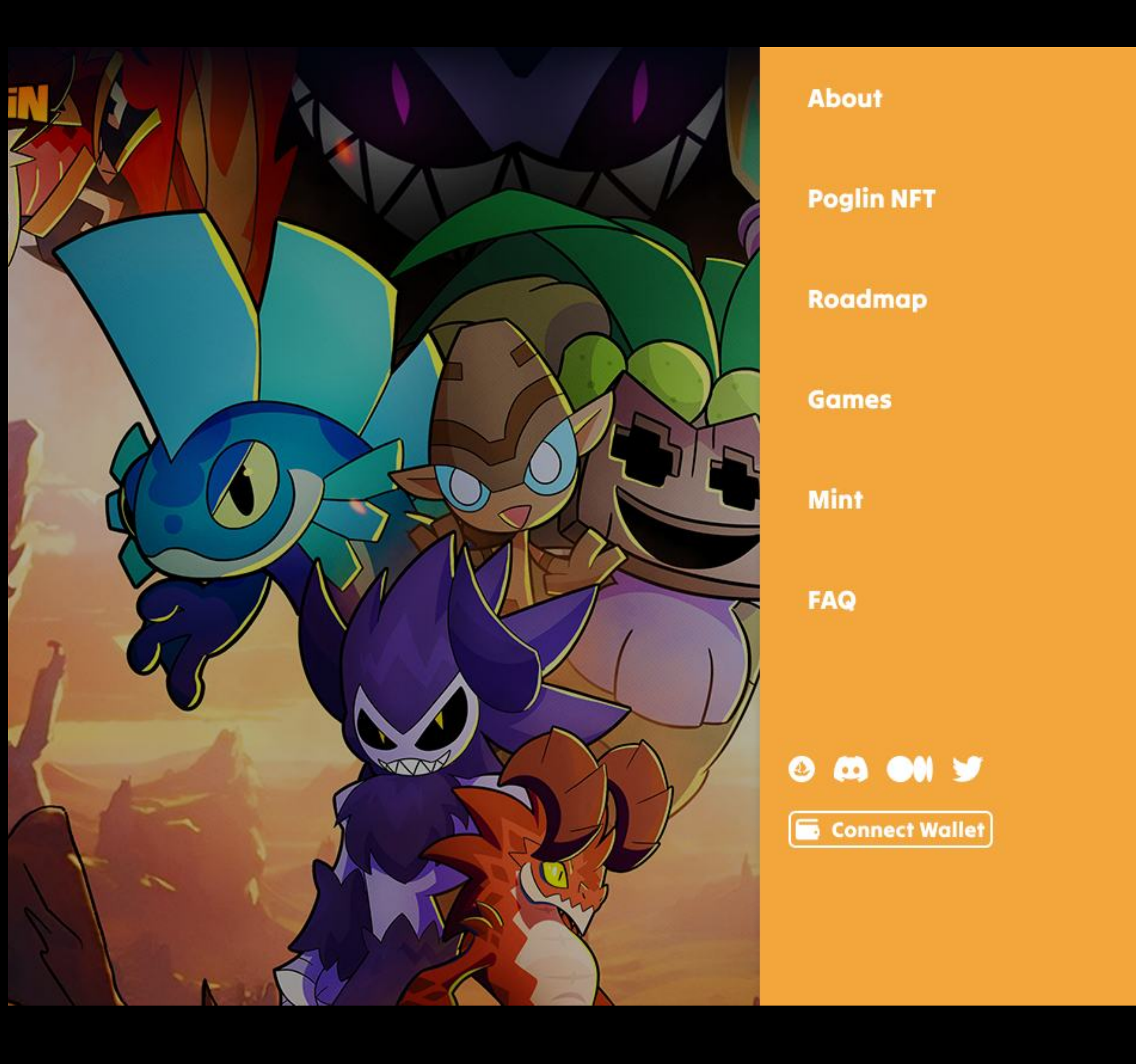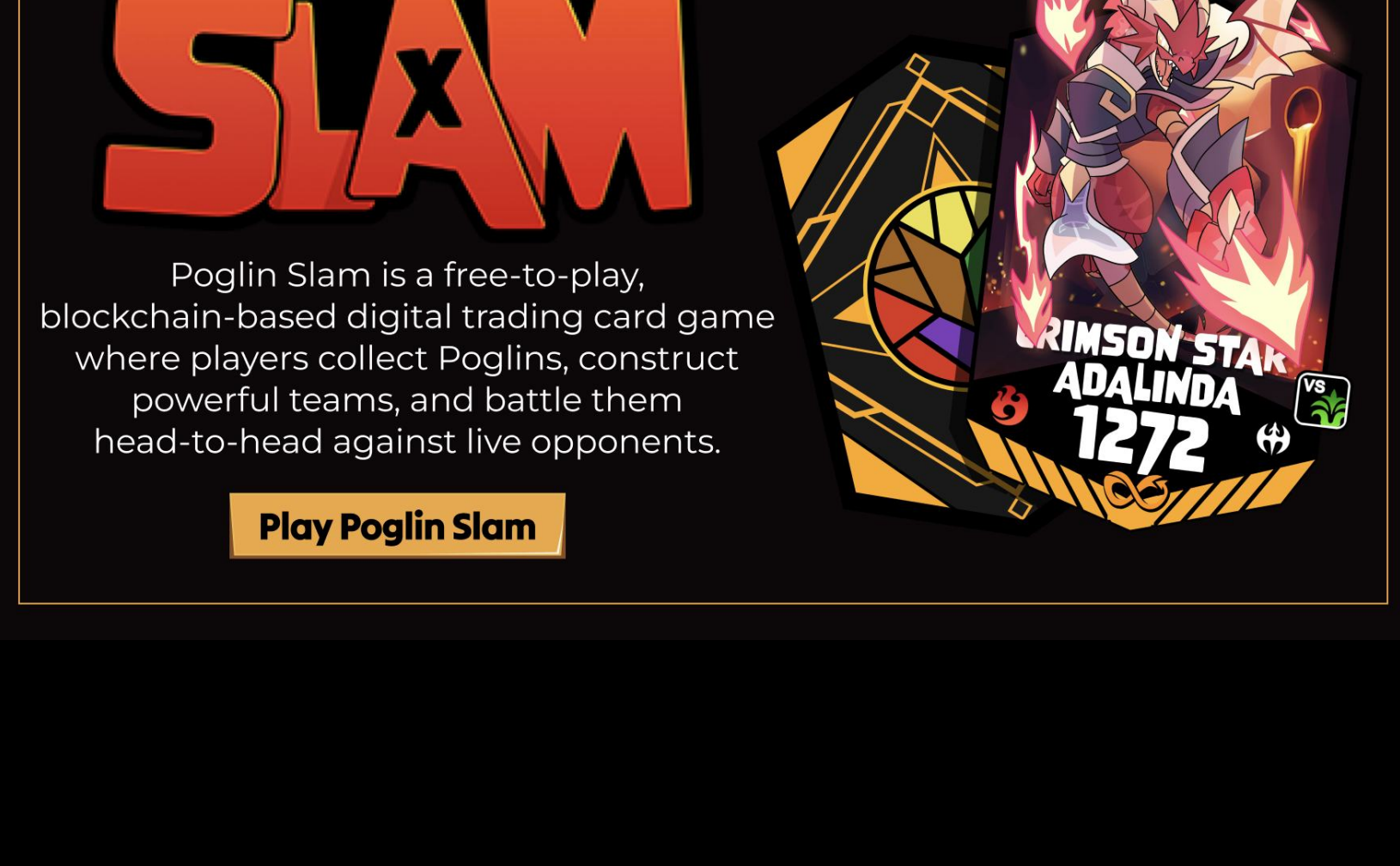
Results and Metrics:
• Increased user engagement on the website within the first month after the launch of the updated UI.
• Positive feedback from users on the intuitive navigation and visually appealing design, contributing to a higher overall satisfaction score.
• Successfully integrated Web3 elements, resulting in an increase in user participation in digital experiences and NFT collections.

By focusing on creating a user-centric design that reflects the depth and excitement of the Poglin universe, I successfully delivered a UI that enhances the overall experience and sets a strong foundation for future multimedia expansions.

POGLIN ROADMAP

Q1   Q2   Q3   Q4

Q1 MILESTONES

PFP Reveal
The moment we've all been waiting for is here! Witness the revelation of your Nycra PFPs—the journey to gather the most Nycra and ascend to the status of the ultimate warrior.

Game Release Preview

Game Release Preview
Prepare for the ultimate adventure! A sneak peek into the whirlwind gaming experience of SLAM is coming at the end of the month! Nycra PFP holders, get ready to be the FIRST to dive into the action. Are you brave enough to take the plunge? Exclusive Access for Nycra PFP Holders Be the Trailblazers to SLAM! This is just a taste—full game release is set for Q2!

Staking
Stake your Nycras with a side dish of mystery! Rarity matters, but so does the perfect blend of traits. Take your Nycras off the market and be rewarded! Baffling: Show up, show out! Attend our HOLDER-only and public events for a chance to win Poglin Treasure NFTs, Nycras, and an Apple Watch/equivalent value. Who's pumped for the excitement ahead?

SLAM Marketing Video
We have spent the last 2 months making story board for our marketing video to introduce SLAM to the masses. Cant wait to share it with you all when the time is right!

NEXT PROJECT

Graphic Design
& Social Media Marketing

→

FIGHT LEAGUE

FIGHT LEAGUE

Client:
Mixi
Gacha Monsters

Role:
Graphic Design
Social Media Marketing

Credits:
Lily Gunawan (Head of Creative Production)
Ariana Rahima(Project Manager)

→ Case Study #2
Website URL Link:

Social Media Content Creation for Fight League

Project Overview:
I was tasked with creating social media content for Mixi's new IP games: Fight League Survivor, Fight League Medallion, and Fight League Missions. The goal was to develop engaging and compelling content for their Twitter, Discord, and TikTok platforms to promote these new games and engage with the gaming community.

The Problem:
With the launch of new IP games, Mixi needed to create buzz and excitement around their titles in a competitive gaming market. They required content that would resonate with their target audience and showcase the unique features and gameplay mechanics of each game.

The Solution:
To address this challenge, I developed a comprehensive social media content strategy tailored to each platform and game. This included crafting attention-grabbing copy and creating visually appealing content to spark interest and drive engagement. The strategy focused on highlighting key features, character profiles, gameplay mechanics, and upcoming events to keep the audience informed and excited about the new Fight League IP games.
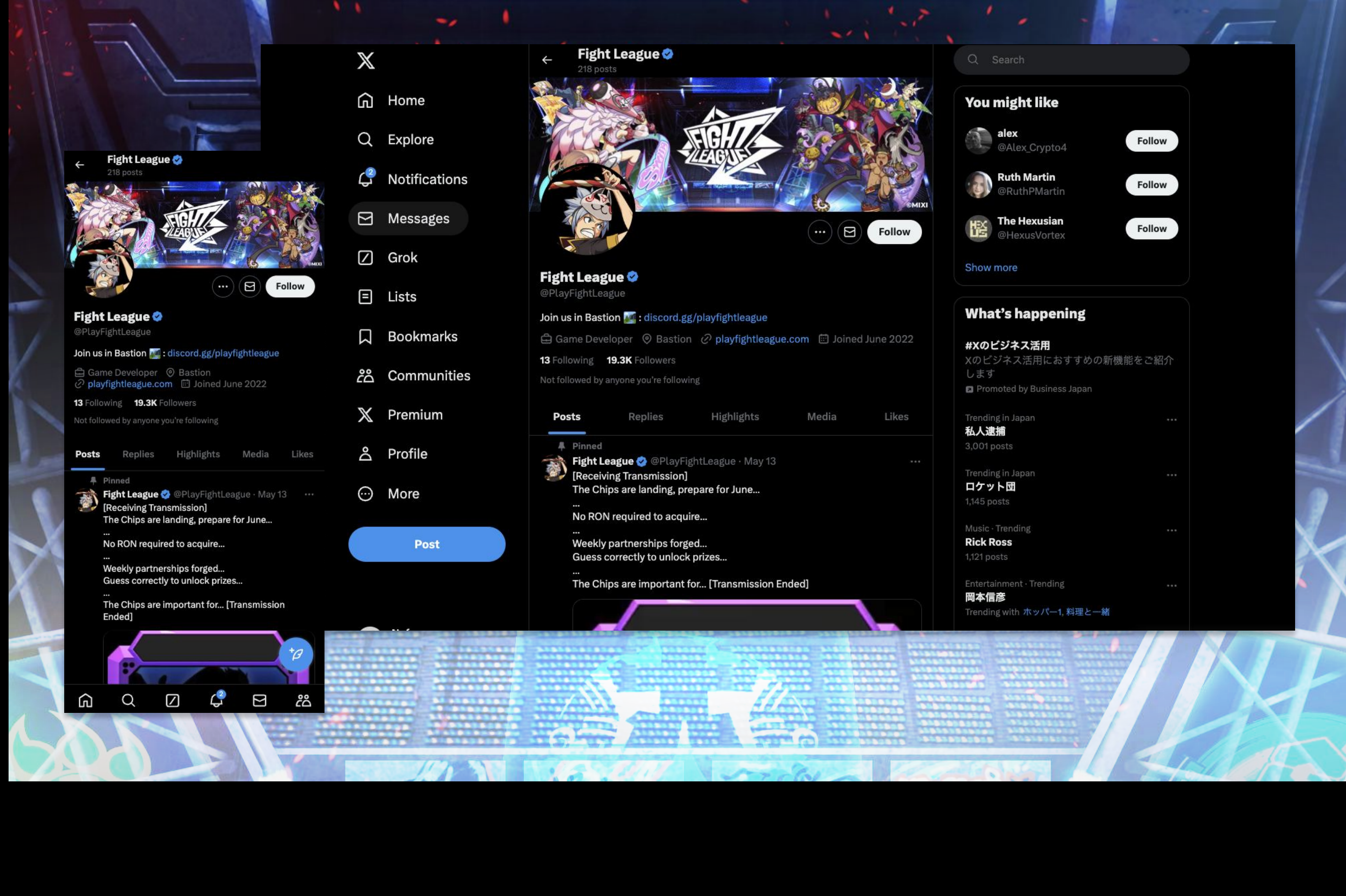

Research and Discovery:
• Conducted research on the gaming community and target audience preferences on each platform.
• Analyzed competitor content and industry trends to identify opportunities for differentiation.

Copywriting and Content Creation:
• Established content calendars to ensure consistent posting and maximize reach and engagement.
• Created visually engaging content, including graphics, videos and GIFs, to accompany the copy and showcase gameplay footage, character art, and special events.

Community Engagement:
• Actively engaged with the gaming community by responding to comments, messages, and inquiries on social media platforms.
• Encouraged user-generated content and participation in community challenges and events to foster a sense of belonging and loyalty among players.
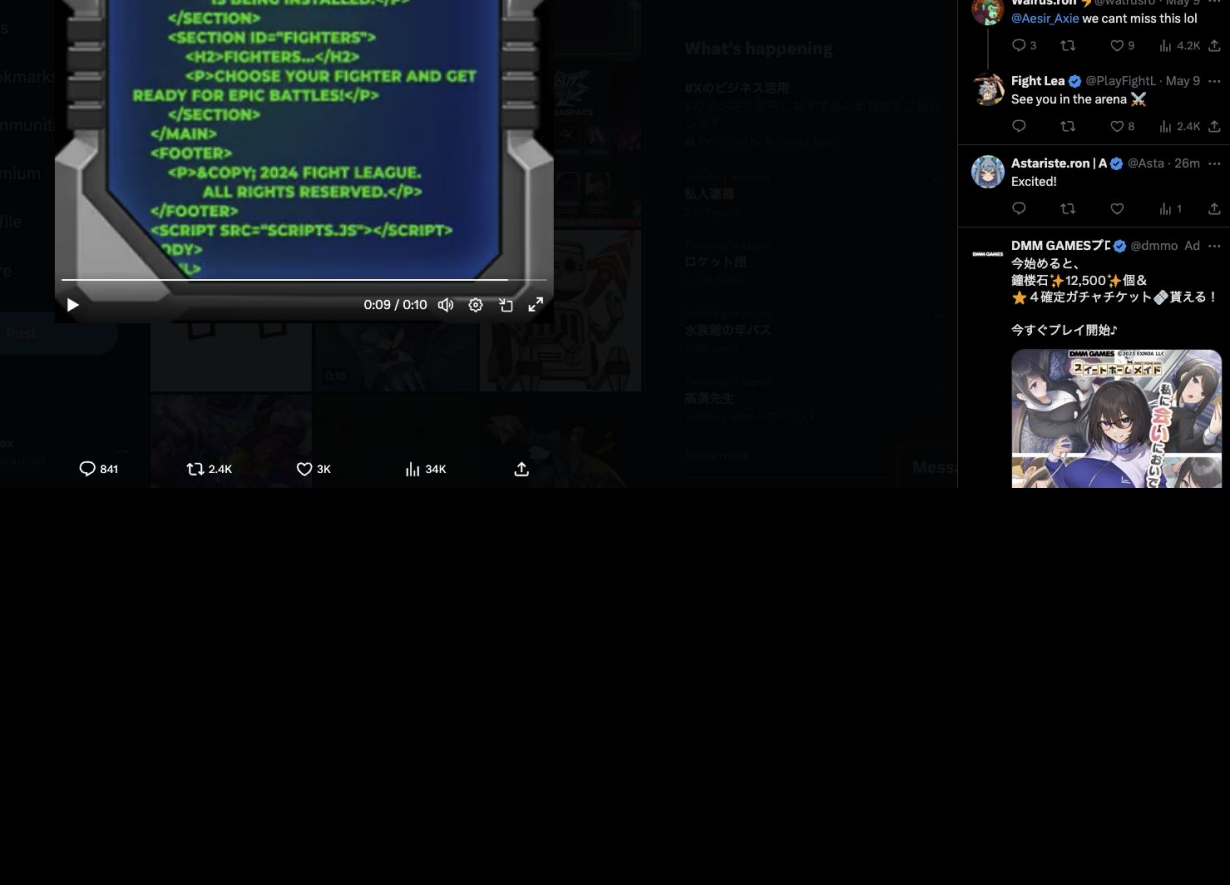

Results and Metrics:
• Increased follower engagement and interaction across all social media platforms.
• Generated buzz and excitement around the new Fight League IP games.
• Fostered a vibrant and active community of players on Discord, with daily engagement and discussions about gameplay and upcoming events.

By remaining responsive to player needs and preferences and fostering a supportive and inclusive community, MIXI can continue to grow and evolve the Fight League IP games into successful and beloved franchises.

NEXT
PROJECT

Web/Mobile
Design & Game UI

→
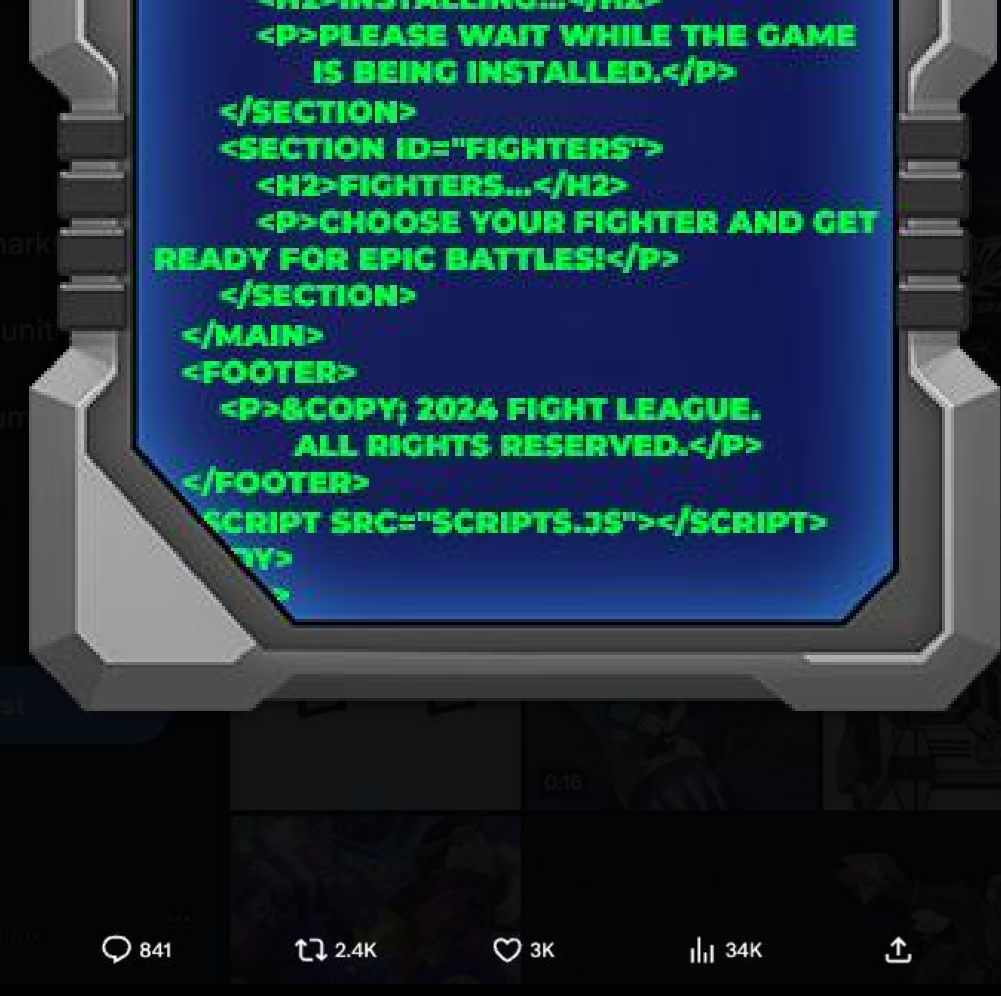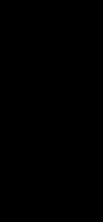
SAMBA
DE AMIGO

SAMBA DE AMIGO

Client:
SEGA

Role:
UI Design
Wireframing
Prototyping

Credits:
Jian Shen (AKA Virtual CTO)
Kenzo Shirota (Producer/Business Development)
Cuong (Developer/Engineer)

→ Case Study #3
Website URL Link:

UI Design for Samba de Amigo TikTok AR Filter

Project Overview:
Sega tasked AKA with creating and designing the user interface (UI) for the Samba de Amigo TikTok Augmented Reality (AR) filter. The goal was to develop a visually engaging and intuitive UI that enhances the user experience of the AR filter, allowing players to interact seamlessly with the game elements while creating content on TikTok.

The Problem:
With the release of the Samba de Amigo: Party Central game on the Nintendo Switch, Sega aimed to leverage the popularity of TikTok by creating an AR filter that allows players to experience the game's iconic maraca-shaking gameplay in a fun and interactive way. The challenge was to design a UI that effectively communicates game instructions and feedback within the constraints of the TikTok AR platform.

The Solution:
To address this challenge the design focused on simplicity and usability, ensuring that players can easily understand how to interact with the AR filter and enjoy the Samba de Amigo gameplay on TikTok. Key elements of the UI design include:
• Visual cues and prompts to encourage players to shake their controllers in time with the on-screen shapes.
• Intuitive button placements and navigation to enhance accessibility and ease of use.
• Feedback mechanisms such as animations and sound effects to provide real-time feedback on player performance.


Research and Discovery:
• Studied the gameplay mechanics of Samba de Amigo: Party Central to understand the core elements that needed to be translated into the AR filter.
• Analyzed existing TikTok AR filters and user feedback to identify best practices and opportunities for improvement.

UI Conceptualization:
• Brainstormed ideas for the UI layout and visual style, taking inspiration from the vibrant and energetic aesthetic of Samba de Amigo.
• Created wireframes and mockups to visualize the UI design and gather feedback from stakeholders at Sega.
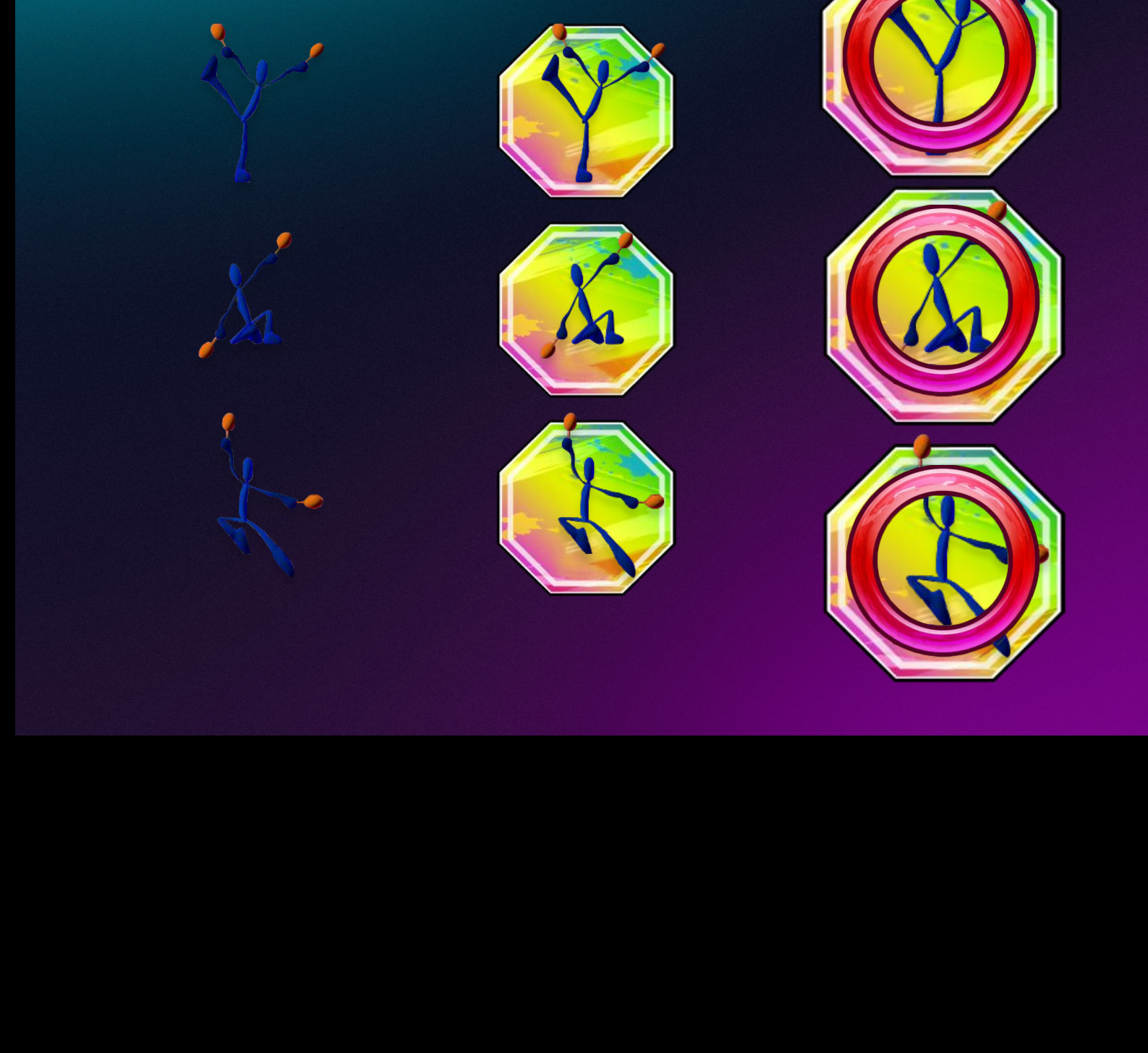
Finalization and Implementation:
• Incorporated feedback from user testing into the final UI design, making refinements and adjustments as needed.
• Collaborated with developers to ensure seamless integration of the UI design into the Samba de Amigo TikTok AR filter, addressing any technical constraints or compatibility issues.
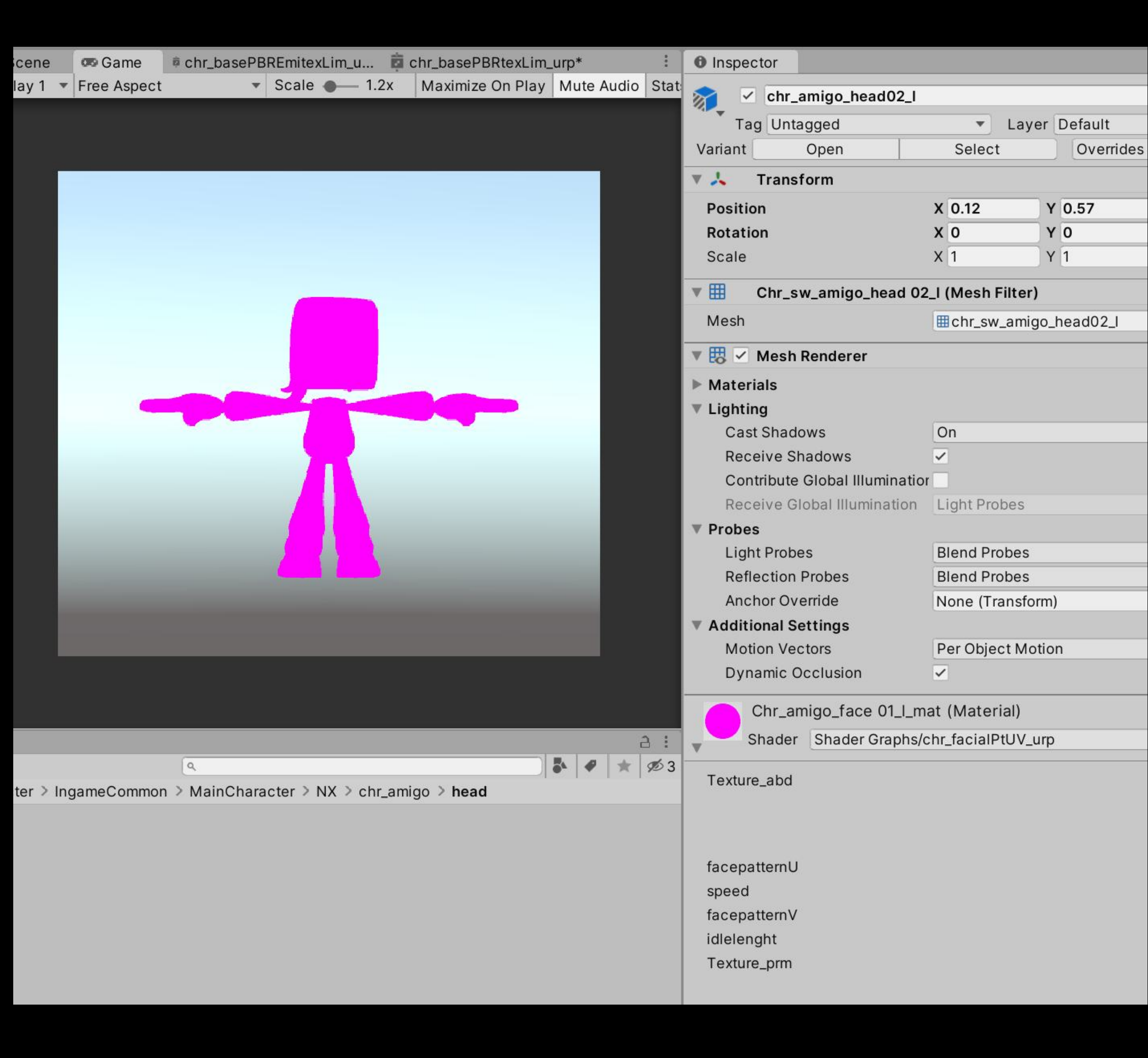
Results and Next Steps:
• Positive feedback from users on the intuitive and engaging UI design, with many expressing enjoyment and satisfaction with the AR filter experience.
• Expanding the AR filter with additional features and customization options to enhance replay value and user satisfaction.
• Exploring opportunities for cross-promotion and collaboration with influencers or brands to reach a wider audience and drive user acquisition and retention.

NEXT PROJECT

Web/Mobile
Design & Game UI

→

BELKA CLOCKMAKER

好奇心揺き立てるパズルゲーム

クロックメーカー
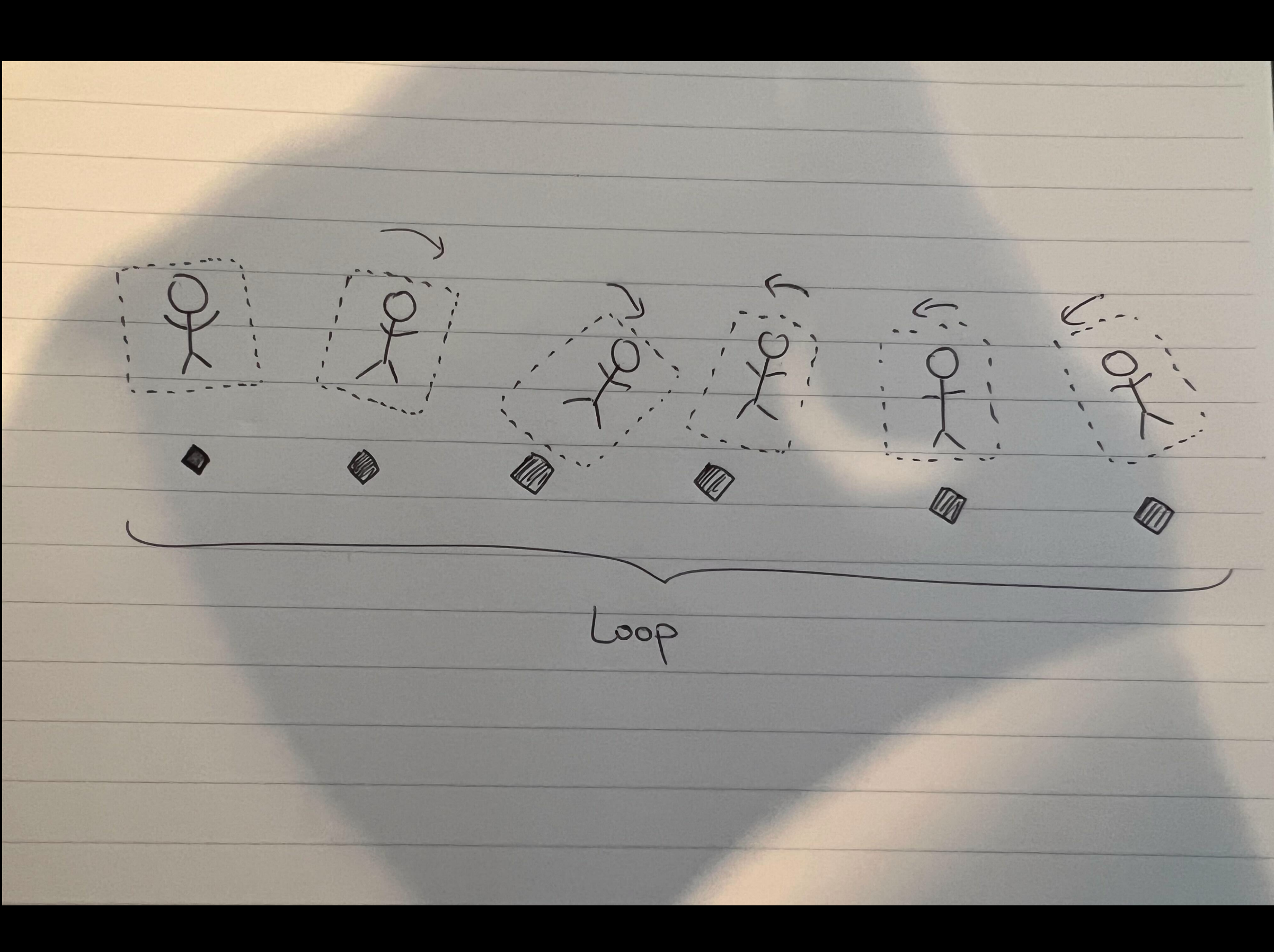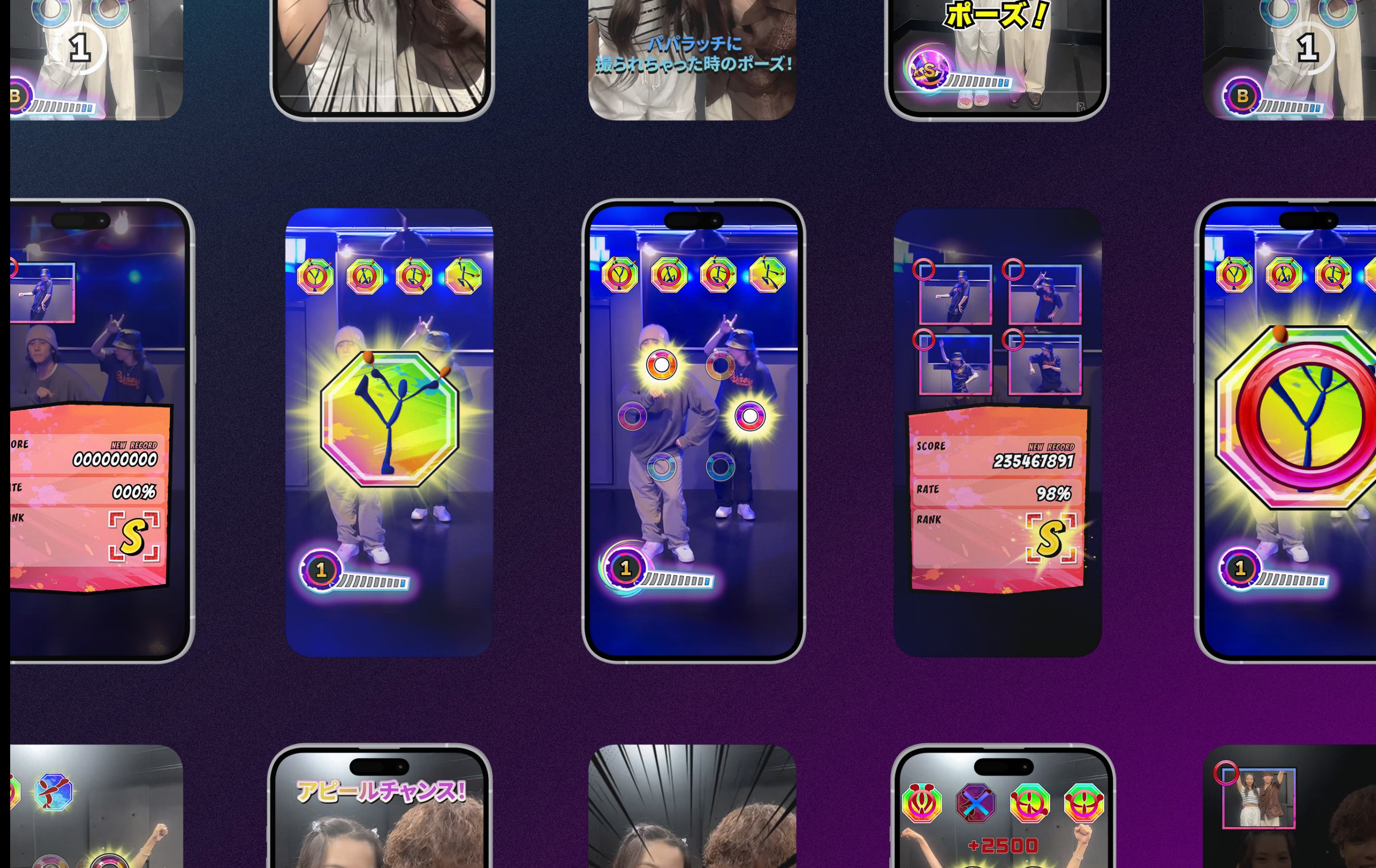
BELKA
CLOCKMAKER

Client:
Belka

Role:
UI Design
Wireframing
Prototyping

Credits:

→ Case Study #4

Website URL Link:

Japanese Landing Page
Design for "Clockmaker"

Project Overview:
The Belka Games team tasked us with designing a landing page specifically for the Japanese market to promote their game, "Clockmaker." The goal was to create a culturally resonant and engaging landing page that effectively captures the attention of Japanese players and encourages them to download and play the game.

The Problem:
Belka Games wanted to break into the Japanese market with "Clockmaker," a match-3 puzzle game with an adventure twist. The challenge was to design a landing page that not only appeals to Japanese gamers but also effectively communicates the unique features and story elements of the game. Additionally, the page needed to align with Japanese design aesthetics and preferences to ensure cultural relevance and maximum engagement.

The Solution:
To address this challenge, I designed a landing page that integrates vibrant visuals, clear messaging, and culturally relevant elements. The design focused on showcasing the game's addicting match-3 gameplay, intriguing story, and unique features in a way that resonates with Japanese players. Key elements of the landing page include:
- Visually appealing graphics and animations that highlight the game's key features and gameplay mechanics.
- Localization of all text and content to ensure it is easily understandable and relatable to the Japanese audience.

Research and Discovery:
- Conducted market research to understand Japanese gamers' preferences and behaviors.
- Analyzed successful gaming landing pages in Japan to identify design trends and effective strategies.

Wireframing:
- Created initial wireframes to outline the basic structure and flow of the website and game UI.
- Received feedback from stakeholders at Gacha Monsters and iterated on the wireframes to meet their expectations.

Design Development:
- Developed high-fidelity mockups based on the approved wireframes, incorporating visual elements that reflect the Poglin world.
- Ensured the design is scalable and adaptable for future expansions into Web3 and physical merchandise.

Results and Metrics:
Moving forward, potential next steps could include:
- Continuing to monitor user engagement and feedback to make iterative improvements to the landing page.
- Expanding localization efforts to include in-game content and events tailored to Japanese players.
- Exploring additional marketing strategies and collaborations with local influencers to further boost visibility and downloads in Japan.
- By focusing on cultural relevance and user experience, Belka Games can continue to grow and succeed in the Japanese market, offering players an engaging and enjoyable gaming experience.

NEXT
PROJECT

Graphic Design, Branding, &
Merchandising Web Design/UI

→

AKA TOKYO
GAME SHOW
2023 & 2024

AKA TOKYO GAME SHOW 2023 & 2024

Client:
AKA Virtual

Role: Credits:
Graphic Designer   Remy Busson (Creative Director)
Web Designer   Yan Ting (Marketing Director)
UI Designer   Kiyomi Matsuno (Motion Designer/Graphic Design)
Branding & Merchandise

→ Case Study #5

Website URL Link:
Live Demo Link:
Press Release:

Web Design/Graphic Design For Tokyo Games Show 2023 & 2024

Project Overview:
AKA Virtual, a Tokyo-based company specializing in enabling creators and brands to interact with fans through 3D virtual characters, tasked me with designing and updating their company website, booth design for the Tokyo Game Show (TGS), promotional materials, and overall branding. The objective was to create a cohesive and visually striking brand presence that highlights AKA Virtual's cutting-edge technology and international expertise.

The Problem:
AKA Virtual needed a strong and consistent brand identity to effectively communicate their innovative services and technology. The challenge was to design a website, TGS booth, and promotional materials that not only reflect the company's technological prowess and speed but also appeal to a global audience. The designs had to be visually engaging, informative, and seamlessly integrated across different platforms and mediums.

The Solution:
To address these challenges, I developed a comprehensive design strategy that emphasizes AKA Virtual's unique value propositions and technological innovations. The solution included:
- A sleek, modern website that showcases AKA Virtual's expertise, services, and portfolio.
- An eye-catching booth design for TGS that draws attention and engages visitors.
- Visually appealing promotional materials that effectively communicate the company's offerings.

Research and Discovery:
- Conducted a thorough analysis of AKA Virtual's brand, competitors, and target audience.
- Gathered insights on current design trends in the tech and animation industries.

Website Design::
- Designed wireframes and prototypes for the new website, focusing on user experience and visual appeal.
- Developed high-fidelity mockups and interactive elements to showcase the company's technology and projects.
- Worked closely with developers to ensure the design was accurately implemented and optimized for performance.


TGS Booth Design:
- Conceptualized a dynamic and engaging booth design that highlights AKA Virtual's capabilities.
- Included interactive elements, such as live demonstrations of 3D virtual characters and motion capture technology.
- Designed graphics, signage, and promotional materials to attract and inform visitors.

Results and Metrics:
- Successfully launched the new website, resulting in increase in site traffic and an increase in user engagement within the first two months.
- The TGS booth attracted significant attention, with a 50% increase in visitor interactions compared to previous years.
- Positive feedback from both clients and industry peers on the cohesive and professional brand identity.
- Enhanced brand visibility and recognition, leading to new business inquiries and partnerships.
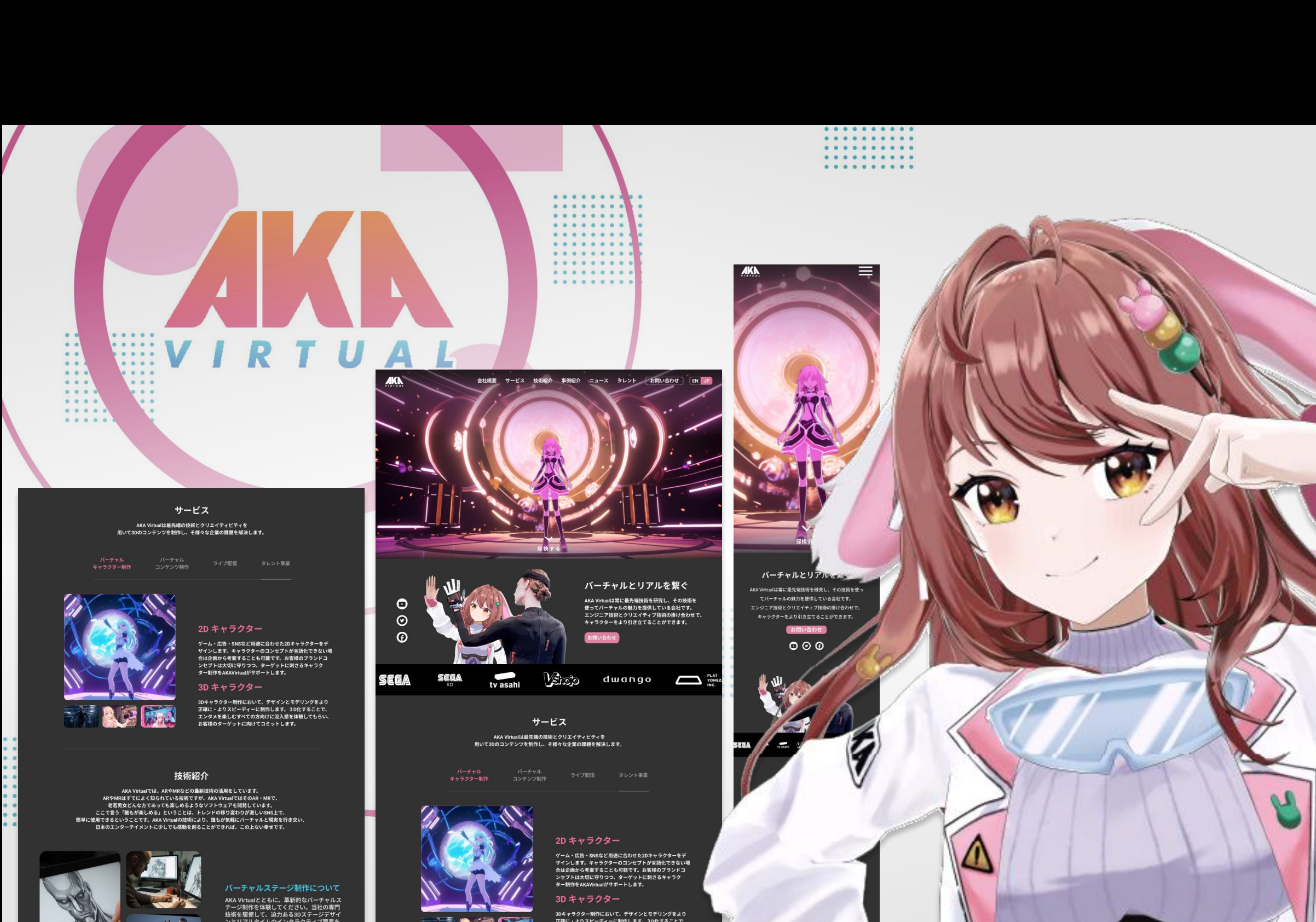
NEXT PROJECT

Web Design/
Motion)

→

SAYSO WEB APP [MAPMO]

SAYSO WEB APP [MAPMO]

Client:
Sayso Project (Mapmo)

Role:
UX Designer

Credits:
Lucy Xie (Head CX & UX)
Kurt Weston (Developer/Technical Support)

→ Case Study #6
Website URL Link:

User Experience Research and Mid-Fidelity Design

Project Overview:
The SaySo Project, funded by the Ministry of Youth Development and the Department of Internal Affairs New Zealand, is a journaling platform aimed at addressing the mental health crisis among New Zealand's youth. My task was to conduct qualitative research and develop mid-fidelity designs to enhance the user experience of the platform, leading to its evolution into a paid service.

The Problem:
While SaySo's journaling service has shown promise in helping young Kiwis manage their mental health, the platform lacked a dedicated UX/UI design approach. Additionally, there was uncertainty about what aspects of the service users would be willing to pay for, despite the value they found in the free service.

The Solution:
To address these challenges, I conducted qualitative research to gather in-depth insights from the user base. This research informed the development of mid-fidelity designs that aimed to improve the overall user experience and identify features that users might be willing to pay for. The focus was on creating a more intuitive, engaging, and valuable platform that could justify transitioning to a paid model.

Concept A & B
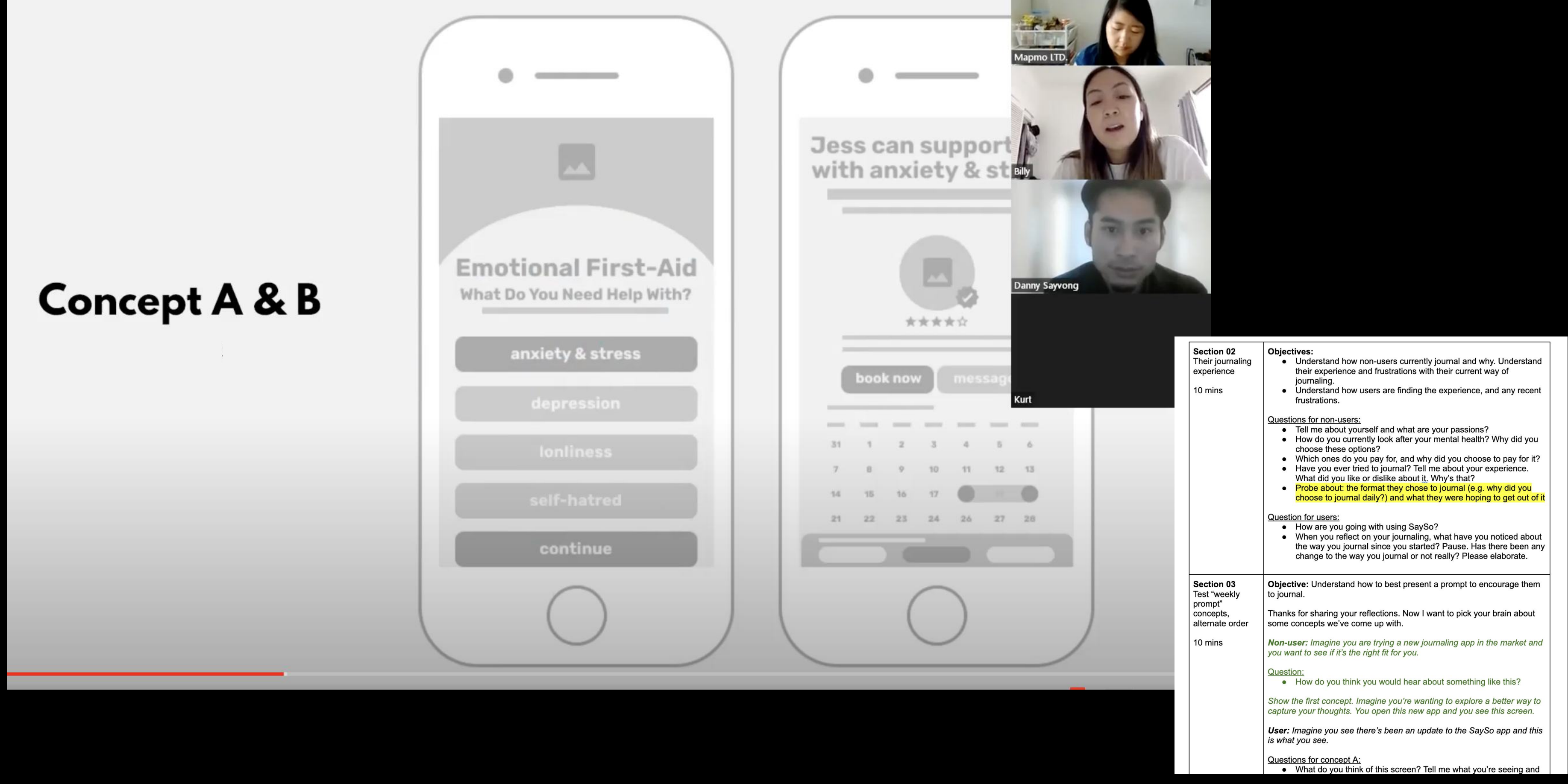
Research and Discovery:
• Conducted in-depth interviews and focus groups with participants from the 2021 cohort to understand their needs, preferences, and pain points.
• Analyzed engagement data and user feedback from the existing platform to identify patterns and areas for improvement.

Ideation and Concepting:
• Facilitated brainstorming sessions to generate ideas for new features and improvements based on research findings.
• Developed initial concepts and storyboards to visualize potential solutions.

Concept Testing:
• Presented concepts to a sample of the cohort for feedback, focusing on usability, desirability, and willingness to pay.
• Collected qualitative data on user reactions to different pricing models and feature sets.

Summary of must haves

SaySo - First Time User Creates An Account And Logs A Journal
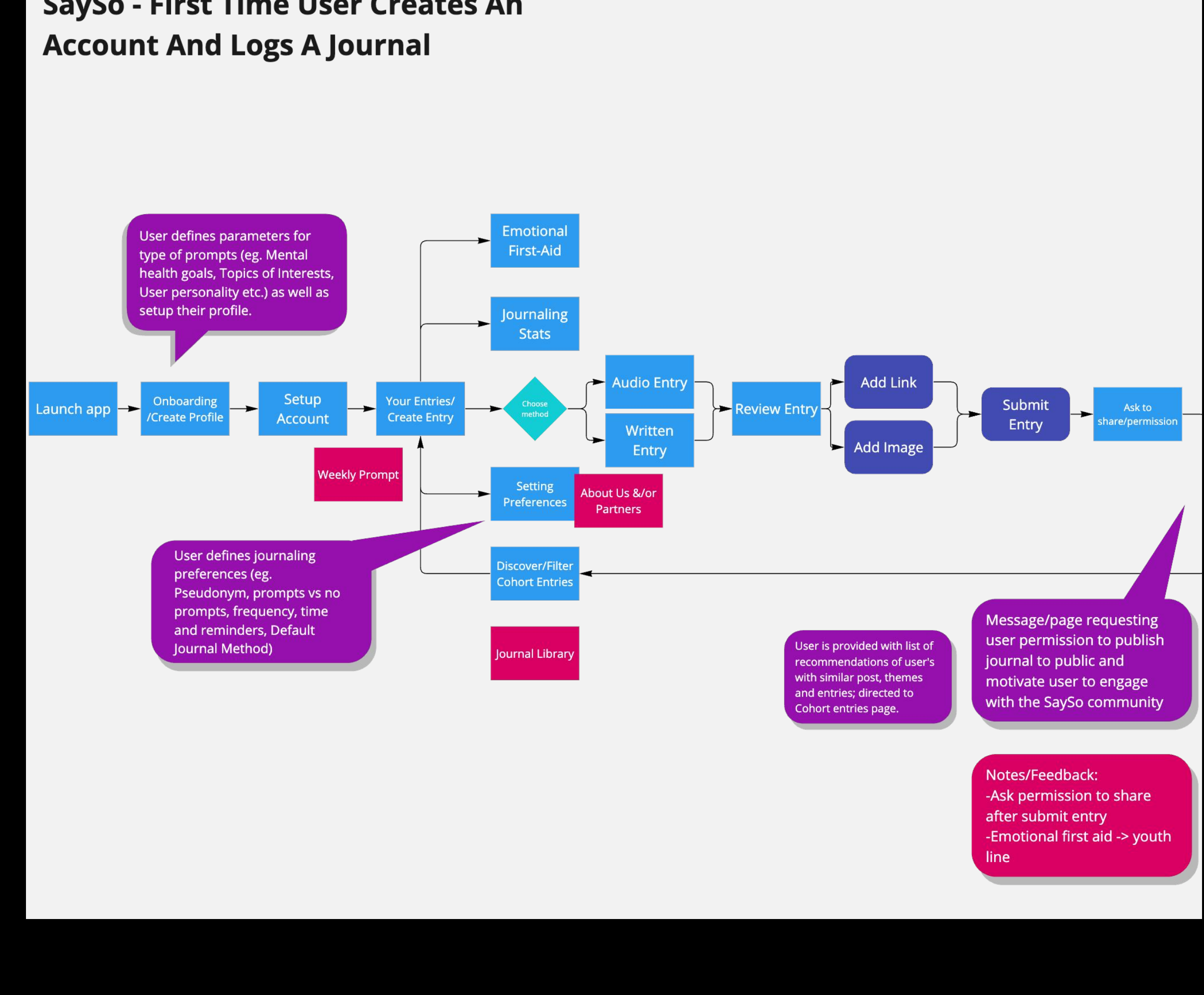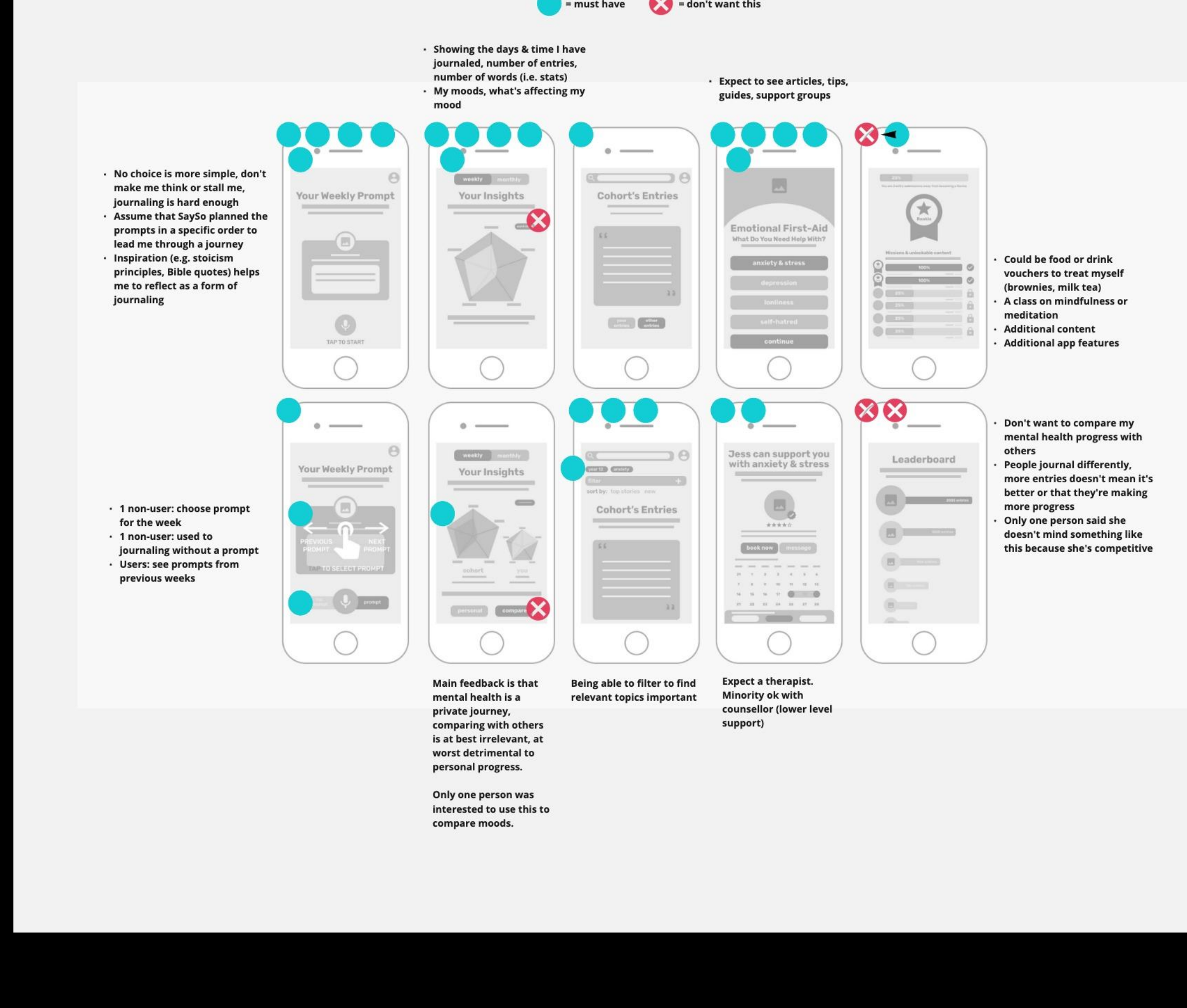
Results and Metrics:
• Enhanced User Experience: The new designs received positive feedback from users, indicating improved usability and engagement.
• Feature Validation: Identified key features users were willing to pay for, such as personalized insights and access to community stories.
• User Engagement: Increased engagement levels were observed in prototype testing, suggesting that the new features and improvements would boost user retention and satisfaction.
• Revenue Potential: The research and testing provided clear guidance on pricing models and feature sets that could be monetized effectively.

Section 2: their journaling experience

Our problems to be solved

Competitive Analysis & Onboarding Research