HSU KA AN

Portfolio

About Me

I am Hsu Ka An a.k.a Robert. I am a third generation Indian Chinese and an HFI - Certified Usability Analyst .

I have been in the UX Role since the last 6 years. I am currently working as a Sr. UX Designer in Quantum Inventions, a company that deal with Digital Mobility Solutions like GPS and Logistics Tracking. Prior to that I worked in Web Spiders Pvt. Ltd.

Beside work:

• I am [an avid hoarder of visual ideas](#)

• I do write some time at [my Blog site](#)

• I [help my fellow Uxer's to find their way in the UX Industry](#).

• I am also an active member of the [Indian Chinese Association](#) and lead the team in organising various cultural events.

[DOWNLOAD COVER LETTER]   [DOWNLOAD RESUME]

EARLY ESSENTIAL CARE MOBILE APP
for World Health Organisation – Western Pacific Region

PROJECT BRIEF

Provide health professionals with a user-friendly, evidence-based protocol to essential newborn care – focusing on the first hours and days of life.

DURATION

3 Months

THE CHALLENGE

To convert their current Early Essential Care PDF Manual to a User Friendly Mobile App that can be used by skilled birth attendants including midwives, nurses and doctors during the critical first hour of child birth.

PLATFORM

- iOS: iPhone & iPad
- Android: Phone & Tablet

MY ROLE

- Lead the analysis of Tender Requirement
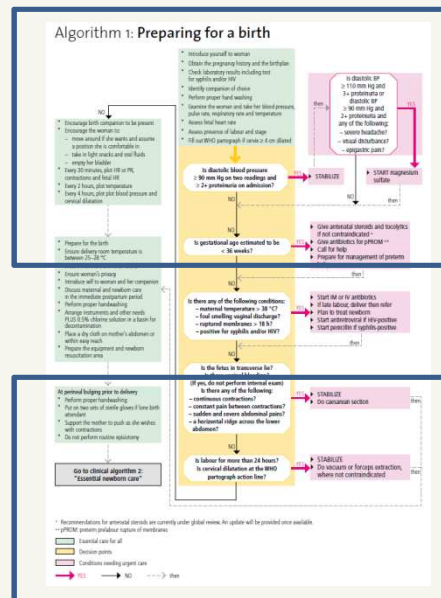- Propose a Design Solution which translated into us winning the tender
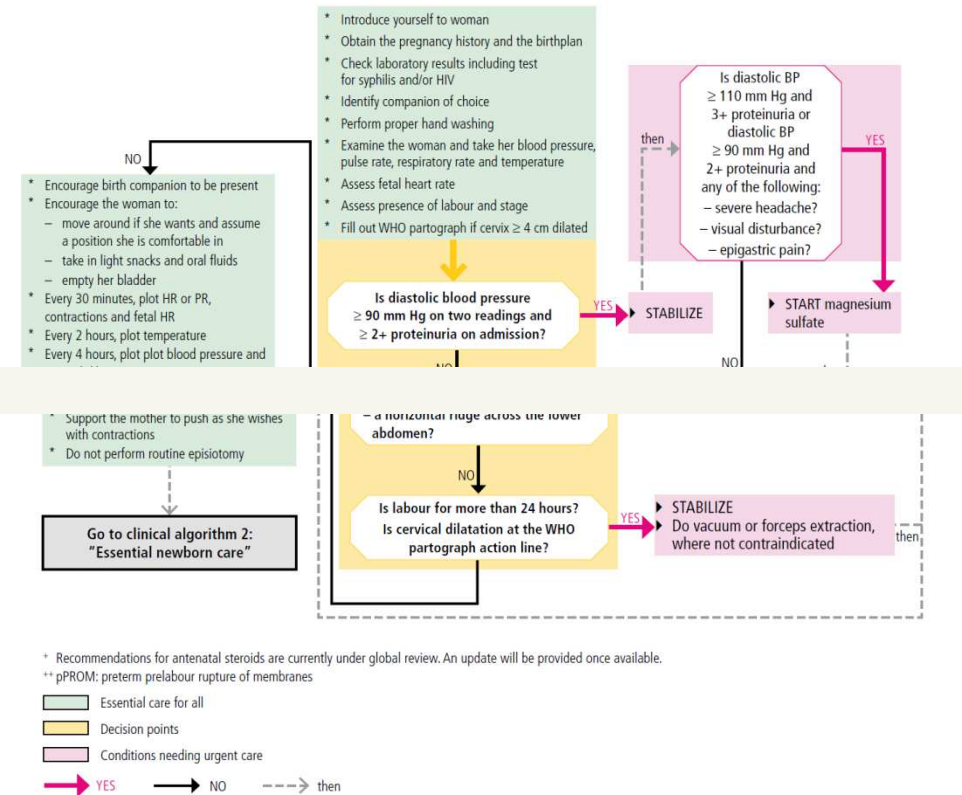
OUTPUT

High Fidelity Prototype in InVision App

First Embrace
A mother's first embrace, her baby's first breath

http://thefirstembrace.org

World Health Organization
Western Pacific Region

EARLY ESSENTIAL NEWBORN CARE
Clinical practice pocket guide

The Challenge

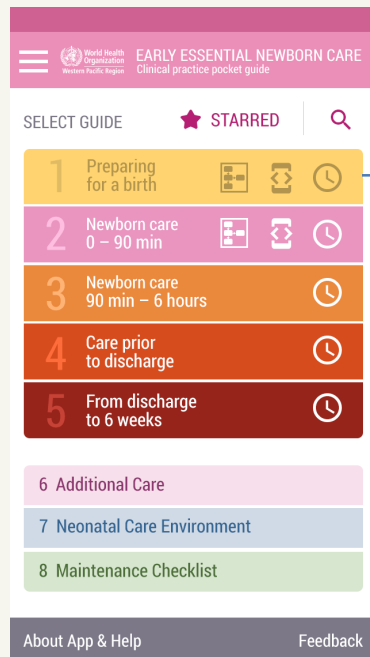To convert the Algorithms which was in the form of a PDF Manual to an easy to use interactive app.

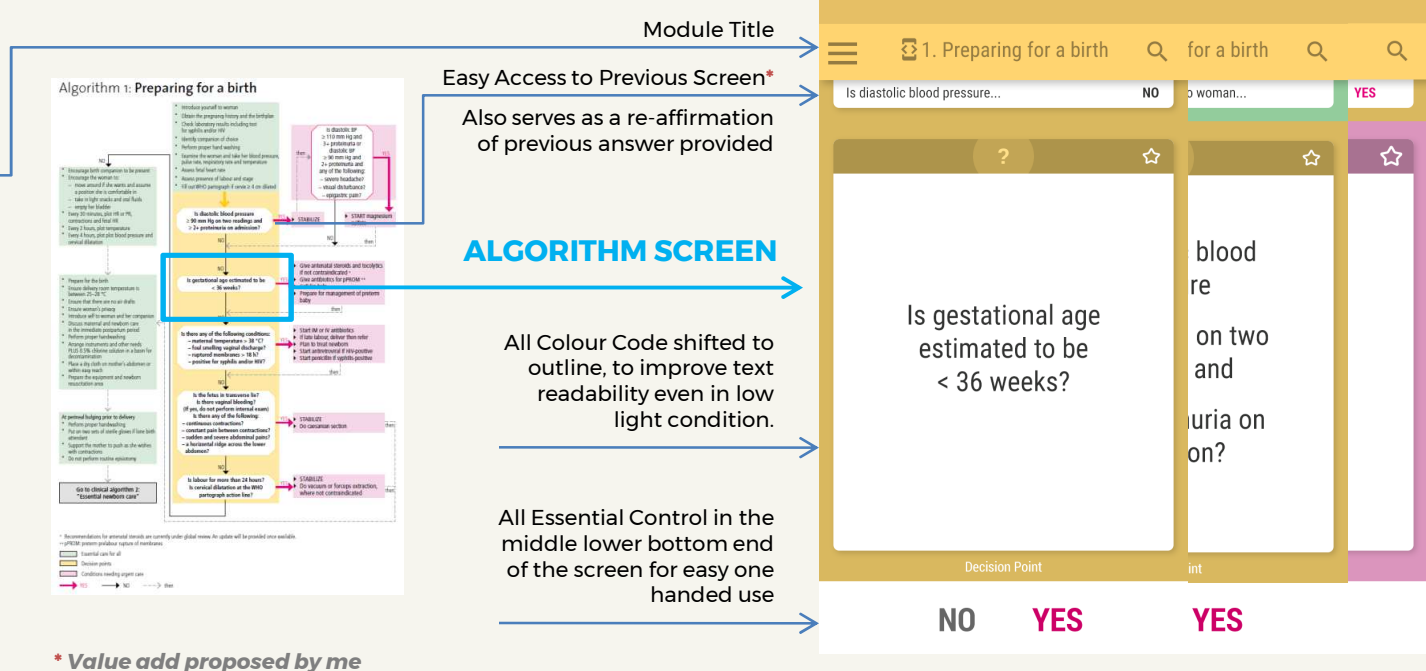**PDF**

Algorithm 1: Preparing for a birth

* Introduce yourself to woman
* Obtain the pregnancy history and the birthplan
* Check laboratory results including test for syphilis and/or HIV
* Identify companion of choice
* Perform proper hand washing
* Examine the woman and take her blood pressure, pulse rate, respiratory rate and temperature
* Assess fetal heart rate
* Assess presence of labour and stage
* Fill out WHO partograph if cervix ≥ 4 cm dilated

* Encourage birth companion to be present
* Encourage the woman to:
  – move around if she wants and assume a position she is comfortable in
  – take in light snacks and oral fluids
  – empty her bladder
* Every 30 minutes, plot HR or PR, contractions and fetal HR
* Every 2 hours, plot temperature
* Every 4 hours, plot plot blood pressure and

Is diastolic blood pressure ≥ 90 mm Hg on two readings and ≥ 2+ proteinuria on admission? — YES → STABILIZE

Is diastolic BP ≥ 110 mm Hg and 3+ proteinuria or diastolic BP ≥ 90 mm Hg and 2+ proteinuria and any of the following:
– severe headache?
– visual disturbance?
– epigastric pain?
then / YES → START magnesium sulfate

* Support the mother to push as she wishes with contractions
* Do not perform routine episiotomy

– a horizontal ridge across the lower abdomen?

Go to clinical algorithm 2: "Essential newborn care"

NO

Is labour for more than 24 hours? Is cervical dilatation at the WHO partograph action line? — YES → STABILIZE Do vacuum or forceps extraction, where not contraindicated → then

+ Recommendations for antenatal steroids are currently under global review. An update will be provided once available.
++ pPROM: preterm prelabour rupture of membranes

- Essential care for all
- Decision points
- Conditions needing urgent care

→ YES   → NO   - - -> then

The Solution

Proposed a solution that keeps the essence of original PDF Chart Form including the colour usage and the overall structure of the manual.
This reduce the learning curve for the user transitioning from the PDF Manual.

THE HOME SCREEN

THE ALGORITHM SCREEN

Module Title

Easy Access to Previous Screen*
Also serves as a re-affirmation of previous answer provided

ALGORITHM SCREEN

All Colour Code shifted to outline, to improve text readability even in low light condition.

All Essential Control in the middle lower bottom end of the screen for easy one handed use

* *Value add proposed by me*

LIVE MIC – MOBILE APP

for Web Spiders Pvt. Ltd. (In-House Product)

PROJECT BRIEF

Use Attendee's Phone as Microphone to interact speakers during Events & Conferences

DURATION

3 Months

THE CHALLENGE

To design an app which would connected to the Event PA System and be used by Attendees to speak to the speakers. Instead of passing the mic around, the Attendees can use their own phone as mic to address the speaker and other event attendees.

PLATFORM

- •   iOS: iPhone & iPad
- •   Android: Phone & Tablet

MY ROLE

- •   Propose a Design Solution for both the App and CMS End

OUTPUT

- •   Low Fidelity Wireframe in Balsamiq
- •   High Fidelity Prototype in InVision App

The Wireframing

Quick Setup and Easy to Use App

SPEAKER SCREEN FLOW
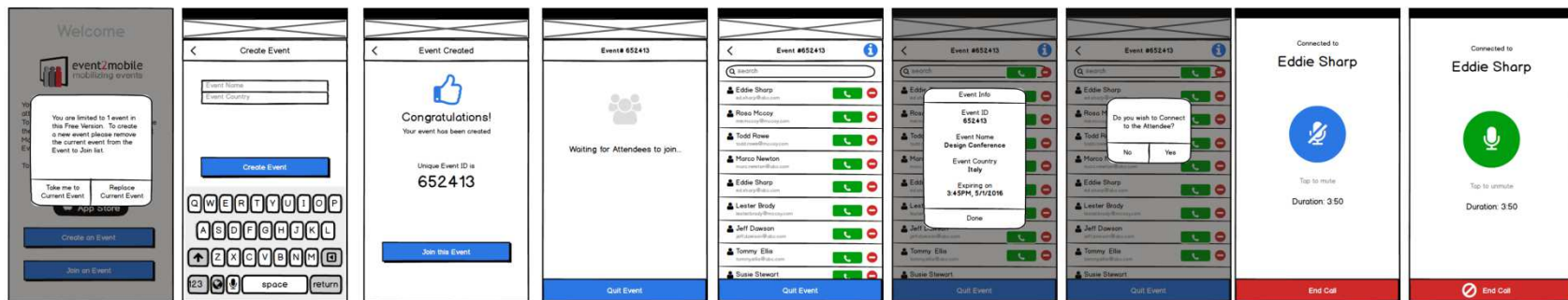
ATTENDEE SCREEN FLOW
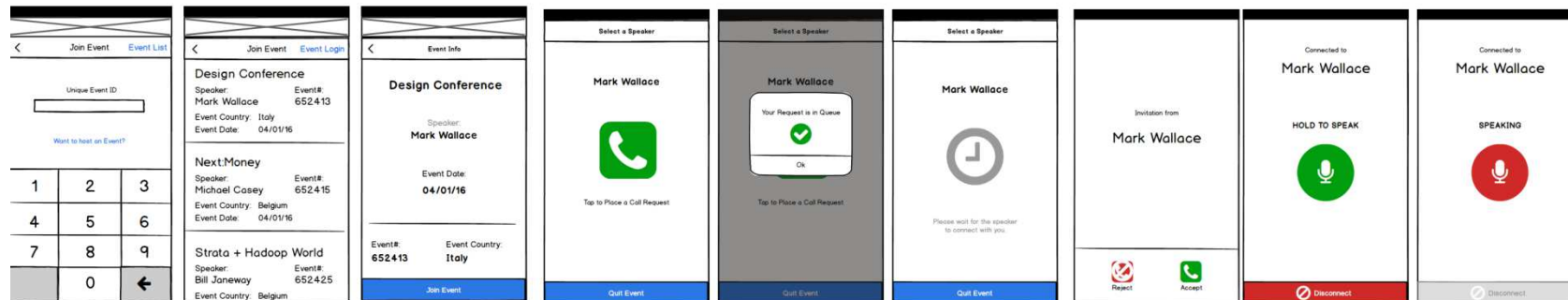
The Solution

Proposed a solution that keeps the essence of original PDF Chart Form including the colour usage and the overall structure of the manual.
This reduce the learning curve for the user transitioning from the PDF Manual.

WELCOME SCREEN
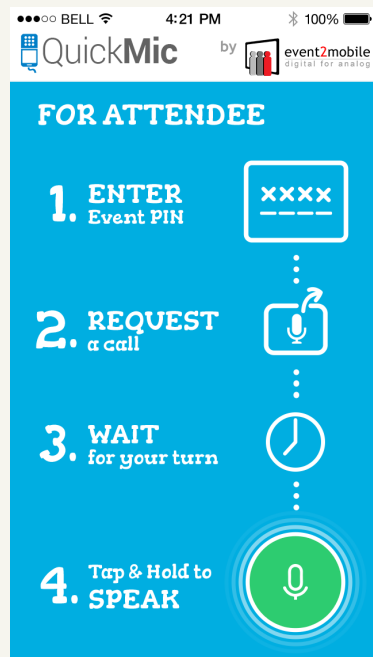
THE ATTENDEE CALL SCREENS
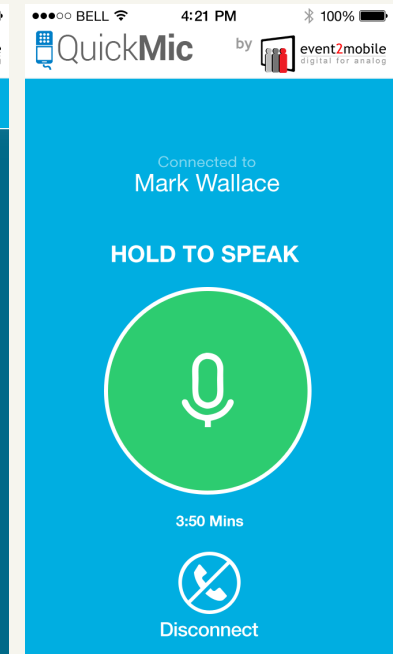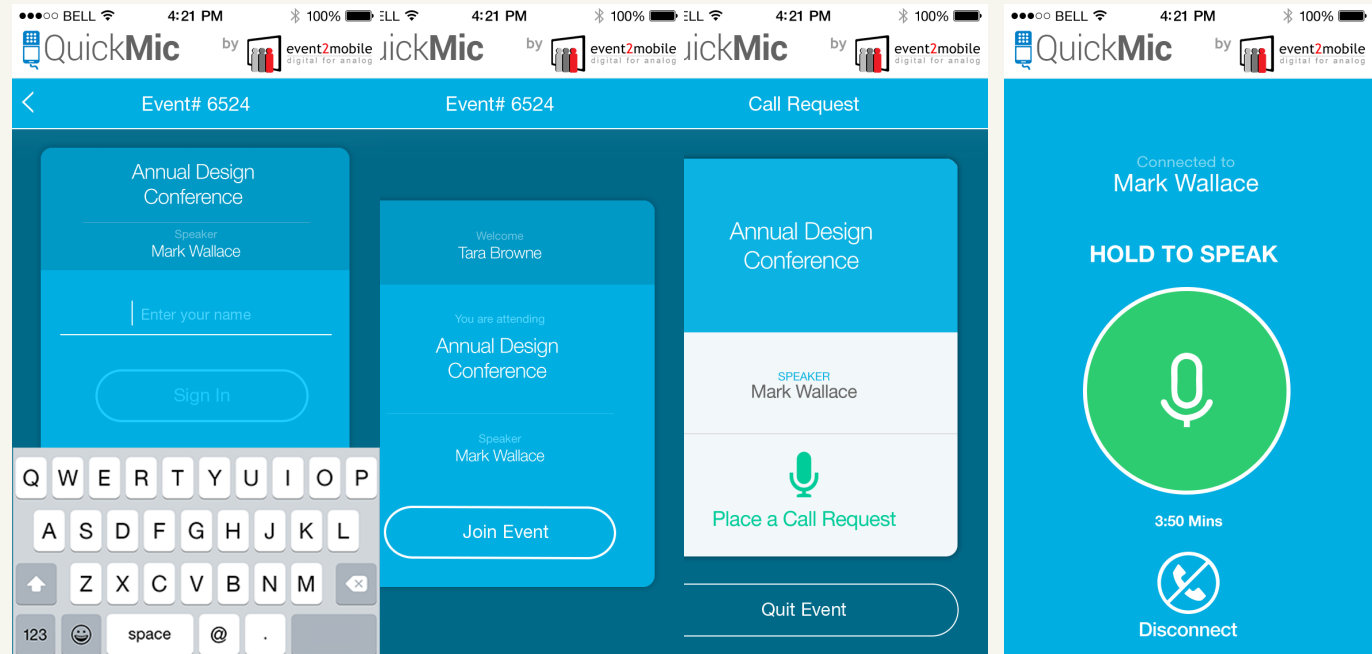
FORM BUILDER - WEB APPLICATION

for Leading Automobile Company

PROJECT BRIEF

To design a web application that will allow users to build and publish Forms.

DURATION

2 Months

THE CHALLENGE

To build a form builder web application that will allow users to build different type of Multilingual Forms that can be published to websites.

PLATFORM

- Web Application

MY ROLE

- Work with the development team and client to come up with a design solution and screenflow for the application

OUTPUT

- Low Fidelity Wireframe in Balsamiq
- Final Screen Design
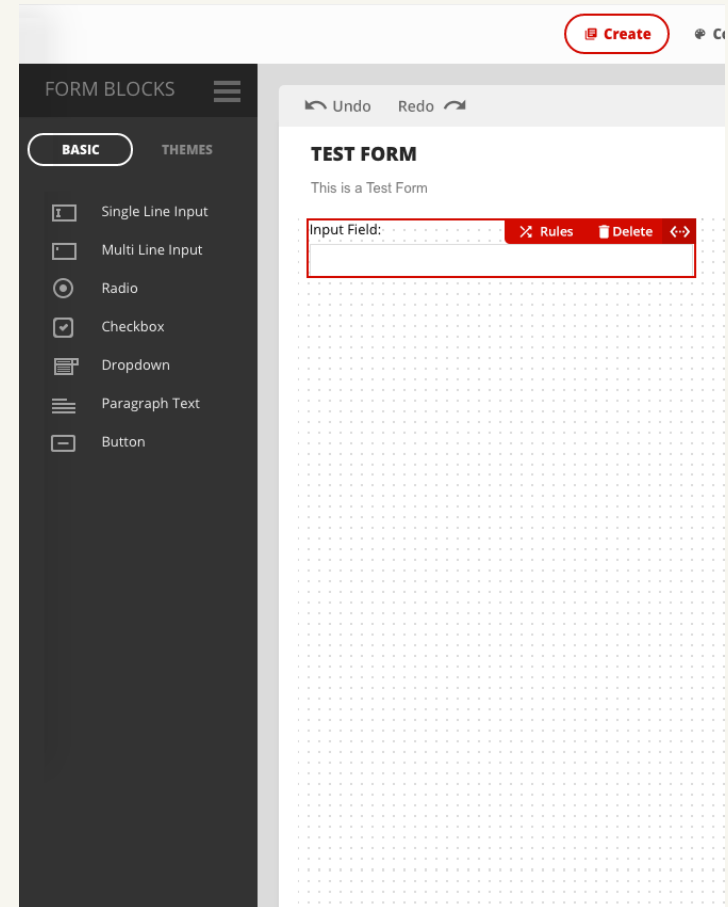
The Wireframing

List Screen

Form Builder Screen

FORM COMPONENTS   FINAL FORM AREA   PROPERTIES PANEL

Screen Design

List Screen

Form Builder Screen

FORM BUILDER

SITE

Site Details

Site Name:

Site Users

Sites User: E-mail:

USERS	E-MAIL
Besty Welch	besty.welch@rothschild.com
Connie Kennedy	connie.k@wws.com
Besty Welch	besty.welch@rothschild.com

SAVE

FORM BUILDER   🗐 FORMS   📄 FORM TEMPLATES   ✎ FORM THEMES   ✉ E-MAIL TEMPLATES

🗐 Create   ⚙ Config   🔧 Localize   *All changes saved*   **PREVIEW FORM**

FORM BLOCKS ☰

| BASIC | THEMES |

↶ Undo   Redo ↷   Add to Preset

Device   Desktop ▾

TEST FORM
This is a Test Form

Input Field: ✕ Rules   🗑 Delete   ↔

- ▦ Single Line Input
- ▤ Multi Line Input
- ⊙ Radio
- ☑ Checkbox
- ▤ Dropdown
- ☰ Paragraph Text
- ▭ Button

FORM

Header   —

Form Name
Test Form

Description
This is a Test Form

Form Tag

Properties   —

Form Label
Input Field:

Field Name

Input type

FORM COMPONENTS   FINAL FORM AREA   PROPERTIES PANEL

KID STOP – WEBSITE

for Children Science Centre, Singapore

PROJECT BRIEF

Design website to Ignite the love for science and be a marketing tool to increase awareness of CSC's offerings and drive visitorship to CSC (primary objective) and its sister attractions (secondary objective).

DURATION

2 Months

THE CHALLENGE

A Responsive Website that needs to be both engaging for kids as well as push CSC's Offering to Kid's Parents.
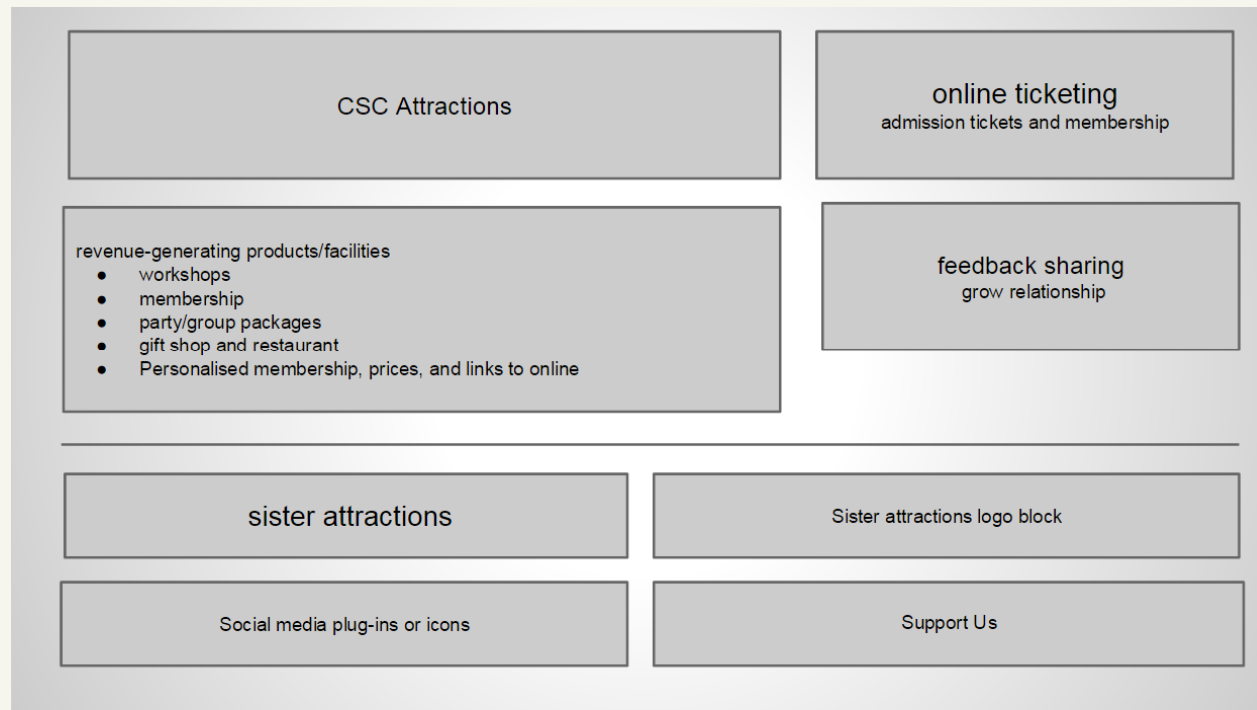
PLATFORM

•   Responsive Website

MY ROLE

•   Lead the analysis of Tender Requirement
•   Propose a Design Solution which translated into a winning tender

OUTPUT

•   Low Fidelity Wireframe in Google Slides
•   Final Screen Design

The Wireframing

CSC Attractions

online ticketing
admission tickets and membership

revenue-generating products/facilities
- workshops
- membership
- party/group packages
- gift shop and restaurant
- Personalised membership, prices, and links to online

feedback sharing
grow relationship

sister attractions

Sister attractions logo block

Social media plug-ins or icons

Support Us

SITE OBJECTIVE

- Fun resources for their children
- Feedback sharing: encourage repeat web visits and grow relationship with CSC.

- Be a marketing tool to increase awareness of CSC's offerings and drive visitorship to CSC (primary objective) and its sister attractions (secondary objective).

- Increase awareness of revenue-generating products/facilities (eg: workshops, membership, party/group packages, gift shop and restaurant etc) to drive sales and to encourage online ticketing (admission tickets and membership).

Final Screen Design

SITE PRIMARY OBJECTIVE

- Fun resources for their children

- Feedback sharing: encourage repeat web visits and grow relationship with CSC.

- Be a marketing tool to increase awareness of CSC's offerings and drive visitorship to CSC

Final Screen Design

SITE SECONDARY OBJECTIVE

- Drive visitorship to its sister attractions

- Increase awareness of revenue-generating products/facilities (eg: workshops, membership, party/group packages, gift shop and restaurant etc) to drive sales and to encourage online ticketing (admission tickets and membership).

Final Screen Design

SITE SECONDARY OBJECTIVE

- Drive visitor ship to its sister attractions

- Increase awareness of revenue-generating products/facilities (eg: workshops, membership, party/group packages, gift shop and restaurant etc) to drive sales and to encourage online ticketing (admission tickets and membership).

Mobile Version

ANALYTICS DASHBOARD
- WEB APPLICATION
for In-House Product

PROJECT BRIEF

CMS Dashboard to give Event Managers insights into Event Happening

DURATION

Ongoing

THE CHALLENGE

To build a single screen dashboard where event managers can get a quick insight to the ongoing event app engagement

PLATFORM

- Web Application

MY ROLE

- Work with the development team and client to come up with a design solution and screenflow for the application

OUTPUT

- Final Screen Design
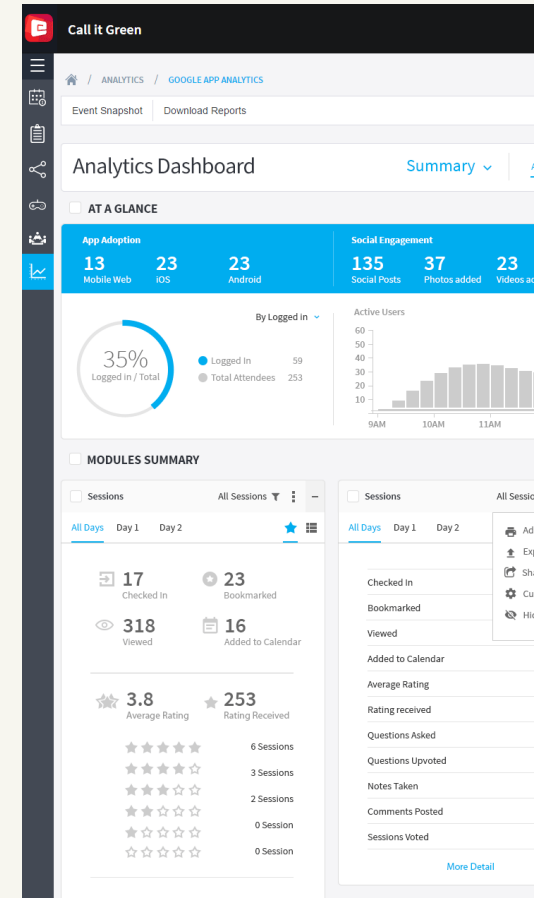
Screen Design
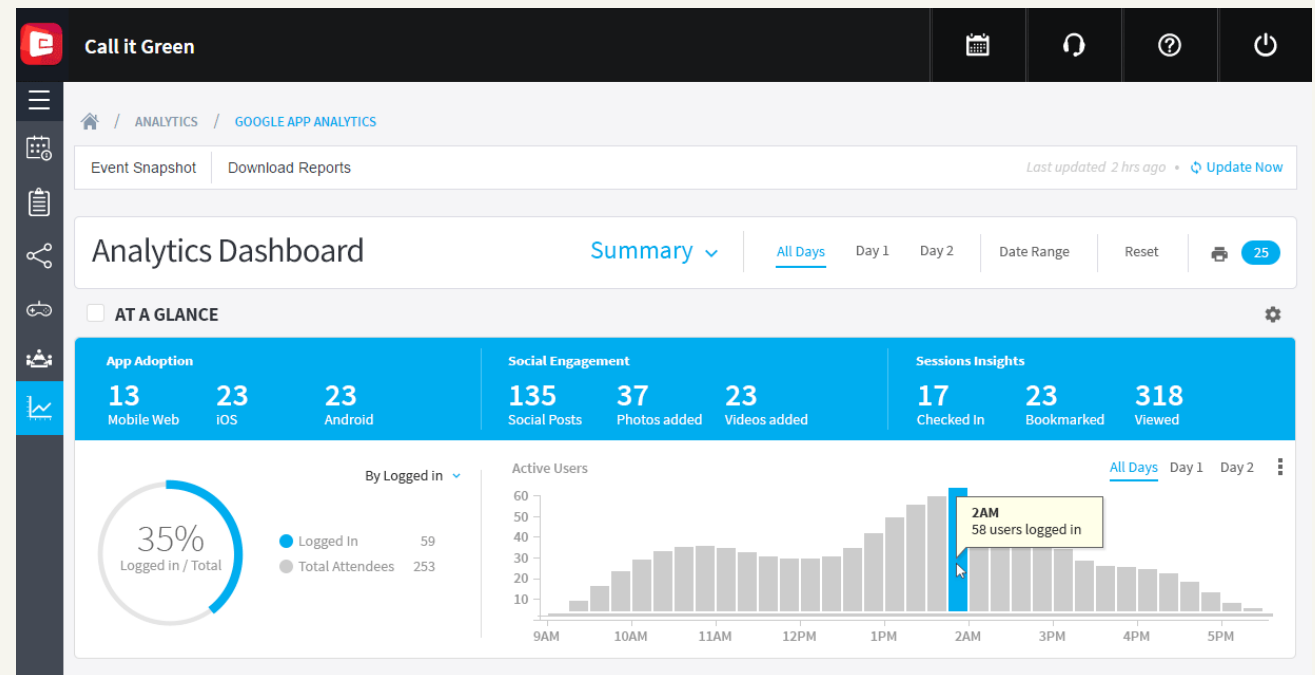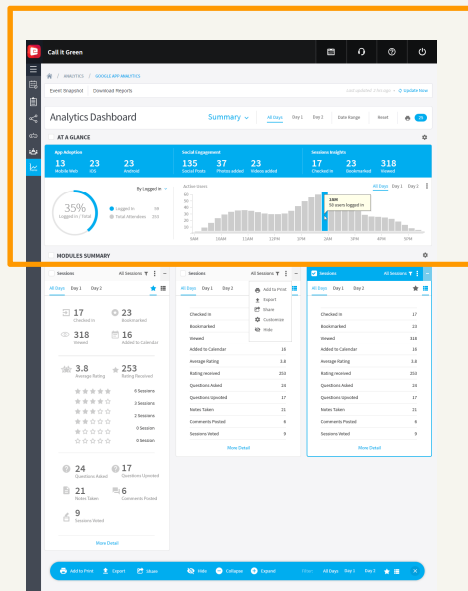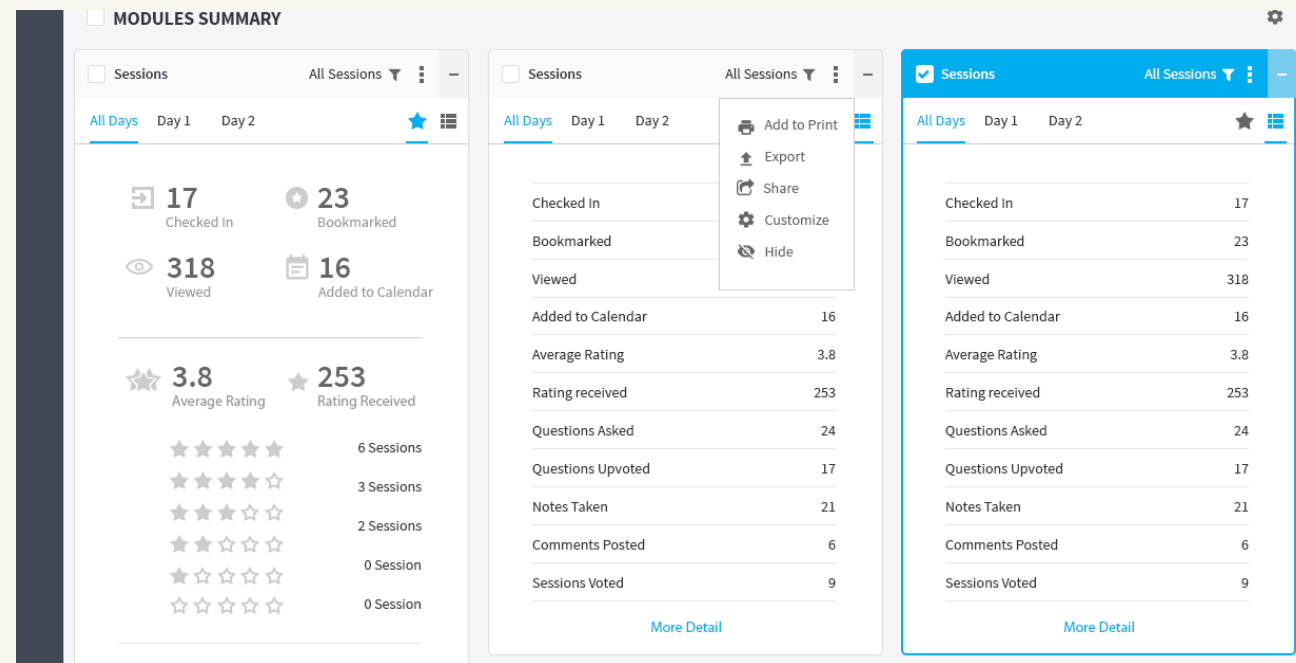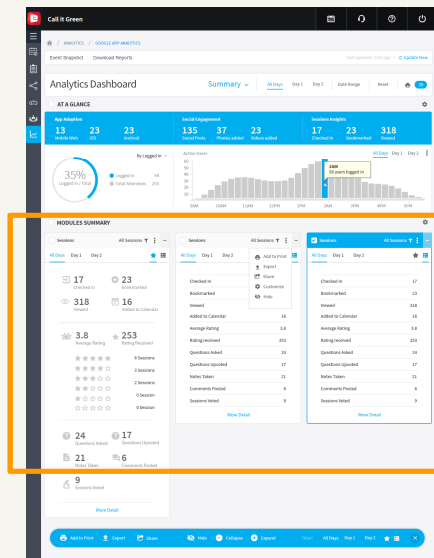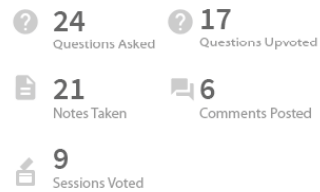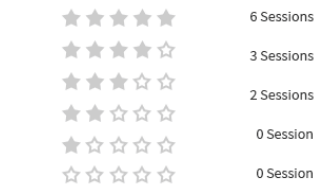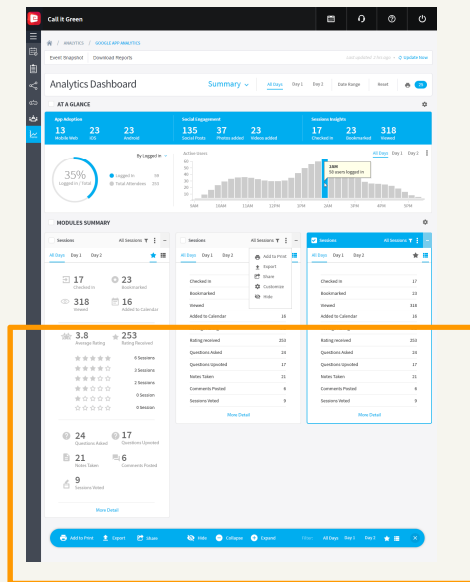
Screen Design

Screen Design

CONTEXT SENSTIVE ACTION BAR

TRANSPORT CLAIM APP

for Public Utilities Board, Singapore

PROJECT BRIEF

This native mobile application provides highly-interactive user interface for PUB Officers to record the actual path travelled using on-device GPS, add supporting details, and export trips on a monthly basis

DURATION

6 Months

PLATFORM

- •   iOS: iPhone & iPad
- •   Android: Phone & Tablet

MY ROLE

- •   Lead the analysis of Tender Requirement
- •   Propose a Design Solution which translated into a winning tender
- •   Oversee the Design of the App

OUTPUT

Low Fidelity Wireframe in Google Slides

Since my former company is competing again for the renewal of this contract,
I will not be able to share the screens for this app

PUB
TRAVEL
DIARY
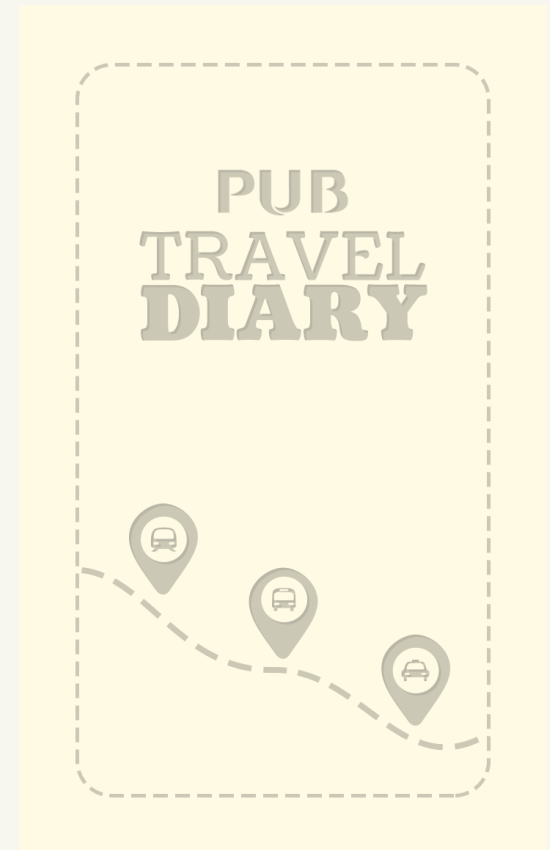
EVENT2MOBILE LOGO REBRANDING
for In-House Product

PROJECT BRIEF
To design a new logo for our Flagship Mobile Application Product – Even2Mobile

DURATION
3 Days

THE CHALLENGE
To rebrand a widely used Engagement App for Events and Conferences.

MY ROLE
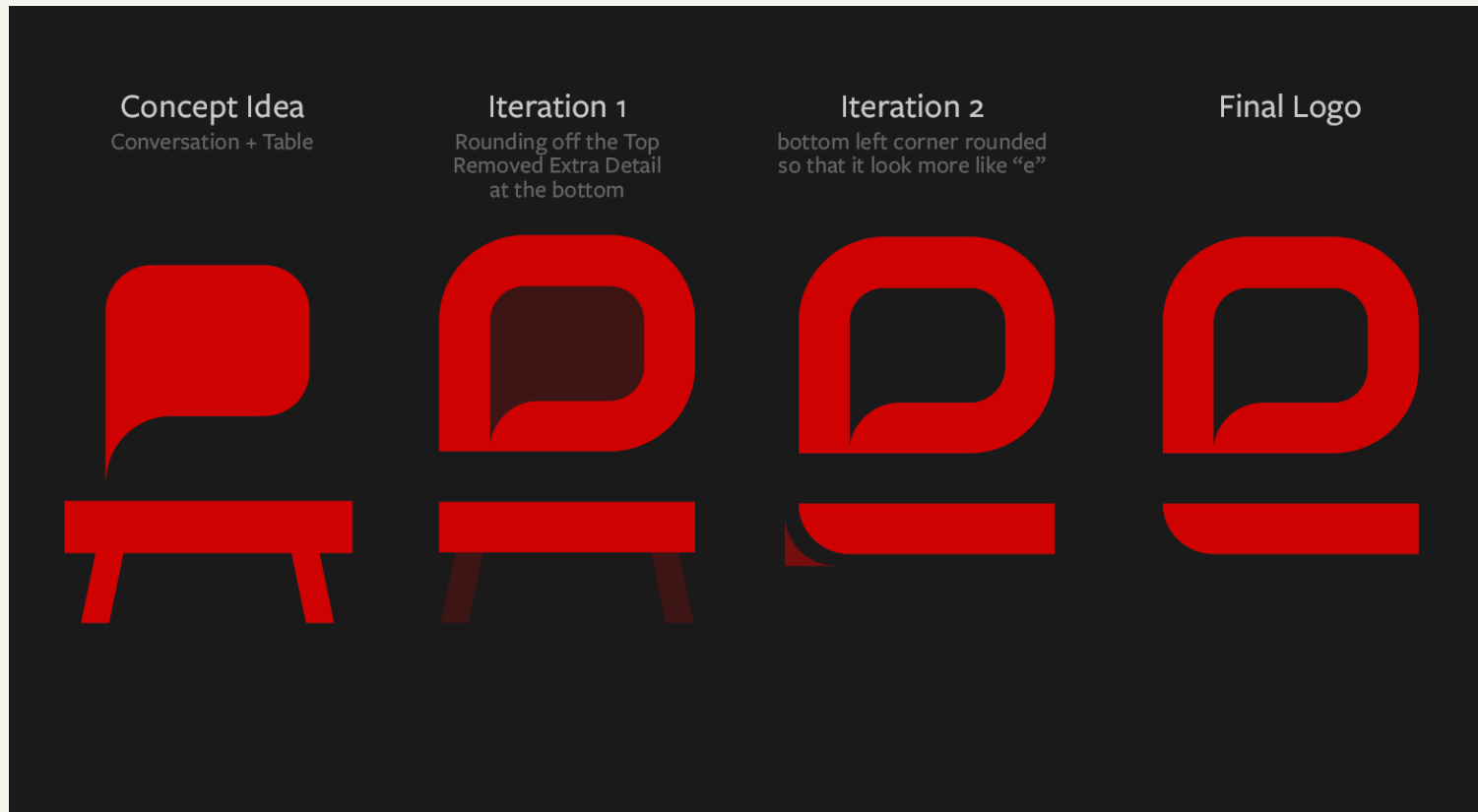- To understand and come up with a new logo

OUTPUT
- Presentation

Presentation Slides

Logo Concept

Event is all about...

Conversations   Tables

\+   =

Slide 1 of 4
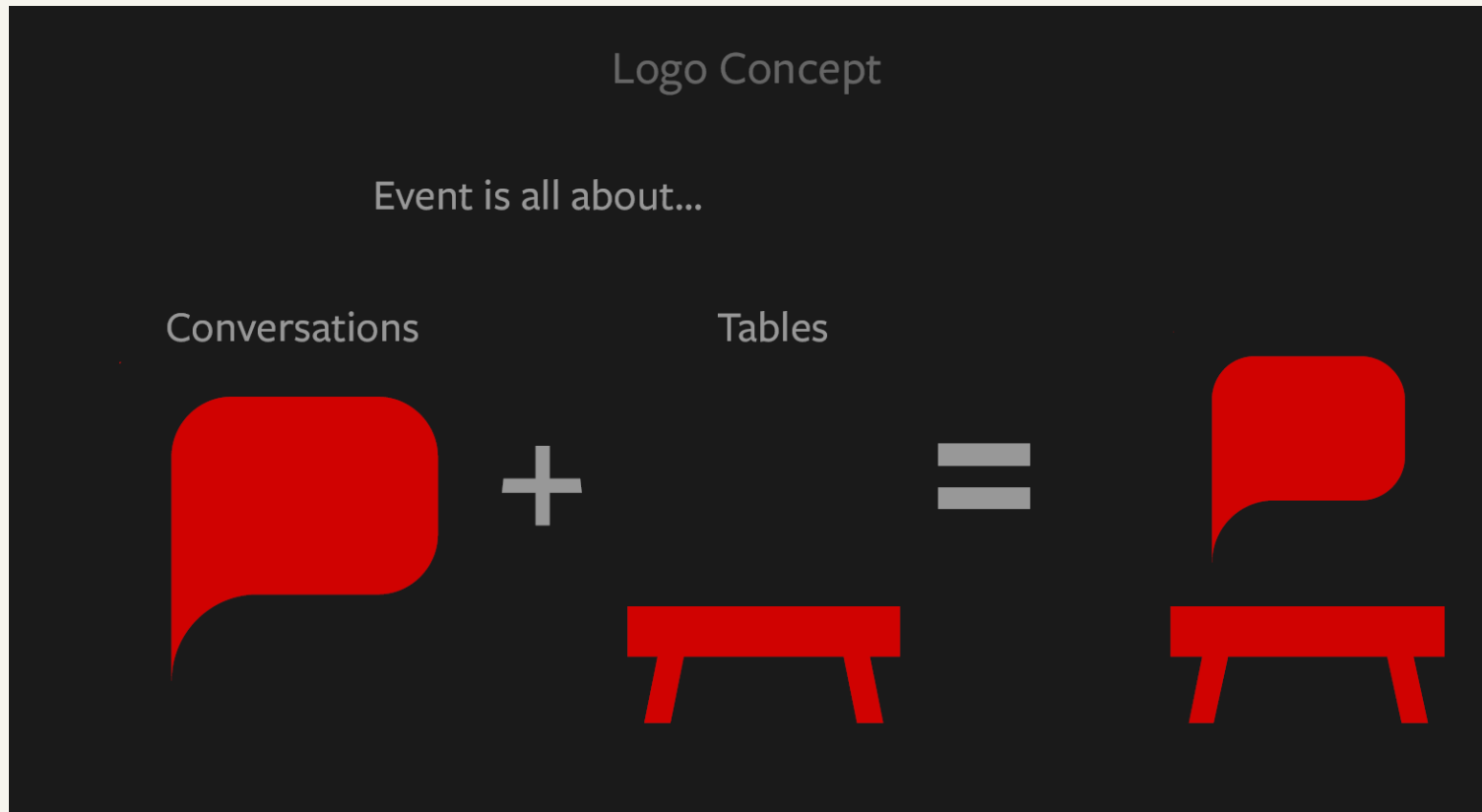
Presentation Slides

Presentation Slides

Slide 3 of 4

Presentation Slides

Slide 3 of 4
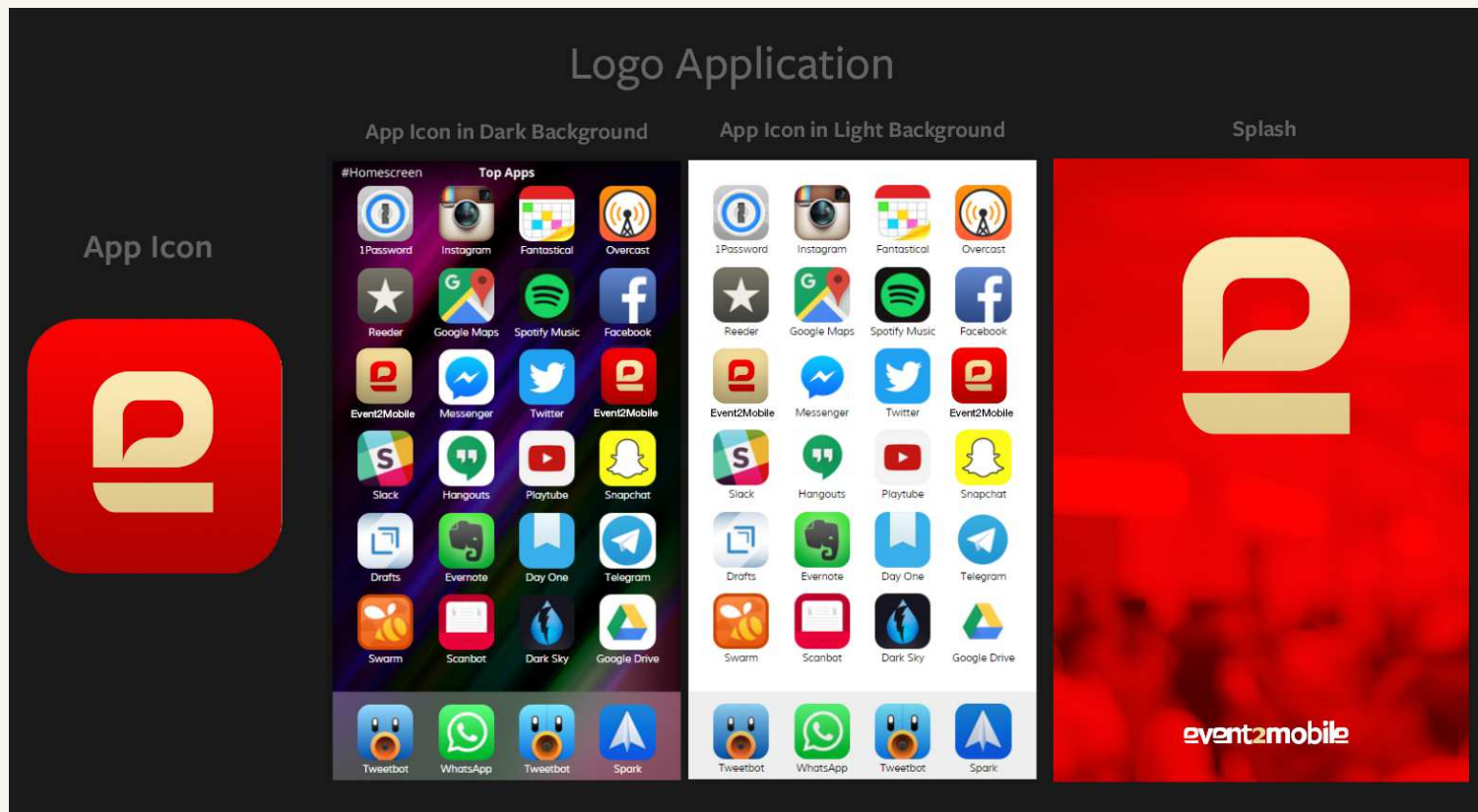
PRO BONO WORKS

for Associations and NGOs

PROJECT OVERVIEW

A collection of Design Project which I do for free for the community association I am associated with and also for other organisations.
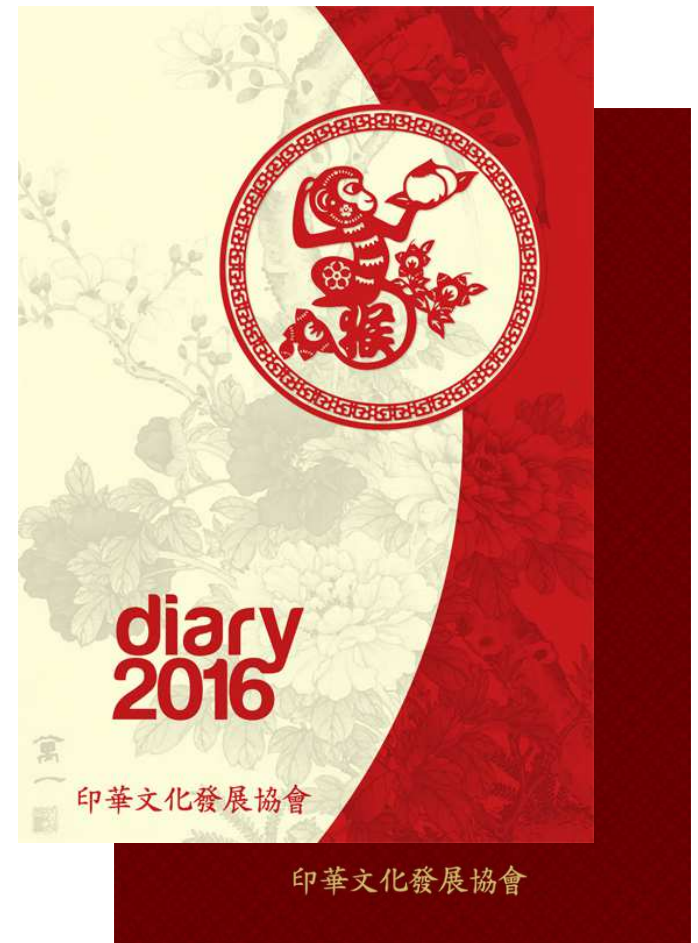
DURATION

Ongoing

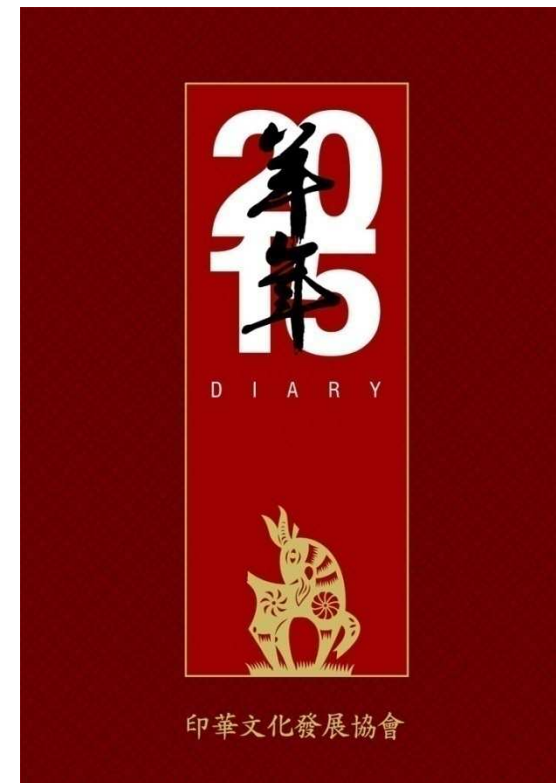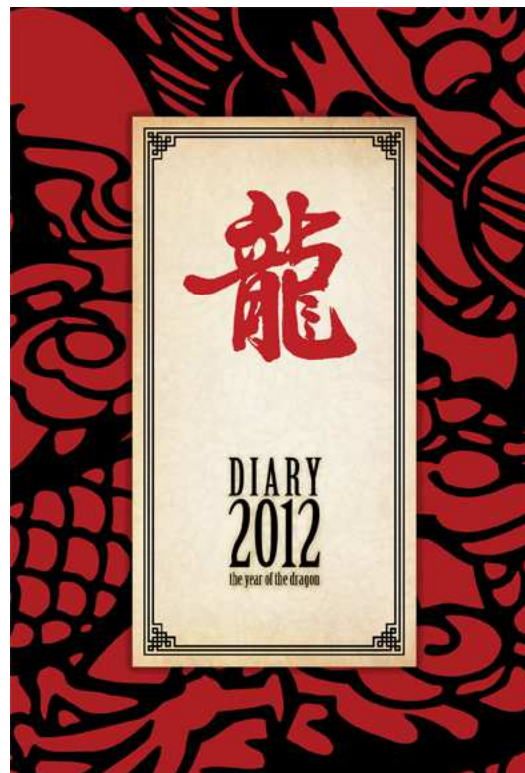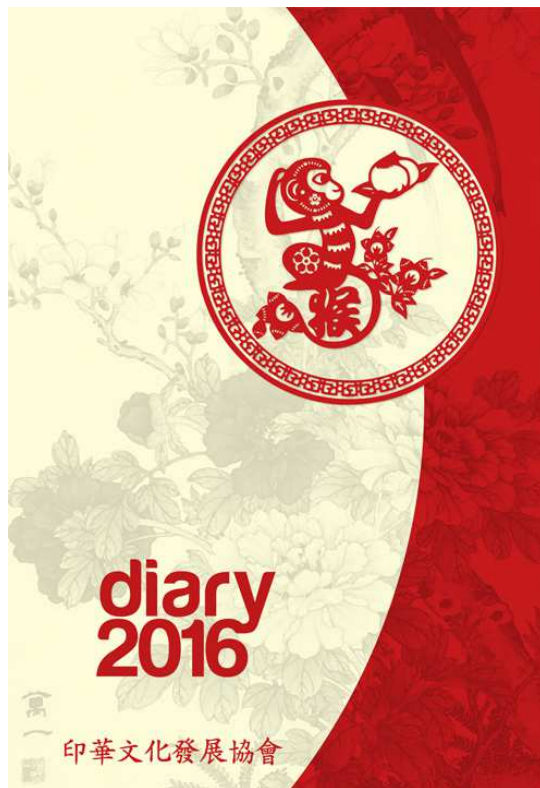**PLATFORM**

•   Print

MY ROLE

•   Design Annual Diaries and other collaterals.

Because it is not all about the Money!

Annual Diary Cover

Released by Indian Chinese Association for Culture, Welfare and Development

PRO BONO WORKS

Logos

WILD PANDA

Logo for a team participating in a Walk organised by Toronto Zoo

DANCING RIVER PROJECT

Logo for an NGO that works to uplift dwellers living along side the Howrah River

Logo for an annual Chinese cultural event

THANK YOU

FIND ME
ELSEWHERE

Portfolio   **@ Behance**

Blog   **@ Tumblr**

Profile   **@ Linkedin**