

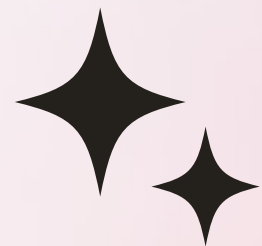
Communication Design

User Experience Design

Speculative Design



2025



DESIGN PORTFOLIO.

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CONTENT.



PROJECT 01

‘XLENS’

Speculative Design
3D + Rendering
Website Design



PROJECT 02

**‘ARTISTS’ COLLECTIVE
MELBOURNE’**

Service Design
UX Design
App Design



PROJECT 03

‘TINY NOTES’

UX Design
Social Innovation
Information Design



PROJECT 04

‘IMPRESSION UTOPIA’

Brand Design
Graphic Design



PROJECT 05

‘GAME OF CREATION’

Poster Design
Information Design
Animation



PROJECT 06

‘PROUD TO TRY’

Campaign Design
Social Media Content
EDM Design

◆◆◆ PROJECT 01 2020

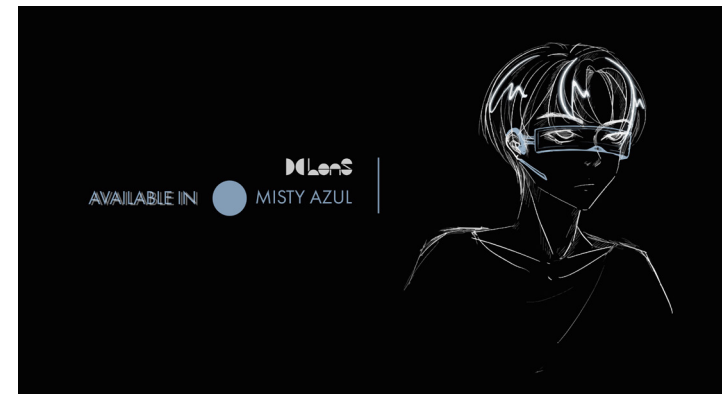
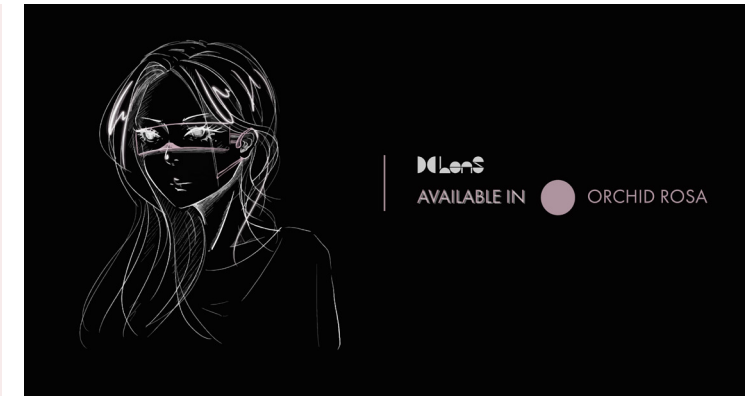
XLENS.

#Service Design

#App UI Design

#UX Design

In my project, I mainly focused on the current situation of isolation and combining it with the rapid development of network technology nowadays. XLENS is a online communication product which is developed during the period of the COVID-19 pandemic since people revolve around technology and the internet. In the project, I focused on the balance and relationship between the online and offline community and knowledge delivery. As we are getting used to online classes, virtual classroom has become a dominance in the future with a concept of 'study anytime and everywhere'.

Website Link>>

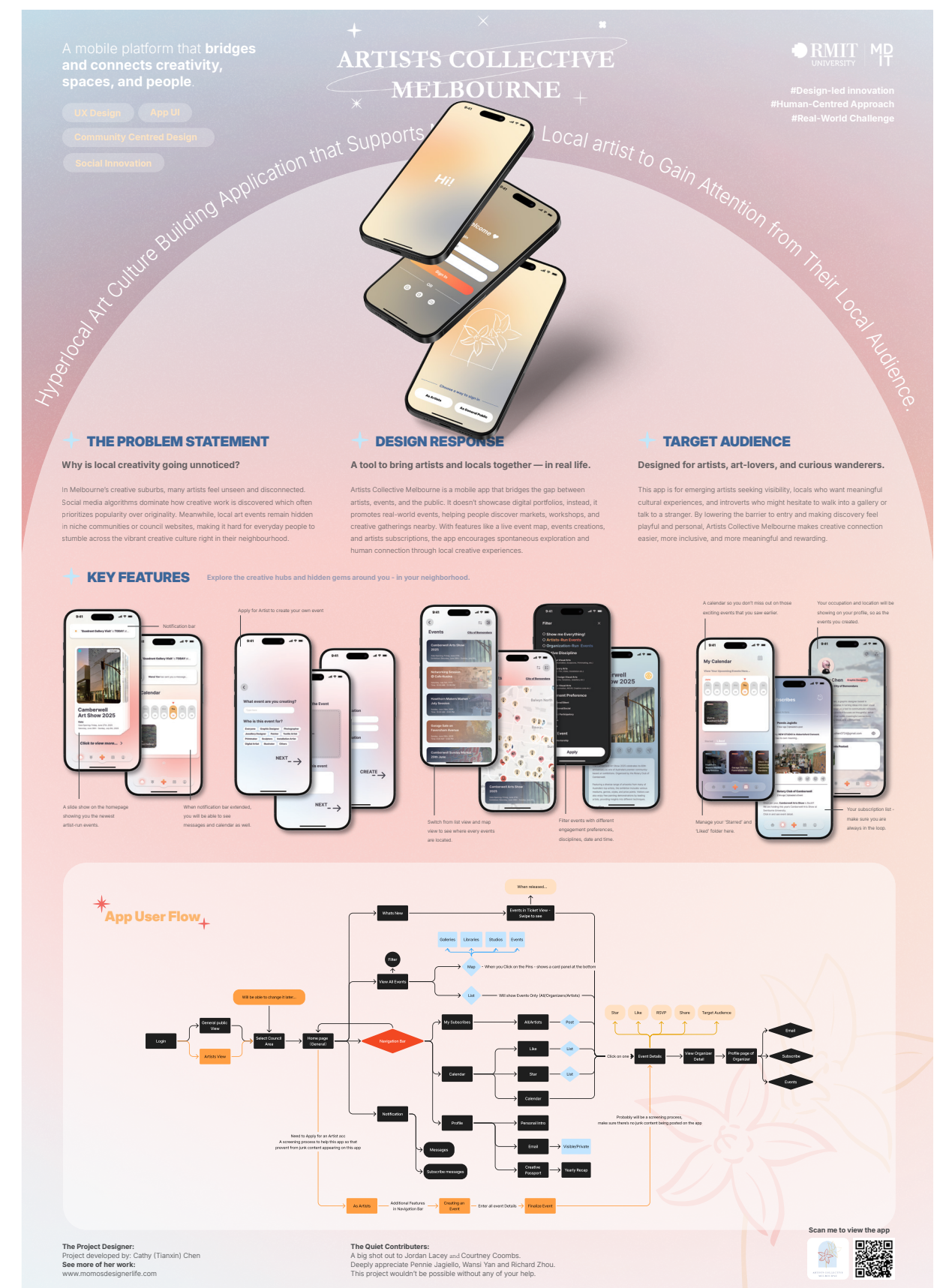
ARTISTS COLLECTIVE
MELBOURNE

#Service Design
#App UI Design
#UX Design

The app is designed to address a key problem in Melbourne's cultural landscape: fragmented visibility, not a lack of artistic activity. It is a portal gathering all distributed initiatives, allowing artists to find opportunities to further develop thier culture while giving others access to their world. Although Boroondara and other councils are rich with exhibitions, workshops, independent studios, and creative events, this activity is often under-discovered due to scattered communication, outdated council websites, and limited social media reach.

This design uses technology as a bridge to foster physical engagement with the arts, not a barrier. It encourages users to explore their neighbourhoods, participate in community-driven cultural events, and support local artists in person.

Poster In Detail>>



◆◆◆ PROJECT 03 2024

TINY NOTES.

#Service Design
#Communication Design
#Information Design

Tiny Notes, in collaboration with the Women’s Hospital, explores how design can improve person-centred care by enhancing antenatal communication between healthcare providers and expectant mothers. Using service and systems thinking, we analyse hospital procedures, while pluriversal design acknowledges diverse expectations and communication styles between doctors and mothers. This project was done in a group of two in my master’s degree.

View More and In Detail>>



Packaging Design



The Content and the use of the packaging



*** PROJECT 04 2023

IMPRESSION UTOPIA.

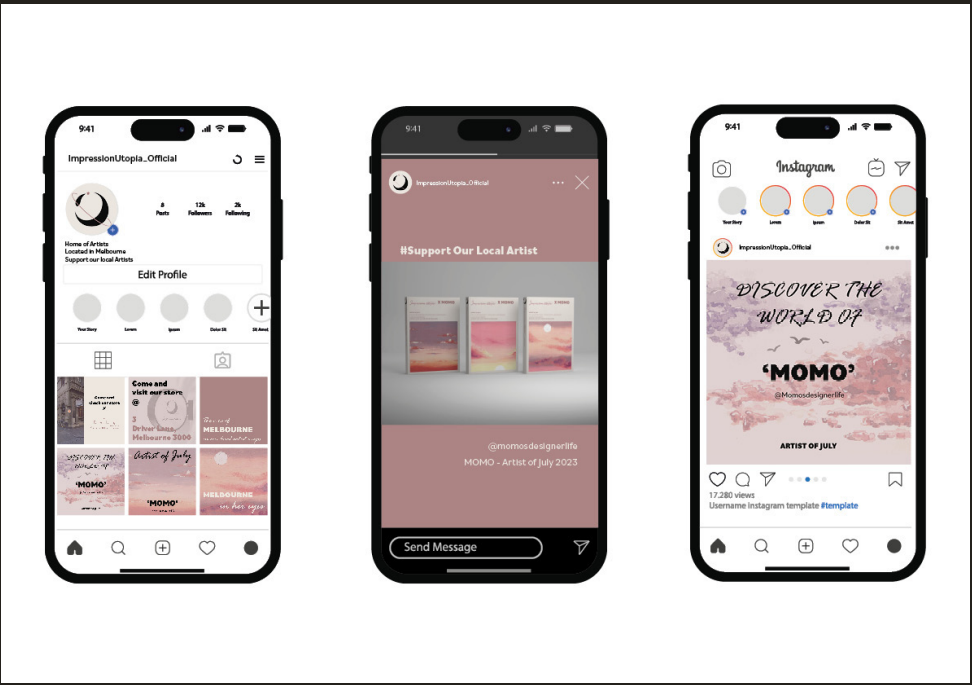
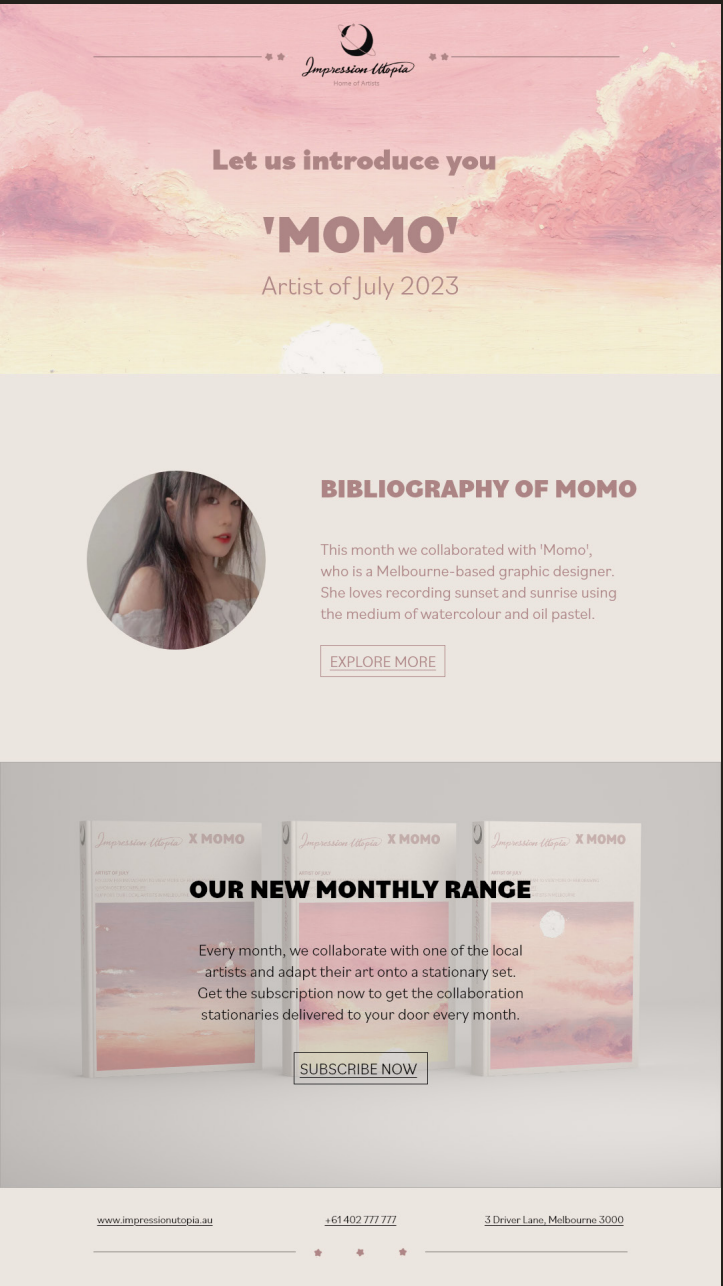


#Brand Identity
#Social Media Design
#Graphic Design

Impression Utopia is a Melbourne-based art retail pop-up concept that bridges the gap between local graffiti and fine artists and the wider community. Each month, it collaborates with one local artist, transforming their original works into curated products such as stationery, homewares, and lifestyle items. Set in Melbourne's iconic alleyways, where spaces already rich with street art. Then this pop-up concept would create an immersive environment where art, culture, and retail blend seamlessly.

This project stems from my long-standing care and respect for the artist community. I've always been passionate about creating opportunities for artists to be seen, valued, and supported. Impression Utopia is my way of celebrating Melbourne's diverse creative scene, giving artists a platform to share their work with a wider audience while offering people a tangible connection to the city's artistry.

Process Journal for Poster and Flyer>>



Above: Instagram Tiles and Instagram Design
Left: Email design for monthly featured artist

THE Marketing Collaboration Idea

w YARRA TRAMS/PTV

Beyond selling products, we want to showcase the featured artists' work via the support from Yarra Trams, inviting the public to immerse in the artistic atmosphere of Melbourne, which would also help artists gain valuable exposure.



◆◆◆ PROJECT 05 2024

GAME OF CREATION.

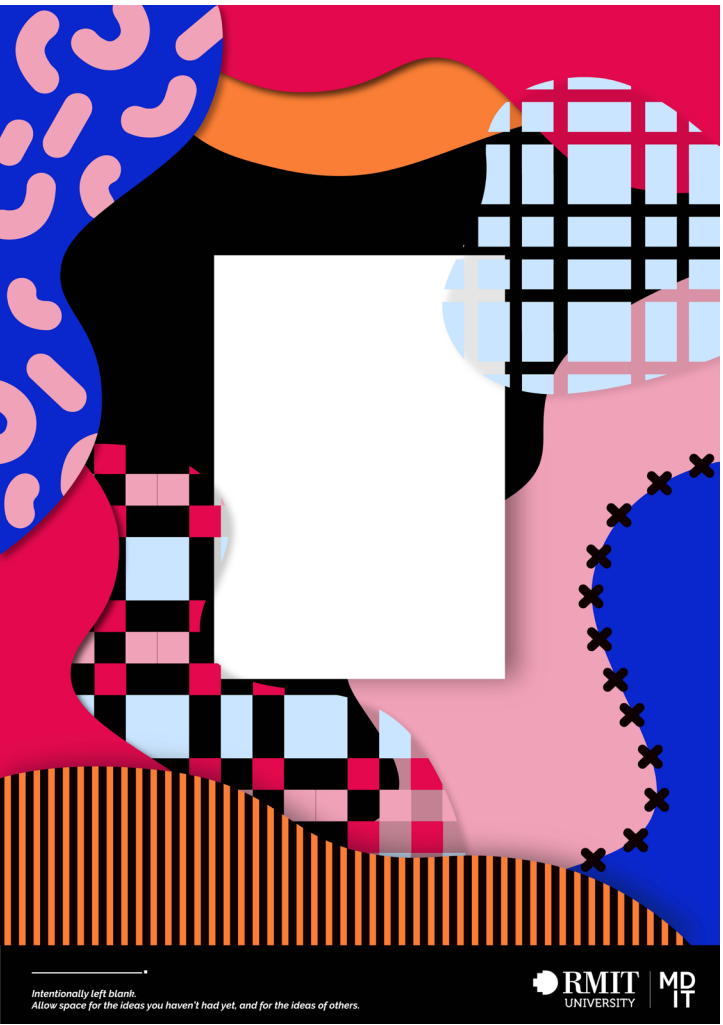
#Poster and Flyer Design

#Animation

#Information Design

This is a communication design project in which I was tasked with creating a poster and flyer inspired by The Incomplete Manifesto for Growth from Bruce Mau Studio. The first phase of the project was completed individually. My design approach was influenced by artist Leta Sobierajski, whose work I admire for its vibrancy and bold use of geometric shapes.

[Process Journal for Poster and Flyer>>](#)



Poster Design for the element 'Blank'



A flyer explaining 7 Principles from Bruce Mau Studio

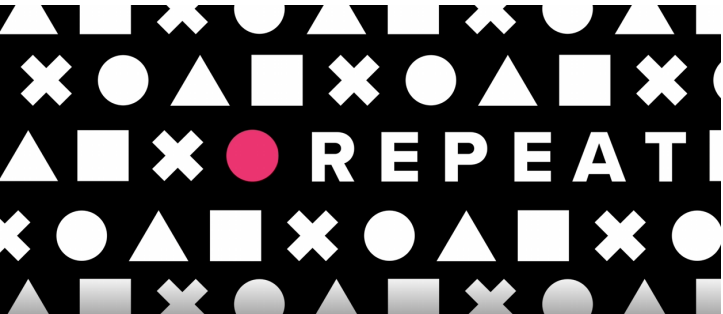
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GAME OF CREATION

The second phase of this project was a collaboration with my teammate, Sherry Huang. We worked closely to develop the final outcome, which was created entirely in Adobe After Effects.

[Youtube Link to the Animation>>](#)

[Process Journal for Animation>>](#)



Screenshots from the animation

✦✦✦ PROJECT 06 2021

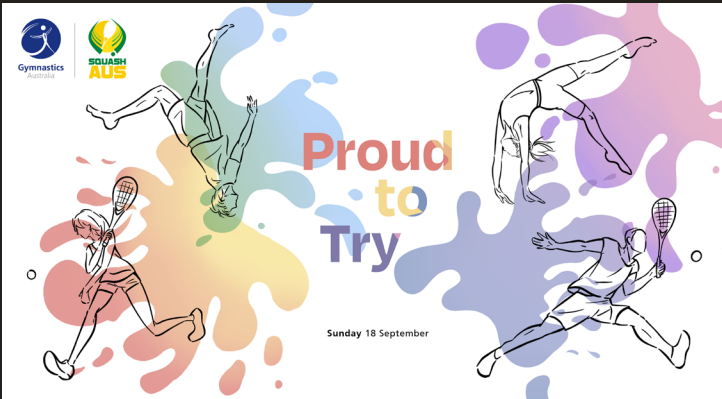
PROUD TO TRY.

#Campaign Design
#Event Design
#EDM for Socials

This is a project completed during my internship at Gymnastics Australia, in collaboration with Squash Australia and Pride in Sport. The goal was to promote an event encouraging LGBTQIA+ individuals to get involved in sport. I was commissioned to create illustrations of people participating in gymnastics and squash, with a brief calling for a universal, diverse, and joyful aesthetic. While Gymnastics Australia provided a mood board for inspiration, I was given the freedom to incorporate my own artistic flair.



Social Tile for Instagram



Facebook Banner



EDM Design



Website Banner



Poster Design



Merchandise - Tote bag and Post card



Merchandise - Tote bag