AT THE FRONTIER OF IMAGINATION

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Portfolio.

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At the frontier of imagination

Step Into Imagination

ABOUT ME

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嗨，我是凯琪，目前专注于 UI 与数字产品设计

我的设计实践主要涉及数字产品、品牌官网与 3D 视觉

UI 设计实习生 · Transo.ai
2026.07 - 2026.10

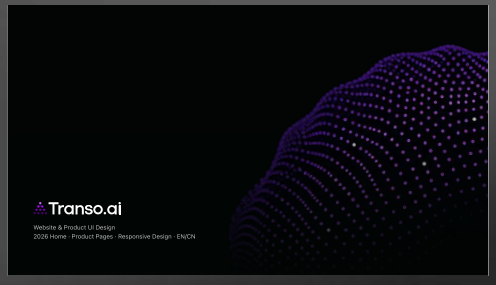
UI 设计实习生 · CrePal.ai
2025.06 - 2025.9

设计实习生 · Sencity
2024.07 - 2024.9

视觉设计实习生 · 百丽时尚集团
2026.04 - 2026.7

部分项目&网站

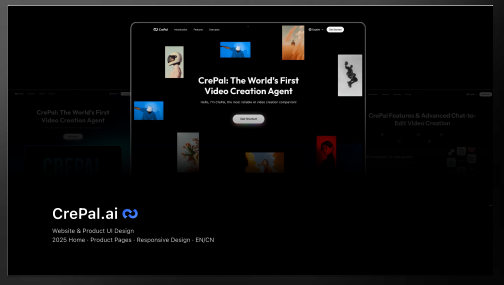
相关项目仅展示公开部分



https://transo.ai/

Transo.ai

2026-07



https://crepal.ai/

CrePal.ai

2025-06

katrina.de5.net

个人网站

2024-至今

Transo.ai

Website & Product UI Design

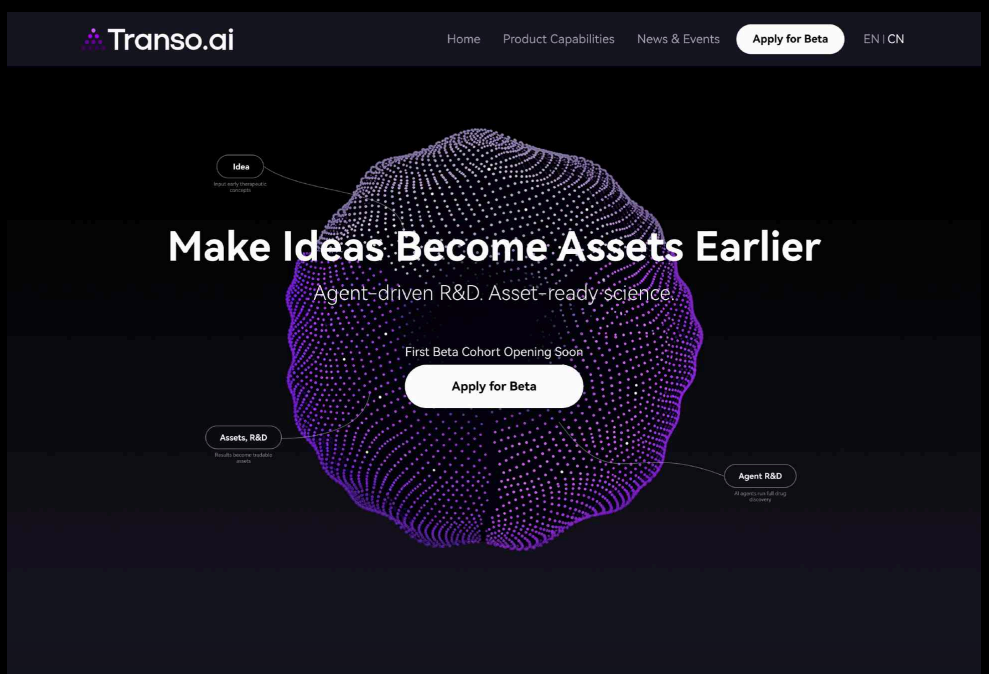
2026 Home · Product Pages · Responsive Design · EN/CN

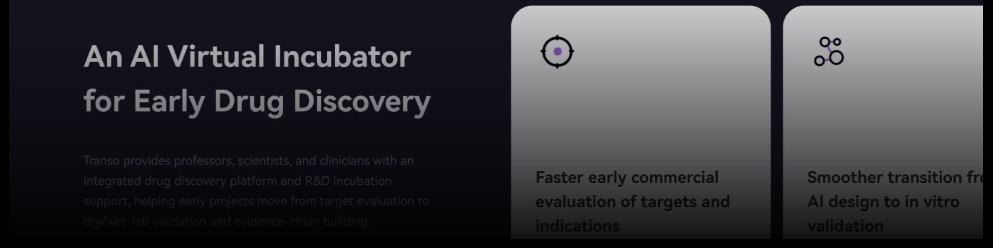
“

Project Overview

Transo.ai 是一个面向早期药物研发的 AI 平台，官网需要同时承载产品定位、科研背景、研发流程与平台能力等专业信息。

在既定品牌与视觉方向下，我负责公开官网 Home 与 Product 下四个板块的 UI 设计，并完成 EN / CN 以及 Desktop / Mobile 的适配；同时参与产品端 UI 设计，相关内容因尚未公开不在本案例中展示。





02 | Design Focus

Clarity in Complexity

Organizing dense scientific content through clear hierarchy and modular structures.

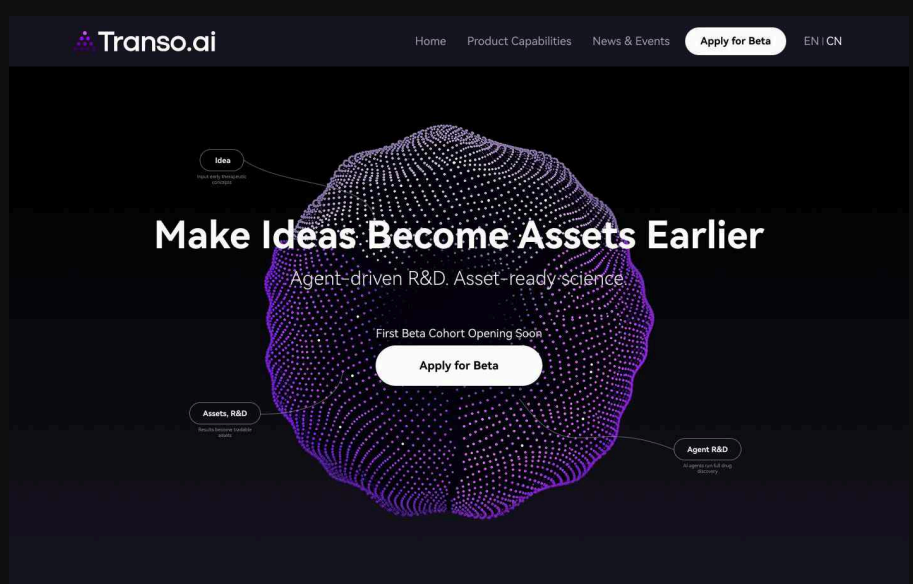
Visual Consistency

Extending a coherent visual language across the Home and Product pages while allowing each section to respond to different types of content.

Cross-context Adaptation

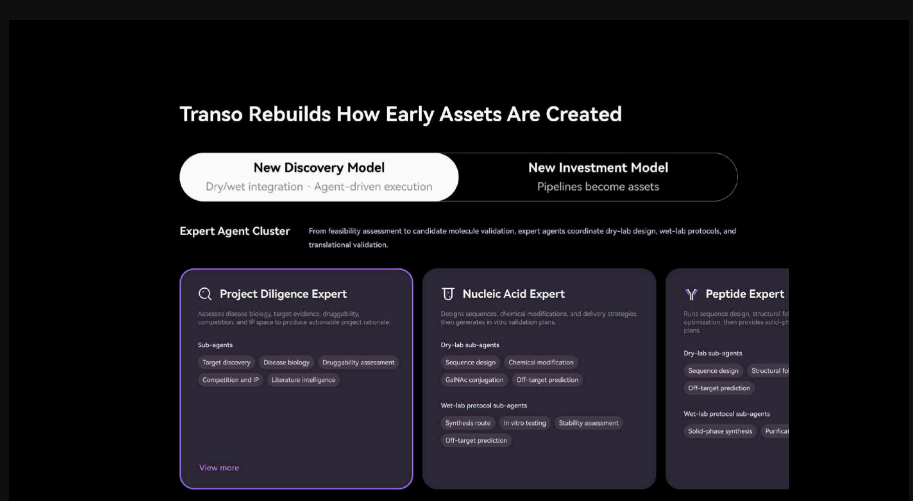
Adapting layouts across EN / CN and Desktop / Mobile while preserving the overall visual rhythm.

03 | Home



首屏

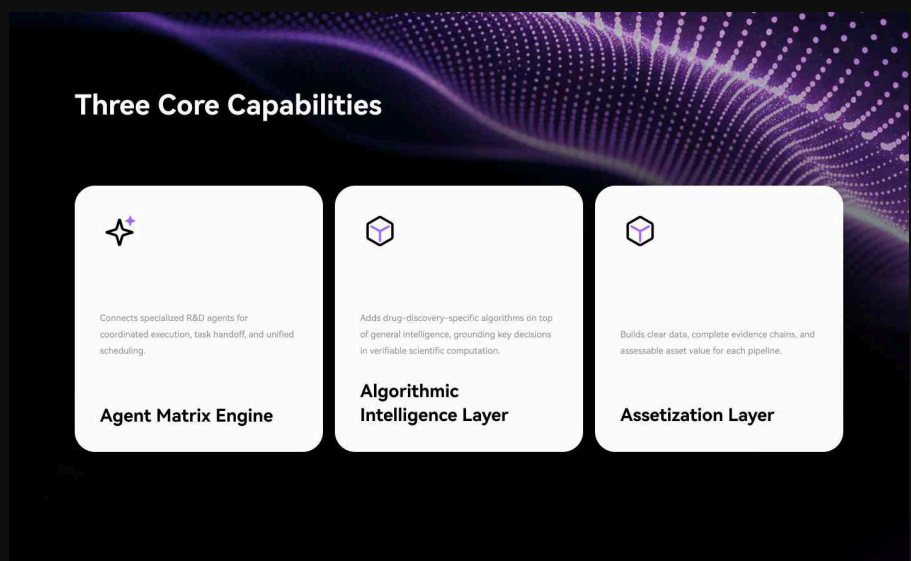
通过大尺度粒子视觉、集中式排版与留白建立明确的首屏视觉中心



系统架构

展示 Agent 与研发体系之间的关系，将抽象产品能力转化为可理解的结构

以统一卡片系统组织多角色内容，通过尺寸、间距和重复结构形成稳定的阅读节奏。

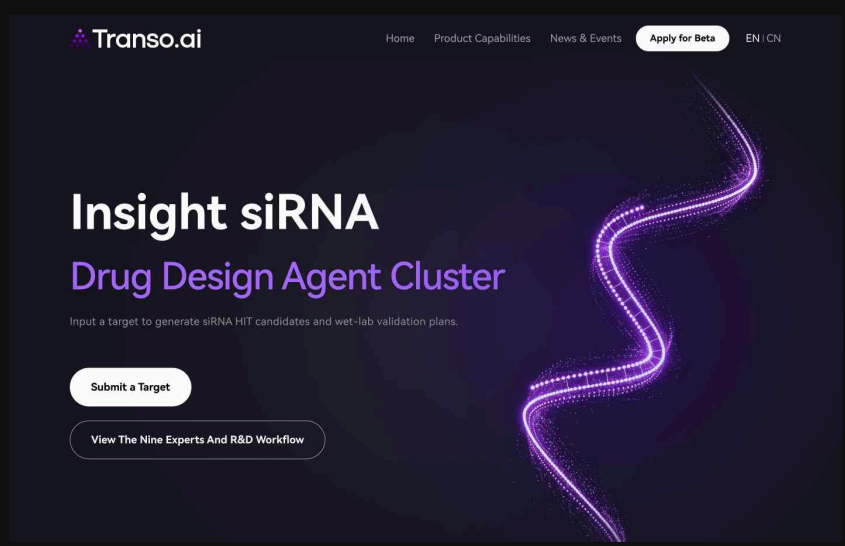


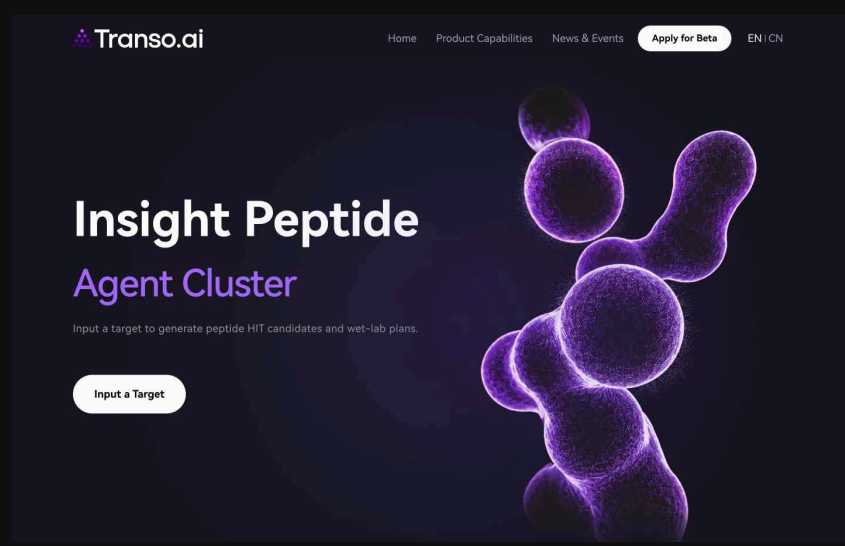
为什么需要 Transo

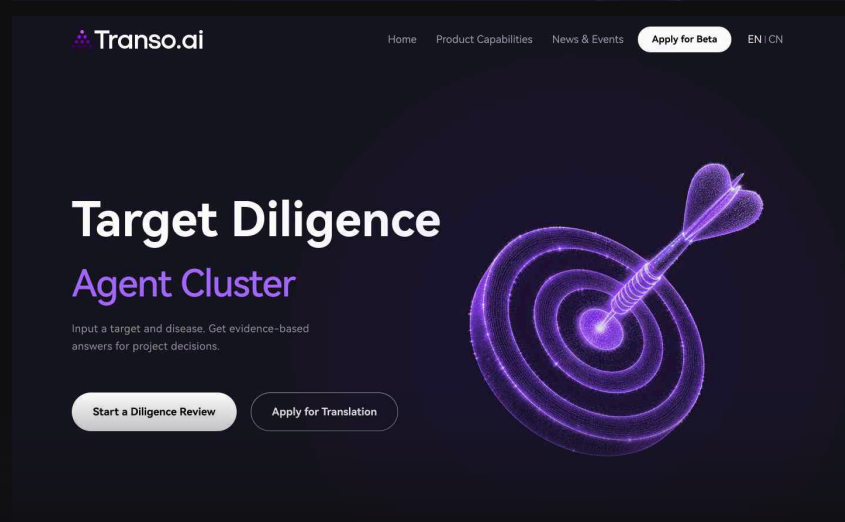
提供“选择理由”，通过对比与强化论证提升说服力，让用户在理性层面完成决策偏好倾斜。

利用白色高对比卡片切换页面视觉密度，通过统一比例与排版强化模块识别。

Product 四个板块延续统一的视觉框架，并根据不同科研内容调整页面结构与核心视觉，在一致性中保留各自的内容特征







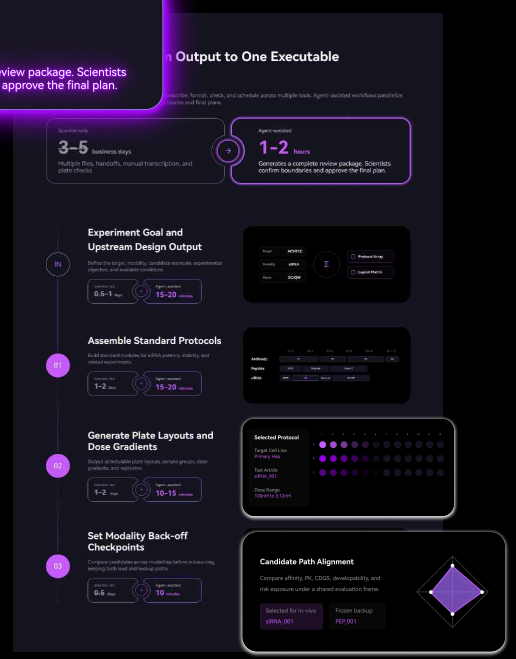
信息结构延展

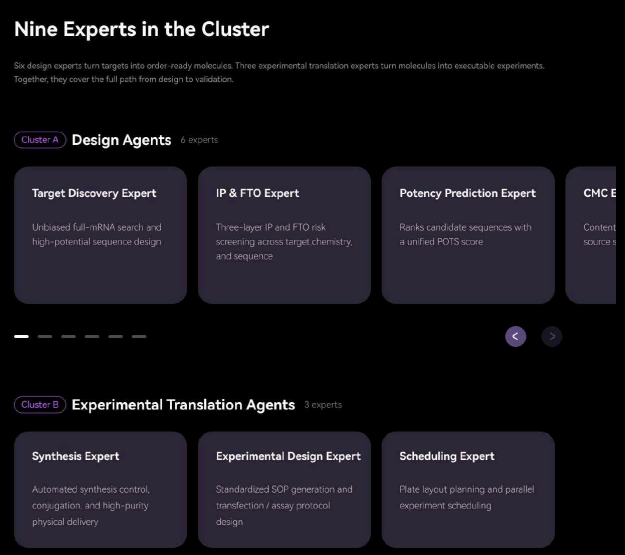
统一页面框架、排版层级与模块规则，使四个 Product 保持连续的产品体验

视觉表达差异

以不同的生物结构与科学意象区分四个 Product，在统一视觉语言下保留各自的内容特征

Product 页面包含实验流程、Agent 角色与科研参数等专业内容，设计重点放在复杂信息的结构化与视觉呈现。





- **实验流程结构化**

将实验目标、流程与参数整理为纵向步骤，通过节点与信息模块强化执行顺序和内容关系。

- **专家集群分层展示**

将不同类型的 Agent 按 Cluster 分组，并以统一卡片结构区分角色，在高信息密度下保持清晰的浏览与对比。

从桌面端延展至移动端

- **信息结构重排**

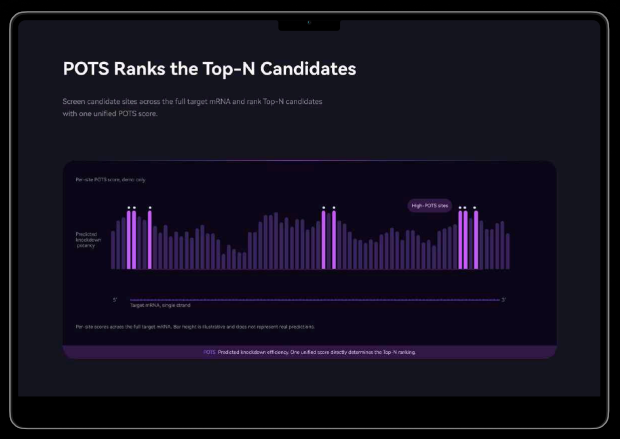
Desktop 中的多栏信息、图表与说明内容在移动端需要重新组织

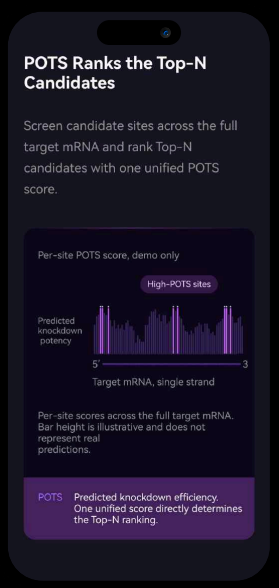
根据阅读优先级调整模块顺序与内容密度，使科研信息在小屏环境下仍保持清晰的阅读路径。

- **复杂模块适配**

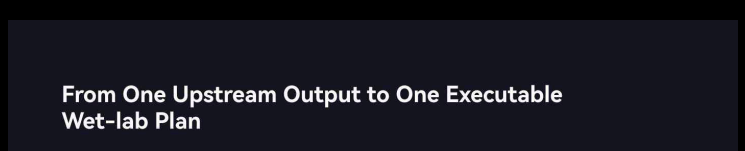
针对图表、数据卡片及高密度内容重新调整比例、间距与图文关系

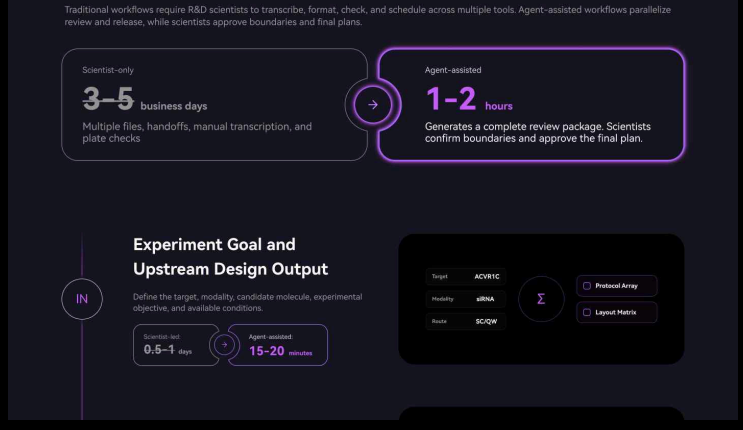
在保持原有信息完整性的同时降低移动端视觉拥挤感





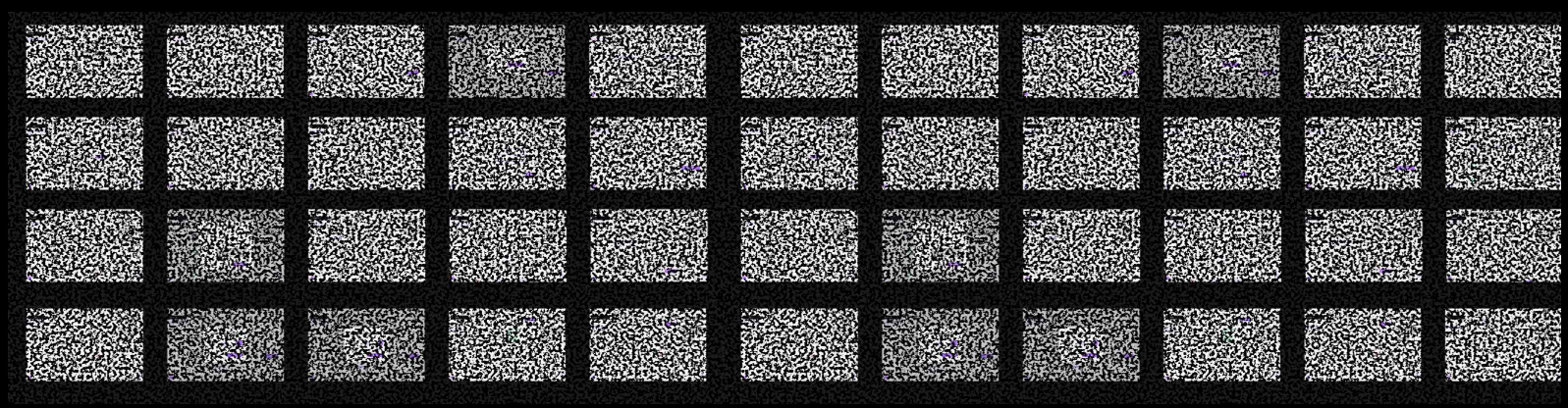
同一框架下的双语适配



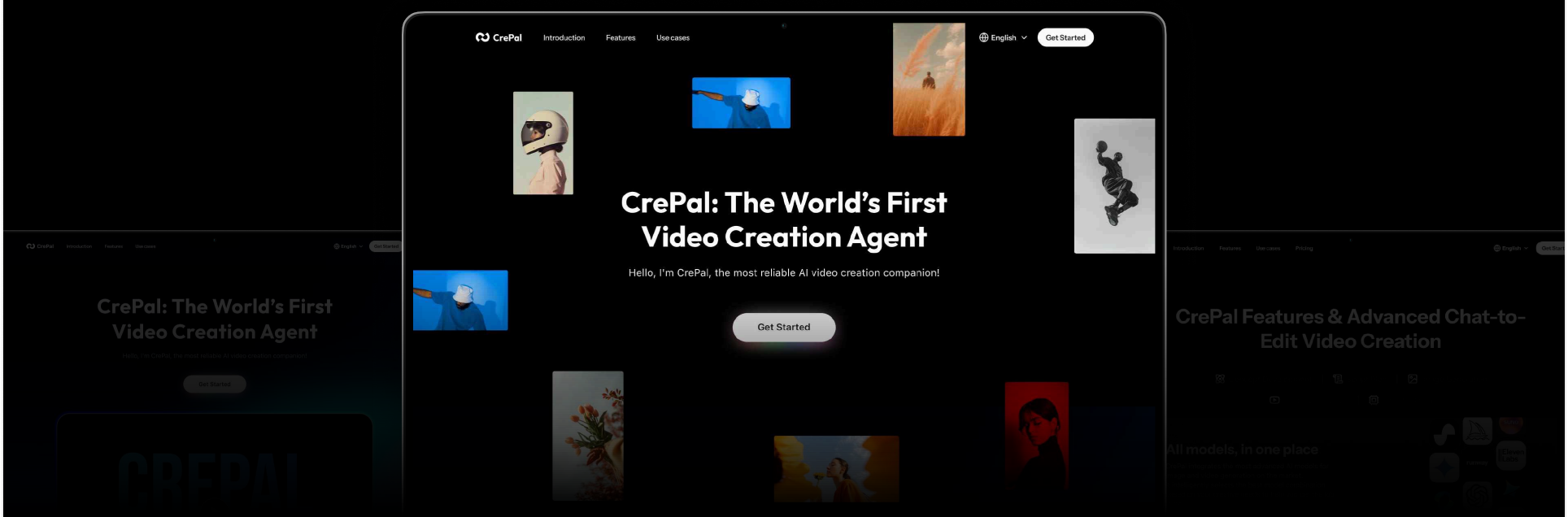


中英文在文本长度、换行与信息密度上存在差异
适配过程中针对文字宽度、行数与模块间距进行调整，使两个版本在共享同一框架的同时保持稳定的视觉节奏。

Beyond the Website



❝ 除公开官网外，我也参与了 Transo.ai 产品端的 UI 设计，涉及核心功能界面、组件与交互状态
由于产品目前尚未正式上线，相关界面与业务流程暂不在本案例中公开展示。



CrePal.ai

Website & Product UI Design https://crepal.ai/

成品

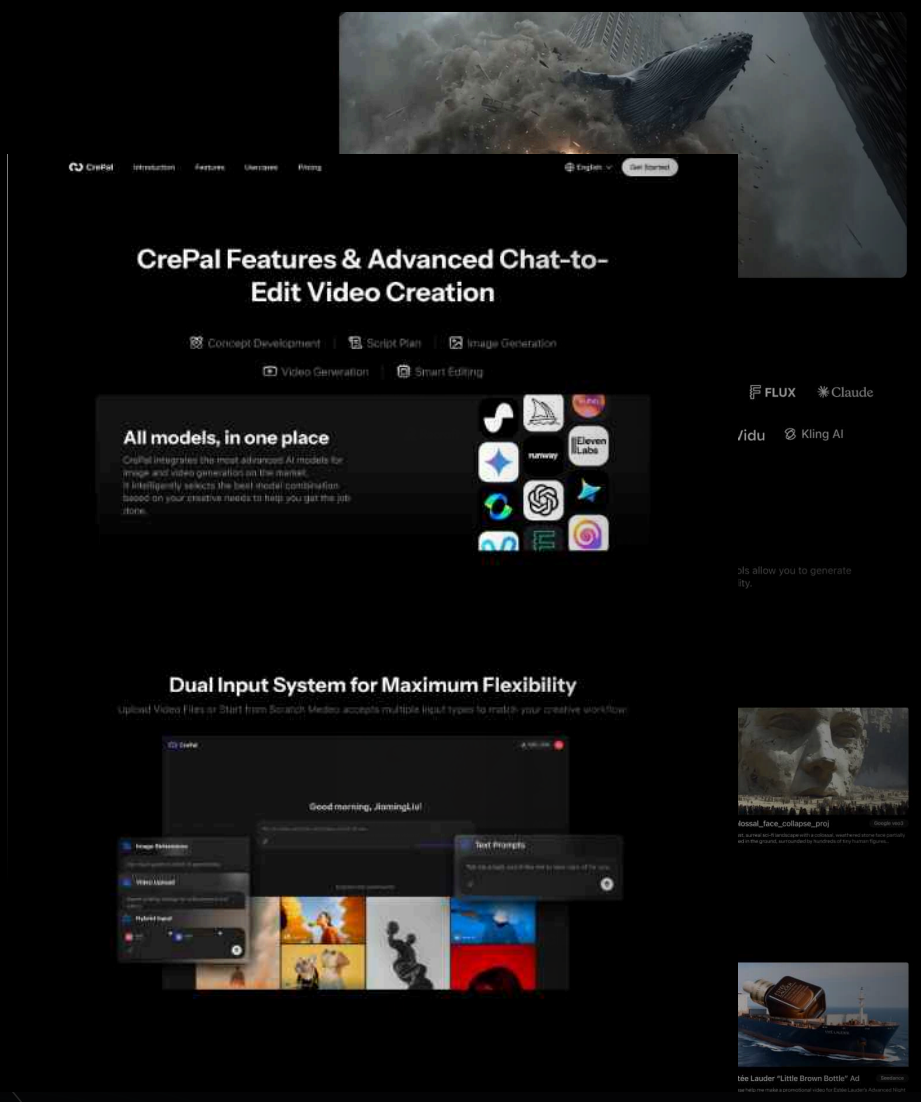
登录页

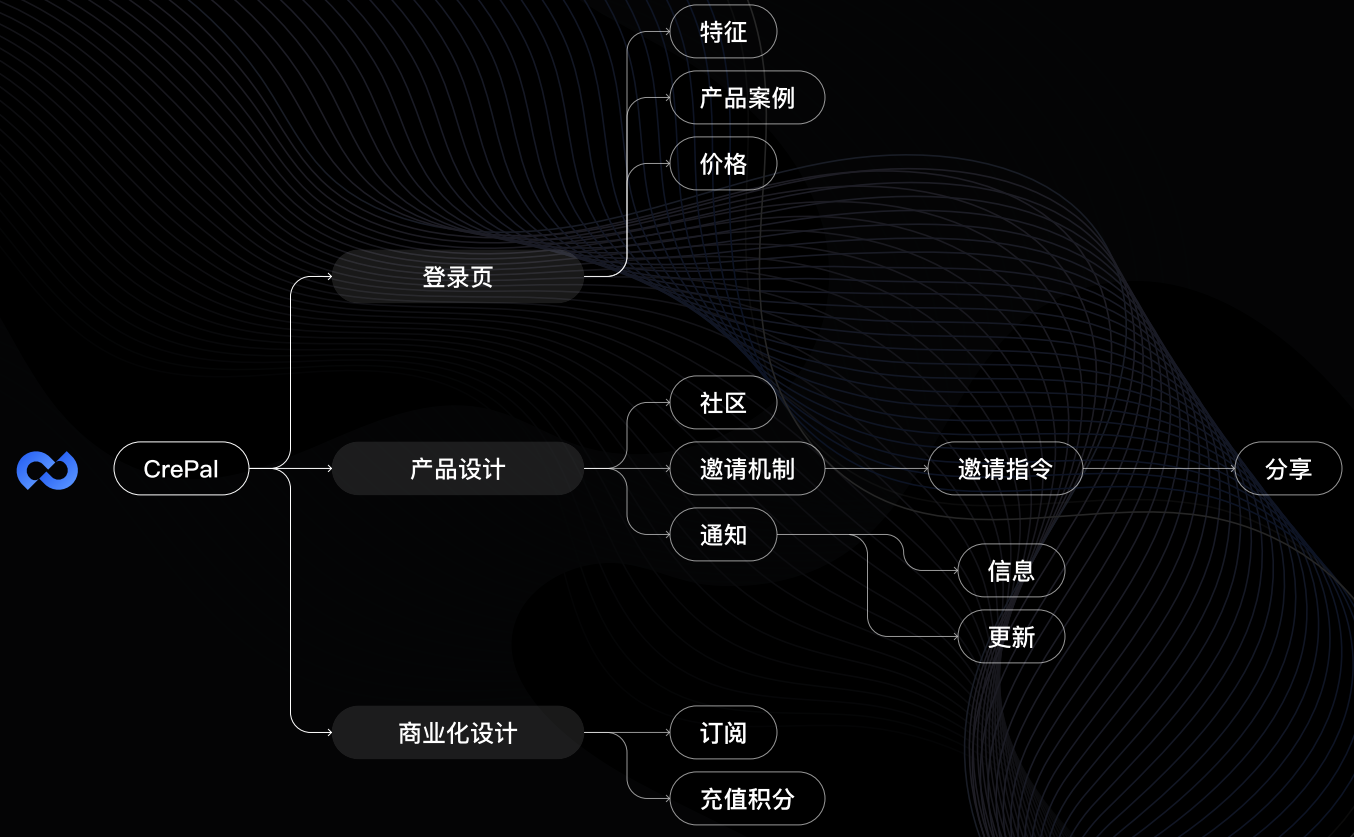
产品设计

商业化设计

项目简介

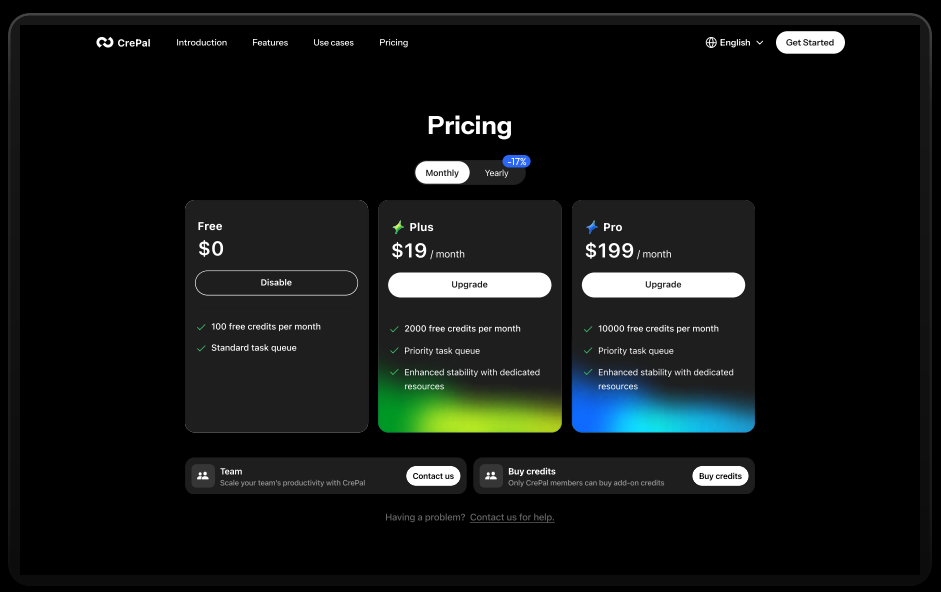
CrePal 是一个基于人工智能的视频生成与编辑平台，集成多种视频生模型，支持通过文本或视频输入进行内容创作并可通过对话交互实现视频编辑和任务管理。





01 订阅设计

价格



订阅机制

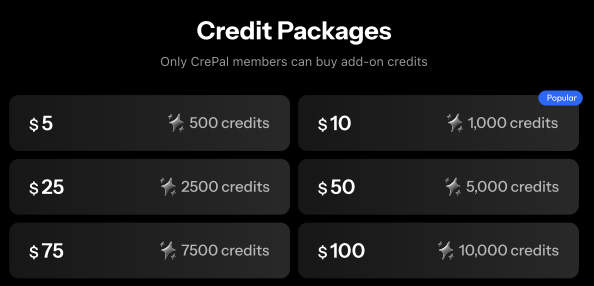
首页展示了“免费”、“Plus”和“Pro”三种套餐，方便用户快速比较价格和功能

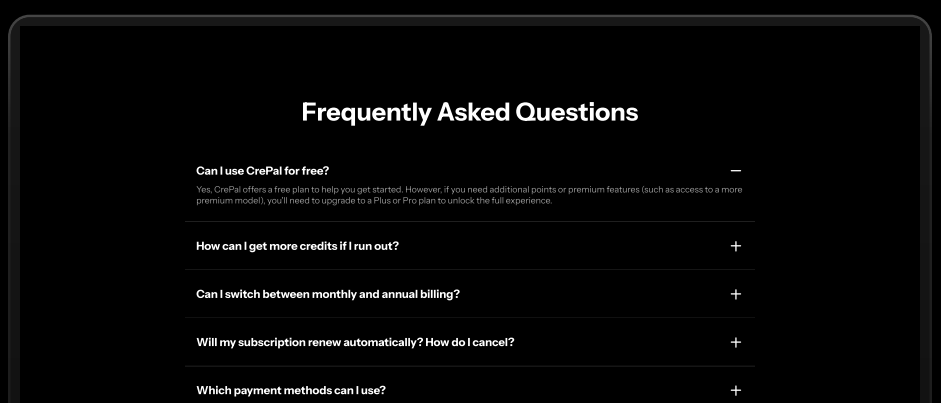
突出显示“Plus”和“Pro”等核心套餐，让用户在浏览时能够快速了解不同价位档次

积分充值

对于使用需求较高的用户，我们提供积分套餐作为额外的购买选项

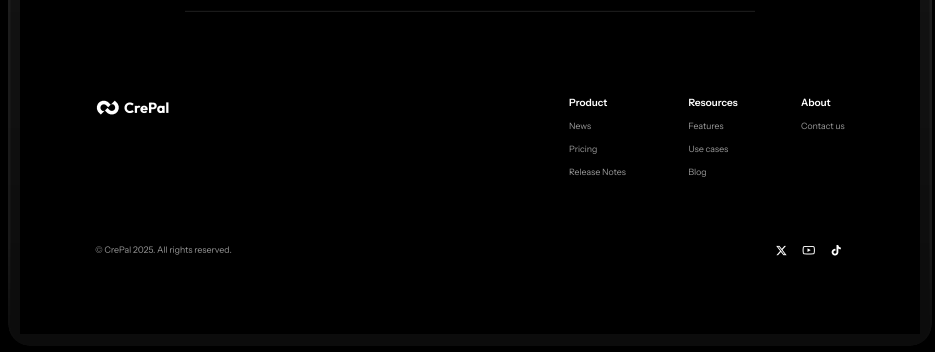
通过使用渐变高亮和视觉强调效果，该精选套餐在页面上显得更加引人注目，从而引导用户首先关注它





常见问题

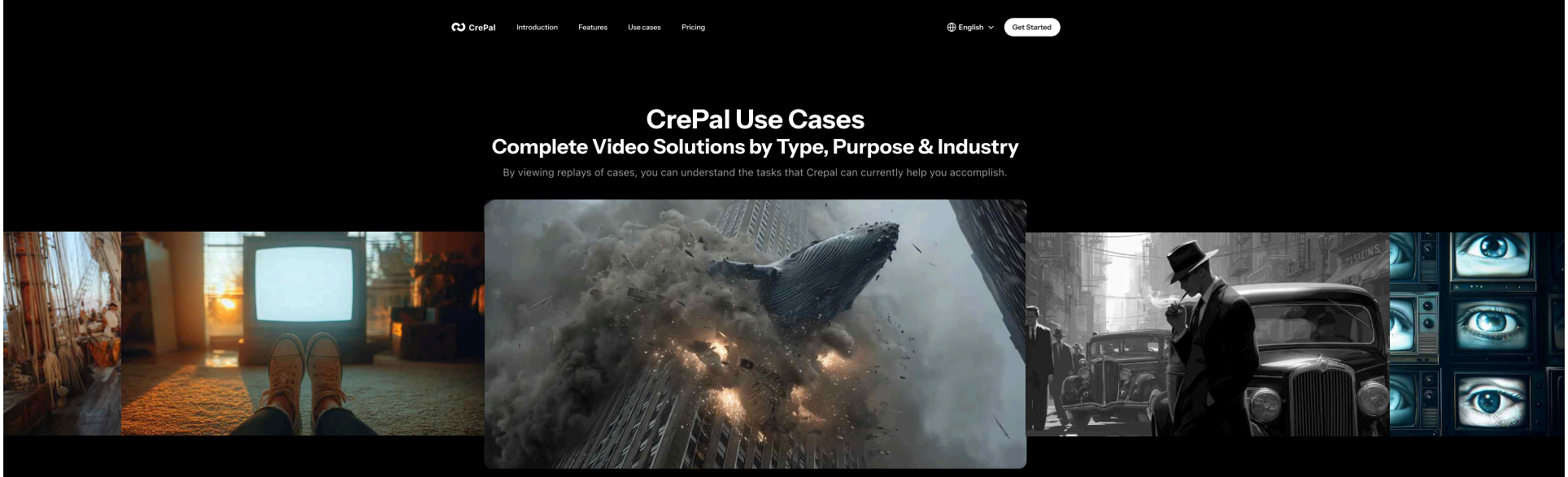
在页面底部提供关于支付、订阅和取消等常见问题的说明，以便在用户付款前消除他们的顾虑

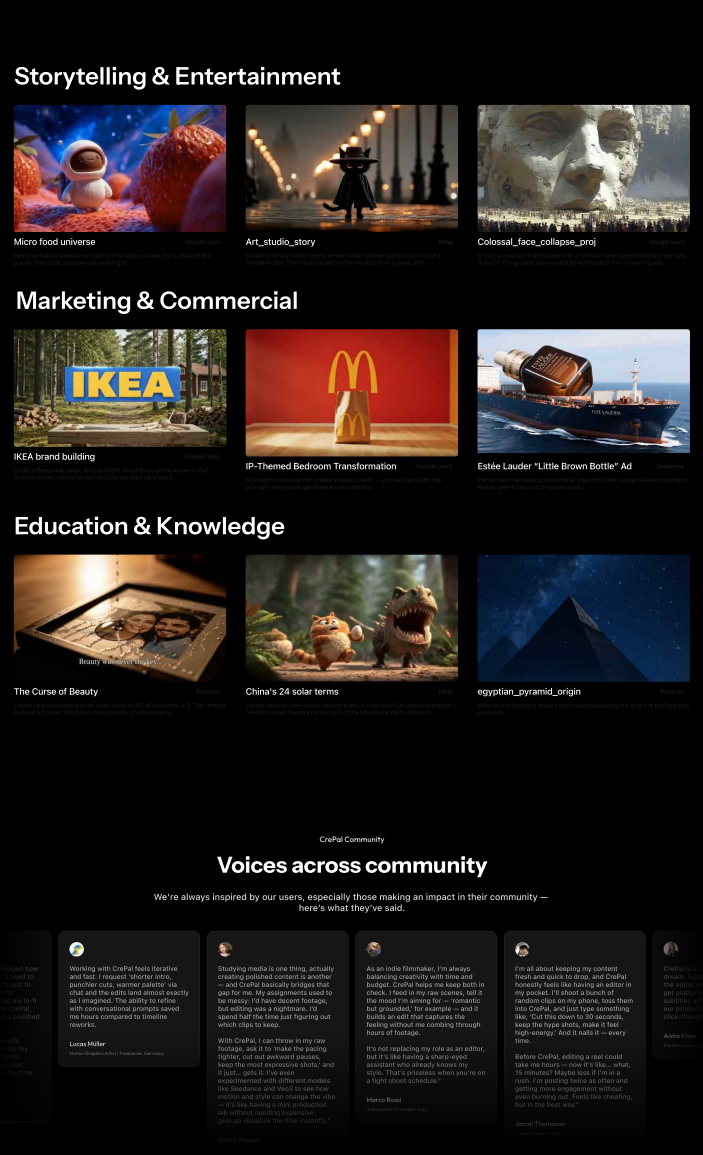


通过采用卡片式设计，我们将套餐、积分方案和常见问题整理成独立的模块，以提升页面的可浏览性

02 案例设计

产品案例





首屏区

通过视觉效果震撼的样片，快速展示我们在产品视频制作方面的能力

模型展示区

展示 CrePal 在各种场景中的多功能性

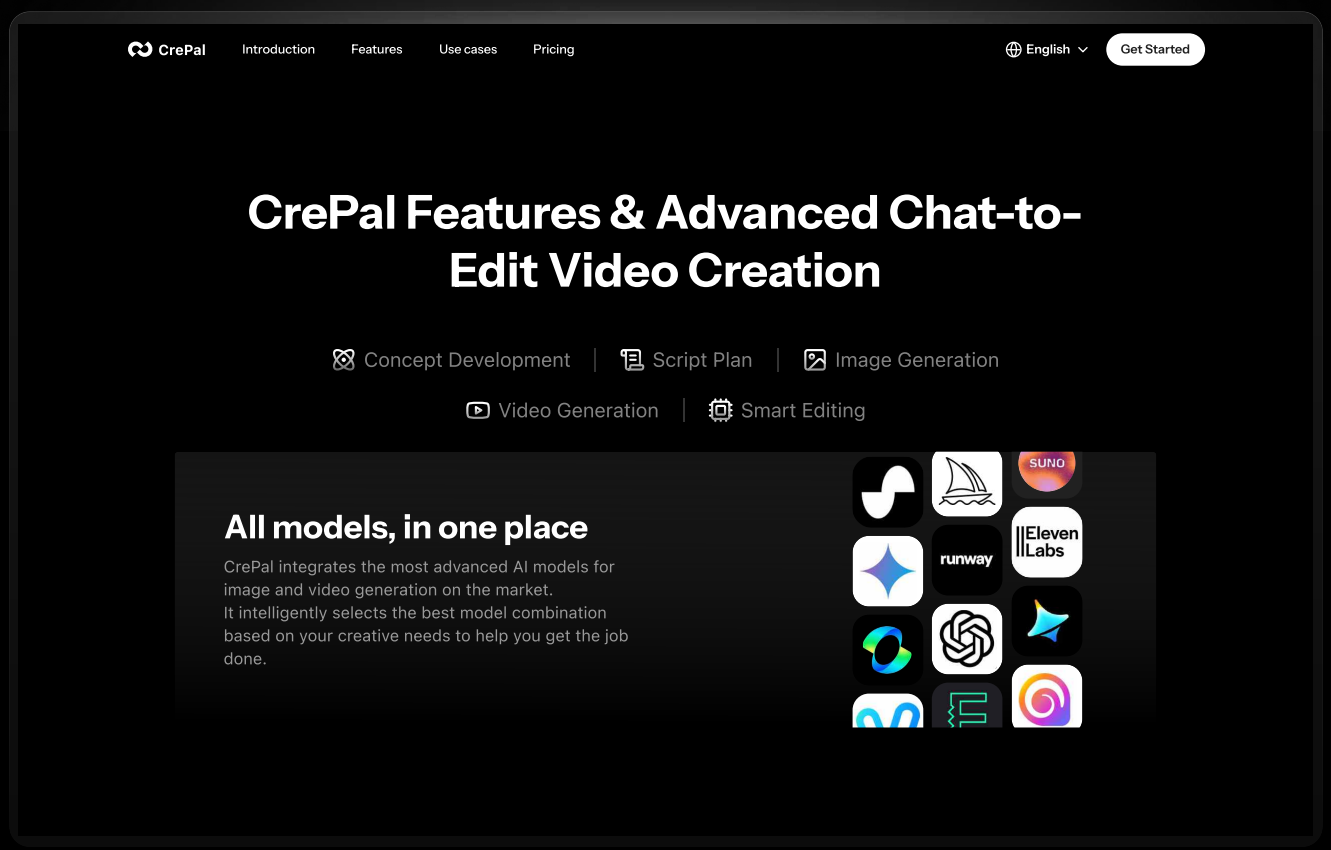
利用案例研究卡展示不同类型的创意视频，采用卡片式布局以提高内容浏览效率

社区评价

通过客户评价建立对产品的信任

展示用户反馈卡和社区评论，通过真实的用户评论建立产品公信力

特点



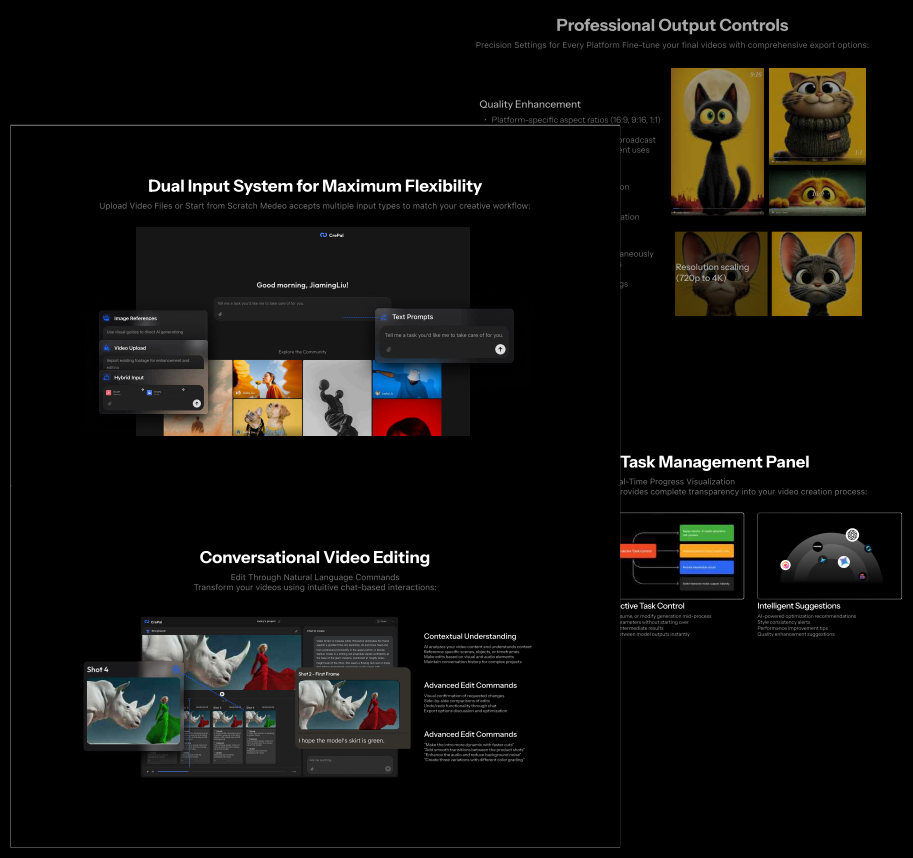
可视化表达

- **设计战略**

使用模块化卡片来分解复杂的功能
保持视觉层次结构，以避免认知负荷过重

- **设计思考**

通过结构化的视觉叙事展示产品的核心功能，帮助用户快速了解 CrePal 的工作原理



社区及分享

产品设计

- **选择分享**

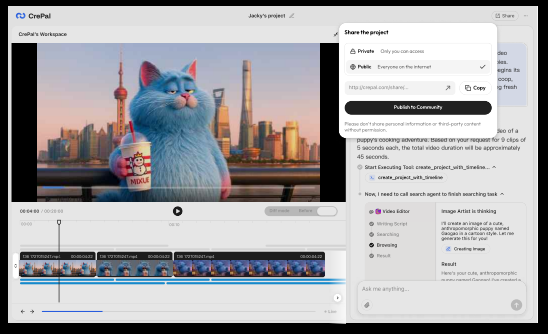
旨在提供从创作到发布的顺畅流程，同时支持社区发布和链接分享两种方式

- **挑选内容**

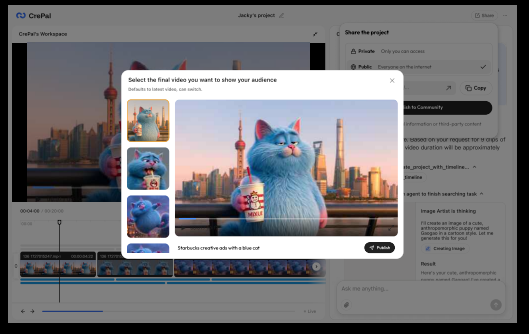
用户可以选择特定的片段或版本进行分享，使发布流程更加精准且灵活

- **反馈**

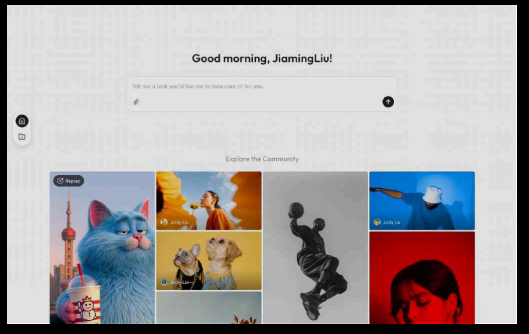
互动反馈会在社区中显示出来，帮助创作者了解自己的内容受到怎样的反响



01 创建文本



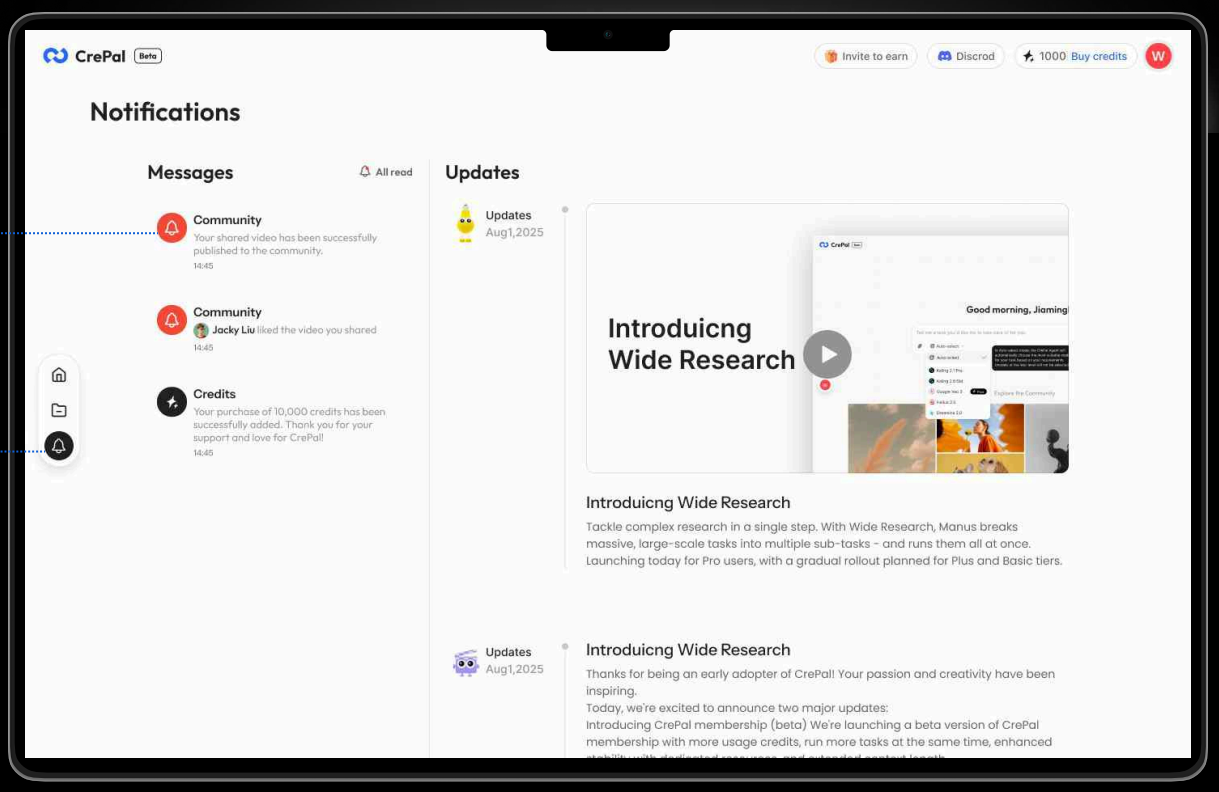
02 作品分享



03 探索社区

通知界面

产品设计



- **信息覆盖范围**

一个集社区活动、升级状态、积分更新和产品公告于一体的统一平台

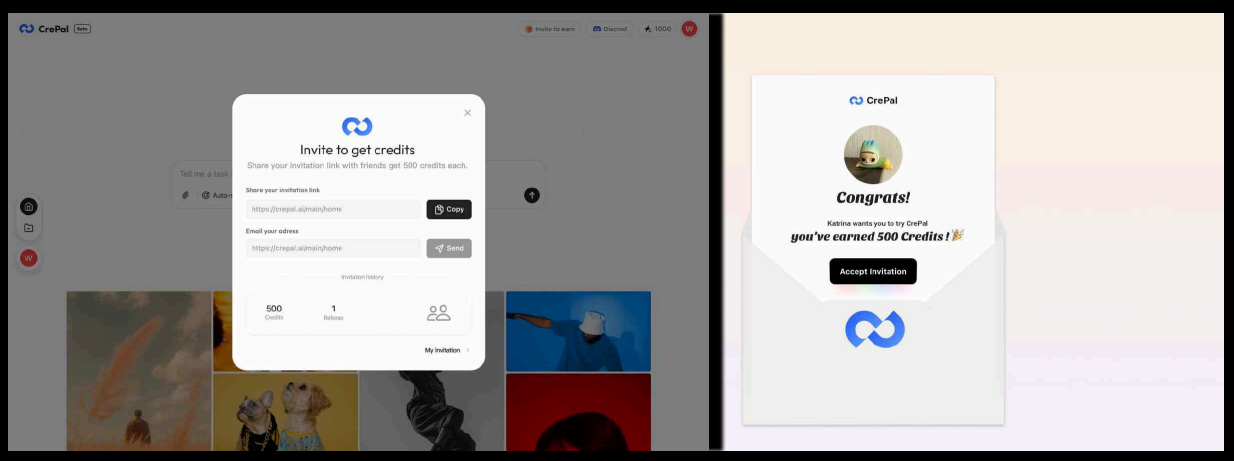
- **设计思考**

通过将“消息”和“更新”分开，该界面构建了更清晰的信息层级，并使用户能够快速区分交互反馈与系统级通知

邀请机制

增长设计

- 生成邀请链接 → 分享链接 → 好友注册 → 赚取积分



- **奖励机制**

两位用户均可获得500积分，使邀请成为一项明确且富有激励性的增长举措

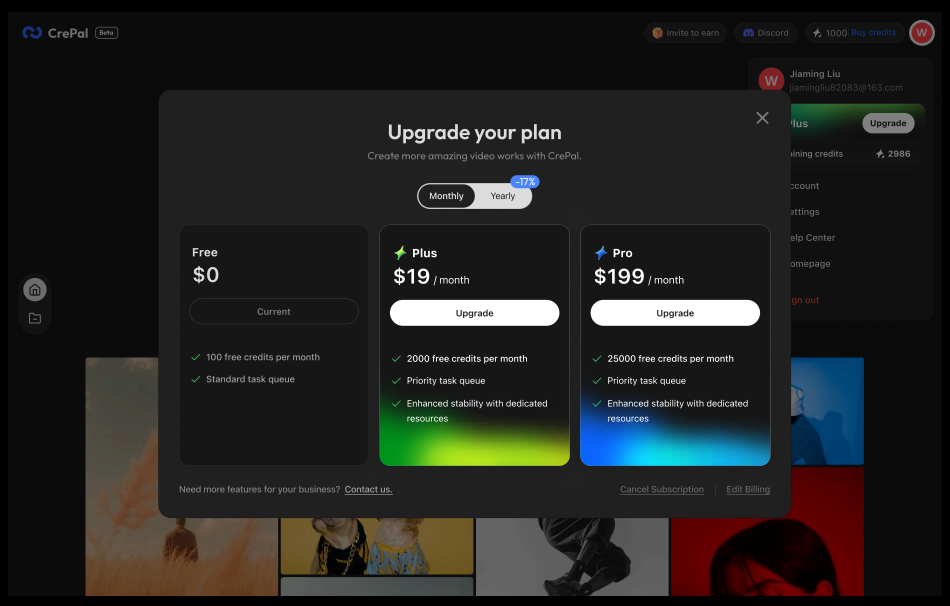
- **邀请机制**

官方邀请邮件将用户体验延伸到了产品界面之外，使入门流程更具正式感和可信度。它还让奖励更具实感，并提高了从邀请到注册的转化率。

设计反响

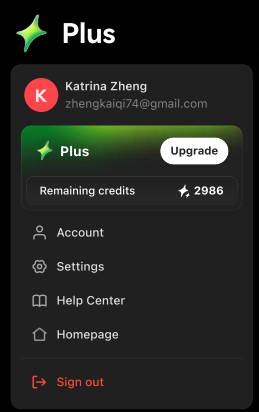
通过推荐奖励和电子邮件中的行动号召（CTA）用户可以更有效地触达朋友并促进转化，从而提升平台的用户增长效率

订阅套餐



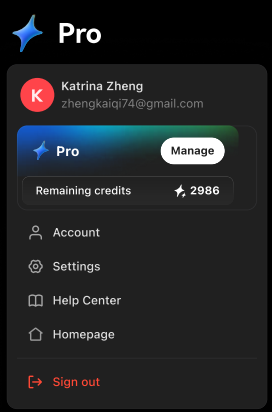
- **订阅升级**

用户可以查看不同的订阅套餐，并根据自身需求进行升级



- **订阅状态**

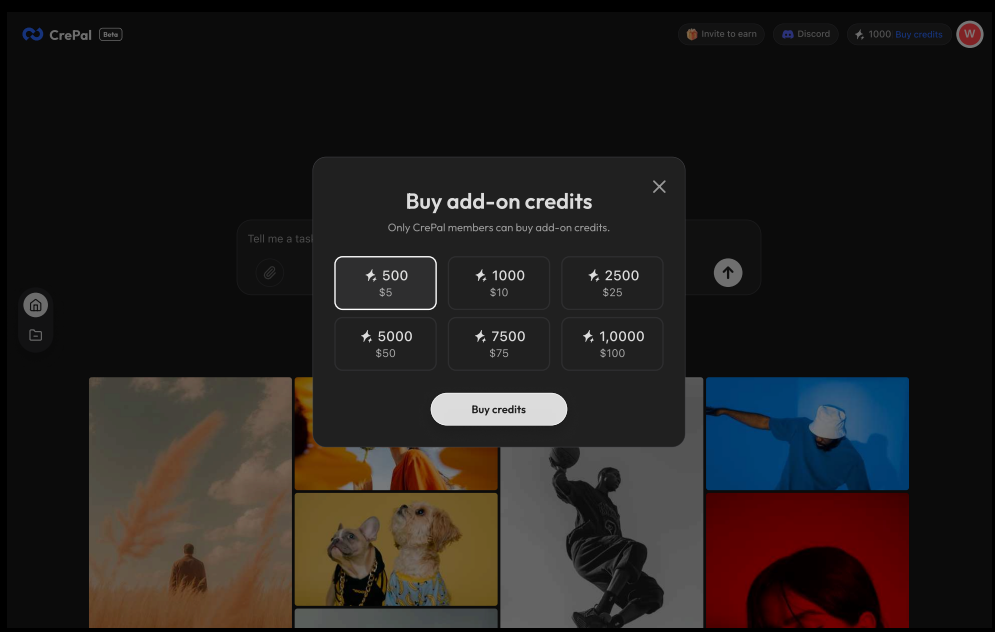
菜单显示当前会员等级和剩余积分



- **会员等级显示**

用户菜单会显示当前的会员等级 (Plus / Pro) 并采用不同的视觉风格

积分充值

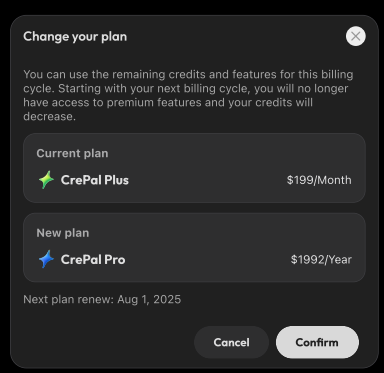


- **积分购买（仅限会员）**

当订阅积分即将用尽时，会员可以购买额外积分，以便继续使用AI视频生成服务

- **更改订阅套餐**

用户可以在“账户设置”中切换或调整当前的订阅套餐

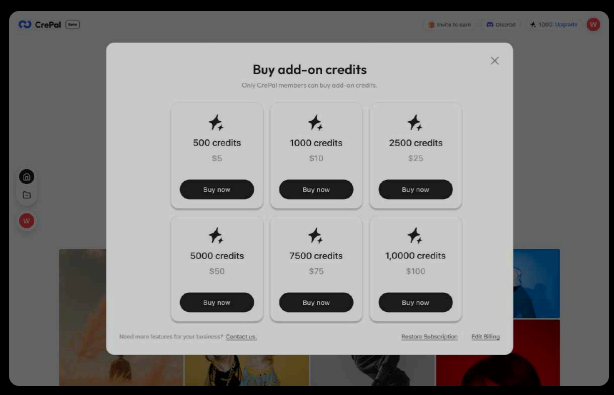


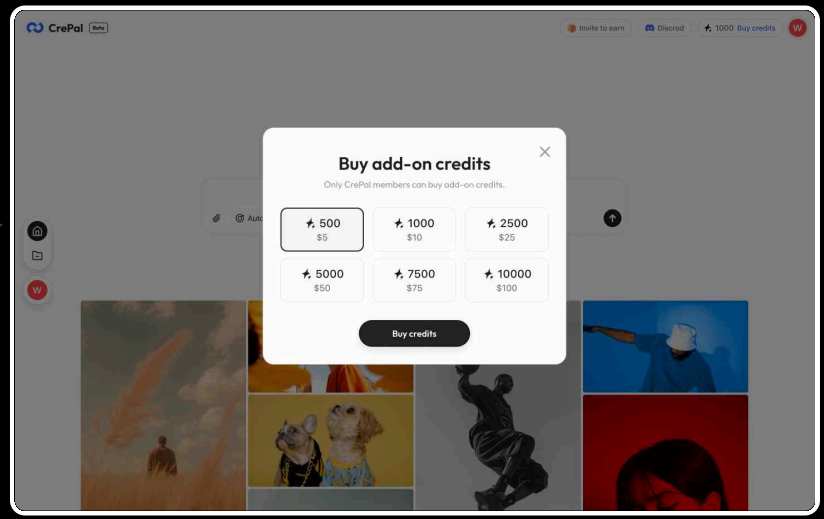
ITERATION RESULT

Before & After

修改后

修改前





CREPAL.AI

设计小结

如何清晰地阐述复杂的人工智能功能?

AI 视频创作可能比较复杂，因此着陆页采用了清晰的信息层级结构和视觉演示，以帮助用户快速了解 CrePal 的功能。

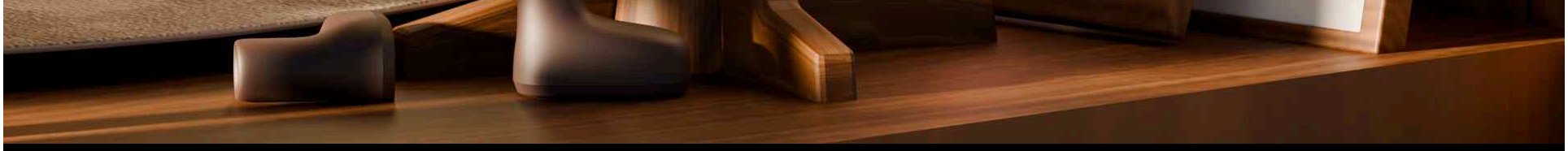
该平台如何鼓励用户分享内容并促进社区发展?

社区分享、邀请奖励和通知功能能激励创作者发布内容，并为平台吸引新用户。

该产品如何支持人工智能资源的可持续使用?

订阅系统与附加积分相结合，使用户能够根据自己的创作需求灵活调整使用量。

3D Narrative Environments



Pocket Home

Inspiration

Originated from the thinking about "control" and "belonging" - when smart switches become a daily routine, are we also defining the existence of "home" in the same way?

Design thinking

The basic form of the residential unit is constructed with minimalist geometry, stripping away redundancy and returning to the essence. The eye-catching switch device forms a visual focus, metaphorically representing the interactive relationship between people and space. The repeated modular structure implies the standardization and variability of modern living.

Creative expression

Through the juxtaposition of industrialized interactive elements (switches) and living spaces, the redefinition of the concept of "home" in the technological age is explored.

April 26, 2025

Blender 3D modeling works

Log House Studio

Inspiration

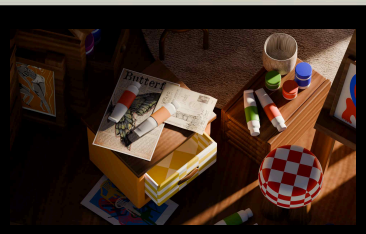
I saw the old house made of rough logs, which was very interesting. I thought of transforming it into a place for painting. The feeling of wood should be a good match for artistic creation.

Design thinking

The outside of the house is still kept as a pile of old logs, and the inside is made into a spacious and bright studio to let the sun shine in. The paint is scattered all over the floor. The unopened cartons and scattered paintings actually express a relaxed creative venue.

Creative expression

I just want to make a wooden studio. The exterior is a traditional and simple wooden house, and the inside is a studio full of creative atmosphere. This contrast is quite interesting. If you can sit inside and create, it is actually very beautiful when the sunset shines in.



April 19, 2025

Blender 3D modeling works

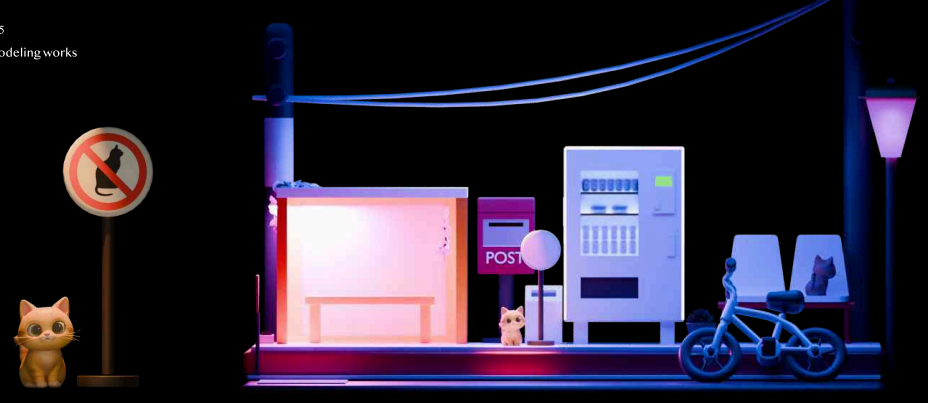
Why Worry

Inspiration

You can often see stray cats in subway stations, and they regard the

March 17, 2025

Blender 3D modeling works



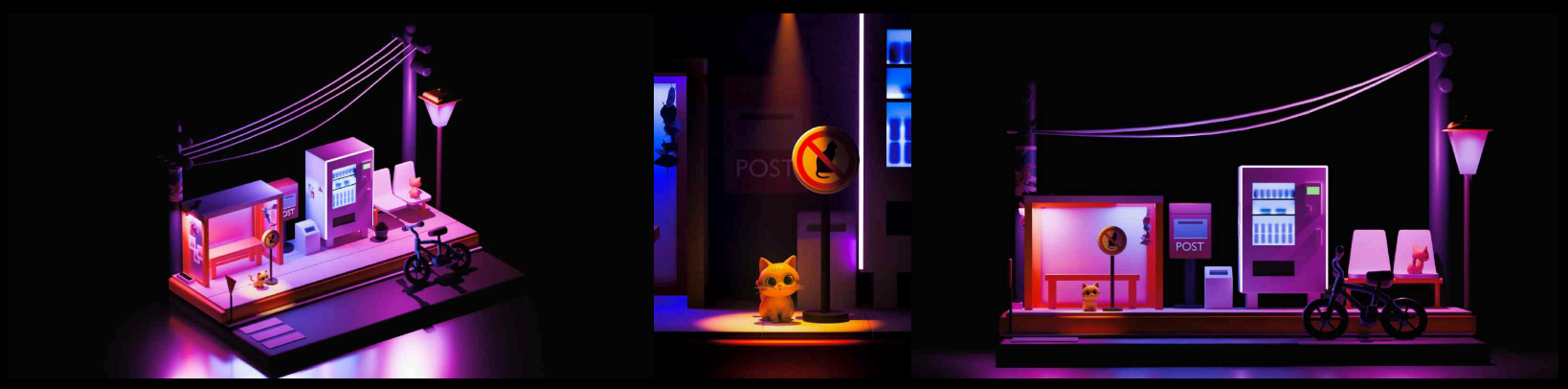
station as their home. I want to design a small exclusive territory for them.

Design thinking

Under the warm yellow light, there is a "No Cats" sign next to the kitten, but the kitten's eyes are still firm. Why Worry wants to express "If you can't be accepted, why should you be afraid?" The intelligent cold color of the station forms a strong contrast with the kitten and the light source, but it is very harmonious and not abrupt.

Creative expression

Build a home for stray cats in the city. Let the cold subway station also have a warm corner. From the perspective of cats, the station is a fun playground.



Quiet cabin

May 4, 2025

Blender 3D modeling works

Inspiration

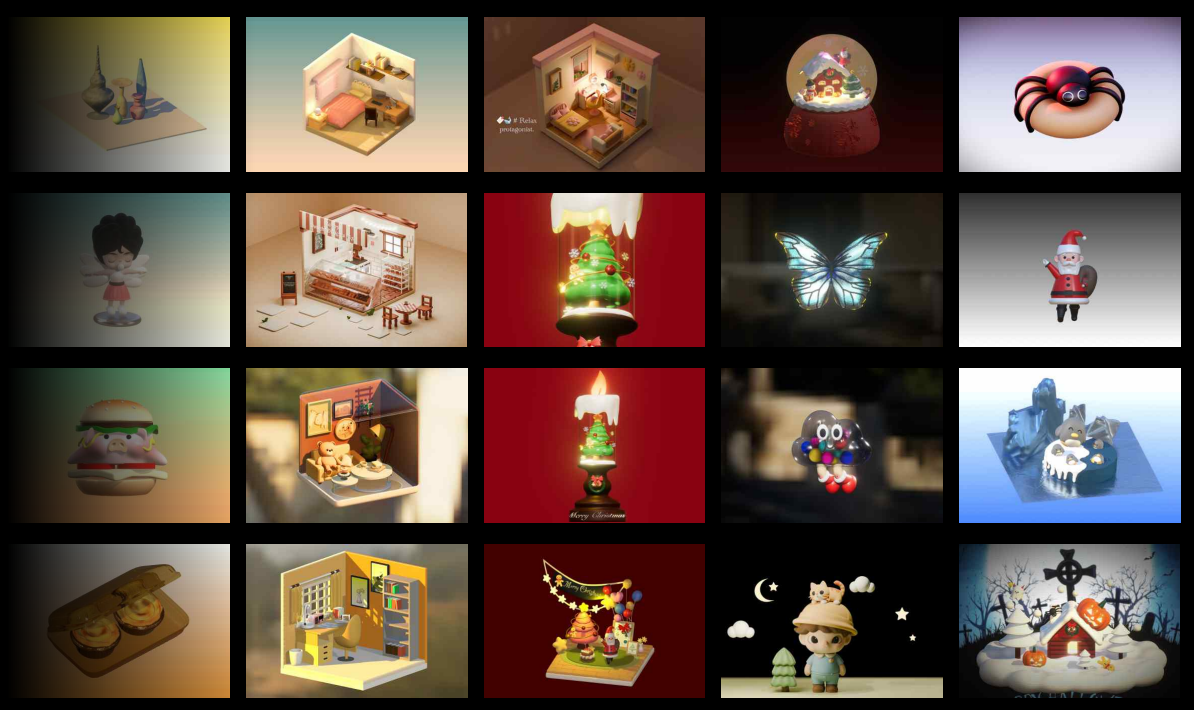
I like the simple and quiet cabins in Northern Europe, which make people feel calm.
I want to make a model like this, which makes people feel like hiding in the forest.

Design thinking

The whole material is made of wood, which looks real and comfortable. The roof has broken details, and the roof is designed to facilitate snow accumulation, looking forward to the arrival of winter.

Creative expression

I want to convey a sense of quietness and relaxation through this cabin. It is worth noting that there is a switch handheld game console at the bottom of the cabin, and I want to create the feeling of a handheld garden cabin



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