

FINAL PORTFOLIO

# Zizheng Zhao

UI/UX Design

Portfolio Website: [minidodo.co](http://minidodo.co)  
Student ID: 05442362  
Spring 2026



# Selected Works

## 01 Kokio Republic

### Food Delivery App Design

A Korean fried chicken ordering app designed to make food selection faster, clearer, and more visually appetizing. Deliverables: mobile app UI/UX, user flows, branding, prototype.



## 02 Anti Nonsense Lab

### Experimental AI Chat App

A playful AI chat experience that turns meaningless digital conversation into strange, honest, and creative interaction. Deliverables: app design, UX concept, branding, interactive prototype.



## 03 SoloTable

### Solo Dining Website / App Experience

A solo dining discovery experience that helps users find comfortable places to eat alone through mood, seating, atmosphere, and wait time. Deliverables: responsive website/app concept, visual system, task flows.



PROJECT 01

# Kokio Republic

Food delivery app design for faster, clearer, more appetizing Korean fried chicken ordering.



# Kokio Republic

## OVERVIEW

Kokio Republic is a mobile ordering app for Korean fried chicken lovers. It helps users browse, customize, and place orders quickly while building a stronger visual and emotional connection with the food brand.

## USER INSIGHT

Busy users want food ordering to feel fast, clear, and trustworthy. They want to see appetizing food visuals, understand options quickly, and complete an order without unnecessary steps.

## ROLE

UI/UX Designer

## TOOLS

Figma · Adobe CC

## TIMELINE

4 Weeks



# Problem / Background

01

## Cluttered Menus

Food delivery apps often feel too generic and crowded. Users spend extra time comparing options instead of ordering confidently.

02

## Weak Brand Feeling

A themed food brand needs stronger appetite appeal, not a standard delivery template.

03

## Decision Fatigue

Users need clearer hierarchy, large food visuals, and a shorter checkout path.

# Visual Design System

## Kokio Republic Visual Tokens

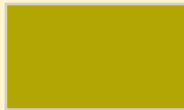
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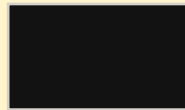
Primary  
#FFB800



Secondary  
#D7AB01



Tertiary  
#B2A604



Neutral  
#121212

### Typography

Headline: Plus Jakarta Sans  
Body: Inter · Label: Inter

### TYPOGRAPHY

Aa

Headline: Plus Jakarta Sans  
Body: Inter  
Label: Inter

### COLOR PALETTE



Primary  
#FFB800



Secondary  
#D7AB01



Tertiary  
#B2A604



Neutral  
#121212

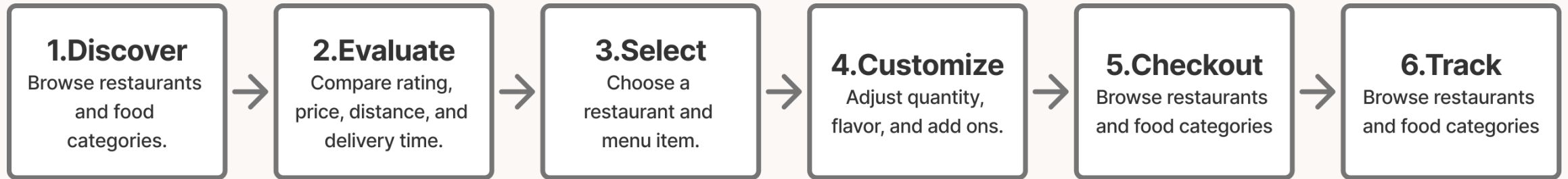
### SYSTEM NOTE

The yellow, olive, and black palette supports a playful Korean fried chicken brand. The warm color system makes the interface feel appetizing, energetic, and quick to understand.

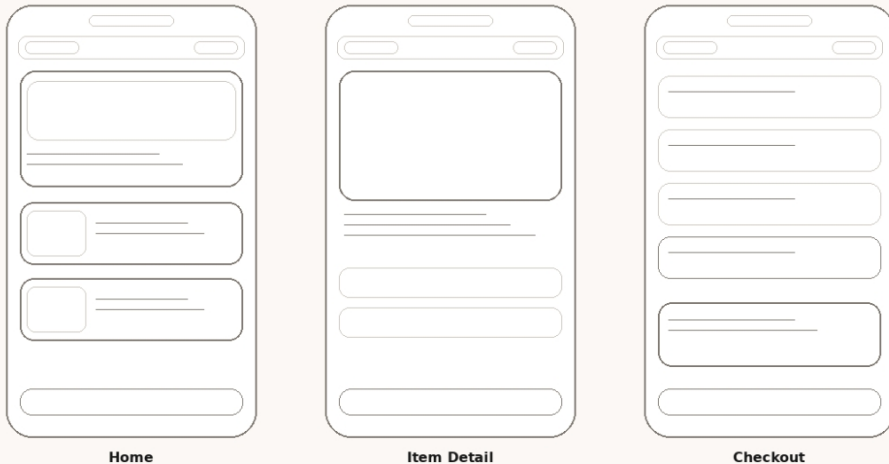
# Workflow Map / Wireframe Sketches

Generated low fidelity planning material to show user journey structure and early interface thinking.

## Workflow Map



## Wireframe Sketches



PERSONA

# Mina Lee

The Busy Student

**DEMOGRAPHICS**

22 · College student · San Francisco · Orders between class and work

**MOTIVATION**

Wants a quick meal that feels reliable and visually appealing.

**PAIN POINTS**

Gets overwhelmed by long menus and unclear item options.

**SINGLE TASK NEED**

Find a meal quickly and place an order with confidence.



# Daniel Smith

## The Flavor Explorer

### DEMOGRAPHICS

41 · professional · Oakland · Likes trying new spicy food

### MOTIVATION

Wants to discover new items without reading too much text.

### PAIN POINTS

Hard to know what is popular, spicy, or worth trying.

### SINGLE TASK NEED

Find a new spicy restaurant or dish quickly, understand the flavor level, and place an order with confidence



PERSONA

# Sara Park

The Group Organizer

**DEMOGRAPHICS**

31 · Office worker · Orders lunch for coworkers

**MOTIVATION**

Needs a clear way to build a larger order without mistakes.

**PAIN POINTS**

Group orders are messy when options, sides, and quantity are unclear.

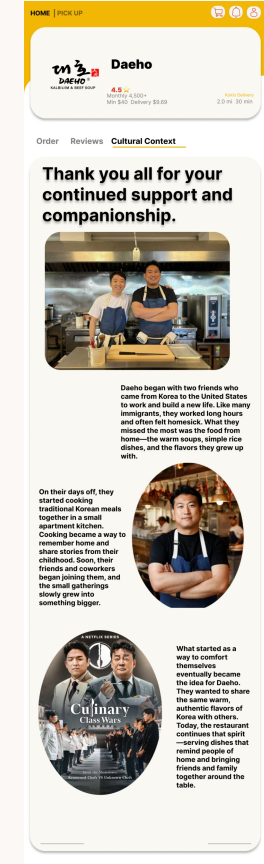
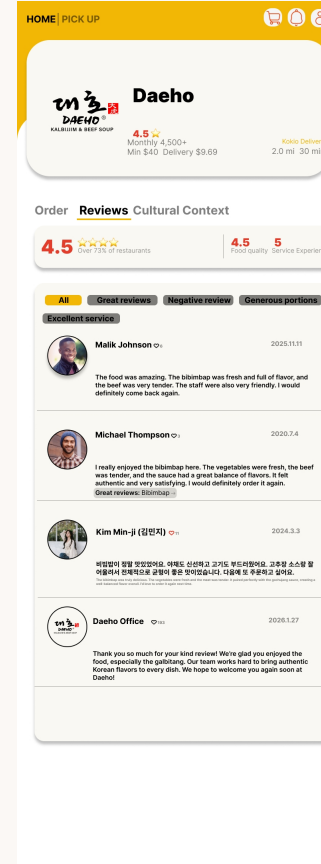
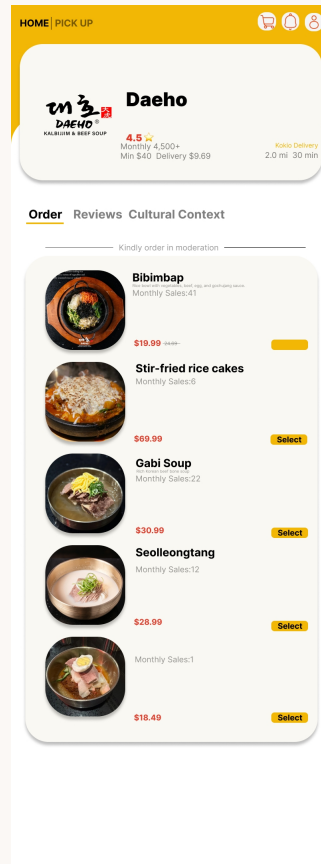
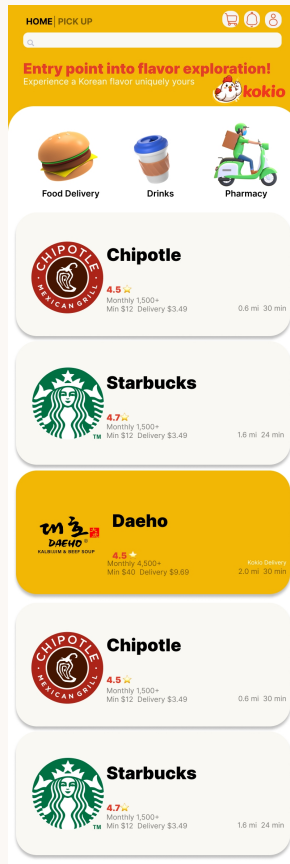
**SINGLE TASK NEED**

Create a group order and confirm details before payment.



# Task Flow 01 · Quick Order

Help a busy user find a meal, customize it, and checkout with fewer taps.



[Figma Link](#)

PROJECT 02

# Anti Nonsense Lab

Experimental AI chat app that makes digital conversation more playful, strange, and emotionally expressive.



# Anti Nonsense Lab

## OVERVIEW

Anti Nonsense Lab is an experimental AI chat app that encourages playful, strange, and honest digital conversations. Instead of producing standard replies, it uses absurd prompts and unexpected responses to make interaction feel more creative and memorable.

## USER INSIGHT

Users do not always need another productivity chatbot. Sometimes they want a digital space that helps them think differently, laugh, question language, and create unexpected conversations.

## ROLE

UI/UX Designer

## TOOLS

Figma · Adobe CC

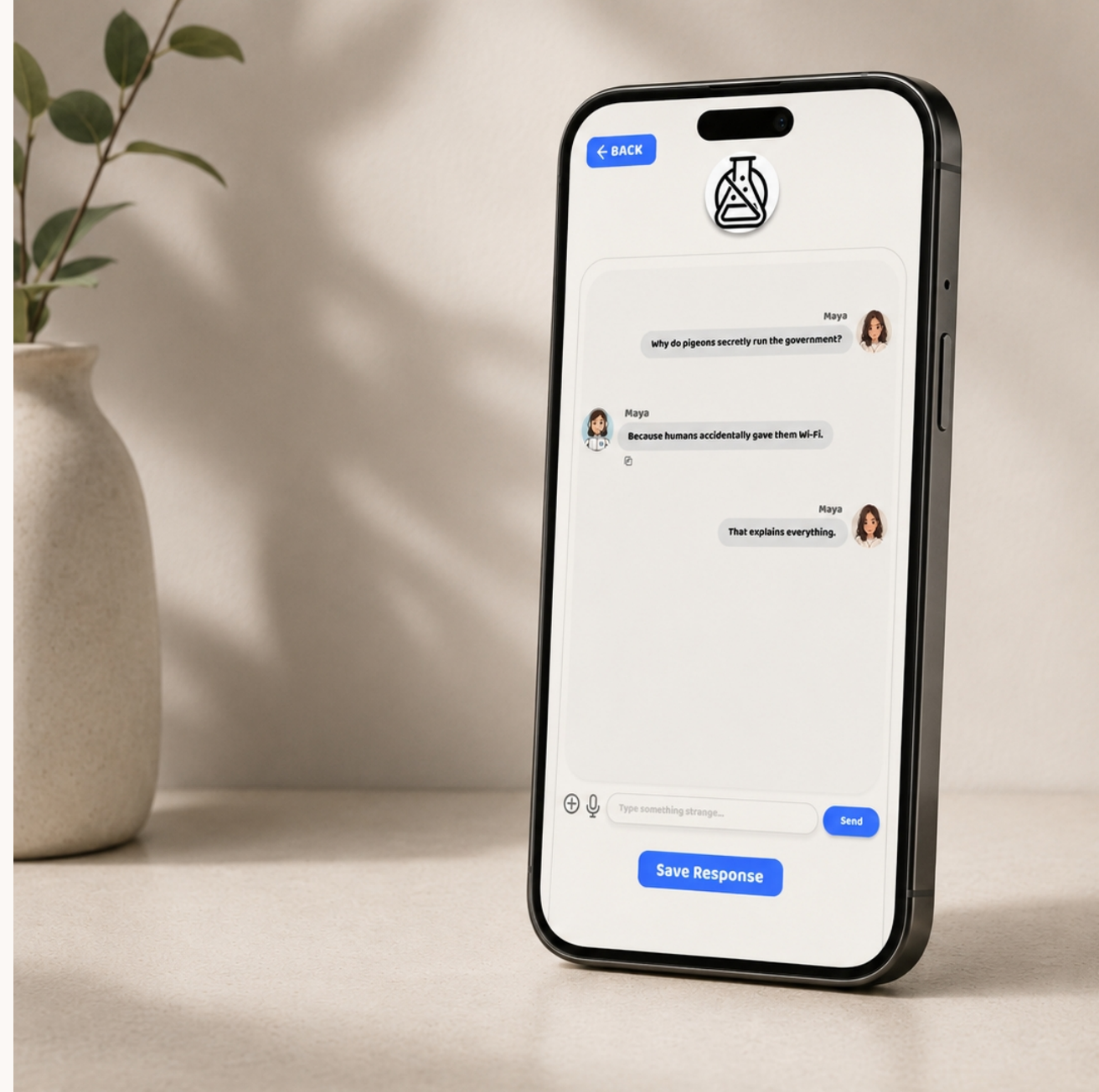
## TIMELINE

4 Weeks



# Challenge / Background

Many digital conversations feel repetitive, shallow, and automatic. This project asks how an AI interface can become a playful space for strange questions, unexpected answers, and more memorable interaction.



# Problem Statement & Goals

**PROBLEM**

## Chat Feels Empty

People communicate out of habit, not curiosity. Standard chat interfaces rarely push users into more honest or creative exchanges.

**USER GOAL**

## Feel Something

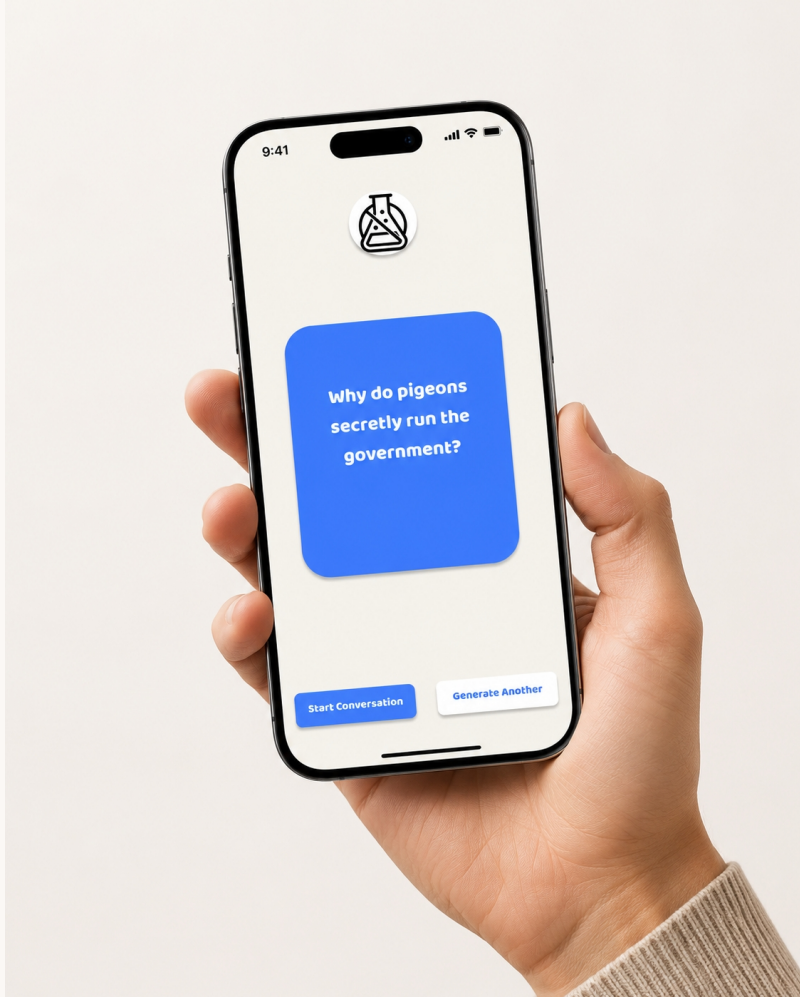
Users need a low pressure space that feels playful, expressive, and different from productivity tools.

**BRAND GOAL**

## Strange but Clear

Build an identity that feels experimental without losing usability or readability.

# Research & Design Insights



## Key insights

- Blank inputs can create pressure.
- Prompt cards reduce the fear of starting.
- Strange language can make AI feel less sterile.
- Visual seriousness makes absurd content feel more intentional.

# Isaiah Brooks

## The Bored Scroller

### DEMOGRAPHICS

23 · Design student · Uses AI tools often

### MOTIVATION

Wants an AI chat experience that feels less serious and more surprising.

### PAIN POINTS

AI apps feel too formal and repetitive.  
Most chat tools are focused only on productivity.

### SINGLE TASK NEED

Generate a weird prompt, start a playful conversation, and save or share the best response.



# Mia Torres

The Honest Messenger

**DEMOGRAPHICS**

26 · Writer · Uses notes and chat apps daily

**MOTIVATION**

Wants language that feels more honest and less filtered.

**PAIN POINTS**

Digital conversation often feels shallow or performative.

**SINGLE TASK NEED**

Use an AI prompt to express a difficult thought in a playful way.



PERSONA

# Leo Collins

## The Social Experimenter

**DEMOGRAPHICS**

55 · Creative technologist · Likes speculative tools

**MOTIVATION**

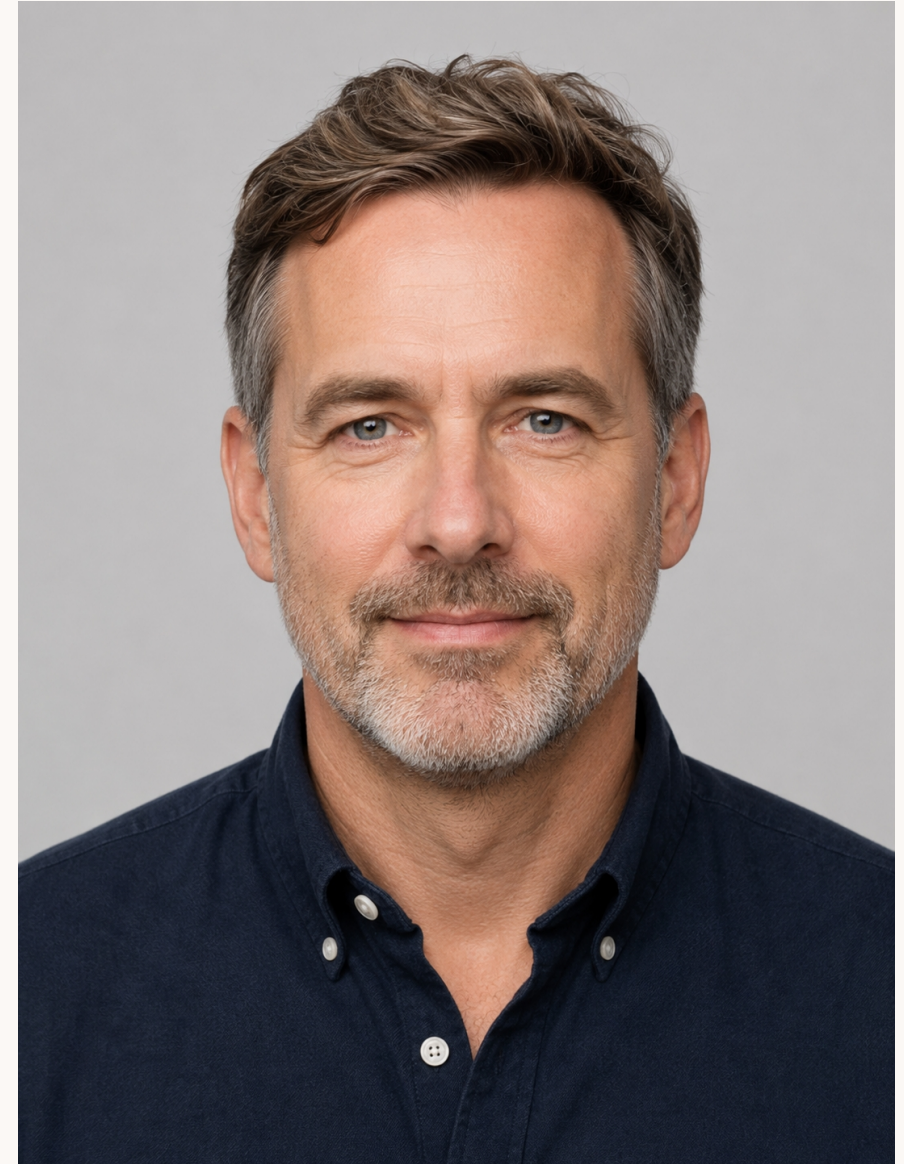
Wants to test how interface rules can change behavior.

**PAIN POINTS**

Most AI apps only optimize utility and speed.

**SINGLE TASK NEED**

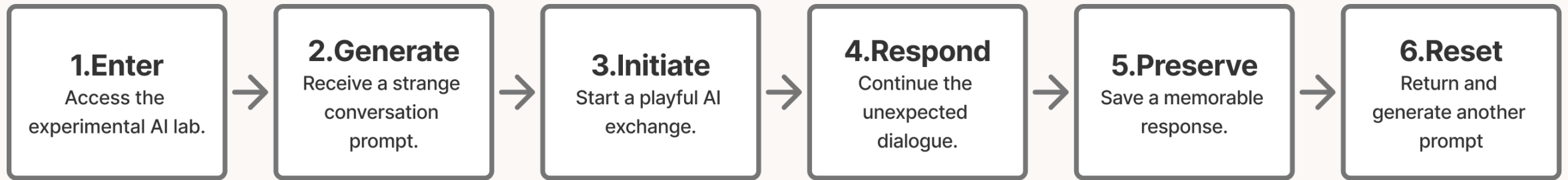
Explore prompt modes and save unusual AI outputs.



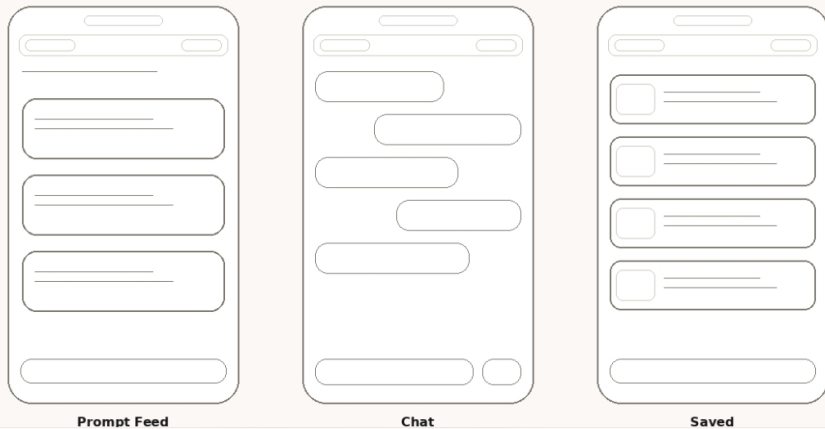
# Workflow Map / Wireframe Sketches

Generated low fidelity planning material to show user journey structure and early interface thinking.

## Workflow Map



## Wireframe Sketches



# Visual Design System

## Anti Nonsense Lab Visual Tokens

Updated with the exact palette shown in your original PDF visual design system.



Primary  
#4285F4

Secondary  
#5770D5

Tertiary  
#FFFFFF

Neutral  
#F9F8F3

### Typography

Headline: Plus Jakarta Sans  
Body: Be Vietnam Pro · Label: Be Vietnam Pro

### TYPOGRAPHY

Aa

Headline: Plus Jakarta Sans  
Body: Be Vietnam Pro  
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### COLOR PALETTE



Primary  
#4285F4

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#FFFFFF

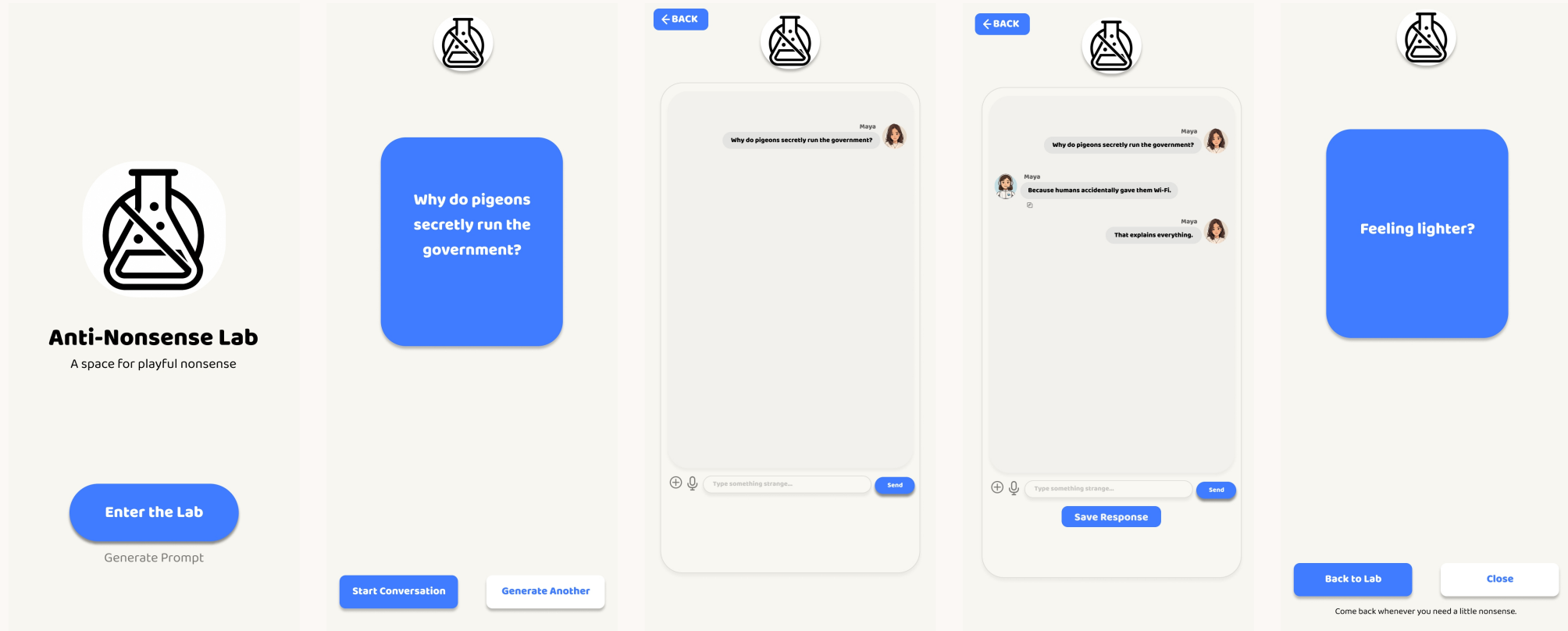
Neutral  
#F9F8F3

### SYSTEM NOTE

The blue and off white system creates a clean laboratory feeling. It keeps the interface calm and readable while the content becomes strange, playful, and experimental.

# Flow 01 · Start with a Prompt

Help the user begin a strange conversation without the pressure of a blank input.



[figma Link](#)

# Key Interactions

**STATE**

## Empty Input

Instead of a blank field, users see prompt cards that lower the barrier to start.

**ERROR**

## Too Normal

If a response feels generic, the app invites the user to remix it into a stranger version.

**SUCCESS**

## Saved Nonsense

A saved exchange becomes part of a personal archive of strange digital thoughts.

# SoloTable

Solo dining discovery experience for comfortable, calm, and confident meals alone.



# SoloTable

## OVERVIEW

SoloTable helps solo diners find places that feel comfortable, calm, and easy to choose. It focuses on atmosphere, seating type, wait time, and solo friendly reviews instead of only ratings and distance.

## USER INSIGHT

Solo diners need fast and emotionally safe decisions. They want to know if a restaurant has counter seats, quiet corners, short waits, and an atmosphere where being alone feels normal.

## ROLE

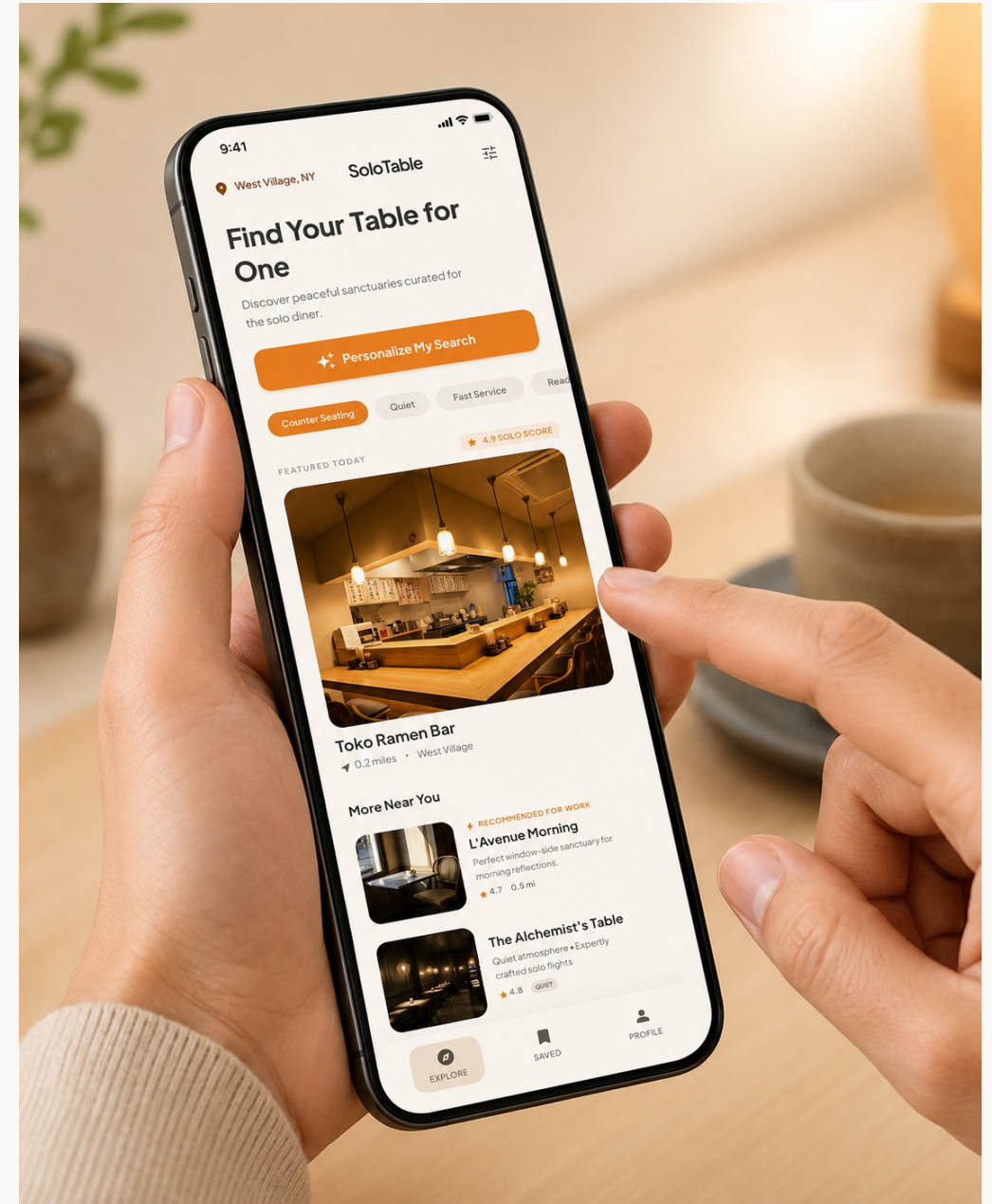
UI/UX Designer

## TOOLS

Figma · Adobe CC

## TIMELINE

4 Weeks



# Project Overview

**PROBLEM**

## Eating Alone Can Feel Awkward

Most restaurant platforms do not explain whether a place is comfortable for one person.

**OPPORTUNITY**

## Show Comfort Signals

SoloTable makes seating, atmosphere, wait time, and noise level visible before users decide.

**DELIVERABLES**

## Website / App Experience

Responsive landing page, app screens, task flow, persona, visual system, and live site link placeholder.

# Nora Lin

The Solo Lunch Seeker

**DEMOGRAPHICS**

24 · Graduate student · San Francisco · Eats alone between classes

**MOTIVATION**

Wants a calm place where she can eat, read, or work without feeling uncomfortable.

**PAIN POINTS**

Restaurant apps show ratings, but not whether the space feels good for one person.

**SINGLE TASK NEED**

Find a solo friendly restaurant based on mood, seating, and wait time.



# Hiroshi Tanaka

The Quiet Evening Regular

## DEMOGRAPHICS

48 · Office worker · San Francisco · Often eats alone after work

## MOTIVATION

Wants a peaceful dinner place where he can decompress after work without feeling rushed or judged.

## PAIN POINTS

He wants to know if a place is good for one person before arriving.

## SINGLE TASK NEED

Find a calm restaurant with counter seating, good service, and a reliable solo dining experience.



# Margaret Ellis

The Gentle Solo Regular

**DEMOGRAPHICS**

77 · Retired · English  
immigrant · San Francisco

**MOTIVATION**

Wants peaceful restaurants with  
comfortable seating, warm service, and  
clear information before she arrives.

**PAIN POINTS**

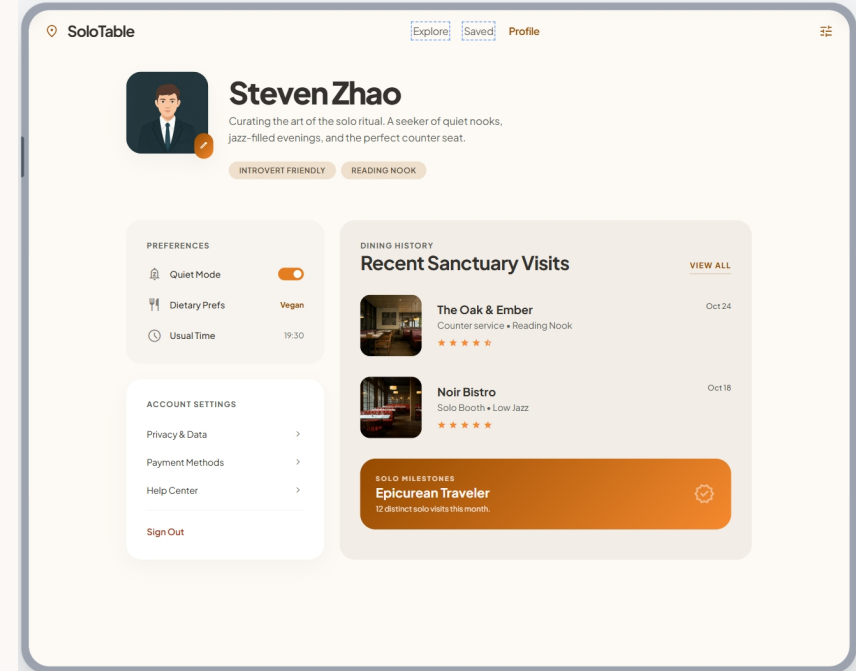
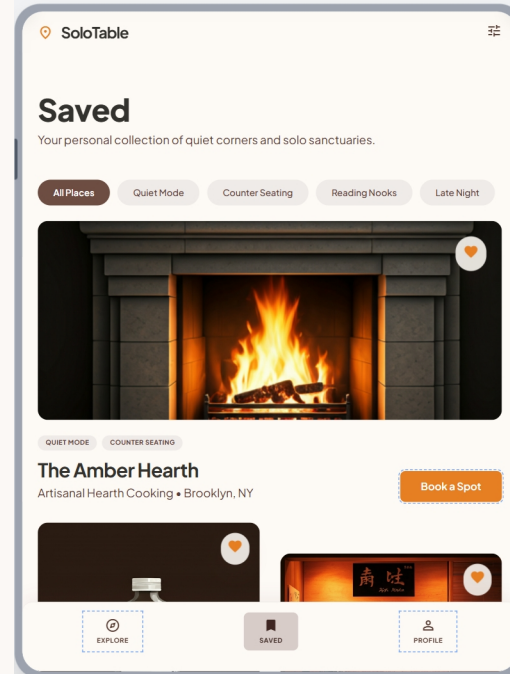
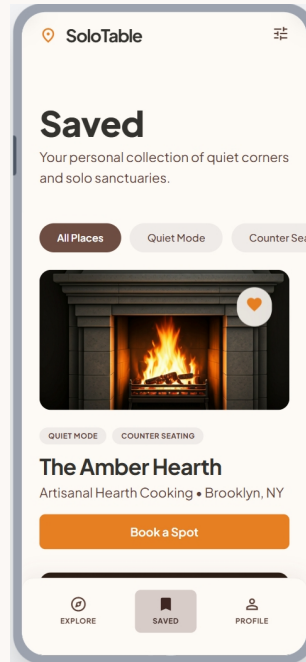
Wants to know if a place is  
welcoming for older solo diners.

**SINGLE TASK NEED**

Find a quiet and comfortable  
restaurant with easy service, short wait  
time, and solo friendly seating.



# Responsive Mockups

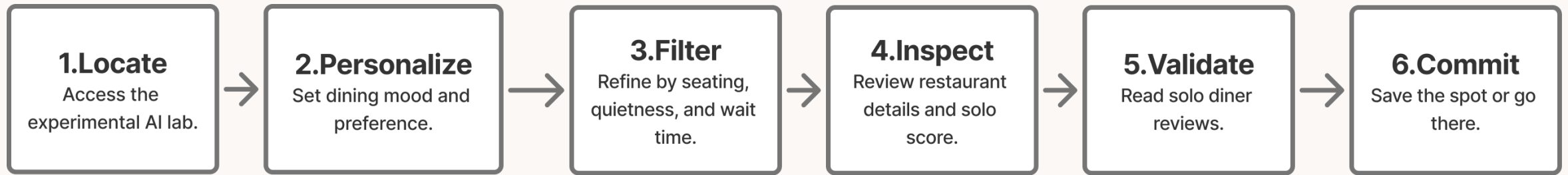


[Figma Link](#)

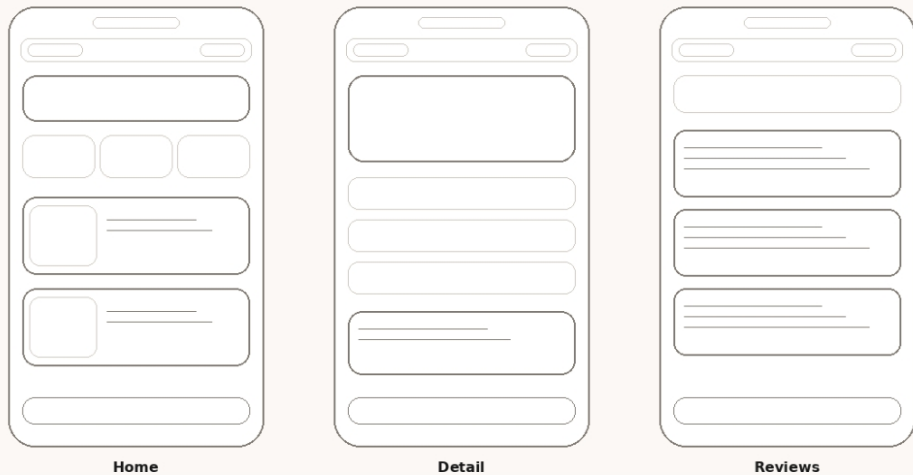
# Workflow Map / Wireframe Sketches

Generated low fidelity planning material to show user journey structure and early interface thinking.

## Workflow Map



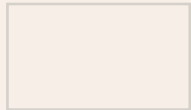
## Wireframe Sketches



# Visual Design System

## SoloTable Visual Tokens

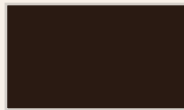
Proposed palette based on SoloTable's calm solo dining direction.



Cream  
#F7EFE7



Terracotta  
#B86B43



Espresso  
#2A1A12



Sage  
#7D8F69

### Typography

Headline: Plus Jakarta Sans  
Body: Inter · Label: Inter

### TYPOGRAPHY

Aa

Headline: Plus Jakarta Sans  
Body: Inter  
Label: Inter

### COLOR PALETTE



Cream  
#F7EFE7



Terracotta  
#B86B43



Espresso  
#2A1A12



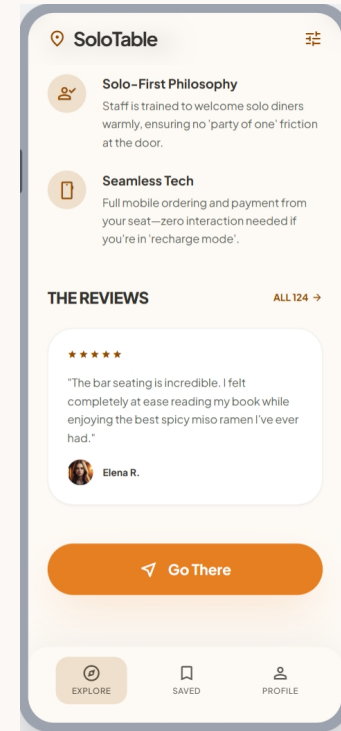
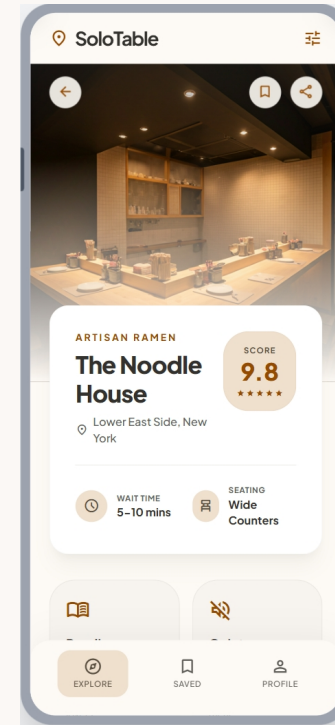
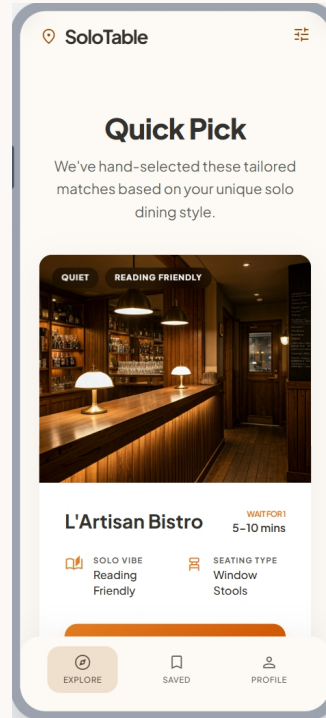
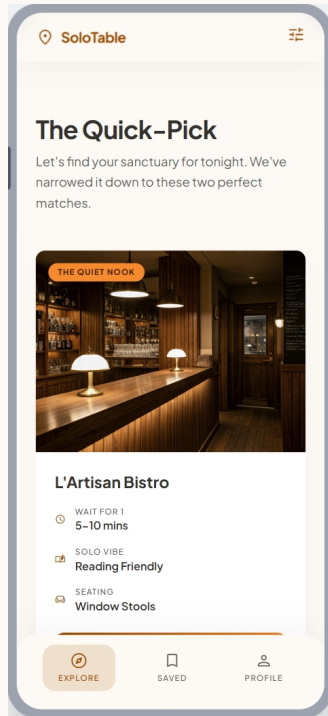
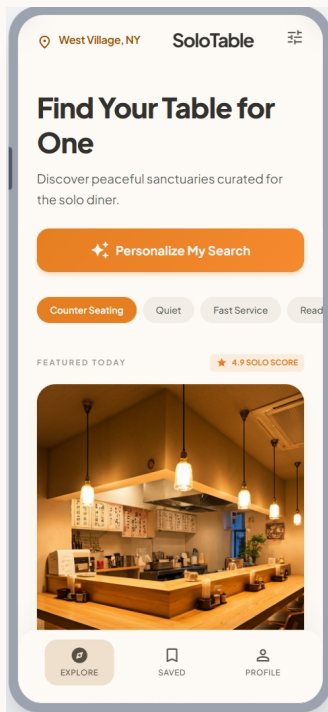
Sage  
#7D8F69

### SYSTEM NOTE

The warm cream, terracotta, espresso, and sage palette makes SoloTable feel calm, personal, and comfortable. It supports the idea of finding a table for one without pressure.

# Task Flow 01 · Find a Solo Friendly Restaurant

Help a user discover a calm restaurant with clear comfort signals.



[Figma Link](#)  
[Stitch Link](#)

# Task Flow 02 · Check Comfort Before Deciding

Help the user review solo score, seating style, wait time, and solo reviews.



[Figma Link](#)

# Final Website Link & Outcome

SoloTable English

STEP 1/5

## Welcome to SoloTable

Build your dining profile in about one minute. SoloTable will use your age, city, budget, taste, and social comfort to recommend restaurants and dining buddies.

20%

### Create Account

Your Name

For example Steven / Zizheng

Age

City

San Francisco

Identity / Pronouns

Optional

Skip with default profile

Continue

SoloTable reframes solo dining as an intentional and comfortable experience. The design gives users practical information and emotional reassurance at the same time, helping them choose where to eat alone with more confidence.

[Live website link](#)

# Thank You

This portfolio presents selected work in app design, experimental AI interaction, and solo dining digital experience design. Each project explores how user needs, visual systems, and interaction design can work together to create clear and meaningful digital experiences.

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