



DESIGN PORTFOLIO



Songlin Wu
UX Designer III

Boston, MA 

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Songlin Wu

Creative Lead

UX DESIGN

Information Architecture



Competitor Analysis



User Personas



Flow Charts



Wireframes



UI DESIGN

Mockups



Prototypes



Interaction Design



Style Guide / Design System



Presentation



8 years of UX working experience. I am a cheerful and passionate designer. I like clean and elegant designs. I am excited to solve problems that existing in people's life. I am good at building product structure quickly and creating delightful user experience.

CONNECT WITH ME

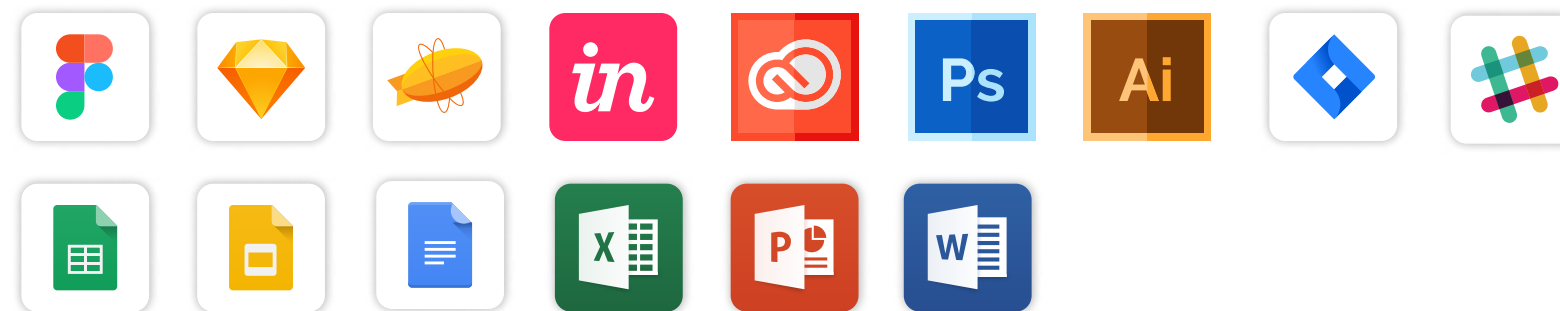


<https://www.linkedin.com/in/seashell0805/>



<https://www.songlinwu.me>

PROGRAMS & SOFTWARE



Toyota Financial Services Stratus Web

CLIENT

Toyota Financial Services

PROJECT

Stratus Web Redesign

INDUSTRY

Financial Services

PLATFORM

Web

DURATION

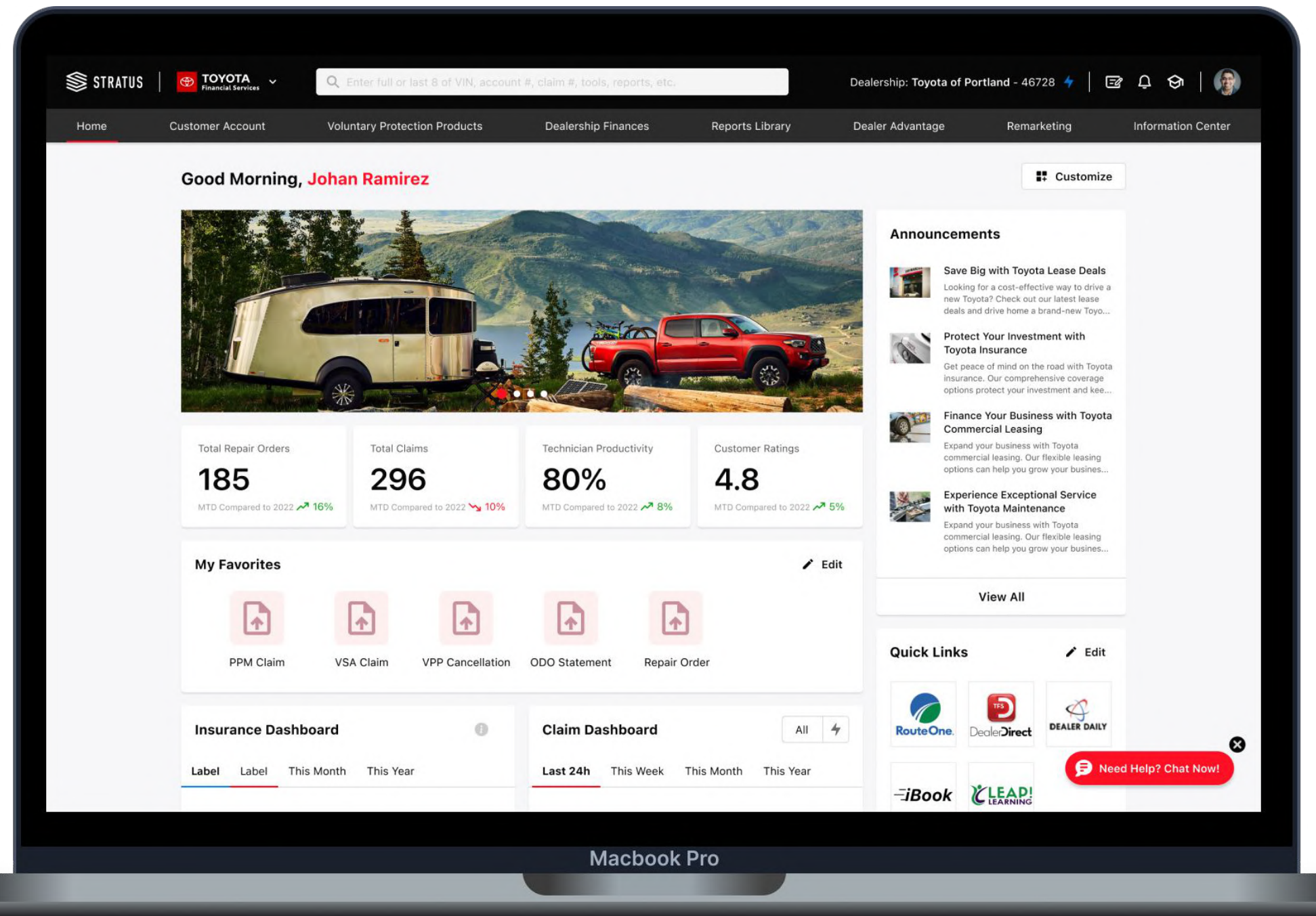
6 Months

ROLE

UX Design Lead

DELIVERY

Information Architecture, Design
System, Wireframes, Prototypes



Project Overview

INTRODUCTION OF THE PROJECT

Stratus is a comprehensive hub platform designed specifically for use in dealerships, providing a centralized solution for managing various aspects of dealership operations. It is mainly used by dealership staff, such as service manager, sales manager, office manager, and financial manager on a daily basis. The features include monitoring productivities, submitting VPP claims, VPP cancellation, sales tracking, reporting and analytics, etc.

My design tasks mainly included the following parts:

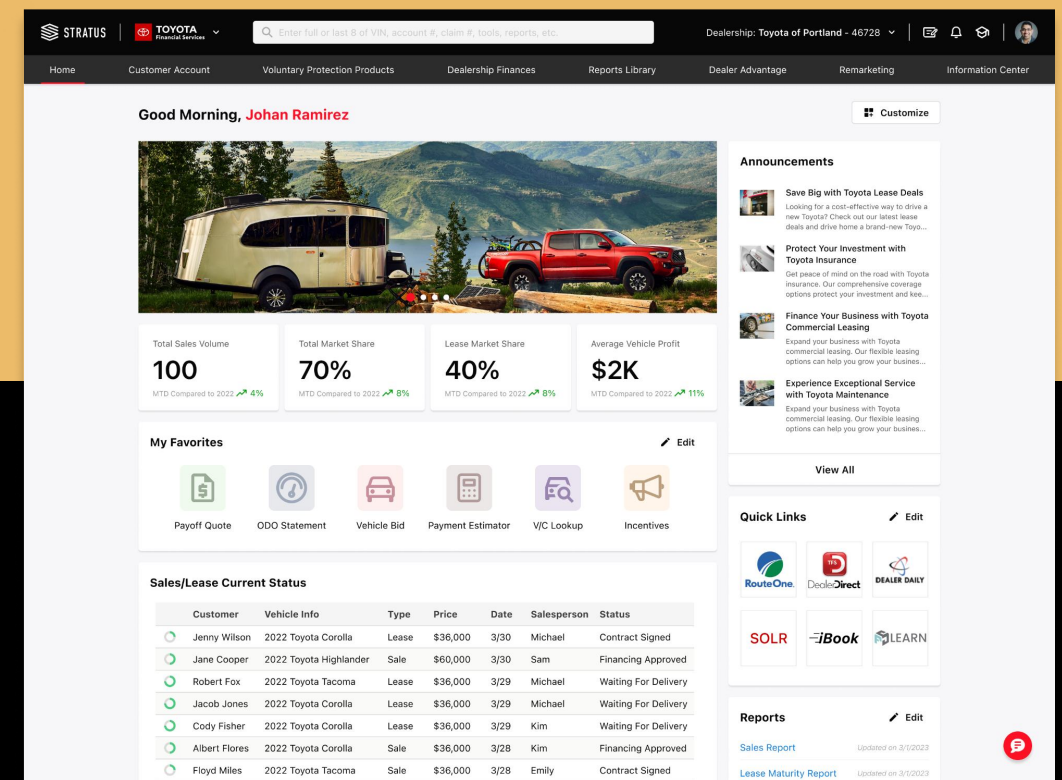
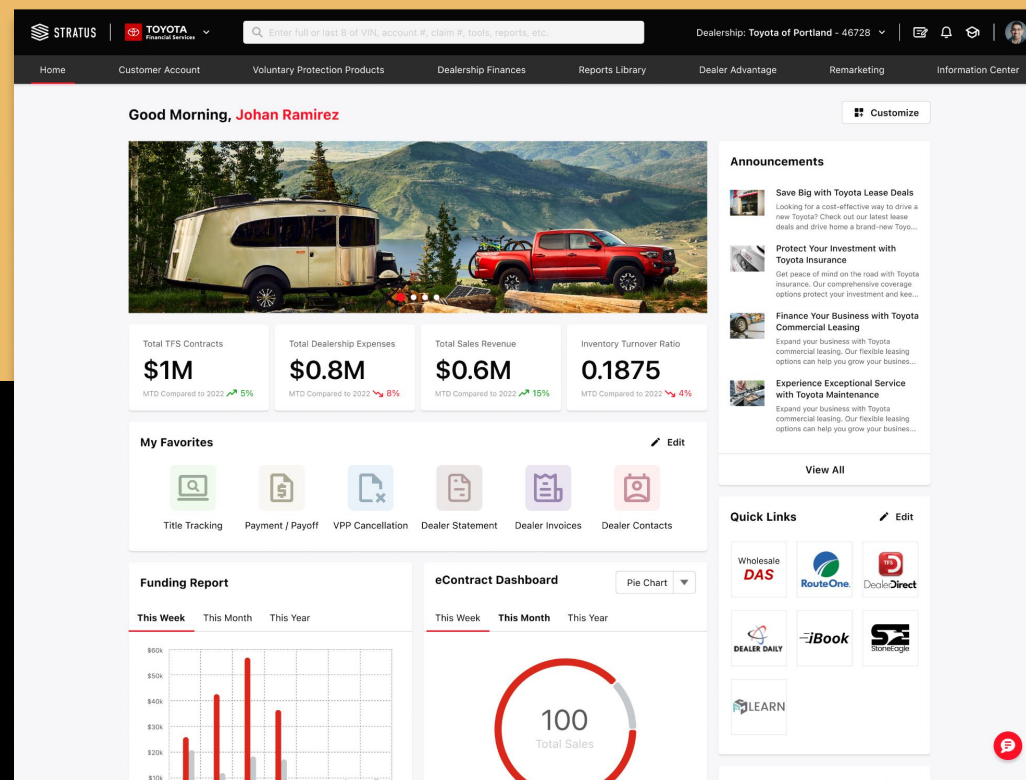
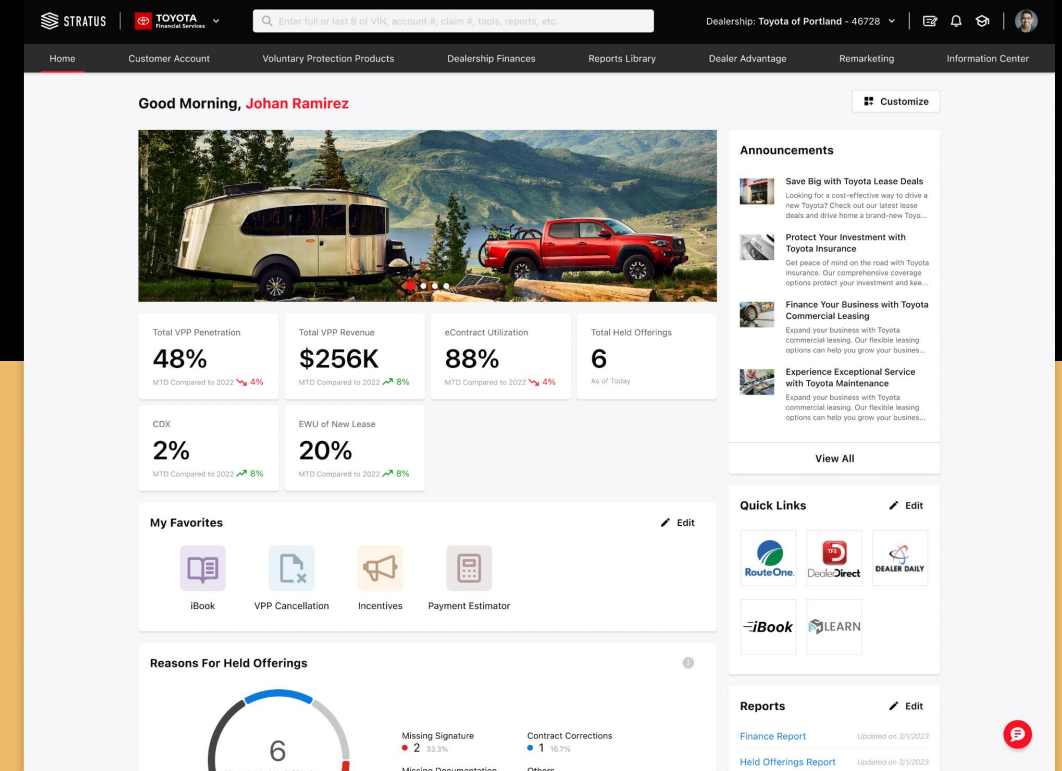
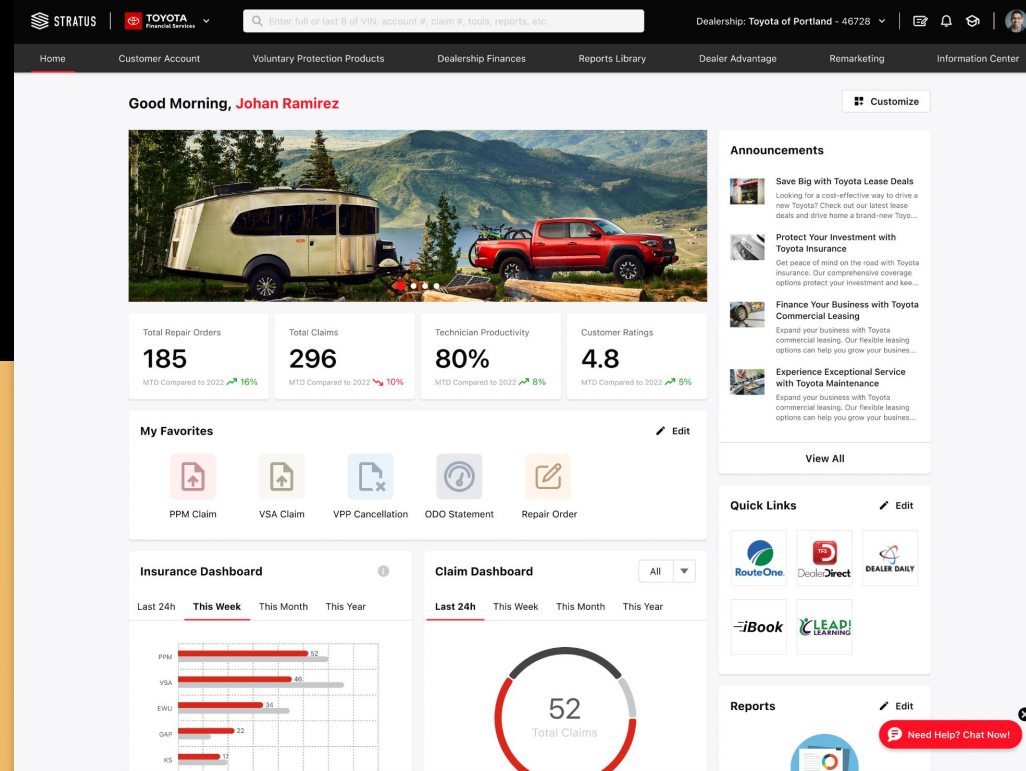
- Ideation on the Redesign
- Create a new Information Architecture
- Build design system for Stratus
- Make interactive prototypes

Mockup Example

THE MOCKUPS OF STRATUS

Design the dashboard for different user roles including:

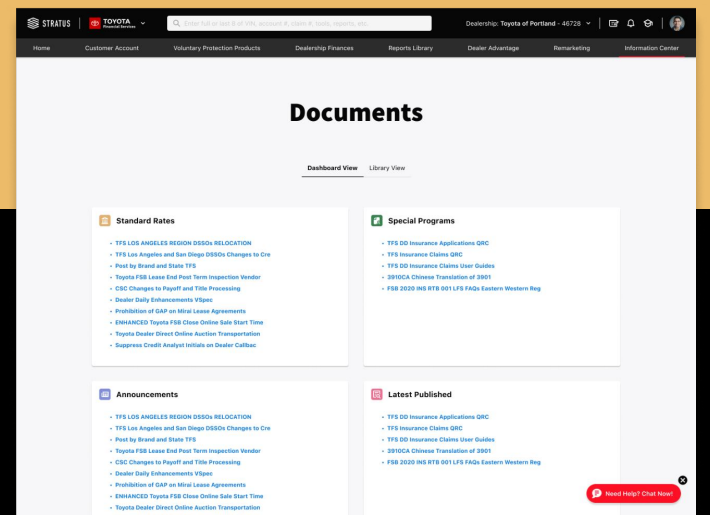
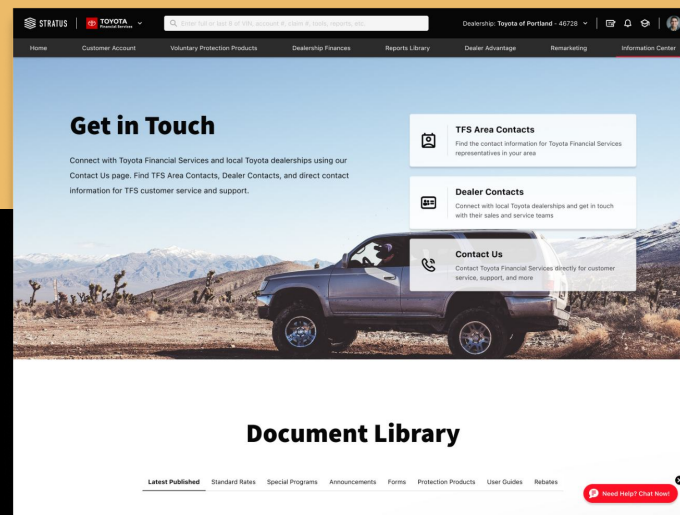
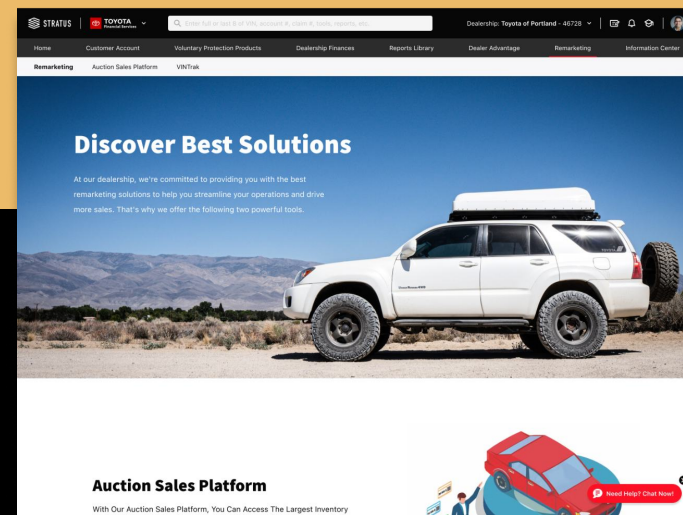
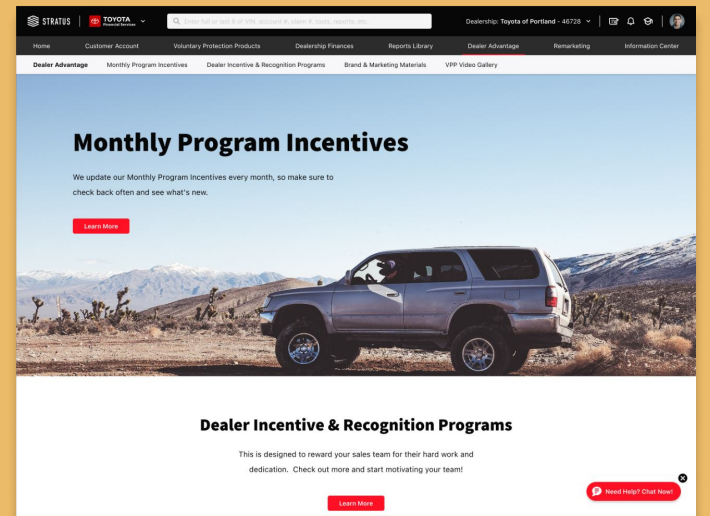
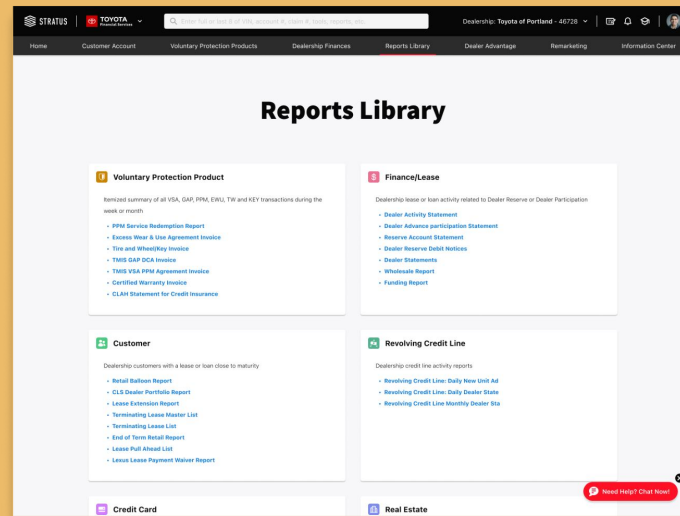
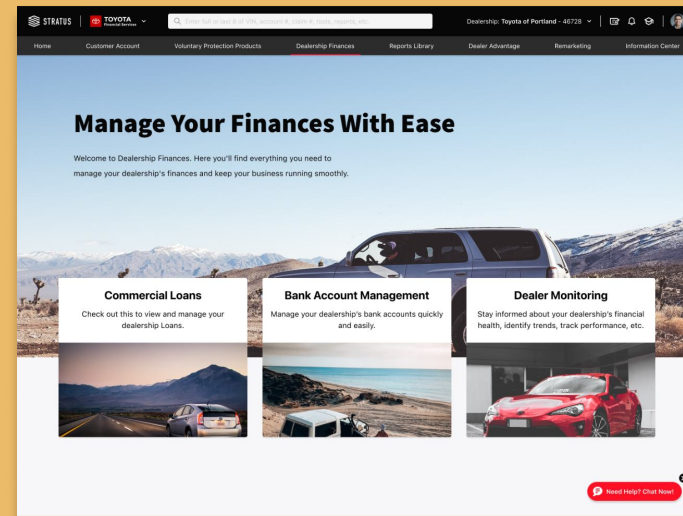
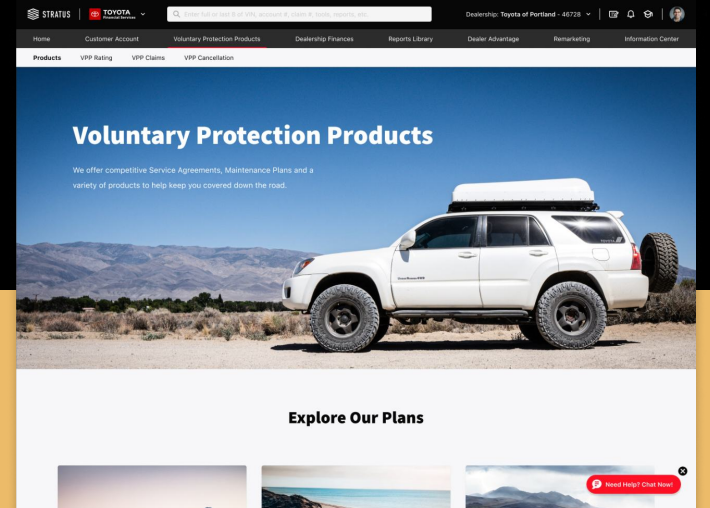
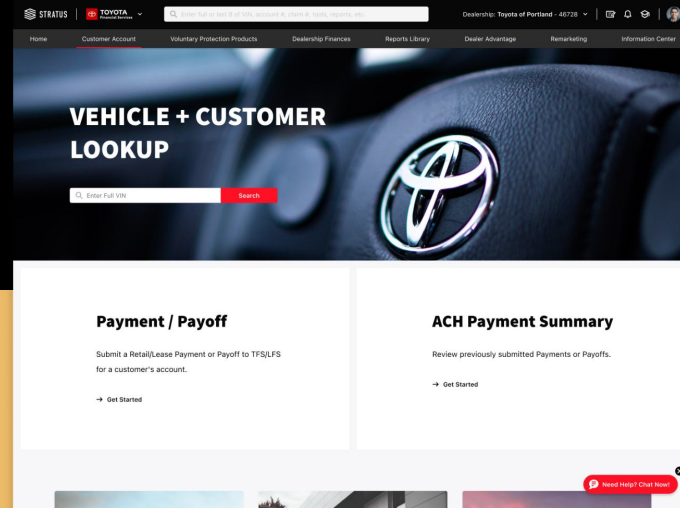
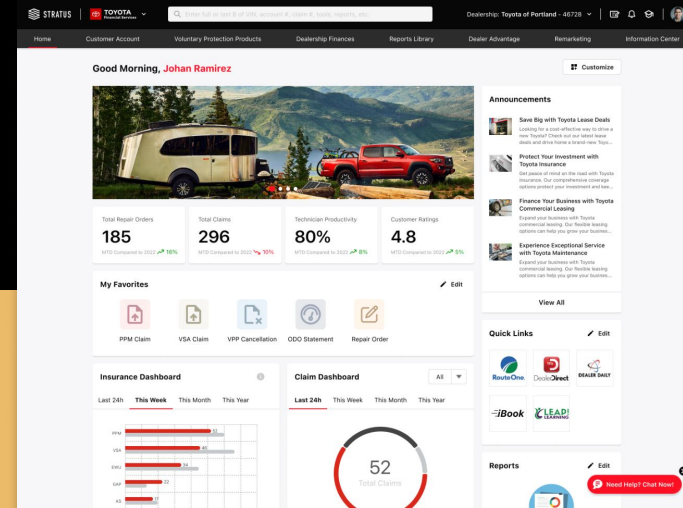
- Service Manger
- Finance Manger
- Office Manager
- Sales Manager



Mockup Example

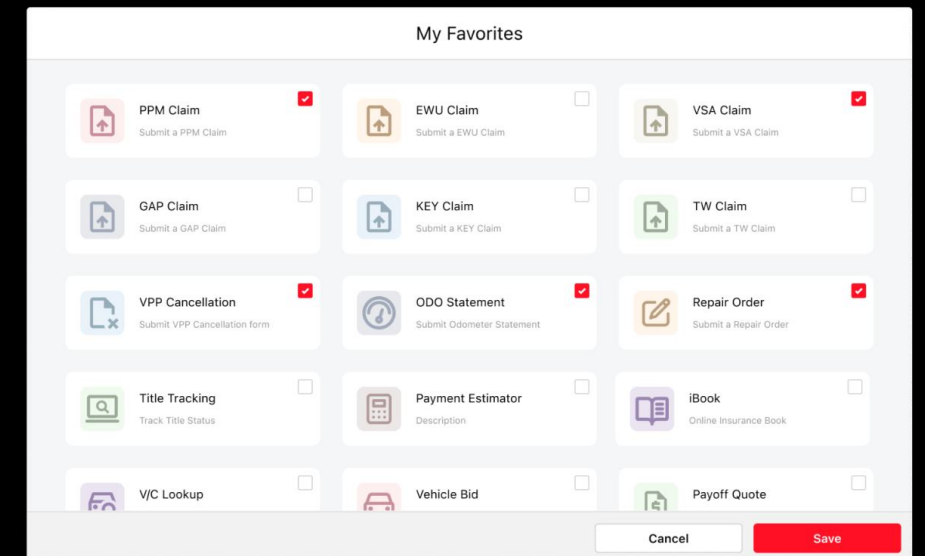
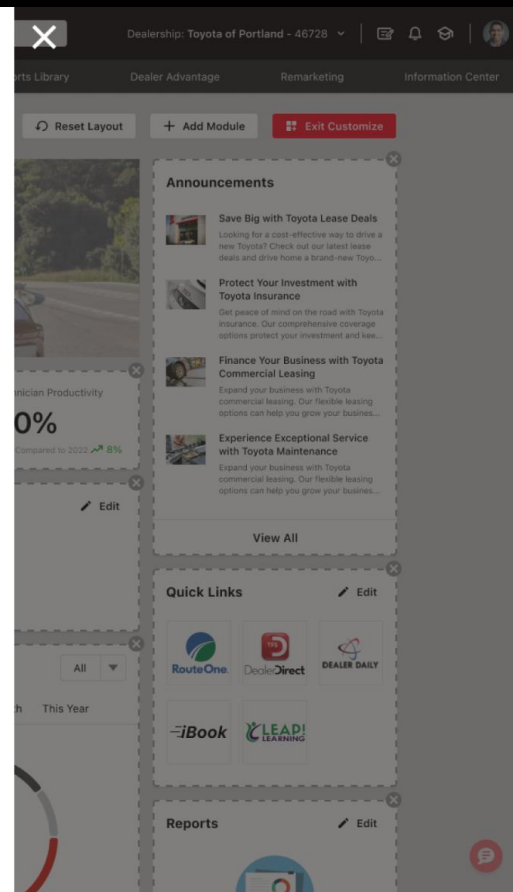
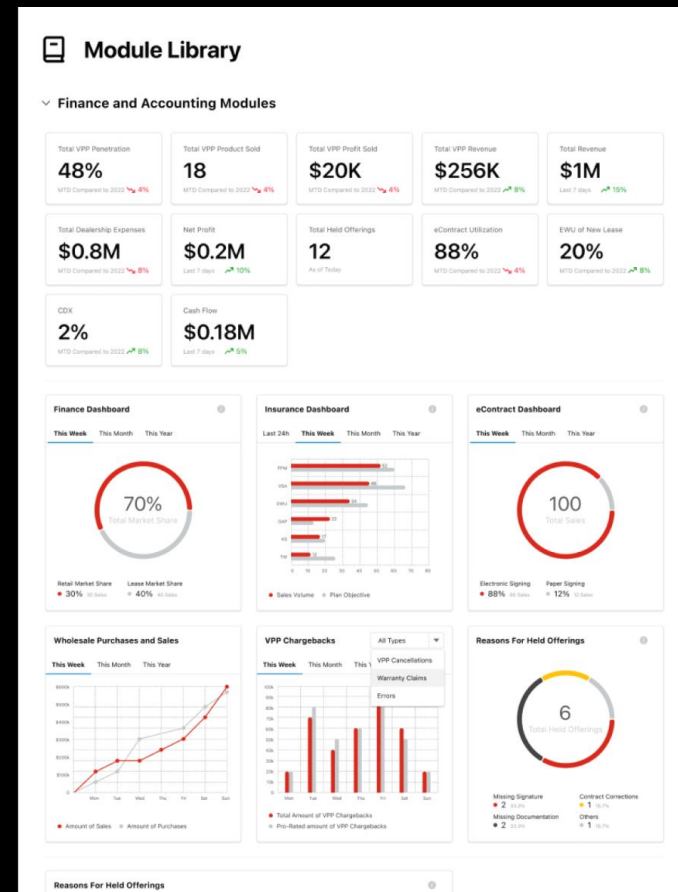
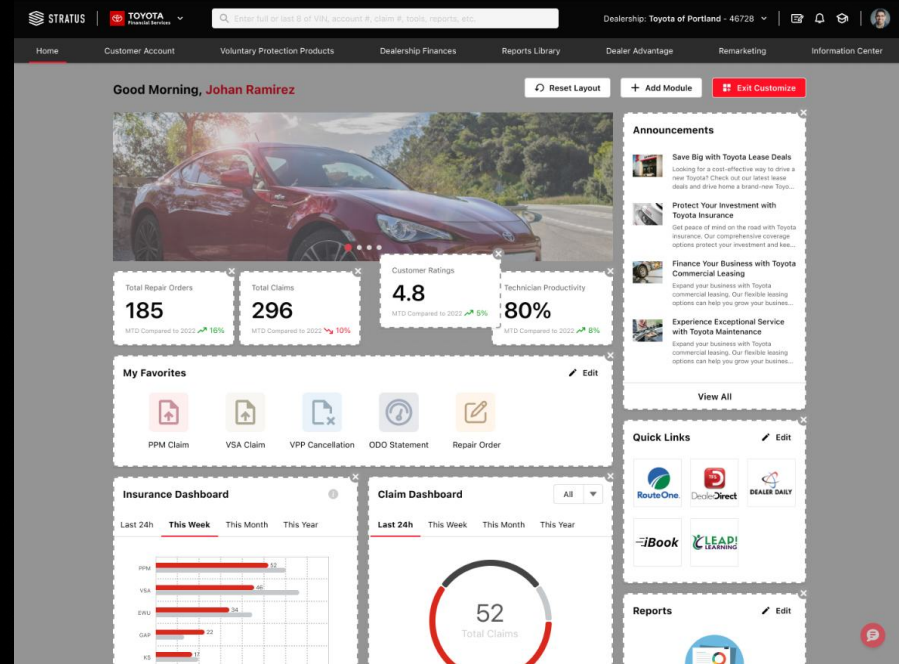
THE MOCKUPS OF STRATUS

- Redesign the navigation structure
- Redesign the landing page for each tab of the navigation



Mockup Example

THE MOCKUPS OF STRATUS



- Add the Customization Feature
- Allowing users to customize their dashboard according to their role, daily tasks, and personal preference

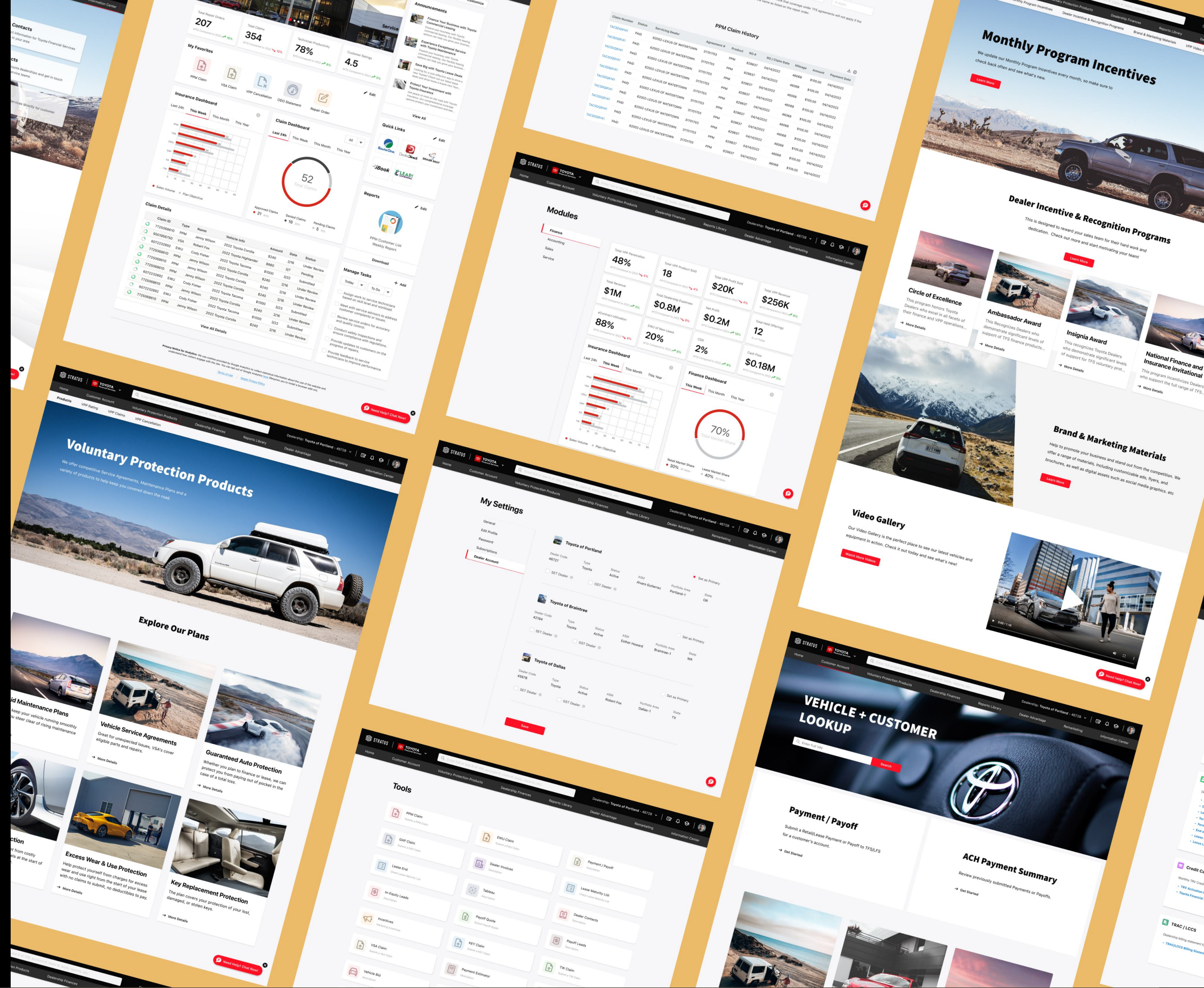
Mockup Example

THE MOCKUPS OF STRATUS

Features:

- Customized Dashboard
- Smart Search
- Navigation Bar
- Notification Center
- Chatbot
- Claim Submission
- My Settings
- Modules Library
- Documents Library
- Tools Library
- Help Center

 Check out the [Interactive Prototype](#)



MyFS Digital Experience Help Center

CLIENT

Toyota Financial Services

PROJECT

MyFS Help Center Redesign

INDUSTRY

Financial Services

PLATFORM

Web and Mobile

DURATION

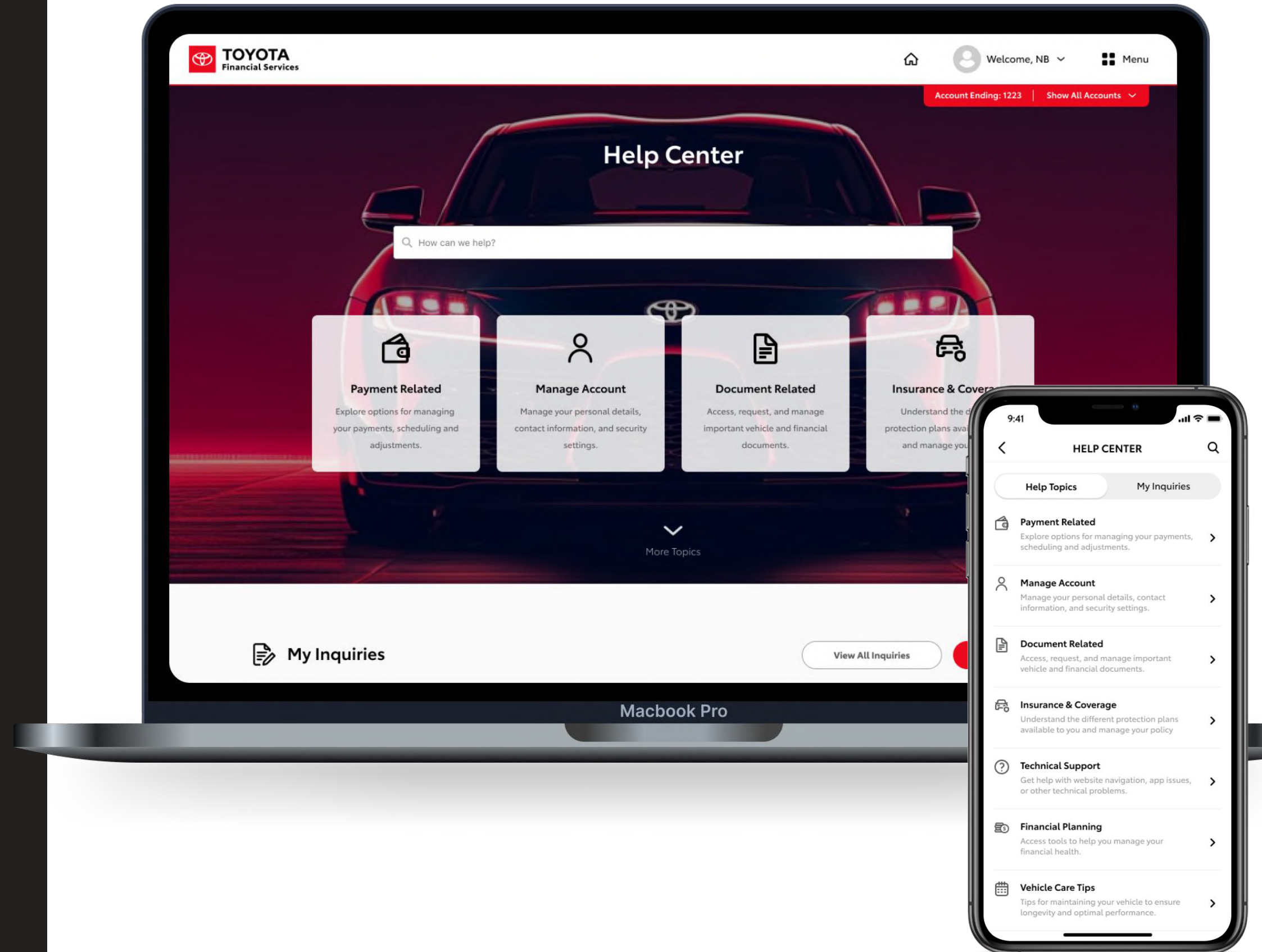
2 Months

ROLE

UX Design Lead

DELIVERY

Redesign Mockups, Prototypes



Project Overview

INTRODUCTION OF THE PROJECT

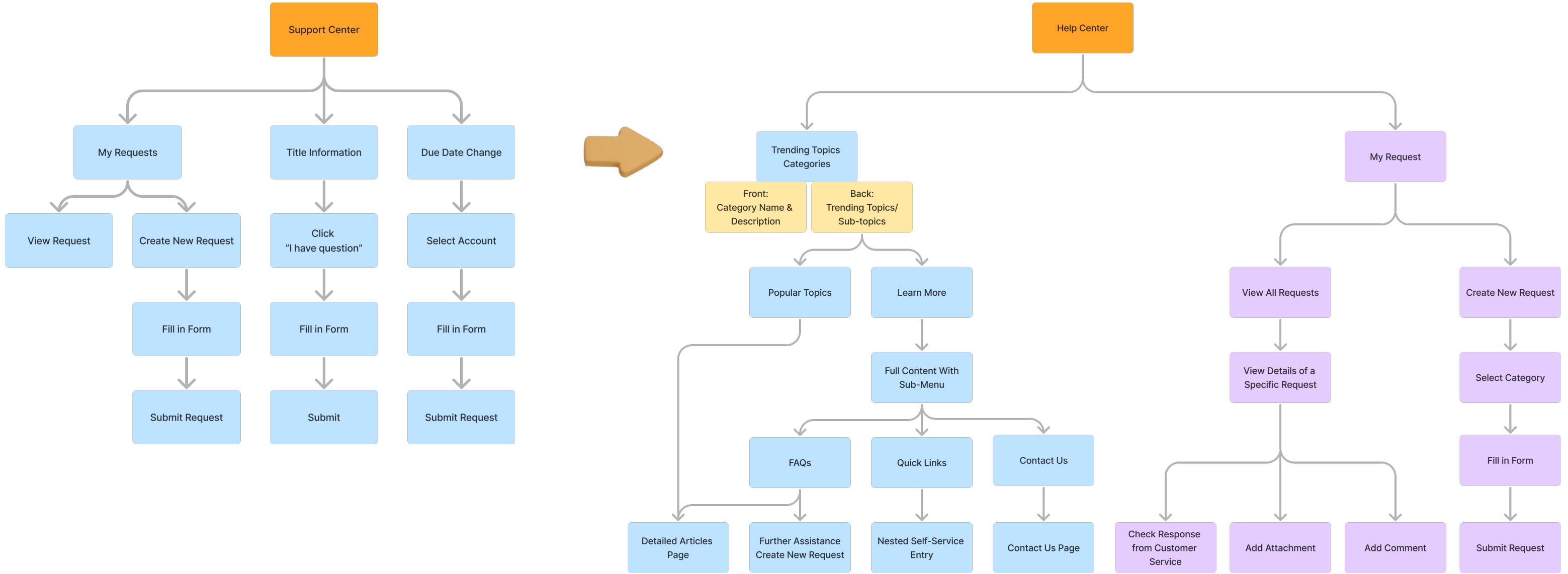
The MyFS support center was launched 7 years ago with Salesforce Community. Along with the web features enriching these years, the support center needs to be refreshed and redesigned with new features, architecture, and design guidelines.

My design tasks mainly included the following parts:

- Redefine the Support Center
- Enrich the features along with the revised concept of Help Center
- Redesign the website
- Add the Help Center to Mobile App
- Build interactive prototypes

Improved Information Architecture

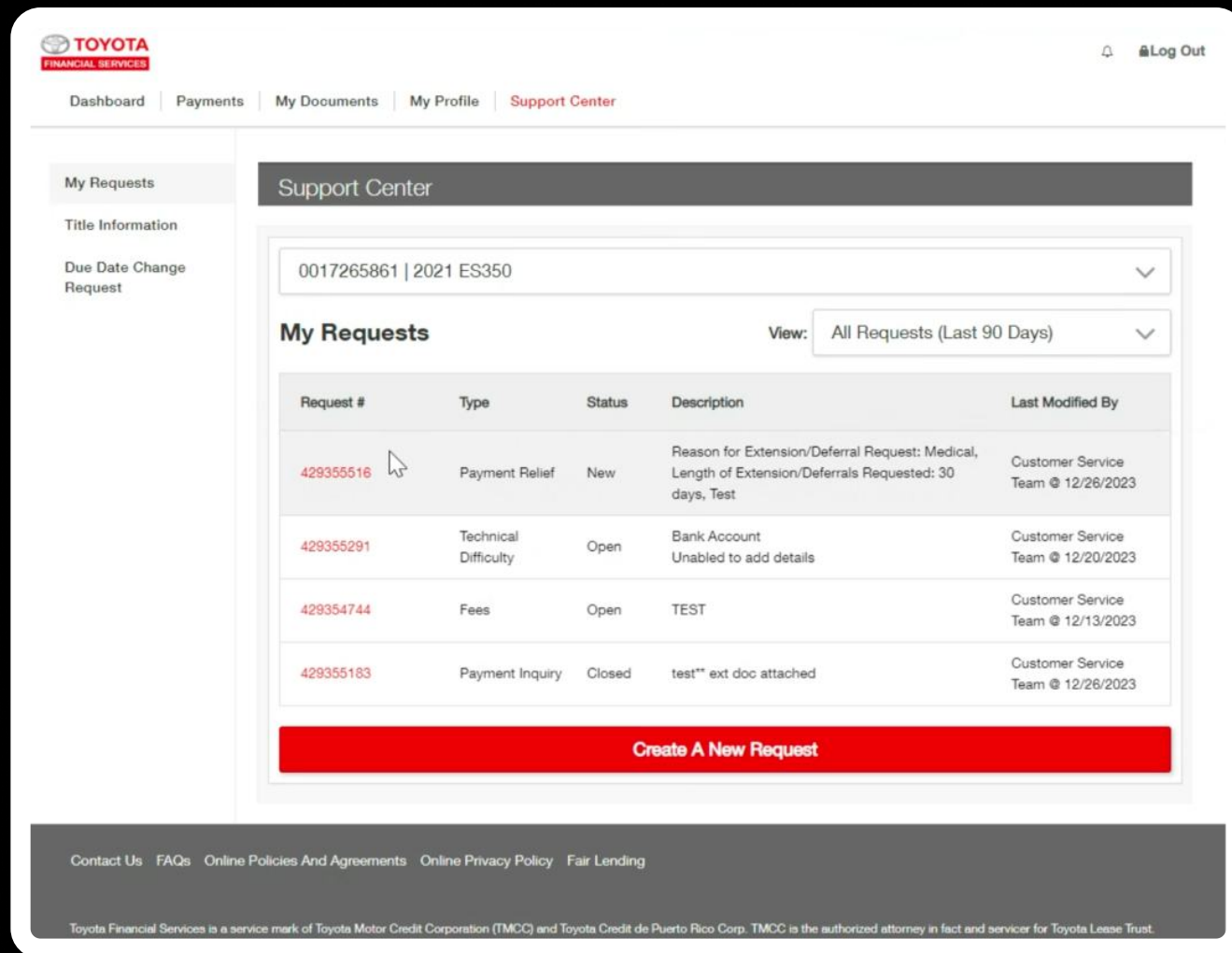
THE HELP CENTER LANDING PAGE



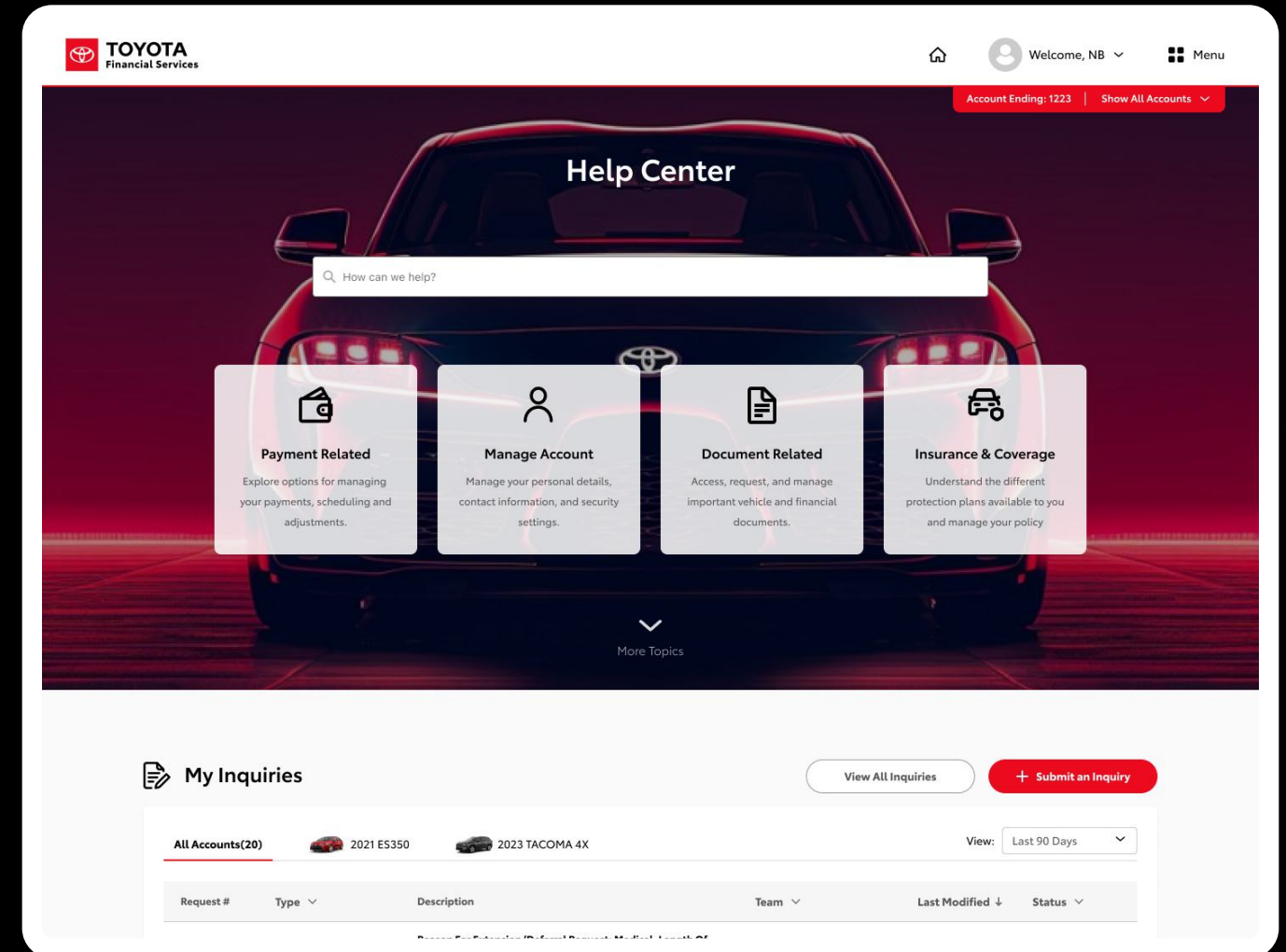
Improved UI/UX for Ease of Use

THE HELP CENTER LANDING PAGE

In-Market Support Center User Experience



Proposed Help Center Design

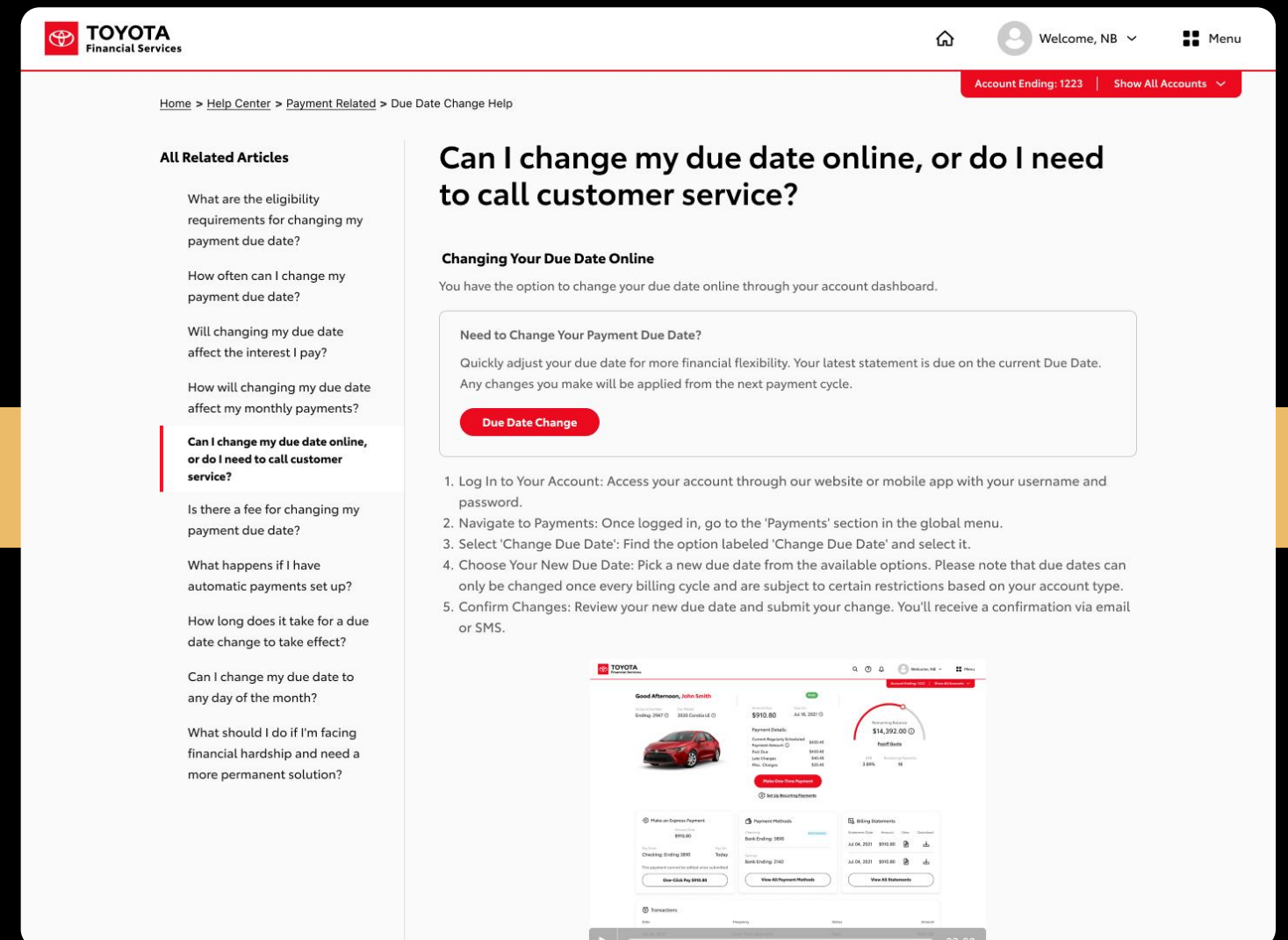
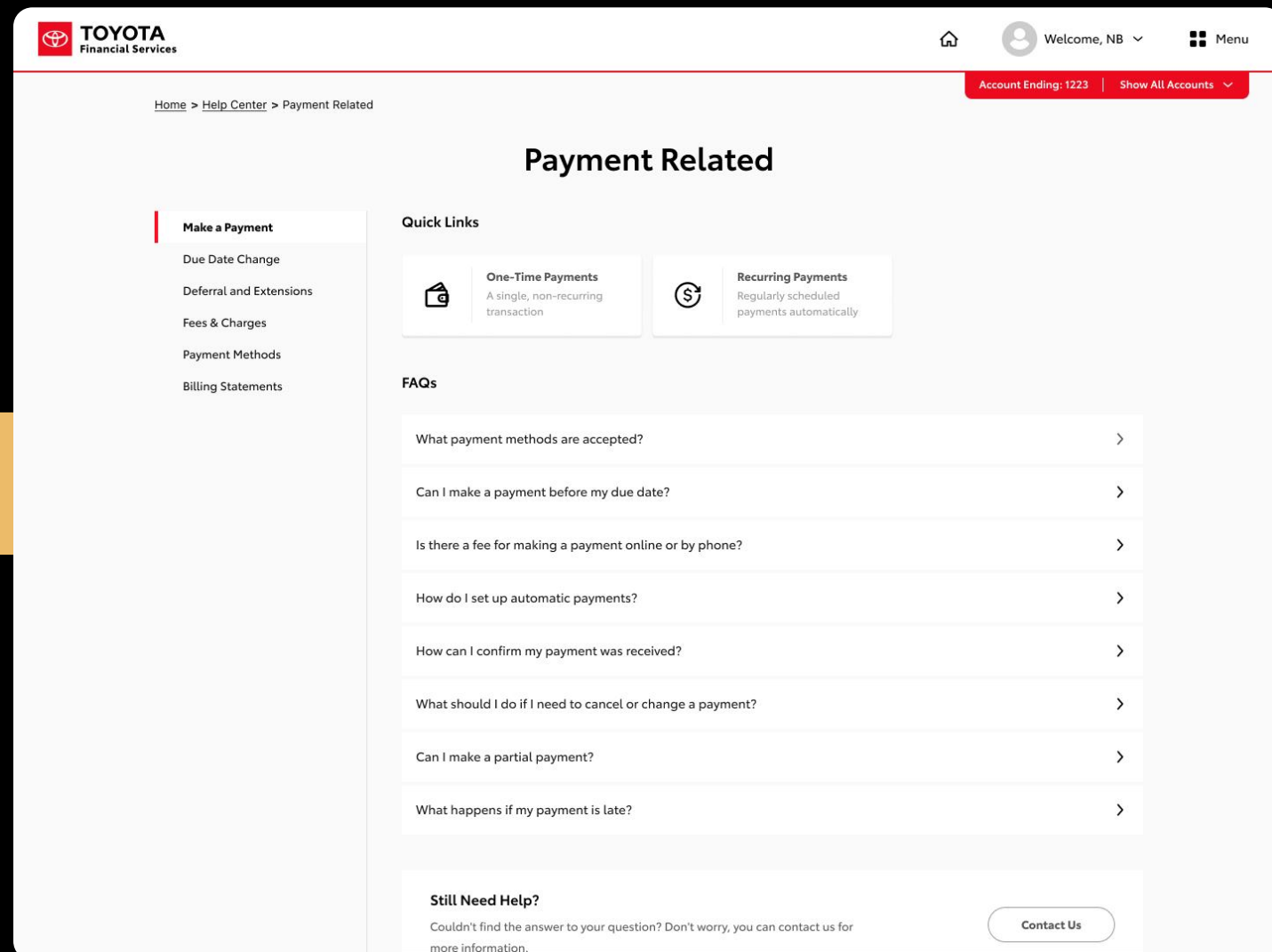


- Functional but lack of visual appeal
- Lack of consistency and coherence
- Two navigation structures is inconsistent, crowded, overwhelming
- The information hierarchy is not distinct enough

- More engaging visual experience
- Coherent with the rest of the site's branding
- Streamlined and unified navigation across sites
- Use sizes, color, layout, etc. to improve the hierarchy

Mockup Example

THE MOCKUPS OF HELP CENTER



Encourage customer to look for information by topics and prioritize customer self-service.

- Include quick entry to related self-service in Help Center
- Have FAQ list related to this topic
- Build a comprehensive FAQs page, including self-service entry point and diverse content types

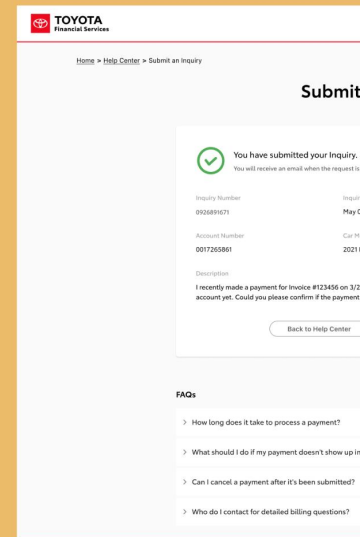
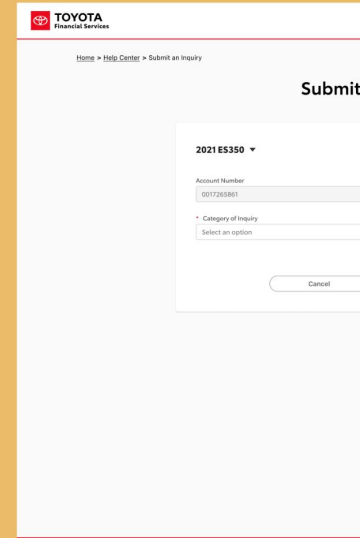
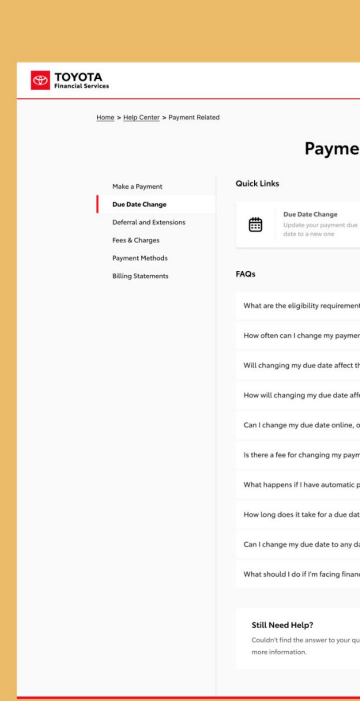
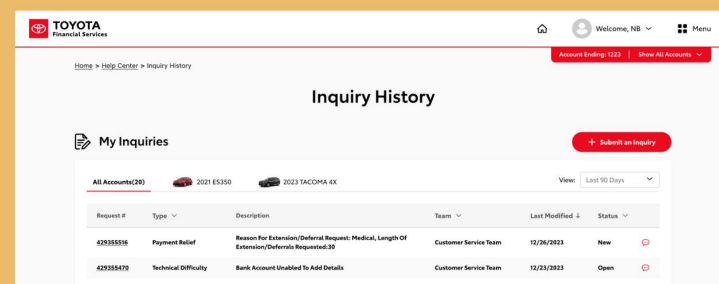
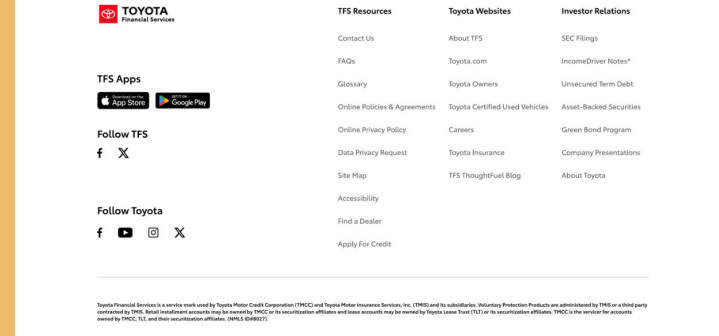
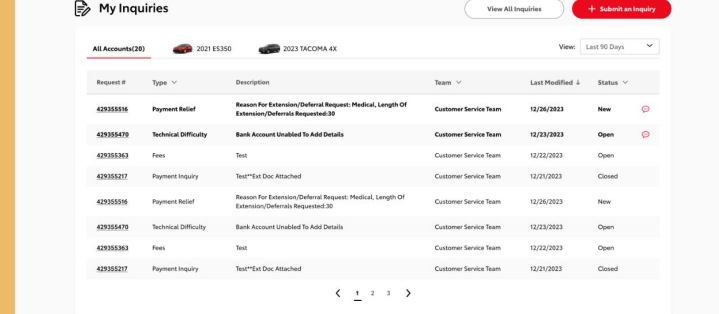
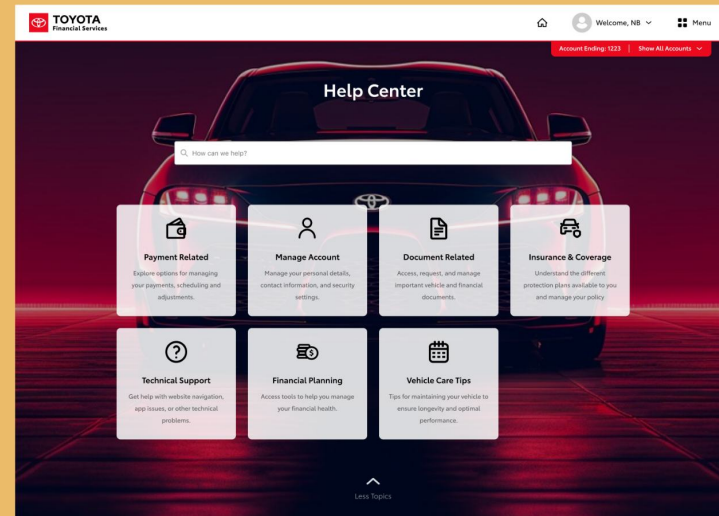
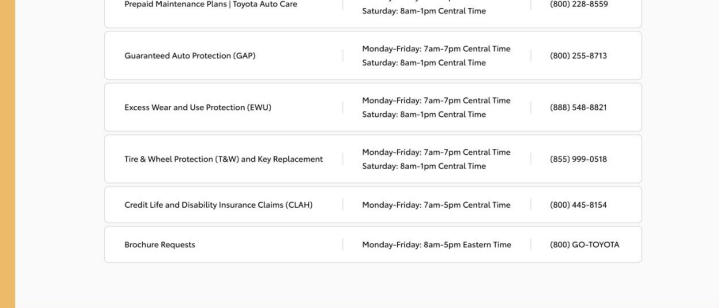
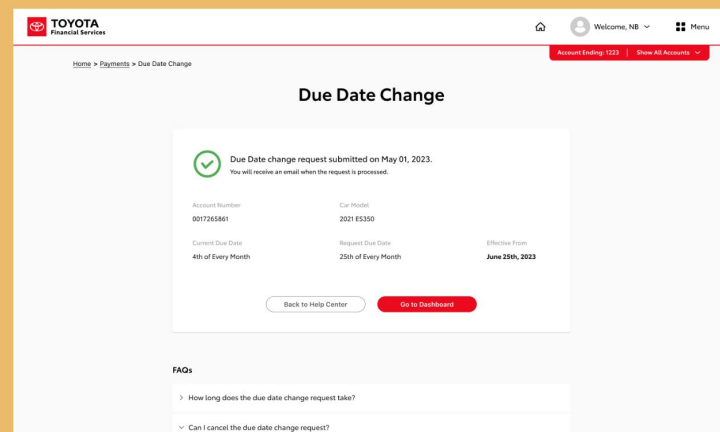
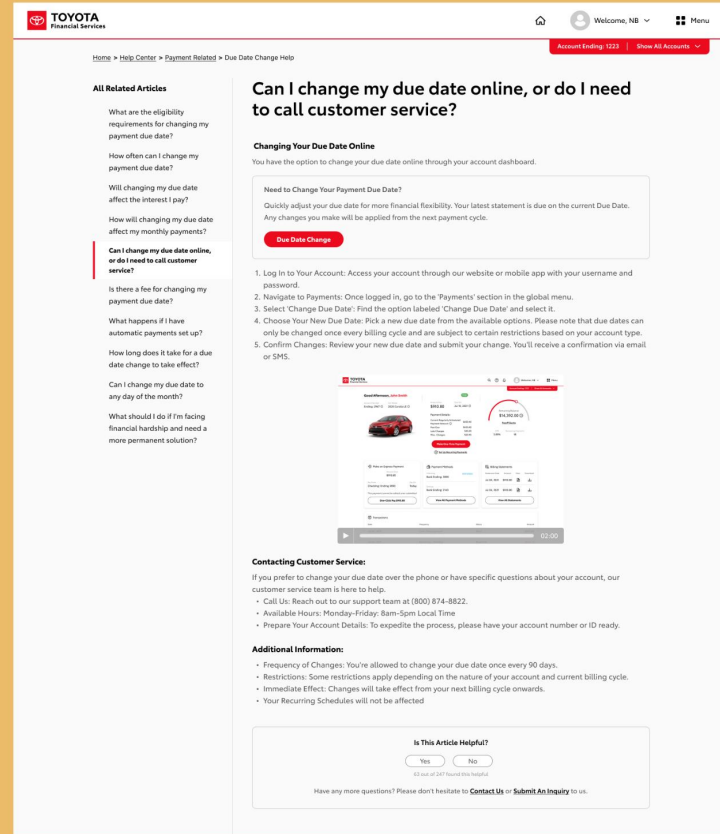
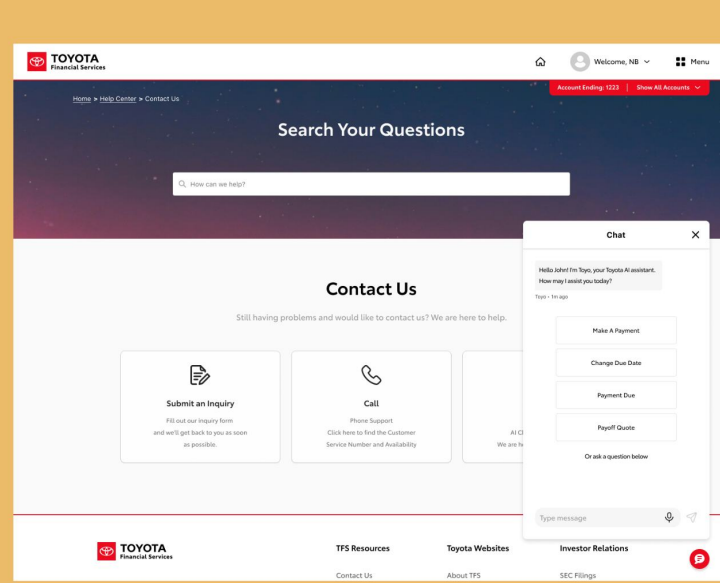
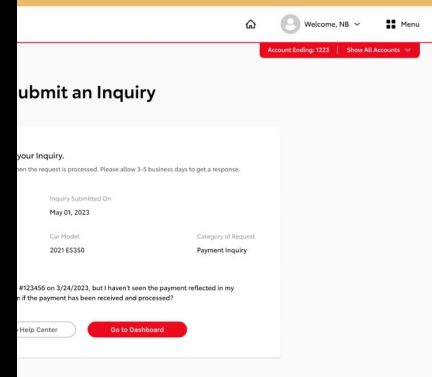
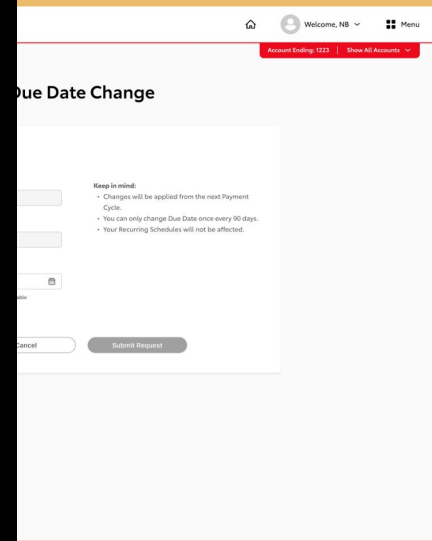
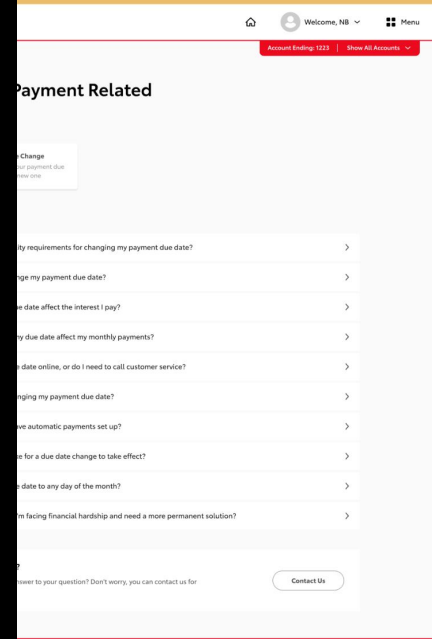
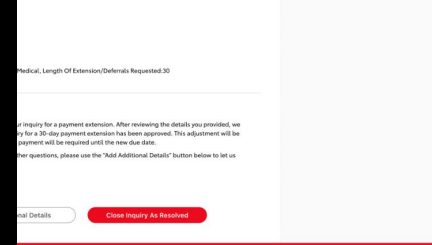
Mockup Example

THE MOCKUPS OF HELP CENTER

Features:

- Hot Topics
- Smart Search
- FAQs
- Quick Entry to Self-Service
- Requests List
- Create New Request
- Due Date Change Request
- Contact Us
- Call
- Chatbot
- Feedback

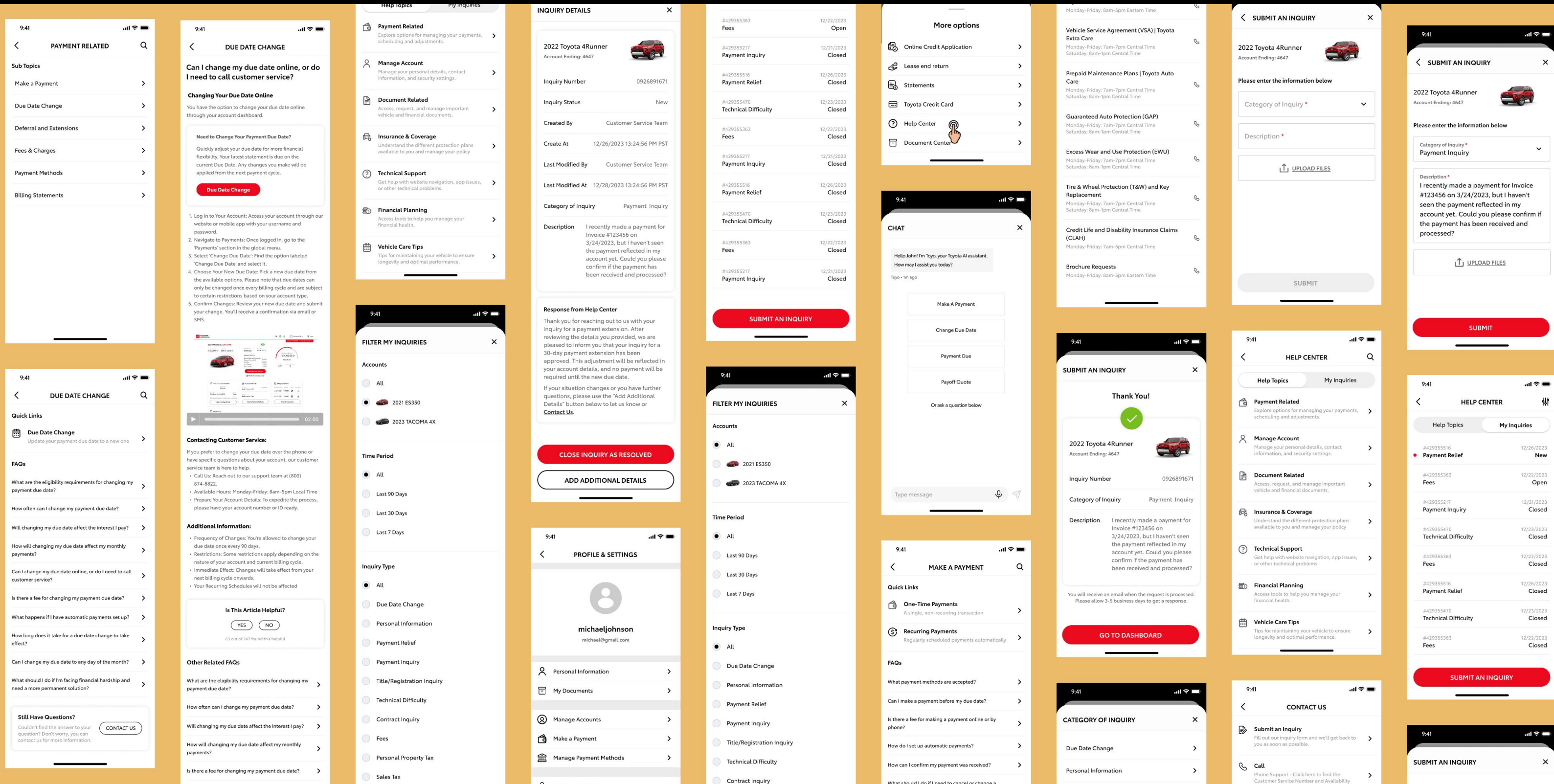
👍 Check out the [Interactive Prototype](#)



Mockup Example

THE MOCKUPS OF HELP CENTER

Check out the [Interactive Prototype](#)



TFS Toyota Pay

CLIENT

Toyota Financial Services

PROJECT

TFS Hackathon - Toyota Pay

INDUSTRY

Financial Services

PLATFORM

Mobile App

DURATION

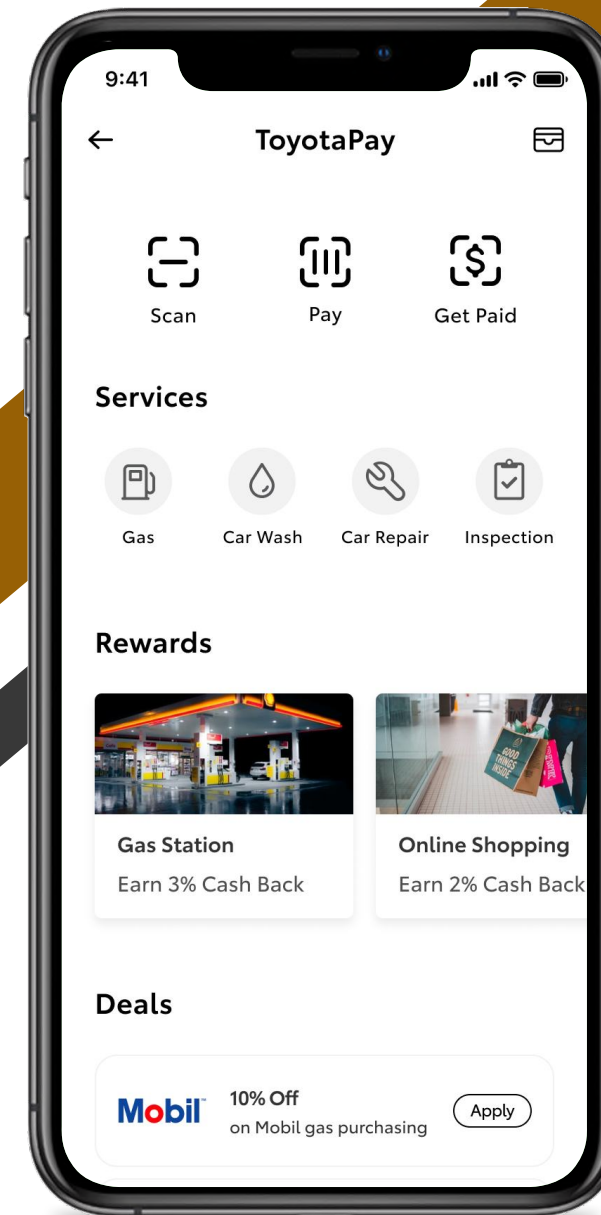
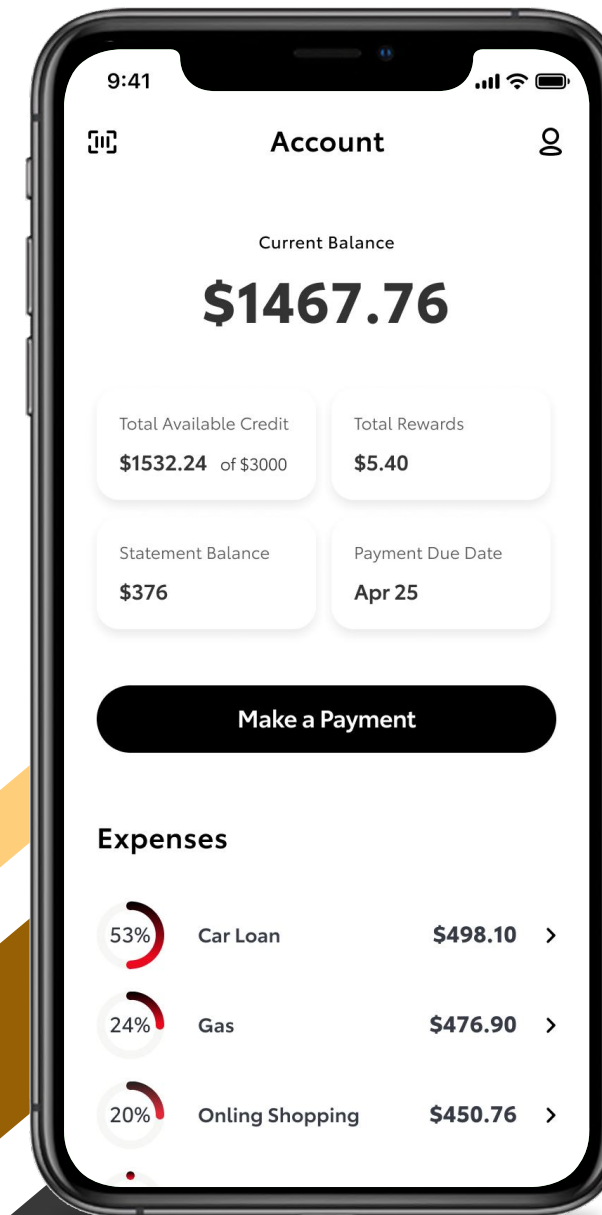
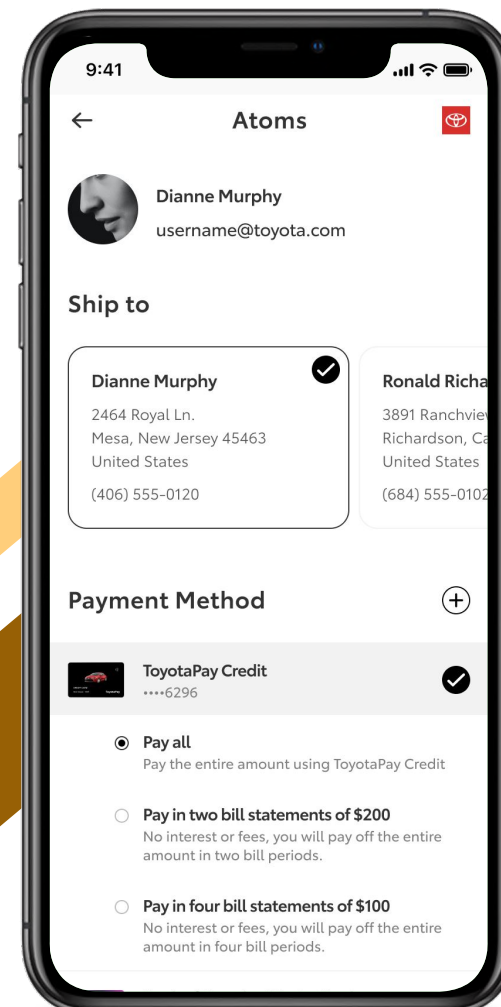
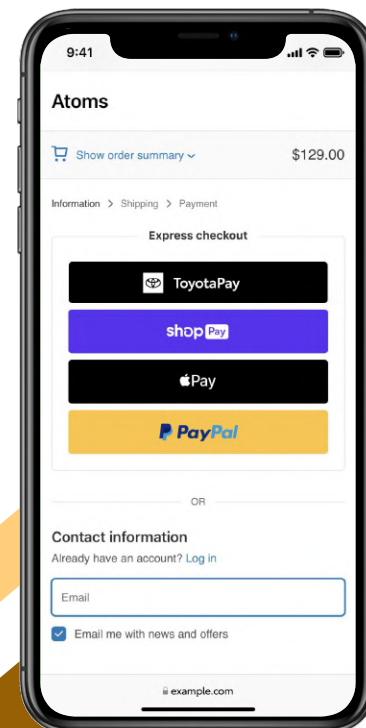
3 Work Days

ROLE

UX Designer III

DELIVERY

Mockups, Prototypes



Project Overview

INTRODUCTION OF THE PROJECT

This is a one-day independent hackathon originally. After presenting to TFS creative lead, my design and idea were liked by clients and I was asked to continue to polish the idea, complete the other design that are out of the task scope, and give a demo the TFS bigger group.

The topic is that Toyota want to build a feature called ToyotaPay which can be used in the third-party website, just as what PayPal, Apple Pay, Google Pay, etc do today.

The task is designing the whole experience of customers using ToyotaPay to do purchasing on the third-party website.

Final Deliverables

MOCKUPS + INTERACTIVE PROTOTYPE

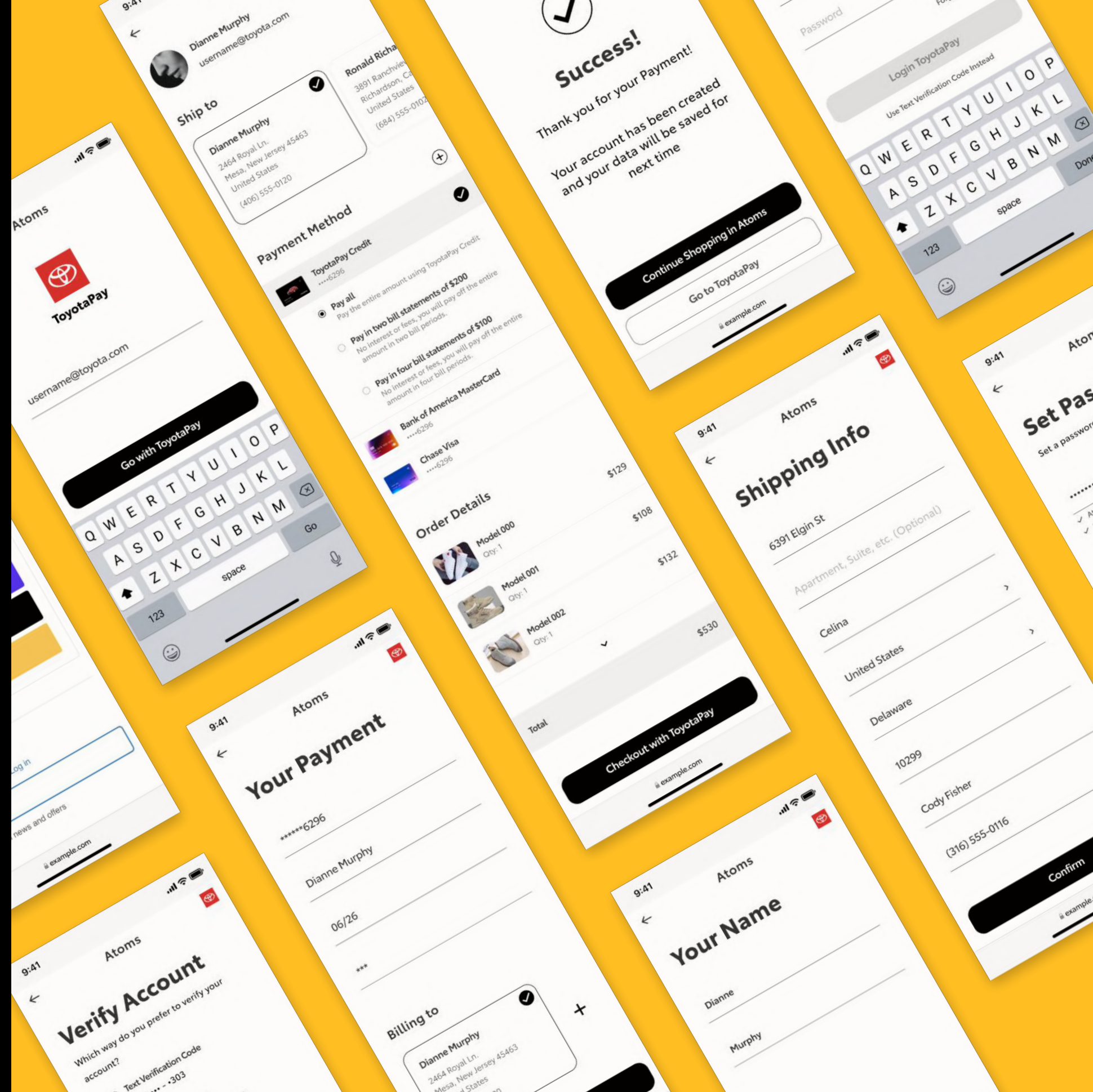
User Cases:

- Users who are new to ToyotaPay do purchasing on third-party website through ToyotaPay
- Users who are ToyotaPay existing users but don't have ToyotaPay App in their mobile phone do purchasing on third-party website through ToyotaPay
- Users who are ToyotaPay existing users and have ToyotaPay App in their mobile phone do purchasing on third-party website through ToyotaPay

 Check out Prototypes

[Interactive Prototype_ New Users](#)

[Interactive Prototype_ Existing Users](#)



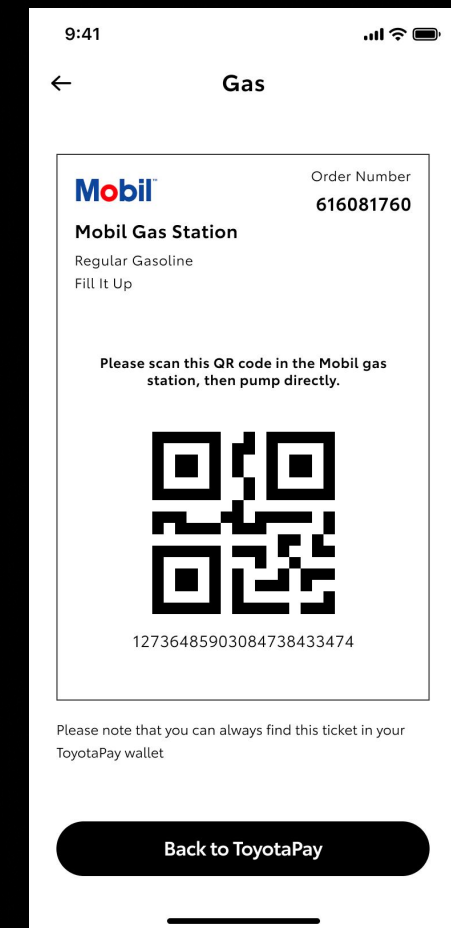
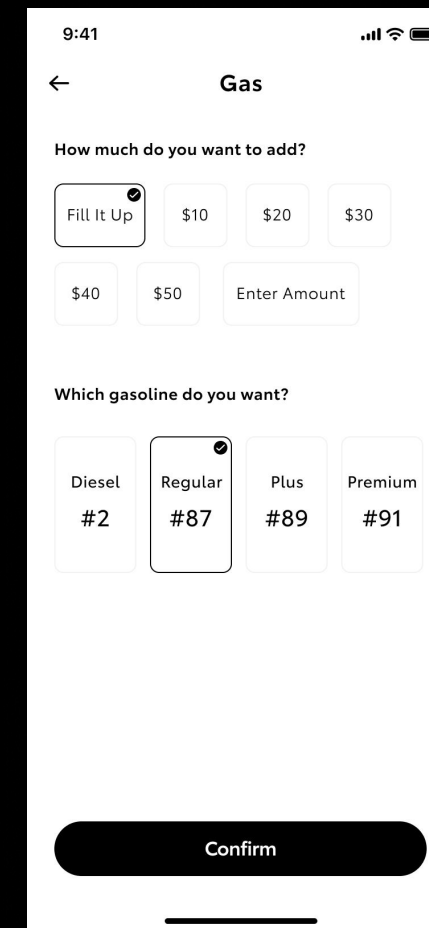
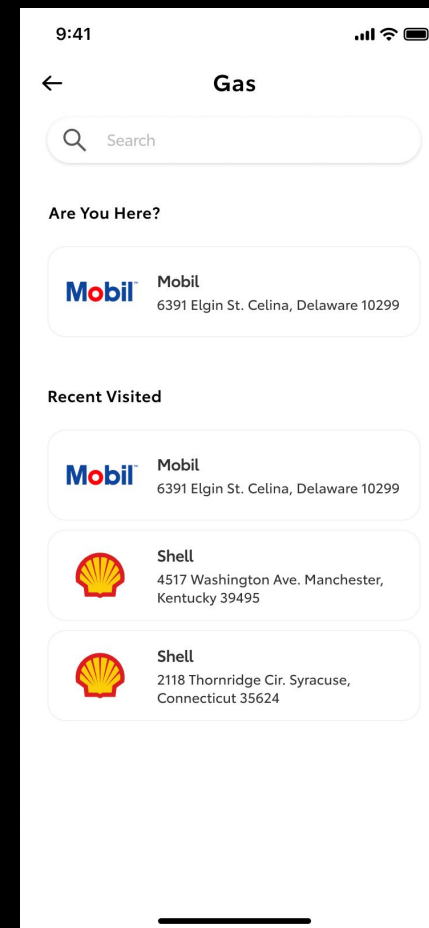
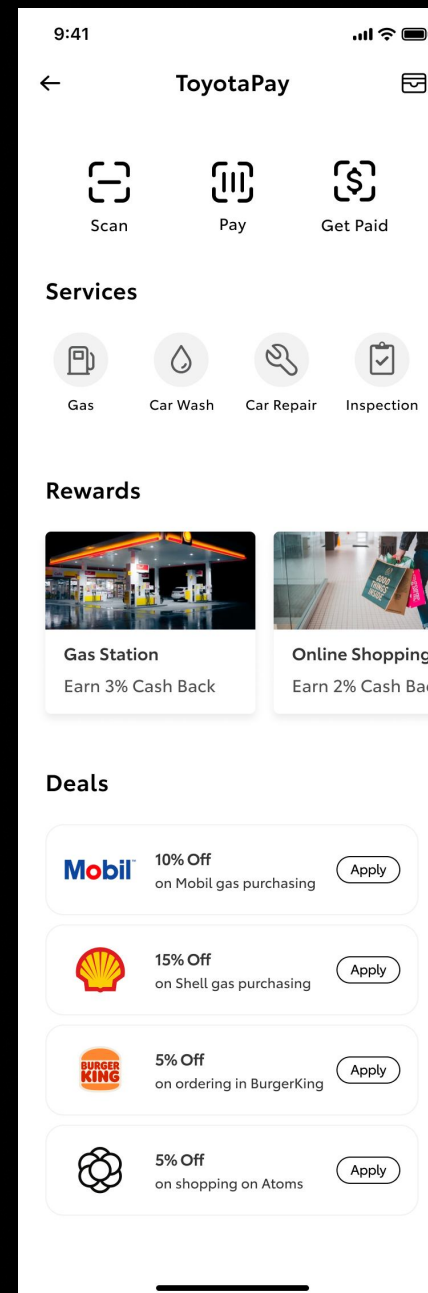
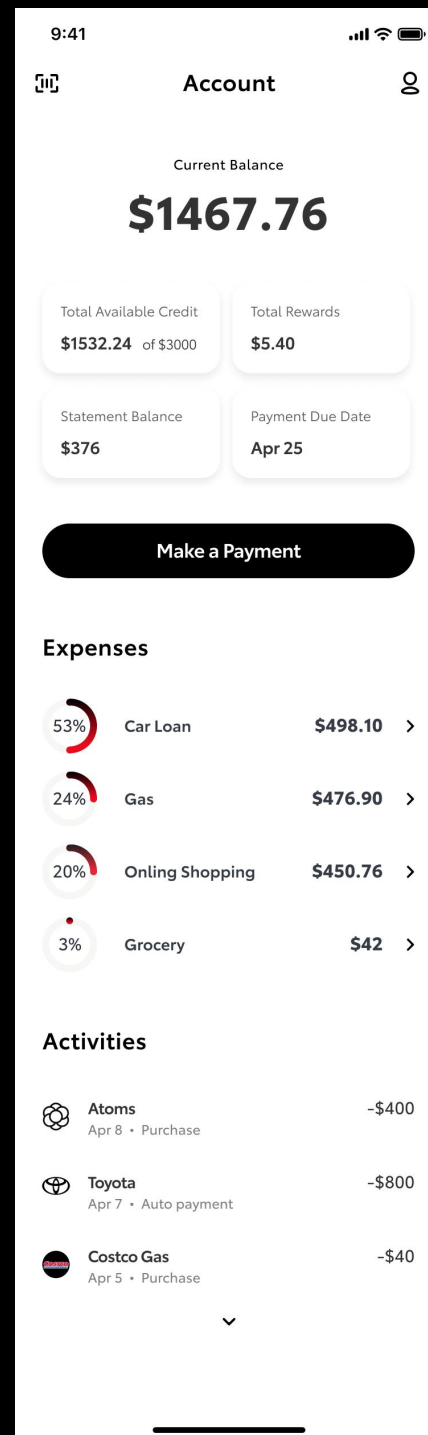
Final Deliverables

MOCKUPS + INTERACTIVE PROTOTYPE

Potential App Features (Out of Scope):

ToyotaPay would be a way of credit card.

- View Current Balance, Statement Balance, Due Date, etc.
- Summary of Expenses, Activities
- Make a Payment
- Get Rewards
- Enjoy Express Services
- Get Special Deals



 Check out the [Interactive Prototype](#)

Peapod Digital Labs Food Lion

CLIENT

Peapod Digital Labs

PROJECT

Food Lion

INDUSTRY

Retail

PLATFORM

Mobile Phone(iOS, Android)

DURATION

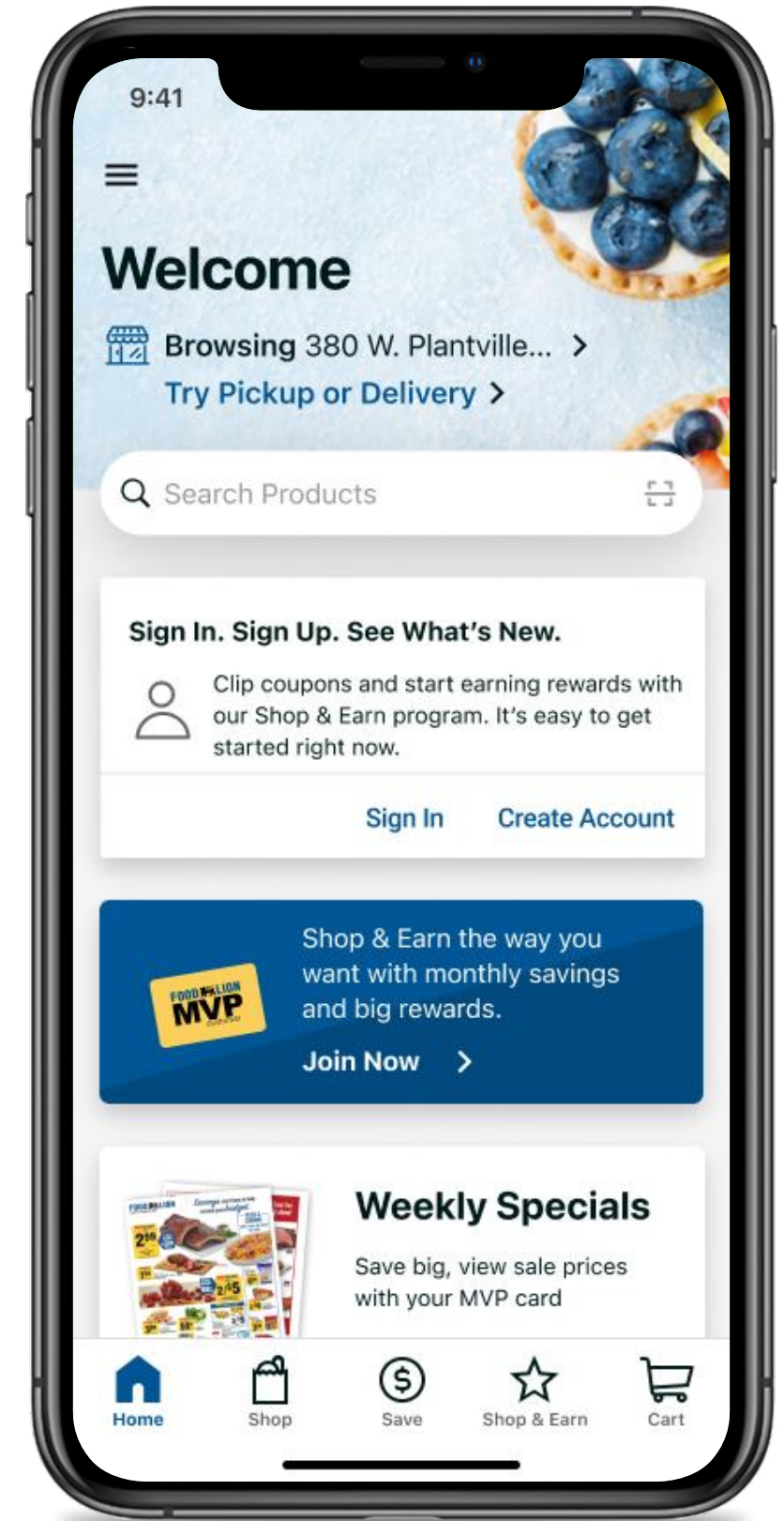
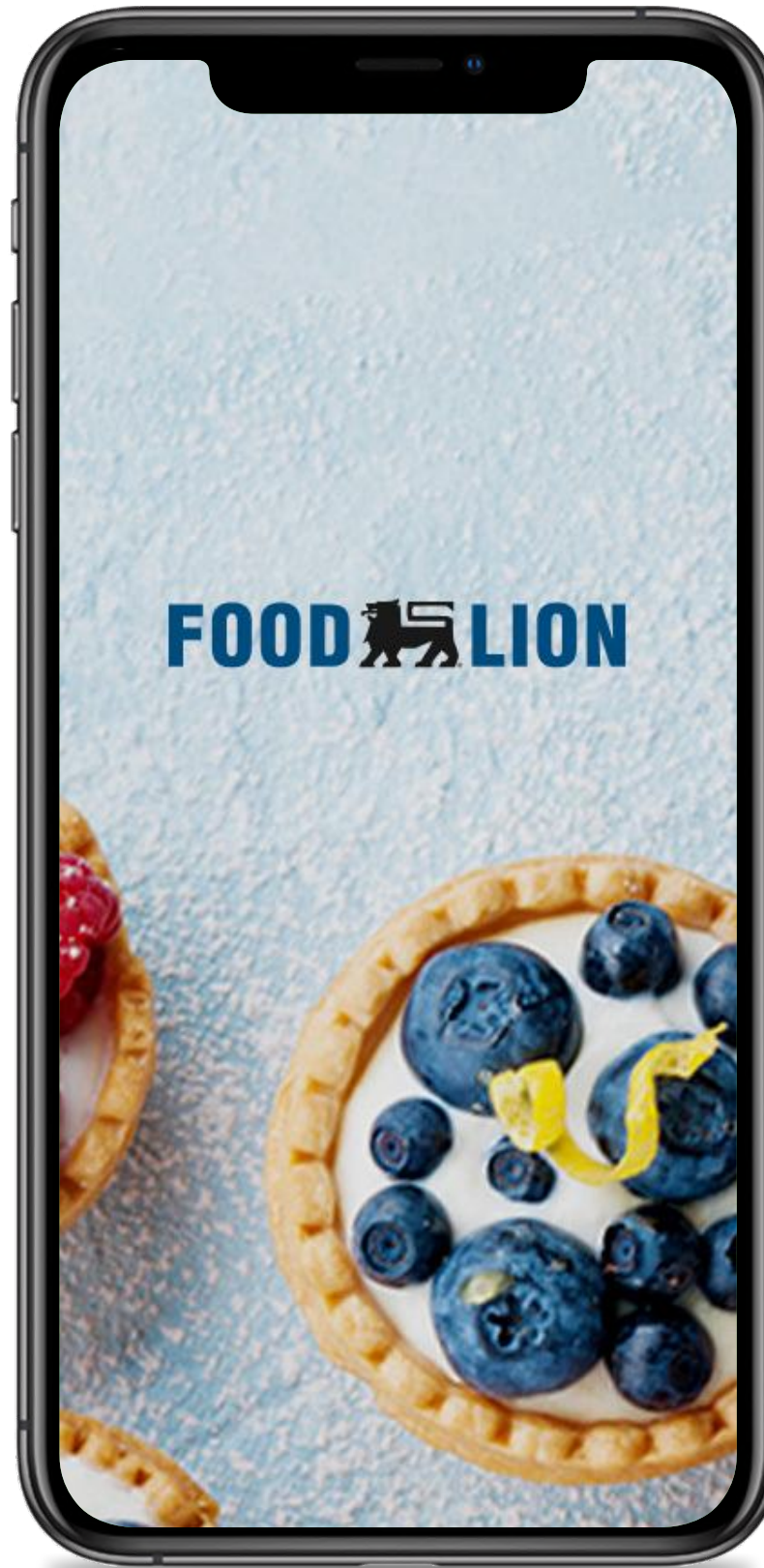
4 Months

ROLE

UX Designer III

DELIVERY

Wireframes, Prototypes
Design Execution and Validation



Project Overview

INTRODUCTION OF THE PROJECT

Food Lion is a **White Label project** in Peapod Digital Labs(PDL), which is designed and developed based on the MVP that existing in PDL already.

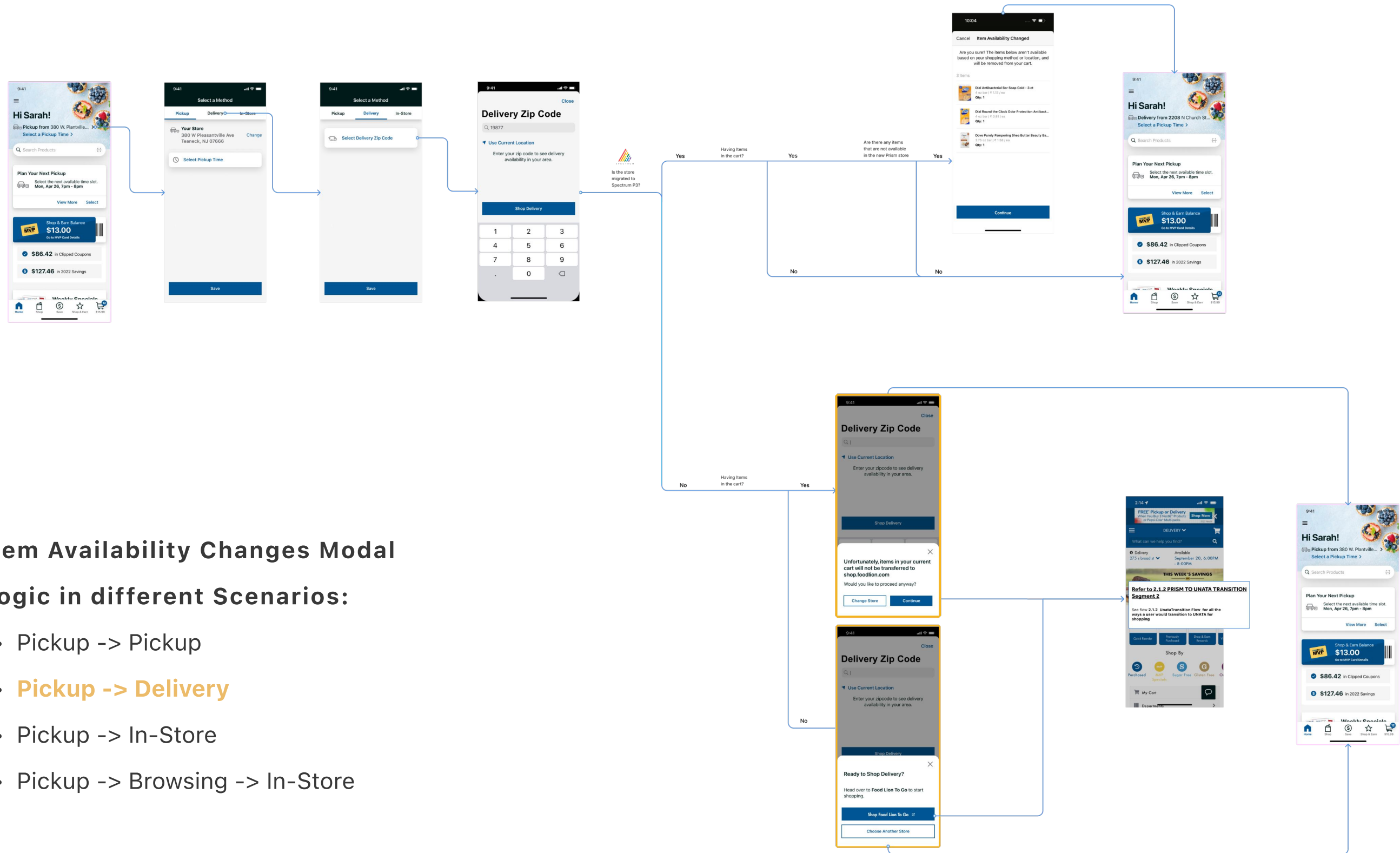
Food Lion was previously having the e-commerce service on Unata platform. And they have the Food Lion app for in-store users and the Food Lion to Go app building on Unata for the online delivery or pickup service. Now they want to switch to Prism platform and move all e-commerce service to Food Lion app step by step, finally sunset the Food Lion to Go app. So basically, this project includes OPCO theming, site transition, new feature customized.

My design tasks mainly included three parts:

- Design Execution and Validation
- Build equivalent design iOS / Android
- Contribute to the new design ideas

Design Execution Example (1) - Wireframing

FILL THE GAP BETWEEN PHOTON DEVELOPERS AND PDL DESIGNERS



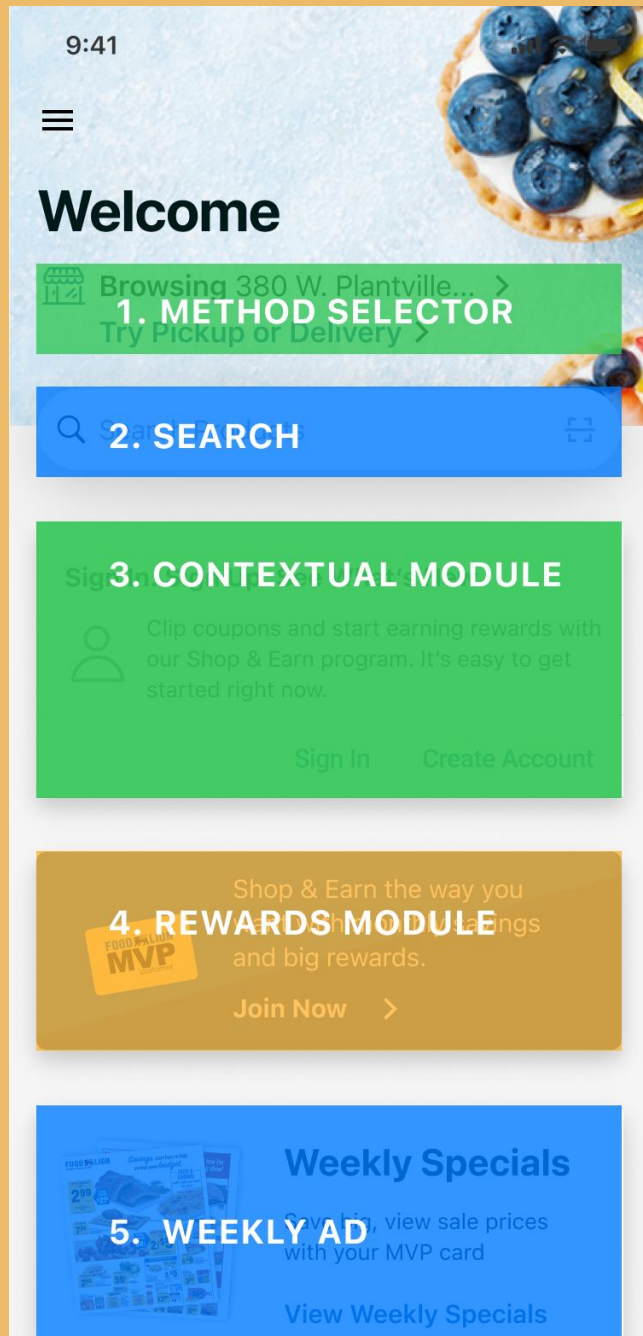
Design Execution Example (2) - Documentation

FILL THE GAP BETWEEN PHOTON DEVELOPERS AND PDL DESIGNERS

■ Module Changes Based on State

■ Remains the Same across

■ Example

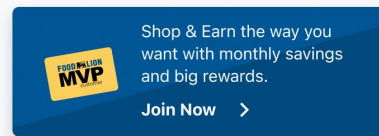


Rewards Modules - All Methods

✗ Unauthenticated

Unauthenticated Rewards Module

Will prompt users to Sign in or Register



✓ Authenticated
✓ S&E Offers Activated
✗ Rewards In Balance

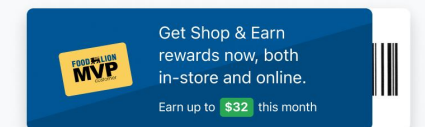
Empty State Rewards Module

If user is :

- ✓ Authenticated
- ✓ S&E Offers Activated
- ✗ No rewards balance

THEN

Show empty state rewards module



✓ \$86.42 in Clipped Coupons

✓ \$127.46 in 2022 Savings

✓ Authenticated
✗ S&E Offers Activated
✗ Rewards In Balance

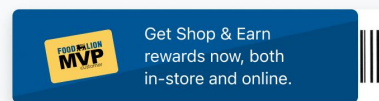
Empty State Rewards Module

If user is :

- ✓ Authenticated
- ✗ S&E Offers Activated
- ✗ No rewards balance

THEN

Show empty state rewards module



✓ \$86.42 in Clipped Coupons

✓ \$127.46 in 2022 Savings

✓ Authenticated
✓ S&E Offers Activated
✓ Rewards In Balance

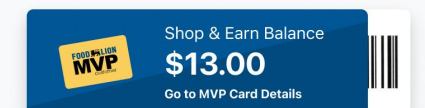
Default Rewards Module

If user is :

- ✓ Authenticated
- ✓ S&E Offers Activated
- ✓ Rewards balance

THEN

Show default rewards module with their current rewards amount



✓ \$86.42 in Clipped Coupons

✓ \$127.46 in 2022 Savings



Design Validation Example - XD Review

VALIDATE BEFORE PR RAISED AND AFTER CODE MERGED

Two Rounds of Design Validation

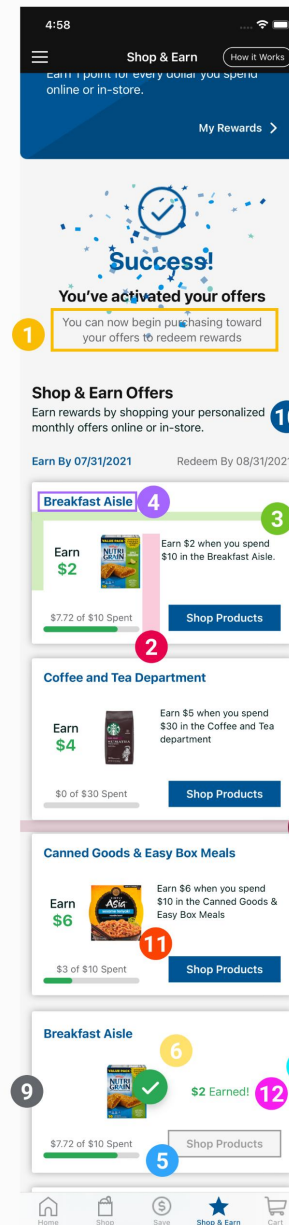
- Validate the UI in the screenshots coming from developers before raising PR. This round of validation is targeting to avoid pushing the UI issues to the end. So I mainly focus on the UI part, including the copy, font style, color, spacings, etc. in this round
- Validate the feature in the build after QA. I will test the user flow, page jumping, every button and link to make sure it matches the design and has a good user experience

Shop & Earn - Authenticated Landing Page - iOS UI

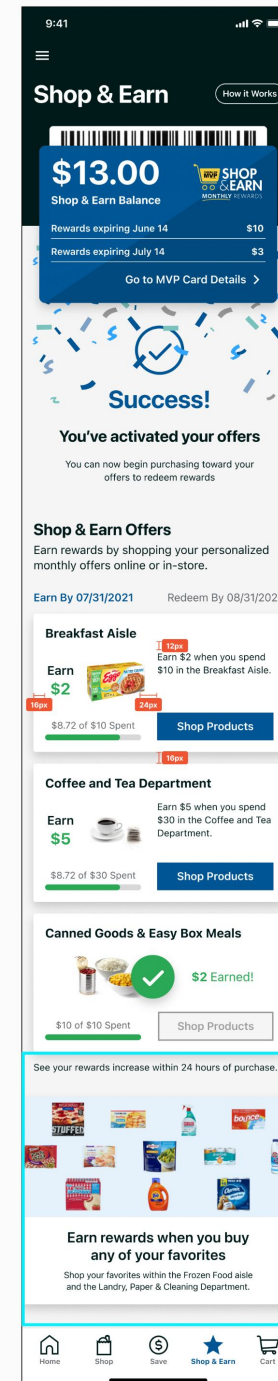
iOS Screenshot from Roshini

UX Review Round 0: Jan 18, 2023

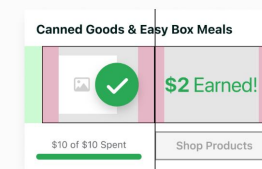
DEV



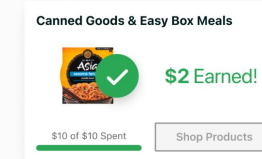
DESIGN



- 1 Font should be Footnote
- 2 Padding is 24px and Button and Text should be aligned vertically
- 3 Spacings should be aligned with designs
- 4 Font color is Primary_txt
- 5 The progress bar is filled when it is completed offer tiles
- 6 Checkmark should be bigger per designs 60x60px
- 7 Offer tiles padding should be 16px
- 8 Adding content here - the text Others come from API
- 9 Refer to the new Layout
- 10 Different copy for different scenario will be handled in another ticket
- 11 Button should start from the center of the tile
- 12 Font size changes according to the new layout, which should be Title-1 and Title-1 Bold



Padding/Alignment Example

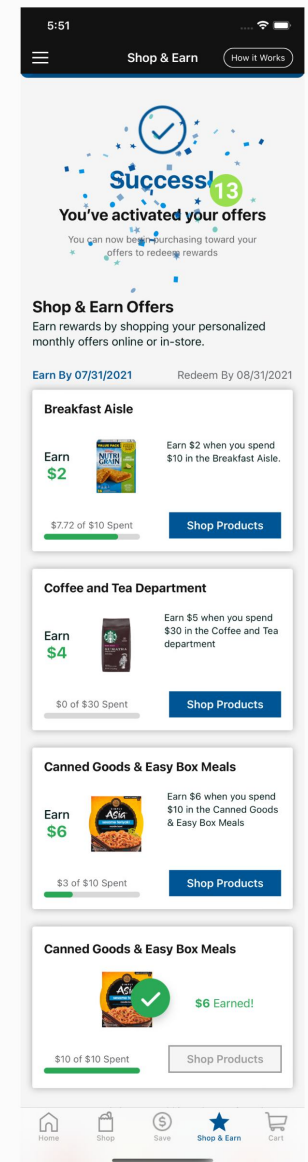


Example with Image

Validated iOS Version 7.14.6 (1100) on iPhone 13 Pro

UX Review Round 1: Jan 26, 2023

- 13 Font color should be Greys/primary_txt



FactSet Lex Dashboard

CLIENT

FactSet

PROJECT

Lex Dashboard

INDUSTRY

AI Chatbot

PLATFORM

Web App

DURATION

8 weeks

ROLE

UX Designer III

DELIVERY

Information Architecture, Design System, Mockups, Prototypes



Project Overview

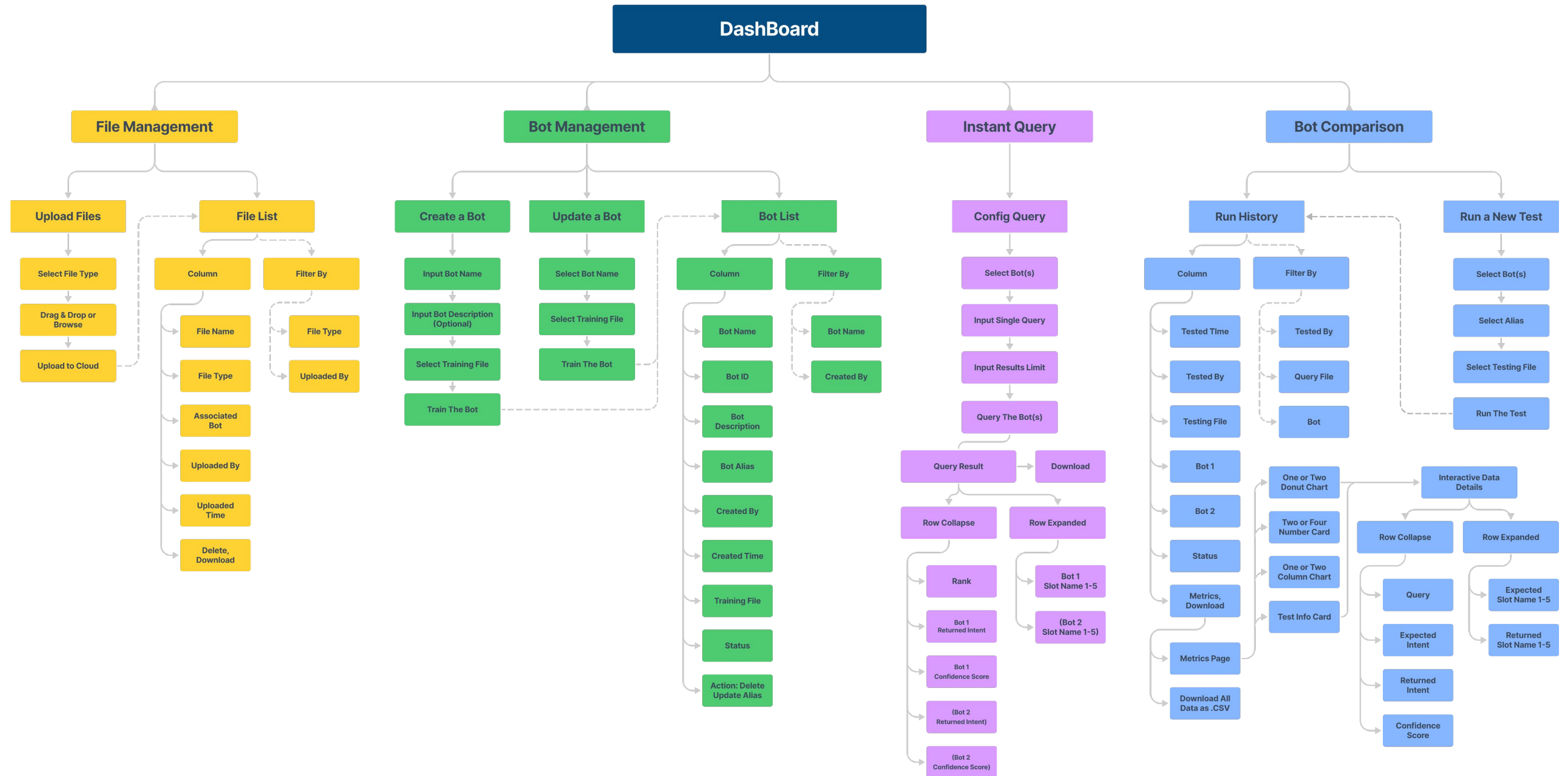
INTRODUCTION OF THE PROJECT

This is a 8-week project. **The task is that FackSet wants to build an internal Dashboard for the Lex Chatbot.** This dashboard can be easily operated by non-engineers. It also allow users to train the bot, upload training file, quickly test the bot and make comparison of two bots through their metrics and the detailed data.

I worked for FactSet on leading the UX design of this project and communicating with clients to get a better understanding of the product requirements. I finally built the information architecture of the dashboard, created the design system that matches FactSet style and delivered high-fidelity prototypes and visual designs.

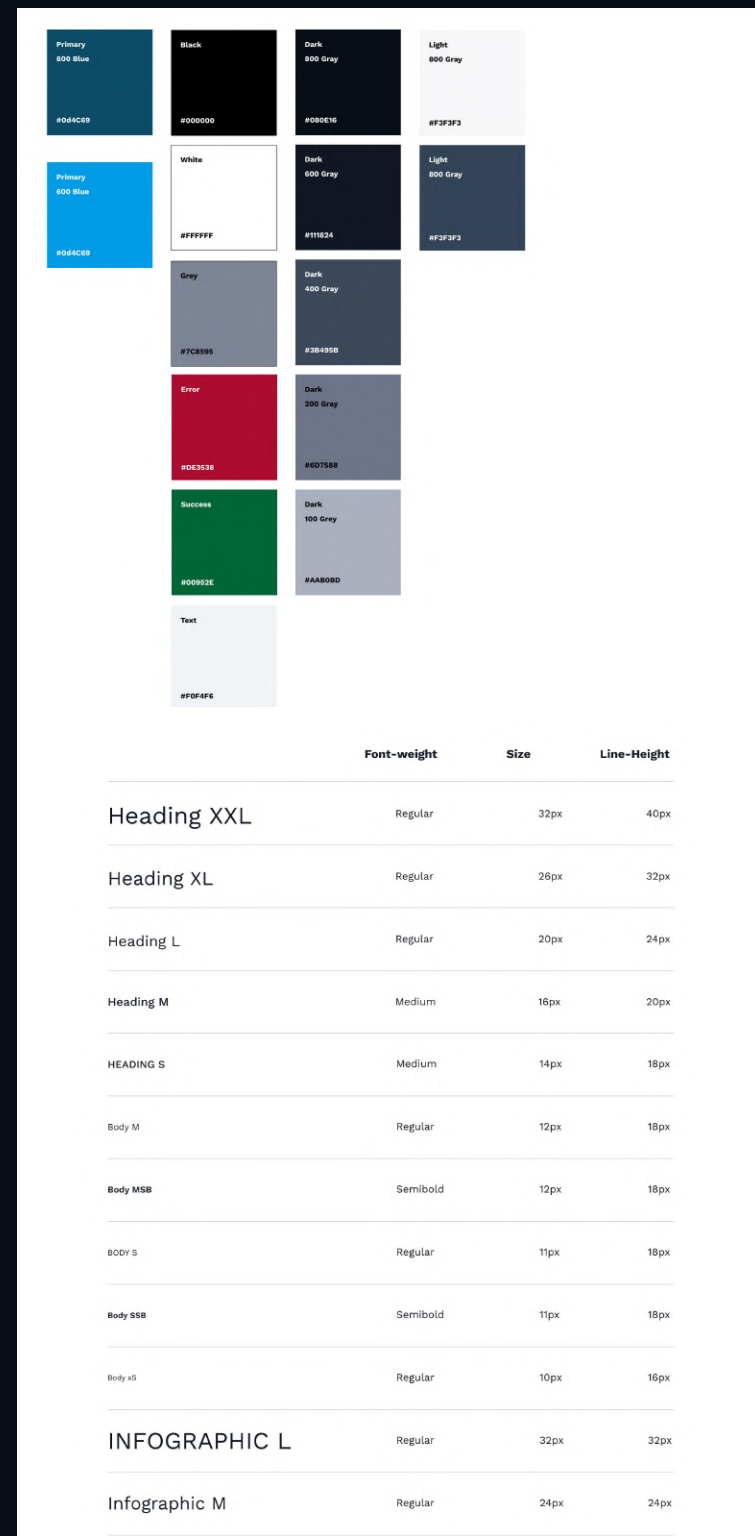
Information Architecture

THE STRUCTURE OF LEX DASHBOARD



Design System

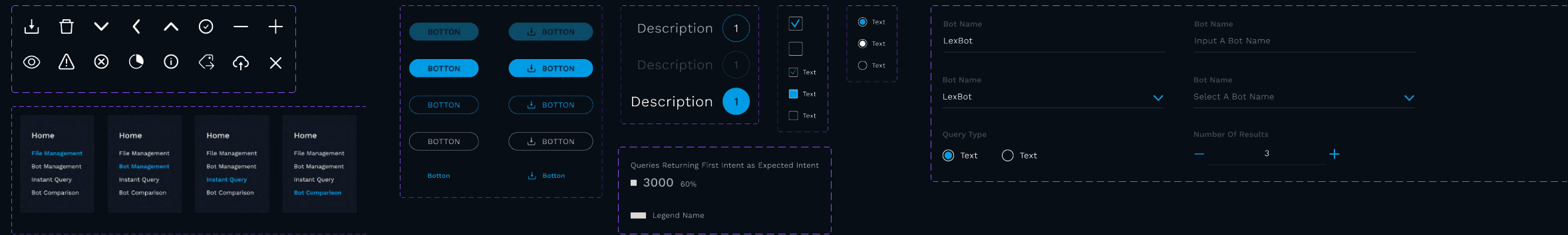
BUILD DESIGN SYSTEM ACCORDING TO FACTSET BRAND STYLE AND COMPONENT LIBRARY



Color Palette:

- Primary 800 Blue: #064C89
- Black: #000000
- Dark 800 Gray: #080E16
- Light 800 Gray: #F3F3F3
- White: #FFFFFF
- Dark 600 Gray: #111824
- Light 800 Gray: #F3F3F3
- Grey: #7C8996
- Dark 400 Gray: #3B4558
- Error: #DC3545
- Dark 200 Gray: #6D7588
- Success: #28A745
- Dark 100 Gray: #AAB0BD
- Text: #F0F4F6

	Font-weight	Size	Line-Height
Heading XXL	Regular	32px	40px
Heading XL	Regular	26px	32px
Heading L	Regular	20px	24px
Heading M	Medium	16px	20px
HEADING S	Medium	14px	18px
Body M	Regular	12px	18px
Body MSB	Semibold	12px	18px
BODY S	Regular	11px	18px
Body SSB	Semibold	11px	18px
Body xS	Regular	10px	16px
INFOGRAPHIC L	Regular	32px	32px
Infographic M	Regular	24px	24px



Navigation Icons: Home, Back, Forward, Refresh, Search, etc.

Buttons: Primary (Blue), Secondary (Dark Gray), Tertiary (Light Gray).

Form Fields: Input fields with labels, dropdowns, and checkboxes.

Progress Indicators: Progress bars and legends.

FILE

Key	File Type	Associate	Username	Uploaded Time	Action
Key	File Type	Associate	Username	Uploaded Time	Download, Delete

BOT

Bot Name	Bot ID	Bot Description	Bot Alias	Created By	Created Time	Training File	Status	Action
Bot Name	Bot ID	Bot Description	Bot Alias	Username	Last Modified	Training File	Succeeded	Refresh, Delete

BOT New

Bot Name	Bot ID	Bot Description	Version	Alias	Created By	Created Time	Training File	Status	Action
Bot Name	Bot ID	Bot Description	Version	Alias	Username	Last Modified	Training File	Succeeded	Refresh, Delete

BOT Stretch

Bot Name	Bot ID	Bot Description	Version	Alias	Created By	Created Time	Training File	Status	Action
Bot 1									
Username									

INSTANT QUERY

Rank	Bot 1 Returned Intent	Bot 1 Confidence Score			
Rank	Bot 1 Returned Intent	0.8			
Rank	Bot 1 Returned Intent	Bot 1 Confidence Score			
Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5	
Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5	
Rank	Bot 1 Returned Intent	Bot 1 Confidence Score	Bot 2 Returned Intent	Bot 2 Confidence Score	
Rank	Bot 1 Returned Intent	0.8	Bot 2 Returned Intent	0.6	
Rank	Bot 1 Returned Intent	0.8	Bot 1 Confidence Score	0.8	
Bot 1	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5
Bot 2	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5

HISTORY

Tested At	Username	Query File	Bot 1 Alias	Bot 2 Alias	Status	Action
Tested Time	Username	Query File	Bot 1 Alias	Bot 2 Alias	Status	Refresh, Download

HISTORY NEW

Tested At	Username	Query File	Bot 1 Alias	Alias	Bot 2 Alias	Status	Action
Tested Time	Username	Query File	Bot 1 Alias	Alias	Bot 2 Alias	Status	Refresh, Download

TEST RESULTS

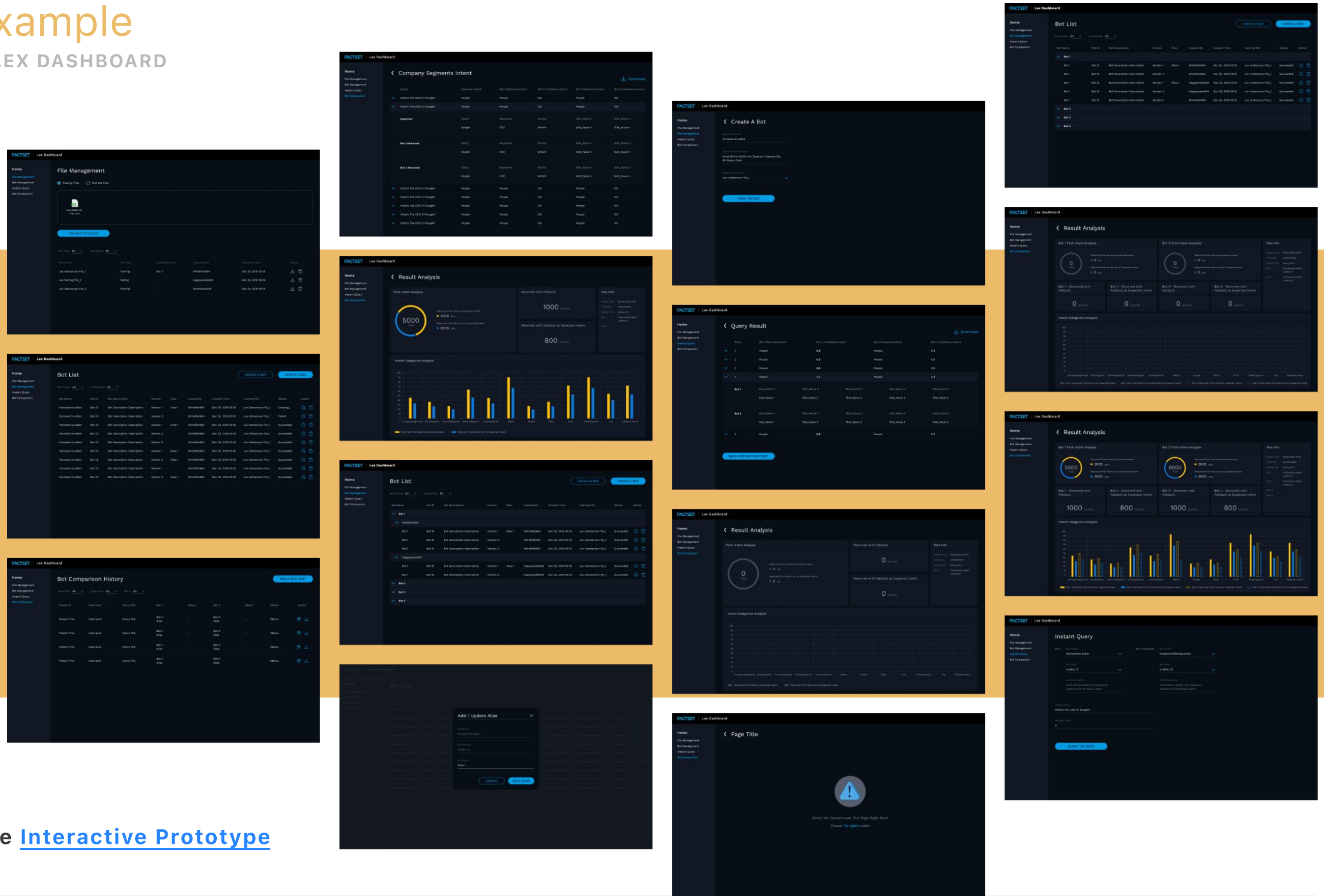
Query	Expected Intent	Returned Intent	Confidence Score		
Query	Expected Intent	Returned Intent	0.8		
Query	Expected Intent	Returned Intent	0.8		
Expected	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5
Returned	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5

TEST RESULTS New

Query	Expected Intent	Bot 1 Returned Intent	Bot 1 Confidence Score	Bot 2 Returned Intent	Bot 2 Confidence Score
Query	Expected Intent	Bot 1 Returned Intent	Bot 1 Confidence Score	Bot 2 Returned Intent	Bot 2 Confidence Score
Query	Expected Intent	Bot 1 Returned Intent	Bot 1 Confidence Score	Bot 2 Returned Intent	Bot 2 Confidence Score
Expected	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5
Bot 1 Returned	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5
Bot 2 Returned	Slot_Name 1	Slot_Name 2	Slot_Name 3	Slot_Name 4	Slot_Name 5
	Slot_Value 1	Slot_Value 2	Slot_Value 3	Slot_Value 4	Slot_Value 5

Mockup Example

THE MOCKUPS OF LEX DASHBOARD



👍 Check out the [Interactive Prototype](#)



MyFS Digital Experience Registration/Login

CLIENT

Toyota Financial Services

PROJECT

Registration/Login Redesign

INDUSTRY

Financial Services

PLATFORM

Web and Mobile

DURATION

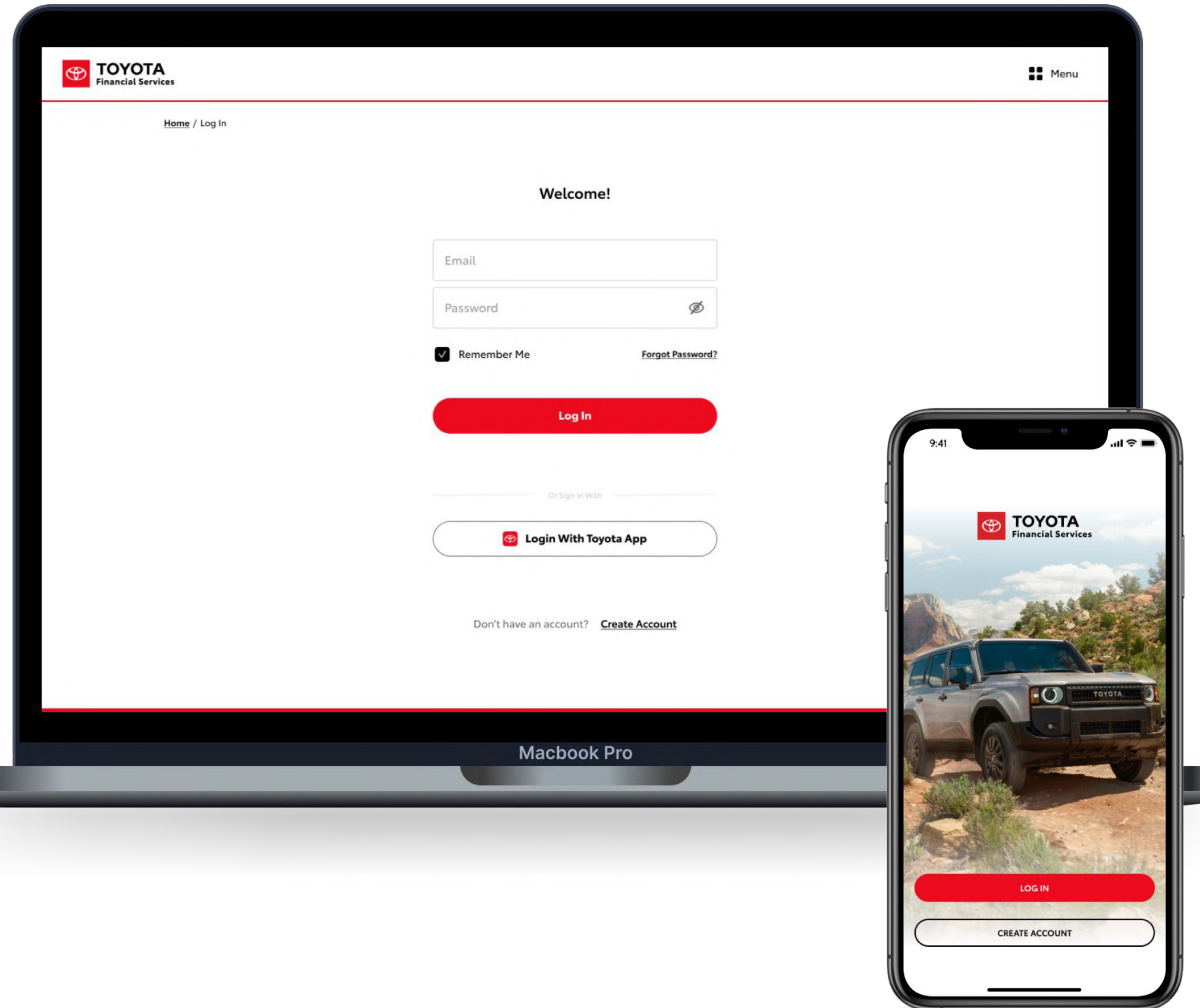
2 Months

ROLE

UX Design Lead

DELIVERY

Competitor Analysis, Prototypes



Project Overview

INTRODUCTION OF THE PROJECT

Redesigned for the registration and login experiences for TFS users, enabling users to authenticate without redundant prompts, streamlining workflows and enhancing the customer experience.

My design tasks mainly included the following parts:

- Competitive Analysis
- Ideation on the Redesign
- Create Prototypes

Competitor Analysis

COMPARISON OF 30 AUTO AND FINANCIAL COMPANIES

Name Of The Feature	Nissan Finance	BMW Finance	Tesla	Ford Finance	Mercedes Finance
Info: Customer Name	✓	✓	✓	✗	✓
Info: Email Only	✓	✓	✓	✓	✗
Info: Phone Only	✗	✗	✗	✗	✗
Info: Email and Phone	✗	✗	✗	✗	✗
Info: Email or Phone	✗	✗	✗	✗	✓
Verification: Phone OTP	✗	✗	✗	✗	✓
Verification: Email OTP	✗	✗	✗	✓	✓
Verification: Email Link	✓	✓	✗	✗	✗
Re-enter Email	✓	✗	✗	✗	✗
Re-enter Password	✓	✗	✓	✗	✗
Separate Username	✗	✗	✗	✗	✗
Authenticator App	✗	✗	✗	✓	✗
Linking: SSN	✓	✓	✗	✗	✓ <small>Link 4 SSN</small>
Linking: VIN	✗	✗	✓	✓ <small>Link 6 VIN</small>	✗
Linking: Account Number	✓	✓ <small>Link 4 SSN</small>	✗	✓	✓

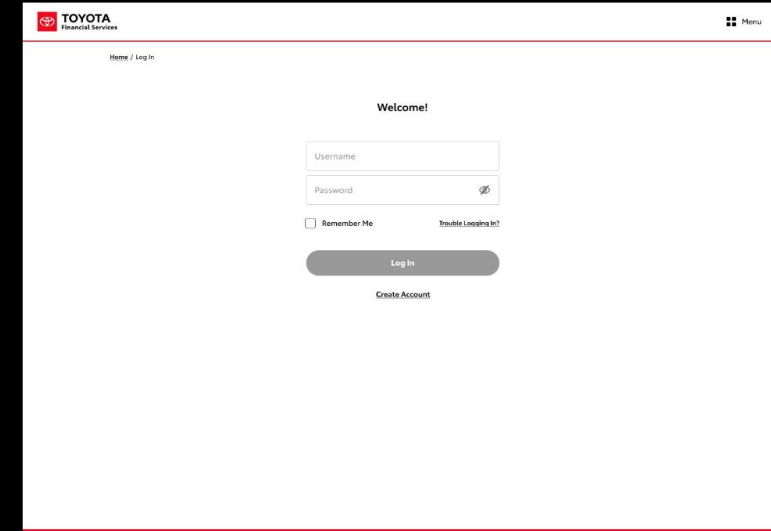
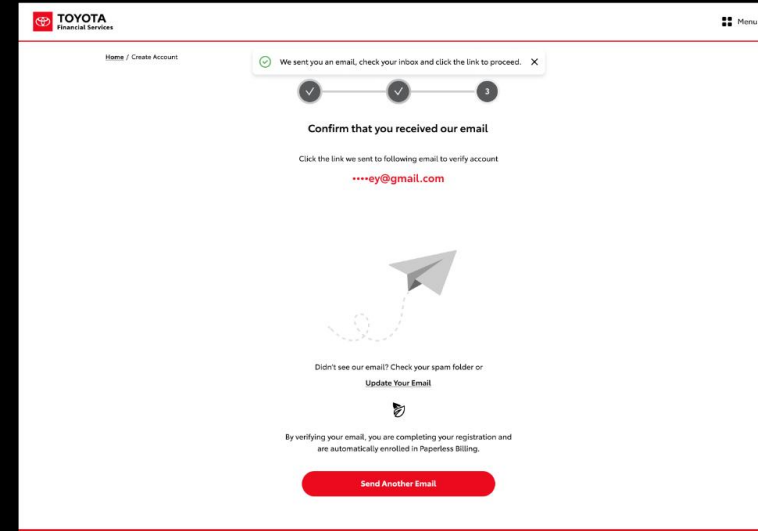
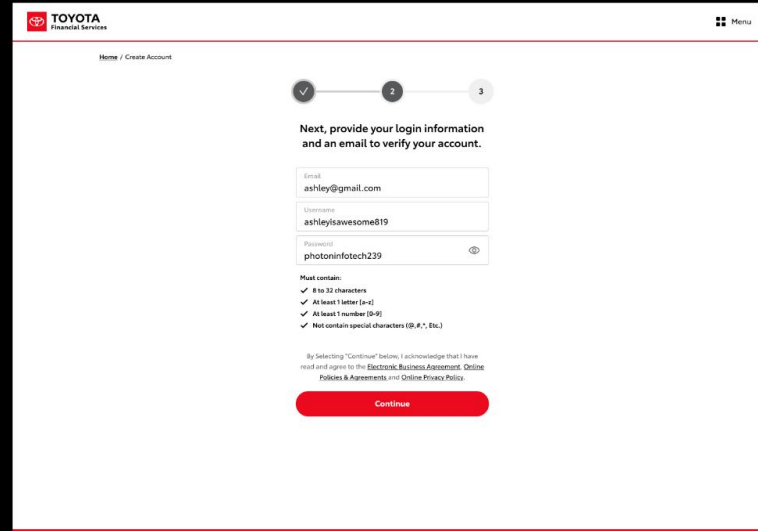
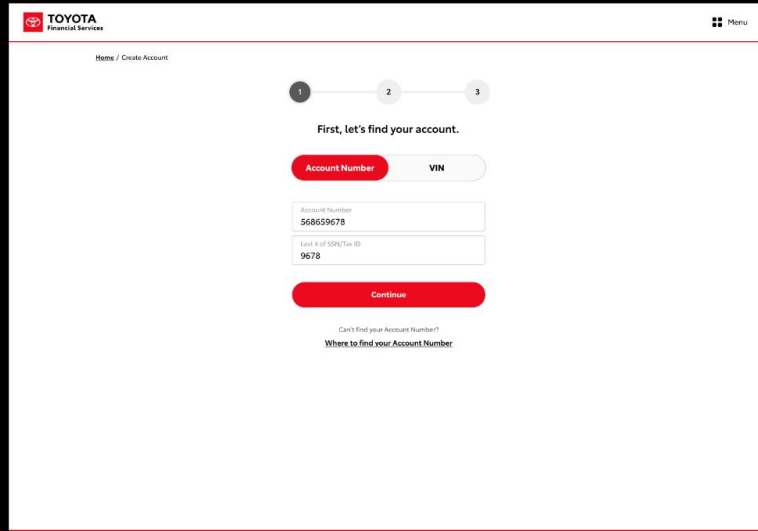
Name Of The Feature	Total (from 30 Apps)	Percent (%)
Separate Login or Reg Page after Splash screen	19	64%
Social Login Options	4	14%
Info: Only Email asked during Registration	9	30%
Info: Only Phone asked during Registration	3	10%
Info: Either Email or Phone asked during Reg	4	14%
Info: Both Email and Phone asked during Reg	13	44%
Info: Re-enter Email field	1	4%
Info: Re-enter Password field	4	14%
Info: Separate Username asked (apart from Email)	2	7%
Verification: Either Phone or Email OTP	20	67%
Verification: Both Phone and Email OTP	0	0%
Verification: Email confirmation Link	3	10%
Change/Edit Email or Phone during OTP	10	34%
Auth: OTP is asked Before password is set	11	37%
Auth: 2-factor Authentication	5	17%
Auth: Captcha	1	4%
Separate pages for email/phone and pass	11	37%
Notifications	8	27%

- 4 of 5 require Email for registration
- 5 of 5 use Email/Phone as Username
- 3 of 5 require SSN and Account Number
- 3 of 5 don't require an Email verification 'Link'

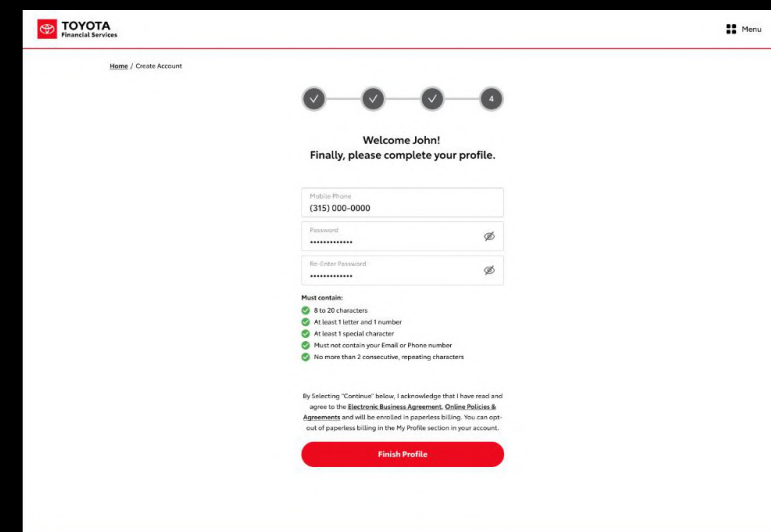
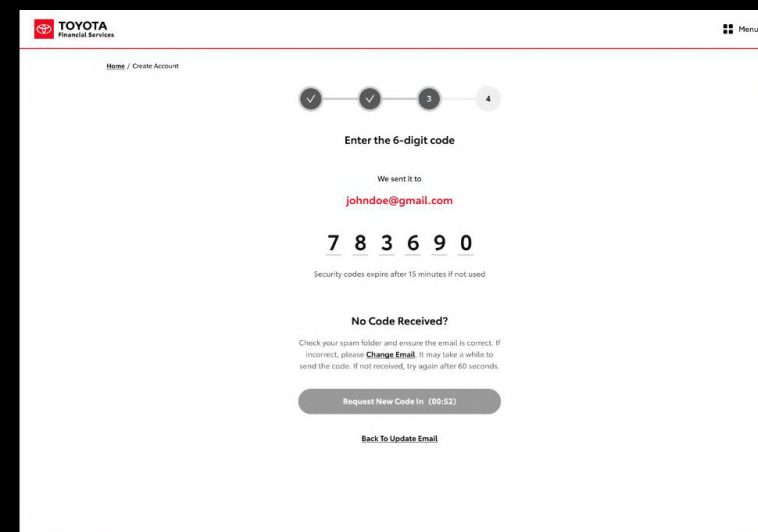
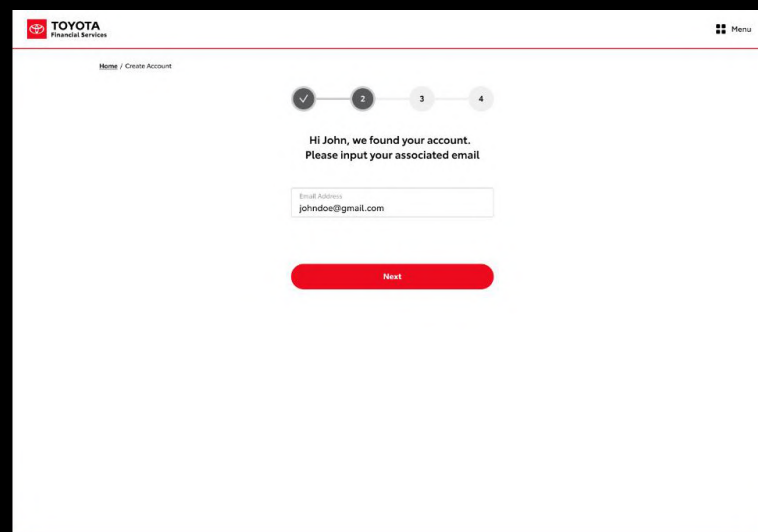
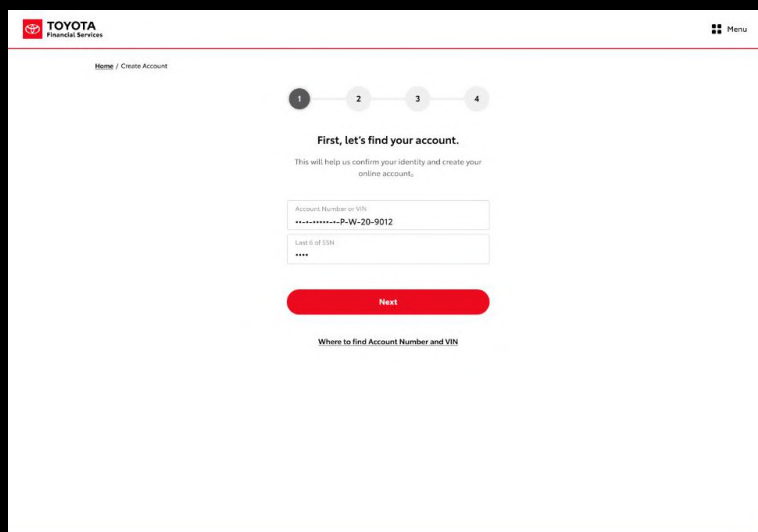
- 64% have a Distinct Login and Registration Page
- 44% require both Email and Phone during Registration
- 67% require verification OTP (MFA) via Phone or Email
- 37% require for OTP before Password is set
- 37% have separate pages for Email, and Phone/Password

Registration Flow Redesign

THE COMPARISON OF THE OLD AND NEW REGISTRATION FLOW

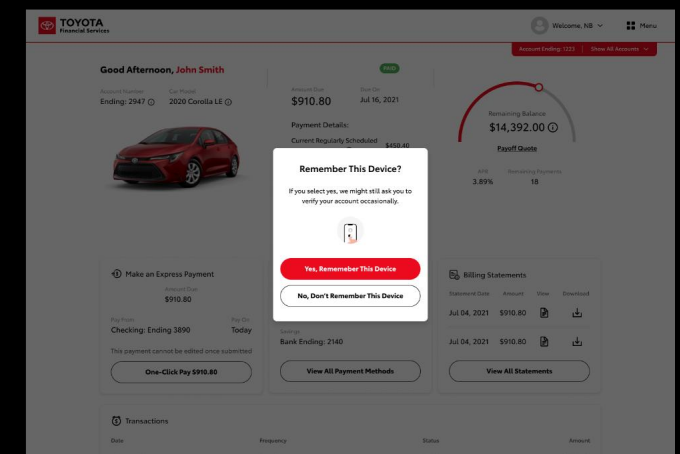
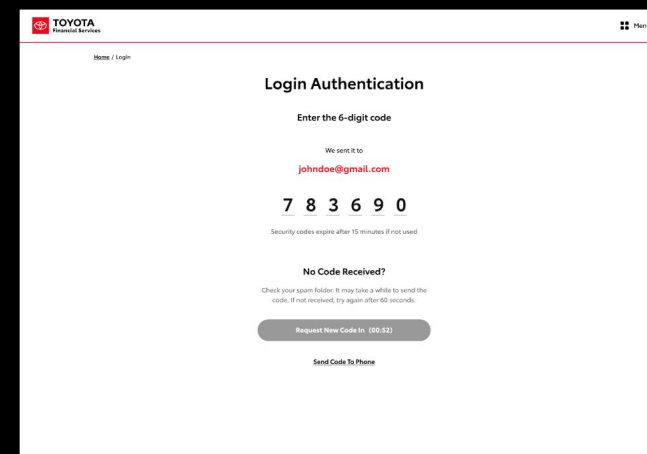
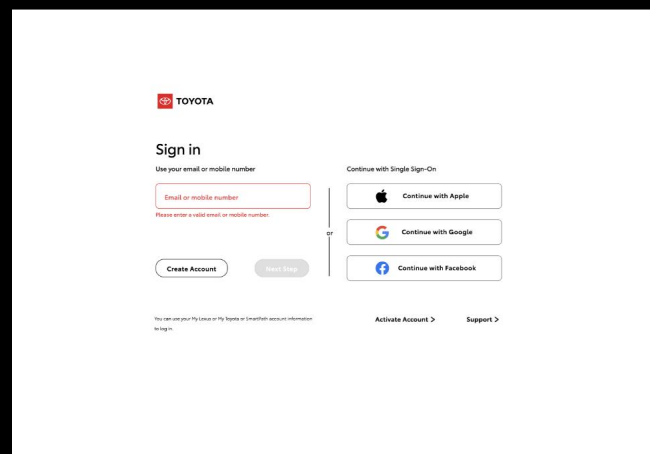
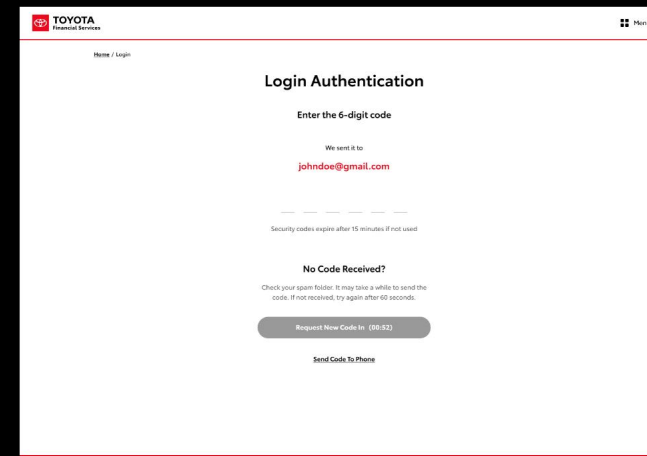
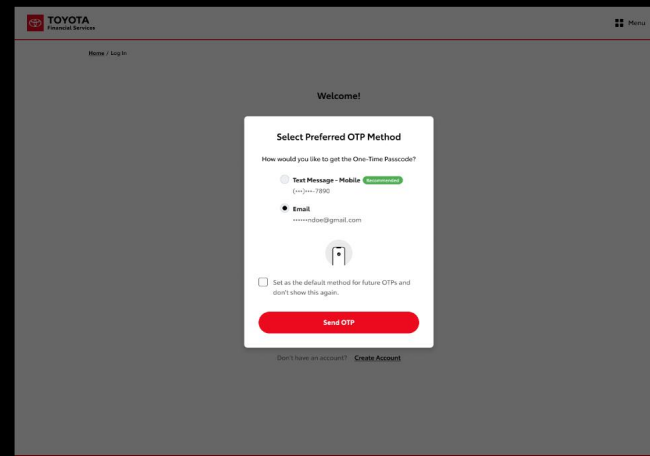
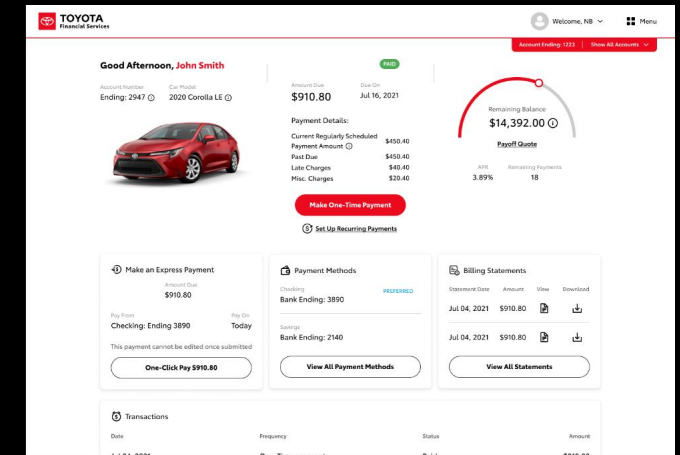
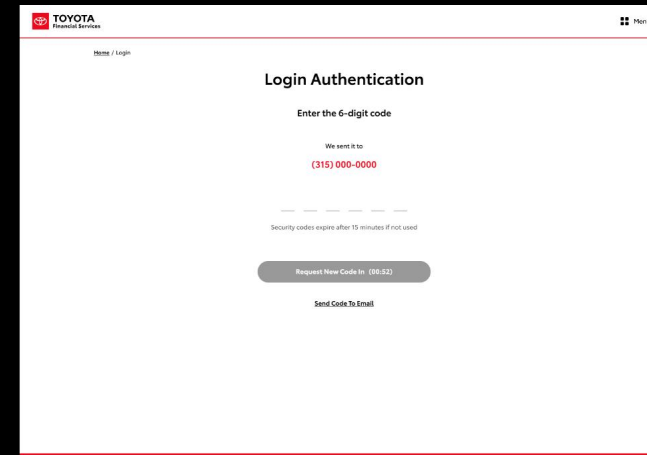
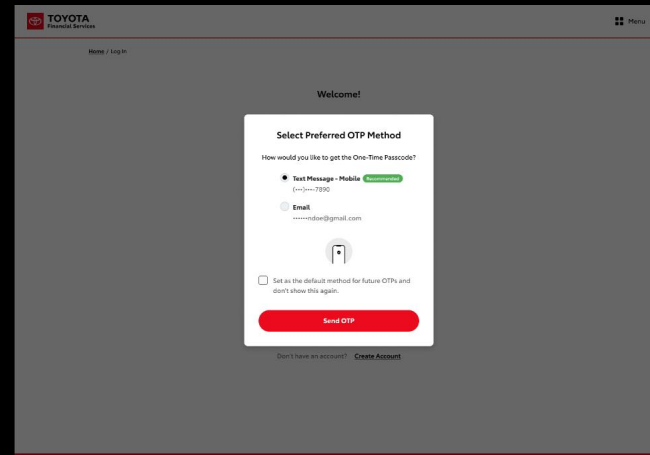
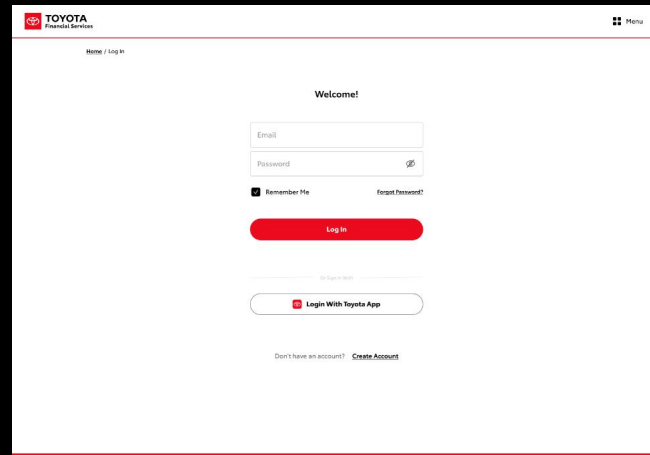


VS



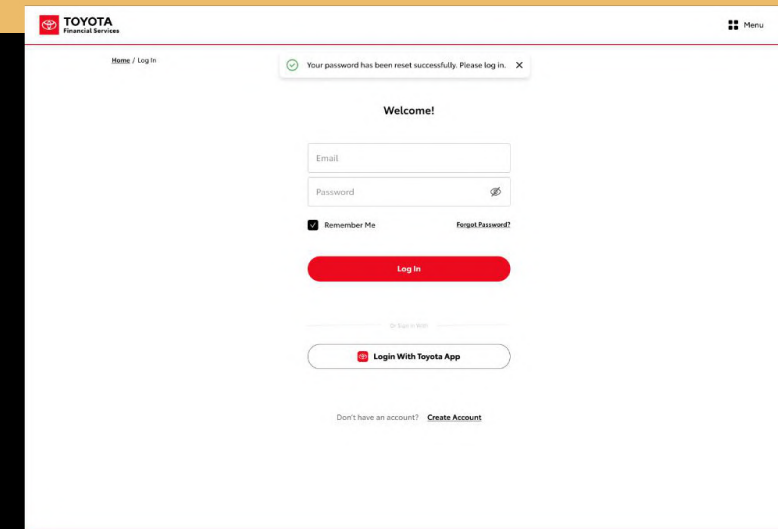
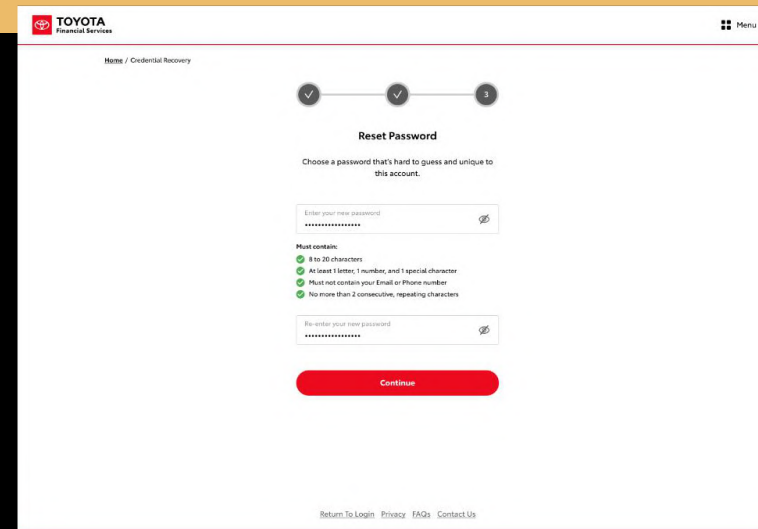
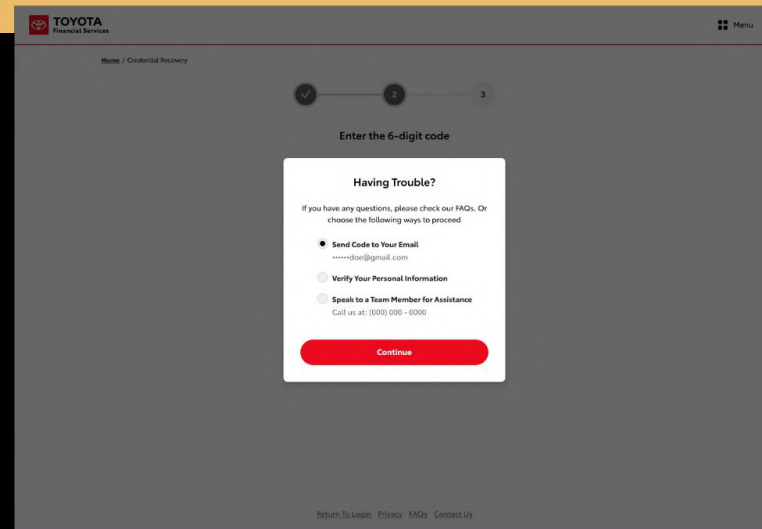
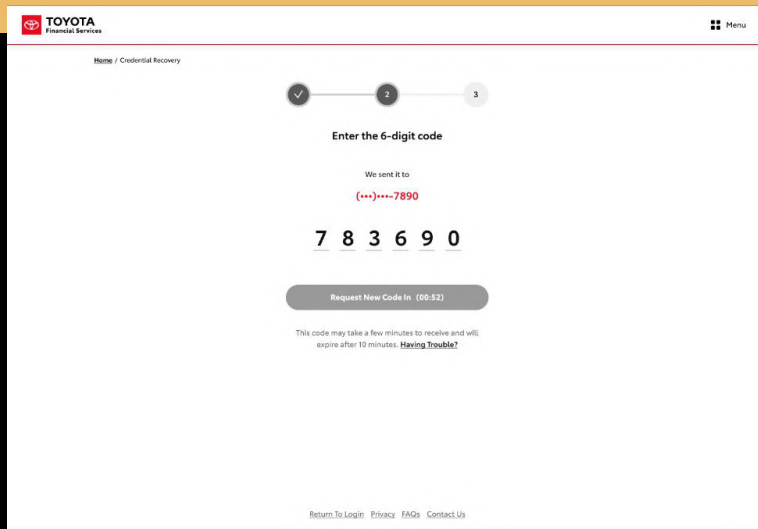
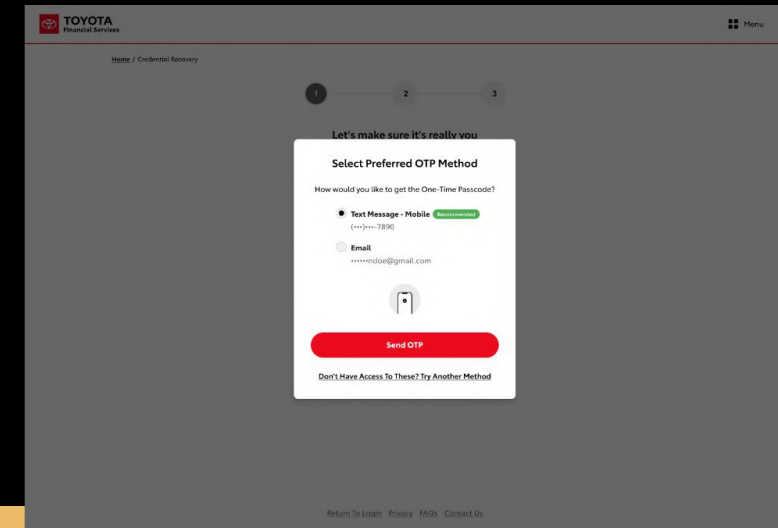
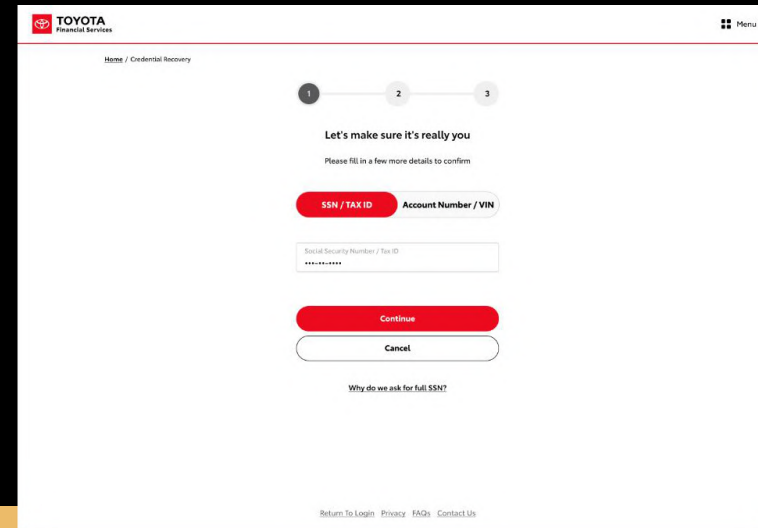
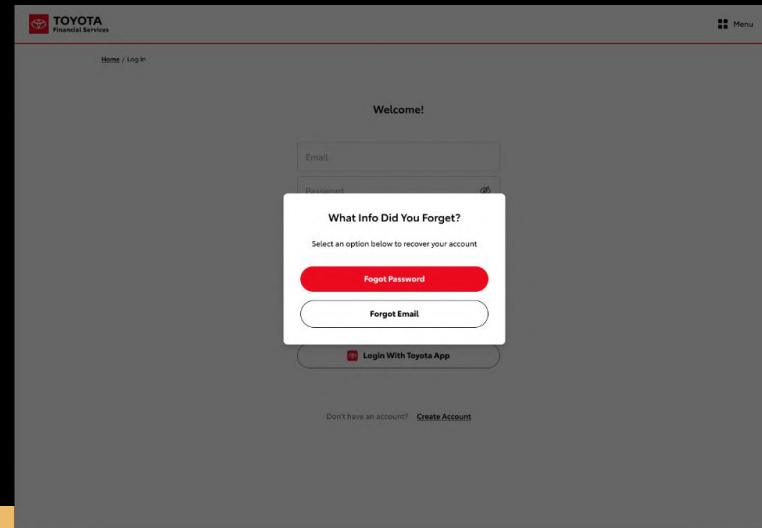
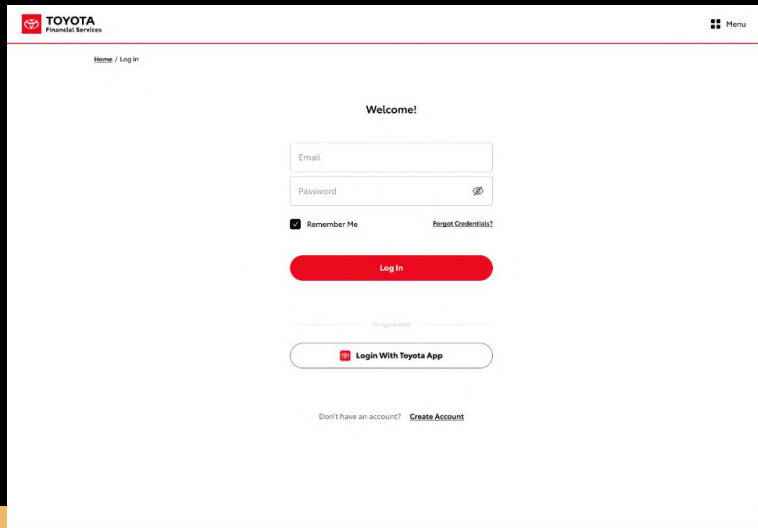
Login Flow Redesign

THE NEW LOGIN DESIGN & SEAMLESS LOGIN WITH TMNA



Credential Recovery Flow Redesign

THE NEW CREDENTIAL RECOVERY DESIGN



MyFS Digital Experience Bass Pro

CLIENT

Toyota Financial Services

PROJECT

Bass Pro Shops Financial
Services Web Design (ReSkin)

INDUSTRY

Financial Services

PLATFORM

Web + Mobile Web

DURATION

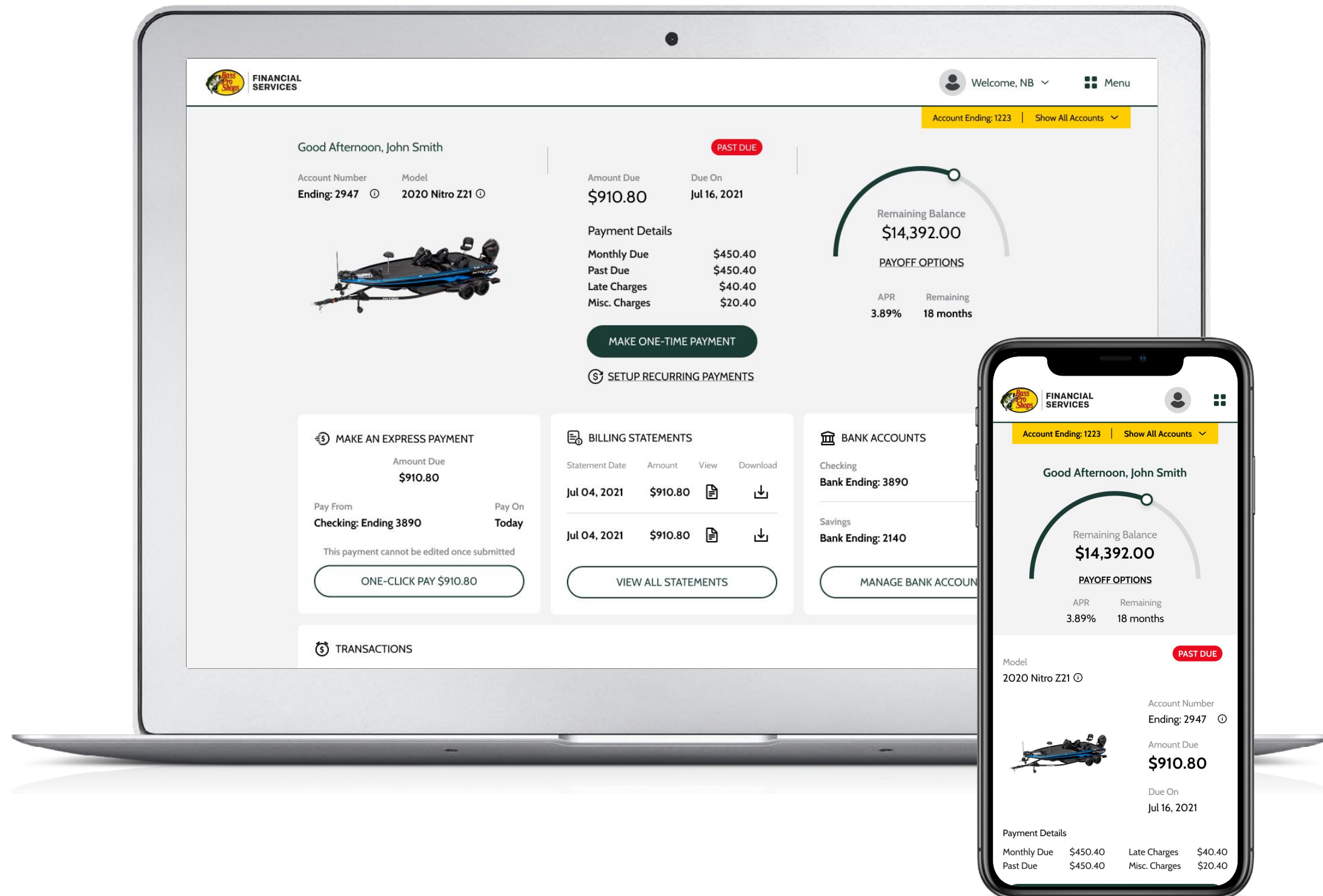
4 Months

ROLE

UX Designer III

DELIVERY

Design System, Wireframes,
Mockups, Prototypes



Project Overview

INTRODUCTION OF THE PROJECT

This project is a Reskin project based on Mazda Financial Services.

The design tasks mainly included creating design system according to the Bass Pro brand style and making changes to specific pages due to different selling properties.

BassPro Web Designs Delivery

Registration/Create Account

All new designs desktop + mobile

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=2%3A2>

Dashboard

All new designs desktop + mobile

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=743%3A2041>

Account Information

All new designs desktop + mobile

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=744%3A2042>

Manage Account(s)

Example screen for reference w/changes

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=749%3A2044>

Common Screens

Loader + 404 Page

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=756%3A18502>

Unauthenticated Web

Changes of colors + Typography

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=1330%3A19100>

Other BassPro UI

Example screen for each flow for reference

COLORS + TYPOGRAPHY

<https://www.figma.com/file/LLaAWC8dikg6AjAFAMVbd/BassPro-UI-Update?node-id=744%3A2044>

Design System (1)

BUILD DESIGN SYSTEM ACCORDING TO NEW BRAND STYLE

Display 1

Font-weight	Size	Line-Height
Bold	60px	72px

Display 2

Bold	48px	57px
------	------	------

HEADING H1

Bold	36px	43px
------	------	------

HEADING H2

Bold	30px	36px
------	------	------

HEADING H3

Bold	24px	29px
------	------	------

HEADING H4

Bold	20px	28px
------	------	------

Body 1

Regular	18px	24px
---------	------	------

Body 2

Bold	18px	24px
------	------	------

Body 3

Regular	16px	20px
---------	------	------

Body 4

Bold	16px	20px
------	------	------

BODY 4 CAP

Bold	16px	19px
------	------	------

BODY 4 LINK

Bold	16px	19px
------	------	------

Body 5

Regular	14px	17px
---------	------	------

BODY 5 LINK

Bold	14px	17px
------	------	------

Body 6

Bold	13px	16px
------	------	------

BODY 7 CAP

Bold	12px	19px
------	------	------

BODY 7 LINK

Bold	12px	19px
------	------	------

Label L1

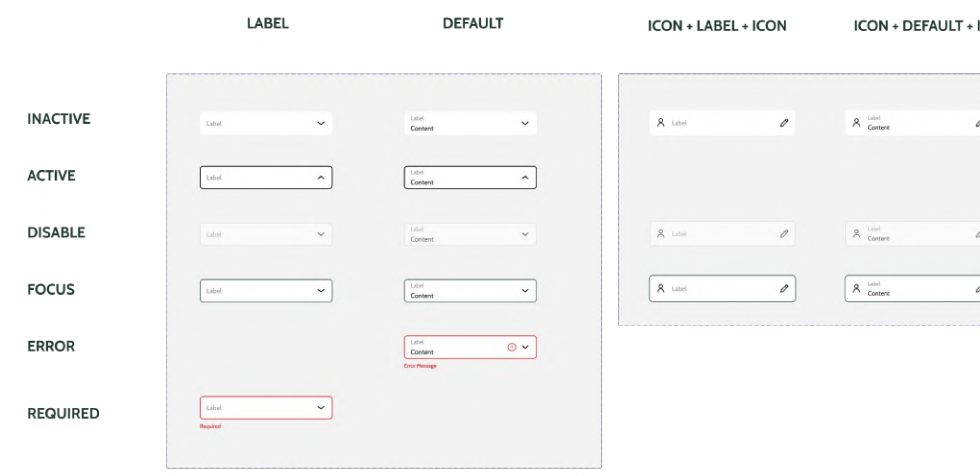
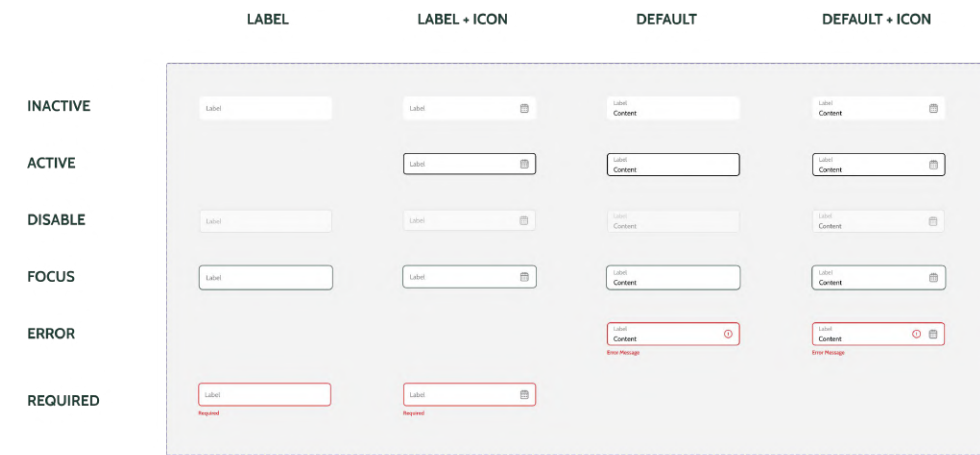
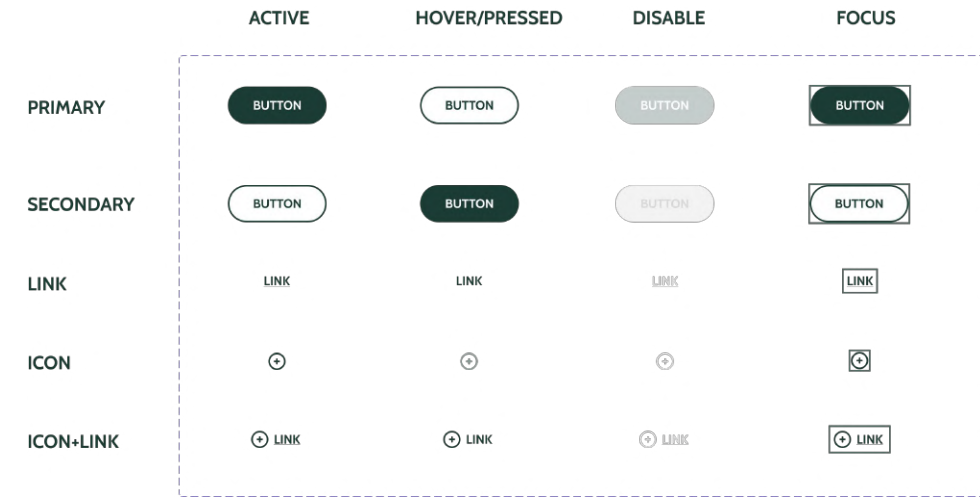
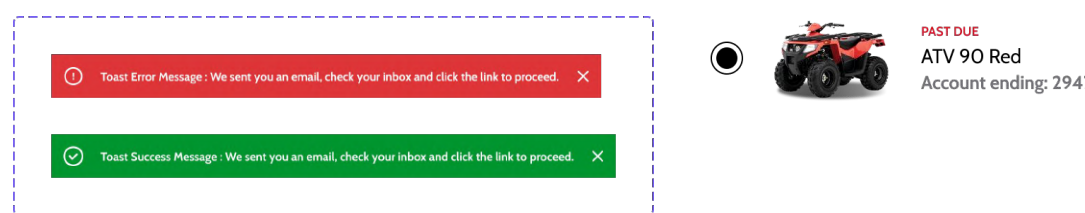
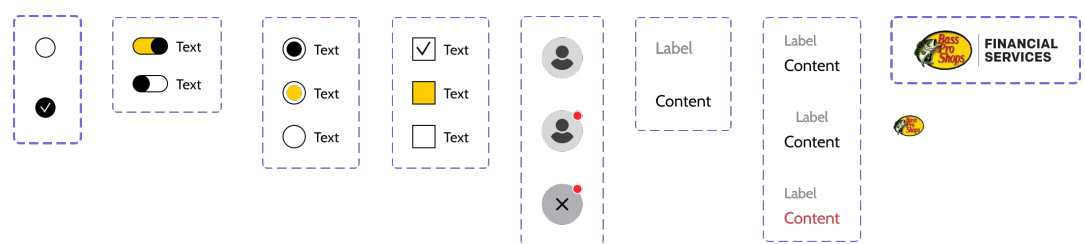
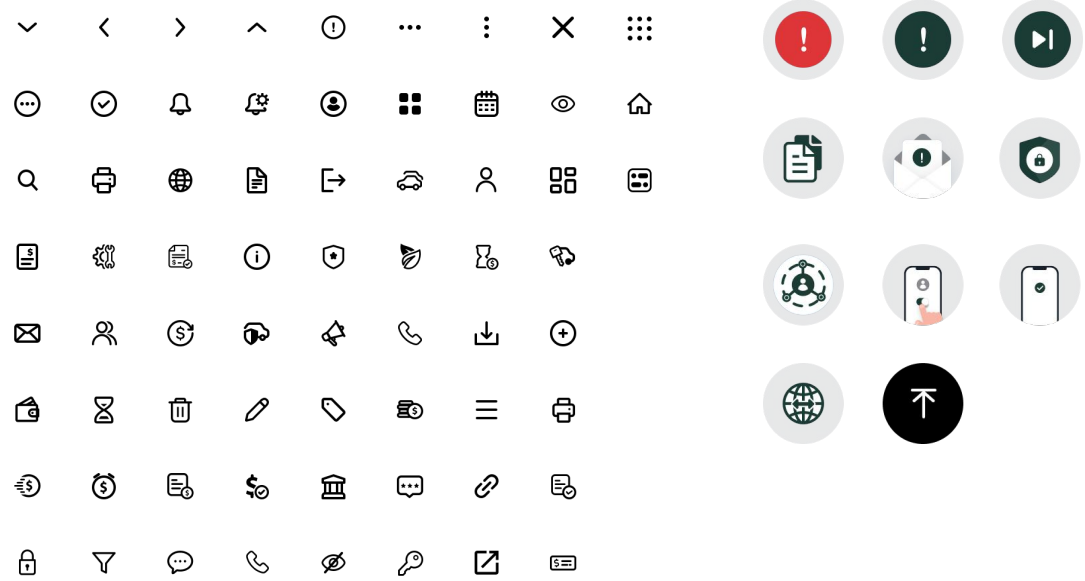
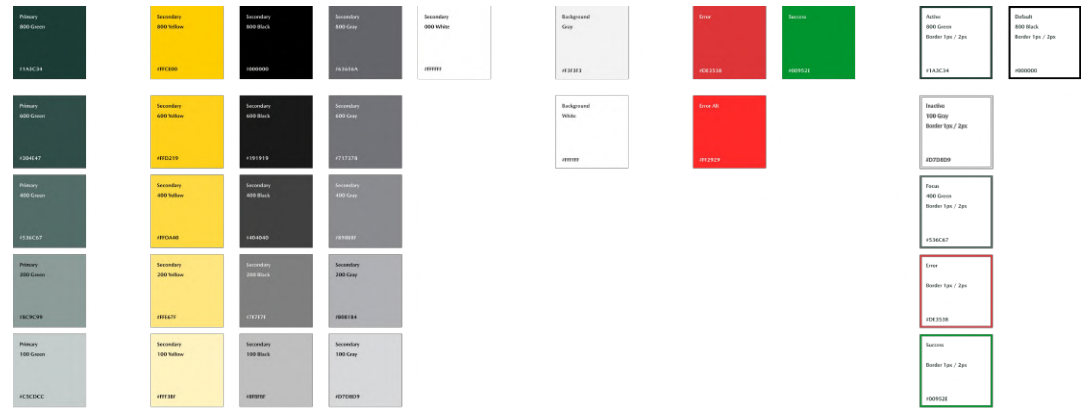
Regular	11px	13px
---------	------	------

LABEL L1 LINK

Regular	11px	13px
---------	------	------

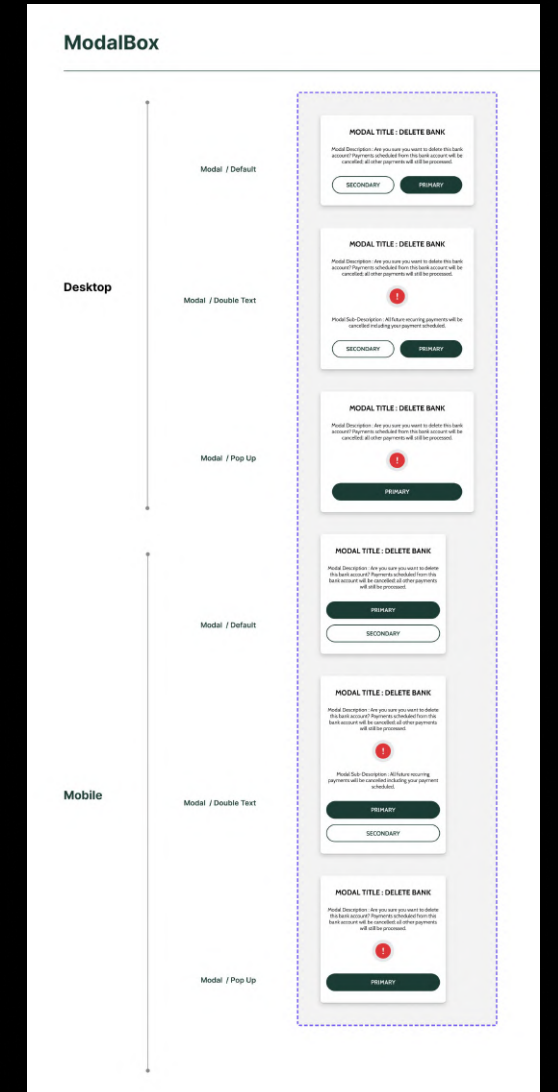
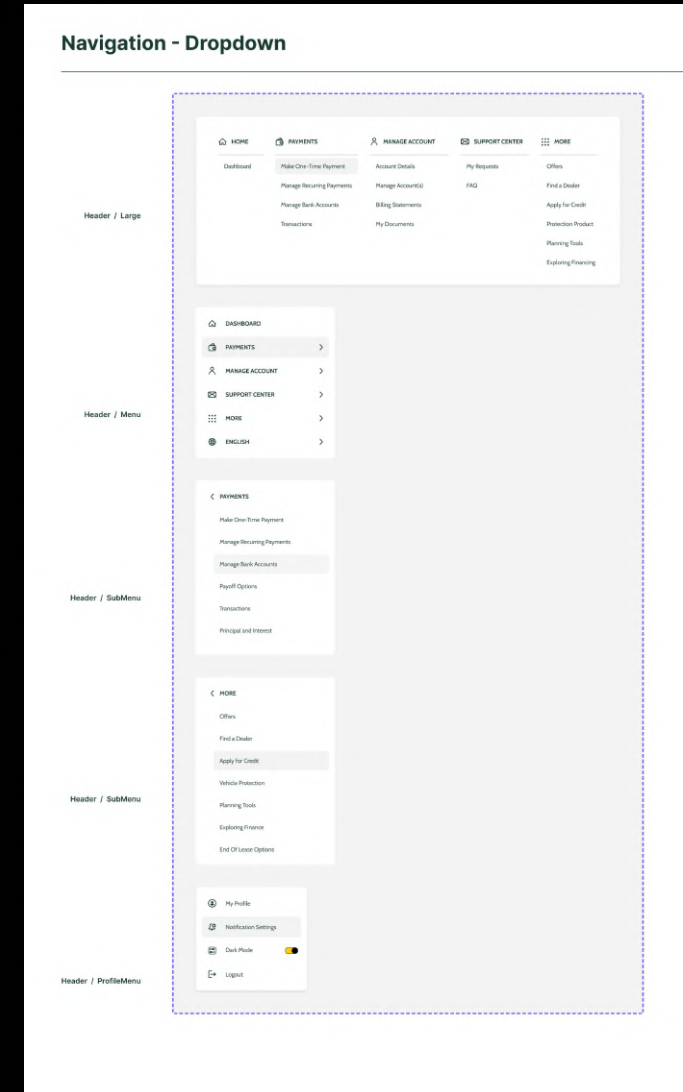
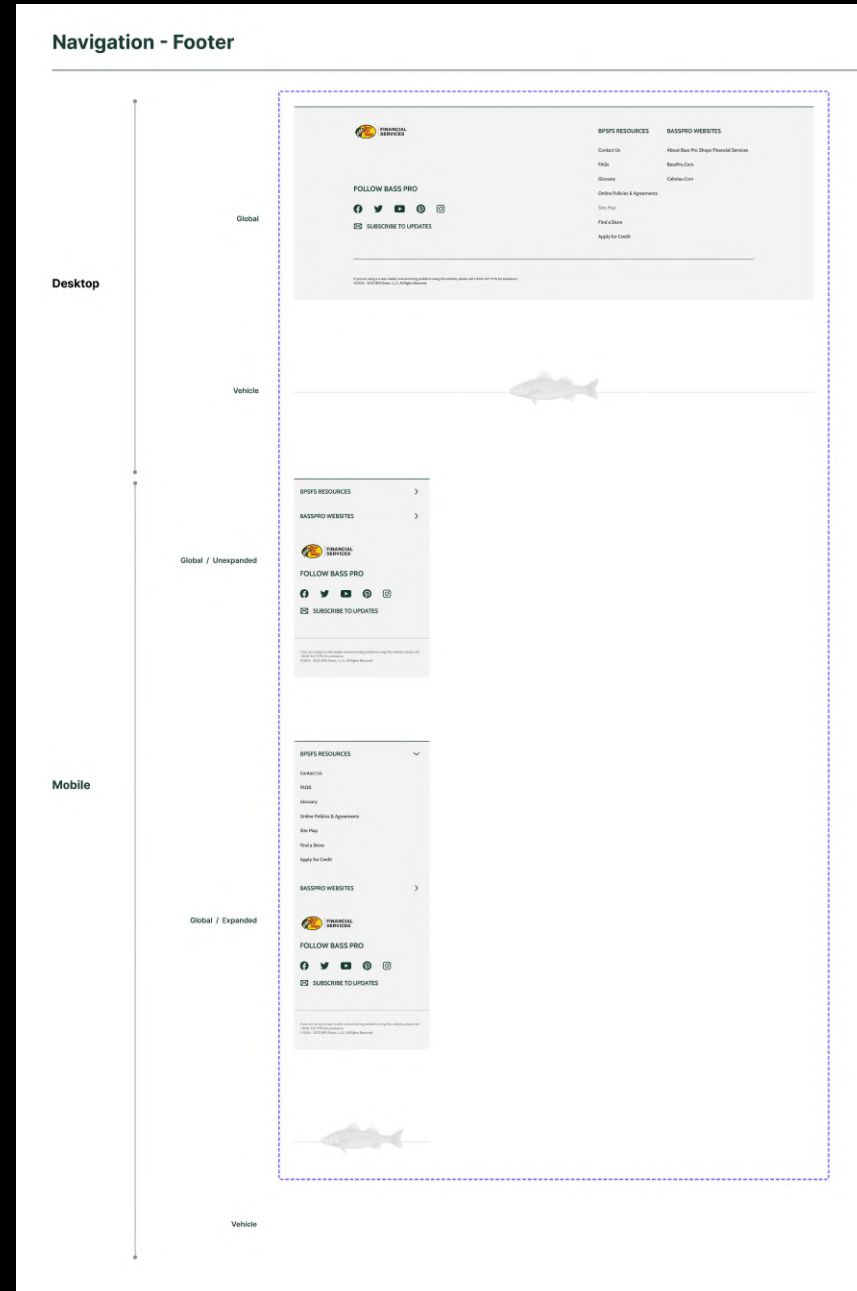
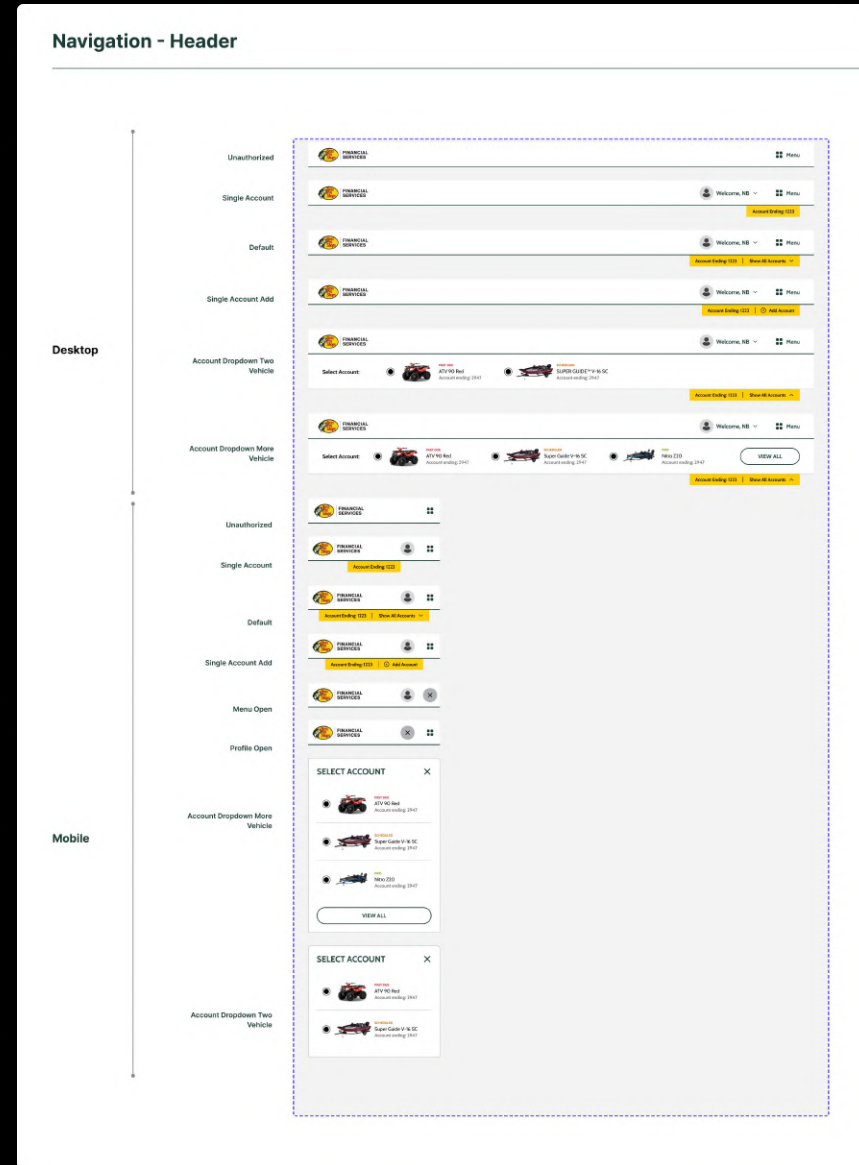
Label L1

Bold	9px	12px
------	-----	------



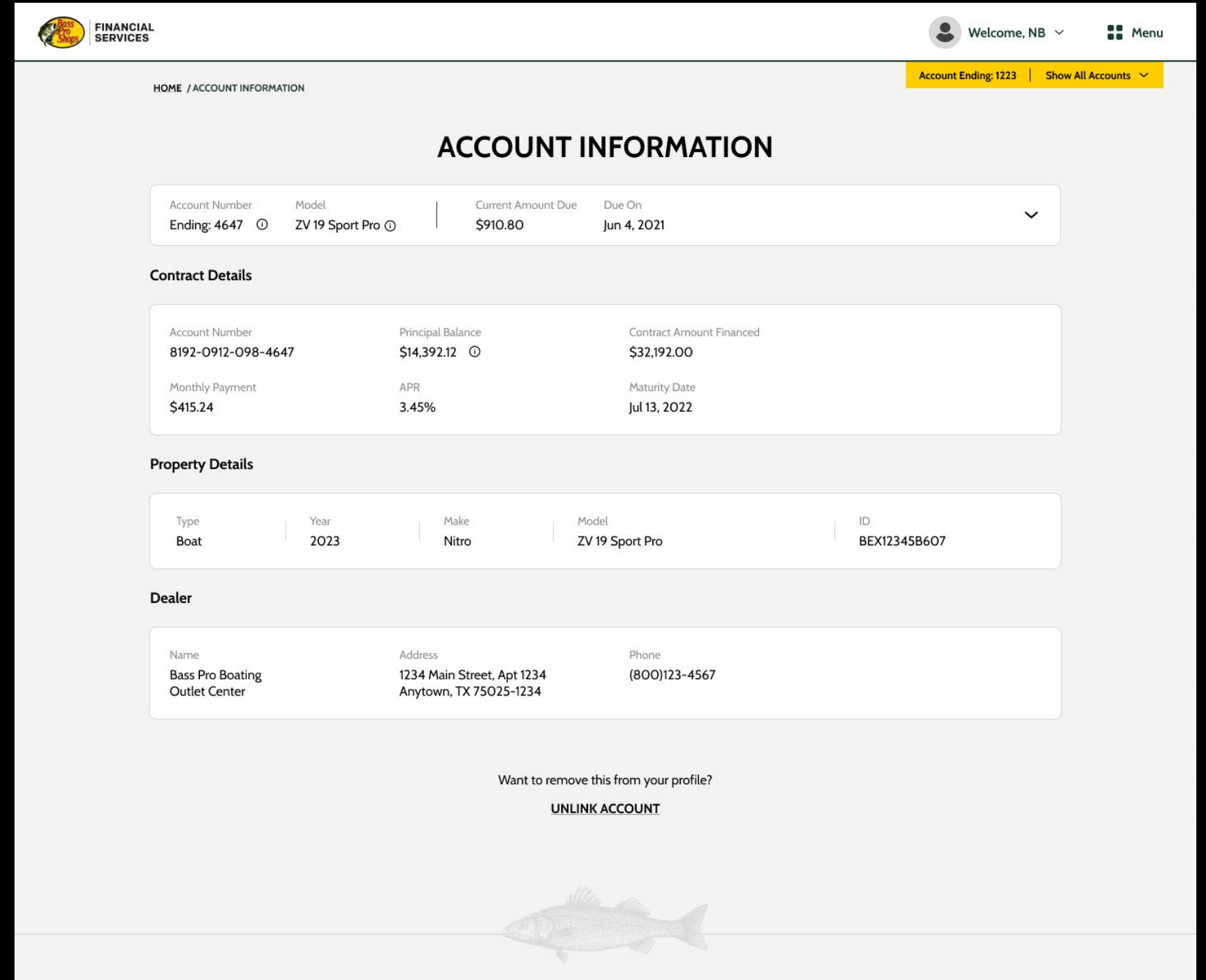
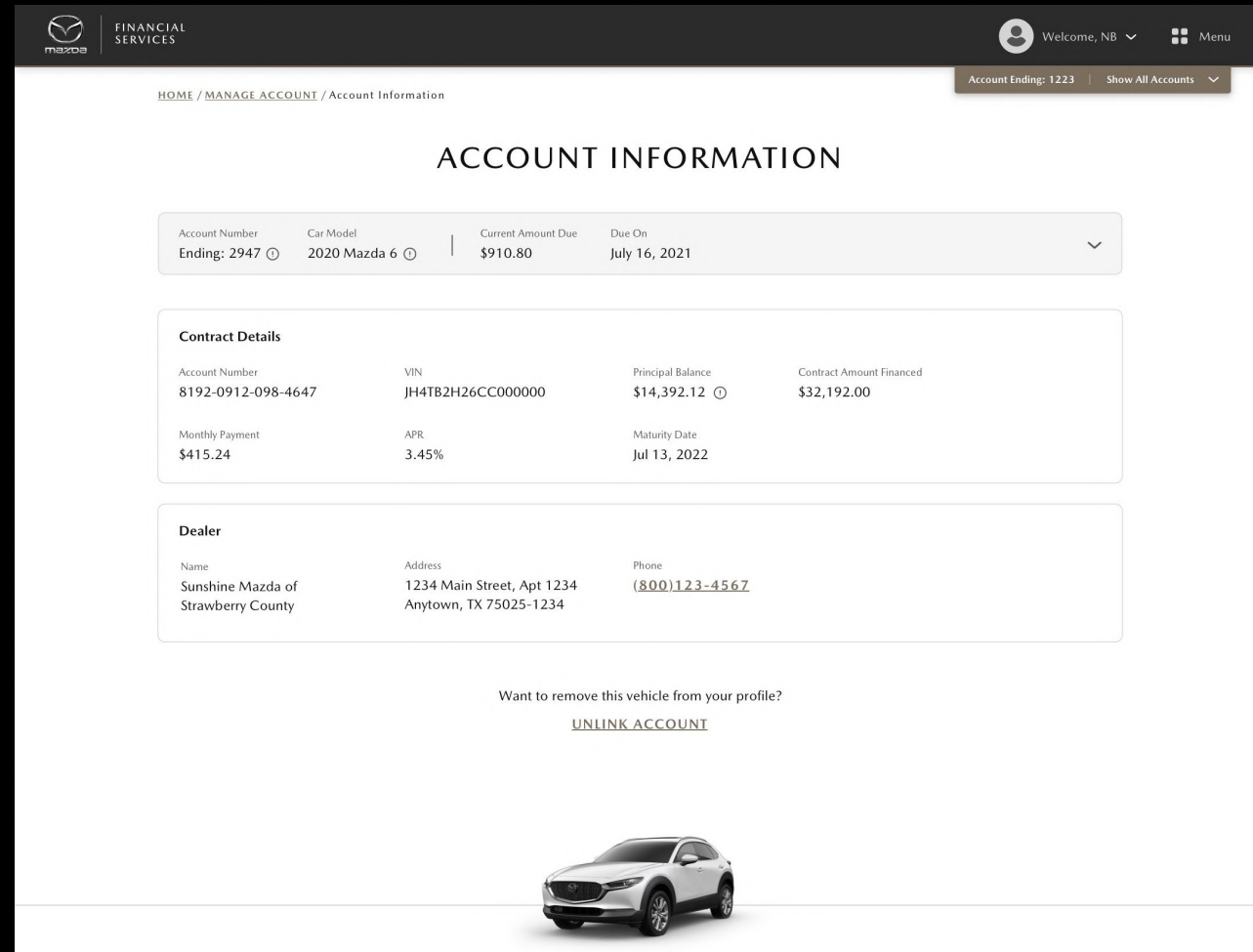
Design System (2)

BUILD DESIGN SYSTEM ACCORDING TO NEW BRAND STYLE



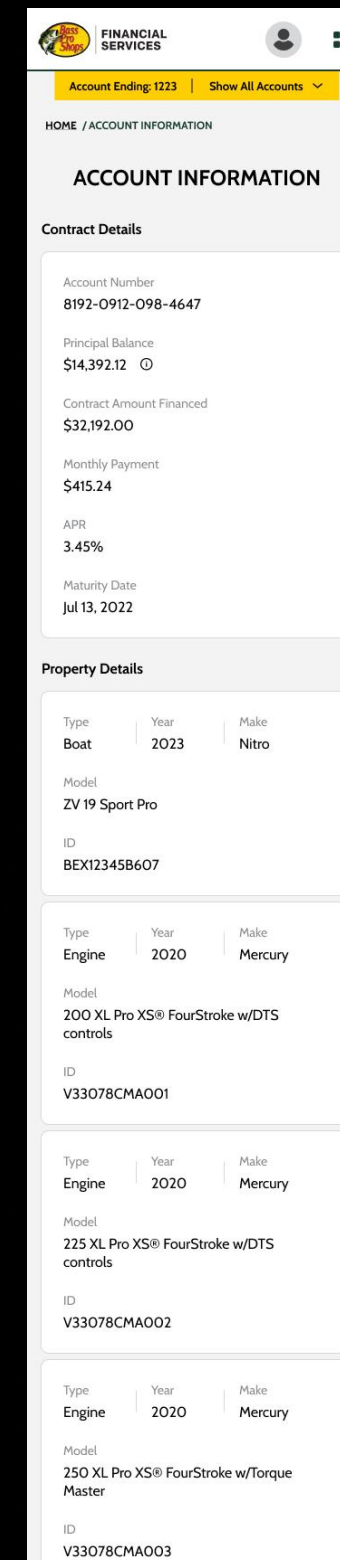
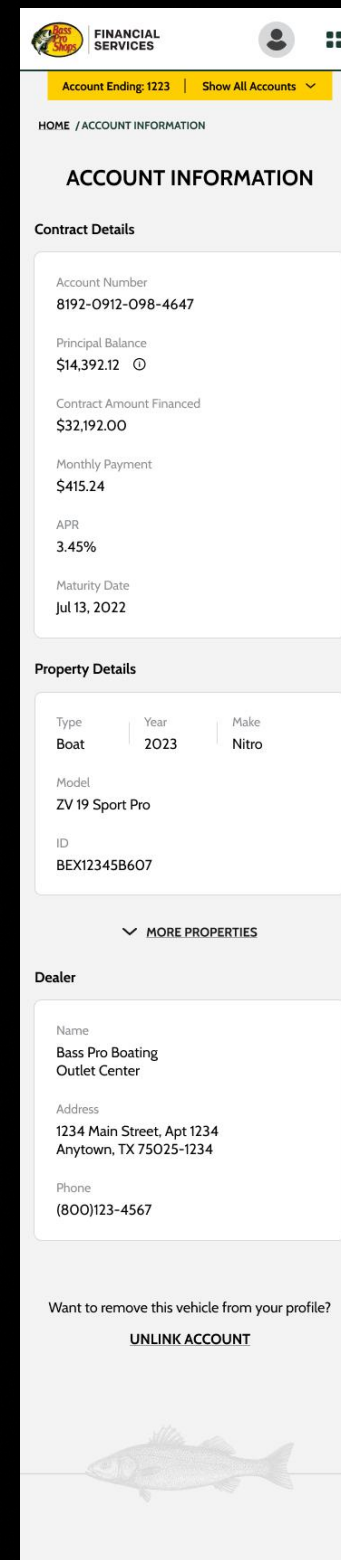
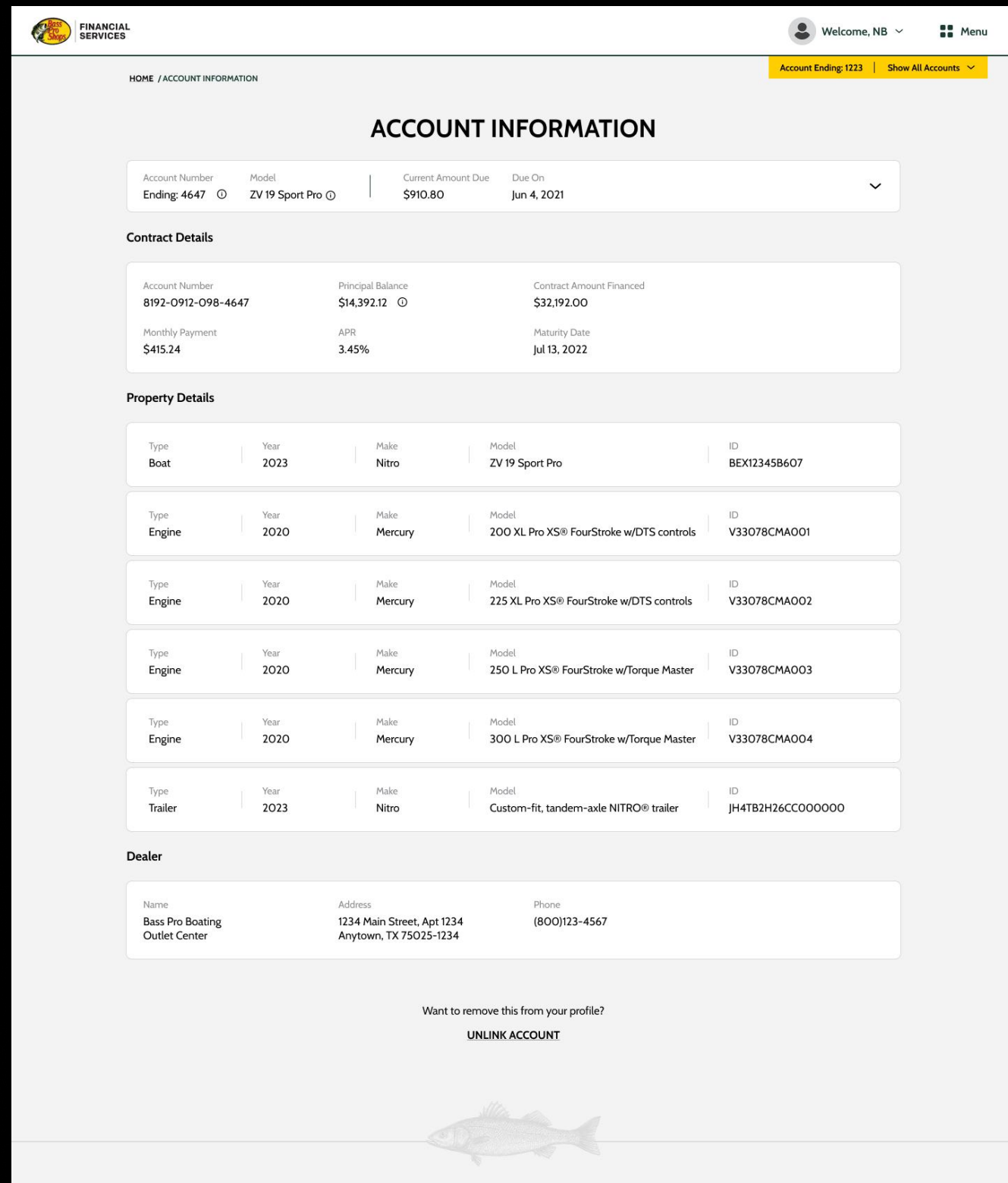
Mockup Example: Account Information_One Property

TAKE THE ACCOUNT INFORMATION PAGE AS AN EXAMPLE



Mockup Example: Account Information_Multi-Properties

TAKE THE ACCOUNT INFORMATION PAGE AS AN EXAMPLE





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