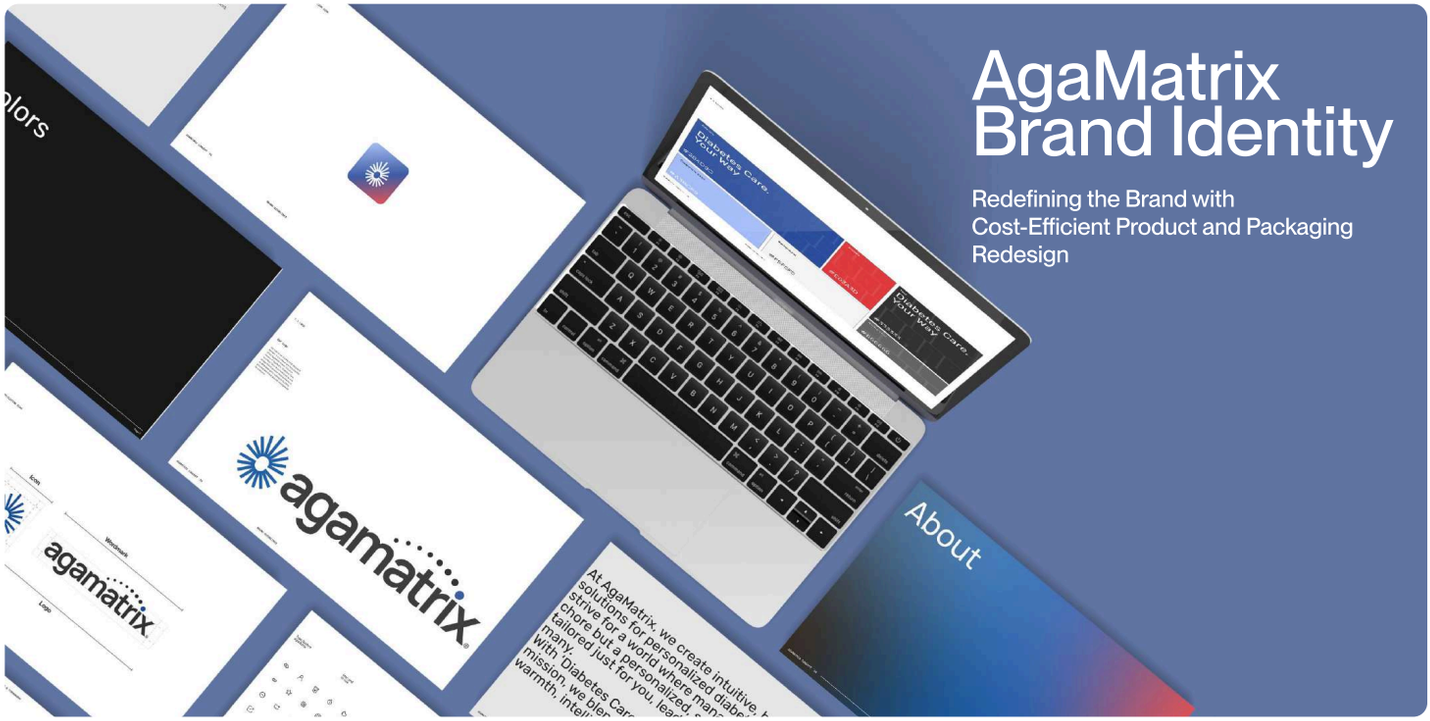


Graphic Design
Package Design
Product Design
Data Driven Dicision

My Role

Product Designer
Product Manager
Apply to Digital/Physical product

Timeline

2024 Q2-Q4

Team

Designer: Jaein Kim

Engineer: Tyler Ryu
IT: David Crafts

Skills

Product Design
Package Design
Graphic Design
Adobe Creative Suite
Arena Empower

PROJECT GOAL

Align brand identity and packaging design to create a cohesive, modern, and cost-efficient experience across platforms

My first assignment after joining the company was to update the brand identity. Design a trustworthy and user-friendly brand identity for AgaMatrix that reflects the empowering message of "Diabetes Care, Your Way" and enhances the user experience of existing products.

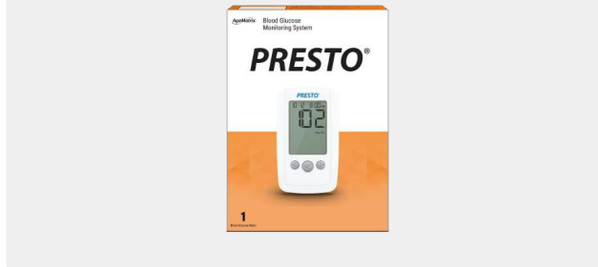
OUTCOMES

Increased satisfaction by 30% post-redesign
Reduced manufacturing costs by 20%

AgaMatrix

agamatrix

Old Logo & Packaging



Redesigned version

Impacts

Production began in Q3 2024, delivering outcomes such as a 20% reduction in manufacturing costs and a 30% increase in satisfaction. The redesigned packaging will be included in the 2025 Q1 build, projecting further visible revenue growth.

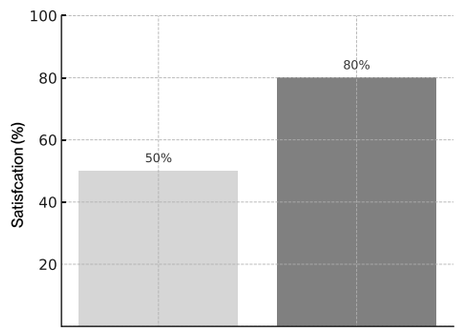
Improved Cross Platform Usability

Web Package Marketing Images

cvs amazon sanofi meijer

20% Cost Reduction

New Process: $5/unit



30% Increased Satisfaction Growth

Before vs. After
According to internal survey

SUBSECTION 1

Brand Identity Redesign

PROBLEM DEFINITION

"Our aging brand identity lacked modernity and trust, impacting perception and usability across digital and physical platforms."

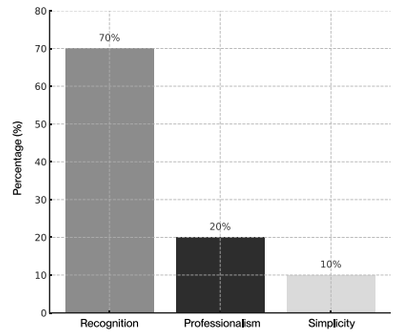
Key Challenges

- Outdated skeuomorphic logo design.
- Difficulty maintaining consistent colors across platforms due to complex gradients.
- Lack of professional and modern appeal in branding.

RESEARCH & INSIGHTS

Conduct Internal Survey

To better understand the AgaMatrix brand image and color preferences, conducted an internal survey of 35 employees over a two-week period to understand brand perception and identify areas for improvement.



Key Elements for AgaMatrix Branding

PRE-REDESIGN

Key Findings

To maintain brand recognition while subtly modernizing the image, the rebranding retained the existing logo, focusing on color and form adjustments while upholding the core "Accurate, Affordable" identity.

SOLUTION & EXECUTION

Redesign Brand Identity

- Transitioned from skeuomorphic to flat design for a modern aesthetic.
- Updated the color palette to a bold blue with complementary grey tones, ensuring consistent application across digital and print platforms.

Old

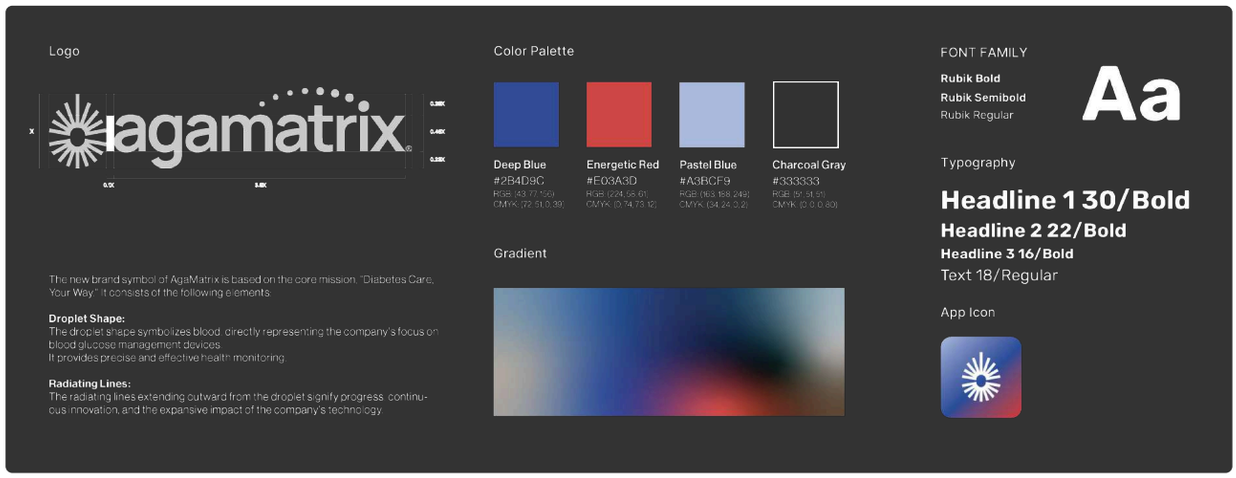
New

Aspect	Key Finding (Before Redesign)	Impact of Redesign
Logo Elements	• 70% prioritized Recognition • 20% valued Professionalism • 10% preferred Simplicity	Simplified for clarity and increased recognition. Modernized design aligns with professionalism. Eliminated unnecessary elements for cleaner visuals.
Color Preferences	• 50% preferred Blue, symbolizing trust and reliability. • 30% supported Blue & Grey combination. • 20% chose “Other Colors”.	Adopted a bold and consistent blue palette. Incorporated complementary grey for a modern aesthetic. Focused on the majority preferred colors
Satisfaction	• Initial satisfaction was 50%	Increased to 80% post redesign based on internal feedback.

SOLUTION & EXECUTION

Redesign Brand Identity

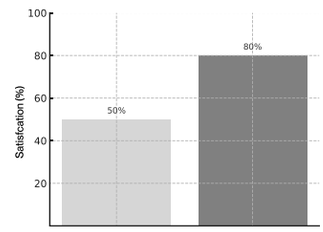
- Transitioned from skeuomorphic to flat design for a modern aesthetic.
- Updated the color palette to a bold blue with complementary grey tones, ensuring consistent application across digital and print platforms.



IMPACT

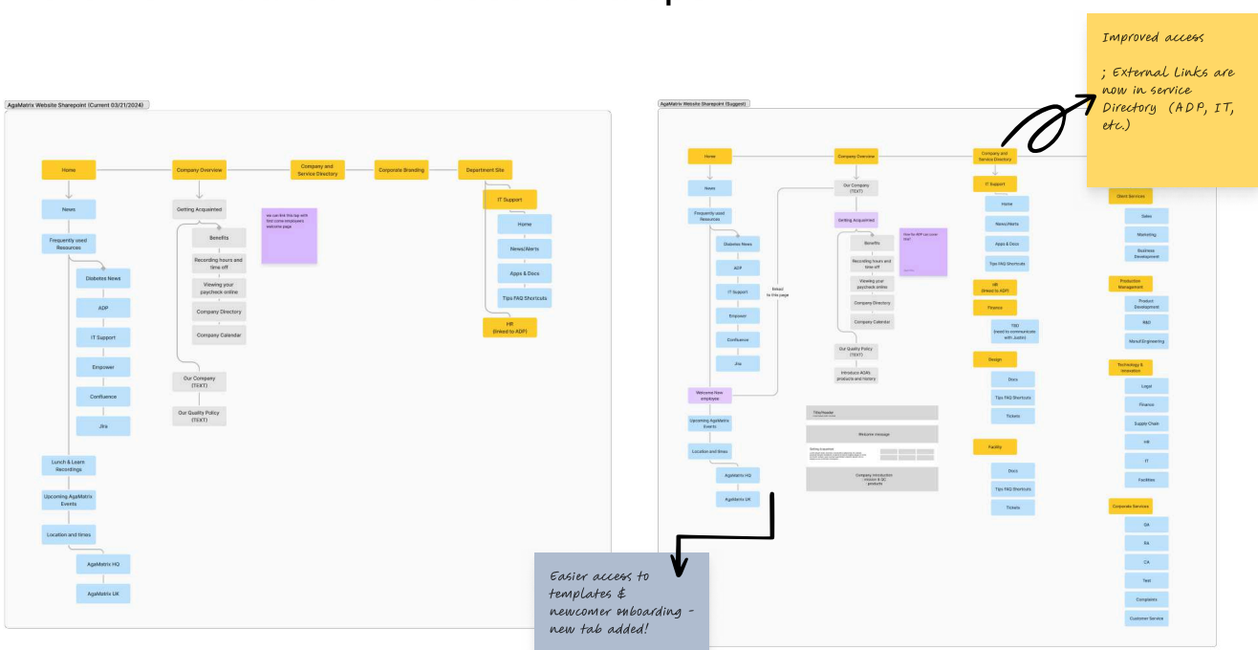
Impact after updates

- Satisfaction increased by 30% based on follow-up surveys.
- Enhanced brand trust and professional appeal across stakeholders.



SOLUTION & EXECUTION

Build New Intranet in Microsoft Sharepoint



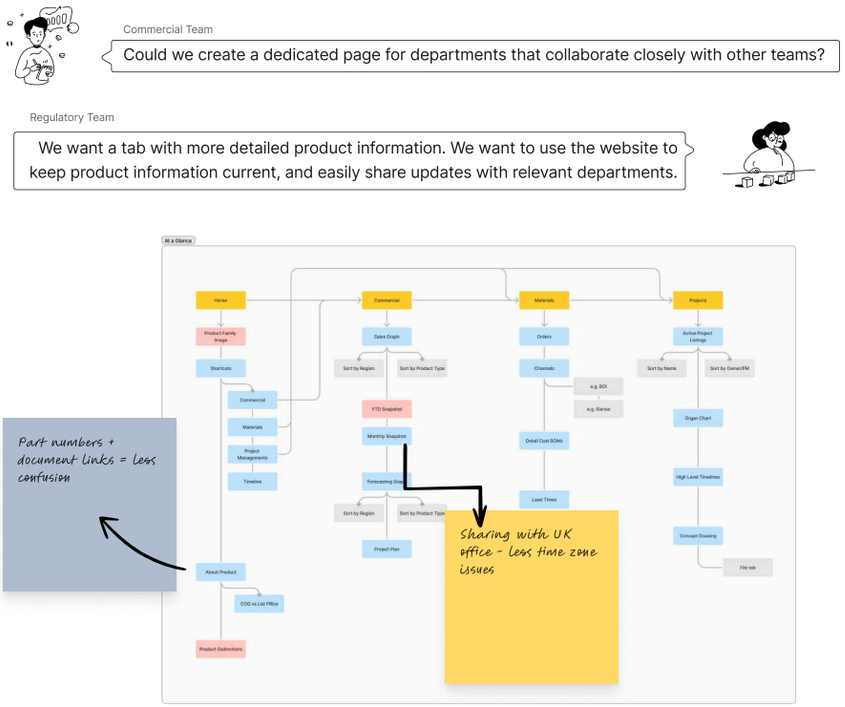
Old Webpage Structure

New Webpage Structure

SOLUTION & EXECUTION

After Feedback, Add “At a Glance” Webpage

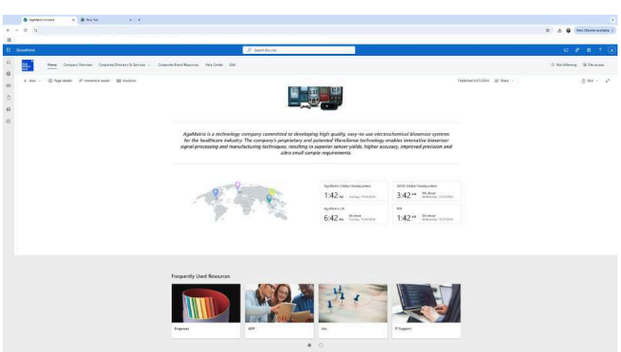
Given the nature of the medical device industry and the need for several departments to closely monitor product updates, a dedicated "At a Glance" webpage was created to provide a centralized overview of product status.



SOLUTION & EXECUTION

Webpage made in Sharepoint

Considering the project's budgetary and temporal limitations, Microsoft SharePoint was selected for its robust sharing and collaboration functionalities.



SUBSECTION 2

Blood Glucose Meter Packaging Redesign

OVERVIEW

Modernizing Presto's Packaging and Materials to Balance Cost Efficiency with Brand Perception

The Presto meter and test strip reskin project aimed to reduce production costs while maintaining AgaMatrix's updated brand identity. The project involved redesigning the carton packaging for the Presto meter and two types of test strips, as well as their owner's guides, to align with these goals.

MY ROLE

As the lead designer for this project, I was responsible for:

- Designing the carton packaging and inserts for the Presto meter and two types of test strips.
- Worked closely with the regulatory team to navigate complex FDA requirements, ensuring all designs met compliance standards without compromising visual appeal.

Impacts:

- These designs contributed to a 15% reduction in production costs while reinforcing brand consistency.
- Refined the packaging design through three iterations, addressing stakeholder concerns around readability and print efficiency.
- This experience reinforced my ability to balance regulatory constraints with creative design solutions under tight deadlines.

PROCESS

1. Analysis target group and design theme

I began by analyzing the existing designs and identifying areas for improvement in line with the updated brand guidelines.

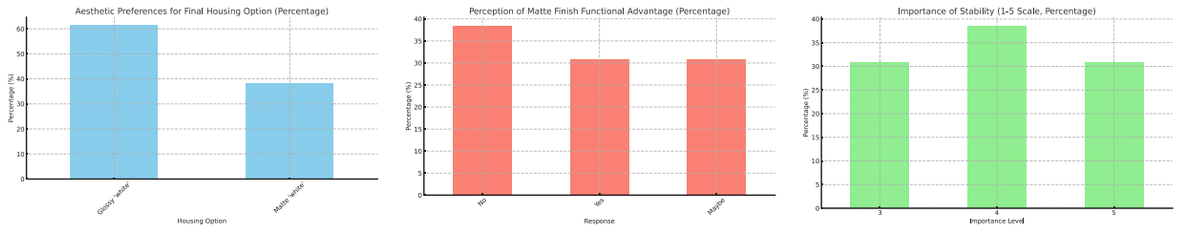
2. Draft Key Concepts and CMF Research

Drafted initial designs with a focus on print efficiency, cost optimization, and maintaining a visually cohesive brand presence.

Survey Details:

- Duration: 2 weeks
- Participants: 20 individuals
- Methodology: Participants physically interacted with the product prototypes before completing the survey.

Key Insight:
Glossy white housing emerged as the top choice, recommended by 61.5% of participants, highlighting its alignment with aesthetic preferences despite concerns about stability.



Survey Results in Graph

3. Feedback & Iteration

Collaborated with internal stakeholders across three rounds of reviews, addressing feedback while ensuring the design stayed aligned with project goals.

3 round of iterations

quick mockups

4. Finalization

The final designs were approved as submitted, demonstrating their alignment with stakeholder expectations and project objectives.

Old Packaging

Redesigned version

Dieline for package

Impact

By closely collaborating with sales and production teams, I was able to contribute to significant project achievements within three months, including substantial cost reductions in production and a notable increase in sales.

130% Growth

Achieved a 130% sales increase through strategic Amazon A+ Content updates

20% Cost Saving

20% reduction in manufacturing costs due to simplified meter cover materials.

REFLECTION

Main Takeaways & What I would do differently

KEY ACHIEVEMENTS

- **Brand Identity:** Due to unforeseen internal circumstances, we were unable to revise the brand logo during the identity development phase. Going forward, I'll prioritize closer collaboration with the finance team from the outset to ensure that all potential limitations are considered.
- **Documentation:** The medical device industry places a strong emphasis on comprehensive documentation. This project has provided me with invaluable experience in developing effective documentation procedures. I'm proud of the growth and accomplishments achieved through this large-scale endeavor.
- **Cross-Functional Collaboration:** While working independently on this project, I had to closely collaborate with regulatory, engineering, and sales teams to secure approvals. These interactions have broadened my knowledge and skill set.

GROWTH OPPORTUNITIES

- **Proactive Financial Collaboration:** I would involve the finance team earlier in the process to ensure alignment on branding and design decisions.
- **Additional Documentation Training:** Given the importance of documentation in this industry, I would seek further training to enhance my skills.