

VISUAL & UX DESIGNER

danika
lee
designs

Email: danika18lee@gmail.com

Instagram: @danikalee_designs

Behance: <https://www.behance.net/danikalee>

Hey there, I'm Danika

I'm a Branding & UX Designer, looking to make an impact.

I'm a Canberra based designer graduating from Billy Blue College of Design with a Bachelor of Communications Design. I'm currently working at ThinkPlace as a UX/UI Designer and have been a part of the amazing Digital Team since April 2022.

I'm passionate about simple, beautiful designs with a purpose. Interfaces that are built for human interactions. I'm excited for the future of technology, and have a strong belief that there is an exciting and positive future ahead of us with innovative and human-centric designers leading the way.

My other interest areas include sustainability and designing for a circular economy. Women's health and mental health, social enterprise, and animals and their welfare.

Outside of work and design I fill my time with friends, good food and wine, makeup, reading and exercise. I love to travel, read and bird-watch.





Bloody Benefits

Gamifying blood donation for Australian Red Cross Lifeblood -
Introducing the Bloody Benefits Program

Bloody Benefits

Gamified Blood Donations

How might we....attract and encourage repeat blood donors for the Australian Red Cross Lifeblood?

Branding / Service Design / Illustrator / InDesign / Adobe Xd

The Problem

The Australian Red Cross Lifeblood needs a new way to attract and retain donors. A major issue that this organisation has is a general lack of awareness from the public, meaning people are generally not aware this service exists. There is also the problems surrounding the knowledge about the organisation including what you can donate, how to donate, and where to access these services. Medications and various medical issues also restrict potential donors in this space. It's crucial to gain and also retain donors in Australia.

Currently, the donation process is time consuming and painful for donors. By rethinking this process, we can hopefully remove any barriers for those able to donate.

Research

One of our key findings when conducting research into the Australian Redcross Lifeblood was that cancellations are high (1 in 2 people cancel) and returning donors are low. There is also a struggle to get young males to donate, and women are susceptible to low iron preventing them from giving donations. There was also issues surrounding awareness, which included who the Australian Redcross Lifeblood are, what they do and also where and how to donate. According to our survey and market analysis, the public perception of Lifeblood has also been tarnished by the association to Redcross (although they are entirely separate) and also personal views on vaccination status.

Design Outcome

The Bloody Rewards program is a service provided by The Australian Red cross Lifeblood branch of The Australian Red cross humanitarian service. The service is a points based system where by donors and non-donors earn points for completing activities like donating at a donor centre, sharing Lifeblood on socials, volunteering with Lifeblood, completing surveys and many more things. The rewards should be easy to earn and frequent.

The program has been designed to create value for all stakeholders. With the implementation of a reward program, not only are donors being rewarded for their donations (never seen before in Australia and many countries around the world) but we expect new donors to come forward and prioritise donating and we will also see an increase in returning donors. This increase in available blood products will see them become more readily available for distribution and will in turn make a positive change in the lives of so many Australians in hospital and those who are in need of vital blood products. Not only this but with demand being met, research can continue to improve Lifeblood's services for the long term.

BLOODY
BENEFITS

Make life rewarding.

BLOODY
BENEFITS

Make life rewarding.

BLOODY
BENEFITS

Make life rewarding.

DOWN HILL DIVE

Futura Book



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G 77 M 30
B 104 Y 46
K 5



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R 241 C 1
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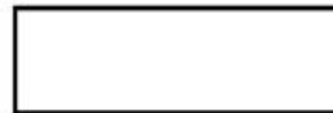


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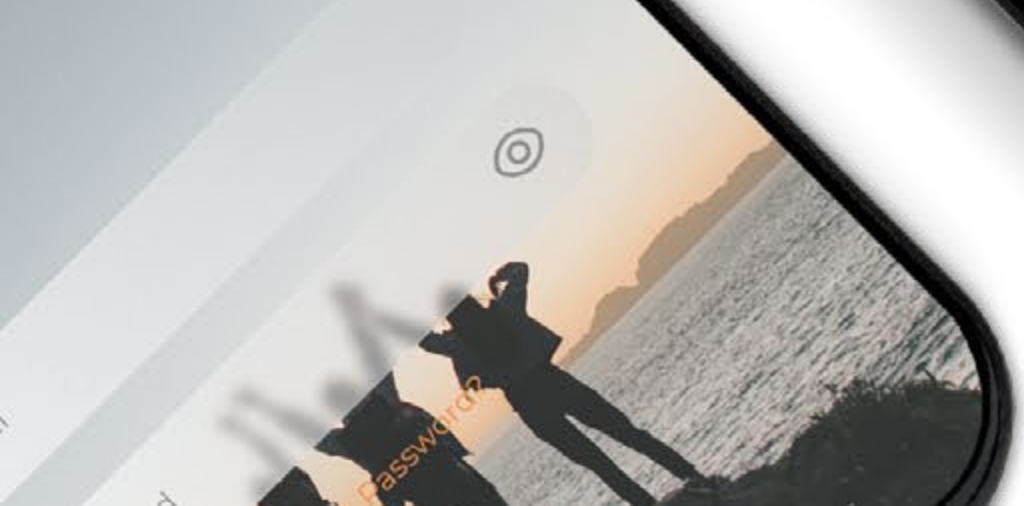
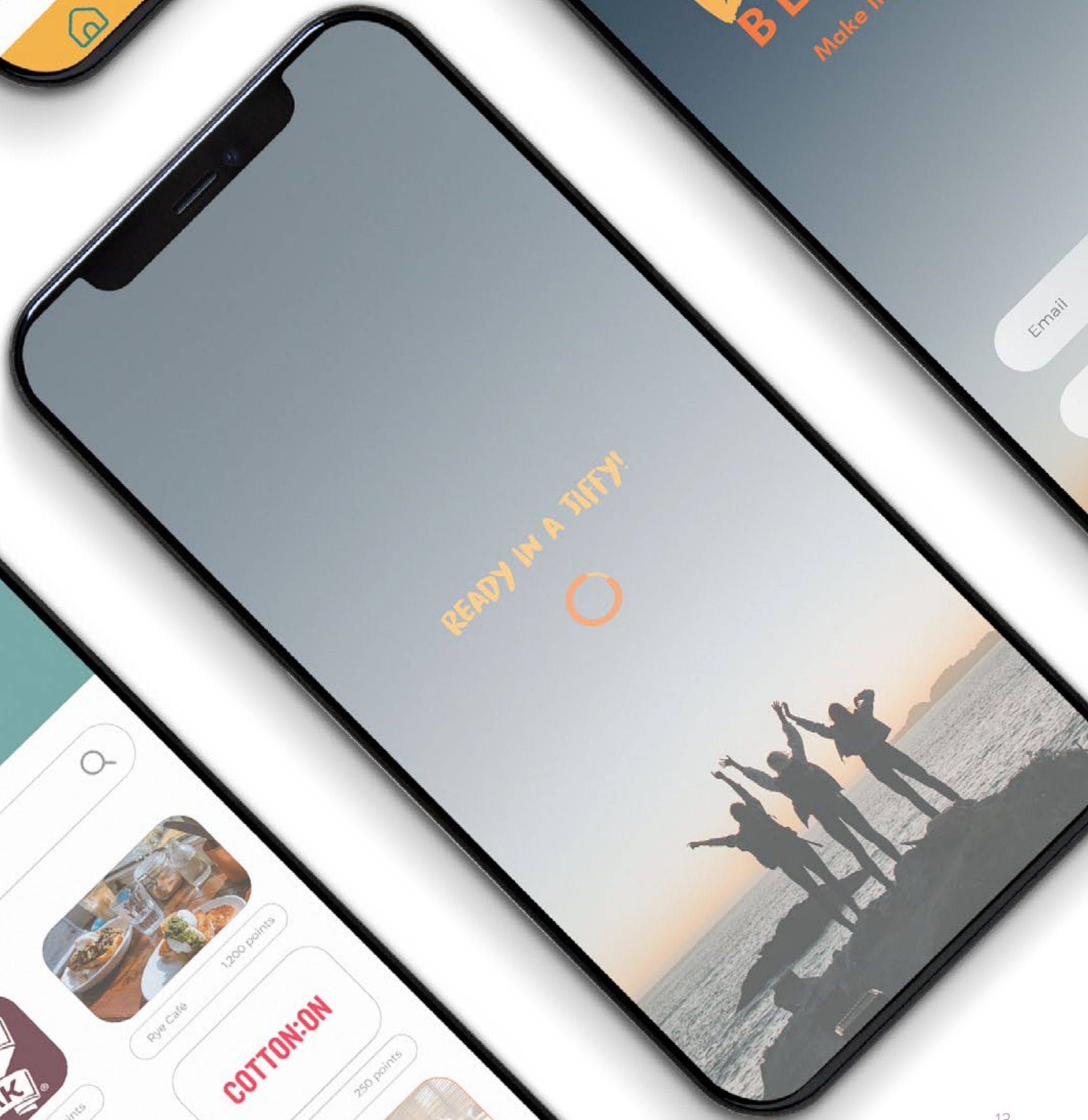
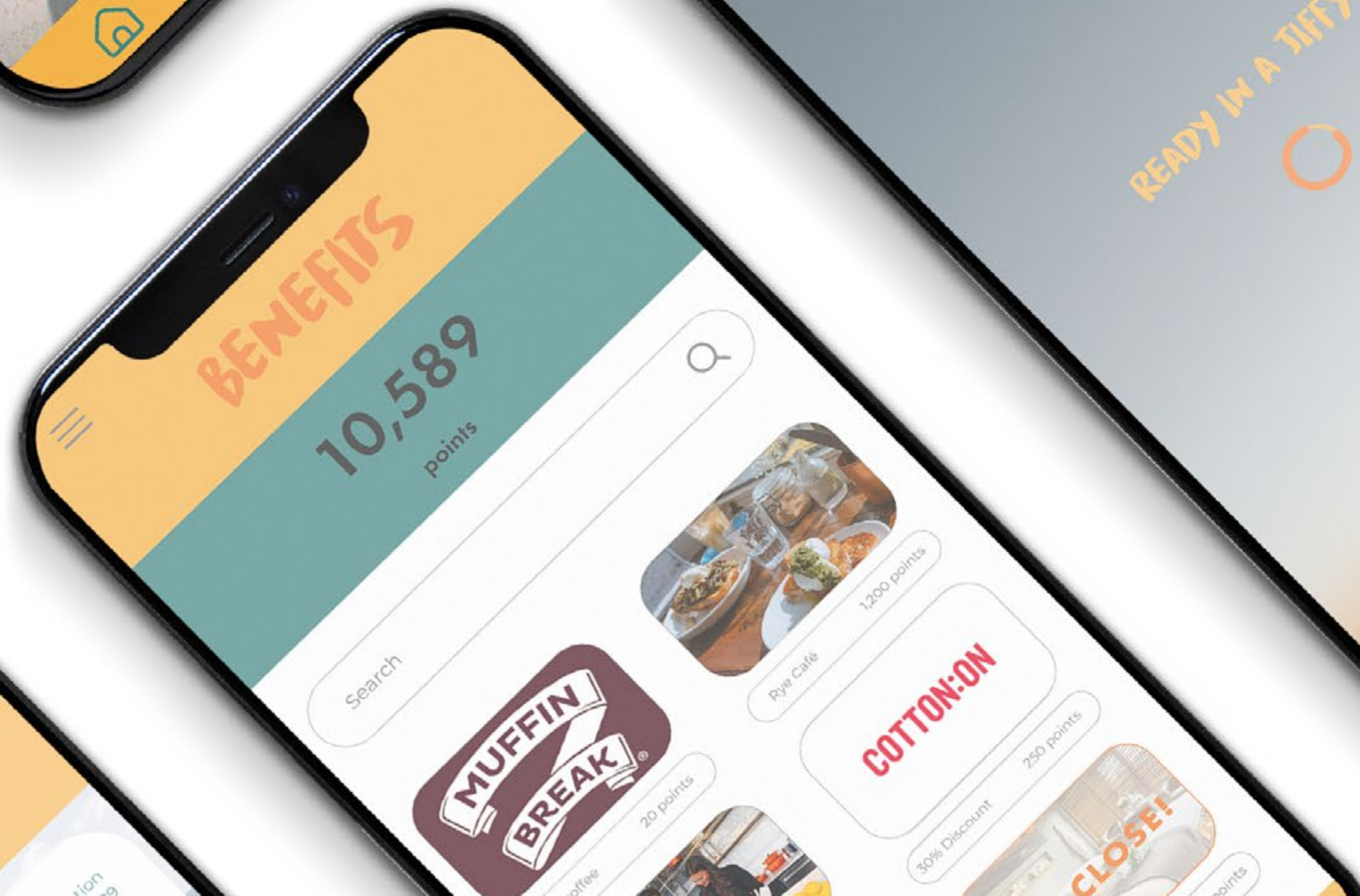
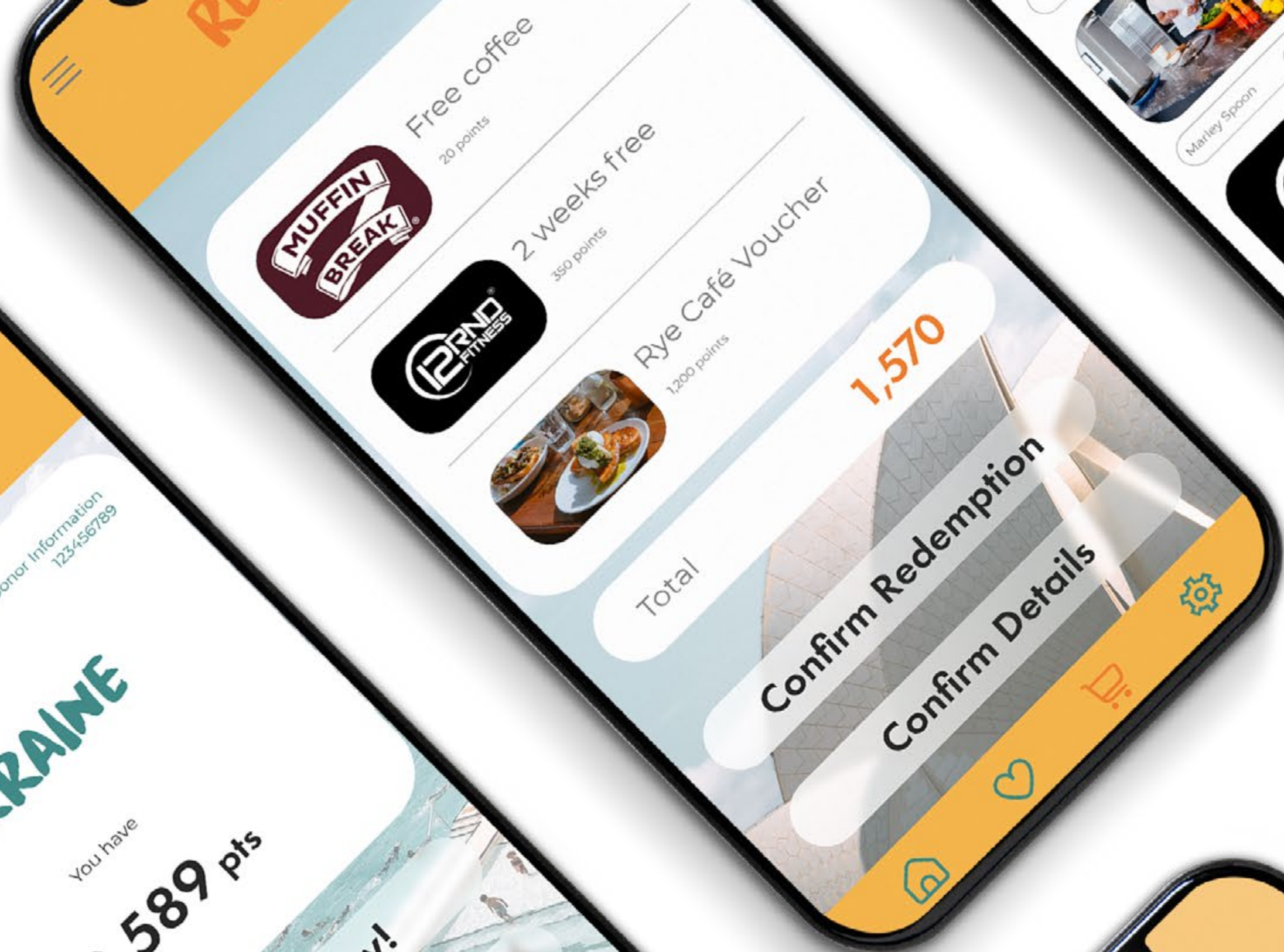
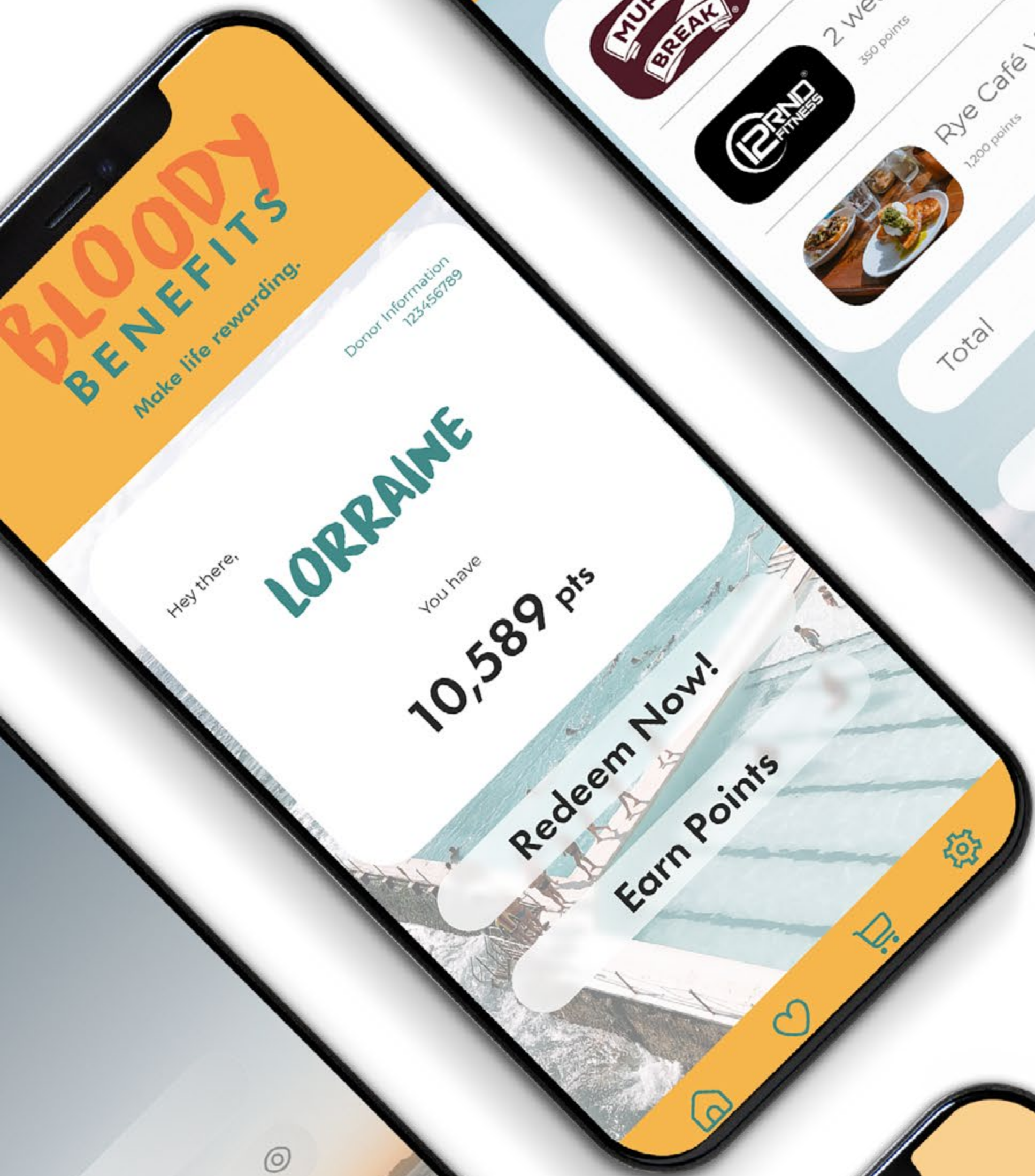
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#d14d68



BLOODY BENEFITS

Make life rewarding.

Earn points for every donation to the Australian Redcross Lifeblood, and make life rewarding! App available for download now.



Available on the
App Store

Available on
Google Play

Earn points for every donation to the Australian Redcross Lifeblood, and make life rewarding! App available for download now.



BLOODY BENEFITS

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App Store

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Google Play



Selene

Womens Holistic Health Application

Selene

Womens Holistic Health Application

How might we....make it easy for women with sex-specific chronic health conditions such as Endometriosis, PCOS and Adenomyosis to track and manage their symptoms.

User Interface Design / Branding / Figma / Illustrator / InDesign / Photoshop

The Problem

There is a prevalent existence of chronic illness in Australian Women, including (but not limited to) sex-specific diseases such as Endometriosis, PCOS and Adenomyosis. There exists an opportunity to assist these women manage and track their disease with their mobile devices. This would create more awareness and knowledge about their own bodies, and assist them in gaining a more positive outcome with their treatments and disease management.

Research

62% of adults have one or more chronic health conditions (Fox, S. & Duggan, M. 2013), and 80% of Australia's disease burden is from chronic diseases. It has been found with conditions such as diabetes and autism, that symptom tracking via a mobile application increases the chances of a patient having a more positive outcome. However, for women suffering diseases such as Endometriosis, Adenomyosis and PCOS - there is no one place for them to track everything they need.

These diseases are multi-faceted, individual and complex. Women who suffer with these conditions are also plagued by late diagnosis and misinformation (even from Doctors). The symptoms of these diseases specifically are usually (but not always) centered around a women's menstrual cycle. The menstrual cycle is also a key indicator for womens health. Other areas that can impact or affect these diseases are types of exercise, medication, treatments, food and water intake and of course where in their cycle they are.

Design Outcome


Selene is a holistic health application aimed at assisting women in tracking and managing all aspects of their health journey. From tracking a huge range of symptoms, medications, appointments and treatments, exercises, mood, food and water - right through to resources to help them learn more about their bodies and their chronic condition. This application is made with these patients at the heart of it.


Ensuring all elements of health and health data can be logged, tracked and a report generated was the key focus. However, doing so in the most user-friendly way was the challenge. My priority was to create as few clicks as possible between logging in and tracking what they need to ensure the process is easy and simple. And when tracking their symptoms is easy, they are more likely to do it and therefore see positive outcomes.


In branding this project, I specifically chose to avoid pinks and reds. I didn't want stereotypically feminine or 'period' related colours in the palette. I did want to focus on a young and vibrant female demographic, and chose the fonts and colours to match this criteria.





9:41
Hi Yianna,
How are you today?




Mood  Track

Symptoms  Track

Period  Track

Exercise  Track

Medication  Track

Medical Team  Reports  Quick Track 

Let's track your symptoms for:
Monday 15 Aug

Rate your overall pain today
10 being the worst pain, and 0 being no pain.

0 5 10

Tags: Stabbing, Dull, Cramping, Aching, Burning, Intense

Hi Yianna,
Welcome back!

Selene
Here with you on your health journey.

Username

Password

[Forgot your password?](#)

Log In

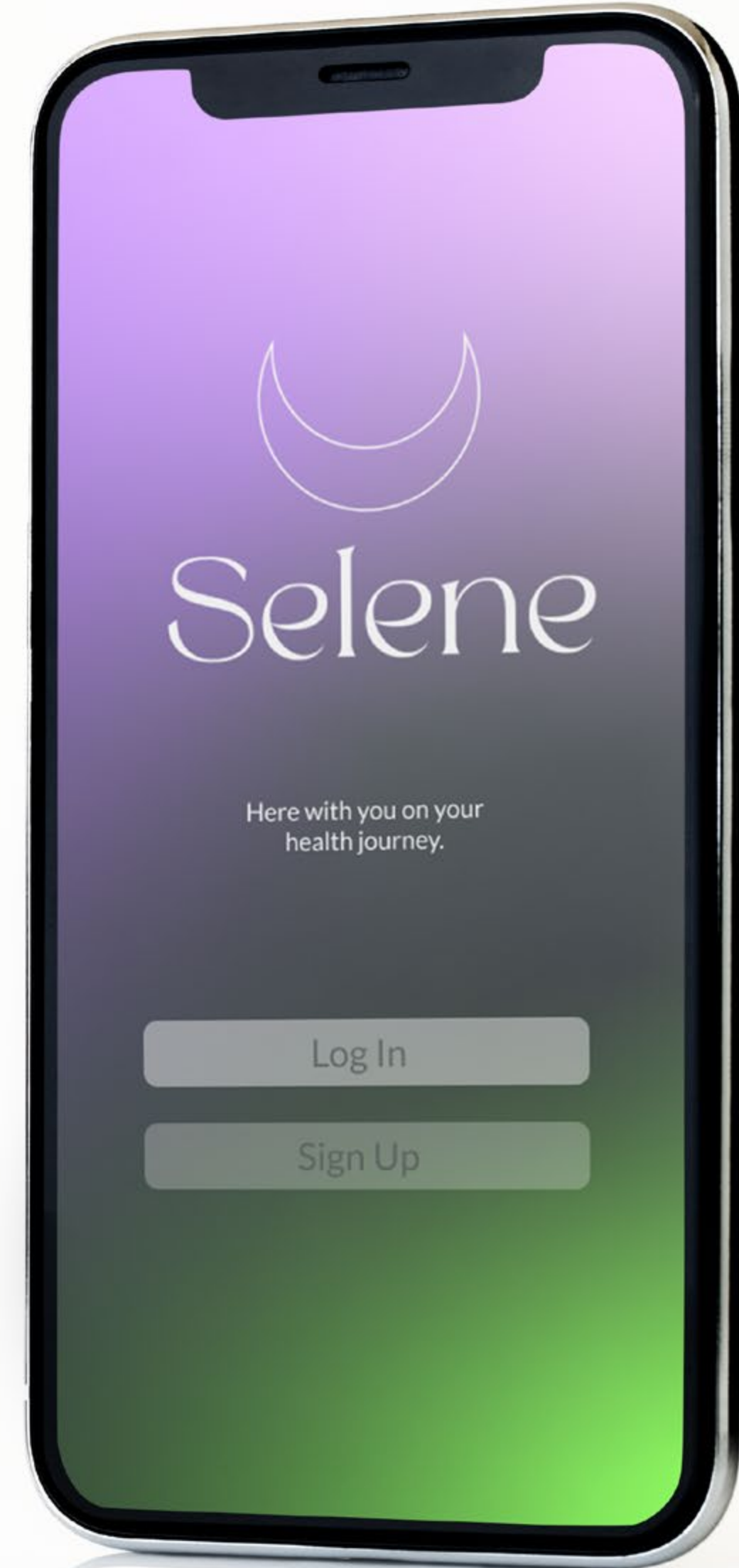
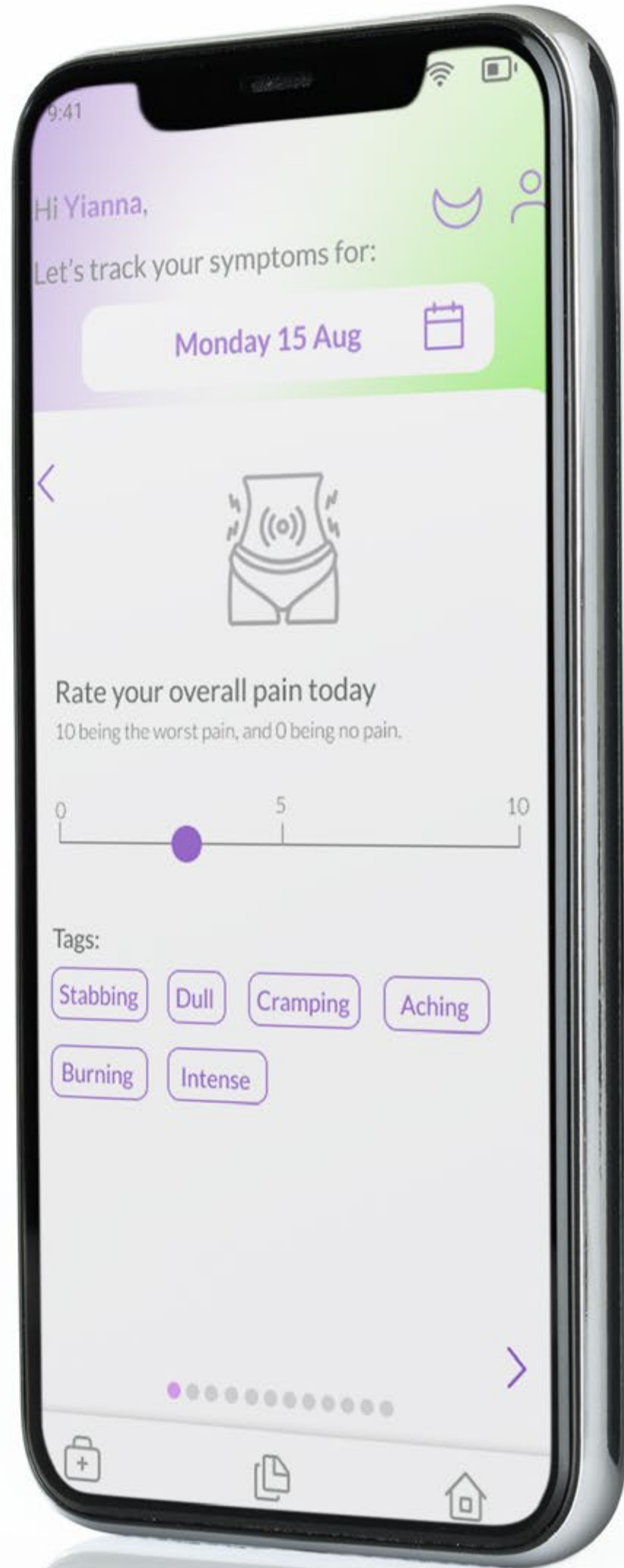
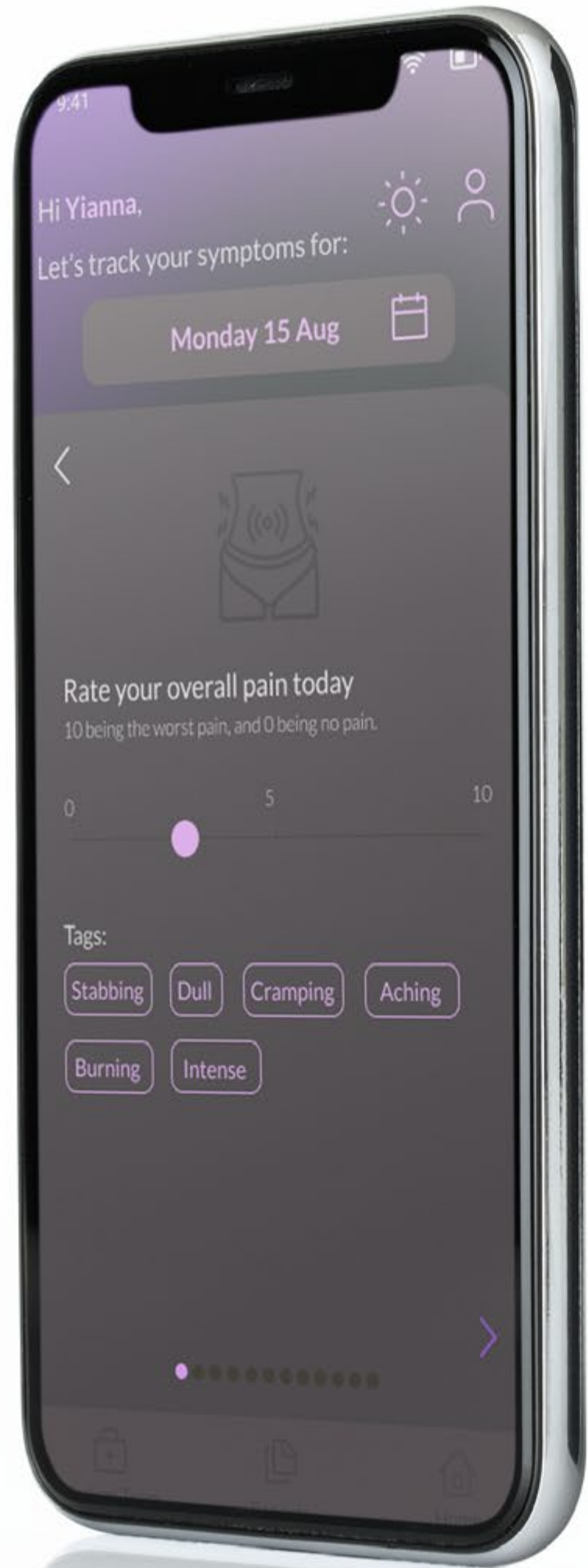
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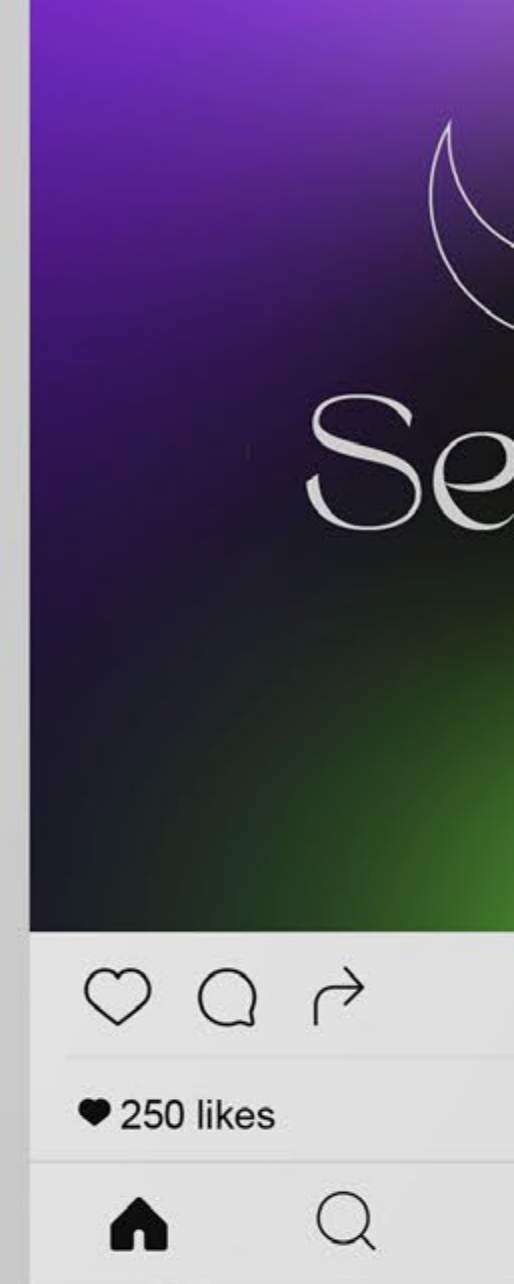
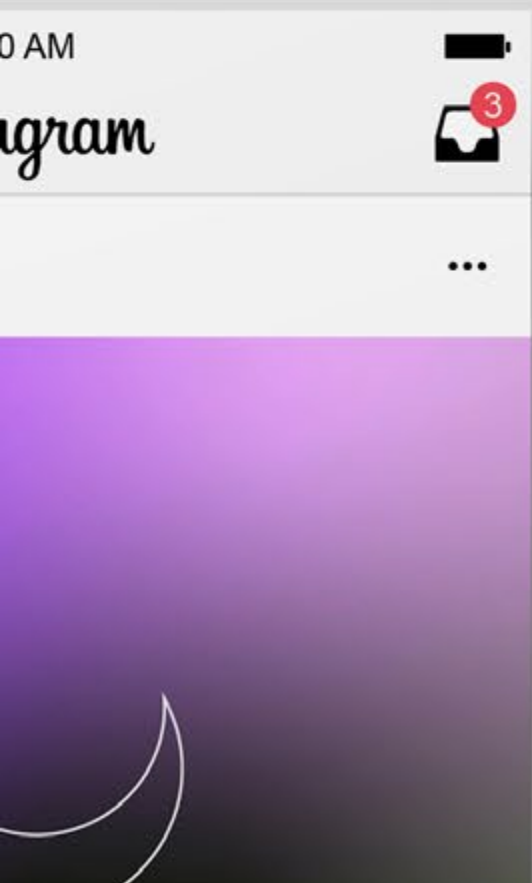
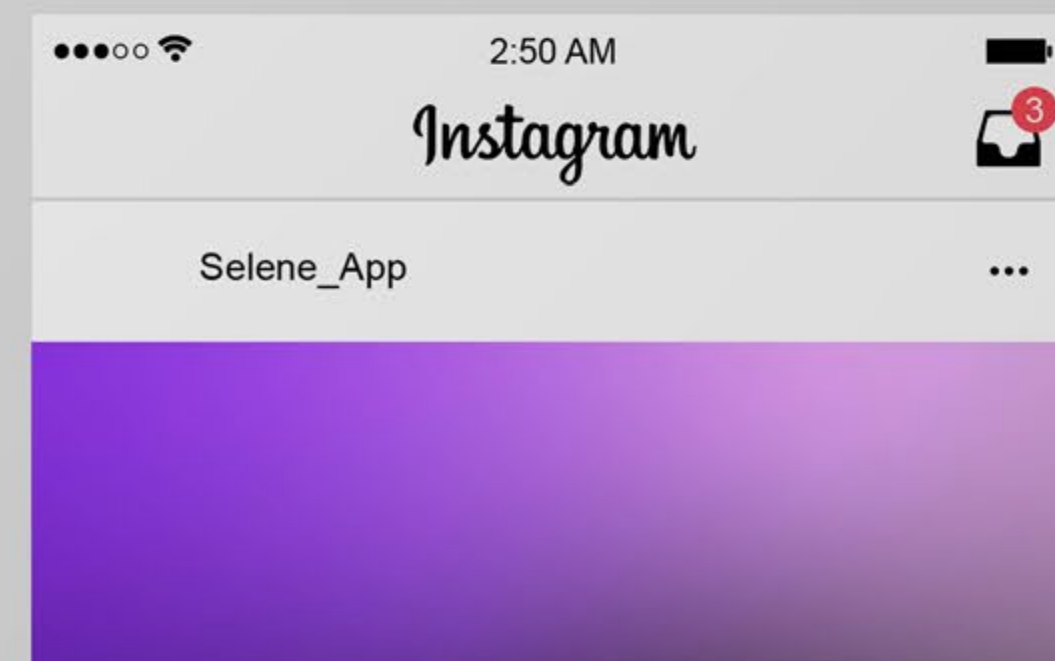
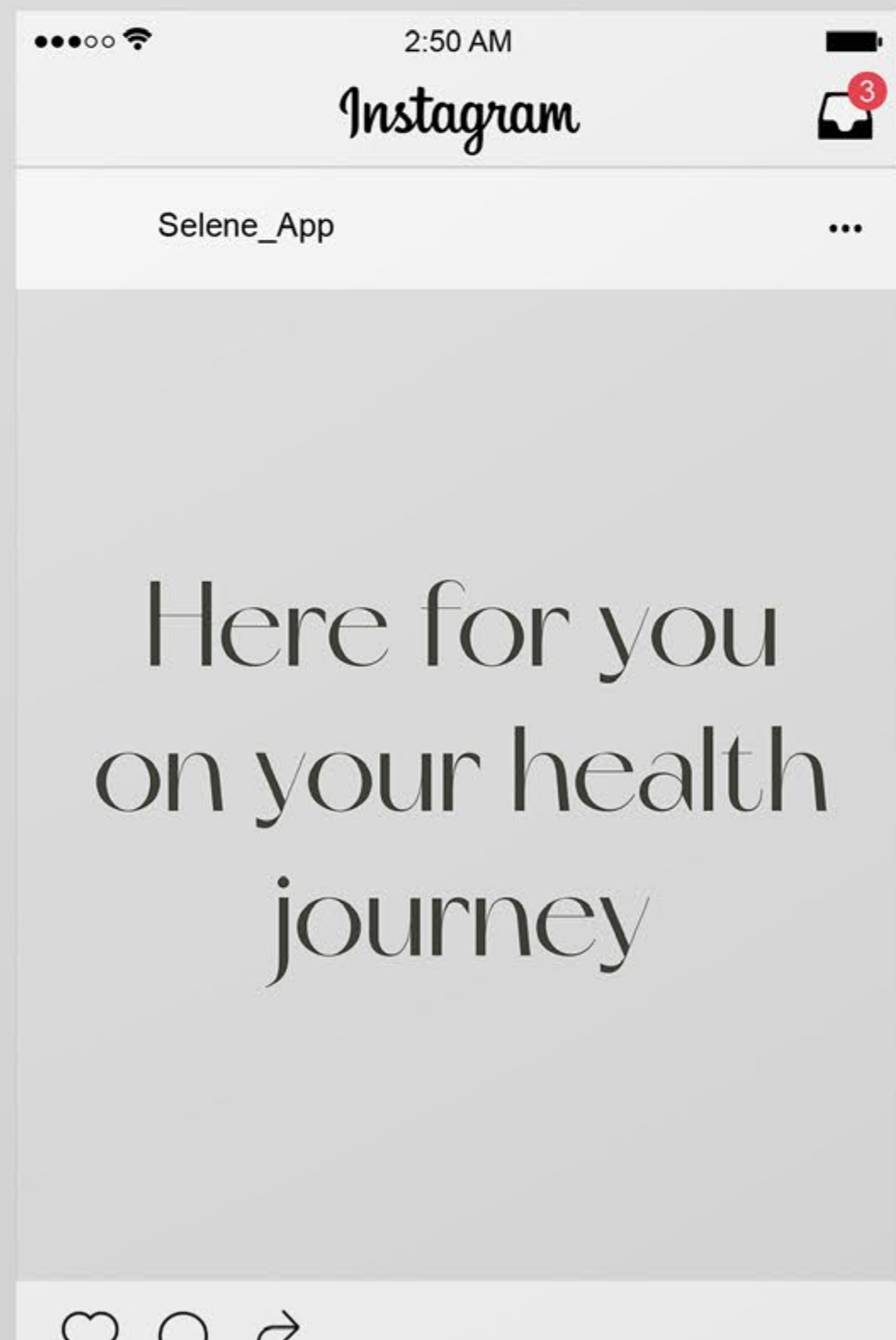
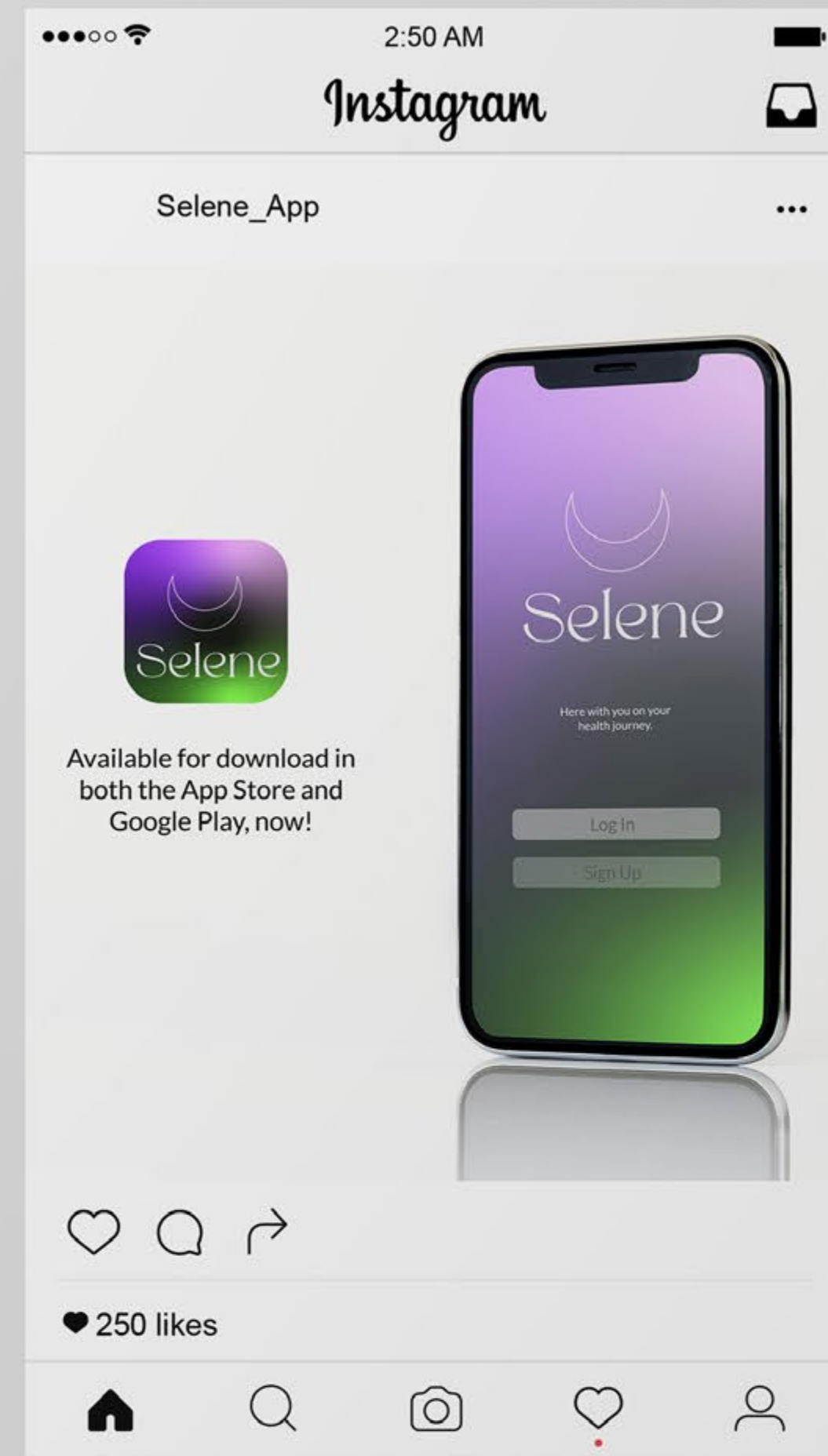
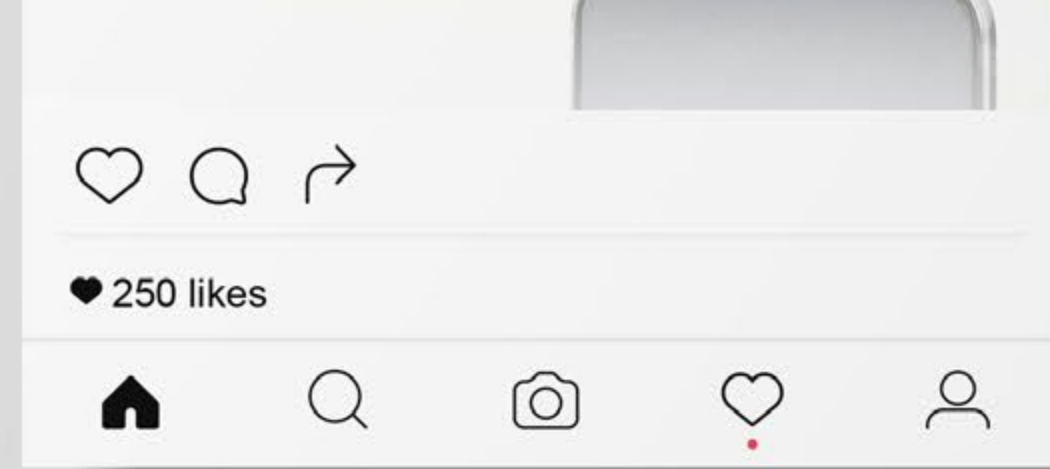
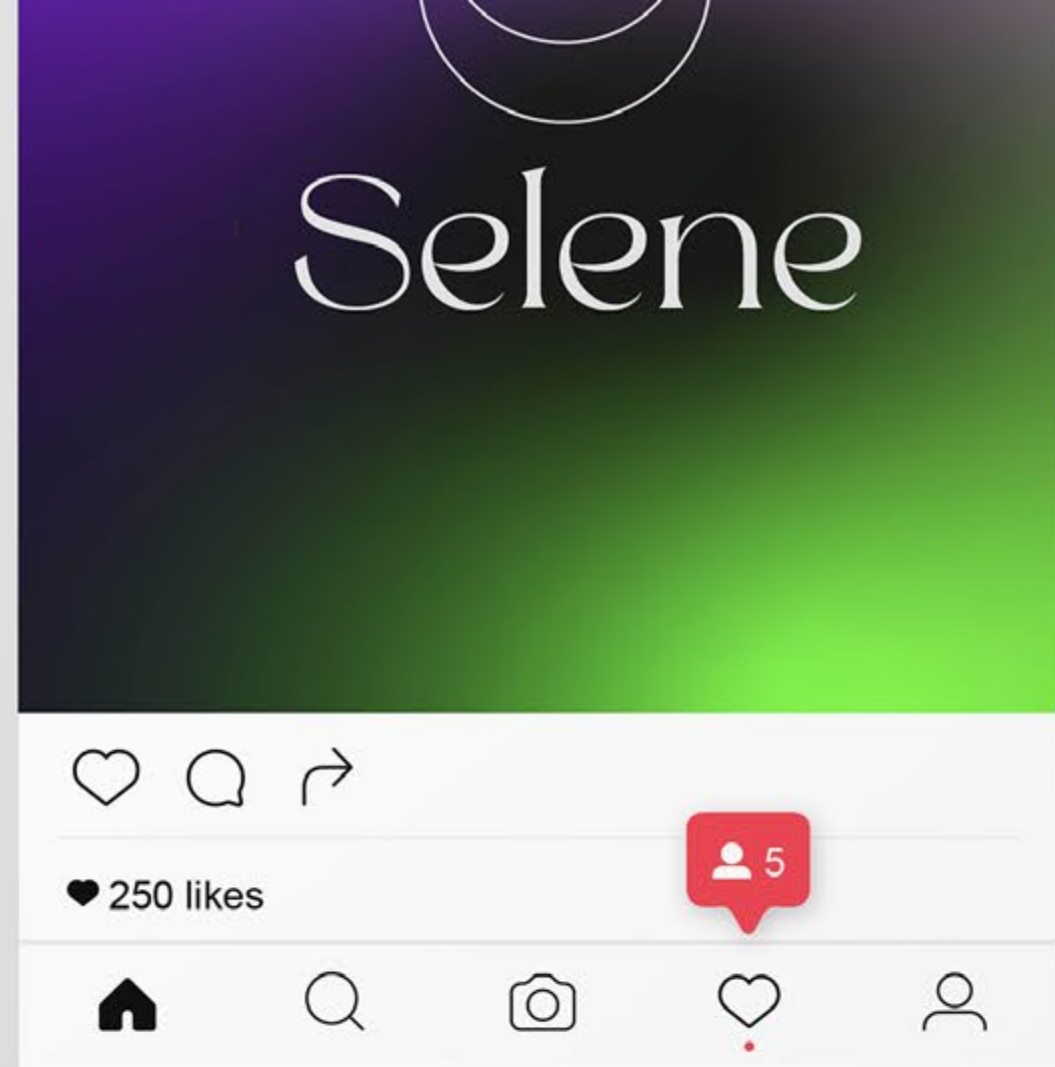
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Selene
Here with you on your health journey.







Downunder Greens

Social Enterprise & Branding Concept

Downunder Greens

Social Enterprise & Branding Concept

How might we....create a Social Enterprise company that addresses the issue of climate change?

Branding / Social Enterprise Concept / Packaging Design / InDesign / Photoshop

The Problem

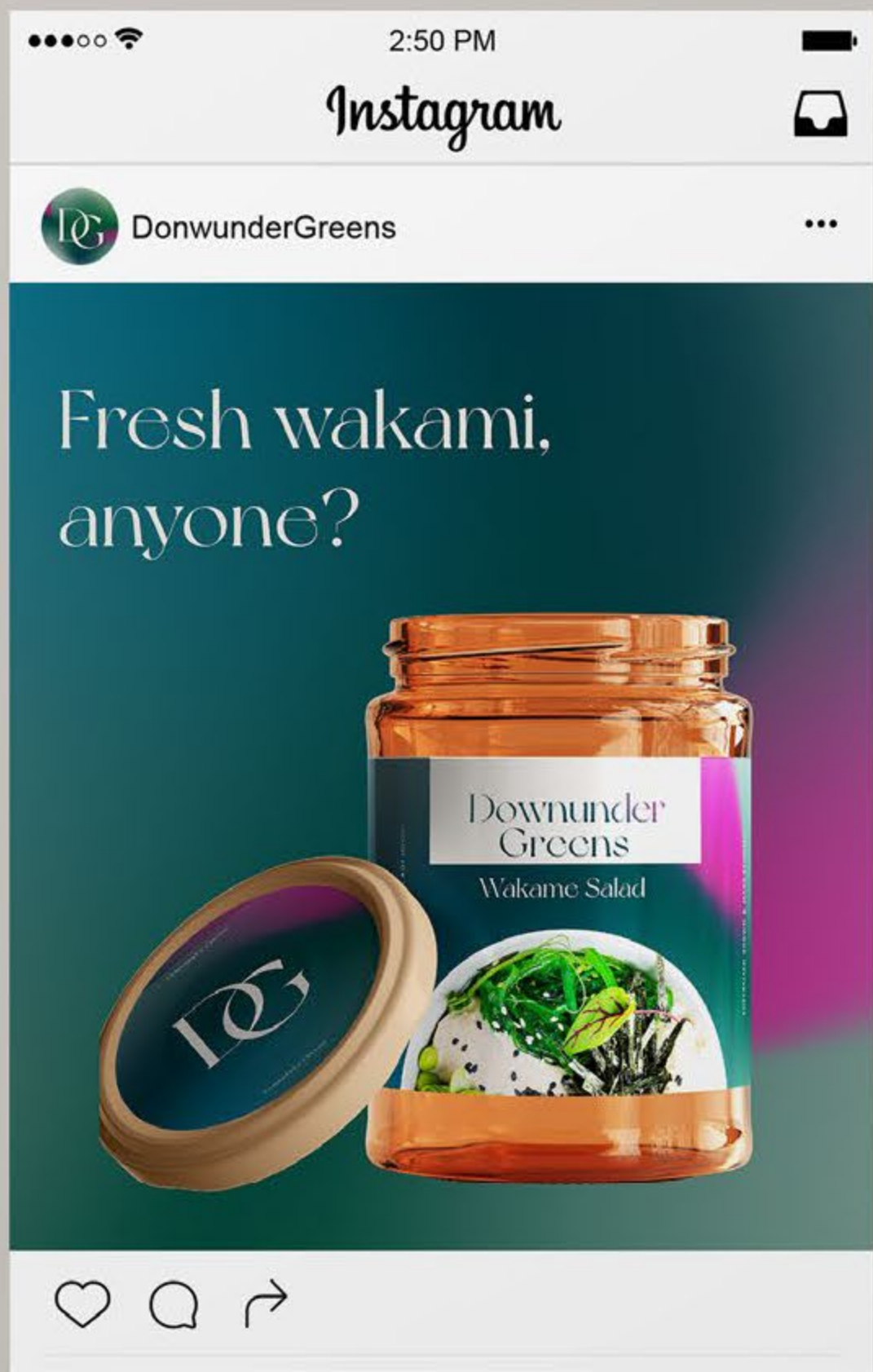
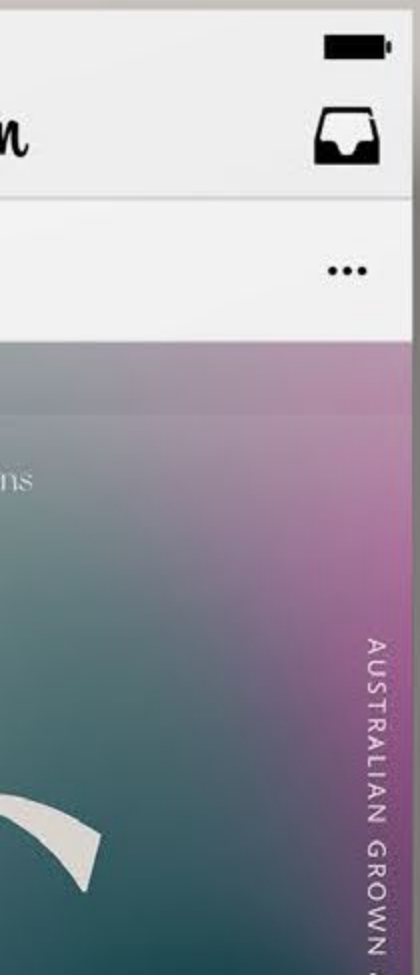
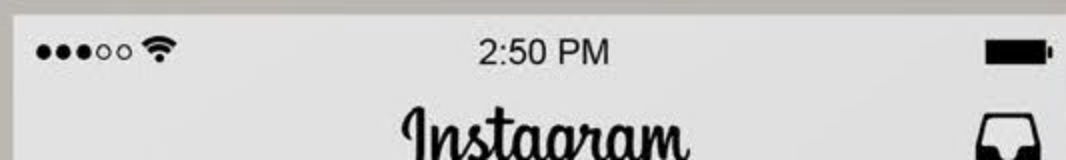
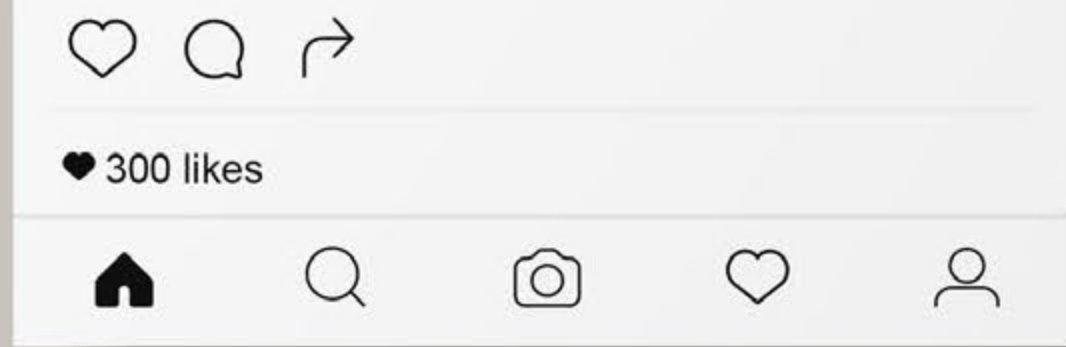
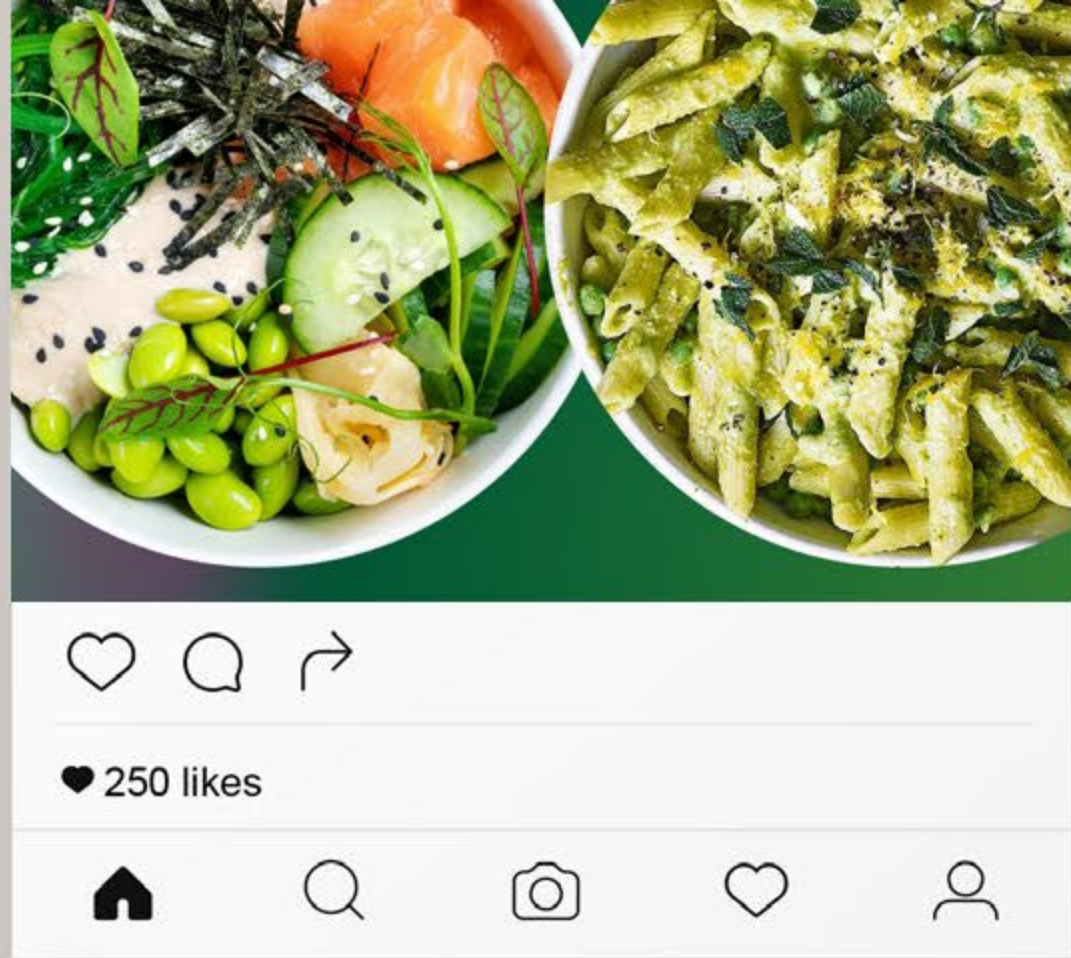
Climate change is already impacting our planet and lives, and finding ways to reverse the impacts are crucial. Social Enterprises are a hopeful way forward in modern businesses. Reversing the capitalist model and using business to create meaningful impact and change in the world. For this concept, I designed a social enterprise that's sole focus is to assist in the fight against climate change, all while providing nutritious food products to Australians.

Research

Upon researching climate change and potential ways a new business venture could assist in mitigating the global crisis, I discovered the research behind seaweed and how some cattle farmers are using it to reduce their methane emissions (Godin, 2020). After looking into the seaweed industry, I was fascinated to discover that despite the huge demand for edible seaweed products in Australia - we import approximately \$40 Million worth of products for human consumption instead of producing it locally (Kelly, 2020).

Design Outcome

Downunder Greens is a social enterprise idea that would utilise the current Australian seaweed farms to produce Australian grown and owned seaweed food products. The profits of these food products would go back into the seaweed farms as well as the research and training that is needed in order to sustain and grow seaweed farming in Australia. Not only would this create a nutritious and beneficial, home-grown food option for Australia - but it would also generate more seaweed in the world to help break-down our carbon emissions.



Downunder Greens



GOOD FOR YOU, GOOD FOR THE PLANET
AUSTRALIAN GROWN & MADE SEAWEED

DOWNUNDER GREENS IS NOW AVAILABLE IN YOUR LOCAL SUPERMARKETS!

EACH PURCHASE YOU MAKE DIRECTLY HELPS STOP CLIMATE CHANGE,
WITH PROFITS GOING STRAIGHT BACK INTO THE AUSTRALIAN SEAWEED
INDUSTRY.

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