

UX/UI 設計原則 應用WORDPRESS： 從FIGMA 到無縫網站體驗

Saralin, Aug 2025





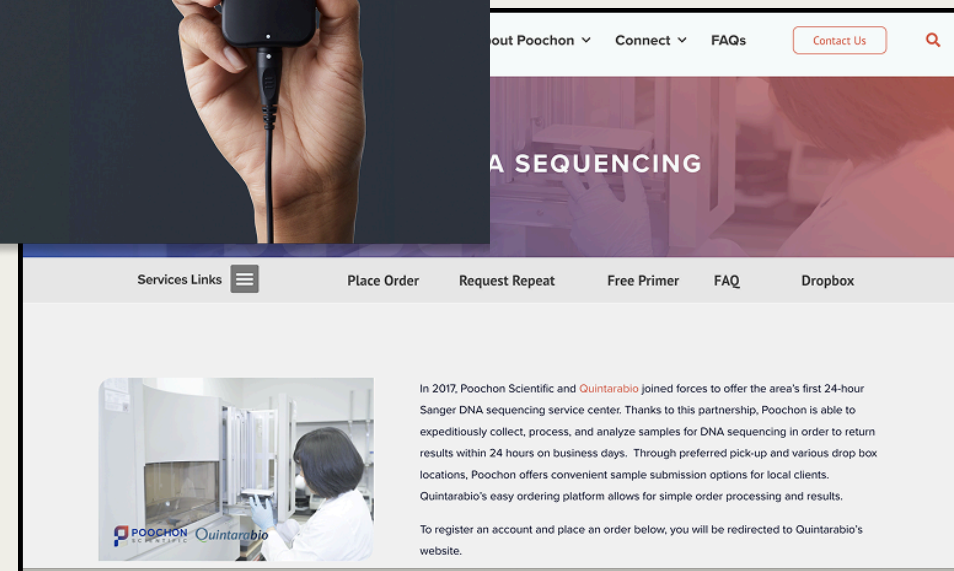
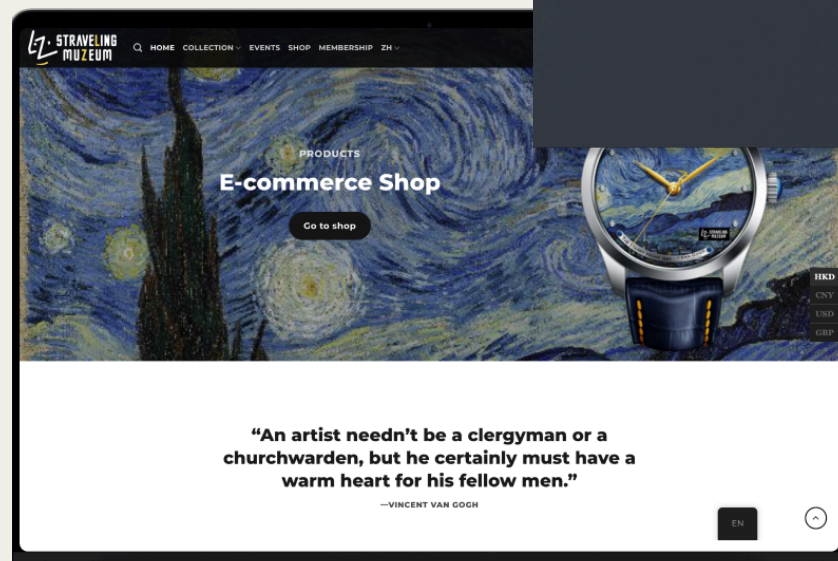
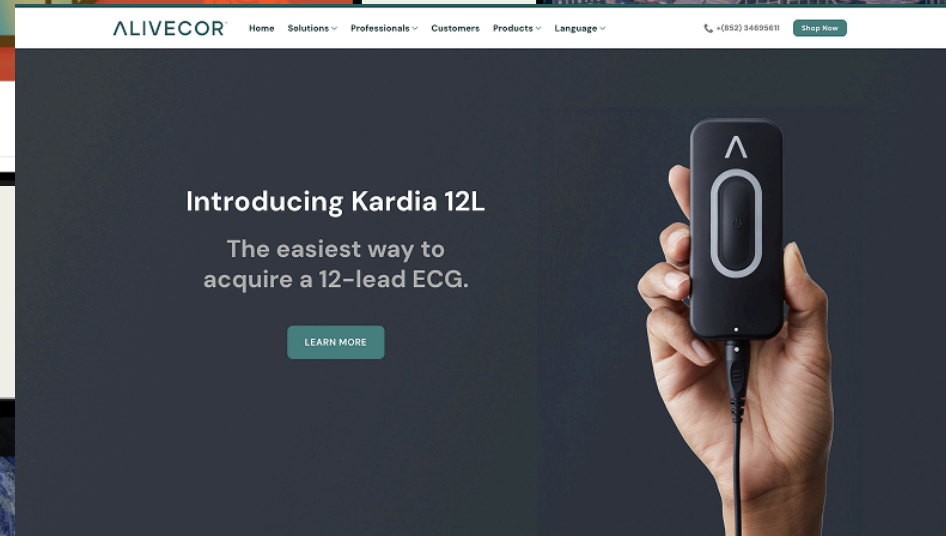
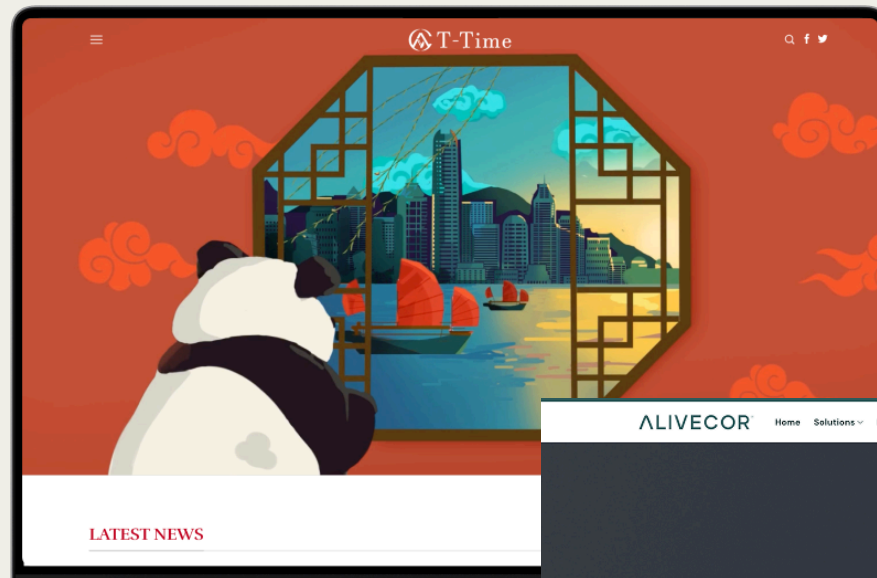
LET ME SHARE A LITTLE

ABOUT ME

UX/UI DESIGN

30+ WEBSITES, 3 APPS

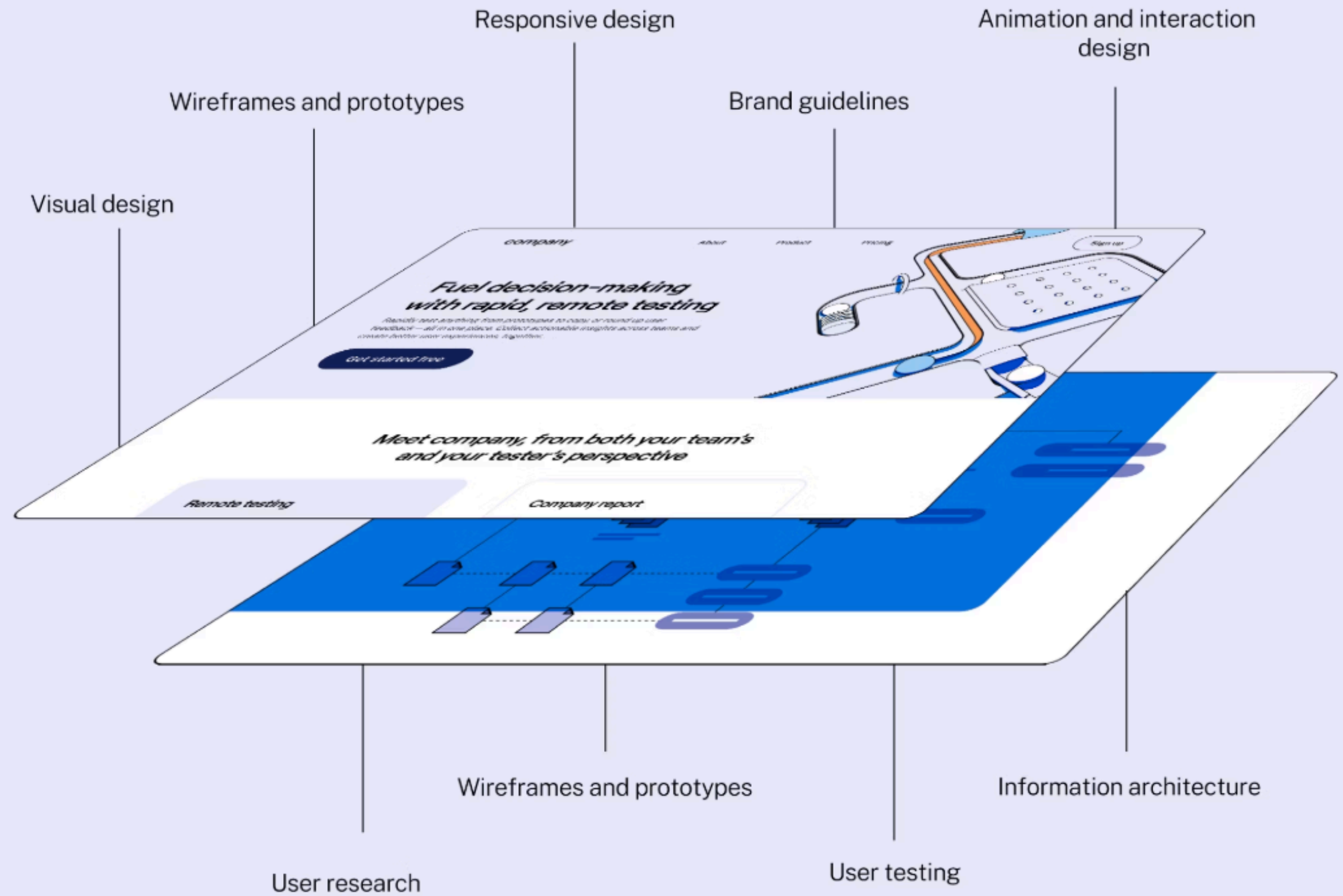
MY CASES



UX/UI?



UI

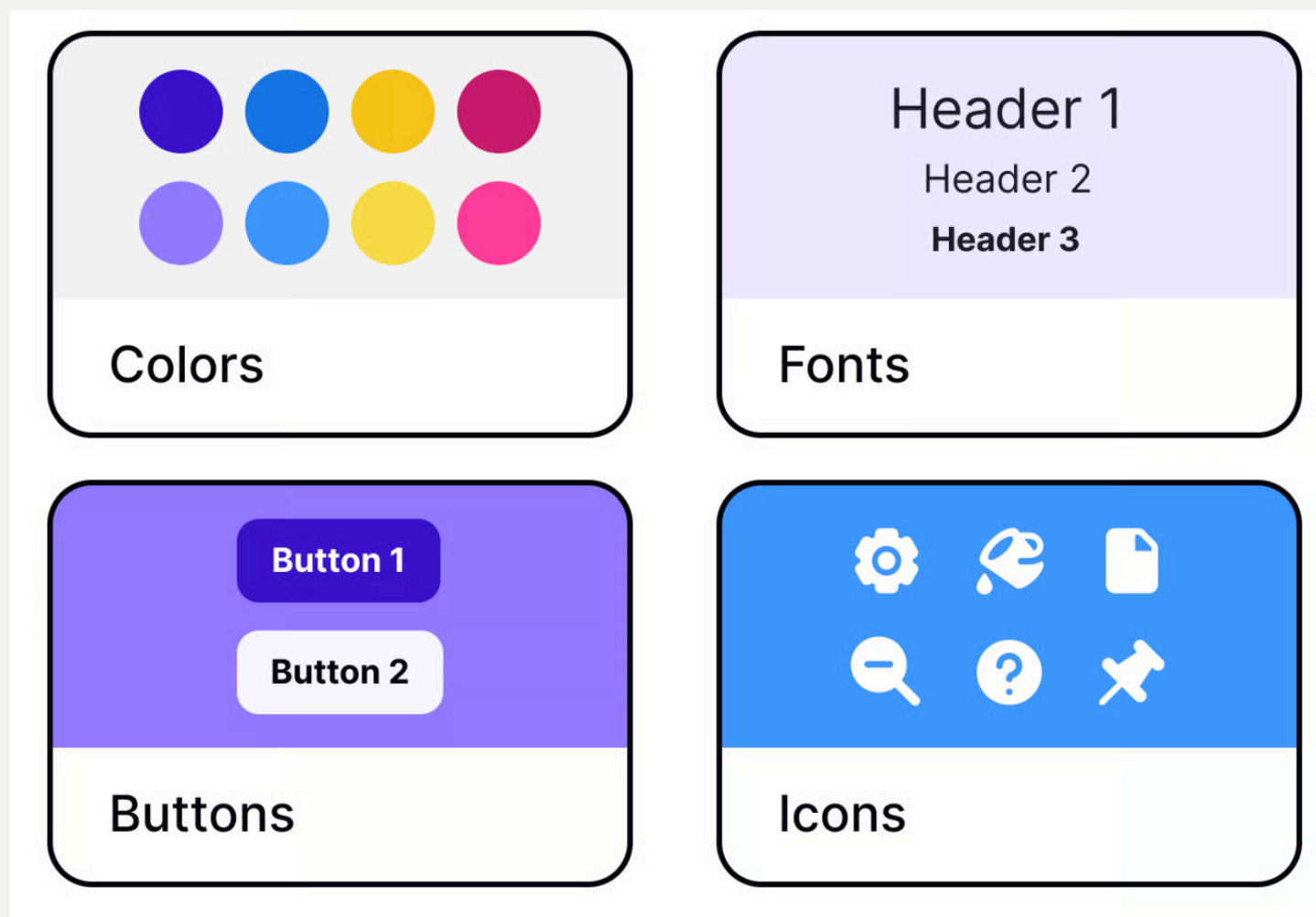


UX

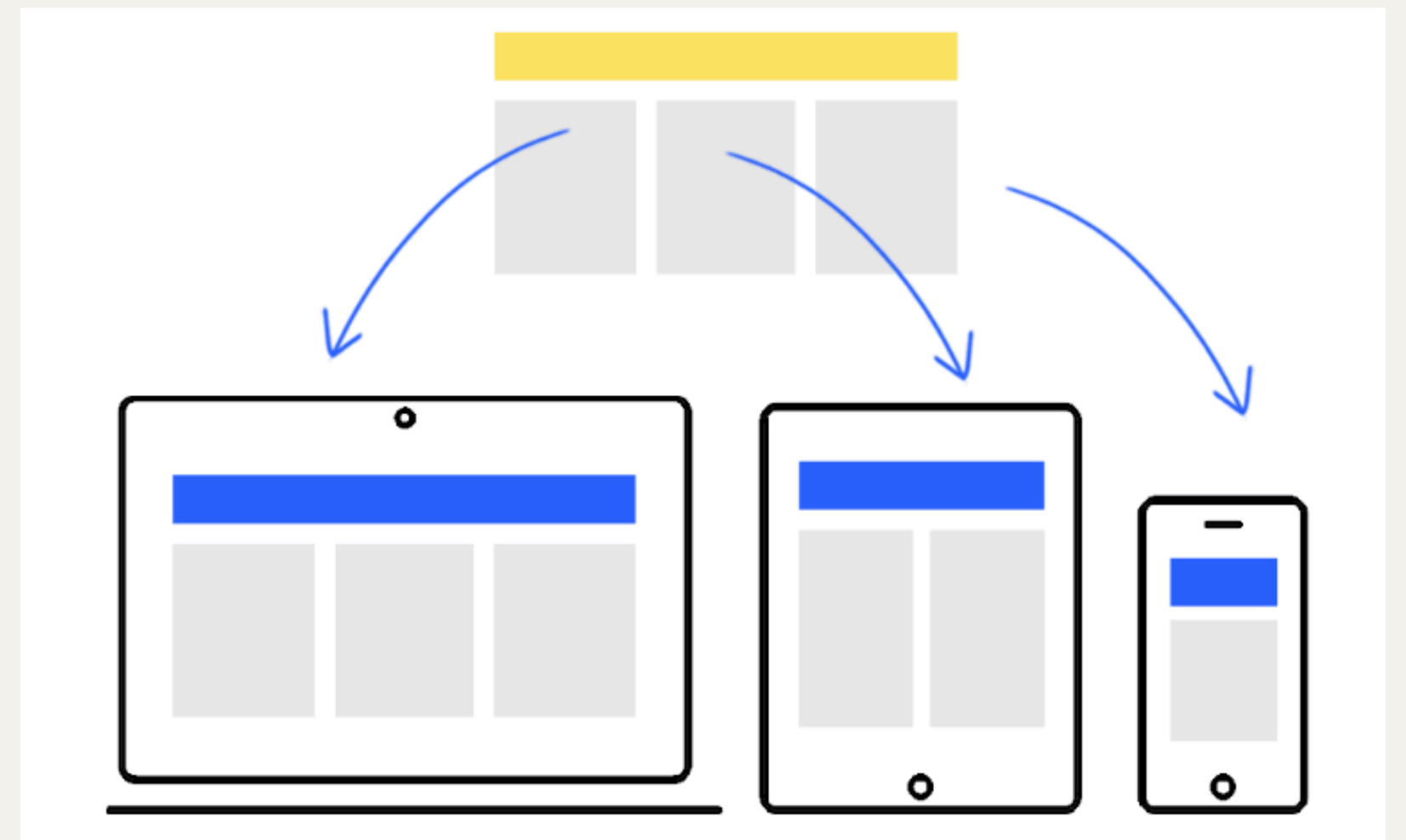


Today's Focus

1.0 From UI System to Flatsome appearance setting



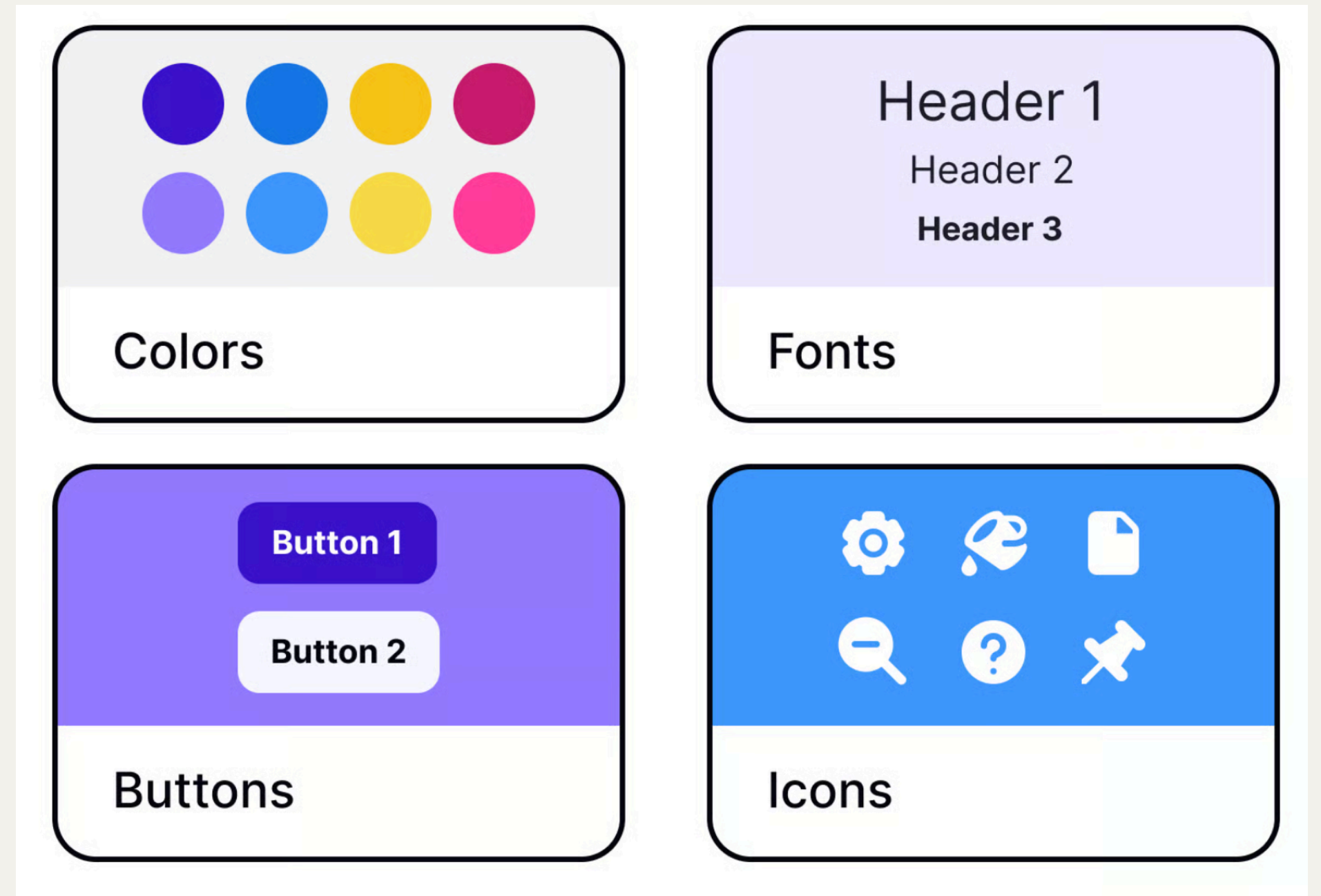
2.0 Responsive Website



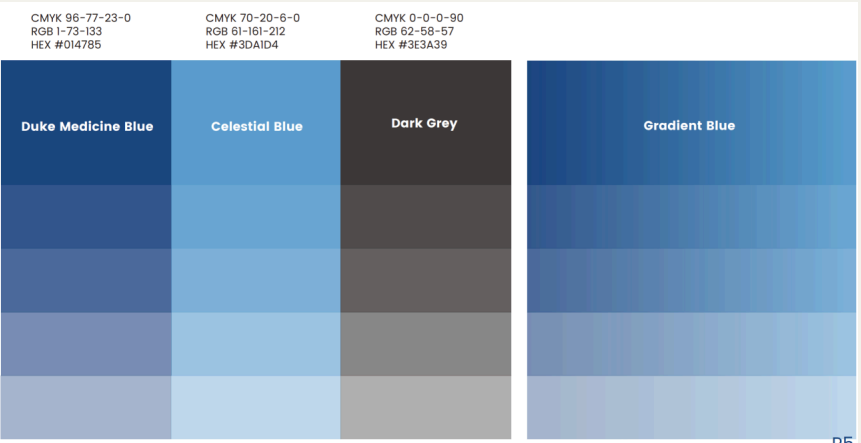
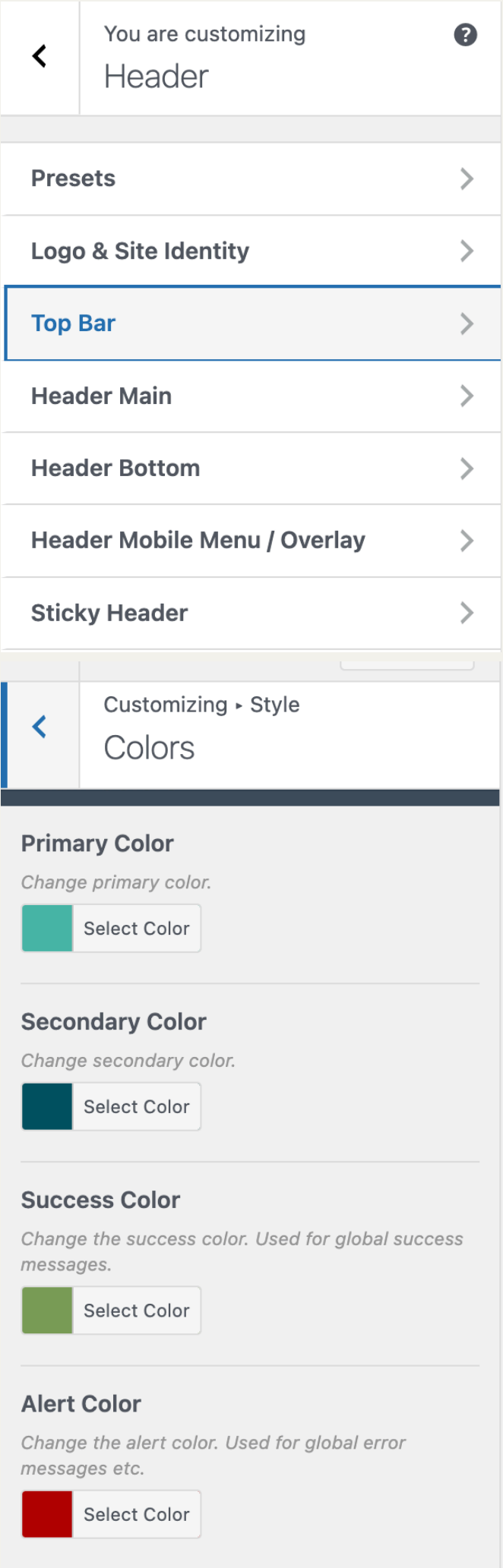
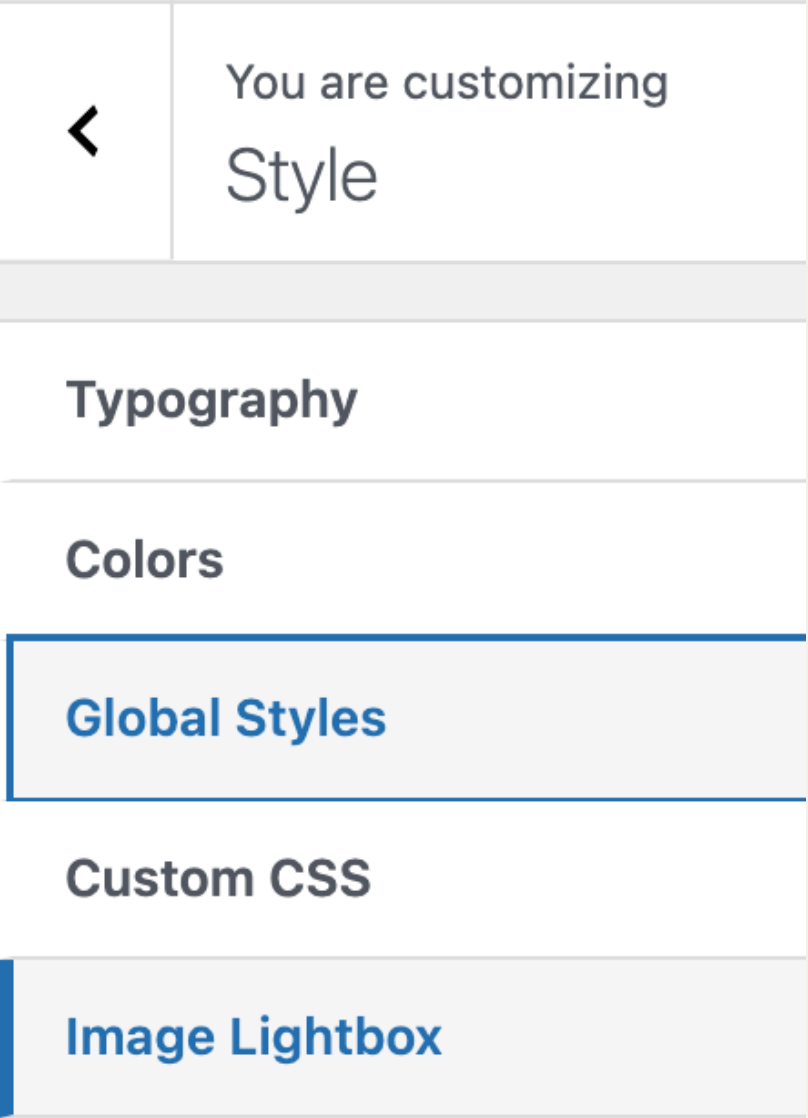
UI System elements:

From UI System to Flatsome setting

—
Typography / Color / Buttons / Spacing



Apply Figma Design system to WP Appearance



Color Setting

Copy hex# color;
Set primary/secondary/ Alert /Success color

Text Setting

Headline/ Base Text size

Icon

Button radius

Button

Upload svg icon to Media



Resources to help you customized your website



Use Any Font – plugin

Can apply Google fonts to the website



iconfont

Can download any svg/png icons here



Hugeicons – plugin

Can apply free icons after activating this plugin



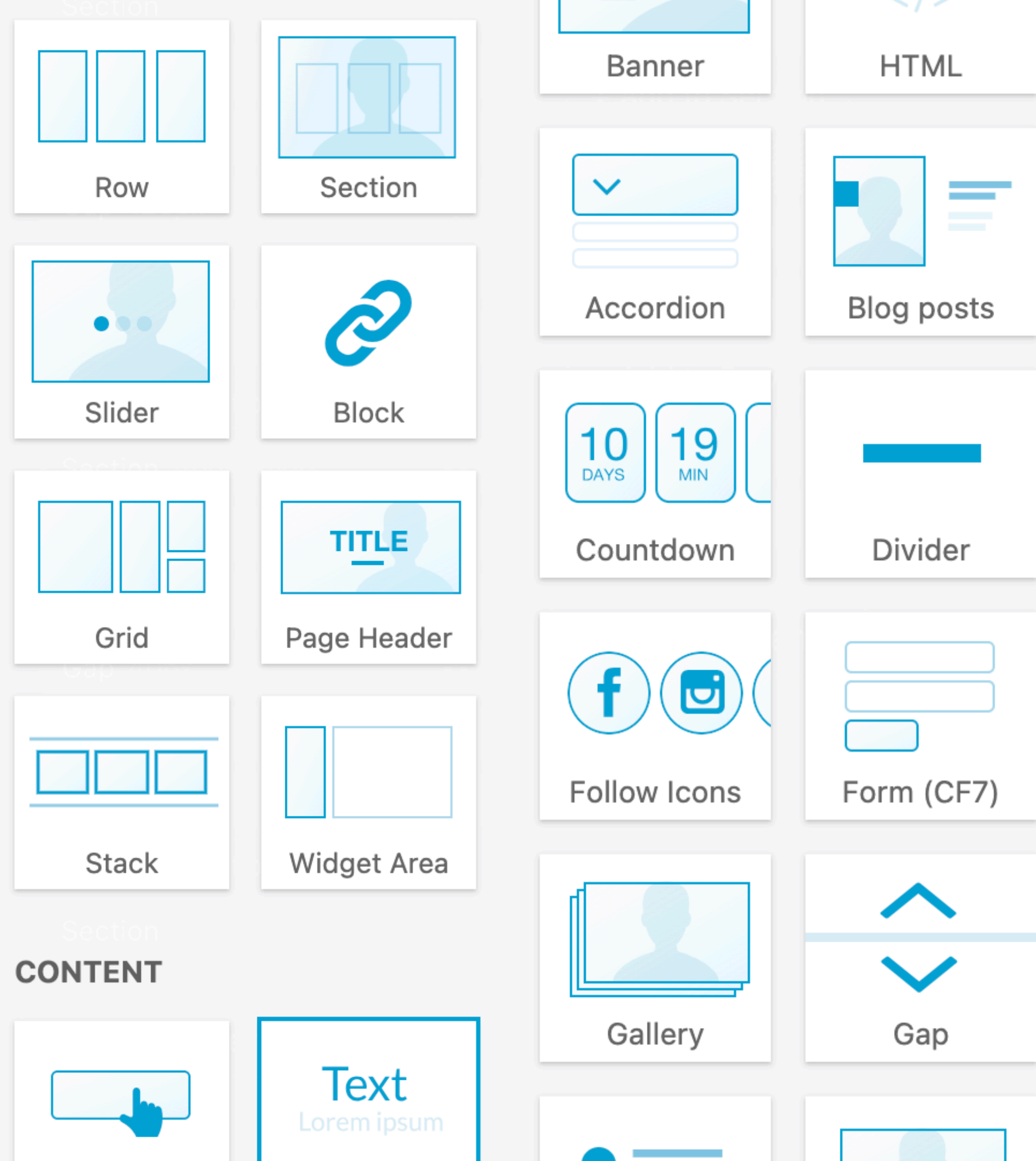
Color zillar

Pick colors from the website and copy hex code to yourself

Page layout (prototyping)

Design System to Page layout

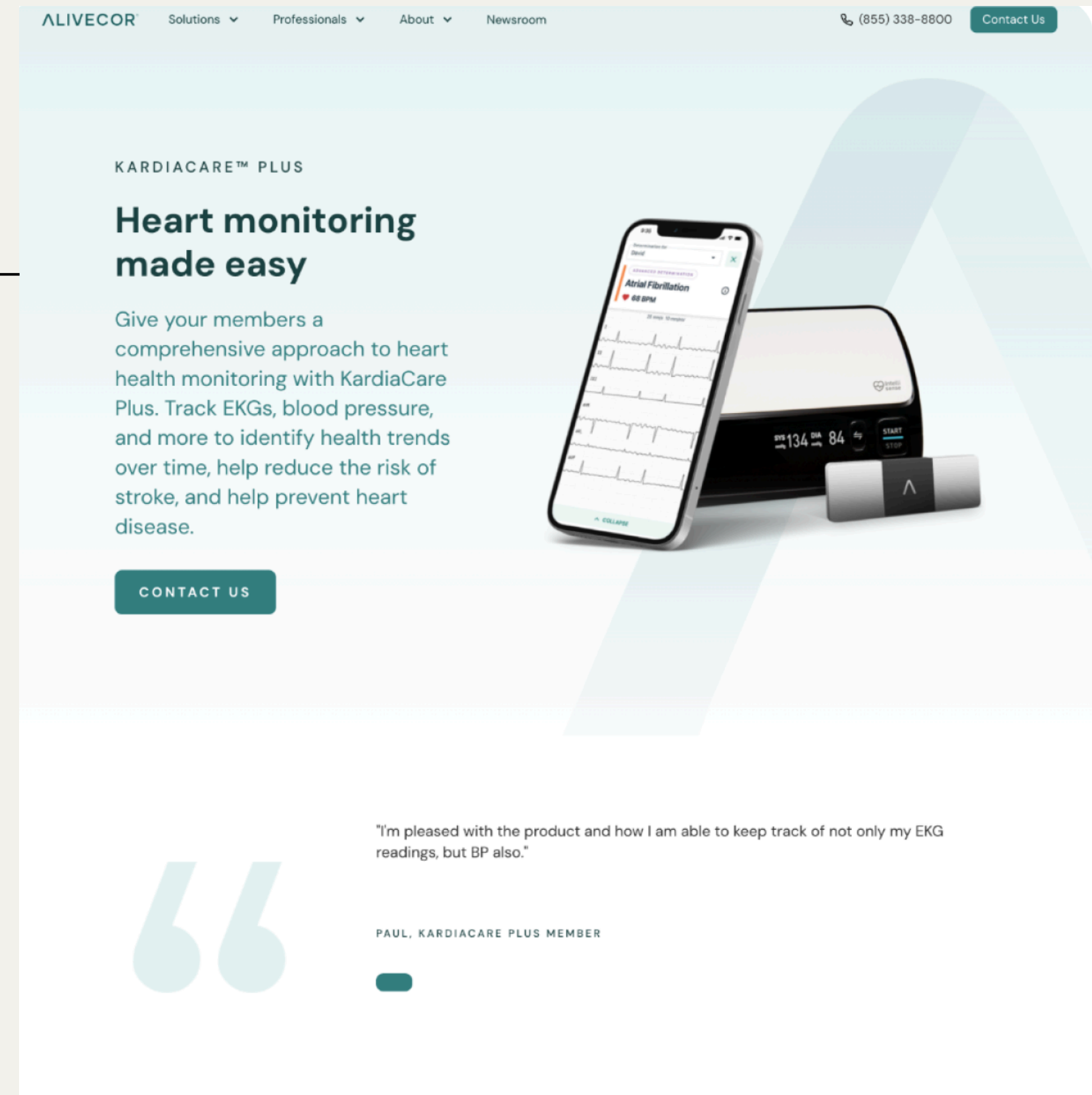
Flatsome UX builder- editor (without coding)



Figma to WP Frame

Step 1: Analyse the structure of UI

- **Page Structure:** Header / Hero / Grid / Card / CTA
- **Determining information hierarchy and content modules:** Which are the key points? Which require interaction?
- **Identifying component combinations:** card layout, mixed text and image layout, column layout, etc.



Header, Banner, Main contents, Footer

Figma to WP Frame

Step 2: Figma Export background/elements to PNG/JPEG/SVG

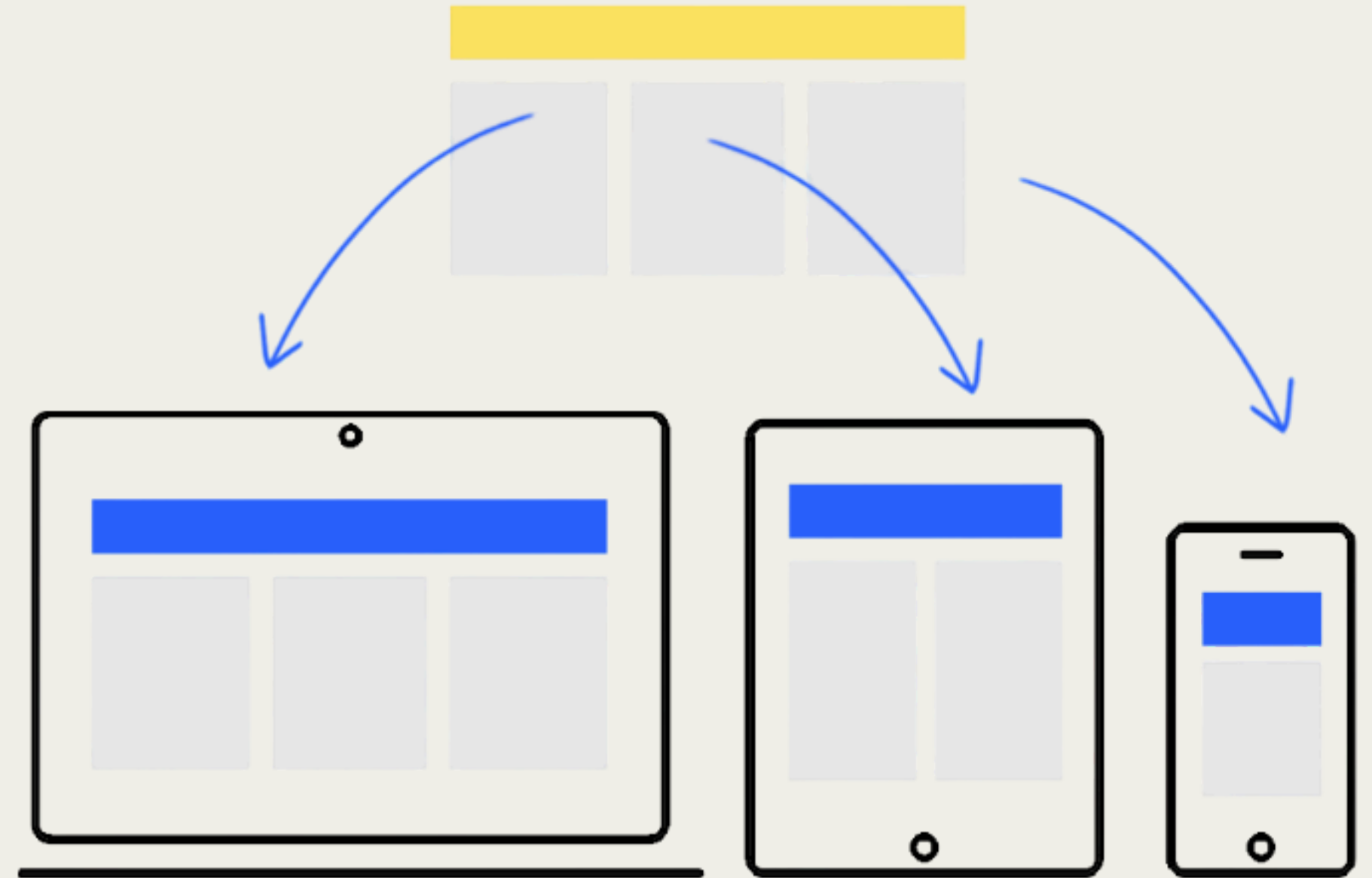
Step 3: Start Build (use flatsome ux builder)



Improve User Experience

Responsive Website

—
PC/ Ipad / Mobile



Why Responsive Design Matters?

- Over 70% of users access websites via mobile devices
- Impacts usability, SEO, conversion rates, and brand trust
- Goal: Deliver seamless, emotionally consistent experiences across screen sizes



Device-Specific Layouts: Optimizing Mobile Experience

Design Intent

- Sometimes, a single responsive layout isn't enough to convey the right emotional tone or interaction flow across devices
- **Solution:** Create two layout versions—one for desktop, one for mobile—and toggle visibility

Web



Mobile

The diagram illustrates a mobile layout for application requirements. It features a single column with a menu at the top and a text block below. The menu items are '項目介紹' (Project Introduction), '申請資格' (Application Requirements), '申請類別' (Application Categories), and '申請流程' (Application Process). The '項目介紹' item is highlighted with a blue underline. Below the menu, a text block contains the following text:

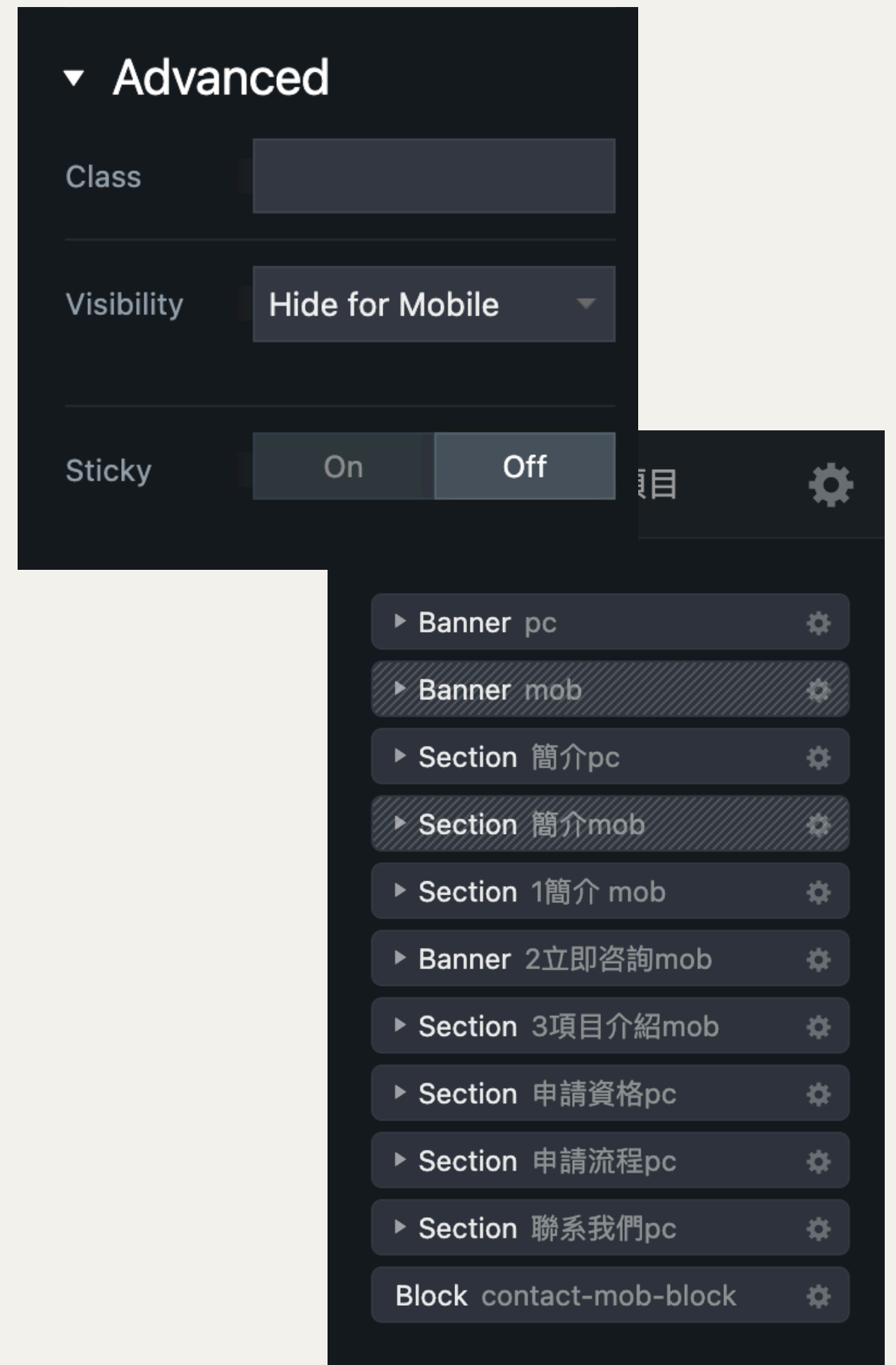
高端人才通行證計劃是香港政府為了吸引世界各地具備豐富工作經驗及高學歷的高端人才到香港，支持香港的經濟發展的一項入境計劃。這些高端人才包括高收入人士和世界頂尖大學的畢業生。

Solution:

Two layout versions

Implementation

- Use UX Builder's “**Visibility**” settings to hide/show sections based on device
- Create a desktop layout with richer visuals or multi-column structure
- Create a mobile layout with stacked elements, simplified copy, and optimized CTA placement
- Apply Hide on Mobile / Hide on Desktop toggles to each section



CASE 1

Branding website to see how to transfer Figma Ui files to WP Live website



CASE 2

Responsive Website Design and Build



Thanks~

Q&A

Don't be afraid to ask questions!

THANK YOU FOR GIVING YOUR TIME!



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portfolio**



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