ABOUT

FROST FLIP.

FrostFlip is a dynamic snow sports experience that brings together freestyle riders, mentors, and adrenaline lovers at curated outdoor venues across the UK for great memories

INSPIRATION

My inspiration for this project comes fromone of my favourite childhood games — SSX. I've always loved how it captured the essence of motion, energy, and excitement, and I wanted to bring that same feeling into my own design work.

SSX

DESIGN GOAL

01- To design a modern and energetic UI concept that captures the excitement and motion of freestyle snowboarding.

02-To create an interface that feels fast, bold, and fun while remaining clean and user-friendly.

COLOUR & TYPOGRAPHY

#1f5681

#ff5f6a

#231f20

#ffffff

CORNERO

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
1234567890

Poppins

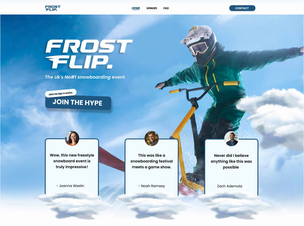
Aa

Protest Riot

Aa

UI DESIGN PROTOTYPE - LO-FI

I chose this layout because it supports big hero sections, strong motion moments, and clear calls to action — all of which help bring the brand's energy to life.

I selected this layout for its ability to use whitespace as a storytelling tool. It creates a bold, fast-paced rhythm while still staying clean, accessible, and easy for users to follow

UI DESIGN PROTOTYPE - STATIC VERSION