

Master UX/UI Design
February 2025

Portfolio **Benedetta Pavia** Website

Table of Contents

01. Introduction

3

02. Visual Identity

4

03. Structure

7

04. Code

13

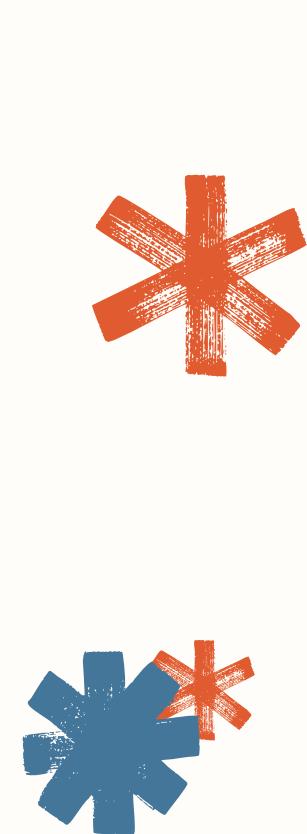
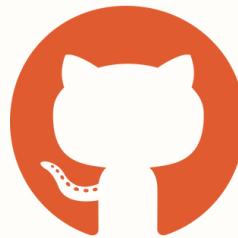
01. Introduction

Goals

The goal of this project was to create **a personal website, designed as a digital portfolio** to showcase all the projects I developed during my UX/UI design studies.



Link Github



02. Visual Identity

Color Palette

Orange

CMYK (0%, 59%, 79%, 12%)
RGB (224, 92, 48)
HEX #E05C30

Steel blue

CMYK (56%, 23%, 0%, 40%)
RGB (68, 118, 154)
HEX #44769A

Pastel yellow

CMYK (2%, 0%, 42%, 2%)
RGB (245, 249, 145)
HEX #F5F991

Sky blue

CMYK (45%, 19%, 0%, 2%)
RGB (137, 203, 251)
HEX #89CBFB

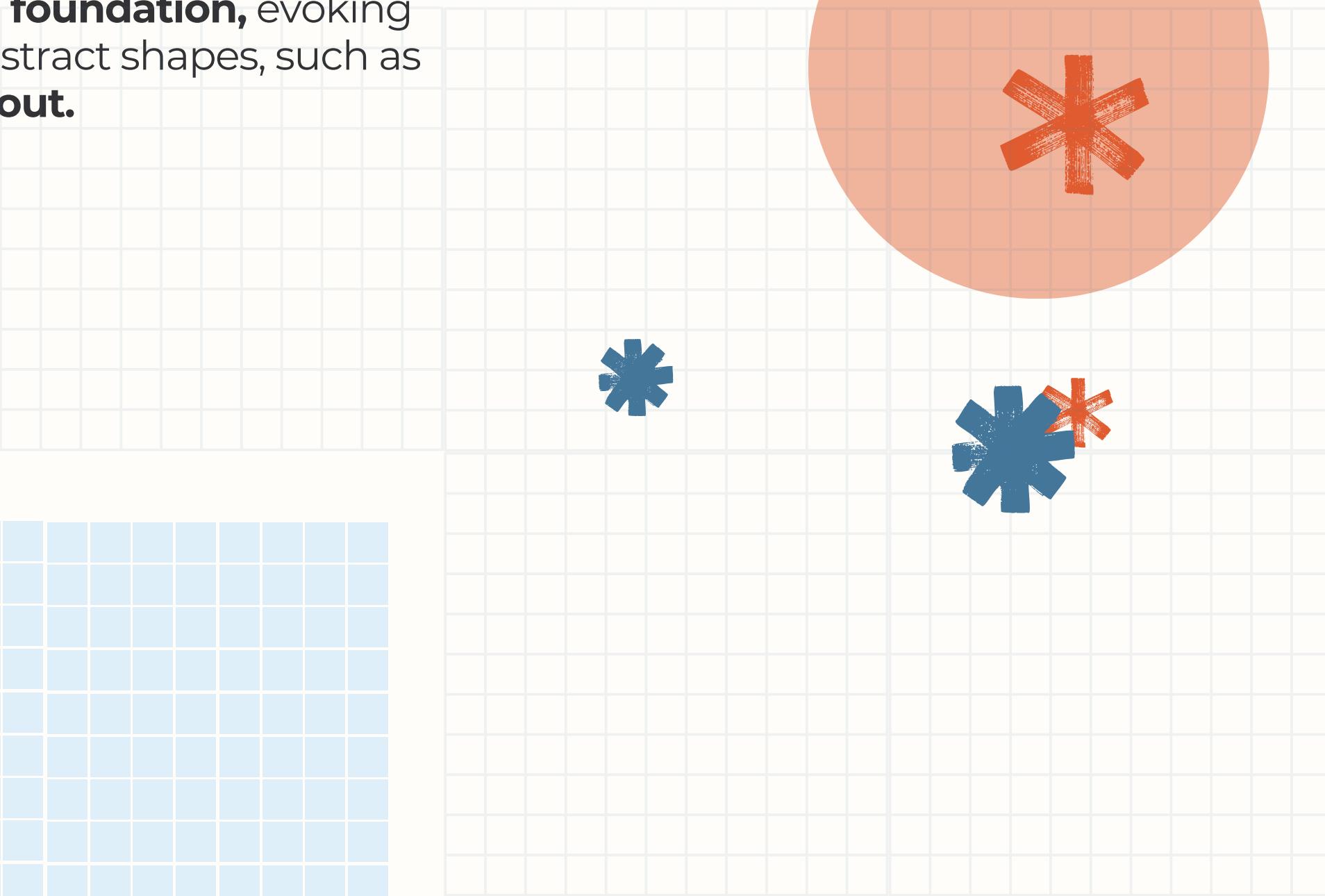
Cream white

CMYK (0%, 1%, 2%, 0%)
RGB (255, 253, 249)
HEX #FFFDF9

Graphic elements

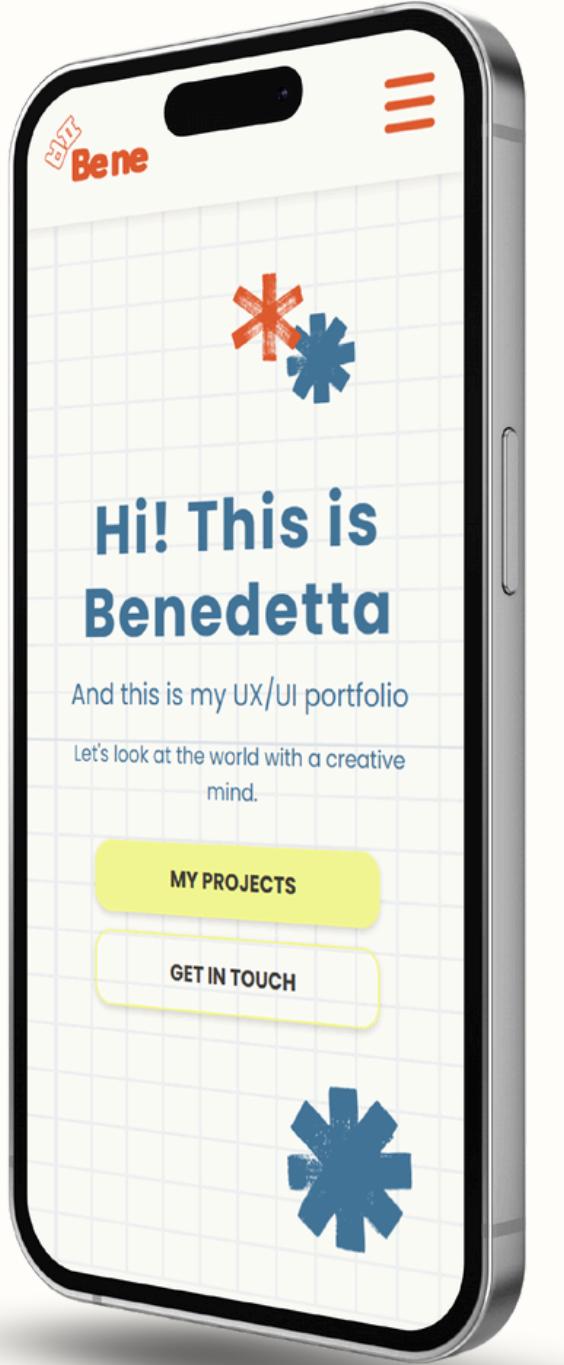
The visual design of my portfolio reflects **a creative and dynamic aesthetic**, characterized by geometric elements and textures inspired by handmade design. **The grid background provides a structured and organized foundation**, evoking the **design thinking process**. I also used pastel colors and abstract shapes, such as stylized stars, to add a **playful and personal touch to the layout**.

Bene



Font

The chosen typeface is **Poppins**, known for its excellent readability thanks to its **geometric, clean, and minimalist style**.



Aa

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789#%&()!=+?

Poppins

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0123456789#%&()!=+?

0.3 website structure

Bootstrap

I used Bootstrap to simplify the layout of certain sections and to make the website more responsive, leveraging its predefined grid system and utility classes.

In particular:

- **Navbar:** Bootstrap was used to manage the navigation bar, ensuring responsiveness across mobile and tablet devices.
- **Footer:** The footer also uses Bootstrap classes to arrange elements into columns, making it easier to adapt their positioning across different breakpoints.
- **“My Education” Section:** I applied the Bootstrap grid (col-lg-4, col-md-6) to organize the education cards into multiple columns — 3 on desktop, 2 on tablet, and 1 on mobile.
- **“Skills & Tools” Section:** I used the Bootstrap grid system (col-lg-6) to divide the section into two columns — one for skills and one for tools.
- **Contact Page Form:** Bootstrap was used to manage the alignment and layout of the form, ensuring that the input fields and submit button adapt smoothly to different screen sizes.

Grids & Flexbox

CSS Grid was extensively used on the CV Page, particularly to implement a Bento Grid-style layout for the elements.

- **CV Section:** The grid-template-columns property is set to repeat(3, 1fr) to ensure a clear layout on desktop, while media queries adapt the structure on smaller devices.
- **Work Experience:** This section spans two columns and two rows, using grid-column and grid-row properties to organize the content effectively.
- **Soft & Hard Skills:** Skills are positioned using the grid, with soft skills placed in a single column and hard skills spread across two columns beneath the experience section.
- **Languages:** The language section is placed below the profile photo, occupying one column to maintain visual balance in the layout.

Flexbox was mainly used in sections requiring dynamic alignment and even distribution of elements.

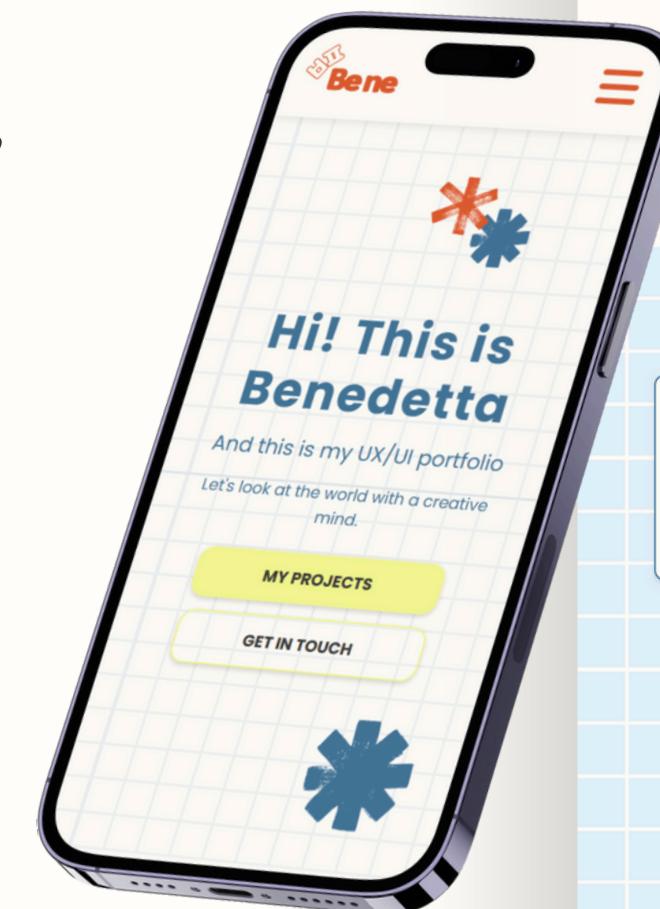
- **“About Me” Section:** Elements are placed side by side and adapt into a vertical column on smaller screens.
- **Footer:** Flexbox was used to evenly distribute the elements (logo, copyright, and social icons) within the footer.
- **Call-to-Action Buttons (CTAs):** The “**My Projects**” and “**Get in Touch**” buttons use Flexbox to center the text both vertically and horizontally, ensuring adaptability across devices.
- **“Skills” Section:** The skill pills are positioned using Flexbox to maintain a natural flow and prevent layout breaks on smaller screens.

Homepage

The homepage is designed to provide a **clear and engaging experience**, guiding visitors through my professional and creative journey. **The structure is divided into well-defined sections**, each serving a specific purpose, while maintaining a layout consistent with the overall visual identity of the site.

The main sections include: **Hero, About Me, My Education, Skills & Tools, CV Call-to-Action, My Projects, Contact Call-to-Action, and Footer**.

The entire homepage is crafted to be **clean, readable, and interactive**, highlighting my background and skillset with a cohesive and visually appealing aesthetic.



Hi! This is Benedetta
And this is my UX/UI portfolio
Let's look at the world with a creative mind.

MY PROJECTS GET IN TOUCH

About Me

Click on the bubbles to learn more!

Skills

These are my skills!

Master Degree in UX/UI Design
Jan 2024 - Present
Start2Impact University - Online
Focusing on user research, wireframing, and prototyping.
Evaluation: Ongoing

Korean Language Program
Mar 2023 - Nov 2023
Sogang University - Seoul
Graduated Level 3. Deep dive into Korean grammar and conversation.
Evaluation: A

BA in Fashion & Costume Design
2016 - 2019
Accademia Costume & Moda - Rome
Thesis on "Albeis d'Acciaio", Isaac Asimov. Exploring futuristic costumes.
Evaluation: 10/10

Tools

These are the tools I use!

Wireframing & Prototyping, Responsive Design, Accessibility, User Research, Graphic Design, Ps, Ai, Id, Figma, Ht, Cs

Download CV

My Projects

A collection of my best work in UX/UI, Graphic Design, and more!

MoodySkin
UX/UI Design
A complete UX/UI redesign of a skincare e-commerce website, focused on personalization and user engagement. Available soon!

Ecodream design
UX/UI Design
UX/UI redesign of an e-commerce for a sustainable fashion brand. From user research and accessibility analysis to mobile-first UI and usability testing.

Portfolio Website
HTML & CSS
A personal website designed to showcase my UX/UI projects with a responsive layout, Bento-style grid, and modular CSS. Built to reflect my creative identity and provide a seamless user experience.

Accessibility audit Ecodream
UX/UI Design
A focused accessibility audit of the Ecodream website. The project includes user personas, and a user journey to highlight usability barriers and suggest inclusive design improvements.

Graphic Design
Graphic Design
Brand guidelines and social media posts proposals for a meditation app

Let's Work Together!
Have a project in mind or just want to say hello? Feel free to reach out!

GET IN TOUCH

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LinkedIn, Behance, GitHub, Dribbble

CV

The **CV Page is designed using a Bento-style layout**, dividing content into clearly defined blocks to ensure a smooth and intuitive reading experience. **Each section is organized within a consistent grid, providing a balanced design and clear navigation.**

The CV Page serves as a **natural extension of the homepage, combining aesthetics and functionality**. The Bento-grid structure arranges content in a logical and accessible way, making it easy to find and explore the most relevant information.



Bene

Home About Me CV Contacts

Benedetta Pavia

Junior UX UI Designer

14 Dec 1997, Rome

I'm a Junior UX/UI Designer with a background in fashion and strong interest in human-centered design, digital interfaces, and South Korean culture. I'm looking for opportunities to apply my creativity and user research skills in a collaborative and international team

Education

Master UX/UI Design
Start2Impact University (2024-Present)
Evaluation: Ongoing

Korean Language Program
Sogang University, Seoul (2023)
Completed level: 3. Evaluation: A

Fashion & Costume Design
Accademia Costume & Moda, Rome (2016-2019)
Evaluation: 110/110

UX and Graphic design Projects

Social media graphics
COPYPOINT SRL (Feb 2025 - Present)
Logo redesign, brand identity, Social media posts design

Moodyskin - Skincare e-commerce redesign
UX UI Case study (Mar 2025 - Present)
Heuristic analysis and site structure revision, creation of sitemap and wireframes, prototyping in Figma with a custom designed system, User test analysis

Portfolio website
Start2Impact project (Feb 2025)
Design and development with HTML and SCSS, responsive layout, interactive contact form, visual identity aligned with personal branding

Ecodream - sustainable fashion e-commerce
UX UI Case study by Start2Impact (Feb 2024 - Feb 2025)
Research and user personas development, wireframing, UI design and prototyping, user experience optimization for mobile devices

Other Experience

Sales Assistant
KIABI (Jul 2022 - Jan 2023)
Customer service, Sales operations, Visual merchandising, Inventory Management, Sales Goals.

Sales Assistant
TALLY WEIJL (JUN 2022 - JUL 2022)
Customer service, Sales operations, Visual merchandising, Inventory Management, Sales Goals.

Costume Standby on set
Cattleya Srl (Dec 2021 - Mar 2022)
TV Series: "Circeo" | Costume Designer: Magdalena Grassi. On-set support, Continuity maintenance.

Costume Buyer/Costume Standby on set
Lucky Red Srl (May 2021 - Jul 2021)
Movie: "Gli Idoli delle Donne" | Costume Designer: Nicoletta Ercole. Source and purchase costumes and accessories, Budget management, Inventory management, Research, On-set support, Continuity maintenance.

Intern Costume Department
Wildside Production (Feb 2021 - Apr 2021)
TV Series: "Il Re" | Costume Designer: Johanna Bronner. Source and purchase costumes and accessories, Inventory management, Research, On-set support, Continuity maintenance.

Intern Costume Department
Lotus Production (Sep 2020 - Dec 2020)
TV Series: "Alfredino: Una Storia Italiana" | Costume Designer: Daniela Ciancio. Inventory management, On-set support, Continuity maintenance.

Languages

Italian
Native

English
Advanced

Korean
Intermediate

Soft Skills

Creative Problem Solving
Communication
People oriented Empathy
Adaptability

Hard Skills

User Research Wireframing Prototyping User testing Figma
UI Design Microsoft Office Adobe creative suite Copywriting

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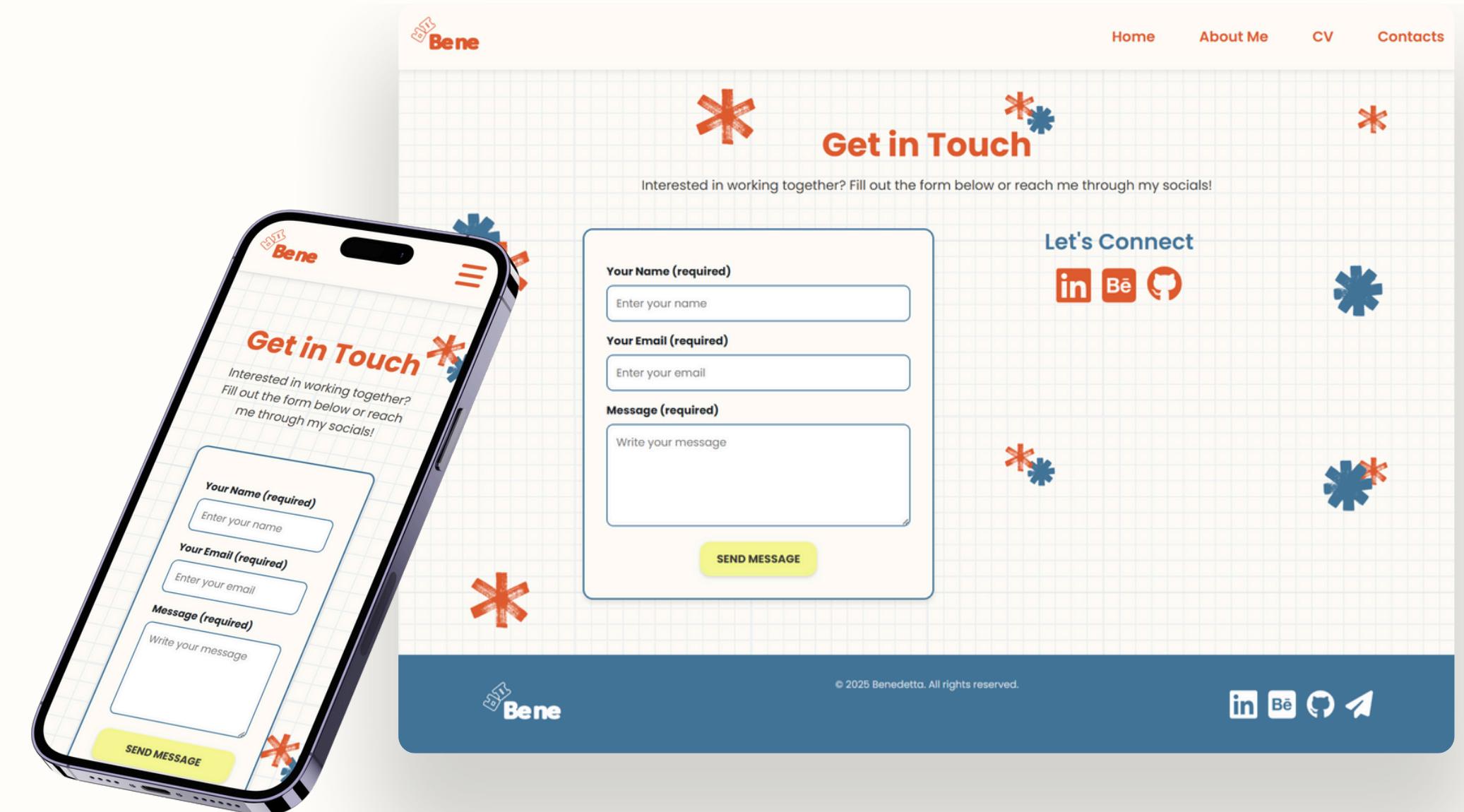
in Be GitHub

Contacts

The Contacts Page **is designed to provide an immediate and intuitive interaction**, allowing visitors to get in touch quickly and easily.

It offers a **clear and effective user experience, combining a visually appealing design with seamless interaction**.

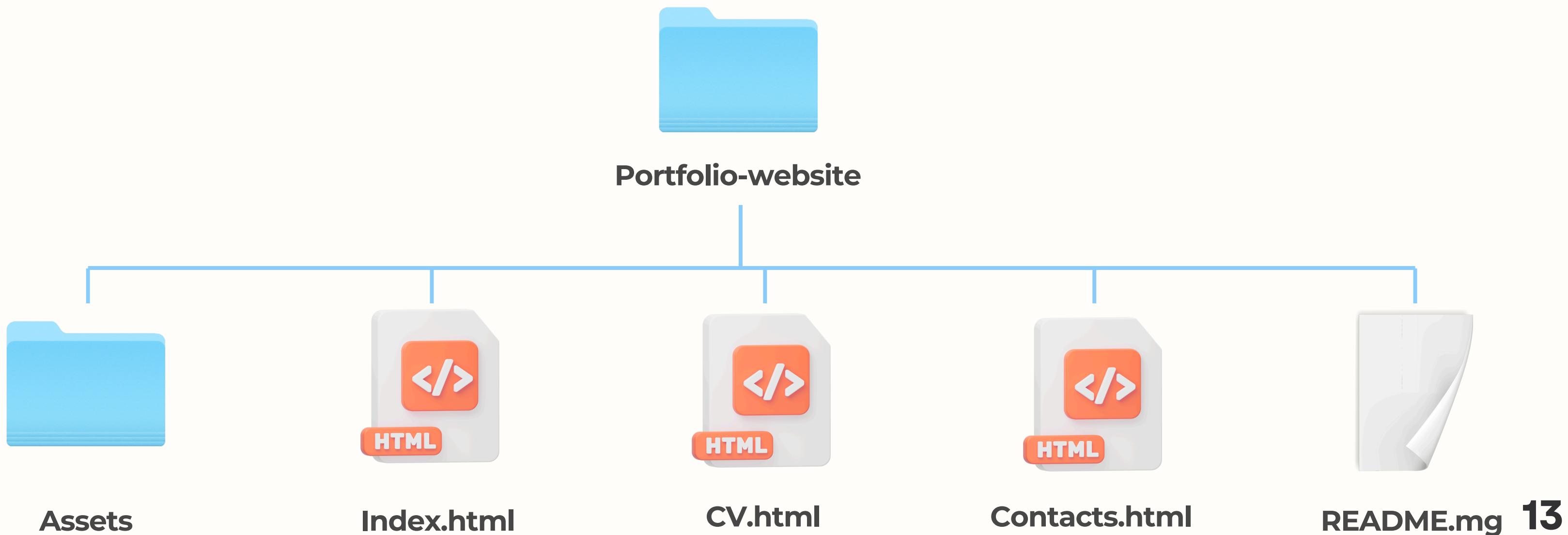
Thanks to its flexible and responsive layout, users can reach out effortlessly from any device.



04.Code

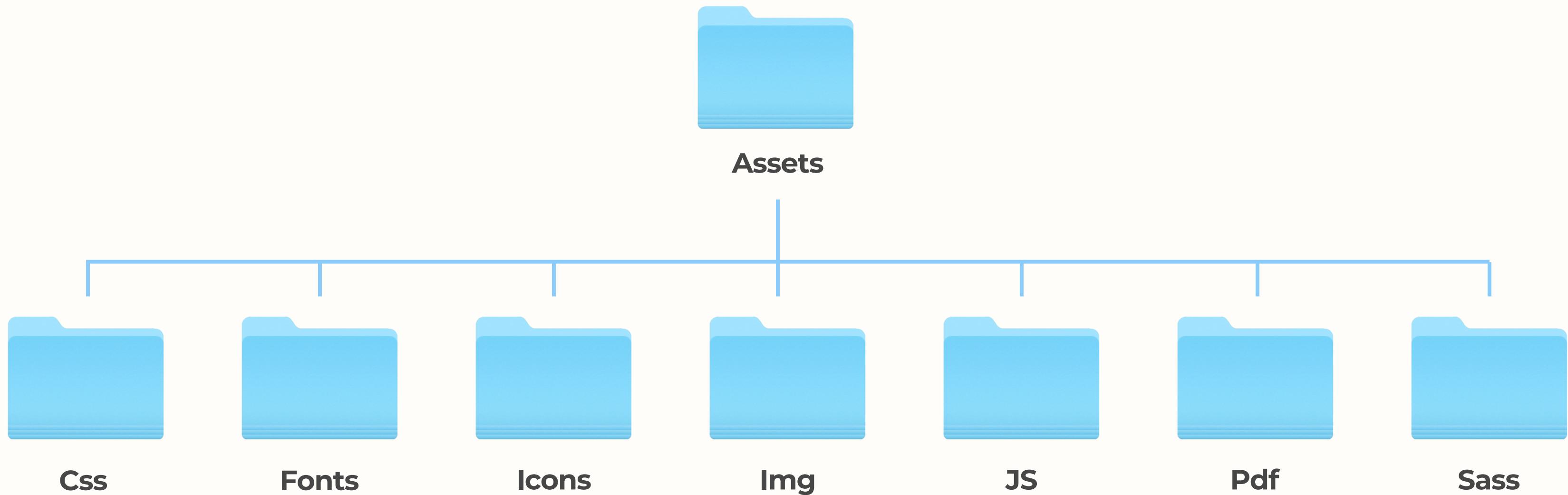
File

The project architecture was organized in a logical and structured way, following best practices for website management. **The folder structure facilitates future maintenance and scalability, keeping the code clean and easy to navigate.**



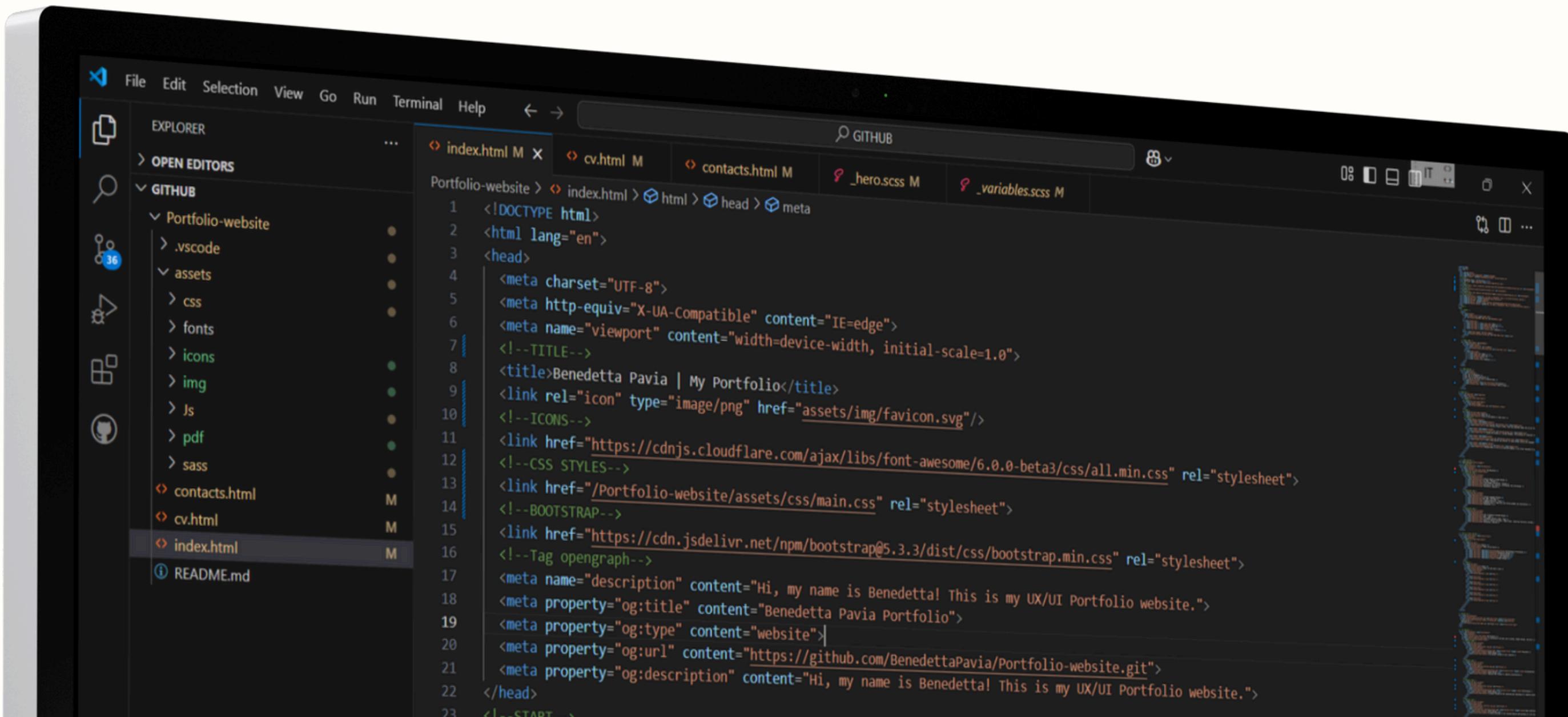
File

This folder **contains all the graphic assets, style files, and scripts used in the project.**



HTML

The project includes **three main HTML files: index.html, cv.html, and contacts.html**, each serving a specific purpose to ensure clear and intuitive navigation.



The screenshot shows the Visual Studio Code interface with the GitHub repository "Portfolio-website" open. The Explorer sidebar on the left lists files and folders: .vscode, assets, css, fonts, icons, img, js, pdf, sass, contacts.html, cv.html, index.html, and README.md. The index.html file is currently selected and displayed in the main editor area. The code in index.html is as follows:

```
1 <!DOCTYPE html>
2 <html lang="en">
3   <head>
4     <meta charset="UTF-8">
5     <meta http-equiv="X-UA-Compatible" content="IE=edge">
6     <meta name="viewport" content="width=device-width, initial-scale=1.0">
7     <!--TITLE-->
8     <title>Benedetta Pavia | My Portfolio</title>
9     <link rel="icon" type="image/png" href="assets/img/favicon.svg"/>
10    <!--ICONS-->
11    <link href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.0.0-beta3/css/all.min.css" rel="stylesheet">
12    <!--CSS STYLES-->
13    <link href="/Portfolio-website/assets/css/main.css" rel="stylesheet">
14    <!--BOOTSTRAP-->
15    <link href="https://cdn.jsdelivr.net/npm/bootstrap@5.3.3/dist/css/bootstrap.min.css" rel="stylesheet">
16    <!--Tag opengraph-->
17    <meta name="description" content="Hi, my name is Benedetta! This is my UX/UI Portfolio website.">
18    <meta property="og:title" content="Benedetta Pavia Portfolio">
19    <meta property="og:type" content="website">
20    <meta property="og:url" content="https://github.com/BenedettaPavia/Portfolio-website.git">
21    <meta property="og:description" content="Hi, my name is Benedetta! This is my UX/UI Portfolio website.">
22   </head>
23   <!--START-->
```

SASS

The SCSS files are organized in a modular way to keep the code clean, scalable, and easy to maintain.

I chose **SASS as the preprocessor** because it allows the use of **variables, mixins, and modules**, enhancing style consistency and simplifying future updates.

Each section of the website has its own dedicated SCSS file, making the project more structured and improving overall code maintainability.



In the **main.scss** file, **all section-specific SCSS files are imported**, allowing for better code organization.

This approach keeps the codebase more readable and easier to update, avoiding overly long and complex files. Additionally, using **@import helps manage styles specific to each part of the site, improving maintainability**.

The **variables.scss** file was used **to define a color palette and other global variables**. This **ensures visual consistency across the site** and prevents the repetition of values in multiple SCSS files.

Another key aspect is the **inclusion of the Poppins font, declared directly in main.scss using @font-face, ensuring it is applied site-wide without needing to call it separately in each section**. This method allows for efficient customization of font weights, without loading unnecessary font files.

All the elements defined in main.scss and variables.scss were reused throughout the codebase to maintain consistency, efficiency, and modularity.

A screenshot of a code editor (VS Code) showing the file structure and content of the main.scss file. The left sidebar shows a tree view of the project structure under 'OPEN EDITORS' and 'GITHUB'. The main editor area shows the following code:

```
File Edit Selection View Go Run Terminal Help < >
EXPLORER OPEN EDITORS
GITHUB Portfolio-website .vscode assets sass ...
Portfolio-website
  > assets
    > css
    > fonts
    > icons
    > img
    > js
    > pdf
    > sass
      > _about.scss
      > _contacts.scss
      > _cv.scss
      > _footer.scss
      > _header.scss
      > _hero.scss
      > _Home.scss
      > _responsive.scss
      > _variables.scss
      main.scss
  contacts.html
  cv.html
  index.html
  README.md
Portfolio-website > assets > sass > main.scss > ...
1 @import "variables";
2 @import "header";
3 @import "hero";
4 @import "about";
5 @import "Home";
6 @import "cv";
7 @import "contacts";
8 @import "footer";
9 @import "responsive";
10 *
11   margin: 0;
12   padding: 0;
13   box-sizing: border-box;
14 }
15 body, .container {
16   overflow: visible;
17   font-family: $font-primary;
18 }
19 html {
20   scroll-behavior: smooth;
21 }
22
23
24
25
26
27
28
29
30
31
32
33
34
35
@font-face {
  font-family: "Poppins";
  src: url("/Portfolio-website/assets/fonts/Poppins-Regular.woff2") format("woff2");
  src: url("/Portfolio-website/assets/fonts/Poppins-Regular.woff") format("woff");
  src: url("/Portfolio-website/assets/fonts/Poppins-Regular.ttf") format("true");
  font-weight: 400;
  font-style: normal;
}
@font-face {
```

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Benedetta Pavia

Thank you!!