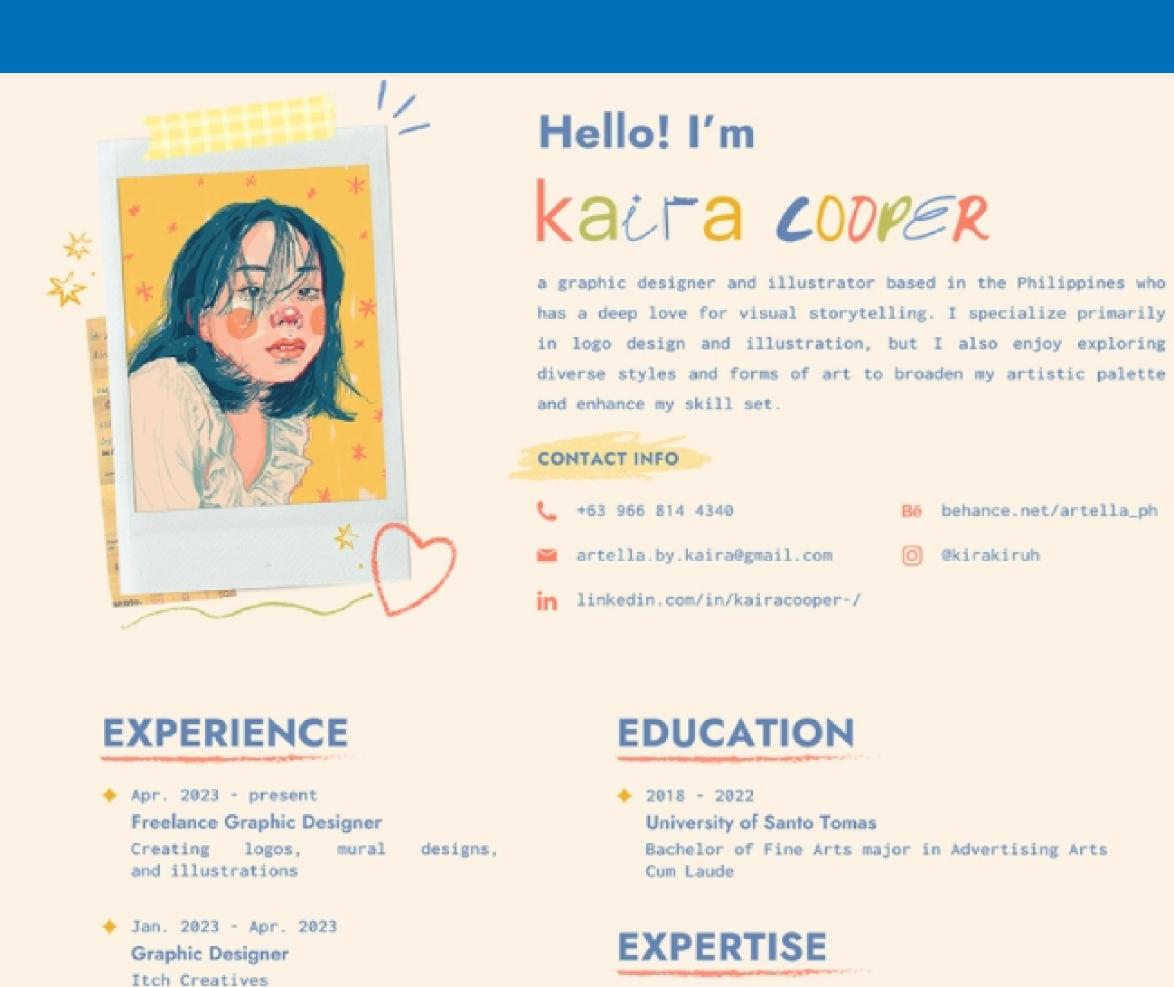


Design Document





Adobe Photoshop

Adobe InDesign

Procreate

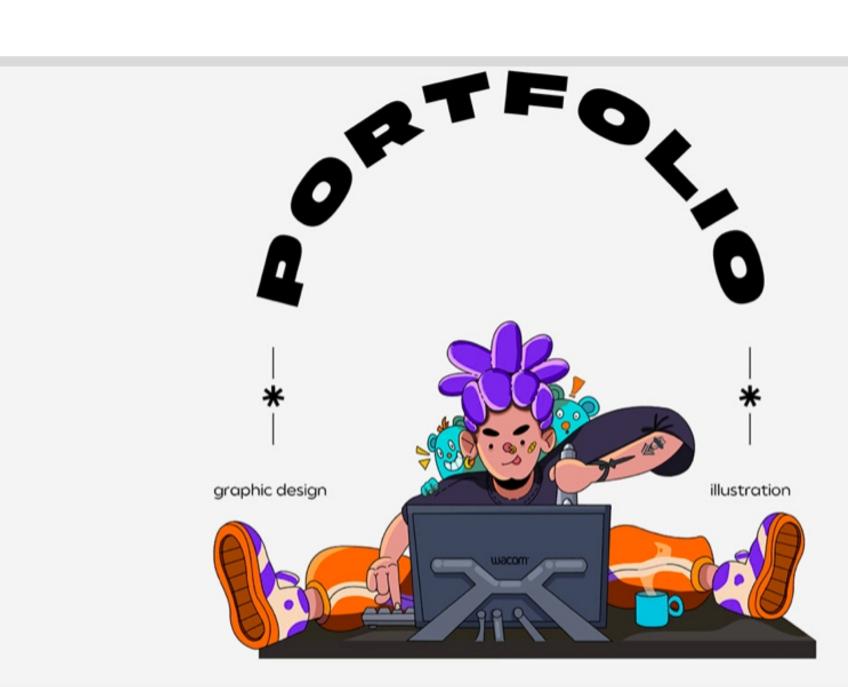
Adobe Illustrator

Illustration

+ Logo Design

Advertising

Social Media Content



ABOUT THE PROJECT

The goal was to create a one-page site, which can clearly show the advantages of the client. The design must have been simple and interesting at the same time. During design creation, I proposed to create dark and light themes.

The dark theme helps to focus when working with text and relieves stress from the eyes. And it is always good for a user to have a choice:)

The client has accepted my suggestion.

DESIGN PROCESS

Discover	De

efine

Ideate Design

Test

Defined with design concept, study direct and indirect competitors

Figured out the query and key points to achieve.

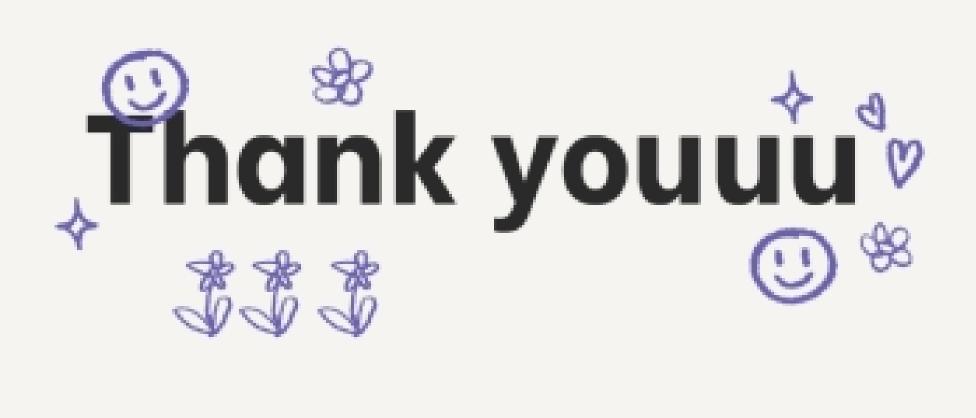
Made competitor and visual analyses, and created the mood board.

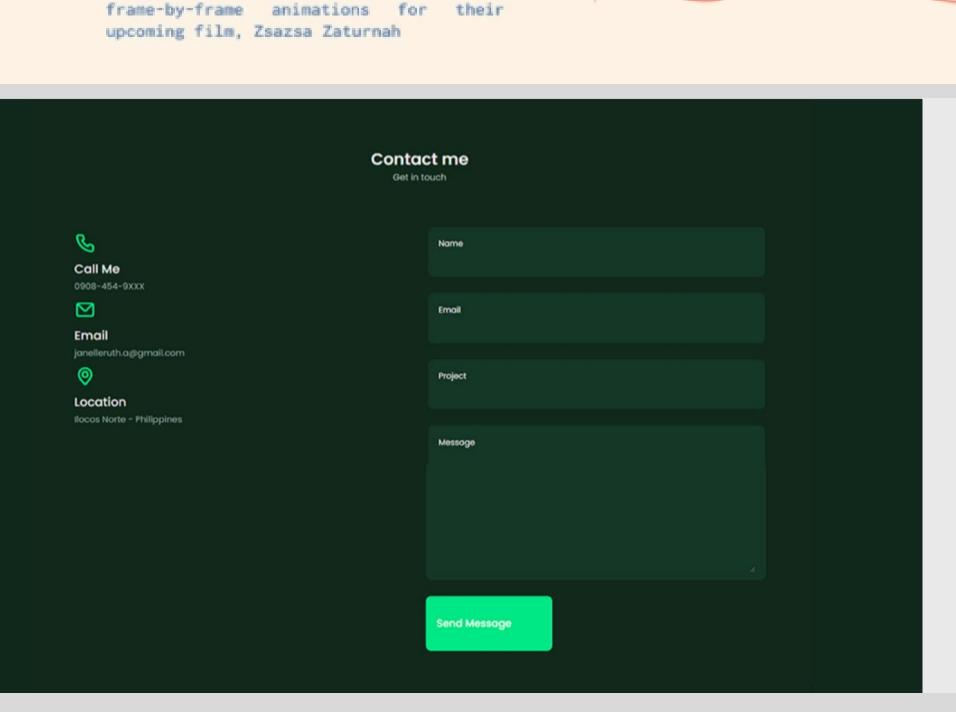
Developed the design concept. Created desktop, tablet, and

mobile versions of

the design.

Presented design to friends and colleagues to get an outside perspective.





Clients: Pasig City / UCC Coffee /

Chevrolet Philippines / MG Motors Philippines / Robinsons Land Corporation

Assisted with polishing storyboards and

/ WeAreAyala

Art Intern

Jun. 2021 - Jul. 2021





Links:

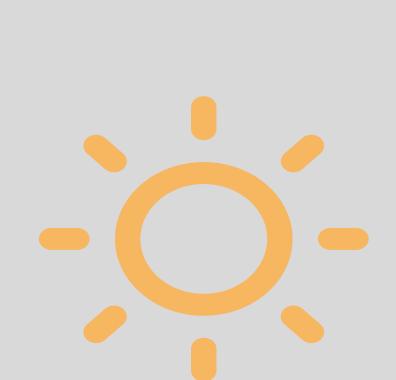
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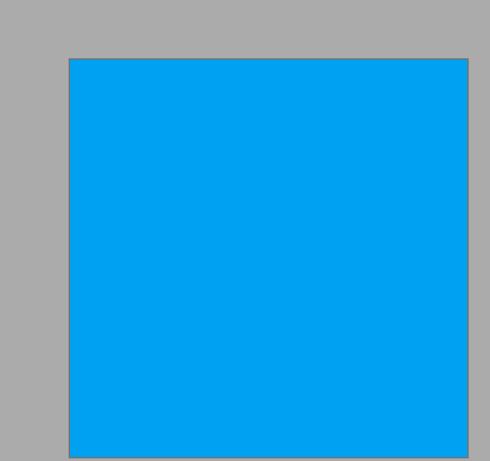
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https://www.behance.net/gallery/180273401/Portfolio-2023-Kaira-Cooper?tracking_source=search_projects| fr+ontend+developer+portfolio

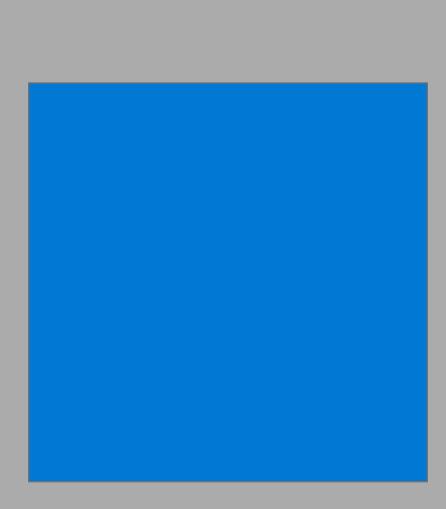
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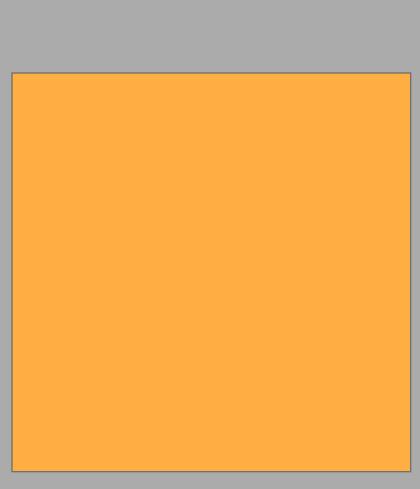












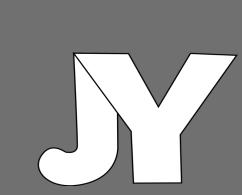
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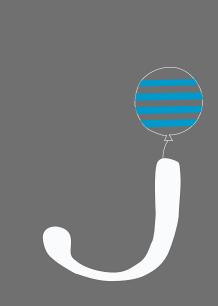
ARIAL

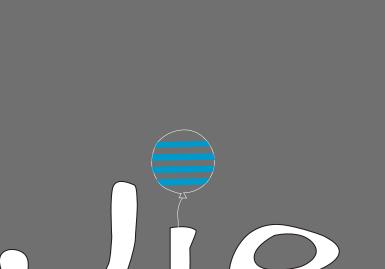
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FRONTEND DEVELOPER

