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# Branding & UX/UI

## Serano Cafe - Website Design

Serene Bakery is a cozy, artisanal bakery known for its handcrafted pastries and warm atmosphere. The website redesign aimed to encapsulate the bakery's inviting essence, improve user experience, and modernize the branding.

Through thoughtful design iterations, I established a digital presence that mirrors the bakery's in-store ambiance while enhancing online accessibility and updating brand presence. My design includes a prototype that is linked below.

Full project: <https://chrisandravaz.notion.site/Serano-Bakery-1bde7e01fa0080f8b2d5da5951b10db5?pvs=4>

Prototype: <https://www.figma.com/design/iBo2ULQNOz6sS1nr6TZspL/serano-cafe?node-id=115-1894&t=3ucFDCjvltw6Km95-1>

The image displays a grid of website screenshots for Serano Cafe, illustrating the branding and UX/UI design. The top row shows the homepage with a large Greek-themed graphic, the 'About Us' page featuring two bakers, and the 'Cafe Gallery' page with a large image of baklava. The middle row shows the 'Our Services' page with icons for YiaYia Approved, Free WiFi, Wheelchair Access, and Outdoor Patio, followed by the 'Come visit us at Serano Cafe' page with maps and social media links. The bottom row shows the 'Instagram Gallery' page, the 'Contact Us' page with a form and social media links, and the 'Hours of Operation' page. A sidebar on the right lists filters for different product categories: Beverages, Breads, Gelatos, Pastries, Cakes, and Ice cream, each with a small thumbnail image.