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PORTFOLIO
2022

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- MovieTalk App

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INTRODUCTION

I am a Europe-based Designer with over four years of experience in the industry. I formerly specialized in Branding, and during the past few years delved deeper into UI/UX. I have experience as a freelancer and a Creative Lead at a multi-national company.

There, I led a team of five, overseeing and taking part in creative projects from the B2C website, through logos, to packaging, and more.

I strive to deepen my knowledge in UI/UX and find projects and tasks that further fuel my creativity, always seeking to deliver the very best I can.

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UI / UX

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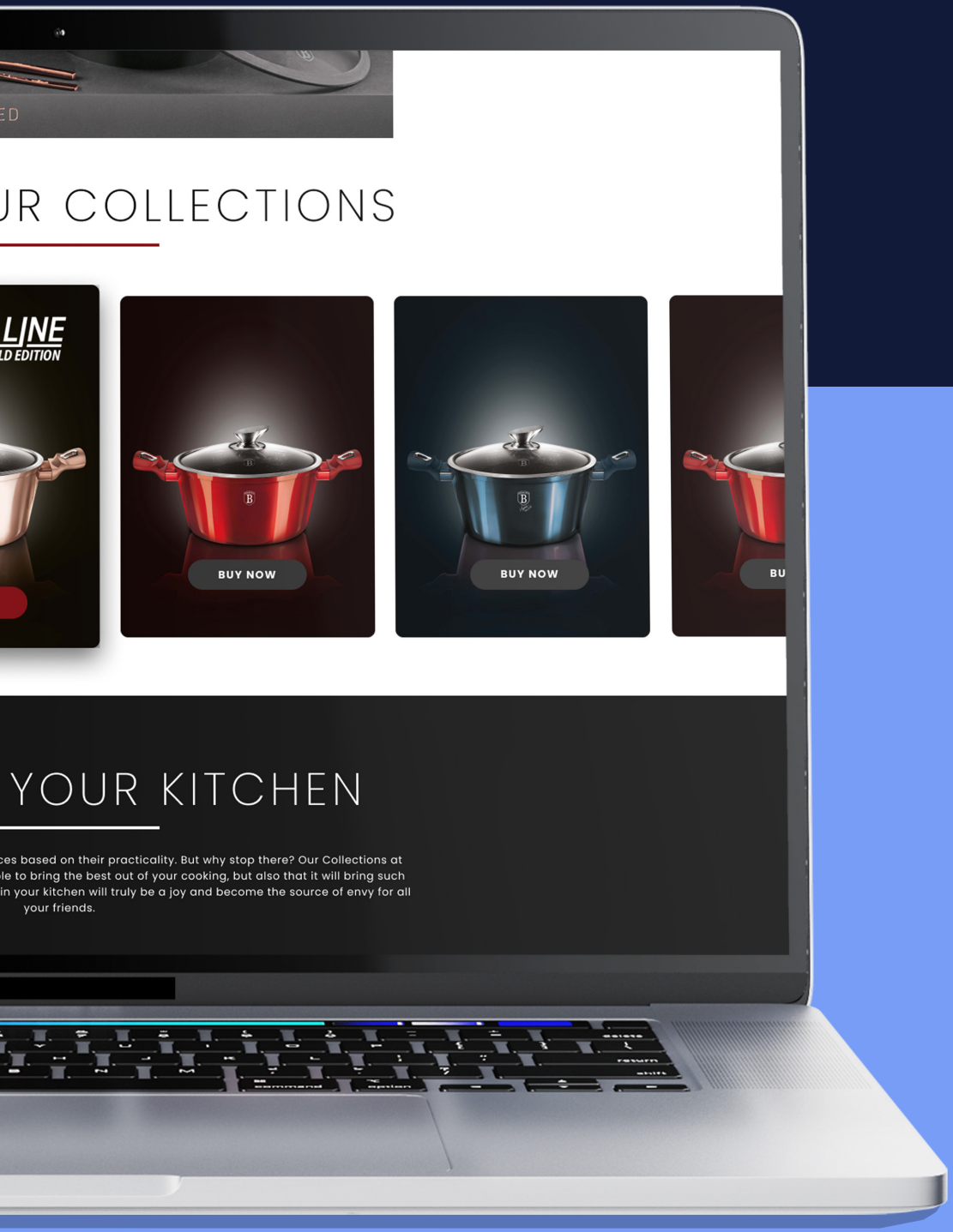


B2C WEBSITE

This project was completed using Figma, Illustrator and Photoshop.

THE AIM

The aim was to list the items in a coherent and easy-to-sort manner, similar to the pre-existing B2B website.

We wanted to showcase a wide variety of collections and give a good overview of the company to draw in potential buyers.

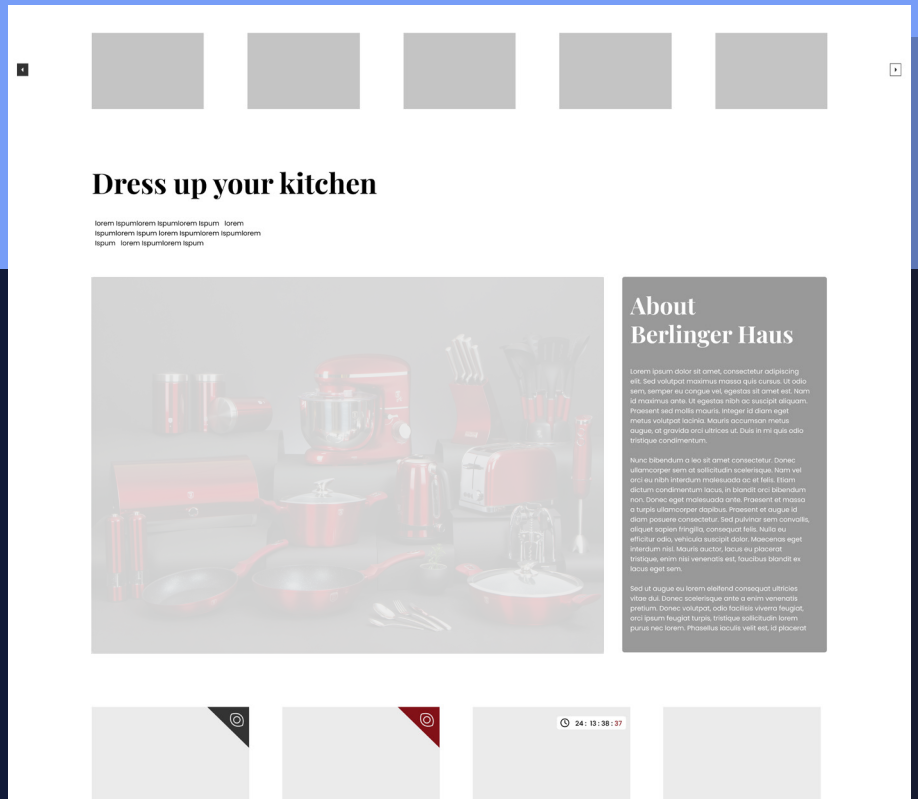
For interactive elements, we took inspiration from IKEA and H&M, and we also thoroughly researched the websites of the competition.

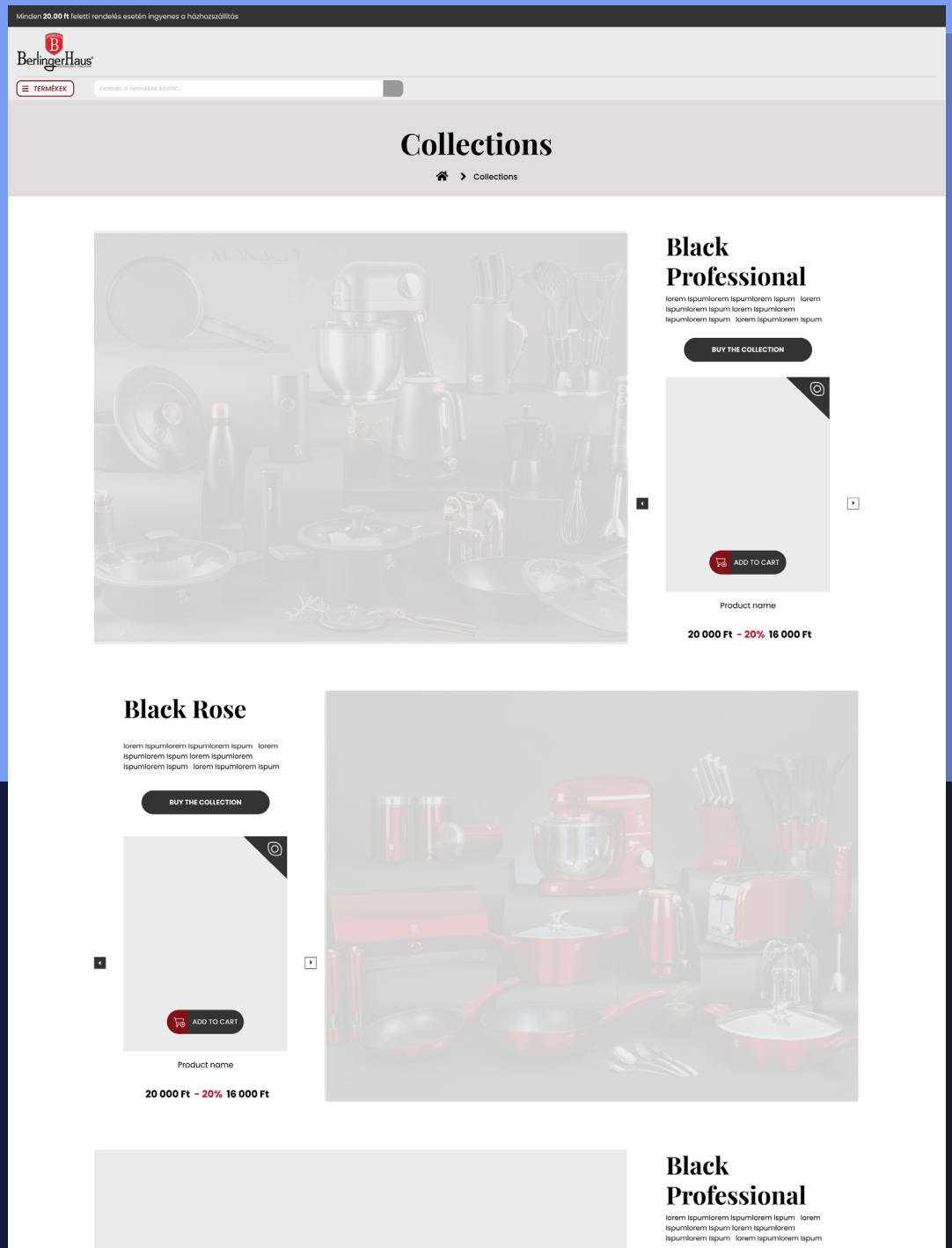
We strove for a similar simplicity trending across all sites while sorting the things we did and did not like.

THE CHALLENGE

The first challenge was that there were a large variety of collections we needed to showcase while keeping the site minimalistic. But the biggest hurdle was when we realized that customers had to be able to sort through the products not only by collections — which often had multiple colors — but also by specific colors or the type of kitchen appliance.

We had to find a way to simplify this and create an easily understandable interface, to make for a smoother user experience.



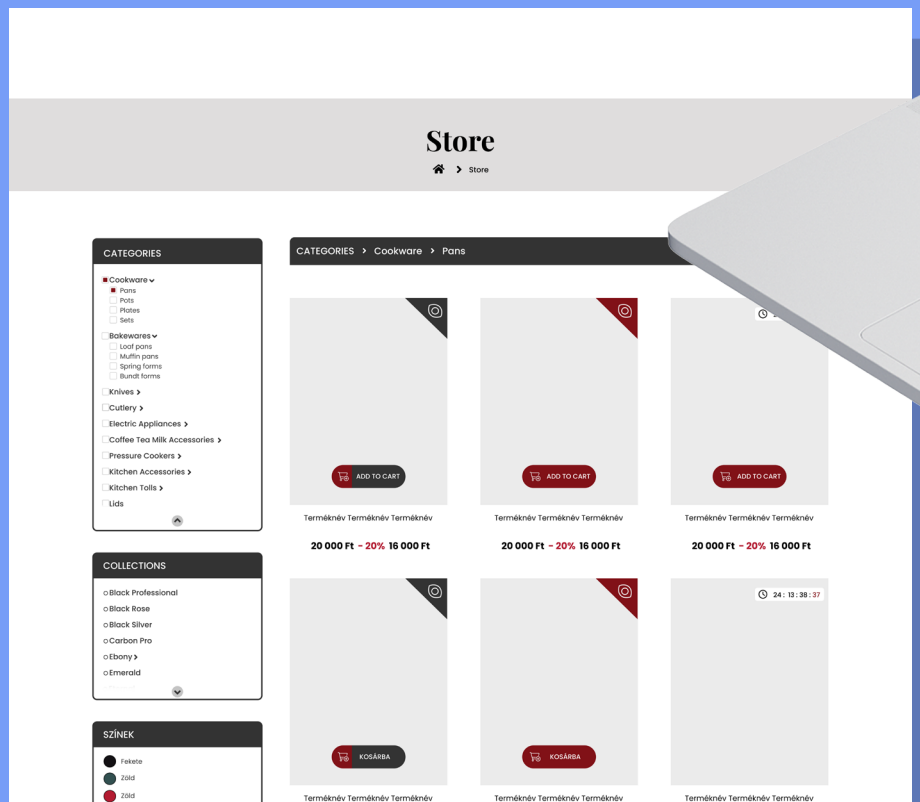


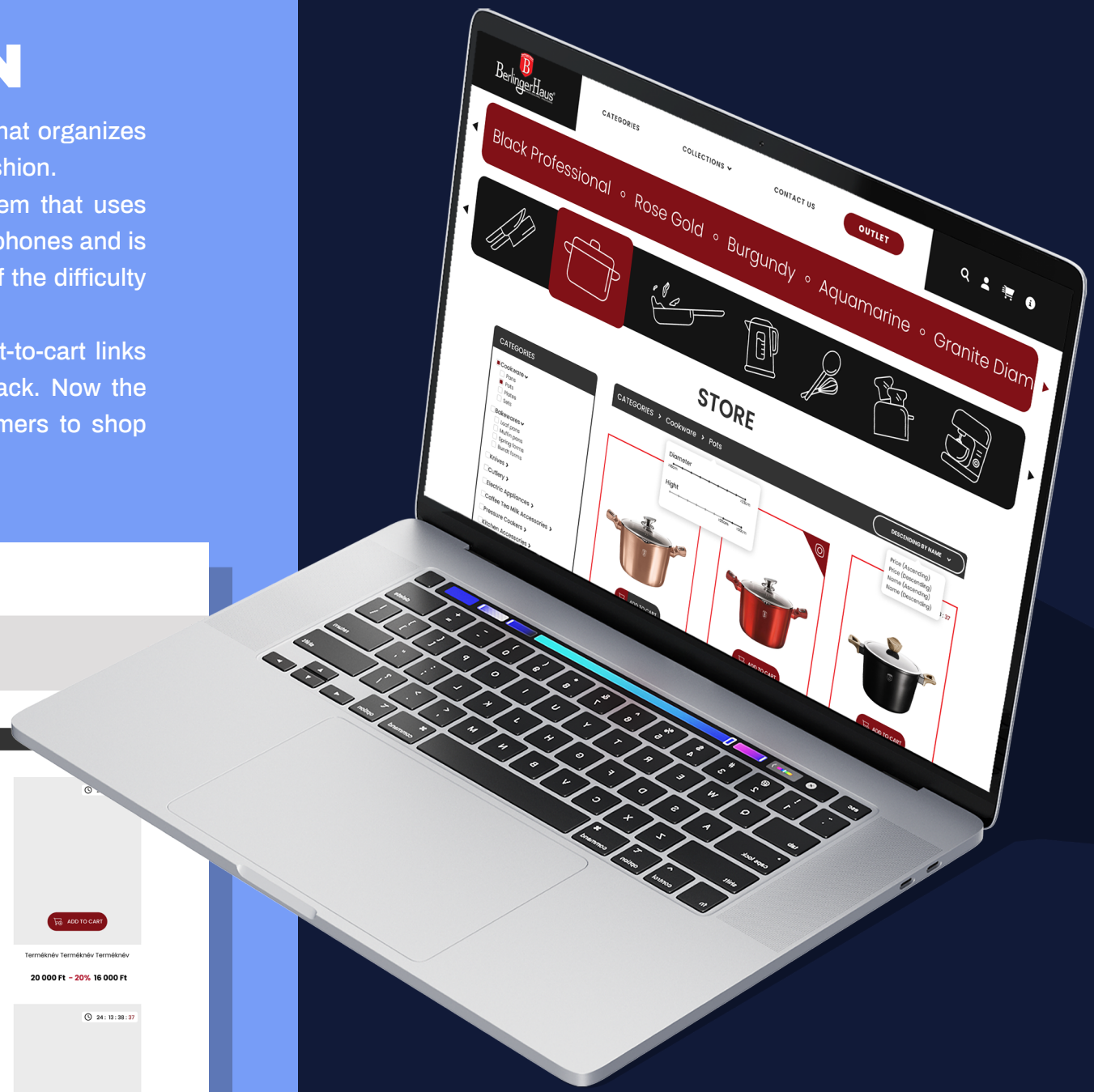
THE SOLUTION

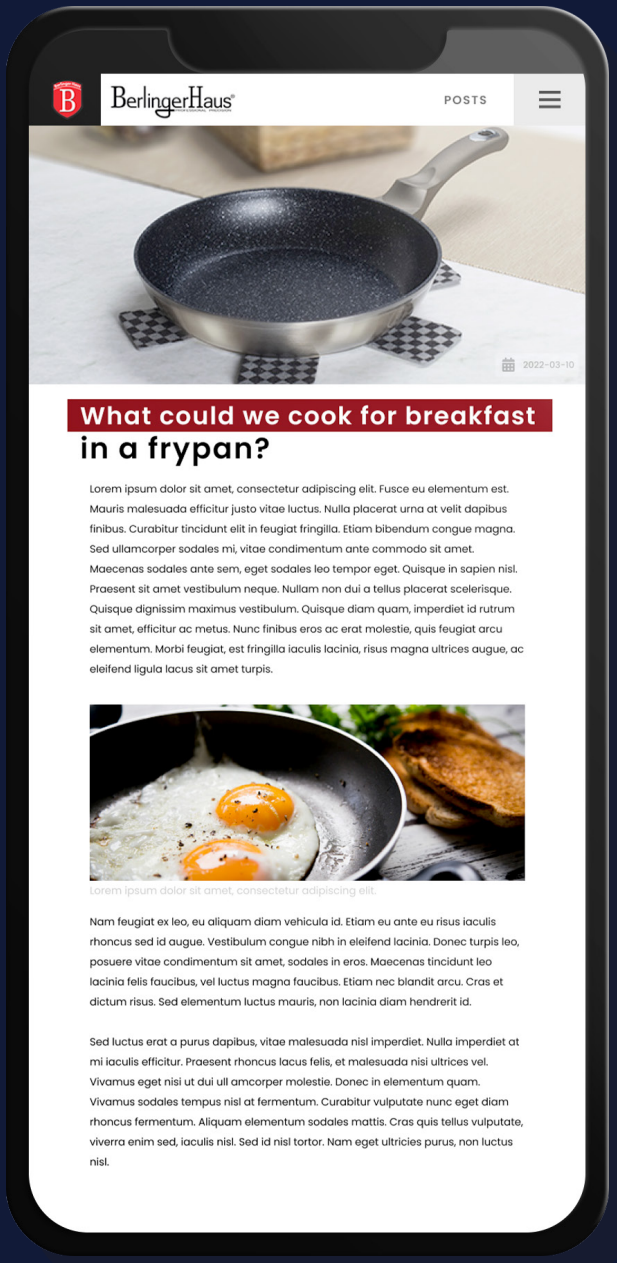
The solution was working out a system that organizes the products in an easy-to-understand fashion.

To achieve this, I created a menu system that uses pictograms suited both for desktops and phones and is easy to navigate, removing a large part of the difficulty of sorting through the products.

The index page incites users with direct-to-cart links and provides a way for customer feedback. Now the website does not only encourage customers to shop but also gives us important user data.

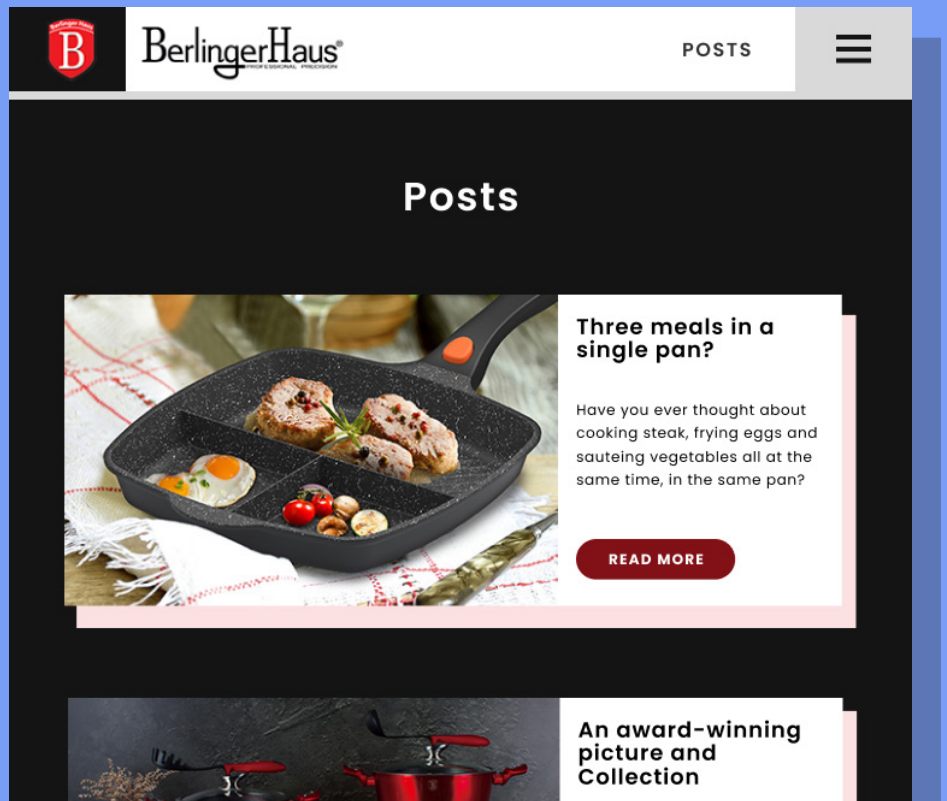


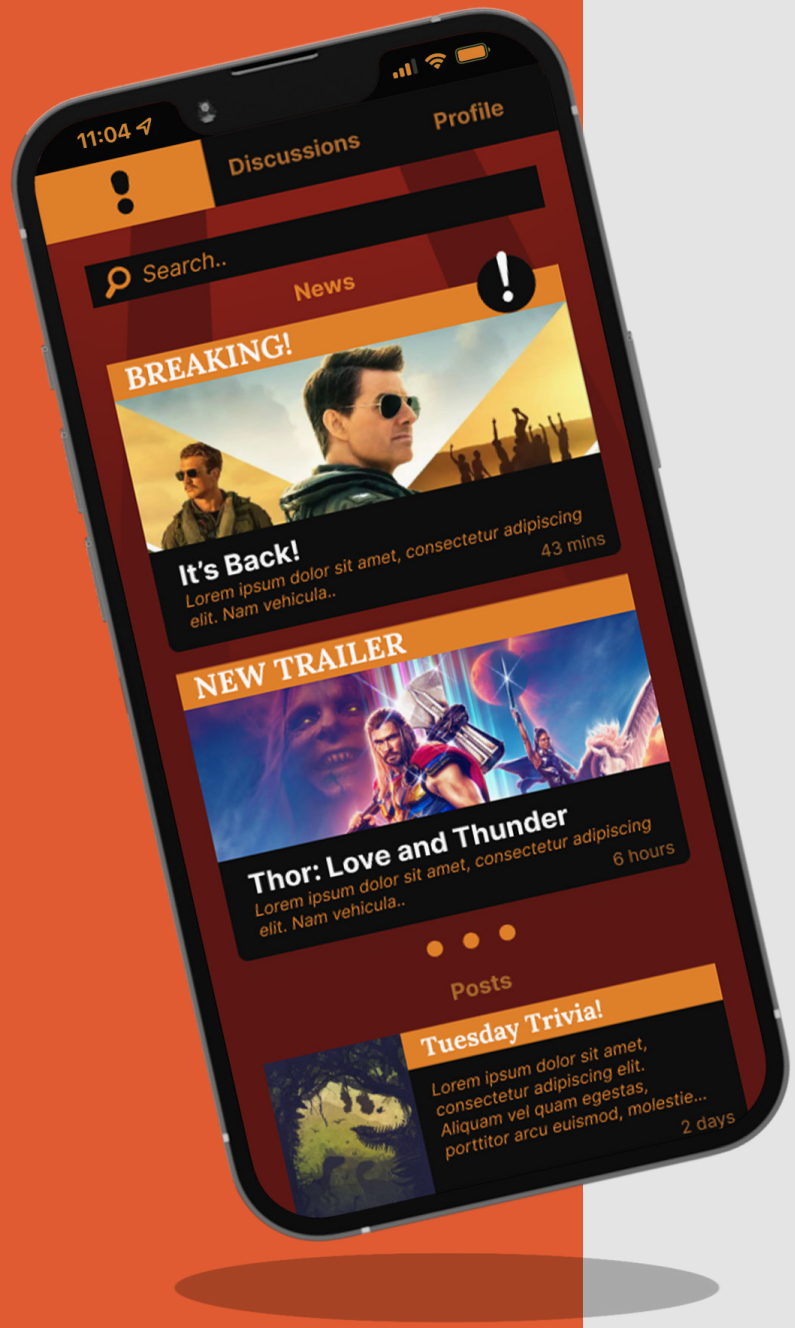




EXPECTATIONS

Thanks to customer interaction provided by the new user feedback system, the company will be able to influence buyers in ways tailored to them. It should also prove useful for ironing out kinks and refining products. The new website is estimated to improve the annual revenue by 15% and allow the company to open stores locally instead of relying solely on dropshipping.





MOVIETALKS

This project was completed using Figma and Illustrator.

THE AIM

With MovieTalks, we wanted to create an application for movie enthusiasts where they can all come together in an online community. A place to discuss the newest hits or their all-time favorites with like-minded individuals while also getting the chance to be informed about upcoming or current movie-related events.

We wanted to make something that allows users to create conversations regarding both old and new releases, enjoy interactive features, and provide a well-rounded hub for all their movie needs.

THE CHALLENGE

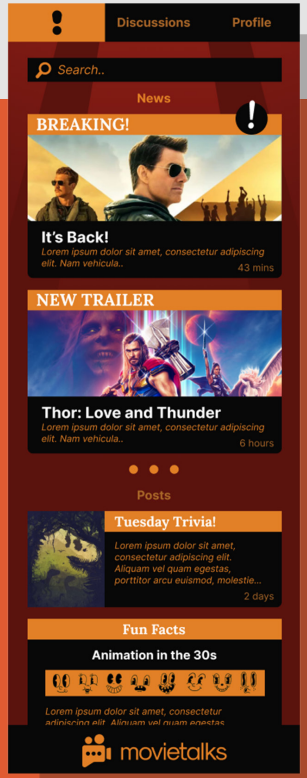
Considering that there is already a variety of places online where you can engage in similar discussions, we wanted to bring something new to the table and rise above the competition with unique features.

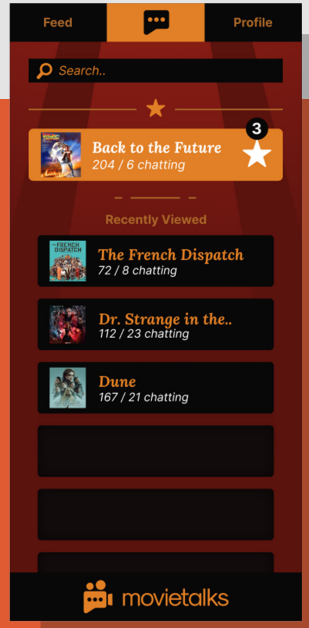
After usability and design testing, we found that people were not keen on the original palette used in the prototype, which called for a change. During these trials, we also found that users had difficulty navigating the discussion system, which was a significant issue.

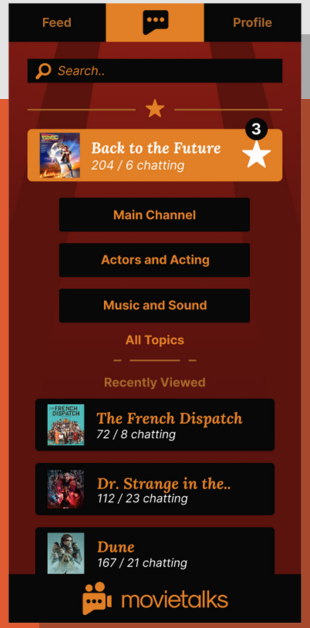
THE SOLUTION

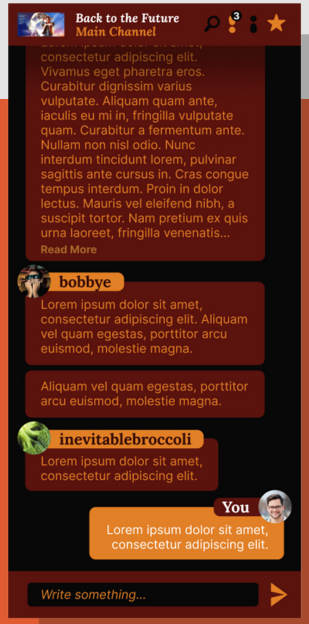
To make the app stand out from its competition, we implemented interactive features such as the Trivia, a playful movie-related quiz focusing on user engagement.

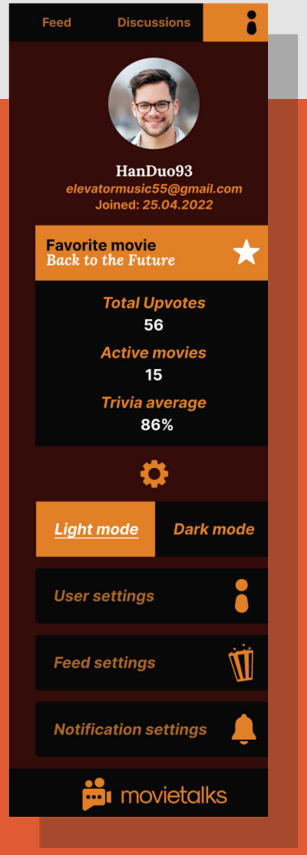
I simplified the menu to make navigation easier. We found that even though the creative UI had the effect of raising initial interest, it also made navigation more confusing and ultimately ended up in a loss of engagement from testers. We changed the color palette to a combination of dark red and orange, which made sense from a UX standpoint while also suiting the app from a design perspective as it hinted at old-school movie theaters. The final palette also gave us positive results during user surveys.











EXPECTATIONS

Once the app is released, we expect a surge of users due to online marketing from similar online forums such as Reddit, further increased by regular blog posts provided on the app. With milestones planned for the upcoming year, we are planning to implement ads and premium features to provide a steady source of revenue. By the end of 2023, we estimate to have at least 20,000 active users.

BRANDING

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ARTISTE

This project was completed using InDesign, Illustrator and Photoshop.

THE AIM

When creating the new brand, there were quite a few things to consider. Before the birth of what eventually became Artiste, there were two brands under the company's ownership: Berlinger Haus and Blaumann.

These each filled a different role when it came to market strategy. Blaumann is the more affordable but older brand that is slowly getting phased out, with Berlinger Haus being the flagship line responsible for the majority of annual revenue and having a more high-quality image.

However, with the new brand, the goal was to create something much more exclusive, with each collection tailored towards different personas. From the beginning, it aimed to be creative, minimalistic, and modern, more in line with trends than trying to appeal to the pre-existing audience. Artiste would also allow us to introduce new lines of products such as ceramics and other kitchen appliances previously not found under the company name.

THE CHALLENGE

The biggest challenge was not only to live up to Berlinger Haus — which is a brand known across the globe — but also to surpass it in certain areas.

Artiste had to be something that could be sold during loyalty programs, meaning it had to be outstandingly unique and feel exclusive. In the meantime, even with its simplicity, it had to have elements that showed the creative side that Artiste represents.

THE SOLUTION

The solution stemmed from finding the right palette for the main appliances. We chose to use muted colors across the brand, which helped a great deal not only when establishing the brand identity, but also set it apart from Berlinger Haus. It also pushed the design in a more modern and elegant direction.

Another crucial change was that the products were no longer positioned in the middle of the package. Instead, I placed it in a way that allows for a continuous design, which is uncommon in kitchen appliance packaging. These changes were the defining strokes the brand needed to make it more stylish and push it in a fashionable and modern direction.

Decorate your home with a useful piece of art

BERLINGER HAUS

This project was completed using InDesign, Illustrator and Photoshop.

Old Design

PACKAGE DESIGN

When it came to re-designing the pre-existing flagship brand, the aim was to make it a lot more simplified and bring it up to contemporary standards. Something that is elegant and does not distract from the product.

We decided to remove the lifelike background and instead place the product in a minimalistic set. After various versions, we concluded that a simple backlight with a dark background would be the best option. This way, even darker collections will stand out due to the lighting and ensure that brighter ones, such as the primary families, are sure to catch the eye.

By using a dark gray color with a saturation of 250%, I have ensured that when it comes to printing, the color density won't be too high, and print as a solid black background.

PERSONAL PROJECTS

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ICEBERG

Iceberg is a brand of mineral water originating from Norway. They were looking for a combination mark logo that is simplistic and speaks clearly for itself.

I came up with the idea of using negative space for the top of the iceberg early on, but it took multiple iterations and revisions to come to a solution that suited both the subject and the client.

I choose Franklin Gothic to work with, as it is a recognizable and easy-to-read sans serif that stands out.

exelens

Exelens is a brand that creates the highest quality lenses for reading glasses.

They wanted a word logo that fits in well with the competition. One that speaks for the quality and hints at in what field they are making improvements.

I modified Opificio, an elegant but powerful font, using lowercase to make it feel more modern and well put together while incorporating the glasses into the logo to get the desired effect.

CUSTOM MERCHANDISE

I created this T-shirt design as merchandise for an album. They wanted something in a retrowave style to match the musical aesthetics with a predefined color palette that I matched closely in Pantones to make the design printable on a wide range of colors regardless of printing technique.

I gravitated towards the classic UFO poster to use it as a base for something unique and used a minimalistic style to make the elements stand out even more.

Following its release, the design was well-received both by the client and the community.

THANK YOU FOR READING

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