

Introduction

Hi my name is Dominick Costanzo, I am a graphic designer that has a strong interest in UI/UX related design. I am the type of person that is always looking to push the boundaries on my design skills and always looking to learn from my design experiences.

Welcome to the 80s - Music Player Application

During the development of the “Welcome to the 80s” application I learned the basics of UX design and how to develop a cohesive design aesthetic to the design application. I also learned how to analyze similar competitor applications to help me develop functionality and layout.

Explorer - Responsive Location Based Web Application

The development of the responsive web application called “Explorer” I learned the correct process of making a responsive web application that works on mobile, tablet and desktop screens using a “mobile first” approach. Throughout this process. I also developed user personas and conducted user interviews to help me develop the correct functionality and layout to appeal to my users.

Trufit - Fitness Application on IOS/ Android

Creating the Trufit application was a great experience in learning how to develop for both IOS and Android operating systems. During this process I learned how designing for both systems by sticking the IOS human interface guidelines and Android Material Design guidelines. By sticking to this I was able to see how different typefaces and graphic elements are used on both platforms.

alt. - Responsive Ecommerce Web Application

Alt. is a responsive ecommerce web application. During the develop of this application I had to problem solve on how to create an ecommerce app that is unique in functionality and had an easy to use interface. I used design, branding and storytelling to help develop the aethestic of this app and make it stand out from other competitiors in the ecommerce field.

Dom C Designs

Work

About

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alt.

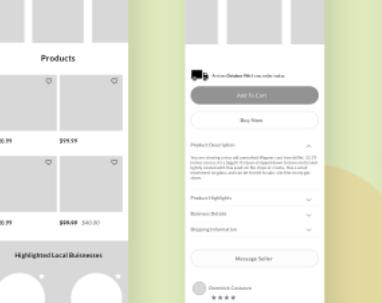


About

alt. is a location based application that is dedicated to bringing back small businesses and helping promote local economies grow.

This site will sell anything that can be bought and mailed to the customer. Products can include food, crafts, homemade items, clothes, electronics, furniture, etc.

Tools Used



Project Duration

3 weeks

My Process

Development - 5 Ws

Who - Anyone. Anyone that is looking to bring back small business and are into high quality products.

What - A responsive web app to give people a easy way to navigate on all platforms.

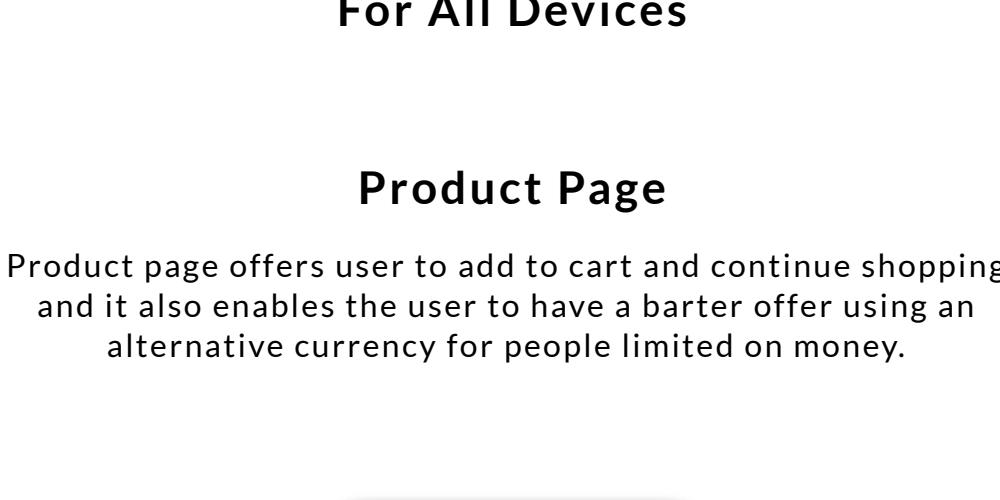
Where - Anywhere that there is internet access. Most users will probably use at home.

When - When the user is looking to buy a high quality item.

Why - People are looking to support local smaller business now more than ever. People like to shop online to save time during their busy work schedule and may not have access to some products in there local area.

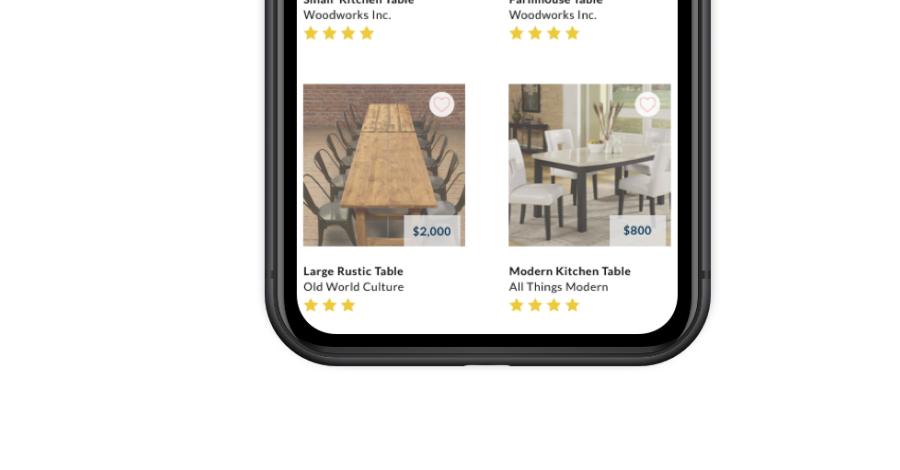
User Flow

I developed my user flow based on what my 5 Ws were and what functionality was essential to be incorporated within the application.



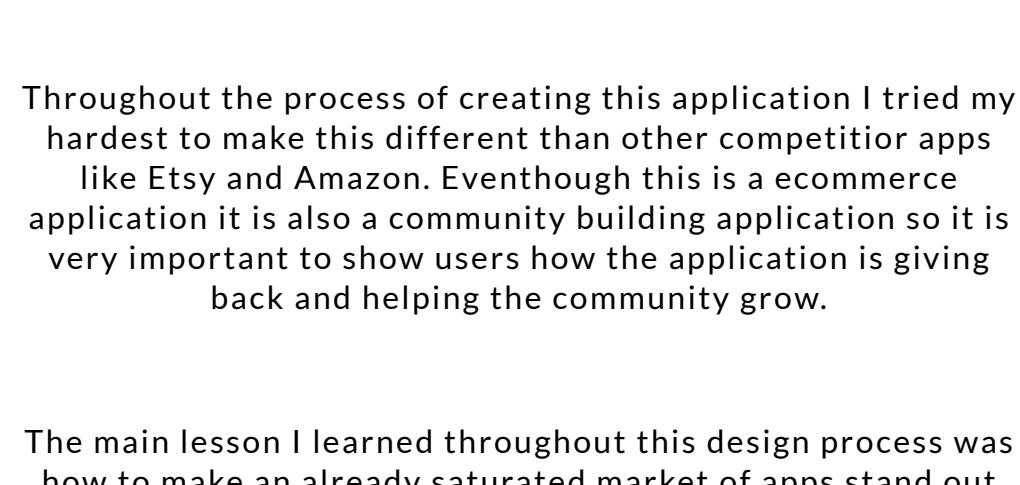
Low Fidelity Wireframes

By using the user stories and my user flow I was able to create low fidelity wireframes to get the basic functionality of the app layed out. I designed for mobile first then moved on to tablet and desktop towards the end of my wireframe development.



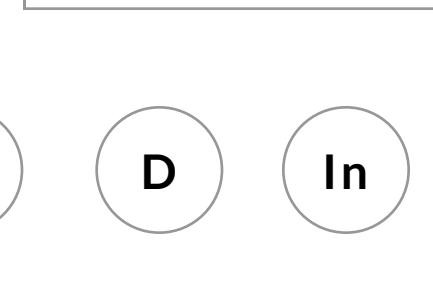
Mid Fidelity Wireframes

After I developed my low fidelity wireframes, I created my mid fidelity to get the layout coherent and added more detail to get a better idea of what the final design was going to look like.



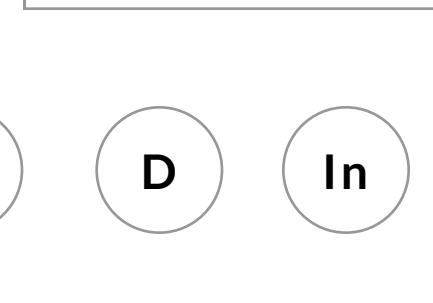
Custom Home Screen Based on Location

Home screen will feature local businesses and products that you can search for. You can adjust your location and order all around the country as well.



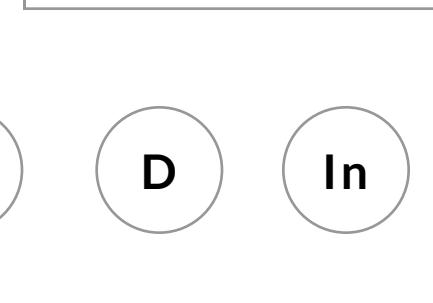
Product Page

Product page offers user to add to cart and continue shopping and it also enables the user to have a barter offer using an alternative currency for people limited on money.



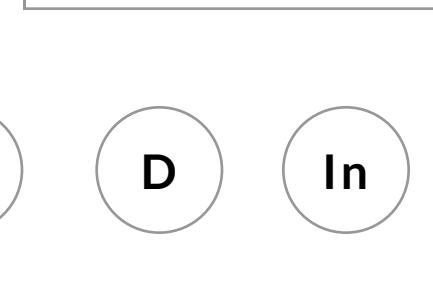
Responsive Web Screens For All Devices

Product page offers user to add to cart and continue shopping and it also enables the user to have a barter offer using an alternative currency for people limited on money.



Search At All Nearby Stores

Product page offers user to add to cart and continue shopping and it also enables the user to have a barter offer using an alternative currency for people limited on money.



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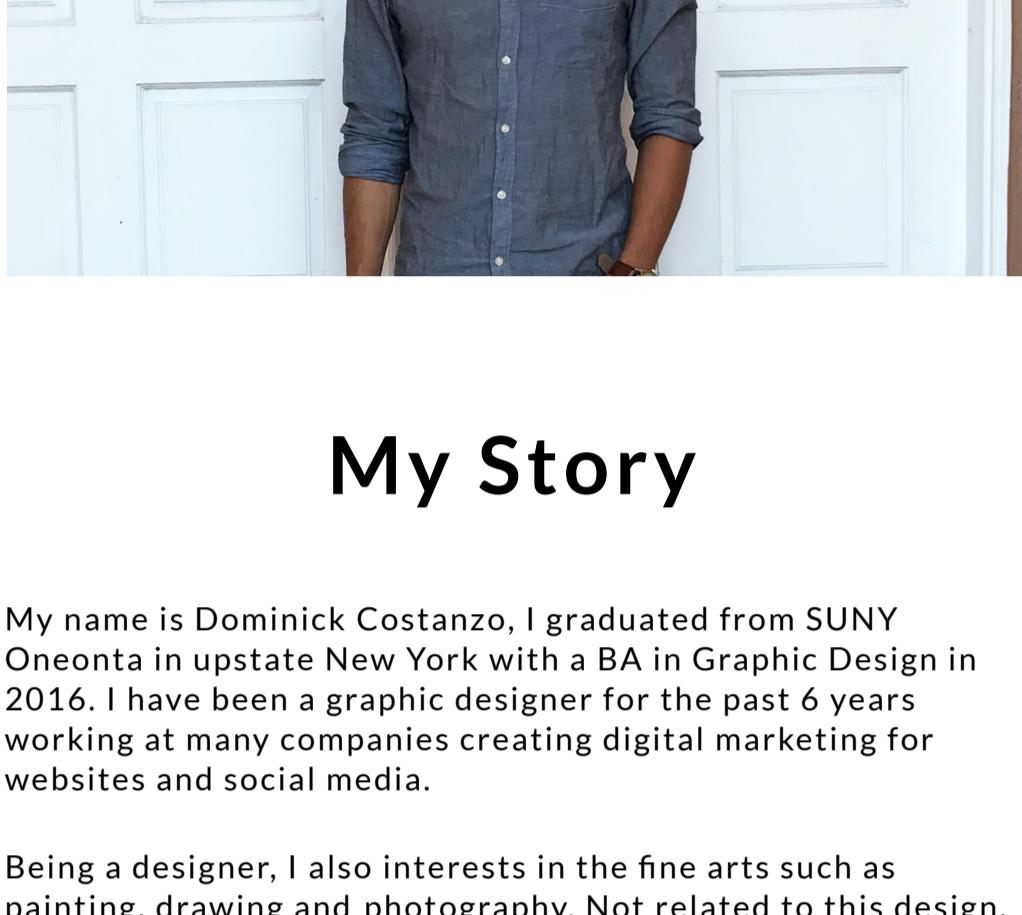
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About



My Story

My name is Dominick Costanzo, I graduated from SUNY Oneonta in upstate New York with a BA in Graphic Design in 2016. I have been a graphic designer for the past 6 years working at many companies creating digital marketing for websites and social media.

Being a designer, I also interests in the fine arts such as painting, drawing and photography. Not related to this design, I am also a fitness junkie and I compete in long distance running. I've been running competitively since the age of 12 and I have developed an obsession that I can't give up.

Due to my running from such a young age I have developed a very good work ethic. I am the type of person that is always looking to push the edge of what I'm capable of so I can always improve and learn.

Skills & Tools

Relevant Skills

- Design & layout skills
- Experience with typography & color theory
- Understand how to develop a cohesive brand
- Can conduct user research & develop user flows
- Develop low, mid & high fidelity wireframes
- Experience designing responsive web screens via HTML, CSS & Javascript

Tools Used

- Adobe Creative Cloud (Adobe Photoshop, Illustrator, InDesign, Dreamweaver & Premiere)
- Sketch
- Balsamiq
- Invision
- Flint

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Color Scheme



Typography use Brand Grotesque

I chose this color scheme and typography choice because I wanted to have a sophisticate and modern aesthetic to my portfolio website.