

# Hana (*Choi*)

Smart Design Engineering

## What I've Done So Far...

01



# What I've Done So Far...

02

The image shows a desktop view of the ZARA website on the left and a mobile phone screen on the right, both displaying content from ZARA's May Lookbook.

**Desktop View (ZARA Website):**

- Header navigation: ZARA Ladies, ZARA Homme, ZARA Trafaluc, ZARA Mini, ZARA Stores.
- Main title: ZARA.
- Sub-navigation: About ZARA, Apparel, Shoes&Bags, Stores, Apps, and a search bar.
- Central image: A lookbook featuring three male models. One is seated on a chair, another is standing in front of a rack, and the third is seen from behind. The text "LOCKBOOK MAY" is overlaid on the image.
- Bottom navigation: A horizontal menu with three dots and a footer navigation bar with links to ZARA Ladies, ZARA Homme, ZARA Trafaluc, ZARA Mini, and ZARA Stores.

**Mobile View (Smartphone Screen):**

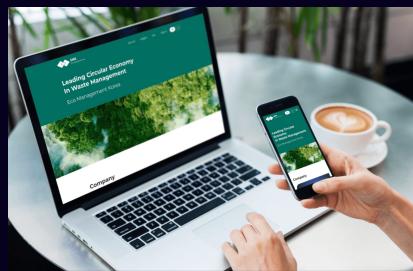
- Header navigation: ZARA.
- Sub-navigation: about ZARA, Apparel, Shoes&Bags, Stores, Apps, and a search bar.
- Central image: A lookbook featuring three female models in white clothing.
- Bottom navigation: A footer section titled "Inside ZARA" showing a storefront image and a smartphone icon, followed by a footer navigation bar with links to ZARA Ladies, ZARA Homme, ZARA Trafaluc, ZARA Mini, and ZARA Stores.

# What I've Done So Far...

03



# What I've Done So Far...



## What I've Done So Far...

05



# What I've Done So Far...

06



A collage of three devices (laptop, tablet, and smartphone) displaying the 'BEAUTY MAKERS' website. The laptop screen shows a purple landing page with the text '화장품의 시작과 끝을 잇습니다.' (We connect the beginning and end of cosmetics). The tablet screen shows a search results page with various product cards. The smartphone screen shows a different section of the website with product details and reviews.

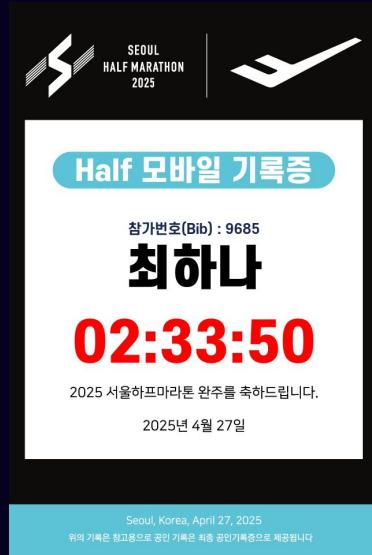
# What I've Done So Far...

07



# What I've Done So Far...

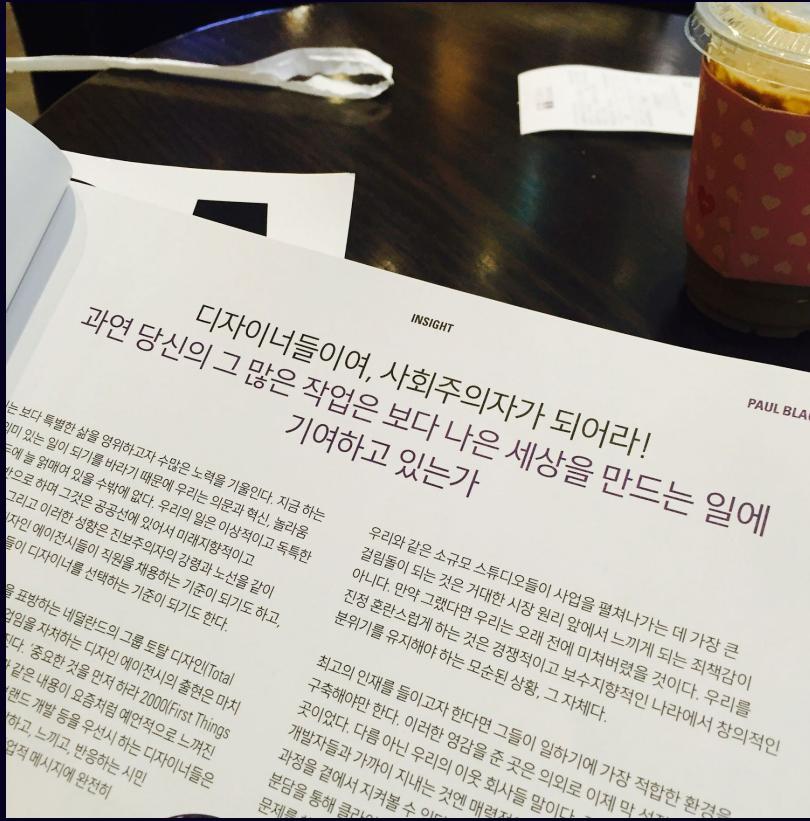
08



# Where I'm Heading...

09





Designers, become socialists!  
Does all your work truly contribute  
to building a better world?