SERPINB INFO

For those who struggle with decision making.

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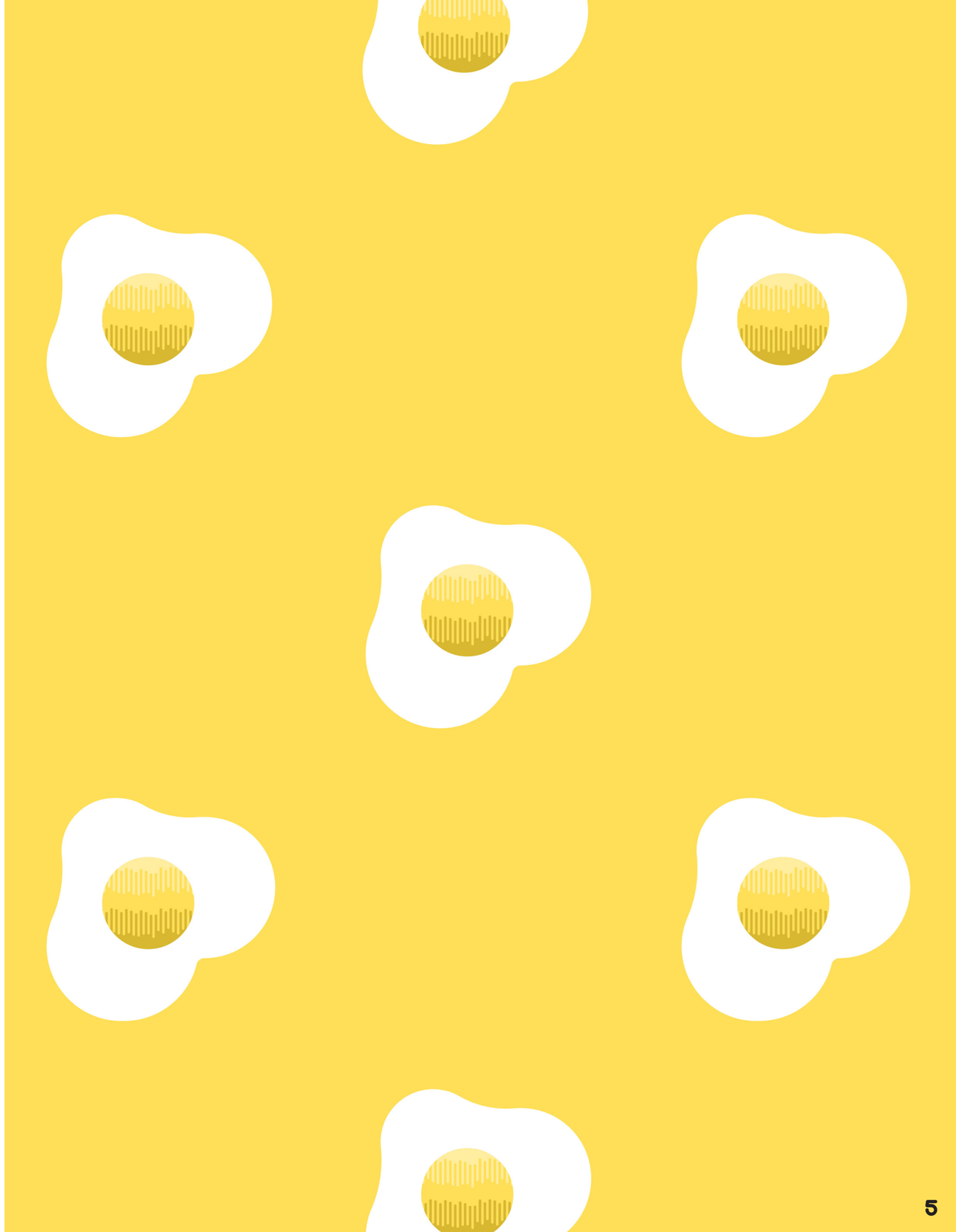
The Company

SERPINB INFO is an app that provides information about allergies. We wish to shorten decision-making time and to bring awareness to those with allergies.

SERPINB is the name of a gene cluster that is the cause of a food allergy. An artistically stylized version of a chromosome represents the brand and the logo.



The Career

The career that I would like to pursue is a UX designer. A UX designer or a user-experience designer's job is to design an enjoyable experience for an application's interface or website. They usually work with wireframes or the client in order to achieve their goal.

The Purpose

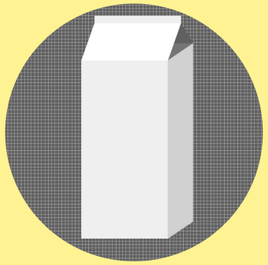
As a person with allergies, I often find it hard to pick restaurants that can properly cater towards my specific diet. In addition, finding that information is even more challenging. Unfortunately, there is no app easily accessible for this information. This is why I decided to create this app.

Inspiration

I drew inspiration from the Youtuber "Kurzgesaggt – In a Nutshell". The reason why I chose to draw inspiration from them is because of their soothing and inviting visuals that are easy on the eyes. So, I mainly used circular shapes and rarely any angular shapes in my designs.

Creating Vectors

Making the Gradient



Making the Shape

Adding the Gradient and Colouring

Logo Process

Font Choice

The font chosen to represent SERPINB INFO is Monoround. This font is the only font used in this project. The reason why it was picked is because of it's circular design which matches the style of the vector art.

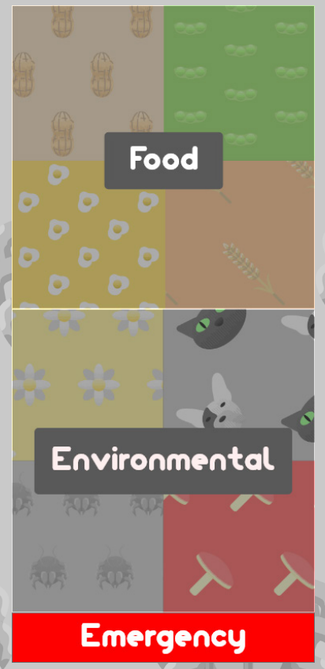
Lowercase

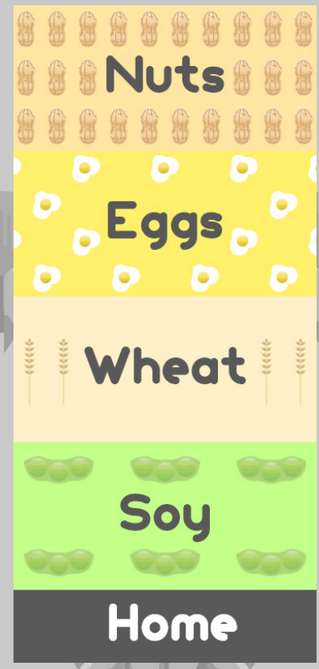
the quick brown fox jumps over the lazy dog

Uppercase

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

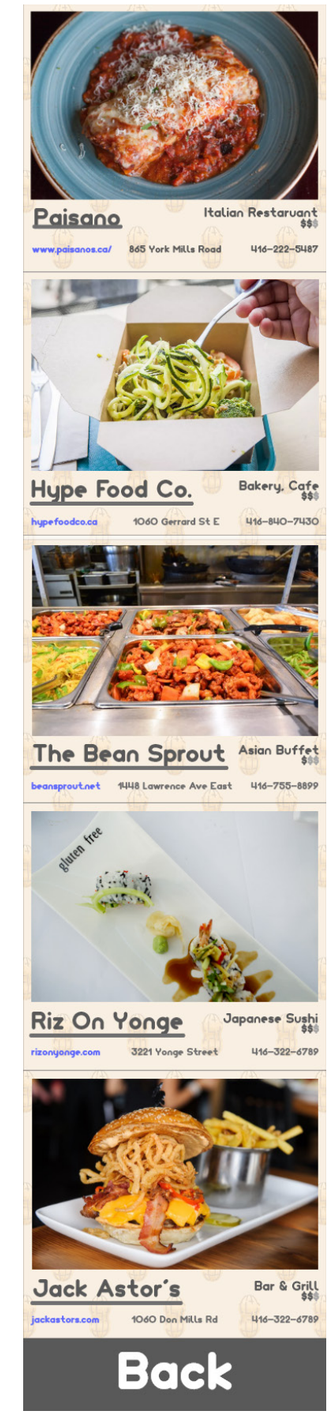
App Pages



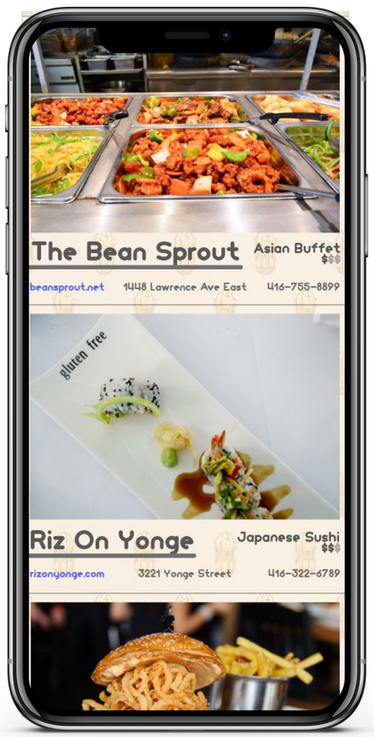


Using Adobe XD

All spreads were made using Adobe XD. In addition, a prototype with transitions were made as well.



Final Render

There are apps such as foodora, uber eats, and skip the dishes that exist in the world already. However there are none that cater directly towards people with allergies.

Hopefully in the future, this concept will become a realistic product that will be able to help people to a great extent.