



# JUSTIN ZMICH PERSONAL PORTFOLIO

*I want my portfolio to reflect my work ethic by conveying the problem, the process and the outcome; because employers want to know how you approach a design problem.*

My portfolio should define the dimensions of each project, outlining its problems, goals, challenges and features. Furthermore, I should include my approach/involvement in each project with detailed copywriting. In the end, I want my portfolio to craft a narrative around how I work and design that is simple and easy to follow for employers.



This UX portfolio is intended to showcase to potential employers my best work as a student and as a visual designer. I want to show them how I work and approach problems. The website itself should be a representation of my knowledge of good visual design.

## Portfolio Inspiration



### Hello, my name is Jason

a user experience designer from San Francisco. In the 7th grade, I spent six months perfecting the ultimate skate ramp. It lasted through ten scorching California summers. I create memorable, long-lasting products.

What can we build together?

ABOUT ME

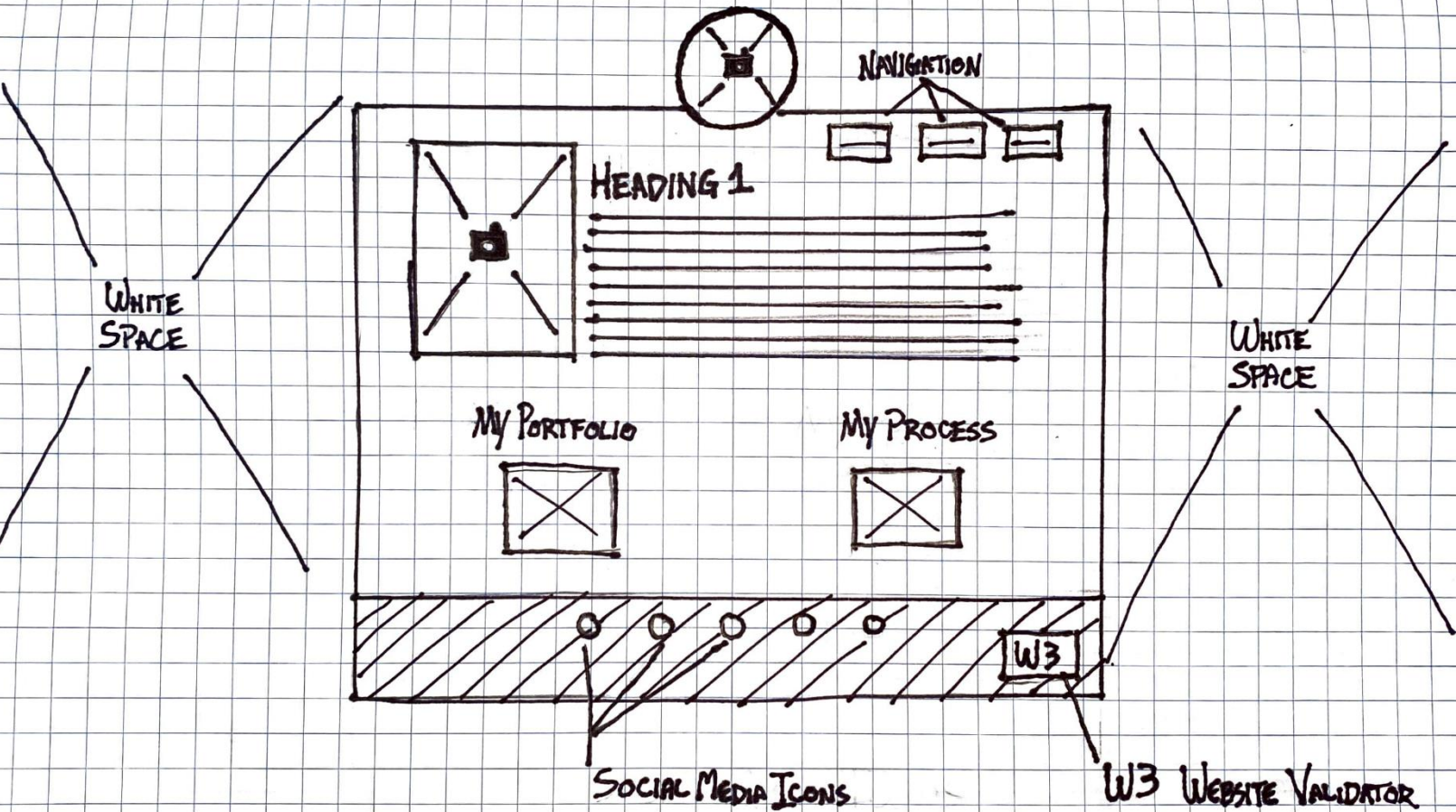




# Wireframes

JUSTIN ZMICH PORTFOLIO

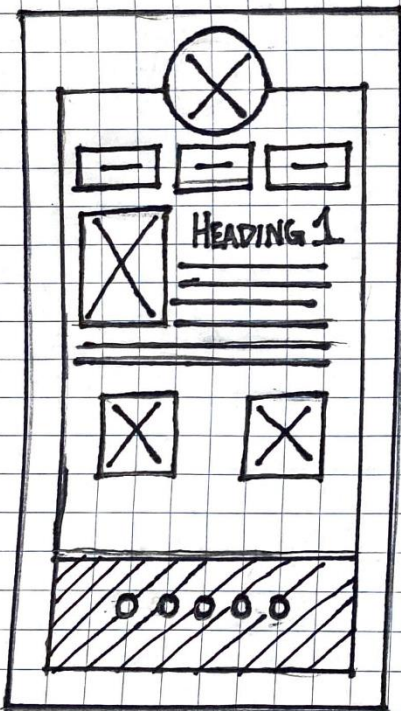
WIREFRAME 1



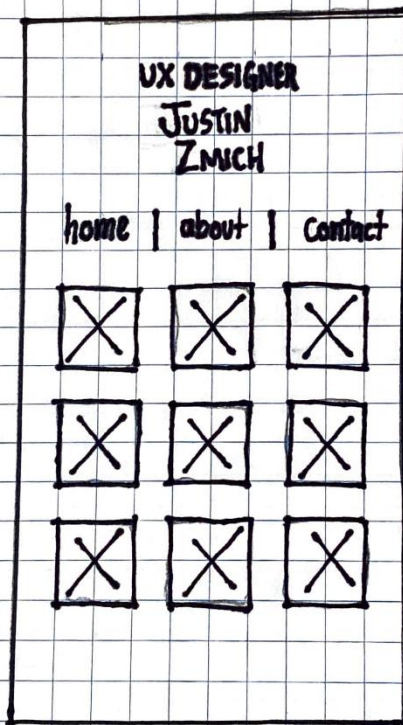
JUSTIN ZMICH PORTFOLIO PROJECT

MOBILE WIREFRAMES 1-3

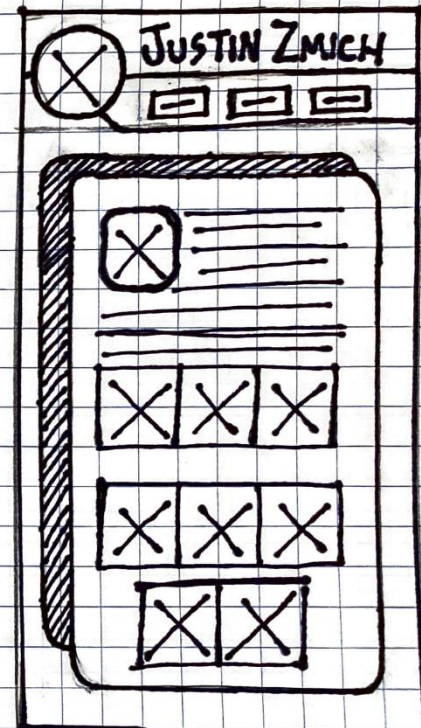
#1



#2



#3





## Iterating on My Design

The mobile wireframes above are each based off the three wireframe sketches provided within this section. I attempted to emphasize the unique characteristics of each UI. Boiling the elements down to a mobile display helped me finalize my design, which ended up being a hybrid of elements taken from all three wireframes.

JUSTIN ZMICH PORTFOLIO PROJECT

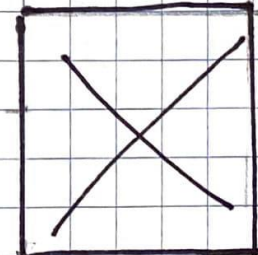
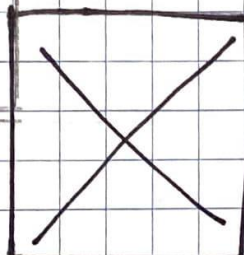
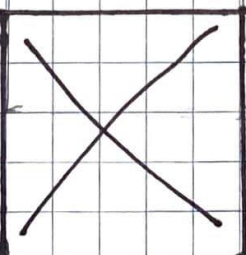
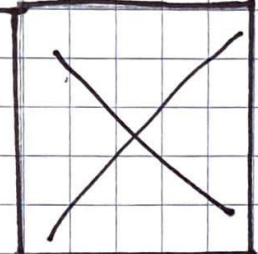
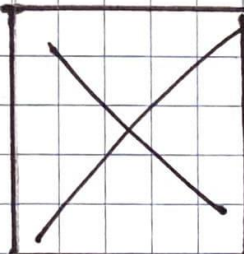
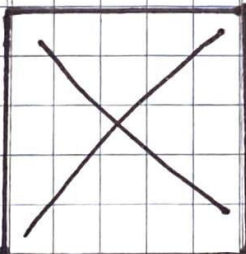
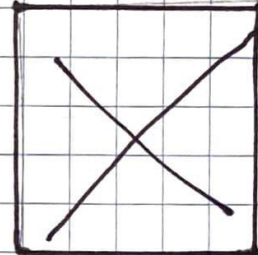
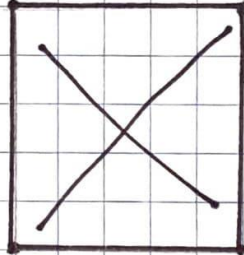
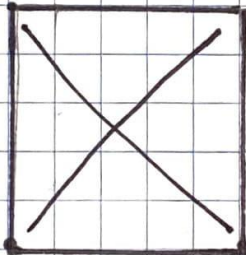
WIREFRAME 2

UX DESIGNER  
JUSTIN  
ZMICH

home

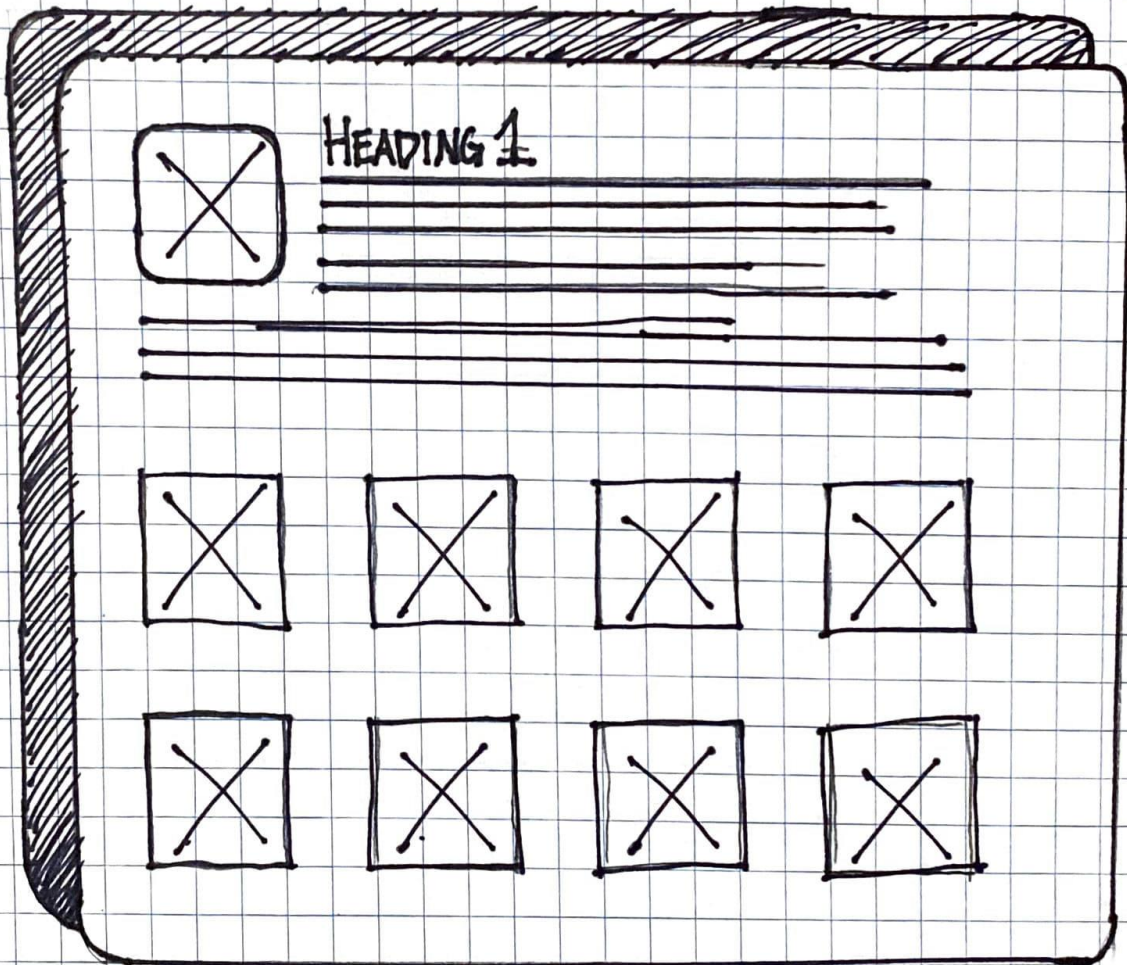
about

contact





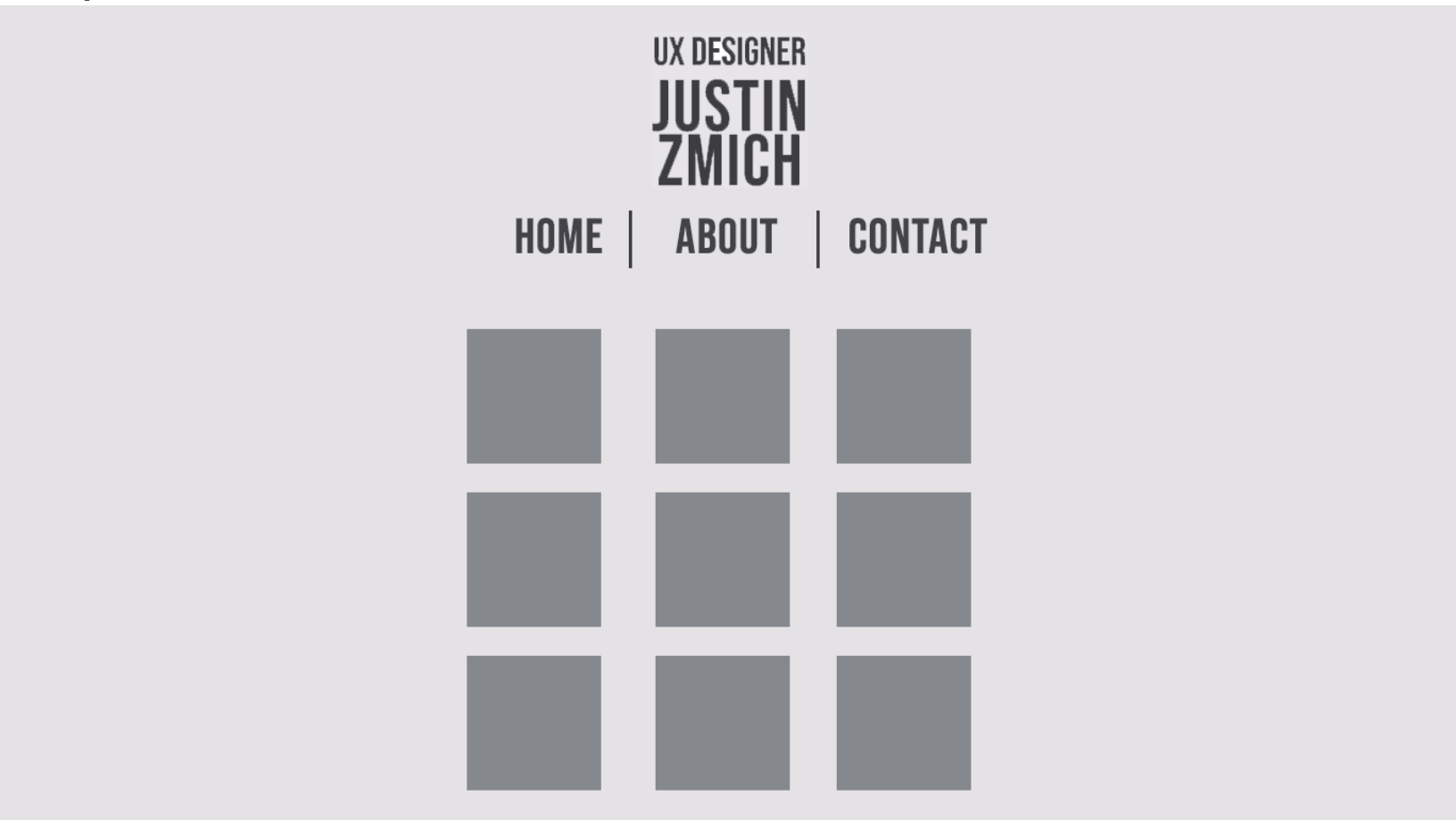
JUSTIN ZMICH



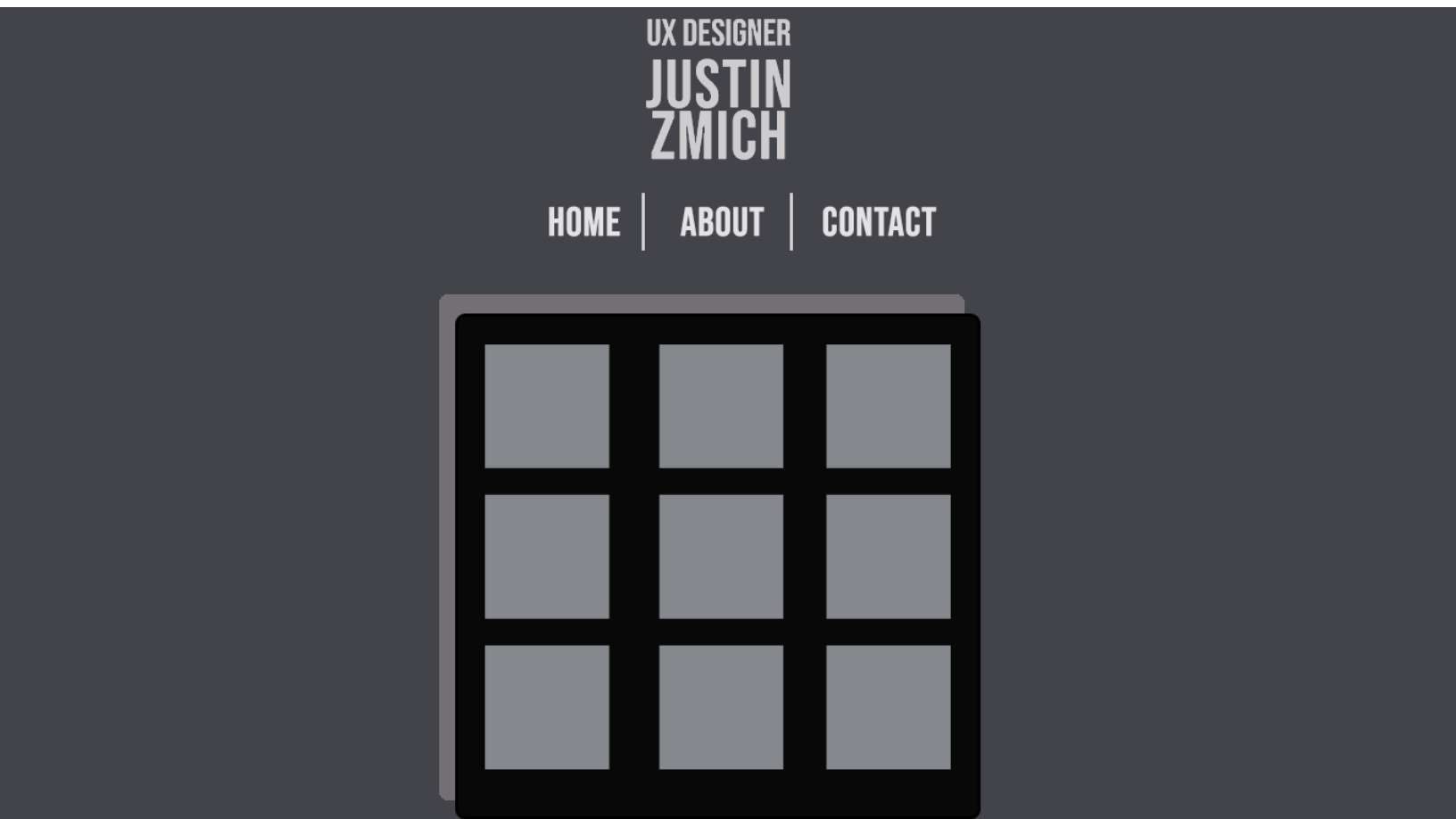
### The Takeaway

What I took away from building out my wireframes is that I need to keep my design intentional and simplistic. Having too many elements on a page can be distracting, and so going forward I iterated my comps based on the most simplistic wireframe (#2). The design for this wireframe was minimal, and therefore the easiest to navigate. Each of the other wireframes had elements which were unnecessary and complicated the overall user flow.

## Compositions



Design #1 – lighter background with darker accents, minimalist theme.



Design #2 – inverted main colors + a unique body styling taken from wireframe #3.



## The Vision is Coming Together

After completing my comps I have a good Idea for the direction I want to take this project, especially when it comes to styling and colors. The project should have a darker background and mostly greyscale or muted colors, as shown in Composition #2. My project will also have a body to separate content from background.

Iterating through several designs during wireframing helped me decide which elements are necessary and which are not for the user flow of my portfolio. I only want to include the elements most-necessary and focus on communication rather than style.

That being said, I still need to pick out possible patterns and typographies, which I have outlined through two style tiles below. As stated, I want to keep the colors muted and patterns subtle to not overdesign.





## Style Tiles

UX DESIGNER  
**JUSTIN  
ZMICH**




JUSTIN ZMICH PERSONAL UX PORTFOLIO

Style Tile  
version:01

Possible Colors



Textures




**THIS IS AN EXAMPLE OF A HEADER**  
Bebas Neue #292928

**This is an Example of a Sub Head**  
Gill Sans MT Condensed Bold #202020

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Rotis Semi Serif #202020

**This is an example of a Text link »**

 THIS IS AN EXAMPLE OF A BUTTON

 SUBMIT BUTTON EXAMPLE HERE

Adjectives

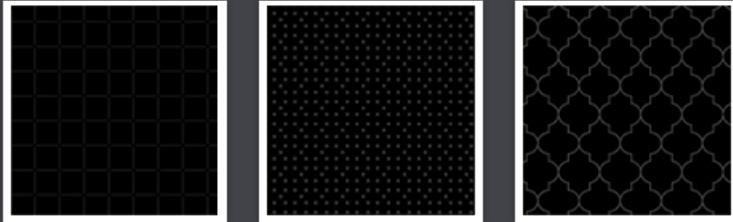
Sleek Minimal Thoughtful

Modern Smart

Possible Colors



Textures



● THIS IS AN EXAMPLE OF A BUTTON

● SUBMIT BUTTON EXAMPLE HERE

## THIS IS AN EXAMPLE OF A HEADER

Bebas Neue #292928

### This is an Example of a Sub Head

Gill Sans MT Condensed Bold #202020

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait

Font: Rotis Semi Serif #202020

This is an example of a Text link »

#### Adjectives

Sleek Minimal Thoughtful  
Modern Smart

<http://www.styletil.es>

Template by @Samanthatoy

### Patterns not in Practice

After completing these style tiles, I have determined that patterns are fun and interesting to look at, but also inherently distracting. Much like with the content I need to focus my colors and patterns to not distract the user, and only use them when it is complimentary, or helpful to guide the user.

Therefore, I will not be using any patterns in my final portfolio design, because I believe it is too distracting from the elements that I want a user to focus on when entering my website.

I want to follow a style like style tile #2. However, I don't think I will incorporate the body border because it is experimental, and same with the buttons. Again, because I don't want to over-design.