

Hello, I'm Zacky

I am a multifaceted designer with expertise in UI/UX, Brand Design, and Content Creation.

UI/UX Design

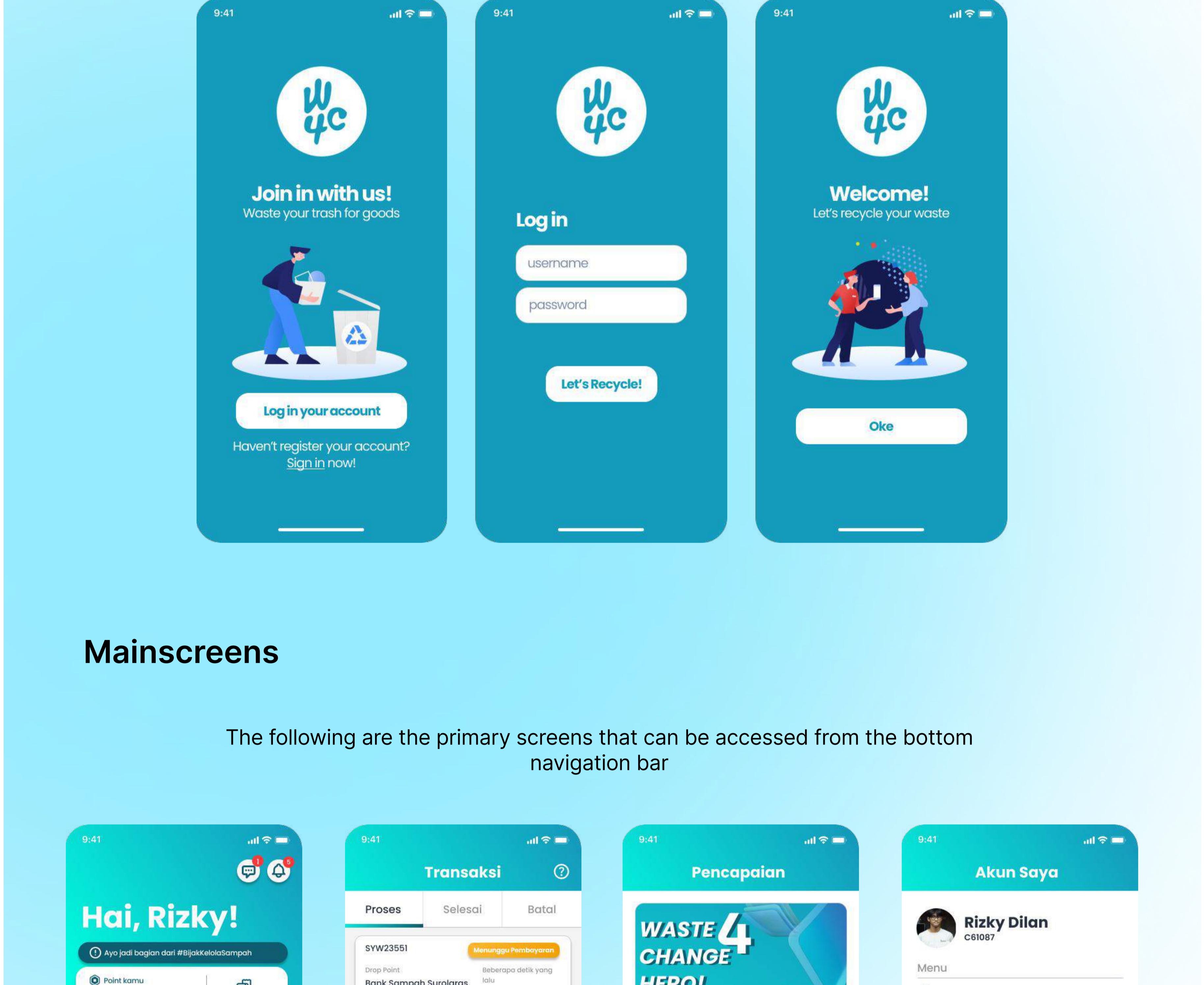
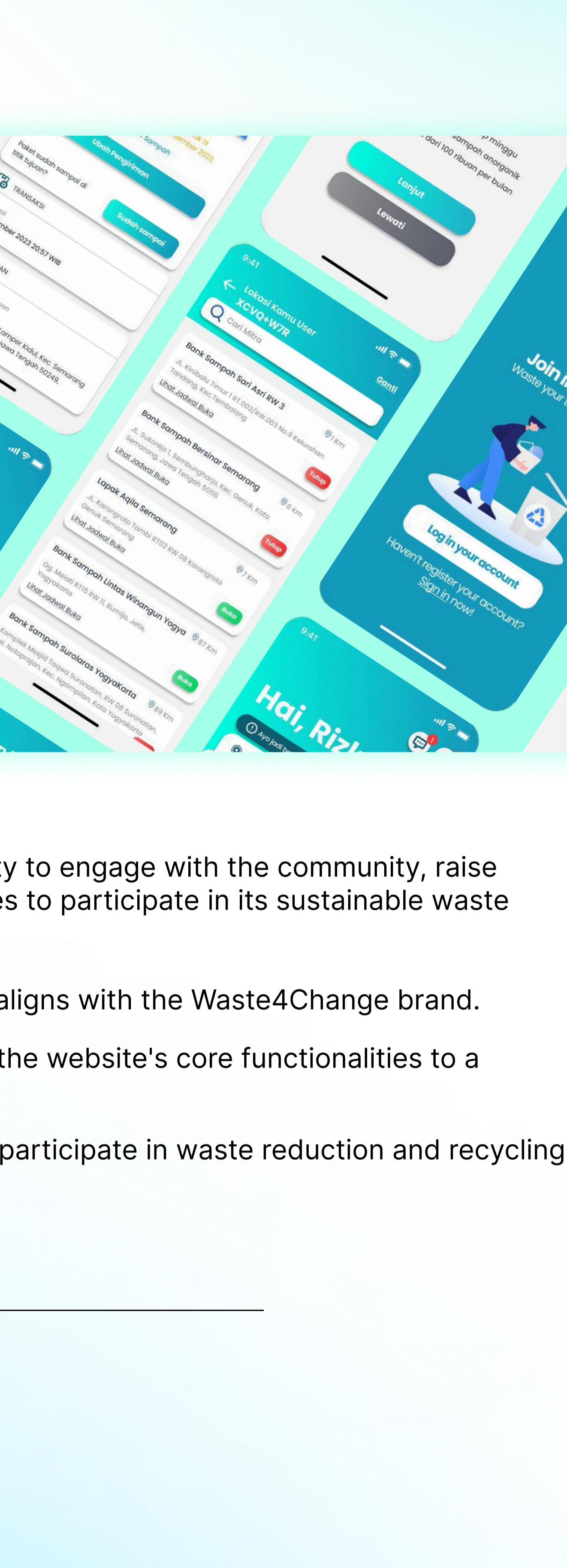
Redesign Waste 4 Change

I specialize in translating complex ideas into intuitive and visually appealing interfaces. Redesigned the Waste 4 Change website into a mobile application, so that people can use it more conveniently.

The Waste4Change website features a distinct visual identity that aims to convey the organization's mission of promoting sustainable waste management practices.

However, the current website information system presents some limitations in effectively communicating Waste4Change's services and initiatives to the target audience.

This UI/UX design a range of projects where I have collaborated with cross-functional teams to design mobile applications and interactive experiences.



Waste4Change can better leverage its strong brand identity to engage with the community, raise awareness, and encourage more individuals and businesses to participate in its sustainable waste management initiatives.

- Create a cohesive and intuitive mobile experience that aligns with the Waste4Change brand.
- Improve accessibility and engagement by transitioning the website's core functionalities to a dedicated mobile app.
- Introduce new features that empower users to actively participate in waste reduction and recycling efforts.

UI Design Intro

The application begins with a quick brand introduction or "bump-in" that displays the company logo and tagline for a few seconds, immediately establishing the visual identity and setting the tone for the user experience.

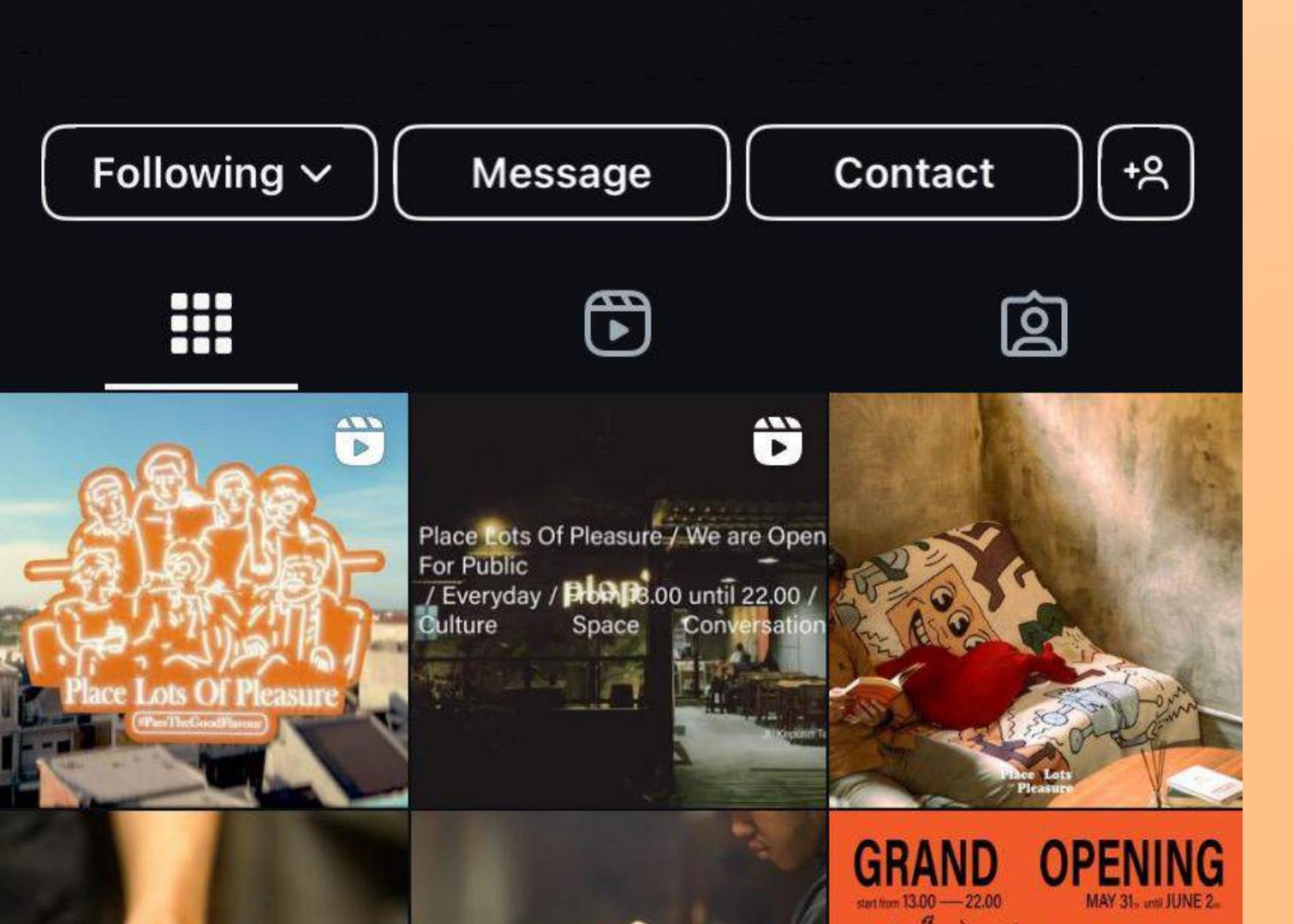


Prototype

[View Prototype Figma](#)

Reflection

This project challenged me to empathize with a group of people that I was entirely unfamiliar with. Since I did not have access to my target group, I delved deeply into other forms of research that enabled me to piece together the mindset of my end user. Working within these limitations allowed me to expand my empathy and make the most of the resources I had.



You can view examples of my social media creative work on this link

[instagram @plop.coffee](#)

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