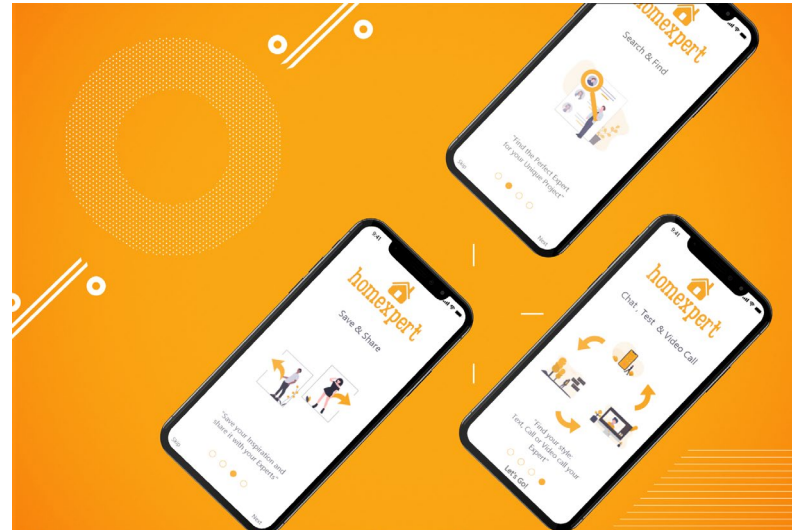# 1.1: GETTING STARTED WITH YOUR FRONTEND COURSE

BY: SHRUNGA MEHTA

ME AND MY PROJECTS:

Hi, I'm Shrunga Mehta. A visual designer turned UX Designer. I believe Christian Saylor said it right "Design creates stories, and stories create memorable experiences, and great experiences have this innate ability to change the way in which we view our world." -

Homexpert:
As the name suggests this application helps new homeowners by providing expert advice on anything questions, they might have related to their home.

Shape Up:
A fitness application focus on women's health. They have many categories from which they can select exercises that suit their own fitness goals.

ABOUT ME

Hello, I am Shrunga Mehta, a UX/UI Designer with a background in Visual Merchandising, Marketing, and Fashion Design. With my design background, I have solid abilities in aesthetic sensibility, analytical skills, quick learning, and attention to detail. And with my marketing experience, user-research and in-depth analysis of the results have topped my skills chart.

I really enjoy uncovering the insights with my work using tools like user flow, wireframing, prototyping, user testing, and data analysis. As a User Experience Designer, I want to create positive memorable experiences with products and services by users by applying strategic and innovative approaches. I want to work for an innovative company in an urban area where I can use my UX/UI design skills to increase company revenue by increasing the number of happy clients.

As a user experience designer I want to work in a fast-paced environment where I can be challenged, have many opportunities to professionally grow, and personally. I want an employer who treats their employees well, encourages growth, and have a work-life balance. Now, I am ready to take up an opportunity that allows me to use my different skills and my creative muscles to find solutions that meet both user's and clients' needs.

HOMEXPERT

- As the name suggests this application helps new homeowners by providing expert advice on anything questions, they might have related to their home

- Skills gained from the project :
  - Competitive Analysis
  - User Interview and Survey
  - Creating Persona
  - Experience Mapping
  - User flows
  - Information Architecture
  - Wireframing
    - Low Fidelity
    - Med Fidelity
    - High Fidelity
  - User Testing
  - Creating Style Guide and Pattern Library
  - Prototyping
- Tools used
  - Pen and Sticky notes
  - Adobe XD
  - Microsoft Office
  - Adobe Photoshop
  - Adobe InDesign
  - Google Drawing
- Link to the Portfolio:
  https://uxfol.io/project/0487fc47/Homexpert-Application
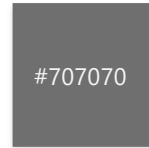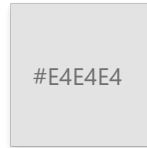
SHAPE UP

- A fitness application focus on women's health. They have many categories from which they can select exercises that suit their own fitness goals.

- Skills gained from the project:
  - Discovery
  - Low – Fidelity wireframe
  - Graphical Displays
  - User Flows
  - Style Guide
    - Mood Board
    - Logo Design
    - Color Scheme
    - Typography
    - Imagery
    - Illustration
    - Icons
    - UI Elements
    - Prototyping

- Tools used
  - Pen and paper
  - Adobe XD
  - Adobe InDesign
  - Adobe Photoshop
  - Microsoft Office
  - Lucidchart

- Link to the Portfolio:
  https://uxfol.io/project/04bccd09/ShapeUp-Fitness-Application

STYLE GUILD

Color Story:

#707070	#E4E4E4	#F5F5F5	#D61212	#FE7C7C	#FFCCCC
RBC: 112 112 112	RBC: 228 228 228	RBC: 245 245 245	RBC: 214, 18, 18	RBC: 254, 124, 124	RBC: 255, 204, 204

Typography

Heading

H1 / Roboto Condensed Bold/ 40pt

H2 / Roboto Condensed Bold/ 38pt

H4 / Roboto Regular/ 18pt

Body

B1 / Open Sans SemiBold/ 25pt

B2 / Open Sans Regular / 20pt

B3 / Open Sans Regular / 18pt

Styled Typography

S1 (Timer) / Open Sans Bold/ 70p

S2 (Sign In/Sign up) / Roboto Condensed / 70pt

S3 / Roboto Black / 25pt