# Simeron Taak Designs

Contents

Retouch Reviews

This is my final major project which I did throughout my third year. The idea is all about building a platform for the makeup world to help bring together all the beauty content on the Internet, and allowing users to view it all in one place. The site combines reviews from different sites allowing consumers to view reviews from different sites all in one place to save consumers looking at several different websites. The site itself also allows users to post reviews on the site and interact with other peoples reviews. There are also other features on the site which help consumers discover new content as well, for example, new to market products or popular recommended products.
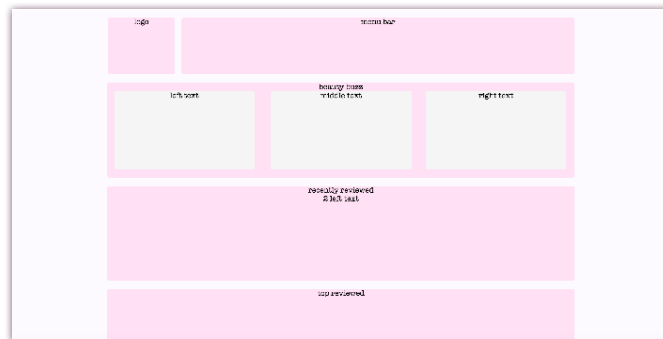
retouchreviews.co.uk or retouchreviews.com

Skills used: Wireframing, rapid prototyping, user testing, HTML, CSS, PHP, JavaScript, Photoshop, Illustrator, Axure
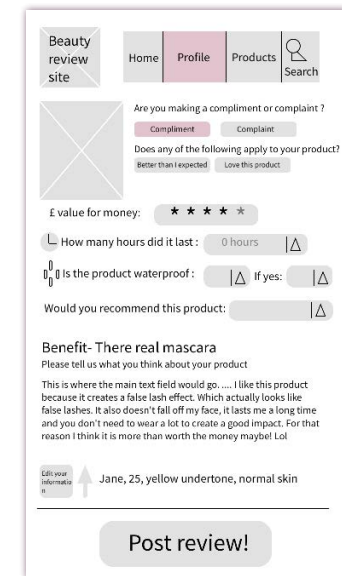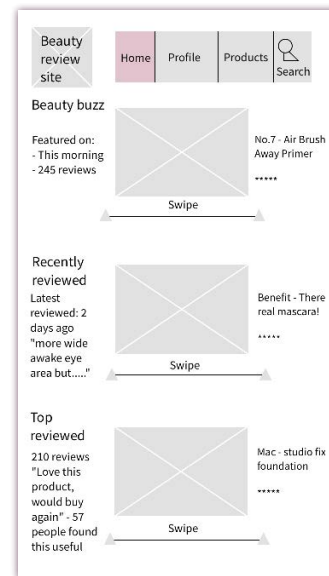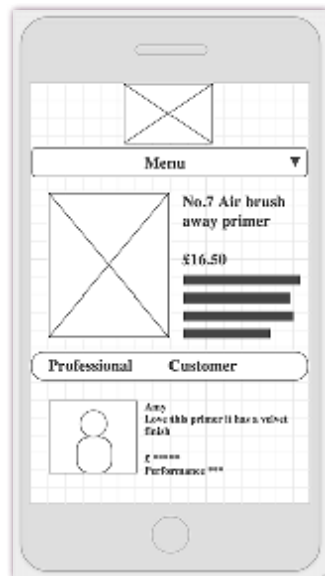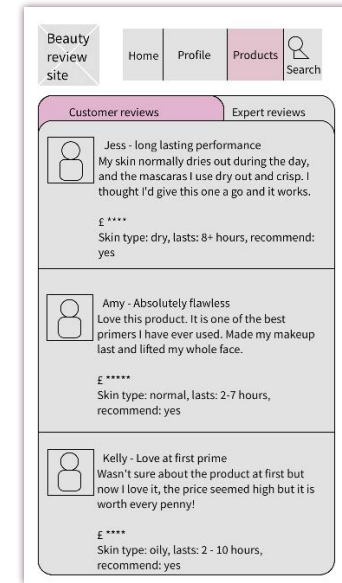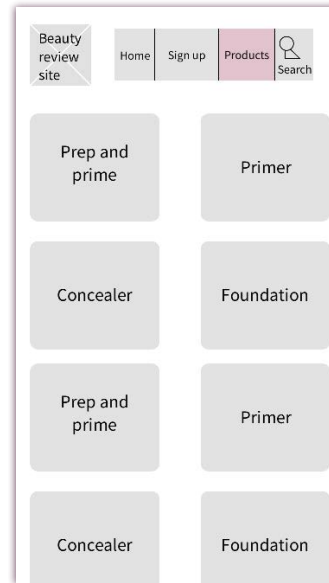
Wireframes
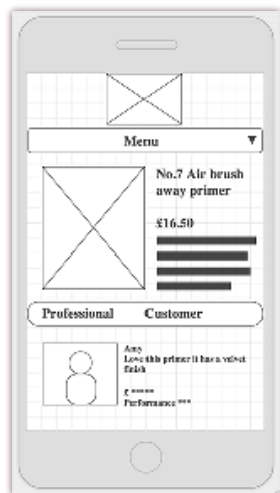
Development

Progression

Retouch Reviews – Wireframes

The wireframes started on paper, the wireframes were taken online to produce what we have on this page. Just quick mock-ups of where the content would go on the pages. These wireframes were designed with 'mobile first' in mind before the designs were taken to the desktop design.

Wireframe 1

| Beauty review site | Home | Sign up | Products | Search |

Prep and prime	Primer
Concealer	Foundation
Prep and prime	Primer
Concealer	Foundation

Wireframe 2

| Beauty review site | Home | Profile | Products | Search |

Customer reviews | Expert reviews

Jess - long lasting performance
My skin normally dries out during the day, and the mascaras I use dry out and crisp. I thought I'd give this one a go and it works.

£ ****
Skin type: dry, lasts: 8+ hours, recommend: yes

Amy - Absolutely flawless
Love this product. It is one of the best primers I have ever used. Made my makeup last and lifted my whole face.

£ *****
Skin type: normal, lasts: 2-7 hours, recommend: yes

Kelly - Love at first prime
Wasn't sure about the product at first but now I love it, the price seemed high but it is worth every penny!

£ ****
Skin type: oily, lasts: 2 - 10 hours, recommend: yes

Wireframe 3 (phone mockup)

Menu ▼

No.7 Air brush away primer
£16.50

Professional   Customer

Amy
Love this primer it has a velvet finish
£ ****
Performance ***

Wireframe 4

| Beauty review site | Home | Profile | Products | Search |

Beauty buzz

Featured on:
- This morning
- 245 reviews

No.7 - Air Brush Away Primer
*****

Swipe

Recently reviewed
Latest reviewed: 2 days ago "more wide awake eye area but....."

Benefit - There real mascara!
*****

Swipe

Top reviewed
210 reviews "Love this product, would buy again" - 57 people found this useful

Mac - studio fix foundation
*****

Swipe

Wireframe 5

| Beauty review site | Home | Profile | Products | Search |

Are you making a compliment or complaint ?
Compliment   Complaint

Does any of the following apply to your product?
Better than I expected   Love this product

£ value for money : ★ ★ ★ ★ ★

How many hours did it last : 0 hours

Is the product waterproof :   If yes:

Would you recommend this product:

Benefit- There real mascara
Please tell us what you think about your product

This is where the main text field would go. ..... I like this product because it creates a false lash effect. Which actually looks like false lashes. It also doesn't fall off my face, it lasts me a long time and you don't need to wear a lot to create a good impact. For that reason I think it is more than worth the money maybe! Lol

Edit your information

Jane, 25, yellow undertone, normal skin

Post review!

Retouch Reviews – Development

'Retouch reviews' was built in HTML, CSS and JavaScript. There is a grid system used to make sure that the site is responsive and users are able to view the site on all devices. Retouch Reviews went through a lot of development in terms of design to make sure that it both looks good but it is also responsive and has good usability.

These mock-ups demonstrates the backbone of Retouch Reviews, illustrating the structure of the website.

Retouch Reviews – Progression

Retouch Reviews is still in the final stages of being developed and this is the progression from the structure which I built for the site. The design behind the style of the site was to go with a very minimalistic look with little features which makes certain elements stand out such as the search boxes.

At the moment, the site has dummy content in it, such as the background image on the right. But these will be replaced with original photography.
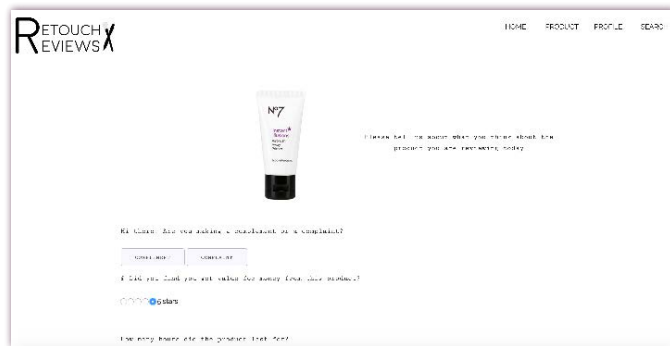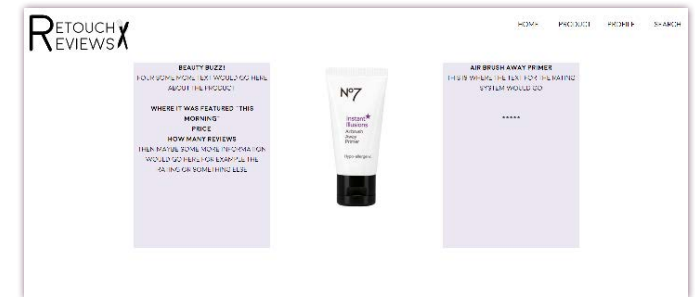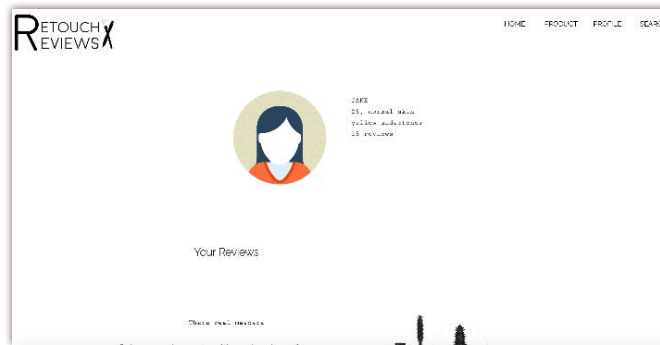
Beauty Review Application

This project was all about UX design. I designed a social network based on all things beauty, for example, hair and makeup. The images represent the prototype I built which users can click, though. Throughout this project I did a lot of testing, for example; interviews, I gave people certain tasks to complete. All of which allowed me to identify areas of improvement of my Prototype to give users the best user experience.

This project was all about user experience, so this was made into a clickable prototype.

Skills used: Sketch, photoshop, wireframes, invision, just in mind

Just Fruit

This website was developed to support the mock ups I had made for a uni-sex brand of skincare products. The website explains the products in more depth and provides information such as the ingredients inside the products, and additional information about the products such as where they can be brought, and the values behind the brand. During this project I developed the brand and the produced the mock-ups, and the website supports this material. This website was made using WordPress.

Justfruit.info

Skills used: WordPress, Photoshop, illustrator, CSS

Decision Making Application

This is a small application which I made to help people make decisions. The idea of it is for the users to input two variables they are deciding between and then they are faced with quick fire questions where they just pick the one they are attracted to first as they only have a matter of seconds to pick an answer before it moves on. In between the variables will be the two variables they are deciding between which they should answer when they are going through the quickfire questions. At the end of the questions, the application will output the answer which you chose through the quickfire questions. As hopefully you could have answered subconsciously without thinking about it.

Skills used: Wireframes, testing, JavaScript, CSS, HTML, problem-solving

Hello

What can I help you with?

red dress

or

blue dress

Go

You're too slow! Click click

Marvel's The Avengers or Toy Story

You're too slow! Click click

batman or spiderman

your answer is..red dress
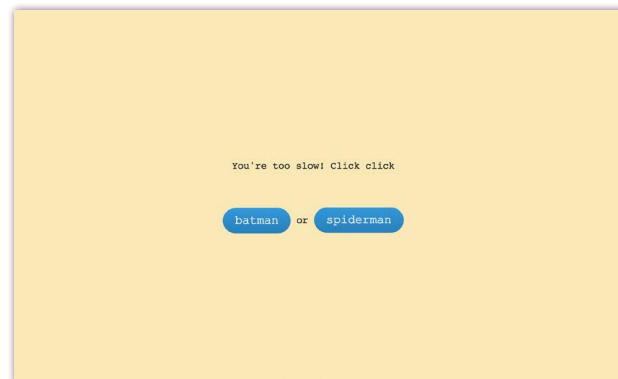
AMO Care

AMO care is a care home which provides supported living. I created the website and re-branded their stationary. The website was made in WordPress with a theme I customised in the editor. Before the website, I drew up various wireframes and mockups to help the client visualise the website. The site went through rounds of testing for UX purposes.

On the right are some of the stages of wireframes I went through while working on this project. I started on paper to understand what the client wanted what were the main features were. I made a few paper sketches, before trying to flesh out each section of the site which I have done in colour. I then moved on to create a digital mock-up to see how to proportion each section of the site fits and works together. The last image of the finished site.
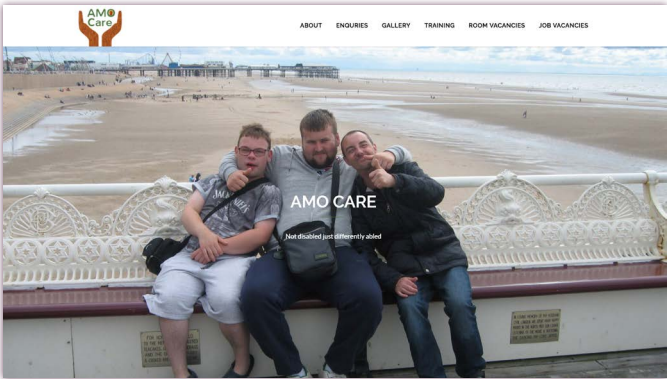
amocare.co.uk

Skills Used: Wireframing, Photoshop, UX testing, WordPress, CSS, Illustrator
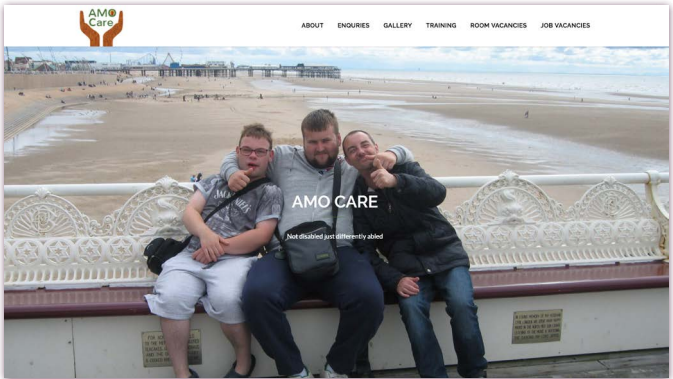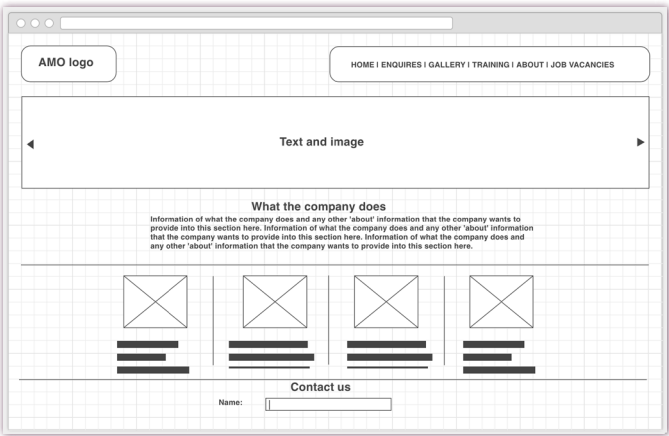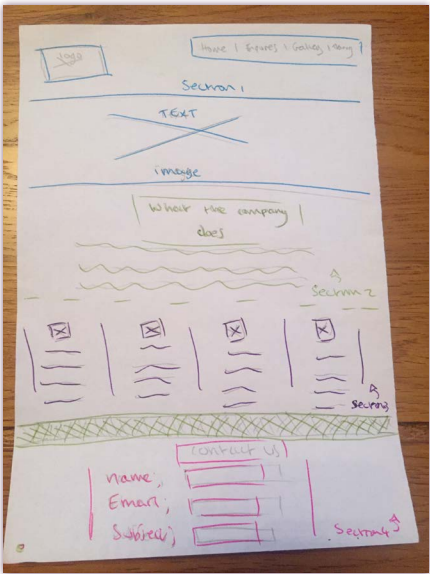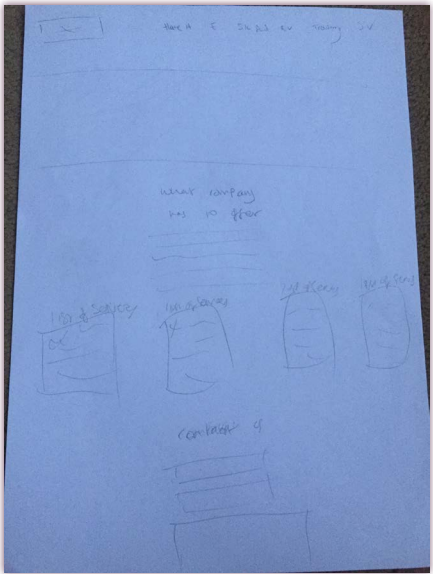
AMO Care

These are some screen shots of the site once it was finished. The top left is of the homepage the top right is when you scroll down the homepage. The bottom left is the 'About' page, and the bottom right is of the gallery.
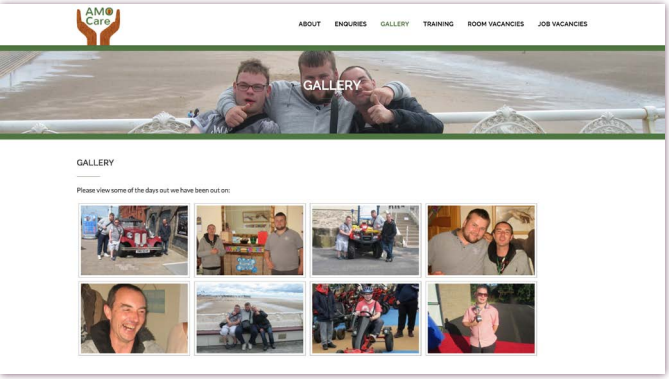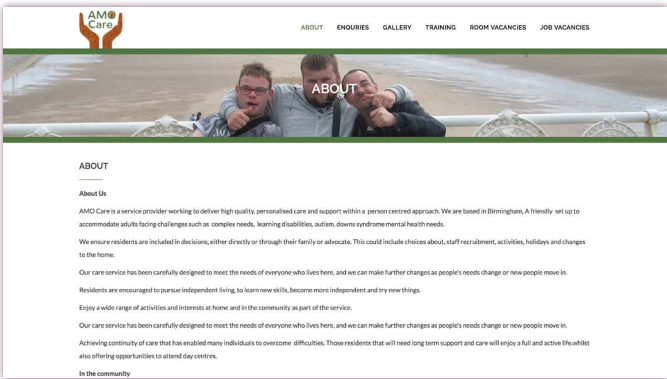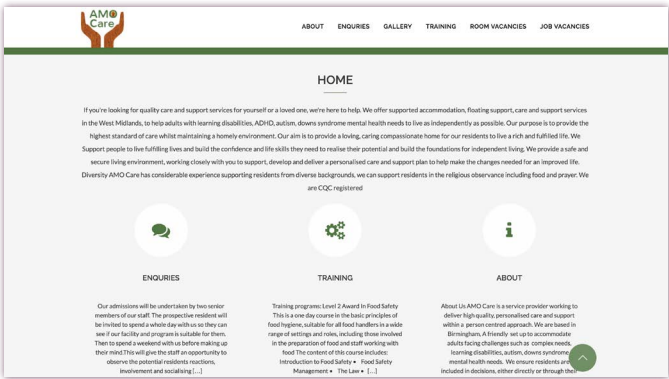
Tales

This is a website is a interactive way of telling a story. I worked in a group to complete this project, where I worked on the script of the story, creating the wire-frames and developing the UX, and coding the site. The story is a remix of fairly tales to appeal to a range of difference audiences. Users are able to interact with the badges where they engage in a short animation, before being lead to the badge.

tales.raveweb.net

Skills used: Coding, Animate, Just In Mind, CSS, Wire-framing, Scripting, Storyboarding, Managing
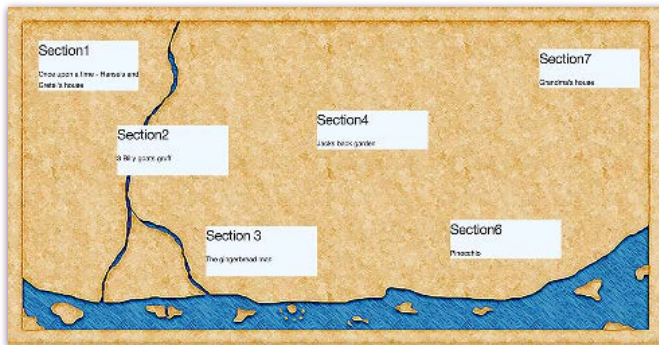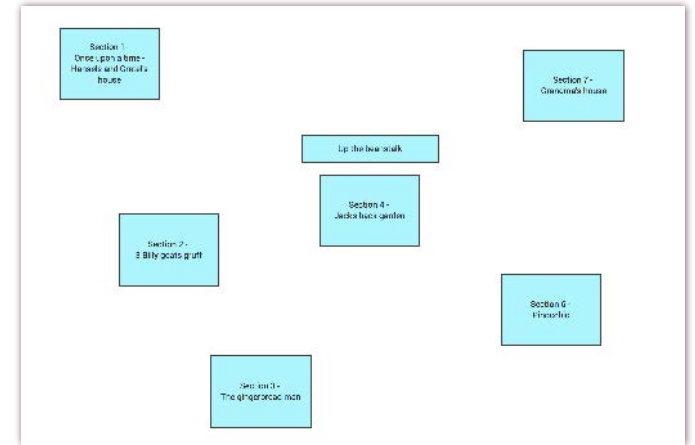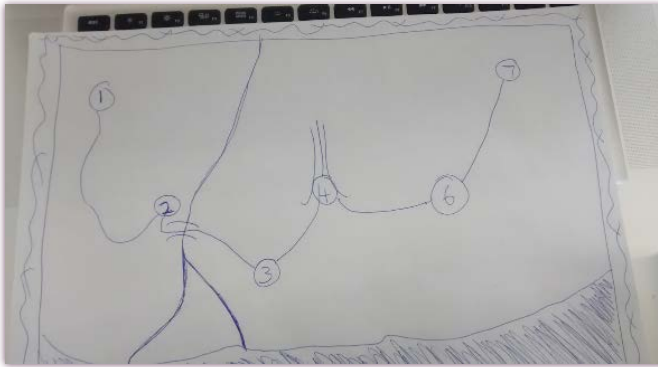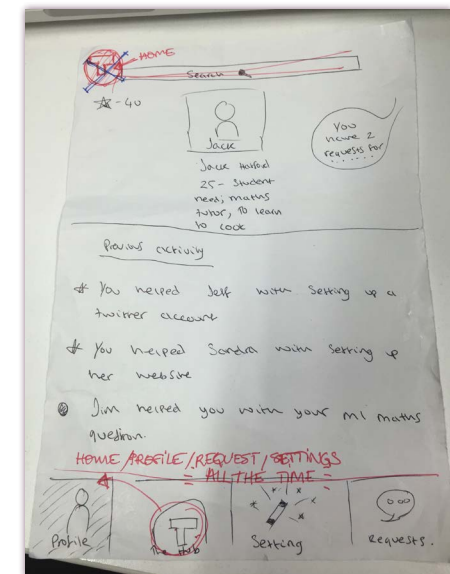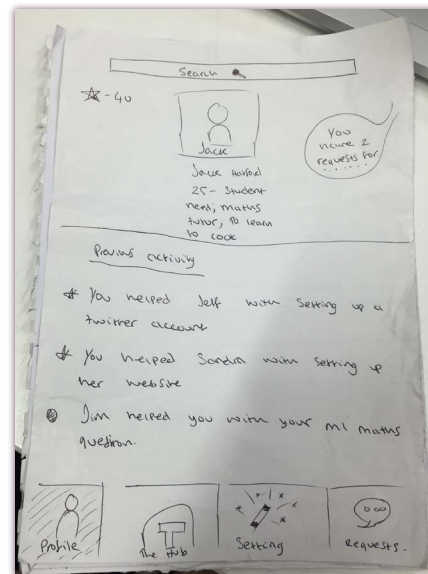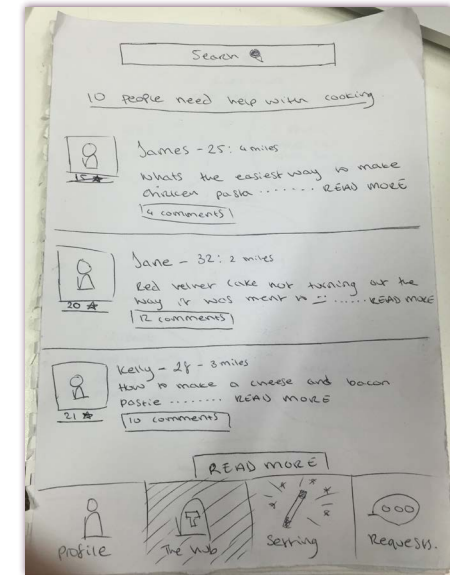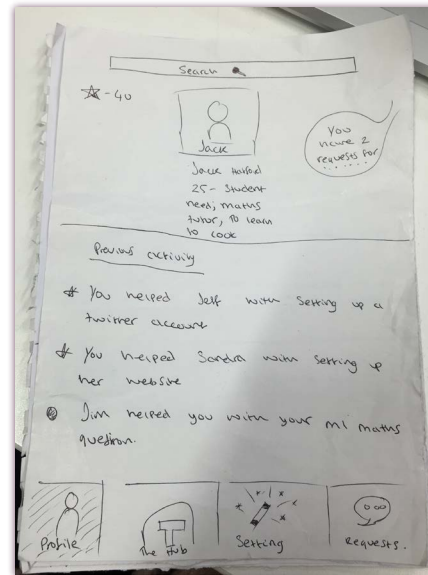
Talent Hub

Talent Hub is a group project I worked on while I was at university. It is all about exchanging skills between people about allowing the community to help each other on quick tasks that they're not able to do themselves. We came up with the idea as a group and all took different roles throughout the project. During this project, I worked on the wireframing, digital wireframing, and UX to test the site before we created the prototype.
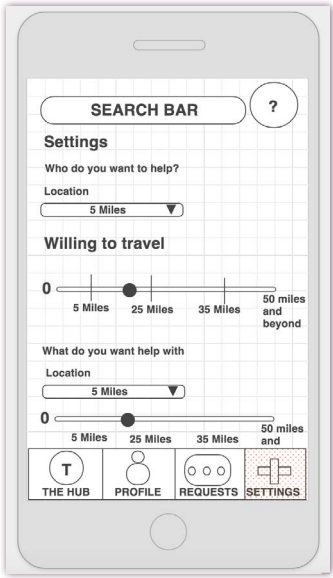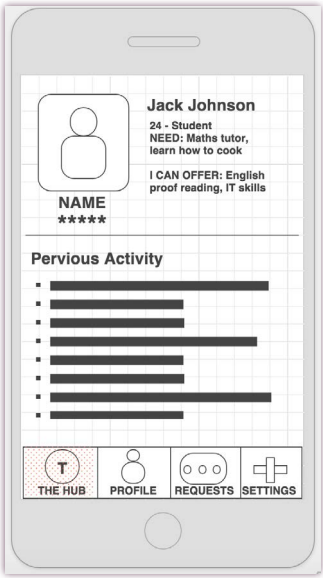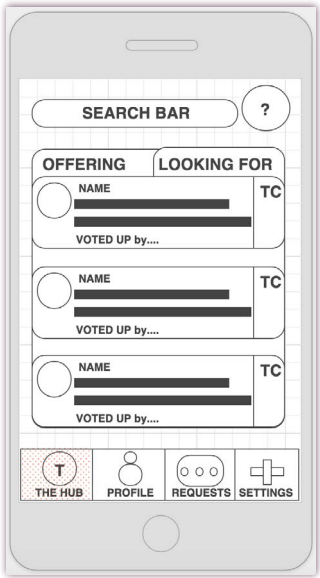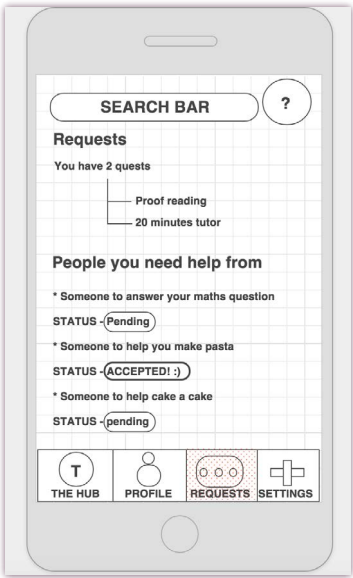
On the right are some of the paper wireframes I worked on before moving onto the digital ones. This was done to get an idea of if the ideas we had worked and where things would go on the page.

Skills used: Wireframing, Digital Wireframing, UX, User Journeys

Talent Hub

Once I had mocked up all of the paper wireframes I started on the digital versions which I made in 'wireframes cc'. This allowed me to save versions and come back to them, once they had been tested. These are some of the digital wireframes I worked on, displayed on the right. This provided me with a much better understanding of placement as some of the assets that worked well on paper didn't work as well when making them digital.

SEARCH BAR ?

Requests

You have 2 quests

— Proof reading
— 20 minutes tutor

People you need help from

* Someone to answer your maths question

STATUS - (Pending)

* Someone to help you make pasta

STATUS - (ACCEPTED! :))

* Someone to help cake a cake

STATUS - (pending)

T — THE HUB | PROFILE | REQUESTS | SETTINGS

SEARCH BAR ?

OFFERING | **LOOKING FOR**

NAME ▬▬▬▬ TC
VOTED UP by....

NAME ▬▬▬▬ TC
VOTED UP by....

NAME ▬▬▬▬ TC
VOTED UP by....

T — THE HUB | PROFILE | REQUESTS | SETTINGS

Jack Johnson
24 - Student
NEED: Maths tutor, learn how to cook

I CAN OFFER: English proof reading, IT skills

NAME
*****

Pervious Activity

■ ▬▬▬▬▬▬
■ ▬▬▬▬
■ ▬▬▬▬
■ ▬▬▬▬
■ ▬▬▬▬
■ ▬▬▬▬▬

T — THE HUB | PROFILE | REQUESTS | SETTINGS

SEARCH BAR ?

Settings

Who do you want to help?

Location
[5 Miles ▼]

Willing to travel

0 —●——————
5 Miles   25 Miles   35 Miles   50 miles and beyond

What do you want help with

Location
[5 Miles ▼]

0 ——————●——— 50 miles and
5 Miles   25 Miles   35 Miles

T — THE HUB | PROFILE | REQUESTS | SETTINGS

Ravensbourne IBM

This was a piece I designed for Ravensbourne university while I was still attending there. This was an advert that went out all over the TV screen in the university to publicise the event which was taking place involving a guest speaker from IBM.

Skills used: Photoshop, wireframing
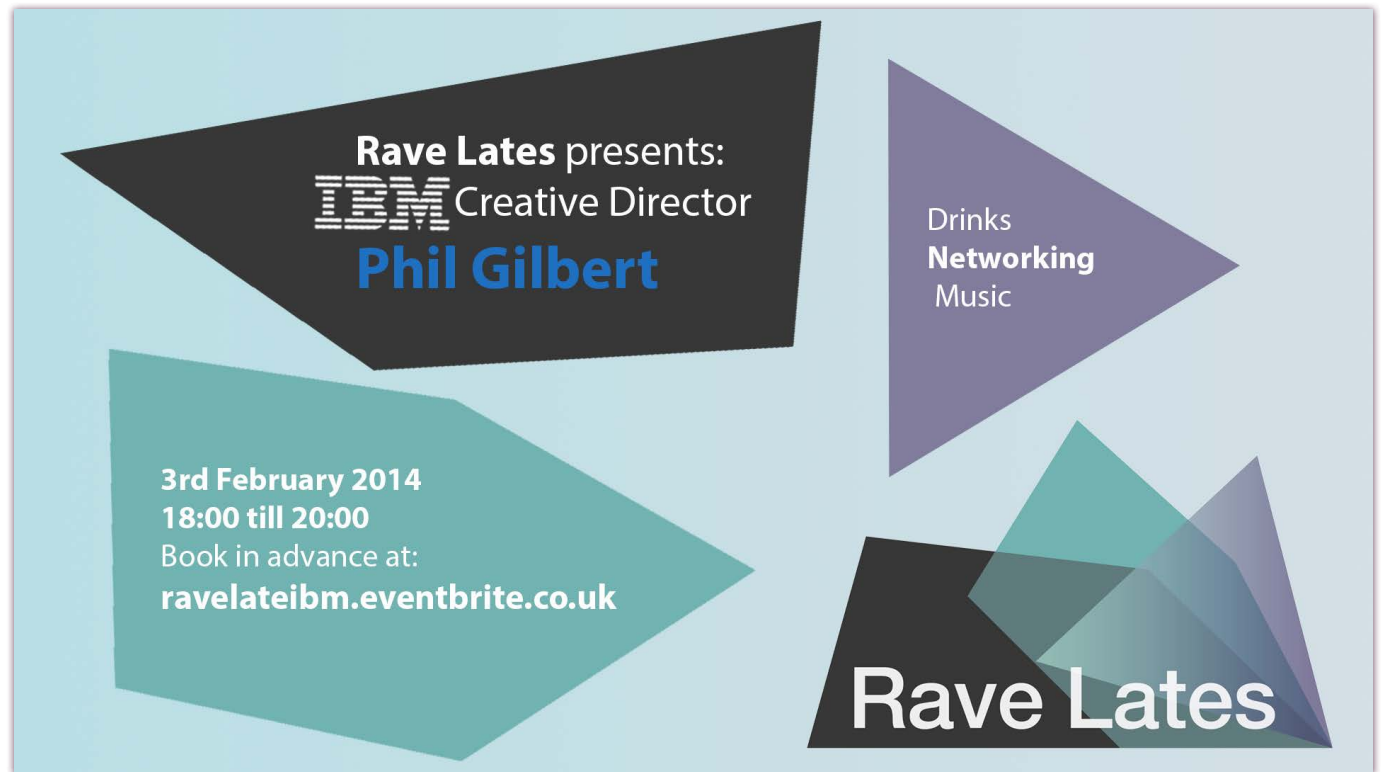
Alexis Smith

These are the adverts I made for a luxury lingerie company Alexis Smith. They were part of a social media campaign to increase the number of followers and increase awareness of the brand. These adverts were made in Photoshop and the adverts were used on Twitter.

Skills used: Photoshop, social media management

WIN an *Alexis Smith*™
'LOTUS BLUSH' lingerie set and a
'NAKED MAKEUP PALETTE'

from Celebrity fashion stylist and beauty blogger @Jadeelliott85

All you need to do is follow and RT to win
@alexissmithbras
@Jadeelliott85

EXCLUSIVE GIVEAWAY!
WIN an *Alexis Smith*™ 'LOVE DUST'
lingerie set and a months supply
from Inner Me of DAILY 4 ME,
Health, Beauty & Vitality Supplements
The Younger Years.

All you need to do is 'Like' and share our Facebook pages and RT and follow us on twitter!
@alexissmithbras
@InnerMeLondon

First social media campaign

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Enigma

This is a company that I have been working with for many years and these are some sample certificates I have made for Enigma. I have also produced various other forms of stationary for the company, and images suitable for the web and downloading.

Skills used: Photoshop, wireframing
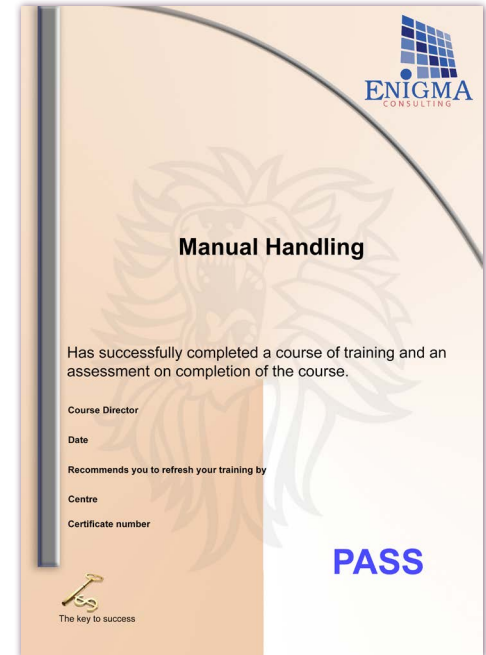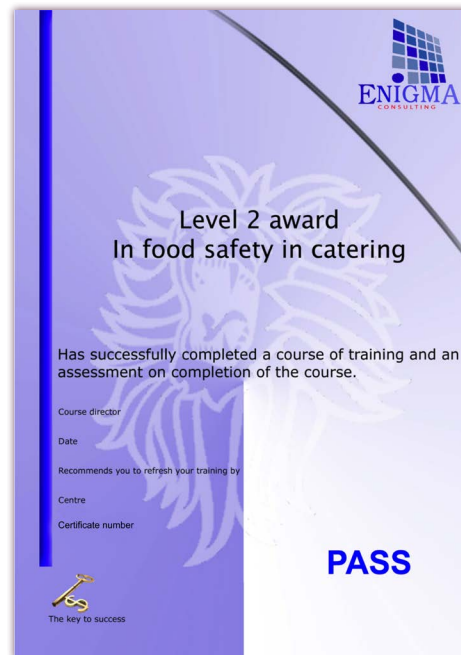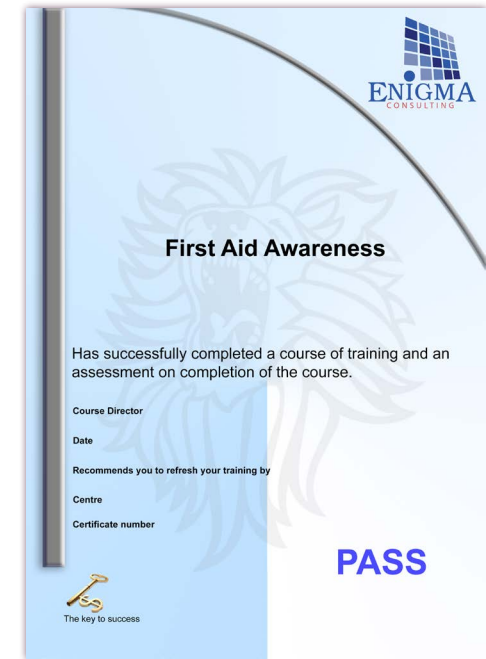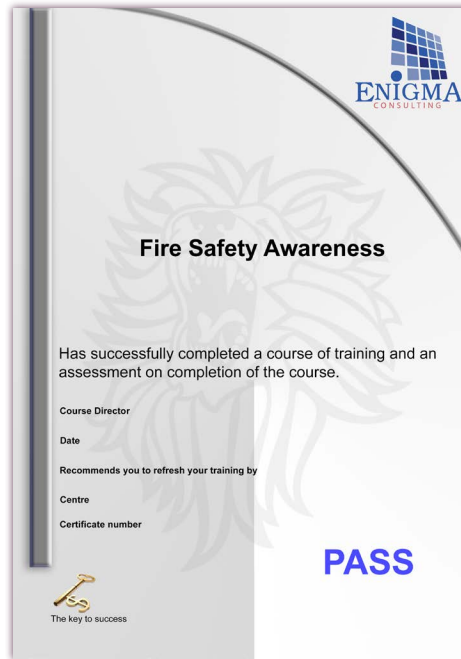
Dine In Wonderland

Dine In Wonderland is a project I worked on with a small events company. The advert was to promote the tea party they were having. They wanted something which fitted in with their wonderland, quirky, theme, but also illustrated the tea party aspect. This is why we went for the two colours to keep the focus on the characters and the information. This advert was made in Photoshop.

Skills used: Photoshop and wireframing