

beauty by sara

My friend Sara has been a makeup artist for many years. She represents many big name makeup companies including Mac and Sephora and also works as a freelance makeup artist. She approached me and asked if I could help create a website showcasing her work.

problem

Design a website for makeup artist, Sara, that reflects her personality and showcases her work.

research

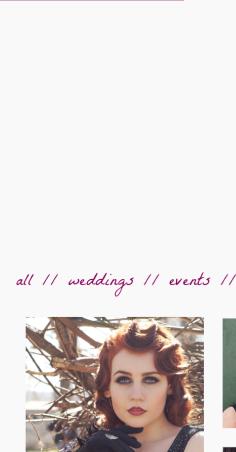
I spoke with Sara to determine what the goal of this website was and what kinds of information she wanted on the website. The goal of the website was to get more freelance work. She wanted to showcase the looks that she has done for weddings, parties, and other special events and provide those looking for a makeup artist with information about her rates, experience, and contact information.

After speaking with Sara, I looked at the portfolios of 10 different makeup artists to determine if there was any standards for style or presentation within the space. Across all 10 sites, I saw portfolios with large glossy pictures - however the interaction for these portfolios greatly varied across all sites.

Next, I quickly sketched out a three personas of those who might be looking to hire a makeup artist. From those quick personas, I hypothesized that the two most important pieces of information these customers would be looking for are examples of the artist's work and the hourly rate. This informed the way in which I organized the hierarchy of information on the site.

solution

BRAINSTORMING



I began designing the website with a 15 minute drawing and brainstorming session. In this step, I sketch out all possibilities of what the website could look like without reflecting upon or censoring my ideas.

WIREFRAMING



After this brainstorming session, I pick the best ideas and use those ideas to create a quick wireframe. During this time I focus not only on layout, but also on the way in which the user will interact with the website.

FONTS & COLORS



La Belle Aurora

Open Sans

I involved Sara in the decision making process behind fonts & color schemes. The color scheme that we chose was inspired by the hero photo we decided to use. I suggested this palette because I wanted the lipstick color - the bold maroon - to be the call to action color on the website. We collaborated on choosing the fonts; we wanted a flowy and feminine font for headers and an easy to read font for the bulk of the text.

HIGH FIDELITY MOCKUP

Next, I created a high fidelity mockup in Sketch based upon the wireframe and visual design elements decided upon in previous steps.

makeup by sara borellia

Shouldn't your makeup be unique like you?

[View Portfolio](#)

unique looks for unique occasions

Error vitae, cupiditate architecto officia rem natus neque ipsa taque at veniam voluptatibus, tempora sequi earum quo. Inventore voluptatis incident possumus.

all // weddings // events // everyday looks

