

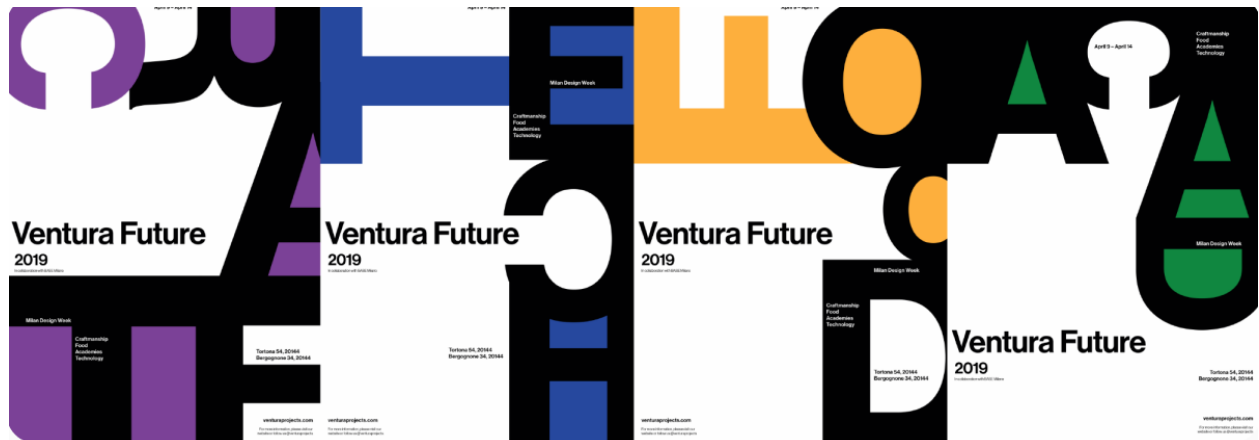
## Bio

I am an enthusiastic graphic, brand and UX/UI designer with an interest in marketing. I enjoy bringing ideas to life and relaying messages through visual communication. Possessing design skills, critical thinking, and creativity allows me to explore different fields and grow while developing my professional experiences.

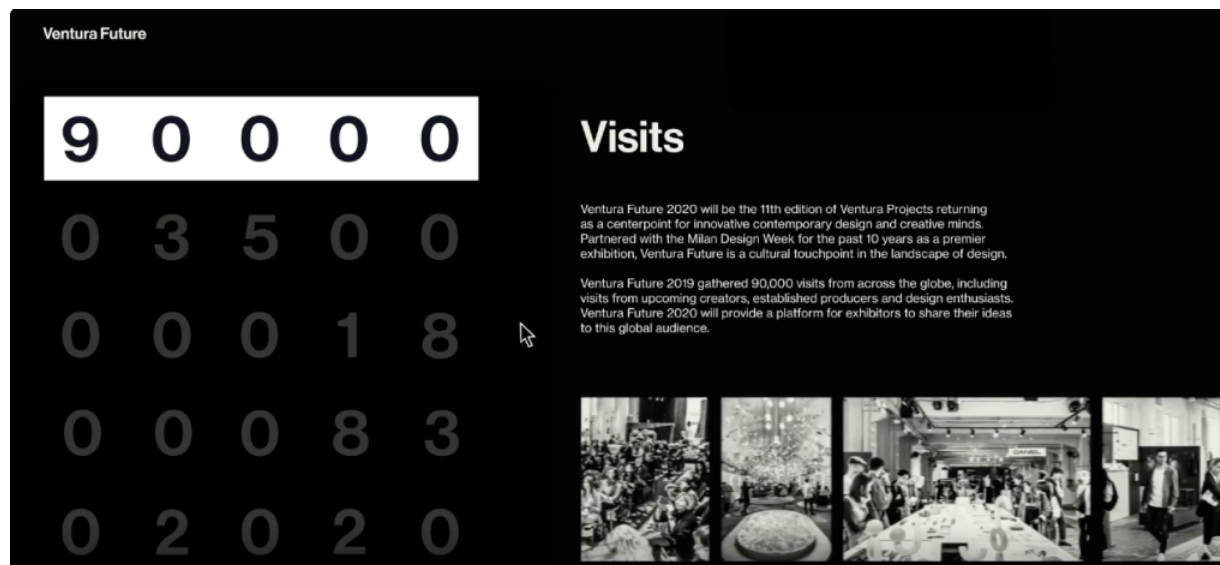
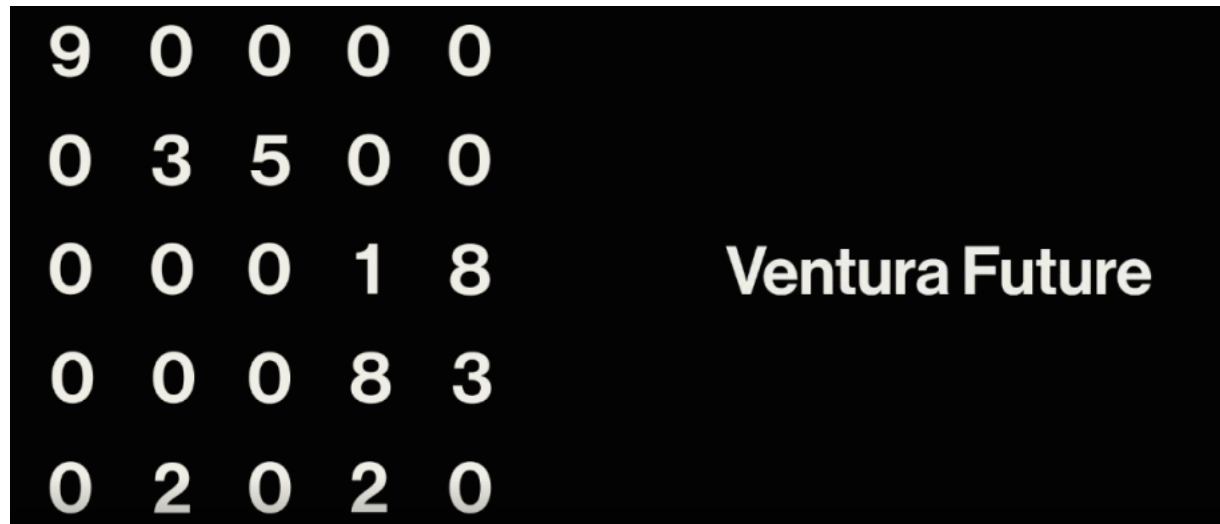
## Project 1: Ventura Future

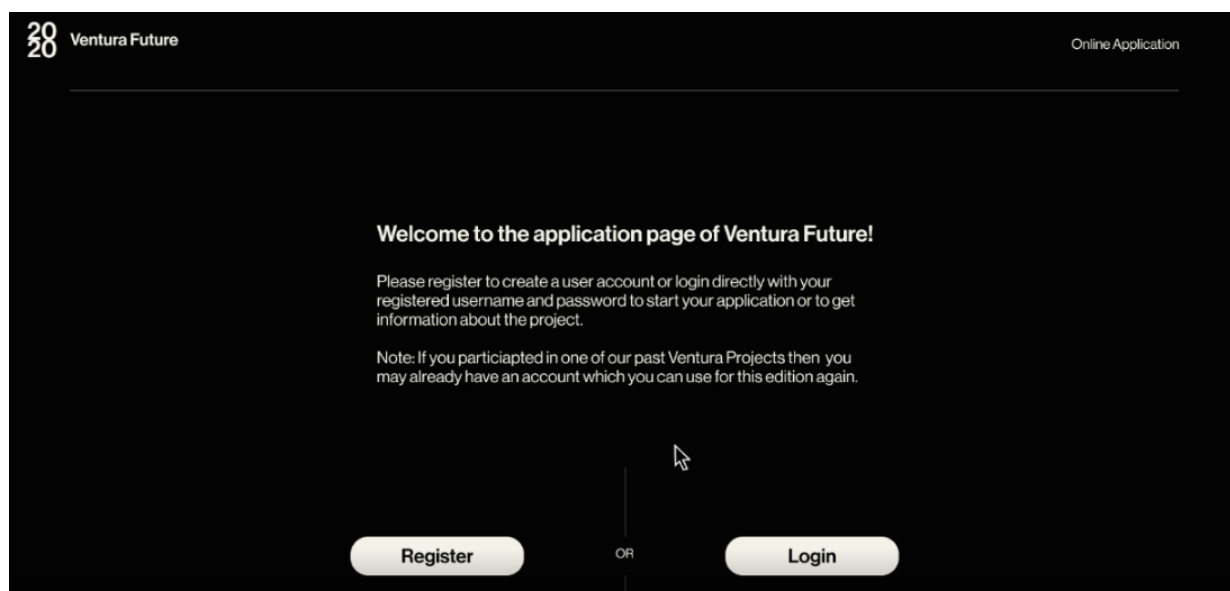
Ventura Future is a cultural organization based in Milan whose focus is to highlight and promote contemporary design and new designers. Designers are urged to apply to be part of the design exhibitions that are curated by the organization and the exhibitions are held during the annual Milan Design Week.

Taking inspiration and learning from the radical modernist, Dan Friedman, we experimented and created visual assets such as posters, lanyards and sketchbooks for Ventura Future's upcoming exhibition.



We chose to intervene at the pre-purchase point and encourage applications from designers for Ventura Future 2020 exhibition. We created a microsite that proposes to promote the Ventura Future 2020 exhibition and to increase application and engagement for the prospective designers by highlighting the benefits prospective exhibitors may receive using past statistics from the 2019 exhibition.



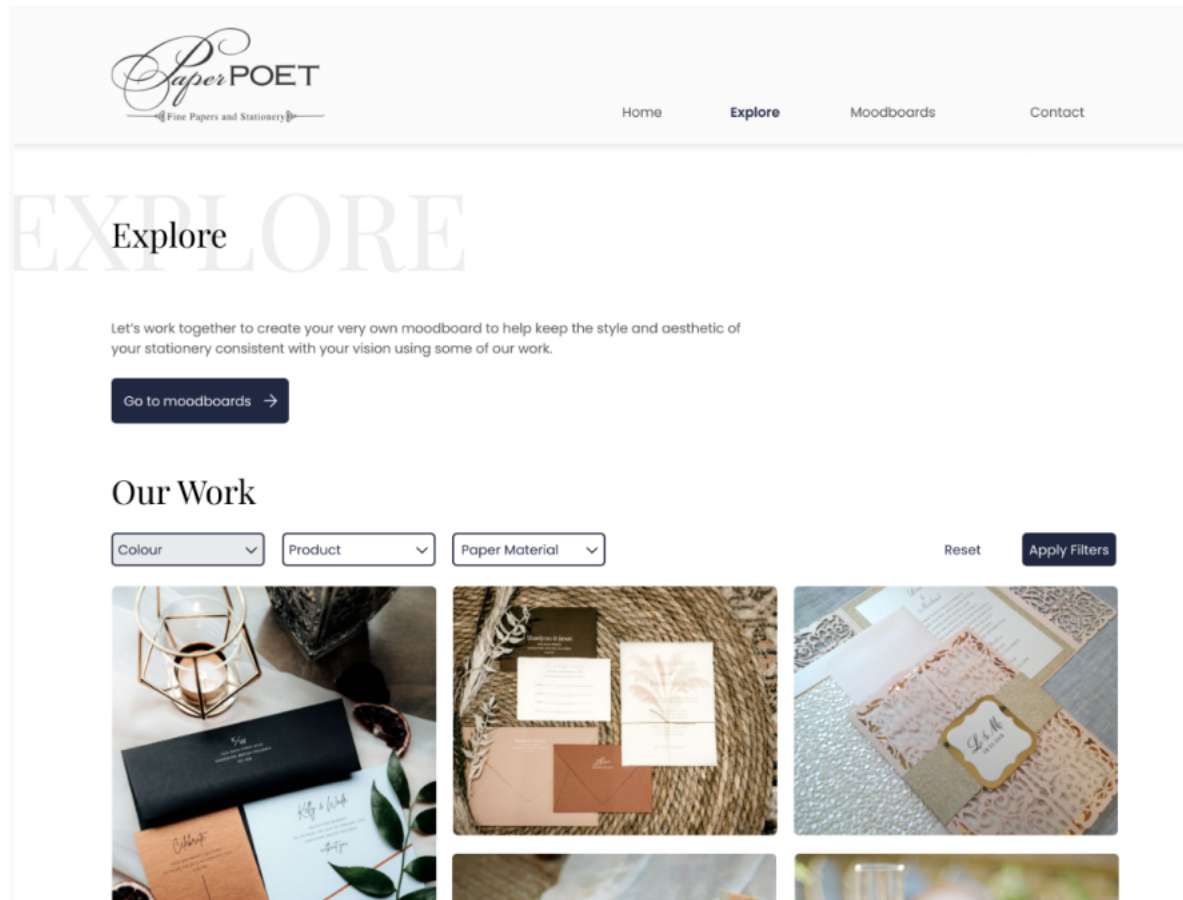


## Project 2: Paper Poet

Paper Poet is a specialty paper and letter press studio based in Langley, BC, Canada. They cater to people who could not find custom printing products and services that is unique to their needs.

The IAT 333 class project involves working directly with a participant group to expand our knowledge and skills about interactive design and its methods.

By learning more about Paper Poet through our continuous meetings, my team and I were able to identify the initial problems and concerns Paper Poet had – minimal online presence, change in client base, COVID-19 impact on physical store. We began by executing ethnography research, followed by personas, user journey maps, and story boarding to address their problems.



With our focus: “How might we help potential customers establish trust and gain concrete understanding of Paper Poet by better communicating their services while minimizing in-person visits?”, we designed a web catalogue and mood board feature. This solution will help in reshaping experience to garner user interest, create engagement and interaction with the business, deepen understanding of business, and encourage creativity.

# MOODBOARD

## My Moodboards



My Summer Wedding



My Engagement



Pink Wedding

## Suggested for you



Bohemian Style



Minimalist Style



Fall Styles