

# hi, i'm

# justice

## ux portfolio

justice-amsbury.com

## about me

Justice Amsbury is a graphic and UX designer who graduated Summa Cum Laude with a Bachelor of Design and a certification in UX Design from Eastern Washington University. He grew up in Ephrata, Washington, and became interested in graphic design during high school, where he found that the design process allowed him to utilize both his logical mind and creative thinking skills. Justice is a versatile designer who is skilled at traditional print and packaging design as well as web and user experience design. During school, he worked as an IT Lab Consultant at EWU's Multi-Media Computer Lab, where he developed his problem solving and customer service skills.

In his free time, he continues to refine his creative eye through personal artistic endeavors. He works in traditional visual mediums as well as modern digital mediums, such as digital photography and generative art. These projects help him maintain a strong creative process while also developing the same technical and problem-solving skills needed to create design solutions. Justice's long-term goal is to continue improving and adding to his numerous technical skillsets and then to share his knowledge with others.

## design

I am a problem solver that works to define identities and visuals that resonate with people, fit their needs, and communicate stories. I'm like a design magician.

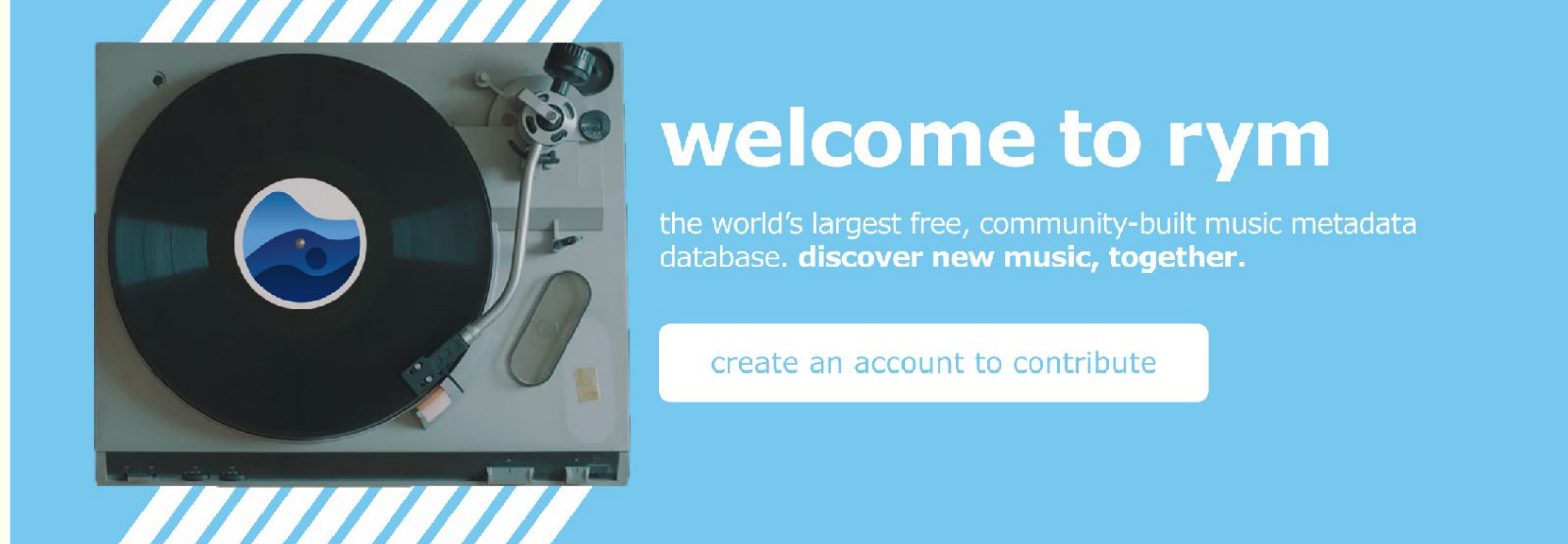
## web

I love working with the web. I can bring a responsive web site to life using html5, css3, javascript, and all kinds of trendy frameworks and languages.

## ux

I create experiences that engage people through a process focused workflow that puts an emphasis on research, prototyping, and human-centered design.

## rym redesign



### visit rym prototype

## project objective

Redesign the website layouts of RateYourMusic's major pages while trying to expand and improve the existing experience without removing features.

## target audiences

RYM contributors, legacy contributors, "music nerds," musicians, RYM staff.

## audience needs

Improved layout, readability, and clarity without removing existing features or altering layout beyond recognition.

## deliverables

RYM Prototype that expresses the breadth of my proposed changes.

## insights

For this prototyping project, my goal was to produce a set of layout and user experience adjustments without completely changing the overall layout of the site. The current version of the site has been in place for years and RYM started in the early 2000s, so the current website feels quite outdated. As a frequent user of the site myself, I wanted to improve the usability the site and make some of the great features more visible without destroying the layout that many legacy contributors to the site have grown used to.

I drew up user flow maps around each page and functionality in order to identify potential issues with the layout in order to improve them. I also sought to make aesthetic improvements to the site and to modernize its visuals so that it appears more inviting to fresh visitors. One of the most important aspects in this regard is the site's typography: I changed the type to be much more up-to-date with modern standards; the existing site uses 12 point typefaces and allows line lengths to run far longer than they should, making it harder to read the content of the site.

## manito park website



### visit manito website

## project objective

Expand on the Manito Park visual identity that I created with a website, solving the current problem of Manito Park's web resources being scattered, outdated, and inconsistent.

## target audiences

Young adults, students, photographers, artists, and people who are new to the Spokane area. Expanded more broadly, all potential visitors of Manito Park. Manito stakeholders.

## audience needs

A usable site that communicates relevant information and history to its visitors so that they may be inclined to visit or support Manito Park.

## deliverables

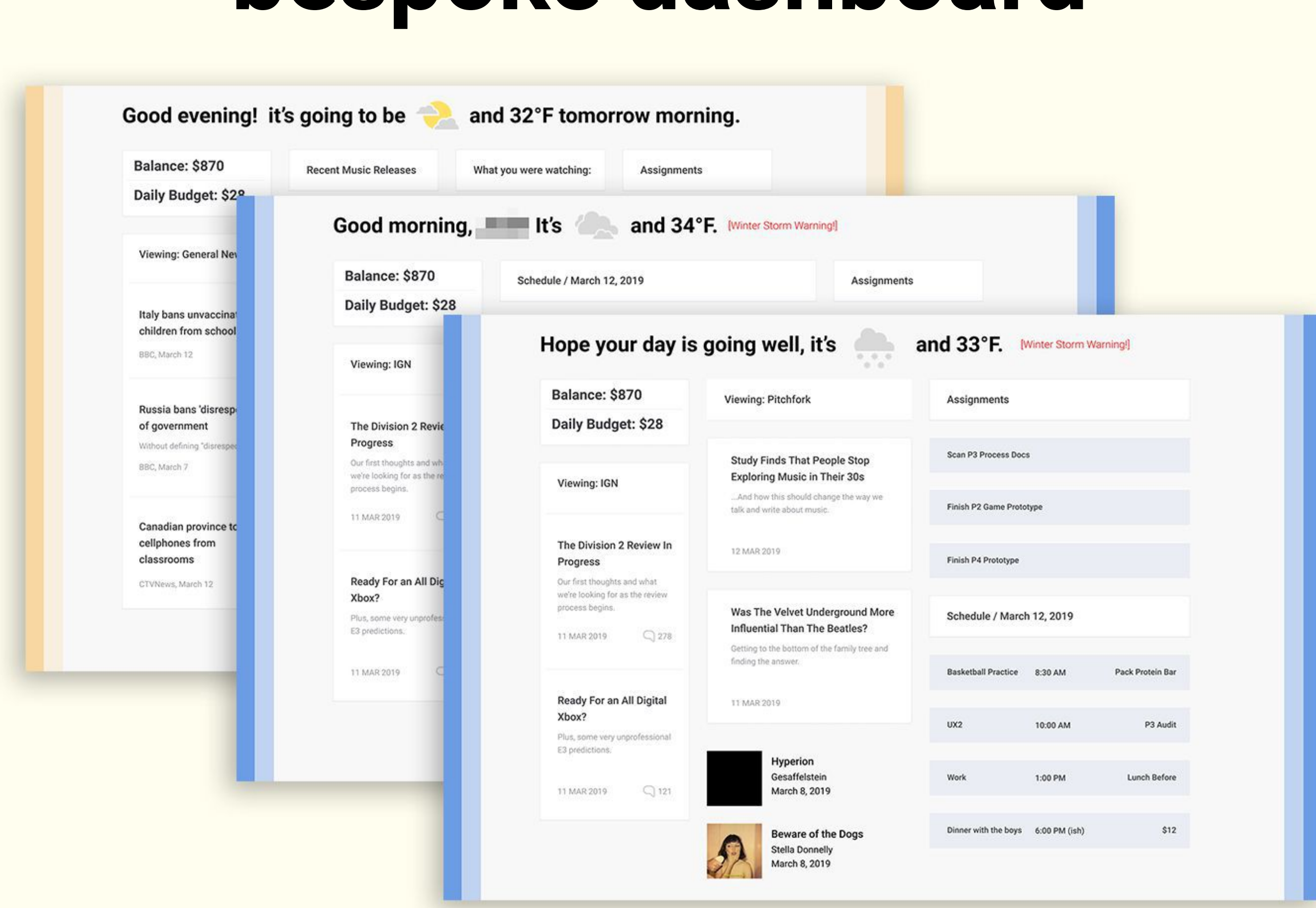
A website with subsections for each individual garden of the park.

## insights

I felt the need to develop a website because the online resources for Manito Park were lacking cohesion and do not provide a strong experience to those exploring them. SpokaneCity.org has a set of pages detailing Manito Park as well the gardens within it, but they are not directly connected through links which makes exploring them inconvenient or confusing. To add to this, the other online resource, ManitoPark.org, is very outdated. I set out to create a website that would convey the same type of information that those sites do: history and information about the park.

I wanted to do a better job detailing the historical significance of the park because it was not thoroughly explored through official online channels previously. I developed a lot of my design decisions around the other, similar websites I researched based on what I thought they were lacking and what I thought was successful as well as through interviews and persona development.

## bespoke dashboard



## project objective

Create a dashboard to fulfill the needs of a specific individual.

## target audiences

An individual, referred to as J.

## audience needs

A dashboard that contains content fitted to his individual needs that changes based on when he is viewing it.

## deliverables

Dashboard prototype intended for use on "large screens," acts as a display only. Can be easily adapted for the dashboard screen of a car.

## insights

The goal of this project was to research and interview an individual and build a dashboard around their need. This included considering what times of day they would need to use the dashboard and what type of information they would need at different points in the day. My dashboard was created for an individual we'll refer to as J, who was a student at EWU that played on the basketball team and had a long commute from the Spokane Valley and back every day. His use of a dashboard and correlating app would be scheduling and planning his days because of the number of responsibilities he juggles. For this project, he created a visual persona of himself using objects that show his interests that I could reference during my process. I interviewed him about his interests and tried to figure out what aspects of a dashboard would be most useful to him. I processed this information into a set of prototypes based on his needs.

## vcd website prototype



### view desktop prototype

### view mobile prototype

## project objective

Create a website for EWU's design program. Identifying necessary content, hierarchy, and gathering the necessary content for the site.

## target audiences

EWU stakeholders (students and faculty), potentially design students and their families, employers.

## audience needs

Content that explains the purpose of the design program, what is contained within it, and proof of its effectiveness. Proof of the design program's quality can be shown in a senior showcase section that shows the best student work of the most recent graduating class.

## deliverables

Desktop and mobile website prototype, created with Sketch and hosted on InVision.

## insights

This project was created solve a clear issue with Eastern Washington University's design program: it doesn't have an independent website and the pages that exist for it on EWU's official site are not very appealing, especially for a design program. To remedy this issue, I set out to create a centralized location where the department could share all the information and news they need to with both current and incoming students. Based on survey research, this included things like courses, professor information, and recent news (both university and VCD club related).

While prospective students will like that the program is transparent about its classes and staff, they will be more interested in seeing the results of the program through a senior showcase section. University of Washington does this, which is what I based on the showcase section on. It draws a lot of attention to their program and EWU would benefit from something similar. This would also give graduating seniors the opportunity to show their work and draw attention to their portfolios. The mockup of the website was created in Sketch and pushed to InVision through Craft Manager, a Sketch extension that links the two. My process primarily consisted of content focused prototypes, sketching, construction, and then testing.

## contact and links

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if you're interested you can also take a look at my github or linked at my Instagram, where I post typographic sketches and hand lettering.

