

UX Design Portfolio

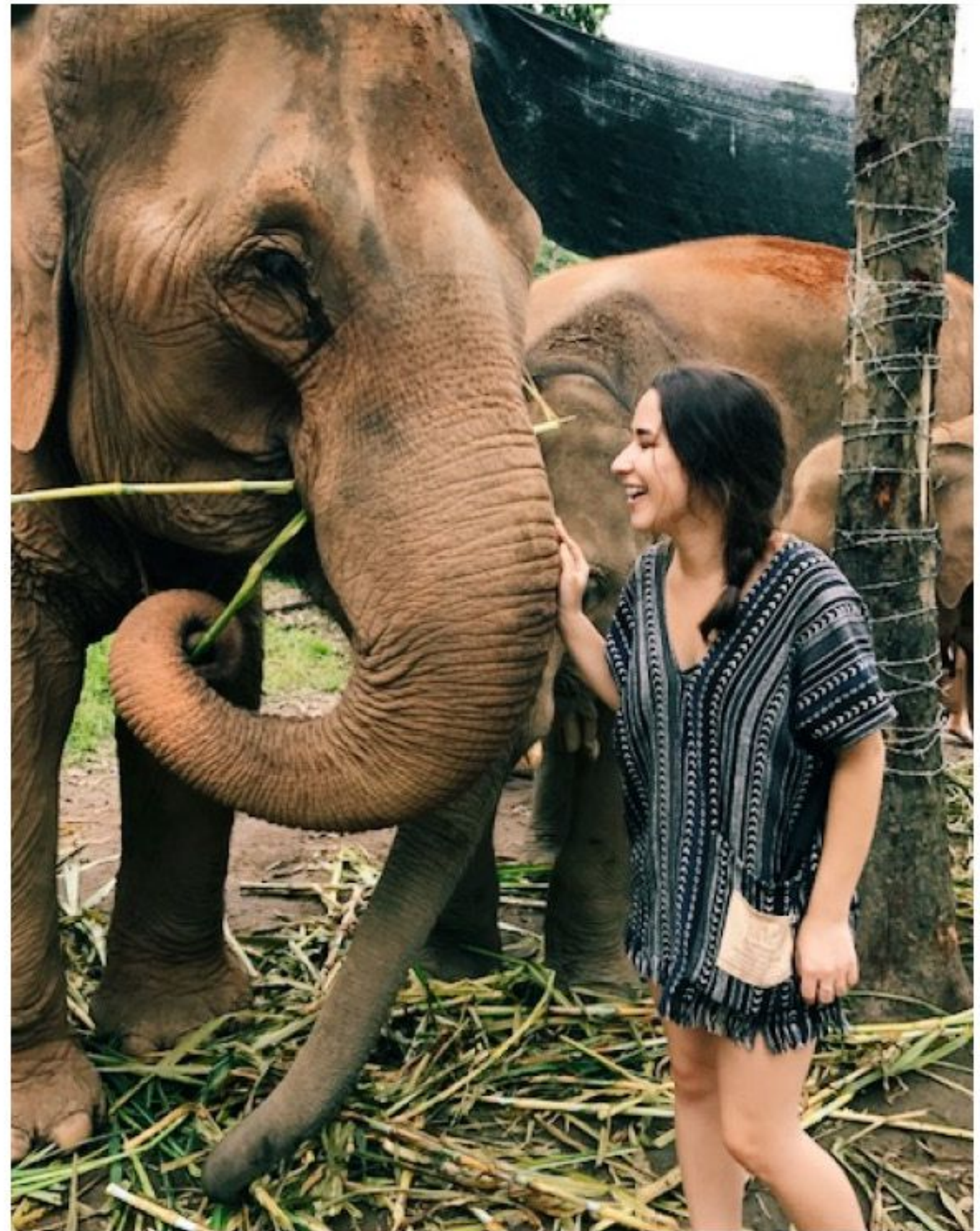
Bella Chavez

HELLO I'm Bella

Hi I am Bella! I am a lover of tacos, animals (cows to be specific) and a good Netflix series. More importantly I am a graduate of Eastern Washington University with a Bachelor of Fine Arts degree in Visual Communication Design.

I have a passion for creating beautiful and effective designs. I also love problem solving and research, which is why I have studied UX. As a UX designer I make notes of problematic strategies every day, whether it be the legibility of a street sign or the layout of a poster at the grocery store. I notice how people interact with the designs of everyday things and want to help improve user experiences.

When I am not analyzing the look of a frustrating print piece or website, you can find me traveling the world, drinking way too much coffee or spending time with my family.



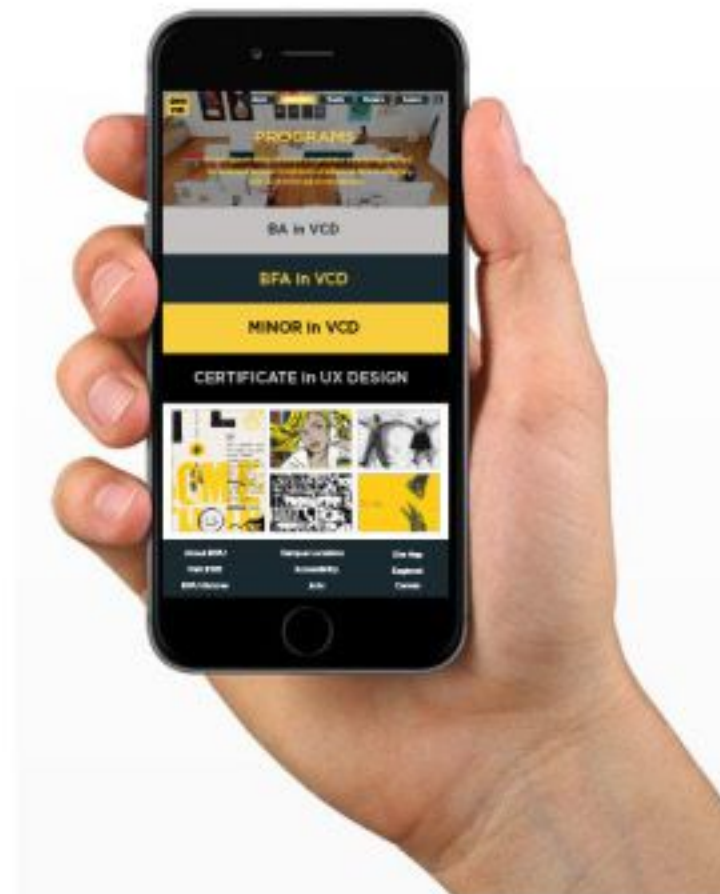
VCD WEBSITE

Project Description: The Visual Communication Department at EWU had an old and outdated website design that was not very helpful for current or incoming students so I aimed to create a more current and aesthetically pleasing website design that students could easily navigate through and find what they need.

Client: EWU VCD Department

Date: November 2018

Tools: Sketch, Invision



Previous design



New design



Atomic design

Organisms	Label	Description	Core Content (etc)
Nav	Collection of links	Multiple buttons at the top of the page containing links to other pages titled: About, Faculty, Contact, Programs, Students.	Links, Logo
Header	Featured content block	Contact	Text
Head of department	Head image and contact info	Will contain a photo of the department head with a bio, contact info, and office hours	Text, image
Advising	Text	Will contain info about advising and contact info	Text, image
Footer	Collection of links	Links to other eastern pages/programs	Links

A	B	
Organisms	Label	Description
Nav	Collection of links	Multiple buttons at the top of the page containing links to other pages titled: About, Faculty, Contact, Programs, Students.
Header	Featured content block	Contact
About Program	Collection of text	
News/Events	text, images, videos	
VCDC	Text	Description of VCD club contact info
Student Work featured	Mix of text and images with links	A few student profiles with a link to their portfolio
Footer	Collection of links	Links to other eastern pages/programs

SWOT analysis

S Strengths	<ul style="list-style-type: none">Program is a combination between communication and design whereas trade schools or other programs only focus on one or the otherIt's a smaller program so it's a more personable hands on education and a better learning environmentMany options: BFA, UX Certificate, MFAClasses offer a little bit of everything that way you have a basic knowledge of different programs and skills whereas others focus on specific areas of designDon't have to apply to program as anyone can take design classesLocation/Cost of living is way less than most other placesCost of attendance is much more affordable
W Weaknesses	<ul style="list-style-type: none">Do not have to apply to be accepted into the program so it's not competitive and less prestigiousSmall design staff and not as many classes offered every quarter so it can be hard to get into classesQuarters not semestersLocationLess opportunitySmaller program so not much exposureLess/Not as nice of equipmentNo grad program
O Opportunities	<ul style="list-style-type: none">Smaller community so you get to meet a lot of people and get to know your professors wellJob opportunities from getting to know the staff wellExplores an community
T Threats	<ul style="list-style-type: none">Other programsOther schools specifically UW, SFCC, Art Institute



Wireframes

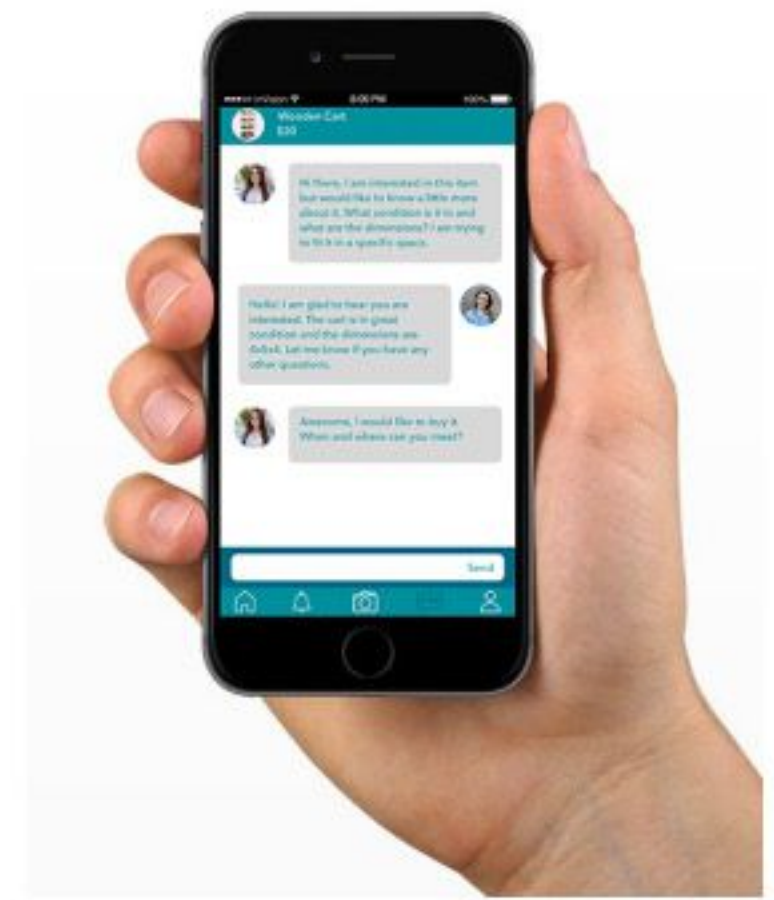
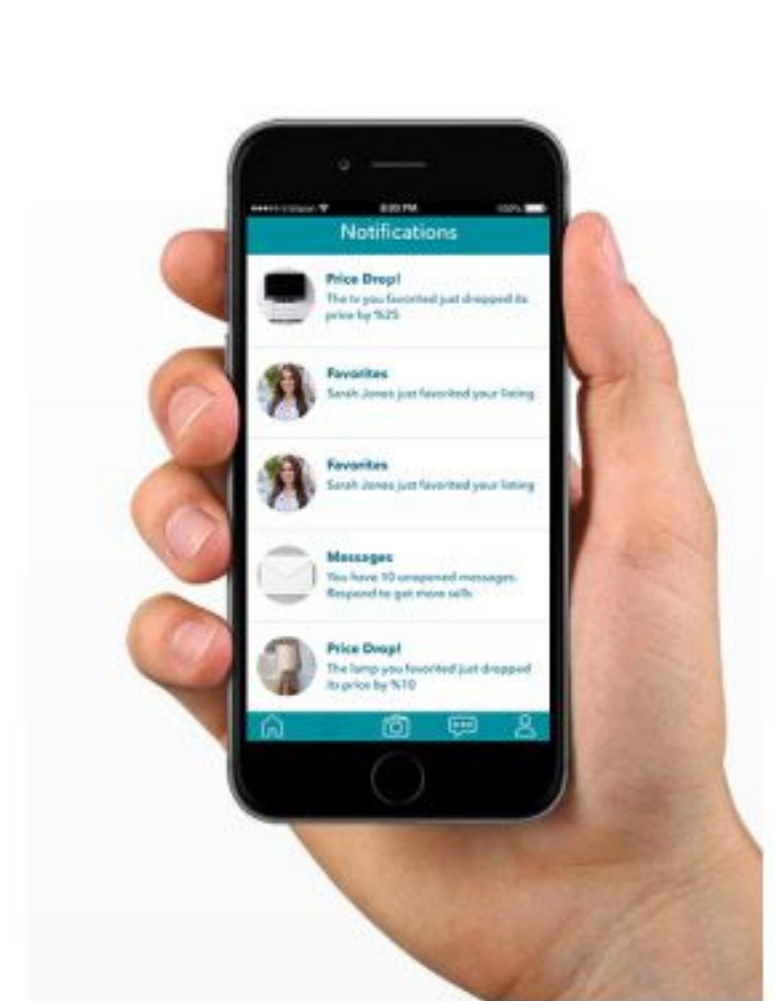
LETGO REDESIGN

Project Description: Letgo is an app that lets users buy and sell things locally. This app is not user friendly and makes you want to delete it not long after downloading it. It sends you tons of notifications, has many unnecessary features and buttons, and usually doesn't aid in selling items whatsoever. This app has tons of terrible reviews online from very unhappy users and if you were to download it and attempt at using it you would understand why. I assessed the app and found many issues and heuristic evaluations. I created a redesign and new user flows in hopes of fixing this frustrating app.

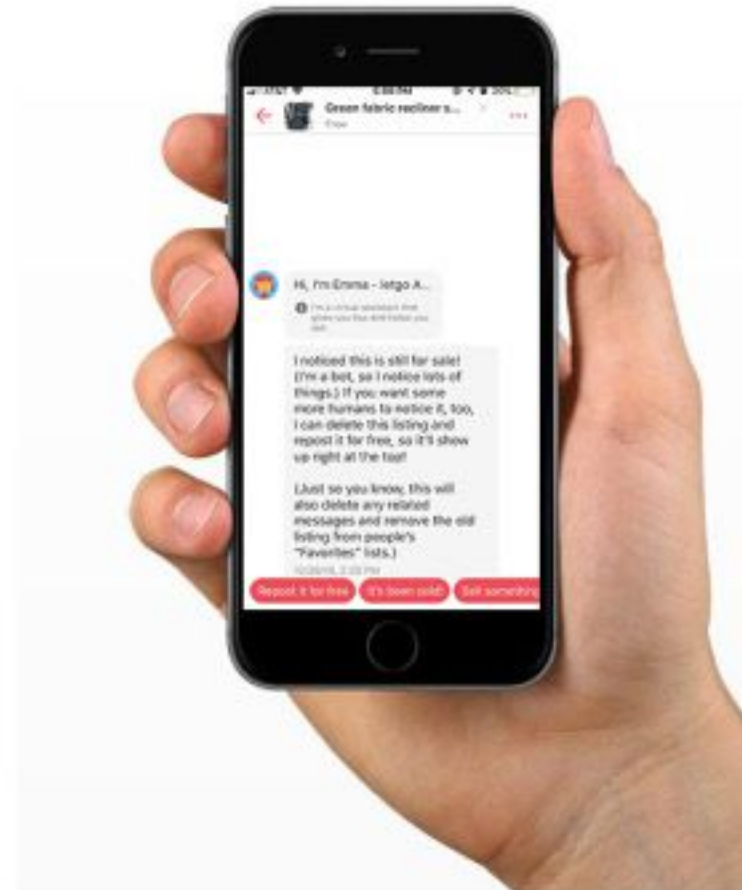
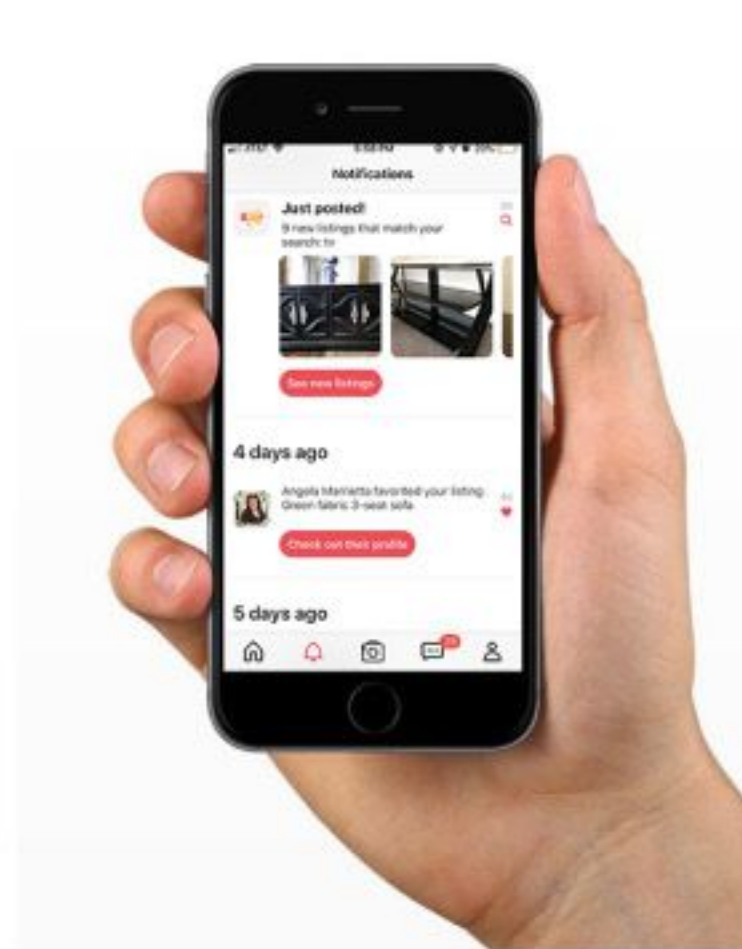
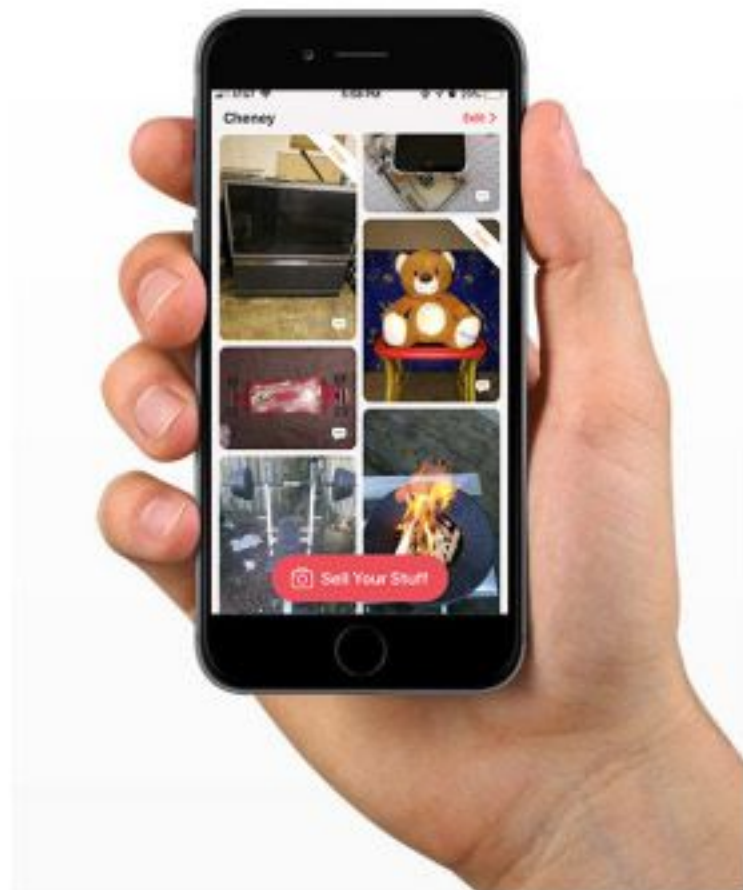
Client: Letgo

Date: November 2018

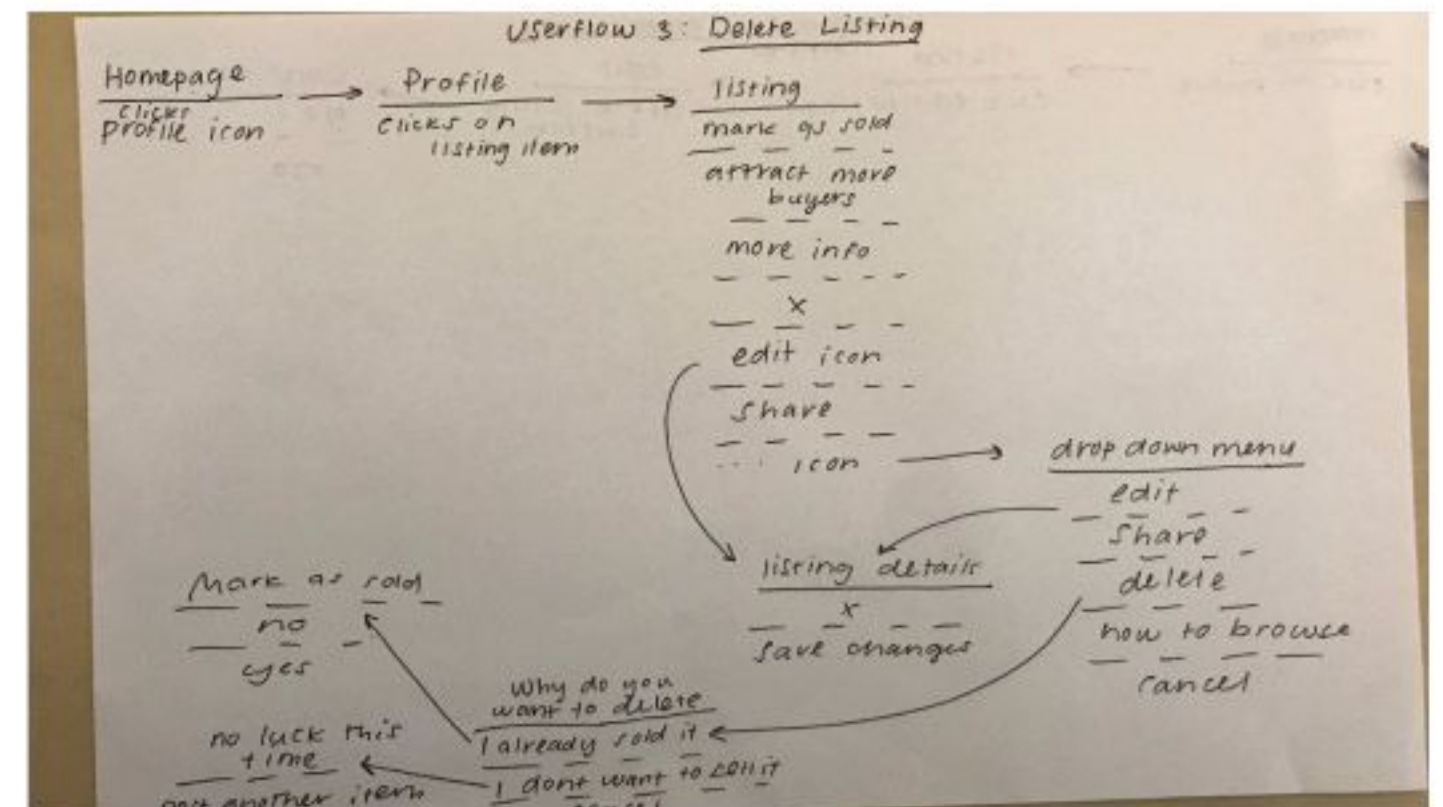
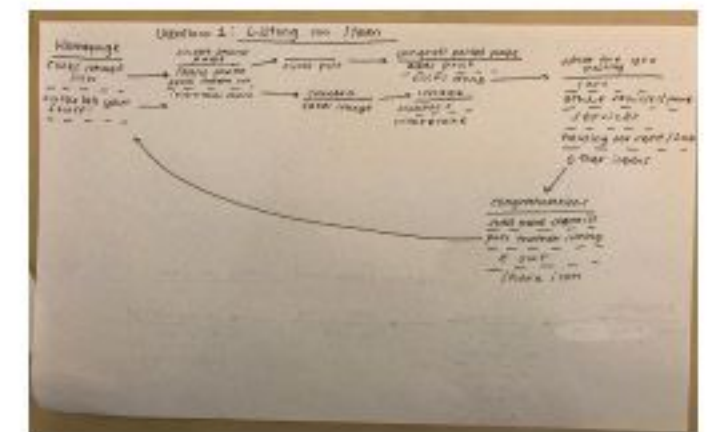
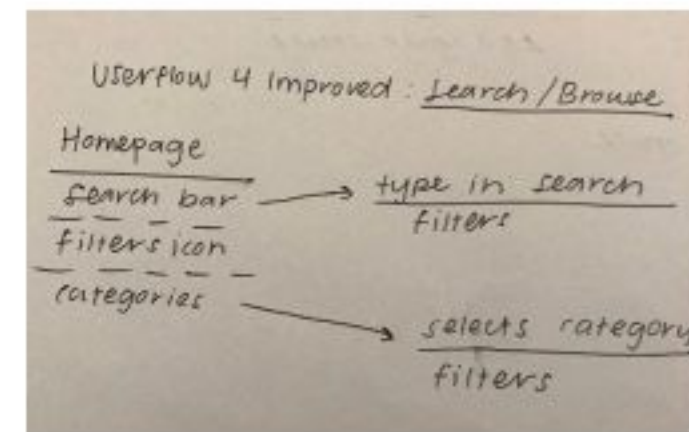
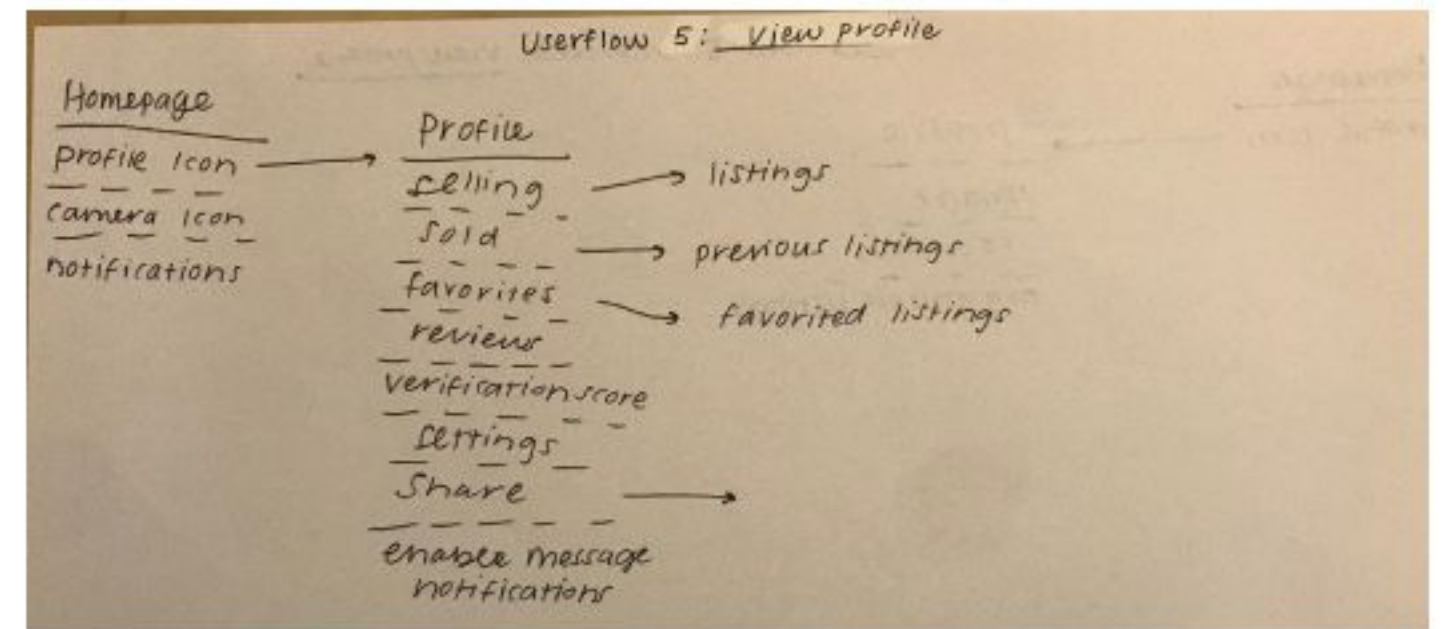
Tools: Sketch, Invision



Previous design



Userflows



GAME

Project Description: I was given a coffee can and tasked with turning it into a game for a class of 5th graders. I conducted a lot of research to find out what 5th graders like and what games are most popular with children that age. After my research I created King of the Castle a board game.

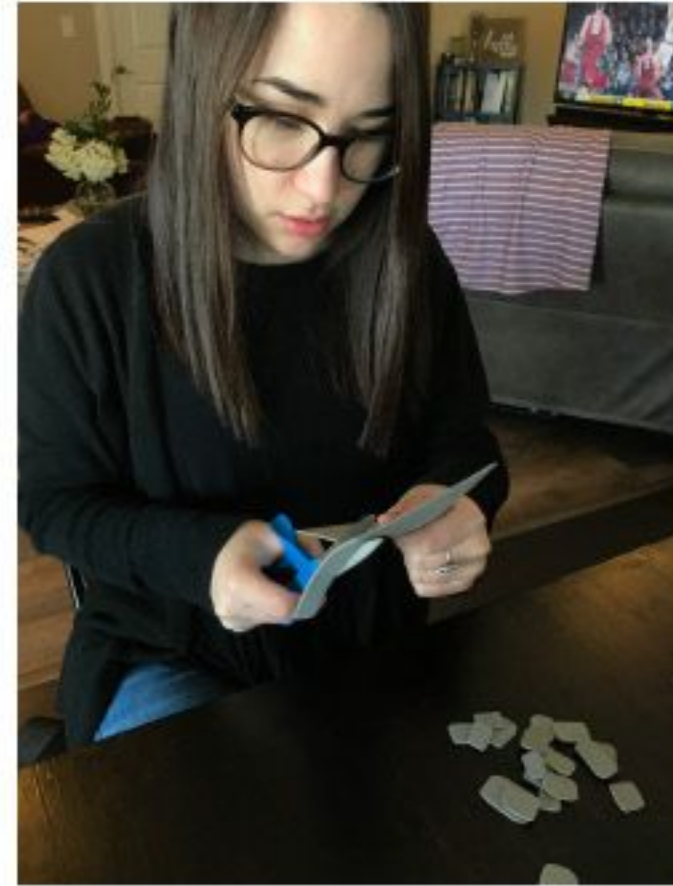
Client: 5th grade class at Southworth Elementary School

Date: March 2019

Tools: Illustrator, Clay, Paint, Google



Process of making game



Usability testing

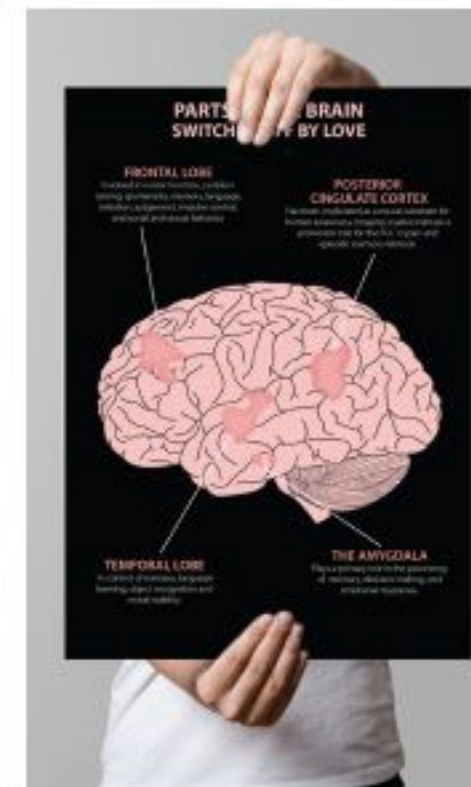
LOVE GOGGLES

Project Description: Love goggles project uses interaction, motion, and graphic design to bring awareness to something that many people experience. Love goggles are the glasses that people tend to wear while in love. They cause people to miss red flags and ignore signs that friends and family may see clearly. Love goggles are not just a choice made by those who wear them. Scientific studies suggest that they are a key part of the neurological underpinning of attraction.

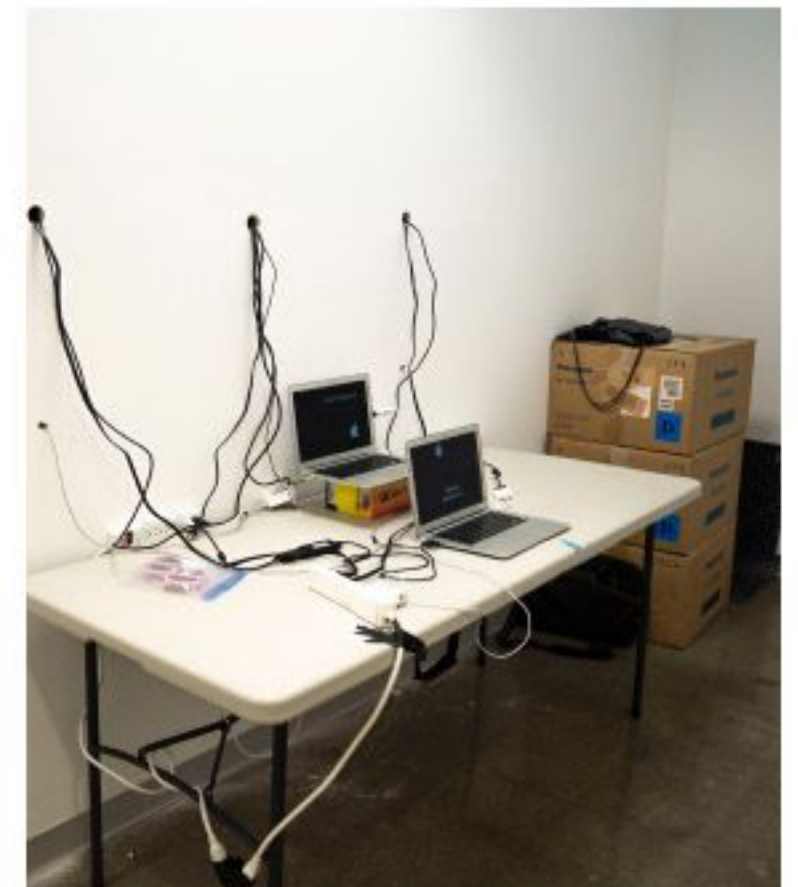
Client: Myself

Date: Sep 2018 - May 2019

Tools: InDesign, Illustrator, 3D Printing, Google



Final setup



User testing

THANK YOU