

**VICTORIA GREEN**

VISUAL DESIGNER

# // About

Design is all around us, in everything we do and everything we see. Being able to create unique and meaningful experiences through design is what I am passionate about. Every design is an answer to a question. This portfolio aims to convey my past work, my abilities, and my potential. The questions being answered is:

Who am I? What can I do?

# // My Work

## UX/UI Challenge

Campus Mentorship Application

3-7

## Mobile App Design

Autonomous Ride Share Application

8-12

## Typography

Design & Exploration

13-19



# Georgia Tech Buzz Buddies

**Duration:** 7 days    **Role:** UX designer

Connecting new students to experienced members of the Georgia Tech community, guiding them academically, professionally, and socially.

# Understand Research.

## The Context

Georgia Tech currently makes strong efforts in welcoming new students, as well as helping their adjustment to a new environment. The university focuses on students acclimating to this next stage of life by providing various services. Many services involve experienced students advising the incoming students.

## Existing Programs

- » GT1000 - freshman orientation course lead by seniors and juniors
- » GT2000 - transfer student orientation course lead by seniors and juniors
- » FASET - new student orientation in the summer

### Shortcomings

- » Limited enrollment availability
- » Short duration
- » Impersonal mentor/mentee relationship

I interviewed students who are currently freshman just starting out their second semester to understand the mentees. I also interviewed several experienced students who currently act as mentors in some way to gain insights into the role and its responsibilities

### Strengths

- » Strong screening process for mentors
  - » Application + Interviews
- » Good academic advising
- » Allows new students to connect with each other

### Goals

- » Strengthen the community
- » Help new students adjust to campus life
- » Mentor and mentee discovery
- » How can a student become a mentor
- » How to connect mentors to mentees

## How might we...

### For the mentors

- » Make sure the relationship is symbiotic
- » Keep the mentor to mentee ratio manageable
- » Have a thorough succinct screening process

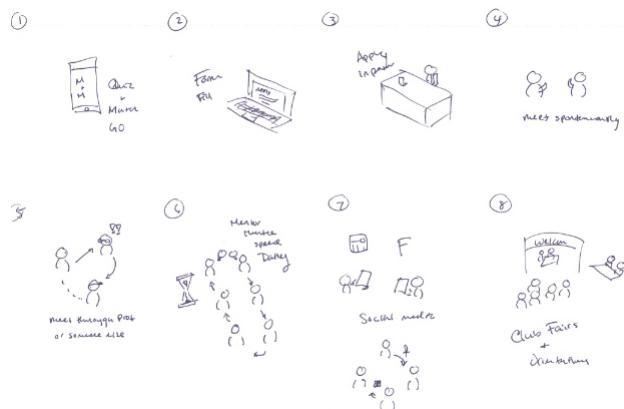
### For the mentees

- » Reduce the stress and anxiety of starting out in a new place with new responsibilities
- » Create a short intuitive onboarding process
- » Select reliable and dedicated mentors

# Ideate

## Think.

I used the crazy 8's brainstorming exercise to think of possible ways to create the mentor/mentee connection keeping in mind how to design the whole experience.

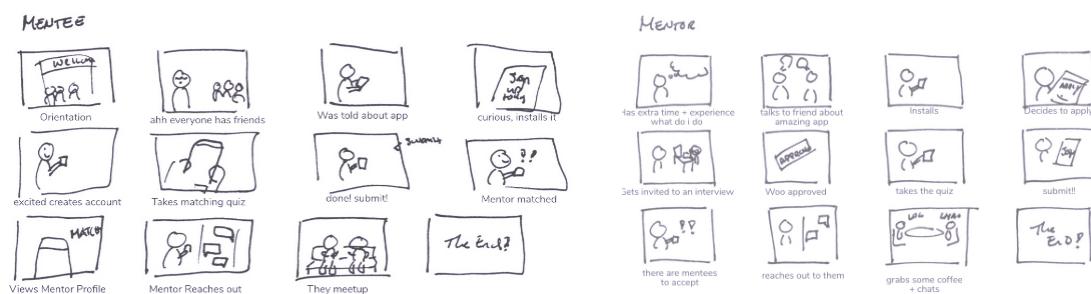


### Results

1. Questionnaire
2. Online Application
3. Apply + Interview in an office
4. Spontaneous meeting
5. Indirect connections
6. Speed-dating scenario
7. Social Media
8. Club fairs + Orientations

In order to have an effective screening process for the mentors and a convenient way for the mentors and mentees to communicate several of the ideas were combined

Also taking into account discovery I created storyboards for each perspective



### The mentor

creates an account → applies → interviews → uses quiz to set preferences → advises

Designing an experience  
not limited to the app

### The mentee

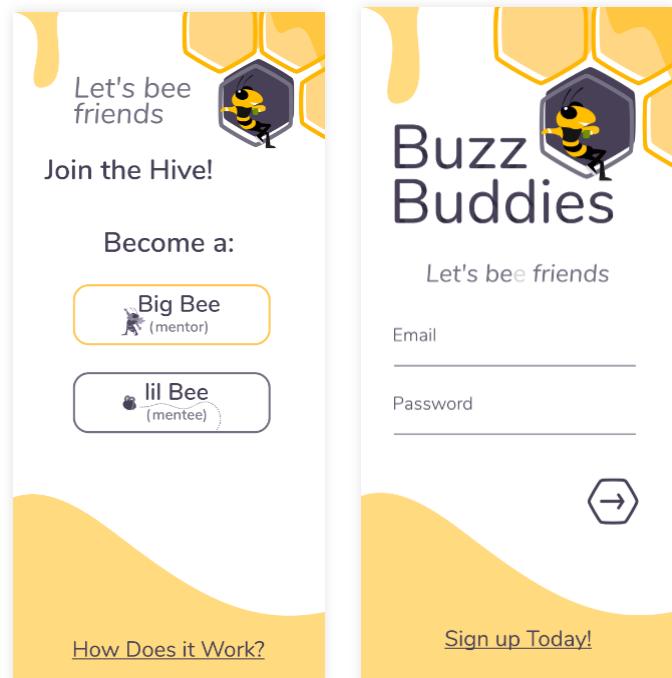
creates an account → uses quiz to set preferences → asks for advice, friendship, etc.

# Design

## Do.

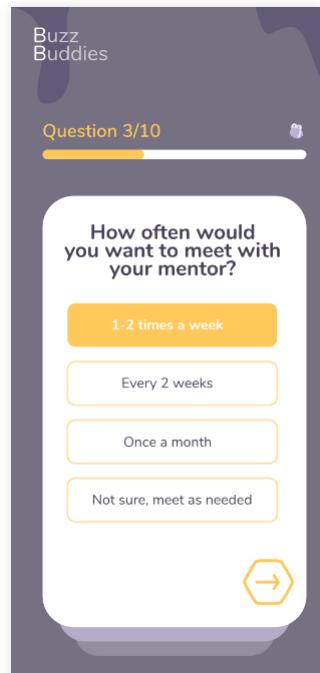


Bringing together the Georgia Tech community the application utilizes the school colors and mascot, a bee named Buzz



### Mentee

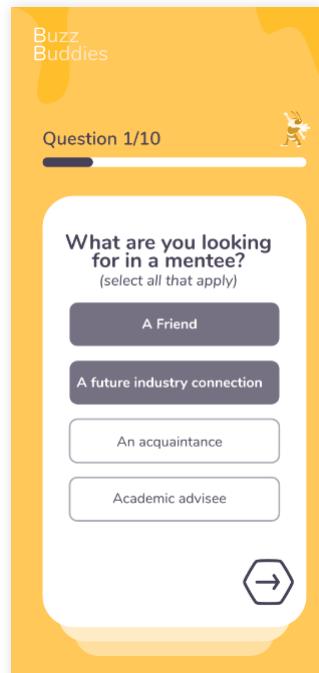
- Quiz to Determine
- » Background
  - » Relationship
  - » Concerns
  - » Availability
  - » Interests

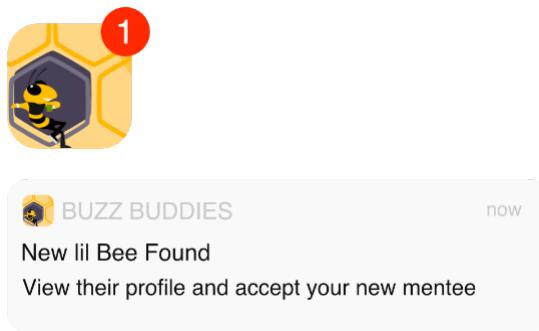
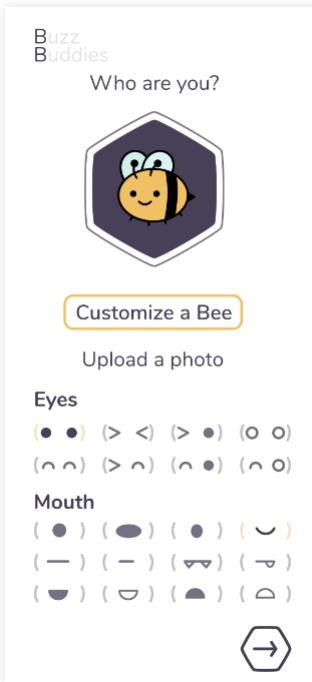
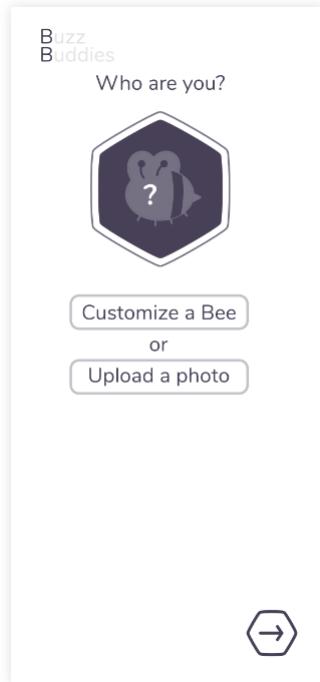


### Mentor

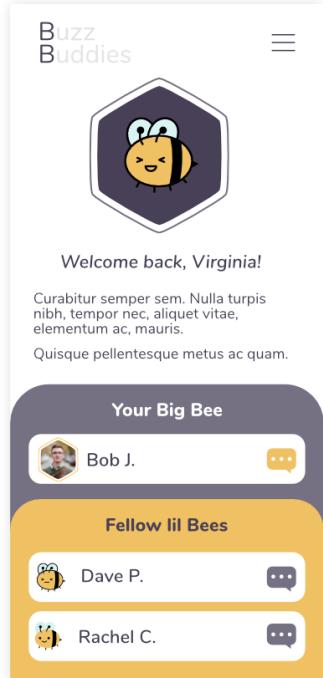
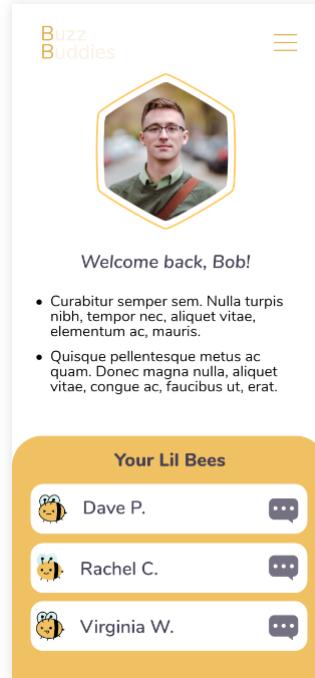
Quick and concise onboarding experience for both the mentor and mentee

Gathering information to use for the matching process





The Profile view provides advice and recommendations. It allows the user to contact their mentor/mentee. They can also see their pending connections.



The Messaging view would strive to be consistent with current text message and direct message system standards

There would also be conversation starters provided to help with initial contact.

- Classes to Take
- Good Food Nearby
- Clubs to join
- Where to go on weekends

Because new students are more hesitant to share their personal info including their photo

I included the option to customize a bee that represents them.

Allowing for self expression while boosting school spirit and keeping the implementation simple for the development (custom bee vs a person)



*Where autonomous driving meets vintage*

With cars provided by Gas Monkey Garage and technology integrated by Microsoft Labs, these companies decided to keep their branding to a minimal as this is a new and experimental service.

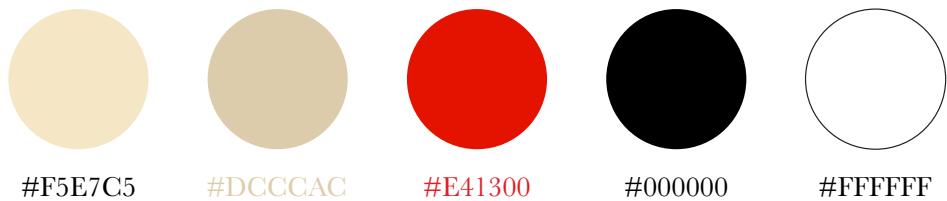
This service will be used by individuals as transportation to high-end events or as a means to have a scenic drive. Older users who can no longer drive themselves would use this app as an opportunity to get behind the wheel of their old vintage favorites.

With an emphasis on this nostalgic feeling the color palette and typography were chosen to express the timelessness of the experience.

## Typography

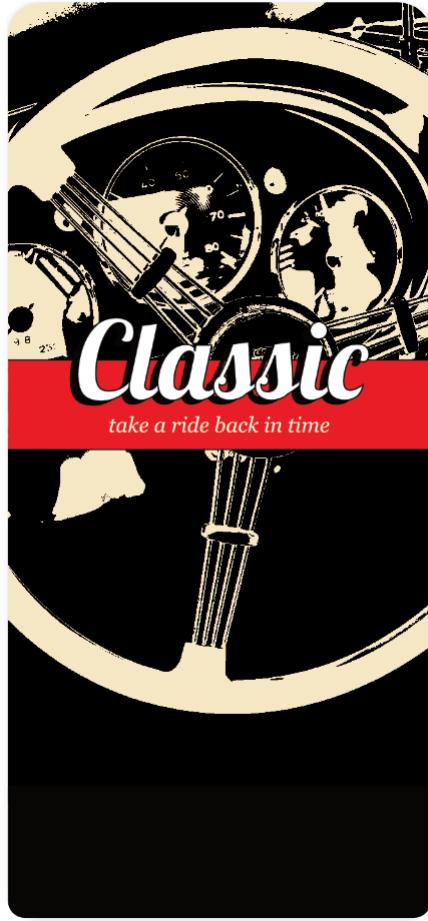
Brand	<b>Lobster</b>	
Heading	<b>NEXA RUST SANS</b>	
Sub Heading	<b>Georgia</b>	<i>Lobster</i>
Body	<b>Baskerville</b>	<b>Georgia</b>
		<b>Classic</b> <i>take a ride into the past</i>
		Pellentesque tincidunt, dolor eu dignissim mollis, justo sapien iaculis pede, vel tincidunt lacus nisl sit amet metus. Fusce ac est vitae purus varius tristique. Phasellus mattis ornare ligula.
		Baskerville

## Colors & Branding

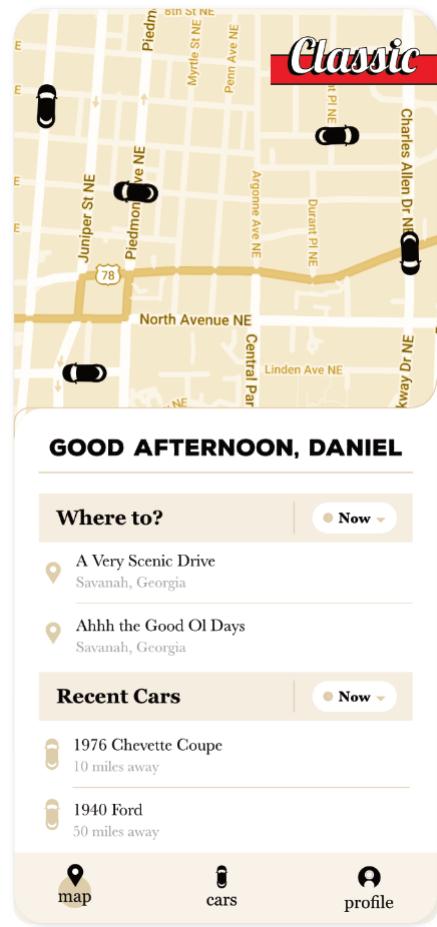




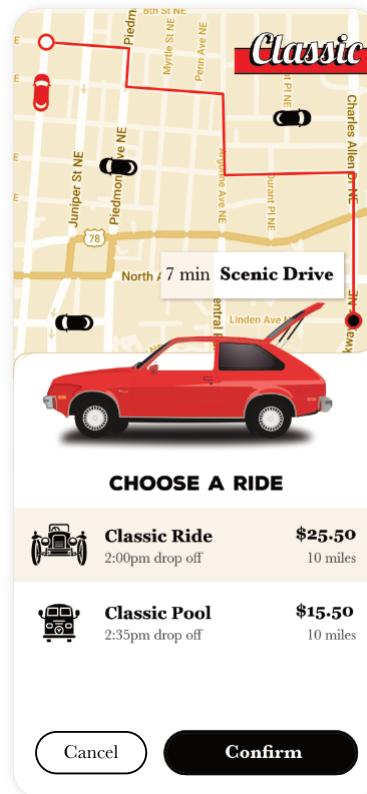
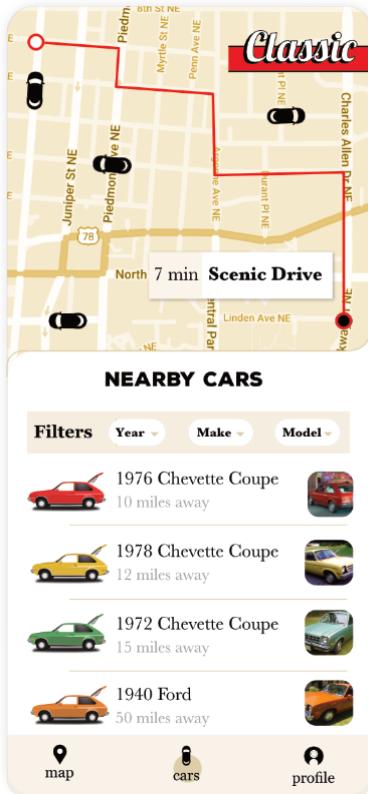
App Icon



Splash Screen



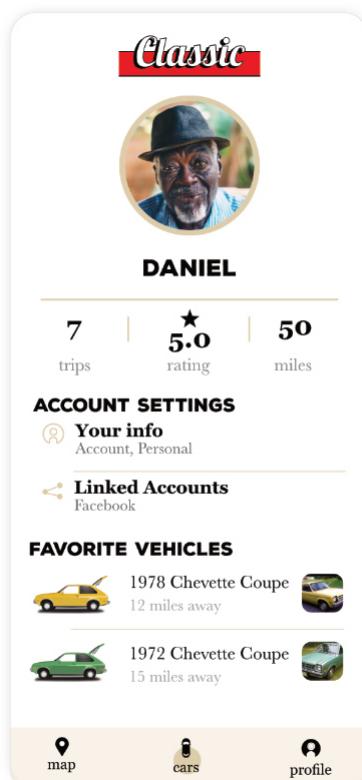
Home



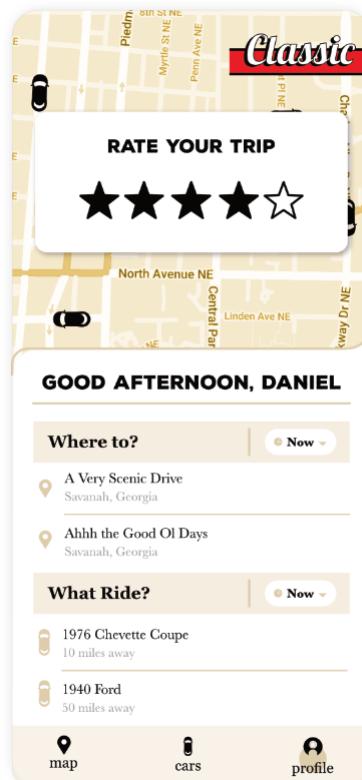
Select Car

Details View

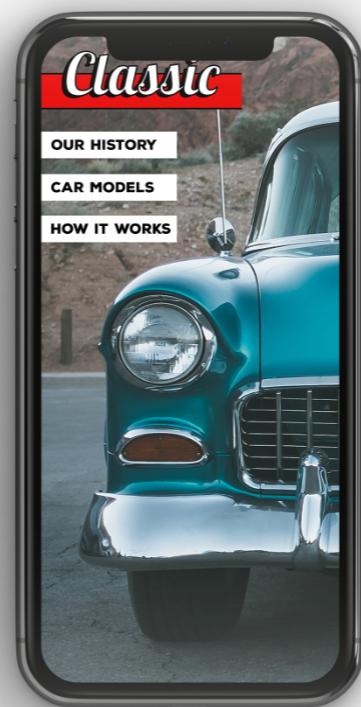
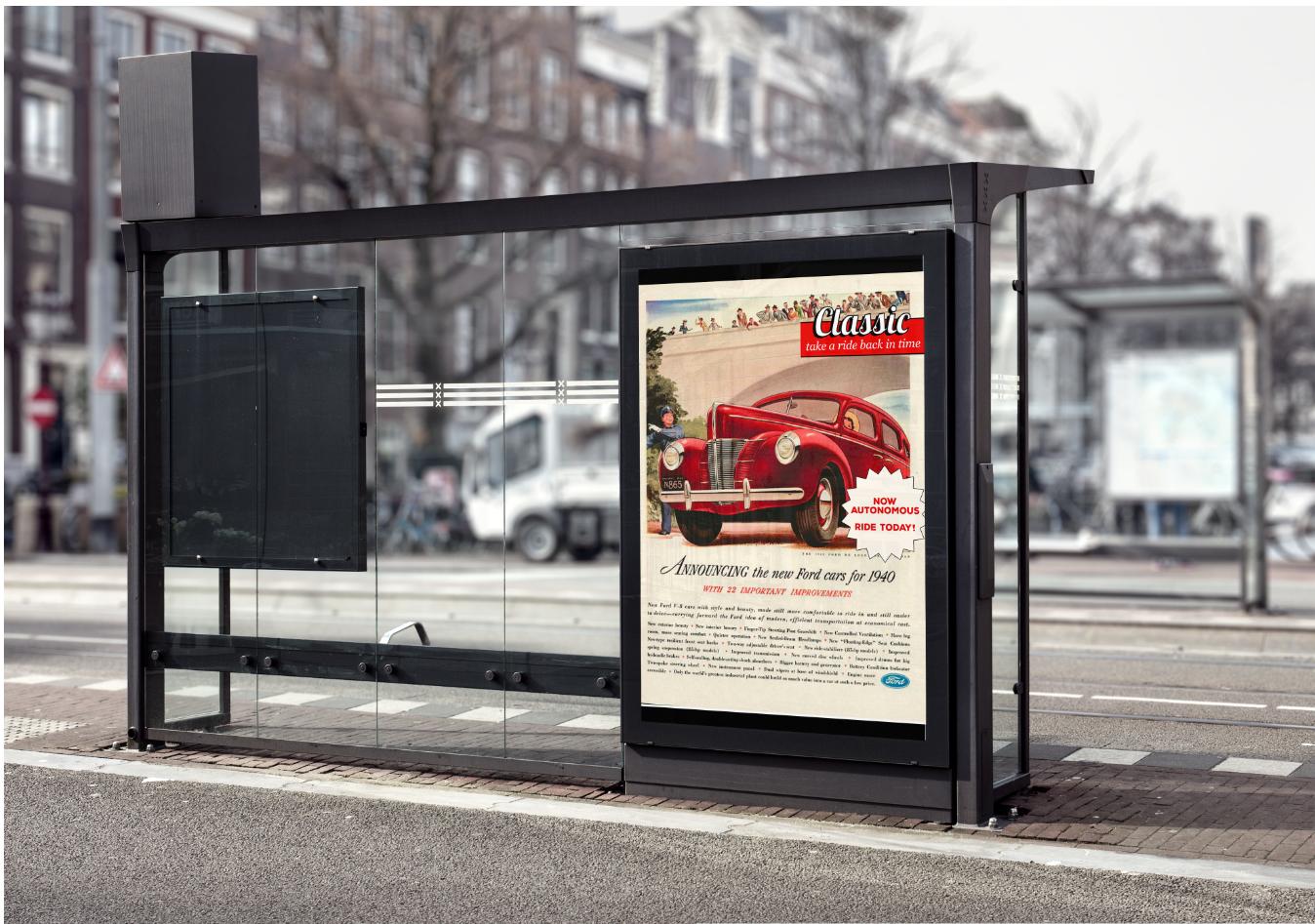
Ride Type



Rider Profile



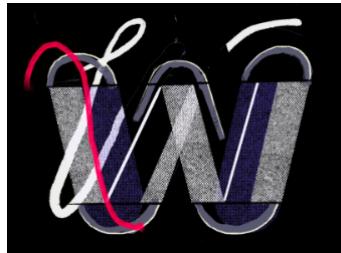
Rating



mouse

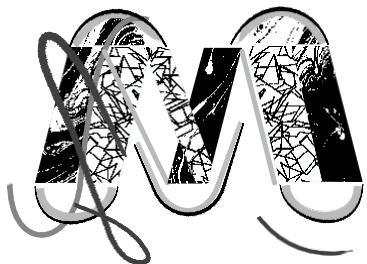
Typography Design & Exploration

# the process

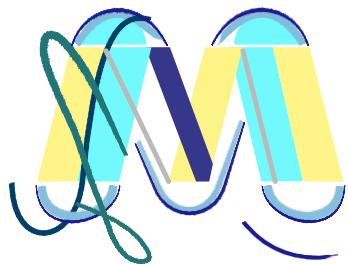


Letter sample chosen from from letter collection.

The flow and organic nature fit well into the brand



Trying out different patterns and textures



Considering how color and solidity affects the

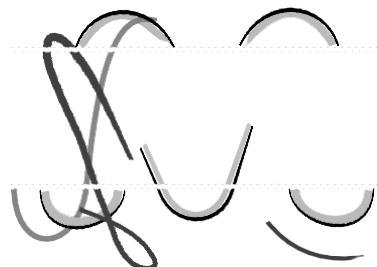
Started to consider what would an M look like in the same style



Settling on a monochrome artistic and minimal style



Has a geometric center



With lines guiding the eyes and creating movement

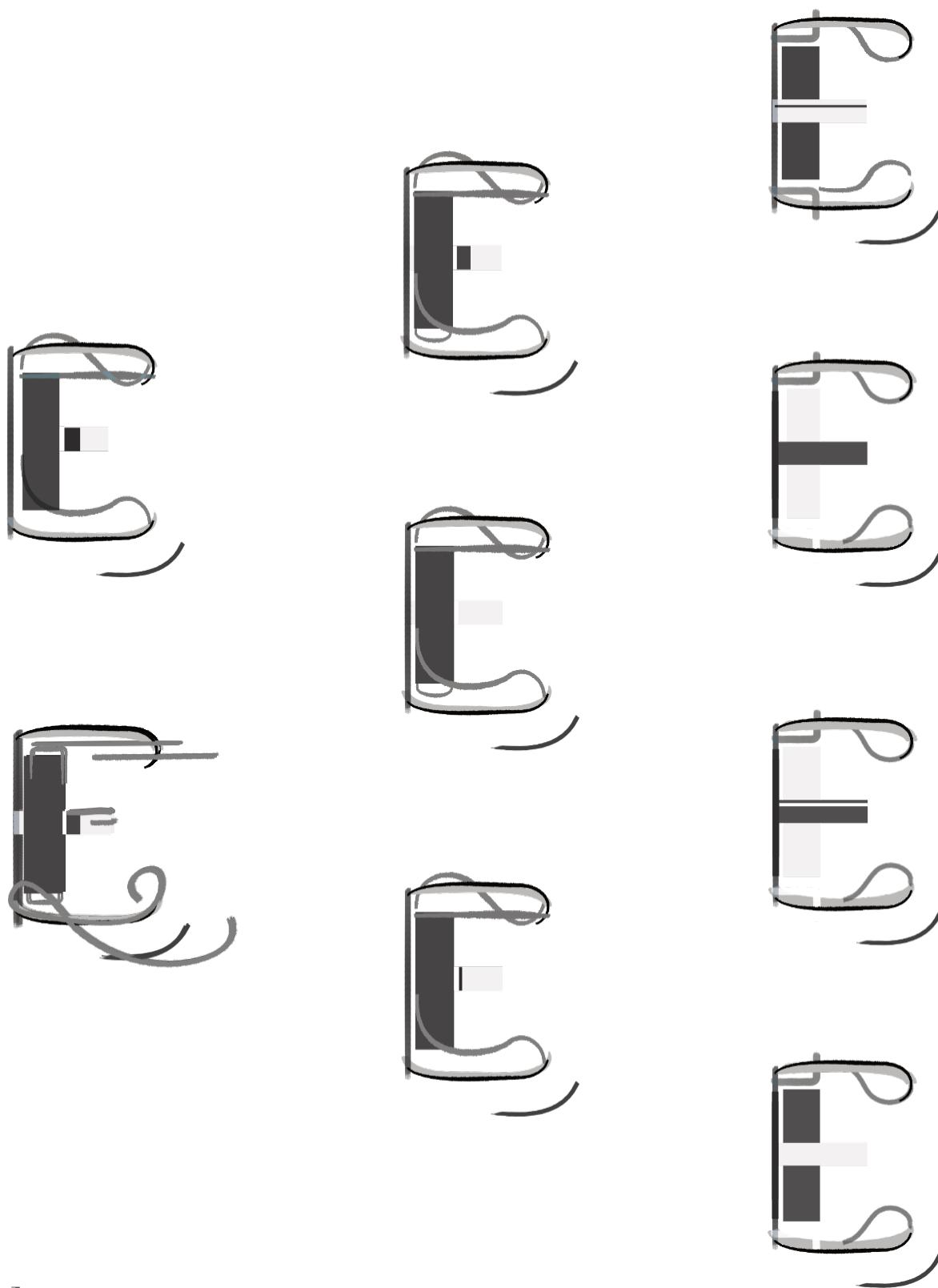


Using different fonts to visualize the rest of the word and recognize which ones could be used as potential guides

MUSE GO

MUSE GO

Guides created using the fonts Didot and Sequel.



the most  
challenging  
letter.

# Final Form



## Mountains Between Us

Quisque in augue. Donec aliquam magna nonummy enim. Proin blandit imperdiet sem. Donec malesuada, urna sit amet varius aliquam, nibh tortor laoreet turpis, eget sodales felis nibh ac sapien. Fusce eget augue. Integer sed risus. Aenean mollis. Donec facilisis egestas quam. Duis bibendum augue id mauris. Sed laoreet, tortor vel cursus fringilla, turpis elit vestibulum arcu, eu varius dolor leo in nulla. In sem ipsum, faucibus quis, varius tristique, porta eget, lorem. Curabitur hendrerit diam et mauris. Etiam porta nunc euismod dui. Maecenas a lectus. In hac habitasse platea dictumst. Suspendisse id massa. Nullam porta velit sed lacus.

To see more:  
[greenv2.github.io](https://greenv2.github.io)

