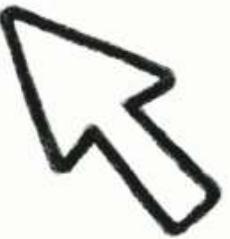


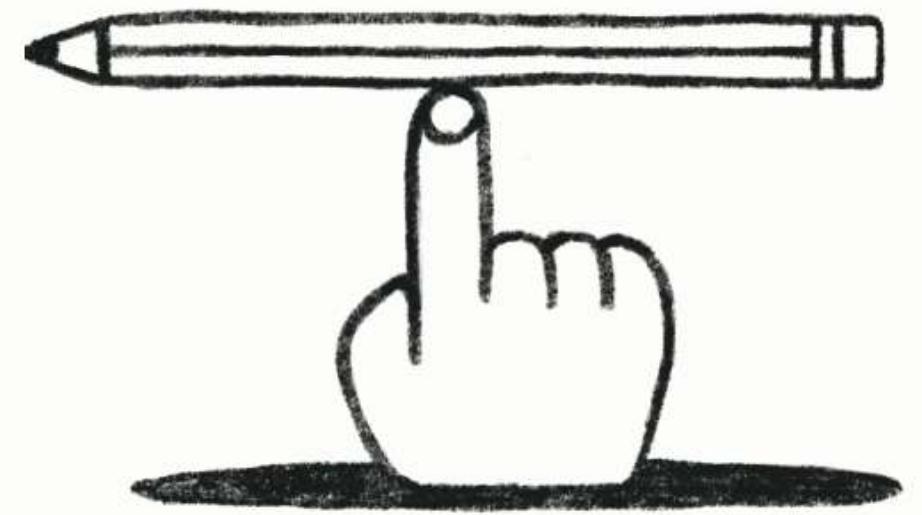
# GRACE WON

## UI/UX

# PORTFOLIO



HUMAN-CENTERED,  
GROWTH-ORIENTED  
DESIGNER



gy.grace.won@gmail.com  
+64 21 162 8679

# Hello! I'm Grace



I'm a designer dedicated to problem-solving through digital and UI/UX design. My approach is holistic, blending aesthetics with logic and functionality.

I'm committed to deeply understanding users and passionate about crafting designs that seamlessly enhance their experiences, making meaningful contributions to their lives. I'm continually learning to improve as a designer and better serve people.

## My tags

- Team player Always learning
- Self-organised Loyal Empathetic
- Logical thinker Figma lover Good listener
- Creative Observant User-Centred
- Responsible Self-initiated
- Good Communicator ❤️

## Social links

[Dribbble](#)

[Linkedin](#)

# Works

## 01. Wellbean: Main page & Enrolment form redesign

Redesign to increase enrolment rate and improve overall user experience

UX

UI

## 02. Vetdesk mobile App

App design aimed at streamlining communication between veterinarians and customers

UX

UI

## 03. Zen Creative

Redesign the website with a focus on strong visuals and engaging content structure

UI

## 04. Cruz Website

Design a engaging gallery-like experience for an artist's website

UI

# Wellbean: Main page & Enrolment form redesign

## DATE

January 2024 – Present

## MY ROLE

Research, testing, prototype, design

## TEAM

Product manager, developer

## TOOL



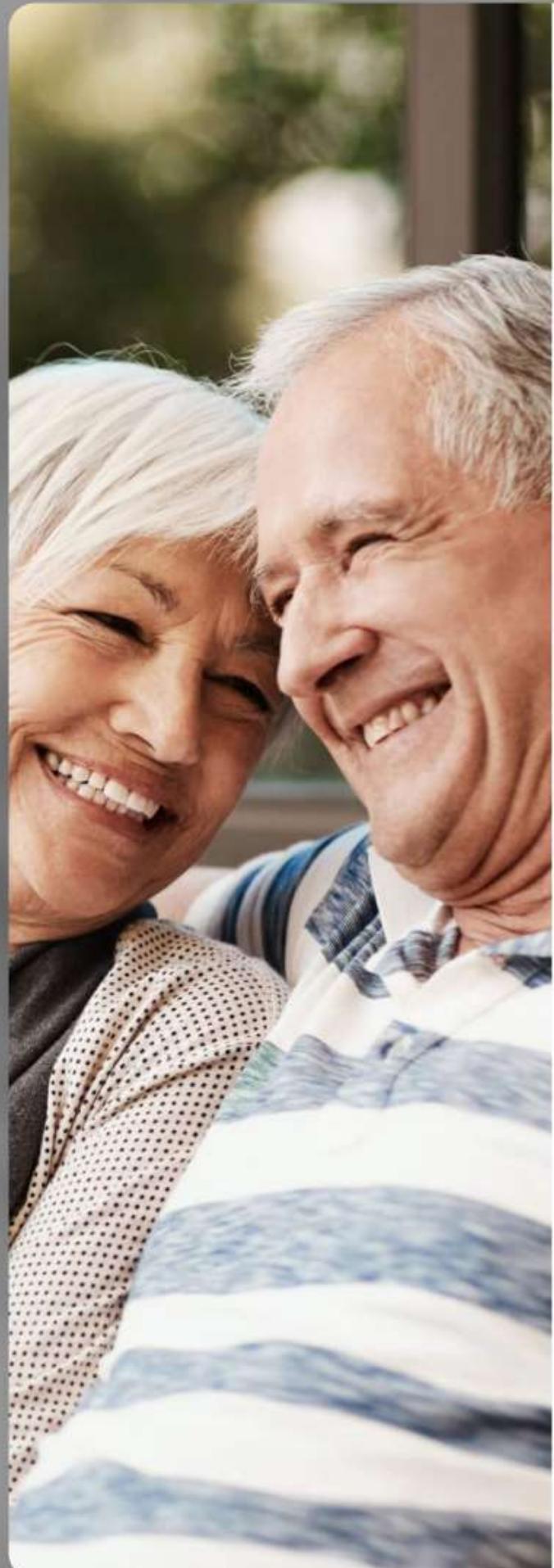
The image shows a laptop screen displaying the Wellbean website. The main header features the word "wellbean" in a teal sans-serif font. Below the header is a large, vibrant photograph of five diverse senior citizens smiling warmly at the camera. To the right of the photo, a call-to-action section is visible with the text "Join our free ARANESP® program". Below this, a paragraph invites users to explore Wellbean Virtual Care for managing CKD anemia with ARANESP®, providing a link to learn more. Two prominent buttons are present: "Enrol as a patient" and "Enrol as a Healthcare professional", each accompanied by a user icon. At the bottom of the screen, a message encourages users to contact support via phone or email if they have any questions. The laptop is shown from a low angle, focusing on its keyboard and the displayed content.

# About the project

The website, including its login and enrolment pages, had its initial version developed a year ago by a graphic designer. It lacked context, resulting in lower enrolment rates and an unfavourable experience for users due to complexity and inefficiency.

## About Wellbean

Australian support for early-stage chronic kidney disease with Aranesp. Access resources via the website and portal, recommended by healthcare professionals upon enrolment.

A photograph of a smiling senior couple, a man and a woman, looking towards each other. The woman has blonde hair and is wearing a dark top. The man has grey hair and is wearing a striped shirt.

wellbean

Already have an account? [LOG IN](#)

[PATIENT](#) [HCP](#)

### Patient enrolment

Patients must be enrolled in the Wellbean program to access this website.

First name\*

Last name\*

Email address\*

Landline

Mobile

Clinic\*

I acknowledge that I have read and agree to the [Terms and Conditions](#), [Privacy Policy](#) and [Privacy Collection Statement](#) of the program.

[ENROL NOW](#)

*Initial version – patient enrolment form*

# Journey

## BUSINESS GOALS

### 1. Optimise the enrolment flow

Simplifying/streamlining the enrolment process for both patients and healthcare professionals so that it is frictionless, removing all barriers, enhancing the overall user experience.

### 2. Drive new patient enrolment

Implement improvements to encourage and increase new patient enrolments.

## PROBLEMS

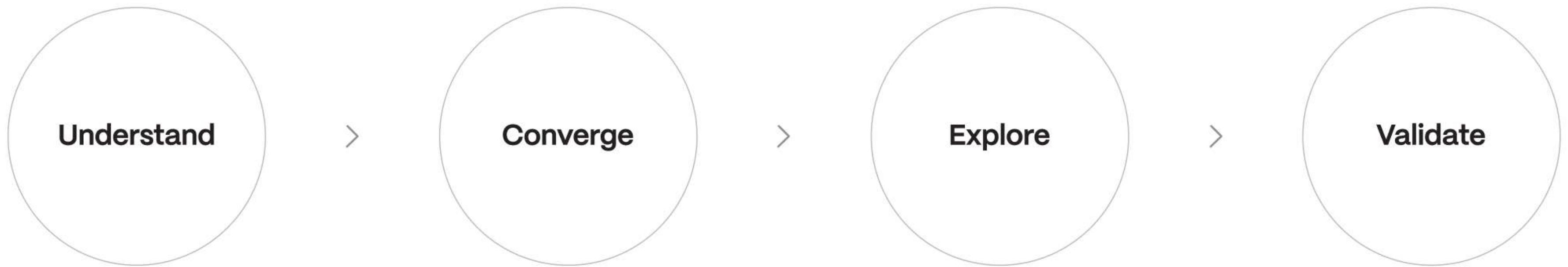
### 1. Lowering enrolment rate

The current enrolment process is leading to a low acquisition rate. Identifying and addressing the specific pain points contributing to this decline is crucial for improvement.

### 2. Complicated to use

The Enrolment process contains unnecessary information, roadblocks, and a lack of clarity.

## DESIGN PROCESS



### Understand

Review existing data, user interview, user research

### Converge

Usability testing (focused on refining and narrowing down options)

### Explore

Explorations, user flow, wireframe, Prototyping, UI design

### Validate

Usability testing, Design iteration, Handoff (finalising and preparing for implementation)

# Who are the users?

It was crucial to identify the actual users of the website. This helped shape my research and my design choices.

## PATIENTS (MAIN USERS)

- Most patients enrolling are over 60 years old.
- 41% male, 35% Female.
- At times, their supervisor applies for the patients.

### Traits

- Patience.
- Digital literacy varies.
- Accessibility.
- Need for assurance.

### Expectations

- Desire for clear and straightforward instructions.
- Need for reassurance and information about the enrolment process.

### Improving accessibility for the seniors

- Desktop is highest use of all devices.
- Familiar user interfaces and design patterns.
- Clear direction to accommodate varying levels of tech-savviness.
- Use big, legible fonts.
- Big and easy-to-see main elements. Place links, buttons, sliders, and such in a central location on the page so that seniors can read the content easier.

## HEALTHCARE PROFESSIONALS

### Traits

- Time efficiency.
- Prioritised information.
- Mobile-friendly design.

### Expectations

- Desire for a quick and efficient enrolment process.
- Expect clear and prioritised information.
- Desire for a streamlined process with minimal steps.

# How do our users feel?



## Ambiguity and trust issues

All three users faced trust issues as the current website lacked essential information.

"Even though my doctor recommended it, I would still like to know more about it. I don't want to enrol in something that I don't know well."

"As soon as I saw it, I knew it had something to do with the elderly, but I'm not sure what it's about."

"It doesn't feel professional, and I'm hesitant to give all my details."

"I wanted to know what this is about, but I couldn't find any links or contact information."

I conducted usability tests and interviews with 3 individuals over 60 years old.

## Inadequate visuals for seniors

Users less familiar with web interfaces, struggled with visuals, emphasising the need for more accessible design for seniors.

"The green colour is hard to read."

"It's too small to read some parts."

"I couldn't find the back button to go back to the login."

"I type slowly and usually look down, so I missed the error message popup."

"I

## Enrolment form struggles

Users faced challenges with the enrolment process, pointing to the need for a simpler, user-friendly design.

"It seemed like I had to fill in all the fields, and that bothered me a bit for some parts."

"Search function is so confusing."

"There are some pieces of information they require that I don't know. I can't be bothered, and I don't know where to find those information from."

"I don't have an email address. How can I enrol?"

- 1**  
A generic image featuring only white individuals lacks inclusiveness, making it challenging for some people to relate.
  
- 2**
  - Unclear visual cues make it challenging to recognise tabs.
  - The abbreviation 'HCP' is not immediately clear.
  
- 3**  
Required/optional form fields are not clearly communicated.
  
- 4**
  - Using too much green makes it hard to spot important things.
  - The colour is not comfortable for the eyes.
  - Small font, low contrast.
  
- 5**  
Long scrolling in a narrow space, along with large white spaces and images, makes the experience longer and possibly frustrating.
  
- 6**  
Login page as the default isn't efficient, especially when more users are currently enrolling.
  
- 7**  
The 'Enrol now' button is confusing as users cannot submit yet.
  
- 8**
  - Search and manual entry logic lack clarity.
  - Inconsistencies in manual entry functionality across two text fields.
  
- 9**
  - Inconsistent UI: Error messages and option selection.
  - Error handling, placed at the bottom corner and difficult to notice, lacks clarity and consistency.

The composite image displays three screenshots of the Wellbean website, each annotated with a number from 1 to 9, corresponding to the findings listed on the left.

- Screenshot 1:** The Patient enrolment page. A large, smiling couple photo occupies the top half. The page includes fields for First name\*, Last name\*, Email address\*, Landline, Mobile, and Clinic. A dropdown menu lists clinics like "480 Specialist Centre" and "Academic Specialist Centre".
- Screenshot 2:** The Log in page, featuring fields for Email and Password, and a "Forgot Your Password?" link.
- Screenshot 3:** The Healthcare professional enrolment page, which is identical in layout to the Patient enrolment page but with "PATIENT" and "HCP" tabs at the top.

# Explore

I started the design process with initial sketches on paper, refining selected ideas into wireframes.

Testing was then conducted using these wireframe prototypes for final selections, and adjustments were made to refine the design during this phase.

Examples of wireframes

The image displays a 4x3 grid of wireframe prototypes for Wellbean's ARANESP® program enrollment process. The prototypes are arranged in four rows and three columns. Each prototype is a white rectangular box with a dark grey header bar containing the 'wellbean' logo. The content of each prototype varies by row and column, representing different steps or sections of the enrollment process. The first two rows show landing pages and initial registration steps for patients and healthcare professionals. The third row shows detailed personal and clinic information entry screens. The fourth row shows a login screen and a summary or confirmation page. The wireframes use a clean, modern design with a focus on form fields, dropdown menus, and checkboxes. Some screens include small icons or placeholder text to illustrate the user interface.

# Main & Login page

The image displays four mobile device screens and one large desktop screen, all showing the Wellbean platform. The top row shows the main page and a login page. The bottom row shows an enrollment page and a large desktop login form.

- Main & Login Page:** Shows a large photo of diverse seniors. Text includes "wellbean", "Join our free ARANESP® program", "Explore Wellbean Virtual Care", "Enrol as a patient", "Enrol as a Healthcare professional", and "Already have an account? Log in".
- Login Page:** Shows a large photo of seniors. Text includes "wellbean", "Login", "Email address", "Password", "Forgot your password?", "Remember my details", "Log in", and "Don't have account yet? Enrol".
- Enrollment Page:** Shows a large photo of seniors. Text includes "wellbean", "Join Our Free ARANESP® Program", "Discover Wellbean Virtual Care", "Enrol as a patient", "Enrol as a Healthcare professional", "Already have an account? Log in", and "Have any questions? Please call 1800 342 341 or email at support@wellbean.com.au".
- Desktop Login Form:** A large, separate window showing the "Login" form with fields for "Email address", "Password", "Remember my details", a "Log in" button, and links for "Forgot your password?" and "Don't have account yet? Enrol".

**After exploring various design concepts and conducting testing, refinements were made, resulting in the final design.**

- Enhanced UI/UX for Elderly
- Trust building
- Information Accessibility

# Patient enrolment form

During the wireframe test phase, 67% users appeared to be faster and preferred the form with a stepper. However, due to the client's preference and time constraints, a single form was ultimately chosen.

- Streamlined flow:** Removed password setup after enrolment.
- User experience optimisation:** Removed unnecessary form fields.
- Visual cues:** Implemented clear indicators for required and optional fields.
- Inclusive design:** Created UI elements for improved accessibility, especially for elderly users.
- Clear instructions:** Provided guidance for users e.g. users without an email address and those needing password setup.

The image shows two side-by-side mobile phone screens displaying the 'Patient enrolment for ARANESP® care program' form. Both screens have a white background with black text and a light gray header bar. The top header bar on both phones says 'wellbean'.

**Left Screen (Full View):**

- Title:** Patient enrolment for ARANESP® care program
- Description:** Access to valuable tips and advice resources, Free sharps bins, Expert self-injection training and support from our registered nurses, Convenient reminders for your ARANESP® doses, and much more.
- Email address:** Required field. Input field with placeholder 'Email address'. A note below says: If you don't have an email address, reach out to the Wellbean team at 1800 342 341 or email us at support@wellbean.com.au for enrolment assistance.
- Password:** Required field. Input field with placeholder 'Password' and an eye icon. Below it is a note: At least 7 characters and three of the following:
  - uppercase (A-Z)
  - lowercase (a-z)
  - numbers (0-9)
  - symbols (e.g. #, \$, !, @, etc)
- First name:** Required field. Input field with placeholder 'First name'.
- Last name:** Required field. Input field with placeholder 'Last name'.
- Mobile number (Optional):** Input field with placeholder '+61'.
- Nephrologist name (Optional):** Input field with placeholder 'Search your Nephrologist's name' and a magnifying glass icon.
- Agreement:** A checkbox with the text: I acknowledge that I have read and agree to the Terms and Conditions, Privacy Policy and Privacy Collection Statement of the program.
- Complete Enrolment:** A large yellow button at the bottom.
- Footer:** Questions? Feel free to reach out to us on 1800 342 341 or email support@wellbean.com.au.

**Right Screen (Zoomed In on Password Field):**

- Email address:** Required field. Input field with placeholder 'Email address'.
- Password:** Required field. Input field with placeholder 'Password' and an eye icon. Below it is a note: At least 7 characters and three of the following:
  - uppercase (A-Z)
  - lowercase (a-z)
  - numbers (0-9)
  - symbols (e.g. #, \$, !, @, etc)
- First name:** Required field. Input field with placeholder 'First name'.
- Last name:** Required field. Input field with placeholder 'Last name'.
- Mobile number (Optional):** Input field with placeholder '+61'.
- Nephrologist name (Optional):** Input field with placeholder 'Search your Nephrologist's name' and a magnifying glass icon.
- Agreement:** A checkbox with the text: I acknowledge that I have read and agree to the Terms and Conditions, Privacy Policy and Privacy Collection Statement of the program.
- Complete Enrolment:** A large yellow button at the bottom.
- Footer:** Questions? Feel free to reach out to us on 1800 342 341 or email support@wellbean.com.au.

# HCP enrolment form

The mobile screen displays the 'wellbean' logo at the top. Below it is a 'Select your role' card with the heading 'Select your role' and the sub-instruction 'Choose your professional role for personalised enrolment.' Two options are shown: 'I am a Nephrologist' (selected) and 'I am a Clinic Delegate'. Each option has a brief description and a 'Continue' button at the bottom.

The desktop screen shows the 'wellbean' logo at the top right. The main title is 'Nephrologist enrolment for ARANESP® care program' with a description below: 'Help ARANESP® prescription adherence, Promote kidney-friendly diet adoption, Get ongoing feedback on patient outcomes; plus lots more.' A note indicates '\*Required field'. The form includes fields for 'Email address\*', 'Password\*', and 'At least 7 characters and three of the following: uppercase (A-Z), lowercase (a-z), numbers (0-9), symbols (e.g. #, \$, !, @, etc)'. Below these are dropdown menus for 'Title\*', 'First name', 'Last name\*', 'Mobile number (Optional)', 'State\*', 'AHPRA number (Optional)', and 'Clinic name (Optional)'. A search bar with 'Jane' typed in is shown for the clinic name. At the bottom, a note says 'If not listed, please manually enter your Nephrologist's name.' and a 'Complete Enrolment' button is at the very bottom.

## Error Validation

**Patient enrolment for ARANESP® care program**

- Access to valuable tips and advice resources.
- Free sharps bins.
- Expert self-injection training and support from our registered nurses.
- Convenient reminders for your ARANESP® doses, and much more.

\*Required field

Email address \*

 ✓ Success state

Password \*

 ⓘ Error state  
At least 7 characters and three of the following:

- uppercase (A-Z)
- lowercase (a-z)
- numbers (0-9)
- symbols (e.g. #, \$, !, @, etc)

First name \*

 ⚠ Active state

Last name \*

 Success state

Mobile number (Optional)

 Success state

To enhance the seamlessness of the single form, I implemented live validation, ensuring prompt notifications and clear directions for users.

# Conclusion

## IF I WERE TO IMPROVE IT NOW...

- More user testing and feedbacks

Company constraints made extensive research and testing challenging. Integrating testing sessions with elderly users between processes could have provided more valuable insights, validating each step, identifying areas for improvement, and ensuring effective alignment with intended goals.

- Usability metrics

Heatmaps or click-tracking tools can be used to analyse user interactions and behaviours, helping identify potential areas for improvement.

- Measuring success

I can't measure the success rate currently, but here's what I would have done:

- Engagement: Track percentage of visitor who successfully complete the enrolment compared to the total number of visitor to the enrolment page.

- Drop off rates: Monitor how many users completed the enrolment process and how many left without finishing it.

## LEARNINGS

- Empathy & User centric design

Through this project, it enhanced my understanding of designing for the elderly and the importance of emphasising their needs and challenges.

- The importance of testing (even small!)

There were some constraints with testing, but when I conducted both internal and outsourced tests personally, I gained unexpected insights and understanding about the users that changed the foundation for my design decisions. I truly learned the value of testing – it was certainly better than nothing.

# Vetdesk: Streamlining Communication for vets and customers

**DATE**

November 2023 - Present

**PROJECT TYPE**

Company internal project

**MY ROLE**

Research, prototype, design

**TEAM**

Product manager, developer, designer

**TOOL**

# About the project

## GOAL

Help vets reduce their calls and improving communication with their customers.

## PROBLEM

**Vetnerians struggle with high volume of phone calls and emails.**

The veterinary industry faces challenges managing a high volume of calls and emails, both post covid and before. This burdens clinic staff, and leading to issues like long wait times, missed responses, and frustrated pet owners.

## BUSINESS GOAL

Increase revenue by offering a user-friendly, custom-branded app alongside a customisable veterinary website, which is also part of our project.

## WHY SO MANY CALLS AND EMAILS?

1. Appointment Scheduling

2. Medical Advice

3. General Inquiries – Clinic hours, pet care etc

4. Prescription Refills

5. Results and Follow ups

6. Emergencies

7. Billing and payment

# Learnings

**Not only veterinarians, but many vet customers also get frustrated with phone calls and emails, so I looked at the current experience and their desires for communication with their vet.**

I conducted interviews with 4 different vet customers, identifying recurring problems and desires.

Some participants:

• Would like easier access to their pet's information, including vaccine records. Some still have this information on paper and need to call the clinic for details.

• Would like to be reminded of their appointment or vaccination by text or a notification, because they sometimes forget.

• Says sometimes the vet is late in replying to their emails.

• Would like to be able to order online and delivered.

• Thought it's inefficient to call the clinic while working or to change and cancel bookings. Also, there is some back and forth to find a suitable time.

• Would like to book appointments outside business hours.

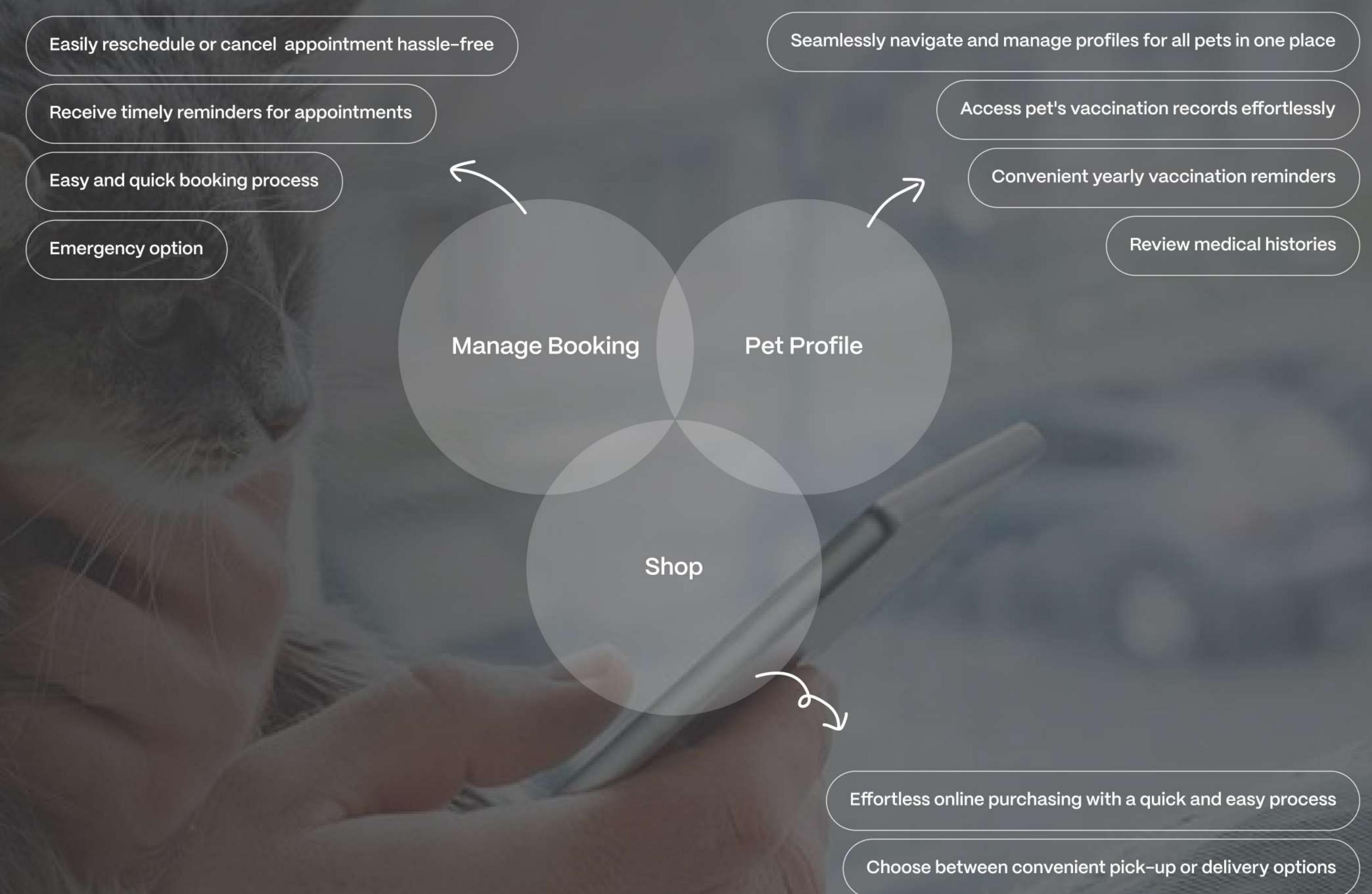
• Prefer to book appointments on a website or app.

• Would like to change details and access my pet's information more quickly.

Some Learnings how vet customers communicate with their veterinarians and identified pain points through existing data and interviews.

# Solution

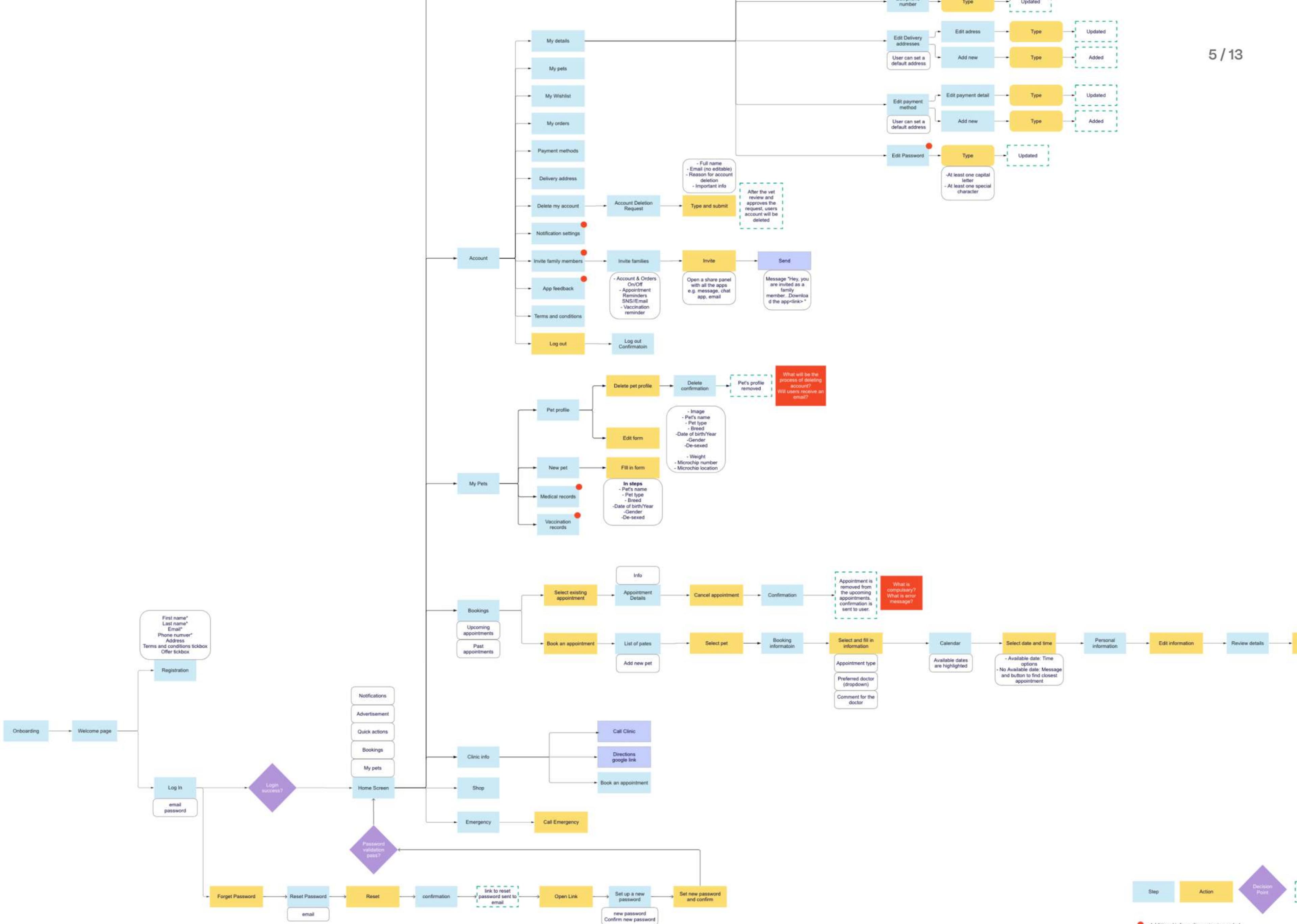
To facilitate seamless and efficient communication, I've developed a customisable app for any veterinarians in New Zealand. This app comes equipped with essential functionalities, minimising unnecessary calls and emails while enhancing engagement between veterinarians and their customers.



# Userflow

I created a user flow to visualise the entire app process, taking into account various scenarios, including both successful and failure states, as well as any potential edge cases.

I shared this with the manager and development team for alignment.



# Wireframe & Exploration

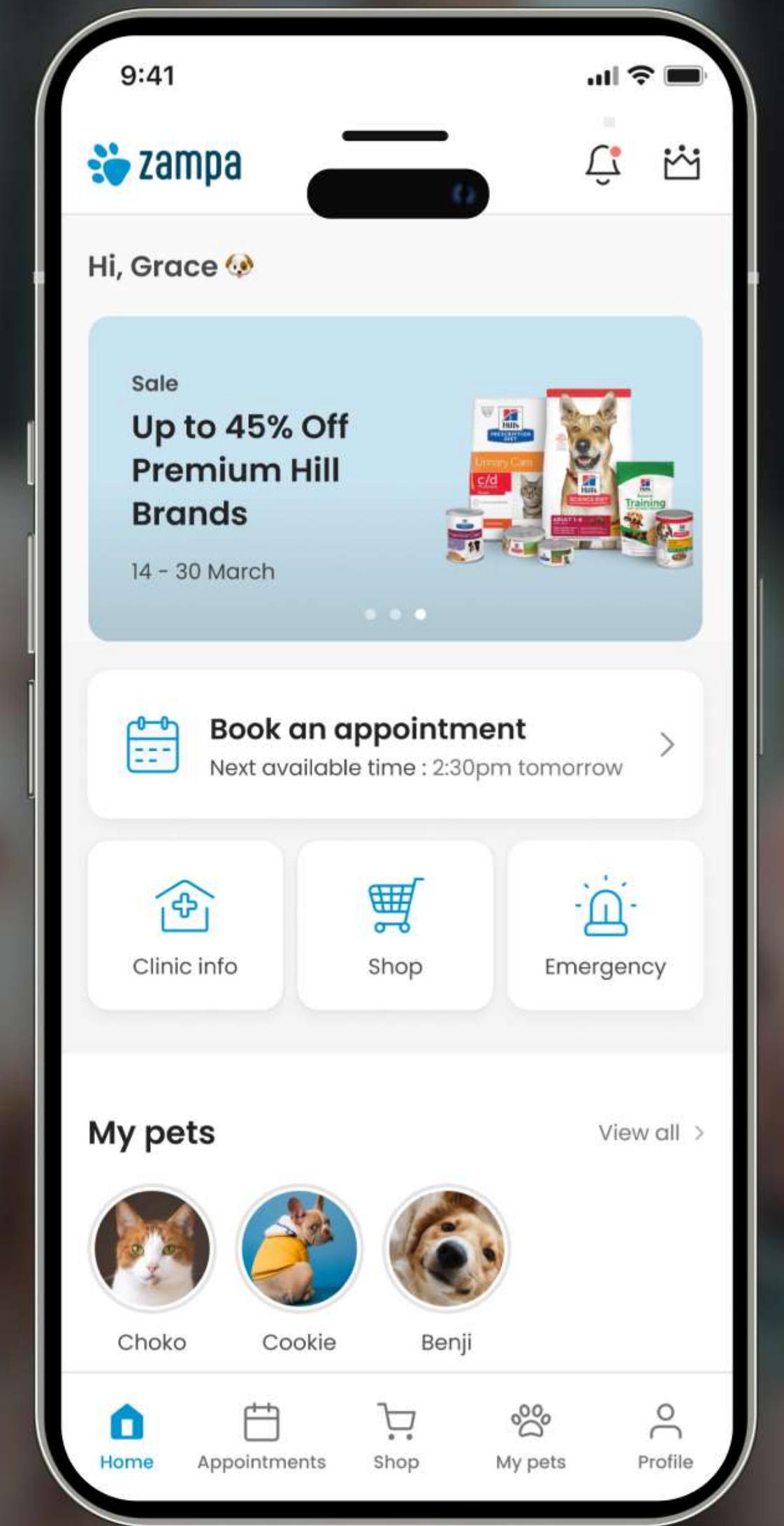
I began by sketching quick ideas on paper and translating some into low-fidelity wireframes.

Internal testing within the team was conducted due to the unavailability of external resources. Several iterations were made during this phase, such as content arrangement, labeling names etc.



# Home screen

The main screen provides easy access to key features to make sure everything is conveniently accessible at a glance.



## Bookings

[View all >](#)

### Vaccination

Wednesday, 25 Jan 2024

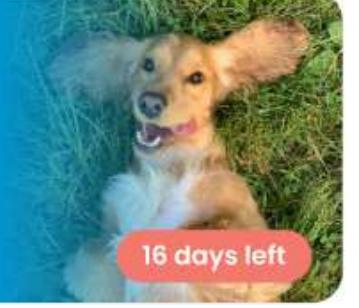
3:30 PM



Choko

Approved

Monthly event  
Upload your pet's photo to win a prize!



16 days left

## Products for you

[View all >](#)

FRONTLINE Plus for Dogs

\$30.99



Royal Canin Labrador Adult 12kg

\$32.99

## Get informed

[View all >](#)

Understanding your pet's nutrition

Ensuring your pet receives the right nutrition is essential for their...



Common sig... problems

Early detection can make a sig...



Home



Appointments



Shop



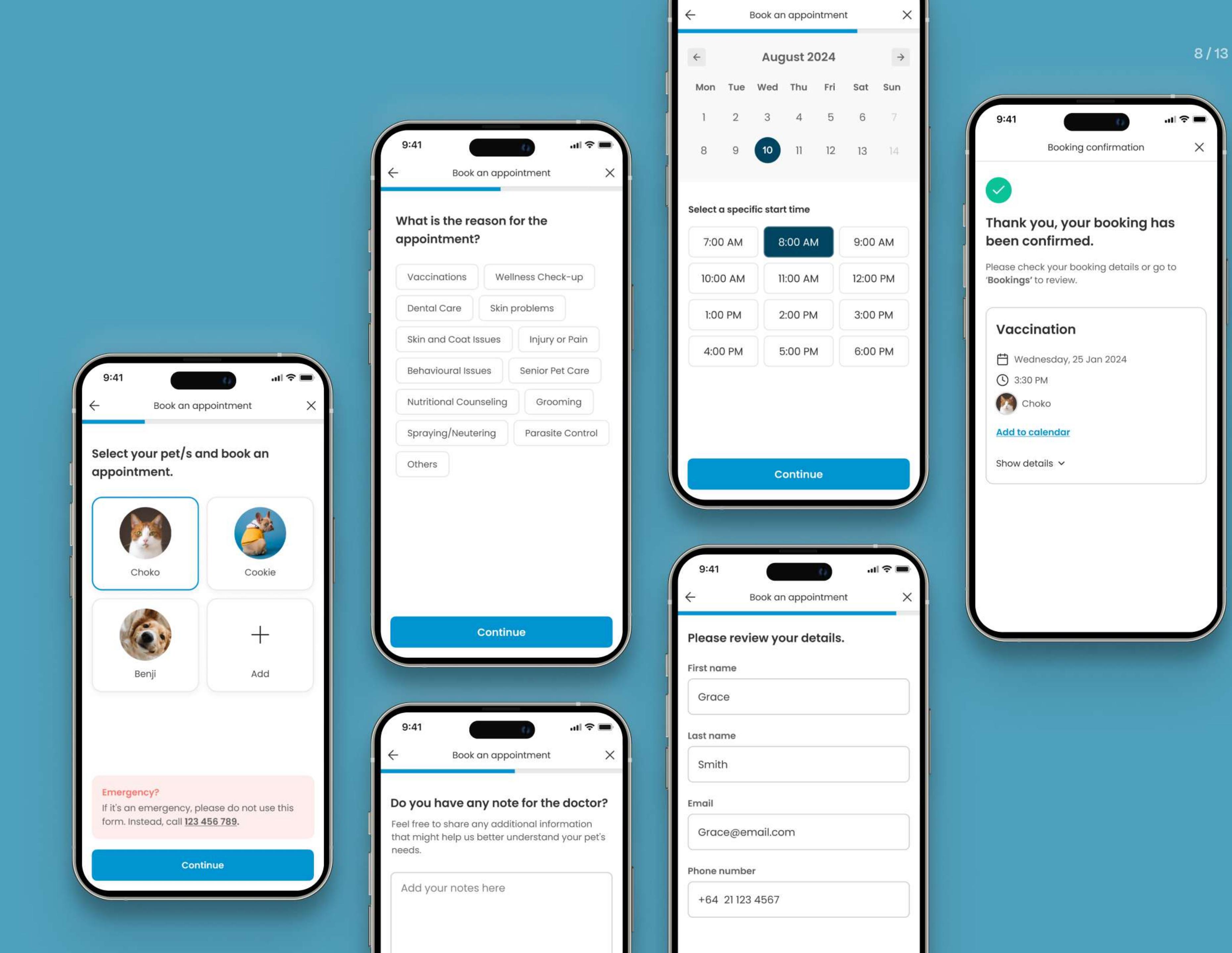
My pets



Profile

# Book appointment

The booking form is organised into a user-friendly, step-by-step process, divided into 5 steps. This simplifies the booking experience for pet owners.



# Manage bookings and pet profiles

## Manage bookings

Users can view and manage details for each booking, including the ability to reschedule or cancel without needing to call the vet.

## My pets

Enables users to manage multiple pets, providing easy access to upcoming appointments, medical records, and vaccination records for each pet.

The image displays four screenshots of the Vetdesk mobile application interface:

- Booking Overview:** Shows a list of upcoming appointments categorized by service: Vaccination (Wednesday, 25 Jan 2024, 3:30 PM, Choko), Dental care (Saturday, 14 Feb 2024, 2:30 PM, Cookie), and Nutritional Counseling (Friday, 1 Apr 2024, 5:00 PM, Benji). A blue '+' button is at the bottom right.
- Vaccination Appointment Detail:** Shows a detailed view of a vaccination appointment for Choko on Wednesday, 25 Jan 2024, at 3:30 PM. It includes the clinic name (Henderson) and address (16 Edinburgh St, Orewa, Auckland). A note from the doctor states: "My cat is constantly sneezing." Below the note, there's a section for "Want to cancel this appointment?" with a note about free cancellation until 24 hours before the booking. A red "Cancel appointment" button is at the bottom.
- Upcoming Appointments:** Shows a summary of upcoming appointments for Choko, including the vaccination on Jan 25. It also lists "Records" such as Medical records, Prescriptions, and Vaccination records.
- Pet Profile Edit:** Shows the edit screen for Choko's profile. Fields include Name (Choko), Pat Type (Cat), Breed (Tabby), Gender (Female), Date of birth (02/01/2022), and Weight. A "Save" button is at the bottom right.

# Online shop

The shop offers convenient online shopping. Users can easily browse, search, and filter a wide range of pet products.

The screenshots show a mobile application for pet shopping. The first screen displays a promotional banner for 'Up to 45% Off Premium Hill Brands' from 14 - 30 March, followed by sections for 'Shop by category' (Cat, Dog, Bird) and 'Our best sellers'. The second screen shows a grid of pet food products with filters applied. The third screen is a detailed product page for 'Black Hawk Adult Dog Lamb & Rice'.

**Sale**  
Up to 45% Off  
Premium Hill  
Brands  
14 - 30 March

**Shop by category**

Cat Dog Bird

**Our best sellers**

| Product   | Price   |
|---|---------|
| FRONTLINE Plus for Dogs                           | \$30.99 |
| Royal Canin Labrador Adult 12kg                   | \$32.99 |
| Black Hawk Grain Free Lamb Adult Dry Dog Food     | \$30.99 |
| Black Hawk Chicken & Rice Dry Dog food Large 12kg | \$32.99 |
| FRONTLINE Plus for Cats                           | \$30.99 |
| FRONTLINE Plus for Dogs                           | \$32.99 |

Home Appointments Shop My pets Profile

**Filter** 24 products

FRONTLINE Plus for Dogs \$40.99

Royal Canin Labrador Adult 12kg \$32.99

Black Hawk Grain Free Lamb Adult Dry Dog Food \$30.99

Black Hawk Chicken & Rice Dry Dog food Large 12kg \$32.99

FRONTLINE Plus for Cats \$30.99

FRONTLINE Plus for Dogs \$32.99

**Black Hawk Adult Dog Lamb & Rice**  
Original adult lamb & rice  
\$34.99

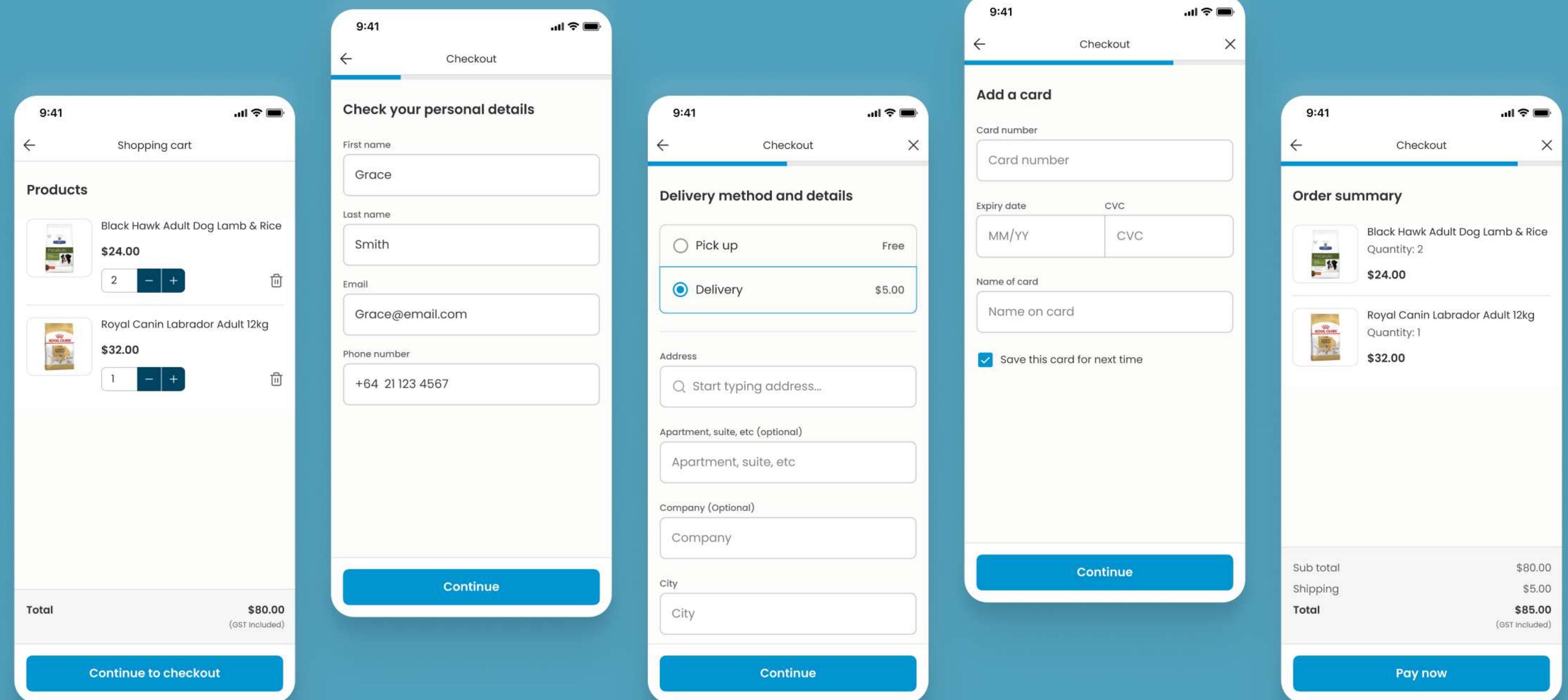
1 - +

**Description**  
When feeding your dog, it is possible to align what it actually wants to eat with what it needs to eat in order to maintain nutritional health. Choosing the right food for your cat is essential

Add to cart

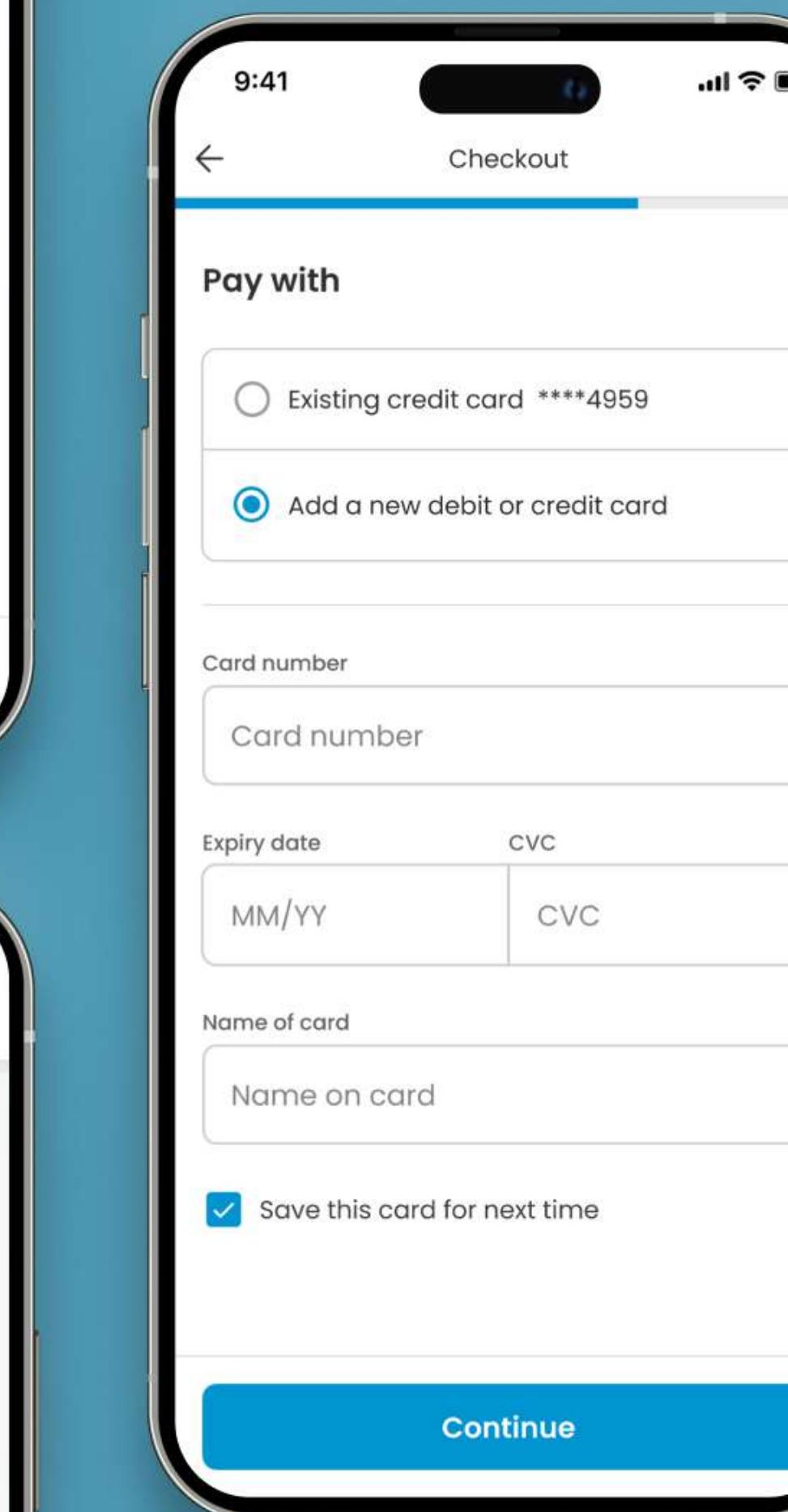
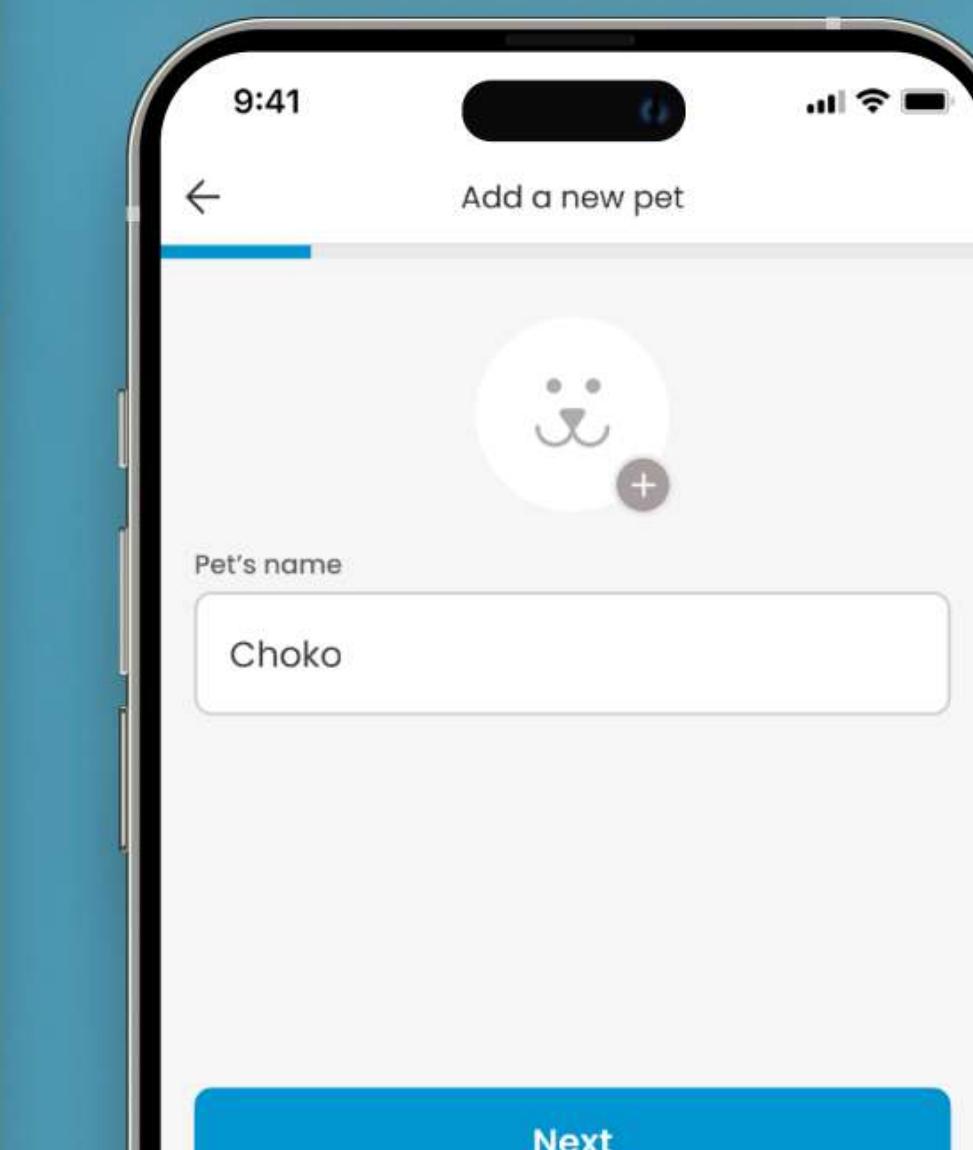
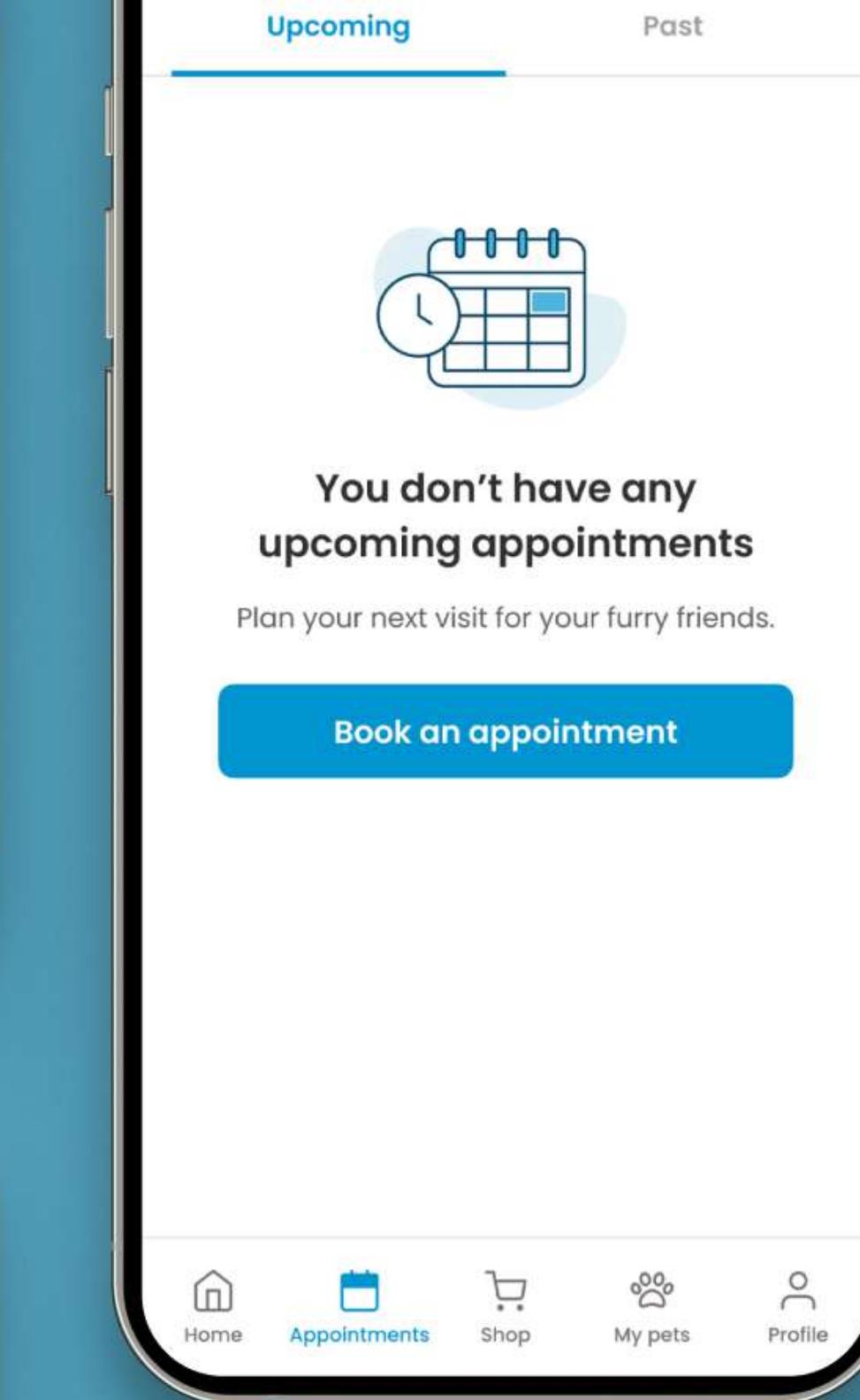
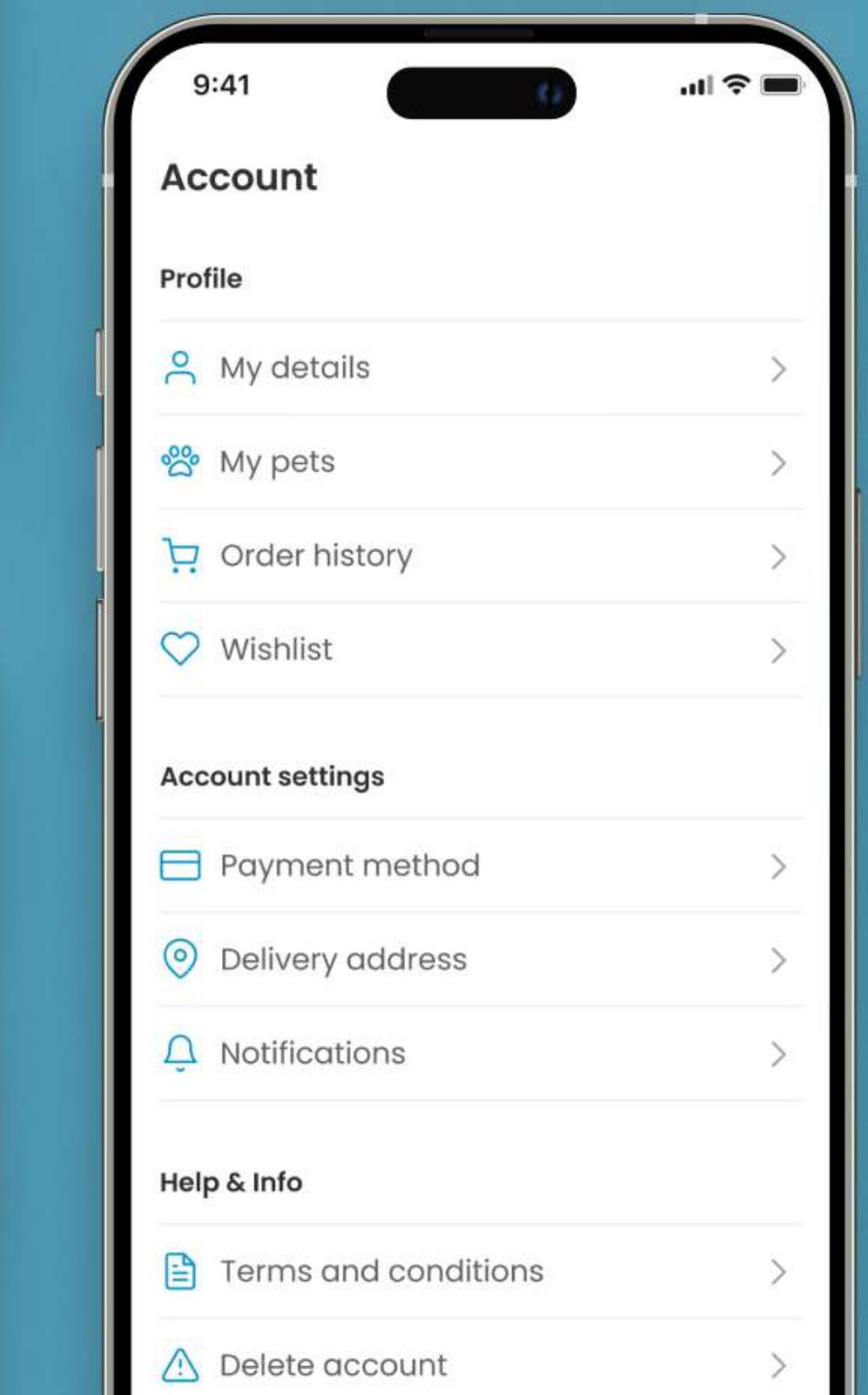
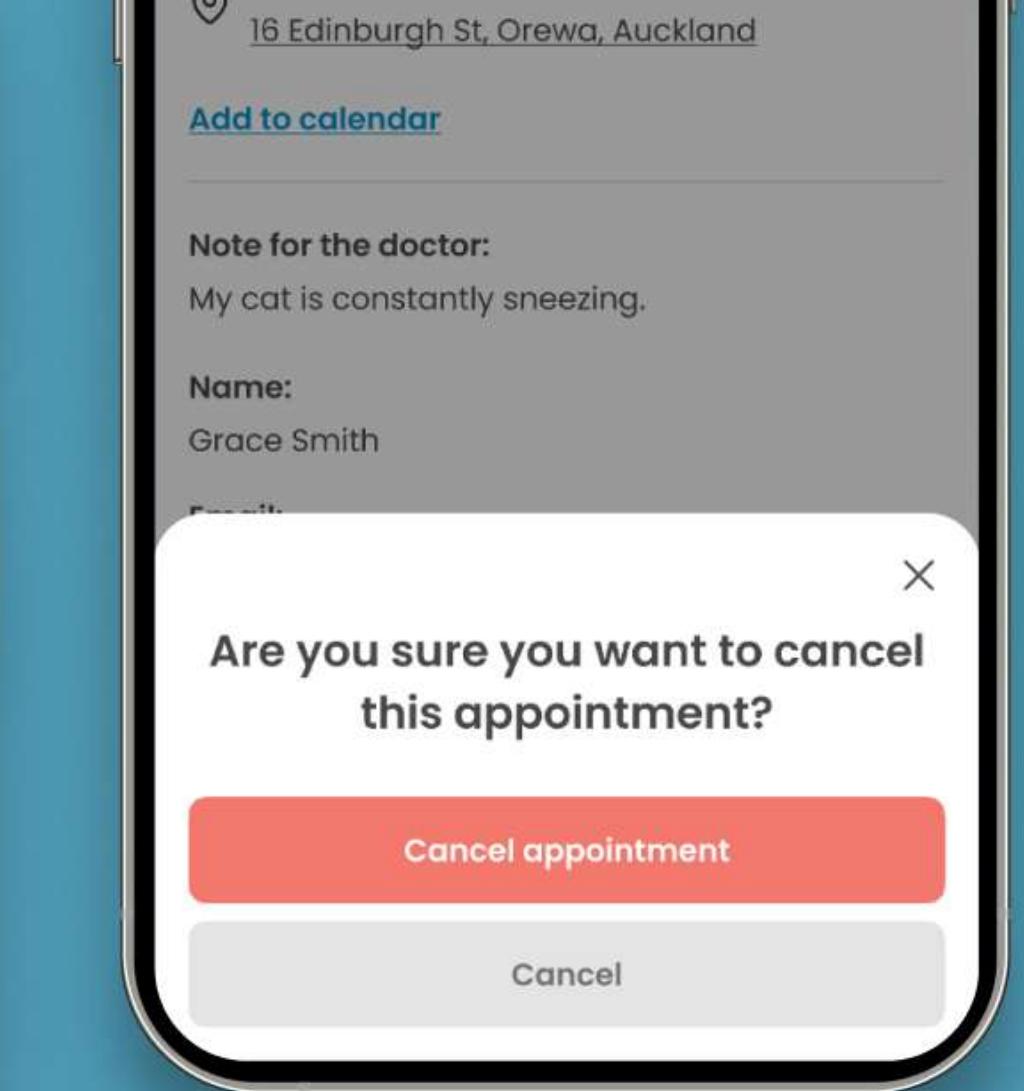
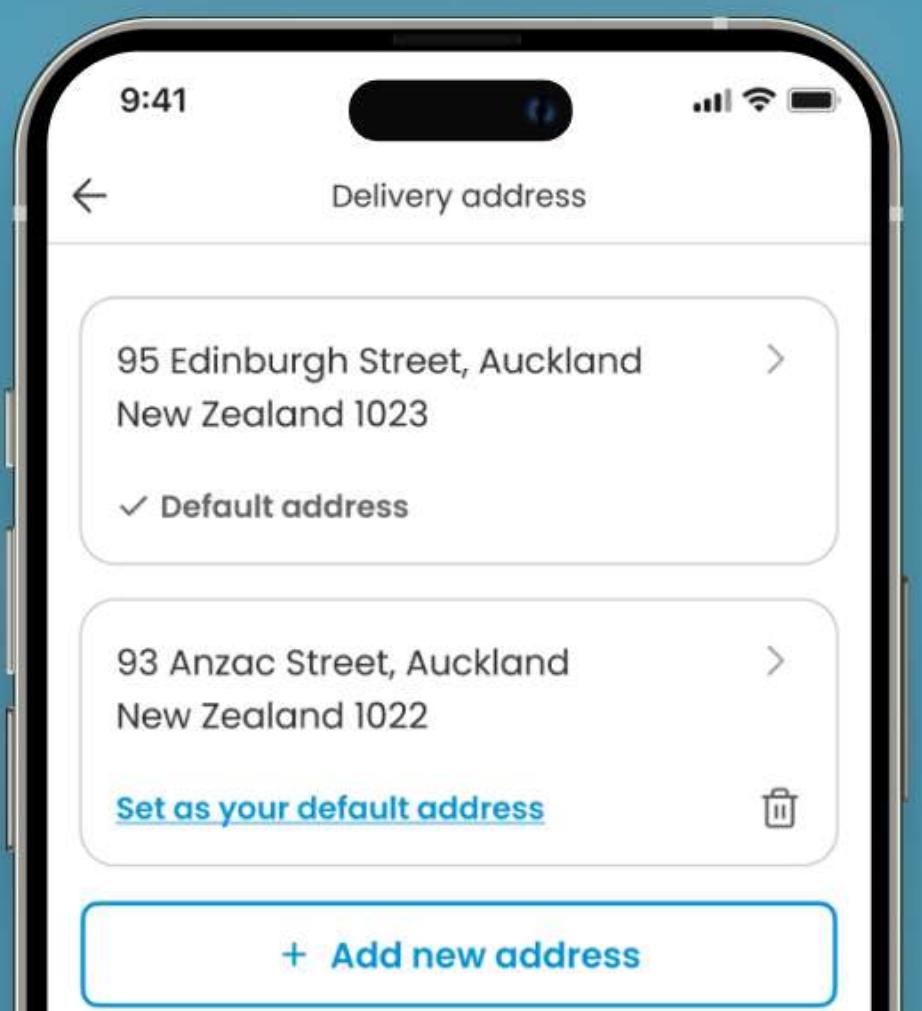
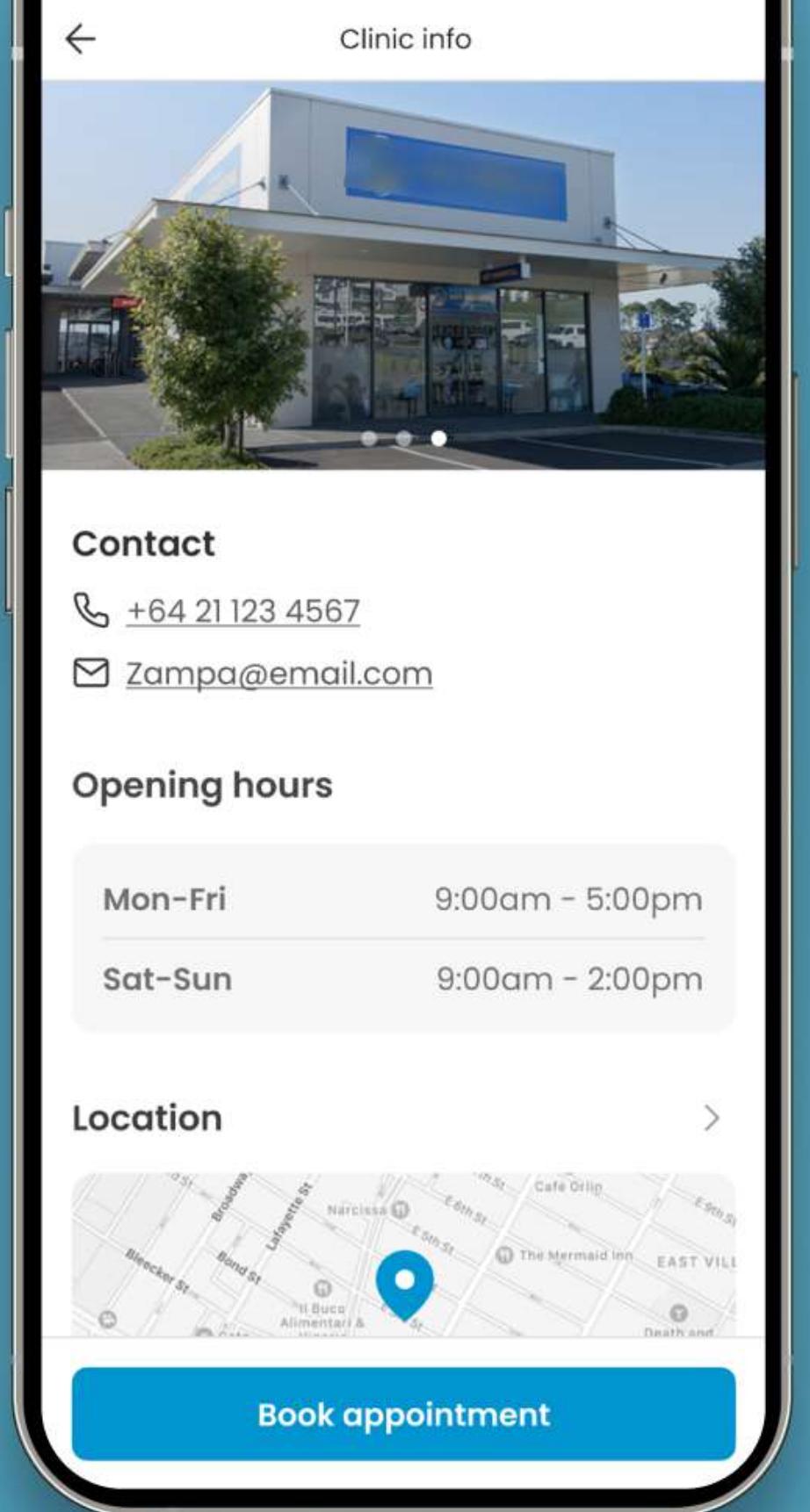
# Checkout

Multi-step checkout is made easy and smooth, so users can breeze through each stage effortlessly. Clear design ensures a user-friendly journey from cart to completion.



# Other screens & Edge cases

These are other screens designed with consistent user experience. I also designed different scenarios and edge cases that were discovered during the user flow stage.



# Conclusion

## IF I WERE TO IMPROVE IT NOW...

- Consideration

To meet the demands of users making bookings, having additional information and guidance on pricing could enhance the user experience. This might involve implementing a clear pricing structure within the app.

- Testing and feedback

Emphasizing continuous user feedback and additional testing rounds can aid in refining the app. Regular testing supports ongoing improvements to meet users' needs and preferences.

- Accessibility Enhancement

Ensuring the app is usable for individuals with various needs, including those with colour blindness and motor impairments. Through accessibility testing and implementation, this would contribute to a more inclusive user experience.

## LEARNINGS

- Communication

In collaboration with developers, I learned the significance of creating detailed design documentation. This included specifications and annotations, ensuring a smooth transition from design to development.

- Userflow

Understanding user flows was essential for identifying edge cases and various scenarios, especially those with a lot of different use cases. It was crucial to gain an overall view of the user journey and ensure that every screen is considered.

- Iterative process

Iterative design process enabled the development of improved ideas for solutions and more detailed designs.

# Zen Creative Website Redesign

**DATE**

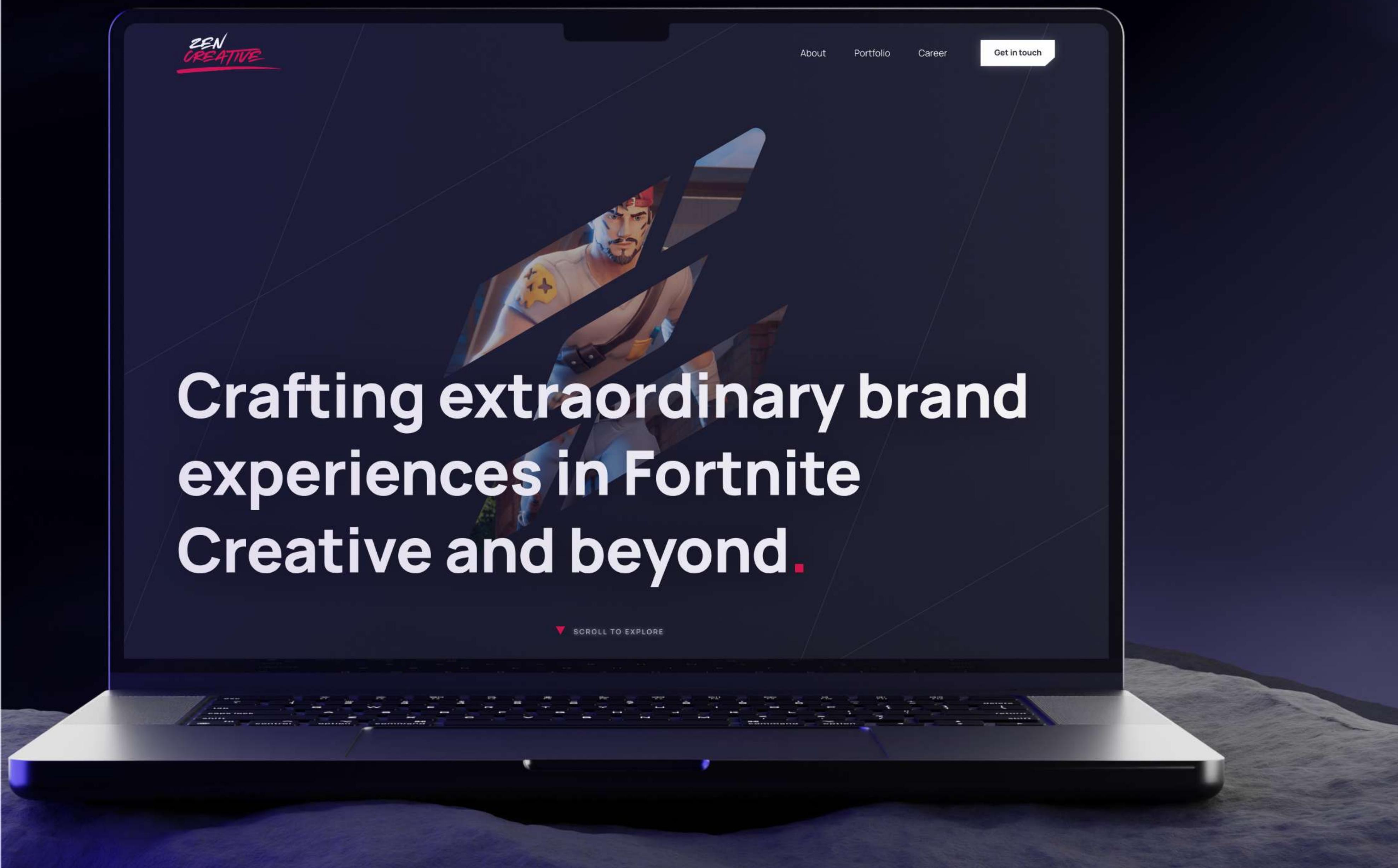
April 2024 – present

**MY ROLE**

Web designer

**TEAM**

Developer, designer

**TOOL**

# Background

## ABOUT THE PROJECT

Zen Creative, a platform for creative experiences in Fortnite, requested a website redesign to enhance strong visuals and user experience with a more intuitive content structure.

The goal was to design an informative, engaging, and visually captivating website that creatively showcases their projects while ensuring ease of use.

\*Concept sketches, wireframes, and information architecture were done as part of the redesign process.

## PROBLEM

- Outdated website design does not reflect Zen Creative's innovative spirit.
- Content structure is messy and hard to engage with.
- Branding inconsistencies.

# Home page

## Latest projects

Immersive experience created by incorporating 3D animations for each project, with the background smoothly transitioning to match the project's theme. This will engage users and provide a visually captivating experience, highlighting the latest and most prominent projects.

## Projects

Projects are showcased with large images and autoplay videos to effectively highlight each project's details and features.

The screenshot shows the homepage of the Zen Creative website. At the top right, there is a navigation bar with icons for search, user profile, and cart. Below the header, a large banner features the text "Latest projects." and "Projects." with a "SHOWCASE" button. A central image shows a Fortnite character standing in front of a water park. To the right, there is a section titled "Our clients." featuring logos for various companies. At the bottom, there is a footer with links for Home, Portfolio, Contact, and social media (Twitter, Instagram, YouTube). On the far right, a small "3 / 6" indicates a slide show.

**Latest projects.**

**Projects.**

**Our clients.**

3 / 6

## About

The About page is rich with images, especially in the header, where images will slide as users scroll. This interactive feature strongly showcase Zen's creativity in a engaging way.

The screenshot displays the 'About' section of the Zen Creative website. At the top, there is a dark header with the company logo 'ZEN CREATIVE' in red and white. Below the header, a large, bold headline reads: 'We create unique Fortnite experiences, blending expertise for client satisfaction.' To the right of the headline, there is a grid of six small images showing various scenes from Fortnite, such as a house at night, a character with binoculars, a red car, a character on a green hill, and two other characters. Further down the page, there is a section titled 'OUR VALUES' with a sub-section 'What we offer.' which lists four points: 'Top quality level design', 'Engaging gameplay mechanics', 'Unique brand integrations', and 'In-depth marketing strategies'. On the right side, there is a 'Team' section featuring a grid of twelve headshots of team members, each with their name and title below it. The names and titles are: Theodore Maoate (Co-Founder, CEO & Creative Director), Hayleigh Kuhn (Level Designer & 3D Modelling Artist), Daan van den Berg (3D Modelling Artist), Augusto Afune (Lead VFX Artist), Tyler Ferguson (3D Modelling Artist), Caleb Nedow (3D Modelling Artist), Peter Hartman (Level Designer & Environment Artist), and two other individuals whose names are partially visible. Each team member has social media links (Twitter, YouTube, LinkedIn) below their photo.

# Portfolio

The portfolio makes it easy to find visuals and videos quickly. Each project detail page is organised into sections, offering rich content that showcases the visuals of each project.

**ZEN CREATIVE**

About Portfolio Career Contact us

**OUR WORKS**

# Portfolio.

**MiO Island: Fortune Flavors the Bold**

Introducing MiO Island: Fortune Flavors the Bold! Together with MiO and SuperAwesome, we've developed the first fully functional Water Park in Fortnite Creative! Enjoy exhilarating water slides, surfing the waves and finding all 6 MiO bottles!

Learn more →

Show all Branded projects Personal projects

Fortnite ANZ  
Aussie Tradie Empire

Fortnite ANZ  
Lands Down Under

Personal project  
Airsoft Warfare

Fortnite ANZ  
Trials of the Lost Isle

Fortnite ANZ  
Sydney Surf Spectacular

Fortnite ANZ  
Speedrunners

Personal project  
360° Snipers VS Runners

Personal project  
Daily Gun Game

Fortnite ANZ  
Soundwave Series: Emicida

Fortnite ANZ  
Lands Down Under

Personal project  
Mini-game Royale

**ZEN CREATIVE**

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**Back**

# MiO Island: Fortune Flavors The Bold.

Introducing MiO Island: Fortune Flavors the Bold! Together with MiO and SuperAwesome, we've developed the first fully functional Water Park in Fortnite Creative! Enjoy exhilarating water slides, surfing the waves and finding all 6 MiO bottles!

**Client**  
Fortnite ANZ

**Date**  
11/25/21

**Map Code**  
4371-6551-3016 ↗

Explore the map.  
Click on a + to learn more.

**The project.**

**100k+**  
TOTAL ACTIVE PLAYERS

**200k+**  
TOTAL PLAYERS

**300M+**  
TOTAL GAME PLAYS

# Mobile

Despite including interactive features, my priority was to ensure smooth performance on smaller screens, offering users a consistent experience regardless of device size.

The Zen Creative website is designed for mobile devices, featuring a dark theme with red and white accents. It includes sections for latest projects, portfolio, contact, and social media updates.

- Home:** Features a main headline "Crafting extraordinary brand experiences in Fortnite Creative and beyond.", a "WHO WE ARE" section with a "Learn more" button, and key statistics: 30+ Branded Opportunities, 300M+ Total Island Plays, 48+ Featured Experiences, and 400M+ Influencer Views.
- Latest projects:** Shows a grid of project cards, such as "MiO Island: Fortune Flavors the Bold" and "Fortnite ANZ Soundwave Series: Emicida".
- About:** Describes the company's mission to create unique Fortnite experiences and lists their values: Top quality level design, Engaging gameplay mechanics, Unique brand integrations, and In-depth marketing strategies.
- Portfolio:** Displays a collection of client work, including "MiO Island: Fortune Flavors the Bold", "Aussie Tradie Empire", "Lands Down Under", "Airsoft Warfare", and "Trials of the Lost Isle".
- Contact:** Provides a contact form with fields for Full name\*, Email\*, and Message\*, along with a "Send message" button.
- Social media updates:** Shows the latest tweets from the company's Twitter account (@ZenCreateGG), including a link to a video on X (Twitter) titled "Sydney Surf Spectacular".

# Cruz Jimenez: Crafting a gallery- like experience for an artist's website

**DATE**

July - September 2021

**🏆 AWARD**

Honorable Mention in Awwward – Mar 28, 2023

**MY ROLE**

Web designer

**TEAM**

Developer, designer

**TOOL**

Sketch, Photoshop

**LIVE WEBSITE**

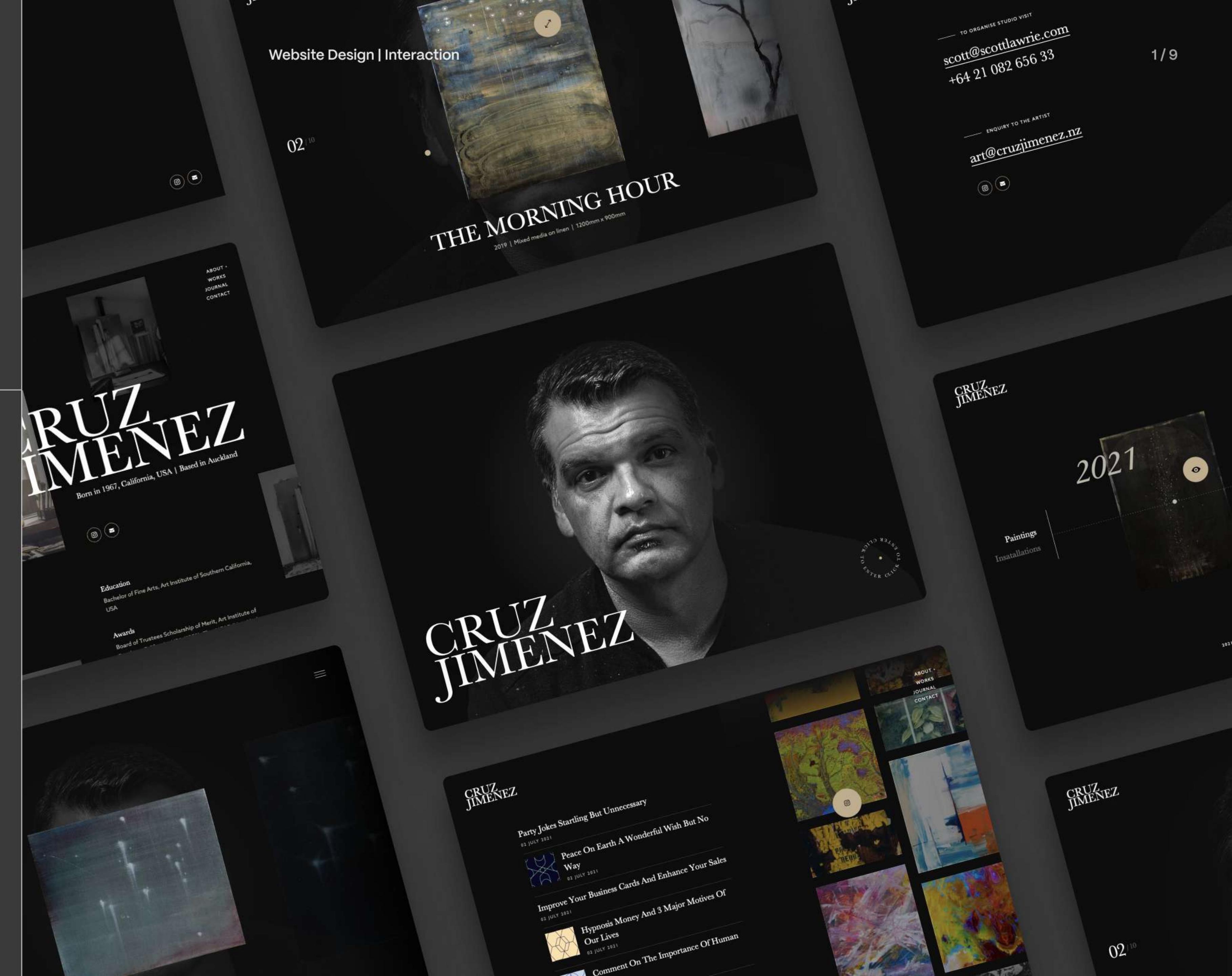
[cruzjimenez.com](http://cruzjimenez.com)

**Website Design | Interaction**

02 / 10

TO ORGANISE STUDIO VISIT  
[scott@scottlawrie.com](mailto:scott@scottlawrie.com)  
+64 21 082 656 33

1 / 9



# Background

## ABOUT THE PROJECT

Cruz needed a new website that was easy to navigate, visually engaging, and a gallery-like experience for the viewer.

This is a project, I was responsible for the entire design process, from the initial concept to close collaboration with the developer, leading up to the final launch.

## FOCUS

- Exploring engaging visual concepts with user-friendliness.
- Exploring the interaction design and experimenting with various animation techniques.

## GOAL

project's goal was to capture Jimenez's unique personality and art while also creating an emotional connection with users through the style and experience of the website.

# Landing page

Users are greeted with a WebGL animation at the front featuring a moving face that follows the cursor, creating a unique and impactful experience before entering.



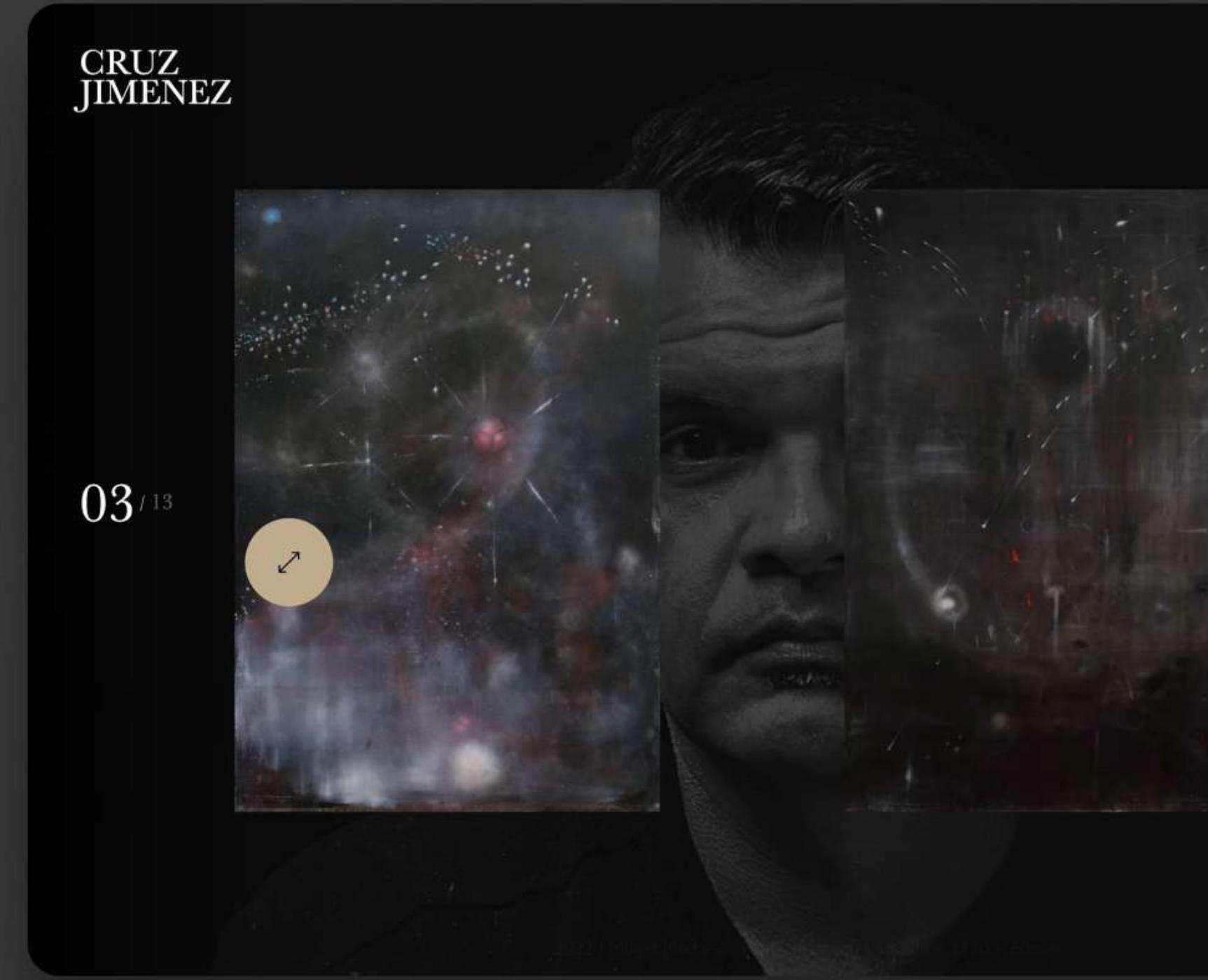
# Gallery

## Gallery

It displays his most recent paintings, and as the paintings slide, users catch a glimpse of the artist's face, revealing the creator behind these artworks. The animation was designed to create a gallery-like experience, with smooth and user-friendly interaction.

## Zoom in

The functionality allows users to view each artwork in detail, enabling panning for a closer view and a simple click to zoom out.



# Gallery in timeline

This is like a timeline of all his artworks, from the recent to the latest. Users can view a list of collections, by year.

I aimed to create a timeline while maintaining a similar gallery experience on the main page.



# About

Cruz's images move dynamically as the pages are scrolled, creating an immersive visual experience.

CRUZ  
JIMENEZ



CRUZ  
JIMENEZ

Born in 1967, California, USA | Based in Auckland

[Instagram](#) [Email](#)

**Education**  
Bachelor of Fine Arts, Art Institute of Southern California, USA

**Awards**  
Board of Trustees Scholarship of Merit, Art Institute of Southern California, USA (1993); The AICAD/New York Studio Residency Programme, Yale University, New York; Parsons School of Design, New York; The New School for Social Research, New York (1993-95)

**Collection**  
Irvine Fine Art Centre, CA, USA; The James Wallace Arts Trust



**Public Exhibitions**  
Wallace Gallery, Morristown (2015), Mixed Metaphors, Corban Estate Arts Centre, Auckland (2007); Scope Art Fair, New York (2003)

**Selected Biography**  
'Life Stories' by Alice Lines, Homestyle New Zealand, Jun/Jul 2017, pp 56-59; 'Inside Story' by Alan Perrott, Urbis, No. 96: The Luxury Issue, Feb/Mar 2017, pp 47-51; 'Memory Serves: Cruz Jimenez' by Alice Lines, Homestyle New Zealand, Jun/Jul 2017, pp 56-59.

# Other pages

CRUZ  
JIMENEZ

The sidebar features a grid of 12 small, square images arranged in four rows of three. The images appear to be abstract or nature-related. To the left of the sidebar, there is a vertical column of three article cards, each with a small thumbnail image, the title, and a date. The first card is titled 'Hypnosis Money And 3 Major Motives Of Our Lives' (date: 02 JULY 2021). The second is 'Comment On The Importance Of Human Life' (date: 02 JULY 2021). The third is 'Peace On Earth A Wonderful Wish But No Way' (date: 02 JULY 2021). A yellow circular button labeled 'VIEW' with a camera icon is positioned next to the second card.

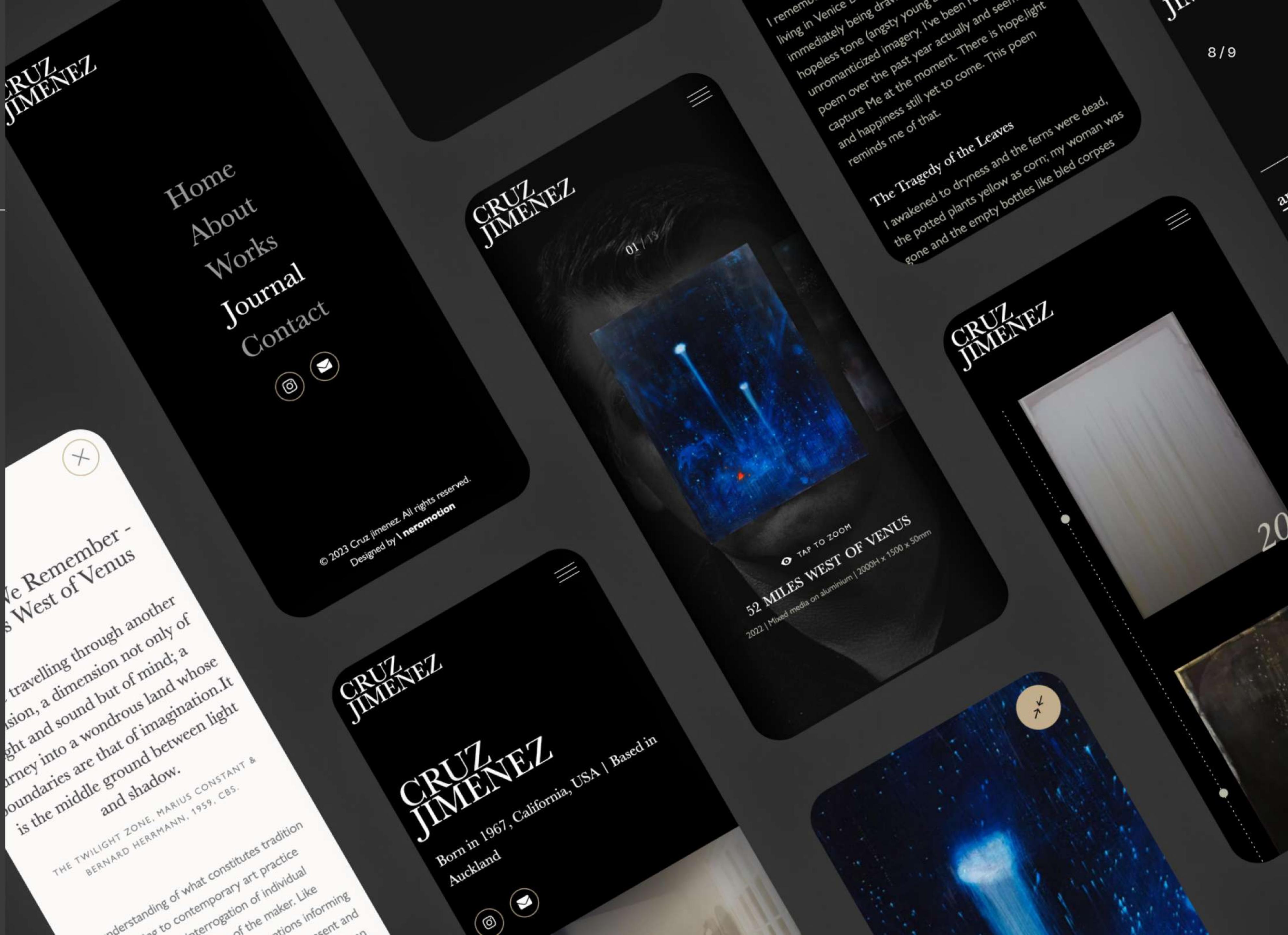
The image is a black and white photograph of an older man with dark, wavy hair. He has a serious, contemplative expression, looking slightly to his right. The lighting is dramatic, with strong shadows on one side of his face, highlighting the texture of his skin and the lines around his eyes. The background is dark and out of focus, making the subject stand out. In the top right corner, there is a small, faint graphic element consisting of three horizontal bars of increasing length.

CRUZ  
JIMENEZ

The other page has been designed with a slightly different layout while still maintaining consistency.

# Mobile

Considering that most people use mobile, I aimed for a consistent experience. Adapting the website's unique design and animations, I tweaked the layout and functionality for seamless mobile interaction.



# Conclusion

## IF I WERE TO IMPROVE IT NOW...

- **Better animation handover to developer**

I would enhance the handover process to developers by creating detailed animation prototypes that clearly convey timings, effects, and interactions. This approach will bring more efficient collaboration between design and development.

- **Responsive design**

I would design considerably different responsive sizes, such as for iPad and various smaller devices, to ensure ease of use across different screen sizes in this animation-heavy website.

- **Usability testing**

I would conduct usability testing to gather feedback on how users interact with the site, by spotting any part might be confusing or distracting and refine more intuitive user experience.

## LEARNINGS

- **Pushing visual concepts**

With this highly creative website, it required me to explore numerous ideas, occasionally encountering roadblocks. Through persistent refinement and feedback from others, I pushed the boundaries and reached the final design concept.

- **Advanced animation techniques**

Experience using WebGL for animation to create visually engaging and interactive experiences. This allowed me to learn how to translate artistic ideas into dynamic and interactive digital experiences.

- **Communication with developer**

Constantly communicating what is feasible and what is not in the early stage is crucial for development.