

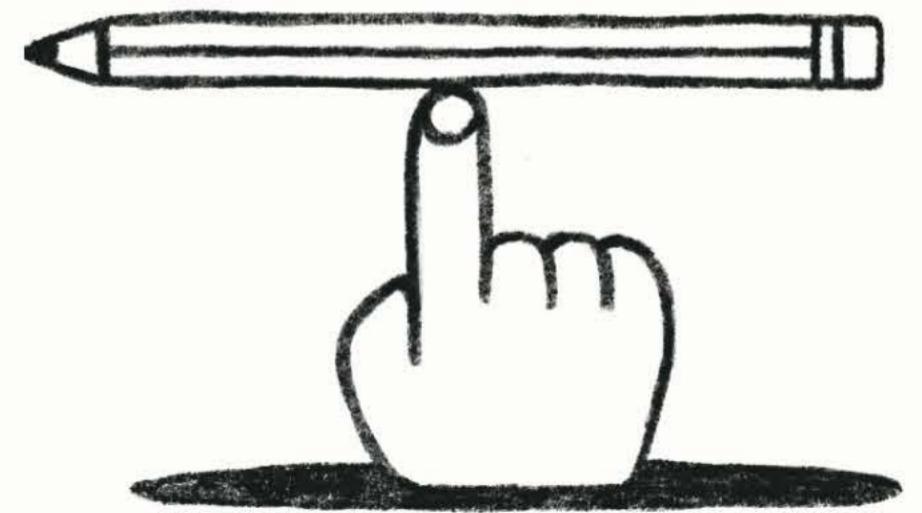
GRACE WON

UI/UX

PORTFOLIO



HUMAN-CENTERED,
GROWTH-ORIENTED
DESIGNER



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Hello! I'm Grace



I'm a designer focused on solving problems through digital and UI/UX design. My approach is holistic, combining aesthetics with logic and functionality.

I'm dedicated to understanding users deeply, aligning with business objectives, and crafting thoughtful design solutions.

My enthusiasm comes from creating designs that seamlessly work for users, enhancing their experiences and contributing meaningfully to their lives. I am continuously learning to better serve people, and I look forward to pushing boundaries and creating solutions that resonate with both users and businesses.

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](#)
- [Behance](#)
- [LinkedIn](#)

Works

01. Wellbean: Main page & Enrolment form redesign

Website redesign to increase enrolment and improve user experience

02. Vetdesk mobile App

App design aimed at streamlining communication between veterinarians and customers

03. Cruz Website

Website for an artist with a focus on visual concepts and interaction design

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 website features a large, smiling group of diverse seniors as the main visual. The Wellbean logo is in the top left corner. A prominent call-to-action button reads "Join our free ARANESP® program". Below it, text encourages users to explore Wellbean Virtual Care for managing CKD anemia. Two enrollment buttons are visible: "Enrol as a patient" and "Enrol as a Healthcare professional". At the bottom, there's a link for existing account holders to log in.

wellbean

Join our free ARANESP® program

Explore Wellbean Virtual Care, your personalised platform for managing CKD anemia with ARANESP®. [Click here](#) to learn more about the benefits.

Enrol as a patient >

Enrol as a Healthcare professional >

Already have an account? [Log in](#)

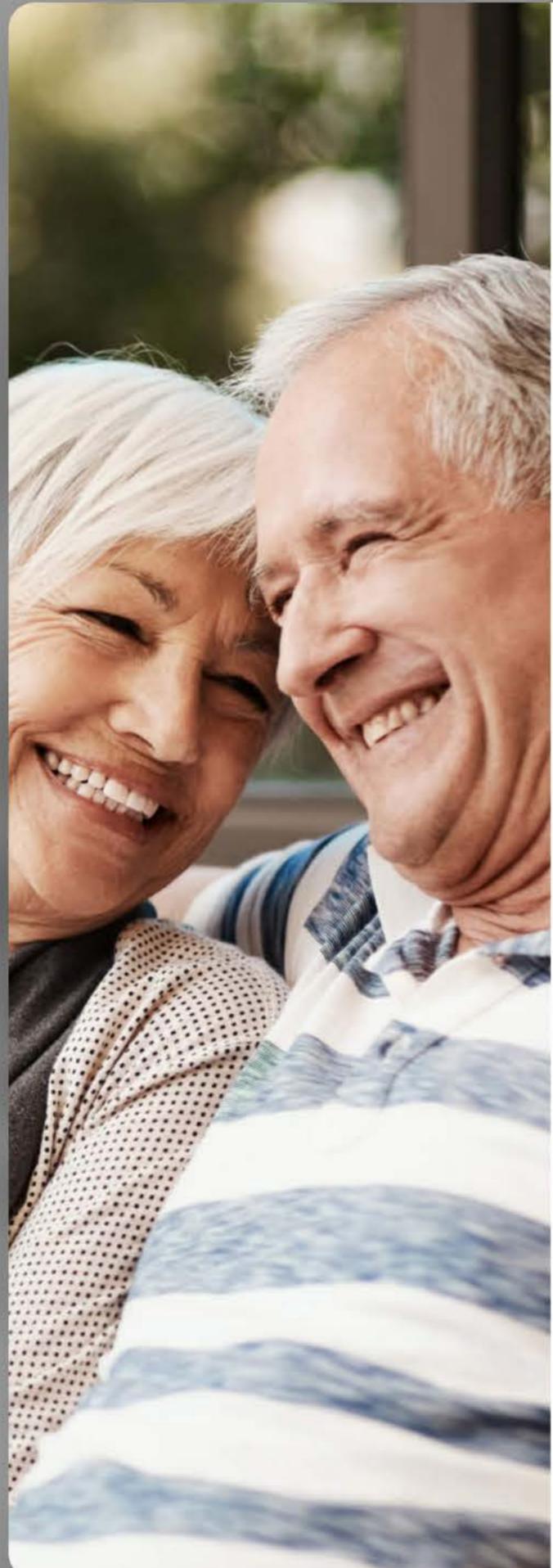
Have any questions? Please call 1800 342 341 or email at support@wellbean.com.au.

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 patterned 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

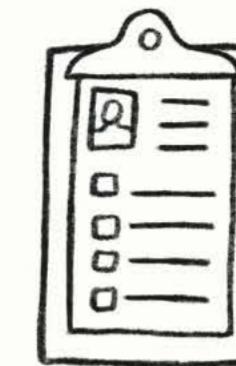
Traits

- 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."

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

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 image displays the Wellbean website's user interface for patient and healthcare professional enrollment. A central banner features a smiling couple. The patient enrollment form is annotated with numbers 1 through 9, corresponding to the findings listed on the left. The form includes fields for first name, last name, email address, landline, mobile, and clinic search. The healthcare professional enrollment form shows a dropdown menu for role selection and a yellow 'ENROL NOW' button. Error messages are shown in red boxes: one for password mismatch and another for required fields. A login screen is also visible at the bottom left.

wellbean

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

PATIENT HCP

Patient enrolment

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

1 **2**

3 First name* **4**

Last name* **5**

Email address* **6**

Landline **7**

Mobile **8**

Clinic **9**

480 Specialist Centre
480 North East Road, WINDSOR GARDENS, SA 5087

Academic Specialist Centre
260-262 Beamish Street, CAMPSIE, NSW 2194

Access Nephrology
36-38 Corinna Street, PHILLIP, ACT 2606

Adelaide Nephrology
326 South Terrace, ADELAIDE, SA 5000

Advanced Cardiology Centre
100 Churchill Drive, DANDENONG, VIC 3131

Can't find your clinic? [Enter Clinic manually](#)

Log in

Email **6**

Password **7**

Forgot Your Password?

[LOG IN](#)

PATIENT HCP

Healthcare professional enrolment

Role* **8**

Select **9**

[ENROL NOW](#)

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. 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, showing different stages of the enrollment process, such as 'Join our free ARANESP® program', 'What is your role?', 'Clinic details', 'Personal details', 'Title for HCP enrolment', 'Title for patient enrolment', and 'Login'. The wireframes include various input fields like text inputs, dropdown menus, and checkboxes, along with descriptive text and buttons for 'Enrol as patient' or 'Enrol as a Healthcare Professional'. Some prototypes also feature a 'Forgot your password?' link and a 'Complete Enrollment' button at the bottom.

Main & Login page

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

The image displays four mobile device screens illustrating the Wellbean user interface. The top row shows the main landing page and the enrollment page. The bottom row shows the login page and a larger view of the main landing page.

- Main Landing Page:** Shows a large photo of diverse seniors smiling. The text "Join our free ARANESP® program" is prominently displayed, along with two enrollment options: "Enrol as a patient" and "Enrol as a Healthcare professional".
- Enrollment Page:** Shows a similar header and a section titled "Join Our Free ARANESP® Program". It includes a brief description, two enrollment buttons, and a link to log in if already registered.
- Login Page:** Shows a login form with fields for "Email address" and "Password", a "Remember my details" checkbox, and a "Log in" button. It also features a "Forgot your password?" link and a "Don't have account yet? Enrol" link.
- Large Main View:** A larger version of the main landing page, featuring the same photo of seniors and the "Join our free ARANESP® program" call-to-action.

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 displays two versions of a mobile application screen for 'Patient enrolment for ARANESP® care program'. Both screens feature a header with the 'wellbean' logo and a 'Go back' button. The main title is 'Patient enrolment for ARANESP® care program'. Below the title is a bulleted list of benefits: 'Access to valuable tips and advice resources.', 'Free sharps bins.', 'Expert self-injection training and support from our registered nurses.', and 'Convenient reminders for your ARANESP® doses, and much more.' A note indicates that an email address is a required field.

Left Screen (Original):

- Email address ***: An input field with placeholder 'Email address'. Below it is a note: '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 ***: An 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 ***: An input field with placeholder 'First name'.
- Last name ***: An input field with placeholder 'Last name'.
- Mobile number (Optional)**: An input field with placeholder '+61'.
- Nephrologist name (Optional)**: A search bar with placeholder 'Search your Nephrologist's name' and a magnifying glass icon.
- I acknowledge that I have read and agree to the Terms and Conditions, Privacy Policy and Privacy Collection Statement of the program.**: A checkbox followed by a link to the terms and conditions.
- Complete Enrolment**: A large yellow button.

Right Screen (Simplified):

- Email address ***: An input field with placeholder 'Email address'.
- First name ***: An input field with placeholder 'First name'.
- Last name ***: An input field with placeholder 'Last name'.
- Mobile number (Optional)**: An input field with placeholder '+61'.
- Nephrologist name (Optional)**: A search bar with placeholder 'Search your Nephrologist's name' and a magnifying glass icon.
- I acknowledge that I have read and agree to the Terms and Conditions, Privacy Policy and Privacy Collection Statement of the program.**: A checkbox followed by a link to the terms and conditions.
- Questions? Feel free to reach out to us on 1800 342 341 or email support@wellbean.com.au.**: A note at the bottom.

HCP enrolment form

The mobile screen displays the 'wellbean' logo at the top. Below it is a 'Select your role' section with two options: 'I am a Nephrologist' (selected) and 'I am a Clinic Delegate'. A 'Continue' button is at the bottom.

Select your role
Choose your professional role for personalised enrolment.

I am a Nephrologist
Manage patients using ARANESP®.

I am a Clinic Delegate
Manage patient profiles on behalf of Nephrologists.

Continue

Questions? Feel free to reach out to us on 1800 342 341 or email support@wellbean.com.au.

The desktop screen shows the 'wellbean' logo at the top right. The main title is 'Nephrologist enrolment for ARANESP® care program' with a list of benefits below it. The form includes fields for Email address*, Password*, Title*, First name, Last name, Mobile number (Optional), State*, AHPRA number (Optional), Clinic name (Optional), and a dropdown for if not listed. A 'Complete Enrolment' button is at the bottom.

Nephrologist enrolment for ARANESP® care program

- Help ARANESP® prescription adherence.
- Promote kidney-friendly diet adoption.
- Get ongoing feedback on patient outcomes; plus lots more.

*Required field

Email address *

Password *

At least 7 characters and three of the following:

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

Title *

Select

First name

Last name *

Last name

Mobile number (Optional)

+61

State *

Select

AHPRA number (Optional)

AHPRA number

Clinic name (Optional)

Jane

Jane Cooper

Jenny Wilson

Jacob Jones

Jerome Bell

If not listed, please manually enter your Nephrologist's name.

Complete Enrolment

Error Validation

wellbean

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 *

name@email.com

Password *

.....

At least 7 characters and three of the following:

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

First name *

First name

Last name *

Jane Smith

Mobile number (Optional)

+61

Success state

Error state

Active 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 its 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.

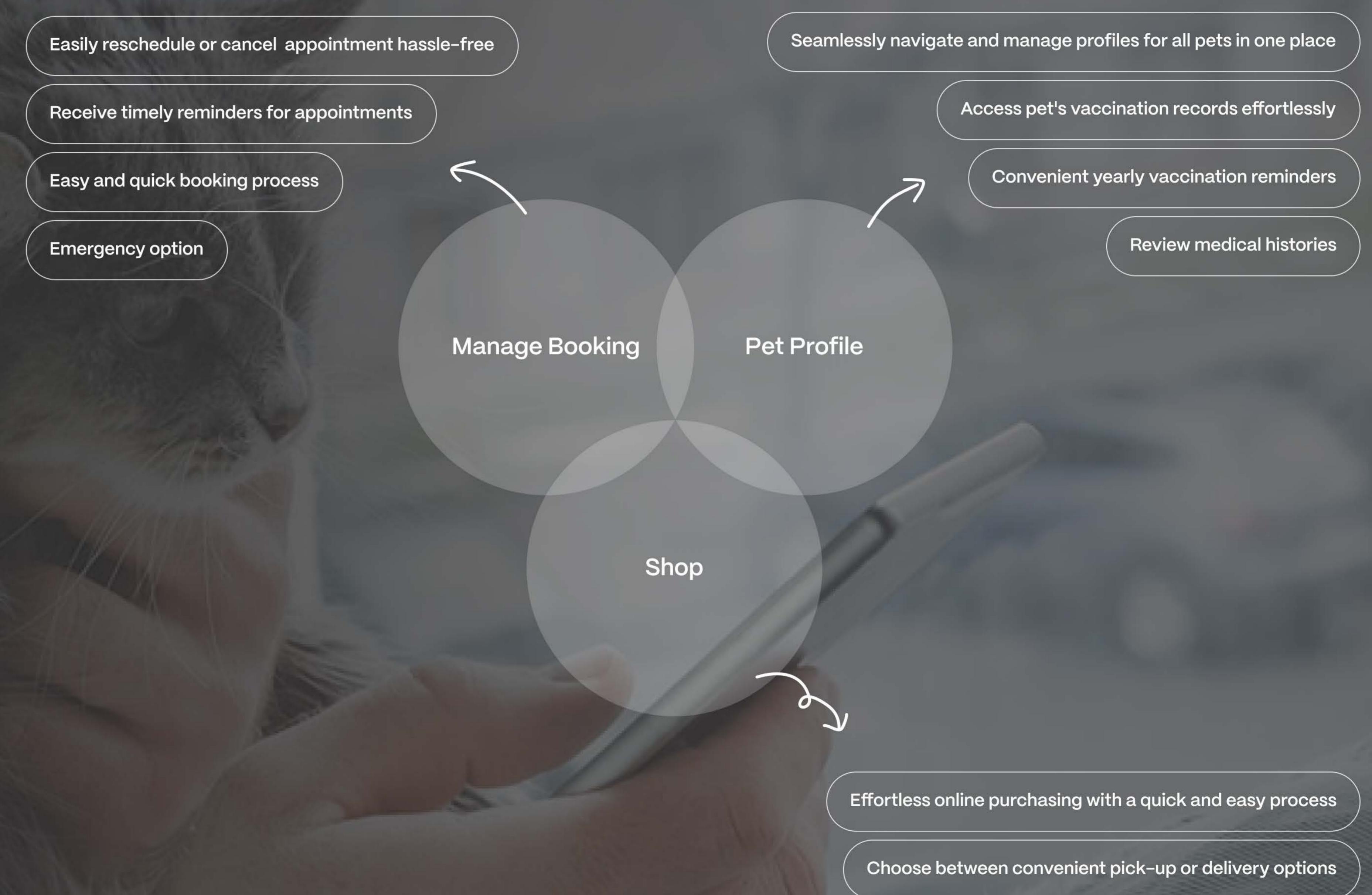
• Prefer to book appointments on a website or app.

• Would like to change details and access my pets information more quickly.

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

Solution

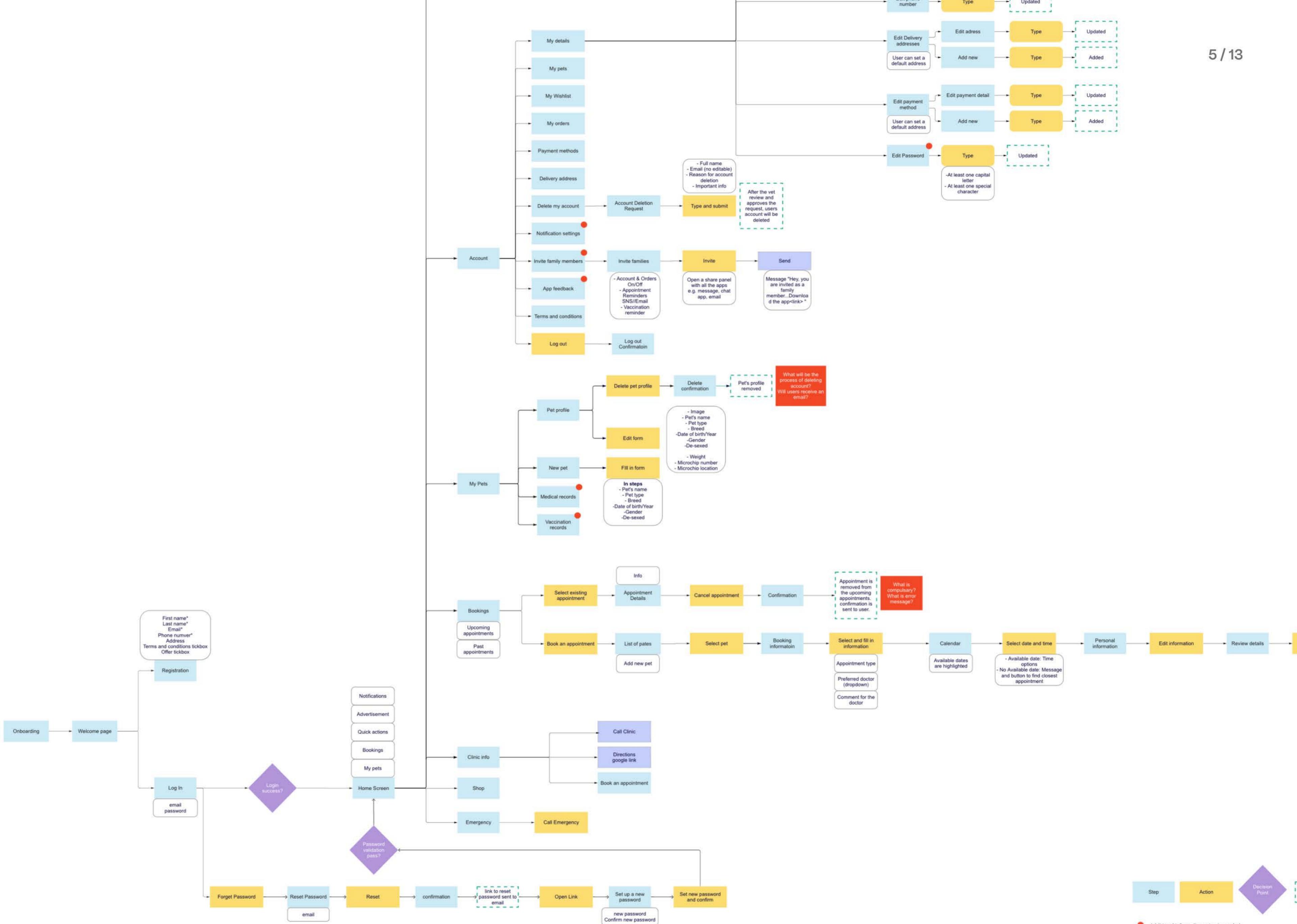
To facilitate seamless and efficient communication, I've developed a customisable app for any veterinarians in New Zealand. This app comes equipped with essential functionalities, minimising unnecessary calls and emails while enhancing engagement between veterinarians and their customers.



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

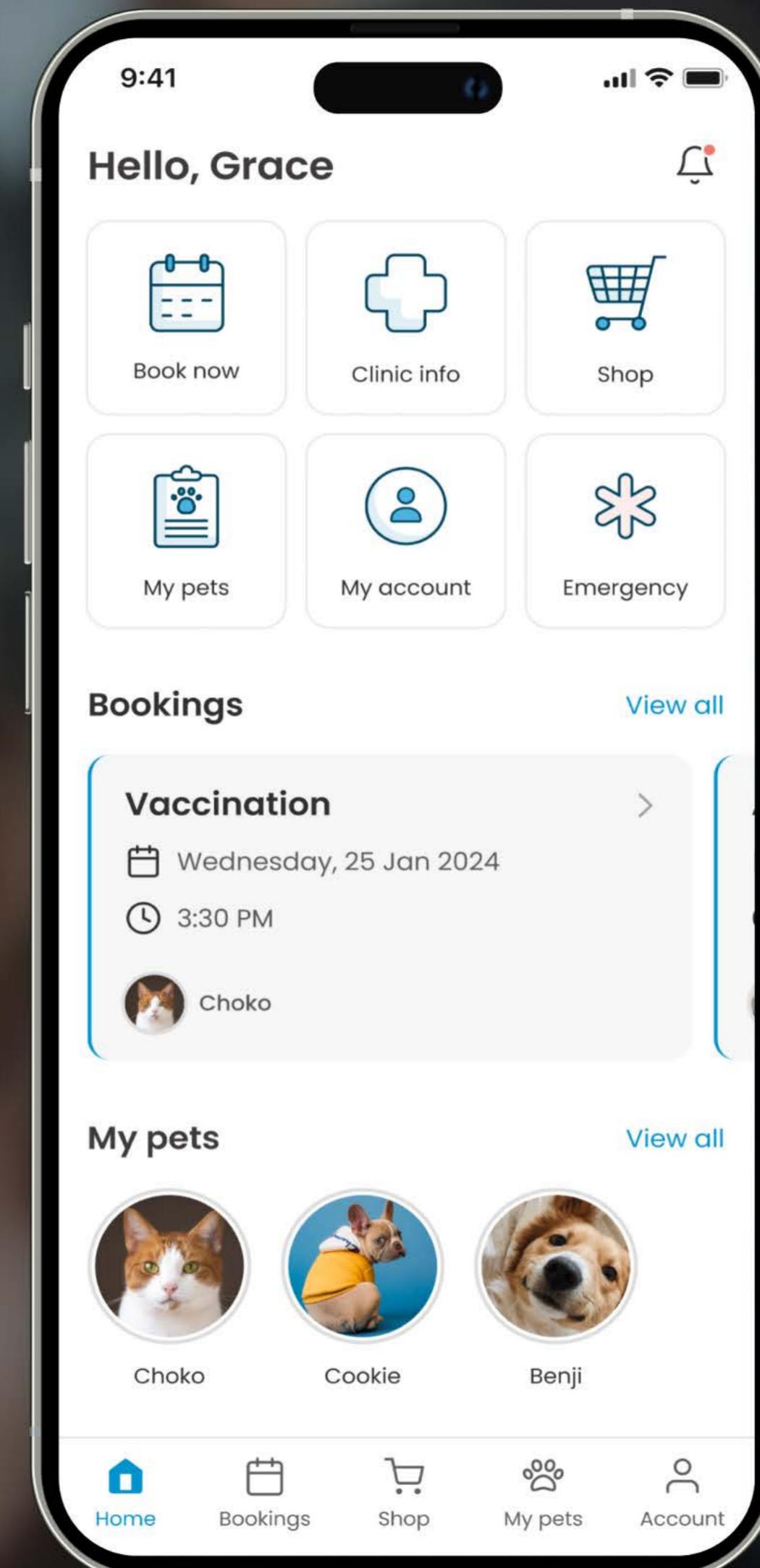
I began by sketching quick ideas on paper and translating some into low-fidelity wireframes.

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.



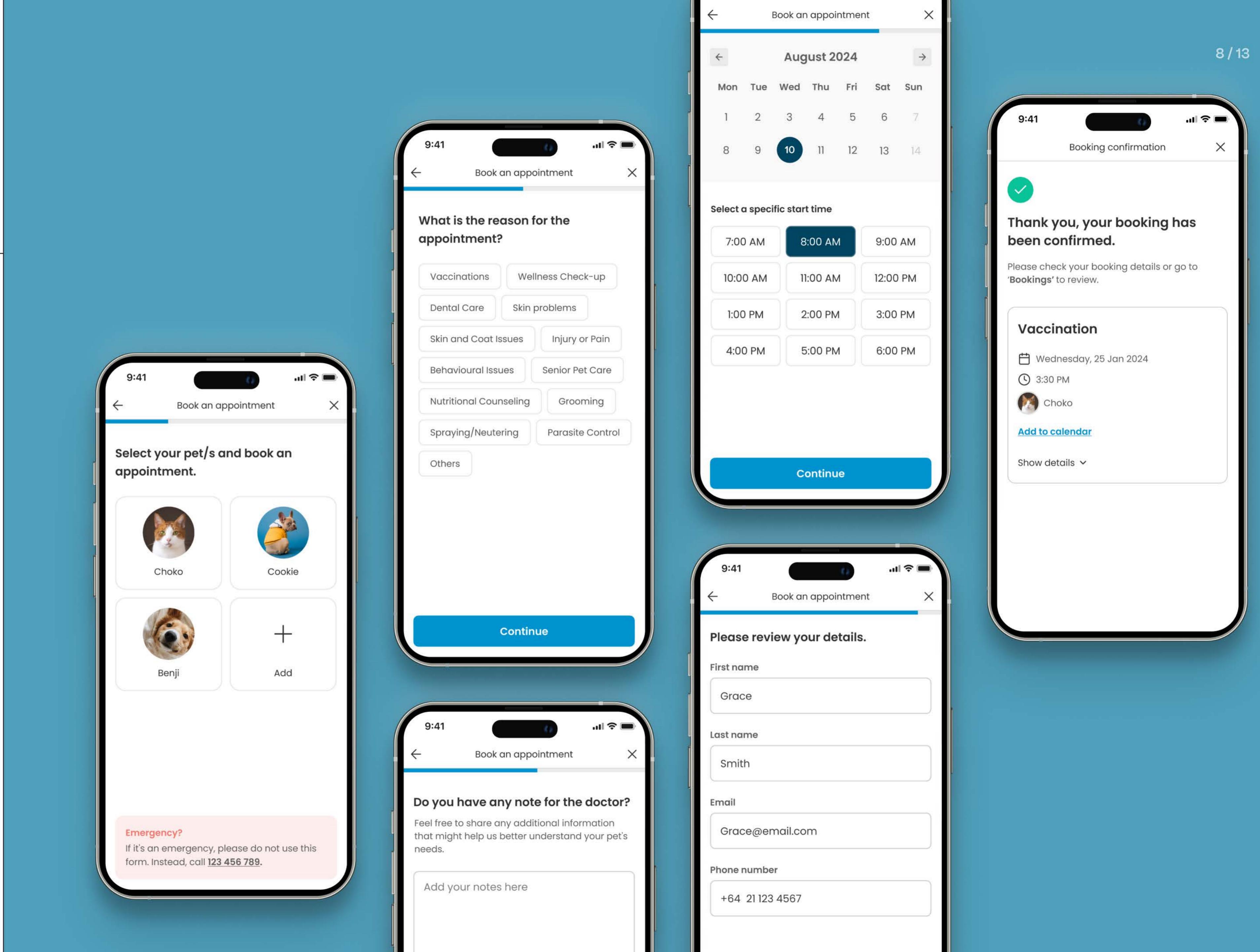
Clinic info

7 / 13

The first screenshot shows the "Clinic info" page with a photo of a modern clinic building, contact details (+64 21 123 4567, Zampa@email.com), opening hours (Mon-Fri: 9:00am - 5:00pm, Sat-Sun: 9:00am - 2:00pm), and a map with a location pin. A blue "Book appointment" button is prominent. The second screenshot shows the "Notifications" page with a list of alerts: "Annual check-up coming up for Cookie" (due 2 Feb, 2024), "Appointment request has been approved" (26 Jan, 2024), and "Hi Grace, can you please confirm" (partial view).

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.



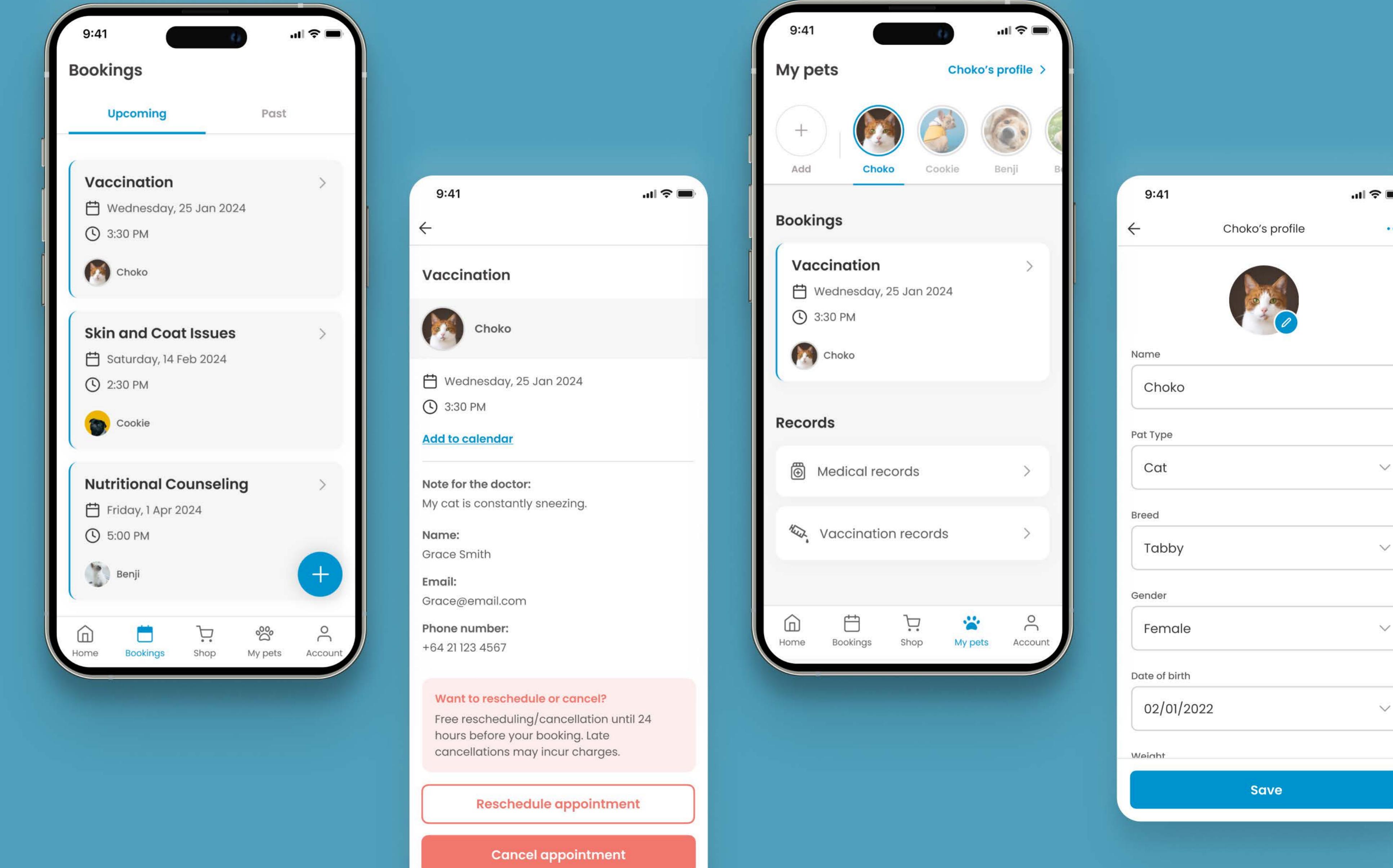
Manage bookings and pet profiles

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.



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 March 14-30, followed by sections for 'Shop by category' (Cat, Dog, Bird) and 'Our best sellers'. The second screen shows a grid of pet products including Royal Canin and Black Hawk dog food, and Frontline Plus for cats and dogs. The third screen provides a detailed view of a 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

Royal Canin Medium Breed Adult \$30.99

Royal Canin Labrador Adult \$32.99

Black Hawk Free Lamb \$34.99

View all

Filter 24 products

Royal Canin Medium Breed Adult \$32.99

Royal Canin Labrador Adult 12kg \$37.99

Black Hawk Grain Free Lamb Adult Dry Dog Food \$31.99

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

FRONTLINE Plus for Cats

FRONTLINE Plus for Dogs

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

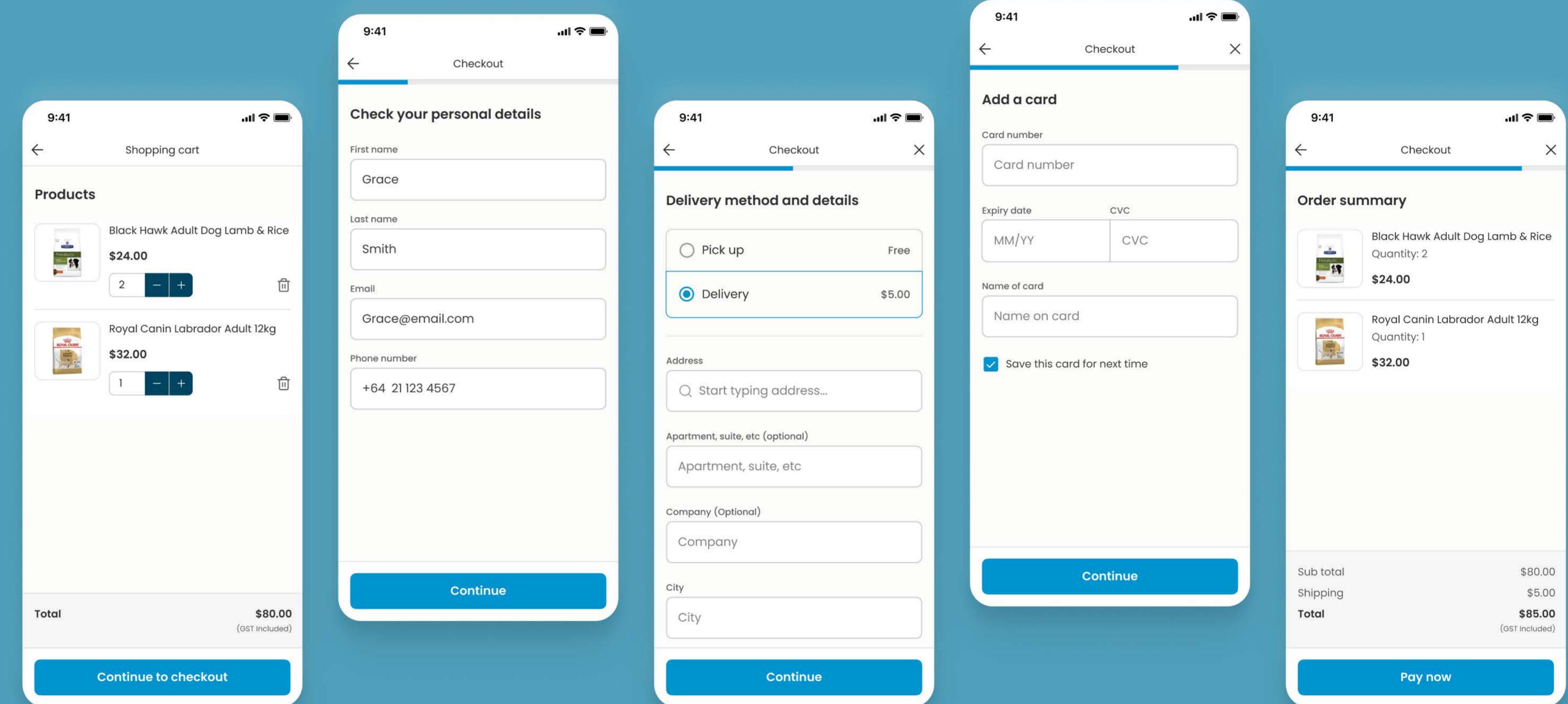
1 - +

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

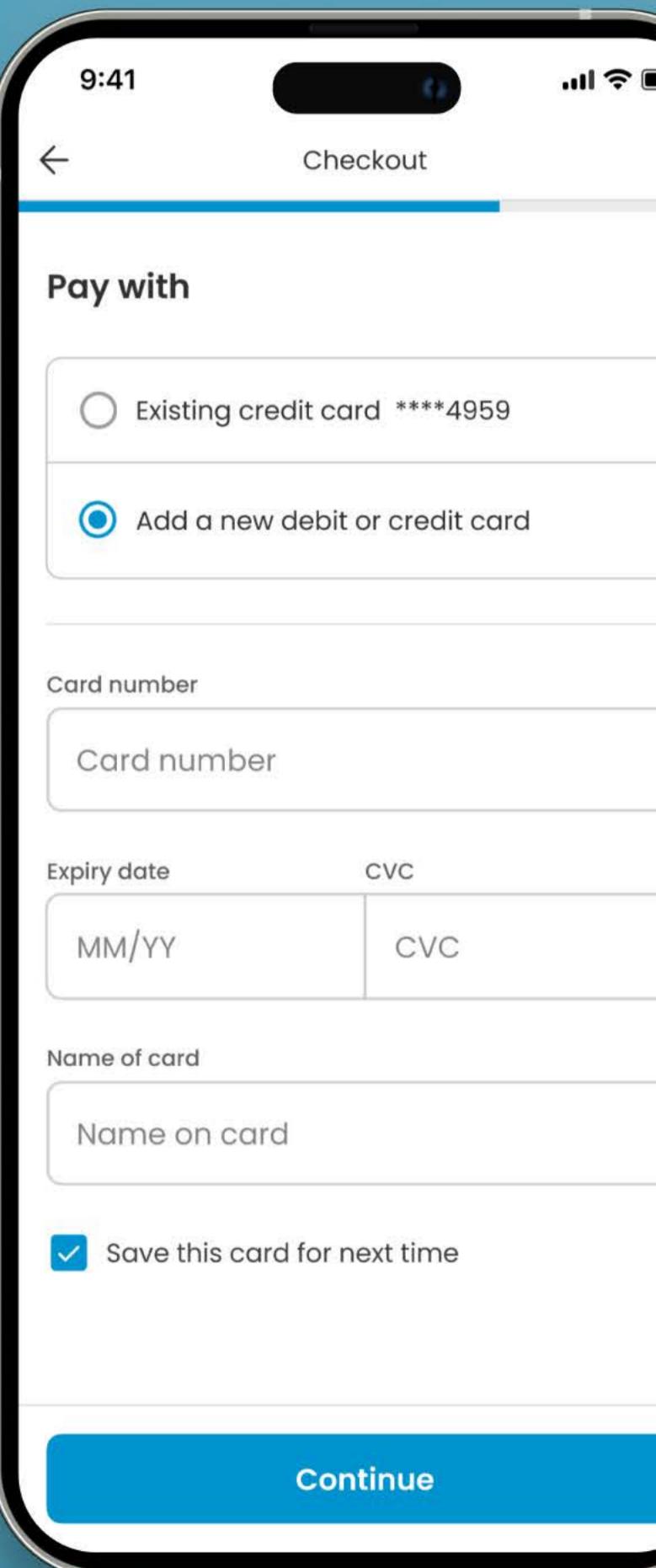
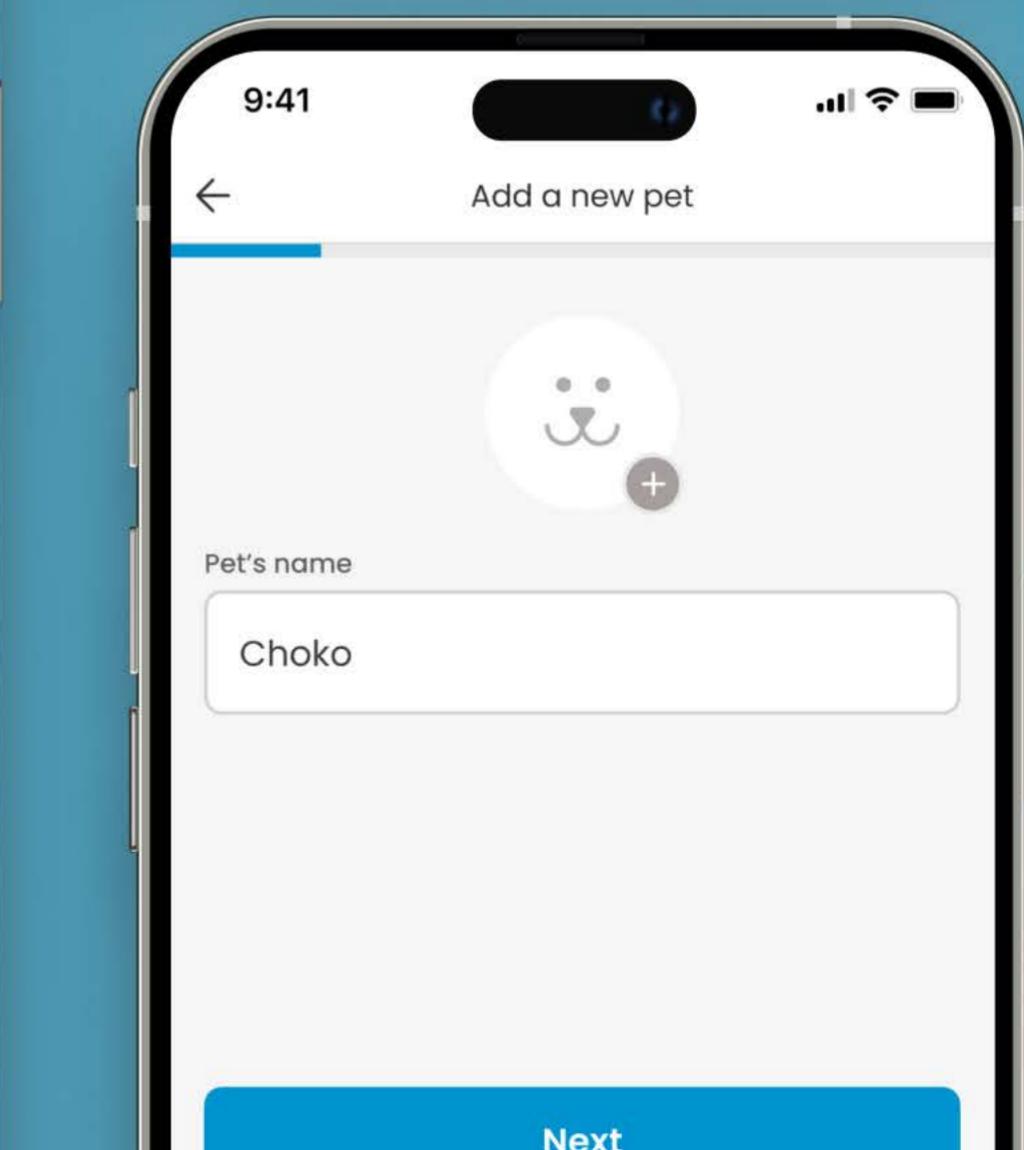
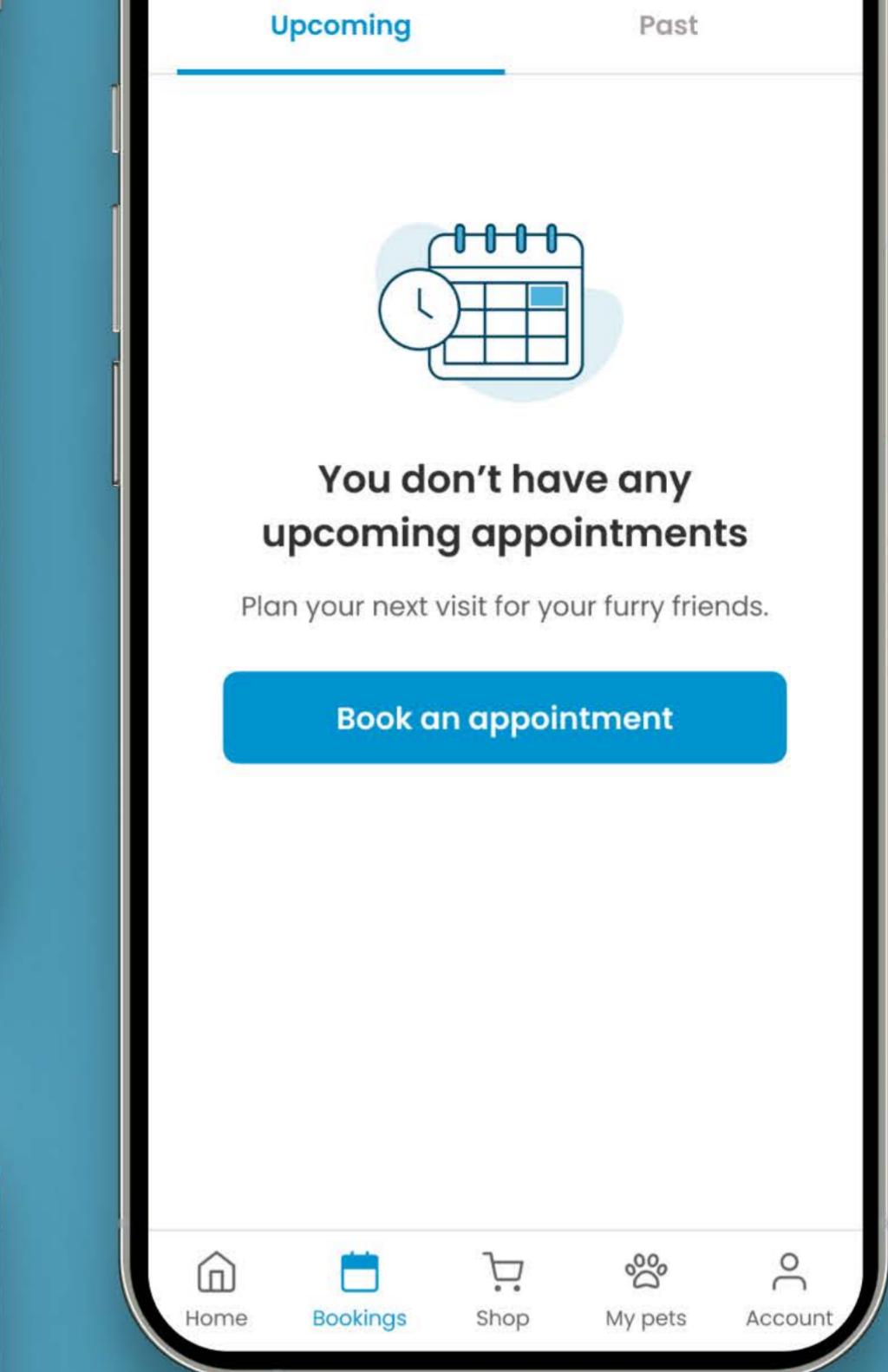
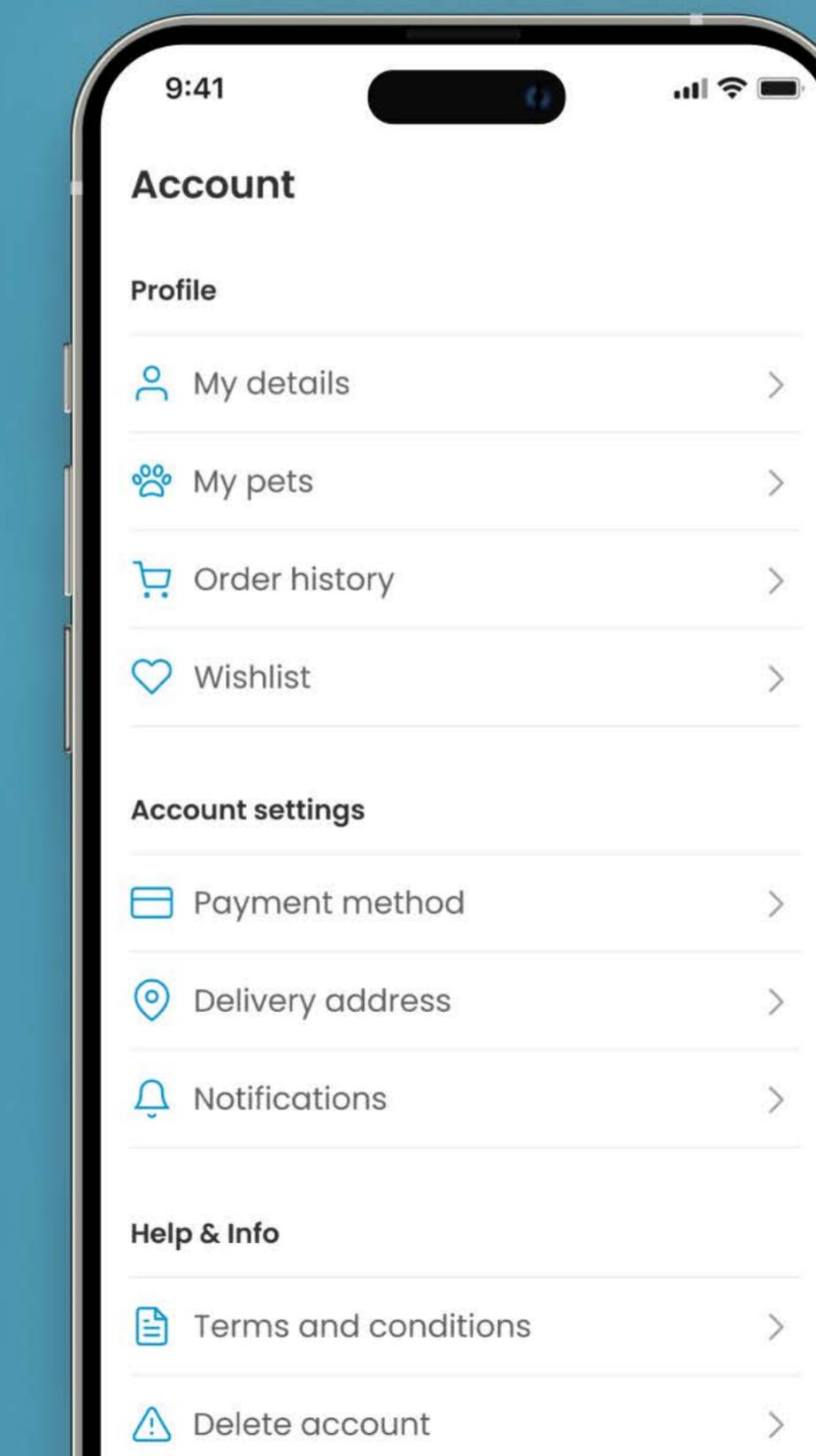
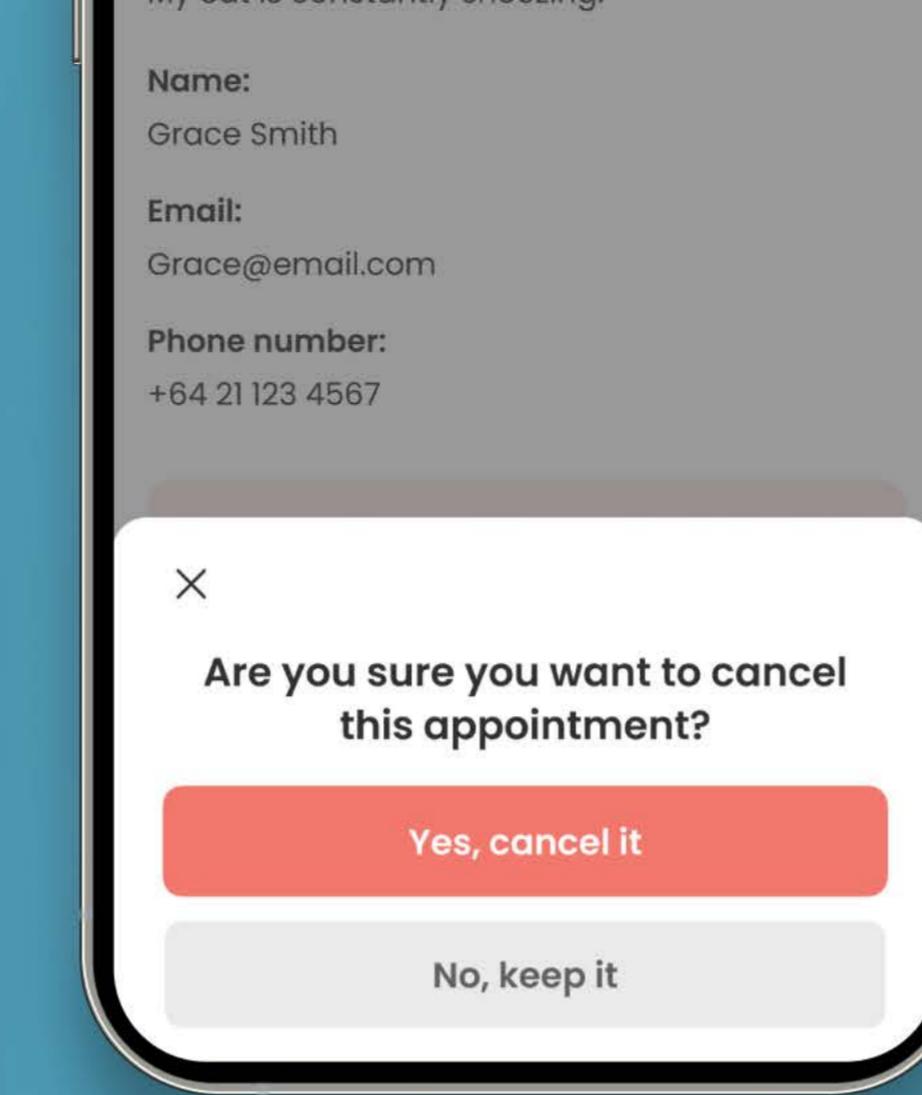
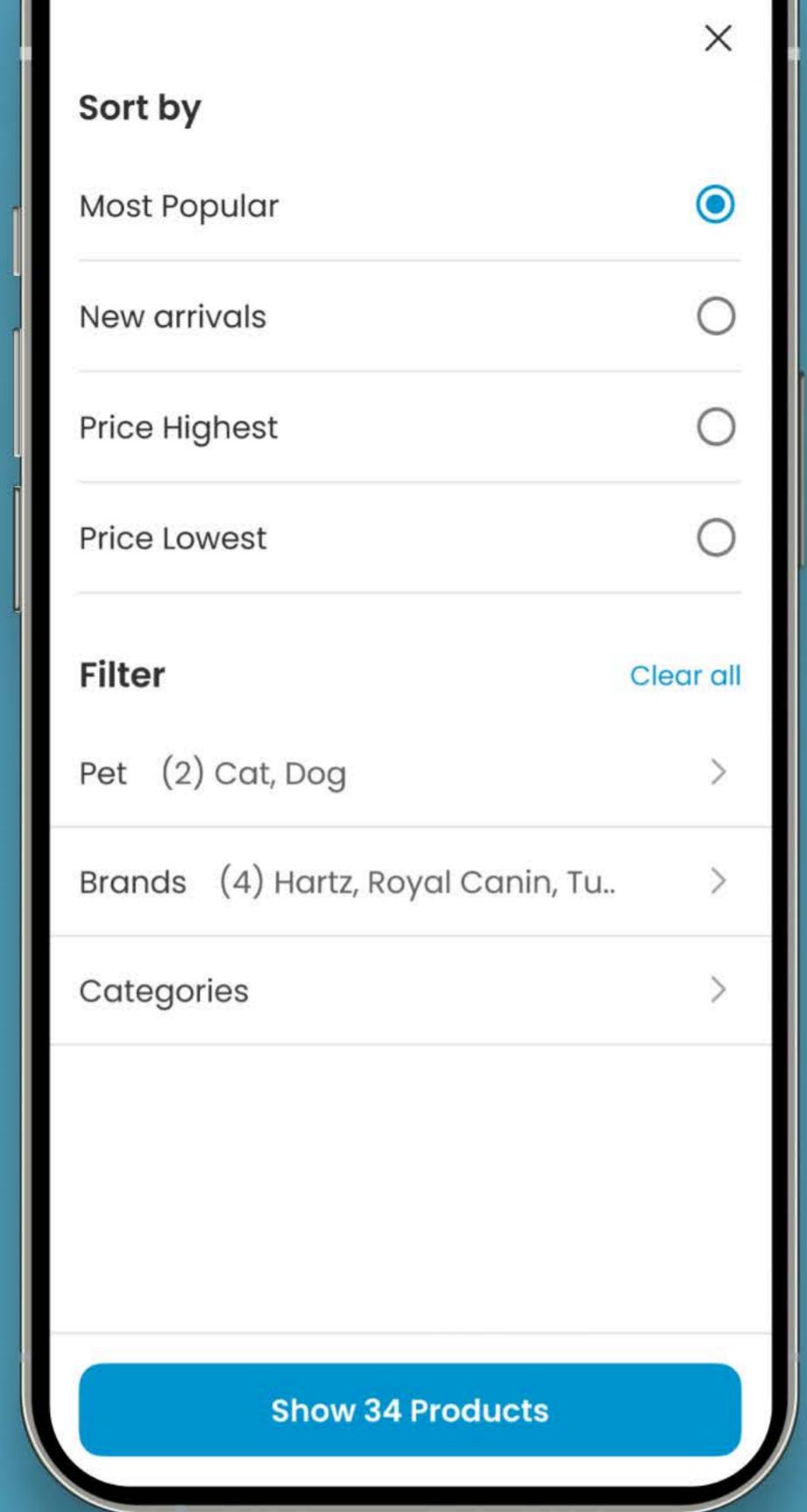
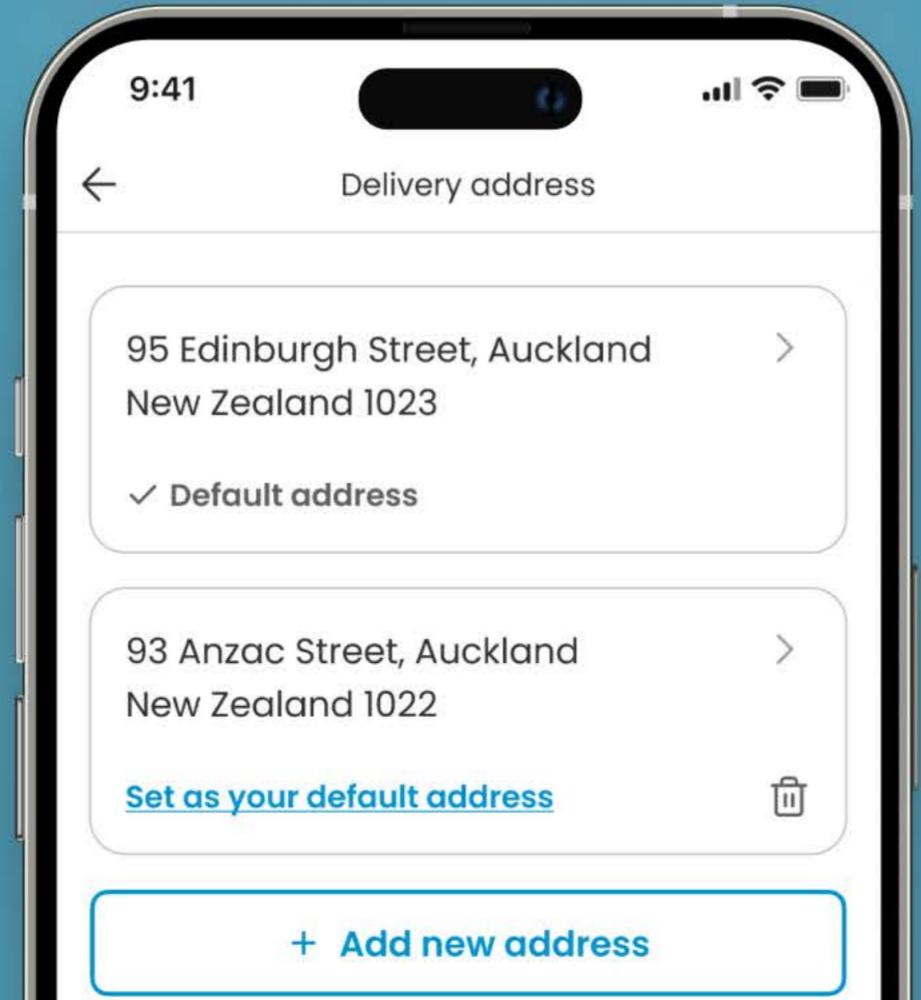
Checkout

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.

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

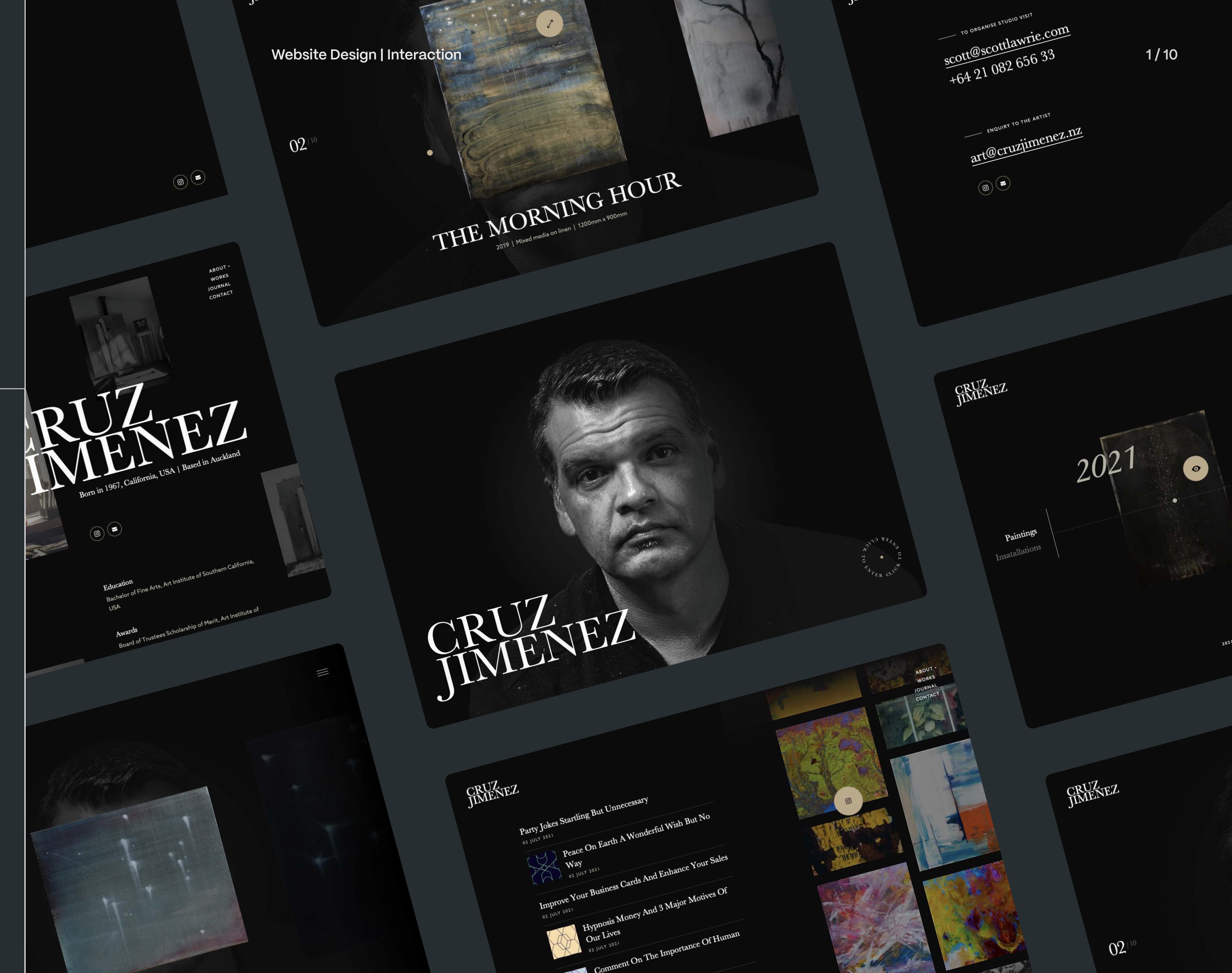
TOOL

Sketch, Photoshop

LIVE WEBSITE

cruzjimenez.com

Website Design | Interaction



TO ORGANISE STUDIO VISIT
scott@scottlawrie.com
+64 21 082 656 33

ENQUIRY TO THE ARTIST
art@cruzjimenez.nz

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.

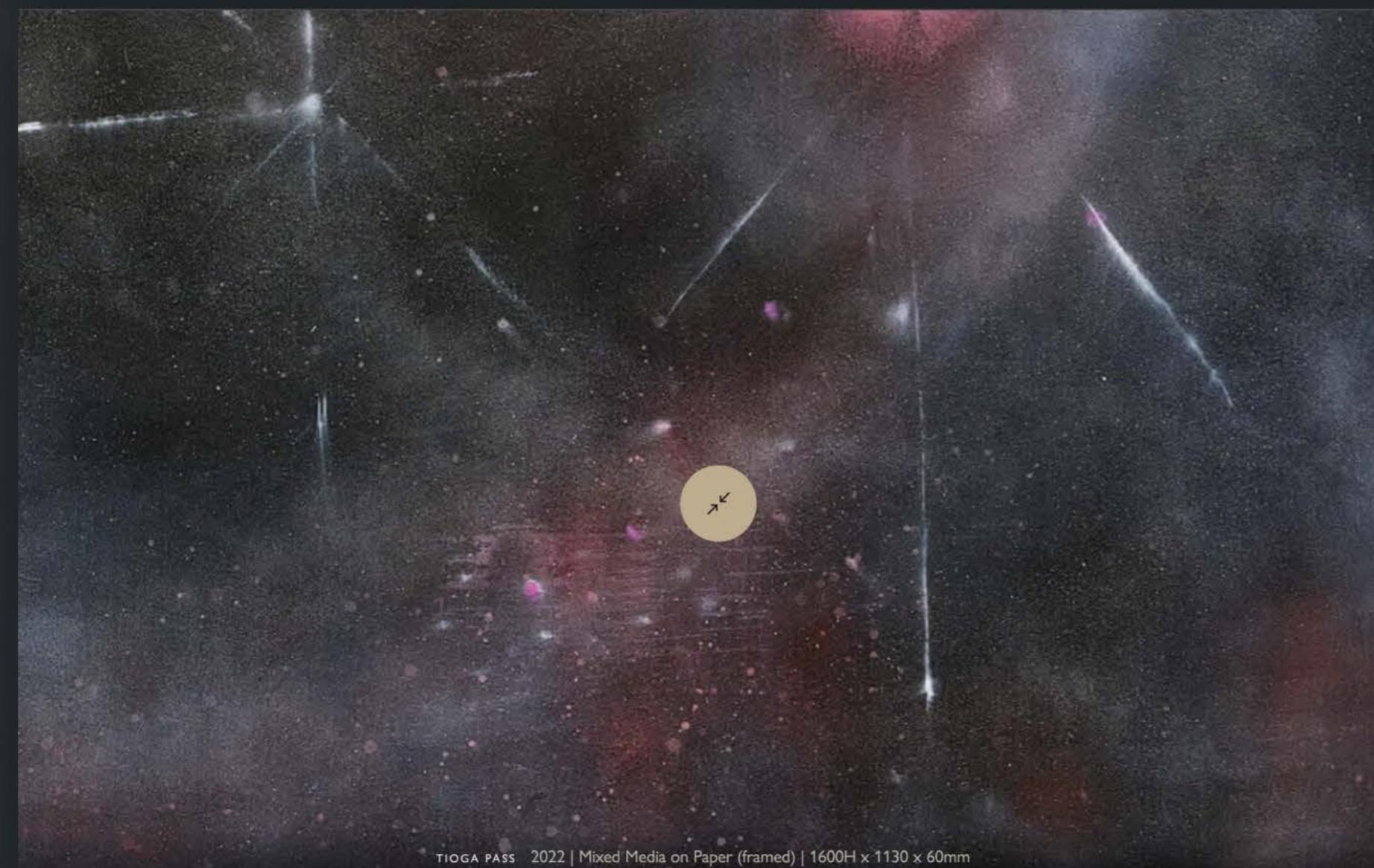
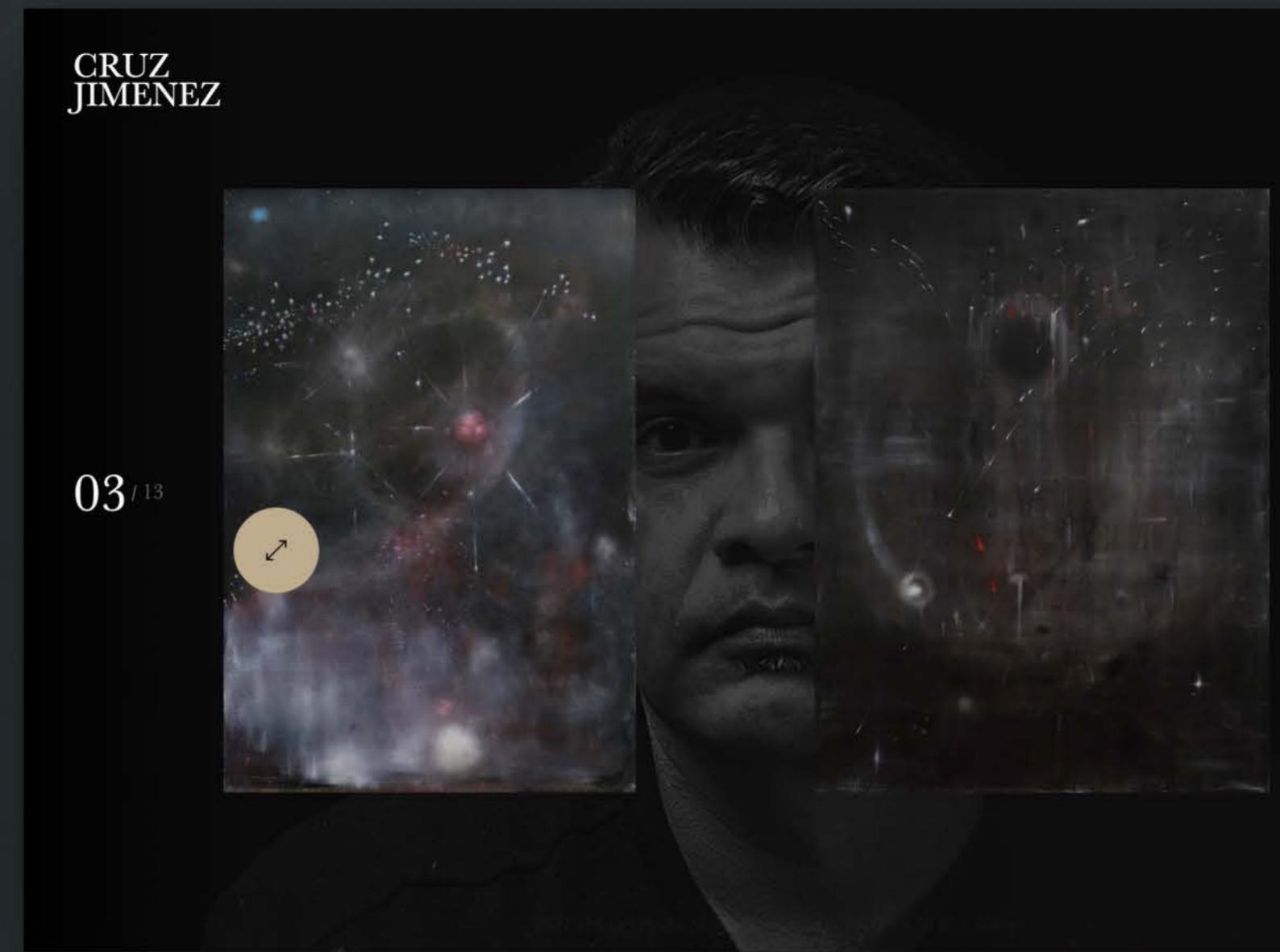
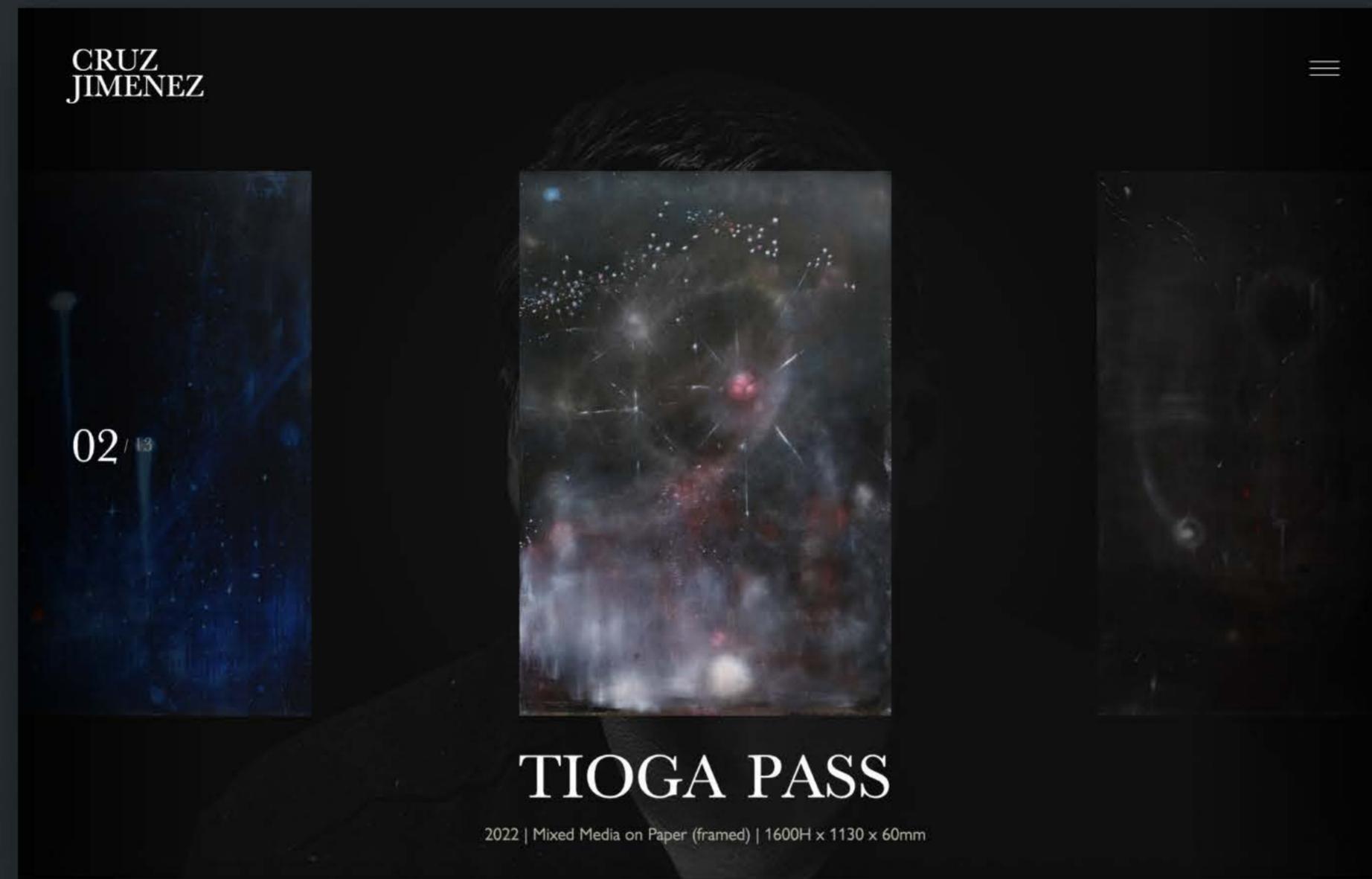
Gallery

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

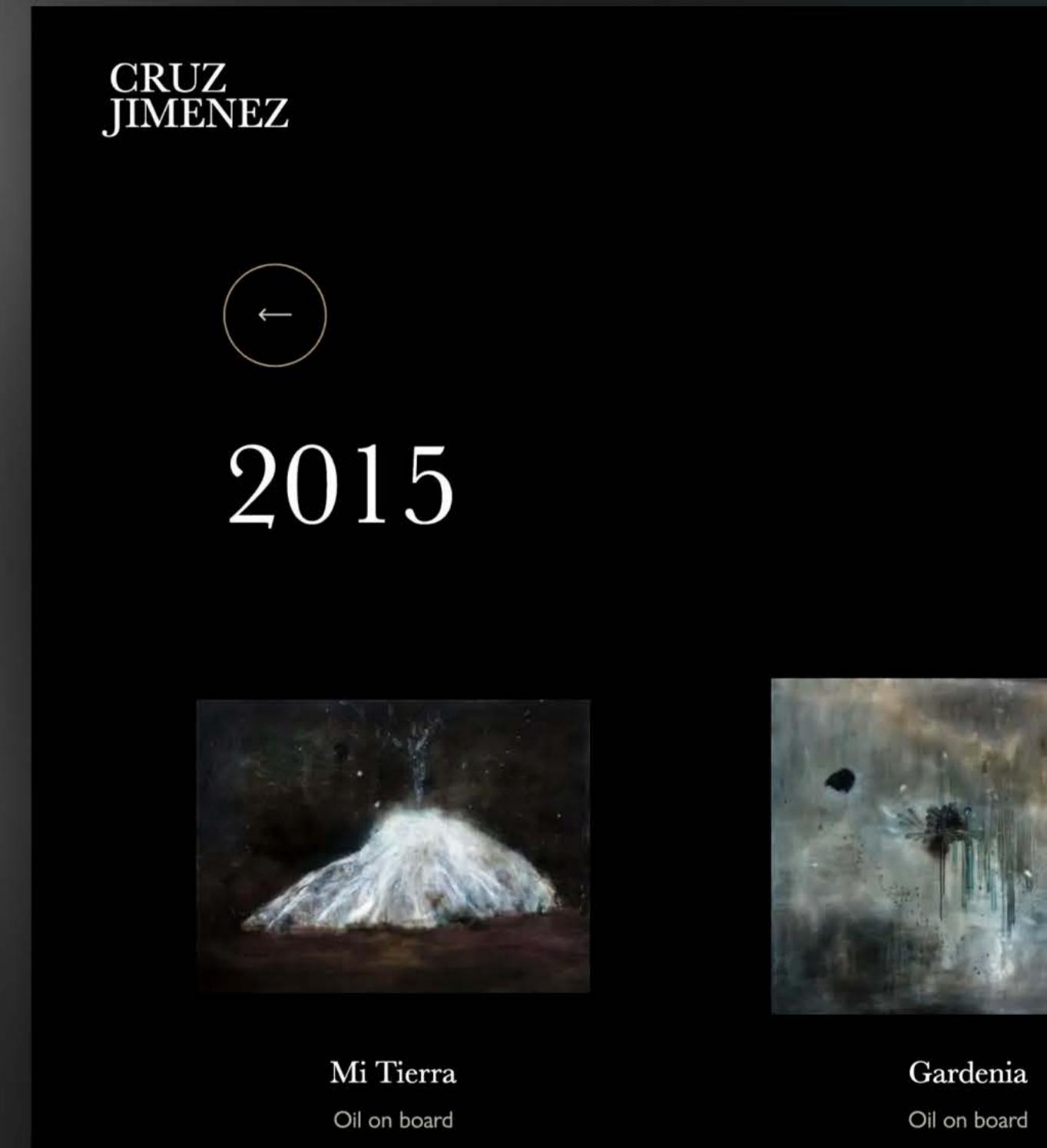
The functionality allows users to view each artwork in detail, enabling panning for a closer view and a simple click to zoom out.



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

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'

Other pages



CRUZ JIMENEZ

←

A Brief History of Creation

02 JULY 2021

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

As the exhibition title suggests, Thoughts of Memory is a deeply reflective show for the artist. Abstract nostalgia from artist Cruz Jimenez's life in both California and New Zealand is transferred to his canvases in an evocative wash of dripping golds with a more solid memory forming from time to time.

Growing up in California, Jimenez recalls on fragments of his childhood, the magic and excitement of Christmas Eve and the Morning Dew on his grandparents' gardenias.

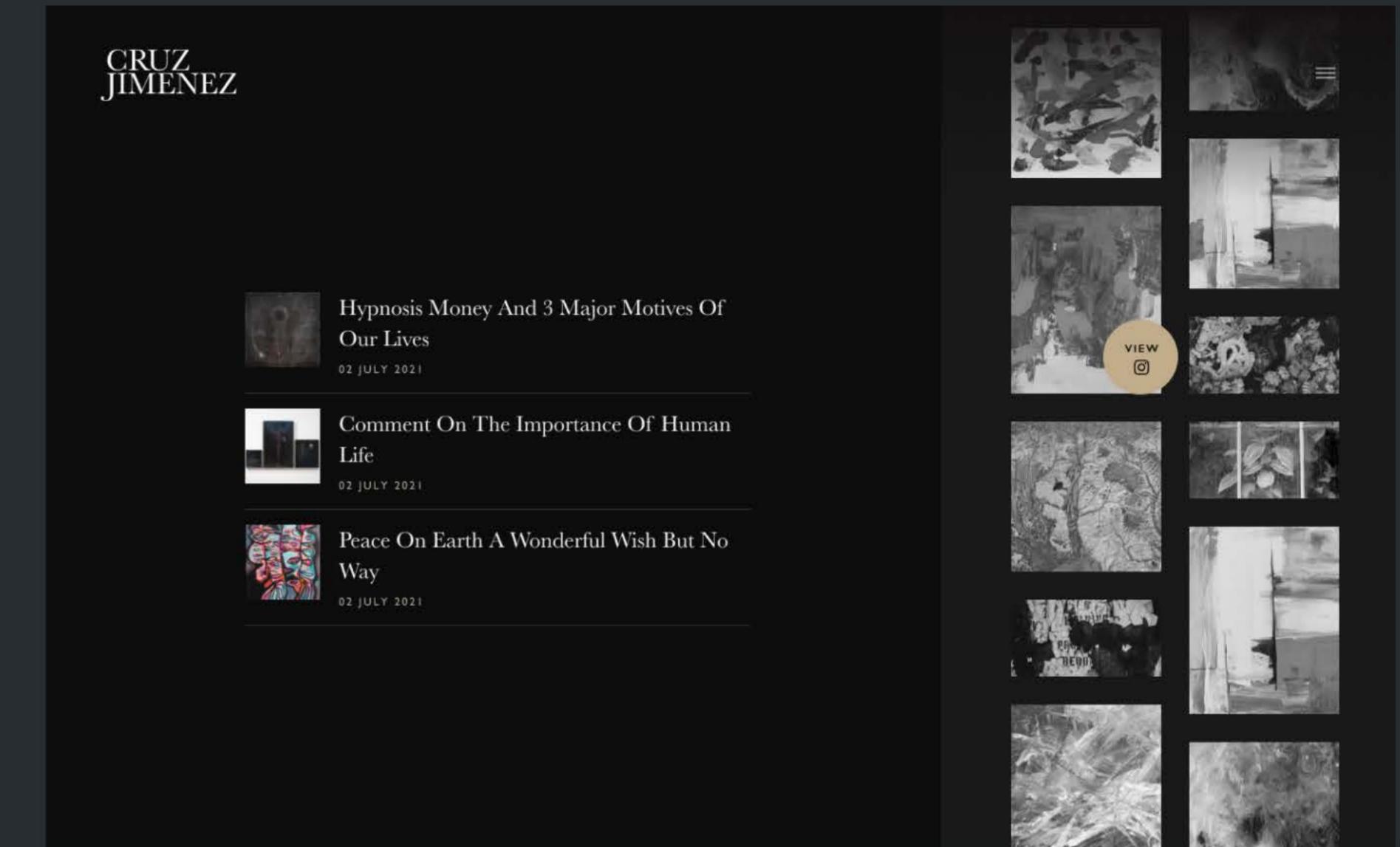
This beautifully gestural series of works are awash with both emotion and pigment. While the content is greatly personal to the artist, the canvas invites the viewer to create their own interpretation of the work and leaves space to reflect on their own feelings of nostalgia.

≡

Twitter icon

LinkedIn icon

Facebook icon



CRUZ JIMENEZ

Hypnosis Money And 3 Major Motives Of Our Lives
02 JULY 2021

Comment On The Importance Of Human Life
02 JULY 2021

Peace On Earth A Wonderful Wish But No Way
02 JULY 2021

≡

VIEW 



CRUZ JIMENEZ

TO ORGANISE STUDIO VISIT

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[+64 21 082 656 33](tel:+642108265633)

ENQUIRY TO THE ARTIST

art@cruzjimenez.nz
[+64 21 060 8402](tel:+64210608402)

≡

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



Home

About

Works

Journal

Contact

≡

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Instagram icon

Email icon

Styles

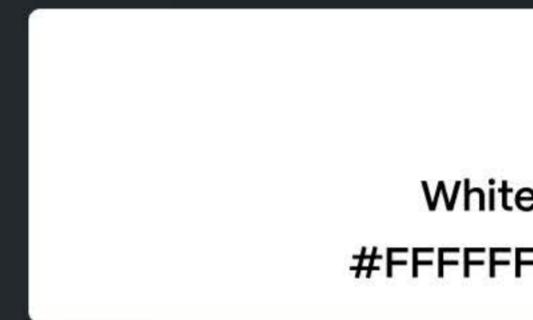
Title

Baskerville URW

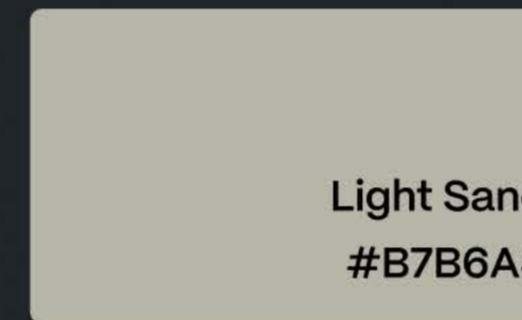
Body

GILL SANS NOVA

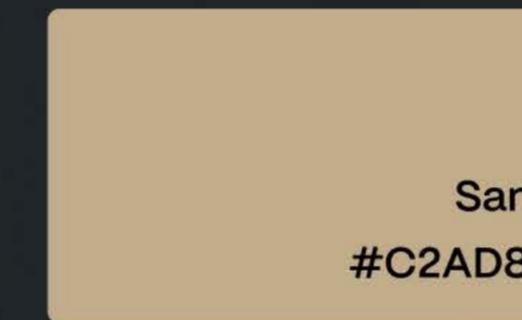
Colour



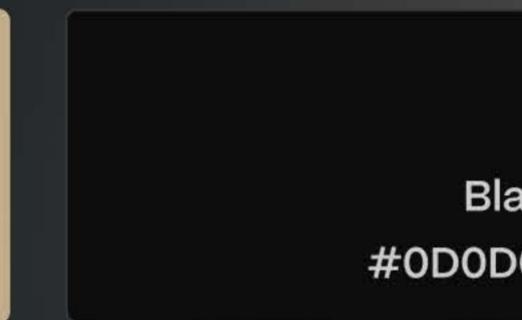
White
#FFFFFF



Light Sand
#B7B6A8



Sand
#C2AD8B



Black
#0D0D0D

Chose typography and design elements for elegance and readability. A blend of classic and modern styles to convey a professional aesthetic.

Used consistent shapes, including lines and circles, to ensure visual consistency and provide a unified experience for users.

Selected colours that harmonise with the artist's painting style, often featuring dark and earthy tones alongside mythical themes

Design elements

CLICK TO ENTER
CLICK TO ENTER
CLICK TO ENTER
CLICK TO ENTER



2021

2007

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.