

PORTFOLIO

UI, UX, Branding and Graphic design

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Skolkollen

Skolkollen is a new platform where you can collect statistics and compare information about all schools in Sweden.

Project

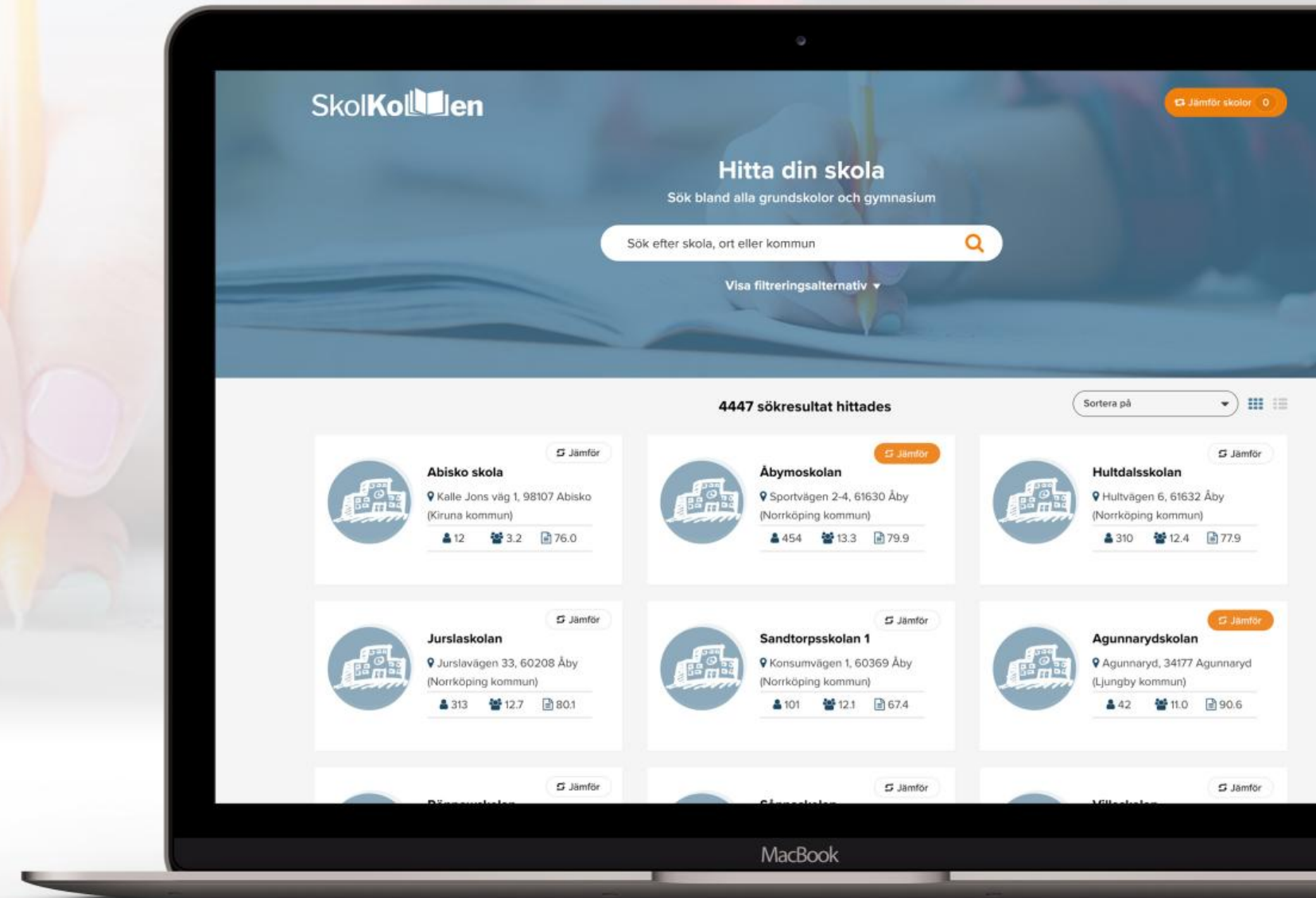
The goal was to make the platform as simple as possible, **for parents and students.**

The goal is to provide relevant information about schools around the country.

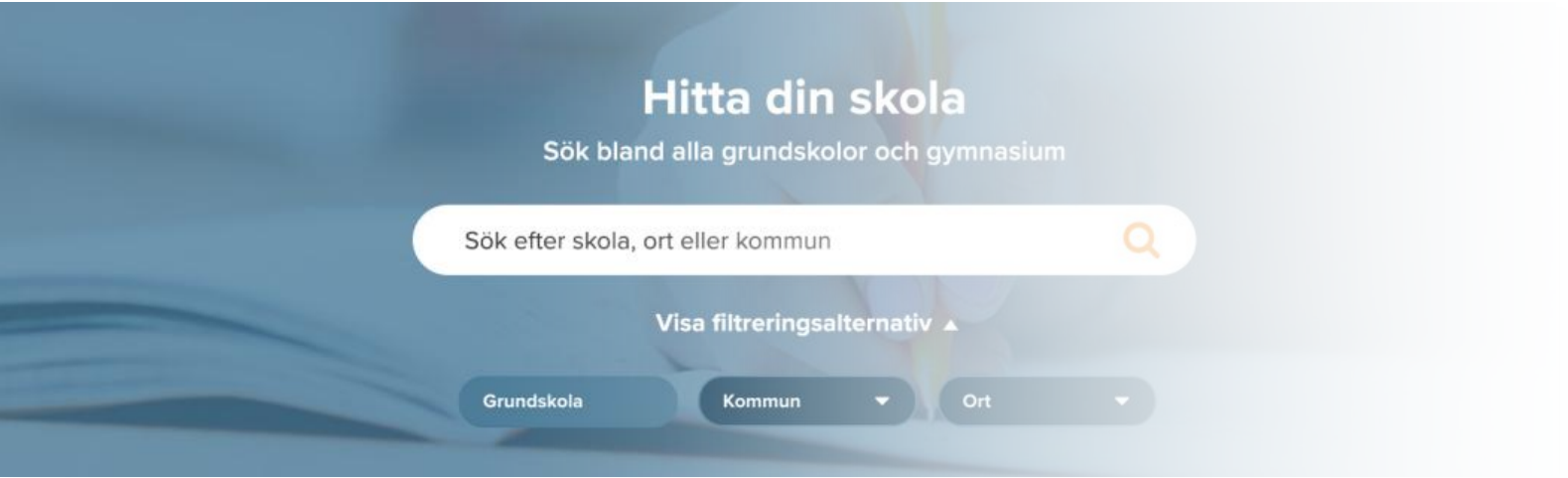
Mission

Create an easy-to-understand UI that appeals to young people as adults.

Visualize important information in a simple and user-friendly manner.



UX DESIGN PROCESS



Filter

Visitors can search and filter schools based on geographic area and school type.

The user can either use the big search box or use the filter buttons to find the right school.

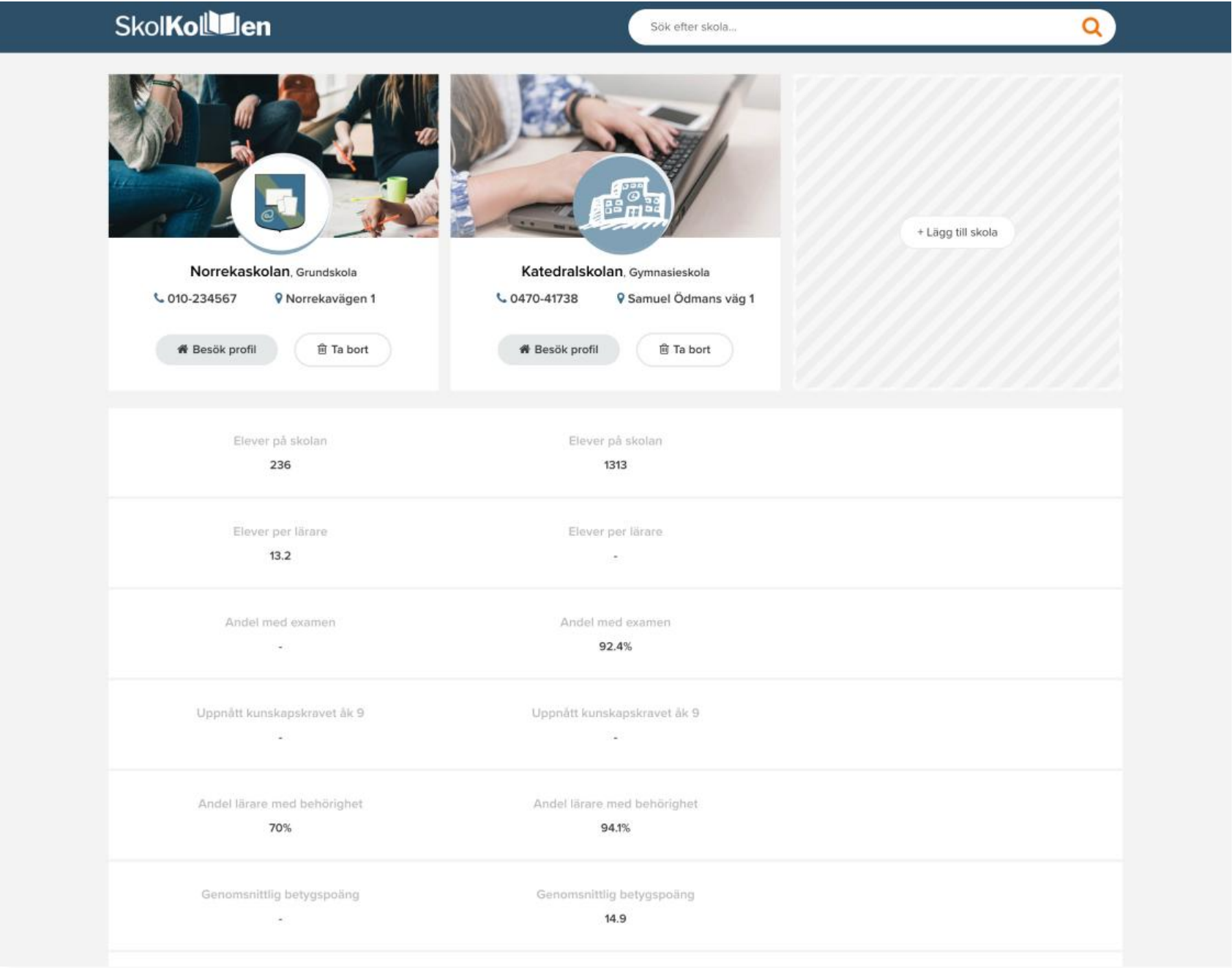


Search result

The result shows the main information about the school such as number of students, students per teacher and merit points.

In the upper corner, the user can find a compare button, that puts the school in a comparing list.

UX DESIGN PROCESS

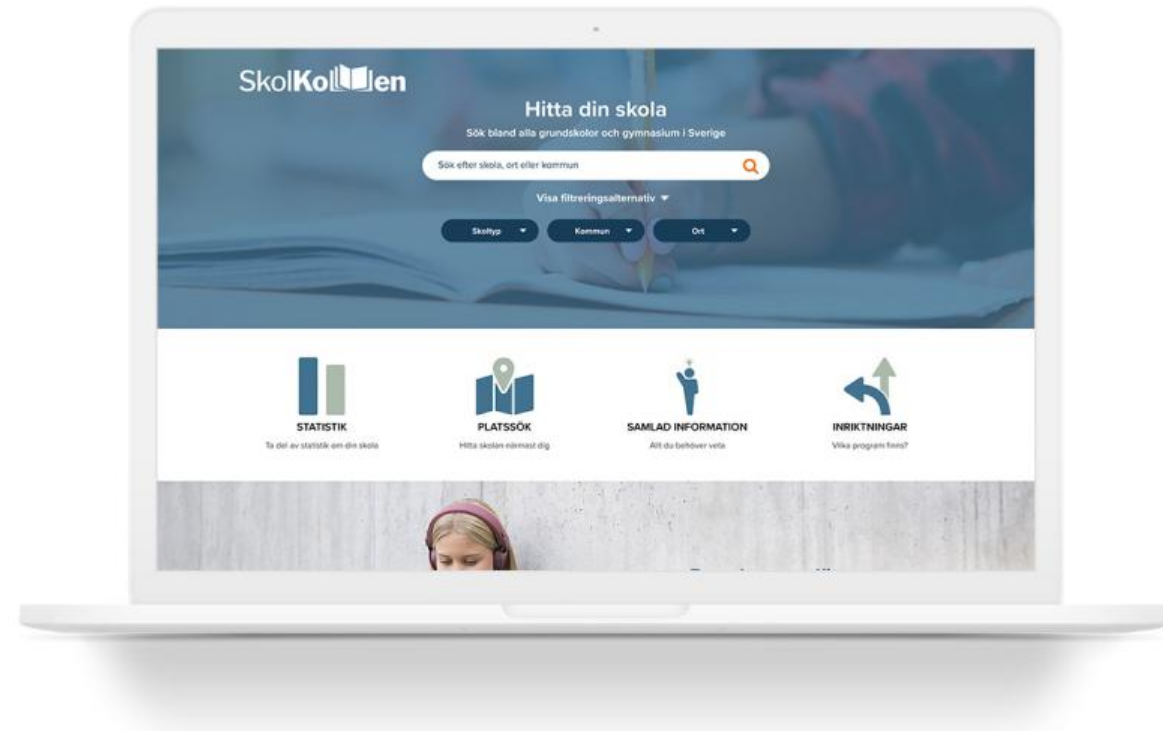


How can the user compare the schools in an easy way?

The user can compare up to three schools with each other in this view. This makes it easier for the user to compare the different information and statistics.

From this view, the user can either go to the school profile or remove the current school to add another one.

UI DESIGN PROCESS



Authoritative



Reliability



Calming



Attention

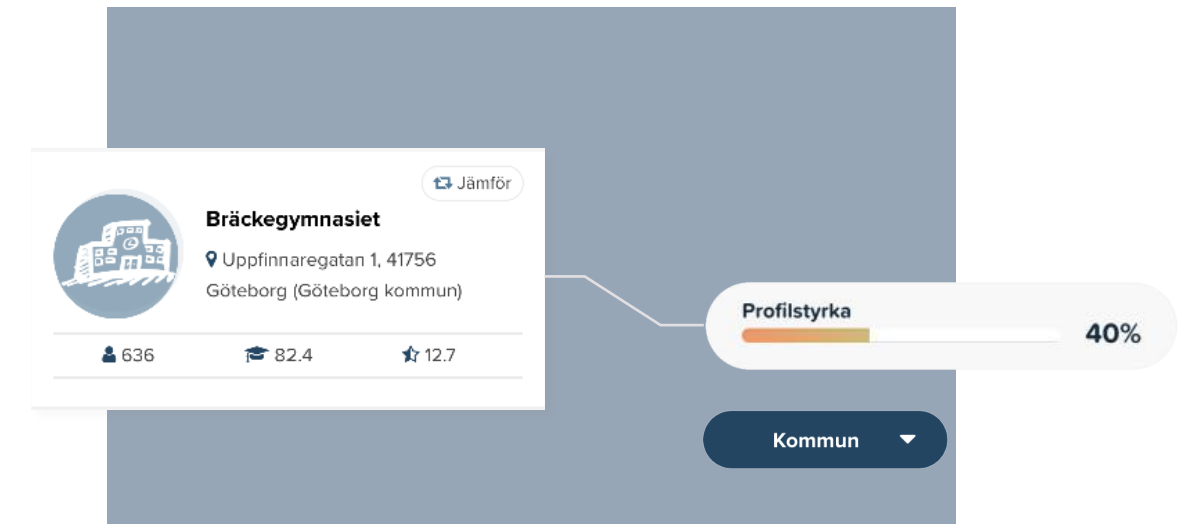


COLOR CHOICES

The color makes the viewer feel safe and **secure** and **creates trust in the company**. Blue is also associated with loyalty and calm.

SHAPES

Rounded shapes gives the brand a more organic and **friendly feel**.



Fogmaker International

Website for Fogmaker, company that works with fire suppression systems for engine compartments.

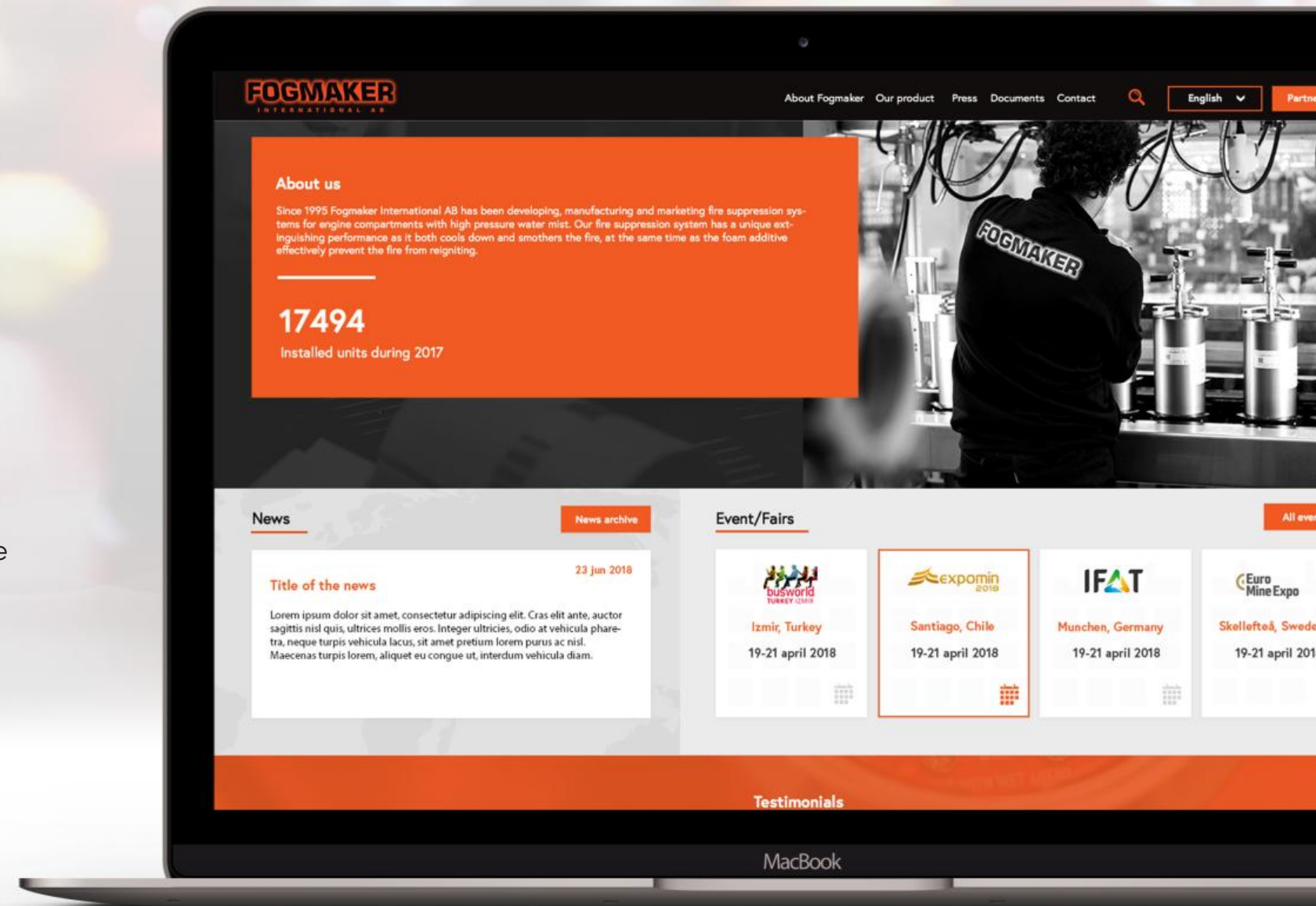
Project

The client was asking for a new website that would reflect the **internationalization of the company**.

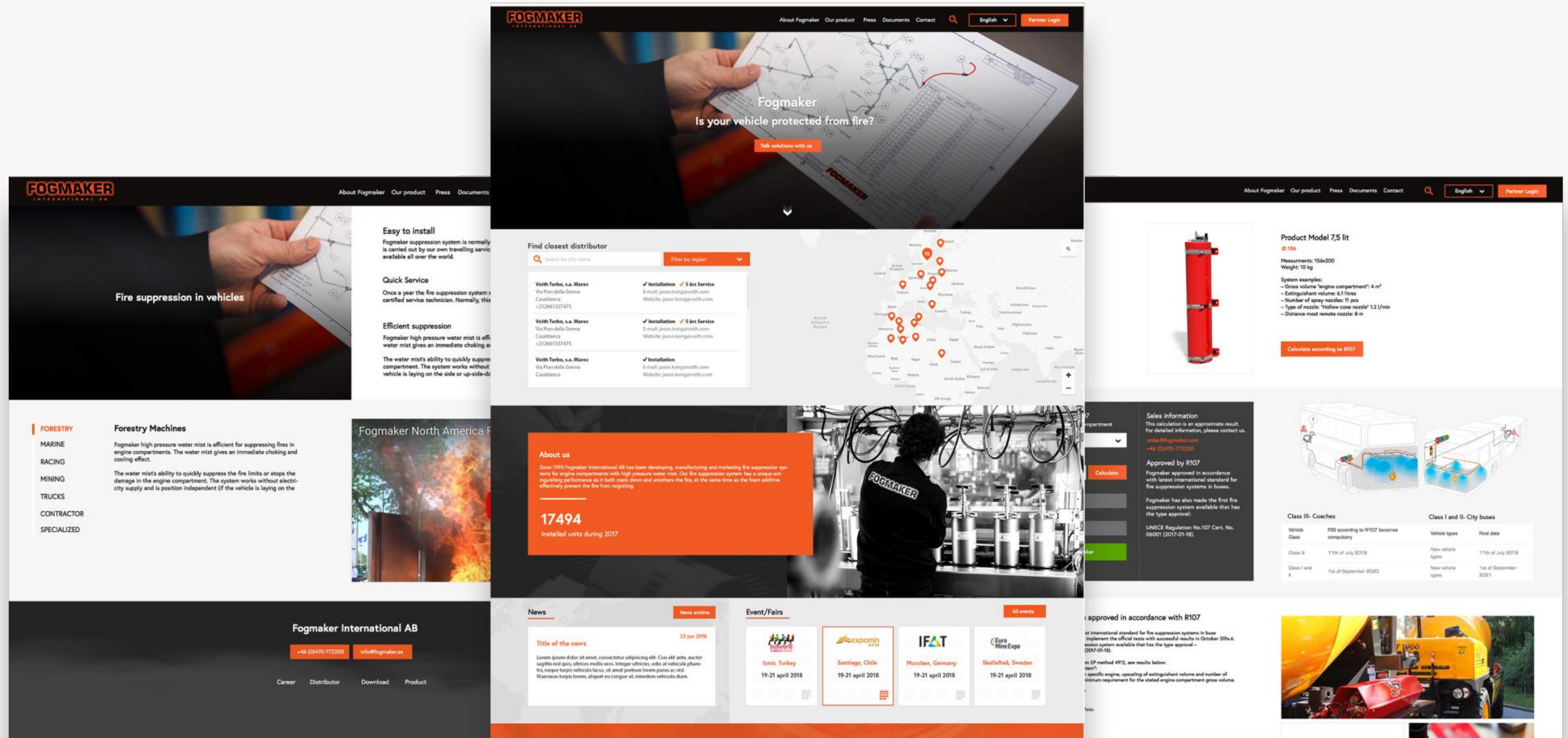
Mission

Convert their new graphical profile to the website

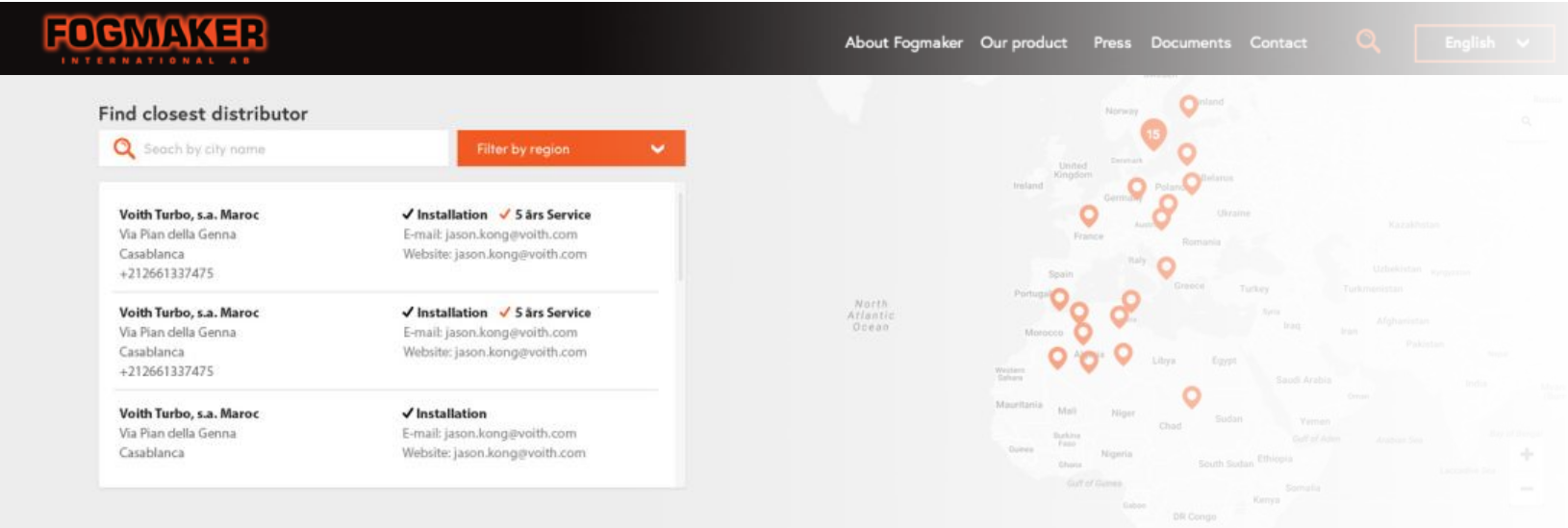
Focus on making a great user experience and eye-catching UI that inspires and feels global.



FINISHED PRODUCT



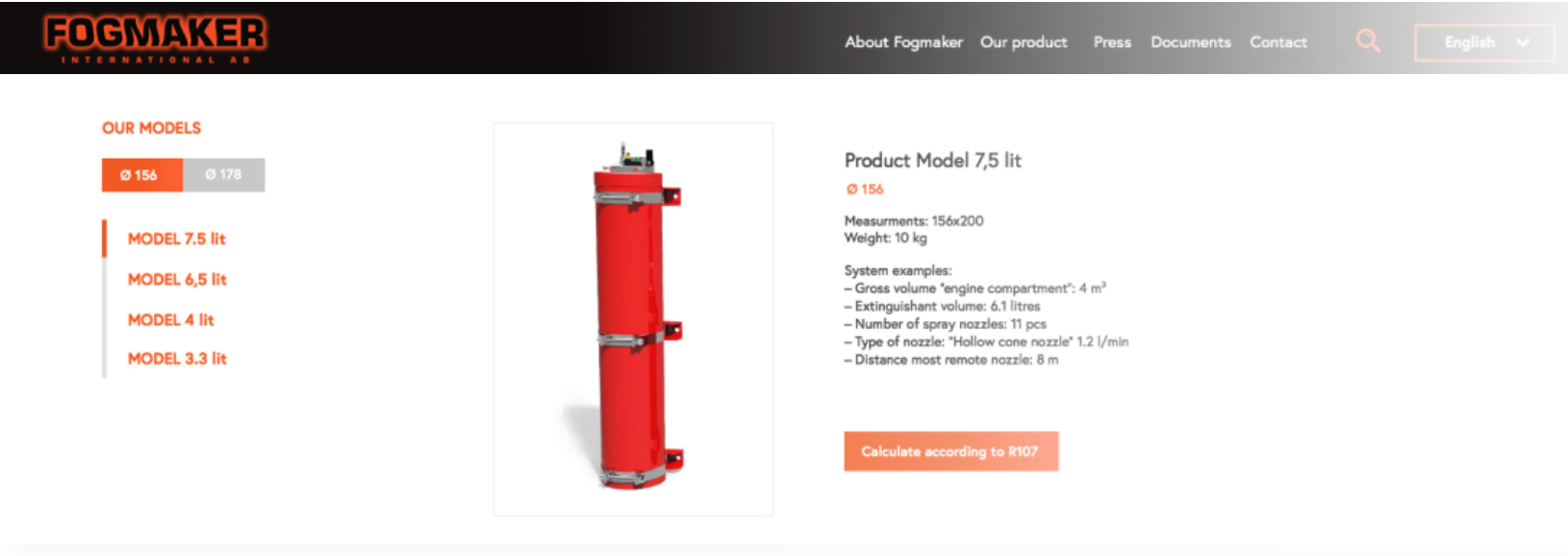
UX DESIGN PROCESS



Map of their distrubators

Fogmaker wanted a map solution for their users to find the closest one or choosing region.

The map does also give the user the option to filter through the distrubators depending on the service they provide.



Product page and calculator

The product page is made to let the user switch between the different sizes and models.

The calculation is a tool used to get an exact amount of products you need, for your type of vehicle. **The calculator simplifies the step between the user and company.**

Persson & Thorin

Website for an accounting bureau.

Project

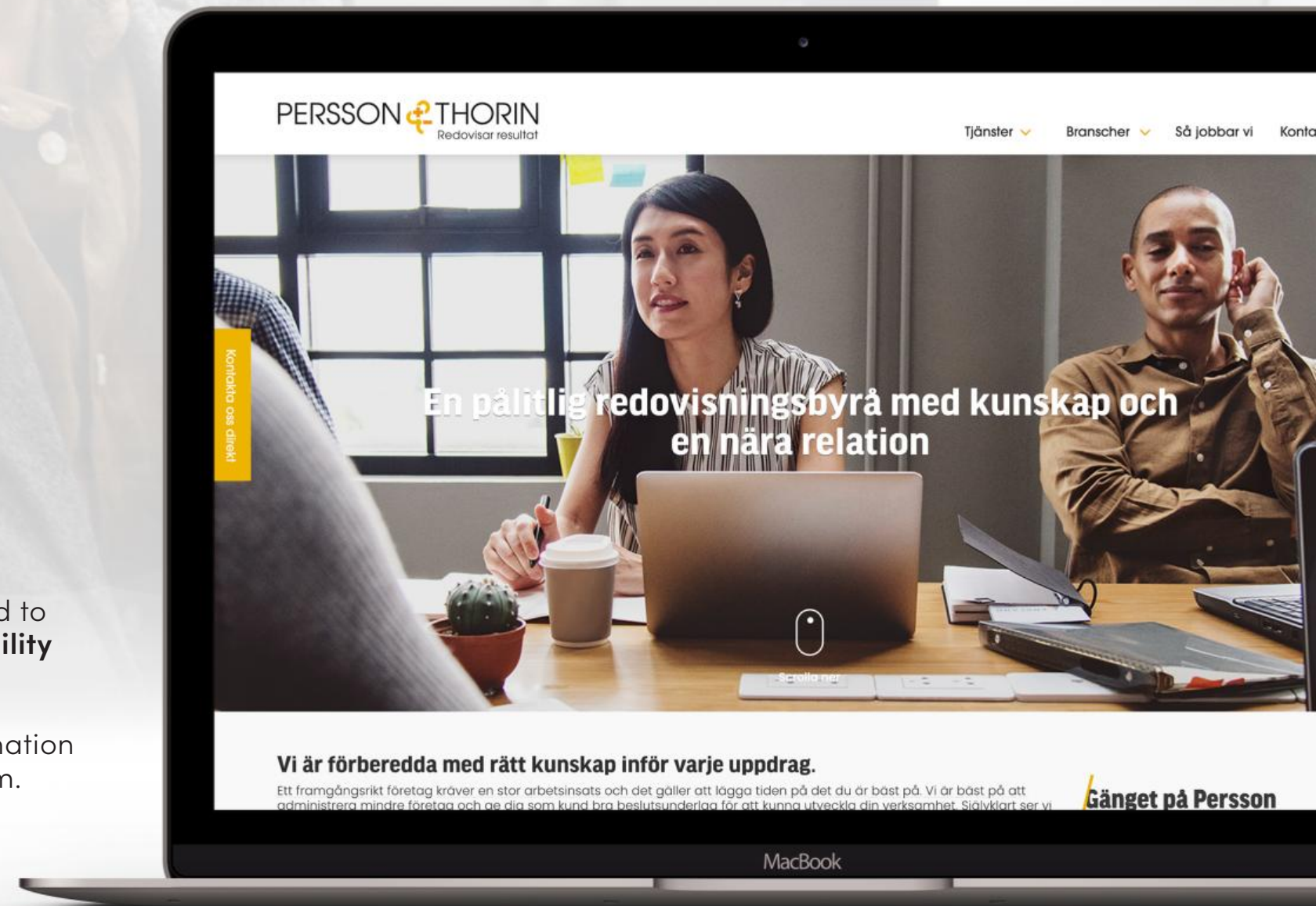
Persson & Thorin's previous website was outdated and contentless.

The goal was to launch a modern, selling and brand-building website.

Mission

Mediate their key words connected to their company: **Knowledge**, **Reliability** and **Near**.

Easier for users to find right information and make it simple to contact them.



UI DESIGN PROCESS



At hand for their customers

A personal contact box with color and kindness.



Knowledge

Showing their value words i a slider, combining picture and text.



Reliable

A big area displaying different references with a related quote.



Bror Pehrssons möbler

Interior and furniture online shop

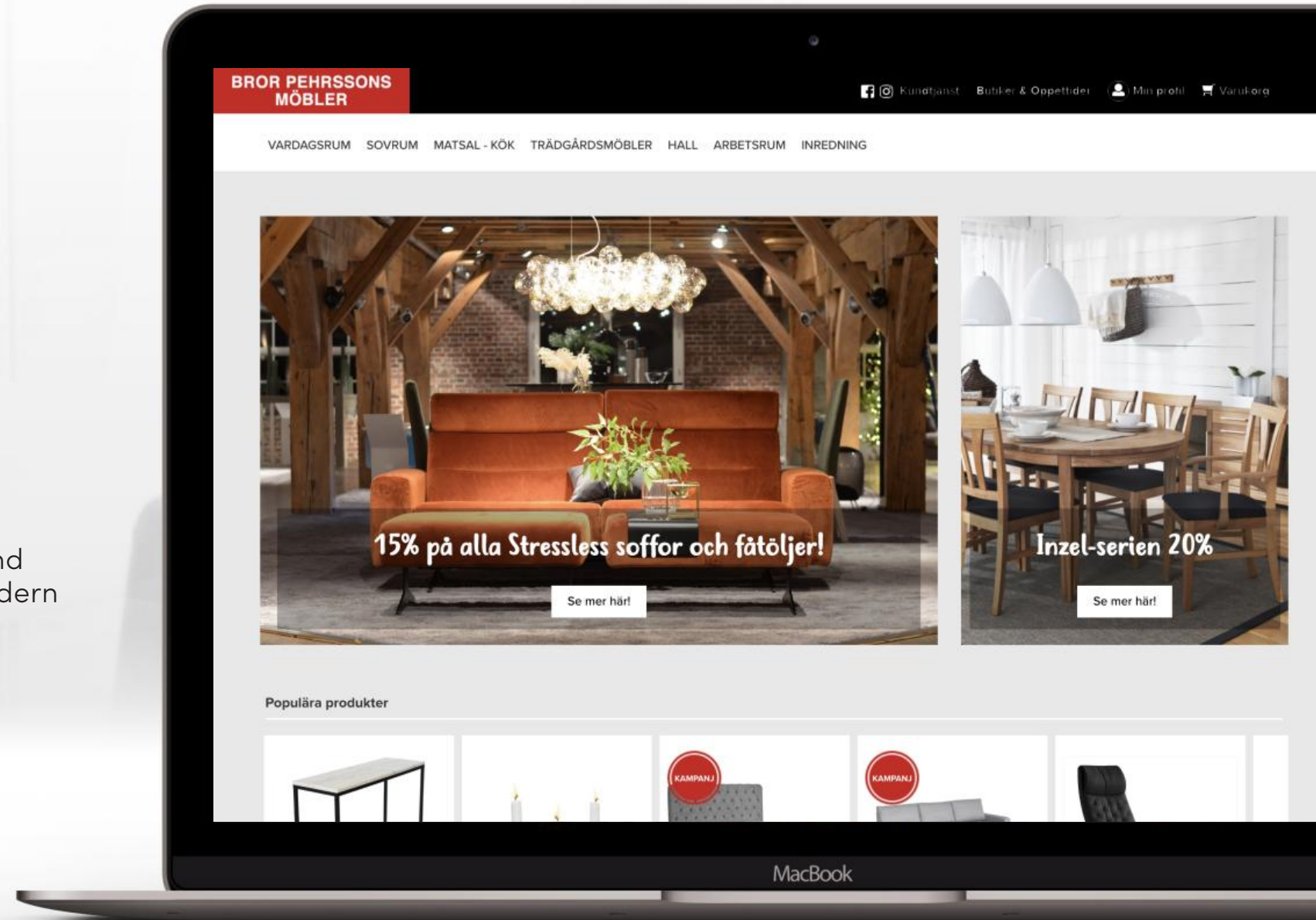
Project

The store wanted a redesign of their webshop and wanted a modern but yet classic look to present their products.

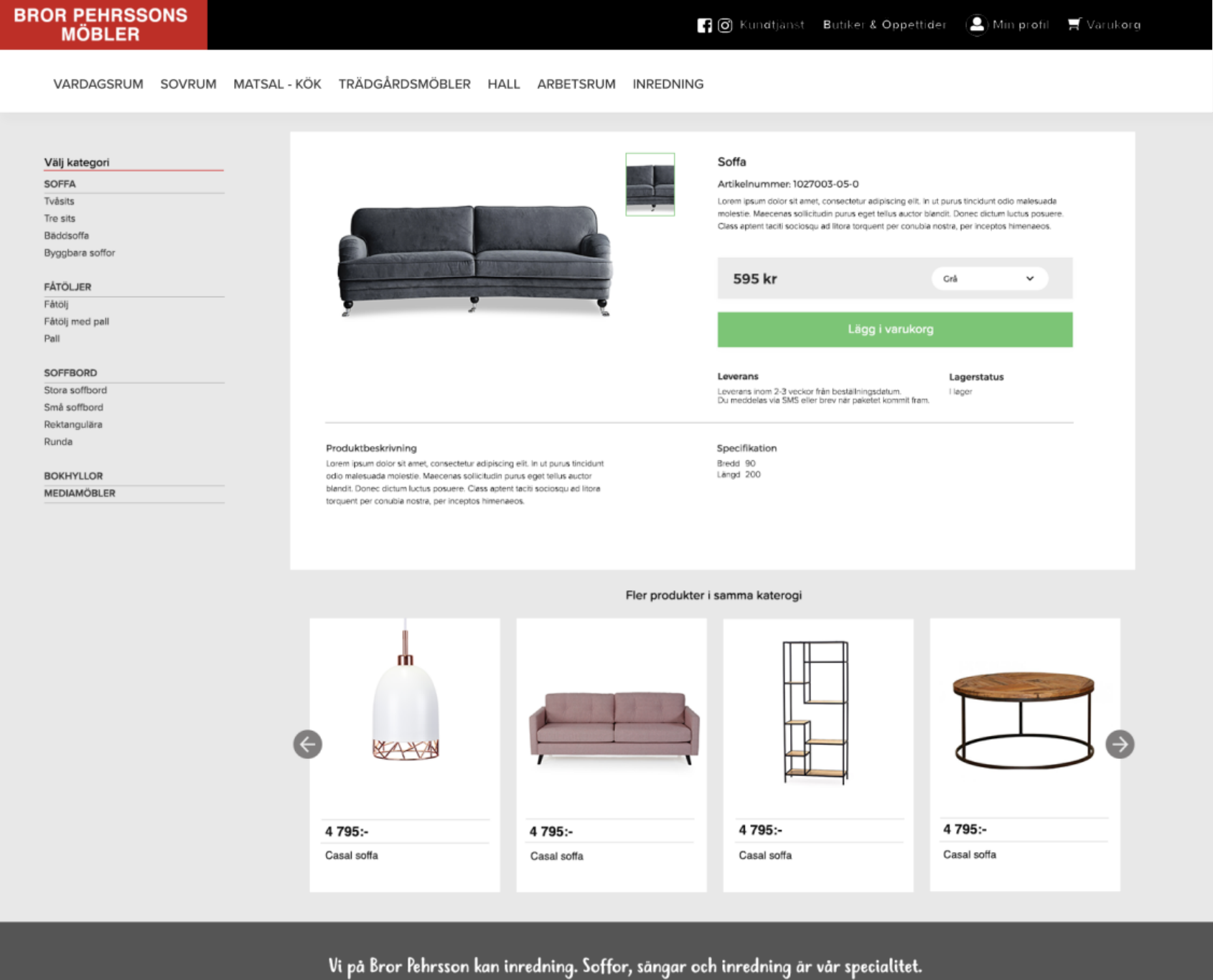
The store sell a lot of different styles and brands, so the mission was to gather everything to get a uniform look.

Mission

Focus on user-friendly design and upgrade their webshop to a modern look.



UI DESIGN PROCESS



Product page

The goal was to make a product page where the user get all the information in one frame.

The user doesn't need to scroll or use tabs to find the information about the product. The structured view helps the user to get the details and lead them to making a purchase.

Similar products are showcased in the bottom and are based on the product category.

Hälsans hus

Website for a local gym in Sweden

Project

Hälsans hus wanted a new website and identity branding, with a modern look with a great usability.

Focus on a personal and genuine identity and easy navigation.

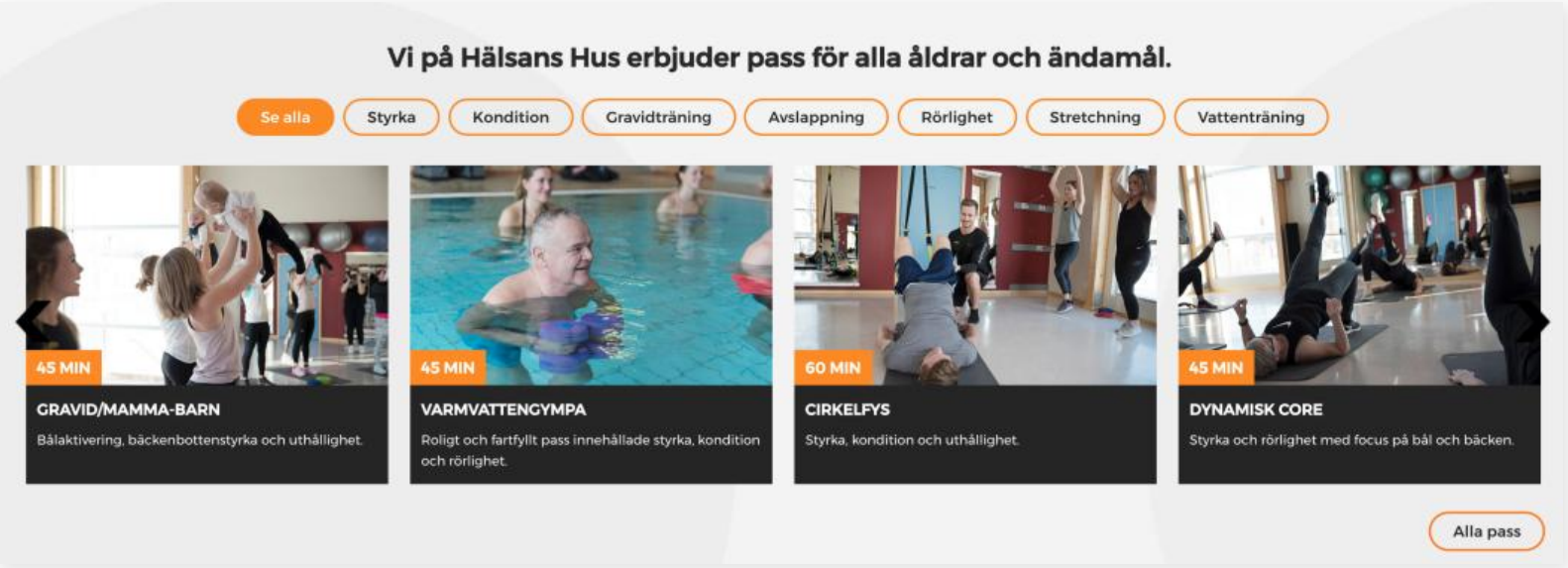
Mission

Give the gym-company a graphic identity since they didn't have one before.

There are plenty of smart highways to filter and see all the activities they provide.



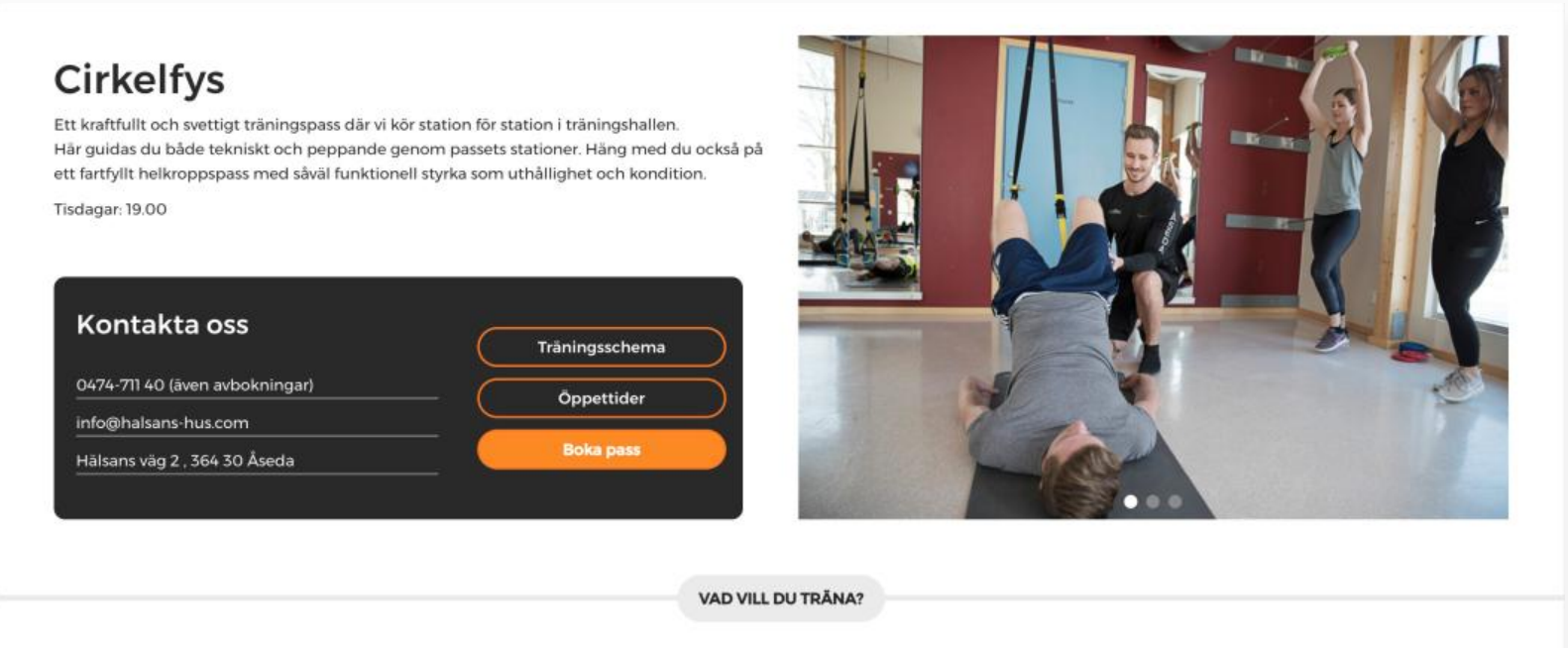
UX DESIGN PROCESS



Important UX features

The gym offers a lot of variation of workouts, everything from spinning to different water-training. Therefore I belived it was an important quality to be able to **filter based on your interests.**

I also choose to **highlight the duration of the workout** since it is often highly requested.



Focus on information and conversion

The contact box is recurrent on every page, where you have the option to come in contact with the employees or book your workout. This is a helpful feature to guide the user into making an action.

Öjaby Herrgård

Hotel and restaurant located in a beautiful mansion in Småland.

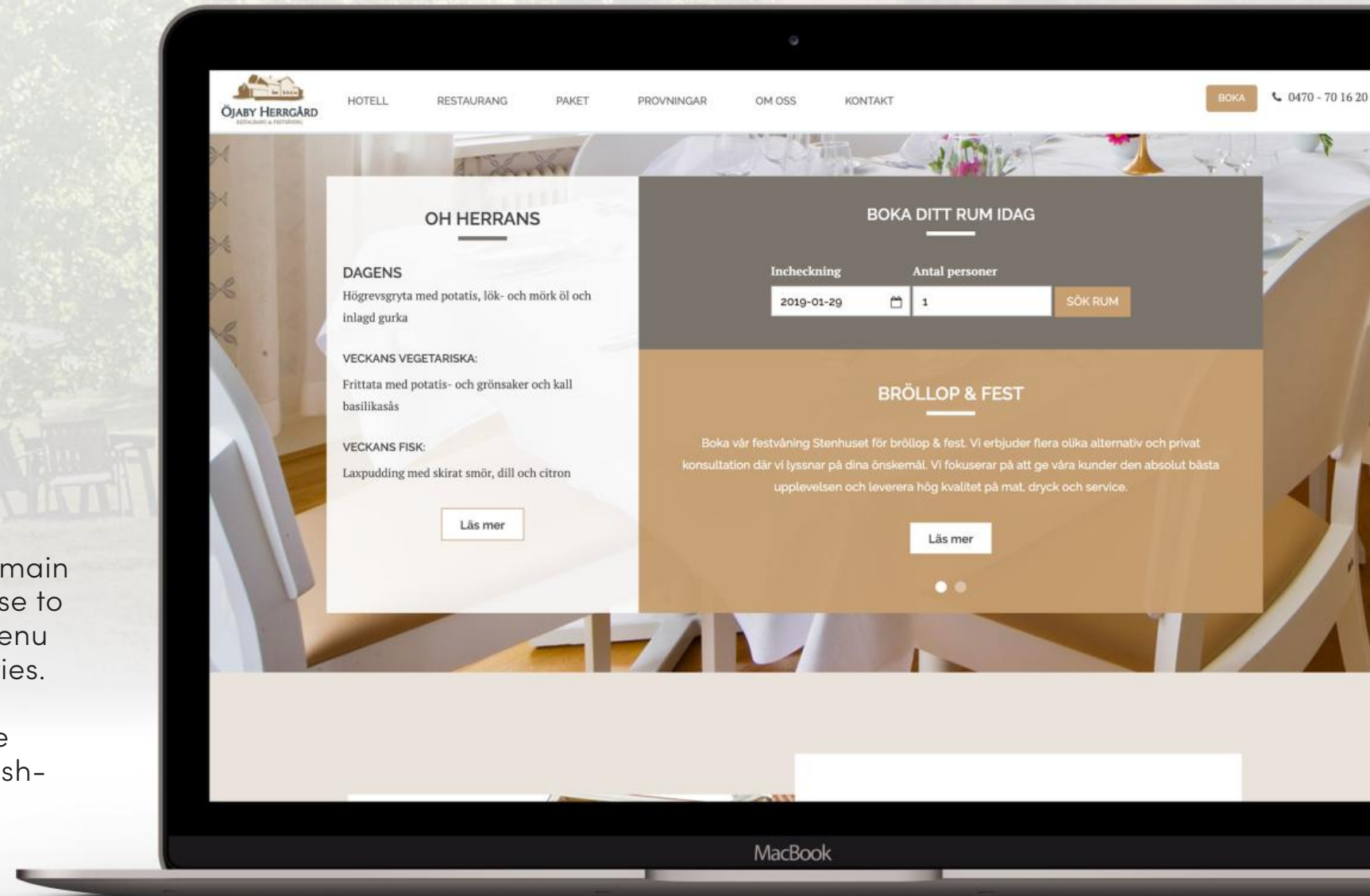
Project

Redesign of the start page for the hotel and restaurant called Öjaby Herrgård. They wanted to show as much as possible on a small space.

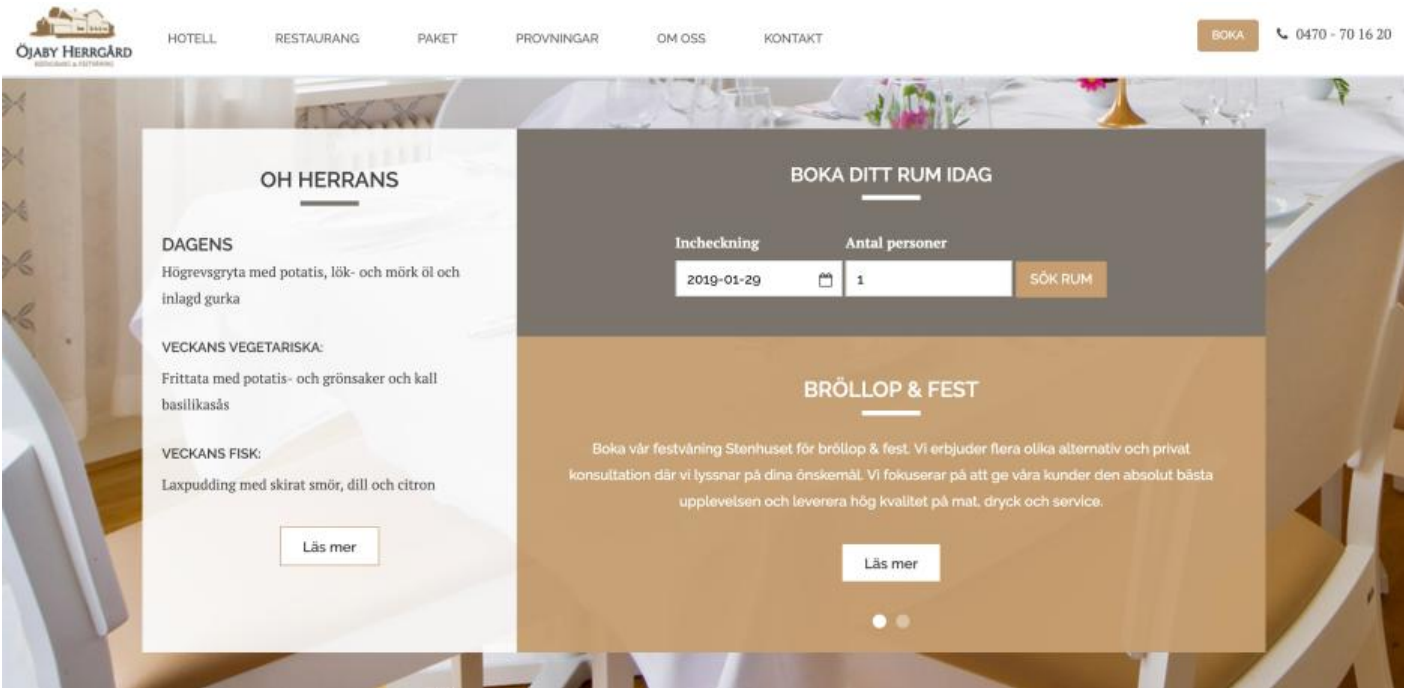
Mission

The user should see their three main categories immediately and choose to either book a room, view the menu or read more about their activities.

Display the daily menu from the restaurant with automatic publishing on the website.



REDESIGN



New

Important UX feautures

The company is mentioned for their service and good food served in a manor house environment and wanted this to be perceived by the design.

The main thing was to gather **the four previous boxes** into **one unit** and use the surface **more efficient**.

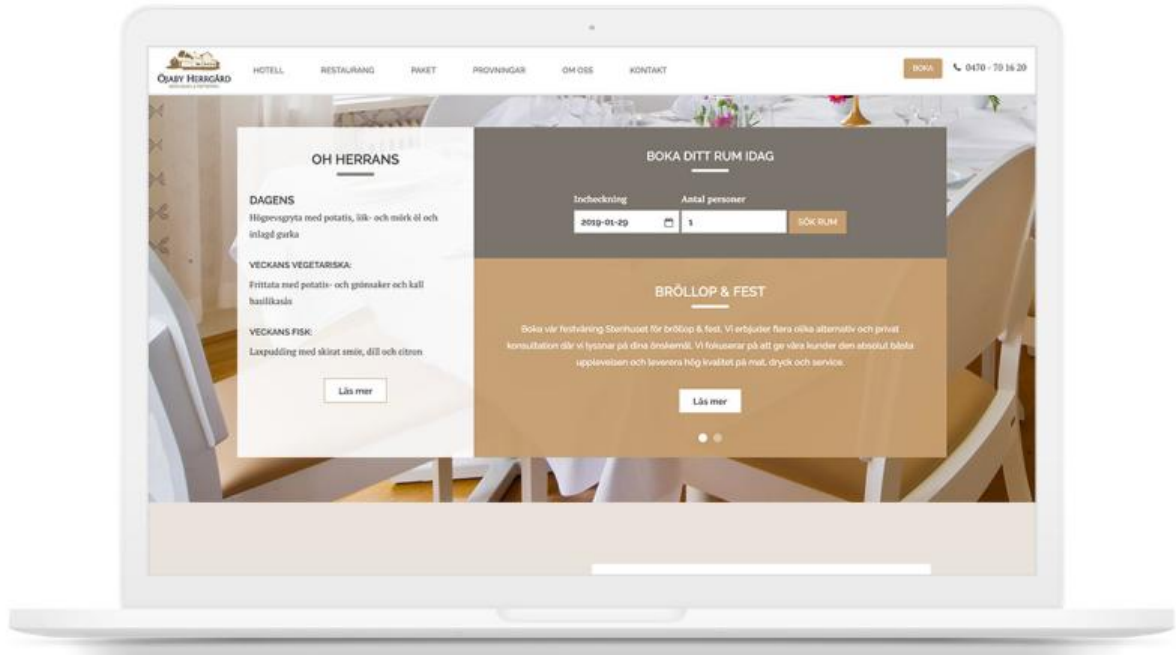


Old

Focus on information and conversion

In the old design, the different areas was divided in the colored boxes and the daily menu didn't get the space it needed. In this design the events has their own box and the space was not used in an effective way.

UI DESIGN PROCESS



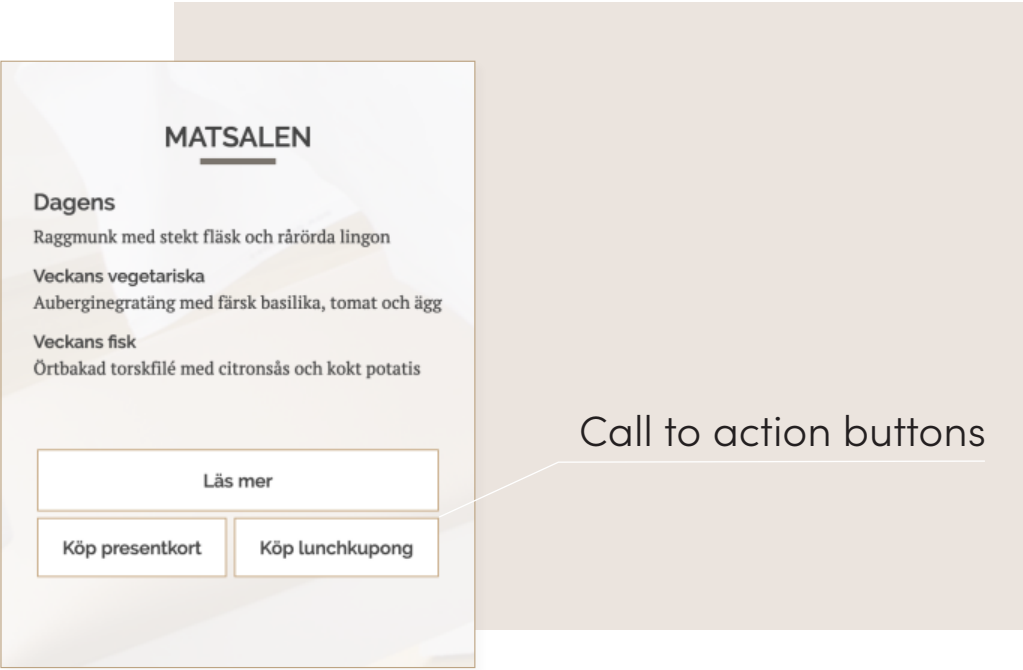
Authoritative

Responsible

Calming

COLOR CHOICES

I chose to go back to the more traditional look and worked with the brown colors that was already integrated to the website. I divided the different areas into blocks. The booking part got a darker color to catch the eye.



Call to action buttons

FUNCTIONS

Displaying the daily menu from the restaurant with automatic publishing on the website.

With simple buttons, the user can choose to either read more about the menu, buy a present card or lunch-coupon.

GRAPHIC DESIGN

BULLET PROOF MANAGER

Invävda komponenter

1 Kontinuerlig inlärning

2 Omfattande skriftligt material

Dela med andra

4 Finslipa inlända färdigheter



Stöd via webben

Kompetensutveckling innebär ett ständigt lärande. Därför erbjuder BulletProof Manager en innehållsrik och pedagogisk webbplats där deltagarna kan ta del av filmmaterial, göra utvärderingar, läsa kunstarter och studera kursrelaterade artiklar.

På webbplatsen finns också uppföljningsövningar som är utformade för att hjälpa deltagarna att förstärka inläringen och lära sig mer om de områden som ingår i Bullet-Proof Manager.

Våra föreläsningar under året

[illegible]

Crestcom

Crestcom offers leadership development programs for managers and sales representatives.

They wanted to update the press materials to create better conditions for marketing and selling the concept.

Uppvidingehus

Uppvidingehus offer attractive housing and commercial premises in beautiful and safe environments.

Uppvidingehus wanted a folder to hand out to new residents, when moving in. The folder needed to contain a lot of information about the neighborhood and yet feel uplifting.



GRAPHIC DESIGN



Perfecta Pump

A product folder for a pump company. The challenge was to avoid the typical “technical folder”-look, and to fit three languages in one folder.

