

## Curating the Content

**Referring to the homepage wireframe in the project brief, write a short introduction about yourself and select at least 2 pieces of design work to showcase.**

**1. *Write a short 1-to-3-sentence introduction describing yourself.***

Hello, My name is Anu, a UX Researcher based in the Bay Area, California. I am driven by a passion for creating user-centered designs. I am committed to continuous growth and excited to embark on my journey to craft wonderful user experiences.

**2. *For each project, write a short blurb describing your process (1-2 sentences should be enough).***

Olive: A project I embarked during my CareerFoundry UX Design bootcamp. I crafted and delivered an inclusive, user-centric health app using Figma to empower users to achieve their well-being goals.

Bengali Bites: A vibrant restaurant app to allow users place orders and learn about the menu. I seamlessly integrated meal kit orders and an extensive menu into a visually appealing interface, ensuring an enjoyable experience for every user.

***Write an introduction about yourself and list what skills and tools you've mastered. There's no character-count limit, so feel free to add as much information as you'd like.***

About me:

Hello, my name is Anu, a passionate and dedicated UX Researcher and Designer with a passion for understanding users and crafting enjoyable experiences. With a background in front-end development, I've honed my skills to make the complex simple, advocating for users every step of the way.

Skills and Tools:

- **User Research:** Anything from usability testing to ethnographic studies, I understand the importance of user behavior and needs.
- **UI/UX Design:** Using Figma, Adobe XD, and sketch I bring designs to life.
- **Information Architecture:** I have the ability to structure content for optimal user flow and engagement.
- **Prototyping:** Rapid prototyping and creating wireframes are my bread and butter.
- **Interaction Design:** Crafting meaningful interactions is at the heart of what I do.
- **User-Centered Design:** Putting users first guides every design decision.
- **Accessibility:** Ensuring inclusive design is always a top priority, whether through color contrast, voice navigation, or another method.
- **User Flows and Wireframes:** I give great importance to creating detailed flows and wireframes to set the stage for seamless, intuitive interfaces.

- **Figma and Adobe XD:** Proficient in these tools, I bring concepts to life with meticulous detail.
- **UX/UI Trends:** Staying informed about the trends and best practices in UX/UI design is highly important.
- **Collaboration:** Working harmoniously with the team ensures the project meets all the criteria.
- **Usability Testing:** Testing provides valuable insight to create effective and usable designs.
- **Agile and Scrum:** I am adaptable to various project management methodologies, ensuring seamless workflow.

I'm ready to take on exciting challenges and create experiences that leave users delighted while solving a problem. Let's bring a vision to life!

***Draft your textual content. While you can write anything you'd like here, we recommend following the structure in the mockup. Start with an overview describing the purpose, objective, role, and duration of the project. Next, explain the overall process: the stages you progressed through and the steps you took within them. Be thorough, but keep it concise. Don't forget the conclusion and a (link to a) working prototype if you have it. You could also decide to write a case study.***

#### Olive Project Overview:

During the journey of CareerFoundry's UX Design bootcamp, I conceived and created Olive, a user-centric health and wellness app. The project was aimed to provide users with a comprehensive platform for managing health and accessing health related resources. My role for the project spanned every UX facet, from research and ideation to prototyping and testing, to ensure a holistic understanding of the user's pains, needs, and desires.

#### Project Duration:

The Olive Project spanned 8+ weeks of ideations, iterations, and user testing.

#### Procedure Breakdown:

1. Research and Ideation: I started by conducting market research to understand if there are any gaps in the market, as well as to gain insight on user needs and preferences. During this time I spend my focus on brainstorming and affinity mapping sessions to make sure the app has a solid foundation.
2. IA and wireframing: During this period I was able to define a clear information architecture to ensure intuitive navigation. I developed low, mid, high-fidelity wireframes and mapped out the app;s structure and interactions.
3. Prototyping and UI Design: Transformed wireframes into interactive prototypes, focusing the app's aesthetics and usability. I followed Google's Material Design guidelines for a familiar yet visually appealing interface.

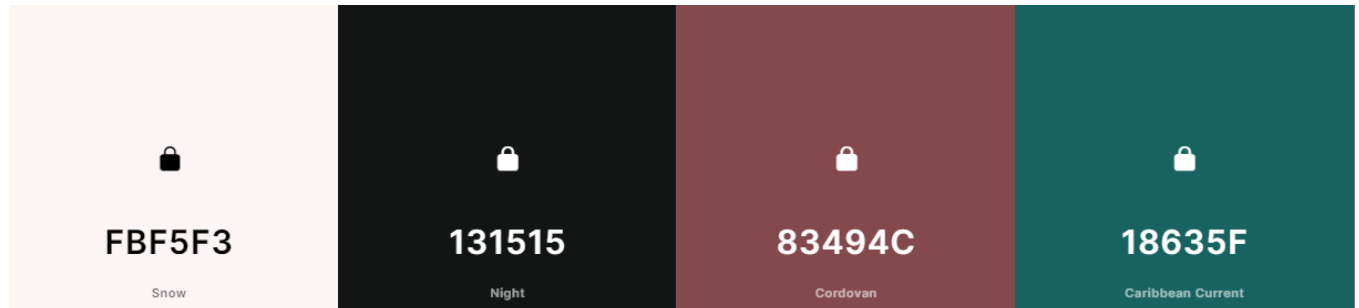
4. Usability Testing: I conducted usability tests with 6 participants to analyze how they interact with the app and gathered valuable feedback. Once I had this information I was able to iterate the design based on user feedback.

Conclusion:

The Olive project was an enlightening journey which allowed me to delve into every facet of UX design. Through meticulous research, user-centered design, and iterative prototyping, I was able to create an usable and effective app. This project helped to hone my skills in empathy driven design, reinforced the importance of user feedback, and highlighted the iterative nature of creating effective user experiences.

[Link to prototype](#)

***In a document, add at least 1 color palette and typography you plan to use, along with a rationale for your stylistic decisions.***



**Color Pallete:**

FBF5F3: Snow- Background

131515: Night- Body Text

83494C: Cordovan: Buttons

18635F: Caribbean Current: Accent Color

**Typography:**

Open Sans

**My main reason for the choice of colors is because it passes the Web Content Accessibility Guidelines (WCAG):**

According to the WCAG:

*“Background (#FBF5F3) and Text (#131515):*

*-The contrast ratio between these two colors is approximately 11.15:1, which is considered a strong contrast and is accessible for most text.*

*Button (#83494C) and Text (#131515):*

*-The contrast ratio between these two colors is approximately 5.04:1, which meets the minimum contrast requirement for normal text.*

*Accent Color (#18635F) and Text (#131515):*

*-The contrast ratio between these two colors is approximately 5.52:1, which also meets the minimum contrast requirement for normal text.*

*In this palette, all the color combinations meet or exceed the recommended contrast ratios for normal text, ensuring good accessibility. The Background and Text combination provides a strong contrast, and the Button and Accent Color combinations are sufficiently eligible for most users.”*