

Exploration Essentials:

My creative process for Exploration Essentials began with building a strong, cohesive brand identity that embodies the values of innovation, durability, functionality, and style. To set the tone, I started by designing the logo and selecting the color palette, typography, and imagery that would represent the brand.

The logo is modern and strong, spelling out the brand name in Neue Haas Grotesk in bold and roman styling, a bold sans serif that conveys both strength and clarity. Accompanying the text is a unique symbol—a leaf that also doubles as a raindrop—highlighting the brand's connection to nature and adaptability. For the color scheme, I chose a primary palette of black, white, and green to reflect a sleek, contemporary style, with an alternate option featuring a lighter blue for added flexibility.

Photography played a key role in reinforcing the brand's identity, with carefully curated images of nature that evoke a sense of adventure and resilience. Every aspect of the brand, from the bold typography to the clean visuals, was designed to reflect the company's values while appealing to a modern, style-conscious audience.

Once the brand identity was established, I moved into the digital design phase, starting with light sketches to explore potential page layouts. These sketches evolved into mid-fidelity wireframes, and eventually into high-fidelity wireframes. To ensure adaptability across devices, I took one of the screens I had designed and translated it into a desktop layout.

Prototyping played a significant role, where I introduced interactive features like sliding image galleries for viewing products from multiple angles and dropdown menus for product options.

Every Noise All At Once:

For Every Noise All At Once, I began by researching native design guidelines for both iOS and Material Design to ensure that the app would perform smoothly across both platforms. Since the app was meant to work alongside popular streaming services like Apple Music and Spotify, I drew inspiration from their intuitive layouts and user-centric experiences.

Using this inspiration, I created early wireframes for both iOS and Material Design, focusing on a fluid, cohesive design. Once the wireframes were finalized, I developed high-fidelity designs and built a working prototype to test usability. This process ensured the final product offered a sleek, integrated experience when used with music streaming platforms.

