



# Jennifer Harper

## Web Designer

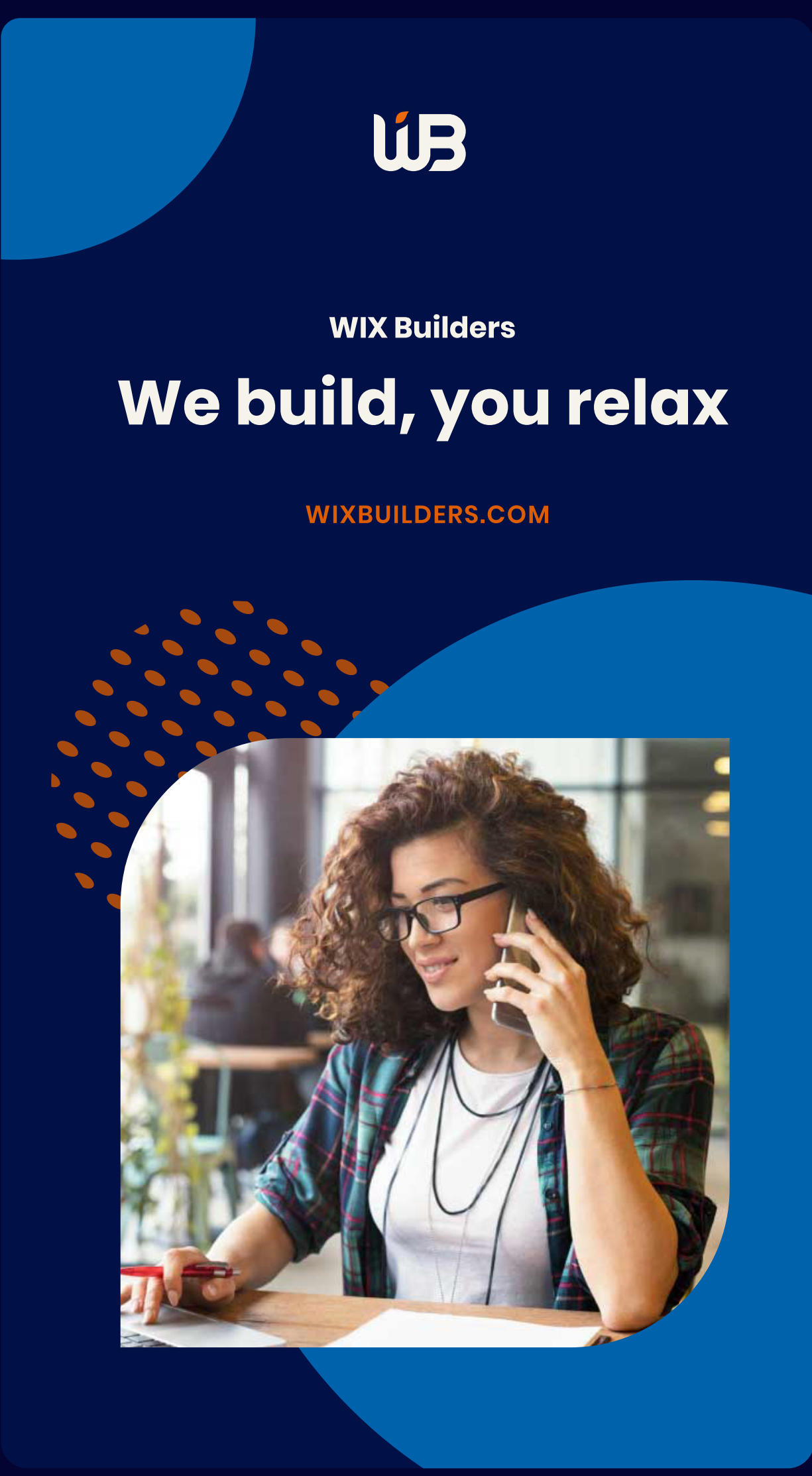
\* Frontend Designer \* Product Designer \* Digital Designer

### Project One

In 2019 my logo design and branding concept was chosen to represent a new digital product incentive. Providing struggling Wix platform users with the opportunity to hire a professional, this product required a friendly, approachable and professional brand identity.

My portfolio showcases the brand I developed for the product. Fun UI elements, soft curves, bright colours, and happy customers give a sense of a fun, modern and creative company, easing the customer into trusting the brand, and giving credibility within the current available market. My contribution includes: Lead Designer and Developer (Branding, Prototyping, User Experience, UI Design, and Website Build.)

[See the project and website here](#)

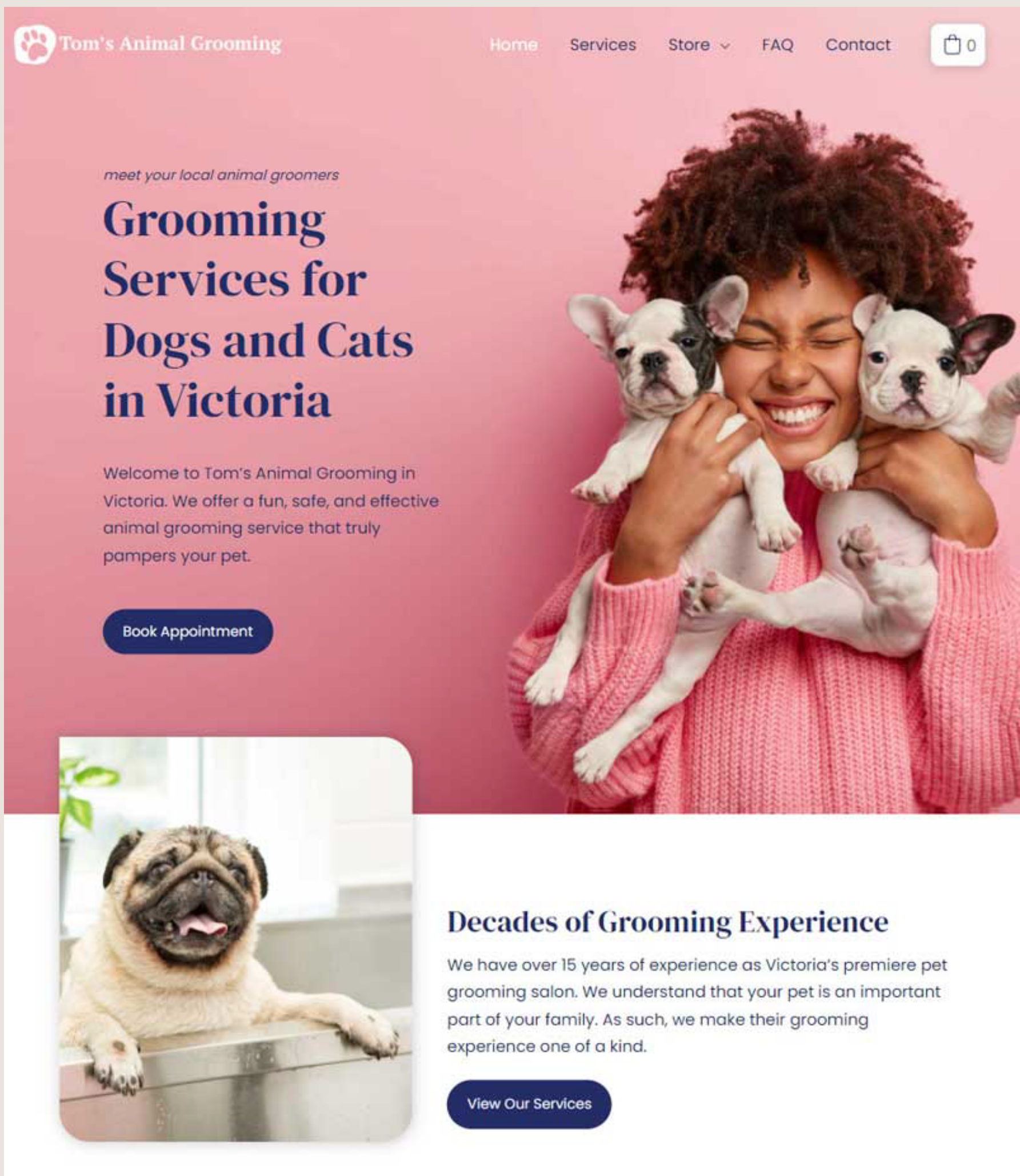


### Project Two

In 2021 we released the 'Agency Product', an outsourcing solution for digital marketing agencies across Europe. I was lead designer in building the brand identity and website (in Webflow, and WordPress) and contributed to Branding, Prototyping, User Experience, UI Design, Website Build, Style Guide, and Brand Resources.

See more detail regarding the brand development, the original site (webflow) and the current site (WordPress) in my online portfolio.

[See the project and website here](#)



### Project Three

Over a period of 4 years I worked on a range of showcase products for different partners involved with my employer. From basic 3 paggers, to complex eCommerce websites, I produced a range of quality products that targeted SMEs across Europe, United Kingdom, United States and Australia.

I contributed to design research, logo design, brand development, building websites, QA testing and revisions across a wide range of products. You can see three project examples within my portfolio.

\* [See my showcase examples here](#) \*

### Project Four

Building CMS specific templates, creating training documentation, QA reviewing website builds, or helping with platform issues was an ongoing responsibility to speed up weekly production and improve design quality from our offshore vendors.

I contributed to design research, building the templates to partner specification, site iterations, device testing, platform training documentation and localisation guidelines.

My portfolio has three of the ten template examples I helped produce for a large German telco partner on the Mono Solutions platforms.

\* [See my template examples here](#) \*



### Project Five

Being involved with startup business concepts has helped improve and develop my web designer skill set. Project five is a website mockup for an education based game app targeting parents with children under 12 years old.

My pitch included logo design, branding illustrations and website mockup design. My portfolio showcases a responsive version I've built of the original website concept, focusing on scroll interactions, coded in HTML/CSS with a splash of JavaScript/jQuery.

[See my showcase example here](#)

### Project Six

Project six is a startup pitch for a supermarket haircare range targeting females in their early to late 20's. My pitch included logo design, brand identity, product mockups and a website mockup. This is an older example of my work, but a project I thoroughly enjoyed researching and developing.

My portfolio showcases a potential eCommerce website (without the functionality) built from scratch using HTML/CSS with JavaScript/jQuery.

[See my showcase example here](#)

