



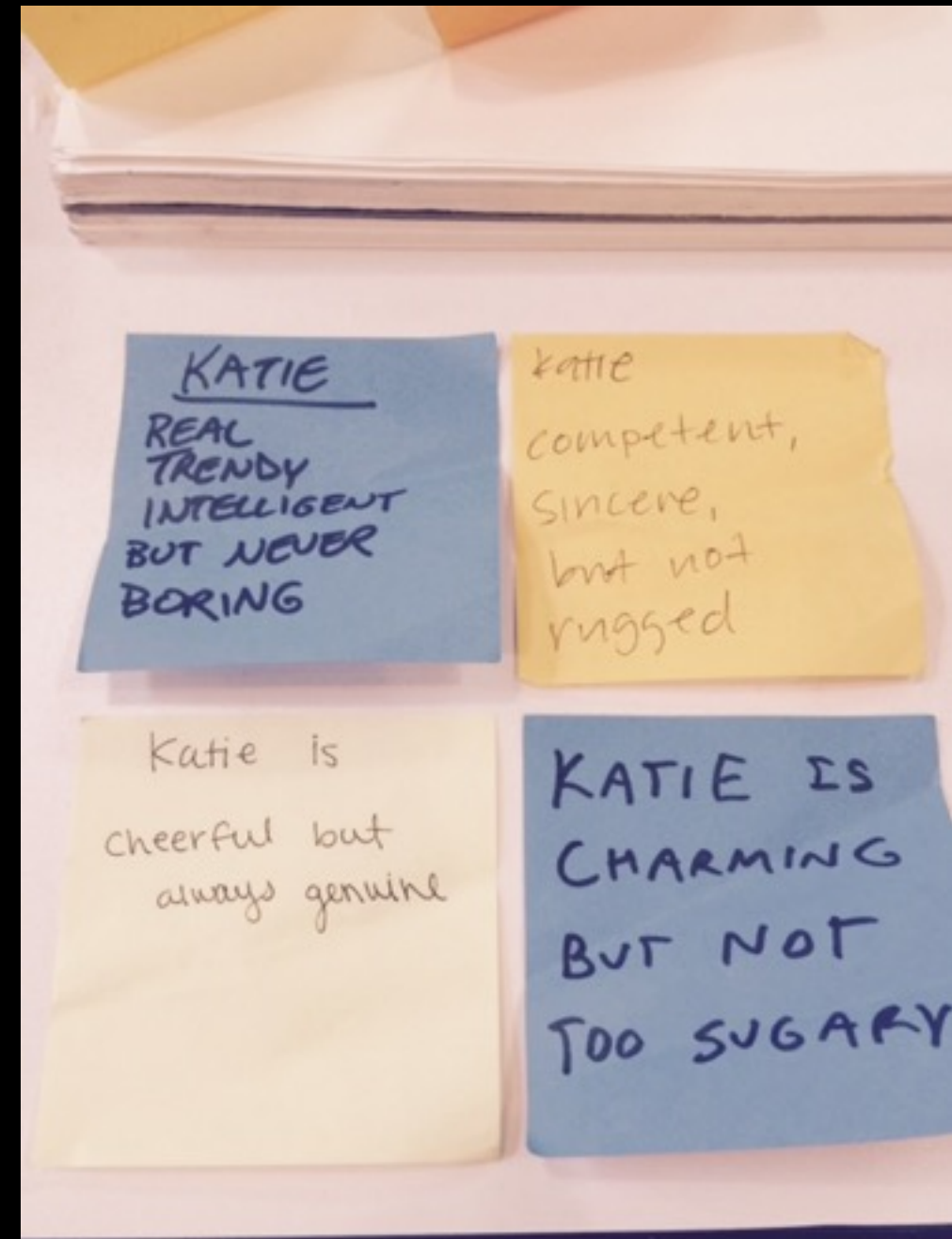
KATHERINE SUE JOHNSON
UX STRATEGIST AND DESIGNER
A CASE STUDY

CHALLENGE

- Identify and visualize my personal brand's characteristics.
- Create a Homepage, About Me, and Contact page using CSS, HTML, and Bootstrap.
- Link the page to my Process Journal and Portfolio site on Behance.

Identifying My Brand

- As brands are dictated by the perceptions of others, everyone in the class made “Goldilocks” statements for each classmate to better identify brand characteristics.
- After reading through all the notes, my main, repeated qualities were:
 - Real/Genuine
 - Personable
 - Intelligent



Mood Board

- Using the brand information I gathered from the Goldilocks statement activity as well as my personal style preferences, I created a Mood Board to begin to visualize the design of my site.
- Reiterated themes in my mood board were Minimalism, Dada typography, Gerhard Richter, neutral colors, and natural images.



Aubusson Blue The colour is named and designed after the beautiful deep grey blue found on the classic 18th and 19th century Aubusson rugs from France. It is an elegant colour that works well with many colours as it is a dark neutral but in particular it works with Paris Grey. It is also a colour found in Scandinavian painted furniture



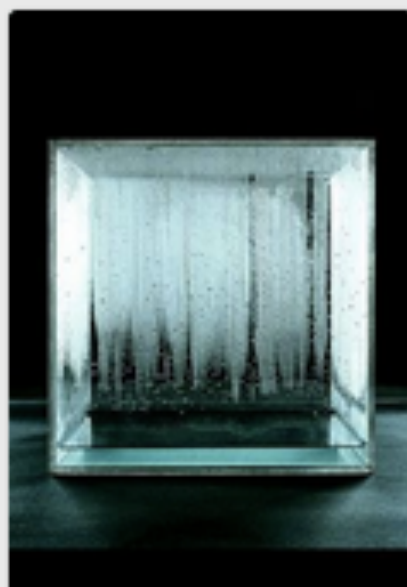
Screen shot 2012-04-19 at 17.44.21

Pinned from presentandcorrect.com



Dia:Beacon

Pinned from alexisilloyd.com



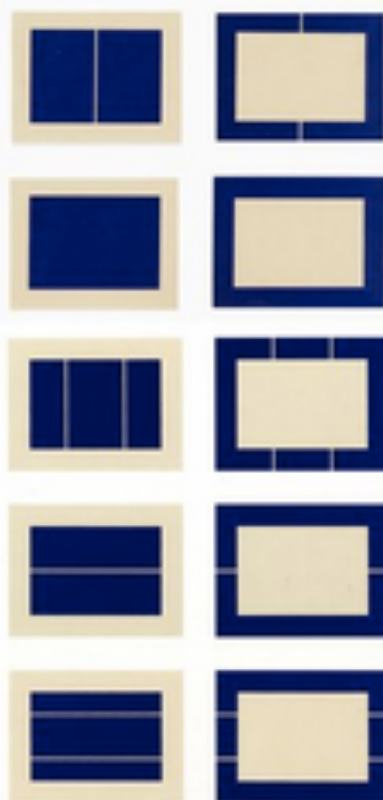
Hans Haacke. "Condensation Cube." We talked about this in my museum exhibition class. This piece interacts with its environment, as more condensation would appear on the glass if the room is crowded, and less if the room is emptier.



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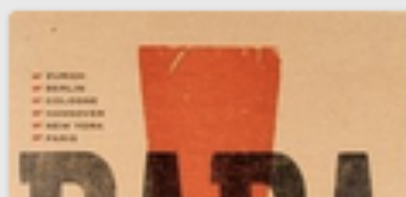
by carl andre (+)

Pinned from visual-poetry.tumblr.com



Donald Judd

Pinned from tumblr.com



CARL ANDRE.

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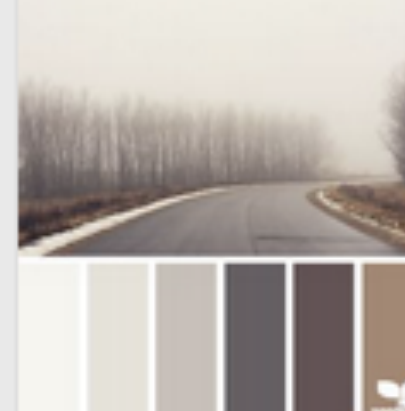


Untitled 1978 Stainless steel and green anodized aluminium 10 Units. Each: 23 x 101.6 x 78.7 cm 9 x 40 x 31". Donald Judd at the Saatchi Gallery

Pinned from saatchi-gallery.co.uk



from Marc Leacock



Winding Tones - design-seeds.com/...

Pinned from design-seeds.com



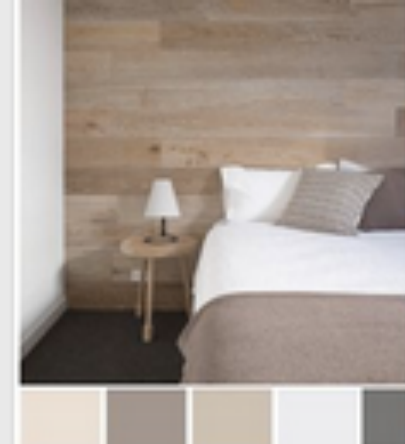
Lovely contrasts and stillness in this picture 'Candles' by Gerhard Richter. #Candles #Art #Light

Pinned from wikioartings.org



Richter

Pinned from accidentalcontempor...



Neutral Color Palette - for the master bedroom

Pinned from wickedandweird.com



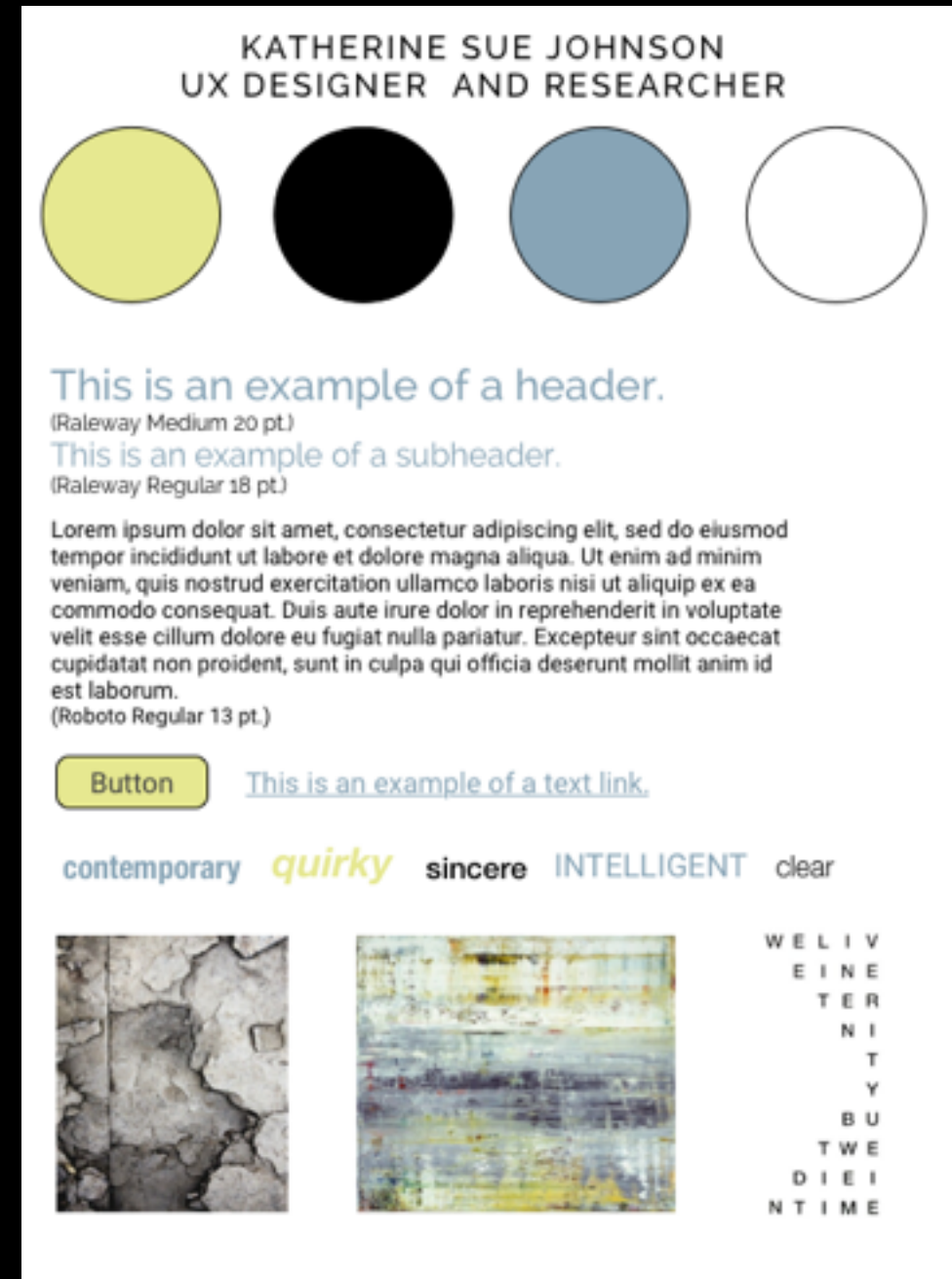
Blue Sail (1964-1965), a blue chiffon sheet blown by a fan, by Hans Haacke:

Pinned from imrevolving.net



Style Tile

- Using the inspiration provided by my mood board and qualities provided from Goldilocks statements, I began to choose a color palette, font, and overall style that I wish to convey with my website.

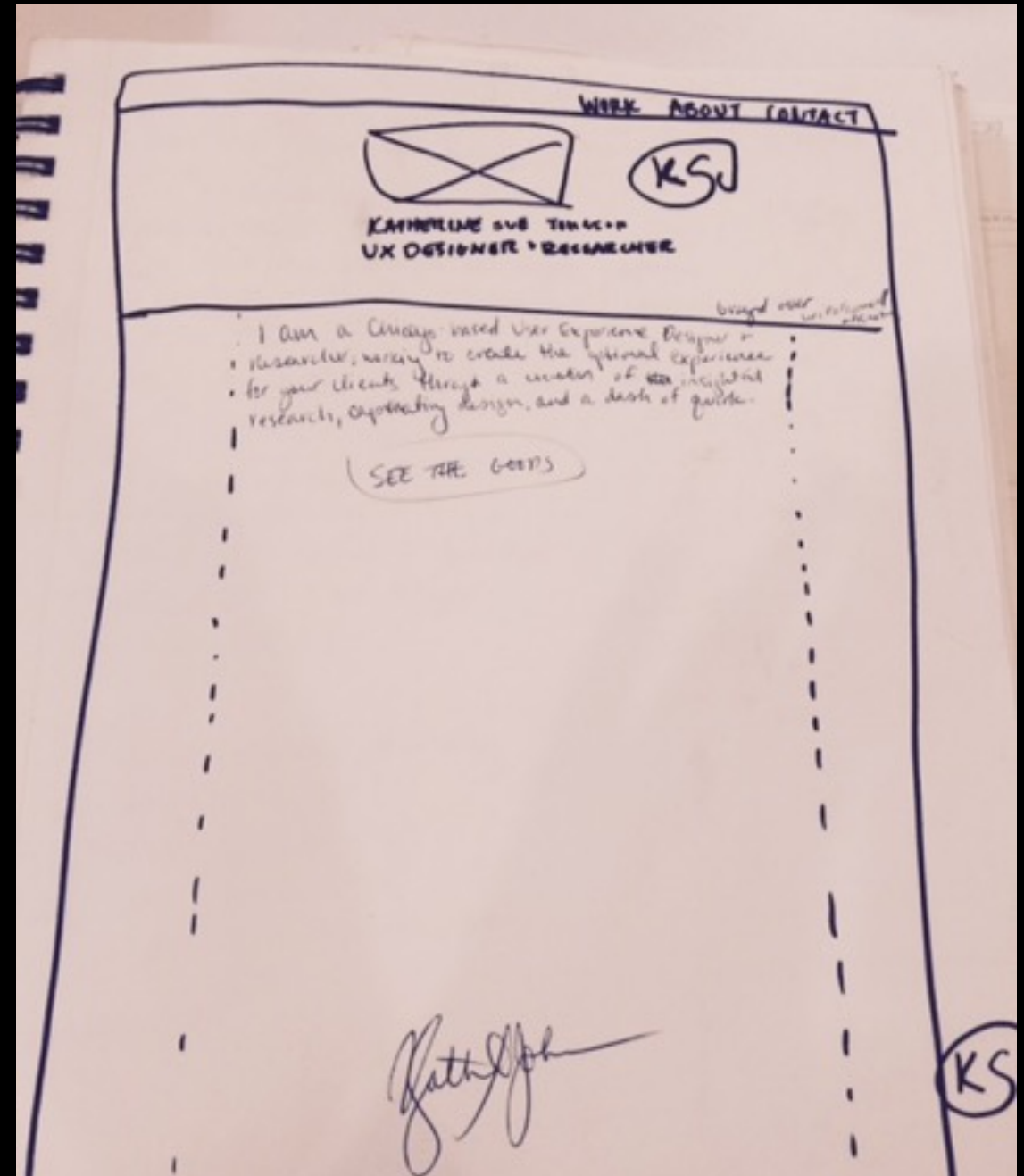


- Once my Style Tile was complete, I tested its desirability and the qualities that it conveyed to users. This allowed me to understand if my visual design choices were meeting the brand qualities that I had identified at the beginning of the project.

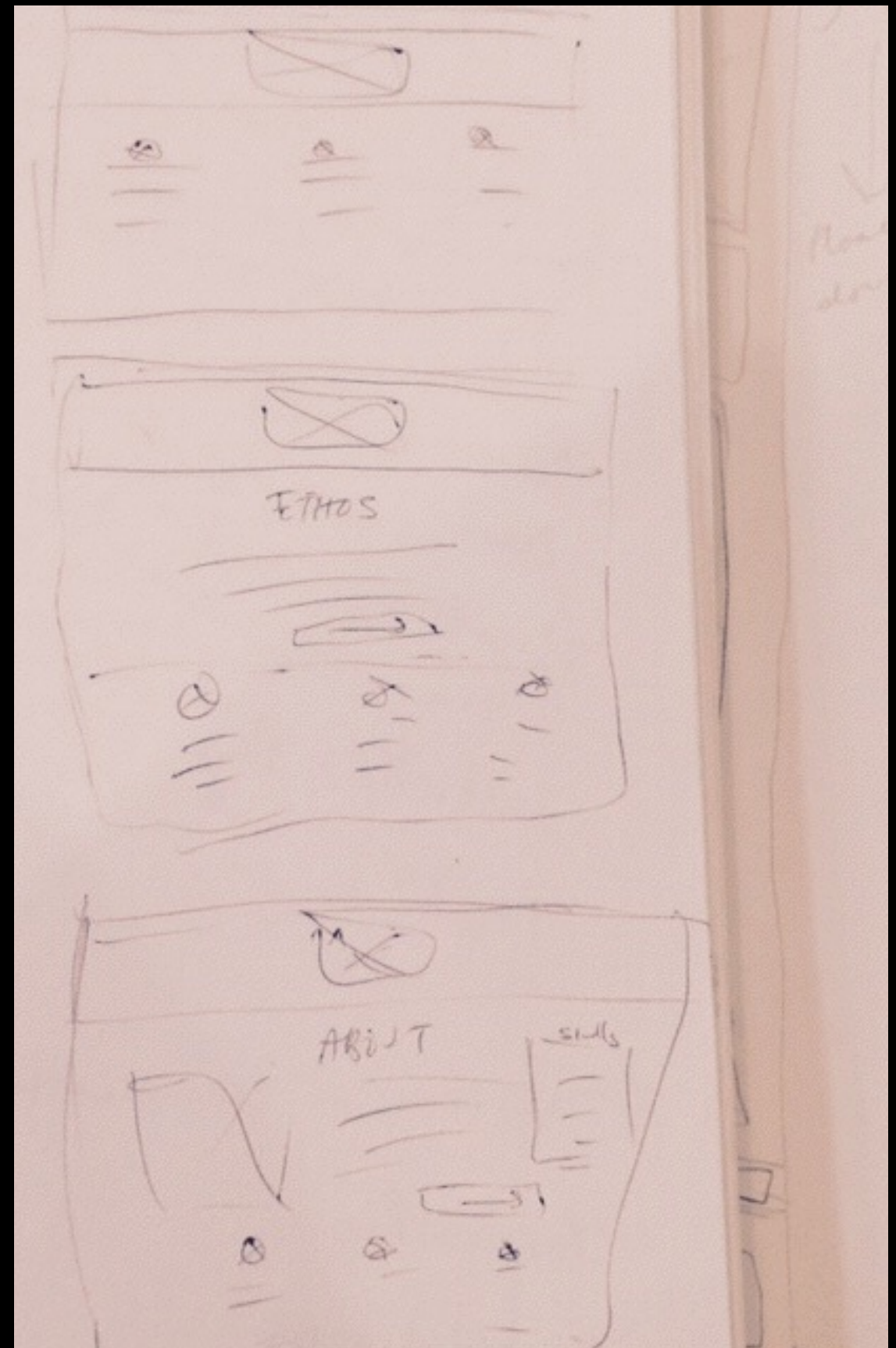
Let the sketching begin!

Beginning Sketches

- I wanted my site to be open, clean, contemporary, but still highlight my quirky personality. I researched various other UX Designer's websites and considered aspects that I liked, such as using one's signature, large heading, and sparse information on each page.



I decided that have a central header, then breaking up my main page with three targeted columns would provide a means of supplying further content, while still maintaining a clean design.



The Final Result

KATHERINE SUE JOHNSON UX STRATEGIST AND DESIGNER

MY ETHOS

I am a Chicago-based User Experience Strategist and Designer working to create exemplary digital experiences for clients and users through insightful research, captivating design, and a dash of quirk. I believe that open communication between designer, team, and client is vital to creating a subtly magnificent experience for the user.

[See the work](#)



PROCESS

Work cannot be accomplished without great ideas. I take great care in sketching, wireframing, and prototyping until I reach the best solution. Design is not static; it is constantly evolving to become something better.



COLLABORATION

Everyone has their own, unique talents and ideas; only with collaboration can these ideas be fully explored and built upon into something amazing. I have ample experience working in teams and with clients, always in a personable manner.



EMPATHY

Understanding the user's wants, needs, and pain points is vital to creating a successful user experience. Through user research and design I work to compassionately create solutions that make the user's experience simple and more beautiful.

Homepage

KATHERINE SUE JOHNSON

UX STRATEGIST AND DESIGNER



ABOUT ME

Nice to meet you.

The first time I was introduced to the Dada art movement I was filled with excitement and purpose; ever since then I have been driven by the banshee cry of art. Originally coming from a background in Art History, I became drawn to the field of UX Design by its merging of the conceptual with the beautiful. I believe that the digital sphere has the capability of changing lives and the world for the better. It is my mission to contribute meaningful content to this effort.

I am inspired by Constructivism and Minimalism; fueled by well-made cappuccinos. I love Italian wine and can cook a mean fish.

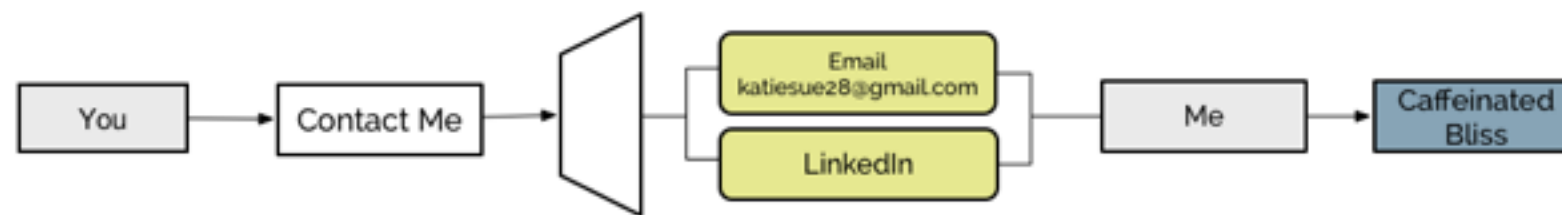
[Say hello](#)

About Me

KATHERINE SUE JOHNSON
UX STRATEGIST AND DESIGNER

LET'S CHAT.

I love coffee. Do you?



Contact Page

Moving Forward

- I would like to add in social media icons/links for Facebook, LinkedIn, and Instagram. These would be in the footer.
- Make the footer remain fixed at bottom of the page (similar to the current site's header).
- Instead of having a link to Behance for my portfolio, create my own, internal portfolio page.