SOUL RAMEN

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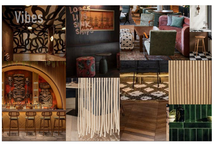
This project is centered around my design of a responsive website concept for an African-inspired ramen eatery. As the UX designer/Content Manager, I handled branding integration, user research, high-fidelity mockups, and social media content.

The client needed a clean, consistent brand experience and a site that introduced their new restaurant in a memorable way.



Next, I explored color palettes that aligned with the brand's tone and values. The goal was to balance visual appeal with accessibility and readability across devices

Eerie
Greens
Metallics
Neutral Colors

Members only (VIP Login)
Lively, Pop, Simplistic
Food Fashion Art

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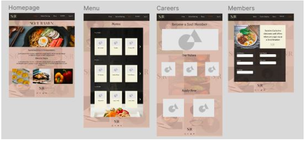
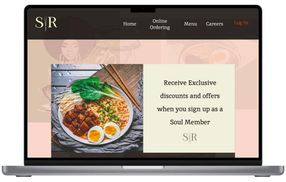
To extend the brand's presence, I designed cohesive social media assets and background elements. These pieces helped reinforce recognition and gave the brand a unified look online.

With the branding foundation set, I created high-fidelity mockups to test navigation flow, which helped the client visualize usability before committing to development.



I conducted a short user survey to validate the design and receive insight into customer expectations. 100% of Respondents highlighted that clear images and cohesive branding as strong positives, confirming that the design goals were met.

The final mockups were approved by the client, though full website development has been postponed until the restaurant's opening in late 2025-early 2026.