



# **LAUREN DRISCOLL**

## 2020 Design Portfolio

# **WELCOME TO MY DIGITAL PORTFOLIO**

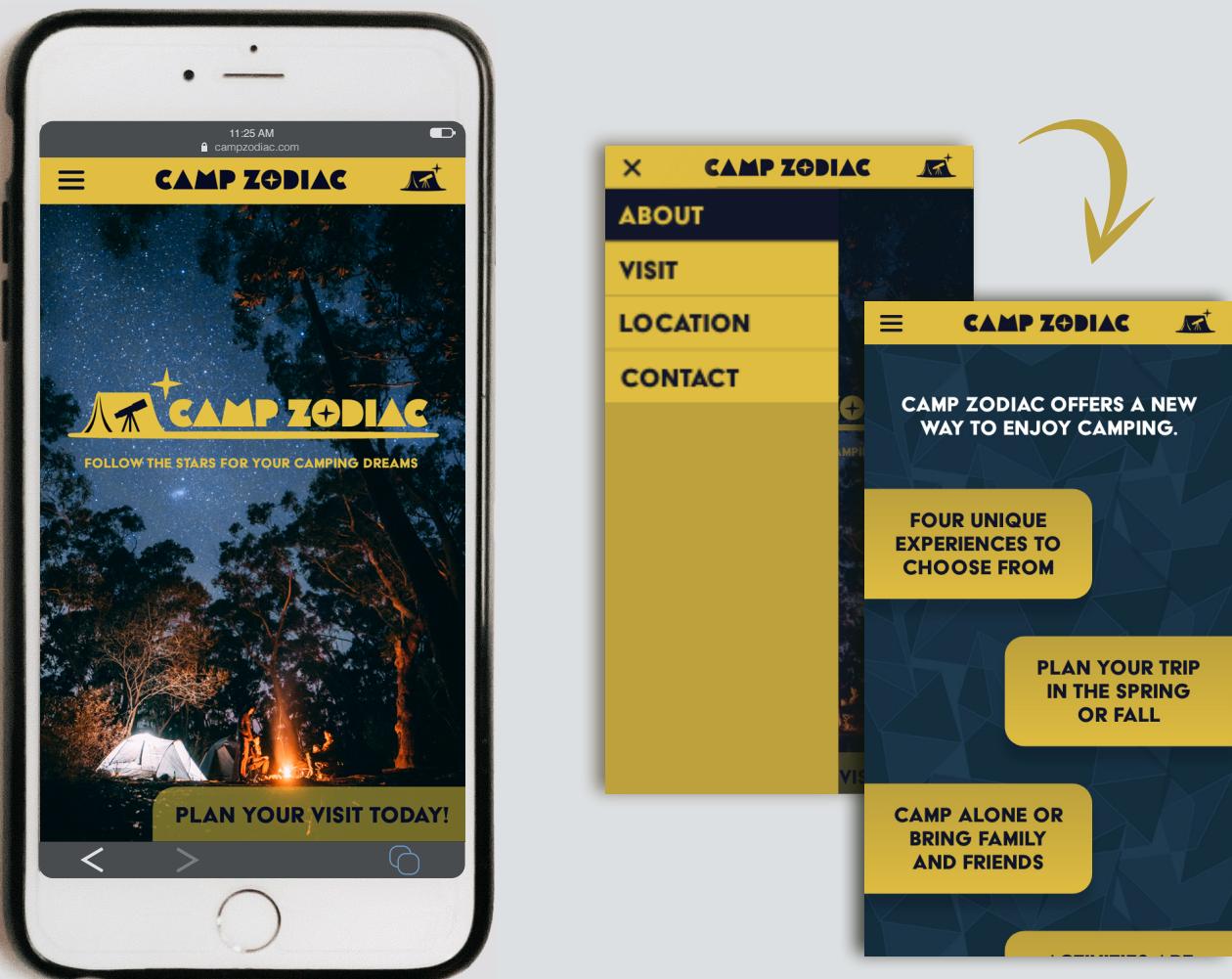
My name is Lauren Driscoll and I am a second year Interactive Design student. Contained in this portfolio includes four of my best projects that best represent my variety of skills, techniques, and interests in design. At the end of this portfolio you will find more information regarding my background in visual arts and my career goals.



# UI/UX PROJECT: CAMP ZODIAC

Camp Zodiac is inspired by a graphic design project that was dropped due to the 2020 Coronavirus Pandemic. This was a project that I had been looking forward to, having already planned out my ideas for it during the first week of class. To prevent these ideas from being lost, I decided to move forward with this project on my own in April. I used this idea to learn UI/UX design and how to use Adobe XD.

Camp Zodiac is a camping/lodging company that offers camping experiences based on four zodiac signs. These experiences are meant to be enjoyed by people of all ages, however, I targeted the website for those in their late 20s to mid 30s. My goal was for Camp Zodiac to come across as the best way for one to spend a vacation in nature.



# EASY FLOW

I have always been interested in UX design so I used this project to practice a few UX friendly ideas. I focused on researching various design techniques that help encourage a user flow and fluid navigation. The best example of this in my prototype is the visit page. On this page you are presented with four ‘camping experience’ options to learn more about. Once you tap on an option you are brought to a page that gives the user more information about the camping experience. From this page, you can either book an experience or you are able to swipe through the other camping options. I wanted to minimize the user from having to go back and forth between the main visit page and learning more info about each option.

**CAMP ZODIAC**

**COME CAMP WITH US**

Each one of our camping experiences includes a unique set of activities inspired by each sign.

Select a sign below to see what each experience is about!

**PISCES**

**TAURUS**

**LIBRA**

**SAGITTARIUS**

**CAMP LIKE A PISCES**

Pisces are known as the sensitive water sign, however their camping trips are anything but boring! Water is their element, so expect to bring your swim suit and water boots as you enjoy your Pisces camping experience.

Beyond the water, Pisces are also known for being creative artists. We welcome all campers to join us in our guided Pisces watercolor sessions during week trips only!

**BOOK NOW**

**CAMP ZODIAC**

**THE PISCES EXPERIENCE**

Spend your camping trip relaxing by the water with our Pisces Experience. By the end of this trip you'll wish you always lived along Nuit Lake, so it's a good thing we offer this experience every spring!

**SWIMMING**  
Take time to relax or exercise in Nuit Lake!

**FISHING**  
Reeling in a fish is almost guaranteed!

**KAYAKING**  
Instructed or individual experienced offered!

**CHECK AVAILABILITY**

**MARCH 2020**

←	M	T	W	TH	F	SA	SU	→
12	13	14	15	16	17	18		

**\$125 USD** **4 SPOTS AVAILABLE!**

Our weekend-long experience begins Saturday morning at 9am and ends Sunday at 5pm. Six meals are included.

**GO BACK** **BOOK NOW**

**BOOKING IS MADE  
EASY AND FLUID**

# CREDIT CARD FORM

I also wanted to create a complete booking process with this prototype - including a credit card form! Before creating my design, I researched about good UX practices for forms and utilized many of the practices that I saw including a multi-step form, proper spacing and labels, easy to understand error messages, and allowing for edits at every step.

**CAMP ZODIAC**

### COMPLETE YOUR BOOKING

**Pisces Experience**  
9:00am Saturday, March 17th, 2020  
5:00pm Sunday, March 18th, 2020

Includes the opportunity to partake various camping activities and four meals are provided. Please note that appropriate clothing is not provided and should be brought by the participant.

**\$125 USD** QTY:

Error: You must enter a quantity.

**Contact Information**

Full Name

Email

Phone Number

**NEXT** Cancel

**EASY TO NOTICE  
ERROR MESSAGES**

**CAMP ZODIAC**

### COMPLETE YOUR BOOKING

**Pisces Experience**  
9:00am Saturday, March 17th, 2020  
5:00pm Sunday, March 18th, 2020

Includes the opportunity to partake various camping activities and four meals are provided. Please note that appropriate clothing is not provided and should be brought by the participant.

**\$500 USD** QTY:  4

**Payment Information**

Cardholder Name

Card Number

Expiration Date  CVC

**BACK** **NEXT** Cancel

**MAKE EDITS OR GO  
BACK ANYTIME**

**CAMP ZODIAC**

### COMPLETE YOUR BOOKING

**Pisces Experience**  
9:00am Saturday, March 17th, 2020  
5:00pm Sunday, March 18th, 2020

Includes the opportunity to partake various camping activities and four meals are provided. Please note that appropriate clothing is not provided and should be brought by the participant.

**\$500 USD** QTY:  4

**Billing Address**

Street Address

City

State  Zipcode

**BACK** **NEXT** Cancel

**MULTI-STEP FORM  
PREVENTS FATIGUE**

# CREDIT CARD FORM CONTINUED

**REVIEW YOUR DETAILS ON  
ONE SIMPLE PAGE**

**COMPLETE YOUR BOOKING**

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**Pisces Experience**  
9:00am Saturday, March 17th, 2020  
5:00pm Sunday, March 18th, 2020  
Includes the opportunity to partake various camping activities and four meals are provided. Please note that appropriate clothing is not provided and should be brought by the participant.

**\$500 USD**      QTY : 4

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**Review Your Order**    [Cancel Order](#)

**Contact Information**  
Jane Doe  
janedone@example.com  
(123) 456 - 7890

**Payment Information**  
Jane Doe  
Visa \*\*\*\* \* 3542  
Exp 10/21

**Billing Address**  
Jane Doe  
1234 Rainbow Ave  
Cool Town, NY 12345

[EDIT](#)      [PLACE ORDER](#)

**LINKS TO KEEP  
CUSTOMERS ON THE  
WEBSITE AFTER BOOKING**

**THANK YOU!**

**Your Order Has Been Placed!**

Confirmation Number:  
482999218

You will receive an email shortly with your receipt and more information regarding your camping experience.

**In the meantime...**

Check out what else our campsite has to offer beyond activities. Our location makes us one of a kind!

[Learn More](#)



# E-Blast Project: Lake Park Newsletter

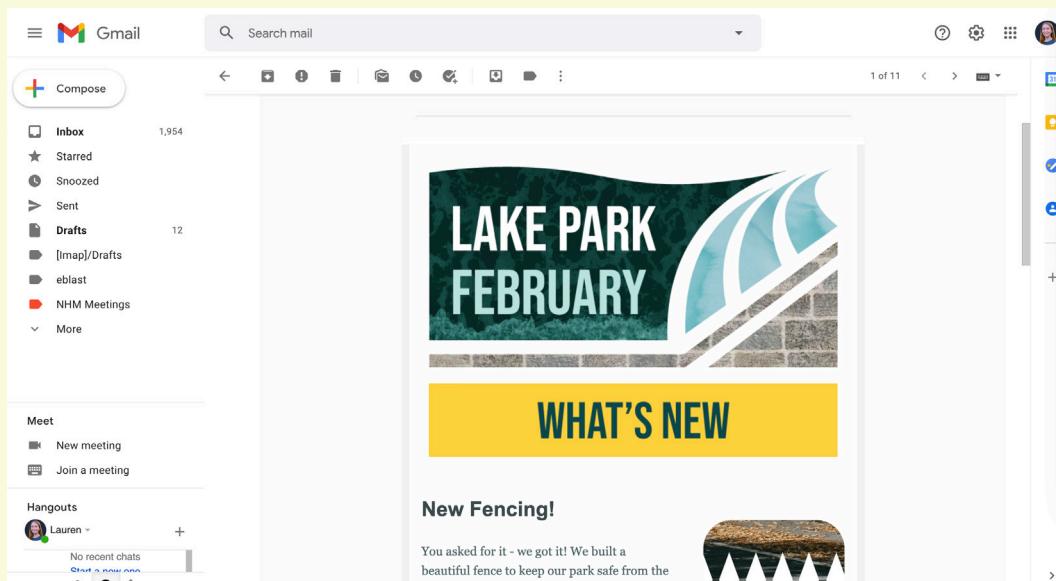
This is a project I worked on in January through February 2021. The goal of this project was to create a newsletter eblast for a park or organization. I created a fake park called 'Lake Park' for my project which was inspired by Lakewood Park, Ohio.

For the top, I wanted to create an interesting and unique header. Initially the design was flat and relied solely on negative space and color to communicate the illustration of a lake and hill, but I decided to add texture to prevent the hillside and lake from being confused with one another (due to both being blue). My idea with this header is that it could be used for all seasons, with the snowy hill side changing texture based on Winter, Spring, Summer, and Fall.

In other areas of my design, I wanted to reiterate the negative space and textures. I did this in the gifs included in the email of the fence, chips, and fish. My intent with making the object of focus a white silhouette was that this would create curiosity in the viewer, making them want to click to view this object.

This project was more than just a design. I coded this project using Foundation Emails as a base. This code was then imported into Mailchimp in order to send a test email. I did run into issues translating my design into code, particularly with the margins. I intend to learn how to fix these issues in the future.

Below is an example of the coded email, the next page shows my design made with Adobe Illustrator.



# LAKE PARK FEBRUARY

## WHAT'S NEW

### New Fencing!

You asked for it - we got it! We built a beautiful fence to keep our park safe from the cars on the streets. Can't wait to see what it looks like? Check it out on our website now!



[Learn More](#)

### Snacks Are Back!

We know you missed our snack machines in January, but they are back and better than ever! Check out what new snacks you'll find in the park's new machines!



[Learn More](#)

## WEEKEND EVENTS

### Fishing Fridays

Reserve a time to go ice fishing with a licensed expert for free on Fridays! We're up as early as 5am and as late as 11pm to ensure that everyone gets to experience this opportunity.



[Sign Up](#)



Stay up to date with us on social media!

1500 Lake Ave  
Lakeshore, OH 44444

[Home](#) [Visit](#) [News](#) [Unsubscribe](#)

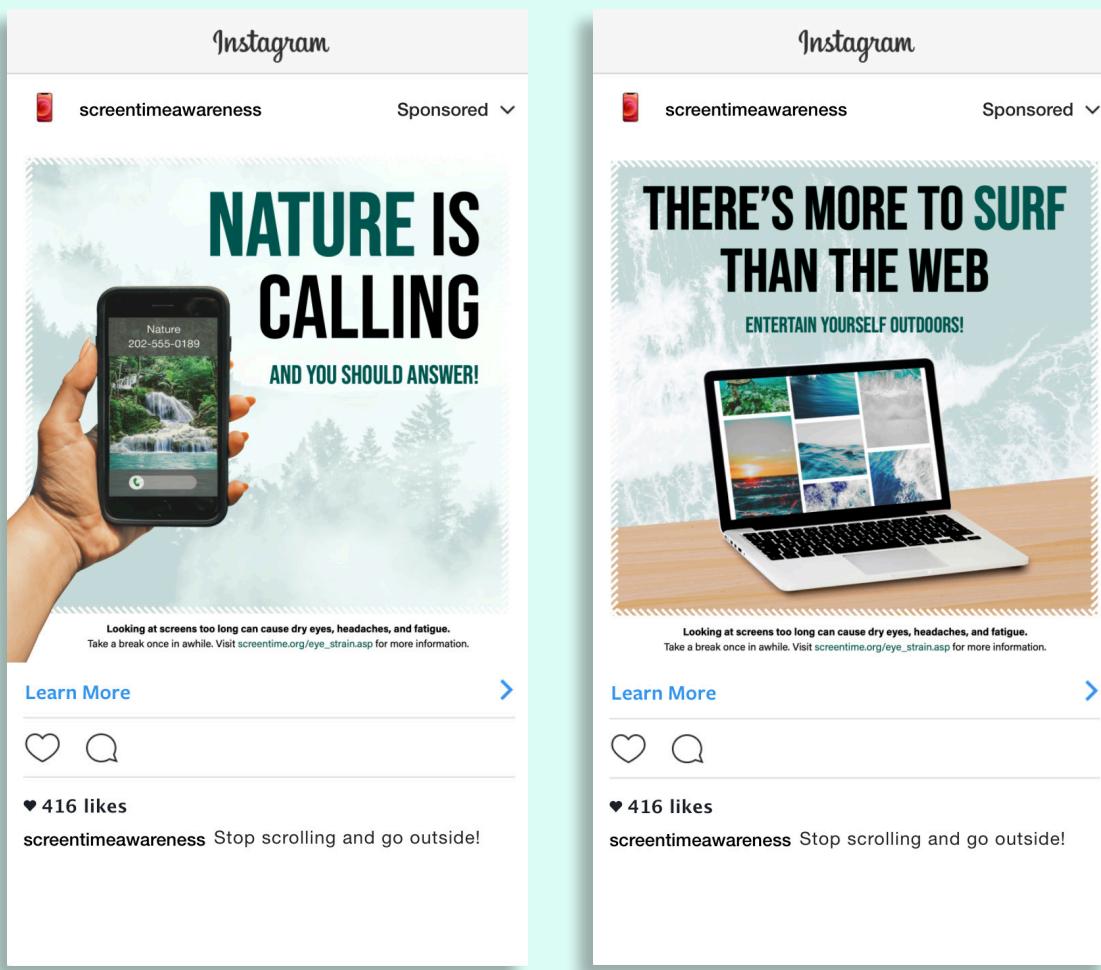
© Lauren Driscoll 2021 - LakePark Fake Newsletter

# GRAPHIC DESIGN PROJECT: SCREEN TIME

This project was a final project of mine for Graphic Design 1, completed in May of 2020. The guidelines of the project were to make a poster series based on a PSA of our choosing and were open ended from there.

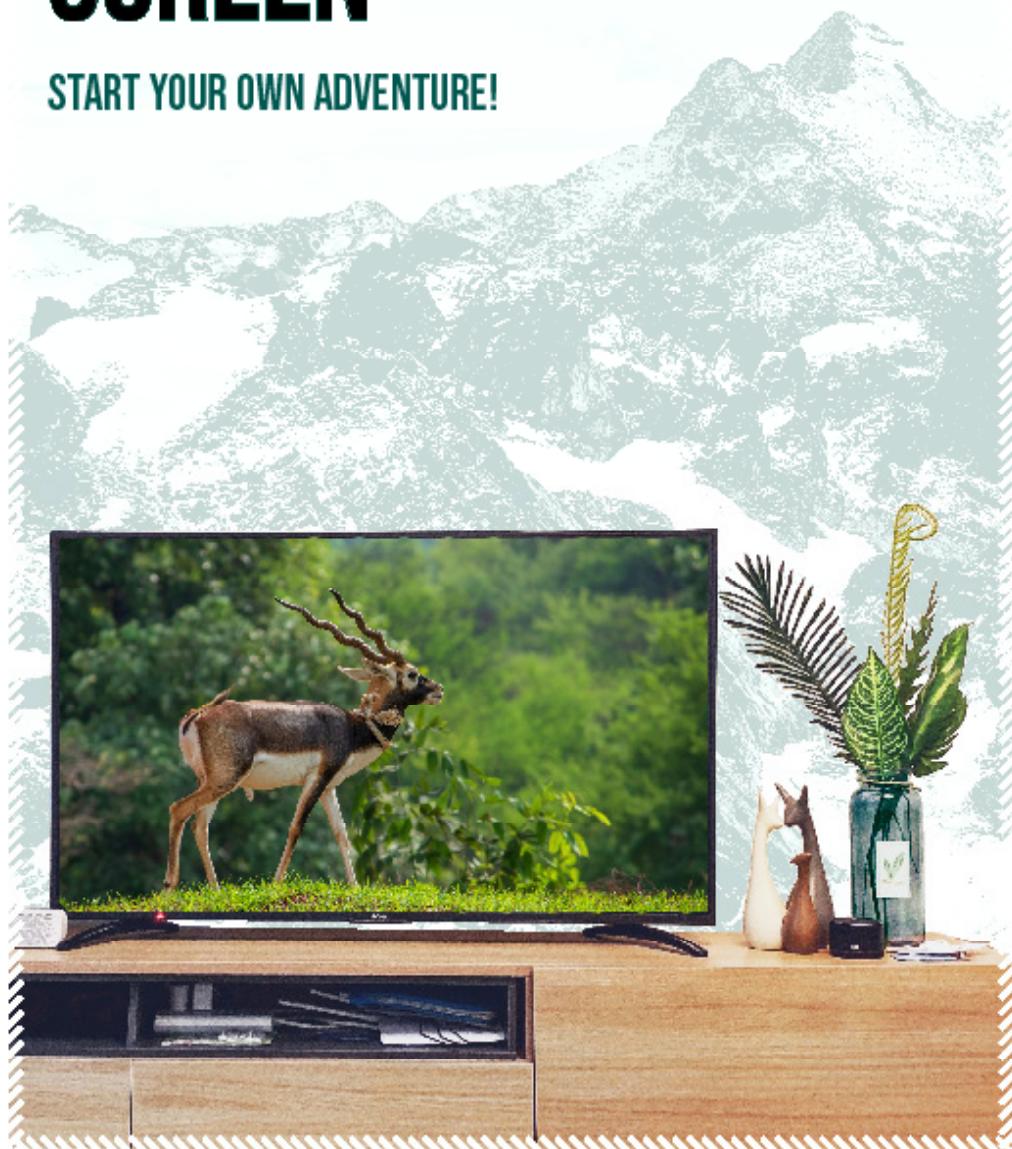
My PSA revolved around screen usage and taking a break from screens to go outside. I wanted to focus on this topic because I had been using screens far more often once the pandemic began and I started to develop eye strain and headaches. In order to warn others of these side effects, I created a poster/social media ad to encourage the viewer to take a break from their screens and go outside.

Overall my goal with this project was to emphasize the visual appeal of nature and entice the viewer to want to go outside. I did this by not only including beautiful imagery on the technology device, but I also created my own textured background. To do this I took photographs on nature and used different layer effects in photoshop to create a monochromatic texture.



# DISCOVERY HAPPENS BEYOND THE SCREEN

START YOUR OWN ADVENTURE!



Looking at screens too long can cause dry eyes, headaches, and fatigue.

Take a break once in awhile. Visit [screentime.org/eye\\_strain.asp](http://screentime.org/eye_strain.asp) for more information.

# PERSONAL REBRAND

To the left is my original logo that I created in Spring of 2020. It was my first graphic design project, and my first ever logo. Needless to say, my designs skills were pretty rough at the time and major flaws were bound to happen. When sketching out ideas for the original logo I wanted to focus on my involvement with creating 3D models. At the time, that was the strongest skills I had. However, it didn't make sense for me to focus my logo on a single niche as a student - in the new logo I attempted to make it as flexible as possible. Likewise, using 'interactive design' in the original design not only limited the flexibility of my logo, but it also created a pretty ugly abbreviation. I would bet most read it as "L-DID", and honestly, I did not want to be remembered by that.

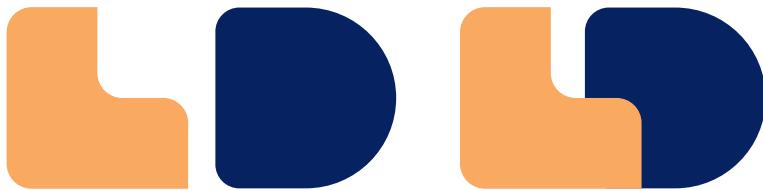


## MY APPROACH

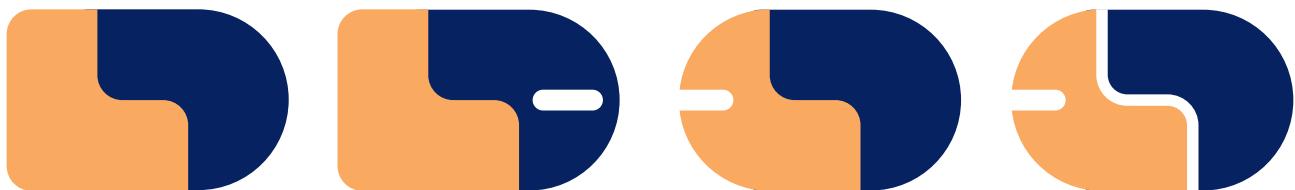
When I decided to redesign my logo I knew that I wanted to change two things: shorten the abbreviation and use different colors. The reasoning behind the abbreviation is pretty obvious, but the original colors were chosen to represent red and blue for the '3D niche' that I no longer wanted to trap myself in. In the new design, I wanted to use colors that were more bold and creative. I felt that orange and indigo represented myself best.

The next page has an image showing the iterations that I went through before settling on my final design. After I went through the first set of iterations I decided to show some family and friends to get their opinions on which stood out the most to them. I gathered the few designs they liked the most and created some further iterations based on the suggestions they had. I chose the final iteration because both the 'L' and 'D' stood out even when the design is in black and white and it combined the favorite qualities of other designs.

## SIMPLE ITERATIONS



## MOUSE ITERATIONS



## SCREEN ITERATIONS

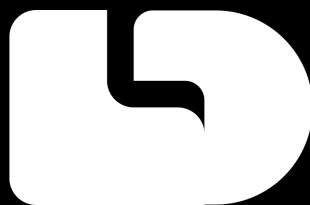


## FURTHER ITERATIONS





# LAUREN DRISCOLL



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## PROXIMA NOVA

- **INDIGO : 052460**
- **ORANGE : FAAA61**
- **DARK ORANGE : E57611**  
USE: FOR ORANGE TEXT/ICONS ON WHITE BACKGROUND
- **LIGHT INDIGO : 5F7EBA**  
USE: FOR INDIGO TEXT/ICONS ON BLACK BACKGROUND

# COLOR THEORY PROJECT: HOT SPOT

The goal of this painting was to create a ‘hot spot’ effect through using different values of color. The hot spot effect can be seen in this painting on the cat’s face and the boy’s arm, as they appear lighter than other areas of the painting. For this painting, I used an image as a reference. The image was taken inside my own home. No indoor lights were on and the hot spot is actually from the sun shining through a window. Initially, this was an acrylic painting that I started in 2019. However, since I have learned how to use oil paints, I decided that this painting would be best finished with oil paints. Earlier projects also helped me better understand value, which helped me complete this painting with stronger effects than what was originally portrayed.

Below are two close up shots of the cat and the boy in this painting. The next page has the full painting displayed.





# MY BACKGROUND AND CAREER GOALS

My background in visual arts dates back to when I was 10 years old and received my first laptop. I spent hours upon hours using MS Paint to draw cute dogs and cats to share on the internet. Since then I have continued to refine my skills both digitally and in traditional mediums.

During my senior year in high school I was introduced to computer science and I was given the opportunity to create small app and game projects using code.org. I realized that my design skills complimented my interests in programming. After that realization, I discovered several UI/UX communities and blogs online and found myself getting lost learning more about digital design. I knew from there on that whatever I was going to pursue had to involve design and technology.

My current goal is to find employment that helps me develop and exercise my design skills. My preferred position would be in UI/UX design, however I would be happy to inquire about positions that utilize any of my visual arts skills.

If you think I would be a good addition your team or company please feel free to contact me directly using any of the information provided below.

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