

## CLIENT

Inna Razumova

## DUE DATE

December 2019

## PROJECT OBJECTIVE

To redesign [www.innarazumova.com](http://www.innarazumova.com) portfolio. The website should have several pages to display her drawings, bio, digital work, among others. It should also be responsive. And it will be designed for mobile first. Currently, her portfolio doesn't have a mobile version. And it isn't responsive.

## BACKGROUND

Inna Razumova was born in Moscow, Russia. She has been living in California since 1991. She studied Painting and Drawing at Stroganoff Art College in 1991. She got her BFA degree in 1997 from UCLA. After that, in 2003, she received her MFA in Digital Media Art from San Jose State University. Currently, she is teaching illustration and drawing at City College of San Francisco.

## TARGET AUDIENCE

The main audience is art directors and artists. Art students and people interested in commission art might be part of the audience.

## CONCEPT/MESSAGES

A mix of science, art, and myth-making.

The website will have an architectural, technological, and artsy feeling.

## VISUAL STRATEGY

I use color, shapes, typography, and imagery to convey the role of an artist conflated with the role of a researcher. I will keep the color palette of the original website (#c5d6c5 and #fc6928). About the typeface, I will use Cabin for paragraphs and captions throughout the website. I will use hexagon shapes as a reminder of the inherent mental properties of all matter.



**Age:** 30–33 years old

**Status:** Married with no kids

**Profession:** Art Director

**Hobbies:** travel, yoga, cooking, hiking, read manga (japanese comic books), watch anime, and biking.

**City:** San Francisco, CA.

**Neighborhood:** North Beach.

“Have no fear of  
perfection—you’ll  
never reach it.”  
—Salvador Dali

### Needs & Goals:

- Find new artists/designers
- To take advantage of her time in an efficient way
- Find inspiration/trends to inspire her team
- Keep up with the art community
- Innovate
- Be a good listener

### Frustrations:

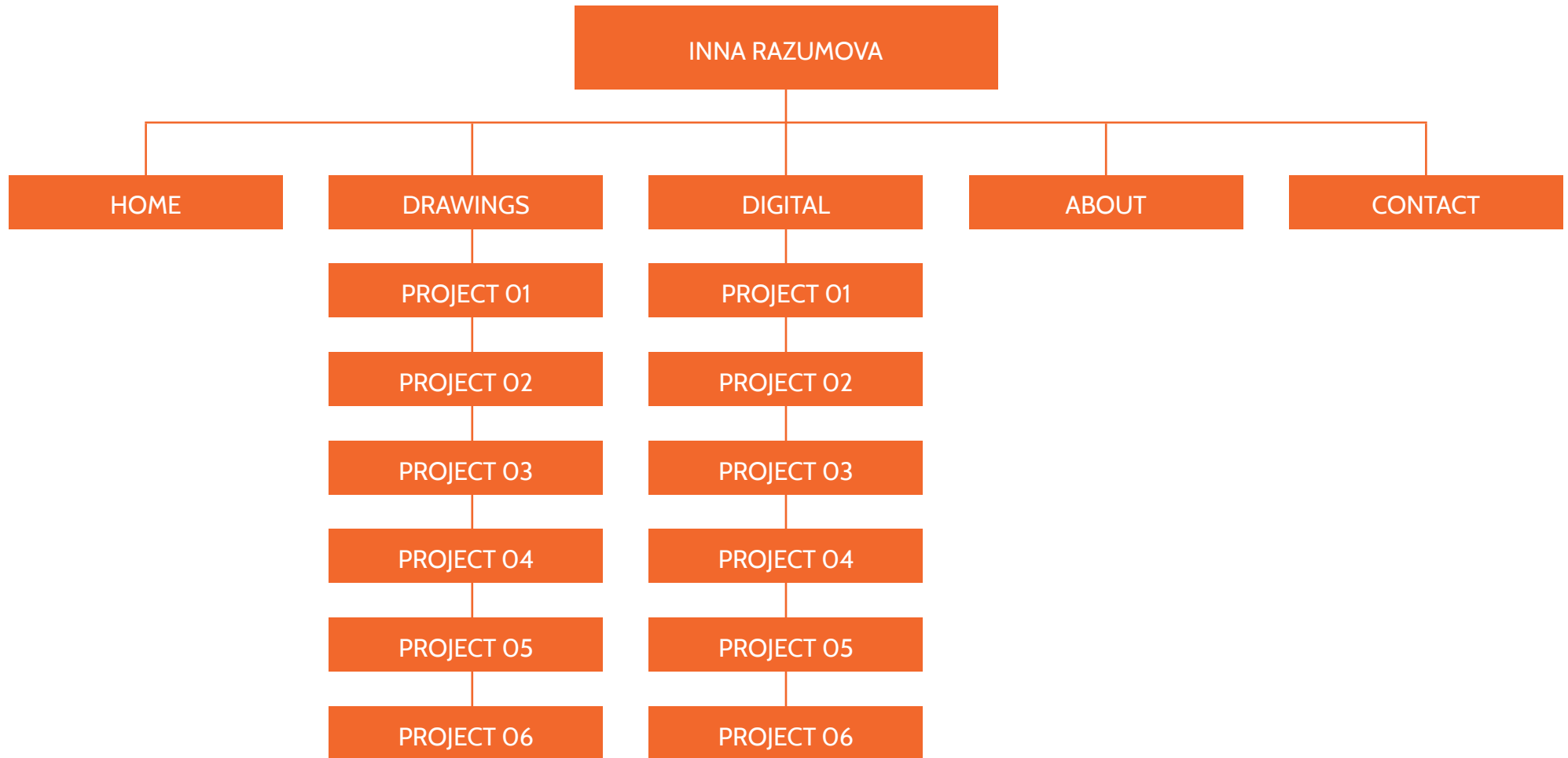
- Portfolios that are hard to navigate
- Portfolios that are busy
- Website without white space

### Behaviors:

- Always create a moodboard for every project
- Love to sketch new ideas
- Always looking for new Art/Artists
- Share her Pinterest folders
- Create concepts for new projects
- Love go to art galleries

### Technical Profile:

- Primary Device: MacBook
- Primary Browser: Google Chrome
- Internet Usage: Frequently
- Favorite Social Media: Pinterest
- Device Use: Iphone 7



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Inna Razumova

My work can be envisioned as commentary on the fluctuating membrane between science, art, and myth-making. It combines scientific methods with non-scientific data, so that the distinctions between reality and fable are intentionally collapsed to reveal a universe of evolving archetypes. To this end, among my influences are medieval manuscripts that fuse mythology and science, biological illustration, the history of science and pseudoscience, curiosity cabinets, and natural history museum displays—all of which prevail upon specific historical and aesthetic contexts. My work is informed by old maps, architectural garden plans, and various classification systems such as taxonomic structures in evolutionary biology and computer databases, and explores their hierarchy and potential for unpredictability, which to me is an intriguing part of art-making process.



Caption



Caption



Caption



Caption



Caption



Caption

view more work

>

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Drawings ▾



Stuffed Animals, 2011

series of 3 drawings  
pastel & gouache on paper



Mezoscape, 2011

series of 5 drawings  
graphite & watercolor on paper



Happy Hunting Grounds, 2010

series of 9 drawings  
charcoal & wax on paper



Metagarden Relics, 2009

series of 37 drawings  
watercolor & pencils on paper



Metagarden & Mazes, 2008

series of 12 drawings  
watercolor, pencils on paper



Space Dogs, 2007

series of 3 drawings  
watercolor & graphit pencil

view more work

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Digital ▾



Muscular Baroque, 2011

series of 13

inkjet print on vellum



Hybridology, 2002-2004

installation

inkjet prints



Affectu Quem Secreto, 2006

digital video



Gene[rations], 2001

software, installation



Pink Bunny Odyssey, 2000

3D animation

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## About



Inna Razumova was born in Moscow, Russia, and has been living in California since 1991. She studied at Stroganov School of Art in Moscow and graduated from UCLA in 1996 with a BFA in Painting. In 2003 she received her MFA from CADRE Laboratory for Digital Media Art at San Jose State University.

Inna is a tenured faculty in the Art Department at the City College of San Francisco and has exhibited her work locally and internationally in venues such as GenArt (San Francisco, CA), Institute of Contemporary Arts (San Jose, CA), Works Gallery (San Jose, CA) and internationally at MAD´03 NET (Madrid, Spain), Museum of Contemporary Art (Krasnoyarsk, Russia), and the 2006 International Symposium of Electronic Art (San Jose, CA).

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Name

Your Name...

Email

Your Email...

Messages

Your Message...

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