

Loni Alnor

UX Designer

2023 Portfolio

Case Studies

1. Flash Tattoo App

A social application that helps tattoo artists find clients, and clients find artists.

Timeline: 2 Weeks

Role(s): Idea, UX Researcher, UX Designer

Tools Used: Figma

2. Photography Portfolio Website

A photography student portfolio's complete redesign

Timeline: 2 Weeks

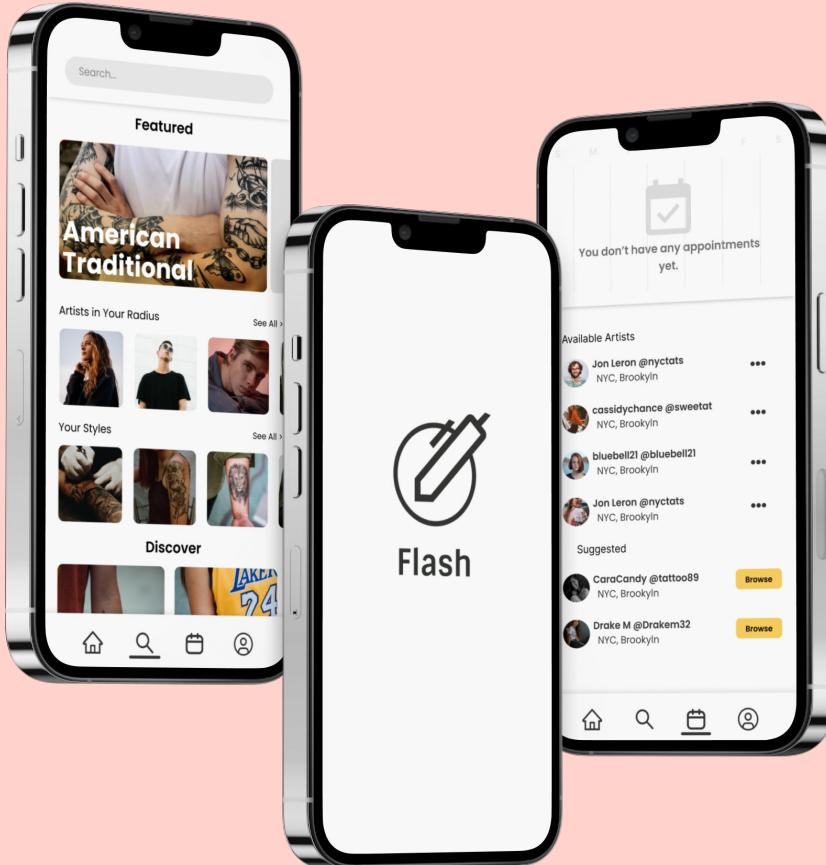
Role(s): UX Researcher, UX Designer

Tools Used: Figma

Flash Tattoo App

Case Study

Timeline: 2 Weeks, Role : Idea, UX Designer, UI Designer



Overview

Tattoos are becoming more and more popular as its status as taboo fades away. Most artists promote their work on social media, and most tattoo clients find and book their artists on social media as well.

Problem Statement

Most tattoo artists promote their work, and even run their small business, through Instagram. While Instagram supports a sense of community it also makes it hard for artists to differentiate from the many other different accounts on Instagram; and it makes a frustrating experience for a potential client to find an artist that fulfills their needs.

Project Goals

- Design a satisfactory user flow for the complete tattoo booking process.
- Include features that increase exposure for artists and searchability for clients.
- Support tattoo culture and its community.



Design Process

1. Discover

- User Survey
- User Interview

2. Define

- Create design solutions

3. Ideate

- Wireframing
- Hi Fi prototype

4. Test and Conclude

- User feedback
- Future Plans

I always create research questions to guide me in the first step of the design process.

Research Questions

1. What qualities of a tattoo artist do potential clients value?
2. What are the pain points of the current the tattoo booking process for both artist and potential clients?

User Survey

First, to understand the users needs and potential pain points I did a small survey. The results were as follows:

- The most important factor when choosing an artist was **style**.
- **Instagram** was the most used method of finding an artist.
- 61% of respondents browse tattoo artists **for entertainment** most of the time.
- Most artists promoting on the app are **independent**.

User Interview

I also did two semi structured user interviews to gain more information to be able to fully answer my research questions. I interviewed two college students. From the interviews I gathered:

- The process can be confusing because artists use **different ways to book** and mostly use third party apps/services.
- Instagram is frustrating but the **algorithm is a valued convenience**.
- There is a **lack of features** that support small artists.

Example Survey Questions

What is most important when choosing an artist?

What is your primary method of finding a tattoo artist?

Key Interview Quotes

"I hate finding a tattoo artist that I like, only to find out they're in Zurich."

"I'm not the best with communicating online, it makes me so anxious"

Quick Persona



Claire Haan

Age: 23

Location: Manhattan, NY

Occupation: NYU Grad Student

Behaviors

- Gets a tattoo at least once a year
- Socially Anxious
- Technologically Fluent

Needs & Goals

- A no stress process for getting tattoos
- Clarity

User Journey Map

I compiled my research and made a user journey map to better understand the current process of booking a tattoo artist on Instagram. Then, after understanding the flow, I am able to design an app that resolves pain points I found.



CLAIR HAAN

Age: 23
Occupation: NYU Grad Student
Location: Manhattan, NY

STAGES	BROWSE ►	EVALUATE ►	INQUIRE ►	BOOK
GOALS	Browse through posts of tattoos until intrigued	Find and read provided information on artist's page to determine if they are the right fit	Initiate contact with artist	Book the tattoo appointment
ACTIONS	<ol style="list-style-type: none"> Searches #nyctattoo to find Interacts with posts to guide the algorithm towards tattoo posts 	<ol style="list-style-type: none"> Search through artist profile Collect any information given by artist using their bio/highlights 	<ol style="list-style-type: none"> Pick a flash Direct message tattoo artist 	<ol style="list-style-type: none"> Follow artists specific instructions
THOUGHTS	"Hopefully I see a fine line tattoo here"	"Is this flash still available?"	"Am I bothering them?"	"I've never booked tattoos this way before..."
PAIN POINTS	<ol style="list-style-type: none"> Some accounts are not tattoo artists at all A lot of artists do not fit criteria 	<ol style="list-style-type: none"> The artist doesn't keep their profile updated, so accuracy is questioned. 	<ol style="list-style-type: none"> Instagram DM's are an intimidating method of contact 	<ol style="list-style-type: none"> The artist uses a third party app to book tattoos that Clair does not trust Process is long and variable
EMOTIONS	Excited	Critical	Nervous	Excited
OPPORTUNITIES	<ol style="list-style-type: none"> Filtering to eliminate unwanted results Distinction between different types of accounts 	<ol style="list-style-type: none"> A way to show updates to profile Announcement feature to encourage communication between artist and client 	<ol style="list-style-type: none"> A indicator for when artists are available or not A less forward way to initiate contact 	<ol style="list-style-type: none"> The whole process should take place in one application Standardized process

Key Problems

Lack of information early in the process results in frustration when they later do not meet the clients criteria i.e, location and availability.

Instagram does not support features that help both tattoo artists and potential clients because that is not its point.

The key features of Instagram are its **personalization and social aspect**.

Design Solutions

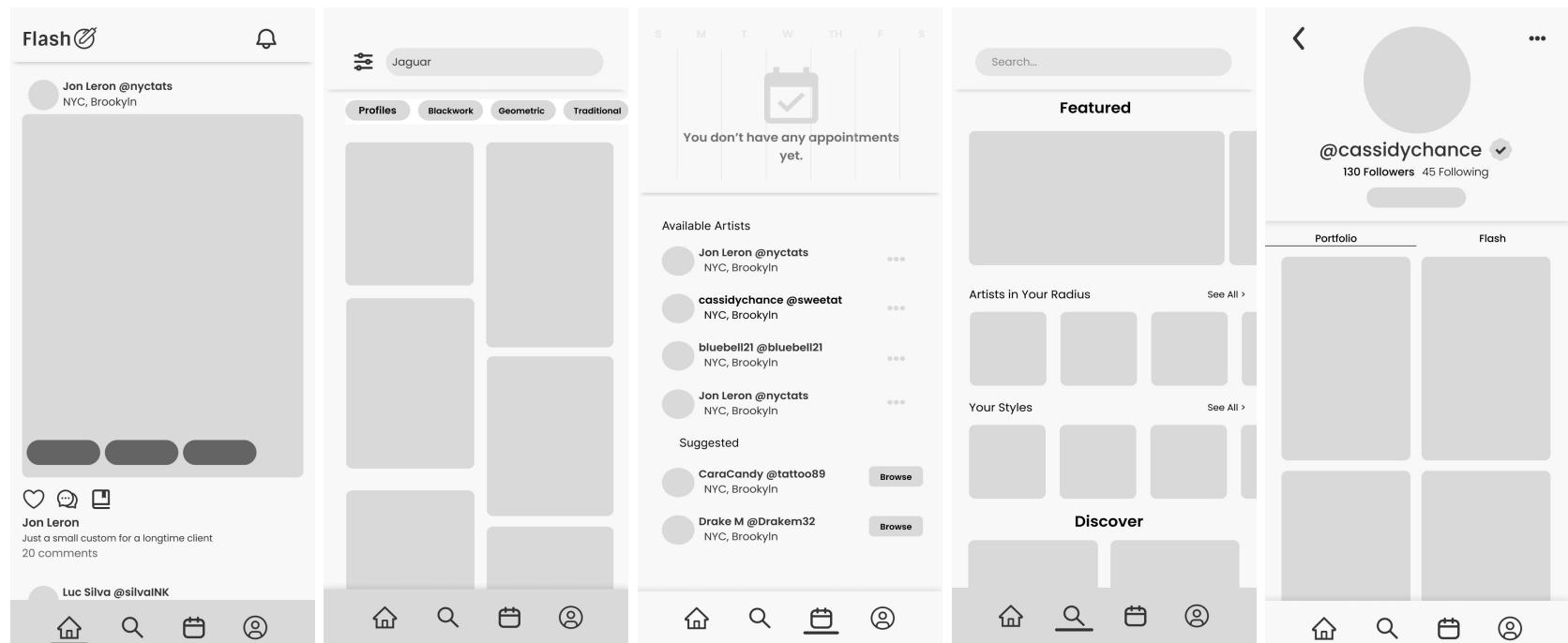
Information should be accessible at most points of the process. This can be achieved using **previews, status indicators, and captions** to the design to increase clarity.

Instagram is at first, a social media company, that happens to have the unintended consequence of supporting the tattoo community, to a point. A **dedicated service would eliminate distractions and irrelevant information** that comes from using Instagram as a primary tool to find tattoo artists.

The design should maintain the sociality, as well as facilitate discovery perhaps with a **discover page, tagging, and suggestions**.

Digital Wireframes

I made digital wireframes so I could easily design a layout for the homepage and pages.



Heading

Font	Letter Spacing
Poppins	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
36px	0px
Line Height	Case
Automatic	Original

Heading 2

Font	Letter Spacing
Poppins	0%
Weight	Text Decoration
SemiBold	None
Size	Paragraph Spacing
36px	0px
Line Height	Case
Automatic	Original

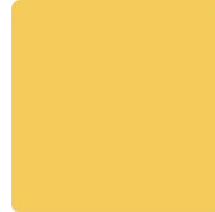
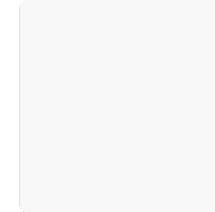
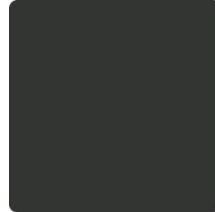
Body

Font	Letter Spacing
Poppins	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
18px	0px
Line Height	Case
Automatic	Original

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.



Color 1

rgba(51,53,51,1)
hsia(120,2,20,1)
#333533

Color 2

rgba(247,248,247,1)
hsia(120,7,97,1)
#F7F8F7

Accent

rgba(245,203,92,1)
hsia(44,88,66,1)
#F5CB5C

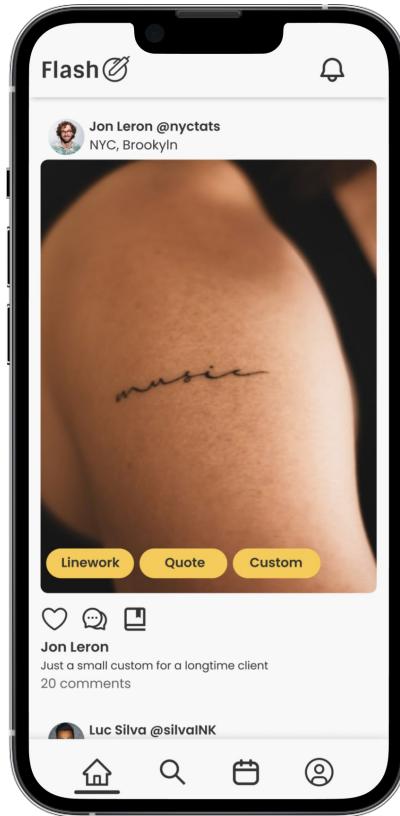
Style Guide

I tried to emulate the neon sign of tattoo parlor while also keeping the color scheme limited. The colors don't distract from the content of the app and the yellow accent color is identifiable.

Final Design: Home Page

Visible Information

To solve the lack of information problem I designed for the location of the artist is **visible at all times**. Also tags identify attributes of their tattoos for example the style or whether it is a custom or a flash tattoo.



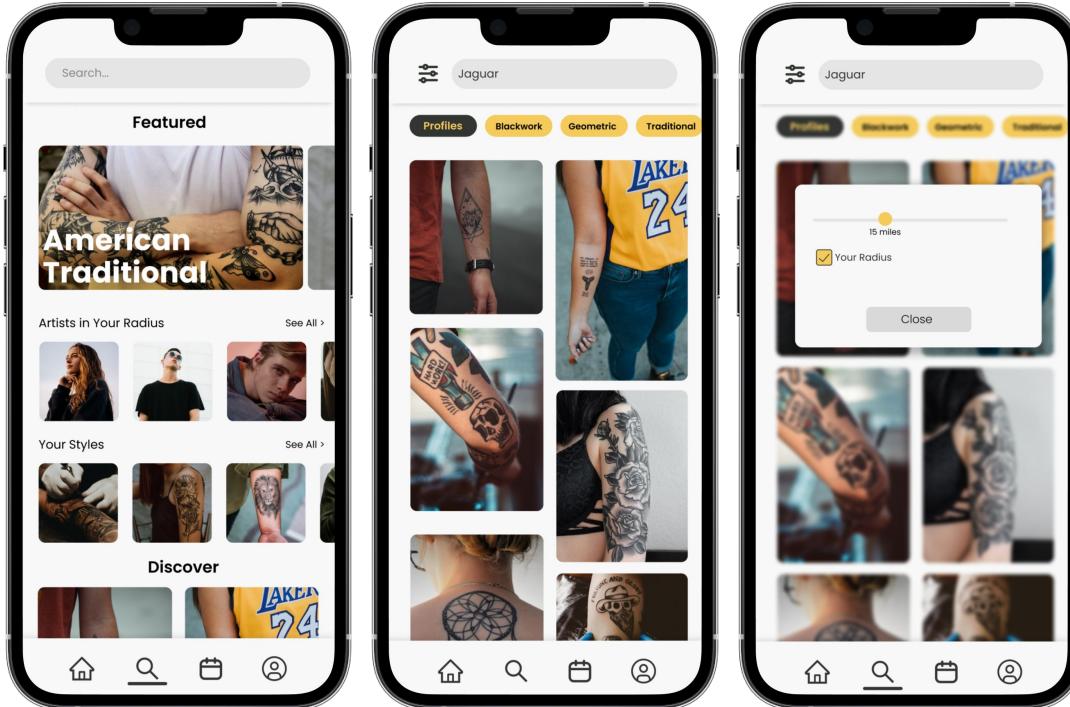
Sociability

The app still maintains a sense of socialness and community. The **direct connection between artist and client** is maintained. Likes, and comments support engagement, and a booking icon makes it **easy and convenient to book a tattoo**.

Final Design: Discovery and Search

Discoverability

Suggestions based on users location preferences and who they follow are easily available on the discover page. Users can look **browse by artist or by the tattoo**. This increases visibility of artists, and makes it easy for users to find new artists.



Filters and Tags

Users can also **search keywords and filter through tags**. This should reduce users' late stage frustrations.

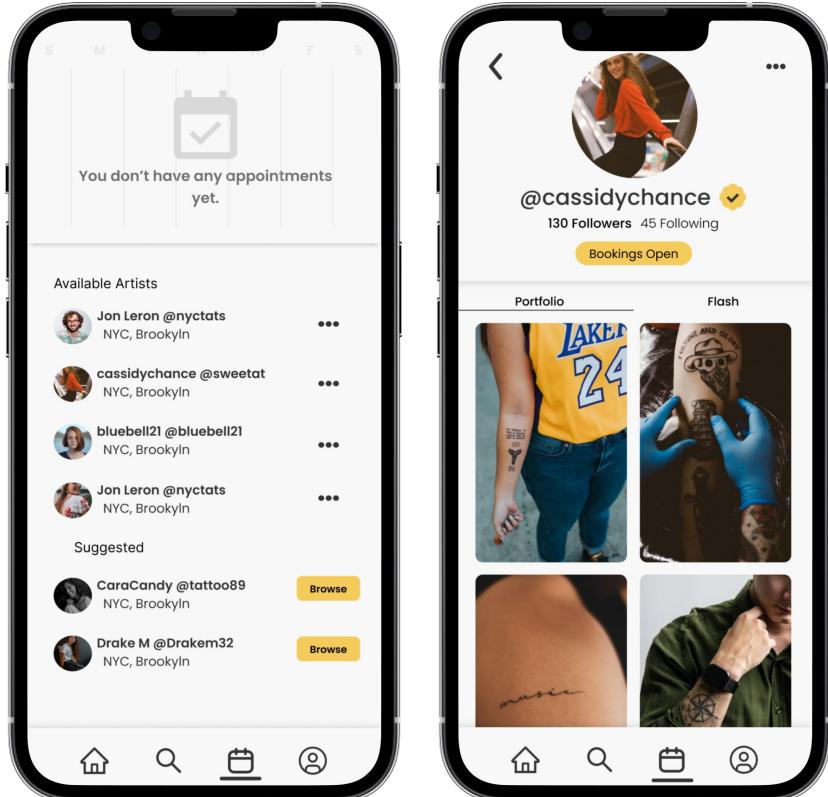
Final Design: Booking and Artist Profile

In App Booking

Booking takes place within the app and is the same for every artist. This should **decrease user confusion** if the process stays the same.

Convenience

Empty state encourages action, and suggested available artists **increase visibility for artists**.



Informative Profiles

I designed the artist profile to **give information without being overwhelming**. Artist bio has all the important information displayed; booking availability, artist account verification, and a distinction between past tattoos and available flash.

[High Fidelity](#)
[Figma](#)
[Prototype](#)
[Available Here](#)

Thoughts

This was a project I am particularly passionate about. I think applications that support communities are longer lasting and contribute to the world.

Challenges

A challenge I came across was that I wanted to do a lot more than was feasible in the time frame, and I made an effort to focusing on my research question as to not veer off.

Next Steps

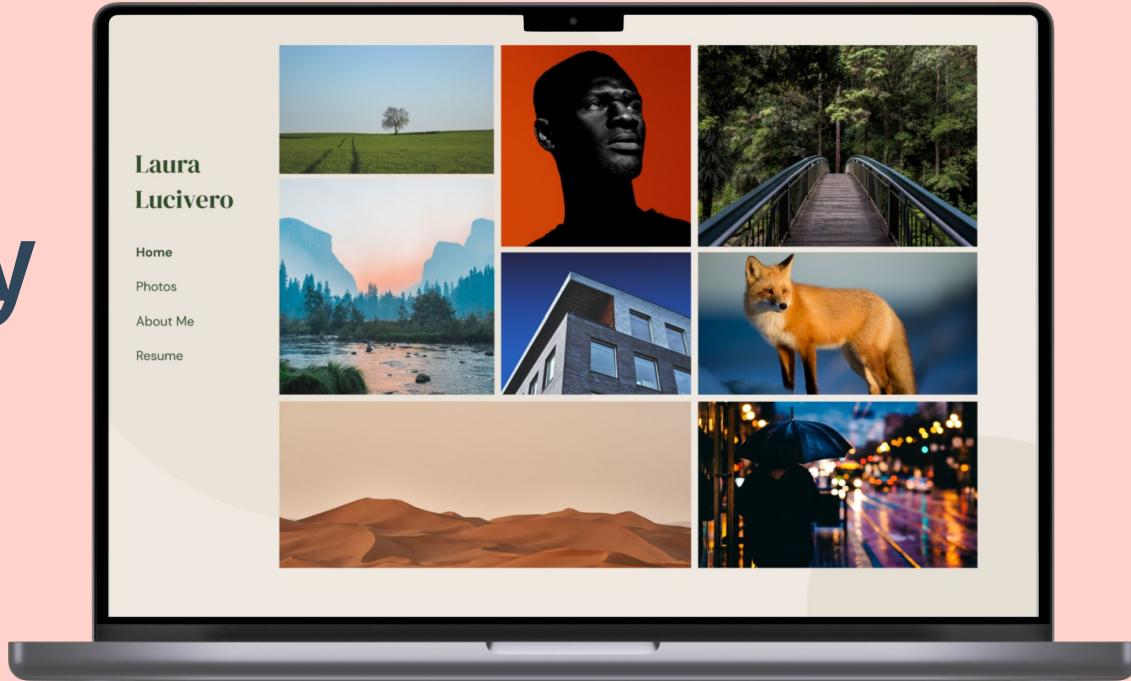
My next steps would be to conduct user interviews to make sure the user flow is satisfactory.



Photography Portfolio

Case Study

Timeline: 2 Weeks, Role : UX Designer



Overview

Portfolios showcase both the photographer and their work ; it should house a collection of photos that demonstrate the photographer's creativity and professionalism. They're sent to potential clients and employers in hopes of receiving work, so they have to be an exceptional example of the photographers talent.

Problem Statement

Student portfolios for students are often generic and lack purpose. I was tasked to redesign my client's student portfolio with the user in mind in order to increase the usability of their website, and better their chances of a being hired.

Project Goals

- Identify key aspects of a student portfolio and implement missing features.
- Display photos in an organized and clear way.
- Maintain professionalism in UI.
- Maintain client's identity/brand throughout the design.



Design Process

1. Discover

- Client Interview
- User Interview
- Secondary Research

2. Define

- Analyze data and identify problems and goals
- Create design solutions

3. Ideate

- Wireframing
- Hi fi prototype

4. Conclusion

- User feedback
- Future Plans

I created two research questions to guide me in the first step of the design process

Research Questions

1. What are the essential aspects of a student portfolio?
2. How do we best implement the essence of the photographer into the design?

User Interview

I began with interviewing a demographic of potential users. The website's audience consists of professionals in the photography industry looking with the goal of either hiring or evaluating my clients photos. I chose my demographic for my interview to reflect the website's visitors and interviewed two consultants and a professor of photography.

Insights

From the research I identified necessary characteristics of a student portfolio

- Organization and Simplicity are the most valued qualities of a portfolio.
- Photo Focused
- Intent matters
 - “*Let your goals shape your portfolio*”

Research → Design:

Based on the researched I prioritized a **simple grid layout** for the design and a design that displayed the photos clearly.

Client Interview

From talking to professionals most believe that a portfolio is as much about presenting photos as it is about presenting the photographer themselves. Therefore, I decided to interview my client in addition to my previous interviews.

Interviewing my client was so the design of the website reflected personal aspects of them in order to increase authenticity of the website as a whole.

Insights

- Client opposed to over traditional design.
- Needed it to be adaptable because they want to continue to update the site as they progress in their career.
- Want to maintain client's identity throughout the design.
 - Student
 - Landscape Photographer

Research → Design:

To balance client's disregard for traditional design and the user's affinity towards simplicity design I used a **muted natural color scheme**. The color scheme should **mirror their resume** in order to maintain their brand and add a sense of intention and cohesion.

Secondary Research

Lastly, I looked at various other portfolios in order to maintain familiarity with the users as they frequently interact with portfolios in their lives and consistency yields a better user experience. My goals while researching were:

- Identify commonly used features
- Understand costs and benefits of different photo layouts

Insights

- Portfolio layout is heavily dependent on the type of photo
 - Landscape vs Portraits
- At least 2 images are on the home page of portfolios
 - Hero Images common
- Pagination is always and is helpful for the users to find navigate the website better

Research → Design:

Users have a better experience when a website behaves the way that think it should, therefore I made sure to stick to the basic mechanics of a portfolio and include features that were are commonly present:
grid, pagination, endless scrolling.

Analysing the Current Website

To begin designing, I looked at the current portfolio website in order to determine its existing style, as well as identify what can be improved to address the user's needs.

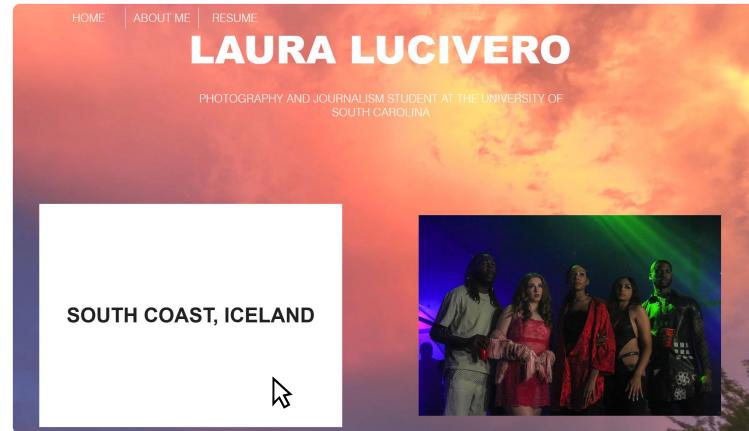
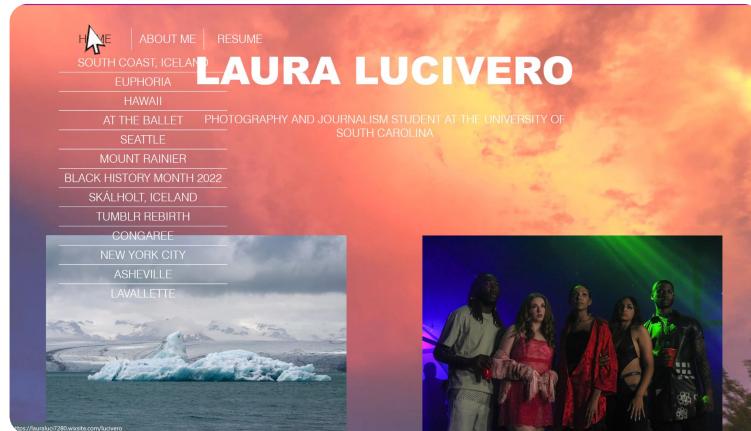
I found several key issues in the homepage that might discourage a user from interacting with the site including:

Confusing Navigation May Lower Interaction

The navigation is hidden and the user can only see both the different pages and labels for the photos while hovering. The overlapping menu looks unprofessional and doesn't reflect well on the client.

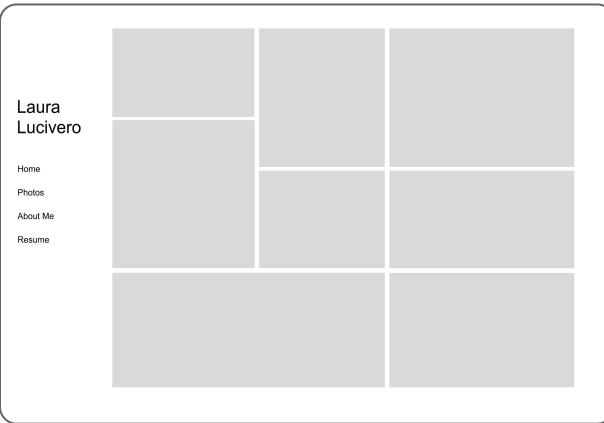
Messy User Interface Distracts From Photos

The image background distracts from the photos, which is not photo-focused. It also makes it difficult to read the menu. The photo grid also has inconsistent dimensions.



Digital Wireframes

I made digital wireframes so I could easily design a layout for the homepage and pages.



Laura Lucivero

Journalism and Art Student

Hello! My name is Laura Lucivero and I am a junior at the University of South Carolina. My hometown is Randolph, New Jersey. I am currently majoring in Visual Communications and minoring in Studio Art with a concentration in Photography. I have been taking my photography seriously since my freshman year of high school in 2016 and plan on pursuing a career in it after graduation. My ultimate goal is to become a photojournalist, with my dream job being to work with National Geographic.

Most of my work is a combination of landscapes and portraits. I've been lucky enough to travel the world and take photos of the places I've seen. Being from a place so close to New York City, I have always been drawn to architectural photography, city landscapes, and natural landscapes. Additionally, I have grown fond of portraiture, especially editorial/magazine style. During my sophomore year of college, I was hired as a photojournalist for the university newspaper. One of my images was chosen as the front page of my images was chosen for the print issue cover. Prior, I was a member of the National Art Honors Society for 2 years and received an award through this organization during my senior year of high school.

Additionally, I have been learning about and writing in journalism since my sophomore year of high school (2017). In 2018, I became an advisor for the TAPinto Club, the student journalism club that worked with a local news website to report on town issues, sporting events, achievements, etc. I held this position up until my graduation in 2020.

Awards

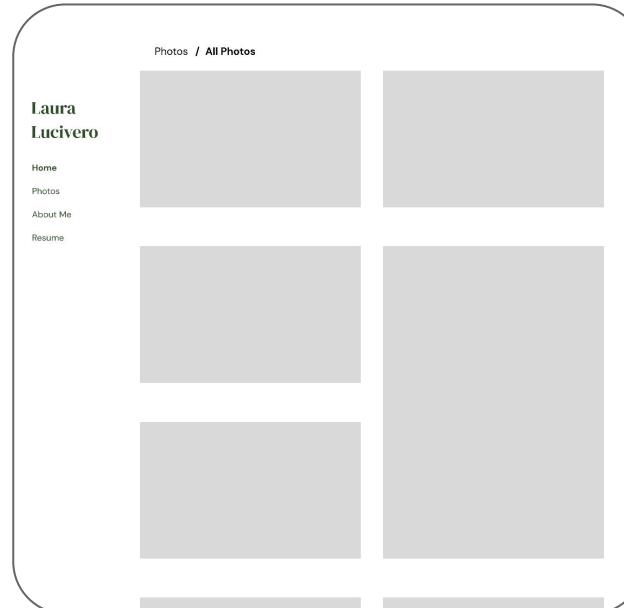
President's Honor List / Columbia, SC / Fall 2020, Spring 2021, Fall 2021, Spring 2022
College of Information and Communication Dean's List / Columbia, SC / Spring 2021, Fall 2021
Excellence in Journalism Award / Senior Awards / Randolph, NJ - 2020
Artist Sprint Award / Senior Art Awards / Randolph, NJ - 2020
Excellence in Photography / Underclassman Art Awards / Randolph, NJ - 2018

Experience

Genet & Black Magazine - Photographer / Columbia, SC / 2022-
The FriendShip Organization - Volunteer Photographer / Columbia, SC / 2022-
National Art Honors Society / Randolph, NJ / 2018-2020
TAPinto Advisor (Journalism Club) / Randolph, NJ / 2018-2020

Contact

(973)-527-1918
lauraluc7280@gmail.com
RANDOLPH, NJ / COLUMBIA, SC



All Photos

Laura Lucivero

Iceland

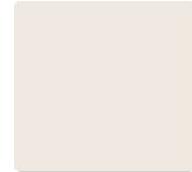
Hawaii

Seattle

Header 1

Font	Letter Spacing
DM Serif Display	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
40px	0px
Line Height	Case
Automatic	Original

The quick brown
fox jumps over the
lazy dog.



Color 1

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hsla(32,29,91,1)
#EFE9E2

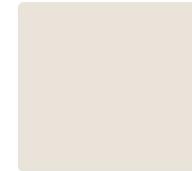
Color 2

rgba(49,78,44,1)
hsla(111,28,24,1)
#314E2C

Header 2

Font	Letter Spacing
DM Sans	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
24px	0px
Line Height	Case
Automatic	Original

The quick brown fox jumps over
the lazy dog.



Accent 1

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hsla(37,26,87,1)
#E6DFD4

Accent 2

rgba(234,227,217,1)
hsla(35,29,88,1)
#EAE3D9

Body

Font	Letter Spacing
DM Sans	0%
Weight	Text Decoration
Regular	None
Size	Paragraph Spacing
20px	0px
Line Height	Case
Automatic	Original

The quick brown fox jumps over the
lazy dog.

Style Guide

The color scheme is the same as my clients resume. The neutral colors don't distract from the photos but maintain a consistent professional theme.

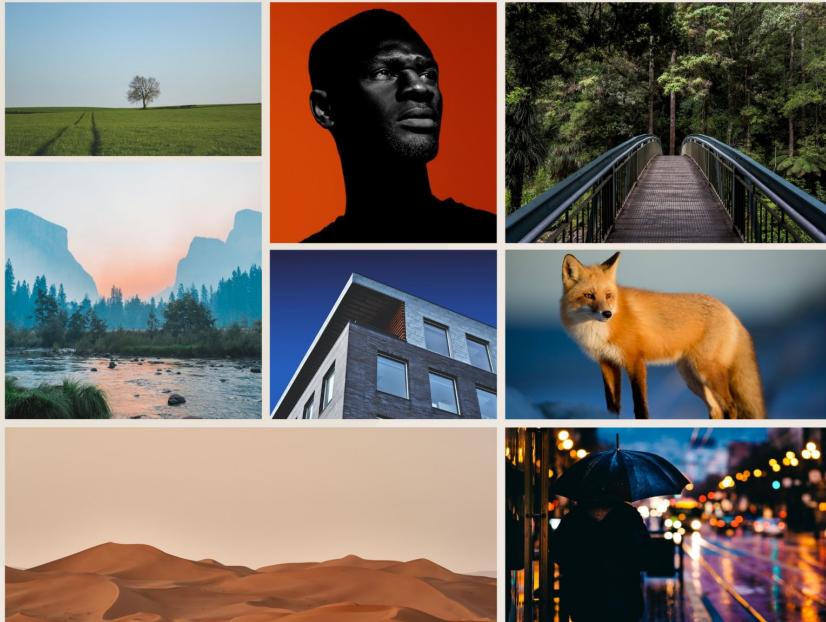
Final Design: Homepage

Navigation

The menu is clear, visible from every page, and has no hidden states.

Laura
Lucivero

Home
Photos
About Me
Resume



Grid Layout

The grid layout satisfies need for simplicity and professionalism and its asymmetry maintains a nontraditional but professional UI.

Final Design: Photo Page

Client Identity

A key aspect identified was preserving my clients identity. I chose to separate it by location to highlight the type of photography my client does. And I made it simple to leave the option to add or remove collections as their career progresses because they are a student.

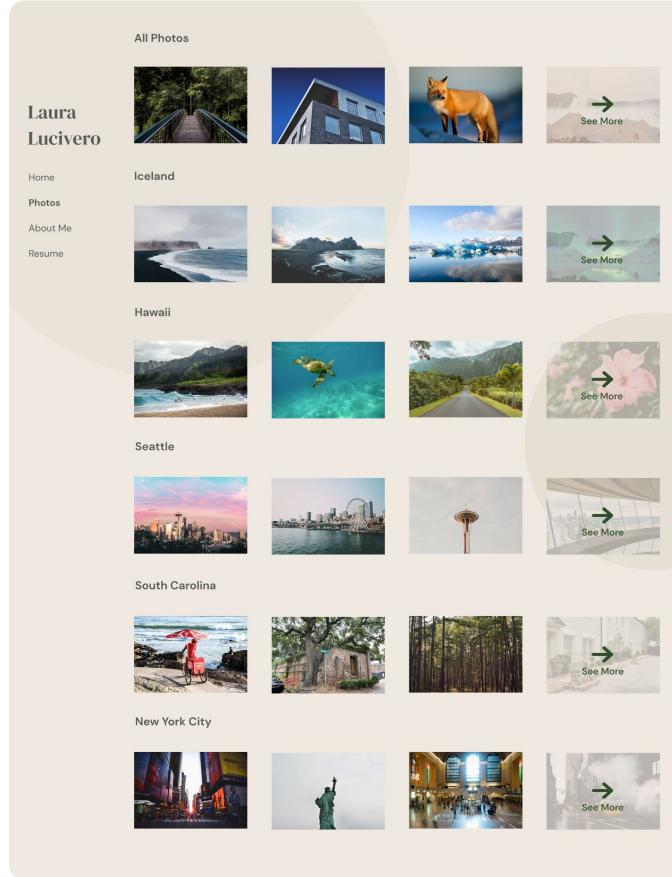


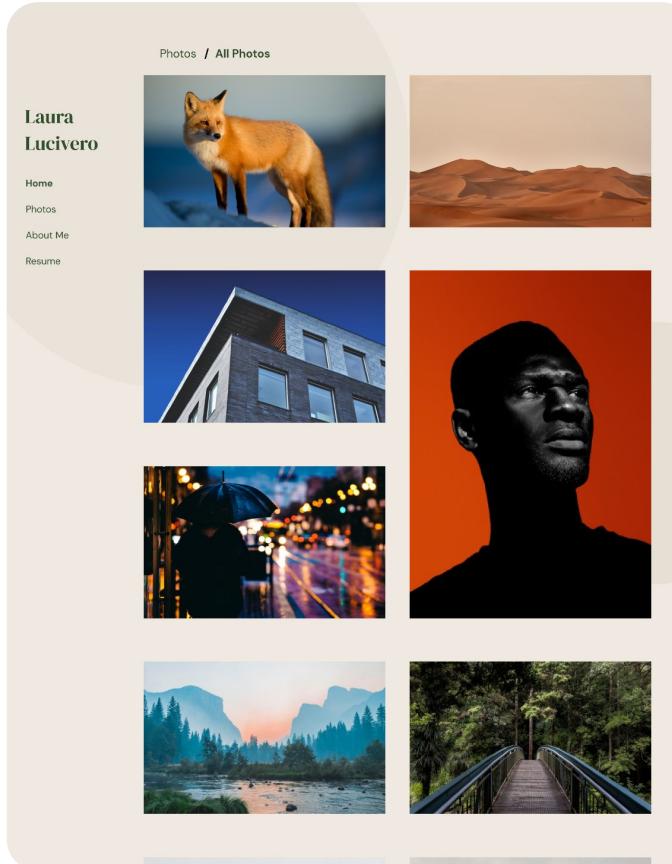
Photo-Focus

Previews of collection makes more of the portfolio visible with little interaction with CTA that leads to more.

Simplicity

The grid layout is symmetrical to lessen confusion.

Final Design: Photo Page cont.



Pagination

Pagination provides users with context and lessens confusion

[High Fidelity](#)
[Figma](#)
[Prototype](#)
[Available Here](#)

Thoughts

I think that there were a lot of different ways to handle this problem, and I am happy with the route I took. Though I know there are places to improve, that only motivates me.

Challenges

A challenge I had was validating my UI choices. I felt confident in my layout but making sure their was intent in the styles and fonts and other more UI features was different than I am used to.

Next Steps

My next steps would be to do some user tests and get genuine feedback. I would also want to know if there was any increase in contact with my client.



Contact

Loni4745@gmail.com

My website: lonialnor.com

Linkedin

Thank You