



WordPress Website Design
<https://vaccinationrewards.org>

Played a significant role in helping design and launching a nonprofit website designed to share information with unvaccinated people to get the covid-19 vaccine.

Responsible for laying out the website in WordPress with five others who helped clean it up. The few design components I put together include a logo design, drop-down button menu, slideshow, placing images, HTML/CSS, entering content from a spreadsheet, and inserting it into a table. I helped clean up gaps of white space by inputting line-height into the CSS and HTML in many different areas on the site.

VACCINATION REWARDS



Responsive Government Website Redesign

https://docs.google.com/presentation/d/e/2PACX-1vRIWMhFXlZkQA5uvtk13DQsTPnvsWE5Z6X6Y2N-kGz-YAacWIPt3qmfq3zVFR_iq1rnnyxOkUd5KSkc/pub?start=false&loop=false&delayms=3000

This report is a case study that shows four weeks of UI research that evaluates the Department of Agriculture. Each design component is coupled together into a case study showing various user research that includes wireframes, a proto-persona, new site navigation with card sorting, and clickable prototypes that demonstrate the homepage redesign of the Department of Agriculture.



35



Derek Brown

Age: 60
Gender: Male
Occupation: Farmer
Location: Pennsville, New Jersey
Marital Status: Married for 50 Years
Archetype: Milking Cows

Bio:

Derek is a dairy farmer he is up at 5 A.M to milk the cows. He works hard running his farm and gets his hands dirty picking corn from his corn crop. The farm consists of sheep and pigs and works many tireless hours making sure they are taking care of everyday. He is in the process of seeking to find resources that include helps similar to food stamps.

Goals:

Derek's goal is to improve the herd health by 2022 and creating a better cooling system for the milk. In order to do this Derek wants to sign up for extra resources on the Department of Agriculture website.

Pain Points:

Since the pandemic Derek's food supply has been not as great so he needs to sign up for food stamps in order to make sure his herd is in better health.

Brands:



4

User Scenario:

Derek wants to find new resources to help him with feeding his herd ever since the pandemic the food stock for them has been slim so Derek seeks to sign up for food stamps and find some more help on <https://www.usda.gov>.

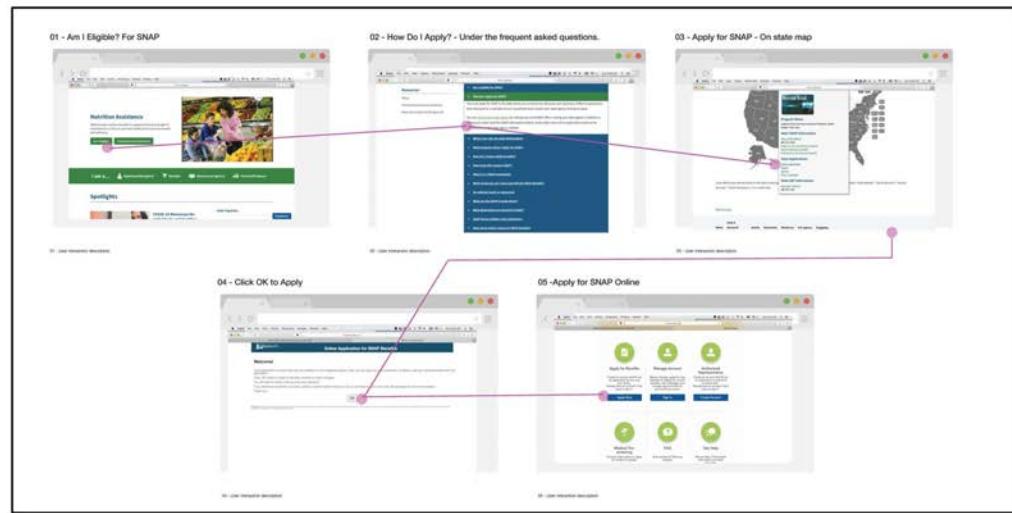
User Interface Analysis

LYNETTE SLAPE

Homework 8

3

5



User wants to apply to online SNAP application:

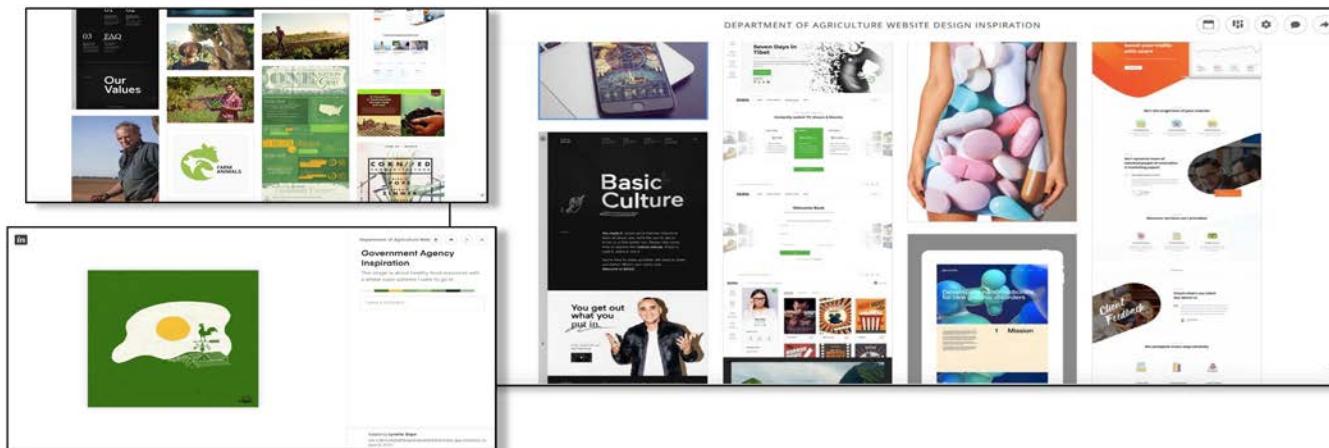
As Derek visited the website there was a button for food stamps but the user needed to go through too many steps to sign up he thought it should be easier or at least a number to call.

8

Responsive Design

LYNETTE SLAPE

Homework 9



MoodBoard: <https://projects.invisionapp.com/boards/9H423QVDWU2/>

This mood board shows in the provided link show UI inspiration, and government agency inspiration with color as well as layout design.

11

After giving two individuals I interviewed tasks that include navigating the topics on the Department of Agriculture website on both desktop and mobile. They both seem to answer the same question that includes, who are the main users of the website to be farmers? They both agreed that they don't mind the long list of topics in the dropdown menu seems fairly simple to them.

INTERVIEW ONE:

Dan says, "he has used the site before to explore possible grants for the orchards in Yakima the website navigation seems useful and simple in both desktop including mobile"

INTERVIEW TWO:

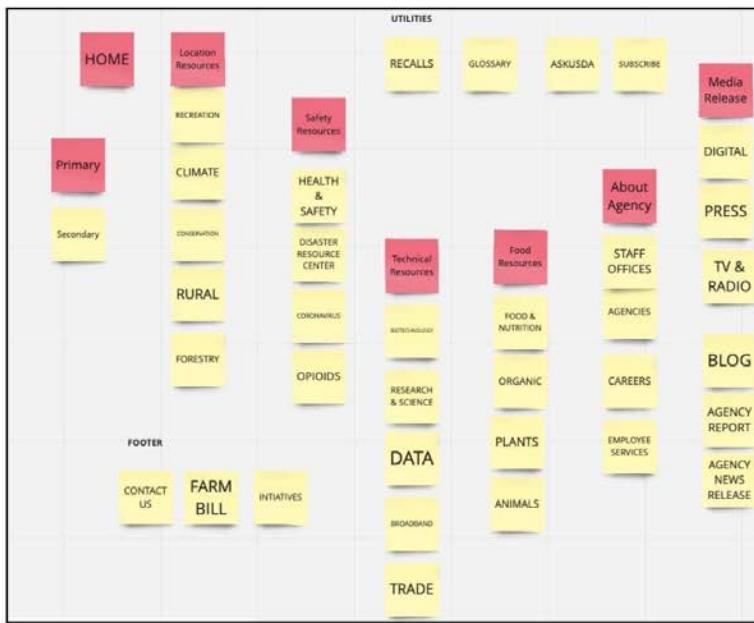
Olivia says, "I don't mind all the topics in a long list on the scroll down menu navigation it seems simple enough and easy to navigate in both desktop as well as mobile."

12

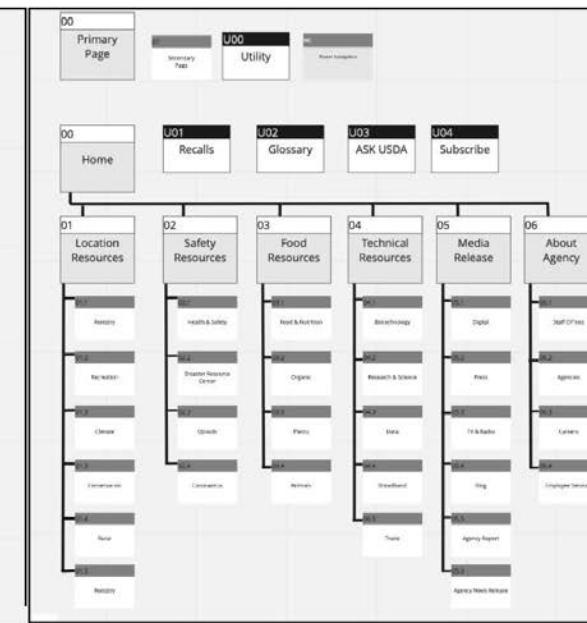
<https://projects.invisionapp.com/boards/9H423QVDWU2/>

13

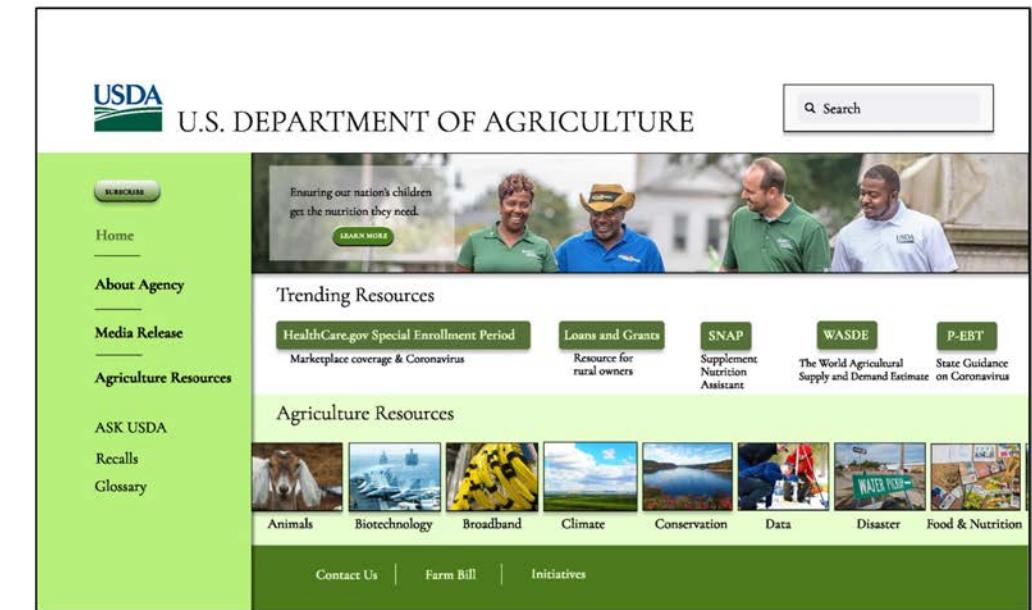
CARD SORTING - NAVIGATION:



NEW SITE NAVIGATION:



CLICKABLE
PROTOTYPE



25

MIRO BOARD:

https://miro.com/app/board/o9J_lJwY6OM=/

<https://www.figma.com/proto/SJlbaRKtjiSzV1tCyCyBW1/wireframe-desktop--color?scaling=contain&page-id=0%3A1&node-id=2%3A242>

Information Architecture

LYNETTE SLAPE

Homework 10

22

CLICKABLE
PROTOTYPE



<https://www.figma.com/proto/VHv26i8c92s7pa1s85Gyi1/Wireframe-Mobile-Color?node-id=2%3A429&scaling=scale-down&page-id=0%3A1>

In the first design of the homepage the color blue was taken from the logo designed for the navigation of the homepage.

In the final design of the homepage I began to add contrast and hierarchy in the homepage with different shades of green.

Homepage Iteration:

BEFORE:



AFTER:



27

Interaction Design

LYNETTE SLAPE

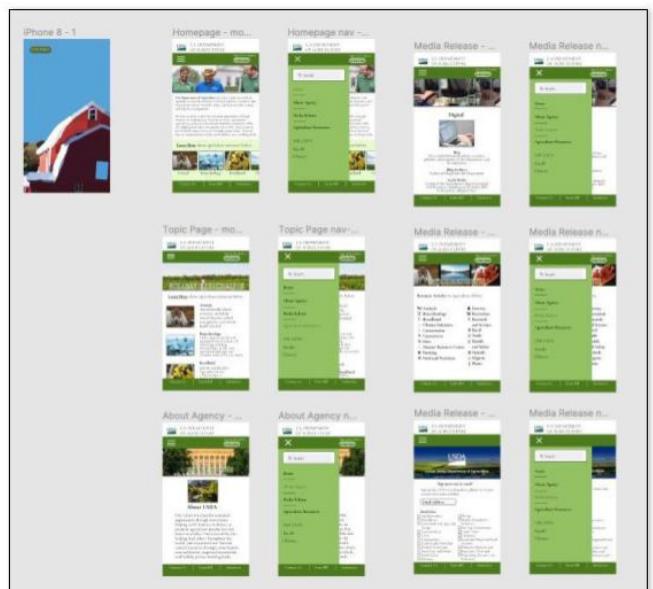
Homework II

UI STYLE TILE : Department of Agriculture Re-Design		Date: 5/01/21								
UI STYLE DIRECTION	BRAND LOGO									
The Department of Agriculture website redesign is designed to give the user a more organic visual feel by bringing in a more natural color palette. The new navigation bar for the Department of Agriculture is seen on the left side. The user can click on the USDA logo to go back to the homepage or click on the menu icon to open the dropdown menu. The user make one click on the page in the navigation that leads to a top page.										
UI Style Adjectives	Clean Crisp Progressive Cohesive Minty Fresh									
Typography	<p>Varum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim ad minim veniam, quis nostrud exerci tationem.</p> <p>Headline (Cormorant Garamond Upp 36 pt) (Cormorant Garamond 24 pt) Sub-headline - 24 pt)</p> <p>Headline (Cormorant Garamond Bold 24 pt) Sub-headline - (Cormorant Garamond Bold 24 pt)</p> <p>"Design is not just what it looks like or feels like. Design is how it works." - Steve Jobs</p> <p>(Cormorant Garamond Light 16 pt)</p> <p>Typography Body Copy</p> <p>Varum ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut enim ad minim veniam, quis nostrud exerci tationem. At vero eos et accusamus et iusto duis delectus et ea rebum. At vero eos et accusamus et iusto duis delectus et ea rebum. At vero eos et accusamus et iusto duis delectus et ea rebum.</p> <p>(Cormorant Garamond Reg 14 pt)</p>									
COLOR PALETTE										
Button States										
<table border="1"> <tr> <td>Normal</td> <td></td> </tr> <tr> <td>Hover</td> <td></td> </tr> <tr> <td>Focus</td> <td></td> </tr> <tr> <td>Pressed</td> <td></td> </tr> </table>		Normal		Hover		Focus		Pressed		
Normal										
Hover										
Focus										
Pressed										
Loans and Grants										
Button Styles										

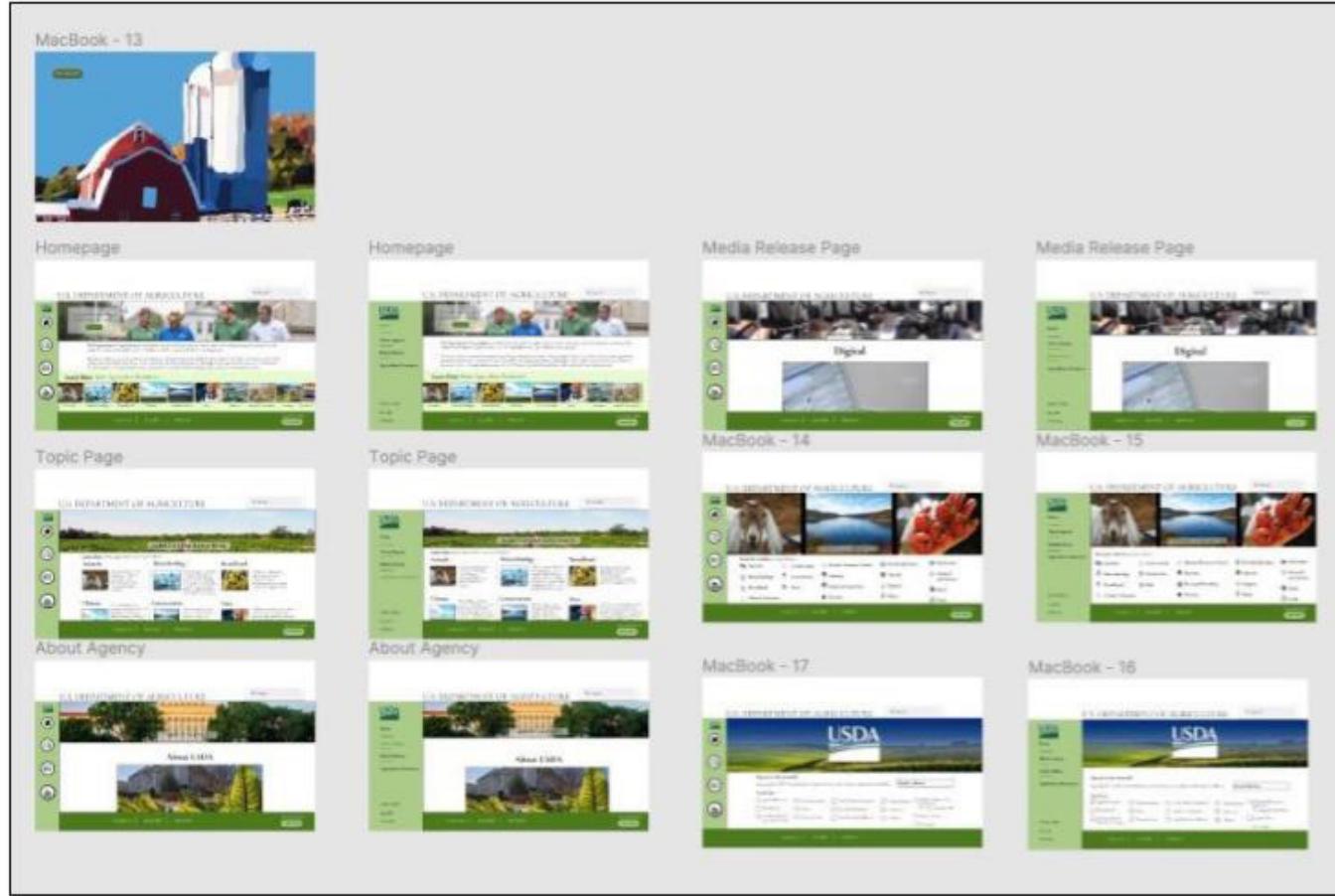
UI STYLE TILE : Department of Agriculture Re-Design

Basic UI Kit

UI STYLE DIRECTION <p>The Department of Agriculture website redesign is designed to be clean, crisp, and progressive. It emphasizes the clarity of space, hierarchy, and typography. It is an elegant design that includes the agriculture resources formerly found on the homepage.</p> <p>UI Style Adjectives</p> <ul style="list-style-type: none"> Clean Crisp Progressive Cohesive Minty Fresh <p>Typography</p> <p>Learn more about the typography system including font size, line height, and how various styles relate to one another in terms of hierarchy and meaning.</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; vertical-align: top;"> Headline <i>(Commonly Generated)</i> Size: 18px Weight: Bold Sub-headline = <i>(e.g.)</i> </td> <td style="width: 50%; vertical-align: top;"> Headline <i>(Commonly Generated)</i> Size: 16px Weight: Bold Sub-headline = <i>(e.g.)</i> </td> </tr> <tr> <td colspan="2" style="text-align: center; padding-top: 10px;"> SUBSCRIBE </td> </tr> <tr> <td colspan="2" style="text-align: center; padding-top: 10px;"> SUBSCRIBE </td> </tr> </table> <p>Image <small>Image size: 100px x 100px</small> Text <small>Text size: 14px</small> Link <small>Link color: #0070C0</small></p> <p>Image Slider - Agriculture Page</p> <p>Image Slider - Homepage</p>	Headline <i>(Commonly Generated)</i> Size: 18px Weight: Bold Sub-headline = <i>(e.g.)</i>	Headline <i>(Commonly Generated)</i> Size: 16px Weight: Bold Sub-headline = <i>(e.g.)</i>	SUBSCRIBE		SUBSCRIBE	
Headline <i>(Commonly Generated)</i> Size: 18px Weight: Bold Sub-headline = <i>(e.g.)</i>	Headline <i>(Commonly Generated)</i> Size: 16px Weight: Bold Sub-headline = <i>(e.g.)</i>					
SUBSCRIBE						
SUBSCRIBE						



29



CLICKABLE
PROTOTYPE

35

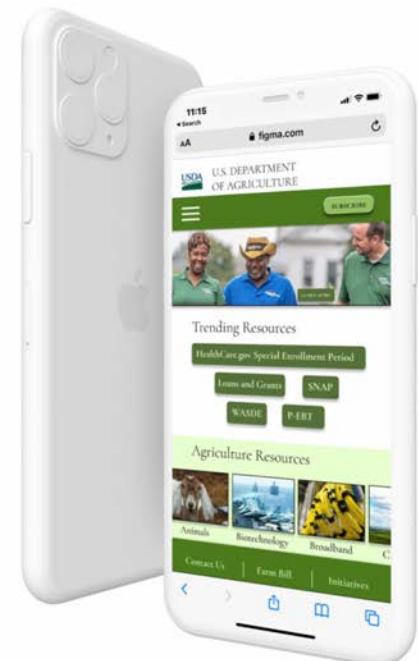


<https://www.figma.com/proto/PAmUHTRLukIqh01msa3ksS/Government-Agency-Desktop-Expanded?scaling=min-zoom&page-id=0%3A1&node-id=1%3A527>

CLICKABLE
PROTOTYPE



CLICKABLE
PROTOTYPE



<https://www.figma.com/proto/PAmUHTRLukIqh01msa3ksS/Government-Agency-Desktop-Expanded?scaling=min-zoom&page-id=0%3A1&node-id=1%3A527>

<https://www.figma.com/proto/mfHwt8QdNiBzqYoYErlfIk/New---Government-Agency-Mobile---Expanded?scaling=scale-down&page-id=0%3A1&node-id=4%3A1244>

CLICKABLE
PROTOTYPE



IPAD
CLICKABLE
PROTOTYPE



40

<https://www.figma.com/proto/vsTO2L7bNUO6OO3AbWcHwn/New---Government-Agency-IPad---Expanded?node-id=1%3A38&scaling=scale-down&page-id=0%3A1>

ITERATE HIGH-FIDELITY MOBILE
HOMEPAGE PROTOTYPE BASED
ON USABILITY TESTS:

New Navigation:



Old Version:



New Navigation:



41

Bright Mind Enrichment Wellness Model

<https://drive.google.com/file/d/14vqC94FSKpkDL-nOvhajFS6uhTMURln/view?usp=sharing>

Re-formatted a already made BME wellness model for the nonprofit <https://brightmindenrichment.org> to a more consistent illustration.

ORIGINAL BEFORE RE-DESIGN:

Bright Mind Wellness Model

Values

- Thinking:** Problem Solving, Learning Readiness, Critical Thinking, Resiliency, Goal Setting, Wise Use of Resources, Planning/ Organizing
- Relating:** Making Decisions, Accepting Differences, Conflict Resolution, Social Skills, Cooperation, Communications, Nurturing Relationships, Sharing, Empathy, Concern for Others
- Caring:** Self Responsibility, Self Discipline, Character, Self Esteem, Healthy Lifestyle, Choices
- Managing:** Attainment of Marketable Skills, Teamwork, Self Motivation, Contributing to Group Goal Attainment, Responsible Citizenship, Community Serv. Volunteerism, Leadership

Involvement

Working

Giving

Health

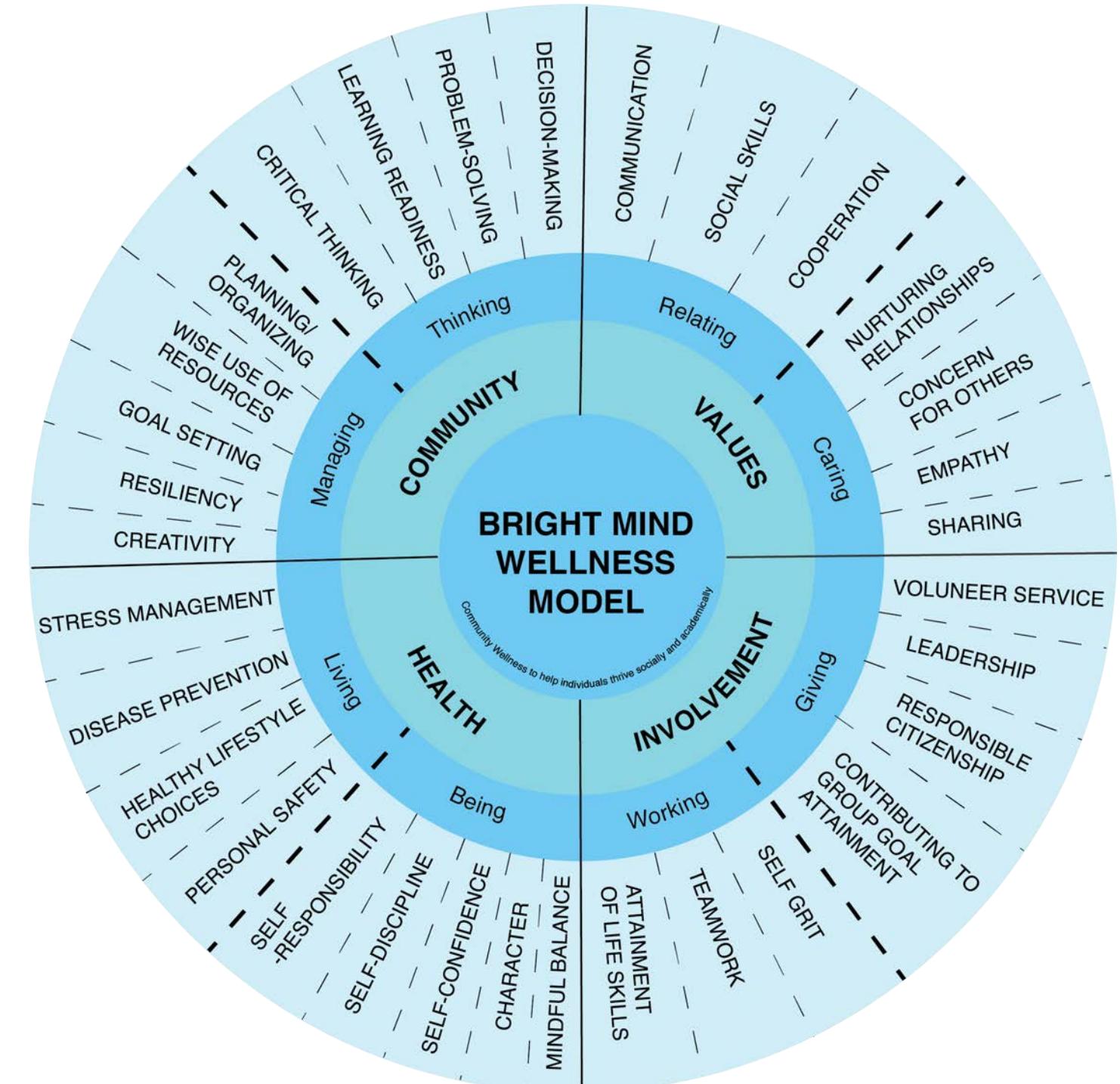
Living

Being

Stress Management

Personal Safety

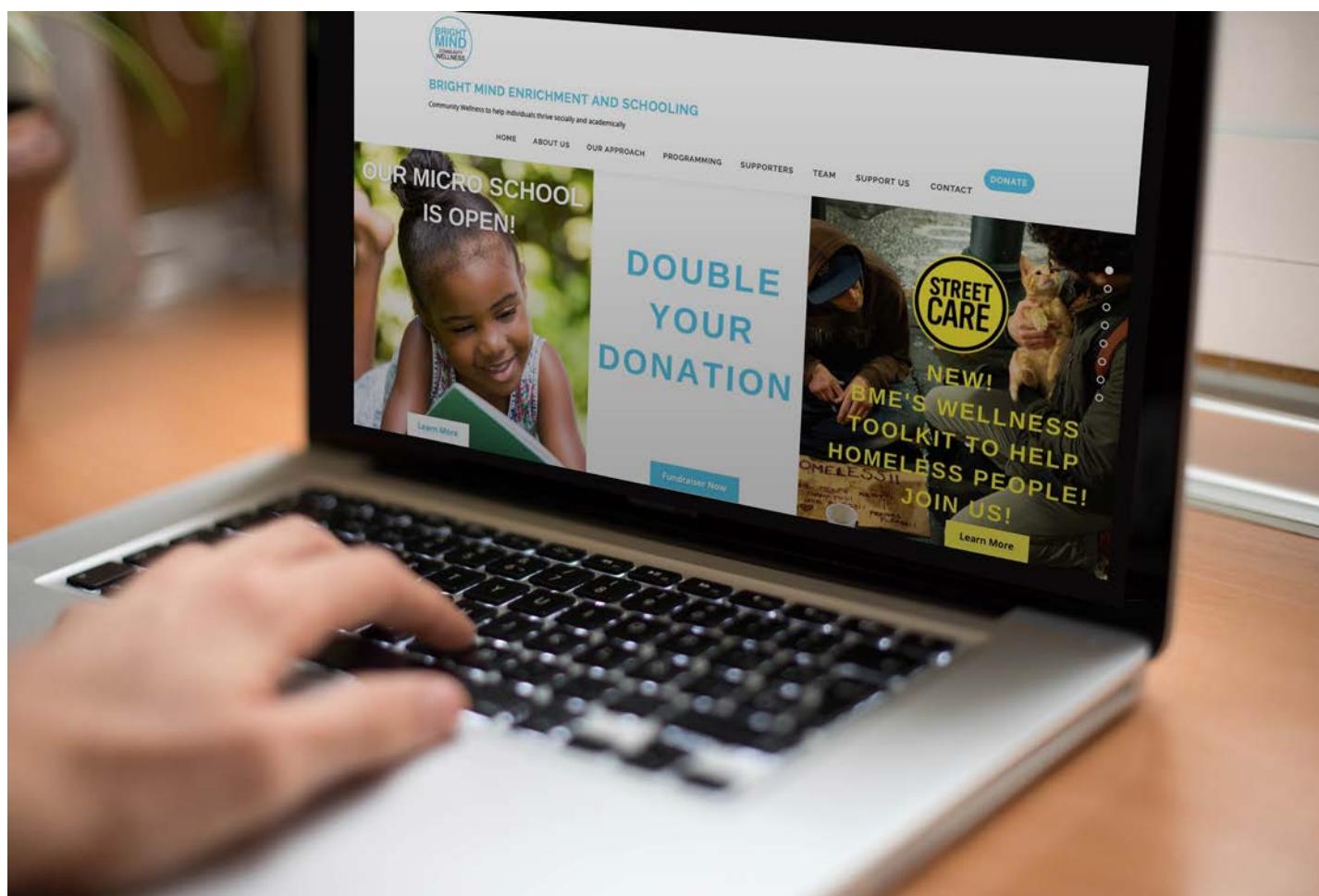
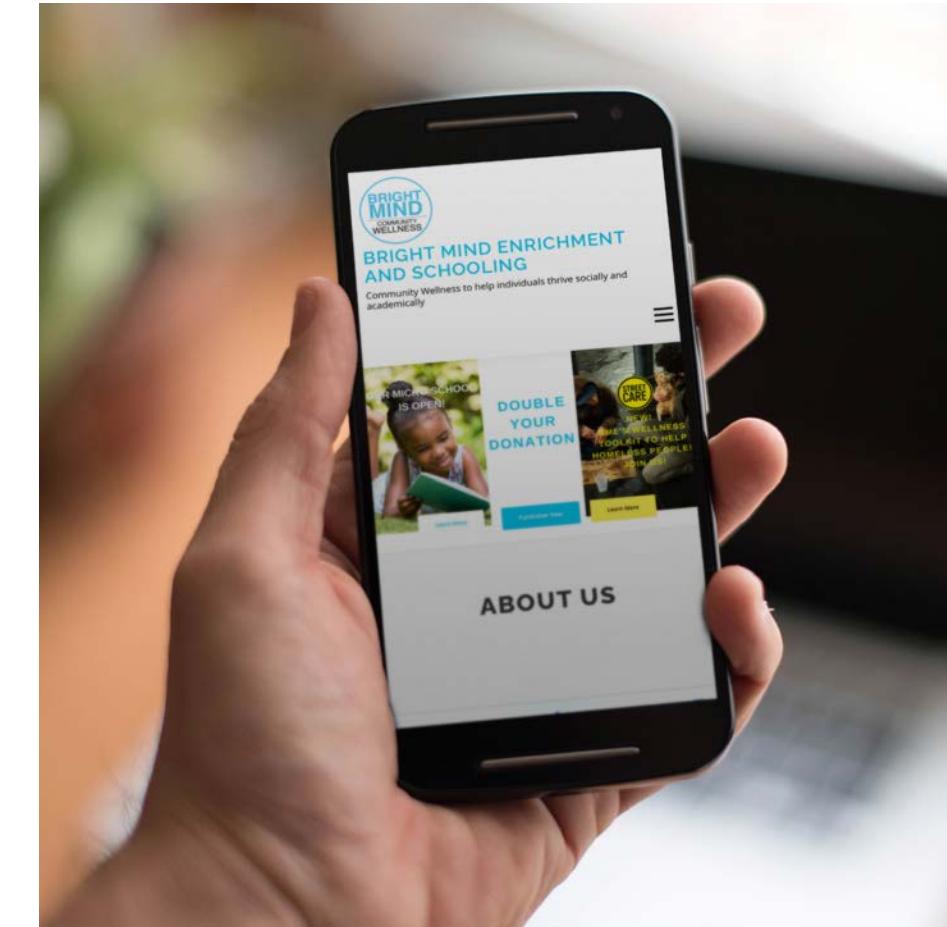
AFTER RE-DESIGN:



Logo Design for website / <https://brightmindenrichment.org>

Responsible for created a current logo for Bright Mind Enrichment and Schooling a mark that can be more simple and memorable.

Used: Adobe Illustrator, Adobe Photoshop



Flyer appearing in Street Care Facebook to promote event.
<https://www.facebook.com/234917951091765/posts/381866009730291>

Business Card / https://drive.google.com/drive/folders/1_W6k59oGYql6sv8WB-GF-jcz8odKdOlij?usp=sharing

Responsible for designing business cards for Bright Mind Enrichment and Schooling.

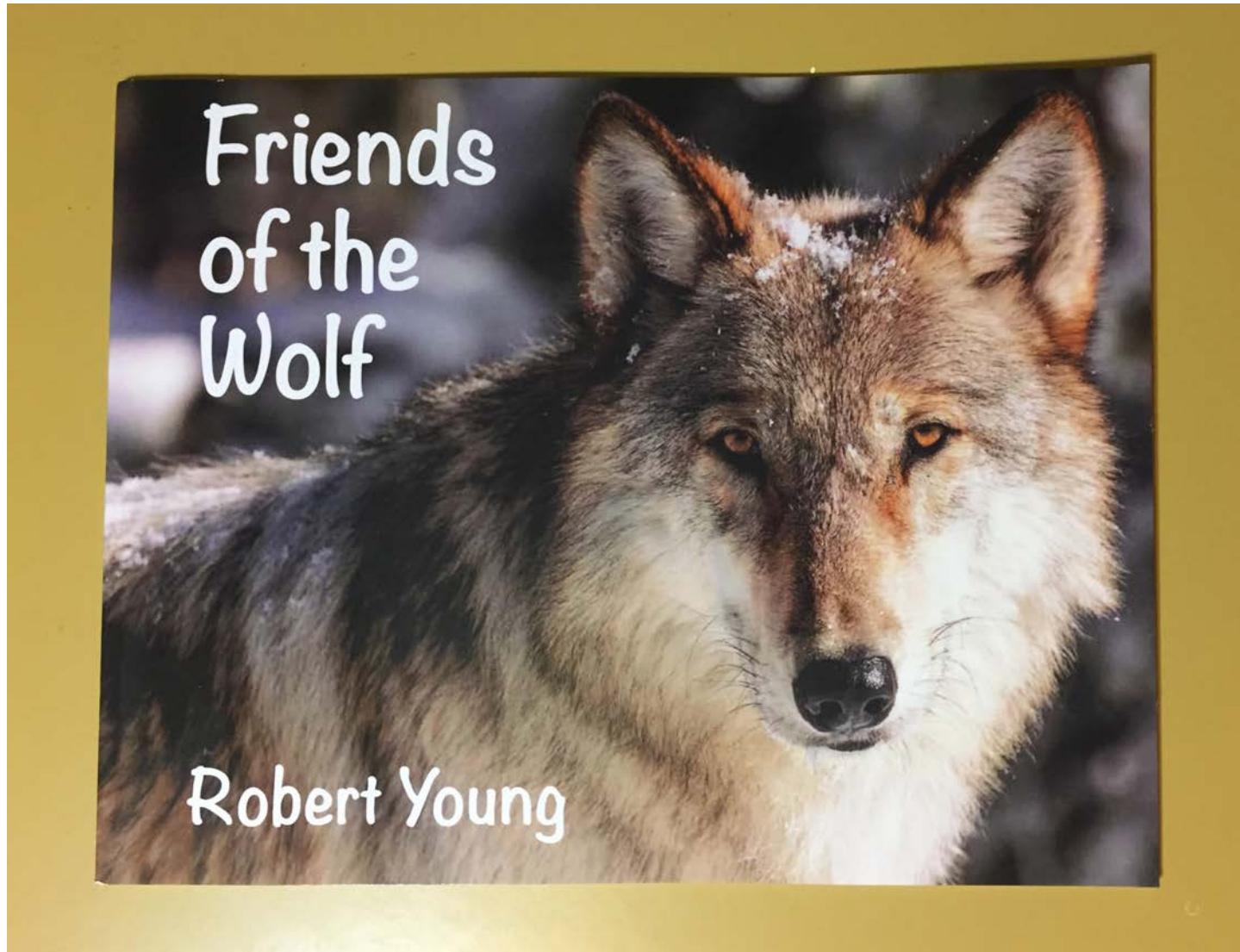
Used: Adobe InDesign, Adobe Photoshop



Page-Layout Design for Children Book / <https://www.amazon.com/Friends-Wolf-Robert-Young/dp/0974219622>

Responsible for creating the layout of thirty-five pages of provided content and photographs. Won award for page-layout from Indigo Awards. <https://www.indigoawards.com/winners/1599>

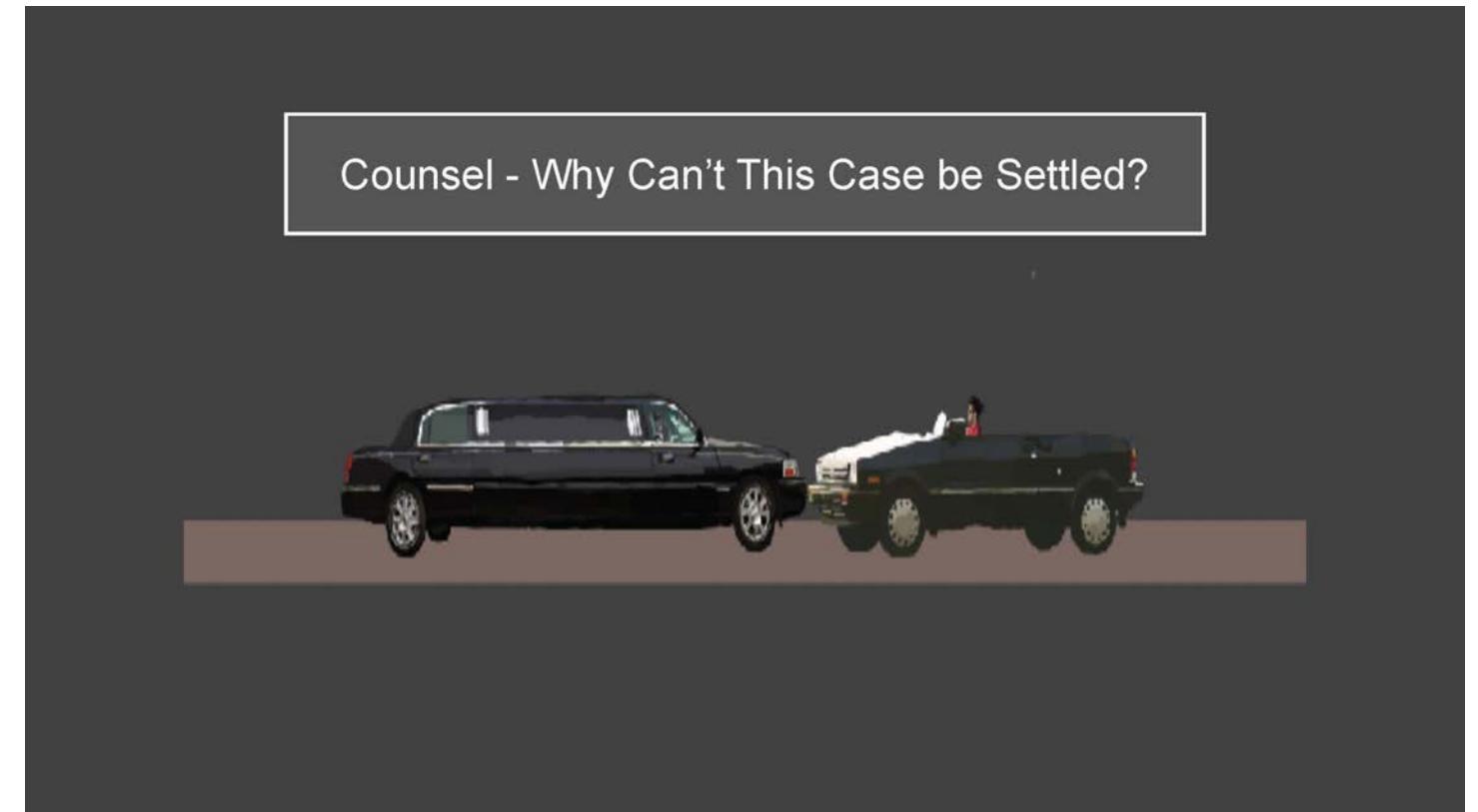
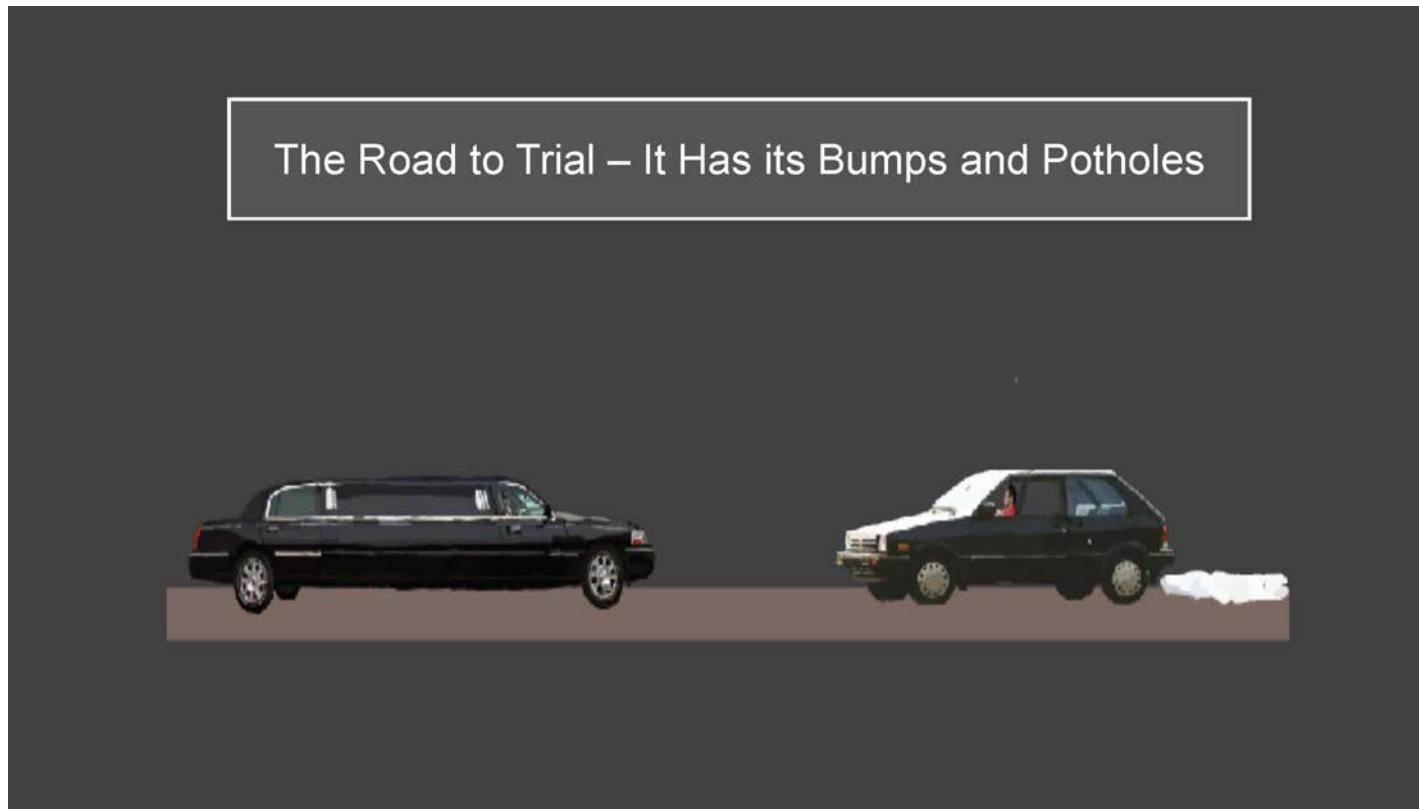
Used: Adobe InDesign



Presentation Illustrations / https://docs.google.com/presentation/d/e/2PACX-ivRFFCcEWnw-JL-d6bEiKjnkLb33nJra_CCZ7s_bmwONy2i769kzCIr5Tos4x5bOMan5JEgKg_M8AEjKj/pub?start=false&loop=false&delayms=3000

Responsible for creating digital illustrations combined in a powerpoint presentation gathered for William Cafaro a New York attorney.

Used: Adobe Illustrator



Do I Look Worried to You? I am Not Afraid!



Look for
“Jewels in the
Rough”



Picture of Calm –
The Voice of
Reason
– Getting Traction
with the Jury





Diamond Cutting



The Jewel That Sparkles

Logo Design Tweak / <https://www.oregonhorserescue.com>

Responsible for tweaking already made logo design my moving so it loops through the letter o and runs across the serif leg.

Used: Adobe InDesign



old logo



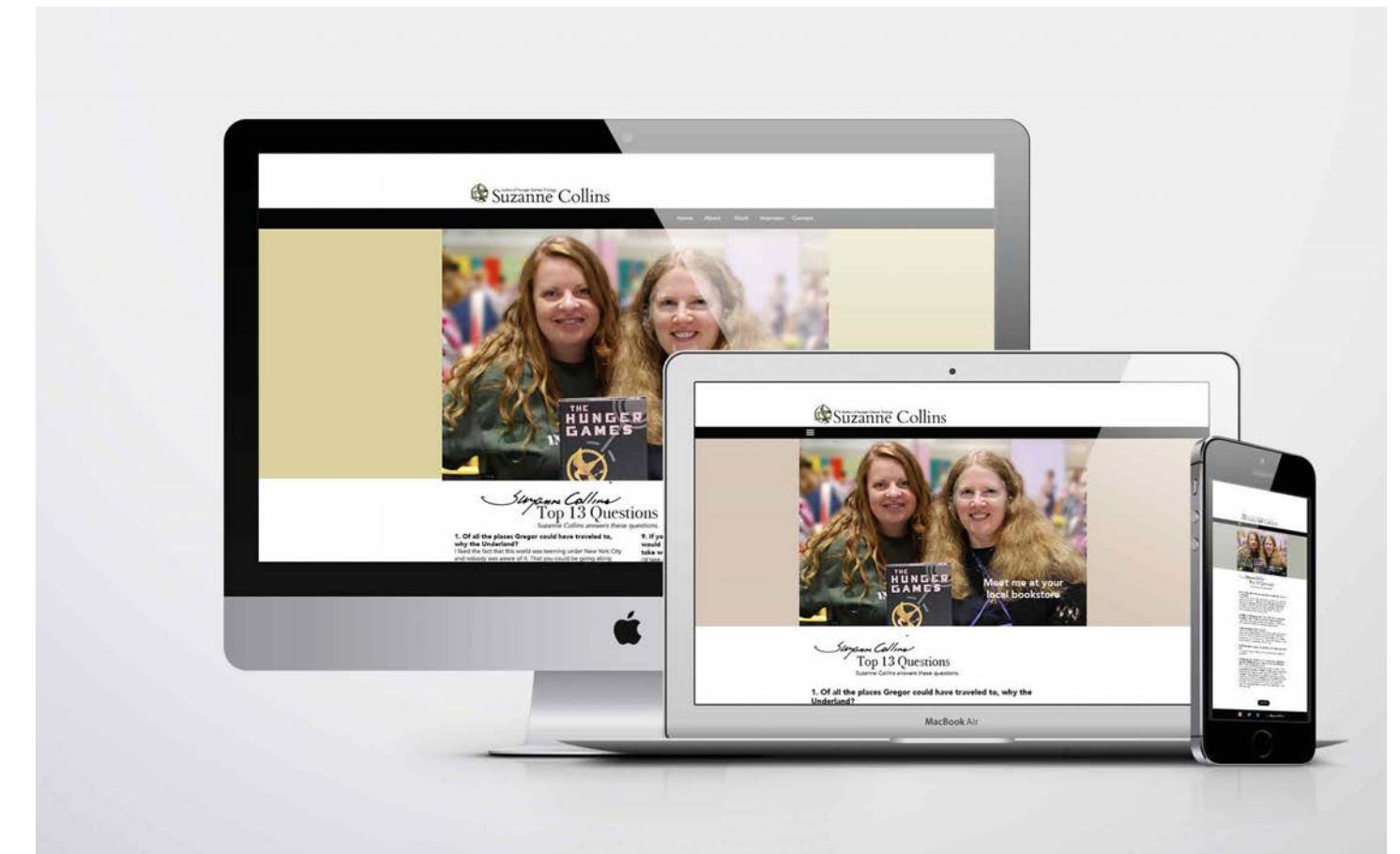
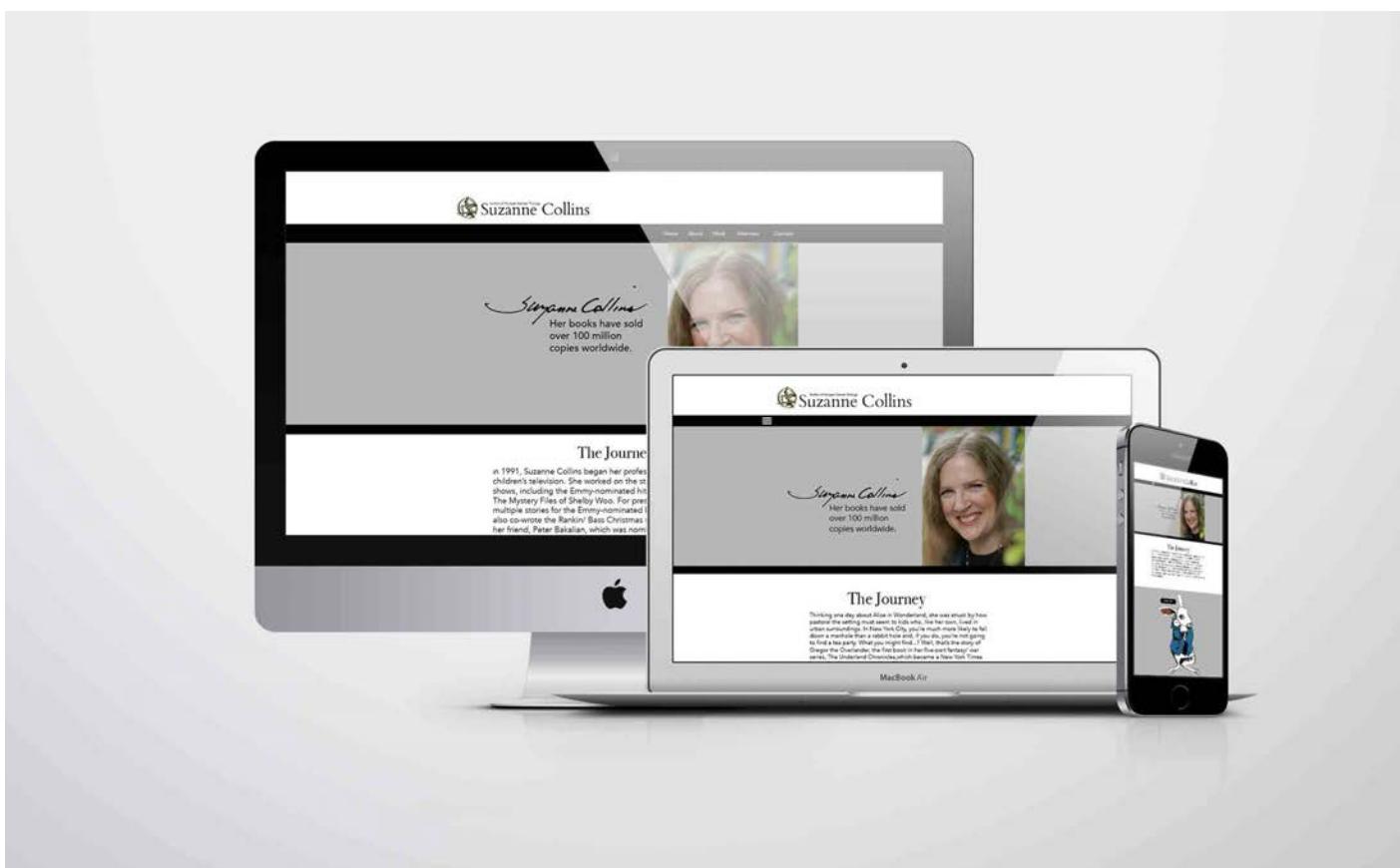
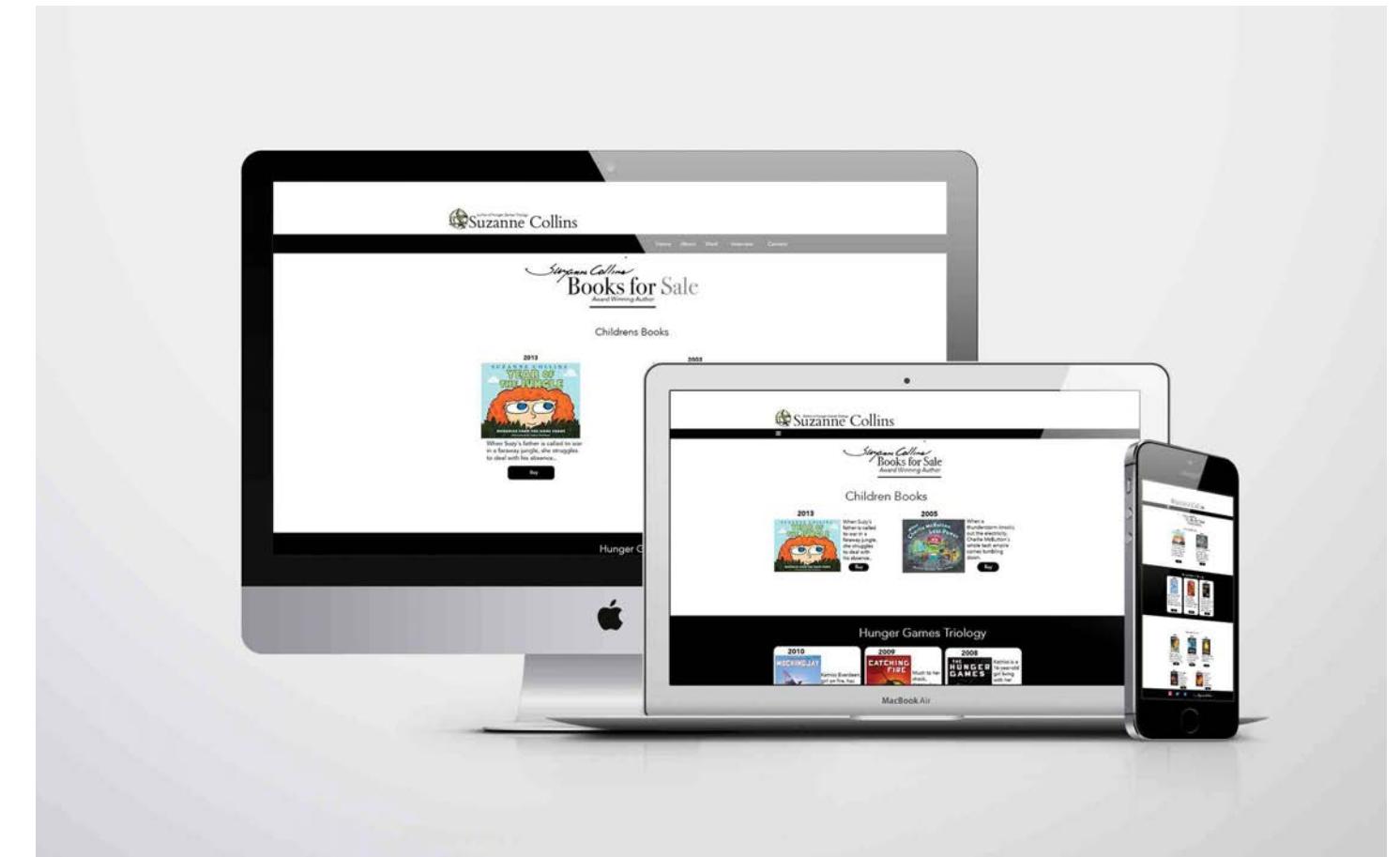
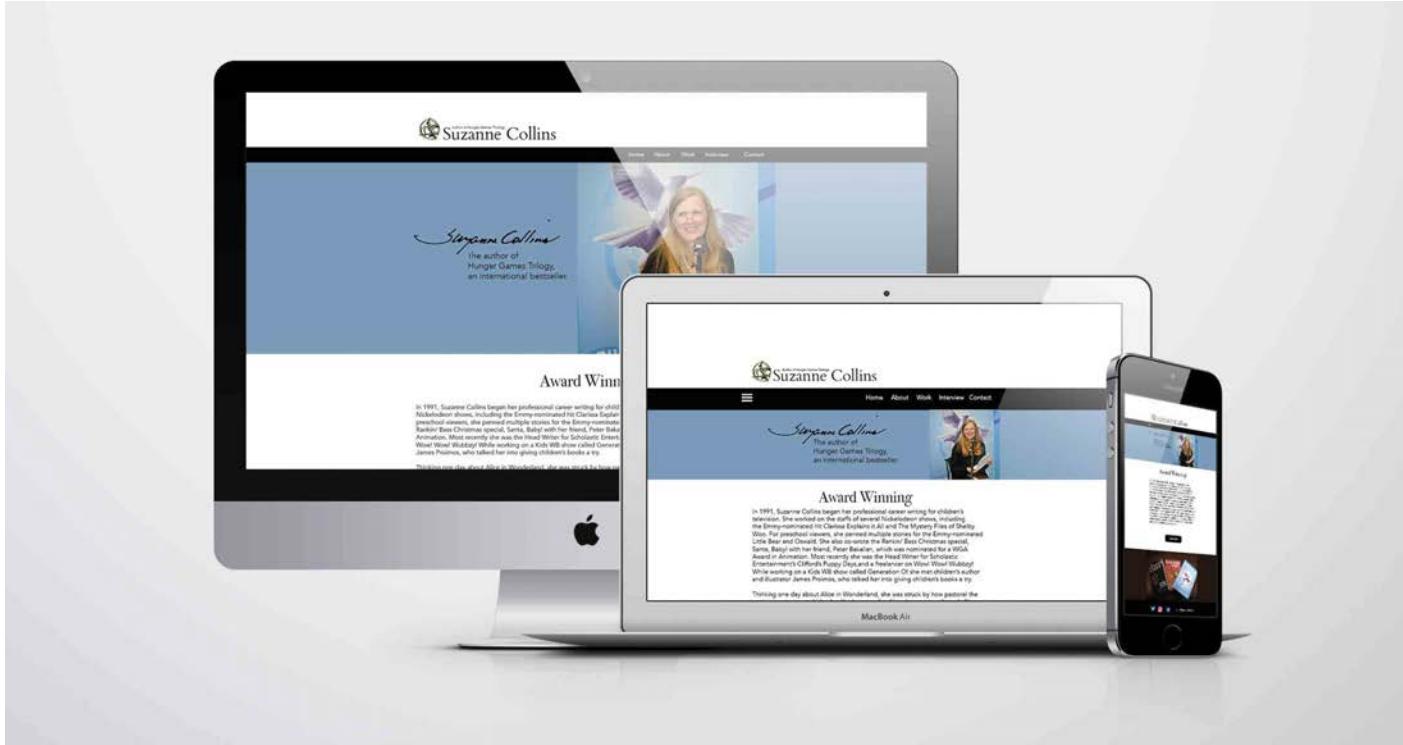
revised logo

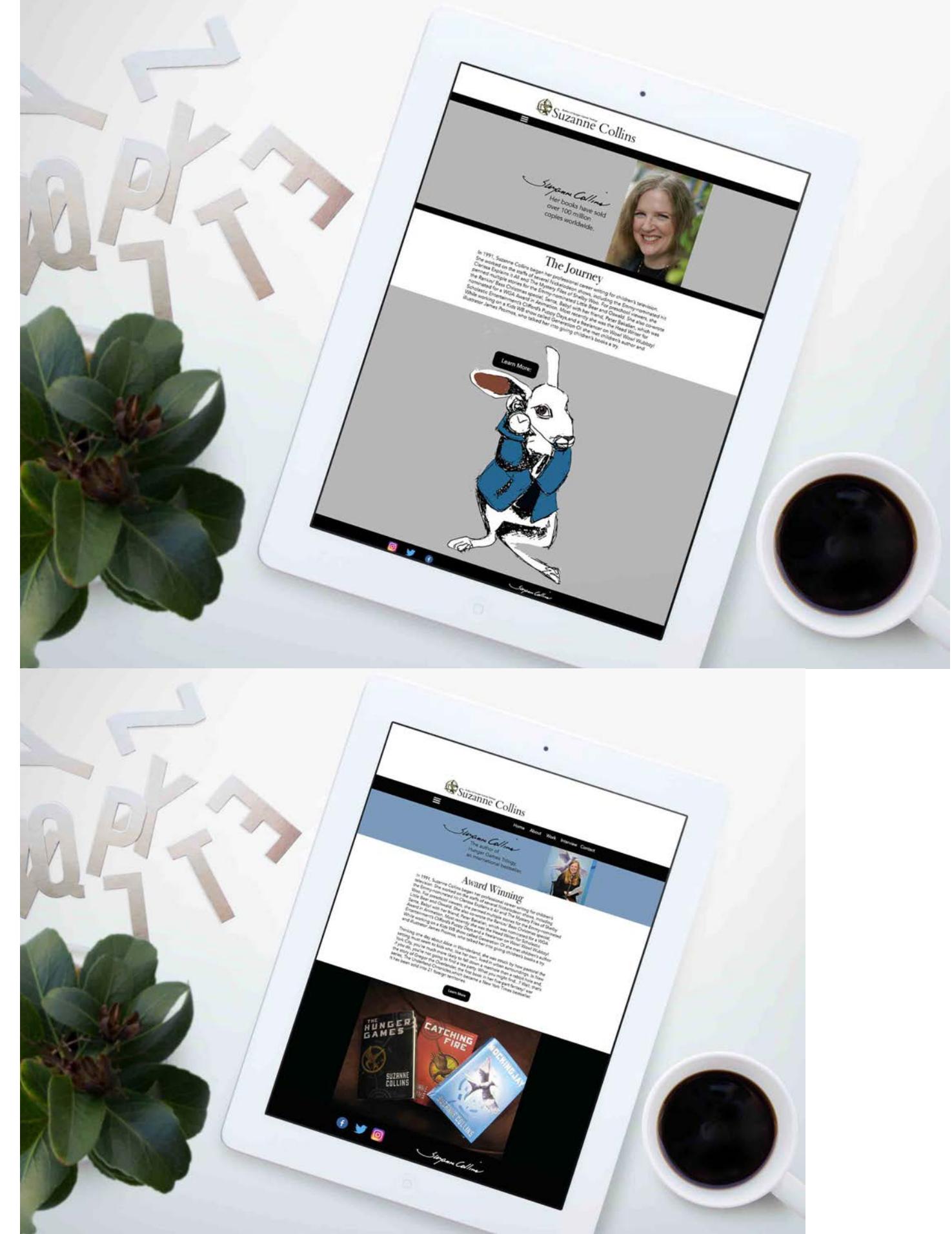
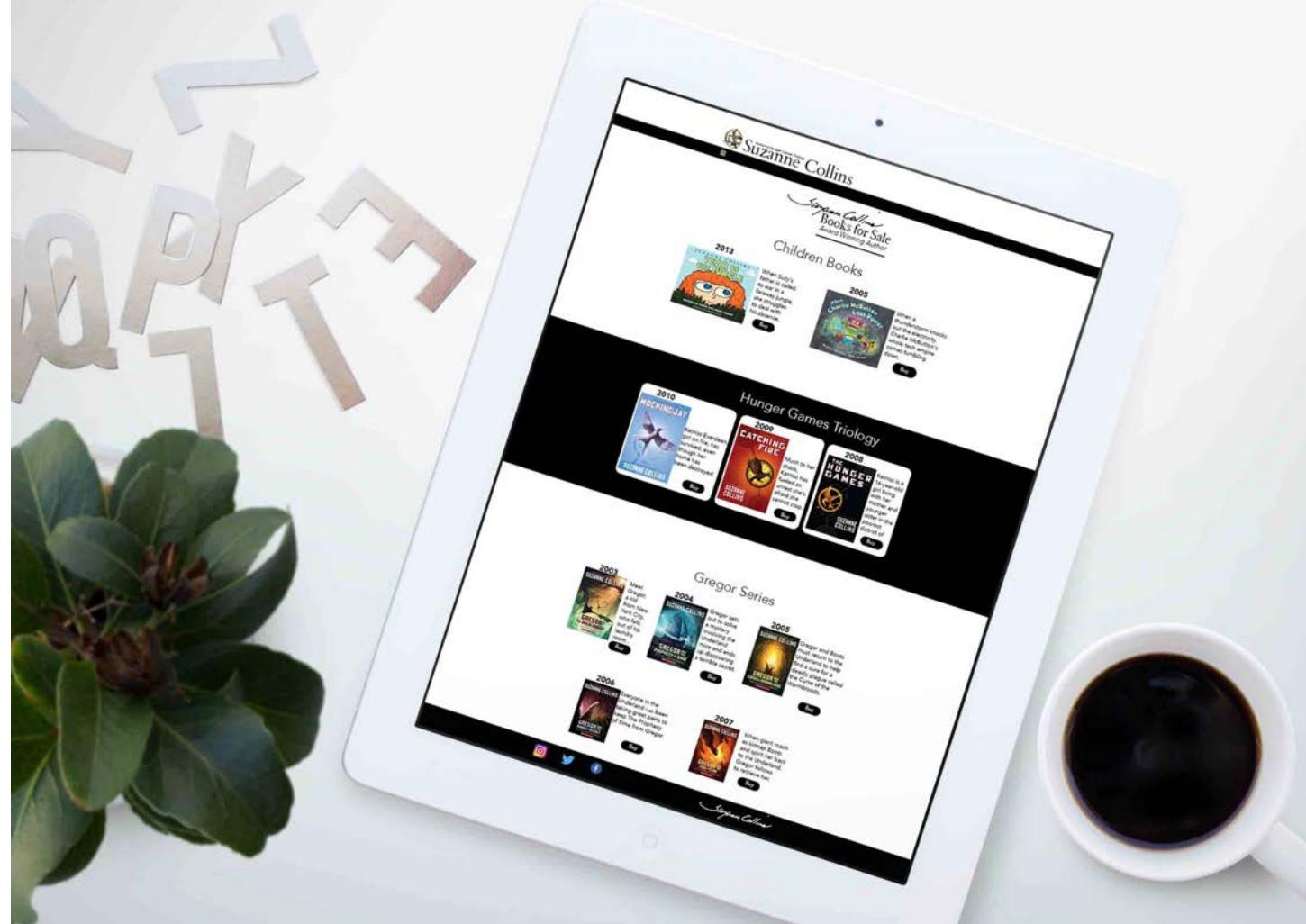


Web Design Rebrand / <https://www.indigoawards.com/winners/1179>

A class project showcasing web design within a Photoshop mock-up showing desktop, tablet and mobile phone.

Used: Adobe Photoshop, Adobe InDesign





Resort Branding - A class project showcasing branding a already existing resort brand after rebranded.

Used: Adobe Photoshop, Adobe InDesign



New England Clam Chowder



Starters

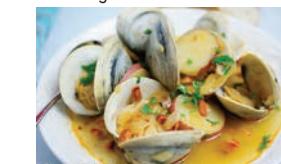
Mussels of Seared Harvey Bay



Seafood Sausage Flat bread



Portuguese Steamed Clam



Mains

Pan Seared Sea Scallops

Chopped clams, fruit, smoked bacon



Grilled Cuttlefish

Oyster mushrooms, pork belly and ginger vinaigrette



Quail with Fig, Prosciutto

Roquefort and cress, walnut vinaigrette



Rack of Spring lamb

Zinfandel reduction, roasted fingerling potatoes



Risotto

Figs and shallots, foam, chocolate sauce



Ram Roasted Chicken

Bell & Evans all natural chicken breast



Fillet of Wild Barramundi

Winnetu
oceanside resort

Logo Design - A class project showcasing a logo designed based on real world brand.

Used: Adobe Photoshop, Adobe InDesign

