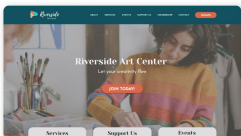


Website Redesign

PROJECT GOAL

Research and redesign a unique website for the non-profit organization Riverside Art Center to maximize the users engagement and increase community support.



DESIGN PROCESS

Discovery

Research
Target Audience, Competitors & User Research

Design

User Experience
Personas, User Flow, SiteMap, Mind Map, Mood-board, Responsive Prototype

Delivery

Design
Logo, UI Kit, Interactive Prototype

SITEMAP NAVIGATION

Analyze and organize the navigation bar of the website to visualize content needs and information.



TYPOGRAPHY

Playlist

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Josefin Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Josefin Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

COLORS



DIGITAL ON-LINE PRESENCE

Navbar



Icons & Buttons



Favicon



Grid



PROTOTYPE

