

## 1. Pastel Colors

Pastels are bright, warm, and whimsical — a powerful reprieve from the bleakness of the early 2020s. This portfolio created by Cédric Pereira reveals exactly how visually impactful pastel colors can be. [1]

<https://www.cedricpereira.com/>

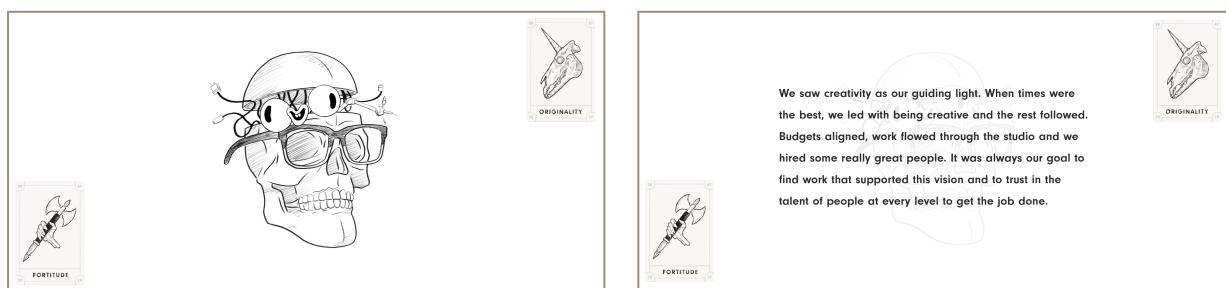


**What I like:** The colors, the animation, the hover effects and the style of the website.

## 2. Ultra Minimalism

Taking classic minimalism to the extreme, some designers and agencies defy conventions of what a website needs to look like, displaying just the bare necessities. This trend of web design, known as “ultra-minimalism,” can be great for the user experience and load times.

<https://www.legworkstudio.com/> [3]



**What I like:** Ultra-minimalism can positively impact the user experience and website performance.

**What I dislike:** The website is very small, it barrel holds information about who did it and for what.

### 3. Layering

Layering images, colors, shapes, animations, and other elements add depth and texture to a site that doesn't have a lot of text. Below is a stylish example from the singer-songwriter SIRUP. [1]

<https://sirup.online/5th/>



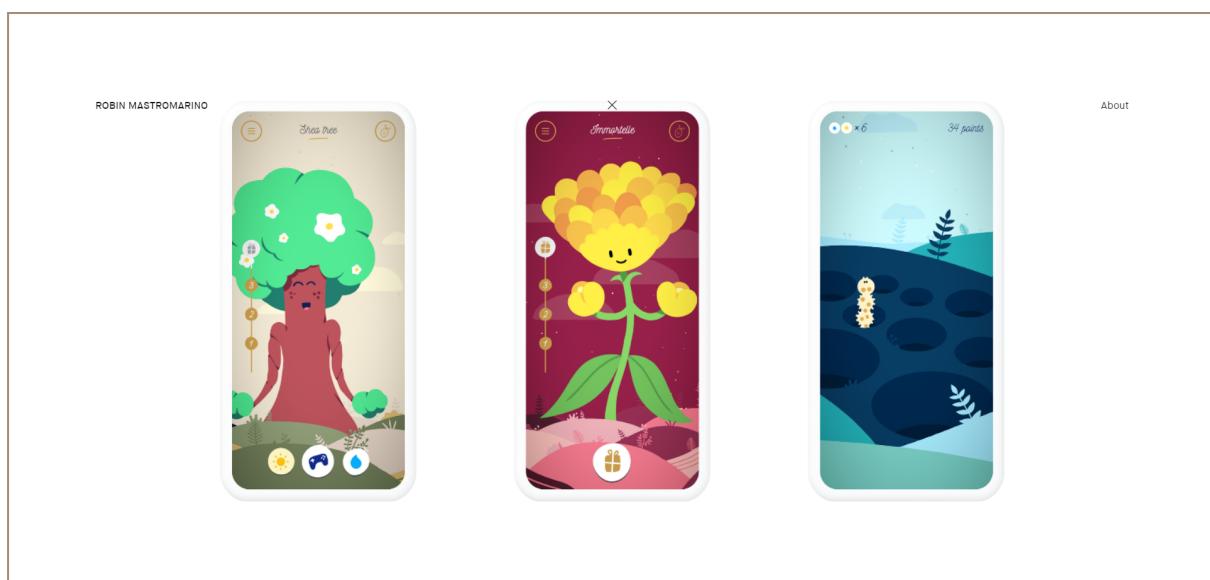
**What I like:** The layout, the ability to turn music on or off and the vibe of the website.

#### 4. Drag Interaction

Drag interactions are designed to mimic an actual, physical action, they essentially allow visitors to pick up and move objects on the screen. This type of gesture interaction is gaining momentum with more websites. It's an especially popular option if you have an ecommerce or portfolio site.

Take Robin Mastromarino's portfolio site as an example. In addition to clicking on the controls of the homepage slider, you can drag and drop the different slides to browse his featured projects. The page transitions and animations are based on drag speed to give users a sense of control over these effects. [1]

<http://robinmastromarino.com/>



**What I like:** The overall of the website and the drag effects.

**What I dislike:** At the end of a page, if scroll a bit more, it gets me back to the titles, I sometimes don't want to view the titles again but want to see the end of a page

## 5. Scrolling Effects

Scrolling effects — animations triggered by scroll action — create more dynamic web experiences, which is why they're arguably one of the most popular trending web design elements this year. These are increasingly used on interactive websites to intrigue readers to keep scrolling, signify a break in content, and create a three-dimensional experience. [1] <https://www.engineeredfloors.com/>

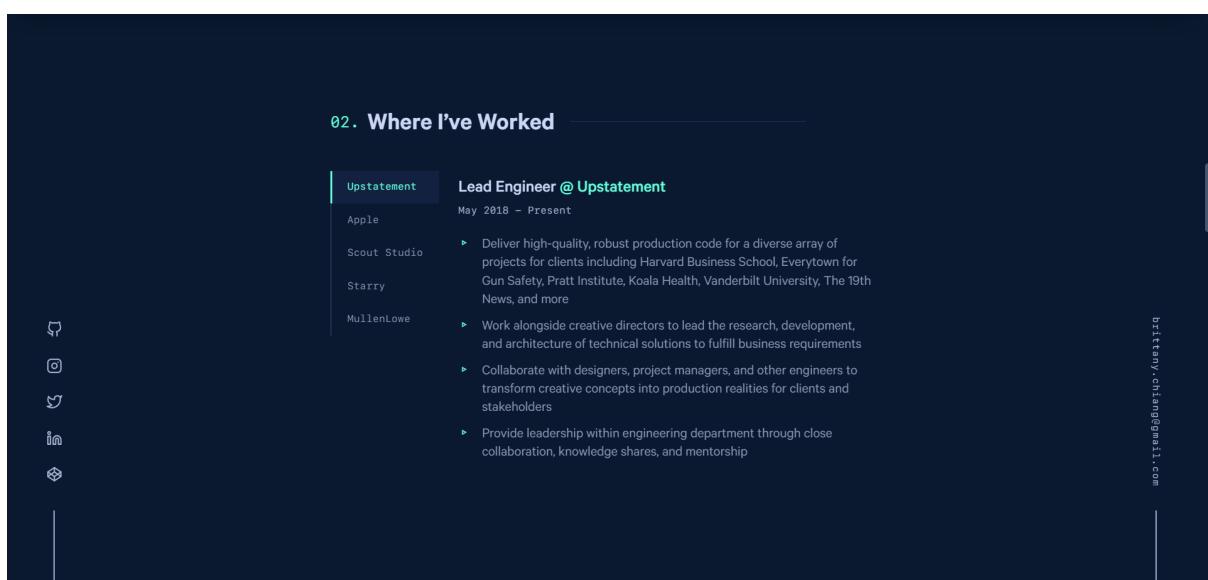
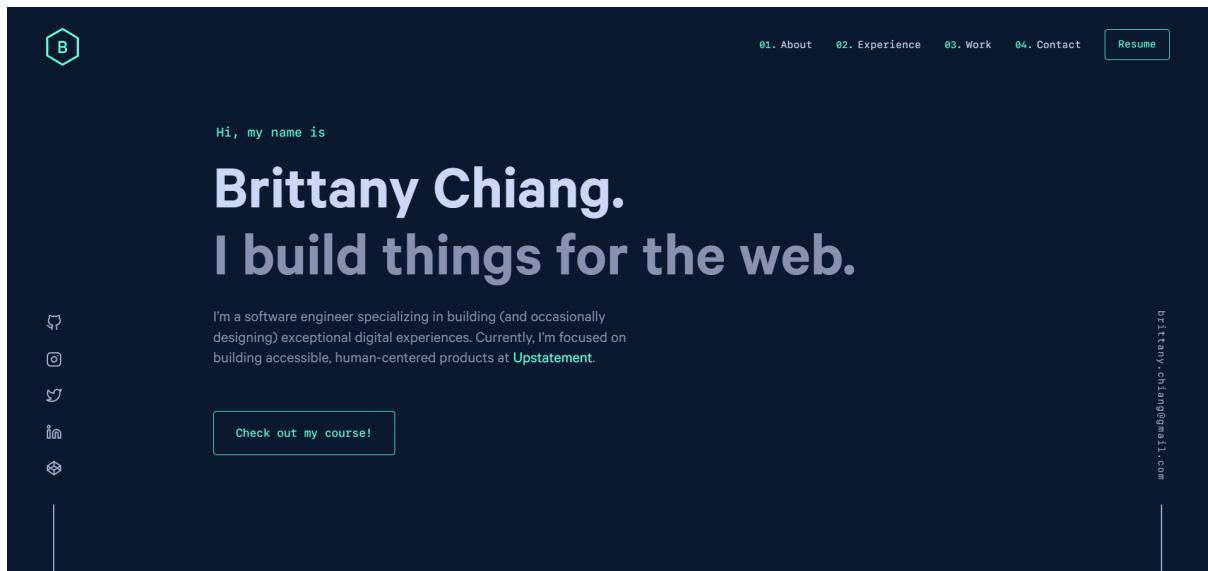


**What I like:** The used animation and the way the carpet moved when navigating through the website.

## 6. Minimalism

The site from brittany chiang centered around a CV and little information with a very simple style with a dark color scheme. [3]

<https://v4.brittanychiang.com/#about>

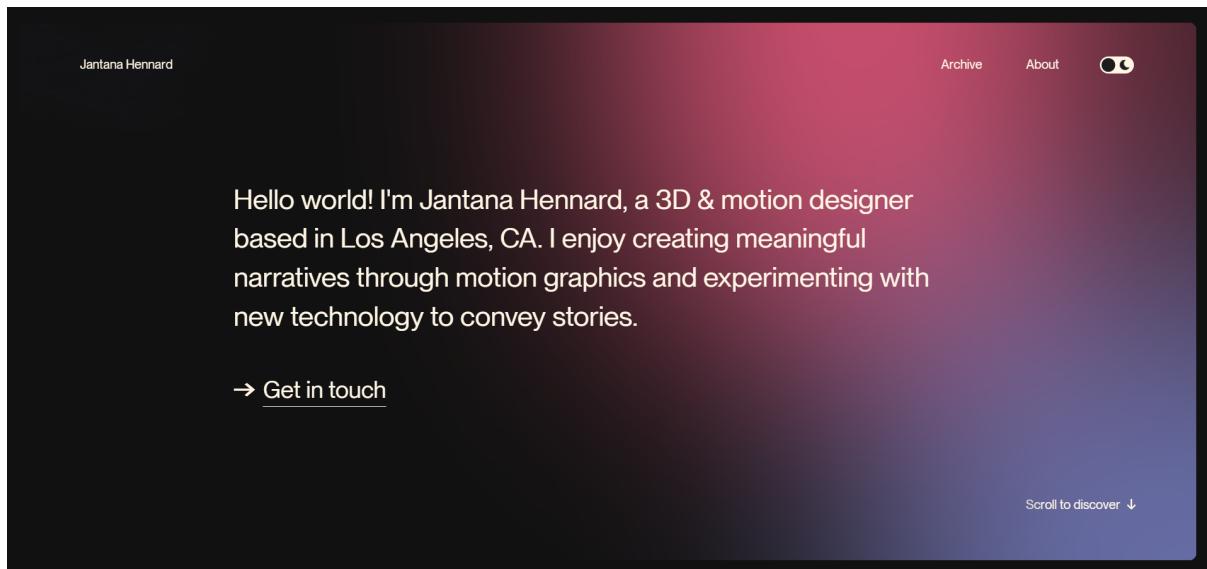


**What I like:** The grid style, the minimalism vibe and how she fit everything in one page.

## 7. Text animation

The site from brittany chiang centered around a CV and little information with a very simple style with a dark color scheme.

<https://jant.fr/about>



A screenshot of the "About" page of the Jantana Hennard website. The layout is clean with a dark background. At the top left is the name "Jantana Hennard". At the top right are links for "Archive", "About", and a dark mode switch. Below the header, the word "About" is prominently displayed. On the left, there is a section for "Email" and "Also available on" (Twitter, Instagram, LinkedIn). The central bio text reads: "I'm a 3D & motion designer specialized in interactive experiences. After obtaining a master's degree in interactive design at the Gobelins school of visual arts, I had the opportunity to work with amazing people around the world and learn from great studios. I'm now based in Los Angeles, where I work for the studio Active Theory." Below the bio is a link "Feel free to contact me!". To the right, there are links for "Portfolio coded with love by Patou" and "Typeface - Neue Montreal by Pangram Pangram Foundry". At the bottom, there is a section titled "Experiences" with three entries:

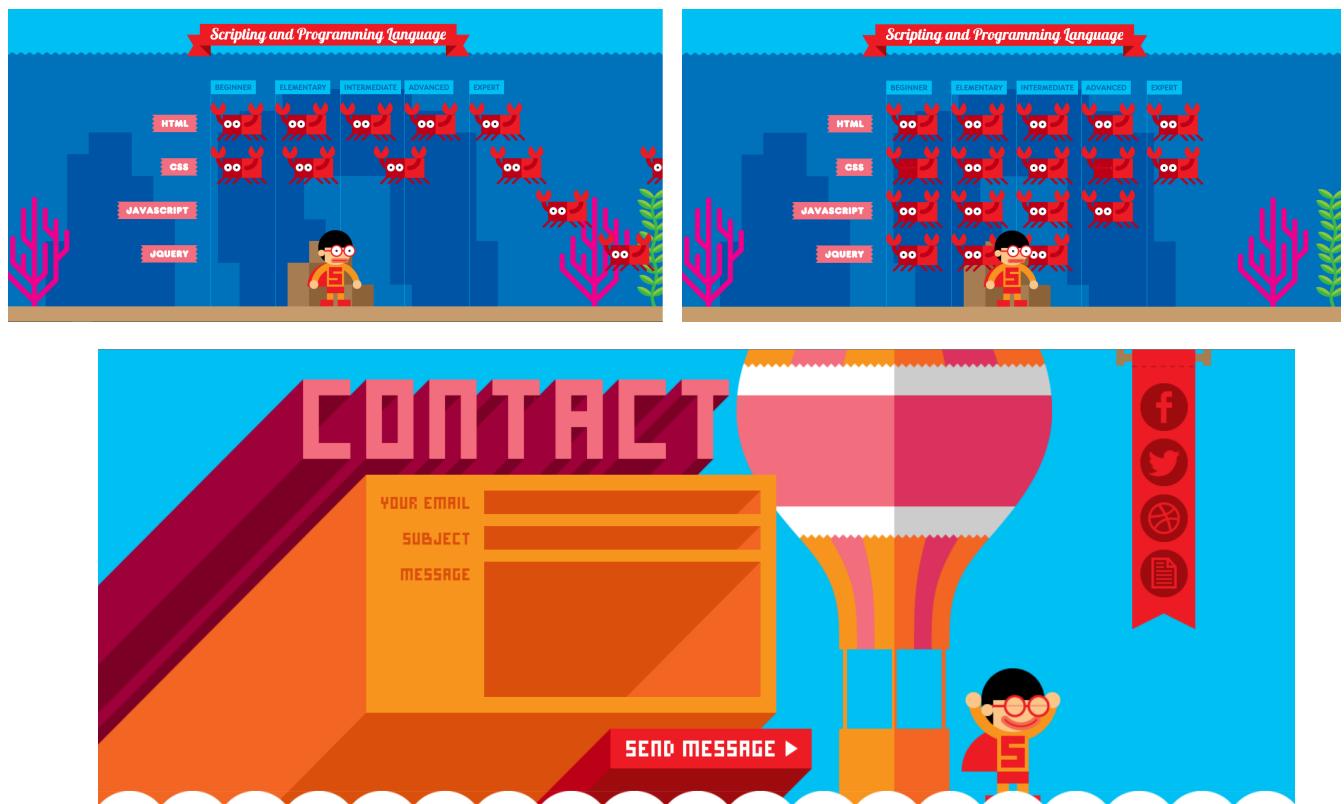
2022 - now	Active Theory	Design, motion, 3D, art direction
2019 - 2022	Moment Factory	Design, motion, 3D, art direction
2017 - 2018	Merci-Michel	Design, motion, 3D

**What I like:** The animation of the lines and text when hovering with the mouse.

## 8. Gamified Design

Gamified design is everywhere in 2023, making it one of the most prevalent website design trends this year. Gamification is an excellent idea because it adds an element of human emotion for visitors.

<http://www.rleonardi.com/interactive-resume/>



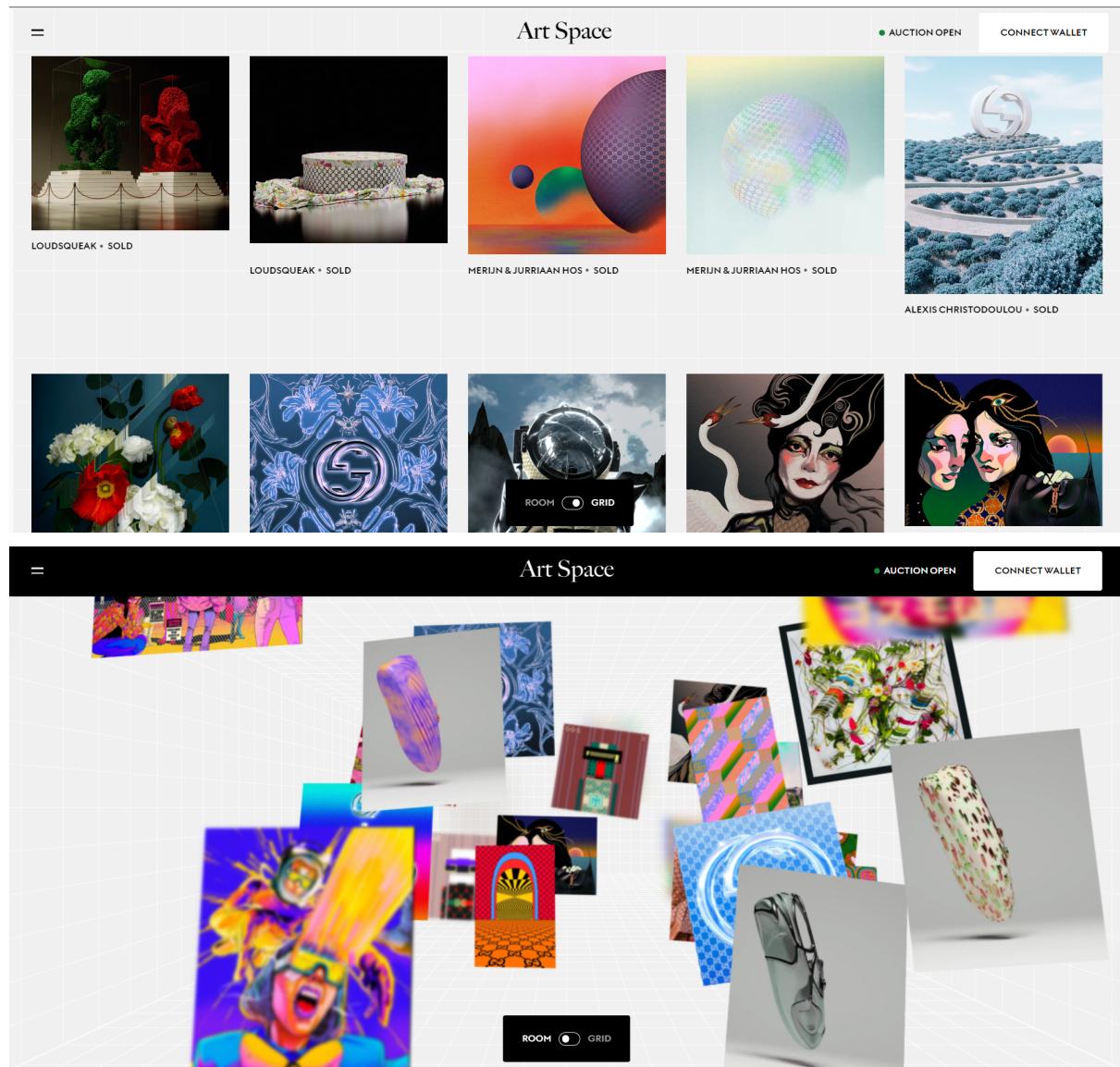
**What I like:** The ability to move with the keyboard.

**What I dislike:** Too long to navigate through.

## 9. Scrapbook Aesthetic

Today's scrapbook aesthetic is an updated, buzzy version. In some cases, like this Gucci website, it's interactive.

<https://artspace.gucci.com/gallery/the-next-100-years-of-gucci/grid>



**What I like:** The way of viewing the website element with the room aspect.

## Reference

- What are the most important web design trends for 2023? Karla Hesterberg, Published: March 07, 2023;  
<https://blog.hubspot.com/marketing/web-design-trends-2017>
- Top 7 Websites of Spring/Summer 2023  
<https://www.youtube.com/watch?v= X3OvCby1Bs&t=2s>
- 8 Developer Portfolios that MIGHT be 10/10's?!  
<https://www.youtube.com/watch?v=At6XyltIHsE>