

Njeri Olenkere

UX DESIGN PORTFOLIO



About me

Everything I design, develop and implement, I believe in challenging the status quo. I believe in thinking different, in experimenting and in stretching my imagination.

How I challenge the status quo is by making websites with excellent experiences that make people's lives easy and enjoyable.

If you are searching for a person who has 3+ experience in UX/UI design, managing websites for small startups and big brands, choose Njeri Olenkere.

Skills

Graphic
design

User
experience

CMS,
SEO

HTML,
CSS,JS

Design Process

Design process using
The Double Diamond Model.



Discover & Define

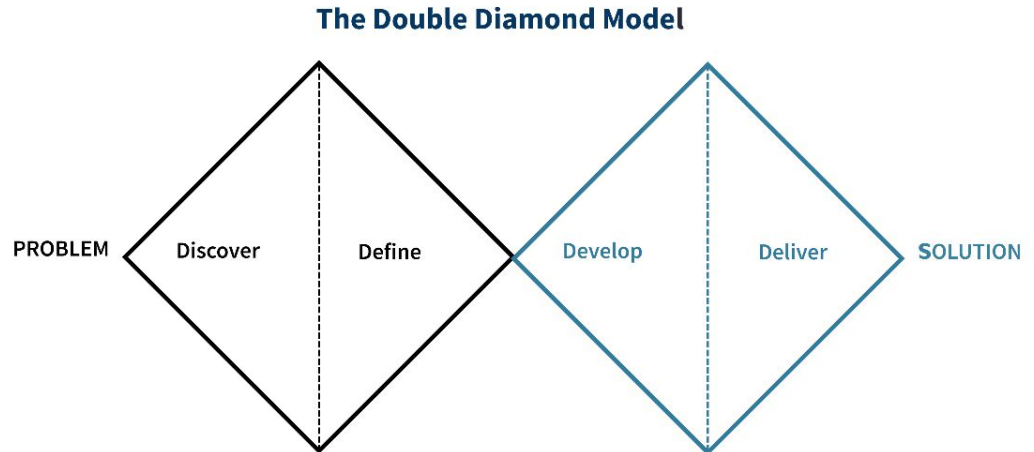
- Identify the problem
- Research
- Determine Requirements
- Create Personas
- Information Architecture

Develop

- Moodboard
- Sketches
- Wireframes
- Mockups
- Prototypes

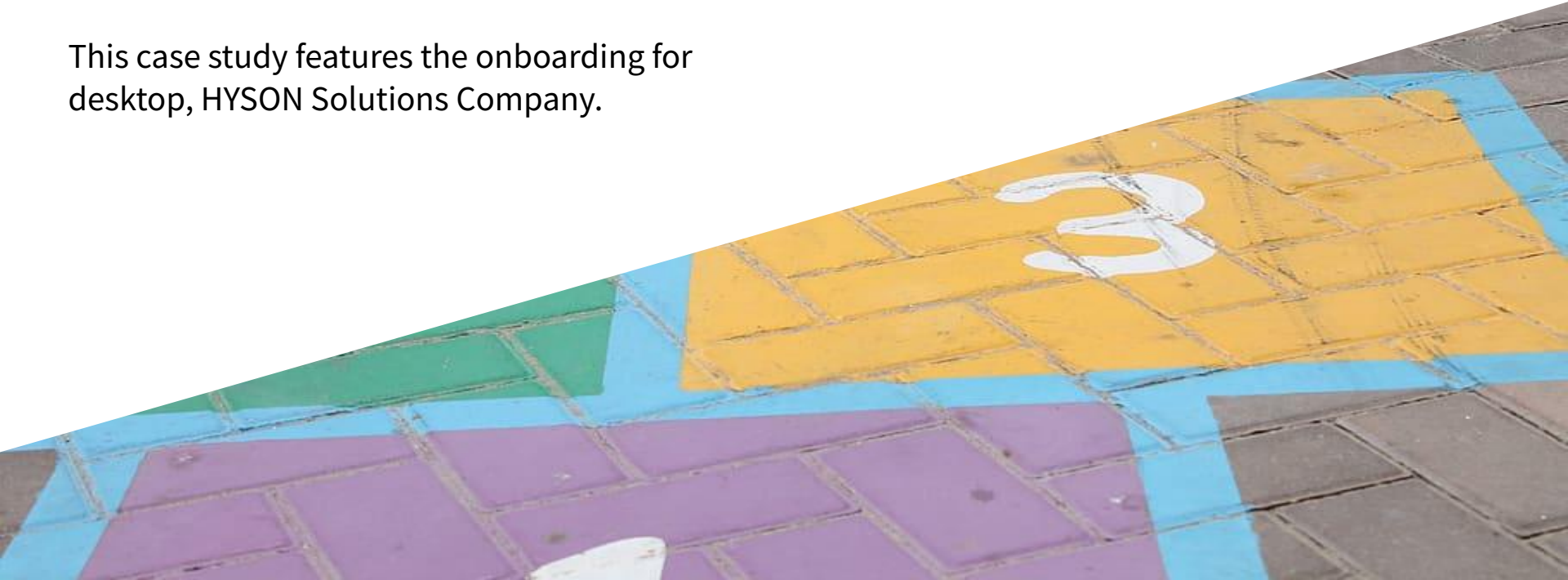
Deliver

- Test
- Iterate
- Launch
- Maintain



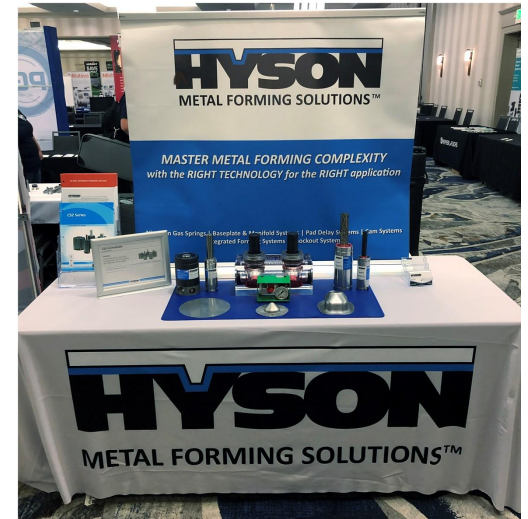
Case Study

This case study features the onboarding for desktop, HYSON Solutions Company.

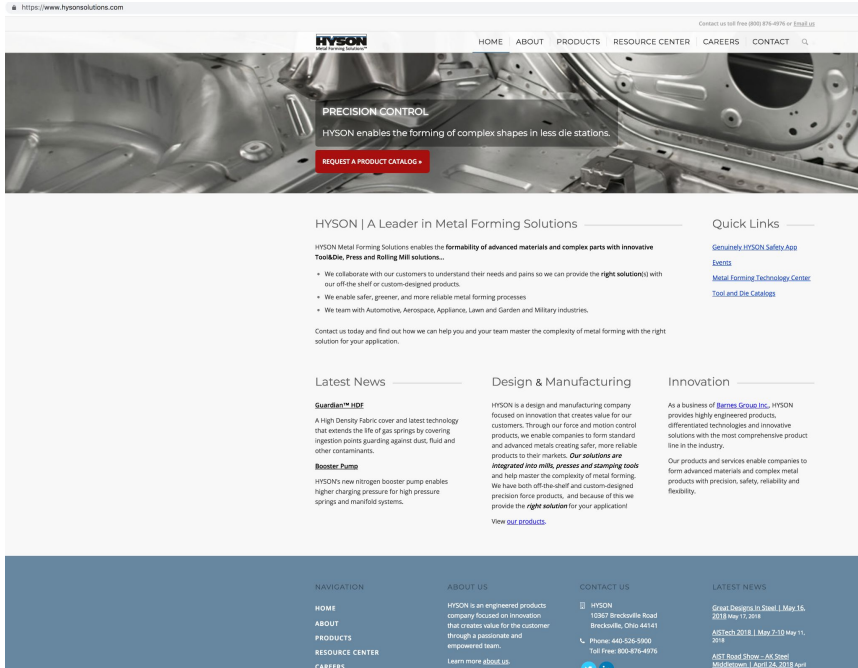


HYSON Solutions

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



Problem ID



BIO: HYSON Solutions is the industry leader in providing the safest, force and motion control solutions for metal forming, metal shaping, mill and industrial applications.

ROLE: Research, UI Design, Re-Branding & Identity.

PROBLEM: The website is outdated, dull and complicated.

SOLUTION: The company needs a rebranding of the website to make it bold, modern, easy to use and responsive(Desktop-first approach).

Research

This is done through benchmarking competitors media platforms presence, Google Analytics and Google Forms to get qualitative and quantitative data for analysis.



Persona

Using the analysis, a primary persona is created.

A dark blue diagonal gradient bar that starts from the bottom left and extends towards the top right, covering the lower half of the slide.



Anna the Procurement Manager

Age:
39

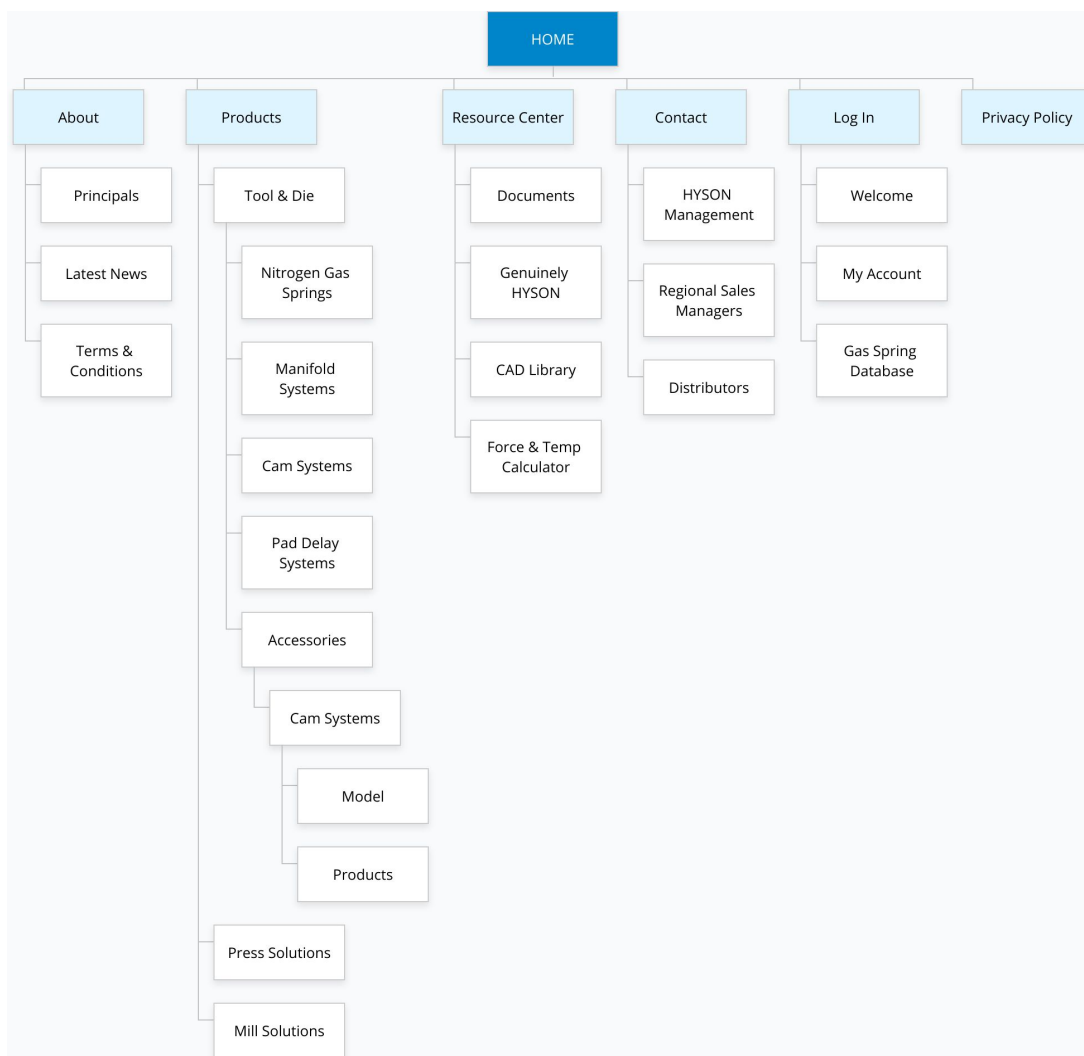
Goal:
Needs an easy-to-use website
and mobile friendly.

Frustration:
Thinks many websites are
complicated and unresponsive.

“I want to
search for
Industrial
force
products
both on
my phone
and
desktop.”
Anna

Information Architecture

This HYSON Solutions's sitemap is created in Gloomaps.

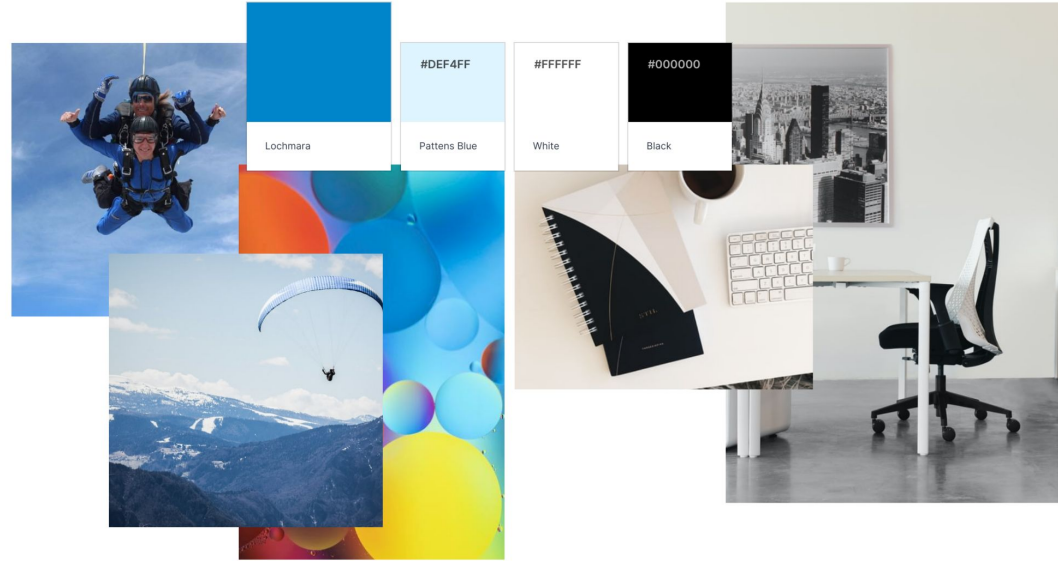


Visual Identity

The visual design process begins with creating a moodboard in Milanote.

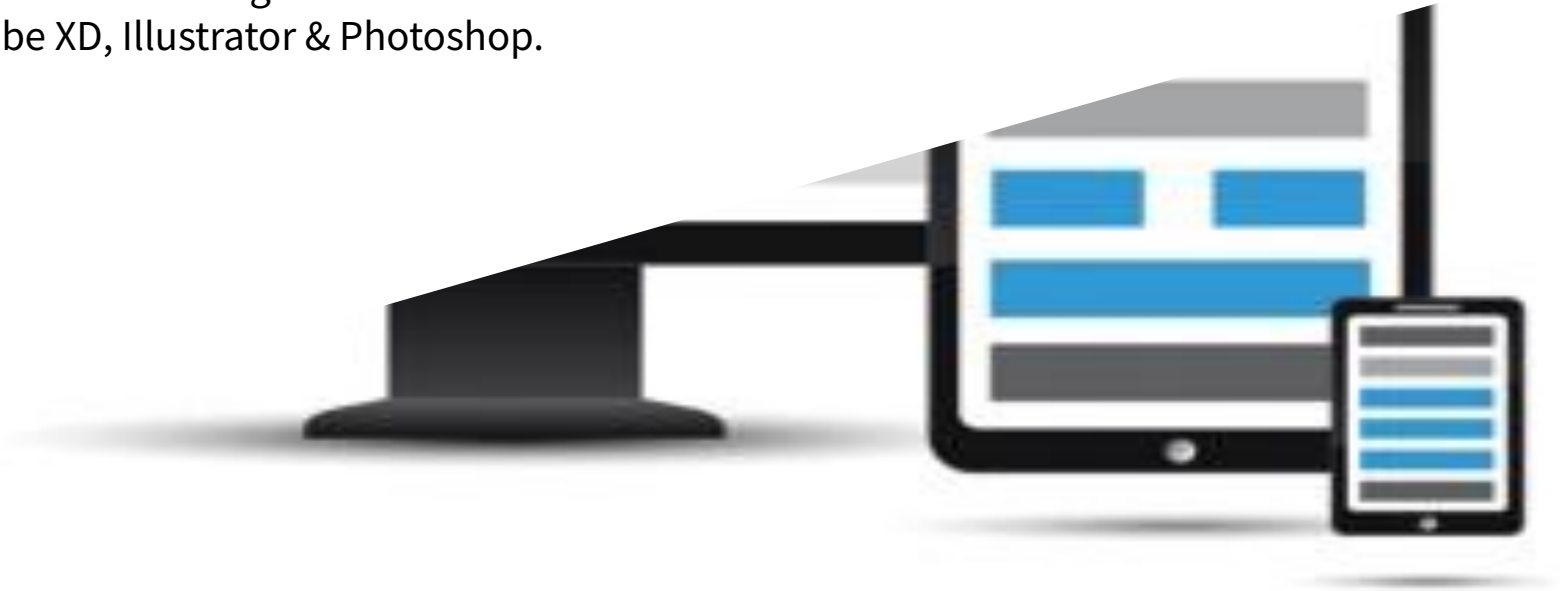
Blue symbolises BOLD and according to psychology, blue is associated with trust, loyalty, sincerity and confidence.

Black and white represents elegance and modern.



Wireframes & Designs

Wireframes and designs are created in Adobe XD, Illustrator & Photoshop.





Design & Manufacturing

Lorem ipsum
dolor sit amet,
minim ignota
nec ei. His
aperiri



[Read more >>](#)

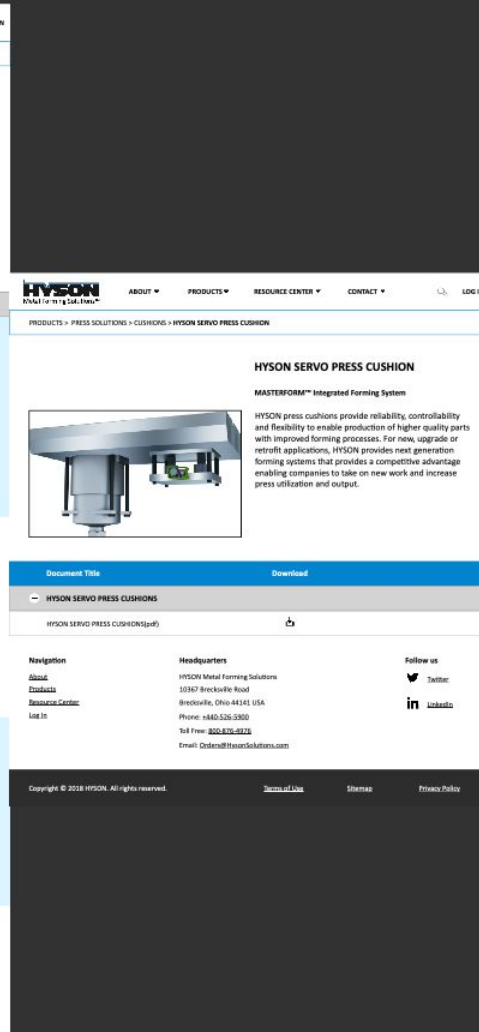
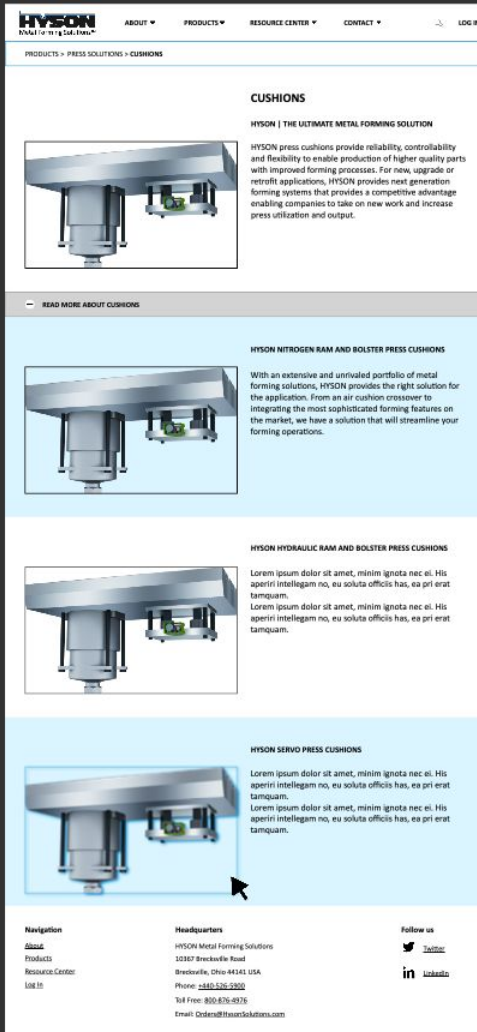




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AEROSPACE S

HYSON enables the formability of

FIND THE RIGHT SOLUTION »

Industrial Solutions ▶

Mill Solutions ▶

Press Solutions ▶

Tool & Die ▶

High Speed Stamping Solutions

Delay Systems

Manifold Systems

Gas Springs

Baseplate Systems

Cam Systems

Search...





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HYSON enables efficient and reliable metal
reduction processing.

FIND THE RIGHT SOLUTION »



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TECHNOLOGY
CENTER



Style Guide

Style kit is created in
Adobe inDesign & Illustrator.



DESKTOP

Website width: 1152px

Content: 1056px

Columns: 12

Gutter: 24px

Column width: 66px

COLORS

PRIMARY COLORS



HEX #0085CA
RGB 0, 133, 202

Background color in buttons, -
search bar, hover and icons in
contact page.



HEX #000000
RGB 0, 0, 0

Background color for default
text, text-link, hovered text,
breadcrumbs, border color eg
on specifications in products
page



HEX #FFFFFF
RGB 255, 255, 255

Background color for text if
background is dark, blue



HEX #2D2D2D2d2d2d
RGB 45, 45, 45

Background color for footer
and some tables in product
page

SECONDARY COLORS



HEX #DEF4FF
RGB 222, 244, 255

Background color in mo-
dels, on even rows



HEX #ADADAD
RGB 173, 173, 173

Background color for buttons
in Log in, color border in eg
read more about cushions



HEX #D3D3D3
RGB 211, 211, 211

Background color in mo-
dels, on even rows, search bar
in resource center



HEX #002641
RGB 0, 38, 65

TYPOGRAPHY

CALIBRI FONT

Regular	Paragraphs, table data, links, breadcrumbs, button text
Bold	H1, h2, h3, h4

Desktop

```
p {  
  font-family: 'calibri', sans-serif;  
  font-size: 22px;  
  line-height: 1.25em;  
}
```

Desktop

H1	30px
H2	20px
H3	18px
H4	14px

Mobile

H1, H2	1.55556em
H3	1.55556em
H4	.88889em
Paragraph, search results	.88889em
Search results content, Div	
Buttons, Breadcrumbs, Footer	.875em

Summary

Challenge: The brand's colours were a challenge since I did not want to stray from the HYSON Solutions style requirements. In the end, colours in the style kit were agreed upon.

Result: What I got from working on this project is: Experience, working both in teams and alone, working smart to beat deadlines and how to solve problems.

Thank you,
Want to work together?

CONTACT

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