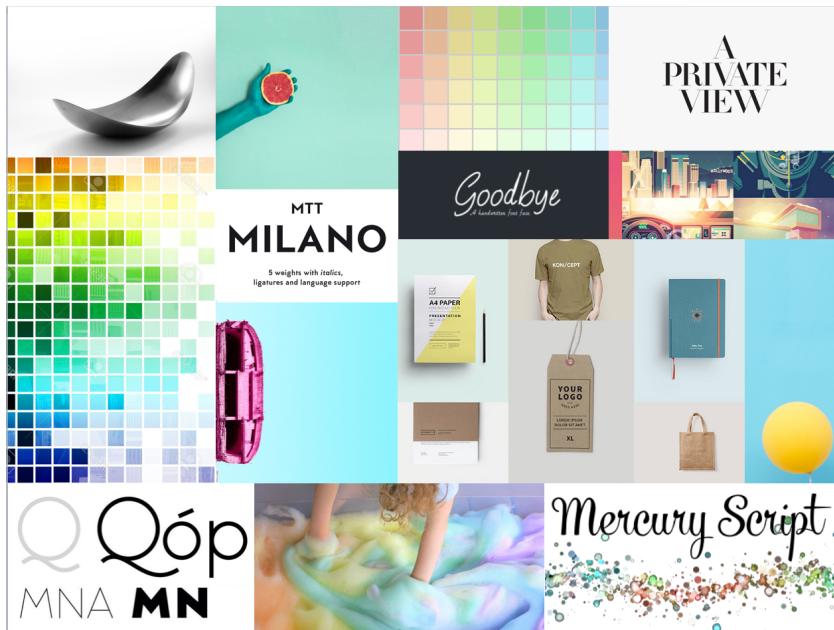


Julie Ni

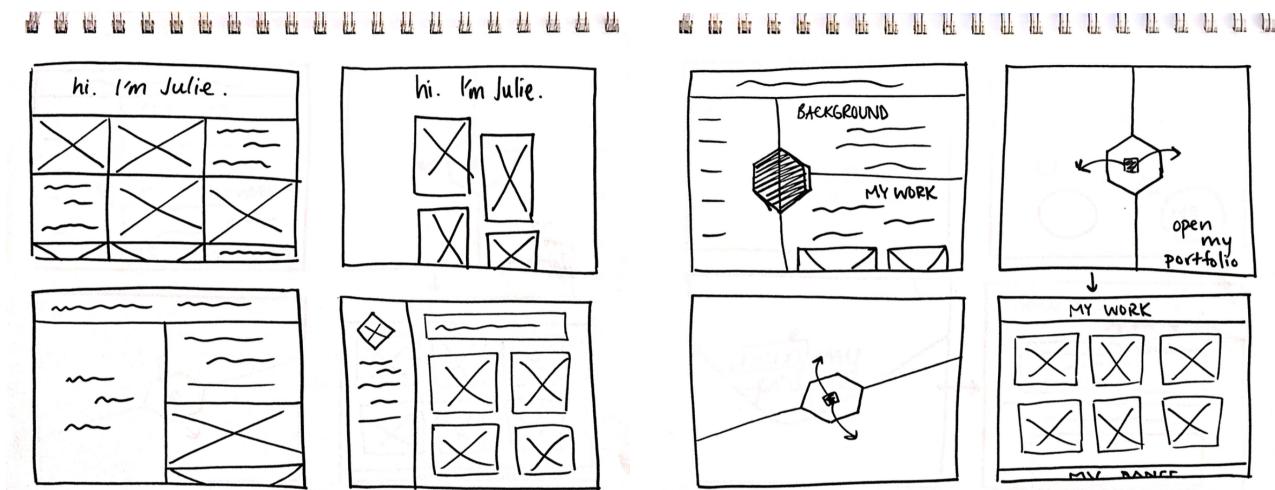
CS 247

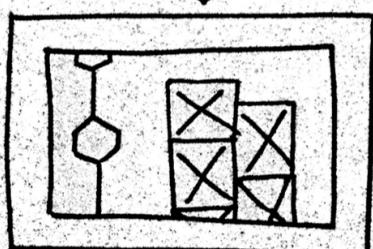
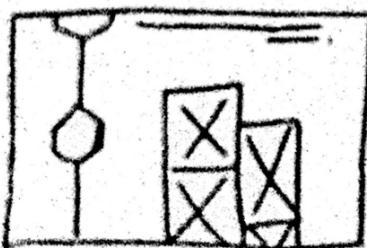
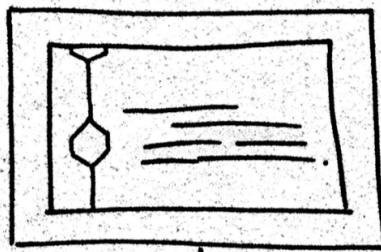
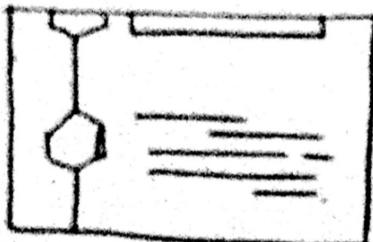
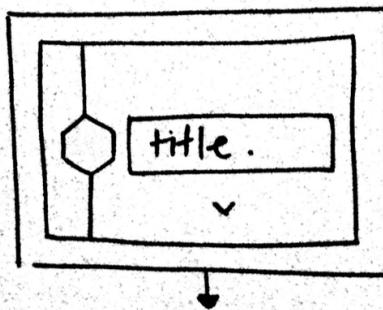
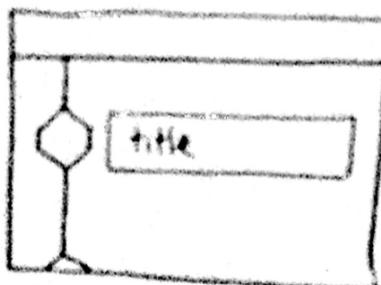
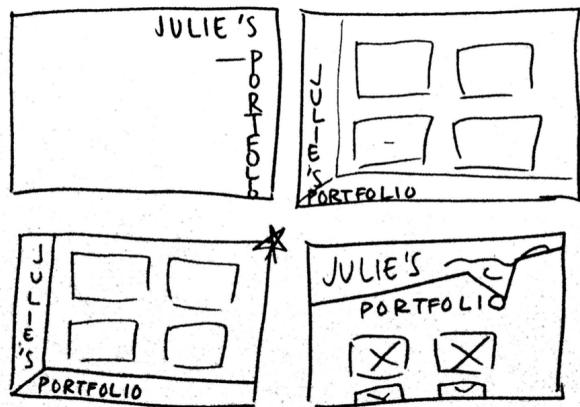
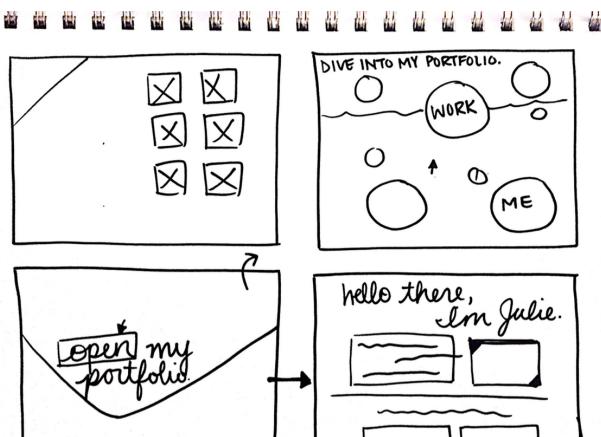
Project 2 Part 2

This was my initial moodboard. I wanted to capture a fun, vibrant and colorful feel, while maintaining a professional feel with the structure.



These are some of my initial sketches:





From these sketches, I turned three concepts into wireframes.

Wireframe 1:

The wireframe consists of two side-by-side pages. Both pages feature a large, stylized handwritten 'J' at the top left. At the top right, there are two small, dark blue hexagons with the words 'me' and 'portfolio' respectively. Below the 'me' hexagon is a short vertical line.

Left Page:

- Contains the handwritten 'J'.
- Has the 'me' hexagon at the top right.
- Below the 'me' hexagon is a short vertical line.
- Contains the text "hello, I'm Julie." in a large, cursive font, with a horizontal line underneath it.
- Below the cursive text is the text "Welcome to my portfolio."

Right Page:

- Contains the handwritten 'J' at the top left.
- Has the 'me' hexagon at the top right.
- Below the 'me' hexagon is a short vertical line.
- Contains a detailed bio: "I'm a current senior undergraduate studying Human Computer Interaction at Stanford University. I have 1+ years of experience with UI and UX design, stemming primarily from class projects and challenges I've taken up on my own. I have a solid understanding of typography, grid layouts, and color schemes as well as how they can affect user experience. In addition, I have technical experience in HTML, CSS, JavaScript and can work easily with engineers both on the back-end and front-end. See my work below."

This wireframe shows a different layout for the landing page. It features a large handwritten 'J' at the top left. At the top right, there are two small, dark blue hexagons with the words 'me' and 'portfolio' respectively. Below the 'me' hexagon is a short vertical line.

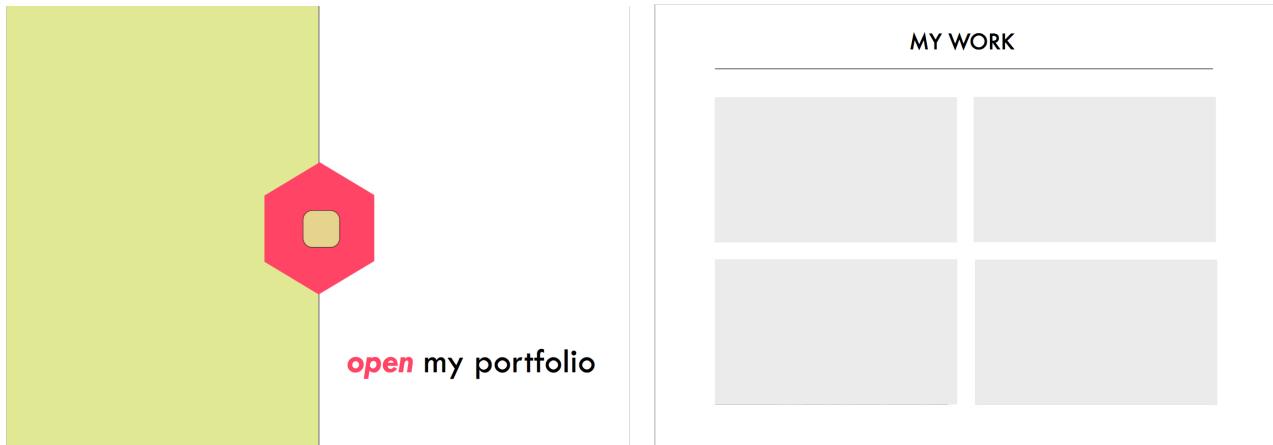
The main content area contains a blue hexagon with the word "work" written in white cursive script. To the right of the hexagon are three light gray rectangular boxes of varying sizes, arranged vertically.

Wireframe 2:

This wireframe depicts a grid-based layout for a portfolio. On the left side, there is a vertical column containing the handwritten 'J' at the top, followed by the letters 'U', 'L', 'I', 'E', and 'S' stacked vertically. At the bottom of this column is the word "PORTFOLIO".

The main area is a grid of 8 light gray rectangular boxes arranged in four rows and two columns. The first row has two boxes. The second row has two boxes. The third row has two boxes. The fourth row has two boxes.

Wireframe 3:



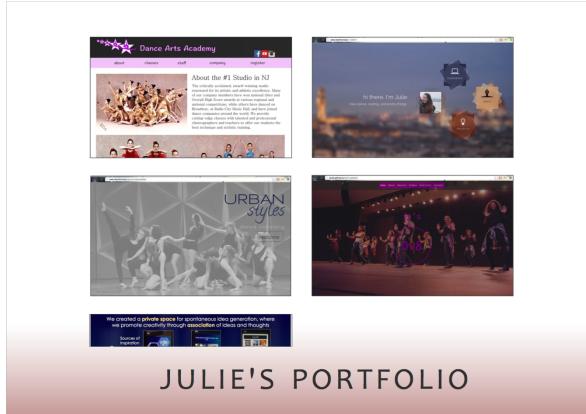
From these three wireframes, I fleshed out three mockups.

Mockup 1:

I'm a current senior undergraduate studying Human Computer Interaction at Stanford University. I have 1+ years of experience with UI and UX design, stemming primarily from class projects and challenges I've taken up on my own. I have a solid understanding of typography, grid layouts, and color schemes as well as how they can affect user experience. In addition, I have technical experience in HTML, CSS, JavaScript and can work easily with engineers both on the back-end and front-end. See my work below.

(Revision: This is not the best design piece - the typography is inconsistent, the colorful squares clash with the colors of the project images, and the 'J' in the corner, albeit intended to serve as a logo, only detracts from the overall design - I have since revised my idea/mockup)

Mockup 2:



Mockup 3:

This mockup features a dark blue background. In the center, there is a large, stylized hexagonal button with a white square in the middle, resembling a keyhole. To the left of this button, the text "open my portfolio" is written in a bold, white, sans-serif font. To the right of the button, there is a sidebar with the heading "my work" at the top. Below this, the same four work samples from Mockup 2 are displayed in a grid format. The sidebar also includes a section titled "Our own creative, iterative process with iot:" which contains a flowchart illustrating a process from "Initial Ideas" to "High F Prototyp" and "High F Analysis".

After the design studio critique and closer analysis of my design choices and better understanding/grasp of visual design principles, I decided to revise my wireframe/mockup 1 concept. I removed the verbose personal description, which left me with just two pieces of information to display on my portfolio: a header and my work. There was then no reason for a navigation, so I removed the sidebar hexagonal design. What was left was a header on the top and my work shown in visual context below. To display my work content, I pulled the masonry grid structure of the books and clothes seen in the middle right on my moodboard to maintain a structured sense of “unstructuredness”. Another feature of my moodboard was color, which I tried conveying, but ended up clashing too much with the sporadic colors of my chosen images. I decided to mimic the style of the “MILANO” typeface, with a simple white background and dark colored font.

Of my final design idea, I produced five different mockup variations varying in typography.

Design A

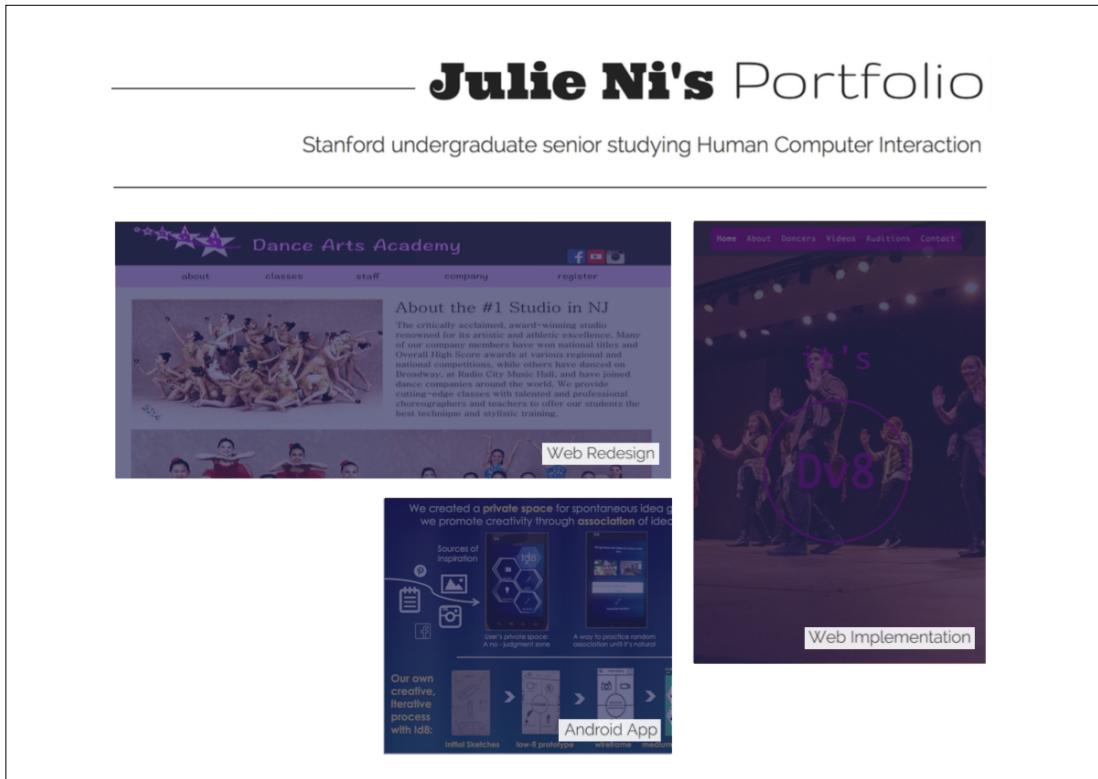
Headers:

Ultra 700

Gruppo 400

Body Copy:

Raleway 300



The portfolio page features a large header "Julie Ni's Portfolio" in a bold, black, sans-serif font. Below it is a sub-header "Stanford undergraduate senior studying Human Computer Interaction". The main content area includes a "Dance Arts Academy" section with a purple banner, a "About the #1 Studio in NJ" section with text and a photo, and a central "Web Redesign" section containing a diagram of a creative process and a "Web Implementation" section showing a stage performance.

Design B

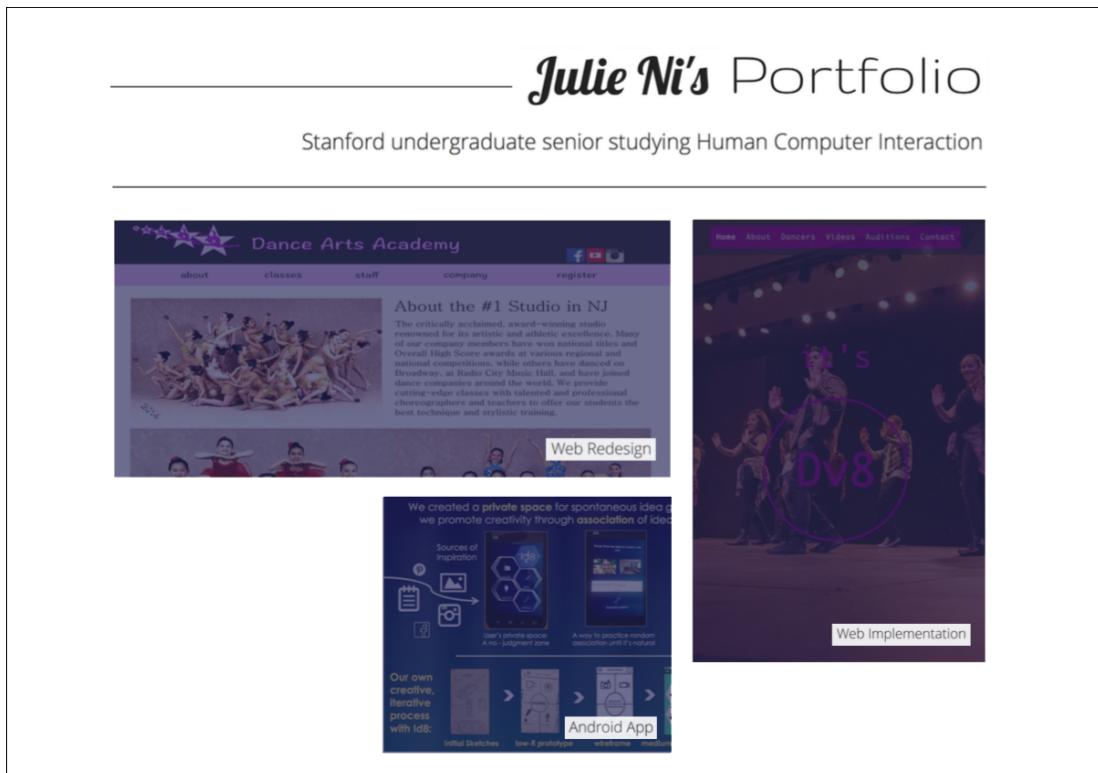
Headers:

Lobster 400

Gruppo 400

Body Copy:

Open Sans 300



This mockup uses a different set of fonts. The header "Julie Ni's Portfolio" is in a bold, black, sans-serif font. The sub-header "Stanford undergraduate senior studying Human Computer Interaction" is in a smaller, regular black font. The "Dance Arts Academy" section and "About the #1 Studio in NJ" section remain the same. The "Web Redesign" section now includes a "Sources of Inspiration" diagram and a "User's private space: A no-judgment zone" diagram. The "Web Implementation" section shows the same stage performance.

Julie Ni's Portfolio

Stanford undergraduate senior studying Human Computer Interaction

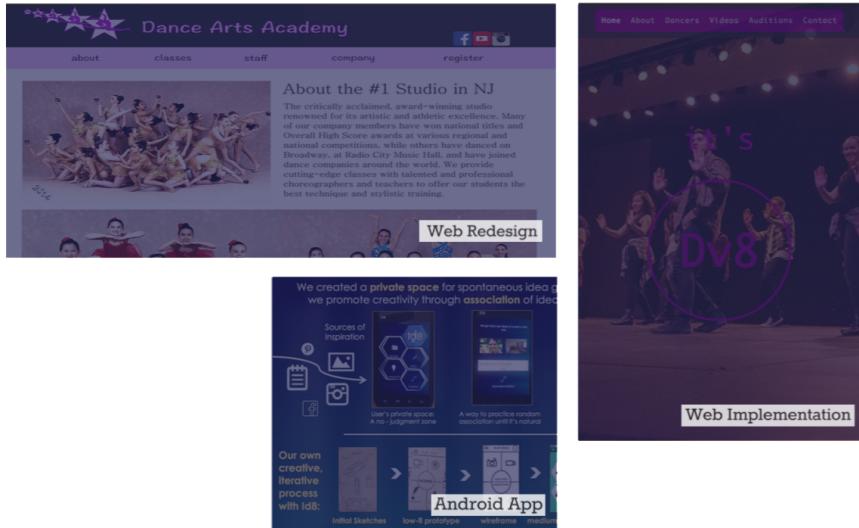
Design C

Header:

Ultra 700

Body Copy:

Coustdard 400



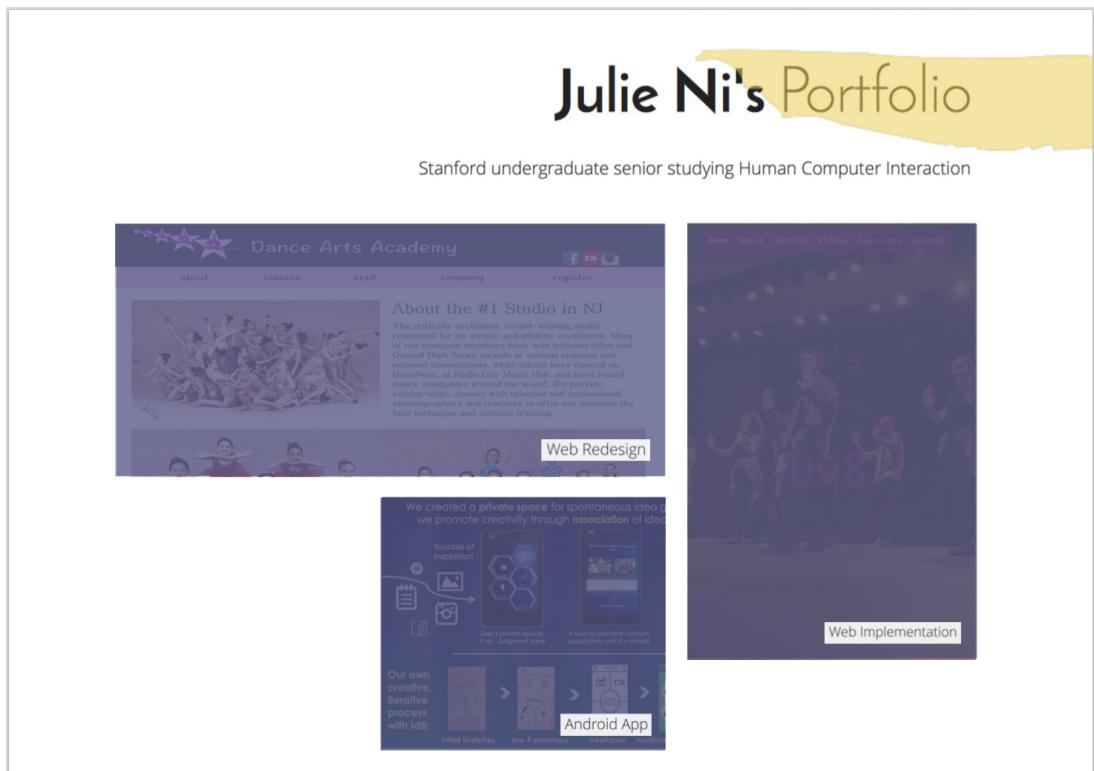
Design D

Header:

Josefin Sans

Body Copy:

Open Sans 300



The design I will implement is Design D. Design D captures a nice balance between professionalism and creativity with the grid-like structure and the splash of color.