Date

Assignment:

Brand me

Student ID : 24011941

Name: Quinn

Introduction

- My portfolio is designed to showcase a balance between creativity and technical expertise, reflecting my journey in digital design and development.
- Each project is presented with a distinct visual identity that aligns with its theme, while maintaining consistency through a clean grid structure, harmonious color palettes, and clear typography.
- The use of playful illustrations, modular layouts, and engaging visuals highlights my versatility across branding, UI/UX, character design, and immersive technologies.
- Combining storytelling with functional design, this portfolio not only documents my skills and process but also demonstrates how I adapt design principles to different industries and audiences.

Human-Centred Design

Target Audience of your portfolio

- **Age:** 18 - 30
- **Gender:** All
- **Motivation:** To assess creativity, technical skill, and project versatility

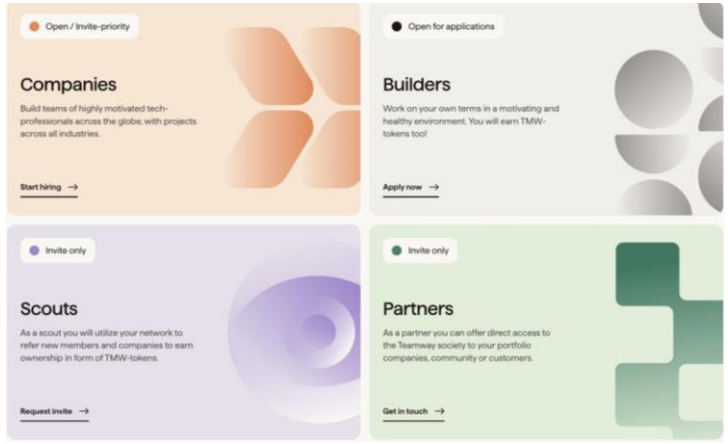
- Likes clean layouts, clear sections, and concise case studies
- Prefer portfolios that mix information + engaging visuals
- Value authenticity, storytelling, and creative personality

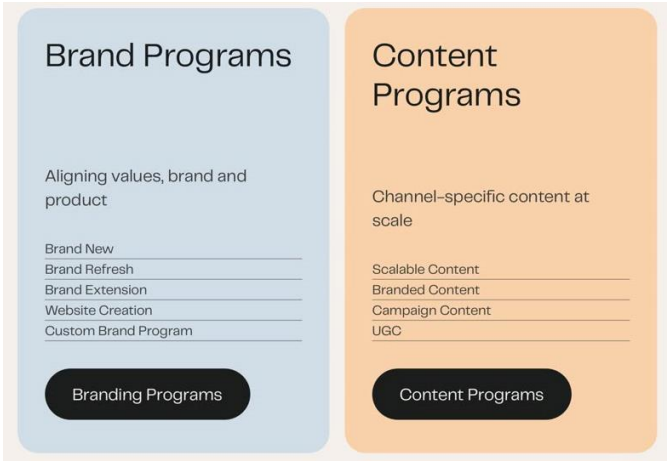
Human-Centred Design

Portfolio Theme

- **Theme:** Playfully Professional
- A mix of structured layouts and playful visuals that show creativity with technical depth.
- Pastels, modular grids, and illustrations make it engaging yet professional.

Branding & Visual Consistency





- A Inspired by contemporary branding systems, this moodboard emphasises clean grids, soft gradients, and warm pastel tones that balance professionalism with approachability.
- The bold typography and modular card layouts reflect clarity and consistency, making information easy to digest while maintaining visual impact.

Branding & Visual Consistency

FONTS

MAIN FONT

Playfair Display Regular

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ALTERNATIVE FONT

Heebo Regular

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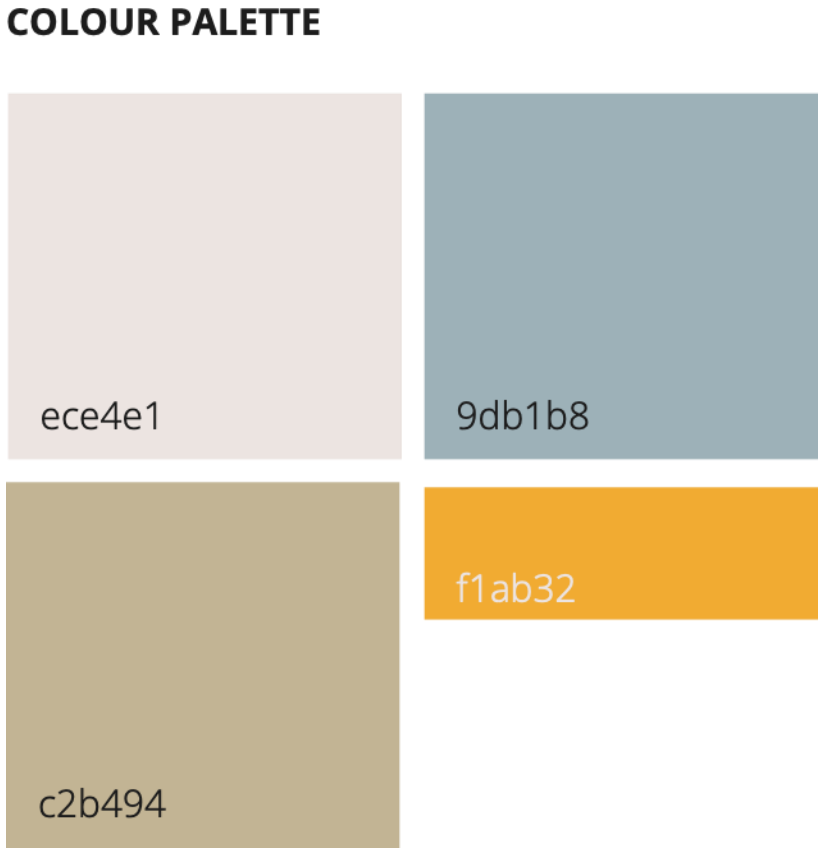
Branding & Visual Consistency

- The primary colour of this palette is **blue-grey (9db1b8)**, chosen for its calm, professional, and trustworthy tone.
- It sets the overall mood of stability and clarity, while the **soft neutrals (ece4e1, c2b494)** provide balance and warmth.
- The **vibrant yellow (f1ab32)** serves as an accent, adding energy and drawing attention to highlights.
- This scheme connects back to the moodboard's mix of **muted pastels and bold accents**, reinforcing a design language that feels both approachable and creatively engaging.



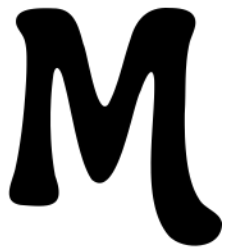
Creating Original Assets

Creating Original Assets

MAIN LOGO

Modin

LOGO VARIATIONS



Creating Original Assets

MAIN LOGO

Modin

LOGO VARIATIONS

Creating Original Assets

AI-Assisted Design Tools

Before

After with Background Removal

Prompt Design & AI Collaboration 1

Reference

With Reference attached, create a character set showing 5 different hairstyles 5 accessories for girls and different accessories

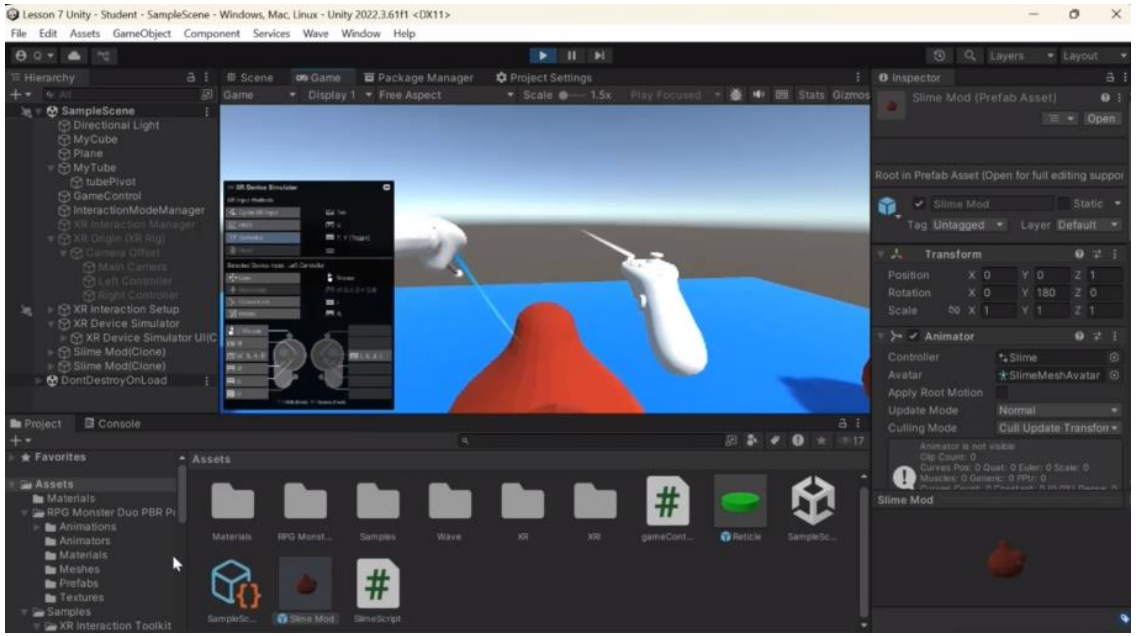
Prompt Design & AI Collaboration 2

Reference

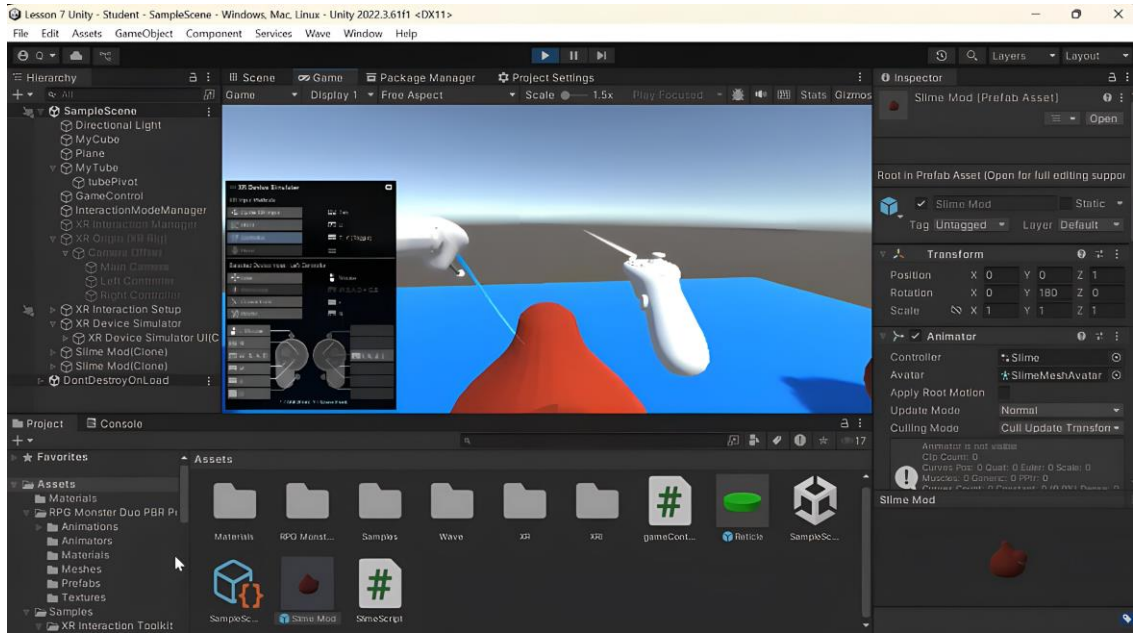
With Reference attached, create a visual that utilises my skillset of website development, with my coding skills inside.

Prompt Design & AI Collaboration 3

Reference



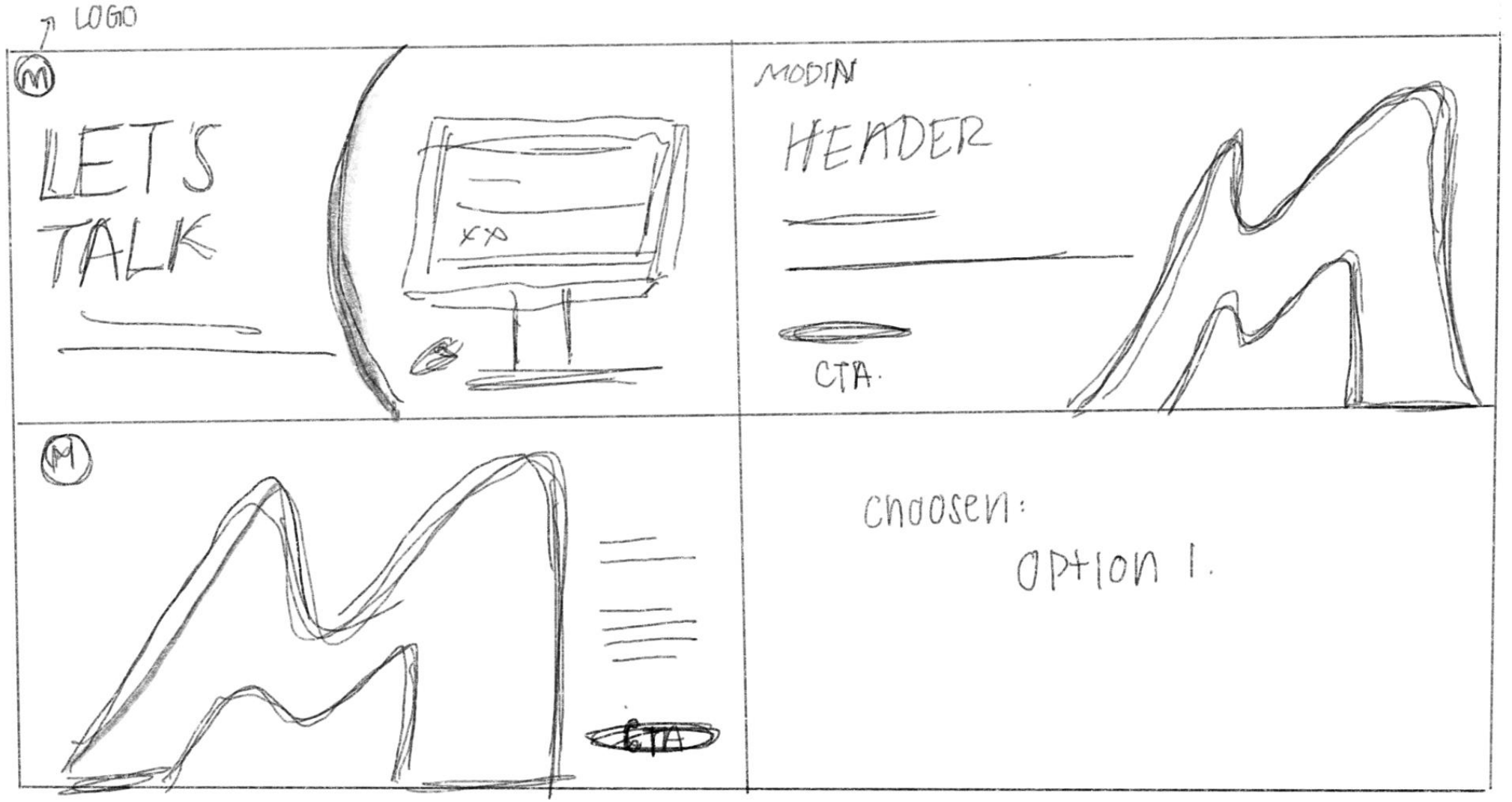
Upscale image



Final Artwork (Social Media)

- I chose a **digital banner** as my main social media branding format because it is one of the most immediate and impactful ways to introduce my portfolio. A banner allows me to combine strong visuals, bold typography, and a clear call-to-action into a single space, making it ideal for platforms like LinkedIn, Behance, or even as a website header.
- Using the blue-grey base communicates professionalism and trust, while the yellow accent draws attention to interactive elements like CTAs
- A digital banner also reflects my **Playfully Professional** theme—professional enough to appeal to recruiters and industry peers, but creative enough to stand out and express personality. It serves as both a **visual hook** and a **gateway** into my portfolio, encouraging viewers to explore more of my work.

Final Artwork (Social Media)



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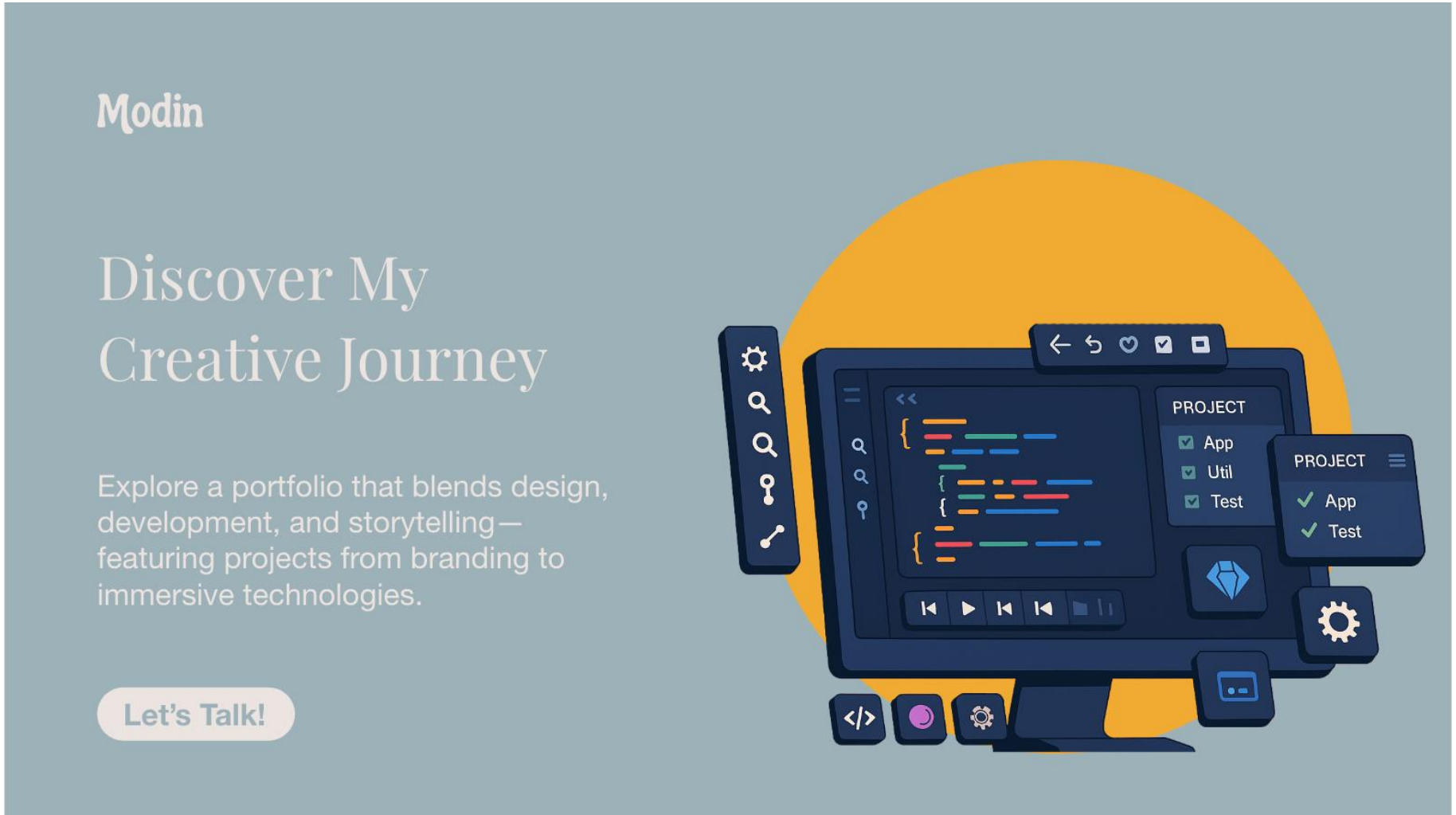

Final Artwork (Portfolio Web pages)

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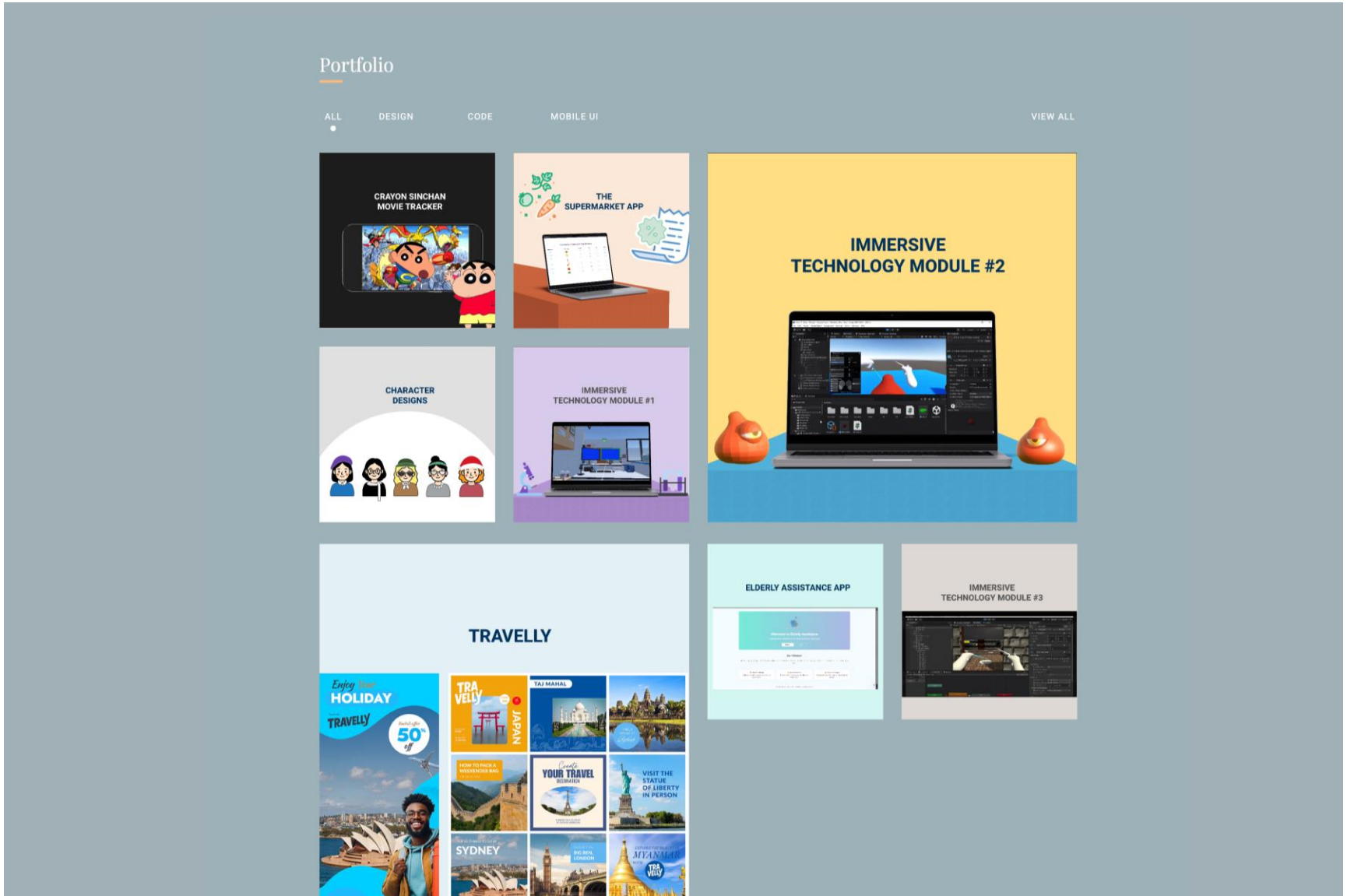

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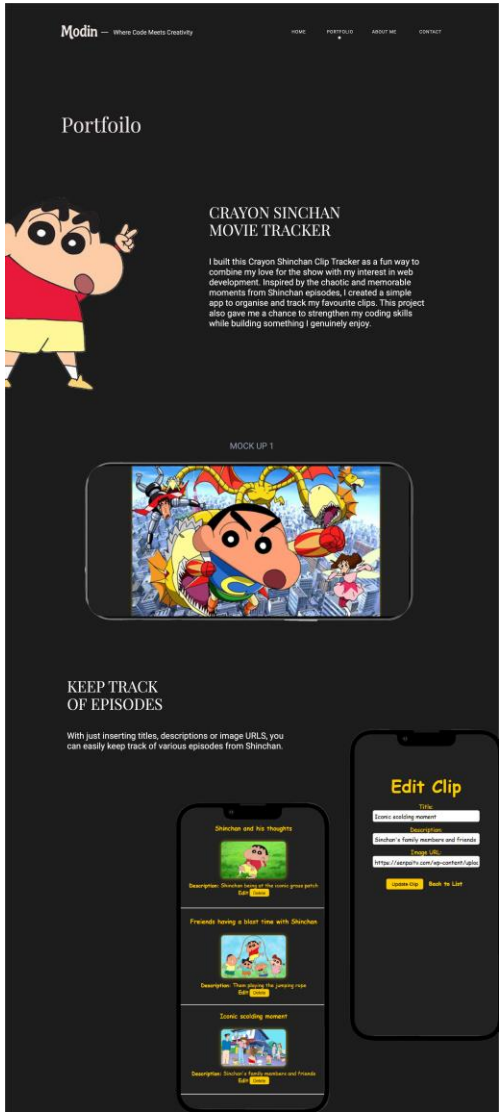

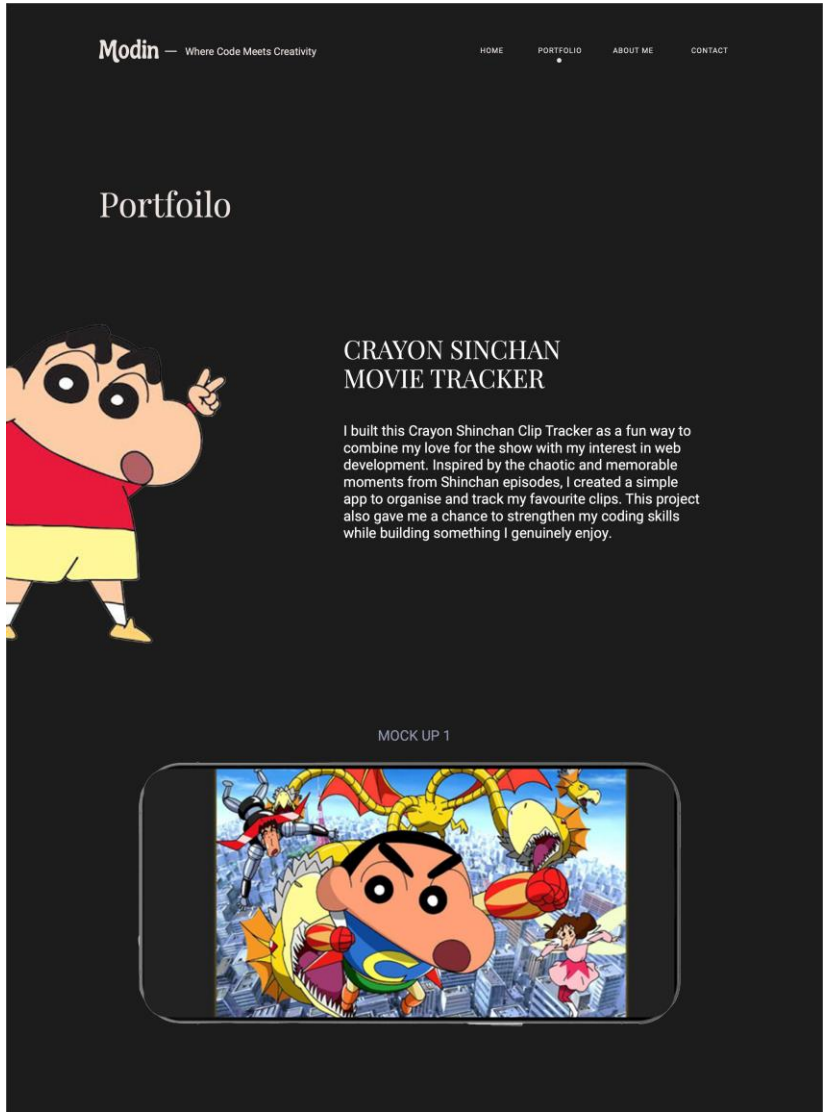

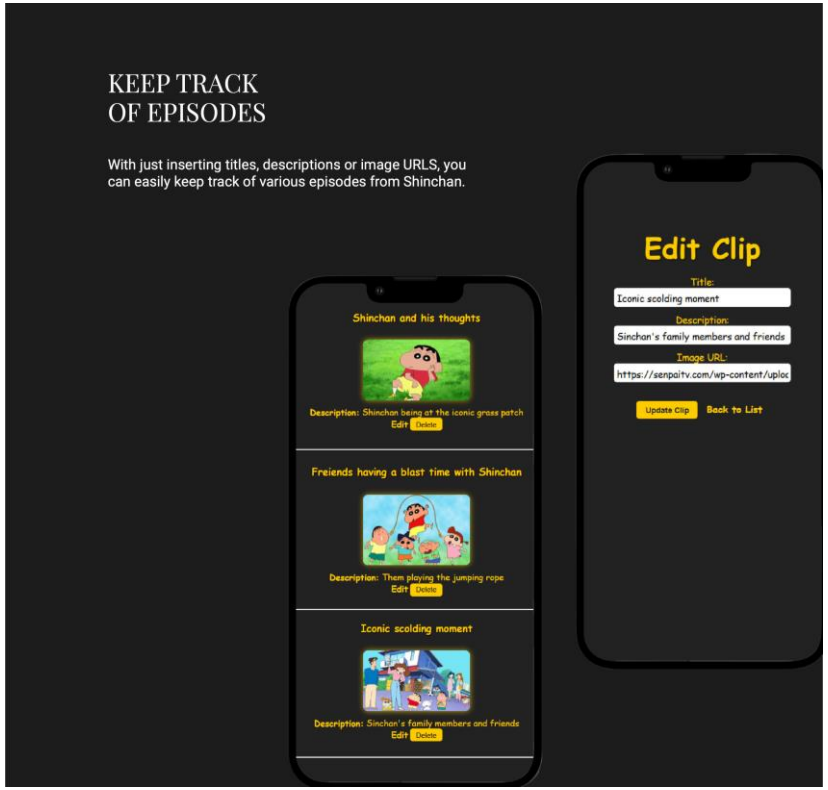

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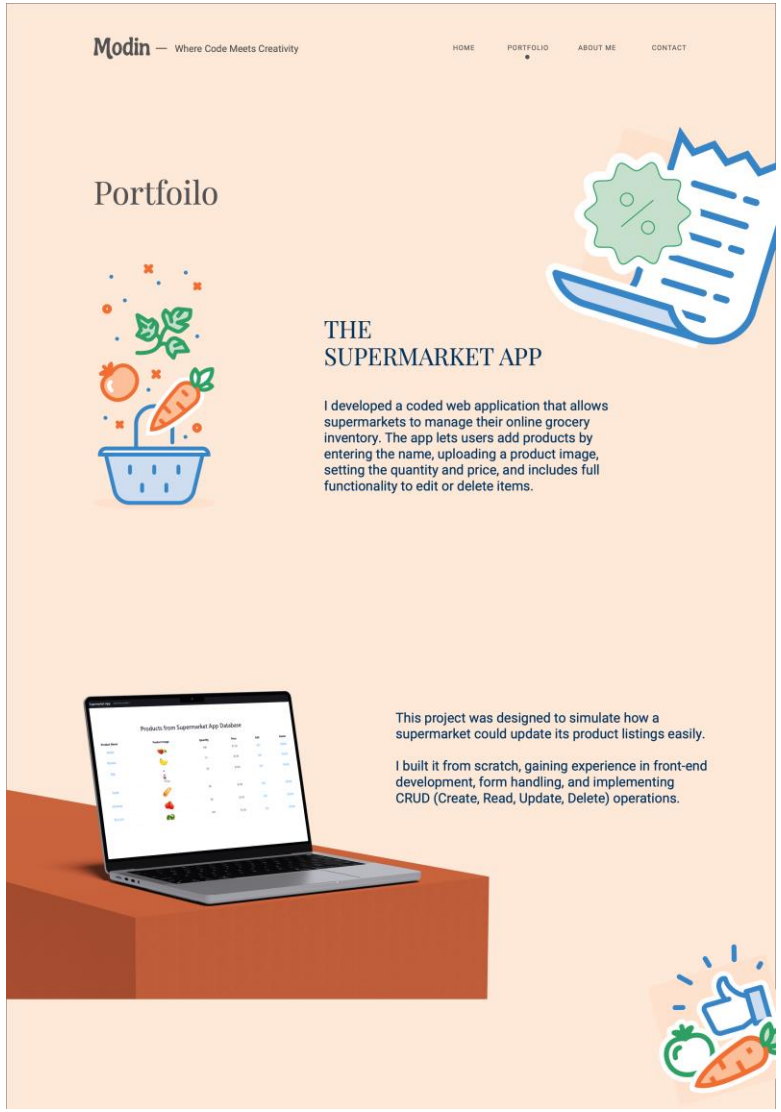

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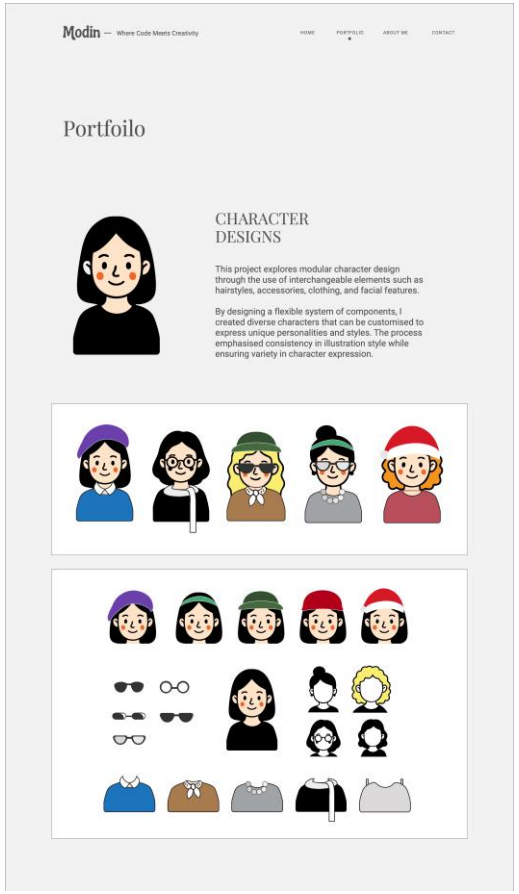

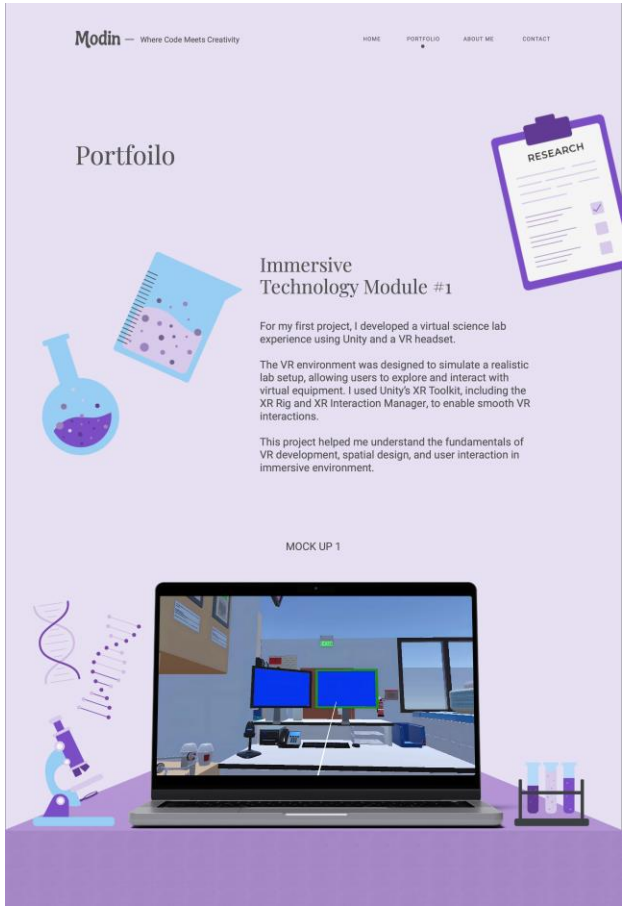

Final Artwork (Portfolio Web pages)

Conclusion (Reflections, Challenges)

- Building this portfolio allowed me to reflect on my growth as a designer and developer, showcasing how I balance creativity with technical skills.
- A key challenge was maintaining visual consistency across diverse projects while allowing each to have its own identity.
- I also had to refine how much detail to present—striking a balance between storytelling and clarity for recruiters and viewers.
- Through this process, I learned the importance of cohesive branding, user-centered presentation, and adaptability in design.
- Overall, this portfolio not only documents my work but also demonstrates how I’ve grown to think more strategically as a creative professional.