

Design Concept

IDEATION

My primary interest is in interaction design with emerging technologies including VR, AR, and IoT. As these interactions happen beyond 2D screens, I identified “3D” and “future” as my key concepts. This concept is reflected in the folding effects in the logo. It’s also reflected in the fluid and non-rigid layout of the web design

COLORS

For the color choice, I sampled the color palette from a light installation by Olafur Eliasson. His exploration with light in space has been an inspiration for me. I especially appreciate the energy communicated in his choices.

TYPOGRAPHY

Nunito Sans

This is a free Google font that resembles Avenir. Nunito Sans is a geometrical font with some organic touch. It conveys the spirit of 3D modeling while also adds a humanistic touch to it.

IMAGE CHOICE

While maintaining the 3D and futuristic theme, I also want to communicate my personality. Therefore, instead of illustrations I chose photos of me working and collaborating with teammates.

Color Guideline

PRIMARY

Achromatic Harmony



R = 255, G = 255, B = 255
C = 0%, M = 0%, Y = 0%, K = 0%
HEX #ffffff



R = 0, G = 0, B = 0
C = 0%, M = 0%, Y = 0%, K = 100%
HEX #000000

SECONDARY



R = 139
G = 90
B = 165
C = 43%
M = 76%
Y = 0%
K = 0%
HEX #8B5AA5



R = 249
G = 205
B = 21
C = 0%
M = 19%
Y = 100%
K = 0%
HEX #F9CD15



R = 217
G = 148
B = 192
C = 2%
M = 51%
Y = 0%
K = 0%
HEX #D994C0



R = 179
G = 186
B = 190
C = 31%
M = 19%
Y = 20%
K = 0%
HEX #B3BABE

Typography Guideline for Web

200	HEADLINE 1 extralight, 47px	I'm Ruth.
200	HEADLINE 2 extralight, 29px	Experiences
700	HEADLINE 3 bold, 18px, all caps	UX RESEARCH & DESIGN LEAD navigation
	BODY	
400	REGULAR : light, 18px	Discovered pain points through survey and testing.
600	HIGHLIGHT : semi-bold, 18px	Consulting for clubcar.com.
	CAPTIONS	
400	regular, 11px	Photo: presentation at CHI 2018

UI elements for Web





LINK	ABOUT
ICON	
32px X 32px	   
	non-active hovering
INPUT FIELD	<input type="text" value="Email"/>
BUTTON	<input type="submit" value="SUBMIT"/>

IMAGE REFERENCES

Cactus: <https://unsplash.com/photos/PWrywcskTyE>

VR: <https://unsplash.com/photos/MxVkWPiJALs>

Bus: <https://unsplash.com/photos/tl4S9ZpWn3g>