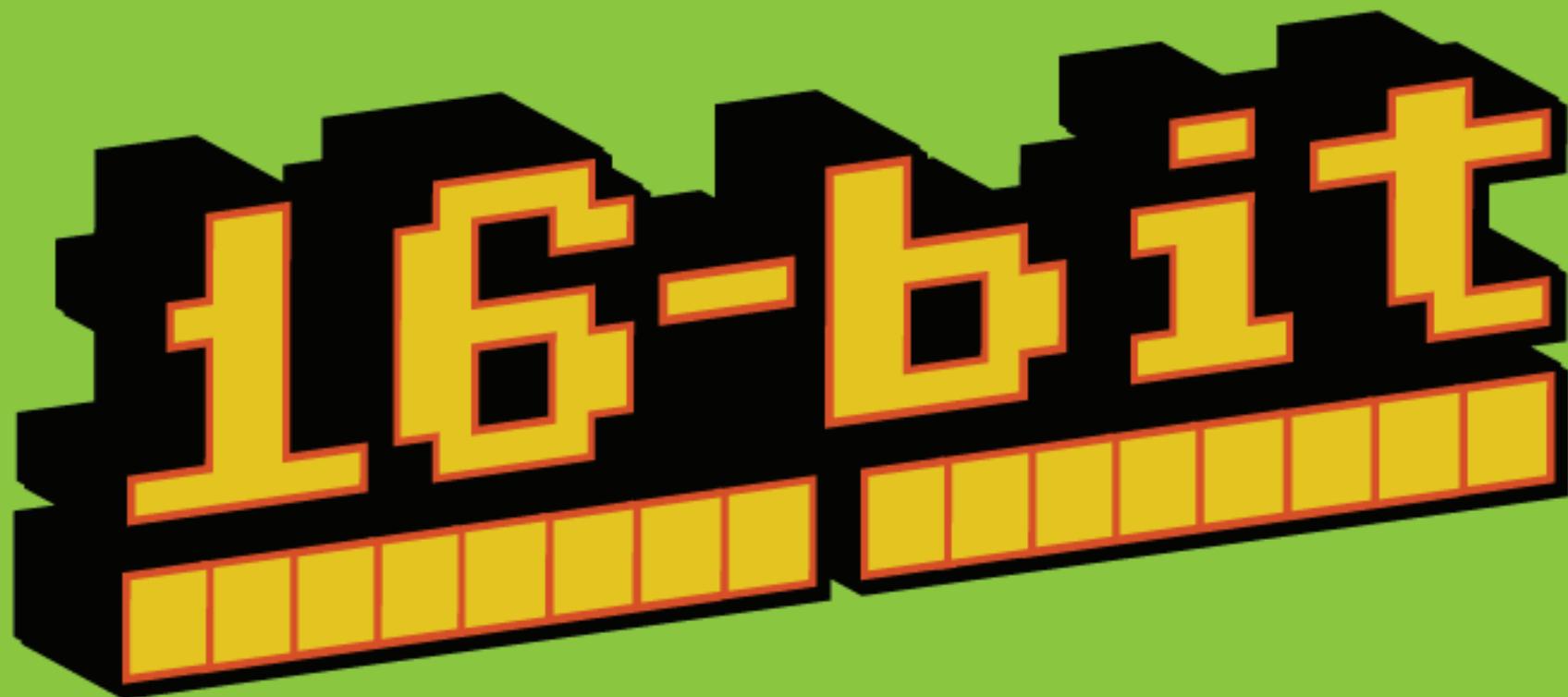


# SARAH SARGENT DESIGN PORTFOLIO

# LOGO DESIGN



# LOGO DESIGN

High Volume HAIR SALON

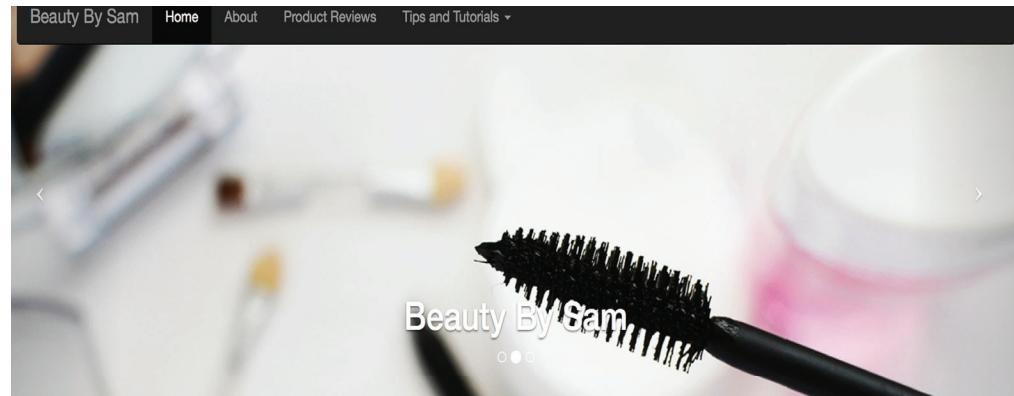
# BRANDING

**Client:** Beauty By Sam

**Project:** Branding, Logo Design & Web Design

**Goal:** To create a recognizable brand and a user friendly website

- Beauty by Sam is a cosmetic product review blog built using Bootstrap
- Produced a recognizable brand and a user-friendly website
- Content consists of product reviews, hair and makeup tutorials and styling tips
- Created a custom logo using Illustrator



## Products

Hair, makeup and skin care product reviews

[View details »](#)



## Hair

Updo, braids, and hairstyle tutorials

[View details »](#)



## Makeup

Powder, mascara, eye shadow and lipstick tutorials

[View details »](#)

# BRANDING

**Client:** Sweet Holez

**Project:** Branding & Logo Design

**Goal:** To create a recognizable brand

- Sweet Holez is a fictional business created for a corporate identity project
- Promotional materials include logo design, business cards, and a store gift bag
- Researched cafes and coffee shops for design inspiration

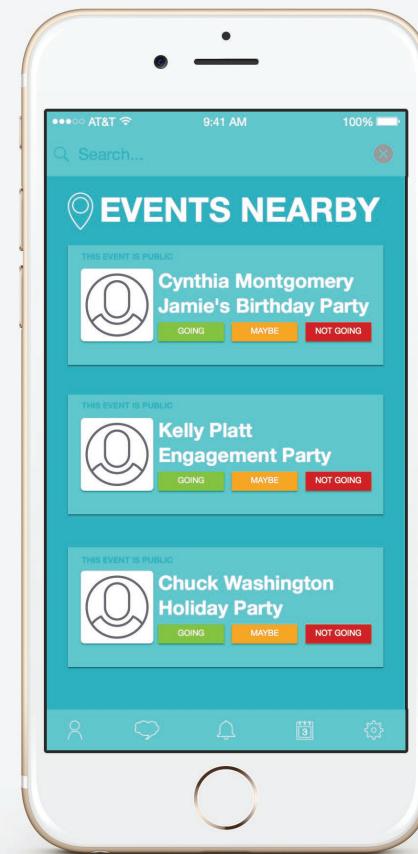
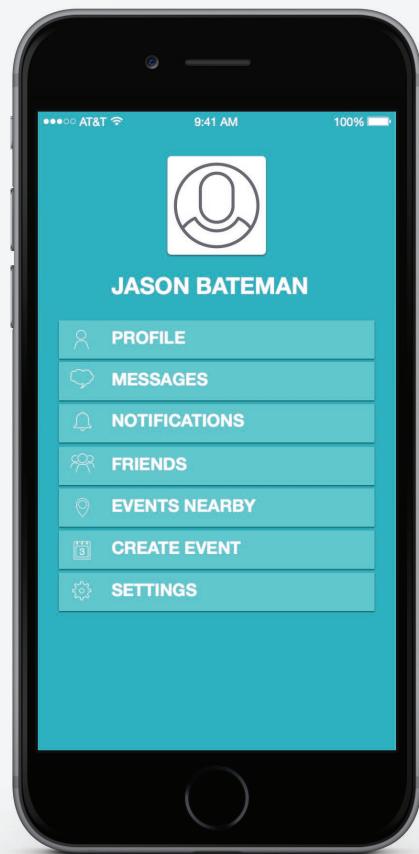
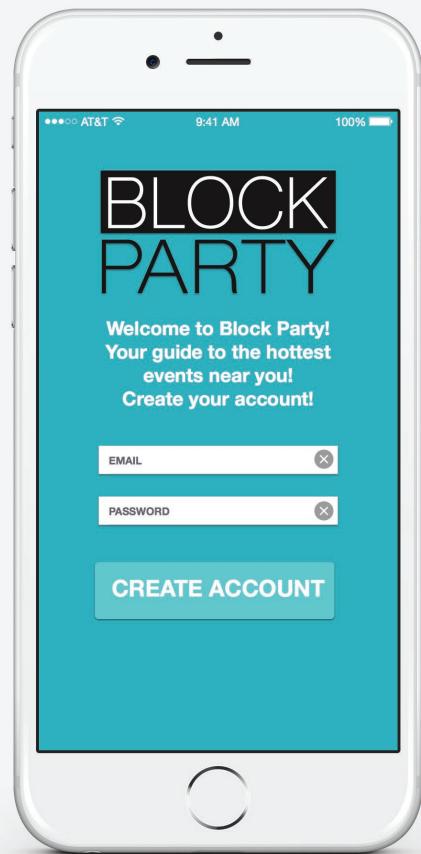


**Sweet Holez**  
Donuts • Coffee • Cupcakes • Tea  
Monday - Sunday 6am - 6pm

3011 N. Broadway St.  
Chicago, IL 60657

847.815.9853  
[www.sweetholez.com](http://www.sweetholez.com)

# IOS UI/UX



# IOS UI/UX

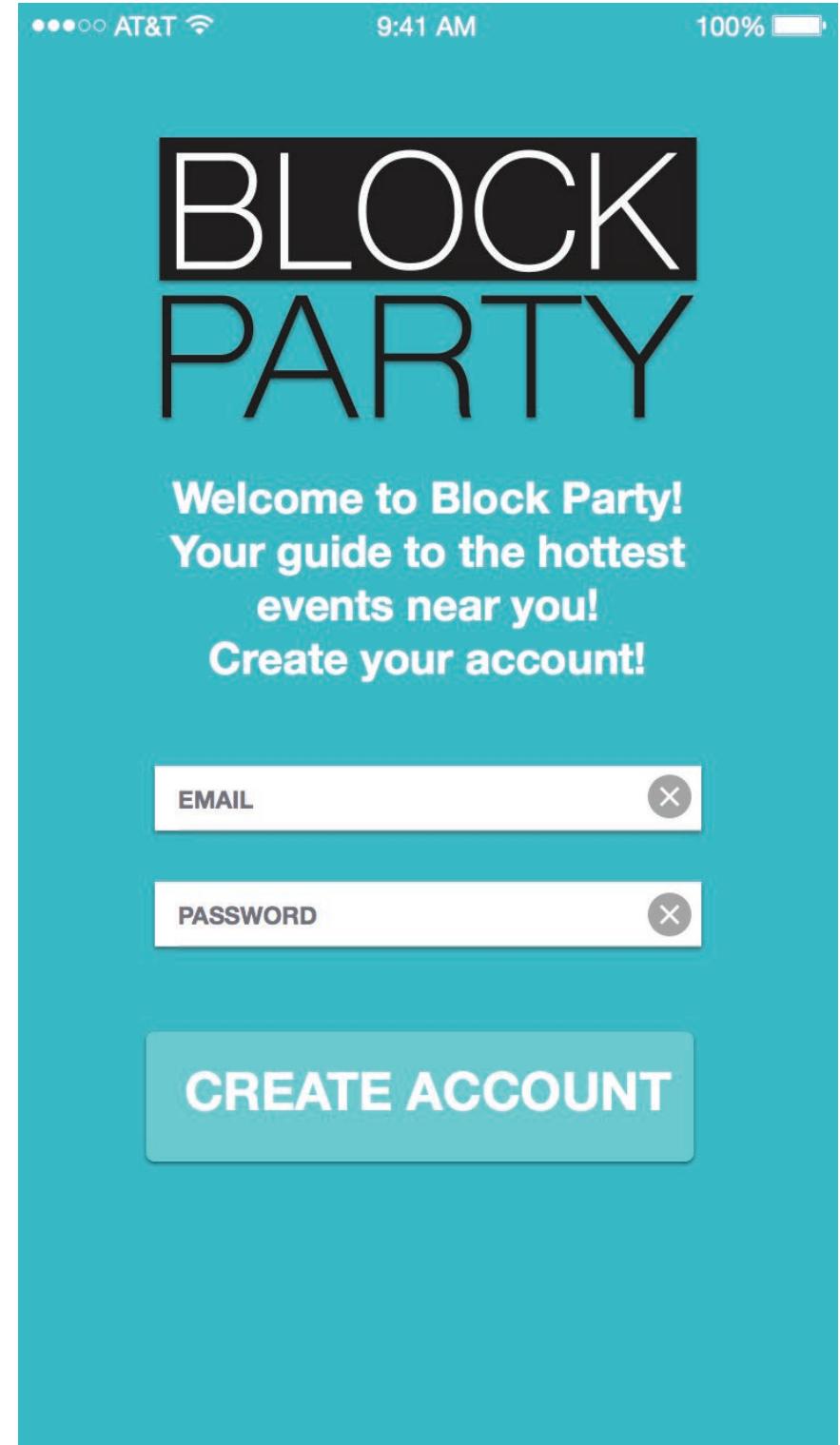
**Project:** Human Computer Interaction

**Goal:** New website or mobile app

**Tasks:** Research, select target audience, conduct interviews, gather results, develop personas, present the combined results

**Block Party** is a social media platform that connects users within their neighborhood

- Our users are most familiar with Facebook so our goal was to have similar UI/UX elements and functionality



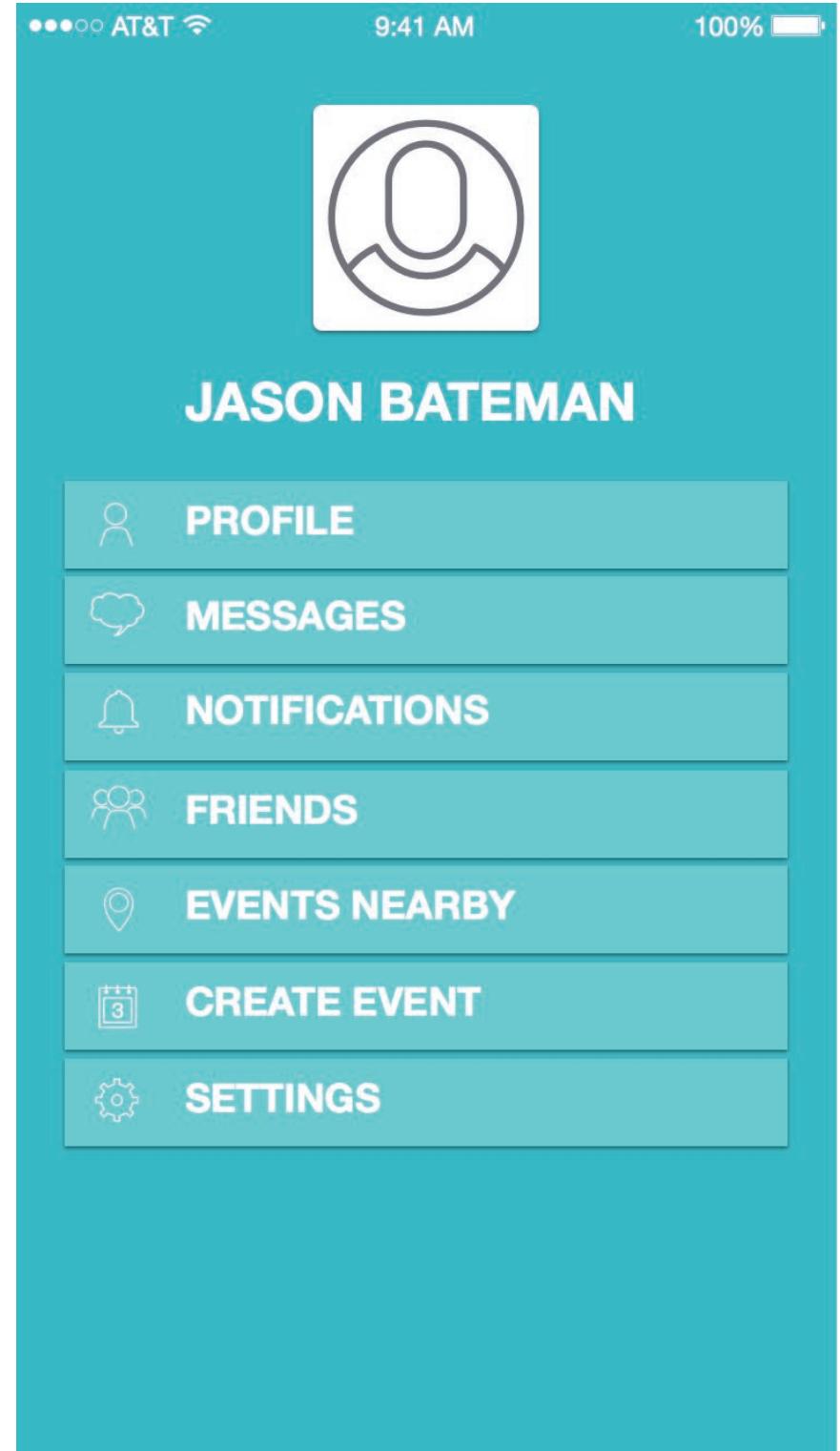
# IOS UI/UX

**Project:** Human Computer Interaction

**Goal:** New website or mobile app

## Block Party Goals:

- Informs users of events taking place nearby
- Allows users to create custom events
- Events can be public or private
- Users can keep track of events that they will be attending through the use of a centralized hub
- Allows attendees to upload photos of events to share with other attendees
- Users can rate events and provide feedback about the event



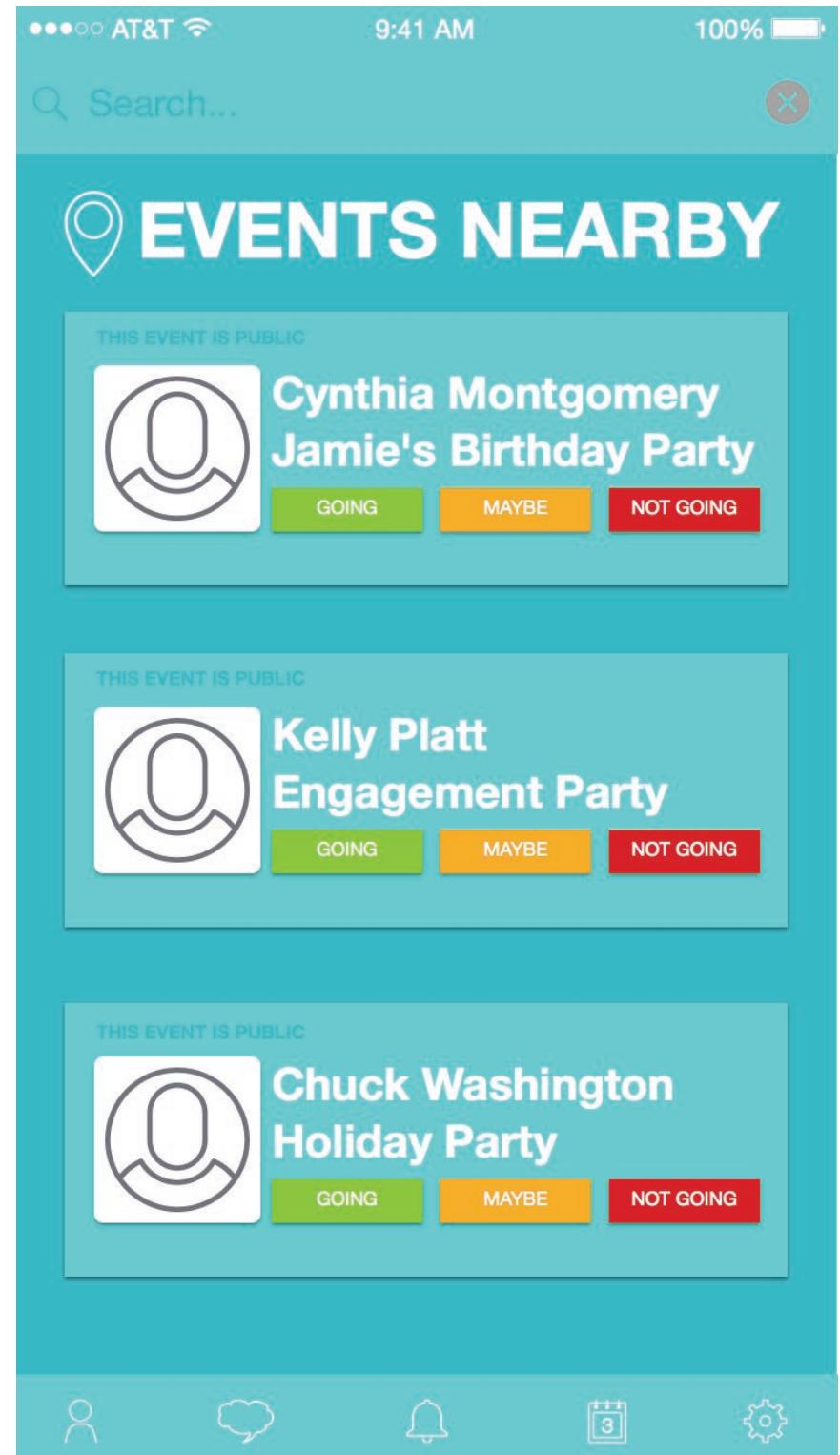
# IOS UI/UX

**Project:** Human Computer Interaction

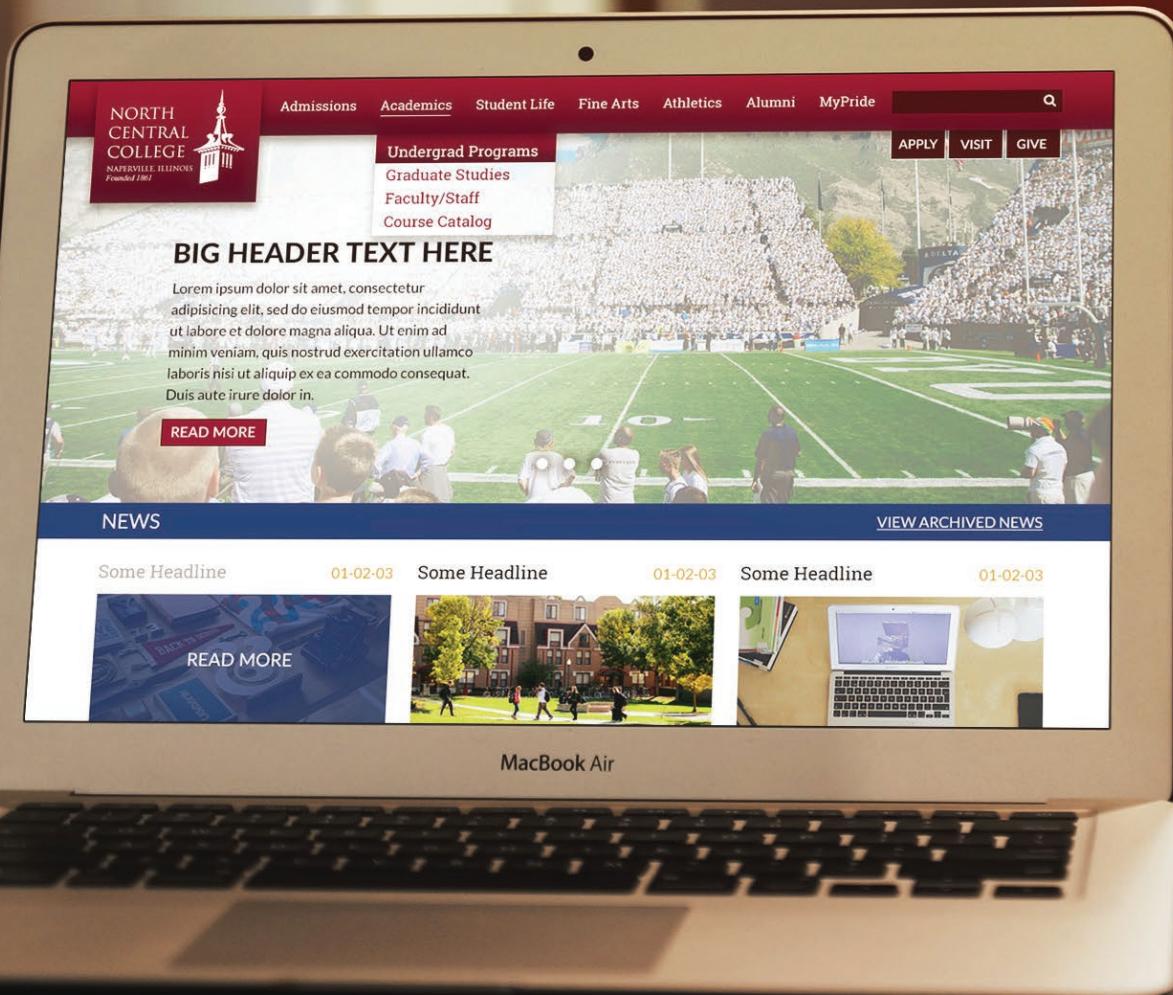
**Goal:** New website or mobile app

## Block Party Process:

- Designed the user interface and user experience using Sketch
- Created a consistent color palette using Adobe Kuler
- Delivered a cohesive style guide for use by application developers
- Researched mobile application layouts and features using comparative analysis
- Lead requirements gathering sessions with target audience



# WEB DESIGN



# WEB DESIGN

**Client:** North Central College

**Project:** Collaborated with a team to redesign the college's homepage

**Goal:** Unity, Hierarchy, Consistency

- Student-lead collaboration to design the North Central College website
- Sketched wireframes of potential page layouts using online tools
- Designed several mock up options of the website using Photoshop
- Respected North Central College's existing style guides and branding
- Prioritized site features based on interviews with fellow students

The screenshot shows the homepage of North Central College. At the top, there is a large banner image of a football stadium filled with spectators. Overlaid on this image are several navigation links: 'Admissions', 'Academics', 'Student Life', 'Fine Arts', 'Athletics', 'Alumni', 'MyPride', 'APPLY', 'VISIT', and 'GIVE'. Below the banner, the text 'BIG HEADER TEXT HERE' is displayed in a large, bold, black font. A block of placeholder text follows: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in...'. A red 'READ MORE' button is located at the bottom of this section. Below this, a dark blue header bar contains the word 'NEWS' and a link 'VIEW ARCHIVED NEWS'. Underneath, there are three news items, each with a thumbnail image, a title ('Some Headline'), a date ('01-02-03'), and a snippet of text followed by an ellipsis. The first news item has a 'READ MORE' button. Below these, a green header bar says 'UPCOMING EVENTS' and 'VIEW FULL CALENDAR'. It lists three events: 'Janis Siegel "Nightsongs"' on Jan 25th from 6:00 PM - 8:00 PM, 'Transfer Visit Day Program' on Jan 31st from 9:00 AM - 12:30 PM, and 'Natalie Cole' on Feb. 7th from 8:00 PM - 9:30 PM. Each event has a thumbnail image and a snippet of text. At the bottom of the page, there is a 'VIRTUAL CAMPUS TOUR' button overlaid on an image of people walking on a campus. The footer is dark blue and contains links to 'About North Central', 'Admission Information', 'Services', 'Resources', and various college departments like 'Our Campus', 'Programs', 'Request Info', 'MyPride', etc. It also includes social media icons for Facebook, Twitter, and YouTube, and a logo for 'WONC 89.1 FM'. The footer ends with the address '30 North Brainard Street Naperville, IL 60540 | 630.637.5100'.

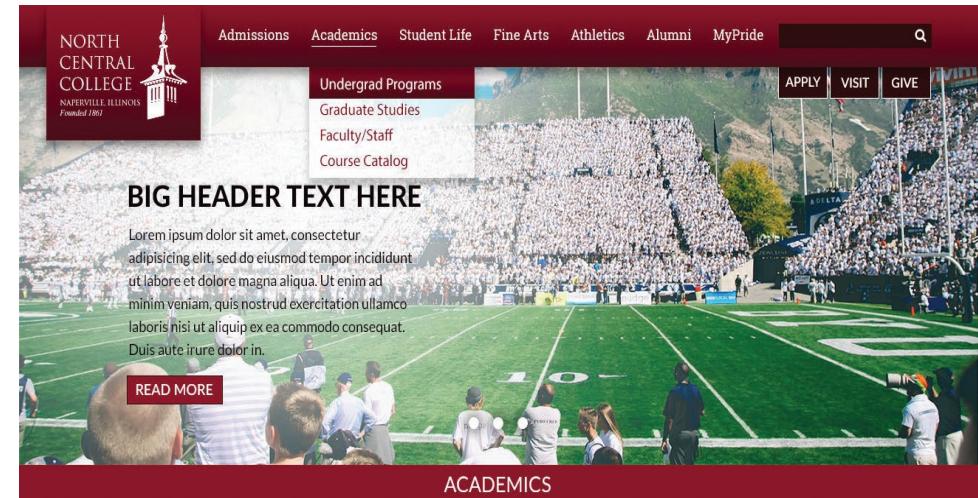
# WEB DESIGN

**Client:** North Central College  
**Project:** Collaborated with a team to redesign the colleges academic page

**Goal:** Unity, Hierarchy, Consistency

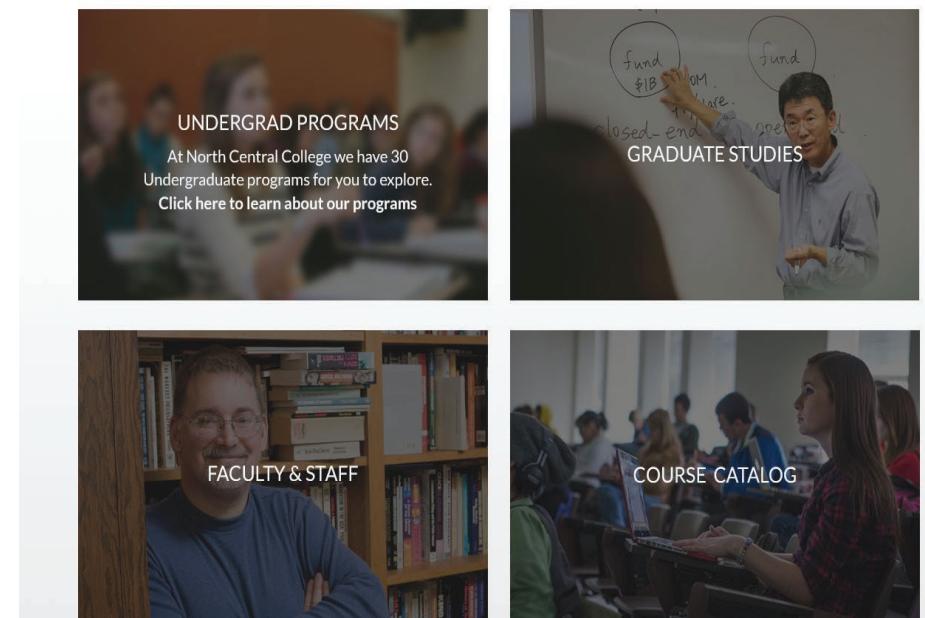
- North Central's academic layout was overwhelming and confusing to navigate

**Solution:** Organized the academic page into four categories including: undergrad programs, graduate studies, faculty & staff, and course catalog



The screenshot shows the North Central College website's academic section. At the top, there's a navigation bar with links for Admissions, Academics, Student Life, Fine Arts, Athletics, Alumni, and MyPride. Below the navigation is a large, bold header text "BIG HEADER TEXT HERE". Underneath this, there's a block of placeholder text (Lorem ipsum) followed by a "READ MORE" button. The main content area features a large image of a football field with spectators. Overlaid on the bottom right of the image is the word "ACADEMICS". To the left of the main content, there are four smaller cards with the following titles and descriptions:

- UNDERGRAD PROGRAMS**: At North Central College we have 30 Undergraduate programs for you to explore.  
[Click here to learn about our programs](#)
- GRADUATE STUDIES**: A man is standing in front of a whiteboard with handwritten text: "fund \$1B", "closed-end", "OM", "fund", "Graduate", "closed-end", "OM".
- FACULTY & STAFF**: A man with glasses and a blue shirt is standing in front of bookshelves.
- COURSE CATALOG**: Students are sitting at desks in a classroom setting.



**About North Central**  
Our Campus  
News & Culture  
Grad Stories  
Gallery  
Hall Of Fame

**Admission Information**  
Programs  
Admissions  
Financial Aid  
Course Catalog  
Career Development

**Services**  
Request Info  
Contact Us  
Visit Us  
Apply Now  
FAQ

**Resources**  
MyPride  
Library  
Bookstore  
Student Life  
Athletics



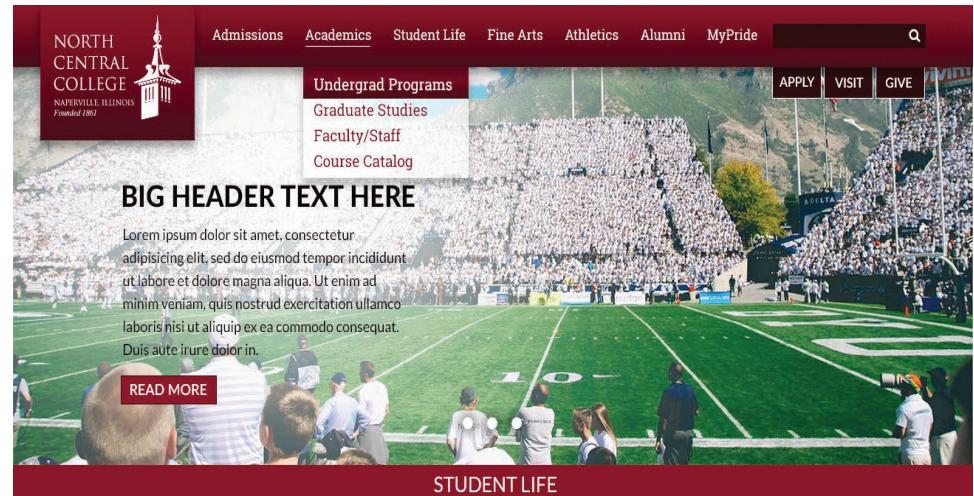
# WEB DESIGN

**Client:** North Central College  
**Project:** Collaborated with a team to redesign the colleges student life page

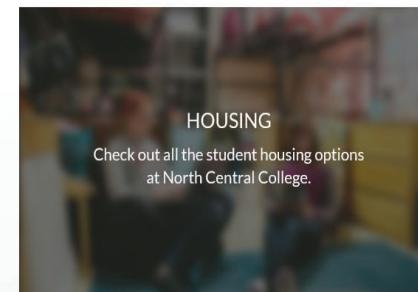
**Goal:** Unity, Hierarchy, Consistency

- Used the same layout as the academic page for the student life page to keep consistency among the pages

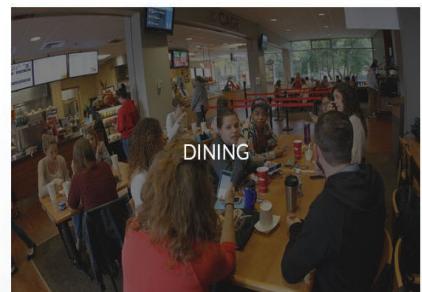
**Solution:** Organized the student life page into four categories including: housing, dining, get involved, and downtown Naperville



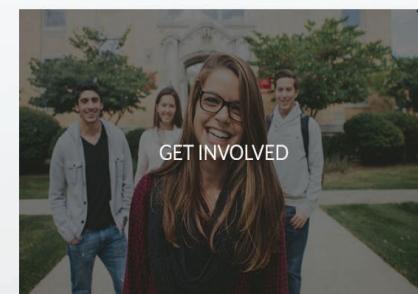
The screenshot shows the homepage of the North Central College Student Life website. At the top left is the college's logo with the text "NORTH CENTRAL COLLEGE NAPERVILLE ILLINOIS Founded 1851". The top navigation bar includes links for Admissions, Academics, Student Life, Fine Arts, Athletics, Alumni, and MyPride, along with a search icon. A secondary navigation menu on the right lists Undergrad Programs, Graduate Studies, Faculty/Staff, and Course Catalog. Below the navigation is a large banner image of a football stadium filled with spectators. Overlaid on the banner is the text "BIG HEADER TEXT HERE" and a paragraph of placeholder text (Lorem ipsum). A red "READ MORE" button is visible. The bottom of the banner has a red bar with the text "STUDENT LIFE".



HOUSING  
Check out all the student housing options at North Central College.



DINING



GET INVOLVED



DOWNTOWN NAPERVILLE

About North Central  
Our Campus  
News & Culture  
Grad Stories  
Gallery  
Hall Of Fame

Admission Information  
Programs  
Admissions  
Financial Aid  
Course Catalog  
Career Development

Services  
Request Info  
Contact Us  
Visit Us  
Apply Now  
FAQ

Resources  
MyPride  
Library  
Bookstore  
Student Life  
Athletics

WONC 89.1 FM



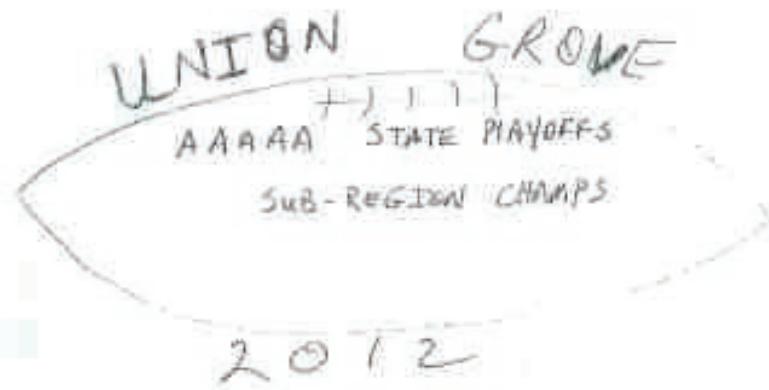
# SHIRT DESIGNS



# SHIRT DESIGNS



# LOGO RECREATION



**Customer sent in their  
“best quality” graphics**



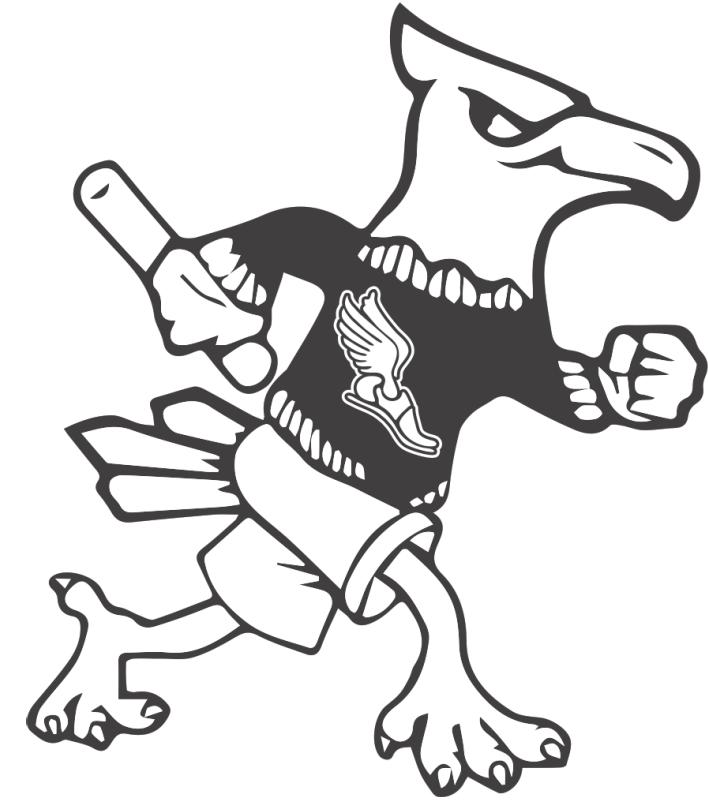
**2012**

**Recreated their logo  
in proper vector format  
for screen printing**

# LOGO RECREATION



**Customer sent in their  
“best quality” graphics**



**Recreated their logo  
in proper vector format  
for screen printing**

# LOGO RECREATION



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