

# Chicago Public Art Group

## Non-Profit Redesign

### My Role

UX/UI Designer

### Team

Regan O'brien  
Derek Yoon

### Duration

3 Weeks

### Tools

Figma  
Illustrator  
Google Suite

## Project Overview.

### PROBLEM

Chicago Public Art Group was designed to promote the accessibility and exposure of art to every community. We can achieve our goals by focusing on overall outreach for involvement in the organization. By connecting more people through volunteering, funding, and artist involvement, CPAG can unify the diverse neighborhoods of Chicago with beautiful works of public art accessible for all to enjoy.

### NEEDS

- Better content chunking to help communicate information efficiently
- A universal user journey to accommodate all site visitors
- Focus on calls-to-action for donations and volunteering

### SOLUTION

- Content testing to understand how users are digesting information
- Emphasize “get involved” journey
- Create more opportunities for calls-to-action
- Unify existing design style and showcase photographs

