

# Kevin D. Looney

## UX PORTFOLIO



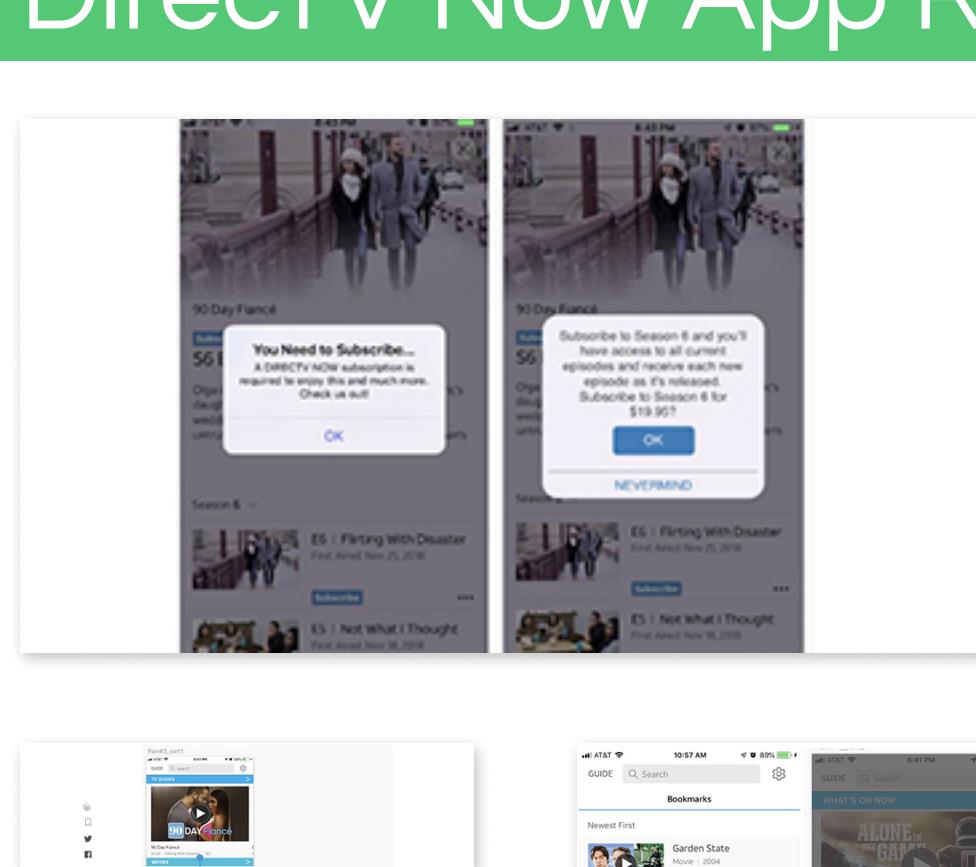
### About Me

I'm a visual designer working in digital and print. My skillset includes: web design, user interface/user experience design, digital art & illustration, poster design, logo design, branding, packaging and 3D modeling.

I have a BA in Visual Communication Design, a minor in 3D Animation, and a UX Design Certificate.

## Projects

### VCD Department Site

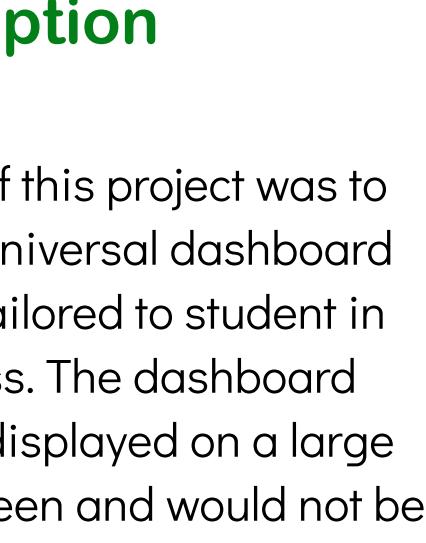


#### Description

The purpose of this project was the design a more modern look for the EWU Design Department. The school hasn't updated their website in many years and wanted a look that appealed to modern design sensibilities as well as to the current generation of young people.

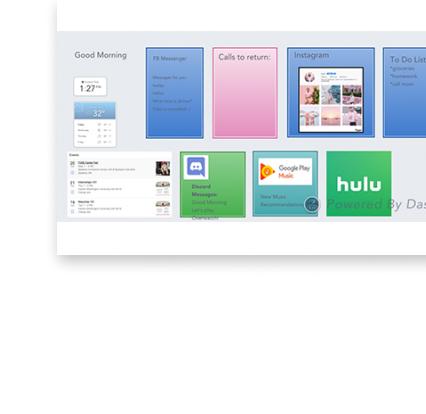
#### Case Study

For this project, research was done on similar sites for universities as well as modern design aesthetics that are appealing to young adults. Colors and fonts were chosen based on easy viewing and readability. Sections over information were broken up into easy to digest sections and each section was kept fairly large on the screen to make it easy for users to navigate on a mobile device.

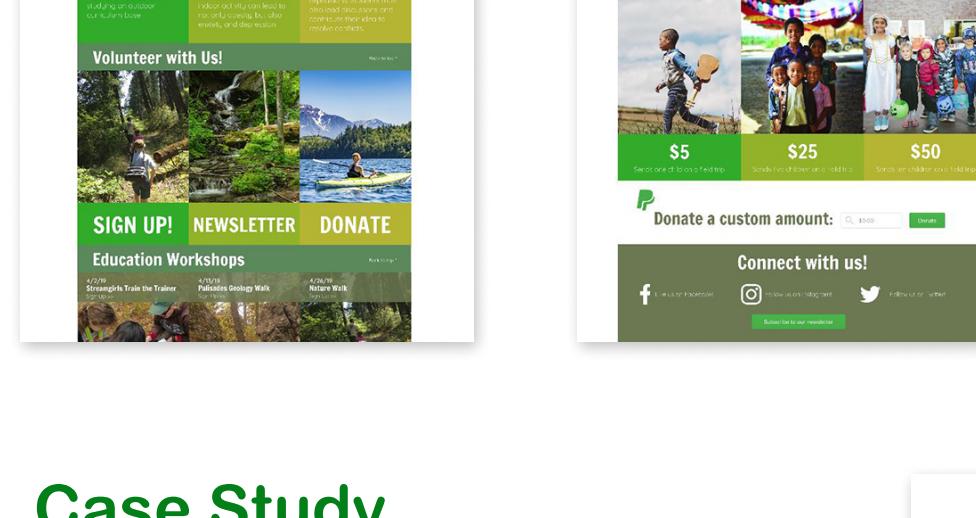


### Case Study

I began this project by using the current app and seeing how many steps it took for users to get to each of the main sections. Where it was possible, steps were shortened. Where it wasn't possible, the interface was improved to make it more clearly understandable so that users knew exactly where to go to find what they wanted. Flow charts were utilized to find the best direction to navigate each section of the app. I used side by side comparisons to show how each section was improved for the user.

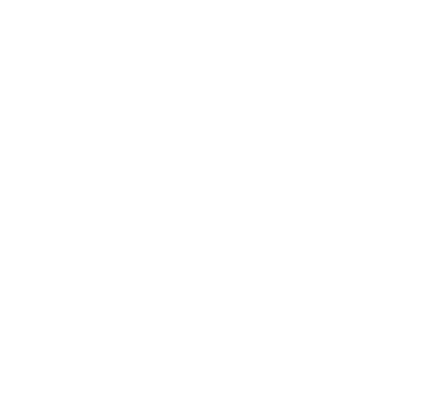
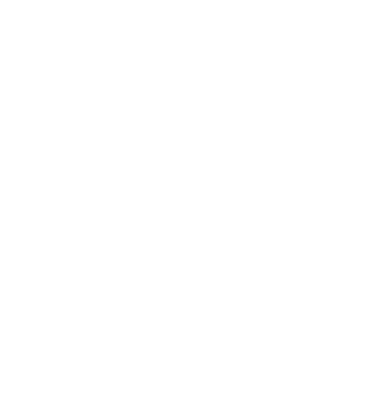
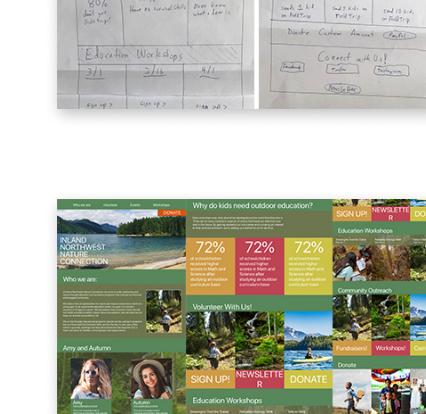
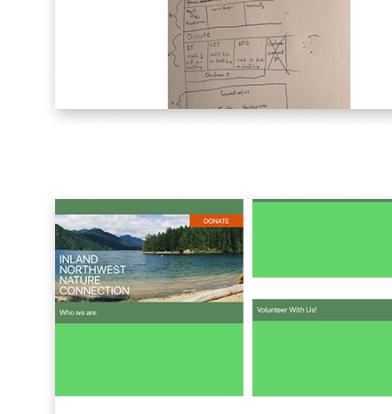


### Bespoke Dashboard



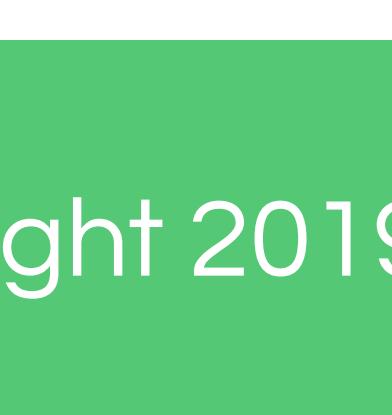
#### Description

The goal of this project was to design a universal dashboard that was tailored to student in my UX class. The dashboard would be displayed on a large format screen and would not be interactive. The information displayed would change depending on the time of day as the student would need different information depending on if it was before or after class.

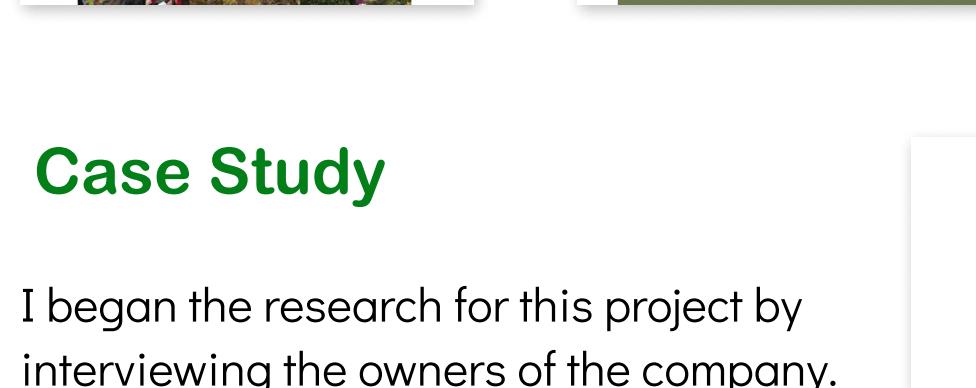


### Case Study

I began the research for this project by interviewing the owners of the company. Utilizing the information gathered from them, I focused on their main goals and how they could be best achieved via an online presence. The next step was to make wireframes and gather feedback to find what was working the best. The next step was mockups and finding the best colors and images to get the best representation of the product for the client.

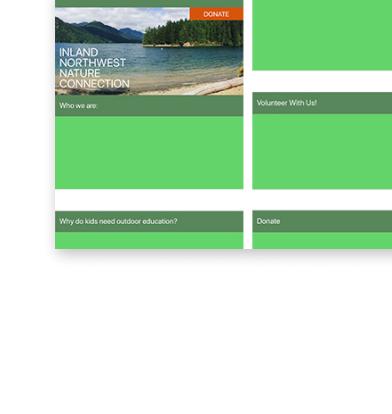


### INNC Website



#### Description

Inland Northwest Nature Connection is a local non-profit in Spokane that focuses on outdoor education for young people. While they are already in operation, they didn't have a website to showcase their organization. They were in need of something that would help with educating the public and also to encourage donations.



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