

USER STORIES

1 FRESH IDEAS > small ad agency

Fresh ideas is a 10 people ad agency located in Boston, they need to hire a graphic designer.

What are they looking for:

- 5 of years of experience
- Team player
- Understands branding
- Know what sort of design is appropriate for their audiences
- Problem solver
- Has a do-it-all attitude
- Capable to design for print and web
- Great writing and communication skills

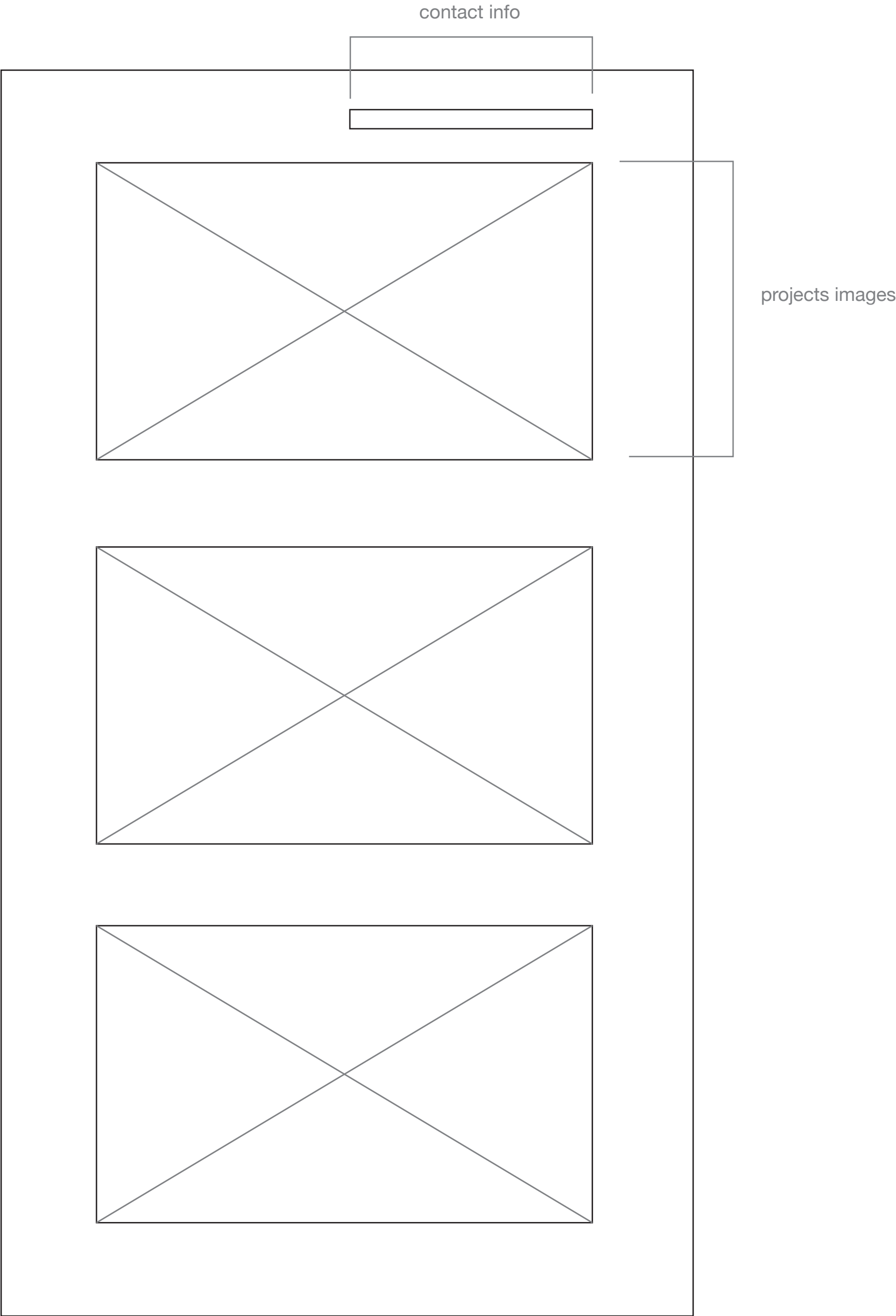
2 IAN> 18 years old > student

Ian is about to graduate from high school, he wants to go to college for graphic design

His expectations:

- He wants to see what type of projects graphic designers do
- Use of type and color
- Type of clients
- Software skills
- Ways to showcase projects

OPTION 1 >infinite-scrolling website > wireframe



OPTION 1> a



OPTION 1> b

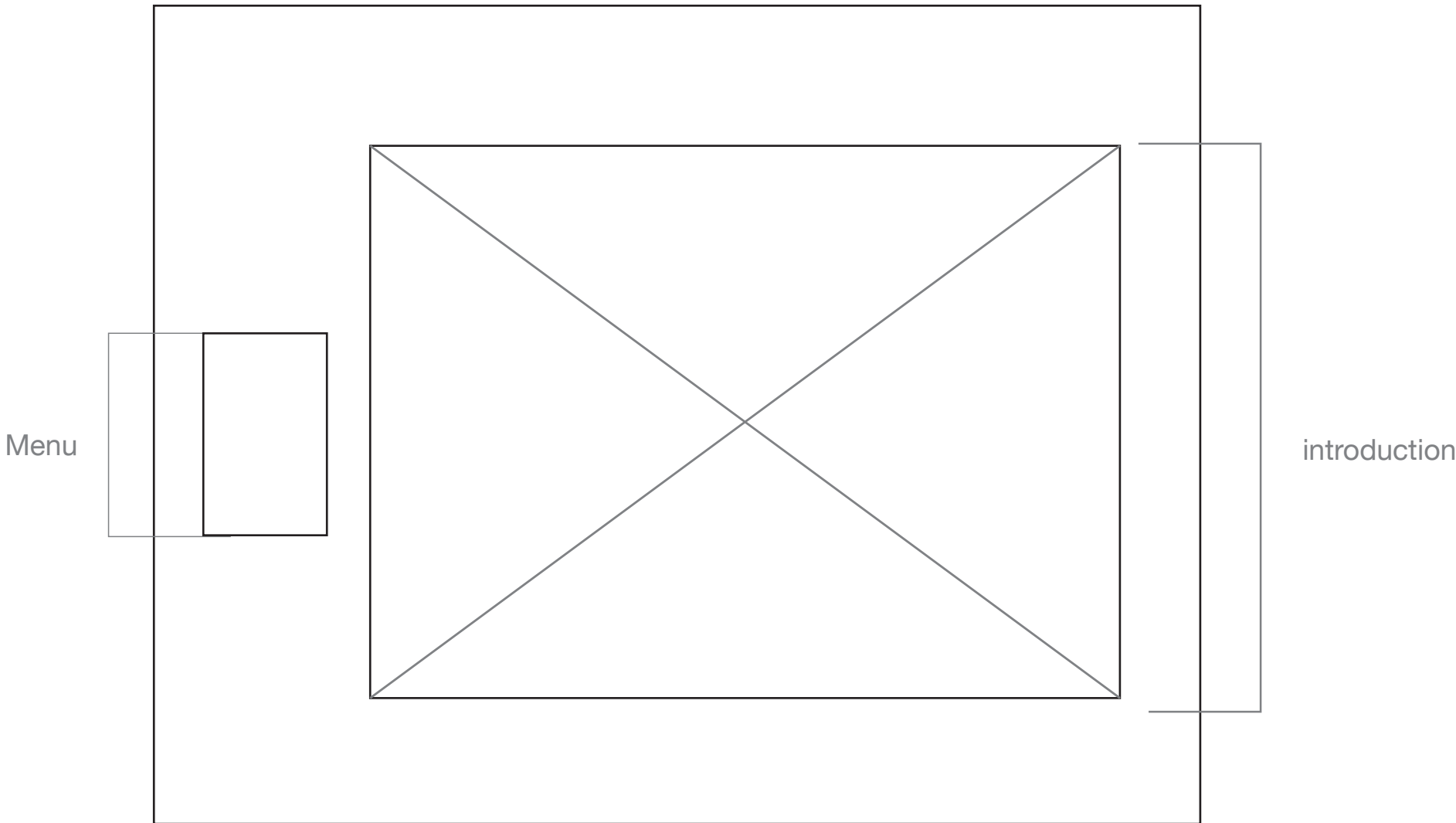


OPTION 1> b

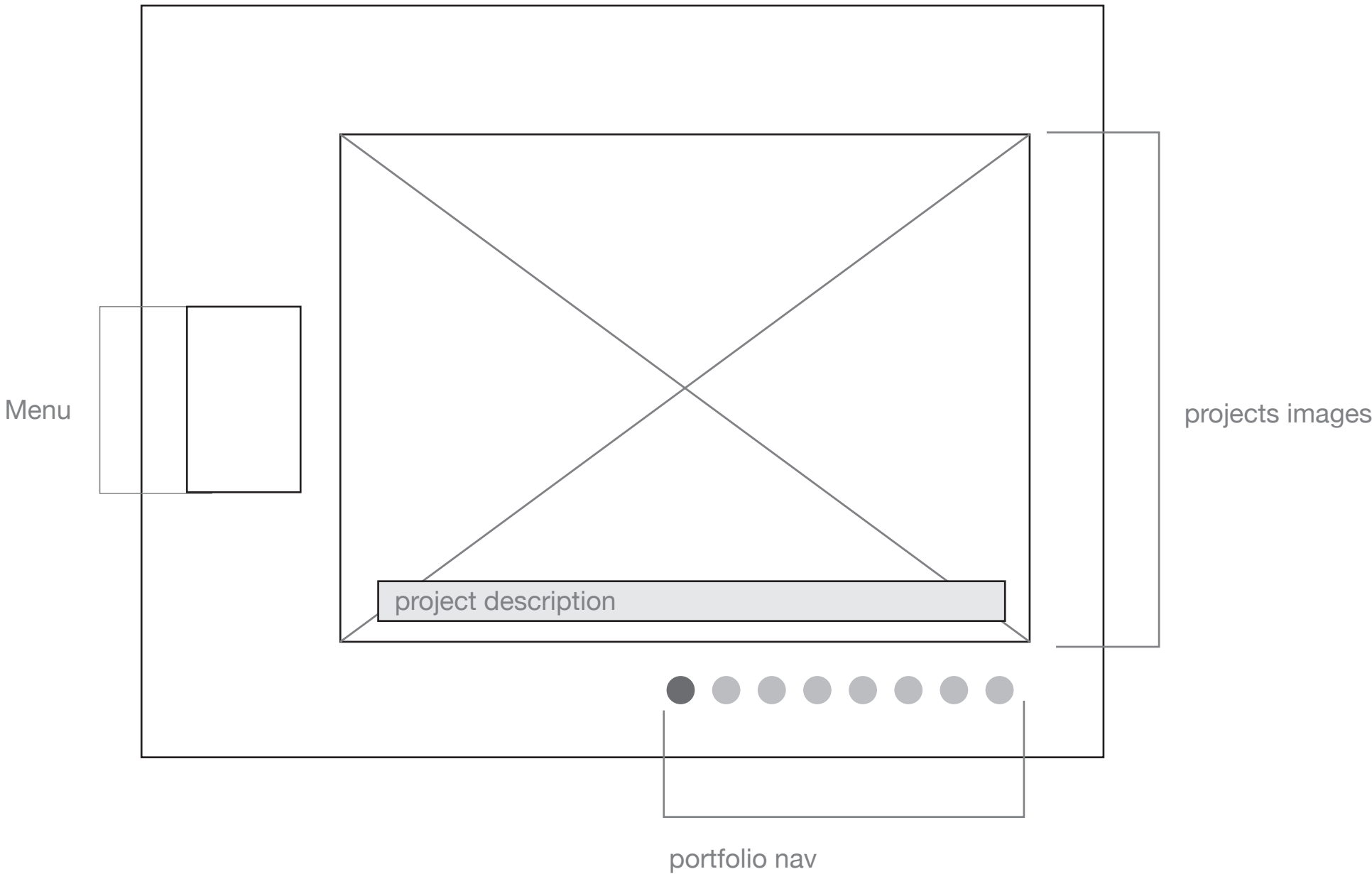


OPTION 2 >slide gallery > wireframe

Home

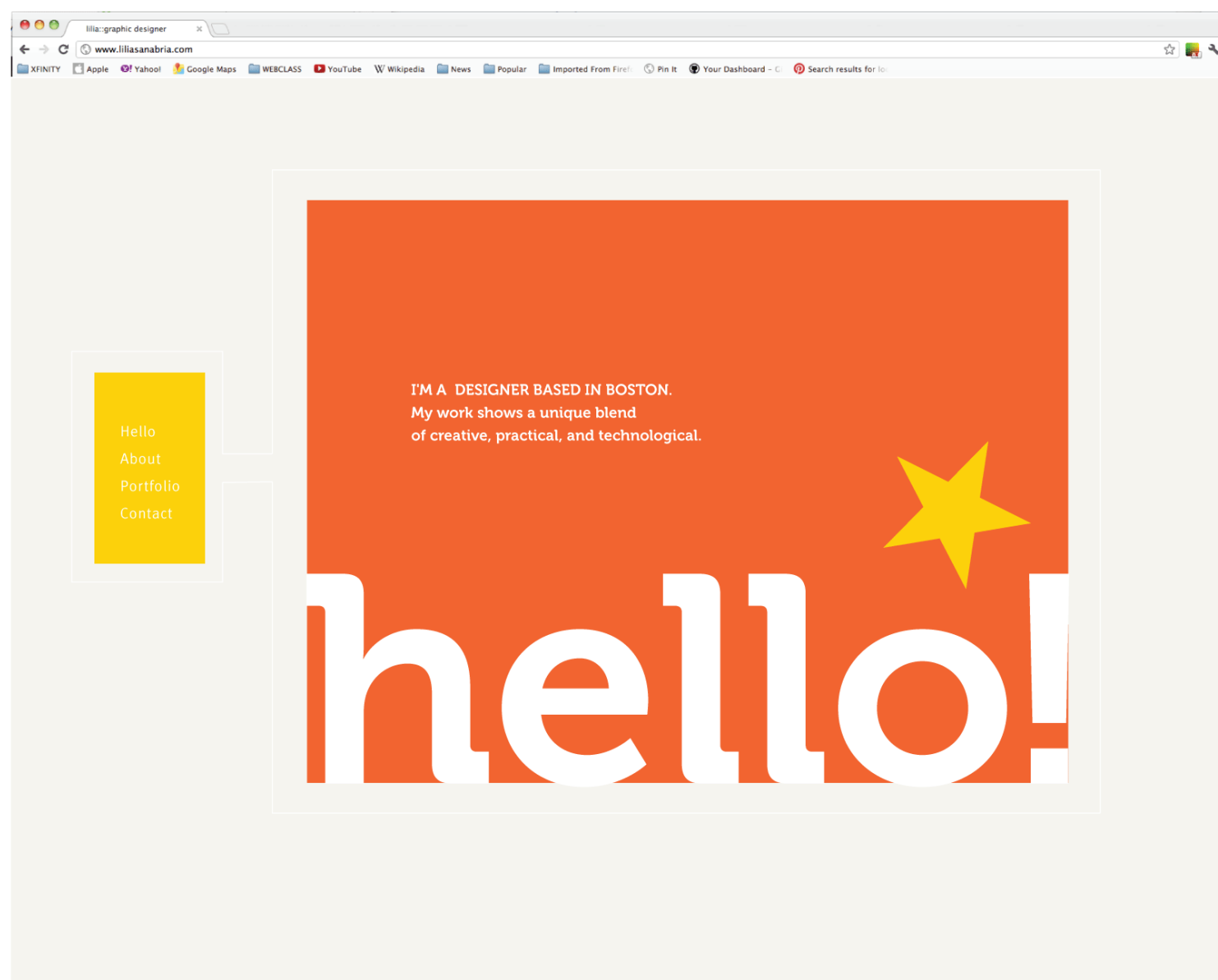


Portfolio pages



OPTION 2 >slide gallery

Home



Portfolio pages

