

EUDS1600 D1 – Business Card

[06/18/2020]

'cpu' text-style is harsh
but softened with 'nature'
inspired bee detail & soft
gradient of gold tones
(balance/text)

hard geometric shapes
create diagonal framing
(balance)

Avalyn Jasenn
UX Specialist
BSc CompSci



uxaj.com

metallic gold marker applied on
thin edge of card and on the wing
details creates subtle gold accents
(texture)

> I designed the card's back & front to provide a strong contrast
in aesthetic while creating a cohesive experience through the use of a
shared color scheme, diagonal framing, central focal placement, and
bumble bee icon detail.

Detailed, highly stylized
type for the focal point
(text)

light, soft, organic
marble texture
creates diagonal
framing(balance)

AVA



AvalynJasenn@Gmail.com

'cpu', harsh utilitarian text
style used for contact(text)

Gold in the marble
background to be printed
with metallic ink(texture)

>> I used a significant variety and number of details on each side
of the card; however, balancing their use with a large amount
of negative space & limiting the amount of text information
provided to the bare minimum

BubbleBees()

>> excellent teamworkers;
>> vibrant creative little hustlers;
>> cute but will fight you;

MINIMALIST COLOR PALETTE

- Shades of Gold & Shades of Grey

