



Jessica Davis • 0224503

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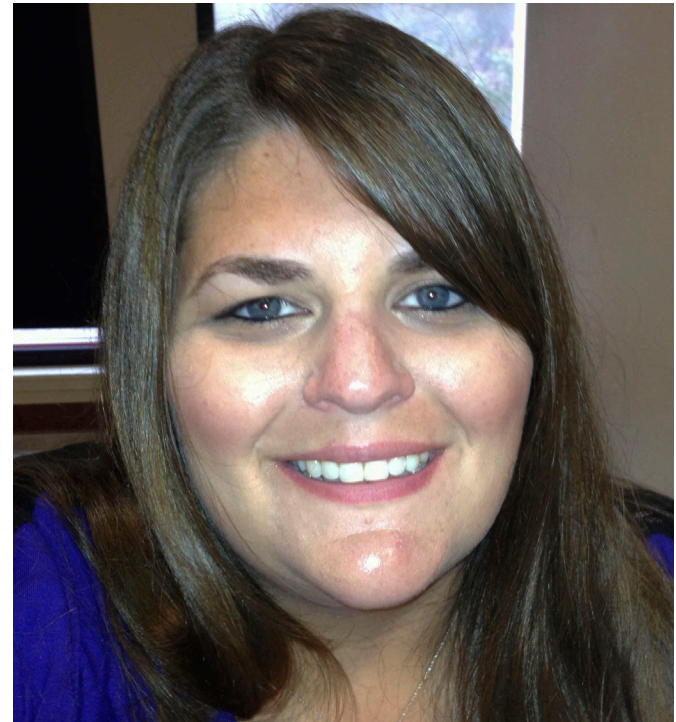
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BIOGRAPHY

I started working as many do in retail right out of high school in 2002. It wasn't until a great job opportunity for my husband in 2007 that my desire to attend college became possible. In 2012, I officially completed my first step towards college education by graduating with my Associates degree in May. That September I took the next step by starting my Bachelor's degree at the University of California, San Diego. My focus during my undergrad years was Biological Anthropology as I wanted to become a Doctor, doesn't everyone?

In my final quarter at UC San Diego I volunteered for an Archaeology classes computer lab and my career path changed dramatically. That computer lab made me remember how much I loved playing and working on computers when I was younger. Which ultimately led me to Academy of Art University to complete a Master's degree in Web Design and New Media.

I was able to finally use my design side to let my creativity flourish and design websites in a way I never thought possible. I truly discovered what type of designer I am and how it would benefit me as I progress through my intended career path. I am a meticulous, clever and tenacious designer who doesn't quit. I use my cleverness and tenacity to think outside the box and solve problems before my meticulous side kicks in and focuses on the small details.



STATEMENT OF INTEREST

I have always been intrigued by computers and the technology behind them. My grandfather worked with computers and I remember every visit getting on his office computer to play Minesweeper. After playing I would go searching his computer to see what else I could get my tiny hands on. This is where my love of computer's and programming began to blossom.

It wasn't until I was completing my Bachelor's in Biological Anthropology at UC San Diego in 2015 that I began working with computers in the most unusual of places. I volunteered for an archaeology classes computer lab where I worked uploading aerial photos from ancient archaeological sites into a database. It was then that I realized my true passion was working with computers.

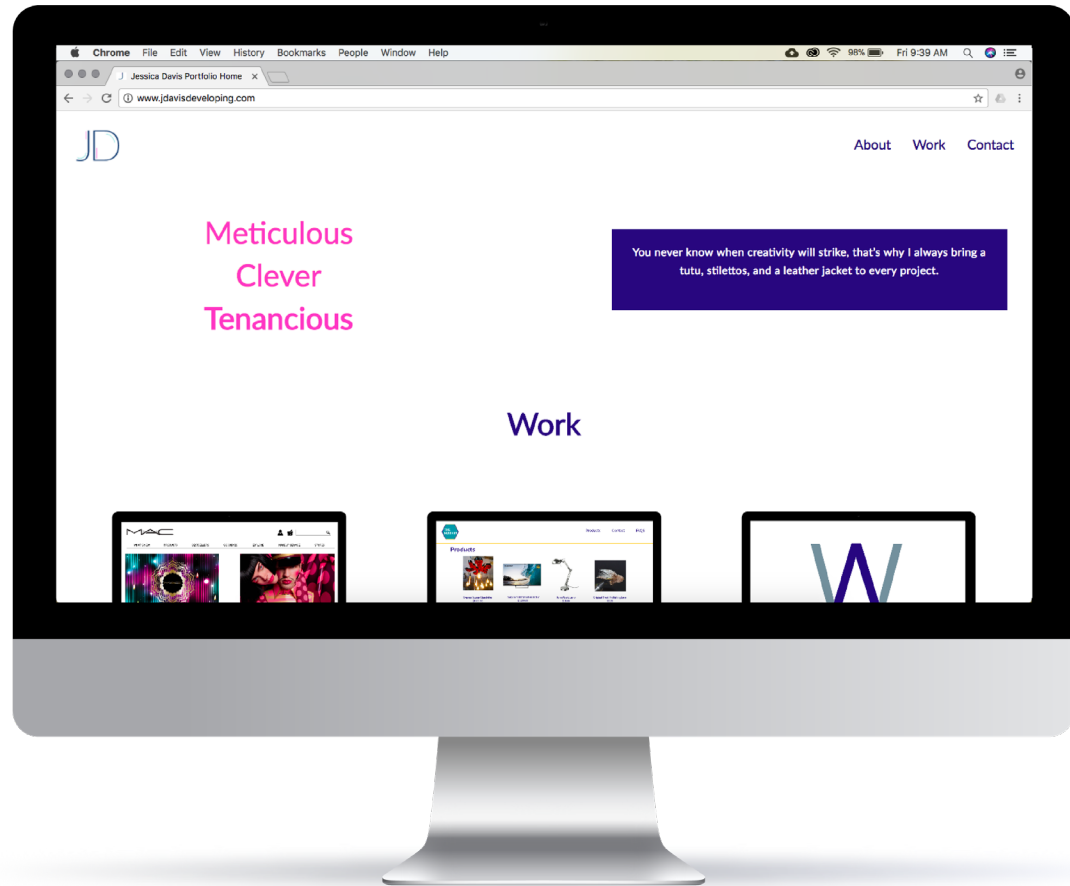
In 2016, I began a master's degree in Web Design and New Media at the Academy of Art to help make the leap towards a career in web design and developing. The courses I have taken at AAU are preparing me for professional work in the front-end developing field for a design company or working freelance creating websites.

By taking courses such as WNM 600 Digital Applications, WNM 605 Principles of UX, GLA 615 History of Graphic Design, 661 I have been able to harness and refine my design style. To help increase my design and work within web design, courses such as WNM 601 Inside Programming, WNM 608 Web Technology I, WNM 617 Mobile Web Technology have taught me the necessary skills such as HTML5, CSS3, JavaScript, as well as the basics of PHP and MySQL.

After completing my Master's degree at AAU, I plan to work in the front-end developing. The skills I have gained during my time at AAU have been invaluable to my continued growth and desire to learn more. I look forward to the challenges and experiences after completing my Master's at AAU.

PORTFOLIO

[Portfolio link](#)



01 UX/UI

MAC



Create a more user-friendly, modern layout for a globally recognized e-commerce company specializing in cosmetics.

[MAC Desktop link](#)

Fall 2016

WNM 606: Principles of UX

Instructor: Justine Luis

SUBJECT MATTER

M·A·C Cosmetics

MAC Cosmetics is a high-end, luxury makeup brand with stand-alone stores and an e-commerce website. The company's motto focuses on creativity and beauty for all. MAC's goal is to empower all their consumers with confidence and individuality by creating chic, high-style, and eye-catching products.

Their e-commerce website does not fit the brand's identity and was the focus for this case study.

SOLUTION

Is to redesign the main page of their website to create a more user-friendly, and inviting experience for the user as the page is cluttered with images and hard to read type. The website should cater to the user and create an exciting experience which draws them back for future purchases. Now it is just confusing and cluttered. The menu is cluttered and needs to be simplified to avoid the repetitiveness that is present now. The typography is also hard to read and the underlining is unnecessary neither fit the feel of a high-end brand. The goal is to create the chic, stylish feel that MAC cosmetics embodies.

DESIGN BRIEF

MAC Cosmetics

Statement of Interest: MAC Cosmetics was founded in 1984 in Toronto, Canada as a cosmetics manufacturer that originally provided products to the professional makeup industry but has since moved into the consumer market as-well. The company provides consumer-to-consumer and business-to-business consumer sales via the Internet.

Product Overview: Is to redesign the main page of their website to create a more user-friendly, and inviting experience for the user as the page is cluttered with images and hard to read type. The website should cater to the user and create an exciting experience which draws them back for future purchases but now it is just confusing and cluttered. The menu is cluttered and needs to be simplified to avoid the repetitiveness that is present now.

Key Research: The overall issue with the website is the design layout and aesthetics' are not appealing. The main page is covered in images and not products and there is no breathing room or white space to break them up and create a visual impact. They are following a grid but very loosely and the page could benefit from some white space and cohesion.

Competitive Audit: Compared to MAC's competitors, I feel they should have a more eye catching, modern layout that shows they are a major competitor in the makeup industry. Along with creating a pleasant user experience by removing the cluttered images and create a clear, concise and well-designed layout that catches the user's eye and standouts from their competitors.

User Personas: The new main page will follow a grid pattern to create much needed white space and flow throughout the page. By de-cluttering the images, the user will be able to see the modern and appealing layout that would scream MAC is a viable competitor within the consumer and professional market of cosmetics. The images will also feature the products to draw the user to want to see more of what the company offers.

TARGET MARKET

Age: all ages

A large portion of the world wears makeup in some capacity on a daily basis.

Gender: all genders but a heavy emphasis on women

Women make up a large percentage of consumer's who purchase cosmetics every year.



Agatha
22 years old

Agatha spends her days on play sets in New York City. She likes to travel and explore the world when she can or her new neighborhood. She has an avid social life and likes to try new things.



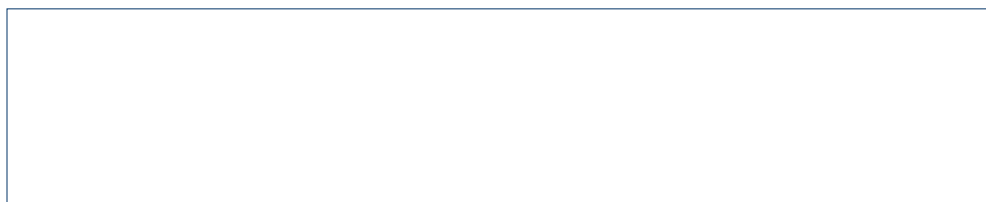
Brittany
35 years old

Brittany works in a government setting by day. When she gets the time or funds she enjoys globe-trotting. Nightlife is essential to her and she goes out frequently with friends.

BRAND COLORS



#000000
R 0 / G 0 / B 0
C 0 / M 0 / Y 0 / K 100



#ffffff
R 255 / G 255 / B 255
C 0 / M 0 / Y 0 / K 0

TYPOGRAPHY

Aa

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()

Aa

Source Sans Pro Regular

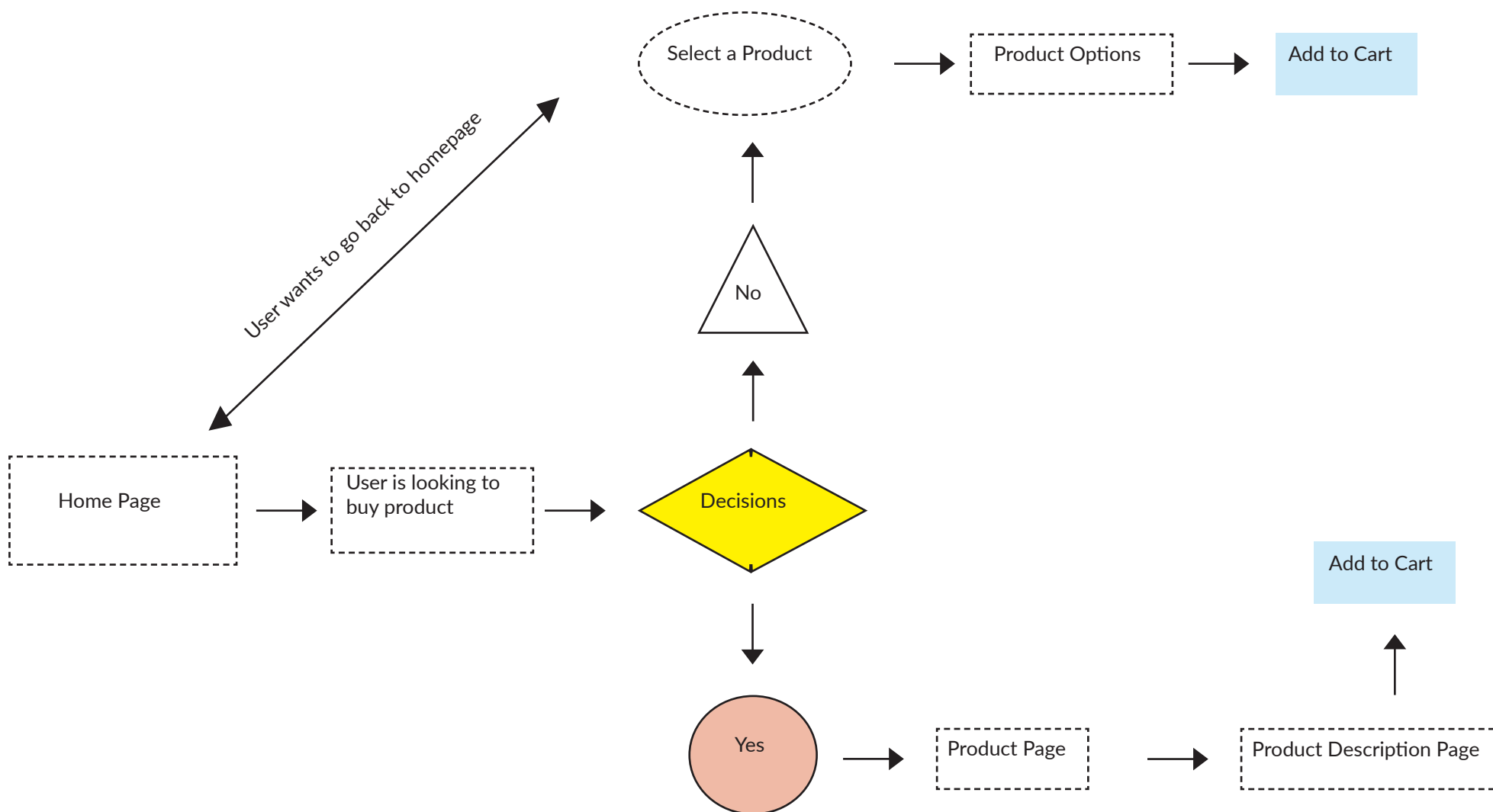
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Aa

Source Sans Pro Light

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WORKFLOW



DEPENDENCY GRID

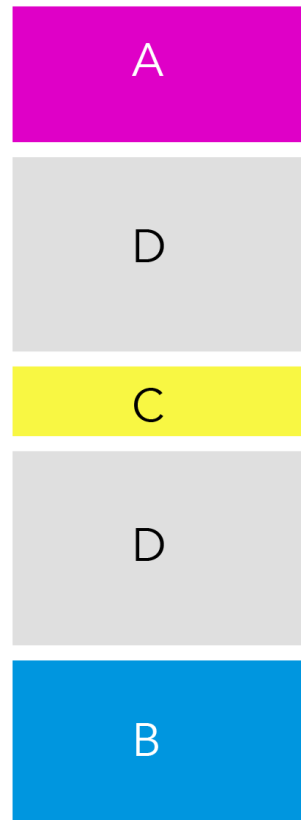
A. Nav/Top Bar

B. Content

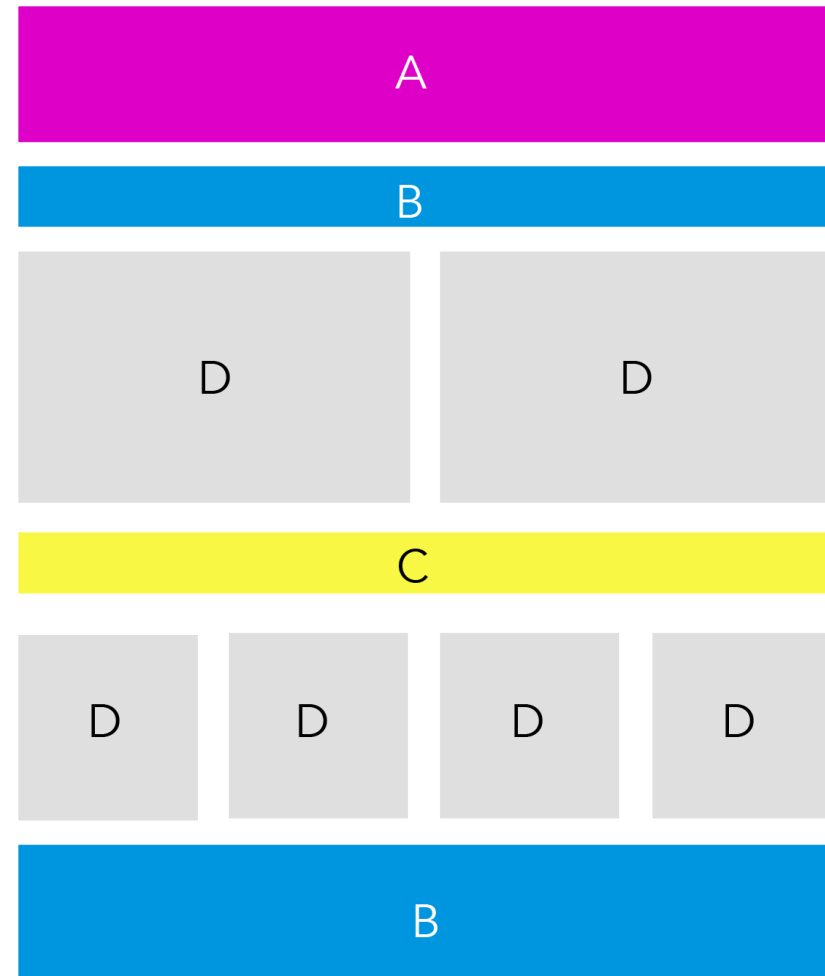
C. Buying Area

D. Image

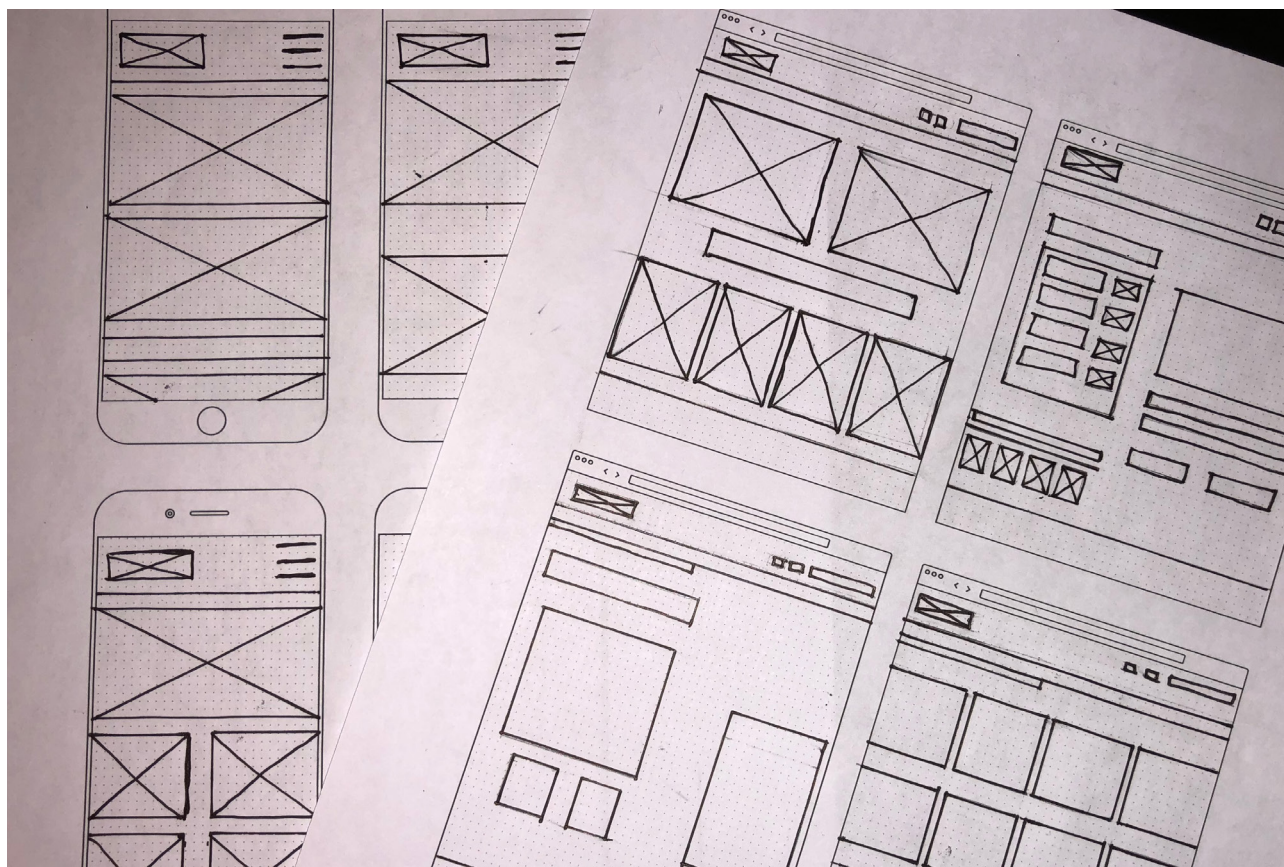
Mobile Experience



Desktop Experience



WIREFRAMES



Sketches

Home, products, product, and checkout pages.

PROTOTYPE TESTING

MAC Redesign Usability Survey

- | | | |
|----|--|--------------------|
| 1. | Is the search bar easy to find? | Yes - 50% No- 50% |
| 2. | Should the homepage image be a static image or a slider image? (User wrote preference) | Yes - 100% No - 0% |
| 3. | Can you navigate the navigation bar? Is everything laid out well? | Yes - 25% No - 75% |
| 4. | Should the homepage have more text (i.e., promos and sales or collection information)? | Yes - 25% No - 75% |
| 5. | Is the checkout page too simple? | Yes - 0% No - 100% |
| 6. | Would you like to see anything added to the homepage? | Yes - 75% No - 25% |
| 7. | Would you like anything added to the checkout page? | Yes - 50% No - 50% |



A small sample size was tested with these questions to determine the usability of MAC Cosmetics home, category, product, and checkout pages proposed redesign.

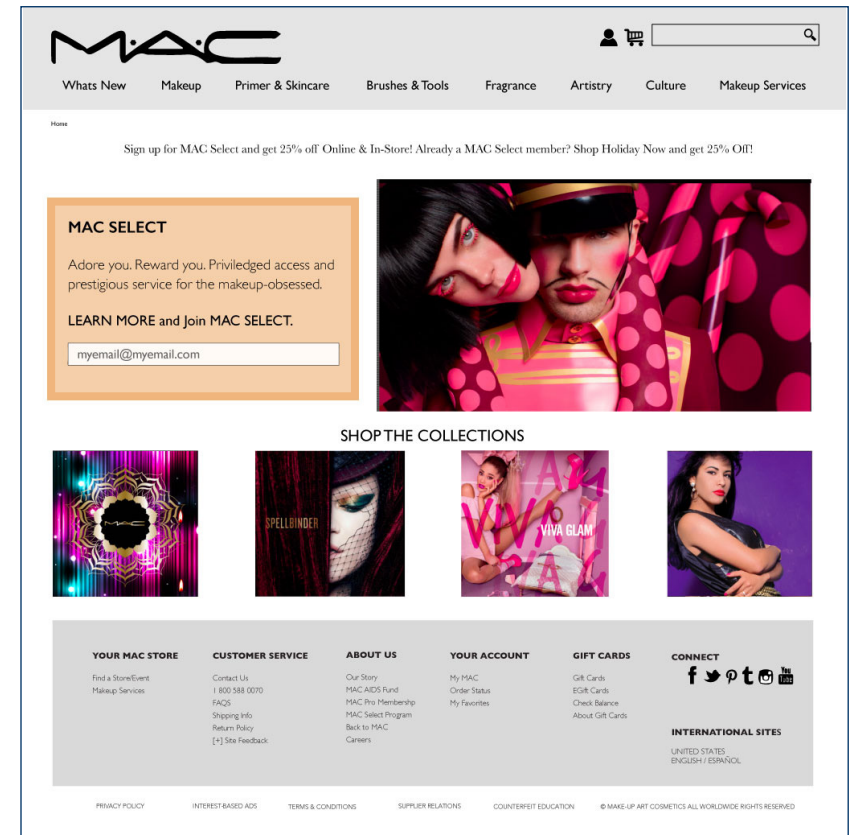
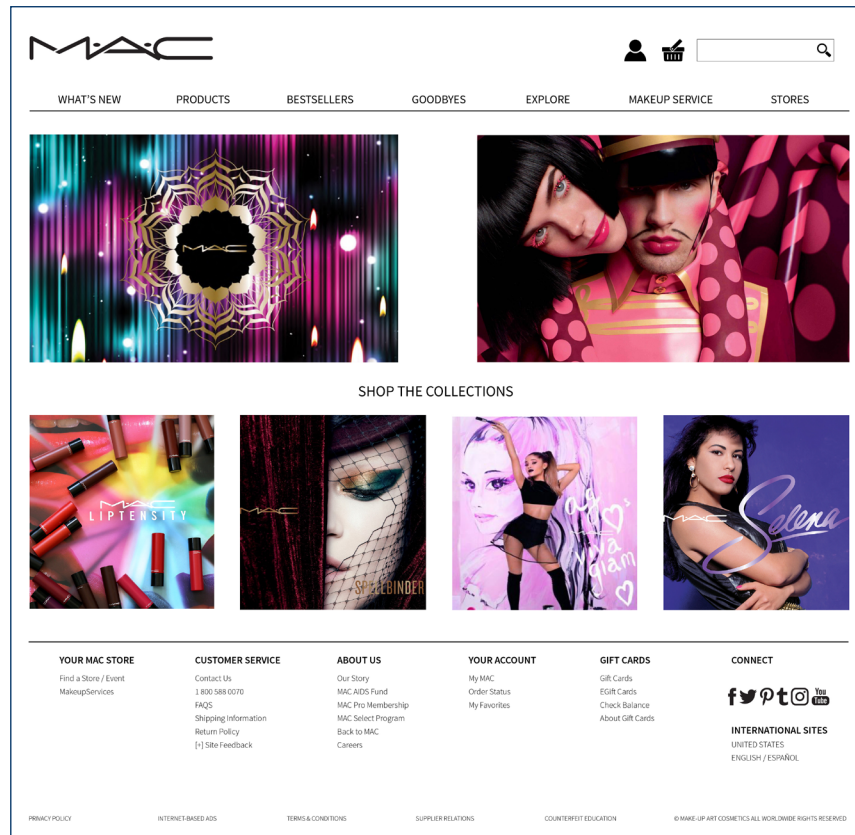
A/B TESTING

1. Which MAC Cosmetics homepage appeals to you?

A - 80% B - 20%

A

B



A small sample size was tested with these questions to determine the preferred color palette of MAC Cosmetics homepage.

A/B TESTING

1. As for the checkout page, which one appeals to you?

A

MAC

WHAT'S NEW PRODUCTS BESTSELLERS GOODBYES EXPLORE MAKEUP SERVICE STORES

HOME > CHECKOUT

MY BASKET

	Nutcracker Sweet Magic Dust Eyeshadow Color: Mustache	\$ 23.00
	QTY: 1	
	Nutcracker Sweet Lipstick Color: Kingdom of Sweets	\$ 18.00
	QTY: 1	
	Nutcracker Sweet Magic Dust Powder Color: Yum Yum Yum	\$ 28.00
	QTY: 1	

Items you might like...

CHECKOUT

Merchandise Subtotal	\$69.00
Shipping & Handling	\$5.99
Tax @ 8.75%	\$6.04
Estimated Total	\$81.03

QTY: 03

ADD PROMO CODE

ADD SAMPLES

CHECKOUT or PAY WITH PAYPAL

Sign up for MAC Select and 15% off plus free shipping and samples!

YOUR MAC STORE
Find a Store / Event
Makeup Services

CUSTOMER SERVICE
Contact Us
1 800 368 0070
FAQS
Shipping Information
Return Policy
[+] Site Feedback

ABOUT US
Our Story
MAC AIDS Fund
MAC Pro Membership
MAC Select Program
Back to MAC
Careers

YOUR ACCOUNT
My MAC
Order Status
My Favorites

GIFT CARDS
Gift Cards
eGift Cards
Check Balance
About Gift Cards

CONNECT
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B

MAC

Whats New Makeup Primer & Skincare Brushes & Tools Fragrance Artistry Culture Makeup Services

Home > Makeup > Eyeshadow > Checkout

My Basket

	Nutcracker Sweet - Pigment	\$35.00
	Eyeshadow	\$18.00
	Nutcracker Sweet	\$35.00
	Lipgloss	\$16.00
	Lipstick	\$17.00

Items you make like

Order Summary

Subtotal	\$121.00
Tax	\$10.59
Shipping & Handling	\$5.95
Estimated Total	\$137.54

Promo Code

Checkout

Pay with PayPal

YOUR MAC STORE
Find a Store/Event
Makeup Services

CUSTOMER SERVICE
Contact Us
1 800 368 0070
FAQS
Shipping Info
Return Policy
[+] Site Feedback

ABOUT US
Our Story
MAC AIDS Fund
MAC Pro Membership
MAC Select Program
Back to MAC
Careers

YOUR ACCOUNT
My MAC
Order Status
My Favorites

GIFT CARDS
Gift Cards
eGift Cards
Check Balance
About Gift Cards

CONNECT
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A small sample size was tested with these questions to determine the preferred color palette of MAC Cosmetics checkout page.

WEBSITE

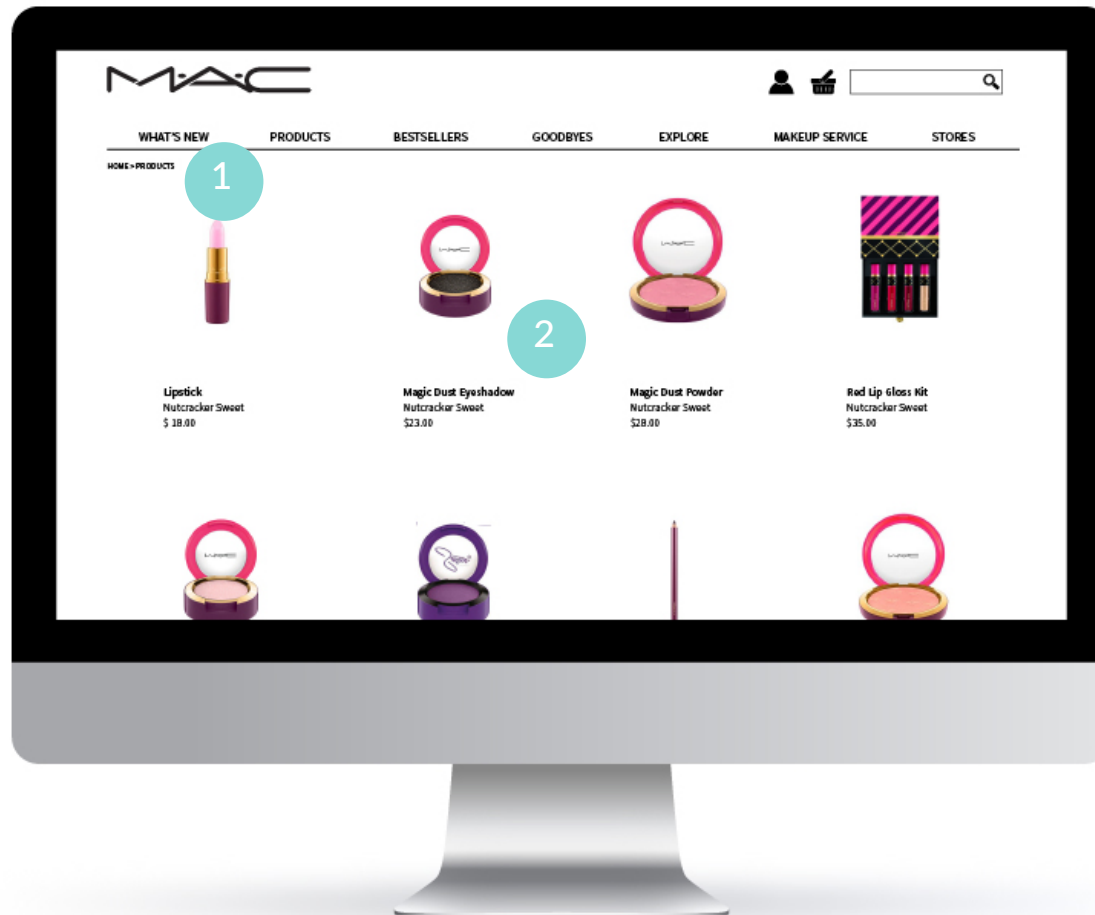


Home

1. Navigation

2. Shop the current collections

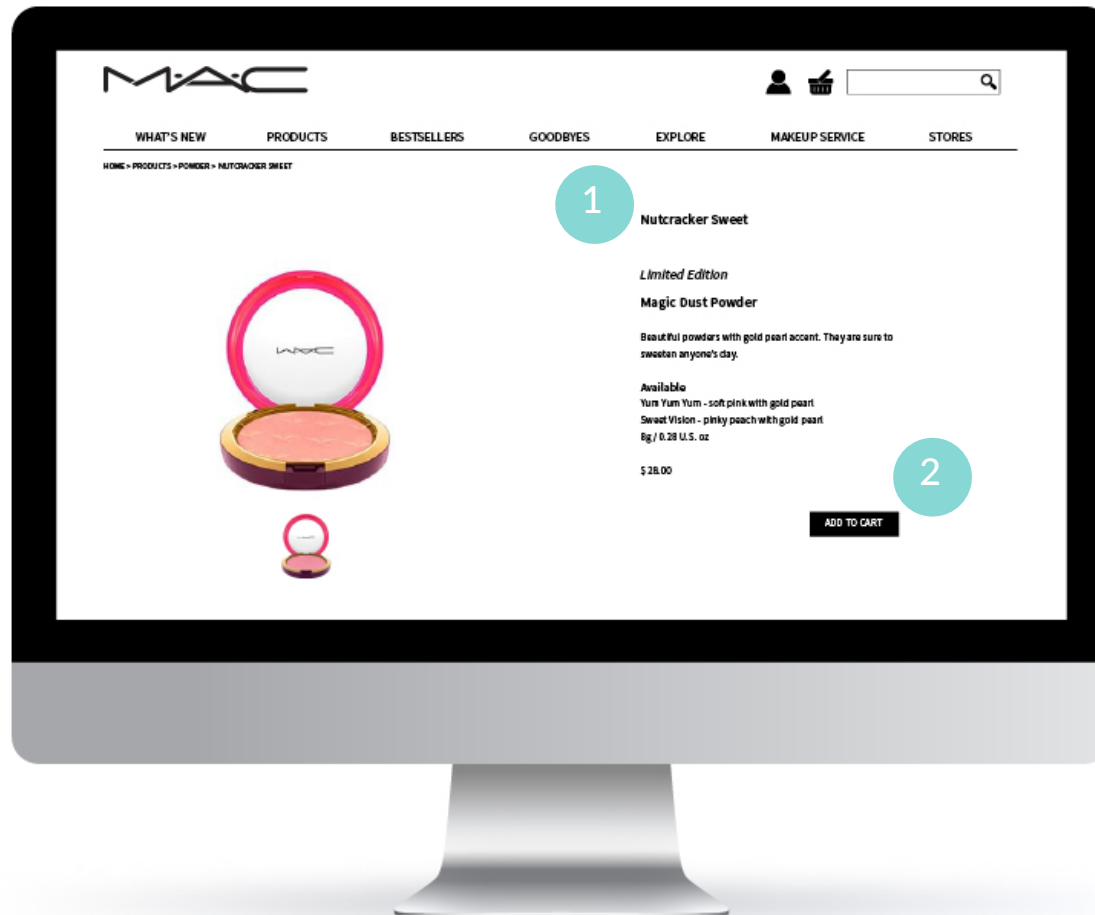
WEBSITE



Products Page

1. Breadcrumbs
2. Products and their descriptions

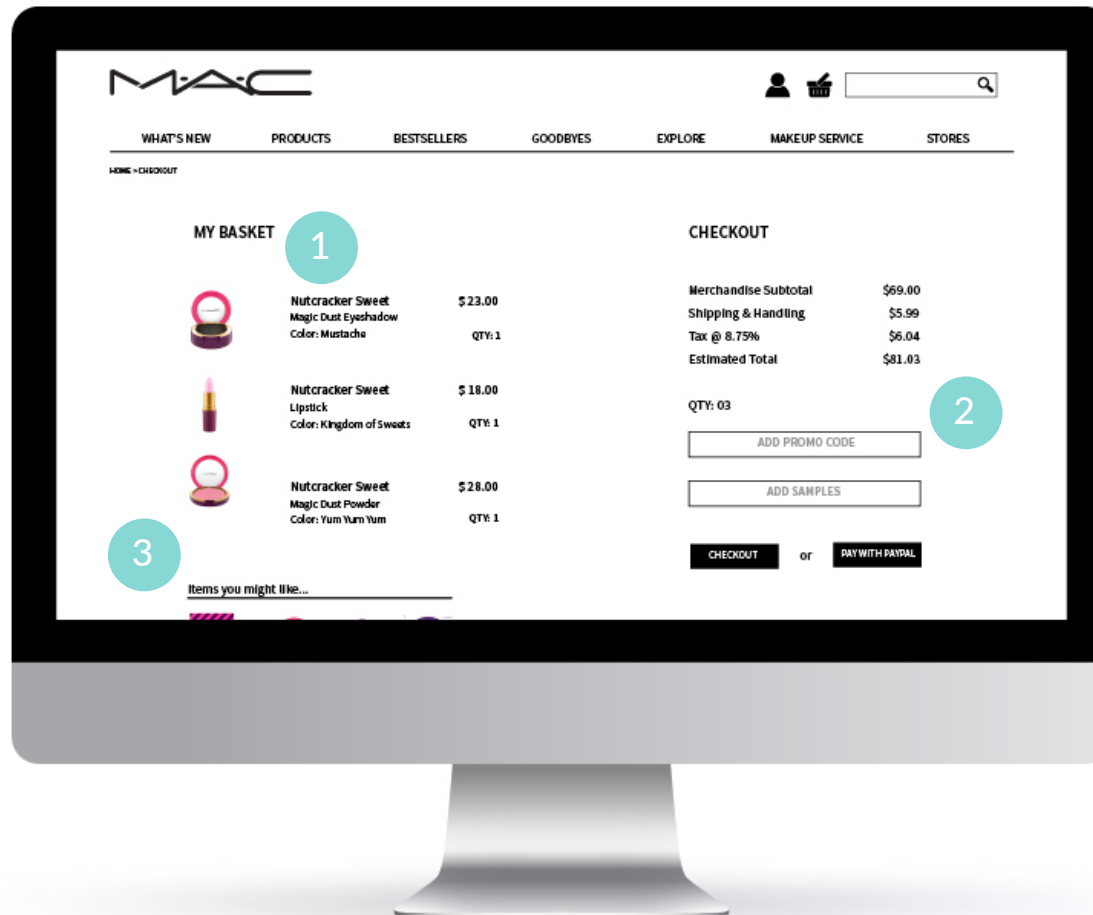
WEBSITE



Product

1. Product information
2. Add to Cart

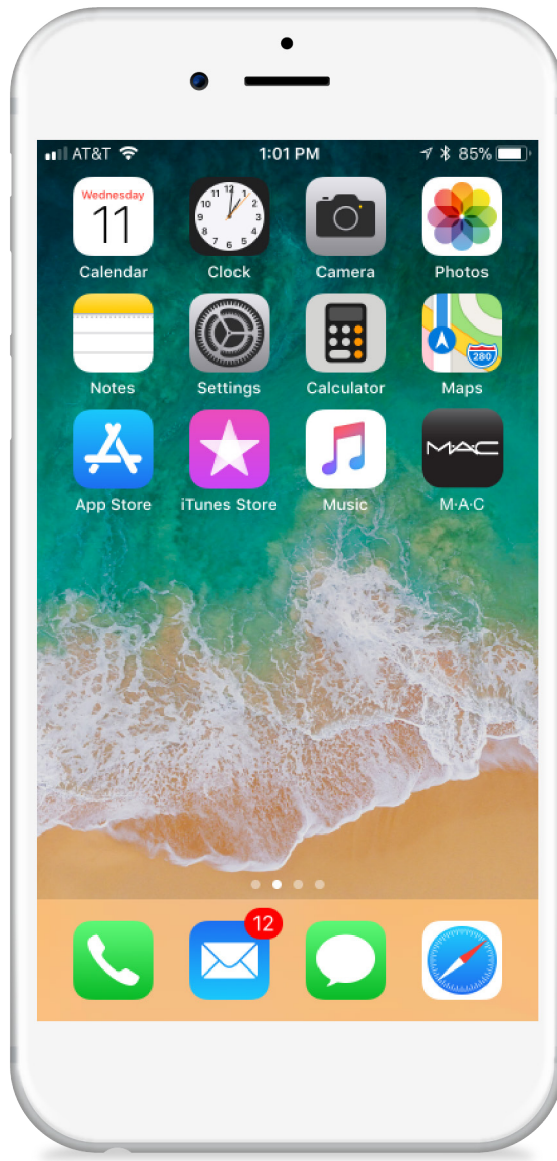
WEBSITE



Checkout

1. Cart information
2. Total, promo code and pay buttons
3. Items based on your search you may like

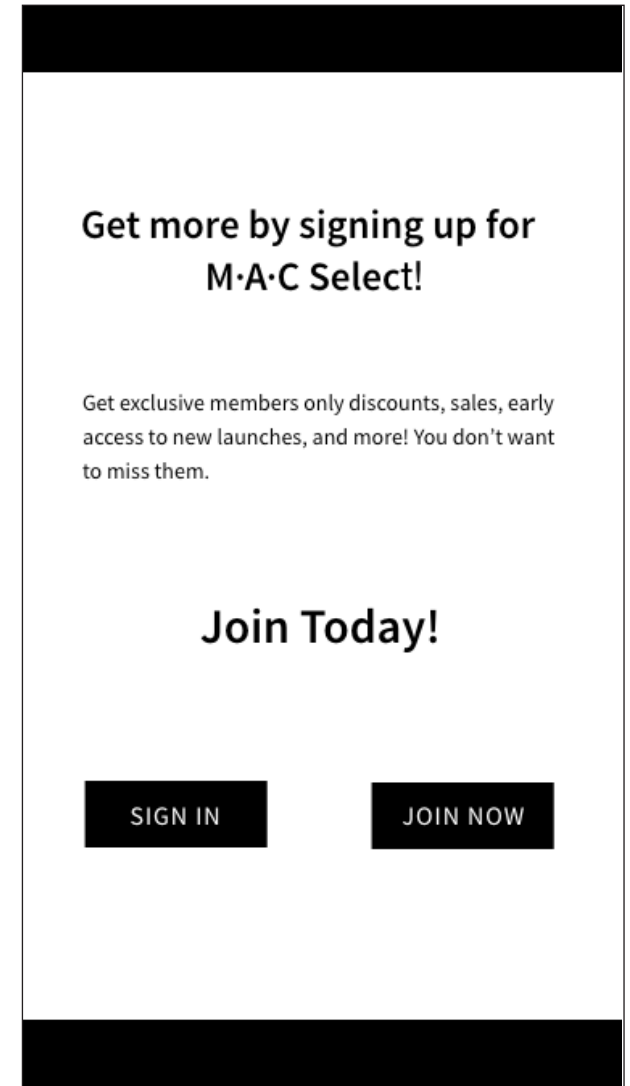
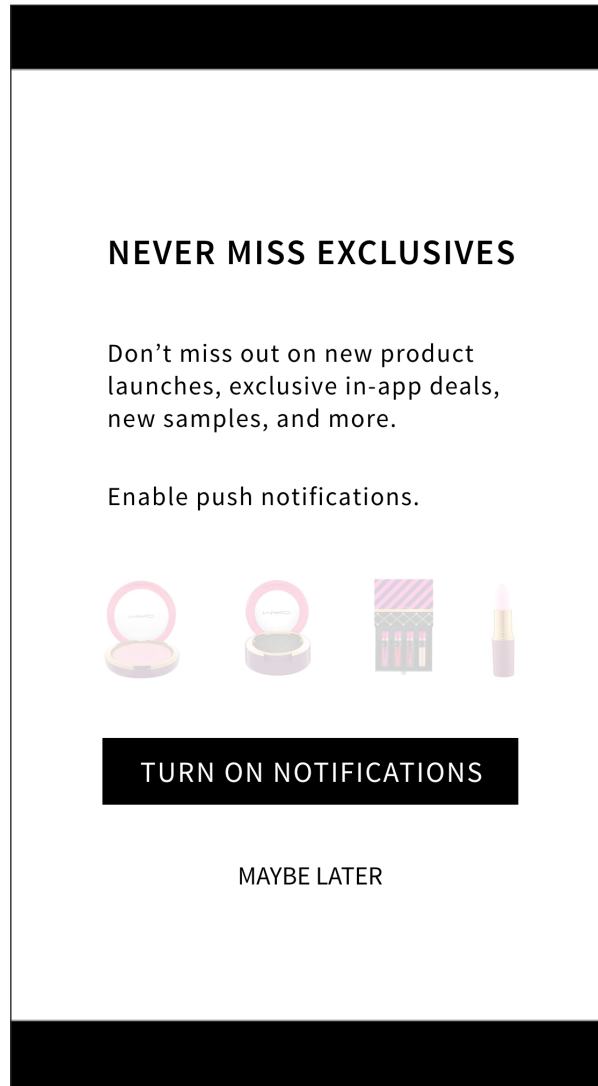
APP ICON



App Icon

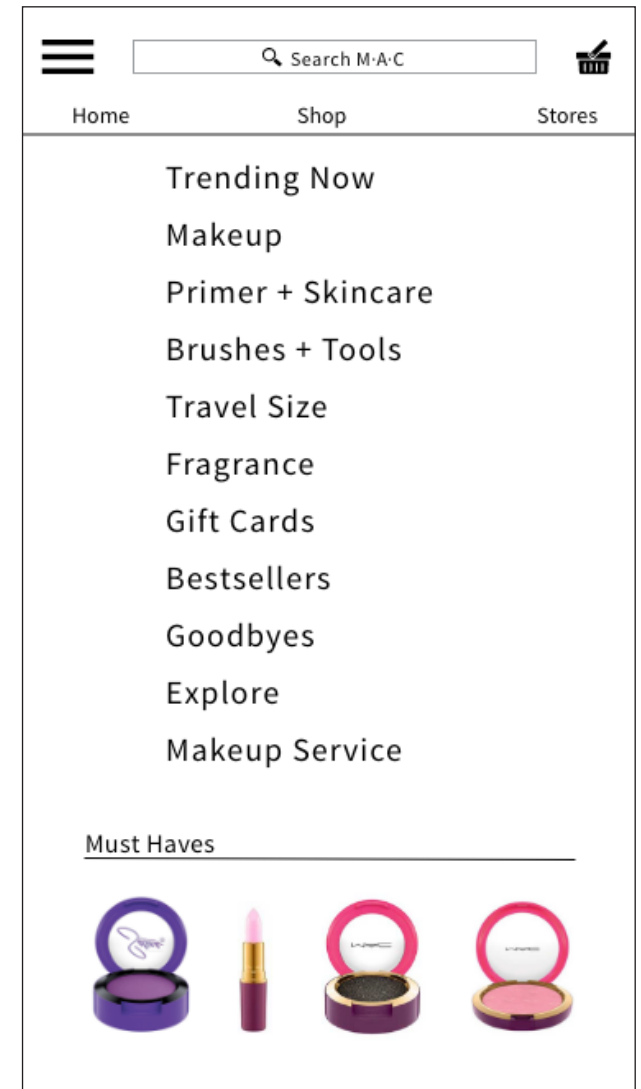
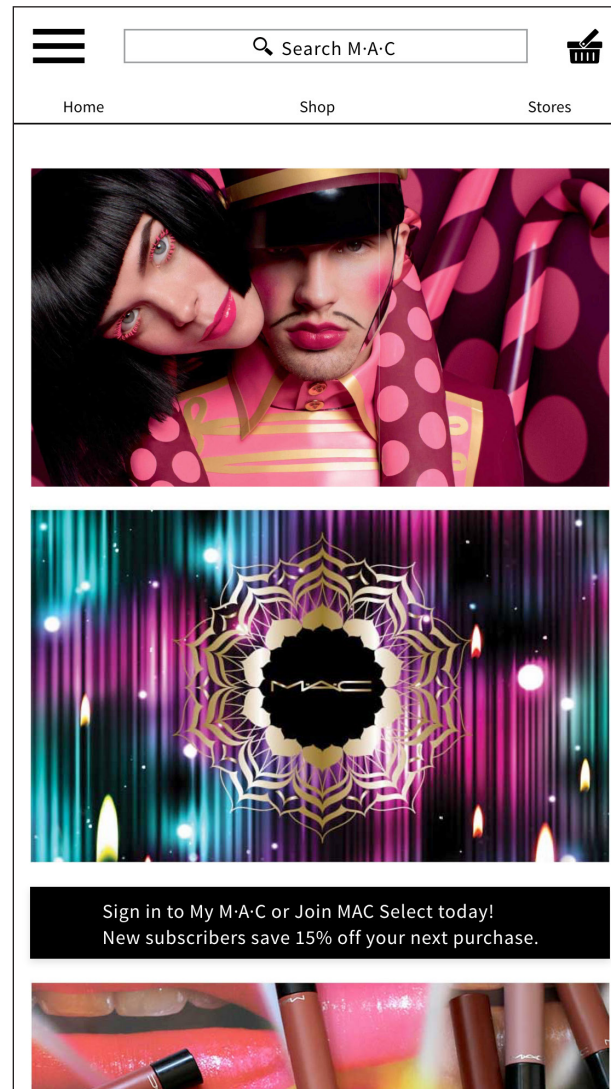
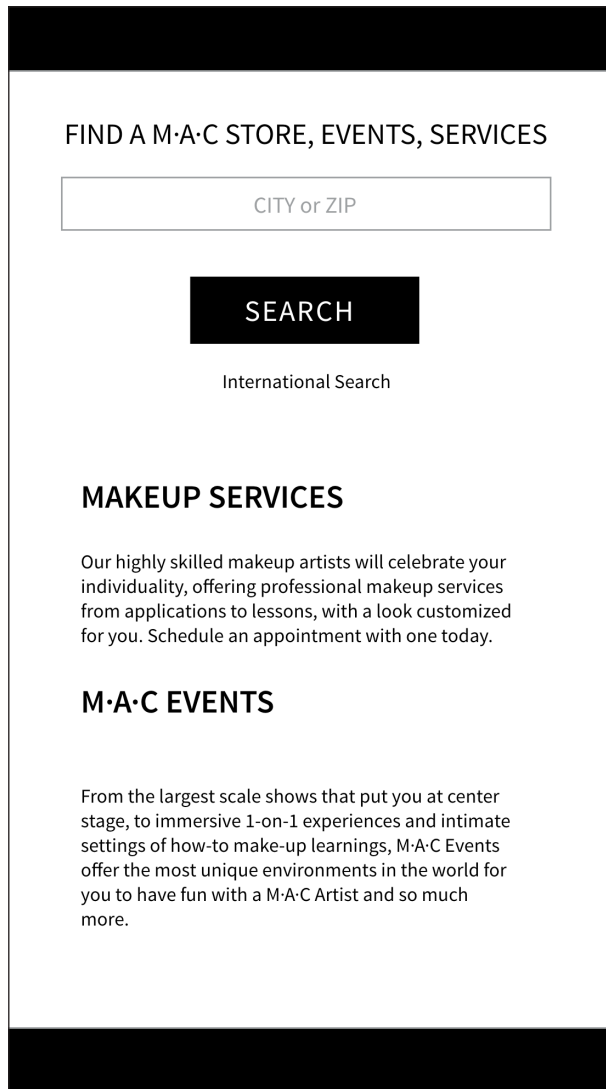
[MAC Mobile link](#)

APP SCREENS



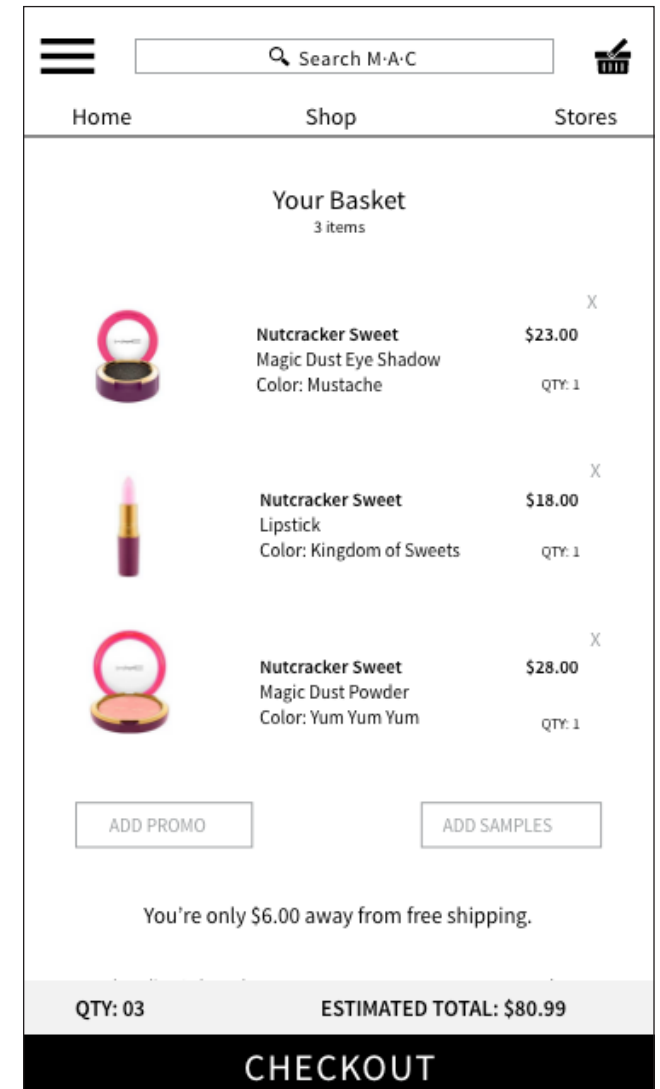
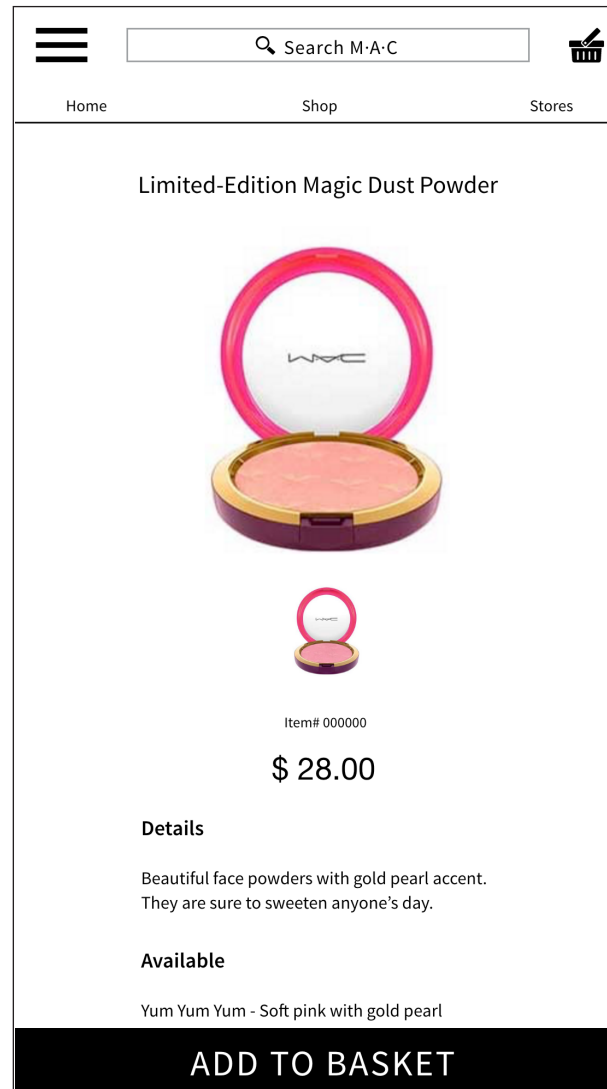
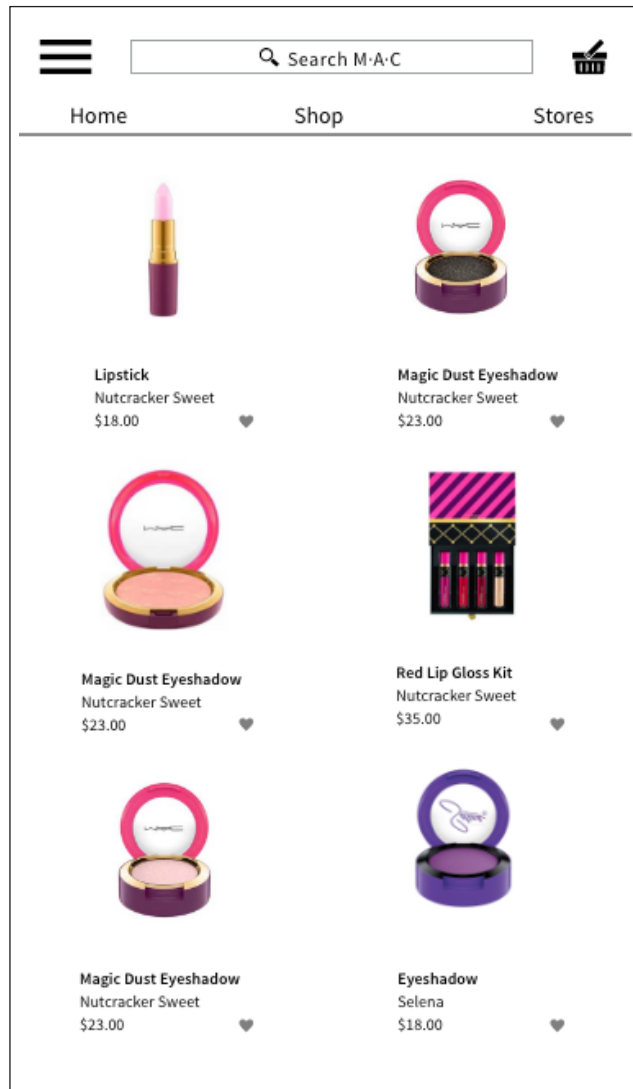
First app screens the user sees

APP SCREENS



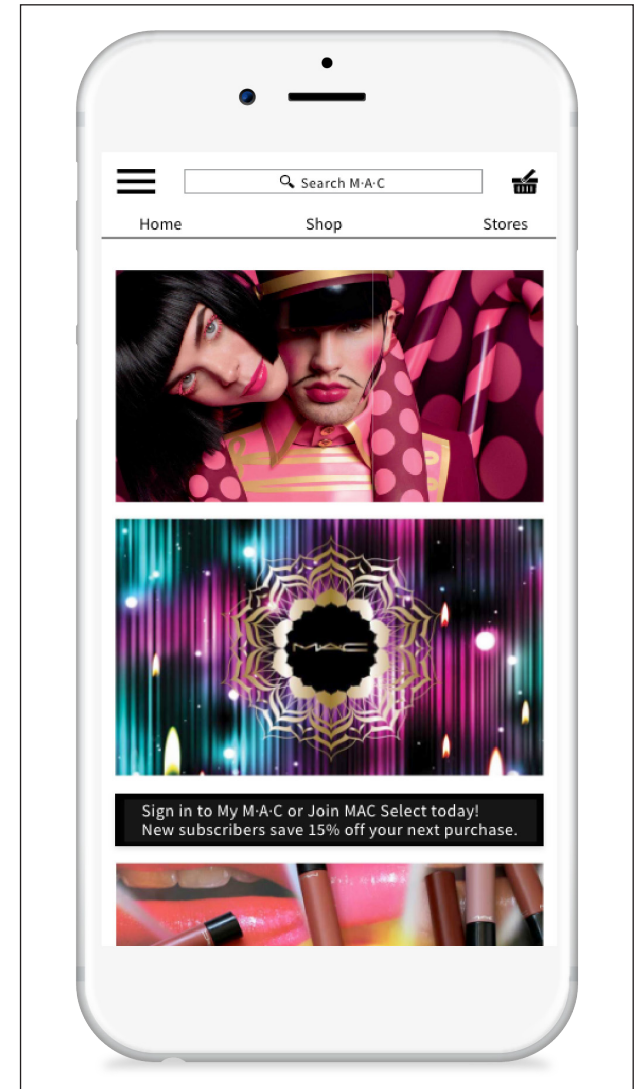
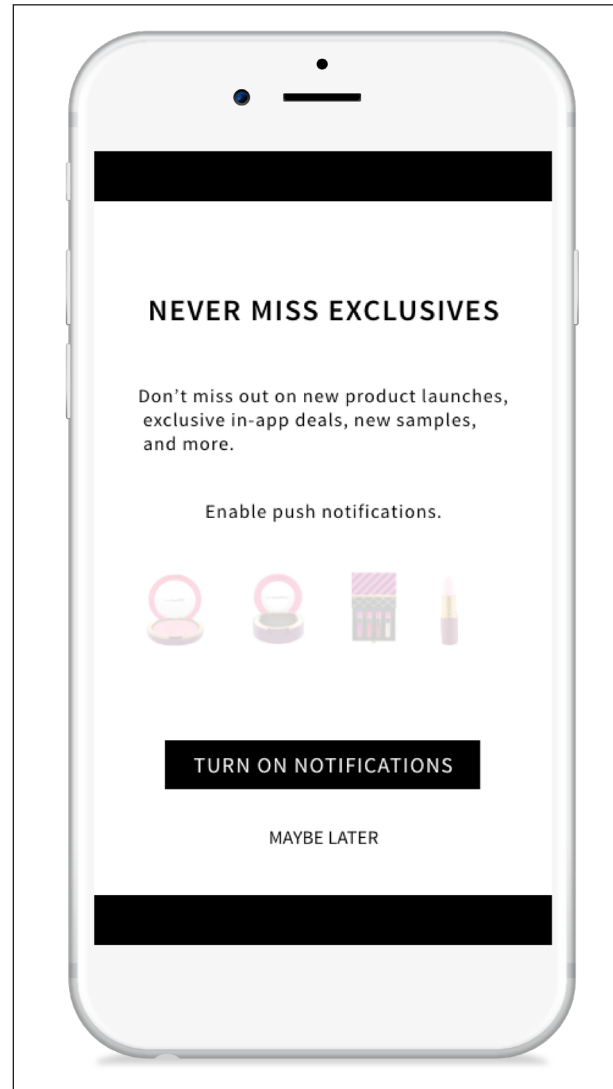
Store search tab, home, and shop menu pages

APP SCREENS

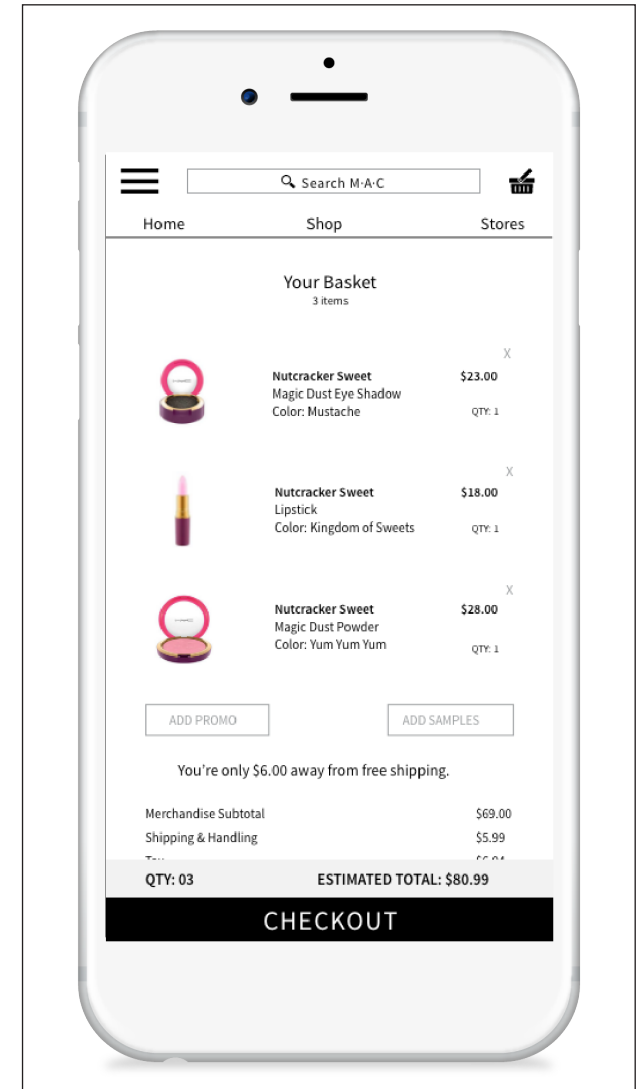
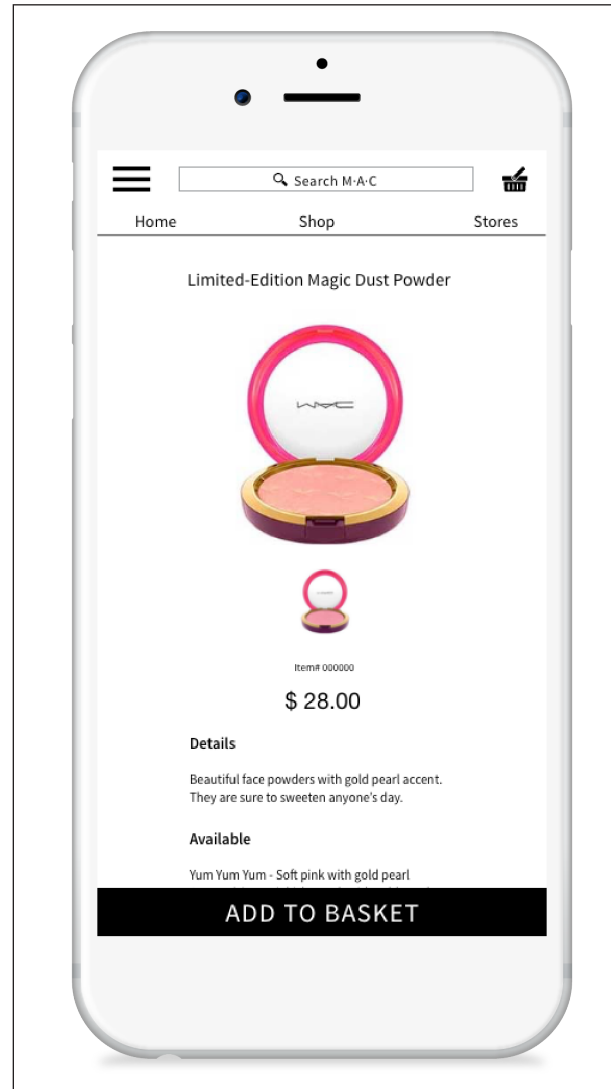
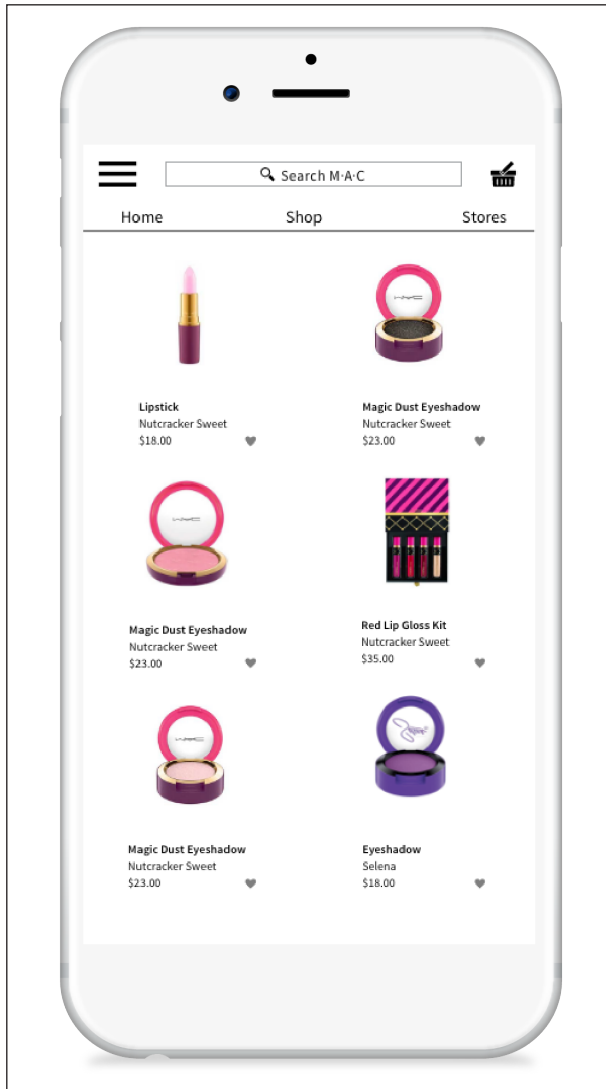


Products, product, and checkout pages

MOCKUPS



MOCKUPS



02 WEB DESIGN

THE MARKET



A responsive e-commerce website selling various products using HTML5, CSS3, JavaScript, PHP, MySQL.

[The Market link](#)

Fall 2016

WNM 608: Web Technology I

Instructor: Kevin Smit

SUBJECT MATTER

The Market

The Market thrives to be a one-stop e-commerce site for anyone shopping online. The consumer needs to have a fun and engaging experience while feeling they are getting treated fairly and getting a good deal. Many consumers have gone to online shopping to save commuting time, long lines and dealing with other consumers. The e-commerce world has blossomed in the last few years alone where 70% of the world shop's online. This is where The Market comes into play in they want to capitalize on this growing trend by providing items from produce to electronics to furniture.

SOLUTION

The goal is to create a user friendly, eye-catching e-commerce site that offers a variety of products. The Market needs to be competitive and draw in the many consumers now using their mobile devices to shop online. The website must be designed to be responsive to accommodate for the fact that over 50% of consumers purchases are done on their mobile phones or tablets as of today.

DESIGN BRIEF

The Market

Statement of Interest: The Market was founded in 2016 in San Diego, California as an e-commerce website selling a furniture. As of 2017 The Market has moved into selling a variety of products to appeal to all consumers.

Product Overview: To design a responsive e-commerce website to compete with other retail giants. The website should cater to the user and create an enjoyable experience that brings them back for future purchases.

Key Research: The main issue with the website was the responsiveness was lacking. In order to correct that the page had to be redesigned and built from scratch. By removing unnecessary sections such as the unused contact box the page now has a simplified layout and overall feel. Adding necessary white space was key to keeping the page modern and fresh while adding The Market's signature color palette.

Competitive Audit: Compared to The Market's competitors, I feel they must have a more eye catching, modern layout that shows they are a major competitor in the e-commerce market. Also creating an enjoyable user experience to make them want to return for future purchases is essential to the continued growth and business success of The Market.

User Personas: The main inventory page will follow a standard 12-column grid to allow for the much-needed responsiveness to the design. By keeping the layout and design simple and allowing for white space throughout. The images on the product pages will also include a hover effect for the user to see the product more clearly and a scroll down for the product descriptions.

TARGET MARKET

Age: all ages

A large portion of the population worldwide buys their products online. This includes everything from groceries to electronics and furniture.

Gender: all genders



Dan
39 years old

Dan works in a hospital setting during the day. When he gets home he wants to relax by watching his big screen television and playing video games on it.



Melissa
28 years old

Melissa works in a kitchen and finds herself standing for long periods of the day. When she is home she finds relaxing is key. She is also 6 months pregnant and finds shopping online more enjoyable and easier.

BRAND COLORS



#ffffff
R255 / G255 / B255
C0 / M0 / Y0 / K0



#ffc107
R255 / G193 / B7
C0 / M25 / Y100 / K0



#1a237e
R26 / G35 / B126
C100 / M98 / Y19 / K7



#0097a7
R0 / G151 / B167
C81 / M23 / Y32 / K0

TYPOGRAPHY



Aa

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()

Aa

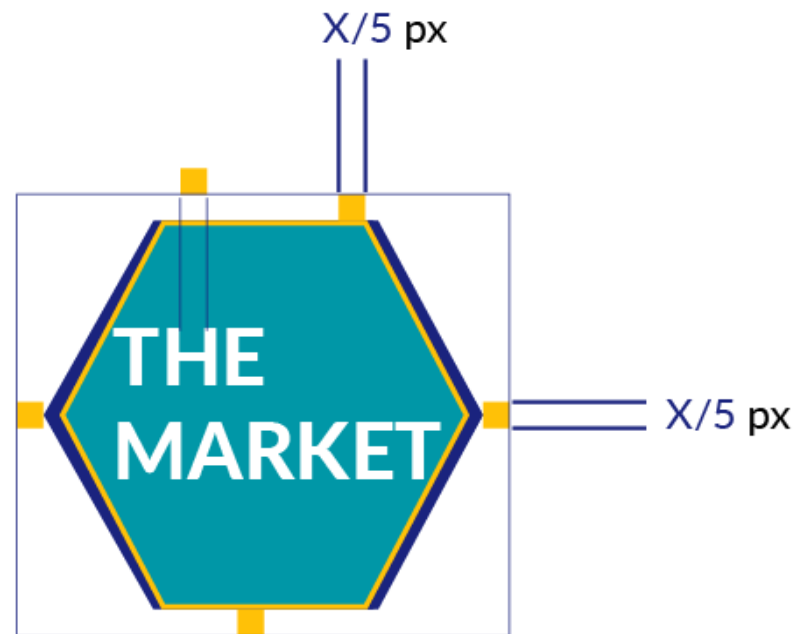
Merriweather Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()

LOGO ANATOMY

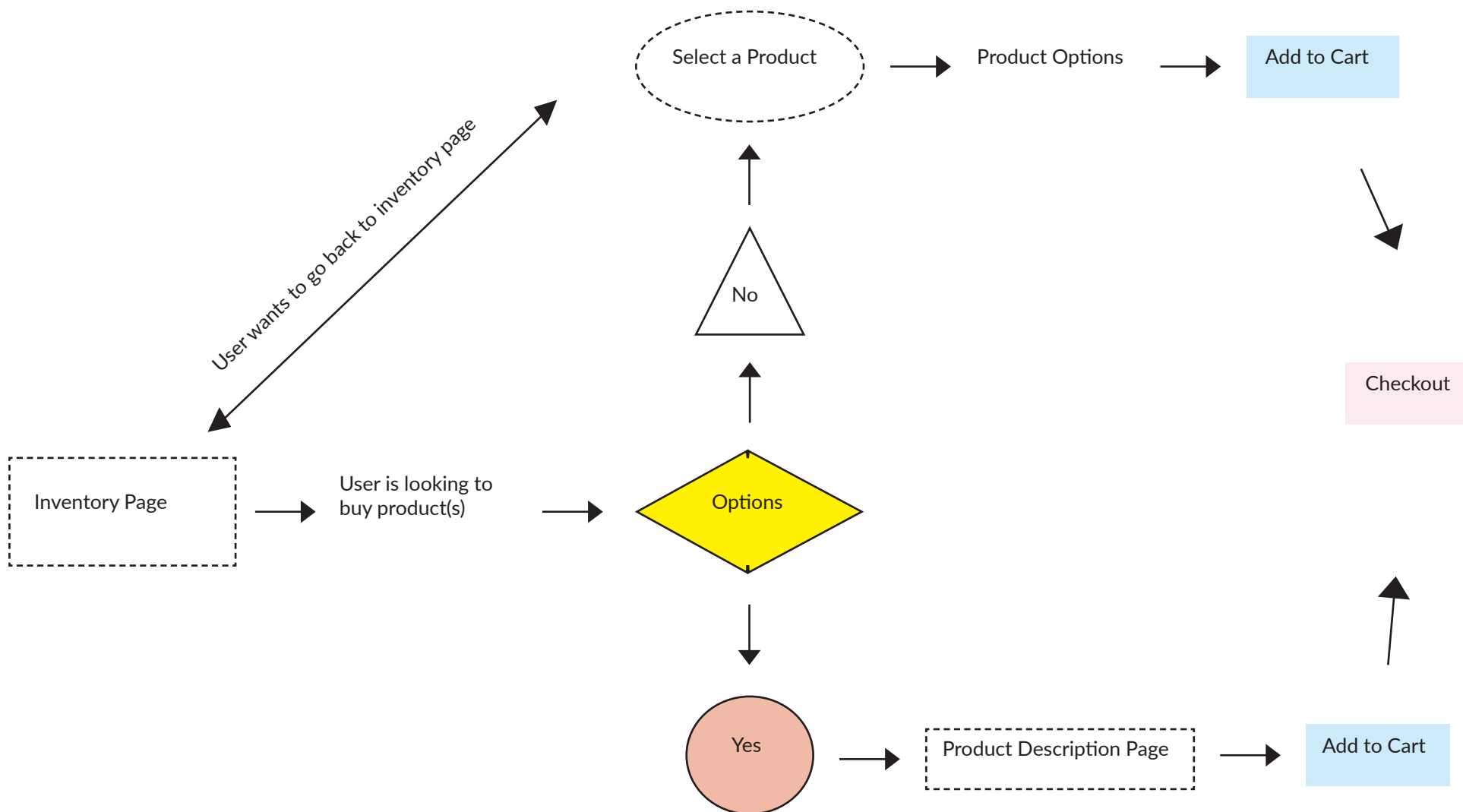


Logo



Logo Anatomy

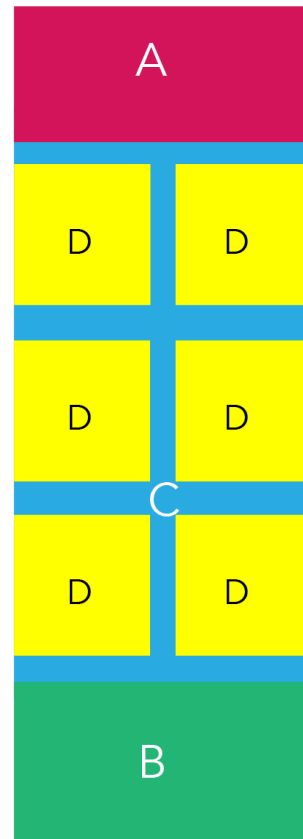
WORKFLOW



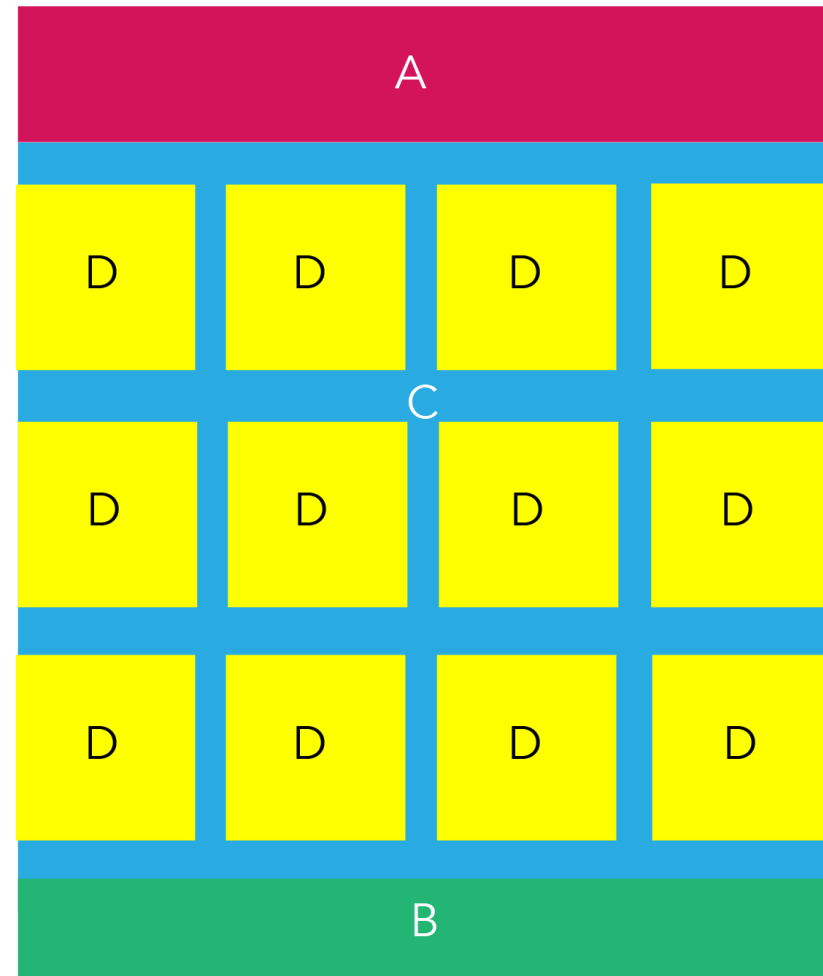
DEPENDENCY GRID

- A. Nav/Top Bar
- B. Content
- C. Buying Area
- D. Image

Mobile Experience



Desktop Experience



WIREFRAMES



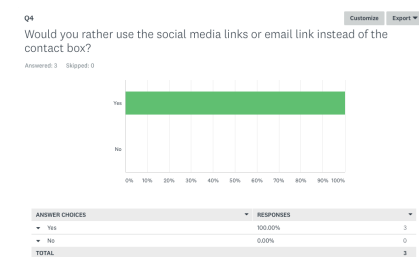
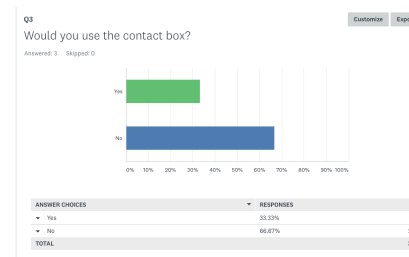
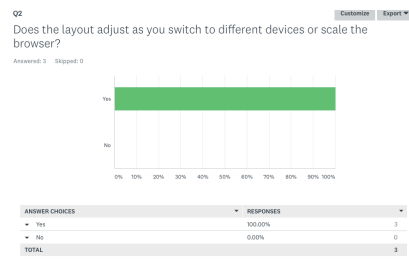
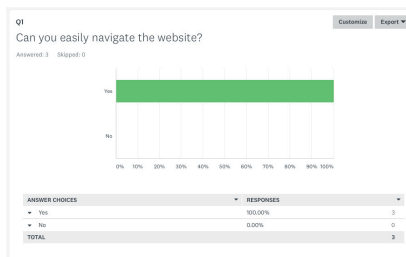
Sketches

Inventory, FAQ'S, and Contact pages

PROTOTYPE TESTING

The Market Usability Survey

1. Can you easily navigate the website? Yes - 100% No- 0%
2. Does the layout adjust as you switch to different devices or scale the browser? Yes - 100% No - 0%
3. Would you use the contact box? Yes -33.3% No -66.7%
4. Would you rather use the social media links or email link instead of the contact box? Yes - 100% No - 0%



A small sample size was tested with these questions to determine the usability of The Market's inventory, product, contact, and FAQ'S pages.

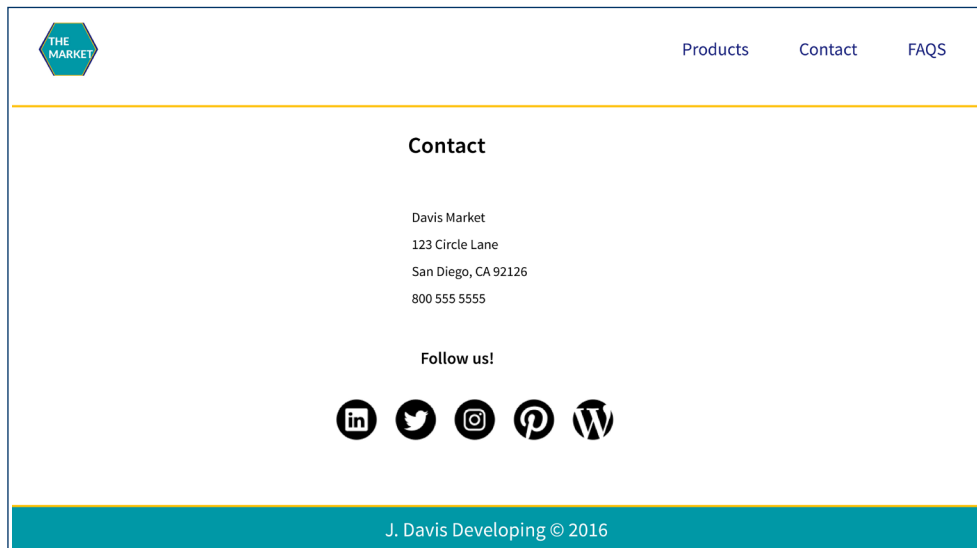
A/B TESTING

1. Which contact page appeals to you?

A - 100% B - 0%

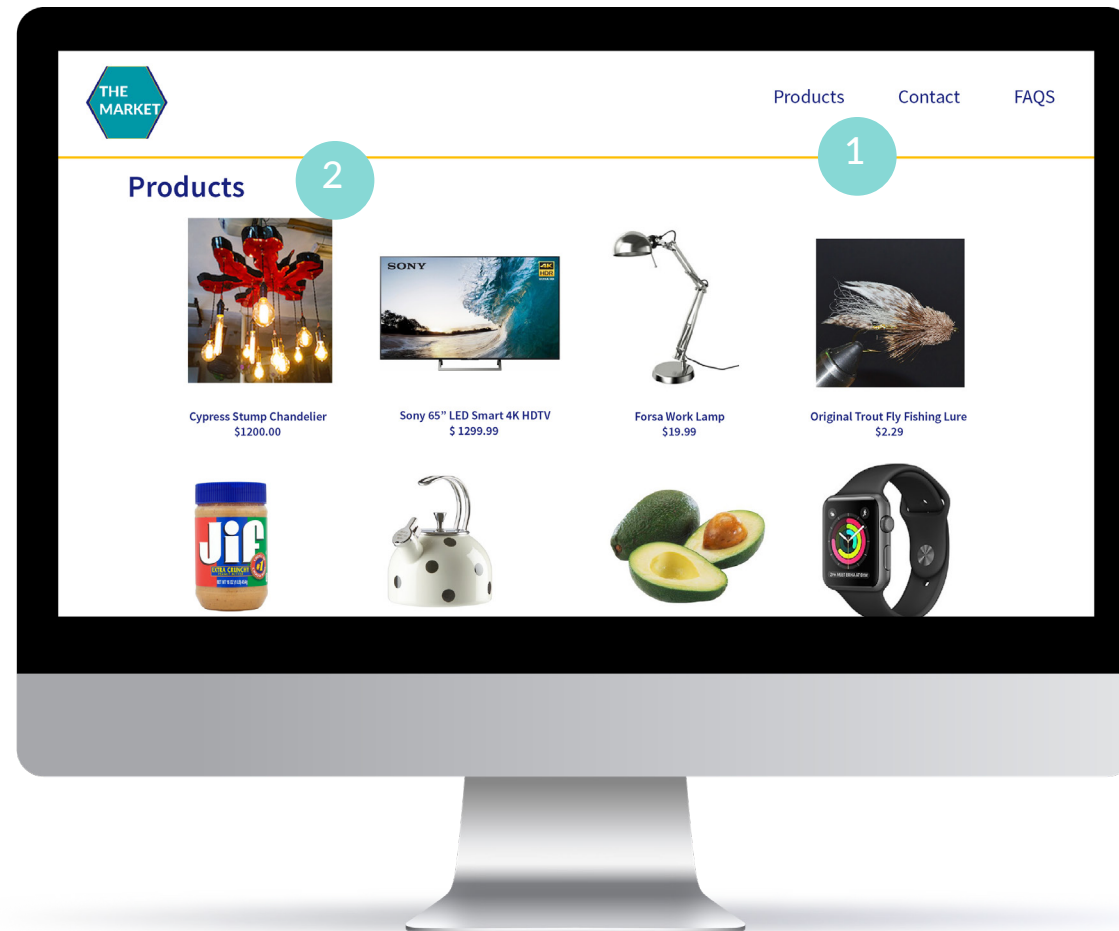
A

B



A small sample size was tested to determine if the contact page should have a contact box or not.

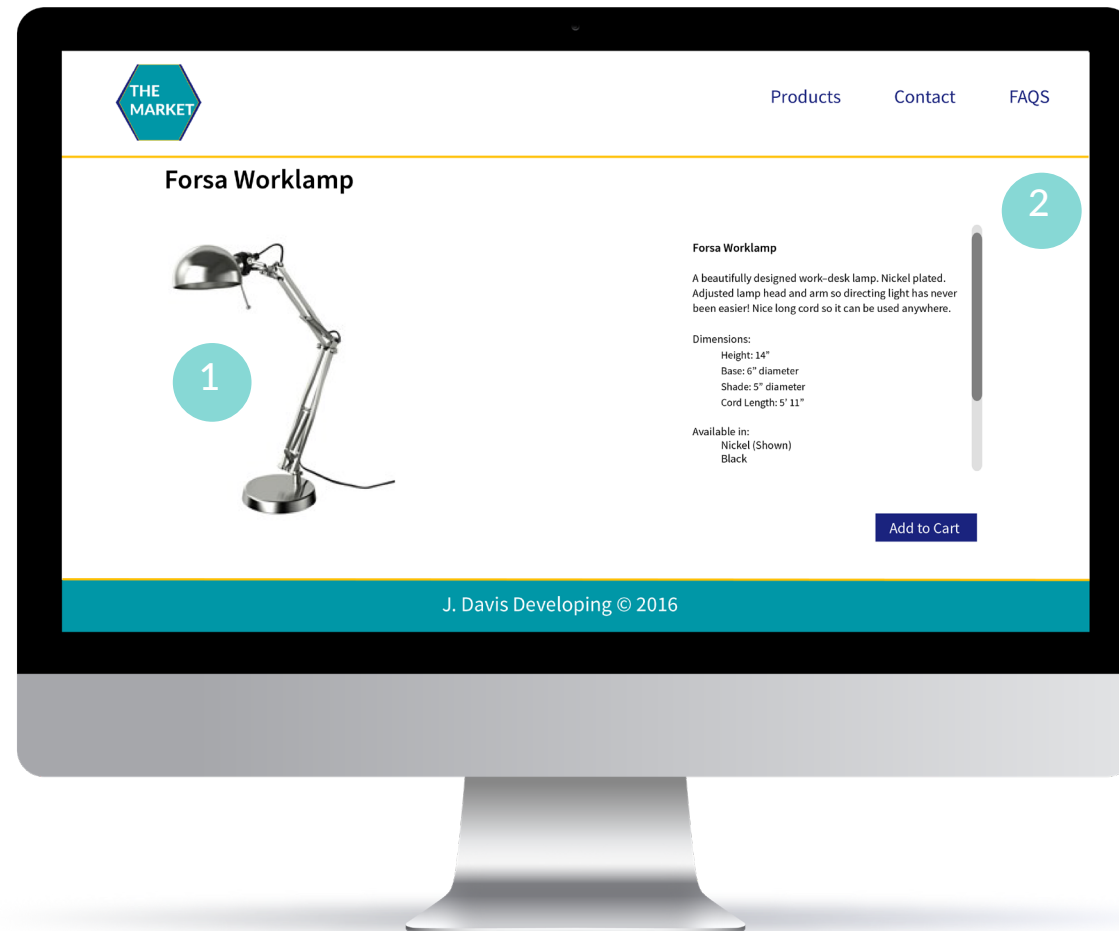
WEBSITE



Inventory page created with HTML5, CSS3, PHP and MySQL

1. Navigation
2. Product listings

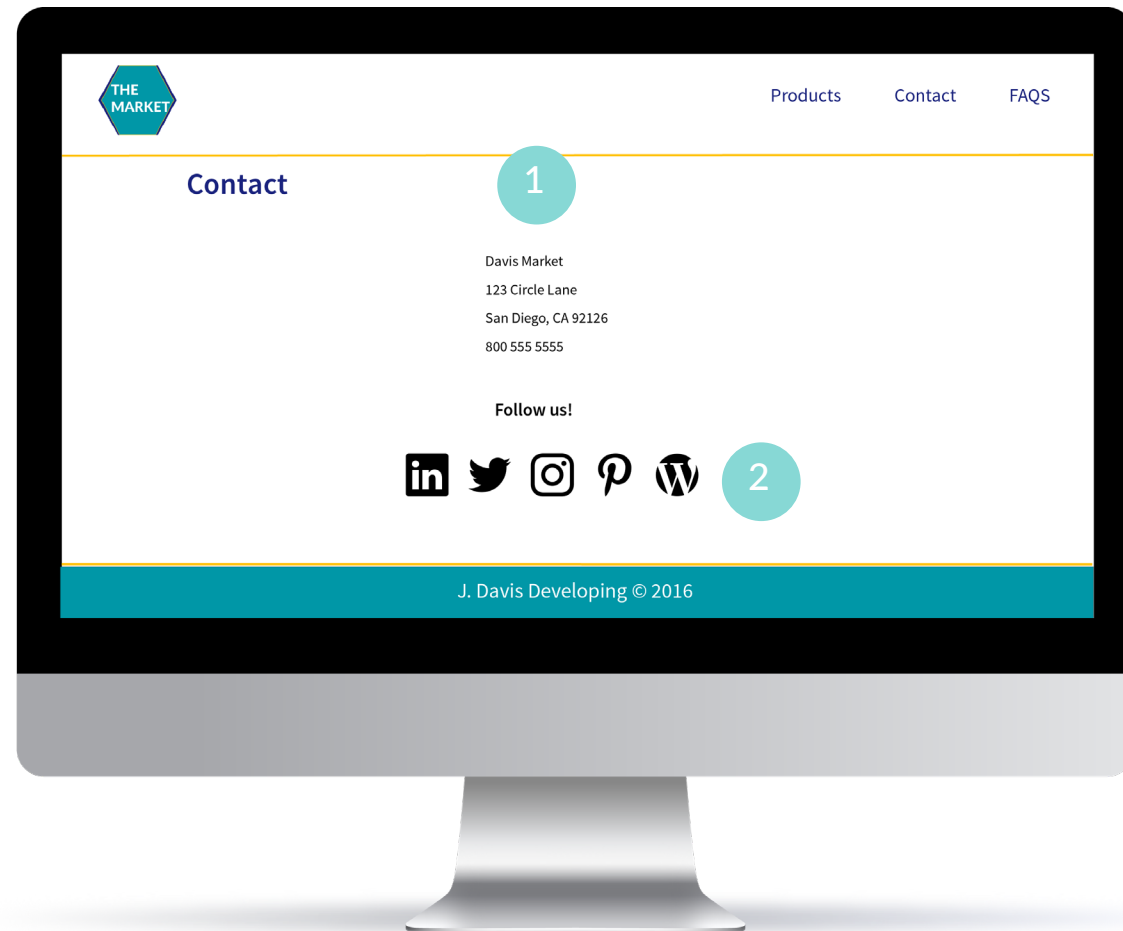
WEBSITE



Product Page

1. Image zoom on the hover
2. Product description with scroll bar

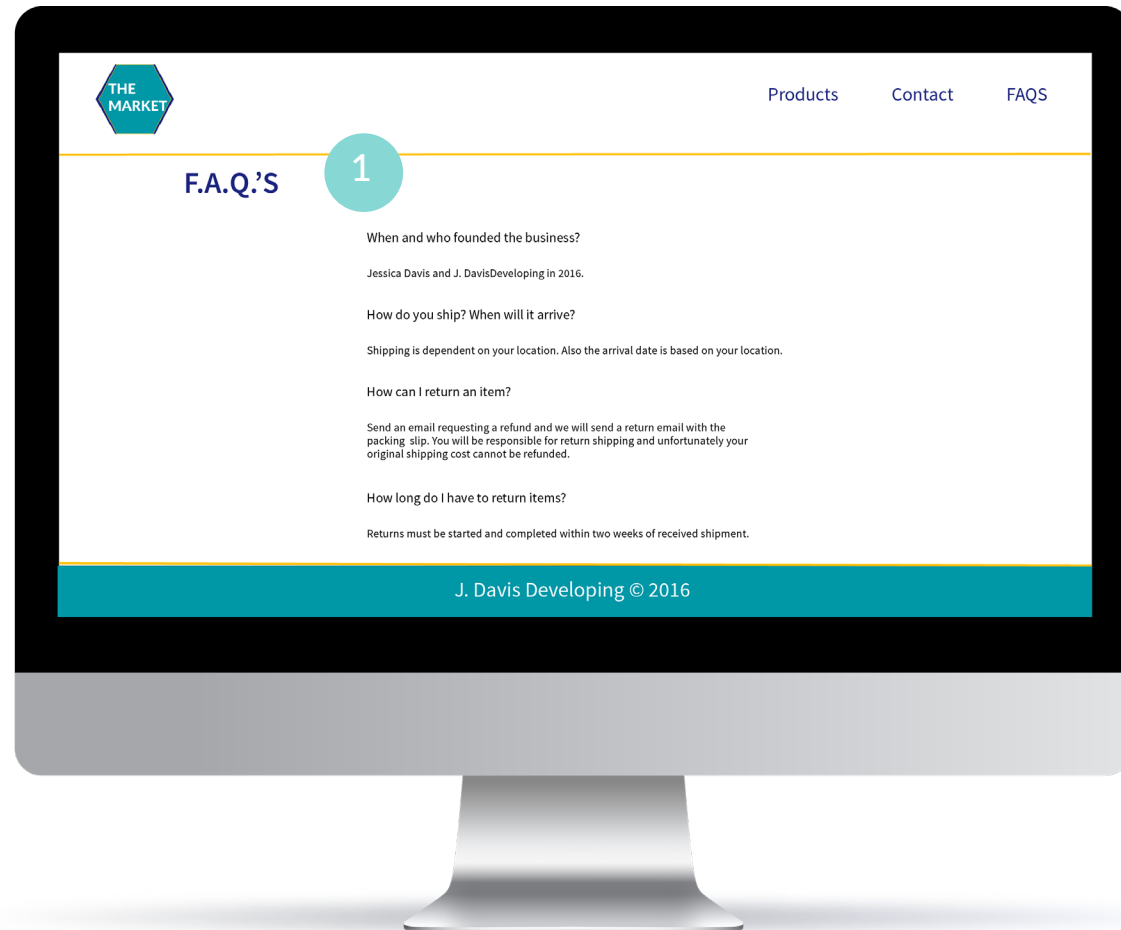
WEBSITE



Contact Page

1. Company contact information
2. Social media links

WEBSITE



FAQ'S Page

1. FAQ'S about the company and consumer questions

MOCKUPS



Product page
Showing the image hover and product description scroll.

03 WEB DESIGN

MIGRATRACKER



Create a mobile app that allows users a chance to track and input sightings or data about the specific species of animal.

[MigraTracker link](#)

Fall 2017

WNM 617: Mobile Web Technology

Instructor: Matthew David

SUBJECT MATTER

ANI-WHERE Tech MigraTracker App

The problem lies in there is a limited number of migration tracker apps within Apple's App Store. A general search of the App Store revealed only one true animal migration tracker and a handful of other animal trackers. This where ANI-WHERE Tech comes in. The goal of ANI-WHERE Tech is to create a migration tracker that allows anyone from a casual animal lover to a scientist a chance to track a specific species of animal. ANI-WHERE Tech's goal is to create a much-needed app to encompass all users and make a product the user will enjoy using long-term.

SOLUTION

The purpose of the MigraTracker app is to create a multipurpose experience to educate users with general information about the specific species of animal. In conjunction with allowing the user to track the animal via a map interface, input animal sightings into the database and keep up-to-date with a feed describing the animal's movements. The feed will be updated throughout the day based on the data user's and researchers input. The goal of ANI-WHERE Tech is to bring business-to-consumer products that anyone can have access too.

DESIGN BRIEF

MigraTracker App Project

STATEMENT OF INTEREST: ANI-WHERE Tech was founded in 2017. We are located in San Diego, California. We are a scientific technology company focused on animal tracking services. Our company motto focuses on learning, exploration and discovery. ANI-WHERE Tech's goal is to allow users to discover, explore and learn about species within the animal kingdom by allowing them a chance to track their favorite animals and record their migration patterns. Our primary goal is to provide business-to-consumer tracking services via our mobile app available in Apple's App Store to the everyday user.

PRODUCT OVERVIEW: The purpose of the MigraTracker app is to create a multipurpose experience to educate users with general information about the specific species of animal. In conjunction with allowing the user to track the animal via a map interface, input animal sightings into the database and keep up-to-date with a feed describing the animal's movements. The feed will be updated throughout the day.

KEY RESEARCH: To create a beautiful, functional and user-friendly migration tracker app. The goal is for the user to have an inviting experience that caters to them and makes them want to continue using MigraTracker. Also make them want to help in the conservation and continued species growth of the tracked animals.

SPECIES: ANI-WHERE Tech MigraTracker is an animal migration tracker app that focuses on the migration patterns of Mandrillus sphinx or more commonly known the Mandrill.

TARGET MARKET: The primary target for the app is adults over 25 years old. While the secondary market is aimed at the general population aged 15 and up. There are no specifics in regard to gender.

TECHNOLOGY REQUIREMENTS: In order to use MigraTracker app the user will need an Apple iPhone 6 or newer. Due to the information being presented the viewing size of the iPhone 6 with a height of 5.44" and a width of 2.64" would be the most ideal for the user. In order to use the app, the user will need at least a Wi-Fi connection but will be able to use their phone's cellular data.

TARGET MARKET

Age:

Primary: Adults over 25 years old.

Secondary: Individuals 15 years and older.

Gender: all genders.



Melissa
28 years old

Melissa spends her days working in a kitchen. When she has some free time, she enjoys hunting and fishing at her father's camp in Northern Maine.



David
45 years old

David spends his days traveling for work but when he gets a chance to relax he enjoys learning about animals. He frequently takes his daughters to the zoo.

BRAND COLORS



#ffffff
R255 / G255 / B255
C0 / M0 / Y0 / K0



#212121
R33 / G33 / B33
C72 / M66 / Y65 / K73



#78909c
R120 / G144 / B156
C57 / M35 / Y32 / K2



#5366d0
R83 / G102 / B208
C74 / M64 / Y0 / K0



#1a237e
R26 / G35 / B126
C100 / M98 / Y19 / K7

TYPOGRAPHY

Aa

Open Sans Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()**

Aa

Open Sans Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()**

Aa

Open Sans Regular

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abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()**

LOGO ANATOMY

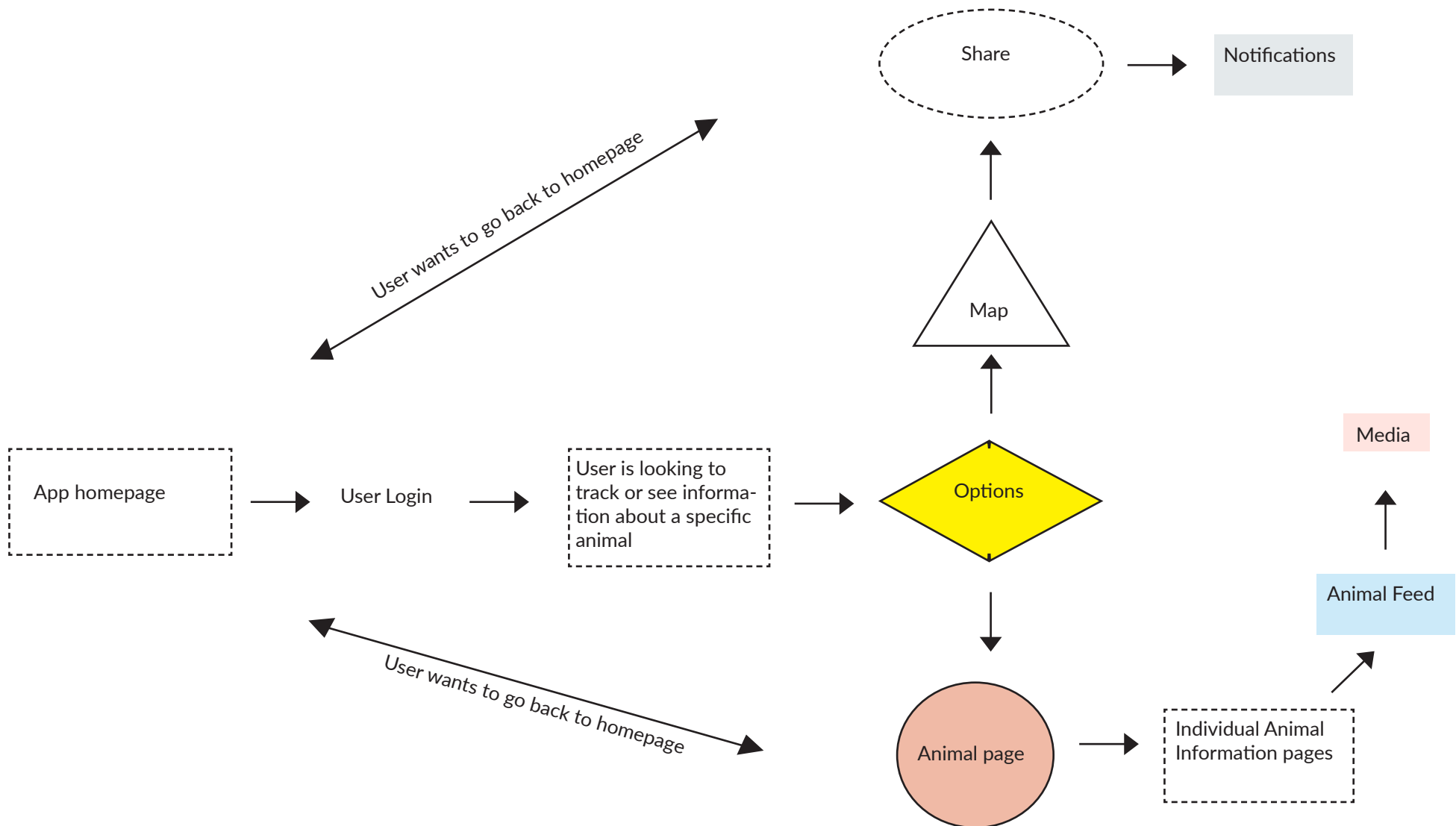


Logo

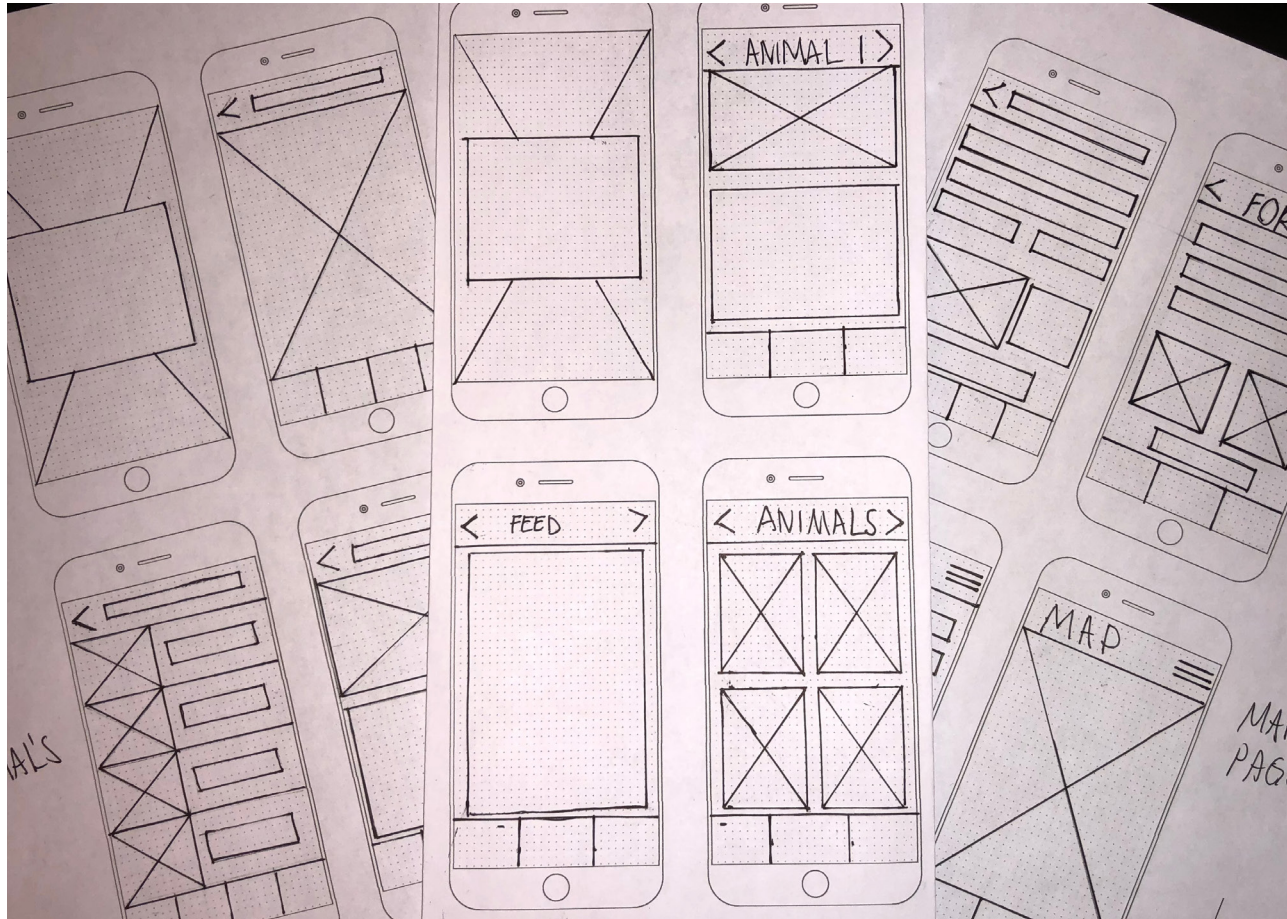


Logo Anatomy

WORKFLOW



WIREFRAMES



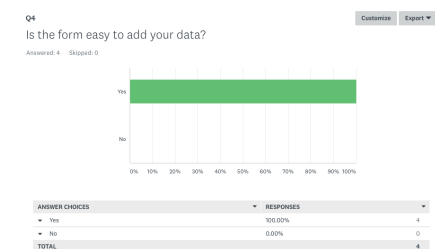
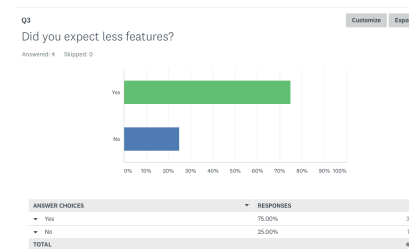
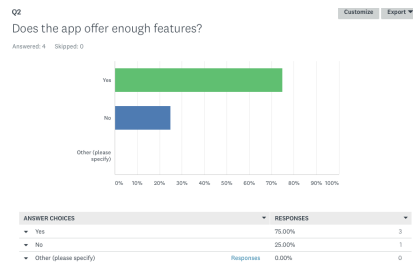
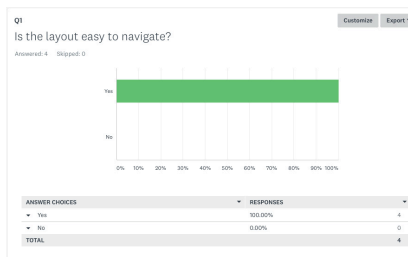
Sketches

Loading screen, form, map, animal info, animal list.

PROTOTYPE TESTING

MigraTracker App Usability Survey

1. Is the layout easy to navigate? Yes - 100% No- 0%
2. Does the app offer enough features? Yes - 75% No - 25%
3. Did you expect less features? Yes -75% No -25%
4. Is the form easy to add your data? Yes - 100% No - 0%



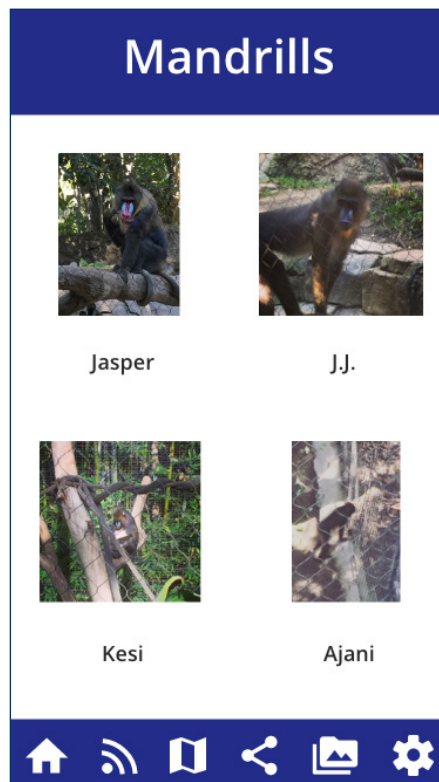
A small sample size was tested with these questions to determine the MigraTracker app's usability and if enough features were included.

A/B TESTING

1. Which animal page appeals to you?

A - 100% B - 0%

A



B



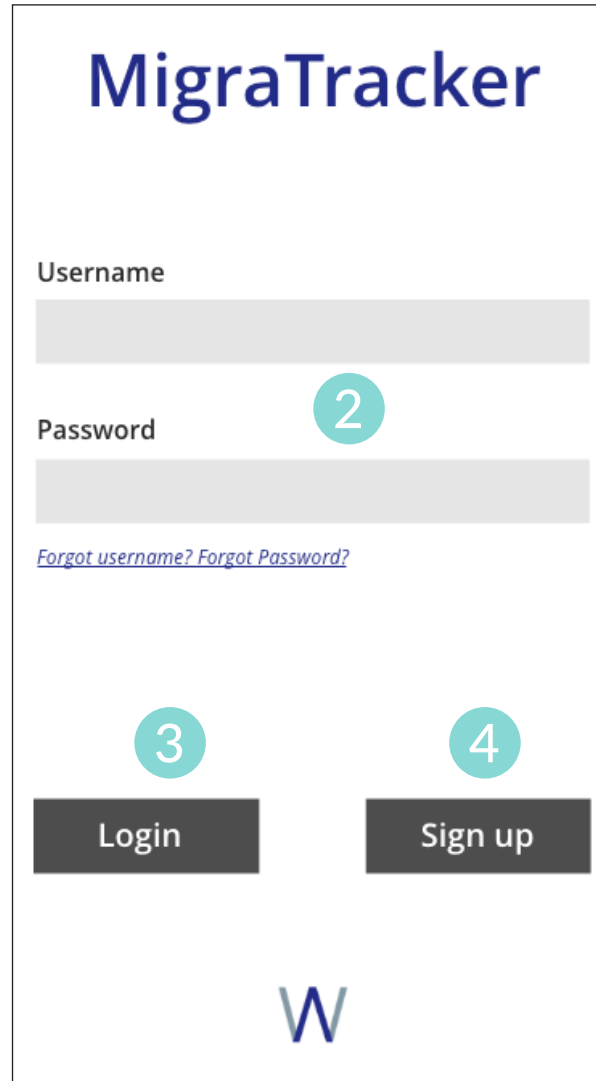
A small sample size was tested to determine if the animal page should be listed vertically or horizontally.

APP ICON



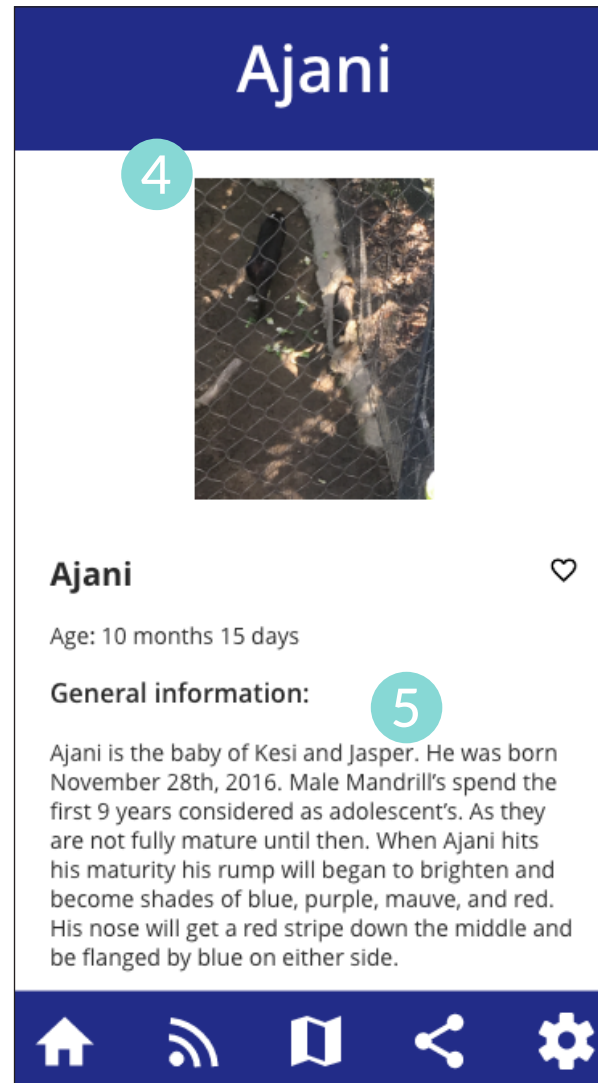
App Icon

APP SCREENS



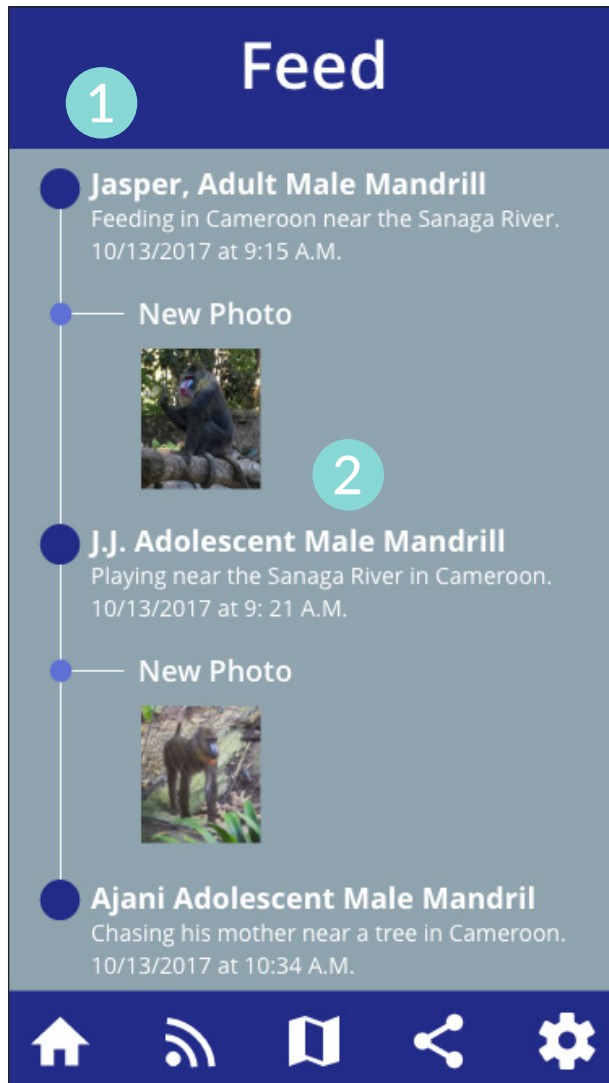
- 1 Open screen
- 2 Signin page for registered users
- 3 Login button
- 4 Sign up button

APP SCREENS



- 1 Animal List, Mandrills
- 2 Mandrill's name
- 3 Navigation Icons
- 4 Mandrill Name and Photo
- 5 Description about the Mandrill selected

APP SCREENS



- 1** Live feed with updates based on data that is input into the app by users of researchers
- 2** Updates with activities, new photos, videos, etc.
- 3** Map page
- 4** Place Markers showing the different areas where the Mandrills have been spotted

APP SCREENS

Sightings

1 Date

2 Time

3 Animal

4 Latitude

5 Longitude

Please list what the animal was doing during observation i.e., feeding, playing, conversing, etc.

Submit

Home, RSS, Bookmarks, Share, Settings

Settings

W

5 Account

Notifications On Off

Follow Us

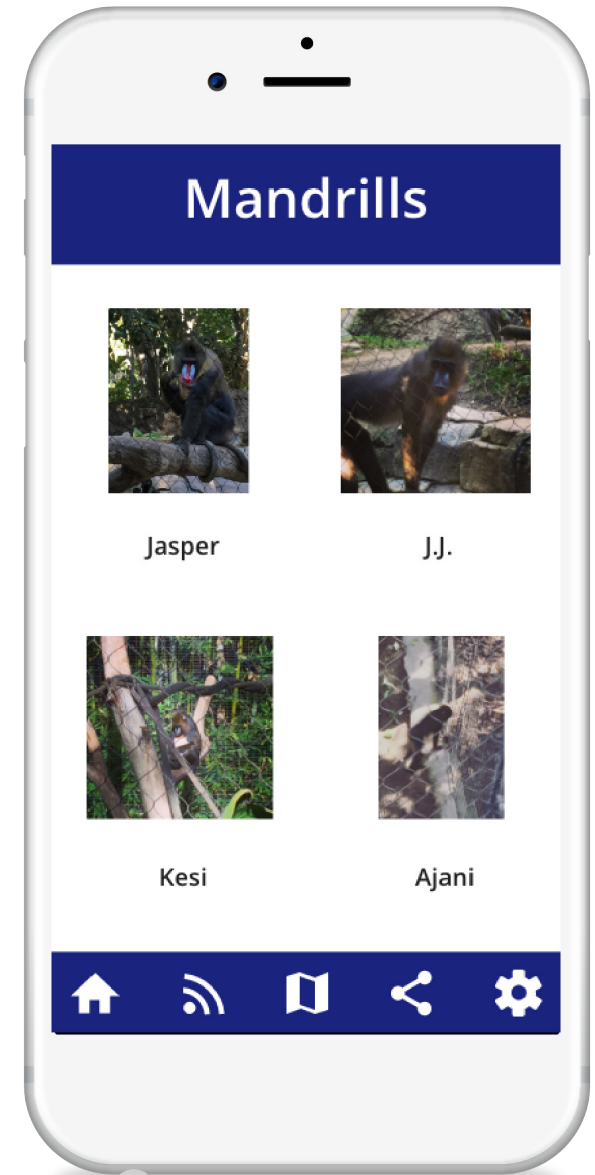
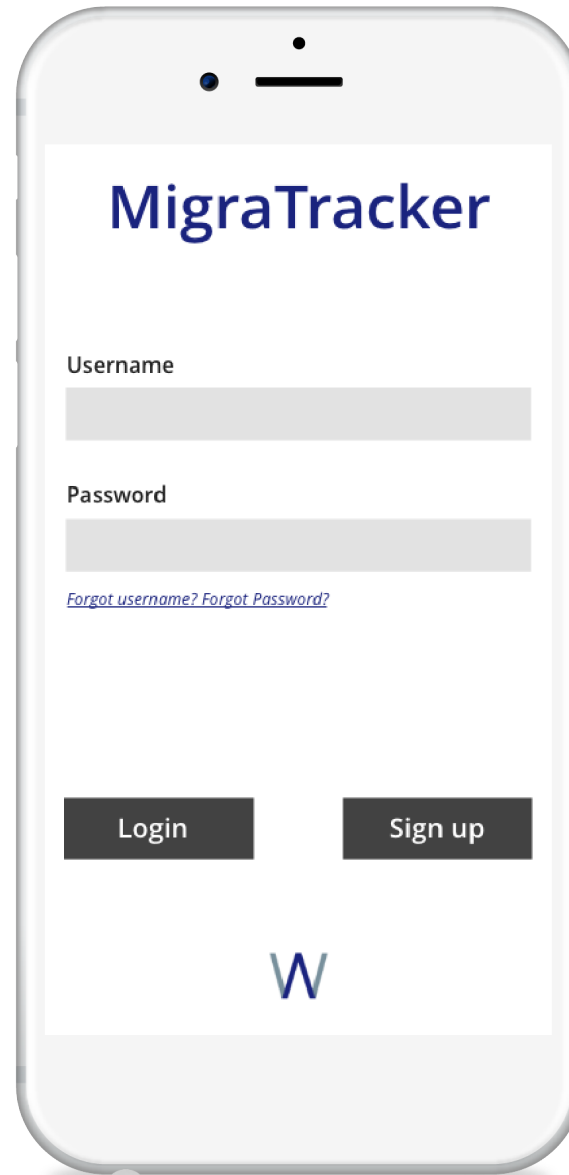
Help

Send us feedback

Home, RSS, Bookmarks, Share, Settings

- 1 Sightings page where the user can input the date and time
- 2 Can choose which Mandrill the user witnessed from a dropdown menu
- 3 Input the lat/longitude of the Mandrill(s) the user witnessed
- 4 Submit button
- 5 Settings page where the user can maintain their account, can turn on notification, follow MigraTracker, get help, and send feedback

MOCKUPS



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