Design your portfolio
Design has purpose.

“Design is a plan for arranging elements in such a way as to accomplish a particular purpose.”

Charles Eames
Design is like BEAUTY
Lotus Temple
Architectural Beauty
Beauty—
The adjustment of parts
so that one cannot
add,
subtract or
change them
Without
impairing the
harmony of the
whole.
—Leon Battista Alberti
1. What is the UX Design Process

The 4 DESIGN Phases
4 DESIGN PHASES

1. DISCOVERY
What is the problem that needs to be solved?
To understand the problem you will need to research and gain some intuition about what the users need.
RESEARCH:
1. Competitor analysis
2. Interview users
3. Build personas
4. Draw storyboards

2. ANALYSIS
Gain insights by focusing on the data that was gathered during the discovery phase.
Refine your personas
Identify areas that are problematic (the major pain points for the users)
Be sure that your website is accessible – inclusive design principles
3. DESIGN
Focus on sketching and rapid exploration of many ideas.
Revisit the user feedback and start the wireframing process.
Build a prototype that can be tested (by real users) to gain feedback and refine your design.

PROTOTYPE FIDELITY:
1. Paper and hand drawn
2. Live mockups (coded)
3. Wizard of Oz – image based

4. IMPLEMENTATION
Use a framework that is consistent with your design.
Seek help from peers, TAs and IAs
Search JQuery library for plugins
https://jquery.com/

https://www.shopify.com/partners/blog/wireframing-tools-2017
8 DESIGN TIPS

& COMMON MISTAKES TO AVOID
Good design, when it’s done well, becomes invisible. It’s only when it’s done poorly that we notice it.

Jared Spool
Tip #1 – Avoid a Messy Palette

- Keep it simple
- If something doesn’t look quite right, simplify it by…
  - Removing box shadows
  - Borders
  - Effects
  - Minimize fully saturated colors
TIP № 2

Test your design using a MONOCHROMATIC palette

You will be able to evaluate your design without being distracted by colors.
Tip 
 № 3

Be careful with extremes.

Fully saturated colors on an illuminated screen are uncomfortable on the eyes!
Tip ≠ 4

Add colors to your design slowly!

Add colors 1 at a time!

Try using a range of saturation of one hue – by using a range you will gain depth and variety.
Tip #5

Don’t overdo TYPOGRAPHY

sans-serif is a safe type of font.
Test your font choice

- Some fonts have ambiguous characters and/or character combinations.

Courier new:

1 and L

Difficult combinations:

00, 8B, 5S, 2Z, 6b, 9g
Tip #7: space

Have consistent spacing & White space is great!
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Data

Do something now.

SUBMIT
If I have seen further it is by standing on the shoulders of giants.

Isaac Newton
Tip #8: Use a good framework.

Bootstrap

Build responsive, mobile-first projects on the web with the world's most popular front-end component library.

Bootstrap is an open source toolkit for developing with HTML, CSS, and JS. Quickly prototype your ideas or build your entire app with our Sass variables and mixins, responsive grid system, extensive prebuilt components, and powerful plugins built on jQuery.

Get started  Download

Currently v4.0.0-beta