Serkel

BRIEF

I would like to create an app that is committed to provide handful information to design students, emerging designers, and seasoned professionals. The goal is to help gathering of creative people from across disciplines and industries to share insights, experiences and resources while making new connections, and exchanging inspiration.

> **How can I develop an app for designers to help create a better creative community?**

BRANDING

+ Color Palette

HEX# b156fb
CMYK 52, 73, 0, 0
RGB 178, 78, 255

HEX# 13eeff
CMYK 53, 0, 9, 0
RGB 19, 238, 255

HEX# d8d8d8
CMYK 14, 11, 11, 0
RGB 216, 216, 216

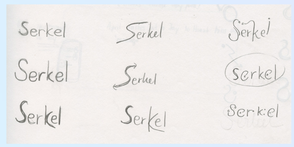
+ Typeface

Montserrat

Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat Semibold

+ Logo Exploration

All of logo ideas began with a word-map, and sketching different ideas that involve around 'connection.' I came to the word 'circle' and played around with its pronunciation which led me to the word 'serkel.'



cir·cle
/ˈsərk(ə)l/

I designed a logo based on the concept of connection along with circular shapes. So, I played around with the letter-form of 'e' and transformed it into my logo.

USER PERSONA

I created two user persona to represent the user target groups of the app. I was able to storyboard and develop the app with specific persona in mind.

April Lee

Student, Class of 2020
Academy of Art University
San Francisco, USA

AGE 21 years old

BIO April is a junior at Academy of Art University, San Francisco, majoring in graphic design. As she is planning for her career path, April is looking for advices from senior designers who would help her help refine her skills and prepare her for a career in a creative field. April is also seeking to make new connections and exchange ideas and inspirations. Furthermore, April would like to receive constructive criticism, portfolios, resumes, and cover letters to help her hit the ground running for internship opportunities. She would like to be exposed to informative workshops and collaborative work sessions to enhance her personal brand and networking skills.

GOALS
- Get ready and prepare for her career in creative field
- Portfolio improvement
- Internship opportunities
- New connection, ideas, inspirations

Jay N. Connor

Graphic Designer, Art Director
Freelance
New York, USA

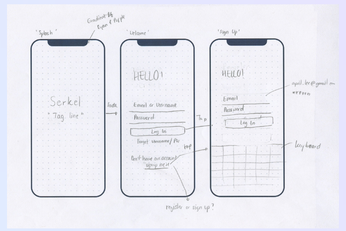
AGE 35 years old

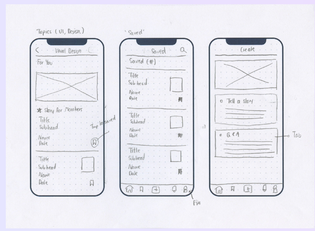
BIO Jay is a freelance graphic designer and art director based in New York, he has worked with Design Army, and DDP. He also landed an internship with Pentagram during his senior year in college. Jay is very passionate and wants to give back to the community who would like to impart his skills and years of experience to make a lasting impact on the next generation of creative professionals. Jay has been through them all so, he understands how younger designers would feel. He is happy and willing to offer his perspective, share his experiences, and give design career advices to students, younger designers as well as making new connections, sharing ideas to make a creative community a better community.

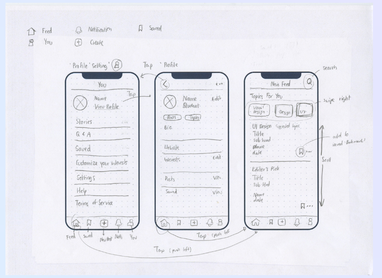
GOALS
- Give back to the community
- Better creative community
- New connection, ideas, inspirations
- Be a better freelancer
- Collaborate on a group project

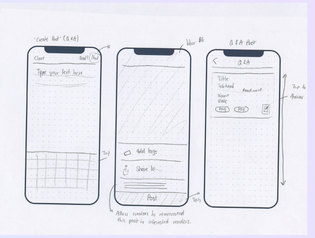
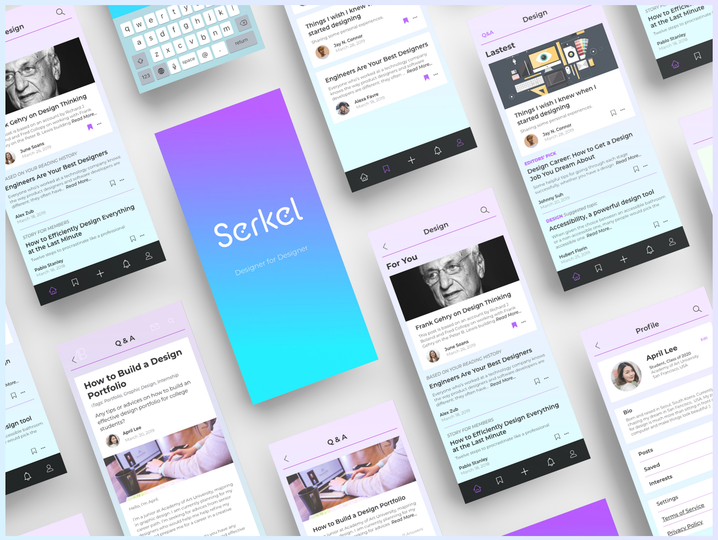
PROTOTYPING

I wire-framed the flow of the app for navigation purposes. I sketched out plenty of screens that I would like to transfer them into my app. I sketched them out on paper first before I brought them into screen, paper-prototyping helped me visualize the flow of the app, as well as made digital iteration process much quicker.









(Top) Examples of paper-prototyping
(Bottom) Examples of digital iteration