www.redfishdigitalart.com

Natalia Rusakova
Digital Designer

Portfolio

In my Portfolio I'm trying to showcase the whole scope of work I've been doing and what I'm capable of:

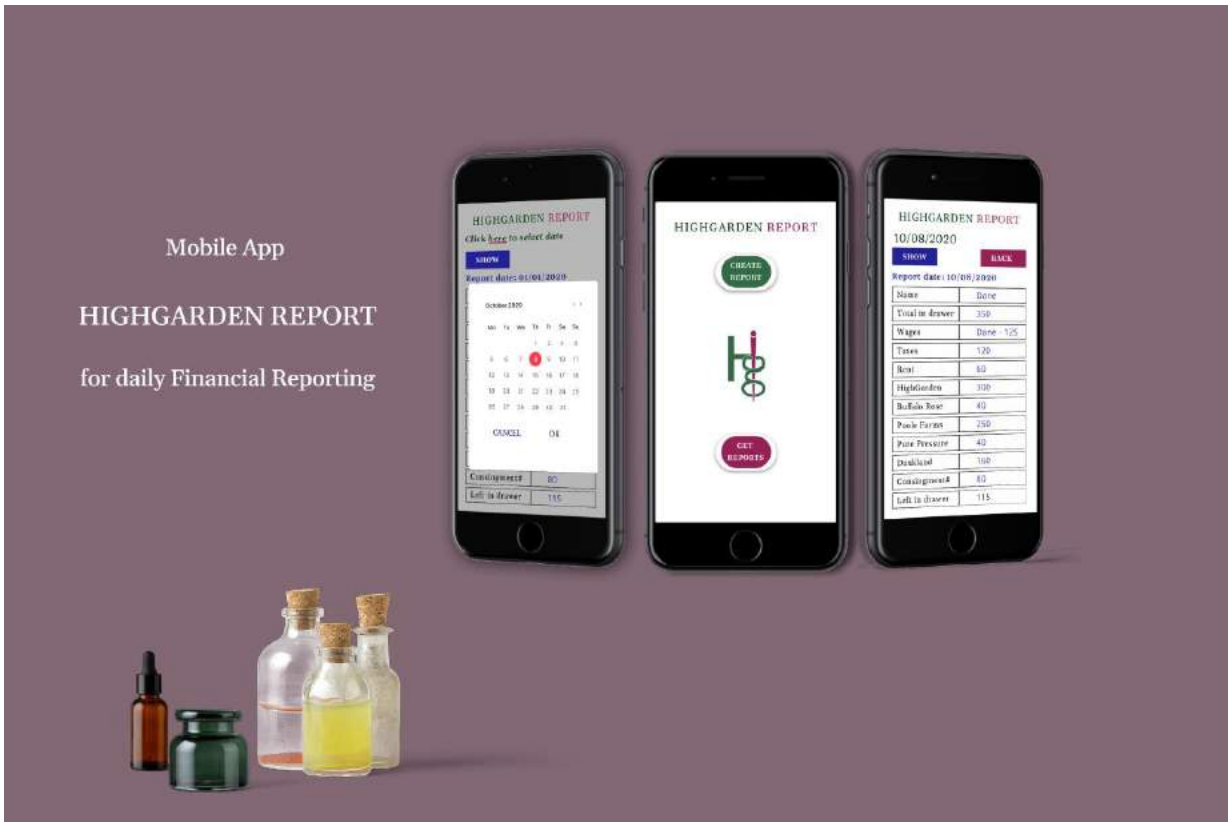
- ➔ from working on developing a big company site, as a part of a team of Web designers and developers - to solely independent projects, which I've created "from scratch" to "turnkey";
- ➔ from designing Logos and UI components - to UX/UI design of whole projects, including beautiful mockups and engaging prototypes - to fully developed Websites and a Mobile App.

My Showcase Projects:

1. Highgarden Report: *Cross-Platform Mobile App.*
2. Le Onde Beauty Salon: *Website.*
3. LE ONDE Beauty Salon: *Logo.*

4. ANNA KOKKO Permanent Makeup: *Logo.*
5. LEGACY EQUIPMENT: *Website.*
6. AKRS : *Website*

HIGHGARDEN REPORT - Mobile App



Overview

Objective - Create a simple, yet effective Cross-Platform Mobile App for DAILY Financial Reporting of Shop assistants at Highgarden LLC in Oklahoma-City, OK..

Purpose of the project - Develop an App “from scratch”- using my UI/UX design skills and Web design knowledge (including HTML) for the “look” of each screen, and learning new programming languages and tools in order to develop the back-end part of the App making sure it is connecting and saving data to the database.

My role - Since this is my independent solo project, I performed all project roles, from research and learning (React Native Framework) to developing of the Hi-Fi prototype and actual development of the Mobile App: front-end and back-end, as well as testing, getting feedback from the users/stakeholders, solving various technical problems and connection issues.

Challenge - Make the Mobile App look simple, clean and professional. Design UI components using JSX language; Develop back-end with JS and JSON.

Final product showcase - Wireframing, Hi-Fi prototype for Mobile App, mockups, task flow, user flow; working Mobile App - tested and installed on several phones for further use.

Tools - Figma (Wireframes, Visual Design, UI/UX Deliverables, Prototype, mockup).

React Native, Javascript, JSX, JSON, Visual Studio, Expo Client (UI components, Development of the App).

Research and Persona

The idea to create an App for Daily Financial Reporting came to me while I was working as a Manager at a newly opened shop, where a ”Reporting system” existed via messaging through a general chat group between owners and all employees. It was obvious that owners were constantly lost among all the messages from the staff (including jokes and memes), trying to find useful information about finances.

I knew What we needed. I was a “Persona” as well (user of such an App). It would make work more efficient and organized.

The App had to be Simple, Clean, User-Friendly and serve for easy entry of data into the database and even easier way of pulling a particular report from it.

PERSONA

Dane, 24 years old.

Employee at Highgarden LLC. (Has to send financial reports to owners every shift).

He’s a law student and it’s his part-time job. Dane is an organized and polite employee. He makes sure to do his job well.

Task Flow

Two active buttons on the Home screen suggest an action: Create Report or Get Reports.

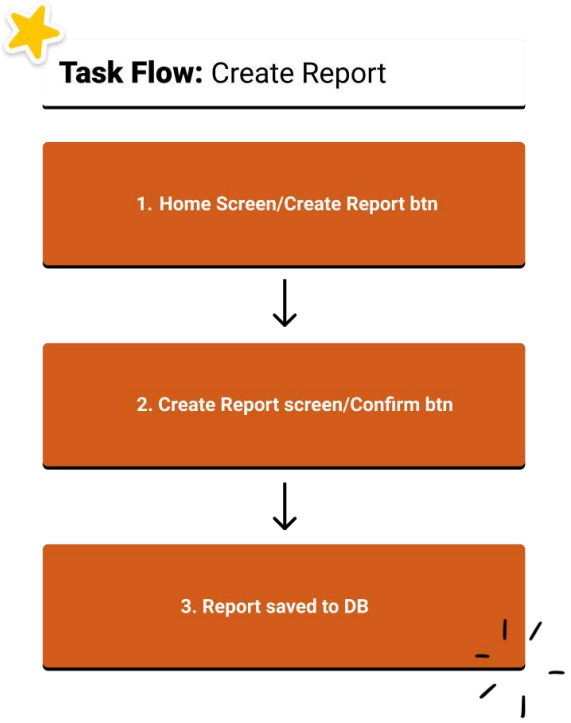
Depending on the user choice - there are two task flows:

5

TO CREATE A NEW REPORT

Task Flow Create Report

Path from Home screen to saving a new report.
The goal of is to save a new report in DB.



TO PULL A SAVED REPORT FROM DB

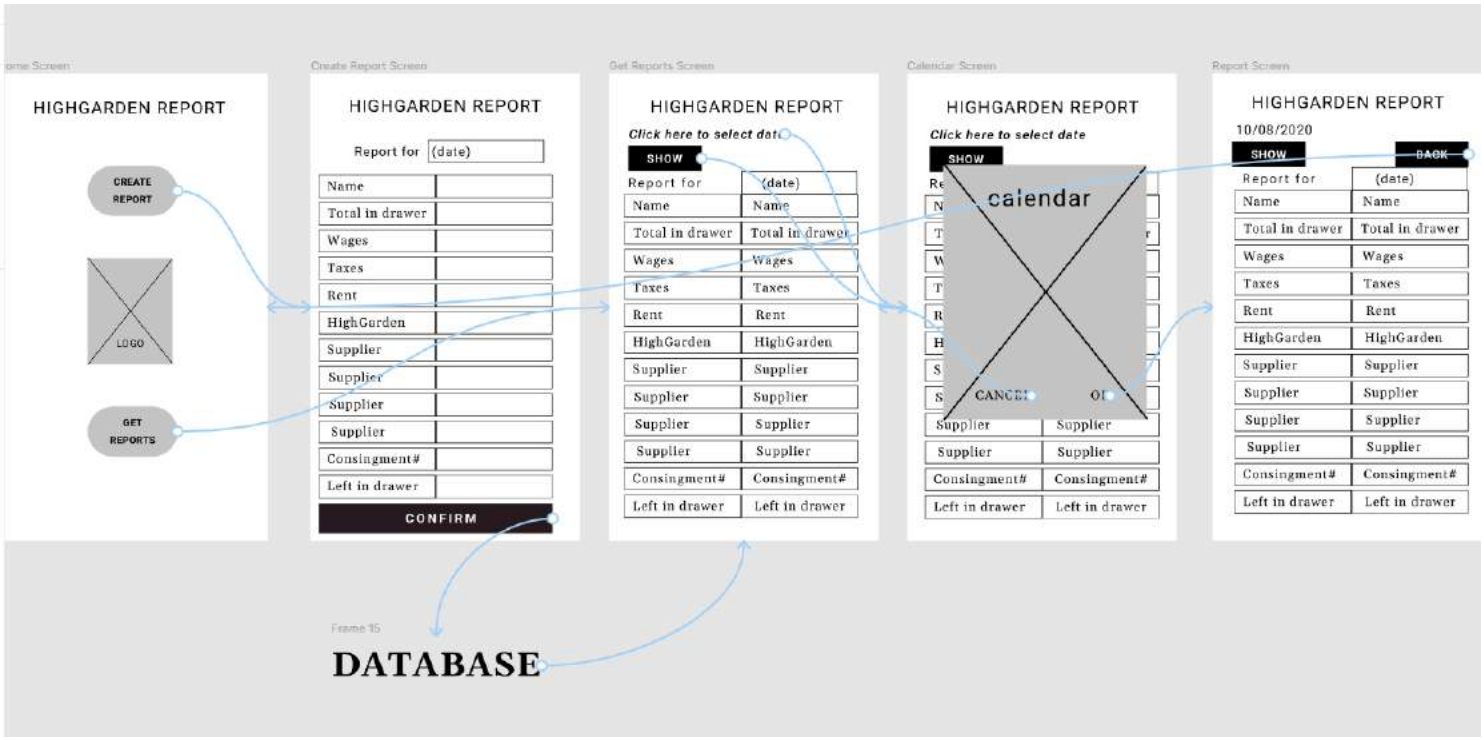
Task Flow Get Reports

Path from Home screen to pulling a saved report from DB.
The goal of is to find a report for particular date.

7

Wireframing

Wireframing and user flows were created in Figma.



8

Prototype and Mockups

Prototypes and Mockups were created in Figma.

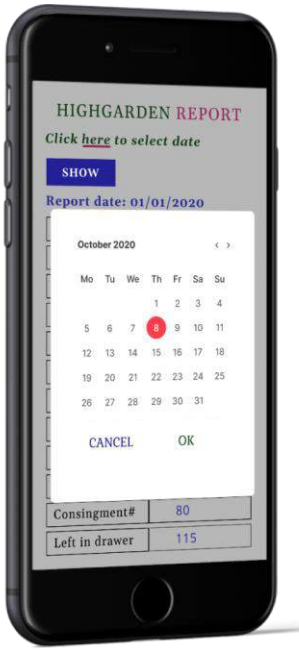
Two active buttons on the Home screen suggest an action:

Create a report or Get a report.

After clicking the "Create Report" button the App opens the screen with the form to fill out.

The button "Confirm" sends the data to a server in JSON format, saving it to the database.

After clicking the "Get Reports" button the App opens the screen with all reports in the database and an option to choose a specific report date.

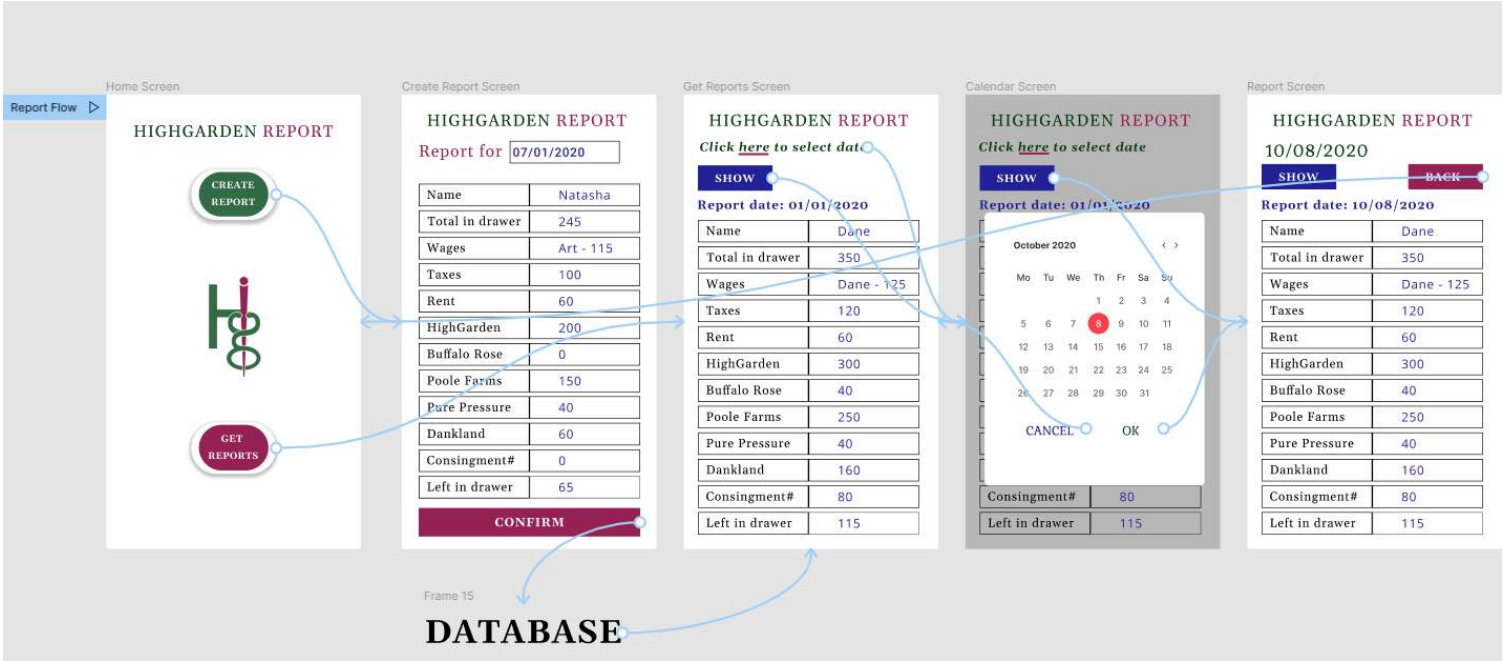


Users can select a date from the Calendar, which pops up on the Screen after clicking the “Date Selector”.

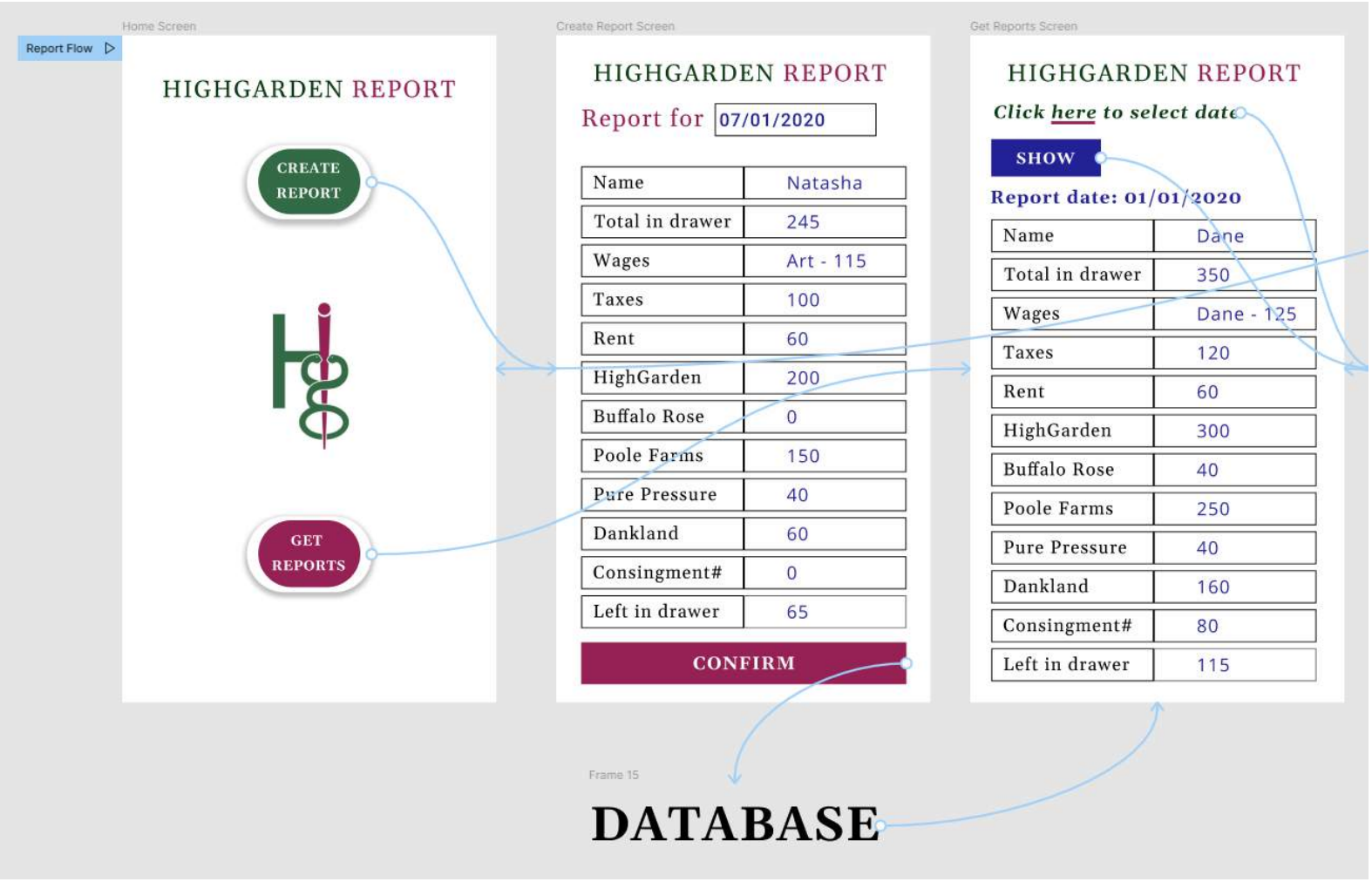
The date of a report is the Primary Key - so after selecting the date and clicking the “SHOW” button - the report in question opens on the next Screen.

After choosing the date in the Calendar and clicking the button "SHOW", the App finds the required report in the database and shows it on the Screen.

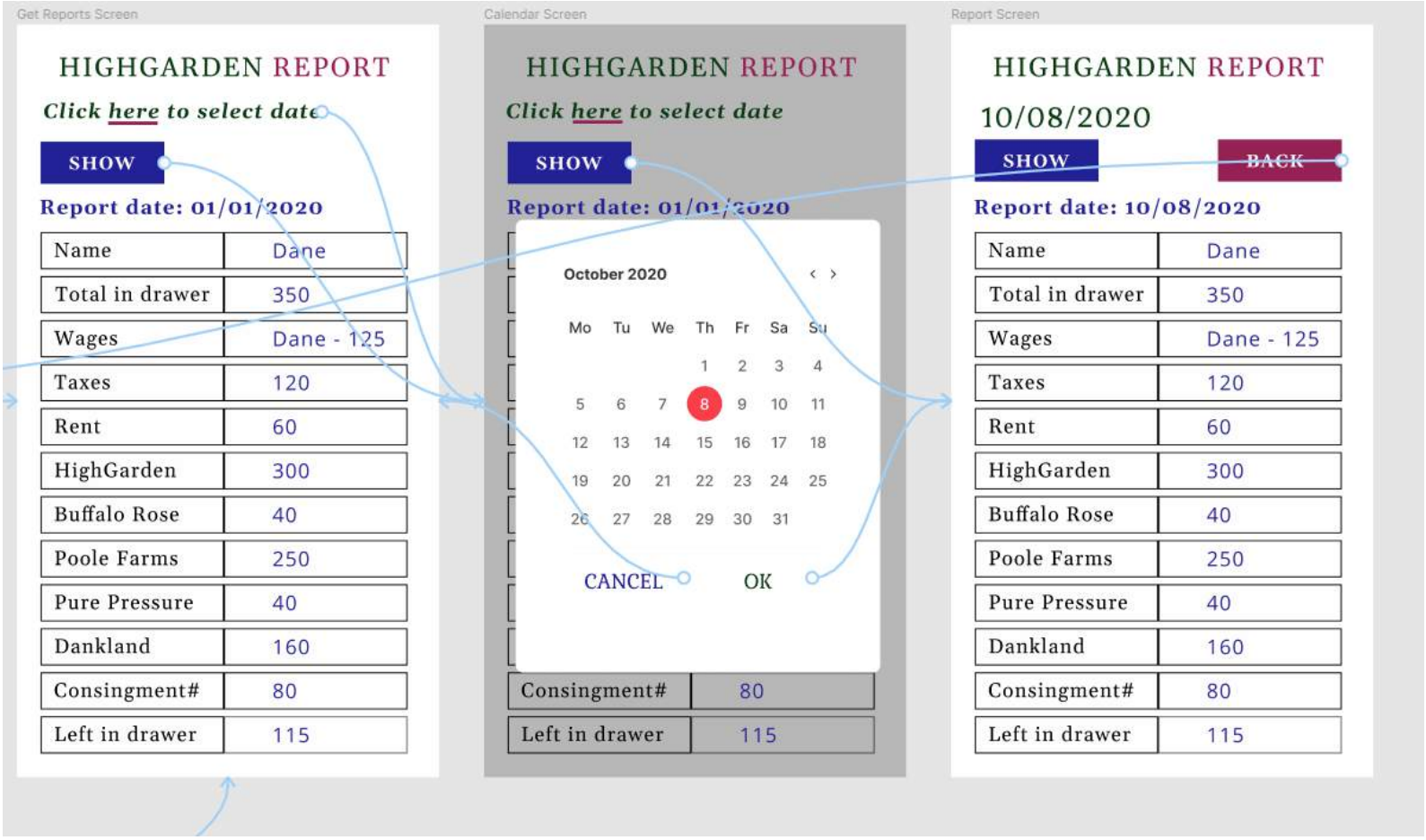
USER FLOW



CREATE / GET REPORTS FLOW



CALENDAR FLOW



Testing

Before its final look the App had been tested among employees.

Main concern was to make each form fit the screen while keeping readability and filling in the form easily.

Their feedback was used to improve the UI/UX of the App to maximum.

Visual Design & Development

After several iterations of prototyping and testing, the design was ready for a visual makeover.

Since I was the only developer of the App - it was my task to reach the end goal and get the App working for the sake of the company, its owners and employees.

Challenges

The difficulty, besides creating design - developing the app itself on my own, including front end and back end, and all the technical issues I faced - I also had to deal with the human factor while introducing the App to other employees - there was some kind of little resistance and apathy among some employees at first, because they didn't want to make an effort - download and try to use a new app and change the old way of sending reports to the top management simply by text.

I tried to check with every person on each shift to make sure they uploaded today’s report to the database.

Summary

Although not all employees were open to test/install and use the App at the beginning, I myself was using it for financial reporting all the time, saving reports consistently in the database, and also sending reports in a nice readable form- from the App to the shop owners.

They found it useful since it was much easier for them to find and review the reports with the help of the App.

After that all the staff was officially advised to use my App “Highgarden Report” for financial reports at the end of the shift.

The App was in use for about half a year.

While working on it I learned a lot of new skills and acquired great versatile experience in Mobile Development.

At the same time I clearly realized after all this work- that in future I want to focus and devote my time to Design and Creative challenges- which I really enjoy, rather than back end programming and resolving technical problems.

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LE ONDE Beauty Salon - Website

WWW.LEONDE.SITE

Overview

Objective - Create an engaging, competitive and effective online presence for a small beauty salon in Saint-Petersburg, Russia.

Purpose of the project - I integrated my UX/UI design skills as well as Web design skills while building every step of this product “from scratch”.

My role - Since this is my independent solo project, I performed all project roles, from research to developing of the Hi-Fi prototype and actual development, hosting, testing of the site, SEO.

Challenge - Make the Website look professional, engaging, and competitive for the Russian beauty market.

Final product showcase - Wireframing for desktop, Hi-Fi prototype for mobile, mockups, task flow, user flow; hosted working website with it’s own domain name (leonde.site); adding the website to the business at Google Maps.

Tools - Figma (Wireframes, Visual Design, UI/UX Deliverables, Prototype, mockup).

Visual Studio, HTML, CSS, Bootstrap (Website Development).

Research and Persona

The main idea of the Website is to attract more new customers to the Beauty salon: men and women.

Since I’m a frequent customer in this industry - I knew What the client needed and didn’t have to do a lot of research to determine the “main audience”. I myself or another woman, as well as any man looking for a beauty/ SPA service in Saint-Petersburg, Russia - is a “Persona”.

The Website had to be designed in a manner- that would be appealing to anyone no matter of gender, sexual orientation or age: Simple Menu with services, Marketing Message and Call to Action with a Button to Schedule - at the beginning of the Home page are followed by a gallery of images representing the best works.

I found inspiration looking through flawless and polished Websites of some American Beauty Salons.

PERSONA

Svetlana, 36 years old. Accountant at a medium company in Saint-Petersburg, Russia.

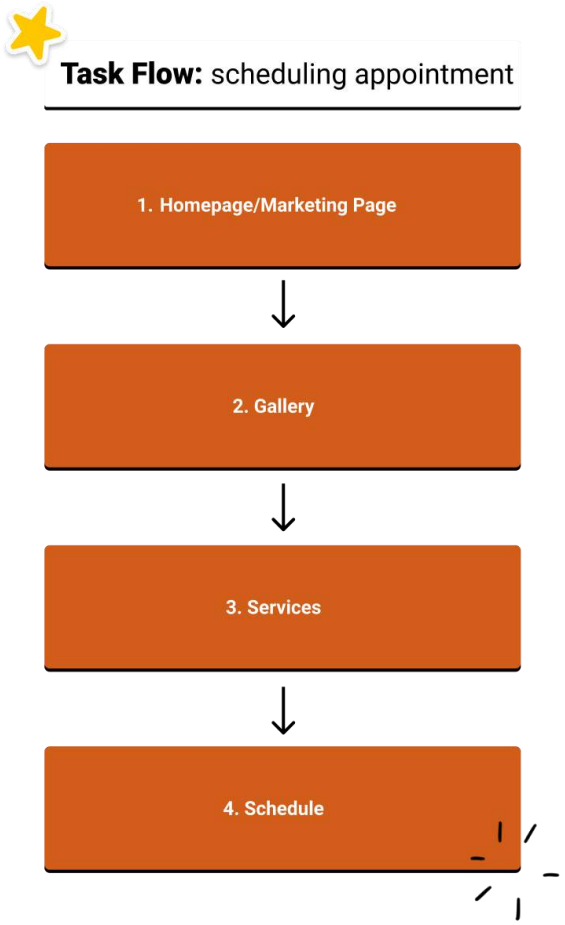
She is single and tries to keep up with her beauty routine, including manicure, pedicure, hair, eyelash extensions and sometimes massages.

She is loyal to professionals of the Beauty Industry, when she really loves their work. Le Onde salon would like to take hold of such customers like Svetlana.

Task Flow

The Home page is designed in a way that allows the user to call and schedule an appointment for any beauty procedure immediately by clicking the Schedule Button, or after scrolling through the Gallery of images and familiarizing themselves with provided Services at the Salon.

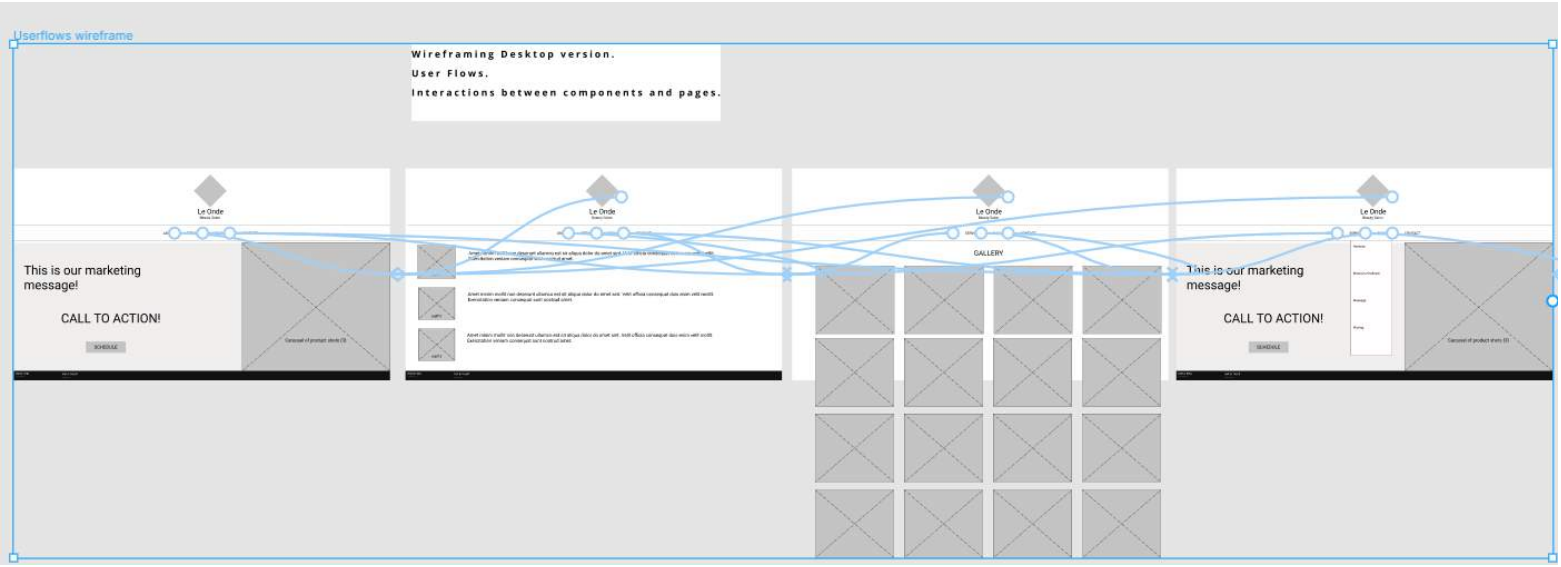
Task Flow
Path from Home page to scheduling appointment.
The goal of the Website is to have user schedule appointment (immediately or after scrolling throw the gallery and checking, what services salon may offer).



Wireframing

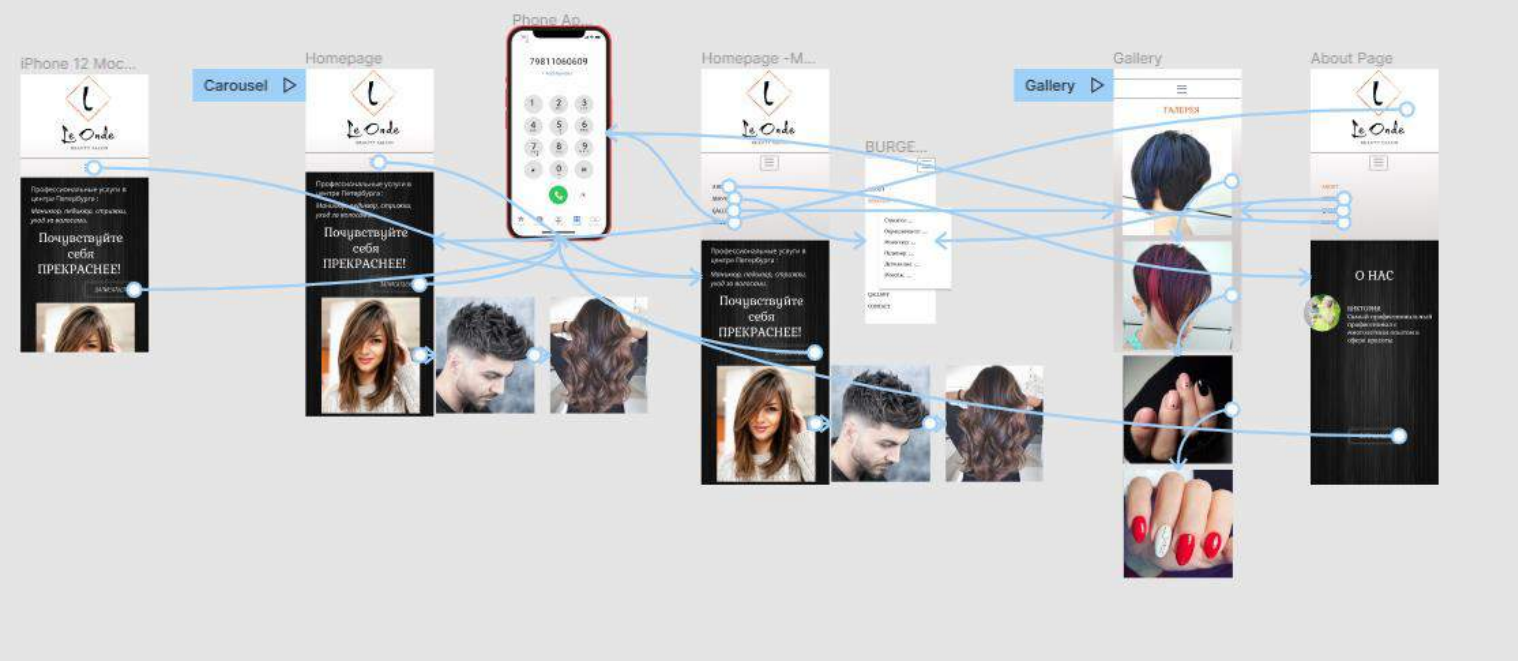
Wireframing and user flows were created in Figma.

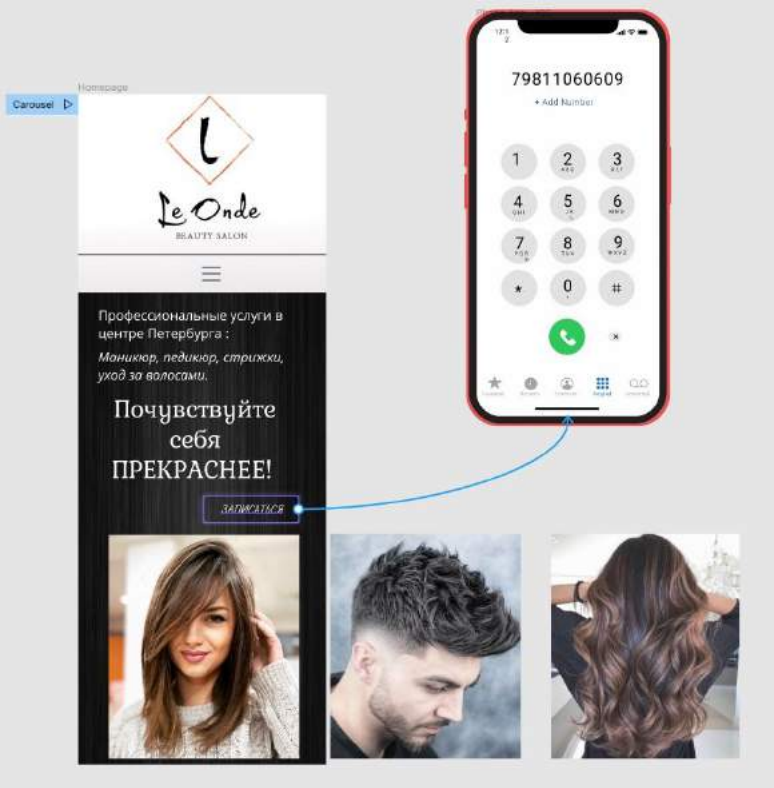
Wireframing Desktop version. User Flows. Interactions between components and pages.



Prototype and Mockups

Prototypes and Mockups were created in Figma.

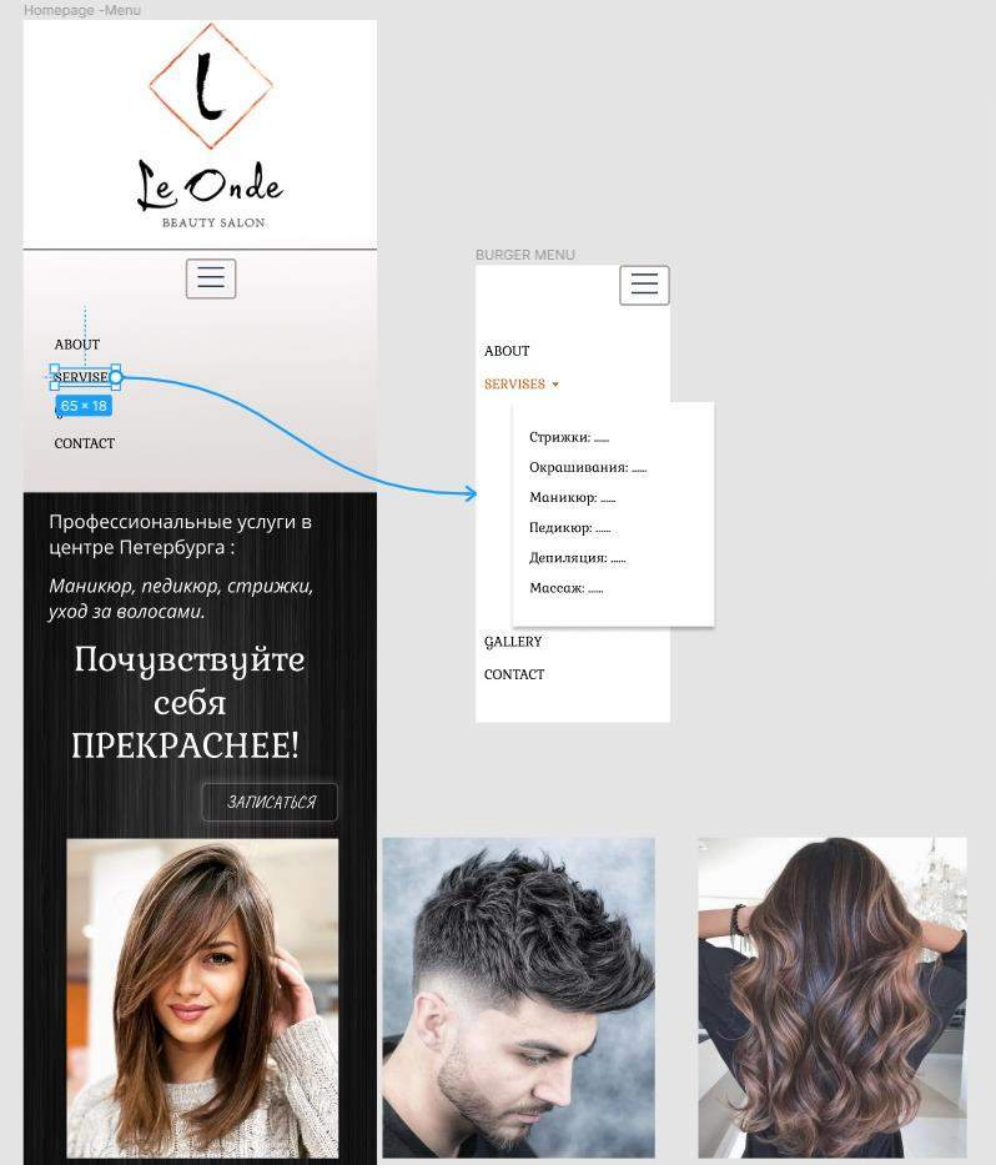




SCHEDULE FLOW

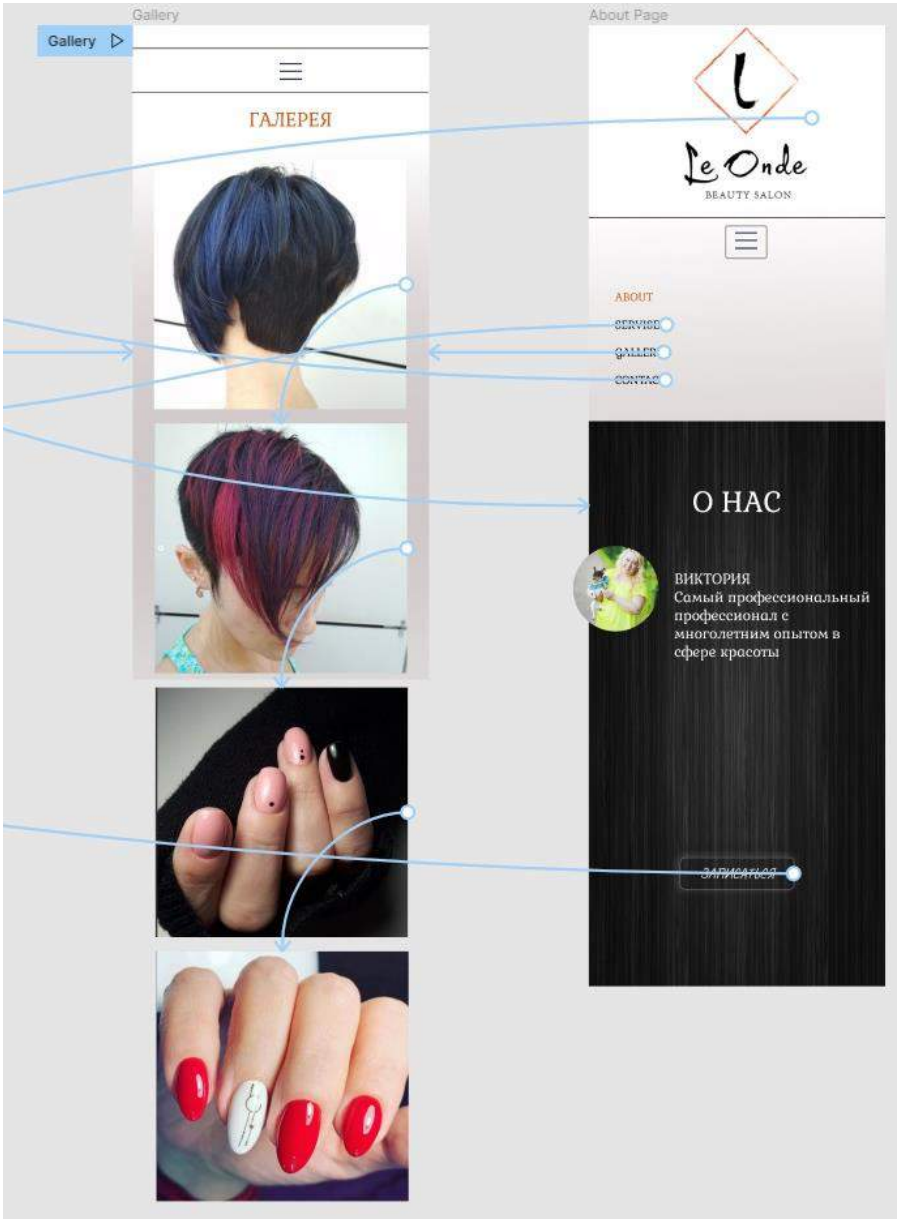
After clicking the Schedule Button on the Home Page - the App opens a screen with a dialing option and the phone number to call.

Below the Marketing Message and the button - there is a carousel with three images of different hair styles for women and men.



SERVICES FLOW

After choosing the option Services in the Menu - it unfolds showing the list of services offered at the Salon.



ABOUT FLOW

After choosing the option About in the Menu - it opens the About page, describing the Salon and its Masters.

The Schedule Button is also present on the About page for better user experience.

GALLERY FLOW

After choosing the option Gallery in the Menu - it scrolls down to the Gallery (going through images by scrolling or clicking an image.)

Testing

Before its final look the Design of the Website was tested on different screens (desktop and mobile) to make sure it is responsive and images in the Gallery are arranged on various screens as designed.

Main concern was to make it attractive, elegant and engaging, but not overwhelming with details.

The feedback was used to improve the UI/UX of the Website.

Visual Design & Development

After several iterations of prototyping and testing, the design was ready for a visual makeover.

It was decided by the stakeholder/ salon owner (and agreed by me)- that most content should be present at the Home page, including the Gallery - that's why the Gallery doesn't have its own page (as was planned from the start), but has an anchor at the same page- so when the Menu item "Gallery" is clicked - it automatically scrolls down to the Gallery of images.

Since I was the only Webdesigner and Developer of the Site - it was my task to reach the end goal and create a Website, which would attract more new clients to the Salon Le Onde.

After the Website had been approved by the stakeholders - I registered a new domain for it and hosted it at my platform: www.leonde.site .

Challenges

Main challenge of this project was that the client had no idea about what they wanted. Though I asked to find at least an example of a site - what they like, but that seemed pretty difficult for them, too.

Another difficulty working with this client was that they hardly could provide me with any content for their Website (for example - information for the About page) - so most of it I searched and copied myself from the Instagram Page of the Salon.

Summary

After testing and some improvements, the finished product - website received its own domain name - www.leonde.site .

The website has been added to the business name (salon Le Onde)- on Google Maps, too.

The client was advised to promote the website as much as possible on their end - to attract more customers to the salon.

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LE ONDE Beauty Salon - Logo

This is the Final Logo, chosen by the client.

Overview

Objective - Create an elegant, classic-looking and effective Logo for a small beauty salon in Saint-Petersburg, Russia.

Purpose of the project - I applied my creativity and Graphic design skills as well as Adobe Illustrator tools to create this Logo.

My role - Since this is my independent solo project, I performed all project roles, from research to developing of the Logo and interacting with the stakeholders.

Challenge - Make the Logo look professional, elegant, and attractive for the Russian beauty market.

Final product showcase - Logo chosen by the client in .png format.

Tools - Adobe Illustrator.

Workflow

The client didn't have any particular design in mind. The only requirement was to have the **name of the Salon in the Logo.**

Keeping in mind that it is a **Beauty Salon** with main target audience being: mostly women of different ages I offered the following Logo designs to the client:

LE ONDE
Beauty salon

L
Le Onde
BEAUTY SALON

L
Le Onde
Beauty salon

LE ONDE
Beauty salon

After considering the offered Logos, the client picked a favorite without any changes.

It appeared to be perfect as is.

ANNA KOKKO Permanent Makeup

This is the Final Logo, chosen by the client.

Overview

Objective - Create an elegant, classic-looking and effective Logo for a private permanent makeup artist in Saint-Petersburg, Russia.

Purpose of the project - I applied my creativity and Graphic design skills as well as Adobe Illustrator tools to create this Logo.

My role - Since this is my independent solo project, I performed all project roles, from research to developing of the Logo and interacting with the stakeholders.

Challenge - Make the Logo look professional, elegant, and attractive for the Russian beauty market.

Final product showcase - Logo chosen by the client in .png format.

Tools - Adobe Illustrator.

Workflow

The client didn’t have any particular design in mind.

The only requirements were - her Full name had to be represented in the Logo, as well as all 3 types of businesses she’s having under the same brand.

Keeping in mind that it is **Beauty Industry** with main target audience being: mostly women of different ages I offered the following Logo designs to the client:

ANNA KOKKO

Permanent makeup. academy. shop.

Anna Kokko

Permanent makeup. school. shop.

ANNA
KOKKO
Permanent makeup. school. shop.

A
Anna kokko
Permanent makeup. School. Shop.

After considering the offered Logos, the client picked a favorite style, but wanted to change several things like font, Monogram style and color.

So I offered various options of colors and shades, as well as fonts and Monograms for the Logo design.

Original Logo Design

Variations of color

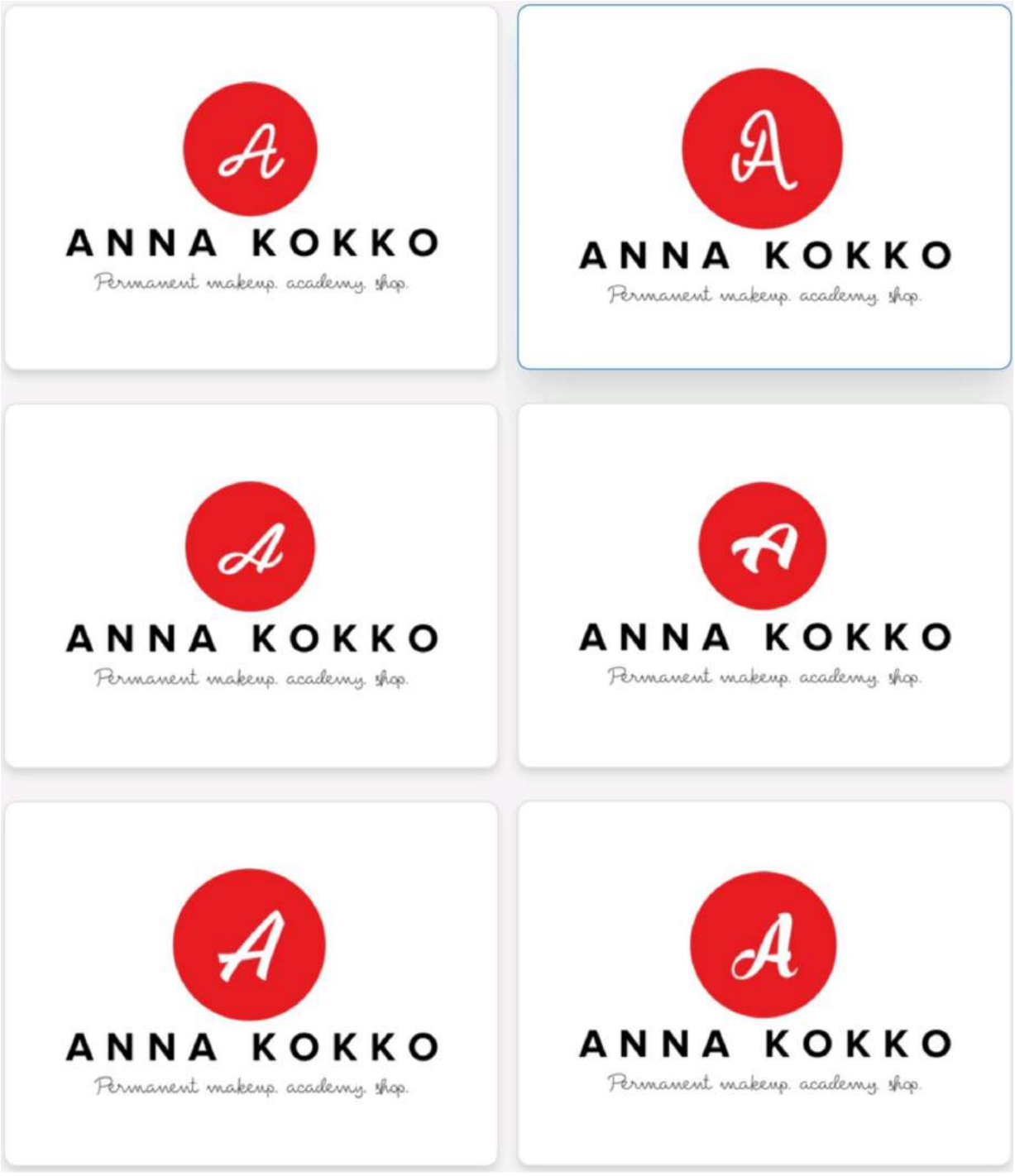
ANNA KOKKO
Permanent makeup. academy. shop.

ANNA KOKKO
Permanent makeup. academy. shop.

ANNA KOKKO
Permanent makeup. academy. shop.

Variations of color

Variations of Fonts/ Monograms


ANNA KOKKO
Permanent makeup. academy. shop.
ANNA KOKKO
Permanent makeup. academy. shop.
ANNA KOKKO
Permanent makeup. academy. shop.
ANNA KOKKO
Permanent makeup. academy. shop.
ANNA KOKKO
Permanent makeup. academy. shop.
ANNA KOKKO
Permanent makeup. academy. shop.

Variations of Monograms

Final Design of the Logo:

ANNA KOKKO
Permanent makeup. Academy. Shop.

LEGACY

EQUIPMENT - Website

https://www.legacyequipment.com/

Overview

I have been working on this project as a part of a team, being an Assistant Web Developer at Beals Cunningham Ad Agency.

Besides standard advertising the Agency provides various digital services, like developing Websites for big companies like Legacy Equipment.

Objective - Create a strong and effective online presence for a remarkable John Deere dealership with 7 locations serving Northeast Arkansas and Southeast Missouri.

My role - Being a part of Web Design team, I was working closely with other Web Designers and Developers fulfilling their tasks, as well as other stakeholders', including but not limited to creating and replicating layouts; working on task and user flows, wireframes, engaging prototypes, editing components/elements – like icons, buttons & other UI components; updating site content according to the client's requirements.

Challenge - Develop a Website according to the standards and requirements of the client in a particular time frame. Timely updating the Website according to the client's requests.

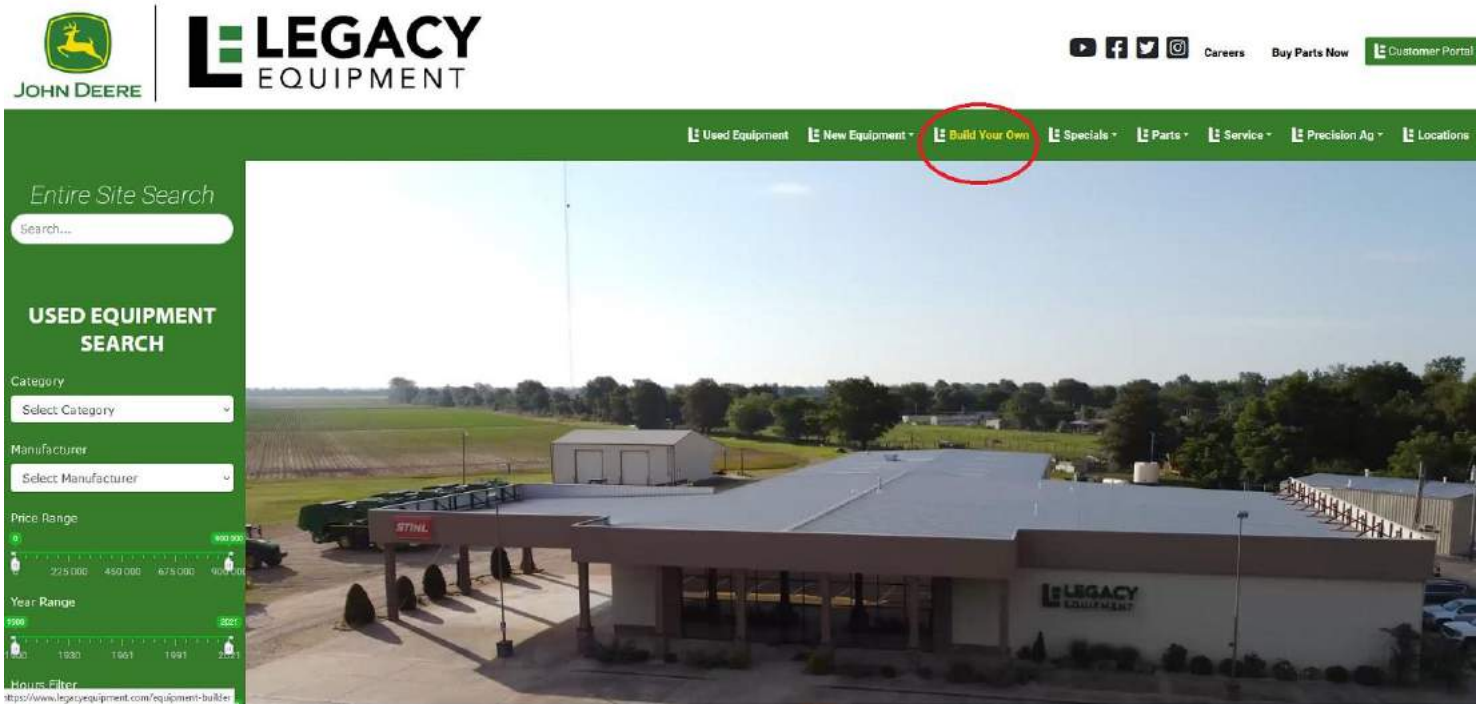
Final product showcase - A working Website; pages, layouts and UI/ UX components I worked closely on.

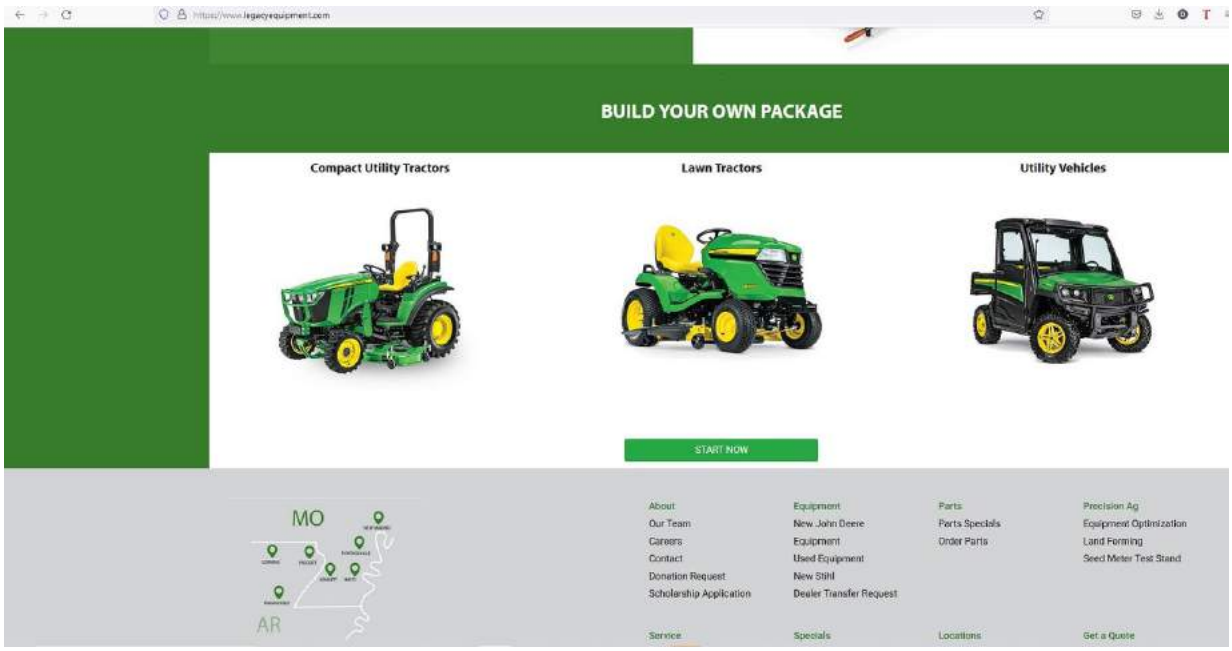
Tools - Local CMS for Web Development;

Visual Studio, HTML, CSS, Bootstrap (Website Development).

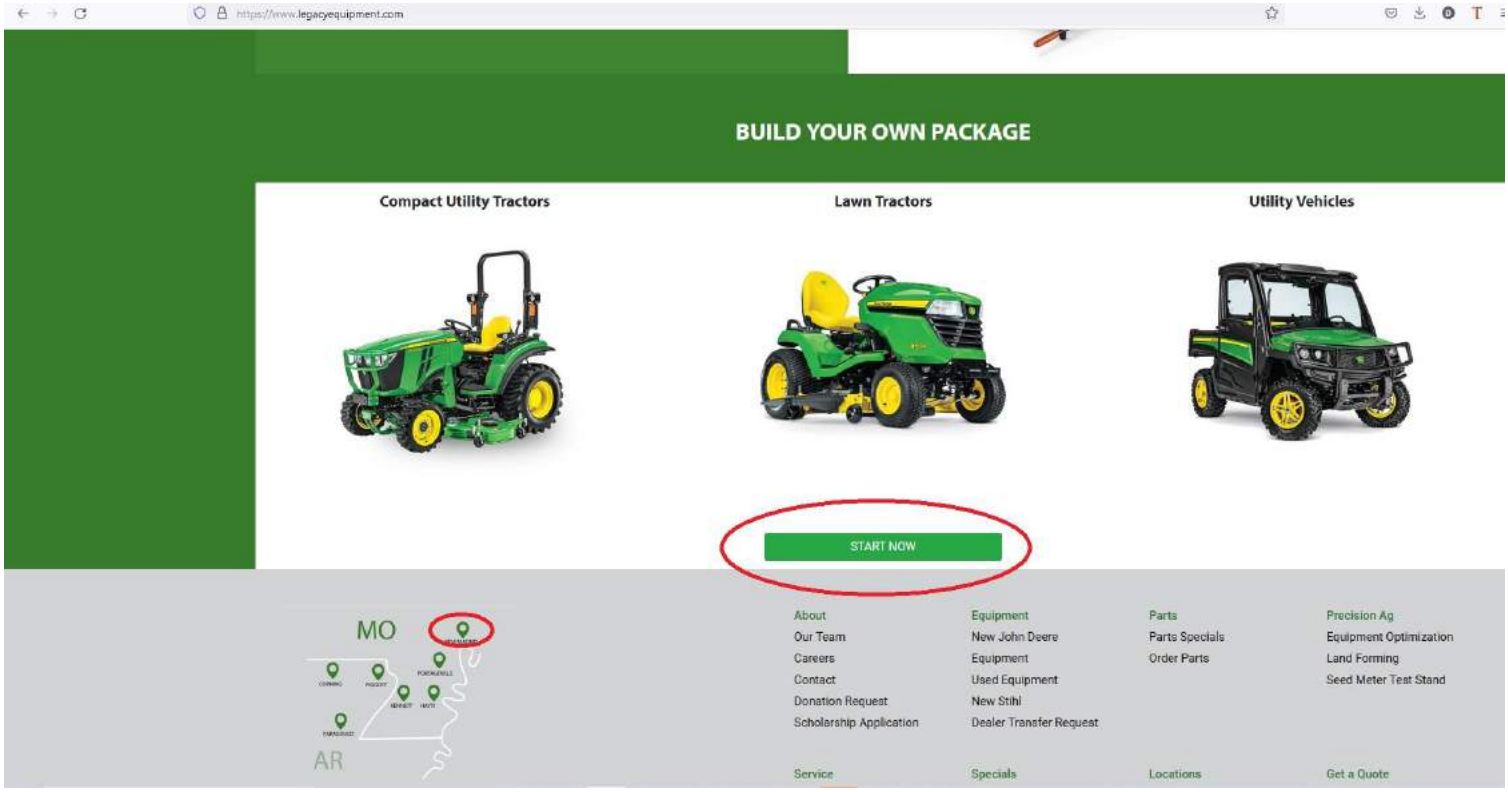
My Part

As a part of a team, I was assigned tasks dealing mostly with the Site section about Tractor packages - "Build Your Own".





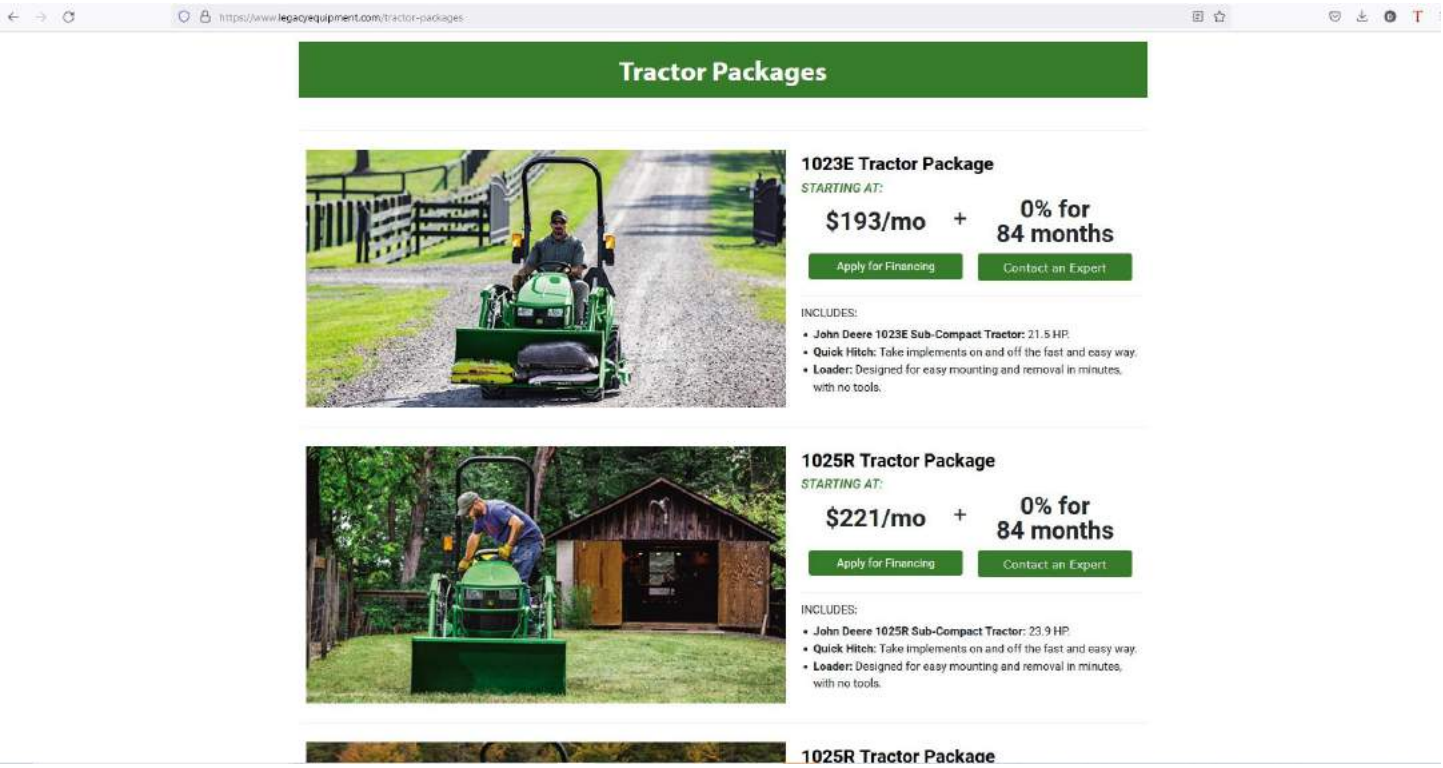
Here I worked on layout and the button “START NOW” specifically.



I also worked on icons, like this (“location on the map”).

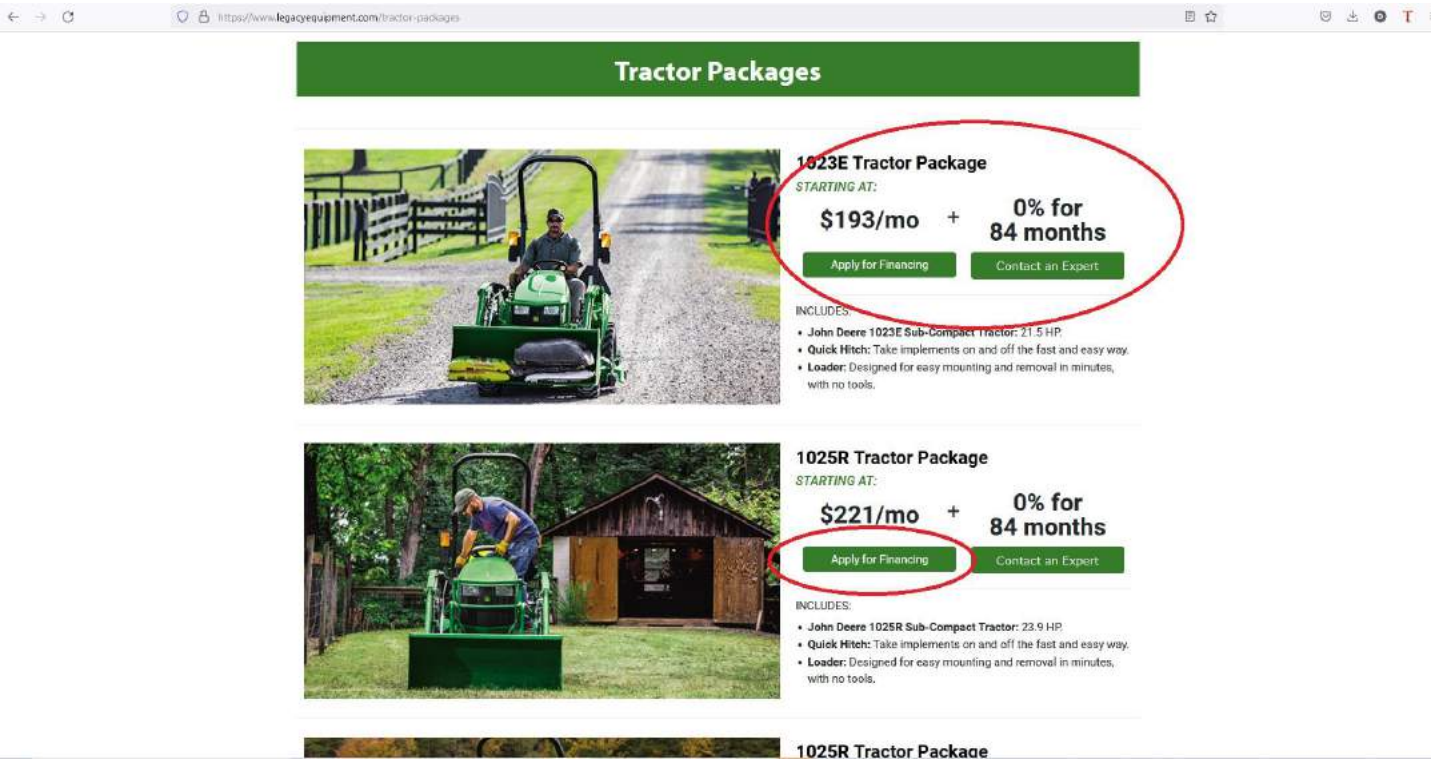
Eventually the stakeholders decided not to use as many icons on the Website as planned initially.

My main focus was staying on this page - Tractor Packages.



This is the page I've worked on in particular with layout, colors, fonts, buttons and other details.

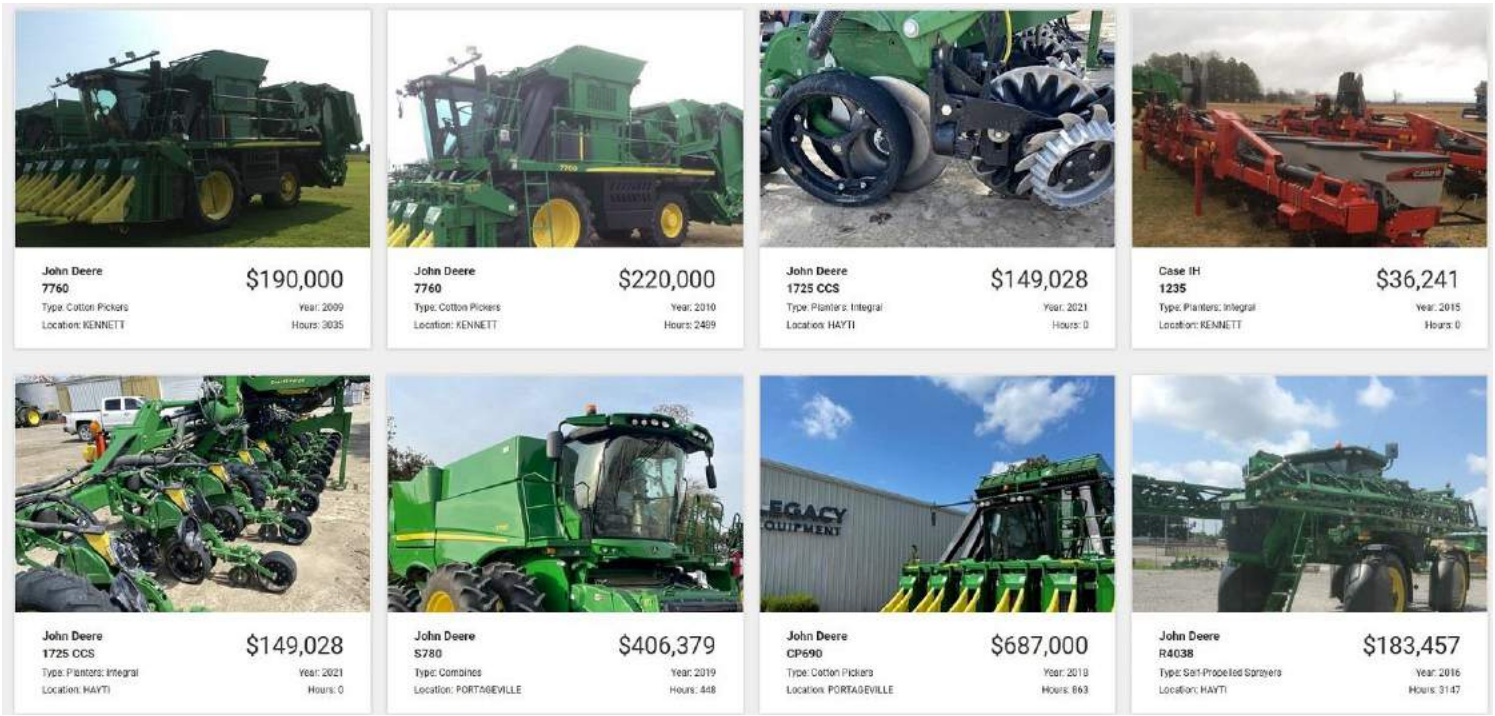
I updated and changed the layout and alignment according to the clients requirements until they were happy how it looked. I made sure the layout was responsive for different screens.



Editing UI components, like buttons here, - their color, size, font - was one of my main assignments.

My other regular task was updating the content of this section, according to the client's requirements, since prices for tractor packages and their parts could change.

Working with images : from searching for appropriate good quality images to uploading them to the Website.



Communicating with stakeholders, testing the Website and sample pages, giving and getting feedback - was a part of my job too, while working on the Website.

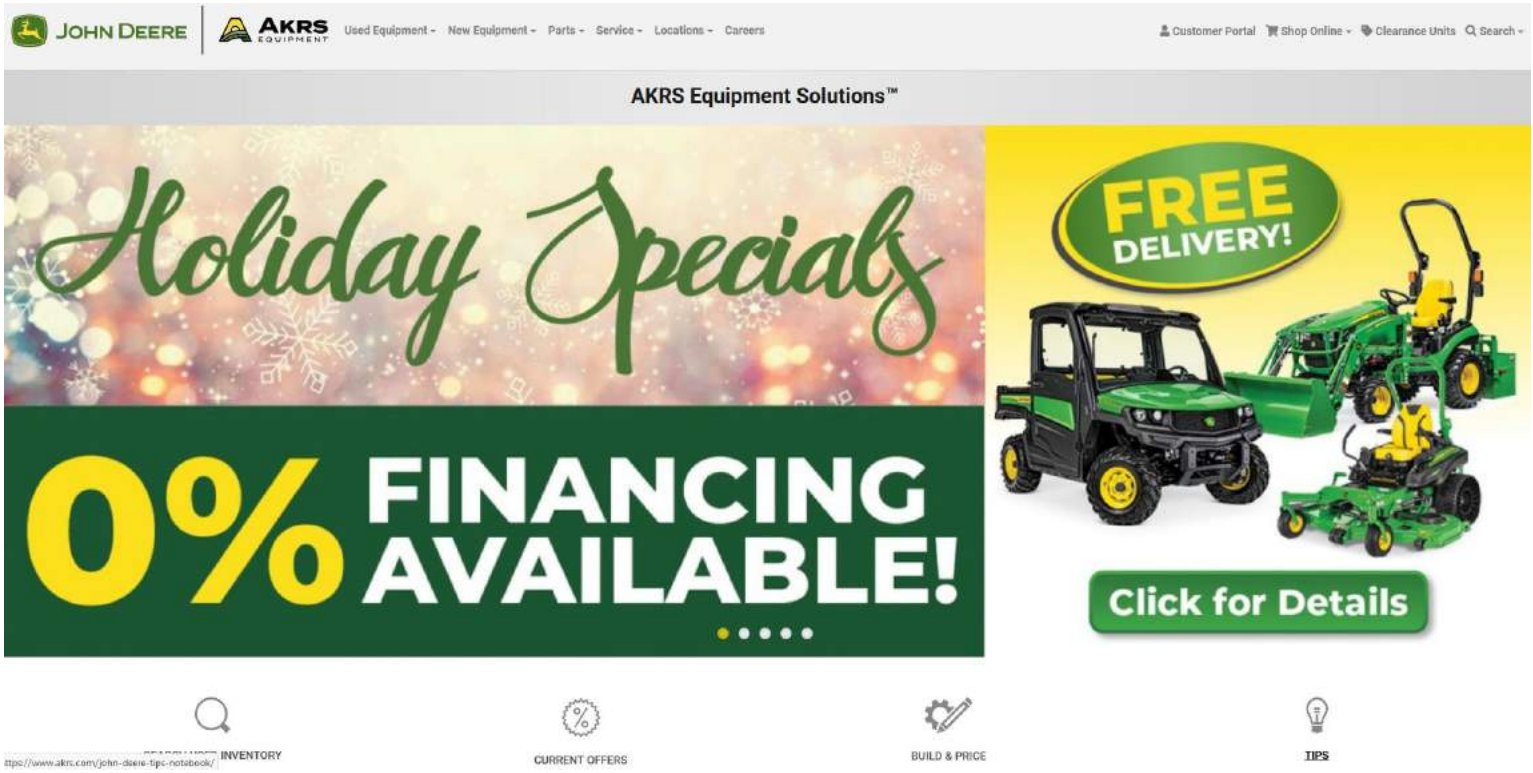
Summary

After all sections of the Website were developed, tested, updated and approved by the client - it was officially launched.

Working as a part of a team seems to me less challenging than on my own, but it is great to be able to learn something new from your teammates.

AKRS - Website

https://www.akrs.com/



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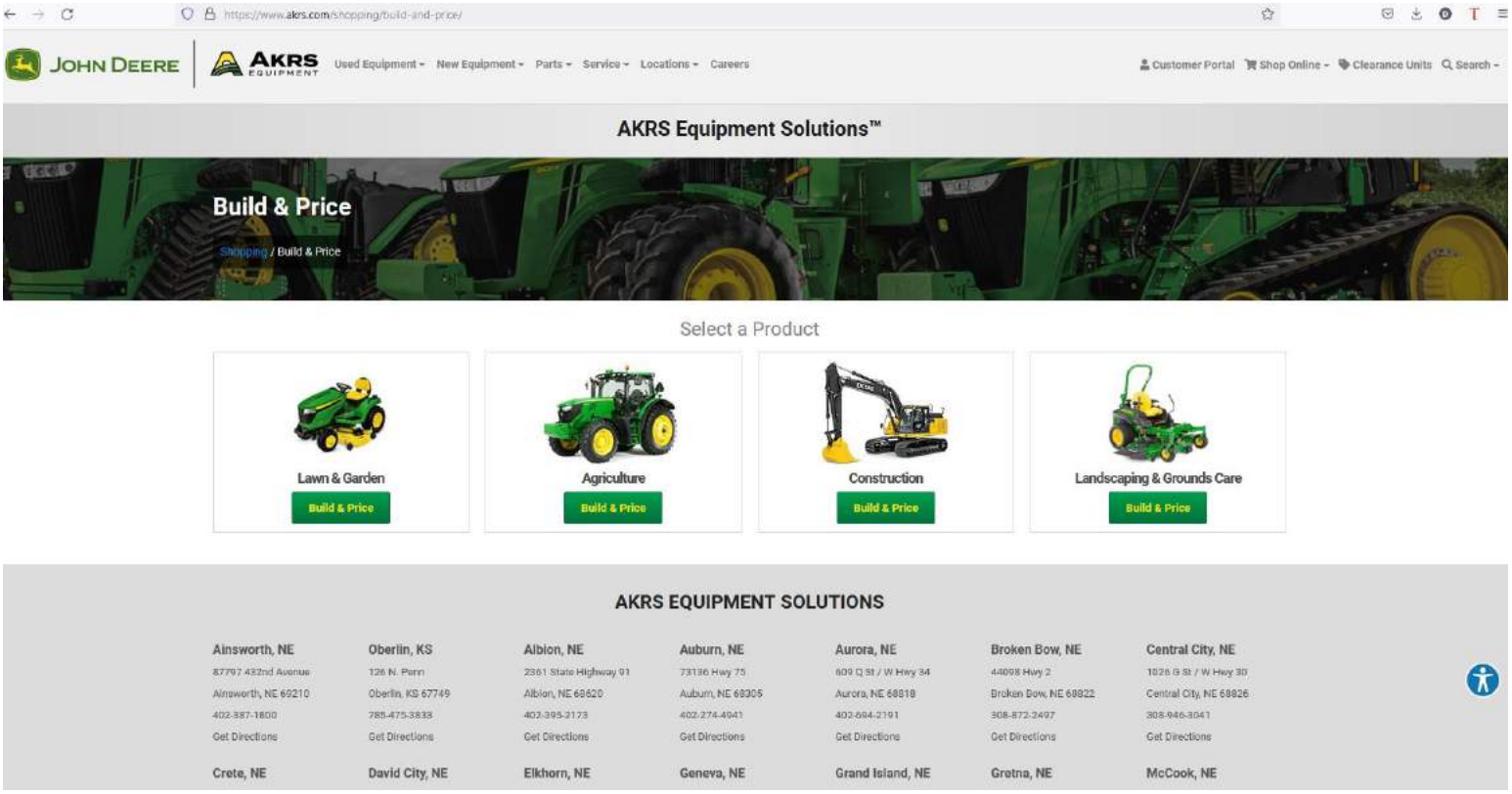
Final product showcase - A working Website; pages, layouts and UI/ UX components I worked closely on.

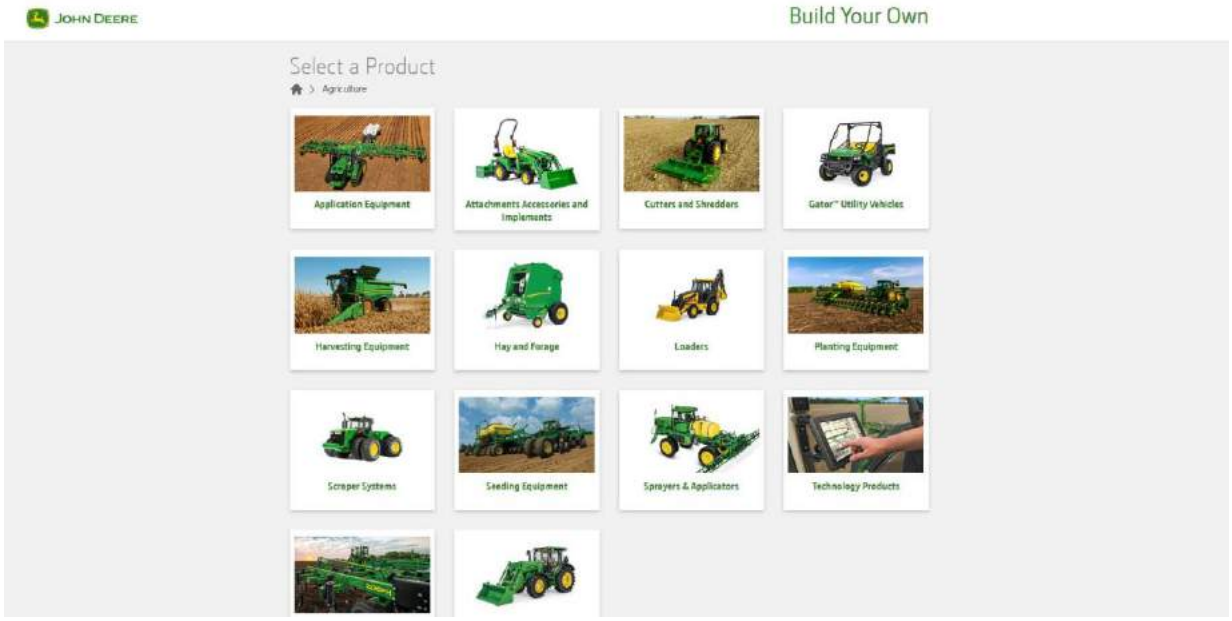
Tools - Local CMS for Web Development;

Visual Studio, HTML, CSS, Bootstrap (Website Development).

My Part

As a part of a team, I was assigned tasks dealing mostly with the Site section about Tractor packages - “Build & Price”.

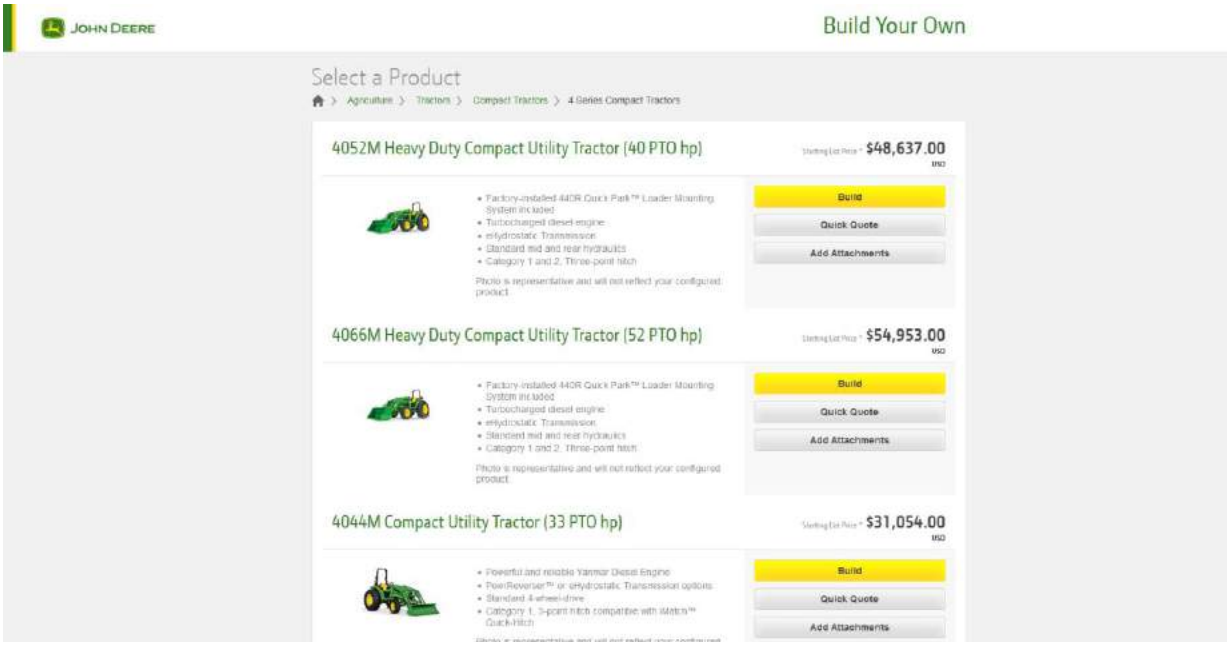




On this page I

worked on layouts and buttons specifically.

https://www.akrs.com/shopping/build-and-price/



I've worked in particular with layout, colors, fonts, buttons and other details.

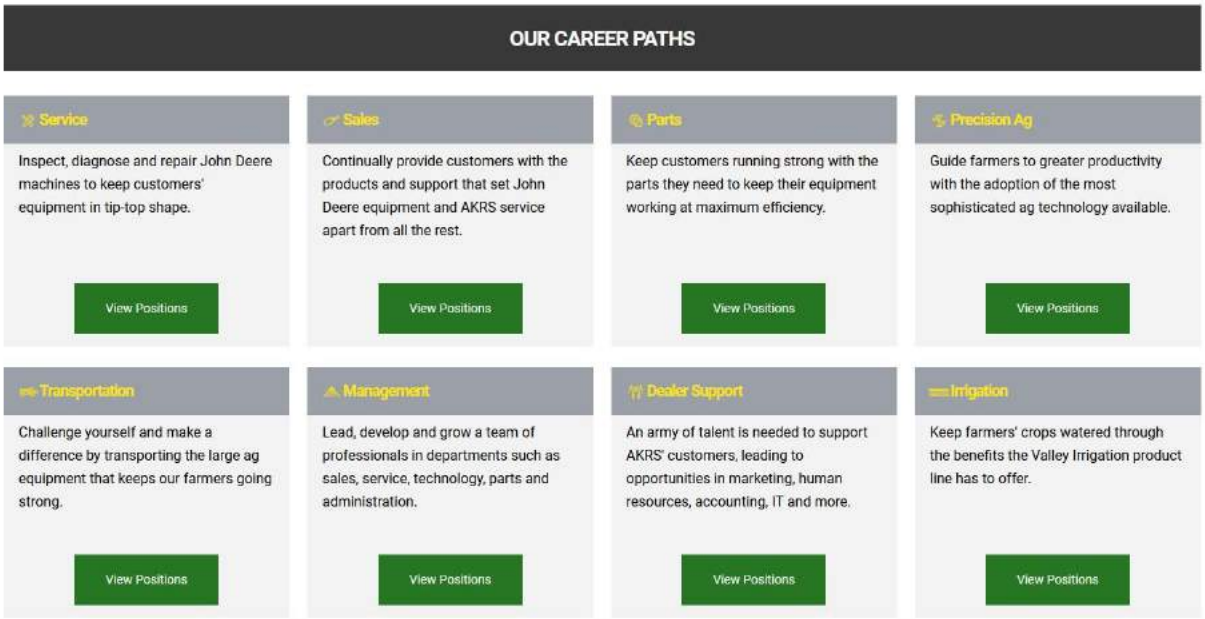
I updated and changed the layout and alignment according to the clients requirements until they were happy how it looked. I made sure the layout was responsive for different screens.

Editing UI components, like buttons here, - their color, size, font - was one of my main assignments.

My other regular task was updating the content of this section, according to the client's requirements, since prices for tractor packages and their parts could change.

“Careers” - is another page I worked on in particular with layout, buttons, fonts and colors.

https://www.akrs.com/careers/

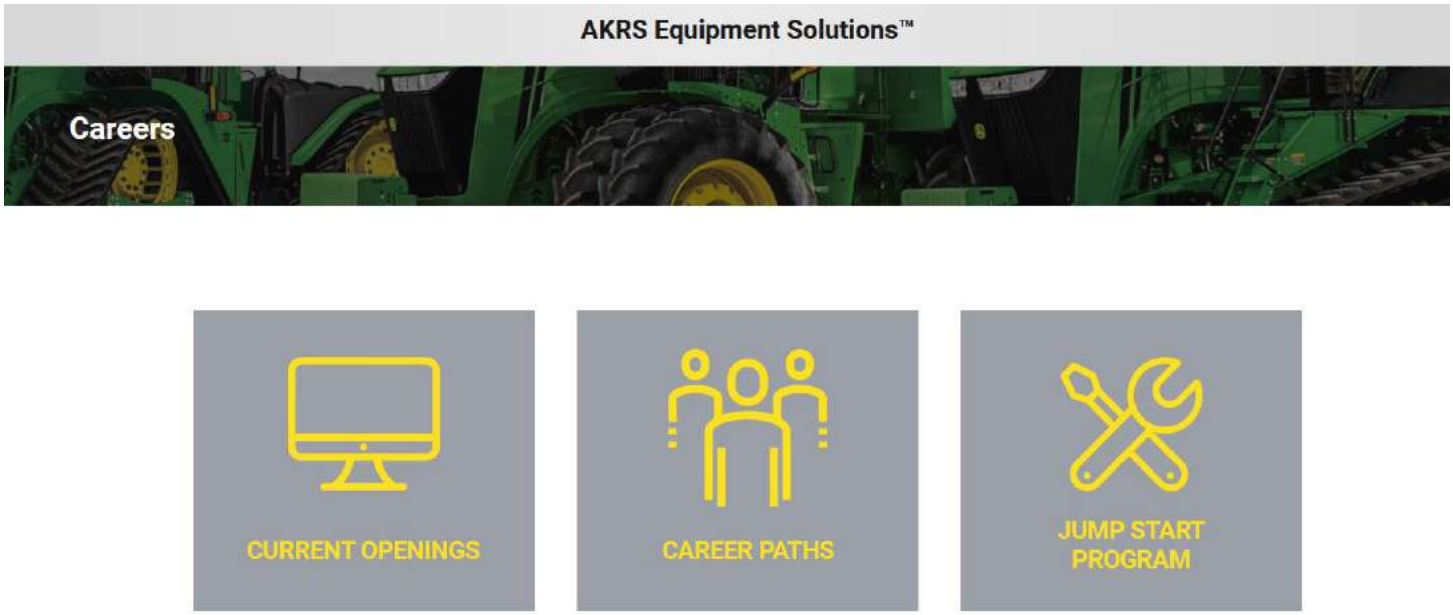


Equal Opportunity Employer

AKRS Equipment is proud to be an Equal Employment Opportunity employer. We welcome everyone to serve the agricultural community in the Midwest.

One of the main concerns of the stakeholders were icons, which are widely used on the Website.

One of my big assignments for this team project was to search, edit and update the icons for the Website.



Icons I've worked on in particular.

Communicating with stakeholders, testing the Website and sample pages, giving and getting feedback - was a part of my job too, while working on the Website.

Summary

After all sections of the Website were developed, tested, updated and approved by the client - it was officially launched.

Working as a part of a team seems to me less challenging than on my own, but it is great to be able to learn something new from your teammates.