HAZEL MŌNTENEGRO
PRODUCTIONS AND VISUAL ART

UX/UI Case Study

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Duration:

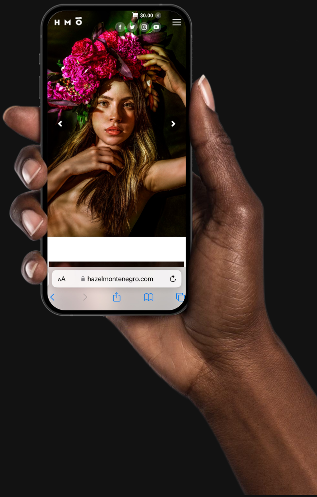
12th June - 30th August
(12 weeks)

Product Overview

The primary goal of this project is to create a compelling online platform that showcases Hazel Montenegro's diverse talents and acts as a hub for her visual storytelling portfolio. The redesign aims to enhance user experience, visually represent her work effectively, and position her as a leading figure in the global visual arts scene.

Tools

- Figma
- Wordpress
- Revolution slider
- Adobe Photoshop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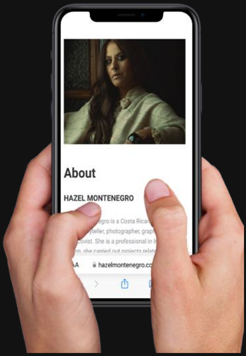

About
HAZEL MONTENEGRO
hazelmontenegro.co

Problem Statement

Hazel Montenegro, a highly talented Costa Rican visual storyteller, photographer, and graphic designer, faces challenges in effectively showcasing her diverse portfolio and connecting with a global audience. Despite her significant contributions to various industries such as arts, entertainment, music, fashion, and film, her online presence lacks a cohesive and immersive platform to engage viewers and potential collaborators. The current state of her digital representation does not adequately reflect her expertise, resulting in missed opportunities for visibility, recognition, and collaboration.

Design Process

Designing a compelling online portfolio for Hazel Montenegro involves a systematic and iterative design process. Here's a step-by-step guide:

Understand

User Research
User Interview
Competitve Analysis

Define

User Personas
Empathy Map
User Journey

Ideate

User Flow
Information Architecture

Design

Wireframe
Hi-Fi Designs
Prototype

Test

Feedbacks
Conclusion
Future Concept

Production

Wordpress installation
Hosting
Final testing

Design Timeline

1st week	2nd week	3rd week	4th week	5th week	6th week

Understand
User Research, User Interview, Competitve Analysis

Define
User Personas, Empathy Map, User Journey

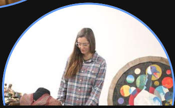
Ideate
User flow, Card sorting, Information Architecture

Design
Wireframe, HI-Fi Design, Prototype

Test
Feedbacks, Conclusion, Future Concept

Target Audience

The target audience for Hazel Montenegro's portfolio redesign includes individuals with a diverse range of interests and professional backgrounds who share a common appreciation for visual storytelling and creative expression.Here is a breakdown of the primary target audience segments: Creative Professionals, Art Enthusiast Collectors, Artistic Community Members, others.



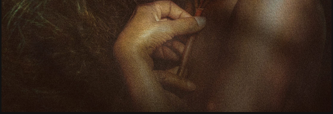
Pain Points

1. Limited Visibility of Work:

Users struggle to discover the full range of Hazel's work due to a lack of clear organization and categorization on the website.

2. Lack of Collaboration Opportunities:

Potential collaborators find it challenging to initiate contact or explore collaboration opportunities due to a lack of clear communication channels.



3. Complex Navigation:

Users may struggle with complex navigation, hindering their ability to explore and discover content effortlessly.

User Persona

NAME:	Olivia Brenes
AGE:	26
EDUCATION:	University of Calgary
JOB:	Art collector
LOCATION:	London, UK
HOBBIES:	Hiking and dancing

Bio

Olivia is an experienced art collector with a deep appreciation for diverse forms of visual expression. As a professional in the finance industry, she has developed a keen eye for unique artworks and seeks to expand her collection by discovering new and emerging talents.

Personality

- Hardworking
- Smart
- Expressive
- Thoughtful

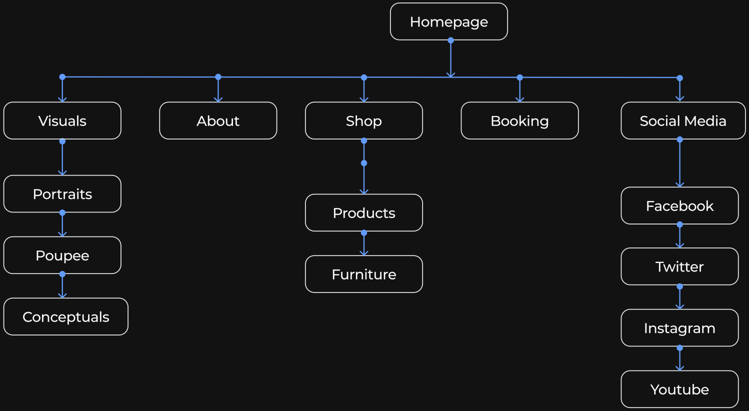
Pain points

- Limited Time.
- Difficulty in Identifying Emerging Artists.
- Need for AuthenticitY

Goals

- Discover Unique Artworks.
- Connect with Emerging Artists.
- Stay Informed about Art Trends.

Information Architecture/User Flow



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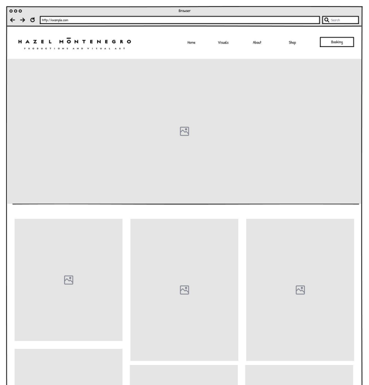
Sketches/Low-fidelity Wireframes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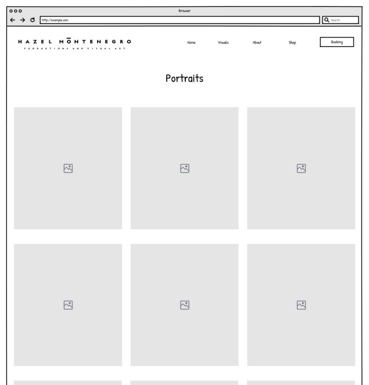
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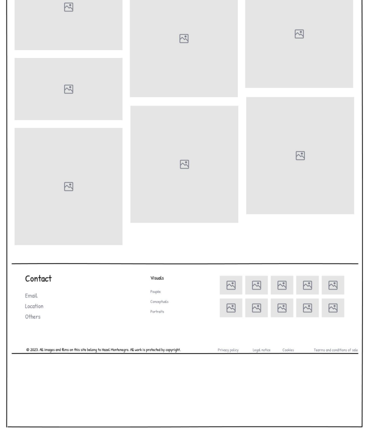
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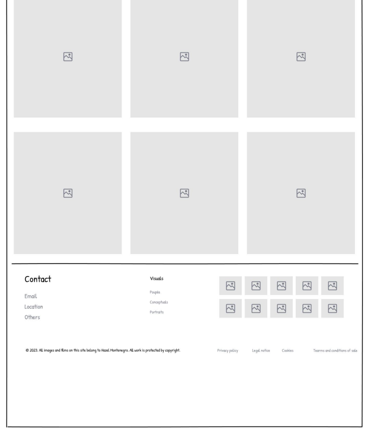
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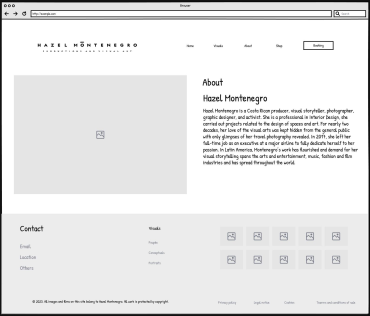
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Hazel Montenegro is a Costa Rican producer, visual storyteller, photographer, graphic designer, and activist. She is a professional in Interior Design, she carried out projects related to the design of spaces and art. For nearly two decades, her love of the visual arts was kept hidden from the general public with only glimpses of her travel photography revealed. In 2017, she left her full-time job as an executive at a major airline to fully dedicate herself to her passion. In Latin America, Montenegro's work has flourished and demand for her visual storytelling spans the arts and entertainment, music, fashion and film industries and has spread throughout the world.

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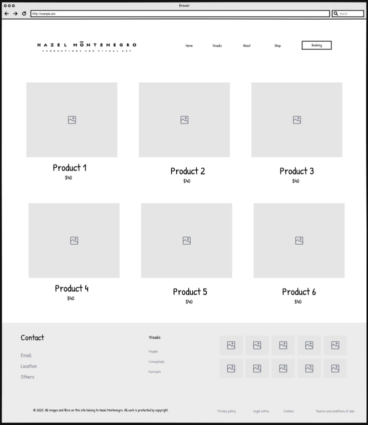
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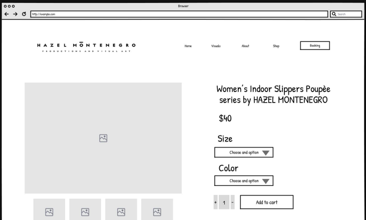
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Women's Indoor Slippers Poupèe series by HAZEL MONTENEGRO

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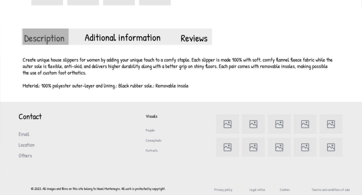

Description Aditional information Reviews

Create unique house slippers for women by adding your unique touch to a comfy staple. Each slipper is made 100% with soft, comfy flannel fleece fabric while the outer sole is flexible, anti-skid, and delivers higher durability along with a better grip on shiny floors. Each pair comes with removable insoles, making possible the use of custom foot orthotics.

Material: 100% polyester outer-layer and lining.: Black rubber sole.: Removable insole

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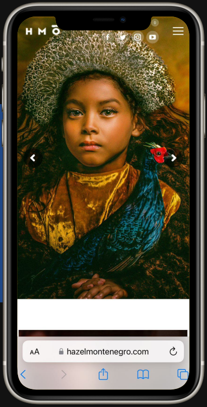
High Fidelity Screen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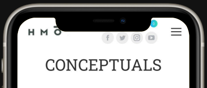
Streamlined adaptive menu seamlessly adjusts to any screen size, ensuring effortless navigation and optimal user experience across all devices

Dynamic and captivating Revolution Slider showcasing vibrant visuals, compelling messages, and seamless transitions.

Screen Name

High Fidelity Screen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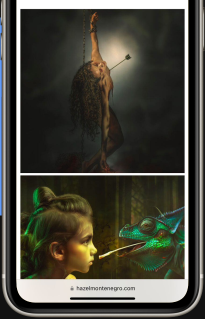
Eye-catching web titles grab attention and convey essential information succinctly, enhancing the overall user experience and navigation.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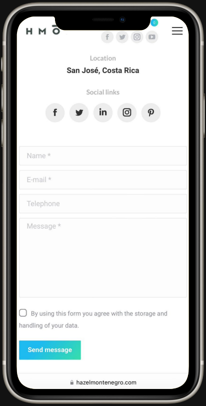
Sleek and responsive image gallery effortlessly adapts to various screen sizes, showcasing visuals with style and elegance across all devices

Screen Name

Other Screens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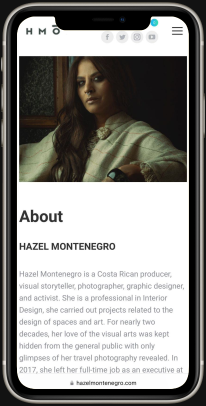
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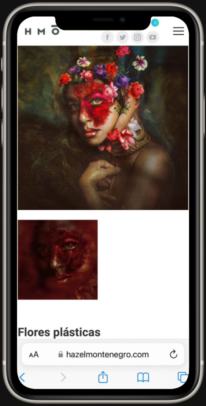
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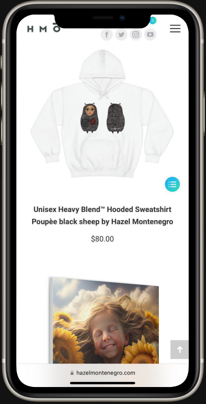
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Unisex Heavy Blend™ Hooded Sweatshirt Poupèe black sheep by Hazel Montenegro

$80.00

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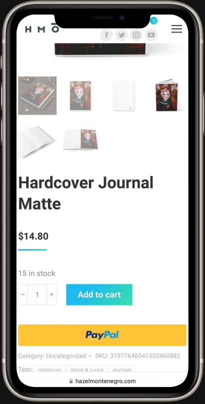
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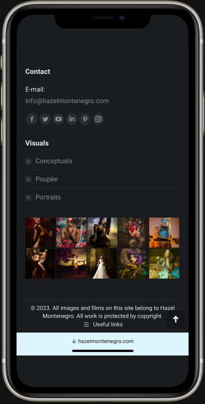
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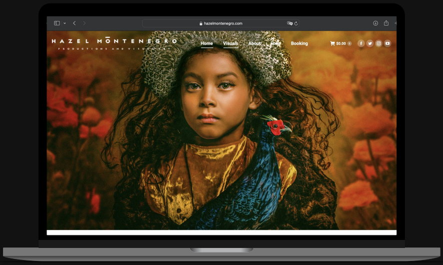
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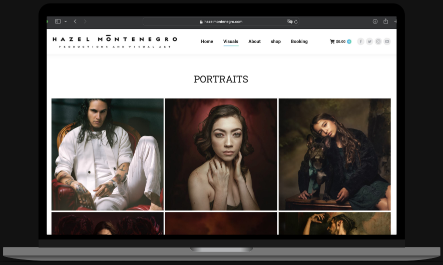
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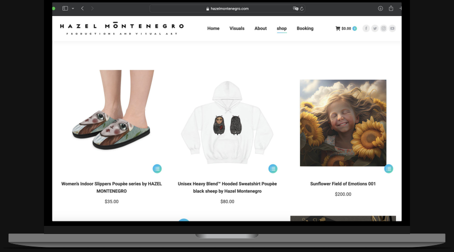
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