

Client

Elaina Juno

Portfolio



Background

A portfolio site for an artist / graphic designer. Professional and creative.

Contact info

elainajuno.art@gmail.com



Goals

Goals & objectives

A portfolio site with intuitive navigation and visually appealing layout and images. Keeps visitors engaged, they want to look around the whole site. Easy contact page.

Key pieces

- Info page
- Gallery
- Contact page
- Ordering page



Brand Personality

Creative Direction

- Friendly
- Colorful
- Charming

Font ideas

Calm, friendly, business

- Caveat Brush
- Zain
- Lexend Giga
- Playfair Display
- Montserrat

#FAB8B8

#F2C179

Rose Bud

Golden Sand

#FFF7E6

#BEE3AE

Early Dawn

Celadon

Target Audience

Caitlin

26 years old

Bartender

- Enjoys the arts
- Spends off days outdoors
- Plays instruments
- Loves her pets

Grace

36 years old

Chef / business owner

- Owns 2 local restaurants
- Loves cooking good food
- Enjoys a nice glass of wine
- Shops at the farmer's market

Chris

29 years old

Works at a marketing agency

- Great at networking
- Designs websites
- DJs at local events
- Goes for hikes with his dogs