

Creative director: Ivy
Designer: Elena

Review - 11/7

Notes:

- I think the typefaces you choose works very well in terms of differentiate levels of reading.
- The black and white color palettes really matches with my expectation and the theme, however, when I saw the mockups, I wish there could be one more color added to the website to make more layers of visual attention.
- When I entered the website, the navigation bar seems grab too much attention. And the interactive buttons that can guide people to different sections don't feel they are clickable.
- I love the grid system you established for both the web page also the mobile page. They are clear and visually comfortable.
- For the mobile mockup, I feel like the white navigation bar is a little redundant. The author's name doesn't necessarily need to show up two times in the beginning of the page.
- As I scrolled down to the bottom and read all of the text, it takes me sometime to scroll to the top and jump to different sections.
- I really appreciate the drop down menu you created for "Achievements". However, because there's different length of line for each achievement, the arrows you put on the right disrupted that sense of cleanness and order. Also, similar with the arrow on mobile mockup, some of them are centered, but for those title with two lines, it feels like they are not centered somehow. But I love you choose to aligned all of them to the right in the mobile mockup.