

A large, bold red diagonal shape that starts from the top-left corner and extends towards the bottom-right, creating a dynamic background element.

mariele ventrice **ux design & research**

Self Promotion Identity Package
SI 520 Introduction to Graphic Design
December 15, 2021

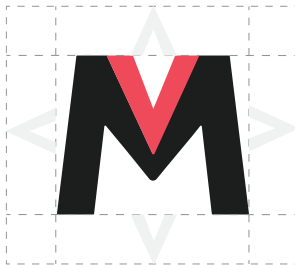


Logotype

M mariele **ventrice**



1x v height

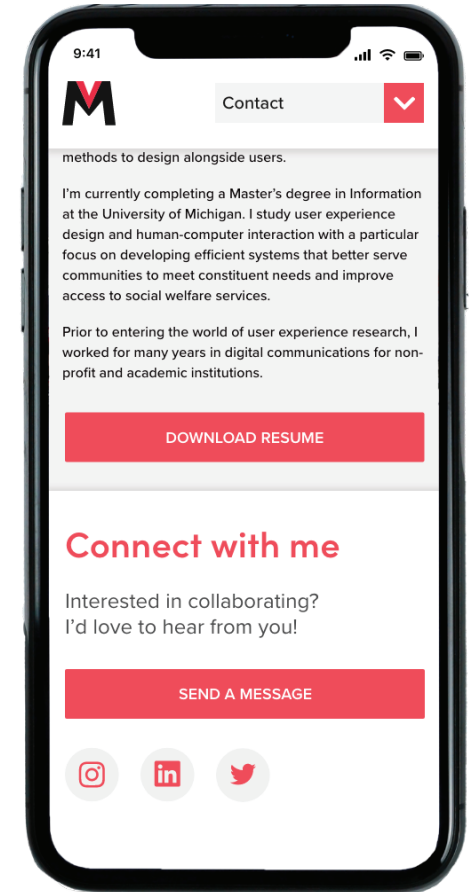
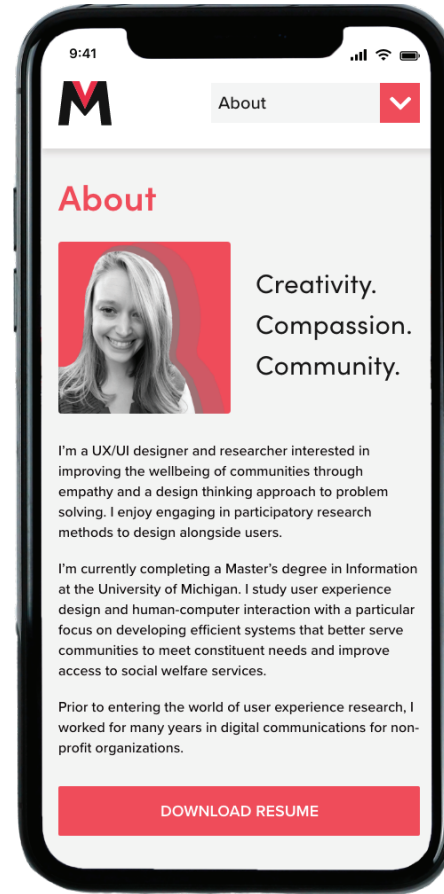
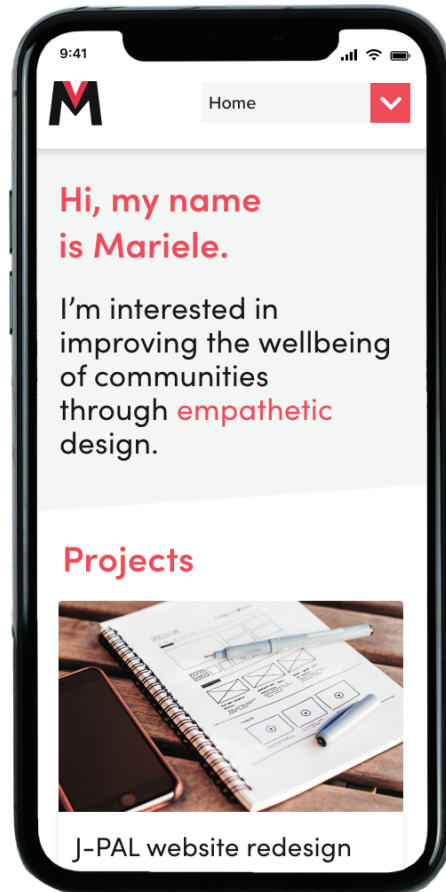
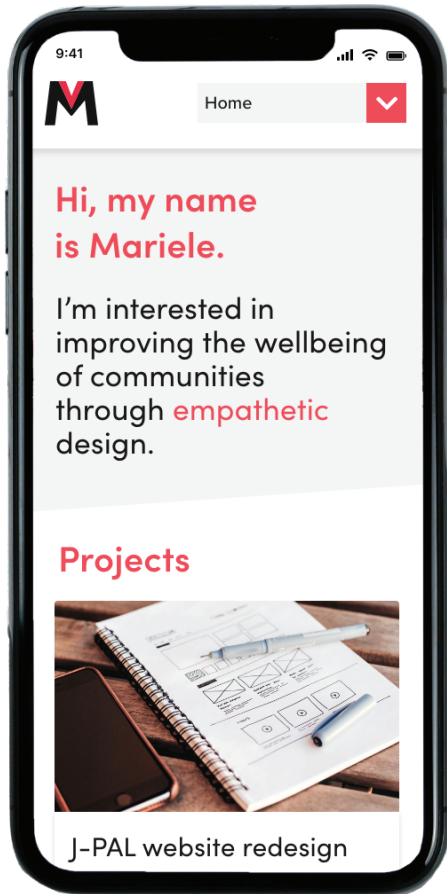


1/2x v height



1x v height

Mobile Designs



Business Card



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Product Placement

mini cactus



← 2 in →

Design Concept

general look & feel

My identity is modern, vibrant, and unpretentious. I use a free space, clean lines, and geometric shapes to generate a simple yet fun aesthetic. The color palette and typography choices are bold and accessible.

image choices

The images used in my identity package emphasize process and collaboration. In addition to images of final products, photographs of people doing the work help bring the user experience design process to life.



Identity Guide

color solution

#F04B5A RGB: 240, 75, 90 CMKY: 0, 86, 58, 0	#1B1B1B RGB: 27, 27, 27 CMKY: 72, 66, 65, 77	#4C4C4D RGB: 76, 76, 77 CMYK 66, 68, 57, 37
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Electric Pink

Charcoal

Shadow

#BFBFBF RGB: 191, 191, 191 CMKY: 25, 20, 20, 0	#FOEFEF RGB: 240, 239, 239 CMKY: 5, 3, 3, 0	#FFFFFF RGB: 255, 255, 255 CMKY: 0, 0, 0, 0
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Stone

Fog

Cloud

My color palette is a simple, modern, practical, and accessible for use on screens. A bright pink (Electric Pink) and several shades of gray create an **accented harmony**—one hue with and several **achromatic options**.

Electric pink is used for headlines, emphasis, and calls to action. It should not be used for text smaller than 40pt. Charcoal is used for text on light background and Cloud can be used for text on dark backgrounds.

Identity Guide

typography

Sofia Pro is the primary typeface used, accompanied by Proxima Nova for digital body copy.

I chose Sofia Pro, a geometric sans-serif typeface, for its minimalism, simplicity, and the straight lines and near-perfect circles that complement the visual identity of my brand.

I chose Proxima Nova, another sans-serif typeface, for my body text because its geometric appearance pairs well with Sofia Pro and its modern proportions make it very legible.

Please note that these styles were altered for mobile mock-ups.

Heading 1

Sofia Pro Semibold – 40pt – Electric Pink

Heading 2

Sofia Pro Regular – 34pt – Charcoal

HEADING 3

Sofia Pro Regular – 24 pt – Shadow

Subheading

Sofia Pro Regular – 22 pt – Charcoal

Body

Proxima Nova – 18 pt – Charcoal

Button text

Sofia Pro Semibold – 18 pt – Electric Pink/Cloud

Identity Guide

user interface components

Primary button

Secondary button

Disabled button

Home

Projects



Contact



Project Simplify

PARTICIPATORY DESIGN

In collaboration with researchers at University of Michigan's School of Information and Covenant Community Care, I helped conduct participatory design sessions with patients using telehealth services.

[VIEW THE RESEARCH](#)



J-PAL website redesign

WEBSITE DESIGN

As the digital communications lead at a research center at MIT, I helped redesign key features for a website upgrade. To ensure our new designs were user-informed, I conducted interviews and a survey with site users.

[EXPLORE THE WEBSITE](#)