



STUDIO

VICTOR V EIGA

gabriel omami | case study

3 months . 2020

the product

the website project for studio victor veiga was born with the principle of reflecting the minimalist and organic identity of the office.

the website hosts the most relevant projects developed by the office, with images and explanatory texts.

problem

categorize and catalog the most relevant projects in chronological order and visual cleanliness

goal

Design a responsive website to be user-friendly, being able to use filters and detail projects.

role

UX designer leading the website design of studio
victor veiga

duration

Apr 2020 to Jun 2020

responsibilities

Customer brainstorming, paper and digital wireframes, low and high fidelity prototyping, testing, project iteration and responsive design

brainstorming

- minimalist;
 - responsive;
 - organic;
 - categorized.
-

ideation

Use the “How Might We” technique to reformulate ideas and concepts to answer our engagement questions.

persona

“being in a comfortable home is my goal”

Patrick Sampaio

Age: 35

Education: MBA

Hometown: São Paulo, Brazil

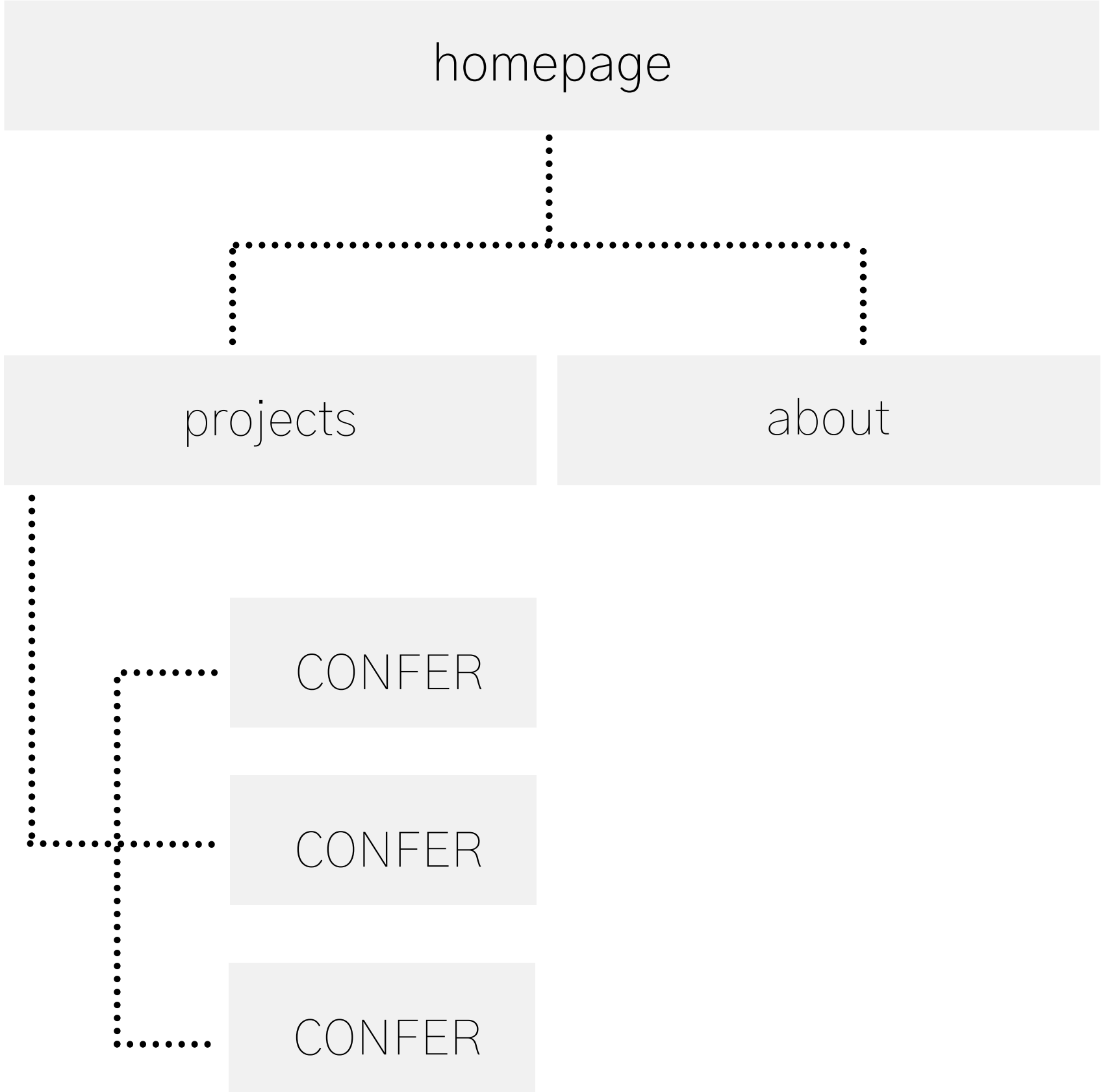
Family: Live alone

Occupation: Biologist teacher

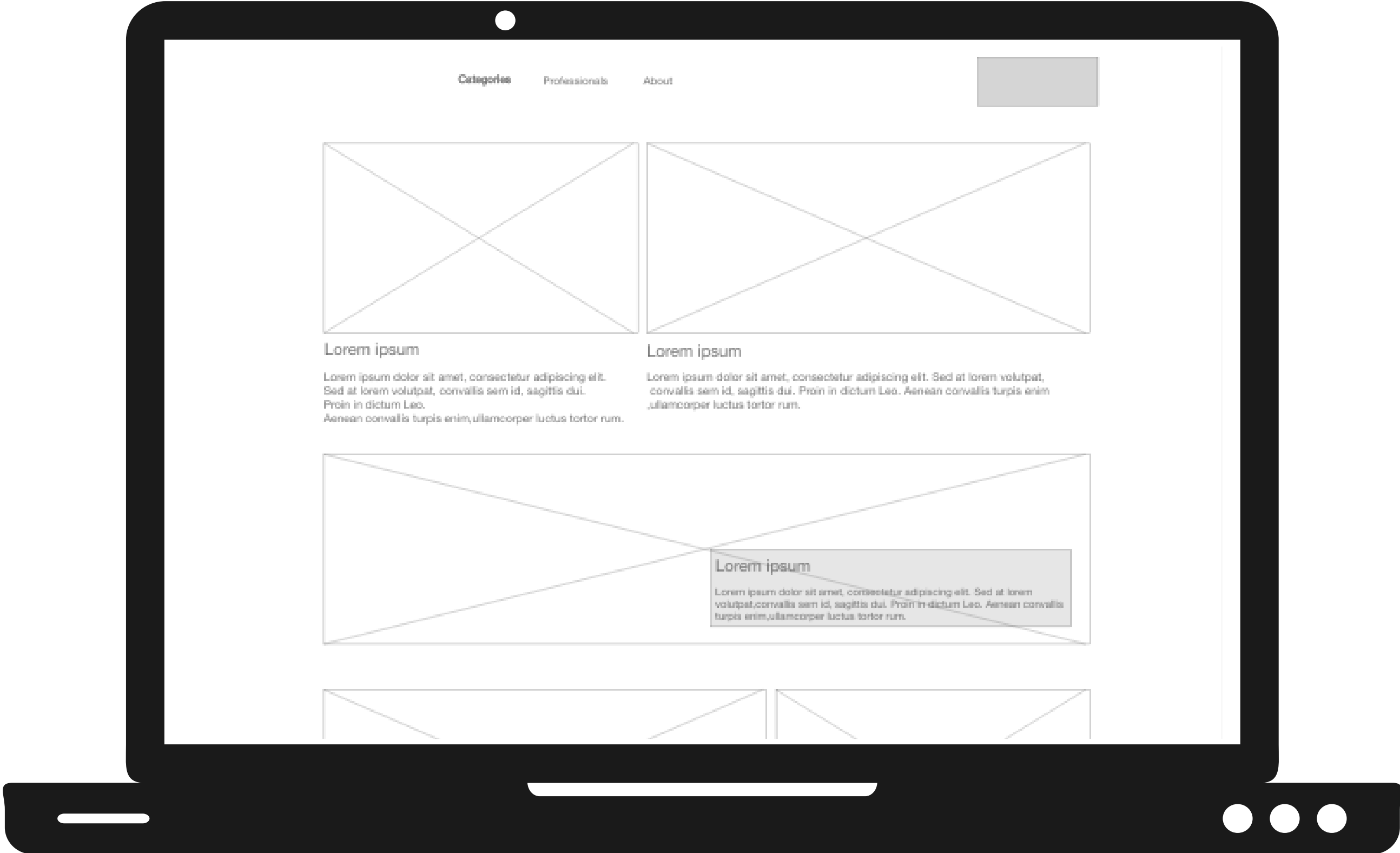


Patrick works as a teacher all day and is looking to set up his apartment in the center of the city. He does regular research to find an architect that matches his expectations for the new home.

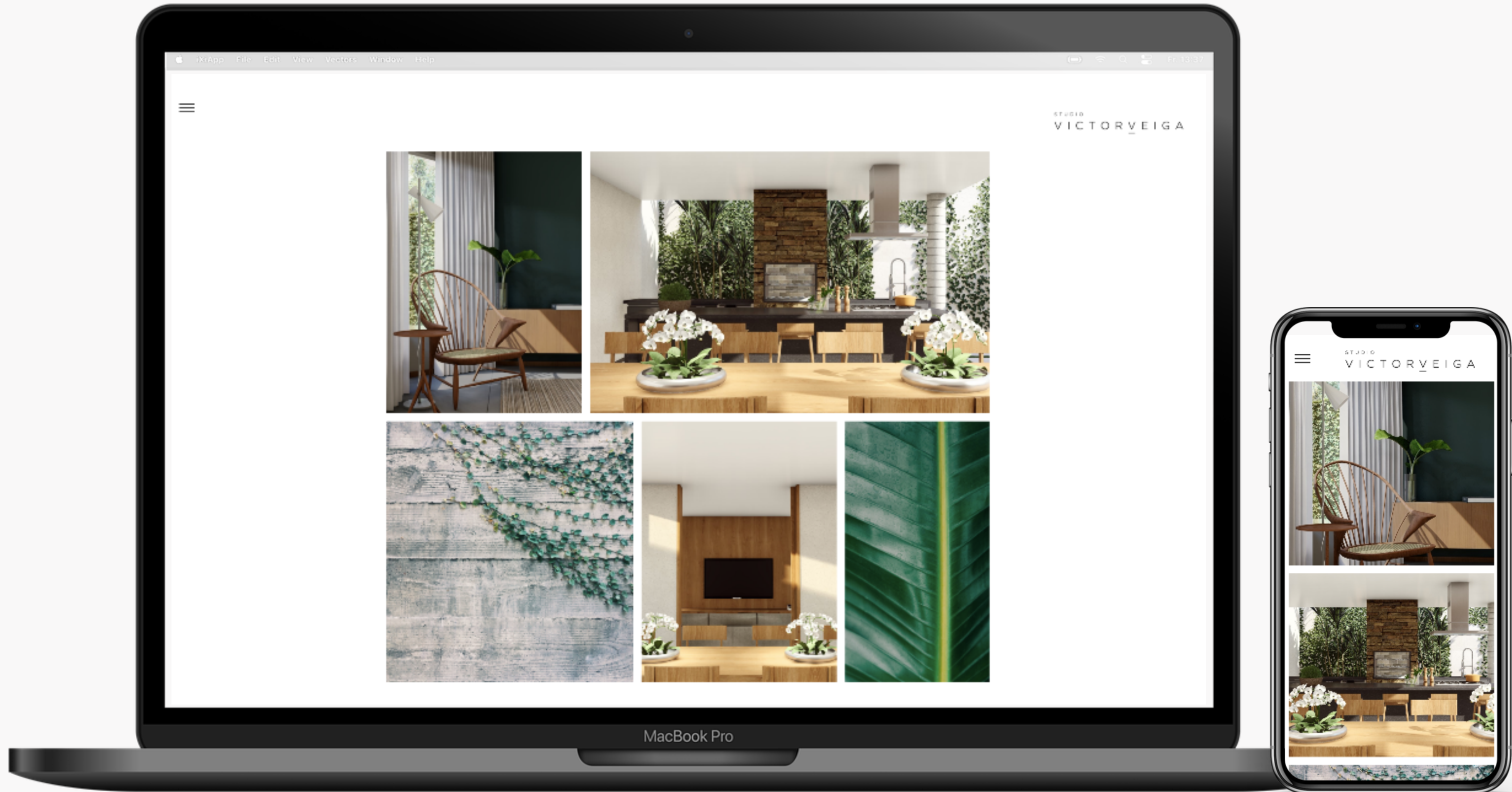
journey map



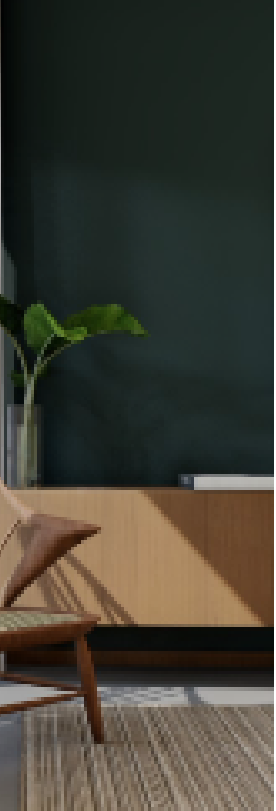
wireframes



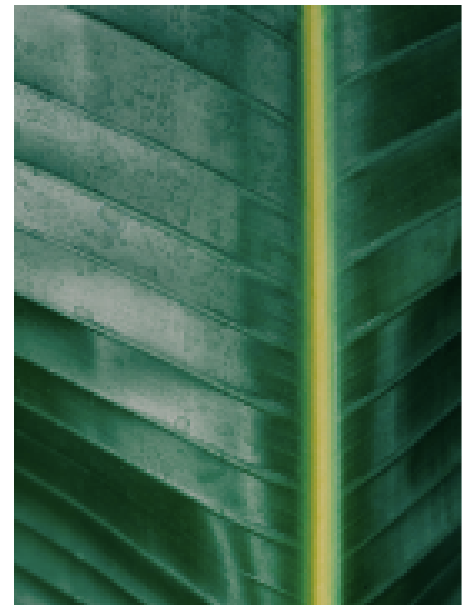
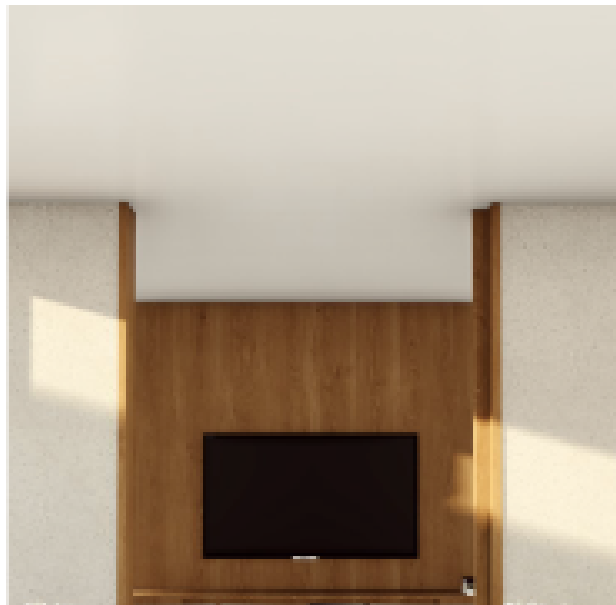
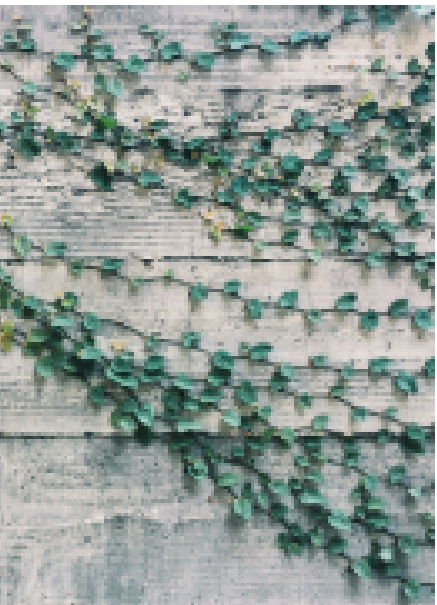
responsive design



STUDIO
VICTOR VEIGA



+
pavilhão omami





pavilhão omami

projeto september 3, 2017

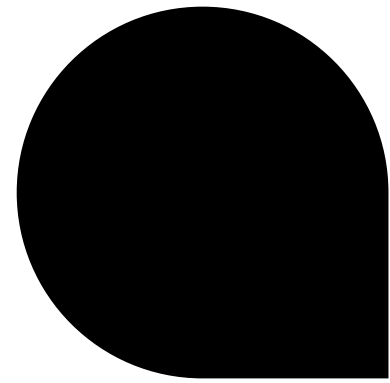
Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life One day however a small

brasília, df
concluído
60m²

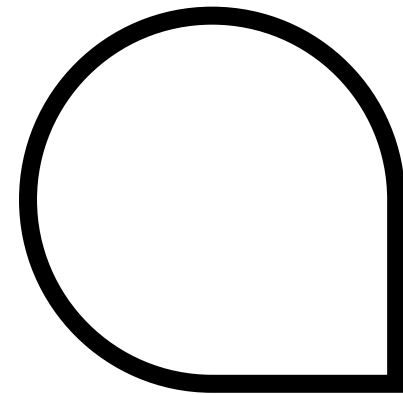
victor veiga | gabriel omami



style guide



#000000



#FFFFFF

Logo: Gothic A1 medium 18px

Header: Gothic A1 Light 16px

Body: Gothic A1 Thin 12px

accessibility

- universal language icons;
- representative images.

takeaways and next steps

- filters;
- custom maps for location;
- surveys with multiple users
- new research for improvement after launch.

thank you :)

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