The Journey of a Creative
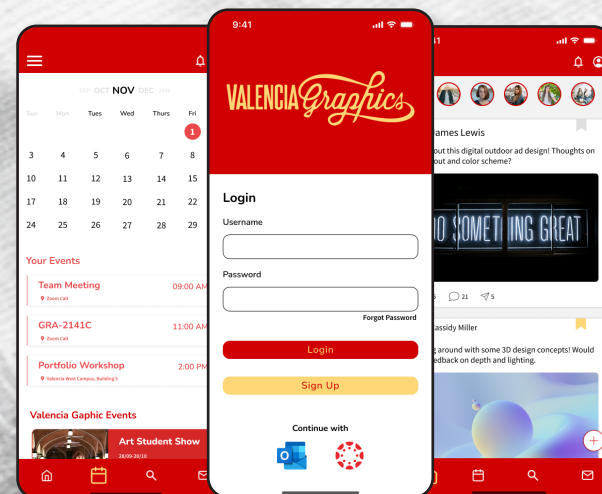
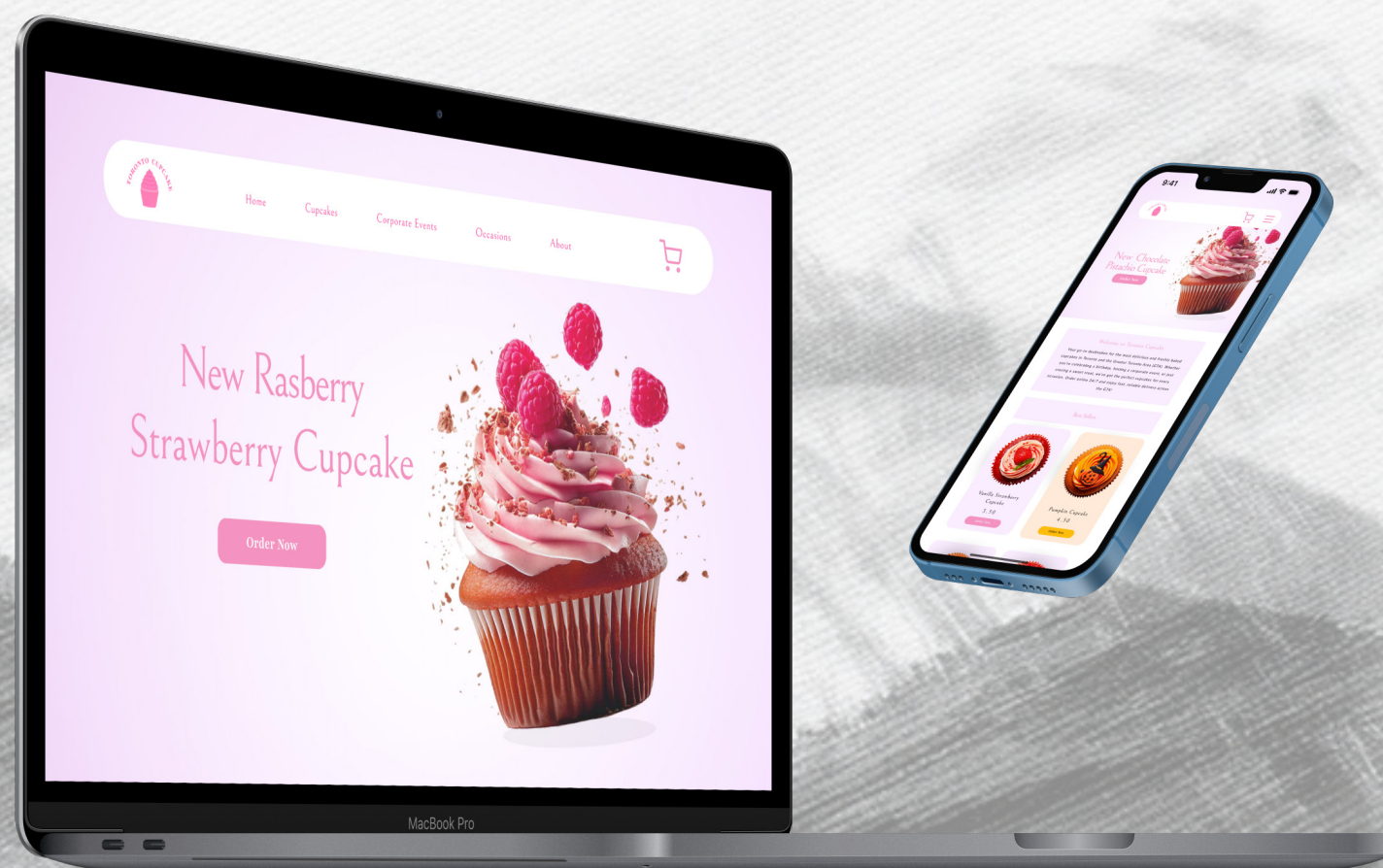Showcasing Innovative Projects, Designs and Solutions

Explore

Feature Spotlight

As part of my creative journey, I had the opportunity to redesign the website for Toronto Cupcake, a boutique bakery specializing in artisanal cupcakes. The goal was to create a modern, visually appealing, and user-friendly website that enhances the customer experience and reflects the brand's vibrant personality.

Project Goals

Improve User Experience (UX)
Streamline navigation and enhance accessibility.

Mobile-First Approach
Ensure responsiveness across devices.

Branding Enhancement
Maintain the company's identity while modernizing the design.

Engaging Visuals
Use high-quality images and animations to make the site more appealing.

Design & Development Process

Planning and Research
Competitor analysis, identified user pain points, design inspiration.
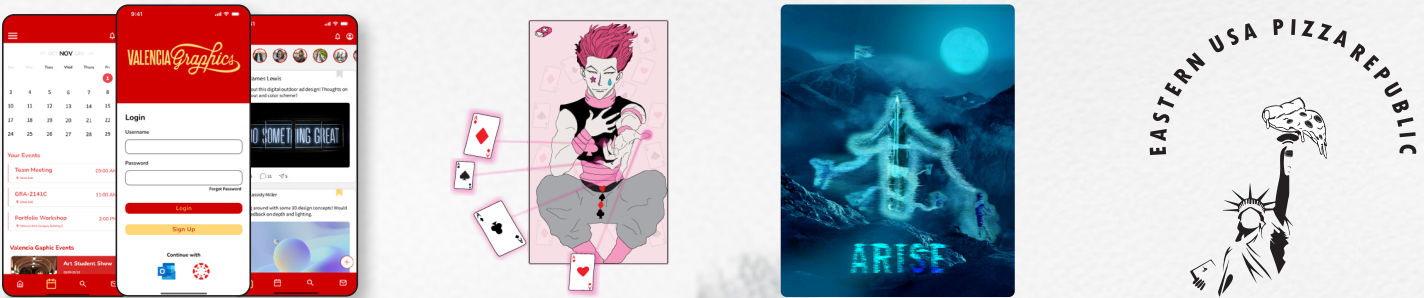
Comp Design
Developed wireframes and interactive prototypes using Figma.

Development
Built the front-end using HTML, SCSS, focusing on clean and structured code and animation.

Versatility in Design

Beyond web design, my creative journey extends into graphic design, where I have worked on various branding projects, including logos, posters, and visual identities. My approach blends creativity with strategic thinking to produce impactful designs. (Click on miniatures)

Project Brief

The Valencia Graphic App is a user-centered digital platform designed to enhance student engagement and communication for the Valencia College Graphic Design Program. Previous tools like blogs, Facebook, and Slack have proven ineffective, prompting the need for a streamlined, interactive solution.

Project Goals

Improve student interaction and collaboration outside the classroom.
Provide a centralized hub for announcements, resources, and discussions.
Facilitate real-time project sharing and networking.
Ensure seamless usability with an intuitive and modern UI.

Project Inspirations

Slack & Discord: Community engagement & collaboration
Behance & Dribbble: Portfolio sharing & peer feedback
Notion & Trello: Task management & resource organization

Design & Development Process

Research & Discovery – User surveys, competitor analysis.
Concept Ideation – Wireframing and UX/UI exploration.
Prototyping – Designing interactive models in Figma.

A Day in the Life: My Creative Process

Morning

01 Ideation
Reviewing inspirations from art, design trends, and real-world influences.

02 Sketching
Sketching concepts and brainstorming ideas for on going projects.

Midday

03 Physical Activity
Practicing soccer drills to improve agility, endurance, and coordination.

04 Strenght Training
Engaging in strength training and cardio workouts to maintain fitness.

Afternoon

05 Execution
Translating sketches into digital compositions using Figma, and Illustrator.

06 Refinement
Refining details, adjusting colors, and testing layouts.

Evening

07 Learning
Experimenting with new techniques and improving my design skills.

08 Reflection
Reviewing feedback and planning future improvements.

Overcoming Creative Blocks

Navigating Creative Blocks

Creativity isn't always a linear process—sometimes, obstacles arise that make it challenging to move forward. Whether it's lack of inspiration, self-doubt, or burnout, finding strategies to push past these barriers is essential for continued growth. One of the biggest challenges I faced was during the Topical Video Project. Initially, I struggled with the concept, unsure of how to balance interactivity, storytelling, and visual design cohesively. This creative block forced me to reflect on my process and apply the strategies I've developed over time to overcome obstacles.

| Step 1 | Step 2 | Step 3 | Step 4 |

1. Embracing Iteration

Great designs come through experimentation.
I allow my process to evolve rather than forcing perfection too early.

3. Seeking Feedback & Collaboration

Constructive feedback from peers helps refine ideas and improve execution.

2. Switching Mediums

If stuck, I shift from digital to traditional mediums (sketching on paper..) to refresh creativity.

4. Strategic Breaks
Taking breaks, exercising, or stepping away from the screen can often lead to breakthroughs.