

Create  **in**™

Maria Antonia Mendoza
00146235T



CLIENT NEEDS

Create In will be a sub-brand of a popular professional networking site LinkedIn. Create In will focus on the creative professionals that connects them with collaborators, companies, and commercial opportunities while showing off their creative work for the world to see. The website will appeal to young and veteran creatives as well as to the creative hobbyist.

LinkedIn pretty much dominates the market for professionals in all areas except the creative industries. People in the create industry see the site as too corporate and it doesn't feel or look like a site that a creative person would want to use. They want to attract these users. Previously they were unwilling to cater to this audience specifically and now realise that the interface and brand are the primary reasons that they have not been successful in doing so.



USER NEEDS

- *A website where they can be able to share their creative work, connect and collaborate with other creatives, and be able to find job or business opportunities in the creative industry.*
- *A website that is attractive yet professional looking*



MEASURE OF SUCCESS

- *Website Traffic*
- *Number of Registered Users*
- *Social Media Traffic and Response*
- *User Feedback*



NAME: Mia Nyholm

AGE: 24

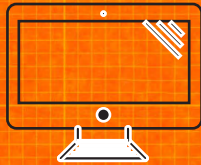
LOCATION: Sydney, Australia



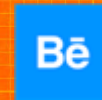
Undergraduate Degree

OCCUPATION: Web Designer

ACCESS WEBSITES THROUGH:



FREQUENT VISITED WEBSITES:



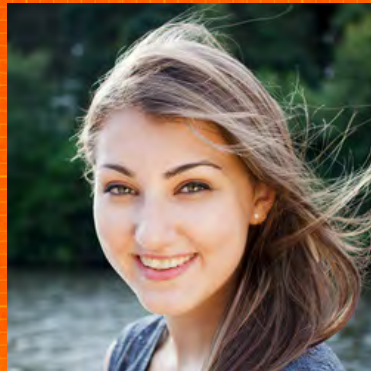
(github)

GOALS:

HOBBIES:

Watching Anime, Reading Books

- A portfolio section to post previous design work
 - Online Customisable Resume Design
- Beautiful Looking website with great Functionality
- Place to post source code for website templates



NAME: Stephanie Sholar

AGE: 27

LOCATION: California, USA



Undergraduate Degree

OCCUPATION: Musician/ Photographer

ACCESS WEBSITES THROUGH:



FREQUENT VISITED WEBSITES:



HOBBIES:

Reading, Attending Concerts,
Photography, Watching Movies

GOALS:

- Easily accessible through a mobile phone as she is on the go
 - Photo Gallery to show can her photography
 - Music Player to showcase her music
 - Collaboration tool for her new music creation



NAME: Jack white

AGE: 35

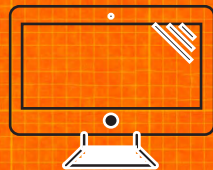
LOCATION: London england



Post Graduate degree

OCCUPATION: Financial Manager

ACCESS WEBSITES THROUGH:



FREQUENT VISITED WEBSITES:



GOALS:

HOBBIES:

Drawing, Photography, Going to the beach

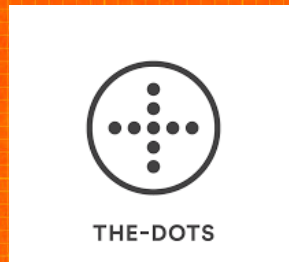
- A place to post his creative work while it is separated from his day job
 - Gallery to showcase his drawings and photography
 - An editor to do minor retouching on his photos
- Beautiful and Professionally Looking website with great Functionality

Persona Report Analysis

Create in

- Website needs a responsive design that accommodates platforms including desktop, tablet, and smartphone
 - Website needs a Portfolio section that accommodates different files
 - Website needs a collaboration tool to work with other teammates
 - Website must be strong on both aesthetics and functionality
- Website that is social media focus where its easy to share **activity** from the site





THE DOTS

- The design is clean and sleek
- Just launch this 2016 so the community is still small



THE LOOP

- Simple yet beautifully aesthetically looking website
- The website can be confusing to navigate for first time users
- More focused on the Australian creative community
- Can upload resume/s to profile



BEHANCE

- Very clean and easy to use user interface
- Anyone can sign up to follow, find, and hire designers as well as upload work
- No limit on the number of uploads even for the basic account users
- Very big worldwide community
- Can assign multiple owners on a specific upload
- Can customise each project content page
- Files are limited to image and video files
- Can create a separate custom portfolio site through Adobe Portfolio if subscribed to Adobe Creative Cloud.



DEVIANTART

- Even with revamp the design of the website still looks dated
- No job finder
- Hard to navigate on the website
- One of the biggest design community



DRIBBBLE

- Initial image must 300 x 400 px but if any larger it must be uploaded as an attachment
- Can find plenty of design resources
- Sleek and Minimal Design on the interface
- Can sign up anytime to follow, find, or hire designers. However, to upload shots or leave comments, an invitation from an already drafted member is required. Invited (drafted) members are called Players.



VIMEO

- Video sharing website focus on professional and amateur cinematographers
- Very easy to use website
- Can earn income by selling their videos to Vimeo On-Demand but must upgrade their account to Vimeo Pro
- Upload limit is unlimited even for the Basic (Free) account users



500px

- Photography focused website
- Can only upload 20 images a week if the user is using only the free account. To upload unlimitedly user must upgrade to a paid account
- Can create a separate portfolio site if using the highest paid account
- Interface is easy to use
- No job finder for photography related jobs
- Have an option to sell the uploaded photo to their marketplace to earn income



SOUNDCLOUD

- Pop up music player when browsing to other parts of the site
- Focused on the up and coming music artist and also podcasters.
- Up to total of 180 minutes on free account. After allocated 180 minutes user must upgrade to a paid account to upload more music.
- Very sleek and easy to use interface
- No job finder for job opportunities in the music industry
- Website focused on music community



TRELLO

- Drag and drop interface for assigning cards to lists, or assigning team members to tasks
- Very simple and easy to use interface
- Design is simple yet aesthetically presentable and colourful
- Can upload company branding if user is using a paid account



BASECAMP

- A more professional project management tool
- Interface is user friendly
- The design look of the website is dull
- Very sophisticated reporting for project tracking

- Based on the competitor research most of the competitors have an sleek and professional looking website that entices the specific creative industry they represent
- Most of them use flat based design on their websites except for Behance.
- Most of them are easy to navigate and use
- All of them either have responsive website or an accompanying mobile app or even both to accomodate all platforms (Desktop, Tablet, and Mobile).
- All of them either have an upload limit to files / creation of projects or limited customisation on the user's profile page for their Basic account.





MOODBOARDS

User Lifestyle

Create in

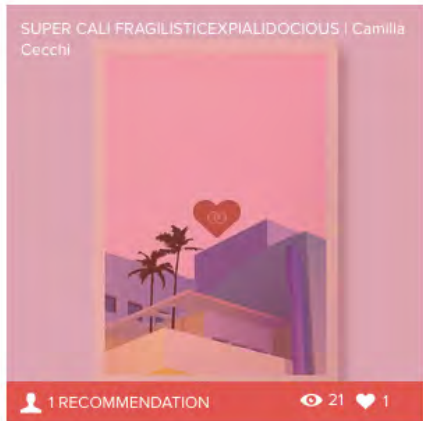


Competitor

Create in



A graphic design for a curriculum vitae. It features a red wireframe logo of a stylized animal head at the top. Below it, the text "CURRICULUM VITAE 2014" is centered. At the bottom, it says "Curriculum Vitae 2014" and "by Maita Mendoza". The category "Branding, Graphic Design" is listed at the very bottom.



A video thumbnail for "SUPER CALI FRAGILISTICXPALIDOCIOUS | Camilla Cecchi". The image shows a stylized, colorful architectural scene with a heart icon in the sky. At the bottom, it indicates "1 RECOMMENDATION", "21" views, and "1" like.



A video thumbnail for "We The Voters - Real Voters of the USA". It features three women holding signs that say "JUSTICE" and "FREEDOM". The title "the Real Voters OF THE USA" is prominently displayed in the center. A play button icon is in the bottom left, and a duration of "04:51" is in the bottom right. Below the thumbnail, it says "We The Voters - Real Voters of the USA" and "FilmBuff | 6 plays".

Add

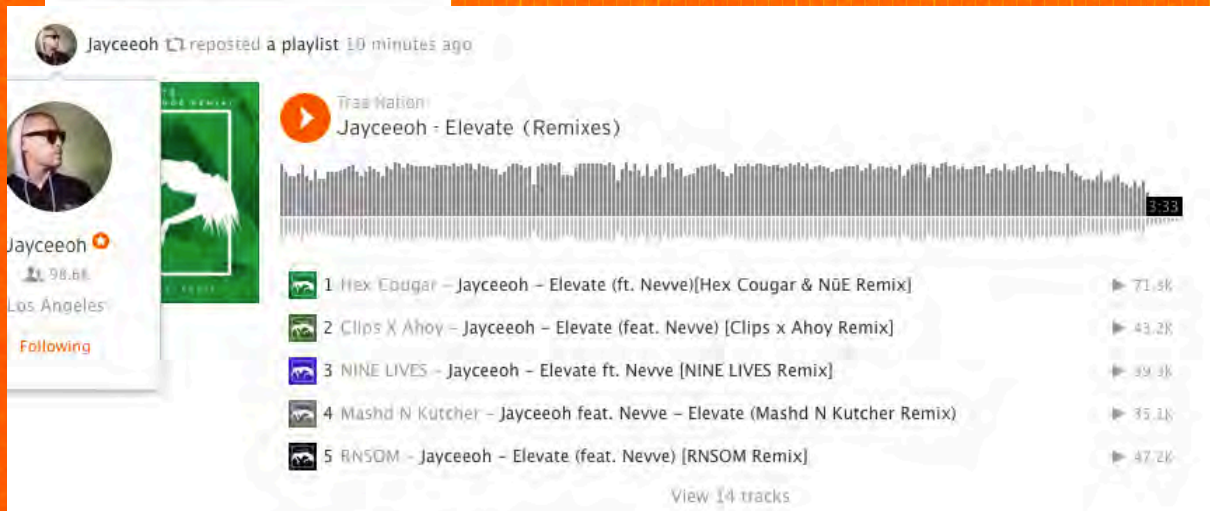
- Members
- Labels
- Checklist
- Due Date
- Attachment

Actions

- Move
- Copy
- Subscribe
- Archive

[Share and more...](#)

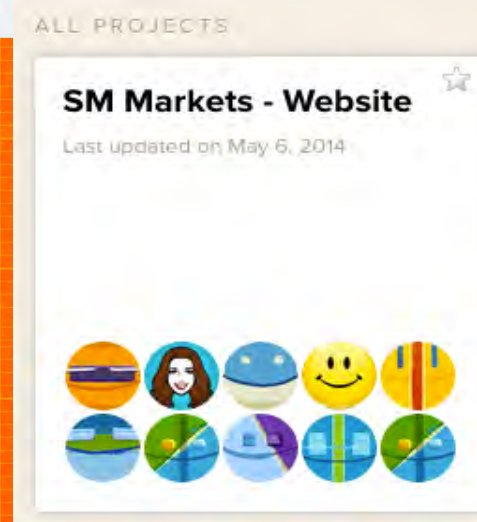
Vimeo interface showing search bar, upload button, and navigation options like "Manage videos", "Watch", "On Demand", and "Upgrade".



A screenshot of a social media post by Jayceeoh. The post says "Jayceeoh reposted a playlist 10 minutes ago". The playlist is titled "Jayceeoh - Elevate (Remixes)" and features a waveform visualization. The tracks listed are:

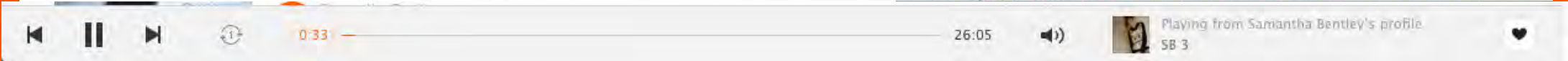
- 1 Hex Edgar - Jayceeoh - Elevate (ft. Nevve)[Hex Cougar & NüE Remix] - 71:56
- 2 Clips X Ahoy - Jayceeoh - Elevate (feat. Nevve) [Clips x Ahoy Remix] - 43:28
- 3 NINE LIVES - Jayceeoh - Elevate ft. Nevve [NINE LIVES Remix] - 39:38
- 4 Mashd N Kutcher - Jayceeoh feat. Nevve - Elevate (Mashd N Kutcher Remix) - 35:18
- 5 RNSOM - Jayceeoh - Elevate (feat. Nevve) [RNSOM Remix] - 47:26

View 14 tracks



A screenshot of a website titled "SM Markets - Website". It says "Last updated on May 6, 2014". Below the title is a grid of colorful circular icons representing various market categories.

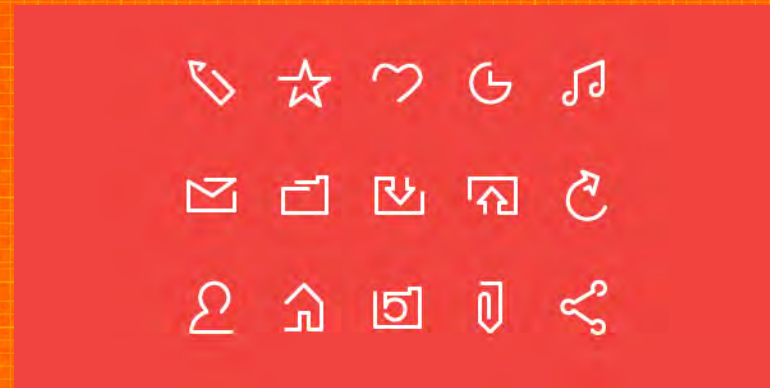
500PX interface showing search bar, navigation options like "Discover", "Photo Quests", and "M² Studios", and an upload button.



A video player control bar showing a play/pause button, a progress bar at 0:33, a total duration of 26:05, a volume icon, and a notification that says "Playing from Samantha Bentley's profile SB 3".

Style

Create in



Source Code Light

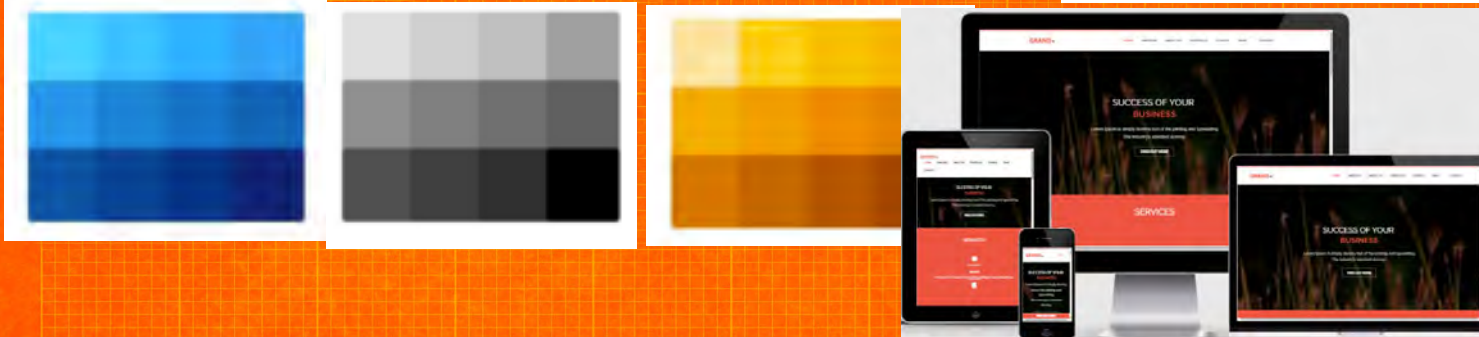
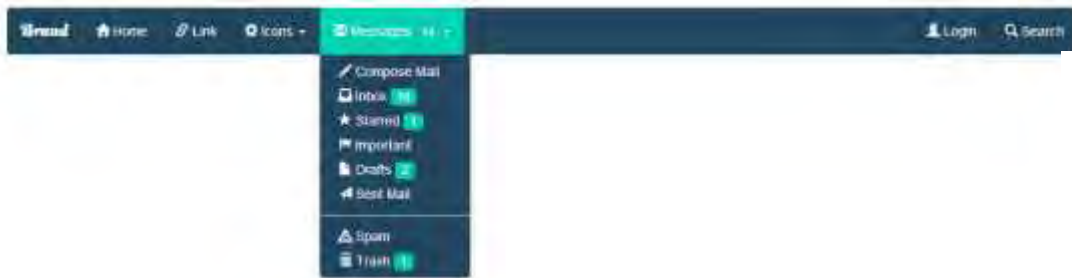
Source Code Regular

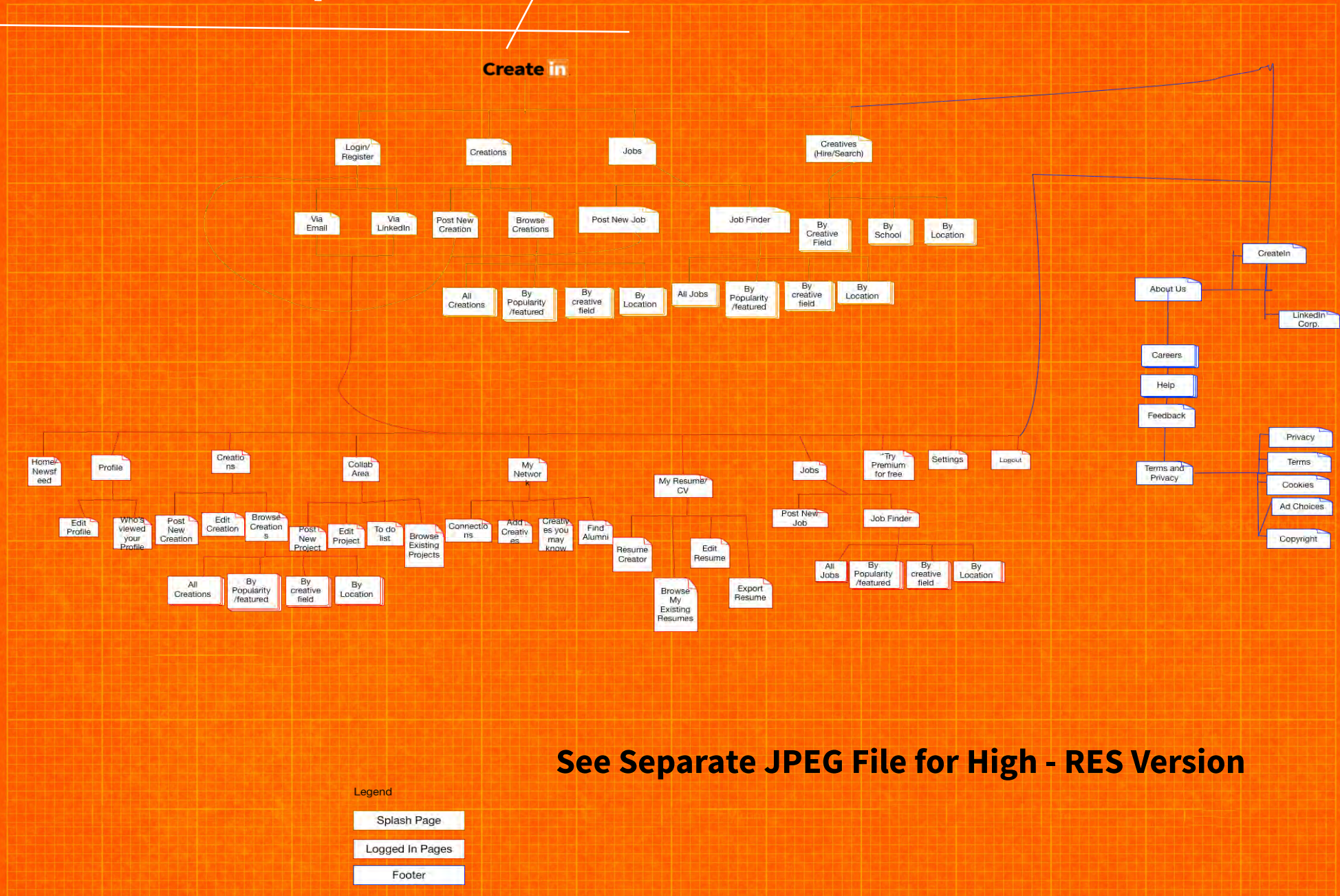
Source Code Semi-Bold

Source Sans Light + *Italic*

Source Sans Regular + *Italic*

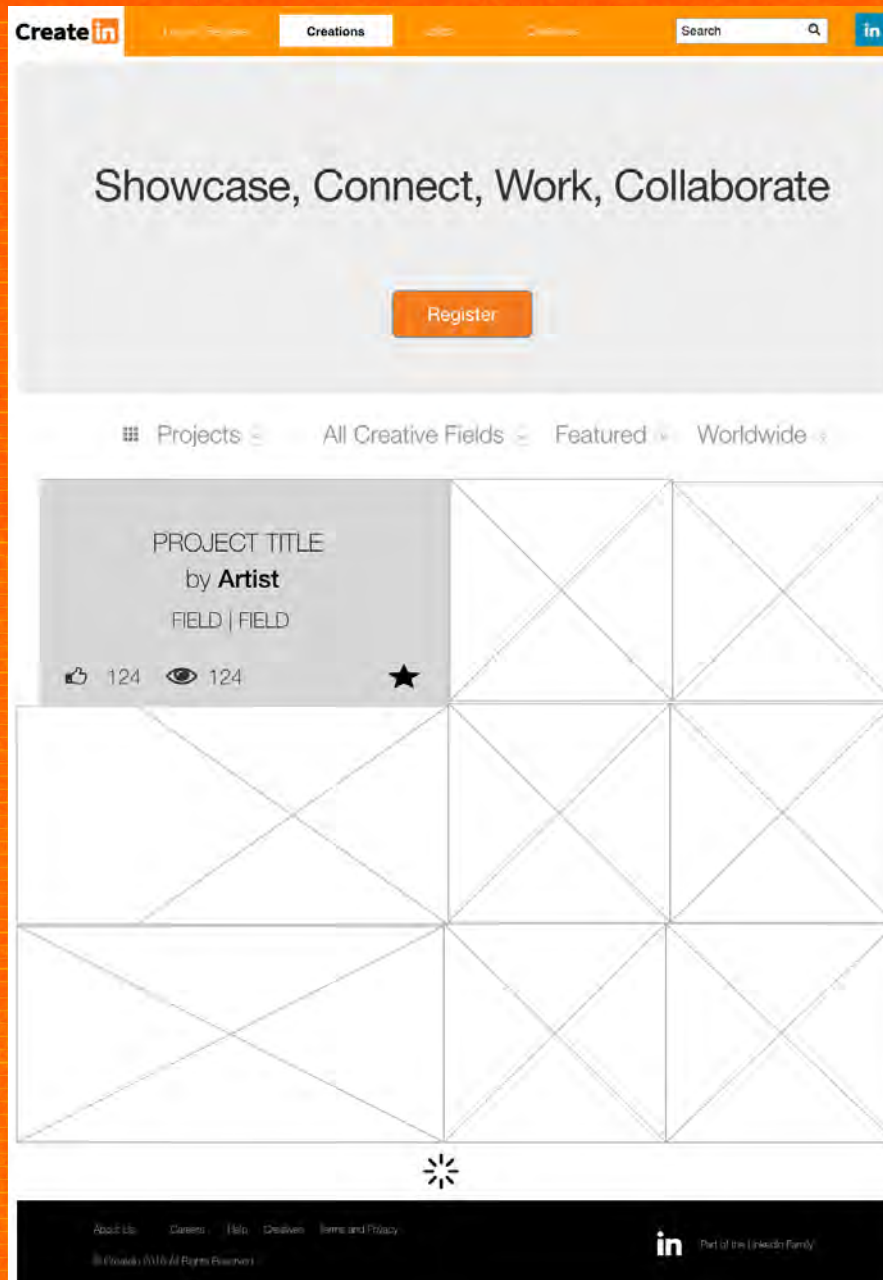
Source Sans Semi-Bold + *Italic*





See Separate JPEG File for High - RES Version

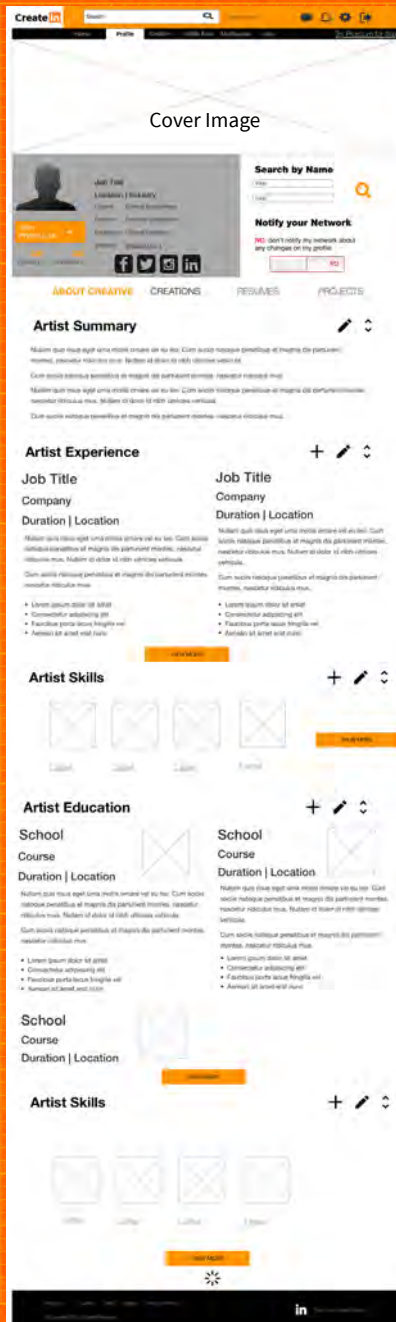
**WIREFRAMES
FOR
PROPOSED
WEBSITE**



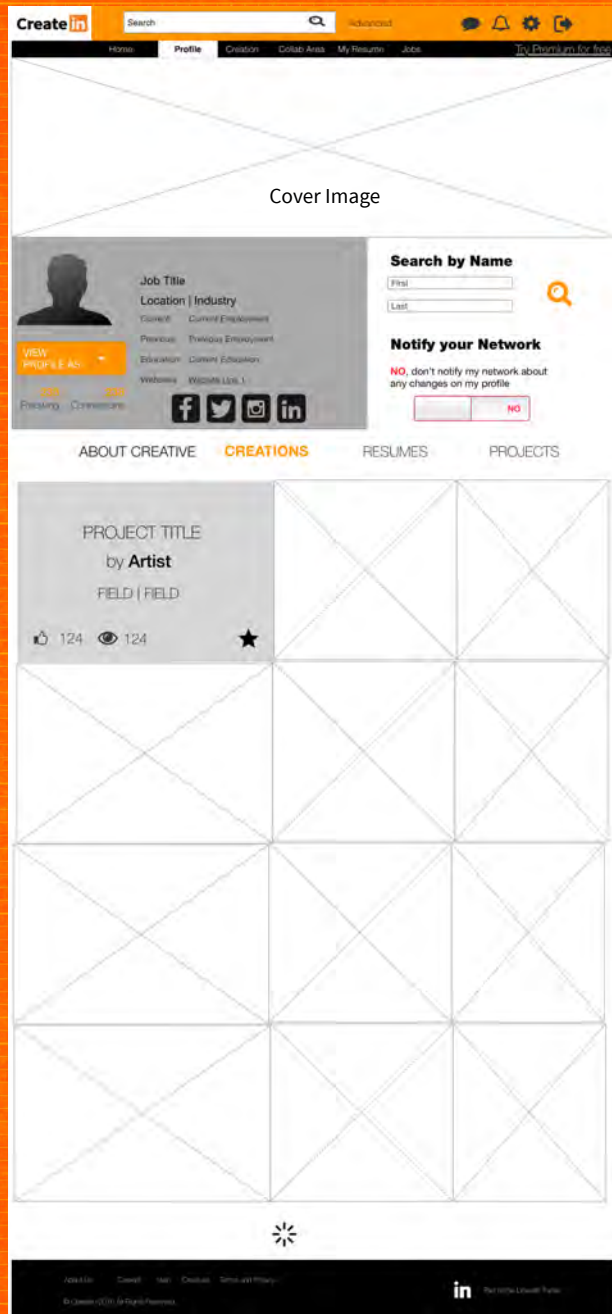
Splash Page



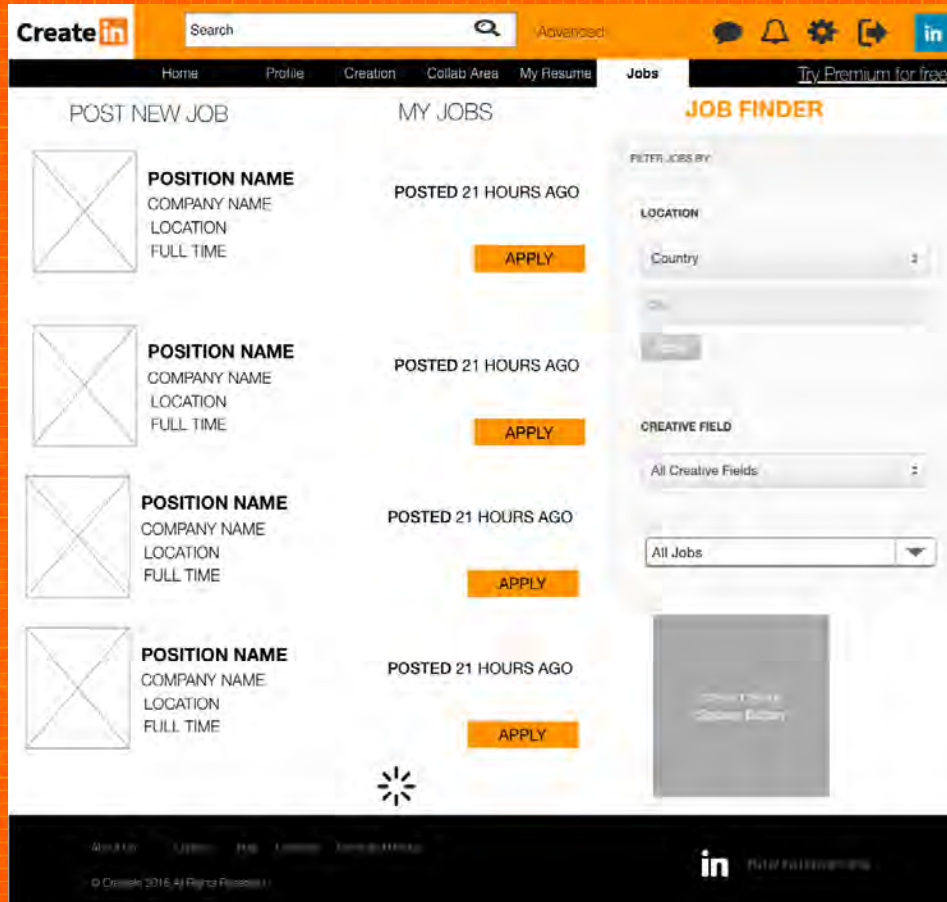
Home/Newsfeed Page



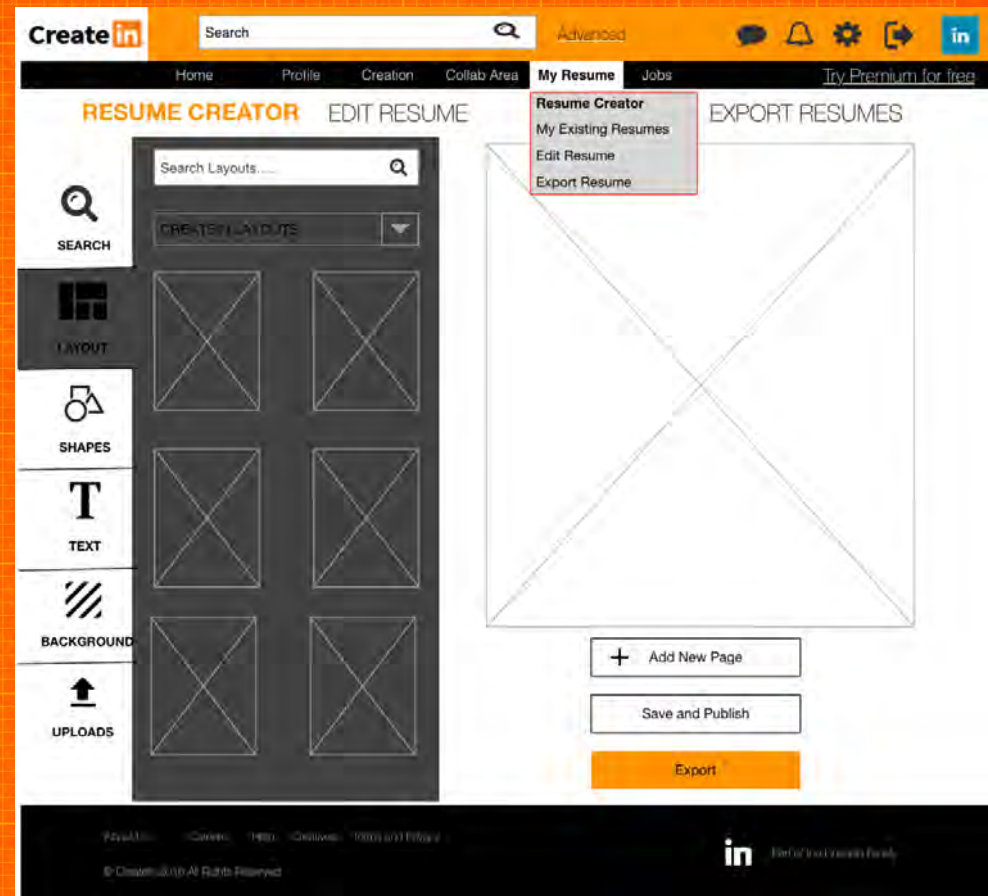
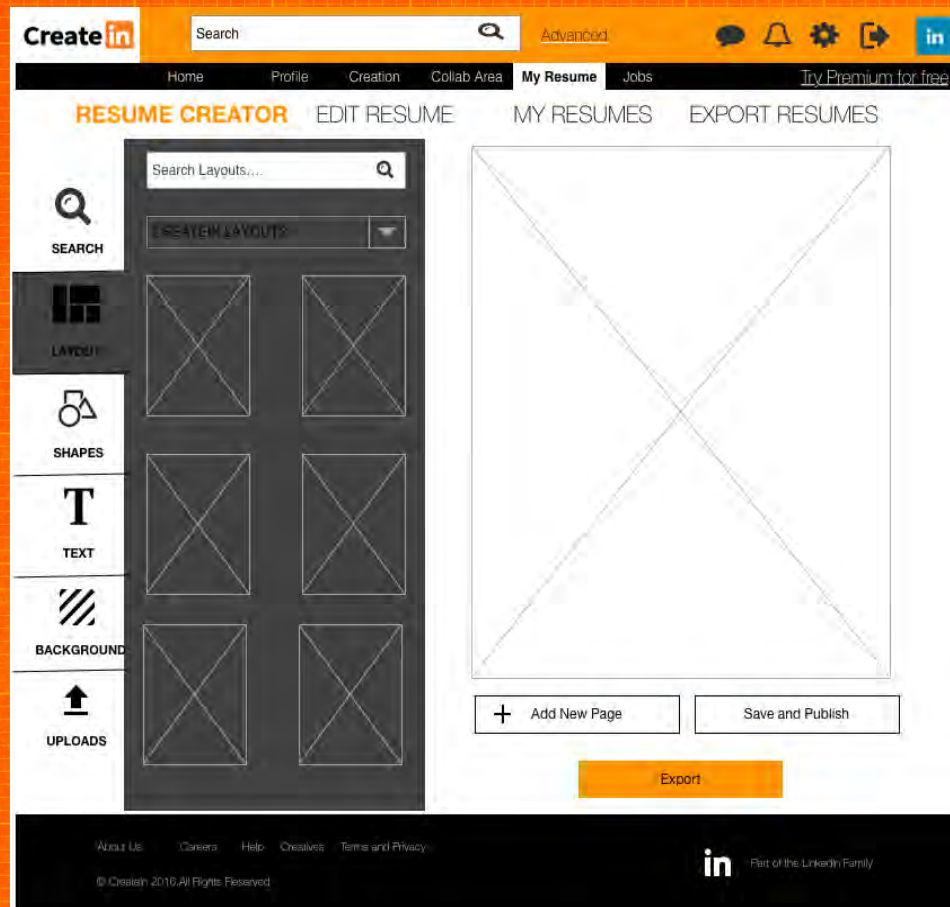
Profile Page- About Creative Area



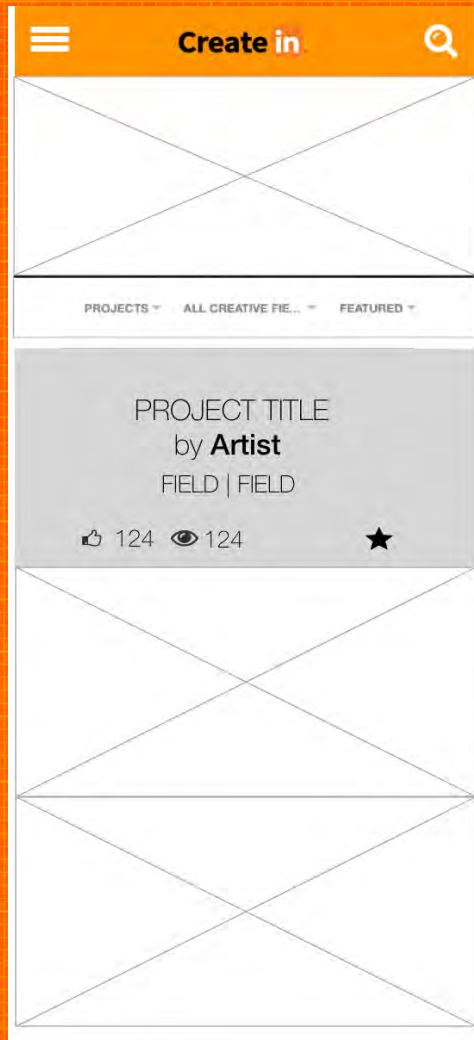
Template for Profile Page- Creations, Resumes, and Projects area



Jobs - Job Finder



RESUME CREATOR



MOBILE



TABLET

**DESIGNS
FOR
PROPOSED
WEBSITE**

SHOWCASE, CONNECT, WORK, COLLABORATE

REGISTER

CREATIONS

ALL CREATIVE FIELDS

FEATURED

WORLDWIDE

THE GODFATHER POSTER RECREATION

BY MAITA MENDOZA

GRAPHIC DESIGN | ILLUSTRATION

124 124



BOOKROOM BOOKSTORE LOGO DESIGN

BY JOHN DOE

GRAPHIC DESIGN | ILLUSTRATION

124 124



MARLON BRANDO

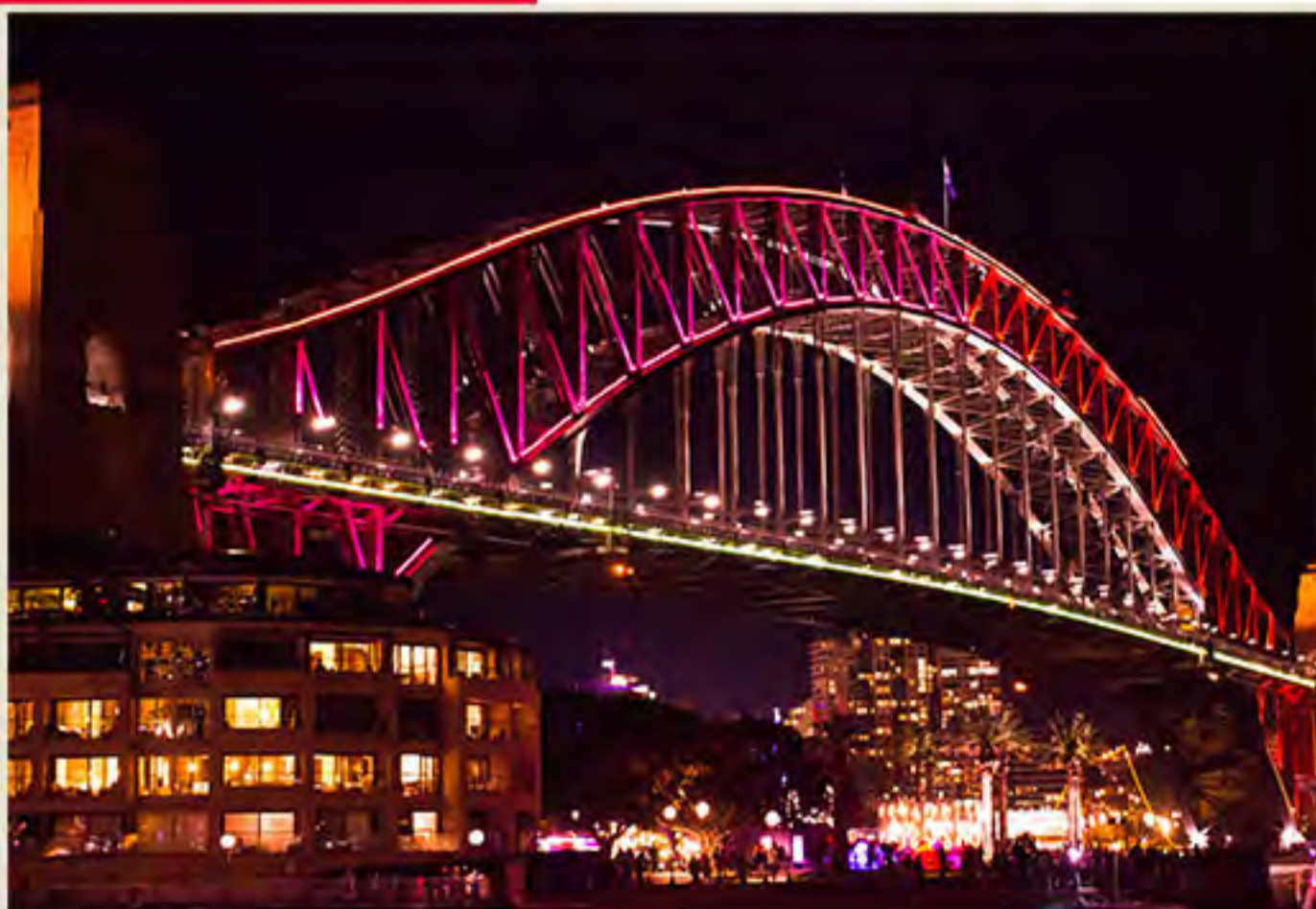
AL PACINO

THE GODFATHER


A FRANCIS FORD COPPOLA FILM



BOOKROOM BOOKSTORE




SPLASH PAGE



MAITA MENDOZA
 MULTIMEDIA DESIGNER & FRONT-END DEVELOPER

238 FOLLOWING 238 CONNECTIONS

6 people view your profile in the last 90 days

 Stay up to date with Billy Blue College of Design

[IMPROVE YOUR PROFILE](#)



 SHARE AN UPDATE |
  UPLOAD A CREATION |
  POST AN ARTICLE

8 UPDATES

THE GODFATHER POSTER RECREATION
 BY MAITA MENDOZA


GRAPHIC DESIGN | ILLUSTRATION

 124  124 



MAITA MENDOZA LIKE 5 CREATIONS

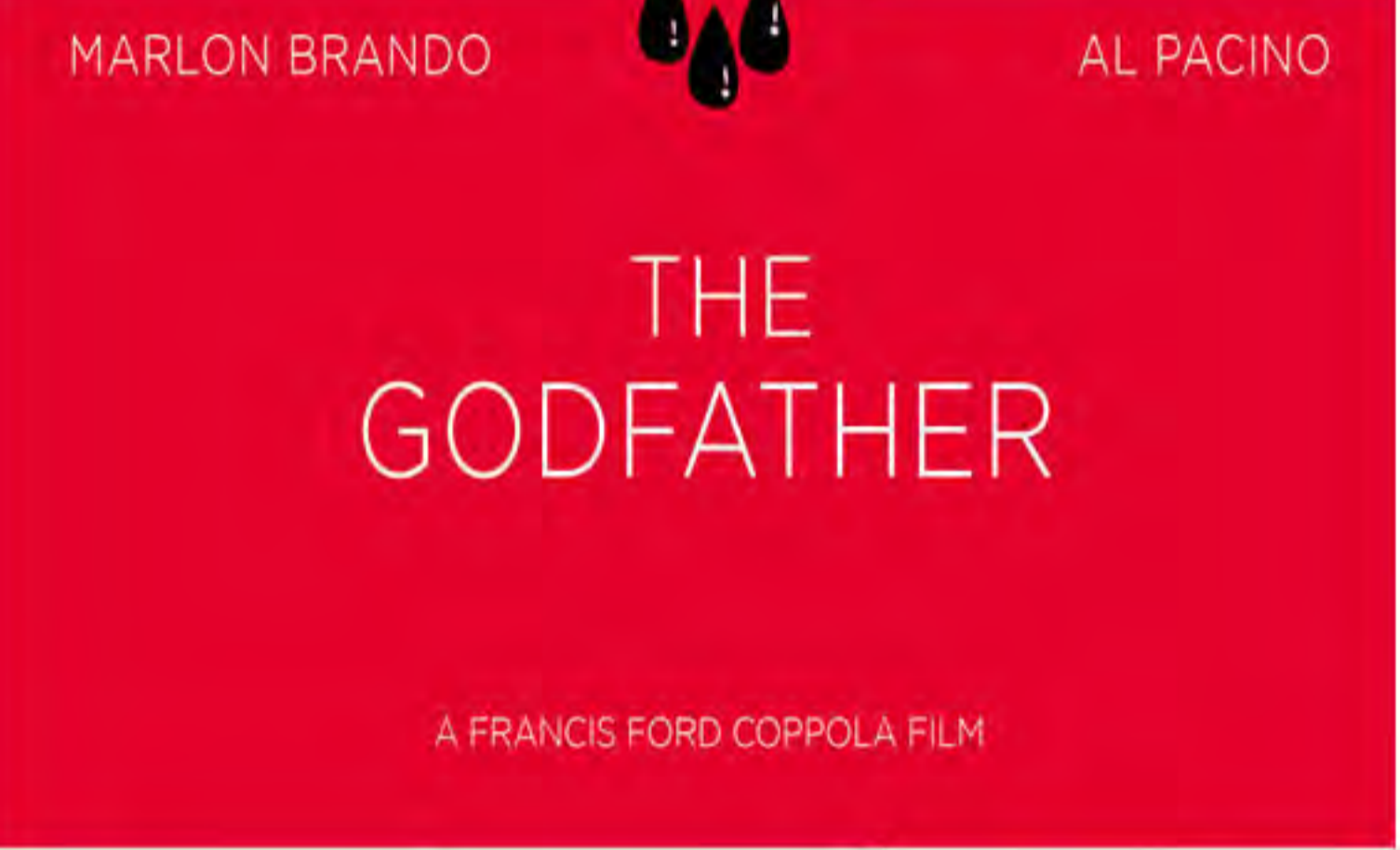



MAITA MENDOZA FOLLOWING · 30 M
 MULTIMEDIA DESIGNER AND FRONT END DEVELOPER



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LIKE · COMMENT · SHARE  124  124



THE GODFATHER POSTER RECREATION
 BY MAITA MENDOZA


GRAPHIC DESIGN | ILLUSTRATION

 124  124 



MAITA MENDOZA LIKE 5 CREATIONS




MAITA MENDOZA FOLLOWING · 30 M
 MULTIMEDIA DESIGNER AND FRONT END DEVELOPER



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LIKE · COMMENT · SHARE  124  124





MARIA ANTONIA MENDOZA
 MULTIMEDIA DESIGNER & FRONT-END DEVELOPER
 SYDNEY, AUSTRALIA | DIGITAL MEDIA

CURRENT: M² Studios (Self Employed)
PREVIOUS: Marketing Convergence Inc.
EDUCATION: Billy BLue College of Design

WEBSITE: m2studios.me

[VIEW PROFILE AS](#)

238 FOLLOWING **238** CONNECTIONS



SEARCH BY NAME



NOTIFY YOUR NETWORK

NO, DON'T NOTIFY MY NETWORK WITH ANY CHANGES ON MY PROFILE

YES **NO**

[ABOUT CREATIVE](#) [CREATIONS](#) [RESUMES](#) [PROJECTS](#)

ARTIST SUMMARY

Maita is a Multimedia designer. She specialises in Website design and also does Front End Development, Logo Design and Branding, and Video Editing.

She graduated with two degrees already which are Computer Science at Asian Institute of Computer Studies and Information Technology specialising in Digital Arts at iACADEMY. And currently she is studying Digital Media Design at Billy Blue College of Design.

During her free time, Maita enjoys watching movies, traveling, capturing beautiful photos, listening to music, and playing video and computer games.

PROFILE PAGE - ABOUT CREATIVE

ARTIST EXPERIENCE

FREELANCE MULTIMEDIA DESIGNER & FRONT END DEVELOPER
 M² STUDIOS (SELF EMPLOYED)
 January 2014 - present (2 years and 11 months) | <http://m2studios.pixub.com>

The coolest and rad one person studio when it comes to digital media design and development

- Services offered:
- Web & UI Services (Design and Front End Development)
 - Graphic Services (Branding/ Logo Design, Web Banner, Graphic Layout, & Signage Design)
 - Video & Motion Services (Videography, Video Editing, Motion Graphics, Logo Animation)
 - Photo Services (Events Photography, Food Photography, Product Photography, Photo Retouch)

DIGITAL GRAPHIC DESIGNER INTERN
 MARKETING CONVERGENCE INC. (SM ADVANTAGE)
 June 2013 - december 2013 | Pasay City, Philippines

- Worked under the Digital Services Department (also known as The Overture Group)
- Website / User Interface Design on several websites /apps of the SM Group
- Assisted on maintaining and updating of several websites of the SM Group
- Developed the Front End of the SM Kids Fashion Holiday Collection Facebook App
- Became part of the Front End Development Team for the Hamilo Coast 2013 Website
- Became part of the Front End Development Team for the SM Investments Corporation Website
- Assisted on product photography for the SMAC Deals website

[VIEW MORE](#)

ARTIST SKILLS

Web Design & Front end development

Graphic Design

Videography and Video Editing

Photography and Photo Editing

[VIEW MORE](#)

ARTIST EDUCATION

BILLY BLUE COLLEGE OF DESIGN
 DIPLOMA OF DIGITAL MEDIA DESIGN
 June 2016 - Present | Sydney, Australia



ASIAN INSTITUTE OF COMPUTER STUDIES
 ASSOCIATE DEGREE IN COMPUTER SCIENCE
 June 2008 - April 2010 | Quezon City, Philippines



INFORMATION AND COMMUNICATIONS TECHNOLOGY ACADEMY (iACADEMY)
 BACHELOR'S DEGREE IN INFORMATION TECHNOLOGY WITH SPECIALISATION IN DIGITAL ARTS
 June 2010 - April 2014 | Pasay City, Philippines



- Dean's Lister (2nd Trimester, School Year 2012 - 2013)
- Photo Editor for iACADEMY Collegiate Organization for News (iCON) (School Year 2012 -2013)

[VIEW MORE](#)

ARTIST INTERESTS

Travel

Photography

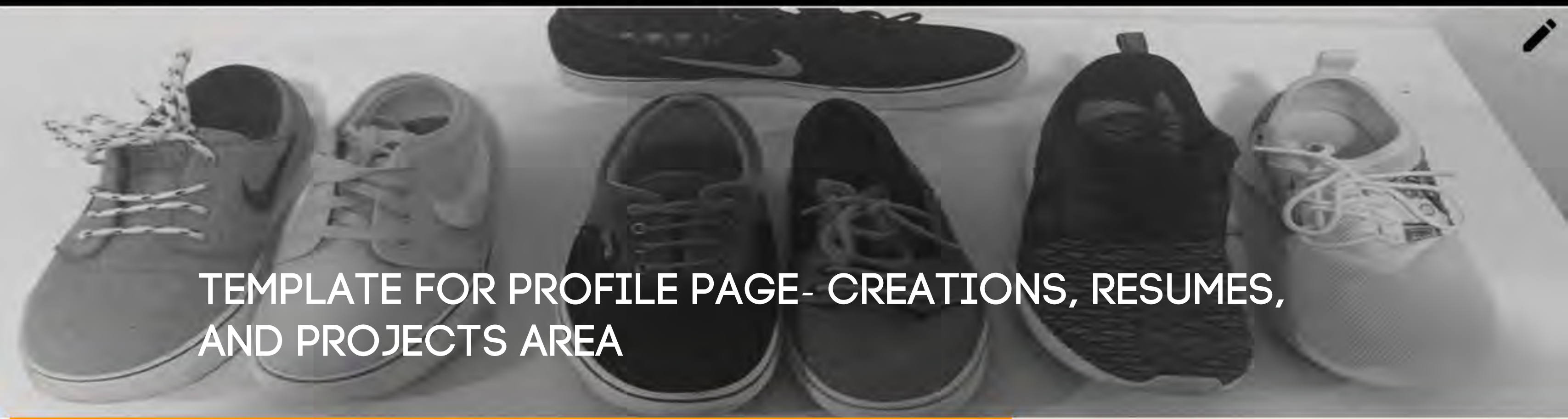
Movies

Video & Computer Games

Sneakers

[VIEW MORE](#)





TEMPLATE FOR PROFILE PAGE- CREATIONS, RESUMES, AND PROJECTS AREA



MARIA ANTONIA MENDOZA
MULTIMEDIA DESIGNER & FRONT-END DEVELOPER
SYDNEY, AUSTRALIA | DIGITAL MEDIA
CURRENT: M² Studios (Self Employed)
PREVIOUS: Marketing Convergence Inc.
EDUCATION: Billy BLue College of Design
WEBSITE: m2studios.me

VIEW PROFILE AS

238 FOLLOWING 238 CONNECTIONS



SEARCH BY NAME

Input fields for FIRST NAME and LAST NAME with a search icon.

NOTIFY YOUR NETWORK

NO, DON'T NOTIFY MY NETWORK WITH ANY CHANGES ON MY PROFILE

A red and grey toggle switch with the text 'NO'.

ABOUT CREATIVE CREATIONS RESUMES PROJECTS

THE GODFATHER POSTER RECREATION

BY MAITA MENDOZA

GRAPHIC DESIGN | ILLUSTRATION

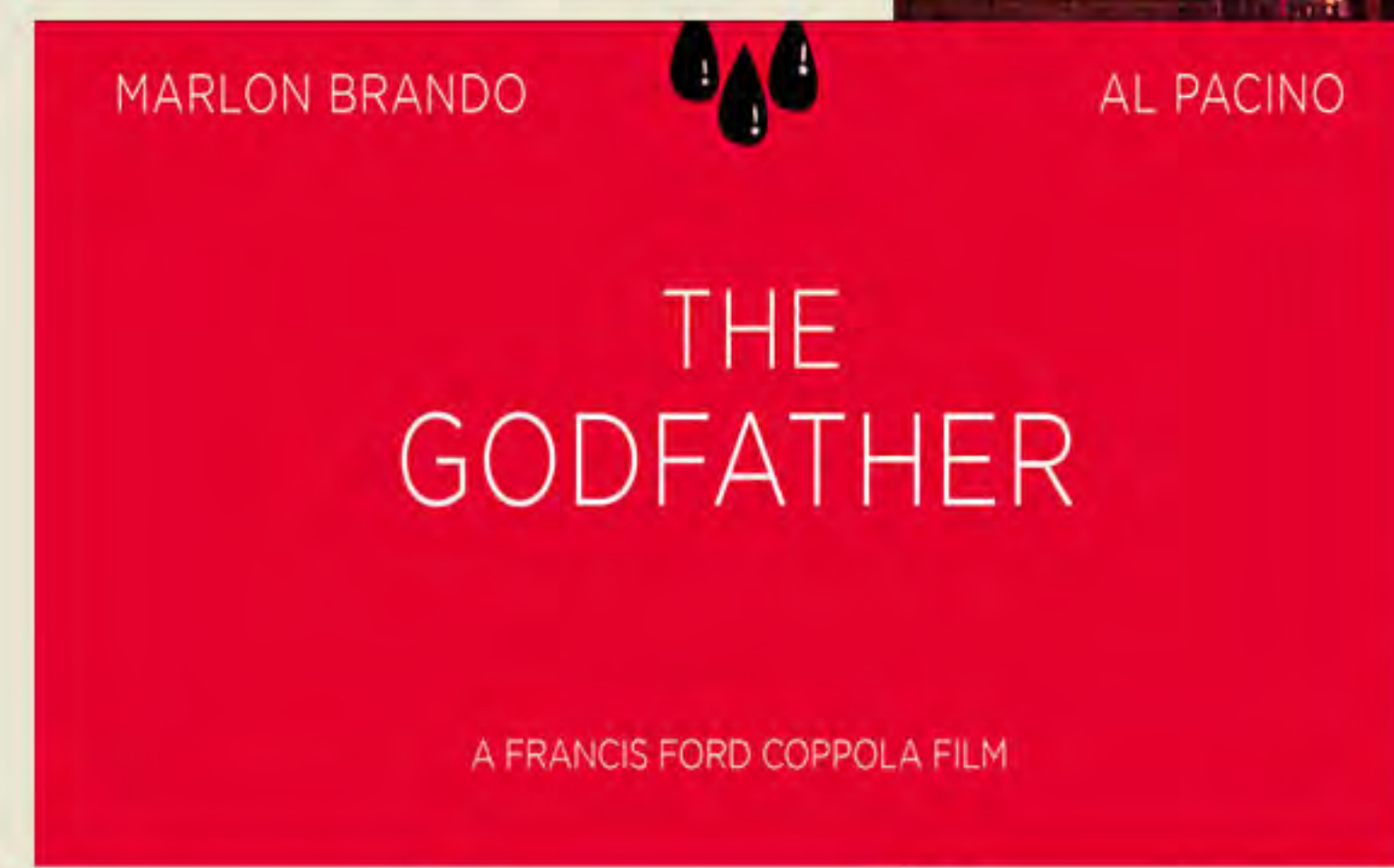
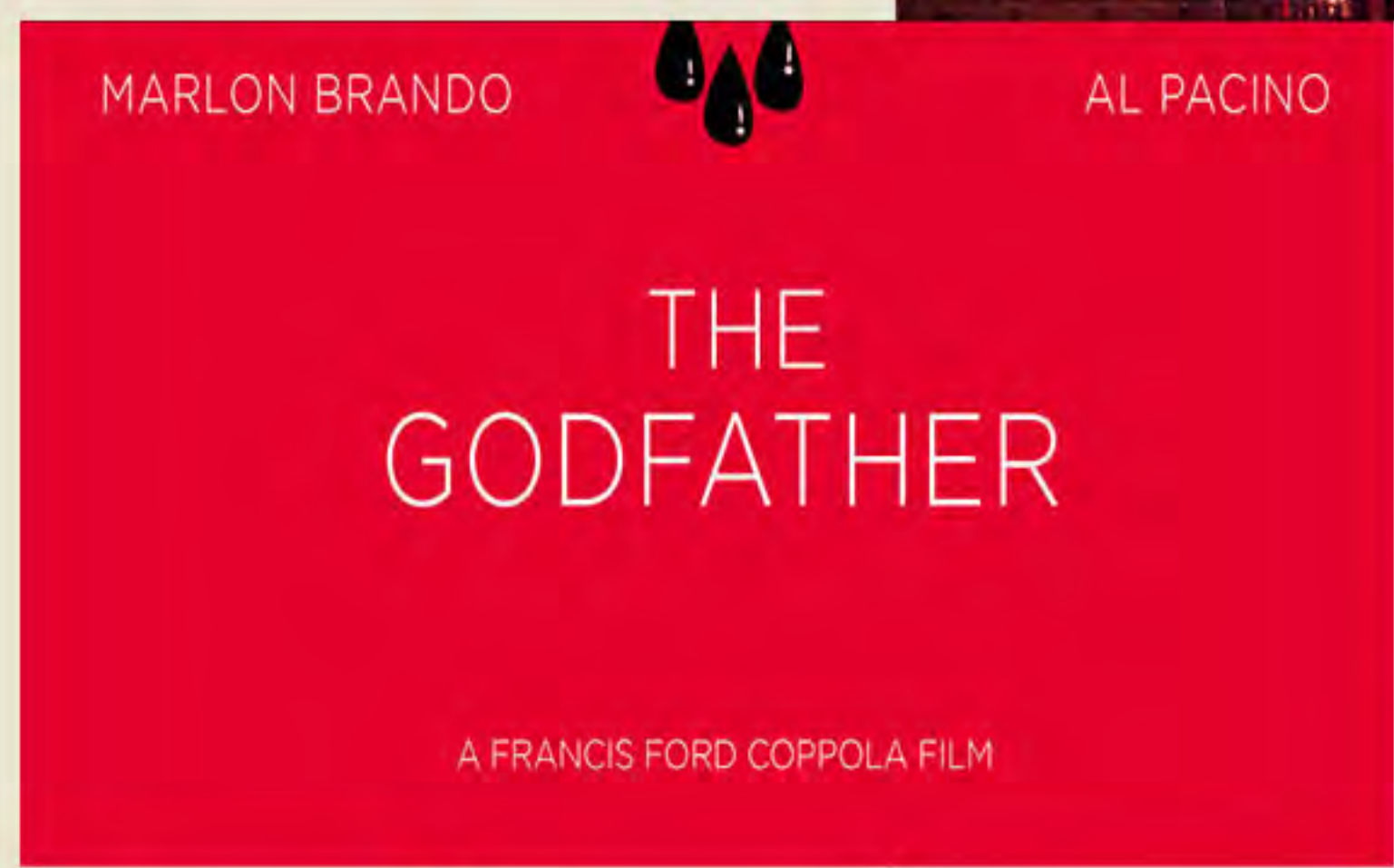
124 124

BOOKROOM BOOKSTORE LOGO DESIGN

BY MAITA MENDOZA

GRAPHIC DESIGN | BRANDING

124 124

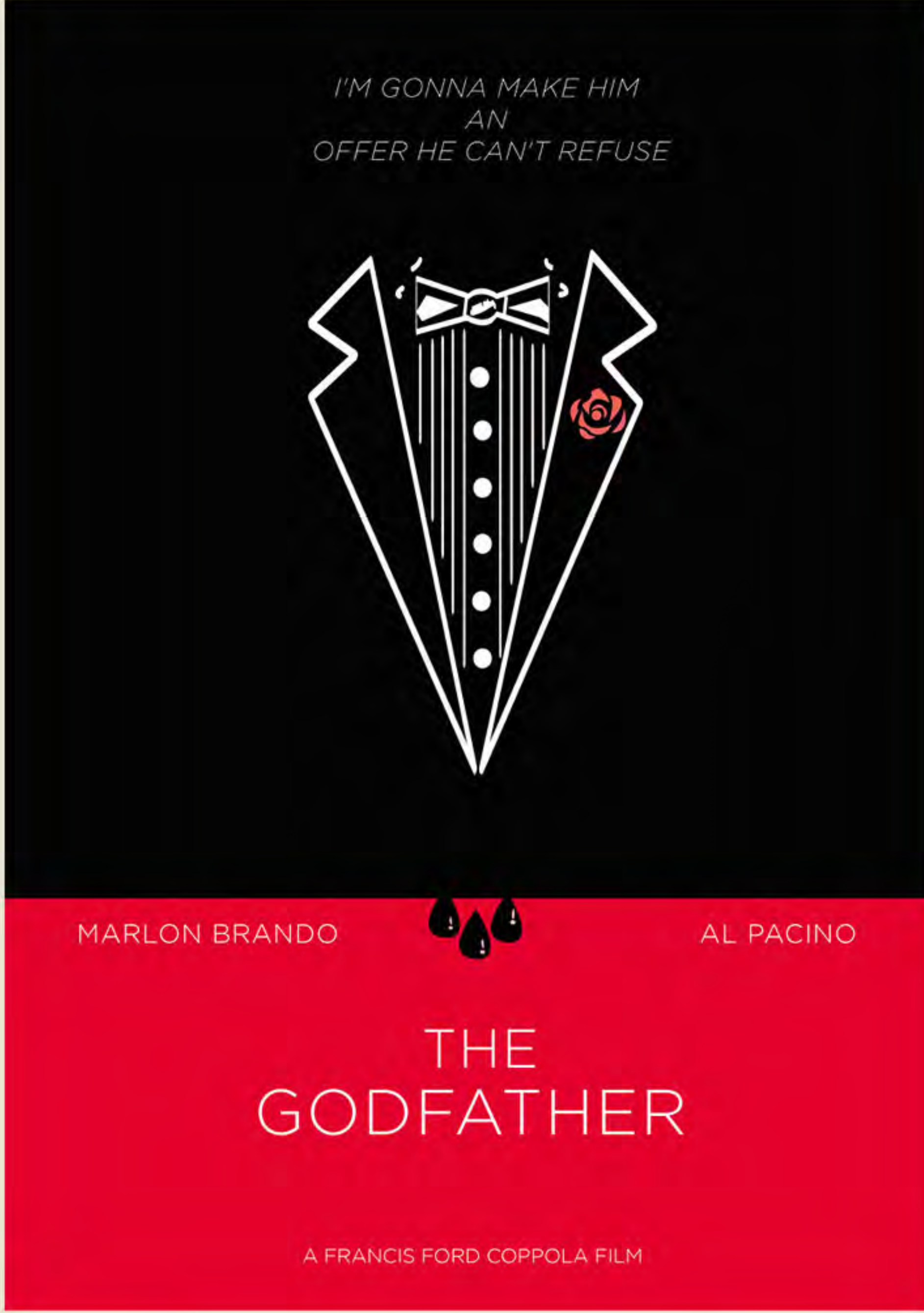


GODFATHER POSTER REDESIGN

GRAPHIC DESIGN, POSTER DESIGN, ILLUSTRATION

124 124

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LIKE CREATION

Tools Used

AI f t in t p 124 124

CREATION INFO POPUP UPON CLICK OF CREATION TEMPLATE



RESUME CREATOR

EDIT RESUME

MY RESUMES

PROJECTS

SEARCH 1000,000 LAYOUTS



SEARCH



LAYOUTS



SHAPES



TEXT



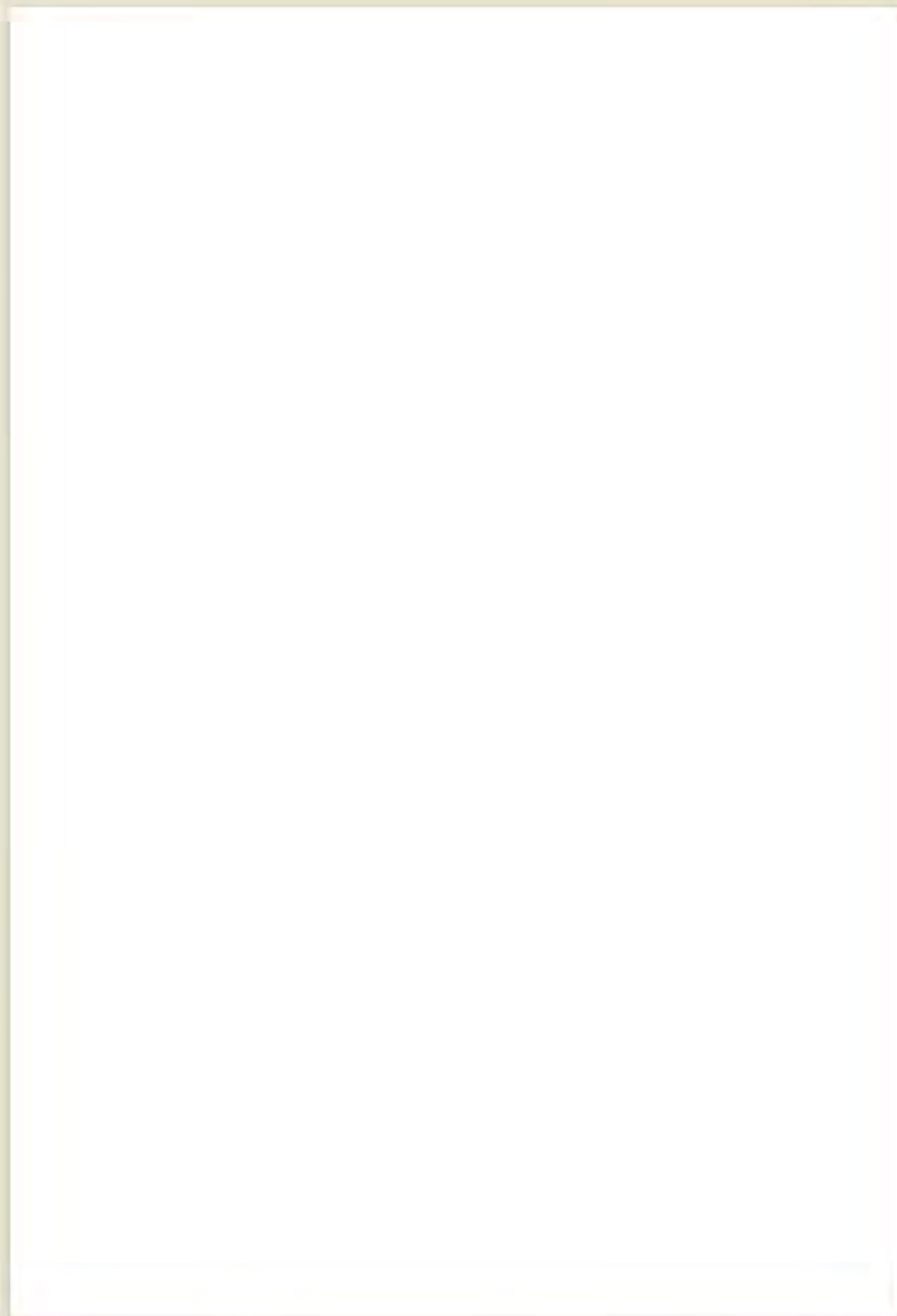
BKGROUND



UPLOADS



MY RESUME - RESUME CREATOR



+ ADD NEW PAGE

SAVE AND PUBLISH

EXPORT RESUME

RESUME CREATOR

EDIT RESUME

- RESUME CREATOR
- MY EXISTING RESUMES
- EDIT RESUME
- EXPORT RESUME

ES

PROJECTS

SEARCH 1000,000 LAYOUTS



SEARCH



LAYOUTS



SHAPES



TEXT



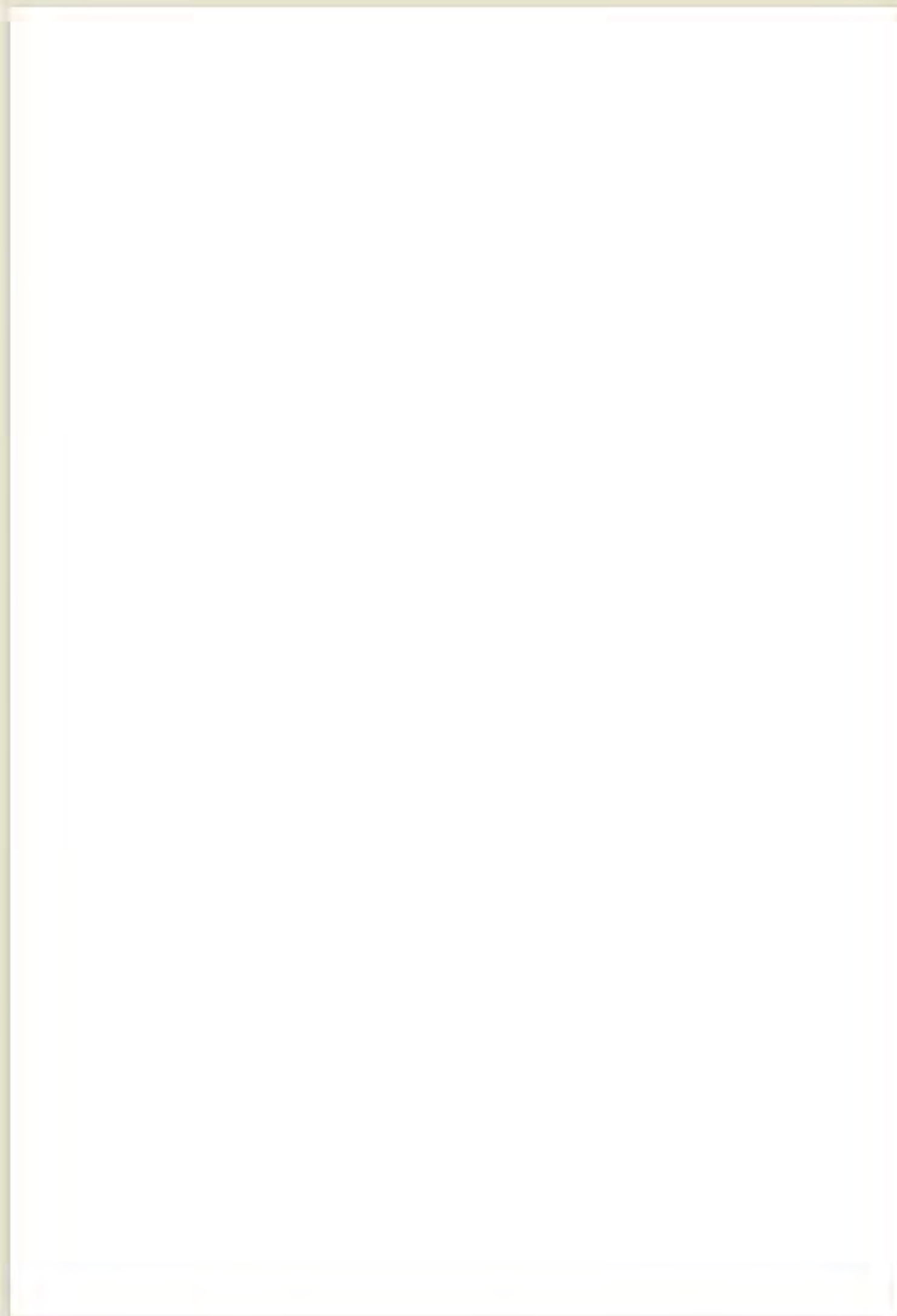
BKGROUND



UPLOADS



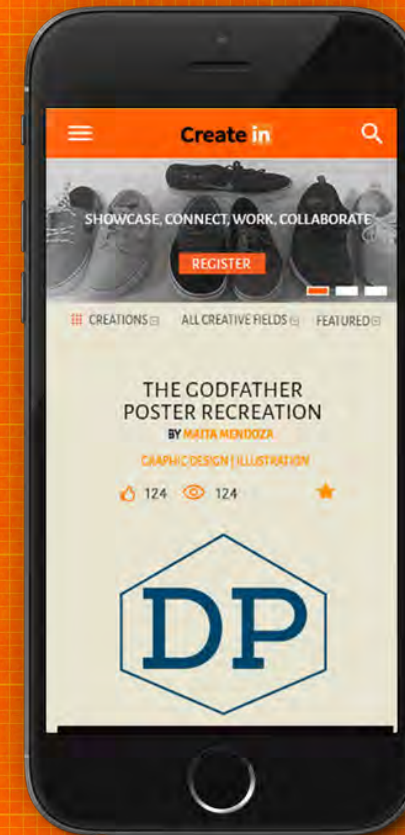
DROP DOWN MENU FOR THE SUB MENU



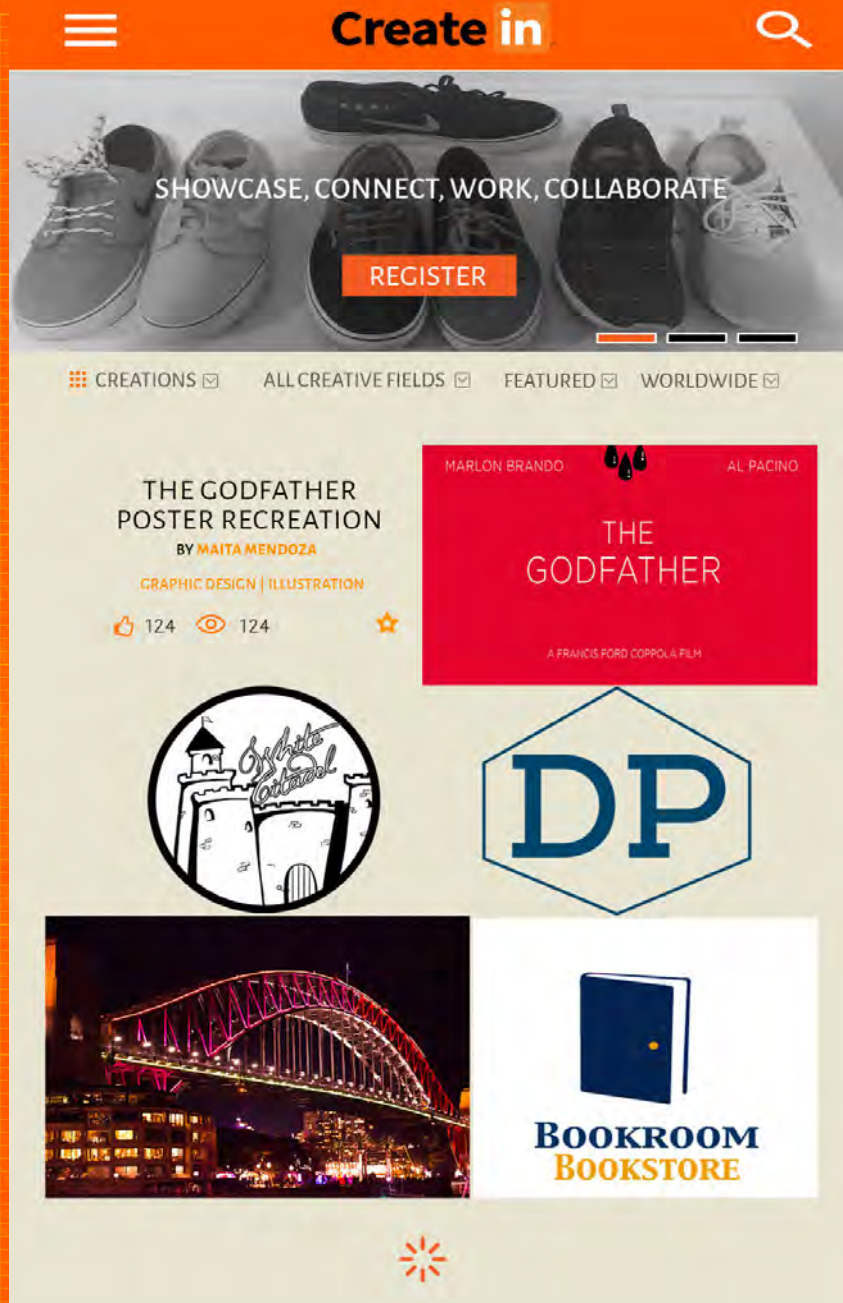
+ ADD NEW PAGE

SAVE AND PUBLISH

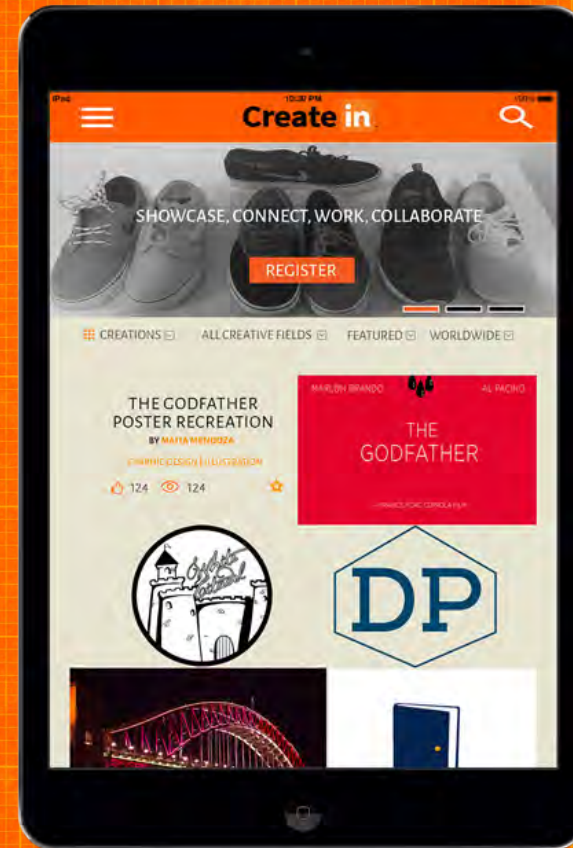
EXPORT RESUME



WEBSITE LOOK ON MOBILE



WEBSITE LOOK ON TABLET



Wireframes & Visual Design that are still on the works:

- Collab Area Page
- Creations Page - Post New Creation and Edit Creation
- Resume Page - Export Resume
- My Network Page

Visual Design that are still on the works:

- Job Finder