



OLENA SPEKTOR

Graphic Design Portfolio



About me:

I am a quick learner who can absorb new ideas. I am well mannered, articulate and experienced in providing quality customer service. I am able to adapt to challenges when they arise and at the same time remain aware of professional roles and boundaries.

Contact me:



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spektor.helen@gmail.com



www olenaspektor.com

What are my skills?



Adobe Photoshop



Adobe Lightroom



Adobe Illustrator



Adobe InDesign



HTML, CSS



How am I different?

I have a background in social science which allows me to bring real value to the design process by transferring the academic research skills to a design context.

What do I love doing?



Creating activity books for kids.



Hiking

What do I want in my next role?

- Improve my UX design skills.
- Grow me as a team player.
- Challenge me with a fast-paced working environment.

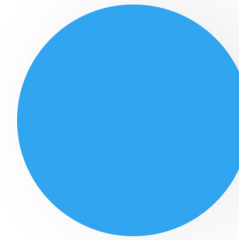
QuizCast

My role in this project was to design the extension of the existing quiz game (https://play.google.com/store/apps/details?id=com.quiz-cast_v1). The previous version required Chromecast connection only and the client wanted to extend the market to the pubs/restaurants visitors where they can play the quiz game anytime they wanted on their phone and win discounts or prizes from the pub/restaurants.

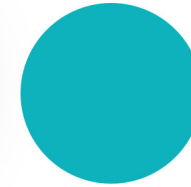
I was provided with the wireframes and the previous design.

One of the requirements was to keep the old style as much as it possible.

As the client wanted to stay with the previous style, I started with developing a brand identity: the colour pallet, icon style, and typography. Thanks to this up-front work, I was able to create assets without having to wonder whether the colours work together. Using the same font as the previous version of the design helped me to keep the same style too.



Bright blue
#32a5f0



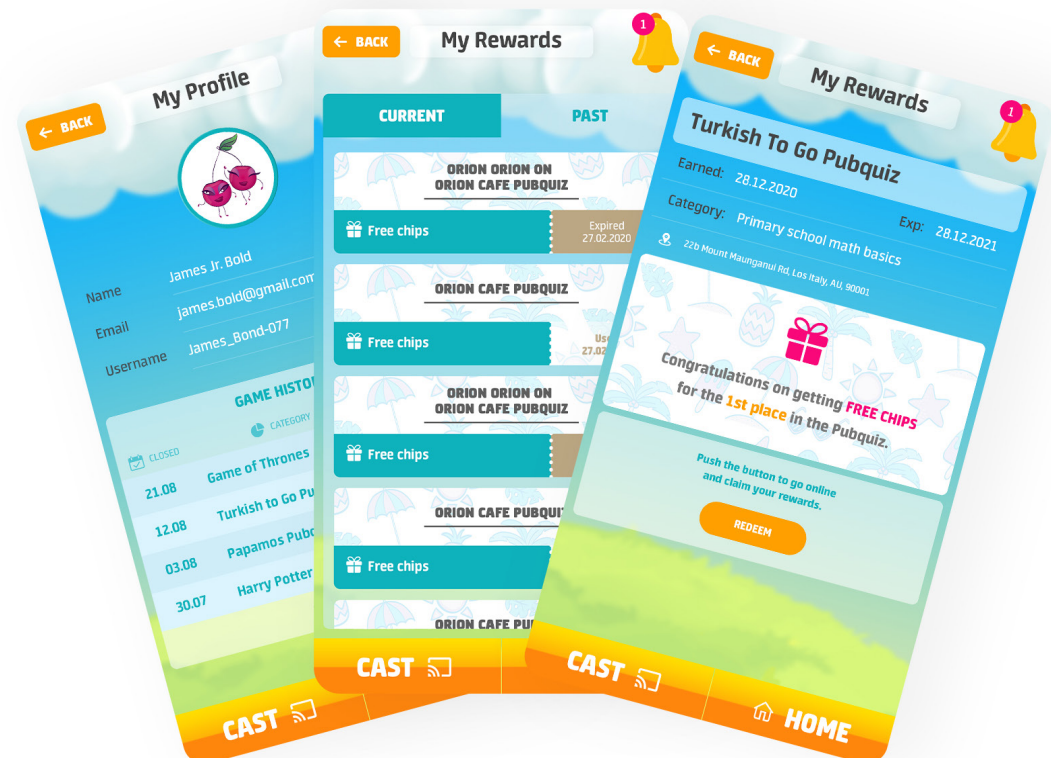
Turquoise
#0eb2bc



Orange Peel
#ffa000



Dark grey
#444444

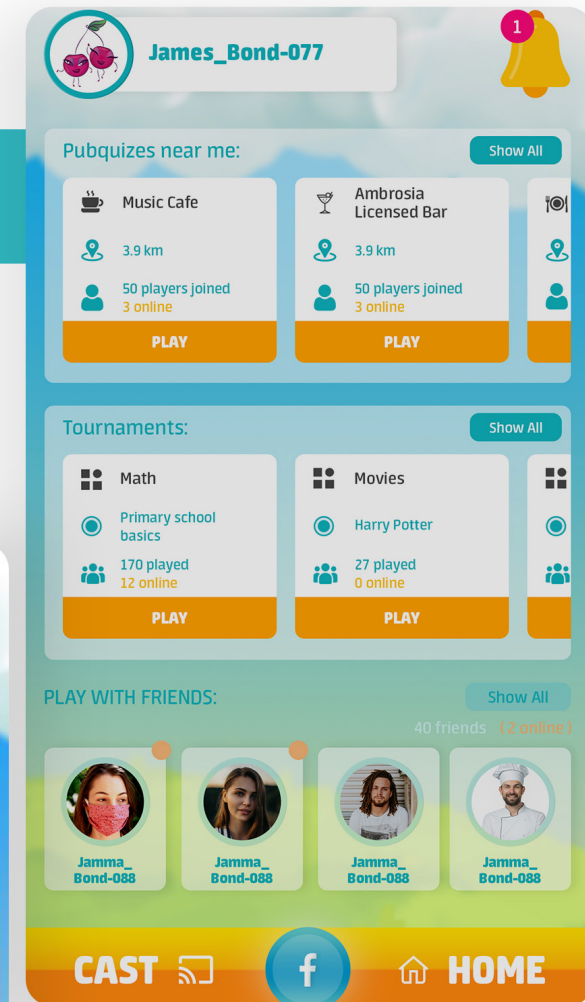
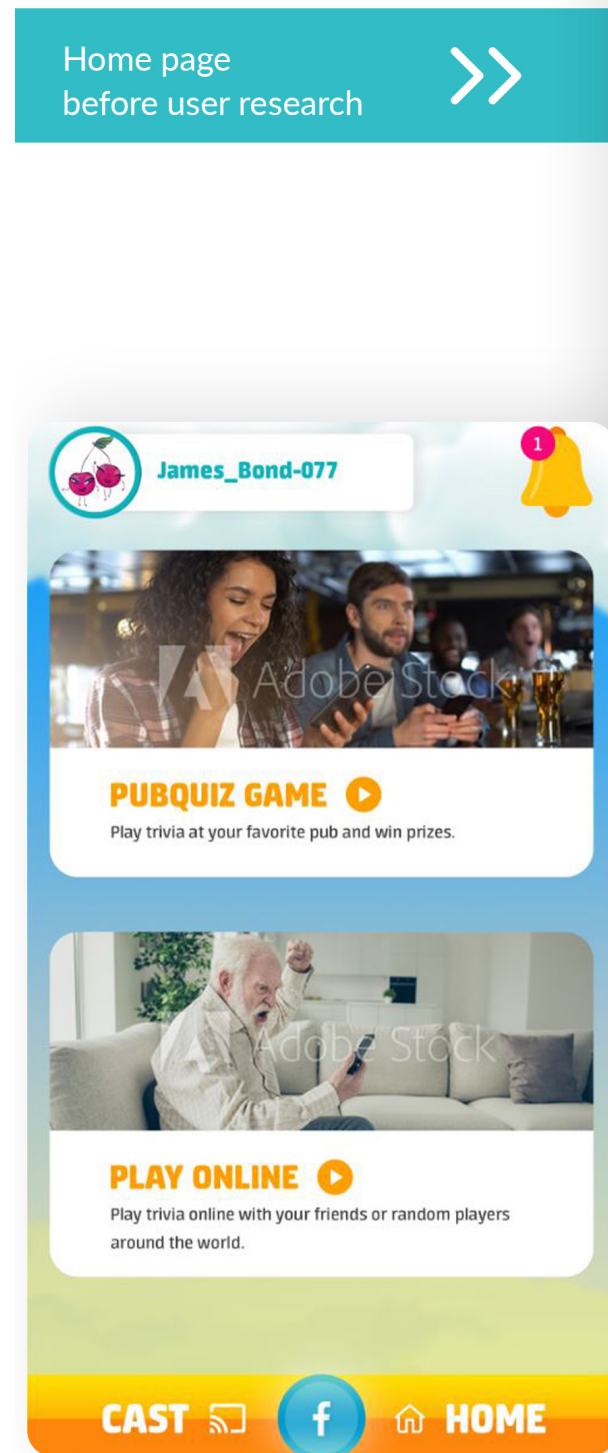


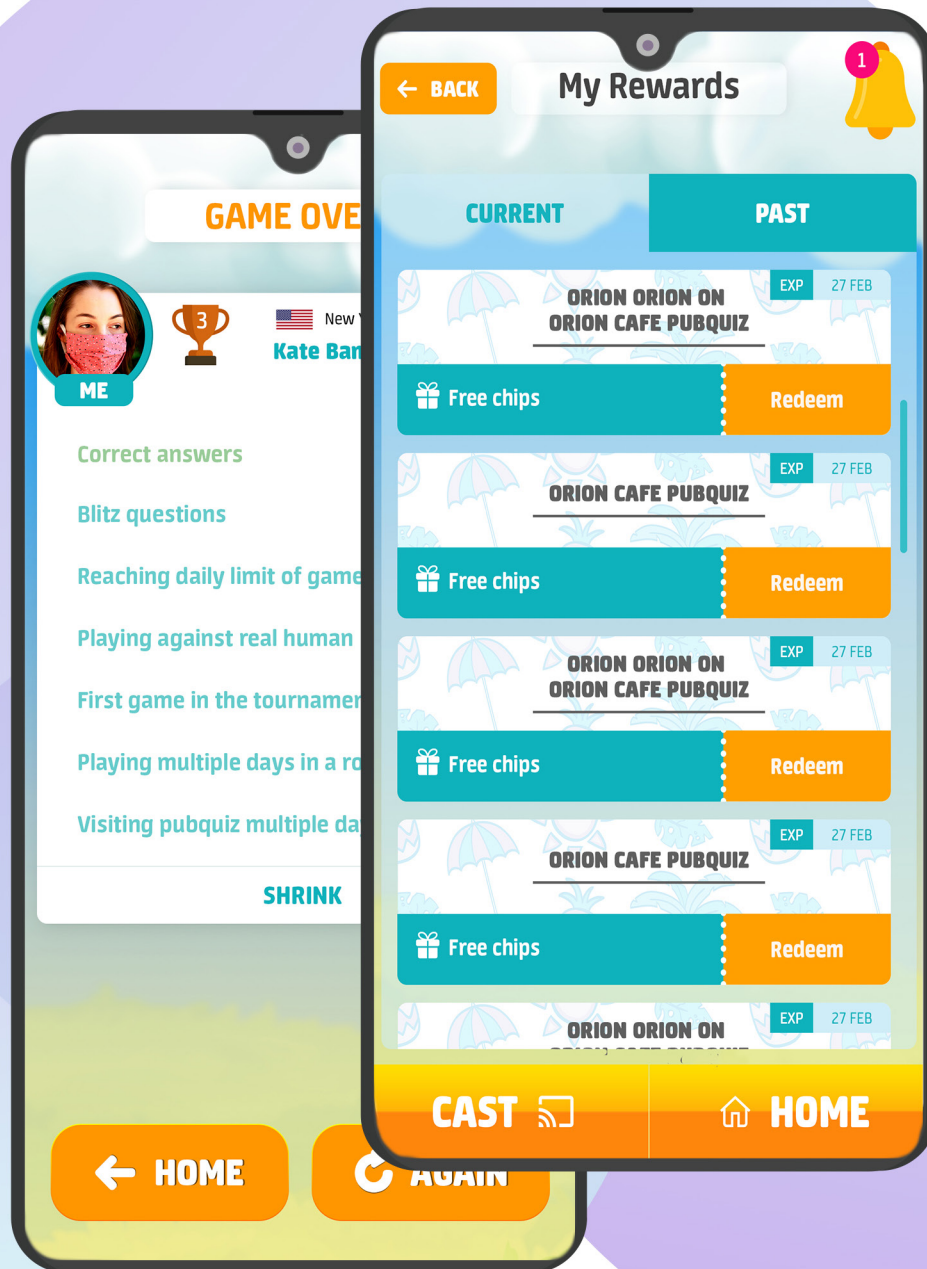
During the design process I was closely working with the client on every page. To make our communication easier we were using the Marvel platform to create the prototype and share it with the other team members.

Prototype: <https://marvelapp.com/prototype/25hf680g>.

Having completed the prototype, we had a chance to conduct a user research. It helped to find out that the design and the layout of the Home page are not clear to the user and too busy for the eye so that it requires some changes.

As a result, the prototype of the app was finished and put in the development phase. The QuizCast app is expected to be aired earlier 2021.





“Fast communication and really a good work. Olena is easy to work with. She made a great research, nice mobile app design and we achieved end result that we are proud to present to our customers. Would gladly work with her again.”

CurryHeaven

CurryHeaven is an Indian restaurant located in Wellington, New Zealand.

Earlier in 2020, I was contacted by the owner of the restaurant to redesign his current website. After a detailed study of the current website, I came up with the following complication in the user experience:

- The current CurryHeaven website starts with choosing the location of the restaurant. There is no option to change it except for going back in the navigation system of the browser.
- It was a bit confusing to browse the menu options on the website.
- Even though CurryHeaven has been on the internet for a long time, the Google search did not show the website in the top search results.

One of the requirements also was to make the logo stand out on the home page. The first thing the client wanted the visitor to see on his website was the logo.

To meet the logo requirements, I have decided to go with the trendy design feature by adding the video to the Hero area of the website and placing the logo on top of it. It gave the website the modern touch and user-friendly interface.

To make the navigation more intuitive through the website, I wanted to create an opportunity to see the location and working hours of the place without leaving the current page. To do this, I came up with the solution to design a line on top of the page. It would be static and display through all the pages, and it will minimise the number of clicks on the website.

To give more clarity and organization to the Restaurant Menu page, I divided it into two sections - dine-in and takeaway. Based on this, I organized menus into each section according to its content.

To increase the site's position on the Google search, I added some extra information to the footer (like job positions in the restaurant, policies, loyalty information etc.)

The design of the website has already been delivered to the client. The development phase of the project is awaiting to be started soon.

Prototype <https://projects.invisionapp.com/share/49X20QVD358#/screens/440058211>

BOOK A TABLE

HOME ABOUT MENU NEWS CONTACT



HOME ABOUT MENU NEWS CONTACT

Dine-in menus

Dinner Menu

Lunch Menu

Drink Menu



Takeaway menus

Dinner Takeaway Menu

Lunch Takeaway Menu



B.Y.O.

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DELIVERY

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SPECIAL DIET

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FUNCTIONS & EVENTS

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CATERING

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NEWTOWN

📍 136 Riddiford St, Newtown, Wellington
📞 +64-4-380-0157

LUNCH HOURS

Monday - Saturday | 11am - 2:30pm
Sunday | Closed

DINNER HOURS

Monday - Sunday | 5pm - Late

BOND ST (CBD)

📍 8 Bond Street, Wellington, 6011
📞 +64-4-472-0025

LUNCH HOURS

Monday - Saturday | 11am - 2:30pm
Sunday | Closed

DINNER HOURS

Monday - Saturday | 5pm - Late
Sunday | Closed

📞 +64-21-913-033 / +64-21-123-8043

📞 +64-4-380-0147

✉ badal@curryheaven.co.nz

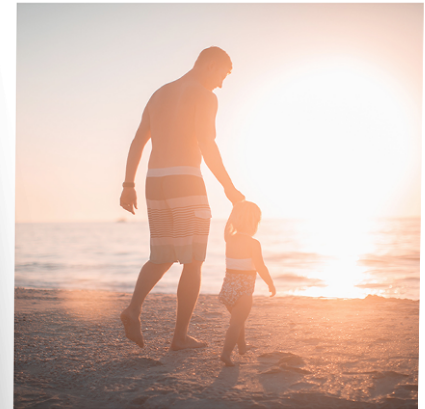
SITE LINKS

Food Safety
Catering
Halal
Reservation Policy
Delivery

PROMOTIONS

Loyalty Cards
Gift Cards
Functions & Events
Jobs

HOME ABOUT MENU NEWS CONTACT



AY.
you to make it special. >



New restaurant is coming soon... >



Christmas and New Year holidays with Curry Heaven >

y food? >

MORE NEWS

ntown, Wellington

BOND ST (CBD)

📍 8 Bond Street, Wellington, 6011
📞 +64-4-472-0025

LUNCH HOURS

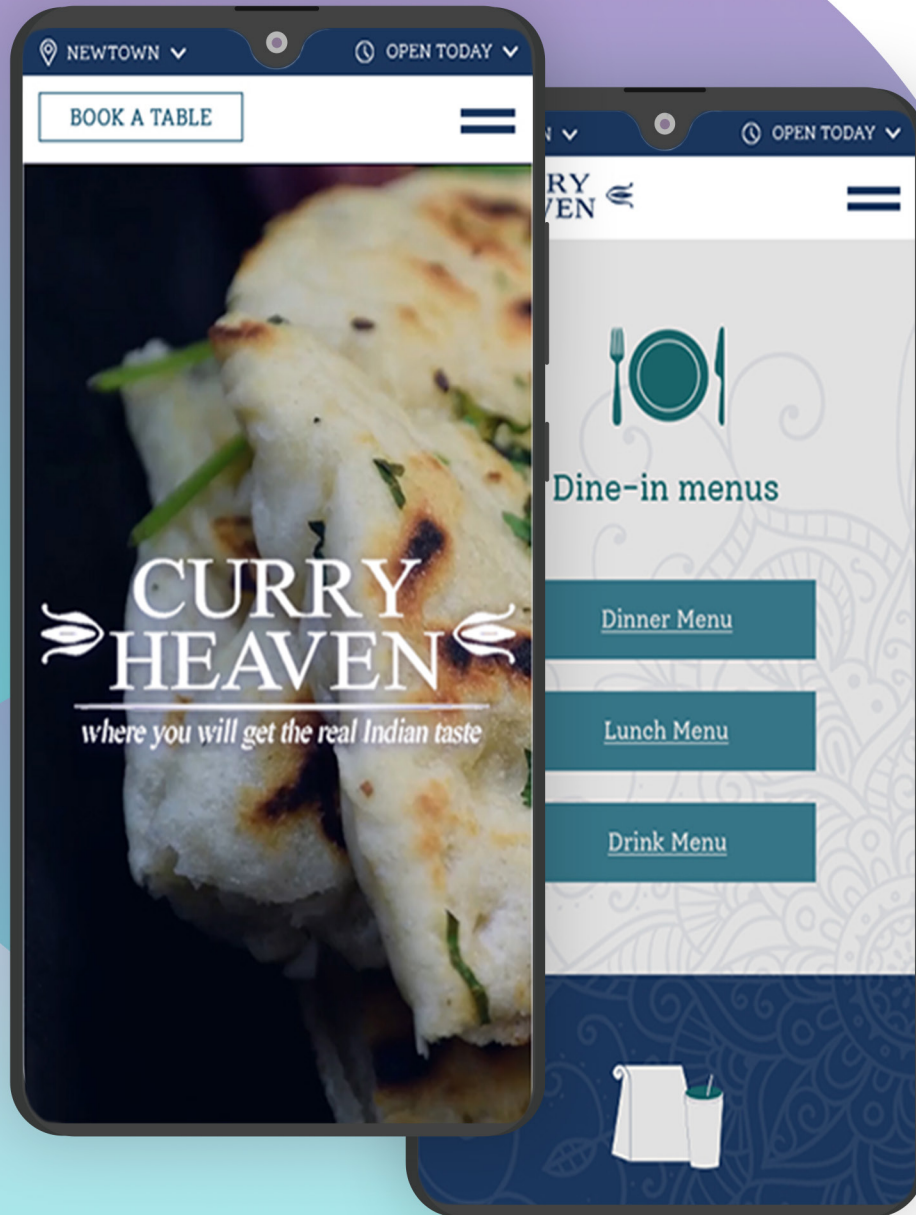
Monday - Saturday | 11am - 2:30pm
Sunday | Closed

DINNER HOURS

Monday - Saturday | 5pm - Late
Sunday | Closed

11am - 2:30pm
Closed

5pm - Late



Olena was a dream to work with, kind and helpful and very cooperative. She helped me a lot and I was very happy with the end product. If anyone is looking for a website to be made, I'd highly recommend her!

Renarta's Creative Hairdressing

Renarta Creative Hairdressing is a locally based hairdressing business in Tauranga, which needed to refresh its logo. I rebranded the original company logo and assisted in building the brand.

The rebranding process consisted of updating the font to be more readable and modern. The new logo also needed to portray the hairdressing industry, so, as the client requested, the scissors were kept on the logo to represent the 'hairstyling' part of the business.

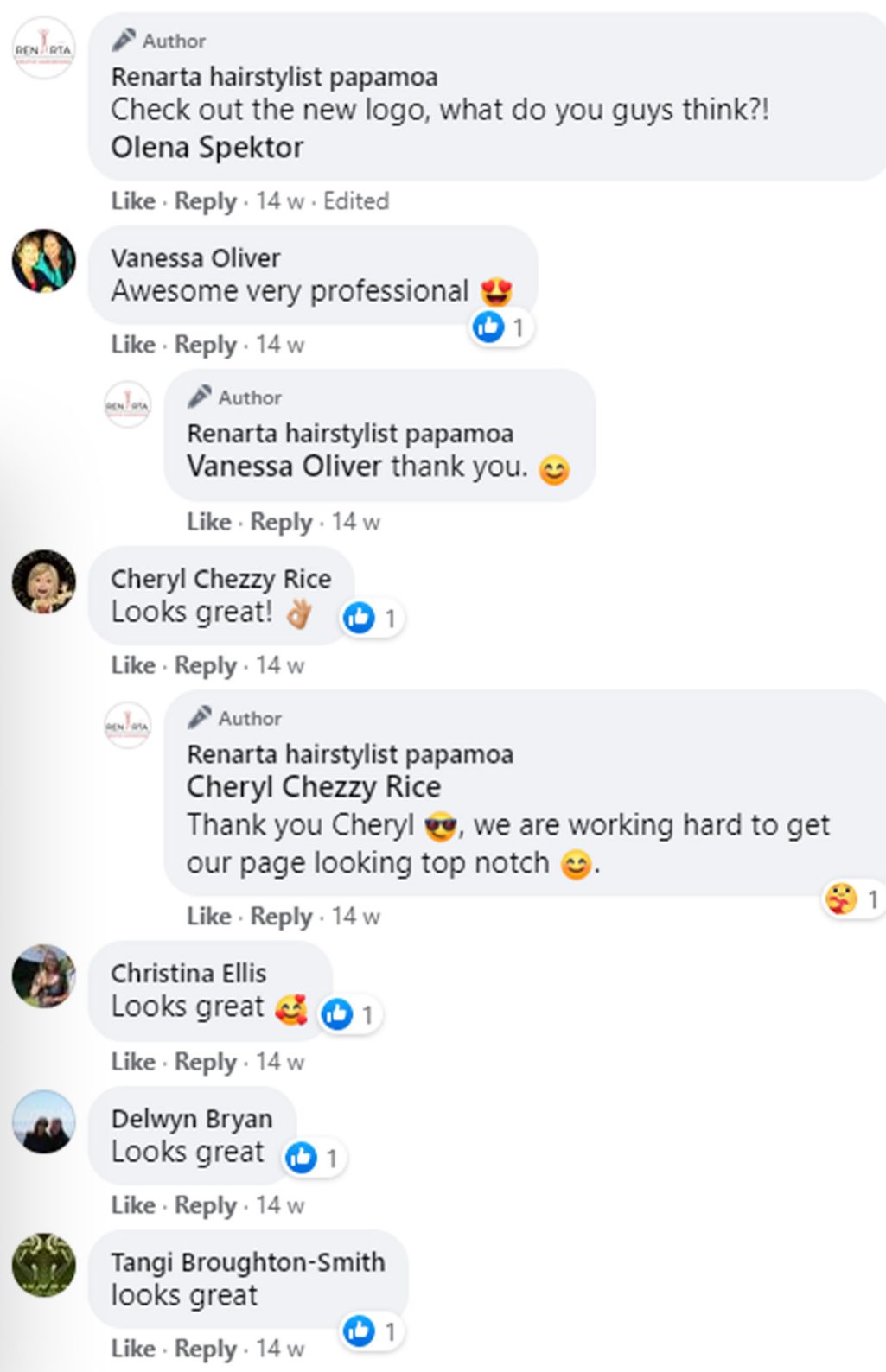
The logo which has been developed portrays a simple, easy, elegant with a bit of boldness brand. The focus of the logo has been placed on scissors as the illustration of the hairdressing industry.



Original Logo



New Logo



THANK YOU!

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