UX/UI CASE STUDY

Designing a Portfolio Website Based on Client Requirements

Keshav

Project Overview

Designed a personal portfolio website based on client requirements to showcase skills, projects, and contact information with a clean and professional layout.

Role: UI/UX Designer
Tools: Figma
Duration: 1–2 Weeks

Understanding Client Requirements

The client needed a professional portfolio website with:

- **Hero section** with **name and tagline**
- **About section** to introduce background and tools
- **Project section** to showcase work (3–6 projects)
- **Skills section** with tools and expertise
- **Contact section** for easy communication
- **Clean navigation** and **structured layout**
- Responsive design for **mobile and desktop**
- **Modern and visually** appealing UI

Problem Definition

The challenge was to **organize multiple sections** into a clean and structured layout while maintaining strong **visual hierarchy and easy navigation.**

Design Goals

- Create a **clean and modern** layout
- Ensure easy navigation between sections
- **Highlight projects** effectively
- Maintain consistency in UI elements
- Design for **responsiveness** across devices

Wireframing (imp)

Started with low-fidelity grayscale wireframes to plan **layout, spacing, and section** structure before moving to final design.

Layout Structure

Hero → About → Projects → Skills → Testimonials → Contact → Footer

Visual Design Decisions

Color Palette
Used a **clean and professional** color palette with **accent colors** for CTAs and headings.
Typography
Used **modern font pairing** for clear readability and strong hierarchy.

Key UI Elements (very imp)

- Navigation bar with **clear sections**
- Project cards with **image and short description**
- **Call-to-action** buttons (View Project, Contact)
- Skills icons/grid
- Contact form (Name, Email, Message)

Responsive Design

Designed **desktop-first layout (1440px)** and adapted it for **mobile screens** ensuring proper stacking and readability.

Final UI Showcase

- Hero section
- Project cards
- About section
- Contact form

Solution

The final design successfully meets the client's requirements by providing a **structured, visually appealing, and user-friendly portfolio website.**

Objectives

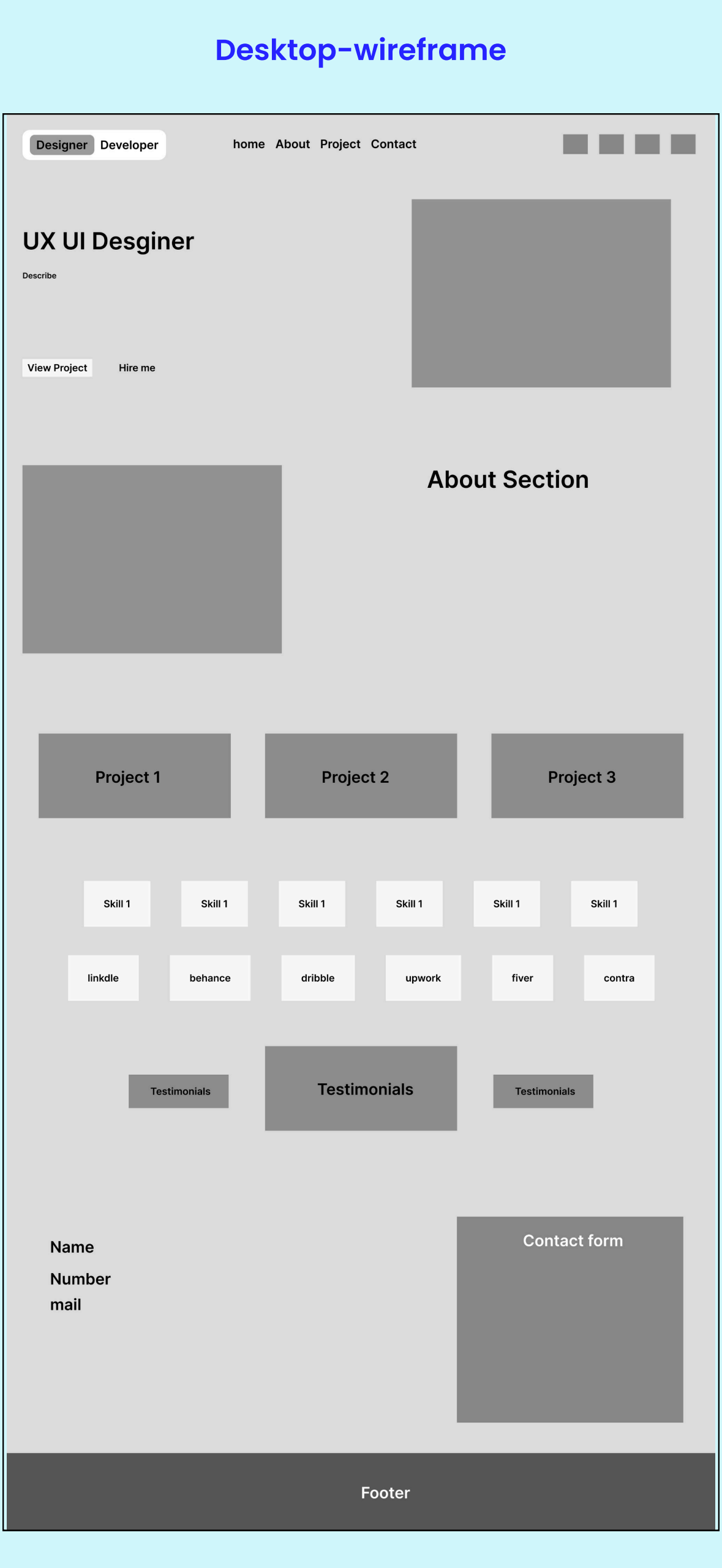
- Design a clean portfolio website
- Show skills and projects clearly
- Follow client requirements
- Keep layout simple and easy to use

Goals

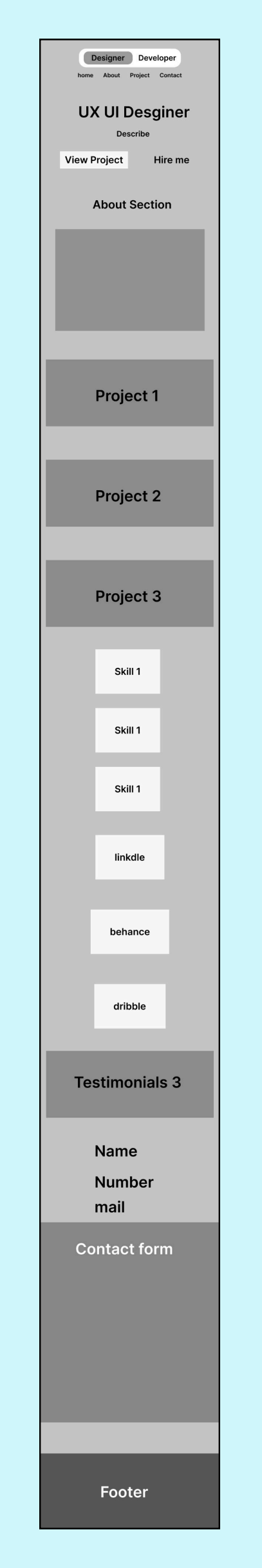
- Create proper section structure
- Maintain clean and consistent UI
- Make design responsive
- Improve user navigation experience

Wire-frames

Desktop-wireframe



Mobile-wireframe



Typography

Text style	Size	Type	Line height
Space-Grotesk	48 - 40 - 32	All	Auto
Roboto	28-24	All	Auto
Poppins	16-12	All	30-40

1. Space-Grotesk
   Modern and slightly quirky style that adds personality
   Great readability for headings and UI elements

- Roboto
  Clean and highly legible across all screen sizes
  Versatile font suitable for both web and app interfaces

3. Poppins (Body / Supporting Text)
   Geometric and clean design that ensures high readability on screens
   Consistent spacing and structure help in easy scanning of content

Color Pallet

Primary Color - Aqua Blue

● 12D0ED

Shades ■■■■■■■■■

- Gives a premium and warm feel, enhancing the brand's coffee shop identity
- Draws subtle attention without overpowering other UI elements

Secondary Color - Royal Blue

● 1263ED

Shades ■■■■■■■■■

- Creates a sense of trust and reliability, suitable for structured information and navigation
- Provides strong contrast, improving readability and visual hierarchy

Tertriry Color - Mint Green

● 12ED9C

Shades ■■■■■■■■■■

- Gives a premium and warm feel, enhancing the brand's coffee shop identity
- Draws subtle attention without overpowering other UI elements

Text colors

● #000000 ● #828481 ○ #FFFFFF

W-G-B ■■■■■■■■■■■

Black and white provide the visual backbone of your UI. They don't call attention to themselves but support every other color and interaction by creating a solid, legible, and accessible base.

Semantic Colors

● #F44336 ● #4CAF50 ● #FFA726

RED - ■■■■
GREEN - ■■■■
YELLOW - ■■■■

Semantic colors are essential in user interface (UI) design because they provide immediate visual feedback about what's happening — success, error, warnings, etc. Here's how your color choices fit:

Bg colors

● #000000 ● #828481 ○ #FFFFFF

W-G-B ■■■■■■■■■■■

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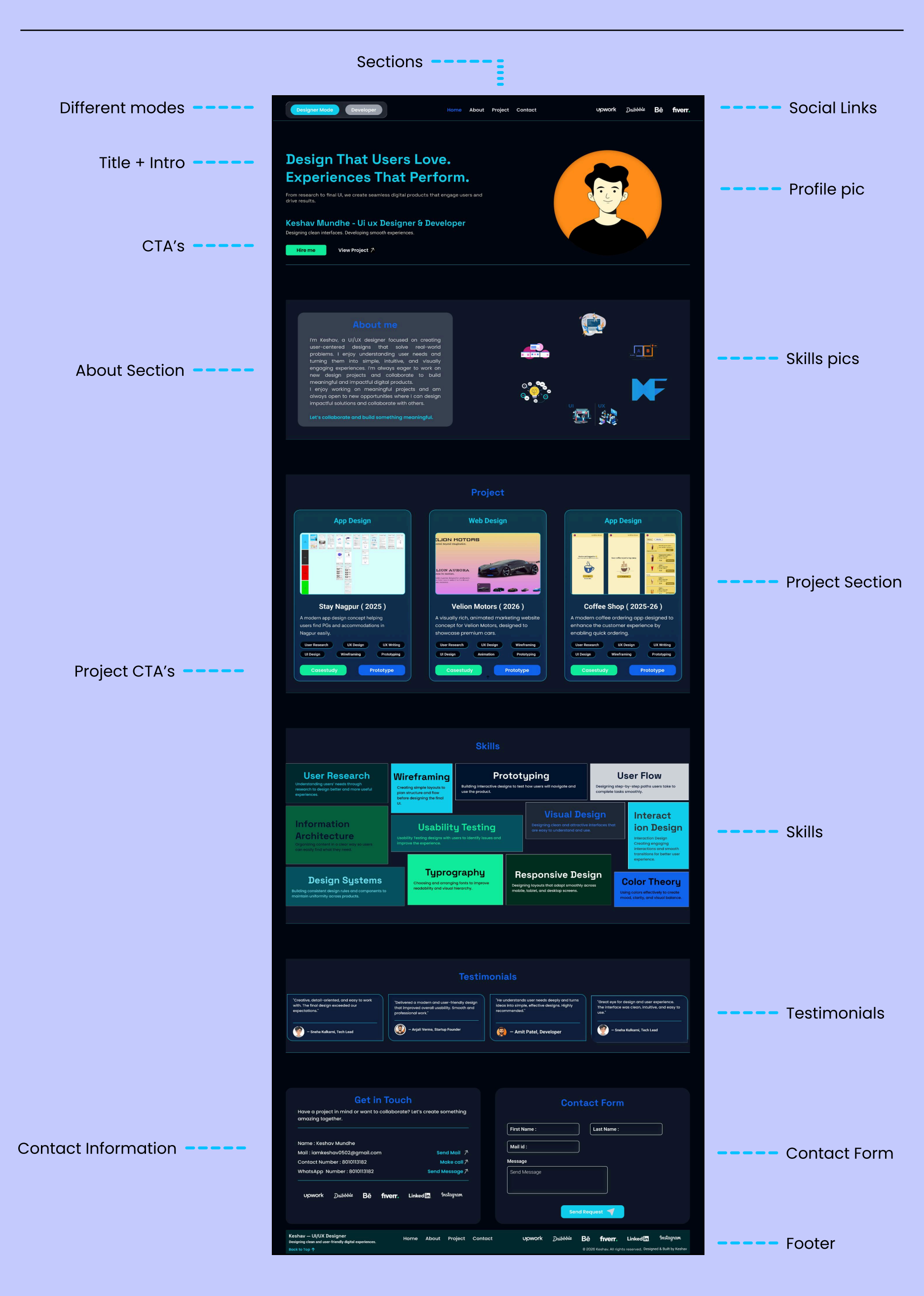
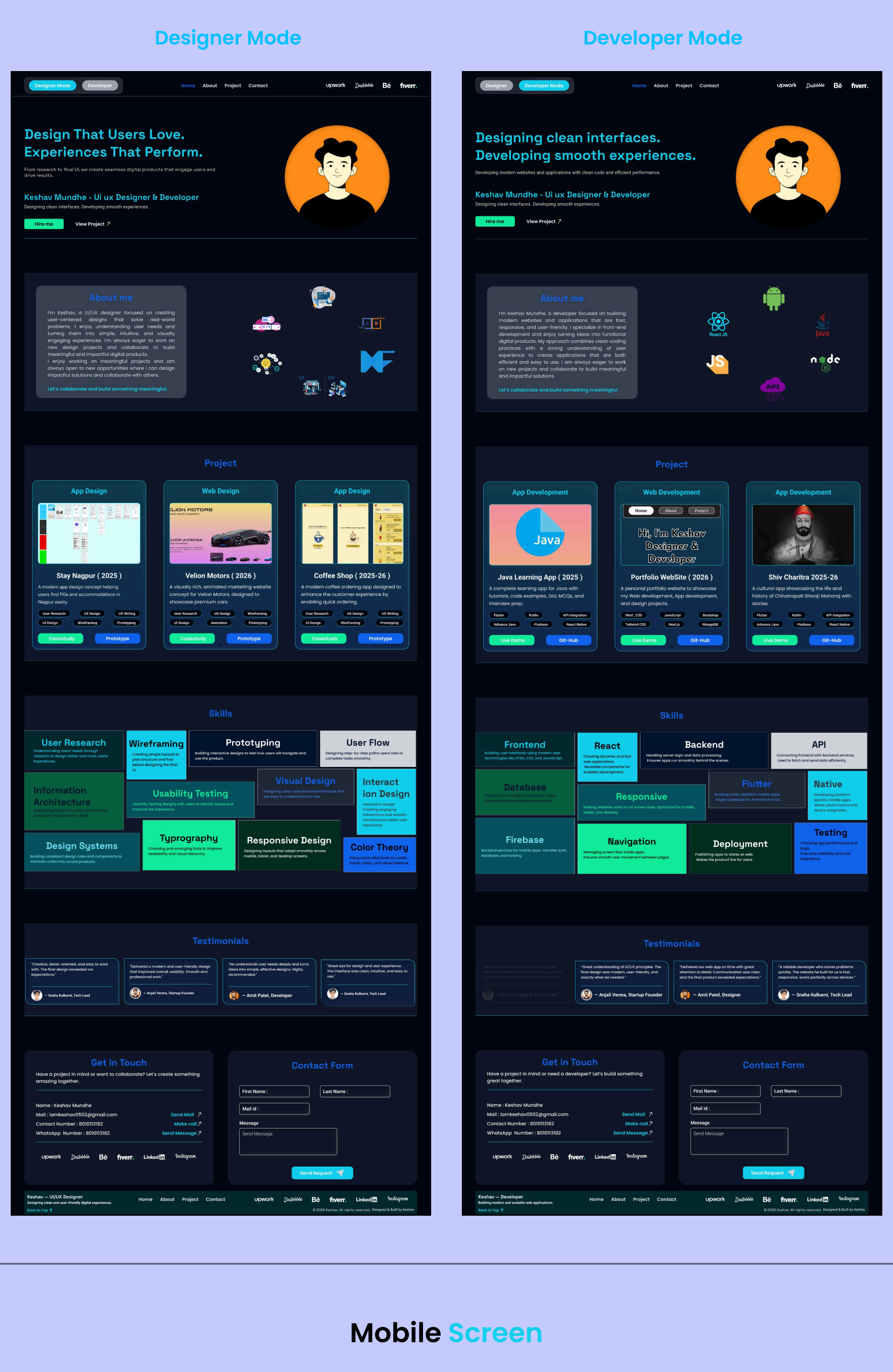
Major Screens Flow

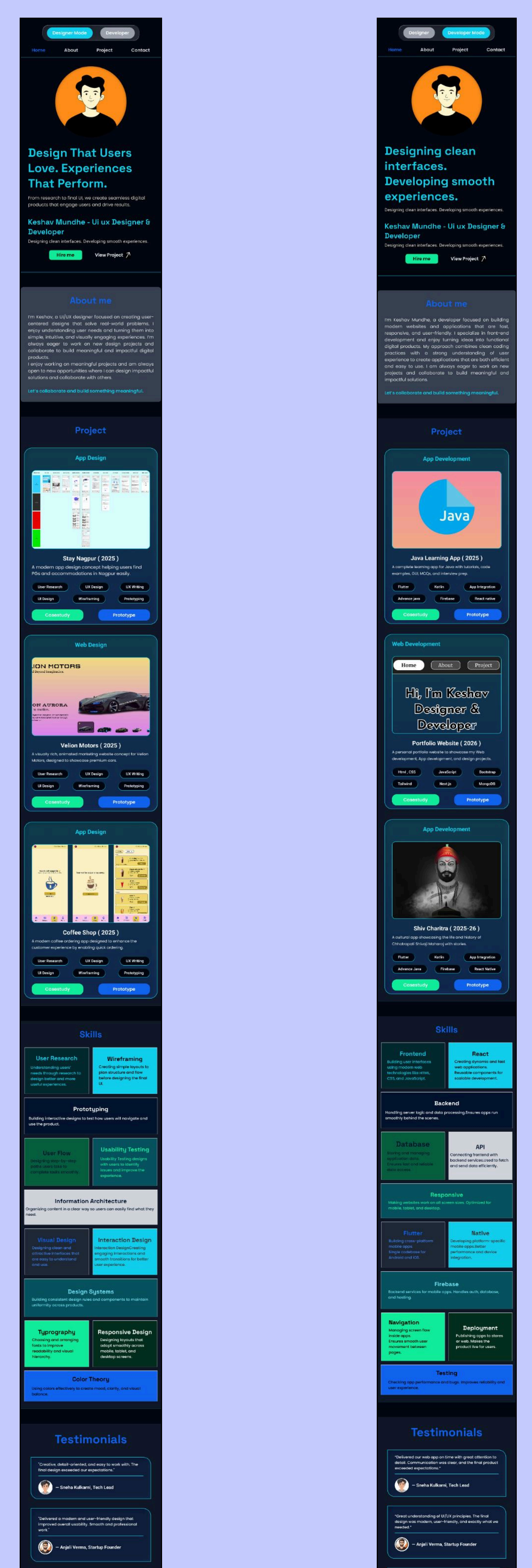


Desktop Screen


Designer Mode
Developer Mode

Design That Users Love. Experiences That Perform.
Designing clean interfaces. Developing smooth experiences.
Keshav Mundhe - Ui ux Designer & Developer
About me
Project
Skills
Testimonials
Get in Touch
Contact Form

Mobile Screen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Conclusion

- This project successfully delivered a user-centered design that aligns with the client's requirements and goals. By focusing on usability, clear structure, and modern visual design, the final product ensures a smooth and intuitive user experience across both web and mobile platforms.
- The design process—from understanding user needs to wireframing, prototyping, and final UI—helped create a solution that is not only visually appealing but also functional and scalable. Key elements like typography, responsiveness, and interaction design were carefully implemented to improve readability, accessibility, and engagement.
- Overall, the project demonstrates the ability to translate client requirements into effective digital solutions, combining design thinking with practical execution to solve real user problems.

😀 Thank you !