

christine disanti

design persona
fall 2020

christinedisanti.com

1.

Overview

I believe in the importance of social justice and empowering those around us, both professionally and in our daily lives.

As a student learning web design, I want to use this medium as a way to introduce the social justice issues that have been formative to my experience at St. Joe's and show how they will guide how I approach the world after graduation.

I hope to use my website to compile social media, communications, and written works I've done in the past, creating a dynamic, online portfolio. But beyond that, I hope I am able to demonstrate how we can use media and writing to bring about change.

2.

field diversity

in government careers:

43.3% of employees are women

64.7% of employees are white

18.1% of employees are Black

8.4 % of employees are Latinx

5.6 % of employees are Asian

1.7 % of employees are Native American

3.

job selection

Though I don't yet know exactly what field I want to work in, I want to be able to do something that combines my passion for social justice and the practical skills that I have learned during my time at St. Joe's.

I'm looking to attend grad school after graduation, but I would like to work in the public sector, at either a non-profit organization or in a government job. My goal is to take what I've learned at SJU and apply it in a way that supports and empowers others.

4.

brand traits

welcoming but not **unprofessional**

clean but not **boring**

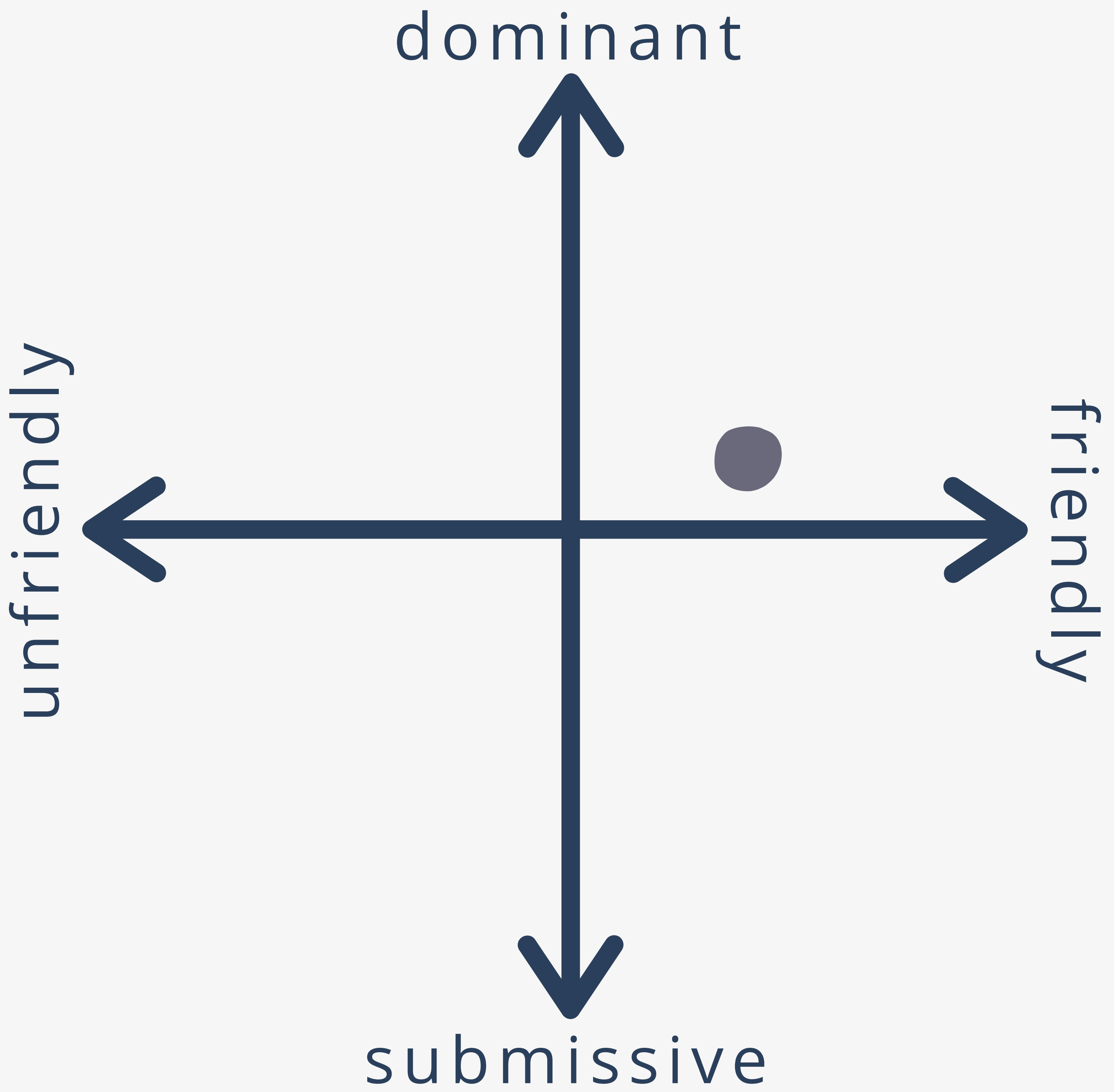
cool but not **cold**

passionate but not **patronizing**

self-assured but not **arrogant**

5.

personality map





lexicon notes

typography:

I plan to use almost exclusively sans serif fonts because I want fonts that will be most legible for online readers. I chose Montserrat as one of my main heading fonts because I felt the space between the letters added flare. For my other heading font, I chose a thinner font, such as Raleway Thin, because it breaks up the heavier Montserrat and lends itself to a more minimalist style. For my body font I wanted something more classic and readable, like Open Sans. Overall, I want my fonts to be simple and reminiscent of one another without being too much of the same.

colors:

For my colors, I chose mainly neutral or blue-gray tones. My website will be clean and calm and I feel a more muted, neutral palette will achieve that. I wanted to be sure to have lighter neutral colors, like the yellow and gray, as well as a darker blue and blueish-gray that will pop against a lighter background, as to not overwhelm the eye.

general style notes

Ultimately, I want my website to have a clean, calming, and simplistic vibe. My main goal for my website is to be both professional and creative. Having a simple, stylized design to my website will hopefully demonstrate that my website is meant to look professional, while also showing my own passions and creativity.

6.

visual lexicon

header font: montserrat

abcdefghijklmnopqrstuvwxy

0123456789

heading font: raleway thin

abcdefghijklmnopqrstuvwxy

0123456789

body font: open sans

abcdefghijklmnopqrstuvwxy

0123456789

7.

visual lexicon



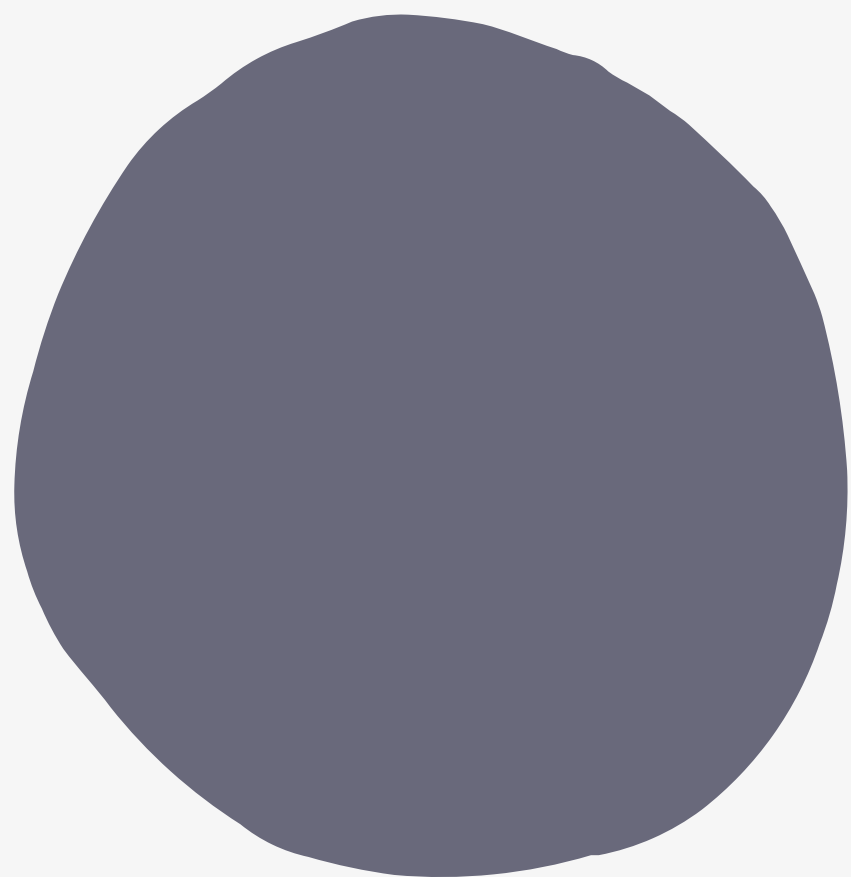
#F6F6F6



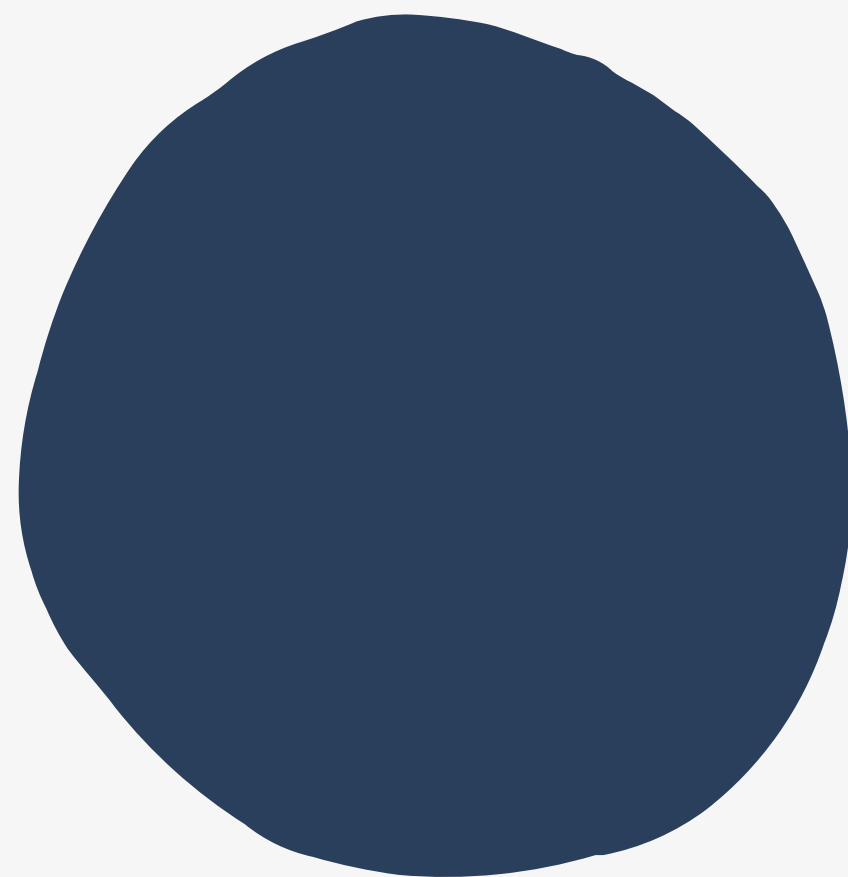
#ECDECF



#D9D9D9



#69697B



#2A3F5B

9.

brand voice

in-app greeting: hello & welcome!

success feedback:

success! your message has sent!

error feedback:

oh no, something's gone wrong!

critical error:

it seem our server is down! thank you for your patience as we work to fix this issue ASAP!

marketing feedback:

reach out on social media!

general message:

we're still working on this page...come back soon!

10.

engagement

enthusiasm

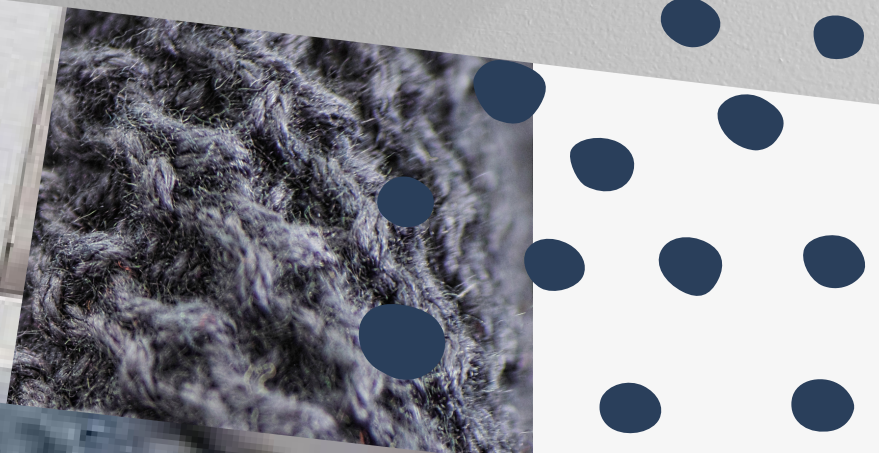
updates, a message, post, or a graphic, based on specific events, months, holidays, etc. will hopefully inform readers and add a nice surprise to their day.

joy & surprise

an easter-egg page dedicated to things that make me happy will help users learn more about me and will add a bit of fun to my website.

11.

mood board



*thank
you!*

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