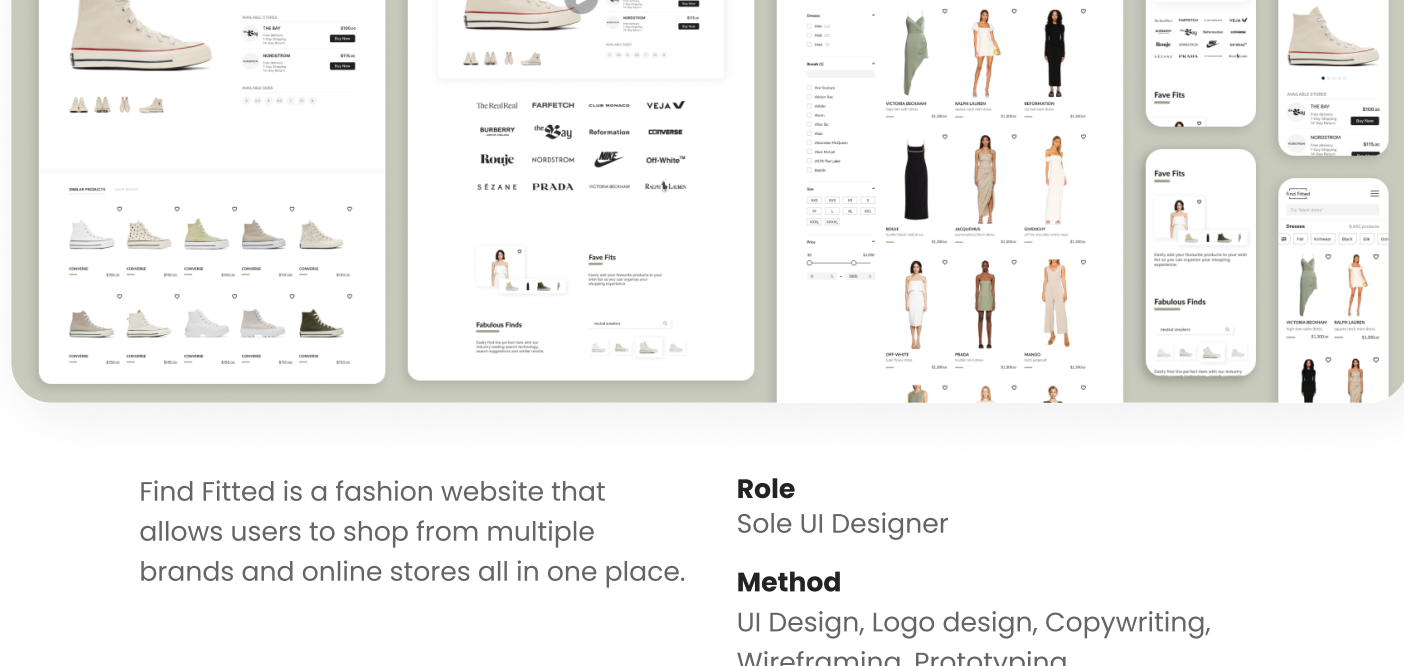


Find Fitted

Fashion Website UI Design Case Study

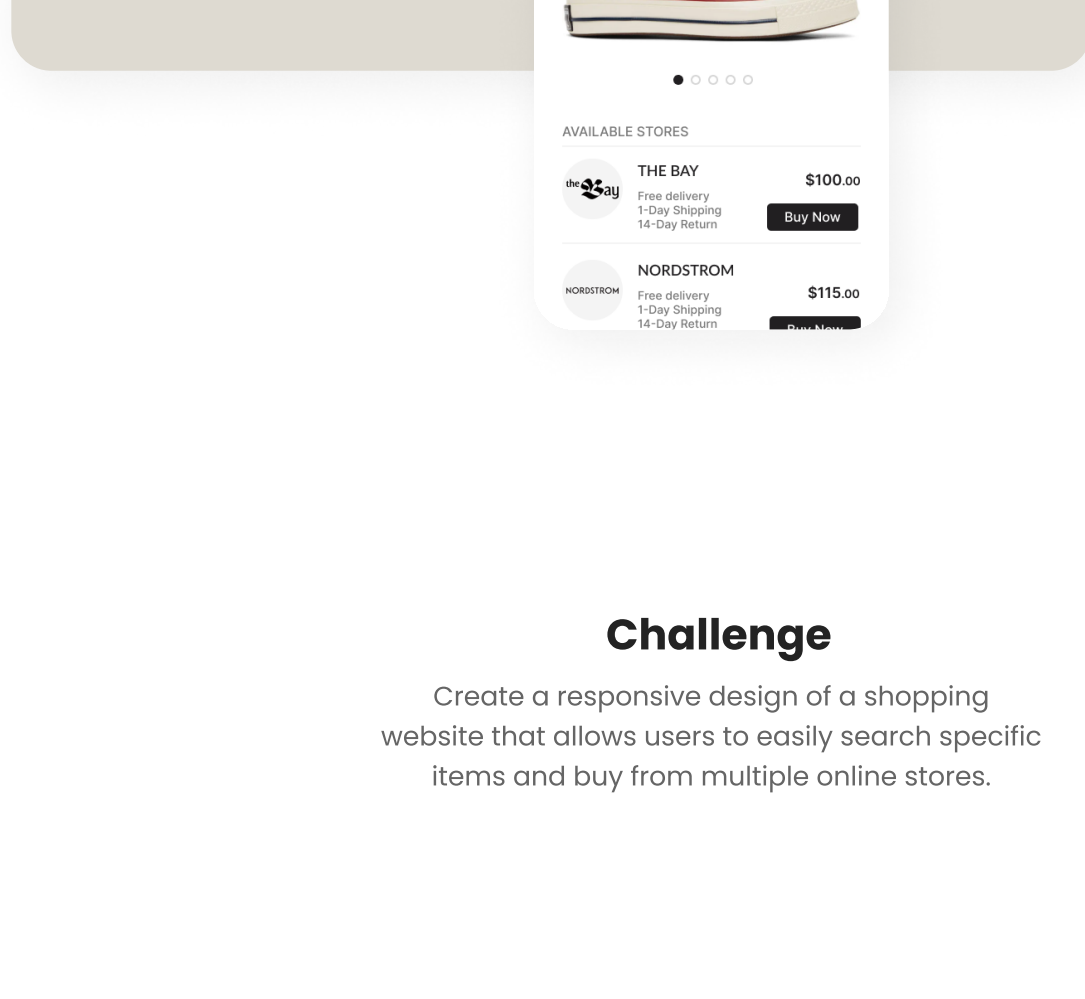


Find Fitted is a fashion website that allows users to shop from multiple brands and online stores all in one place.

Role
Sole UI Designer

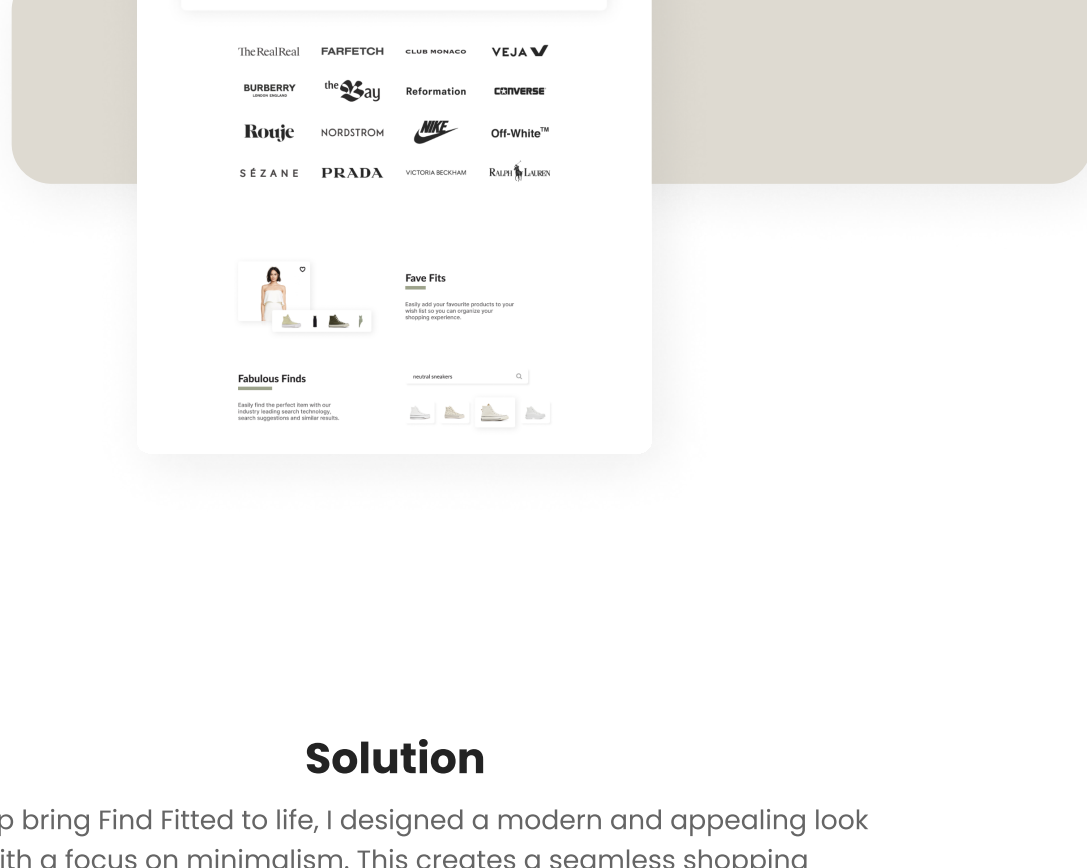
Method
UI Design, Logo design, Copywriting, Wireframing, Prototyping

Tools
Figma, Adobe Photoshop



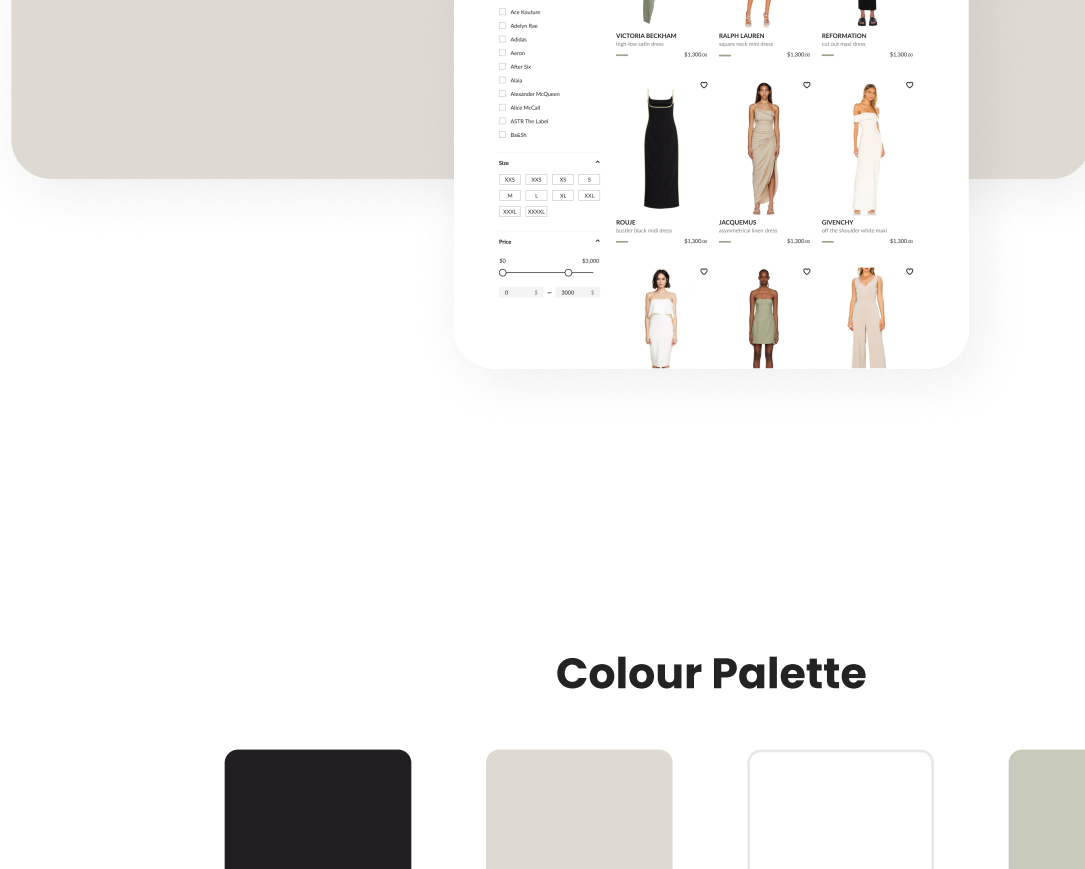
Challenge

Create a responsive design of a shopping website that allows users to easily search specific items and buy from multiple online stores.



Solution

To help bring Find Fitted to life, I designed a modern and appealing look with a focus on minimalism. This creates a seamless shopping experience that help users find their "fits" efficiently. The pages designed include product galleries, product pages, and the landing page.



Colour Palette



Typography

Title
Lato - Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Heading
Lato - Bold

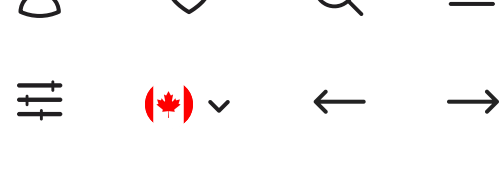
abcdefghijklmnopqrstuvwxyz

Copy
Lato - Medium

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore .

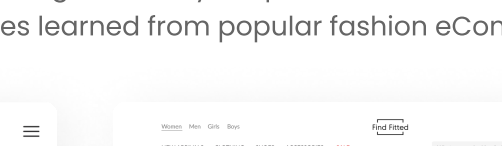
Logo

I created a logo that would represent the company name visually as well as reflect the brand's elegant and minimalistic style.



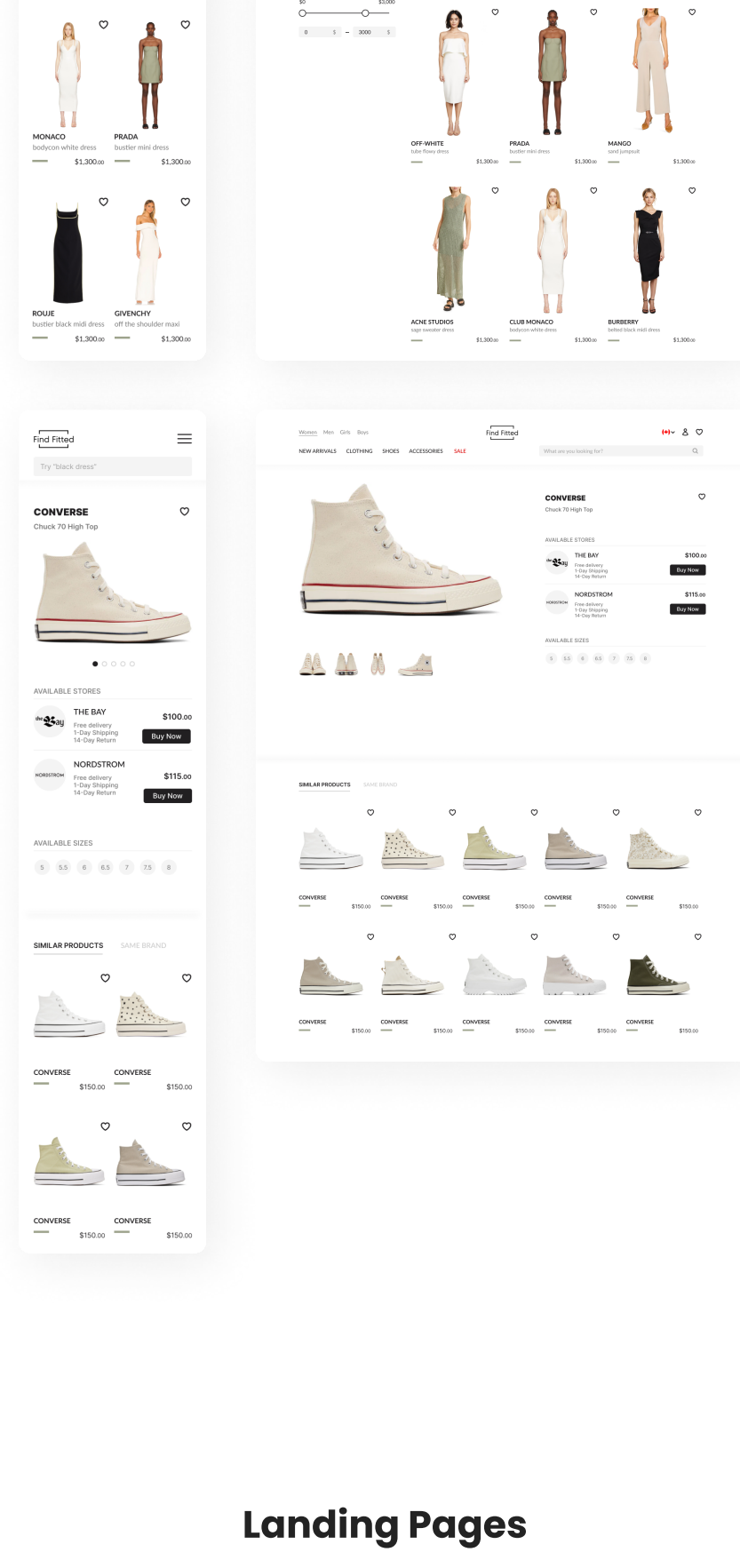
Icon Set

I chose a simple outline icon set in order to get a consistent look and feel throughout the website.



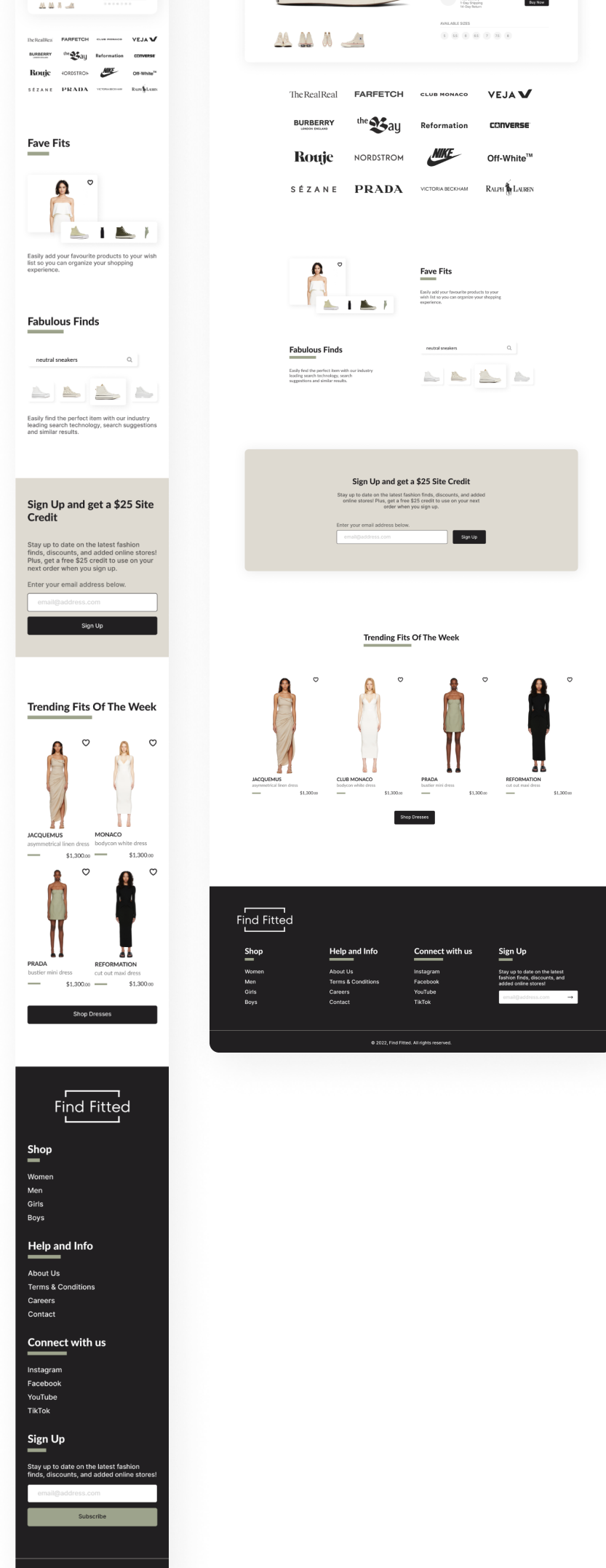
Fashion Browsing

The core purpose of Find Fitted is fashion browsing. To filter hundreds of products, I designed a very simple and clear interface based on best practices learned from popular fashion eCommerce sites.



Landing Pages

I designed a responsive landing page that give users a glimpse of the shopping experience at Find Fitted. The landing page is meant to inform the users the purpose of the website and encourage them to browse its content.



Thanks for scrolling!

If you have any feedback, want to collaborate or just say hello, don't hesitate to [send me a message](#) :)