



Leonie Smyth

Interaction Designer based in Northern Ireland.
I'm looking for a placement for 2022.

[VIEW CASE STUDIES](#)





GET TO KNOW ME

Hi, my name is Leonie, I'm a current student at IXDBelfast.

I have a love for art in many forms; sketching, print, abstract painting, digital/graphic art. I just love to constantly try new things.. which lead me to my interest in design! I want to continue my focus in the areas of app design and branding.

When I'm not designing, I like to analyse film plots and settings. I also love to indulge in different documentaries to constantly broaden my knowledge and further my creativity.

One thing that always keeps me motivated is my dogs, with always having their happy energy around me.



CASE STUDIES



Space Buddy Study

App Design

[Read Case Study](#)

Big Dog's Pizzeria

Branding

[Read Case Study](#)

SPACE BUDDY STUDY

Focus

To create app screens for a travel app. For this project I wanted to create an app that would both be fun but useful for the consumer. I wanted to mainly go towards an educational based app to suit a younger audience.

Research

For any project , research is key . I started looking at what’s currently on the market within the three ideas I came up with. Once I got a sense of what was out there, I decided to go to with the idea of creating a educational app that was interactive and simple to use aimed for a primary school age audience. An app where you can be taken through the different planets of our solar system by a ‘space buddy’, to learn fun and educational facts about the chosen planet. To further my research I considered what was missing from apps I looked at previous. Things that came up were; too much information, not enough illustrative content. Difficulty keeping interest. To combat this in my own design I made a list of goals I wanted to achieve with my design.

- Project Goals
- fun and simple to navigate
 - Good balance of illustrative content and written content
 - Educational and interactive for a young audience

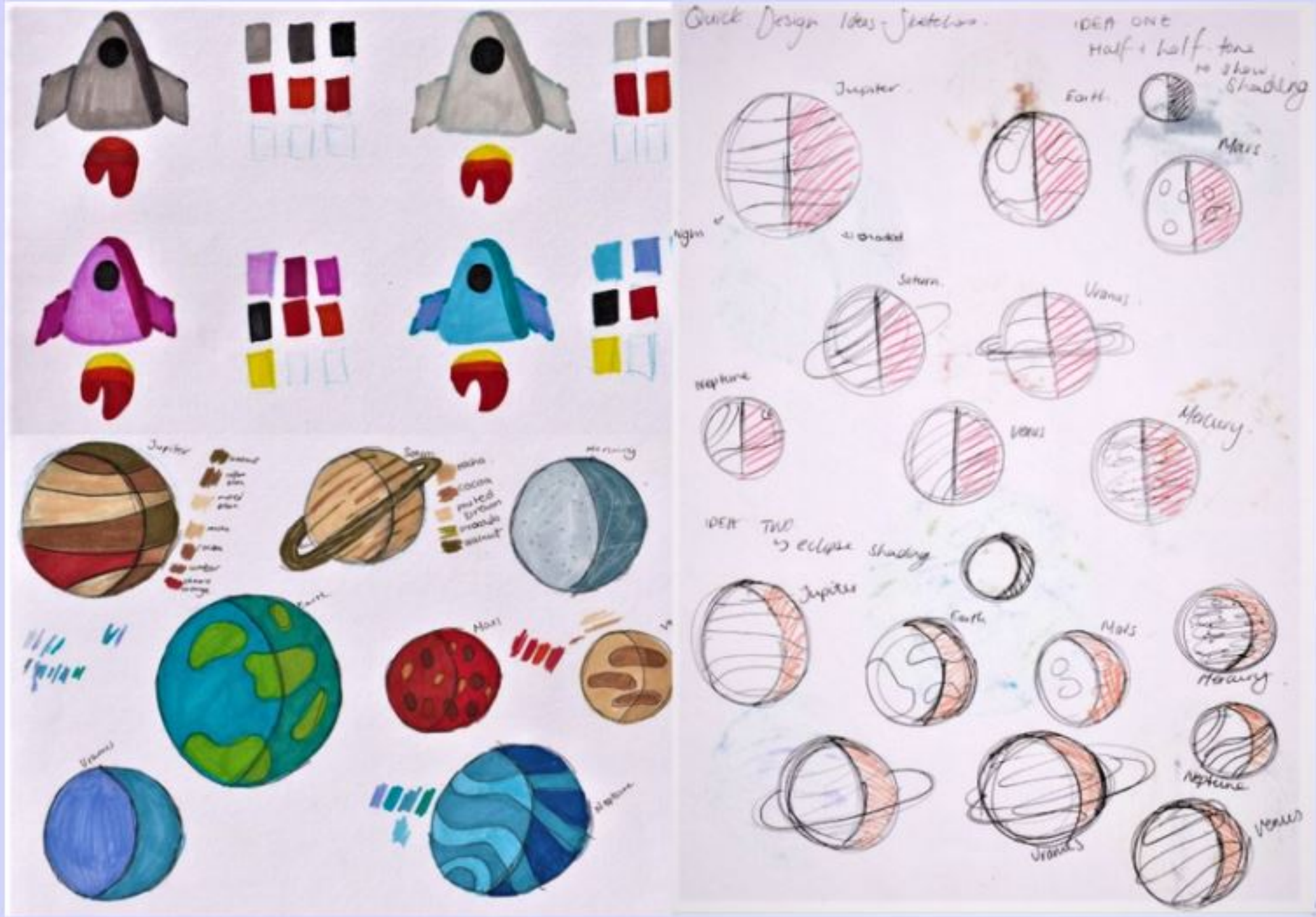
Illustrative Content

As this project was illustrative based, I made a point of working on paper first to get some simple sketches for different elements for the app. I decided to have three sets of icons

1. Planets
2. Spaceships
3. Alien Buddies

Each of these I sketched , refined and coloured to later scan and digitise. I tried to keep these sketches as simple as possible whilst still maintaining a level of detail. I was inspired by retro cartoons and games such as space invaders zim, the great gazoo, and the jetsons.

During this process I faced some difficulties with balancing the simplicity element with details. I found adding a crescent of shading helped add to the design to make it less flat, then worked on adding identifiable marks to the planets.

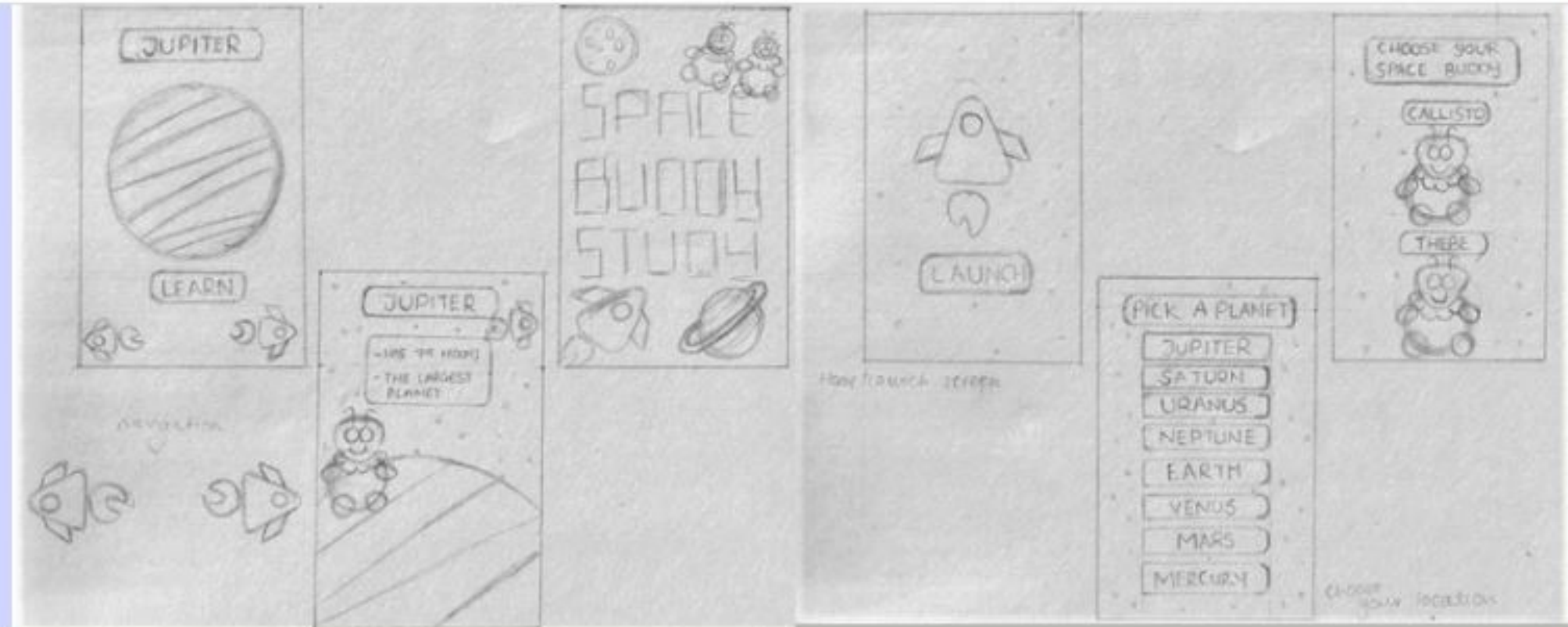


Screen Layouts

Moving forward it was time to consider how I was going to layout my content. I started this by sketching out some ideas before digitizing them. Things I wanted to achieve with this,

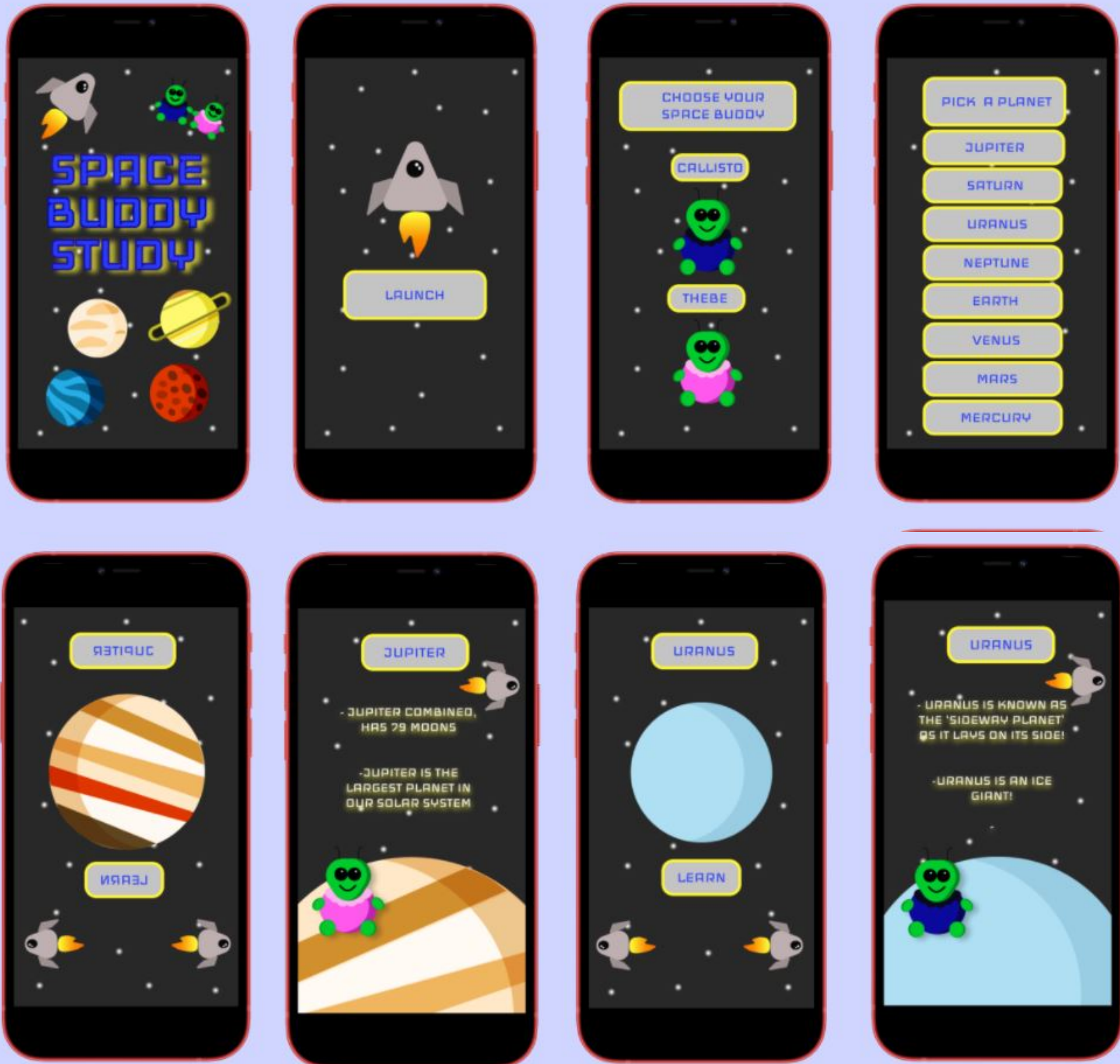
- easily read
- easily navigated
- aesthetically pleasing

I think I achieved this throughout my sketches, I feel like the simplistic design of my previous icons helped this part as they didn’t make the layouts look like there was too much going on. I also stayed simple with any background detail to again keep the screens easily read and navigated.



Final Screens

From this project I have learned the importance of how a user would view this app and how important design is within usability. Going forward I am more aware of creating content for others and the process that goes into it.



BIG DOG'S PIZZERIA

FOCUS

Design a brand for a pizzeria to summarize learnt skills in branding and identity design. The challenge is to create the brand within a week. Create a minimum of 3 pages to include:

- 1.logo (wordmark and symbol) and bio/story/description
- 2.physical touchpoint
- 3.digital touchpoint

RESEARCH

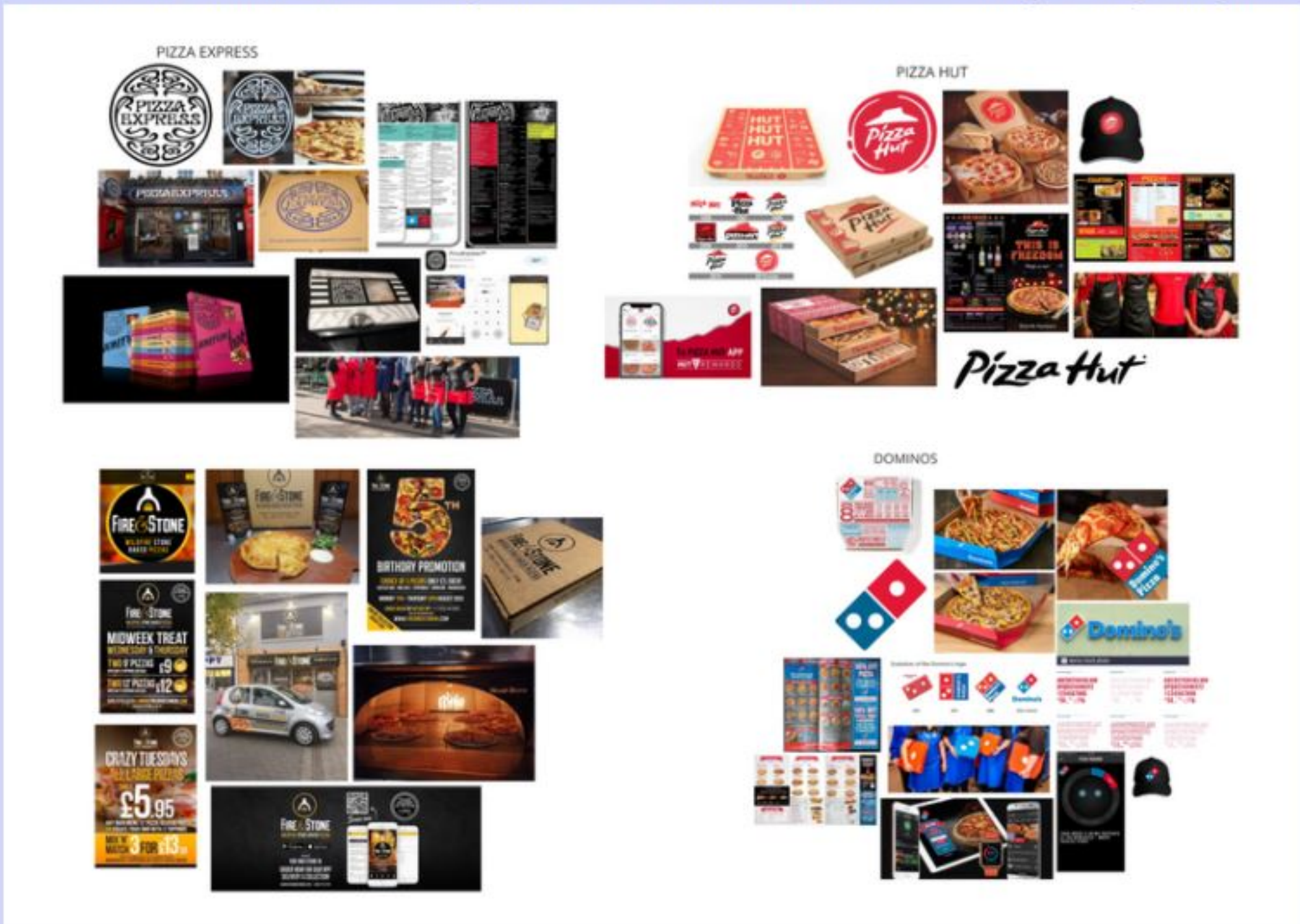
For this project I started by benchmarking competitors, and other brands that my desired user base will use or relate to. I looked into four different companies both national and local.

- National
- Dominos
 - Pizza Hut
 - Pizza Express
- Local
- Fire and Stone

When researching these companies, I wanted to look at different aspects of their brand, their tone of voice, story, values brand bank of words etc. Once I researched this, I logged them onto a blog post on my CampusPress Blog, so I can refer to it when creating the starting elements for the pizzeria brand. You can view the research blog post [here](#)

VISUAL RESEARCH

Below are the visual boards looking into the brands I research above. Visually looking at logos, wordmarks, branding online and physical.



SUMMARY

After researching into different businesses, I have decided to create my own pizzeria rather than rebrand an existing one. The reasoning for this is because I think I would have more creative control, and it would be more engaging for me to produce.

IDEA GENERATION

1.Italian Homestyle Pizzeria

Based on the very homely Italian feel. Always welcomed and never leaving hungry. A very go to idea when thinking of a pizza place but would definitely work off of charm and high quality ingredients and exquisite taste. Target Audience for all ages but more styled to an older audience

2.The Big Dog Pizzeria

Based around all things pooches. This idea fully comes from my personal love for dogs. A quirky and different idea. Can play off puns like 'pupperoni' and 'barking hot'. Would be a very diverse target audience, for all ages, fun and friendly concept.

3.Pablo's Pizzeria

Sounds generic but with a twist. Based on Pablo Escobar's life and drug trade. An obvious target audience of a much older group. Can play off different menu items like 'Class A Pizza 'Class B Pizza'. Use slang for snacks like 'Munchies'.

I am going to go for idea two as it is my favourite out of the three and I feel like I can do so much with it especially with its target audience being for all ages. I feel like this idea might be a bit gimmicky rather than practical, but I wanted my final decision to be different and a little quirky which I think this idea suits. With this I also want to drive in the family-owned aspect and how they want to help dogs as well. Maybe with dog rehoming leaflet attached to each pizza box, or maybe a certain amount from the specials is donated to the dog's trust.

CREATING A BRAND

Tone of Voice

- Friendly
- Fun
- Informal
- Passionate
- Caring

Brand Dictionary

- Shops/restaurants – pizzeria
- Employees
- Our dogs – long term staff
- Our pups – trainees
- Employee of the month – Top dog of the month
- Trainee of the week – top pup of the week

Idea is to make the working environment as fun, uplifting and encouraging as possible.

Brand Bank of Words

- Barking Hot
- Dog/Pup
- Fun
- Inclusive
- Caring

Story

The Big Dog Pizzeria is a family run business with the love for everything and anything dog! Our passion is to deliver delicious pizza with an unforgettable twist. Creating an unique experience for everyone who orders, we know you won't leave with your tail between your legs. Each pizza and treat are named after a cute companion or feisty furball. From classics such as 'Pupperoni' and 'Mutt Lover' to our unique loaded 'Frenchie' fries. To top it all off, 10% of the proceeds of purchases goes in donation to the Dogs Trust. Order today through our app and receive 20% off on your first barking order.

CHOOSING A TYPEFACE

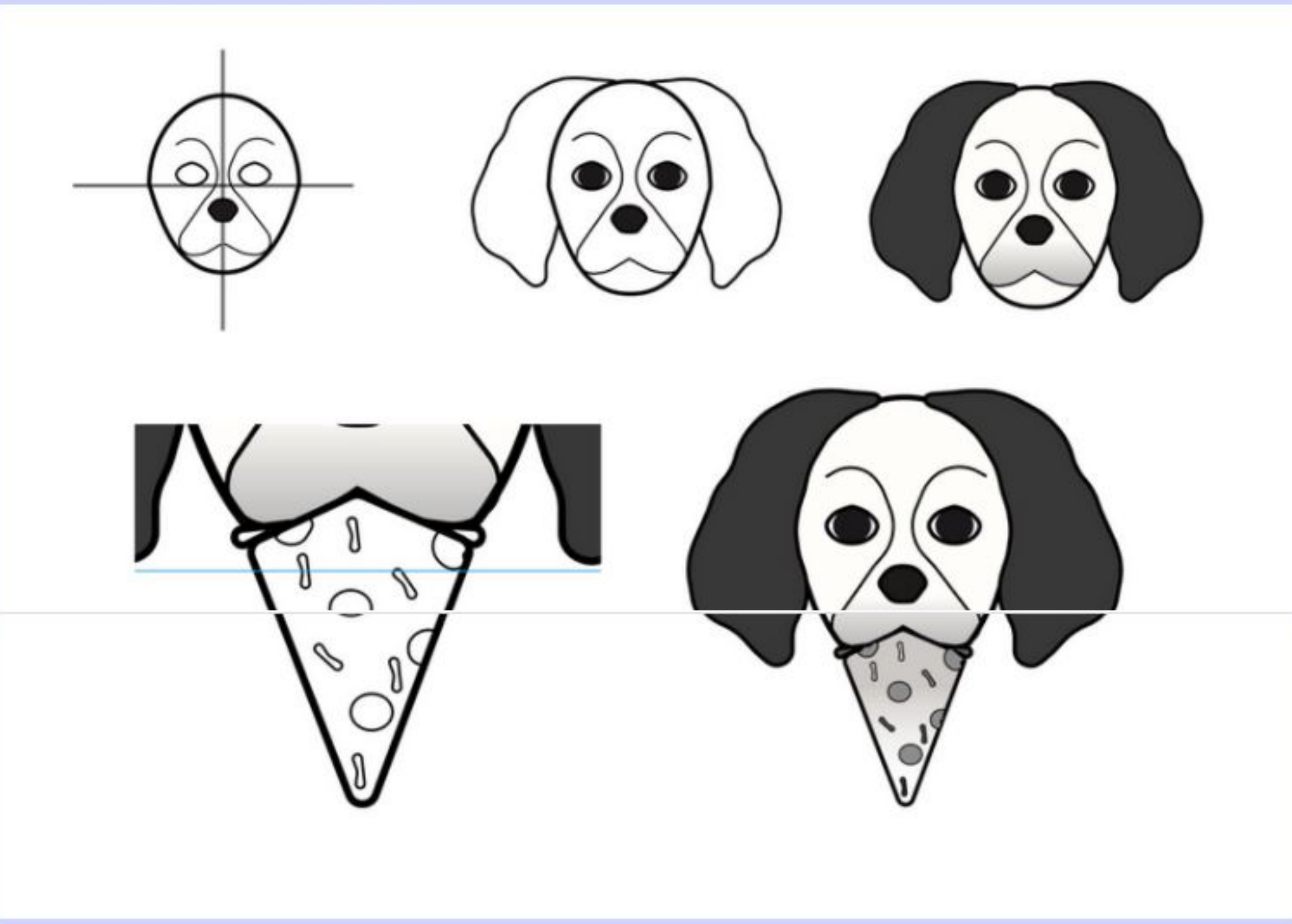
For my type I want it to be kind of edgy and almost look like a stencil with negative space in it. As I've already created my symbol of the brand, I know by the design I wanted my text to arch over and around the symbol. Which would help bring the whole symbol together and the text as one.

I choose the typeface – Post No Bills Jaffna Medium

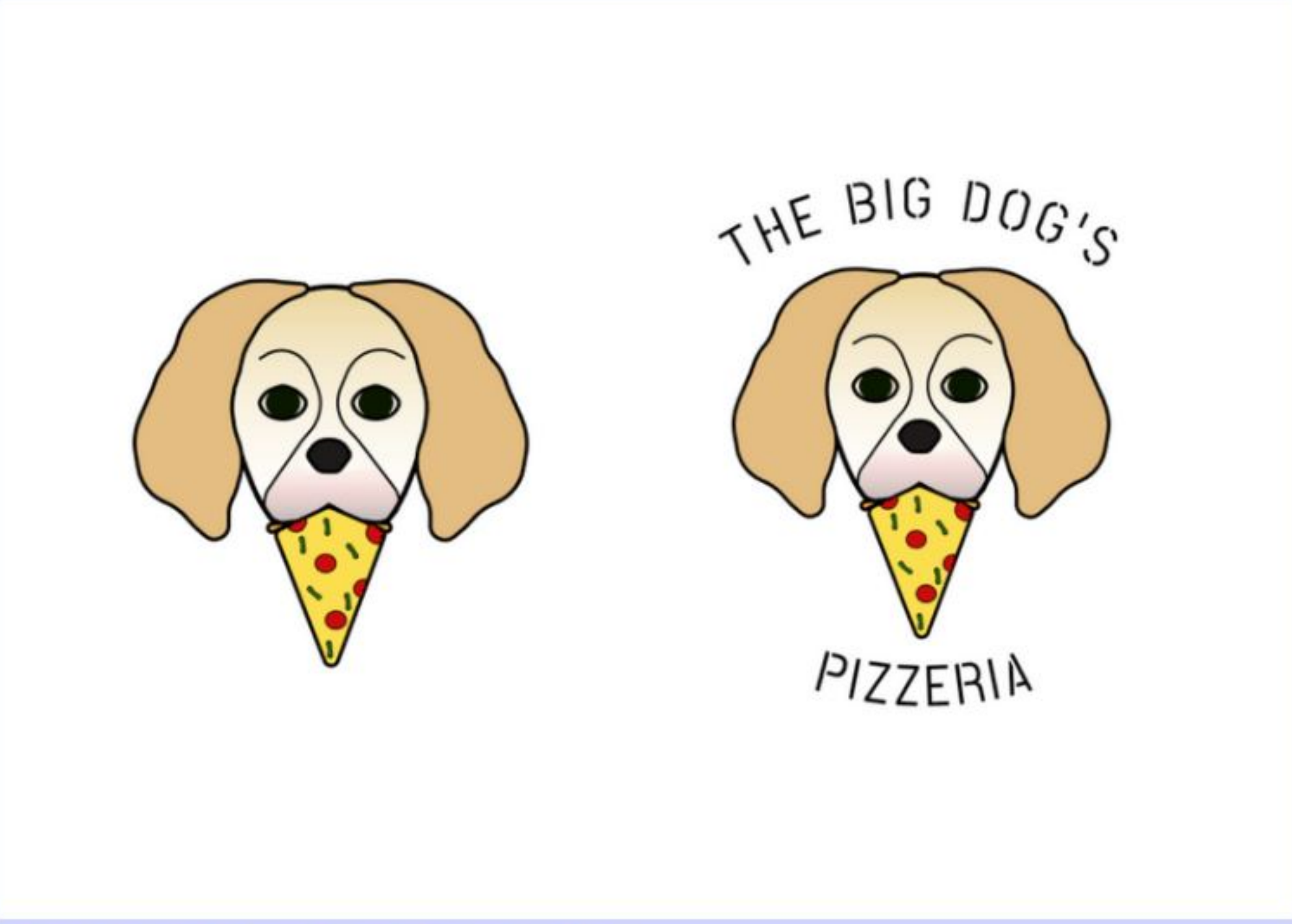
BARKING HOT!

THE BIG DOG'S PIZZERIA

MAKING THE LOGO



ADDING COLOUR & TYPE



PHYSICAL TOUCHPOINT

Pizza Box Mock-up



DIGITAL TOUCHPOINT

App Mock-up

