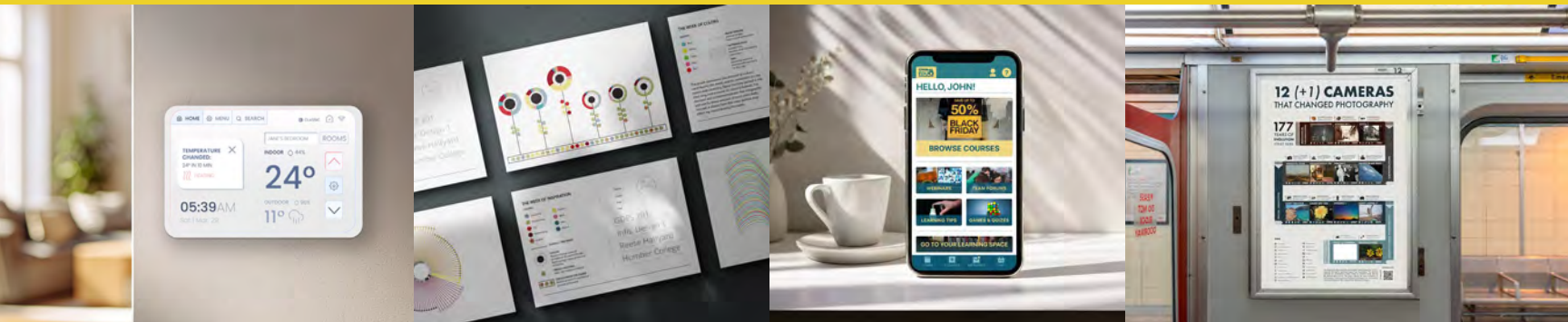


PORTFOLIO

ETUAL FOMINA { GRAPHIC DESIGN : *SELECTED ACADEMIC PROJECTS* }

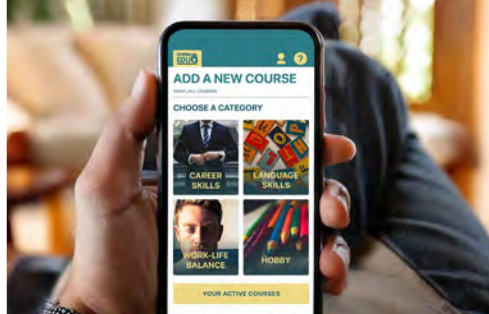


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etual.conceptly@gmail.com



INTERFACE DESIGN
HOMY THERMOSTAT



A MOBILE APP DESIGN
CREW EDUQ



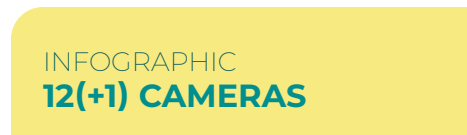
INFOGRAPHIC POSTCARDS
DEAR DATA



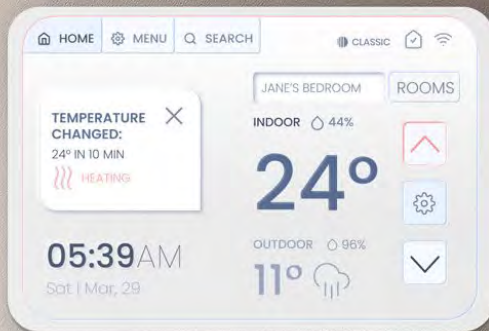
EDITORIAL DESIGN & PHOTOGRAPHY
TRAVEL GUIDE TO CANADA



CAMPAIGN DESIGN
PROOF YOU WERE THERE



INFOGRAPHIC
12(+1) CAMERAS



HOMY THERMOSTAT

INTERFACE DESIGN & FIGMA PROTOTYPE

HOMY THERMOSTAT

INTERFACE DESIGN

A team project to create a universal thermostat design that could be convenient even for customers who don't want or can't use a mobile app (elderly people, airbnb guests, kids)

PROJECT GOALS

Exploring different user needs and applying them to product design.

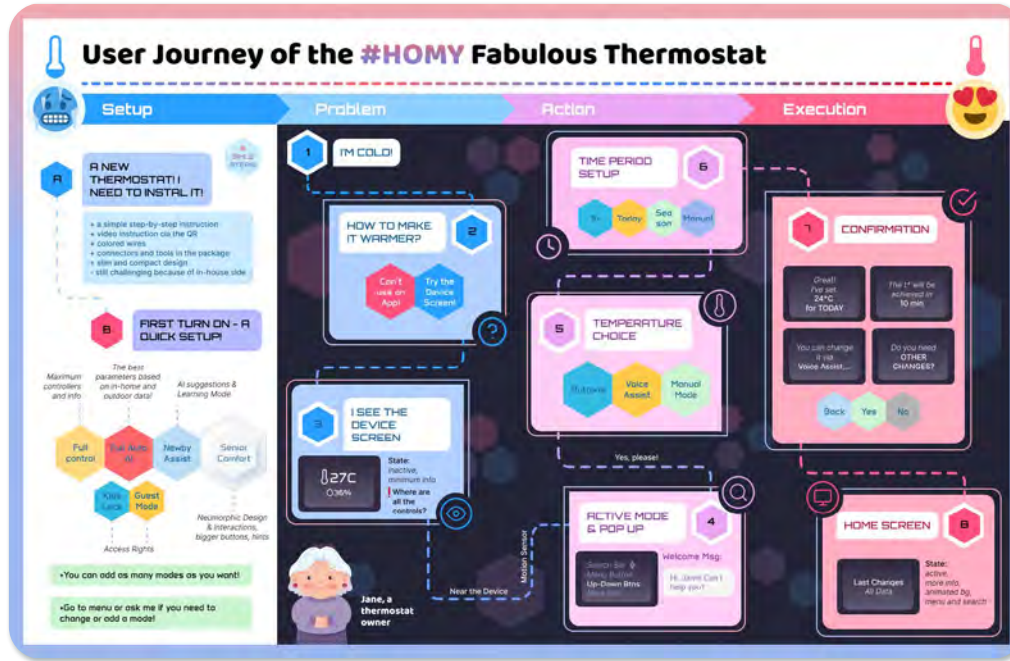
PROJECT RESULTS

A high-fidelity interactive Figma prototype of 3 user modes and setting a new device journey.

| Student Project at Humber Polytechnic



HOMY THERMOSTAT DESIGN PROCESS



THE QUESTIONS:

- How to use my thermostat without a mobile app?
- How to make it warmer if i don't use a mobile app?

WHAT IF:

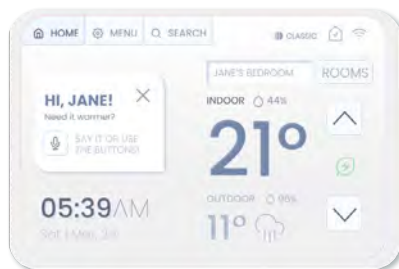
- We add a motion sensor to reveal an active screen mode?
- We give users different options to perform the task - within an app, from the main device screen, from the menu, with minimum or expanded setup?
- We add voice assistant and bigger neomorphic buttons?

HOMY THERMOSTAT CLASSIC MODE: HOME SCREEN

| Inactive screen:



| Active screen with an assistant



| Active screen without an assistant



| Inactive screen: night mode



Classic mode is aimed to people who are used to traditional thermostat design and want something more tangible as a device. They should be able to make any changes in their chosen way, whether it would be a mobile app or a device screen.

It is one of the options, alongside with the smart mode aimed to younger audience, the guest mode, and the planned kids mode.

HOMY THERMOSTAT

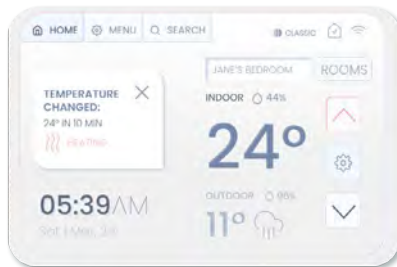
CLASSIC MODE: SETTING THE TEMPERATURE

| Closed assistant



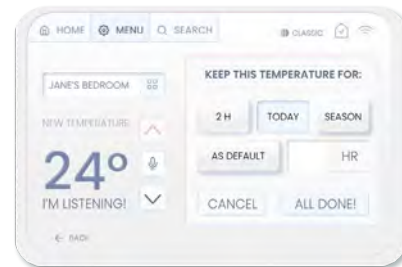
close the message

| Active screen: setting temperature

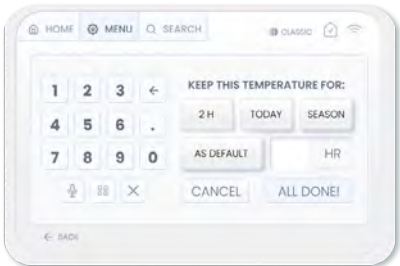


advanced setup
(optional)

| Detailed adjustment (optional)



| Time input in hours (optional)

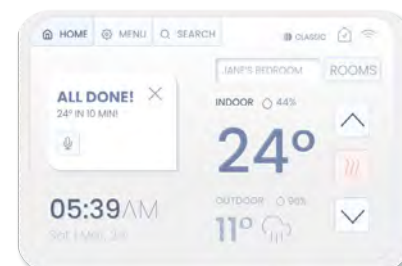


| Confirmation of changes



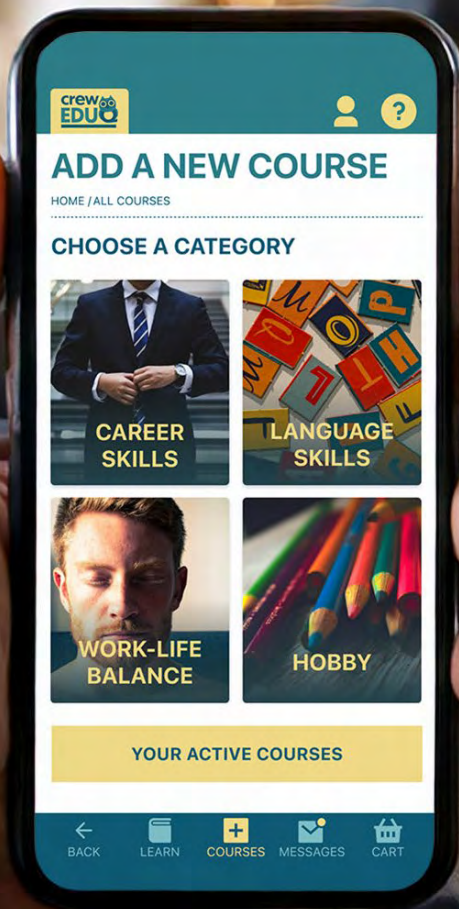
all done

| Active screen with last changes info



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[Test the Figma Prototype!](#)



CREW EDUQ

MOBILE APP DESIGN & FIGMA PROTOTYPE

CREW EDUQ

MOBILE APP DESIGN

The Crew EduQ is a corporate education company with a friendly, modern, and even a bit playful style. It needs a mobile app so users could have an easy access to the subscribed courses and ability to buy or order new services

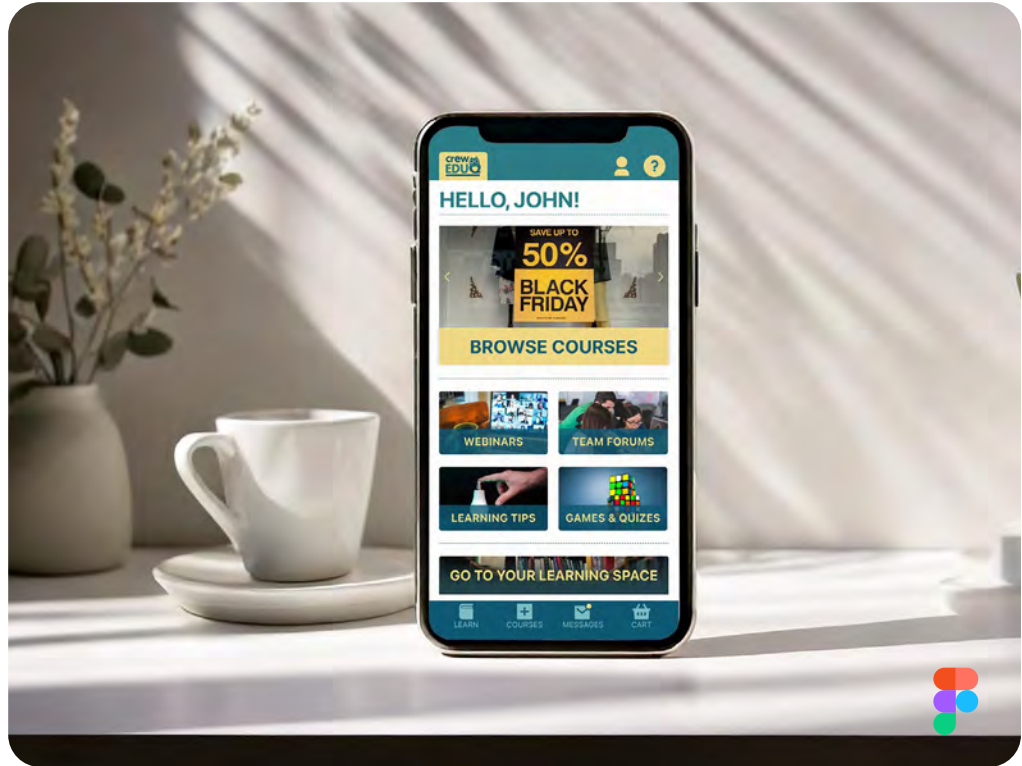
PROJECT GOALS

Creating a Figma high-fidelity prototype for 3 user journeys: Signing Up, Finding a new course, and a course purchase

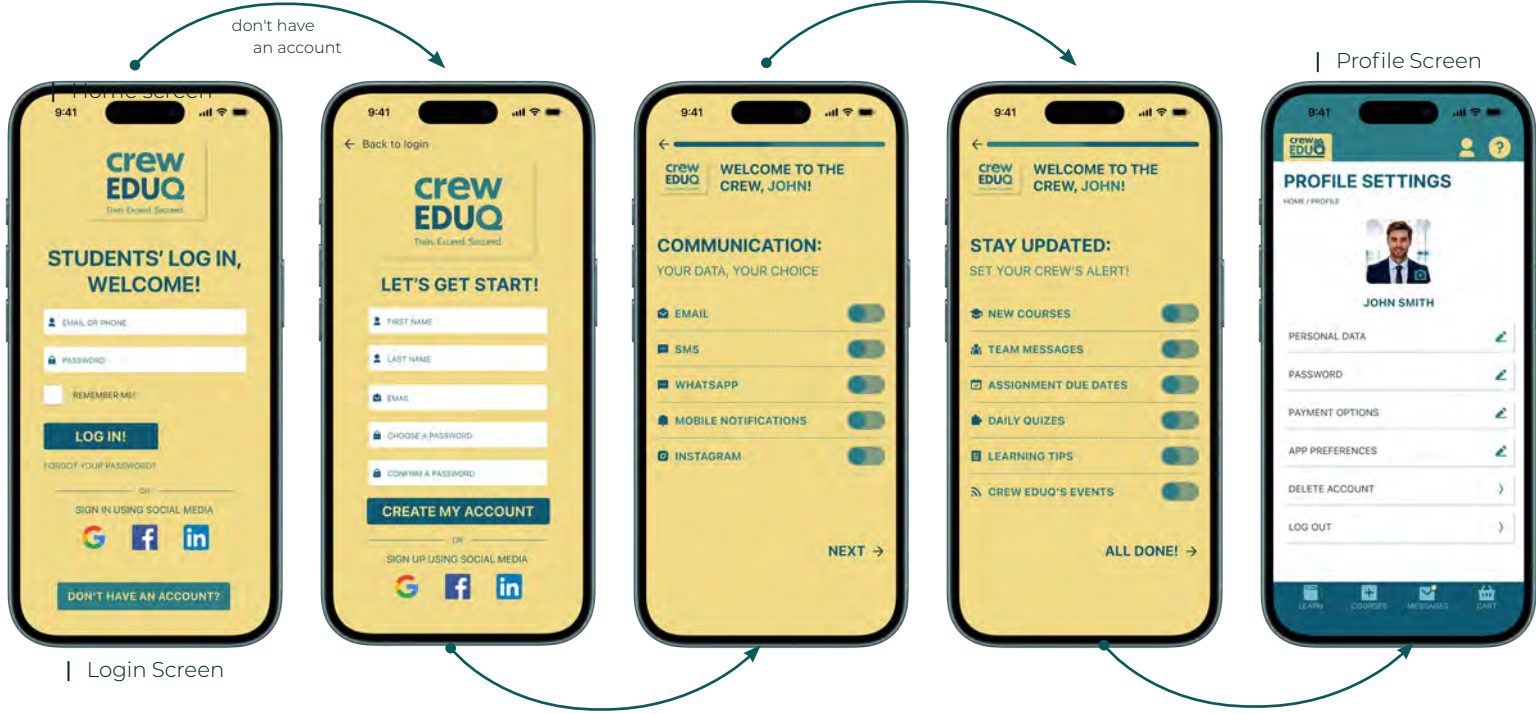
PROJECT RESULTS

Fully functional high-fidelity prototype in Figma

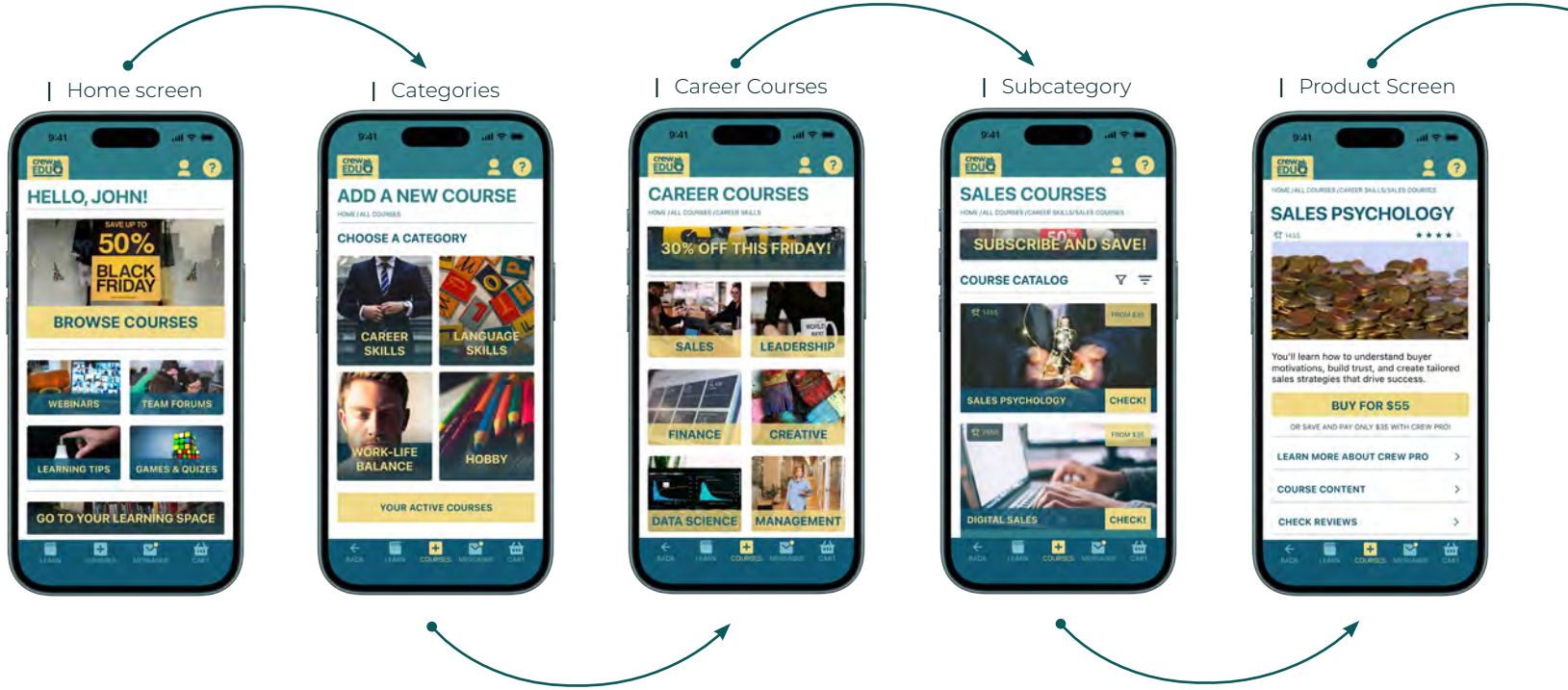
| Student Project at Humber Polytechnic



CREW EDUQ MOBILE APP: SIGN UP JOURNEY



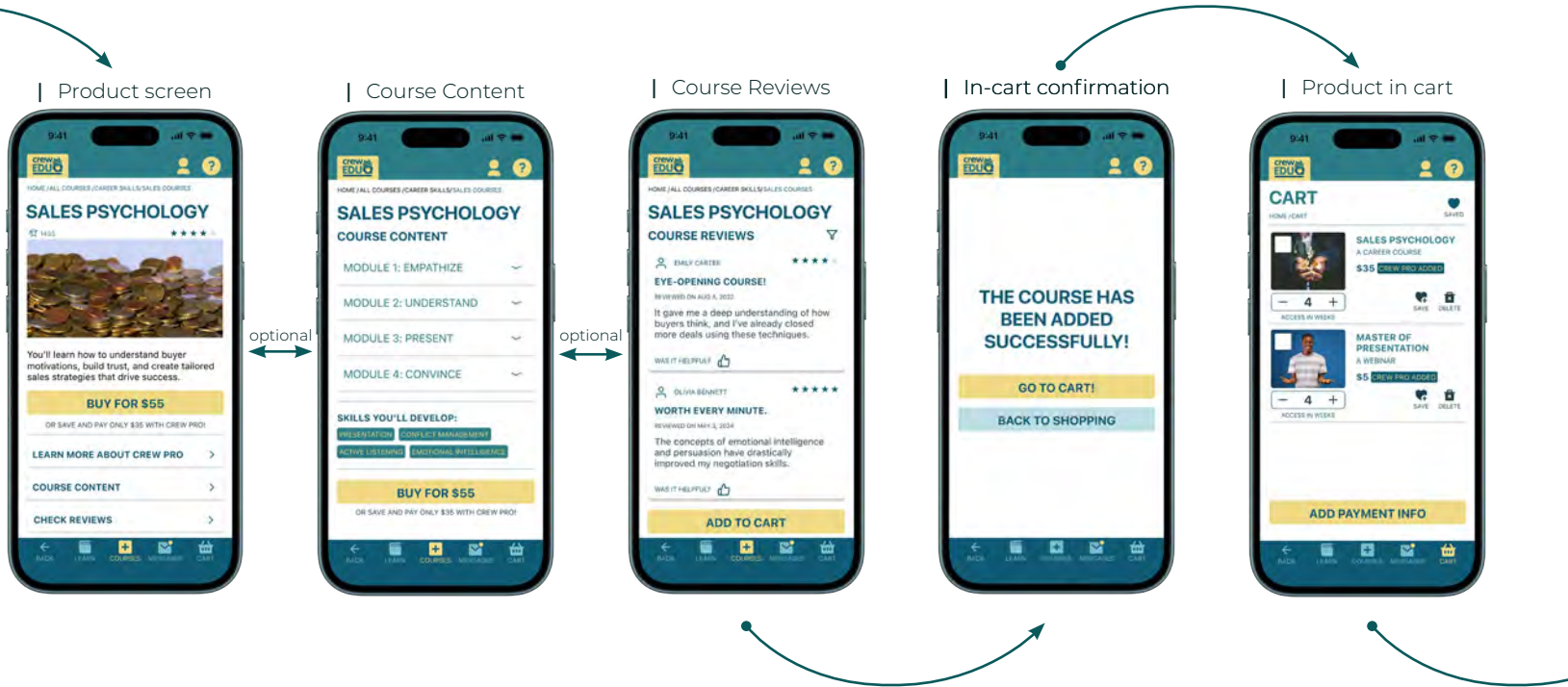
CREW EDUQ MOBILE APP: FIND A NEW COURSE JOURNEY



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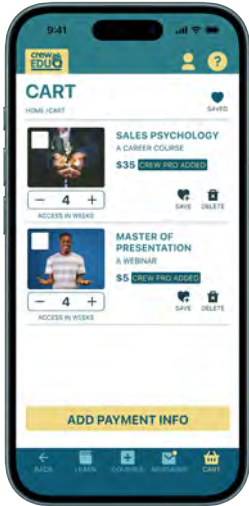
[Test the Crew EduQ Figma Prototype](#) 

CREW EDUQ MOBILE APP: BUY A COURSE JOURNEY

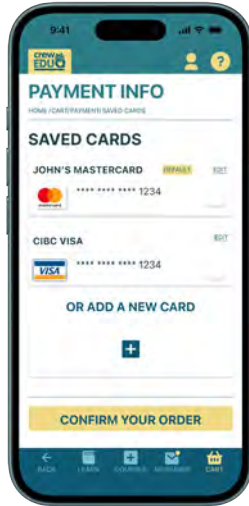


CREW EDUQ MOBILE APP: PAY FOR A COURSE JOURNEY

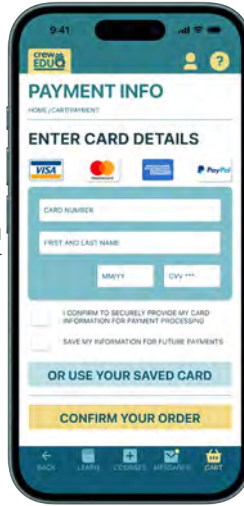
| Product in cart



| Payment info

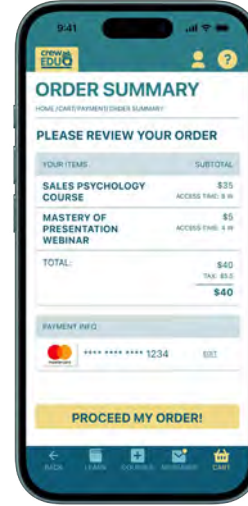


| New payment method

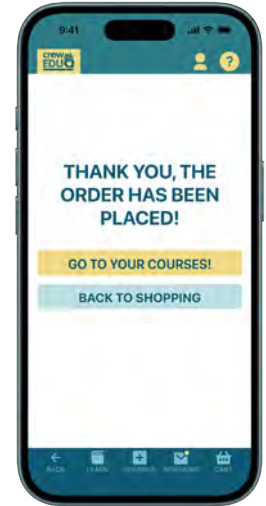


optional

| Order Summary



| Purchase confirmation



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[Test the Crew EduQ Figma Prototype](#)



GDES 201
Info. Design 1
Reese Halfyard
Humber College

THE WEEK OF INSPIRATION

- COLORS:
- Class time
 - Project time
 - TTC
 - Networking
 - Coffee
 - Events
 - Walk
 - Blank

OVERALL



CIRCLE Ideas

CIRCLE Overall at the end of the week

DEAR DATA
INFOGRAPHIC POSTCARDS

THE WEEK OF COLOR

- COLORS:
- Blue
 - Yellow
 - Green
 - Pink
 - Red

MOOD TIMELINE
Amount of times frequency of using a color

PATTERN BLOCKS
Creative Days
Position: level of creativity (new ideas)

GRID
Shows my data as a timeline with my mood on the y axis

The graph represents the amount of colors I used during the week, and its correlation on my mood and creativity. Since the time period is not that long and amount of colors is limited, I've decided not to overcomplicate this infographic and not to show amount of each color daily, instead, it shows how this color palette may affect my mood during the week.

GDES 201
Info. Design 1
Reese Halfyard
Humber College

DEAR DATA

INFOGRAPHIC DESIGN

Postcards inspired by the Dear Data project, based on weekly tracking of everyday activities.

PROJECT GOALS

To explore the abstract infographic design and have some insights on how daily activities affect my productivity and creativity.

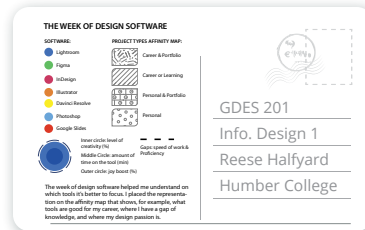
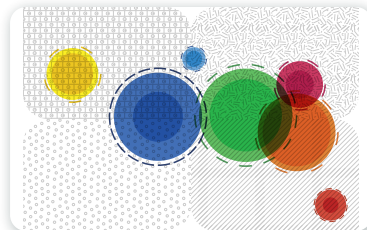
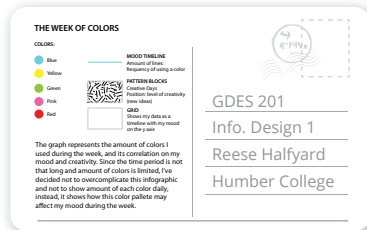
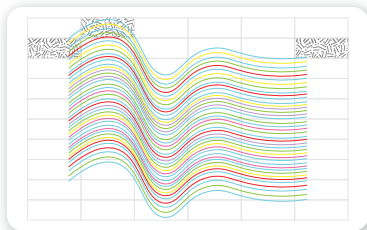
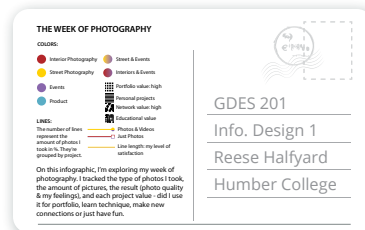
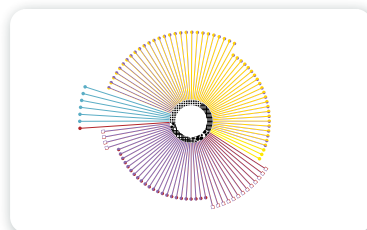
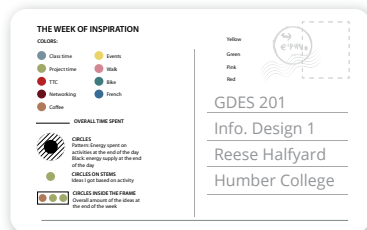
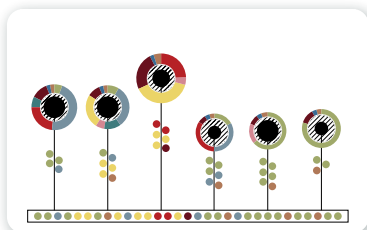
PROJECT RESULTS

- 4 infographic postcards created in Adobe Illustrator
- New goals and career strategy based on the insights

| Student Project at Humber Polytechnic Information Design Course



DEAR DATA INFOGRAPHIC POSTCARDS



12 (+1) CAMERAS

THAT CHANGED PHOTOGRAPHY

177
YEARS OF
EVOLUTION
START HERE

MECHANICAL FOUNDATIONS

 Silver Photo Text
Heavy, complex
workflows, no var-

 Film Camera Roll
No chemical plates
water and water p

A small, rectangular image of a Kodak No. 1 film strip. The top edge of the strip has the text "KODAK No. 1" printed in white. The main body of the strip shows a sepia-toned photograph of a street scene, likely from the early 20th century, with buildings on either side and a few figures in the distance. The bottom edge of the strip shows the sprocket holes.

 **Interchangeable Compact 35 mm**
Compact 35 mm camera with interchangeable lenses

 **Action Camera & Film Roll**
Further & various products,
exposure meter.

MINOLTA 7000

 Instant Print Cap
Portable, affordable
easy to use.

POLAROID SX-70

Eye-Level Viewfinder
Full manual control
Just position, click

Modular Medium
The first compact in a new series of compact disc players.



Hasselblad Space Shuttle

SLR REVOLUTION

DIGITAL TRANSITION

 **Digital Sensor Converter**
Instant review, happy drive
for roadster storage

Point & Shoot 90
LCD screen, auto
exposure, very quiet

Mobile Photography
A camera inside your phone. Try yours.

PHONE 1



Mitsubishi Full Frame
Smaller and faster, 100% hybrid photo & video

Icons

- water proof
- safe exposure media
- multifunctional
- chemical process
- heavy
- compact
- film photography
- medium format
- 3.5 mm format
- one type of viewfinder
- single lens for viewfinder & exposure
- interchangeable lens

- video process
- digital sensor
- module photography
- microfilm
- 4k
- 3D sensor
- Happy doc
- no general access
- general access
- photo journal
- street photography

 Future Camera
View a collection
of camera views

FULLY AI CAM

Al-Enriched Phase
As-synthesized α -phase
color indication: 100

The infographic showcases the photography timeline based on 13 (+1) cameras that had a significant impact on the industry. The timeline clustered by "photography era" based on common trends among the devices and process. The icons indicate the key innovations in technology or user experience that lead to changes, and the camera choice was based on their impact rather than new concepts.

REFERENCES



SCAN FOR

12 (+1) CAMERAS

INFOGRAPHIC POSTER

12 CAMERAS

INFOGRAPHIC DESIGN

A poster showcasing nearly 200 years of the photography history.

PROJECT GOALS

Showcase how technology, visual outcomes, and user experience have evolved over time.

PROJECT RESULTS

- 1 infographic poster
- 12 iconic cameras
- 1 "speculative" future camera

| Student Project at Humber Polytechnic
Information Design Course



12 CAMERAS INFOGRAPHIC POSTER



ABOUT

- How could we visualize the transition from heavy chemical plates to AI-driven smartphone sensors? I started by exploring the history, and eventually expanded this project by adding a user experience perspective.

RESEARCH BASE

- Harvard the History of Photography Timeline
- Britannica Online: History of the Camera
- Rosenblum: A World History of Photography (4th ed.)
- Science Museum Group
- Library of Congress

TARGET AUDIENCE

- Primary: photography enthusiasts
- Secondary: design & data professionals, students & educators, general public with an interest towards photography

DESIGN STRATEGY

- Pick 6-12 cameras to represent the history milestones
- Pick the colors from the each photography era's photos
- Geometric, functional, industrial, modernist typeface
- Icons to represent technology and user experience changes
- Actual photo samples of each camera to demonstrate the result evolution

DIS

12

Your Safety Partner

↑ Emergency A



Kodak PixPro Waterproof

PROOF



YOU WERE THERE

FOR MOMENTS YOU WANT TO D



PROOF YOU WERE THERE
MARKETING CAMPAIGN DESIGN

PROOF YOU WERE THERE

CAMPAIGN DESIGN

Marketing strategy & creative assets for Kodak PixPro WPZ2

PROJECT GOALS

Drive awareness and sales of the Kodak PixPro WPZ2.

PROJECT RESULTS

- Campaign timeline design
 - A subway poster
 - A billboard with an extension
 - Social media & web assets
- | Student project for the Marketing Strategies course at Humber Polytechnic



PROOF YOU WERE THERE STRATEGY

CAMPAIGN & USP

- “Proof You Were There: for moments you want to dive into”
- Kodak Pixpro WPZ2 works where your expensive camera or a smartphone fears to go! Waterproof, Heatproof, Freeze-proof, Dust-proof: real experience, worry-free, affordable and easy to use.

TARGET AUDIENCE

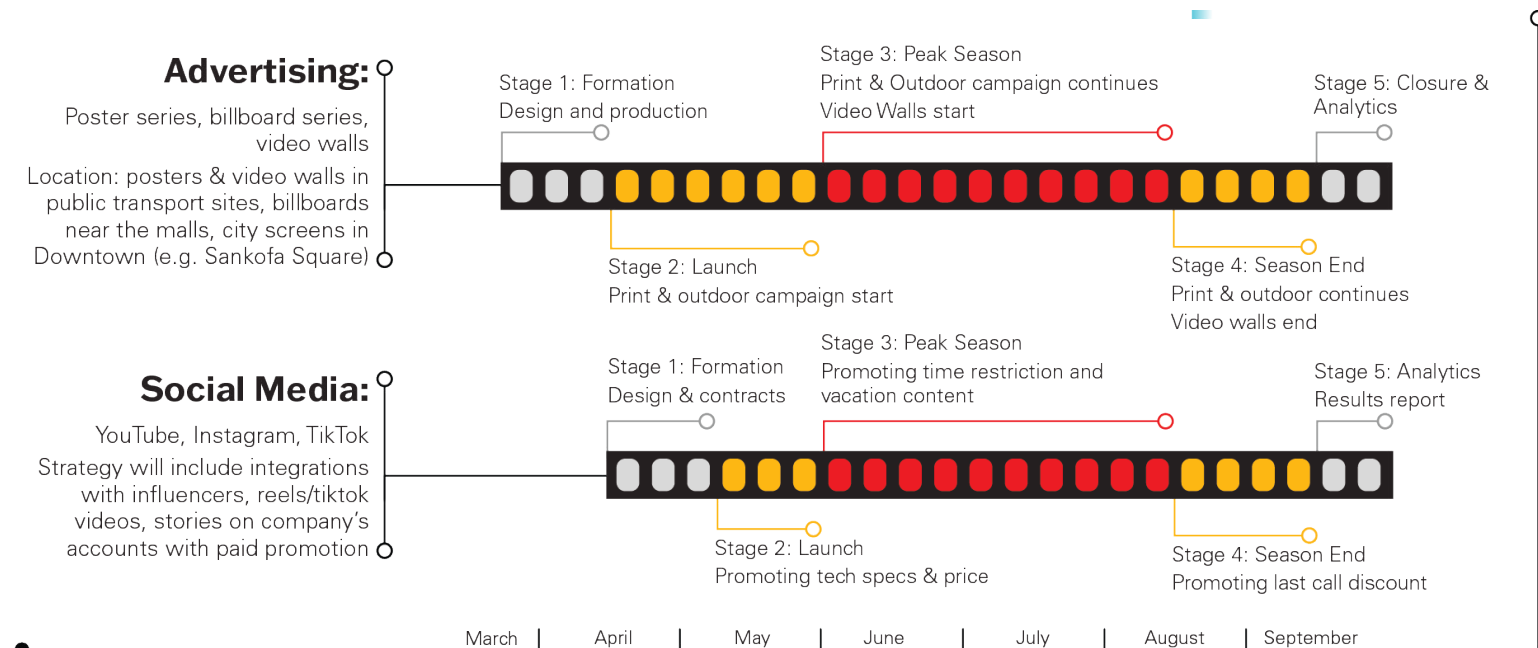
- **Active travelers** who want a compact, durable camera to capture authentic adventure moments.
- **Content creators** who need reliable and affordable equipment specifically for extreme scenarios.
- **Families with kids** as a *secondary audience* looking for a low-cost, easy-to-use camera that lets kids explore photography.

MARKETING CHANNELS

- **Print & Outdoor Ads:** subway posters, city billboards
- **Digital marketing:** banners on hi-tech web stores
- **SMM:** Instagram stories, reels and posts, YouTube influencers videos as a soft-marketing tool



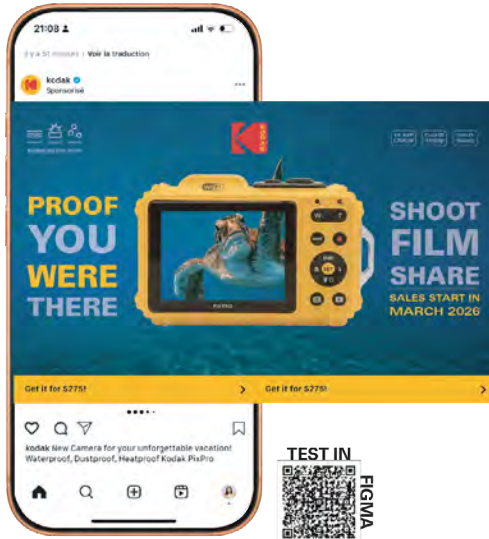
PROOF YOU WERE THERE CAMPAIGN TIMELINE



PROOF YOU WERE THERE PRINT ASSETS



PROOF YOU WERE THERE SOCIAL MEDIA ASSETS



WHAT

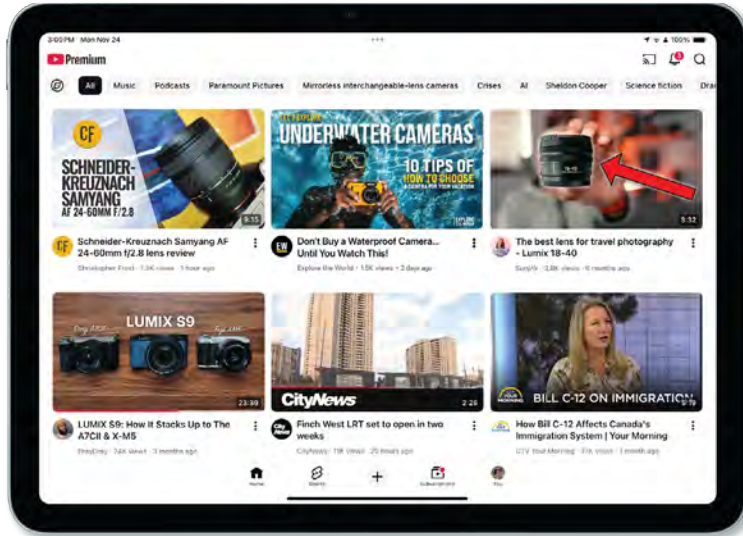
- Instagram reels & stories, influencer integrations, paid carousel posts.

HOW

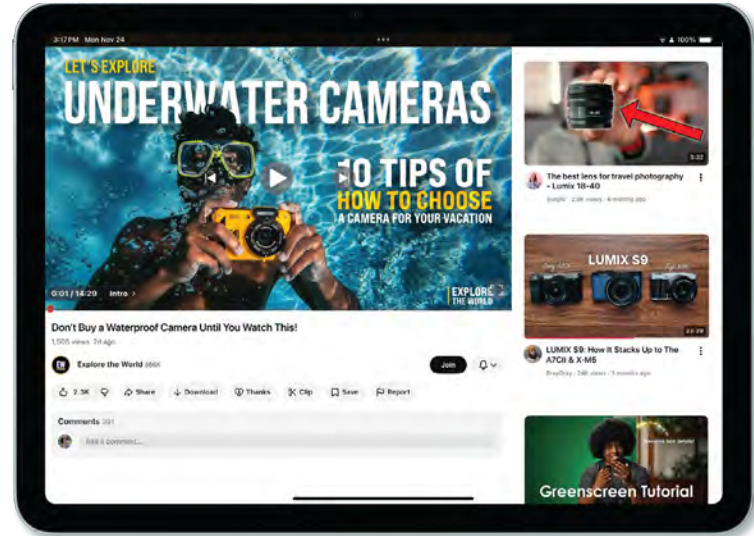
- Designed for paid promotion targeting Gen Y photographers and adventure enthusiasts.
- Consistent imagery across all touchpoints for brand recognition Geometric, functional, industrial, modernist typeface
- Instagram's visual platform for photography-focused audience
- Animation adds dynamic element for higher engagement
- Easily measurable result

PROOF YOU WERE THERE

SOCIAL MEDIA ASSETS

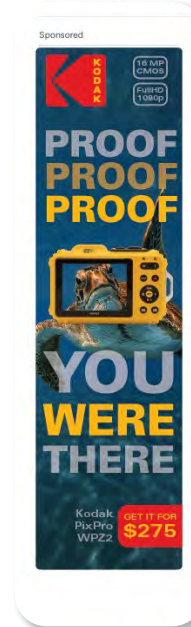
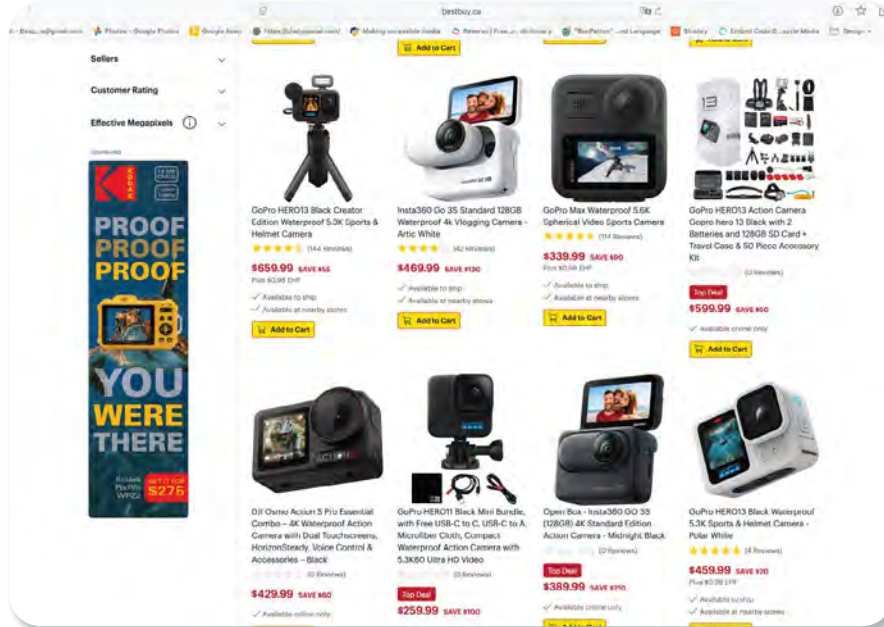


Soft-sell approach through influencer partnerships showcasing the camera in authentic vacation scenarios.



Targeting conscious buyers who research before purchasing via product recommendations.

PROOF YOU WERE THERE WEB CAMPAIGN



WHAT

- Web banners on tech retail sites and product pages with CTAs linking to the product page.

HOW

- Maintaining consistent design—imagery, color scheme, prominent campaign title.
- Placement on the action cameras catalog pages and search pages.



TRAVEL GUIDE TO CANADA

EDITORIAL DESIGN & PHOTOGRAPHY

TRAVEL GUIDE TO CANADA

EDITORIAL DESIGN & PHOTOGRAPHY

A magazine issue design based on the existing style analysis.

PROJECT GOALS

Recreate the magazine style and design a new issue.

PROJECT RESULTS

- 20 pages magazine
- 2 in-magazine ads
- 30 photos by author

| Student Project at Humber Polytechnic
Editorial Design Course



MAGAZINE EDITORIAL DESIGN



MAGAZINE PHOTOGRAPHY



THANK YOU

ETUAL FOMINA { PRINT DESIGN : UX DESIGN : DESIGN PHOTOGRAPHY }



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