PORTfOLIO

ETUAL FOMINA { graphic design : *selected academic projects* }





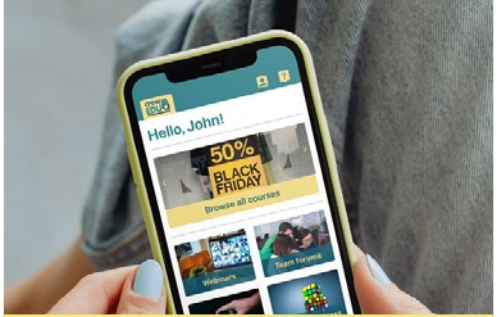




+1.647.220.74.02 etual.conceptly@gmail.com conceptly.design



Interface design
HOMY THERMOSTAT



Mobile app
CREW EDUQ



Infographic postcards
DEAR DATA

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Editorial design & photography
TRAVEL GUIDE TO CANADA



Campaign design
PROOF YOU WERE THERE



Infographic poster
12(+1) CAMERAS





HOMY THERMOSTAT

INTERFACE DESIGN & FIGMA PROTOTYPE

HOMY THERMOSTAT

INTERFACE DESIGN

A team project for creating 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

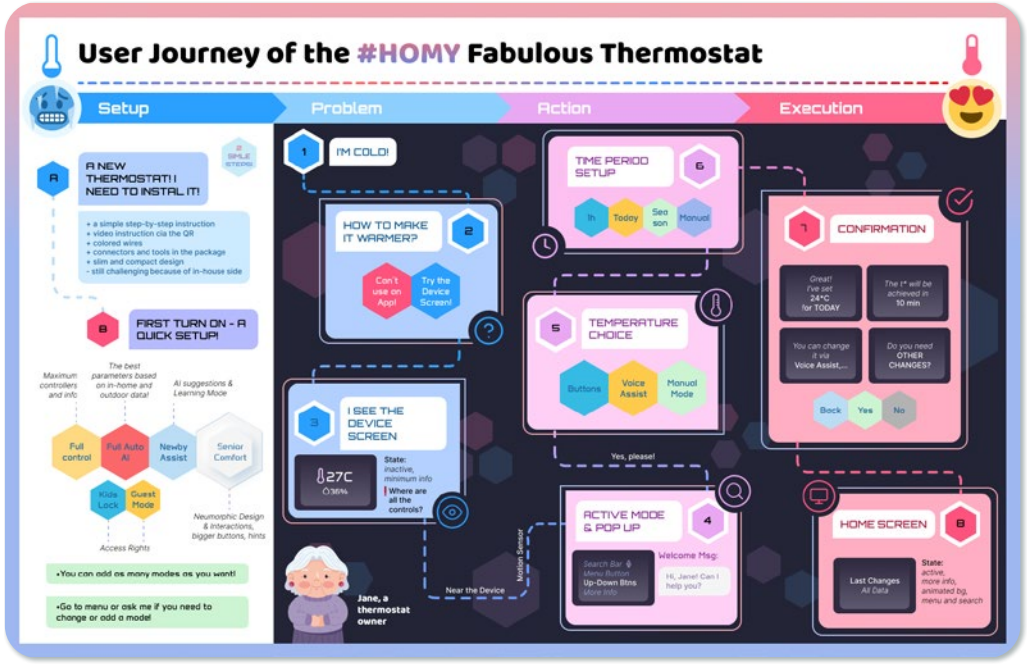
A high-fidelity interactive Figma prototype of 3 user modes and setting a new device journey.

| Student Project at Humber Polytechnic



Test the Figma Prototype!

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?

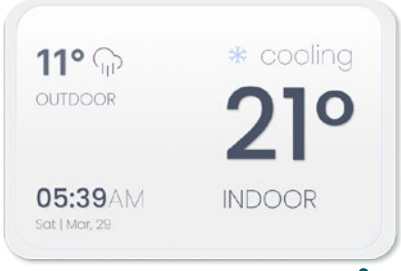
WHAT IF:

- 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 neumorphic buttons?

Test the Figma Prototype!

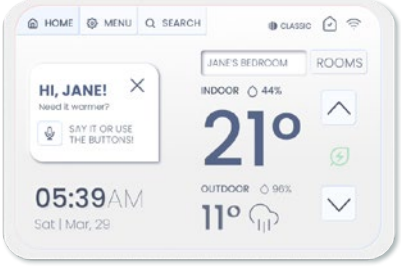
HOMY THERMOSTAT CLASSIC MODE: HOME SCREEN

| Inactive screen:



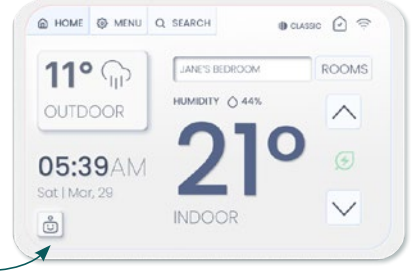
motion sensor

| Active screen with an assistant



assistant

| Active screen without an assistant



| Inactive screen: night mode



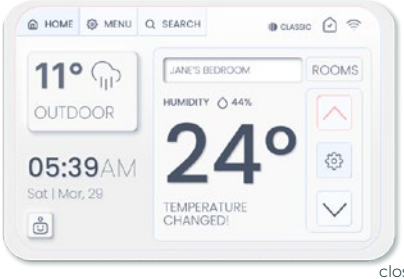
Classic mode is aimed to people who are used to traditional thermostat design and want something more tangible as a device. They should be able to make any changes in their chosen way, whether it would be a mobile app or a device screen.

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

Test the Figma Prototype!

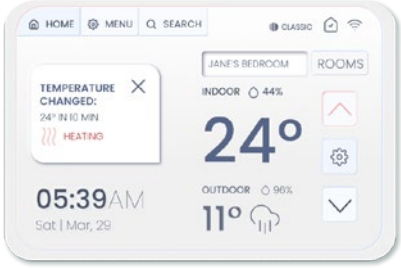
HOMY THERMOSTAT CLASSIC MODE: TEMPERATURE SETTING

| Closed assistant



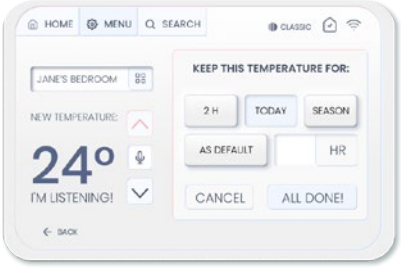
close the message

| Active screen: setting temperature

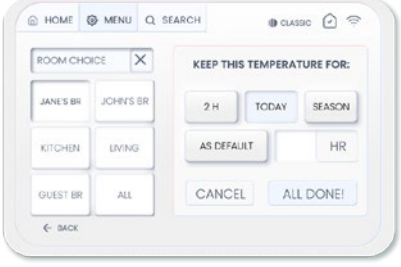


advanced setup (optional)

| Detailed adjustment (optional)

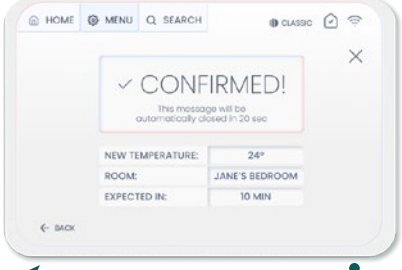


| Time input in hours (optional)



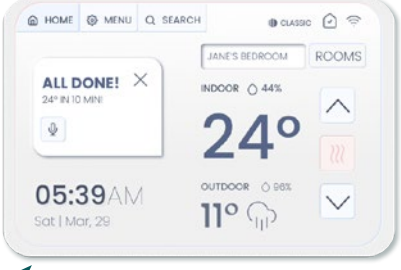
all done

| Confirmation of changes



after delay

| Active screen with last changes info



Test the Figma Prototype!



CREW EDUQ

MOBILE APP DESIGN & FIGMA PROTOTYPE

CREW EDUQ

MOBILE APP DESIGN

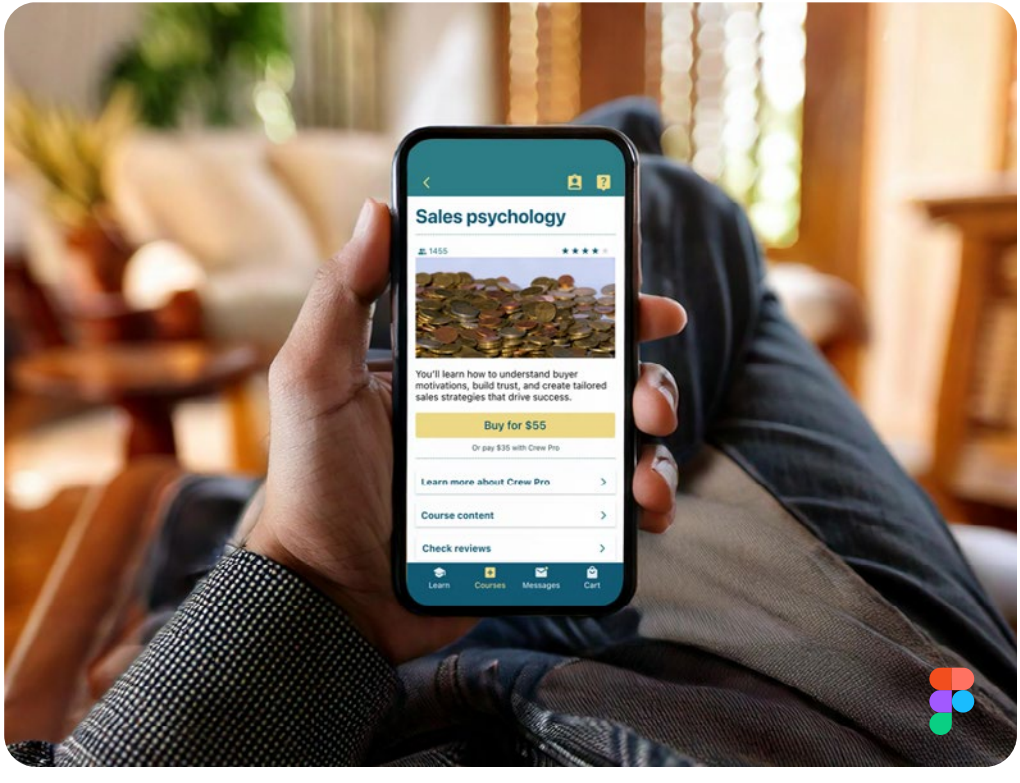
The Crew EduQ is a corporate education company with a friendly, modern, and even a bit playful style. It needs a mobile app so users could have an easy access to the subscribed courses and ability to buy or order new services

PROJECT GOALS

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

PROJECT RESULTS

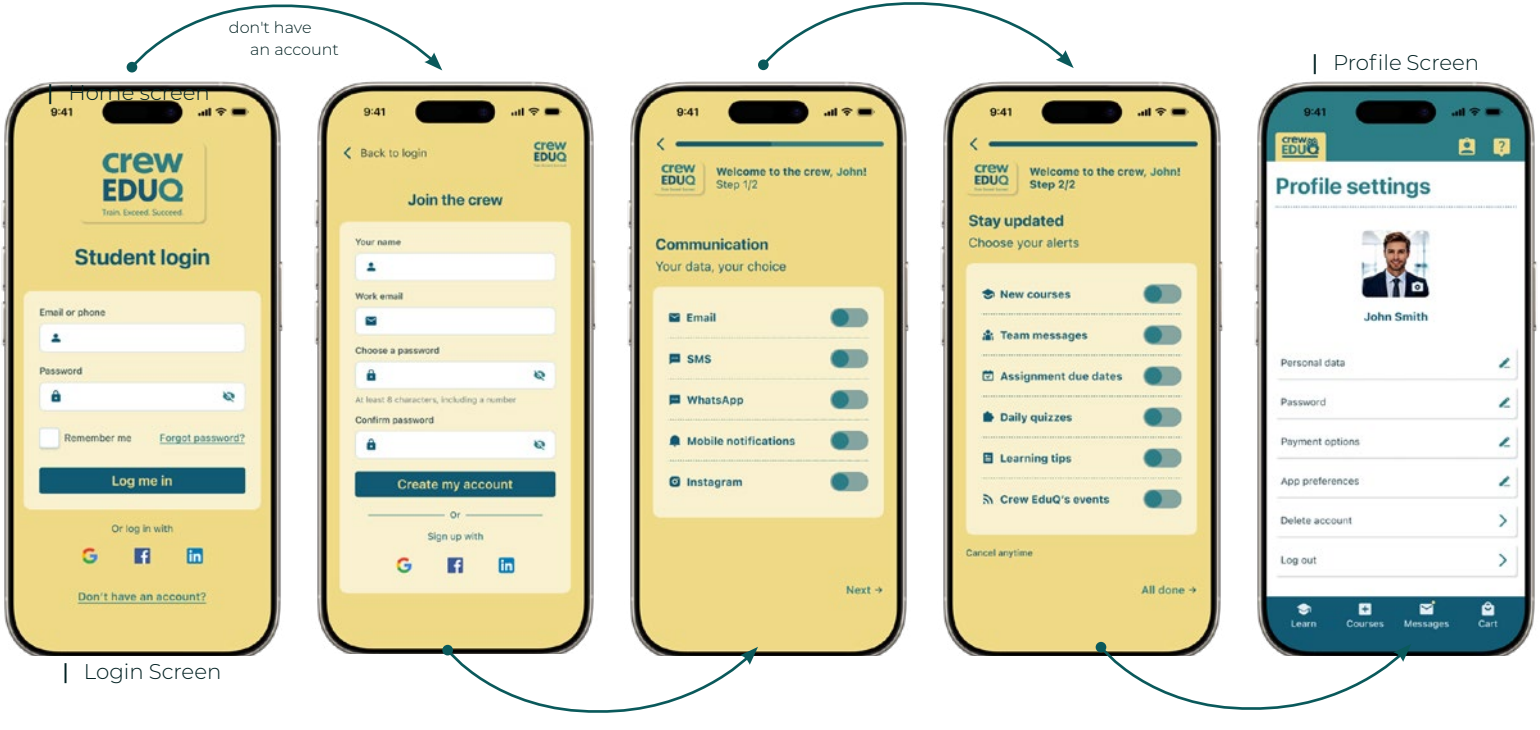
Fully functional hi-fi Figma prototype



| College Project at Humber Polytechnic

Test the Crew EduQ Figma Prototype

CREW EDUQ MOBILE APP: SIGN UP



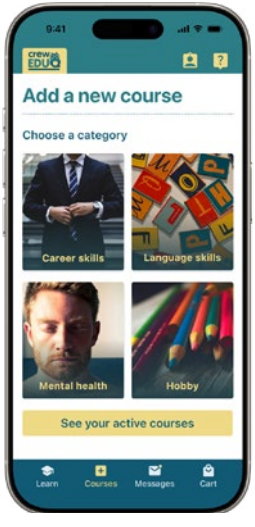
Test the Crew EduQ Figma Prototype

CREW EDUQ MOBILE APP: FIND A NEW COURSE

| Home screen



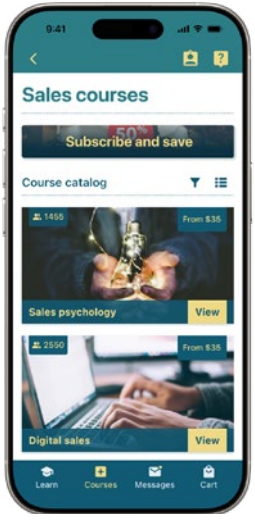
| Categories



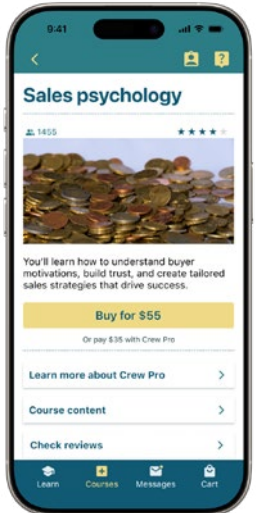
| Career Courses



| Subcategory



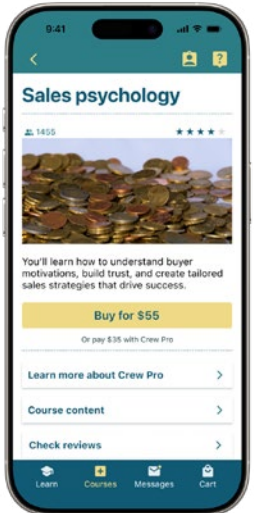
| Product Screen



Test the Crew EduQ Figma Prototype

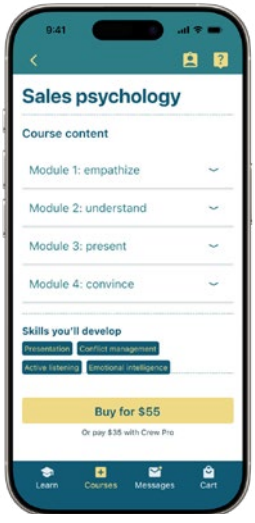
CREW EDUQ MOBILE APP: BUY A COURSE

| Product screen



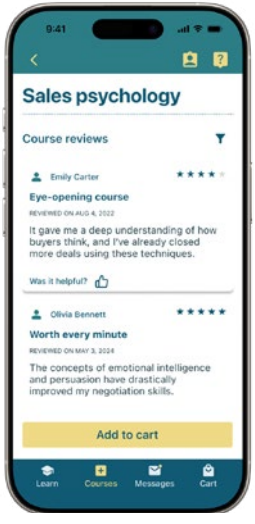
optional

| Course Content

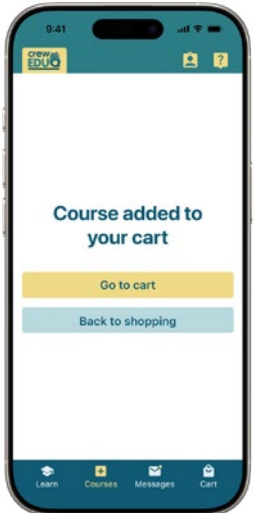


optional

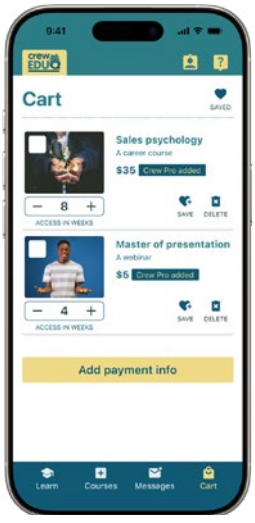
| Course Reviews



| In-cart confirmation



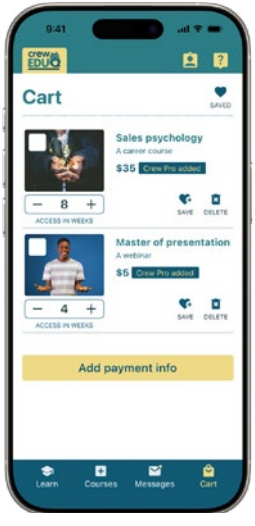
| Product in cart



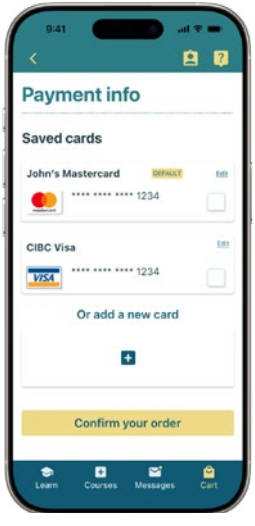
Test the Crew EduQ Figma Prototype

CREW EDUQ MOBILE APP: CHECKOUT

| Product in cart

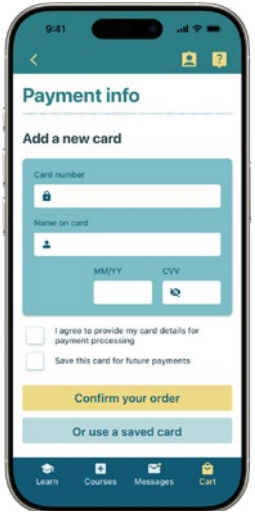


| Payment info

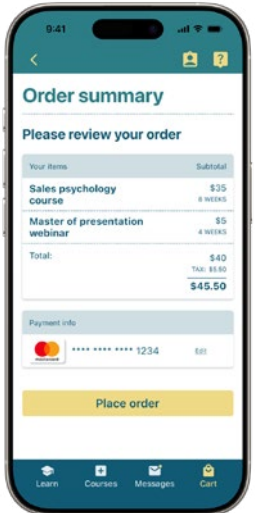


optional

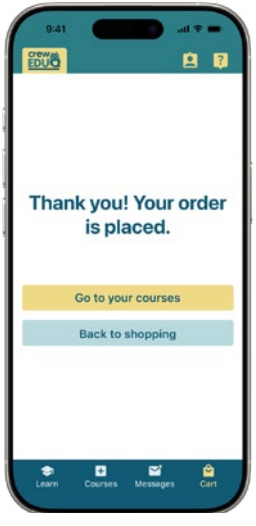
| New payment method



| Order Summary



| Purchase confirmation



Test the Crew EduQ Figma Prototype



DEAR DATA

INFOGRAPHIC POSTCARDS

DEAR DATA

INFOGRAPHIC DESIGN

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

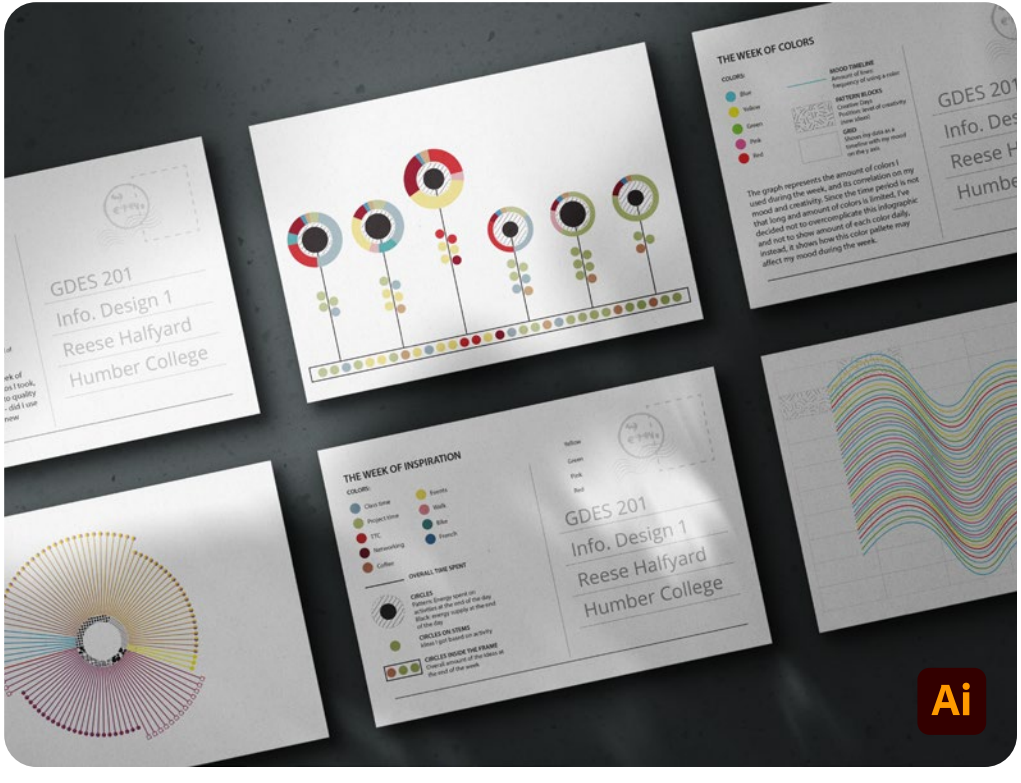
PROJECT GOALS

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

PROJECT RESULTS

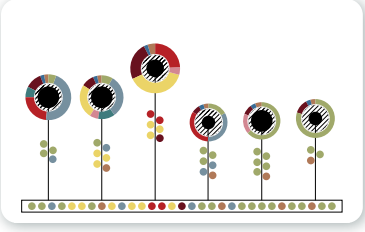
- 4 infographic postcards created in Adobe Illustrator
- New goals and career strategy based on the insights

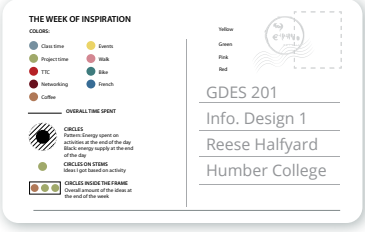
| College Project at Humber Polytechnic Information Design Course

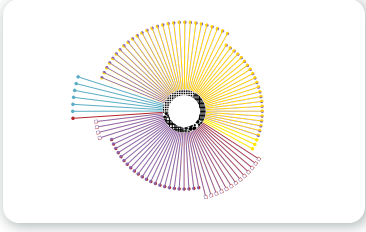


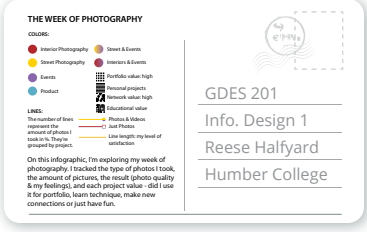
See the full case study here!

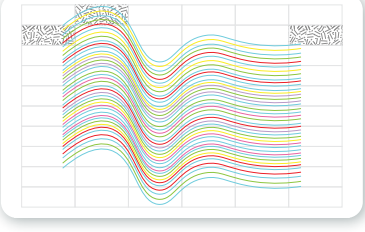
DEAR DATA INFOGRAPHIC POSTCARDS

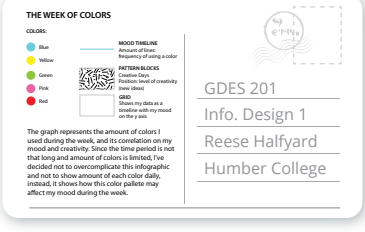


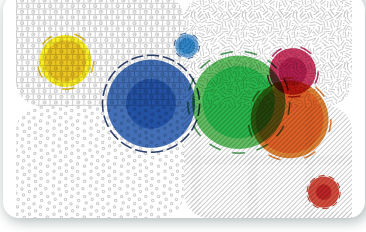


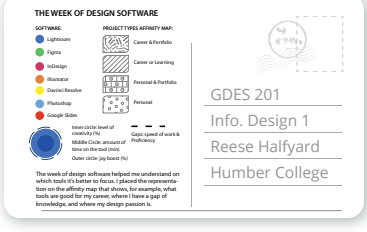












See the full case study here!



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 results, and the user experience have changed through the years.

PROJECT RESULTS

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

| College Project at Humber Polytechnic
Information Design Course



See the full process here

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
- Photo samples of each camera

See the full process here



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

Cohesive campaign design that fits the brand style but works in modern environment

- Campaign timeline design
- A subway poster
- A billboard with an extension
- Social media & web assets

College 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

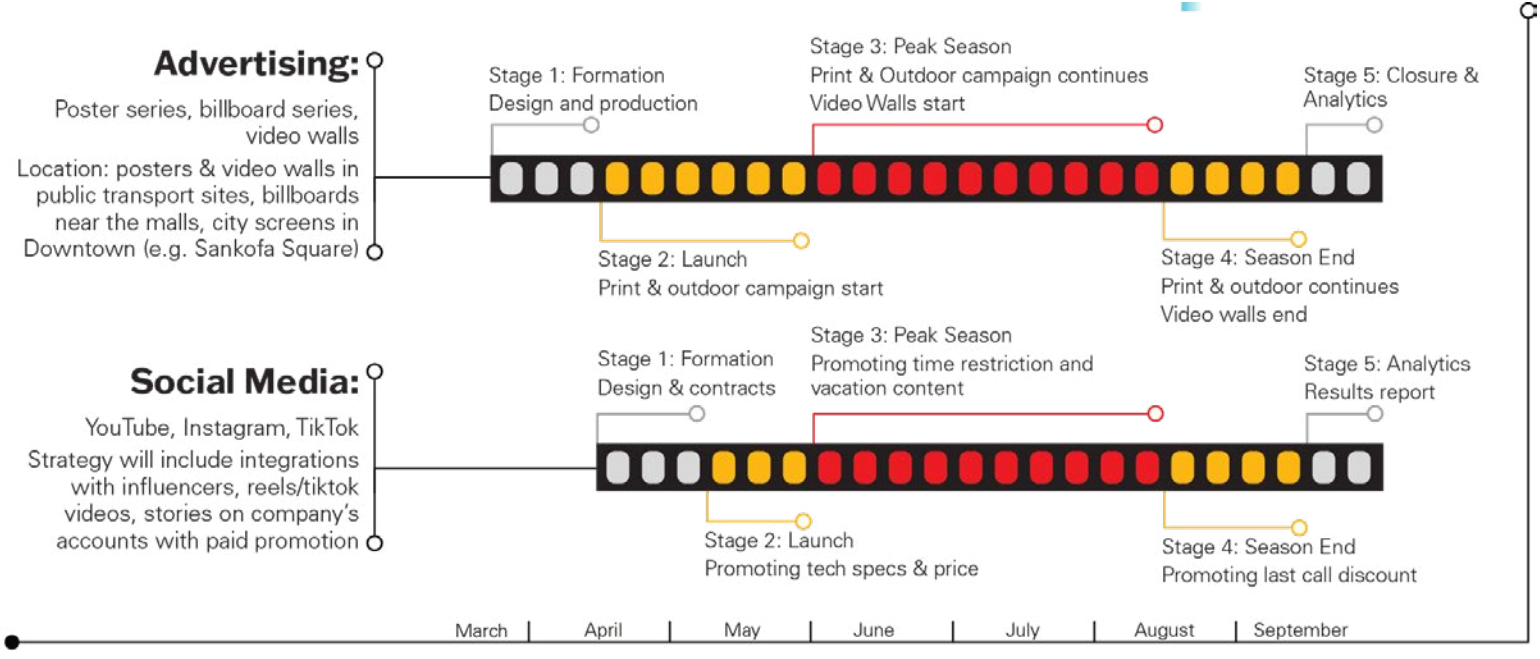
- **Active travellers** who want a compact, durable camera to capture authentic adventure moments.
- **Content creators** who need reliable and affordable equipment specifically for extreme scenarios.
- **Families with kids** as ***a secondary audience*** looking for a low-cost, easy-to-use camera that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

MARKETING CHANNELS

- **Print & Outdoor Ads:** subway posters, city billboards
- **Digital marketing:** banners on hi-tech webstores
- **SMM:** Instagram stories, reels and posts, YouTube influencers



PROOF YOU WERE THEIR CAMPAIGN TIMELINE

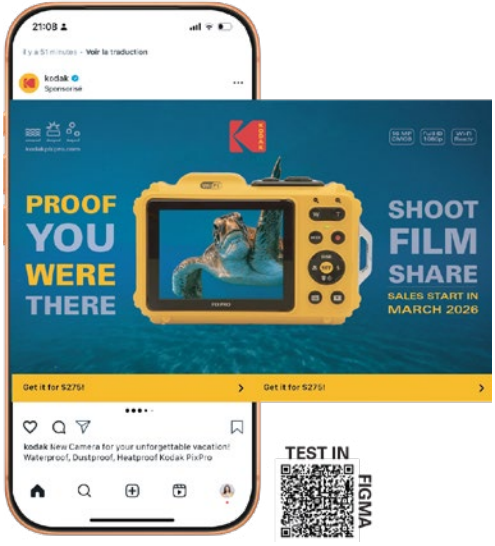


PROOF YOU WERE THERE PRINT ASSETS





PROOF YOU WERE THERE SOCIAL MEDIA ASSETS



TEST IN FIGMA



VIDEO STORY

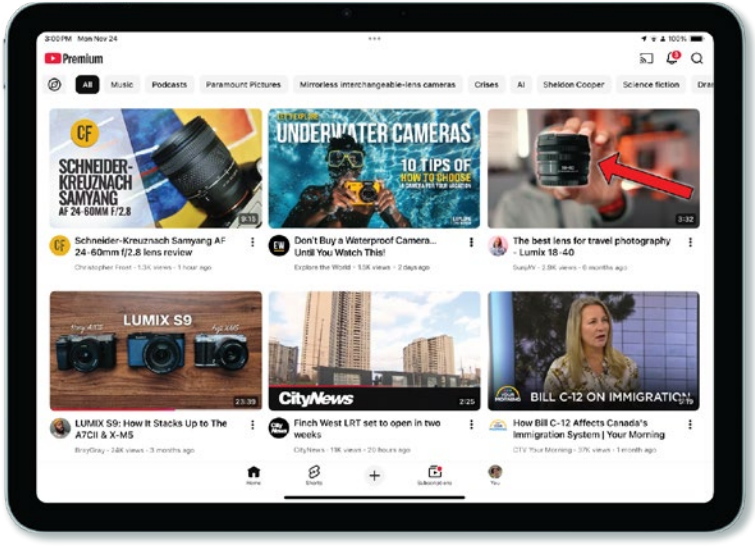
WHAT

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

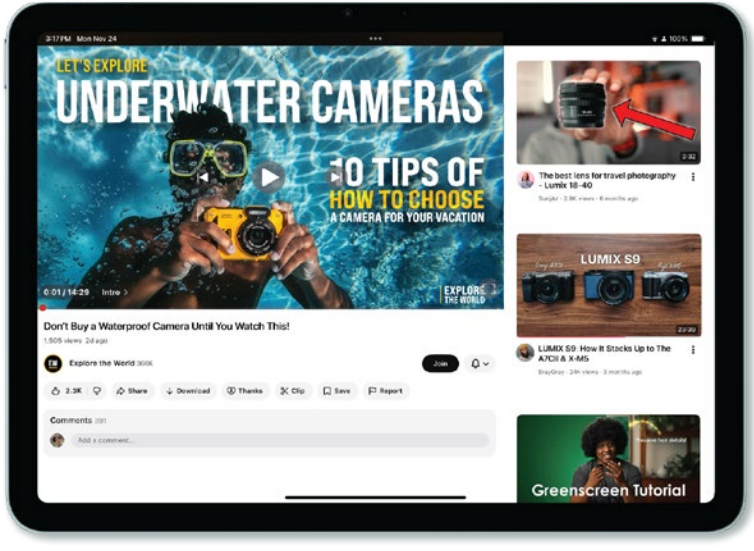
HOW

- 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

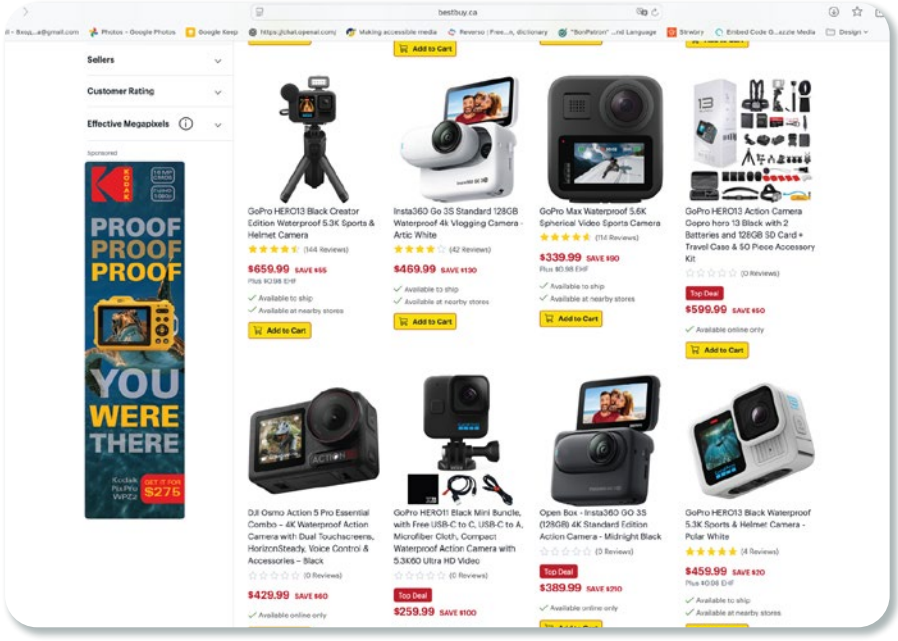


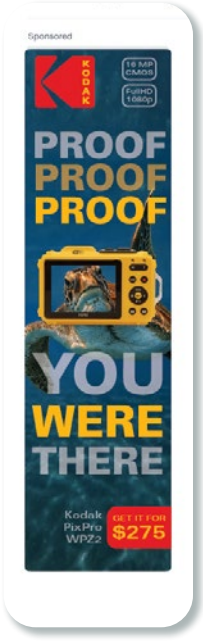
Soft-sell approach through influencer partnerships showcasing the camera in authentic vacation scenarios.



Targeting conscious buyers who research before purchasing via product recommendations.

PROOF YOU WERE THEIR 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

| College Project at Humber Polytechnic Editorial Design Course



Online issue

MAGAZINE EDITORIAL DESIGN













Online issue

MAGAZINE PHOTOGRAPHY













Online issue

THANK YOU

ETUAL FOMINA { Print design : UX design : Design photography }






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