



RUBEN FERNANDEZ

UX/UI & VISUAL DESIGNER



P R O J E C T :

RUBEN FERNANDEZ BRAND IDENTITY

Proposal for a rebrand



H E R E T H E Y A R E

THE CHANGES

Ruben is a UX/UI and Visual Designer living in Denver who will be graduating in May 2015.

The goal for this project is to finish up and polish the existing process focused portfolio. Overall the brand is consistent and strong regarding the visual design elements.

Ruben needs to plug in some holes on the website with assets and give the site and overall polishing.

- The addition of more process photos and explanation of your process.

- The Instagram connection is an awesome element on your website that documents your process and ongoings in real time. Getting the Instagram populated with some even more process shots will make it more relevant in support of your site.

- A final printed resume and business cards, printed with the specifications you are looking for will help strengthen the brands tangible power and have you ready for interviews.

- The creation of a leave behind that can stand up to the dish washer and/or another idea. With these element I feel the brand package will not only be complete but be reach its goals of delivering sexy assets and a process focused portfolio.



MY THOUGHTS

THE ADDITIONS

First things first, my site needs some tuning up.

Here is a list of items that I plan on implementing

- The addition of process photos as per layout on portfolio pages.
- More process photos for the social link on site.
- Optimization for phone.
- Adjust nav on blog to match site so it feels connected.
- Implement coffee and branding throughout site. I.e. coffee counter (animation)
- Implement awards and honorable mentions on home page.

Second, I need to get my stationary printed.

- Perfect font sizes for print
- Send cards to print
- Print resume on quality paper
- **Get mug printed on.



PRICE ESTIMATE

TASK	TIME	PRICE
WEB SITE	16	\$1040
PRINT COLLATERAL	8	\$520
PRINT BUDGET		\$200
TOTAL	24	\$1760

All Prices and estimations are based off of the hourly rate of \$65. Prices and dates are subject to change.



TIMELINE

● = Review Dates *Week Begins OCTOBER 13 OCTOBER 19 OCTOBER 26

Brand Identity Project Plan				M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
Task	Time	Start	Finish	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
01 BRAND IDENTITY	20	9/25	10/07	[Task bar with review dots on 13, 19, 26, 28]																				
02 Estimate	1	9/25	9/25	●																				
03 Proposal	1	9/25	9/25	●																				
04 Site	6	9/26	10/28																					
05 Print Collateral	2.5	9/26	10/28																					
06 Business Card	.5	9/26	10/14																					
07 Resume	.5	9/27	10/14																					
08 Leave Behind	.5	9/28	10/14																					
09																								
10																								
11 ***DELIVERY DATE			10/14																					

