

BRITTANY WALLACE

FRONT END WEB & UX DESIGNER



ORIGIN STORY

Hi, I'm Brittany Wallace, a front end web and UX designer who creates digital spaces that feel thoughtful, inviting, and real. I'm finishing my degree in Graphic Design at Eastern Washington University, where I've learned how structure and storytelling work together to shape a user's experience.

My favorite projects are websites that blend emotion with logic. Where colors, type, and layout guide people through something that feels effortless. I like dark, moody design with soft light moments that pull you in. I draw inspiration from music, gaming, and the kind of quiet energy that lives online late at night.

I value loyalty, honesty, and clear communication. I use design to connect ideas and people, and I'm learning how to turn my ADHD into creative focus that keeps me driven. Coffee is basically part of my workflow.

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“Design is where I turn chaos into calm. Every line, every color has a reason to exist.”



2024 SFCC GRAD SHOW WEBSITE

The SFCC 2024 Grad Show website marked 25 years of design graduates from Spokane Falls Community College. My goal was to make a site that felt like a celebration of creativity but stayed clean and easy to explore.

I designed the layout in Figma and built it with WordPress using custom HTML and CSS. The focus was on accessibility, responsive design, and a consistent visual rhythm that let each student's work shine without clutter.



My Role: Web and UX Designer
Tools: Figma, WordPress, HTML, CSS, Illustrator, Photoshop
Timeline: Spring 2024



2024 SFCC GRAD SHOW WEBSITE

#FF00CF

R:255 G:0 B:207
C:0 M:100 Y:19 K:0

#FF0054

R:255 G:0 B:84
C:0 M:100 Y:67 K:0

#FF931E

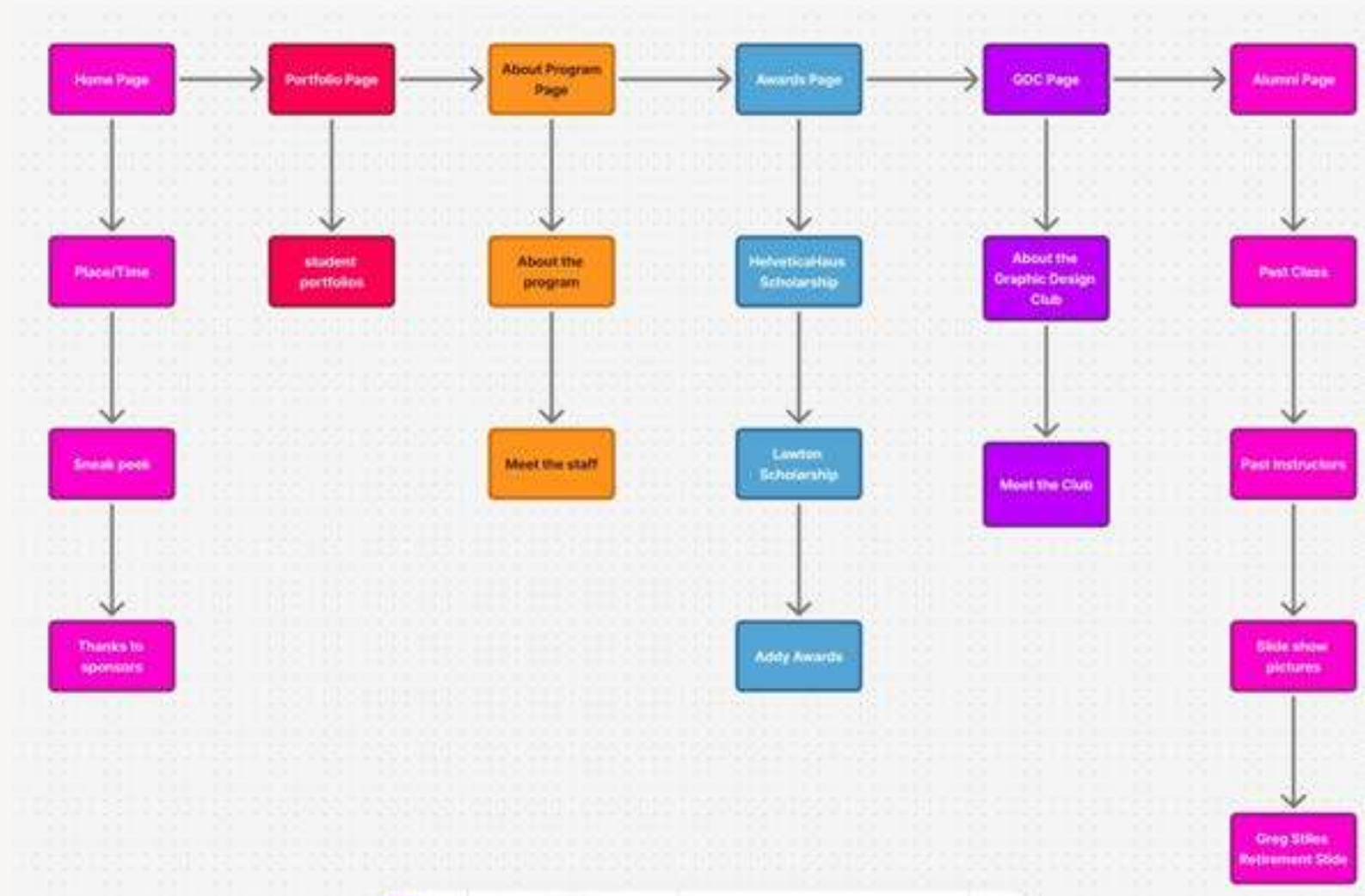
R:255 G:147 B:30
C:0 M:42 Y:88 K:0

#53A5D5

R:61 G:165 B:213
C:61 M:23 Y:0 K:16

#BD00FF

R:189 G:0 B:255
C:26 M:100 Y:0 K:0



2024 SFCC GRAD SHOW WEBSITE

Wireframes: Created low-fi layouts in Figma for clear navigation and strong visuals.

Visual Design: Used a clean, type-driven style with the 2024 theme palette and bold headers.

Development: Built a responsive site and mobile app in WordPress with custom HTML/CSS.

Testing: Ensured accessibility, compatibility, and fast load times.



2024 SFCC GRAD SHOW WEBSITE

The final site successfully launched in June 2024 as the official SFCC Graphic Design Grad Show platform. It featured student profiles, portfolio previews, event information, and a gallery celebrating 25 years of design graduates. The site received strong feedback for its clarity, usability, and cohesive presentation.



Silver in Sales & Marketing Special Event Materials
Silver in Cross-Platform B-to-B Campaign
And Went to District

Live Site



NOCTURNE BRAND IDENTITY

Nocturne Design Co. is my personal brand, inspired by the balance between elegance and mystery. It's a creative space that blends my love for dark color palettes, minimal design, and subtle motion into a professional identity I can grow with.

I created the full brand identity and website concept in Figma. The process included designing a logo, color system, and prototype that focused on a clear hierarchy and meaningful visual flow.



My Role: Brand and UX/UI Designer

Tools: Figma, Illustrator, Photoshop, ChatGPT, Sora

Timeline: Winter–Spring 2024



NOCTURNE BRAND IDENTITY

#121212

R:18 G:18 B:18

C:73 M:67 Y:66 K:82

#4B2C42

R:75 G:44 B:66

C:63 M:82 Y:48 K:0

#A68A64

R:165 G:137 B:99

C:34 M:42 Y:66 K:7

#A3C378

R:163 G:195 B:120

C:40 M:8 Y:68 K:0

#89A563

R:137 G:165 B:99

C:51 M:21 Y:76 K:2



Selene Vale

"The night is where the magic begins."

Bio:

Selene Vale is a night owl with a love for all things mysterious and beautiful. A creative soul by day and a city wanderer by night, she's drawn to places that feel like secret realms tucked away from the busy world. Whether it's a hidden lounge with velvet curtains or a rooftop bar under the stars, Selene seeks out spots that spark wonder.

At Nocturne, she isn't just looking for a drink — she's looking for an experience. She craves moody atmospheres, craft cocktails that feel like spells, and a playlist that sounds like a dream. She's the type to lose herself in conversations about art, myths, or favorite ghost stories until last call.

Goals:

- Find unique places that feel like hidden gems
- Discover creative cocktails and small plates she can't get anywhere else
- Soak in moody, aesthetic atmospheres for inspiration
- Spend time with friends who also appreciate good vibes and mystery

Behaviors:

- Takes photos of cool lighting, cocktails, and decor for her Instagram
- Orders signature drinks or "bartender's choice" cocktails to try something new
- Loves places where the music and lighting match the mood
- Often asks about the story behind a drink, dish, or design
- Stays late to enjoy the full "nightworld" vibe

Pain Points:

- Gets turned off by places that feel too loud, crowded, or rushed
- Dislikes basic, cookie-cutter menus — wants creative options
- Hates when lighting is too harsh (no fluorescent lights please)
- Gets frustrated when the atmosphere feels fake or forced
- Wants staff to be chill and knowledgeable, not overly pushy

Brands:

URBAN OUTFITTERS



ALLSAINTS

ANTHROPOLOGIE

NETFLIX

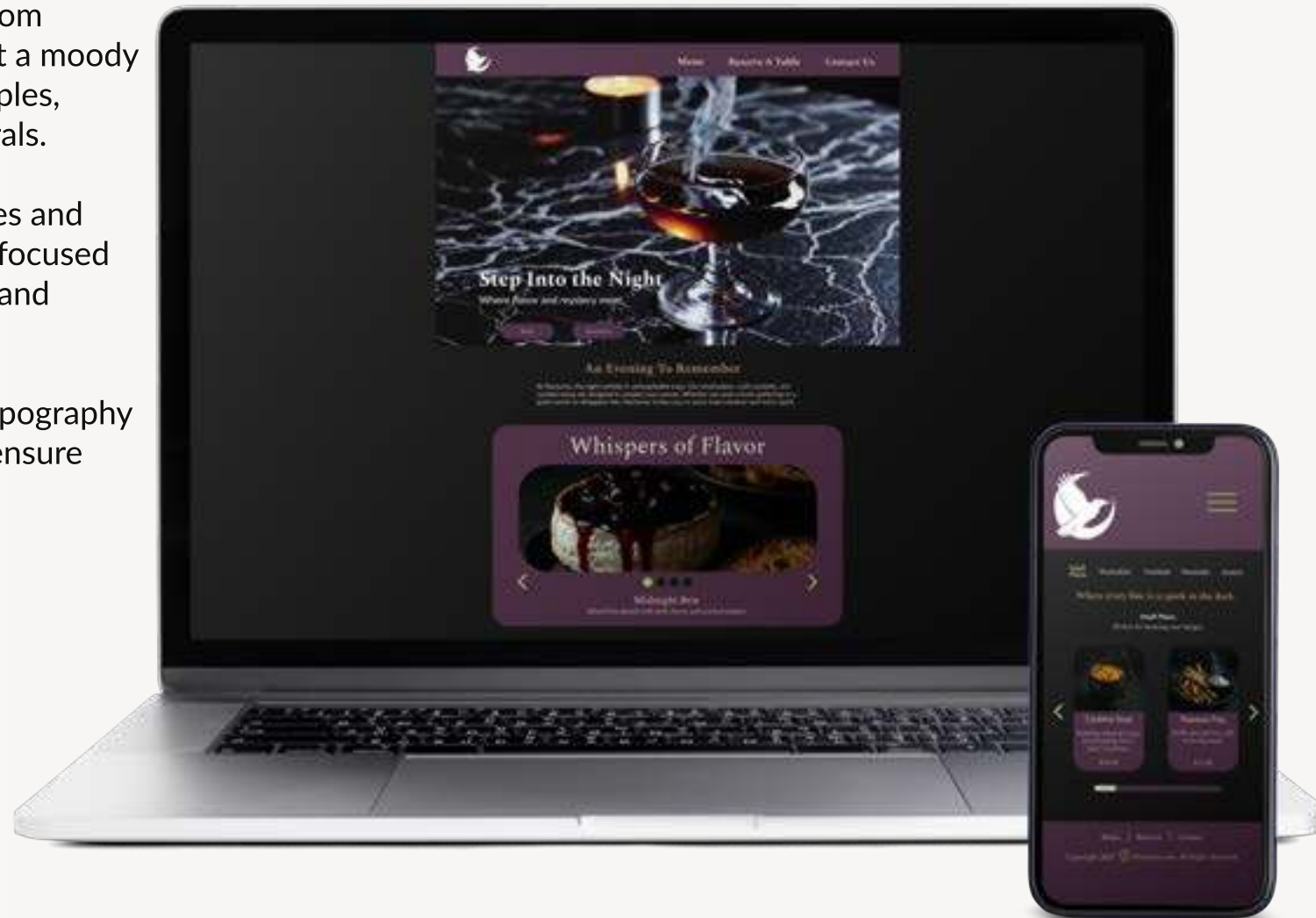
Glossier.

NOCTURNE BRAND IDENTITY

Visual Identity: Designed a custom wordmark and icon system; built a moody color palette featuring deep purples, charcoal blacks, and warm neutrals.

Website Design: Built wireframes and high-fidelity mockups in Figma; focused on clear hierarchy, white space, and subtle animation cues.

Refinement: Tested color and typography across dark and light modes to ensure accessibility and balance.



Prototype



SUNSHINE CLUB LOGO DESIGN

The Sunshine Club logo was created for a workplace team focused on positivity and appreciation. I designed a playful, professional mark that could be used across digital and print platforms.

The project involved multiple rounds of client feedback and refinement to make sure the logo stayed clear, scalable, and aligned with their existing brand colors.



My Role: Logo Designer
Tools: Illustrator, Photoshop
Timeline: Summer 2023

SUNSHINE CLUB LOGO DESIGN

#F2C032

R:242 G:192 B:050

C:005 M:24 Y:093 K:000

#F8A41F

R:248 G:164 B:031

C:001 M:041 Y:098 K:000

#2569B3

R:037 G:106 B:180

C:087 M:059 Y:000 K:000

Sunshine Health Facilities Main Logo



Old Sunshine Club Logo



SUNSHINE CLUB LOGO DESIGN

Client Collaboration: Presented drafts, gathered feedback, and refined the design through multiple revisions until approved.

Typography & Color: Used a playful typeface with a clean layout and a blue-orange palette for trust, energy, and positivity.

Finalization: Simplified details for scaling and added finishing touches for print and digital clarity.



SUNSHINE CLUB LOGO DESIGN

The final approved logo perfectly captured the group's upbeat personality. It's now used on workplace materials, announcements, and event signage. The design reflects collaboration, refinement, and attention to feedback, skills I continue to build as a designer.

Reflection:

This project taught me how to communicate with a real client, take feedback professionally, and translate abstract ideas into a finished visual identity. It also reminded me how small design details, color, type, proportion, can completely change a logo's tone and feel.

Final Design, Clients Choice





Thank You!

Let's build something that feels alive online.

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