

Initial Build Meeting Note

Creative Director: Jeeho Kang

Designer: Henry Anyimadu

What's working:

- The overall typography hierarchy is working well, especially your use of bold type for headers. The font feels clean, modern and appropriate for the tone.
- The colors match my initial intention and clearly separates the two perspectives which visually reinforces the contrast.
- The dotted borders and dashed line throughout the page makes the page more dynamic and minimal.
- The navigation page shows clear structure for multiple sections.

Improvements:

- No space on the bottom of each block. I feel like it's weird to have space when there are no more texts.
- The rectangular navigation tabs are a bit disturbing. I think they are too big and too geometric. You could make it smaller and more rounded so it doesn't take up too much space and merge well with the overall design.
- Adjust padding, line height, etc of the text boxes to give more hierarchy.
- Need timeline page (I can't click it at the moment)
- If you can, consider hover or scroll-triggered animations for visual engagement (e.g. dashed line movement, fade in for each box).