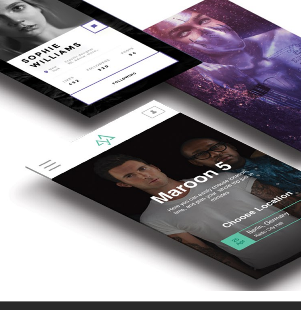
YANA MOSKALENKO

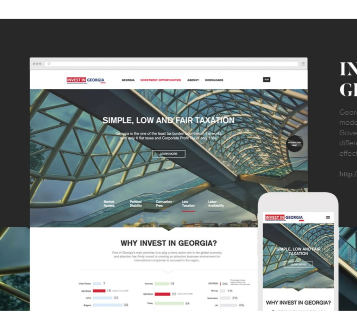
UI/UX designer, Behance award winner, problem solver, 11+ years experience. Creating design for mobile apps, web sites and applications, consulting for companies such as Trivago, LiveonRiviera. Currently working full-time at Adjarabet.com as UI/UX tdesigner.



INVESET IN GEORGIA

Georgian National Investment Agency plays a role of moderator between foreign investors and the Government of Georgia, ensuring that the investor gets different types of updated information and has means of effective communication with the Government bodies.

http://www.investingeorgia.org/en/



Story

I had an opportunity to work with Invest in Georgia. My previous experience of working with an investement firm, Alliance Group Holding, hepled me for this project. The goal was to collect the best data about Georgia and reflect it in the web-site to better represent the country as a potencial place to invest..

HOME PAGE

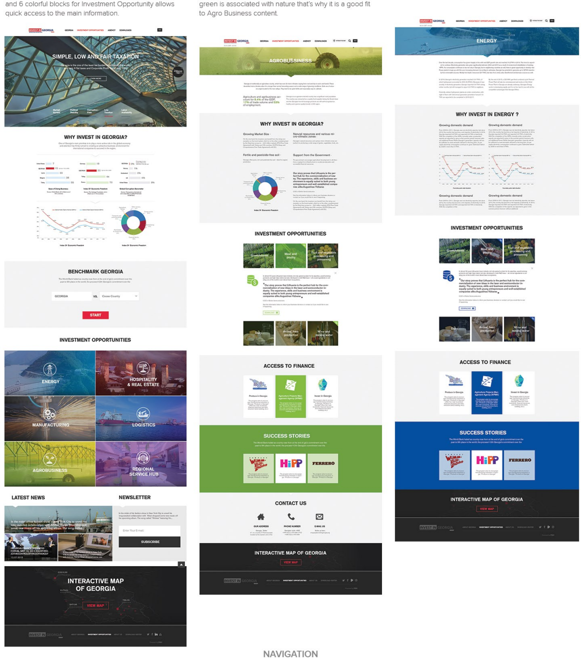
In my opinion a Home page must be long and informational. The idea was to avoid long texts and insert diagrams and statistics, which will show facts about Georgia shortly and precisely. Adding an actionable block for benchmarking Georgia against other countries and 6 colorful blocks for Investment Opportunity allows quick access to the main information.

AGRICULTURE

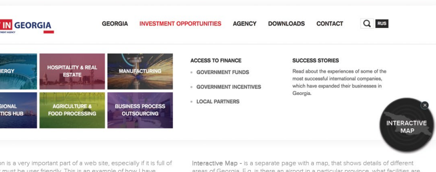
Investment Opportunities are divided into 6 categories: Agro Business, Energy, Manufacturing, Logistics, Hospitality-Real Estate, Regional Service Hub. All pages have similar structure, with some variations. Each page has its own color scheme and icon set. For example, green is associated with nature that's why it is a good fit to Agro Business content.

ENERGY

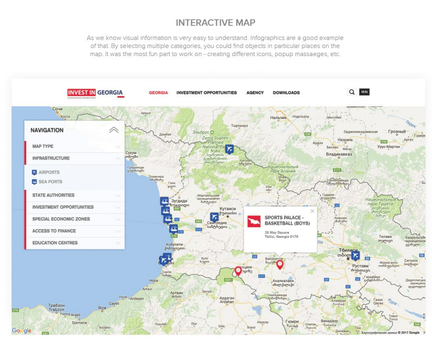
IThis is an example of another Category page. Almost everything is the same as in Agro, but with a different color scheme. Blocks describing benefits are separated from each other, so a user can see where one topic ends and another begins.



NAVIGATION



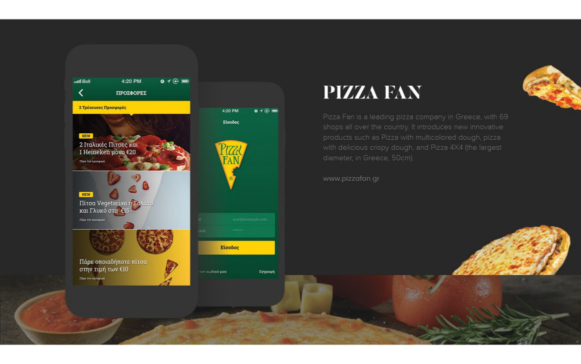
INTERACTIVE MAP



PIZZA FAN

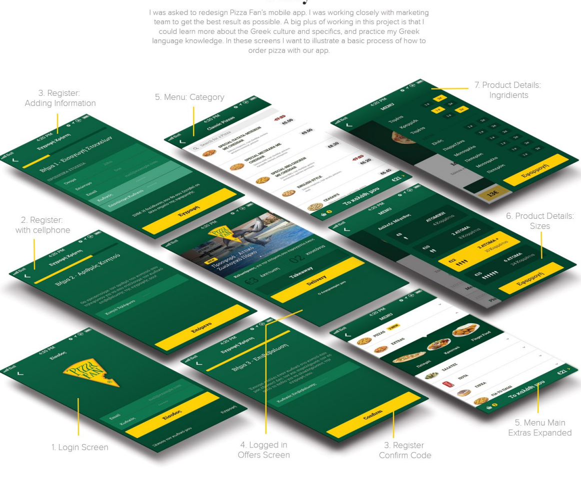
Pizza Fan is a leading pizza company in Greece, with 69 shops all over the country. It introduces new innovative products such as Pizza with multicolored dough, pizza with delicious crispy dough, and Pizza 4X4 (the largest diameter, in Greece, 50cm).

www.pizzafan.gr

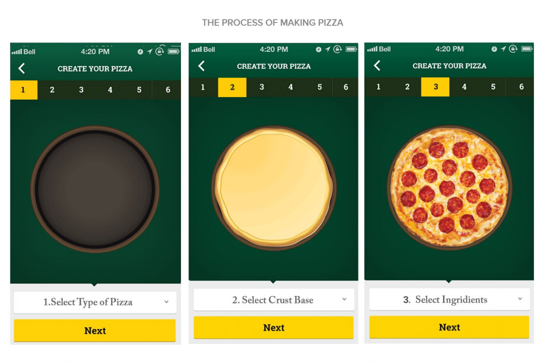


Story

I was asked to redesign Pizza Fan's mobile app. I was working closely with marketing team to get the best result as possible. A big plus of working in this project is that I could learn more about the Greek culture and specifics, and practice my Greek language knowledge. In these screens I want to illustrate a basic process of how to order pizza with our app.



THE PROCESS OF MAKING PIZZA

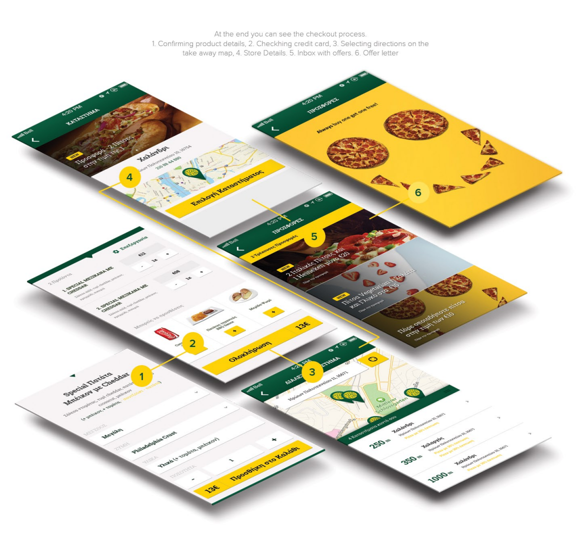


The next step will be selecting types of pizza. I used pagination on the top, and a pizza plate in the middle.

After selecting a type, a user must choose a base. A second layer will be added to the plate.

At the third step you select ingredients. I won't add other steps as it is not enough space. But the same process goes with flavors and sauces.

At the end you can see the checkout process.
1. Confirming product details, 2. Checkhing credit card, 3. Selecting directions on the take away map, 4. Store Details. 5. Inbox with offers. 6. Offer letter

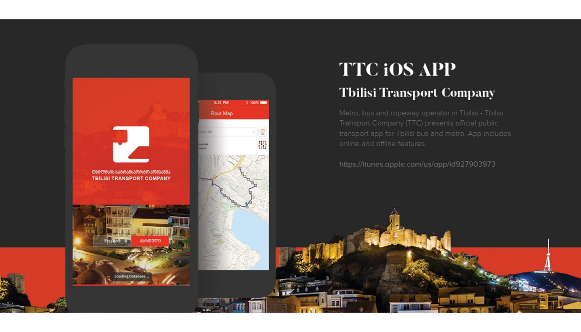


TTC iOS APP

Tbilisi Transport Company

Metro, bus and ropeway operator in Tbilisi - Tbilisi Transport Company (TTC) presents official public transport app for Tbilisi bus and metro. App includes online and offline features.

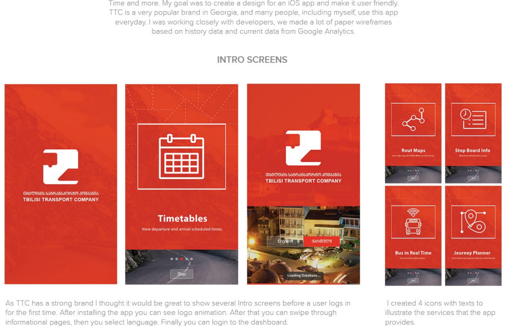
https://itunes.apple.com/us/app/id927903973



Story

Tbilisi Transport Company offers services such as Journey Planner, Timetable, Bus in Real Time and more. My goal was to create a design for an iOS app and make it user friendly. TTC is a very popular brand in Georgia, and many people, including myself, use this app everyday. I was working closely with developers, we made a lot of paper wireframes based on history data and current data from Google Analytics.

INTRO SCREENS



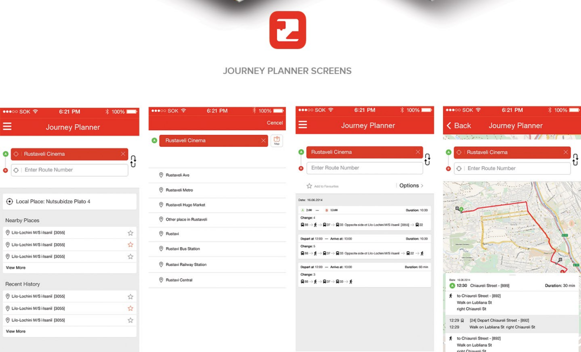
As TTC has a strong brand I thought it would be great to show several Intro screens before a user logs in for the first time. After installing the app you can see logo animation. After that you can swipe through informational pages, then you select language. Finally you can login to the dashboard.

I created 4 icons with texts to illustrate the services that the app provides.

NAVIGATION SCREENS

When a user logs into the Dashboard he/she can navigate by choosing between 6 menu options. The app also has a side menu with the same main Directions along with Settings and Help Information.

JOURNEY PLANNER SCREENS



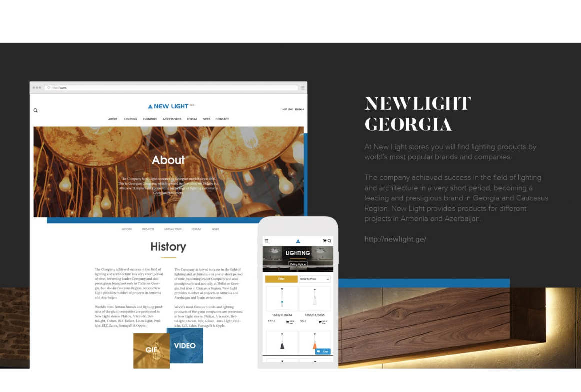
Metro Icon Bus Icon Walk Icon

NEWLIGHT GEORGIA

At New Light stores you will find lighting products by world's most popular brands and companies.

The company achieved success in the field of lighting and architecture in a very short period, becoming a leading and prestigious brand in Georgia and Caucasus Region. New Light provides products for different projects in Armenia and Azerbaijan.

http://newlight.ge/



Story

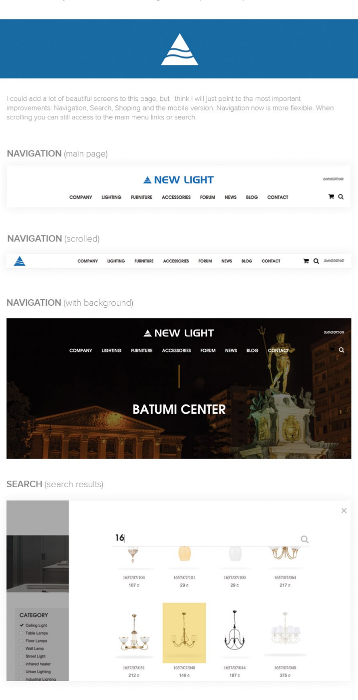
This was my second time working with NewLight Georgia. First time we created a presentational web site. After 3 years, we realized it was time to expand, and I had an idea on how to rebrand the whole web site. The main point was to add a shopping system. Now the web site is light, wide, responsive and product-oriented.

I could add a lot of beautiful screens to this page, but I think I will just point to the most important improvements: Navigation, Search, Shoping and the mobile version. Navigation now is more flexible. When scrolling you can still access to the main menu links or search.

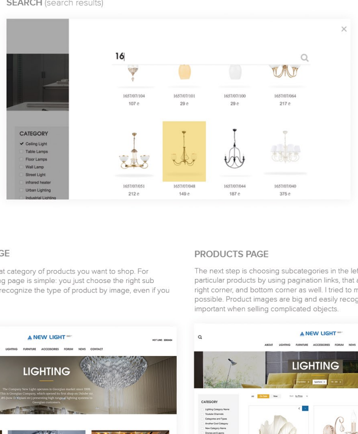
NAVIGATION (main page)

NAVIGATION (scrolled)

NAVIGATION (with background)



SEARCH (search results)

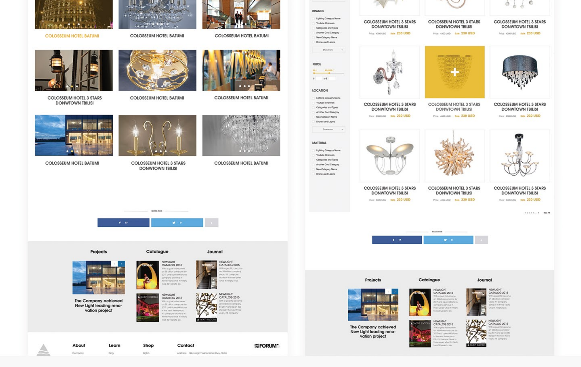


LIGHTING MAIN PAGE

First step is choosing what category of products you want to shop. For example, Lighting. Lighting page is simple: you just choose the right sub category. You can easily recognize the type of product by image, even if you don't know it's name.

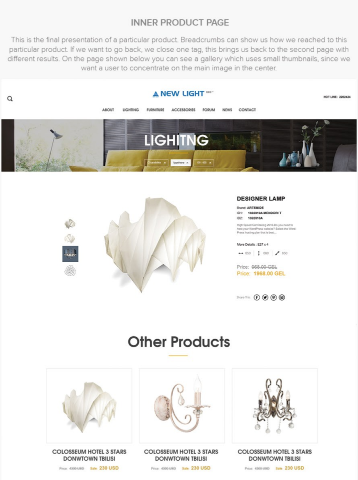
PRODUCTS PAGE

The next step is choosing subcategories in the left panel. Or browse particular products by using pagination links, that are located in the top right corner, and bottom corner as well. I tried to make this page as light as possible. Product images are big and easily recognizable, which is important when selling complicated objects.

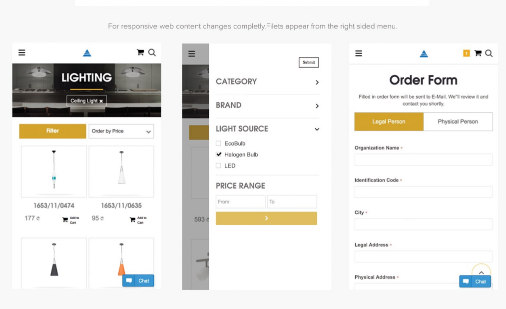


INNER PRODUCT PAGE

This is the final presentation of a particular product. Breadcrumbs can show us how we reached to this particular product. If we want to go back, we close one tag, this brings us back to the second page with different results. On the page shown below you can see a gallery which uses small thumbnails, since we want a user to concentrate on the main image in the center.

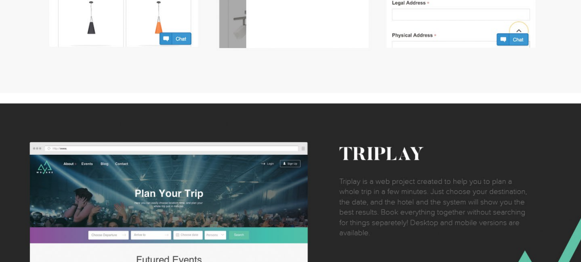


For responsive web content changes completly.Filets appear from the right sided menu.



TRIPLAY

Triplay is a web project created to help you to plan a whole trip in a few minutes. Just choose your destination, the date, and the hotel and the system will show you the best results. Book everything together without searching for things separetely! Desktop and mobile versions are available.

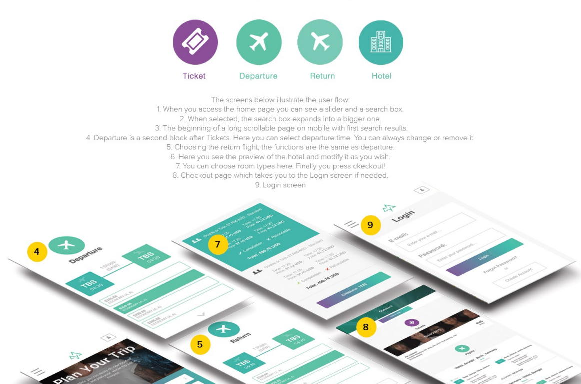


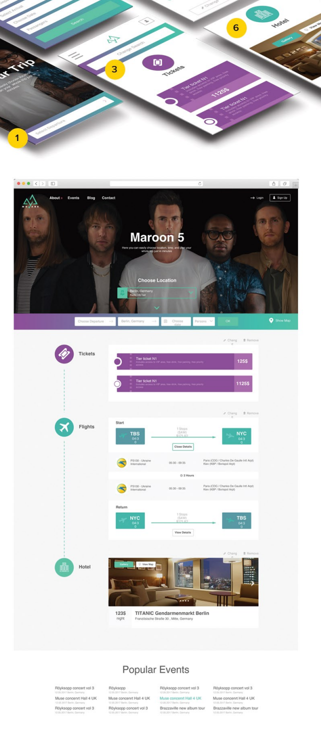
Story

Triplay is one of my favorite startups with great success. I enjoyed working with this client and collaborate with their developers. The designs were created in Sketch. The idea was to make a web application which will search for online tickets, hotels, events in just a few clicks. You choose your details and the system shows results in one single scrollable page. Since it is a single results page I had to separate categories with icons. For example, the event ticket block would have its own color and icon, Departure block will have an airplane icon etc..

Ticket Departure Return Hotel

The screens below illustrate the user flow:
1. When you access the home page you can see a slider and a search box.
2. When selected, the search box expands into a bigger one.
3. The beginning of a long scrollable page on mobile with first search results.
4. Departure is a second block after Tickets. Here you can select departure time. You can always change or remove it.
5. Choosing the return flight, the functions are the same as departure.
6. Here you see the preview of the hotel and modify it as you wish.
7. You can choose room types here. Finally you press ckeckout!
8. Checkout page which takes you to the Login screen if needed.
9. Login screen





For more screens visit:
www.behance.net/lanamosc