

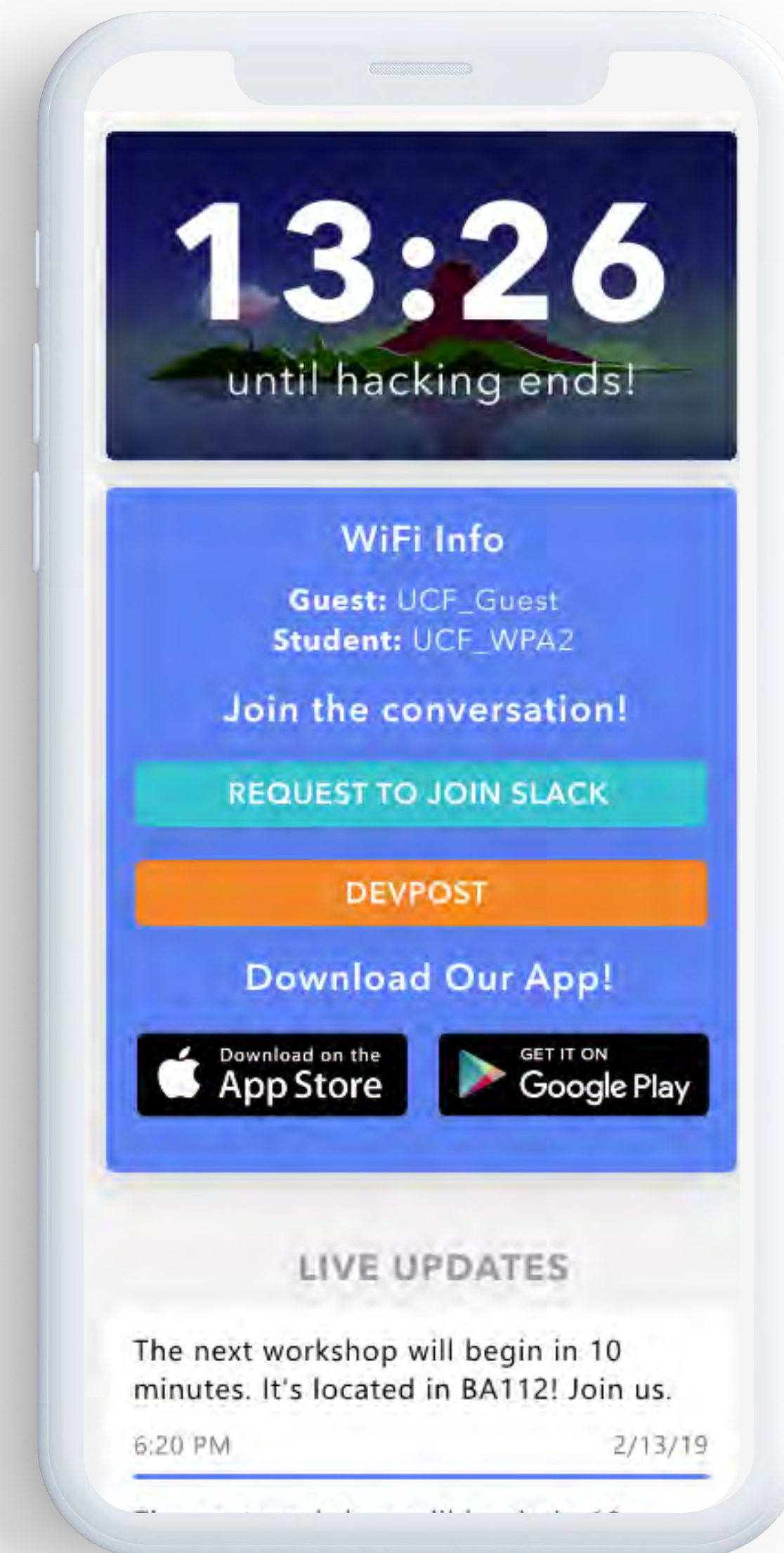
BRANDING AND PRODUCT DESIGN

Knight Hacks

Knight Hacks is a student led organization founded at the University of Central Florida, with the goal of educating students about the fields of computer science and technology. The organization holds an annual hackathon geared towards beginners who have a desire to learn about designing and building their own applications. I was fortunate enough to be a part of Knight Hack's first design team, as the Product Designer.

Since this was Knight Hack's first design team, there was no foundation in place for building products, or a consistent visual brand. I sought to alleviate this issue by creating a design system specifically for Knight Hacks products, and use those guidelines to build the products needed.

The first product I worked on was the live application that would provide hackers updates during the event, as well as hosting information for events/workshops. The second product was the back-end interface that the team would use to input information for the live app.



THE BUILDING BLOCKS

Design System & Style Guide

When thinking about the brand for Knight Hacks, the team determined that our focus would be on encouraging beginners to get involved in tech. I wanted to create a visual identity that reflected on our values of diversity, innovation, and collaboration.

This style guide would also be the foundation for our design system, which could be build upon by later Knight Hacks Dev & Design teams. Avenir Next, a clean serif font, was a fitting font for branding and UI. The color palette is a playful combination with cool colors and a complimentary accent orange.

HEADINGS

Bold, 36px, 2.25rem
Heading 1

Bold, 30px, 1.875rem
Heading 2

Bold, 24px, 1.5rem
Heading 3

Demi Bold, 20px, 1.25rem
Heading 4

Demi Bold, 18px, 1.125rem
Heading 5

PARAGRAPH

Regular, 16px, 1rem
The small brown fox jumped over the lazy dog. The small brown fox jumped over the lazy dog. The small brown fox jumped over the lazy dog.

Bold, 16px, 1rem
The small brown fox jumped over the lazy dog. The small brown fox jumped over the lazy dog. The small brown fox jumped over the lazy dog.

INFORMATION

Regular, 14px, .875rem
#717171
2/13/20 at 6:20 PM

CONTRAST

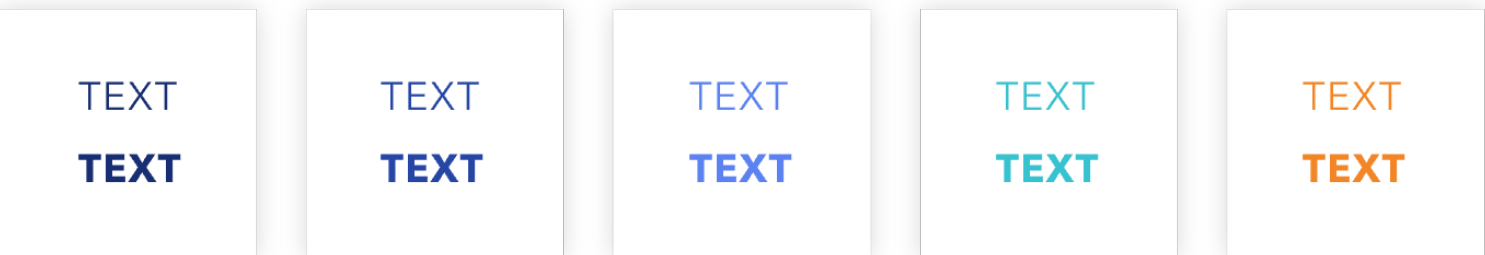
#000000 ON COLOR BACKGROUND



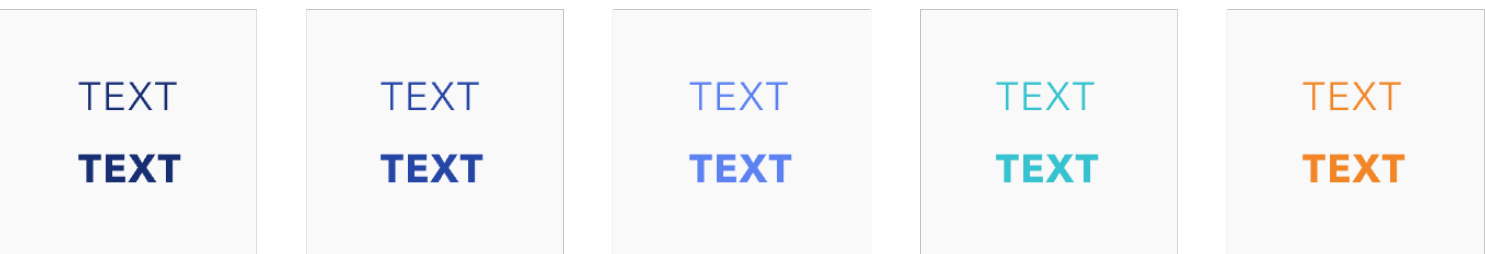
#F9F9F9 ON COLOR BACKGROUND



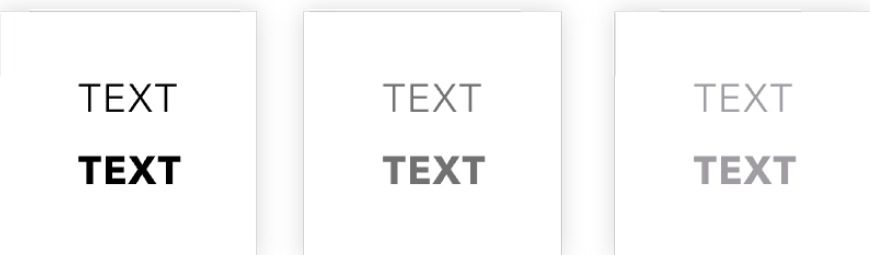
COLOR TEXT ON #FFFFFF



COLOR TEXT ON #F9F9F9



#000000 #717171 #9F9DA2



NAVIGATION

Header - Desktop
Background-color: #2646A6
Width: 100%;
Height: 75px;

Link Text
Color: #F9F9F9
Hover Color: #5C82F2
Font-Size: 16px
Font-Family: Avenir Next Demi Bold



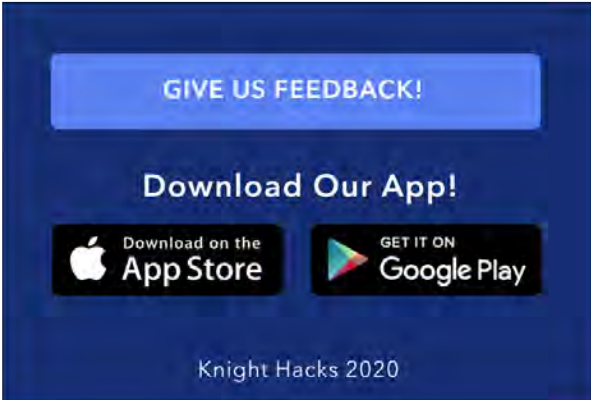
Footer - Desktop
Background-color: #172E73
Width: 100%;
Height: 75px;



Header - Mobile
Background-color: #2646A6
Width: 100%;
Height: 75px;



Footer - Mobile
Background-color: #172E73
Width: 100%;
Height: 255px;



BUTTONS

Bold, 16px, 1rem
Max-Width: 239px
Max-Height: 42px
Shadow: 0px 1px 13px



Demi Bold, 16px, 1rem
Max-Width: 313px
Max-Height: 53px



App Store Buttons



FORMS

Form - Inactive State
Background-color: #FFFFFFF
Height: 45px
Border Radius: 5px
Border Color: #9F9DA2

Form - Label
Color: #717171
Font-Family: Avenir Next Demi Bold
Font Size: 16px

Form - Card
Color: #FFFFFFF
Border Radius: 5px
Box Shadow: 0px 2px 17px

Password

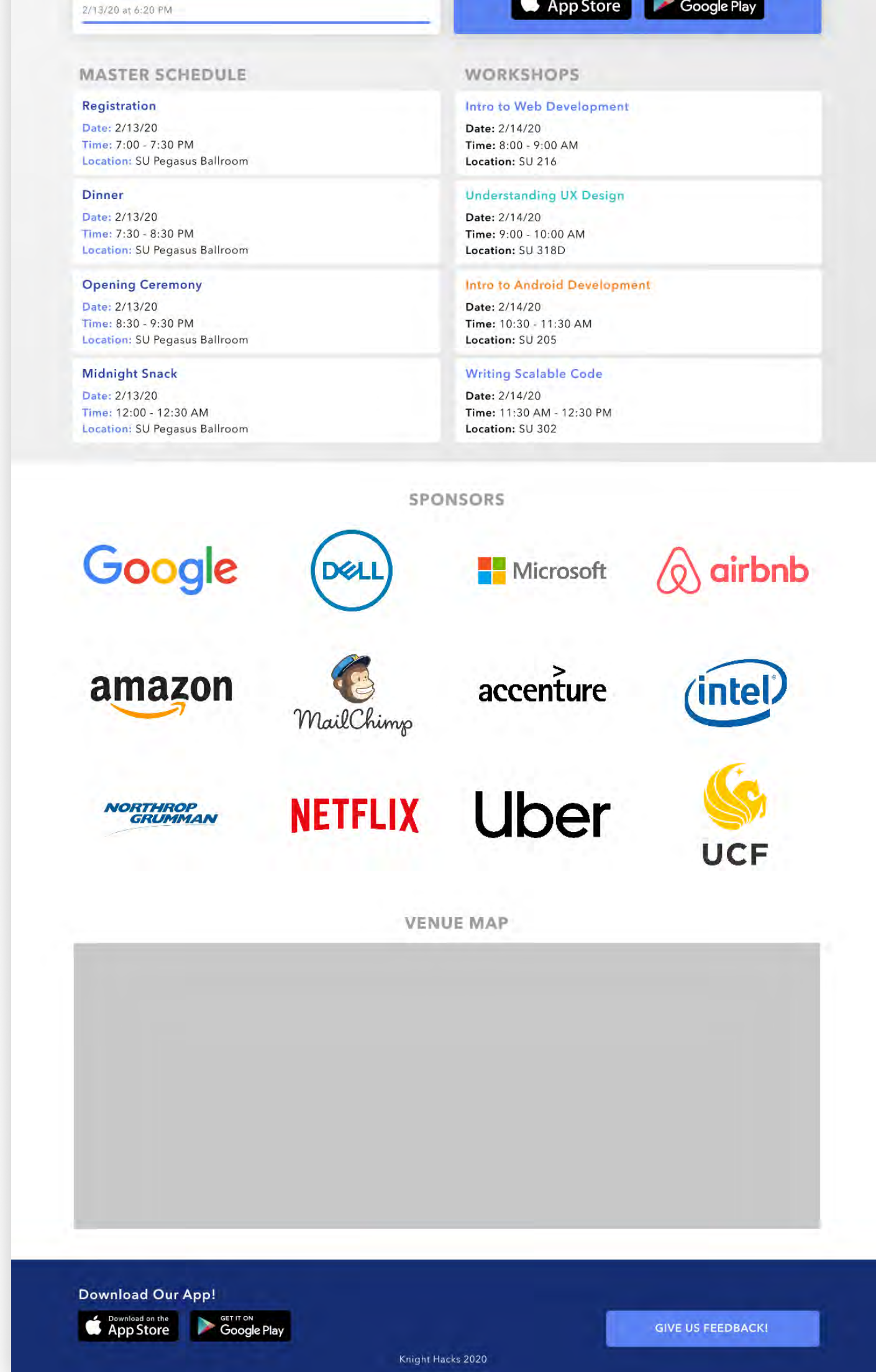
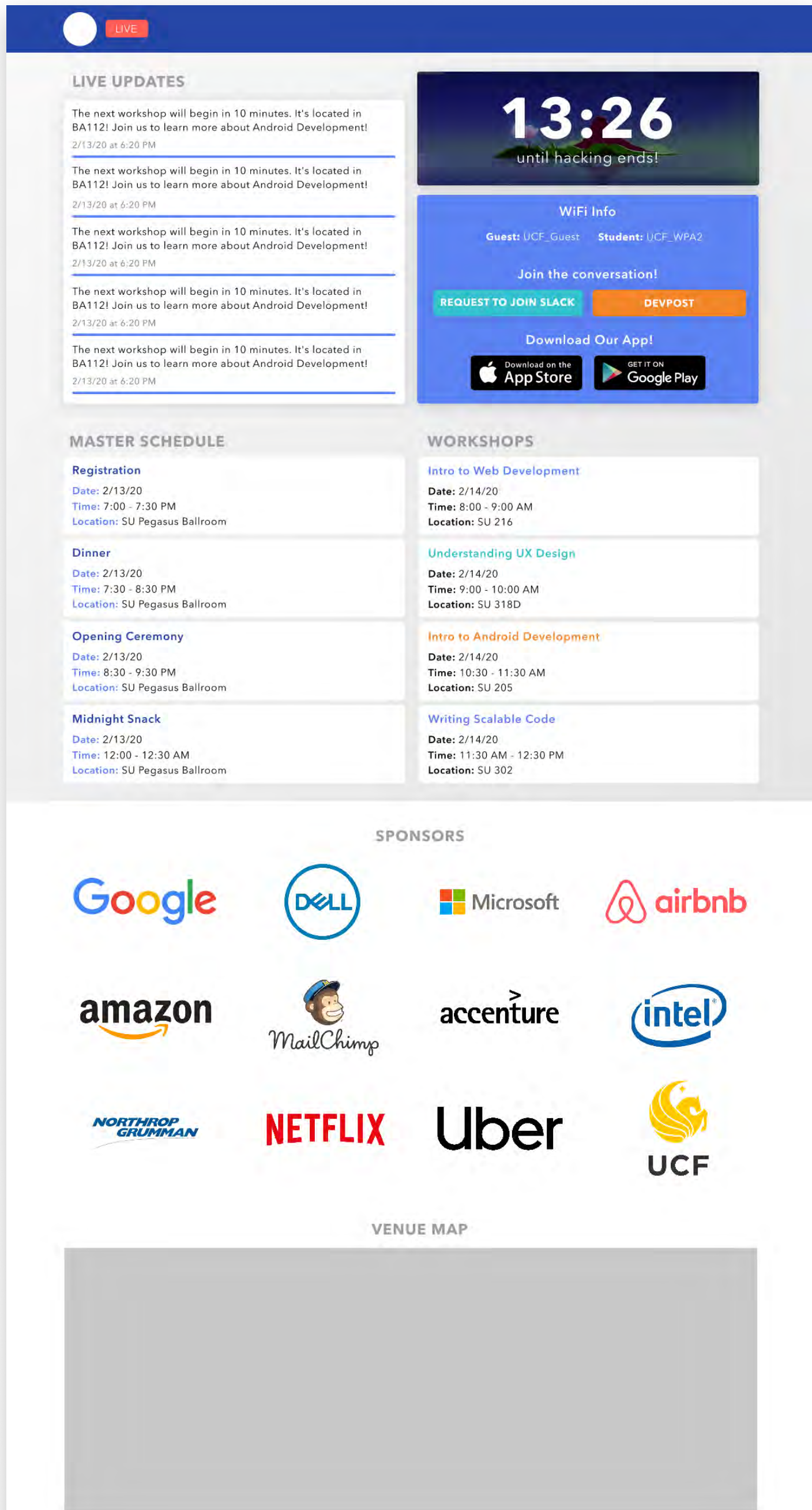
Form - Active State
Background-color: #FFFFFFF
Height: 45px
Border Radius: 5px
Border Color: #5C82F2

Password

Username

Password

LOGIN



RESPONSIVE DESIGN

Knight Hacks Live

The Live App was a website page I designed to provide information and updates about the Hackathon to the students that attend. Features include a timer to indicate when the hackathon will end, the hackathon schedule, the workshop schedule, status updates, a list of sponsors, and a map of university campus.

In order to aid the developers with responsive design, I created a mobile version as well. The goal was to make information easy to find, while establishing a proper hierarchy for all the of provided content.

Mobile

LIVE

13:26

until hacking ends!

WiFi Info

Guest: UCF_Guest

Student: UCF_WPA2

Join the conversation!

REQUEST TO JOIN SLACK

DEVPOST

Download Our App!

Download on the App Store

GET IT ON Google Play

LIVE UPDATES

The next workshop will begin in 10 minutes. It's located in BA112! Join us.

6:20 PM2/13/19

The next workshop will begin in 10 minutes. It's located in BA112! Join us.

The next workshop will begin in 10 minutes. It's located in BA112! Join us.

6:20 PM2/13/19

MASTER SCHEDULE

Registration

Date: 2/13/20

Time: 7:00 - 7:30 PM

Location: SU Pegasus Ballroom

Dinner

Date: 2/13/20

Time: 7:30 - 8:30 PM

Location: SU Pegasus Ballroom

Opening Ceremony

Date: 2/13/20

Time: 8:30 - 9:30 PM

Location: SU Pegasus Ballroom

Midnight Snack

Date: 2/13/20

Time: 12:00 - 12:30 AM

Location: SU Pegasus Ballroom

WORKSHOPS

Intro to Web Development

Date: 2/14/20

Time: 8:00 - 9:00 AM

Location: SU 216

Location: SU 216

Understanding UX Design

Date: 2/14/20

Time: 9:00 - 10:00 AM

Location: SU 318D

Intro to Android Development

Date: 2/14/20

Time: 10:30 - 11:30 AM

Location: SU 205

Writing Scalable Code

Date: 2/14/20

Time: 11:30 AM - 12:30 PM

Location: SU 302

SPONSORS

Google

Microsoft

Dell

amazon

NORTHROP GRUMMAN

intel

Uber

NETFLIX

UCF

VENUE MAP

GIVE US FEEDBACK!

Download Our App!

Download on the App Store

GET IT ON Google Play

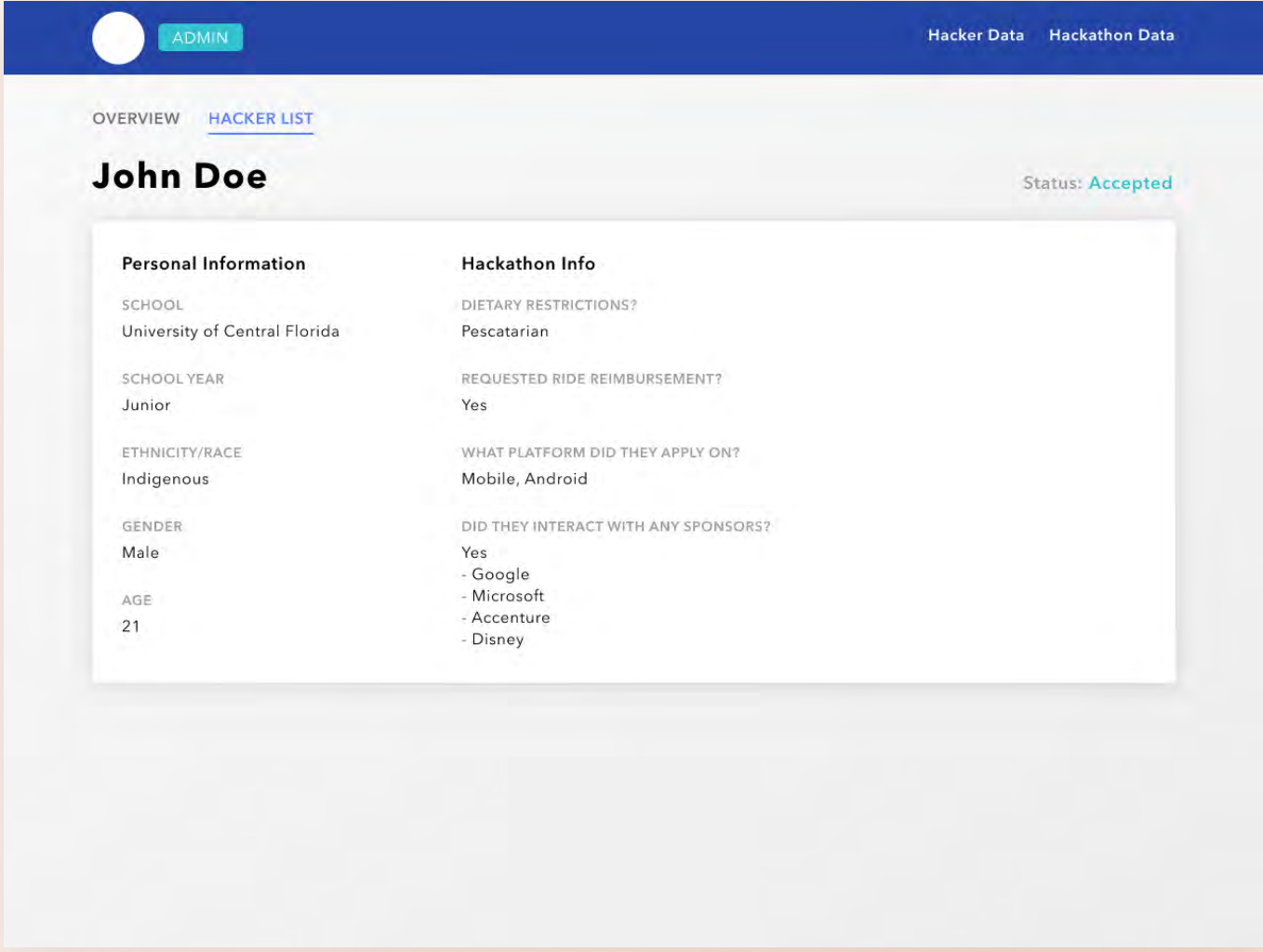
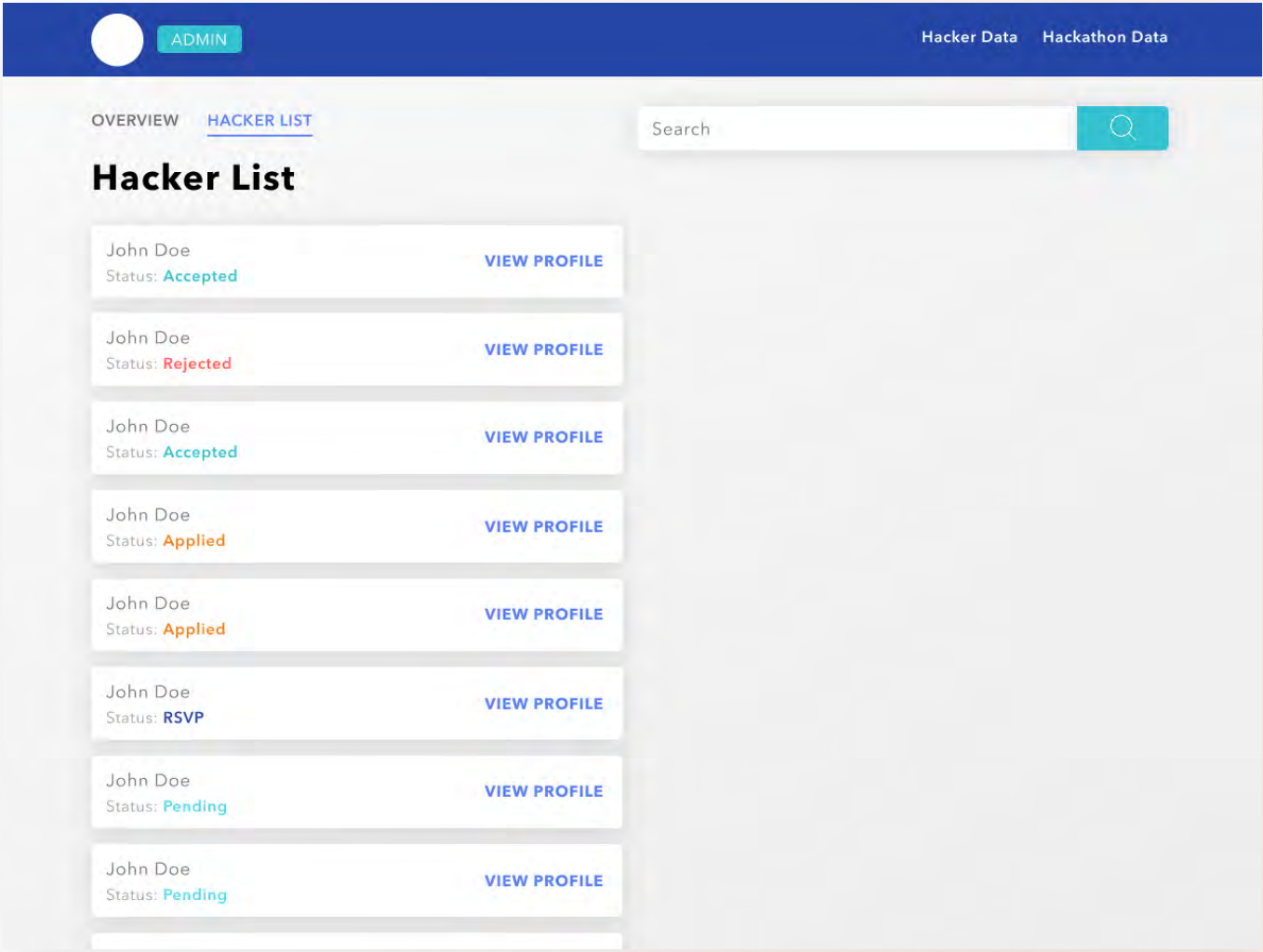
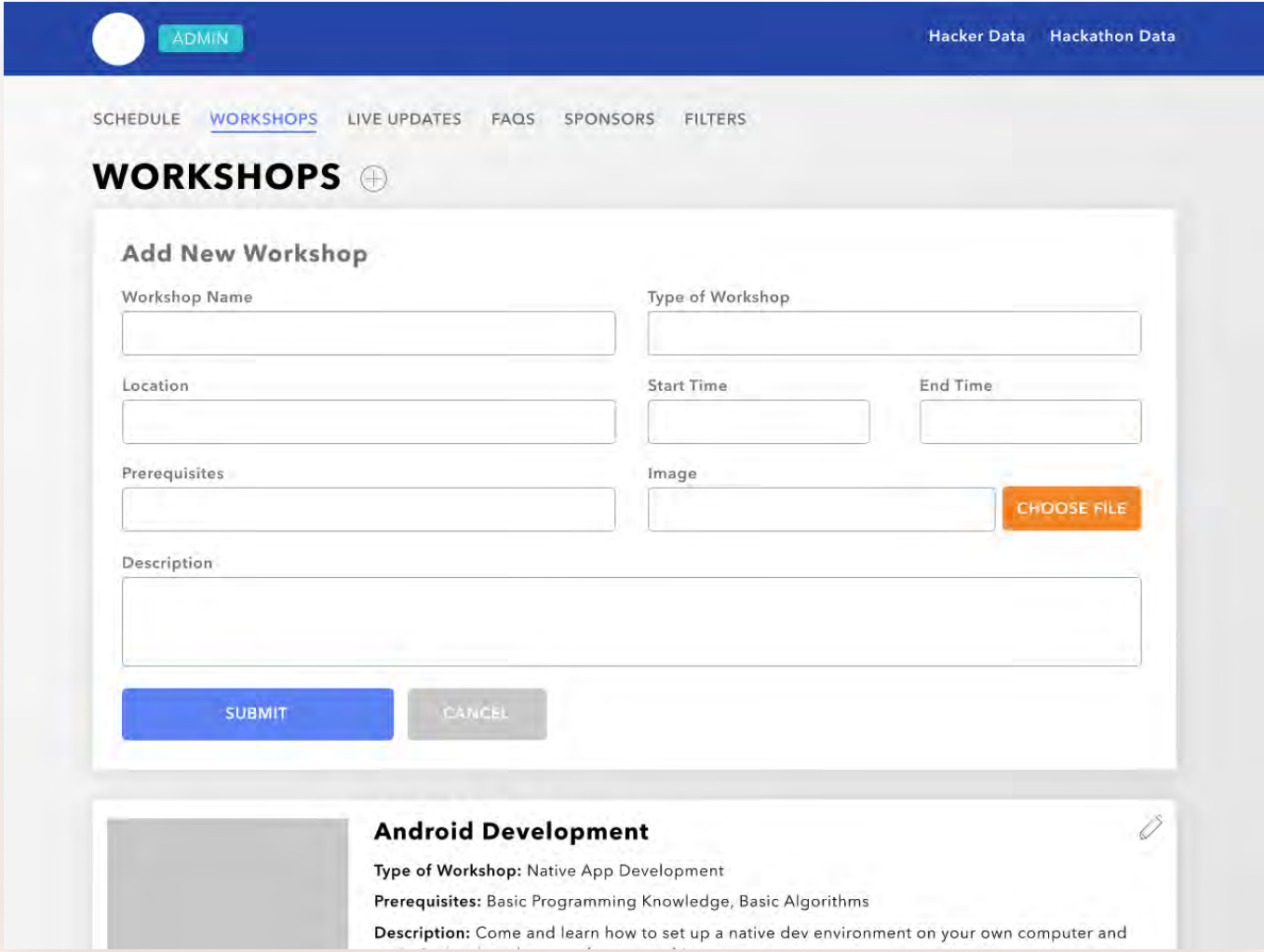
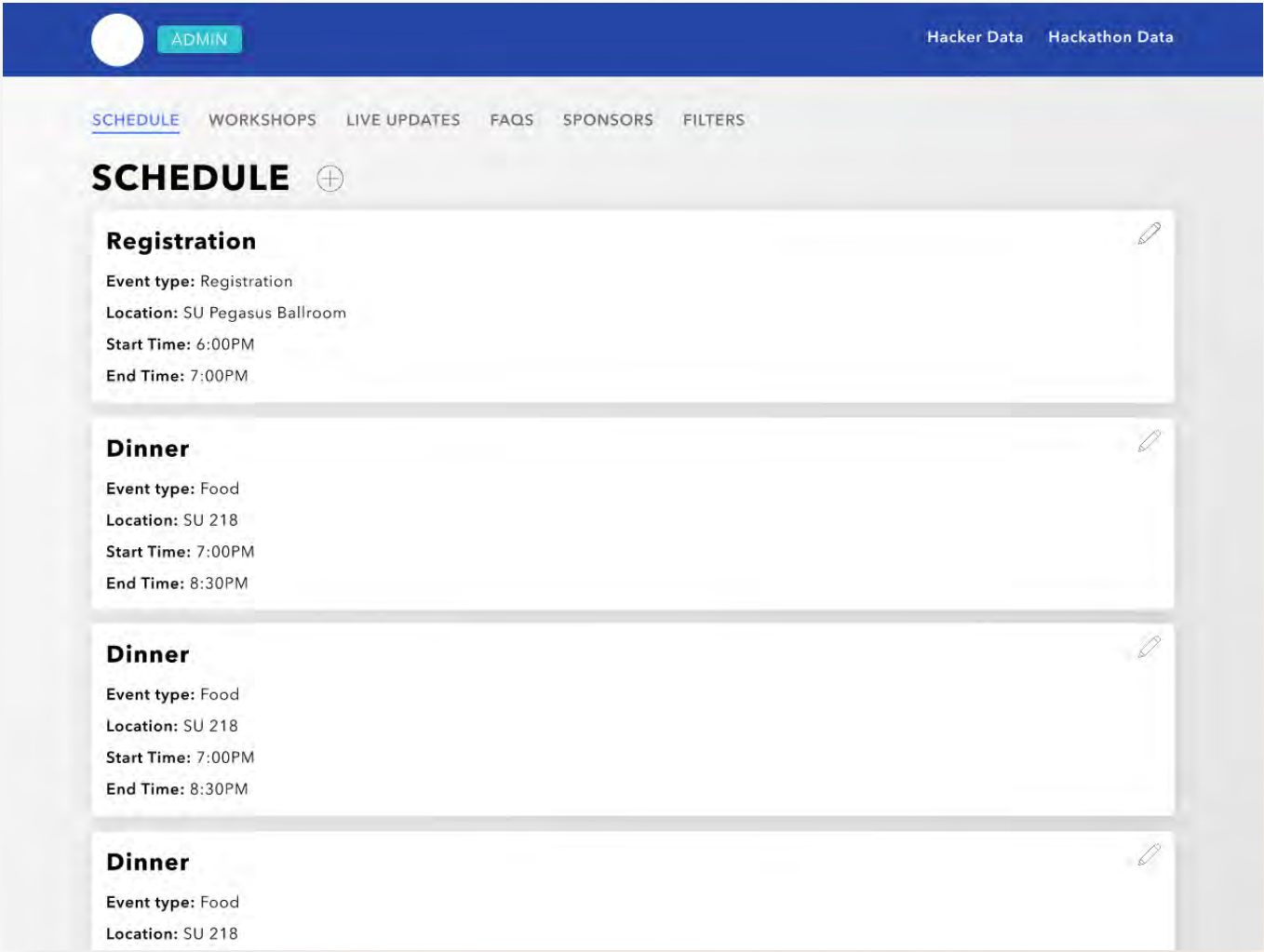
Knight Hacks 2020

BACKEND APPLICATION

Knight Hacks Admin Portal

The goal when designing the back-end application for Knight Hacks Live was to allow the event coordinators and other team members to easily input information for the live app, while also viewing the information for the hackers. I worked with the Product Manager and Development team to design the simplest experience for updating and editing content.

We agreed that tabbed menus allowed for easy switching between views of information, and the card interface allowed for easy addition and removal of entries. For the "Hacker View", I designed a dashboard where the admins can view overall statistics from the group of hackers that have applied to the event, and use data visualizations to analyze this information. While designing this application, I learned how important consistency and simplicity are when creating reusable interface elements.





ADMIN

Hacker Data

Hackathon Data

OVERVIEW

HACKER LIST

Hacker Data Overview

SUBMISSION AND ATTENDANCE

Total

176

Accepted

125

Rejected

52

RSVP

16

Demo

22

Walk-Ins

8

OTHER DATA

Average Age

19

Dietary Restrictions

38

Ride Reimbursement

56

Left during event

2

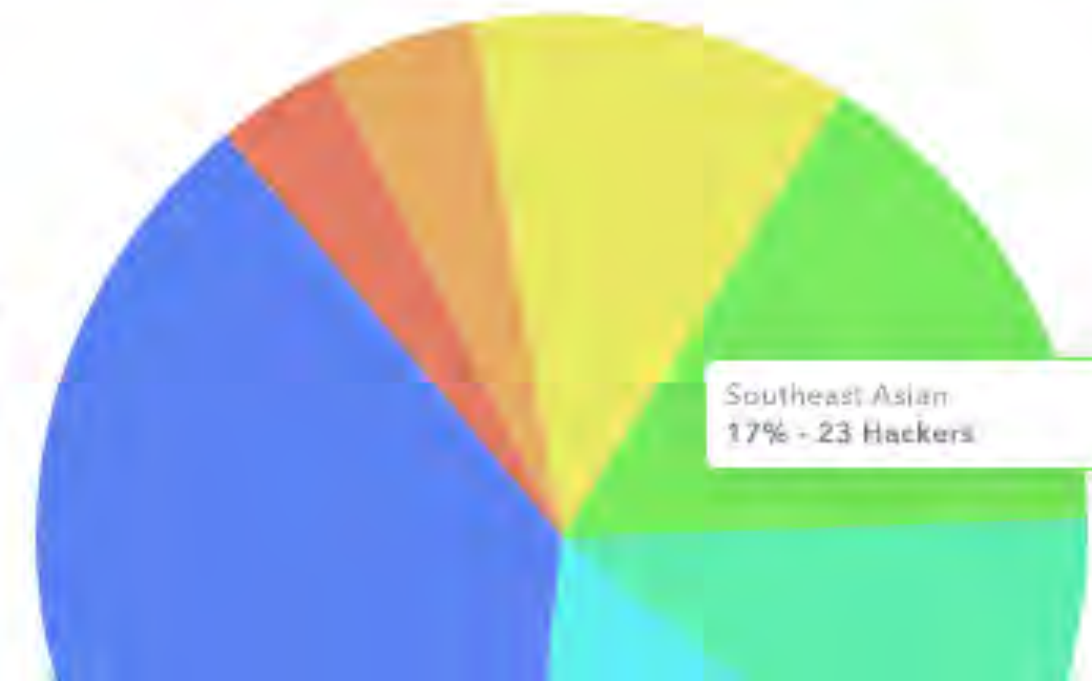
SCHOOLS/UNIVERSITIES

- University of Central Florida
- University of Florida
- University of South Florida
- University of Miami
- University of Central Florida
- University of



ETHNICITY/RACE

- Caucasian
- Black/African Descent
- Asian
- Southeast Asian
- Latino
- Indigenous
- Multiracial



BRANDING AND PRODUCT DESIGN

Takeaway: Dev & Design Process

During this project I learned more about effectively communicating designs with developers and the importance utilizing the right methods in the process. By using Invision Studio to create my design, I was able to present interactive prototypes for the developers to reference. The elements for the branding guide, including colors, icons, and font files, were hosted in Notion using a template that organized the information effortlessly.

This provided a central location for team to reference and download these assets. The brand guide and design system were used to create consistency in the visual design, and made it easier for developers to translate the design to code.