

# JobsRmine website redesign

## Design process

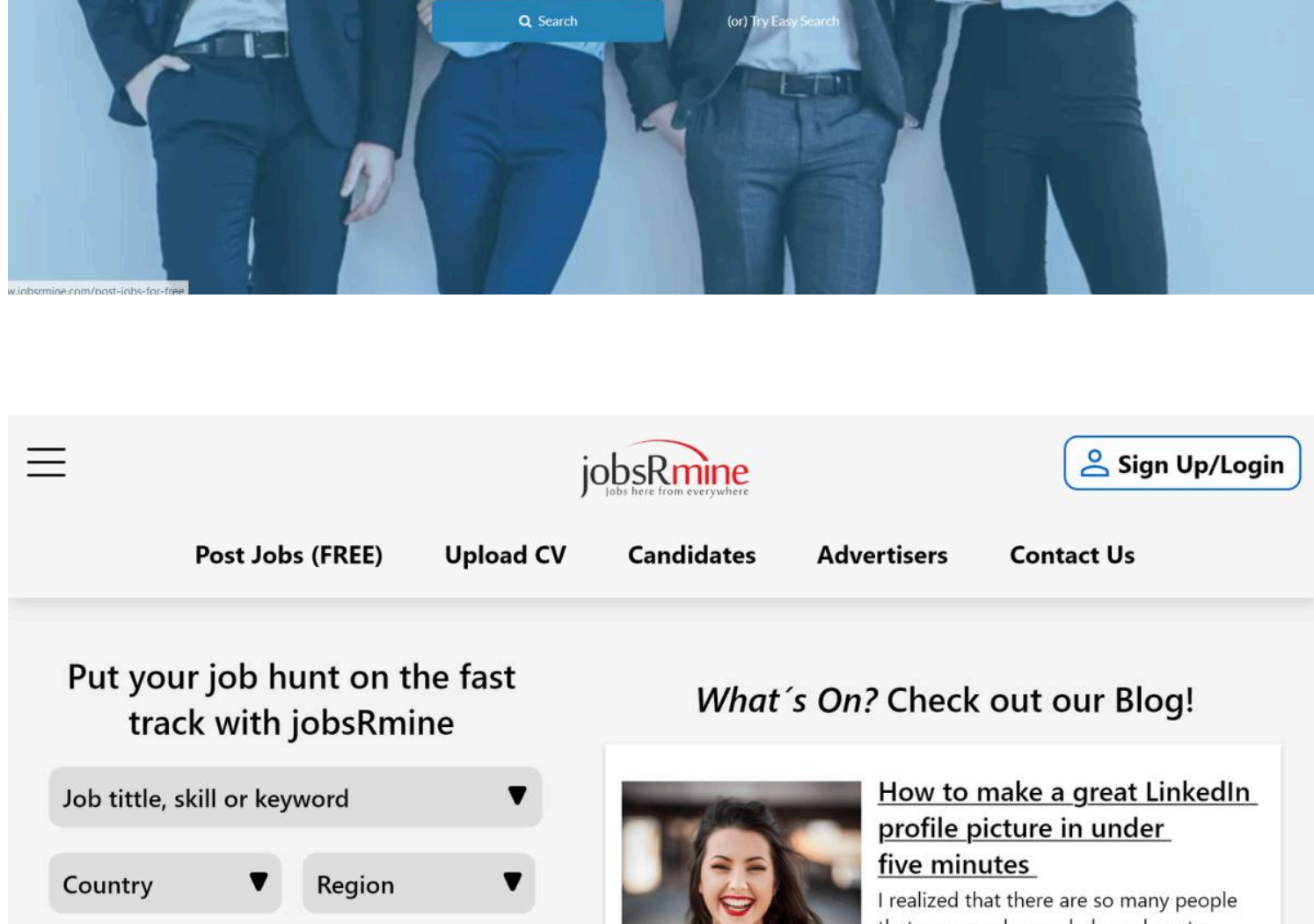
JobsRmine is a website to search and post job vacancies. It has very interesting features such as a search engine that uses certain filters to display specific openings, allows employers to post vacancies, a blog with very useful articles, templates for creating your CV, among other things.



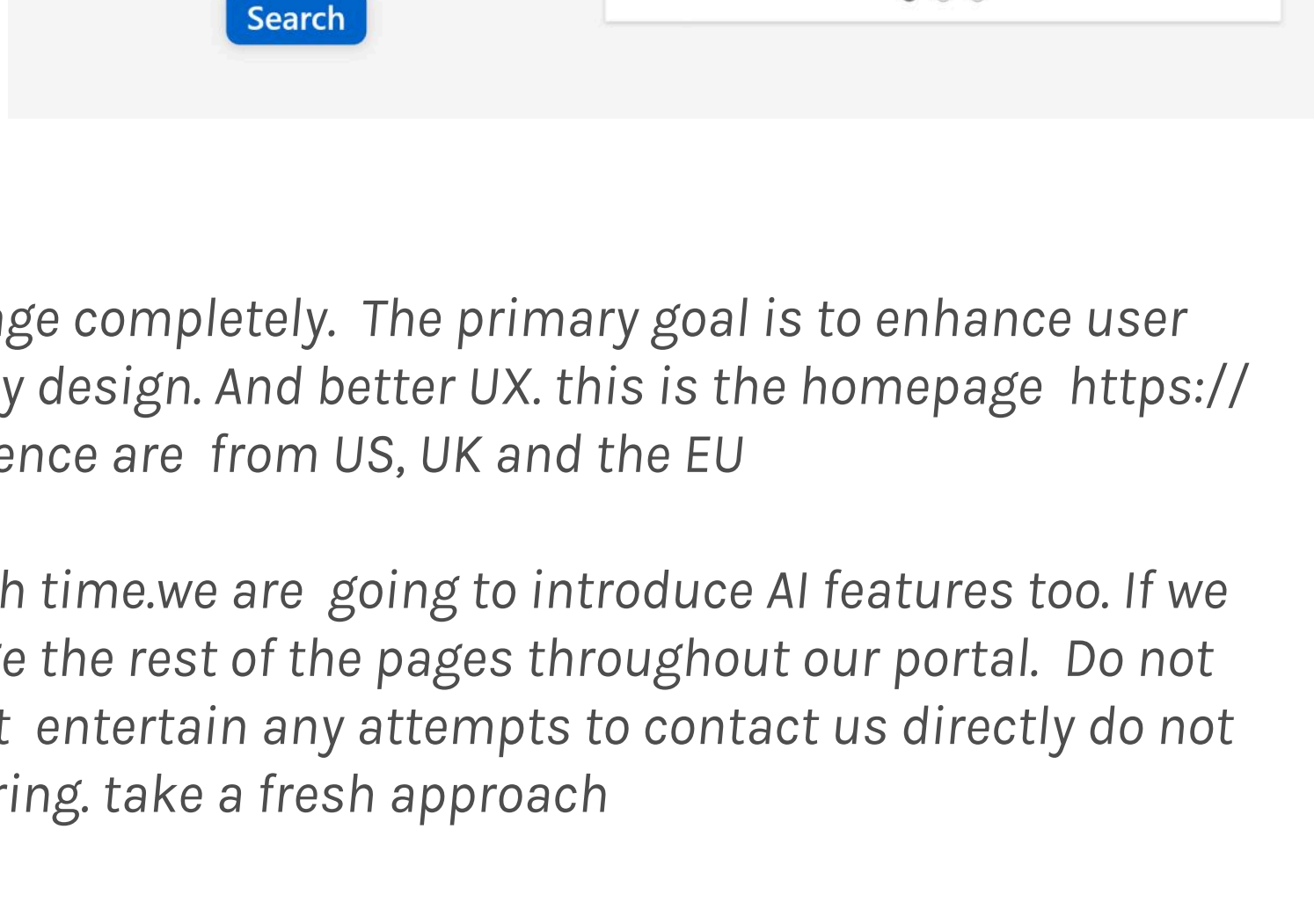
This is the proposal for the redesign of the JobsRmine homepage. This job was posted by a client in the United Kingdom through the site "freelancer.com."

The client wants to completely redesign their website because they consider the design of their page to be outdated and not visually appealing. Currently, they are only requesting a redesign of the homepage.

## Original



## Rediseño

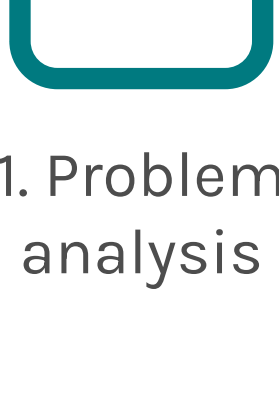


Note: Red is not my brand colour"

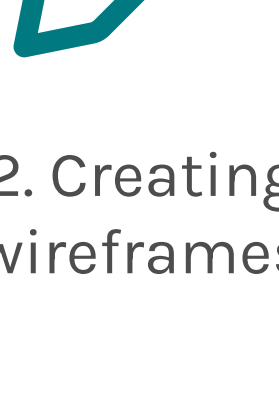
### Points to consider:

- ✓ Improve engagement
- ✓ The majority of the audience is from the United States, the United Kingdom, and Europe
- ✓ Appealing and friendly design
- ✓ Improve user experience
- ✓ Unique and accessible design
- ✓ Responsive and modern design
- ✗ Do not use red

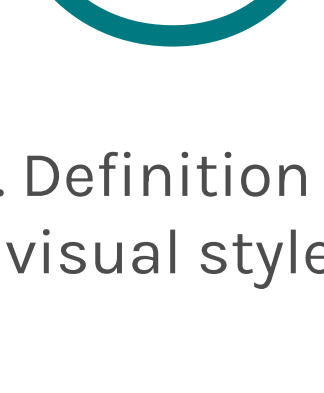
### Design process:



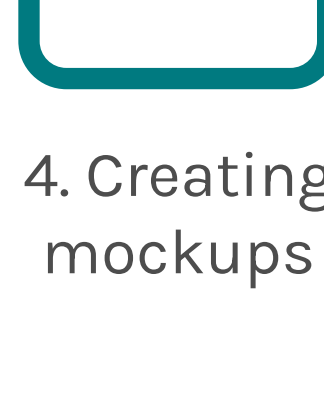
1. Problem analysis



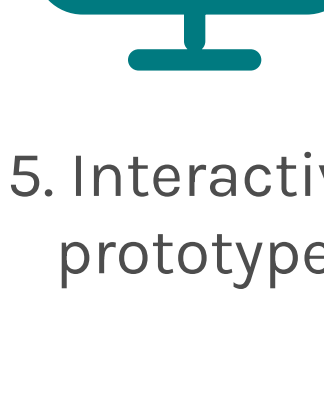
2. Creating wireframes



3. Definition of visual style



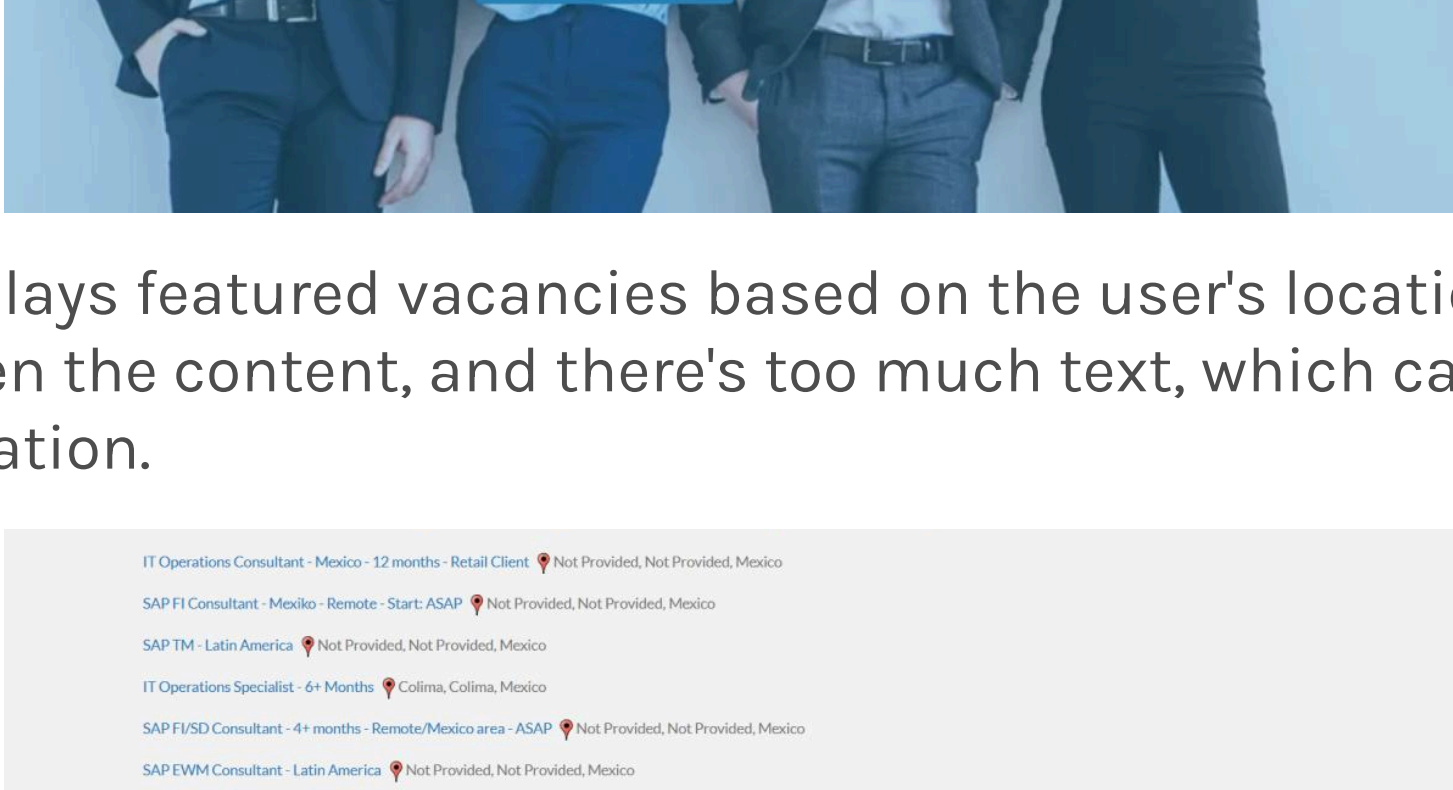
4. Creating mockups



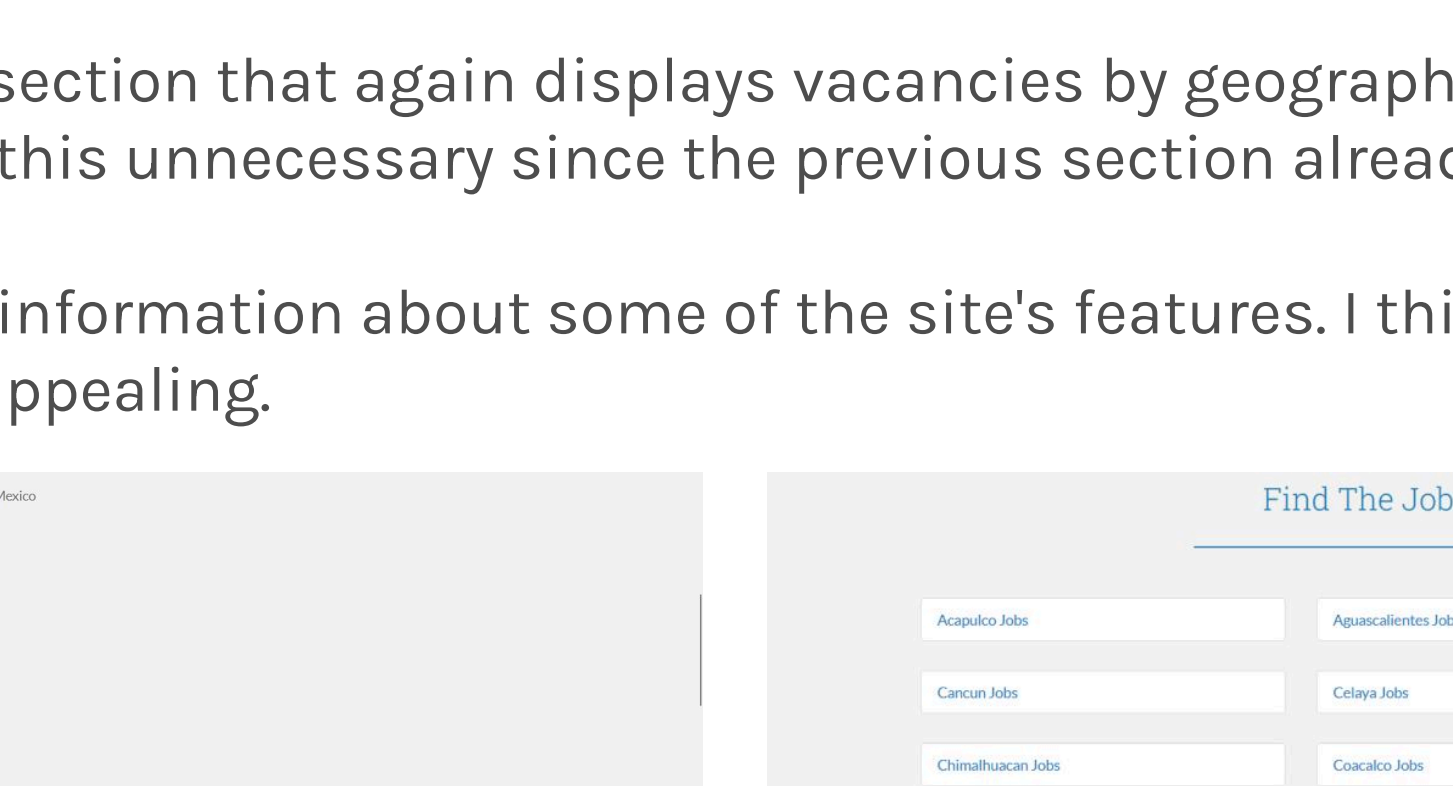
5. Interactive prototype

### Problems with the original website

The navigation bar is unclear, and the text is difficult to read as it blends into the background. Also, because the background and buttons are blue, there is little contrast and they are difficult to see.

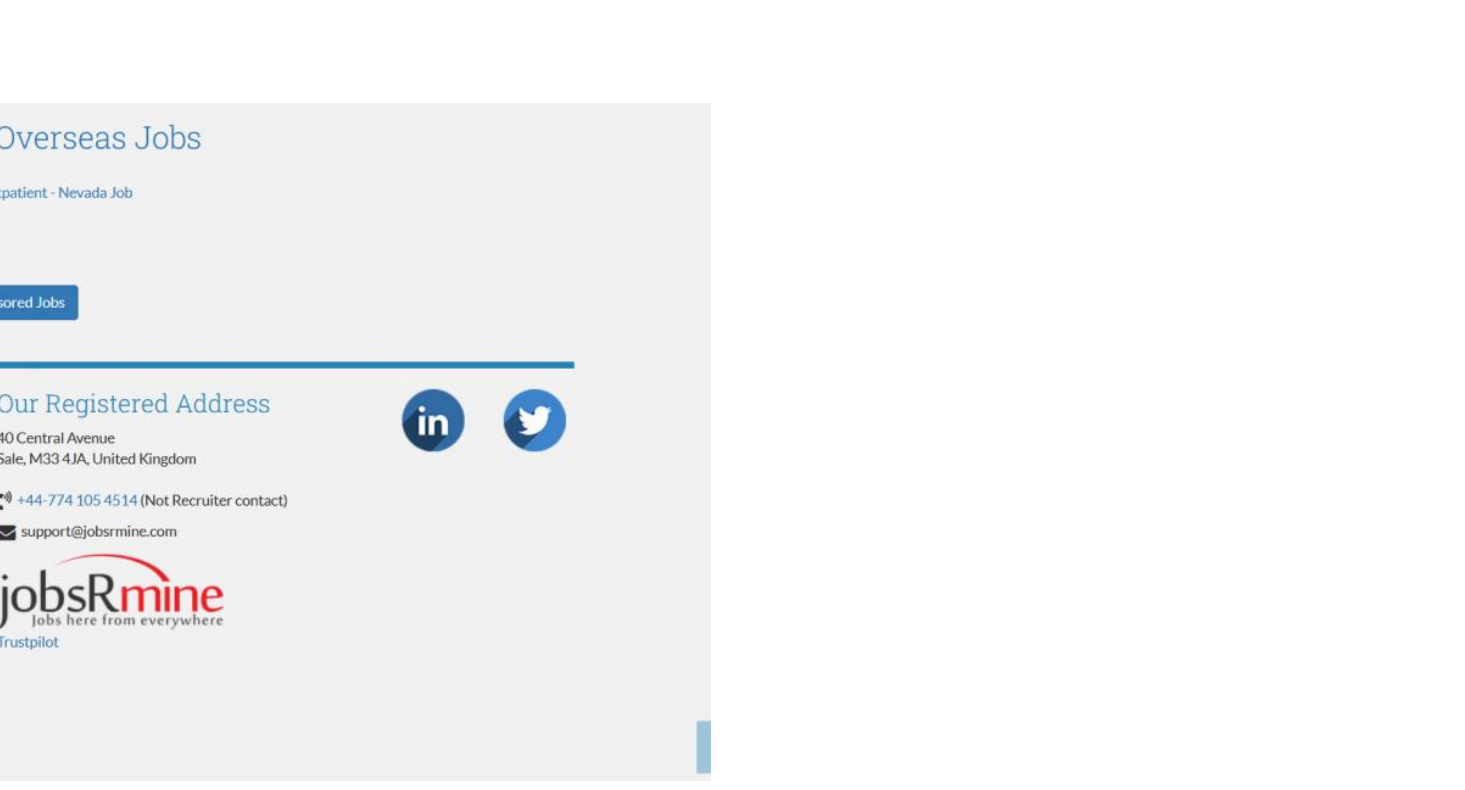
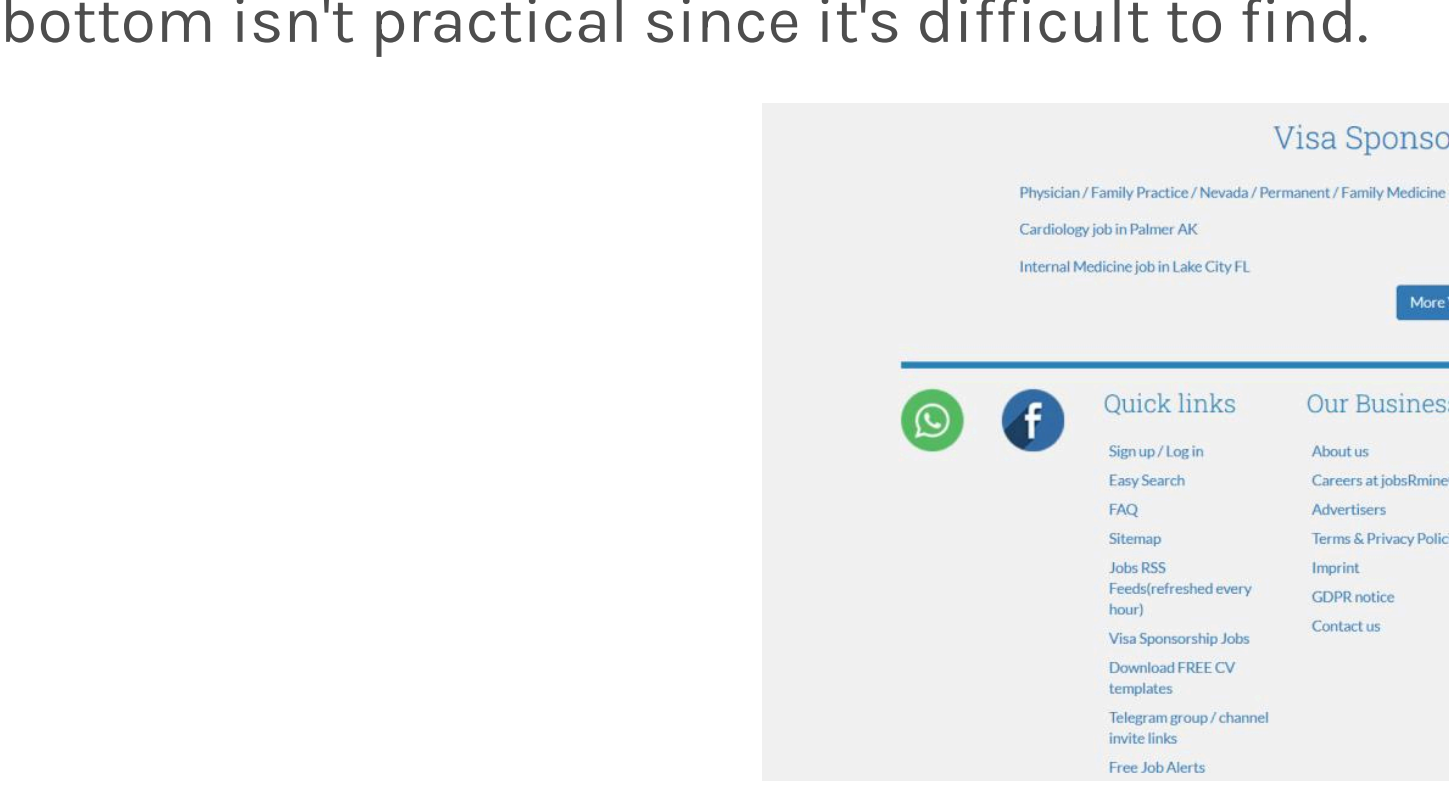


The following section displays featured vacancies based on the user's location. The font is very small, there's no contrast between the content, and there's too much text, which can make the user feel overwhelmed with information.

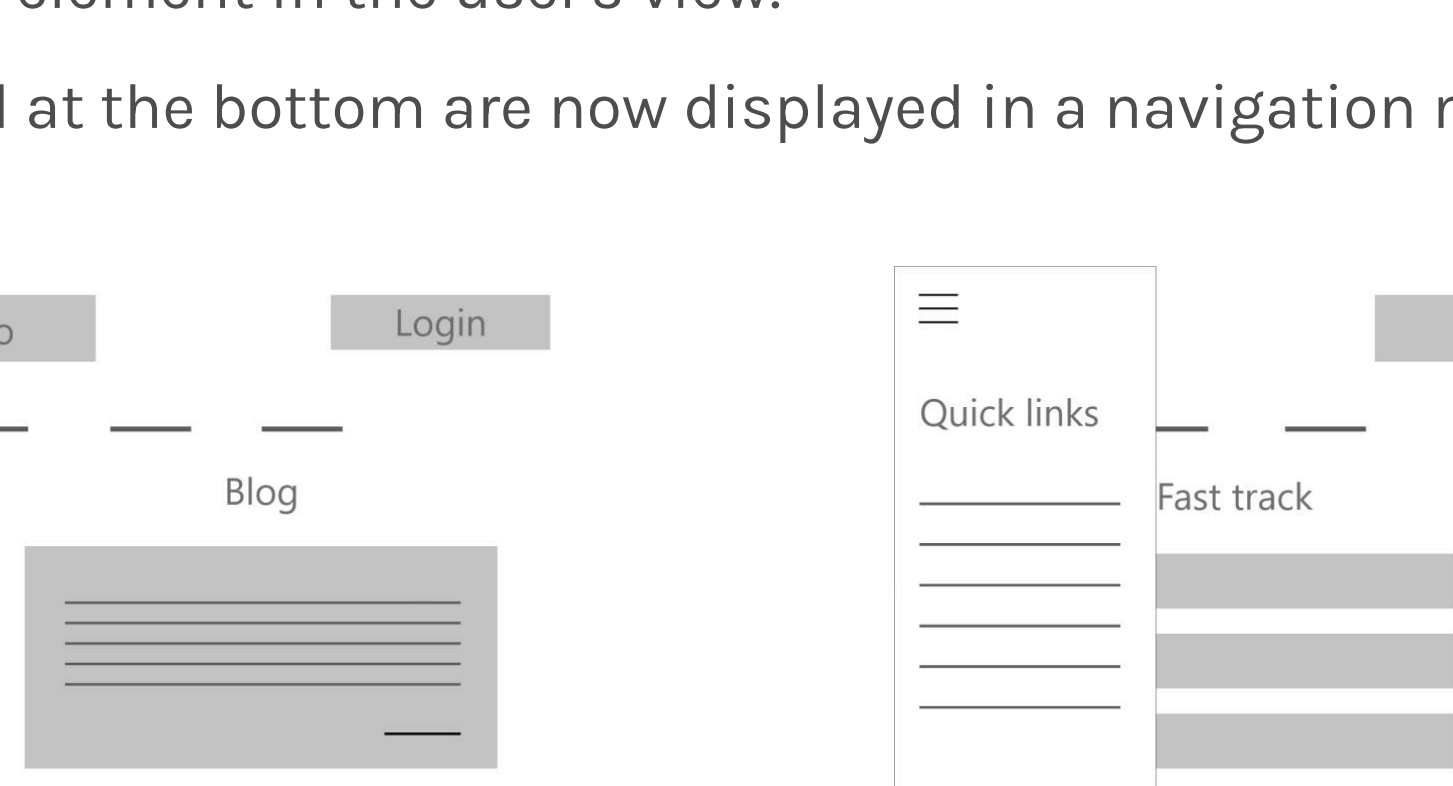


After that comes another section that again displays vacancies by geographic area based on the user's location. I consider this unnecessary since the previous section already showed something similar.

The next section displays information about some of the site's features. I think the content is fine, but it could be more visually appealing.



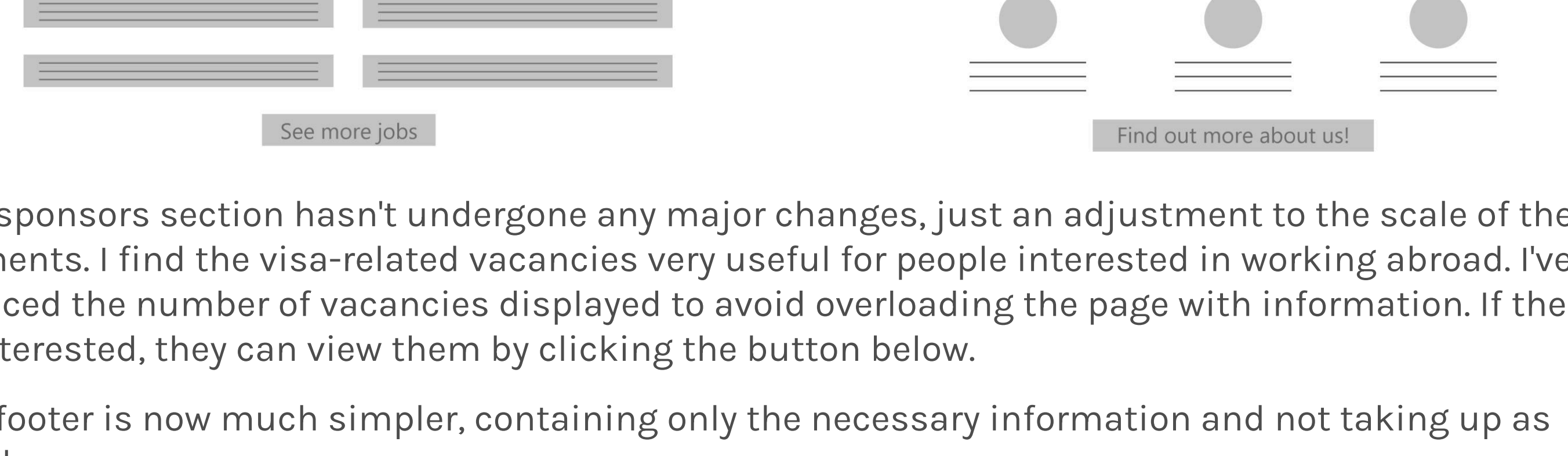
Almost at the end, there's a section showing visa-required vacancies abroad. Finally, in the footer, we can see information regarding trademark registration and social media. I was interested by the "quick links" section, which displays quick access links to different pages on the site. I think placing it at the bottom isn't practical since it's difficult to find.



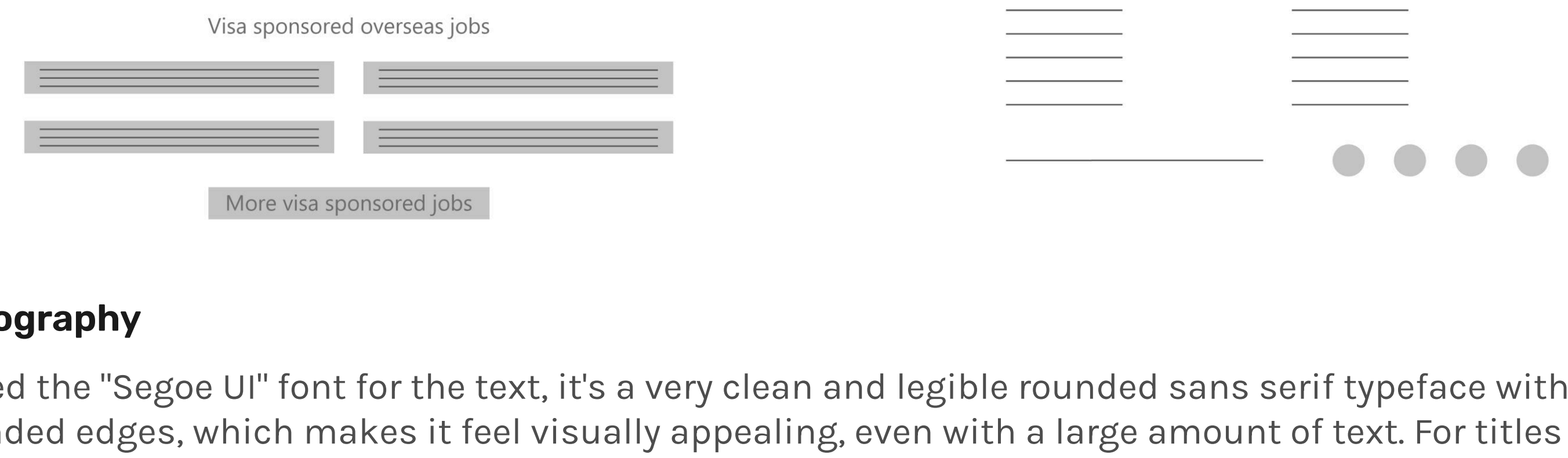
### Wireframes

I only kept the 5 elements I consider the most important for the navigation bar. The blog has moved to the top of the page, as this will improve engagement and user impressions. The search engine is now smaller but remains a key element in the user's view.

All the links that appeared at the bottom are now displayed in a navigation menu, so users can quickly access these options.



In the Featured Vacancies section, I've reduced the number of jobs shown. There's no need to overwhelm the user, showing a few to grab their attention is enough.



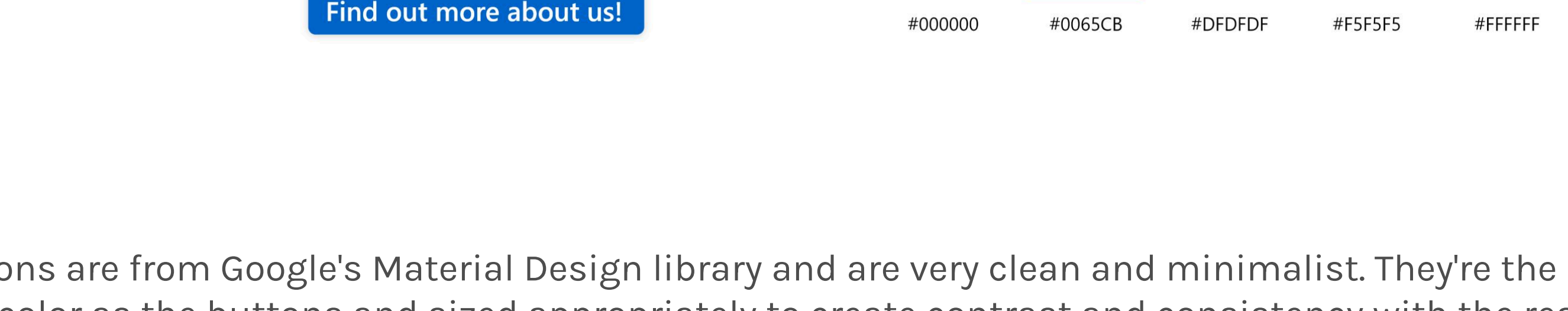
### Typography

I used the "Segoe UI" font for the text, it's a very clean and legible rounded sans serif typeface with rounded edges, which makes it feel visually appealing, even with a large amount of text. For titles and subtitles, I used the semibold version to create contrast while maintaining consistency across the site and avoiding distracting users with overly flashy fonts.



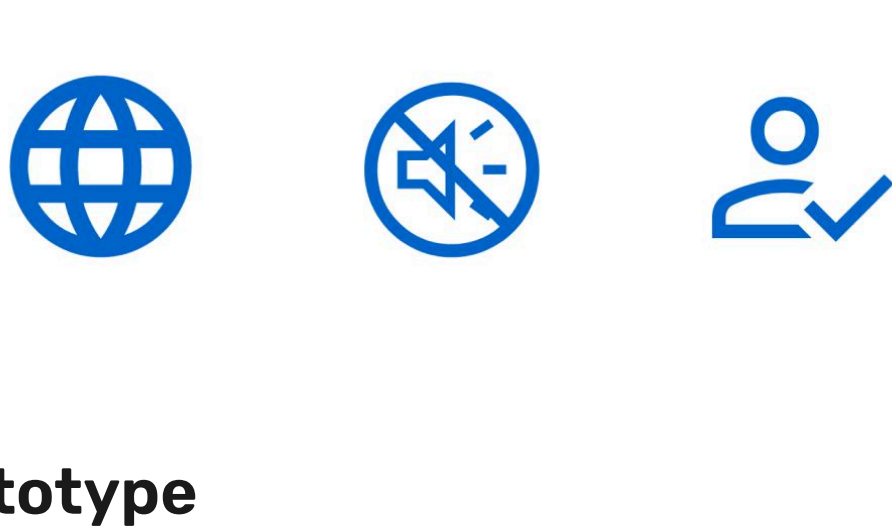
### Color palette and visual style

I used light tones for the background with the idea of not visually saturating the user, since an error that was being made on the original page was precisely giving too much prominence to the background image, decreasing the readability of the content. The buttons are blue, creating a modern and formal feel, while the text inside is white to create an adequate contrast and avoid accessibility issues, the text also has a shadow effect to enhance the contrast with the plain background. The content text is entirely black to ensure readability and clarity.



### Icons

The icons are from Google's Material Design library and are very clean and minimalist. They're the same color as the buttons and sized appropriately to create contrast and consistency with the rest of the page.



### Final design and high-fidelity prototype

Finally, from all the digital wireframes, I designed mockups and turned them into a high-fidelity interactive prototype in Adobe XD which I shared with the client so they could get a more accurate idea of the site's proposal.

You can view the full prototype by clicking the "prototype" button in the card project.

