

Mockup Review Notes

Creative Director: Jennifer Alexander

Designer: Tae Eun Lim

After reviewing the mockups with Tae Eun, I shared that I liked the overall structure but had mixed feelings about the current design approach. My main concern was how visibly divided each section felt — the boxed layout makes the page look too segmented. I'd like the format to feel more open and continuous, where the divisions are implied rather than outlined.

We decided to add a sticky navigation bar to make navigation easier while keeping the layout more fluid. I also suggested simplifying some areas — for example, if we use a background, we could expand to three spreads and create a floating text box that doesn't touch the edges.

One design detail I really liked was how one of the images blended seamlessly into a solid color background. I asked Tae Eun to explore that idea more across the design since it makes transitions between sections feel smoother.

We also discussed the need to define several things more clearly, like the content of each section, how each one should be visually represented, and the overall color palette — all of which are still flexible at this stage. For typography, I want to use a simple serif as the main typeface, reserving highly stylized fonts only for special moments or highlights.

Any additional feedback or detailed design notes will be added directly as comments in the shared Figma file.