

PORTFOLIO

Melissa Mings

I approach Interaction design as a practice of clarity, structure, and respect for the user. My work spans web design & development, focusing on user interactions, information hierarchy, and visual systems that support understanding across diverse audiences.

Project 1

Client: Damion O. Spencer – Author Website Design

Format: Website Design & Development

I designed this clean, modern website for Damion O. Spencer, a Caribbean author and educator. The site serves as a digital hub for his published works, professional background, and personal brand. My focus was on creating a visually engaging yet minimal layout that highlights his identity and makes it easy for readers, collaborators, and media to connect with him. The responsive design ensures a seamless experience across all devices, while subtle Caribbean-inspired elements from his upcoming book help ground the design in his cultural roots.



Project 2

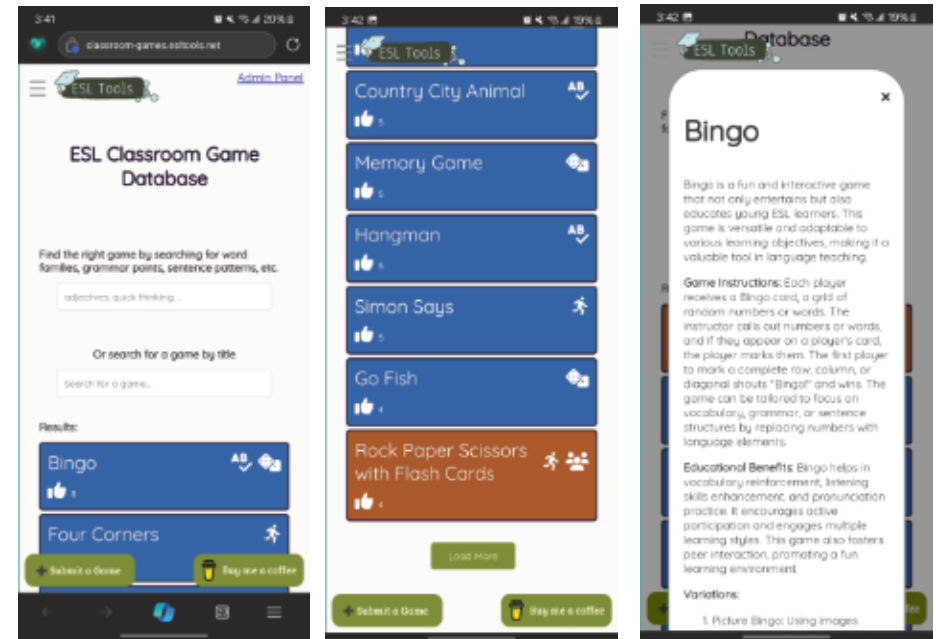
Client: ESL Classroom

Format: App Design

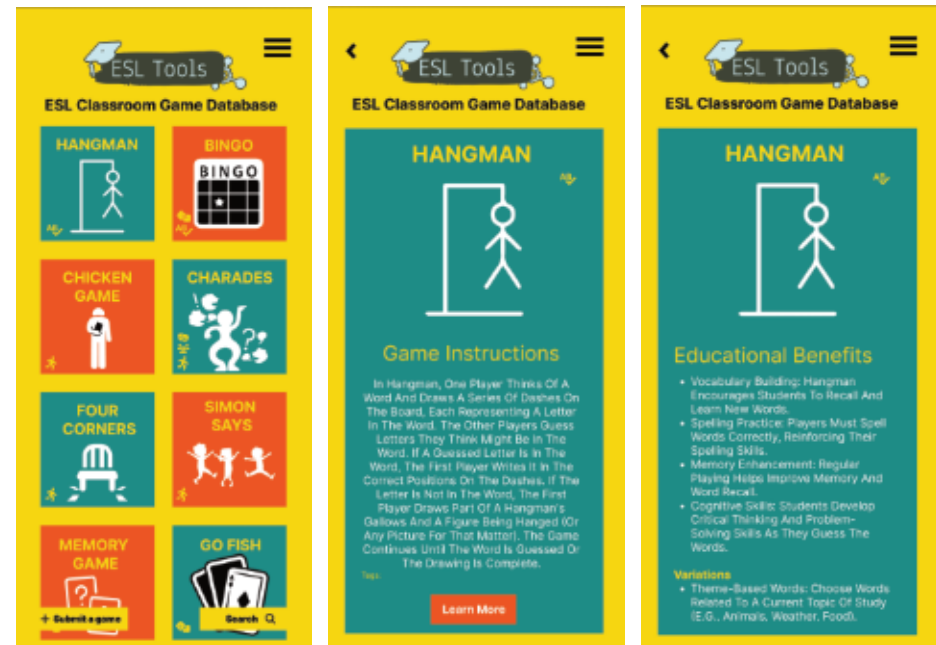
For this project, I was tasked with redesigning the ESL Classroom app to enhance its organization and user appeal. Initial user tests indicated the need for brand guidelines and a sorting feature to categorize games into groups such as active games or verbal games.

To address these challenges, new branding colors were selected to improve visibility, and custom iconography was created for each game. Additionally, I designed the user flow to ensure smooth interactions with the game icons and provided detailed explanations for each game.

BEFORE



AFTER

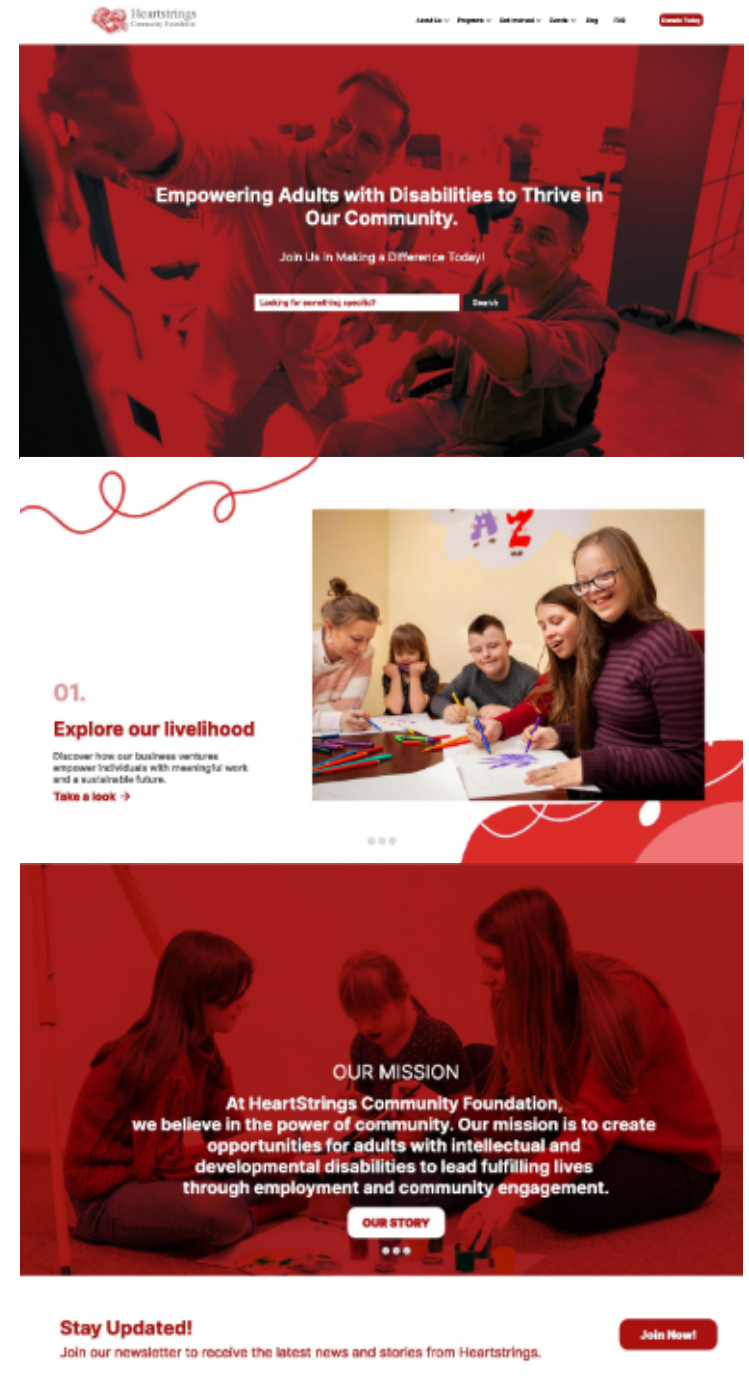


Project 3

Client: Heartstrings

Format: Website design, development, UX& UI Design

Heartstrings is a dedicated non-profit organization committed to people with disabilities. To enhance their digital presence, I propose a fresh website redesign that improves key visuals, optimizes readability, and ensures a seamless user experience. This redesign will align with Heartstrings' mission, making information more accessible while engaging donors, volunteers, and beneficiaries.



Project 4

Client: Barbados Hotel & Tourism Association

Format: Website Wireframe

The Barbados Hotel and Tourism Association (BHTA) plays a pivotal role in promoting and supporting the tourism sector in Barbados. To further enhance its digital presence, I proposed a comprehensive website redesign that modernizes its visual identity, improves usability, and aligns with industry-leading digital practices. The goal is to create an engaging, user-friendly, and informative platform that effectively serves hoteliers, industry partners, and visitors.



Project 4 cont.

Client: Barbados Hotel & Tourism Association

Format: Website design & development

The redesigned website will focus on the following key objectives:

Modernized Visual Appeal

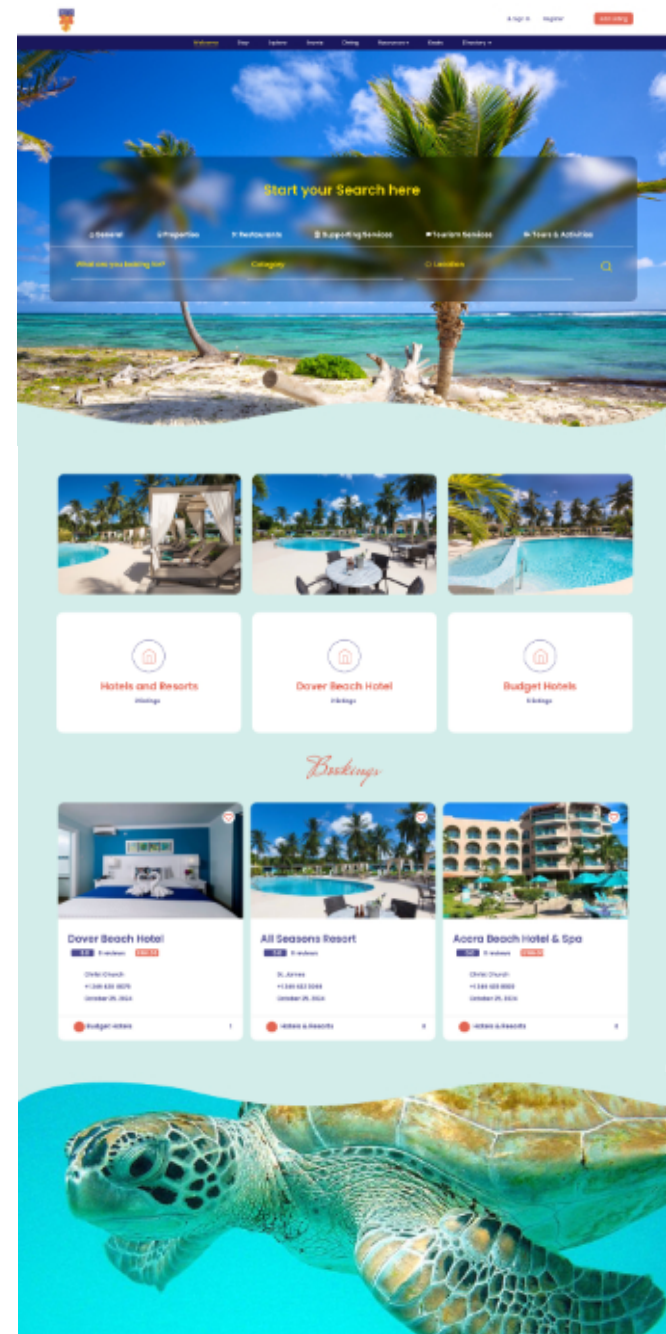
Enhanced Readability & Content Presentation

User-Centric Navigation

Mobile Optimization

SEO & Accessibility Compliance

Stronger Calls-to-Action



Project 5

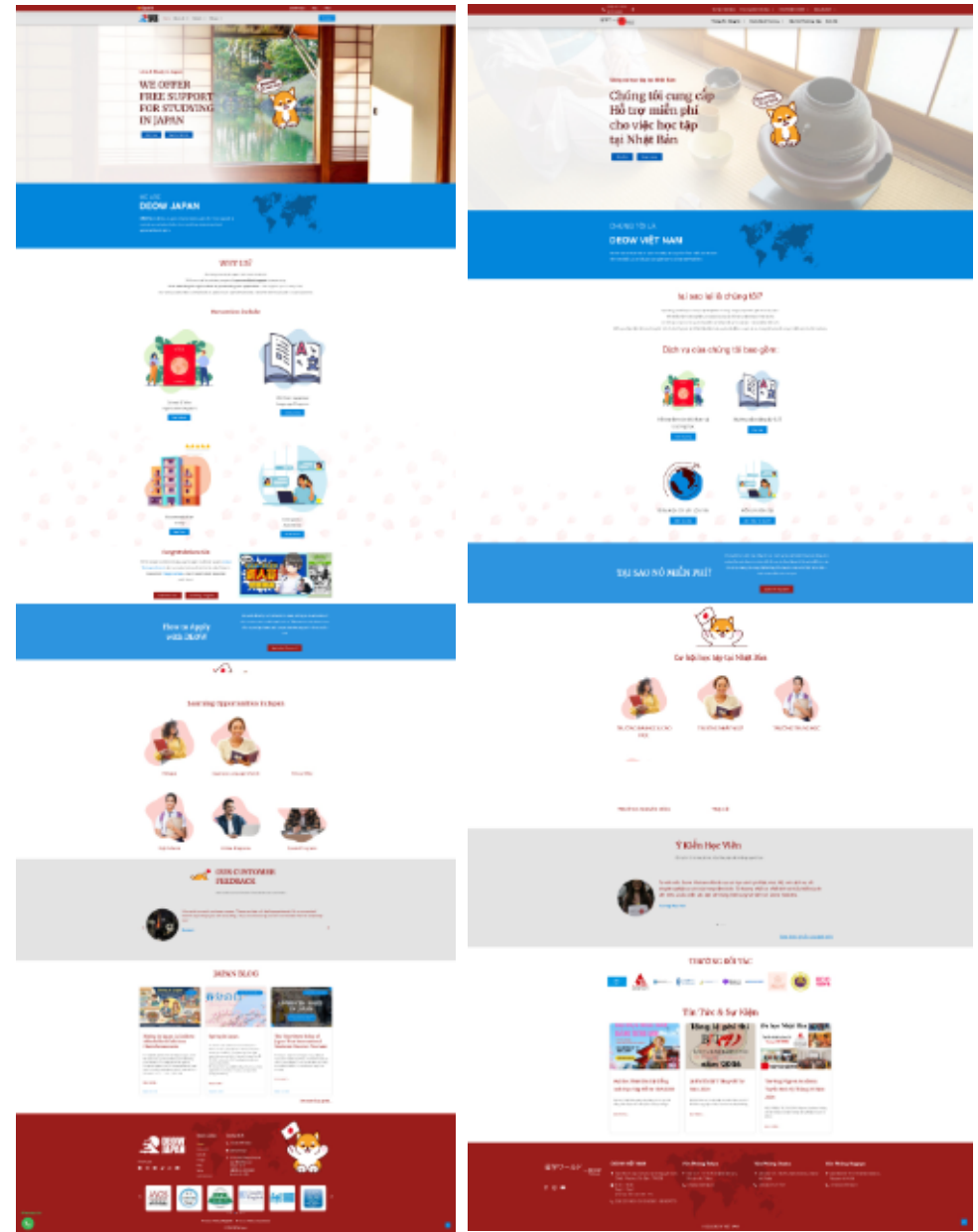
Client: DEOW Japan

Format: Website design, development, UX& UI Design

I was tasked to redesign the DEOW Japan's website with a focus on improving user experience and creating a cleaner, more approachable visual identity. The goal was to make the site more user-friendly and engaging for international students interested in studying in Japan.

In addition to the site redesign, I created Soba-chan, a friendly Shiba Inu mascot who welcomes visitors and guides them throughout the site, adding a warm, personable touch to the user journey.

My responsibilities also included maintaining the website's SEO and regularly updating blog content. As a result, the site continues to rank 2nd on Google for key search terms related to living and studying in Japan, while consistently delivering optimized loading speeds and a smooth browsing experience.



Project 6

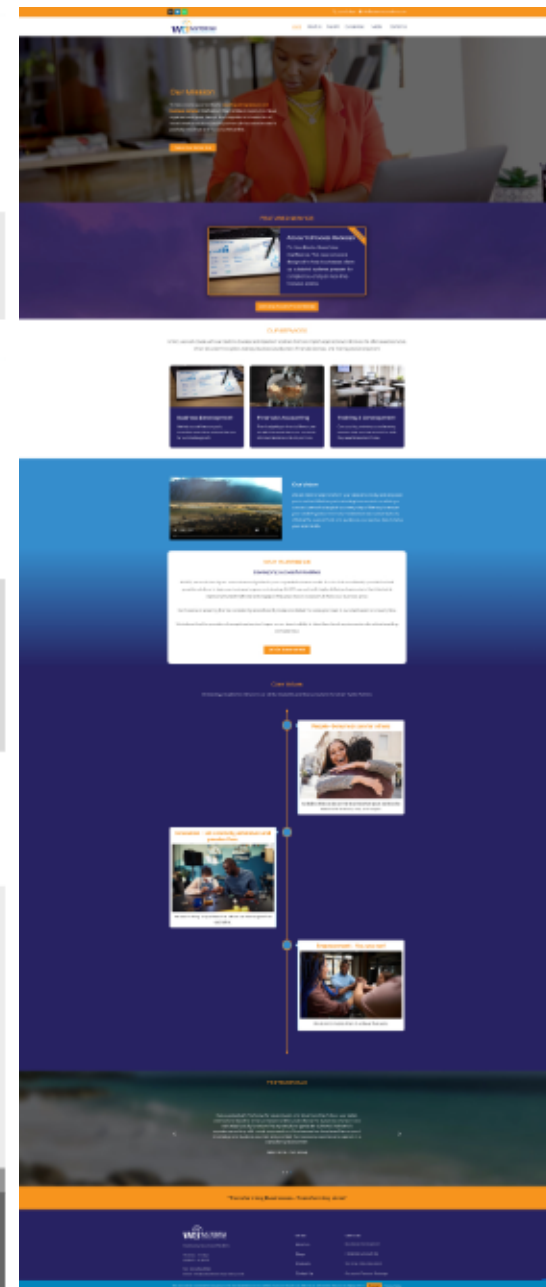
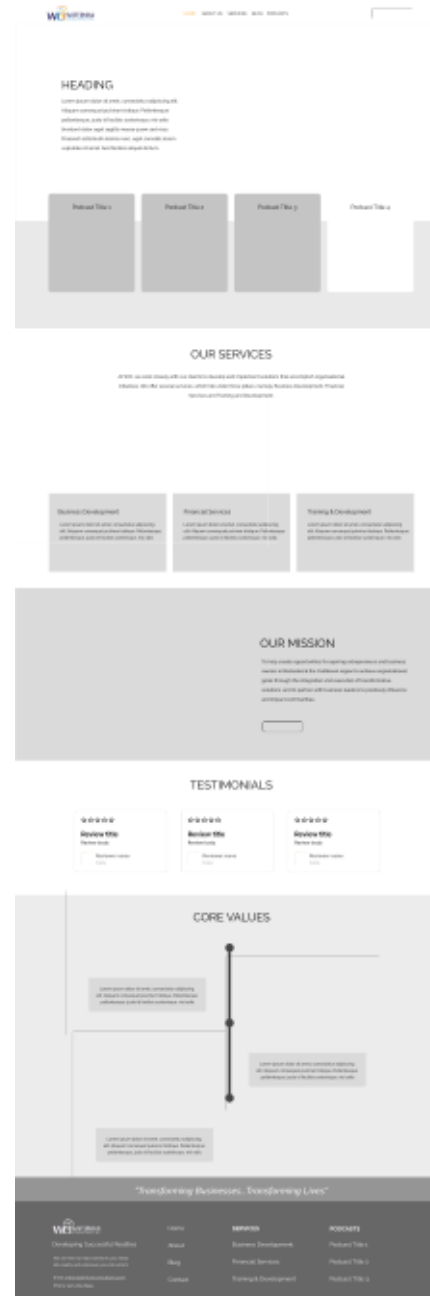
Client: Waterman Consultancy

Format: Website design, development, UX& UI Design

I led the end-to-end redesign of the Waterman Consultancy website, transforming it into a modern, user-focused experience aligned with the company's mission.

The project involved a full website refresh, maintaining the brand's vibrant colour palette while improving visual consistency and usability. I restructured the content to clearly communicate key service areas and designed intuitive user flows to guide visitors toward important actions.

From UX strategy and interaction design through to final development, I managed the complete design process. The result is a responsive, visually engaging website that balances clarity, functionality, and brand energy.



Project 7

Client: Toto Cakes

Format: App design

I established an ordering app for a client's specialty cakes business. The business required something simple yet visually appealing for users to navigate.

I designed a mobile ordering app that showcases the available cake sizes and flavors while making it easy to switch between English and Japanese for seamless navigation. The home page features links to social media and an order button, with a hamburger menu for easy access to Home, About, Orders, and Language Settings.

Since the target audience includes Japanese natives and residents, I prioritized a smooth bilingual experience. When users tap the order button, they're taken to the first cake design, where they can swipe through various options for their personalized cakes. On the order page, they can select the size, quantity, and flavor before quickly placing their order.

Customer flow chart

