MARIA UHLIN

WEB DESIGN PROCESS

website: **mariauhlin.se**

2024-05-24

Content

- **Project Introduction & Design Process**
- **Research**
  - SWOT Analysis
  - Previous Home Page Design
  - Image Moodboard
  - Color Moodboard
  - Font Moodboard
  - Website Moodboard
- **Web Design Prototyping & Live-Test**
  - Home Page
  - Commissions Pages
  - About Page
  - Fine Art Page
  - Art Project Pages- A Sea Trilogy
  - Blog Pages
  - Contact
- **Project Outcome & Design Process**

Project Introduction & Design Process

I am building a website for my practice. My research methods include moodboards, desktop reviews of portfolio sites, YouTube tutorials, a SWOT analysis, and defining short- and long-term vision goals. My design process follows the stages of design thinking — Empathize, Define, Ideate, Prototype, Test — in a non-linear workflow.

I am currently repositioning myself on the new site as a photographer, visual artist, and project manager. Because my background and experience are diverse, I need to present myself strategically: being overly commercial would clash with my art practice, yet I must also demonstrate professional specialization across multiple fields. Several sections cannot yet stand alone due to outdated or sparse content. As a short-term strategy, I am turning this into an advantage by unifying my varied background with a detailed About page and a concise introduction on the landing page. I position myself as a distinctive professional resource with a broad skill set, and it's essential that the website substantiates these claims both visually and editorially.

The website is under construction and the visual system remains undefined. Eager to publish and with limited web-build experience, the early process was messy; the site currently shows inconsistent typography, color, and layout. This practical exercise addresses those issues by applying coherent design rules and a focused redesign.

When visitors land on the site, I want the first impression to feel creative, visual, high-quality, intelligent, academic, professional, playful, unique, memorable, and desirable. Specifically, the homepage should feel warm, vibrant and effortless — energetic and creative, yet competent. To help achieve that tone I chose a saturated cloud image for the homepage: visually striking and symbolic of a digital, cloud-based version of myself.

Across the COMMISSIONS, FINE ART, and ART IN PROGRESS sections I treat design as storytelling, mapping emotional journeys to improve user experience and highlight process as well as outcome.

SWOT 2024-04-08

A report on current operations, focusing primarily on design and communication.

STRENGTH

- A diversified portfolio improves resilience against sector fluctuations. Diversification can strengthen professional authority, credibility and reputation when managed properly.
- The launch of the new website has generated favorable reviews from a broad audience, exceeding initial expectations.
- Owner-driven design ensures continuous quality improvement and authenticity.
- Owner-driven in-house competency covers everything from process development and project management to marketing and digital production, enabling flexible and seamless coordination.

  EXPERIENCE & CORE SKILLS:

  - **Process & Project Skills:** process development, system development, product packaging, marketing, teaching, leadership and recruitment, personnel planning, budgeting.
  - **Creative & Technical Skills:** photography, graphic design, studio lighting, image processing, image technology support, 3D visualization, filming, video editing, AI production, design processes.
  - **Software & Tools:** WordPress, Elementor, Photoshop, Lightroom, InDesign, Phase One, Premiere, After Effects, Logic Pro, KeyShot 3D, Microsoft Office.

- Integrating AI tools into workflows increases productivity and expands creative possibilities.
- As a solo practice, I can make fast decisions and run lean operations, maintain strict quality control and a consistent creative direction, engage closely with clients for rapid iteration and tailored solutions, and benefit from low overhead and minimal coordination friction — enabling efficient end-to-end delivery and quick adaptation to project needs.

WEAKNESS

- Lack of strategic curation in portfolio diversification can cause unfocused presentation and undermine recognition of specialist skills.
- Due to an unprocessed archive, lean content in each section constrains current scalability.
- Limited visibility in Google search results; images fail to appear.
- Mobile and tablet design considerations have been underprioritized, leading to suboptimal engagement on smaller screens.
- Weak social media presence reduces reach and user engagement.
- Swedish translation is currently unavailable.
- The website remains unfinished with an inconsistent design. Due to the expedited launch and limited prior website development experience, the design process was complex and iterative, resulting in variability in fonts, colors, and layout.
- Evolving market conditions and the acceleration of AI technologies.
- The entity is undergoing a developmental and transitional period.
- Operating as a solo practice limits capacity and creates single-point dependency.

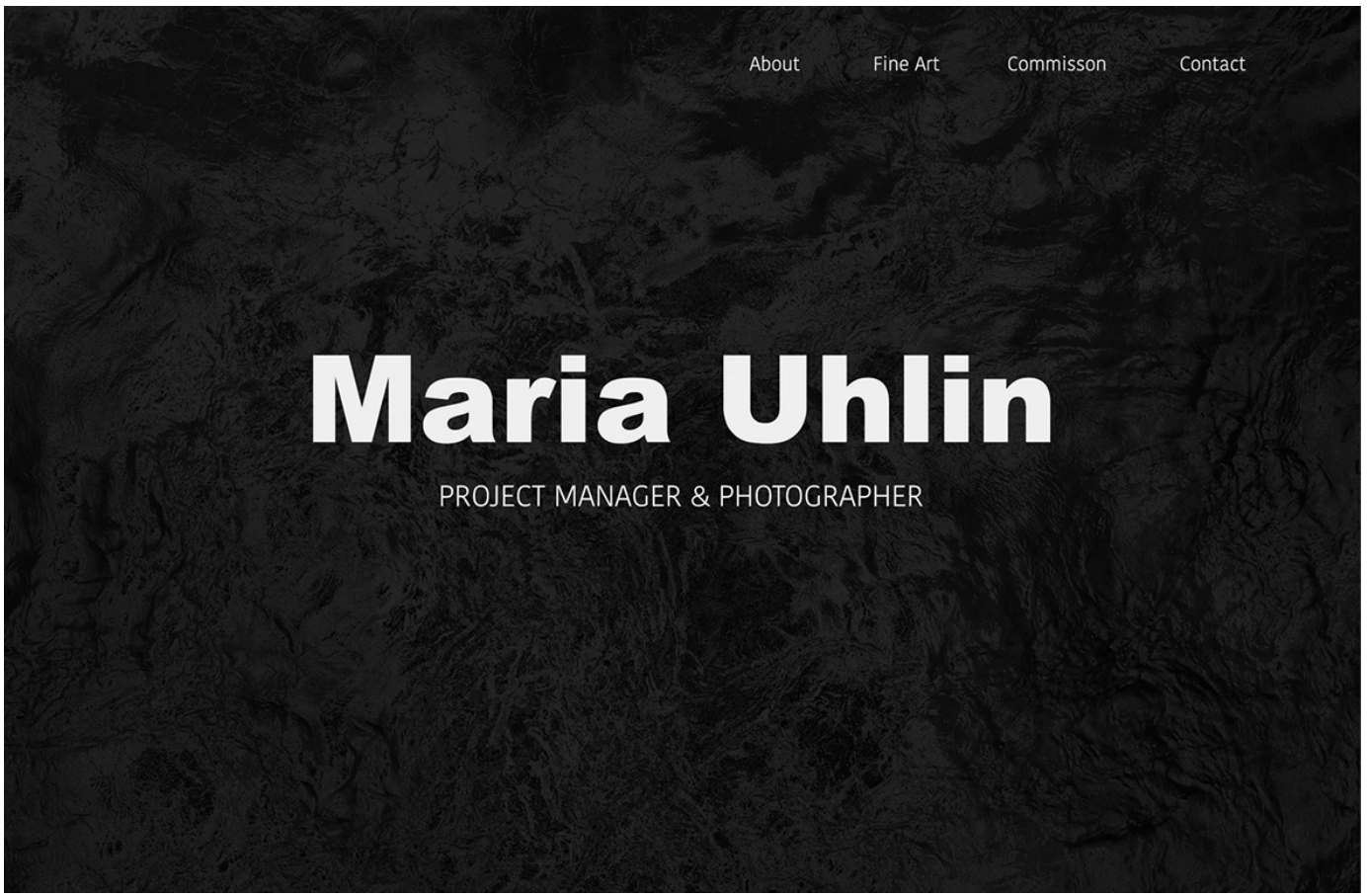
OPPORTUNITY

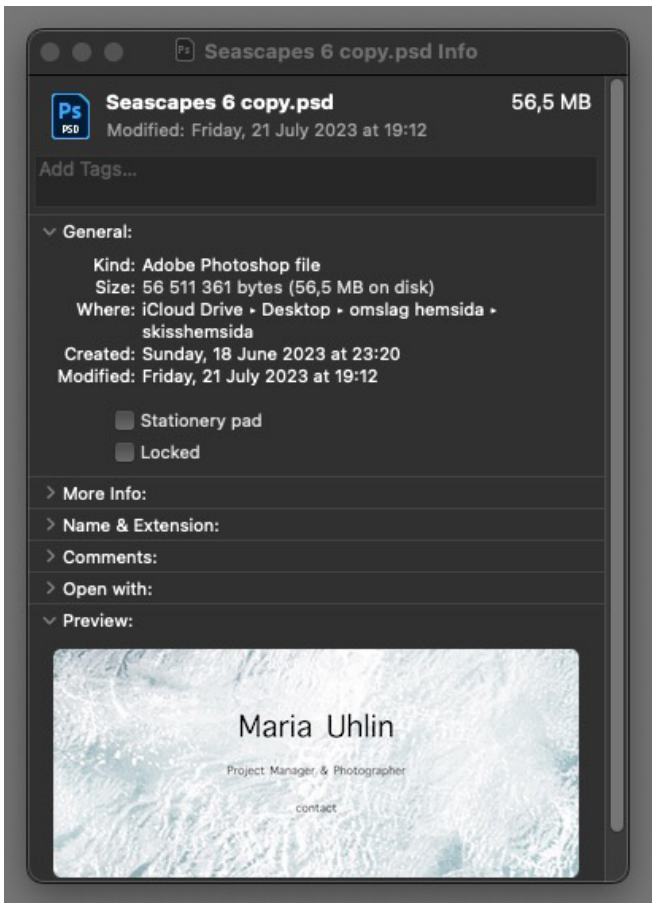
- High internal competence and a varied portfolio provide a strong foundation to scale offerings and increase market reach.
- Strong opportunity to increase visibility across owned, paid and earned channels — social media, search and offline networking.
- Continuing to publish archive material, followed by increased content production, will strengthen professional credibility, boost audience engagement and improve long-term discoverability.
- Establishing a clear graphic profile will strengthen perceived visual competence and professional credibility.
- Expand to additional platforms targeted at business-focused segments to enable scalable service offerings and new revenue streams.
- AI-driven production offers opportunities to streamline workflows, enhance content quality and unlock new service models.

THREAT

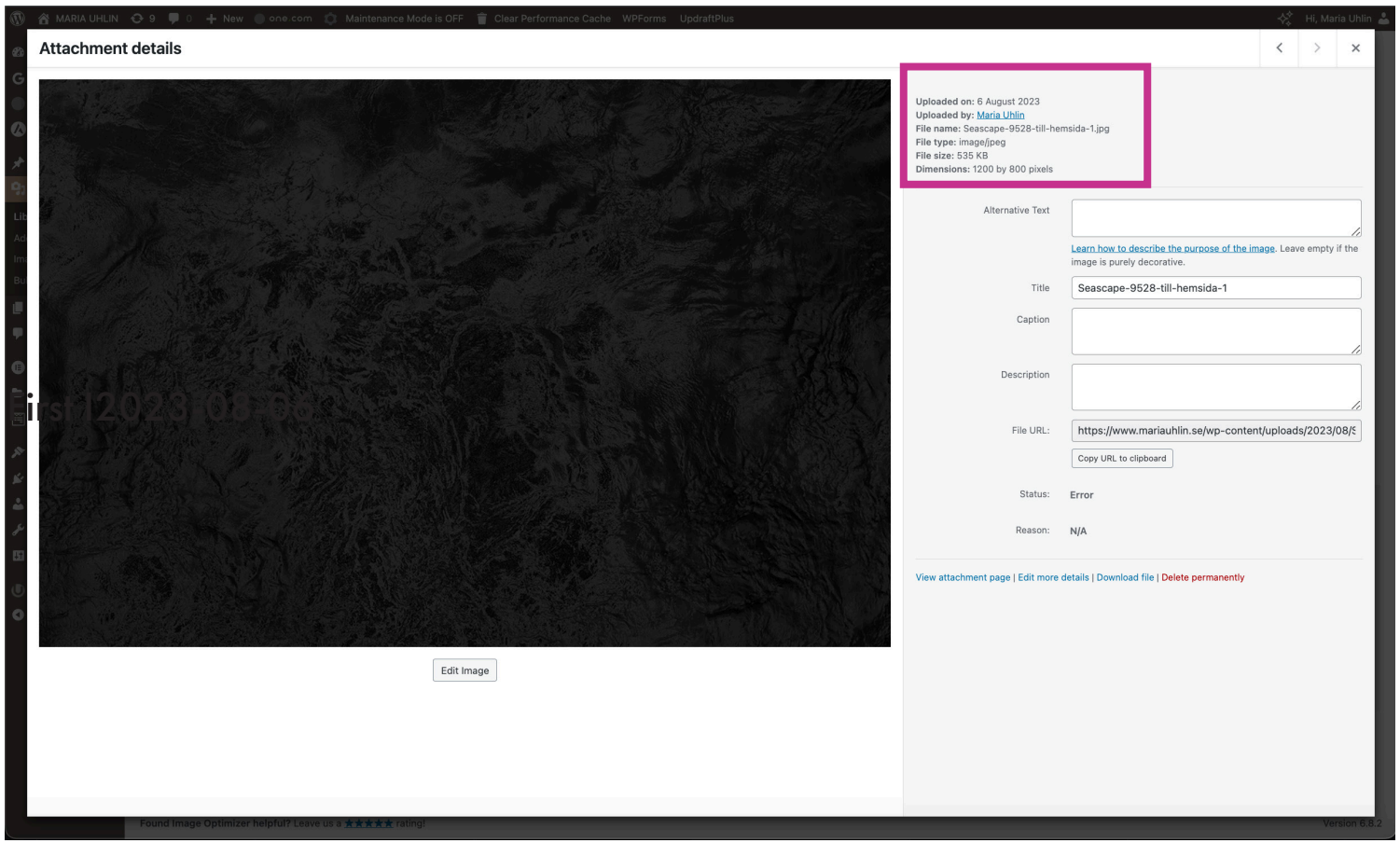
- As a solo practice in development, the entity faces elevated risk of inconsistent positioning and operational gaps when scaling.
- The absence of a unified visual identity, especially while the site is under construction and the archive remains unprocessed, risks undermining credibility and confusing the target audience.
- The current absence of a clear strategic framework heightens the risk of misaligned efforts and weakens the ability to prioritise initiatives.
- A broad portfolio risks uneven performance across services, potentially harming certain business areas.
- Exposure to macro shocks (e.g., energy crises, geopolitical conflict, pandemics, or market crashes) poses material risks to operations and demand.
- Operational disruptions at the micro level (e.g., cyberattacks, power outages, fire, theft, accidents, or illness) threaten continuity and service delivery.
- The accelerating adoption of AI threatens to disrupt traditional workflows and competitive dynamics across the industry.
- Prolonged build-out and limited time resources risk delayed deliverables and slower go-to-market.
- The single-operator model limits redundancy, slowing response to opportunities and emergencies.

Previous Mock-up Designs 2023-06-18





Previous Home Page Image 2023-08-06



Uploaded on: 6 August 2023
Uploaded by: Maria Uhlin
File name: Seascape-9528-till-hemsida-1.jpg
File type: image/jpeg
File size: 535 KB
Dimensions: 1200 by 800 pixels

PROTOTYPE LAUNCH: first live landing page to validate workflow.

I published a first prototype: a simple landing page with a hero image, introduction text, and a CV PDF. The mockups began in Photoshop and InDesign, and the live prototype let me test the toolchain (WordPress & Elementor) and keep the domain active while I learned. The prototype confirmed the platform choice and motivated me to focus on a stronger visual profile.

Moodboard - Home Page Image



Visual reference and AI mockup

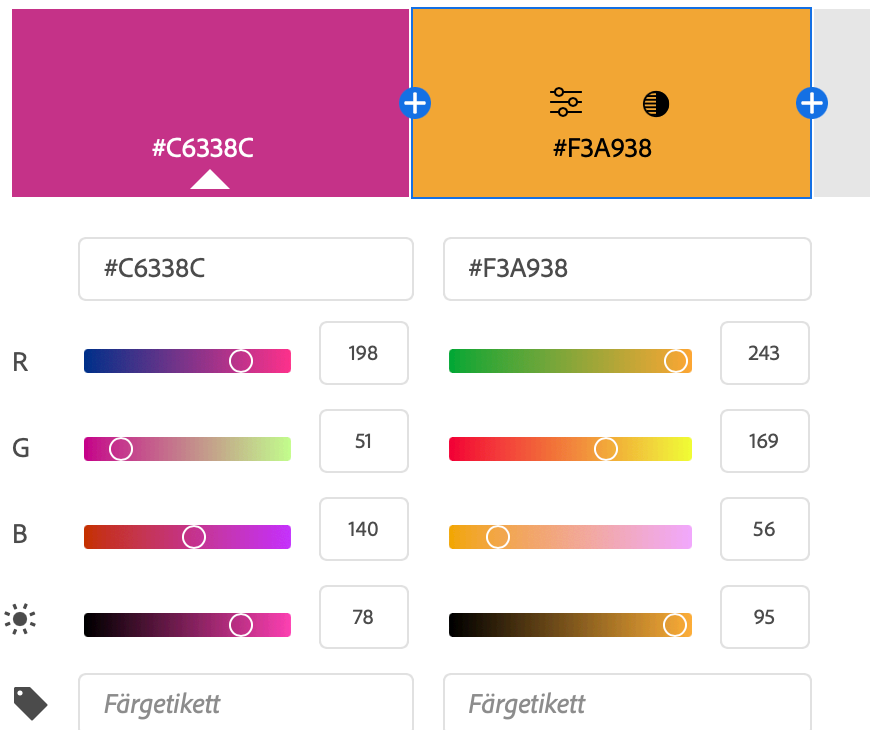


Color reference - "sunset mood"

Moodboard - Colors



Landing site image

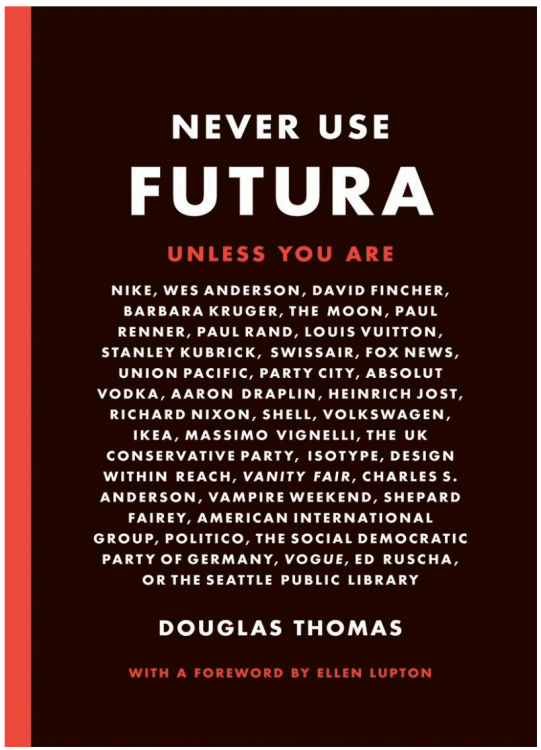


Menu hover & accent aligned with landing site

Moodboard - Font



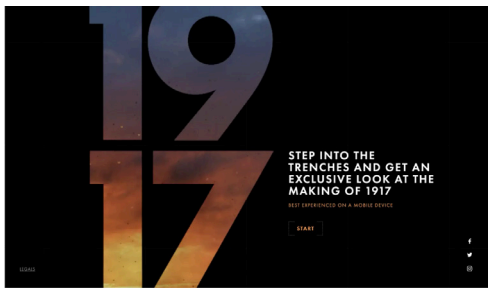


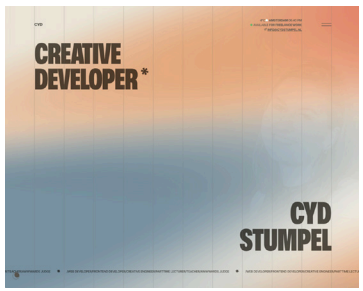


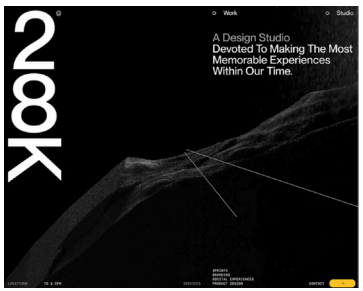


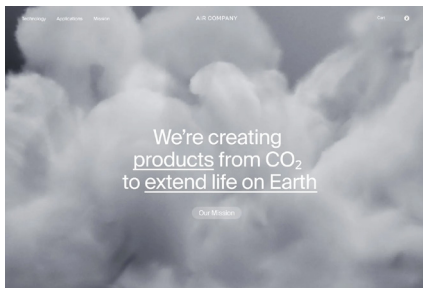
The primary type choice is the Futura family; where Futura is unavailable, Helvetica paired with Archivo Black.

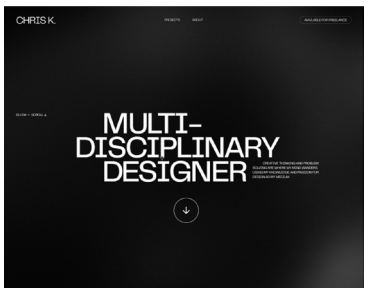
Moodboard - Websites



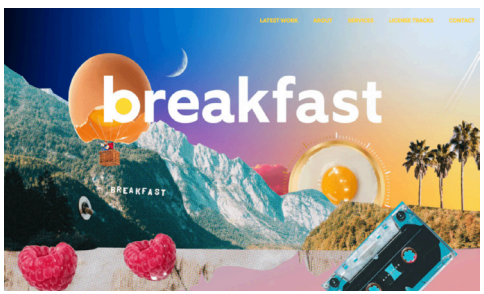


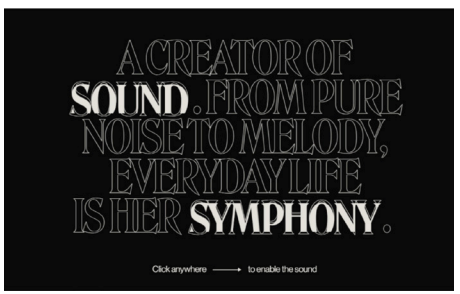


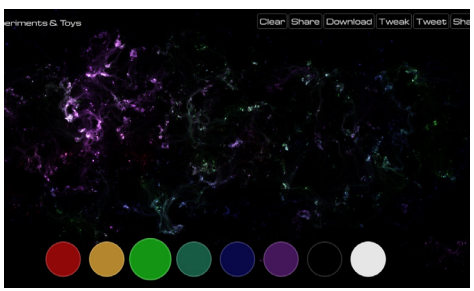


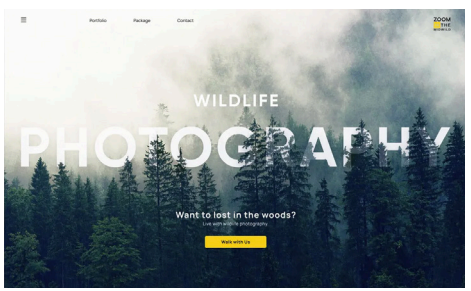




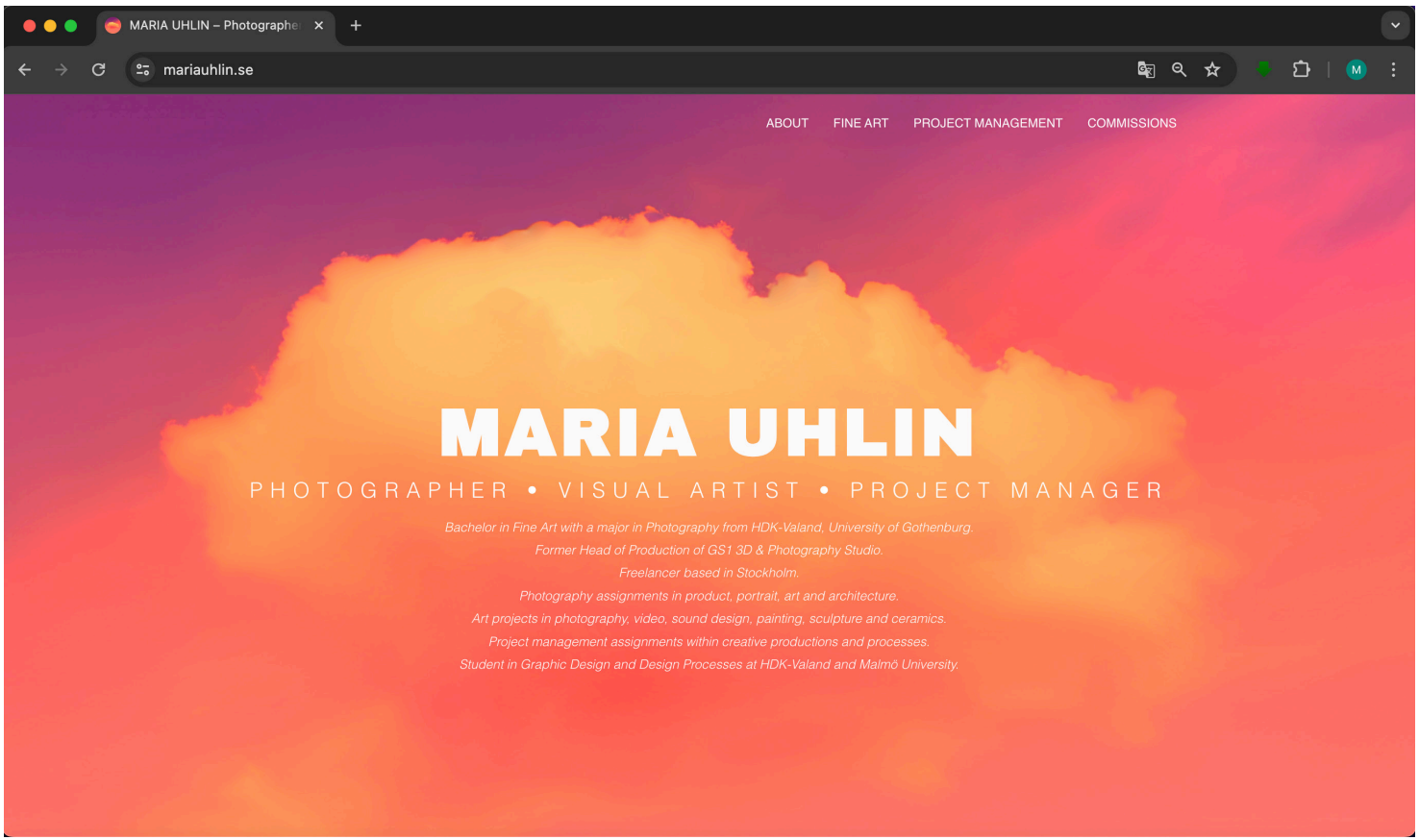






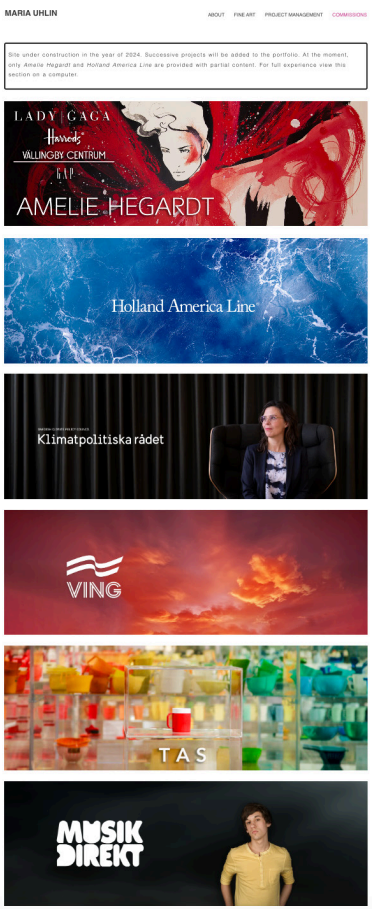


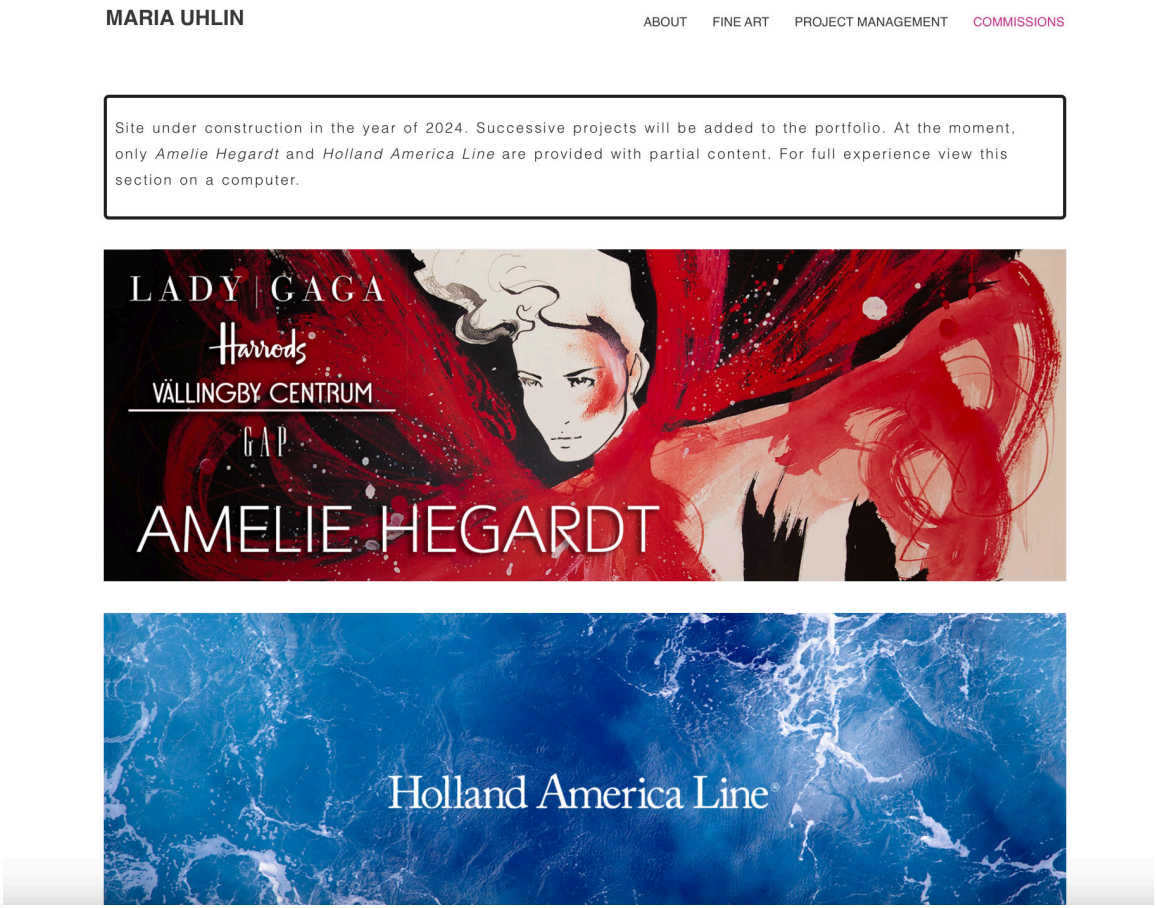
Home Page

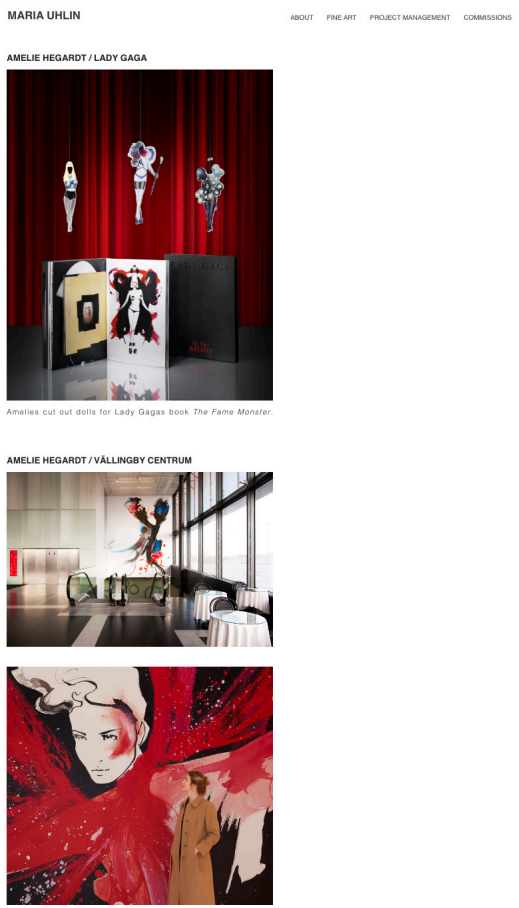

MARIA UHLIN – Photographe
mariauhlin.se
ABOUT
FINE ART
PROJECT MANAGEMENT
COMMISSIONS
MARIA UHLIN
PHOTOGRAPHER • VISUAL ARTIST • PROJECT MANAGER
Bachelor in Fine Art with a major in Photography from HDK-Valand, University of Gothenburg.
Former Head of Production of GS1 3D & Photography Studio.
Freelancer based in Stockholm.
Photography assignments in product, portrait, art and architecture.
Art projects in photography, video, sound design, painting, sculpture and ceramics.
Project management assignments within creative productions and processes.
Student in Graphic Design and Design Processes at HDK-Valand and Malmö University.


ABOUT
FINE ART
PROJECT MANAGEMENT
COMMISSIONS
UHLIN
TIST • PROJECT MANAGER
rom HDK-Valand, University of Gothenburg.
1 3D & Photography Studio.
n Stockholm.
t, portrait, art and architecture.
sign, painting, sculpture and ceramics.
creative productions and processes.
es at HDK-Valand and Malmö University.

Commissions Pages







About Page

Today I officially present myself as a Photographer, Visual Artist and Project Manager. I had trouble deciding on a suitable title because of my varied life and work experience. At this moment, this is the most accurate description of what I am about. In the future, things may change.

I undertake photography assignments for products, portraits, art, and architecture. I simultaneously run different art projects in photography, video, sound design, painting, sculpture and ceramics. I take on project management assignments within creative productions and processes. My experience includes developing business, product, process, system, and marketing. My driving forces is to create, develop and nurture.

I'm driven both by projects and by interest. I'm a curious person and when I'm interested in something I zoom in to find out everything there is to know in that area. Usually I transfer skills from previous disciplines to learn new areas. My curiosity and interest in learning new things can often be goal-directed as I am driven by realizing different ideas and creative projects. Connecting new thoughts and ideas with previous experiences. Steve Jobs once defined creativity as "connecting things". Innovation occurs when two or more areas come together, and my diverse background allows me to access these essential intersections.

Some time ago I stumbled upon Emilie Wapnick's TED Talk entitled "Why some of us don't have one true calling" with the theme Multipotentiality / Polymath personality. Multipotentialite is defined as someone with many interests and creative pursuits. An ability to thrive in many disciplines, to learn, explore and master new skills which creates the opportunity to bring different ideas together and thus provides a potential to innovate and solve problems.

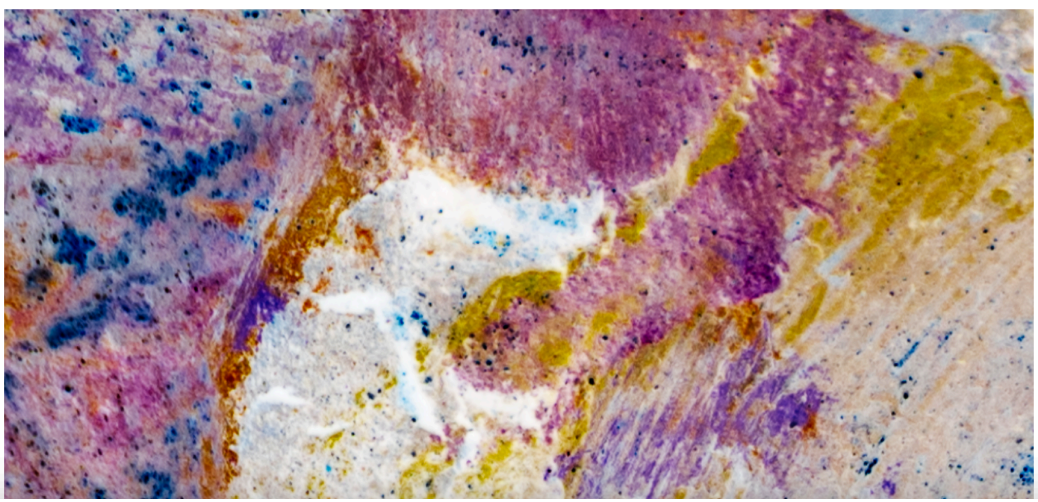
In recent years, I have reflected on my experiences and my ability to work in different fields. I have such a diverse background and so many different experiences in different areas that I have on occasion found myself needing to explain myself. Much of what was said in Emilies TED Talk and Community, I have figured out on my own, but it has provided me with a sense of clarity and guidance in how to simultaneous prosper in different fields, and how to cope with wanting to do and be everything when you are driven by many passions and head filled with ideas.

I'm currently studying design full-time this spring term. Graphic Design at Malmö University and the Process of Design at HDK-Valand. The courses are distance learning, therefore I'm still based in Stockholm. Right now, my main focus is on my studies and on my non-commercial art projects.

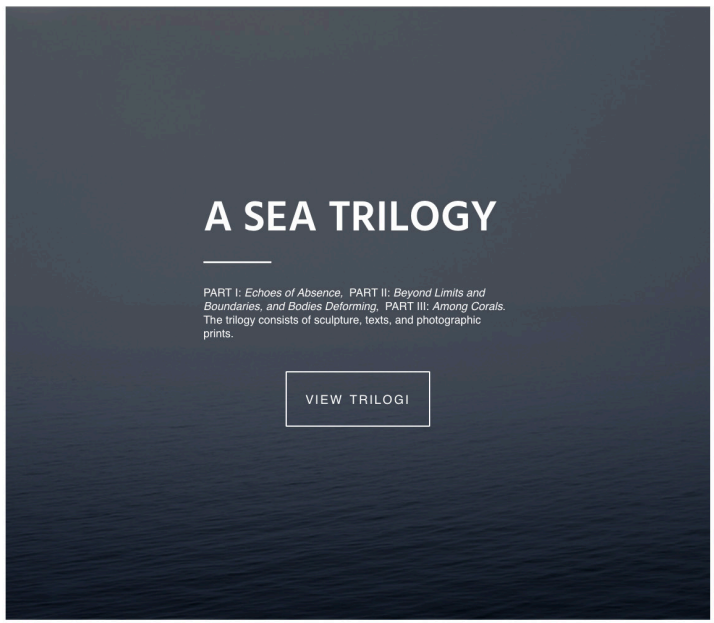
Fine Art Page

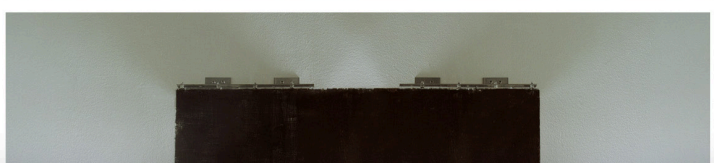
Site under construction in the year of 2024. Successive projects will be added to the portfolio. For full experience view this section on a computer.

As an artist, I have found the interplay between different visual art forms interesting. For many years, my interest led me to where photography intersects with sculpture. My objective was to provide the viewer with the complete analog 3D experience. Whatever that means. I began experimenting with copying photographic images on various materials, with a particular emphasis on glass due to its transparent 3D qualities. My current experimentation involves ceramic sculpture, painting, text, video, and sound design.

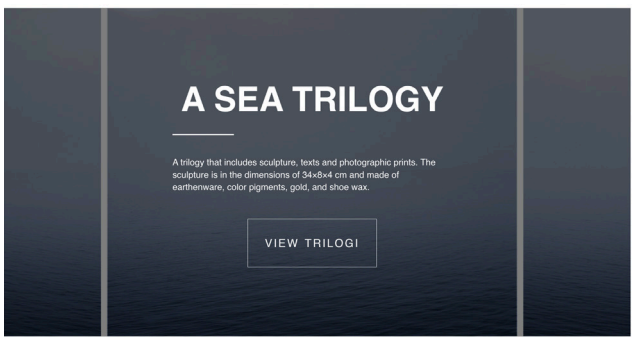


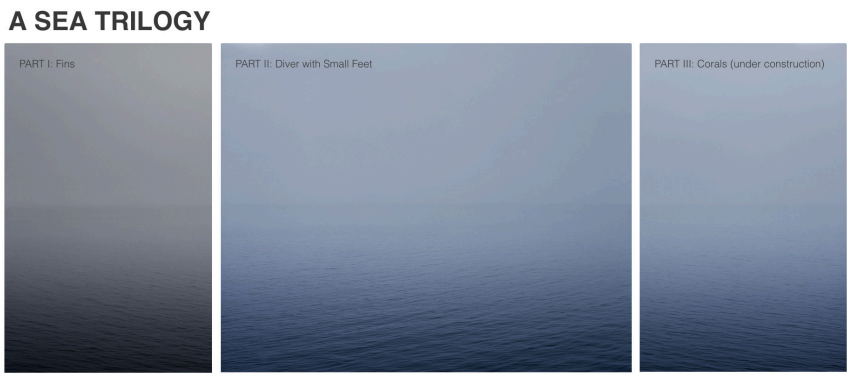






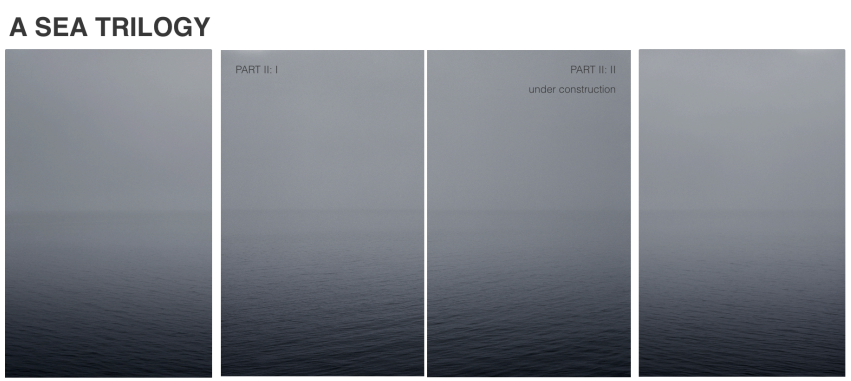
Art Projects - A Sea Trilogy





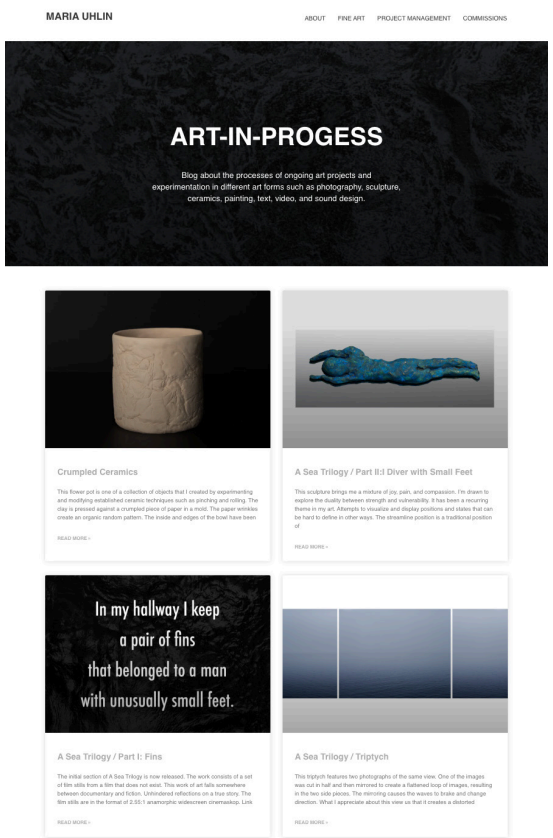


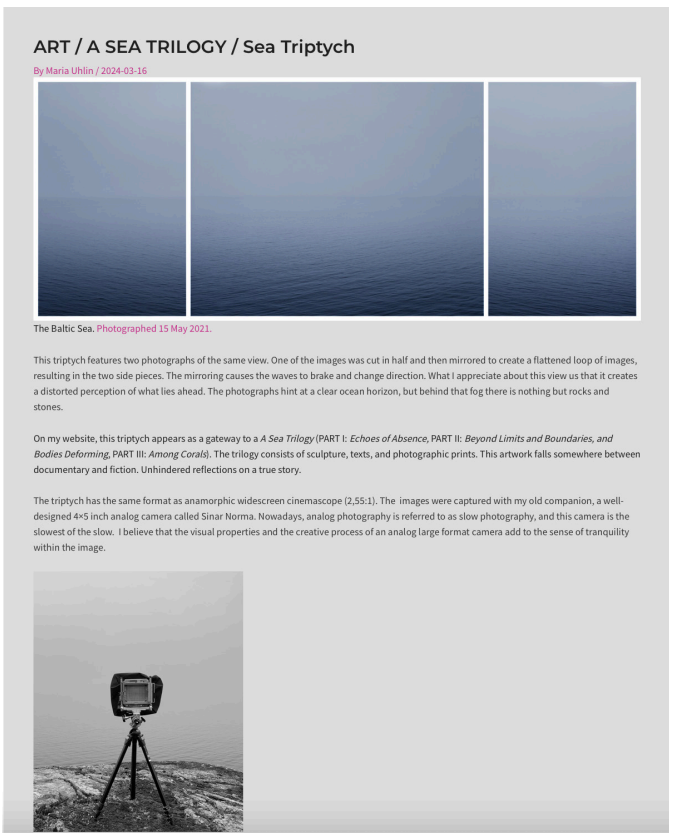
PART I: Fins

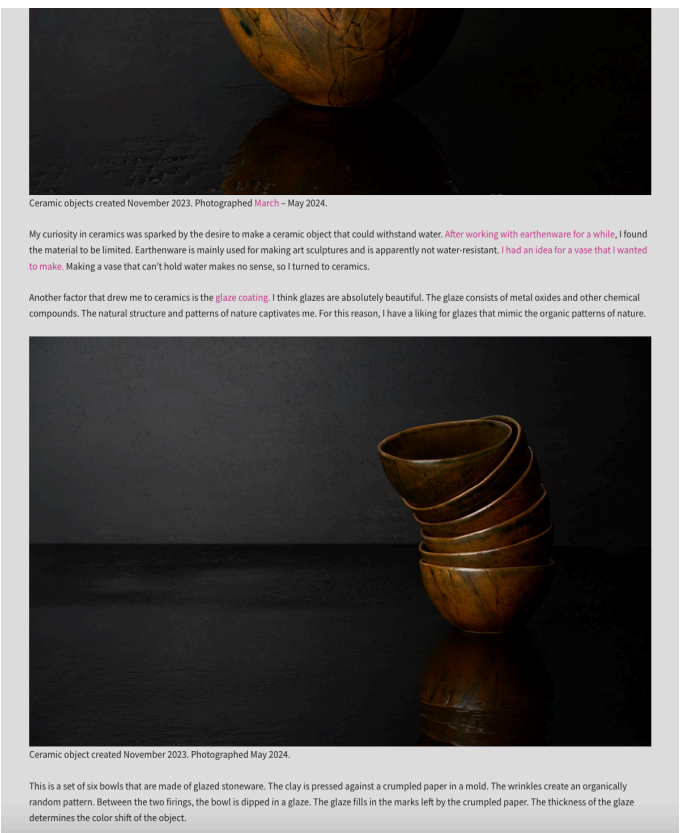


PART II Diver with Small Feet

Blog Pages


MARIA UHLIN
ABOUT
FINE ART
PROJECT MANAGEMENT
COMMISSIONS
ART-IN-PROGESS
Blog about the processes of ongoing art projects and experimentation in different art forms such as photography, sculpture, ceramics, painting, text, video, and sound design.
Crumpled Ceramics
This flower pot is one of a collection of objects that I created by experimenting and modifying established ceramic techniques such as pinching and rolling. The clay is pressed against a crumpled piece of paper in a mold. The paper wrinkles create an organic random pattern. The inside and edges of the bowl have been
READ MORE »
A Sea Trilogy / Part II:I Diver with Small Feet
This sculpture brings me a mixture of joy, pain, and compassion. I'm drawn to explore the duality between strength and vulnerability. It has been a recurring theme in my art. Attempts to visualize and display positions and states that can be hard to define in other ways. The streamline position is a traditional position of
READ MORE »
In my hallway I keep a pair of fins that belonged to a man with unusually small feet.
A Sea Trilogy / Part I: Fins
The initial section of A Sea Trilogy is now released. The work consists of a set of film stills from a film that does not exist. This work of art falls somewhere between documentary and fiction. Unhindered reflections on a true story. The film stills are in the format of 2.55:1 anamorphic widescreen cinemascop. Link
READ MORE »
A Sea Trilogy / Triptych
This triptych features two photographs of the same view. One of the images was cut in half and then mirrored to create a flattened loop of images, resulting in the two side pieces. The mirroring causes the waves to brake and change direction. What I appreciate about this view us that it creates a distorted
READ MORE »


ART / A SEA TRILOGY / Sea Triptych
By Maria Uhlin / 2024-03-16
The Baltic Sea. Photographed 15 May 2021.
This triptych features two photographs of the same view. One of the images was cut in half and then mirrored to create a flattened loop of images, resulting in the two side pieces. The mirroring causes the waves to brake and change direction. What I appreciate about this view us that it creates a distorted perception of what lies ahead. The photographs hint at a clear ocean horizon, but behind that fog there is nothing but rocks and stones.
On my website, this triptych appears as a gateway to a A Sea Trilogy (PART I: Echoes of Absence, PART II: Beyond Limits and Boundaries, and Bodies Deforming, PART III: Among Corals). The trilogy consists of sculpture, texts, and photographic prints. This artwork falls somewhere between documentary and fiction. Unhindered reflections on a true story.
The triptych has the same format as anamorphic widescreen cinemascope (2,55:1). The images were captured with my old companion, a well-designed 4×5 inch analog camera called Sinar Norma. Nowadays, analog photography is referred to as slow photography, and this camera is the slowest of the slow. I believe that the visual properties and the creative process of an analog large format camera add to the sense of tranquility within the image.


Ceramic objects created November 2023. Photographed March – May 2024.
My curiosity in ceramics was sparked by the desire to make a ceramic object that could withstand water. After working with earthenware for a while, I found the material to be limited. Earthenware is mainly used for making art sculptures and is apparently not water-resistant. I had an idea for a vase that I wanted to make. Making a vase that can't hold water makes no sense, so I turned to ceramics.
Another factor that drew me to ceramics is the glaze coating. I think glazes are absolutely beautiful. The glaze consists of metal oxides and other chemical compounds. The natural structure and patterns of nature captivates me. For this reason, I have a liking for glazes that mimic the organic patterns of nature.
Ceramic object created November 2023. Photographed May 2024.
This is a set of six bowls that are made of glazed stoneware. The clay is pressed against a crumpled paper in a mold. The wrinkles create an organically random pattern. Between the two firings, the bowl is dipped in a glaze. The glaze fills in the marks left by the crumpled paper. The thickness of the glaze determines the color shift of the object.

Contact Byline

CONTACT

PHONE NUMBER

<+46 703 010 36 15>

EMAIL

<mail@mariauhlin.se>

ADDRESS

Olaus Magnus väg 24
121 37 Johanneshov
Sweden

FOLLOW



Project Outcome & Design Process

Research
SWOT analysis and desktop research laid the foundation for this design process. They clarified constraints, opportunities and the practical tasks required to turn a scattered archive into a coherent, publishable site.

Tools & methods
The oucome from desktop research was visualised in moodboards. The moodboard cloud images were reimagined in Midjourney to produce the homepage hero; the resulting palette informs the site's visual system — text, site and content backgrounds, menu hover states and accent colors. The primary type choice is the Futura family; where Futura is unavailable, Helvetica paired with Archivo Black. Desktop research and portfolio case studies guided layout, interaction and hierarchy decisions throughout the build. Preference used for clarity and consistency.

Launch lean & learn fast
Rapid prototyping drove the development approach: launch lean pages, test them live, then iterate. Each prototype was validated with lightweight analytics, device layout checks and quick feedback sessions. This live-test method prioritised finish over feature bloat, surfaced accessibility and performance issues early, and allowed the site to evolve without costly rewrites.

Practical outcomes
Visual system: cohesive palette and cloud motif across pages for brand fidelity.
Content workflow: archival selection, documentation and editing as repeatable tasks.
Technical approach: WordPress + Astra + Elementor with selective GSAP use; emphasis on maintainability and in-house upkeep.
Governance: centralised curation and metadata practice to ensure consistent presentation across analog and digital assets.
Image captions (suggested)

Moodboard cloud — source for homepage hero and color accents.
Futura + fallback — primary type choices for headings and body.
Design Process Playbook: Periodic Table of Web Design — task checklist from brief to maintenance.
For methods, tools and a compact checklist, see: Web Design Rationale (PDF).