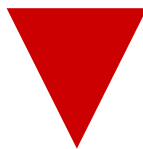
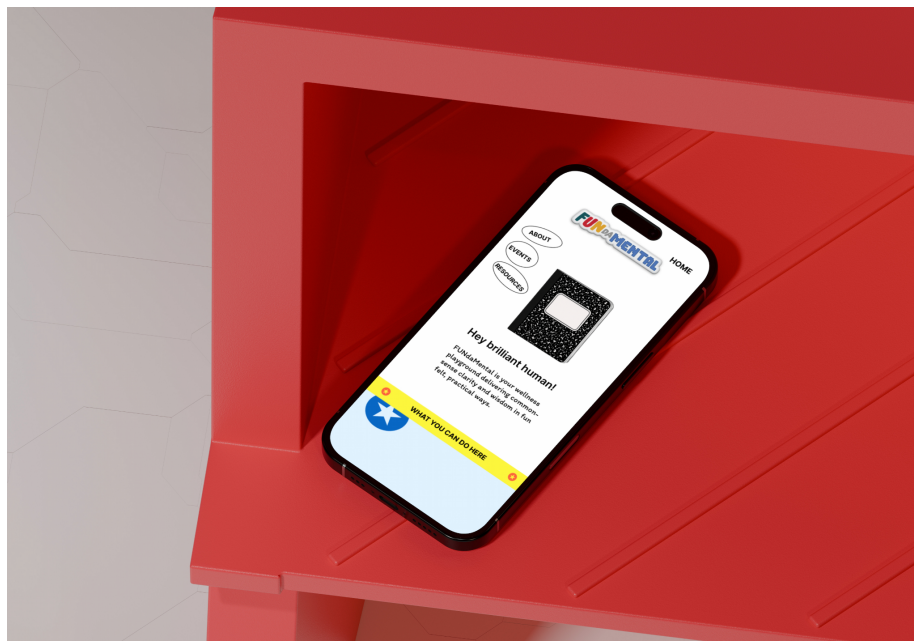


FUNdaMental



UX Design Internship Project

Overview

FUNdaMental is a wellness-focused educational platform designed to create engaging and accessible digital experiences around mindfulness and personal growth. During my UX internship with AscentUP, I contributed to a homepage refresh focused on improving clarity, usability, engagement, and overall user flow.

Role

UX Designer

Agency

AscentUP

Responsibilities

UX audit, wireframing, layout exploration, visual design support, interaction design, and stakeholder collaboration.

Brand Assets

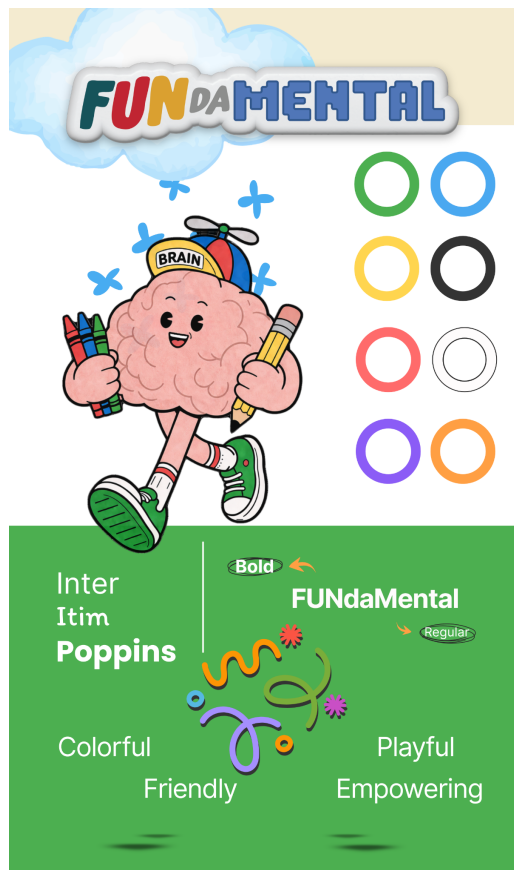
A selection of existing and newly created assets used throughout the homepage refresh.

Existing Assets

- FUNdaMental logo
- Illustrative brand graphics/icons

Created for the Refresh

- Updated Brain Buddy mascot (used AI-assisted prompting)
- Supporting graphics and interactive elements for the refreshed homepage experience

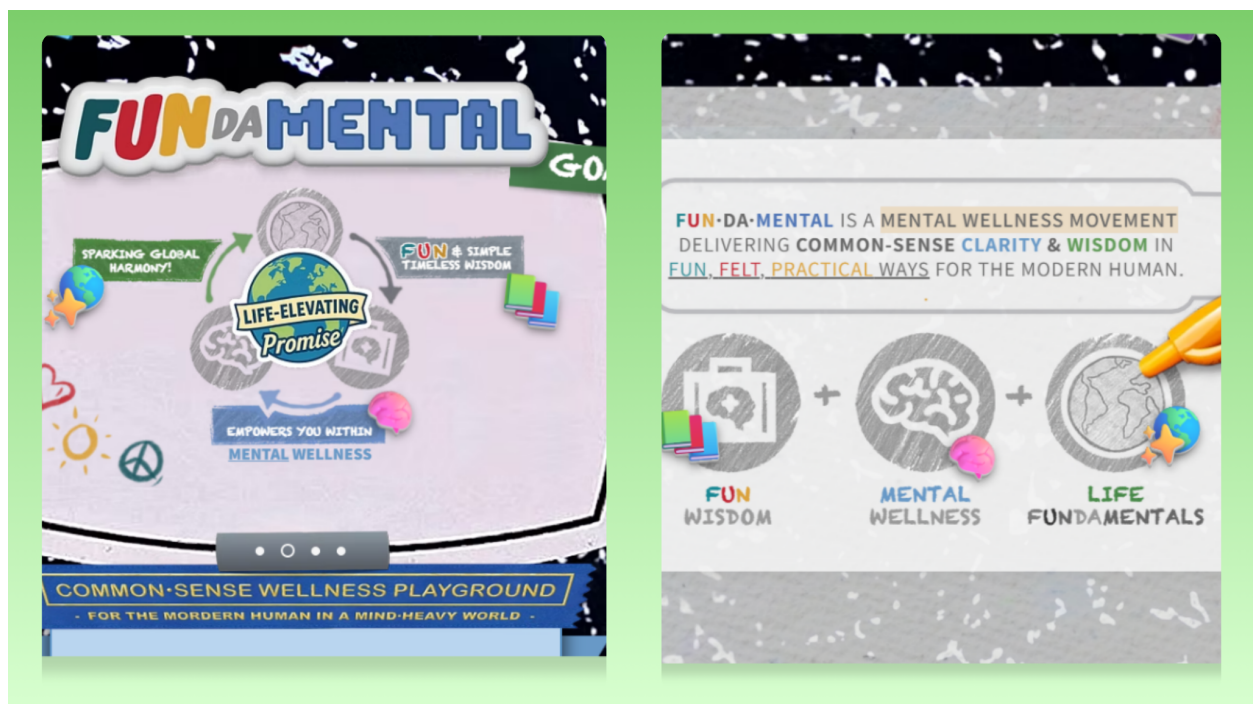


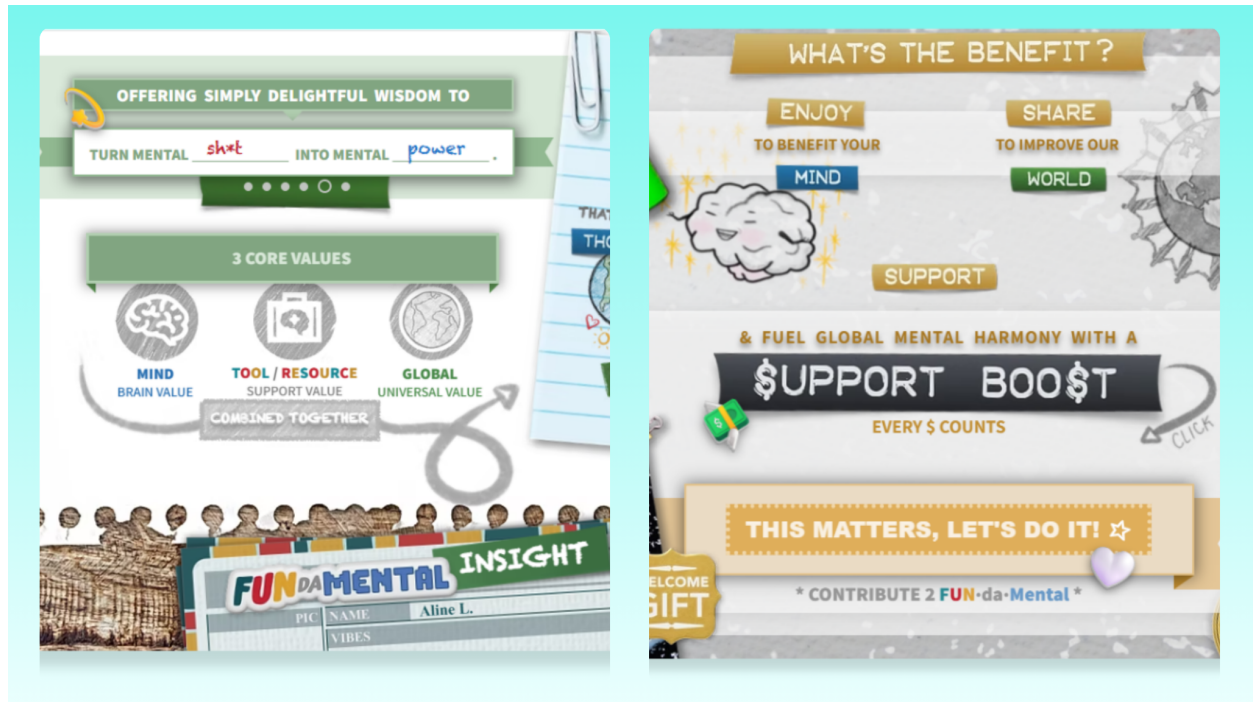
Problem

The existing homepage contained multiple competing elements that made it difficult for new users to clearly understand the platform's purpose and navigate through the experience naturally. Calls-to-action appeared too early, content hierarchy lacked clarity, and the overall layout felt visually overwhelming.

The goal of the refresh was to create a more intentional and engaging homepage experience that guided users more clearly while preserving the platform's playful and educational personality.

Previous Homepage





Research/Insights

The project began with a UX audit of the existing homepage experience to identify usability gaps, friction points, and opportunities to improve content flow. Through stakeholder discussions and interface analysis, I identified several areas where simplifying structure and clarifying hierarchy could improve the overall experience.

Key Insights

- Too many visual elements competed for attention
- New users lacked a clear introduction to the platform
- Calls-to-action needed more context before prompting engagement
- Existing branding elements could be reorganized more cohesively
- Small moments of interaction could increase engagement without overwhelming users

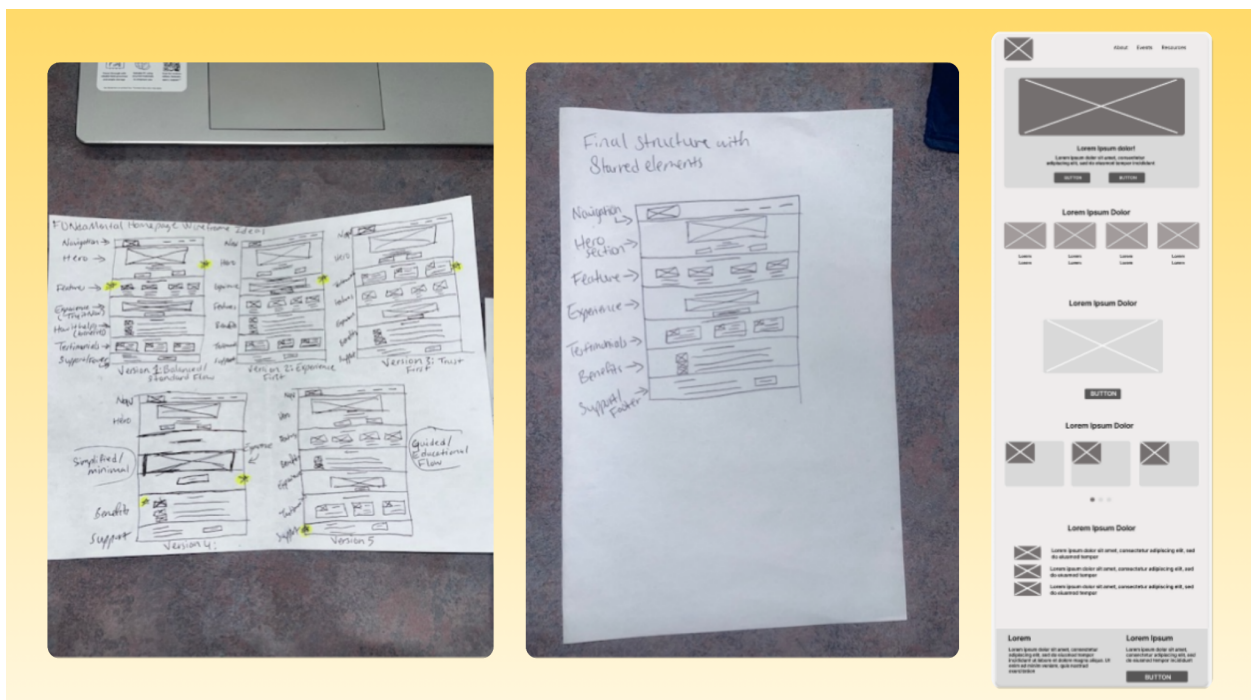
Process

I explored multiple homepage directions through paper wireframes before refining stronger concepts digitally in Figma. The process focused on balancing creativity with usability while building a clearer progression through the homepage experience.

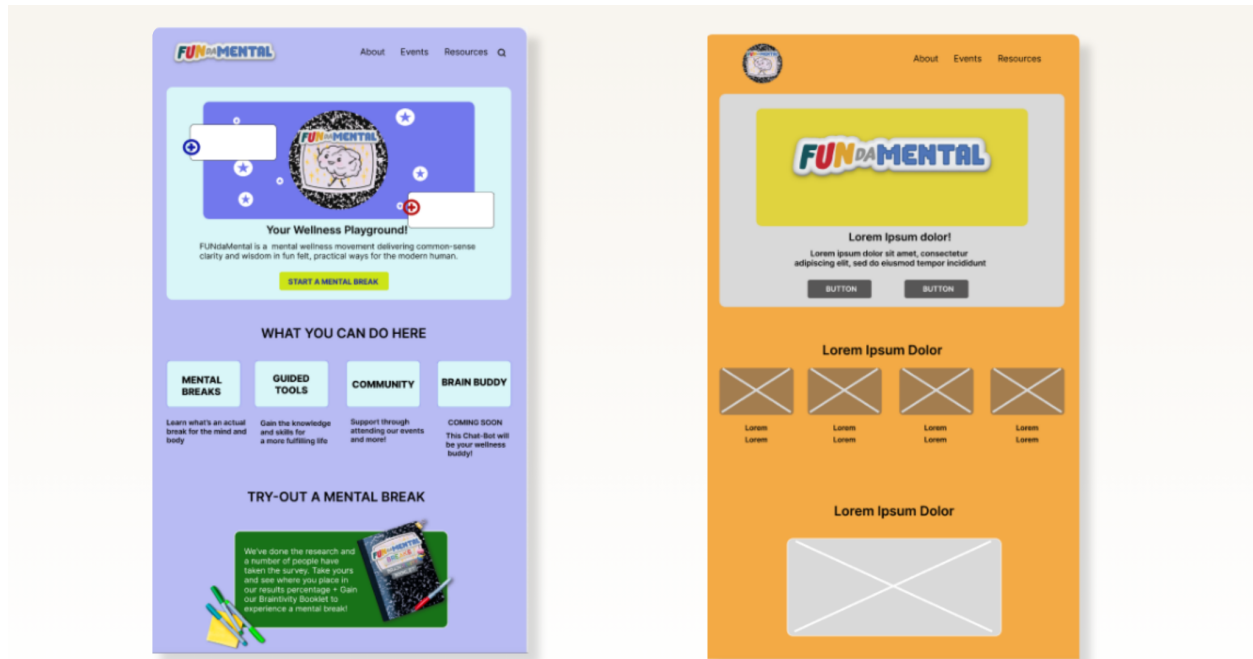
Process Highlights

- Conducted UX audit and hierarchy evaluation
- Created paper wireframes to explore layout directions
- Refined concepts into digital wireframes and prototypes
- Reorganized homepage content flow and CTA placement
- Integrated visual design and interaction concepts
- Iterated designs through stakeholder feedback and evolving project needs

Layout Iteration Sketches and Low-Fidelity Wireframe



Mid-Fidelity Prototype Brainstorming



Design Evolution

Throughout the project, I explored multiple homepage directions that prioritized structure, clarity, and content hierarchy.

As designs evolved through stakeholder feedback, it became clear that preserving FUNdaMental's playful, highly expressive brand personality was equally important to the final experience. This led to a shift toward a more visually dynamic direction that balanced usability improvements with the founder's vision for the platform.

Key Decisions

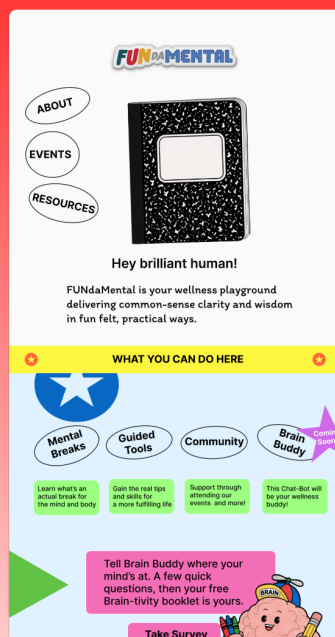
Several design decisions focused on improving clarity while maintaining the playful visual identity of the platform.

Key Desisions

- Simplified homepage structure to reduce cognitive overload
- Introduced value and context before presenting calls-to-action
- Balanced playful visual elements with clearer navigation flow
- Selected and combined the strongest layout concepts from multiple explorations
- Focused animation on one intentional interaction moment to enhance engagement without distraction
- Reused and repositioned existing brand elements more cohesively throughout the page

Final Decision

The final homepage concept introduced a more structured and engaging user experience that better guided visitors through the platform. The refreshed design improved content hierarchy, simplified navigation flow, and integrated subtle interaction moments to create a more cohesive and approachable experience.



TRY A MENTAL BREAK WITH...




The Brain-tivity Booklet

A practical reset guide for stepping out of overload and back into presence

[Download My Free Booklet](#)

MIND LOVE WORLD WELLNESS MIND LOVE WORLD

HERE'S WHAT PEOPLE HAVE TO SAY





↓

Benefits of FUNdaMental Activities

Better Focus

More Energy

Less Screen Time

More Presence

Better Balance

Support FUNdaMental

FUNdaMental offers free educational tools, events, and interactive experiences designed to support mental wellness and make a positive impact.

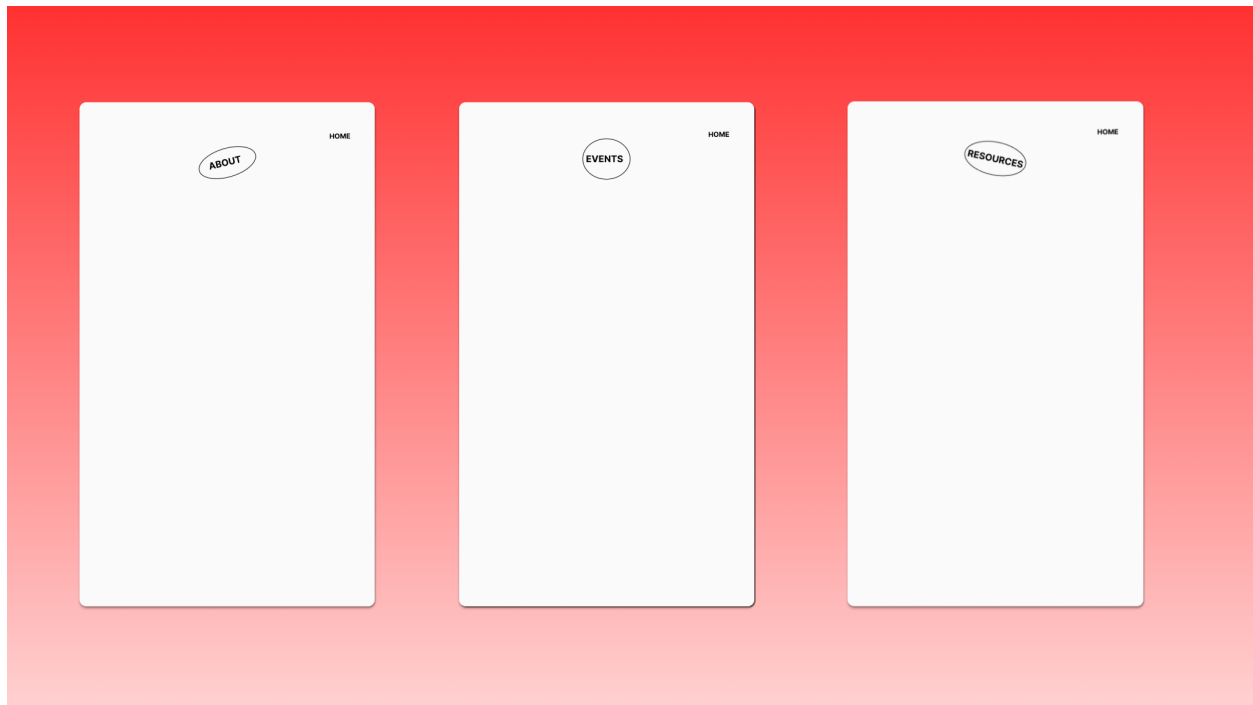
Your support helps us continue creating accessible resources, expanding our offerings, and reaching more people.

How your support helps

- Expands access to free wellness-based learning tools
- Supports the development of events and interactive experiences
- Helps us grow our mission of making wellness more accessible to all

Every contribution helps us continue building and improving what we offer.

[Donate](#)



Reflection

This internship strengthened my understanding of collaborative UX work, stakeholder communication, and adapting design decisions within evolving project constraints.

I also gained hands-on experience integrating interaction design and visual storytelling into a user-centered workflow.

What I'd Improve Next

- Conduct usability testing with new users interacting with the homepage
- Continue refining interactive elements and transitions
- Expand accessibility considerations further across animated components
- Explore additional opportunities to simplify navigation and content organization