

# Bryan Hoff

UX/UI Designer

Personal Brand Guide



# Core Values and Credibility

## Detail Oriented

I'm a stickler for details. While I don't dwell on achieving perfection, I do pride myself in being thorough and providing a polished, finished result.

## Reliable

I strive to finish what I start and to do the best job possible. Anything less than my best is not an option.

## Creative

Creativity and originality are key for me. A tongue-in-cheek nod to the situation at hand is an added bonus.



# Goals

- To upgrade my skillset from web designer to UX/UI Designer
- To obtain a job in my chosen profession
- To advance into a senior role
- To move into a management or supervisory position



# Mission

I started out as a fine artist, specializing in painting, drawing, and printmaking. As a young boy, I remember bringing a drawing home with me, and in the hallway, one of the parents commented how good it was. Creativity has always been something that has been in me from a young age.



# Specialty

Some of my strengths include 3D design skills, intellect, and humour. The first is a skill that sets me apart from many other designers; while the second and third help me easily work within different teams and environments.



# Recognition

With the aid of an outstanding portfolio, I plan to re-enter the workforce as a UX/UI Designer, specializing in interface design and usability. As the saying goes, do what you love, and you'll never work a day in your life. UX and UI is what I love to do.



# Visual Identity Exploration



BH

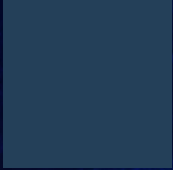





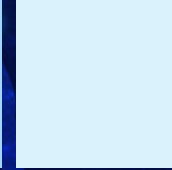
The painterly strokes composing my initials represent creativity and a hands-on, human approach to the way I work.

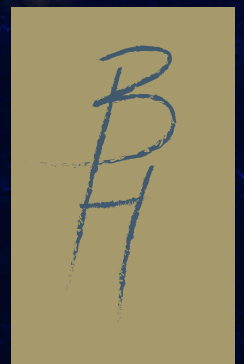
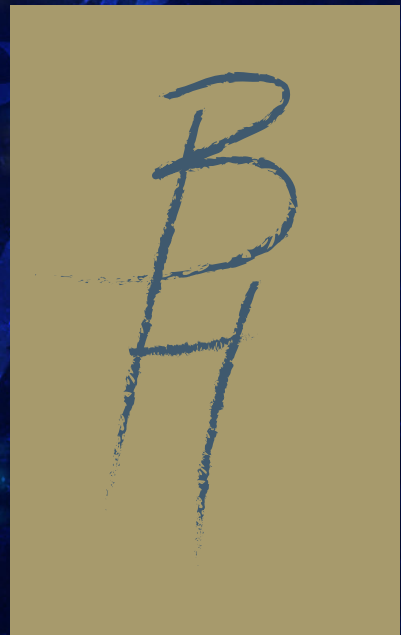
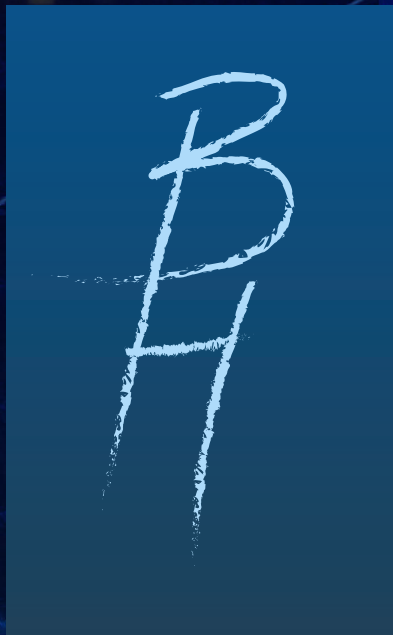
The background is a rectangle whose dimensions are a golden ratio: a naturally occurring, eye-pleasing mathematical ratio.



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# Brand Colours

						
#234159 Astronaut Blue	#0D528A Dark Cerulean	#116DB9 Denim	#0D8A84 Dark Cyan	#A79A6C Tallow	#A2D6F9 Light Sky Blue	#D9F1FC Light Cyan





# Brand Typography

Roboto

Open Sans

THIS IS A HEADER

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The quick brown fox  
jumps over the lazy  
dog.

The quick brown fox  
jumps over the lazy  
dog.

1234567890  
!@#\$%^&\*()\_+

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