

TASCK

UX/UI Case Study Summary

TASCK is a digital ecosystem designed to empower African creatives by connecting them to resources, mentorship, visibility, and sustainable opportunities. This case study outlines the research, design process, and impact behind the platform.

Project Overview

Role: UX/UI Designer & Product Strategist

Platform: Web (Desktop-first)

Focus: Creative economy, community building, opportunity access

Problem Statement

African creatives face fragmented access to funding, mentorship, exposure, and professional networks. Existing solutions are often disconnected, difficult to navigate, or inaccessible, limiting long-term growth and global competitiveness.

Research & Discovery

Research was conducted through industry analysis, stakeholder interviews, and observation of creative workflows. Insights revealed a strong need for centralized access to opportunities, simple onboarding, and visibility tools that support both emerging and established creatives.

- 1 Limited access to funding and mentorship
- 2 Low visibility beyond local markets
- 3 Fragmented creative communities

Design Goals

- 1 Create a centralized creative ecosystem
- 2 Design an intuitive, scalable interface
- 3 Encourage discovery, collaboration, and growth

Design Process

The design process followed an iterative, user-centered approach—starting with low-fidelity wireframes and progressing to high-fidelity UI aligned with a modern, bold visual identity.

- 1 Information architecture & user flows
- 2 Wireframing & interaction design
- 3 High-fidelity UI & component system
- 4 Usability testing & refinement

UI & Brand Style

The visual direction draws inspiration from editorial layouts and modern portfolio platforms such as Salient. A bold typographic hierarchy, generous spacing, and strong imagery reinforce credibility and clarity.

- 1 Clean grid-based layout
- 2 Bold typography and contrast-driven hierarchy

3 Minimal UI with emphasis on content

Solution

TASCK delivers a centralized platform where creatives can discover opportunities, showcase their work, connect with mentors, and participate in a growing creative network.

Outcomes & Impact

The platform improves visibility for African creatives, simplifies access to opportunities, and fosters long-term professional growth. TASCK positions itself as a scalable foundation for Africa's creative economy.

This project demonstrates my ability to translate complex ecosystem challenges into clear, scalable, and impactful UX/UI solutions.

Design Link

<https://www.figma.com/design/BAZob3F04NFy4DDOfzJf8V/Tasck-Platform?node-id=0-1&t=ApwFwWvy7DTOJhG1-1>