

BlazingMind Studios Mobile App

Design Case Study | Designer: Payton Keesee | Individual Student Project

Project Type	UX/UI Design and Mobile App Design with Interactive Prototype
Project Role	UX/UI and Visual Designer
Tools Used	Figma and Adobe Photoshop
Final Deliverable	Interactive High-Fidelity Mobile App Prototype

Project Overview

The BlazingMind Studios mobile app was an individual UX/UI project I created for my DDSGN 135 New Media course. BlazingMind Studios began as my own idea for a design, game, and multimedia studio, and this project gave me the opportunity to expand that identity into a complete mobile experience.

I developed the project from the early low-fidelity wireframes into a connected high-fidelity prototype in Figma. The app included my previous branded content, multiple screens, and clear navigation. It also featured interactive elements designed to make the experience feel like one connected product experience and not a collection of layouts.

Goal and Audience

The goal was to translate the BlazingMind Studios identity into a usable mobile app that could introduce the studio and give users a way to explore its creative content. The intended audience included gamers and fans, people interested in digital media and storytelling, and possible collaborators who wanted to learn more about the studio and its work.

I did not do formal user research for the original project, but I still thought about who would actually use the app and what they would expect to find. That helped me keep the navigation simple and organize the content in a way that made sense for gamers, fans, and possible collaborators.

The main challenge I faced was balancing the dark expressive style of the studio brand with the practical needs of a mobile interface. I wanted the app to have a personality with enough color and imagery to feel connected to the studio's design and entertainment qualities without making the content difficult to read or the navigation confusing. I also needed the typography, spacing, components, navigation, and imagery to remain consistent across multiple screens.

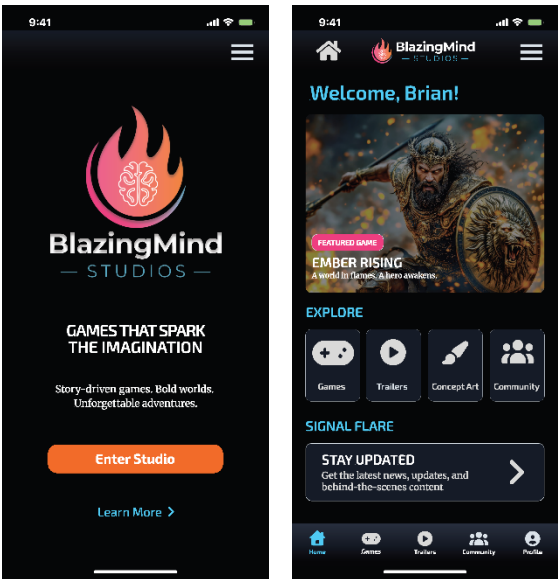


Figure 1 App Preview Screens

Design Process

Planning and Wireframes

I began by deciding what the app needed to communicate and how users would move through the experience. I organized the structure around the opening login screen, which goes to a primary content area. The supporting screens and navigation all connected the different sections.

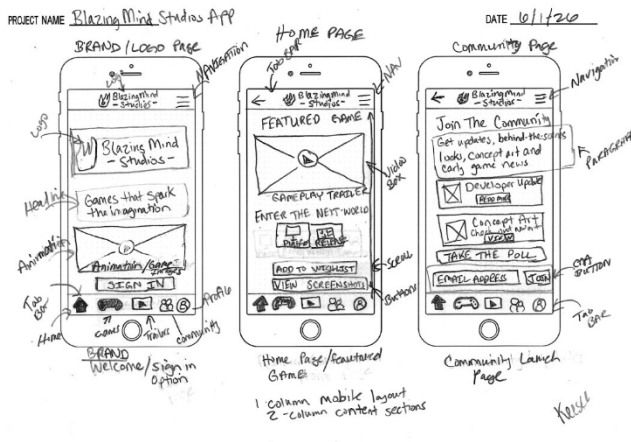


Figure 2 Low-Fidelity Wireframes

Before adding the detailed graphics or color, I created low-fidelity wireframes that worked through hierarchy, spacing, and content placement, including the interaction points. This allowed me to focus on function first. I also looked for layout and navigation patterns that could be repeated instead of having every screen have a different design. Reusing those patterns helped make the app easier to understand and more predictable as the user moved through it.

Visual System and High-Fidelity Design

Once the basic structure was established, I developed the visual system. I used a dark foundation with bright orange, magenta, and cyan accents that connected the app to the existing BlazingMind Studios branding. The brighter colors helped important buttons, headings, icons, and interactive areas stand out against the darker backgrounds. The combinations used in the interface meet WCAG AA contrast requirements, helping keep the text readable against the darker backgrounds.

I organized the typography with a clear hierarchy, with more expressive type used for branded headings and simpler supporting text used where readability was more important. I also kept the number of visual styles limited. Since the brand was already colorful and energetic, I made the decision that adding too many unrelated effects would have made the screens feel too crowded.

I then developed the high-fidelity screens in Figma, replacing the wireframe elements with final typography, imagery, icons, colors, buttons, and content. My focus was keeping the layouts visually interesting while still making the main information and actions easy to find.

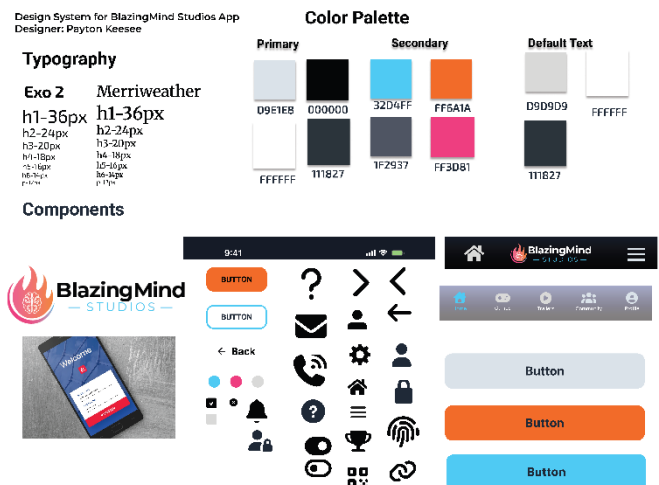


Figure 3 Design system for app

Navigation and Interaction

After completing the high-fidelity screens, I connected them into an interactive Figma prototype. I used repeated navigation patterns so users would have familiar controls as they moved between the different parts of the app.

I also added transitions and internal animations to make interactions easier to recognize and make the prototype more like a developed app. The motion was used to support navigation and communicate that an action had taken place rather than having the animations act as a decoration feature.

As I completed the testing of the prototype, I took great care to review the screen flow, navigation paths, spacing, alignment, and repeated interface components. This revealed smaller inconsistencies that were not as noticeable when viewing each screen or wireframe individually, such as navigation buttons that were misaligned between pages.

Outcome

The final result was a connected high-fidelity mobile app prototype that carried the BlazingMind Studios visual identity from the opening screen through the main content and supporting interactions. I believe the strongest part of the project is its consistency. The dark visual foundation, bright accent colors, typography, imagery, navigation patterns, and interface components work together across the different screens. The result feels like one branded experience while still leaving room for different types of studio and game-related content.

The project demonstrates my experience with UX/UI design, wireframing, mobile interface design, visual hierarchy, branding, typography, Figma prototyping, navigation, and interactive animation. It also gave me experience thinking beyond the appearance of an individual screen and considering how an entire interface works together. [Click image to view prototype.](#)

This project belongs in my portfolio because it brings together several areas I want to continue developing professionally, including UX/UI, branding, interactive media, game-related design, and visual storytelling. It also connects to my longer-term goal of continuing to develop BlazingMind Studios as a game and multimedia brand.

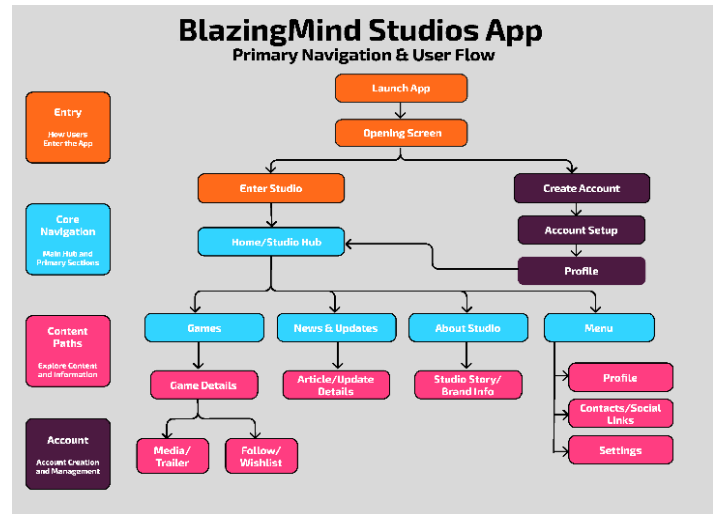


Figure 4 User Flow and Navigation Diagram



Figure 5 Interactive Prototype.
[Click here to view and use prototype](#)