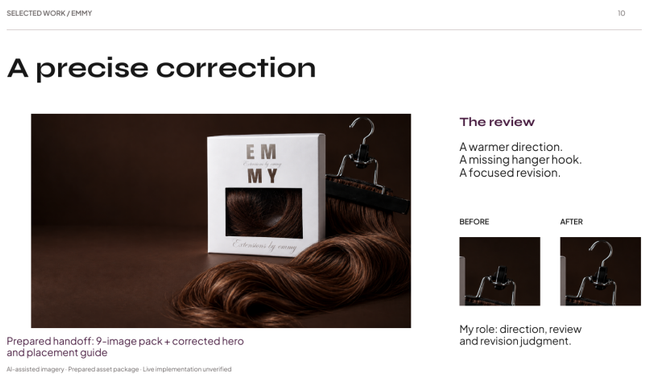
Product clarity before decoration.

Source product imagery, a documented image-refinement example and a new light art-direction study.





Archived correction: a missing hanger hook was restored in an assisted image. Prepared image work is distinct from the observed live shop.

01 Keep the product legible.

The observed shop image establishes a real product reference. Source photography and the physical box design are not claimed as Ori's.

02 Review the details.

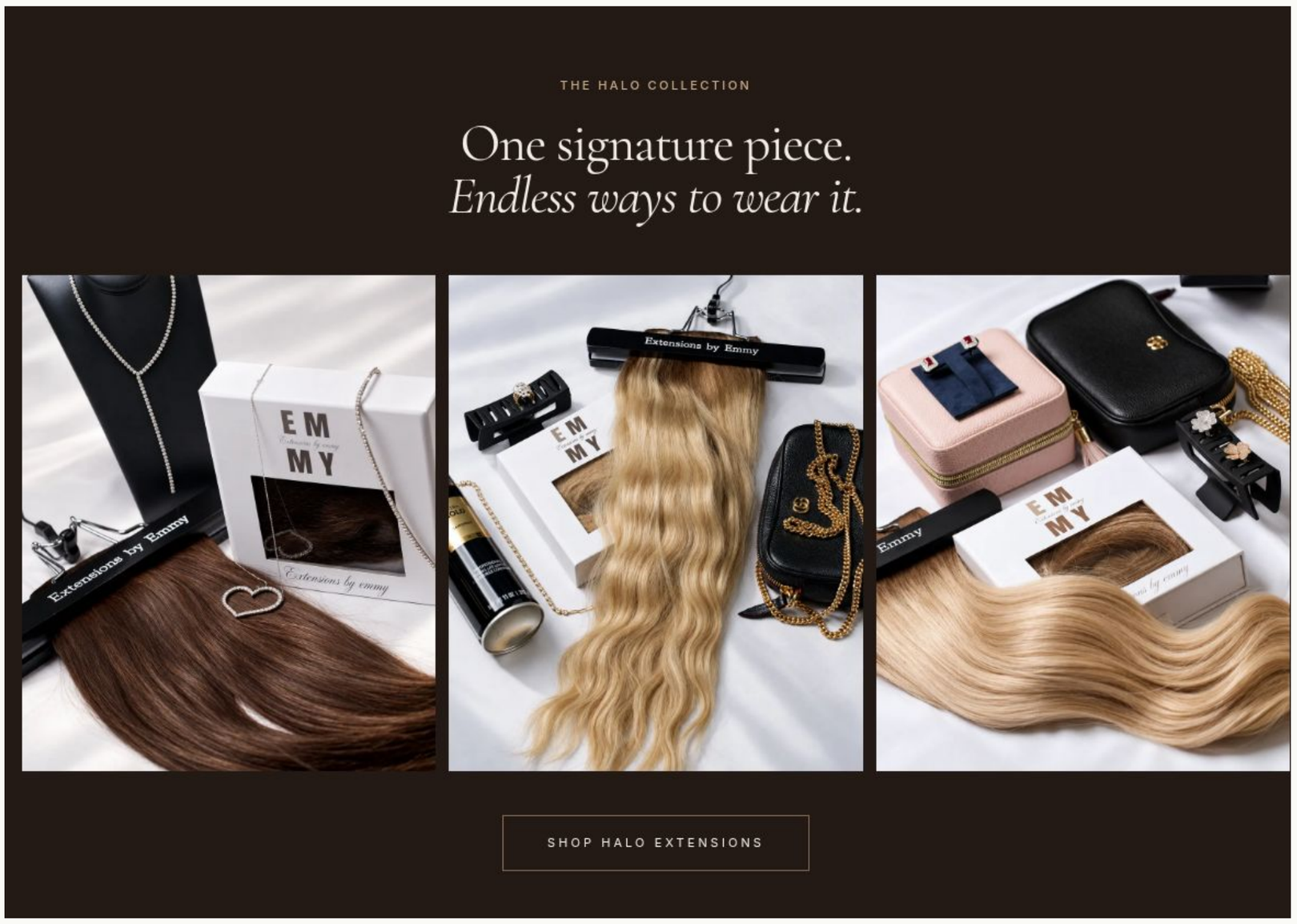
The archived before/after shows focused revision judgment, rather than a claim that every generated detail is accurate on the first pass.

03 Create room for the page.

The new lighter composition reserves whitespace for web copy. It is a new art-direction study, not an already-live homepage screenshot.

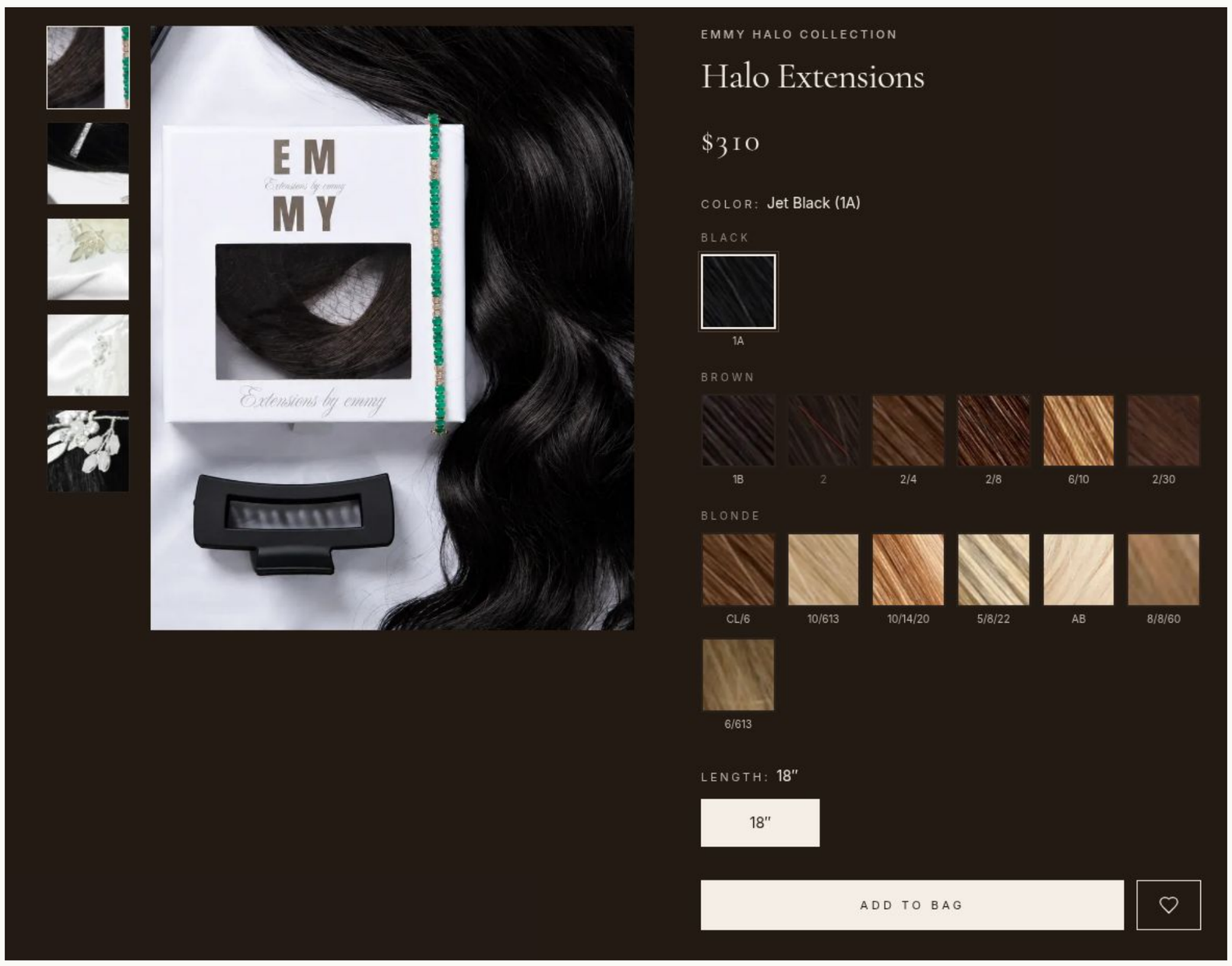
From collection to choice.

Captured website layouts. Original supplied imagery; current explanatory captions.



01 / Collection presentation

A coordinated image sequence introduces the collection before product selection.



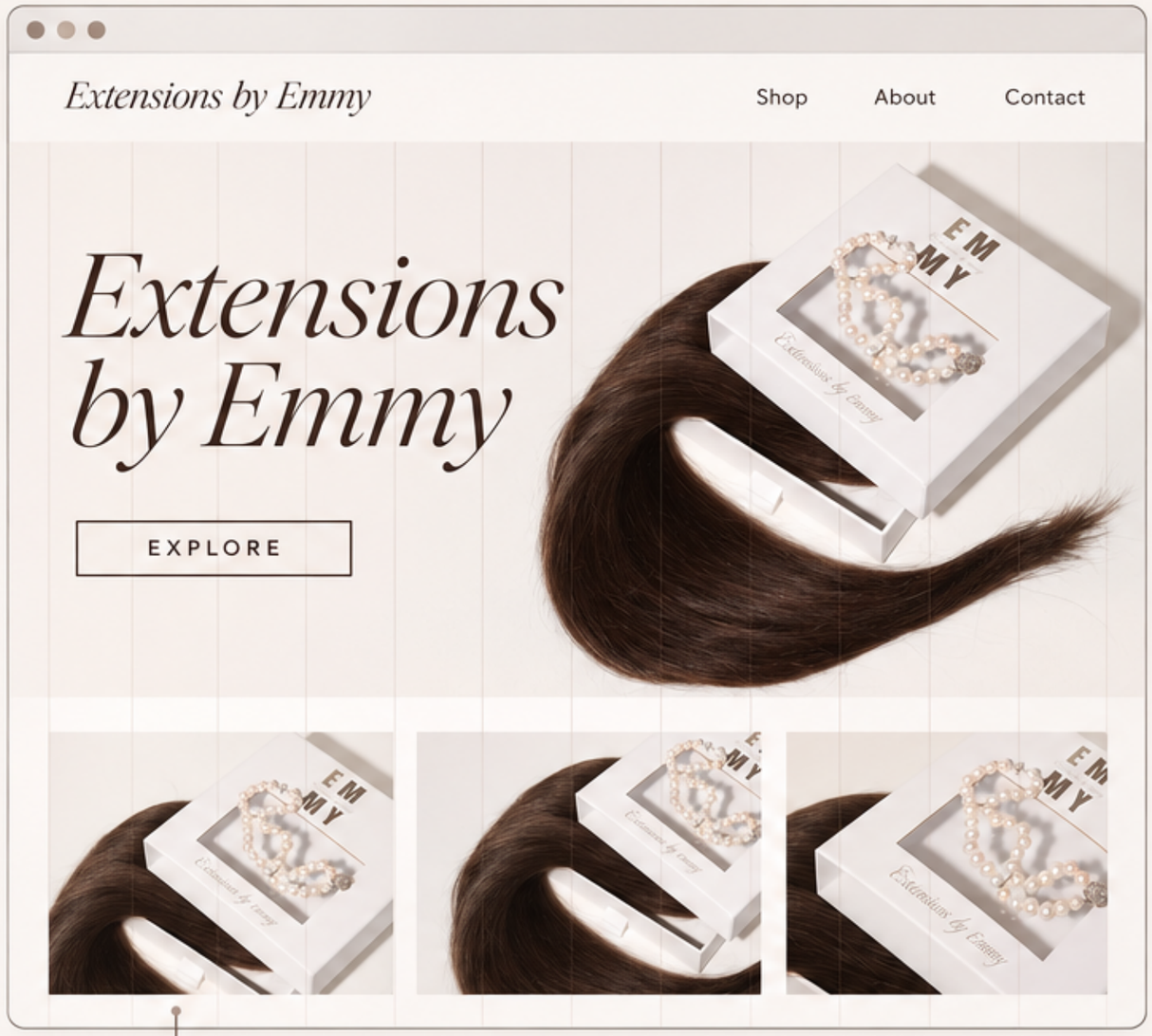
02 / Product-selection hierarchy

Image, shade groups, length and action remain in context. Checkout behavior is unverified.

ARCHIVED CAPTURES / Website design and review by Ori; photography and physical packaging credited separately.

EMMY / DIGITAL DESIGN STUDY

DESKTOP / PROPOSED



CONTENT GRID (12 COLUMNS)

MOBILE / PROPOSED



PRIMARY ACTION

EXPLORE

FOCUS STATE

EXPLORE

IMAGE CROP



TYPE HIERARCHY

Aa | Aa

PROPOSED SPACING / PX

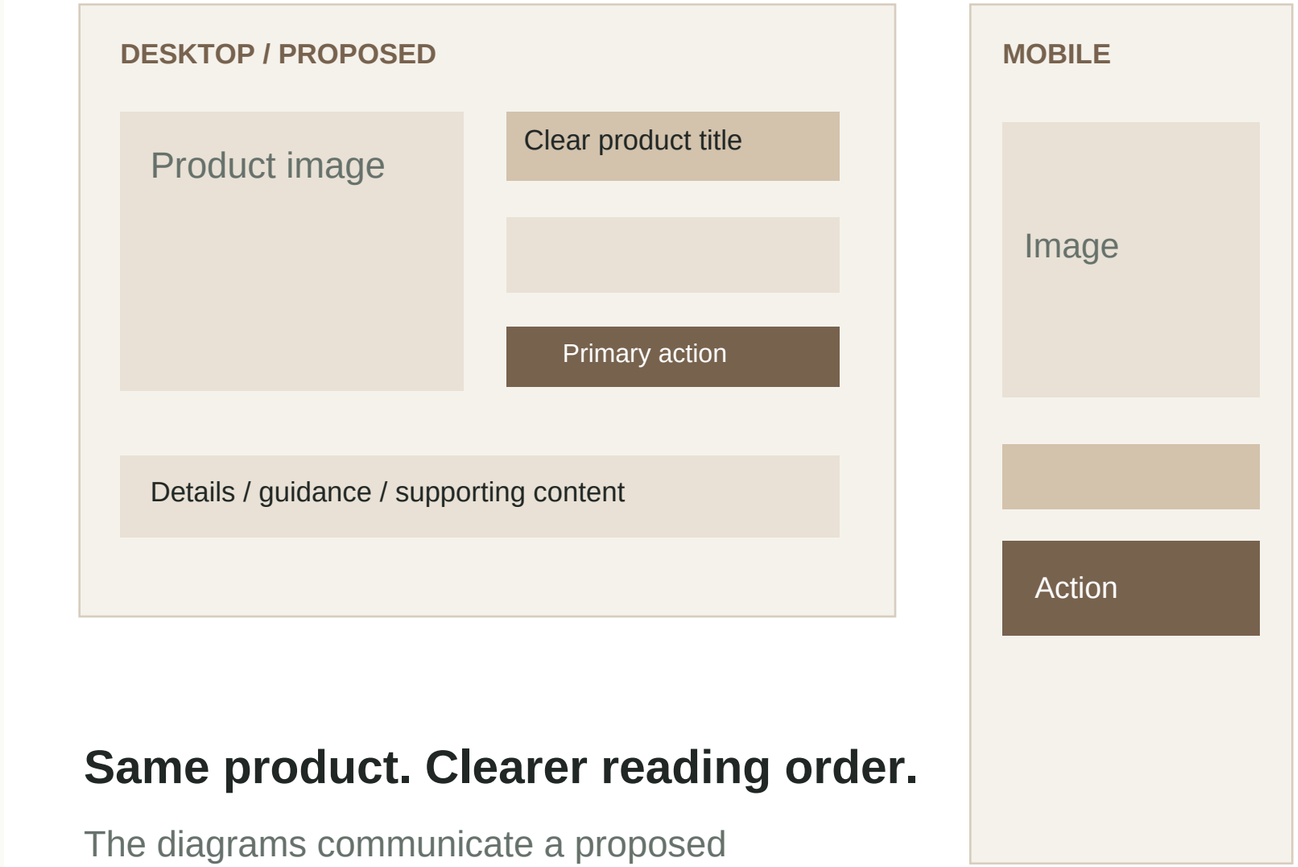
8 16 24 32

IVORY TAUPE ESPRESSO

NEW PORTFOLIO STUDY / AI-ASSISTED COMPS / NOT A LIVE SITE CAPTURE

Digital experience handoff

New portfolio planning sheet, not a recovered original Figma specification or a claim of implemented features.



Same product. Clearer reading order.

The diagrams communicate a proposed hierarchy; they are not screenshots of the delivered website.

RESPONSIVE CHECKS

Review 1440, 768 and 390 px layouts. Preserve image proportions; keep the product title, guidance and primary action in a clear reading order.

ASSET PREPARATION

Keep source and generated derivatives separate. Export appropriate web sizes, descriptive alt text and stable dimensions; inspect hair edges and original branding.

INTERACTION REVIEW

Check keyboard access, labeled controls, visible focus and approximately 44 px touch targets. Test actual empty, error and success states.

VERIFY BEFORE CLAIMING

Confirm the released quiz/shade-tool behavior and checkout states. Do not upload real customer photographs or infer conversion improvements.

A new application study.

AI-generated portfolio visualization, derived from the verified project reference.

