

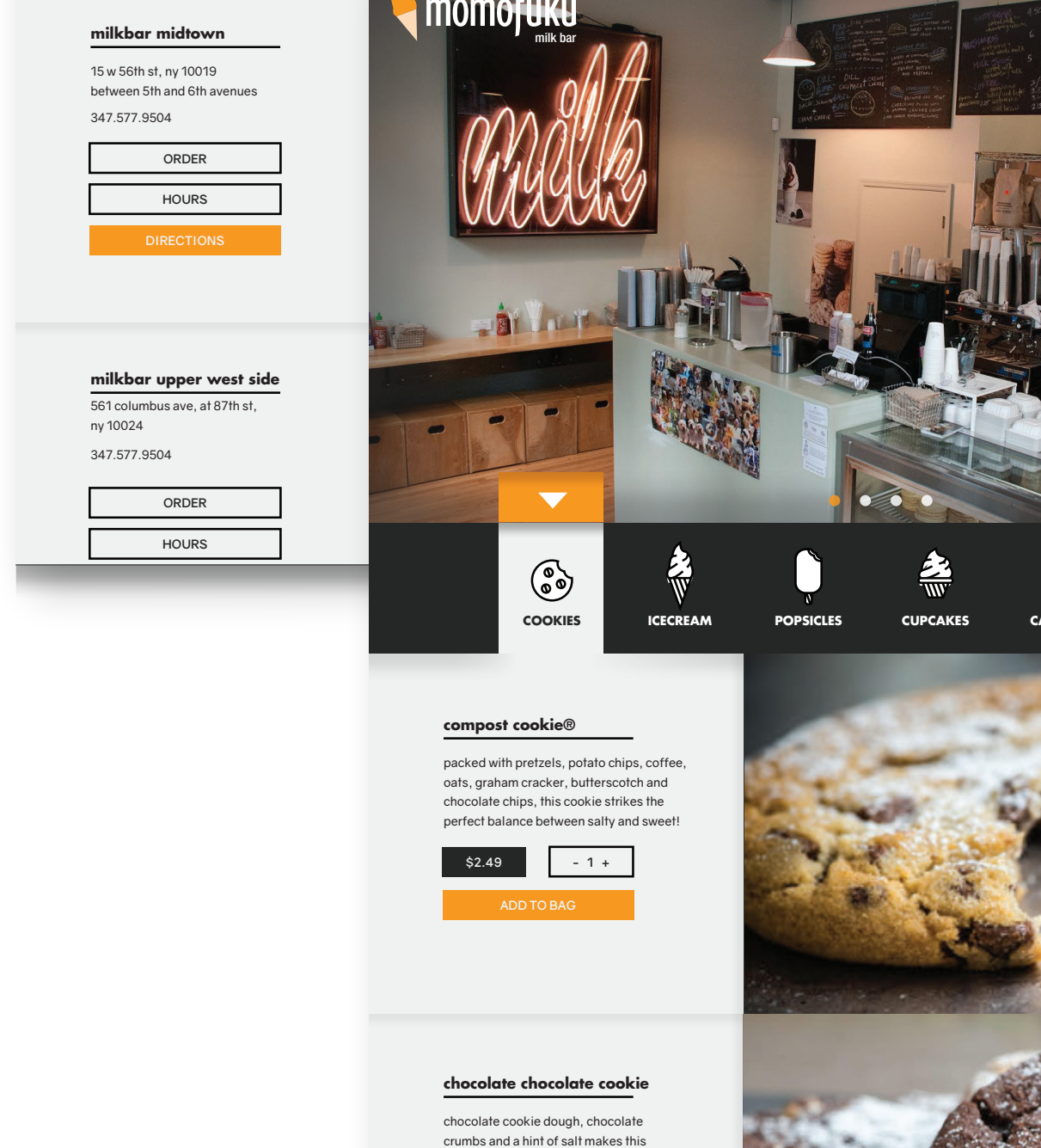


momofuku milk bar

REDESIGN CONCEPT

DESIGNERS
Jason Huang
Desiree Mervau

Home Page
Promo Video



design concept

To create a more sleek and professional website for the Milk Bar that brings the brand closer to their parent company, Momofuku, including easier navigation, simplistic iconography, minimalist color scheme, and professional photography.

Header Images

Main Navigation

Sub Page Navigation

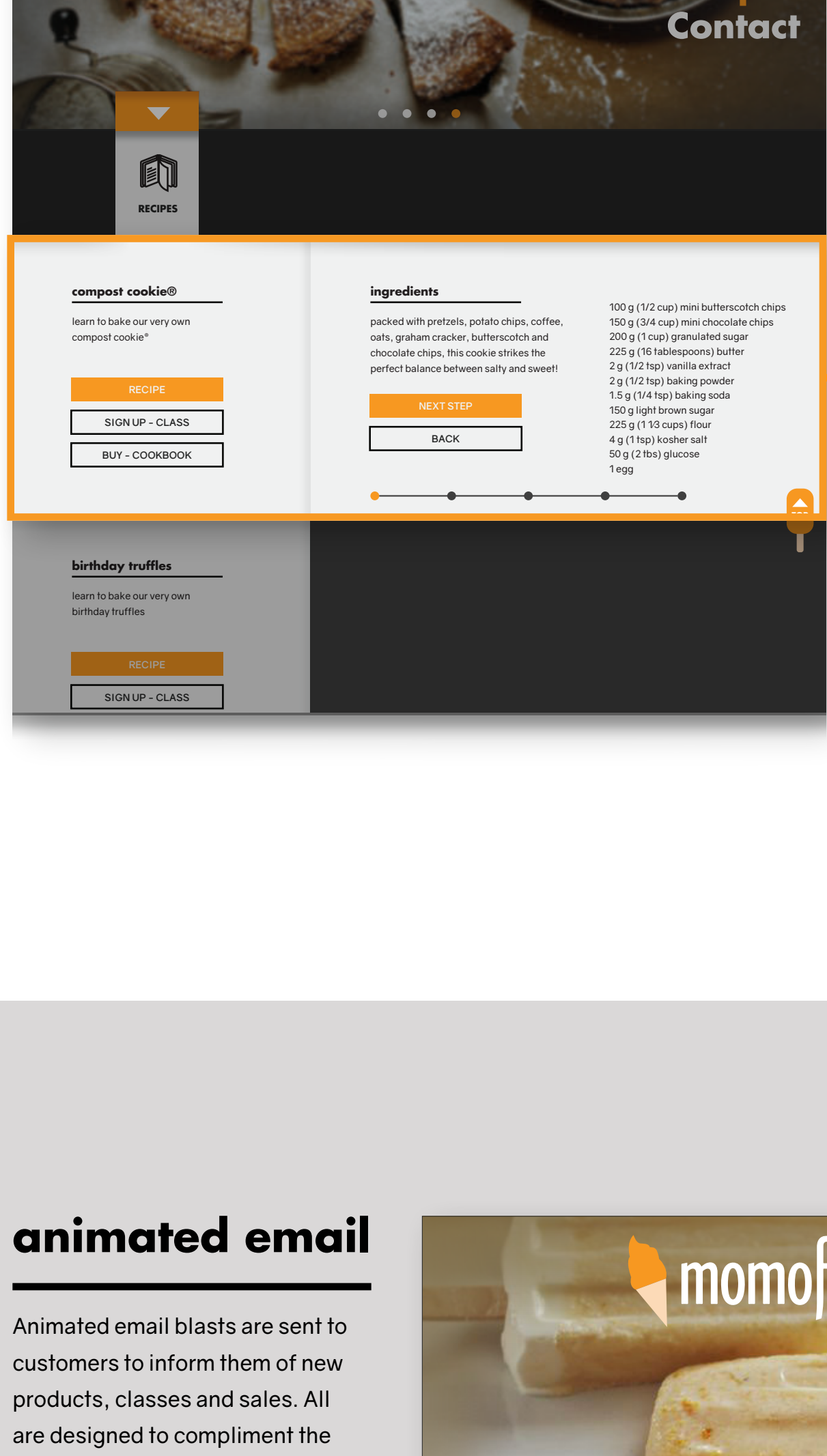
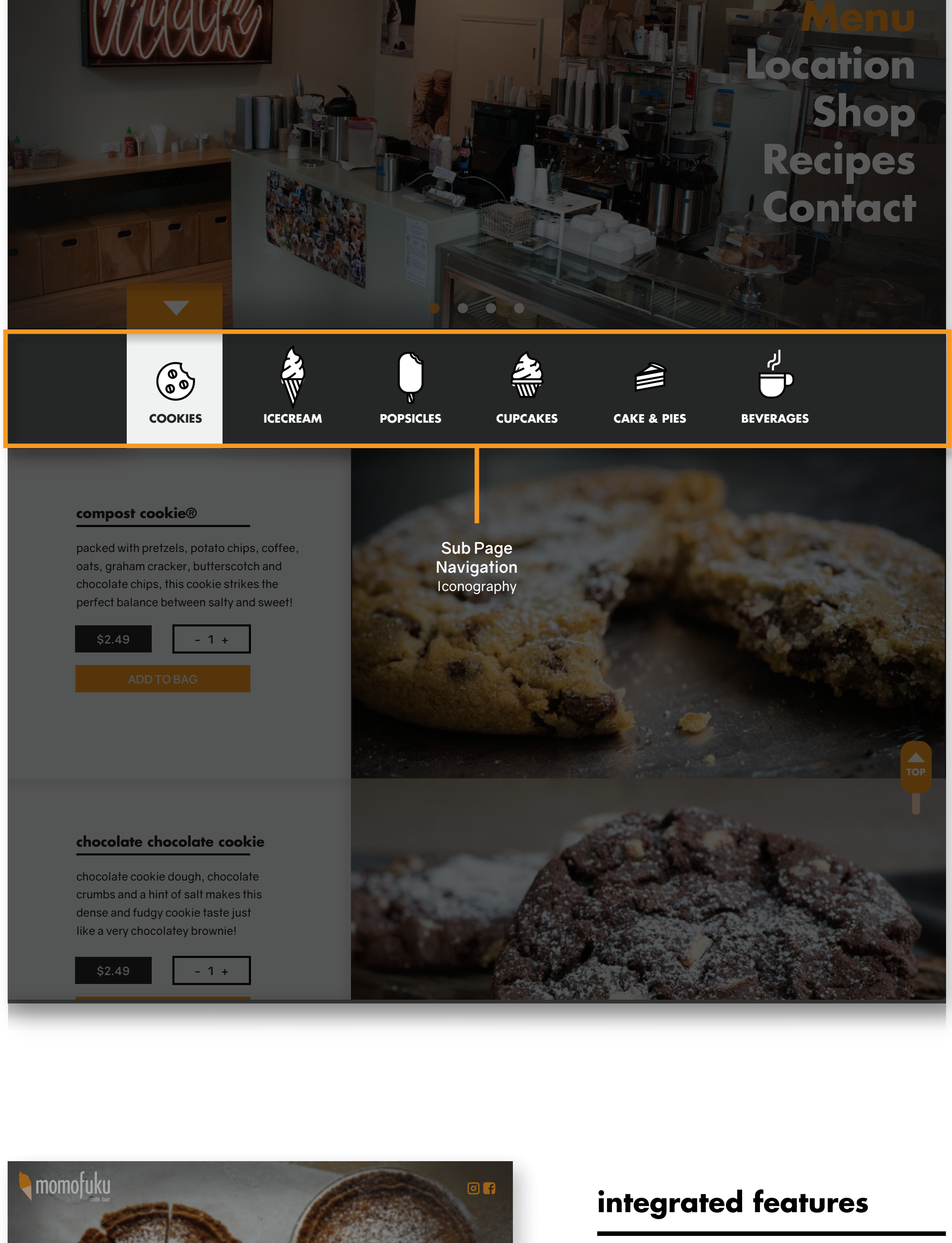
Main Content

navigation style

Visitors can easily navigate through the website by clicking the legible links over the header image from the main page throughout the rest of the website. Sub-pages have their own navigation using simply designed icons to easily move through the web pages.

Logo
Link to Homepage

Social Icons
Link to Social Media



integrated features

Now visitors can shop for baked goods and cookbooks, sign up for classes, look up the Milk Bar locations with interactive maps, and look up step-by-step recipes directly through the website.

Interactive Content

animated email

Animated email blasts are sent to customers to inform them of new products, classes and sales. All are designed to complement the website design.



Logo Link to Site

Hero Image

Email Header

Body Copy

Buttons

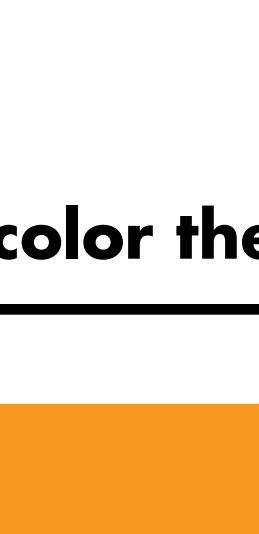
Animation

Social Media Links



branding

The logo and web design has been updated to match the parent company, Momofuku's branding.



Company Logo

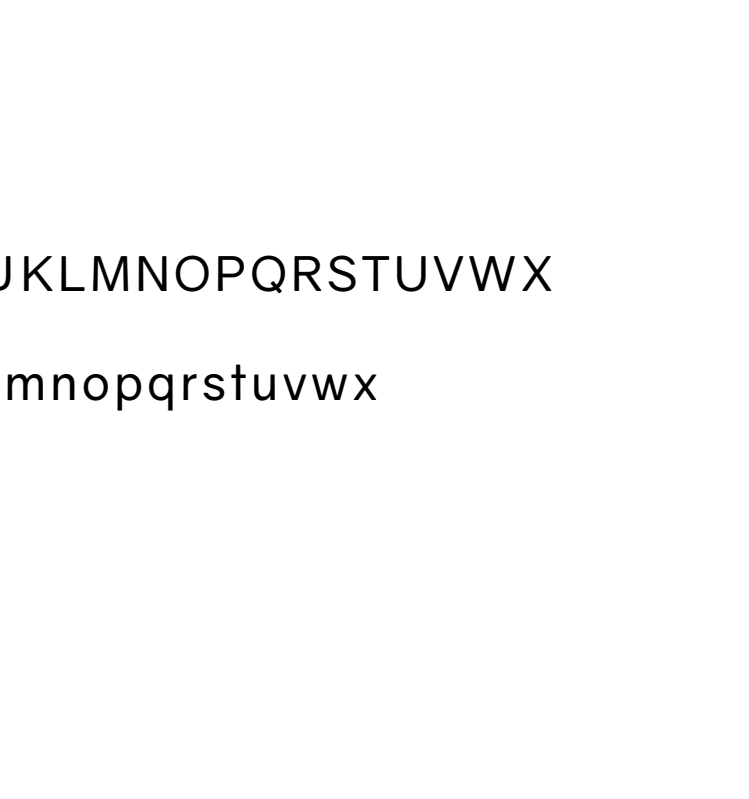
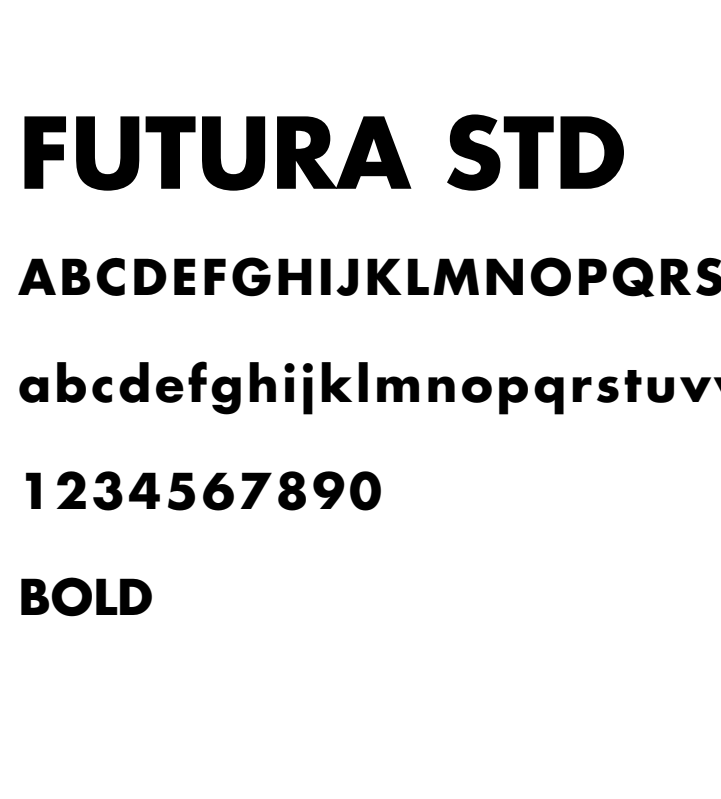


Concept Name



Original Logo

color theme



typography

FUTURA STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BOLD

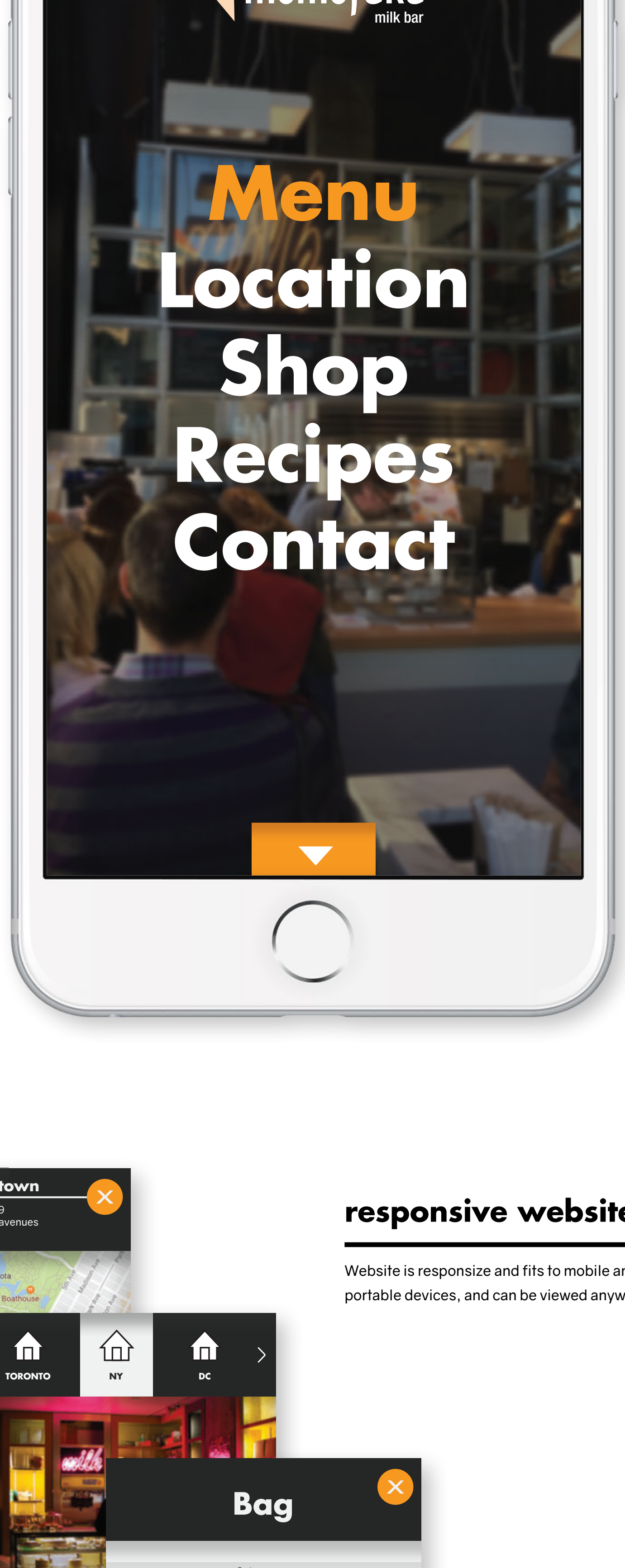
gravity

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

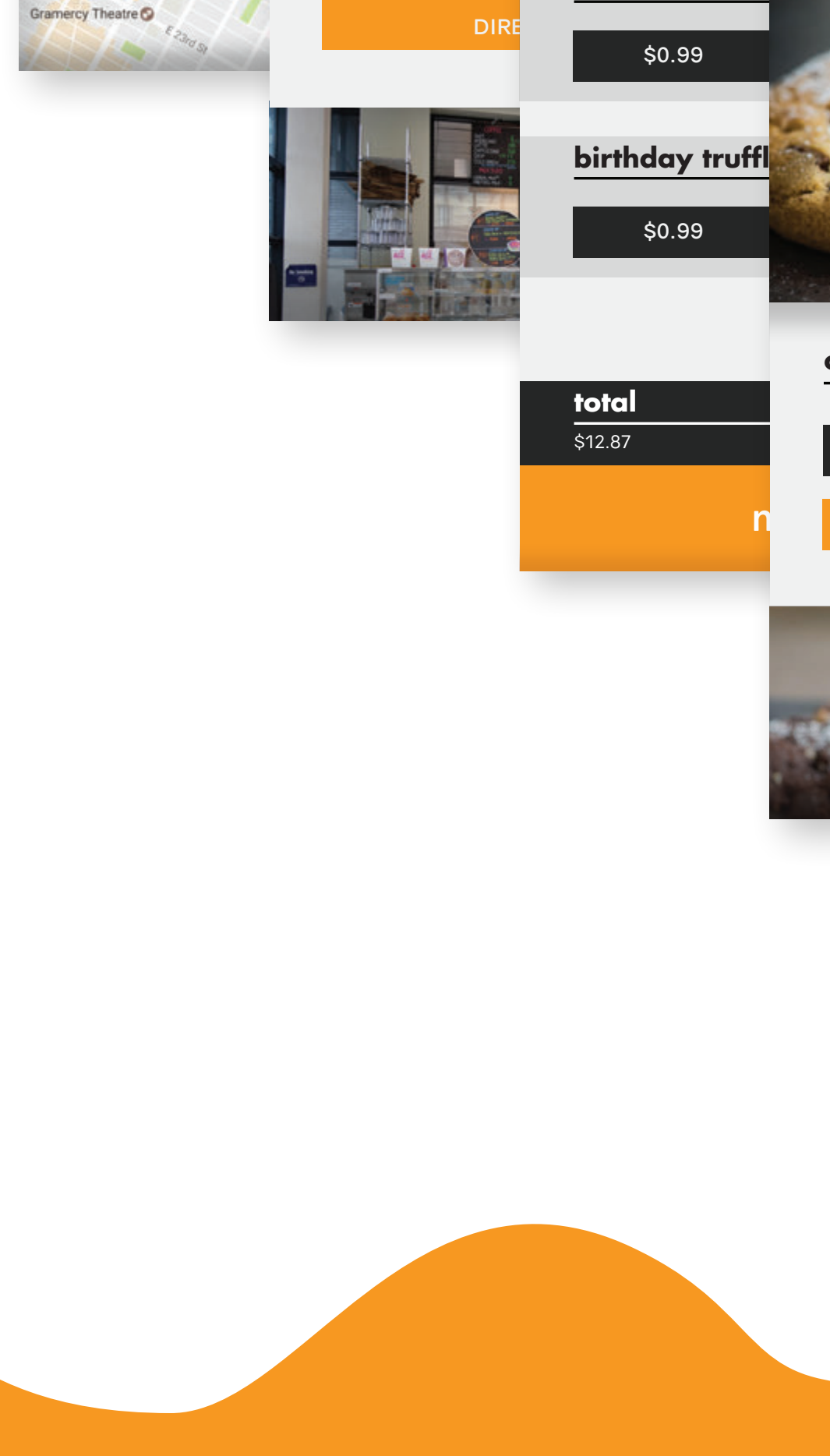
1234567890

Regular



responsive website

Website is responsive and fits to mobile and various portable devices, and can be viewed anywhere.



THANK YOU