



Case study:

SUN NINJA

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Project overview

The product:

Proposal for a **redesigned desktop website and future mobile-responsive** experience for Sun Ninja, focused on elevating the brand's visual identity, improving layout clarity, and enhancing overall usability and accessibility for the user.

Project duration:

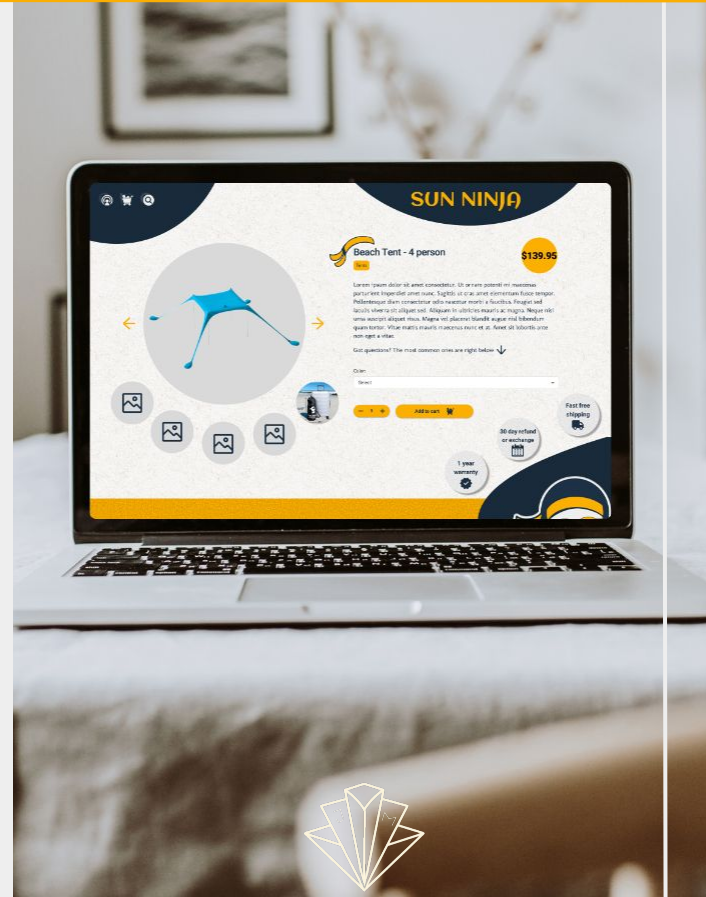
3 days.

My role:

Visual designer, UX research and UX writer.
Developed entirely by me.

Note: This mockup was done in Canva to make a visual of what the product would look like.

Canva



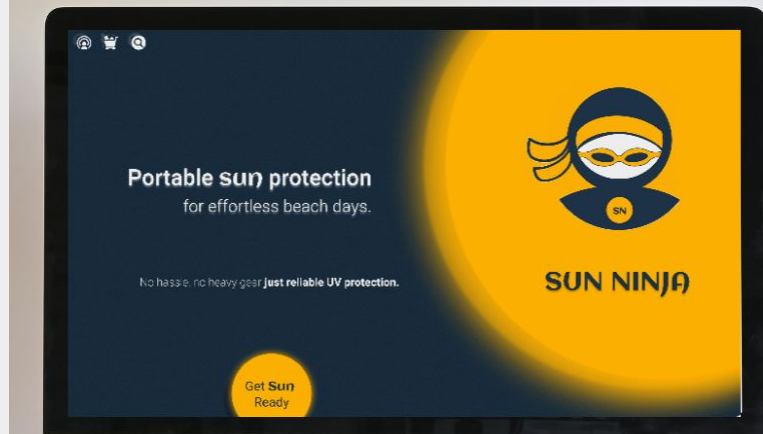
Project overview

The problem:

The existing website lacks a premium visual feel and clear hierarchy, making it harder for users to quickly understand the product value and feel confident moving toward purchase, especially across different screen sizes.

The goal:

To create a visually striking, modern redesign that strengthens Sun Ninja's brand perception, improves user flow, and lays a strong foundation for a seamless responsive mobile experience.



Project overview

Target audience:

Sun Ninja is designed for **people who enjoy spending time outdoors and want to fully enjoy the sun without compromising skin protection**. The brand speaks to individuals and families who value comfort, aesthetics, and peace of mind, and who seek products that blend effortlessly into everyday beach and outdoor moments.

Branding definition:

Sun Ninja is a **minimalist, premium brand created for everyday use**. The ninja acts as a symbolic character that represents care, precision, and protection. Its mission is to shield you and the people you love from harmful UV rays, allowing you to focus solely on enjoying the moment. The **visual identity is clean and refined**, built around soft lines and circular shapes that convey calm, trust, and a modern sense of luxury.



Sun above, calm within. A piece made for beach days to feel light, protected, and unhurried.



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The design

- User flow
- Low fidelity wireframes
- High fidelity wireframes
- Mockup
- Close up

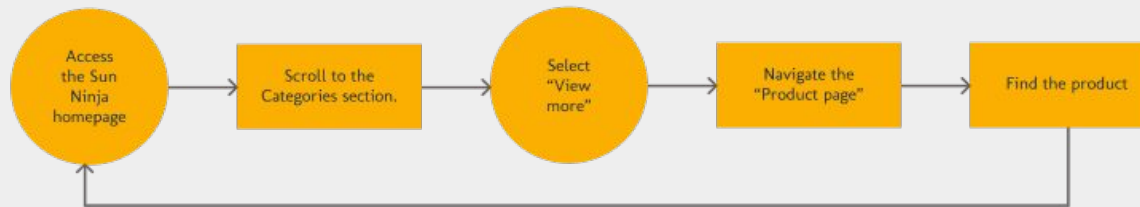


User flow

In the ideation phase, I started by planning the **user flows for potential users**.

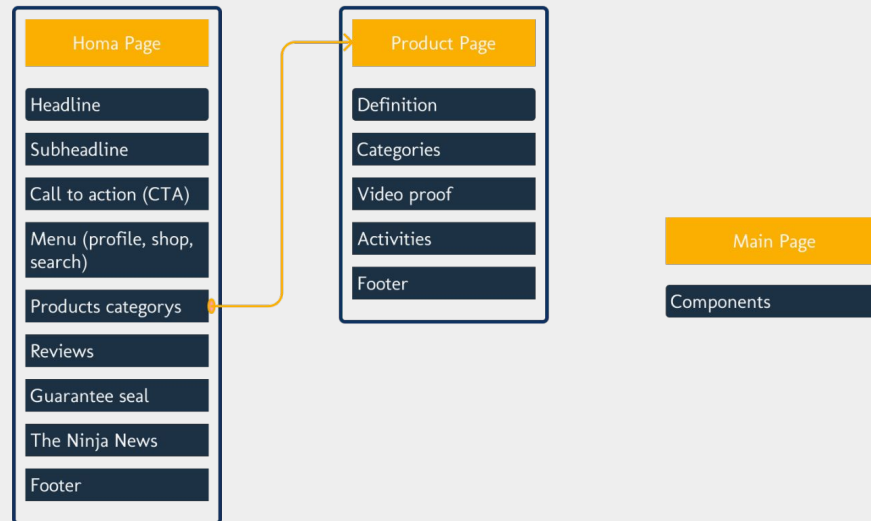
User Task: Use the Sun Ninja website to find a specific product.

1. Access the Sun Ninja homepage.
2. Scroll to the Categories section.
3. Select “View more” to browse product options.
4. Navigate the “Product page”.
5. Find the desired product using category filters, activity selection, or the search feature.



Sitemap

After understanding the user flow, I created a **sitemap that prioritizes clarity, hierarchy, and conversion-focused structure.**



Low fidelity wireframes

I explored the initial layout and content structure through low-fidelity wireframes created in Procreate, focusing on hierarchy and overall flow.



A recorded video of the low-fidelity wireframe process is available for viewing.

High fidelity wireframes

The **high-fidelity designs** were developed in Figma, refining visual direction, typography, and layout to align with the brand's premium and minimalist identity wireframes in Figma,

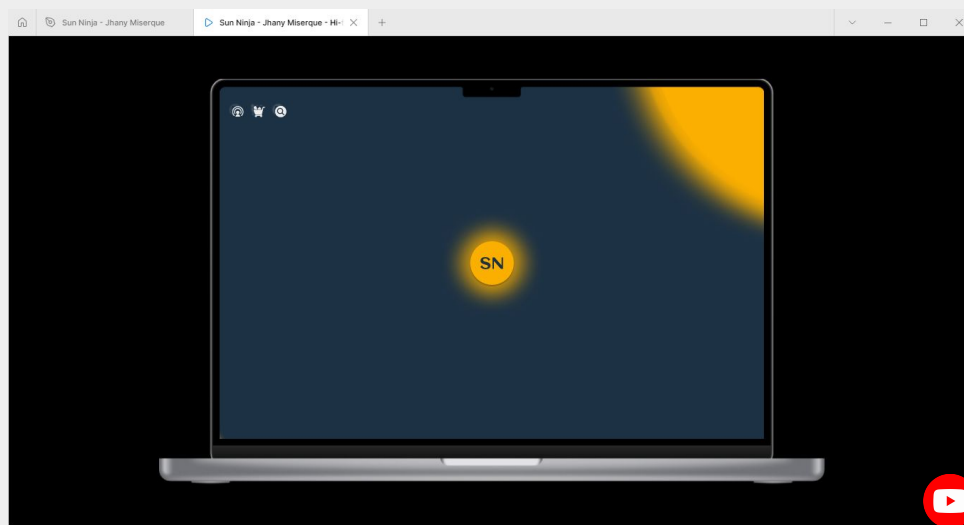
Using **Figma's comment sections**, I documented the reasoning behind my design decisions, shared key insights from my process, and noted ideas for future iterations.

These notes can be explored directly within the Figma file, click on the icon to read them.



Mockup

I built an interactive prototype in Figma to simulate the user experience, test the flow, and visualize key interactions. A walkthrough of this interaction is available on YouTube.



Click on the icon to explore and interact with the prototype in Figma.



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Going forward

- Takeaways
- Next step



Takeaways

Strengthened the ability to **balance premium visual design with conversion-focused** structure.

Applied **CRO principles** through clear hierarchy, intentional layouts, and reduced user friction.

Reinforced the value of designing from **user flow to drive clarity and usability**.

Improved **decision-making** by documenting design rationale throughout the process.



Next steps

Further refine the **responsive design** with a strong mobile-first mindset, ensuring a seamless adaptation across devices. *The iPhone mockup was created using AI as a visual reference to explore proportions and layout behavior on mobile.*

Introduce more **microinteractions** to enhance the sense of modernity and polish, including subtle hover states, feedback animations, and interaction cues that feel quiet, intentional, and ninja-like.

Design **transition screens and state animations** (loading, success, hover, and scroll states) to create a smoother and more immersive experience.

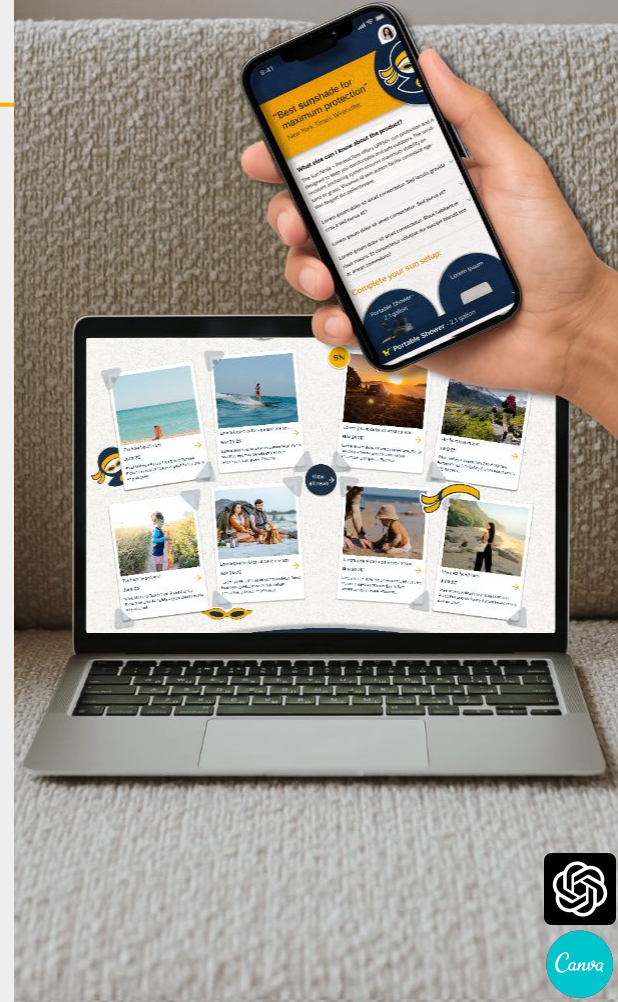


Next steps

Expand the design system by developing **additional screens**, starting with the product listing page, which already has a wireframe foundation and can be evolved into a high-fidelity experience.

Conduct **user testing with Sun Ninja's existing audience** to validate usability, clarity, and conversion flow, using insights to iterate and refine the design.

Continue **iterating on the experience as a living system**, treating the design as an evolving product that consistently centers user needs, behavior, and feedback.



Canva



The end



Thank you.

