

# Jellyfish

Creative Director: Skye Wang

Designer: Joohee Kim

## Likes:

- Structure, and aesthetic design! Very minimalist and well-organized
- Consistent sidebar + dots to keep track of pages/section
- Single page > Multi-page

## Improvements

- Maybe a gradient to smooth out the sections? Transition feels a bit sharp to me
- More imagery/pattern? Background overlay, or more interest in the background vs just plain colors to add interest
- Color could have better transition from light to dark, it's not as obvious that it's underwater