Getting the right "feel" for the design

The first thing we did was gather imagery and samples that matched the theme of the event—which was "a circus of mad max." This included researching characters, posters, and other collateral relating to the movie franchise, and other post-apocalyptic imagery.

Russell then tapped designer Gilbert Gomez for a main event image, and photographer Helen Montez-Carr for some Nevada-inspired grit and grunge photos. The results helped inspire the UX design and development of the final product.

Artboards, styles, and symbols

Armed with a story and imagery, we fired up Adobe XD and started to design the story. Inspired by a gear-powered window mirror, we thought it would be cool to have a gear-powered navigation menu. We also liked the idea of using screws for buttons and the truck radiator supports for photo frames.

We used artboards in Adobe XD to design the key pages of the experience and explain how the design would indicate the user's progress throughout the experience. One artboard in particular even depicted the opened state of the gear-driven menu.

Since there are design elements that need to be repeated on each artboard, we used symbols to link and control these common elements. Symbols give us the ability to move, scale, and adjust design elements across a range of artboards.

And finally, defining Character Styles allowed us to quickly experiment with various font sizes, font-faces, colors, and spacing options across our entire design. This made design experiments and revisions a breeze.

Make it interactive

Once we were happy with the design, we were ready to build a working prototype to show our client—but that's a story for another blog post (click the link below).

Learn to make an interactive prototype from your Adobe XD document.

Watch these features in action

Use Case Center in the new UI feature allows you to create and collaborate on your own design process for your brand. Choose mobile, desktop, or Huge size. In the UI panel, you can change the width of the screen, the content, and the size of the icons.

Use Case Center is a powerful tool to design mobile, desktop, and huge size. Build your own design and preview it with interactive design elements. For more information, check out the Adobe XD documentation.

For more, check out the Adobe Creative Cloud e-learning series:

Designing a Mobile Web Experience with XD

Symbols, styles, and artboards

Not only artboards, symbols help make the story, but also the UI. Information about how the design would look in the story throughout the experience. This tool is critical for the design experience, allowing you to build the story.

Since we are an industry that needs to be efficient and effective, we used symbols to link and control these common elements. Symbols give us the ability to move, scale, and adjust design elements across a range of artboards.

And finally, defining Character Styles allowed us to quickly experiment with various font sizes, font-faces, colors, and spacing options across our entire design. This made design experiments and revisions a breeze.

Make it interactive

Once we were happy with the design, we were ready to build a working prototype to show our client—but that's a story for another blog post (click the link below).

Learn to make an interactive prototype from your Adobe XD document.

Watch these features in action

Use Case Center in the new UI feature allows you to create and collaborate on your own design process for your brand. Choose mobile, desktop, or Huge size. In the UI panel, you can change the width of the screen, the content, and the size of the icons.

Use Case Center is a powerful tool to design mobile, desktop, and huge size. Build your own design and preview it with interactive design elements. For more information, check out the Adobe XD documentation.

For more, check out the Adobe Creative Cloud e-learning series:

Designing a Mobile Web Experience with XD

Symbols, styles, and artboards

Not only artboards, symbols help make the story, but also the UI. Information about how the design would look in the story throughout the experience. This tool is critical for the design experience, allowing you to build the story.

Since we are an industry that needs to be efficient and effective, we used symbols to link and control these common elements. Symbols give us the ability to move, scale, and adjust design elements across a range of artboards.

And finally, defining Character Styles allowed us to quickly experiment with various font sizes, font-faces, colors, and spacing options across our entire design. This made design experiments and revisions a breeze.