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Thread: [Instagram - Profile Showcase Design](#)

AvessoVision - June 20, 2017, 6:49 am

I had some good mood from the [previous release](#), that I've decided to give Instagram a new look. It's not literally Instagram as few buttons and what not are not really there, but more like the reinterpretation of it.

This profile is showcasing an interior designer with a slide gallery. Plus a story already posted on his profile as you already know what the circle around the avatar means.

It had a Contact button next to the Follow but It felt crowded to me.

Space• - June 20, 2017, 6:50 am

Clean and more focus on the actual pictures. I like it! Ever thought to bring back the gradient from Instagram itself to keep their house style while still refresh the look?

radicalxfrosty - June 20, 2017, 7:15 am

I like it!

But I think that you could better use the same design for the pictures because that is more clear.

AvessoVision - June 20, 2017, 9:12 am

(Jun 20, 2017 06:50 AM)space Wrote: [\[CITE\]](#) Clean and more focus on the actual pictures. I like it! Ever thought to bring back the gradient from Instagram itself to keep their house style while still refresh the look?

Thank you,

Do you mean the actual gradient that is on the logo? I don't fancy it that much. Although this mixture feels like a breath of fresh air to me.

I find Instagram to be very pale and simplistic, for an app that promotes pretty much everything. (I browse daily on it)

(Jun 20, 2017 07:15 AM)radicalxfrosty Wrote: [\[CITE\]](#) I like it!

But I think that you could better use the same design for the pictures because that is more clear.

Thank you,

What do you mean by the same design? Do you mean the ends of the other photos in the gallery? If I would've used the same image for all the frames, it would create confusion, as for this is not a wireframe to be using the same images all over your work.

It's the preview of an app, which needs to act and look functional.

Rivalry - June 21, 2017, 11:28 am

I don't like this as much as your Pinterest piece, tbh. It's still pretty good work, but I think it's a backwards step from the current app (not that this is surprising I guess, considering the amount of money Instagram throw at their app). I do still think this is a good piece, but here are some things I would personally have a look at:

- 'Michael' and 'Interior' don't align. This is the first thing I noticed because I've been carefully

curating my designer's OCD for the past several years. Help.

- Gradient on 'Follow' box too aggressive for my tastes, and something about its placement is throwing me off. I'm generally unsure about this piece's comp. I would personally try the following changes:

- + profile pic smaller. I get that Insta have been pushing their stories thing hard and you want to get that across, but it's encroaching on the top bar and it's way too big imo
- + Name and desc move up
- + Follow button moves in underneath name and desc and shrinks. Try to iconise it and pop it in a circular button rather than the cylindrical text button you currently have?

- Moving on. 'Uploads' I despise as text because it's all caps, which is way too shouty for the rest of the design. Is it even necessary to have this text?

- Photo slideshow is fun. What would be underneath this section. I do lament the loss of vertical scrolling though (there are big benefits to usability to vertical scrolling, but I admire that you were trying to switch things up)

AvessoVision - June 22, 2017, 2:06 am

(Jun 21, 2017 11:28 AM)Rivalry Wrote: [\[CITE\]](#) I do still think this is a good piece, but here are some things I would personally have a look at:

- - -

Thank you,

I am quite a "show it all" or a visible person when it comes to my designs.

I dislike the current Instagram layout, including the avatar, that's why it appears to be a more bold visual when you compare them both.

Never tried a gradient like this before and for me it vibes really great though. Could've probably changed the placement on it.

I tried moving the button under the info and it was alright. Although it didn't feel right to me.

The Uploads button I have mixed feelings about it.

Felt like it needed a spacer. a 2px line would've went good as well.

Wanted to remove the vertical scroll from this design.

If we remove the Uploads button, it'll make room for some recent visitor under the gallery, or anything that will include some users.

In the end this is a concept and if it was to be released as anything.

I bet lots of retouches would've taken place including what you've noticed.

I like leaving the designs untouched and simply keep in mind whatever you guys observe so I can use later on future projects.

X X X X - June 22, 2017, 2:08 am

Damn your messenger and insta reworks are nice, gj op.

AvessoVision - June 22, 2017, 3:03 am

(Jun 22, 2017 02:08 AM)X X X X Wrote: [\[CITE\]](#) Damn your messenger and insta reworks are nice, gj op.

Thank you,

I am not that proud of the Messenger one. I might have to rework it.

Zen - June 22, 2017, 3:30 pm

Having a slider feature rather than a grid completely takes away from the brand and vision that Instagram is working with. A pretty design, yes, but completely off-mark in terms of audience.

Something to keep in mind if you wish to pursue graphics as a profession.

AvessoVision - June 22, 2017, 11:06 pm

(Jun 22, 2017 03:30 PM)Laika Wrote: [\[CITE\]](#) Having a slider feature rather than a grid completely takes away from the brand and vision that Instagram is working with. A pretty design, yes, but completely off-mark in terms of audience.

Something to keep in mind if you wish to pursue graphics as a profession.

Thank you,

I am aware that a slider may not be appropriate for a large group of people as you'll really need to swipe quite a lot in order to find whatever you're looking for exactly. Simply wanted to remove the grid and make this more of a short profile showcase instead.

I am an illustrator actually but I am trying to get back at UIUX with every step.

Lucio - June 23, 2017, 9:49 am

Okay, was this redesigned for a 'refreshing look' or did you actually find problems in their design that you could solve? You basically stripped IG of it's functionality. Did you think it was a good idea to remove the lower nav bar? Why is it that the back arrow is the only means of returning to my home page (or content that lead to this page). This horizontal scroll takes a huge stab at standard design pattern and usability. Kind of like what Apple did to the lock screen in iOS10 (10 right?), I'm still getting used to that. Also, your font sizes and scaling are off as fuck for mobile. If I looked at this mockup on my iPhone it'd probably look like a mockup for ants. Also the main content is in the bottom half of the screen for Christ's sake. I'm going to stop nitpicking. Good to see some UI work.