

Initial Meeting Notes:

Creative Director: Madeline Montoya

Designer: Sang-Jin Lee

For the initial mockup, I gave Sang-Jin a lot of leeway when it came to designing the site. We talked about how we have a similar visual style, and therefore I trusted him to create the initial mockups with what he thought was aesthetically pleasing. I did stress the importance of using the bottle as the forefront imagery, and went over the creative brief with him as well.