

UX/UI CASE STUDY

U.S. FISH & WILDLIFE SERVICE REDESIGN

Mobile website concept and interactive prototype

ACADEMIC CLASS PROJECT

MOBILE-ONLY PROTOTYPE

BRENDAN BACHMANN + LESLIE REYES

UCF UX/UI Design Boot Camp | Instructor: Sam Harper | Figma

Independent academic redesign concept. Not commissioned by or affiliated with the U.S. Fish & Wildlife Service.



A classroom brief with a focused mobile scope

THE ASSIGNMENT

Redesign an existing website by applying the UX principles and interface fundamentals taught during the UCF UX/UI Design Boot Camp. Our team selected the U.S. Fish & Wildlife Service and translated its broad public-service content into a clearer mobile experience.

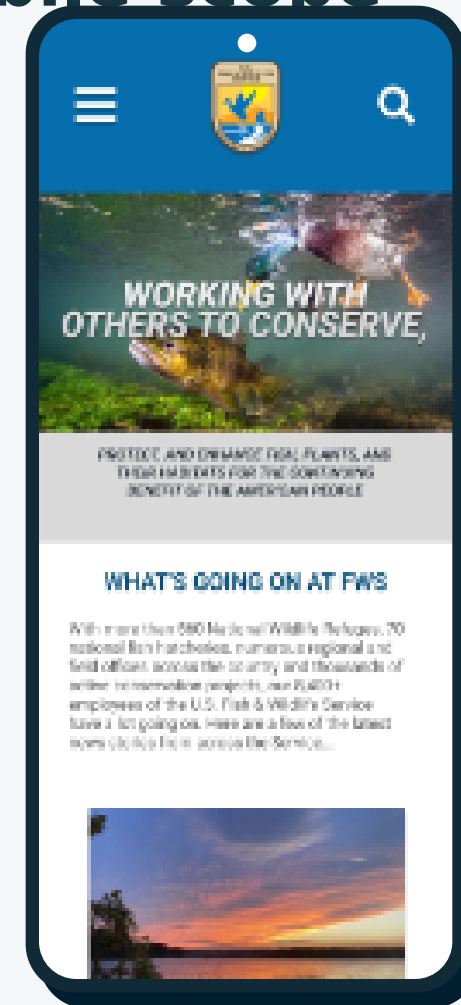
SCOPE CLARIFICATION

This was a mobile-only interactive prototype created for a class project. It was not a production build, was not launched, and was not commissioned by the agency.

ROLE: UX/UI DESIGN

TEAM: 2 DESIGNERS

TOOL: FIGMA



DELIVERABLE

A COHESIVE MOBILE CONCEPT

Reusable UI components, category-based navigation, and an interactive prototype for classroom presentation.

Translating a complex public-service experience to mobile

The redesign centered on helping mobile visitors understand what the agency does, explore conservation topics, locate services, and move through a deep information structure without losing context.

**MOBILE
FIRST**

1 Clearer navigation

Group a large amount of content into recognizable, user-oriented categories.

2 Scannable hierarchy

Use clear headings, modular cards, and consistent calls to action for quicker browsing.

3 Reusable mobile patterns

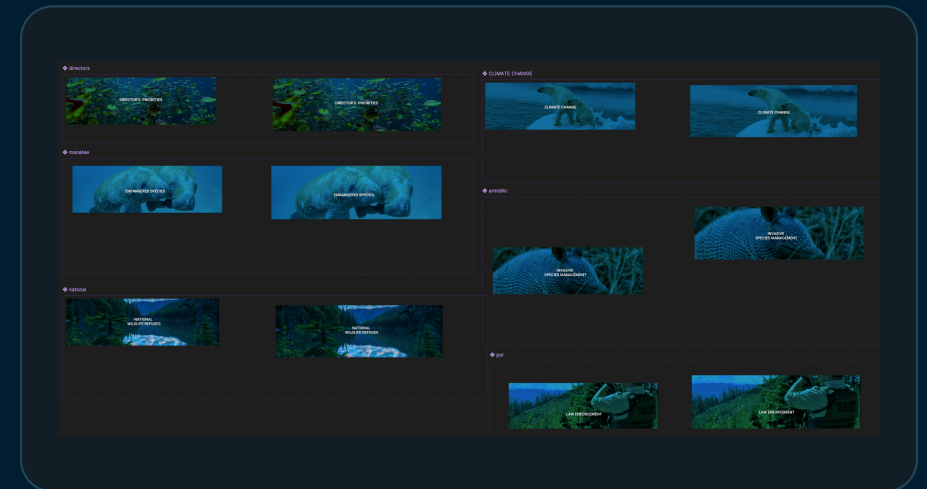
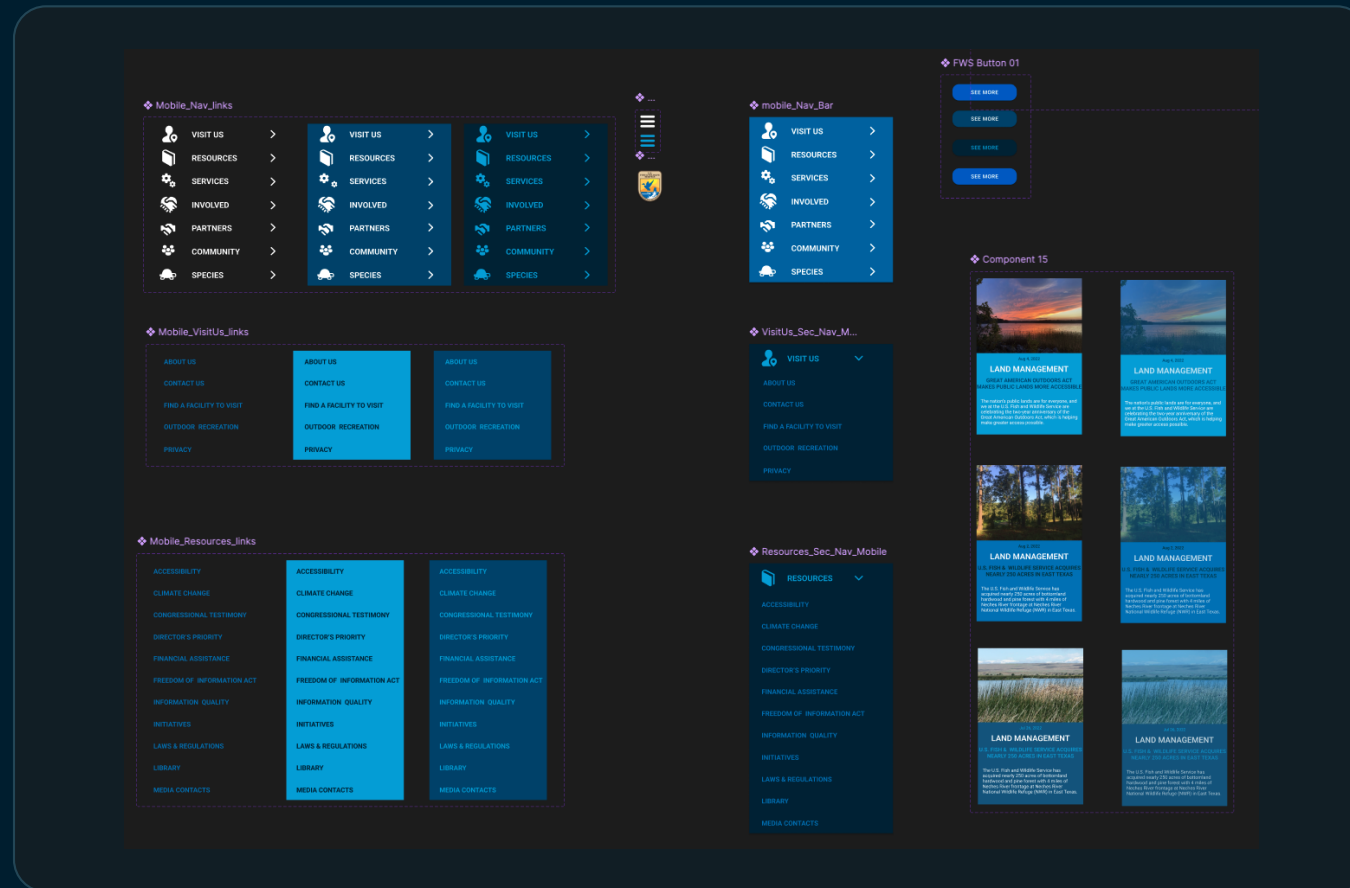
Create consistent header, menu, card, button, and section treatments across the experience.

4 Accessibility-minded design

Consider contrast, readability, icon recognition, and touch-friendly interaction during the class exercise.

Reusable building blocks

Components and states support a consistent mobile experience.



SYSTEM ELEMENTS

- Primary and secondary navigation states
- Icon-led category links
- Content cards and CTA buttons
- Photography-driven topic panels
- Consistent blue color hierarchy

A homepage built for exploration

The long-form mobile layout combines mission, news, priorities, services, and location content.

CONTENT STORY

01 Mission-led introduction

A concise conservation message establishes purpose immediately.

02 News and updates

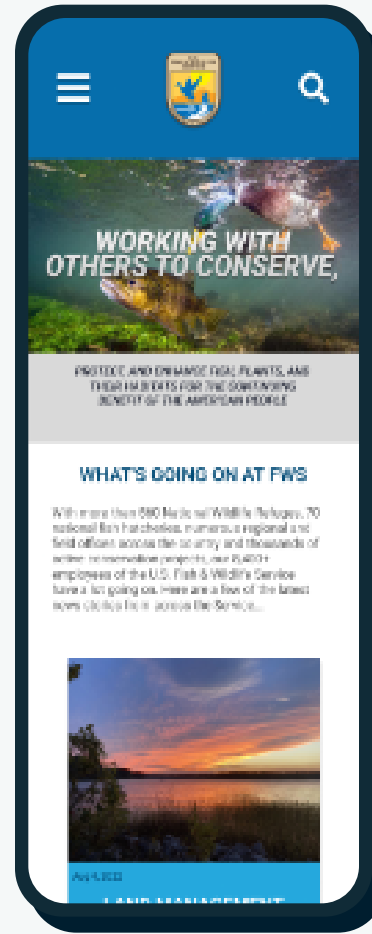
Card-based stories create a repeatable, scannable pattern.

03 Focus areas

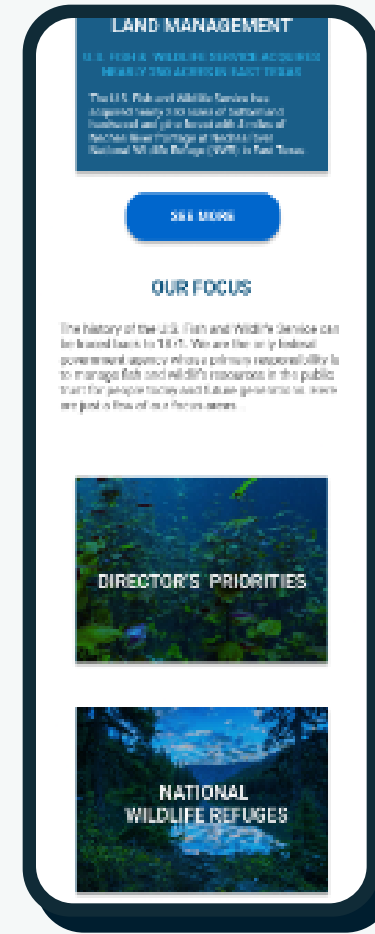
Photography helps visitors recognize major agency priorities.

04 Services and locations

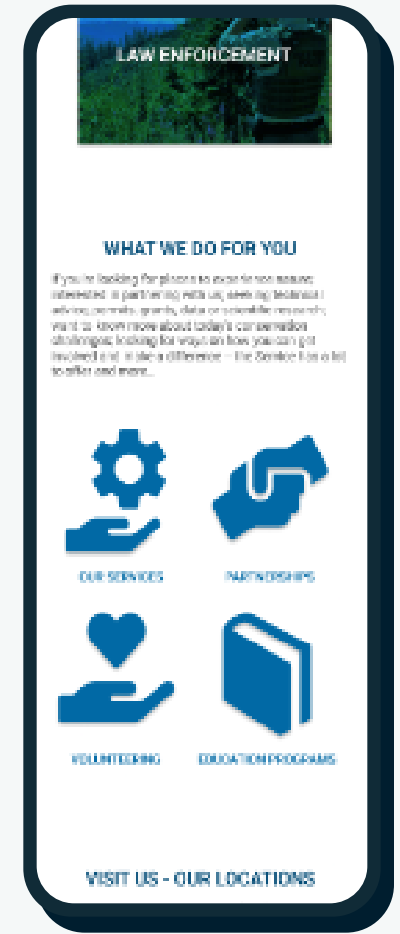
Icon-led actions and mapping connect information to real-world needs.



INTRO + NEWS



FOCUS AREAS



SERVICES + MAP

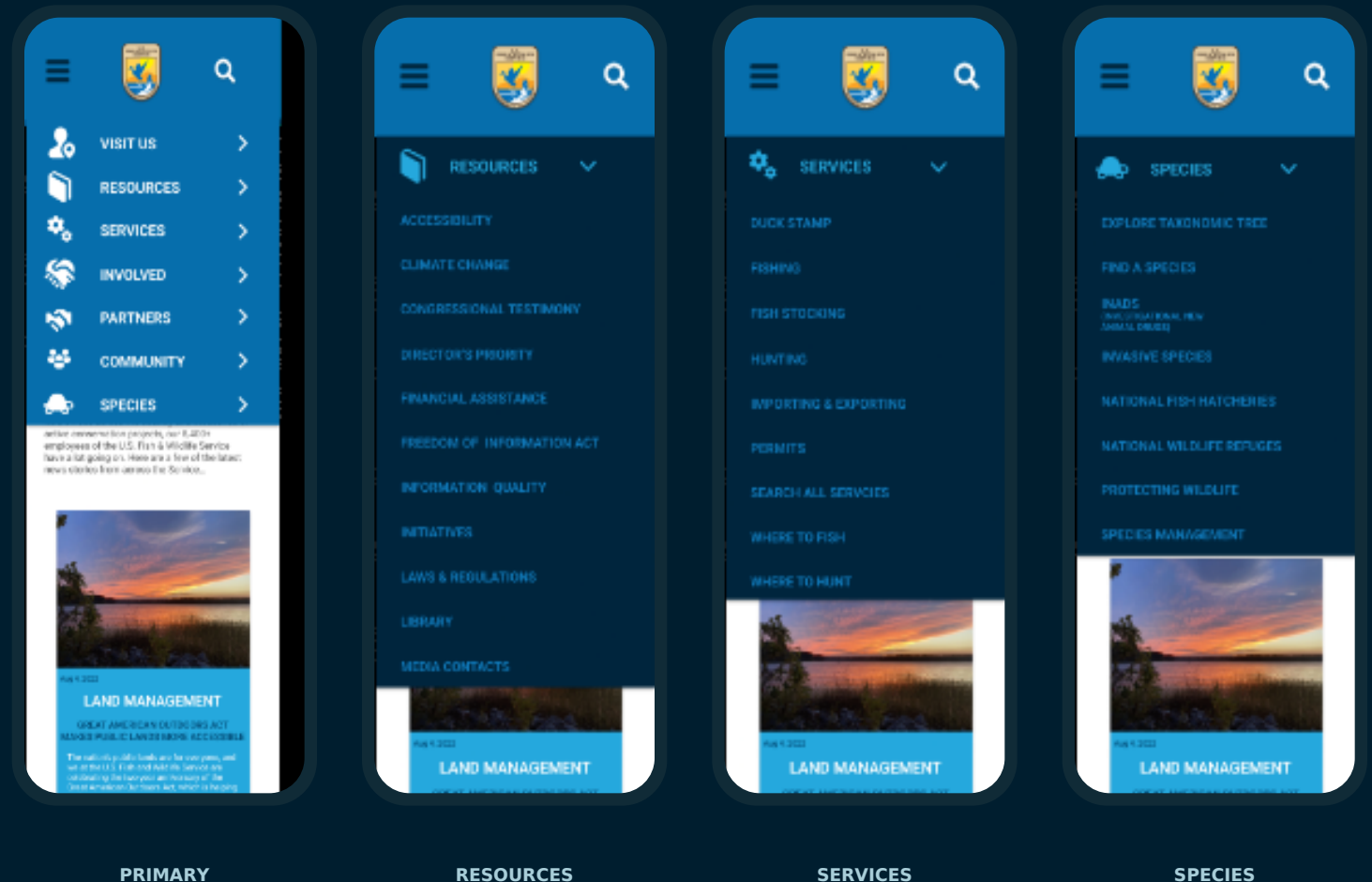
Category-based mobile pathways

The menu system turns broad agency content into recognizable entry points.

A compact header keeps navigation and search available. The expanded primary menu reveals seven key categories, while each category opens a dedicated secondary list. This layered approach reduces the amount of information presented at once.

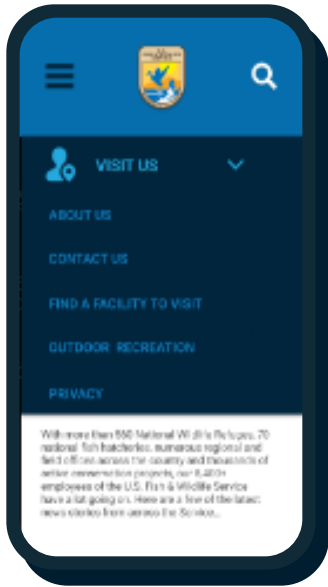
CORE PATTERN

- 1 Persistent mobile header
- 2 Icon-supported category labels
- 3 Expandable secondary navigation
- 4 Consistent color and spacing states



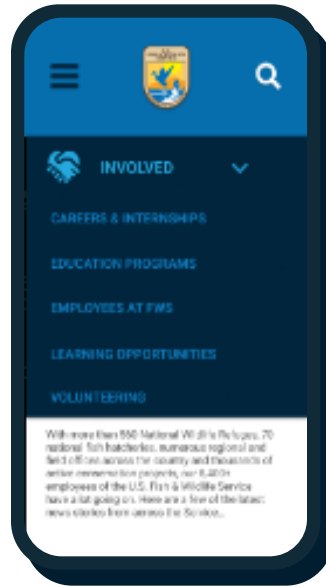
Secondary menus maintain context

Each pathway uses the same visual logic while adapting to different content depths.



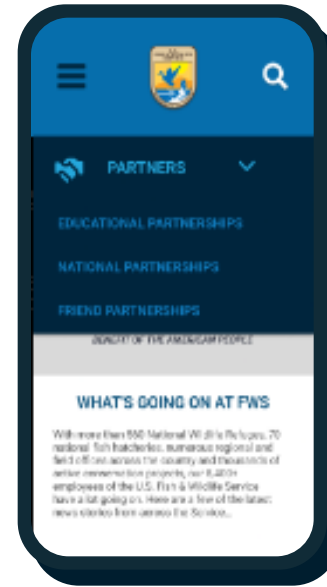
VISIT US

Locations, contacts, recreation, and privacy



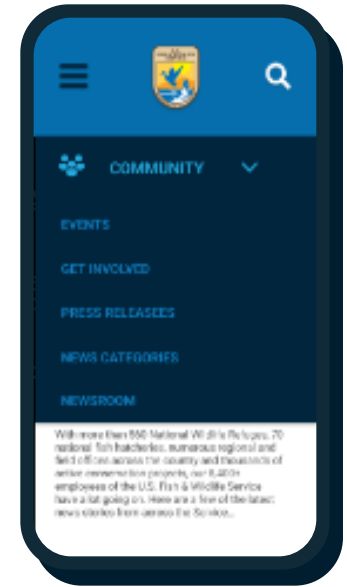
GET INVOLVED

Careers, education, learning, and volunteering



PARTNERS

Educational, national, and friend partnerships



COMMUNITY

Events, news, press, and public involvement

A COHESIVE MOBILE DESIGN CONCEPT

The final prototype demonstrated how a consistent visual system, category-based navigation, and modular content could make a complex public-service experience feel clearer and more approachable on a mobile screen.

ACADEMIC BOUNDARIES

Mobile prototype only | No coded production build | No launch metrics | Not commissioned by USFWS

DESIGN TEAM

Brendan Bachmann + Leslie Reyes

UCF UX/UI Design Boot Camp | Instructor: Sam Harper | Figma

[VIEW FIGMA PROTOTYPE](#)



Independent academic concept shown for portfolio purposes.