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Inspired. Precise. Purposeful.

The thinking behind the work

The interesting part of a project is often the decision that does not appear in the final image: what to preserve, what to question, and how to help the next person carry it forward.

These are my notes on design, development, communication, and working with other people. Some begin with a small HTML choice. Others concern a review or a handoff. The question running through them is how to make a considered decision when the answer is not automatic.

Three places to begin

From approved design to working email

When an inbox constraint calls for another design conversation, the first question is what the original detail was meant to preserve.

Shared standards should answer everyday questions

A visual system needs enough consistency to be recognizable and enough room for different messages to remain clear.

Give a creative review a clear job

A meeting can produce plenty of feedback and no decision. What should the person returning to the work actually leave with?

Follow a question

What should stay consistent?

Component boundaries, shared design decisions, and materials that remain useful when the content changes.

What is the interface promising?

Links and actions, questions worth asking in a form, and the experience beyond an email.

What does the evidence show?

A testable explanation for a layout problem, a reproducible rendering issue, and the assumptions behind a convincing draft.

What helps the next person?

Useful feedback, context that stays with the source, and the ordinary details of trust.

The topic navigation contains the full collection. The portfolio and project accounts provide a different view of the work discussed here.

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