

lexi  
avery



**stitcher's field guide**  
**process book**

a comprehensive look into the  
lexi avery creative process

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credit: [yulia sherbok](#)



credit: [mallery bailey](#)



credit: [mallery bailey](#)



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## history

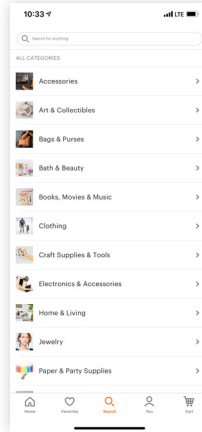
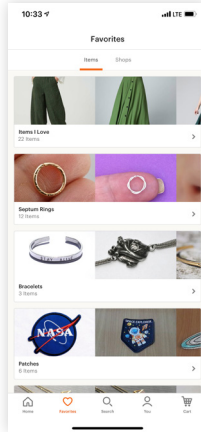
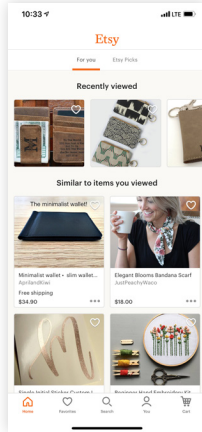
embroidery is a very old art form, but it has a very new spirit. i am drawn to embroidery because you can do whatever you want with it. the thing about it is that because you can do whatever you want with it, there is a mountain of information to learn when you start to pick up the techniques. this was all very overwhelming to me, and caused me to learn much more slowly than usual. over the span of a decade, i picked up skills and forgot how hard it was for me to learn at the beginning.

## overview

a few years ago, i was scrolling through instagram and i stumbled upon a video of a woman showing you how to do a simple embroidery technique. i thought, "wow! she made that look so easy, and the video was so concise. i really wish i had that when i was starting." and there the idea for an embroidery encyclopedia app was born... and then subsequently sat on a shelf in my brain for about 2.5 years. after learning and building the skills i would need to map out and design the app, i finally pulled the idea off the shelf and got to work.

## 4

## etsy



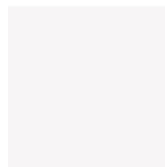
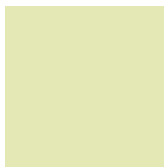
## research

right off the bat, i thought of about ten apps that already do the picture and video sharing model well; twitter, instagram, etsy, reddit, etc. out of all the apps, i thought that etsy and instagram were the best to base my design around. i wanted it to be picture focused because many of the users would be spatial learners.

## instagram



## overview



## concept

this app was already going to be very complex because of all the information being shared, so i wanted to make sure that the design around the information was very clean and sleek. using very minimal colors, keeping everything very light, and very scarce. i didn't want anything in the app that didn't need to be there. for this reason, i chose a monochromatic green color palette and Avenir as the main typeface.

### Avenir Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & ?

### Avenir Medium

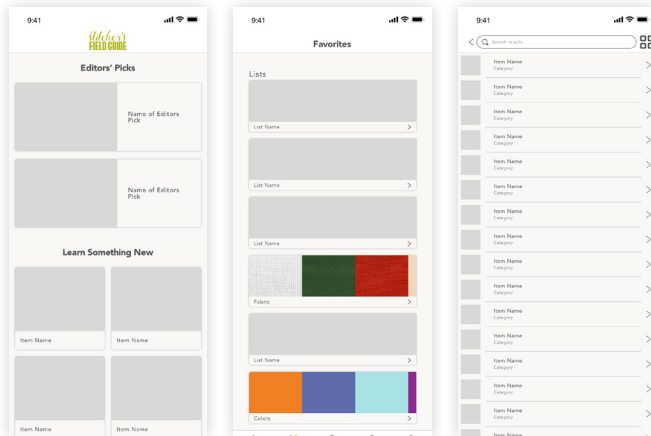
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & ?

### Avenir Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & ?

## creation

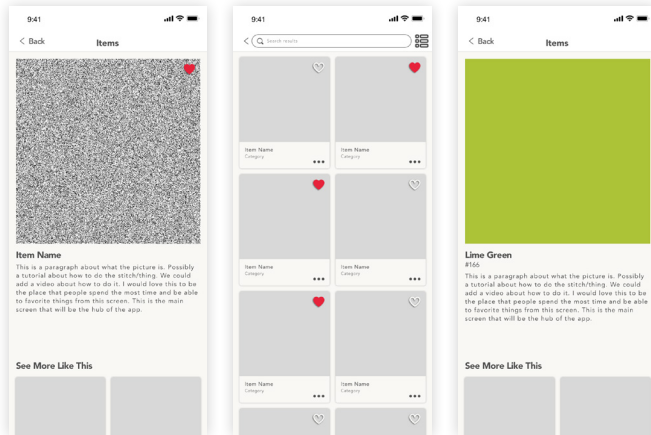




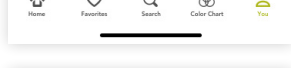
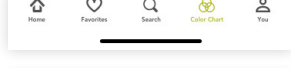
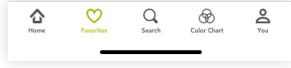
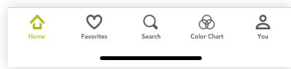
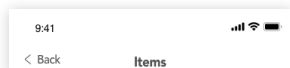
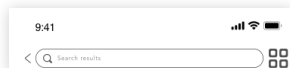
## wireframes

before getting bogged down in the details and very low level problems of the app, i wanted to create wireframes to guide me as i continued through the app.

i needed to know that the design of the app could stand on its own without the help of the final images and colors that went along with them.



## creation

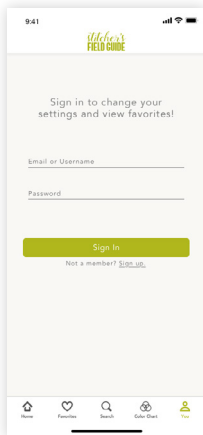
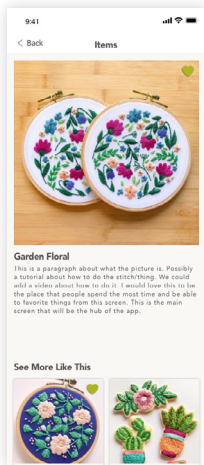
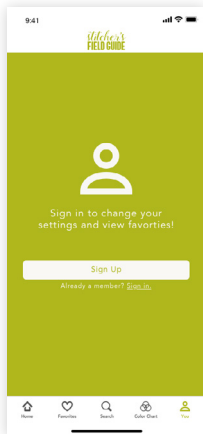
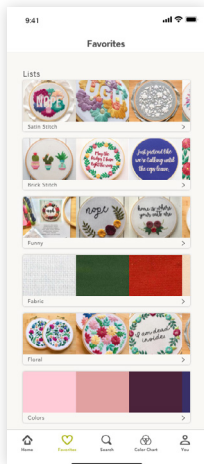
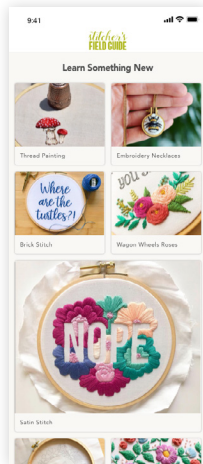


## symbols

when designing and building an app or website, there are many components that repeat several times. especially with apps, it is very important to future proof and make sure that if you make a change to a component, that change is made across the board. a neat way to save yourself a large amount of time and energy is to create symbols so that you don't have to change those components individually. with symbols in the Sketch design program, i could create the symbol once and place it all over the design. when i edit the master symbol, all the copies change, too.

## creation

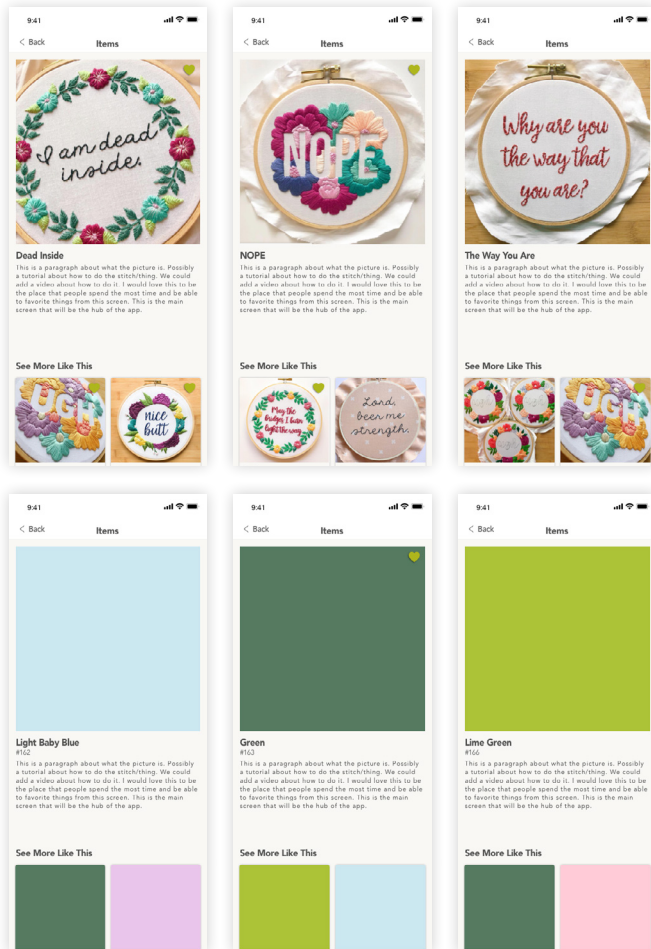




## finalization

## build

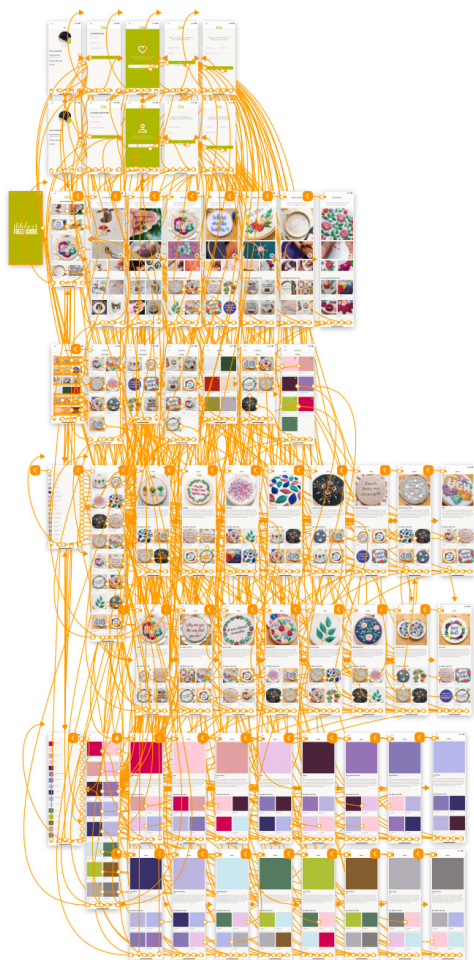
once the wireframes were done, i set out to fill the app with images and content. this really transformed the app and brought it to life. during this phase, i kept a running list of app screens that had slipped through the cracks during the wireframe phase. this included the change account password and email screens and the sign-up screens. i went back and created the missing screens as i was adding content to the app.



## finalization

## expansion

because of the nature of this app, many of the screens are the same basic design with different text and images. i wanted the app to be very well-rounded, so i created several of these duplicate screens as a proof of concept.



## prototyping

a really nice thing about building apps now is that you can prototype them very easily without touching a single line of code. the Sketch design program has a prototyping tool built right into it. i wanted to make sure that the app i created flowed well and in a way that made sense, so i set out to prototype it in its entirety. once i was done, it was amazing to be able to click through the app i had built like it was actually on a phone.

## finalization



## **final app**

if you would like to view the app in its entirety, you can click [here](#).

## **finalization**



## **acknowledgments**

i cannot say a big enough thanks to the embroidery community on instagram. this app wouldn't have happened if it wasn't for the inspiration and love radiating from that community. i also want to give a special thanks to Mallory Bailey ([@ellucystitches](#) on instagram) and to Yuli Sherbak ([@mossandfeather](#) on instagram) for allowing me to use their images in the app. without them the app would be nothing.

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**thank you**

the stitcher's field guide  
process book is complete