



Document Design Capstone: Professional Identity and Usability Analysis Prepared by: Stephanie R. Wilder

Professional Persona: Ops Architect | Technical Operations Specialist

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Portfolio Contents:

Brand Identity Analysis: A comparative study of Spectrio and Mood Media's market strategies and visual communication

Applying CRAP Principles: A redesign evaluation of a 2021 California Labor Law Poster using Contrast, Repetition, Alignment, and Proximity.

Professional Identity & Rationale: The "Mas Wild Labs" brand development, including the Ops Architect resume and project rationale.

Usability Evaluation: Technical Documentation Critique and proposed redesign of a minimalist hardware installation guide to improve "real-world" user experience.

Reflective Essay: The Evolution of Design - A synthesis of how brand identity, design principles, and technical writing intersect in professional practice.