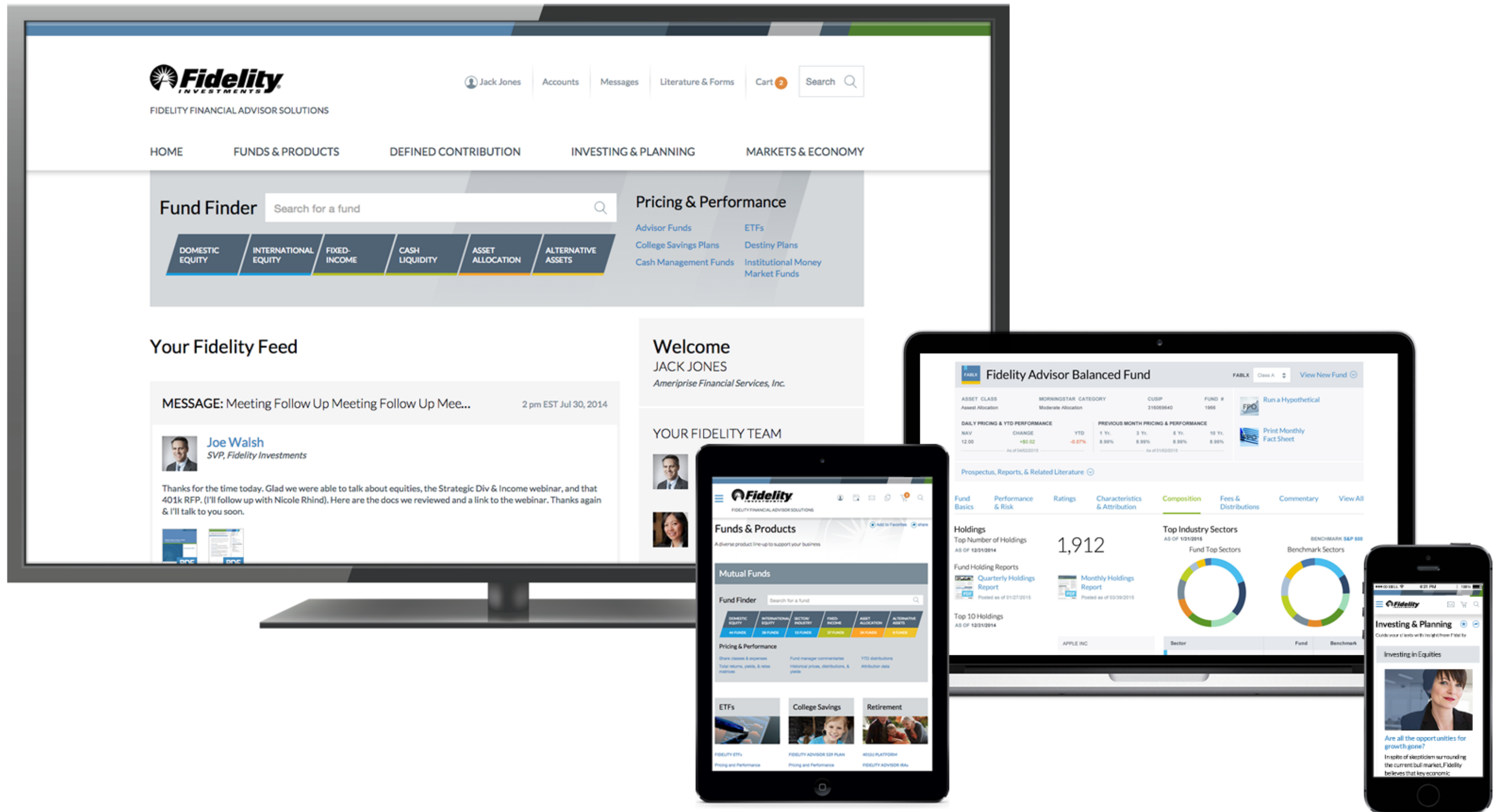




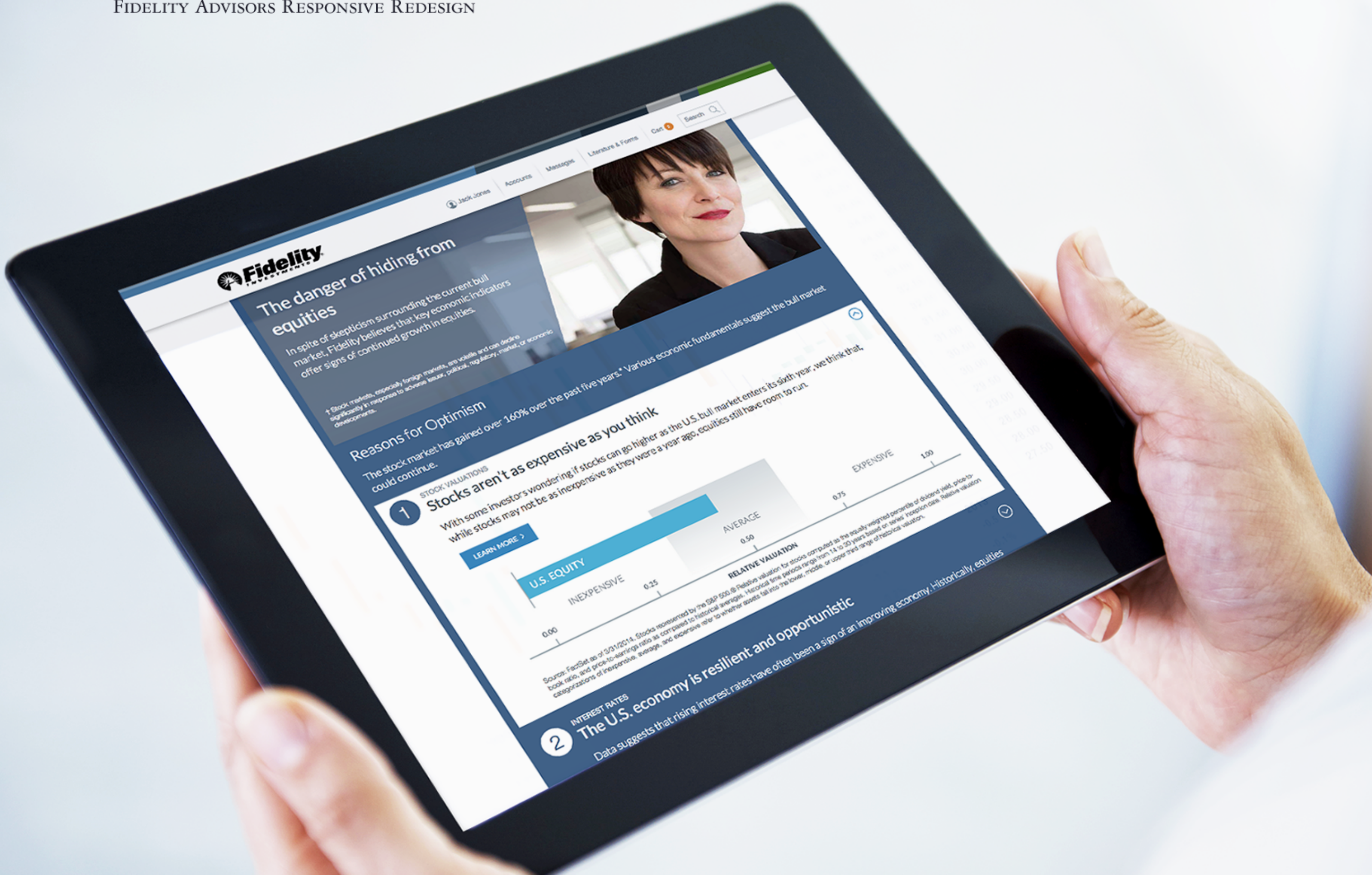
## FIDELITY ADVISORS RESPONSIVE REDESIGN

Responsive redesign for desktop, tablet and phone. The redesign included new product search and check-out features, incorporated social feed and redesigned the display of funds and products. I started with mood boards to create the design direction that was approved by Fidelity, presented all work to the client, developed all templates and then oversaw production of the 400+ page website. I worked hands on creating page layouts, along with overseeing the production of a digital style guide and working closely with UX and development teams to assure the quality of everything delivered. See: <https://advisor.fidelity.com>

Freelance Creative Director/Lead Visual Designer, TandemSeven 2014-2015





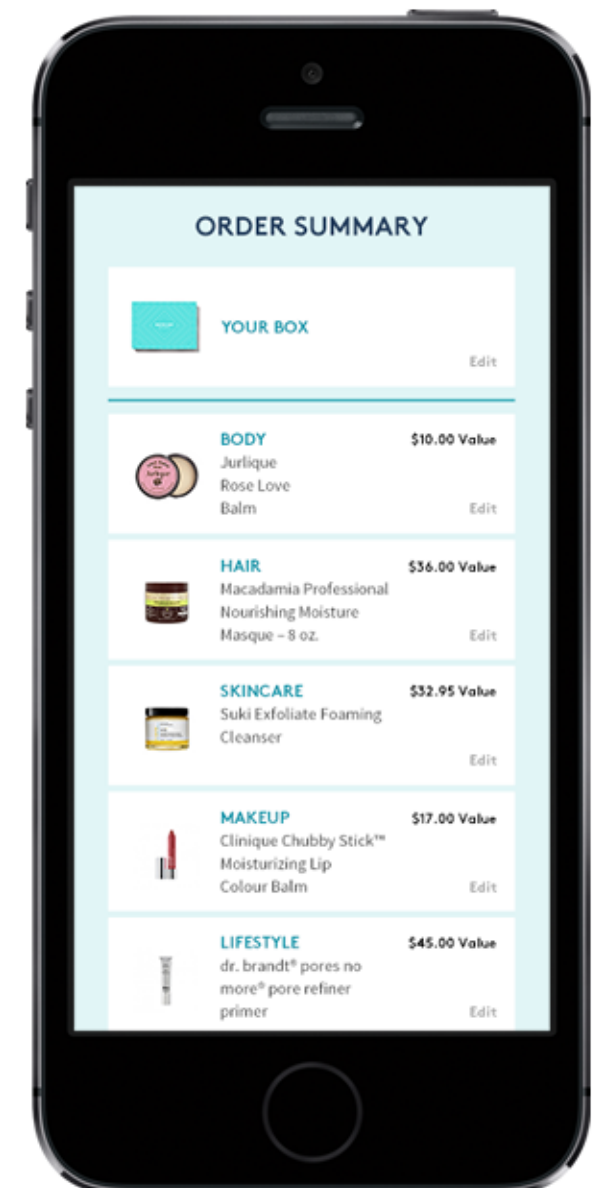
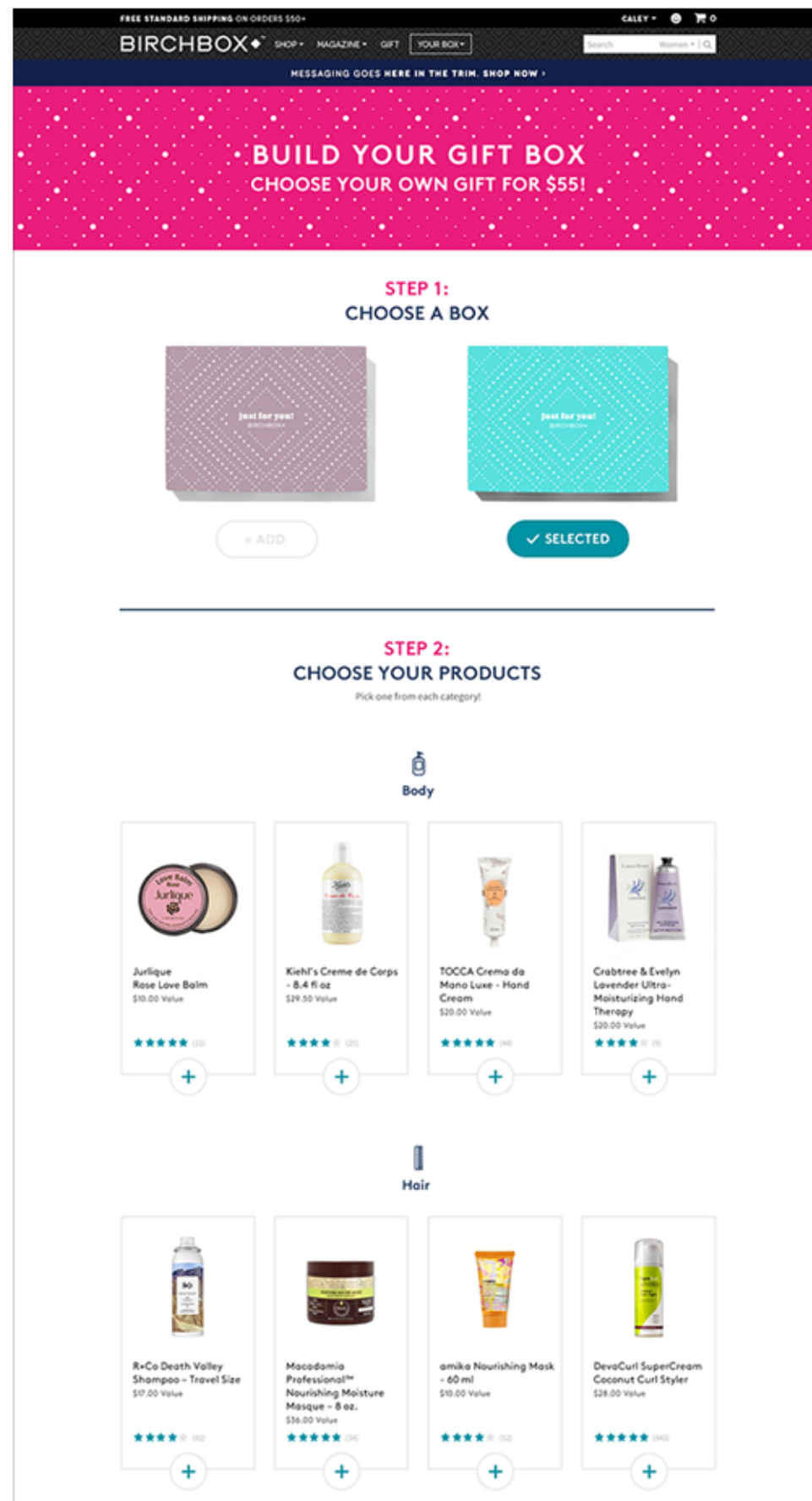




# BIRCHBOX PRODUCT DESIGN

Visual and UX Design for desktop and mobile views of a Build Your Own Box module. Customers can select a box design and customize the products they want to receive.

Freelance Senior Product Designer, Birchbox 2015

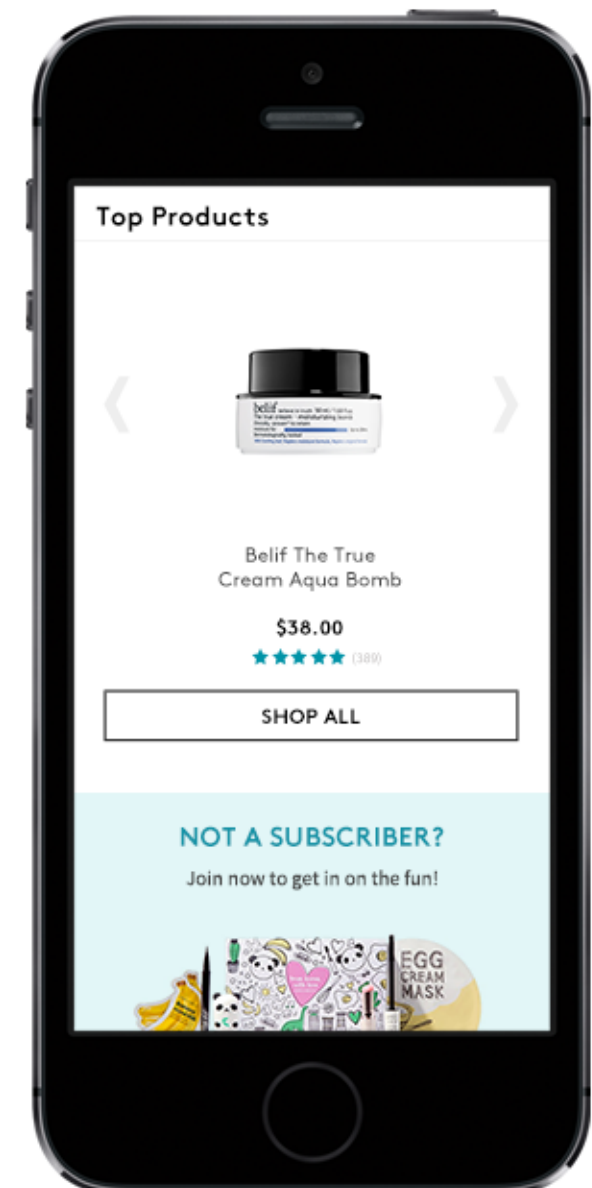
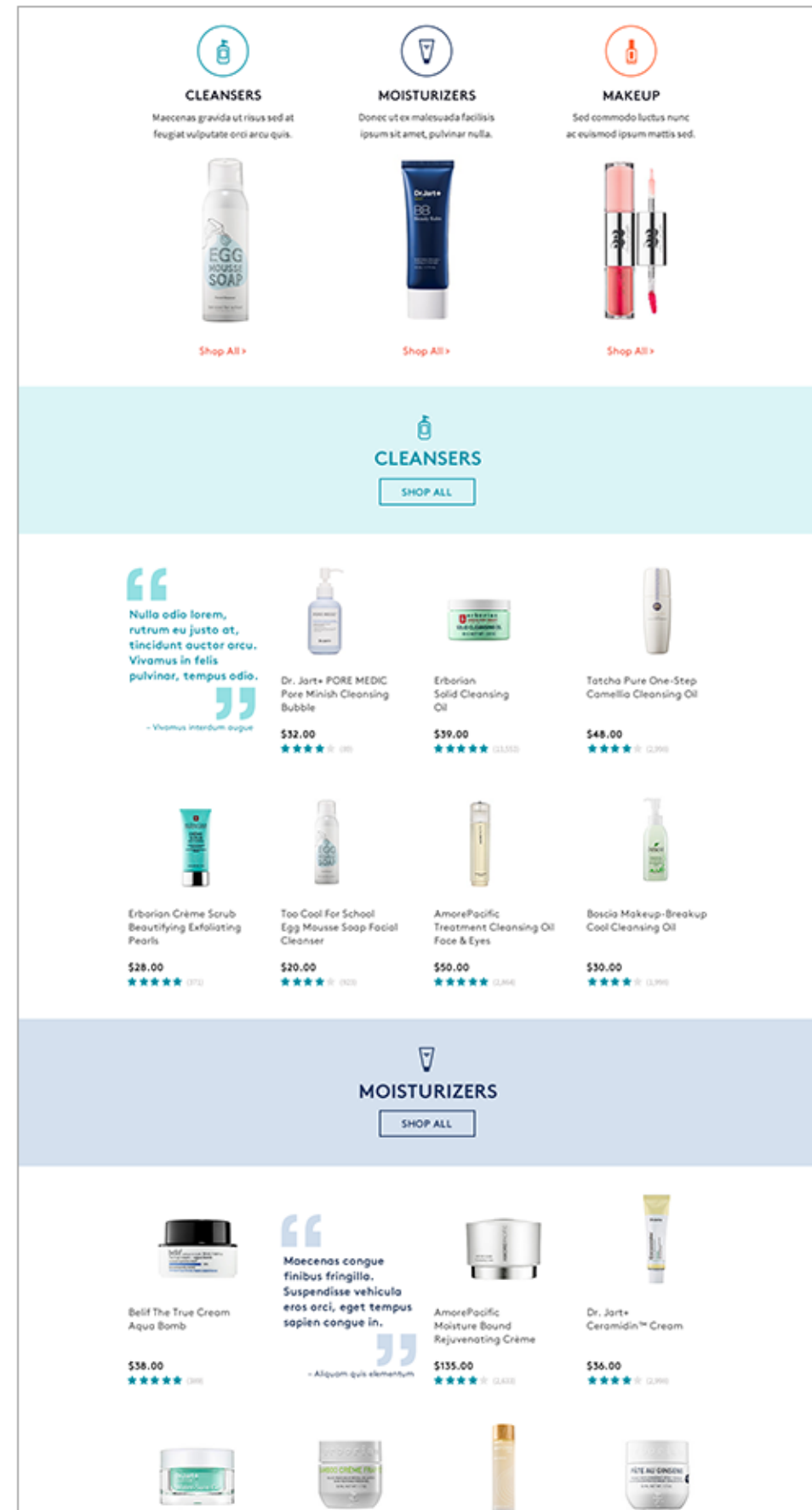
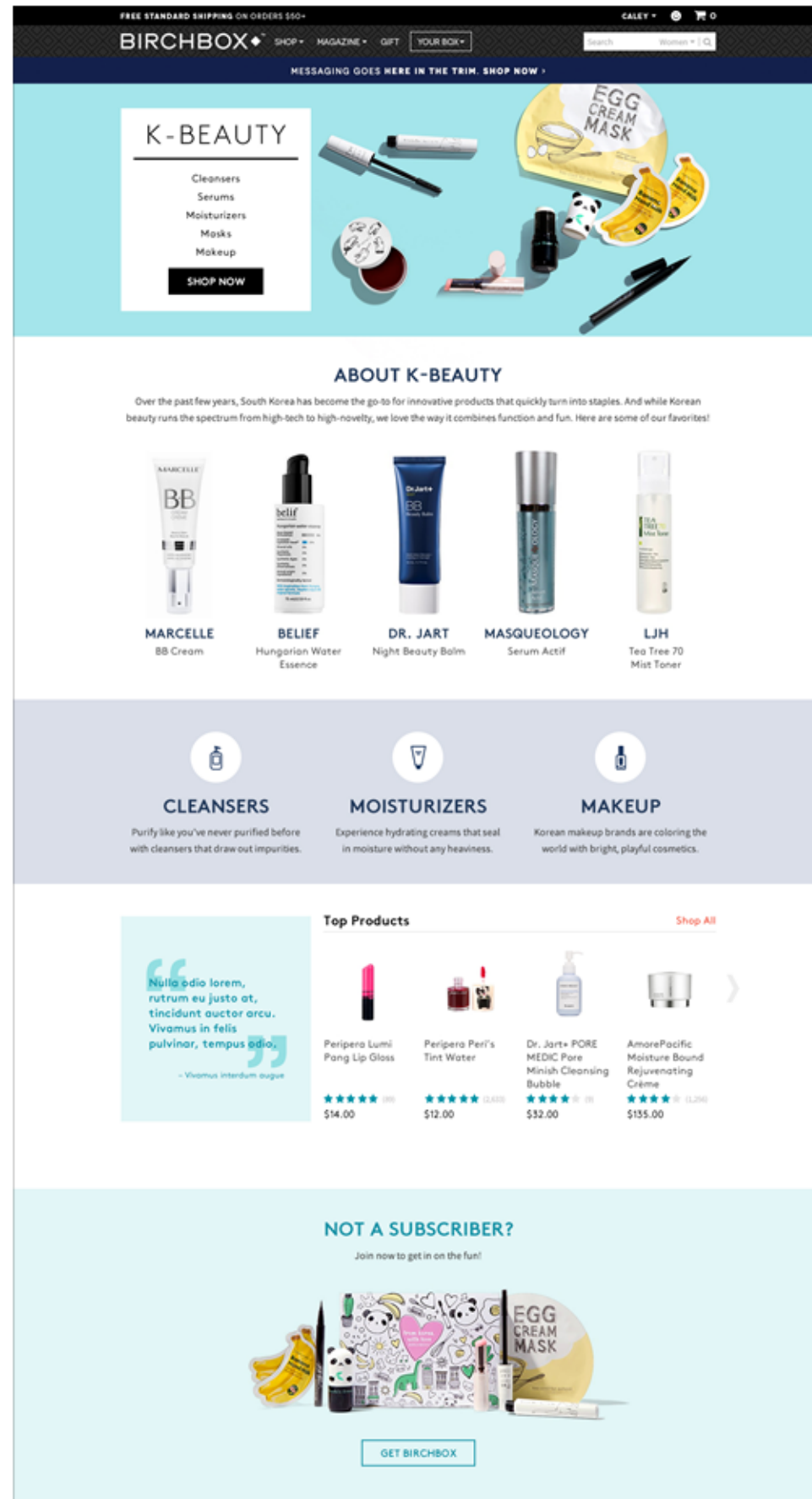




# BIRCHBOX PRODUCT DESIGN

Visual and UX Design for desktop and mobile versions of product landing page templates. Produced templates to accomodate users seeking education, engagement and display multi-category merchandising.

Freelance Senior Product Designer, Birchbox 2015





# HUROM JUICERS

Redesign of a responsive website for Hurom.com. The new website launched in May 2015 and showcases the company’s core juicers, their history, technology and philosophy of healthy eating.  
Freelance Art/Creative Director, The Mark Digital 2015

LOWER DEATH RATE

Eating 560 g of fruit and vegetables per day has been shown to lower the risk of mortality by 42%.

560 g/day

42%

LOWER DEATH RATE

A HARD HABIT TO KEEP

Only 11% of Americans are getting the right amount of fruit and vegetables.

11%

THE HUROM JUICE ADVANTAGE

Hurom juice is a more natural juice — it's as good for your body as it is for your taste buds.

5 SERVINGS = 1 GLASS OF JUICE

4X MORE NUTRITION

17% vs 65%

FRUIT

With fruit, you absorb only 17% of its nutrients.

HUROM JUICE

But with juice you absorb 65% of the fruit's nutrients — that's about 4 times more nutrition.

20X FASTER

3-5 HOURS vs 10-15 MINUTES

FRUIT

Fruit takes 3 to 5 hours to digest.

HUROM JUICE

Juice digests in only 10 to 15 minutes.

PHYTONUTRIENTS

Phytonutrients are the nutrients found in plants, such as vegetables, fruit, whole grains, and legumes. They help your body with everything from digestion to boosting your immune system.

ENZYMES

The enzymes in fruit and vegetables are essential for converting food to energy. Unfortunately, in many types of juice the enzymes are destroyed during processing.

HUROM

HUROM JUICE | HUROM TECHNOLOGY | JUICERS | HISTORY | BLOG |

HUROM INNOVATIONS

Our unique features make juicing a breeze.

1

STRAINER

For silky smooth juice, use the fine strainer; for thicker juice, use the coarse strainer.

2

MOTOR

Powerful, efficient, and at only 30dB it's quiet enough to use in a library.

3

JUICE CHAMBER

From great big batches to one glass at a time, our large juice chamber can handle it all.

4

JUICE CAP

With our innovative juice cap, you control the flow: no drips, no spills, no mess.

5

PULP LEVER

Fine tune your juice for perfect pulpiness every time.

6

SPINNING BRUSH

Yes, it keeps your juice perfectly blended, but it also cleans the chamber automatically!

HISTORY

“ Our commitment to helping people lead healthy lives has always set us apart. It's been an exciting journey as we've grown, and all along our loyal customers have supported us. We thank you and will do everything we can to keep your trust. ”



## CLARIENT ENTITY HUB B2B PRODUCT DESIGN

Freelance Art Director/Visual Designer, TandemSeven, Spring 2014 - Clients included: Goldman Sachs, Barclays, Credit Suisse, JP Morgan, BNY Mellon & State Street

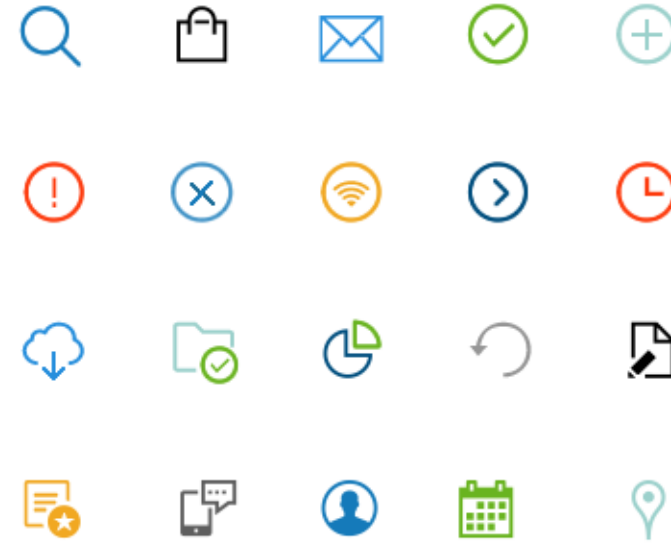
A B2B application to streamline the management and transfer of client reference data. See: <http://www.clarientglobal.com>

01  
COLORS02  
TYPE

PT Sans

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmno  
pqrstuvwxyz  
1234567890

### 03 ICONS

04  
SEARCH

Search

Ipsum Lorem

Sed Lorem

Dolor Lorem

Consec Lorem...

Users with last name Lorem (45)

Users with first name Lorem (9)

View All

Lorem Province

723 Lorem Way

Regions with Lorem (12)

Addresses with Lorem (56)

Postal codes with Lorem (112)

View All

View All Results

05  
FORM

A DTCC Offering


4

2

3

Sally Jones

Sign Out



Clarient

ENTITY HUB

Dashboard ▾

Search ▾

My Organization ▾

Support ▾

Operations

Create New Invite

✓ New Invite

Select Provider

Select Legal Entity

Add Activities

Create New Invite

Status:  25%

What is an invitation? Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean euismod bibendum laoreet. Proin gravida dolor sit amet lacus accumsan et viverra justo commodo. Proin sodales pulvinar tempor. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Nam fermentum, nulla luctus pharetra vulputate, felis tellus mollis orci, sed rhoncus sapien nunc eget odio.

☒ Select Provider

☐ Select a Legal Entity

Select Provider

Select Provider Type:

Search by Name or ID ?

Select

Select from Search Results

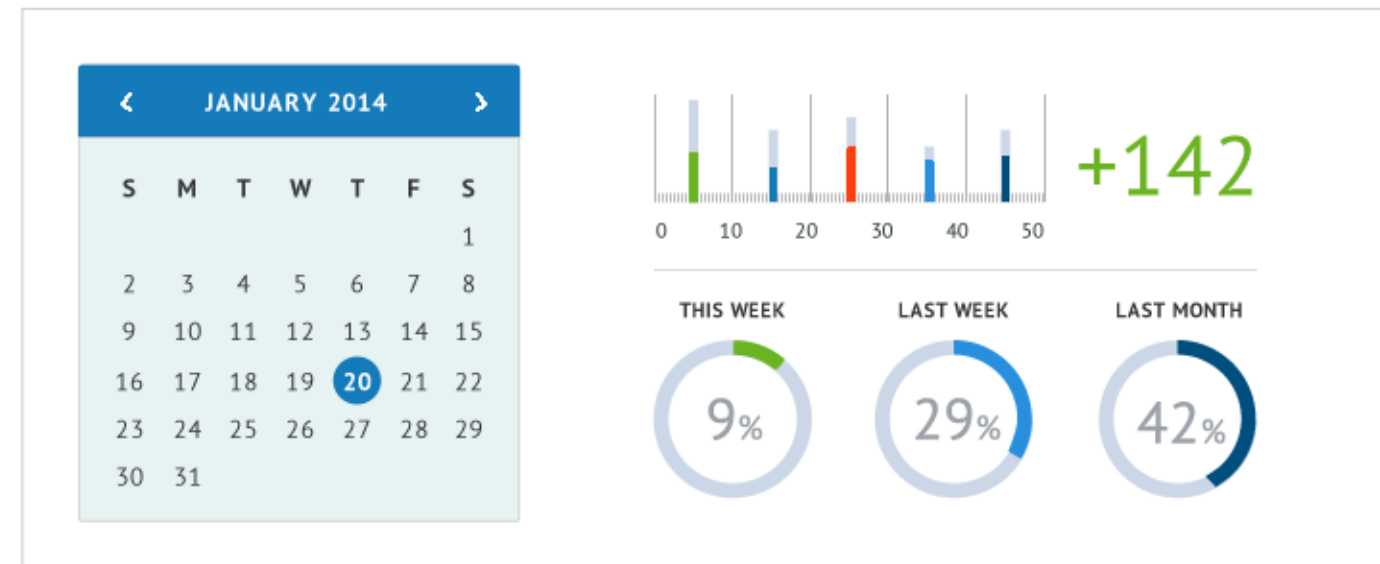
Onboarded Entities

All Entities

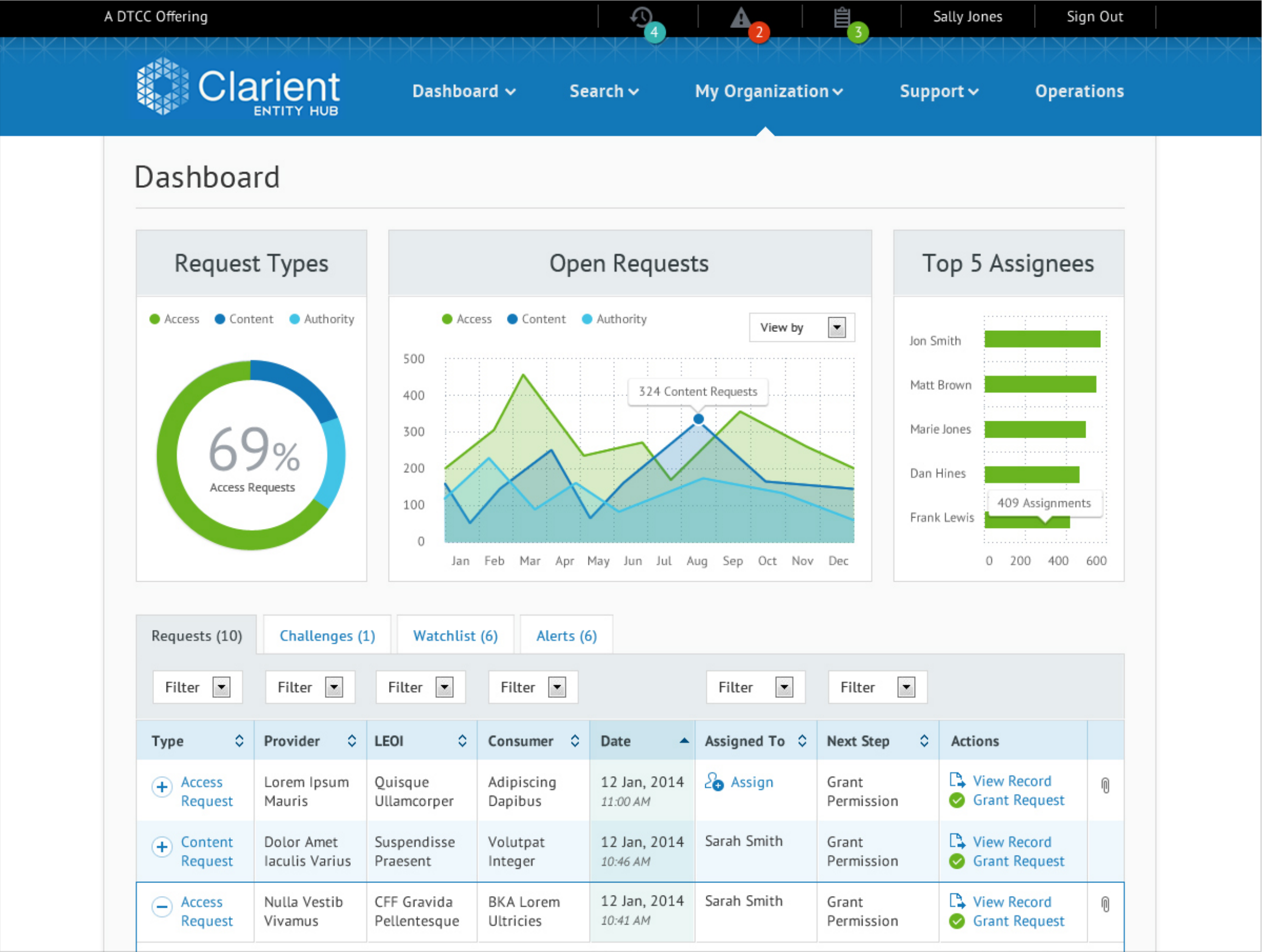
Show 10 entries

Refine Search

	Provider Name	Family	Entity ID
<input checked="" type="radio"/>	Investment Manager 1	Investment Manager 1 Alias	17544
<input type="radio"/>	Investment Manager 1.1	Investment Manager 1 Alias	23434
<input type="radio"/>	Investment Manager 1.2	Investment Manager 1 Alias	23452

06  
WIDGETS



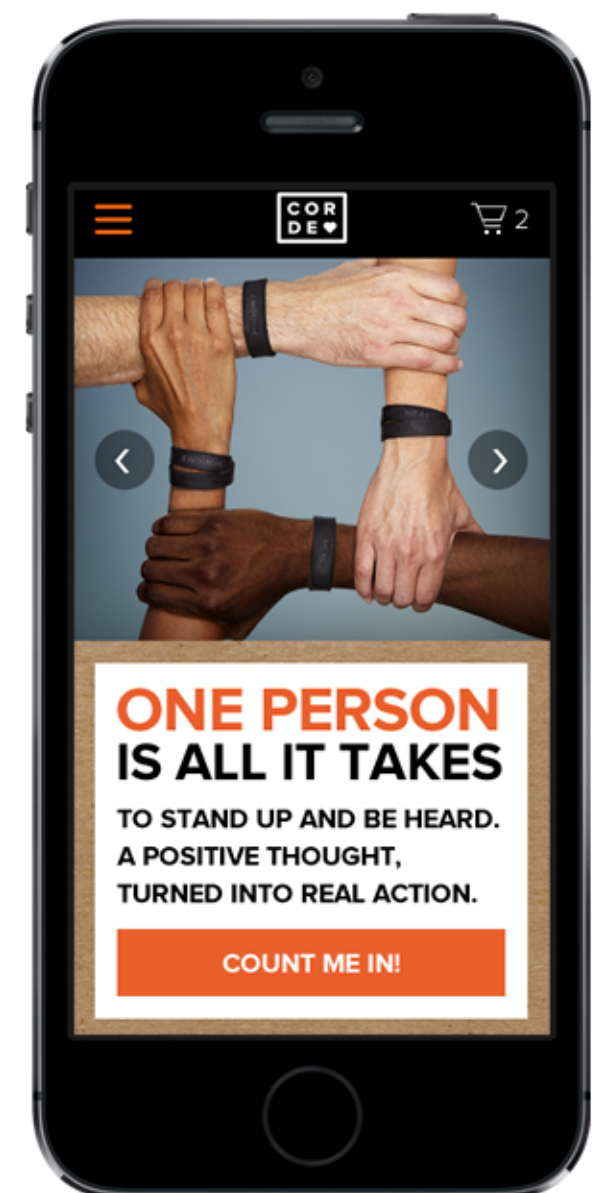
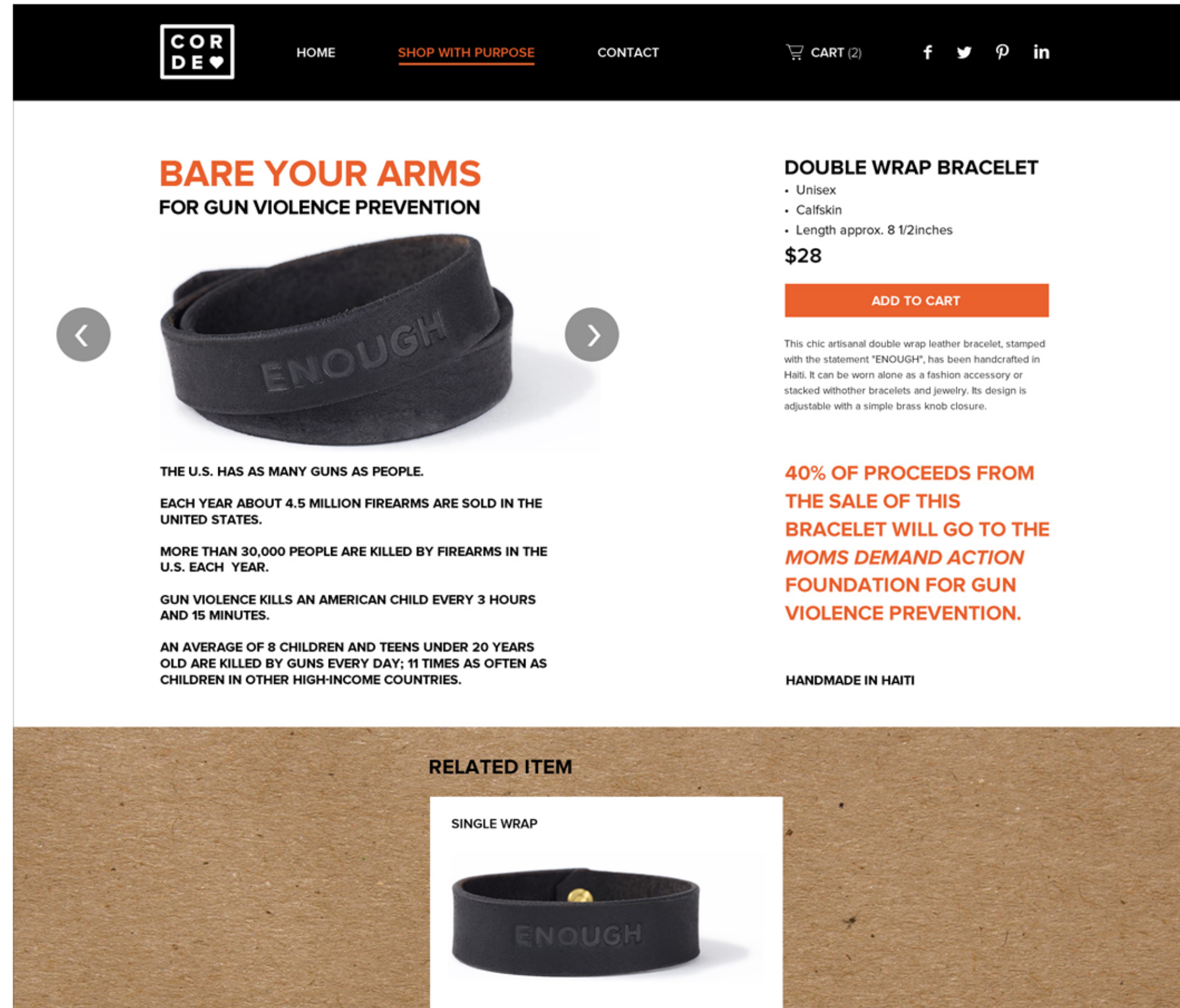




## CORDE NYC RESPONSIVE E-COMMERCE

Designed an e-commerce website promoting charitable causes such as gun violence prevention. The site sells leather bracelets, was built to be responsive and runs on the Shopify platform. The purchase of a bracelet supports charities such as Michael Bloomberg's "Everytown for Gun Safety" and Donna Karan's Urban Zen Foundation manufactures the bracelets in Haiti to help create jobs there.

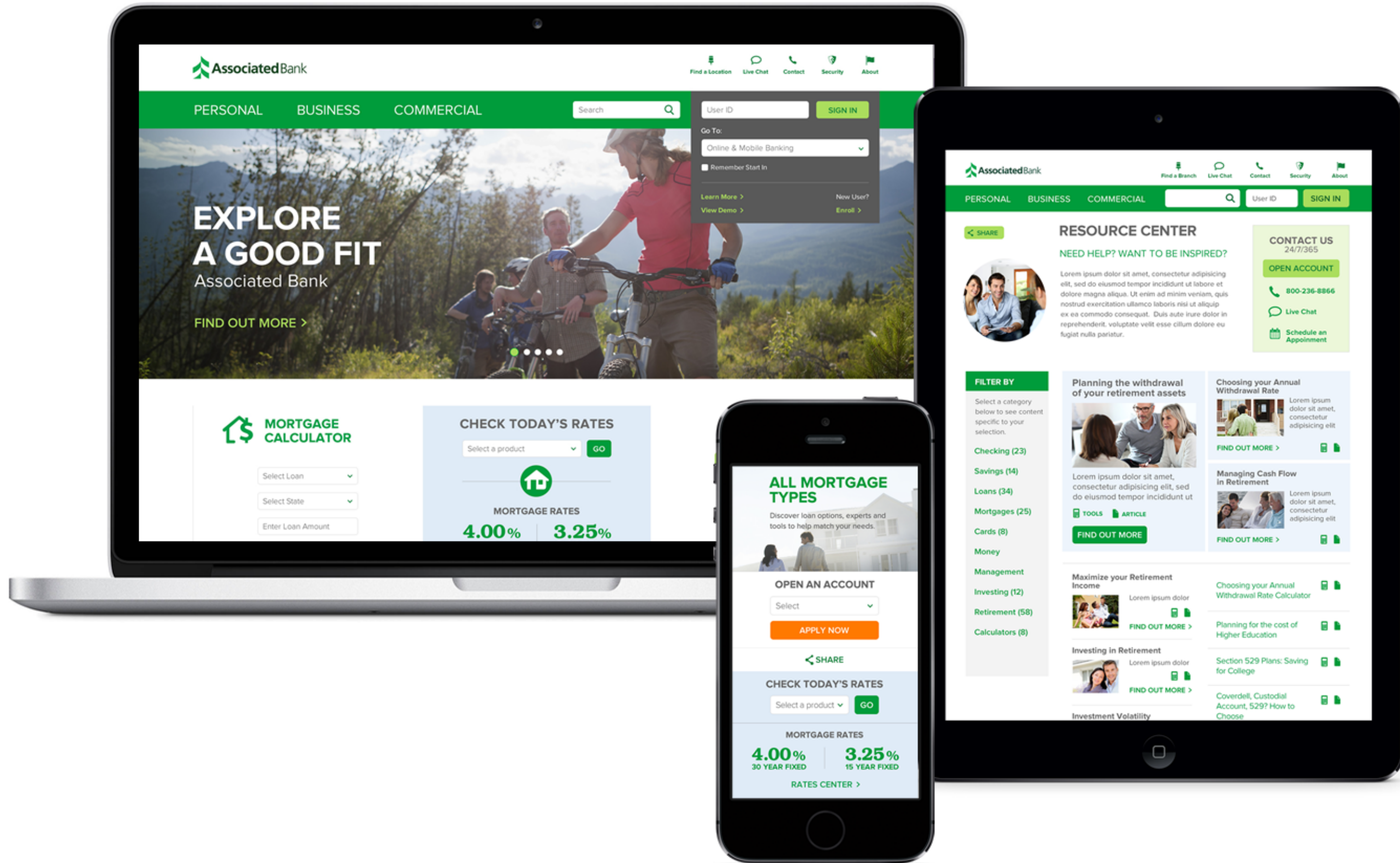
Freelance Creative Director, Corde NYC 2015





# ASSOCIATED BANK RESPONSIVE REDESIGN

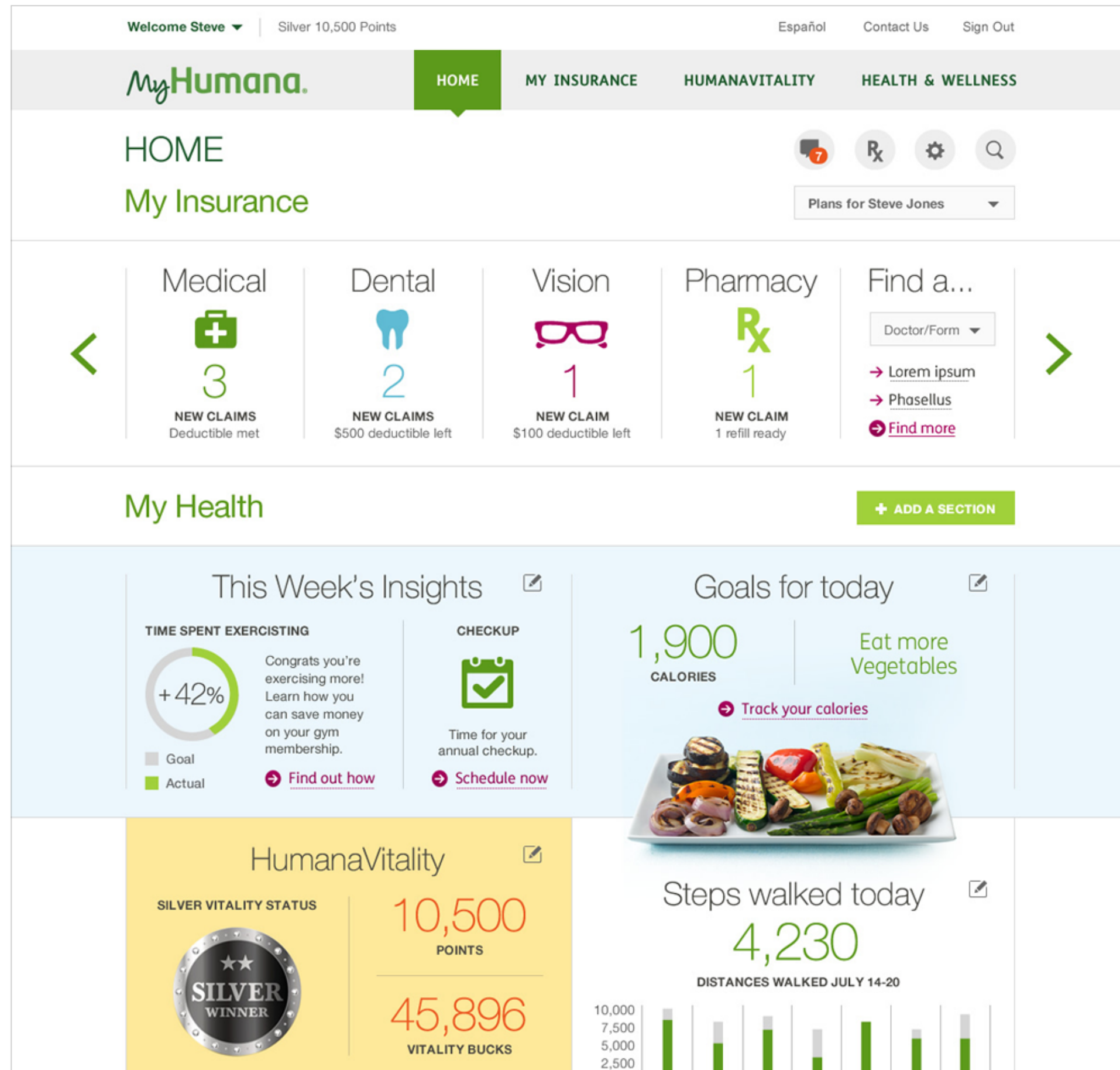
Freelancer Creative Director/Visual Designer, TandemSeven, Summer 2014





Freelancer Creative Director/Visual Designer, TandemSeven, Summer 2014

Freelancer Creative Director/Visual Designer, TandemSeven, Summer 2014

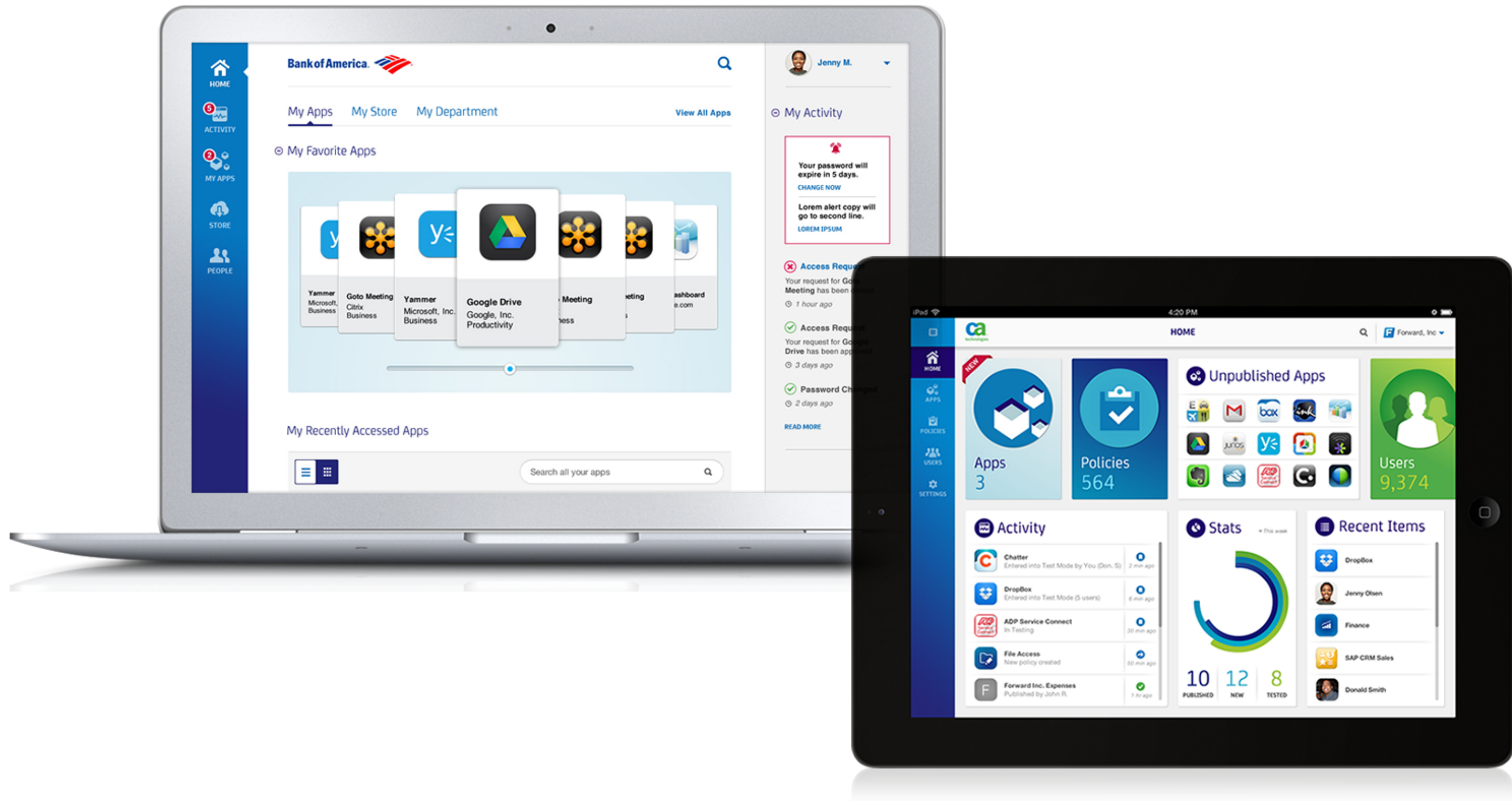


## CA TECHNOLOGIES PRODUCT & MOBILE DESIGN

With many products and teams around the world, CA Technologies needed a branded, flexible design language to move design and development towards a Software-as-a-Service (SaaS) model. I worked with a team of UX and visual designers and CA's Security Business Unit to create an Extensible Design Language (EDL) by ideating on and introducing a new interaction model and user interface for products on their roadmap.

I collaborated with CA's engineering team to create a native iPad app for securely wrapping applications. The app allows employees to access commonly used application, like Google Drive, while still conforming to security policies. This unique product was market-ready with extraordinary speed using the iOS mobile framework.

Freelance Product Designer/Art Director Hot Studio 2013, Adjacent To One 2013-2014











## SONY MUSIC: THE X FACTOR APPS & WEBSITES

Sony Music handled all digital promotional needs for the launch of the X Factor on Fox in 2011. Promotional materials included developing ideas for merchandising opportunities, mobile apps which streamed live and behind the scenes content, along with site updates, banners and print collateral for the crew in LA. I worked on an android mobile app sponsored by Verizon, where users could vote for their favorite artist and discover extra videos and content on their phone. I also developed eight sites for all the finalists and the winner of the X Factor. Since the winner was a secret I had to develop both runner-up and finalist versions of the sites. These sites were developed under a tight deadline of just under two weeks time.

The project went on to win a Cannes Bronze Lion 2012 in Branded Content and Entertainment and was a Webby Honoree 2012 in Branded Content for the X Factor Website and Mobile Apps.

Freelance Senior Art Director, Sony Music 2011




# GEVALIA COFFEE

Pitch for Gevalia Coffee, a swedish coffee brand owned by Kraft Foods. I designed landing pages to browse products, product detail, account and social pages.

Freelance Art Director, Droga5 2011

[↓ GET SOME GEVALIA](#)

[↓ A LITTLE PERSPECTIVE](#)



GEVALIA  
KAFFE

Traditional  
Stockholm Roast  
ground

medium dark

NET WT. XXG

## Traditional Roast

Gevalia Kaffe Traditional Roast Ground Coffee, Medium Roast, Smooth, Perfectly Balanced comes in a pack of 6 packages, each package contains 12 ounces.

Quantity

1

Send a gift

ADD TO CART

Intensity


Acidity

Flavor

Roast


Balanced, Smooth, Light

### FOOD PAIRING




Our coffee experts put together some quick and easy recipes.

### EVENTS




Enjoy the Perfect Book Club with Gevalia Coffee

### MASTER TASTER SAYS



★★★★★


### CUSTOMIZED COFFEE CUP




Sip your Gevalia from these delightful, customized cups.

\$9.99

### PEOPLE WHO CHOSE THIS ALSO CHOSE




+ ADD



+ ADD

### GIVE THE GIFT OF CLARITY



Hello and kudos to you! You're about to make a certain coffee-lover a very happy gift-getter. Explore our gifts for some perfect gift-giving suggestions.

SHOP ALL

GEVALIA

HOME

COFFEE CLUBS

GEVALIA SHOP

ABOUT GEVALIA

CUSTOMER SERVICE

Sign In

Create Account

View Cart

Search

Coffee Chat