

Dream BIG, Mom Community

I developed the concept for this online community and brought it to life with:

- Logo design
- Custom Facebook timeline images
- Custom images for Facebook & Instagram
- Writing blog content & relationship building emails
- Writing & designing email subscription content upgrades for download

Some highlights of my design rationale:

- With the logo, I love the energy in the color, the dreamy thought bubbles floating out of “Big” and the innocence of the Milkshake font.
- With the infographic content upgrade, I absolutely love the simplicity, clarity and information design style that conveys to moms how to dream big. Even though it's dense with information, it's still light.

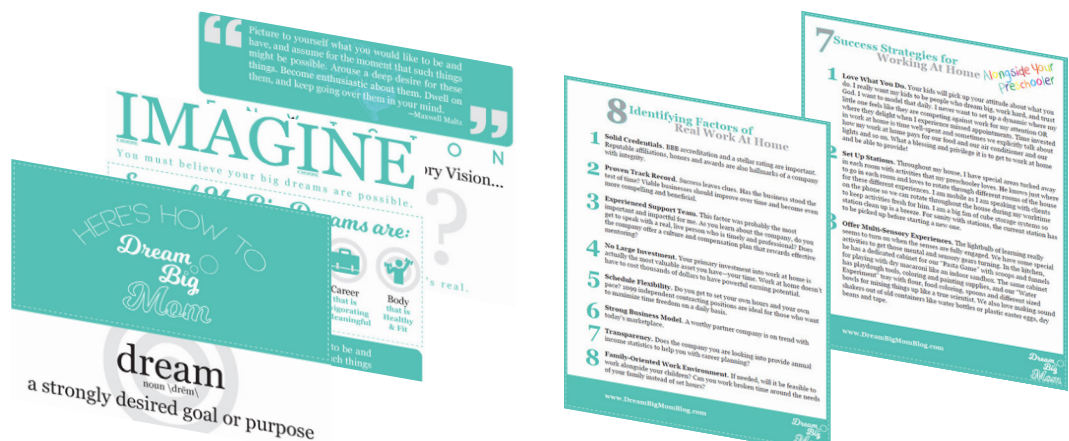
Logo Design and Facebook Community Page



Custom Images for Facebook & Instagram Designed in Canva and Scheduled for Post in PostPlanner



Content Upgrades for New Email Subscribers including the How to Dream Big, Mom Infographic, the 8 Identifying Factors of Real Work at Home, and 7 Success Strategies for Working at Home Alongside Your Preschooler



Light House Station

The Light House Station Maternity Home Website is a responsive site that's built in Webflow. My role was to take this nonprofit organization from a very humble trifold brochure and Facebook Community page to having a brand and a responsive website to collect donations and provide key info for potential clients and donors.

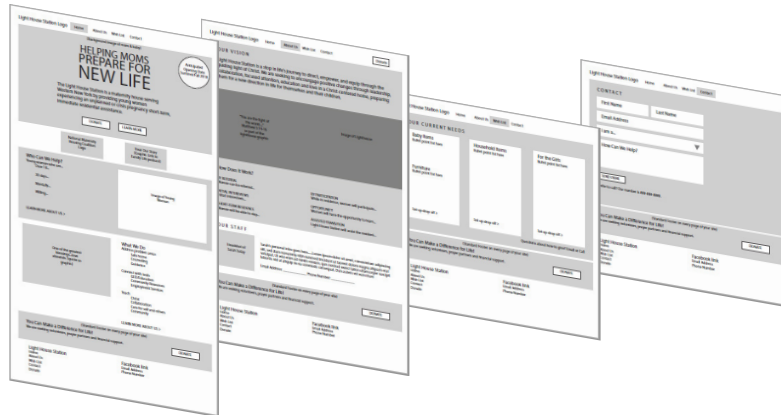
My design process consisted of:

- Initial client interview
- Scope document defining deliverables
- Content development and discovery
- Logo redesign
- Wireframing
- Customize responsive website template with client's preferred look and feel for color palette, type, and imagery
- QA test on desktop, tablet and mobile

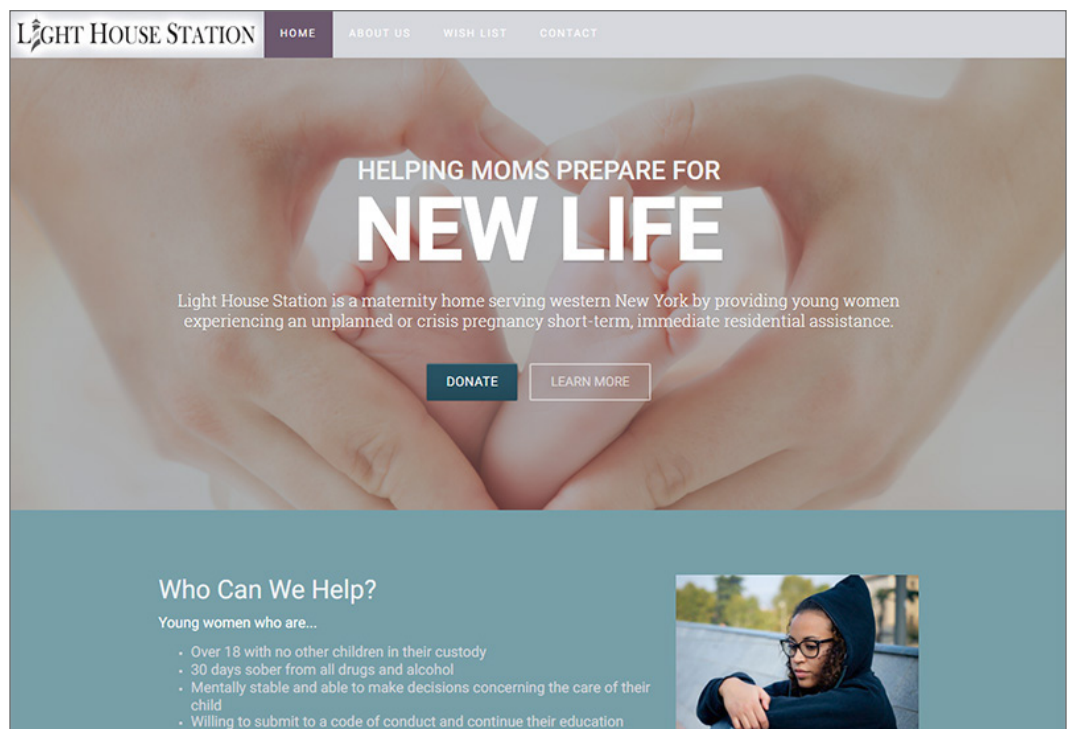
Logo Design



Wireframing



Home Page



QuickenMortgage

As User Interface designer for Intuit's QuickenMortgage, I defined the overall look and feel of the application including key elements such as navigation and information design. I also provided User Interface specifications and user-centered input for the flow and sequencing of the application. I especially enjoyed the information design aspect of comparing different types of loans in an apples-to-apples display format.

Intuit had an amazing usability lab where we were able to learn the following:

- Best placement, size and color of buttons to generate the best response rate
- Inside the application, I tried an alternative stair step style navigation system that helped me regain a whole new love for the simplicity of tabs
- Best wording on UI elements for ease of use.

Home Page



Intuit Press Release Excerpt

Since its launch in November 1997, QuickenMortgage has hosted over 7 million visitors and the site was awarded "Best Consumer Real Estate Site" by Inman News. The new Intuit partnership with Realtor.com and existing relationships with America Online, Excite and CNNfn gives QuickenMortgage the potential to reach over fifteen million new consumers. QuickenMortgage rounds out Intuit's web offerings that include personal finance, investing, tax, retirement and insurance tools, advice and resources.

SpeakLife Mobile App Prototype

This exciting project uses an Android mobile app as the vehicle for helping people understand what is really going on in their conversations. My role included:

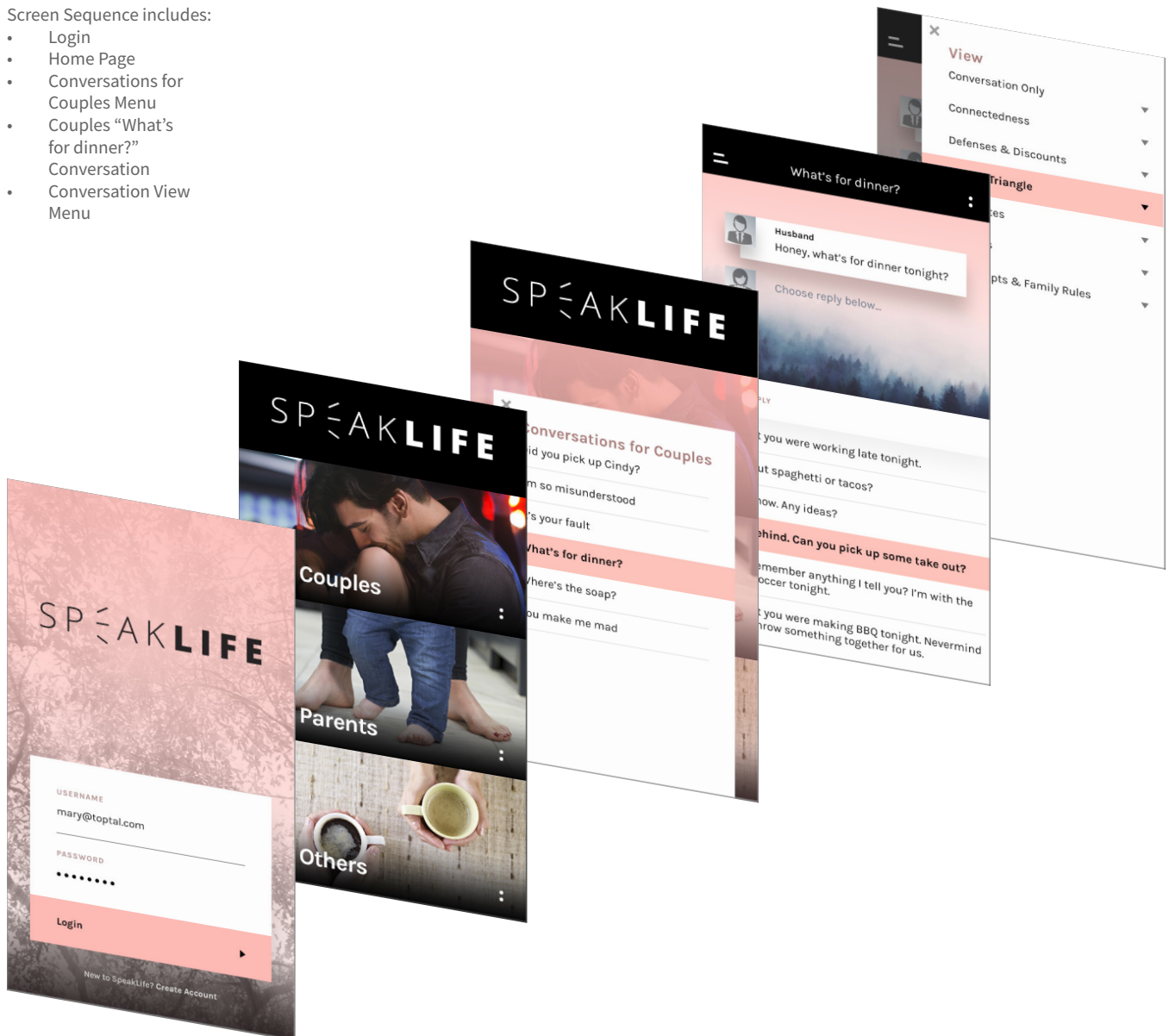
- Concept brainstorming
- Content development
- Logo design
- App architecture
- Wireframing
- Prototyping by customizing a minimalist Android template

A couple of design rationale highlights include:

- The photos on the app's home page are deliberately nondescript to help the user fill their own face in and see that these conversational pitfalls are not just a concern for others but themselves as well.
- Also, for simplicity's sake the conversation views may only be manipulated one at a time as opposed to simultaneous display for ease of use and clarity of information design.

Screen Sequence includes:

- Login
- Home Page
- Conversations for Couples Menu
- Couples "What's for dinner?" Conversation
- Conversation View Menu



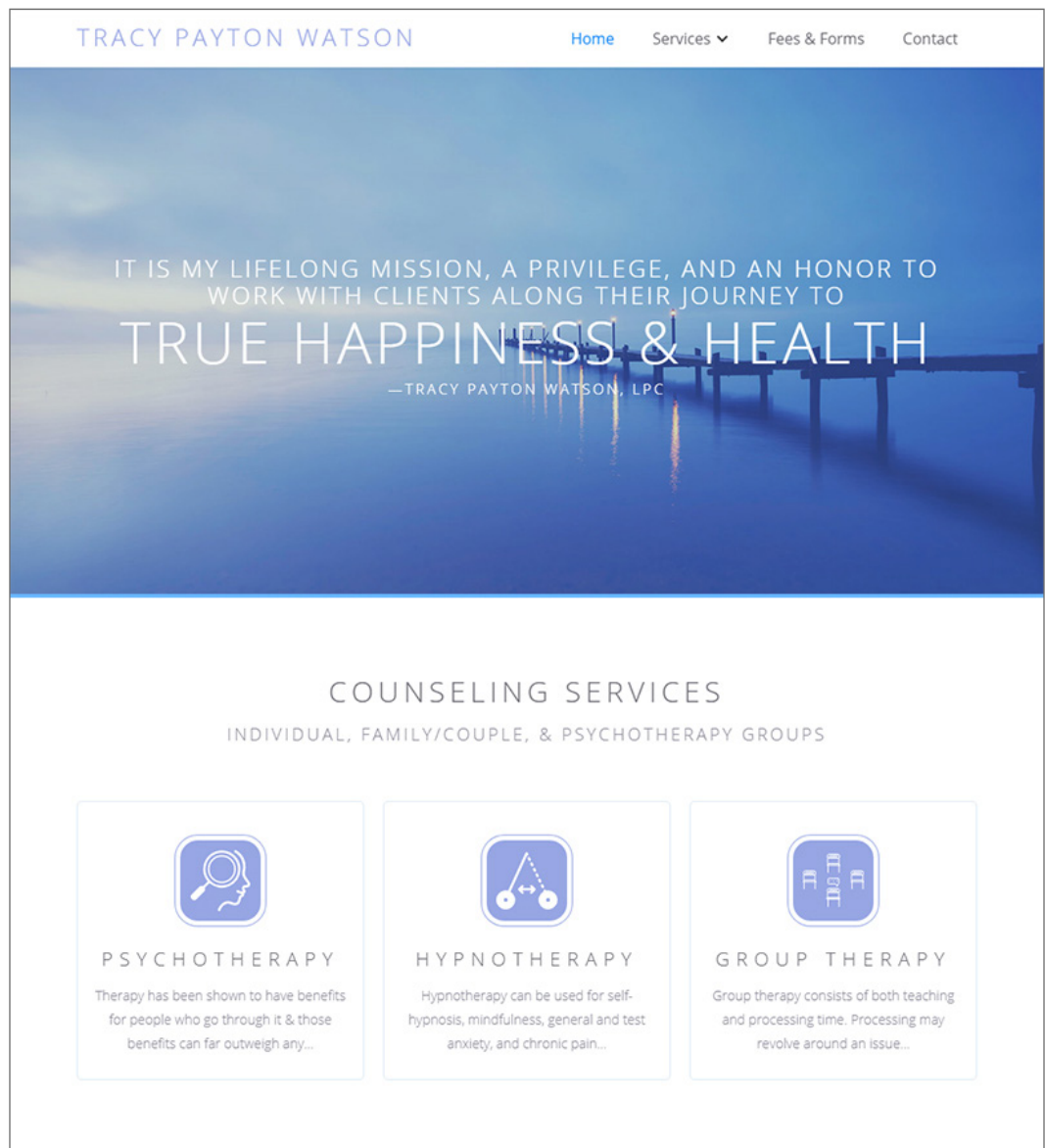
Tracy Payton Watson

Designed in Webflow, this responsive counseling website was another great opportunity to work the entire process from conceptual brainstorming to developing a LIVE site. I followed the same design process steps that I did for the Light House Station project, though I had more copywriting input into this site.

Here are some highlights of my design rationale on this project:

- The color palette was selected to promote a feeling of calm and relaxation
- I was able to weed through and rewrite legal policy-style content that the client provided and re-word/re-organize to emphasize benefits to the user
- And, I like the use of photographic imagery to set the tone of the site and an illustrative style to convey specific therapy types.

Home Page



Visual Guide to Recovery

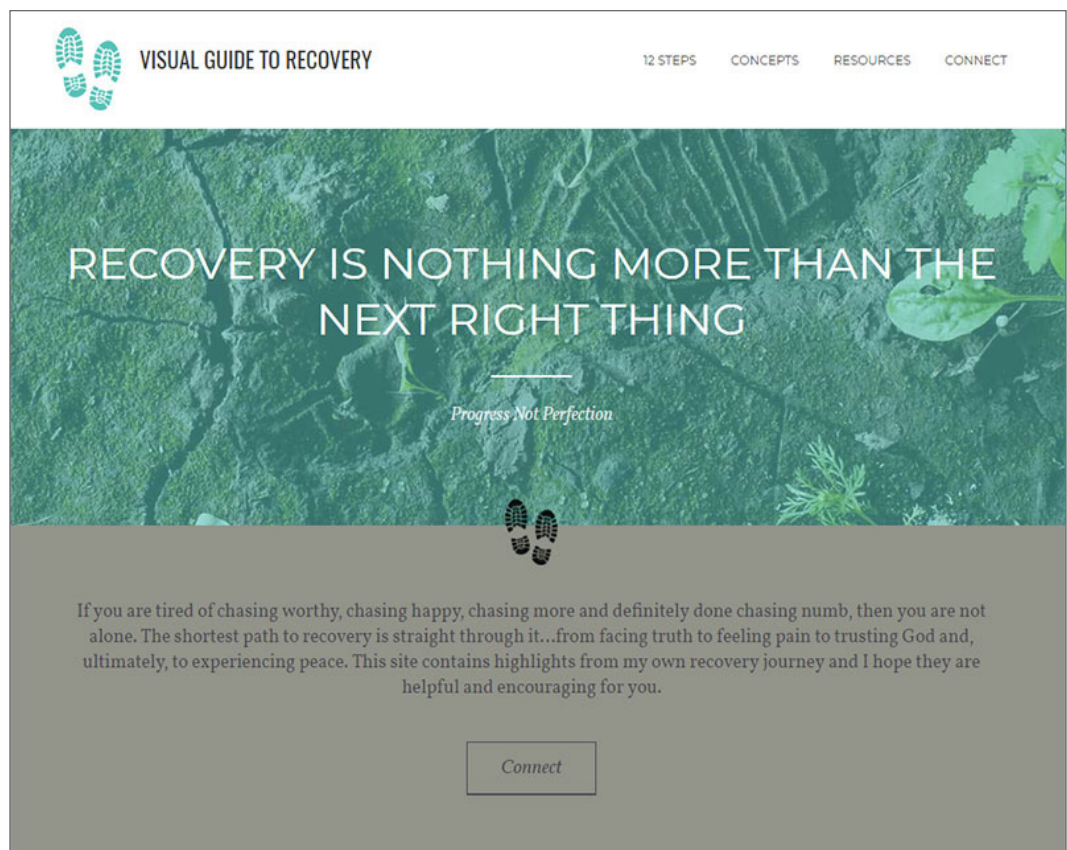
This responsive website is a personal passion project for which I walked through each of the following phases of the design process:

- Concept brainstorming
- Content development
- Site architecture
- Wireframing
- Responsive templates
- LIVE site.

A couple of my favorite aspects of this project are:

- The use of visuals to convey abstract emotional concepts with clarity and beauty.
- The Boundaries concept page which incorporates a personal reconstruction of a popular CSS3 image accordion demo.

Home Page



Boundaries Concept with CSS3 Image Accordion

