

# Hello,

# I'm an award-winning artist, musician, developer & tastemaker.

Design isn't only a career, it's a lifestyle.  
**It informs everything I do.**

Throughout my career as an art director and graphic designer, I've had the privilege of working with hundreds of clients all around the world, ranging from small startups to Fortune 500 companies. By helping clients reinvent their unique identities, solve their challenges and ultimately reach their goals, I've had the chance to continuously learn and grow - refining my craft and becoming better each day.

I've been lucky enough to gain experience in nearly every aspect of the design world, from playing a strategic role, setting art direction and leading others, all the way to getting my hands dirty and creating countless layouts, advertisements and even coding websites.

From furniture retailers and fashion magazines, to nonprofits and tourism campaigns, I've proven again and again that I can truly tackle any design challenge that is thrown my way. You can always find me defying the status quo to give my clients superior work that their competitors just can't match.

## **Design**

Art Direction  
Creative Direction  
Interactive Design  
Graphic Design  
User Interface  
Prototyping  
Typography

## **Programming**

HTML5  
CSS3  
Javascript  
Ruby on Rails  
PHP / MySQL  
Node.js  
Wordpress

## **Tools**

Photoshop  
Illustrator  
InDesign  
Cinema4D  
SublimeText  
Github

## **Management**

Branding Initiatives  
Interactive Projects  
Designers  
Developers  
Engineers

## **Strategy**

Project Vision  
Planning  
Research  
Ideation  
Problem Solving  
User Experience  
Data Analysis  
Presentation



# Pacific Western Bank

Pacific Western Bank is a Los Angeles-based commercial bank with over \$15 billion in assets and 80 full-service community banking branches.

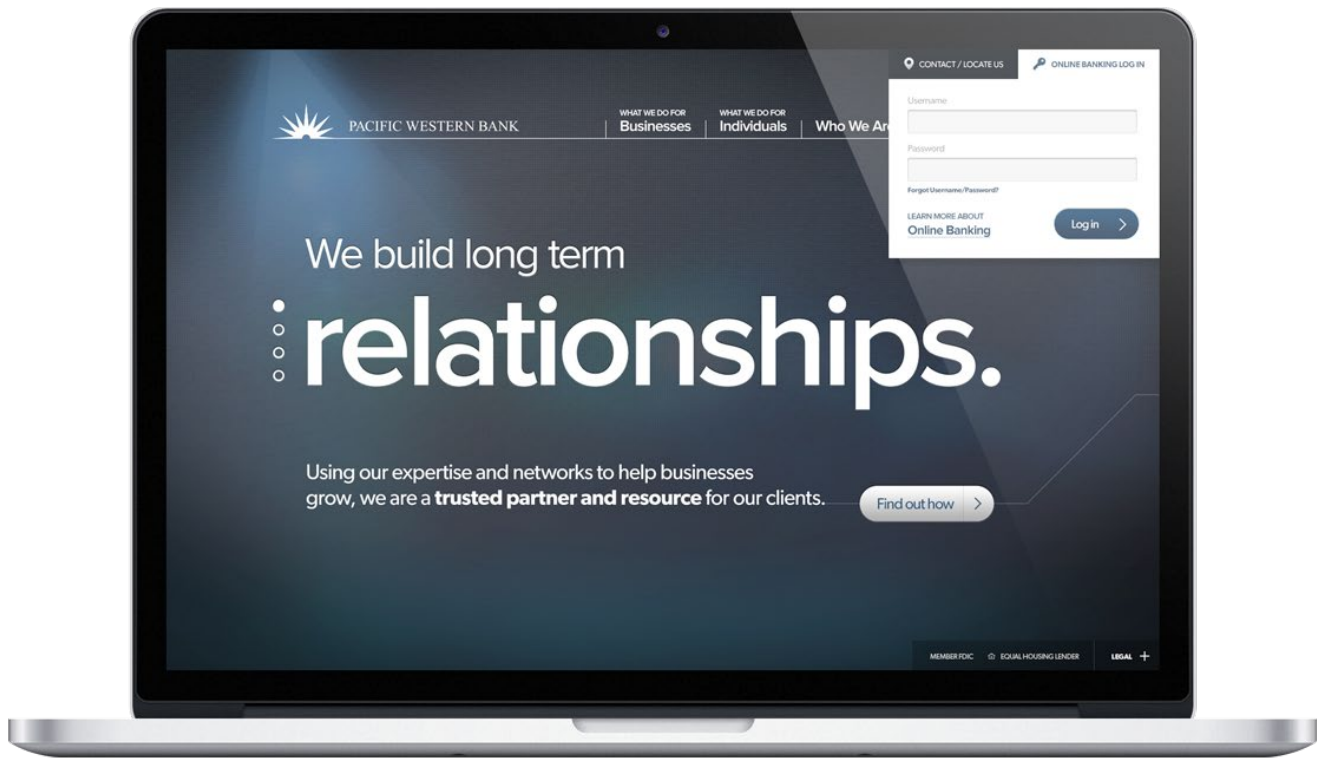
Agency  
Phenomenon Marketing LLC  
Los Angeles, CA

Role  
Senior Interactive Designer

Account  
Pacific Western Bank

Producer  
Crystal Rose





## The Challenge

While Pacific Western Bank had an online presence, it was lacking the functionality and ease of use today's clients are looking for.

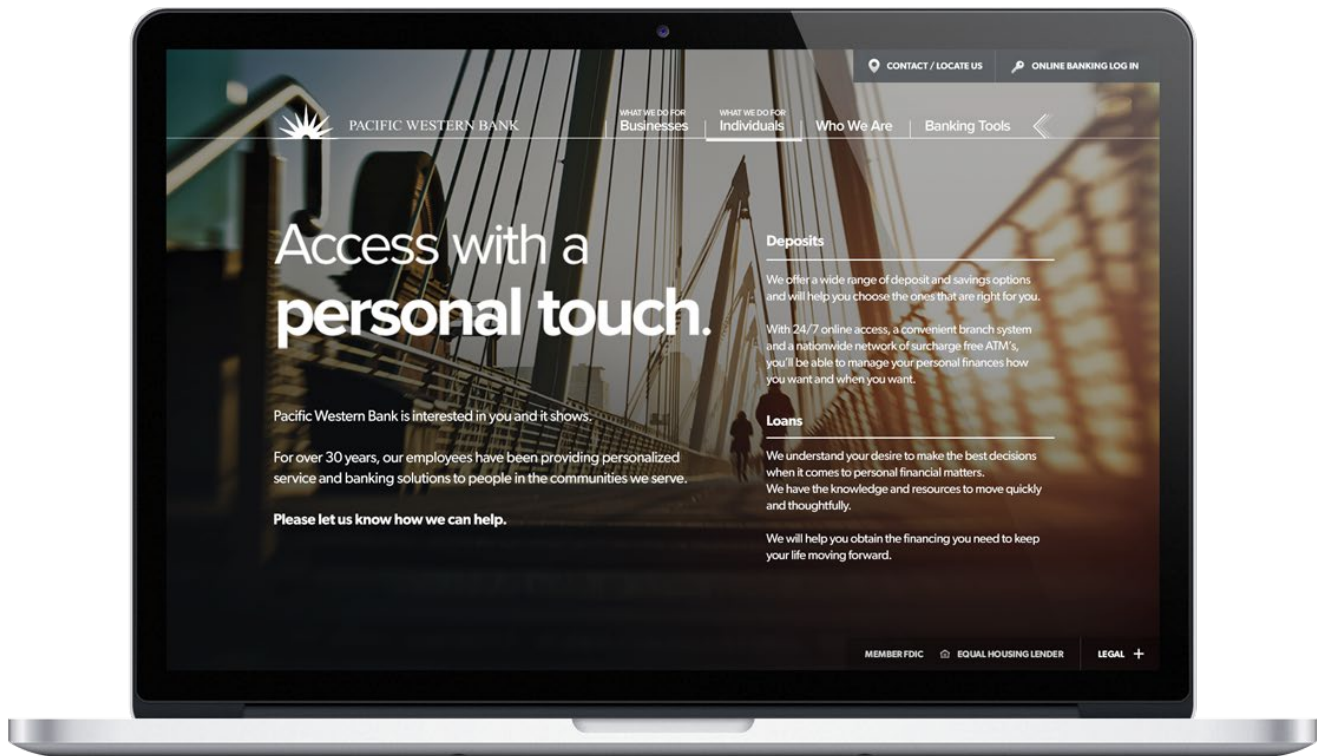
## The Concept

While features and functionality are important, as a banking institute, Pacific Western Bank also needed to build trust with its visitors online.

However, the website's overall look and feel portrayed a dated brand which may cause visitors to doubt the security of their online banking.

In order to maximize impact, a rebranding initiative needed to be tackled alongside a website redesign.





## The Solution

I spearheaded a comprehensive rebranding project that refreshed Pacific Western Bank's logo and collateral.

In respect to the company's rich heritage, the updated brand identity remains a recognizable depiction of Pacific Western Bank, but incorporates new elements that are empowering and modern.

The branding guidelines I created are leveraged through all Pacific Western Bank's initiatives, guiding the company's design team in all creative execution.

I also led all strategic, creative, and engineering tasks for the redesign of PacificWesternBank.com.

The redesign included creating an innovative new experience for customers, complete with a fresh content strategy, UX that provided users easy access to the information they need, and better technology to power the system.







# Pinkberry

Pinkberry is the original tart frozen yogurt with a taste worth obsessing for.

Agency  
Phenomenon Marketing LLC  
Los Angeles, CA

Role  
Senior Interactive Designer

Account  
Pinkberry

Creative Lead  
Simrit Brar



# The Challenge

As a frozen treat, Pinkberry has challenges with seasonality as they lose top of mind awareness and relevance during colder months. To combat this, Pinkberry wanted a way to encourage repeat purchases and brand loyalty during all seasons.

# The Concept

While Pinkberry loses top of mind awareness during colder months, the company is fortunate to have a community of raving fans. We wanted to show these customers how much Pinkberry appreciates their business.

In order to do this, we created a marketing campaign that gives back with a loyalty program and yogurt giveaways.

The campaign needed to reflect Pinkberry's luminous brand, engage their hip, tech-savvy audience, and showcase their delicious yogurt.

# The Solution

We introduced The Pinkcard, a customer loyalty program that offered rewards in the form of delicious free yogurt. To raise brand awareness and encourage participation, we launched an integrated marketing campaign.

# Pinkcard Mobile App

As the Senior Interactive Designer, I was responsible for creating content that is inviting and interactive.

To cater to Pinkberry's tech-savvy audience, The Pinkcard loyalty program was available via mobile app. If customers downloaded the Pinkberry mobile app, they'd have access to all of the program's benefits.

# Pinkberry.com Redesign

To help get the word out, I started by redesigning Pinkberry.com to promote the Pinkcard. Pinkberry likes to let its delicious and endlessly customizable treats speak for themselves, so I knew I would need to give the yogurt the biggest spotlight, but I had to do more than just sell the products.

To encourage participation, we gave loyalty program registrants the chance to win free yogurt for a year.



# Email Strategy & Design

## Email Strategy & Design

I also leveraged email marketing to existing customers to entice them to download the mobile app and join Pinkberry's loyalty program.

I used a huge, and fittingly pink, call to action just above a mouth-watering picture of three yogurt options.

Instead of cluttering email with too many details, I listed the four biggest selling points right below the yogurt.

Each point included a relevant graphic and action verb.

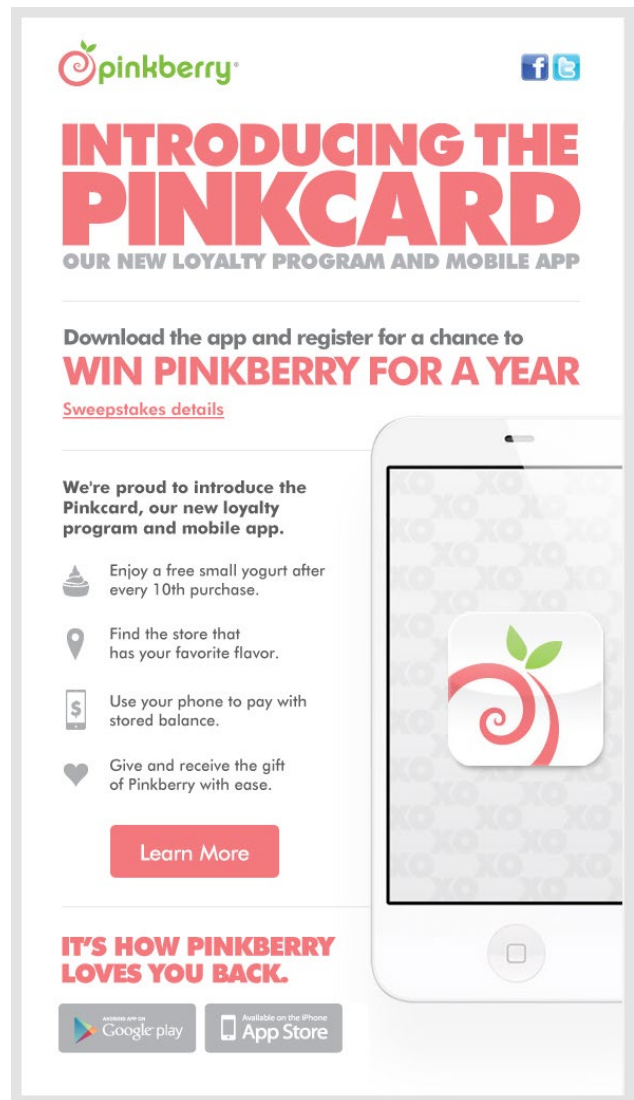
Instead of a standard reminder that the Pinkcard app contains a location finder, I turned the bullet point into a map marker similar to the marker used on Google Maps.

I also offered the customer a personalized incentive. No one would read the emails without knowing exactly what they could gain from joining the new program.

## Campaign Collateral

Based off my strategic, conceptual, and artistic direction, a team of design producers created additional campaign collateral.

Collateral such as window decals, posters, banner ads, direct mail, and t-shirts were created to further campaign awareness.





MEN'S WEARHOUSE®



# Men's Wearhouse

Men's Wearhouse is a leading men's clothing retailer that has been helping men style themselves in an upscale, professional fashion for over 40 years. Using professional tailors, expert fashion advice and the finest materials available.

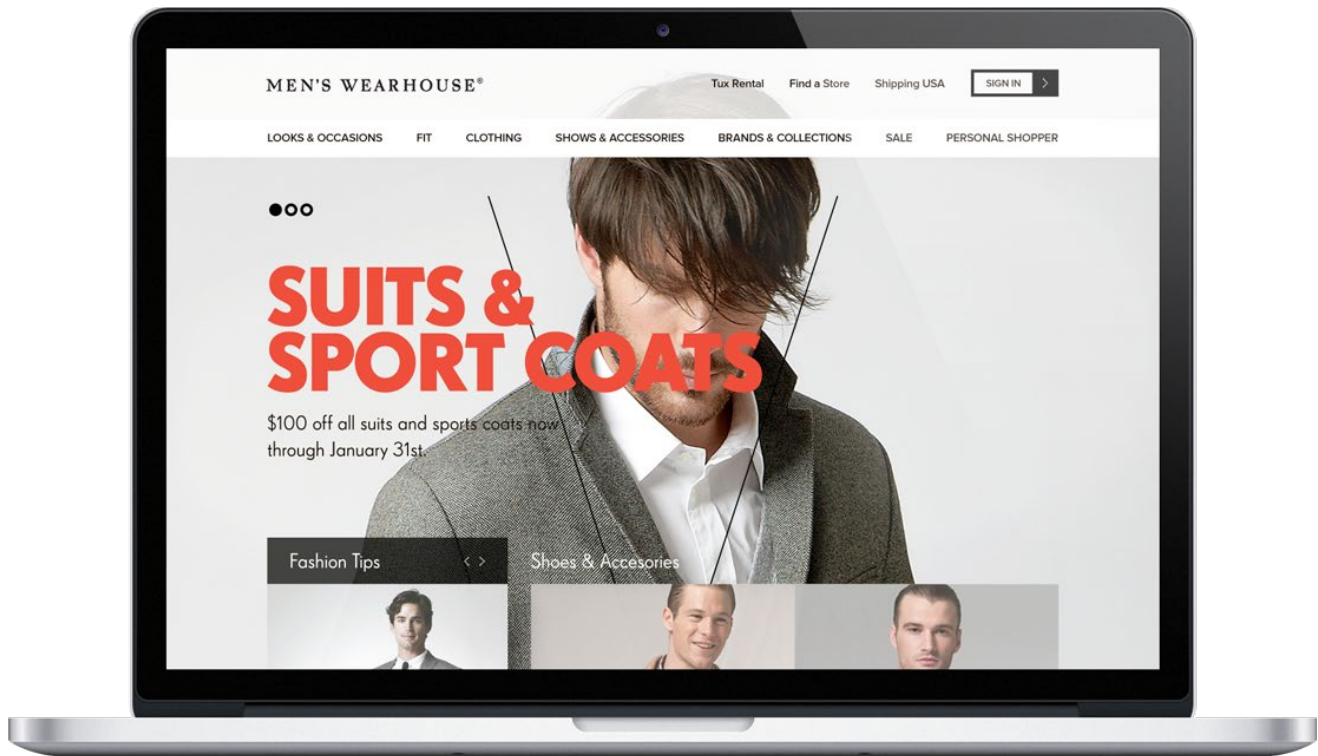
Agency  
Phenomenon Marketing LLC  
Los Angeles, CA

Role  
Senior Interactive Designer

Project  
Men's Wearhouse

Creative Director  
Mark Frankel





## The Challenge

Men's Wearhouse has long been a popular clothing retailer for those who want to look good and wear quality clothing, without breaking the bank at the same time.

But, their primary customers were middle-aged to older gentlemen who wore a suit as a uniform. Men's Wearhouse wanted to go after all of the men in and outside of their current market.

From the everyday guy who enjoys watching Football on Sunday, to the guy just graduating college who wants to make a lasting impression and look good at his first job interview.

They had yet to find a way to identify with that younger generation and truly make themselves the experts in men's fashion to their audience.

### In the press:

<http://www.businesswire.com/news/home/20130514005244/en/Men's-Wearhouse-Website-Redesign-Elevates-Shopping-Style>  
<http://www.dealmakers.net/blog/?p=952>  
<http://www.retailingtoday.com/article/men-s-wearhouse-revamps-e-commerce-site>  
<http://risnews.edgl.com/retail-news/Men-s-Wearhouse-Sets-Focus-on-E-Commerce-Growth82252>



# The Solution

I was able to showcase the brand's superior sense of style, fashion and knowledge by redesigning a website that was much more modern, clean and authoritative.

I cultivated an immersive experience by creating engaging content right on the homepage, pairing eye-catching visuals with product links, and also showcasing content in a simple fashion. For instance, content categories such as "Wearhouse wisdom," "street smarts" and "big & tall." I also created a complete, authoritative hub for all things fashion-related to house all of the expert advice that Men's Wearhouse had gathered to showcase their style knowledge.

These content hubs shared everything men needed to know about dressing right, and added new content constantly to keep men coming back for more info from their favorite fashion experts.

In addition to redesigning the website, I also created a email template that Men's Wearhouse could use to further connect with their readers outside of their website.

In this template, they would be able to share their expert articles, new fashion deals, promotions and superior content, all right to the reader.

These templates would then draw readers back to the site and their all-in-one men's fashion experience.

MEN'S WEARHOUSE®

WELCOME TO THE

## Perfect Fit

# Thank you for signing up for our emails!

**You'll now be the first to know  
about our sales, Buy One Get  
One events, exclusive  
email-only offers, and so  
much more.**

FIND A STORE

SHOP ONLINE

ENJOY YOUR

### Perfect Fit membership perks

Advance notice  
of upcoming sales

\$50 reward  
for every  
\$500 you spend

A special birthday  
offer just for you

\$30 off every  
tuxedo rental



Los Angeles Times

# Los Angeles Times

The Los Angeles Times is the largest metropolitan daily newspaper in the country, with a local weekly audience of 4.1 million.

Agency  
Phenomenon Marketing LLC  
Los Angeles, CA

Role  
Senior Interactive Designer

Project  
Los Angeles Times

Creative Director  
Mark Frankel



## The Challenge

With the growing competitive landscape of online news sources and popularity of discussing topics on social media, the LA Times struggled to engage users. However, LA Times was not ready for a massive website change.

Engaging users in conversation would establish LATimes.com as their preferred news source because they have the ability to connect with others and voice their opinion on topics they care about.

## The Concept

As the marketing strategist and lead interaction designer, I re-imagined the way users interact with news online, turning it a two-way conversation.

## The Solution

The “How California Thinks” initiative increased social participation in a meaningful, non-intrusive way with innovative, interactive techniques.

To raise awareness and encourage participation our marketing campaign included TV, OOH, print, and most importantly, social media.





# Minimal change. Maximum Impact.

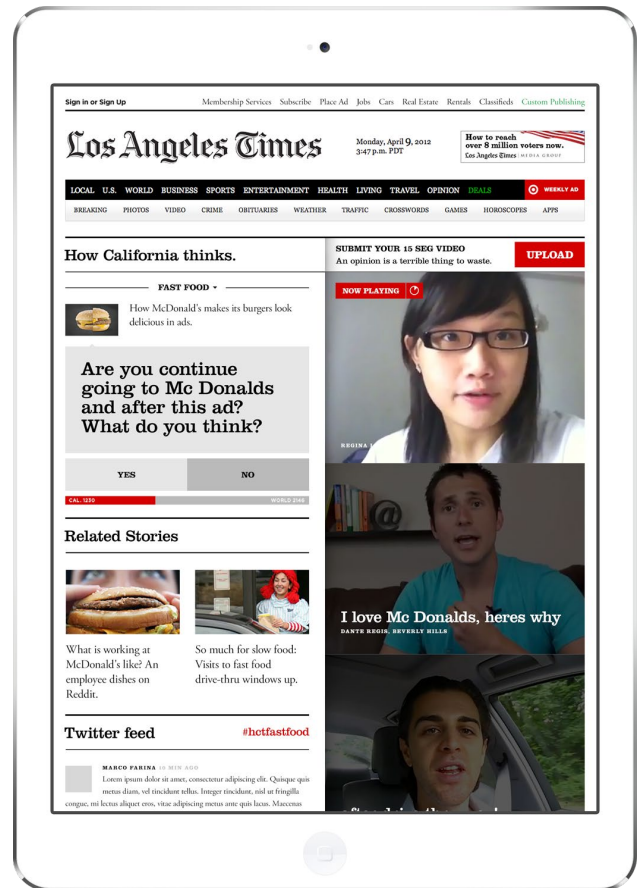
“How California Thinks” encouraged LATimes.com readers to share their opinion on controversial topics by seamlessly integrating a variety of social technologies.

Simple polls placed in key articles prompted readers to voice their opinion in an effortless way.

When readers participated in the poll, they were given the option to share the results on social networks; increasing the article's reach.

To expand the article's conversation to the Twittersphere, traditional article commenting was replaced with a dynamic Twitter feed and engaging conversation starters were used to encourage commenting.

When a user commented on the article, their comment would be shared with their Twitter network along with a strategic hashtag and article link; bringing more traffic and additional conversation to the article.



Google Hangouts were also integrated for readers who wanted to participate in live debates about controversial topics they are passionate about.



# Crate&Barrel

# Crate&Barrel

Founded by Gordan Segal in 1962, Crate&Barrel was designed to provide high quality houseware to consumers, all in a traditional, homey package.

Agency  
Phenomenon Marketing LLC  
Los Angeles, CA

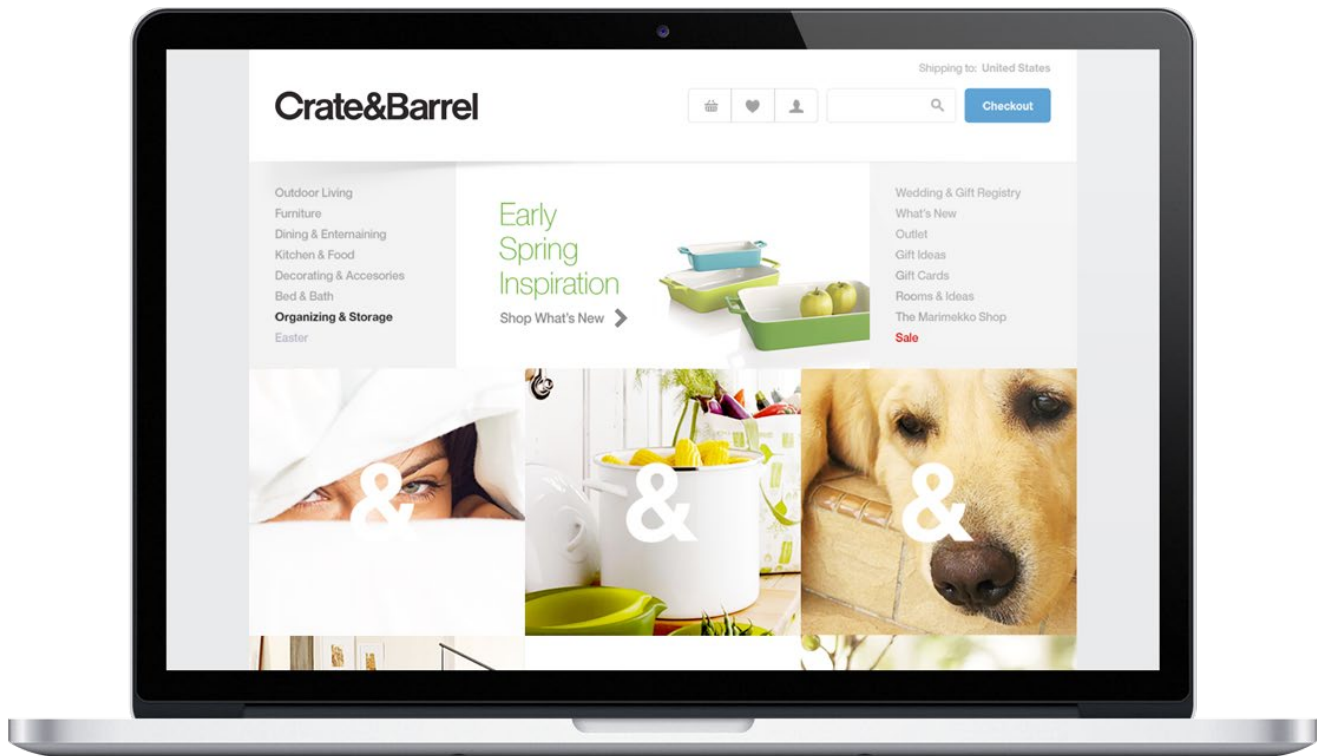
Role  
Senior Interactive Designer

Project  
Crate & Barrel

Creative Director  
Mark Frankel







## The Challenge

Crate & Barrel is all about creating connections and bonding with their customers.

However, they struggled to truly maximize the company's growth and profitability through creativity and merchandising techniques.

## The Concept

We wanted to engage Crate & Barrel's audience by creating an emotional connection between their home, the furniture in it and the moments being shared.

This concept would give off the traditional, warm feeling Crate & Barrel is known for while bringing value to their merchandise and, in turn, increasing growth and profitability for the company.

## The Solution

In order to bring storytelling and emotion into Crate & Barrel's marketing, I played a key role in brainstorming, guiding, and creating multiple initiatives that worked together to meet the company's goals in their own important way.



# The “&” Holds Everything

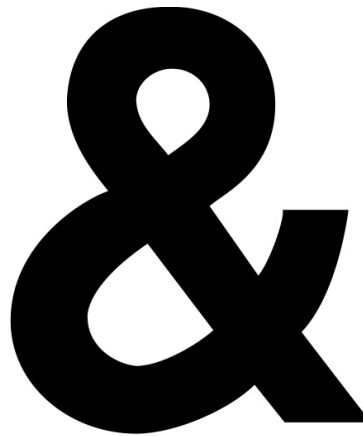
Home is first and foremost a place where families live, grow, share and love. The & Holds Everything campaign focuses on the idea that home is more than the furniture in it. By humanizing the products with photography and interaction, I truly brought this campaign to life and connected consumers with the merchandise they were purchasing.

While this initiative is simple in design, it is complex in technology. I created several online marketing techniques that helped bring personal value to Crate & Barrel’s merchandise while ideating groundbreaking interaction methods that would feature the latest product catalog in a homey, familiar way.

I got started by redesigning, refreshing and rethinking Crate & Barrel’s website, specifically focusing on the e-commerce customer experience.

This redesign included designing, coding, building prototypes and testing new technologies leveraging HTML5, CSS3 and Javascript. Through the website, I translated the strategies I helped create to the digital world, connecting with the audience across all platforms.

The design and imagery used in the e-commerce customer experience focused on bringing the products in the Crate & Barrel store into a customer’s actual home. For instance, you wouldn’t find just a pan in the online store, but the



**The & holds everything.**

pan that you will use to cook Christmas roast in, or your first Thanksgiving turkey. This imagery was crafted to help customers put themselves in the marketing campaigns, feeling the emotion behind the product.

As an added effort to upsell customers with strategic merchandise recommendations, I designed and coded an innovative scrolling pyramid feature. This scrolling pyramid helped customers make additional product choices in a relevant and straightforward way based on the buying patterns of similar customers.

We also created a viral initiative that tied in Instagram, encouraging customers to actually share their Crate & Barrel products in their own homes. They could win gift cards to use in the store by tagging their photos with the “#cbliving” hashtag.



# Things That Matter

The idea behind Things That Matter was to engage Crate & Barrel's target audiences, drive more traffic to the company's online properties without paying top dollar for competitive furniture-industry pay per click search terms and ultimately, increase sales.

I worked with the strategy team to study our target audience and the upcoming events and holidays that might be of interest to them.

We then analyzed historic keyword data to find sweet spots between search volume, keyword price, and ranking difficulty.

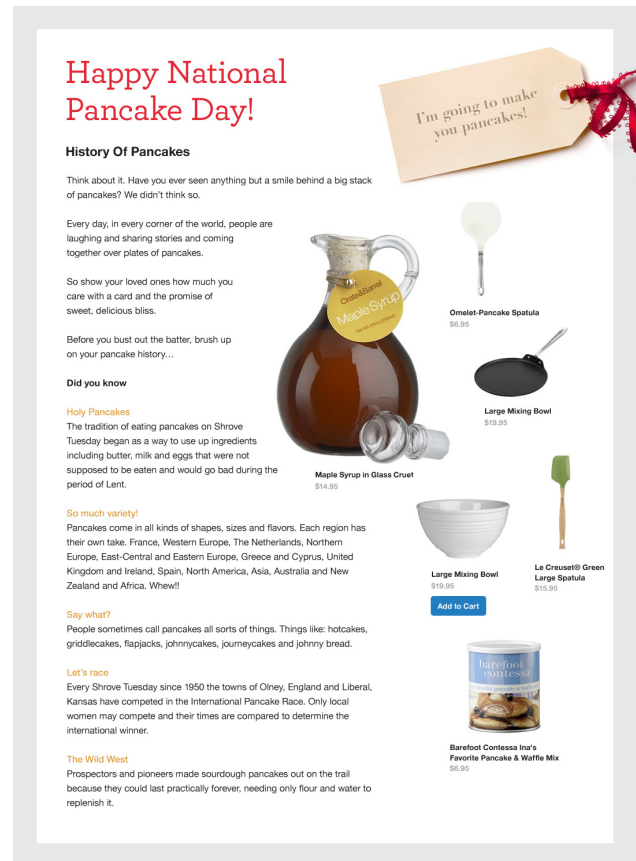
From this, we created a comprehensive strategy that included the keywords we wanted to rank for and the engaging marketing content we could produce relevant to those keywords.

I then simplified this complex strategy into an easy-to-understand graphic to guide our campaign across cross-functional groups.

From this strategy, I worked with copywriters to create relevant microsites for each topic and its corresponding keywords.

These microsites contained value-added editorial content that the user was searching for online, along with relevant marketing messages sprinkled in.

For example, if someone typed keywords relevant to our National Pancake Day topic area into Google they would find



a link to our Happy National Pancake Day article in their search results. If they clicked on the link, they'd be directed to a strategic microsite.

This microsite would feature an educational article on the history of pancakes, some fun facts about pancakes, along with featured Crate&Barrel products to help them make the perfect pancake. Readers could click on these featured products and purchase them from the Crate & Barrel website in a few simple steps.

# Every Room is a Living Room

Every Room is a Living Room's goal was to increase Crate & Barrel's e-commerce conversion rates and the average transaction value in an engaging, welcomed way.

The messaging and the imagery emotionally touched the audience by illustrating the moments shared and the memories made at this important place we call home. Because really, what is the use of a well-furnished home if you don't have anyone to share it with? But, when you enjoy your home and the people in it, every room is a living room.

I worked closely with the campaign's lead copywriter to establish the overall visual and copy guidelines, building a solid foundation for powerful and consistent marketing material. Under my direction, our production designers then applied this visual tone to all work produced for the Every Room is a Living Room campaign.

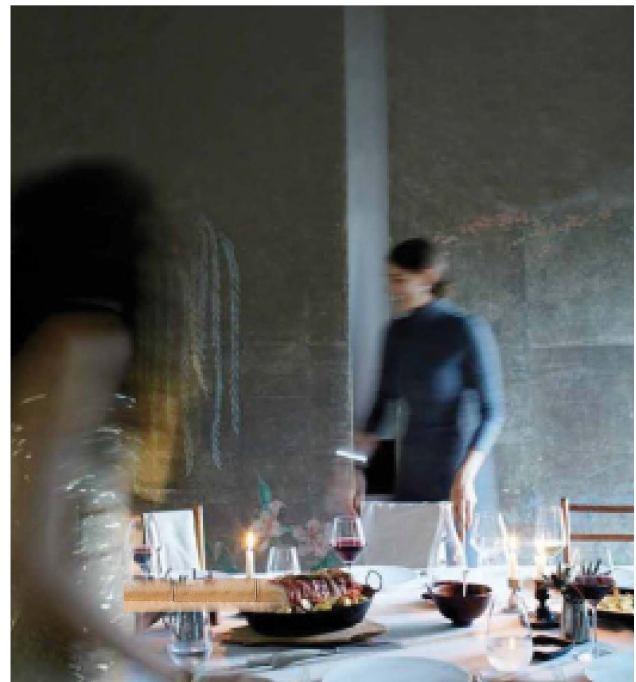
As the Lead Interactive Designer I supplemented this campaign messaging by helping the audience visualize their "results in advance"; the perfect platform for their found memories made at home - a comfortably modern living room.

This was achieved with an immersive 360 degree video experience that showcased a variety of living rooms that could be selected based on user preference. The

user could seamlessly browse their rooms of choice, inspiring them to imagine the possibilities of their own home with the right Crate & Barrel merchandise.

The 360 degree living room experience increased transactional value by helping to upsell customers by showcasing perfectly paired merchandise combinations.

The featured furniture could be easily purchased in a click.



Every room  
is a *living* room.

**Crate&Barrel**







# CB2

CB2 is a modern destination from Crate&Barrel that's clever and in the moment, and priced smart.

Agency  
Phenomenon Marketing LLC  
Los Angeles, CA

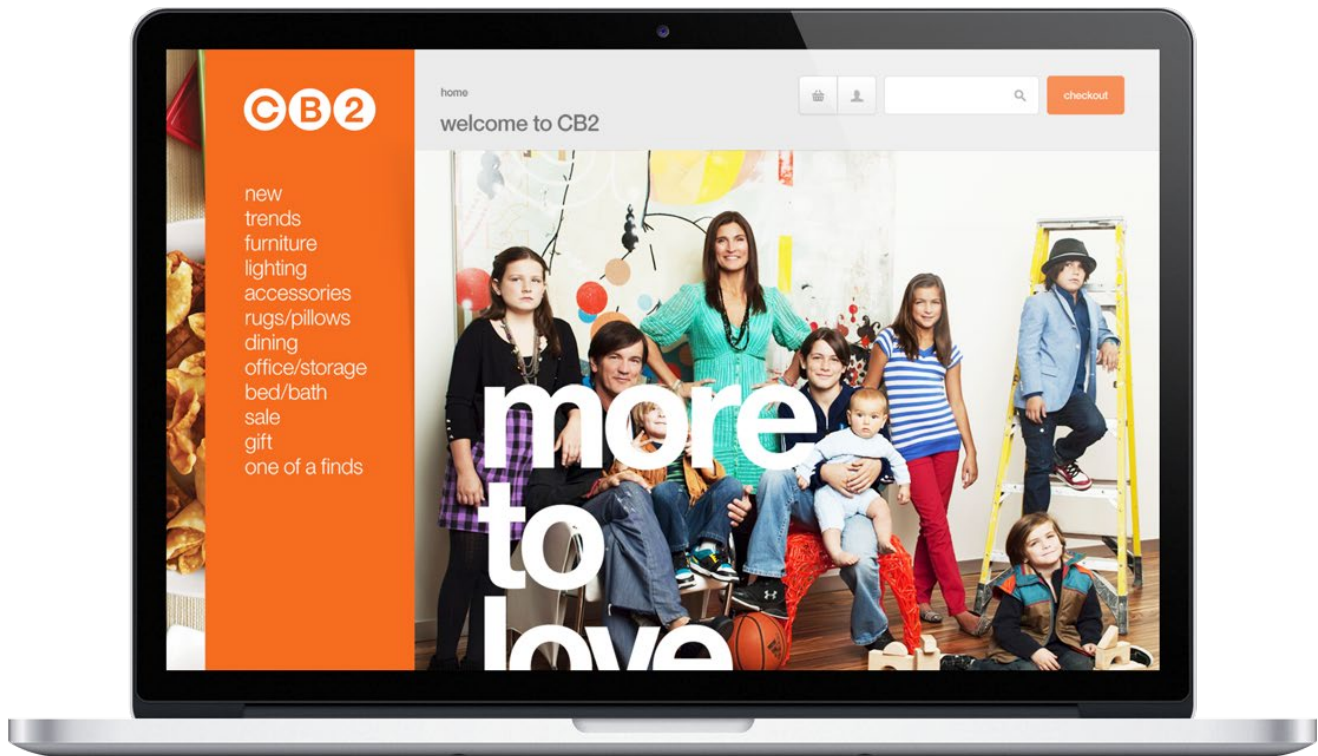
Role  
Senior Interactive Designer

Project  
CB2

Creative Director  
Mark Frankel







## The Challenge

The most famous interior design family on TV, the Novogratz's, partnered with CB2 to design exclusive home goods. The result? The collision of boldly colorful design magic with accessible and inspiring CB2 products.

We were tasked with launching this exciting partnership; the goal being to emotionally engage existing customers and prospects to propel the sales of the CB2 / Novogratz branded product and create new CB2 fans in the making. The challenge we were up against was the lacking mass awareness of the Novogratz duo against the greater CB2 base.

In the press:  
<http://blog.thenest.com/2012/10/05/cb2-launches-the-novogratz-collection/>

# CB2

*Novogratz*<sup>TM</sup>

## + The Novogratz



### The Concept

The Novogratz Collection by CB2 is a playful collection that exudes modern design with a splash of vintage flavor.

The collection can compliment various tastes and appeal to a wide range of customers. However, we found that the core the CB2 customers and prospects are 25-49 year olds who are eclectic

design curators who hunt for the latest and greatest to reflect their bold aesthetic sensibility.

Our strategy to reach this audience was to launch a multi-channel campaign that leveraged both traditional and interactive media, while also allowing prospects to interact with the brand in a meaningful way.



# The Solution

I was the lead designer of The Novogratz Collection's multichannel campaign which included the new brand identity, posters, social media initiatives, sweepstakes and a mobile app. The collection is fresh, yet unpredictable with bold and colorful style; therefore, the art direction had to follow suit.



To increase awareness for the new collection among current CB2 customers and prospects, we positioned the partnership as CB2 offering “more to love.” The big idea around this was to illustrate that, regardless of the project, CB2’s goal remains the

same: make something unique, personal, and utterly amazing.

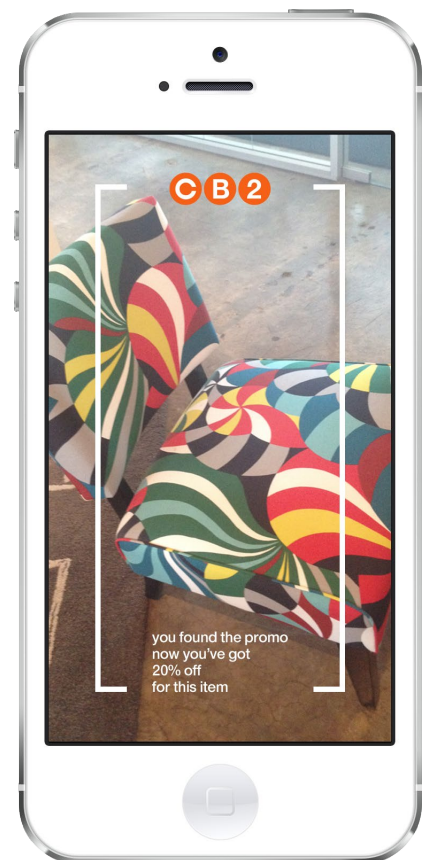
And when CB2 teams up with the Novogratz’s, there is even “more to love.”

To reach tech-savvy interior design enthusiasts, I leveraged interactive media to increase awareness of the The Novogratz Collection by CB2 and show off the exclusive products.

For example, we conducted competitions that invited contestants to follow The Novogratz on social media and submit their inspiration and ideas via Pinterest, Twitter and Instagram.

Sharing their photos automatically entered them into a \$25,000 sweepstakes.

To emotionally connect with prospective buyers, I conceptualized and prototyped an innovative mobile app for the new Novogratz Collection.



The app featured augmented reality that would help potential customers visualize how the furniture would look in their home and gave them product and pricing information.







MAKEUP · COM

# Makeup.com

Makeup.com is the go-to destination for everything beauty. From the latest beauty news, to helpful how-to's from beauty experts, this content-rich website receives half a million unique visitors a month.

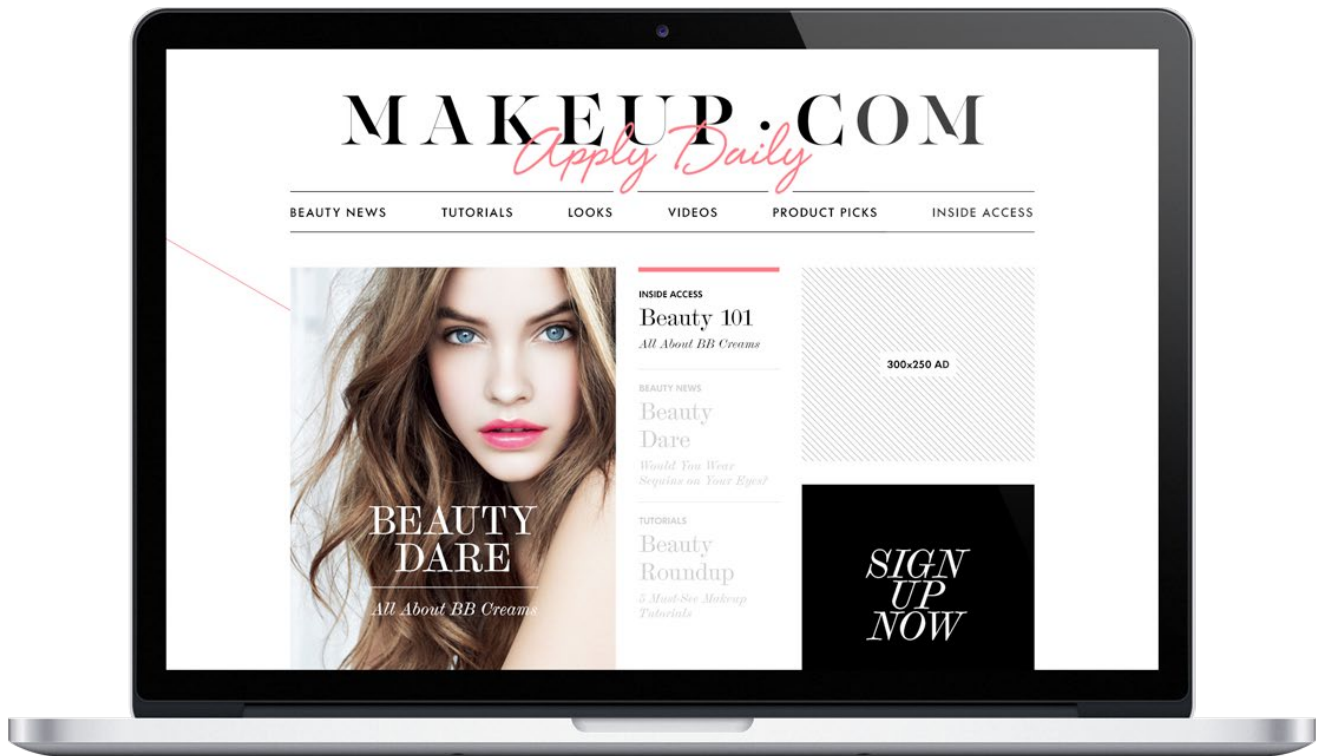
Agency  
EQAL / Everyday Health  
Los Angeles, CA

Role  
Art Director

Project  
Makeup.com

Creative Director  
Dorian Garcia





## The Challenge

While Makeup.com was providing fresh content about the latest and greatest in the makeup world, but it wasn't engaging their audience like it should. The imagery and design of the website fell flat compared to the upscale, expert content they were providing.

## The Concept

Makeup.com needed to upgrade their entire site with a new, sophisticated look and feel. They also needed the products they sold to be more accessible to the readers who were visiting their website, so that way they could easily purchase all of the products they were reading about.

### In the press:

<http://adage.com/article/media/l-oreal-taps-federated-media-makeup-content/228701/>  
<http://contently.com/strategist/2014/08/12/how-loreal-is-changing-the-face-of-beauty-marketing/>  
<http://www.forbes.com/sites/groupthink/2013/12/12/for-women-content-is-the-next-generation-of-customer-service/>  
[http://www.marketwired.com/printer\\_friendly?id=1658752](http://www.marketwired.com/printer_friendly?id=1658752)  
[http://maxinesalon.com/news\\_makeup\\_july\\_20\\_2011/](http://maxinesalon.com/news_makeup_july_20_2011/)  
<http://popsop.com/2011/07/loreal-usa-revamps-its-makeup-com-online-destination/>  
<http://www.reuters.com/article/2011/07/06/idUS135357+06-Jul-2011+MW20110706>  
<http://www.reuters.com/article/2012/05/17/idUS171482+17-May-2012+MW20120517>



# The Solution

I started by directing the overall look and feel Makeup.com's website redesign. To help the client hone in on their art direction, I created multiple moodboards to show the variety of visuals in which the brand could be expressed. The moodboards connected with Makeup.com's target audience by drawing inspiration from the runway, street style, celebrities and beauty.

When the final art direction was selected, I created a logo and a style guide so my design team could carry the look and feel through the entire website. By incorporating a bold color palette of black and hot pink, my team and I were able to design a gorgeous magazine-style layout that perfectly showcased their expert, daily-updated content.

I helped Makeup.com improve their UX by playing a key role in content strategy, site map organization, and wireframes for desktop and mobile. This redesign allowed me the opportunity to do what I do best -- organize a lot of content into an appealing grid layout that was pleasing to view and, just as important, easy to navigate.

The optimized content strategy respectfully integrates their product marketing messages with editorially relevant, useful, content that engaged users with makeup tutorials, celebrity interviews, tips on what's trending, and more.



I integrated e-commerce "shop this" widgets that allow readers to easily purchase the different products they were reading about on the website.

Double-branded ad placements were leveraged for added-value media impressions.

Since its redesign, Makeup.com now has a healthy audience of its own, with over half a million unique visitors every month.

The new content strategy also helped to engage users across their social platforms as well, by adding over 800,000 fans on Facebook, over 23,000 followers on Twitter, and over 94,000 Pinterest followers to their social following.





EDITORIALIST

# Editorialist.com

Editorialist, the fashion blog by ELLE, is the defining word in luxury accessories around the world. By combining e-commerce and editorial, Editorialist creates a rarefied and highly-serviced shopping experience.

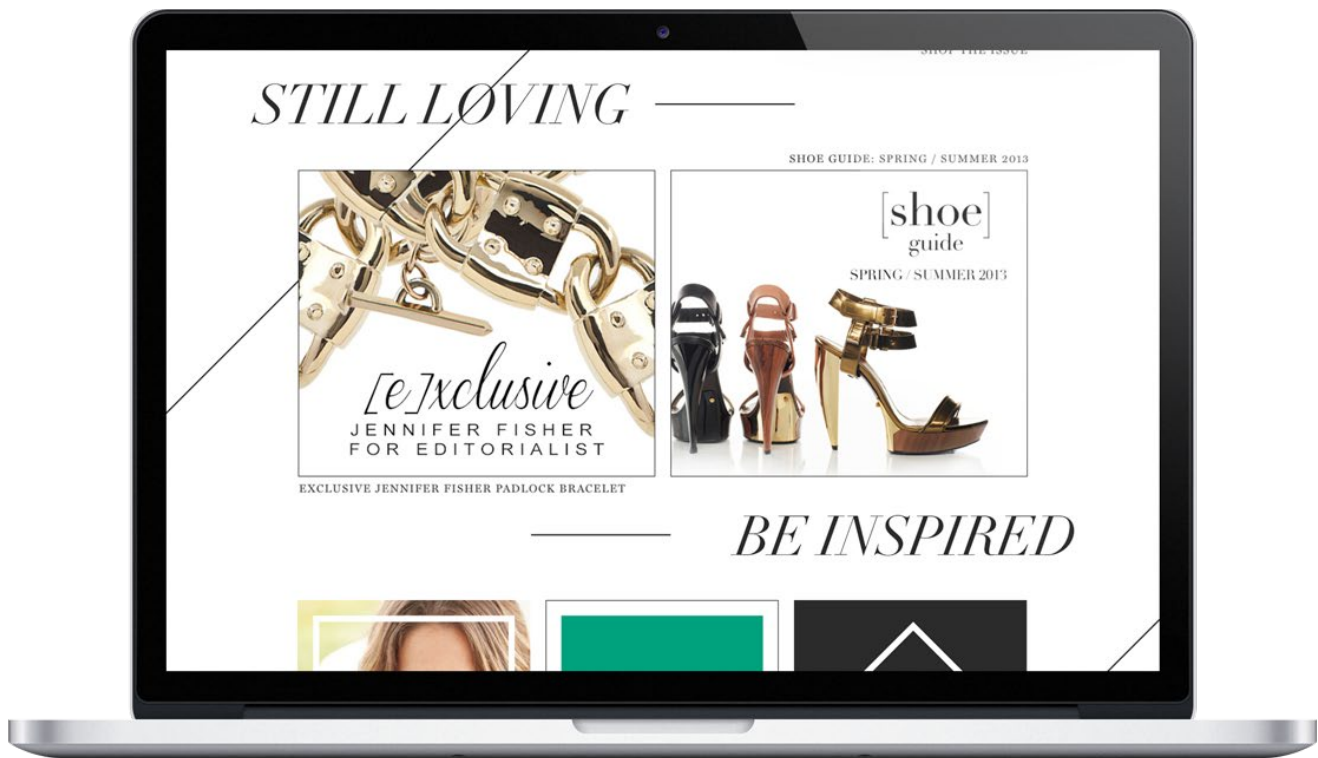
Client  
Elle  
New York, NY

Role  
Freelance Interactive Designer

Project  
Editorialist

Account Manager  
Matthew Tandler





## The Challenge

ELLE was delighted to watch Editorialist explode in popularity and attract an unprecedented number of pageviews. However, despite the success of the website, their sales were falling short.

Editorialist hired me to help them capitalize on their page views by incorporating advertisements of the products they feature in their e-commerce store into their blog.

## The Concept

Print magazines are known for striking, artful advertisements that are welcomed by readers, giving them a preview of the season's upcoming looks alongside their content. However, blogs are a completely different story. From annoying pop-ups to sidebar ads that prey on user information, no one looks forward to scrolling past ads to reach the digital content they want.

With this in mind, it was my job to combat the bulky and intrusive nature of most online ads, and, instead, to incorporate them within the blog in a way that mirrored the seamless and side-by-side integration of most magazine fashion ads.



# The Solution

The redesign of Editorialist incorporated product advertisements in a way that remained true to the ELLE legacy. Rather than taking away from the blog's content, the new ads enhanced the user's overall experience. This was achieved by staying true to the blog's minimalist approach and insuring ads contained engaging, relevant content.

Each ad became a clickable tile, blending in with the others that scrolled horizontally across the page.

Colors and fonts were selected to compliment the blog's editorial content. Ads were grouped into their relevant fashion categories and contained engaging headlines and imagery.

This ad blends in with the website's content because it's placed among similar tiles. A simple glance wouldn't portray the fact that one picture is an ad and the others are not.

The ad on the left features a forward-facing model touching her neck and a designer's name in a white, all-caps font. I blended it in with the content by staggering it among similar tiles, including one with a model looking down and touching her face, near an all-caps headline in white.

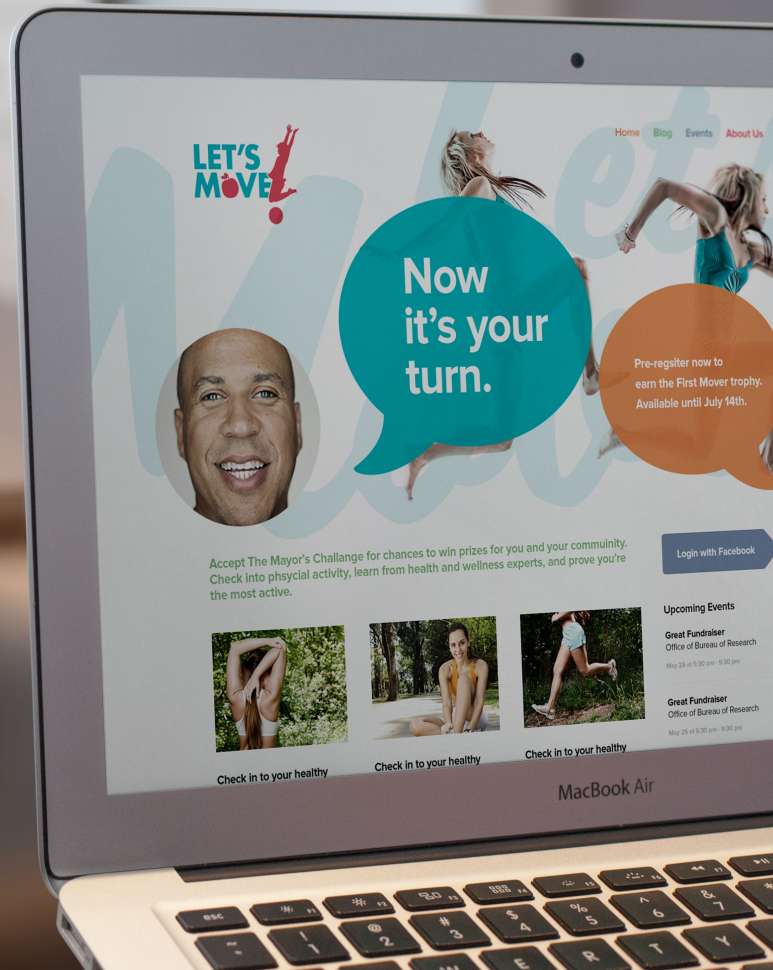


A gray background and a larger word in black text differentiated the content just enough to make the page look interesting, but a simple glance wouldn't portray the fact that one picture was an ad and the others weren't.

#### In the press:

<http://www.expose-communications.com/clients/overview/103>  
<http://fashionista.com/2013/02/former-elle-accessories-editors-launch-editorialist>  
<http://online.wsj.com/articles/fine-jewelry-shoppers-flock-online-1406923710>  
<http://www.stylemagazinekw.com/details.php?cat=11&id=41>





# Cory Booker Challenge

Let's Move is a national campaign created by First Lady Michelle Obama that is dedicated to solving the problem of obesity within a generation. Her Let's Move Co-Chair, Cory Booker, the mayor of Newark, NJ, wanted to kick off this campaign with The Cory Booker Challenge.

Agency  
ClixSocial Media INC  
New York, NY

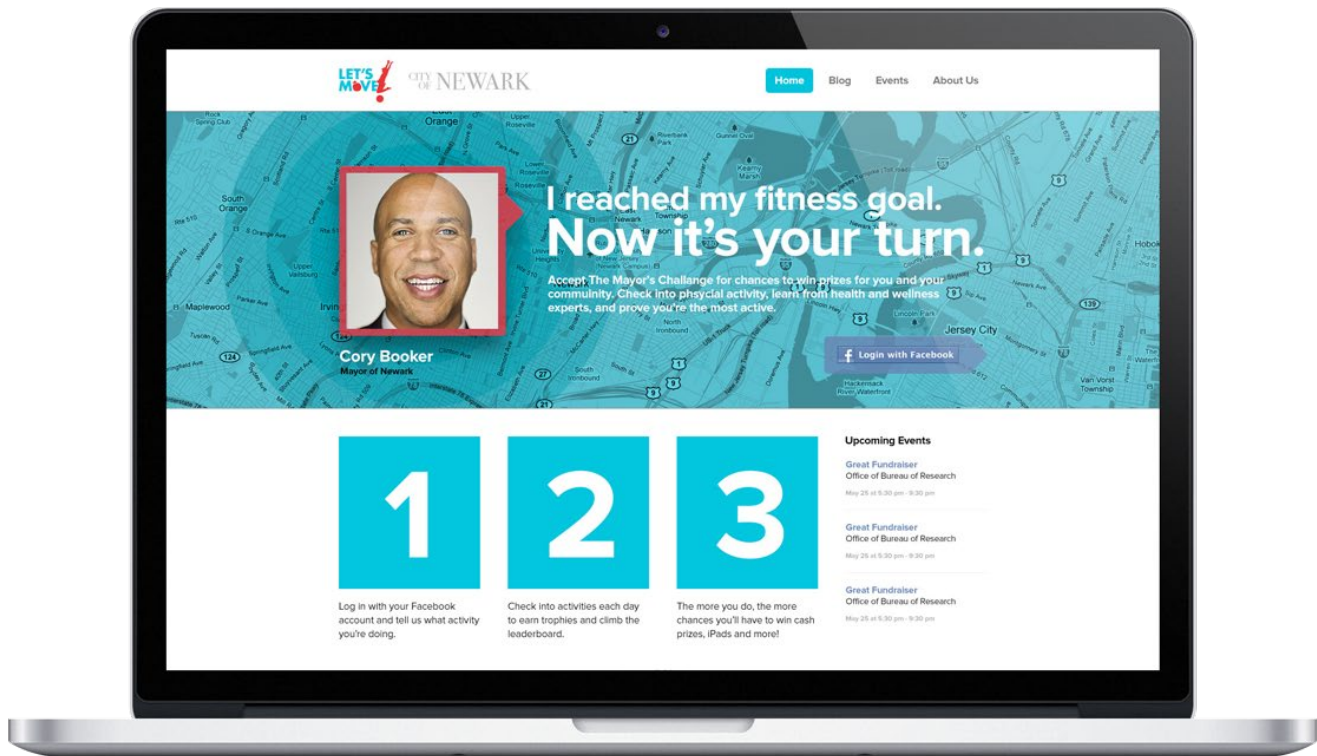
Client  
Cory Booker

Role  
Art Director

Project  
Let's Move  
Newark

Creative Director  
Dorian Garcia





## The Challenge

Newark is like many urban places in America when it comes to the obesity crisis. Childhood obesity rates are out of control and undermining our children's health, self esteem, performance in school, and ability to someday be productive adults. It is shortening their lives, and making health care costs dramatically more burdensome.

Therefore, Cory Booker, the mayor of Newark decided it was the perfect place to kick off the Let's Move Campaign.

## The Concept

From studying various examples of how fitness became more effective and fun when it was social, competitive and public, we decided to bring social media and fitness together with The Cory Booker Challenge.

The Cory Booker Challenge would become a social fitness game that encourages people to be active with different sets of rewards.



# The Solution

To help bring The Cory Booker Challenge to life, I lead the user experience, design and development of the initiative's website and a convenient mobile app. When creating the app and the website for The Cory Booker Challenge, I had three main goals in mind in order to encourage participation.

First, we found that the key to encouraging sustained participation was for the challenge to reach a "critical mass" of saturation among a user's friends. In short, an app user is more motivated to reach their goals and challenges when they know who they're competing against. If they are racing against their friends for the rewards, they will race harder and faster. Therefore, we needed encourage friends to join the app and participate in challenges together.

To do this, I created highly visual and engaging images that would be shared through social media, email and mobile channels when a user was completing a challenge. When users' friends saw these images, they would be encouraged to log in and compete.

Next, we wanted to promote the rewards to the app's users so they had motivation to join the challenge and compete against their friends. These promotions also communicated to users how they

could win their challenges, ensuring their experience would be quick and smooth when they were on the move.

Lastly, I wanted to ensure that the mobile app was built in an easy-to-navigate, seamless design that would not trip up athletes who were out participating in challenges.

Checking-in to the app was an essential part of a user's fitness routine within The Cory Booker Challenge. Therefore, we needed to give people motivation to check in. I created a stylish, easy-to-use app that got players excited about their upcoming challenges.

I also made sure that "being the leader of your challenge" and "winning prizes" was a focal point in the app and website, as this is what helped to keep the challenge significant to the users and motivated them to check in more often.



#### In the press:

[http://www.huffingtonpost.com/cory-booker/hypocrisy\\_b\\_803962.html](http://www.huffingtonpost.com/cory-booker/hypocrisy_b_803962.html)  
<http://layupline.com/2011/12/05/newark-mayor-launches-cory-booker-challenge/>  
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<https://www.youtube.com/watch?v=c8kfzX7KKAs>  
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<https://www.facebook.com/corybooker/posts/347107731998242>





# Carlo's Bakery

Buddy Valastro, owner of Carlo's Bakery but often better known as "Cake Boss" thanks to his hit show by the same name on TLC, is one of the most famous and highly regarded pastry chefs in the country.

Agency  
ClixSocial Media INC  
New York, NY

Client  
Carlo's Bakery

Role  
Art Director

Creative Director  
Dorian Garcia





## The Challenge

Thanks to his hit cakes and TV show, Mr. Valastro's cakes were never more in-demand. Just ask those who voted him "Best Cake in America" on the Today Show, or any patron that steps into one of his 7 locations nationwide.

But Carlo's Bakery was only able to service his fans that lived in the 3 states that he currently owned bakeries in. All of the other sweet-toothed fans that tuned each week to watch him on Cake Boss were never able to taste his creations.

## The Concept

In order for Carlo's Bakery to give their fans a taste of the delicious cakes they had been hearing all about on TV, I created an e-commerce store for CarlosBakery.com; leading all strategy, visual design and development.

Since the typical customer for Carlo's Bakery was mature in age, the e-commerce store had to be very simple to use, but not skimp on quality and mouth-watering imagery, like they were used to seeing from his show on TLC.

The site also had to be able to convey the delicious, fresh-baked, melt-in-your-mouth aroma of the goods it was selling, all right through your computer screen.

# The Solution

The design of Carlo's e-commerce store stayed true to the upscale feel of their baked creations, and also provided customers with simple navigation that allowed them to order their cakes as fast and easy as possible.

I also made sure to incorporate imagery that helped to showcase the fresh-baked experience that you get when placing orders at Carlo's Bakery, so that online customers would still get the homemade experience that those in stores loved so much.

With the newly designed e-commerce site, Carlo's Bakery now easily serves up more than 50 specialty wedding cakes, 20,000 cannolis, and 1,500 pounds of fudge each week, all while maintaining the high-quality customer experience it's known for.



#### In the press:

<http://www.salesforce.com/customers/stories/carlos-bakery.jsp>  
<http://www.businessnewsdaily.com/1958-cake-boss-advice.html>  
[http://wikipedia.org/wiki/Carlo's\\_Bake\\_Shop](http://wikipedia.org/wiki/Carlo's_Bake_Shop)