

**DESIGN  
CREATES  
VALUE**



**nac**



**cho**

**Ignacio Giri**  
**Art Director**

L'ORÉAL®

STYLESAINT

**Los Angeles Times**

**Crate&Barrel**



MEN'S WEARHOUSE®

E L L E

ahalife

**CARLO'S**



pinkberry®

**REFINERY29**



1985

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

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



**DIESEL STONE WASHED KAROTTEN  
JEANS AUS BAUMWOLL-MIX  
\$200**



**COTTON V-NECK  
T-SHIRT BY BOSS  
\$85**



**CONVERSE JACK PURCELL WHITE  
\$75**



**GAP SLUB ZIP HOODIE  
\$47**



**Die Neue Haas Grotesk**



I looove typography.

I'm from **Rosario**,  
Argentina.



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## Design

Creative Direction

Interactive Design

User Interface

User Experience

Prototyping

Typography

---

## Programming

HTML5

CSS3

Javascript

Ruby on Rails

PHP / MySQL

Wordpress

---

## Tools

Photoshop

Illustrator

InDesign

Cinema4D

TextMate

Github

# Skills

**It's not just about  
making pretty things,  
it's the process from  
conception to  
final product.**



# Case Studies



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Company

**Beats Electronics LLC**  
**Los Angeles, CA**

Role

**Senior Interactive Designer**

Projects

**Gift Guide**  
**Enhance Mobile Experience**

Head of eCommerce

**Timothy Johnson**

Project Manager

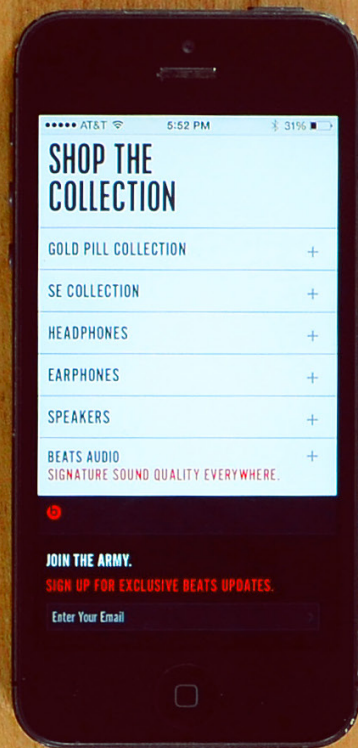
**Elijah Shillock**

# Beats by Dre









AT&T 5:52 PM 31%

## SHOP THE COLLECTION

GOLD PILL COLLECTION	+
SE COLLECTION	+
HEADPHONES	+
EARPHONES	+
SPEAKERS	+
BEATS AUDIO	+

BEATS AUDIO  
SIGNATURE SOUND QUALITY EVERYWHERE.

JOIN THE ARMY.  
SIGN UP FOR EXCLUSIVE BEATS UPDATES.

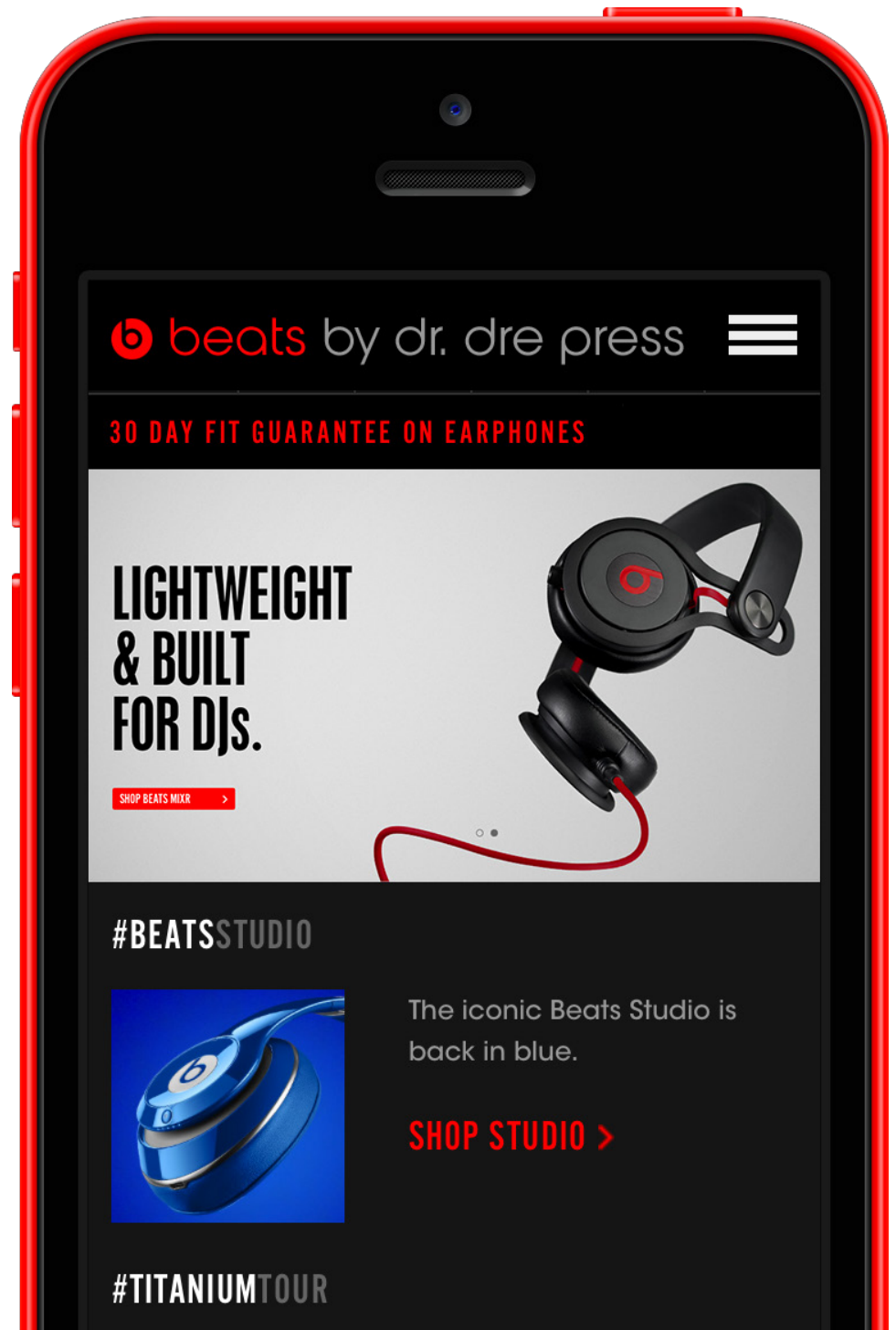
Enter Your Email

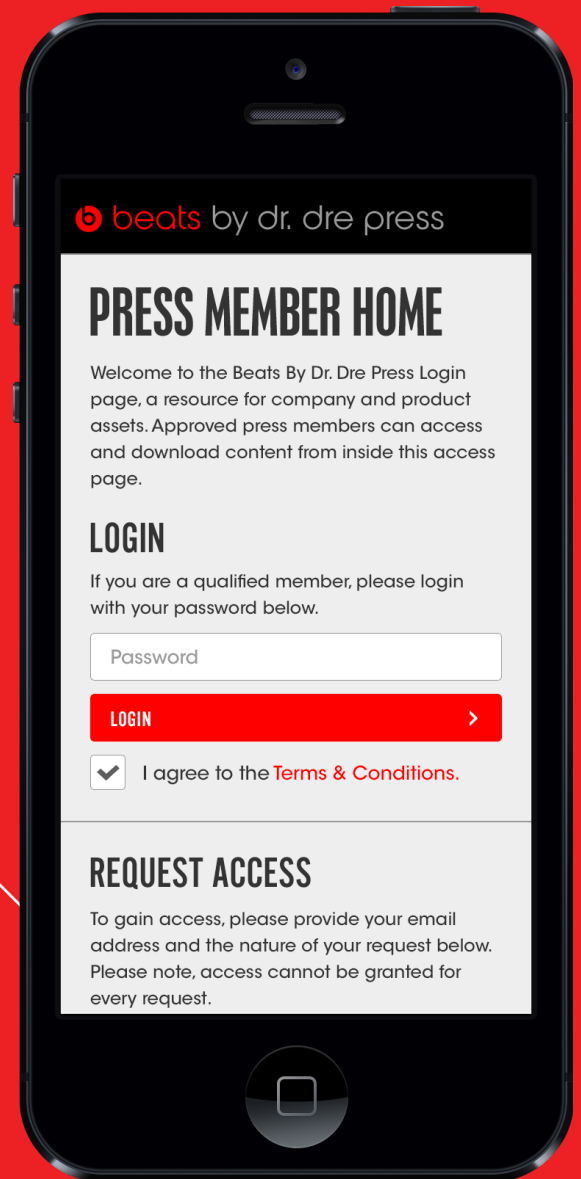
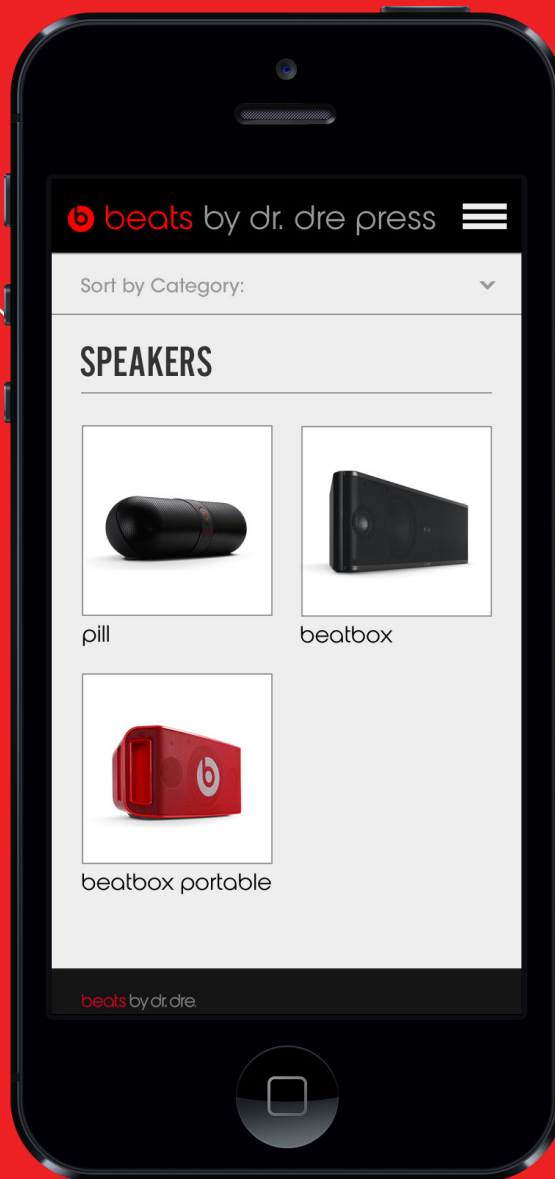
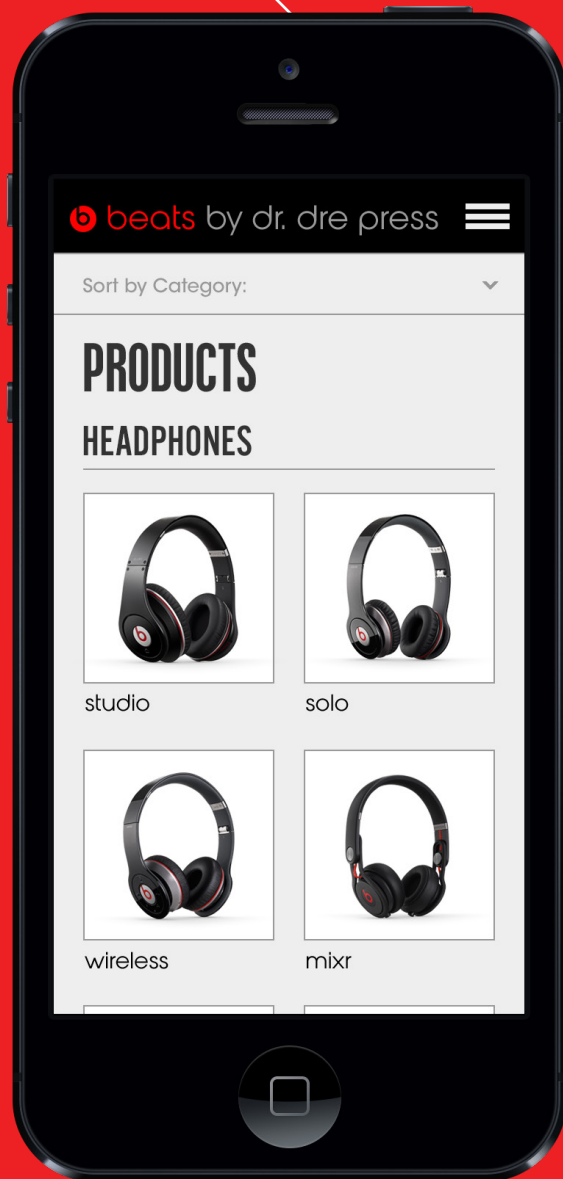


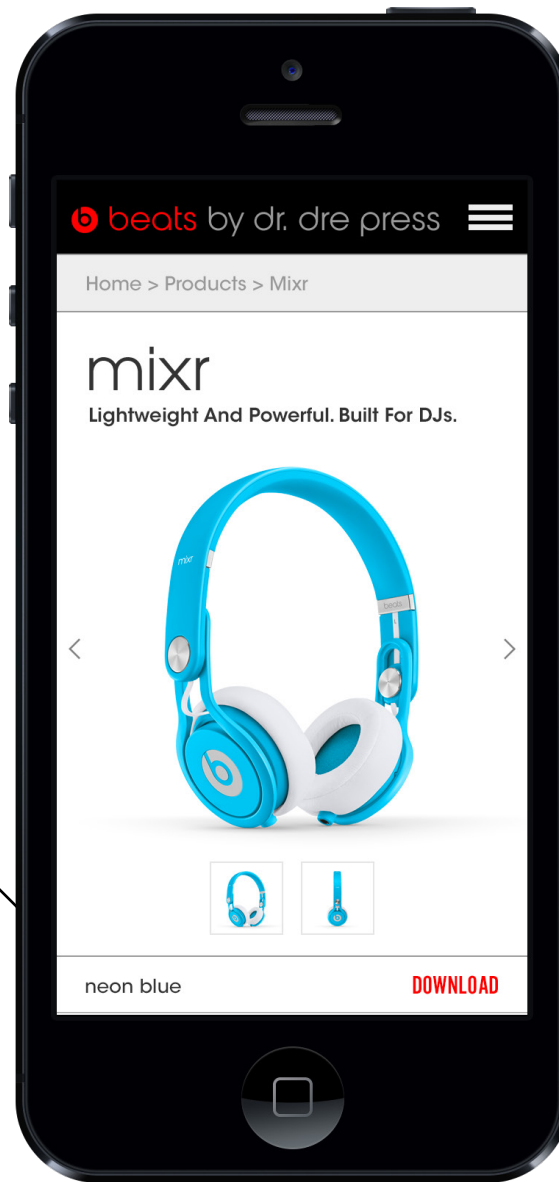
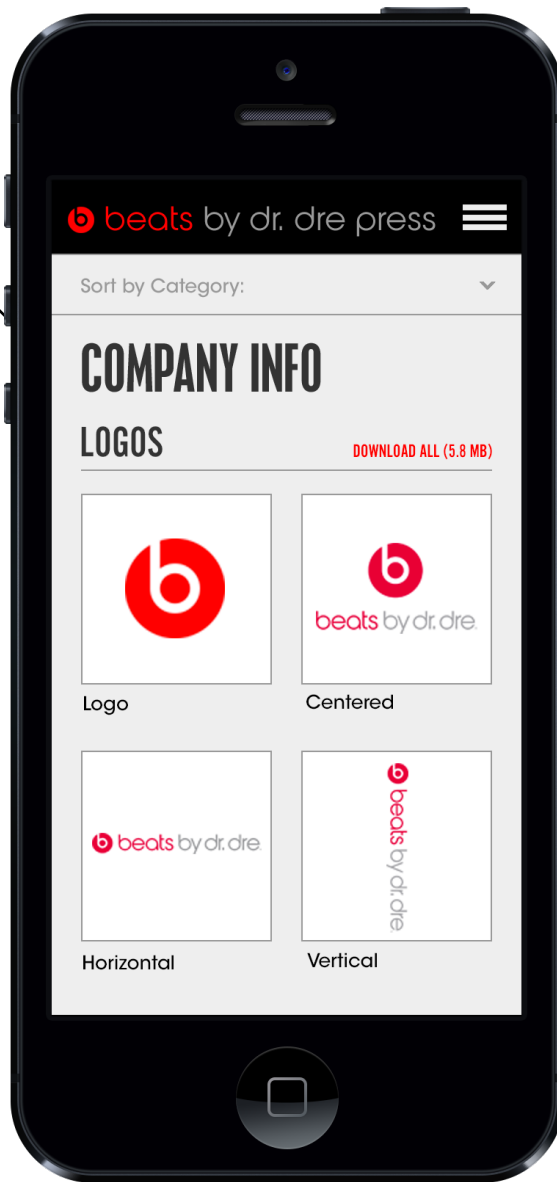
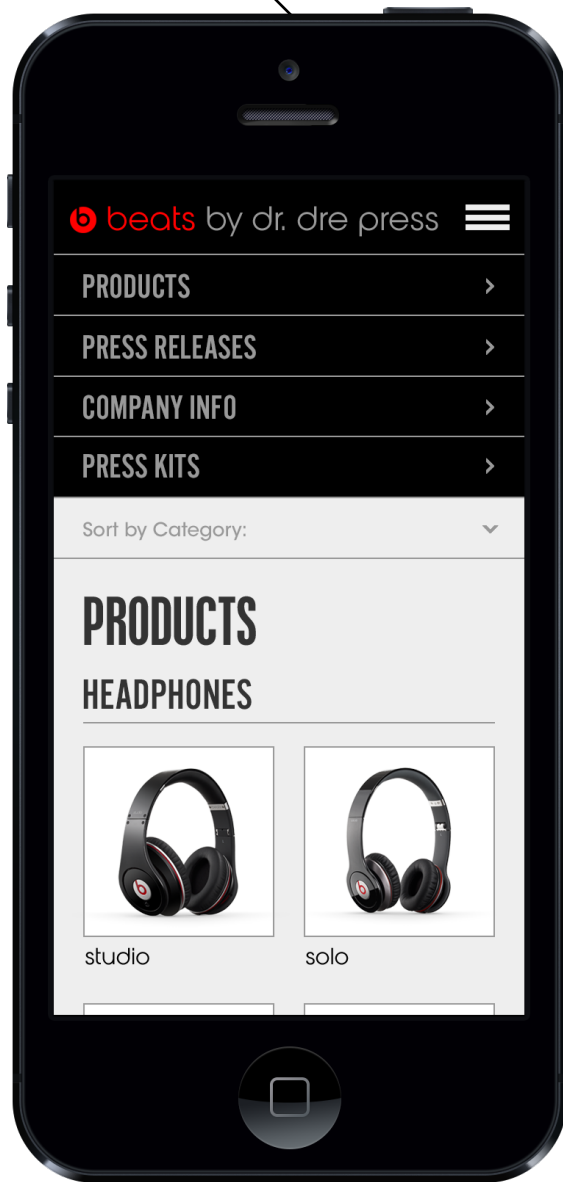
## A better mobile experience

I was responsible for redesigning the Beats by Dre mobile experience. The site was designed and built responsively to ensure consistency between the desktop and mobile user experience.

This brought a cohesive online presence for one of the most famous headphones brands in the world.







## Online Store

I was brought in to improve the conversion rate of the Online Store by improving the User Experience flow.



## Design & Strategy

I've designed the Holiday Gift Guide microsite following the beautiful Beats by Dre branding guidelines.

For him. For her. There is one perfect gift for all your loved ones. And all of them sound amazing.



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Agency

**EQUAL**

Los Angeles, CA

Role

**Art Director**

Client

**L'Oreal**

Project

**Makeup.com**

Creative Director

**Dorian Garcia**

# L'Oreal





MAKEUP · COM



BEAUTY NEWS

TUTORIALS

LOOKS

PRODUCT PICKS

INSIDE ACCESS



# MAKEUP.COM

*Apply Daily*



SHARE ARTICLE >



BEAUTY NEWS

## Beauty Dare

*Would You Wear Sequins on Your Eyes?*

TUTORIALS

## Beauty Roundup

*5 Must-See Makeup Tutorials*

INSIDE ACCESS

## Beauty 101

*All About BB Creams*

TUTORIALS

## Beauty Roundup

*5 Must-See Makeup Tutorials*

INSIDE ACCESS

## Beauty 101

*All About BB Creams*



prepare  
to be  
informed,  
inspired  
&  
delighted



MAKEUP  
*APPLY DAILY*

**MAKEUP**  
*apply daily*

MAKEUP  
*apply daily*

**MAKEUP**  
*apply daily*

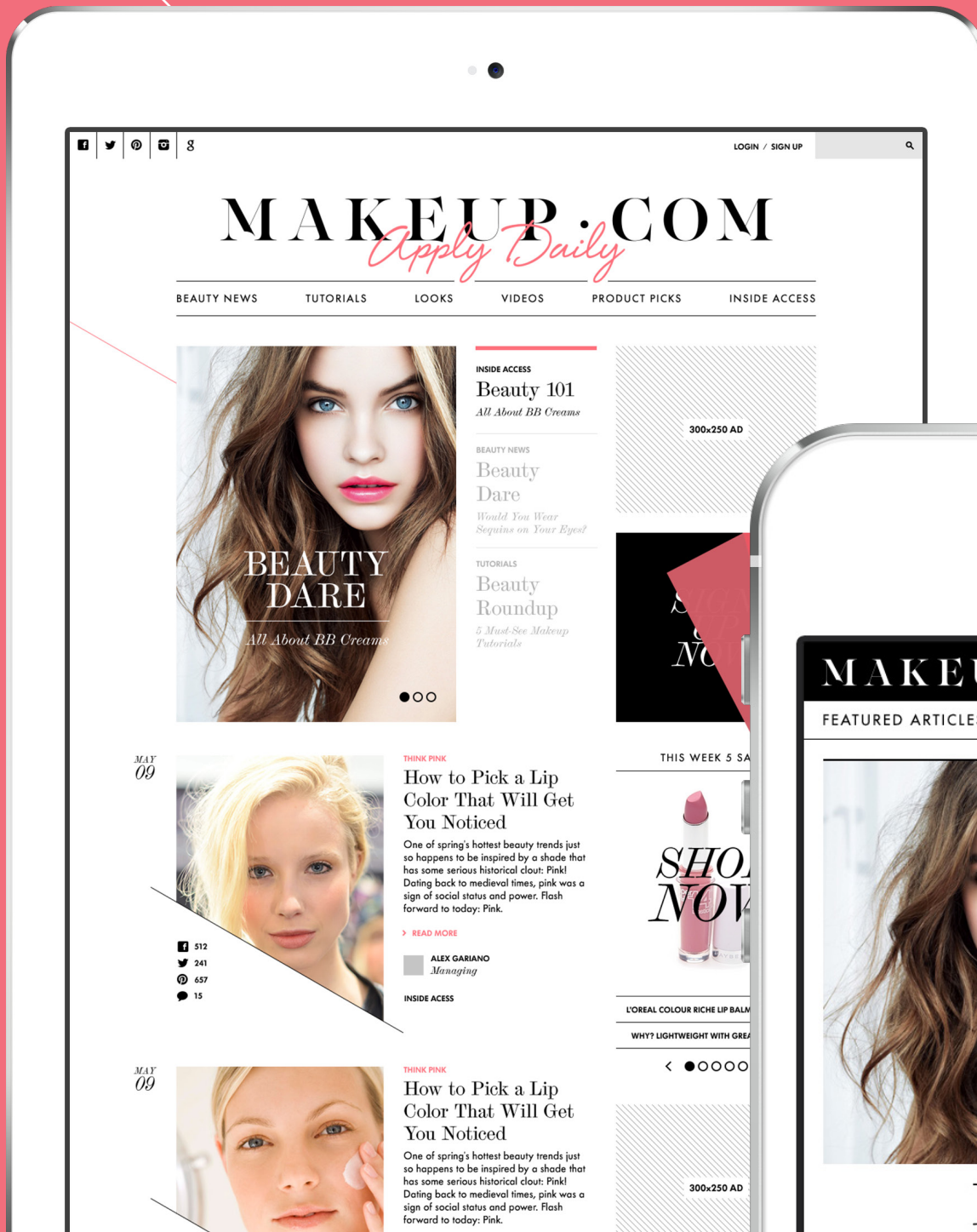
**MAKEUP**  
*apply daily*

*makeup*  
*apply daily*

MA  
KE  
UP

**MAKEUP**  
APPLY DAILY

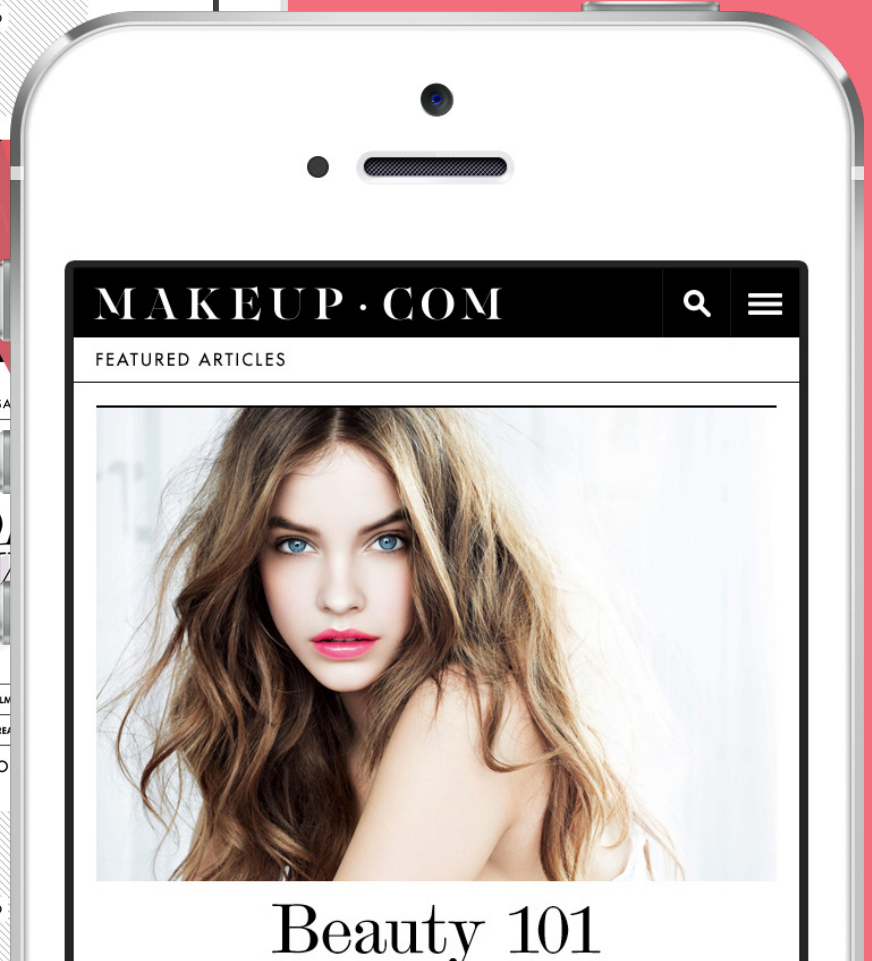
**MAKEUP**  
APPLY DAILY



## Patterns

Makeup.com is the new destination for everything beauty.

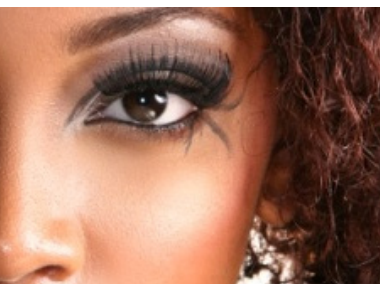
A content rich website that is easy to navigate and find exactly what you're looking for.











**Mood & Feel**

**MAKEUP**  
*apply daily*

**MAKEUP**  
*apply daily*



MAKEUP

APPLY DAILY

MAKEUP

APPLY DAILY

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Role

**Freelance Interactive Designer**

Client

**Elle**

**New York, NY**

Project

**Editorialist**

Account Manager

**Matthew Tandler**

**Elle**

EDITORIALIST



ELLE



*Editorialist is the defining word  
in luxury accessories around  
the world. E-Commerce meets  
editorial, creating the most  
rarefied and highly serviced  
shopping experience.*

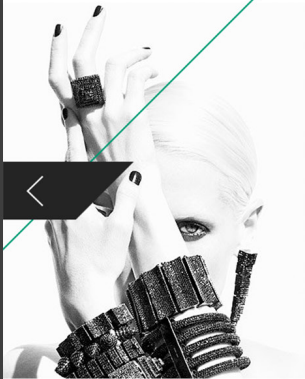




# [ EDITORIALIST ]

LOGIN  
REGISTER  
CART (0)  
SEARCH

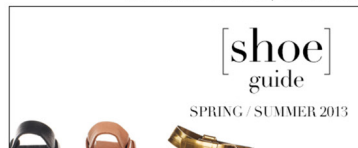
THE ISSUE JUST IN SHOES BAGS JEWELRY ACCESSORIES DESIGNERS CONCIERGE



SHOP THE ISSUE

## STILL LOVING

SHOE GUIDE: SPRING / SUMMER 2013



### Thoughtful redesign

Editorialist is the fashion blog maintained by Elle.

After becoming a rapidly successful site, they had peaked the interests of advertisers.

They enlisted my help to come up with a strategy to make the ads feel like they belong with the rest of the content.

Can you spot the ad?

*Mood  
& Feel*



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**Company**  
**Hello Innovation**  
**Detroit, MI**

**Role**  
**Freelance Art Director**

**Creative Director**  
**Vorrel Prendergast Jr**

**CEO**  
**Harry J Joachim IV**

**Awards & Mentions**  
**Webby Award**



# Hello Innovation



OUR MISSION  
IS JUST TO DO  
SOMETHING  
AMAZING

# Moments matter.

WE ARE  
CHANGING  
THE WORLD

IF YOU  
IMAGINE IT  
YOU CAN  
BUILD IT



h



e



l



l

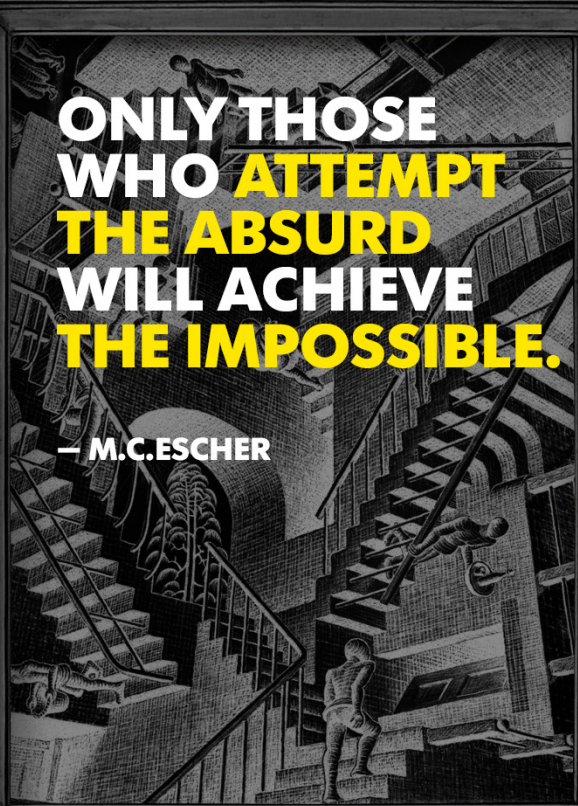


o



**ONLY THOSE  
WHO ATTEMPT  
THE ABSURD  
WILL ACHIEVE  
THE IMPOSSIBLE.**

— M.C. ESCHER





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## **Eclectic**

Big, visual and unexpected.

Those were always the main keywords for the brand.

I've explored several options to bring an unique experience online.





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## Patterns

Stripes, chevron, plaid, fret, houndstooth, gingham, checker, and more. All in black and white.

Merging all of these together in an elegant way helps create the identity of Hello Innovation as a brand.



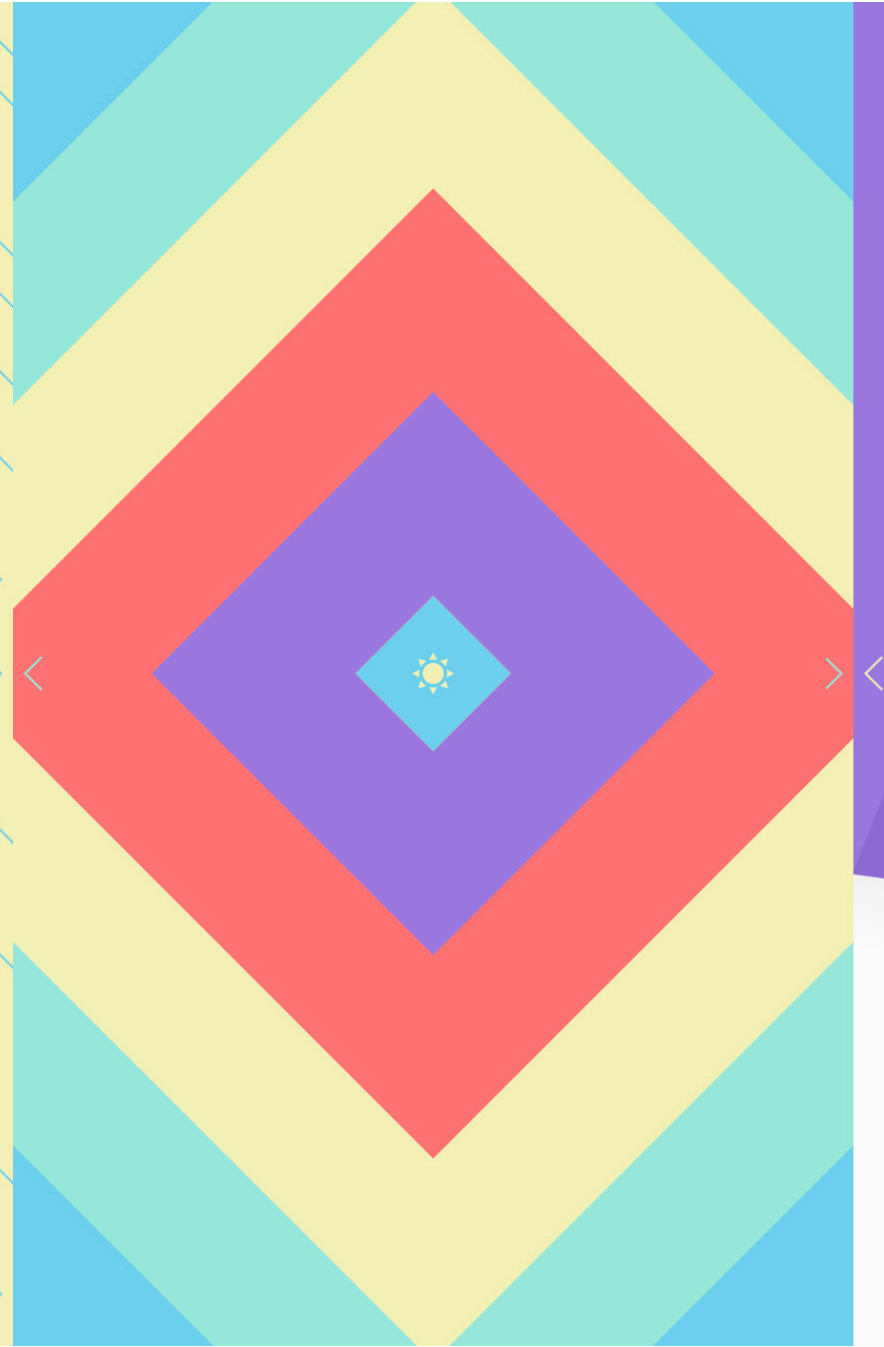
**We  
kick-ass  
that love**



# Benefits & Perks.



We've got you covered.



# WE ARE DISRUPTIVE BY DESIGN

We are hiring kick-ass creatives that love design.

Our mission is just one.  
**Change the world.**

Are you amazing?



## Join our creative team

Creative Director	Detroit, MI
Art Director	Bangalore, India
Senior Designer	Detroit, MI
UX Designer	Detroit, MI

[VIEW ALL POSITIONS](#)

Ever wish your job had a real impact on the world?



YOU

WANT TO GO TO WORK EVERYDAY

WANT TO  
**CHANGE**  
THE WORLD?

EVER WISH  
YOUR JOB HAD  
A REAL IMPACT  
ON THE  
WORLD?

We are hiring kick-ass  
creatives that love design.

WE ARE  
**NOT** AN  
AGENCY

### Changing the world

Hello Innovation owns and operates a strong set of businesses powered by innovation. We live to change the world, one idea at a time.

Our global companies span many areas ranging from eCommerce, telehealth, software, social networking, to the funeral profession, real estate, health & beauty, and genealogy.

A job at HI means you'll be working with an awesome team in a creative environment to change the world.

Want to join a  
profitable,  
growing, and  
dynamic  
company?





WE ARE  
AMAZING  
CHECK IT  
OUT



SPORTS



EVENTS



REAL ESTATE





INSPECTIONS



CINEMATOGRAPHY



PHOTOGRAPHY

SERVICES

445ft.

**QUALITY**  
**OVER**  
**QUANTITY**



# MEET THE ARSENAL



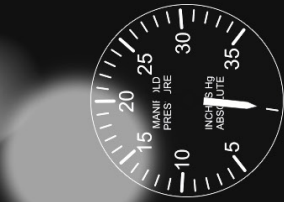
EQUIPMENT  
445ft.

TECHNOLOGY  
445ft.

# SMART TECHNOLOGY



# TECHNOLOGY



ALTITUDE

400ft



FLIGHT DISTANCE

320m



MAX SPEED

52mph



PRESSURE

320psi



IMPOSSIBLE

445ft.



CREATING  
THE  
FUTURE





A close-up photograph of a bride's hands holding a large bouquet of white roses. The bride is wearing a white lace bracelet on her left wrist. The bouquet is composed of several large, fully bloomed white roses with yellow centers, tied together with greenery. The bride is wearing a white lace-trimmed sleeve. The background is a soft, out-of-focus green, suggesting an outdoor setting.

**aerial**

A collage of images featuring a woman's face and a striped shirt, overlaid with a large, stylized, multi-colored geometric shape resembling a stylized 'X' or a large letter 'A'. The shape is composed of several overlapping triangles in shades of purple, magenta, and black. The background images include a close-up of a woman's face and a striped shirt, and a close-up of a striped shirt with a circular pattern.

A collage of four images arranged in a 2x2 grid. The top-left image shows a smiling woman with long brown hair. The top-right image shows a man with a zebra-print shirt and face paint. The bottom-left image shows a golden lion's head. The bottom-right image shows a purple umbrella.





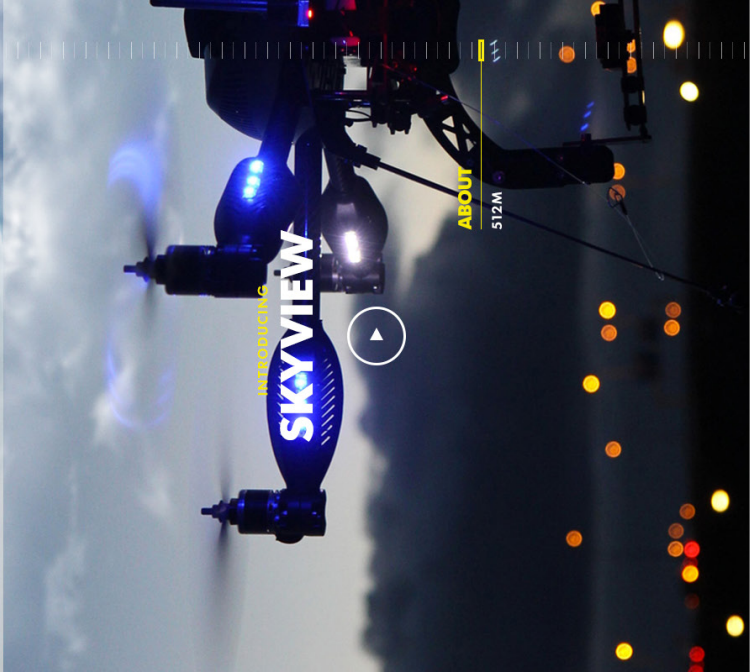
# TAKE FLIGHT

TAKING AERIAL FOOTAGE TO THE NEXT LEVEL



VIDEO REEL

512M



INTERVIEWING

## SKYVIEW



ABOUT

512M

WE'RE ALL ABOUT

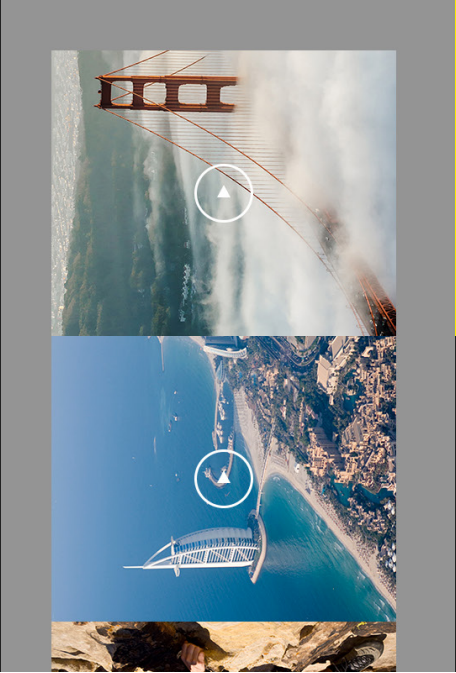
## BREAKING BONES AND FLYING DRONES

—

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id ligula porta felis euismod semper. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.

—

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum id ligula porta felis euismod semper. Morbi leo risus, porta ac consectetur ac, vestibulum at eros.





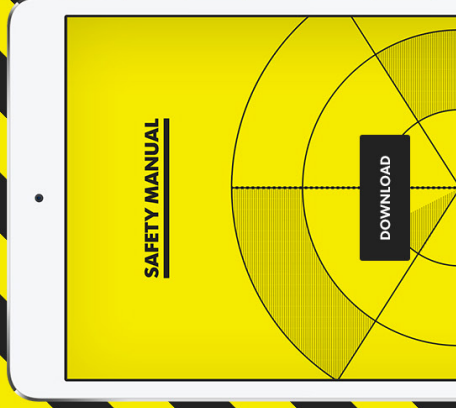
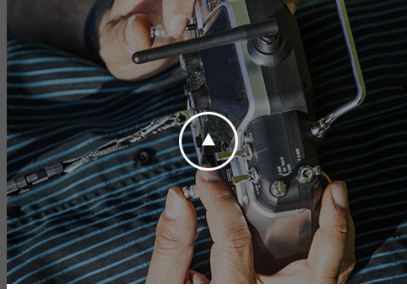


IT'S TIME FOR US TO TAKE A  
MORE EXPANSIVE VIEW OF HOW  
HUMANS CAN USE DRONES.

NEWS →

BLOG

WHY DRONES ARE  
THE FUTURE AND  
WHY I'M OK WITH  
THAT, BITCH.



THE FLEET

512M

MAX PAYLOAD

4.3kg

FLIGHT DISTANCE

320m

DRONE LENGTH

70cm

TOTAL AIRTIME

7min

MONEY INVESTED

13m

OP DRONE

9op



## AERIAL CINEMATOGRAPHY

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Vestibulum id ligula porta felis  
euismod semper. Morbi leo risus,  
porta ac consectetur ac,  
vestibulum at eros.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Vestibulum id ligula porta felis  
euismod semper. Morbi leo risus,  
porta ac consectetur ac,  
vestibulum at eros.

SERVICES

512M



The background of the page is a repeating pattern of thick, bright yellow zigzag lines on a white background. The zigzags are oriented diagonally, creating a dynamic and energetic visual effect.

# **Awes**

The background of the entire page is a repeating pattern of thick, bright yellow zigzag lines on a white background. The lines are diagonal, creating a dynamic, energetic feel.

**come.**

W

Agency

Phenomenon Marketing LLC  
Los Angeles, CA

Role

Senior Interactive Designer

Account

Crate&Barrel

Creative Director

Mark Frankel

Awards & Mentions

Web Design Served / Behance

Web Design Served  
**FEATURED**

# Crate&Barrel

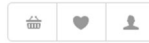


**Crate&Barrel**



Crate&Barrel

Shipping to: United States



Checkout

Outdoor Living  
Furniture  
Dining & Entertaining  
Kitchen & Food  
Decorating & Accessories  
Bed & Bath  
**Organizing & Storage**  
Easter

Early  
Spring  
Inspiration

Shop What's New >

Wedding & Gift Registry  
What's New  
Outlet  
Gift Ideas  
Gift Cards  
Rooms & Ideas  
The Marimekko Shop  
**Sale**



The & holds everything.



## The "&" holds everything

This was a campaign focused on the idea that the home is more than the furniture in it. It's a place where families live, grow, share and love.

I was the main designer responsible for bringing this campaign to life. My goal was to humanize the products with photography and interaction.

Simple in design, complex in technology. The same beauty that identifies their furniture was my main inspiration.



<http://ignaciogiri.com/pyramid/>





where we spoon &  
where we count sheep  
where we lose ourselves &  
find socks  
where we hide  
under sheets &  
where we love &  
where we fight  
with pillows  
over crumbs  
where we snooze &  
where we sigh &  
where we dream  
...

**Crate&Barrel&**



---

Agency

**Phenomenon Marketing LLC**  
Los Angeles, CA

Role

**Senior Interactive Designer**

Account

**CB2**

Creative Director

**Mark Frankel**

Awards & Mentions

**Web Design Served / Behance**

W

Web Design Served  
**FEATURED**

**CB2**



C B 2

more  
to  
love.






home goods by The Novogratz,  
exclusively for CB2.



more to love.

sign up today  
to get a \$25,000  
room makeover.

[learn more](#)



It's safe to say neither CB2 nor The Novogratz's do  
anything halfway.

Regardless of the project or circumstance, the goal  
remains the same: make something unique, personal and  
utterly amazing. It's way they connect with people across  
the globe.

CB2 and The Novogratz's know how to make things and  
places people love. And when they team together, there's  
even more.

## The Novogratz meets CB2

The most famous interior design family on TV partnered with CB2 to design exclusive home goods.

I was the lead designer of this multichannel campaign which included branding, the e-commerce store, posters, social campaigns and a mobile app.







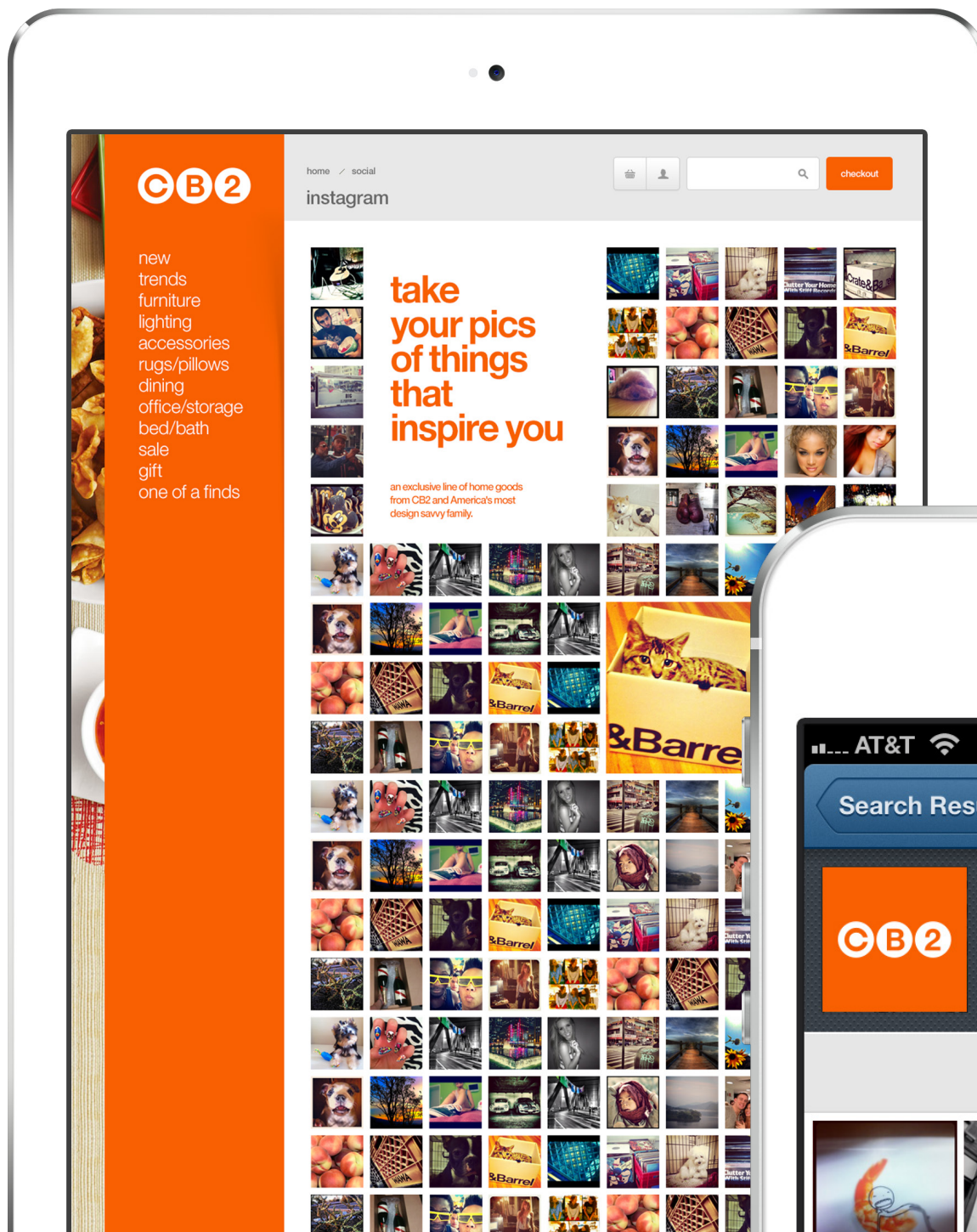
Novogratz

FOR

C B 2

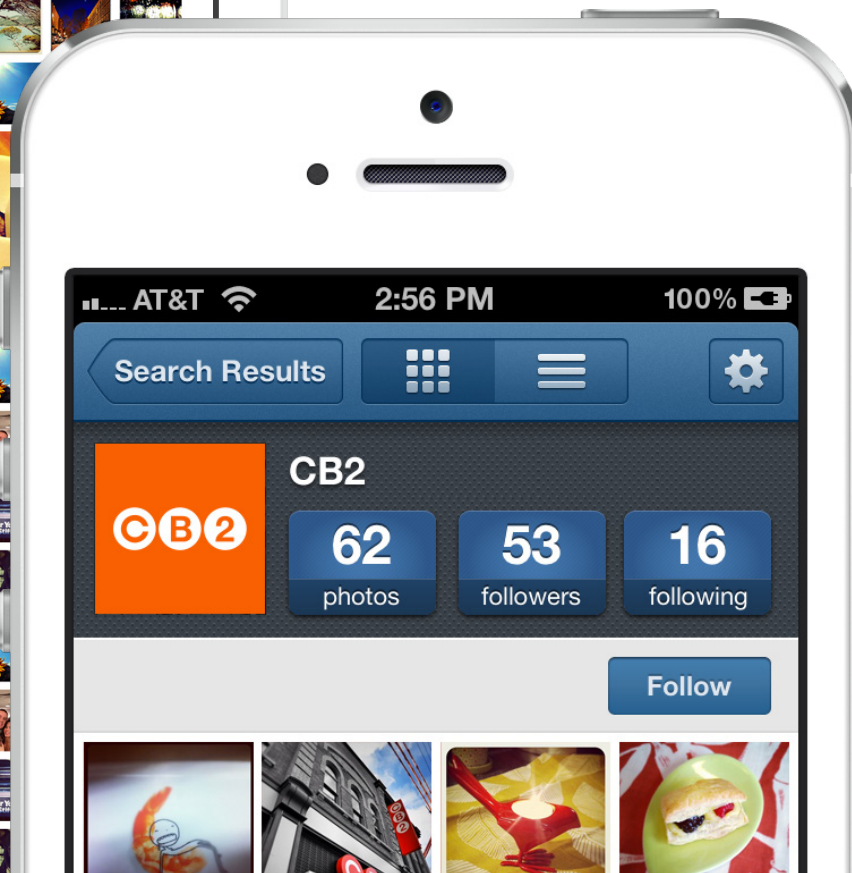






## Social campaigns

I've designed the "The Novogratz for CB2" campaigns for Instagram, Facebook and Pinterest which were made to increase awareness of the show and the exclusive products.





# one big modern family

Introducing

**CB2** + The Novogratz

an exclusive line of home goods from  
CB2 and America's most design savvy  
family.





**1** fine lines  
white 20" pill

**\$39.95**  
reg. \$49.95

a shirred thing. Sup  
knit fashions touch  
bold white square  
ripples 3-D on 100  
to solid white. Also  
and brown.



you found the promo  
now you've got  
20% off  
for this item

---

Agency

**Phenomenon Marketing LLC**  
**Los Angeles, CA**

Role

**Senior Interactive Designer**

Account

**Los Angeles Times**

Creative Director

**Hai Tran**

**Los  
Angeles  
Times**



Los Angeles Times

BULLET TRAIN

**Speed to the future?  
Going nowhere fast?**

**Thoughts?**  
[latimes.com/HowCaliforniaThinks](http://latimes.com/HowCaliforniaThinks)







← 22-5  
WALLS

Flow  
California  
Links

HER FE  
ON!  
EQU  
ACCESS  
EDUCATI

# How California Thinks.

In California, we are more thoughtful about our lives.  
We are more engaged. More aware.  
We think more about what we eat.  
What we buy. How active we are.  
We think more about how much we work.  
How much time we spend with our families.  
How much we relax.  
We think more about what we make.  
How we help others. How we contribute to society.  
But most important of all,  
we think more about the ways we think.  
How we read. What we watch.  
We think more about the conversations we participate in.  
How we contribute.  
We think more about who we elect.  
Who we trust. And who we love.  
We think more in California.  
This is how.

LA TIMES.

*How California thinks.*





PUBLIC EDUCATION

**Parents responsibility?**  
**Public responsibility?**

**Thoughts?**  
[latimes.com/HowCaliforniaThinks](http://latimes.com/HowCaliforniaThinks)

WILSHIRE BLVD

ONE

TAM  
EXCEPT





## Minimal change. Maximum impact.

I was the lead interaction designer and marketing strategist for an online campaign seeking to gauge “How California Thinks”.

The goal was to increase social participation in a non obtrusive way while keeping the integrity of the existing design.

With the growing popularity of social media, The LA Times sought to engage users in a two-way conversation.

A simple poll.  
Controversial topics.  
An easy way to voice your opinion.

Sign in or Sign Up

Membership Services Subscribe Place Ad Jobs Cars Real Estate Rentals Classifieds Custom Publishing

# Los Angeles Times

Monday, April 9, 2012  
3:47 p.m. PDT

How to reach  
over 8 million voters now.  
Los Angeles Times MEDIA GROUP

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION DEALS WEEKLY AD  
BREAKING PHOTOS VIDEO CRIME OBITUARIES WEATHER TRAFFIC CROSSWORDS GAMES HOROSCOPES APPS

HOW  
CALIFORNIA  
THINKS  
ELECTRIC CAR  
FAST FOOD  
SARAK OBAMA  
CLIFFERS DEFENSE  
MORE IRVANY  
MITT ROMNEY  
GOLFERS  
NEW IPAD  
KANYE WEST  
HEALTHCARE  
HOLLYWOOD  
WILMBLEDON  
CHUCK NORRIS  
KNOCKS  
SHOOTING WOLSHIRE  
BASEBALL  
GAY PARADE  
TAXES  
FIREWORKS  
MEDICINE  
STEVE NASH  
AIR FRANCE  
WORKLEANS  
ANDY GRIFFITH  
KATY PERRY  
POLICE  
POLITICS  
USA  
COLORADO  
NAM DU NINH MAURIS  
PUSCH NOS ENIM LACUS  
DORIC SUSCIPIT  
LORDEN DPREUM  
DOLOR SIT AMET  
ADIPISKING ELIT  
ENIM VITAE PRETIUM  
TORITOR ORO  
CONIDOR TELUS  
PERMENTUM VELIT  
DIAM VITAE SIQUEAT  
AMET PLACERAT  
ENIM ORSARE VITAE  
PLUSILLUS NEE LIBERO  
NOV ENIM  
EIGSTAS SIT AMET  
AC MASSA  
TINCIDUNT LACUS

NEWS ANALYSIS

## Defining Mitt Romney: Obama has a head start

Some Republican strategists worry about overcoming the president's negative portrayal of the GOP candidate, who has yet to flesh out his character for voters.

Comments 64 Email Share 0 0 Tweet 26 Recommend 20



Mitt Romney speaks at Central High School in Grand Junction, Colo. He says there is “nothing hidden” in the tax returns he has decided to make public. The Obama campaign has used the issue to call the Republican's character into question. (Dustin Korman, AP/ Getty Images / December 31, 2010)

How California Thinks.

## Mitt Romney Hiding the silver spoon?

Yes

No



Romney beats Obama in June money race



Obama, Romney so far are long on goals, short on specifics



Romney on campaign 2012: Zettaz



Obama unveils new campaign press secretary

By Paul West, Washington Bureau  
July 11, 2012 1:00 a.m.

WASHINGTON — Mitt Romney is now out-raising President Obama's campaign money machine, the most prodigious in history. But nervousness has crept into Republican ranks because the unofficial nominee hasn't fully defined himself in voters' minds — something the president has been eager to do for him.

Obama's attacks on Romney's personal wealth and his work as a private-equity specialist are hurting the GOP candidate, say strategists in both parties. Two months of negative ads authorized by the president — some of them criticized by independent arbiters as misleading and inaccurate — have taken a toll on Romney's standing in battleground states, polls show, even if the election overall remains up for grabs.

More recently, Democrats, led by Obama himself, have demanded that Romney release more of his tax returns and have fired anew at the wealthy candidate's now-closed Swiss bank account and other foreign investments. A Romney spokeswoman has dismissed the attacks as an “unfounded character assault” and an obvious effort by Obama to change the subject in the face of persistently high joblessness and a weak economic recovery.

Romney partisans acknowledge the importance of defining their candidate. Republican consultant Rob Stutzman said that voters “have soured on the president. The question is: Are they willing to turn the keys over? There's an important element that lies ahead for Gov. Romney, who has to tell people what he'll do [as president], and do so with his own voice in his own ads.”

Connect f t+ r+ s

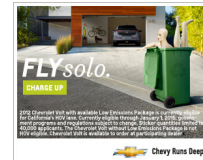
Recommended on Facebook Like 253k

Katie Holmes, Tom Cruise reach divorce settlement (Yes, that fast)  
62 people recommend this.

Lennox the dog is put to death in Northern Ireland  
566 people recommend this.

Free Kiersey Plan at 7-Flowers

advertisement



In Case You Missed It...



It's Free Surplus Day at 7-Eleven



Is Kate Upton dating Justin Verlander?



Las Vegas bakes as heat settles on Southwest



Obesity a sentence to early death?

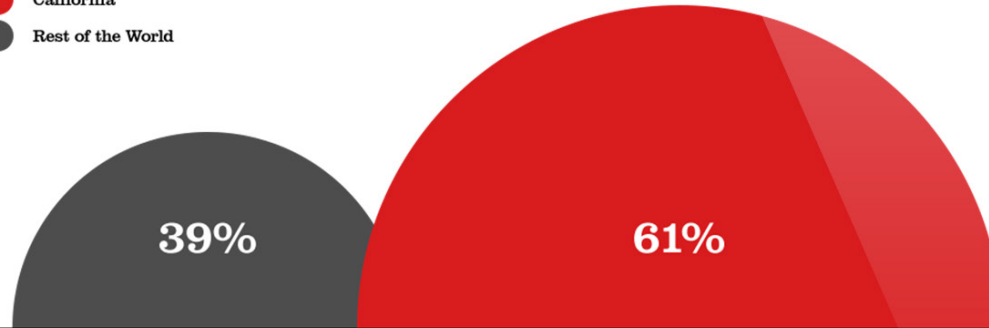
Ads by Google



## How California thinks.

#URANIUMMINING

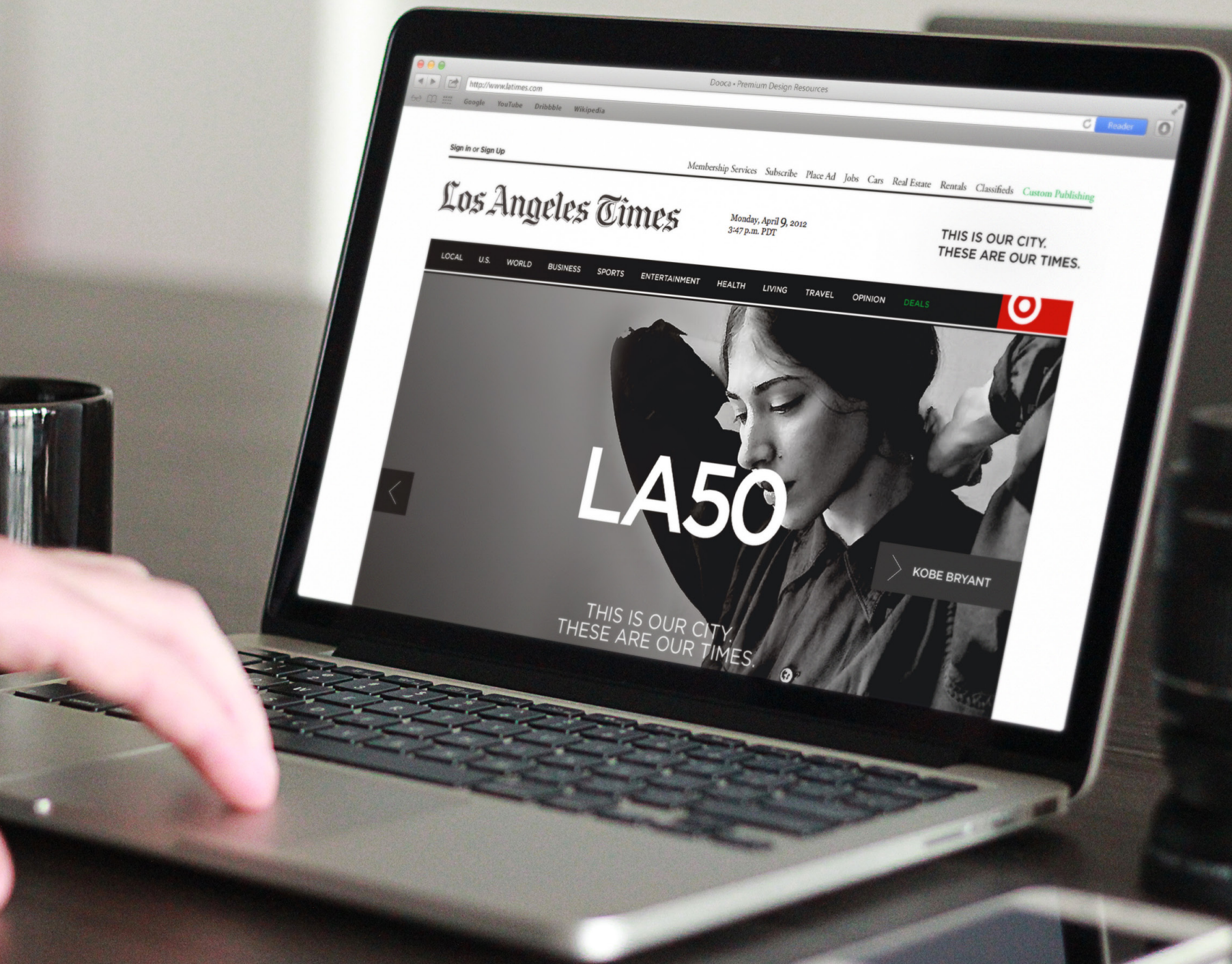
- California
- Rest of the World



## What Californians are saying?







# Los Angeles Times

Monday, April 9, 2012  
3:47 p.m. PDT

THIS IS OUR CITY.  
THESE ARE OUR TIMES.

LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING TRAVEL OPINION DEALS



## LA50

> KOBE BRYANT

THIS IS OUR CITY.  
THESE ARE OUR TIMES.



W

Agency

Phenomenon Marketing LLC  
Los Angeles, CA

Role

Senior Interactive Designer

Account

Los Angeles Times

Creative Director

Mark Frankel

Awards & Mentions

Web Design Served / Behance  
FROM UP NORTH / Web Design Inspiration

Web Design Served  
**FEATURED**

# Men's Wearhouse

MEN'S WEARHOUSE®



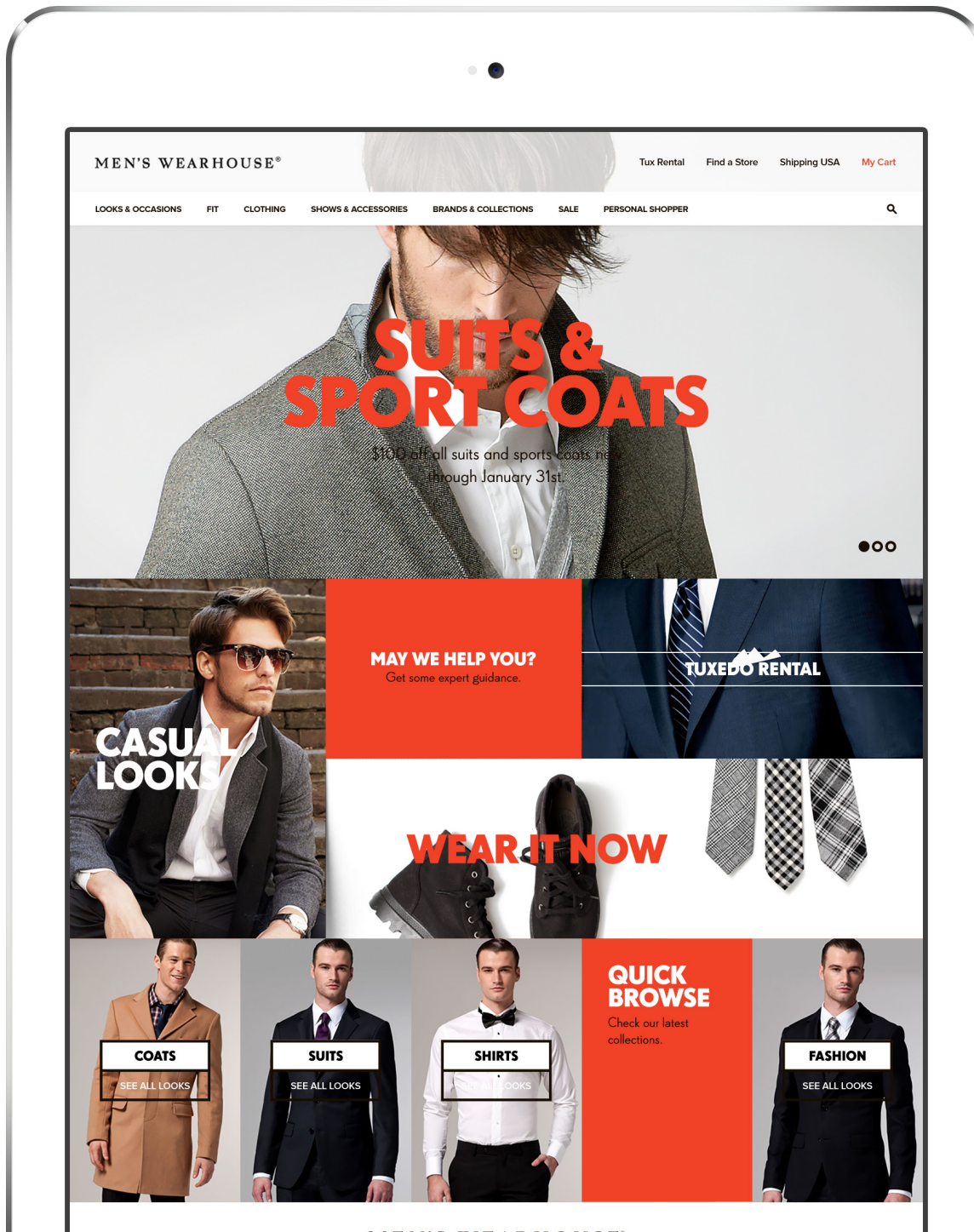




## MOOD & FEEL







## Brand redesign starts online

Men's Wearhouse was trying to target a younger generation of fashionable men by modernizing their online presence.

This would be used as the foundation of the company branding as a whole.

Modern, sophisticated and easy-to-use was the perfect direction to help achieve their goals.

MEN'S WEARHOUSE®

Tux Rental

Find a Store

Shipping USA

SIGN IN



LOOKS & OCCASIONS

FIT

CLOTHING

SHOWS & ACCESSORIES

BRANDS & COLLECTIONS

SALE

PERSONAL SHOPPER



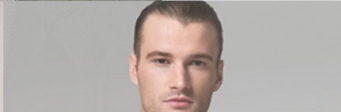
# SUITS & SPORT COATS

\$100 off all suits and sports coats now  
through January 31st.

Fashion Tips



Shoes & Accessories





MEN'S WEARHOUSE®

MENSWEAR

BIG & TALL

SHOP BY OCCASION

STYLE ADVICE

BRANDS

SALE

WEEK

of

MAN

THIS WEEK WE APPRECIATE, MAN.

40% off any one item.

## The Always Collection

10 items every man needs in his wardrobe.

SHOP NOW



TIES



SWEATERS



SUITS



SHIRTS



SHOES

## THE PERKS OF PERFECT FIT

**\$50**  
reward  
for every \$500 you spend.



A special birthday offer just for you.

**\$30**

off every tuxedo rental.

Advance notice of upcoming sales online and in-store

JOIN PERFECT FIT

## THE SUITERY

WELCOME TO  
HELL DOLOR SIT  
AMET, LOREM  
CONSECTETUR  
ADIPISCING ELIT.  
UT TURPIS EROS,  
PRETIUM SIT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut turpis eros, pretium sit amet volutpat vel, eleifend vel nibh. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Pellentesque dignissim quam quam. Fusce ac ligula at diam ornare imperdiet sit amet quis sem. Vivamus ac nisi libero, vel tristique magna. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

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INTRODUCING

## THE SUITERY

Say hello to our latest new brand.  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin fringilla pretium purus, in mattis diam pharetra non. Pellentesque id sapien nunc.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut turpis eros, pretium sit amet volutpat vel, eleifend vel nibh. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin fringilla pretium purus, in mattis diam pharetra non. Pellentesque id sapien nunc.





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Company  
**Matchbox**  
Boston, MA

Role  
**Freelance Interactive Designer**

VP Marketing  
**Chris Bondhus**

# Matchbox

matchbox.



### Analytics / Dashboard

See how your admissions process is unfolding in real-time. Matchbox shows you reviewer statistics including completion rates and review velocity. We also help you generate a baseline view of your scoring system and the quality of the pool on-the-fly. Want to know who the tough reviewers are and why? Or the profile of the applicants you are attracting and from where? Matchbox can help you answer these kinds of questions.

### Plug it into anything

Matchbox understands that by being the best-in-breed, we don't do everything (you still need to do your own laundry) and that you may want to connect Matchbox with your existing systems. Thus, we equipped Matchbox with the latest in lightweight and powerful web services so you can connect it to nearly any system\*. We are constantly building off-the-shelf connectors to popular CRM, Document Imaging, and Student Information Systems.



### Dynamically Configure iPad

Get started in under an hour with one of our starter kits. Easily reconfigure score cards, application sections, and field displays with ease.

[Sign up for a demo](#)

# matchbox.

You can do much more with just imagine.

[Sign up for a demo](#)

&

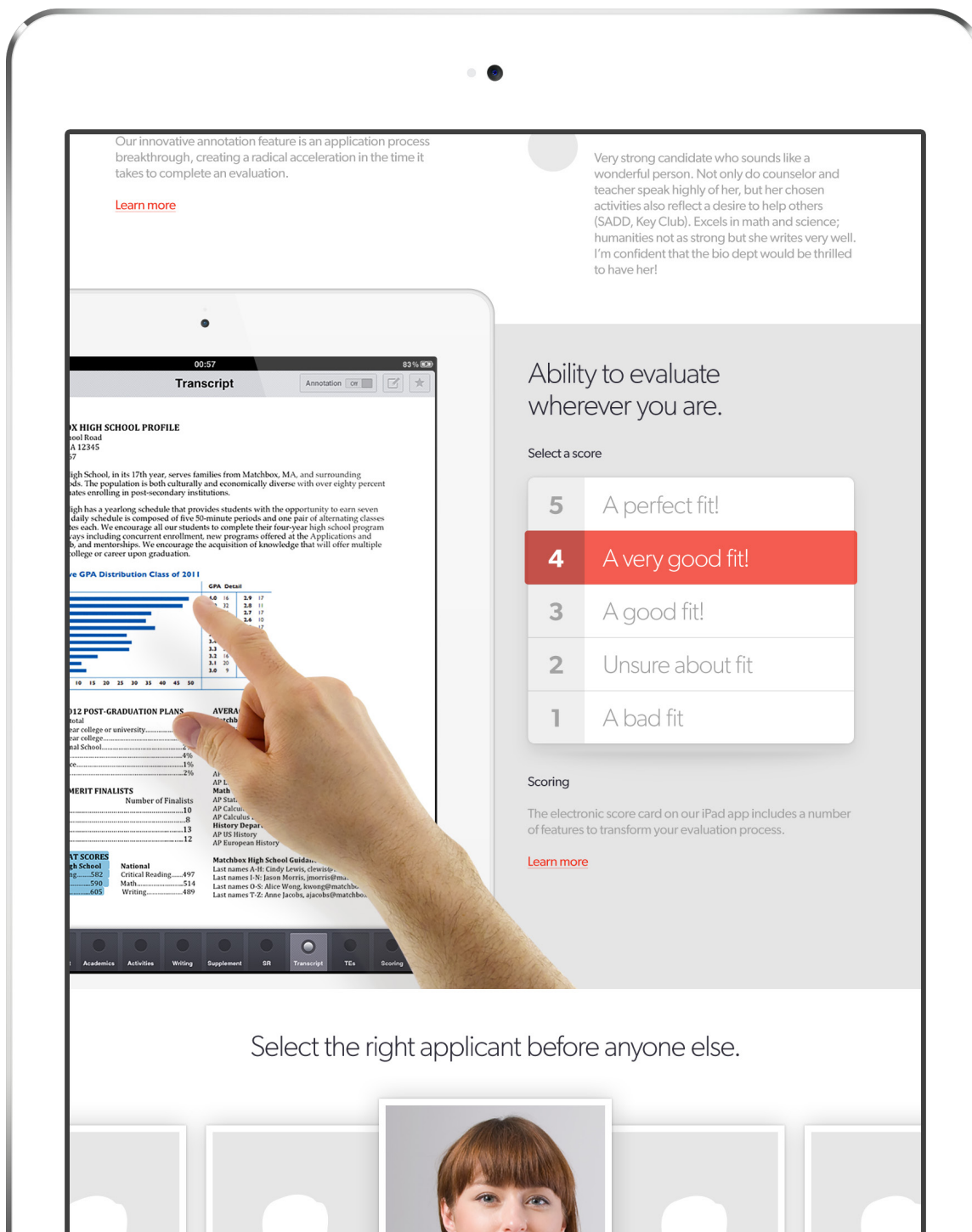
[Download the app](#)

## Clean & beautiful

It's not always about the space you fill. Sometimes it's about the space you intentionally leave blank. I designed the Matchbox site with just this in mind. By focusing on the simplicity of the design, it allowed for the content to take center stage.

In conjunction with the website, I also mapped out the strategy to promote their new iPad app.





## Interact before download

With over 1 million apps currently in the Apple App Store, it's difficult to get users to notice your app and even more difficult to entice them to download it.

With this in mind, we tried to clearly show the usefulness and functionality of the app by allowing users to interact with it before they download it.



## The Future of Admissions

Matchbox is a virtual base camp that gives you visibility into the entire admissions process. From here you can dynamically configure the look and feel of Matchbox for every kind of role in your process – readers, interviewers, staff, alumni, faculty, or any others that you define.





---

Agency

**Wildboom**

**San Francisco, CA**

Client

**AHA Life**

Role

**Freelance Interactive Designer**

Account Manager

**Ruchi Desai**

# AHAlife

ahalife





AHAlife is a curated marketplace  
for creative, inspiring objects.





ahalife

discover

shop

brands

account

cart



**METIER**  
Handmade White  
Straw Fedora  
\$180

added by  
Rina Miele



**MONIKA  
KNUTSSON**  
Gisele Lace Cuff  
\$525

added by  
Alyssa Gruber

**KHUNU**  
Brown Mongolia  
Travel Wrap  
\$220

added by  
Sally Cox



**VICTORIA  
HORNING**  
The Charlot Satchel  
\$795

added by  
Christian Landa

Launching  
2013 spring  
collection  
this Tuesday.



**RK NEW YORK**  
Python Bracelet  
\$125

tweet by  
AHAlife

ahalife

discover

shop

brands

account

cart

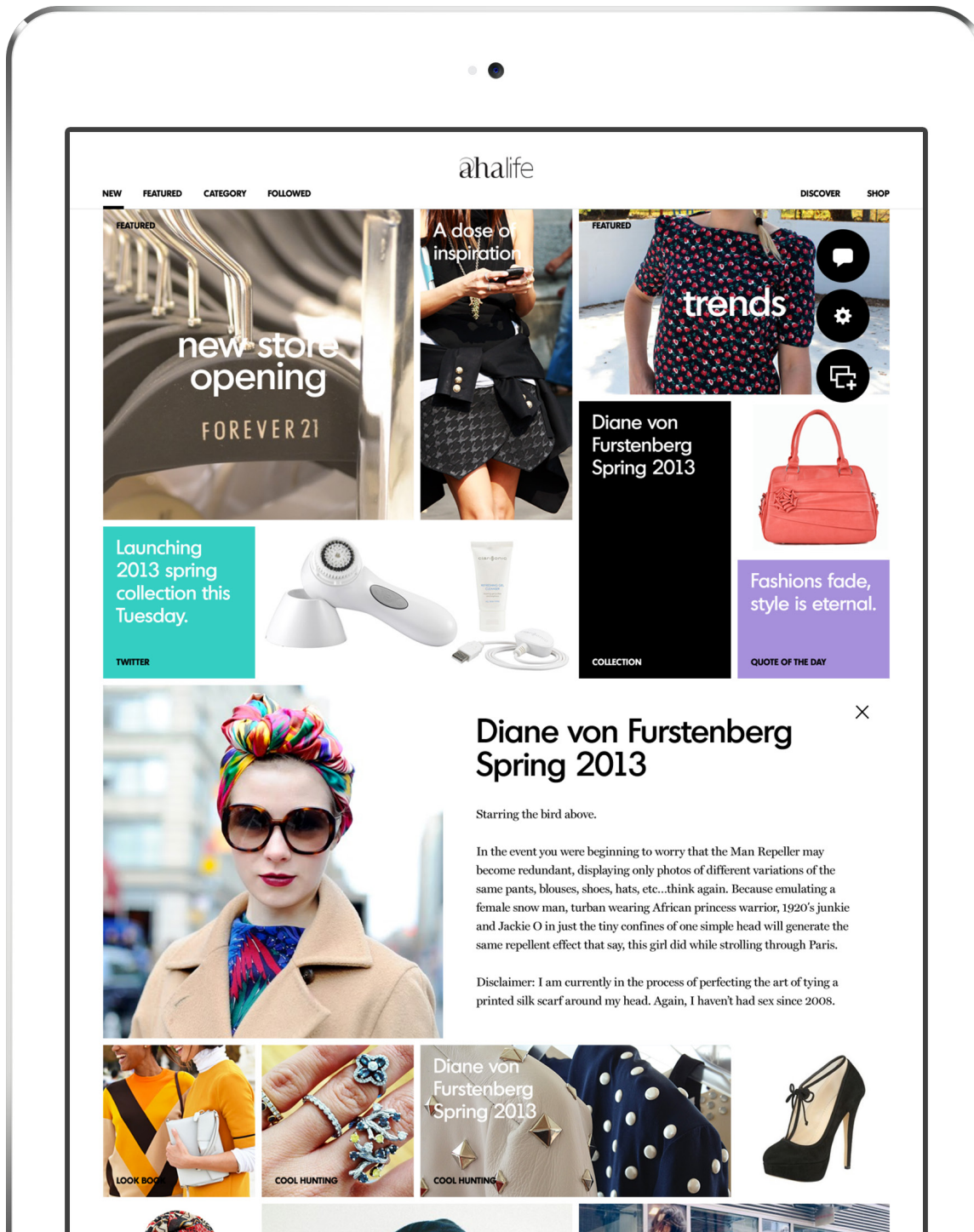


**VICTORIA  
HORNING**  
The Charlot Satchel  
\$795

Launching  
2013 spring  
collection  
this Tuesday.







## A magazine in your browser

AHA!life believes the essence of an exceptional object is the story behind it – the people, creative process and inspiration. They provide independent brands with a platform to tell their story and interact with a global community that shares it's ethos.

My strategy for the design was to focus on the unique stories. Inspired by fashion magazines, I wanted to merge an editorial feel with slick modern design to bring a unique experience to the web.



---

Project  
**Refinery29**  
New York, NY

Role  
**Art Director**

# Refinery29

R29





# REFINERY29



Fashion  
Beauty  
Living  
Entertainment  
How To  
News

## FASHION

*WATCH: A First  
Look At Miss Wu,  
Jason Wu's  
Lower-Priced Line*

## MAKEUP

*Knock 'Em Dead  
On NYE With  
These Totally  
Unexpected Lip  
Shades*

## TODAY'S HOT STORY

# HOLIDAY STYLE

*follow us on*  
**Pinterest**



# REFURRY 29



Fashion

Beauty

Living

Entertainment

How To

News

## SKIN CARE

*8 Skin-Perfecting  
Potions To Add To Your  
Winter Beauty Arsenal*

## DESIGNERS

*A Trompe  
L'Oeil Cardigan  
DIY That  
Coco Chanel  
Would Love*

TODAY'S HOT STORY

# THE BEST BEAUTY TRENDS OF 2012

*Holiday Haul*

Win everything our editors  
want this season, all for you!

# REFINERY29



Fashion

Beauty

Living

Entertainment

How To

News

## SKIN CARE

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want this season, all for you!

# REFINERY29

I am always seeking new ways to channel my creativity and push myself to explore and evolve. I recently challenged myself to redesign the website of a trend setting fashion design company from New York.

Inspired by the editorial design of magazines I created a unique look for the web by combining carefully curated photography & typography.



---

Client

**StyleSaint**  
Venice, CA

Role

**Freelance Interactive Designer**

Director & CEO

**Allison Beal**

# Style Saint

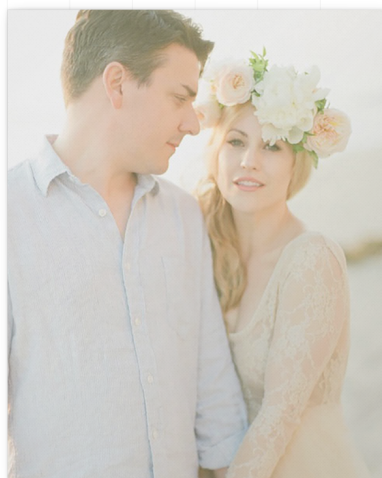
STYLESAINT





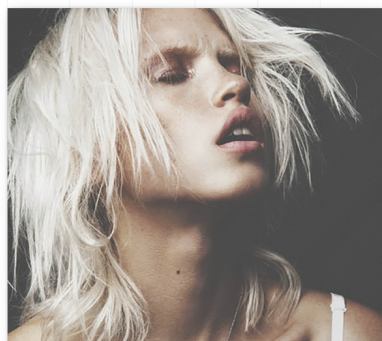
# MAG

Musings, inspiration & behind the scene stories of the Stylesaint Collection  
– straight from the desk of our CEO and designer Allison Beal.



## Our CEO and Founder Allison Says “I Do”

I don't know if it's because love is in the air or if it's the fact that I've been looking at wedding inspiration for the past 6 months, but I've suddenly... [READ MORE](#)



# SHOP

THE STYLESAINTE COLLECTION



SAINT AUGUSTINE  
SILK MOSAIC  
\$158



SAINT AUGUSTINE  
OBSIDIAN BLACK  
\$158



SAINT AUGUSTINE  
RAINWATER  
\$158



SOPHIE SHELL  
REEF  
\$64



STYLESAIN

MAGAZINE

SOCIETY

SHOP

LONG N' FLOWING

MELLOWRED

ONE  
LAST  
TIME,  
PLEASE?

THE MISSING TITLE

MELLOWRED

INSPIRATION

by Elle Giles

by Elle Giles

by Cassidy Tyler

by Cassidy Tyler

by Cassidy Tyler

by Cassidy Tyler

---

## About StyleSaint

StyleSaint was created by Allison Beal, a 9-year fashion industry veteran who's been alternately described as a "rocked-out Veronica Lake," a "dainty hooligan" and a "high priestess of style."

After years spent with traditional fashion companies, Allison envisioned a new type of designer label--one that blended quality, affordability, and conscious commerce by utilizing technology to eliminate standard industry middlemen and markups.

Thus StyleSaint was born, and fashion was forever changed. Each piece sketched and sourced by Allison is handcrafted under her creative direction by StyleSaint's dedicated teams in downtown Los Angeles.

When she's not leading product design and development on the website, fitting models downtown at the production facility, styling photoshoots, or writing editorial for the StyleSaint Magazine, Allison can be found recording in the studio with her musician husband.

the

**HANDS** *for* **GOOD**  
**PEOPLE**



---

Agency

**ClixSocial Media INC**  
**New York, NY**

Client

**Carlo's Bakery**

Role

**Freelance Interactive Designer**

Manager & CEO

**Matt Martone**

# Carlo's Bakery

CARLO'S





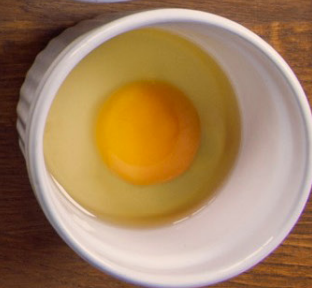
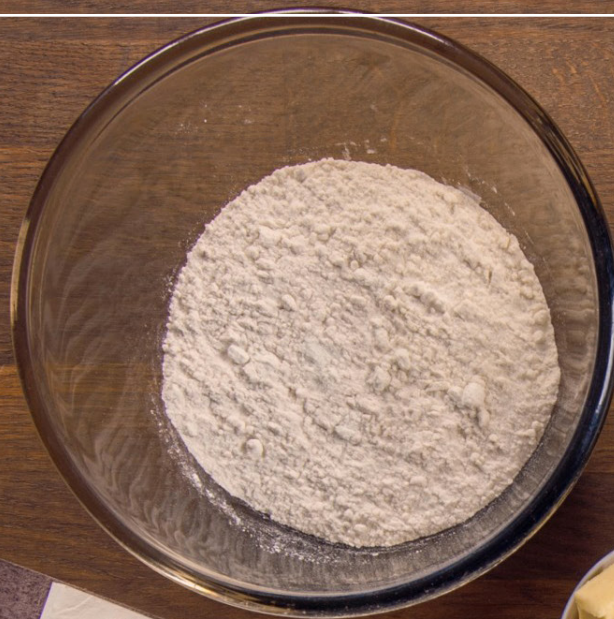


## More than just ingredients

Buddy Valastro, better known as the Cake Boss, is one of the most famous and highly regarded pastry chefs in New York.

With a growing presence and popularity, Mr Valastro's cakes were in high demand and the key ingredient was his online store.

I was commissioned to design the e-commerce store to enable his sweet-toothed fans to get a taste of his creations.



175g unsifted plain flour  
1/2 tsp bicarbonate of soda  
1/2 tsp salt  
110g butter  
85g caster sugar  
85g soft brown sugar  
1 tsp vanilla extract  
1 egg  
150g dark chocolate



---

Agency

**Phenomenon Marketing LLC**  
**Los Angeles**  
**California**

Role

**Senior Interactive Designer**

Account

**Pinkberry**

Creative Lead

**Simrit Brar**

# Pinkberry



 pinkberry®





If you are unable to see the message below, [click here to view.](#)



## WIN PINKBERRY FOR A YEAR

Download our new app  
and register for a chance to win



You've been referred to join the Pinkcard Program,  
our new loyalty program and free mobile app.



Enjoy a free small yogurt  
after every 10th purchase.



Find the store that  
has your favorite flavor.



Use your phone to pay  
with stored balance.



Give and receive the gift  
of Pinkberry with ease.

Become a member of  
the Pinkcard today, and  
you'll be entered to



---

## Win Pinkberry for a year

The goal of this campaign was to promote Pinkberry's new mobile app and loyalty card program. The incentive was a giveaway in which the winner would enjoy the frozen treats for free for a year.

This campaign would be seen in many different channels such as newsletters, in-store graphics, online and mobile.

I was the lead designer tasked with creating all the graphics for the digital channels such as email and web.



---

## **Delicious design**

Simplicity is the key with Pinkberry. The clean design and easy signup process made for a very successful campaign in which thousands of users downloaded the app and registered for the contest.





[Products](#)[Store Locator](#)[Catering](#)[Pinkcard](#)[Gift Cards](#)[Franchise](#)

# INTRODUCING THE PINKCARD

OUR NEW LOYALTY PROGRAM AND MOBILE APP

Register for The Pinkcard before 11/21 for a chance to  
**WIN PINKBERRY FOR A YEAR**

[Learn More](#)

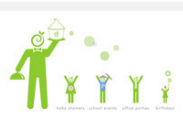
Find a Pinkberry Near You

Enter Zip or City, St:  5 miles

[Filter Stores >](#) [List All Stores >](#)

Delivery Curbside

Catering Online Order



Pinkberry Catering  
[more >](#)

[Press + Media Center >](#)



[more >](#)

[Contact Us >](#)



[FRANCHISE](#) | [STORES](#) | [CATERING](#) | [ABOUT](#) | [FAQ](#) | [JOBS](#) | [CONTACT](#) | [PRESS & MEDIA](#) | [PRIVACY STATEMENT](#) + [TERMS OF USE](#)

© 2012 PINKBERRY, INC.

SOUND

## INTRODUCING THE PINKCARD OUR NEW LOYALTY PROGRAM AND MOBILE APP

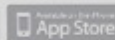
Register today for a chance to  
**WIN PINKBERRY FOR A YEAR**



Download the Pinkberry app or visit your nearest store for a chance to win.

**IT'S HOW PINKBERRY LOVES YOU BACK.**

Prize is one (1) year of complimentary frozen yogurt at participating Pinkberry locations. Open to legal residents of the United States who are at least 18 years old at the time of registration. Registration ends 11/30/14. Odds of winning are approximately 1 in 10,000. Winner must claim prize within 90 days of notification. Void where prohibited. ©2014 Pinkberry LLC. All rights reserved.



[Products](#)[Store Locator](#)[Catering](#)[Pinkcard](#)[Gift Cards](#)[Franchise](#)[About](#)[Register](#)[Log In](#)[Program Overview](#)[About the app](#)[Sweepstakes](#)[FAQs](#)

**WIN  
PINKBERRY  
FOR A  
YEAR**

[Learn more](#)



# PINKBERRY MOBILE APP

## THE NEW APP FOR OUR LOYALTY PROGRAM

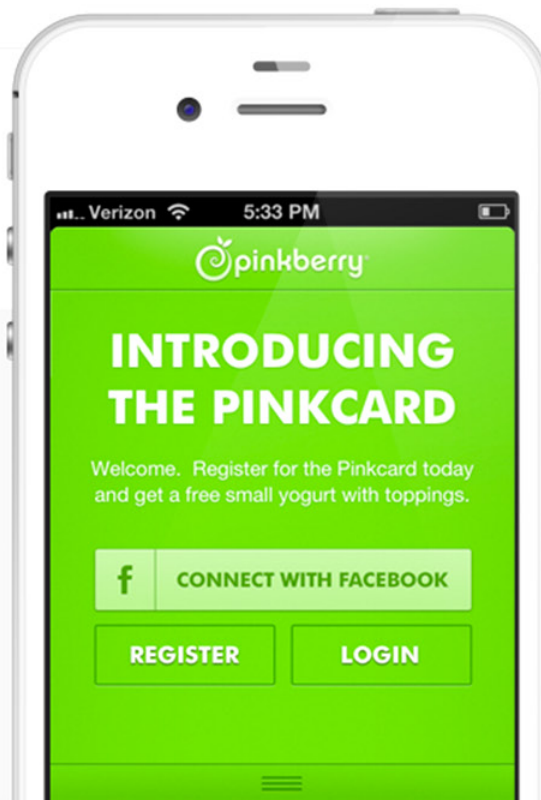
**Take a tour of the  
Pinkberry mobile  
app for iPhone**

Register for the Pinkcard using Facebook Connect. Don't have a Facebook account? That's ok, just touch "Register" to sign up.

[Next](#)



1/15





---

Agency

**Phenomenon Marketing LLC**  
Los Angeles, CA

Role

**Senior Interactive Designer**

Account

**ClickFit**

Creative Lead

**Hai Tran**

# The Gunnar Challenge





THE GUNNAR CHALLENGE

8 WEEKS TO A HEALTHIER VERSION OF YOU

Join now

About ClickFit

Success stories

Blog

Log in

IF YOU'RE GOING TO PUT THE WORK IN, I PROMISE YOU - YOU'RE GOING TO GET THE RESULTS.

YOUR TRAINING PARTNER: 24/7

EAT WELL AND OFTEN

WEIGHT LOSS ON YOUR TERMS

WELCOME TO THE GUNNER CHALLENGE. IN JUST 8 WEEKS YOU'LL SEE RESULTS, MAKE FRIENDS AND REAP THE REWARDS OF A HEALTHIER, MORE CONFIDENT YOU.

Back to

THE GUNNAR CHALLENGE

About Gunnar

Success stories

Blog

Log in

Join now

MORE THAN YOU EVER THOUGHT POSSIBLE

Watch Video

This is your all-access pass inside Gunnar Peterson's exclusive Los Angeles gym. From fitness to nutrition to community, The Gunnar Challenge is all about building your strength and confidence one day at a time. And after just one session, you'll see why when the A-list calls, it's Gunnar they're after.

LEARN MORE

WELCOME TO THE GUNNER CHALLENGE. IN JUST 8 WEEKS YOU'LL SEE RESULTS, MAKE FRIENDS AND REAP THE REWARDS OF A HEALTHIER, MORE CONFIDENT YOU.

30

FREE TRIAL

*FitnessFirst*

"If you're going to put the work in, I promise you - you're going to get the results."

Gunnar Peterson

WEIGHT LOSS ON YOUR TERMS

EAT WELL AND OFTEN

YOUR TRAINING PARTNER: 24/7

Our Products & Services

ClickFit

PT Connect

Registration & Renewals

Member registration

Subscribe to the newsletter

Member Tools

My Diary

My Program

My Results

Menu Plans

Exercise Programs

Community

Forums

Food Search

Welcome Video

Account Management

My Account

My Profile

Help & Contact

Help

Contact Us

Popular Content

Success stories

Healthy Living

Exercise Library

Recipes

Training Profile



# THE GUNNAR CHALLENGE

8 weeks to a **healthier** you

FIRST NAME

LAST NAME

EMAIL

CHALLENGE ACCEPTED

BY CLICKING TO ACCEPT THE TERMS FOUND IN THE  
PRIVACY POLICY AND TERMS AND OF USE.





# THE GUNNAR CHALLENGE



**“**  
**YOU ARE WHAT YOU EAT.**  
**AND WHAT YOU DRINK.**  
**AND HOW YOU MOVE.**  
**HOW OFTEN.**  
**IN WHAT WAY.**  
**YOU'RE IN CHARGE.**  
**I'M JUST HERE TO REMIND YOU.**

**”** - GUNNAR

## WELCOME TO THE THE GUNNAR CHALLENGE

A brand new, old-fashioned fitness program based on basics— Motivation, Information, Variety and Consistency.

A practical approach to your best body ever. There's no magic here. Just work. Hard work. If you're ready to put it in, you'll get it back. I promise.

[TAKE THE CHALLENGE](#)



### Our Products & Services

Online Fitness Club  
Fit not Fat Kit  
Corporate Teams  
Shop Online

### Registration & Renewals

Teams registration  
Subscribe to the newsletter  
Refer a Friend

### Privacy & Terms of Use

Privacy Policy  
Terms of Use  
Free Pass Terms of Use

### Member Tools

My Diary  
My Program  
My Results  
Menu Plans  
Exercise Programs  
Community  
Food Search  
Welcome Video  
Account Management

### Account Management

My Account  
My Profile  
Teams Administration  
  
**Help & Contact**  
Help  
Contact Us

### ClickFit integrates with the following fitness products

Garmin  
Runkeeper  
Map my run  
Map my ride  
Map my walk  
Polar

## Not your regular training

When a Hollywood celebrity is looking for a personal trainer, Gunnar Peterson is the person they call.

Gunnar was looking to expand his services to more than just the Hollywood elite, so he enlisted our services to help him do just that.

The goal was to design a website that would promote his new 8 week training program designed to help people reach the healthier, more confident versions of themselves.



# Recognition & Mentions

## **Web Design Served**

<http://www.webdesignserved.com/gallery/CB2-Novogratz/6355403>

<http://www.webdesignserved.com/gallery/Crate-Barrel/6355953>

## **Best people known for Webdesign**

<http://wefollow.com/interest/webdesign/page14>

## **Web design inspiration | #718**

<http://www.fromupnorth.com/web-design-inspiration-718/>

## **10+ Awesome Redesign Concept of Websites**

<http://www.flatypo.net/design/awesome-redesign-concept-of-websites/>

## **Juego: ¿Dónde está Pancracio el zorro?**

<http://aprendoenlaweb.blogspot.com/2012/10/juego-donde-esta-pancracio-el-zorro.html>

## **Web Design Critique #16: Run Addicts**

<http://designshack.net/articles/critique-articles/web-design-critique-16-run-addicts/>

## **Slipmat Theme**

<http://mintthemes.com/themes/slipmat/>

## **CSS Gallery**

<http://cssgal.com/screenshot/1195/ignacio-giri>

## **WP Crown Magazine**

<http://wpcrownmag.com/how-to-be-successful/>

**Publications**



## **net magazine**

**Website build-off / Product pages**

Issue 215 / June 2011

## **Hello Innovation**

**Honored By 18th Annual Webby Awards**

<http://www.helloinnovation.com/blog/hello-innovation-honored-by-18th-annual-webby-awards/>

## **Crate&Barrel Pitch**

**Vimeo**

<http://vimeo.com/36845797>

## **The Faces of Futura**

**Nacho.io**

<http://tumblr.nacho.io/post/43714925578/the-faces-of-futura>

# **Associations & Social Networks**

## **AIGA**

Member no. 247261

## **Adweek**

<http://talent.adweek.com/IgnacioGiri>

## **PANTONE® Canvas**

<http://canvas.pantone.com/IgnacioGiri>

## **Behance**

<https://www.behance.net/IgnacioGiri>

## **LinkedIn**

<https://www.linkedin.com/in/ignaciogiri>

## **Dribbble**

<https://dribbble.com/nacho>

## **Twitter**

<https://twitter.com/nacho>



**Thanks,**