



UX Design: Case Studies

Netflix Bus Stop Advertisement

Background

Netflix is a streaming service where people can watch their favorite movies and tv shows. Netflix aspires to entertain the world. Their core philosophy is people over process.

Problem

Bring awareness to Netflix's new download and go feature.



Netflix Bus Stop Advertisement

Process

After reading the creative brief I stretched out some designs focusing on the idea of the user being on the go. The user would not be sitting at home or on a computer. The user would be on their phone, so I wanted to make sure I included a phone in my design.

Results

The campaign targeted bus stops that saw the most riders to encourage increased usage of the download feature.



Burt's Bees Lip Balm New Packaging

Background

Burt's Bees Lip Balm is a cosmetic company whose focus is creating organic and natural cosmetics. They endeavor to supply products made from nature's most effective ingredients in eco-friendly ways.

Problem

The packaging design of the lip balms needed to be redesigned for the launch of the luxury lip balm campaign.



Burt's Bees Lip Balm New Packaging

Process

Burt's Bees Lip Balms for the luxury lip campaign come in a variety of flavors. I choose to use the flavor pomegranate for my design. The lip balms are targeted at young women. I wanted the packaging to have a sexier, and feminine feel. I didn't want the new packaging to be completely different from the original as Burt's Bees uses special recyclable materials to package their products to be eco-friendly. Thus, I kept the shape of the lip balm package and used colors from the environmentally friendly ink they already had on hand. I want the design of the new packaging to keep certain brand elements such as the honeycomb pattern, honeybee, and typography. The packaging feels feminine with its swirling filigree and script lettering. The black packaging and pop of dark pomegranate color give it a sexy feeling.

Results

The luxury packaging campaign created a new user base for the company.



Lost Girl Tour Promotion Campaign

Background

The Lost Girl Tour is Alice Stirling's 2023 Fall concert tour in the USA. Alice Stirling is a world-famous modern violinist and composer.

Problem

Bring awareness to Alice Stirling's the Lost Girl Tour in Colorado.



Lost Girl Tour Promotion Campaign

Process

My goal for the campaign was to reach the most people. Thus, I target the large urban and suburban people that are always on the go in their cars, on the bus, and to the many specialty coffee shops and breweries. To do this I designed bus shelter posters, store window signs, and highway billboards. The viewers would need to know who is performing, where, when, and how to get tickets. The design needed to catch viewers attention but also convey all the needed information. Thus, I went with a simple design and used stylized fonts for easy readability.

Results

The print campaign used to bring awareness about the tour decided to make store posters, bus stop ads, and billboards to target the large urban and suburban population of Colorado to encourage the most people to see the tour.



Lost Girl Tour Promotion Campaign





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