**Project Metadata Template**

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| --- | --- |
| **Metadata** | **Values** |
| Project Name | EWU 2018 Voting Drive Campaign |
| Project Tagline | A campaign to encourage EWU students to vote in the 2018 midterm elections. |
| Project Summary | Identify and define the reasons young people (18-25yo) don’t vote and encourage them to vote. Define the art direction and design collateral for a voting drive campaign to be conducted on EWU’s Cheney campus. |
| Company/Client Name | EWU |
| Project Date or Timeframe | April - May 2017 |
| Your Major Tasks & Responsibilities | Art Director, UX Designer |
| Platforms | Print, Instagram/Facebook |
| Design Tools / UX Methods Used | Illustrator, Photoshop, InDesign |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | ??? |

**Project Metadata Template**

|  |  |
| --- | --- |
| **Metadata** | **Values** |
| Project Name | Benson’s Ethical Eats Product Packaging |
| Project Tagline | Packaging design for a line of products for a vegan café. |
| Project Summary | Solving a problem with current packaging, creating packaging that stands out. Designing other collateral for the packaging line, such as photoshop mock ups and magazine advertising. |
| Company/Client Name | Benson’s Ethical Eats |
| Project Date or Timeframe | April – May 2016 |
| Your Major Tasks & Responsibilities | Art Director, UX Designer |
| Platforms | Print |
| Design Tools / UX Methods Used | Illustrator, Photoshop, InDesign |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | ??? |

**Project Metadata Template**

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| --- | --- |
| **Metadata** | **Values** |
| Project Name | Busy Bees |
| Project Tagline | Designing a game for 5th graders. |
| Project Summary | Defining what makes children’s games successful, identifying groups/types of children’s games, then creating a new game. User testing and lots of revision. |
| Company/Client Name | Hasbro |
| Project Date or Timeframe | January – March 2019 |
| Your Major Tasks & Responsibilities | Art Director, UX Designer |
| Platforms | Print |
| Design Tools / UX Methods Used | Illustrator, InVision |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | ??? |

**Project Metadata Template**

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| --- | --- |
| **Metadata** | **Values** |
| Project Name | EWU PUB and Café Redesign |
| Project Tagline | Solving a user experience problem with the new EWU PUB and its café. |
| Project Summary | Reimagining of the Apple Remote app for the Apple TV product. Design a concept \_Remote\_ app with with DVR features, — while also adhering to tvOS guidelines. Increase \*\*usability\*\* of an existing product - DVR (digital video recorder) remote. Design for Apple TV hardware-remote features, gestures, and interface. |
| Company/Client Name | Apple Corporation |
| Project Date or Timeframe | March to June 2017 |
| Your Major Tasks & Responsibilities | Lead UX Designer |
| Platforms | Apple tvOS |
| Design Tools / UX Methods Used | Sketch, Photoshop, InVision, and lots of paper. |
| Key Performance Metrics | Number of Apple Remote app installations from the iOS app store. |
| Team Members & Collaborators | [YOUR NAME] |
| Link to Final Project | [LINK TO INVISION] |

**Project Metadata Template**

|  |  |
| --- | --- |
| **Metadata** | **Values** |
| Project Name | Google Doodle |
| Project Tagline | Creating an interactive Google doodle and designing for the user. |
| Project Summary | Reimagining of the Apple Remote app for the Apple TV product. Design a concept \_Remote\_ app with with DVR features, — while also adhering to tvOS guidelines. Increase \*\*usability\*\* of an existing product - DVR (digital video recorder) remote. Design for Apple TV hardware-remote features, gestures, and interface. |
| Company/Client Name | Apple Corporation |
| Project Date or Timeframe | March to June 2017 |
| Your Major Tasks & Responsibilities | Lead UX Designer |
| Platforms | Apple tvOS |
| Design Tools / UX Methods Used | Sketch, Photoshop, InVision, and lots of paper. |
| Key Performance Metrics | Number of Apple Remote app installations from the iOS app store. |
| Team Members & Collaborators | [YOUR NAME] |
| Link to Final Project | [LINK TO INVISION] |

**Project Metadata Template**

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| --- | --- |
| **Metadata** | **Values** |
| Project Name | Social Security Office Wayfinding |
| Project Tagline | Helping people find and use the self-service kiosks at the Spokane Social Security Office. |
| Project Summary | Reimagining of the Apple Remote app for the Apple TV product. Design a concept \_Remote\_ app with with DVR features, — while also adhering to tvOS guidelines. Increase \*\*usability\*\* of an existing product - DVR (digital video recorder) remote. Design for Apple TV hardware-remote features, gestures, and interface. |
| Company/Client Name | Apple Corporation |
| Project Date or Timeframe | March to June 2017 |
| Your Major Tasks & Responsibilities | Lead UX Designer |
| Platforms | Apple tvOS |
| Design Tools / UX Methods Used | Sketch, Photoshop, InVision, and lots of paper. |
| Key Performance Metrics | Number of Apple Remote app installations from the iOS app store. |
| Team Members & Collaborators | [YOUR NAME] |
| Link to Final Project | [LINK TO INVISION] |