**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, Lead UX Designer |
| Platforms | Print, Instagram/Facebook, digital mockups |
| Design Tools / UX Methods Used | Illustrator, Photoshop, InDesign |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | www.weird-by.design |

**Project Metadata Template**

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| --- | --- |
| **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, Lead UX Designer |
| Platforms | Print, digital mockups |
| Design Tools / UX Methods Used | Illustrator, Photoshop, InDesign |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | www.weird-by.design |

**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, Lead UX Designer |
| Platforms | Print, web |
| Design Tools / UX Methods Used | Illustrator, InVision |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | www.weird-by.design |

**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 | Visited the new EWU PUB and identified problems with the user experience. Conducted casual interviews with some of the people/staff in the PUB to get their insight. Iterated on potential solutions to the chosen problem, which included causing new problems in my solutions and solving those as well. Narrowed solutions down to one final proposal and created a prototype. |
| Company/Client Name | EWU |
| Project Date or Timeframe | January – March 2019 |
| Your Major Tasks & Responsibilities | Lead UX Designer |
| Platforms | Digital mockups, physical |
| Design Tools / UX Methods Used | Illustrator, InVision |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | www.weird-by.design |

**Project Metadata Template**

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| **Metadata** | **Values** |
| Project Name | Google Doodle |
| Project Tagline | Creating an interactive Google doodle and designing for the user. |
| Project Summary | Created a Google doodle based on my chosen theme (tea). Implemented critique on the user experience interacting with the doodle to improve the overall design. |
| Company/Client Name | Google |
| Project Date or Timeframe | January – April 2019 |
| Your Major Tasks & Responsibilities | Art Director, Lead UX Designer |
| Platforms | Web |
| Design Tools / UX Methods Used | Illustrator, CodePen, GitHub |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | www.weird-by.design |

**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 | Visited the site to assess the problem and its causes. Conducted casual interviews with head staff to set parameters for solutions (cannot change the kiosk software, etc.). Brainstormed a number of solutions and iterated on them before narrowing down to one proposal. |
| Company/Client Name | Social Security Administration |
| Project Date or Timeframe | April – June 2019 |
| Your Major Tasks & Responsibilities | Lead UX Designer |
| Platforms | Print |
| Design Tools / UX Methods Used | Illustrator, Photoshop, InVision |
| Key Performance Metrics | ??? |
| Team Members & Collaborators | Emily Cone |
| Link to Final Project | www.weird-by.design |