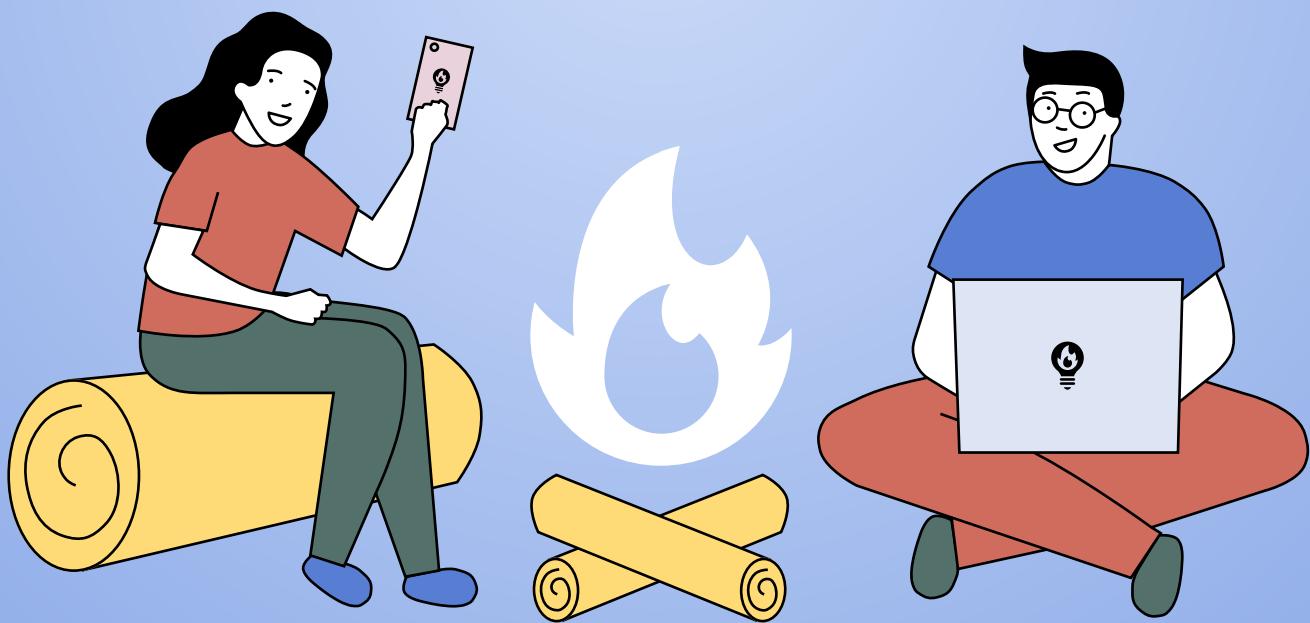




we are spark

Spark is a **community** of student developers and designers at Penn who work together to build **creative and client-facing projects**.





about us

Established in Spring 2021, Spark is a community of student designers and engineers at the University of Pennsylvania that bridge technology and design to build projects from ground-up. We're Penn's first student organization that specializes in product design in addition to coding.

48

active members

28

projects completed

300 +

social media
followers

5 +

public events hosted
per semester

3/6

female board
members

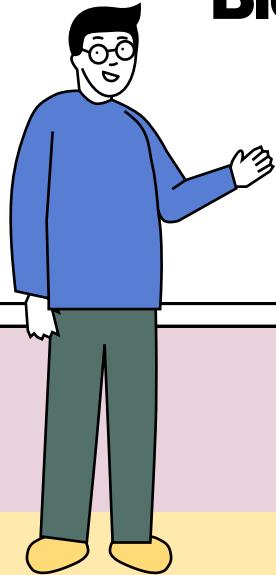
15

clients worked with





our members have worked at



Our members work throughout the entire tech industry, translating their experiences of working with our clients and learning from our technical design and coding workshops!

our pillars



education

Spark is beginner-friendly; new members learn foundational design and development through our Spark Blue Team before diving into projects.

During our bootcamp, members get the opportunity to experiment with new tech stacks by creating several deliverables, before jumping into a semester-long project.

We also aim to reach outside of just our Spark community, hosting public workshops and events on a variety of technical and creative trends.

experience

Our members take ownership of their learning and gain hands-on experience by working with their Spark Red teams.

With project leads, developers, and designers, these teams excel at creating technically challenging and creative products for our clients.

Our members gain industry experience developing production-level software, crafting designs focused on user-experience, and collaborating with clients and teammates to meet project expectations.

community

Community is at the center of what we do and how we work. We value and learn from each others' diverse experiences, and we share learning resources and insights.

In addition to plenty of cross-team collaboration, project teams work closely together throughout the entire development process.

Whether it be club-wide work sessions, off-site retreats, or our public newsletters, we spark joy by bringing people together and creating a community united by a love of technology.

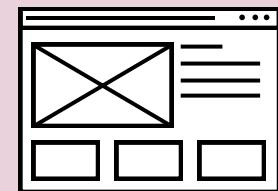


project timeline



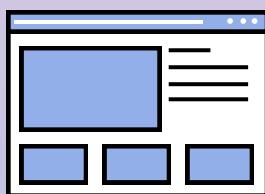
weeks 1-3

product ideation
client meetings
create project goals
user design flows



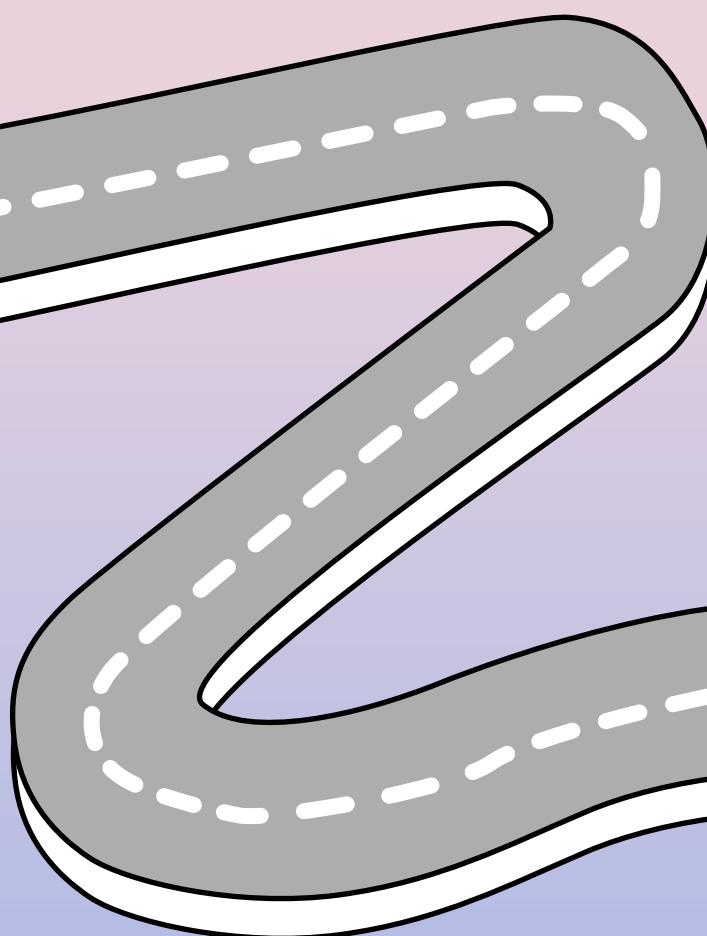
weeks 4-7

low-fidelity mockups
begin development
initial client feedback



weeks 8-10

high-fidelity mockups
finish development
work on stretch goals

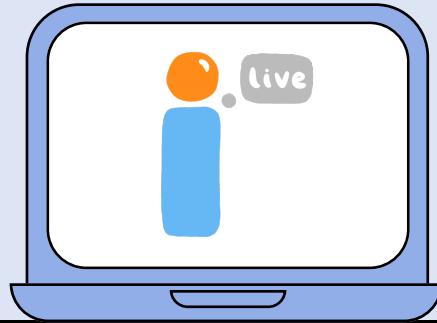
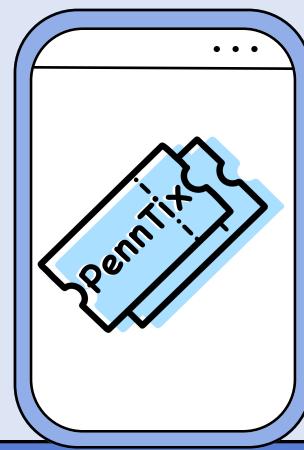
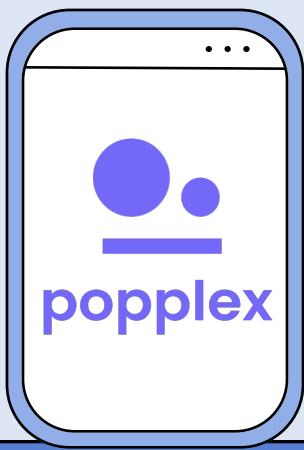


weeks 11-12

user-testing
system integration
product handoff



our projects





project spotlights



How can we create the best user interface for students with ADHD to help them stay focused when doing work?



How can we develop a strong visual identity reflective of our unique brand voice?



How can we design the best website that can help Gaia AI attract both new users and investors?



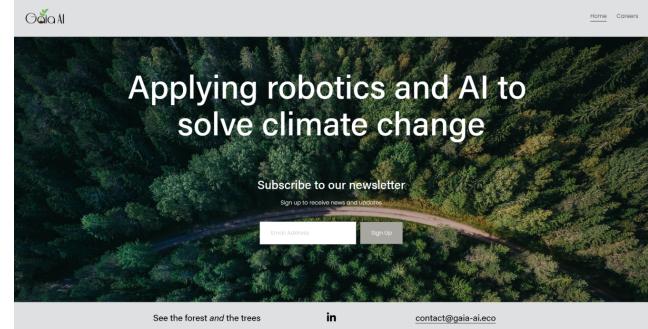
Gaia AI is an MIT & Harvard startup using drones, LiDAR, and computer vision to collect high-quality biomass data in forests

Connecting GaiaAI with Forest Managers

We redesigned, built, and deployed Gaia AI's website to help forest managers understand how Gaia AI's product can help them better understand the carbon stock and timber content of their land.

Our changes help GaiaAI reach out to potential partners through clean and simple UI that help them effectively understand their mission and solutions. Website (4 pages), branding assets (color, typography, visual components), frontend code repository (Gatsby, React, HTML/CSS)

BEFORE



AFTER



Go on a Hike

Using Gaia AI's tablet, backpack, and drone, foresters follow optimal hiking paths to collect forest data.



Collect Data

Our system collects geospatially-tagged tree metrics, including tree count, DBH, height, and species.



Optimize Revenue

Forest managers gain data insights to make optimal decisions around harvesting, saw mill negotiations, and carbon credit options.

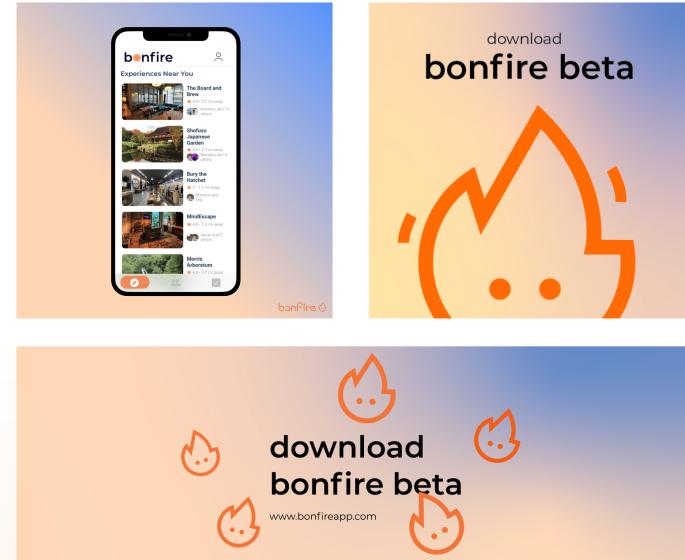


Bonfire is an iOS start-up founded by 4 Penn Students. With Bonfire, students can discover places, events, and special experiences to hangout on campus and/or in their city.

Task: Develop a strong visual identity reflective of our unique brand voice and help our client iterate a thoughtful, scalable design system

Deliverables: Social Media Launch Templates, Branding Guidelines, Mock-Ups

bonFire



Bonfire Branding Guidelines

1. Logotype

Bonfire

Proxima Nova

Gather Around, Hang Offline.
Nunito

3. Type

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,:;?!&@#\$%^&*()
Proxima Nova Bold

2. Logo



ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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Nunito

4. Colors



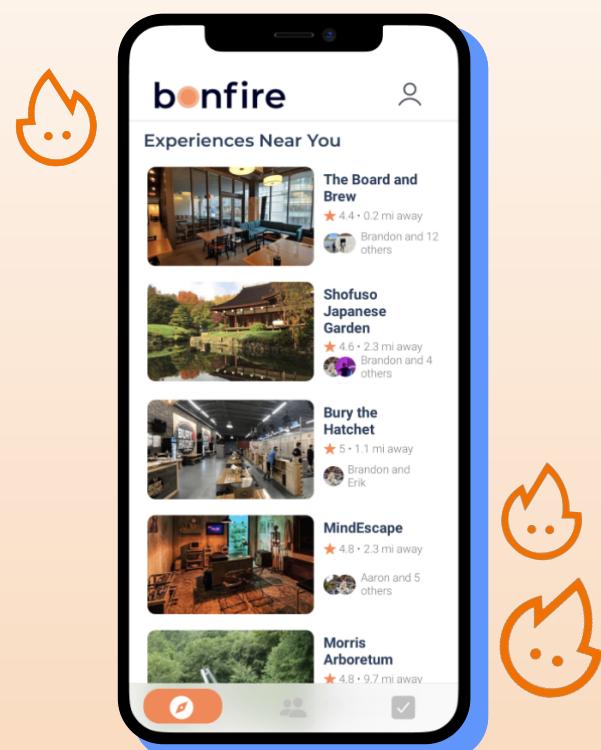
5. Iconography



6. Illustrations



6. Logo Variations





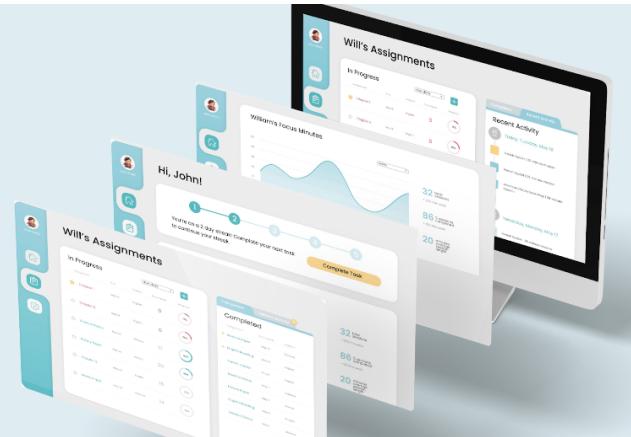
Clarifi

Clarifi is an app designed to help the 4.1 million teen students with ADHD to properly plan and complete their work.

89%

of students on Clarifi complete work more independently

Goal: Develop a [student and parent portal](#) to help students focus when doing work and help give parents insights into how their students are doing.



“I was incredibly impressed with the work done with the new portal... [and] absolutely loved the new design” -
Bryan Dinner, CEO + founder



you thank you thank you thank you thank

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