



AMELIA CARLIE

DESIGN PORTFOLIO

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SHIRTWORKS TRIFOLD

Flyer printed for a University of Georgia (UGA) vendors event. Flyer was 8.25" X 10.75" with .125" bleed. Cut to bleed.



CONNECT WITH US.

Bring in your ideas and inspiration. Over the phone, through email, or in person, our team will work with you on what apparel and design best fits your needs.

We're located in the heart of Athens, six minutes from the University of Georgia.

706.353.1060
shirtworksathens.com
shirtworksathens@gmail.com
1797 Old West Broad Street, Athens GA 30605

DESIGN WITH US.

Our designers will take your ideas and make them into reality. Our designers make sure you are completely satisfied with your design before proceeding with production.

Our Services

- Screen Print
- Embroidery
- Vinyl Application
- Heat Transfer



PRINT WITH US.

Our in-house production team works tirelessly to make sure your design is fully realized and printed to the highest standards.

We are licensed to print for UGA students, faculty, and organizations, as well as Greek Fraternities and Sororities. We're listed as Twin Tees Inc. DBA ShirtWorks.





STORE CREATION FORM



706.353.1060 shirtworksathens.com shirtworksathens@gmail.com 1797 Old West Broad Street, Athens GA 30606

Customer Name _____

Online Store Name _____

Email _____

Phone Number _____

Preferred Store Open Date*

Desired Pick-up Date

If apparel is for an event, please list event name and date.

Please choose the shipping option you would like to offer:

- I will pick-up all apparel and distribute orders.
- Shipping only, I will not distribute any orders. (a \$2 handling fee will be added to shipped orders)
- I wish to offer shipping, but will pick-up all remaining orders and distribute (a \$2 handling fee will be added to shipped orders)

Youth Sizes: Please select which option applies. See Online Store FAQs regarding youth screens.

- I am offering youth sizes and wish to pay the youth screen fee (\$25 per location).
- I am offering youth sizes and will not pay the youth screen fee. I understand that my design will be sized to the smallest apparel.
- I am not offering youth sizes.

If your store is profitable, how would you like to receive your check?

- I would like the check mailed to me.
- I would like to pick-up the check at ShirtWorks Screen Printers.

Who would you like the check made out to? If applicable, where should the check be mailed?

Check Recipient _____

Check Mailing Address _____

By signing below, I authorize Twin Tees Inc (DBA ShirtWorks) to create an online store for my event/organization/fundraiser/etc, I will pay the store set-up fee, and if my store is not profitable I will pay the balance due on the store. If I cancel my store after orders are placed, I will pay the cancellation fee (5% of all store sales).

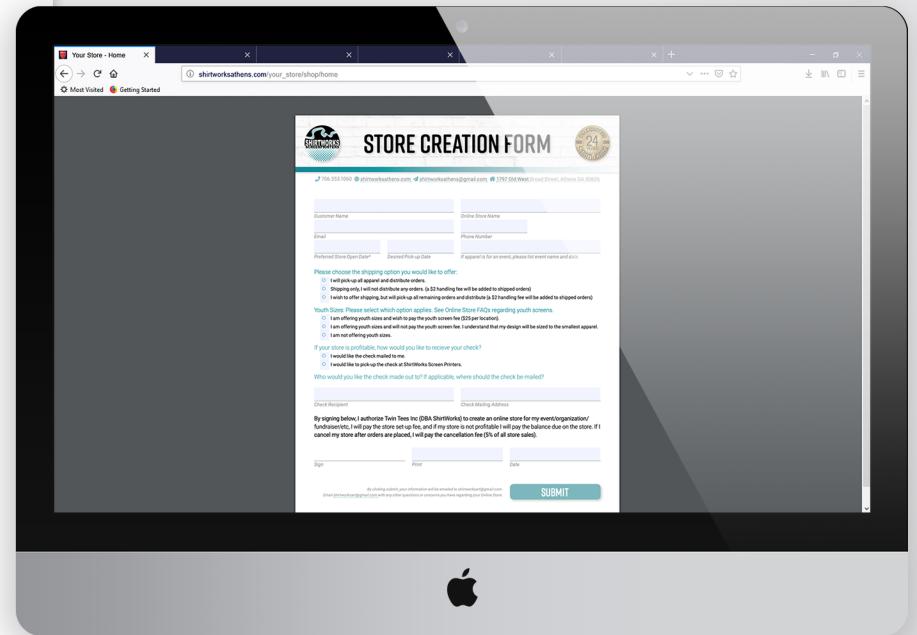
Sign _____

Print _____

Date _____

SUBMIT

By clicking submit, your information will be emailed to shirtworksart@gmail.com.
Email shirtworksart@gmail.com with any other questions or concerns you have regarding your Online Store.



SHIRTWORKS FILLABLE FORM

Fillable pdf form for fundraising store creation.

SHIRTWORKS STATIONARY

Business cards, letterhead, and flyers created using existing logos.



CONTRACT PRICING 2019

706.353.1060 • shirtworksathens.com • shirtworksathens@gmail.com • 1797 Old West Broad Street, Athens GA 30606

Quantity	12	24	36	48	60	72	100	144	200	400	600	800	1000	1500	2000
1 Color	4.85	2.83	2.34	2.15	1.4	1.19	1.09	1.03	0.85	0.75	0.69	0.68	0.63	0.55	0.48
2 Color	7.19	4	3.07	2.61	2.15	1.82	1.64	1.46	1.15	1.02	0.97	0.92	0.89	0.73	0.66
3 Color	9.31	5.06	4.02	3.17	2.53	2.24	1.9	1.65	1.29	1.12	1.08	1.01	0.94	0.79	0.78
4 Color	11.02	5.92	5.06	4.02	2.94	2.66	2.17	1.86	1.41	1.24	1.2	1.11	0.99	0.85	0.81
5 Color	12.38	6.62	5.87	4.12	3.33	3.07	2.45	2.07	1.54	1.37	1.33	1.22	1.05	0.90	0.84
6 Color	14.64	7.73	6.53	4.39	3.55	3.23	2.66	2.24	1.66	1.47	1.43	1.31	1.12	0.96	0.88

*Prices are per location and do not include the garment. For dark garments printing with a light ink, please add an additional color to account for a white base.

Turnaround Time:
Typical turnaround time is 1-2 weeks, depending on our workload. Rush fees do apply to orders needed in less time. 24-48 hour turnaround time is not always available, please call.

- Rush Within 48 hours: add 25% of total invoice
- Rush Same Day: add 50% of total invoice

Specialty Inks: Price Per Location Per Garment
Please contact us for additional specialty ink options.

- Glow in the Dark: Charged as additional color. On dark garments, reverse side must be printed separately.
- UV: \$0.25 Does not require base
- Liquid Gold/Silver: \$0.50
- Polyester White: \$0.50
- Spandex Additive: \$0.50
- 3M Reflective: \$0.75

Screen Fees
When possible, we request art to be provided in vector format with all text converted to outlines and at the desired size. Our expert designers will convert your art to the best print-ready formats. The art fee is a one-time fee for each design. Process and Simulation/Proof art is always a \$45 minimum art fee. If you need the same design in the future, there will be no charge for art.

- New Art Screen: \$10 per color
- Re-Order Art Screen: \$5 per color
- Youth Screen: \$10 per new art screen, \$5 per re-order art screen.

Art Fees
When possible, we request art to be provided in vector format with all text converted to outlines and at the desired size. Our expert designers will convert your art to the best print-ready formats. The art fee is a one-time fee for each design. Process and Simulation/Proof art is always a \$45 minimum art fee. If you need the same design in the future, there will be no charge for art.

- Standard Artwork: \$25
- Complex Artwork: \$25 for 1st hour, \$20/hour after

Other Fees
Sample Fee: \$50 for the 1st color, \$25 for each add'l color.
Ink Change: \$10 per ink change, per side.

Shipping
ShirtWorks will gladly ship your packages via UPS, the shipping costs will be added to your invoice.

Minimum Order: 12 pieces
Orders under 12 pieces will be charged for a quantity of 12 pieces, regardless of how many are printed.

Maximum Print Sizes
Max Image Size: 12.5" W x 17" L
Sleeve: 3.25" W x 2.25" L (3" x 3" on Comfort Colors)
Pouch: 8" W x 10" H
Infant/Toddler: 8" W x 10" H
Please Note: Prints will be sized to fit smallest apparel.

Apparel Drop-off Policy
A numeric style breakdown of all apparel must be supplied at drop-off. Counter must count all apparel manually, whether in our store or at home. After drop-off, we will count the apparel ourselves, and will let you know of any discrepancies or defects.

You may also have apparel shipped directly to us. Please let us know where you expect your shipment, and supply us with an air summary. We will let you know if there are any discrepancies or defective apparel.

Please unwrap all individually wrapped apparel.

Misprints
Although we try to avoid any mistakes/misprints, ShirtWorks does allow for a 2% spoilage rate. We will credit accounts when this occurs and only if the customer has required a specific amount of shirts. We can replace these 2% if needed for an additional setup/print fee of \$50 per color.

Twin Teez Inc DBA ShirtWorks

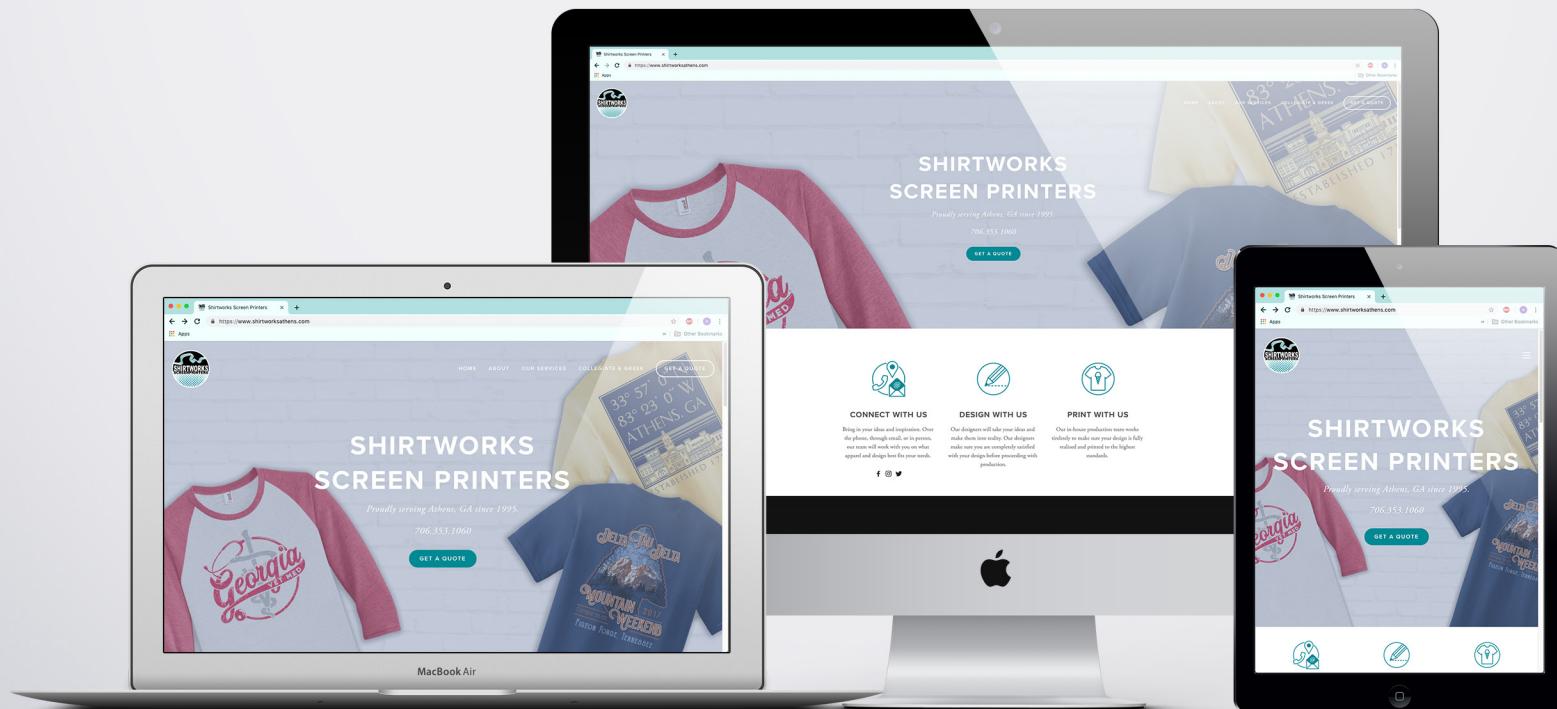


SHIRTWORKS LOGO REFRESH OPTIONS



SHIRTWORKS WEBSITE

I set up Shirtworks' website using Squarespace (Shirtworksathens.com). I wrote most of the content, created the icons and banners, and photographed products for the website.



SHIRTWORKS WEBSITE ICONS



SHIRTWORKS PRODUCT PHOTOGRAPHY



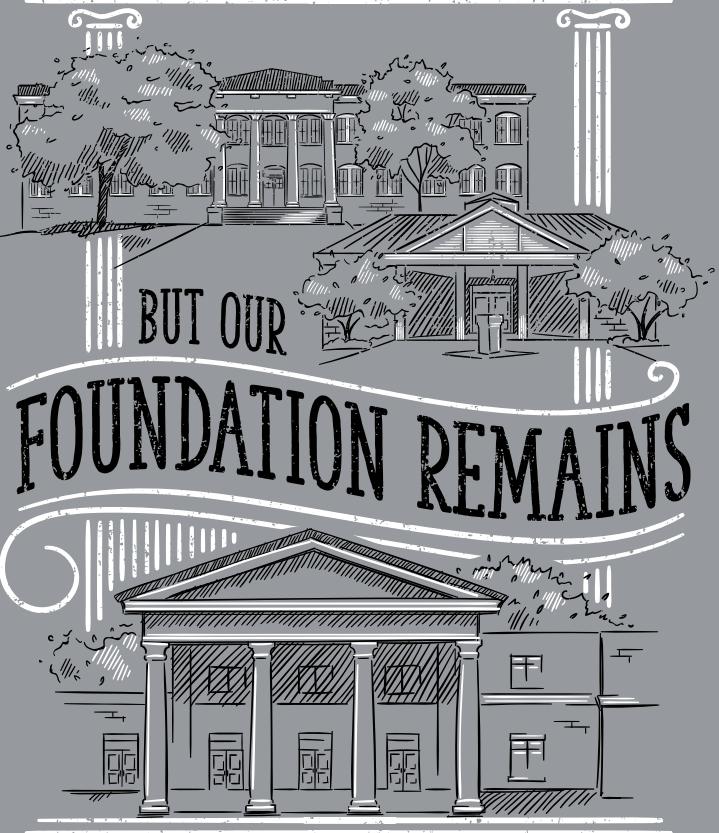


BEAR HOLLOW ZOO

This design was for Bear Hollow Zoo's Zoo Day 2017. The customer requested that the design incorporate a bobcat and an otter, as well as the zoo's name and location.



OUR BUILDING MAY CHANGE,



MORGAN COUNTY HIGH SCHOOL

This design was for Morgan County High School's Homecoming 2018. The illustration features the previous and newly constructed auditoriums.

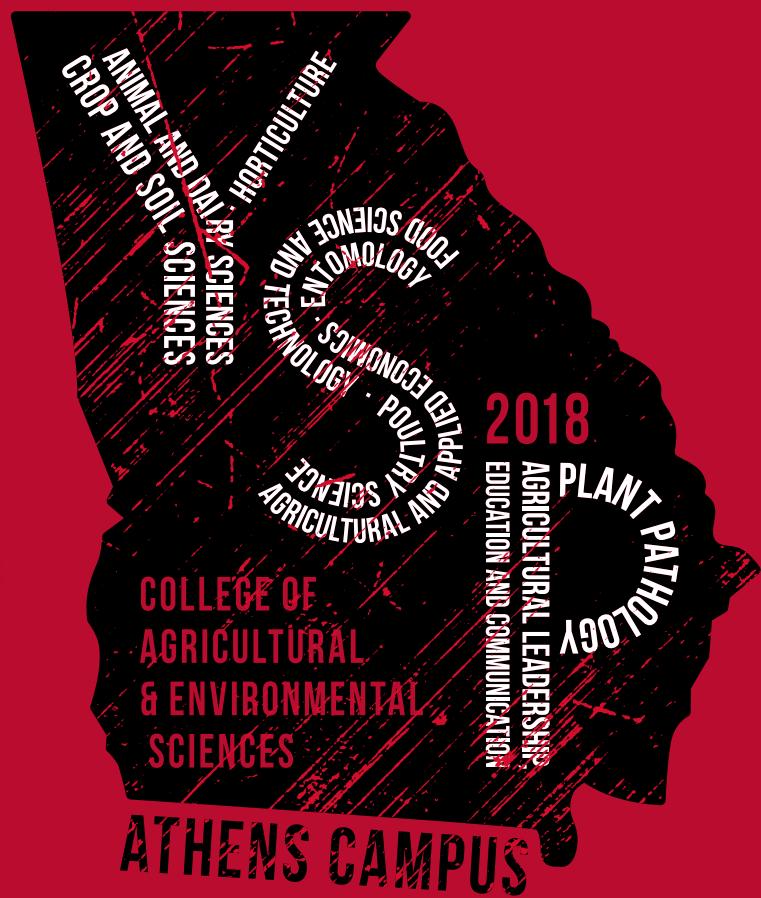


OUR
BUILDING
MAY
CHANGE
BUT
OUR FOUNDATION
REMAINS



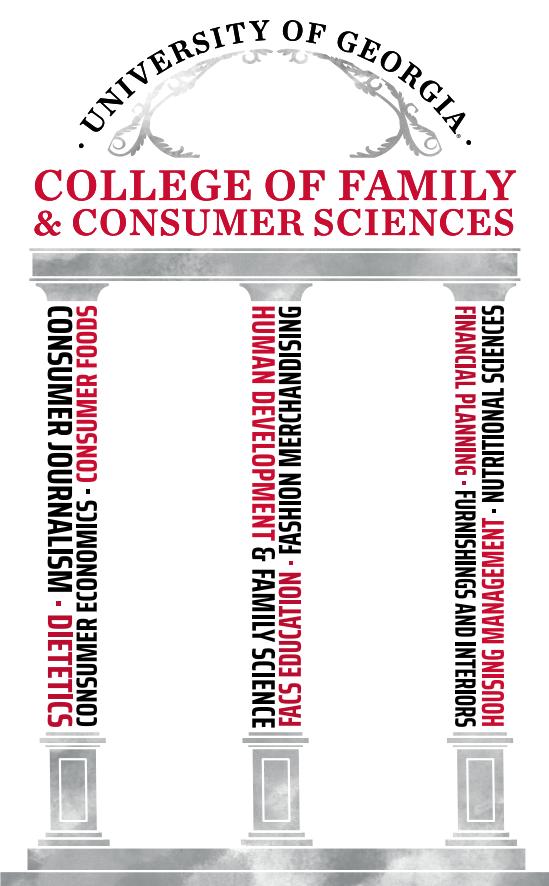
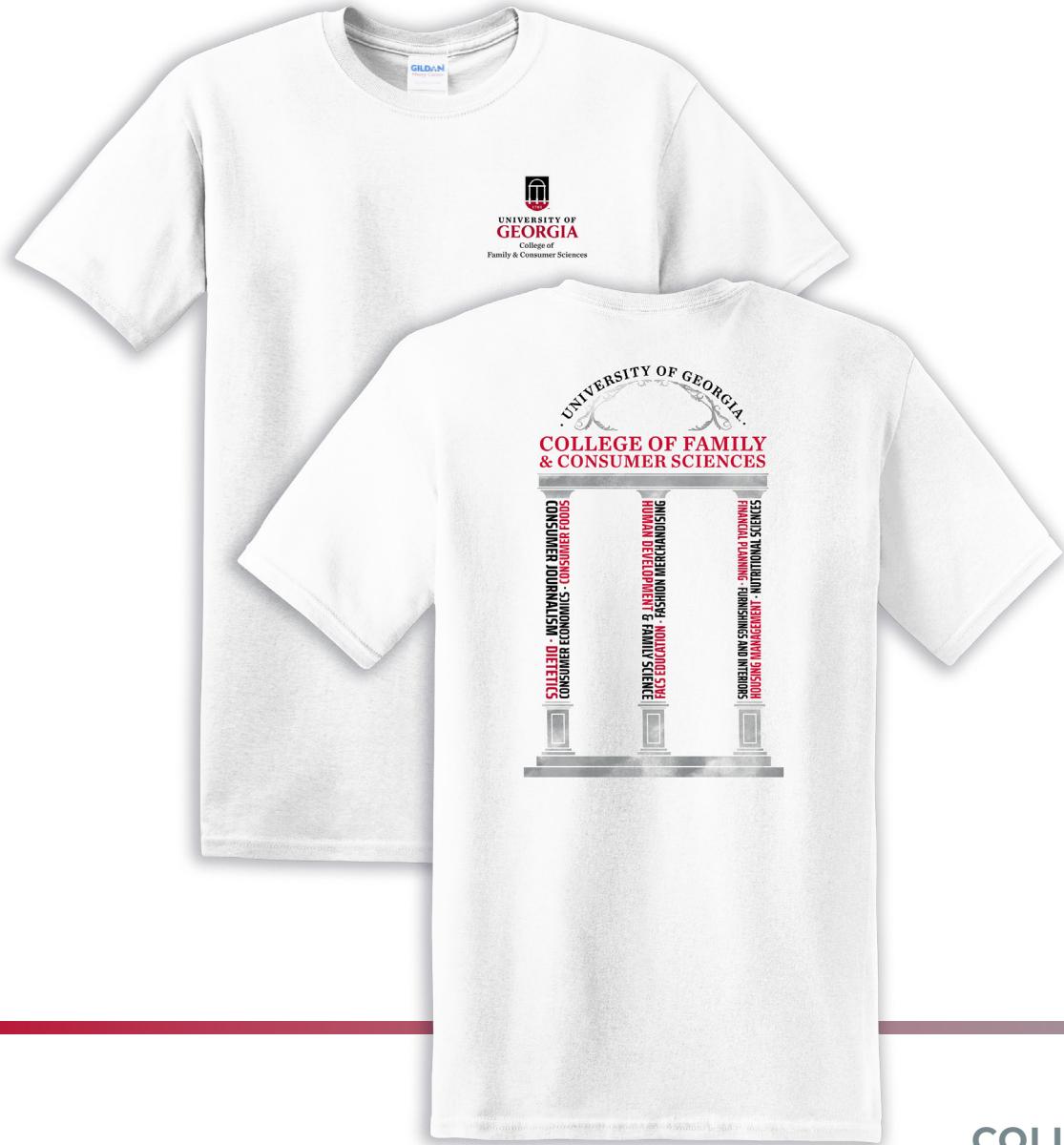
MORGAN COUNTY HIGH SCHOOL

This was an alternative design option for Morgan County High School's Homecoming 2018.



UGA YOUNG SCHOLARS PROGRAM

The Young Scholar's Program provides internships for high school students interested in agricultural, food and environmental sciences. The program concentrations are incorporated into the program's acronym.



COLLEGE OF FAMILY & CONSUMER SCIENCES

The college's program concentrations are incorporated as the pillars of the Arch. The Arch is one of the University of Georgia's main symbols.



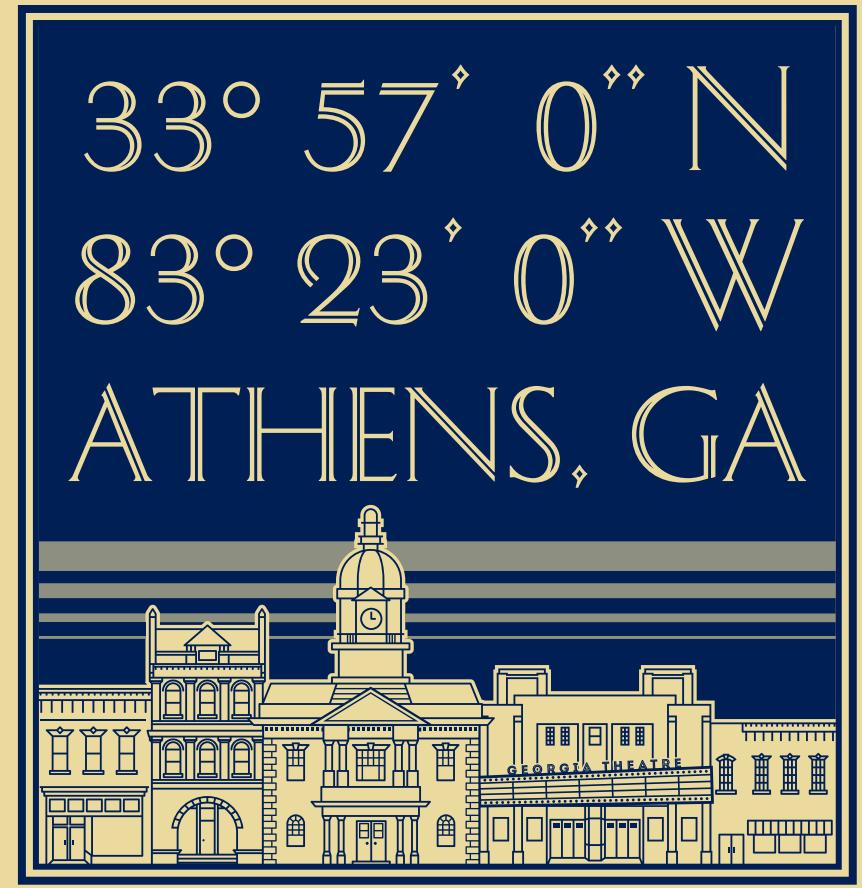
COLLEGE OF VETERINARY MEDICINE @ UGA

The customers wanted a vintage baseball design for the College of Veterinary Medicine featuring a stethoscope and an Asclepius.



SHELTER MEDICINE CLUB @ UGA

For this design, the customer wanted to feature an illustration of a shelter dog and a heart. The line work for the illustration was completed in Illustrator; the watercolor shading was created in Photoshop.



ESTABLISHED 1785

ATHENS, GEORGIA ILLUSTRATION

This illustration features some of Athens' more iconic buildings.

SHIRTWORKS QUOTE CALCULATOR

I developed a quote calculator during my time at Shirtworks Screen Printers. Our old calculator was inaccurate, was not able to quote on all apparel, and tied us to using an antiquated website. After we adopted this calculator, I was able to set up a modern website for the business. This project inspired me to pursue a career in UX.

PERSONAS

Susie

- Occupation: Business owner
- Age: 55
- Low technical skills
- "As a business owner, I want the quotes I give to my customers to be accurate. I want to quickly and efficiently quote customers for all of the services my business provides."

Catie

- Occupation: Graphic designer
- Age: 29
- Has some technical abilities
- "As someone who handles updating our pricing table annually, I want to have the ability to easily update the product pricing."

USER TESTING

During the development process, I tested iterations of the calculator with users. I gave the users a task to complete, and watched them perform the task. From the testing, I identified some additional features to add and some pain points to eliminate.

The three screenshots show different parts of the Google Sheets application:

- Top Screenshot:** Shows the main "Shirtworks Quote Calculator" sheet. It has sections for inputting supplier cost, quantity, and color counts; a step 2 input section; and a summary table with columns for Supplier Cost (\$2.80), Quantity (24), Color Count Front (1), Color Count Back (2), Color Count Location 3, Color Count Location 4, Color Count Location 5, # of loc's Poly/Spandex (0), # of loc's Receiving Metallics (0), Quote Price (\$16.04 per Garment), Total Cost (\$384.96 W/O Plus Sizes), and Save Only (checkbox). Buttons for Save & Clear and Clear/Reset are also present.
- Middle Screenshot:** Shows the "Price Breaks" sheet. It contains a table with columns for Per Shirt Quote (e.g., 25.57, 24.18, 16.04) and rows for various garment counts (e.g., 12, 18, 24, 36, 48, 60, 72, 100, 144, 200, 400, 600, 800, 1000, 1500, 2000). A note at the bottom explains how to use the full text quote feature.
- Bottom Screenshot:** Shows the "Saved Quotes" sheet. It lists various saved quote entries with columns for Date, Quote, Base Input, Supplier Cost, Poly, and Metallics. A "Clean-Up" button is visible in the top right corner.

HUMUN

Medium fidelity wireframe created in Adobe XD

CONCEPT

- A streamlined app for individual donation management
- Matches you to charities based on their efficacy and your preferences
- Simplifies the donation process by having a single, trusted access point

PERSONAS

Kayden

- Occupation: Barista
- Age: 24
- Low income
- "I am a social activist, but I find it hard to make a broad impact due to my low income."

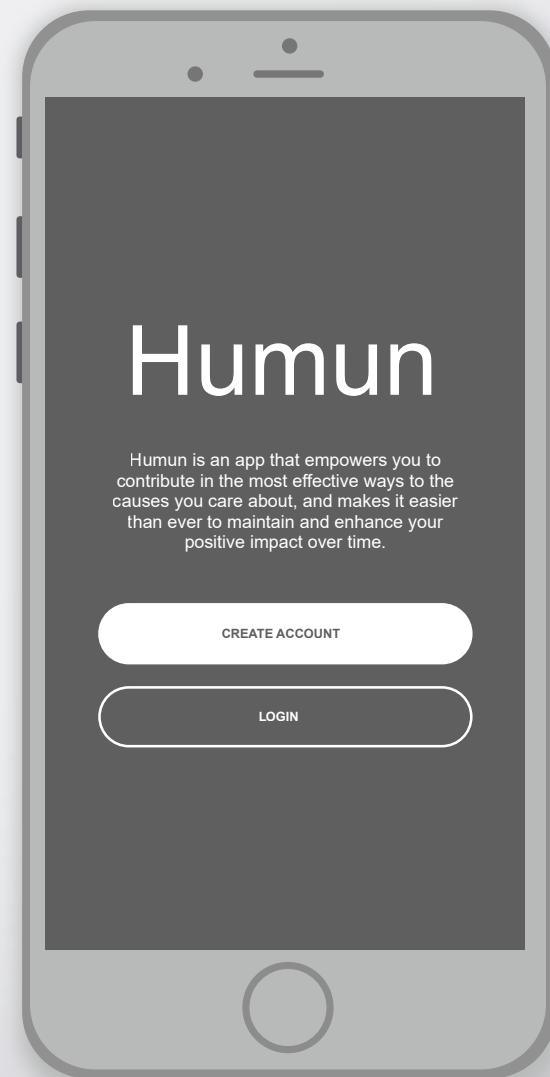
Julie

- Occupation: Writer
- Age: 55
- Median income
- "I care about supporting my local community, and I want an easy way to support a wide variety of local businesses."

POSSIBLE RESEARCH

A/B test

- The product owner was adamant that the donation elections be included in the onboarding flow.
- Hypothesis: Removing the elections flow from the onboarding process may increase successful sign-ups.



[View the prototype on xd.adobe.com →](http://xd.adobe.com)
(best viewed in Chrome)

PERSONAL BRANDING



AMELIA CARLIE



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AMELIA
CARLIE



AMELIA
CARLIE



AMELIA
CARLIE

(A) AMELIA CARLIE

(A) AMELIA CARLIE

(A) AMELIA CARLIE



PMS 1925



PMS 289



PMS 7543



PMS 7543 @ 20%

Monserrat 700

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Monserrat 300

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz







NIGHT HERON STUDIOS HATS



NIGHT HERON STUDIOS PRODUCT PHOTOGRAPHY



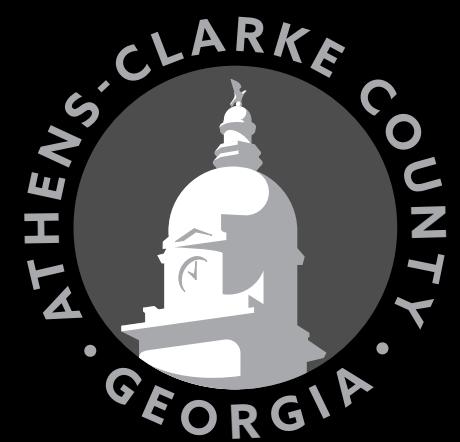
PORTRAIT PHOTOGRAPHY



LOGOS



HONEYDEW



LOGOS

B H
zoo

Velo V

Shirtworks
SCREEN PRINTERS

WEATHER ICONS

