



AMELIA CARLIE

DESIGN PORTFOLIO

- ✉ ameliacarlie@gmail.com
- 📞 407-923-5281
- 📍 Chapel Hill, NC
- 💻 acarlie.com
- ⌚ github.com/acarlie
- ◊ codepen.io/acarlie
- ㏌ linkedin.com/in/acarlie

HUMUN

- 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
- Has little expendable income
- "I am a social activist, but I find it hard to make a broad impact due to my low income."

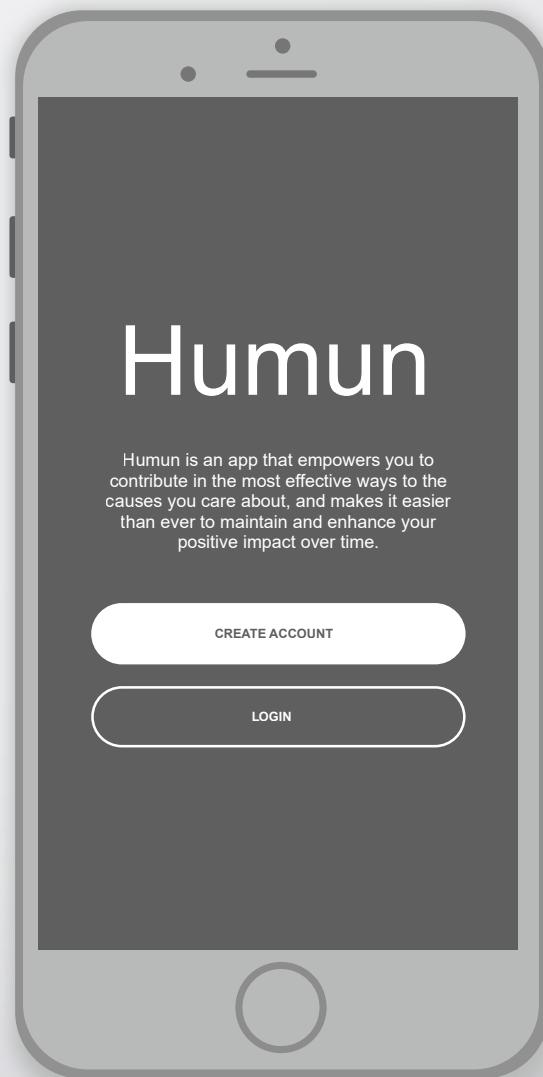
Julie

- Occupation: Writer
- Age: 55
- NPR listener
- "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 on-boarding process may increase successful sign-ups.



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

SHIRTWORKS QUOTE CALCULATOR

I developed a quote calculator during my time at Shirtworks Screen Printers. Our old calculator was inaccurate, wasn't 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
- Not tech savvy
- "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 the ability to easily update the product pricing."

USER TESTING

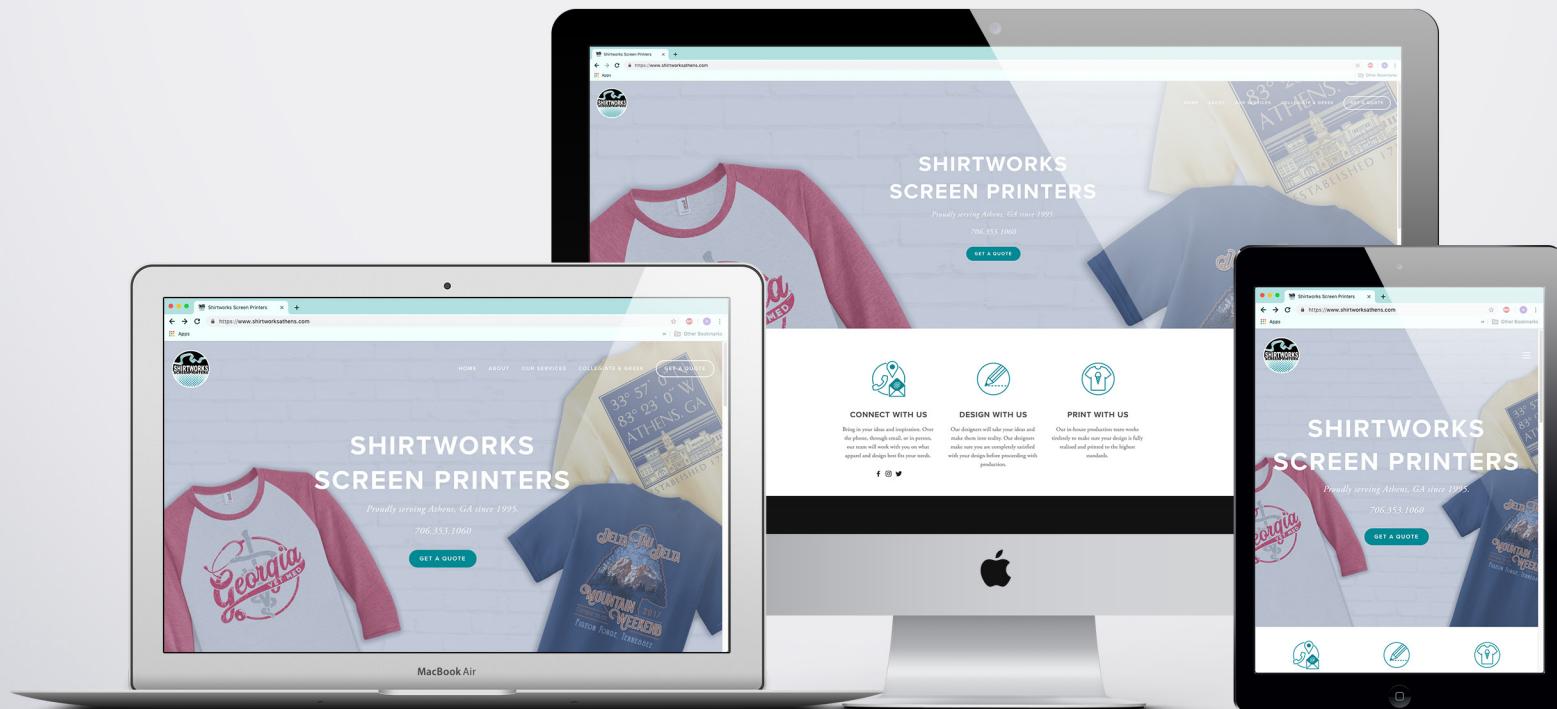
During the development process, I tested iterations of the calculator with users. I gave the users a task to complete, and watched them perform the task. From the testing, I identified some additional features to add and some pain points to eliminate.

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

- Shirtworks Quote Calculator - v1.1 Amy**: This tab displays the main quote calculator interface. It includes sections for "Step 1: Input Supplier Cost, Quantity, and Color Counts for each location", "Step 2: Input Base (Y/N or b/nb)", and "Error Messages". Below these are sections for "Quote Text Generator" (with apparel descriptions like "G500 Navy" and "G500 Azalea") and "Apparel Search" (with search terms like "g500"). A "Contract Pricing" section shows a breakdown of costs: \$16.04 per garment, \$384.96 W/O Plus Sizes, and a "Save Only" button. A note at the bottom states: "Hover over link/click box and follow link that appears. DO NOT double click on cell, you will NOT be able to copy the web address. If using specific apparel codes you may need to put in the supplier specific code to get results. If searching multiple suppliers you may want to use a generic term like 'Gildan Short sleeve' since it goes by G500 or G5000 depending on the supplier." A "Price Breaks" section follows, showing a table for "Per Shirt Quote" and "TOTALS w/o plus sizes TAX NOT INCLUDED".
- Price Breaks**: This screenshot shows the "Price Breaks" table from the previous tab. It lists "Per Shirt Quote" values (e.g., 25.57, 24.18, 16.04) and "TOTALS w/o plus sizes TAX NOT INCLUDED" (e.g., 306.84, 435.24, 384.96). The table spans columns A through Q.
- Saved Quotes**: This screenshot shows the "Saved Quotes" table. It lists various apparel items with their details: Date, Quote, Base Input, Supplier Cost, Poly, and Metallics. Examples include "G500 Azalea - 100 garments / 3 Color Front / 3 Color Back = \$10.04 per Garment b.b..", "Bella 3200 Neon Blue/White - 24 garments / 3 Color Front / 0 Color Back = \$15.65 per Garment nb..", and "G500 White - 60 garments / 2 Color Front / 2 Color Back = \$10.04 per Garment nb..". A "Clean-Up" section indicates that all but 50 most recent quotes will be deleted.

SHIRTWORKS WEBSITE

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



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

- 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 design team can convert your art to vector if you do not have it in that format. The art fee is a one-time fee for each design. Process and Simulated Process 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
- Ink Change: \$10 per ink change, per side

Prints
A quantity 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.

Drop-off Policy
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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 requires a specific amount of shirts. We can replace these 2% if needed for an additional setup/print fee of \$50 per color.

Twin Tee Inc DBA ShirtWorks



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).

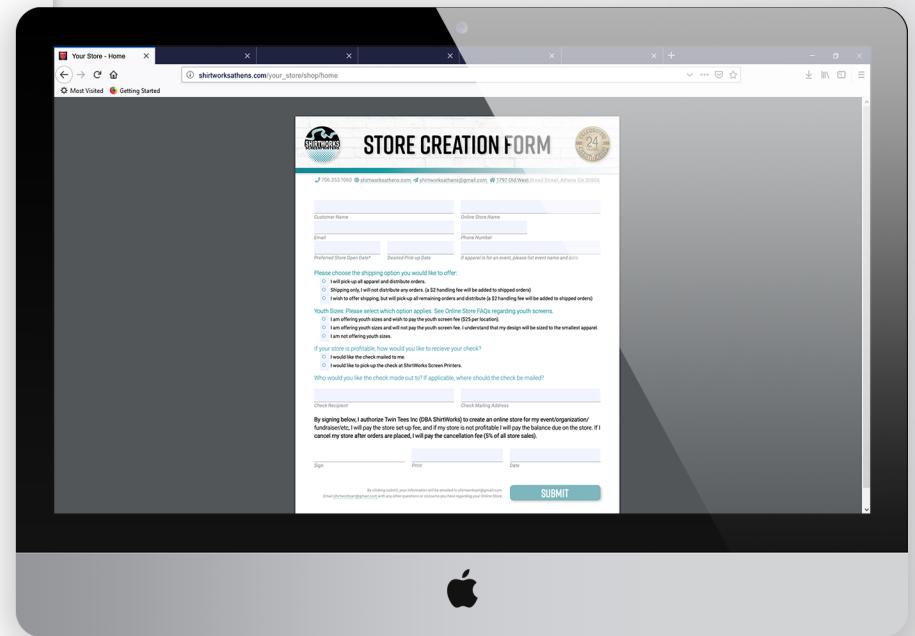
Sign _____

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.



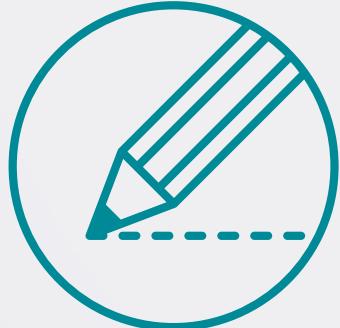
SHIRTWORKS FILLABLE FORM

Fillable pdf form for fundraising store creation.

SHIRTWORKS LOGO REFRESH OPTIONS



SHIRTWORKS WEBSITE ICONS



SHIRTWORKS PRODUCT PHOTOGRAPHY



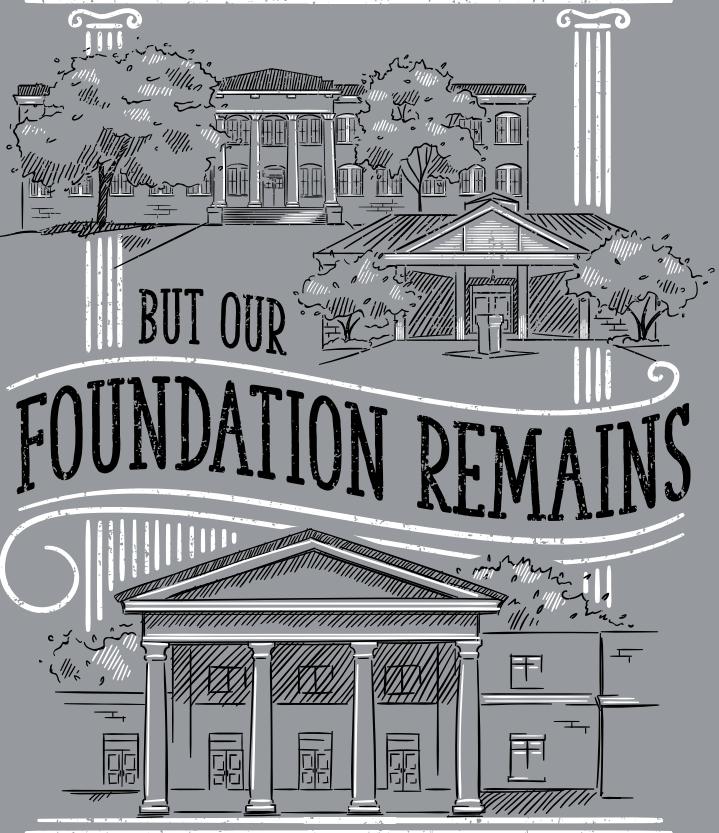


BEAR HOLLOW ZOO

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.

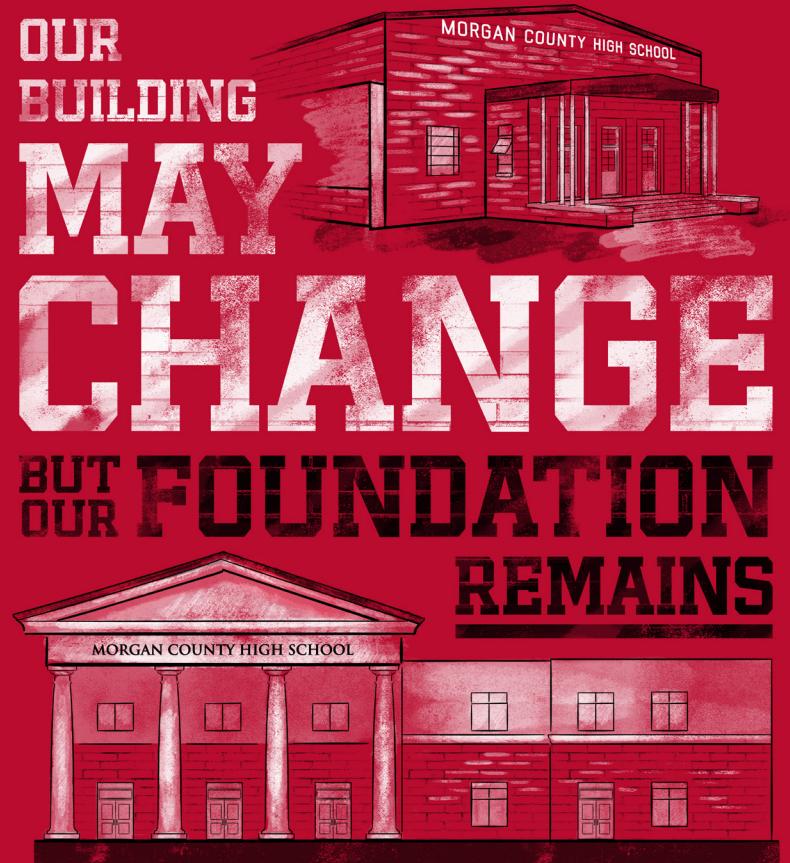


OUR BUILDING MAY CHANGE,



MORGAN COUNTY HIGH SCHOOL

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



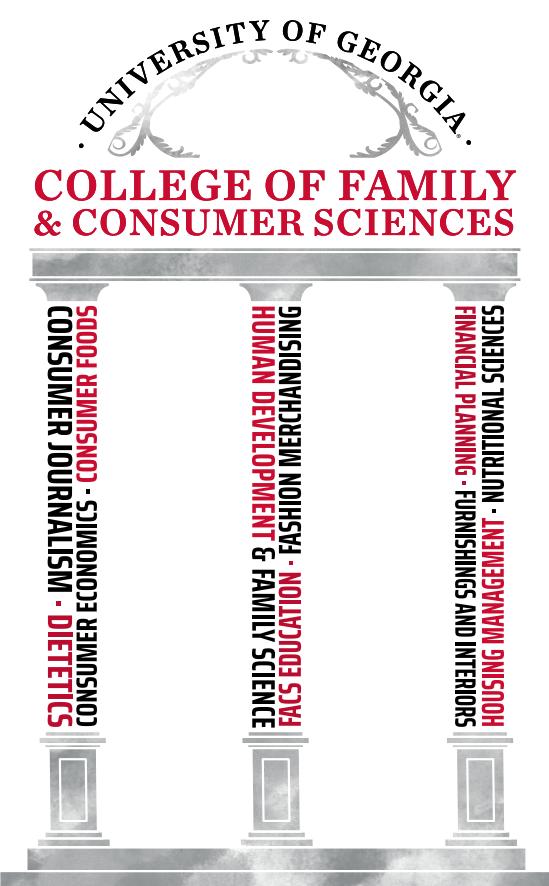
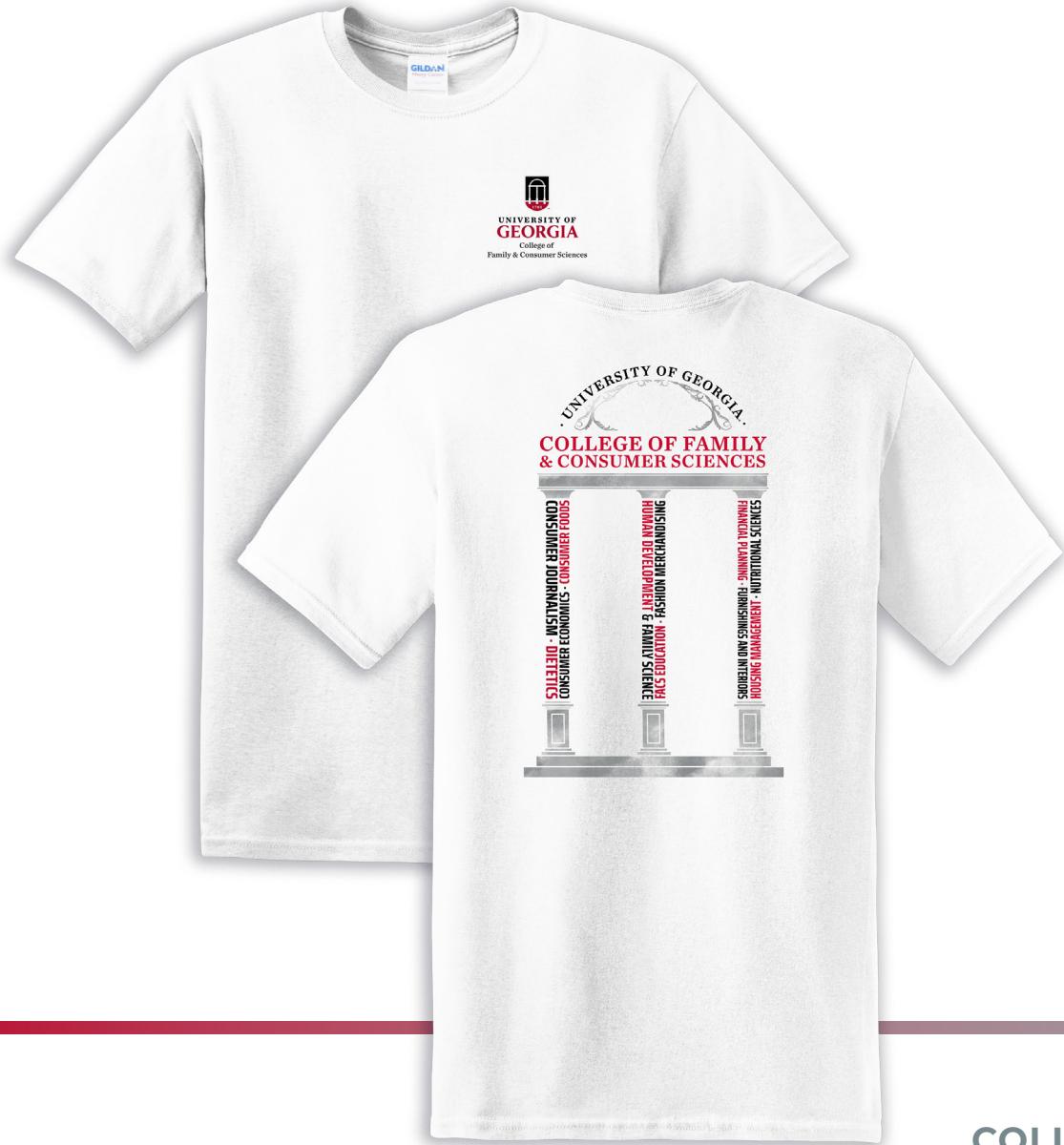
MORGAN COUNTY HIGH SCHOOL

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.



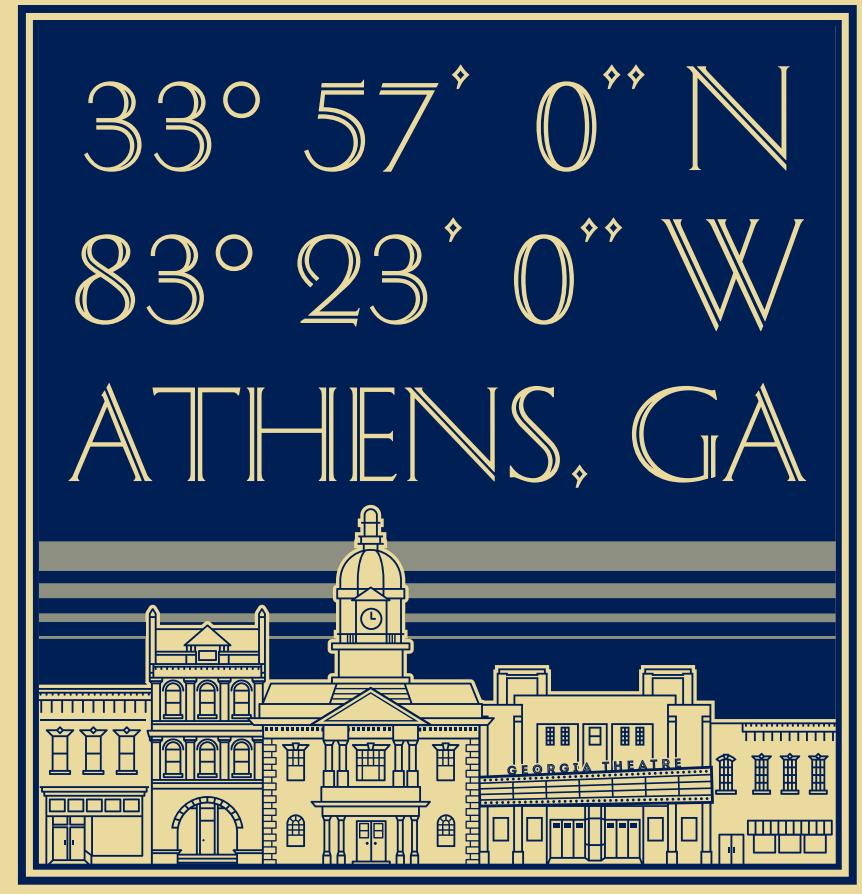
COLLEGE OF VETERINARY MEDICINE @ UGA

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.

PERSONAL BRANDING



AMELIA CARLIE



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AMELIA CARLIE



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



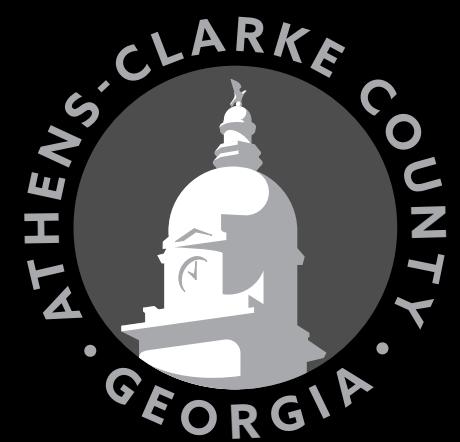
PORTRAIT PHOTOGRAPHY



LOGOS



HONEYDEW



EXPERIMENTATION

B H
z o o

Velo V

Shirtworks
SCREEN PRINTERS

WEATHER ICONS

