



IMAGINE
THE POSSIBILITIES

ANNE CLUBB

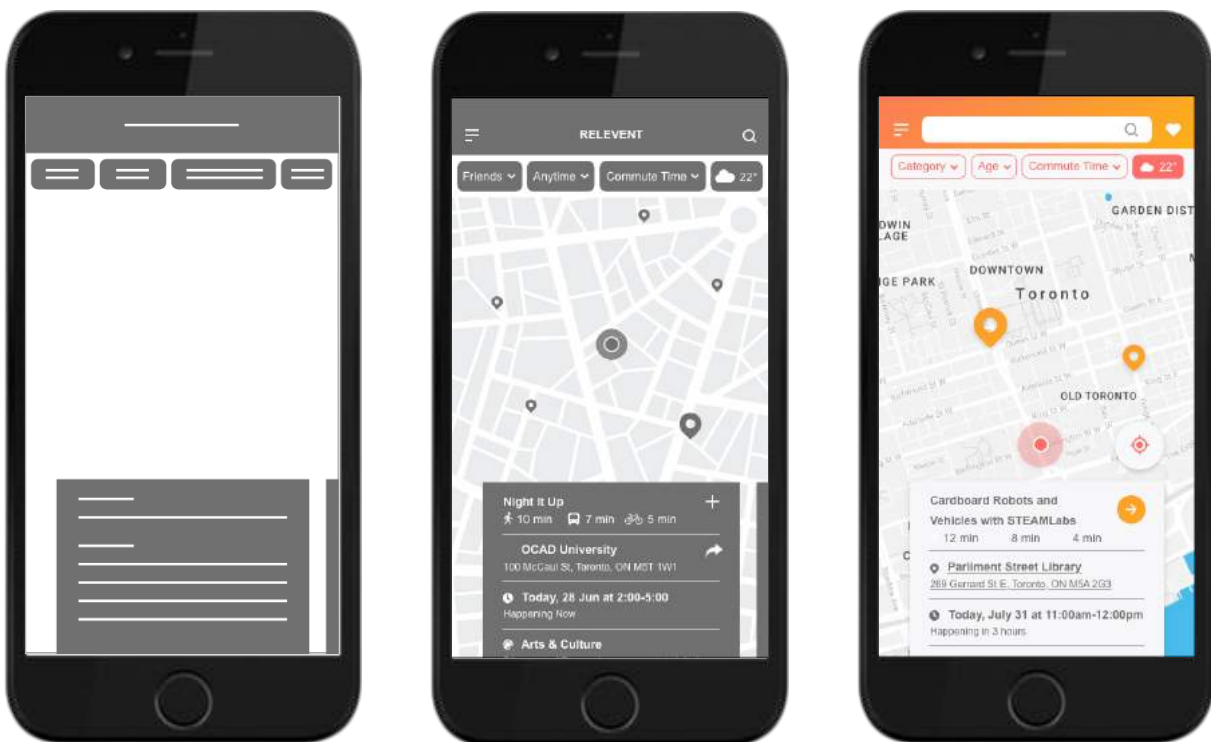
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Design Portfolio

01

UI/UX designs

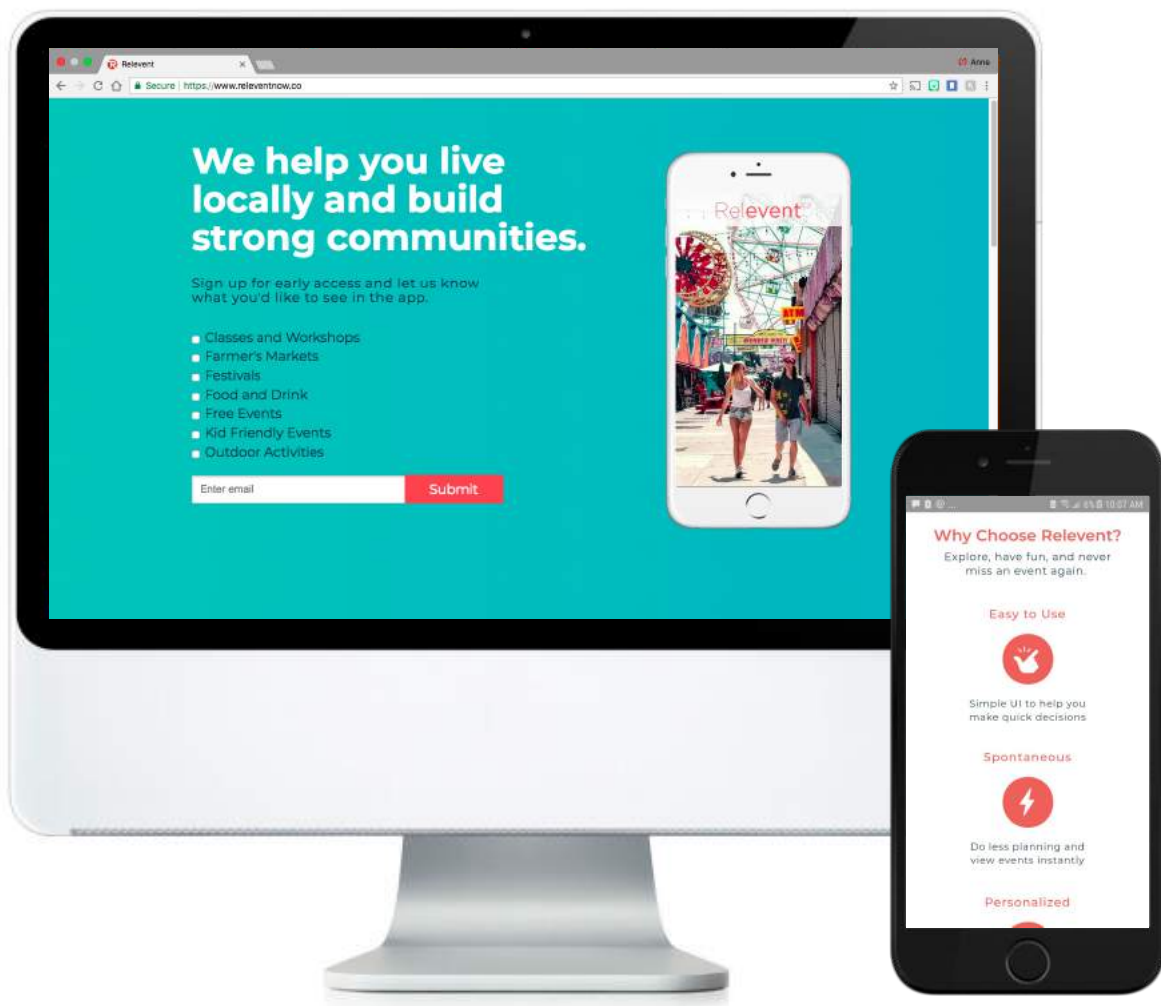
Summer 2018

During the Royal Bank of Canada's Amplify program, I helped create a local event finding app for families. Our team prioritized design thinking, conducting primary and secondary research to validate our business challenge. After prototyping and testing the idea we arrived at the final product shown below.



Summer 2018


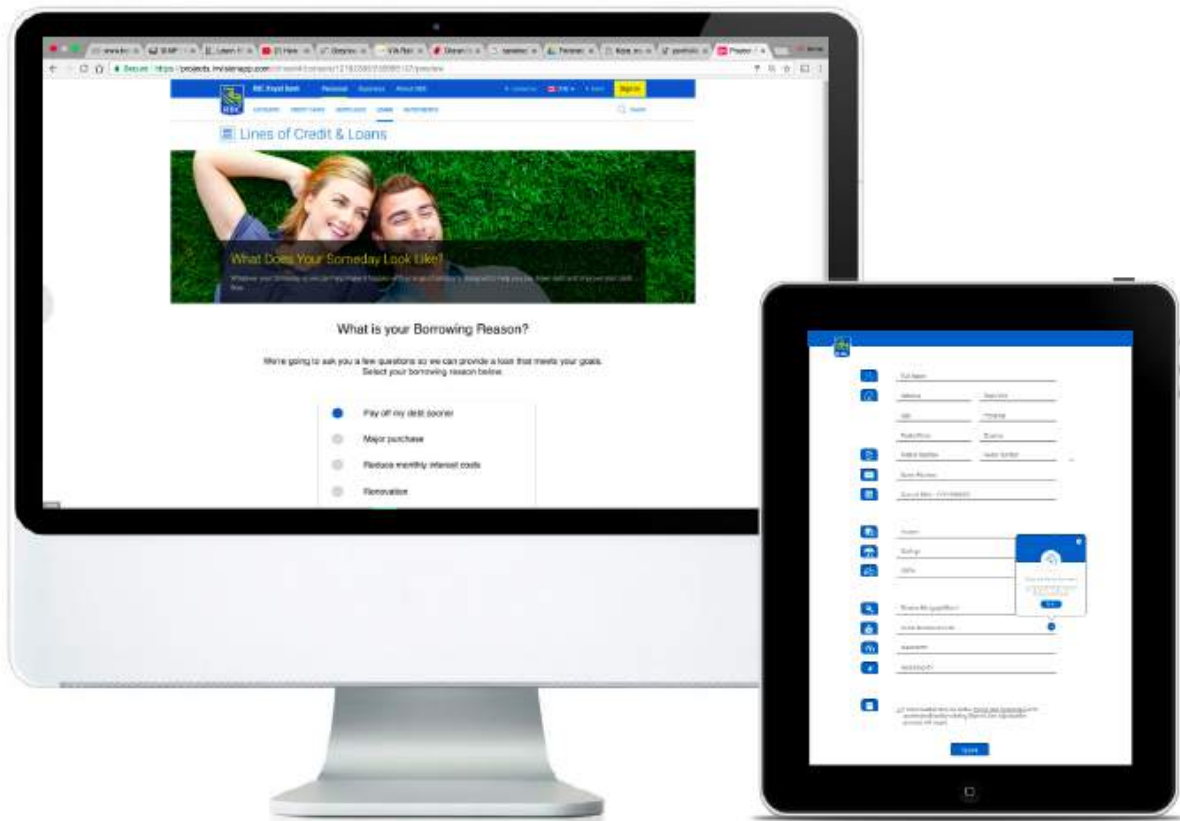
To gain deeper insights into the event-market and our target audience, I created a responsive website that described our proposed application and asked users to sign up with their emails. Iterations were made to improve conversion rates using Google Analytics to monitor a user's experience on the site.



02 UI designs

Fall 2017

During my co-op with RBC, I have been heavily involved with designing screens for one of their proof of concepts. Working closely with a team of six, I designed the user flow while taking into consideration macro and micro-interactions.



Your bi-weekly fixed rate loan payment is **\$296^{est}**

Use this calculator to make changes to your line of loan payments. The interest rate will be updated automatically to reflect the posted rate.


Loan Amount:

Loan Payment Period:

Payment Frequency:

Interest Rate:







Like what you see?



Personal Finance info | Bank logo | RBC Logo

Select Your Bank

Connect to your account using the search bar or bank's buttons below.

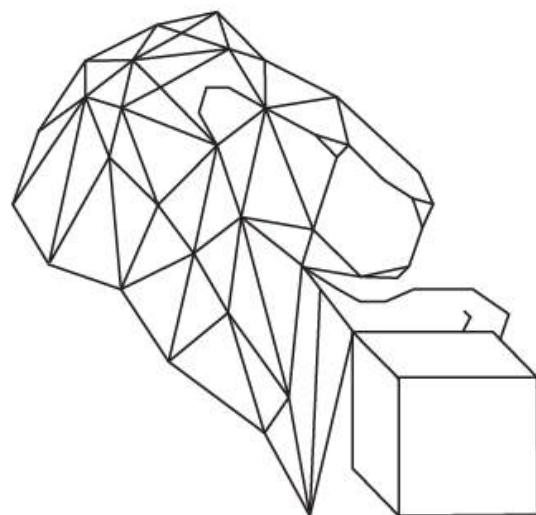
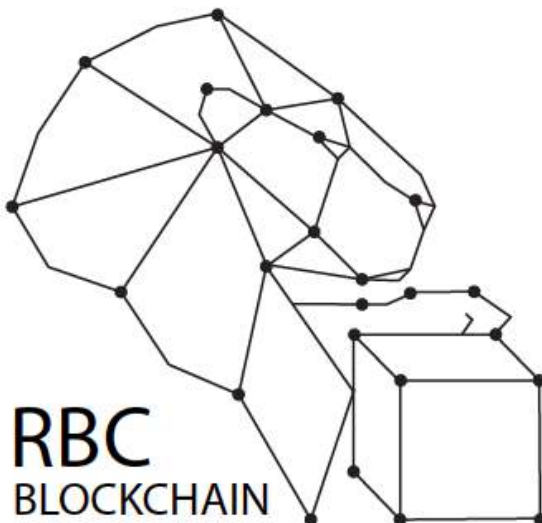
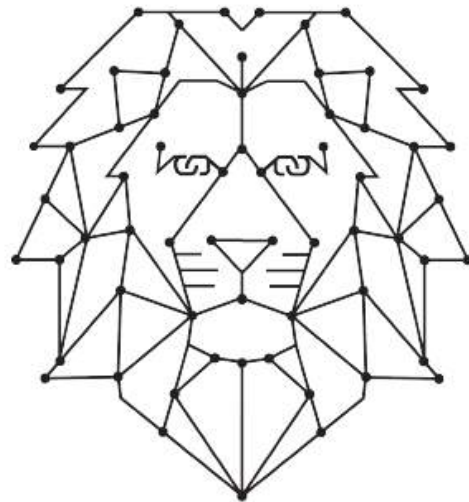
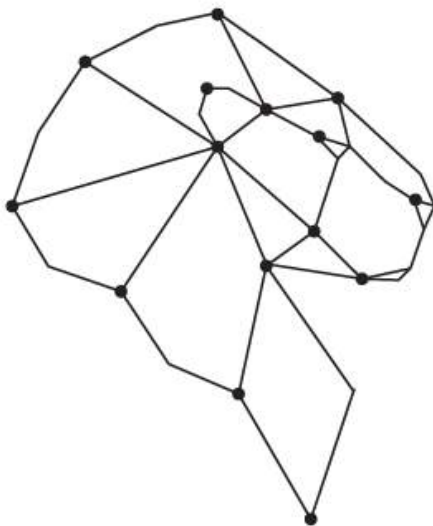
03

LOGO

designs

Winter 2018 – Summer 2018

Regardless of the class or project, I am usually the first person to offer up a logo design in my team. I enjoy being able to use Photoshop, InDesign, and Illustrator to help brand my team's designs.





Fall 2017

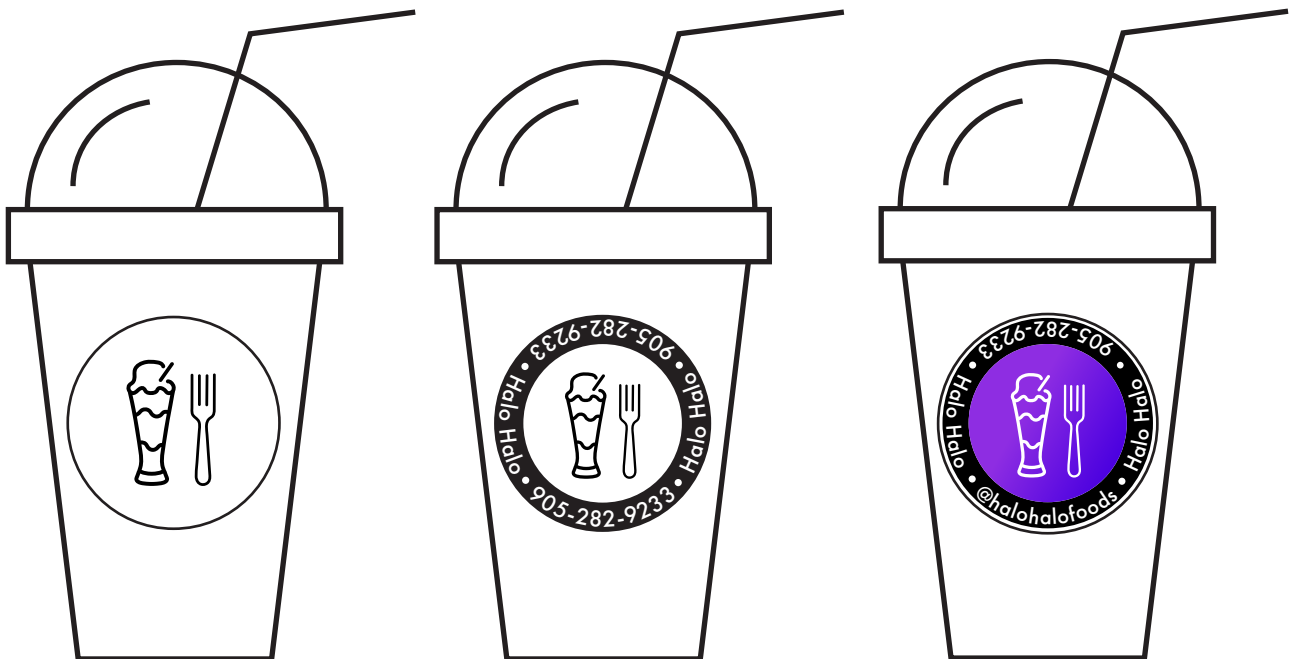
My journey into logo design has continued while on co-op with RBC. I have been responsible for creating logos for each team within the Innovation Lab. Below are multiple designs proposed to the team I was hired under, ID3.



04 Print designs

Winter 2018 – Summer 2018

In January 2018, I started my own design consulting company and took on Halo Halo Foods as my first client. The logo I designed has been incorporated into stickers, swag, and signage. Since then, they have expanded into Halo Halo Media. It has been exciting helping this company grow their brand presence across multiple platforms such as social media and their restaurant.



Halo Halo

@halohalofoods

Winter 2017

Separated by nearly 6,000 km, my closest friend and I maintained a strong friendship while she studied abroad in France. The distance often caused me to reminisce about our time together, so I created a poster to represent our journey.

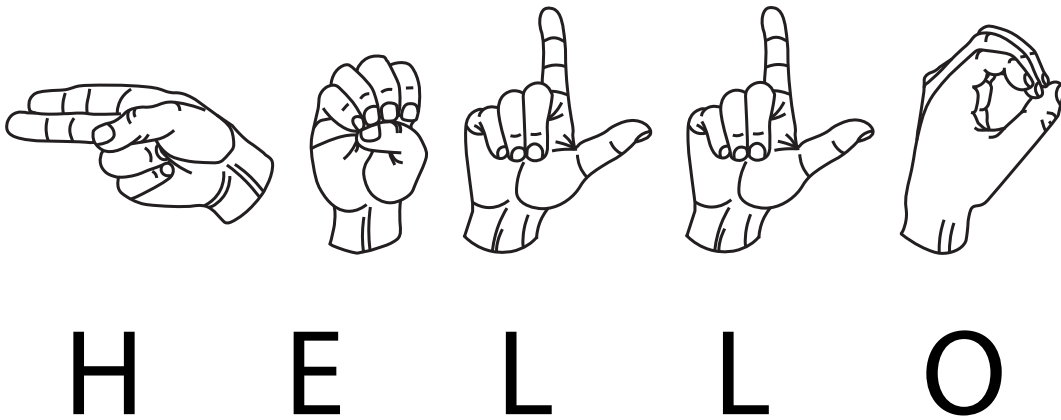


05

T-SHIRT designs

Winter 2017

Having grown up in a hard of hearing family, I was motivated to learn sign language. Inspired by ASL's beautiful storytelling, I created a T-shirt design using Illustrator. It fingerspells hello, a greeting understood regardless of the language.



Winter 2017

Family friends of mine currently have a young child battling leukemia. To support their fight, I created a T-shirt design in Illustrator that reads, "I can fight cancer." The color gold was used to draw connections to the childhood cancer ribbon.



06 URBAN design

Spring 2017

This past summer, I worked in a team of 5 to complete PLAN 313's community design project. Using SketchUp, Atlantis, and Illustrator, I helped produce a site plan and rendering that depicts proposed redevelopment in Elora, ON.



Fall 2016

Through a collaborative effort, my peers and I proposed an innovative and sustainable incubator building in PLAN 309. The site was Waterloo's very own campus. Using SketchUp and Artlantis, I effectively led my team to create these renderings.





THANK YOU!

ANNE CLUBB

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Design Portfolio