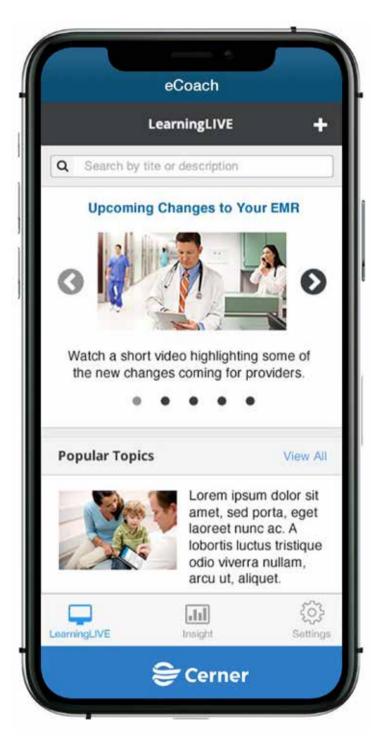


Cerner eCoach iOS Application









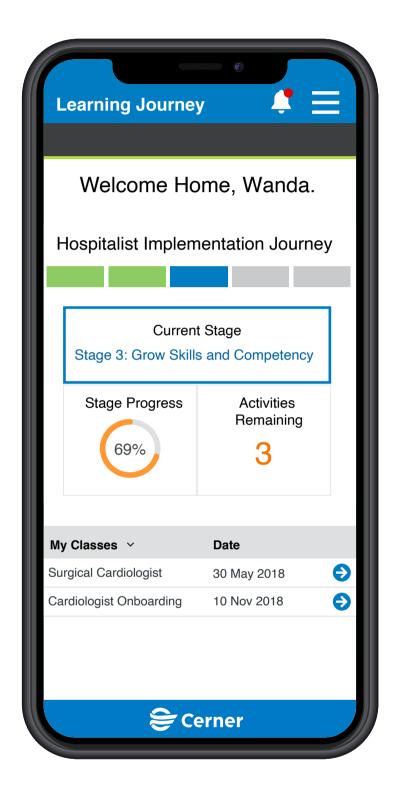
Description

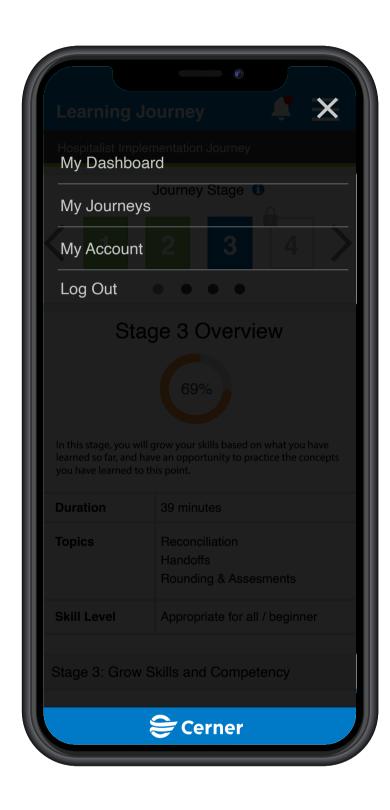
The key objective of eCoach was to provide targeted learning based on performance "timers" that were implemented in the electronic medical record. The mobile app was intended to be used in concert with the desktop EMR medical record for the user to identify areas of opportunity (compared to other users and general benchmark times) and be provided with video content that would demonstrate techniques and strategies to increase proficency in key tasks.

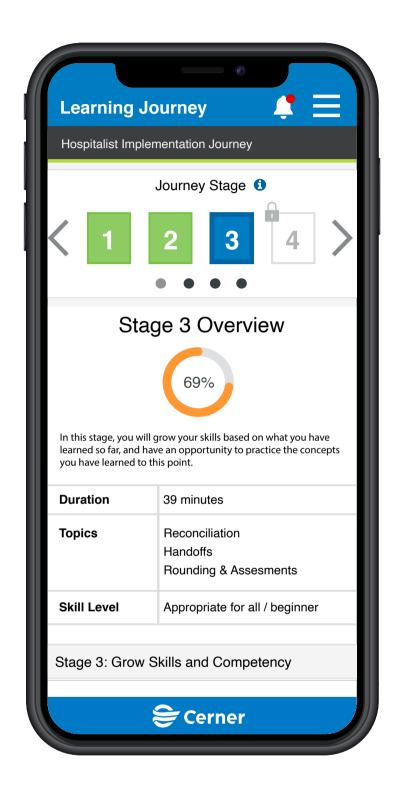
There were two key components to the app. Insights delivered real-time performance data, and Learning LIVE would link up video learning based on the performance data.



Cerner Learning Journey Mobile Web Application





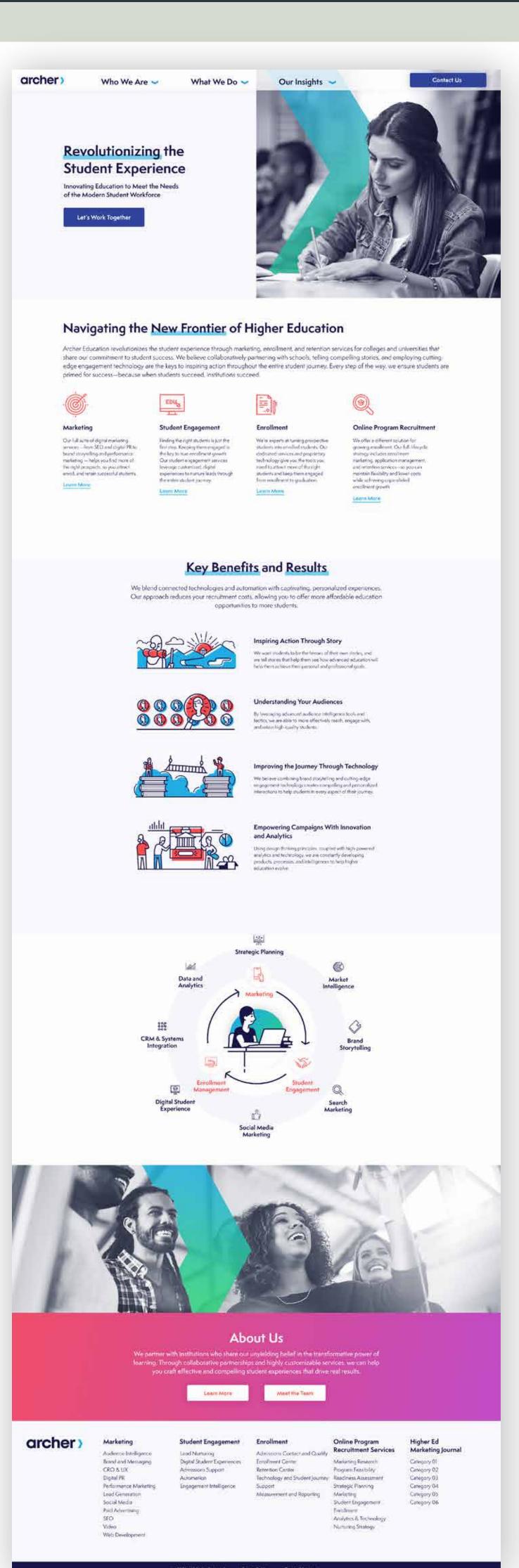


Description

Learning Journey is a platform that utilizes sound organizational change management principles and proven learning techniques to instill confidence in the new EMR processes. The objective is to bolster the adoption of the new digital record process across a healthcare organization's medical providers.

Additional affordances and features were added to the mobile experience as it was discovered that most of our users preferred to do their learning on a mobile device. With this information, the team approached this web application with a mobile-first strategy, and then expanded to a desktop browser application.

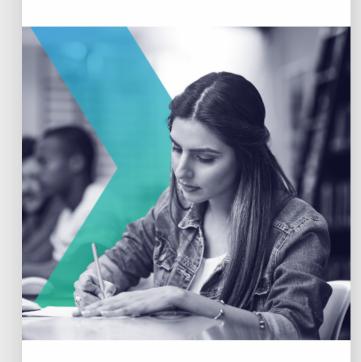




archer)

Revolutionizing the Student Experience

Innovating Education to Meet the Needs of the Modern Student Workforce



Navigating the New Frontier of Higher Education

Archer Education revolutionizes the student experience through marketing, enrollment, and retention services for colleges and universities that share our commitment to student success. We believe collaboratively partnering with schools, telling compelling stories, and employing cutting-edge engagement technology are the keys to inspiring action throughout the entire student journey. Every step of the way, we ensure students are primed for success—because when students succeed, institutions succeed.



Marketing

Our full suite of digital marketing services — from SEO and digital PR to brand storytelling and performance marketing — helps you find more of the right prospects, so you attract, enroll, and retain successful students.

Learn More



Student Engagement

Finding the right students is just the first step. Keeping them engaged is the key to true enrollment growth. Our student engagement services leverage customized, digital experiences to nurture leads through the entire student journey.

Learn More



Enrollment

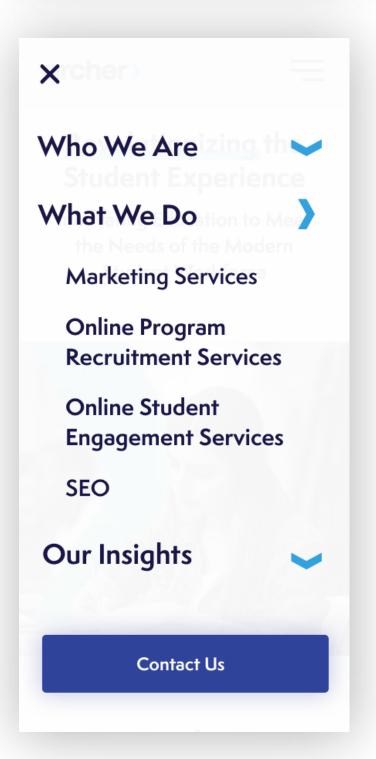
We're experts at turning prospective students into enrolled students. Our dedicated services and proprietary technology give you the tools you need to attract more of the right students and keep them engaged from enrollment to graduation.

Learn More





We've grown! Archer and Circa have combined their services as one organization. Learn more



Description

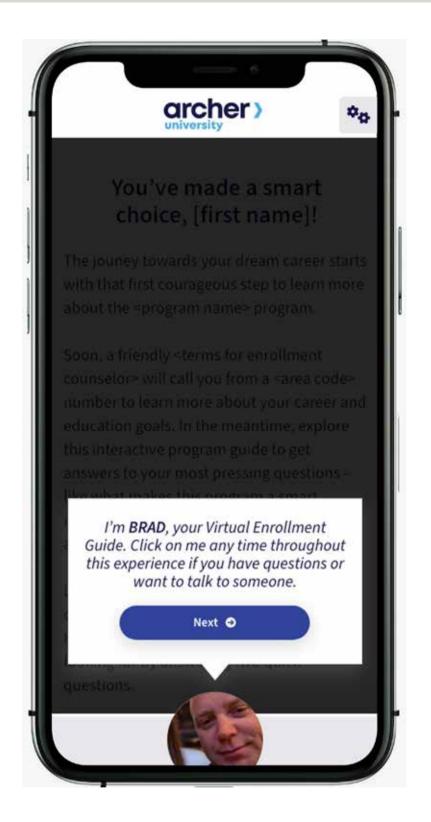
The Archer Education rebrand project was initiated after the acquisition of Circa Interactive. The key part of this was to reimagine the Archer Education website to include the new specialties we could now offer, as well as enrich our visual impression on the internet.

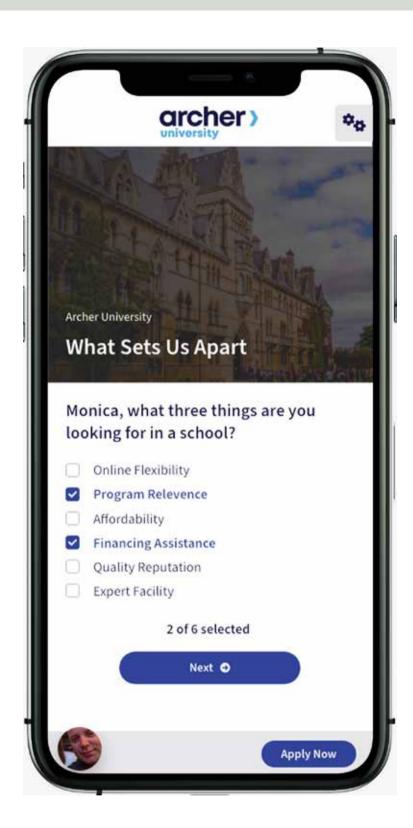
My role was to direct the information structure and visual design of the site, to merge the two established brands that would be a sythesis of both entities.

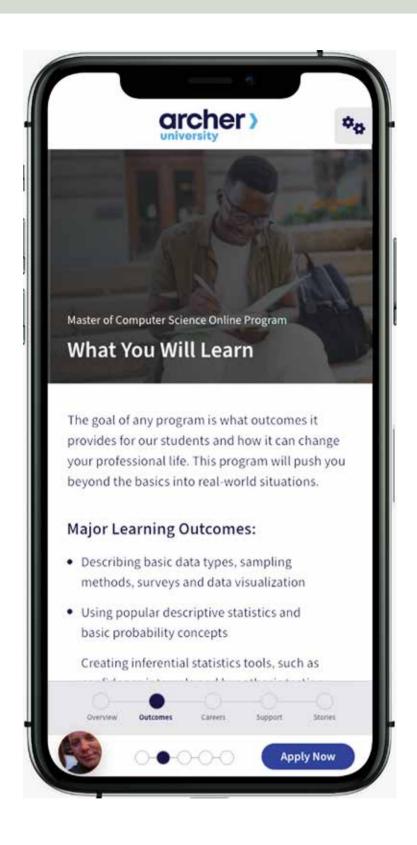
The resulting site is a responsive performant site that ranks high on SEO for targeted key terms.



Archer Education Captivate Web Application







Description

The Captivate experience is a post-form submission, web component-based experience that is optimized to run on mobile devices. The user is provided with a guided experience to gain deeper information on an online college program while providing user data to our collegiate partner. With 97% of visitors arriving on a mobile platform, the web components are tailored to utilize mobile platform features, accessibility settings as an example, to provide an intuitive and engaging experience.