Christopher Carter

Design Consultant Portfolio

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About Me

My name is Chris Carter, I create under the moniker Clergy Creative.

I 'm a interface designer / front end developer, but I work on all types of projects that affect the users perception before, during, and after contact with an application. This short document should be helpful for explaining how I work and think.

I have 7 years of interactive design experience, and since focusing on my consultancy, have worked with some of New York's biggest brands to solve bottom line affecting problems.

Offerings

Information Architecture -
Organizing the content of a web experience in a manor in which is feasible and enjoyable for consumption.

Typical deliverables include flowchart, site map, and wireframes.

User Interface Design -
The strategic placing of elements necessary for function of a web application or web based task.

Typical deliverables include detailed layout, PSD and PNG's, communication time with developers.

Analtyics and Analysis -
Seeing how the current design is affecting the users ability to fulfill key tasks.
This is often my most recommended solution for a good overall response, but a certain task isn't being completed.

Typical deliverables include Google Analtyics in combination with software that offers heat maps, and weekly updates on what the data means, and how it can be used to improve the user experience.

Offerings *Con't*

Interactive Infographics -

A raising medium, the interactive presentation of intriguing information, typically to be aligned with a marketing campaign of a larger company.

Typical deliverables include flowchart, site map, and wireframes, html, css,

javascript.

Aesthetic and Function Review -

Time spent looking at the existing site, and recommend ways to improve usability and the overall "feeling" of the website in relation to the brand.

Typical deliverables include a detailed document of functionality snafus, some form of analytics to begin building "design data", consultation with in-house designer

Creative Direction -

A wholistic approach to leading the creative in a given project. This includes distilling brand voice, managing timeline and freelancers, and being responsible for testing.

Deleiverables vary from project to project, but usually end with smiles, so we can say that I deliver smiles.

A / B Testing -

Designing and developing various scenarios in which we test different methods in real time to perform a business goal.

Who I Work For

I work for startups in their infancy, typically before they have a dedicated designer. I've been brought in the initial investment pitch stage to build immersive and visual pitch experience to compliment the perfect pitch

I work for digital agencies with work overages, consulting in both design and front end development.

I work for indivuals with a need for trusted, high quality creative services.

My main goal is to build value for companies using design and perception.

Manhattan Mini Storage

The Problem - There is a major bottleneck in the internet sales mechanism. Users are having a hard time seeing the value in purchasing large amount of space at a discount. The goal of the redesign is to cure processes in which the on boarding process departs from business objectives and to refresh the brand perception to appeal to those starting a family or a life. Also the brand image has began to stale, the web interface needed to match the brand perception.
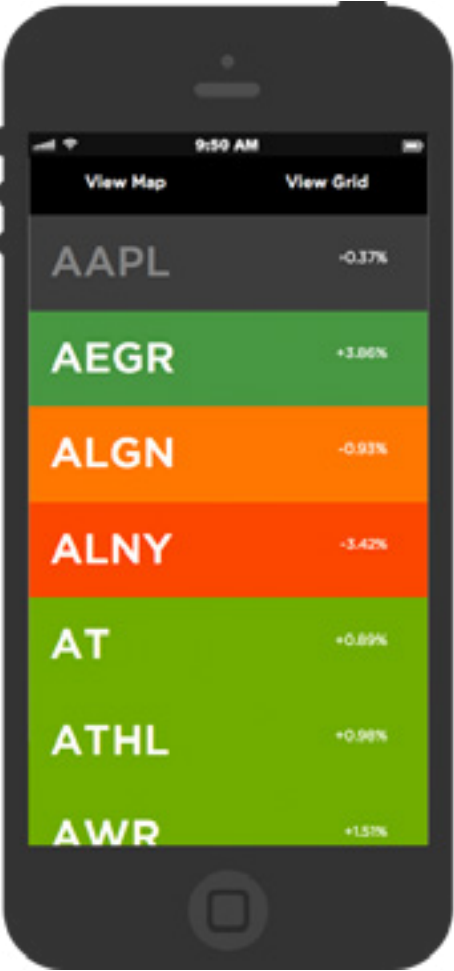
The Solution - I made the user experience center around the value created around purchasing more space. This is achieved via realistic 3d renderings of the space to help the user visualize their stuff in the space and making the approach of buying space hinge on space, instead of price. This allows the user to see the value clearly.

Stockit

The problem - I needed a money map that is displays real-time market data in an unobtrusive, and easy to read interface.

Solution - I used yahoo's free intraday data api to create a web interface that displays my portfolio in real time in a clean, focused interface.

This is the End, my only friend, the end.