



AMERICAN MADE

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POWERED BY COFFEE

Portfolio

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Personal Branding



CASE STUDY

Panera Bread

Brief

Create a rendering to socialize a new strategy for panerabread.com.

Audience

Panera's leadership team, additional internal stakeholders and external partners.

Strategy

Build a functional site prototype to highlight key site strategy pillars and obtain alignment and approval.

Intended Outcomes

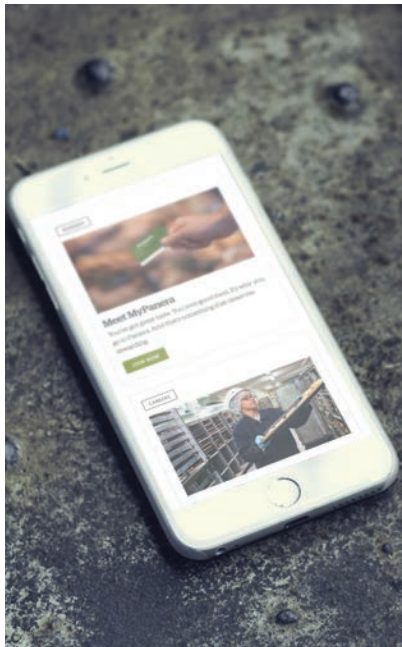
Alignment on and approval of site strategies, tactics and concepts in order to obtain funding for site rebuild project.

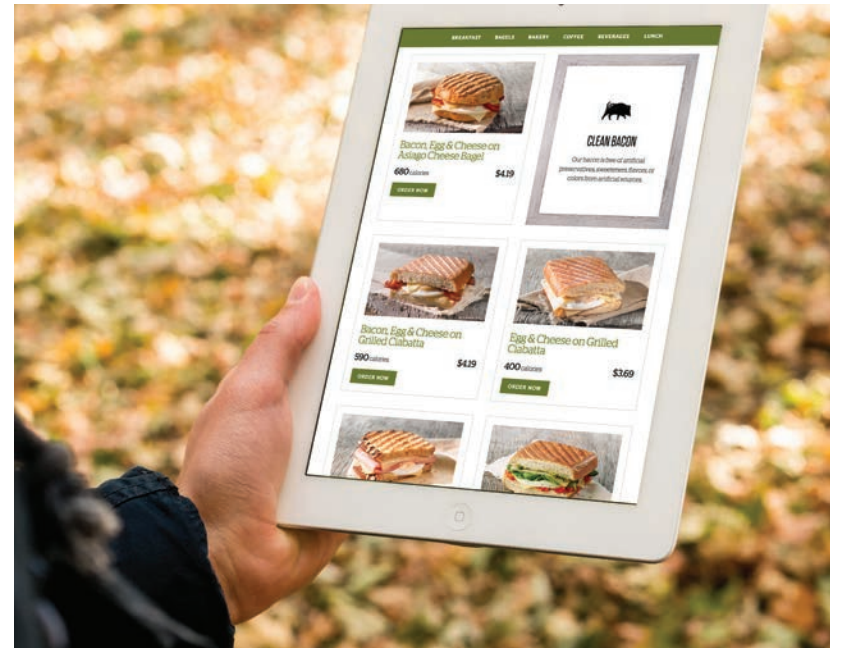
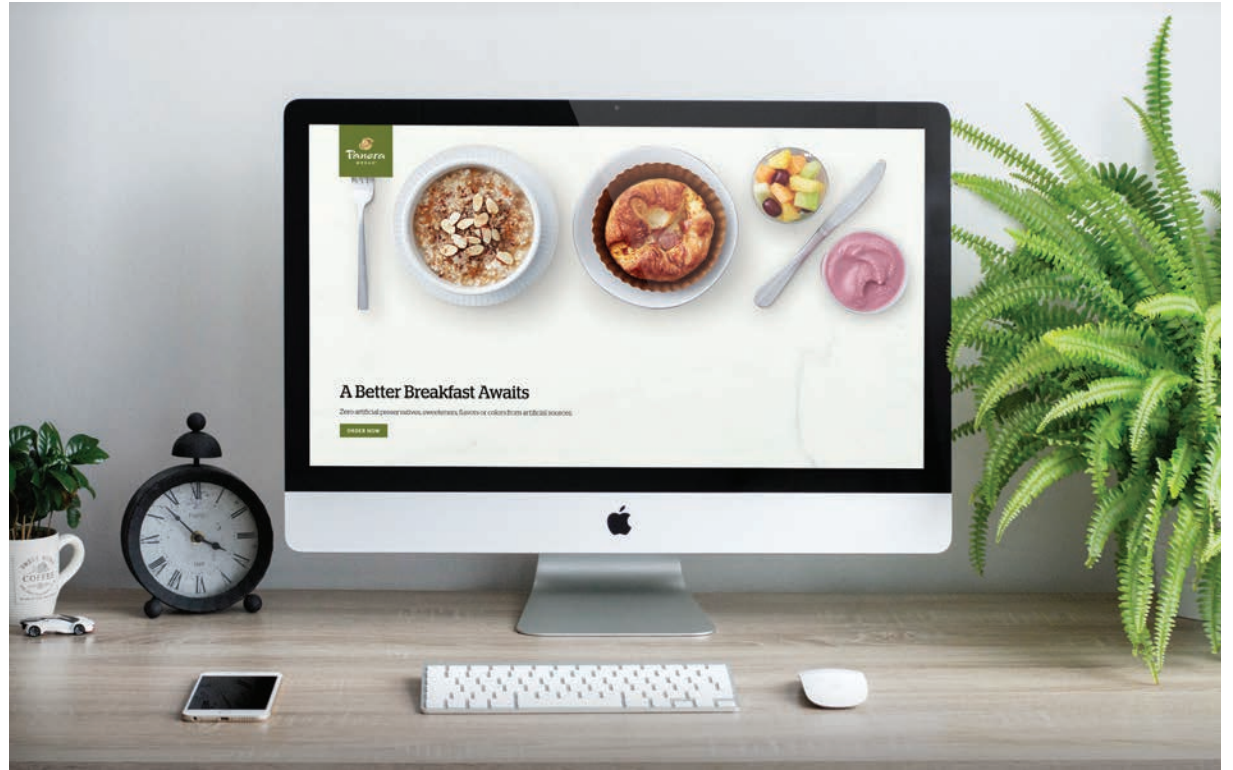
Design Process

For the rendering, I wanted to be able to go beyond flat files and put an actual website into people's hands. It wasn't enough that people would see the strategy on a screen, they had to feel it with their own hands (and devices). After creating a few wireframes in Sketch, I quickly moved to coding.

I enabled greater fidelity in the prototype by using a modular design: I started by building components that could be reused throughout the site and by using a singular image size ratio. Then, as the site came together it was easy and efficient to go back and fine-tune each component.

Informed by site analytics, we understood that the two most important user objectives on the site were menu exploration and rewards. The design was intended to facilitate these objectives by eliminating unnecessary screens and simplifying the user experience. For example, the home page would serve as the user's dashboard, and branded content would be integrated directly into the menu browsing experience.





CASE STUDY

East Wind

Brief

Design a logo for a private, exclusive property on the island of Antigua that evokes an Asian influence and features the color purple.

Audience

There were two primary audiences for the project: guests hosted by the owners and guests who've leased time at the property.

Strategy

Create a logo that embodies an upscale but laid-back and casual island feel and could be utilized for every situation without modification or adjustment.

Intended Outcomes

An easily recognizable and distinct logo that would suit the client's (and the property's) every need.

Design Process

The original brief dictated that the logo was to be modern, but simple, and that there would be no iconography. The personality of the property had to be conveyed through the typography.

I tried several different fonts and treatments before deciding to use Diner in a stacked, vertical arrangement. When the brief changed to include an icon, I made some subtle changes to the typography using softer, round letter shapes.

For the icon, we agreed that a palm tree was an obvious, but appropriate, choice. I added the setting sun behind the tree as a subtle cue to both the Asian influence and the casual tranquility of the property. The iconography was offset from the word mark through the use of a simple horizontal rule.

The merchandising plan had to include navigational cues for the property, but I also believed there was an opportunity to create some simple but unique take-home items for guests befitting a premium vacation experience.



PERSONAL PROJECT CASE STUDY

Shit Don Draper Said

Brief

Create a website for a simple Don Draper random quote generator.

Audience

Fans of **AMC's Mad Men** and people in the creative and advertising industry.

Strategy

Curate the best quotes from Don Draper and present them in a manner and style similar to the show.

Purpose

I'm always looking for new projects in order to learn new techniques and keep my skills sharp.

I wanted to learn some PHP and scripting techniques in order to create a clean, responsive site that would randomly display a snappy or profound Don Draper quote. And, because he had his own share of memorable lines, I decided to also create a Shit Roger Sterling Said site too.



PERSONAL PROJECT CASE STUDY

My Phishtory

Brief

Create a visual rendering of the shows, songs and statistics of one Phish fan's brief history of loving the band.

Audience

Phish fans.

Strategy

Design a data-driven experience that uses statistics from phish.net to highlight the shows, venues, cities, and songs for all of the Phish shows I attended, and connect each show to audio at phishtracks.com.

Process

The first step was to create a list of all of the Phish shows I went to from 1994 to 2001. I created an inventory of each show's details: the date, the venue and the set lists.

I divided the site into three sections: the shows, the songs and the travel. I created a visual grid for each show featuring an image from either the show or the venue, as well as dates and cities and links to phish.net and phishtracks.com.

For the show section, it was important to portray the volume (a total of 919 songs played throughout the shows) and song statistics: songs heard the most and, of course, the longest jams.

I coded a customized Google Map using gmaps.js for the travel part of the site to illustrate all of the miles traveled across the United States for the forty-four shows in twenty cities.

As always, the site was designed mobile-first, and wound up being a fun resource I was able to use for reference.

