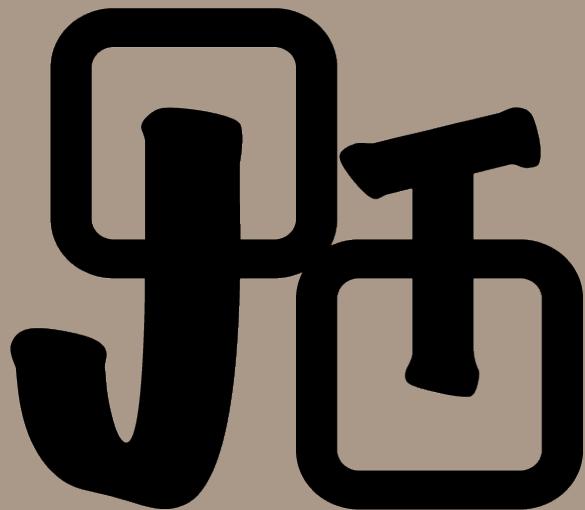


Portfolio



JINTAO DUAN

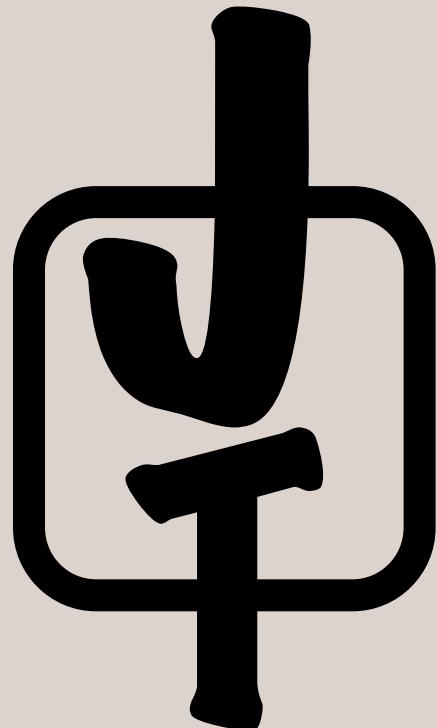
MMED1058 Motion
Design 2

Interactive Media

Prof. John Bennett

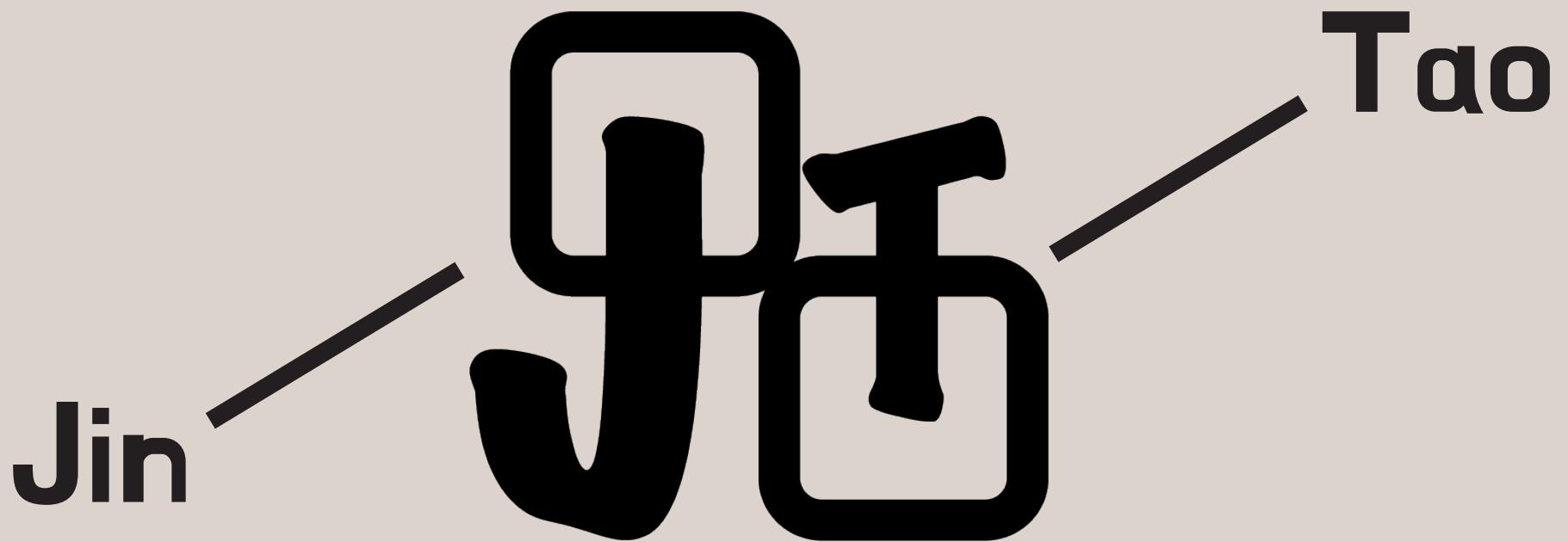
October 16th V1.0

CONTENT



- 1. LOGO**
- 2. TYPOGRAPHY**
- 3. COLOR SCHEMES**
- 4. MOOD BOARD**
- 5. EXAMPLES**
- 6. PORTFOLIO**
- 7. EXMAPLE OF STUDY CASE**

LOGO



J T

Marker Felt Wide

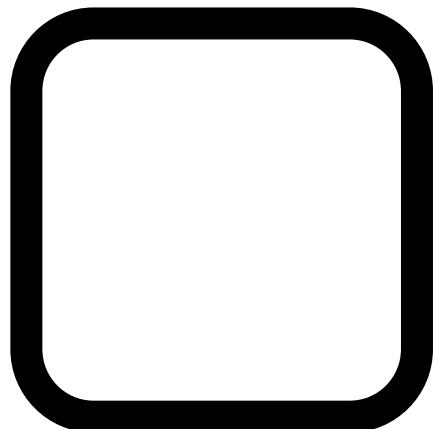
Lorem Ipsum is simply dummy text of the printing and typesetting industry. **L**orem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

A a

A B C D E F G H I J K L M N O P Q R
S T U V X W H Y Z

a b c d e f g h i j k l m n o p q r s t u
v w x y z

1 2 3 4 5 6 7 8 9 0



The rectangle is an group, a team which means collaboration. Working together is very important when I am a team member.

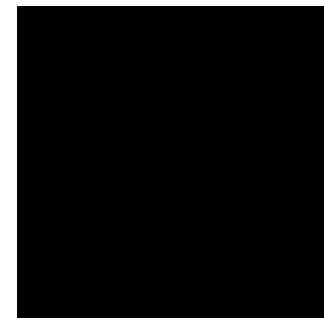
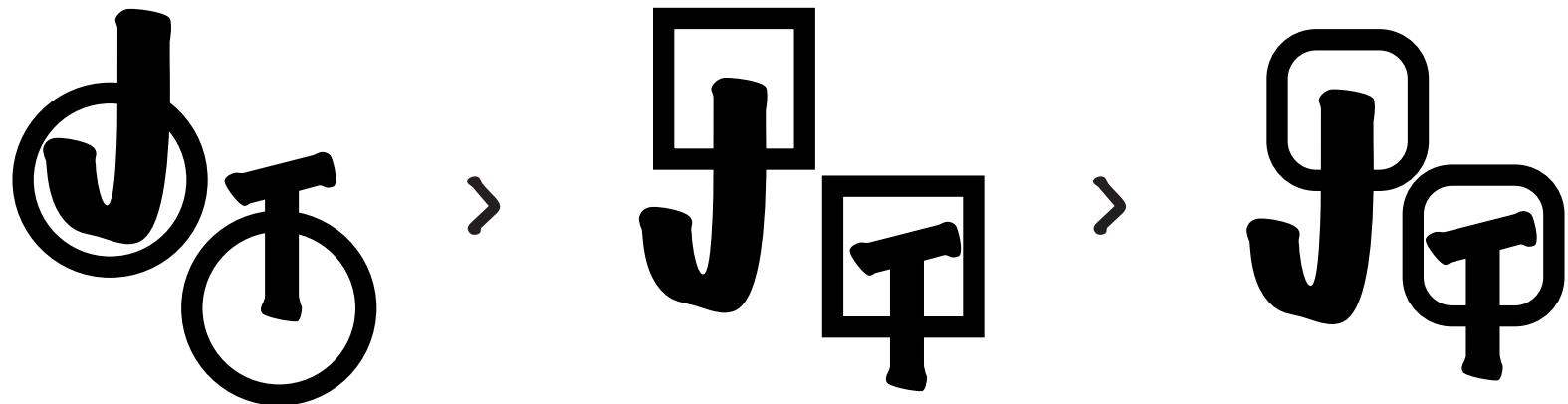


Japanese
Traditional
Fonts

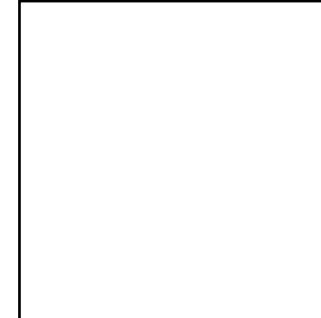
Japanese
comic book

WN キツネは、
JU うまない、
T に飛びかかる
R いさむ

Preliminary logo design

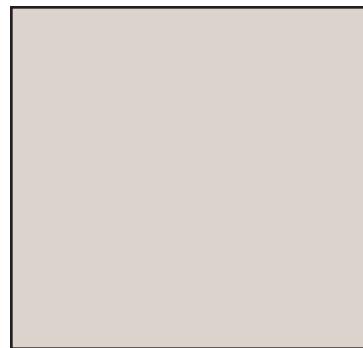


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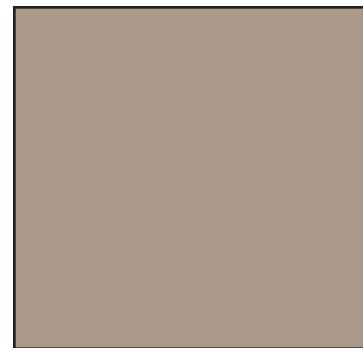


#FFFFFF

COLOR SCHEMES



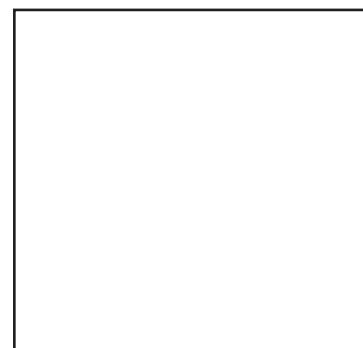
#DBD4CD



#AA9987

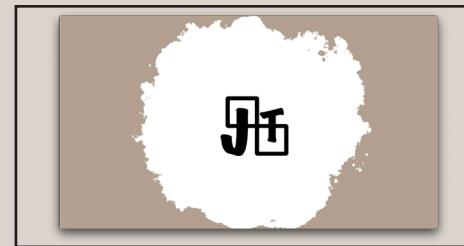
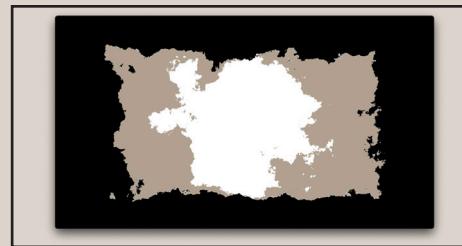
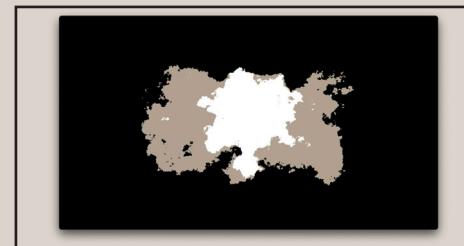
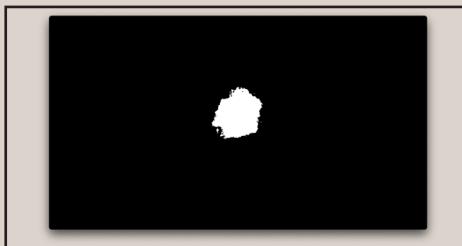


#000000



#FFFFFF

Logo Animation



MOOD BOARD



Morden Newsspapper



Old Newsspapper



Magazine

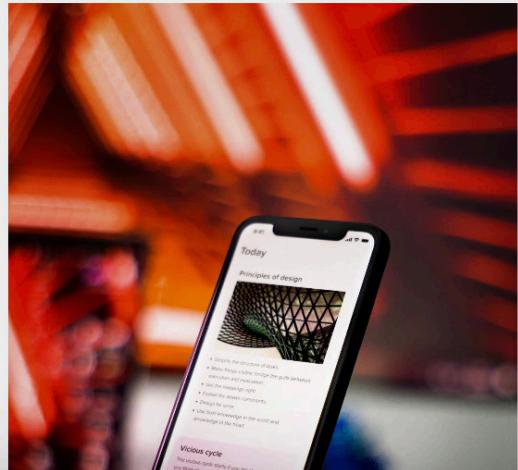
Existing portfolio websites

01. <https://vivacious-wealth-690921.framer.app/#bio>

02. <https://www.awwwards.com/inspiration/niccolo-miranda-paper-portfolio>

03. <https://jopecuro.com/#Experience>

MICAH JOHNSON



FROM POST-IT NOTE TO APP STORE

Micah Johnson is a seasoned Product Designer with over a decade of experience in helping startups transform their digital ideas from concept to reality. Micah has worked with some of the world's largest companies, crafting their digital products with an unyielding focus on user-centered design and innovation.

[WANT TO KNOW MORE?](#)

SELECTED WORK



LUMINA VISION IS HERE PRODUCT DESIGN, UI/UX, BRANDING

Arming LuminaTech for one of it's biggest product launches ever, introducing true innovation in the consumer technology space and kicking off a new era for the company.

[VIEW MORE →](#)



SONIC EXPLORATION REDEFINED: SR-2

CREATIVE DIRECTION, UI/UX

The all new FS-1 Space builds on the success of the previous FS-1. Working alongside the Adolescent Audio team to revamp the small

MY PROCESS

01 ANALYZE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec et pharetra orci, id
imperdiet purus.

02 RESEARCH

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec et pharetra orci, id
imperdiet purus.

03 DEVELOP

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec et pharetra orci, id
imperdiet purus.

04 ITERATE

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Donec et pharetra orci, id
imperdiet purus.



[LINKEDIN](#)

[BEHANCE](#)

[DRIBBBLE](#)

[INSTAGRAM](#)

LET'S WORK TOGETHER

GET IN TOUCH

MICAHJ@GMAIL.COM

Amsterdam, NL

The Paper Portfolio

==



OM SWAMI NEW

Om Swami is a spiritual leader, bestselling author and serial entrepreneur who resides in the Himalayan foothills.

ALL WORK!

A Featured selection
the latest work –
of the last years.

TIP! Drag sideways to navigate



PRADA®

Prada Employees online store is an eCommerce outlet gathering previous Prada's collection seasons on a minimalist-based design.

MIDANDA

 BACK ALL



SAL PARASUCO

Client: Gens Sauvages

ECOMMERCE FASHION

© 2021







CREATING LASTING VALUE

DEDICATED TO PURPOSEFUL DESIGN REFLECTING CLIENT GOALS/VALUES

Throughout my career, I have worked on a wide range of projects, from creating compelling brand identities and marketing campaigns to designing intuitive user interfaces and digital products. Whether it's designing websites, apps, or other digital platforms.



My portfolio websites Fonts

01. BM Hanna Air

02. BM Hanna 11yrs Old

03. BM Yeonsung

JINTAO DUAN



ABOUT ME



My name is XXX. A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights past and present work, and showcases samples of some of your best work. It is a personal reflection of your life and achievements. The personal information that you incorporate into

MY WORK

FIND OUT NEW YORK



My career is XXX. A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights past and present work, and showcases samples of some of your best work. It is a personal reflection of your life and achievements. The personal information that you incorporate into

MAGNETIC AUDIO

INNOVATION
ADVANCE
OUTLINE



KAVORKA

A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights past and present work, and showcases samples of some of your best work. It is a personal reflection of your life and achievements. The personal information that you incorporate into

MY EXPERIENCE

2019-2022 SOFTWATER TESTER
2022-NOW FANSHAW COLLEGE
FUTURE FINDING JOBS

WHAT I CAN DO FOR YOU

- 01 Web Development
- 02 Web Design
- 03 Graphic Design
- 04 Software Testing

LET'S WORK TOGETHER

EMAIL ME
TAOTAORIGHT@GMAIL.COM





My Work

Web Development



Let's Connect

I'll do my best

Name

Email

Subject

Message

Submit



My Portfolio Design

ABOUT ME



My name is XXX. A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights past and present work, and showcases samples of some of your best work. It is a personal reflection of your life and achievements. The personal information that you incorporate into

MY WORK

FIND OUT NEW YORK



Motion Design



Logo Design



EXPLOR MUSIC WORLD

MAGNETIC AUDIO
INNOVATION
ADVANCE
OUTLINE



Kavorka

UNLOCK YOUR BEAUTY



MY EXPERIENCE

01 2019-2022 SOFTWARE TESTER
02 2022-NOW FANSHAW COLLEGE
03 FUTURE FINDING JOBS

WHAT I CAN DO FOR YOU

- 01 Web Development
- 02 Web Design
- 03 Graphic Design
- 04 Software Testing

LET'S WORK TOGETHER

EMAIL ME
TAOTAORIGHT@GMAIL.COM





DESKTOP

<<<<<<

MOBLE >>>>>

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HOME



CONTACT

JINTAO DUAN



Photography

MY WORKS

My name is XXX,A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights and showcases samples of some of your best work, along with life experiences, values and achievements. The personal information that you incorporate into



My name is XXX,A portfolio is a living and changing collection of records that reflect your accomplishments, skills, experiences, and attributes. It highlights and showcases samples of some of your best work, along with life experiences, values and achievements. The personal information that you incorporate into



LET'S WORK TOGETHER

EMAIL ME

TAOTAORIGHT@GMAIL.COM



EXAMPLE OF STUDY CASE

VORTEX CO. CASE STUDY

How Vortex Co. used **Network's Social Tracking Tool** to Make their B2B Conversions Skyrocket!

OVERVIEW

Content and engagement have been presented to B2B brands as another scenario where the phrase, "if you build it, they will come" was thought to apply. Basically, if you created something great, people will just discover it due to its greatness. But we know that's not true today, nor was it ever.

To achieve our goal of reaching a highly-specific target audience, we decided to combine **Network's Sponsored Updates** and **Audience Discovery Targeting** with our own proprietary social attribution tools.

This approach helped us reach the business-minded professionals we needed to, but also track sharing and conversions that went beyond any initial interactions with the original content.



"As a Certified Ad Partner, we've seen up close how Network ads attain outstanding results for client advertising strategies. So, when we decided to run our own campaign focused on generating high quality B2B leads, adding the power of Network's Sponsored Updates to our own real-time tracking technology was a step forward for us."

- Renatta Fitzgerald Vice President, Marketing @ Vortex Co.

Vortex Co. | A Case Study on Network's Social Tracking Tool

APPROACH

Testing Content was Essential

Leveraging Network's direct sponsored content feature to launch ads let us test 10 ad units to optimize the best posts before sending them live.

Well-Rounded Targeting

Network's premium professional targeting let us reach 5 unique groups focused on social marketing, along with similar groups that exponentially increased our reach.

Beyond Mobile

We made sure to optimize content for mobile, but also desktop.

Multifaceted Earned Tracking

Short-links in our ad copy to track multi-layered activity (beyond the first click), social sharing and conversions.

RESULTS



42%
under CPA
(cost-per-action)
Goal



21%
conversion
rate in 2020

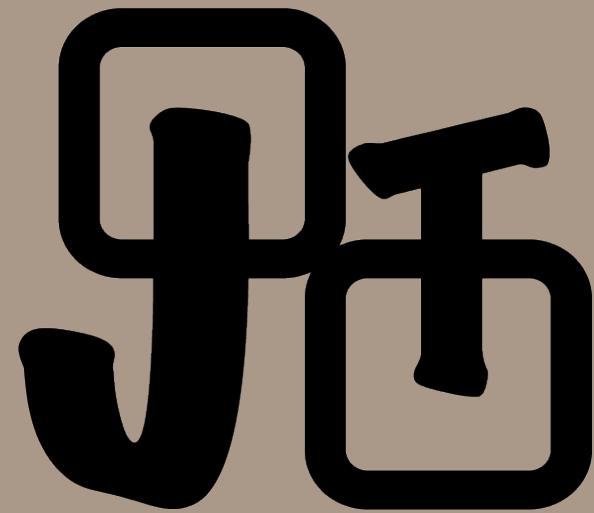


162
conversions
tracked across
all interactions

CONCLUSION

To transform quality content into quality leads, B2B brands need access to a premium, relevant audience to which content can be tested (and retested). Attribution is also crucial, giving marketers the ability to measure the 'virality' of their ads, and how it translates to the conversions they receive. Blue Cap has combined these elements to help countless Fortune 500 companies see marketing and business success.

Vortex Co. | A Case Study on Network's Social Tracking Tool



If you have any questions regarding the style manual or require artwork, please send email to taotaoright@gmail.com