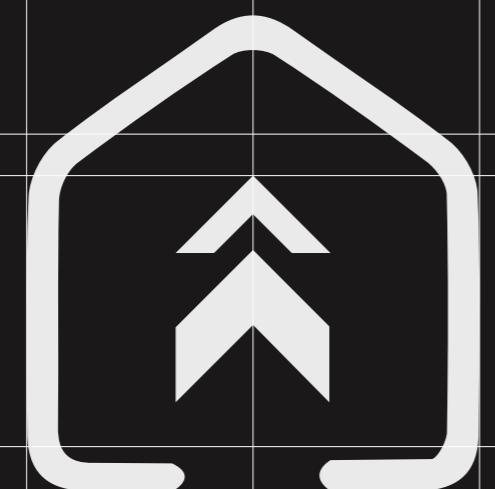


Geraldine Callegari

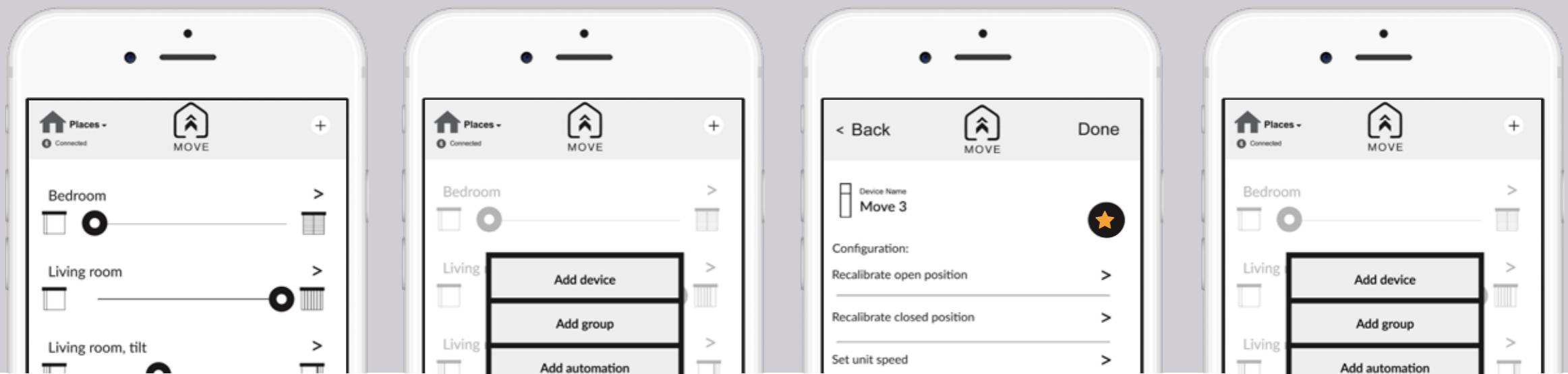
PORTFOLIO



MOVE



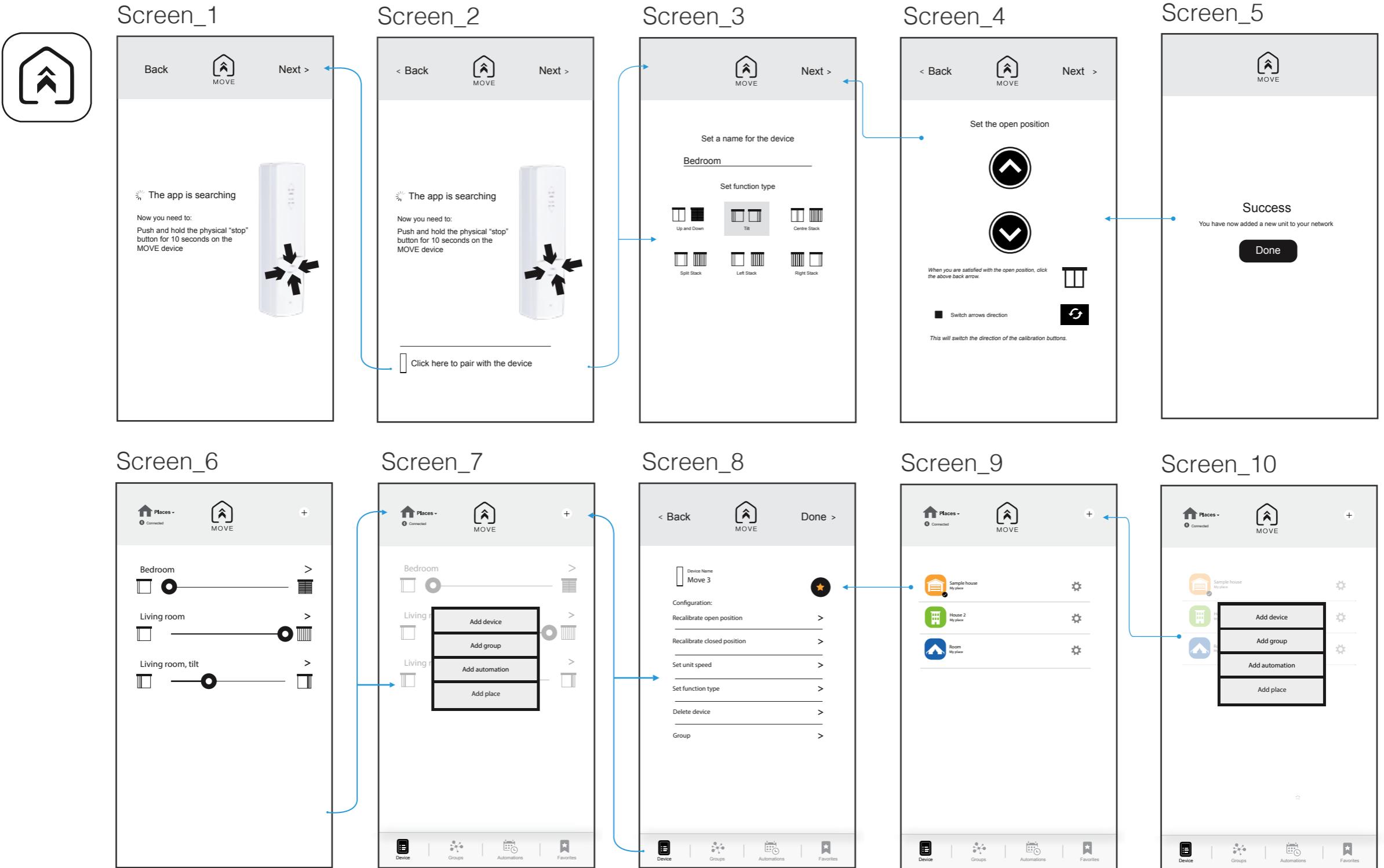
MOVE



MOVE is a mobile app that allows users to control all of their motorized blinds and shades from their phone.

Project Goals

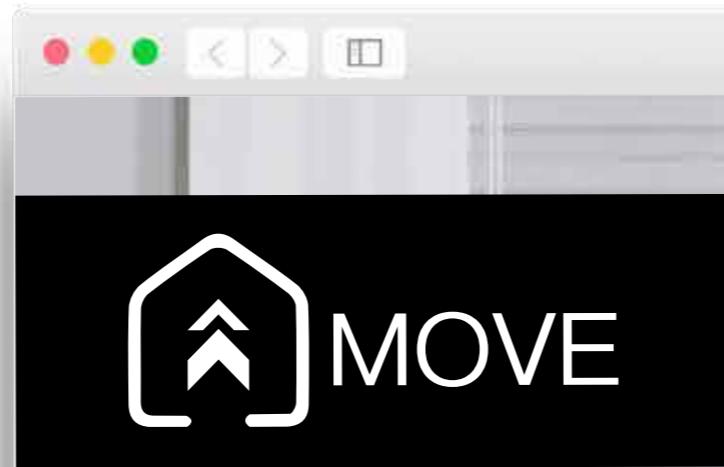
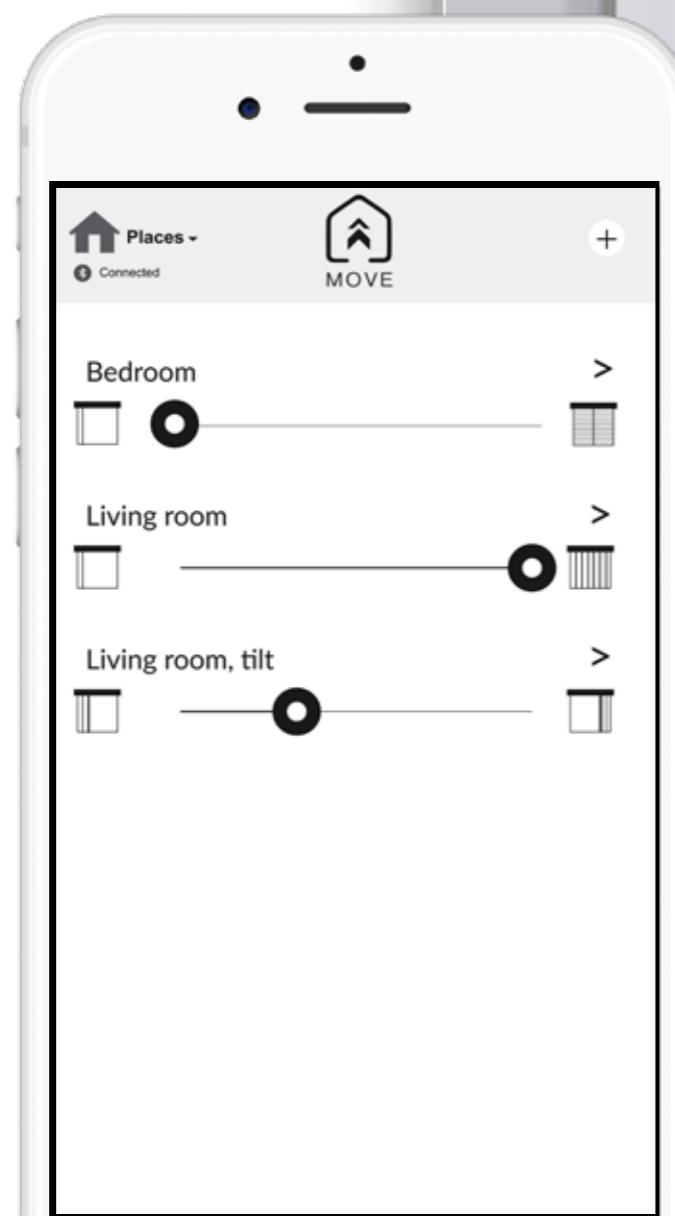
- Design a mobile application for Blinds to Go which helps users to automate their blinds and shades via a preset schedule
- Design a user experience and logo for MOVE



Why MOVE?

- Control your blinds and shades from your smartphone.
- Set automations and favorite positions.
- Easy to Install and simple to use.

[LEARN MORE](#)



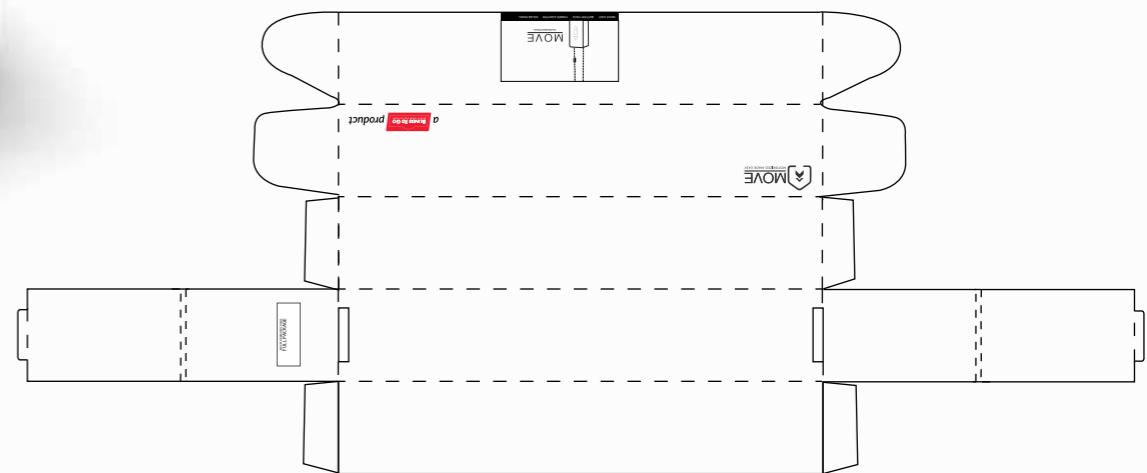
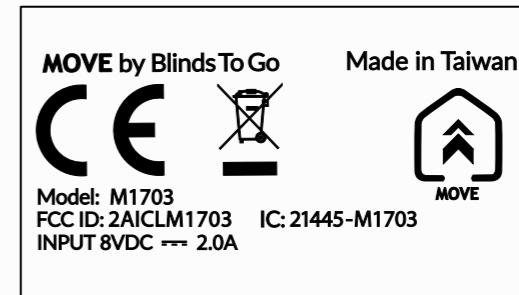
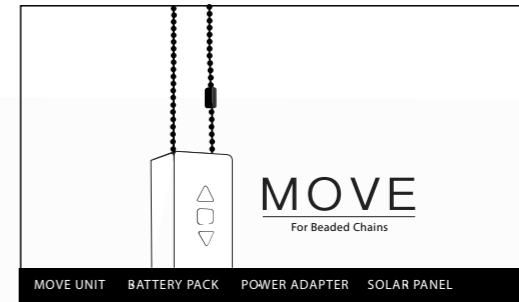
[www.move.com](#)

GAME CHANGER!

Motorize Your Existing
Blinds and Shades



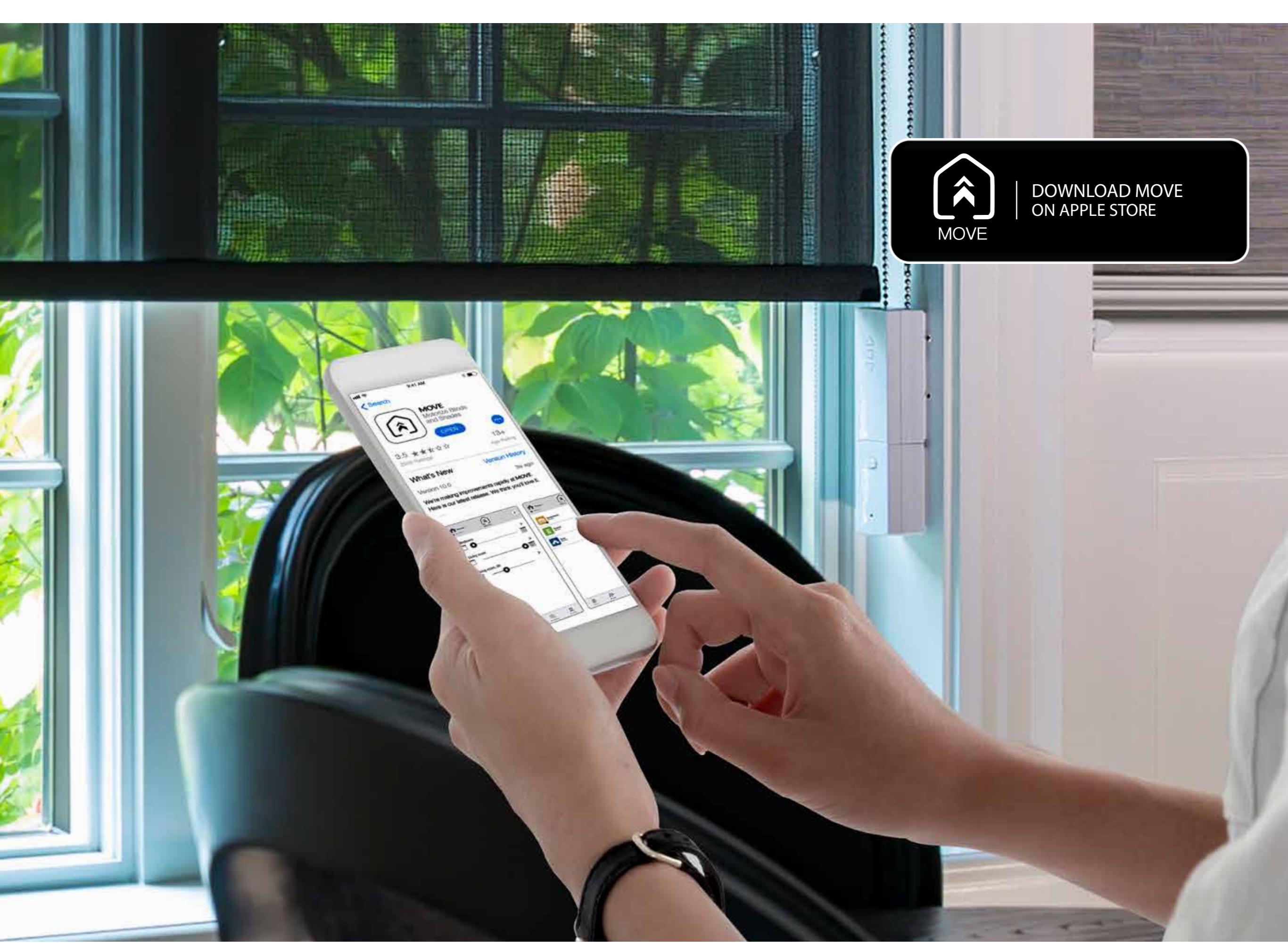
PACKAGING DESIGN





MOVE

DOWNLOAD MOVE
ON APPLE STORE





Life Just Got Easier!



MOTORIZE
YOUR EXISTING
BLINDS & SHADES FOR

ONLY
\$109

Enhance your current blinds & shades with our *game-changing* motorized option. MOVE allows you to control your blinds & shades from your smartphone.



CONTROL
FROM SMARTPHONE



USER-FRIENDLY
EASY TO INSTALL & USE



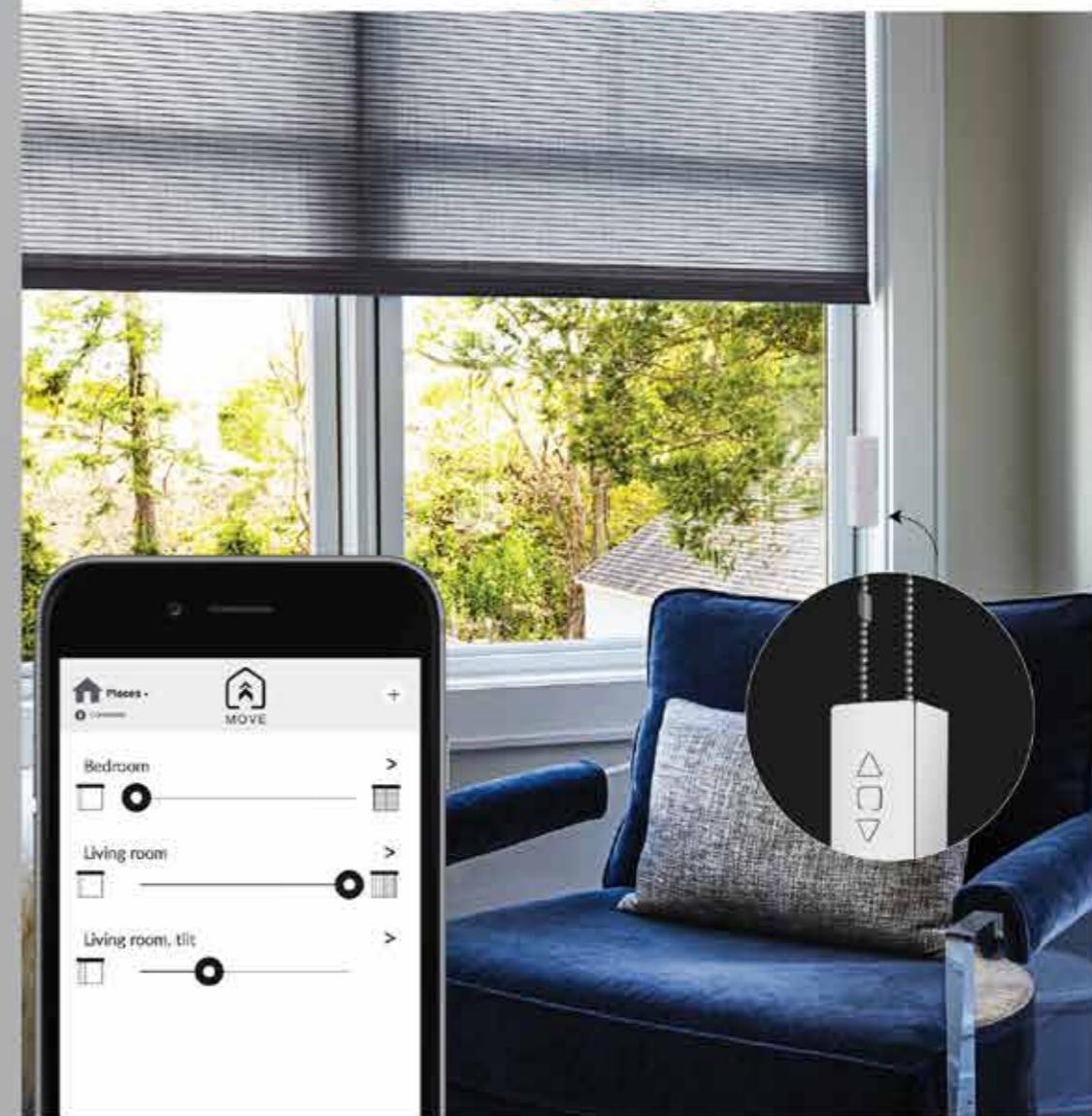
VERSATILE
WORKS ON EXISTING
BLINDS & SHADES



IT'S A GAME CHANGER!

MOTORIZE YOUR EXISTING BLINDS AND SHADES FOR

ONLY \$89







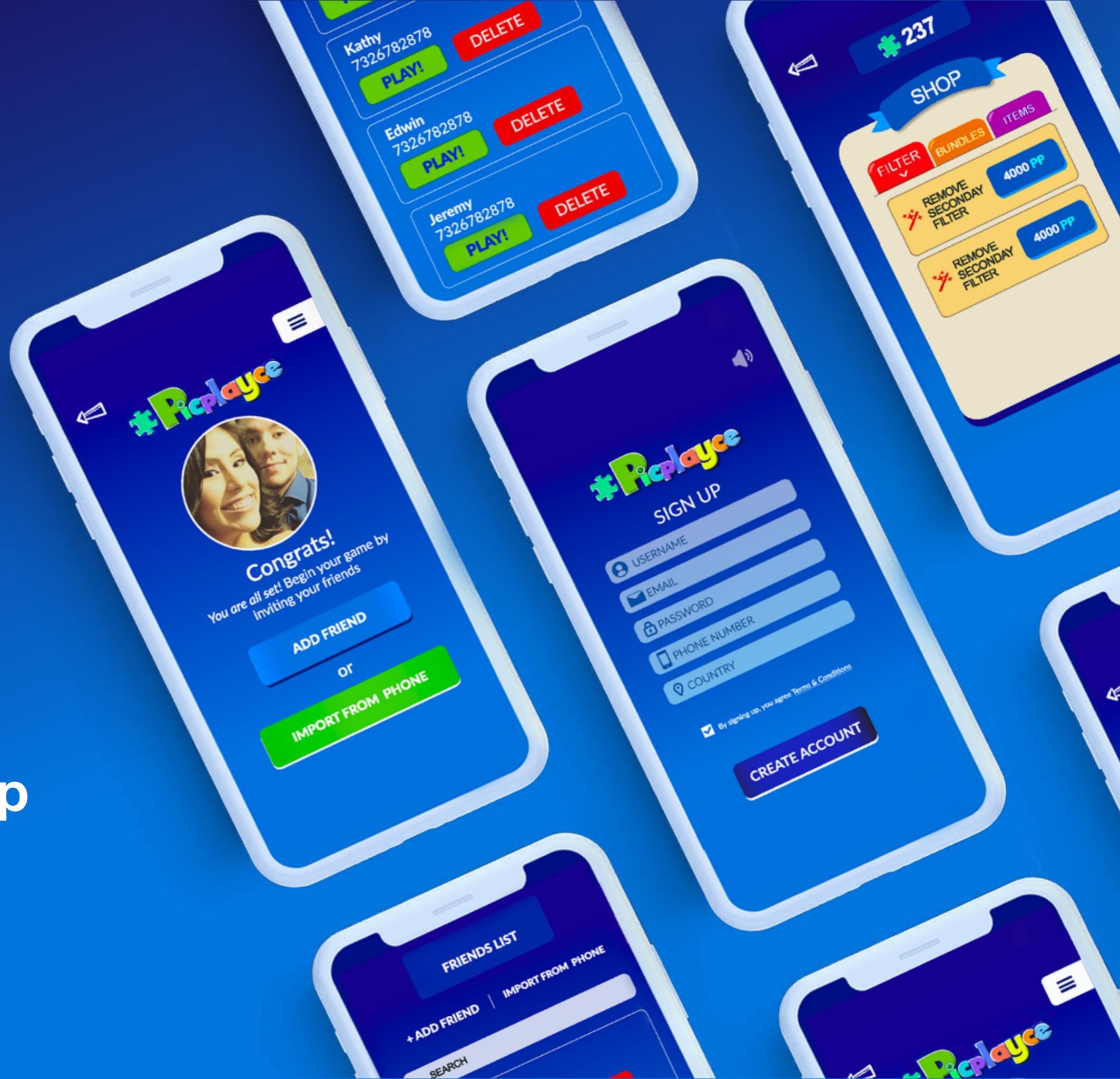
PicPlayce

The Place to Play with Pictures



Game App

UX / UI design





HOME

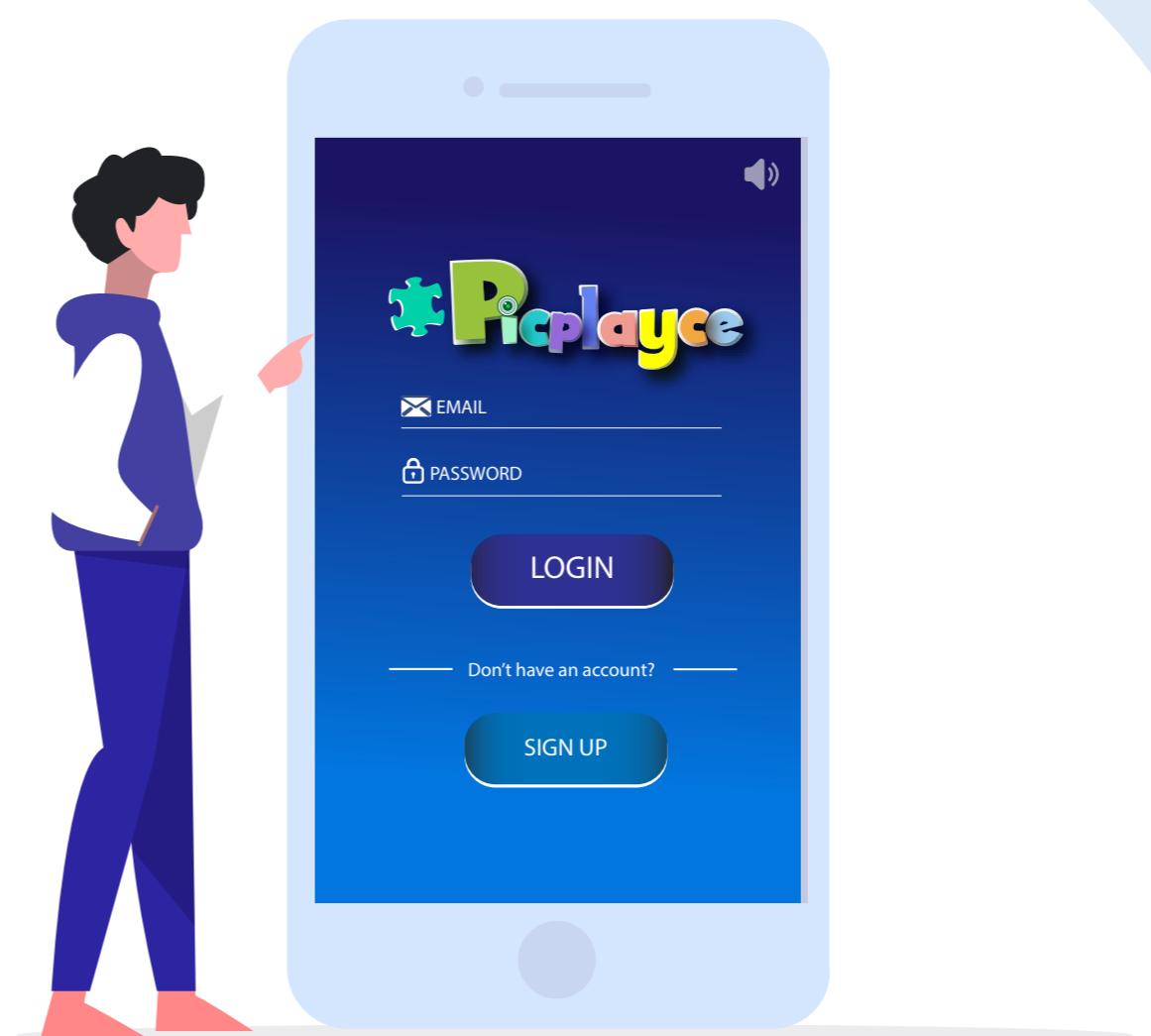
PRIVACY POLICY

TERMS OF SERVICE

PICPLAYCE ISSUE SUBMISSION

We appreciate any and all feedback.
Thank you!

FILL OUT FORM

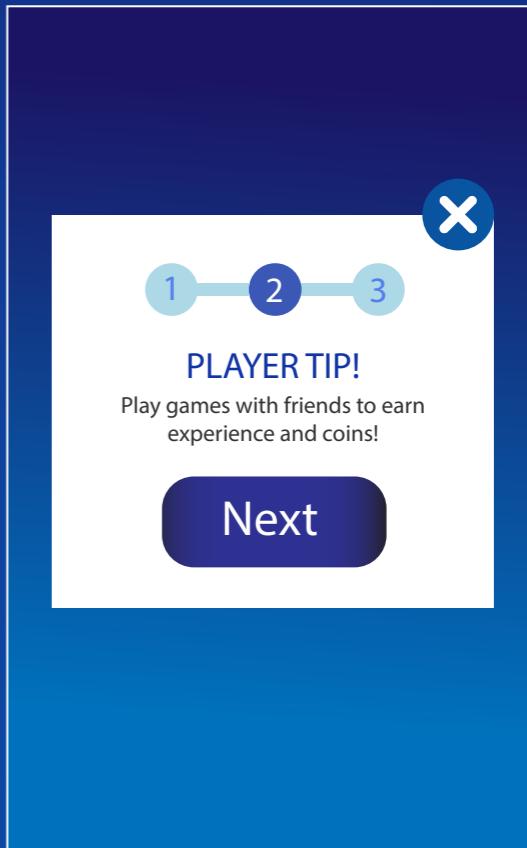
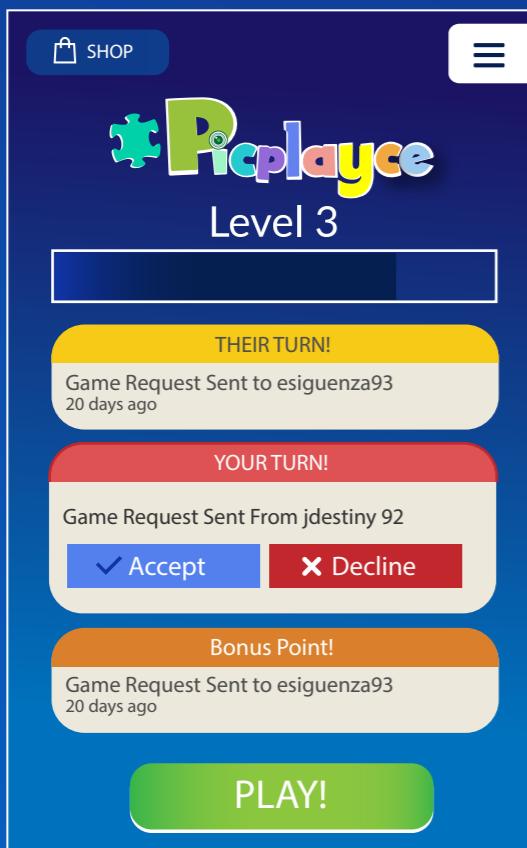
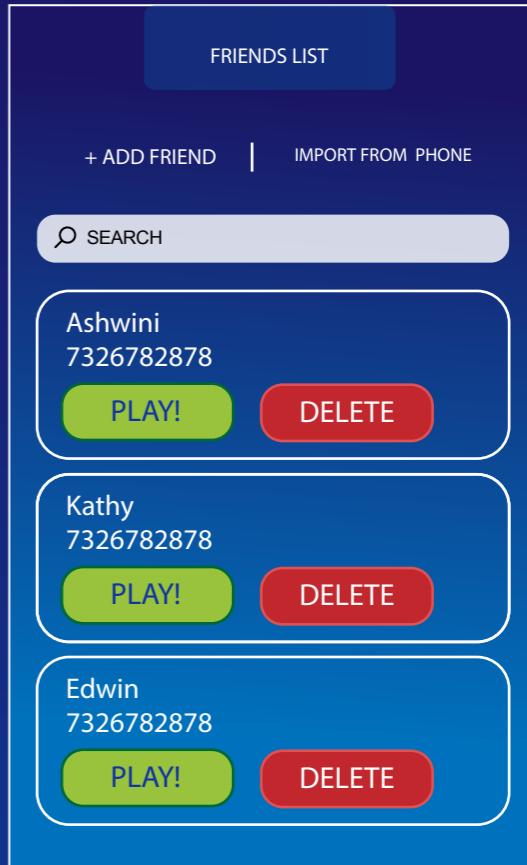
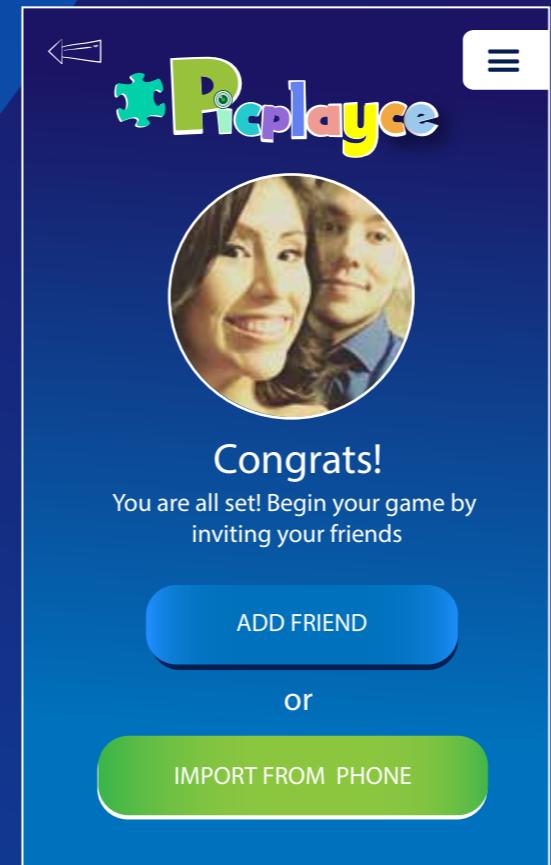
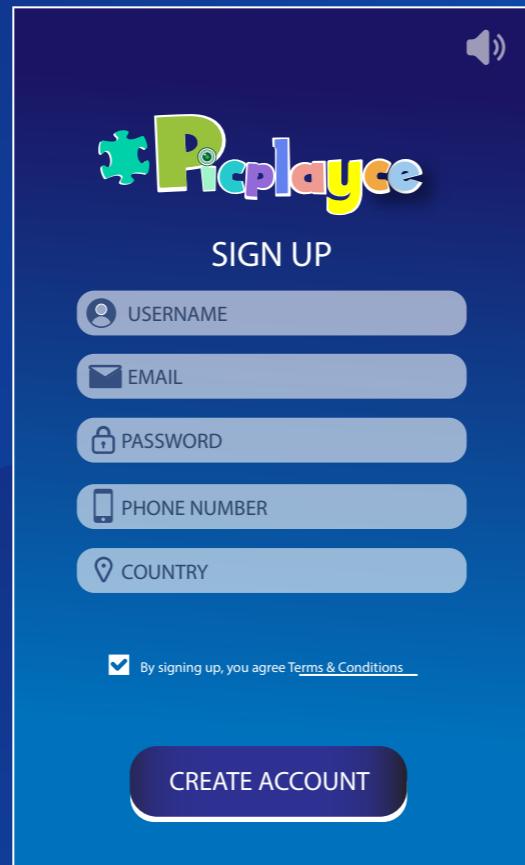
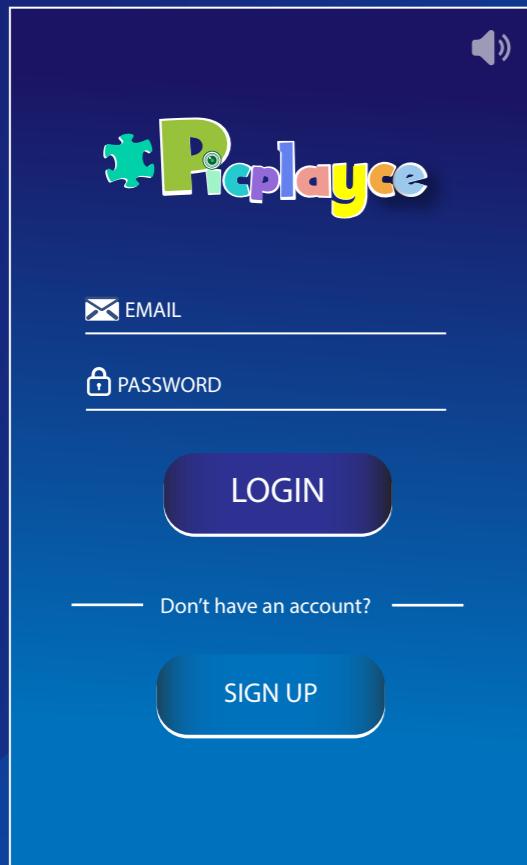




“The Place to
Play with Pictures”

 Picplayce

The logo consists of a green puzzle piece icon followed by the word "Picplayce" in a stylized, colorful font. Each letter of the word is a different color: P is green, i is cyan, c is purple, p is pink, l is yellow, a is light blue, y is orange, e is light green, and c is light blue.





BLINDS TO GOTM

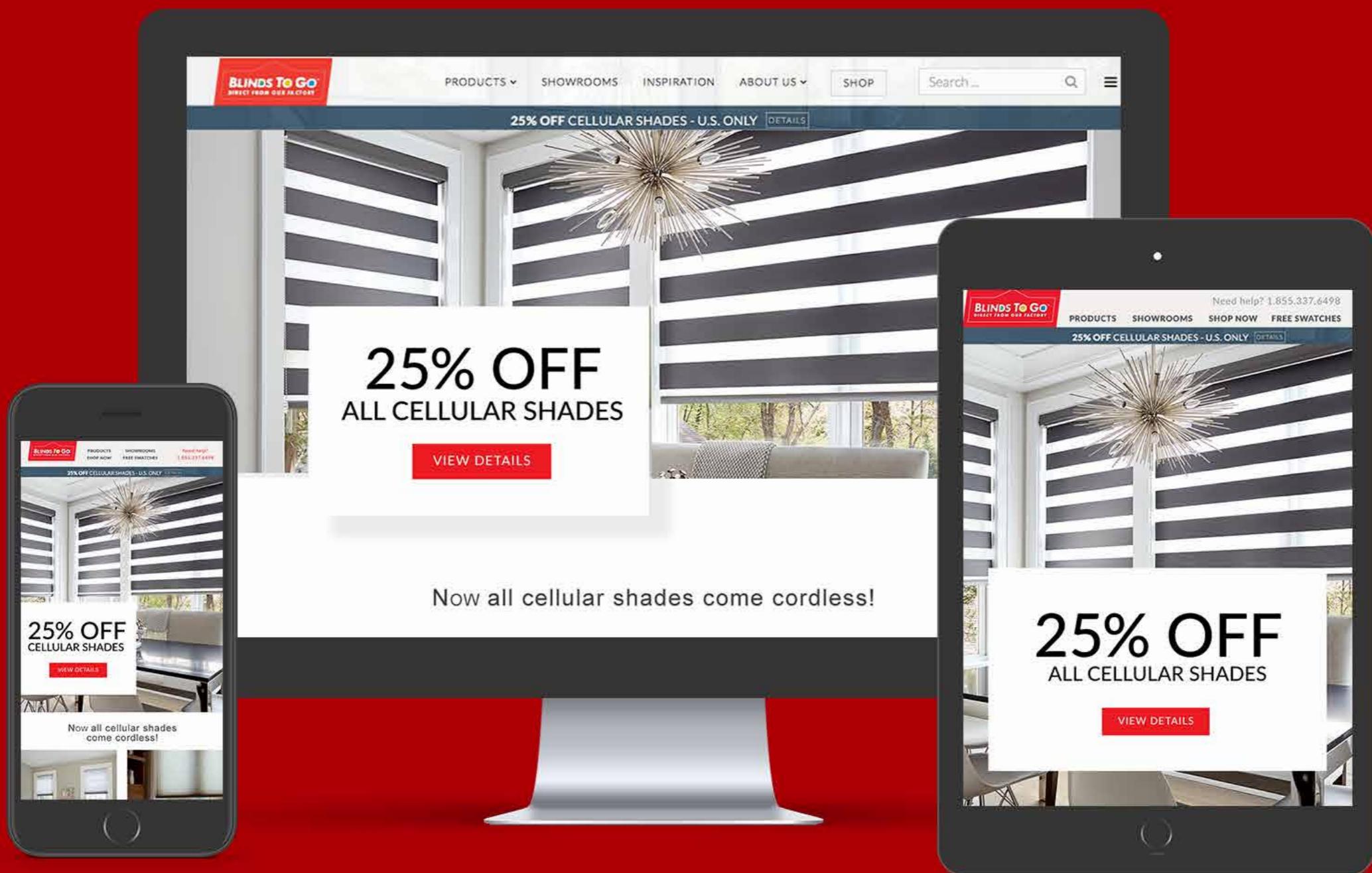
DIRECT FROM OUR FACTORY

MARKETING EMAILS

The image displays five distinct marketing emails from the company "Blinds To Go". Each email is presented in a separate window or panel.

- Email 1: Customer Satisfaction Guaranteed!**
 - Header:** CUSTOMER SATISFACTION GUARANTEED!
 - Image:** A woman smiling while working at a counter.
 - Text:** As a thank you for subscribing, Blinds To Go will give you \$15 off your next purchase. We value our customers and offer great promotions, products, and services.
 - Offer:** RECEIVE \$15 OFF YOUR NEXT PURCHASE On orders of \$150 or more.
 - Image:** A modern interior room with large windows covered by blinds.
 - Text:** Order free swatches today!
 - Image:** A grid of various window treatment swatches.
 - Text:** ORDER NOW
- Email 2: Free Design Services**
 - Header:** NEED DESIGN HELP? Free Design Services
 - Image:** Two people in a showroom discussing blinds.
 - Text:** Blinds To Go design consultants are highly trained. We ensure that you will find the perfect window treatments.
 - Text:** Order Free Swatches
 - Image:** A grid of various window treatment swatches.
 - Text:** Find the perfect treatment by ordering free swatches. Over a 1,000 swatches to choose from.
 - Text:** ORDER NOW
- Email 3: 48-Hour Delivery**
 - Header:** 48-HOUR DELIVERY
 - Image:** A woman working in a factory, customizing blinds.
 - Text:** Blinds To Go offers the fastest delivery on all custom made blinds and shades. Custom made products are produced in 48 hours with precise attention to detail at our Montreal, QC factory.
 - Text:** 48 HOUR TURNAROUND
 - Image:** A sequence of three images showing the process from design to delivery.
- Email 4: Factory Direct Prices**
 - Image:** A modern interior room with large windows covered by blinds.
 - Text:** Blinds To Go has dedicated to provide the finest quality blinds and shades at the lowest prices. No middleman = lowest cost.
 - Text:** ADVANTAGES
 - » Expert Service
 - » 48-Hour Delivery
 - » Factory-Direct Prices
 - » Lifetime Warranty

EMAIL PLATFORM



PROMOTIONAL POSTERS

DON'T MISS OUT!
IT'S THE BIGGEST
SALE OF THE YEAR!

**OUR ANNUAL
ANNIVERSARY SALE!**

**BUY ONE
GET ONE
50% OFF**

THE ENTIRE STORE

EXTENDED UNTIL SEPTEMBER 2ND

*Second item of equal or lesser value. Applies to all custom window treatments. Motorized options & Shutters are excluded. See store for details.

Annual Shade Sale

25% off

ALL SHADES

SALE ENDS JUNE 25TH

Cellular Shades
Woven Shades
Roman Shades
Serenity Shades

Roller Shades
Solar Shades
Cascade Shades
Pleated Shades
and many more!

EVERY SHADE **IN OUR STORE** **ON SALE!**

THE BIG SALE!

15-30% OFF

THE ENTIRE STORE

SALE ENDS NOVEMBER 11TH

15% OFF **20% OFF** **25% OFF** **30% OFF**

\$250 OR MORE \$1000 OR MORE \$2000 OR MORE \$3000 OR MORE

ADVERTISING MATERIALS



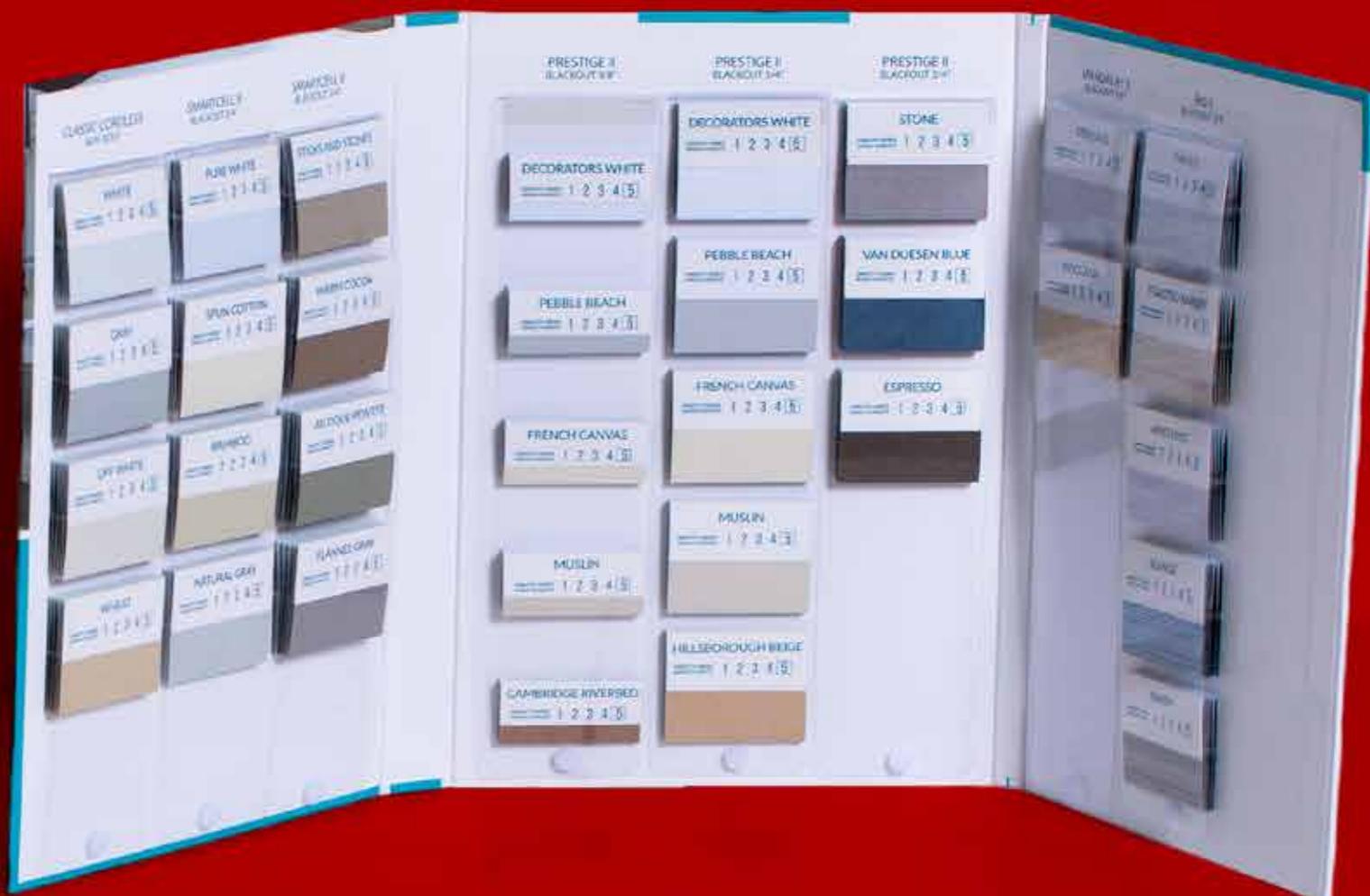
PROTOTYPE CAR DESIGN



BILLBOARD DESIGN CONCEPT



STORE SAMPLE BOOK



FABRIC SAMPLE BOOK CONCEPT



FABRIC SWATCH PACKAGING



DESIGN CENTER CONCEPT



STORE DESIGN CENTER

