

Jarrett Fuller
Graphic Design

Commercial Portfolio

Facebook for Business

Facebook for Business is the online location for advertisers, small businesses, and brands to learn about Facebook's advertising products, watch video tutorials, and get the latest news. As a member of the Business Marketing team at Facebook, I worked on all facets of the FB4B brand and website.

Team

Creative Direction: Steve Farrell, Henrik Olseon
Design: Jarrett Fuller, Zach Miller
User Experience: Fellswoop (Seattle, WA)

The screenshot shows the homepage of the Facebook for Business website. At the top, there's a navigation bar with links for 'CREATE PAGE', 'CREATE AD', and 'GET HELP'. Below the navigation is a search bar. The main header features a large, smiling woman with red hair. The text 'Meet the people who'll love your business' is displayed above a blue button labeled 'How Facebook Ads work' and a link to 'Create Ad'. A large white callout box contains the text 'Facebook helps you reach your business goals' and four icons: a shopping cart for 'Drive Online Sales', a bar chart for 'Increase Local Sales', a smartphone for 'Promote Your Brand', and a person jumping for 'Raise Brand Awareness'.

This screenshot shows a specific Facebook Ads campaign page. It features a photo of two women looking at a smartphone. A callout box highlights 'Easy and effective Facebook Ads' and includes a link to 'Create Ad'. Below the image, there's a section titled 'All the right people'.

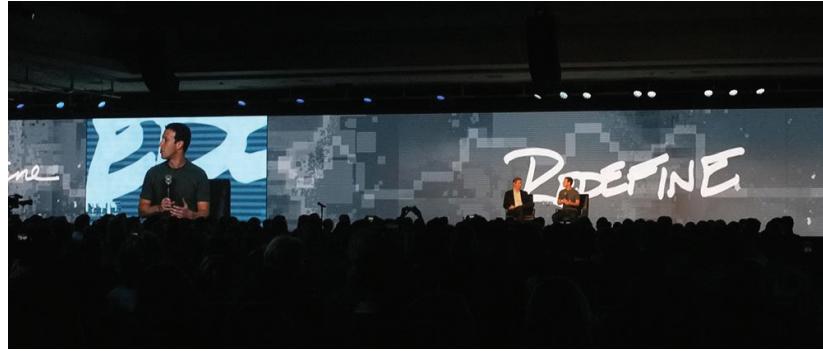
This screenshot shows a 'Learn How' section titled 'Learn How to Succeed with Facebook'. It includes three main sections: 'Your Facebook Page' (describing it as a hub for business), 'How Facebook Ads Work' (explaining targeting), and 'Measuring Results' (mentioning measurement tools). Each section has an associated icon.

Facebook GMS Summit 2014

The Facebook Global Marketing Solutions Summit is an annual internal sales conference held in San Francisco, CA. In 2015, I designed and developed the conference's identity based on the theme "Redefine."

Concept

Continuing the 'evolving identity' approach I worked on the previous year, I developed a system where the word "redefine" would be written in conference attendees' handwriting. We had attendees write the word in their own handwriting and used those as marks around the conference. This visualized the key themes in redefine like editing, personality, and process that we then paired with famous figures who have redefined industries in history.



Team

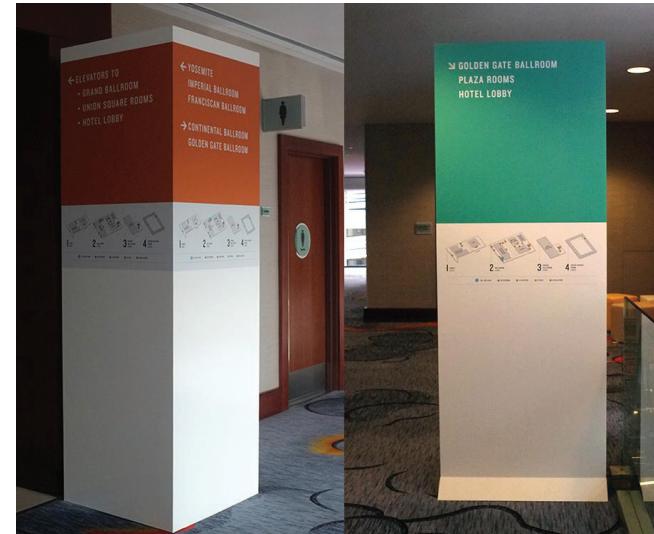
Creative Direction: Patrick Fagan
Concept/Art Direction: Jarrett Fuller
Design: Jarrett Fuller, Zach Miller
Production: MKTG, San Francisco

Redefine

Redefine

REDEFINE

Redefine



Instagram Ads Product Guide

To help showcase Instagram's advertising products, I was asked to design a printed product guide that would be delivered to top agencies and clients to highlight video, photo, and carousel ads. The final piece aligns with Instagram's premium branding efforts with heavy paper and special die cuts and foldouts.



Concept

The cover featured a die cut square, echoing Instagram's signature square photos. When opened, the inside cover features beautiful photography. To show how carousel ads work, the inside panels folds out, revealing how advertisers can include multiple photos in their ad units.

IMAGE ADS

Simply beautiful

Instagram was built around photos. With image ads on Instagram, brands have the opportunity to tell their story through beautiful imagery. Whether it's building a brand narrative or showcasing specific products, they offer a clean, simple and beautiful creative canvas.

97% of campaigns on Instagram have personalized and original ads in ad recall

16 pt Average ad recall lift on Instagram

2.7X ad recall higher than Nielsen's norm for online advertising

Source: Nielsen BrandTrack All campaign on Instagram between November 2015 and February 2016.

CAROUSEL ADS

Starting with a point of view

It's important to begin with a basic question: What do you want your brand to be known for?

Establishing the core components of your brand's presence first – its point of view, its personality, its values – will allow all the way they relate to your overall brand strategy. This is where the "point of view" comes in.

They're great for highlighting multiple products, showcasing different aspects of a single product, or telling brand stories.

An immersive photo experience

Carousel ads bring an additional layer of depth to image ads. People who see an ad can tap to see more additional images. A "Learn More" button in the ad unit links to a website of your choice.

They're great for highlighting multiple products, showcasing different aspects of a single product, or telling brand stories.

Team

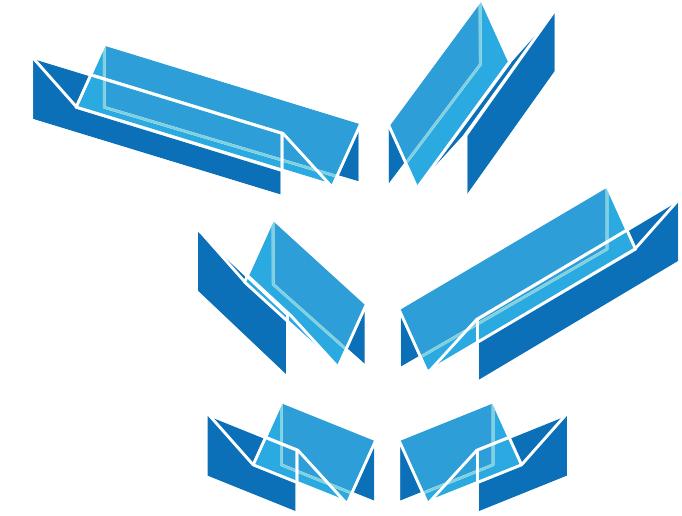
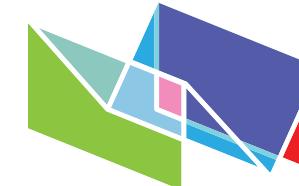
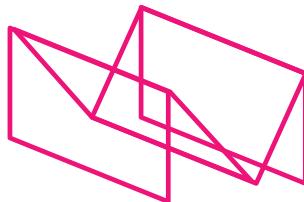
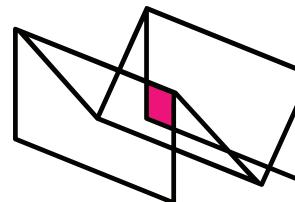
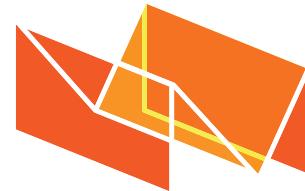
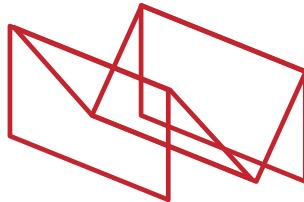
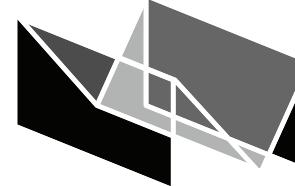
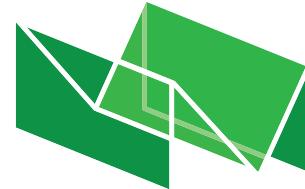
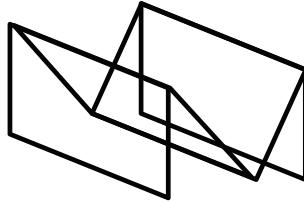
Art Direction/Design: Jarrett Fuller
Copy: John Cantwell

Merge Identity System

Merge is a series of events, lectures, and activities organized for Maryland Institute College of Art's graduate community to encourage collaboration and cross-promotion between majors and areas of study. I developed the logo and identity system to be used in newsletters, on posters, and other collateral.

Concept

The main icon is inspired by the impossible shapes, as two letter Ms appear in the structure. The lines can expand, and angles change to adapt to the space it's sitting in. The lines and planes represent nodes and graphs and suggest collaboration and connectivity.



Merge

Lectures

Community Events

Grad Lab

November 4 4:30-5:30pm
Career Development/Workshop
5 LinkedIn Searches to Advance your Career
Main 101

November 4 7:00-8:00pm
MAT Speaker Series
The Beast Side: Living and Dying)
Willa Black in America
Lazarus Auditorium

November 4 7:30-8:00pm
Grad Lab Workshop
Intro to Processing
Grad Lab

November 4 2:30-3:30pm
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Facebook GMS Summit 2014

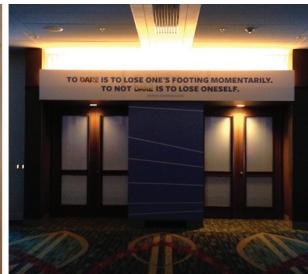
Facebook's Global Marketing Solutions Summit is an annual internal sales conference held in San Francisco. In 2014, the theme was "DARE" and I led the design and art direction for the conference's brand, including logos, swag, environmental signage, and screens.

Concept

The letters in DARE represented a window into the future, showcasing daring situations and activities. Each place the logo was seen, different images were shown to keep the event lively and the branding interesting. We also developed international versions to represent the different Facebook offices attending from around the world.

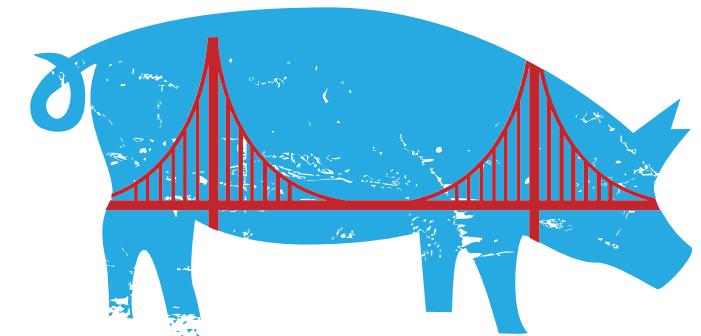
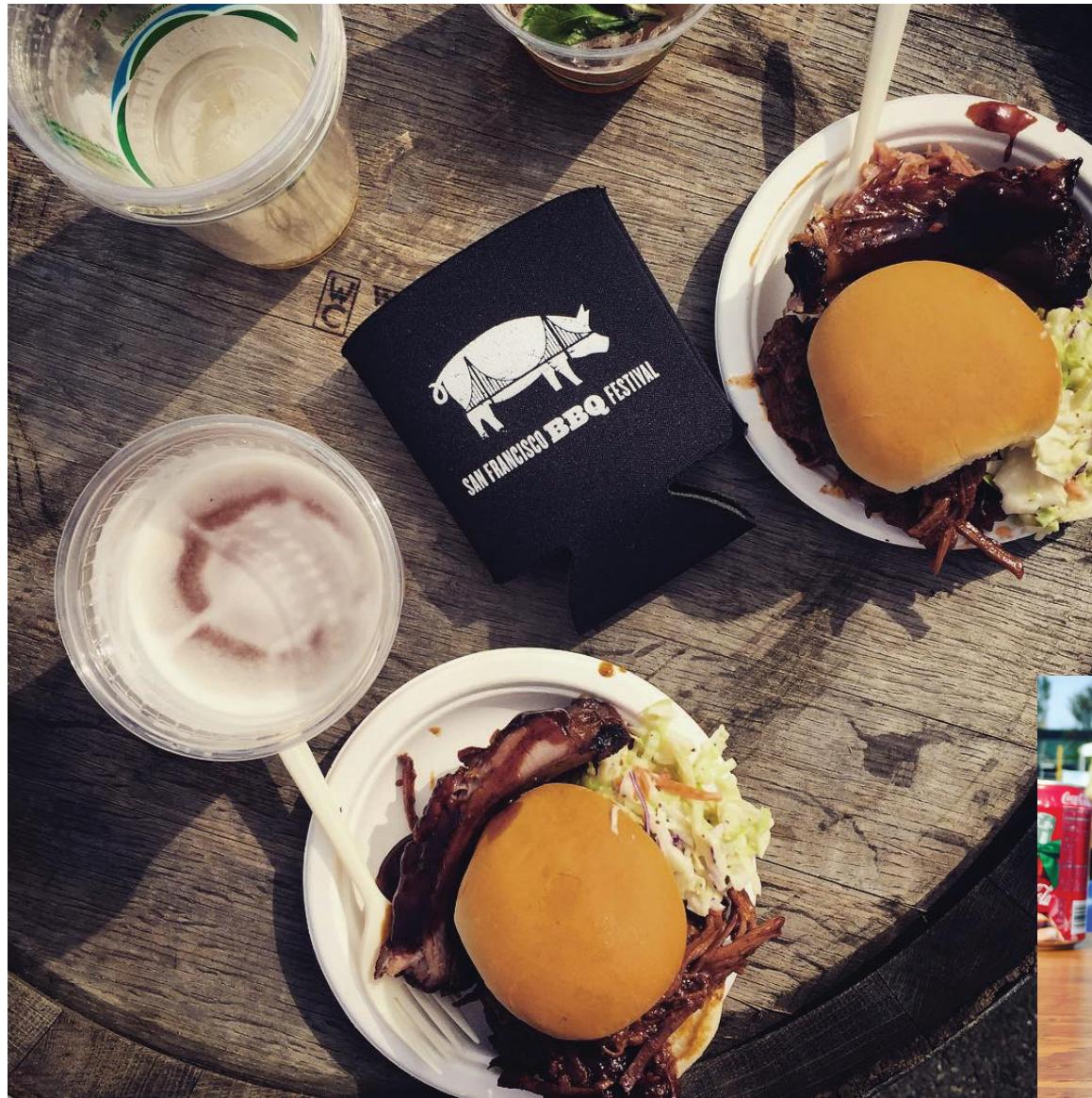
Team

Creative Direction: Steve Farrell, Patrick Fagan
Concept/Art Direction: Jarrett Fuller
Design: Jarrett Fuller, Jaime Rovira



San Francisco BBQ Festival Logo

I was asked to design a logo for the first San Francisco Barbeque Festival, held at The Yard in Octover 2015. The logo was printed on banners, cups, cozies, and other collateral.



SAN FRANCISCO BBQ FESTIVAL

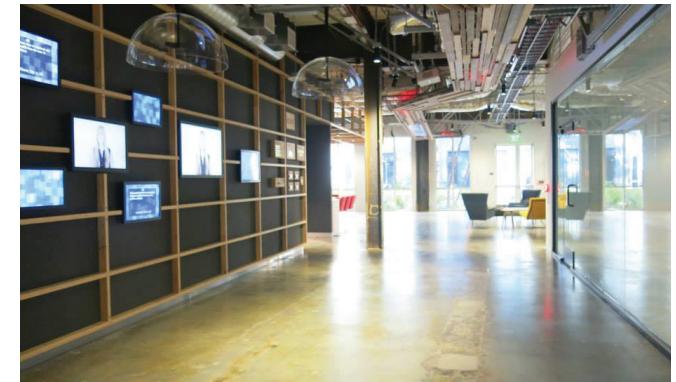
Facebook Partner Center

The Facebook Partner Center is series of meeting spaces, interactive experiences, presentation rooms to host meetings with Facebook's managed clients. I worked on the design of the interactive screens and designed the Instagram gallery space.



Team

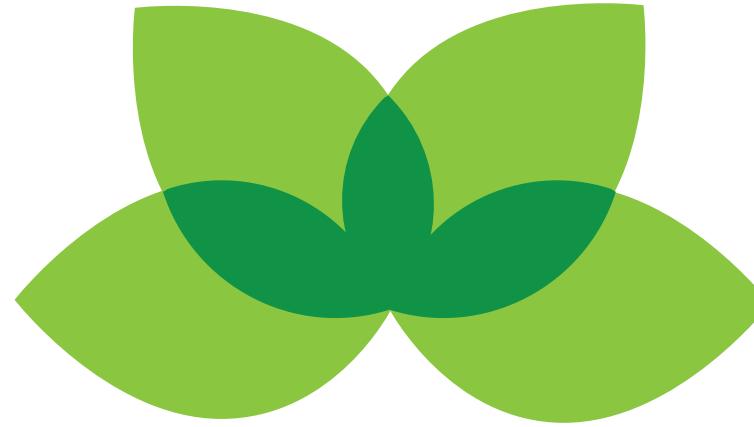
Graphic Design: Patrick Fagan, Garrett Fuller
Architecture/Interiors: Rockwell Group



Paul McHugh Program for Human Flourishing

The Paul McHugh Program for Human Flourishing is a special center at Johns Hopkins University in Baltimore that works with patients to be holistic beings. Each pedal of the flower represents the four pillars: spiritual community, liberal art education, stable home life, and a stable job.

per scientiam ad sapientiam



**The Paul McHugh Program
for Human Flourishing**

Facebook Local Awareness Ads

In 2014, Facebook launched a new advertising feature called Local Awareness. This tool allowed small businesses to target Facebook ads to potential customers within a set radius from their business location. I was part of a team that produced three thirty-second video spots to promote the new feature.

Concept

To encourage local businesses to use Facebook to advertise their product or services, I came up an idea that juxtaposes traditional media (newspapers, billboards, radio) with Facebook ads, suggesting that a businesses potential customers would already see their ad on Facebook. We called the series "Your Ad Here."

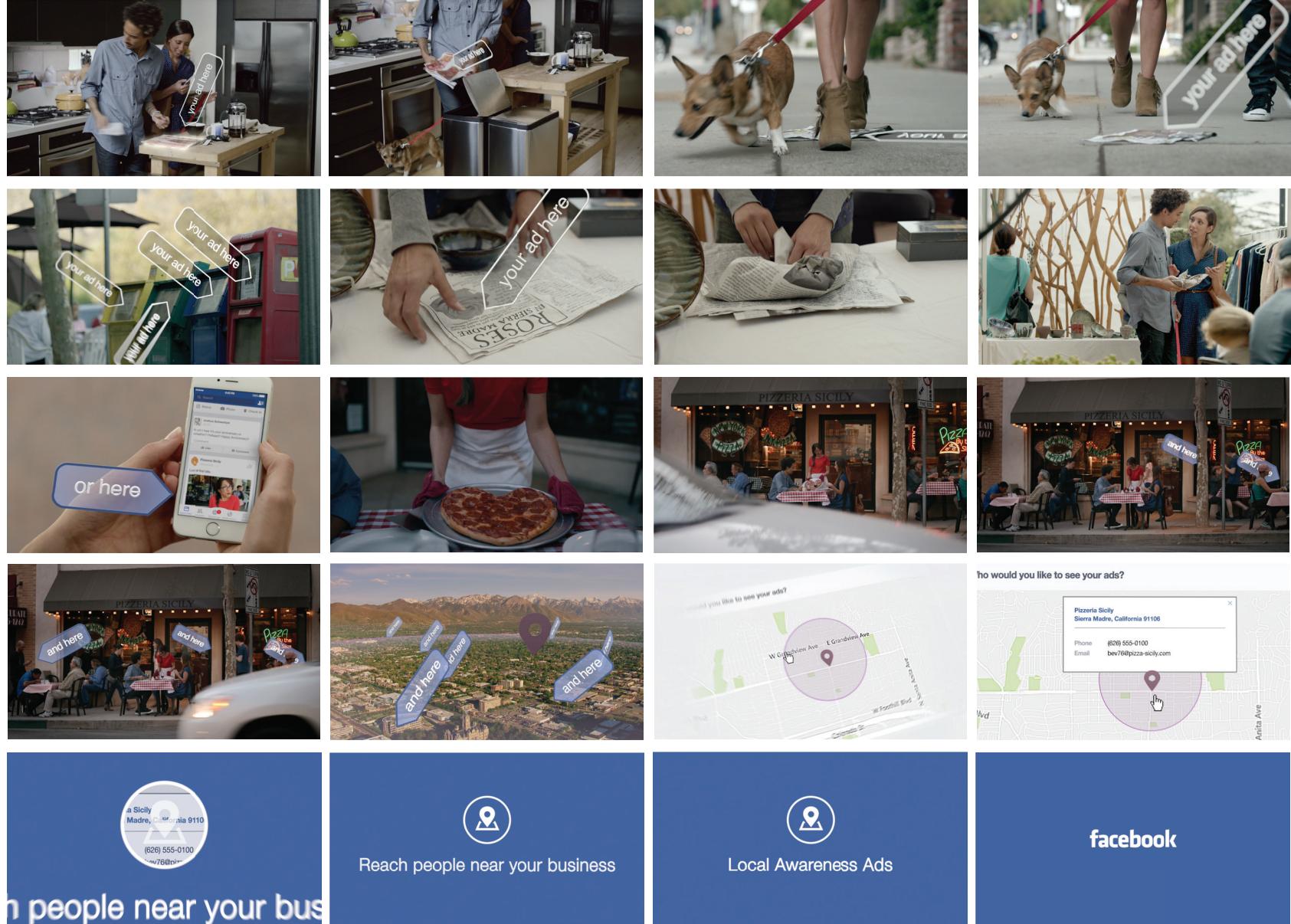
Team

Concept: Jarrett Fuller

Creative Direction: Steve Farrell, Tim O'Hara

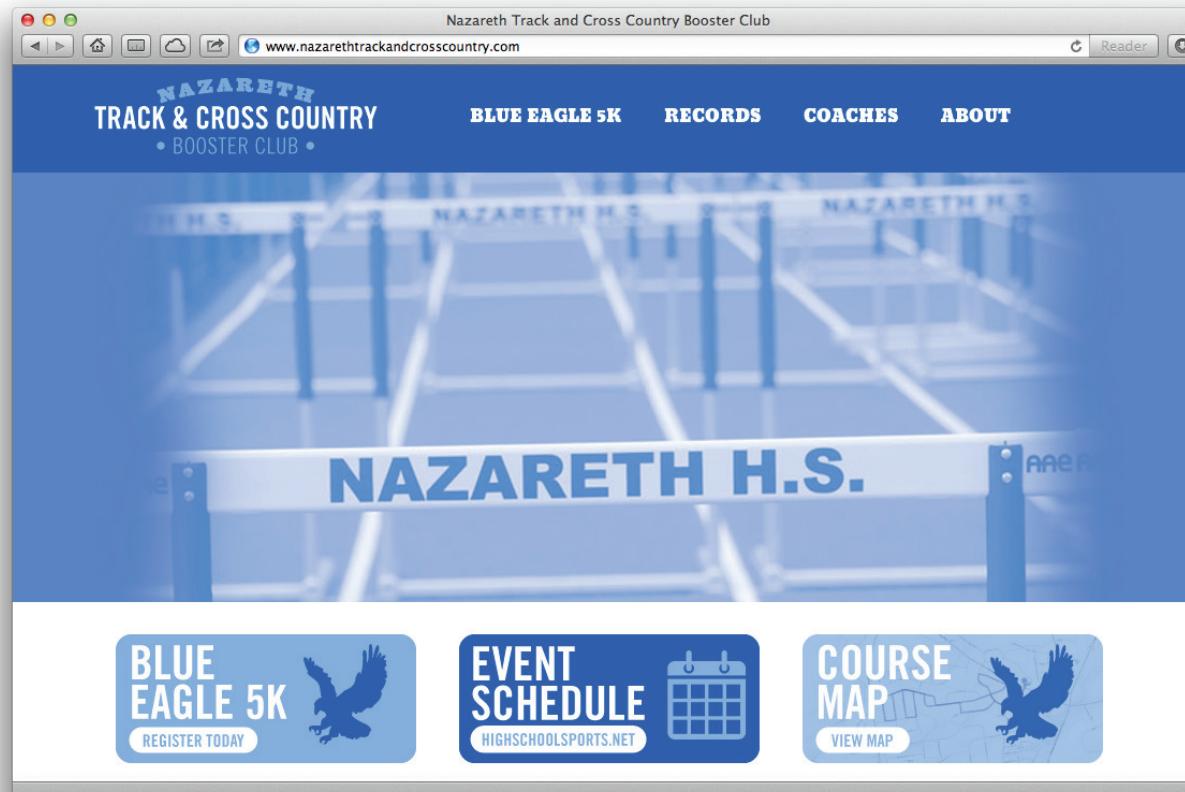
Graphics: Jarrett Fuller, Tom Baird

Filmed on location in Los Angeles, CA



Nazareth Cross Country Booster Club

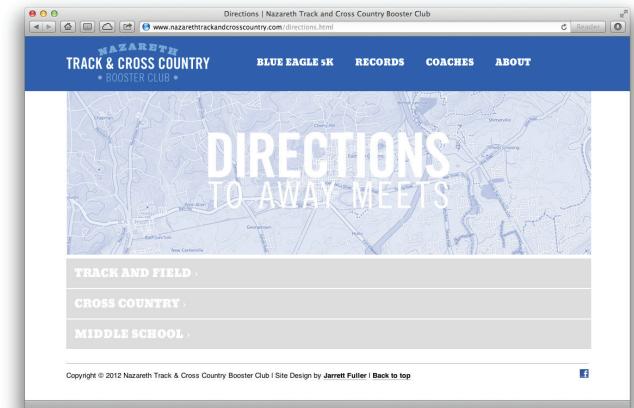
I've been doing design work for the Nazareth Track and Cross Country Booster Club since 2006. In 2012, I updated their web presence to provide a central resource for the Booster Club to share information regarding meets, coaches, and their annual 5K fundraiser. The site is fully responsive, offering customized layouts for desktop, mobile, and tablet.



The homepage features a large banner image of the Nazareth High School track and field facility. Overlaid on the banner is the text "NAZARETH H.S." in large, bold, white letters. Below the banner are three main navigation buttons: "BLUE EAGLE 5K" with a "REGISTER TODAY" button, "EVENT SCHEDULE" with a calendar icon, and "COURSE MAP" with a map icon.



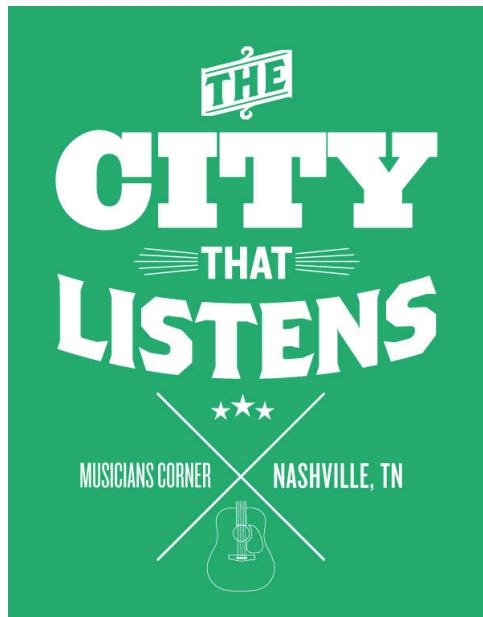
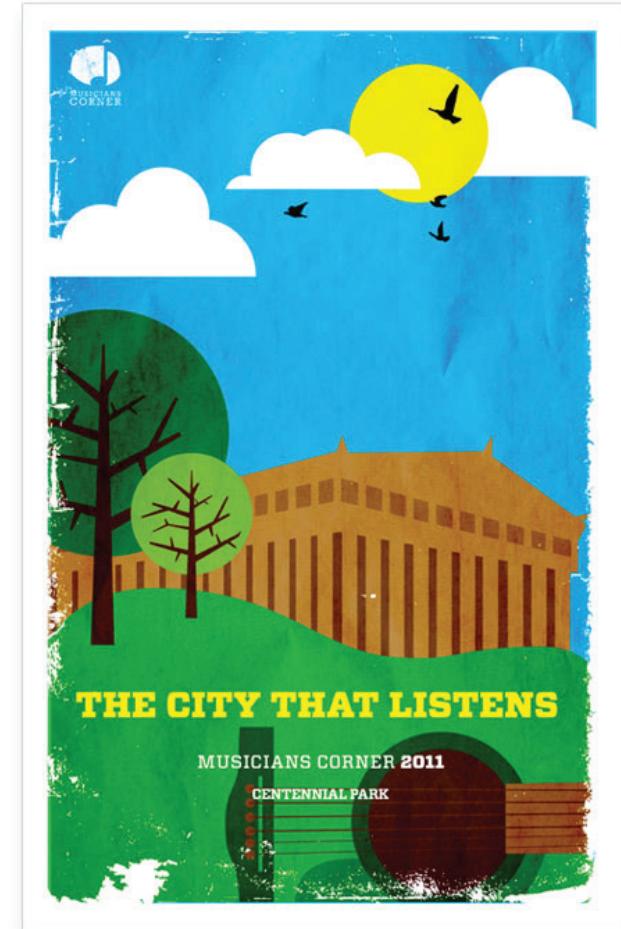
This screenshot shows the "Blue Eagle 5K" event page. The top navigation bar includes links for "TRACK & CROSS COUNTRY", "BLUE EAGLE 5K", "RECORDS", "COACHES", and "ABOUT". The main content area features a large image of a group of runners, the text "BLUE EAGLE 5K In Memory of Chief Bruce Ruch", the date "AUGUST 3, 2013 • 9:00AM", the location "LOWER NAZARETH ELEMENTARY SCHOOL", and a "REGISTER NOW" button. Below the main image are sections for "RESULTS", "PHOTOS", "ABOUT CHIEF BRUCE RUCH", and "SPONSORS".



The "Directions" page features a large map of the area around Nazareth, with the text "DIRECTIONS TO AWAY MEETS" overlaid. Below the map are sections for "TRACK AND FIELD", "CROSS COUNTRY", and "MIDDLE SCHOOL". At the bottom of the page is a copyright notice: "Copyright © 2012 Nazareth Track and Cross Country Booster Club | Site Design by Jarrett Fuller | Back to top".

Musicians Corner

Musicians Corner is a weekly music festival in Nashville, TN promoting local artists. I was asked to design a series of posters and tshirts for the Summer 2011 season.



Warby Parker

For two years between 2011-2013, I was a designer at Warby Parker, an online eyewear startup in New York City. As a part of the small team, I helped work on all aspects of the company's design, focusing primarily on the e-commerce site, but also special marketing pages, print collateral, and select brand pieces.

FREE SHIPPING, HOME TRY-ONS & RETURNS SEE DETAILS

CONTACT US 888-492-7297 LOG IN LET'S FIND YOU SOME AMAZING GLASSES.

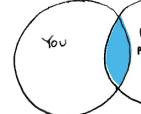
WARBY PARKER

MEN WOMEN | BUY A PAIR, GIVE A PAIR OUR STORY MONOCLE

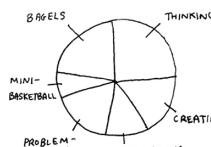
HOME / JOBS

Careers at Warby Parker

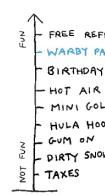
We're looking for bright, curious, ambitious individuals who want to do good in the world. We look for the same qualities in our employees that we seek in our friends: honesty, kindness, and a tendency to think big.



It's also a lot of fun.



(It's also a lot of fun.) From laser tag outings to weekly happy hour to lunch roulette, we think it's important for employees to have fun and get to know each other beyond the normal office routine. Large amounts of delicious food and/or beer are often involved in these escapades, as are mini-basketball hoops and board games. We like to keep things lively around here.



FREE SHIPPING, HOME TRY-ONS & RETURNS SEE DETAILS

CONTACT US 888-492-7297 LOG IN CART (0) LET'S FIND YOU SOME AMAZING GLASSES.

WARBY PARKER

MEN WOMEN | BUY A PAIR, GIVE A PAIR OUR STORY MONOCLE

HOME / DO GOOD

DO GOOD.

BUY A PAIR, GIVE A PAIR

For every pair of glasses purchased, we provide a pair to someone in need.



Approximately one billion people don't have access to affordable glasses. Glasses can increase one's income by 20%, enable students to see a blackboard and offer dignity to those with poor eyesight. Warby Parker works with experienced non-profit partners to ensure that each sale of our frames will give someone in need access to affordable glasses.

1,000,000,000 ALMOST ONE BILLION PEOPLE DON'T HAVE ACCESS TO GLASSES. That means 15% of the world's population is unable to effectively learn or work because they can't see clearly.

GLESSES CAN INCREASE ONE'S PRODUCTIVITY BY 20% That's equivalent of creating an extra day to work each week. Glasses are one of the most effective poverty alleviation tools in the world!

WE HAVE DISTRIBUTED OVER 250,000 PAIRS It's a simple solution to a big problem and you can help.

LENSES

- Made from polycarbonate, the most impact-resistant material on the market
- Offer 100% UV protection
- Coated twice with anti-reflective coating
- Anti-scratch coating included

BUY CUSTOMERS Customers purchase a new pair of Warby Parker glasses.

GIVE WARBY PARKER Warby Parker provides funding and/or glasses to non-profit partners like VisionSpring.

TRAIN PARTNERS Warby Parker's non-profit partners provide glasses and training to low-income entrepreneurs in developing countries to start their own businesses selling glasses.

SELL ENTREPRENEURS Local entrepreneurs sell affordable glasses earning a livelihood serving individuals in their communities who otherwise would not have access to glasses.

TRY BEFORE YOU BUY VIRTUAL TRY-ON

+ ADD TO CART

Facebook Twitter

Team

Design: Stephanie Wu, Jarrett Fuller
Development: Kareem Shaya, Daniel Thomson, Justin Travis
User Experience: Tim Riley

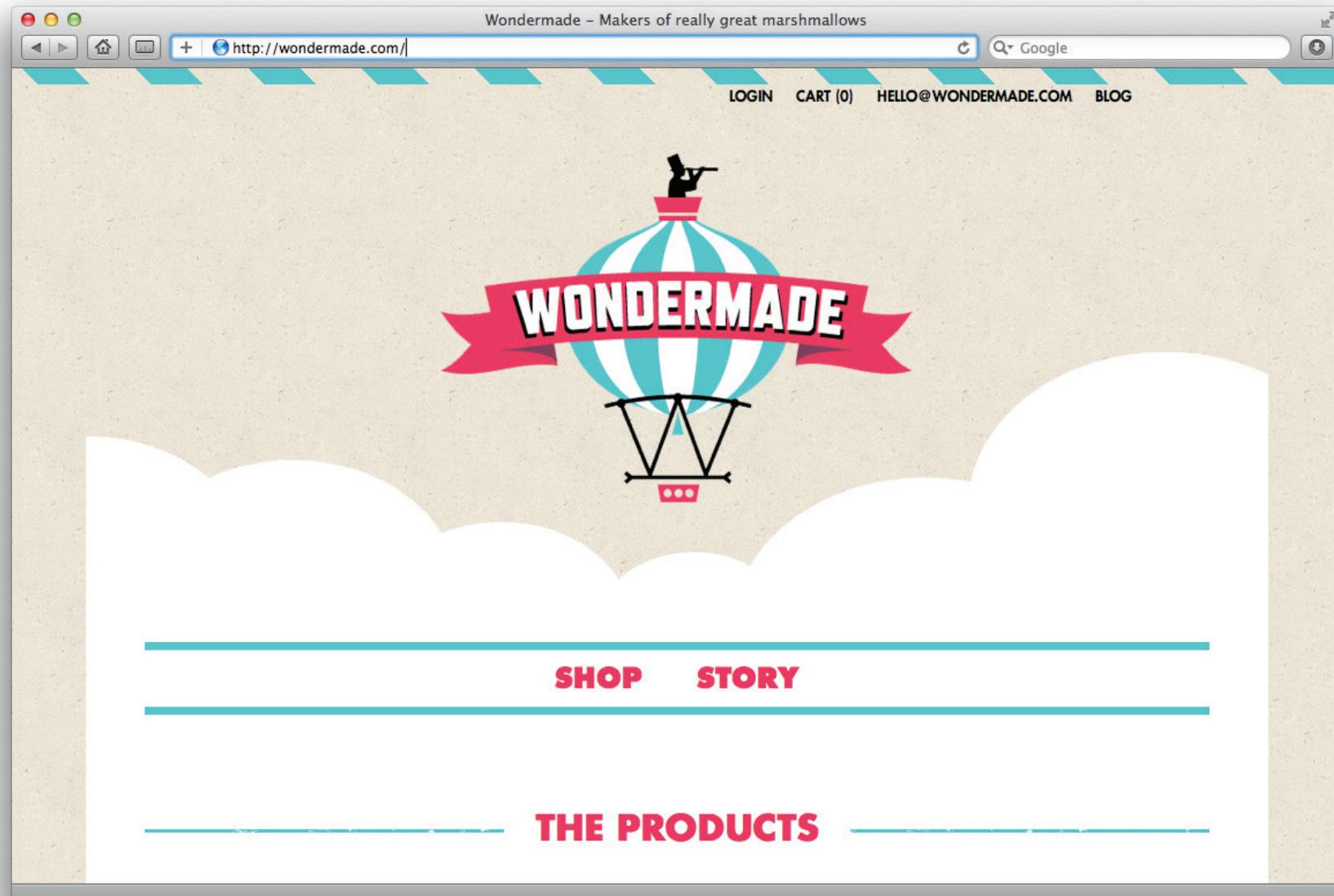
888-492-7297 | Made in NYC | Privacy Notice | Terms of Use | Connect with Us: [Facebook](#) [Twitter](#)

Wondermade

Wondermade is a new confectionary in Orlando, FL focused on superior marshmallows in a variety of flavors including blueberry, pumpkin, and Guinness. They approached me to design an e-commerce site to sell their marshmallows. Working off the existing branding, we created a fun, textured site that reflects the packaging and echoes the unboxing experiences.

Team

Creative Direction: Heads of State
Web Design: Jarrett Fuller



Warby Parker 2011 Annual Report

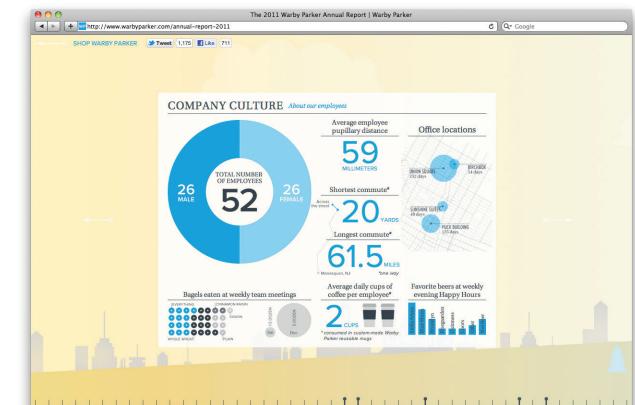
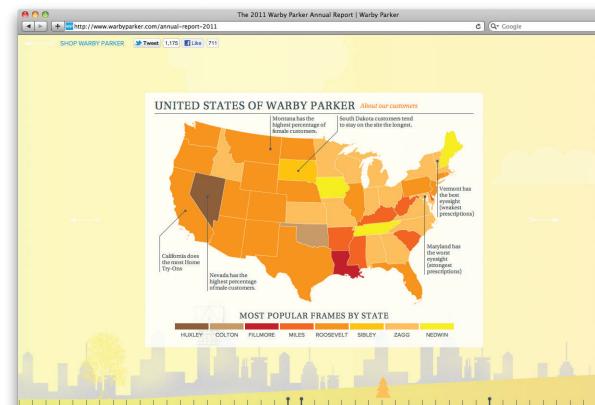
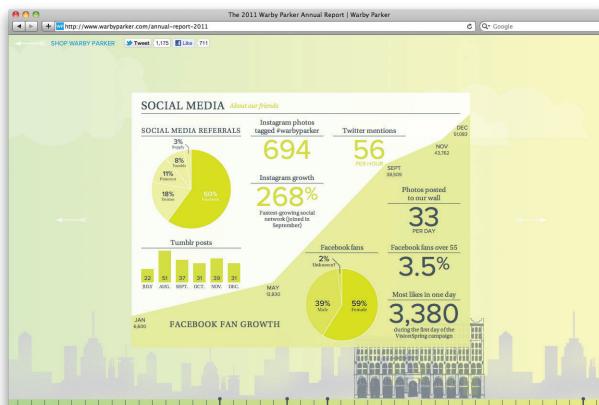
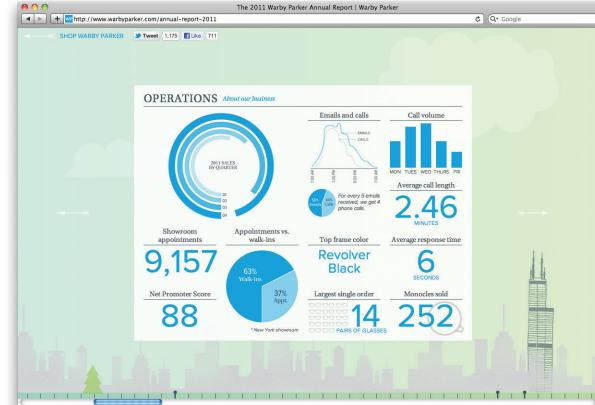
Warby Parker saw tremendous growth during the year 2011 and wanted an innovative and unusual way to share that data with their customers. We created an interactive, horizontal scrolling year in review anchored by a timeline highlighting various events from the year.

Concept

Slides scrolling across highlight key areas in the company and visualize data ranging from sales growth to website traffic, popular frames by state to favorite beers during the company's happy hour.

Team

Graphic Design: Jarrett Fuller, Stephanie Wu
Development: Kareem Shaya



Warby Parker 2012 Annual Report

For the second year in a row, Warby Parker wanted to create an interactive year in review to tell the story of the past year. As a part of the creative team, we designed and built a scrolling wheel that spun in your browser to share interesting facts, company milestones, collection launches, and other fun secrets.

The 2012 Warby Parker Annual Report | Warby Parker

WARBY PARKER

2012

HEREIN YOU'LL FIND DETAILED INFORMATION ABOUT OUR ACCOUNTING POLICIES, FOLLOWED BY A TERRIFYING ARRAY OF CHARTS.
WHERE OUR EMPLOYEES LIVE
JUST KIDDING.

THE ANNUAL REPORT IS OUR CHANCE TO SNEAK YOU INSIDE WARBY PARKER HEADQUARTERS AND SHOW YOU HOW IT ALL GOES DOWN—BAGELS AND BLOOPERS INCLUDED.

LET'S GO!

BROOKLYN N

JANUARY 24: WARBY PARKER RELEASES 2011 ANNUAL REPORT >

NUMBER OF EMPLOYEES

113 FULL-TIME
42 PART-TIME

52 JAN DEC

2011 — A Year in Review —

Team

Graphic Design: Jarrett Fuller, Stephanie Wu
Development: Kareem Shaya, Daniel Thomson, Justin Travis
Copy: Molly Young

The 2012 Warby Parker Annual Report | Warby Parker

WARBY PARKER

ANNUAL REPORT FEBRUARY

ALL OUR COLLECTIONS IN 2012

12 COLLECTIONS LAUNCHED

FEBRUARY SPRING COLLECTION LAUNCHES >

EMPLOYEE FUN FACT #6 "I almost slipped in the shower doing the 'Gangnam Style' dance."

HOW WE COMMUTE TO WARBY PARKER

EMPLOYEE FUN FACT #9 "I held Michael Jackson's baby, Blanket, in my arms."

51% 32% 2% 2%

AVERAGE NUMBER OF GLASSES OWNED BY EMPLOYEES

The 2012 Warby Parker Annual Report | Warby Parker

WARBY PARKER

ANNUAL REPORT APRIL

MOST POPULAR SUNGLASSES IN OFFICE APRIL 11: BLUE MIRROR LAUNCHES > THATCHER

MOST POPULAR EYEGLASSES IN OFFICE PRESTON

EMPLOYEE FUN FACT #48 "I've been to 13 Hanson concerts."

APRIL 1: WARBY PARKER LAUNCHES > "Why pay hundreds of dollars for your dog's glasses when he's just going to eat them?"

136 desks and chairs in office 8 walls knocked down during office expansion

WE'RE HIRING! We're looking for bright, ambitious people who want to do good in the world. LEARN MORE

5164 sq. ft. 5164 sq. ft. of increased office space 49% increase over existing space

The 2012 Warby Parker Annual Report | Warby Parker

WARBY PARKER

ANNUAL REPORT SEPTEMBER

DO GOOD - WHAT'S THAT? AUG 30: WALDO ANNIVERSARY > Waldo has a date with his best friend on his 30th birthday.

SEPTEMBER 27: TITANIUM COLLECTION LAUNCHES > TITANIUM COLLECTION LAUNCHES

SEPTEMBER 12: FALL COLLECTION LAUNCHES > Fall Collection Launches

OUR TV AD DEBUT > Our very first TV ad blends film, collage, and animation in one happy-go-lucky package.

7 DO GOOD EVENTS HOSTED

33 tons of carbon offset

FREE ARTS (D) NYC GRANTS & MATCH FUNDING & OPTIONS BYCIS CHARITY HACKATHON NOTE

9 COMPANY MIXERS

CHARITY: WATER BARBARA GROUP RICK'S PHARMACY SECOND QUARTER DOLCE VITA BONOBOS B CORP INVISIBLE CHILDREN DAY FEAST

Jarrett Fuller
Graphic Design

Commercial Portfolio

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jarrettfuller.com

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clients