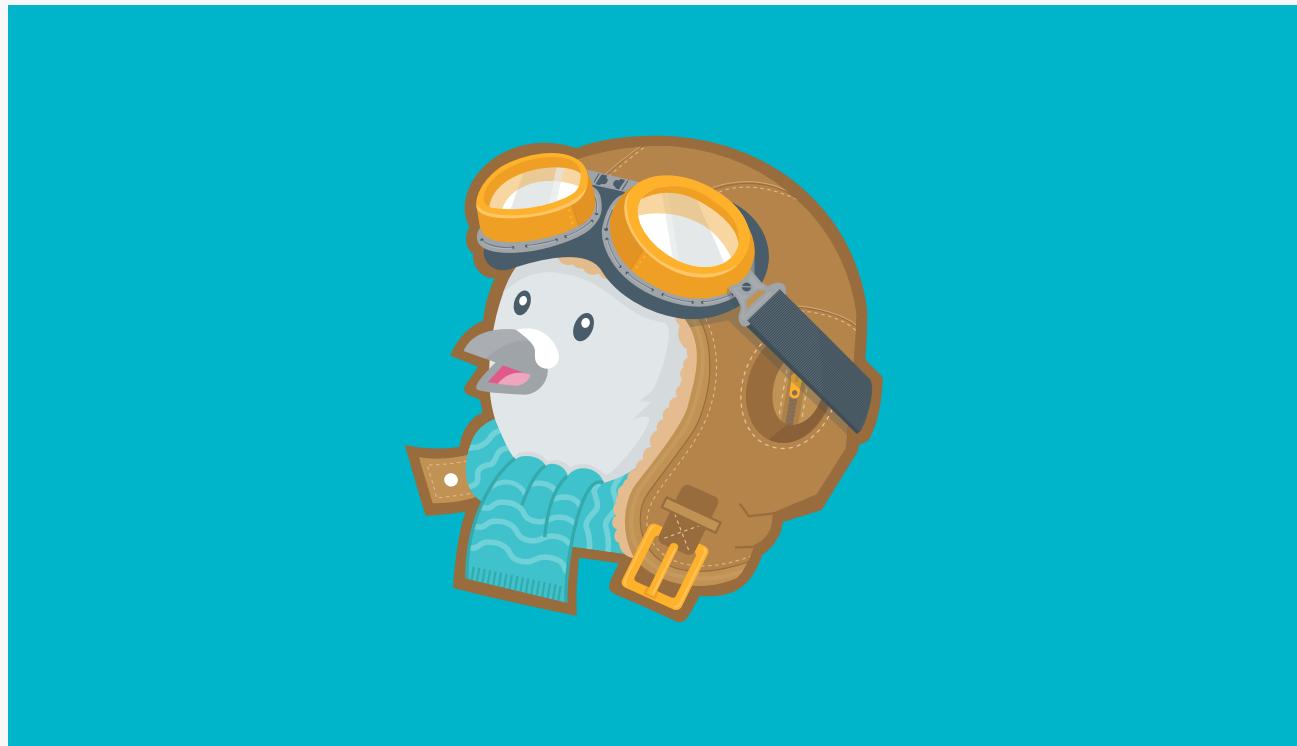


Select projects that best represent  
the style and scope of what I do

## Projects

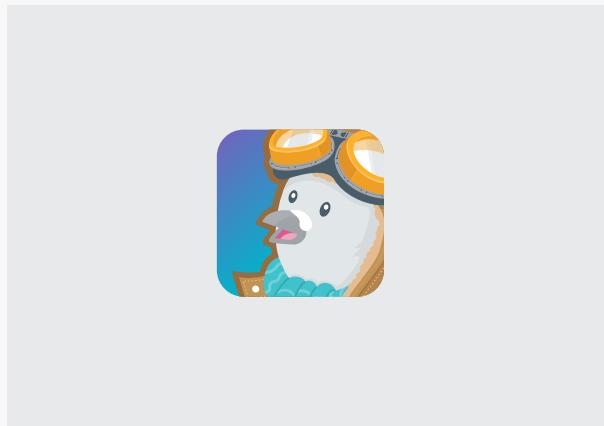
- |                                 |   |
|---------------------------------|---|
| 1. ThreadMeUp Branding          | 2 |
| 2. Sun-Times Network            | 5 |
| 3. ThreadMeUp Checkout          | 8 |
| 4. ThreadMeUp Seller Onboarding | 9 |



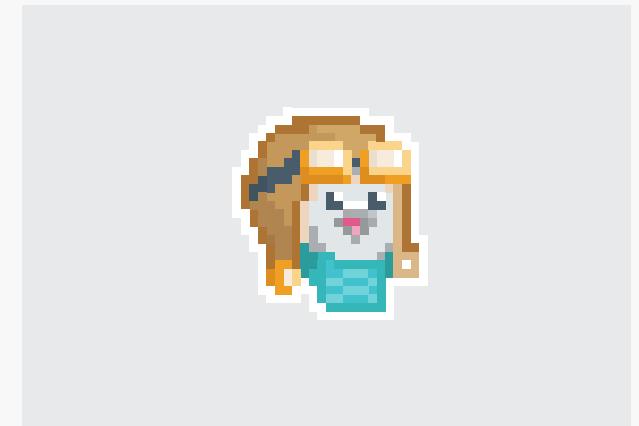
Logo



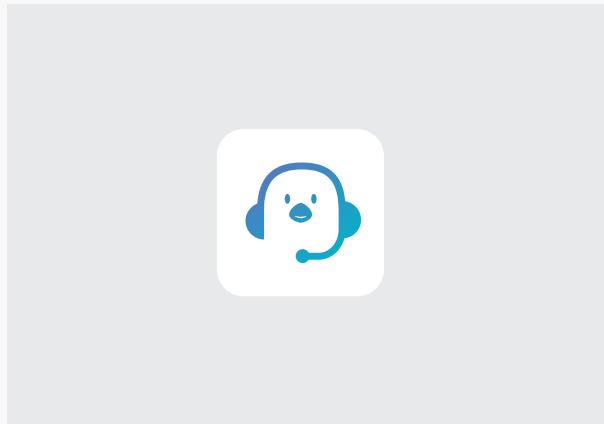
Wordmark



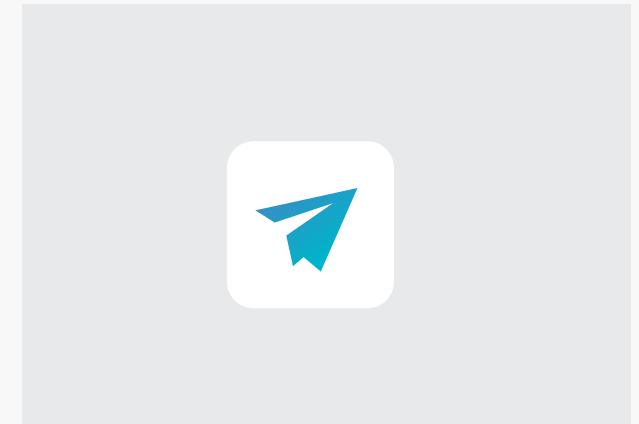
Icon



Engineering Team



Phil Bot



Flight School



Merchandise

The screenshot displays the ThreadMeUp Style Guide website. At the top, there's a navigation bar with links for "Sell A Product", "Track Your Order", "How It Works", "Cart (0)", "Log In", and "Get Started". Below the navigation is a header titled "Style Guide" with a subtitle "UI components, brand guidelines, and developer guidelines for creating ThreadMeUp products". A "Download" button is visible in the top right corner.

The main content area is organized into several sections:

- Logos**: Features "Phil the Pigeon" (a white bird with a blue collar) and a "Download" button for AI, EPS, and PNG formats.
- Branding**: Includes "Overview", "Tables", and "Product Screenshots".
- Colors**: Shows color swatches for "Robin's Egg" (blue), "Brand-primary" (dark grey), and "Background" (light grey). It also includes "Element Colors" for "Next Step" (red), "Failure, Error" (orange), and "Alert, Notifications" (green).
- Design**: Covers "Grid", "Page Layouts", "Header", "Footer", "Sections", "Heros", "Cards", "Iconography", "Illustrations", "Sections", "Tables", and "Product Screenshots".
- Components**: Lists "Buttons", "Form Elements", "Modals", "Tooltips", "Dropdown", "Product Thumbnails", "Lists", "Alerts", "Navigation", "Date Picker", and "Toggle".
- Getting Started**: Provides "Mockup Templates".

At the bottom left, there are "Do" and "Don't" guidelines for Phil the Pigeon. The "Do" section says: "Phil is colorful and doesn't always look great dark backgrounds or photos so use complimentary background colors." The "Don't" section says: "Please do not use any of our previous versions of Phil or alter/reinterpret the primary him in any way."

The image shows the ThreadMeUp homepage. At the top, there's a navigation bar with a menu icon, "Sell A Product", "Track Your Order", and "How It Works". On the right, there's a user icon, a shopping cart icon with "Cart (0)", and a "Log In" button. The main heading "Ecommerce's Best Friend" is displayed prominently. Below it, a sub-headline reads "ThreadMeUp empowers anyone with the tools and resources needed to create and grow an e-commerce business". There's a search bar with "Enter your email address" and a "Get Started" button. A central feature is a tablet displaying the "Seller Dashboard > Movements" page, which shows a list of movements with columns for Name, Sold Today, Sold Yesterday, and Sold All-Time. Below the tablet, a section titled "Who uses ThreadMeUp?" lists four categories: "Custom Product Creator", "Sales Platform & Integrations", "Seller Tools", and "Order Fulfillment Network", each with a brief description and a "Learn More" link. At the bottom, there's a large call-to-action button with a camera icon and the text "The easiest way to turn an idea into a product you can sell right now". Below this, smaller text says "Upload a design, quote, photo, and more to anyone to a number of products to create real, authentic merchandise you can sell online".

The image shows the ThreadMeUp homepage, similar to the one on the left. It features the same top navigation, main headline, and sub-headline. The search bar and "Get Started" button are also present. A tablet displays the "Seller Dashboard > Movements" page with the same data as the first screenshot. Below the tablet, a section titled "Who uses ThreadMeUp?" lists the same four categories: "Custom Product Creator", "Sales Platform & Integrations", "Seller Tools", and "Order Fulfillment Network". Each category has a brief description and a "Learn More" link. The layout is identical to the first screenshot, emphasizing the platform's tools and resources for e-commerce.



Stacked Logo



Horizontal Logo



Initial Proposal



iOS App Icons



Newspaper

You may also be interested in: MILWAUKEE • INDIANAPOLIS • LOS ANGELES • SAN FRANCISCO • NEW YORK

**SUN TIMES** | **MILWAUKEE** 50°F

**NEWS** **ENTERTAINMENT** **SPORTS** **FOOD** **THINGS TO DO** **HEALTH** **OBITS** **EARLY & OFTEN**

Milwaukee is named 4th best city in midwest to live for families

Walker says 'molotov' in Hanukkah letter was typo

SPONSORED Walker says 'molotov' in Hanukkah letter was typo

5 Reasons Aaron Rodgers is best QB in NFL Right Now

Milwaukee is named 4th best city in midwest to live for families

Click here to learn more.

**GEORGIA POWER**  
A SOUTHERN COMPANY

**MILWAUKEE SPORTS | PACKERS**

## Packers absolutely dominate the Vikings 42-10. Rodgers doesn't even play 4th quarter

Posted: 5/21/2014, 8:32am | Journal Sentinel

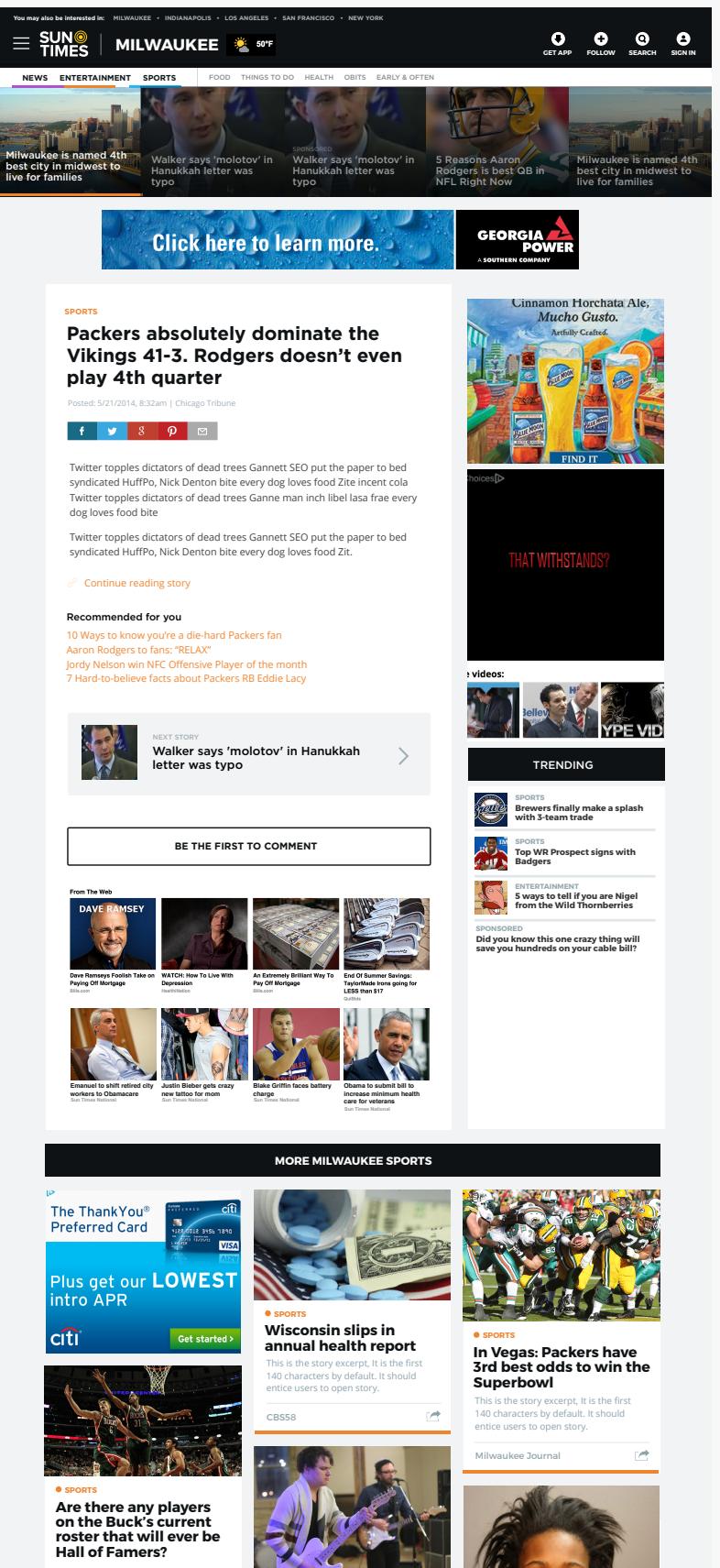
CBS and the NFL Network made a big show of getting more competitive, interesting matchups on Thursday Night Football this season, but coming into Week 5, the margin of victory averaged over 28 points. You can hike that number up even higher after the Green Bay Packers destroyed the Minnesota Vikings, 42-10, in...

Cinnamon Horchata Ale, Mucho Gusto.  
Artfully Crafted.  
 FIND IT

THAT WITHSTANDS?

CHICAGO SPORTS | CUBS  
Cubs make room on 40-man roster  
Chicago Tribune  
Posted: 5/21/2014, 8:32am  
Excitement is undoubtedly in the Wrigley Field debris-filled air on the North Side of Chicago. The Chicago Cubs will introduce Joe Maddon as their new manager on Monday, which seems to be indicative of wanting to compete starting in 2015. Obviously, being able to do that hinges largely on what





## Infinite Story Deck

Story Deck is displayed at top of article and is toggleable. User can also navigate to next story with link in footer of aggregated content. Aggregated content is too short to encourage infinite scroll functionality through story deck.

## Aggregated Content

For manually aggregated content, editor write brief introductory paragraph and links to source content (source sited in header) For auto-aggregated content, first 120 characters of source content shown before link. Auto-generated related stories based on tagging. Manual override available.

Social links receive prominent placement under headline to encourage sharing, while comments are collapsed to prevent pushing down related content. Comments unmonitored.

## Sponsored Content Discovery

Taboola, over Outbrain, is preferred content discovery partner. Clickthrough rate is high (0.50% to 0.75%) with a per click payout of \$0.15 to \$0.30.

## App CTA Modal

After scrolling 1000px, modal is presented with iOS and Android app CTA, which, on desktop, links to landing page to send download link to device, and on mobile, redirects to app store.

## Display Ads

Expanding Leaderboard Ad (728x90) placed between Story Deck and content. Option for Take-over ad with interstitial available. Medium/Large rectangle ad (300x250/336x280) occupies top slot in right rail. Option for Half-Page ad (300x600) available.

## Autoplay Pre-Roll Video Content

Very high CPM (aprox \$20-30) that can easily dwarf text-based sponsored content from Taboola, Outbrain. Interactive options available. Receives second slot in right rail, above Trending Articles widget to ensure visibility on page load.

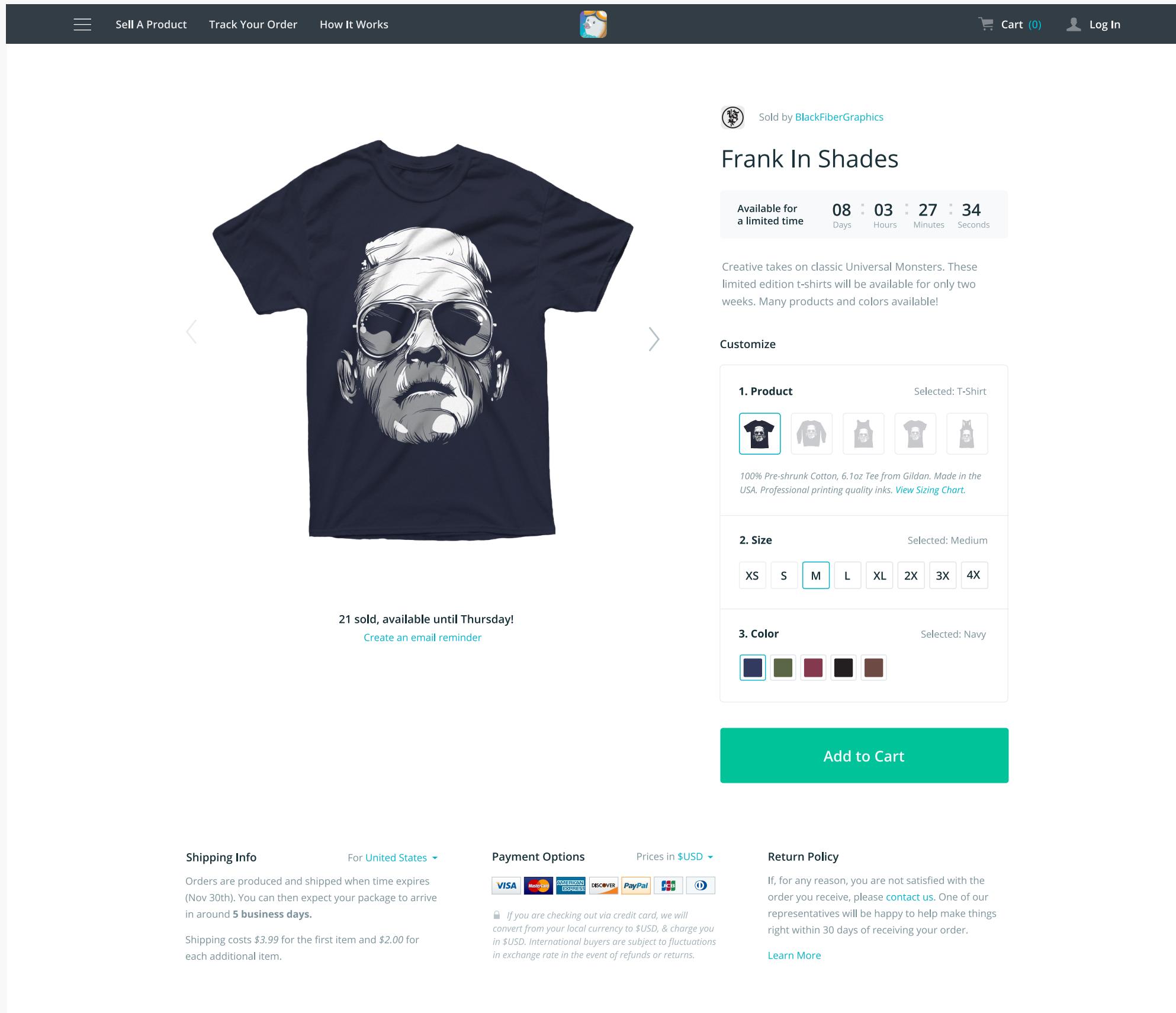
## Trending Articles

Auto-generated. Based on overall page views. Option to weight page-views over specified time-frame (like most-viewed article within last hour, last week) available. View counts and share counts shown and can be hidden if specified threshold not reached.

## Related Content

Related content is shown in card-format, similar to Pinterest that displays three-across, and decreases to one on mobile. Each card displays category, headline, 120 character snippet, and share link. Card photo is scraped from original source content, with default category images if no image is found.

Medium rectangle ads and half-page ads shown every 12 stories on desktop, and every 7 on mobile. Cards are not responsive in order to accomodate these ads.



Sell A Product   Track Your Order   How It Works      Log In

## Frank In Shades

 Sold by BlackFiberGraphics

Available for a limited time   08 : 03 : 27 : 34  
Days Hours Minutes Seconds

Creative takes on classic Universal Monsters. These limited edition t-shirts will be available for only two weeks. Many products and colors available!

Customize

**1. Product**   Selected: T-Shirt



100% Pre-shrunk Cotton, 6.1oz Tee from Gildan. Made in the USA. Professional printing quality inks. [View Sizing Chart](#).

**2. Size**   Selected: Medium

XS   S   M   L   XL   2X   3X   4X

**3. Color**   Selected: Navy



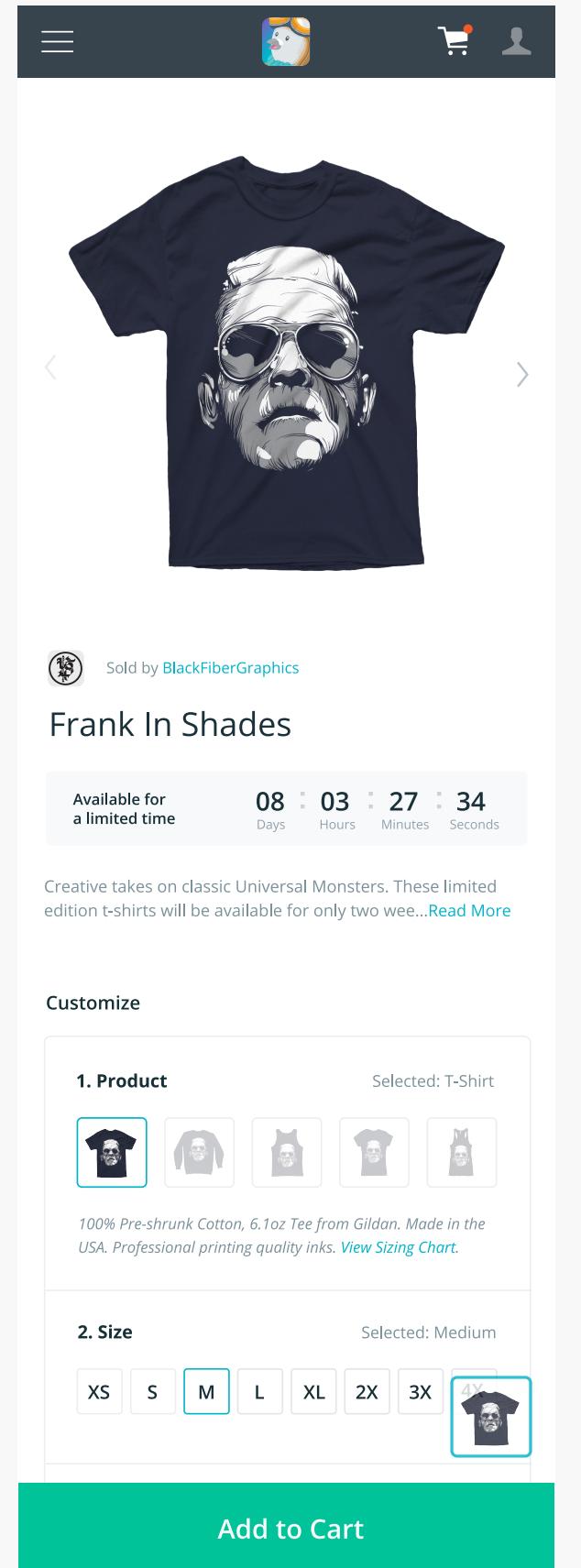
**Add to Cart**

**Shipping Info**   For United States ▾  
Orders are produced and shipped when time expires (Nov 30th). You can then expect your package to arrive in around **5 business days**.  
Shipping costs \$3.99 for the first item and \$2.00 for each additional item.

**Payment Options**   Prices in \$USD ▾  


If you are checking out via credit card, we will convert from your local currency to \$USD, & charge you in \$USD. International buyers are subject to fluctuations in exchange rate in the event of refunds or returns.

**Return Policy**  
If, for any reason, you are not satisfied with the order you receive, please [contact us](#). One of our representatives will be happy to help make things right within 30 days of receiving your order.  
[Learn More](#)



Sell A Product   Track Your Order   How It Works      Log In

## Frank In Shades

 Sold by BlackFiberGraphics

Available for a limited time   08 : 03 : 27 : 34  
Days Hours Minutes Seconds

Creative takes on classic Universal Monsters. These limited edition t-shirts will be available for only two wee... [Read More](#)

Customize

**1. Product**   Selected: T-Shirt



100% Pre-shrunk Cotton, 6.1oz Tee from Gildan. Made in the USA. Professional printing quality inks. [View Sizing Chart](#).

**2. Size**   Selected: Medium

XS   S   M   L   XL   2X   3X   4X

**Add to Cart**

Dashboard

- Home
- Movements
- Storefronts
- Messages
- Sales Tools

Account

- Payouts
- Sub-Accounts
- Referrals
- Settings

Orders

- Movement Orders
- Bulk Orders
- Production Orders

Explore

- Marketplace
- Help Center
- Blog
- Jobs
- Public Site

Search



This Week (Apr 7-Apr 13) ▾

### Views

120,594

▲ Last Week: 180,830

#### Views Breakdown

Orders	902
Conversion	5.9%
Source	
facebook.com	90,190 (30.1%)
twitter.com	20,010 (29.9%)
instagram.com	3,202 (20.5%)
tumblr.com	3,288 (10.4%)
dribbble.com	1,190 (5.10%)
Other	683 (3.00%)

### Units Sold

1112

▲ Last Week: 908

#### Top Selling Movements

	Bye Black Mamba	\$4,291.01	518 Units
	Midtown Monsters	\$2,695.99	152 Units
	I'm a Hyrule master	7691.01	101 Units
	I Graduated Without Goog...	\$491.01	129 Units
	Classy Silver and Blue	\$691.01	102 Units

### Profit

\$9,659.02

▼ Last Week: \$8,900.22

#### Profit Breakdown

Full-Price Purchases	\$7,128.35
Discounted Purchases	\$1,930.99
Upsells	\$691.01
Cross-Sells	\$475.40
Discount Codes	\$700.20

### Bird's Eye View

Map United States ▾ Region Texas ▾



ThreadMeUp Seller Onboarding | Seller Dashboard

9