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# PORTFOLIO 2021

## REBRAND PROJECT | CORNERSTONE SALES

**Project Summary:** Existing logo and brand identity did not align with the corporate message. Cornerstone Sales has 25 years industry experience and partner with brands in a rapidly changing Canadian marketplace. From launch to growth, and everything in between, Cornerstone specializes in sales and brand management for value based brands.

**Project Scope:** Complete rebranding of corporate identity. Create and implement visual identity and branding standards/guidelines. As this project had a smaller budget, the client requested for logo files in various formats, business card templates and splash page mock up design to send to their web developer.



## REBRAND PROJECT | ANGELA MORGAN & CO

**Project Summary:** Existing brand was in need of an update. Client originally wanted the entire logo to be circular and did not achieve her desired end result with the original design.

**Project Scope:** Updating of logo to align with the original vision for the overall brand. Update all marketing collateral and create a unified look.



ANGELA MORGAN  
& CO.



REBRANDING PROJECT | AGRIEASE AGRICULTURAL EQUIPMENT

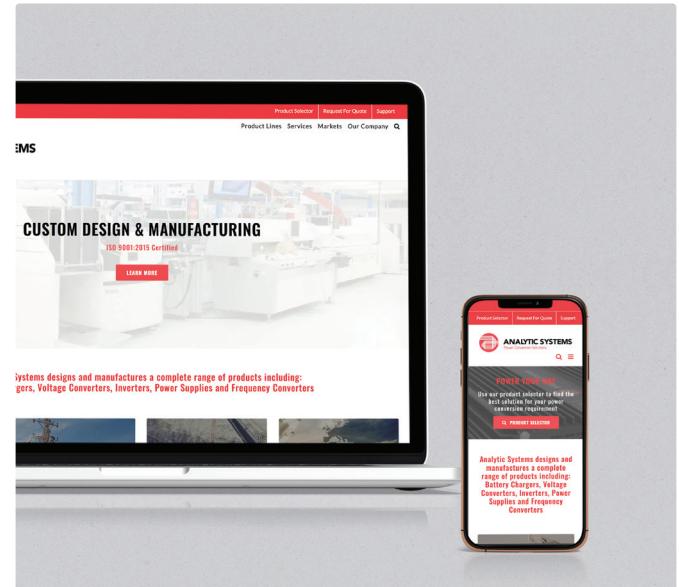
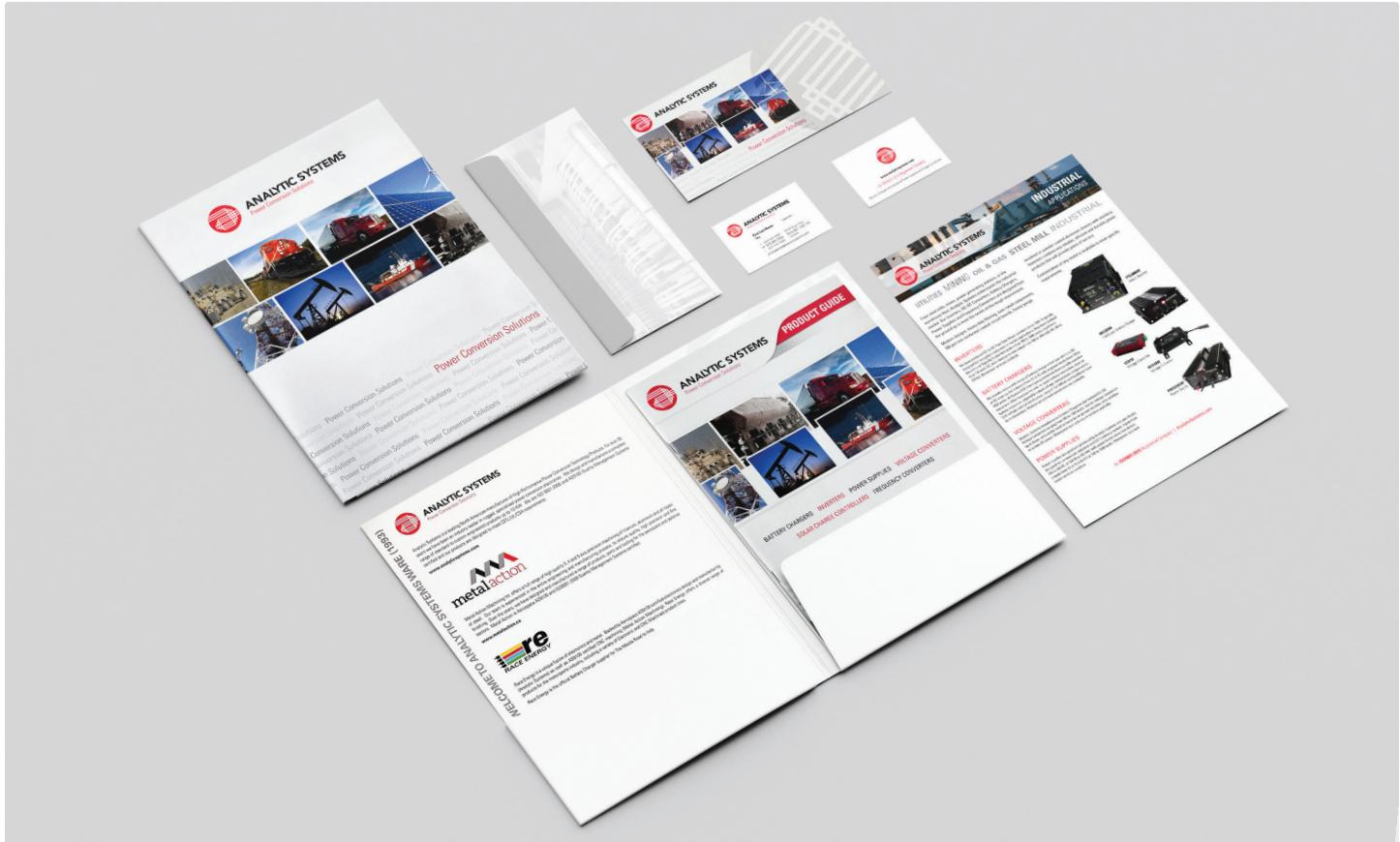
**Project Summary:** Existing brand did not align with brand standards of the affiliates within group of companies. End users were unaware of the affiliation between AgriEase and BE Group of Companies.

**Project Scope:** Complete rebrand of corporate identity. Create and implement visual identity and branding standards/guidelines. Redesign all packaging, box labels, manuals, catalogues, product decals, presentation templates and various other marketing collateral.



## BRANDING PROJECT | ANALYTIC SYSTEMS WARE

**Project Summary:** Update all of the marketing materials to align with new brand. In 2016, Analytic Systems had a significant website redesign and I collaborated the design process with the external web development agency.



LOGO DESIGN



## UX DESIGN | USABILITY TESTING REPORT

**Project Summary:** In this report, we looked at the usability of [saveonfoods.com](http://saveonfoods.com), the main website for Save On Foods. The usability of the website is a strong indicator of the success for the company. The website is a tool to increase sale campaigns and many other opportunities to increase sales and our client, Save On Foods, has hired us to investigate the cause for the low conversion rates on the site.

I designed the usability report using the existing branding in place for Save on Foods. The full report can be viewed on my website by clicking on [this link](#).

**Fair Dealing Statement:** This usability test report may contain copyrighted material the use of which has not been specifically authorized by the copyright owner. This usability test has helped me to promote my capabilities and advance my education specifically in the area relating to user experience (UX) research and includes our personal opinions, satire, criticism and review. We believe this constitutes a 'fair use/dealing' of any such copyrighted material.

**Usability Testing Report**  
[saveonfoods.com](http://saveonfoods.com) | November 2020

**Prepared by:**

- Jenny Escobell
- Skye Yeo
- Robin Abe
- Soom Jeong

**EXECUTIVE SUMMARY**

In this report, our team will look at the usability of [saveonfoods.com](http://saveonfoods.com), the main website for Save On Foods. The usability of the website is a strong indicator of the success for the company. The website is a tool to increase sale campaigns and many other opportunities to increase sales and our client, Save On Foods, has hired us to investigate the cause for the low conversion rates on the site.

The team of four test facilitators include Jenny Escobell, Sive Yeo, Robin Abe and Soom Jeong. We are all currently enrolled in the UX Design + Web Design Certificate program at BCT and the test and the report is for educational purposes only.

The usability test was conducted as follows:

1. Introduction
2. Pretest Questionnaire
3. Usability Tests
  - i. Preference Test
  - ii. Click Test
  - iii. Ten Second Test
4. Four tasks, including an immediate follow up question relating to the specific task completed
5. Post-Test Questionnaire

The test was conducted with four participants and each group member conducted this test in their home or via Zoom, due to COVID-19 restrictions. The participants were provided with instructions from the facilitator and asked to complete three tasks. During the test, the facilitator observed the participant's behavior and used this method, the facilitators are able to examine the current interface design and determine if the site consists of any specific pain points during the consumer journey. The participant's goals were to successfully complete each task in a timely manner and complete the three usability tests.

The participants chosen matched the ideal users for the website and already familiar with the Save On Foods stores and brand.

The ultimate goal for this usability test report is to discover areas to improve the website, which has currently missed opportunities or areas which need improvement to increase traffic to the website. This in turn will help the website achieve its goals of driving more sales and higher conversion rates.

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## MARKETING COLLATERAL

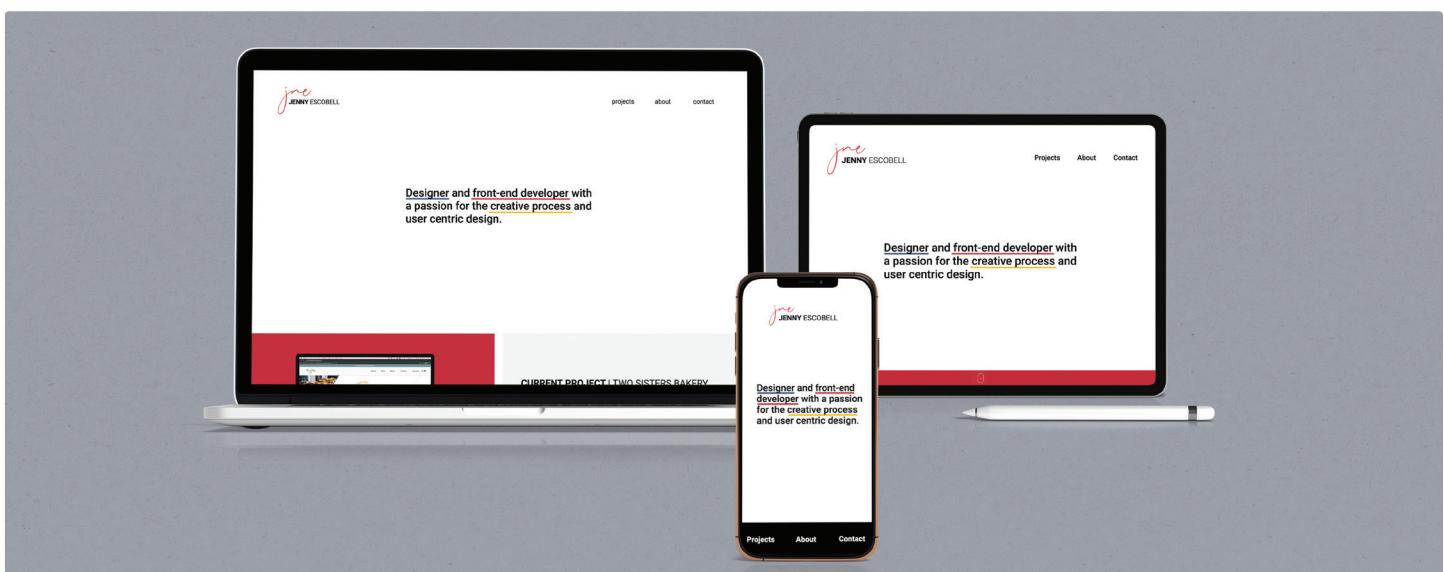
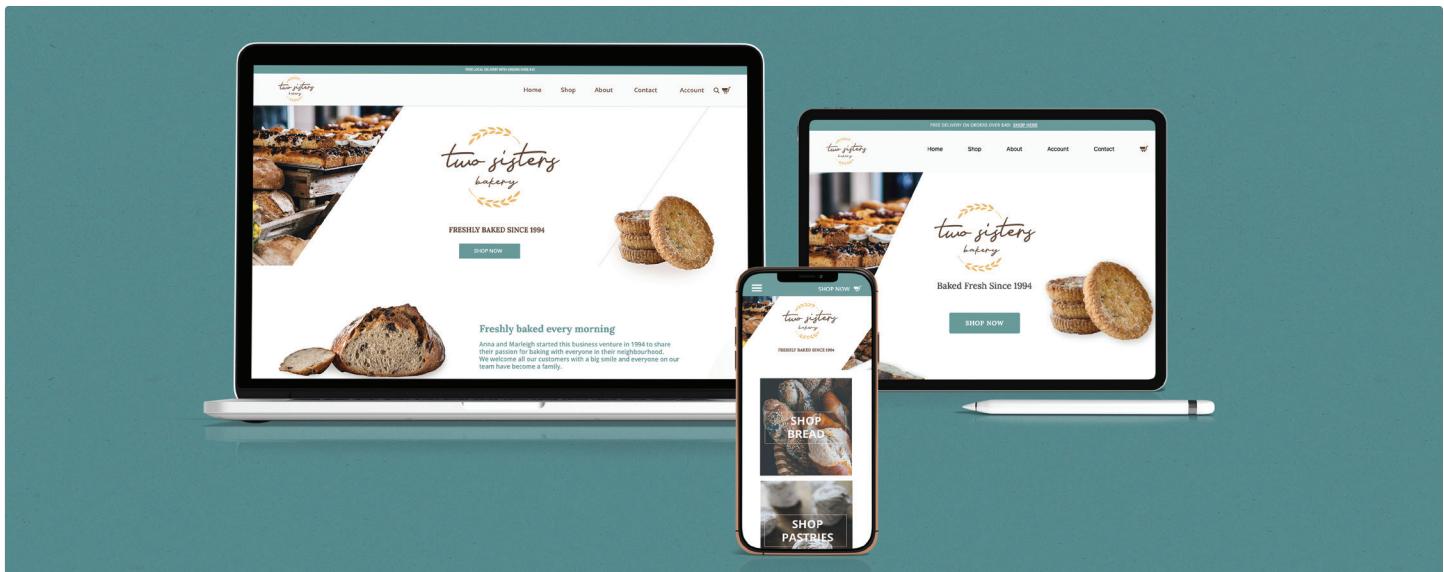
### CITY OF BURNABY



### SURREY LIBRARIES

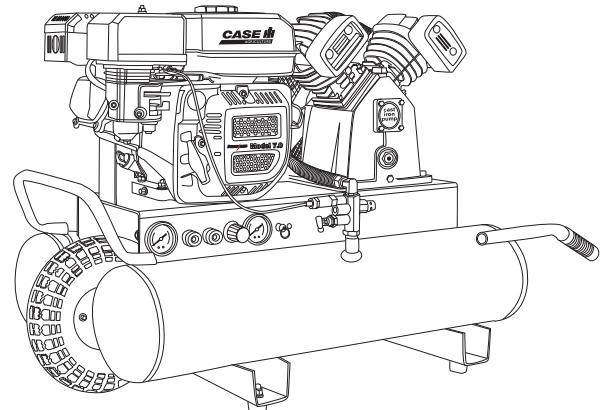
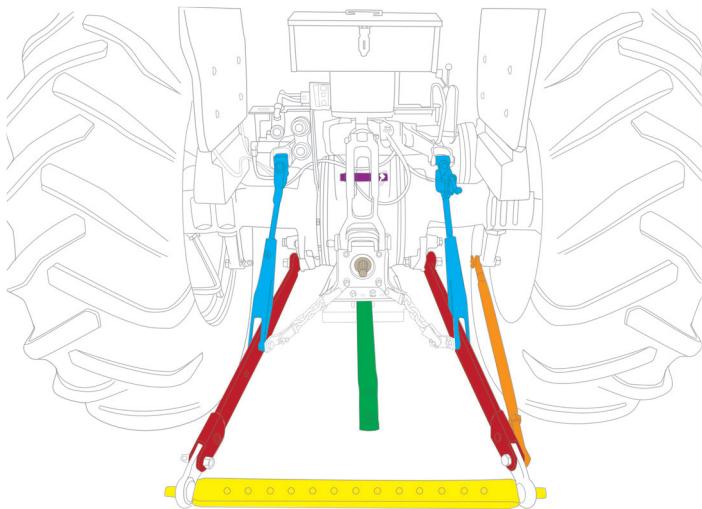


## HIGH FIDELITY WEBSITE MOCKUPS



## PRODUCTION

ADOBEB ILLUSTRATOR | LINE DRAWINGS TRACED FROM PHOTOGRAPH



ADOBEB PHOTOSHOP | CROP, REMOVE COMPONENTS AND CLEAN EQUIPMENT



## FRONT END WEB DEVELOPMENT

Please visit my online portfolio to view my Front End Web Development projects, including my GitHub links.

[jennyescobell.com](http://jennyescobell.com)

