

JOEL EBY

Creative Direction. Design. Digital. Branding. Products. Experiences.



**Design + creative strategy.
Big ideas + the art of the pitch.
Branding + product vision.
Mentorship + training.**

I geek out about building design cultures, and crafting amazing stuff with great people. The pages that follow show some of my favorite work, the result of nearly 2 decades leading incredibly talented creatives and developers.



I make
great ideas
happen
with good
people.

Rooted in the visual design discipline, I have an appreciation for every point within the creation process.

Great things happen when talented people work together under a unified creative vision.

Crystallizing that vision is what I love to do most.

BRAND HIGHLIGHTS

ESPN apps on Windows

I was the creative director for a multidiscipline team at POP, (my digital agency home for more than 15 years).

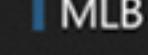
We were tasked with bringing ESPN to fans across the world in the brand's first and broadest global smartphone app.

We followed this up with a massive, new, singular sports app experience that combined every piece of ESPN's digital properties into one, beautiful native app experience on Windows.



browse all sports
latest from social

my sports +



MLB



NFL

my teams +



NEW YORK
Yankees



BOSTON
Red Sox



OAKLAND
Raiders

top scores the latest

LIVE

NBA

ESPN | 2ND QTR 10:49



Heat



Knicks

28

GOLF

FOX | 7th HOLE



R. McElroy

-12



J. Duffner

-10



K. Duke

-10



R. Knox

-8



G. Chalmers

-7

UPCOMING

NCAA

NBC | MAY 4, 5:30 PM

Rangers: Hamilton's 4-HR
game all 'ability'

Hollins backs off, says PG
Paul not flopping

Suggs after surgery: 'I'll be
returning soon'

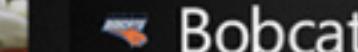
Ex-Viking Carter put
bounties on opponents

Hargrove 'disappointed' by
declaration leak

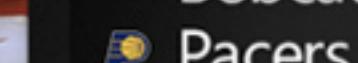
Miami will remain committed
to ACC AD

LIVE

2ND QTR 10:49



Bobcats



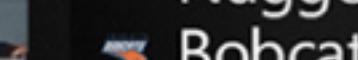
Pacers

UPCOMING

TUE APR 23, 7:00 EST



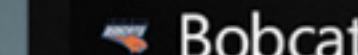
Nuggets



Bobcats

Raymond James Stadium - Tampa Bay, FL

FRI MAY 2, 7:05 EST



Bobcats

ESPN
CHARLOTTE
BOBCATS

statistics roster

Game



POINTS

Gerald Henderson, #15

15.1



REBOUNDS

Bismack Biyombo

15.1



ASSISTS

D.J. Agustin, #14

6.4



STEALS

Kemba Walker, #1

...

...

...

It's minimal. It's modern, and focused. A fresh look at the most respected brand in the world of sports.



A large collage of ESPN on Windows interface concepts. On the left, a football player in a Lions jersey is shown running with the ball. Next to him is a tablet displaying the "ESPN HIGHLIGHTS MAGAZINE" section with a football player's face. In the center, there's a large "ESPN" logo, a "NFL DRAFT 2012" graphic, and a basketball player. To the right, there are multiple windows showing MLB scores for Boston Red Sox vs Baltimore Orioles, Houston Astros vs New York Mets, and Texas Rangers vs Seattle Mariners. Below these windows is a basketball. In the bottom right corner, there's a green box for "the boot with gibson". The background features blurred images of athletes and sports equipment.

Visual language concept boards for ESPN on Windows

A visual language concept board for ESPN on Windows. It features the large "ESPN" logo at the top left. Below it is a basketball player in action. To the right is a smaller image of a hockey player. At the bottom right, there's a headline that reads "Natural Selection" with a subtext about NBA players. The overall design is clean and modern, reflecting the ESPN brand's focus on sports and technology.



This is a place where the up-to-the-moment stream of sports collides a new dimension of coverage. Where news meets opinion. Where scores mix with commentary. It's the full breadth of ESPN's worldwide reach and sports authority, along with the closeness and richness embodied by the Magazine. It's about convergence.

It's about sports, all up.
Lose yourself in it.

ESPN

convergence

ESPN highlights

FEATURED ARTICLE

Some teams are evaluating whether to buy or sell during the next 13 days, trying to decide whether to throw in their hand or increase their bet on 2012. But there are a handful of teams so deeply committed to winning this year that they figure to be among the most aggressive. teams between now and the 4 p.m. ET trade deadline July 31. Here are the top three clubs that figure to be most aggressive at the deadline.

MLB

SEA	7	CHW	1
KC	8	BOS	10

MLB

2ND QTR 10:49	Mariners	0
4TH QTR 3:21	Royals	6
Blue Jays	0	
Yankees	6	

Treading Water

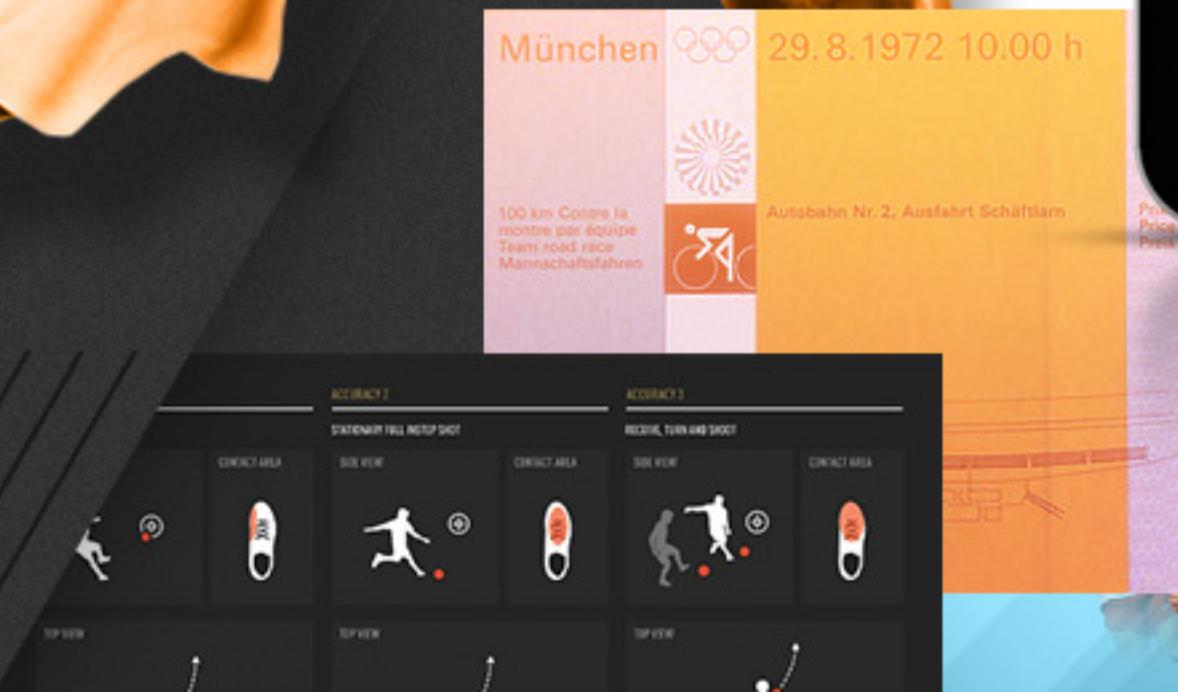
EXPERIENCE

unicef

forward motion

It's about simplicity. Weightlessness.

Responsiveness. It's an app that removes the clutter and pulls you forward. Into your content. Into your sports. It's minimal, it's modern, and focused. A fresh look at the most respected brand in the world of sports.



ESPN
myESPN



MLS 1st (0:22)
 CHIVAS USA 1
 TIMBERS 0
Home Depot Center, Los Angeles

MLB | FEB 14 4:00PM 1st
 PIRATES 32
 ORIOLES 16
Camden Yards– Regular Season



The ESPN native app on Windows





ESPN

THE LEAD



Working Hard for The Money

Kobe Bryant had 28 points and nine assists, but his Lakers couldn't turn the corner against Norris Cole and the Heat. Etiam justo dolor, fringilla non suscipit eu, dictum et ipsum. Cras vel eros est. Nam id ligula cursus nulla iaculis sceler

[Related: Stanford faces opposite opponent](#)

BREAKING NEWS

Additional information goes here, lorem ipsum dolor con quisto equilatinus sellus domus.



Big Night For

[Related: Will Brittney Griner...](#)



We Shouldn't

[Related: Stanford faces a...](#)

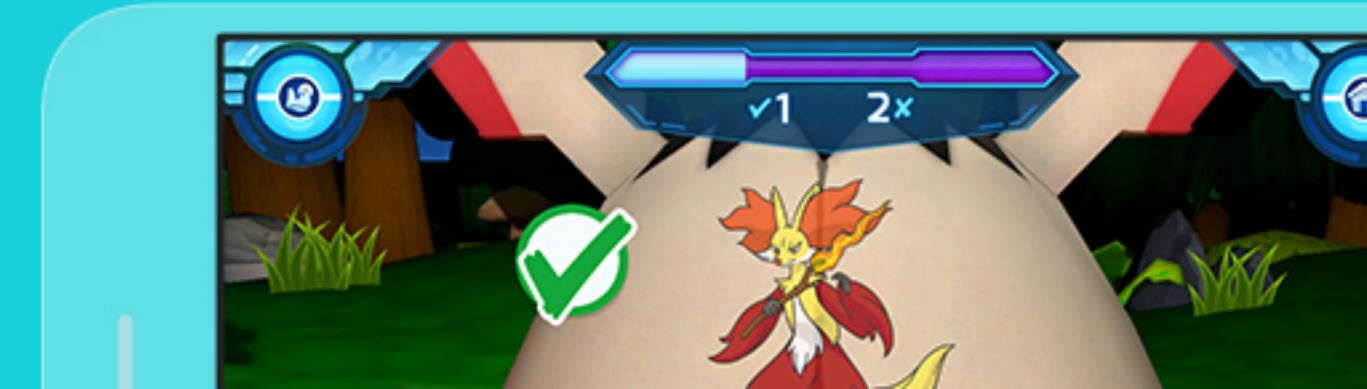
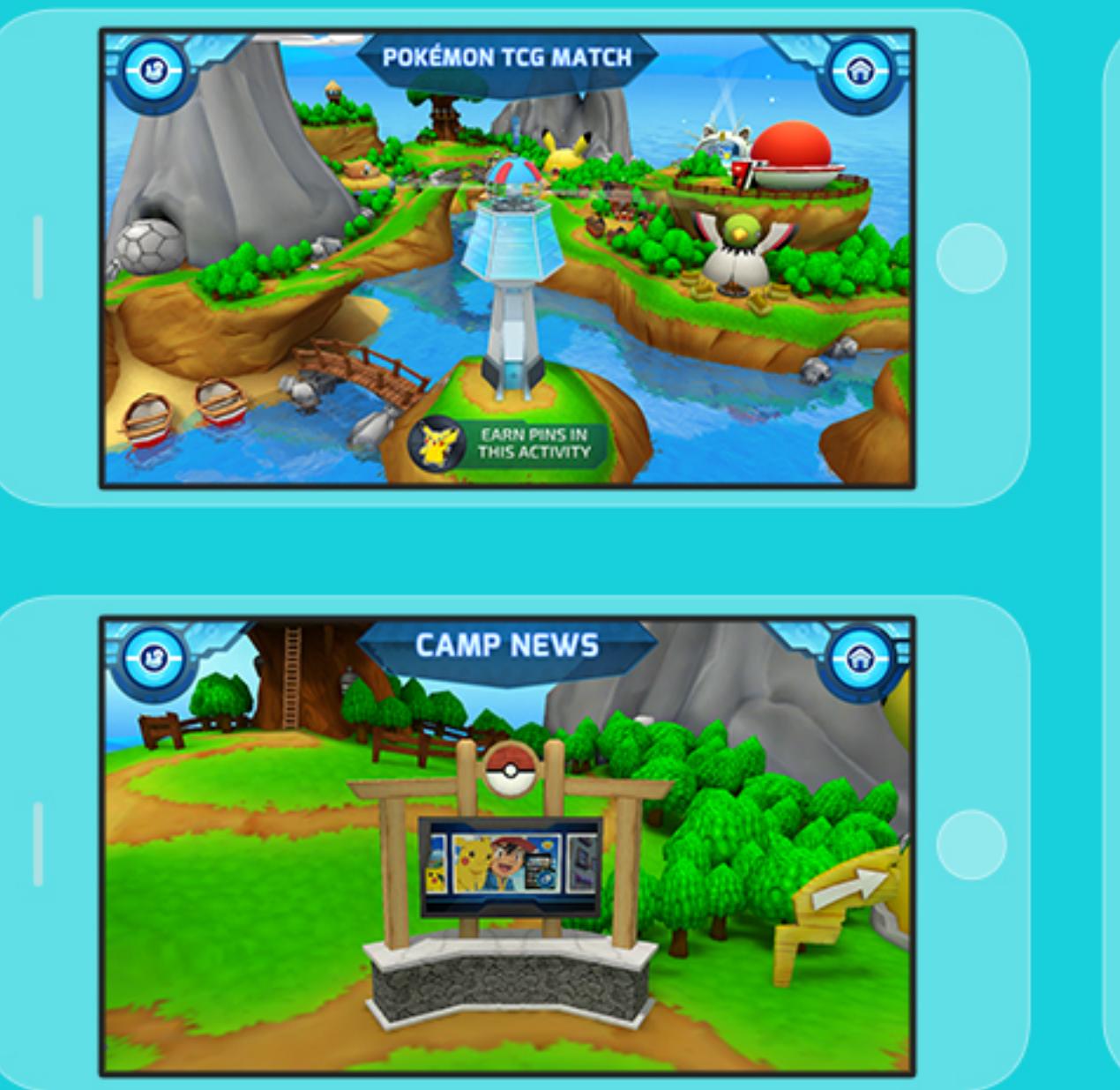
Camp Pokémon

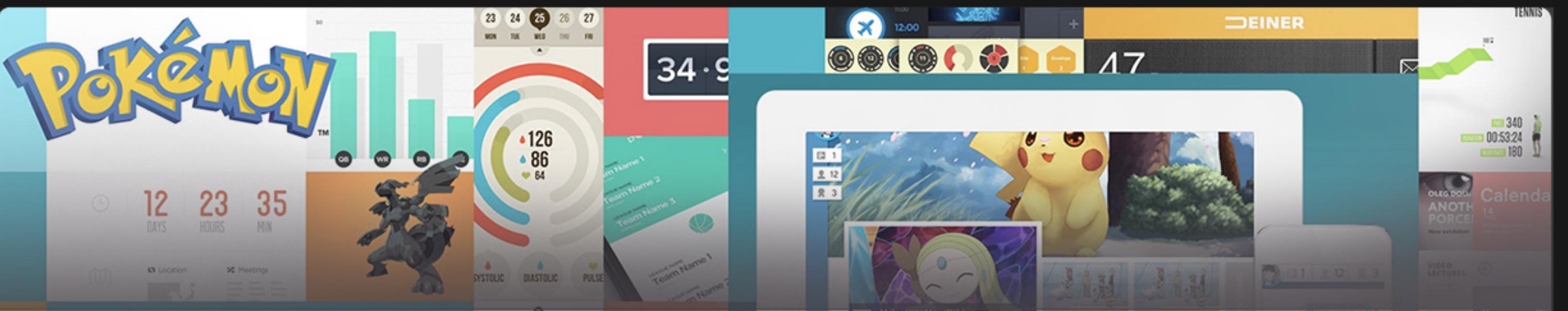
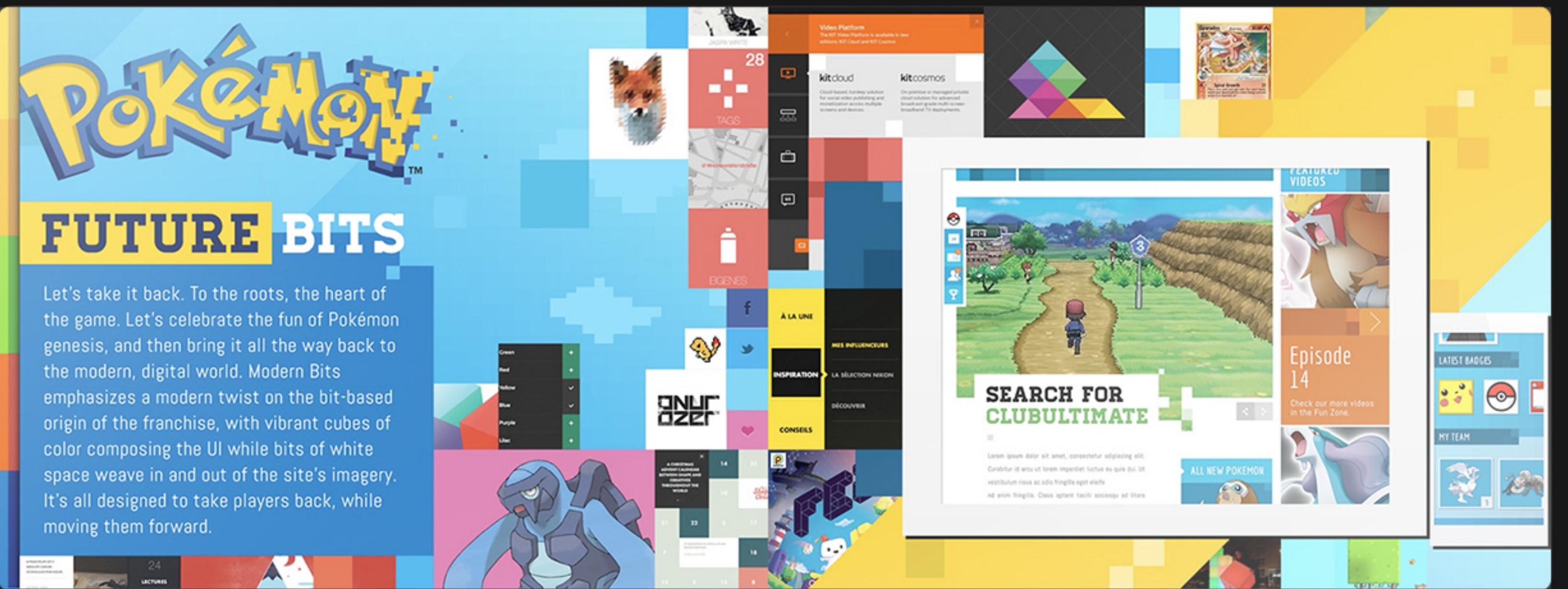
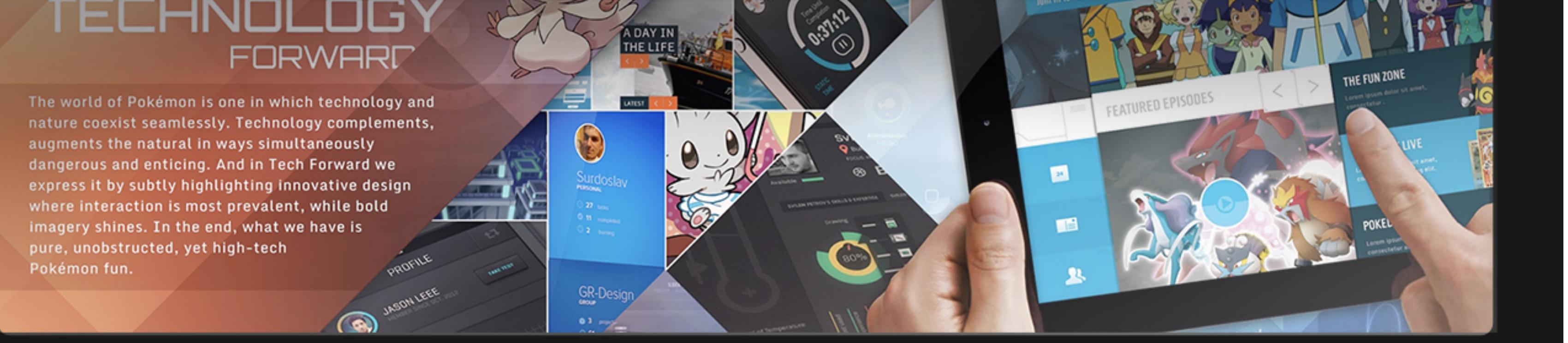
I have had the privilege to bring to life countless experiences for an incredible kids brand, Pokémon.

One of these, Camp Pokémon, is a brand new IP my team at POP created to fill a gap in Pokémon's product ecosystem: immerse young children in the ways of the Pokémon universe.

My role was creative director. My team was tasked with complete ideation, UX/design and development (in Unity). The app generated 2mm downloads its first 2 weeks.







Pokémon Portal Redesign

I've directed the redesign of the [Pokémon.com](https://www.pokemon.com) website for two digital generations.

The newest iteration (which is live today) was a massive effort to modernize: build a site that was a hub of amazing content across all brand pillars in a lightweight, responsive web redesign, and infuse it with the spirit of fun that its fans find synonymous with the Pokémon name.

Shown here are visual language boards I used to set the design process in motion.

The wireframe illustrates the responsive design of the Pokémon.com website, showing how the layout adapts to different screen sizes.

- Desktop View:** The top half shows the desktop version of the site. It features a navigation bar with icons for Home, Poké Ball, Poké Ball Plus, Trading Card Game, Video Games, and Attend Events. A sidebar on the left includes a user profile icon, a search icon, and other navigation links. The main content area highlights "Pokémon Bank" with images of Primal Groudon and Primal Kyogre, and a call to action: "Bring the Heat and Dive Deep with Primal Groudon and Primal Kyogre!". Below this are sections for "Bank on Three Awesome Pokémon!", "Need Help Playing in Hoenn?", "Play the Pokémon TCG Online!", "Visit the Pokémon Center!", and "Watch Pokémon TV!".
- Tablet View:** The middle section shows the tablet version. It has a similar header and sidebar. The main content area displays a large image of Ivysaur (#002) with its stats: #001, #002, and #003. Below the image are sections for "Type" (Grass, Poison), "Weaknesses" (Fire, Flying, Ice, Psychic), and a descriptive text: "There is a bud on this Pokémon's back. To support its weight, Ivysaur's legs and trunk grow thick and strong. If it starts spending".
- Mobile View:** The bottom section shows the mobile version. It features a simplified header with "Explore Pokémon", "Watch Pokémon TV", "Play Games", "Trading Card Game", "Video Games", and "Attend Events". The main content area includes a "Pokémon Art Academy Competition" banner, a "Let the Clash Begin!" section, a "What's New This Week" section with cards for "Mega Sableye Sparkles on Pokémon TV!", "Enter Your Art in the Pokémon Art Academy Competition!", and "Download Pokémon Shuffle Today!", and a "View All News" section.

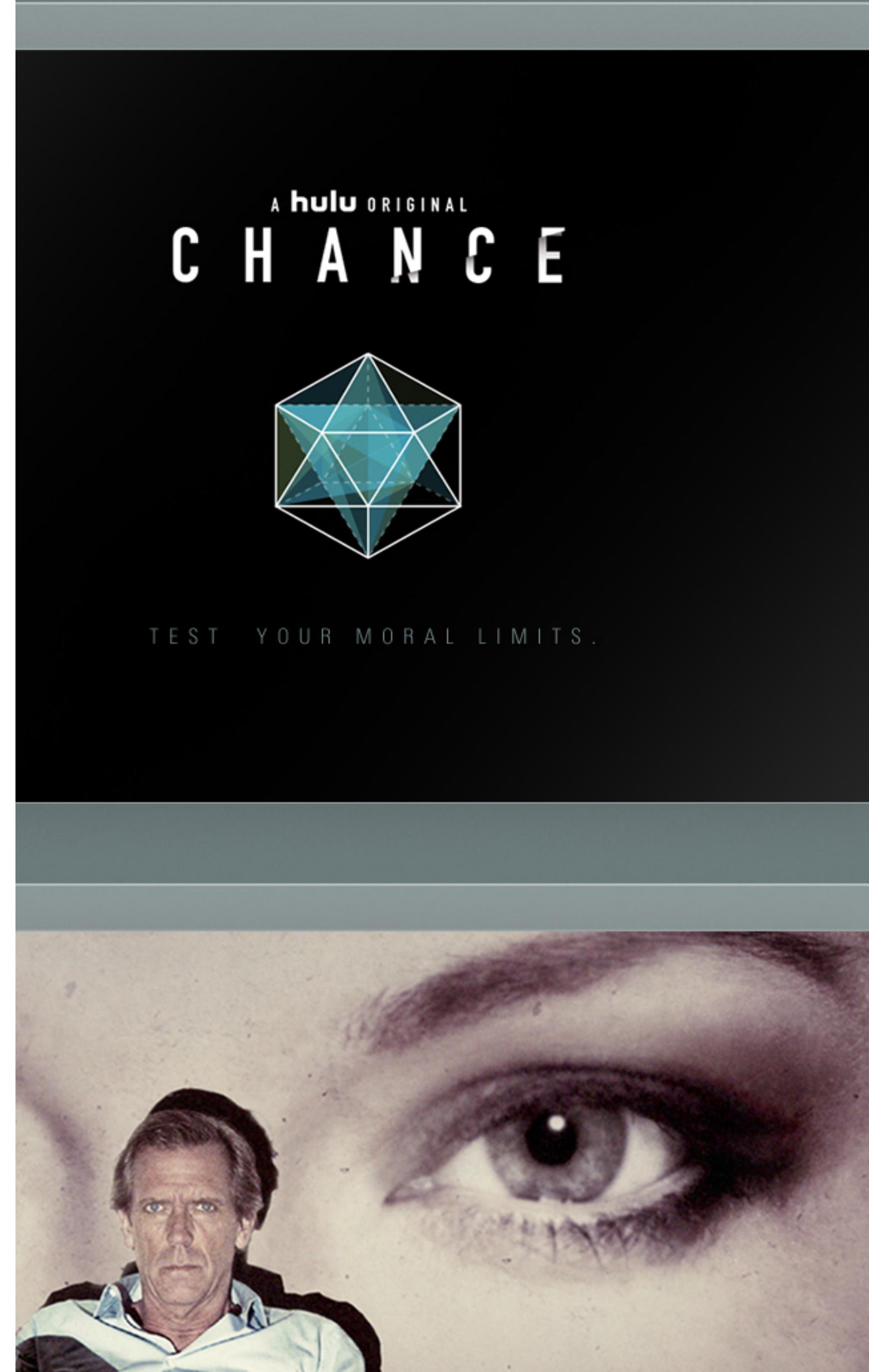
Hulu Chatbots + Social Media campaigns

Artificial intelligence in a creative campaign.

I led a team to turn Hugh Laurie's "Chance" character - a Hulu original - into a Facebook Messenger bot.

We worked with show runners to develop an interactive storyline in the voice of the show's character.

For 10 weeks, fans of the show talked to Chance about the moral dilemmas posed by the series. It was TV, gamified.





THE CAVE DILEMMA **QUESTION 1 of 5**

Is it morally acceptable to use the explosives to dislodge the rock around Mustafa, possibly killing your friend but saving yourself?

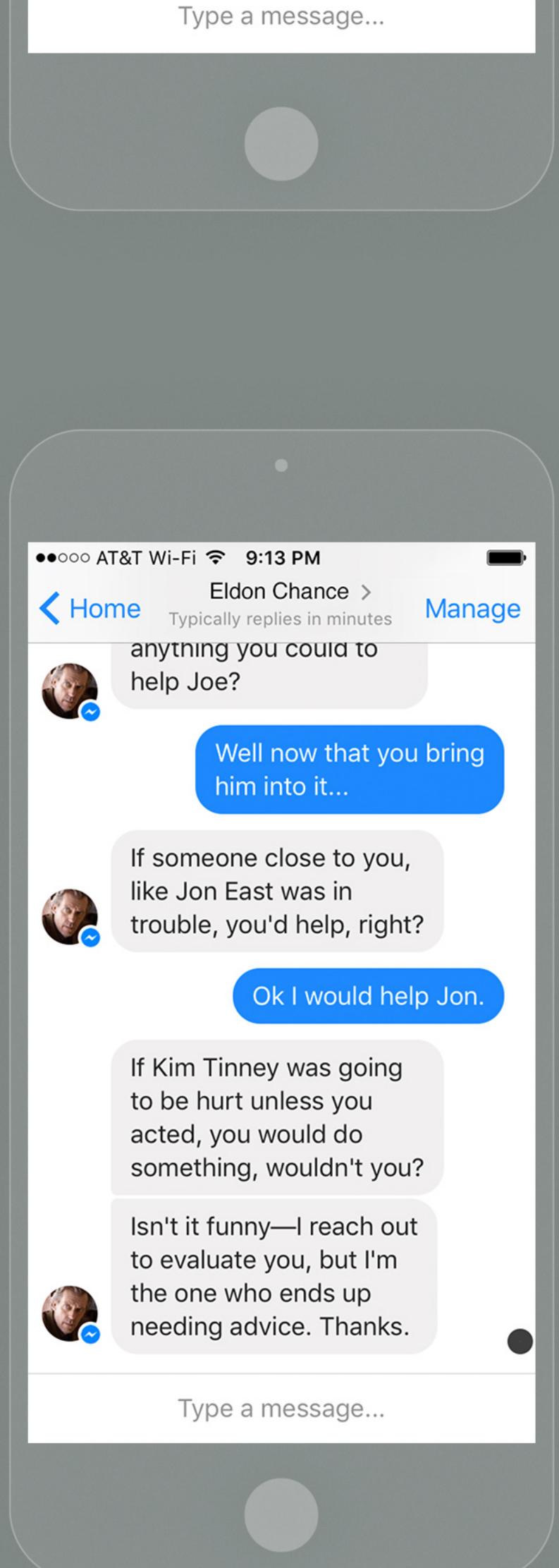
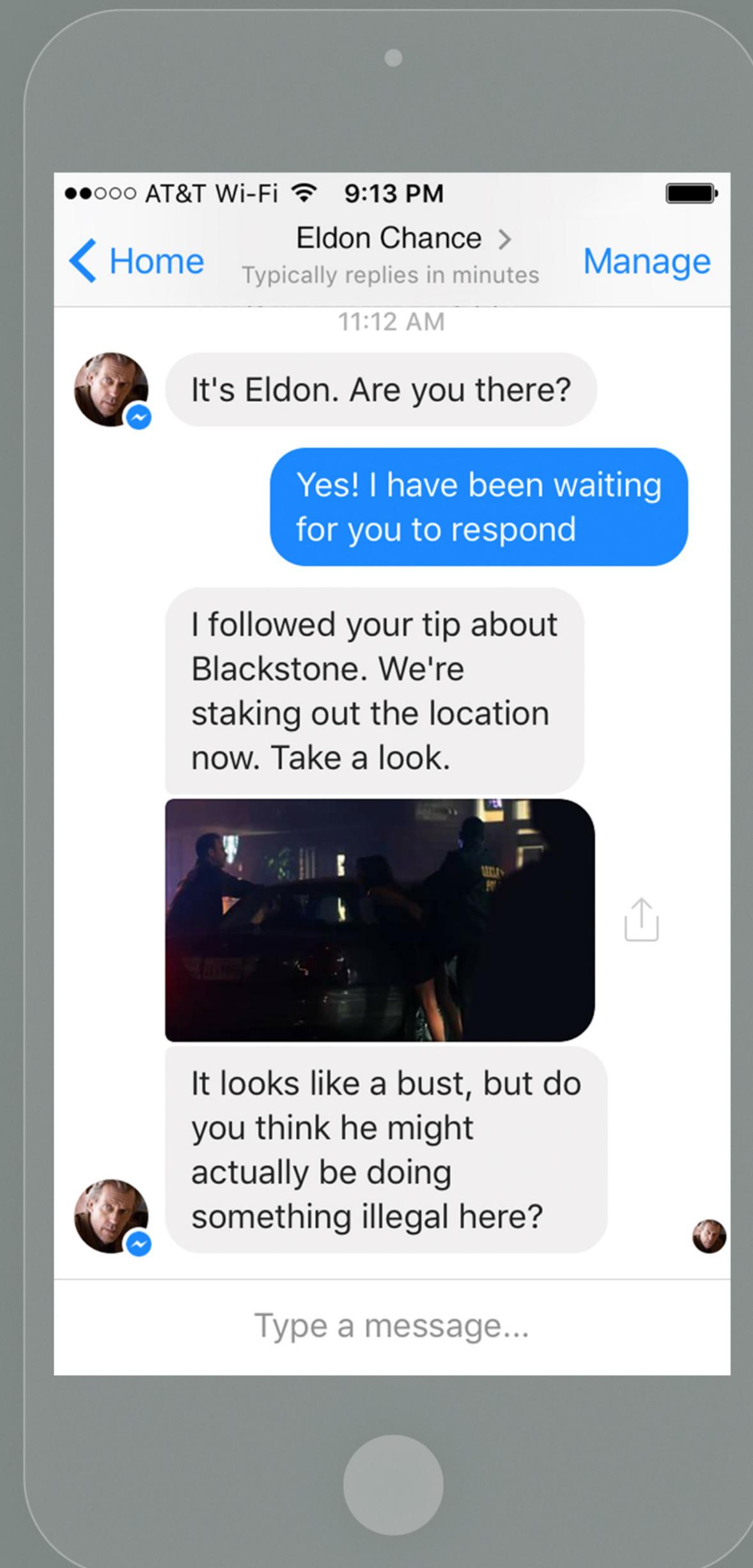
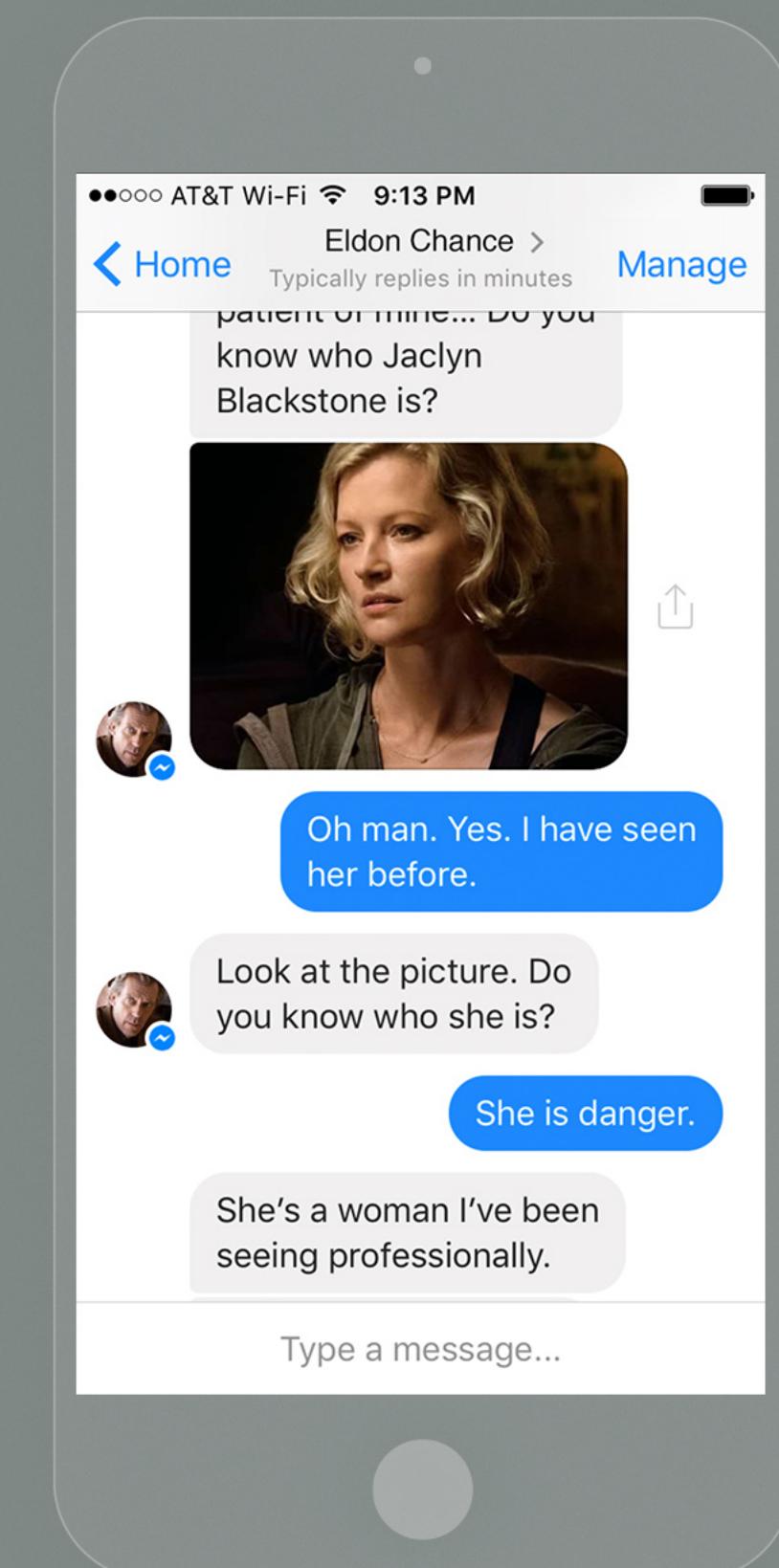
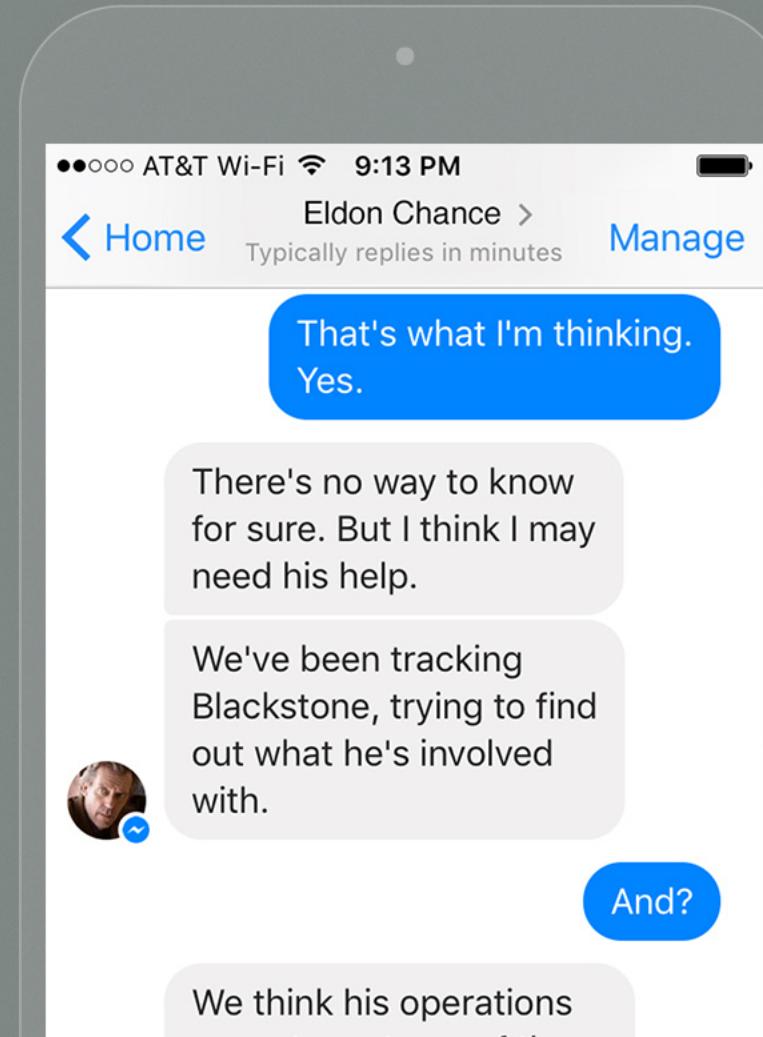
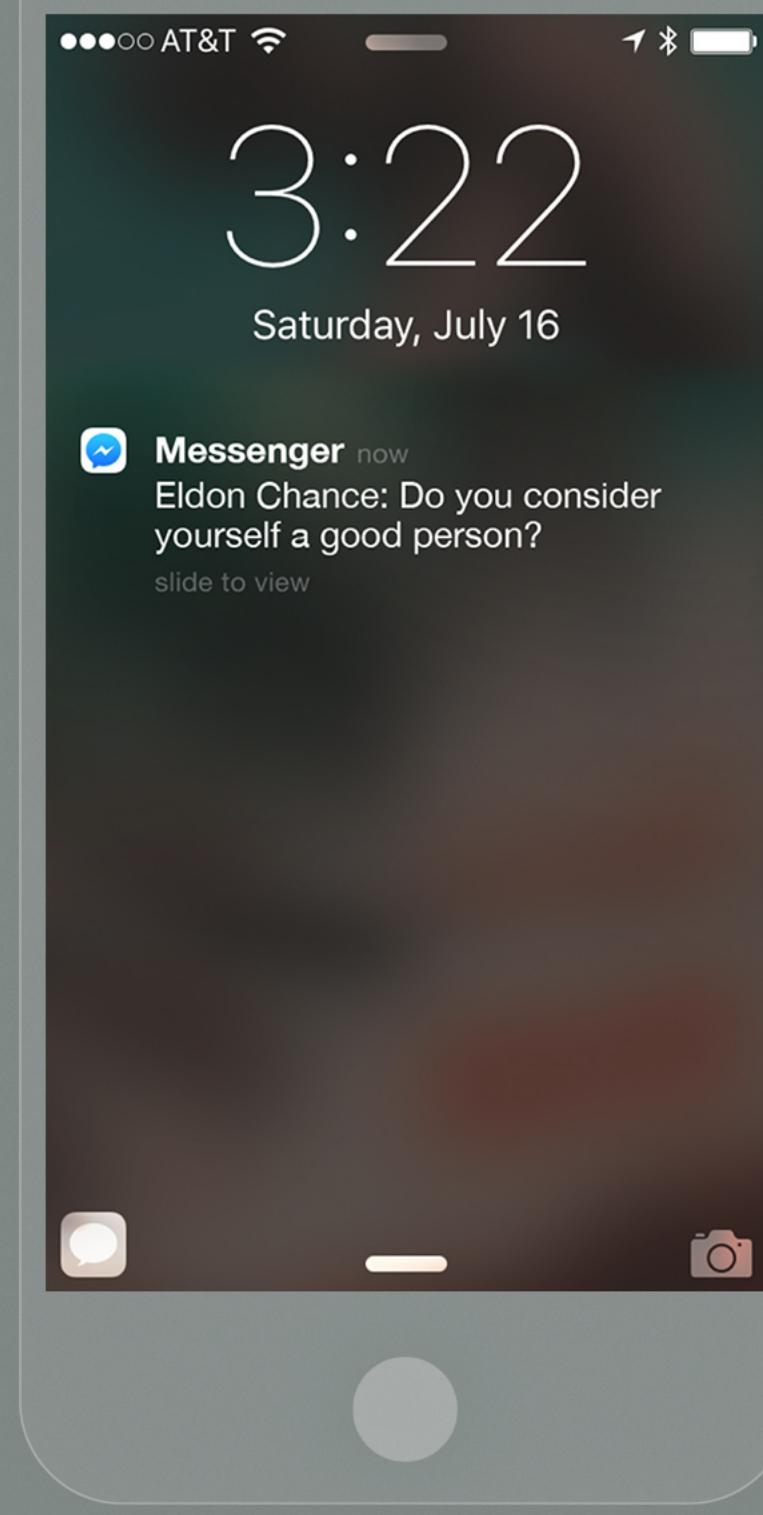
YES NO

MORAL COMPASS

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CHANCE | hulu

Chance on Hulu: Moral dilemma experience



Hugh Laurie as Chance, recreated as a chatbot

Chance

A **hulu ORIGINAL**

Chance @ChanceOnHulu

Home Posts Videos Photos About Likes Create a Page

Status **Photo/Video**

Write something on this Page...

Posts

Chance January 4 ·

You're a lot closer to the cliff than you realize. All of Season 1 is now streaming on Hulu.

CHANCE | hulu

English (US) · Español · Português (Brasil) · Français (France) · Deutsch

Privacy Chat (23)

Chance December 13, 2016 ·

It's a whole new day, my brother. The entire season of Chance is now streaming.

184K Views

Community

Invite your friends to like this Page
165,166 people like this
164,802 people follow this
Kim Tinney and 8 other friends like this

About

Send Message www.hulu.com [TV Show](#)

Pages liked by this Page

- Hugh Laurie Like
- hulu** Like
- The Handmaid's Tale Like

@ChanceOnHulu

Home Posts Videos Photos About Likes Create a Page

Pages liked by this Page

- Hugh Laurie Like
- hulu** Like
- The Handmaid's Tale Like

2 DAYS

CHANCE | hulu

1.2K Views

Like **Comment** **Share**

131 Top Comments

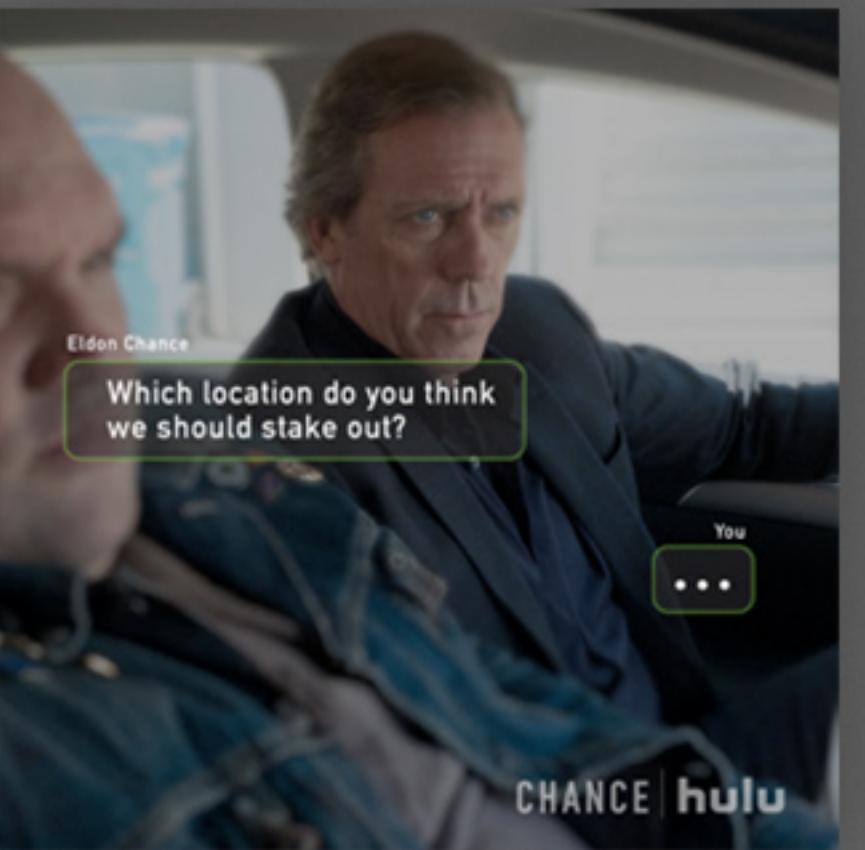
1 share

Write a comment...

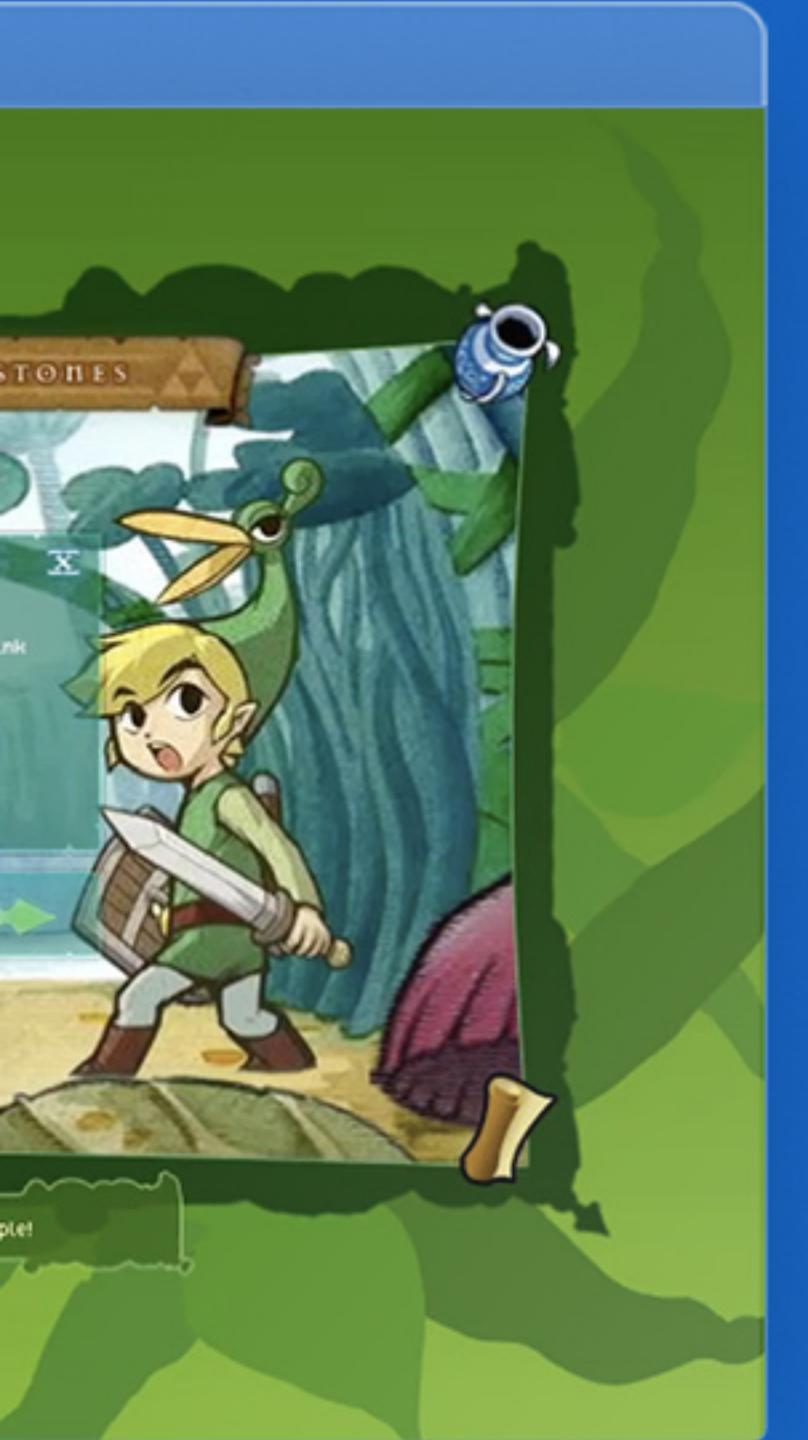
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Social media motion/still content packs



Social media motion/still content packs



A promotional image for Super Mario Maker 3DS. It features Mario wearing a yellow hard hat with a red "M" on it, working on a 3D level made of blocks. He is holding a spray can. The text "DREAM. DESIGN. SHARE." is prominently displayed in large white letters. Below it, there is a paragraph of text: "Make the Super Mario course of your dreams! Want your cannons to shoot coins? Go for it! In this game, you call the shots, and simple touch-screen controls and interactive tutorials make designing courses a snap. Learn design tips and tricks from Mary O. and Yamamura, then share your masterpieces via the StreetPass™ feature and local wireless." At the bottom left, it says "scroll for more".

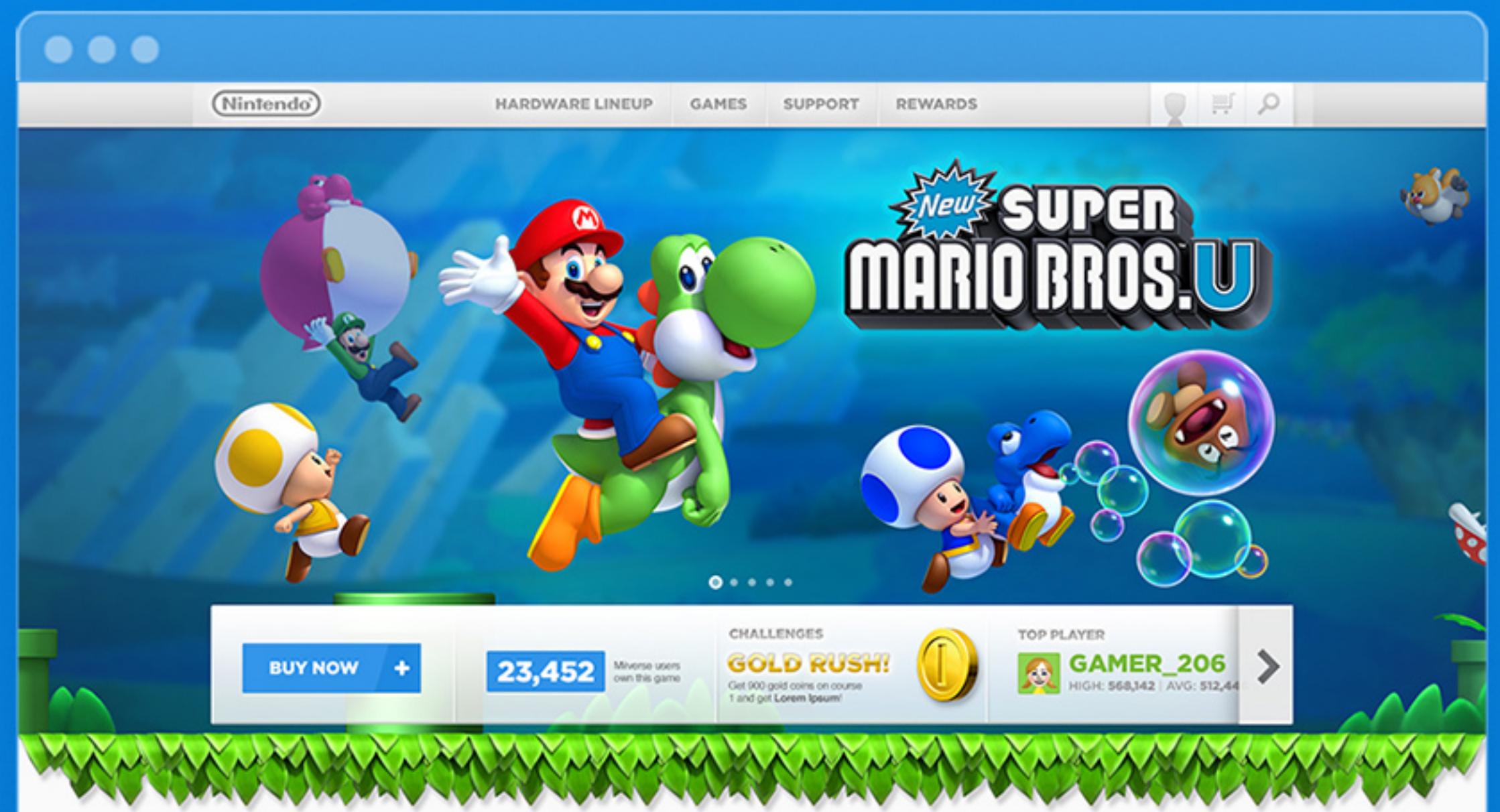
Mario.
Zelda.
Metroid.
Metroid.
Pikachu.
Nintendo.

Perhaps my first account ever while working at POP, I've created countless marketing experiences and have built multiple generations of creative teams dedicated to making great stuff for the Mushroom Kingdom. I don't think there's a Nintendo franchise I have not touched over the years.

I've hidden a couple timeless classics in the pages ahead...



Concepts for Nintendo Network-powered microsites



This screenshot shows the "GAMER_206 SPOTLIGHT" section of the website. It includes a "RECOMMENDED FOR YOU" section featuring "MASS EFFECT 3" with a quote from the player. Below it is a "SUGGESTED FRIEND" section for "Maria 83" with a career score of 62,714. There is also a "NEW DLC FOR YOUR GAMES" section showing a "New Koopa Kart Available" for Mario Kart 8. The bottom part of the screenshot shows a "TRENDING NOW IN YOUR NETWORK" section for "PIKMIN 3", including a quote from the player and a map showing where the game is being played.

This screenshot shows the game page for "ASSASSIN'S CREED III" on the Wii U platform. The top half features a large image of Connor Kenway in action. Below the image is the title "ASSASSIN'S CREED III (25Gb)". There are social sharing icons for Twitter, Facebook, Google+, and Pinterest. The page also includes a "PLAY THIS GAME" button, "VIEW SITE" button, and a "FOLLOW" button. A message at the bottom encourages users to join their friends in playing the game.

We think you're going to love this one! Looks like
your friends and already do!

This detailed view of the game page for "ASSASSIN'S CREED III" on the Wii U shows the following information:

- DETAILS:** Includes the game cover art, a "ADD TO CART" button, a "DOWNLOAD DEMO" button, and a "VIEW RETAILERS" button.
- GAMER ACTIVITY:** States that 75% of friends are playing but only 12% have gotten past the first stage. A "JOIN IN" button is available.
- Multiplayer:** Shows "PLAYING RIGHT NOW: 42K+" and a world map indicating active players.
- MOST ACTIVE MODES:** Lists "Death Match" (52%), "Wolf Pack" (24%), and "Domination" (17%).
- MOST ACTIVE MAP:** Shows "Boston Harbor" with a note that it currently has 4,000+ active players.
- TOP CHARACTER:** Shows "The Bear" with a note that it has 14MM assassinations and counting.

This continuation of the game page for "ASSASSIN'S CREED III" includes the following sections:

- GAME OVERVIEW:** Describes the setting as "The America Colonies, 1775" and the plot as "A brave young warrior fights to save his homeland. But what begins as a struggle over territory turns into an extraordinary journey that will transform him into a Master Assassin."
- KEY FEATURES:** Shows a small image of a character in a colonial setting.



Microsite for New Super Mario Bros.



Legend of Zelda microsite



Holiday Gift Guide

Games **Systems** **Featured this season** **Deals** **Accessories**

Top Picks

Mario Kart 8 **Super Smash Bros.** **Pokémon** **amiibo** **Bundles** **Wii U** **Nintend**

Top Picks

Fill the holidays with friends, fun, and great games from Nintendo!

Mario Kart 8
Feel the rush as your kart rockets across the ceiling!
\$59.99 MSRP*

Super Smash Bros. for Wii U
A smashing good time.
\$59.99 MSRP*

Super Smash Bros. for Nintendo 3DS
A smash in the hand.
\$39.99 MSRP*

Wish list 1

Wish list

Ready to share your Wishlist?

SHARE IT ON FACEBOOK!

PRINT IT!

EMAIL IT!

Enter your info and send an email to your friends and family.

Mario Kart 8 \$59.99 MSRP* **Super Smash Bros. for Wii U** \$59.99 MSRP* **Wii U Pro Controller** \$49.99 MSRP*

Pokémon Alpha Sapphire \$139.99 MSRP* **Add more items!**

Mario Kart 8 \$59.99 MSRP* **Super Mario 3D World** \$59.99 MSRP* **Wii Wheel for Mario Kart 8** \$9.99 MSRP*

Super Smash Bros. for 3DS \$59.99 MSRP* **Wii Wheel for Mario Kart 8** \$9.99 MSRP* **Mario** \$12.99 MSRP*

Wish list 4

Mario Kart 8
\$59.99 MSRP*

IN YOUR WISHLIST

FIND A RETAILER

BUY DIGITAL

VISIT OFFICIAL SITE >

Race upside-down and along walls on anti-gravity tracks in the most action-fueled Mario Kart™ game yet! Take on racers across the globe and share videos of your greatest moments via Mario Kart TV.

Mario Kart 8
\$59.99 MSRP*

IN YOUR WISHLIST

FIND A RETAILER

BUY DIGITAL

Nintendo Gift Guide experience

Digital vision for Major League Soccer

On the backs of the fresh new MLS rebrand, the team at POP was asked to rethink the league's visual language and user journeys on all native platforms.

I led the design and UX teams to create a fresh new look and feature set which was anchored in the new brand, but which could stretch to encase any local club brand — just like their new logo system.

SCHEDULE SCORES

TORONTO FC MATCH

VANCOUVER WHITECAPS FC

May 10, 2016 | 4:30PM ET
BMO FIELD, BMO BROADCAST | TSN2

[BUY TICKETS >](#)

SEA AT TOR

FIELD, BMO BROADCAST | TSN2

[BUY TICKETS >](#)

COL AT COL

SPORTING GOODS PARK BROADCAST | TSN2

[BUY TICKETS >](#)

MATCH TICKET

TORONTO FC vs VAN

May 14, 2016 7:30PM ET
BMO FIELD, BMO

SECTION 102 | ROW 9 | SEATS 14/15 | PRICE \$160.00

174321903362

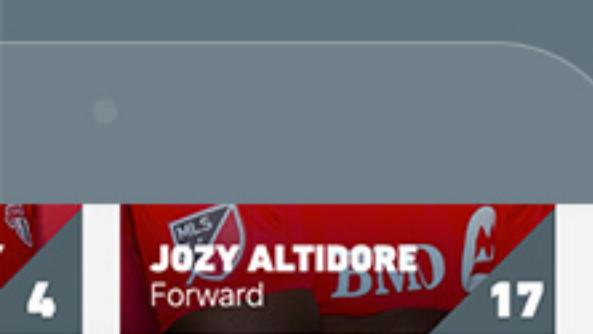
[MATCH PREVIEW >](#) [TFC SHOP >](#)

LATEST NEWS

Jozy's Back: What a Healthy Altidore Can Bring to Toronto FC's Attack

Toronto FC Squeak Out Draw with Revolution

Preview: Toronto FC vs New England Revolution



NEWS
SCHEDULE
ROSTER
TICKETS
TFC SHOP
NOTIFICATIONS
MLS LIVE

f @ i v

TFC SHOP

FEATURED ITEM OF THE MATCH
Toronto FC Adidas All For One Scarf
\$29.99
ADD TO CART >

LATEST NEWS

UPCOMING MATCHES
SEA AT TOR TOR May 17, 2015 TICKETS >

MLS MATCH PREVIEW
VAN AT TOR
May 14, 2016 7:30PM ET
BMO Field | Toronto, ON
FOX Sports 1 | TSN4
BUY TICKETS > FULL SCHEDULE

SECTION 102 ROW 9 SEATS 14/15

174321903362

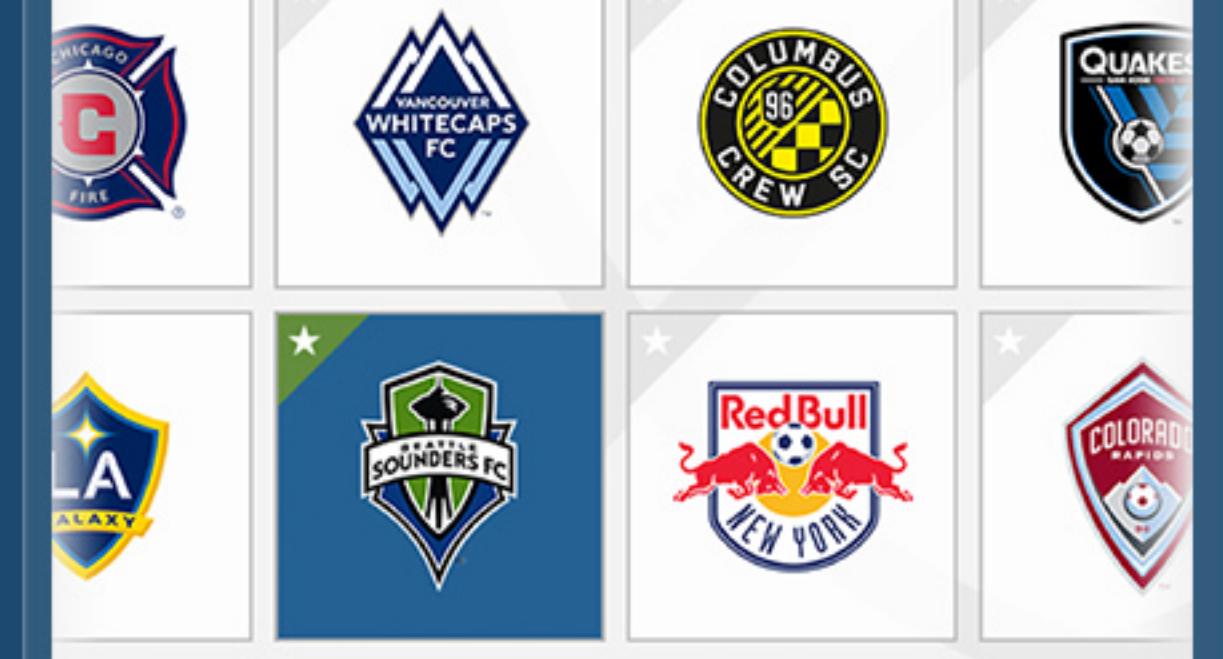
MATCH PREVIEW > TFC

SECTION 102 ROW 9

ONE-CLICK PURCHASE

TOP SCORERS

We're saving two tickets for tonight. Get them before



SKIP THIS STEP

 MLS

CHOOSE YOUR CLUB

It looks like you live in the Seattle area. Want to make the Seattle Sounders FC your team?

YES, GO SOUNDERS!

OR CHOOSE ANOTHER CLUB

CHAMPIONS LEAGUE

HERE'S HOW THE SOUNDERS CAN CLINCH CASCADIA

UPCOMING MATCHES

SEA  vs  VAN	HOU 
Sun, Oct 4, 2015 6:30PM PT	Sat, Oct 10, 2015

LATEST NEWS

A chance at the Cascadia Cup awaits the Sounders

Seattle Sounders FC can clinch Cascadia Cup

GET YOUR SOUNDERS FC GEAR

CLUB ROSTER

XBOX

NEWS

SCHEDULE

ROSTER

MLS LIVE

MATCH PASS

NOTIFICATIONS

LATEST NEWS

Sounders control own destiny heading into final SCCL Group Stage match

09/28/2015

A chance at the Cascadia Cup awaits the Sounders

09/12/2015

Seattle Sounders clinch Cascadia

09/05/2015

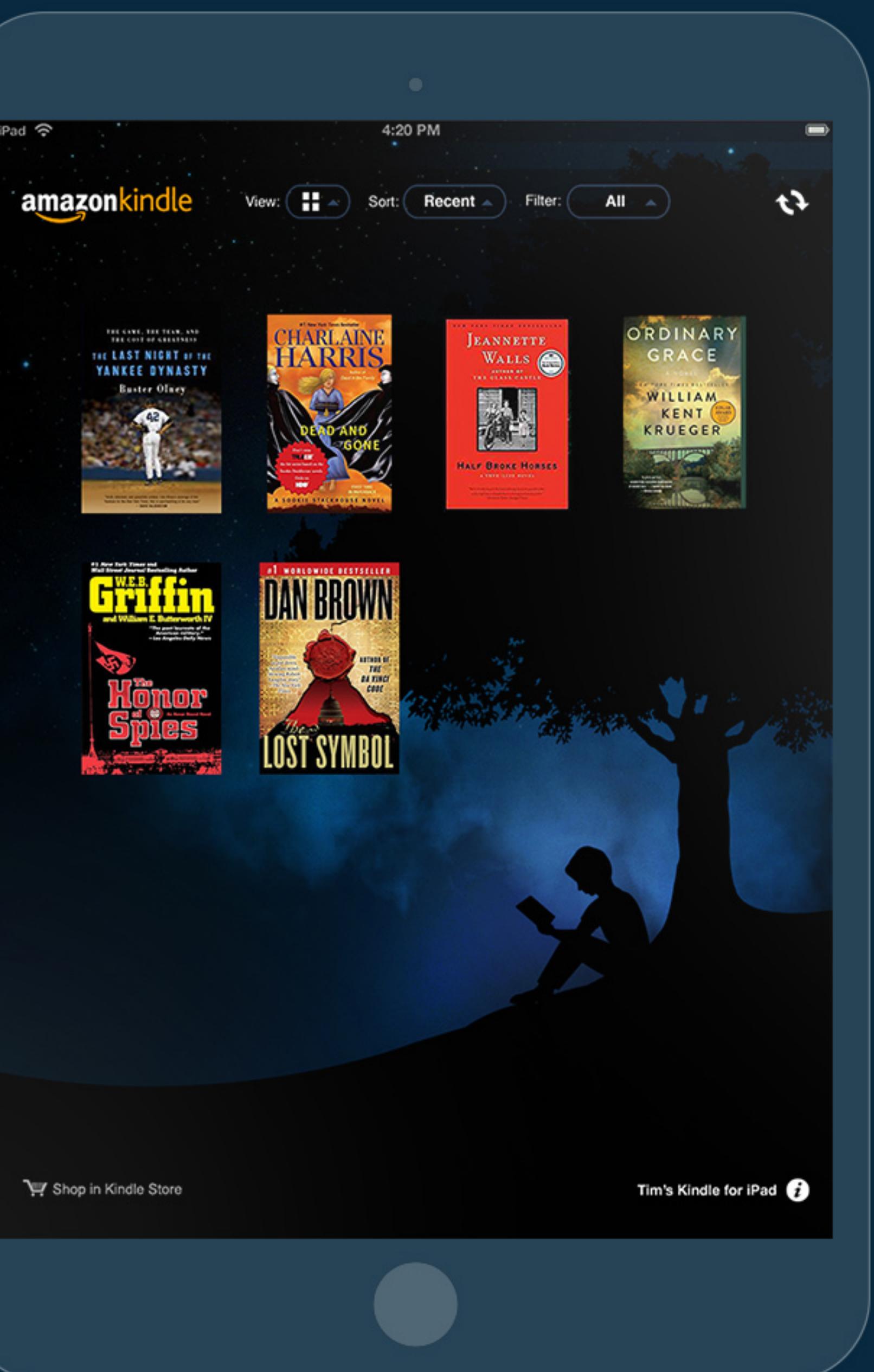
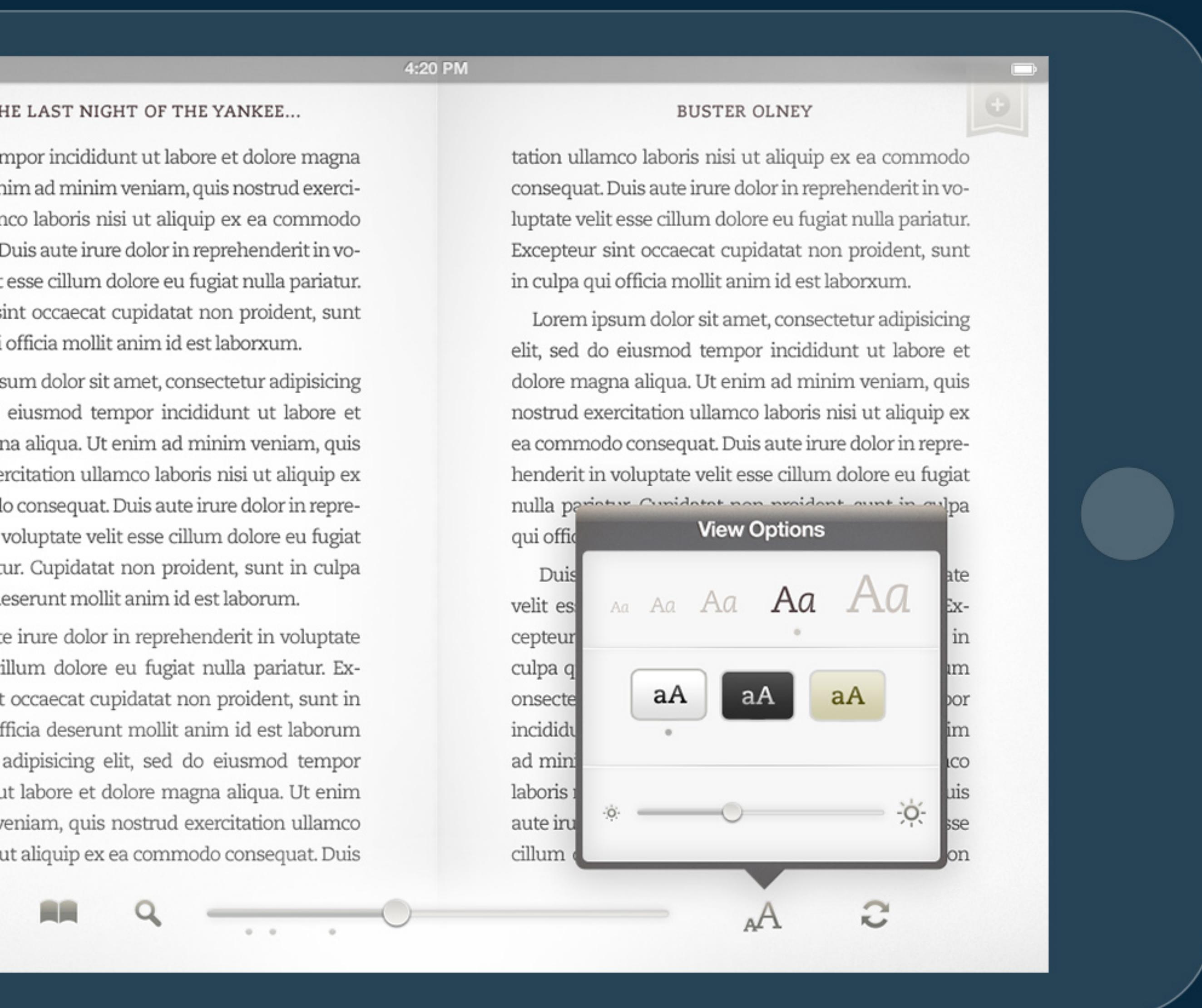


Amazon Kindle for iPad

Jeff Bezos was quoted in the creative brief: “I want us to out-Apple Apple.”

A divergence from the previous Amazon mindset to keep brand experiences simple and unadorned.

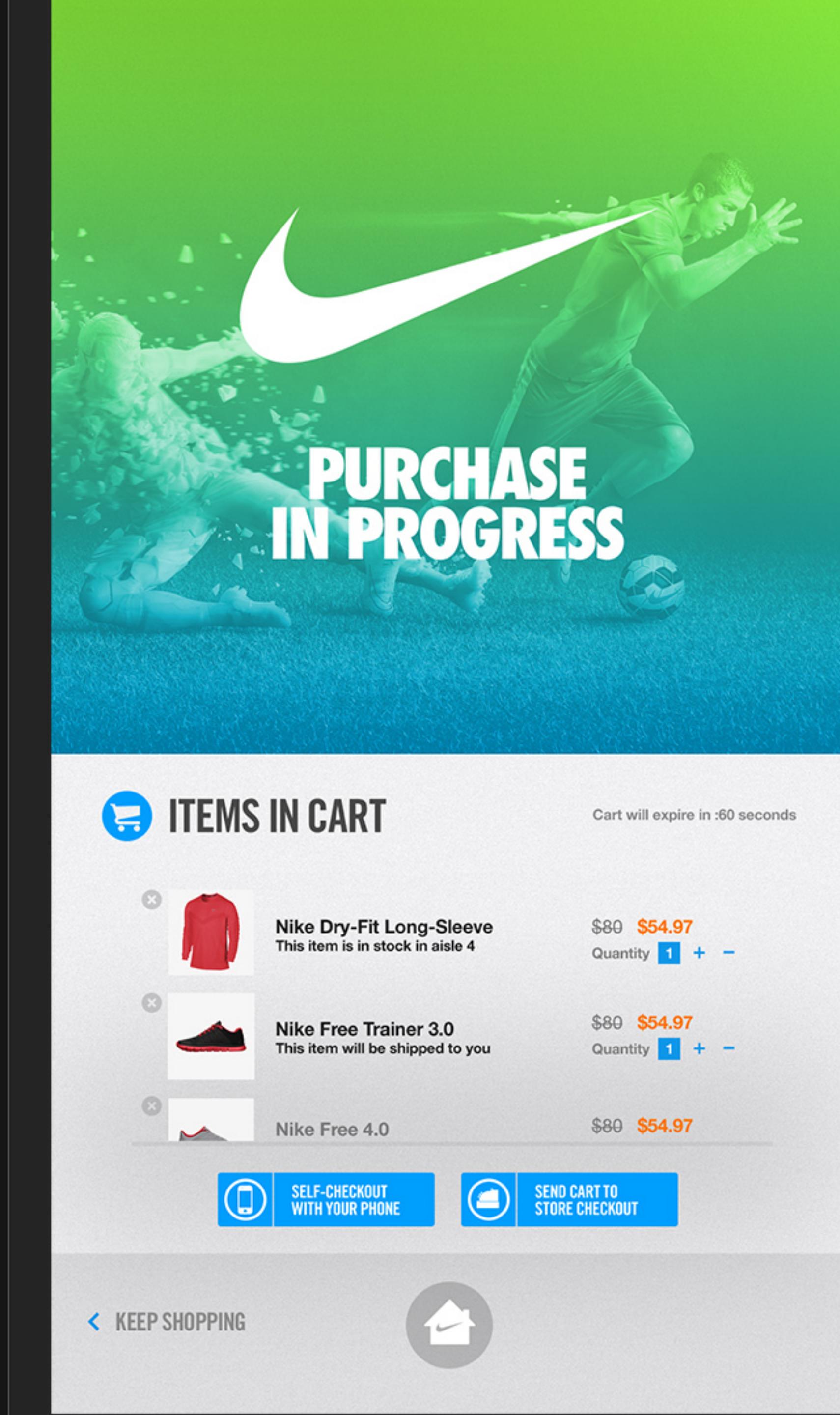
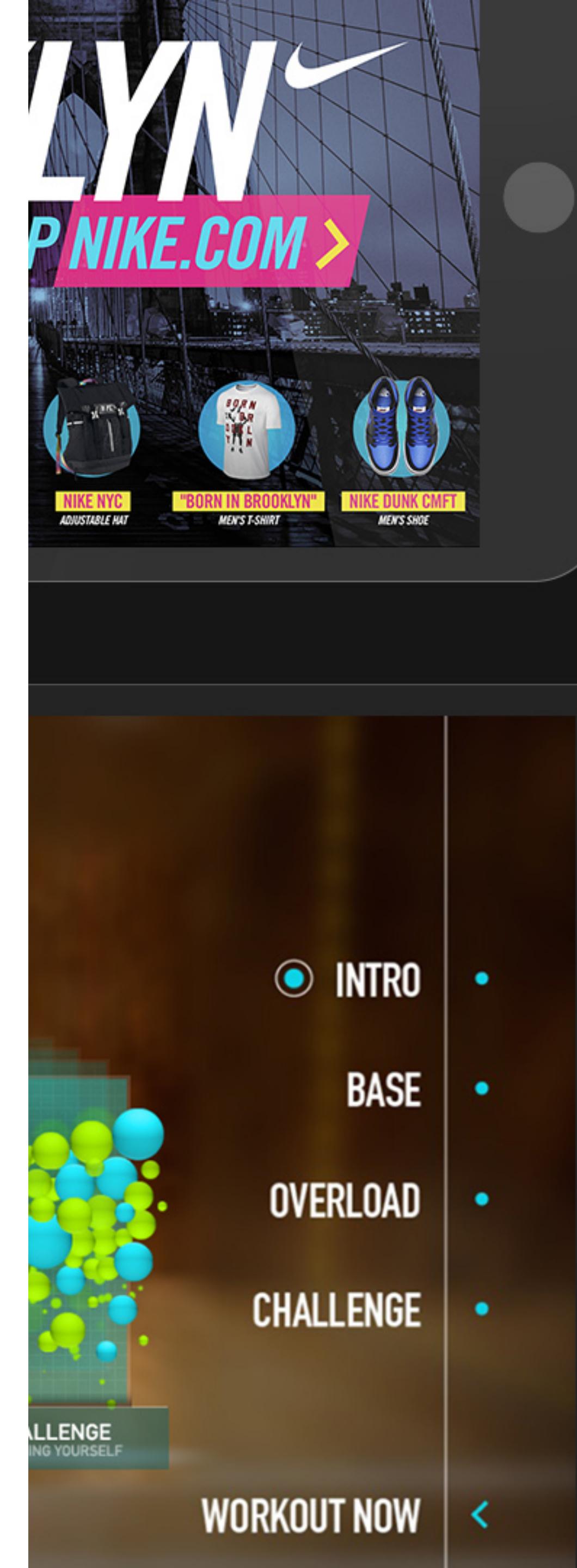
I led the agency team that launched a more lush kind of Kindle app on iPad. It debuted on day one of the iPad App Store and is now one of the most popular iOS apps ever created.



Nike Digital Experiences

From retail experiences to game UI studies, Nike is a rare brand that not only speaks the language of innovation, they live it.

Their appetite for using any new tech is what makes working with them a joy.



FUEL

SET UP FUEL BAND HERE

Cart will expire in 1 hour 57 minutes

SHOP PRODUCTS

SEARCH

NIKE.COM

NIKE+

NIKEiD

EMAIL SIGN UP

DESIGN YOUR NIKE

SEARCH

NIKE.COM

NIKE+

NIKEiD

EMAIL SIGN UP

SOCER > APPAREL

MEN'S WOMEN'S

SEARCH EXPLORE NIKE+ NIKEiD EMAIL SIGN UP

LUNAR CROSS ELEMENT WOMEN'S TRAINING SHOE

SUPERIOR COMFORT, ALL-WEATHER PROTECTION

H INTENSITY WORKOUT INDOOR/OUTDOOR TECHNOLOGY

YEP. WE'VE GOT IT IN THIS STORE.
IF YOU NEED HELP FINDING IT, JUST ASK A NIKE ATHLETE.

ITEMS IN CART

Nike Dry-Fit Long-Sleeve \$80 \$54.97

Nike Free Trainer 3.0 \$80 \$54.97

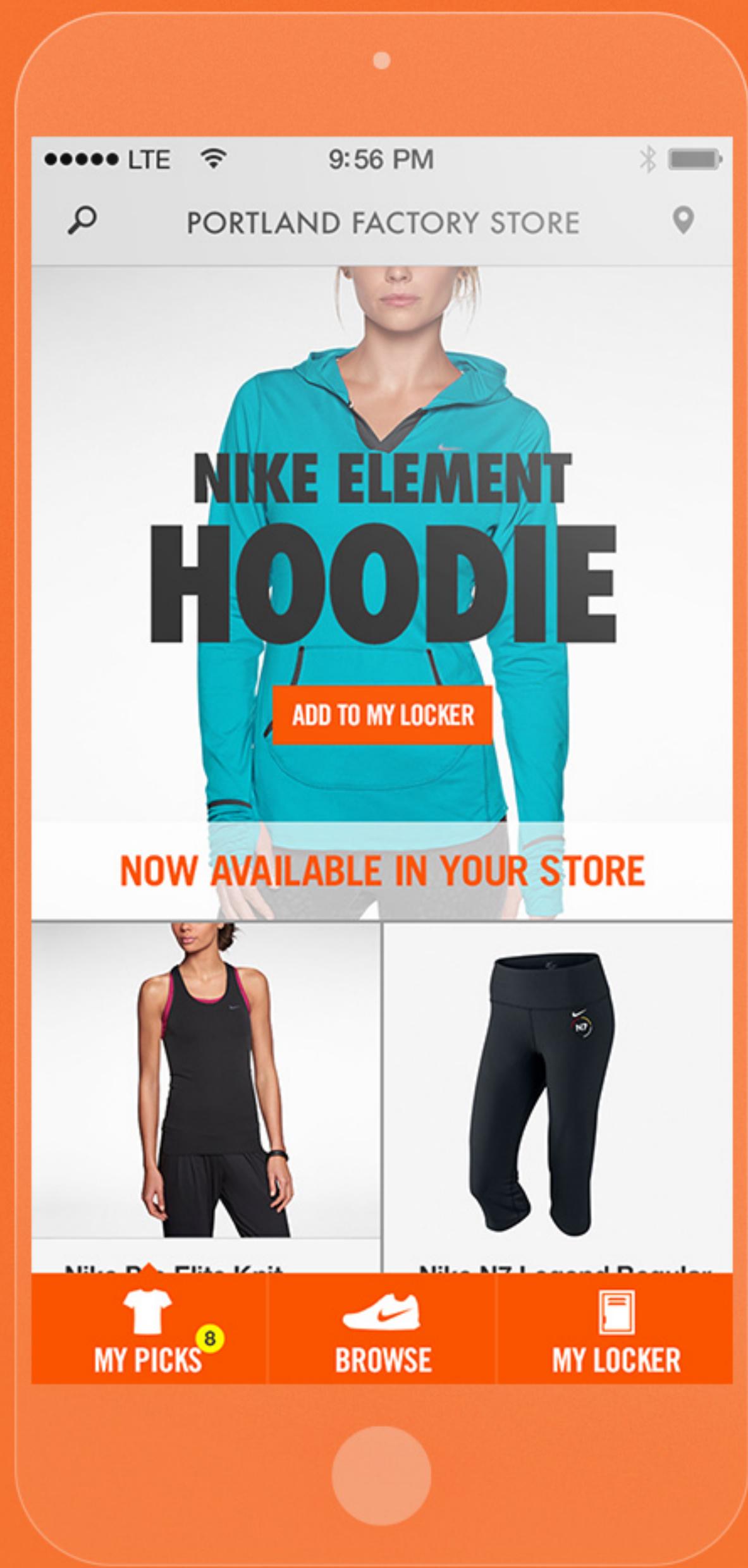
Nike Free 4.0 \$80 \$54.97

RATINGS AND REVIEWS

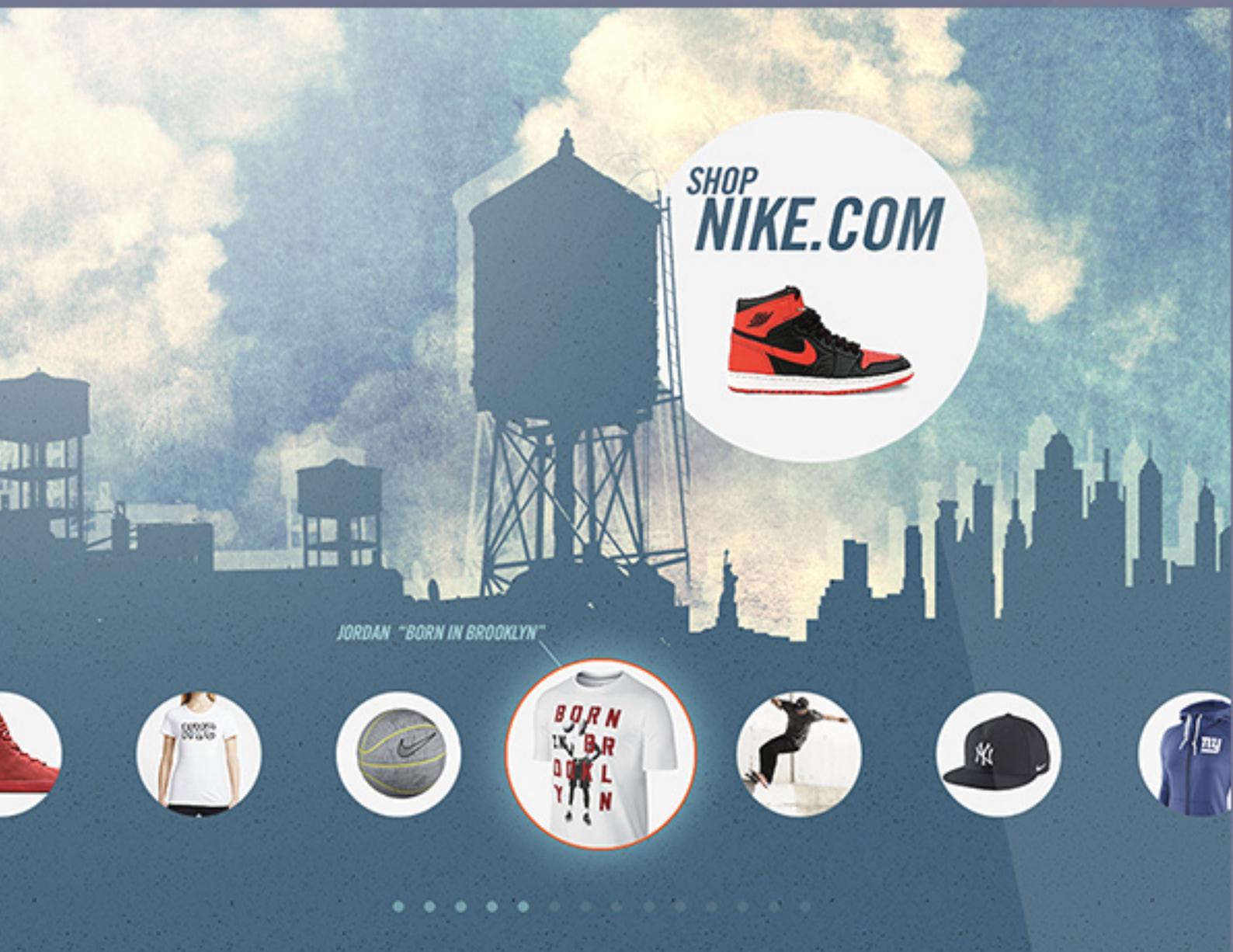
PING

SEARCH EXPLORE NIKE+ NIKEiD EMAIL SIGN UP

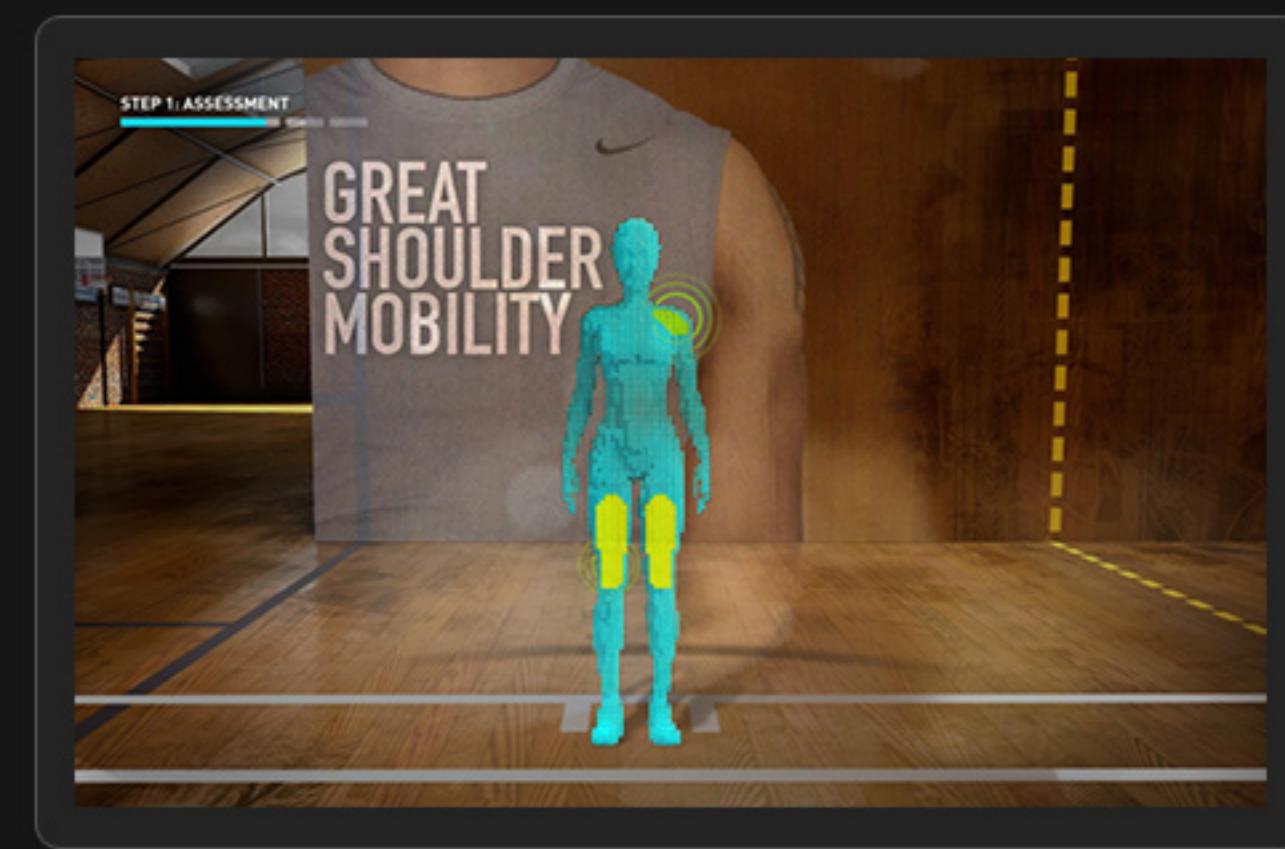




Nike Factory Store app concept



Concepts for Nike Community Store iPad apps



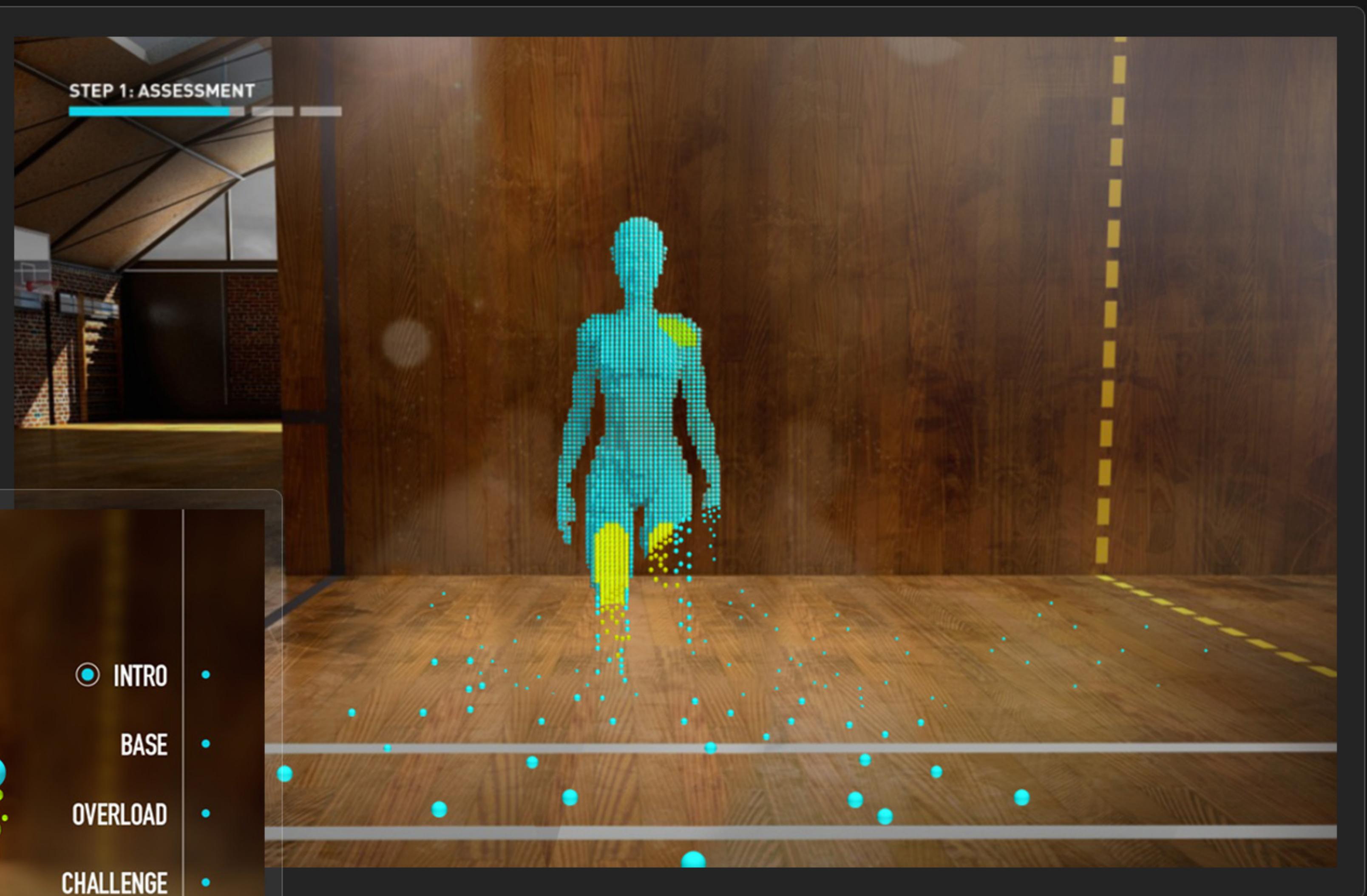
PROGRAM CREATED

GET LEAN PROGRAM

03 DAYS PER WEEK 04 WORKOUTS

1 INTRO
MASTERING THE DRILLS 2 BASE
IMPROVING TECHNIQUE 3 OVERLOAD
BUILDING ENDURANCE 4 CHALLENGE
PUSHING YOURSELF

WORKOUT NOW < >



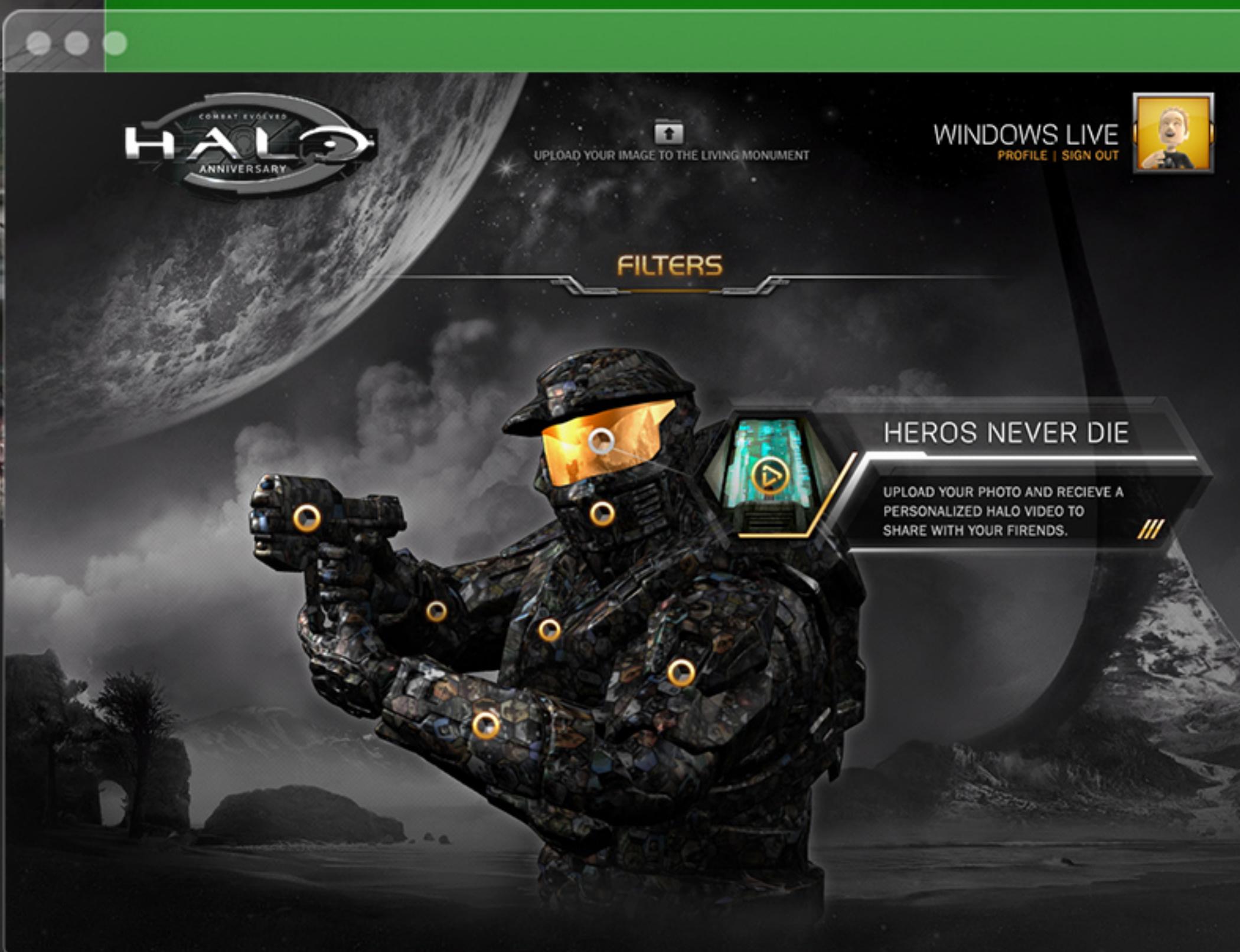
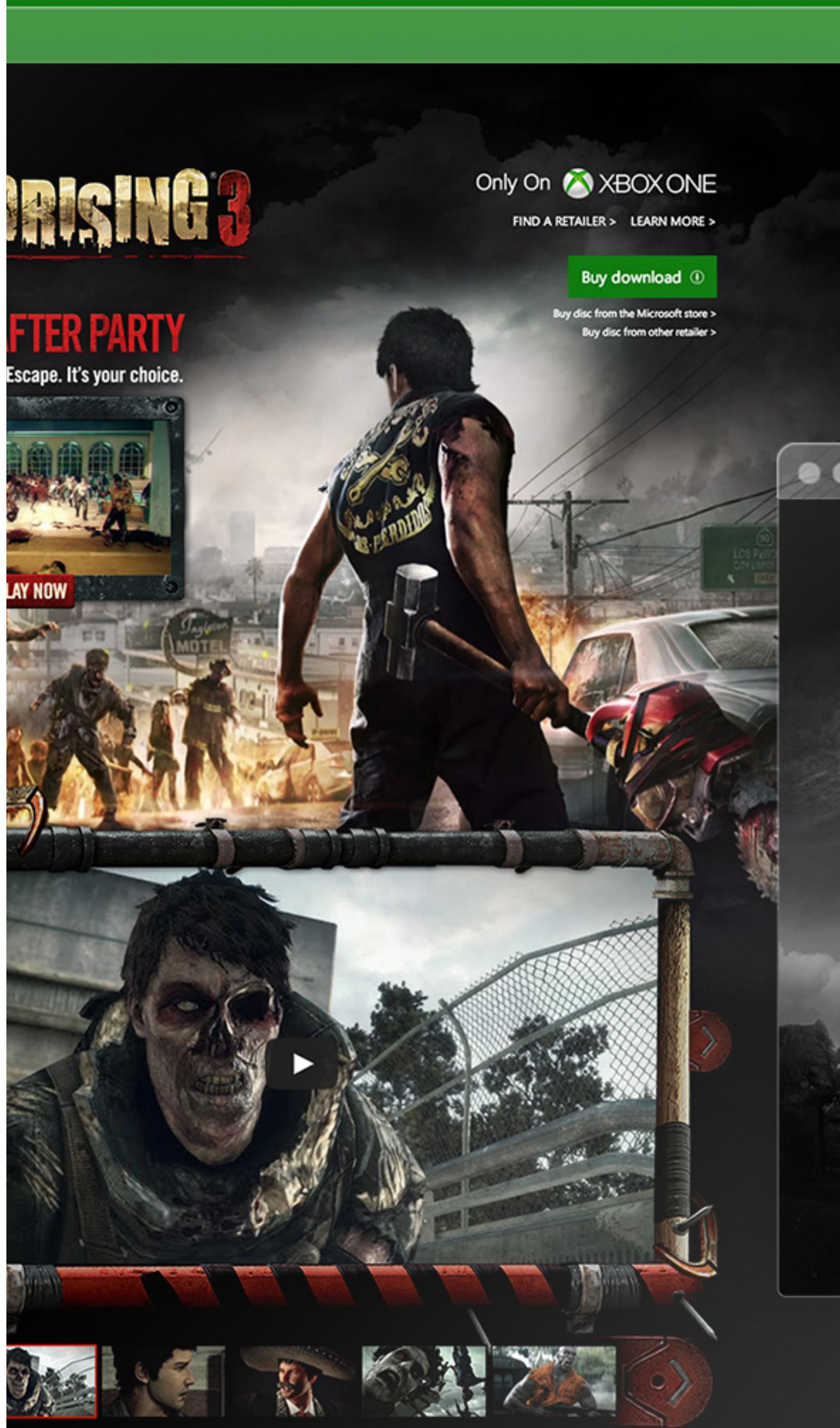
UI concepts for Nike+ Kinect Training on Xbox

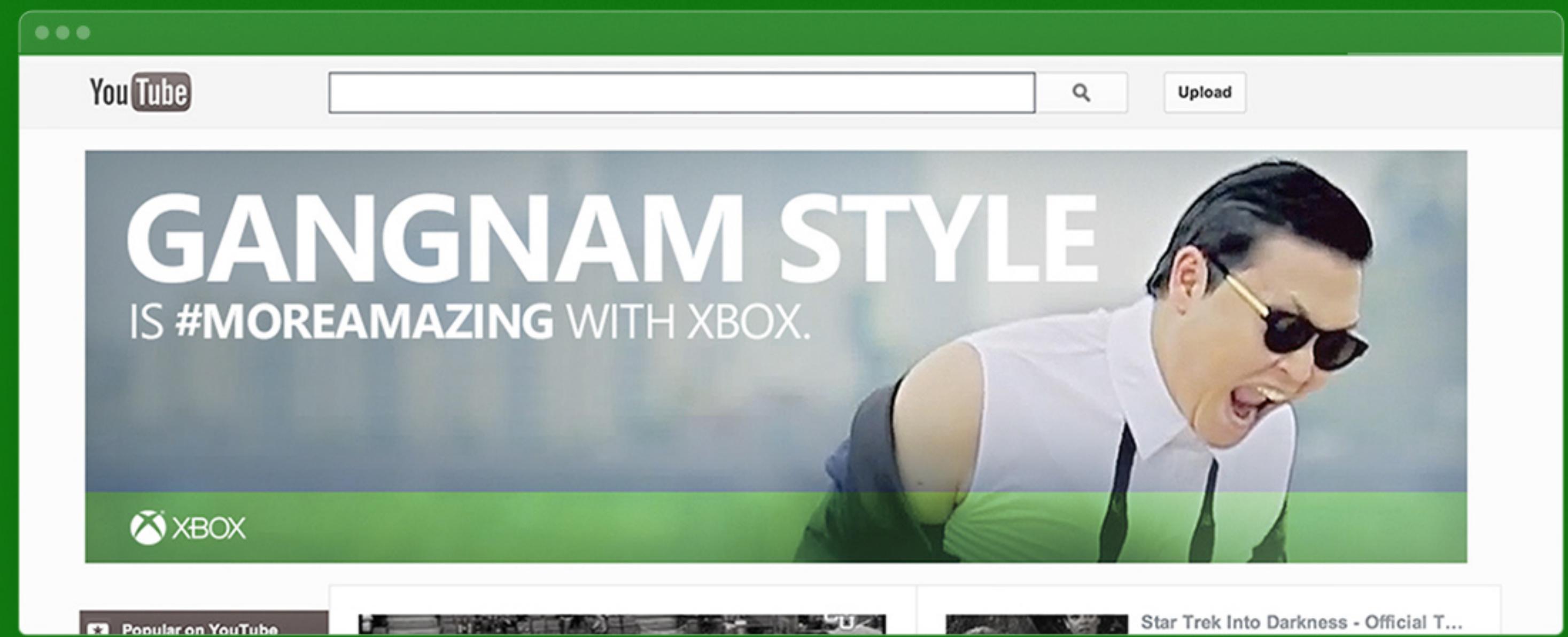
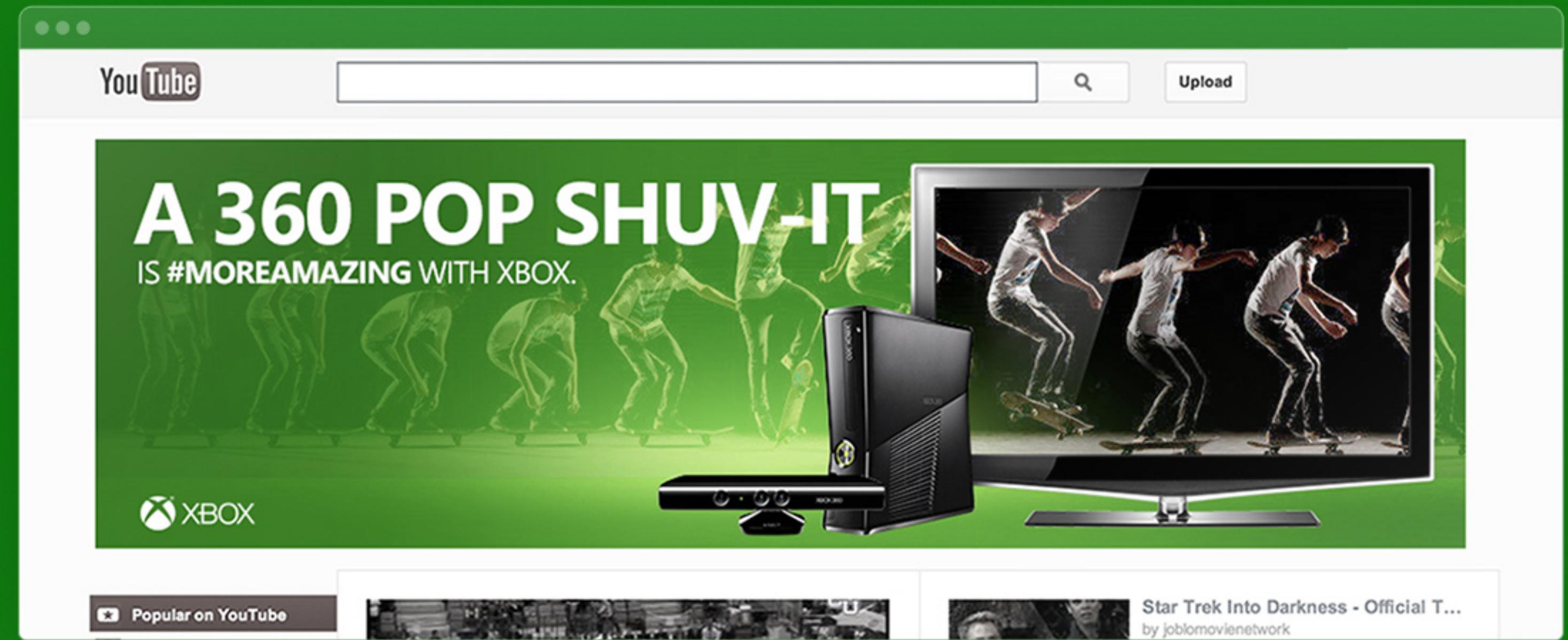
Xbox

The product and marketing teams at Xbox are continually looking to redefine how game marketing works.

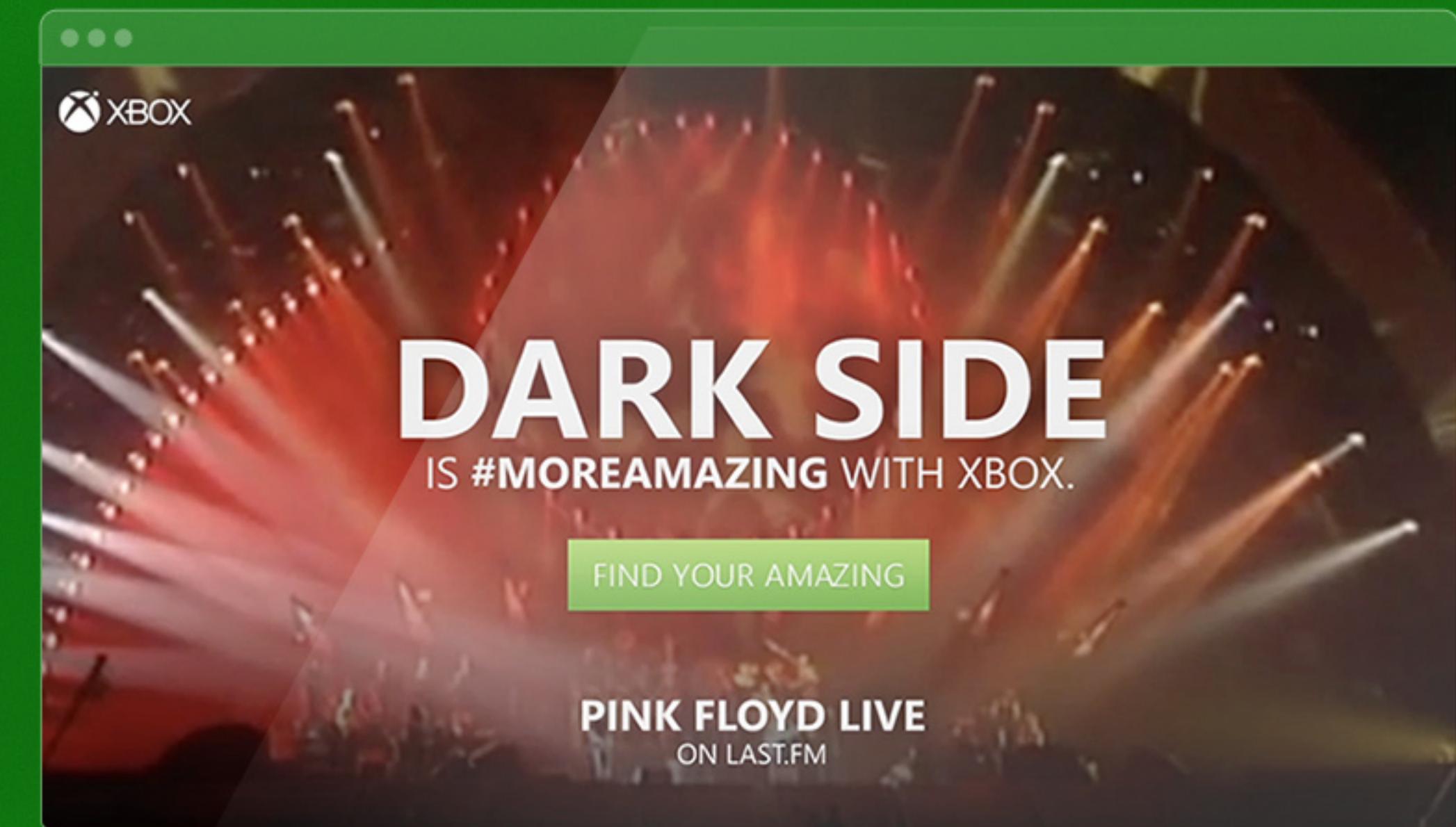
My favorite Xbox work story involves a pitch concept called “Pivots” (on the pages that follow) that helped POP to win ongoing work with the brand.

Pivots tells the story of a premium brand that keeps its promise to fans: make entertainment come alive like never before.





"Pivots" Digital campaign concept

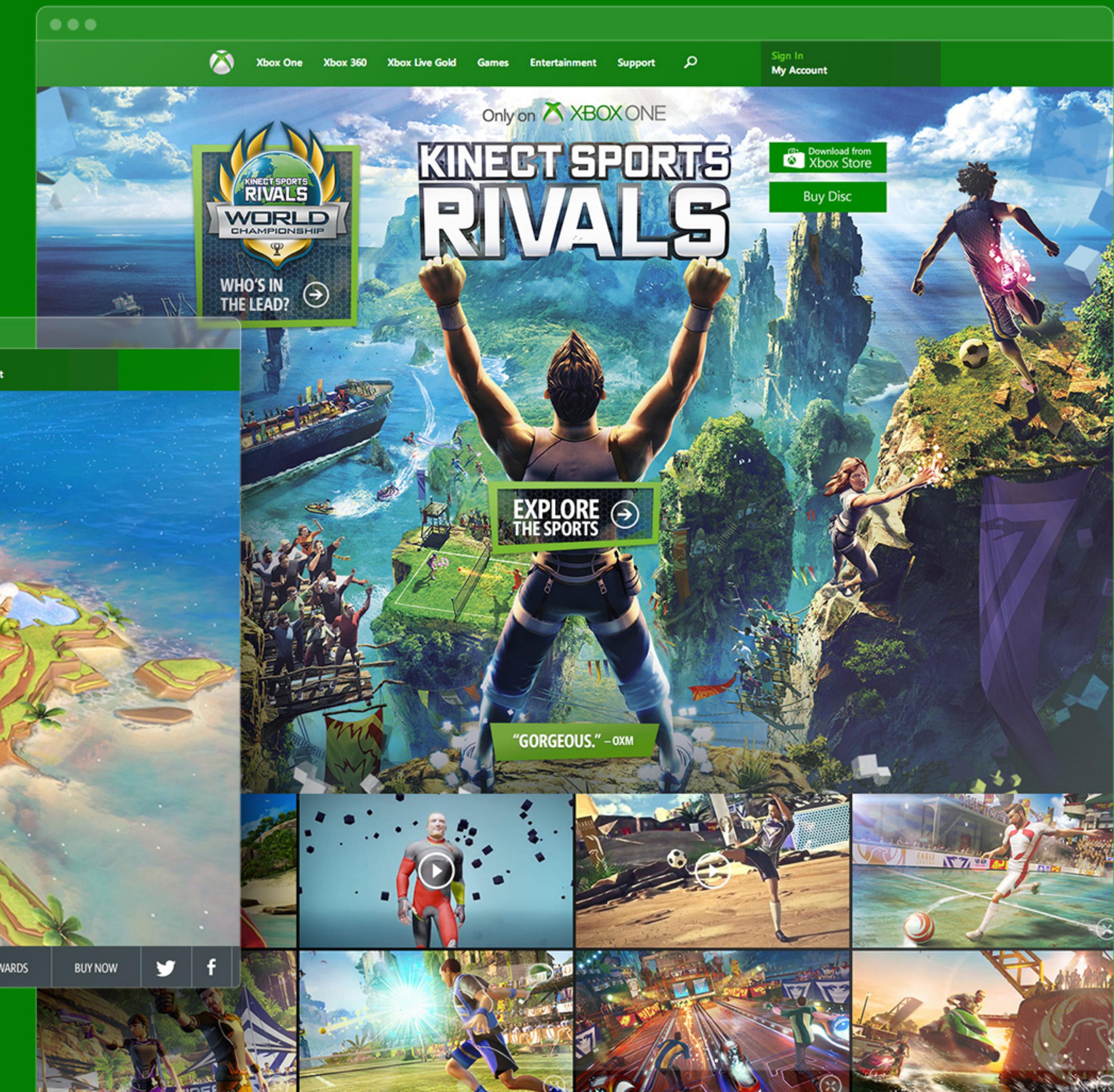
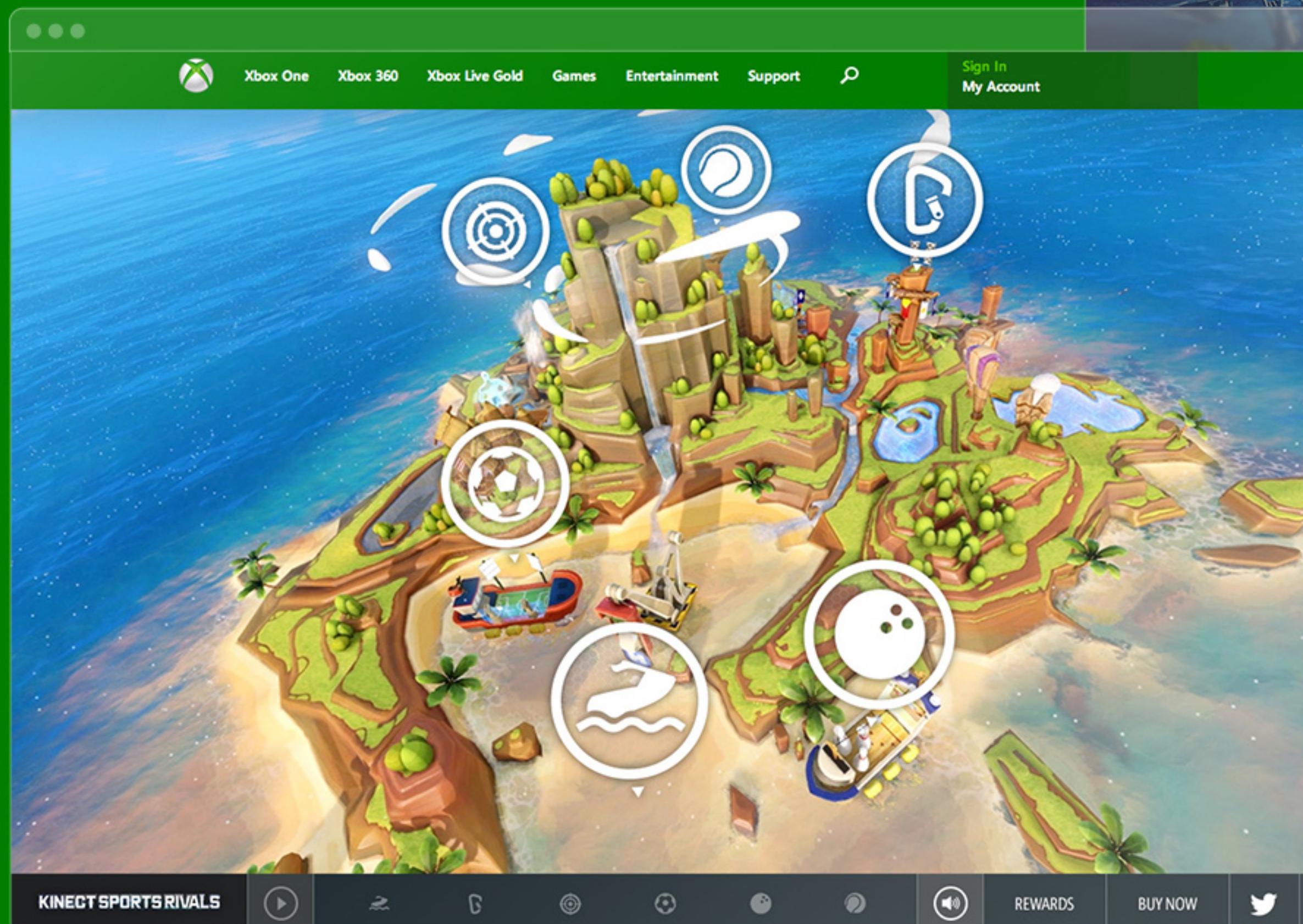


Motion loop concept for “Pivots” campaign



"Pivots" Digital campaign concept

Kinect Sports Rivals interactive landing experience



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DEADRISING 3

Only On XBOX ONE

FIND A RETAILER > LEARN MORE >

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PLAY NOW

FIND YOUR PATH TO THE AFTER PARTY

Survive. Destroy. Escape. It's your choice.

YOU GOTTA MAKE A CHOICE

RAIN DEATH FROM ABOVE OR FEAR THE REAPER

YOU HAVE 10 SECONDS TO DECIDE

FIND YOUR OWN PATH TO THE AFTER PARTY

ZOMBIE TWITTER OUTBREAK

Dead Rising campaign & interactive trailer

The zombie apocalypse is upon us, and it's up to you to decide the outcome. Tweet to save a state from the undead or push it further into annihilation.

Recruit Your Friends Tweet Share

Sign In

YouTube GEEK WEEK

Dead Rising 3

Subscribe 354,897

Popular on YouTube Music Sports Gaming Movies TV Shows News Live Geek Week Spotlight

CHANNELS FOR YOU Official Channel of MLB.com YouTube Spotlight Pres... Kings of Leon Country Now Truthloader

Browse channels

Video Title Here ut nulla. Vivamus bibendum, nulla ut congue fringilla, lorem ipsum ultricies risus, ut rutrum velit tortor vel purus. In hac habitasse platea dictumst.

SHARE VIDEO f t

LOS PERDIDOS

INGLETON SUNSET HILLS

INDUSTRY TUNNEL

9999 ZOMBIE KILL SCORE

SOUTH BRIDGE

CENTRAL CITY

SOUTH ALMUDA

SHARE EPIC MOMENTS

f t m

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- ubisoft Subscribe
- Nintendo Subscribe

HALO
COMBAT EVOLVED
ANNIVERSARY

UPLOAD YOUR IMAGE TO THE LIVING MONUMENT

WINDOWS LIVE
SIGN IN

BACK

FILTERS

ASSET TITLE GOES HERE

Microsoft Studios

343 INDUSTRIES

CERTAIN AFFINITY

HALO
COMBAT EVOLVED
ANNIVERSARY

LIVING MONUMENT

WINDOWS LIVE
PROFILE | SIGN OUT

FILTERS

HEROS NEVER DIE

UPLOAD YOUR PHOTO AND RECEIVE A PERSONALIZED HALO VIDEO TO SHARE WITH YOUR FRIENDS.

HALO
COMBAT EVOLVED
ANNIVERSARY

WINDOWS LIVE
SIGN IN

SECTOR: I - 003

FILTERS

RED VS BLUE

UPLOADED BY: NATHAN
UPLOADED ON: 1.11.12 | SECTOR: I
FAN IMAGE

Like 0 Share

343 INDUSTRIES

HALO WAYPOINT

MATURE 17+
BLOOD AND GORE
VIOLENCE

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Microsoft

LANGUAGE

PRODUCT DETAILS

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Like 5.1K people like this. Be the first of your friends.

Microsoft

The Halo Living Monument

HALO WAYPOINT

SEARCH SITE

GAMES STATS HALOPEDIA FORUMS COMMUNITY HALO NEWS MERCHANDISE

Before The Fall
FROM THE BEGINNING. YOU KNOW THE END. **GO**

Remembering Reach

Back

HALO INTEL

MAR 23 BLOG ENTRY

HRSotD: The Enemy
HRSotD (short for Halo: Reach Screenshot of the Day) is a daily feature dedicated to the wonders of Halo: Reach screenshots.
VIEW



 
Halo: Reach Weekly Challenge: "Not Lough, High." Earn a score of 80,000 in any Campaign mission this week for 7777 cR.
<http://bit.ly/gOYI60>
3 HOURS AGO

SERVICE RECORD

 Legendary
Current Tip of the Spear
Total Games 905
Last Played 04.12.11

 Brigadier 3
2.6 K/D Ratio
89 BPR

PULL RECORD

WEEKLY CHALLENGE
00 COMPLETED
TIME LEFT 3:20:02:03
NOT LOUGH,

HALO WAYPOINT

SEARCH SITE

GAMES STATS HALOPEDIA FORUMS COMMUNITY HALO NEWS MERCHANDISE

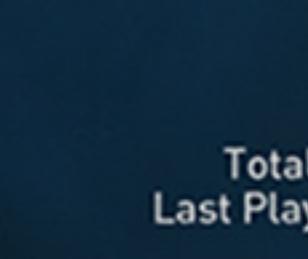
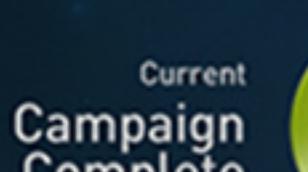
REACH **ODST** **ALL**

HALO: REACH SERVICE RECORD

Examine your career and compare stats with the Xbox Live friends you play with. Drag a friend from the menu below into either column to compare stats on the fly.

YOUR XBOX FRIENDS Enter gamertags

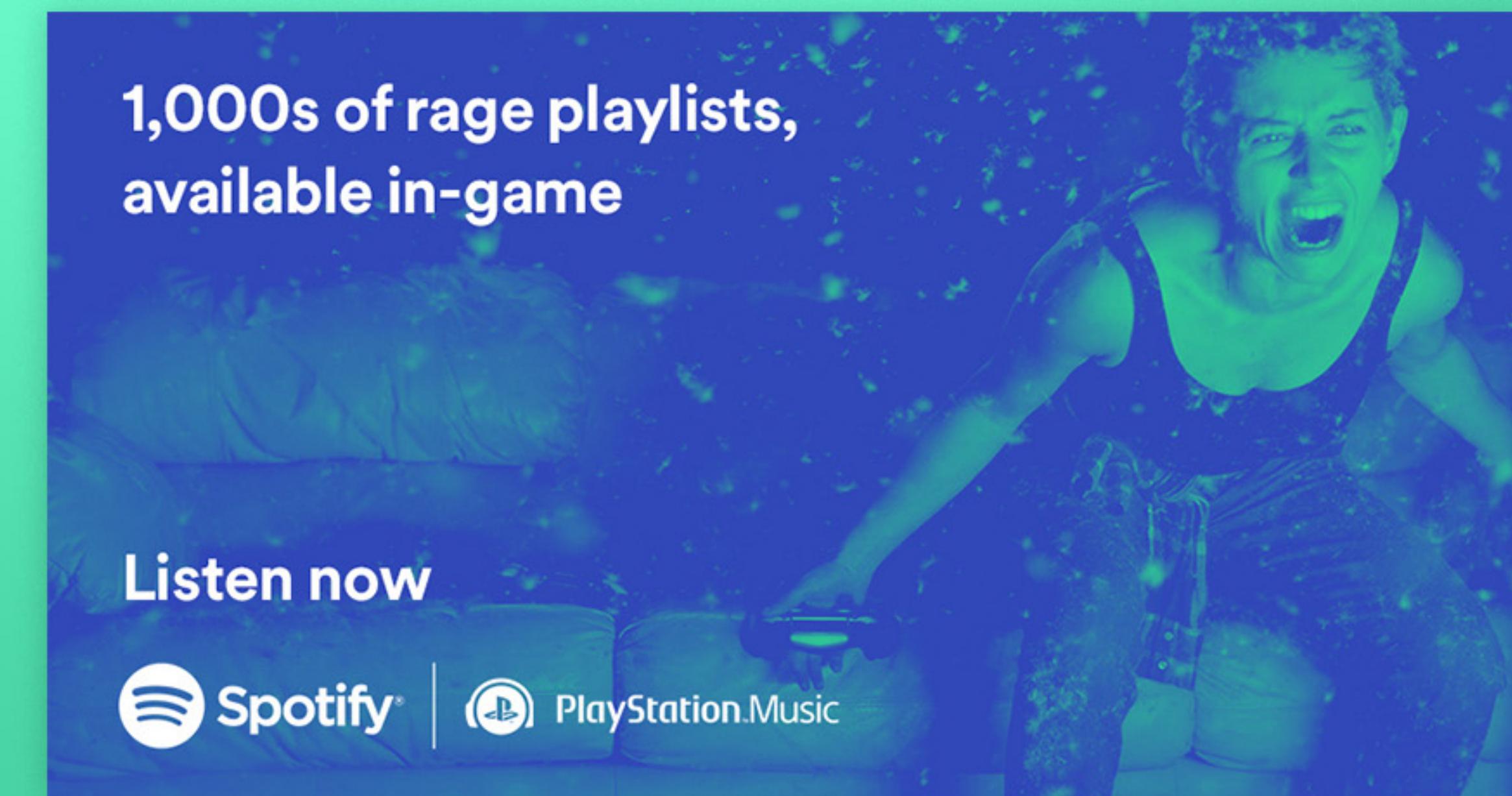
           **3 OF 5**

 BLAST3R PA1N Total Games 905 Last Played 04.12.11	 je6trak CODY Total Games 524 Last Played 04.15.11
 Brigadier 3 Current Tip of the Spear	 Legendary
2.6 K/D Ratio	89 BPR

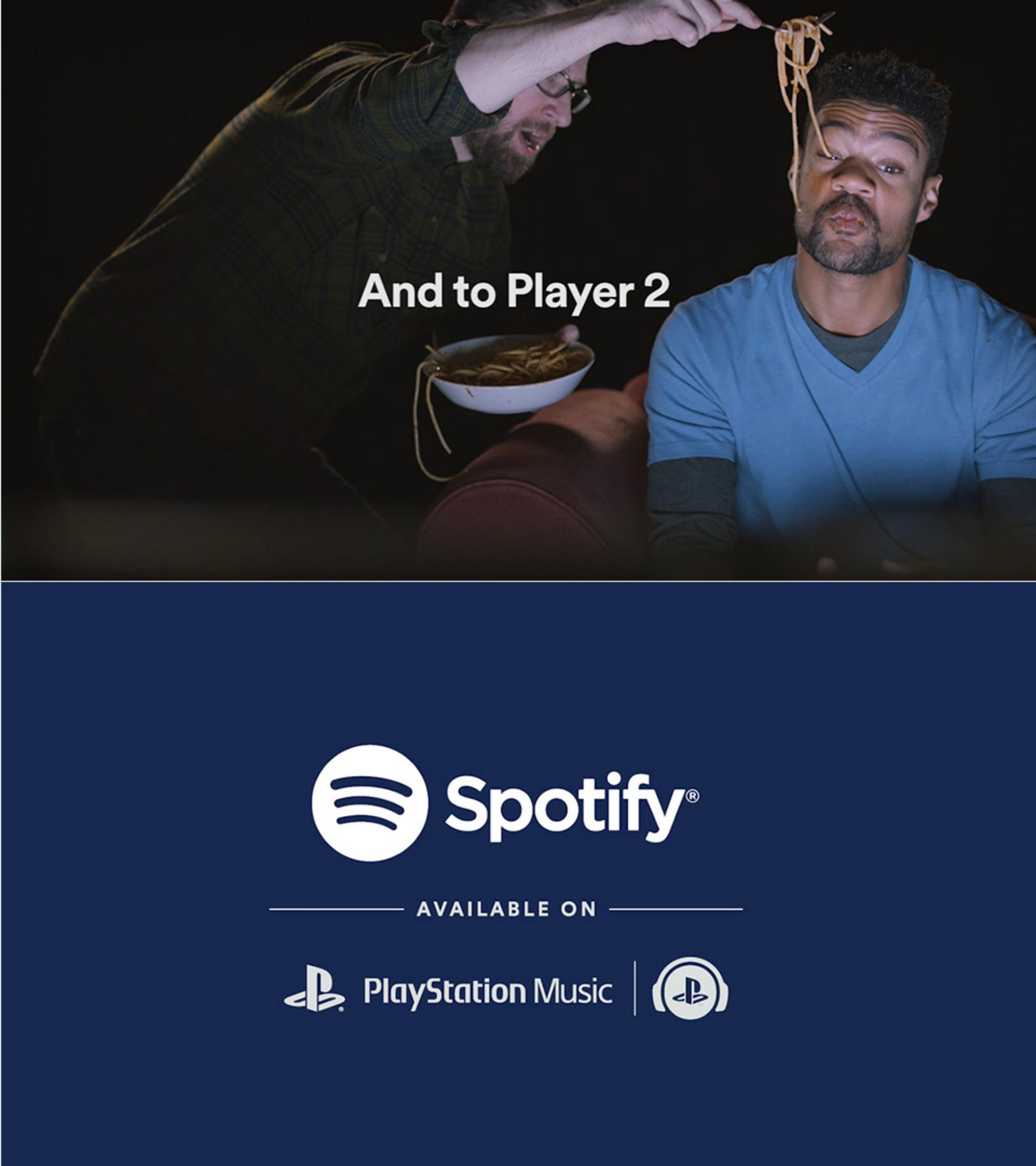
Spotify on Playstation

Spotify is a true brand of the fans. It celebrates the right music for every moment — a platform which we built a campaign on top of, emphasizing (through absurdity) the craziest moments of video gamer's lives.

The 15-second video series anchored the campaign along with customized playlists meant for every kind of gamer mood or activity.

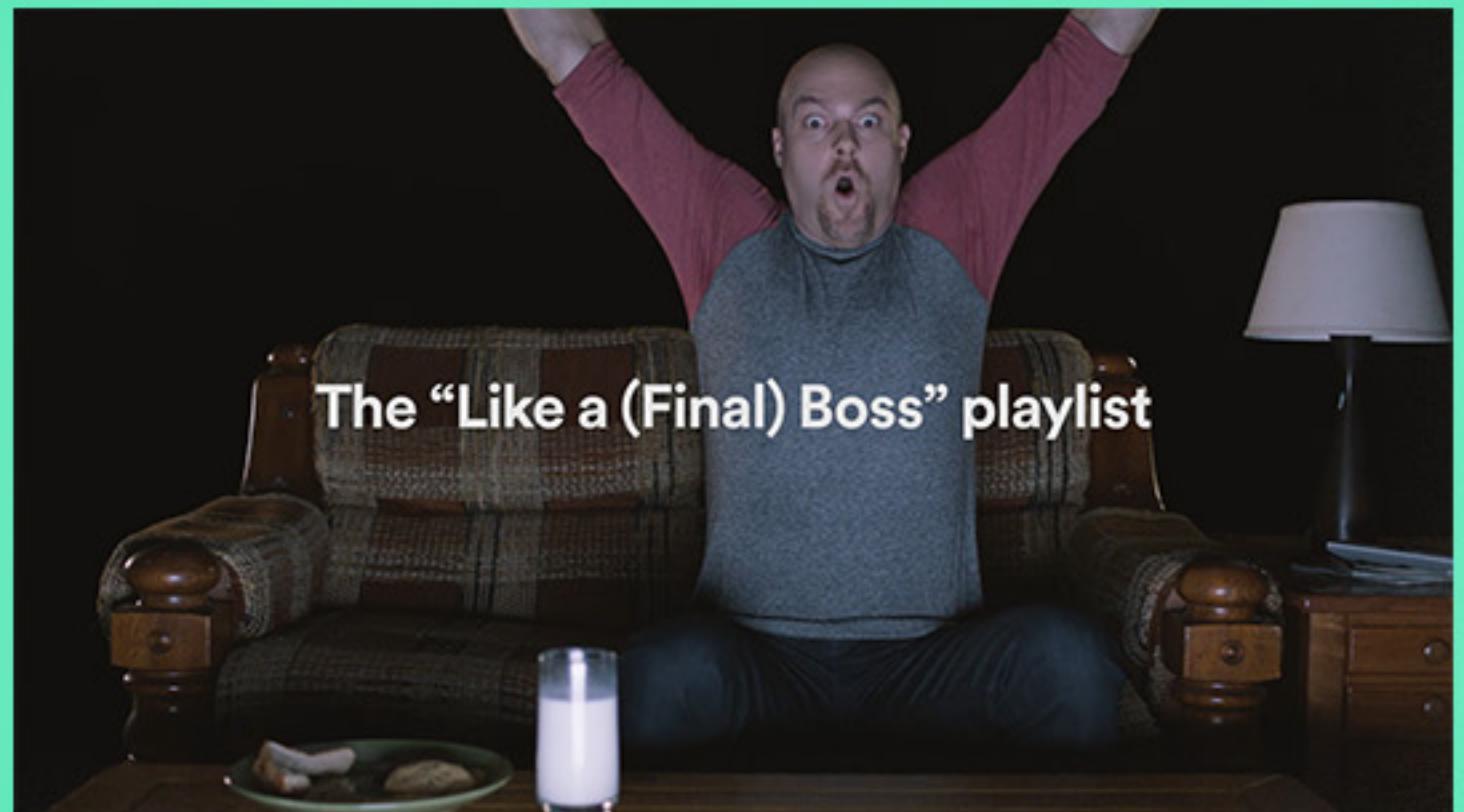


The Spotify website features a dark blue header with the Spotify logo, navigation links for Premium, Help, Download, Sign up, and Log In, and a top bar with four dots. The main headline reads "Listen while you game with Spotify on PlayStation®". Below it, a sub-headline says "Discover thousands of playlists to level up your gaming soundtracks by launching Spotify from the PS4™ Content Launcher." Two buttons are present: "GET SPOTIFY" and "LINK YOUR ACCOUNTS". A large central video player shows a man with spaghetti hanging from his mouth, shouting, with the text "Here's to the ‘Total Dedication’ playlist" overlaid. Below the video is a playback control bar showing 0:01 / 3:51. The "Featured Playlists" section displays four cards: "Total Dedication" (man eating spaghetti), "Like a (Final) Boss" (man holding a sword), "Rage Quit" (man splashing water), and "Gaming Anthems" (golden helmet). Each card has a title and a "View" button.

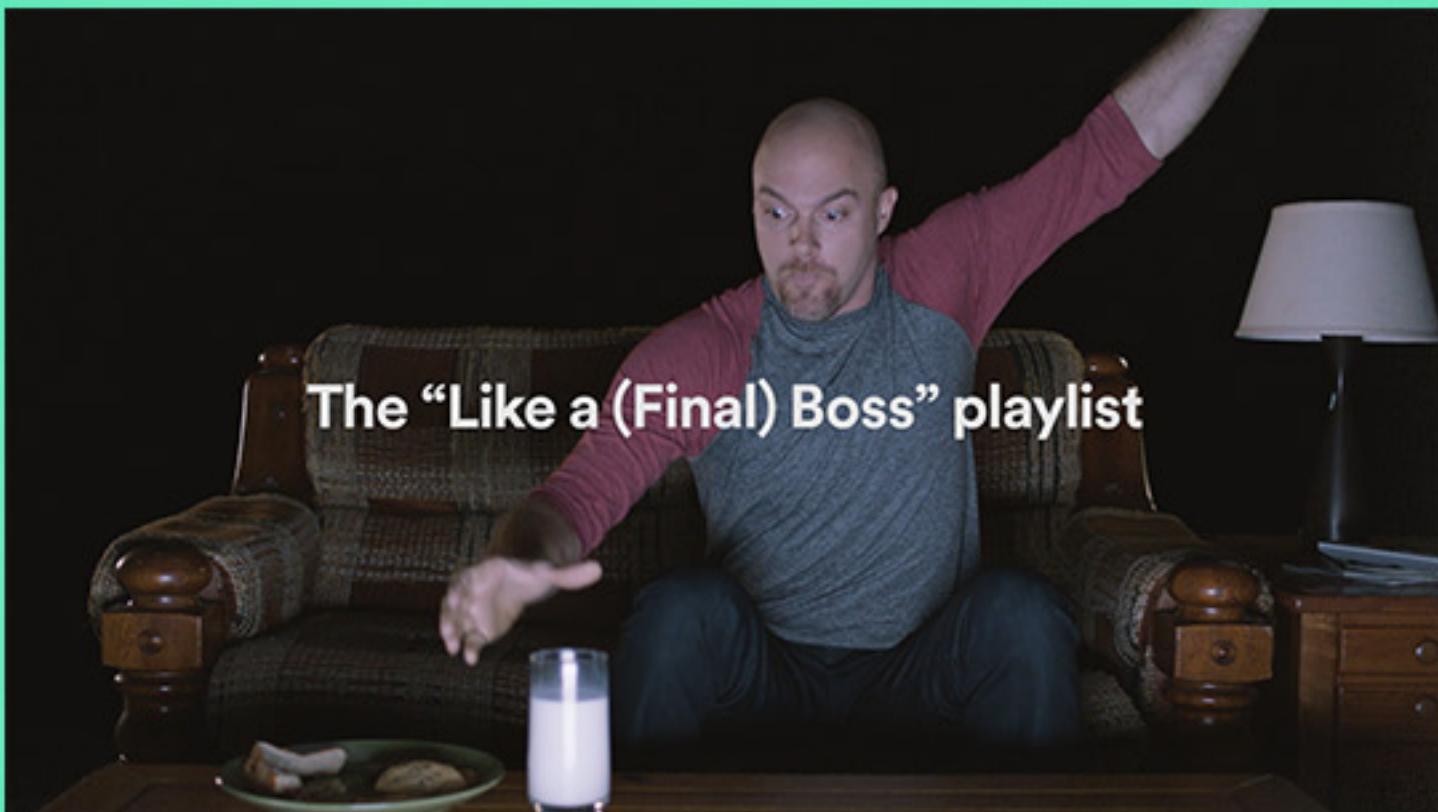


AVAILABLE ON

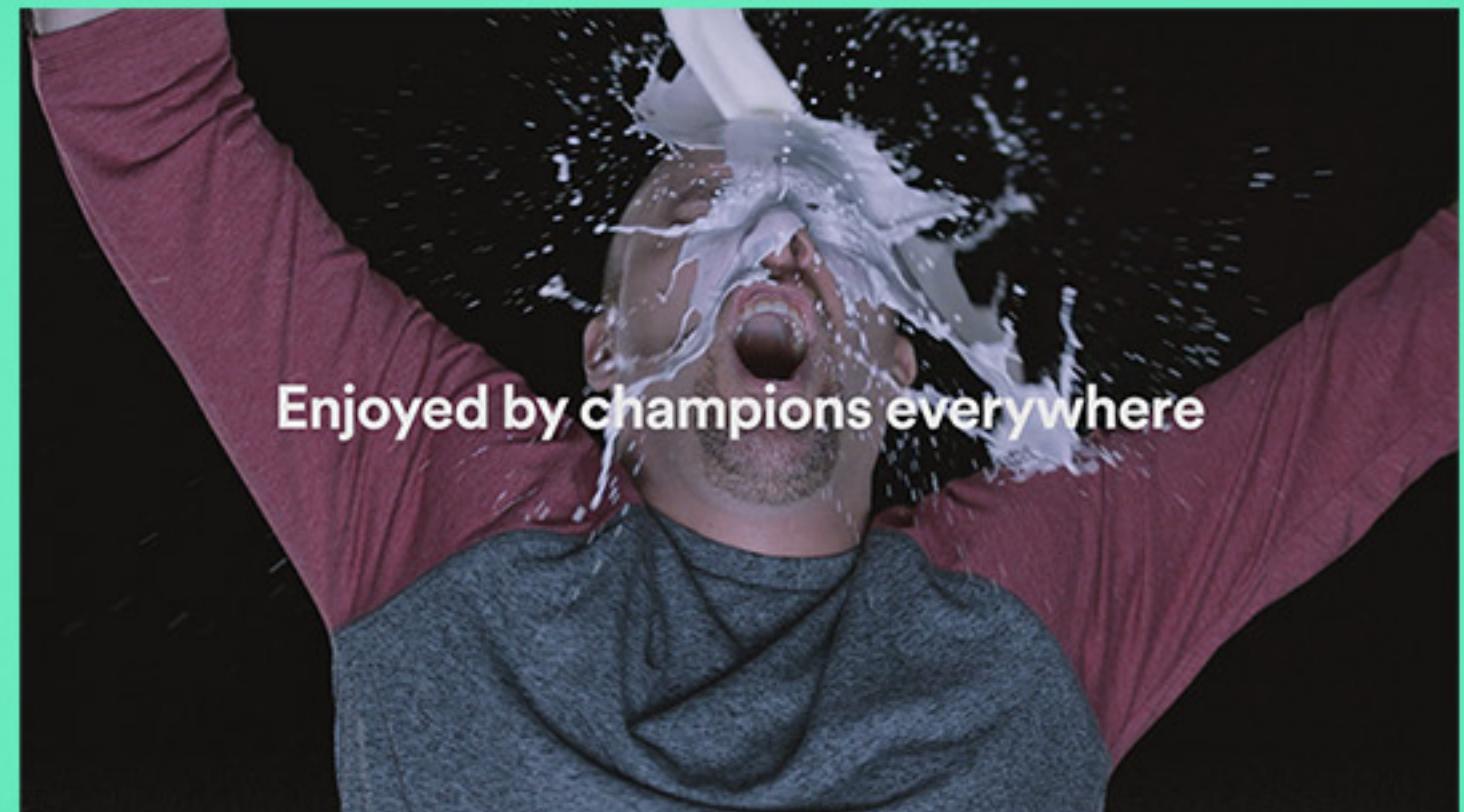




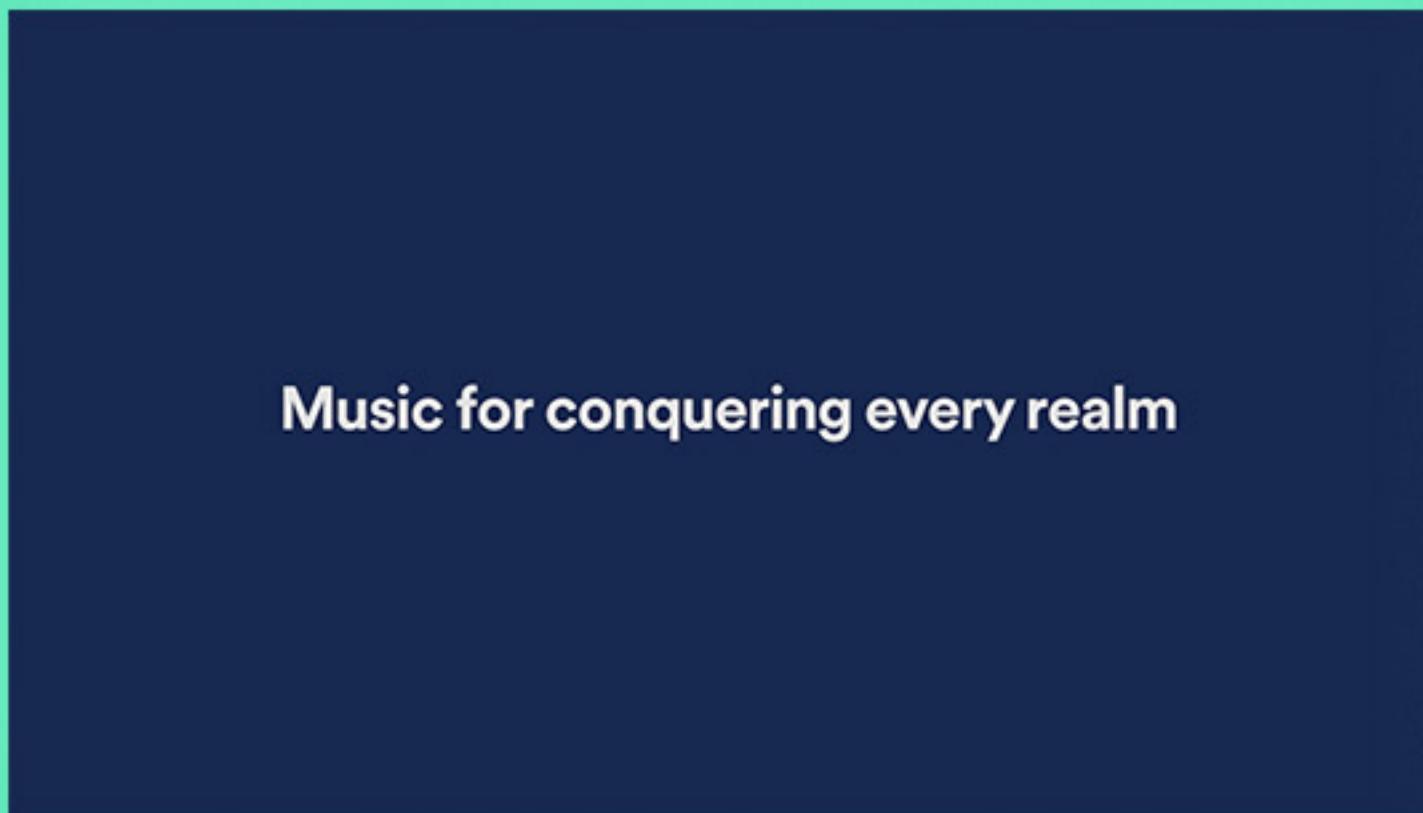
The “Like a (Final) Boss” playlist



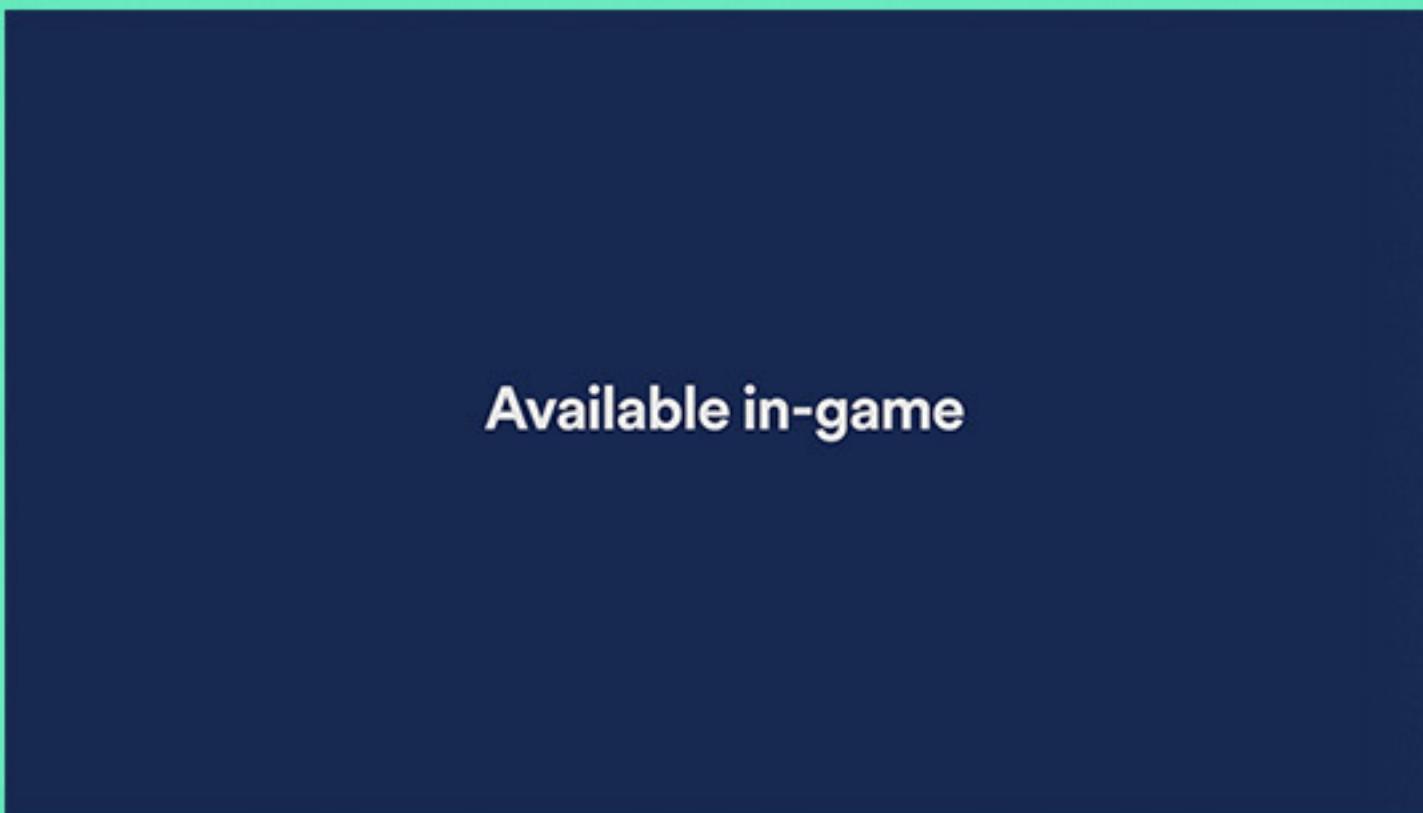
The “Like a (Final) Boss” playlist



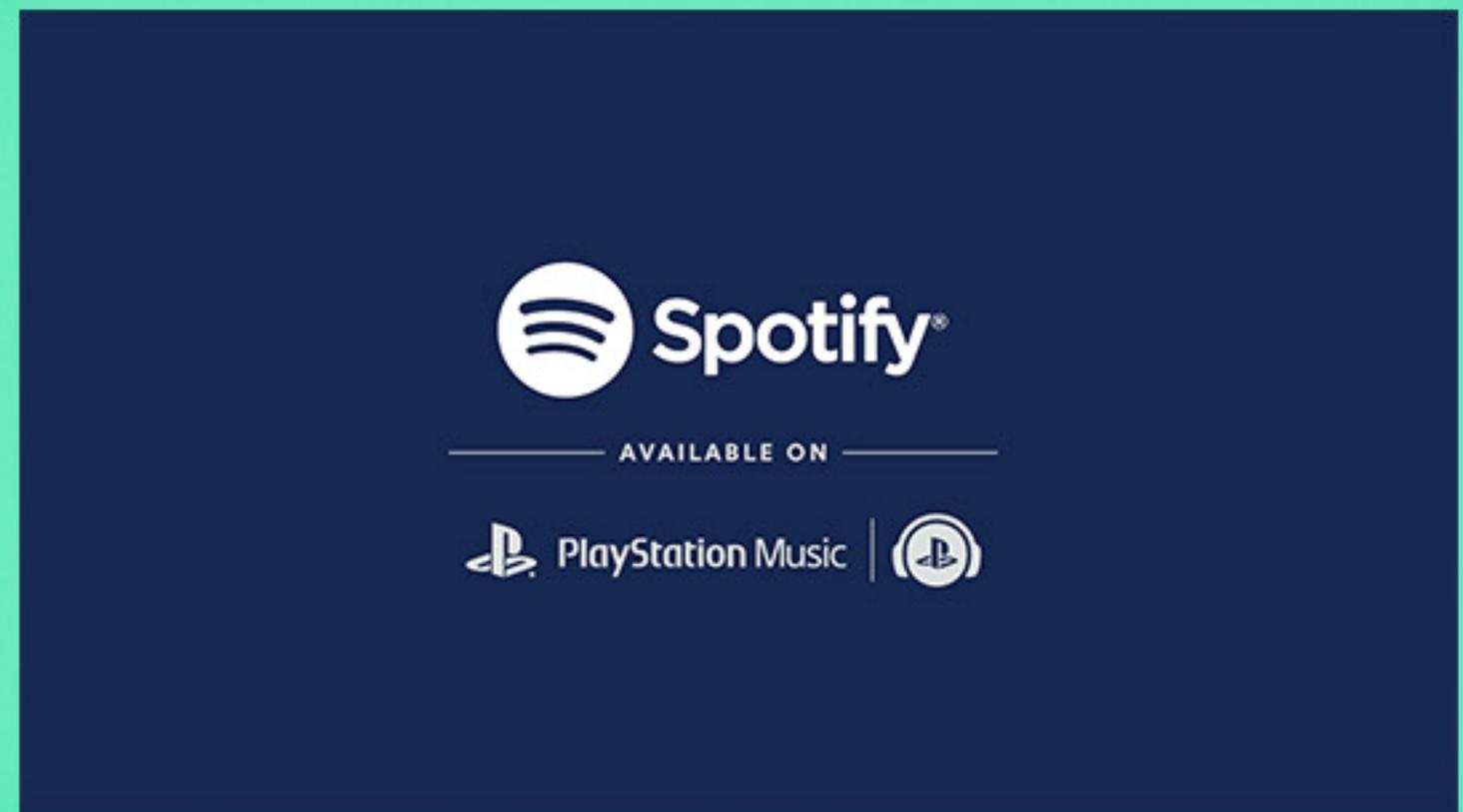
Enjoyed by champions everywhere



Music for conquering every realm



Available in-game



Spotify®

AVAILABLE ON

PlayStation Music | Spotify

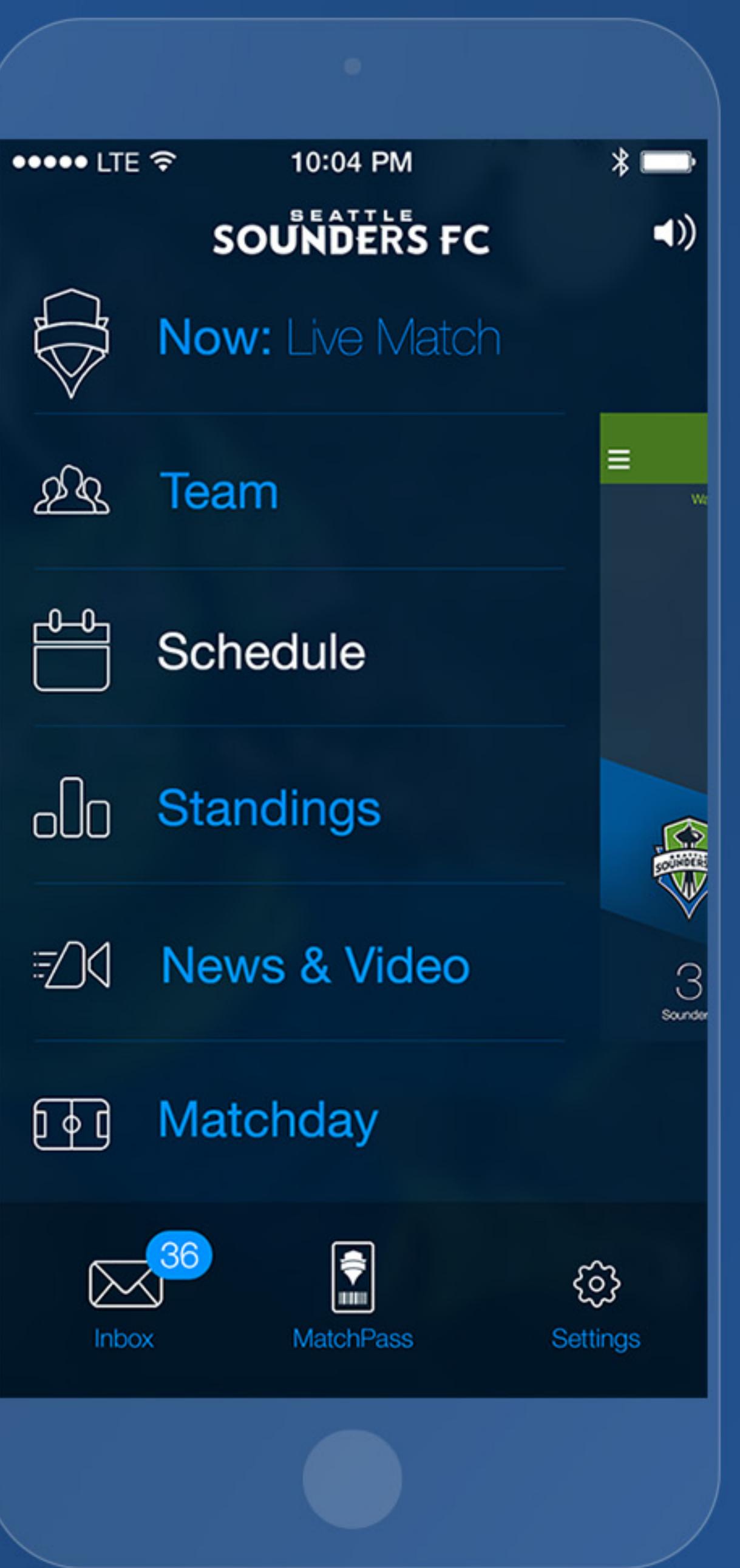
Sounders FC

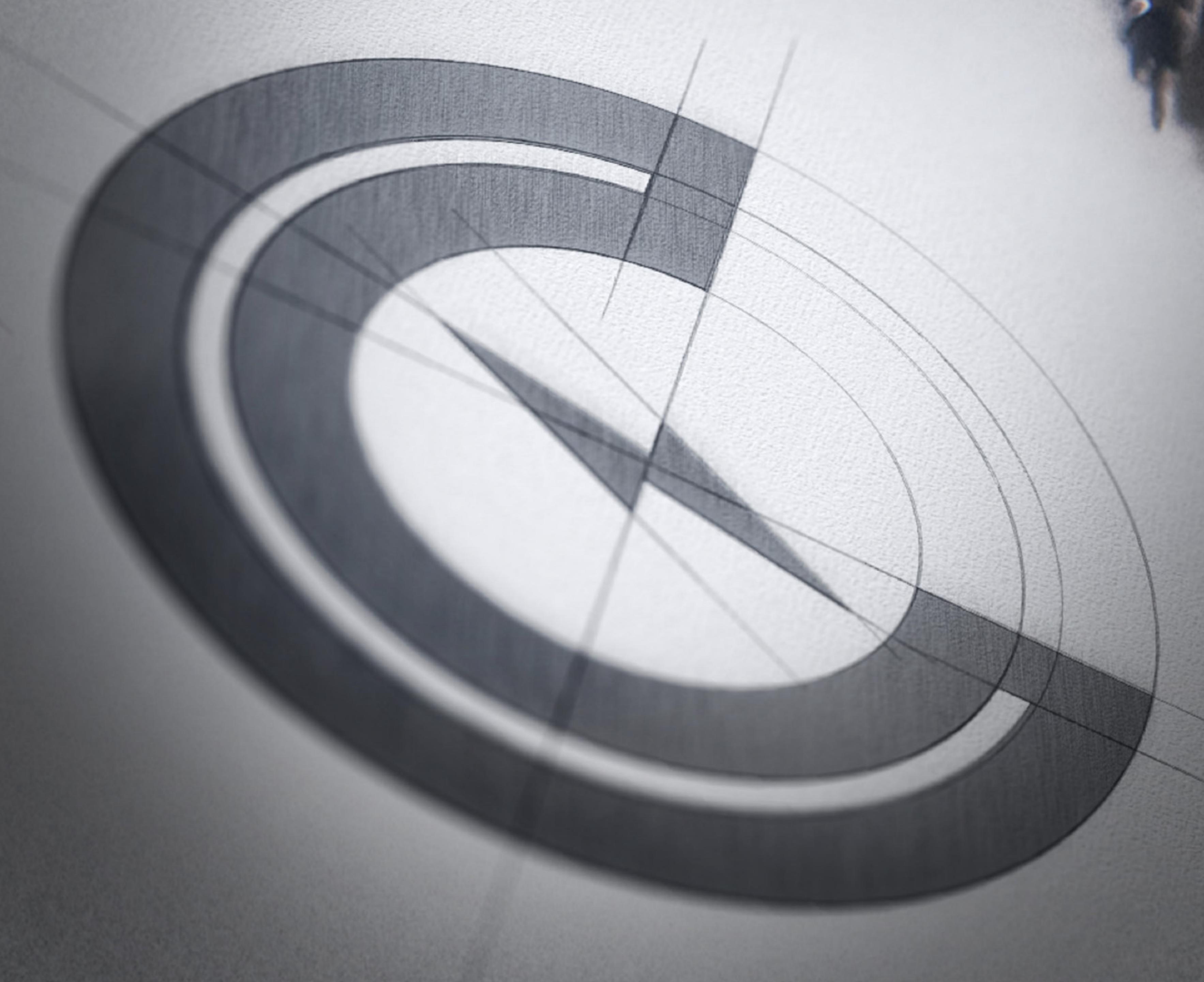
An interactive love letter to the most rabid fan base in the MLS.

Our team at POP delivered many great native Sounders app experiences across all platforms, yet my favorite was the iOS7 reboot. It featured a fresh visual language set within Apple's new paradigm, but truly merged with the brand of the club and a feature set that revolved around their fan loyalty program: Matchpass.

The image is a collage of six screenshots from the Seattle Sounders FC mobile application, demonstrating its interface and features:

- Matchday:** Shows the main menu with "MatchPass" and "Settings" options.
- MATCH PASS:** A sync screen asking to "Sync your MatchPass account here for exclusive deals all season long." with "Sync Now" and "Do It Later" buttons.
- Match Pass:** A login screen for MatchPass with fields for "Account Number" and "Password". It includes a "Forgot Your Password?" link.
- Now: Pre-Season:** A pre-game screen showing a player in a green Sounders jersey with the number 4.
- ROSTER:** A player list screen showing three players:
 - Alonso Osvaldo:** Age 28 | Ht. 5-11 | Wt. 10
 - Bates Will:** Age 22 | Ht. 6-0 | Wt. 18
 - Caskey Alex:** Age 25 | Ht. 5-10 | Wt. 1
- AUDIO:** A live audio stream screen for the "Sounders vs. Timbers" game on "CenturyLink | Feb 8th 6:00pm". It shows the score (3-0) and time (34').





The making of brands.

I've grown my career in a digital garden, yet never lost my love of branding.

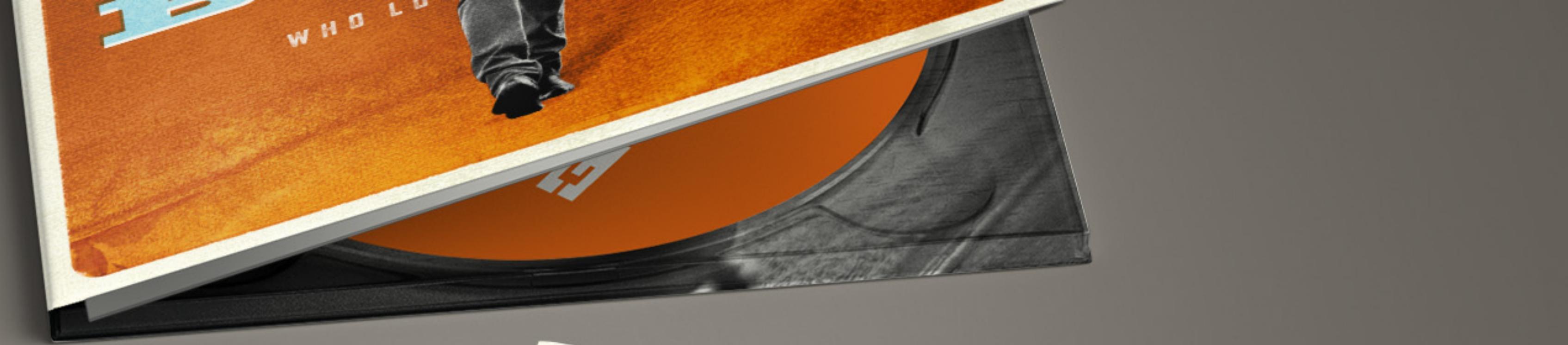
These examples show some of my work developing brand identities, all of which fall directly out of my passion for great logos.

I seriously love great logos.

A great mark is simple, timeless, appropriate to its category and application, and yet *distinguished* from the brands that surround it.



LUKE BULLA









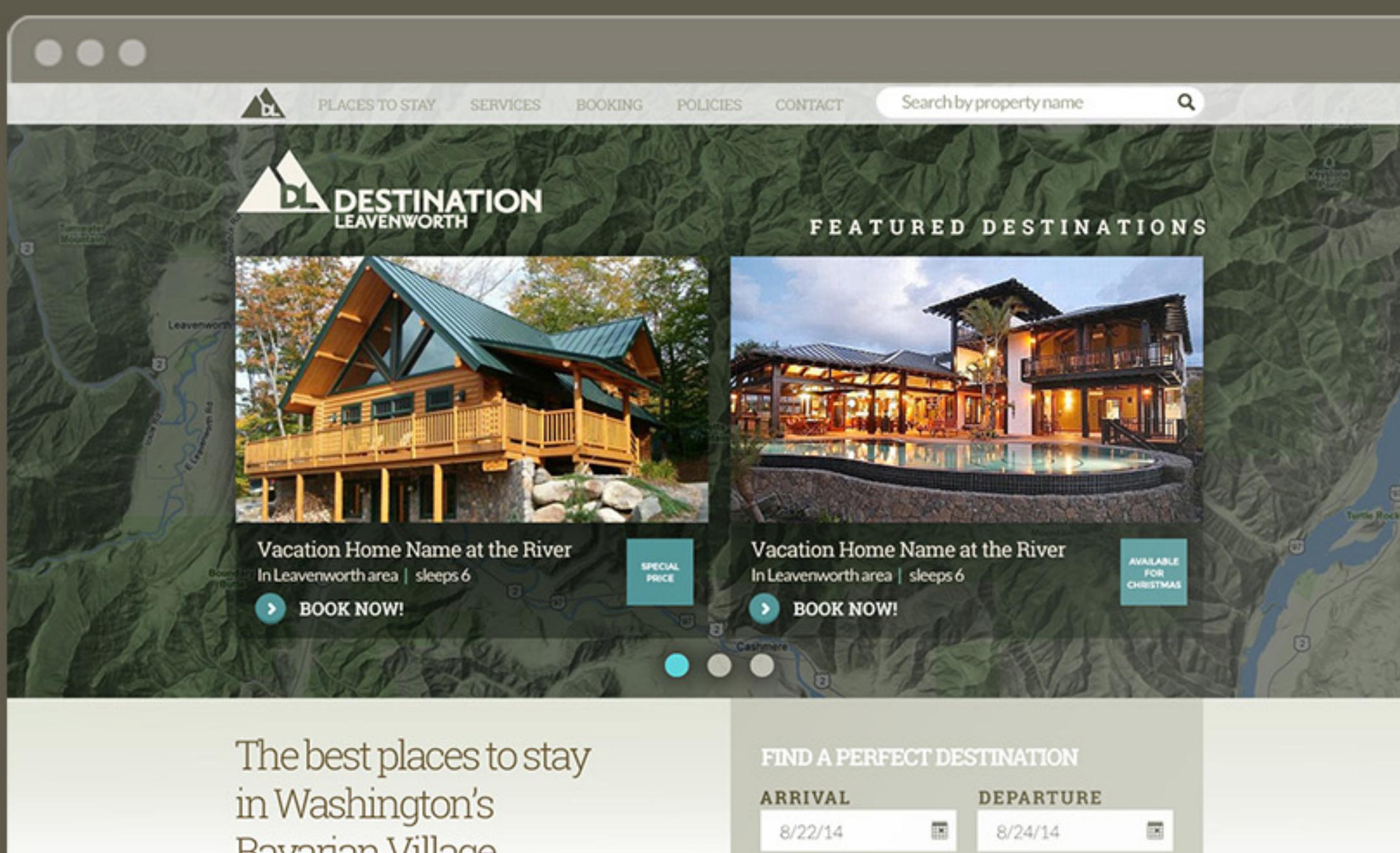
VERITAS
CUSTOM HOMES LLC

& C
CREATORS



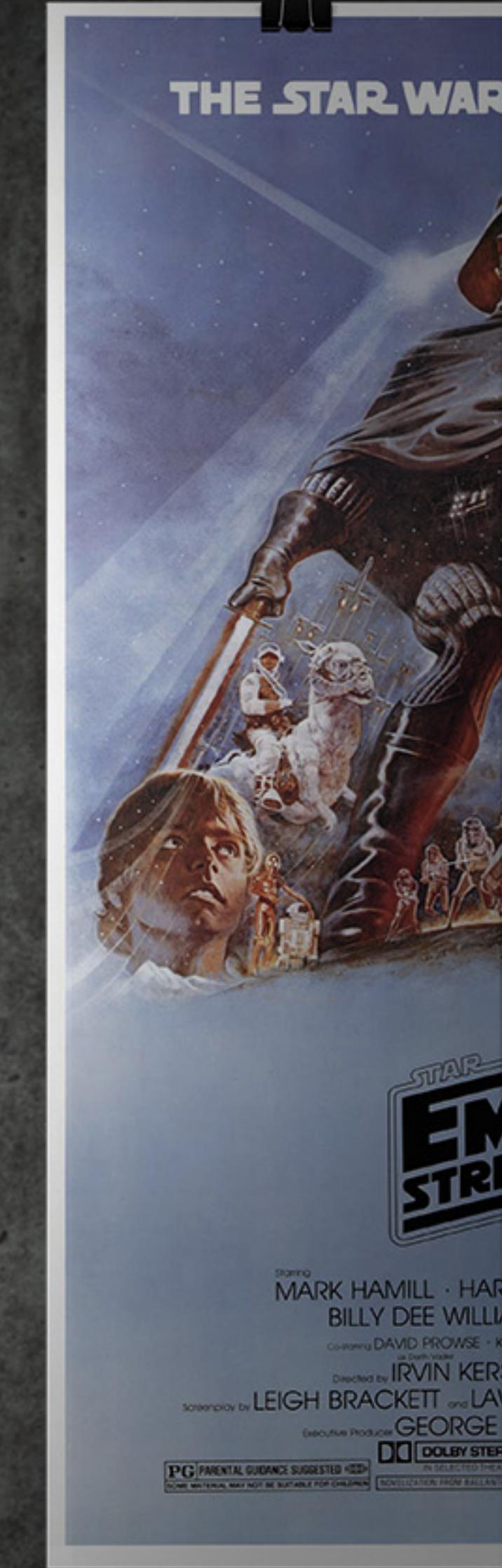
SNOW
LONGGRASS
LODGE AT THE
RIVER

DESTINATION LEAVENWORTH



The screenshot shows the homepage of the Destination Leavenworth website. The header features the company logo (a stylized mountain peak) and the text "DESTINATION LEAVENWORTH". Navigation links include "PLACES TO STAY", "SERVICES", "BOOKING", "POLICIES", and "CONTACT". A search bar is present with the placeholder "Search by property name". Below the header, there's a "FEATURED DESTINATIONS" section with two images of vacation homes: one a wooden cabin at the river, and another a modern house with a pool. Each image has a caption: "Vacation Home Name at the River In Leavenworth area | sleeps 6", a "SPECIAL PRICE" badge, and a "BOOK NOW!" button. The background of the main content area is a map of the Leavenworth area. At the bottom, a call-to-action section says "The best places to stay in Washington's Bavarian Village" with "FIND A PERFECT DESTINATION" and date input fields for "ARRIVAL" (8/22/14) and "DEPARTURE" (8/24/14).





Star Wars

I was not hired to make a logo for Star Wars Episode VIII: The Last Jedi.

But I designed one anyway. Because, don't you miss the 1980's and the expressive array of galactic typography we saw on posters everywhere?

I do. And so. ITC Serif Gothic. Smash it together with a Stranger Things-esque lighting effect and some more epic letter arrangements, and *punch-it Chewie*. You're home.

Just sayin'.

**JOEL
EBY**

HTTP://JOELEBY.COM