

# 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 +



my teams +



NEW YORK  
Yankees



BOSTON  
Red Sox



OAKLAND  
Raiders

top scores **the latest**

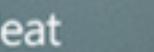
LIVE

NBA

ESPN | 2ND QTR 10:49



Heat



Knicks

28

GOLF

FOX | 7th HOLE



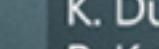
R. McElroy

-12



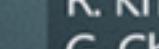
J. Duffner

-10



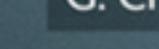
K. Duke

-10



R. Knox

-8



G. Chalmers

-7

UPCOMING

NCAAB

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'

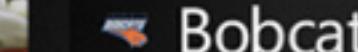
Ex-Viking Carter put  
bounties on opponents

Hargrove 'disappointed' by  
declaration leak

Miami will remain committed  
to ACC AD

LIVE

2ND QTR 10:49



Bobcats



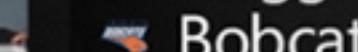
Pacers

UPCOMING

TUE APR 23, 7:00 EST



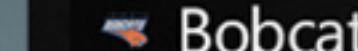
Nuggets



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

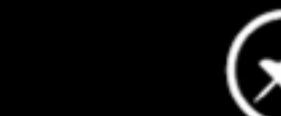
6.4



STEALS

Kemba Walker, #1

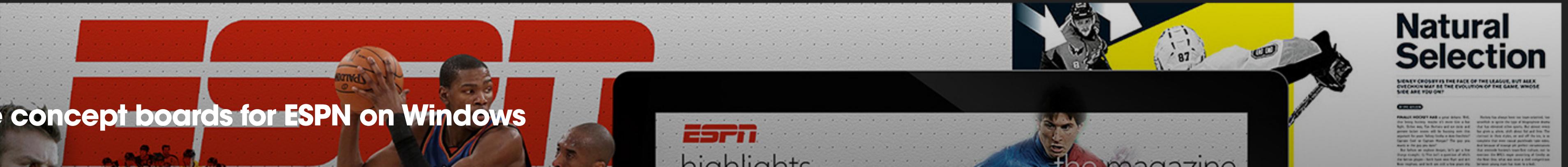
...



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



Visual language concept boards for ESPN on Windows



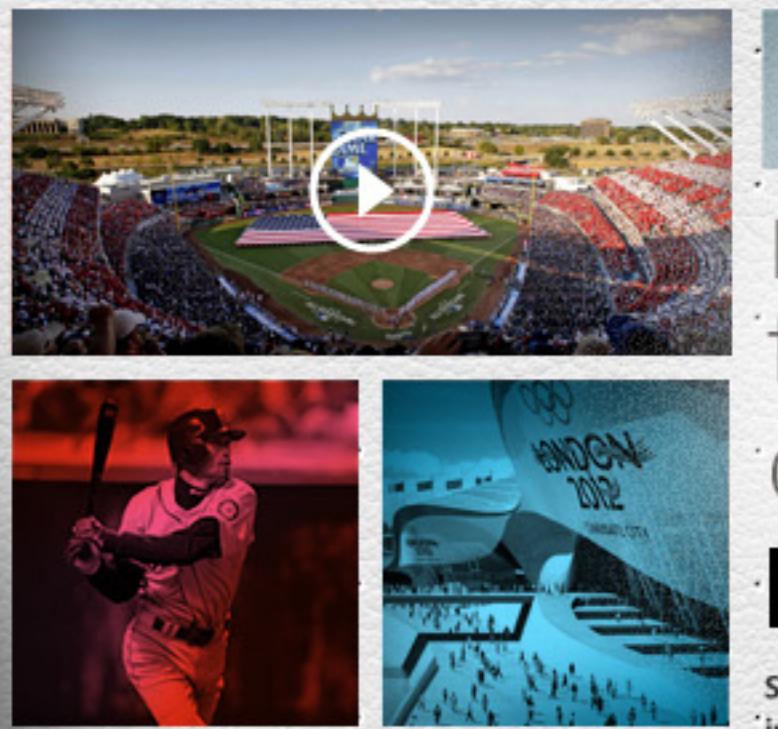


This is a place where the up-to-the-moment stream of sports collides a new dimension of coverage. Where news meets opinion. Where scores mix with commentary. It's the full breadth of ESPN's worldwide reach and sports authority, along with the closeness and richness embodied by the Magazine. It's about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

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



## ESPN highlights



MLB	SEA	7	MLB	CHW	1
	KC	8		BOS	10

navigating  
the trade  
deadline

### 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.



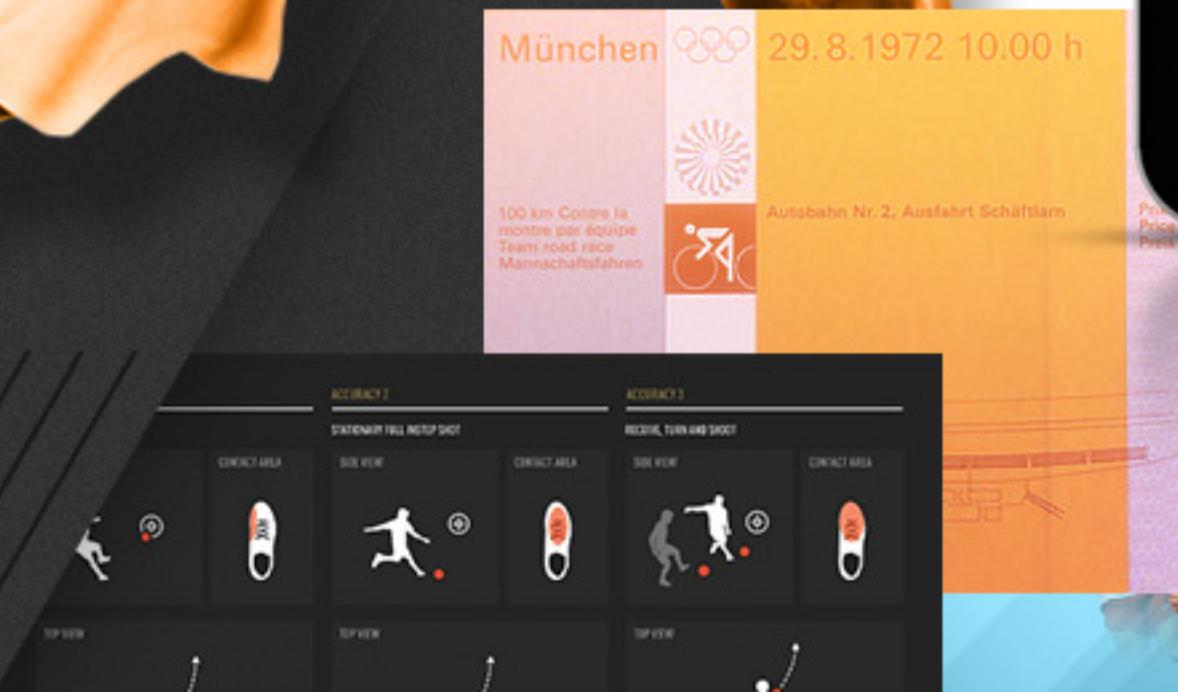
MLB	2ND QTR 10:49
Mariners	4ND QTR 3:21
Royals	0

Blue Jays	0
Yankees	6

# 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  
CHIVAS USA  
TIMBERS

Home Depot Center, Los Angeles

MLB | FEB 14 4:00PM  
P PIRATES  
ORIOLES

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

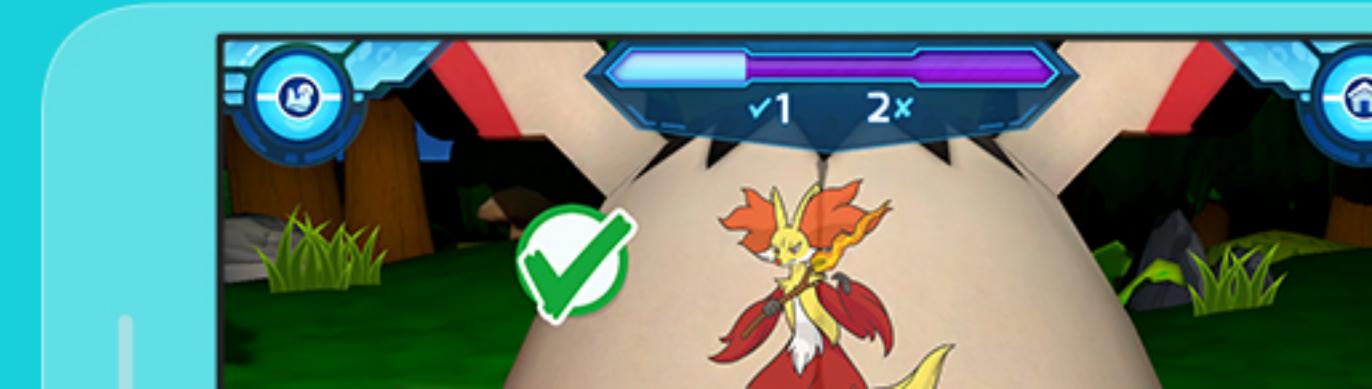
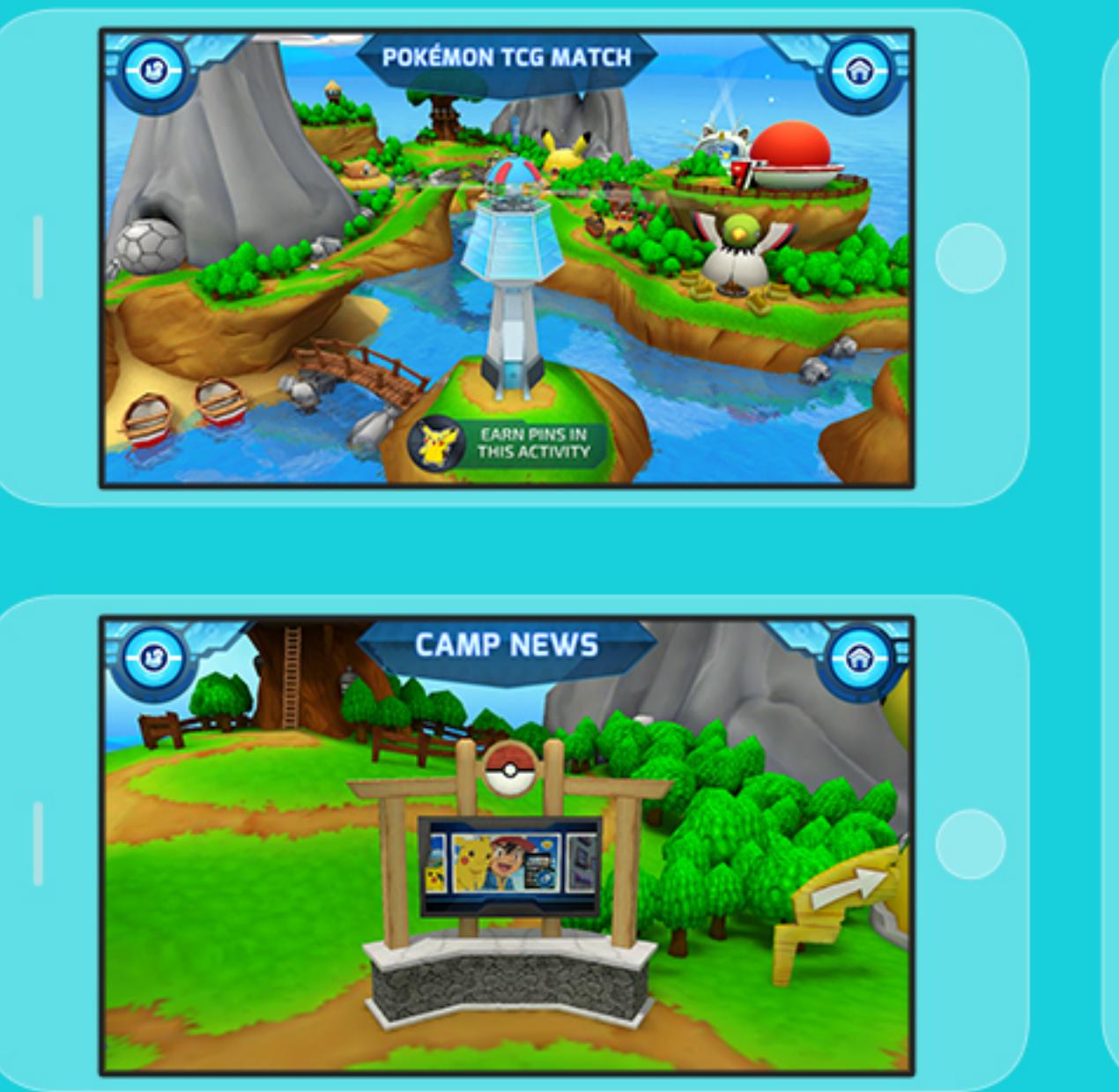
I have had the privilege to bring to life countless experiences for an incredible kids brand, Pokémon.

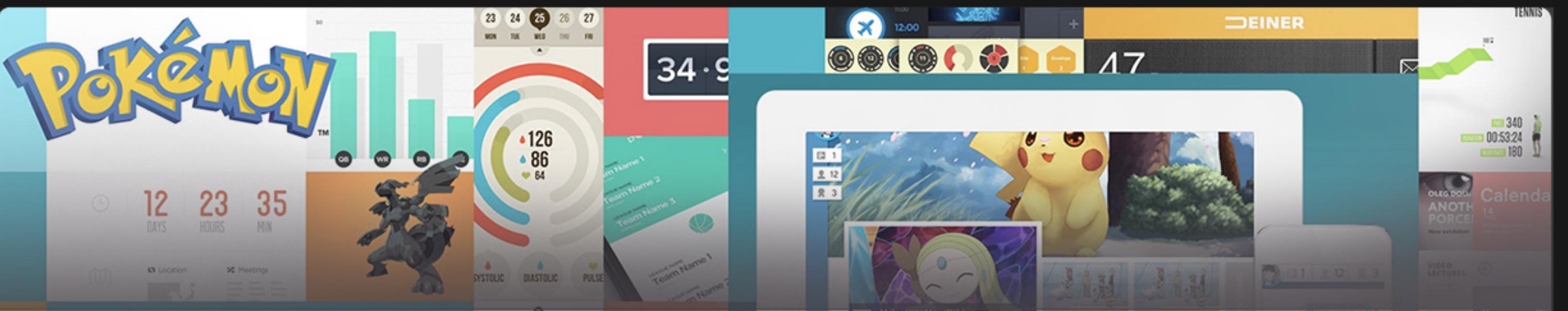
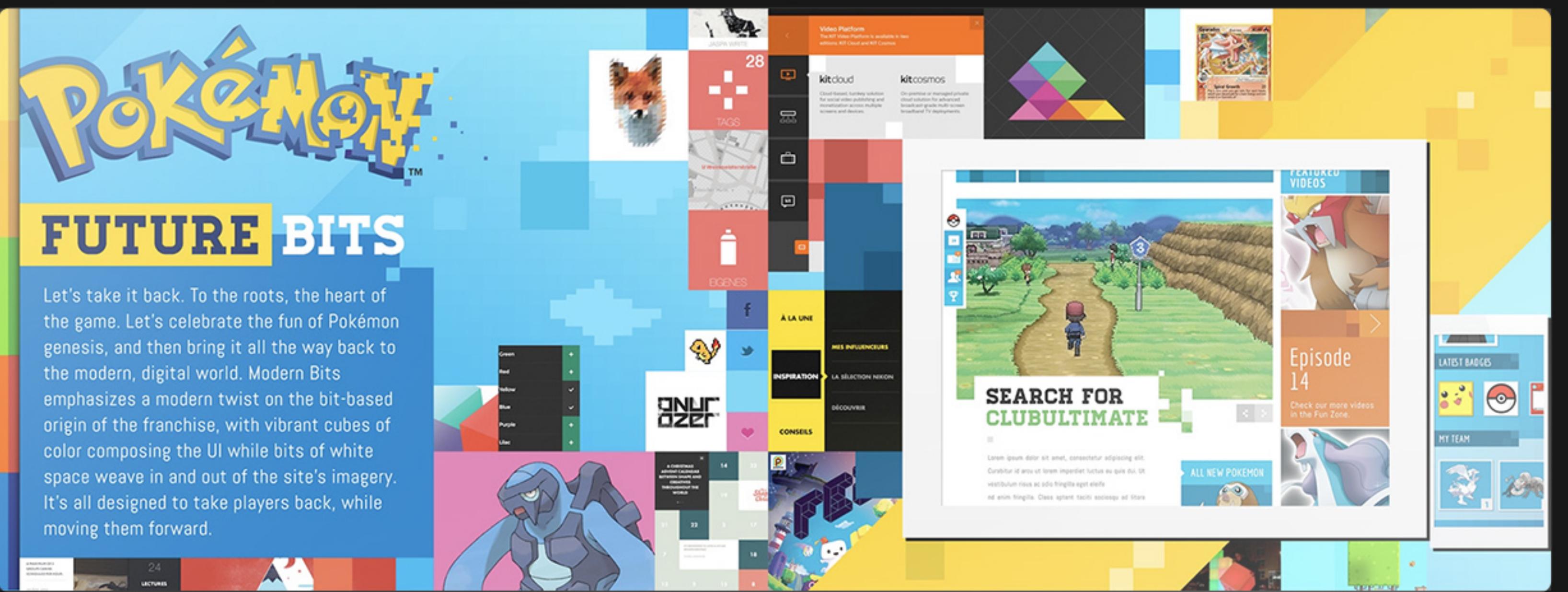
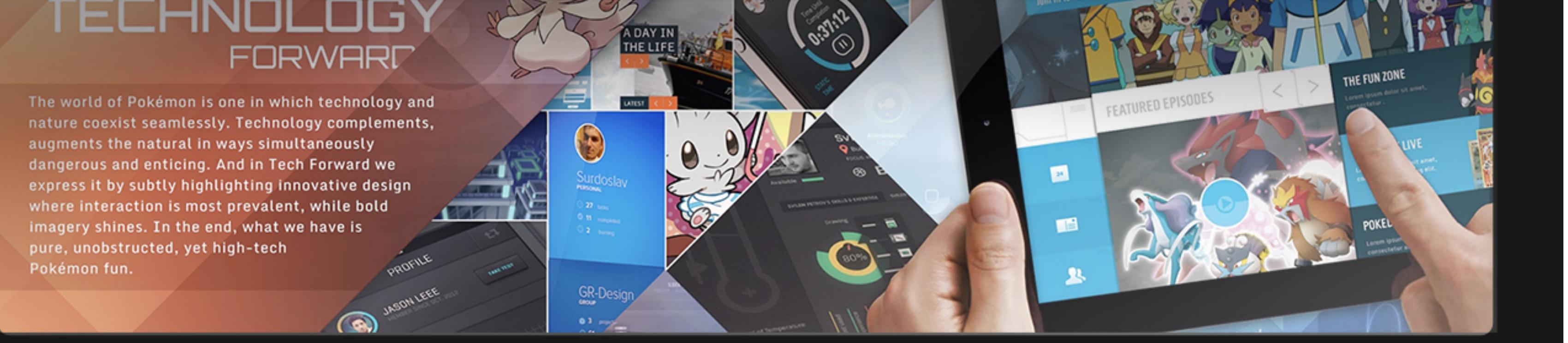
One of these, Camp Pokémon, is a brand new IP my team at POP created to fill a gap in Pokémon's product ecosystem: immerse young children on modern devices in the ways of the Pokémon universe.

My role was creative director. I created the idea, pitched the concept, and architected the experience along with our technical director. We then assembled a team a team of UX/designers, 3D artists and Unity developers to execute.

The app generated 2mm downloads its first 2 weeks.







# Pokémon Portal Redesign

I've directed the redesign of the PokéMon.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 section features a navigation bar with the Pokémon logo and various icons. Below it is a large banner for "Pokémon Bank" featuring Primal Groudon and Primal Kyogre. To the right is a promotional image for the Primal Clash TCG. The main content area includes sections for "Bank on Three Awesome Pokémons!", "Need Help Playing in Hoenn?", "Play the Pokémon TCG Online!", "Visit the Pokémon Center!", and "Watch Pokémon TV!". A "Featured Pokémons" section at the bottom shows cards for Zorua, Zoroark, Regirock, Registeel, and Registeel.
- Tablet View:** The top navigation bar remains consistent. The "Pokémon Bank" banner and Primal Clash promotion are still present. The central content area is simplified, featuring a large image of Ivysaur (#002) with its stats and type information (Grass/Poison). Below the stats, there's a note about its back bud. To the right, there's a "What's New This Week" section with cards for Primal Clash, Pokémon Shuffle, and Enter the Dragon Type competition.
- Mobile View:** The top navigation bar is visible. The "Pokémon Bank" banner and Primal Clash promotion are shown. The central content area is focused on Ivysaur (#002), displaying its detailed stats, type (Grass/Poison), weaknesses (Fire/Flying/Ice/Psychic), and a descriptive note about its back bud. To the right, there's a "Play Games" section with cards for Poké Ball Plus!, Floette Float!, and Sableye's Gem Journey!.

Pokémon.com responsive redesign

# Hulu Chatbots + Social Media campaigns

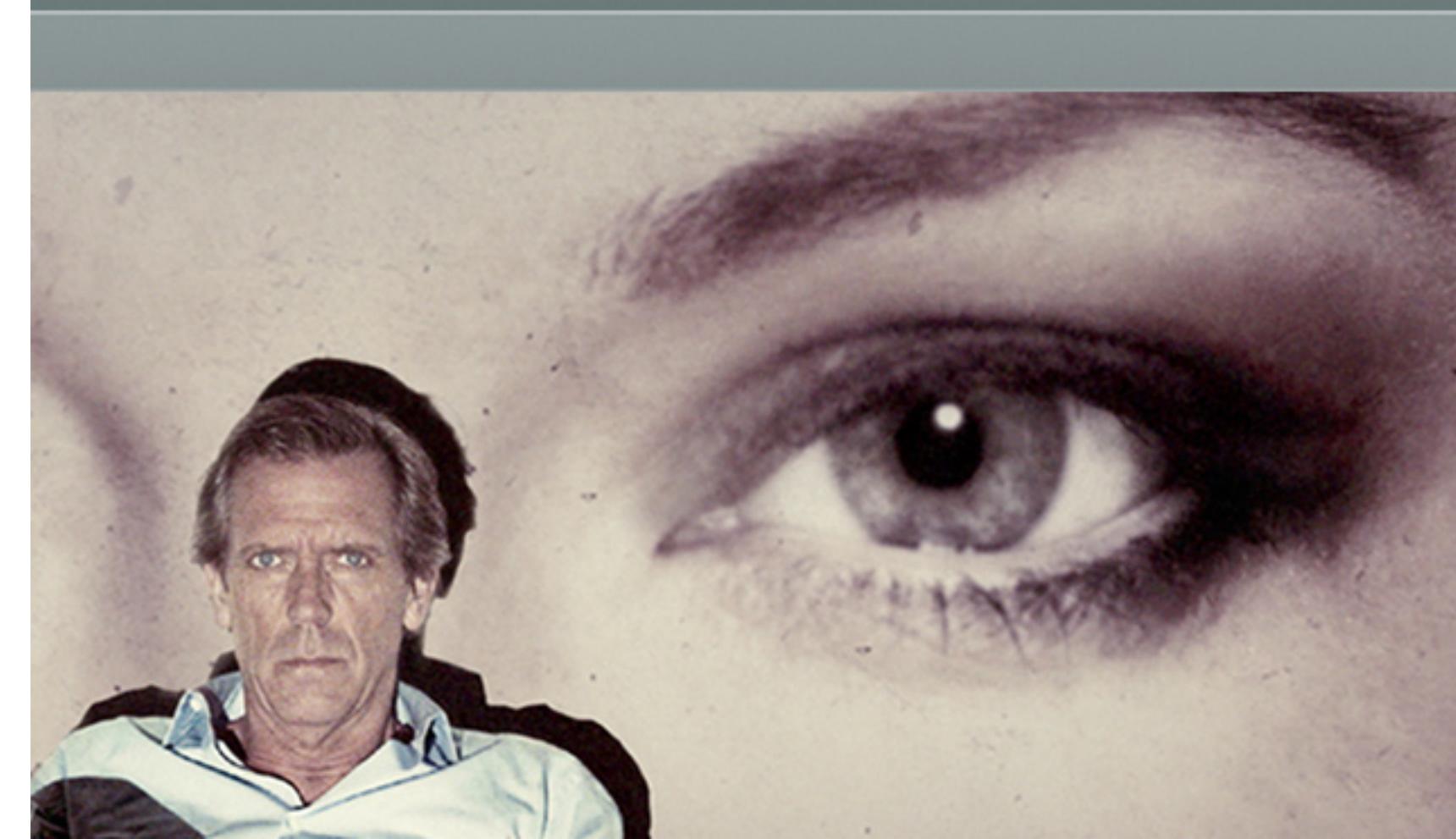
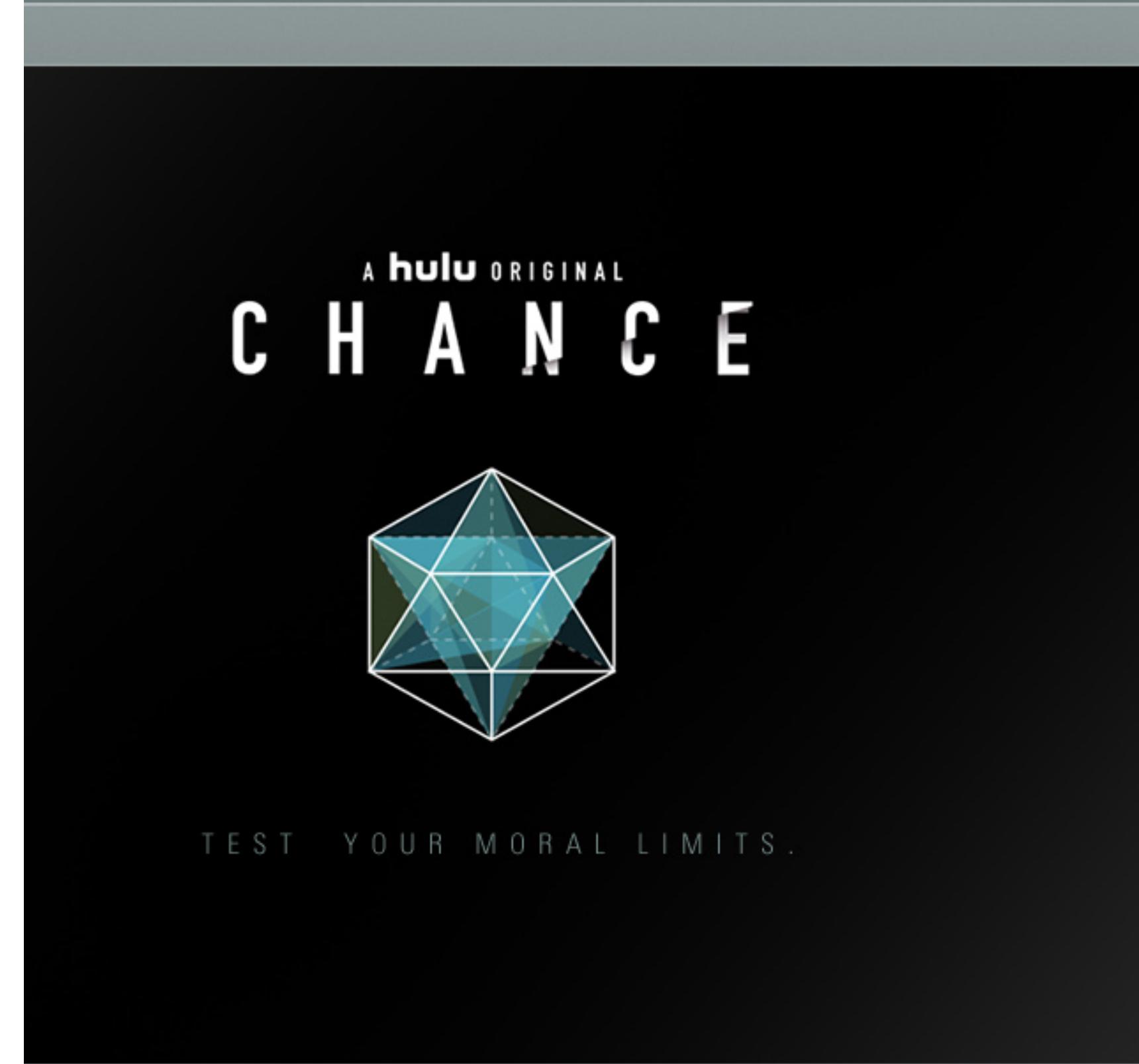
Artificial intelligence in a creative campaign.

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?

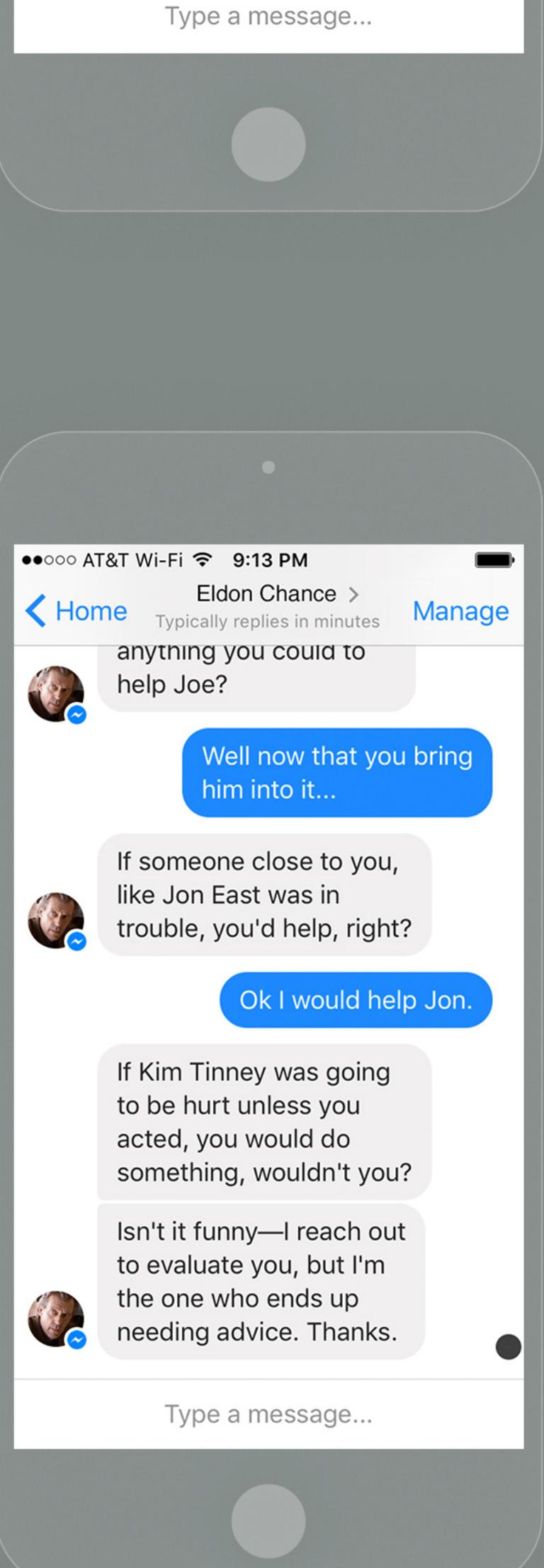
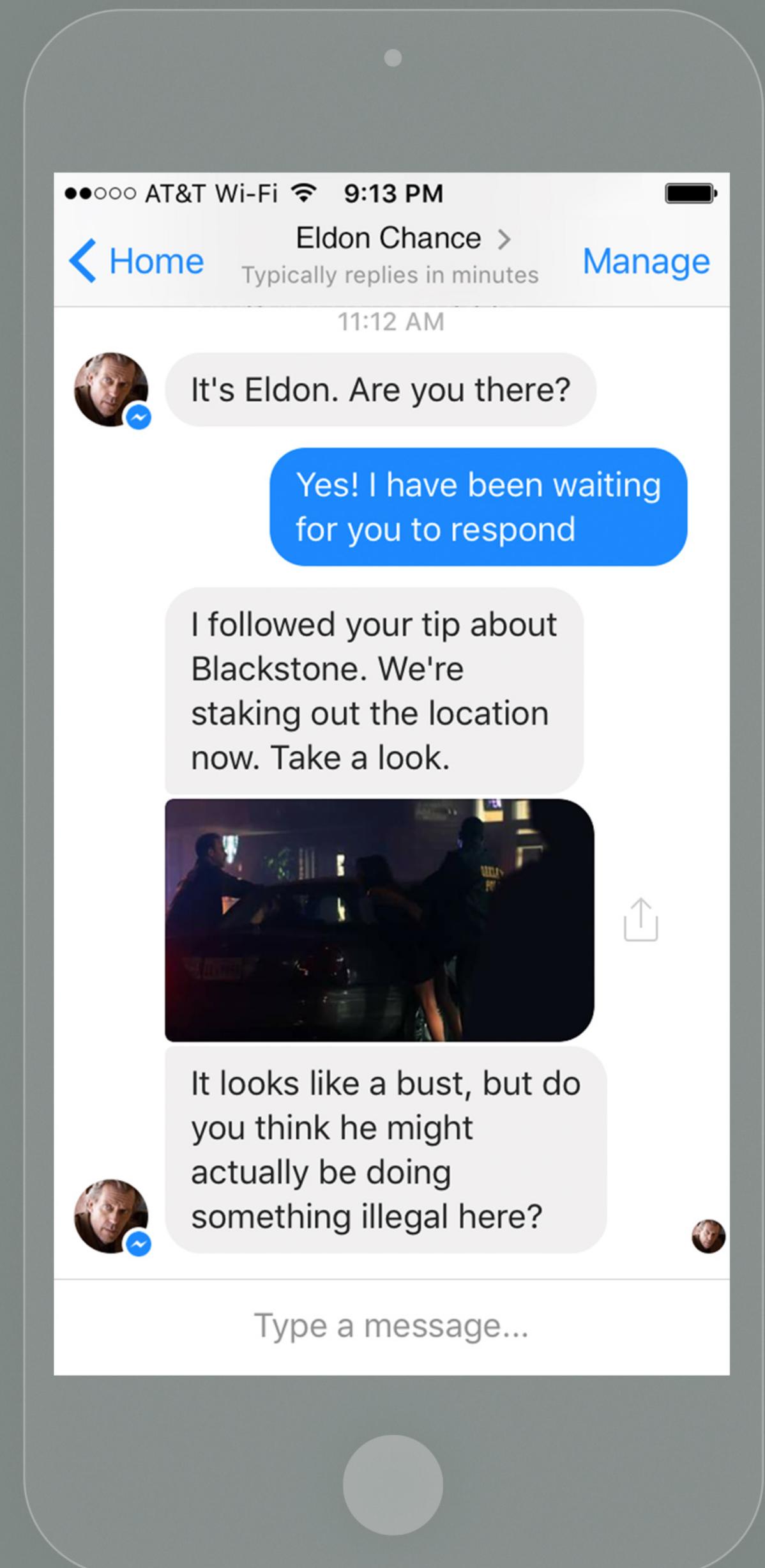
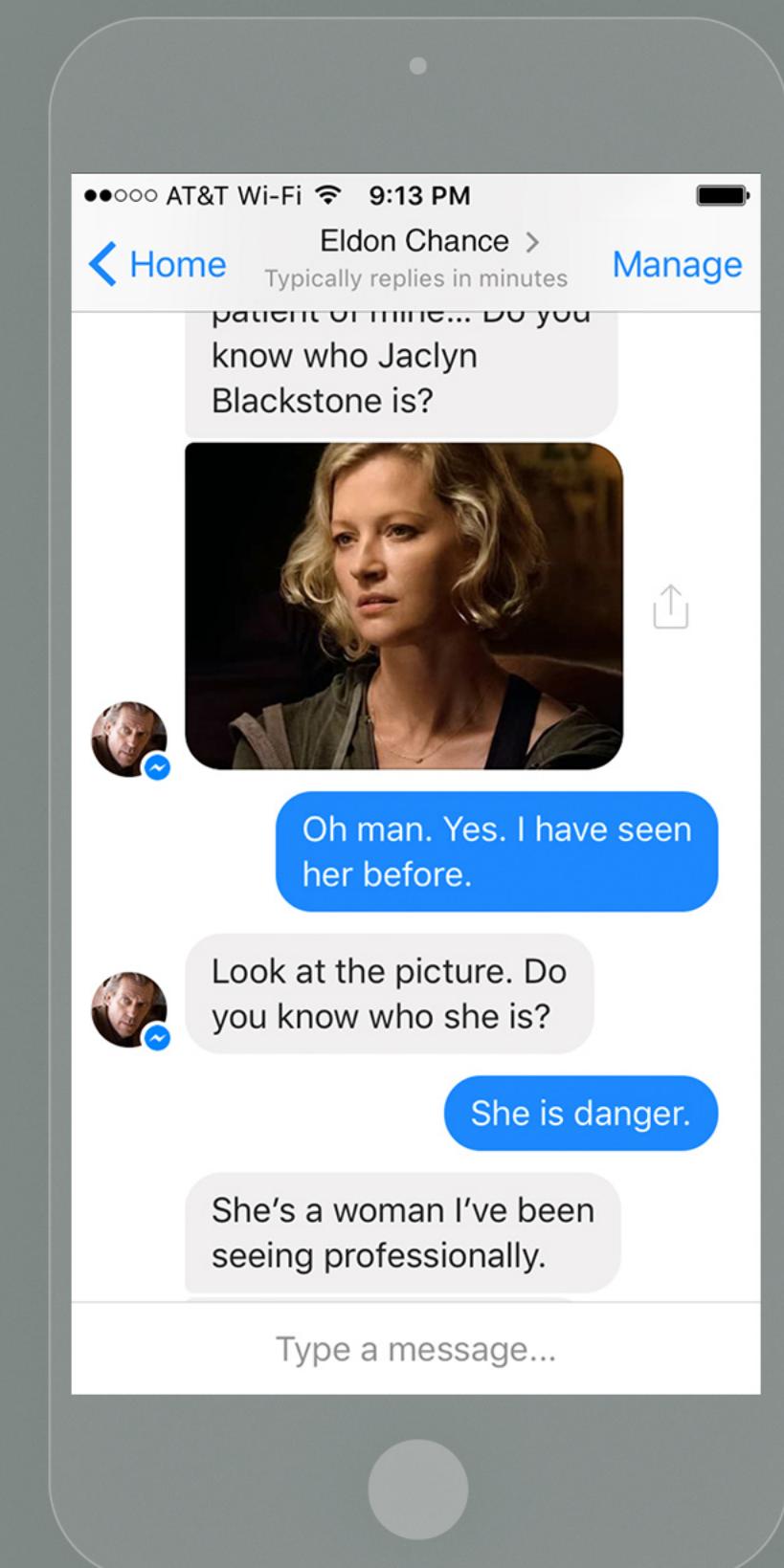
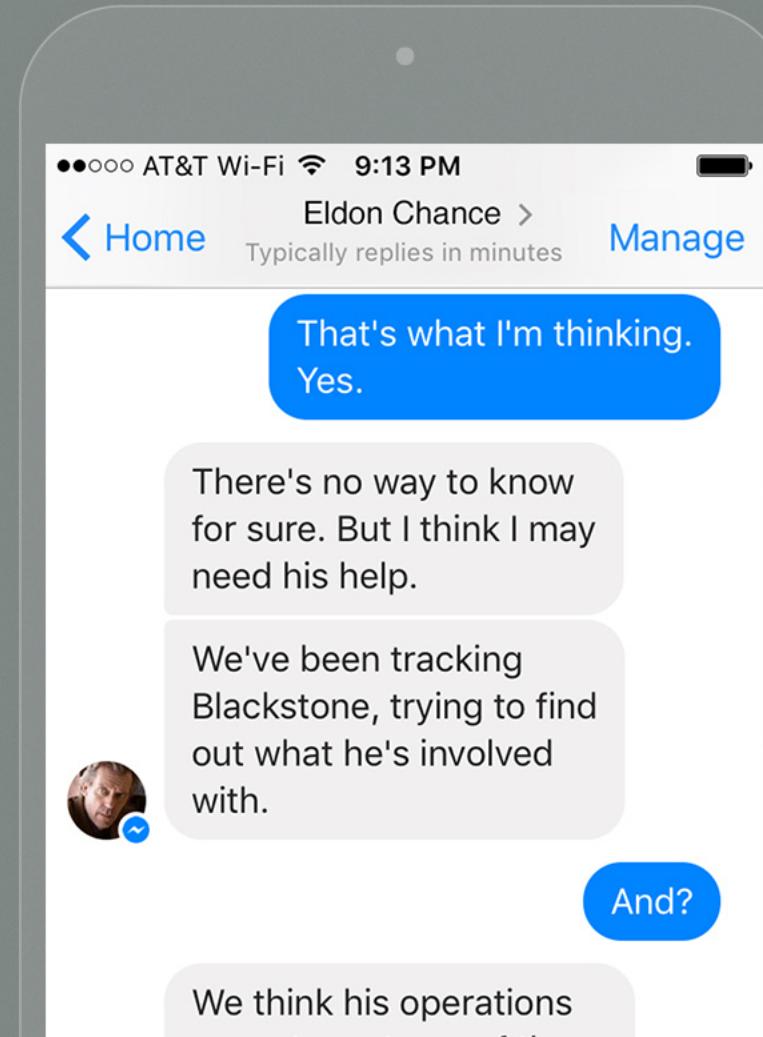
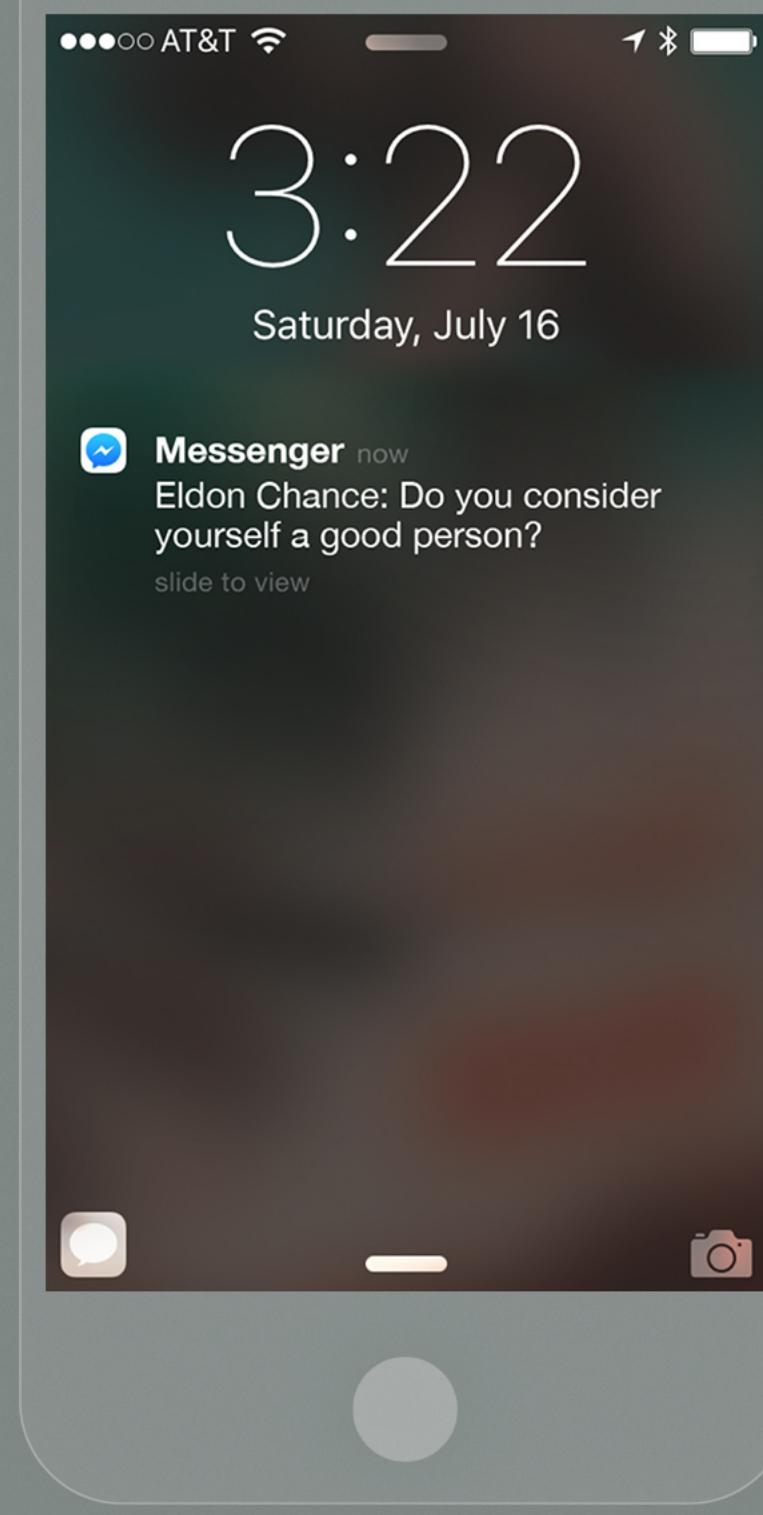
YES      NO

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

Sign Up Message

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

Chance December 13, 2016

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

184K Views

Kim Tinney and 8 other friends like this

About Send Message www.hulu.com TV Show

Pages liked by this Page

Hugh Laurie Hulu The Handmaid's Tale

2 DAYS

CHANCE | hulu

1.2K Views

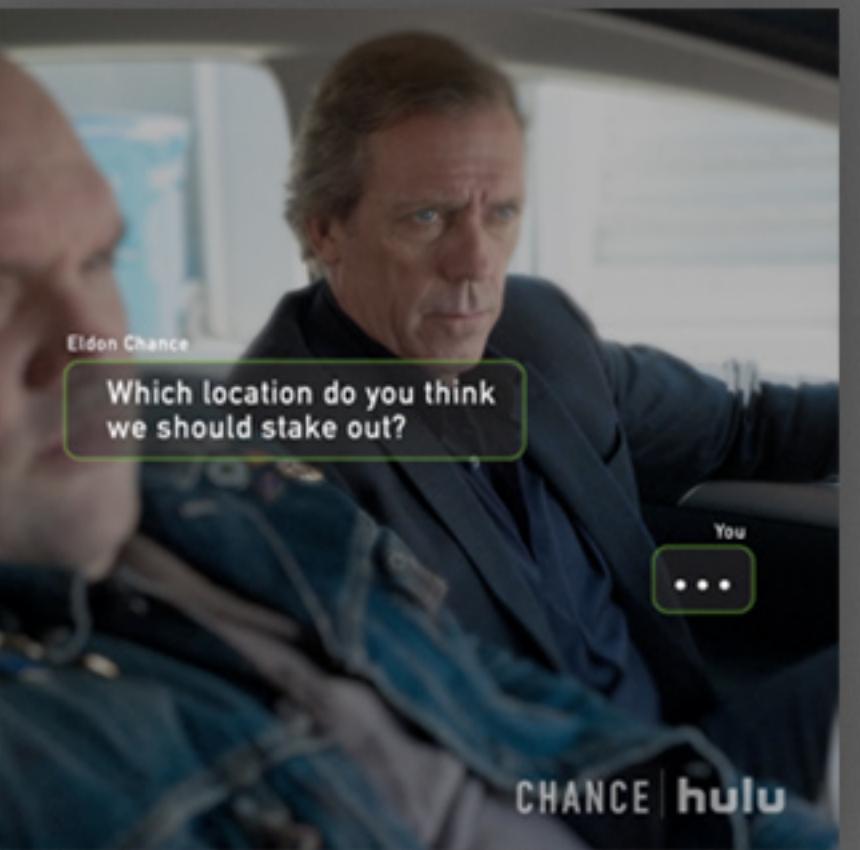
Like Comment Share

131 Top Comments

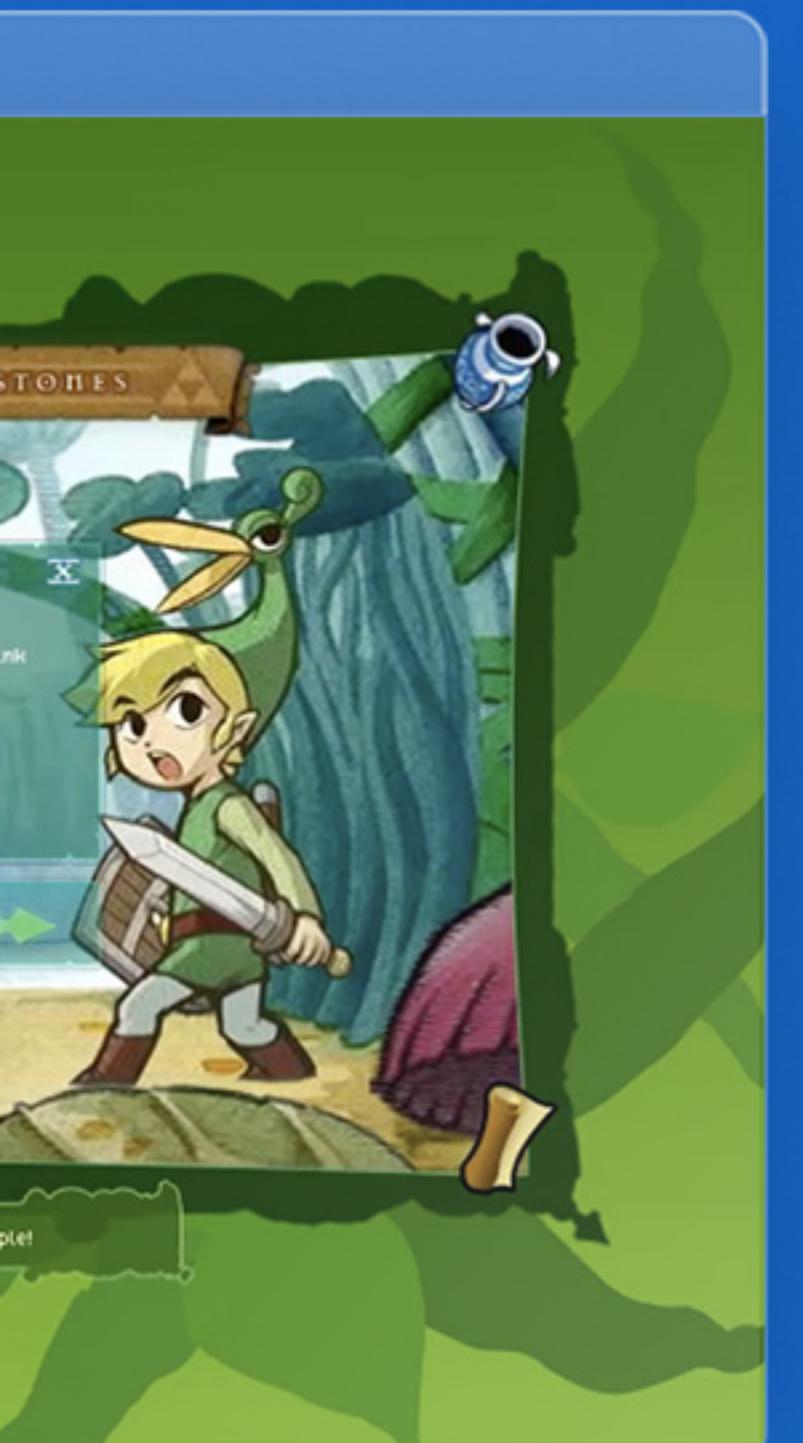
1 share

Write a comment...

Social media motion/still content packs



Social media motion/still content packs



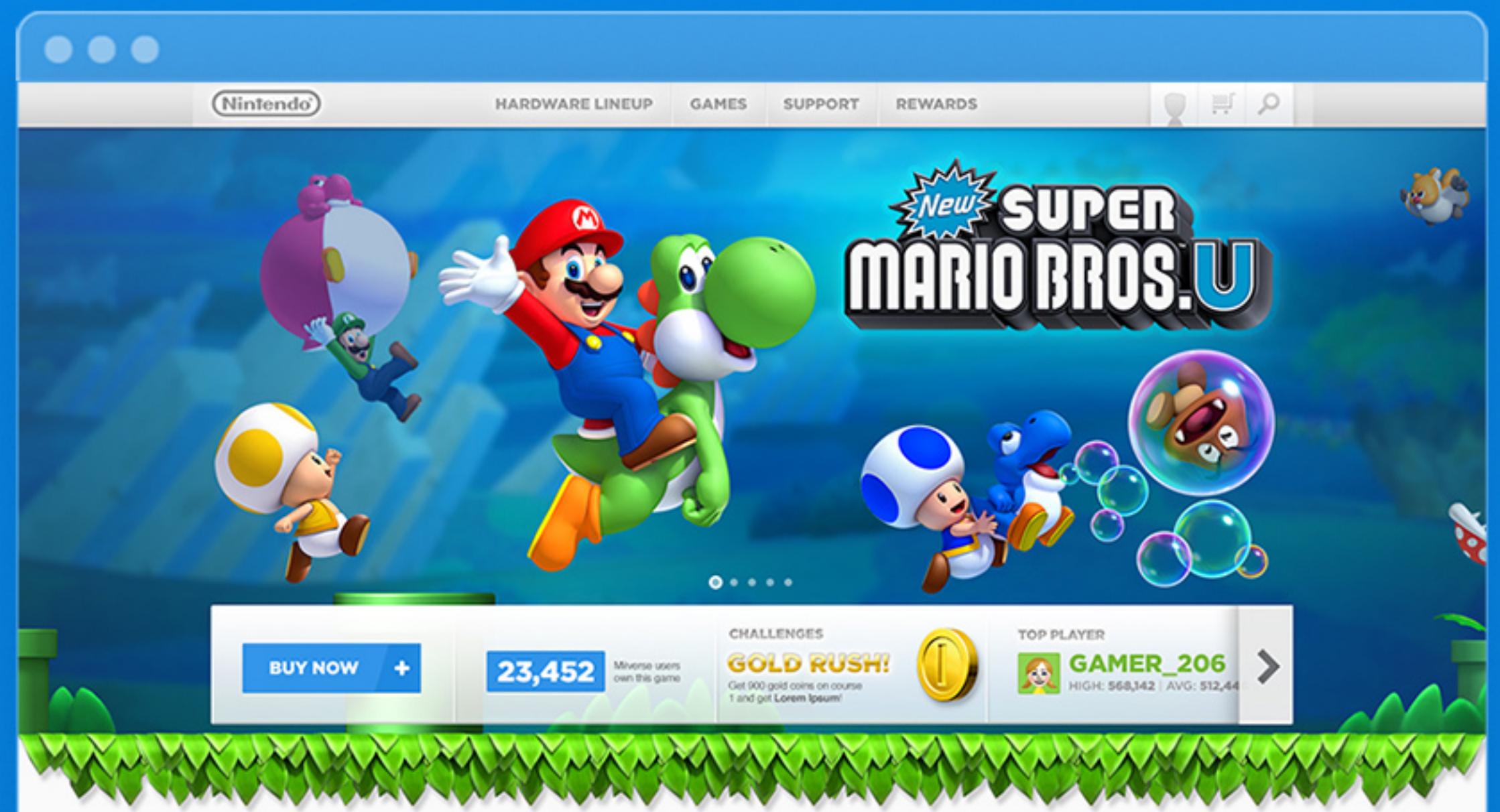
Mario.  
Zelda.  
Metroid.  
Pikachu.  
Nintendo.

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 digital stuff for Nintendo. 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



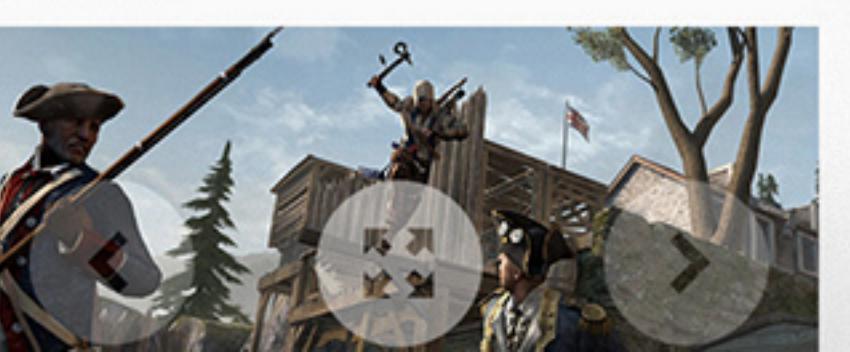
A screenshot showing a user profile for "GAMER\_206". It includes sections for "RECOMMENDED FOR YOU" (Mass Effect 3), "SUGGESTED FRIEND" (Maria 83), and "NEW DLC FOR YOUR GAMES" (New Koopa Kart Available). It also features a "TRENDING NOW IN YOUR NETWORK" section for "PIKMIN 3".

A screenshot of the game details page for "ASSASSIN'S CREED III" on Wii U. The top half shows a cinematic trailer with a play button. Below it, the title "ASSASSIN'S CREED III" is displayed along with its size "(25Gb)". There are social sharing icons and a "VIEW SITE" button.

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

A detailed view of the "ASSASSIN'S CREED III" page. It shows the price "\$60.44", a "VIEW RETAILERS" button, and a "DETAILS" section with a star rating of 5.0 and 56 reviews. It also lists system requirements, developer information, and a "Multiplayer" section showing active players and modes.

**GAME OVERVIEW**  
**The America Colonies, 1775:**  
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  
Mighty Assassin... and more!





Microsite for New Super Mario Bros.



Legend of Zelda microsite

The image displays the Nintendo Holiday Gift Guide experience across two devices: a desktop browser and a smartphone.

**Desktop View:**

- Header:** Features a festive background with Link, Donkey Kong, and Mario. The title "Holiday Gift Guide" is prominently displayed.
- Navigation:** Categories include Games, Systems, Featured this season, Deals, and Accessories.
- Top Picks:** A section for "Top Picks" featuring "Mario Kart 8" and "Super Smash Bros." with their respective MSRP (\$59.99).
- Mobile View:** A smartphone screen shows a "Wish list" interface with options to share via Facebook, print, or email.
- Product Details:** A detailed view of "Mario Kart 8" is shown, including its price (\$59.99 MSRP\*), purchase options (In Your Wishlist, Find a Retailer, Buy Digital), and a description of the game's features.

**Smartphone View:**

- Wish list Header:** "Wish list" with a sub-header "Ready to share your Wishlist?"
- Sharing Options:** Buttons for SHARE IT ON FACEBOOK!, PRINT IT!, and EMAIL IT!.
- Product Listings:** A grid of items including "Mario Kart 8", "Super Smash Bros. for Nintendo 3DS", "Wii U Pro Controller", "Pokémon Alpha Sapphire", and "Mario". Each item has a "Wish list" button.
- Bottom Navigation:** Buttons for "Wish list" and a circular icon with the number "4".

Nintendo Gift Guide experience

**SCHEDULE SCORES**

**TORONTO FC MATCH**

**VANCOUVER WHITECAPS FC**

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

**BUY TICKETS >**

May 10, 2016 | 4:30PM ET  
AT **TOR**  
SEATTLE SOUNDERS FC

**BUY TICKETS >**

May 16, 2016 | 7:30PM ET  
AT **COL**  
COLORADO RAPIDS

**BUY TICKETS >**

**MATCH TICKET**

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

vs **VAN** VANCOUVER WHITECAPS FC

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**

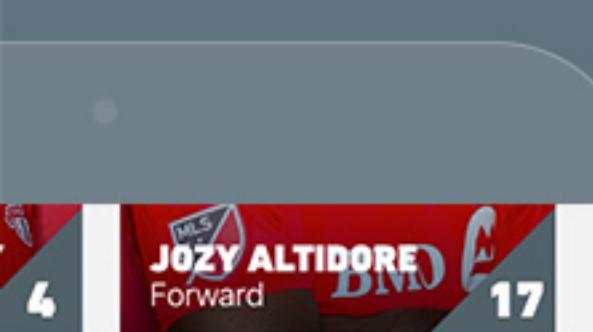
**Toronto FC Squeak Out Draw with Revolution**

**Preview: Toronto FC vs New England Revolution**

# 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.



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

REDS GRAB THREE POINTS ON THE ROAD IN CHICAGO

UPCOMING MATCHES

SEA AT TOR TOR

May 10, 2016 | 4:30PM TICKETS >

May 17, 2015 | 7:30PM

MLS MATCH PREVIEW

VAN AT TOR

May 14, 2016 | 7:30PM ET

BMO Field | Toronto, ON  
FOX Sports 1 | TSN4

BUY TICKETS >    FULL SCHEDULE

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

vs VAN

SECTION 102 | ROW 9 | SEATS 14/15

174321903362

MATCH PREVIEW >    TFC SHOP

TICKET

SECTION 102 | ROW 9 | SEATS 14/15

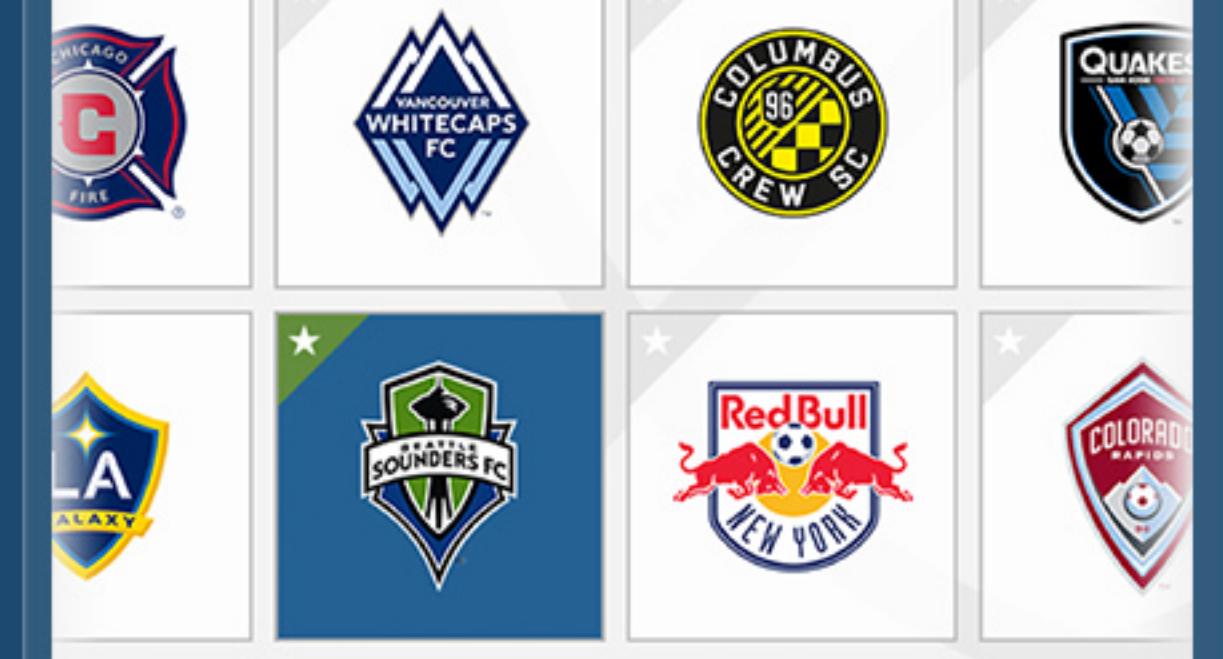
We're saving two tickets for tonight. Get them before they're gone!

ONE-CLICK PURCHASE

TOP SCORERS

JAY CHAPMAN | 14 GOALS

JOZY ALTI DORE | 17 GOALS



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

## NEWS

## SCHEDULE

## ROSTER

## MLS LIVE

## MATCH PASS

## NOTIFICATIONS

A chance at the Cascadia Cup awaits the Sounders

Seattle Sounders FC can clinch Cascadia Cup

## GET YOUR SOUNDERS FC GEAR

CLUB ROSTER

## 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

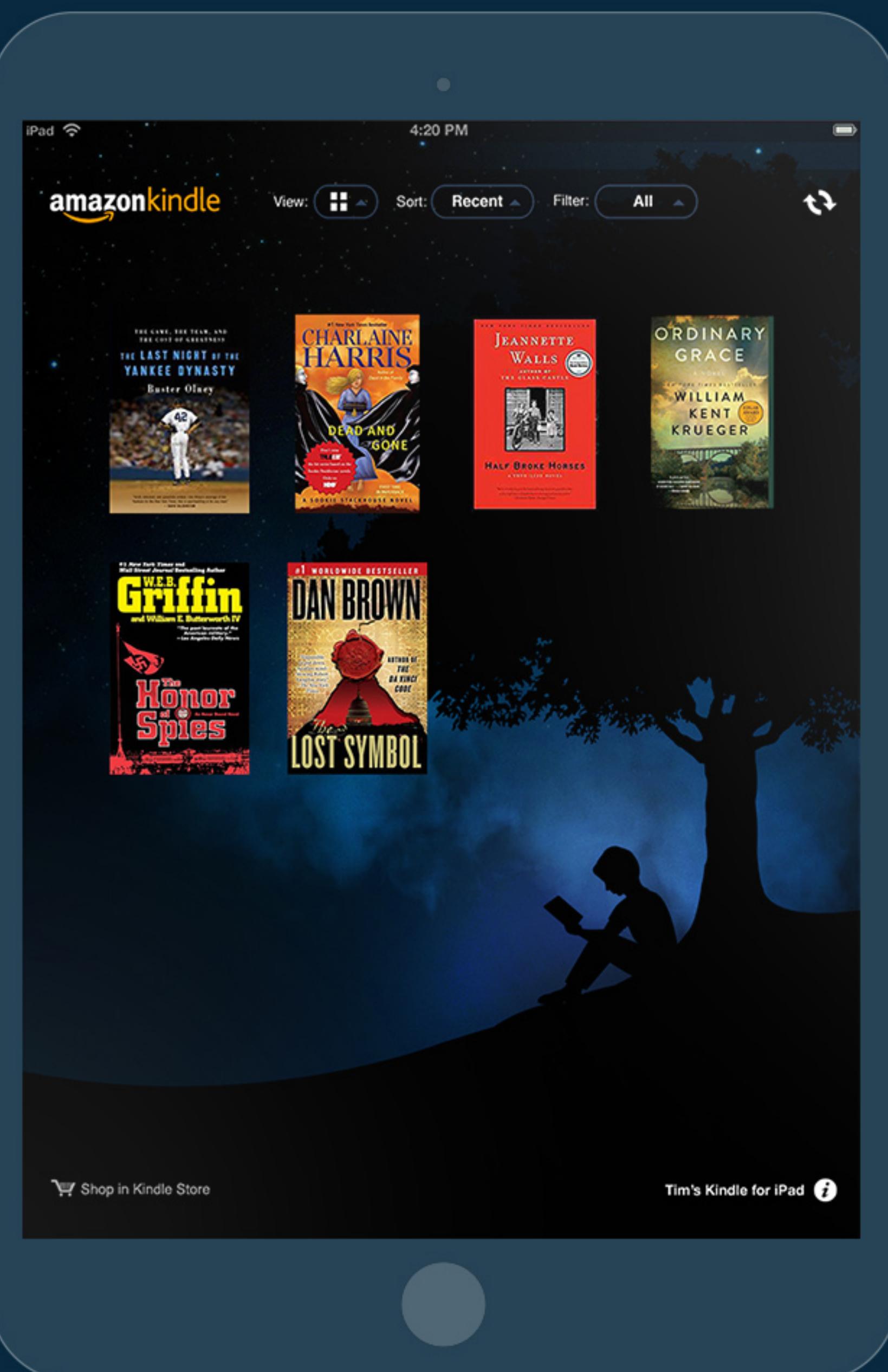


# Amazon Kindle for iPad

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.

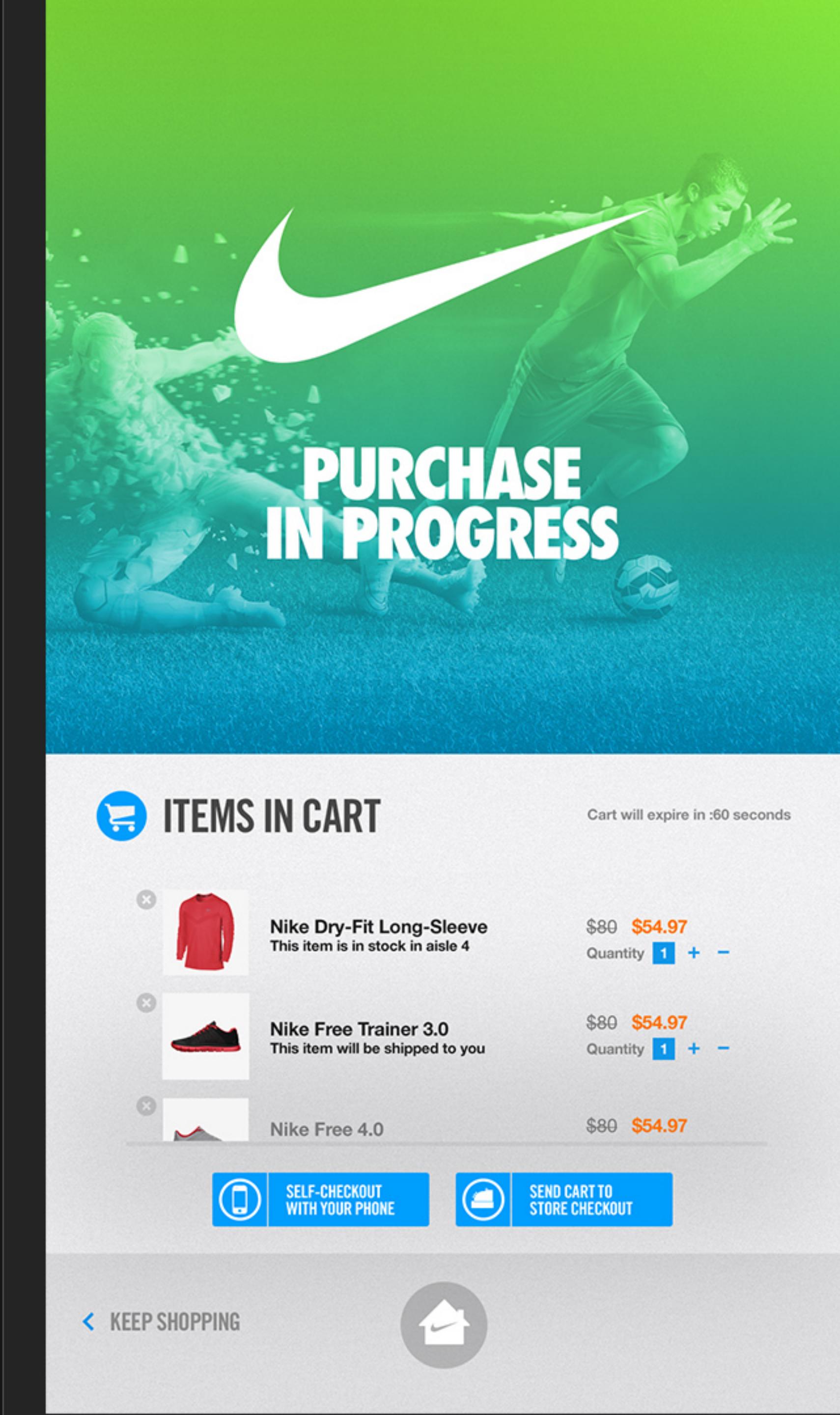
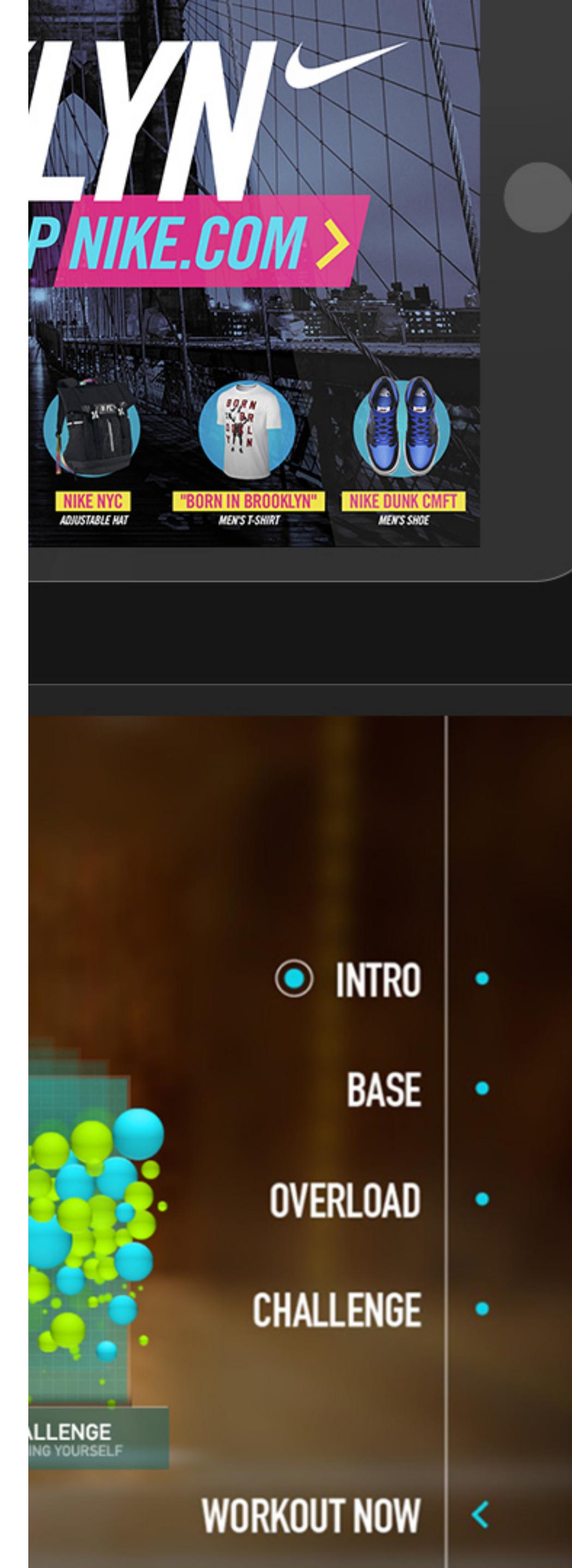
I led the agency team that launched a more lush kind of Kindle app on iPad. It debuted on day one of the iPad App Store and is now one of the most popular iOS apps ever released.



# 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

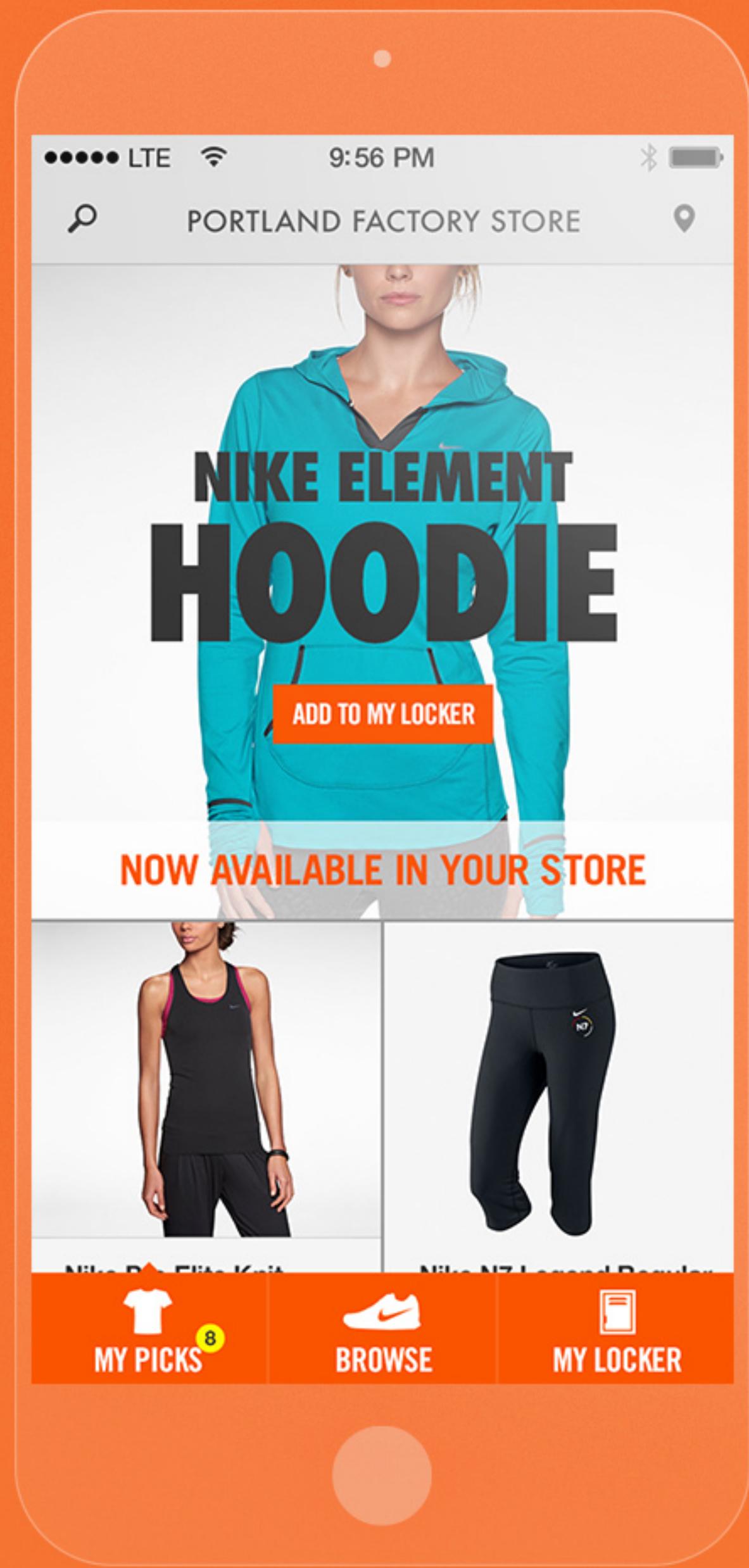
Nike Free 4.0 \$80 \$54.97

RATINGS AND REVIEWS

PING

SEARCH EXPLORE NIKE+ NIKEiD EMAIL SIGN UP

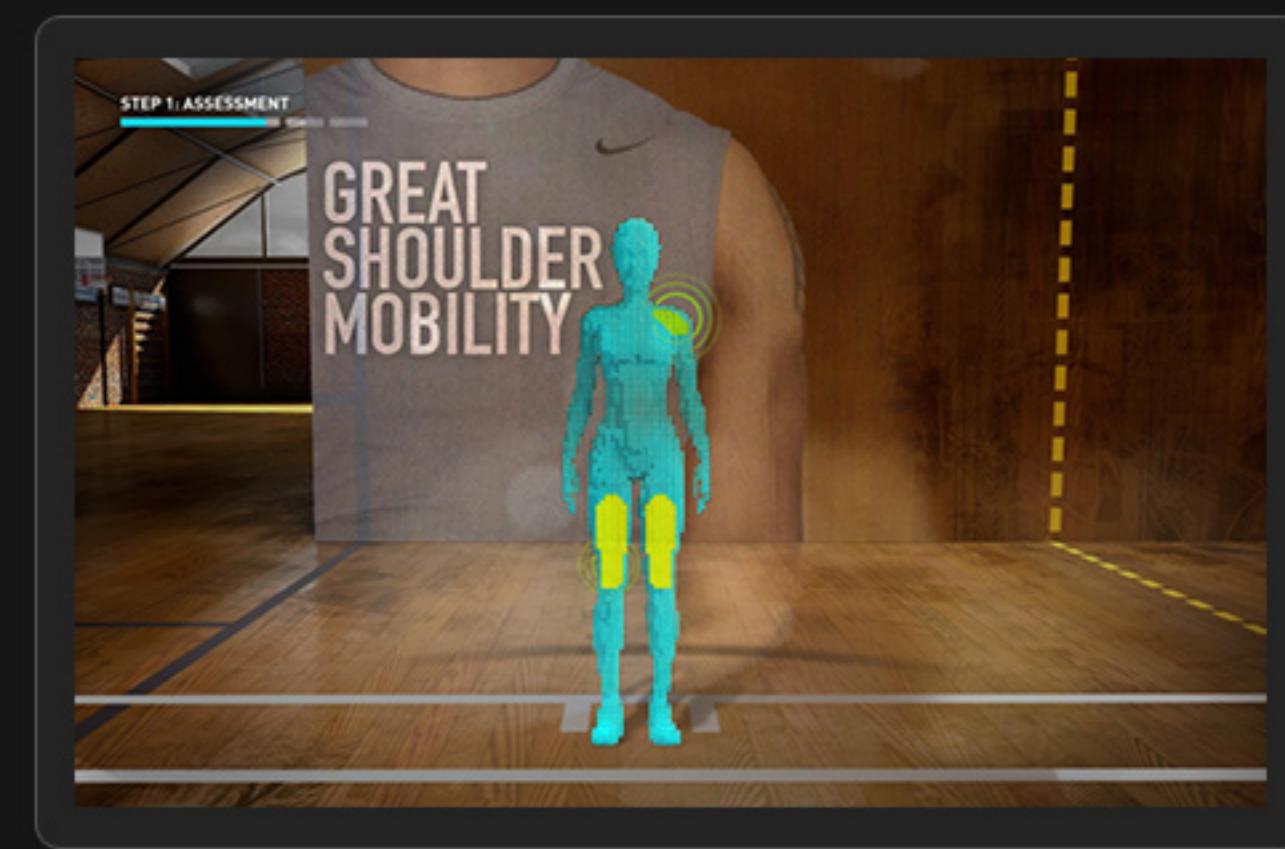




Nike Factory Store app concept



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 < >



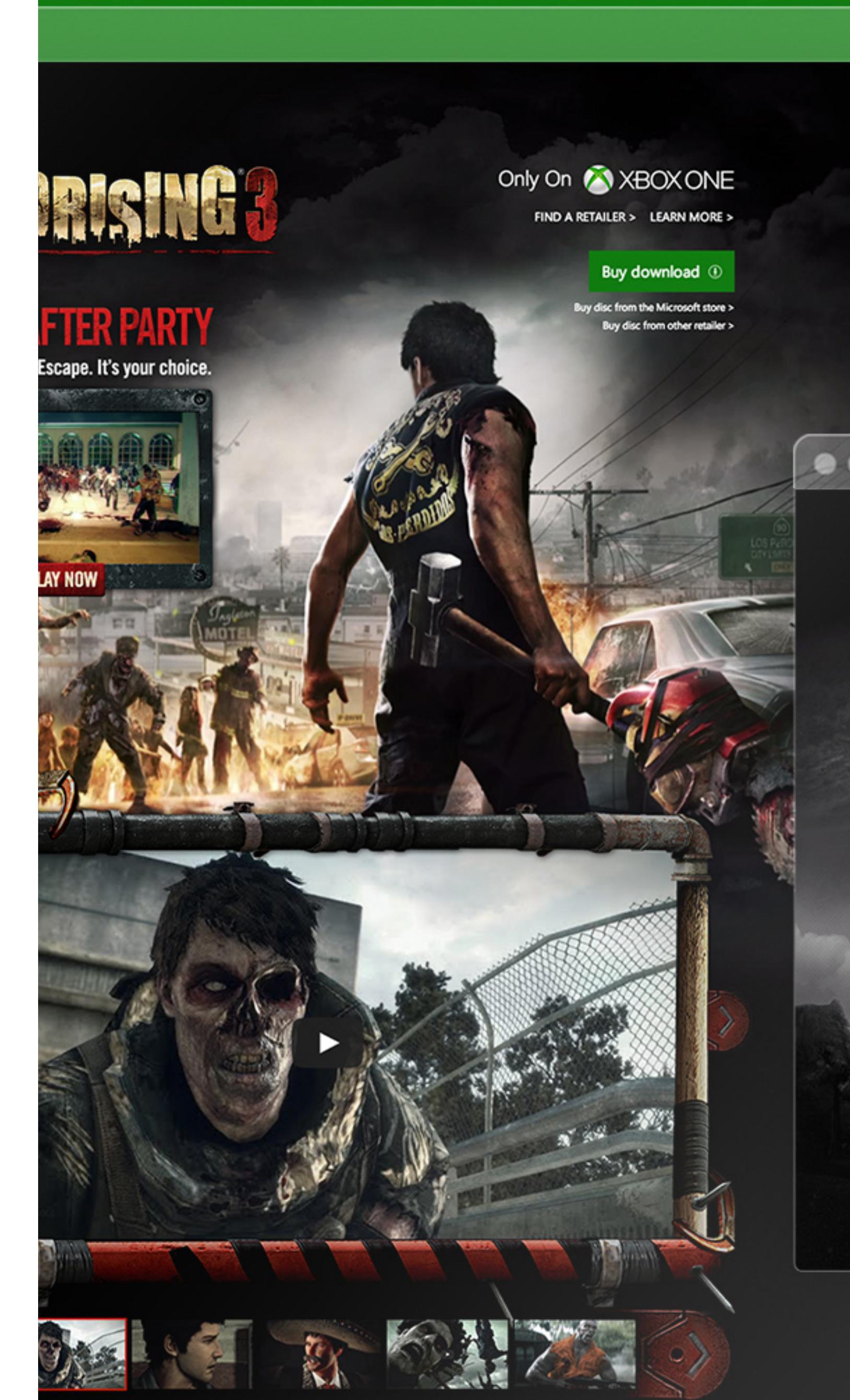
UI concepts for Nike+ Kinect Training on Xbox

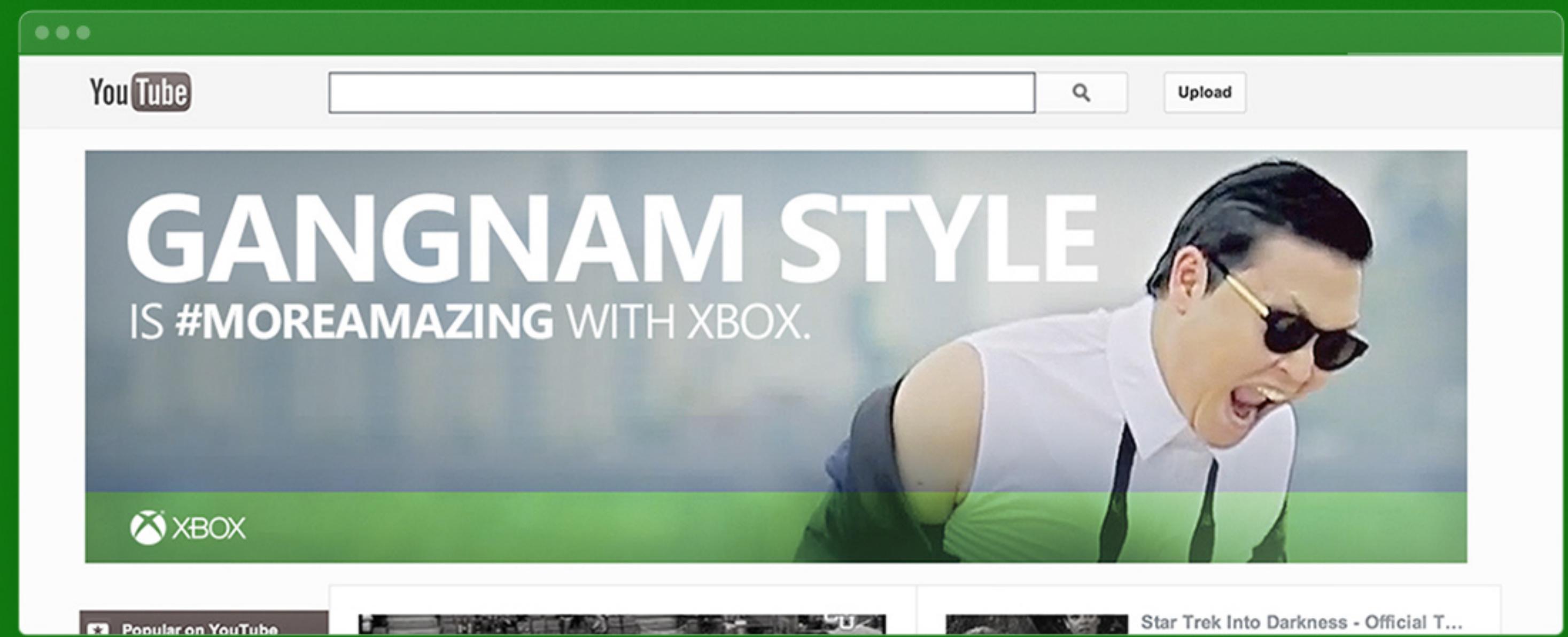
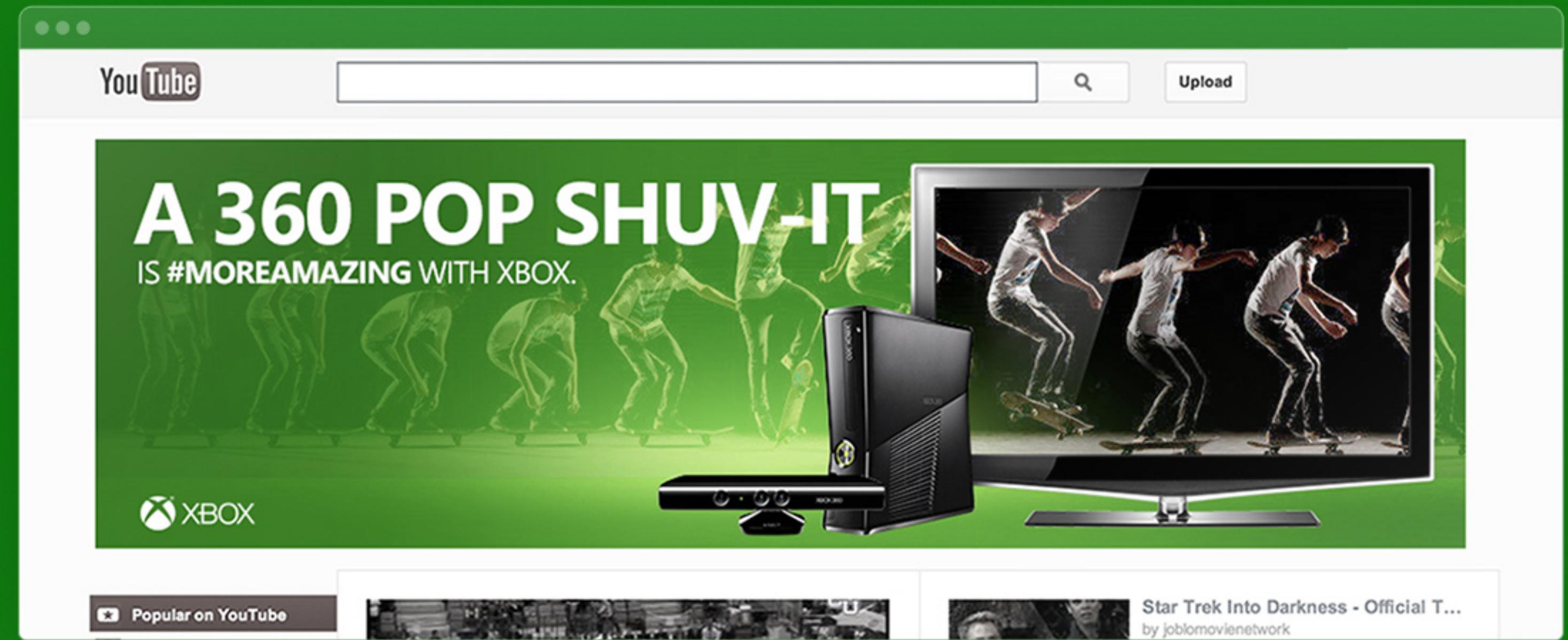
# Xbox

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

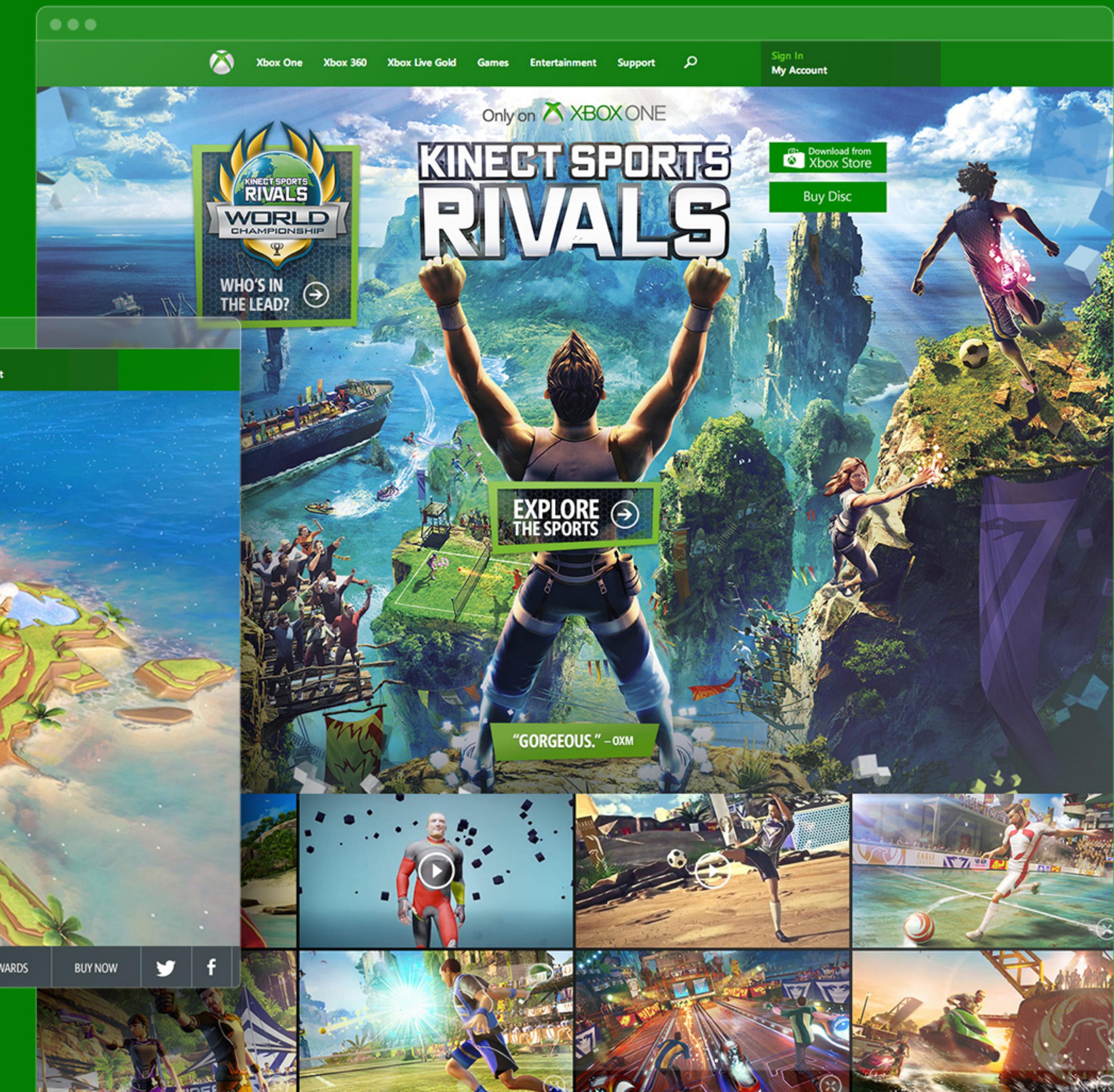
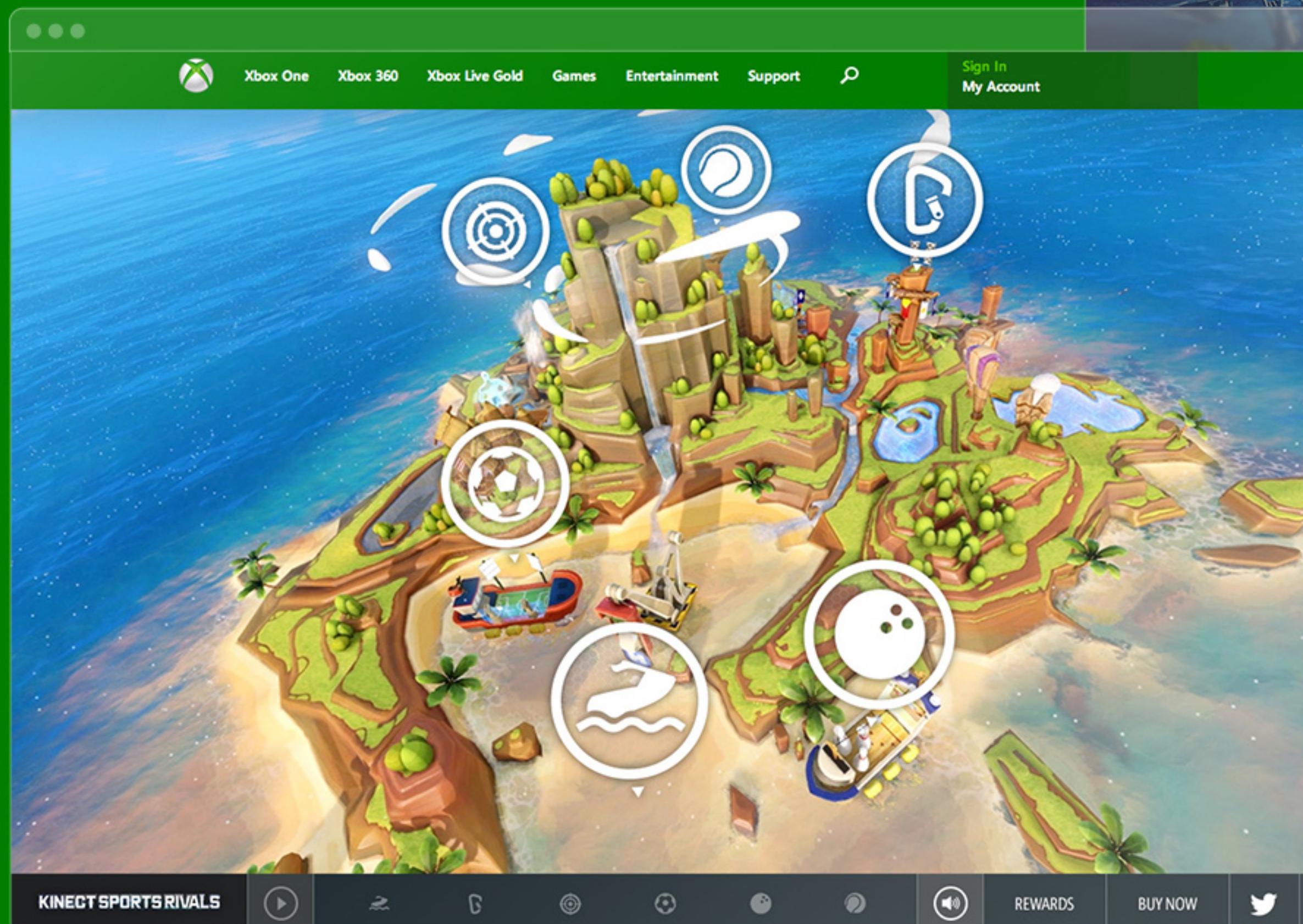


Motion loop concept for “Pivots” campaign



**"Pivots"** Digital campaign concept

## Kinect Sports Rivals interactive landing experience



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# DEADRISING 3

Only On XBOX ONE

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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

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### LOS PERDIDOS

INGLETON SUNSET HILLS

INDUSTRY TUNNEL

9999 ZOMBIE KILL SCORE

SOUTH BRIDGE

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**HALO**  
COMBAT EVOLVED  
ANNIVERSARY

UPLOAD YOUR IMAGE TO THE LIVING MONUMENT

WINDOWS LIVE  
SIGN IN

BACK

FILTERS

ASSET TITLE GOES HERE

Microsoft Studios

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**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

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UPLOADED ON: 1.11.12 | SECTOR: I  
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HALO WAYPOINT

MATURE 17+  
BLOOD AND GORE  
VIOLENCE

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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 **2.6** K/D Ratio Total Games 905 Last Played 04.12.11 **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.

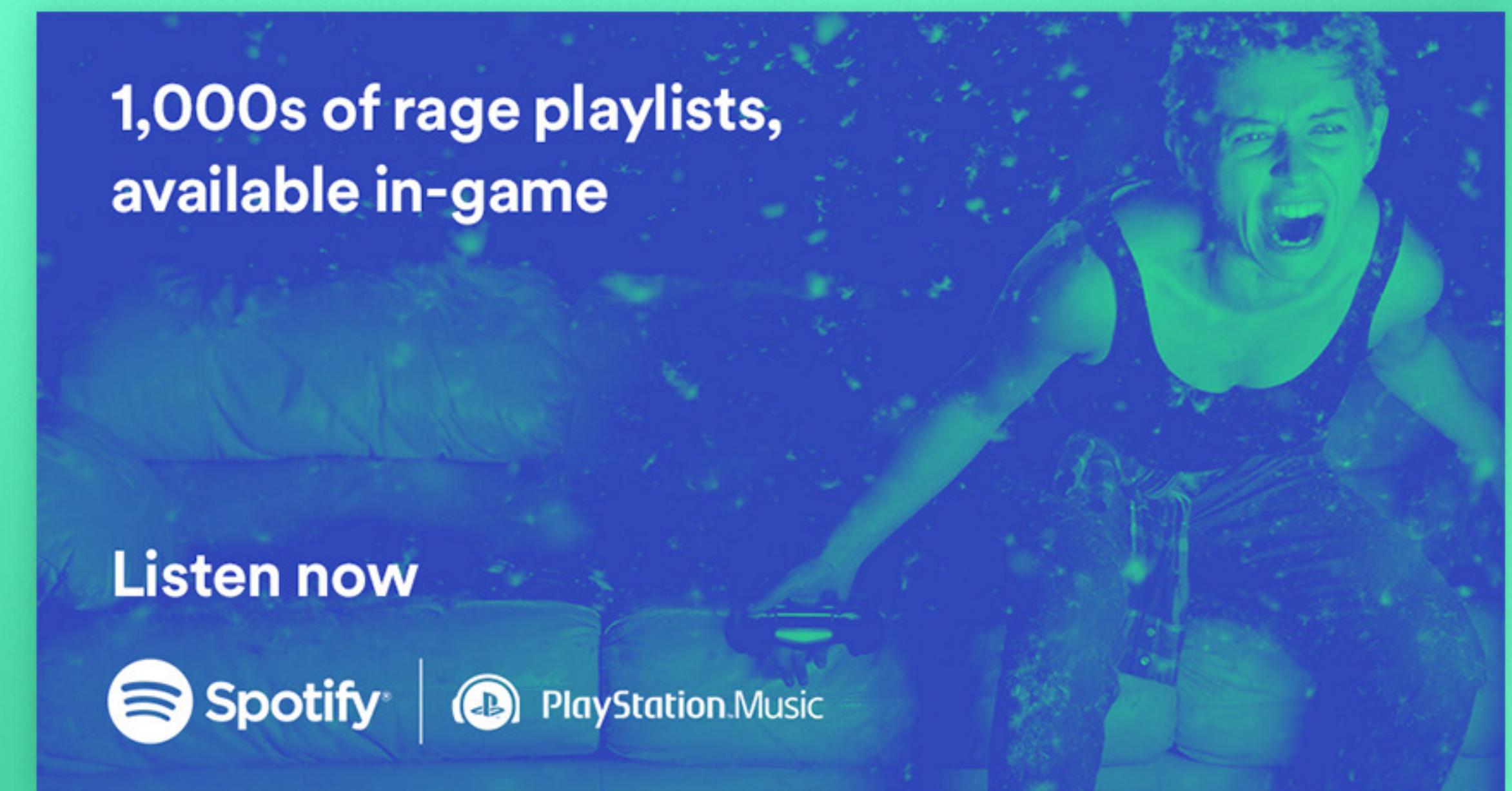
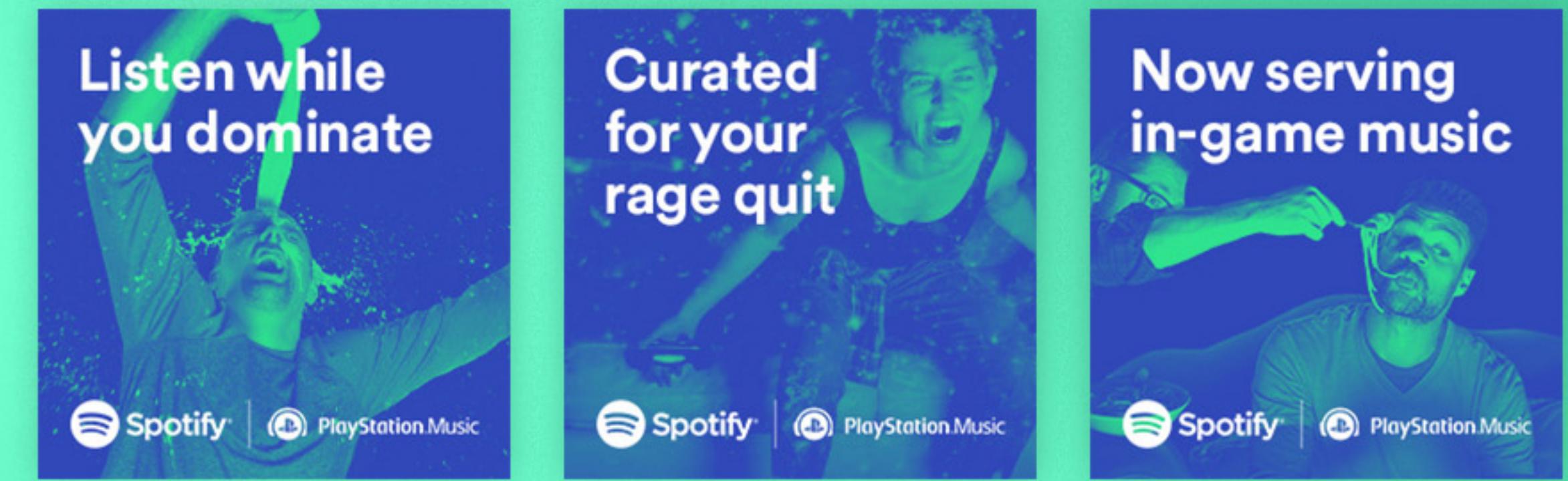
YOUR XBOX FRIENDS Enter gamertags

<b>BLAST3R PA1N</b> Total Games 905 Last Played 04.12.11	<b>je6trak CODY</b> Total Games 524 Last Played 04.15.11
<b>Brigadier 3</b>	<b>Legendary</b>
<b>Current Tip of the Spear</b>	<b>General Grade 2</b>
<b>2.6</b> <b>89</b> K/D Ratio	<b>2.6</b> <b>89</b> K/D Ratio

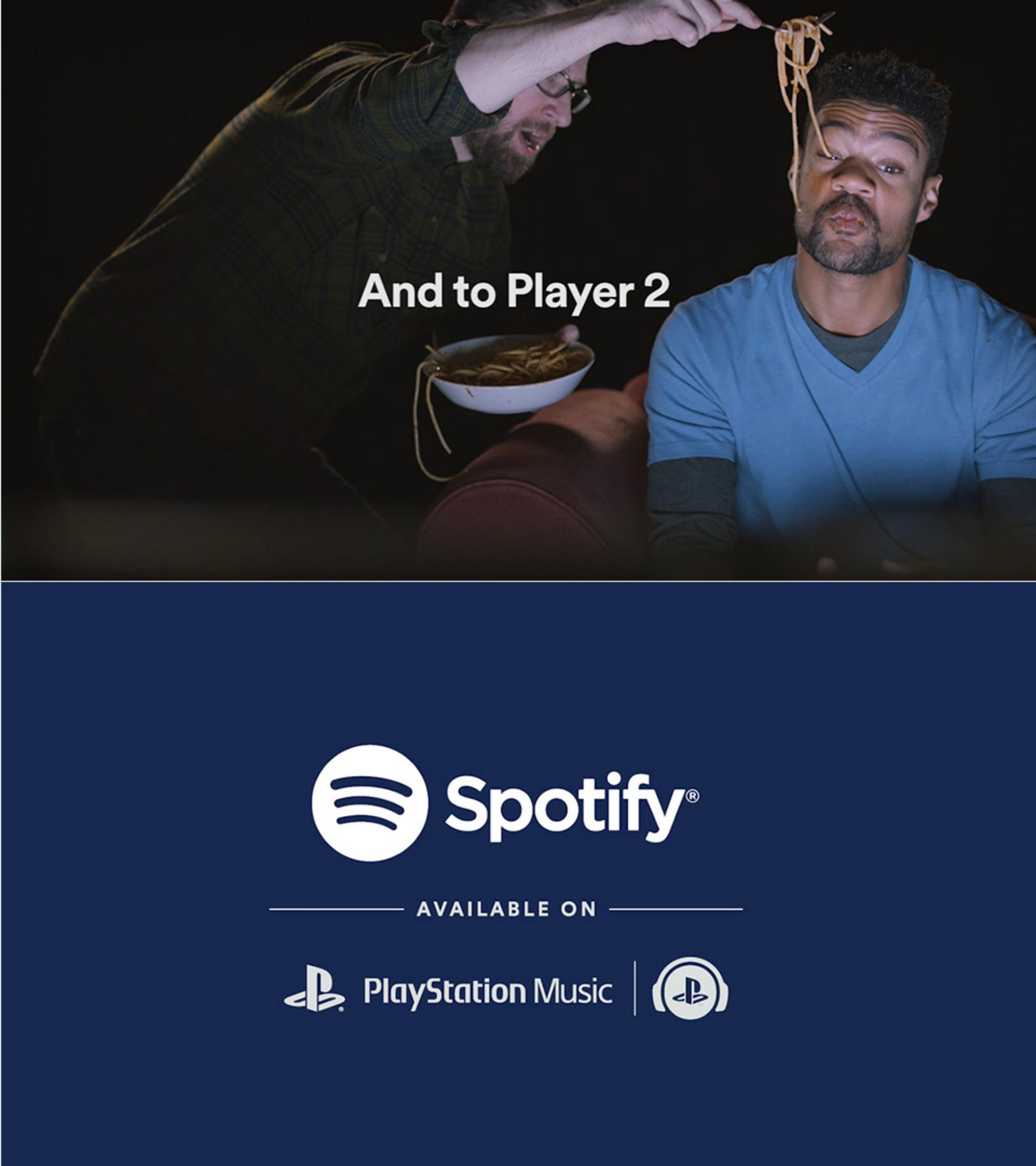
# Spotify on Playstation

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.

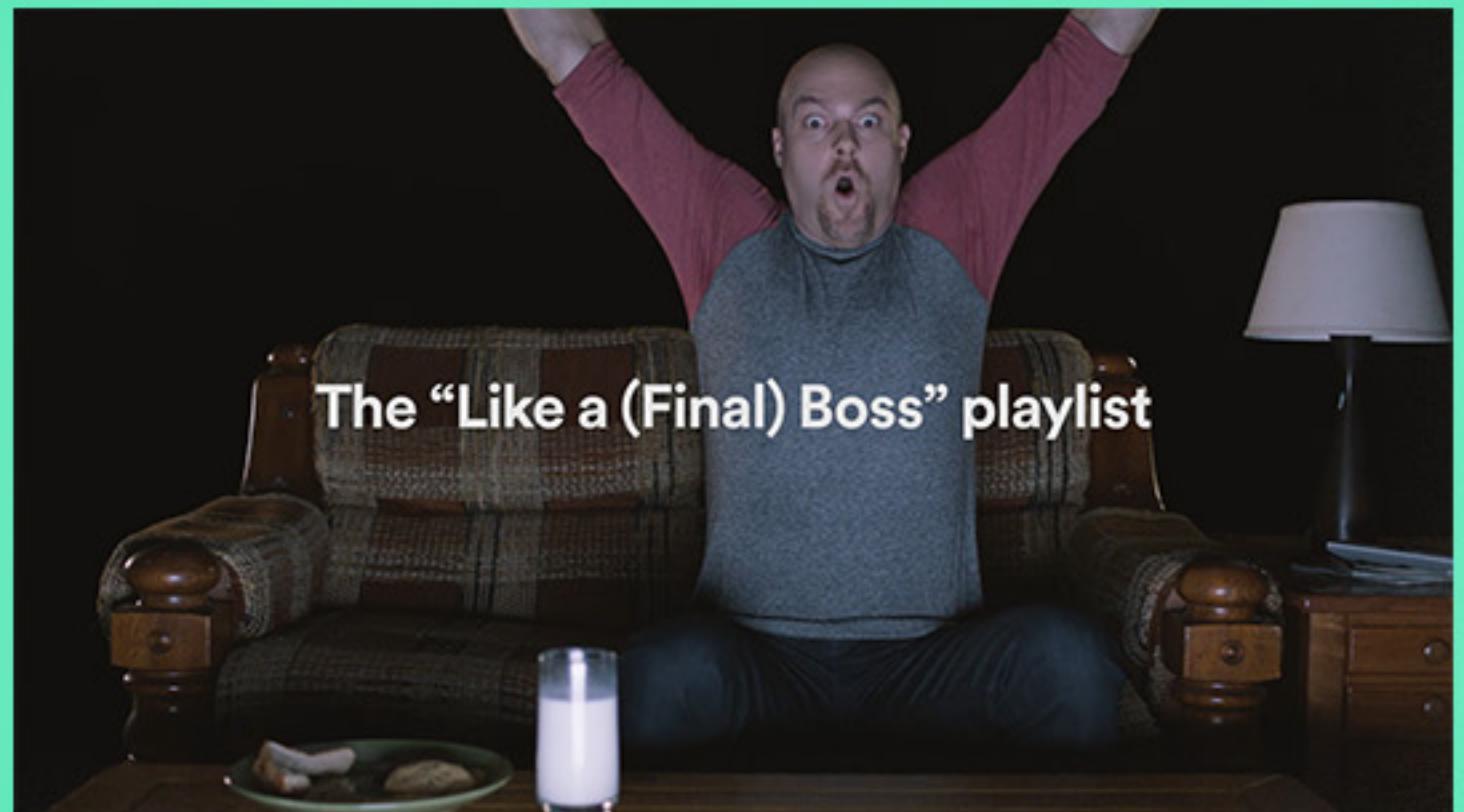


The Spotify website features a dark blue header with the Spotify logo, navigation links for Premium, Help, Download, Sign up, and Log In, and a top bar with four dots. The main headline reads "Listen while you game with Spotify on PlayStation®". Below it, a sub-headline says "Discover thousands of playlists 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 video player in the center shows a man with spaghetti in 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 "View" button at the bottom.

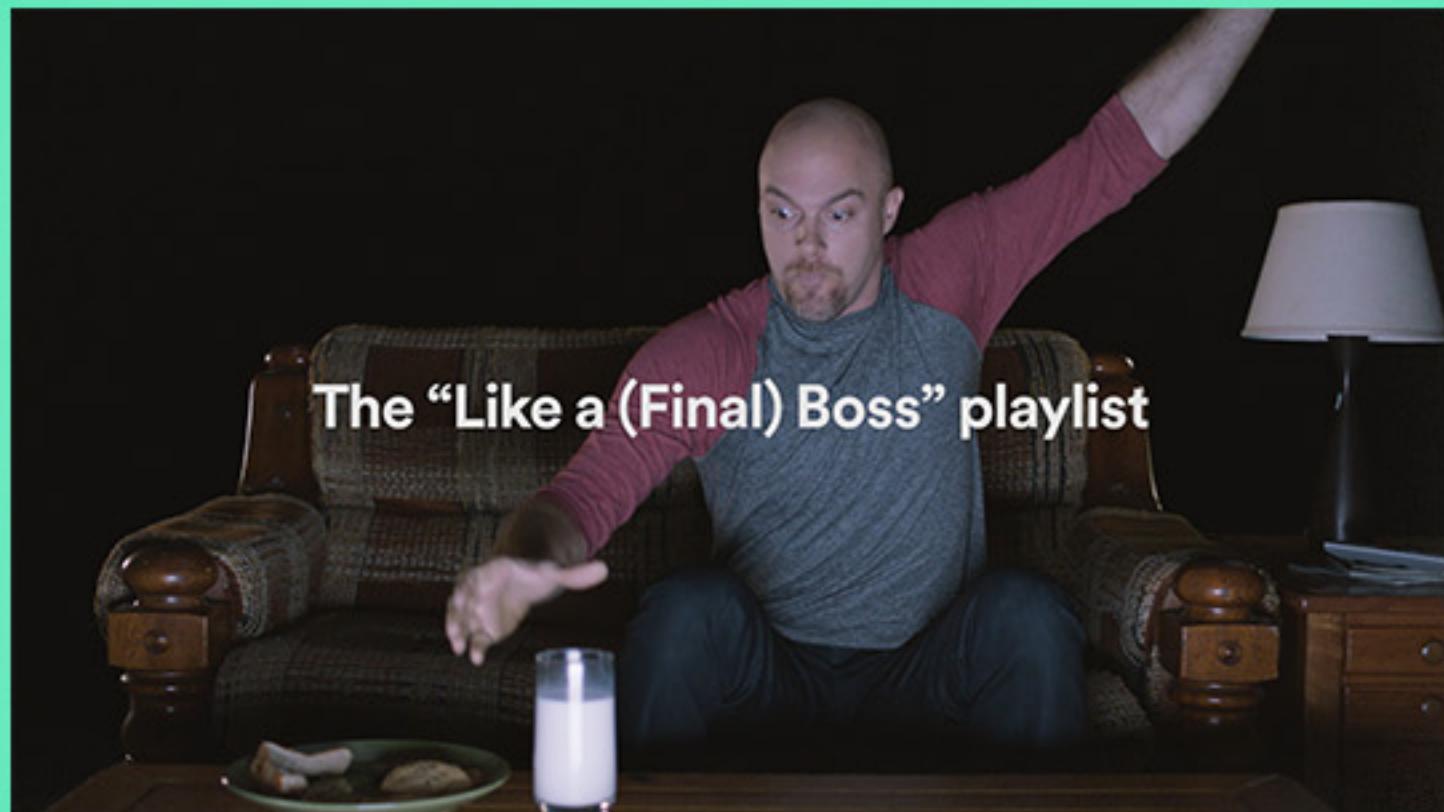


AVAILABLE ON

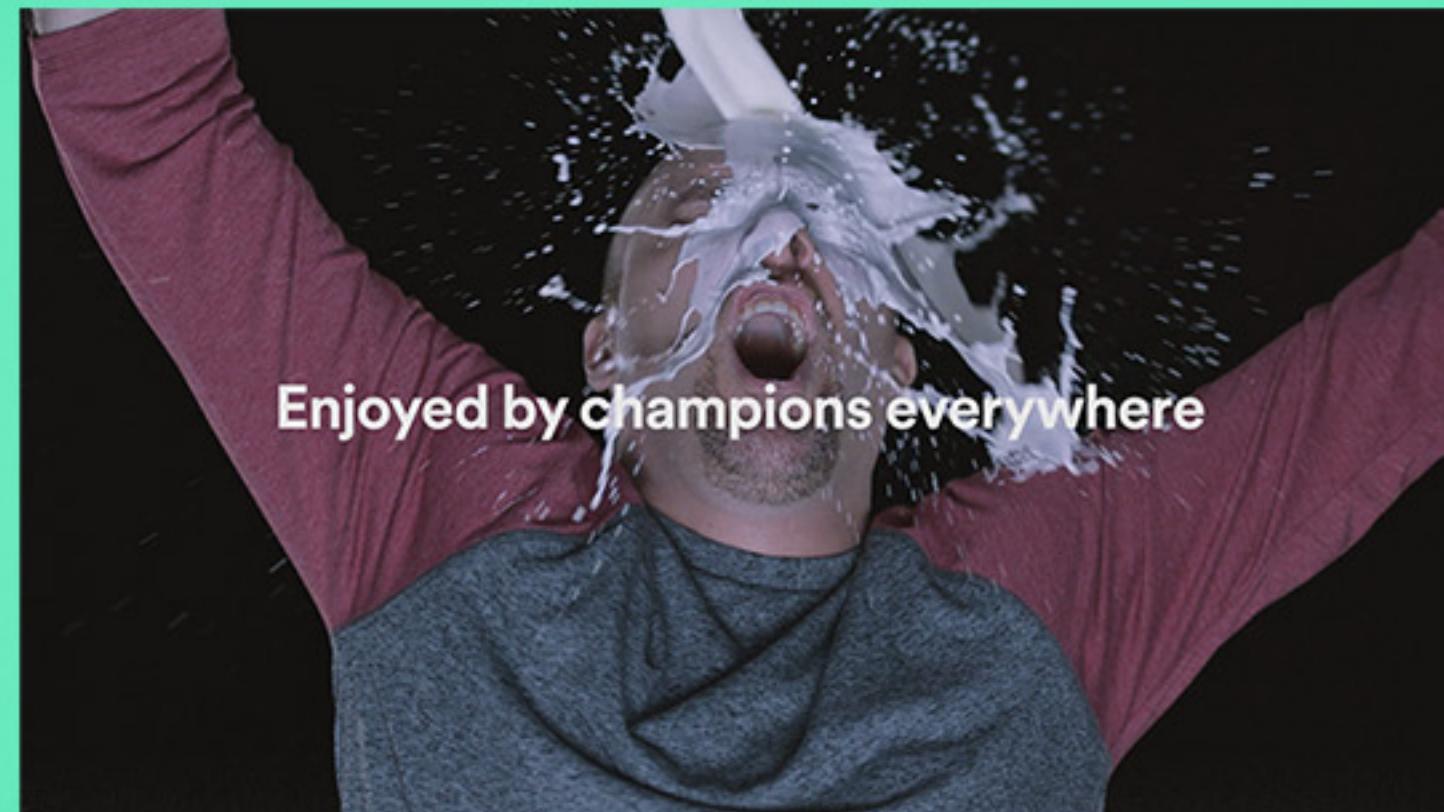




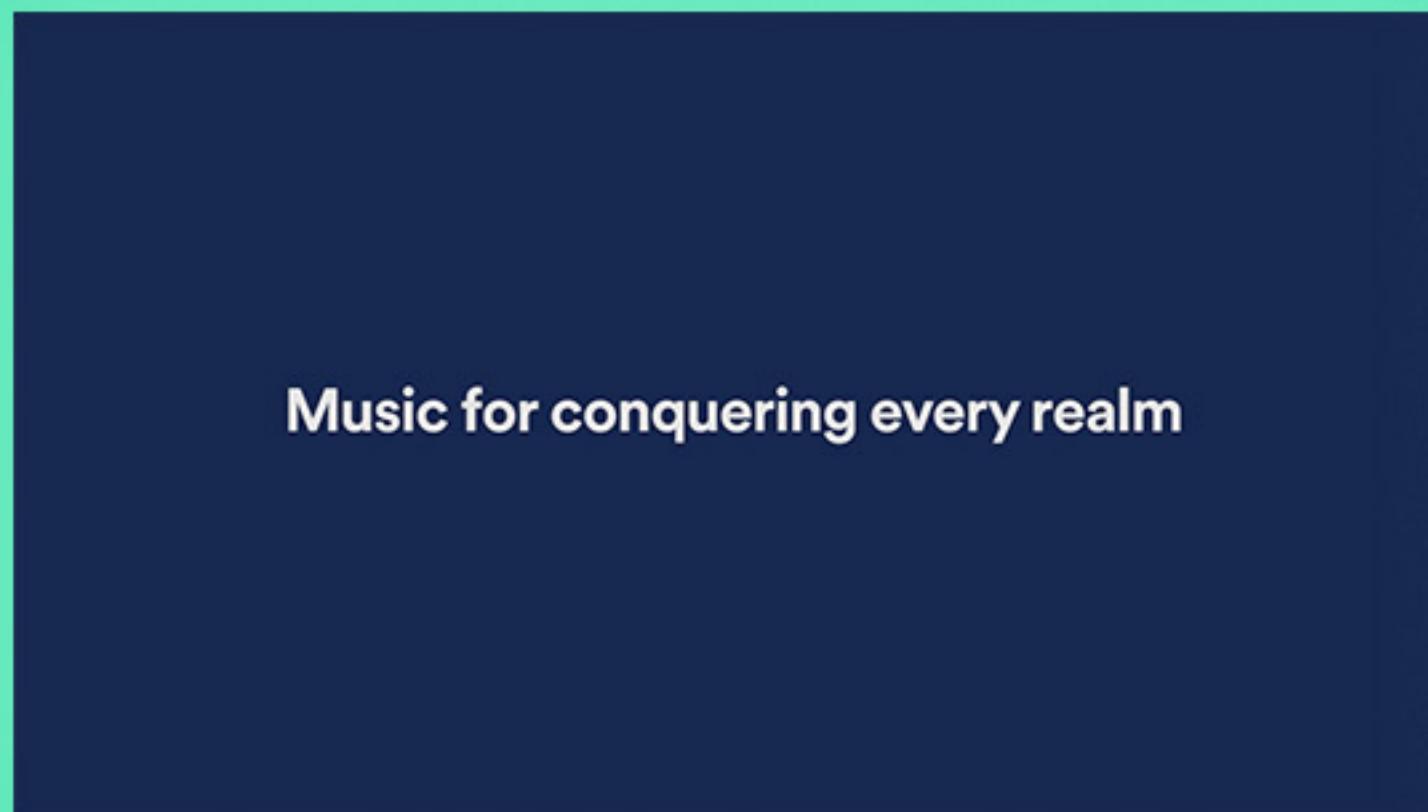
The “Like a (Final) Boss” playlist



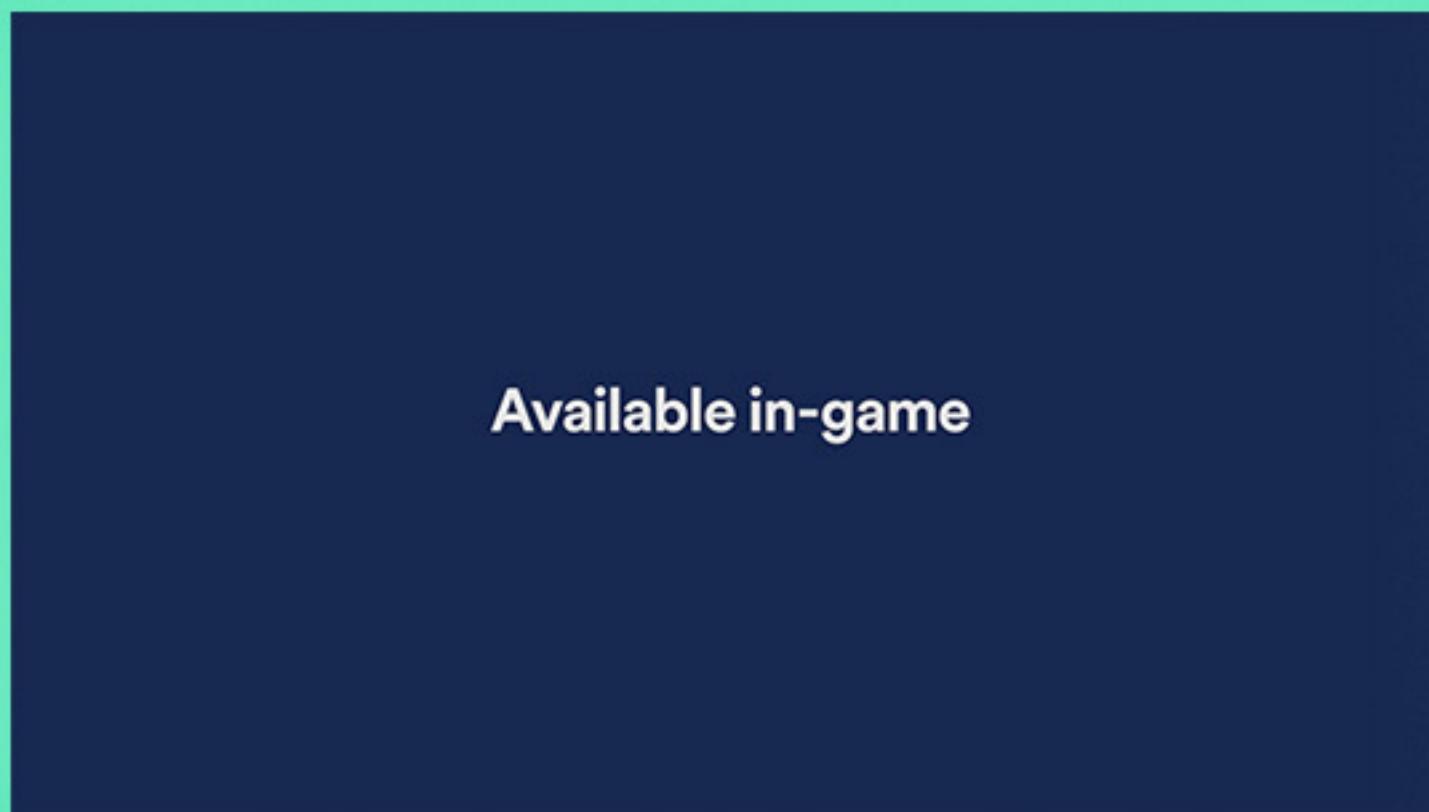
The “Like a (Final) Boss” playlist



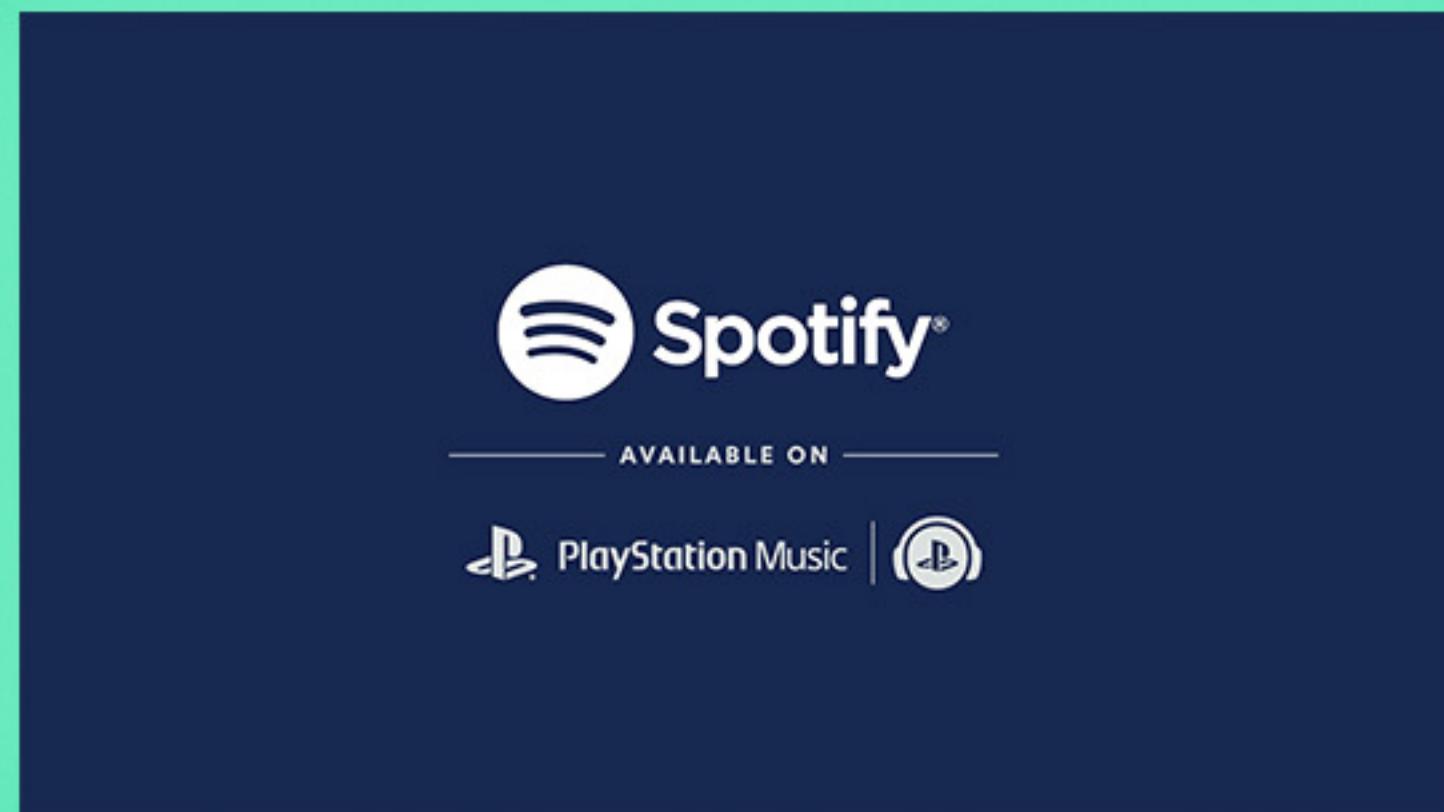
Enjoyed by champions everywhere



Music for conquering every realm



Available in-game



PlayStation Music |

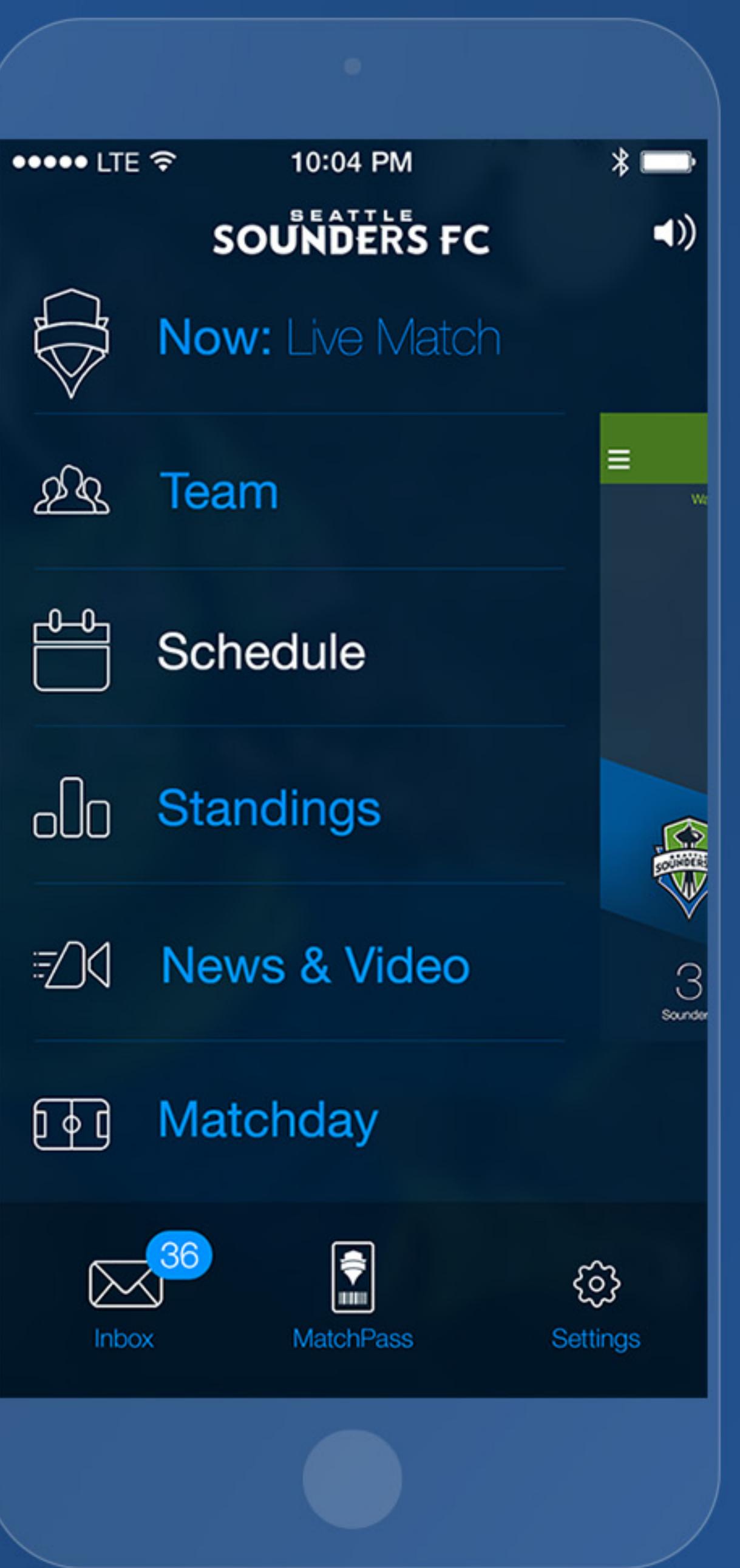
# Sounders FC

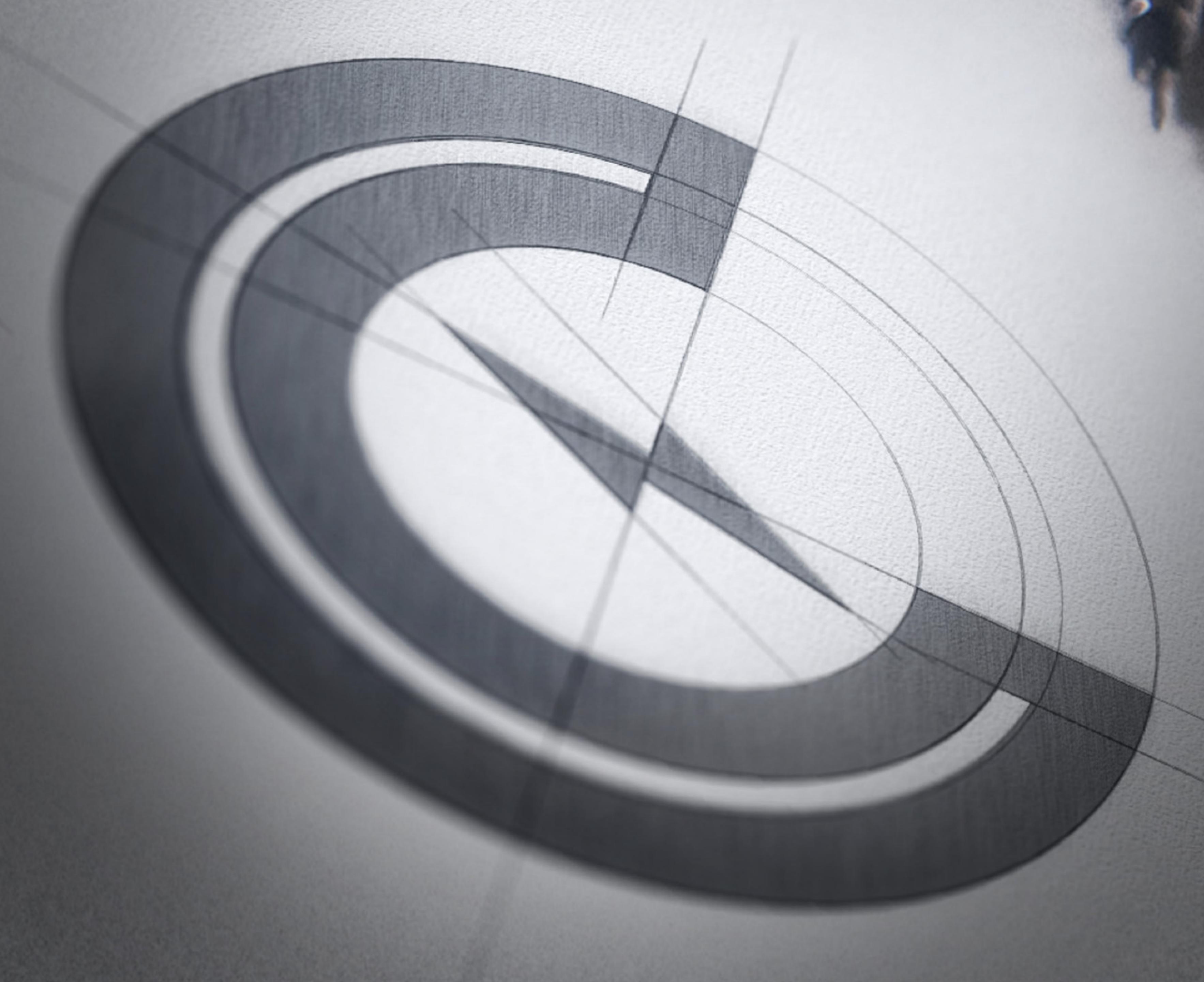
An interactive love letter to the most rabid fan base in the MLS.

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 five screenshots from the Seattle Sounders FC mobile application, demonstrating its user 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.
- Game Day Audio:** Shows a live audio stream for the "Sounders vs. Timbers" game at CenturyLink Field on 3/24/2013, with a score of 3-0 and 34' on the clock.
- MATCH PASS:** The MatchPass login screen, prompting users to move season tickets to the MatchPass card and enter their account number and password.
- ROSTER:** The player roster screen, listing players such as Alonso Osvaldo (Age 28), Will Bates (Age 22), and Alex Caskey (Age 25) with their respective details.





# 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









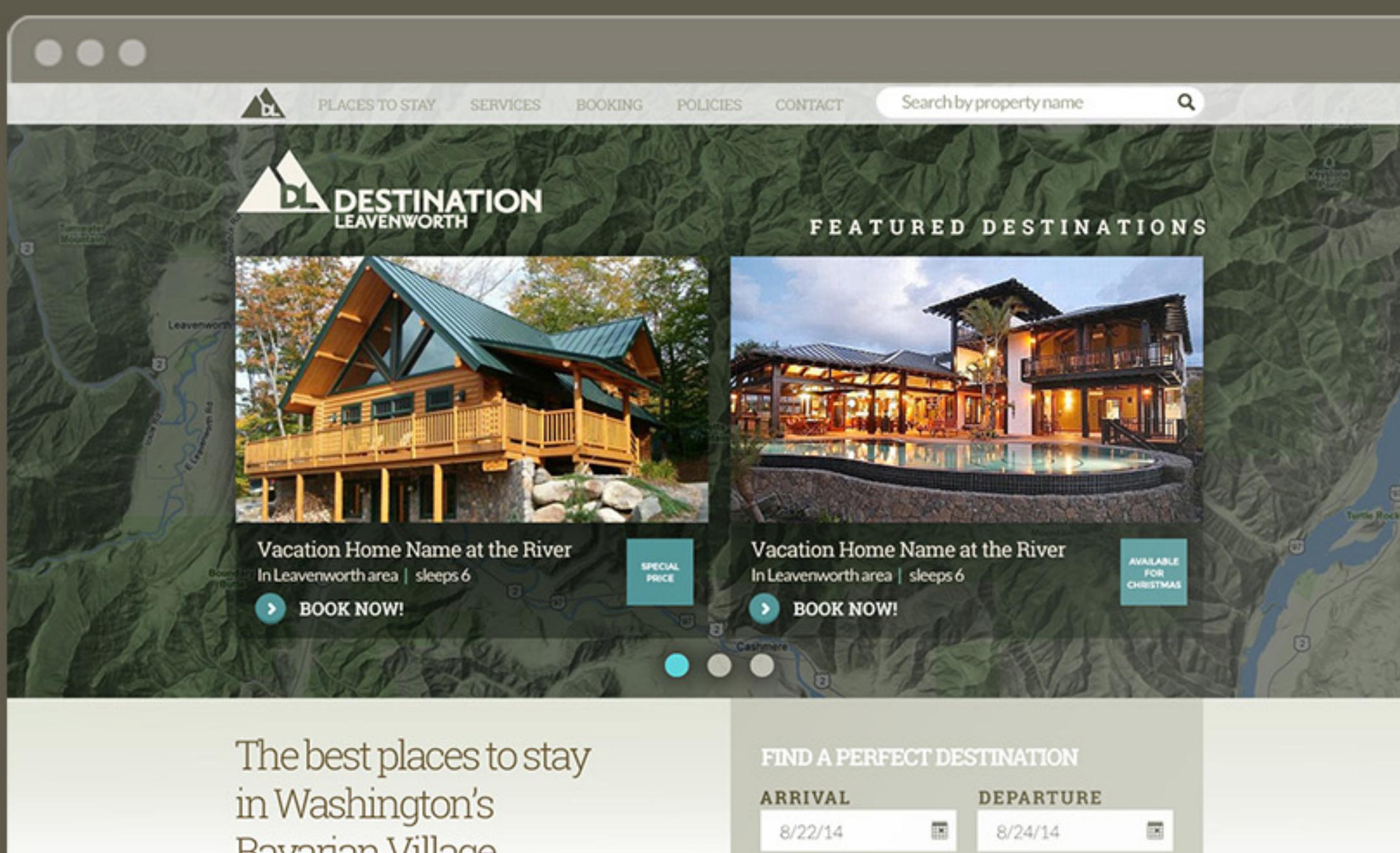
VERITAS  
CUSTOM HOMES LLC

& 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 night, 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**

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