

# Matthew Lean

Portfolio 2017

# University Graduate Project - In Progress

## weCook



# weCook

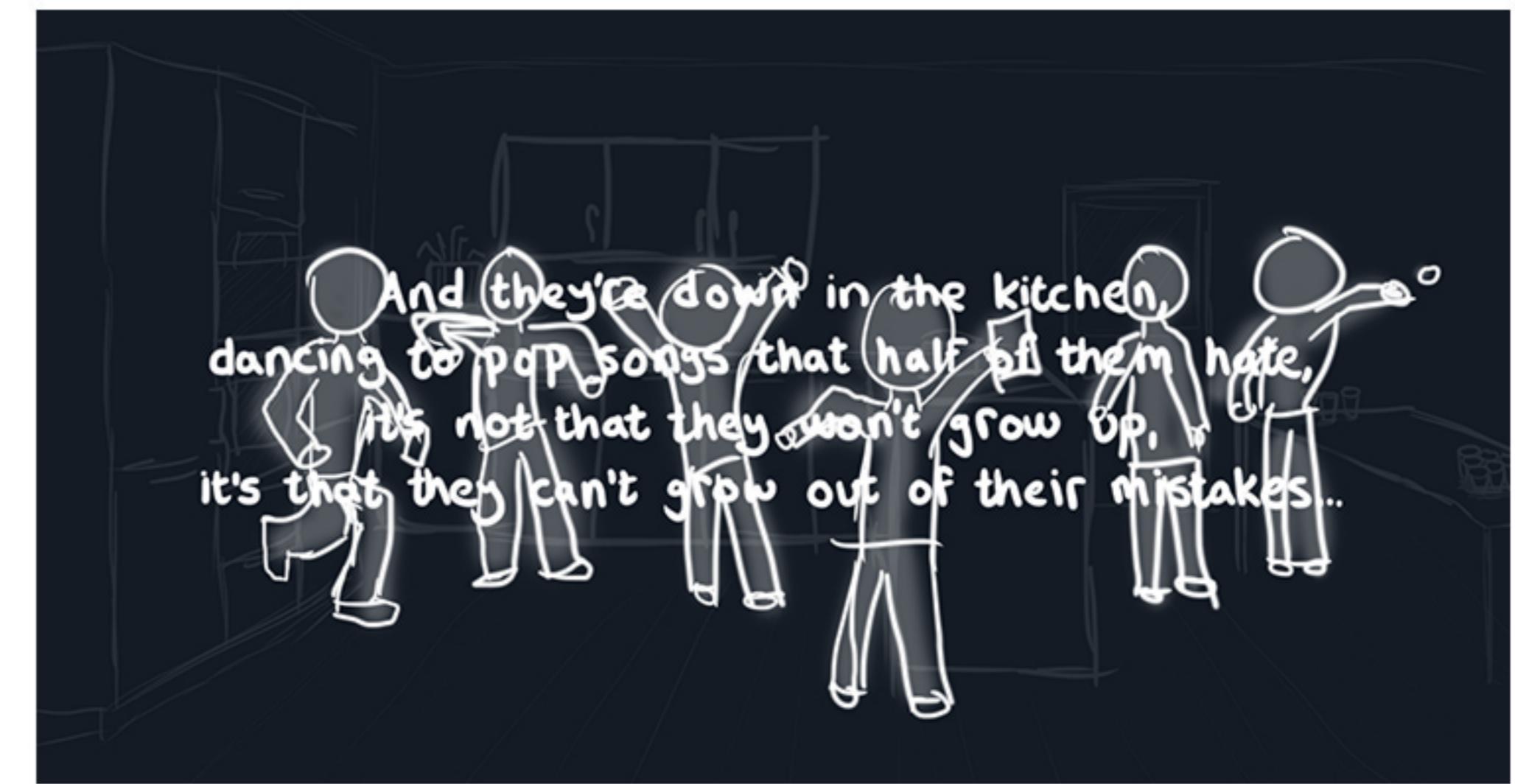
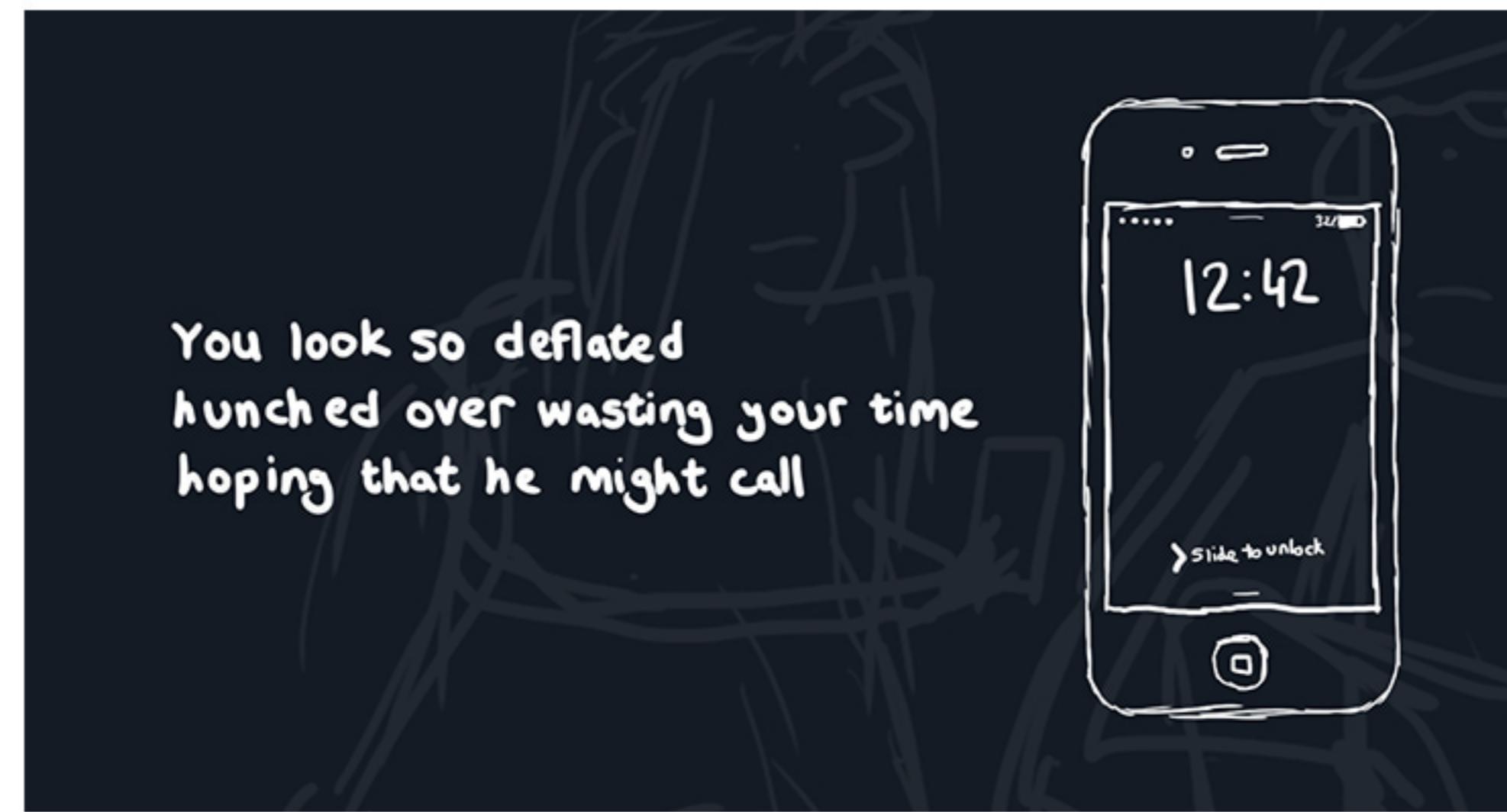
The image displays several design and user interface components for the weCook project:

- Splash Page Design:** Shows a color palette and the "BURGER WEEK" banner from the homepage.
- Versions and Edits:** Shows a grid of food images with the labels FISH AND CHIPS, RAMEN, CHICKEN BURGER, and ROAST POTATOES.
- Recipe Edit Page:** Shows a detailed form for editing a recipe named "Spicy Chicken Ramen". Fields include Recipe Name, Description, Prep Time, Cook Time, Ingredients (Ramen Packet, Chicken, Oil, Spring Onion, Sriracha), and Method.
- Audience and Users:** Shows three user personas:
  - Persona 1:** Social Media Users, Active Interaction, represented by colorful icons.
  - Persona 2:** Creative Cooks, Edit and inspire, represented by a spoon icon.
  - Persona 3:** Lazy Cooks, Passive End User, represented by a sleeping face icon.

weCook is a social recipe website that i'm currently working on for my grad project. The site will go live sometime in the summer. The recipe site will allow users to make small edits to other users recipes, making cooking a more social sharing experience.

# By The Front Door [Official Lyric Video]

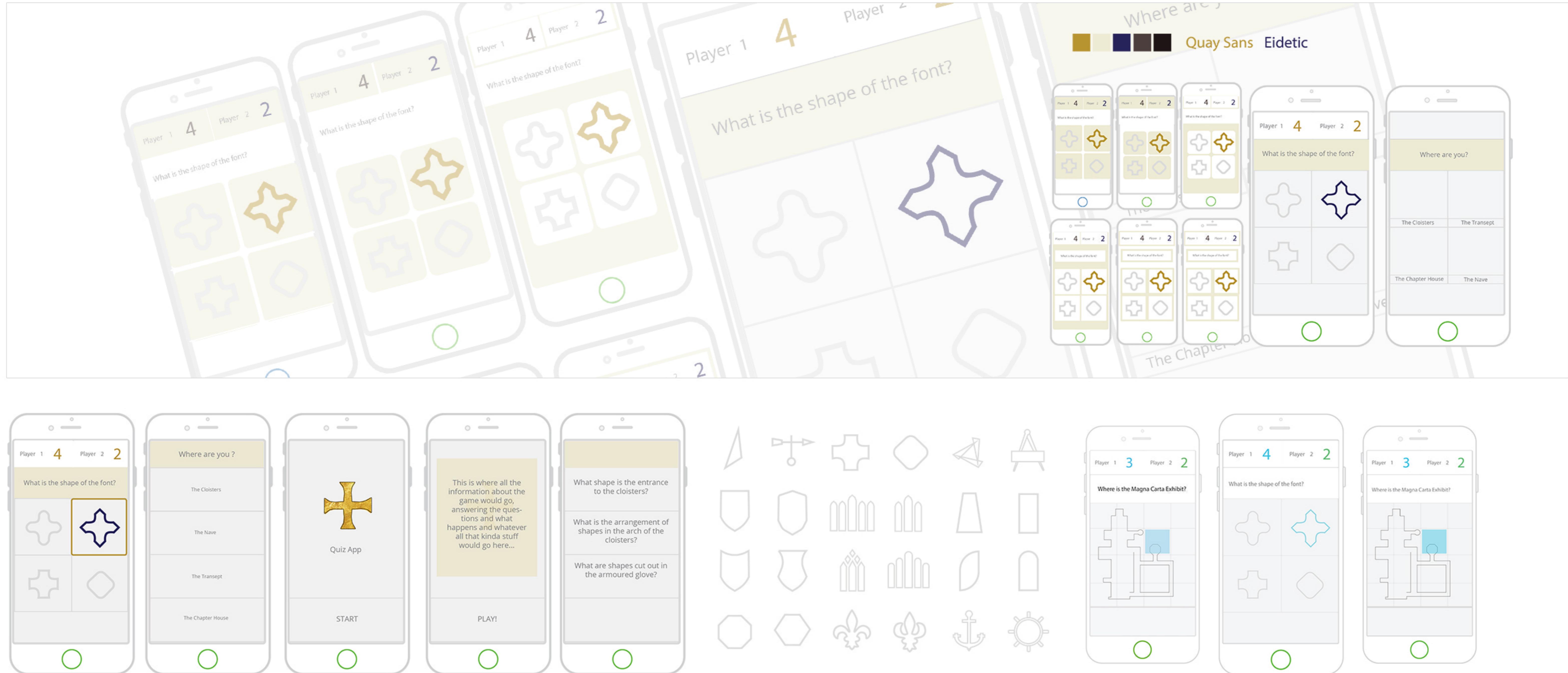
## Will Carpenter



By The Front Door is one of the songs Will released on his EP – Radio Blues. He asked me if I could create a handwritten lyric video to use for the song. The project involved me drawing the scenes, writing the lyrics to the song and also animating and editing the final draft.

# Magna Carta App Project

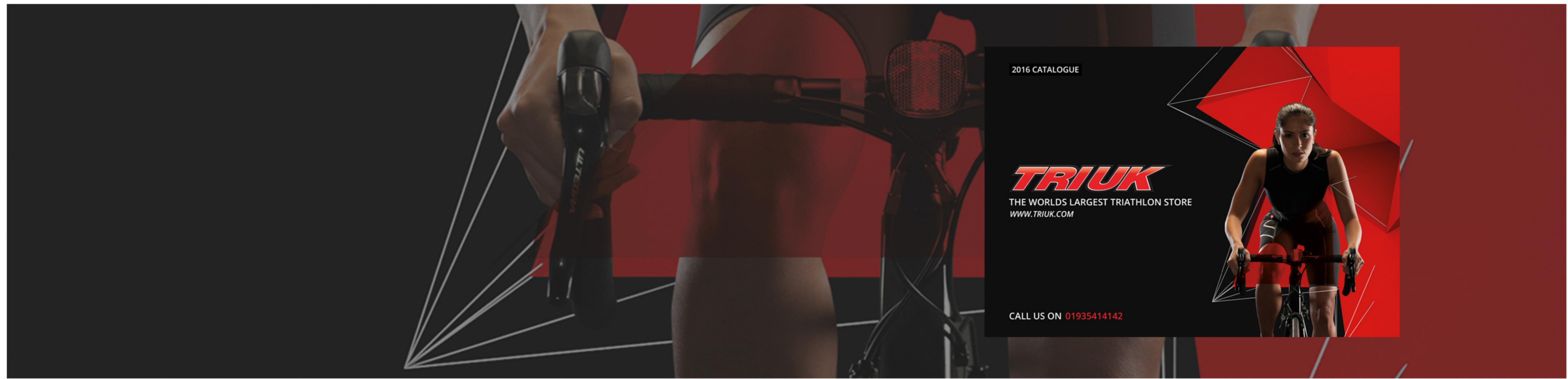
## Salisbury Cathedral



App project for Salisbury Cathedral, promoting the new magna carta exhibit. We decided on creating a shape based quiz which would encourage users to explore and walk around the whole building.

# 2016 Catalogue

## TriUk



### RUNNING SHOES

the world's leading triathlon store and uk's top mail order supplier

#### MIZUNO

**NEUTRAL**

**SUPPORT**

**RACE**

**HITOGAMI 3** RRP £90 ▲

**RIDER 19** RRP £115 ▲

**INSPIRE 12** RRP £110 ▲

**SAYONARA 3** RRP £100 ▲

**ENIGMA 5** RRP £130 ▲

**PARADOX 2** RRP £115 ▲

### GAIT ANALYSIS ZONE

Gait analysis provides runners with essential information about their running style. This is important however long they have been running, as only through knowing their running style will they be able to select the right shoes.

The right running shoes are important as they can maximise both running performance and potential, as well as minimising the risk of injury, such as painful shins and joints.

Ensuring you are wearing the correct running shoes for your running style and running needs is of vital importance to ensure you get the most out of your running sessions - and so you avoid the risk of injury. THE UK's first Gait Analysis Zone offers a free gait analysis session to assess which running shoes will be best for your own personal running style, requirements, running history and budget.

The Gait Analysis session enables our fully trained staff to replay your current running style, in your current running shoes, in slow motion to then analyse your running style.

Once this footage has been studied and discussed with the customer the most appropriate new running shoe is then chosen. The customer is re-visited with the results of the analysis and given a 'free' 'second' set of footage for the customer to watch and understand. This in-store Analysis is available seven days a week.

\*Gait Analysis session is free if customers buy three or more sessions. If customers buy one or two sessions, a Gait Analysis session will cost £15. This is put on the customer's account, to be spent on shoes when the customer wishes.

visit and shop online at [www.triuk.com](http://www.triuk.com) 01935 41 41 42

### BIKE FIT ZONE

TRI UK BIKE FIT ZONE

Welcome to the Guru Experience, the world's most advanced fit system. THE GURU FIT SYSTEM™ enables cyclists of all ages and experience levels to find the perfect bike and riding position to match their personal preferences.

Incline/decline adjustment allows you to test riding positions for climbing or descending to simulate riding conditions.

THE GURU FIT SYSTEM™ innovative 3D camera system with unique Polar Scan™ technology simultaneously captures your anatomic data (without using manual tools) to identify the best bike to match your cycling preferences.

Every GURU FIT SYSTEM™ retailer is F.I.S.T. certified - providing you with the most professional, rider-focused fit experience and ensuring maximum satisfaction with your results.

"It's marvellous to get the max out of my bike!"

All new bikes purchased from the TRI UK range receive a FREE BIKE FIT session.

visit and shop online at [www.triuk.com](http://www.triuk.com) 01935 41 41 42

### HELMETS & SHOES

#### MAVIC

**COSMIC ULTIMATE HELMET 2016** £164.99 ▲

- Optimised lightweight construction  
- Highly ventilated (22 vents)

**COSMIC ULTIMATE ROAD SHOE** £265 ▲

**KSYRIUM ULTIMATE ROAD SHOE** £180 ▲

**KSYRIUM PRO ROAD SHOE** £130 ▲

**AKSIUM ELITE ROAD SHOE** £80 ▲

**COSMIC ULTIMATE TRI SHOE** £250 ▲

**COSMIC ELITE TRI SHOE** £110 ▲

**AKSIUM HELMET 2016** £58 ▲

- Aksum fit pad offers exceptional comfort thanks to progressive padding.  
- Highly ventilated (22 vents)

60-page brochure, starting from scratch creating the layout guidelines and design of the pages. I worked personally with brand reps regarding the products and individual layout of their pages.

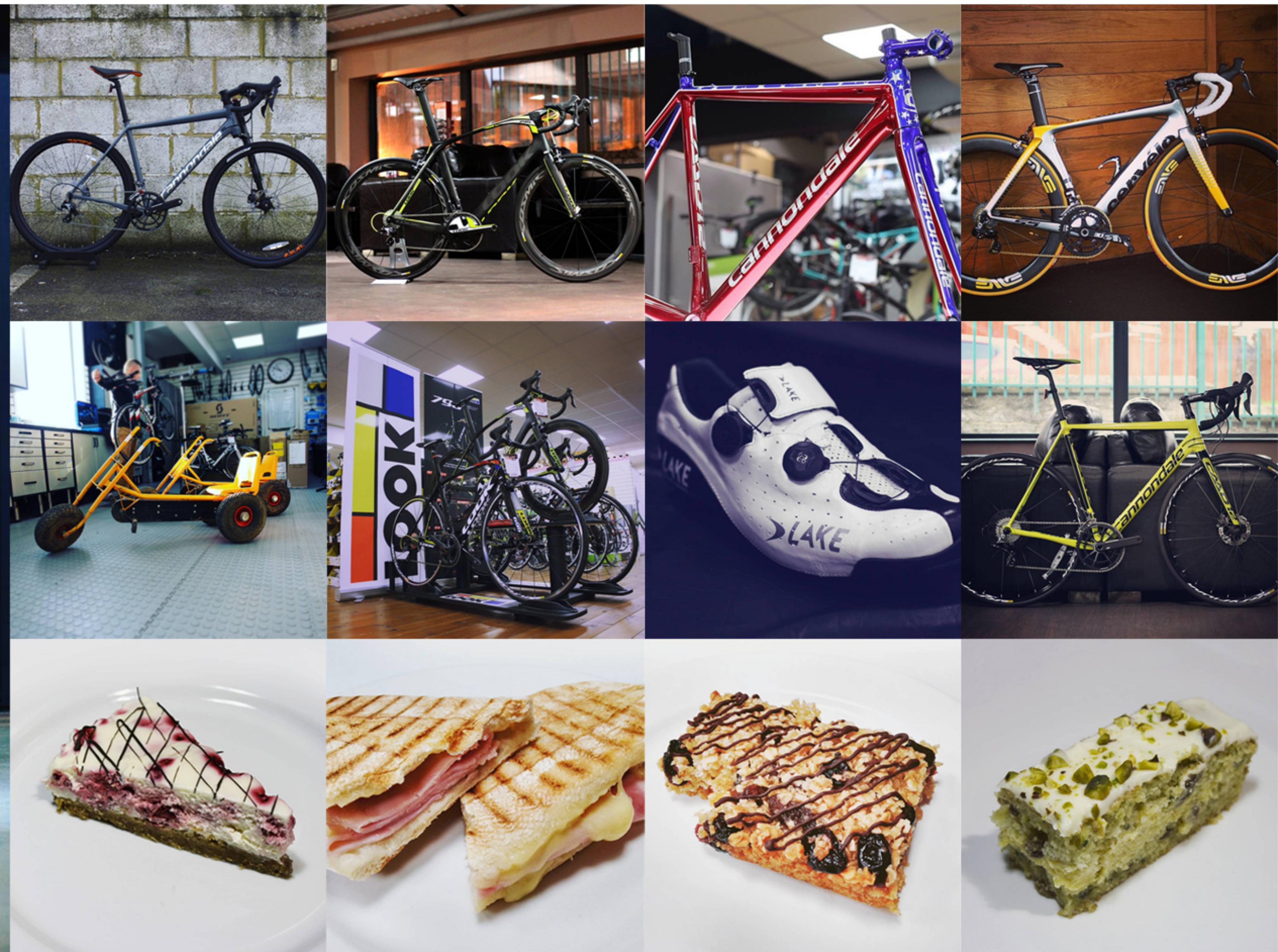
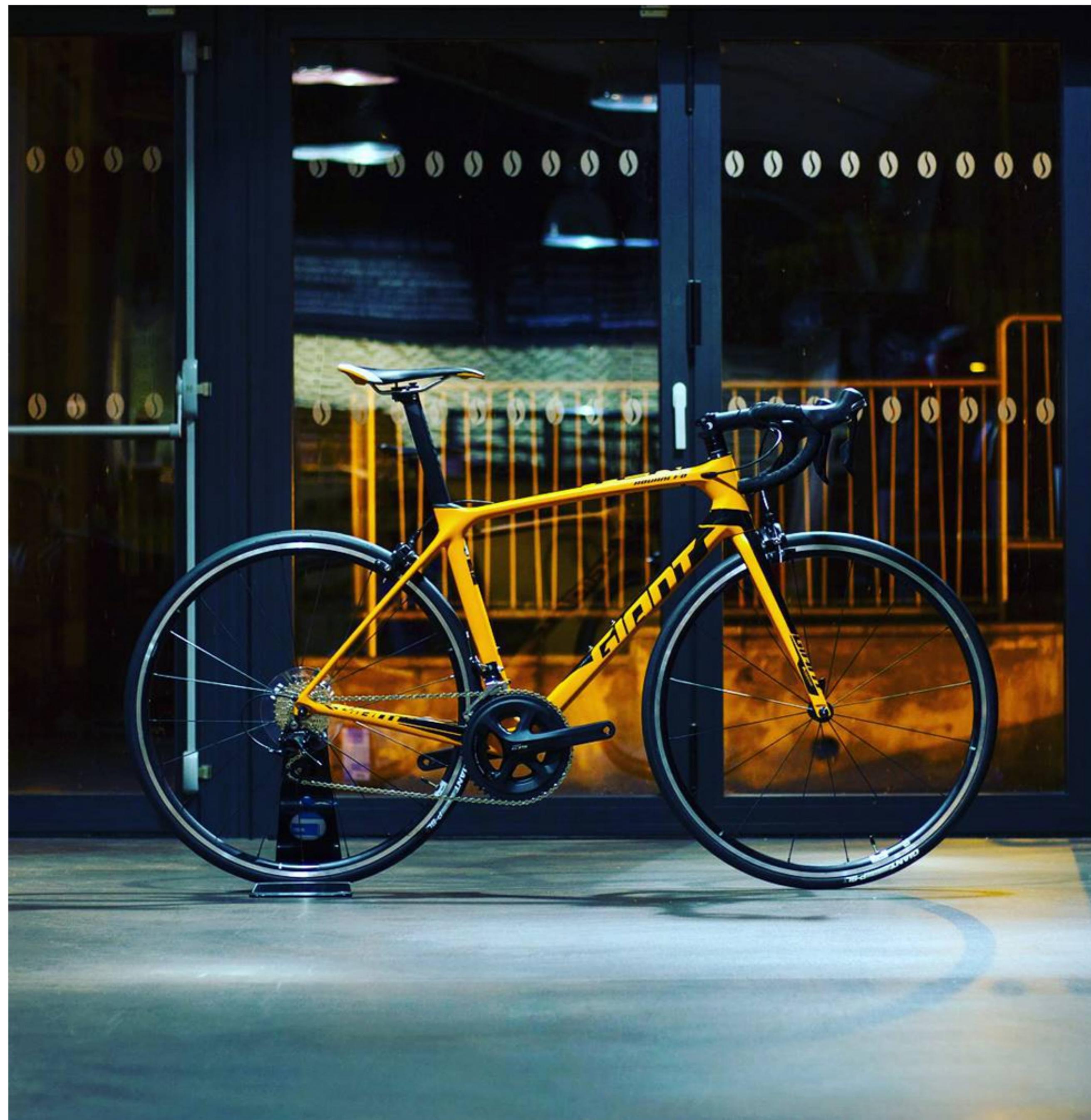
# Team Kit 2016

## TriUk



Team kit update, with new flat logo design and other updates. I also designed a new cap and shoe covers which were a new addition to that years kit.

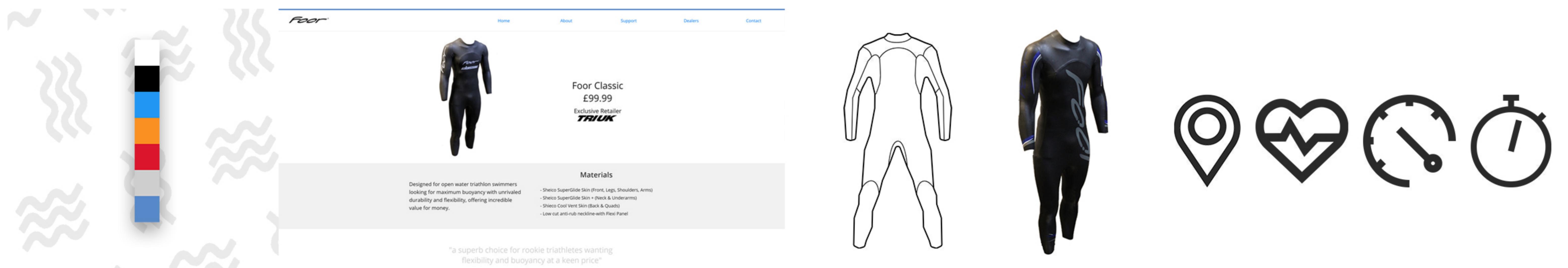
## Instagram Photos TriUk / Kona Coffee House



I oversaw all social media posts for both TriUk and The Kona Coffee House. Regularly taking photos of new bikes / gear and cakes.

# Website Redesign

## Foor



Full website redesign, with changes to branding and style guidelines. The new website is modern and minimal, with all the information for the wetsuit range easy and accessible

# Photography

