

# Duffy

# UX Case Study

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UX Engineer, Duffy (2015-2016)



## Overview

Duffy is a Minneapolis based creative studio which has brought award-winning design to the world's most iconic brands for over 37 years.

In 2015, Duffy expanded into digital media and began offering web and mobile based marketing solutions to compliment their world class graphic design portfolio.

## The Problem

As the prevalence of digital media continued to grow, branding and graphic design services alone would not secure large marketing contracts. Clients wanted to reach audiences on web and mobile devices.

## The Goal

Duffy helps brands stand out - to be seen, heard and felt. Through visual and product innovation, Duffy's mission is to "design to enrich everyday life".

To achieve this goal, Duffy needed to modernize its business model and expand into digital media.

## My Role

Software Engineer

## My Responsibilities

Collaborate with product designers,  
project managers, software engineers  
to develop scalable design system  
and accessible web experiences.

## My Tools

HTML

CSS

PHP

JavaScript

Drupal

Wordpress

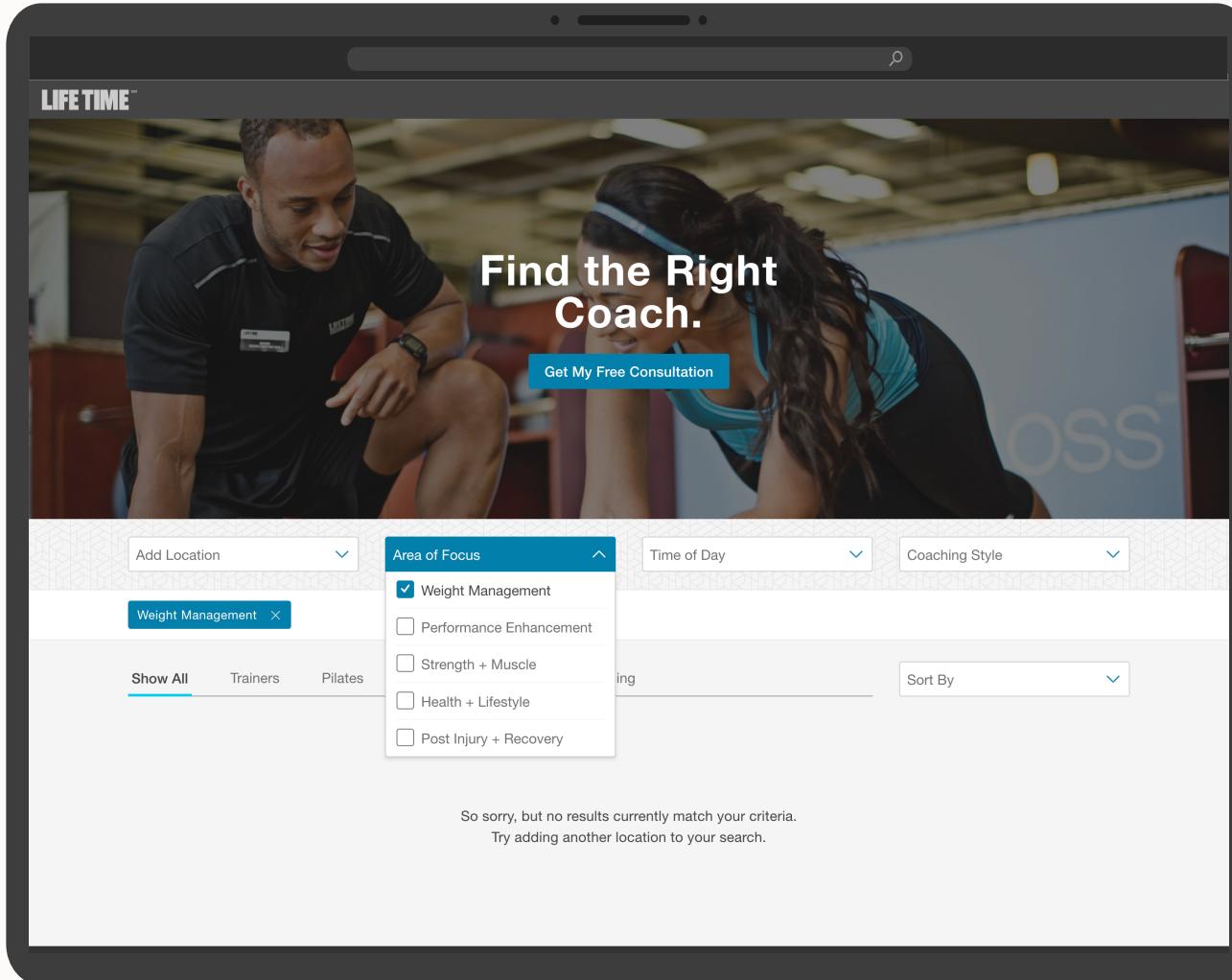
Sketch

# Outcomes & Results

After expanding into digital media, Duffy was able to secure lucrative digital contracts with large organizations such as CH Robinson, Conagra Foods, Lifetime Fitness, and the University of Michigan.

In 2015, Duffy modernized their team and business model and became a cross-functional UX practice focused on branding, digital marketing and content strategy.

# My Work



## Lifetime Fitness

Developed interface for scheduling courses with a personal trainer

Trainer Bios

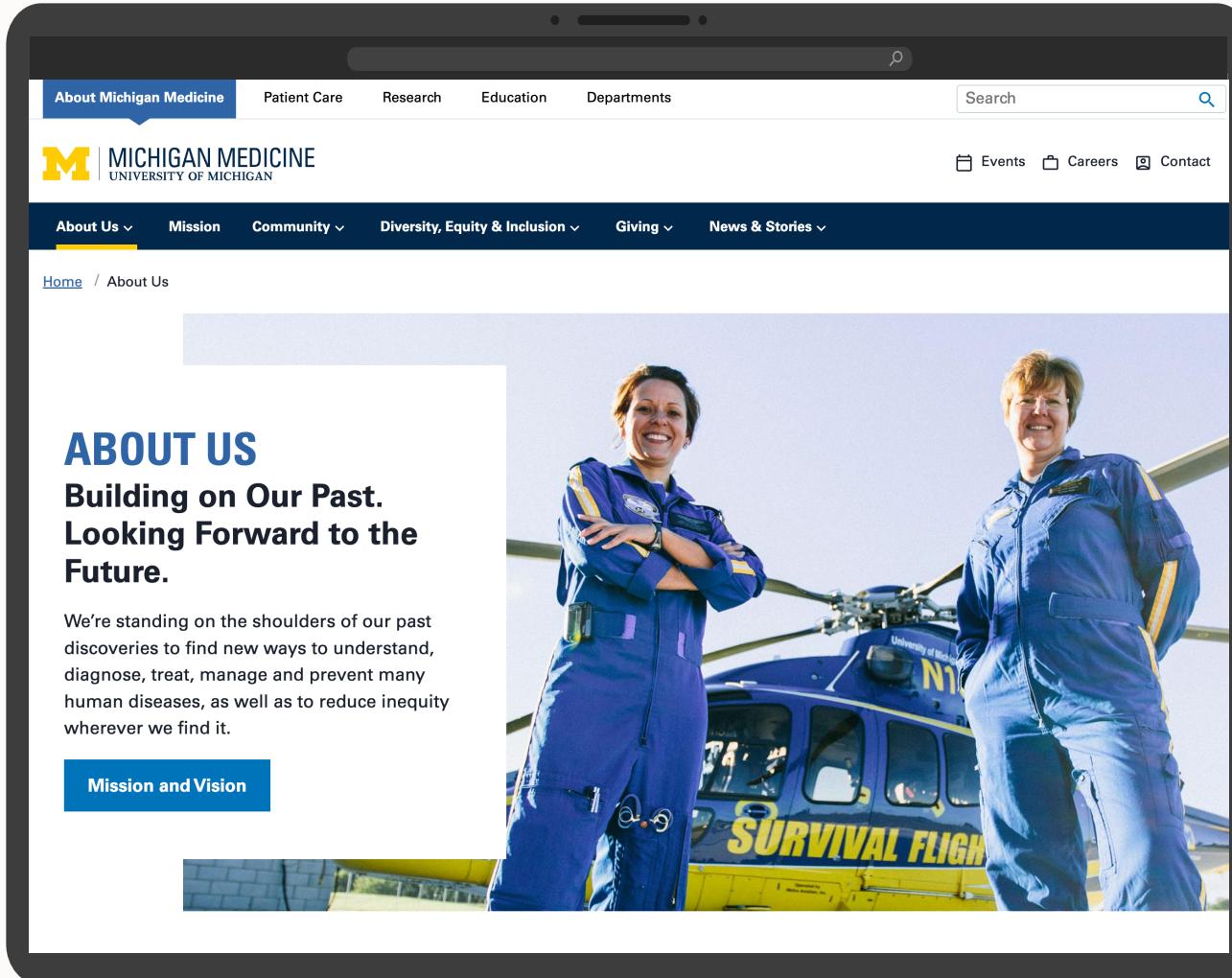
Scheduling

Angular UI

Responsive Design

Bootstrap CSS

# My Work



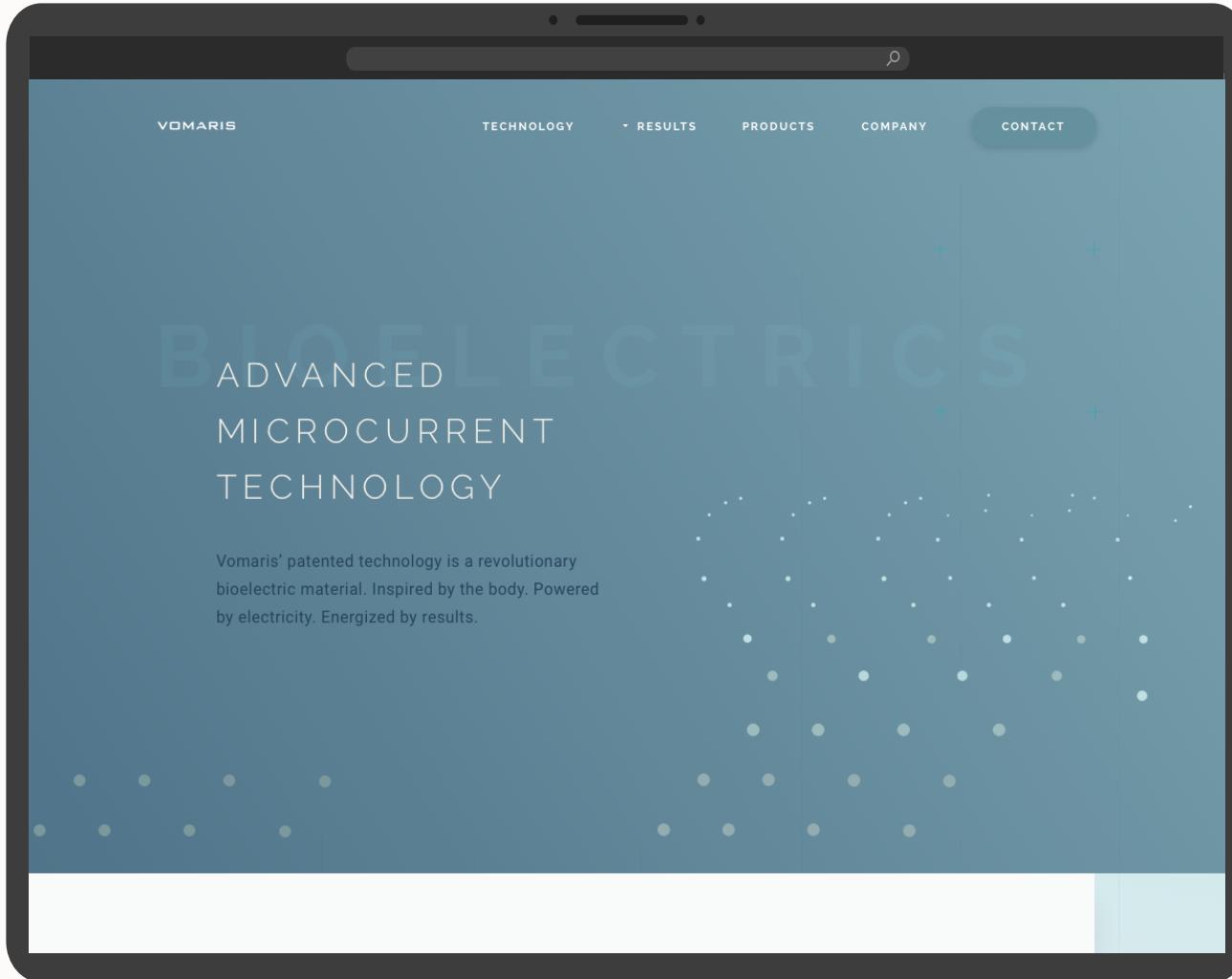
The screenshot shows a tablet displaying the "About Us" page of the Michigan Medicine website. The top navigation bar includes links for "About Michigan Medicine", "Patient Care", "Research", "Education", "Departments", a search bar, and "Events", "Careers", "Contact". Below the navigation is a secondary menu with "About Us", "Mission", "Community", "Diversity, Equity & Inclusion", "Giving", and "News & Stories". The main content area features a large image of two women in blue flight suits standing in front of a blue helicopter labeled "SURVIVAL FLIGHT". To the left of the image, the "ABOUT US" section has a sub-section titled "Building on Our Past. Looking Forward to the Future." with a paragraph about medical discoveries and inequity. A "Mission and Vision" button is also visible.

## UM Health Lab

Developed Drupal 8 theme for University of Michigan Health Lab

-  Drupal CMS
-  Event Calendar
-  Health Blog
-  Responsive Design
-  Bootstrap CSS

# My Work



## Vomaris

Developed marketing website for biotech company

 WordPress CMS

 Angular UI

 Bootstrap CSS

 Responsive Design