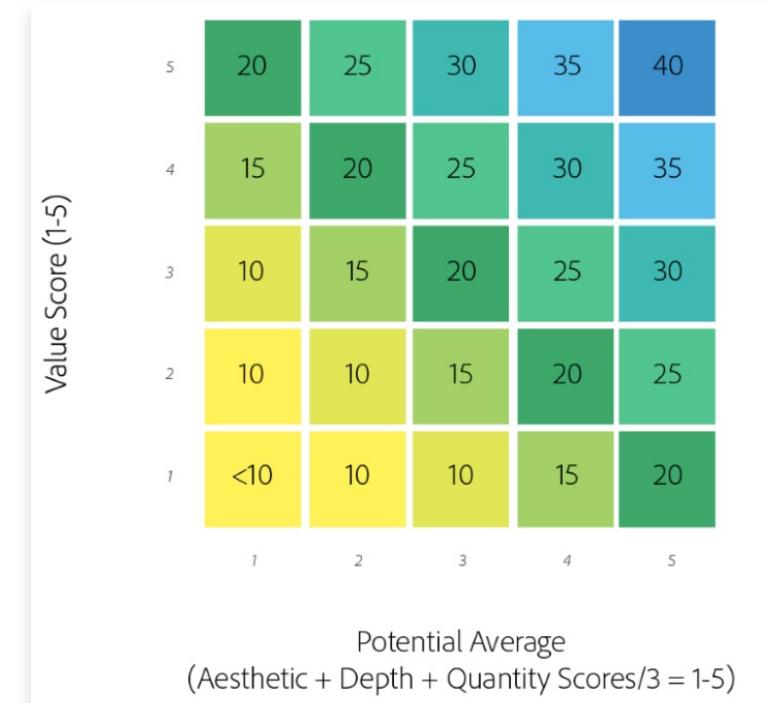


2020 Portfolio: Shea Molloy

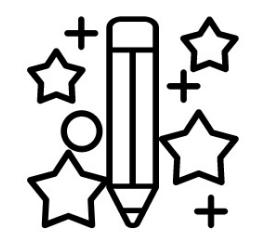
Information, production, and interface graphics

# Creator Research Graphics

My creative Inspiration and creator motivation research at Adobe Stock has involved many mixed methodologies and the development of intensive research plans, but has also required thoughtful, precise information graphics that have utilized the skills I am developing at Parson's New School of Design. The development of user personas and various modeling systems for strategy, application and growth is made clear with the help of clean, modern data design.



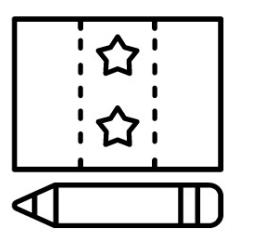
## Adobe Stock Template Creator Personas



### Stock on the Side

Creates Stock on the side of a full-time creative career

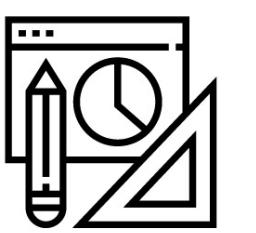
- Makes less than half of income with Stock
- Distributes in one/few places, makes what they want
- Submits infrequent, on-trend content



### Stock Specialist

Submits niche content consistently, also creates work

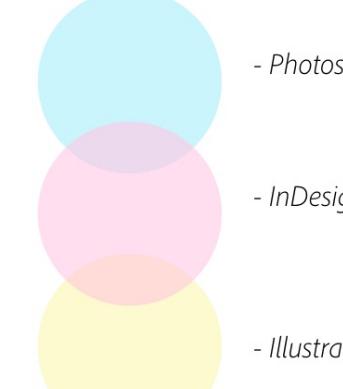
- Makes about half income with Stock
- Distributes in several places, makes what they are good at
- Submits regularly, but in small amounts



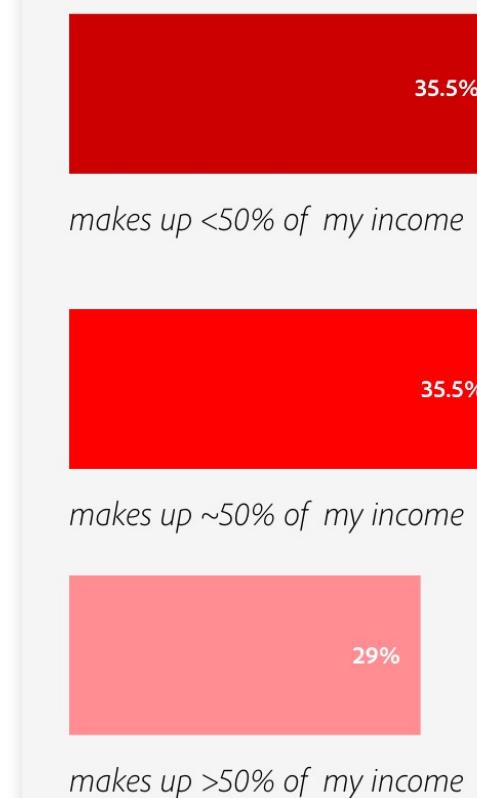
### Seasoned Stock Pro

Spends most of working time focusing on creating and distribution content

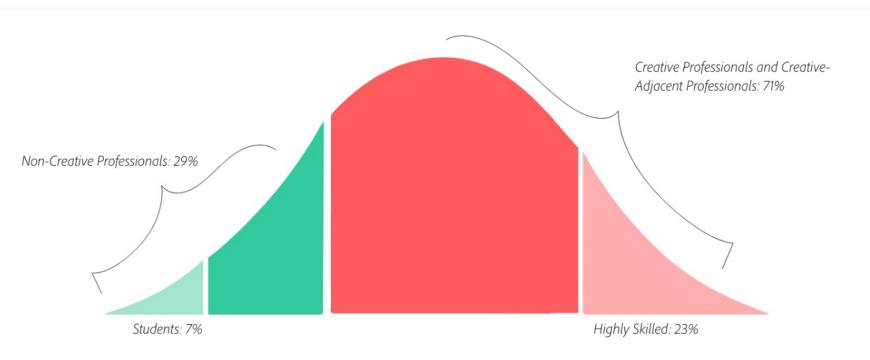
- Making most of income with Stock
- Distributes over many platforms, aware of content gaps
- Submits regularly and at volume



## Adobe Stock:

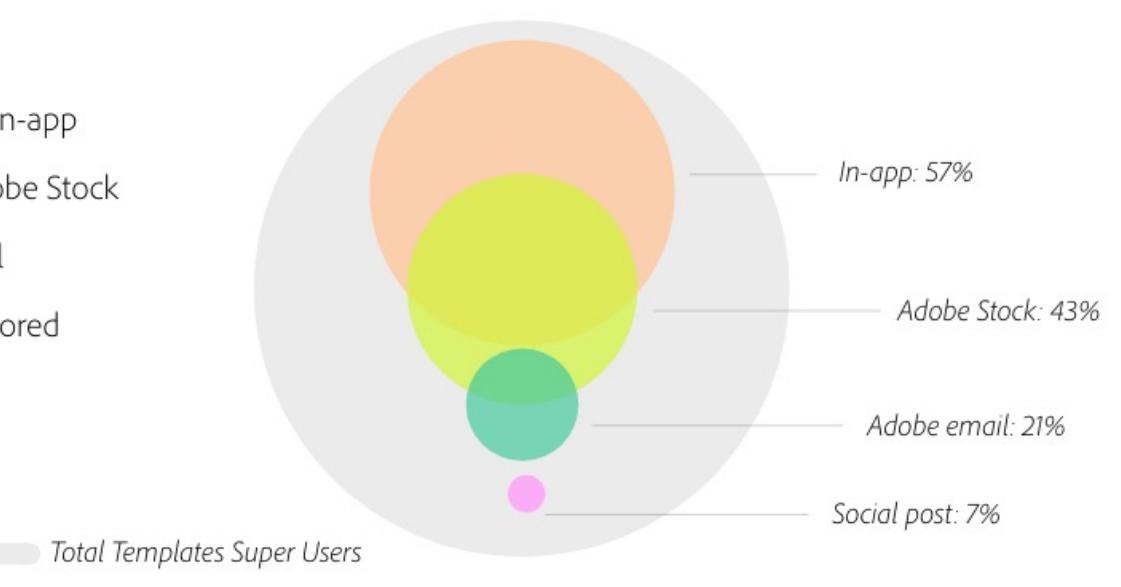


## How to price Premium



## Marketing Fast Facts

- 57% of those surveyed downloaded templates in-app
- 43% downloaded Templates after browsing Adobe Stock
- 21% downloaded Templates via an Adobe email
- 7% downloaded Templates via an Adobe-sponsored social media post



## Skill Responses

- 81% identify as expert or intermediate Photoshop users
- 71% identify as expert or intermediate Illustrator users
- 64% identify as expert or intermediate InDesign users
- 43% identify as expert or intermediate Premiere Pro users



# Data Aesthetics: Visualizations in P5

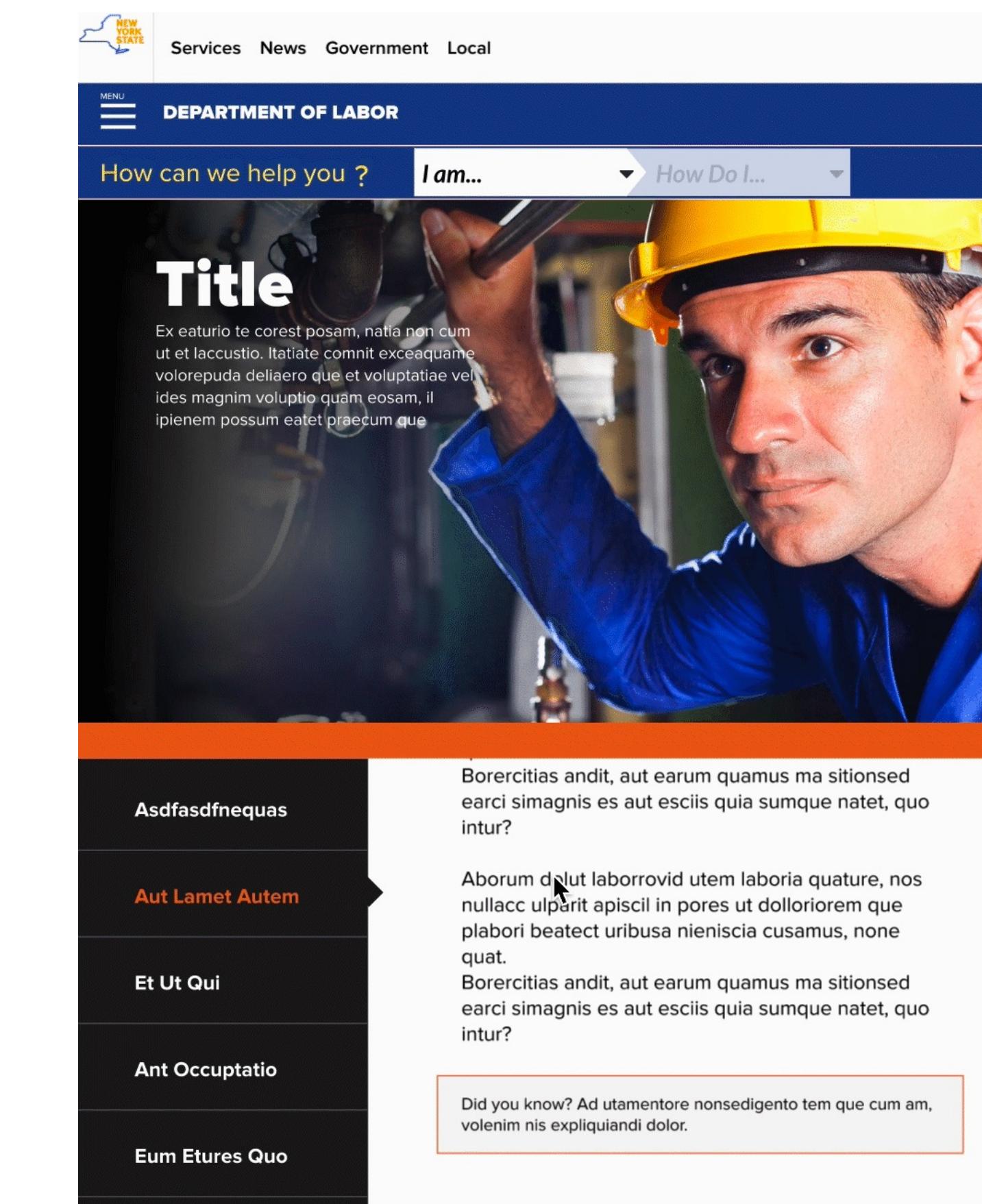
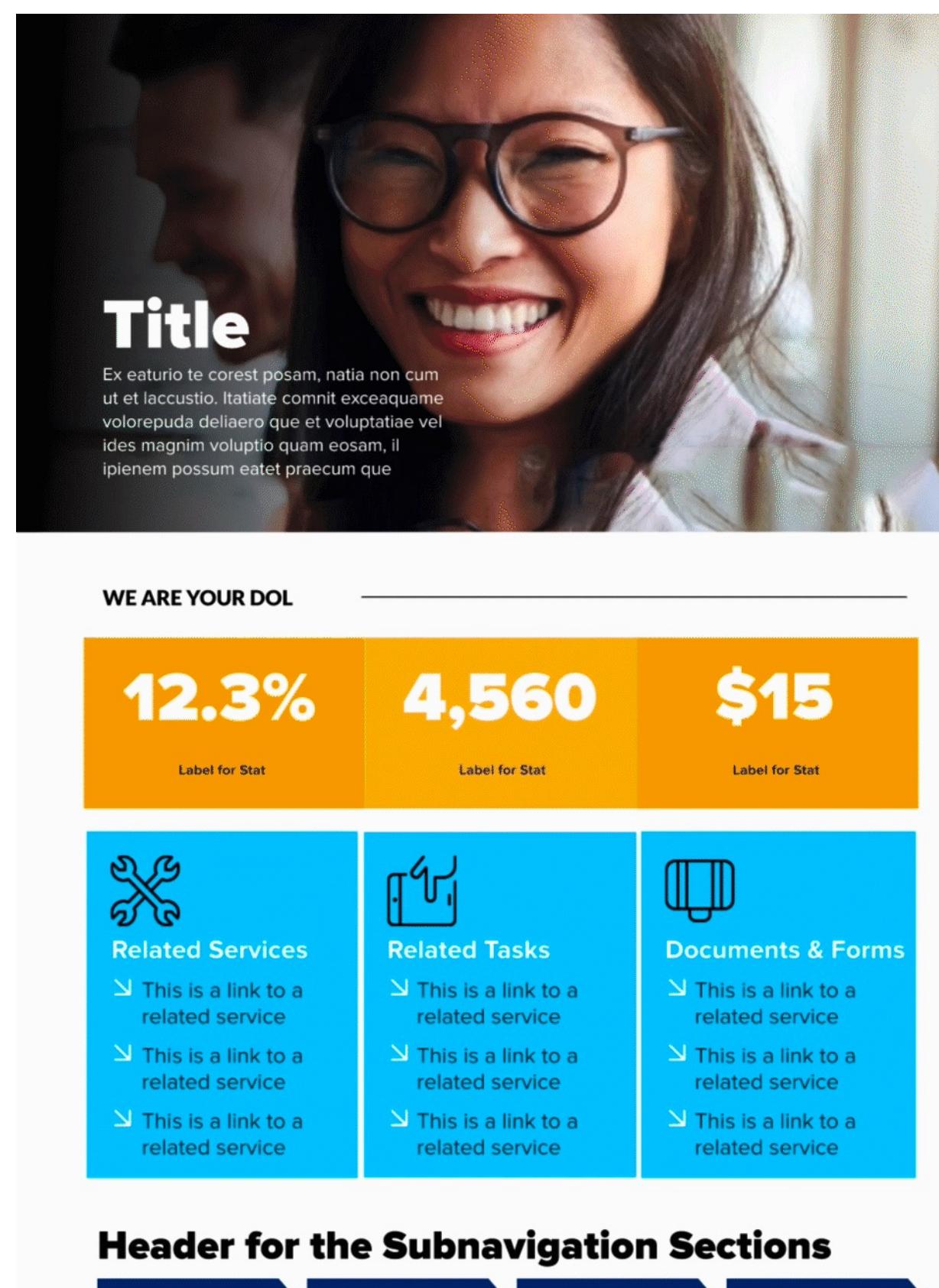
In my studies at Parsons, we have researched, built and designed numerous data visualizations interfaces exploring qualitative and quantitative data. These projects were developed as part of a Data Aesthetics course that explores P5.js, a library built by designers and engineers to make Javascript visualizations highly interactive. While the programming and design aspects of these projects helped build technical and creative skills, the real challenge was interpretation and ideation from the data sets.



# Department of Labor User Interface

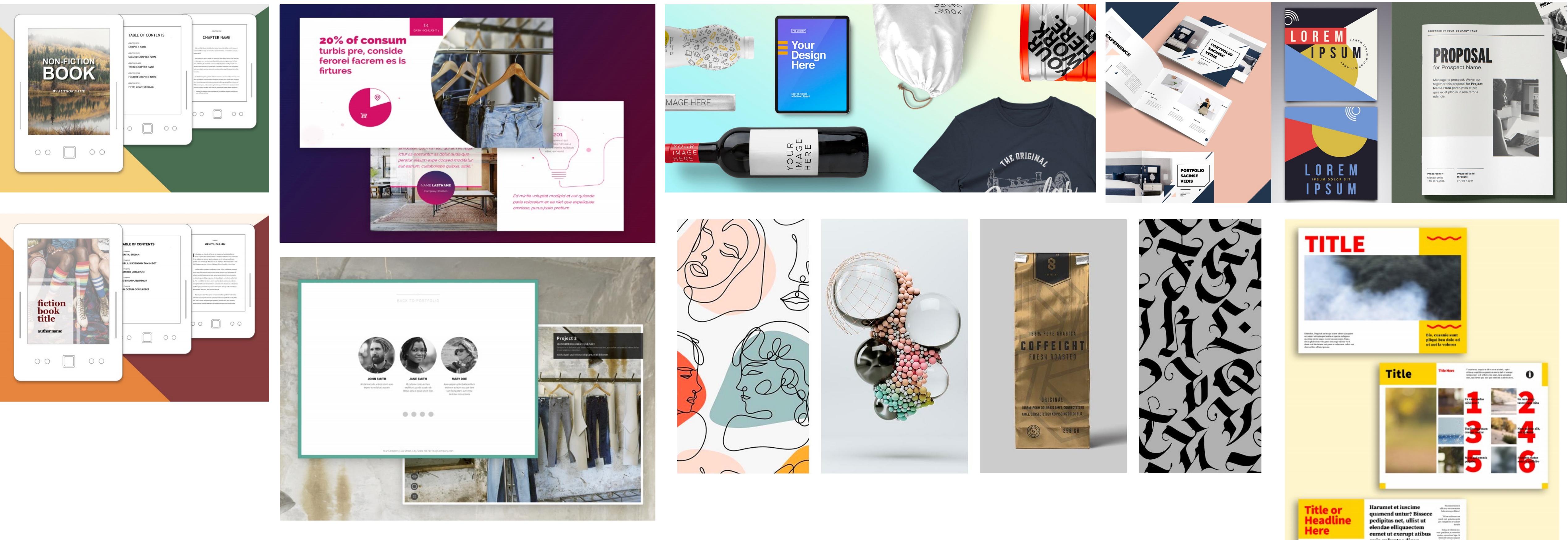
My work with the Department of Labor as a consultant, designer, and prototyper for a large-scale website redesign led by rayogram, a creative agency based in TriBeCa.

My contribution to this project has so far consisted of an in-depth usability study examining the audience of the DoL website based current website analytics, task completion metrics, and user surveys. I was also brought in to help build out the tablet and mobile prototypes using Adobe XD as a collaboration with the design team at rayogram.



# Adobe Stock Production Graphics

In my role as a design specialist for Adobe Stock, we built up a collection of more than 20,000 design assets for creative professionals. In building out the specs, content strategy and creative direction for this collection, much of the initial graphic production work was completed within our agile team. These graphics are part of various marketing materials for eBooks, web presentations, and blog posts currently live on Adobe Stock.



# Unglitch Graphics

Unglitch is an art-tech activist organization that is currently focusing on net neutrality and tech policy education and outreach initiatives in New York City. As one of the founders and primary organizer, I helped develop the objectives and visual identity to secure locations and sponsorships for a alternative networks panel, an all-day hackathon at fat cat fab labs and an afterparty at babycastles.

We have since received a neighborhood grant from the Citizen's Committee for New York City, built a glitchy-video, button-making, zine-distributing installation at Pioneer Work's Software for Artists' Day and are partnering with NYC Mesh to bring tech-activist programming to creative spaces.



# Makers Against Drought UI and Graphics

EDDI was an award-winning electrodialysis desalinator for irrigation designed to provide real-time soil and salinity metrics to small-scale farmers in California trying to avoid overwatering and leaching. Our goal was to put data into the hands of farmers so they could respond responsibly to the weather and soil quality specific to their crop.

Using the mobile device, a user could remotely turn off their personal desalinator and desalinate only to the necessary levels to save water and energy. As the design lead on the team, I created the visual identity, built the mobile and web interfaces and produced all the multimedia assets as well as helped build the machine. This project went on to live on a permaculture barge in the East River.

