

Interaction Designer

Anthony Goodwin

<https://www.behance.net/DesignEmbraced>

<http://www.designembraced.com/>

Questions:

- a. Goodwin works in a variety of areas, from sports companies, like Nike, until video-sharing platforms, like YouTube.
- b. With over 12 years of experience, Anthony Goodwin worked in the best design agencies, like Huge, Tool and Stink Digital. After that, he started working as a freelancer as “Design Embraced” (6 years). Neither his Portfolio, nor his website specifies where did he learned how to do his job.
- c. Typography, Retouching, UX, UI
- d. CSS Transitions, CSS3, HTML5
- e. The designer doesn’t mention anywhere about influencers or mentors

- Project 1 – Inboard – Longboard App Controller

<https://www.behance.net/gallery/28623841/Inboard-Longboard-App-Controller>

The design of the app is simple and I loved the use of the color only to highlight certain details. You can see that there was a lot of creativity involved in order to make each feature memorable, but at the same time looking very seamless.

- Project 2 – Nike – POD7 Microsite

<https://www.behance.net/gallery/28656733/Nike-POD7-Microsite>

I loved this project for the same reasons as the first one, seeing that they are quite similar. I liked the simple typography, spacing, the manner he played with color, the use of thin lines and the subtle photographs on the background.

- Project 3 – Google Oscars Live – Concept

<https://www.behance.net/gallery/28682673/Google-Oscars-Live-Concept>

It can be noticed that Anthony Goodwin always use some kind of geometric design on his projects, which I like very much. Like the other works, he also uses tones of black and one powerful color, in this case, yellow. At last, I loved the placement and spacing of his typography over the photographs on the background.