Interaction Designer

Anthony Goodwin

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

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

Questions:

1. Goodwin works in a variety of areas, from sports companies, like Nike, until video-sharing platforms, like YouTube.
2. 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.
3. Typography, Retouching, UX, UI
4. CSS Transitions, CSS3, HTML5
5. 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.