

The background features a minimalist design with three overlapping circles. The top circle is light gray, the bottom-left is white, and the bottom-right is medium gray. They overlap in the center, creating a subtle geometric pattern.

Turning complex ideas into

Effortless Experiences

across web, product, and brand

reah espino

Designing seamless journeys and
standout visuals across web, product,
and marketing.



I'm Reah, a Creative UI/UX Designer with 5 years of experience turning complex ideas into clean and user-first designs from websites and products to marketing where visuals and usability connect.

Services

Product Design

Web Design

Infographics

Display Ads

Social Media
Banners

Work Experience

Gleent Inc.

Team Leader - R&D

2018 - 2021

Prosperna Philippines Inc.

Web Designer

2021 - 2022

Spiralytics Inc.

Senior UI/UX Web Designer

2022 - Present

Product Design

1

Makimatch • Mobile App

Reducing decision fatigue for busy sushi diners

2

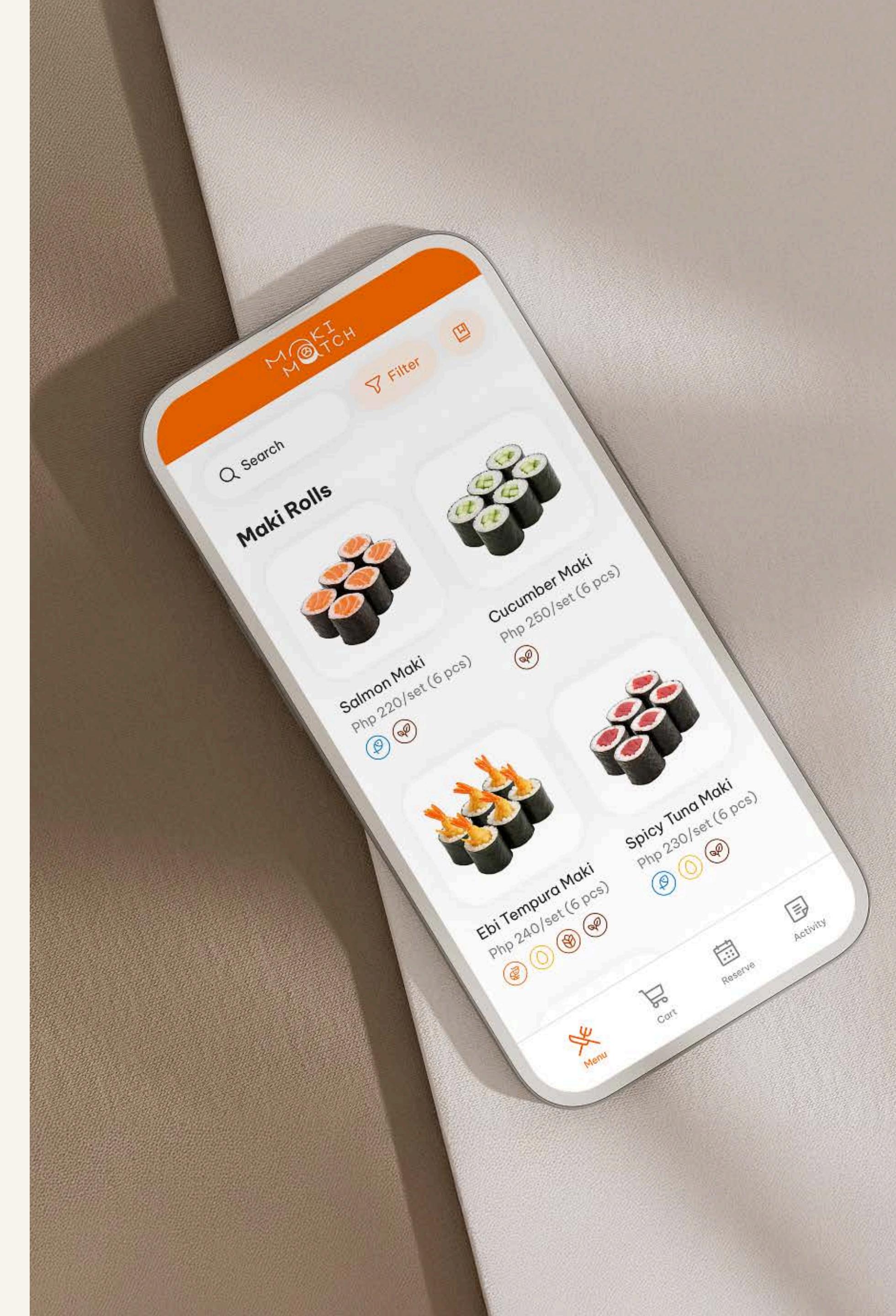
Novamatch • Dashboard Design

Boosting productivity with a clean dashboard

Reducing decision fatigue for busy sushi diners



Makimatch • Mobile App • Product Design



The Challenge

Sushi menus can be overwhelming with unfamiliar names and have a wide variety of options especially for new customers or those with dietary preferences.

The Goal

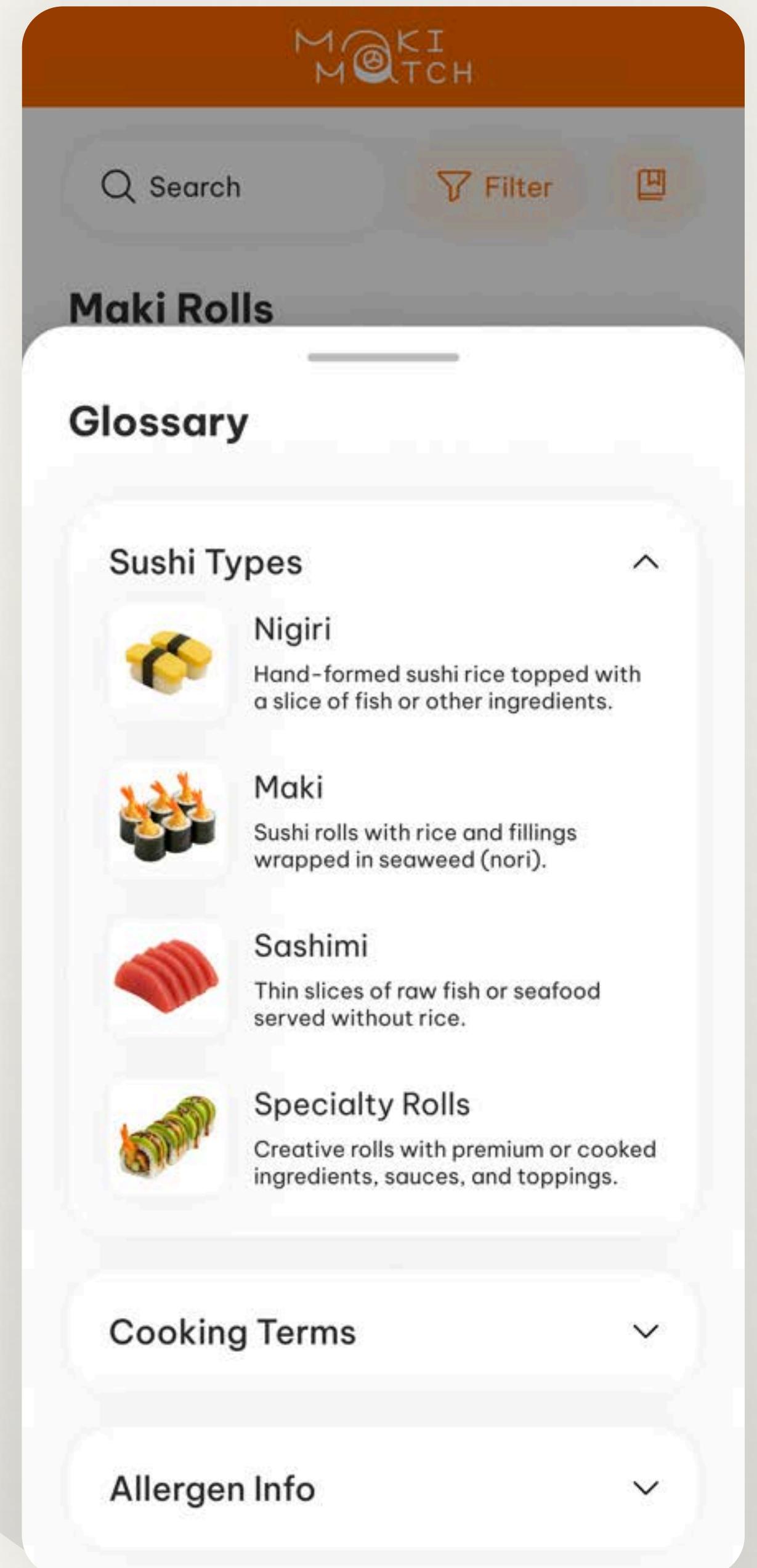
Design a sushi menu preview app that helps users quickly choose dishes through clear visuals, descriptions, and smart filters based on their preference and dietary restrictions.

Deliverables

- User Personas
- User Journey Map
- Site Map
- Wireframes
- Branding
- Final Design

Tool

- Figma



Thought Process

User Personas



Cherry Lee

Age: 24 years old

Education: Marketing

Hometown: Metro Manila

Family: Lives with Partner

Occupation: Marketing Associate

“Pick something unique with clear expectations”

Goals

- Quickly choose something she'll enjoy without overthinking.
- Discover “safe but interesting” sushi picks
- Prefers places and apps that clearly label allergens or offer safe alternatives.

Frustrations

- Gets overwhelmed by too many options and unfamiliar terms.
- Wishes menus had clear photos, categories, and trusted suggestions.
- Most sushi menus don't clearly indicate allergens or alternative options.

Cherry Lee is a 29-year-old Marketing Associate who enjoys trying new cuisines. While she's curious about sushi, she often feels overwhelmed by too many options and unfamiliar terms. Cherry wants a quick, easy way to pick something she'll enjoy without second-guessing—ideally through an app with clear photos, helpful categories, and trusted suggestions that match her mood.



Ethan Cruz

29 years old
Business Administration
1 City
Lives with 2 kids
Regional Sales Manager

“To enjoy food without worrying if it's safe”

Goals

- Feel safe and confident when browsing sushi menus.
- Easily identify seafood-free options (e.g., tamago rolls, veggie sushi).
- Avoid the awkwardness of asking staff detailed questions about ingredients.

Frustrations

- Most sushi menus don't clearly indicate allergens or alternative options.
- Worried about cross-contamination or hidden seafood ingredients (like fish sauce).

Ethan Cruz is a 45-year-old regional sales manager and a family man who enjoys dining out but has a seafood allergy that makes ordering sushi challenging. He wants to feel confident choosing safe, seafood-free options without needing to ask detailed questions or risk accidental exposure. However, unclear menu labeling and the fear of hidden ingredients often leave him hesitant or avoiding sushi altogether.

Thought Process

User Journey Maps

Persona: Cherry Lee

Goal: To quickly choose a dish that matches her mood and dietary preferences without feeling overwhelmed or second-guessing.

Action	Enters the restaurant and is greeted by the host.	Scans the menu for options.	Asks the waiter for suggestions based on her preferences.	Chooses a dish based on the recommendations.	Enjoys her meal
Task List	- Greeted by the host. - Led to a table.	- Browse through categories or chef's specials.	- Inquire about dishes that match her mood. - Ask about ingredient details.	- Confirm choice and place order.	- Taste and evaluate the dish. - Enjoy the food.
Feeling Adjective	Excited, Slightly Overwhelmed	Overwhelmed, Curious	Slightly Anxious, Relieved	Confident, Still Unsure	Satisfied, Reassured
Improvement Opportunities	Host can provide an overview of the menu and its organization.	- Organize menu into clear categories with images and descriptions.	- Waiter can offer personalized recommendations based on her preferences.	- Waiter can confirm the dish matches her preferences.	- Ensure meal matches the description and meets her expectations.

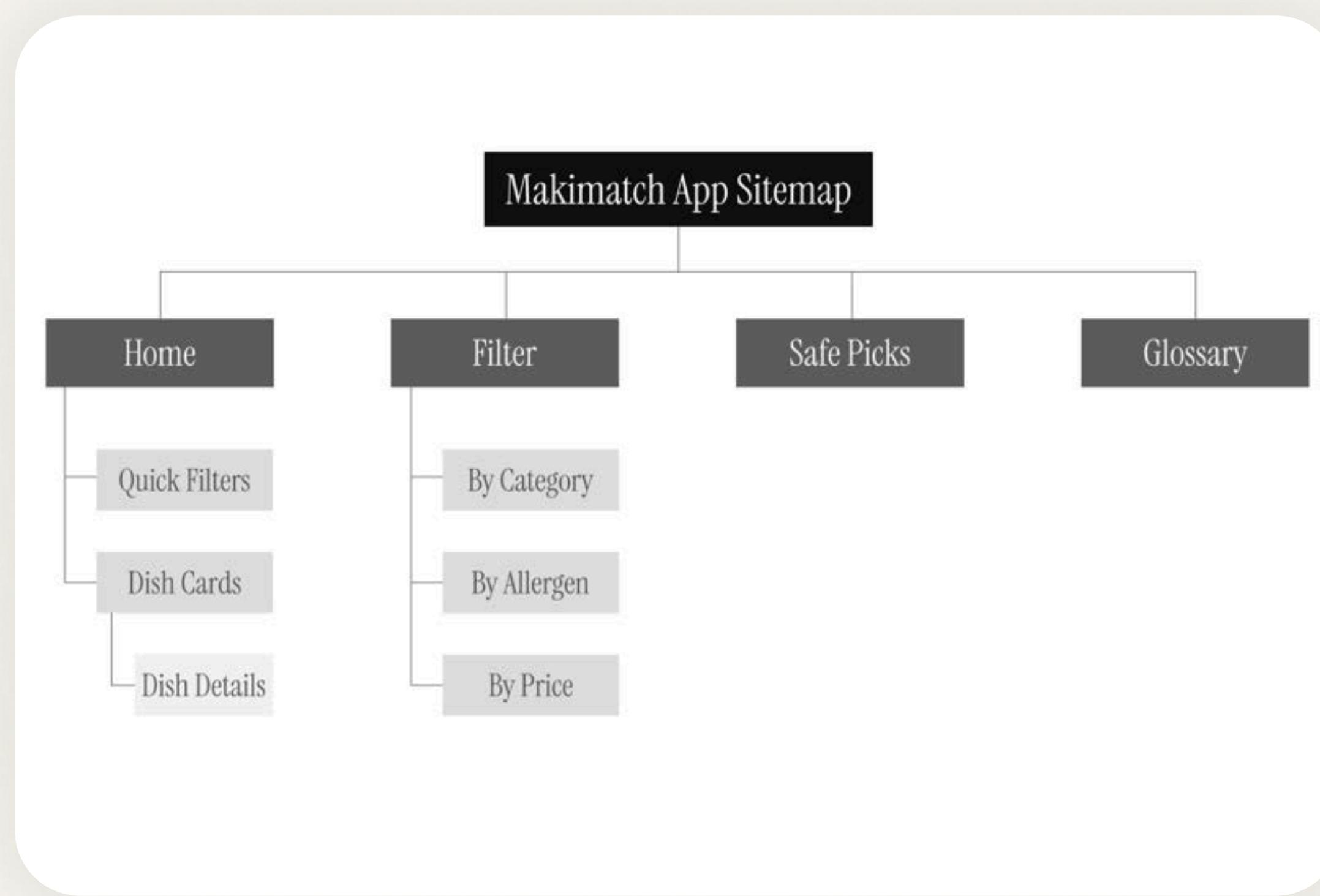
Persona: Ethan Cruz

Goal: To confidently order seafood-free sushi without worrying about allergens and avoiding the need to ask staff about every ingredient.

Action	Enters the restaurant and is greeted by the host.	Scans the menu for seafood-free options.	Asks the waiter about safe options.	Selects a seafood-free dish.	Enjoys meal without issues.
	- Greeted by the host. - Led to a table.	- Look for allergen-friendly choices. - Scan for clear labeling.	- Ask about safe ingredients.	- Confirm dish selection. - Place order.	- Taste the dish and enjoy it. - Confirm satisfaction.
	Cautious, Reassured	Anxious, Hopeful	Relieved, Slightly Anxious	Confident, Slightly Hesitant	Satisfied, Reassured

Thought Process

Sitemap

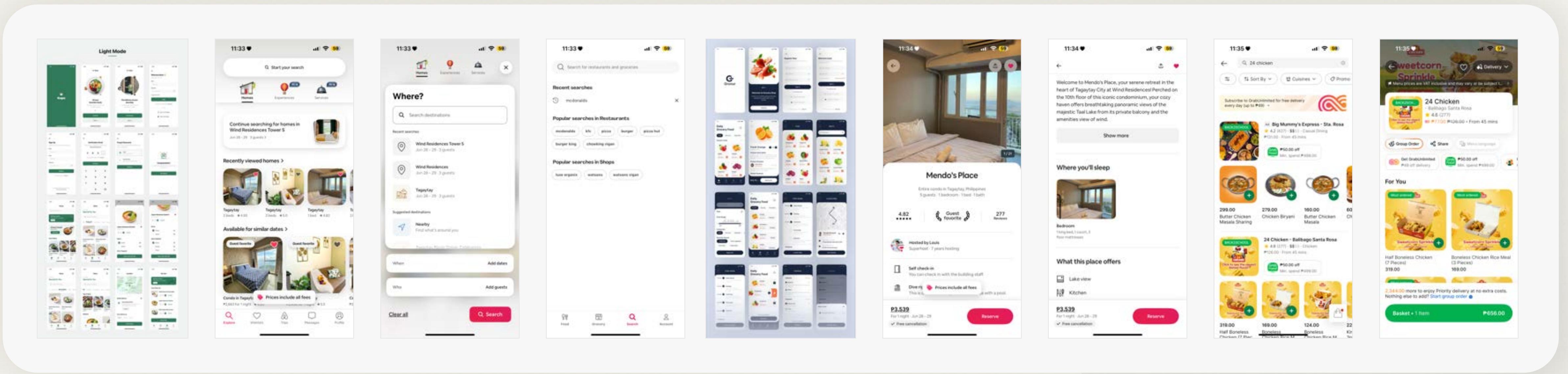


Makimatch · Mobile App · Product Design

Wireframes

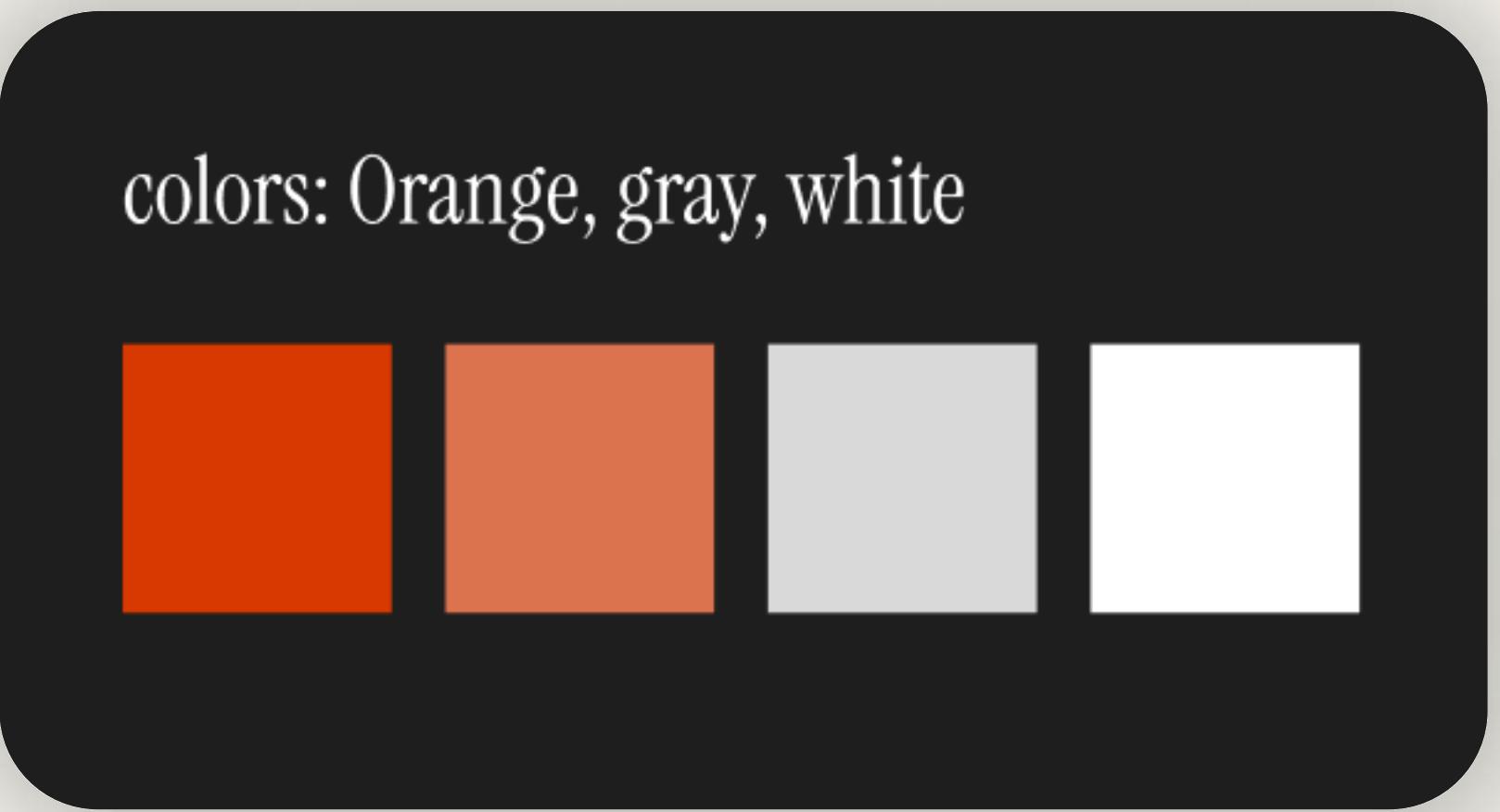
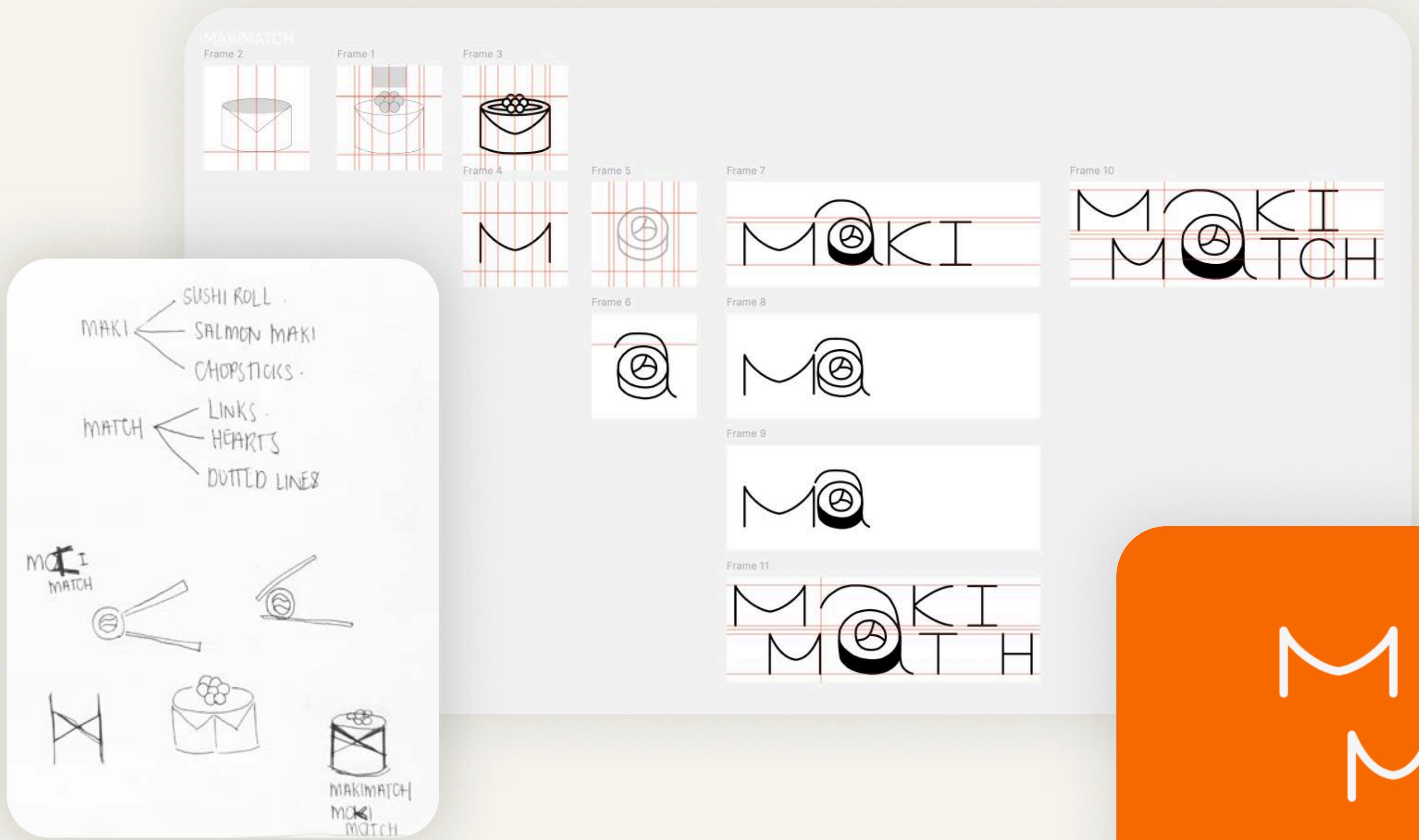


Mood board and Inspiration



*the goal was to achieve a clean, simple, and clear app
that represents a sushi restaurant without the fuss

Building the Brand



Final Design

Maki Rolls

- Salmon Maki: Php 220/set (6 pcs)
- Cucumber Maki: Php 250/set (6 pcs)
- Ebi Tempura Maki: Php 240/set (6 pcs)
- Spicy Tuna Maki: Php 230/set (6 pcs)

Safe Picks

- Avocado Maki: Php 250/set (6 pcs)
- Tamago Nigiri: Php 120/set (2 pcs)
- Teriyaki Chicken Roll: Php 220/set (6 pcs)
- Cucumber Maki: Php 250/set (6 pcs)

Menu Item

Salmon Maki
Php 220/set (6 pcs)
Add to Cart

Fresh salmon slices rolled in seasoned rice and seaweed, delivering a clean, rich flavor with every bite.

Allergen Info
Contains:
Seafood Soy

Your Cart

Dine In Delivery Pickup

- Salmon Maki: Php 220
- Tuna Nigiri: Php 300

Total Php 538.00
Subtotal: Php 520.00
Service Fee (12%): Php 18.00

Proceed to Checkout

Table Reserved

Table 1

Full Name: John Doe
Phone Number: 0916 123 4567
Date: 07/17/2025
Time: 2:00PM
Number of Guests: 8

See full details

Back to Menu

Order Tracking

Order Progress

Confirmed Preparing Ready Delivered

Ready
Your order will be delivered to you shortly.

Current Location

Arriving in Est 9 mins

Order #A12BC Php 538.00
Delivery 2 items
John Doe Jul 7, 2025 - 5:59PM

Salmon Maki Qty: 1 Php 220.00
Tuna Nigiri Qty: 2 Php 300.00

Boosting productivity with a clean dashboard

NOVATRACK

Novatrack • Dashboard design • Product Design



The Challenge

Managing several projects can quickly become overwhelming without a clear, minimal interface that prioritizes focus and task clarity.

The Goal

Design a clean, and modern dashboard for daily productivity tracking that presents real-time data for tasks, time logs, project progress, and goals.

Deliverables

- Mood board
- Wireframe
- Final Design

Tool

- Figma

NOVATRACK

Search

Dashboard

Tasks

Time Tracker

Projects

Analytics

Settings

Welcome, Giselle!

"Small steps today lead to big wins tomorrow."

Tasklist Overview

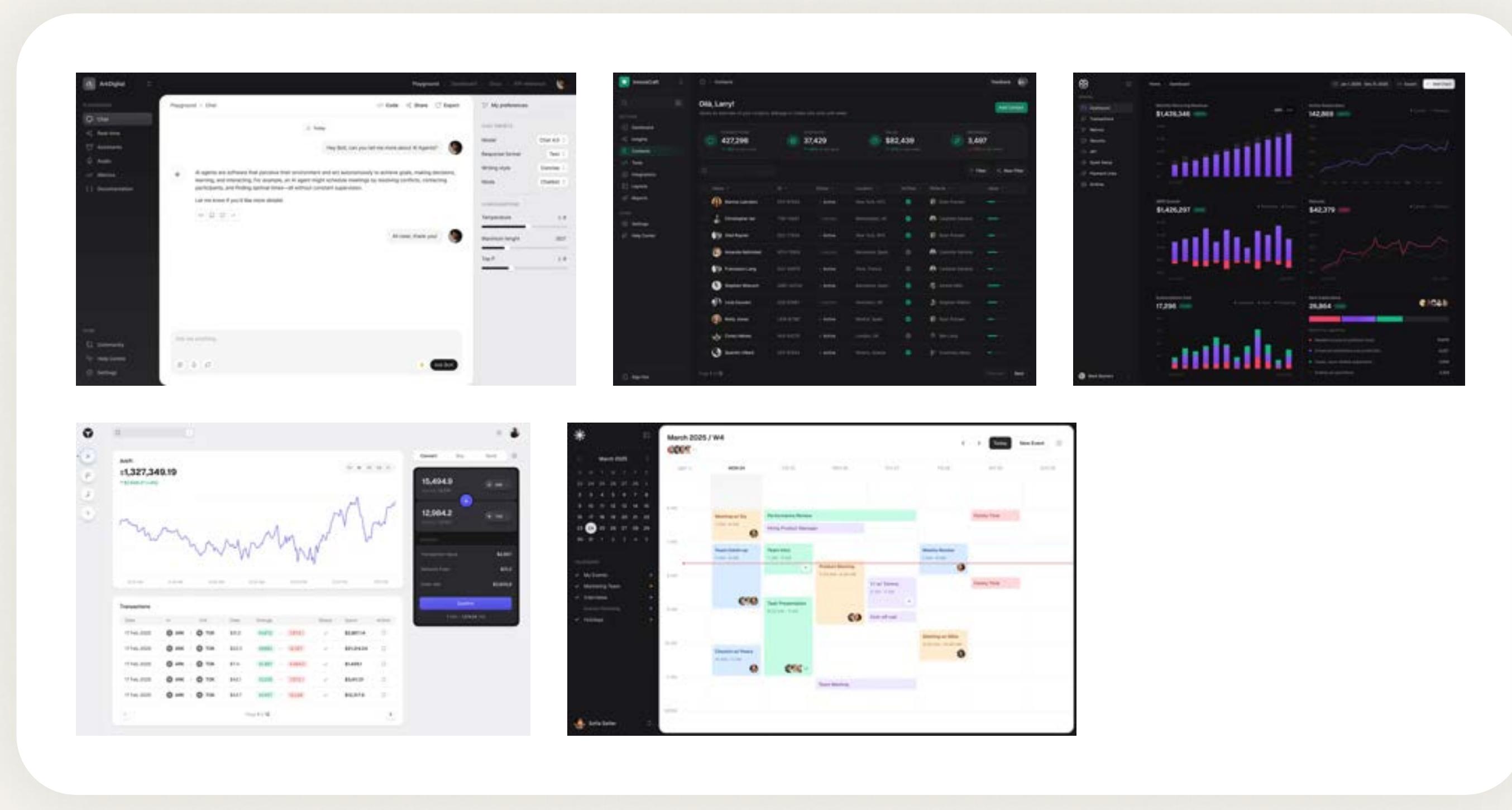
- Design landing page mockup
- Create user persona profiles
- Prototype mobile app interface
- Revamp e-commerce product page
- Develop wireframes for dashboard
- Design infographics for marketing campaign
- Conduct usability testing for new feature
- Organize design assets in Figma

Productivity this week

Day	Productivity Score
Monday	4.0
Tuesday	3.0
Wednesday	5.0
Thursday	2.0
Friday	4.0

Thought Process

Mood Board



Novatrack • Dashboard design • Product Design

Wireframe

LOGO



Welcome, Reah!

"Small steps today lead to big wins tomorrow. Stay focused—you're building momentum."

Dashboard

Tasks

Time Tracker

Projects

Analytics

Settings

Today's Task

- Design landing page mockup
- Review client feedback for Portfolio v2
- Sync with developer on dashboard API
- Write case study draft for NovaTrack project
- Update productivity stats for April

Time Tracker

Stay focused. Log your work in real time.

Task: Design landing page mockup

00:42:17

PAUSE STOP

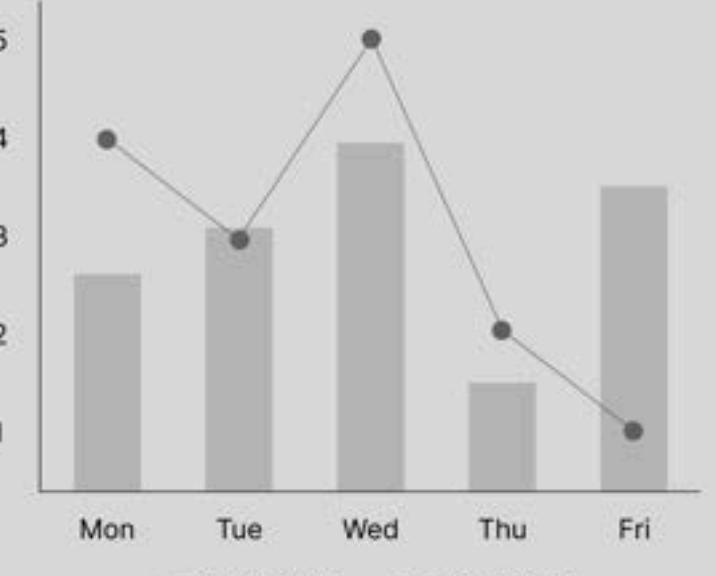
Project Overview

Track progress across your active projects.

Task	Status	Deadline	Progress (%)
Landing Page Revamp	In Progress	May 30, 2025	76%
Review client feedback for Portfolio v2	Completed	May 3, 2025	100%
Update productivity stats for April	Delayed	May 15, 2025	45%

Productivity This Week

Analyze your habits and adjust for better focus.



Mon Tue Wed Thu Fri

Tracked Hours Task completed

Monthly Goals

Keep the momentum going.



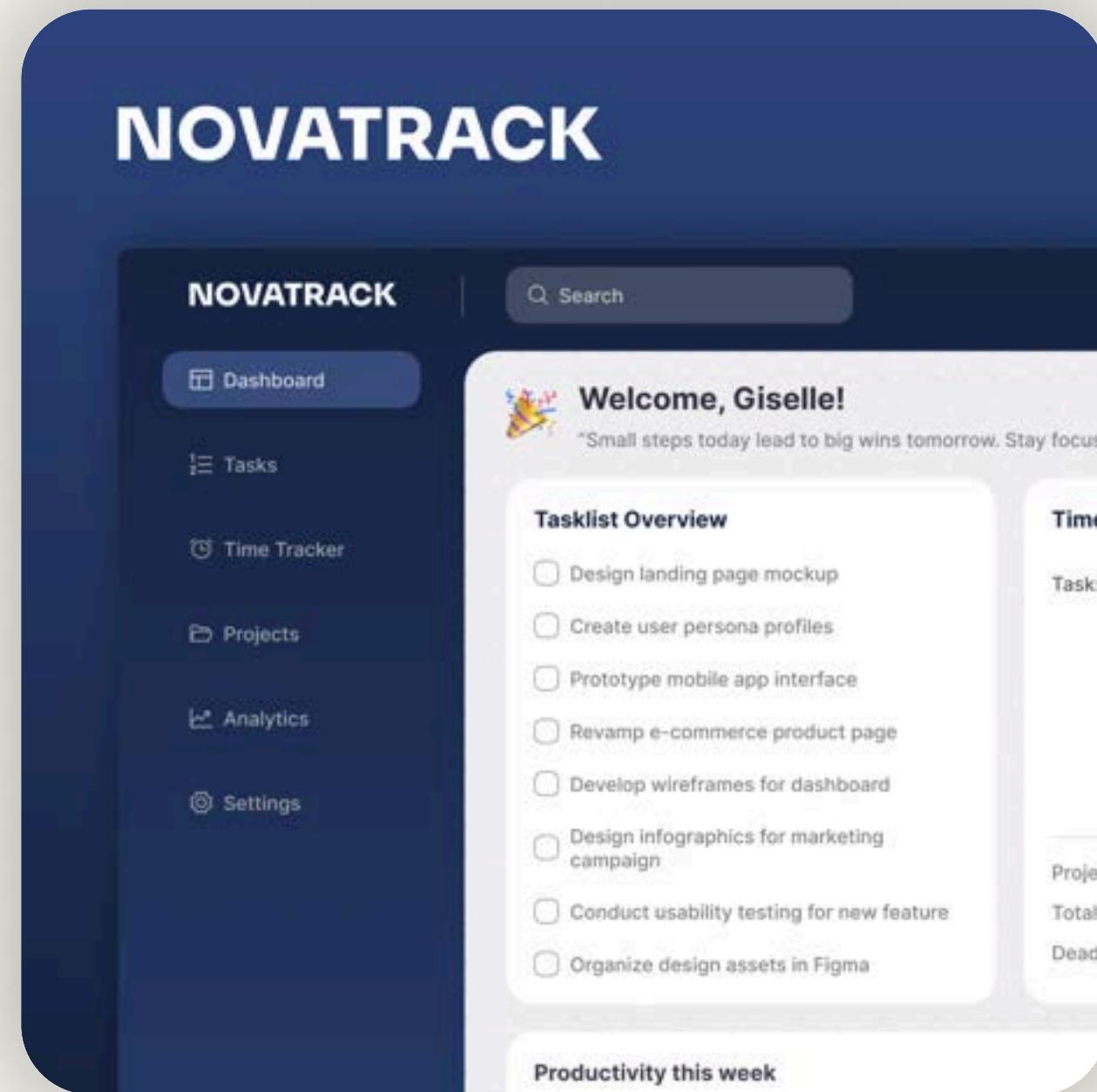
32/40h Log 40 hours of focused work

22/30 tasks Complete 30 tasks

2/3 projects Finish 3 major projects

Logout

Final Design



NOVATRACK

Search

Dashboard

Tasks

Time Tracker

Projects

Analytics

Settings

Welcome, Giselle!

"Small steps today lead to big wins tomorrow. Stay focused—you're building momentum."

Tasklist Overview

- Design landing page mockup
- Create user persona profiles
- Prototype mobile app interface
- Revamp e-commerce product page
- Develop wireframes for dashboard
- Design infographics for marketing campaign
- Conduct usability testing for new feature
- Organize design assets in Figma

Time Tracker

Task: Prototype mobile app

00:42:17

PAUSE STOP

Project: Makimatch

Total time logged: 3h 12m

Deadline: Jun 15, 2025

Productivity this week

Mon: Tracked Hours (blue bar), Task Completed (blue dot at 4)

Tue: Tracked Hours (blue bar), Task Completed (blue dot at 3)

Wed: Tracked Hours (blue bar), Task Completed (blue dot at 5)

Thu: Tracked Hours (blue bar), Task Completed (blue dot at 2)

Fri: Tracked Hours (blue bar), Task Completed (blue dot at 1)

Legend: Tracked Hours (blue square), Task Completed (blue circle)

Monthly Goals

- Complete 40 hours: 90% (36/40h)
- Finish 3 major projects: 34% (1/3 projects)
- Complete 20 tasks: 25% (5/20 tasks)
- Finish 5 design lessons: 80% (4/5 lessons)

Logout

Web Design

Shegerian & Associates • Brand Website Design

- 1 Designing a coherent, modern website for legal services

Herbal Anchor • Landing Page Design

- 2 Crafting an on-brand landing page for a new supplement brand

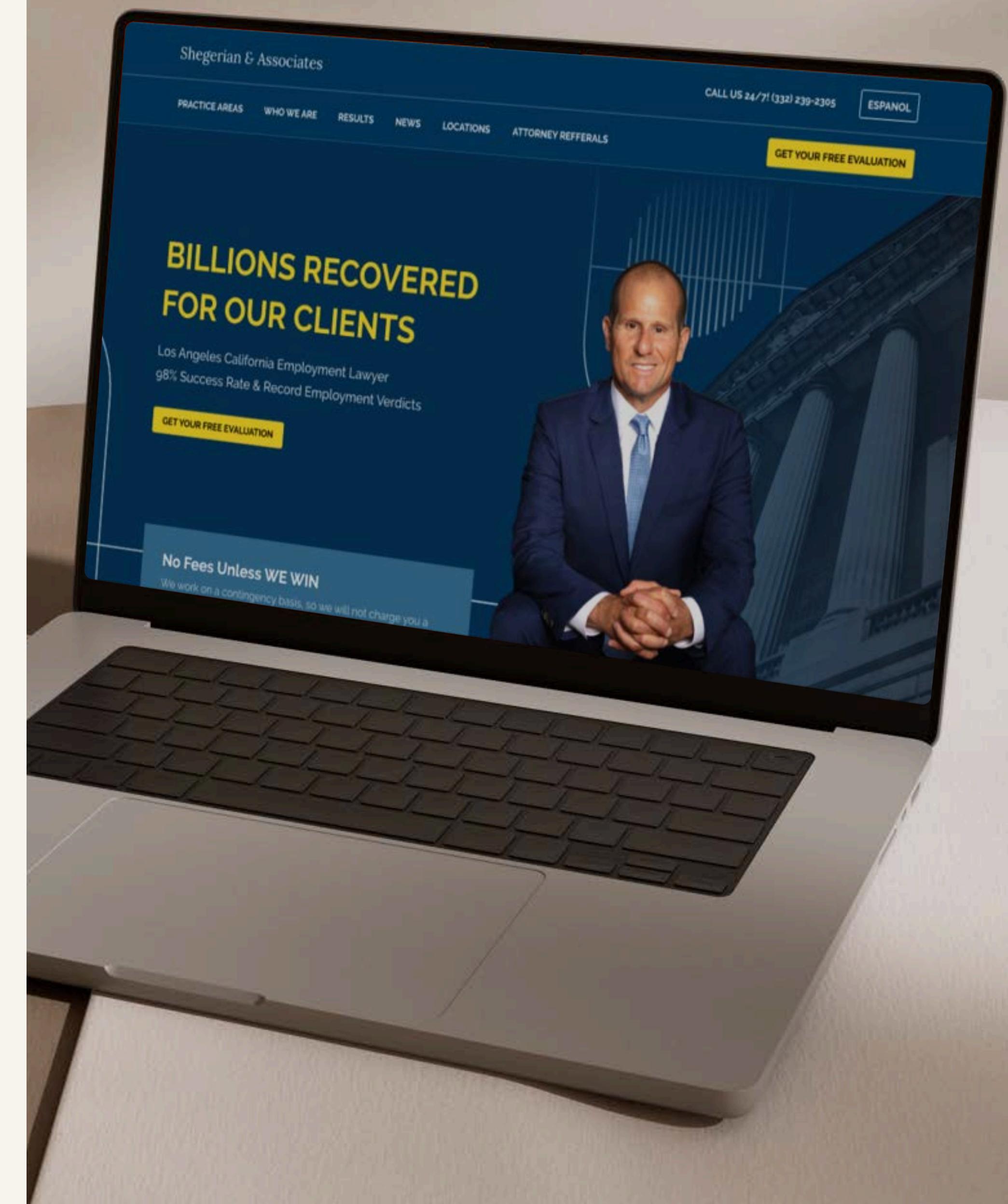
EPSON • Email Campaign

- 3 Making product promotion seamless across inboxes

Designing a coherent, modern website for legal services

Shegerian & Associates

Shegerian & Associates • Brand Website Design • Web Design



The Challenge

The original website lacked visual clarity, modern design, and a user-friendly structure, making it difficult for users to navigate and understand the firm's services.

The Goal

Redesign the website to build trust, improve usability, and clearly communicate the firm's legal expertise across key pages like the homepage, about, contact, and more.

Deliverables

- Final Designs
- Tool
 - Adobe XD
 - Figma

Shegerian & Associates • Brand Website Design • Web Design

The screenshot shows the homepage of Shegerian & Associates. At the top right, there is a "CALL US" button. The header includes the firm's name, "Shegerian & Associates", and a navigation menu with links to "PRACTICE AREAS", "WHO WE ARE", "RESULTS", "NEWS", "LOCATIONS", and "ATTORNEY REFERRALS". The main hero section features a large image of a smiling man in a suit, with the text "BILLIONS RECOVERED FOR OUR CLIENTS" in yellow. Below this, there is a testimonial: "Los Angeles California Employment Lawyer 98% Success Rate & Record Employment Verdicts" and a "GET YOUR FREE EVALUATION" button. A blue callout box on the left states "No Fees Unless WE WIN" with the subtext: "We work on a contingency basis, so we will not charge you a penny unless we take your case and win a settlement or a verdict, so that legal representation is affordable for everyone." On the right, there is a "SIGN UP FOR YOUR" button and a form for entering full name, phone number, location, and message, along with a "SUBMIT" button. The background of the page features a blurred image of a city skyline at night.

Comparison *Homepage

Before

The homepage features a large banner with a portrait of a man in a suit. The text "BILLIONS RECOVERED FOR OUR CLIENTS" is prominently displayed. Below the banner, a section titled "THE NATION'S MOST SUCCESSFUL EMPLOYMENT LAW FIRM" is shown. A "FREE EVALUATION" form is overlaid on the right side of the banner. The main content area displays several large verdict amounts: \$155.4 million, \$33.5 million, \$31.1 million, \$26.1 million, \$21.7 million, \$16.6 million, \$15.4 million, \$14 million, \$13.6 million, and \$13.1 million. Each amount is accompanied by a brief description and a "LEARN MORE" button. At the bottom, there are five star reviews from clients.

After

The homepage has been updated with a modern design. The banner now features a larger portrait of the same man in a suit, with the text "BILLIONS RECOVERED FOR OUR CLIENTS" in yellow. The "FREE EVALUATION" form is integrated into the banner area. The main content area is titled "CALIFORNIA'S MOST SUCCESSFUL EMPLOYMENT LAW FIRM" with a city skyline background. A "SIGN UP FOR YOUR FREE EVALUATION" form is located on the right. The verdict summary section has been simplified, showing only the top two verdicts: \$31.1 million and \$26.1 million, each with a "LEARN MORE" button. The star reviews at the bottom have been removed.

Sample Designs

*Homepage

BILLIONS RECOVERED FOR OUR CLIENTS

Los Angeles California Employment Lawyer
98% Success Rate & Record Employment Verdicts

No Fees Unless WE WIN

We work on a contingency basis, so we will not charge you a penny unless we take your case and win a settlement or a verdict, so that legal representation is affordable for everyone.

SIGN UP FOR YOUR FREE EVALUATION
Get yours before it's too late!

CALIFORNIA'S MOST SUCCESSFUL EMPLOYMENT LAW FIRM

WHY YOU SHOULD CHOOSE US

BROWSE CASE RESULTS →

No Fee Guarantee
We work on a contingency basis - there

98% Success Rate
Shegerian & Associates delivers strong results for our clients.

Results That Matter
We'll fight to stand up for your rights.

RECORD BREAKING VERDICTS AND SETTLEMENTS

\$155.4 MILLION
EMPLOYMENT VERDICT

In December 2021, Carney R. Shegerian and Shegerian & Associates obtained a record-breaking \$155,400,000 verdict after just 30 minutes of deliberation by the jury on behalf of our client Andrew Rudnicki. This verdict is among the largest of its kind in Los Angeles and California history.

After 37 years of devoted and decorated service, Andrew Rudnicki was inexplicably fired within months of his anticipated testimony in a FEHA case (Coates v. Farmers). The Jury agreed and awarded \$5.4M in compensatory damages and a staggering punitive damages award of \$150M against Farmers Insurance Exchange and Farmers Group Inc.

\$31.1 MILLION Verdict in Age Discrimination Case LEARN MORE →	\$26.1 MILLION Verdict in Age Discrimination Case LEARN MORE →
\$21.7 MILLION Verdict in Disability Discrimination Case LEARN MORE →	\$16.6 MILLION Verdict in Wrongful Termination Case LEARN MORE →
\$13 MILLION Verdict in Gender Discrimination Case LEARN MORE →	\$10 MILLION Settlement in Sexual Orientation Discrimination Case LEARN MORE →
\$8.8 MILLION Verdict in Disability Discrimination Case LEARN MORE →	\$9.1 MILLION Verdict in Whistleblower Case LEARN MORE →
\$8.5 MILLION Verdict in Disability Discrimination Case LEARN MORE →	\$8.4 MILLION Verdict in Disability Discrimination Case LEARN MORE →

LOCAL POPULAR LAW PRACTICES

California has several employment rules that differentiate it from other states.

- Wrongful termination in Los Angeles
- Workplace discrimination in California
- Retaliation in the Workplace

24% of all employment complaints to the California Civil Rights Department were about retaliation due to resisting discrimination or requesting reasonable accommodations.

California law protects you from retaliation for protected actions, including observing religious practices, requesting accommodations for your disability or health condition, and whistle-blowing, or reporting other types of harassment.

A complaint with the Labor Commissioner's Office must be filed within one year of the adverse action, barring some exceptions. Exceptions include retaliation against minors, which has a 90-day limit. Since the time limit is so fast, it's best to hire an employment lawyer to prepare your case as soon as possible.

OUR EMPLOYMENT LAW PRACTICES

Whether you have been unfairly laid off, discriminated against, harassed or wronged in the workplace. Our list of labor law attorneys can help you.

Disability Discrimination	Gender Discrimination	Pregnancy Discrimination
Racial Discrimination	Religious Discrimination	Nursing Home Deaths
Nursing Home Abuse	Sexual Abuse	Sexual Harassment
Birth Injuries	Hostile Workplace	Wrongful Termination
Product Liability	Tip Pooling	Wrongful Death
Car Accidents	Whistle Blowing	Slip, Trip & Fall Accidents

[VIEW ALL PRACTICE AREAS →](#)

BILLIONS RECOVERED FOR OUR CLIENTS

Founded in 2000 by Carney R. Shegerian, Shegerian & Associates has offices throughout the United States that successfully defends our rights against large corporations through upholding employment law.

Mr. Shegerian is known as one of the top two or three plaintiff-side trial attorneys.
— LA Superior Court Judge

IN THE MEDIA

Former Rita Aid Manager Gets Nearly \$1M in Settlement

ABC7 TV Shows Speaks After 7-Million Verdict With LA Times

Carney Shegerian On Bikram Choudhury

CBS LA Former Teacher Alleges She Was Fired Out

WE HELP EVERYONE NO MATTER WHO YOU ARE OR WHAT YOUR JOB IS

Everyone deserves to be discriminated against, harassed, threatened, or retaliated against. There is no employer too big, nor position too small, for us to represent you. We have successfully fought some of the world's largest corporations, securing over \$6 BILLION in results for our clients.

This is why our founder Carney Shegerian has made it his life mission to seek justice for those who have been wronged in the workplace.

No matter your age, religion, gender, sexual orientation, disability, family status or income, everyone is entitled to be treated fairly and equally at work.

Shegerian Law & Associates
Our Los Angeles location is on San Vicente Boulevard and here you will be met with hard-working, eager attorneys who are prepared to serve you with your potential case.

MAIN OFFICE
11540 San Vicente Boulevard
Los Angeles, CA 90049

MAP

Shegerian & Associates

[PRACTICE AREAS](#) [WHO WE ARE](#) [RESULTS](#) [NEWS](#) [LOCATIONS](#) [ATTORNEY REFERRALS](#)

CONNECT WITH US

[Twitter](#) [Facebook](#) [Instagram](#) [LinkedIn](#)

Comparison *Service Page

Before

The screenshot shows the homepage of Shegerian & Associates. At the top, there's a header with navigation links for Employment Law, Personal Injury Law, Sexual Abuse, Truck Drivers, Wrongful Death, Who We Are, Results, and News. Below the header, a main banner features the text "LOS ANGELES SEXUAL ASSAULT ATTORNEYS" and a call-to-action button "Sexual Assault Case". A large section below the banner contains the text "Every minute, an American is sexually abused. We want to help." followed by two bullet points: "98% success rate & billions recovered" and "2023 CA law allows some survivors with expired legal claims to file a lawsuit for a limited time." To the right of this text is a "Confidential & free case evaluation" form with fields for First Name, Last Name, Telephone, E-mail, Location, and Message, with a "Submit" button. Below the form, there's a link "Call for a free evaluation: (213) 263-4184". Further down, there's a "RECORD RESULTS" section showing monetary awards: \$155.4M, \$33.5M, \$31.1M, \$26.1M, and \$21.7M, each with a "Learn more" link. At the bottom, there's a section titled "Hear From Our Survivor Clients" with two testimonies from "Jane Doe, Survivor". On the left, there's a row of five small portraits of attorneys. On the right, there's a box titled "We Care For Our Clients" containing a quote from Carney Shegerian and his title "Trial Lawyer of the Year Recipient". At the very bottom, there's a footer with a "Types of Sexual Abuse" link and a note about California legal avenues for sexual assault and sex abuse.

After

The screenshot shows the updated homepage. The header now includes "Locations", "Attorney Referrals", and a "Español" link. The main banner has been simplified, featuring the text "EVERY MINUTE, AN AMERICAN IS SEXUALLY ABUSED. WE WANT TO HELP." in large, bold letters. Below the banner, there are two bullet points: "No fees unless we win!" and "98% success rate & billions recovered". To the right of these points is a "SIGN UP FOR YOUR FREE EVALUATION" form with fields for Full Name, Location, Phone, Email, and Message, with a "SUBMIT" button. Below the form, there's a testimonial from "Jane Doe, Survivor" with a quote: "I am a survivor of sexual assault, physical assault, and death threats. I was very afraid to report these incidents. It wasn't until I spoke with the lawyers at Shegerian & Associates that I had the courage to speak. No one should have to live through these atrocities. I thank God that the attorneys at Shegerian & Associates were able to help and defend me." At the bottom, there's a section titled "WE CARE FOR OUR CLIENTS" with a quote from Carney Shegerian: "Having represented dozens of survivors against some of the most powerful individuals and companies, I understand how vulnerable and fearful survivors may be of their assailant. I have made it a chief goal of mine to hold such perpetrators responsible." On the left, there's a row of five larger portraits of attorneys. On the right, there's a box titled "CARNEY SHEGERIAN Trial Lawyer of the Year Recipient" containing a quote from "LA Judge". At the very bottom, there's a "FAQ" link.

Sample Designs

*Service Page

Shegerian & Associates

PRACTICE AREAS WHO WE ARE RESULTS NEWS LOCATIONS ATTORNEY REFERRALS

CALL US 24/7 (310) 239-2305 ESPANOL

GET YOUR FREE EVALUATION

SIGN UP FOR YOUR FREE EVALUATION
Get yours before it's too late!

FULL NAME* LOCATION*

PHONE EMAIL*

MESSAGE

SUBMIT

SEXUAL ABUSE
EVERY MINUTE, AN AMERICAN IS SEXUALLY ABUSED.
WE WANT TO HELP.

No fees unless we win!
98% success rate & billions recovered

RECORD RESULTS
\$155.4M Rudnicki v. Farmers LEARN MORE →
\$31.1M Ruel v. Ormco LEARN MORE →
\$26.1M Nickel v. Staples LEARN MORE →
\$21.7M Rodriguez v. Valley Vista LEARN MORE →

BB I am a survivor of sexual assault, physical assault, and death threats. I was very afraid to report these incidents. It wasn't until I spoke with the lawyers at Shegerian & Associates that I had the courage to speak. No one should have to live through these atrocities. I thank God that the attorneys at Shegerian & Associates were able to help and defend me.
— June Doe, Survivor

WE CARE FOR OUR CLIENTS

CARNEY SHEGERIAN

Trial Lawyer of the Year Recipient

"Mr. Shegerian is known as one of the top two or three plaintiff-side trial attorneys." - CA Judge

Having represented dozens of survivors against some of the most powerful individuals and companies, I understand how vulnerable and fearful survivors may be of their assailant. I have made it a chief goal of mine to hold such perpetrators responsible.

FAQ

What is sexual assault? 01 ↗

Your rights 02 ↗

How can we help? 03 ↗

Resources & Immediate Assistance 04 ↗

Sexual Assault Center: Crisis and Support Line: 1-866-811-7473
National Sexual Assault Hotline: Confidential 24/7 Support: 800-656-4673
East Los Angeles Women's Center: 323-526-5830
Rape Abuse & Incest National Network: 800-646-4673
National Sexual Assault Helpline: 1-800-656-4673
Chat online at: online.rainn.org
East Los Angeles Women's Center: 323-526-5830

National Sexual Violence Resource Center
Sexual Assault Center: Therapy Process
National Center for Victims of Crime
Peace Over Violence
POV is a nonprofit organization dedicated to promoting an environment free from sexual violence. They offer programs and resources that focus on emergency intervention, prevention, education and advocacy regarding sexual violence. If you do not find a resource that is needed on our webpage please proceed to their webpage where you will find more resources to help.

The California Victim Compensation Board (CalVCB) offers financial assistance to help pay for expenses that result from violent crimes. Although CalVCB does not offer monetary compensation for pain and suffering or property damage, the Board can help pay for medical bills and mental health counseling. If you wish to apply for compensation, contact your county's **Victim Witness Assistance Center**. A representative can help you fill out and submit the application.

CARNEY SHEGERIAN COMMENTS ON CLIENT'S SEXUAL ASSAULT CASE ON HBO

SEXUAL ASSAULT IS A HORRIFIC CRIME AND CAN LEAD TO SEVERE AND CONSEQUENTIAL PSYCHOLOGICAL TRAUMA.

California recently passed the Sexual Abuse and Accountability Act AB 2777. AB 2777 gives sexual abuse victims more time to file a lawsuit against their abusers and the institution (employer, church, or school) that may have covered it up.

If you or a loved one is a survivor of sexual abuse, we can help you hold the abuser accountable. Our compassionate, caring, and professional attorneys have a record of representing our clients against the most powerful companies and people in the world.

Contact us for a confidential, private and FREE evaluation today before it is too late: (213) 263-4384

Shegerian & Associates

Our Los Angeles location is on San Vicente Boulevard and here you will be met with hard-working, eager attorneys who are prepared to serve you with your potential case.

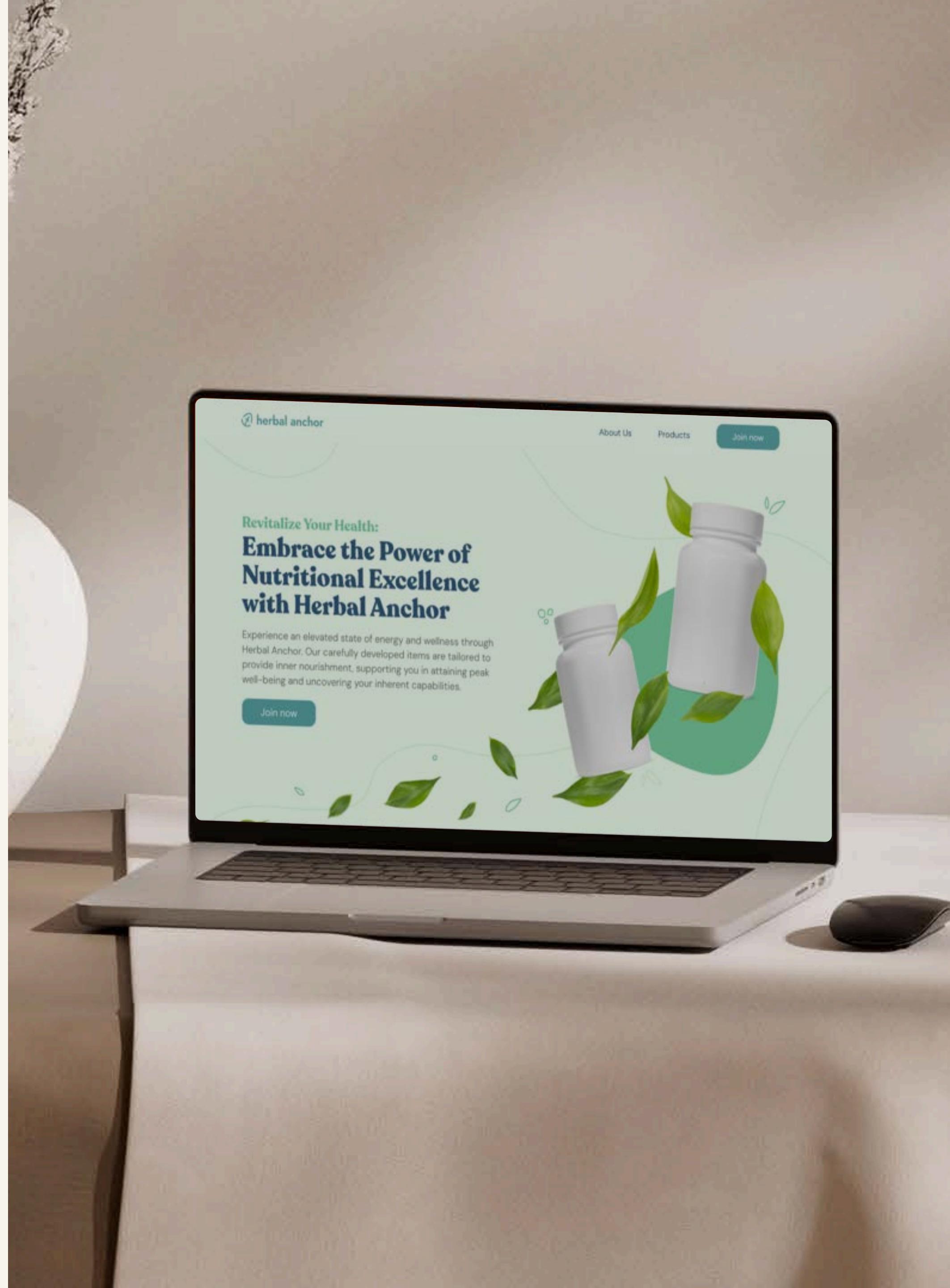
MAIN OFFICE
11520 San Vicente Boulevard
Los Angeles, CA 90049

Map showing the location of Shegerian & Associates' main office at 11520 San Vicente Boulevard, Los Angeles, CA 90049. The map also shows surrounding landmarks like Coral Tree Cafe, GOODSKIN, and West LA VA Building 220.

Crafting an on-brand landing page for a new supplement brand



Herbal Anchor • Landing Page • Web Design



The Challenge

In a crowded supplement market, new brands struggle to gain trust and stand out without a strong, clear, and authentic digital presence.

The Goal

Design a landing page that clearly communicates Herbal Anchor's natural, premium, and trustworthy brand values to engage health-conscious users and encourage exploration.

Deliverables

- Final Design
- Adobe XD

Tools



**Revitalize Your Health:
Embrace the Power of
Nutritional Excellence
with Herbal Anchor**

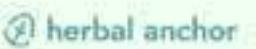
Experience an elevated state of energy and wellness through Herbal Anchor. Our carefully developed items are tailored to provide inner nourishment, supporting you in attaining peak well-being and uncovering your inherent capabilities.

[Join now](#)

Final Design

Our Services

- Personalized Nutrition Plans**
Achieve your health goals with tailored nutrition plans designed by our team of experts. We take into account your individual needs, preferences, and lifestyle to create a comprehensive plan that maximizes your results.
- Virtual Consultations**
Connect with our experienced nutritionists and wellness coaches through virtual consultations. Get personalized advice, address your concerns, and receive guidance on optimizing your nutrition and lifestyle choices.
- Educational Resources**
Empower yourself with our educational resources that cover a wide range of health and nutrition topics. Our articles, guides, and videos provide evidence-based information and practical tips to help you make informed decisions about your well-being.
- Community Support**
Join our vibrant community of individuals committed to living a healthy life. Share your experiences, gain inspiration, and receive support from like-minded individuals on a similar wellness journey.

 **herbal anchor**

[About Us](#) [Products](#) [Join now](#)

Revitalize Your Health: Embrace the Power of Nutritional Excellence with Herbal Anchor

Experience an elevated state of energy and wellness through Herbal Anchor. Our carefully developed items are tailored to provide inner nourishment, supporting you in attaining peak well-being and uncovering your inherent capabilities.



**We believe that nutrition is the foundation
for a vibrant and fulfilling life.**

That's why we source only the highest quality ingredients, carefully selected for their nutritional value and purity.

From vitamins and minerals to essential fatty acids and antioxidants, our formulations are expertly balanced to support your body's unique needs.

[Contact Us](#)

Join the community

Join the community of individuals who have already experienced the life-changing benefits of Herbal Anchor.

Enter email address

[Subscribe to Newsletter](#)

Our Products

Nutritional Supplements

Elevate your daily nutrition with our meticulously formulated supplements. From essential vitamins and minerals to potent antioxidants and natural extracts, our products are designed to enhance your well-being and support your body's unique needs.

[Go to Shop](#)

Functional Foods

Nourish your body with our selection of functional foods that blend delicious flavors with powerful nutritional benefits. Whether it's protein bars, superfood powders, or meal replacements, our range offers convenient and wholesome options for a balanced diet.

[Go to Shop](#)

Health Boosters

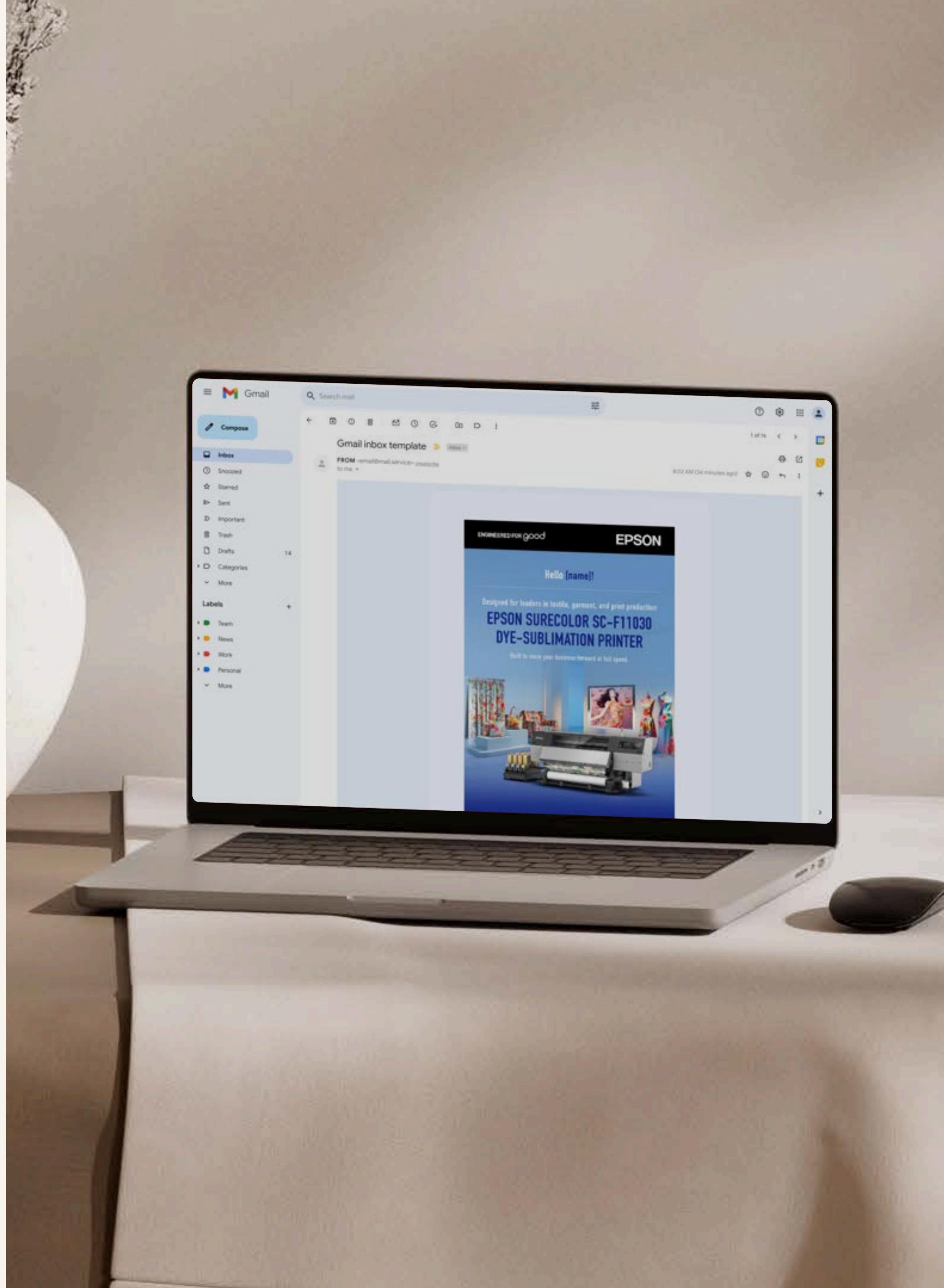
Enhance specific aspects of your health with our targeted health boosters. From immune support and joint health to cognitive function and stress relief, our specialized formulations can give you the extra support you need to thrive.

[Go to Shop](#)

Making product promotion seamless across inboxes

EPSON

Epson • Email Campaigns • Web Design



The Challenge

The client needed email campaigns to showcase their featured product(s) of the month

The Goal

Design an email campaign to boost awareness for the client's printer and projector line, ensuring users quickly understand the product benefits.

Deliverables

- Email Designs
- Photo Manipulation

Tools

- Figma
- Adobe Photoshop



Built for Smooth Operation

Switch paper types without stopping and scan large documents, minus the need for extra equipment. With innovative features like dual roll capability and MFP scanning, the T-Series printers keep things moving while you focus on the work that matters.



Solutions for Every Sector

The SureColor T-Series blends in anywhere:



For schools and universities

The SC-T3130X keeps classroom printing cost-efficient and low-maintenance.



Sample Designs

ENGINEERED FOR good **EPSON**

Hello [name]!

Experience high performance and eco-conscious printing with **EPSON HEAT-FREE BUSINESS INKJET PRINTERS!**



A Smarter Way to Print.
A Cleaner Way to Work

Powered by Heat-Free Technology, Epson Business Inkjet Printers consume up to 85% less power than laser printers.

Long lasting Prints

**A Smarter Way to Print,
A Cleaner Way to Work**

Powered by Heat-Free Technology, Epson Business Inkjet Printers consume up to 85% less power than laser printers.

This significantly reduces carbon emissions and lower energy costs.



**Speed That Keeps Up,
Volume That Delivers**

Print more in less time without sacrificing quality.

Designed to meet your business needs. Epson Business Inkjet printers power through high-volume prints with precision and reliability.



ENGINEERED FOR good **EPSON**

Hello [name]!

Bring bold visions into reality with **EPSON DIGITAL TEXTILE PRINTERS**

Delivering exceptional print quality, efficiency, and sustainable innovation!



PRECISION THAT DRIVES PERFECTION

Epson's PrecisionCore MicroTFP printheads ensure razor-sharp details and flawless accuracy in every print.

You can experience vibrant, high-definition results with the SureColor SC-F4430—designed for speed, consistency, and professional quality in textile printing.

BOLD AND ECO-FRIENDLY INKS

Epson SureColor SC-F9530H provides striking, vivid prints using eco-friendly inks that are OEKO-TEX® ECO PASSPORT certified.

Achieve bold, eye-catching results while keeping things safe for everyone and the planet!



EFFICIENCY THAT DELIVERS EVERY TIME

Get consistent, top-quality results even when time is tight. With the Epson SureColor SC-F11030, you get fast, reliable performance without compromising on excellence.



Discover how **EPSON'S DIGITAL TEXTILE PRINTERS** can help elevate your business

Infographics

1

Eurobel

How to choose the right color rug for your space

2

Meyers Printing

Retail Sustainability: Trends, Strategies, and Packaging Tips

3

Manila Recruitment

The Hiring Funnel:

A step-by-step visual guide to successful recruitment

How to choose the right color rug for your space: A Guide



Eurobel · Infographic

HOW TO CHOOSE
**The Right Rug Color
for Your Space**
A GUIDE

HOW TO CHOOSE A RUG COLOR
5 Factors to Consider

- 1 Existing color palette**

Match, complement, or contrast your rug color with your current palette. Take inspiration from successful color combinations in other spaces.
- 2 Room size and lighting**

Opt for light-colored rugs in smaller rooms to create openness and dark-colored rugs for

The Challenge

The client aims to educate their audience on choosing the most suitable rugs for their space by helping them evaluate options based on key design and lifestyle factors.

The Idea

I curated and organized images that best matched the content, ensuring each visual supported the message and kept readers engaged. I also prioritized clarity and layout to enhance overall readability and user experience.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop



Retail Sustainability: Trends, Strategies, and Packaging Tips

 MEYERS

Meyers Printing · Infographic



Retail Sustainability TRENDS, STRATEGIES, AND PACKAGING TIPS

Sustainability in Retail: 6 Key Statistics

Plastic packaging is
responsible for

40%
of plastic waste
(OECD)



The retail supply chain
contributes to

25%
of greenhouse gas
emissions globally
(Deloitte)



The Challenge

The client aimed to communicate complex sustainability trends and strategies in packaging to a wide audience while keeping the content engaging and easy to follow.

The Idea

The assets chosen were carefully chosen and made to fit the text provided and I structured the layout of each sections based on it.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Rush • Infographic



The Hiring Funnel: A step-by-step visual guide to successful recruitment



Manila Recruitment • Infographic

THE HIRING FUNNEL:

A Step-by-Step Visual Guide to Successful Recruitment

WHAT IS A HIRING FUNNEL?

How to Optimize It For Successful Recruitment

A hiring funnel is a structured process that filters candidates from sourcing to onboarding. With specific optimization tactics, it can attract top talent, improve evaluations, and enhance retention.

The infographic features a central illustration of a man in a suit and glasses sitting at a desk, holding a document and giving a thumbs-up. To his right, a woman in a yellow shirt is clapping. The background is light blue with decorative icons like a resume, a magnifying glass, and a bar chart.

The Challenge

To make a step-by-step hiring funnel guide easier to understand and more engaging for recruiters and hiring managers.

The Idea

I wanted the infographic to be relatable and easy to digest where it's also engaging to look at. Since there is resumes used during recruitment, I chose that along with other similar assets to support the text provided. To make it engaging at the lowest part of the infographic, using a funnel also felt fitting as it's presented as stages too.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop



Display Ads

PPC Banners

1

RCBC Credit

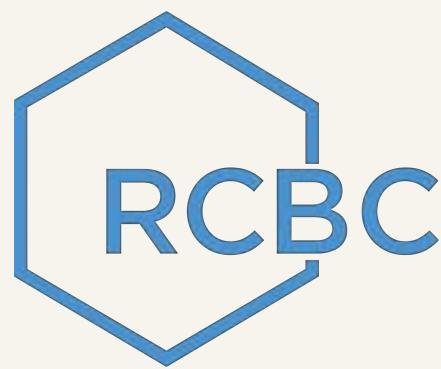
Creating engaging digital banners to highlight flexible payment solutions

2

Veritas Pay

Highlighting the benefits of the brand's POS solution

Creating engaging digital banners to highlight flexible payment solutions



RCBC Credit • Display Ads

**PAY ANYONE WITH YOUR
RCBC CREDIT CARD**

Use **UnliPay** to pay your rent,
tuition, e-purchases, and more.

APPLY NOW



LIVE LIFE UNLIMITED



The Challenge

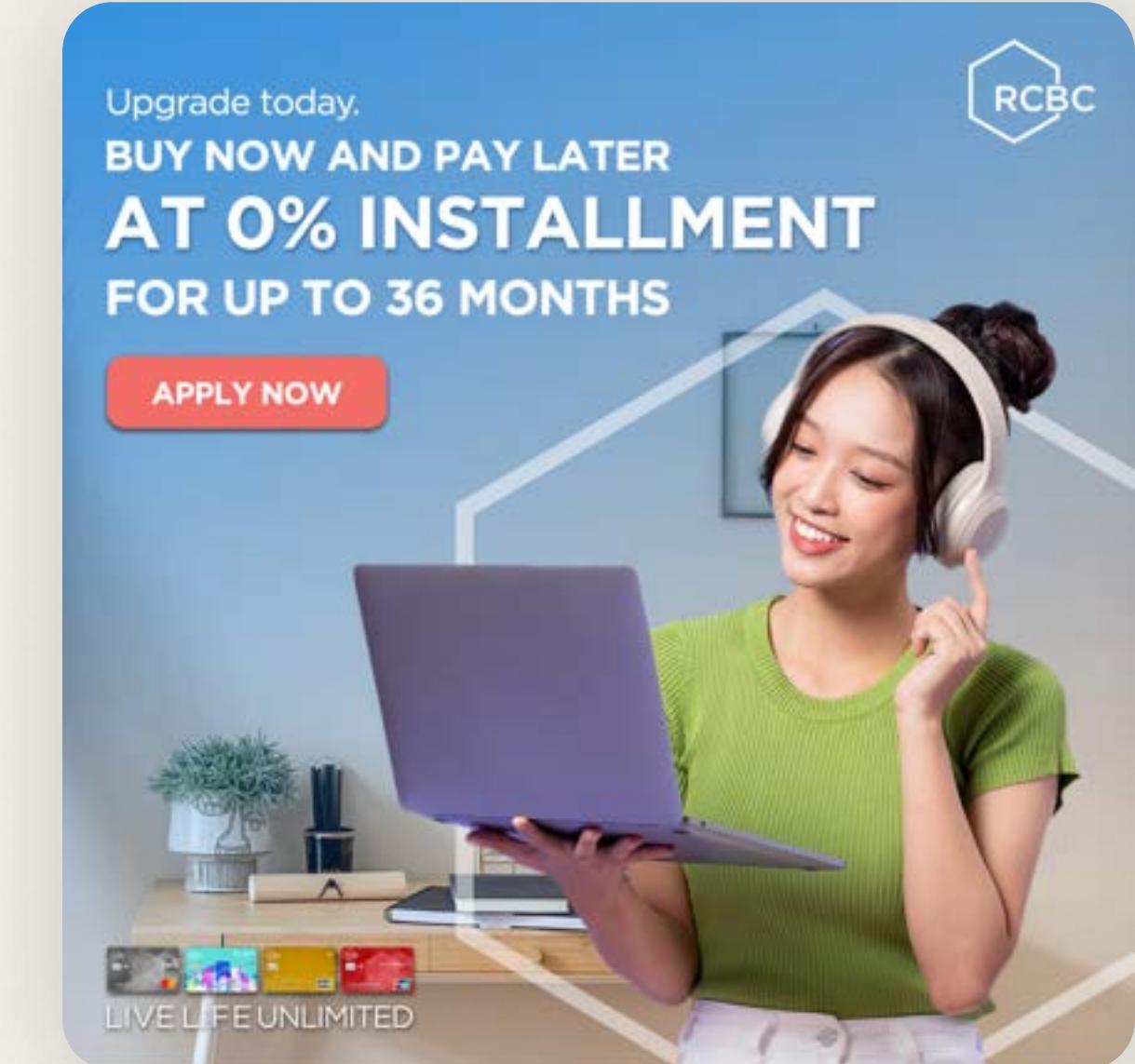
to simplify a complex financial offering into easy-to-digest visuals while maintaining brand consistency, visual appeal, and message clarity across different use cases from lifestyle spending to essential purchases.

The Idea

Each layout was optimized for readability, strong visual hierarchy, and emotional relatability, with a clear CTA and consistent use of the RCBC branding system.

The Result

The campaign successfully communicated key benefits in under 5 seconds of visual engagement, driving clarity and conversion for both new and existing credit card users.



Highlighting the benefits of the brand's POS solution



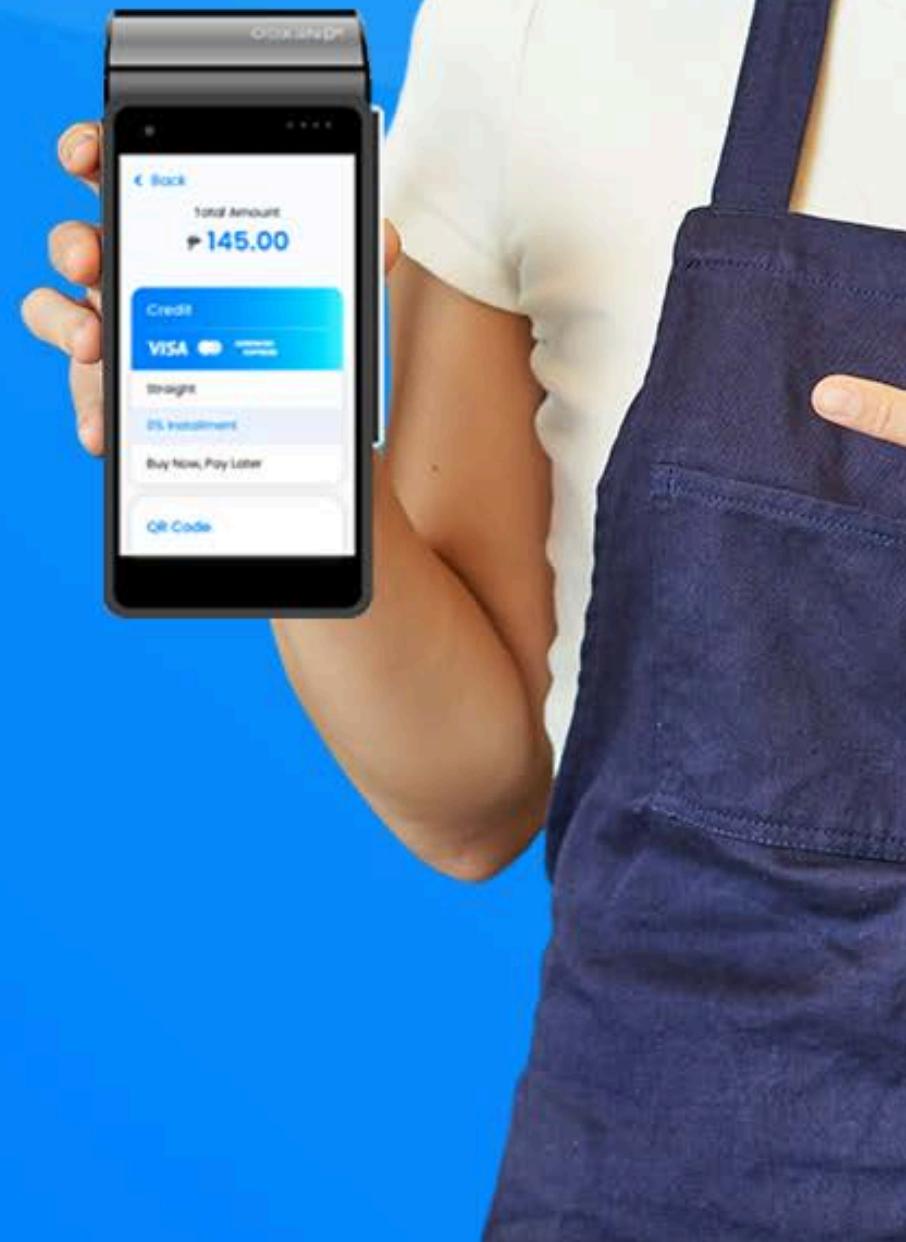
Veritas Pay • Display Ads



Tired of **slow checkouts** that drive customers away?

Make the change with
OnePOS

[Learn More](#)



The Challenge

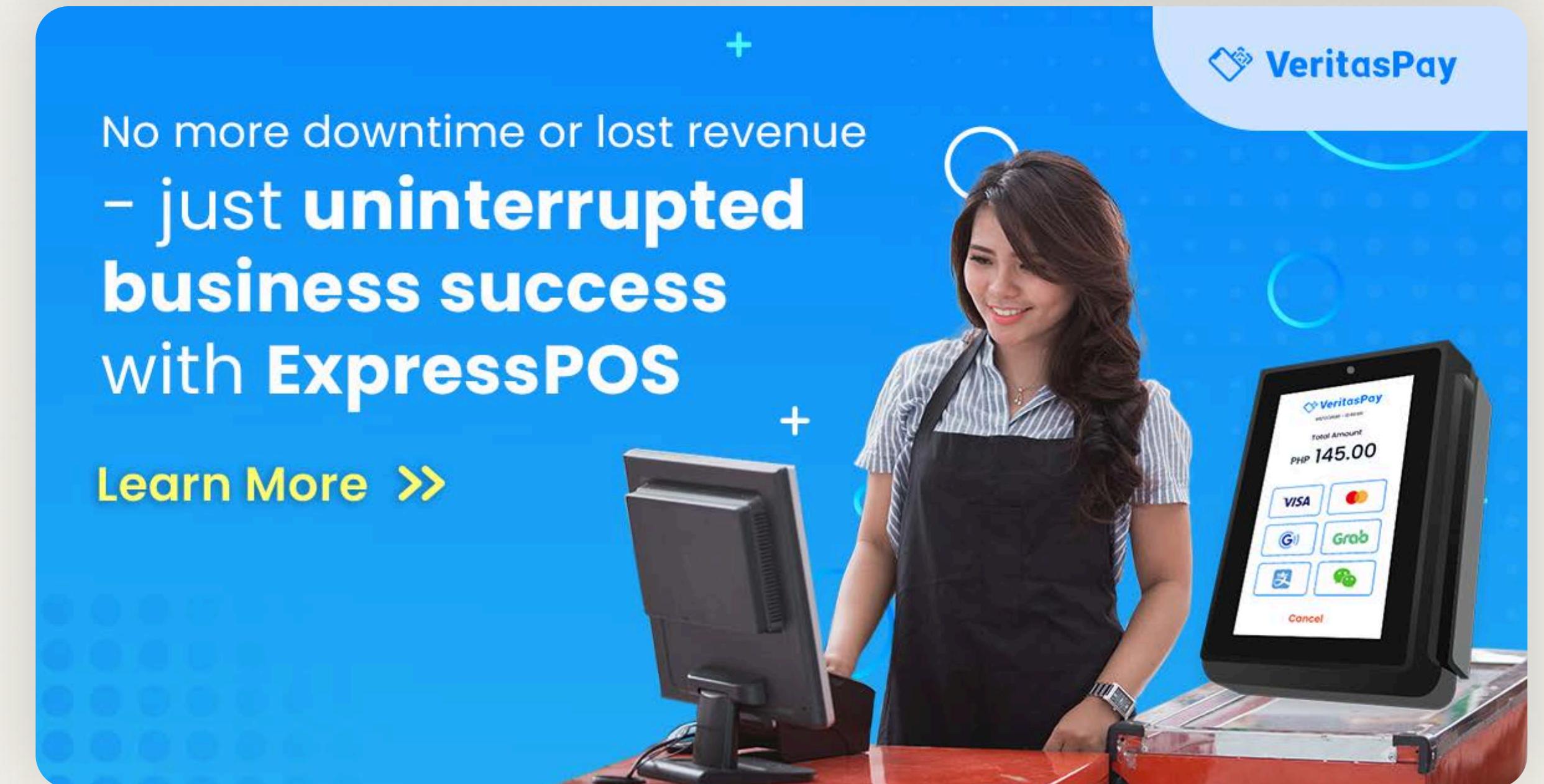
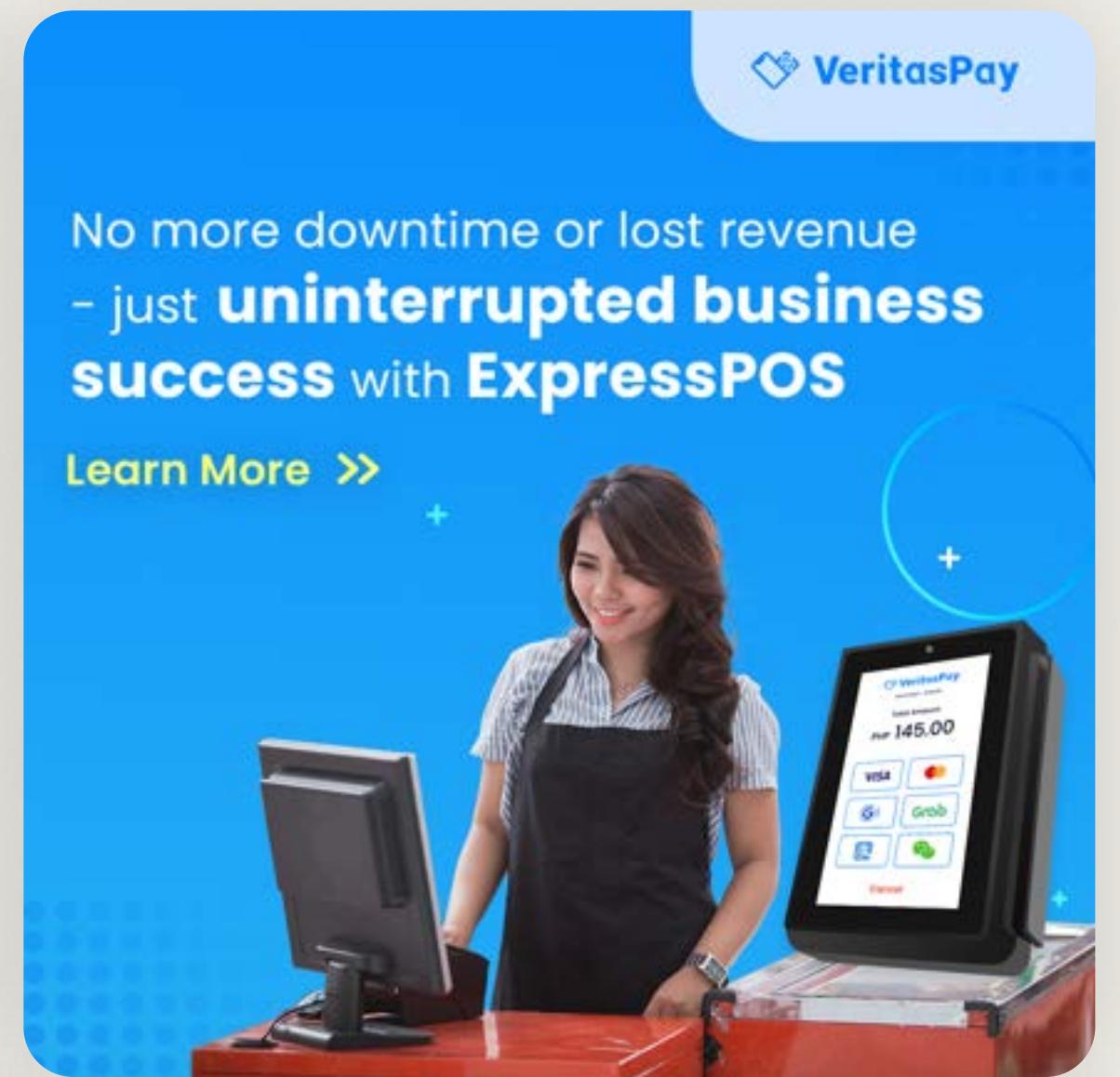
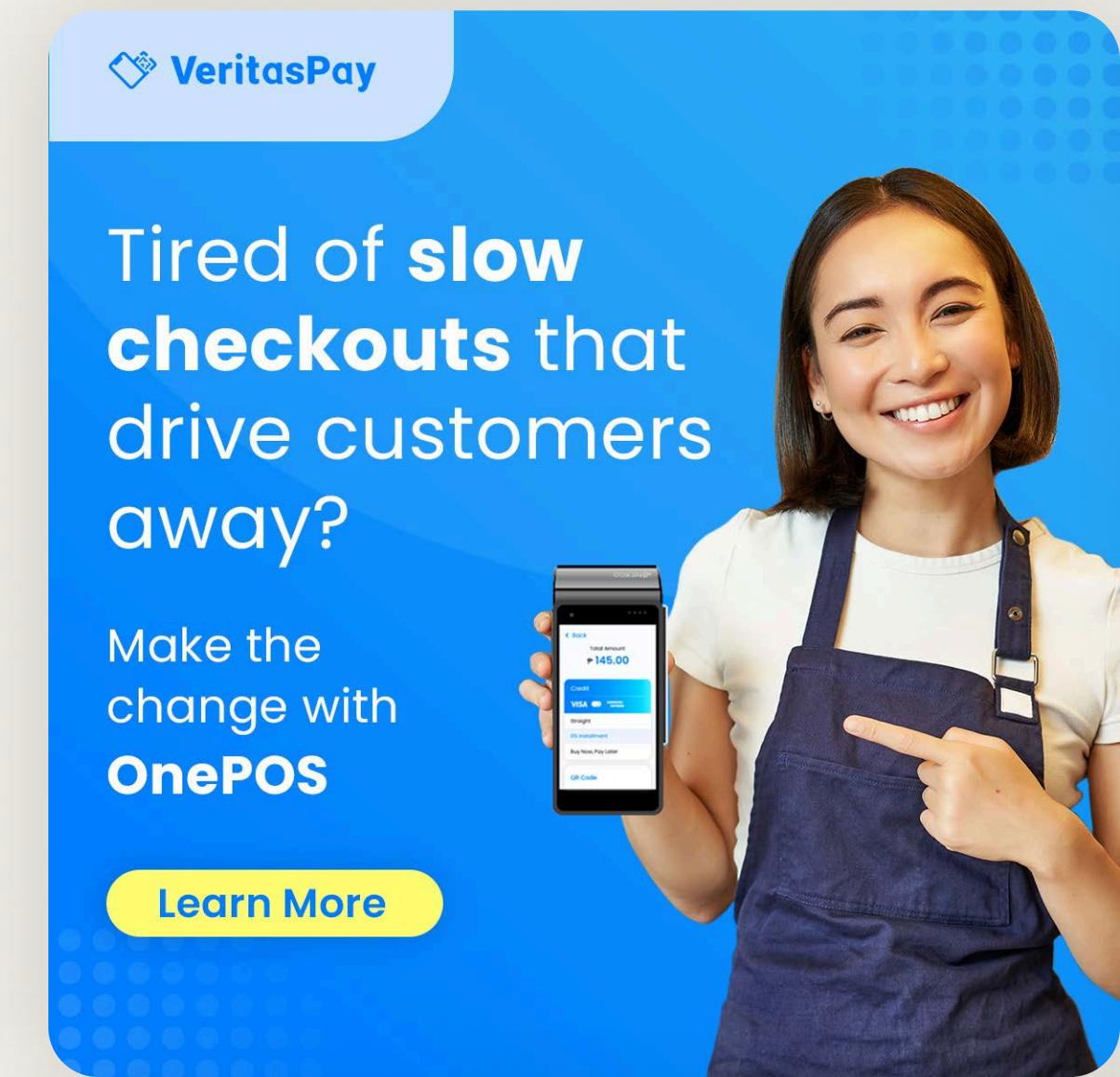
To communicate the technical benefits of their products in a simple and relatable way for business owners.

The Idea

To have a similar look and feel for the banners to be consistent with the branding and create a cohesive and professional campaign that reinforces the brand's identity.

The Result

By using clear, benefit-driven messaging and relatable imagery, the ads effectively highlighted the value of their product, making it easy for the target audience to understand and consider.



Social Media Banners

Shegerian & Associates

1

Creating a professional social media campaign to highlight the brand's expertise

2

Sweet Slice

Boosting sales through social media campaign

Creating a professional
social media campaign to
highlight the brand's
expertise

Shegerian & Associates

Shegerian & Associates • Social Media Banners

Shegerian & Associates

JURY VERDICT
AMOUNT: TB
DISCRIMINATION
HENRY V MENZIES AVIATION



Melineh Jingoziyan

Justin Shegerian

The Challenge

To create a consistent, professional visual identity that could be used for various types of content.

The Idea

I used consistent color, typography and strong visual hierarchy, allowing for easy consumption of different content types.



The Result

Positioned the brand as a credible and professional firm where it effectively built trust and showcased the firm's expertise to its social media audience.



Boosting sales through social media campaign



Sweet Slice • Social Media Banners



The Challenge

To create a campaign that would not only showcase their delicious cakes but also clearly communicate special promotions and the convenience of their online ordering service.

The Idea

I stuck with a clean and simple layout to communicate promotions and services clearly. Ad designs were varied to serve different purposes, from direct sales offers to online ordering announcements.

The Result

The campaign successfully captured the essence of the Sweet Slice brand, making their cakes look irresistible.

Sweet Slice • Social Media Banners





Build with me

✉️ reahespino.work@gmail.com

linkedin.com/in/reahespino/