

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

Turning complex ideas into

Effortless Experiences

from homepage to dashboard

reah espino

Designing seamless, user-driven journeys across web and product.



I'm Reah, a UI/UX designer with 6 years of experience crafting intuitive digital experiences—from websites that express a brand's essence, to products that simplify the complex.

Services

Product Design

Web Design

Infographics

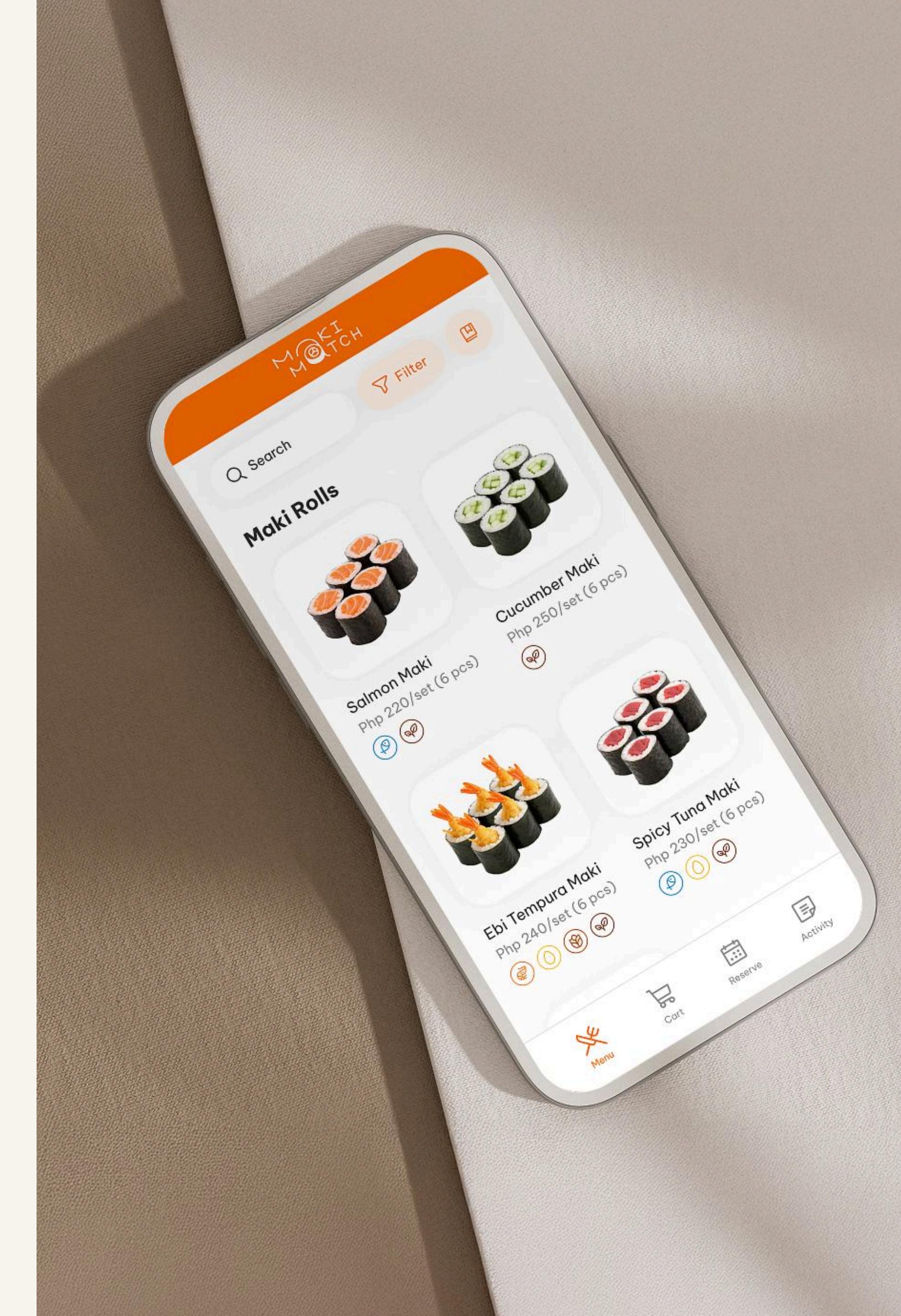
Product Design

- 1 Makimatch · Mobile App
Reducing decision fatigue for busy sushi diners
- 2 Novamatch · Dashboard Design
Boosting productivity with a clean dashboard
- 3 Acclivity · Feature Design
Simplifying employee reassignment for efficient team management
- 4 Fluvi · Product Design
Helping Amazon sellers understand their data clearly

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

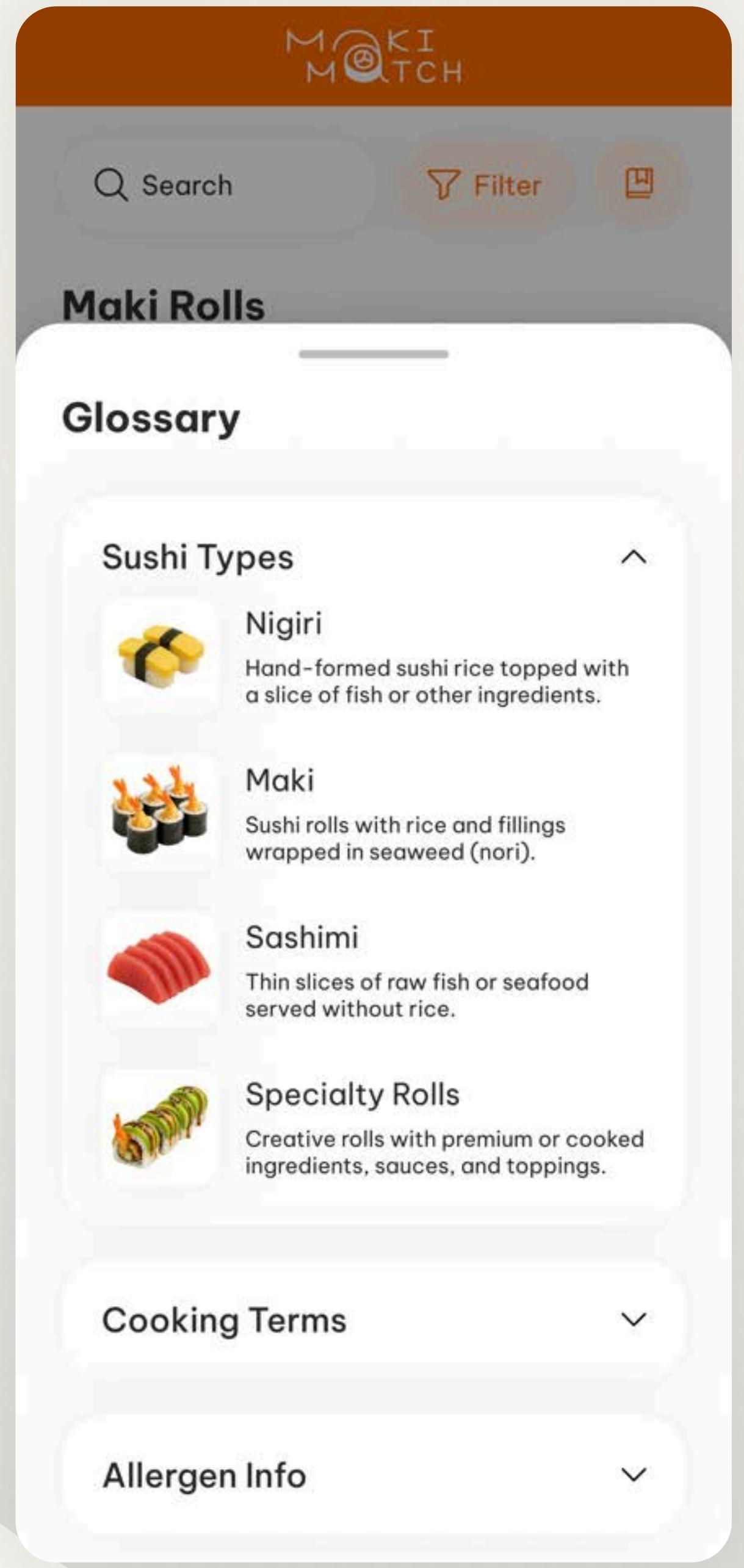
Design a sushi menu preview app that helps users quickly choose dishes through clear visuals, descriptions, and smart filters based on their preference and dietary restrictions.

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
	Mention allergen-friendly options early to put Ethan at ease.	- Clearly label seafood-free options and provide visual aids.	- Waiter can provide detailed information and confirm safe options.	- Ensure clear allergen labeling and confirmation from the waitstaff.	- Double-check ingredients to ensure it meets his allergy requirements.

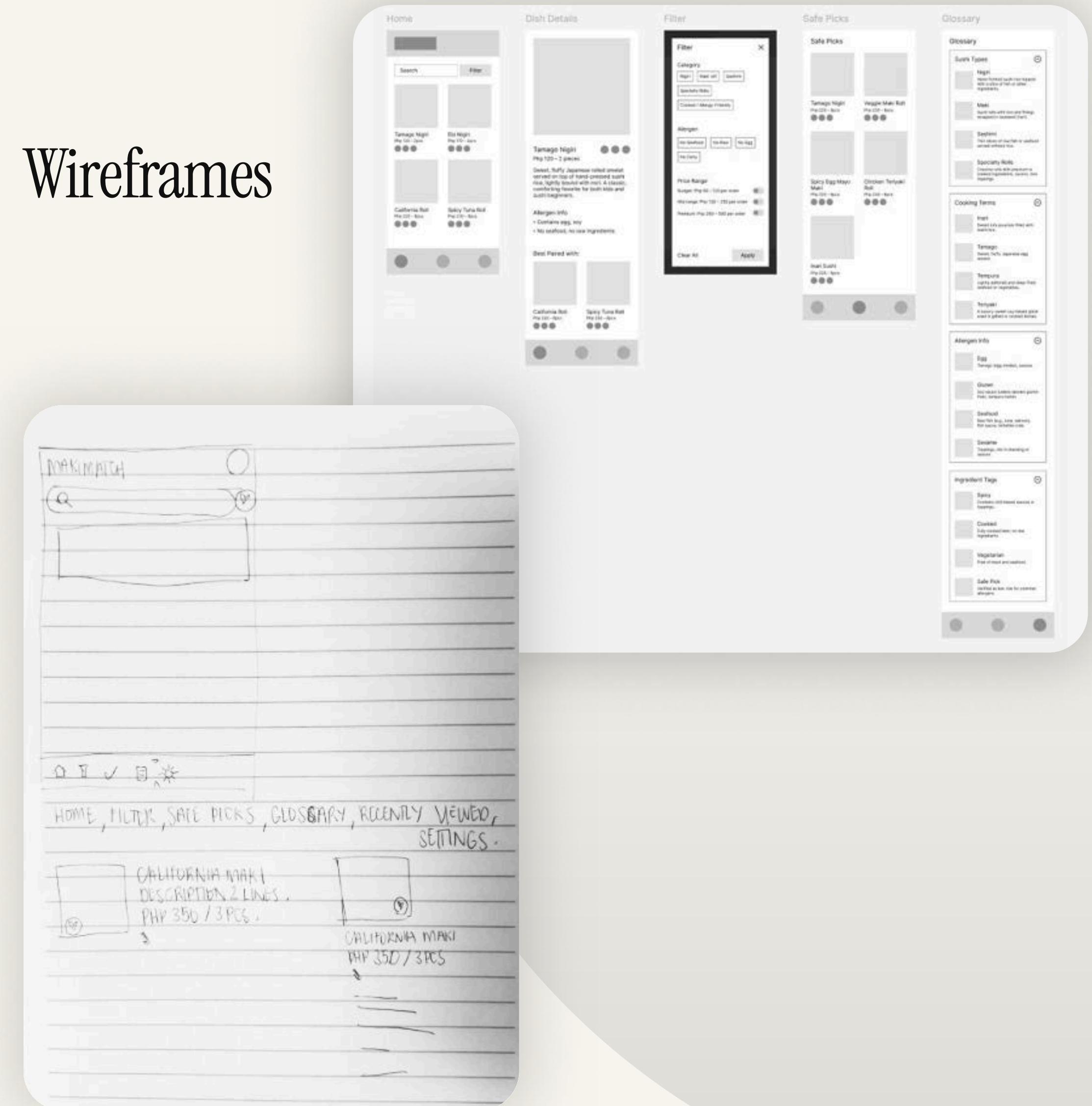
Thought Process

Sitemap

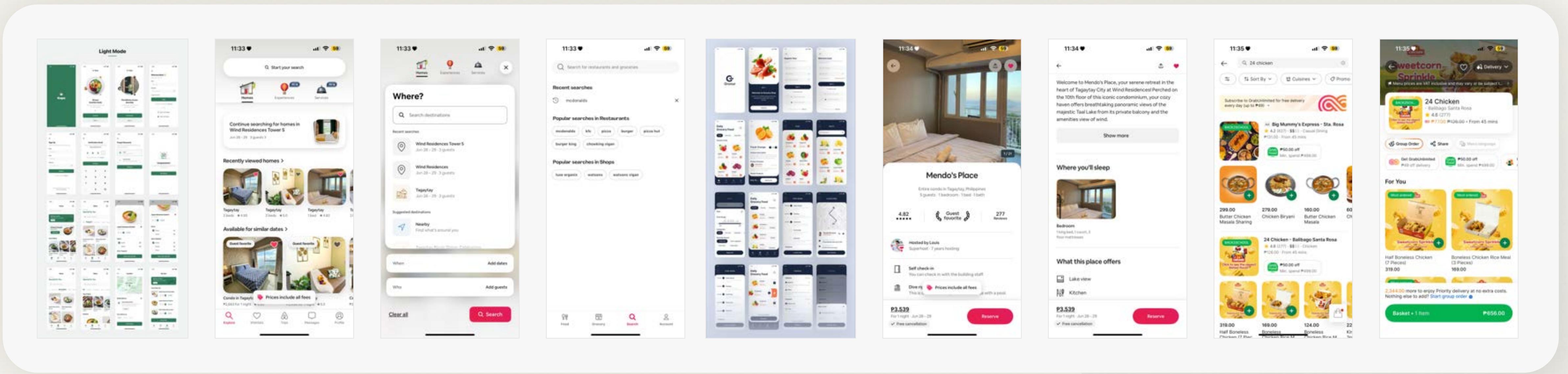


Makimatch · Mobile App · Product Design

Wireframes

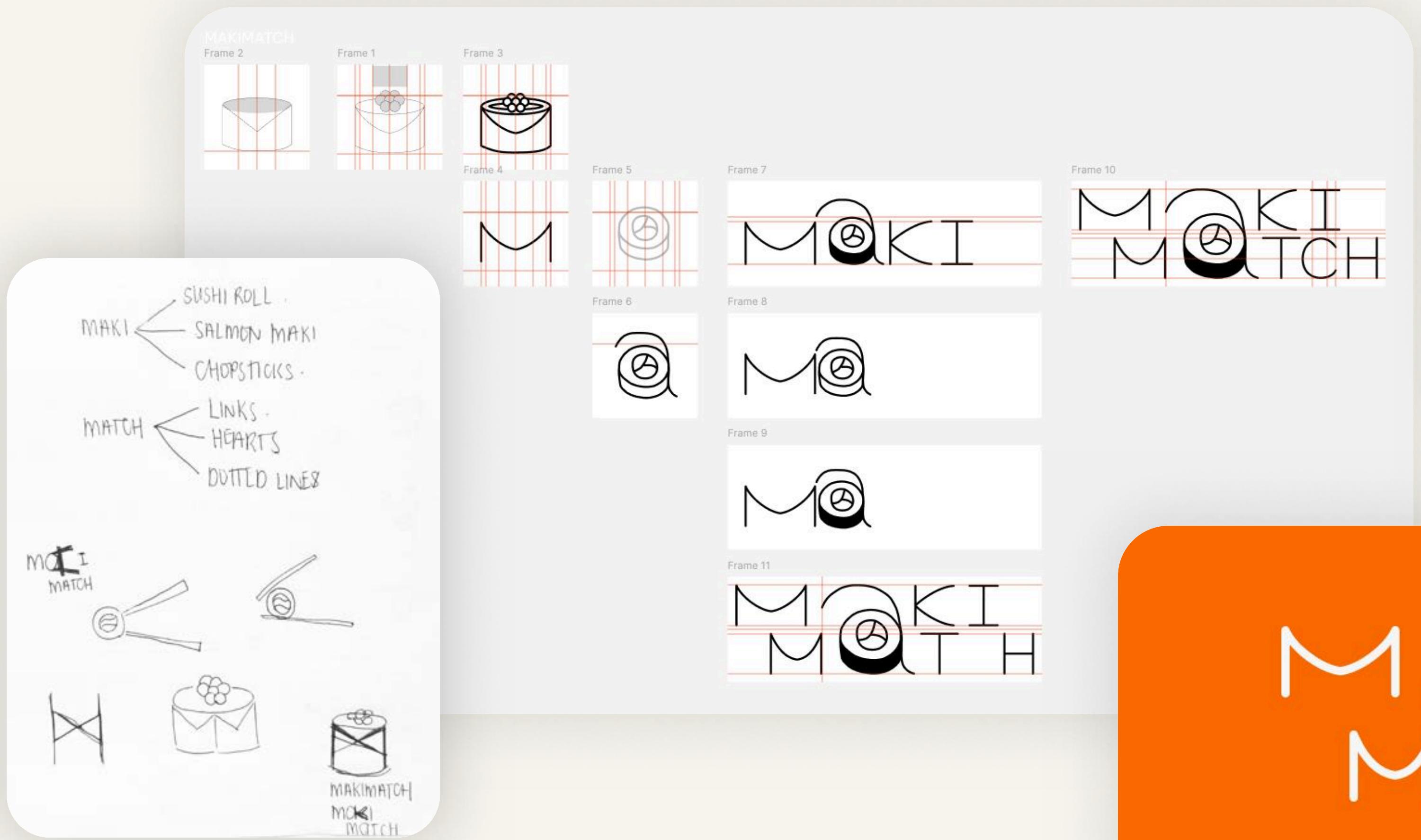


Mood board and Inspiration



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

Building the Brand



Initial Designs

MAKIMATCH

Search Filter

Maki Rolls

Image	Name	Price
	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 Glossary

Filter

X

Category

- Nigiri
- Maki roll
- Sashimi

Specialty Rolls

Cooked / Allergy-Friendly

Allergen

- No Seafood
- No Raw
- No Egg
- No Dairy

Price Range

- Budget: Php 50 – 120 per order
- Mid range: Php 130 – 250 per order
- Premium: Php 260 – 500 per order

Clear All Apply

Salmon Maki

Php 220/set (6 pcs)

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

Allergen Info

Contains:

- Seafood
- Soy

Best Paired with

Safe Picks

Image	Name	Price
	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)
	Inari Sushi	Php 170/set (2 pcs)

Glossary

Sushi Types

- Nigiri**
Hand-formed sushi rice topped with a slice of fish or other ingredients.
- Maki**
Sushi rolls with rice and fillings wrapped in seaweed (nori).
- Sashimi**
Thin slices of raw fish or seafood served without rice.
- Specialty Rolls**
Creative rolls with premium or cooked ingredients, sauces, and toppings.

Cooking Terms

- Inari**
Sweet tofu pouches filled with sushi rice.
- Tamago**
Sweet, fluffy Japanese egg omelet.
- Tempura**
Lightly battered and deep-fried seafood.

Allergen Info

- Egg**
Tamago (egg omelet), sauces.
- Gluten**
Soy sauce (unless labeled gluten-free), tempura batter.
- Seafood**
Raw fish (e.g., tuna, salmon), fish sauce, imitation crab.
- Sesame**
Toppings, oils in dressing or sauces.
- Shellfish**
May include shrimp, crab, or other crustaceans commonly used in sushi. Avoid if allergic, as even sauces or fillings may contain traces.
- Soy**
Found in soy sauce, marinades, and tofu-based ingredients. A common allergen in sushi dishes and sauces.

Future Improvements

1 Expand for taking orders

To allow users to seamlessly preview, choose, and place their sushi orders all in one place.

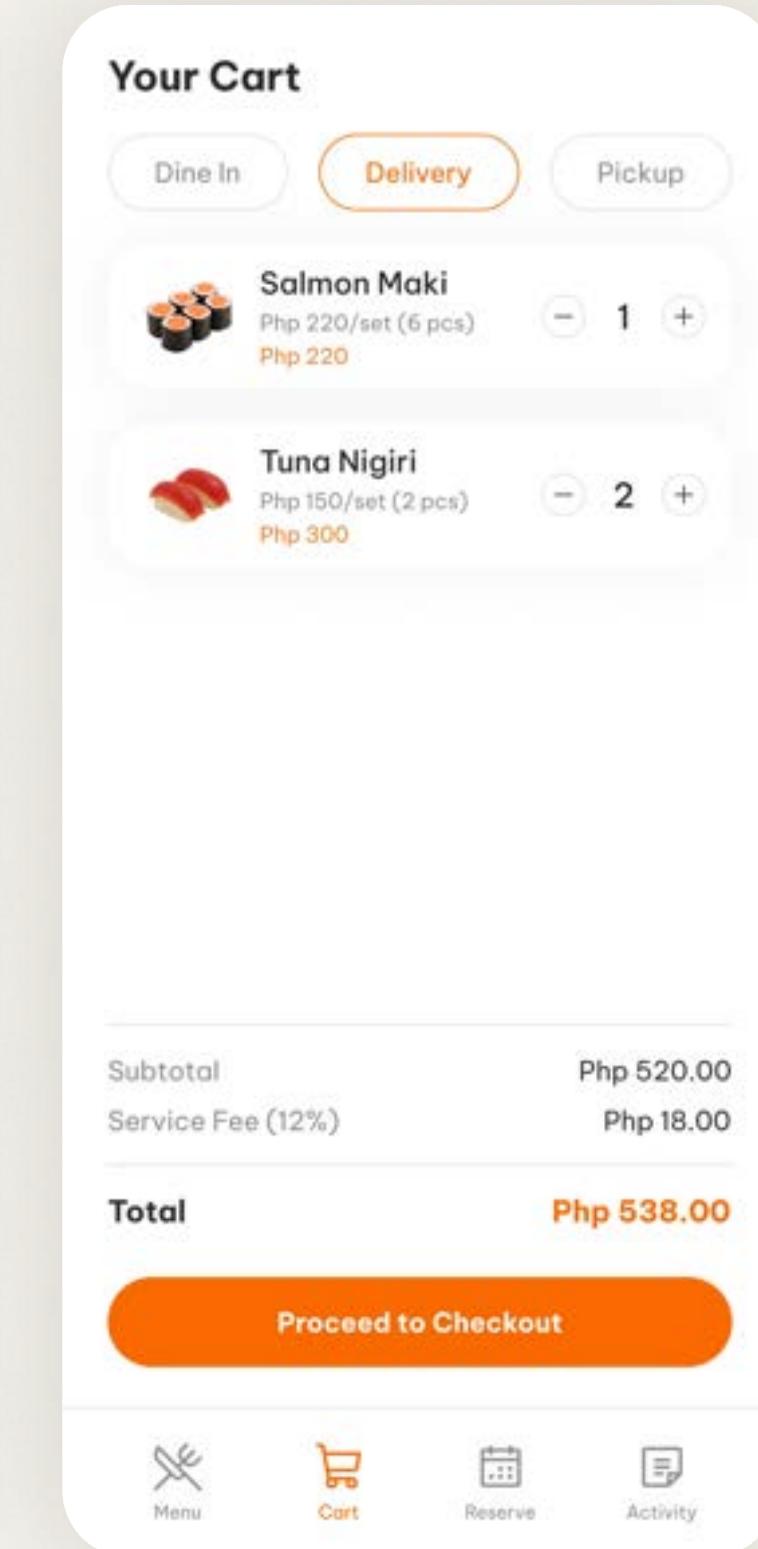
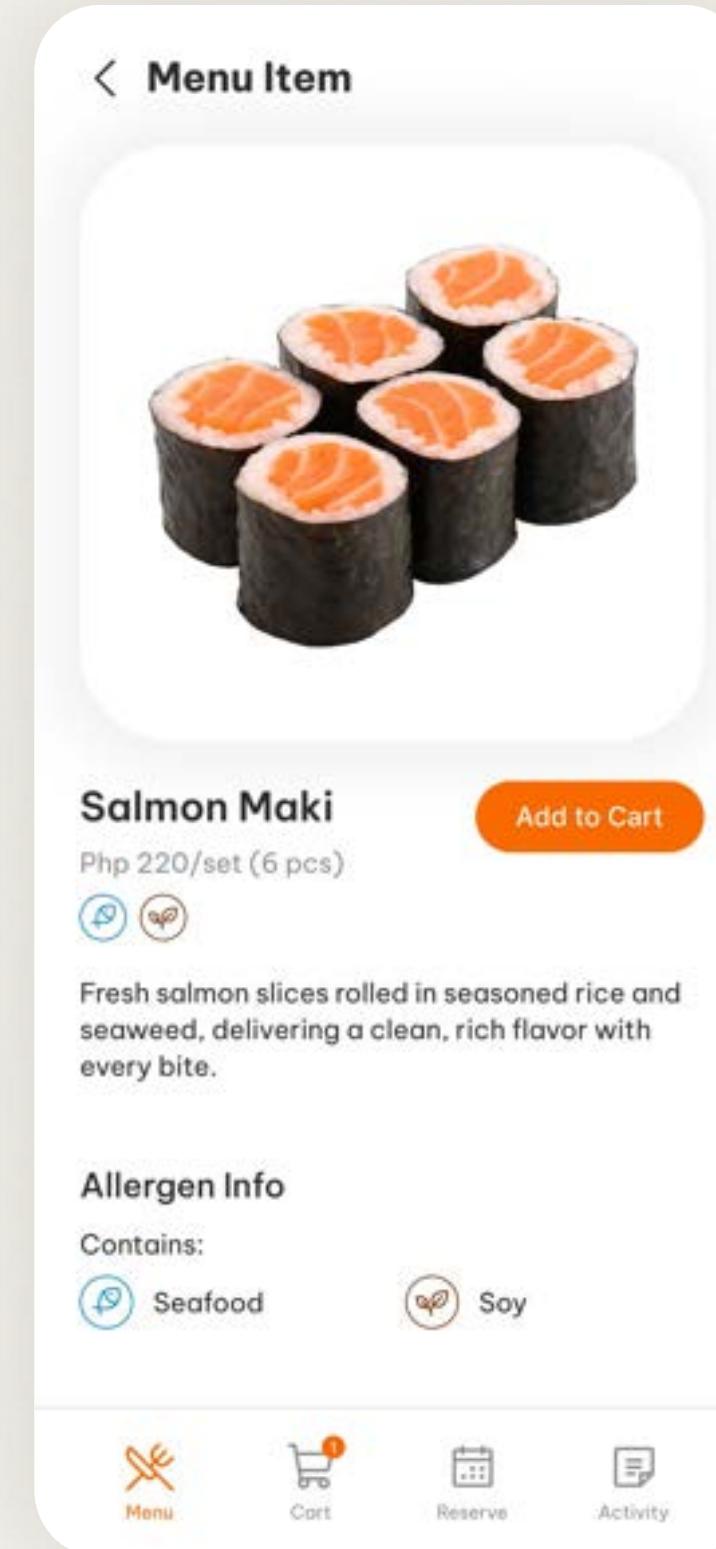
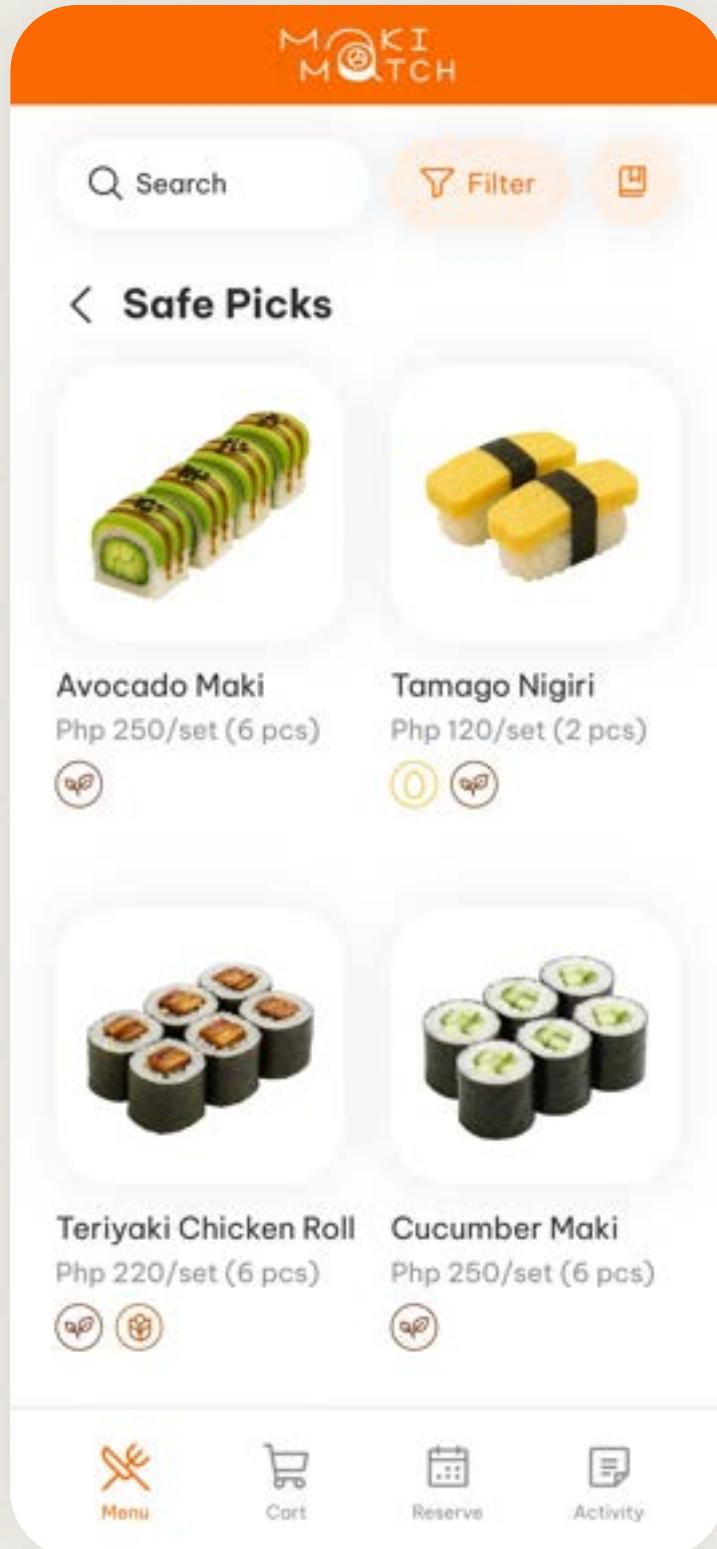
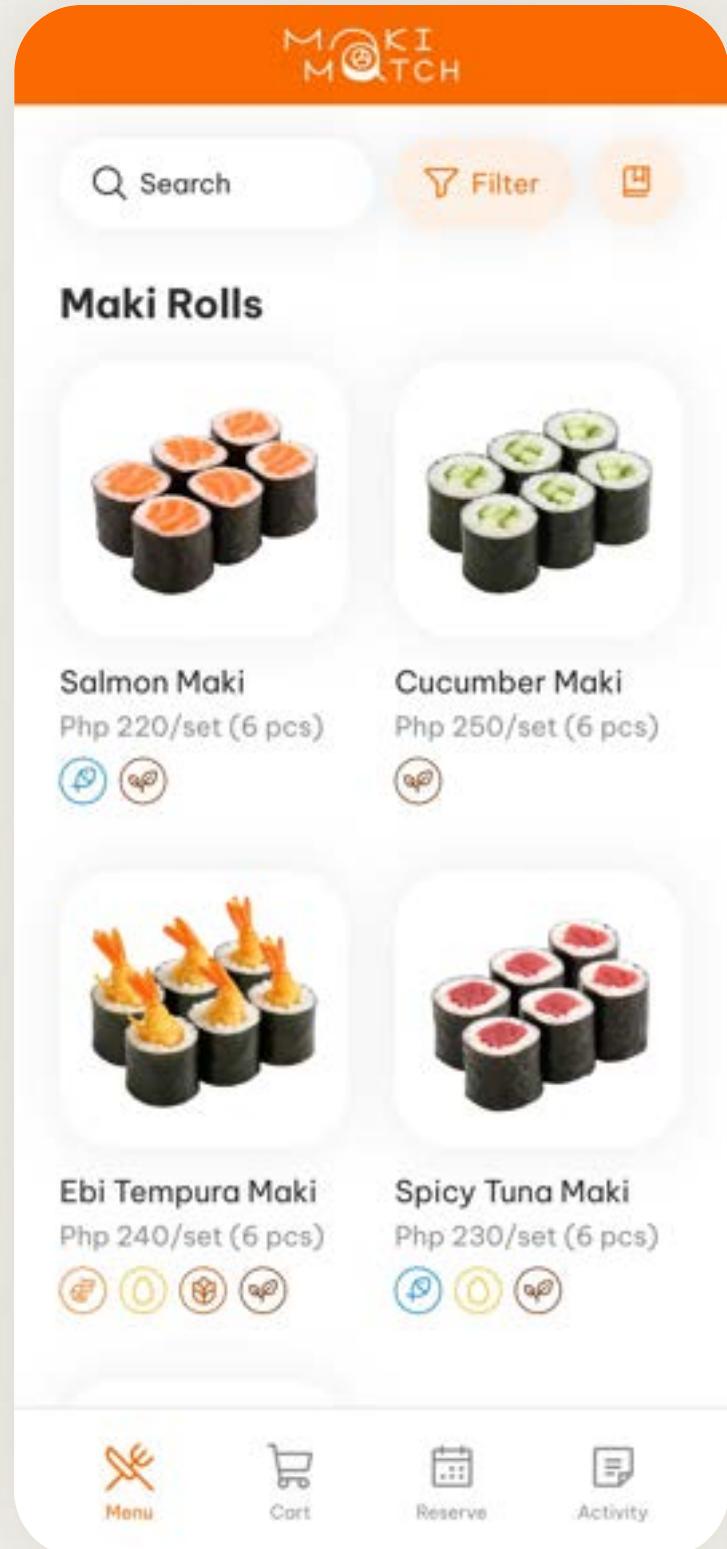
2 Expand for delivery option

To enable users to have their selected sushi conveniently delivered after previewing the menu.

3 Enable table reservation

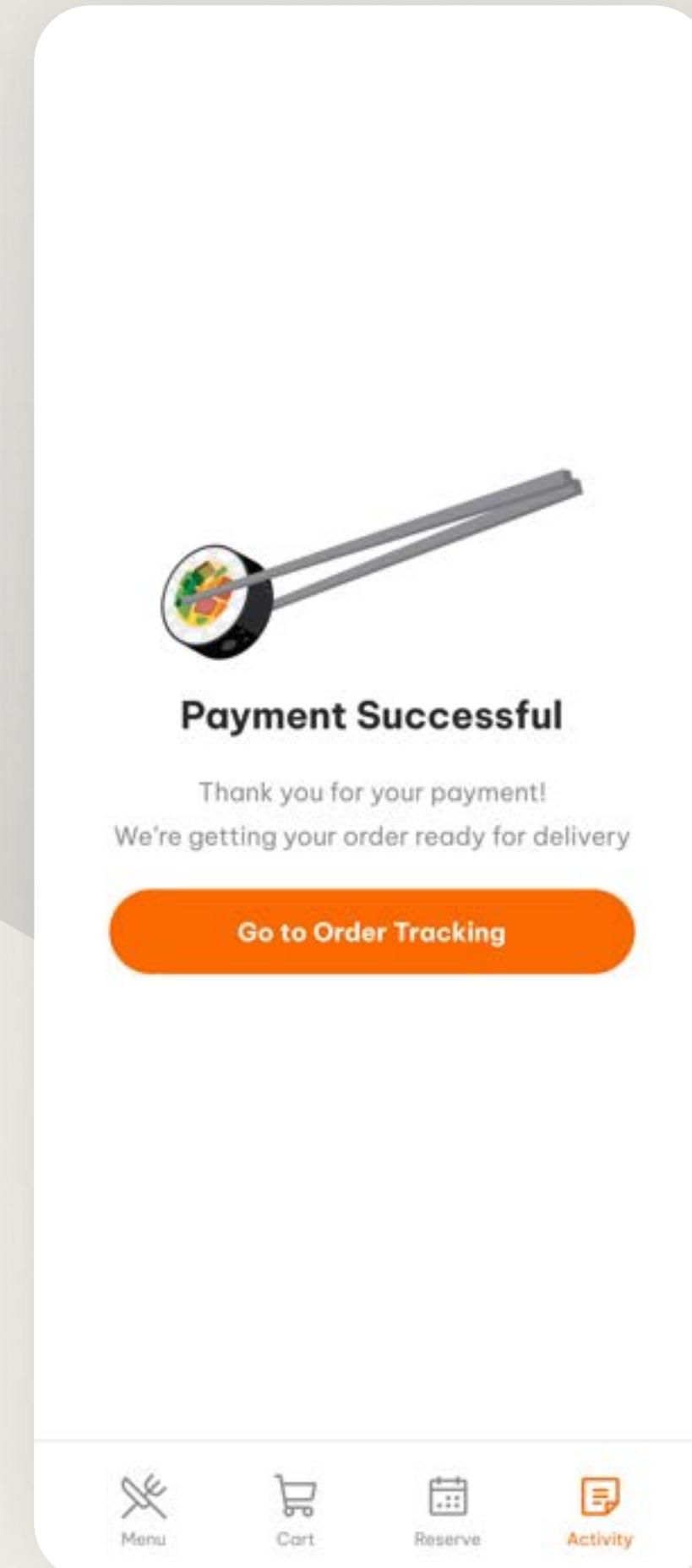
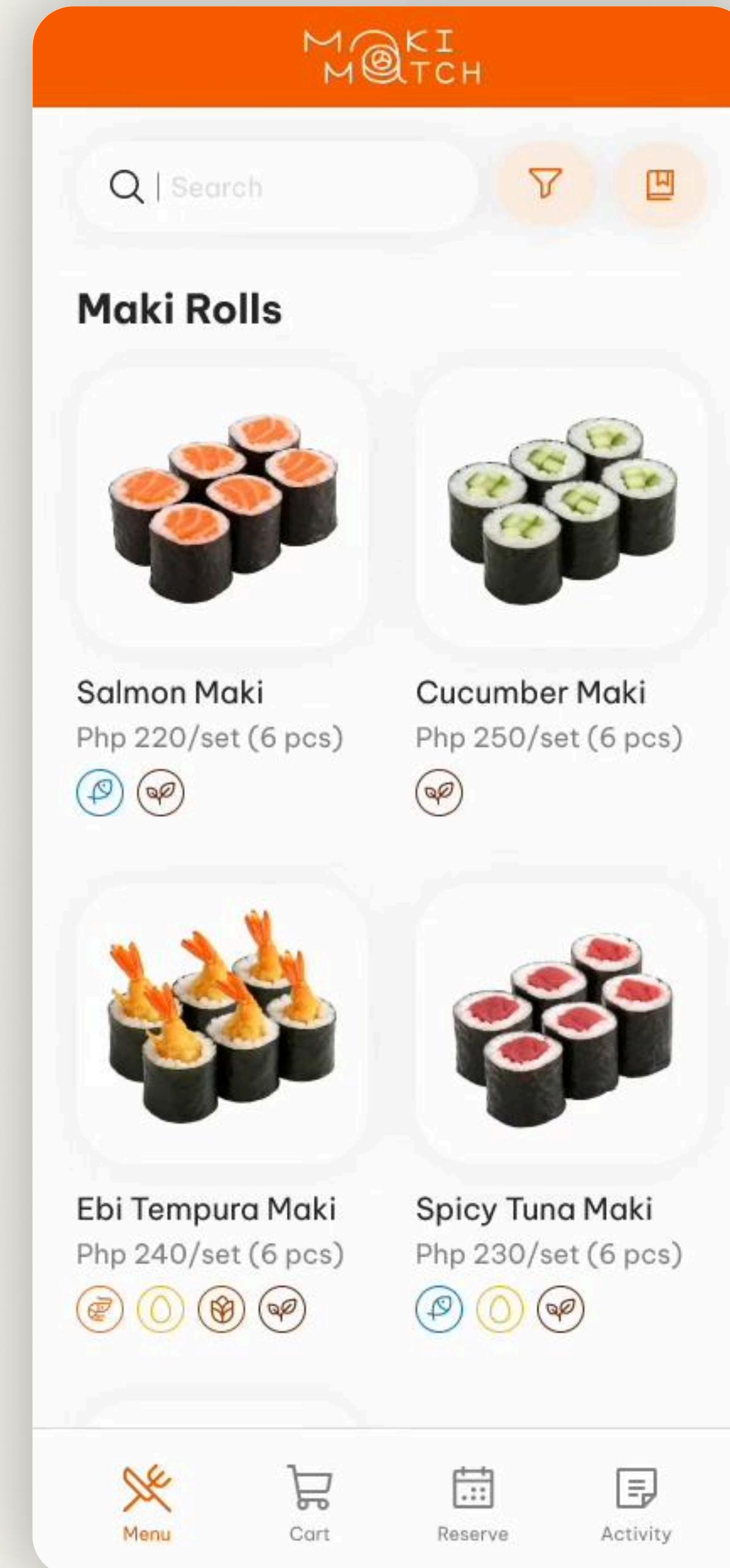
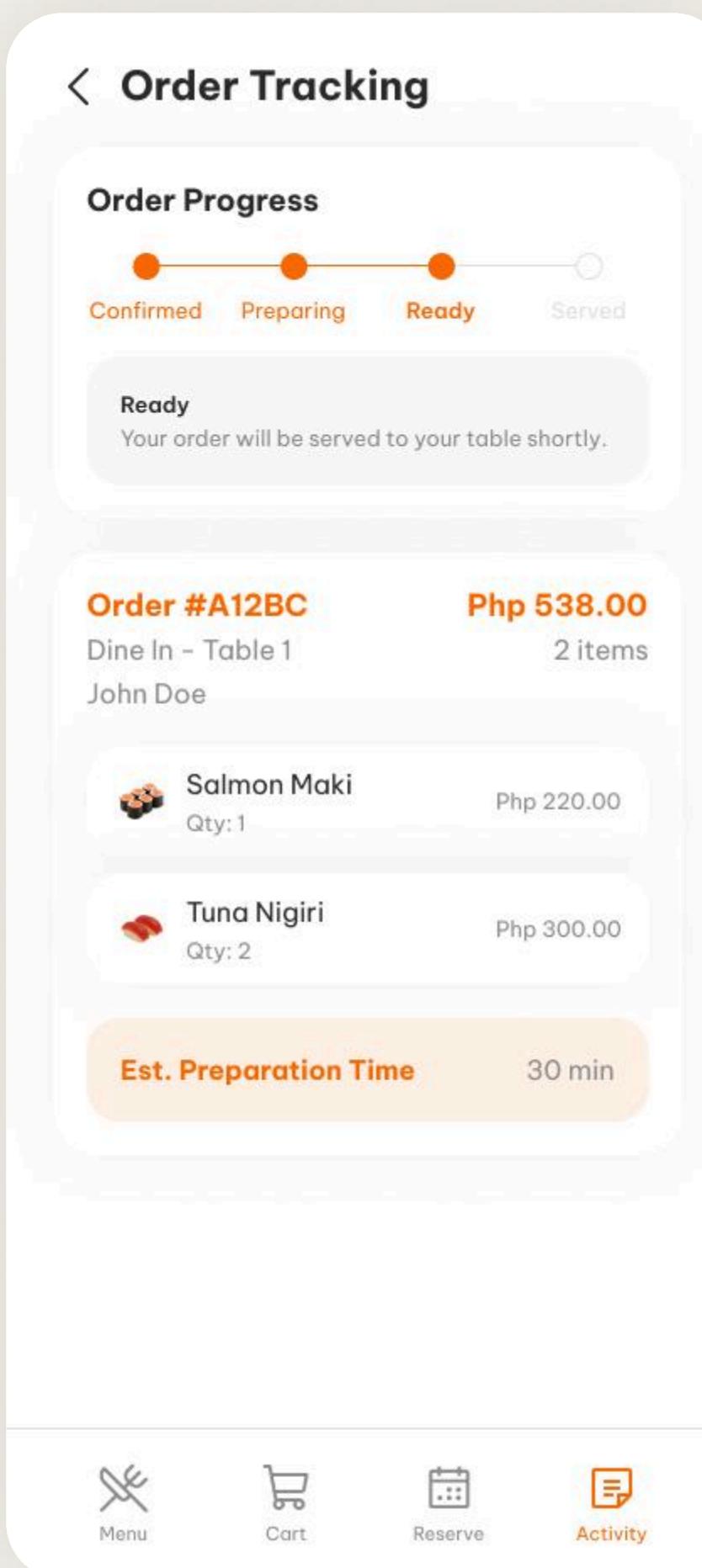
Users can preview the menu in advance, secure a seat, and plan their dining experience all within the app.

Final Design *implemented the improvements



Final Design

Flow for Dine In



Final Design

Flow for Delivery

The images show three screens of a mobile application for food delivery:

- Order Tracking Screen:** Displays the current location of the delivery driver on a map. It includes a progress bar showing the order status from "Confirmed" to "Ready". A message indicates the order is "Ready" and will be delivered shortly. It also shows the estimated arrival time ("Arriving in Est 9 mins"). Below this, the order summary is provided: Order #A12BC, Php 538.00, Delivery to John Doe on Jul 7, 2025 - 5:59PM. The order details are listed: Salmon Maki (Qty: 1, Php 220.00) and Tuna Nigiri (Qty: 2, Php 300.00). Navigation icons for Menu, Cart, Reserve, and Activity are at the bottom.
- Your Cart Screen:** Shows the cart with two items:
 - Salmon Maki:** Php 220/set (6 pcs), Qty: 1, Total: Php 220.
 - Tuna Nigiri:** Php 150/set (2 pcs), Qty: 2, Total: Php 300.Each item has minus and plus buttons for quantity adjustment. Below the cart, the total is displayed: Subtotal Php 520.00, Service Fee (12%) Php 18.00, and a large orange "Proceed to Checkout" button. Navigation icons for Menu, Cart, Reserve, and Activity are at the bottom.
- Order Summary Screen:** Provides a detailed summary of the order:
 - Service Type:** Delivery.
 - Customer Details:** Customer Name: John Doe, Phone Number: +63 916 123 4567, Delivery Address: 123 Sesame Street, Metro Manila, Special Instructions: None.
 - Order Items:** Salmon Maki (Qty: 1, Php 220.00) and Tuna Nigiri (Qty: 2, Php 300.00).
 - Payment Summary:** Subtotal Php 320.00, Service Fee (12%) Php 18.00, Total Php 538.00.
 - Payment Method:** Card (selected), Cash, E-Wallet.An orange "Place Order" button is at the bottom. Navigation icons for Menu, Cart, Reserve, and Activity are at the bottom.

Final Design

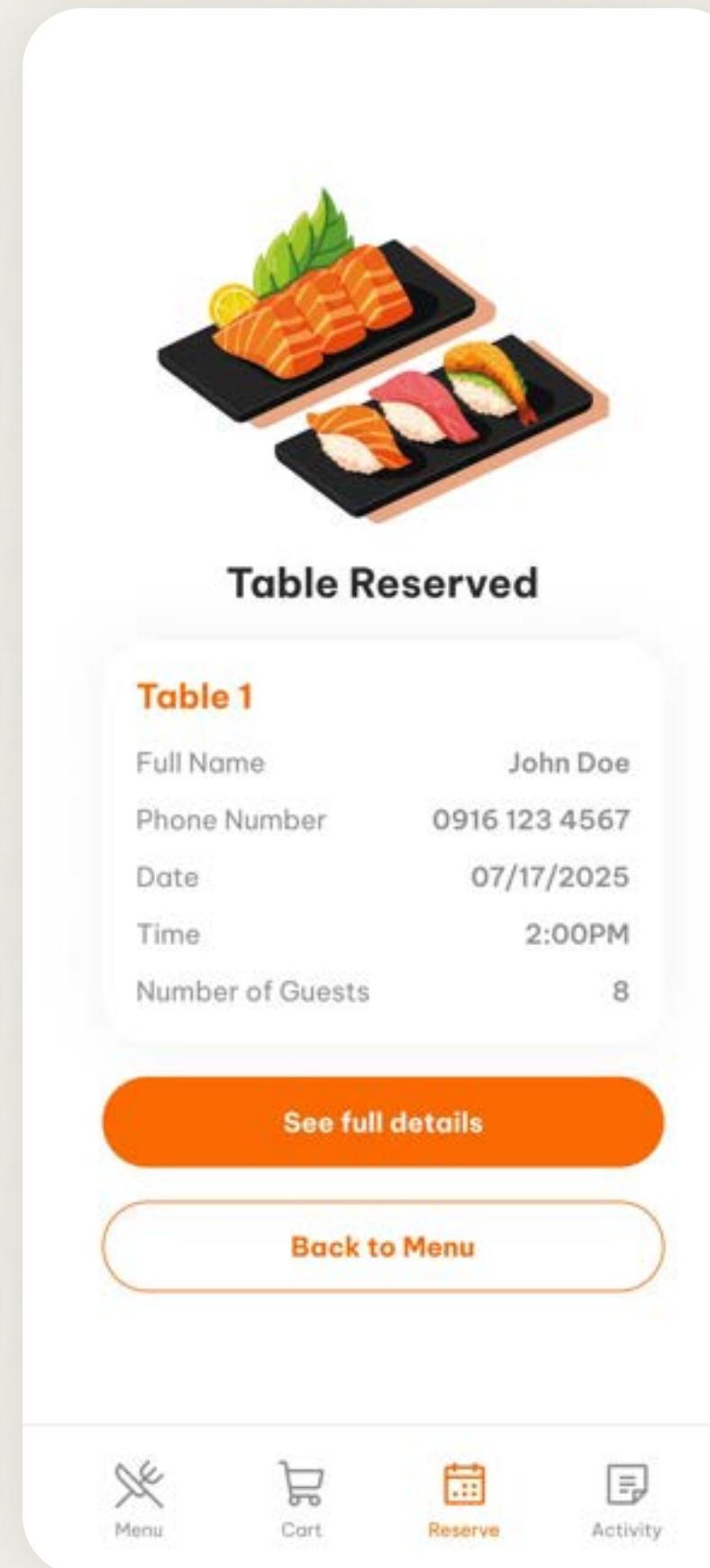
Flow for Pickup

The image displays three screens of a mobile application for placing a pickup order:

- Order Summary Screen:** Shows the service type as "Pickup". Order items include "Salmon Maki" (Qty: 1, Php 220) and "Tuna Nigiri" (Qty: 2, Php 300). Payment summary shows Subtotal (Php 520.00), Service Fee (12%) (Php 18.00), and Total (Php 538.00). Payment method is set to "Cash". A large orange "Place Order" button is at the bottom.
- Your Cart Screen:** Displays the cart with "Salmon Maki" (Qty: 1, Php 220) and "Tuna Nigiri" (Qty: 2, Php 300). It includes "Dine In", "Delivery", and "Pickup" buttons. A "Proceed to Checkout" button is at the bottom.
- Order Tracking Screen:** Shows the order progress from "Confirmed" to "Picked Up". A message says "Picked Up: You have picked up your order. Thank you and enjoy your meal!". Order details show Order #A12BC (Php 538.00, Pickup, Jul 7, 2025 - 5:59PM) with items "Salmon Maki" (Qty: 1, Php 220) and "Tuna Nigiri" (Qty: 2, Php 300.00).

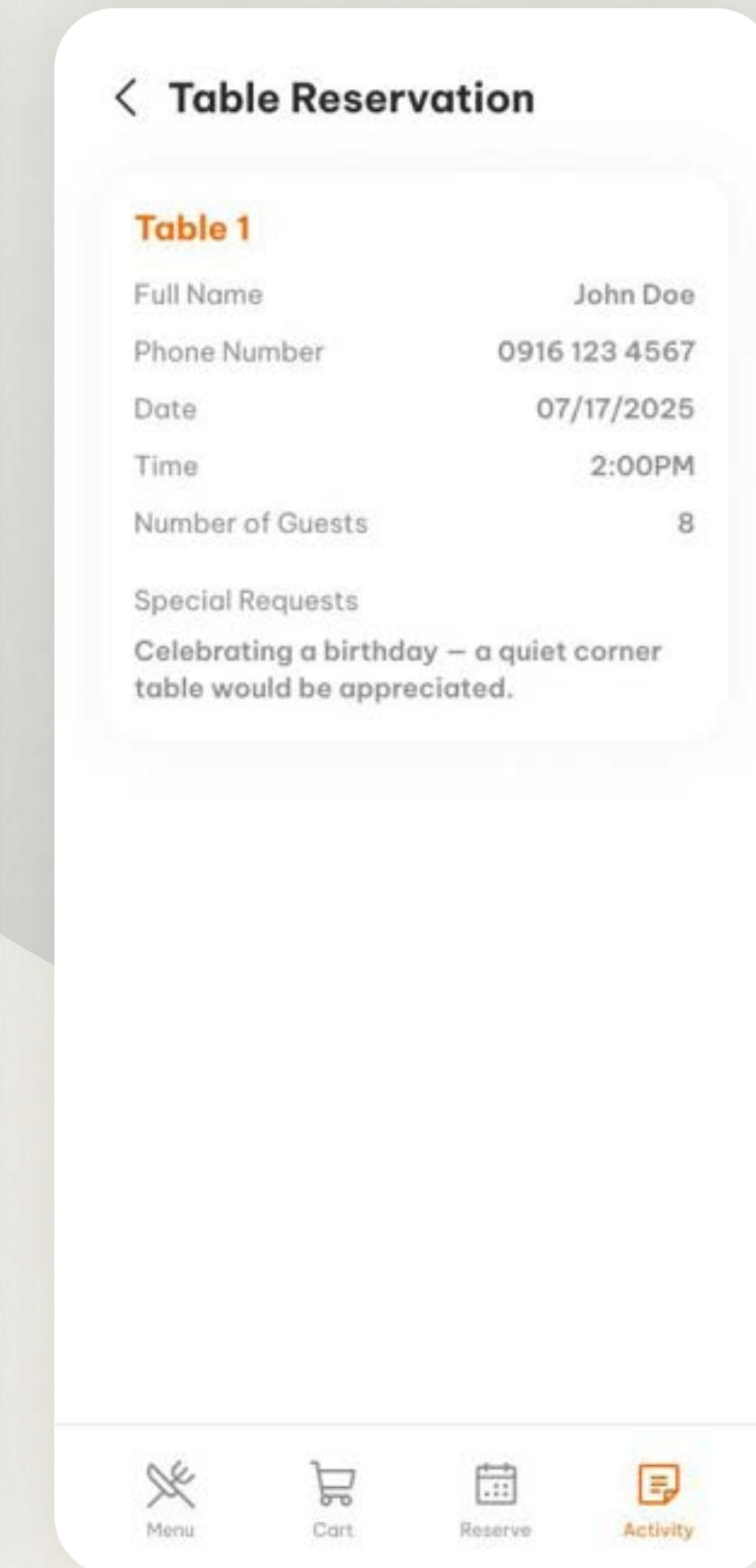
Final Design

Flow for Reservation



This screen displays a category of "Maki Rolls" with four items: Salmon Maki, Cucumber Maki, Ebi Tempura Maki, and Spicy Tuna Maki. Each item is shown with a small image, name, price (per set of 6 pieces), and a row of four circular icons representing different toppings or options.

Maki Roll	Price	Description
Salmon Maki	Php 220/set (6 pcs)	Salmon slices inside a nori wrap.
Cucumber Maki	Php 250/set (6 pcs)	Cucumber slices inside a nori wrap.
Ebi Tempura Maki	Php 240/set (6 pcs)	Shrimp tempura inside a nori wrap.
Spicy Tuna Maki	Php 230/set (6 pcs)	Tuna with spicy mayo inside a nori wrap.



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."

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

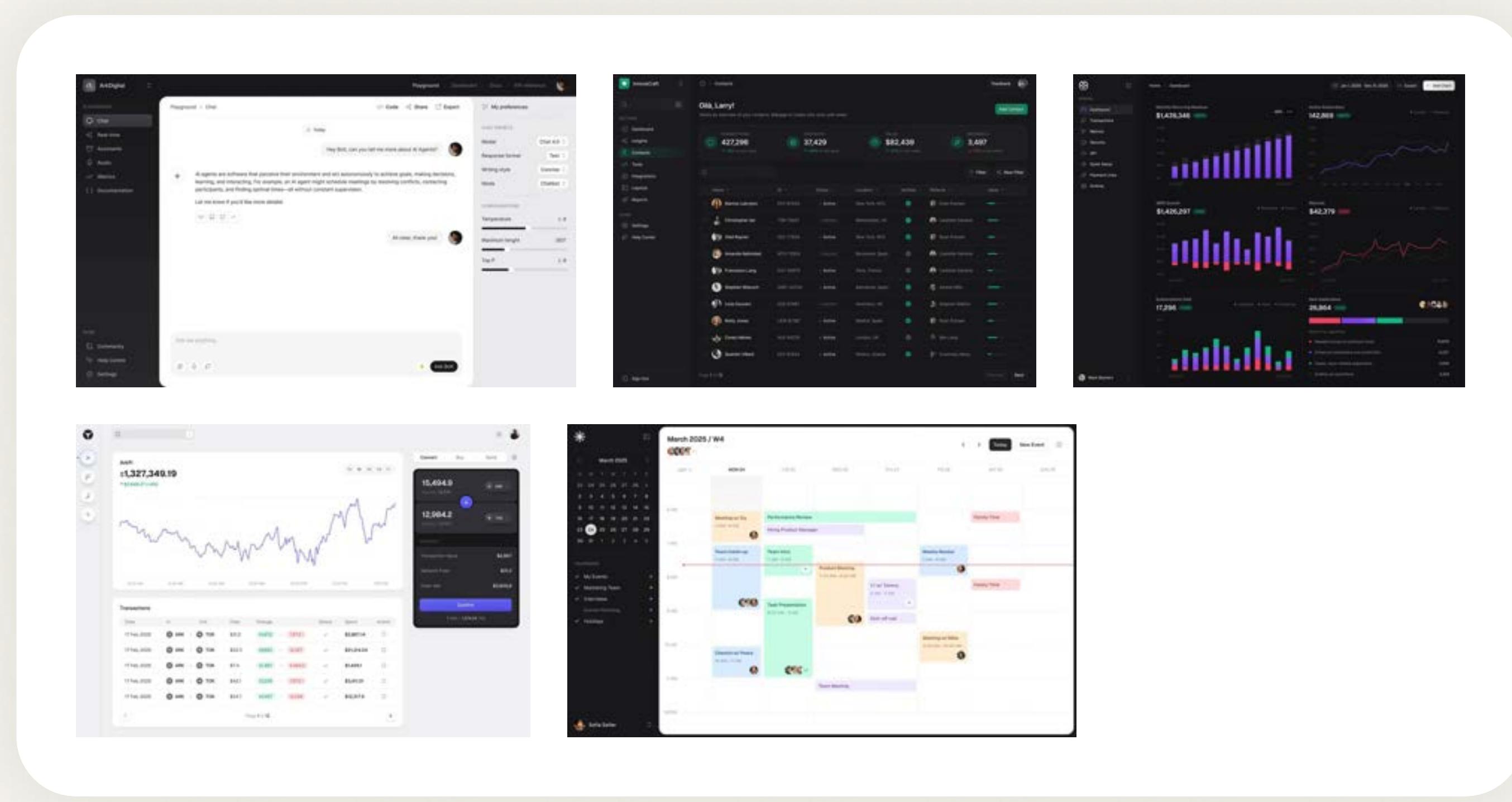
Tasklist Overview

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

PAUSE STOP

00:42:17

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

Project Overview

Track progress across your active projects.

- Landing Page Revamp
Status: In Progress
Deadline: May 30, 2025
76%
- Review client feedback for Portfolio v2
Status: Completed
Deadline: May 3, 2025
100%
- Update productivity stats for April
Status: Delayed
Deadline: 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.

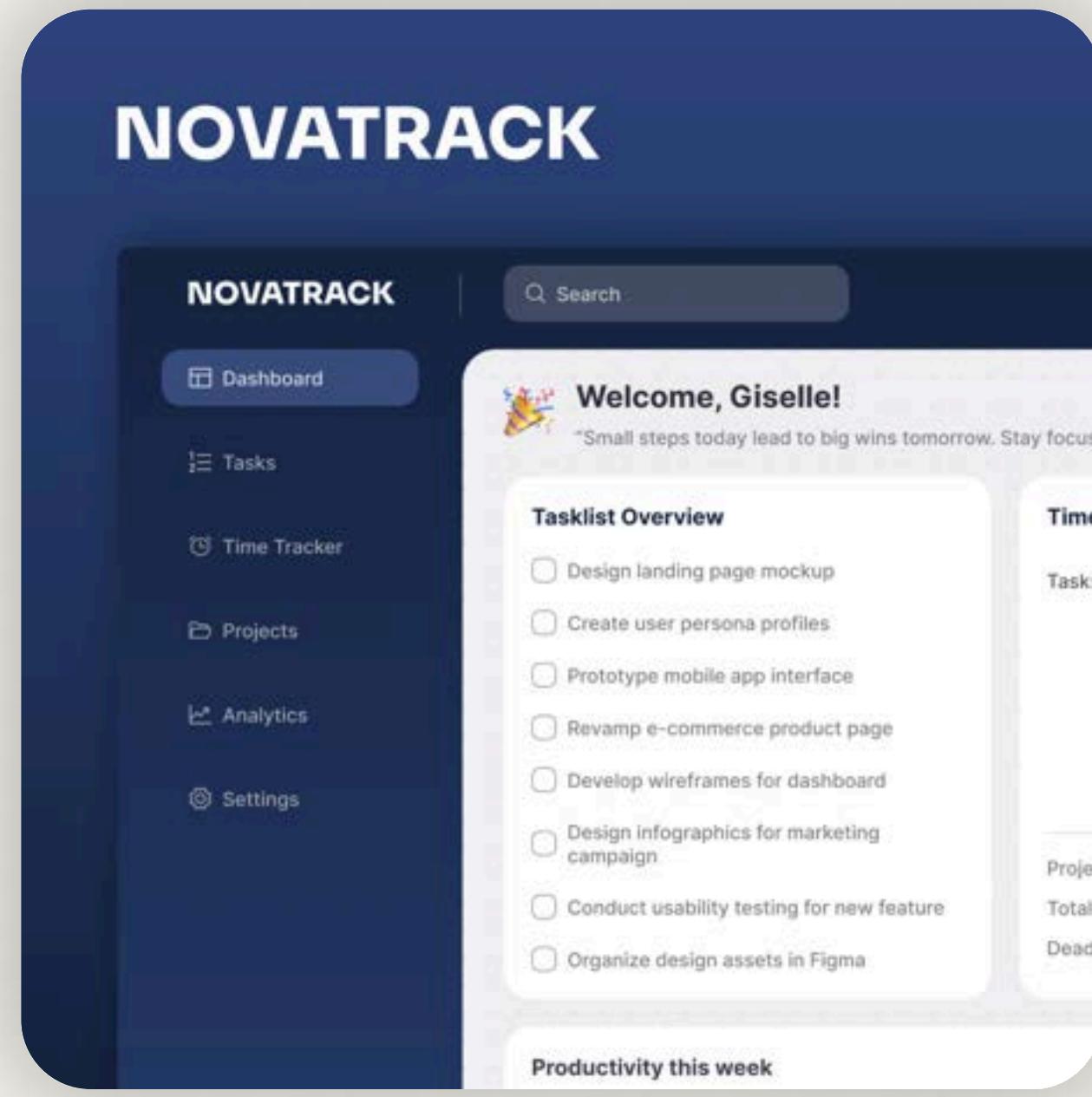
32/40h Log 40 hours of focused work

22/30 tasks Complete 30 tasks

2/3 projects Finish 3 major projects

Logout

Final Design



NOVATRACK

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 ~3.5, Task Completed ~4.0
Tue: Tracked Hours ~2.0, Task Completed ~3.0
Wed: Tracked Hours ~4.0, Task Completed ~5.0
Thu: Tracked Hours ~1.0, Task Completed ~2.0
Fri: Tracked Hours ~3.0, Task Completed ~1.0

Legend: Tracked Hours (blue bar), Task Completed (blue dot)

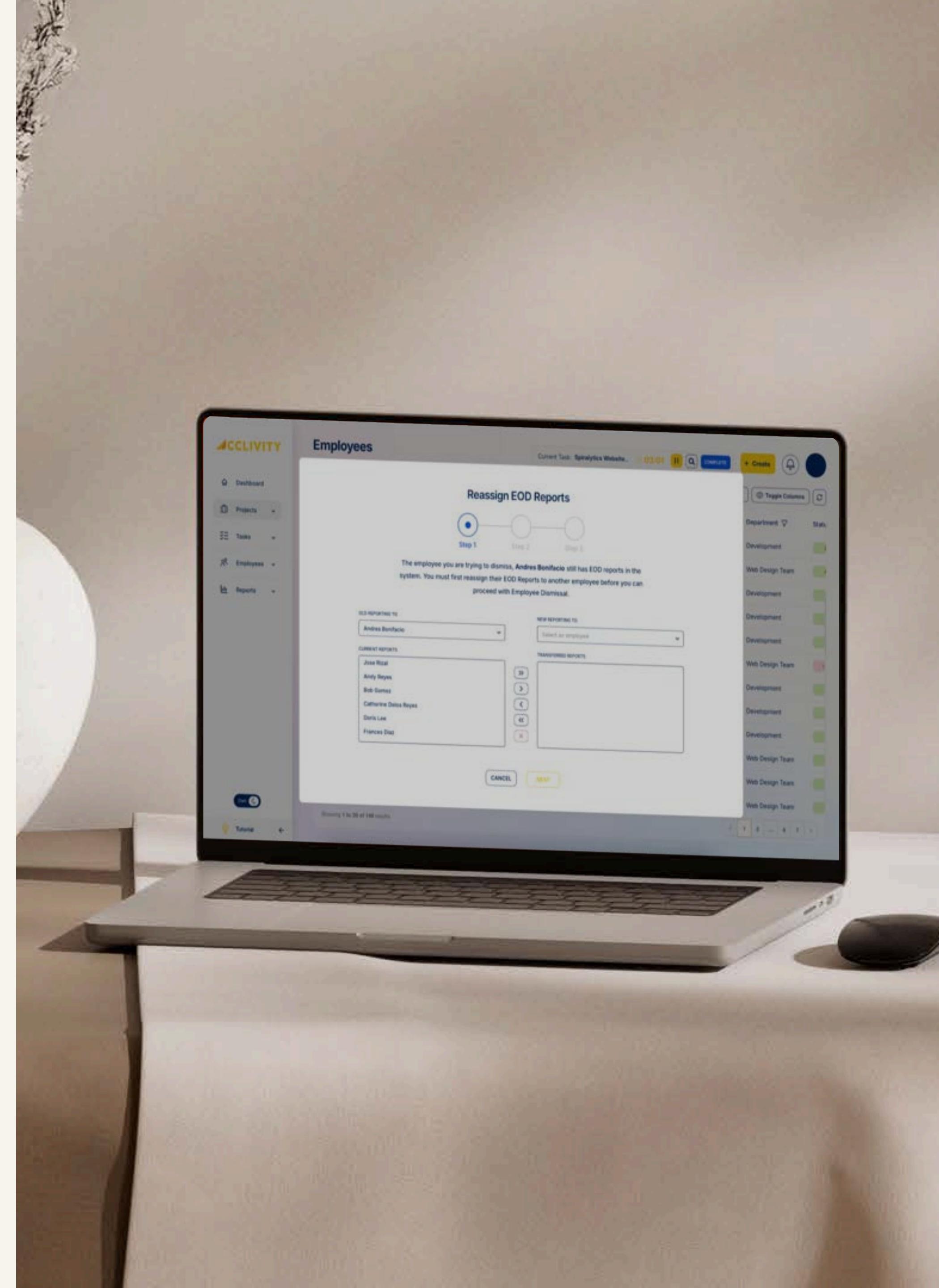
Monthly Goals

- 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)

Simplifying employee reassignment for efficient team management



Acclivity • Feature Design • Product Design



The Challenge

Acclivity is an in-house product designed to manage the company's employee and project time keeping.

Changing the employee's assigned supervisor can be tedious and time consuming when the administrator has to do it for multiple employees

The Goal

Design a feature where the user is able to:

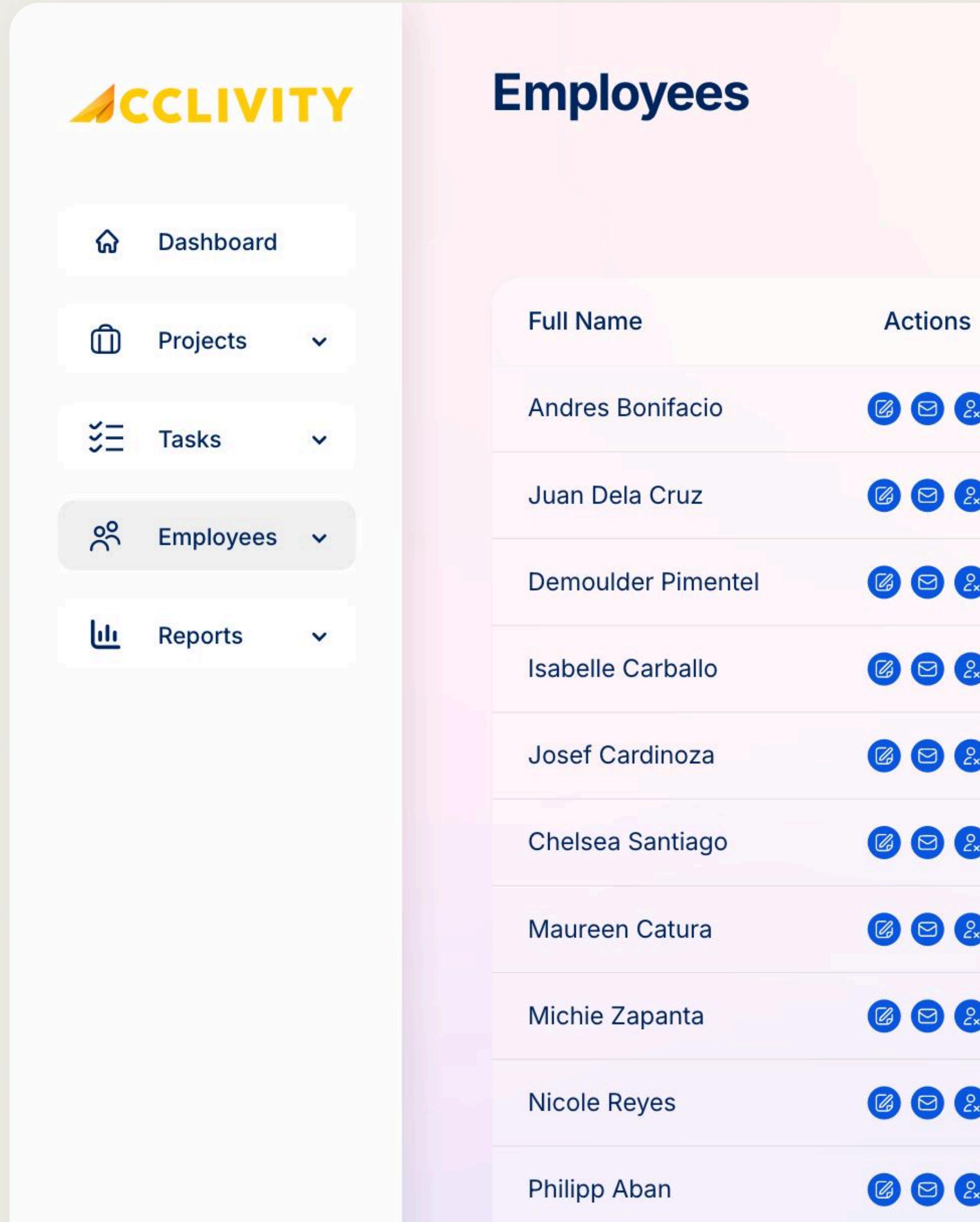
- Select employees in bulk and reassign to another supervisor
- Select all employees from 1 department and transfer to another supervisor

Deliverables

- Wireframe
- Final Design

Tools

- Adobe XD



The screenshot shows the Acclivity software interface. At the top left is the logo 'ACCLIVITY'. To its right is a vertical navigation bar with five items: 'Dashboard' (home icon), 'Projects' (suitcase icon), 'Tasks' (list icon), 'Employees' (people icon), and 'Reports' (bar chart icon). The 'Employees' item is currently selected and highlighted in blue. To the right of the navigation bar is a table titled 'Employees' with a light pink header row. The columns are 'Full Name' and 'Actions'. Below the header, there are ten data rows, each containing a full name and three small circular icons representing different actions: a blue edit icon, a blue envelope icon, and a blue delete icon with a cross.

Full Name	Actions
Andres Bonifacio	  
Juan Dela Cruz	  
Demoulder Pimentel	  
Isabelle Carballo	  
Josef Cardinoza	  
Chelsea Santiago	  
Maureen Catura	  
Michie Zapanta	  
Nicole Reyes	  
Philipp Aban	  

Thought Process

Wireframes

*this was done together with a dev for seamless flow and to ensure its feasibility

EMPLOYEE DISMISSAL NEW PROCESS

HR will click the Dismiss button

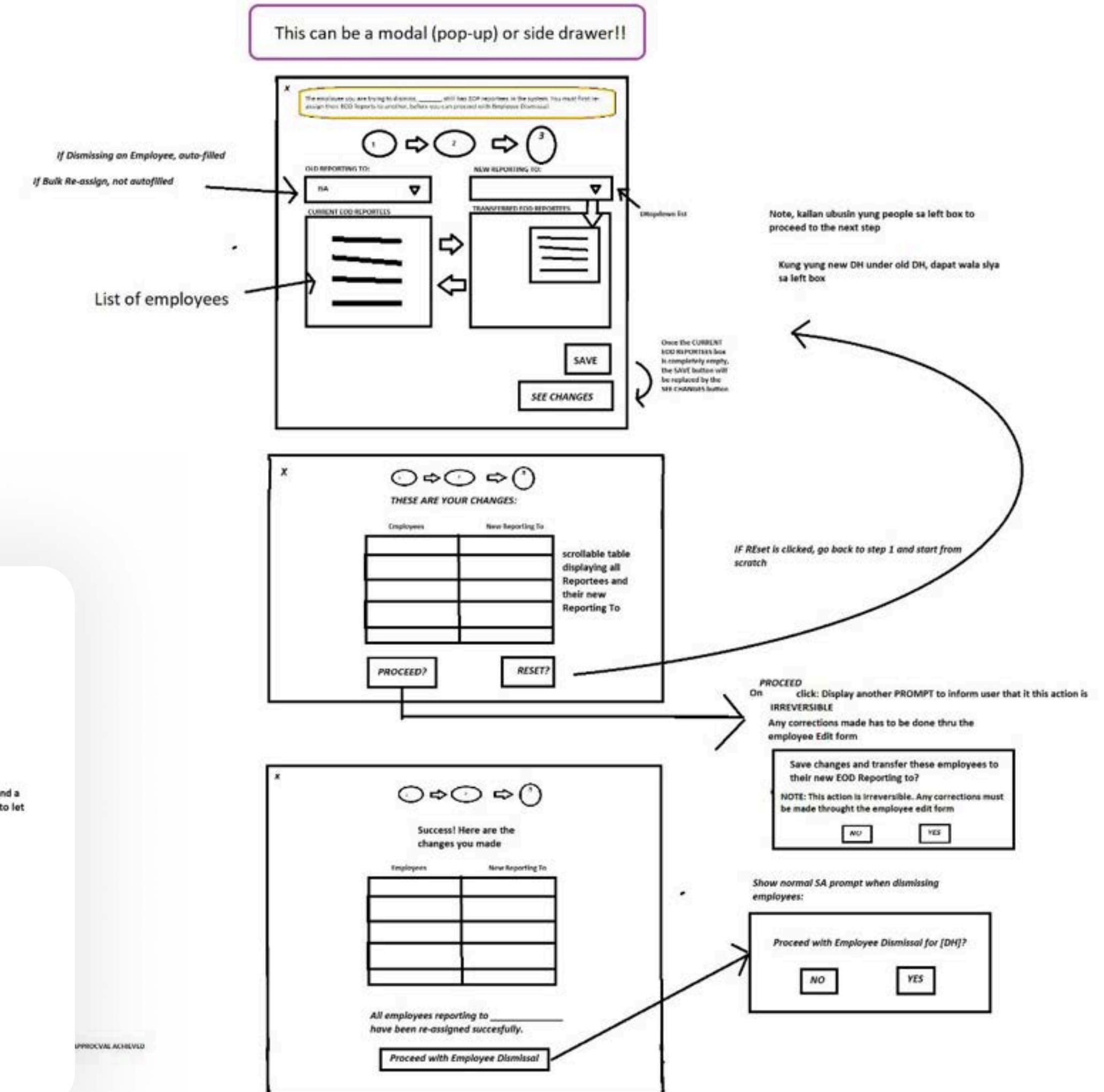
If without existing EOD reportees

PROMPT ONLY
* No POSTING to DB yet

Employee _____ has been successfully dismissed from the system.

Once Yes is Clicked, Drawer will disappear and a TOAST / Sweet Alert notif will be displayed to let user know the process was successful

If with existing EOD reportees



Final Design

The image displays two screenshots of the Acclivity software interface, illustrating the 'Reassign EOD Reports' feature.

Screenshot 1: Initial Step (Step 1)

The title bar shows 'Employees' and the current task 'Spiralytics Website.. 03:01'. The main content area is titled 'Reassign EOD Reports' with a three-step progress bar: Step 1 (filled), Step 2 (empty), and Step 3 (empty). A message states: 'The employee you are trying to dismiss, Andres Bonifacio still has EOD reports in the system. You must first reassign their EOD Reports to another employee before you proceed with Employee Dismissal.' Below this are sections for 'OLD REPORTING TO' (Andres Bonifacio) and 'NEW REPORTING TO' (Select an employee). A 'CURRENT REPORTS' list includes Jose Rizal, Andy Reyes, Bob Gomez, Catherine Delos Reyes, Doris Lee, and Frances Diaz. A 'TRANSFERRED REPORTS' section is empty. At the bottom are 'CANCEL' and 'NEXT' buttons.

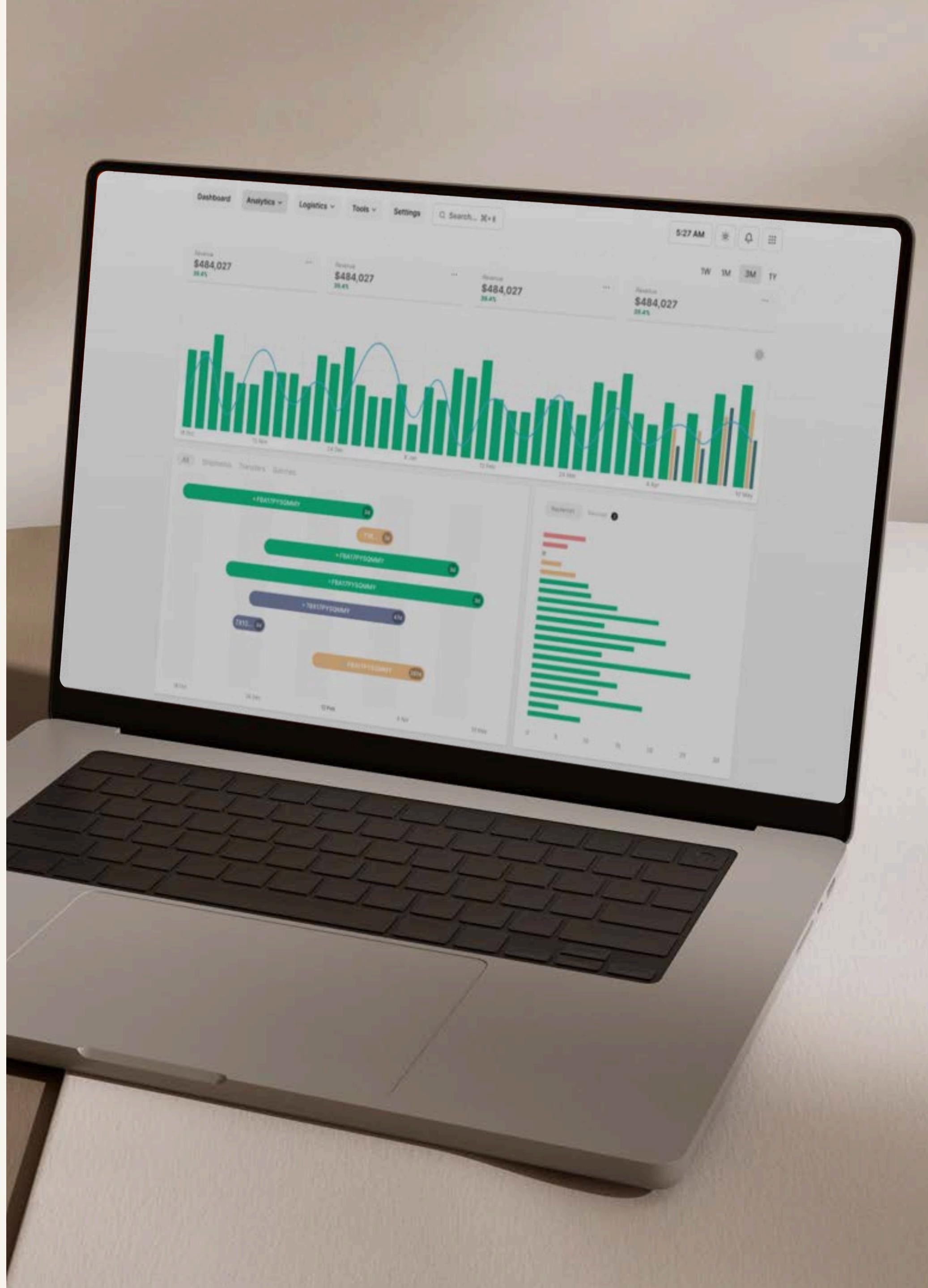
Screenshot 2: Intermediate Step (Step 2)

The title bar shows 'Employees' and the current task 'Spiralytics Website.. 03:01'. The main content area is titled 'Reassign EOD Reports' with a three-step progress bar: Step 1 (filled with a checkmark), Step 2 (filled), and Step 3 (empty). A message says: 'Here are your changes:' followed by a summary of the changes made. The 'OLD REPORTING TO' field is now 'Andres Bonifacio'. The 'NEW REPORTING TO' field is now 'Isabelle Carballo'. The 'CURRENT REPORTS' list now includes Jose Rizal, Andy Reyes, Bob Gomez, Catherine Delos Reyes, Doris Lee, Frances Diaz, Hannah Olives, Ingrid Montes, and Johanna Reatriz. The 'TRANSFERRED REPORTS' section is empty. At the bottom are 'CANCEL', 'EDIT DETAILS', and 'SAVE' buttons.

Helping Amazon sellers understand their data clearly

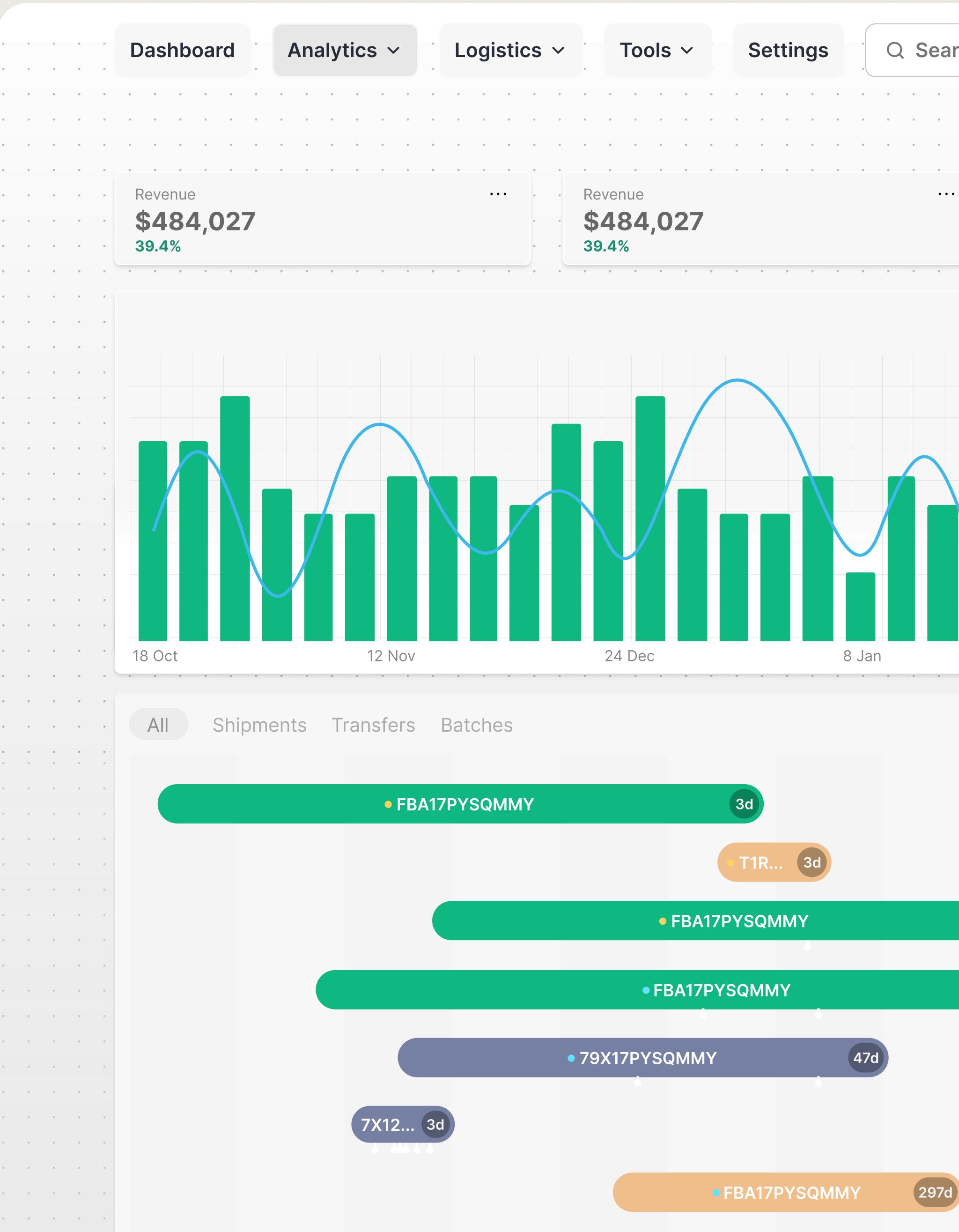


Fluvi · Product Design



The Challenge

Amazon sellers often struggle with complex, cluttered analytics tools that make it hard to quickly understand performance, track inventory, or make data-driven decisions.



The Goal

To improve Fluvi's user experience and design new features that make analytics, dashboards, and workflows clearer, simpler, and more useful for Amazon seller teams.

Deliverables

- Wireframes
- Final Designs

Tools

- Figma

Sample Designs

The image displays three wireframe designs for a logistics and analytics platform, likely a dashboard for managing shipping and advertising data.

Left Design: This design focuses on feedback management. It features a sidebar with navigation links: Dashboard, Analytics, Logistics, Tools, Sales, Inventory, Feedback (selected), Batches, Ads, Returns, and Settings. The main area shows a bar chart for "WHEY PROTEIN" with categories Failed (orange), Sent (green), and Scheduled (blue). Below the chart are summary statistics: Total Pending 3,253, Total Sent 4,921, and Total Fail 278. A search bar and a table of recent orders are also present. The table includes columns for Order ID, Purchased At, and Date. The footer shows a timeline from 18 Oct to 10 May.

Middle Design: This design integrates multiple data sources. At the top, four cards show Revenue (\$484,027) across different time periods (39.4% growth). Below these are two bar charts: one for "Shipments" and another for "Transfers". A central section displays a timeline of order status changes for various tracking numbers. To the right is a "Batches" section with a horizontal bar chart showing batch sizes from 0 to 30. At the bottom is a table of advertising performance metrics for different countries.

Right Design: This design is centered around the Amazon Advertising API. It features a header with search and filter functions. On the left, there's a sidebar for connecting marketplaces: North America (Connected), Europe (Connected), and Far East (Connect). The main area shows flags for Brazil, Spain, United Kingdom, France, Belgium, Sweden, South Africa, Poland, Saudi Arabia, Singapore, Australia, and Japan. A large "Filters" button is located in the top right corner.

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

Fluvi • Landing Page

3

Feature-focused landing page for Amazon Seller Agencies

EPSON • Email Campaign

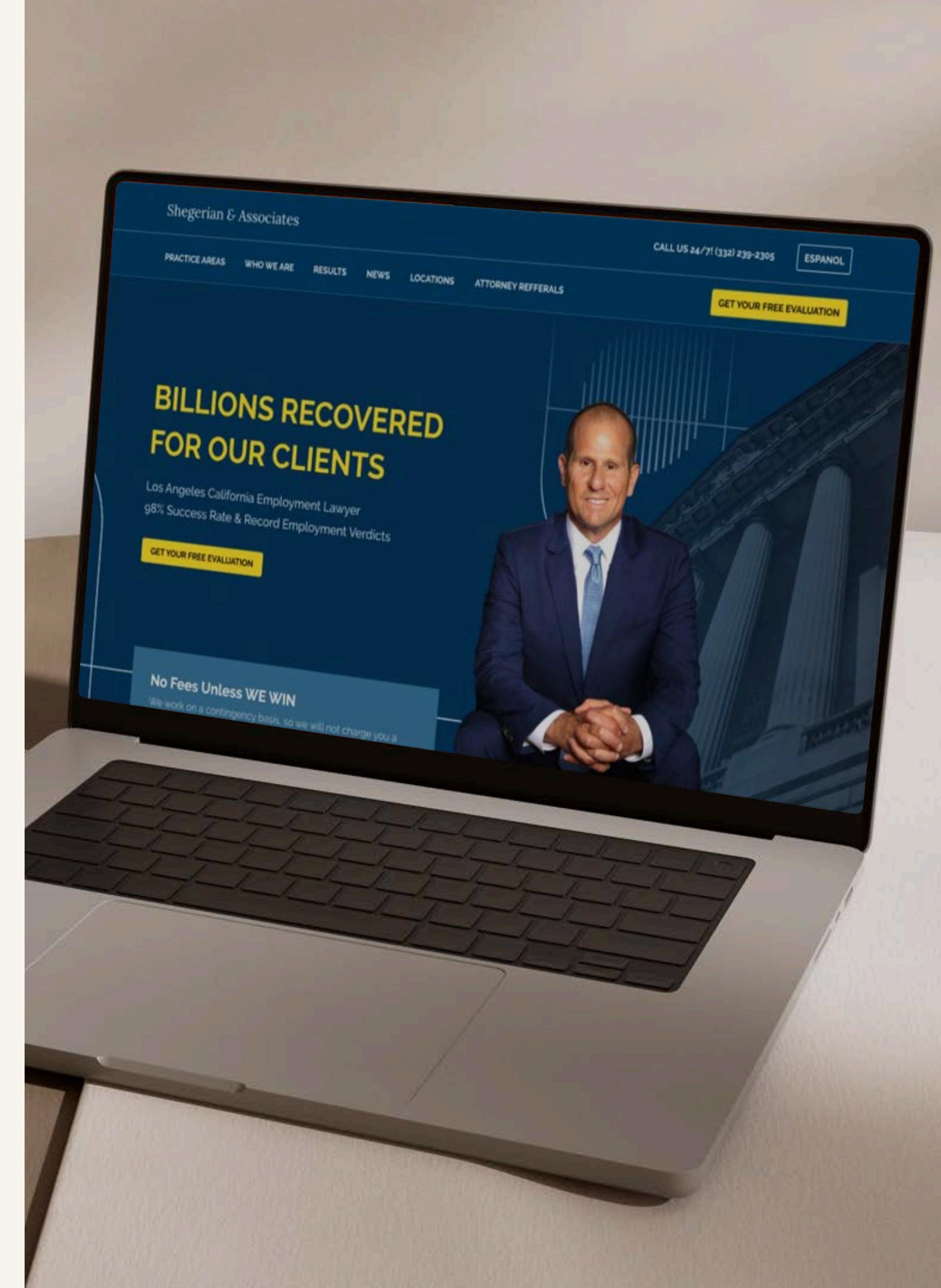
4

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 box for a "Los Angeles California Employment Lawyer" with a "98% Success Rate & Record Employment Verdicts" and a "GET YOUR FREE EVALUATION" button. A "No Fees Unless WE WIN" callout box explains the contingency fee structure. The background of the page is a blurred image of a city skyline at night. On the right side, there is a "SIGN UP FOR YOUR" CTA with fields for "FULL NAME*", "PHONE", "LOCATION*", and "MESSAGE", along with a "SUBMIT" button.

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 large yellow badge on the left side highlights a "\$155.4 MILLION Employment Verdict". Below the badge, there are several boxes listing record-breaking verdicts and settlements, each with a "LEARN MORE" button. At the bottom, there is a section with five star reviews from clients.

After

The homepage has been updated with a dark blue background featuring a large portrait of the same man in a suit. The text "BILLIONS RECOVERED FOR OUR CLIENTS" is now in yellow. A prominent yellow "GET YOUR FREE EVALUATION" button is located at the top right. The "No Fees Unless WE WIN" section has been moved to the left side. The "SIGN UP FOR YOUR FREE EVALUATION" form is now on the right side, with fields for full name, phone, email, location, and message. The "CALIFORNIA'S MOST SUCCESSFUL EMPLOYMENT LAW FIRM" section is centered on the page. The "RECORD BREAKING VERDICTS AND SETTLEMENTS" section is at the bottom, featuring a large yellow badge for "\$155.4 MILLION EMPLOYMENT VERDICT" and boxes for other record-breaking cases.

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!

RECORD BREAKING VERDICTS AND SETTLEMENTS

\$155.4 MILLION EMPLOYMENT VERDICT	\$31.1 MILLION Verdict in Age Discrimination Case	\$26.1 MILLION Verdict in Age Discrimination Case
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.	LEARN MORE →	LEARN MORE →
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.	LEARN MORE →	LEARN MORE →
\$21.7 MILLION Verdict in Disability Discrimination Case	\$16.6 MILLION Verdict in Wrongful Termination Case	
LEARN MORE →	LEARN MORE →	
\$13 MILLION Verdict in Gender Discrimination Case	\$10 MILLION Settlement in Sexual Orientation Discrimination Case	
LEARN MORE →	LEARN MORE →	
\$8.8 MILLION Verdict in Disability Discrimination Case	\$9.1 MILLION Verdict in Whistleblower Case	
LEARN MORE →	LEARN MORE →	
\$8.5 MILLION Verdict in Disability Discrimination Case	\$8.4 MILLION Verdict in Disability Discrimination Case	
LEARN MORE →	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 and 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 Lee Manager Gets Nearly \$1M in Settlement | ABC7 LA | Simers Speaks After 7-Million Verdict With LA Times | Carney Shegerian On Bikram Choudhury | CBS LA | Former Teacher Alleges She Was Fired Out | Bloomberg BNA

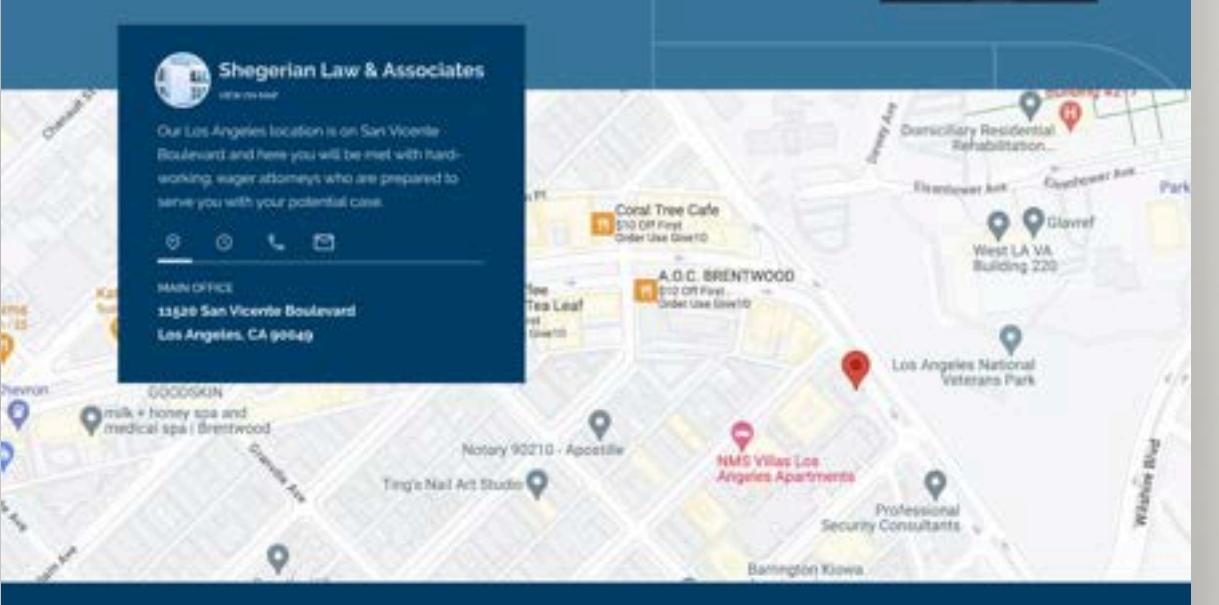
CNN HBO Discovery VANITY FAIR MarketWatch Forbes ESPN Bloomberg BNA

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

PRACTICE AREAS | **WHO WE ARE** | **RESULTS** | **NEWS** | **LOCATIONS** | **ATTORNEY REFERRALS**

CONNECT WITH US

© SHEGERIAN & ASSOCIATES. ALL RIGHTS RESERVED. PRIVACY POLICY

Comparison *Service Page

Before

The screenshot shows the homepage of Shegerian & Associates' website. At the top, there's a dark header with the firm's name and navigation links for Locations, Attorney Referrals, and Español. Below the header, a main banner features the text "LOS ANGELES SEXUAL ASSAULT ATTORNEYS" and a call-to-action button "Sexual Assault Law". A large section below the banner contains the text "Every minute, an American is sexually abused. We want to help." followed by success statistics: "98% success rate & billions recovered" and "No fees unless we win". It also mentions the "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 to "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. A "Hear From Our Survivor Clients" section follows, featuring two testimonies from "Jane Doe, Survivor". At the bottom, there's a grid of six attorney portraits and a "We Care For Our Clients" sidebar with a quote from Carney Shegerian.

After

The screenshot shows the updated homepage. The layout is cleaner and more modern. The top header includes "CALL US 24/7! (323) 239-2305" and "ESPAÑOL". Below the header, the main banner now features the text "EVERY MINUTE, AN AMERICAN IS SEXUALLY ABUSED. WE WANT TO HELP." in large, bold letters. To the left of this text is a testimonial from "Jane Doe, Survivor" about her experience with the firm. To the right 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 testimonial, there's a "RECORD RESULTS" section with the same monetary awards as the previous version. A "WE CARE FOR OUR CLIENTS" section follows, featuring a group of seven attorney portraits and a quote from Carney Shegerian. The bottom of the page includes a "FAQ" section.

Sample Designs

*Service Page

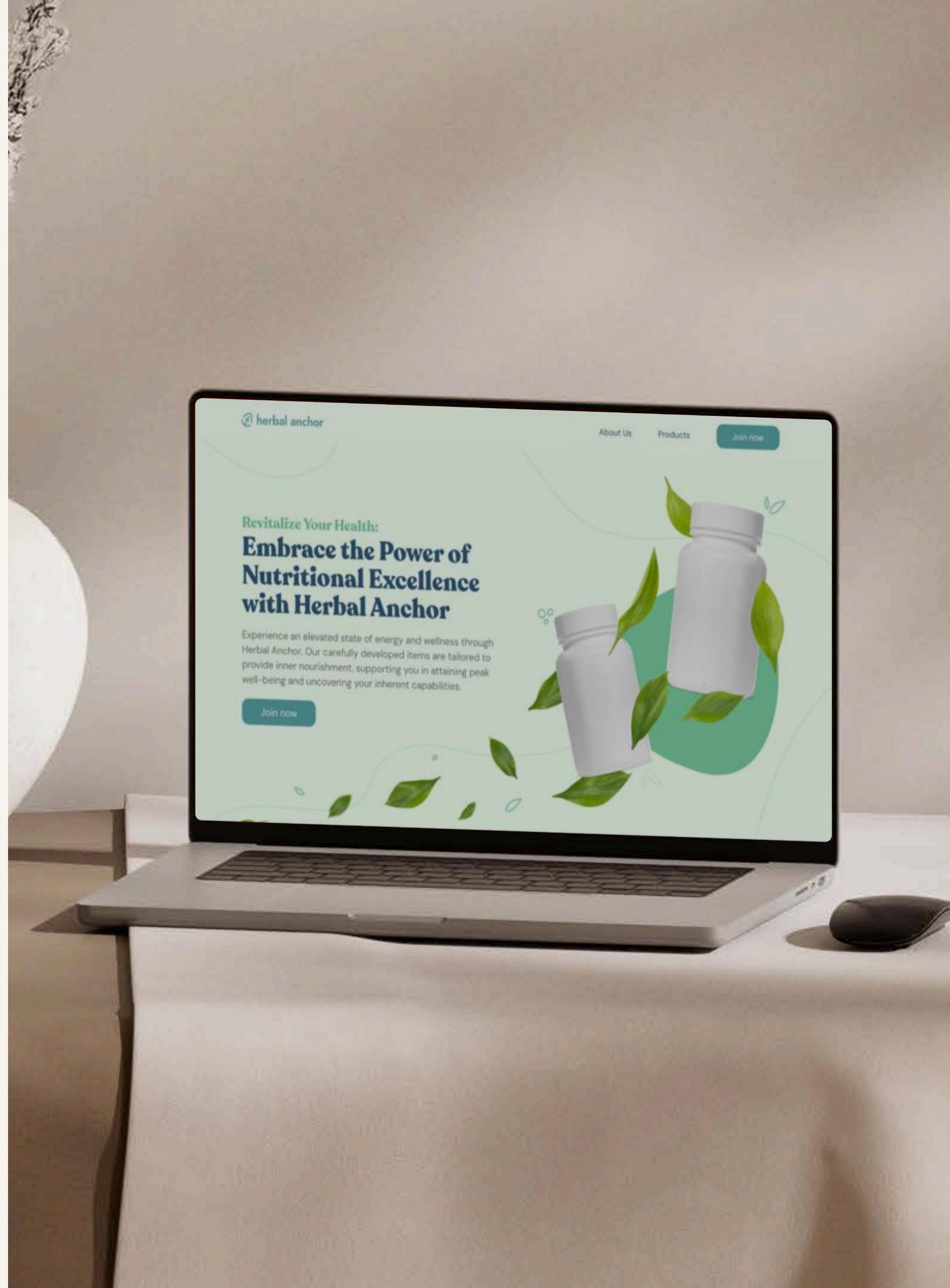
The website for Shegerian & Associates features a dark blue background with yellow and white text. At the top, there's a navigation bar with links to Practice Areas, Who We Are, Results, News, Locations, Attorney Referrals, and a prominent yellow 'GET YOUR FREE EVALUATION' button. Below this, a large banner states 'EVERY MINUTE, AN AMERICAN IS SEXUALLY ABUSED. WE WANT TO HELP.' with statistics like '\$155.4M' won in a case against Farmers. A testimonial from 'Jane Doe, Survivor' is displayed, followed by a form for signing up for a free evaluation. The bottom section features a team photo of six attorneys and a quote from Carney Shegerian.

The 'FAQ' page has a table of contents on the left: 'What is sexual assault?' (01), 'Your rights.' (02), 'How can we help?' (03), and 'Resources & Immediate Assistance' (04). The 'Resources & Immediate Assistance' section contains links to various organizations like the National Sexual Assault Hotline and the National Sexual Violence Resource Center. The main content area includes a video player showing Carney Shegerian comments on a client's sexual assault case on HBO, a section about sexual assault being a horrific crime, and a map of the office location at 11520 San Vicente Boulevard, Los Angeles, CA 90049.

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
- Tools
- Adobe XD



**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.

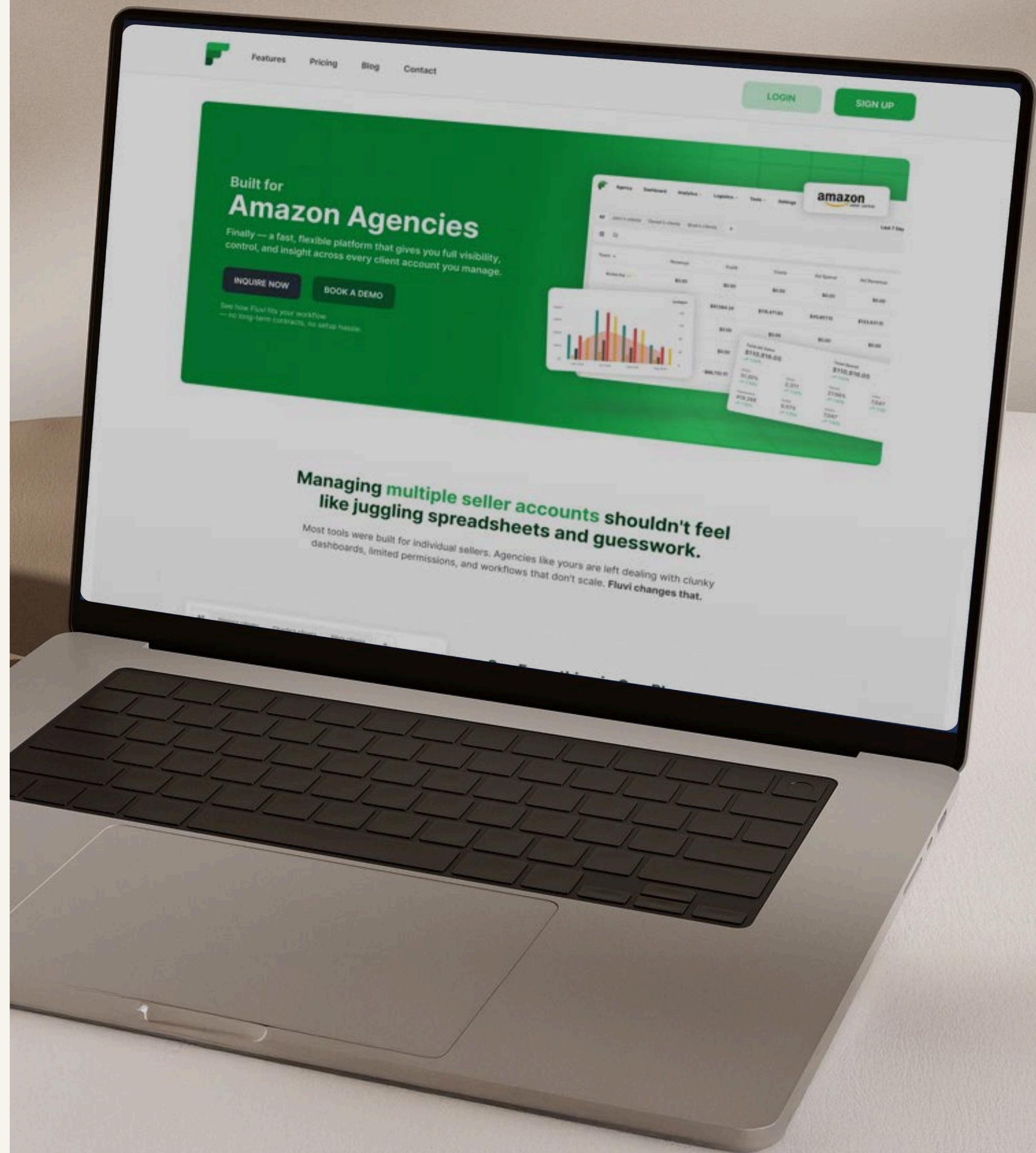
[Go to Shop](#)



Feature-focused landing page for Amazon Seller Agencies



Fluvi • Landing Page • Web Design



The Challenge

Amazon Seller Agencies need a clear, focused landing page that quickly communicates how Fluvi's tools solve their pain points amid a crowded market of analytics solutions.

The Goal

Design a targeted landing page that highlights key features and benefits for Amazon Seller Agencies, driving engagement and encouraging them to explore Fluvi's platform.

Deliverables

- Final Design

Tools

- Figma

Final Design

We used to rely on spreadsheets and four different tools.

Now it's just Flui.
It's flexible, fast, and our team saves hours every week.

→ James H., Agency Owner, DACH Region

Build for Scale
Whether you manage 3 accounts or 300, Flui helps your team stay organized, efficient, and confident — with tools that were actually built for agencies like yours.

[INQUIRE NOW](#) [BOOK A DEMO](#)

See how Flui fits your workflow — no long-term contracts, no setup hassle.

[LOGIN](#) [SIGN UP](#)

Flui App Ltd
3 Stymfalon, Limassol, Cyprus, 4046

Features Pricing Blog Contact

Terms and Conditions Privacy Policy

Built for Amazon Agencies
Finally — a fast, flexible platform that gives you full visibility, control, and insight across every client account you manage.

[INQUIRE NOW](#) [BOOK A DEMO](#)

See how Flui fits your workflow — no long-term contracts, no setup hassle.

Managing multiple seller accounts shouldn't feel like juggling spreadsheets and guesswork.
Most tools were built for individual sellers. Agencies like yours are left dealing with chunky dashboards, limited permissions, and workflows that don't scale. Flui changes that.

See Everything in One Place

- Unified dashboard for all client accounts
- Group by region, manager, or brand
- Quickly identify underperforming stores

Assign & Manage Teams With Ease

- Unlimited agency users with role-based permissions
- Assign team members to specific clients
- Set currencies per user for global teams

Analytics That Work Like You Do

- Revenue, costs, VAT, ads, returns — broken down by product, vegan, or time
- Track performance trends, set comparison windows
- Create custom groupings and saved views

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Analytics That Work Like You Do

- Revenue, costs, VAT, ads, returns — broken down by product, vegan, or time
- Track performance trends, set comparison windows
- Create custom groupings and saved views

Stay Ahead of Logistics

- Inventory forecasting and restock timelines
- Shipment tracking and warehouse visibility
- Purchase orders and supplier management tools

Client Reporting Made Simple

- Share polished, on-brand reports with your agency's logo front and center
- Choose the metrics that matter most to each client — no clutter, no filter
- Compare performance over any timeframe to highlight progress and trends

Automate What Slows You Down

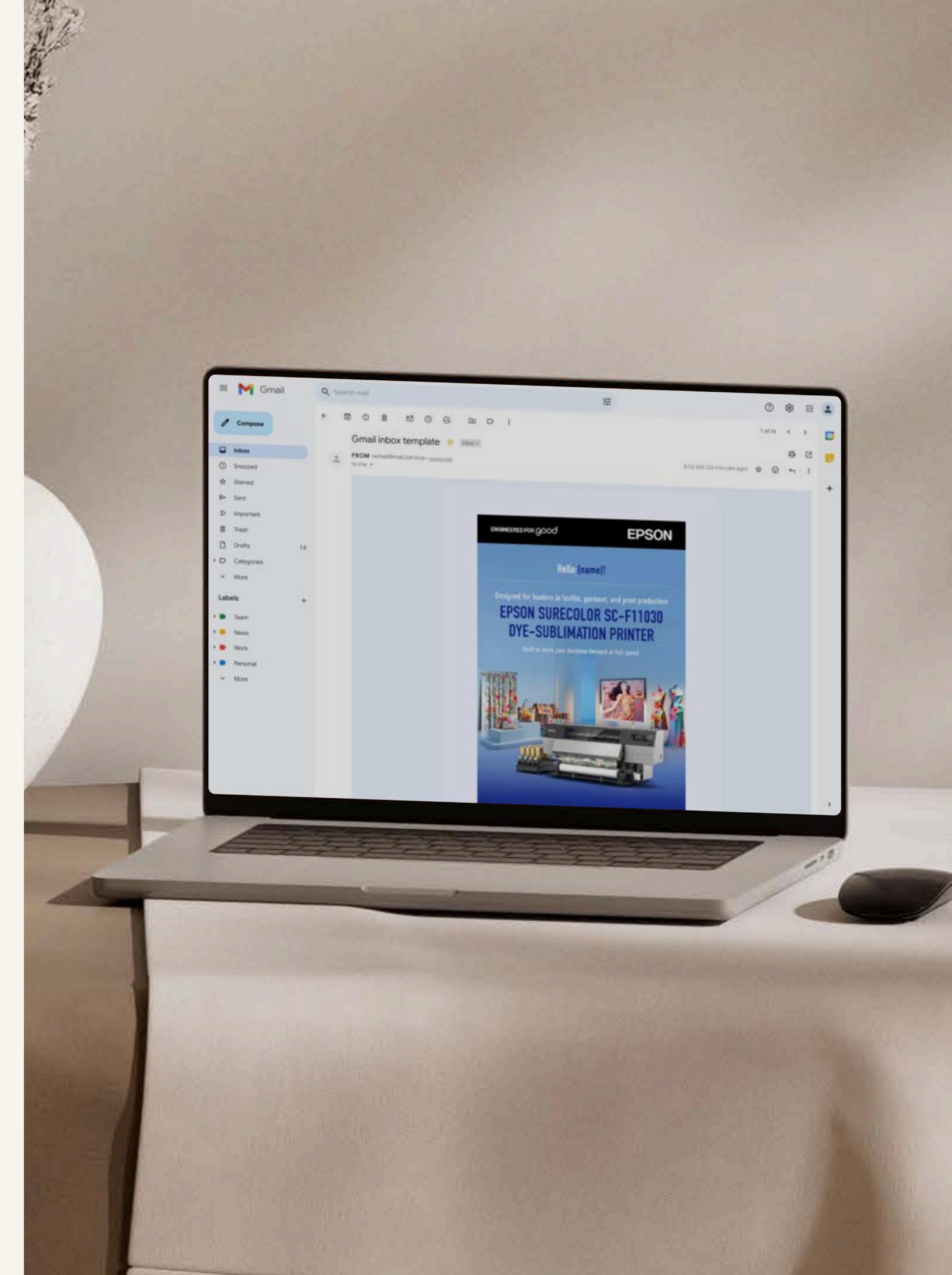
- AI-powered customer service assistant
- Review request automation
- Team task manager and SOP/document library

AI Response

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-F6430—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

Sample Designs

ENGINEERED FOR good

EPSON

Hello [name]!



Every presentation, event, or performance becomes an unforgettable experience with the

EPSON EB-PU1006W WUXGA LASER PROJECTOR

Offering clear, crisp, and sharp images for an immersive visual experience.



DON'T SETTLE FOR THE ORDINARY.

Captivate and impress your audience with the

EPSON EB-PU1006W WUXGA LASER PROJECTOR



STIMULATING AND IMMERSIVE DISPLAYS

Feel the power of 6,000 lumens of equal color and white brightness, combined with WUXGA resolution with 4K enhancement!

Its sleek yet robust design ensures stunning clarity and effortless installation, making it perfect for large venues.

Brilliance should never be bulky, after all.

LIMITLESS STAGING POSSIBILITIES

EB-PU1006W effortlessly blends multiple projections into one breathtaking display—delivering smooth, edge-free visuals ideal for auditoriums, arenas, and conference halls.

It's part of the PU series that lets you fine-tune brightness, color, and overlap to achieve seamless, immersive visuals in any setting.

DON'T SETTLE FOR THE ORDINARY.

Captivate and impress your audience with the

EPSON EB-PU1006W WUXGA LASER PROJECTOR

ENGINEERED FOR good

EPSON

Hello [name]!



Designed for leaders in textile, garment, and print production

EPSON SURECOLOR SC-F11030 DYE-SUBLIMATION PRINTER

Built to move your business forward at full speed.

SAY GOODBYE TO PRODUCTION BOTTLENECKS AND HELLO TO EFFICIENT, HIGH-QUALITY PRINTING MADE FOR SCALE.

Whether it's sportswear and apparel or large-format textile applications, the SC-F11030 delivers unmatched output with Epson's trusted reliability.

SAY GOODBYE TO PRODUCTION BOTTLENECKS AND HELLO TO EFFICIENT, HIGH-QUALITY PRINTING MADE FOR SCALE.

Whether it's sportswear and apparel or large-format textile applications, the SC-F11030 delivers unmatched output with Epson's trusted reliability.



POWERED BY PRECISIONCORE MICROTFP PRINTHEADS

Achieve high printing speed and optimal performance with 4.7" PrecisionCore MicroTFP printhead



WHAT SETS IT APART:

Infographics

- 1 Eurobel
How to choose the right color rug for your space
- 2 Summit Hotels and Resorts
Long Term Travel Guide:
How to plan for long stay vacations
- 3 Rush
eCommerce Branding:
Create, Sell and Strengthen your brand identity
- 4 Meyers Printing
3 Main Levels of Product Packaging || Retail Sustainability
- 5 Manila Recruitment
The Hiring Funnel || An employee's first 90 days

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



Long Term Travel Guide: How to plan for long stay vacations



Summit Hotels and Resorts • Infographic



LONG-TERM TRAVEL GUIDE: HOW TO PLAN FOR LONG STAY VACATIONS



LONG-TERM TRAVEL: KNOWING THE BASICS

What is Long-Term Travel?

Long-term travel involves exploring many places, cultures, and experiences for extended periods of time.



What are Long Stay Vacations (Extended Stays)?

A long-stay vacation means spending weeks or months in one place, often staying in a rental property like an Airbnb or a hotel.

The Challenge

The client aims to help long-term travelers easily understand how to plan extended stays with practical solutions for comfort and convenience.

The Idea

I selected and arranged visuals that complemented each section of the article, ensuring the layout guided readers smoothly through the content.

I focused on readability, consistent branding, and a welcoming feel that aligns with the travel-friendly tone of the guide.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Summit Hotels and Resorts • Infographic

LONG-TERM TRAVEL GUIDE: HOW TO PLAN FOR LONG STAY VACATIONS

LONG-TERM TRAVEL: KNOWING THE BASICS

What is Long-Term Travel?
Long-term travel involves exploring many places, cultures, and experiences for extended periods.

What are Long Stay Vacations (Extended Stays)?
A long-stay vacation means spending weeks or months in one place to relax and try new things without a hectic schedule.

5 WAYS TO PLAN FOR LONG-TERM TRAVEL

- Set goals**
You can prioritize activities and enjoy a travel experience tailored to your interests and aspirations.
- Choose the right destination**
Research different places to find one that aligns with your preferences and offers diverse experiences that you will enjoy exploring over a long period.
- Explore accommodation and transportation options**
Look for accommodations that offer long-term stay discounts or rentals that provide the amenities and comfort you desire.

Prepare important documents
Organizing visas, insurance, and health certificates ahead of time helps prevent last-minute hassles and ensures smooth entry and stay in your chosen destinations.

6 THINGS TO LOOK FOR IN LONG-TERM TRAVEL

- List of activities**
An itinerary ensures diverse entertainment options during your stay, from exploring historical sites to immersing in local culture.
- Utilities**
Review the availability and reliability of utilities, such as electricity, gas, water, and internet access, for a comfortable stay.
- Healthcare**
Check local hospitals, clinics, pharmacies, and health insurance coverage for continuous medical access throughout your trip.
- Money**
Research currency exchange rates, banking options, and budgeting strategies to easily access funds and make seamless financial transactions wherever you go.
- Travel style**
How you travel can significantly affect your experience. For instance, backpacking usually means traveling with minimal luggage and staying in hostels or camping.
- Communication plan**
Explore SIM card or portable Wi-Fi options wherever you go, and be mindful of app restrictions in certain places.

HOW TO CHOOSE THE BEST LONG-STAY VACATION PACKAGE

eCommerce Branding: Create, Sell and Strengthen your brand identity



Rush · Infographic

The infographic is displayed on a smartphone screen. At the top, a large title card reads "eCommerce Branding: Create, Sell, and Strengthen Your Brand Identity". Below this, a teal button labeled "eCommerce Branding Basics" is highlighted. To its right, a question card asks "What is eCommerce?" with a small user icon. Further down, a definition card states: "Also referred to as electronic commerce, eCommerce is the process of transacting through an electronic medium, commonly the internet." At the bottom, another definition card explains: "It includes buying goods, paying for services, and transferring money or data. It operates similarly to retail stores, except that transactions are done online, and customers must wait or a certain period to receive the products." The background of the infographic features a woman smiling while using a laptop, with a teal border around the phone screen.

The Challenge

The client aimed to present branding strategies in a way that's easy to grasp for business owners aiming to build a strong and memorable eCommerce identity.

The Idea

I organized the content into digestible sections with curated visuals that reflect each branding concept.

The layout and design aim to support clarity, boost engagement, and maintain a professional, brand-consistent look.

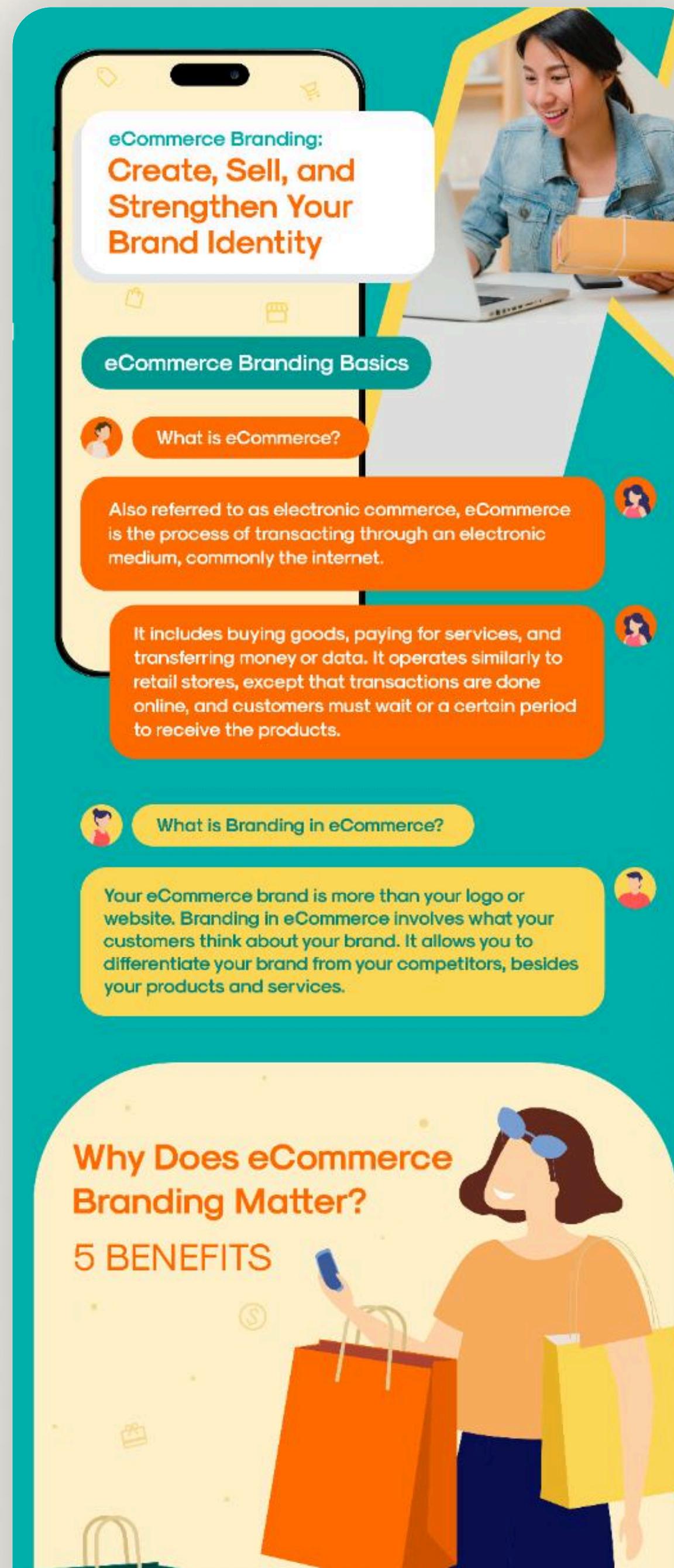
Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Rush • Infographic



3 Main Levels of Product Packaging



Meyers Printing • Infographic

MEYERS

3 Main Levels of Product Packaging



Primary packaging

The immediate container that directly holds and protects the product. The packaging that the consumer interacts with.

EXAMPLES

- Beverage bottles
- Shoeboxes
- Medicine blister packs
- Toothpaste tubes
- Cosmetics jars



Secondary packaging

The outer packaging that contains and protects multiple units of primary packaging for transportation, storage, and handling.



EXAMPLES

- Beverage cartons
- Toothpaste multipacks
- Cosmetic display trays
- Shipping cartons
- Medicine cases

The Challenge

To present a comprehensive packaging guide in a way that feels clear, helpful, and visually engaging for businesses of all sizes.

The Idea

I focused on a clean layout and selected supporting visuals to simplify dense information, guiding readers smoothly through the key steps of product packaging.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Rush • Infographic



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 illustrates a hiring process between a manager and a candidate. On the left, a man in a suit sits at a desk, holding a document and giving a thumbs-up. On the right, a woman in a yellow shirt sits in a chair, gesturing with her hands. To the right of the main illustration is a vertical sidebar with a portrait of the same woman, a bar chart, and a series of icons at the bottom.

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



An Employee's First 90 Days: How to set up new for long-term success



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AN EMPLOYEE'S FIRST 90 DAYS:
How to Set Up New for Long-Term Success

**10 Reasons for High Employee Attrition
IN THE FIRST 90 DAYS**

- Misaligned job expectations
- Lack of structured onboarding and training

The Challenge

Present a structured onboarding strategy in a way that's easy to follow and useful for HR professionals and employers.

The Idea

I wanted to make the timeline easy to follow and actionable. Using clean layout, minimal icons, and brand-aligned colors, the design maintains clarity while reinforcing a professional tone suited for the audience.

Deliverables

- Blog Banner
- Infographic

Tools

- Adobe Illustrator
- Adobe Photoshop

Rush • Infographic





Build with me

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