

**RYAN SCHEUER**

PORTFOLIO

# UI DESIGN

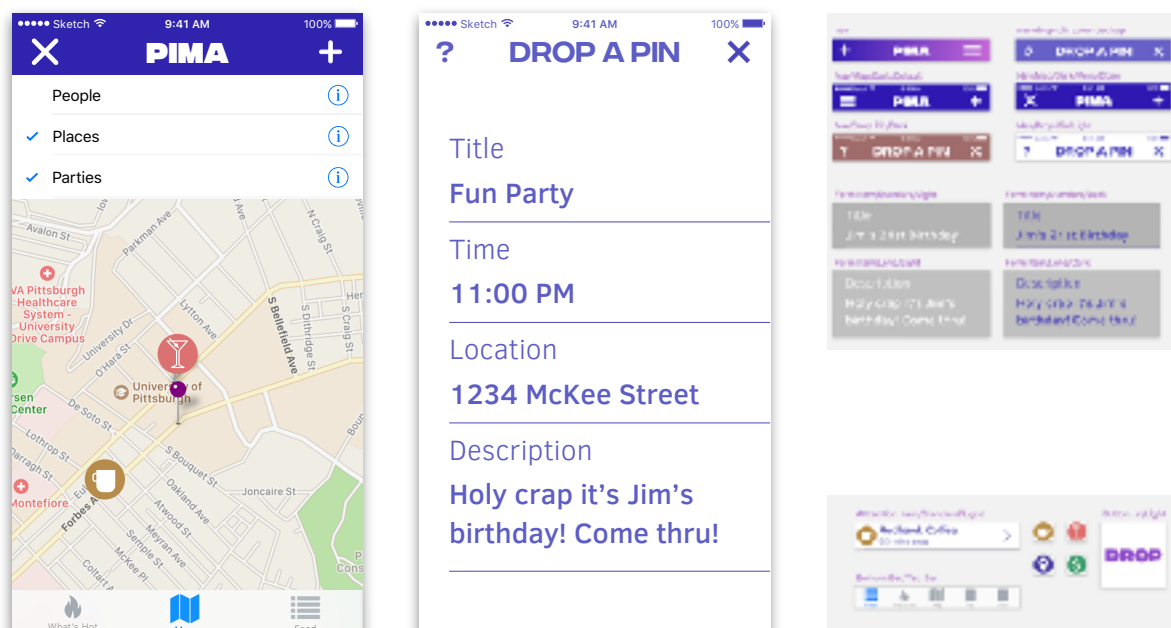
Personal - Fictional UI for flight HUD

- Clear reticle-based targeting system
- Transparent UI for map visibility



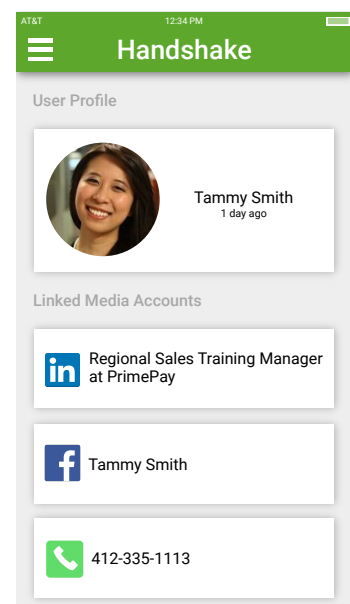
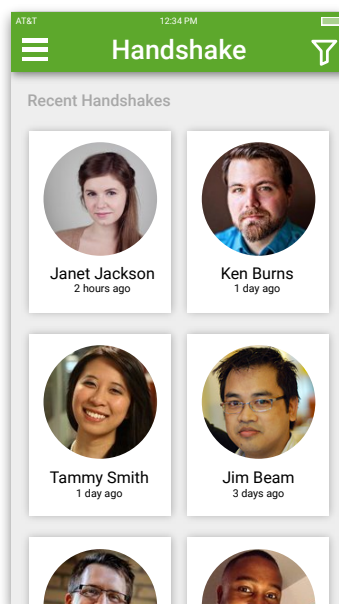
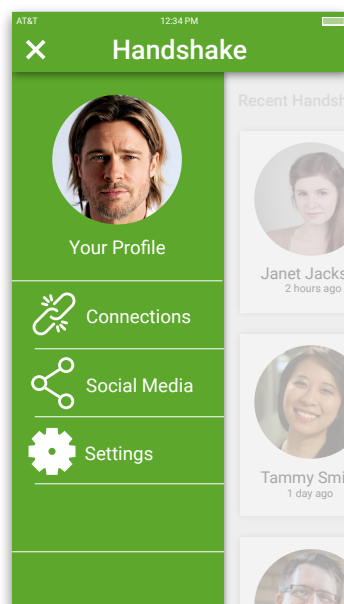
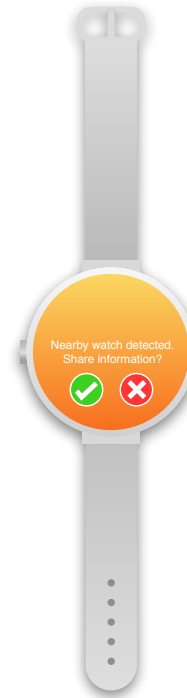
Full App Mockup and Digital Asset Creation for PIMA

- Location-based social media app
- Developed style guide, user flow, and visual structure



Product design and app mockup for "Handshake"

- For IoT product development project at Pitt
- Features proximity-based communication triggered by a physical handshake
- Paired with LinkedIn-style networking mobile app



# MARKETING

Banner & Graphic samples for "Stay Lost" Radio Show

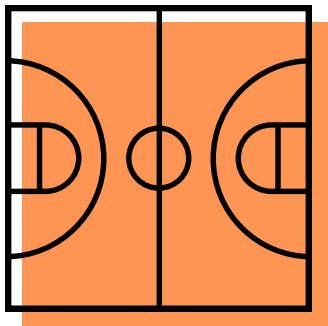
- For social media use to advertise a radio show that aired on 92.1 WPTS Radio
- Show featured low-rotation, underground electronic music; graphics intended to convey being "lost" in the music
- Created 30+ designs; 7 examples below







# ILLUSTRATION





# TYPOGRAPHY

Custom Typeface - "Somewhat Regular"

- Dyslexic friendly
- Will be open source

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Logotype iterations for client "Tusk"

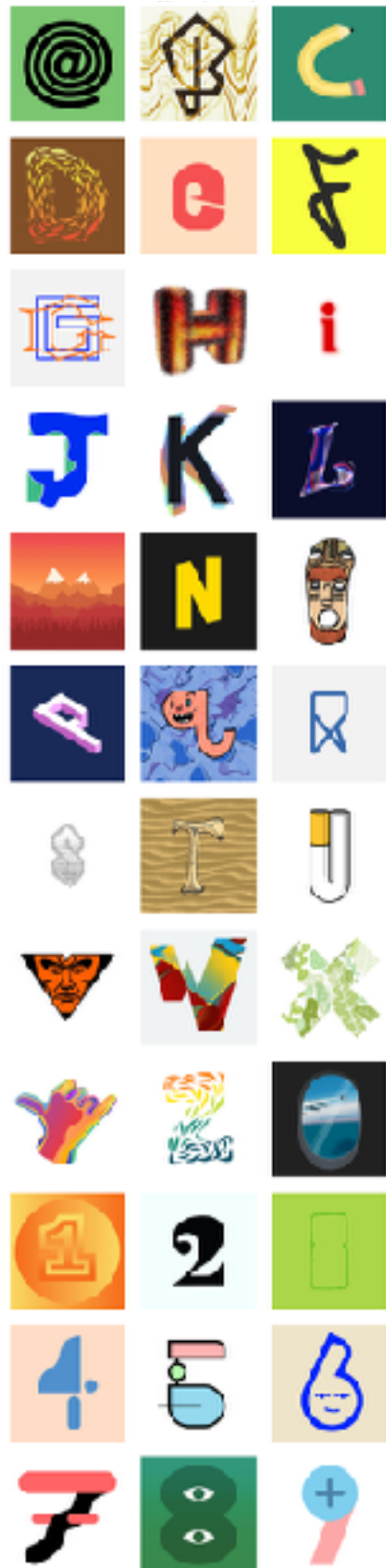
- Derived from natural elephant tusk - client requested earth tones
- Final design yet to be chosen (As of December 2017)





Designs for 36 Days of Type 2017

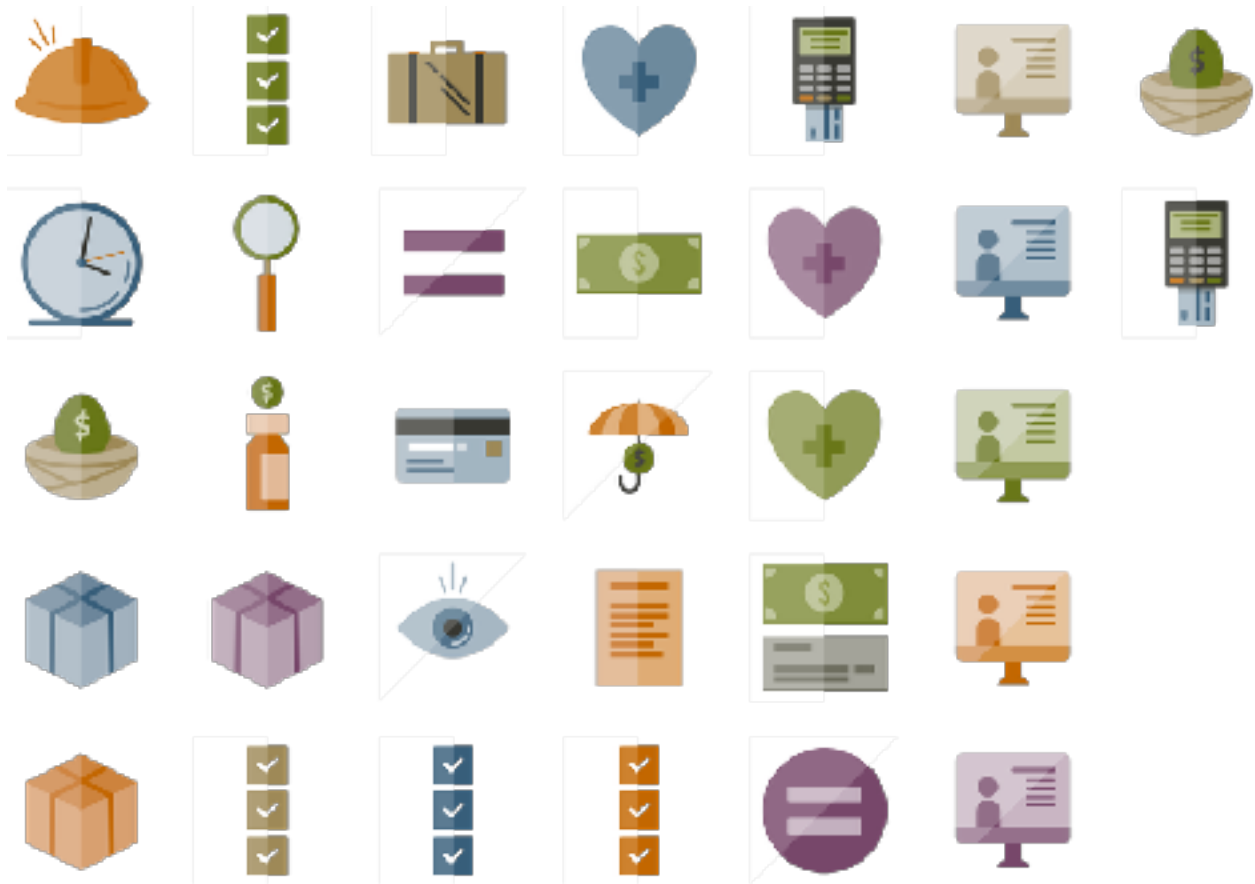
- Annual online activity in which participants create a letter or number every day until A-Z and 0-9 have been completed
- Entries below



# ICONOGRAPHY

Online icon resources for PrimePay, LLC

- Tasked with updating visual language to match new branding style and colors



# LOGO DESIGN

Personal - Fictional logo for "toucan"

- Challenged myself to create a logo constricted to a circle
- Settled on a toucan, because of its curved beak and fun colors



Logo for client "Students for Sustainability"

- For on-campus organization with a focus on sustainability
- Features Pittsburgh skyline with a protruding leaf and green color to represent sustainability





Logo for client "Zach Casey Fitness"

- Athletic and personal training brand
- Letters designed to convey a sense of motion



Logo for client "Arnold Painting Services"

- Private house painting company
- Logo featured on business cards, website, and company vehicles

