

Sean Reibling

Product Designer,
Travel fan ✈️



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About Me

Experience

EY Design Studio (Current)

2023-2024

- Worked with Allstate Insurance to redesign their customer and employee digital experiences
- Worked with OLG (Ontario Lottery and Gaming) to document their design system components across 20+ lottery brands
- Worked on various internal web and mobile projects including an AI-powered chatbot, a new studio website, and more

See my resume or LinkedIn
for a full list of my previous
positions and projects

linkedin.com/in/seanreibling
seanreibling.com/about

Four Seasons Hotels & Resorts

2023 (4 Month Contract)

- Assisted with component documentation and updates
- Designing new features for the hotel website and mobile app
- Created visual brand ideation for new company initiatives.

Lassonde School of Engineering

2021-2022

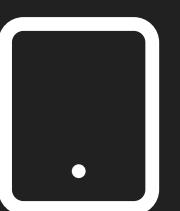
- Created a web interface to search for learning outcomes across the school's new courses
- Redesign the school's online learning platform
- Designed an engineering conference website for CEEA 2023

what I Do



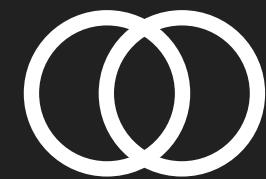
UX Research

I employ design research methodologies to understand UX problems empathetically and from a user-centric perspective.



Interface Design

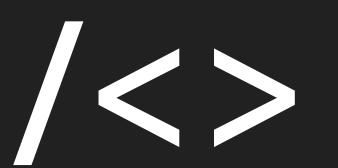
I care deeply about the craft of interface design — creating clean and beautiful UI to promote delightful experiences and interactions for users.



Visual Design

Add text

I come from a traditional design background and have a core understanding of visual and typographic hierarchy, branding, and layout.



Front-End Dev

I speak the same language as developers. I know HTML, CSS, and basic-level JS and have helped code various websites (including my portfolio).

My Values

Simplicity

My style is minimalist. I strive to create intuitive interfaces by decluttering pages and presenting content methodically. Where appropriate, I take stylistic direction from Apple and Google developer guidelines.

Accessibility

Creating inclusive experiences means designing for a wide range of end users. I am AODA certified, and aim to incorporate web accessibility best practices into the foundation of every project.

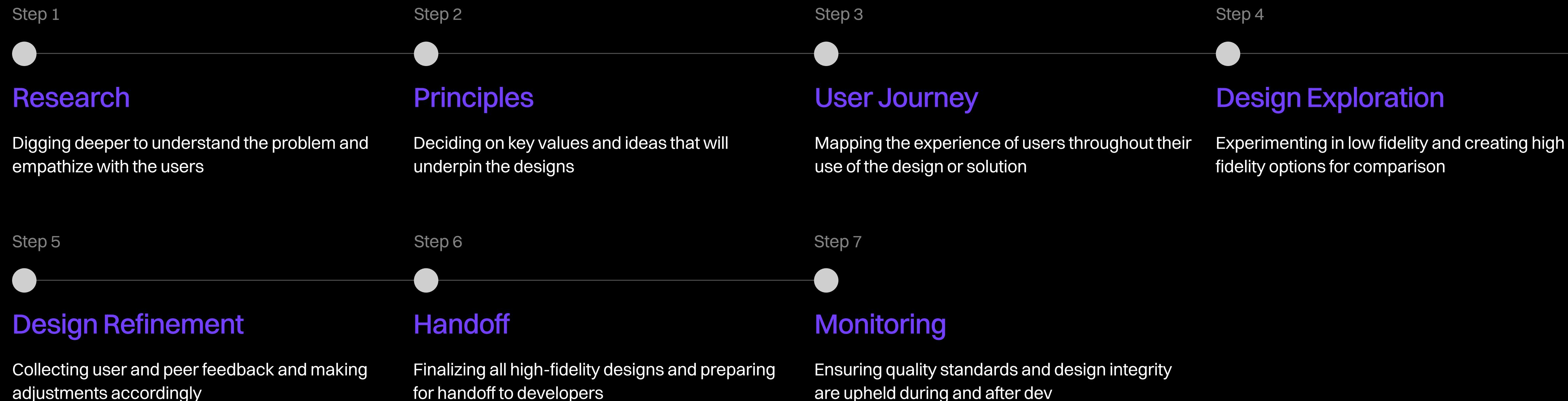
Scalability

Flexible design systems are central to my work. This means systems that are designed to scale over time, and interfaces that look beautiful and function equally on every device size.

Integrity

Most critically, I design products that are ethical; interfaces that treat users with autonomy and respect. My goal is to design truly useful experiences that add value to people's lives and their communities.

How I Work

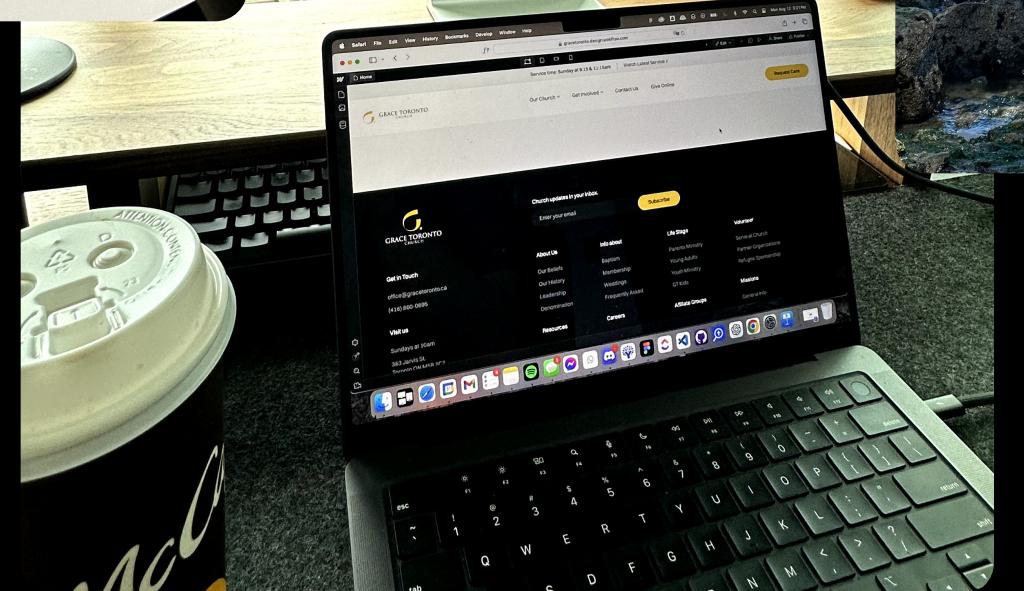


Outside of work...

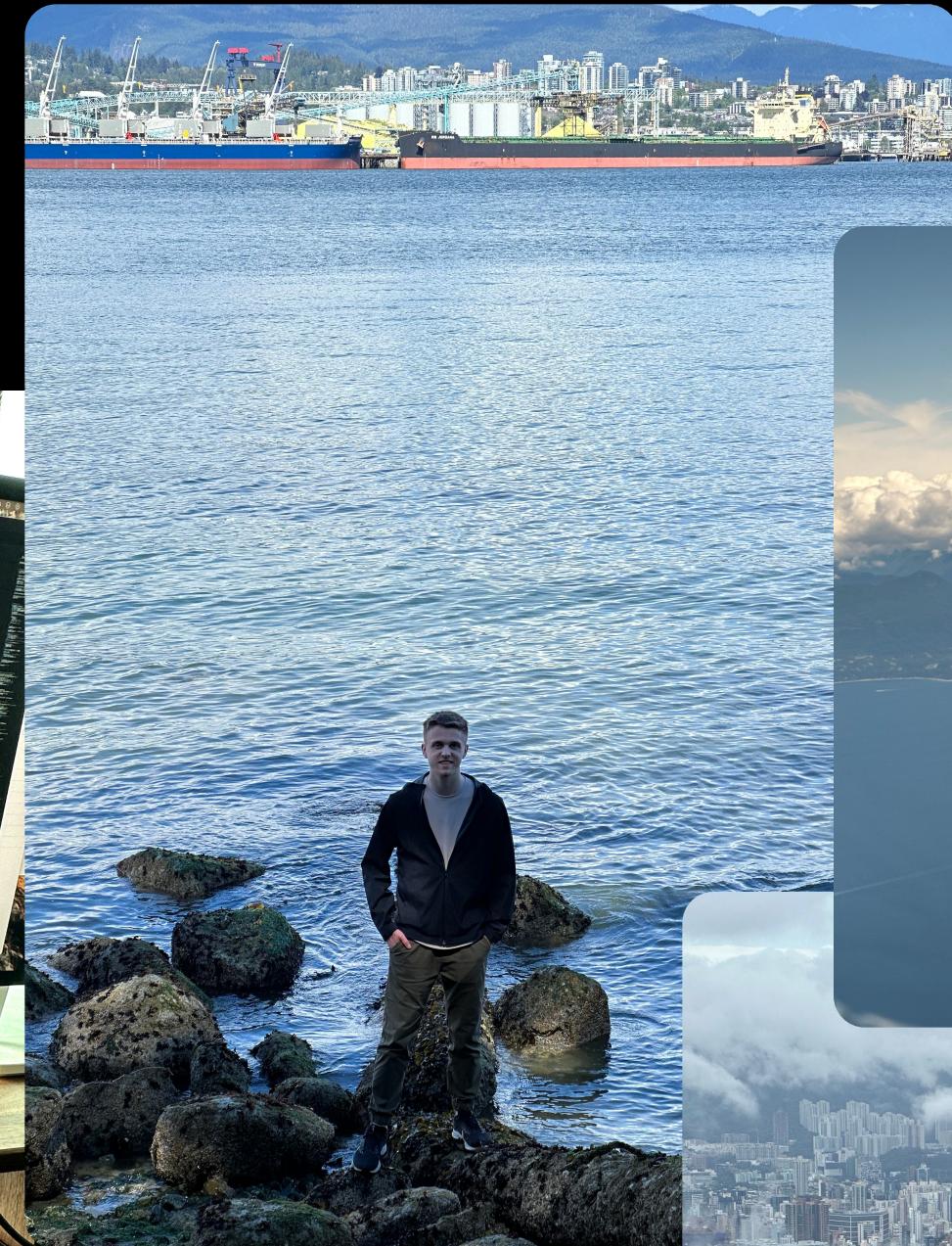
Collecting design books



Learning guitar



Coding on the side

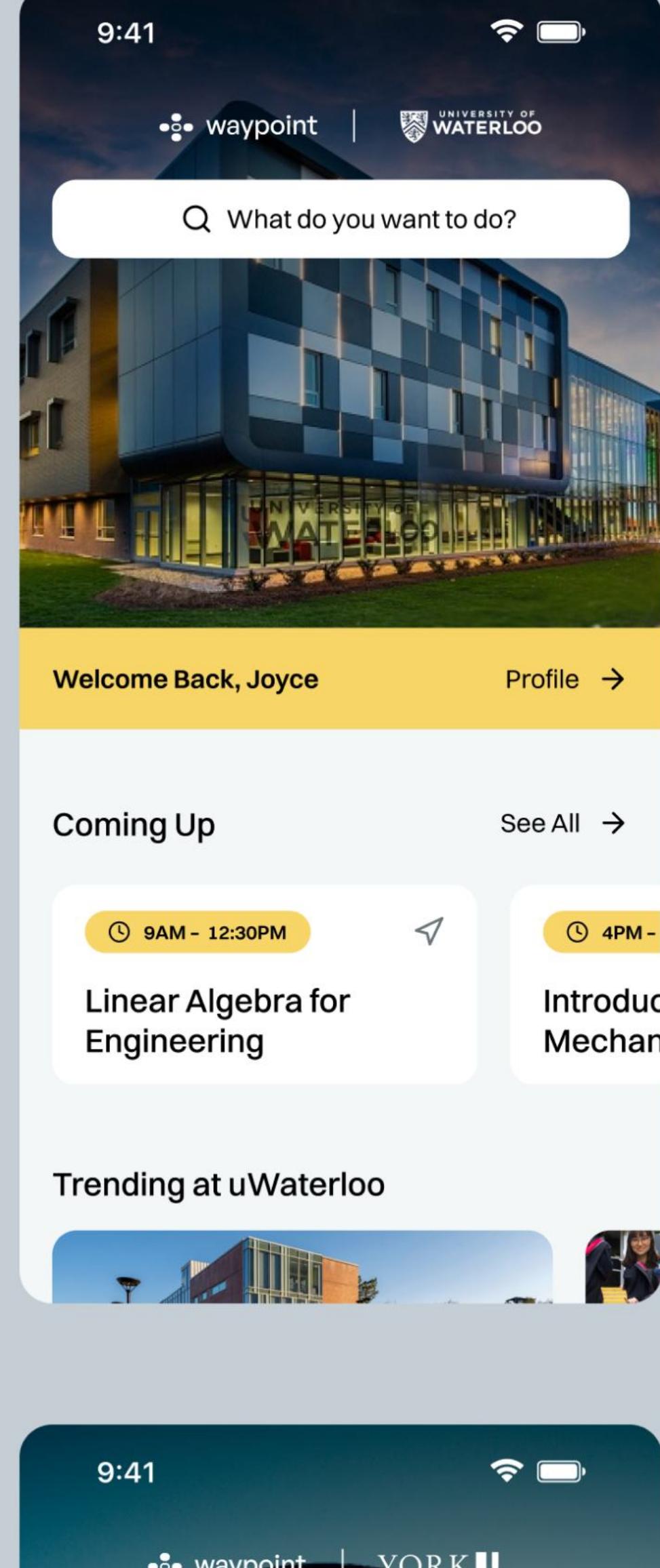
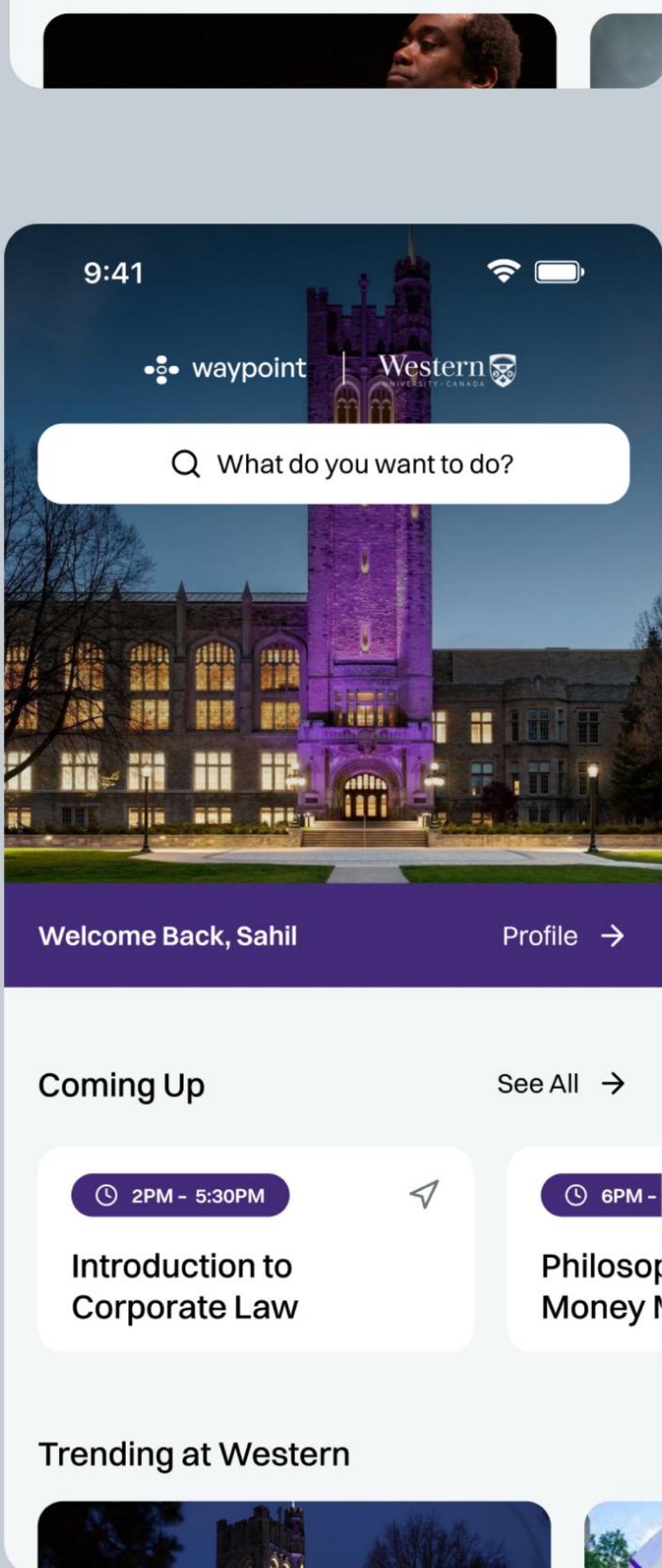


Travelling

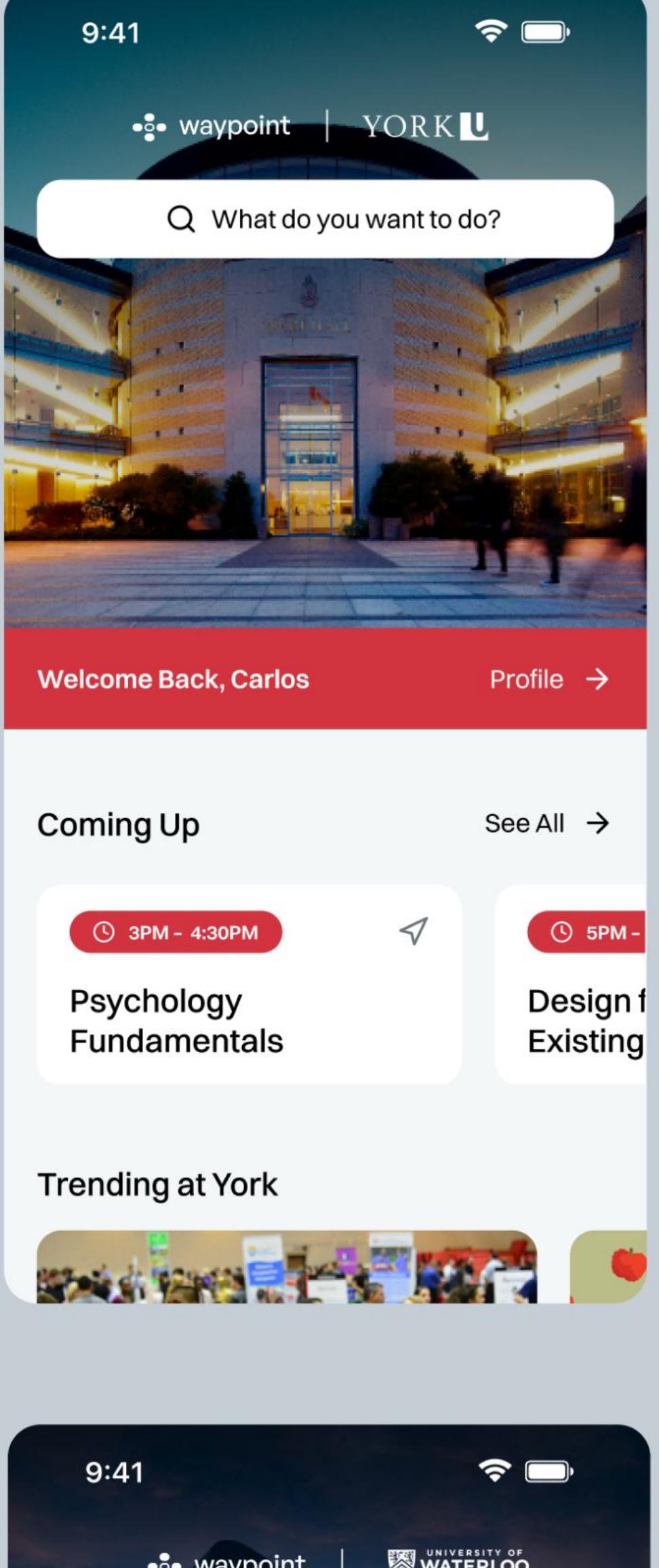
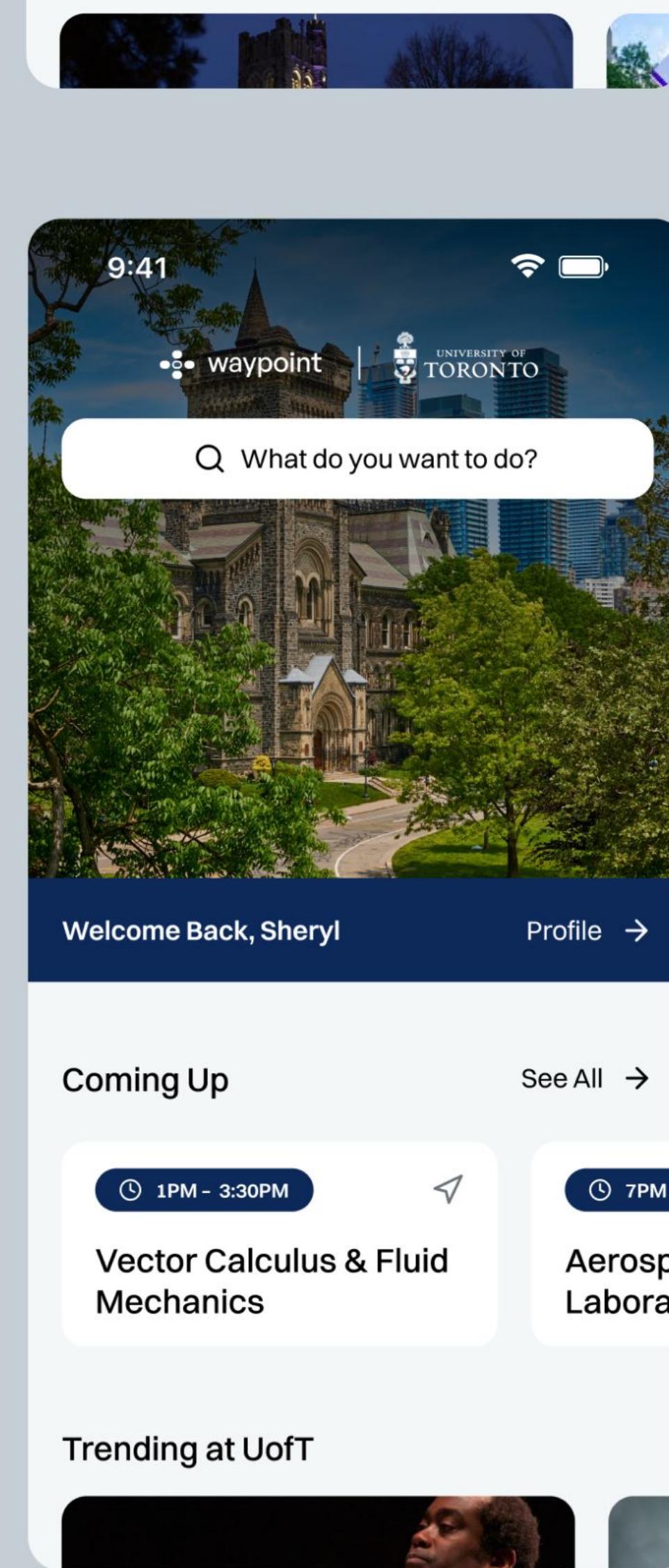


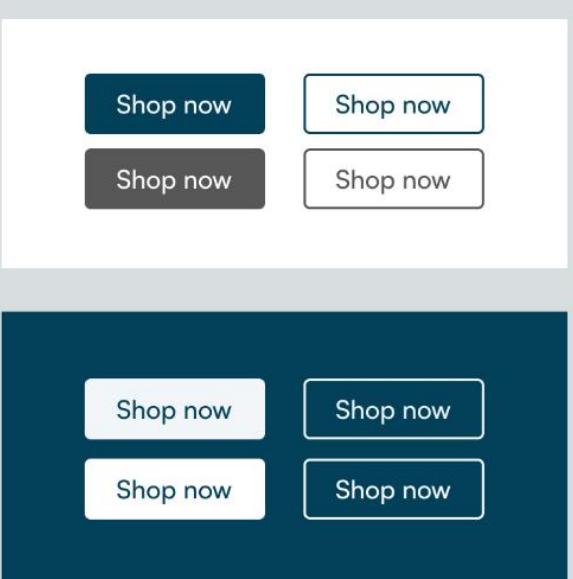
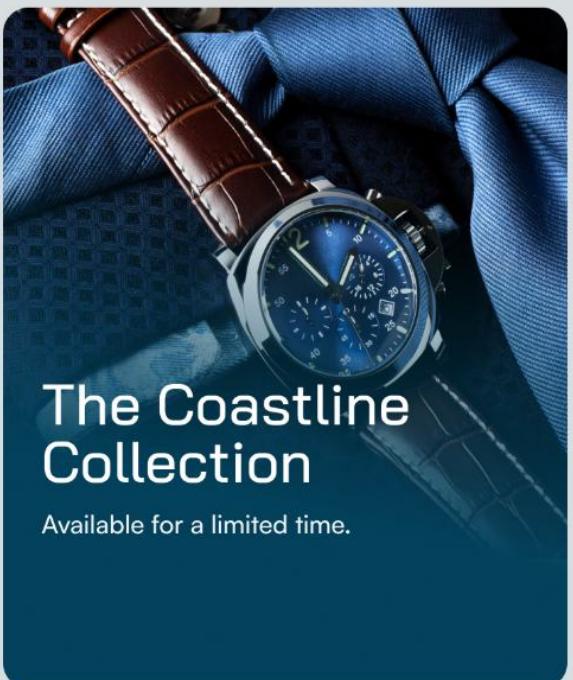
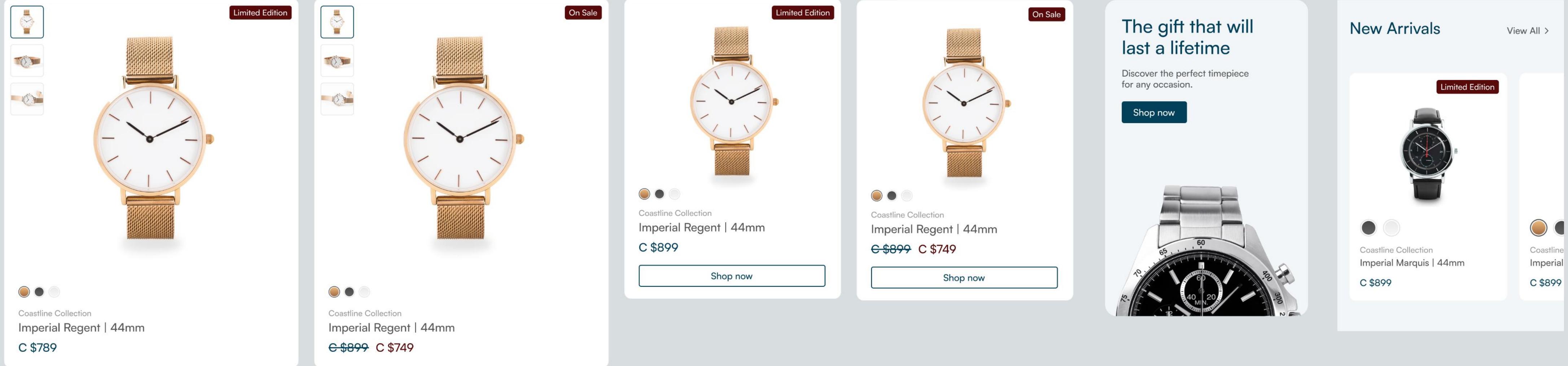
UI Samples

Trending at UofT



Trending at Western





CA / EN

ATLANTIC WATCH CO.

Coastline Collection NEW Womens Mens Popular Gifts Our Company Shop now

ATLANTIC WATCH CO.

Stay in the know

Sign up for our email list to stay updated on new product releases, sales, and limited edition items.

Subscribe

Collections	Shop Now	Orders & Customers	Company
Classic	Mens Watches	Order Status	Our Company
Platinum	Womens Watches	Warranty	History
Coastline	Handbags	Repairs	Philosophy
Moderne	Briefcases	Refunds & Exchanges	Imperial Foundation
Sunset	Wallets	Support & FAQ	Careers
	Accessories	Gift Cards	
	Gifts		

Social Media:

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Main Tool

CLO List

Graduate Attributes

Course Find & Filter

Search Courses



All Faculties

All Departments

All Programs

Filter by CEAB Graduate Attributes

4 SELECTED

- 1. Knowledge Base for Engineering
- 2. Problem Analysis
- 3. Investigation
- 4. Design
- 5. Use Engineering Tools
- 6. Individual & Team Work
- 7. Communication Skills
- 8. Professionalism
- 9. Impact of Engineering on Society & Environment
- 10. Ethics & Equity
- 11. Economics & Project Management
- 12. Life-Long Learning

Filter by CEAB GA Indicator Codes



Displaying 124 Courses

Card View

List View

Search or enter website name

moduhaus

Haus Classic Haus Premium Extensions Accessories Account Order Now

Customize your Haus

\$1000 /mo + taxes & fees

Select your House

Choose your subscription plan

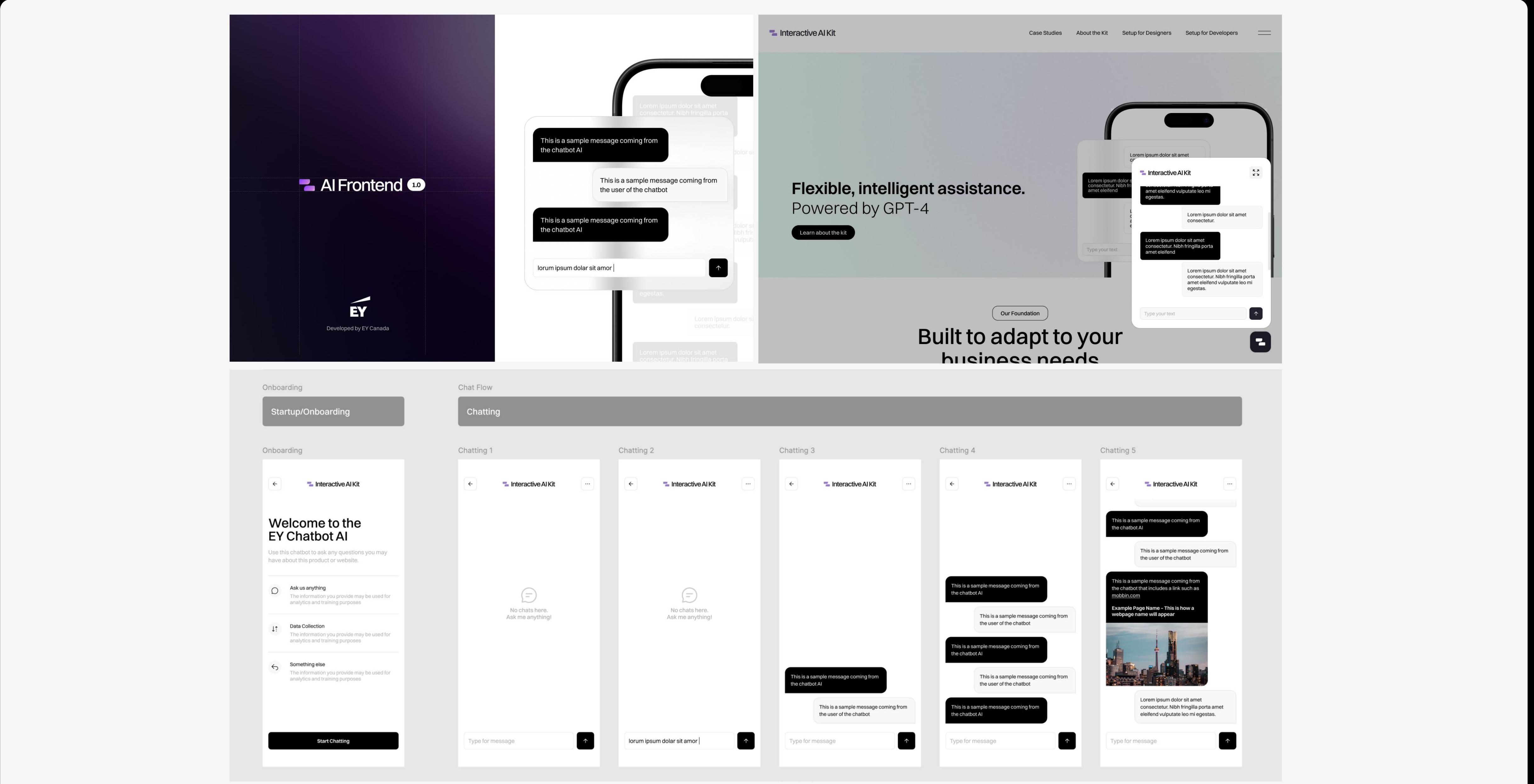
Budget Shanty
Basic shelter at an affordable price.
\$600 /mo
+ taxes & fees

Standard Shack
All the essentials for a functional living space.
\$1000 /mo
+ taxes & fees

Upgraded Shack
More room for everything you love to do.
\$1850 /mo
+ taxes & fees

Premium Home
Our largest and most customizable floorplan.
\$3950 /mo
+ taxes & fees

Specifications: Standard Shack

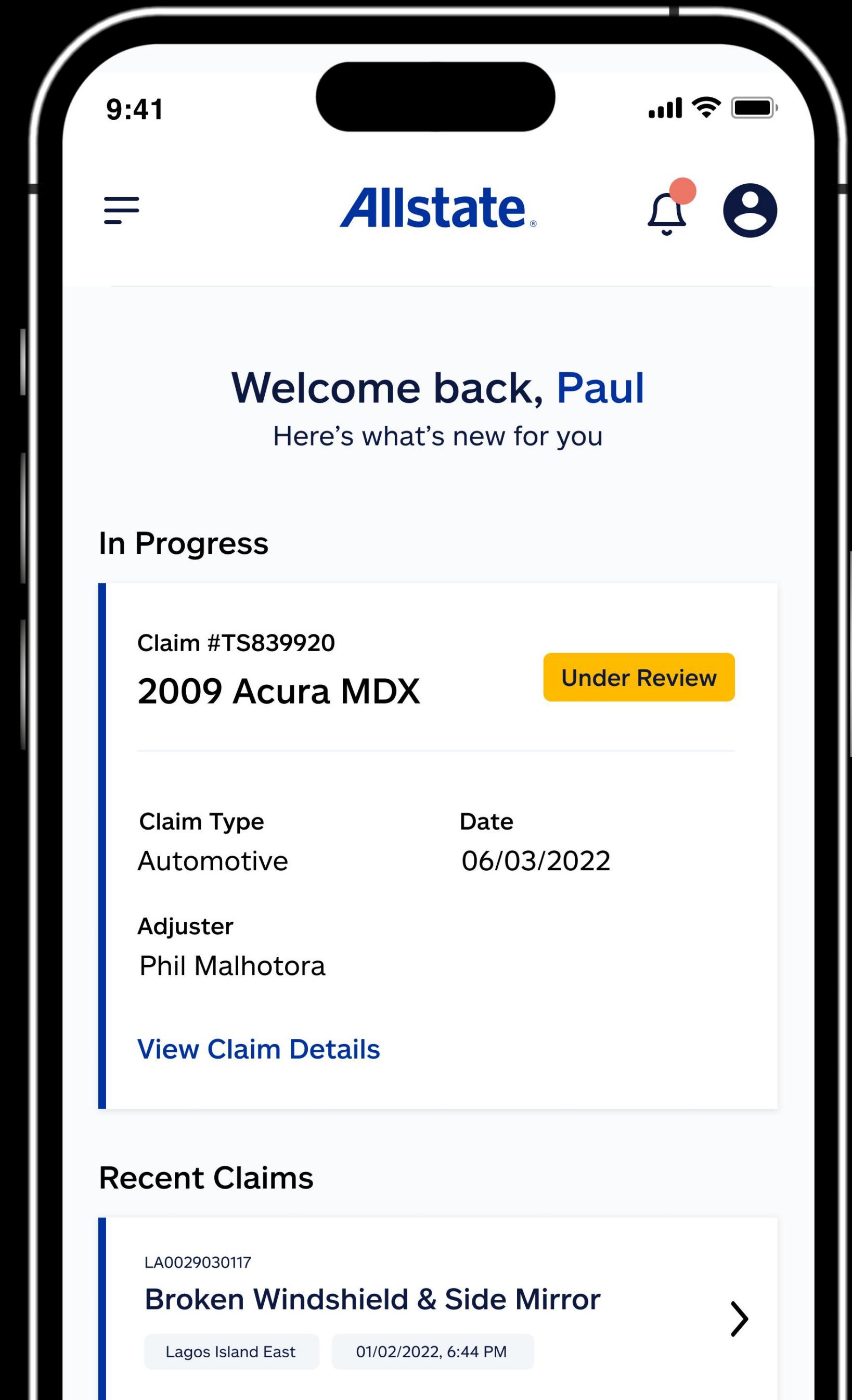


Case Studies

Allstate Insurance Mobile App

Case Study 1

My Role
Junior Designer



01

Background

Project Context

Key Teams

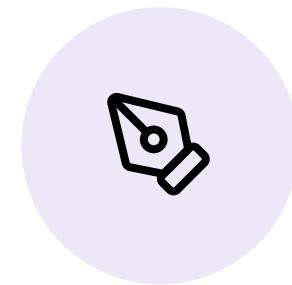
Overview

Allstate Insurance approached my studio to collaborate on a new mobile app, desktop employee interface, and broker experience.

This case study touches on the consumer mobile app only.

Key Teams

3 core groups contributed to this project.



UI/UX Team

This team consisted of 4 designers responsible for all user research and experience components of the project, including the discovery, ideation, personas, IA, and more. This team also created the visual interface/UI in consort with the Allstate team.



Insurance Consultants

Our UI/UX team worked closely with adjacent consulting divisions at EY with personal who were more familiar with the insurance landscape as well as competitor mobile app experiences.



Allstate Management

We worked with Allstate leadership throughout every step of the project as we conducted user research, developed IA, prototypes, and the final design deliverables.

02

The Problem

Original problem

Research

The Goals

The Problem

Allstate customers are not using the mobile app to submit claims at the site of an automobile accident. In addition, the interface looks outdated and is not in line with the updated Allstate brand.

Details

Allstate Insurance was looking to overhaul the mobile claims submission process for customers in automobile accidents. Before working with us, they found that only around **half of users began a mobile claim**, and a further percentage **abandoned their claim** part-way through the process.

Research

How do customers feel about the current mobile claims experience?

Do they know about it? What is their experience with the process like?



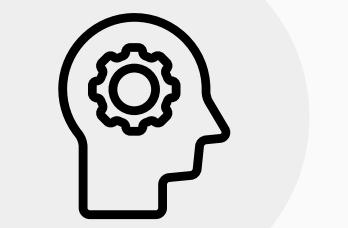
Lack of awareness

Users were unaware that a claims process was available in the app



Hesitation or Uncertainty

Users had presumptions about how complicated the process would be



Information Overload

Users who began the claims process felt overwhelmed with the amount of information presented to them

The Goals

How can we envision a future state for Allstate that increases visibility and usage of the mobile claims process while reducing the abandonment rate?

1

Increase Mobile Claim Submissions

2

Decrease Mobile Claim Abandonment Rate

03

Solution

Proposed Solution

Design Principles

Key Solution Elements

Claims Journey Map

Proposed Solution

Design a new mobile claims experience that is more intuitive, less overwhelming, and quick to complete at the site of the accident

How to Achieve

1

Make better use of progressive disclosure to reduce cognitive overload

2

Add features that make the input process faster and more automated

3

Update the branding to reflect a more modern and seamless experience

Design Principles

01

Help the customer feel at ease

Our design must promote a sense of calmness and order.

This can be achieved by creating a process that is intuitive, simplified, and visually decluttered.

02

Understand and empathize

Being in an automobile accident can be an incredibly stressful experience.

It is imperative that we understand where the user is coming from and empathize with their experience and emotions.

03

Think beyond existing experiences

To create a truly great customer experience, we must think beyond the traditional understanding of a claims process.

How can we design an experience that is truly proactive?

Key Solution Elements



Dispatch management

Determining whether additional services, such as EMS or towing, are required at the site of the accident.



Claim Submission

Step-by-step guidance through the core claims process at the site of the accident. Submitted on-site.



Service Options

Recommendations for nearby auto service and repair facilities as well as option to book appointment.

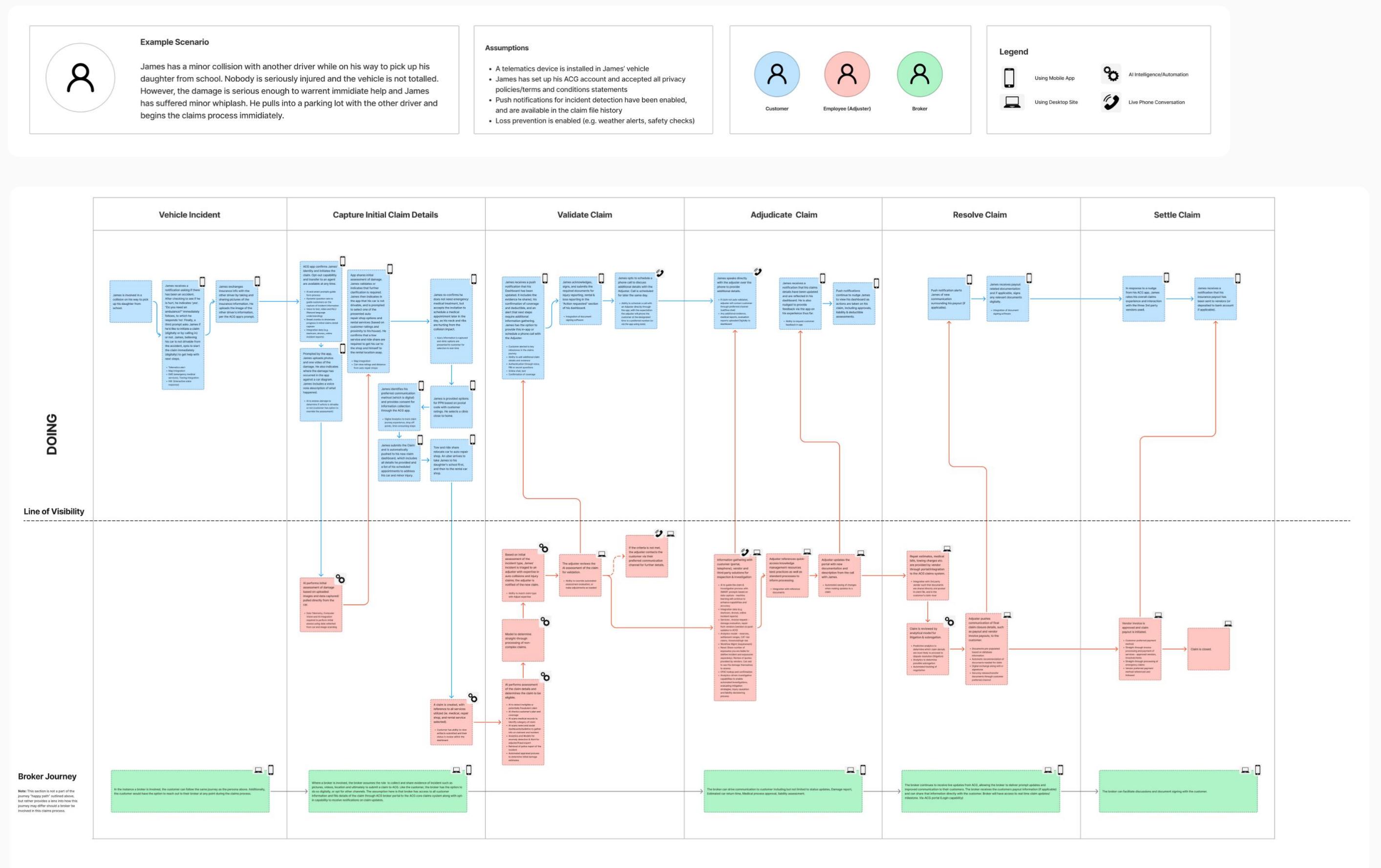


Claim Tracking

A new dashboard for viewing the status of and receiving updates for previously submitted insurance claims.

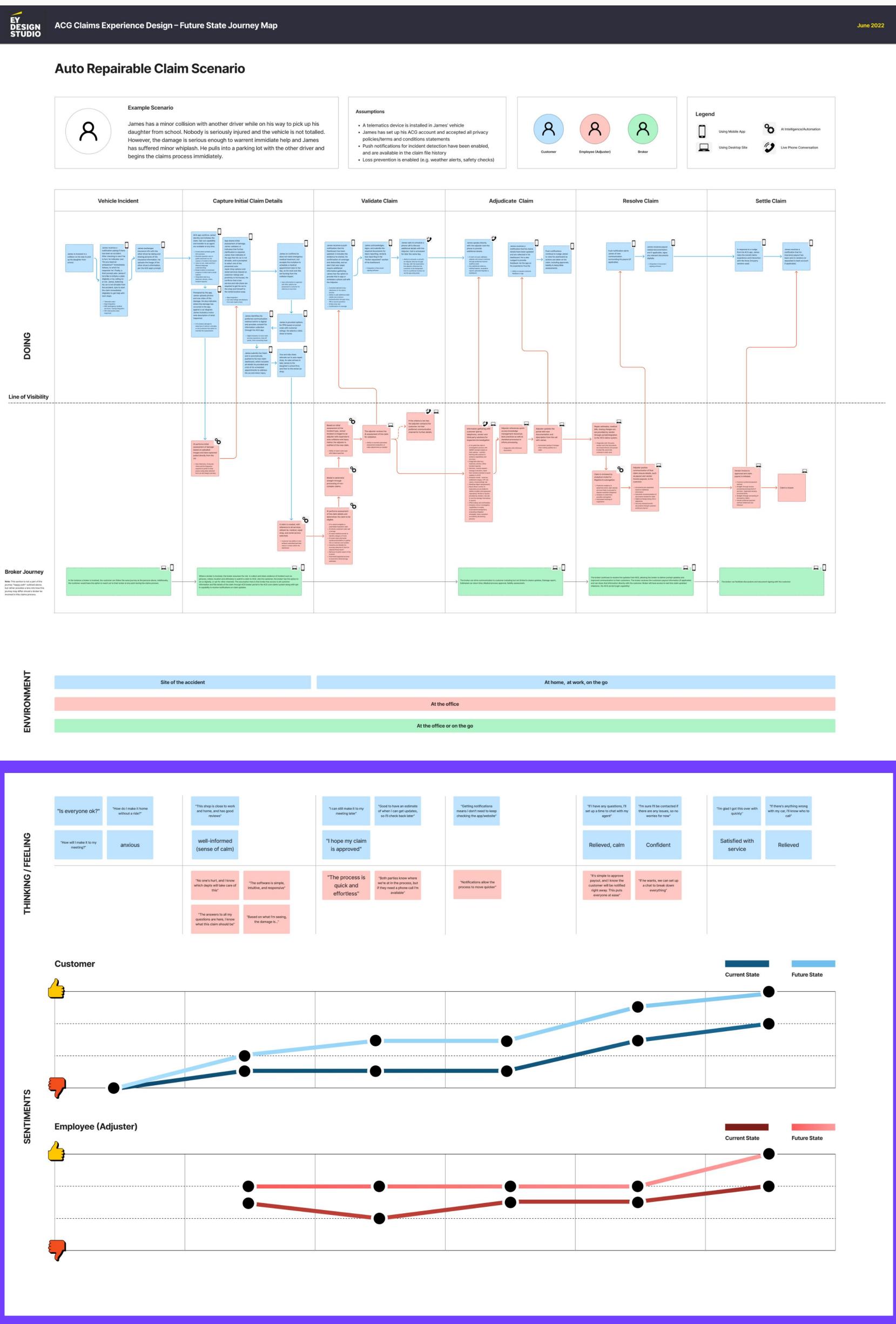
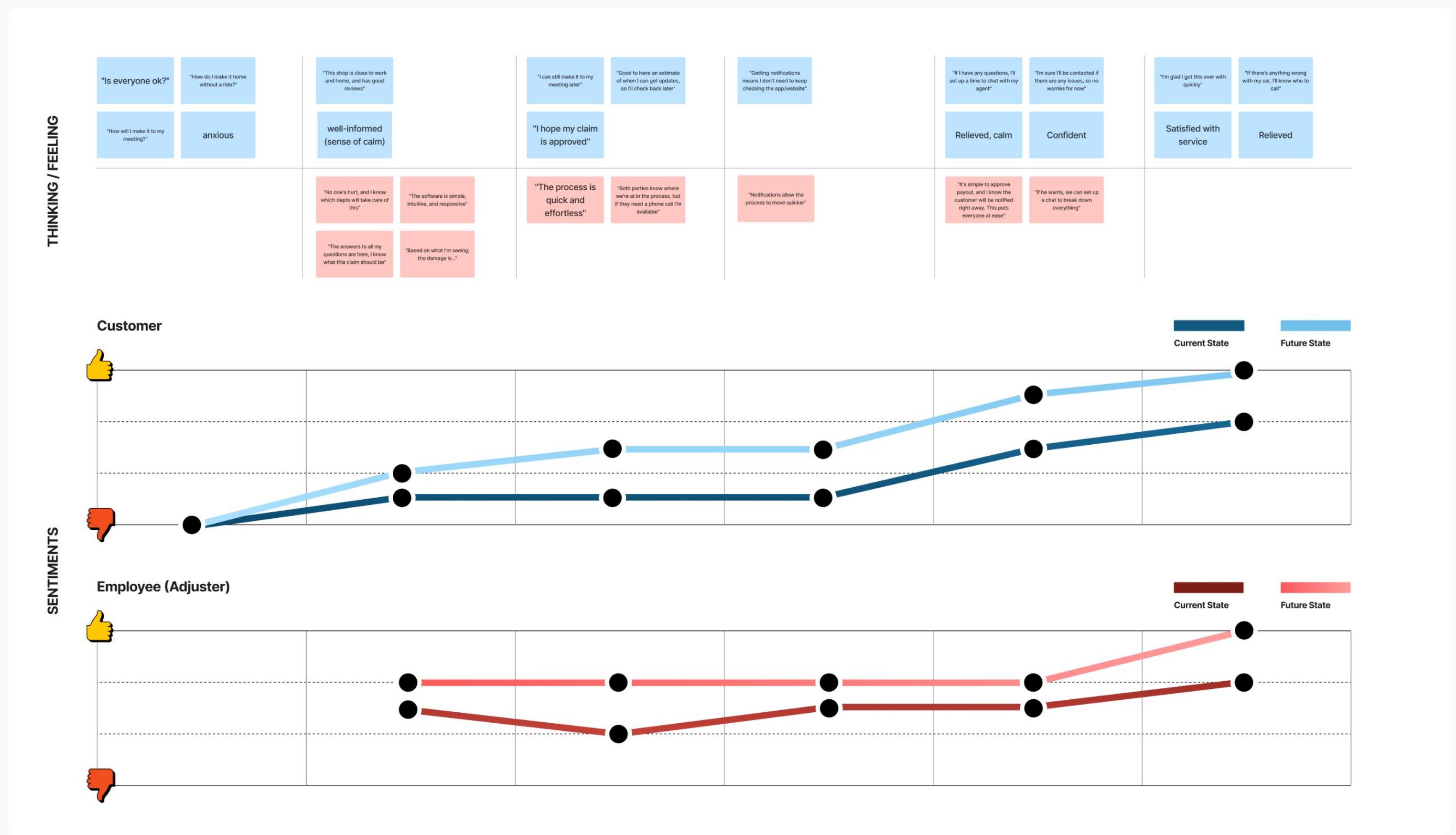
The Claims Journey

What is the customer doing?



The Claims Journey

How is the customer feeling?



04

Design Process

Design Ideation

Low-Fidelity Flows

User Testing

UI Kit Style Guide

Final Designs

Low-Fidelity Flows



User Testing

Contextual/background/habits

• little understanding of insurance prior to purchasing home Renée Xu	“...looked at at least 10 insurance providers..that's where started to understand difficulty in getting insurance, risks, liabilities, etc.” Renée Xu	• has always been an Allstate client, always “seen benefit of having that type of combo insurance” • later got into Home and Car insurance and enjoyed voice call service • finds website slow, so always reverts back to calling Renée Xu	• primary driver roughly 7-8 years ago • claims always through allstate for home/car Renée Xu
• has family, with allstate for a while • considers it a relatively low-cost expense compared to rest of mortgage, but increasing prices might drive future decisions Renée Xu	• uses auto insurance apps, but not for home due to low interaction/ need Renée Xu	• some experience with insurance company • auto, stuck with this insurance since purchasing first car Renée Xu	• price as important factor, university partnerships with insurers (ex. alumni) Renée Xu

Competitors & favourable experiences

• generally values good customer experience e.g. Amazon “good at mitigating issues or risks over phone-- reasonable and quick”, Uber Eats “good at handling delays/ redelivery” Renée Xu	• insurance specific: Statefarm “heard good things” (specifically from landlords) Renée Xu	• Insurer: Trip monitoring app, privacy concerns but offered discount • Provides insights on driving (score, speed, etc) Renée Xu	• ex. Bank wallet app tracking spending:notif when purchase made to be notified immediately of suspicious activities Renée Xu
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Unique claims experience

Situation

• values “great online service experience or product in general” • ex. “PC Financial, whatever can be done on desktop can do on mobile” • but when became simply financial→ more complicated (introduce more notifs, overlapping as user doing day to day transfer) Renée Xu
• “navigation is one of the most critical things” Renée Xu

• values simplicity of login, due to having lots of accounts (2 step verify, simple pw reset process) Renée Xu
• another experience: in-laws house, elusive adjuster, not hands-on, slow • calling receptionist, took too long to find case, found delivery too long • assigned ACG adjuster to give updates and asked for pictures → + insights on what could be covered • allstate pushed to take Renée Xu

Strengths

• fender bender with a raccoon at night → 17 year client • called agent right away, annoyed that agent wasn't in service/inactive • had to google 1800 number → connected with office unfamiliar with claim, becoming length • agent then connected with claim specialist/ adjuster → receives link through SMS to submit pics (issues with submitting) • prefers email, but new service to send photos through SMS made “things more complex” Renée Xu
• process generally straight-forward w/ making calls and answering adjuster Renée Xu

• “relatively expedited”, no long waiting period for evaluation, but would have preferred 1-day turnaround Renée Xu
• Acknowledging concern and customer perspective Renée Xu

Challenges/bottlenecks

• wanted to have more insights into “how long this all could possibly take” • breadcrumbs showing progress, “better timing awareness through stage of journey” (to keep tenants updated and reduce stress) Renée Xu
• loss of trust due to data breach with spam and unauth charges, lengthy process to get back • “seems like they didn't know what was going on with online” Renée Xu
• Transparency (i.e. using scientific fact to explain damage eval vs. “I reviewed with my team” Renée Xu
• Lengthy turnaround/ delivery time Renée Xu
• was referred to a clinic that was closed, preferred going to one she knows Renée Xu

Improving insurance claims process

Improving claims process efficiency

Desire for automated processes with notifications for a smoother experience.

Frustration with delays in reaching agents and adjusters.

Preference for online forms with callback features for quicker responses.

Enhancing online customer experience

Customers seek a more proactive and transparent online experience similar to Uber Eats notifications.

Request for a claims status portal for updates and ETA of responses.

Concerns about the impersonal nature of websites and the need for real-time support.

Importance of transparency and communication

Customers value transparency in the claims process and want more awareness of the process.

Desire for greater transparency in provider selection and quality control.

Need for a more straightforward and timely claims process.

Customer preferences and habits

Customers prefer email communication for documentation purposes.

Some customers revert to phone calls due to poor online experiences.

Importance of simplicity in login processes and navigation for better user experience.

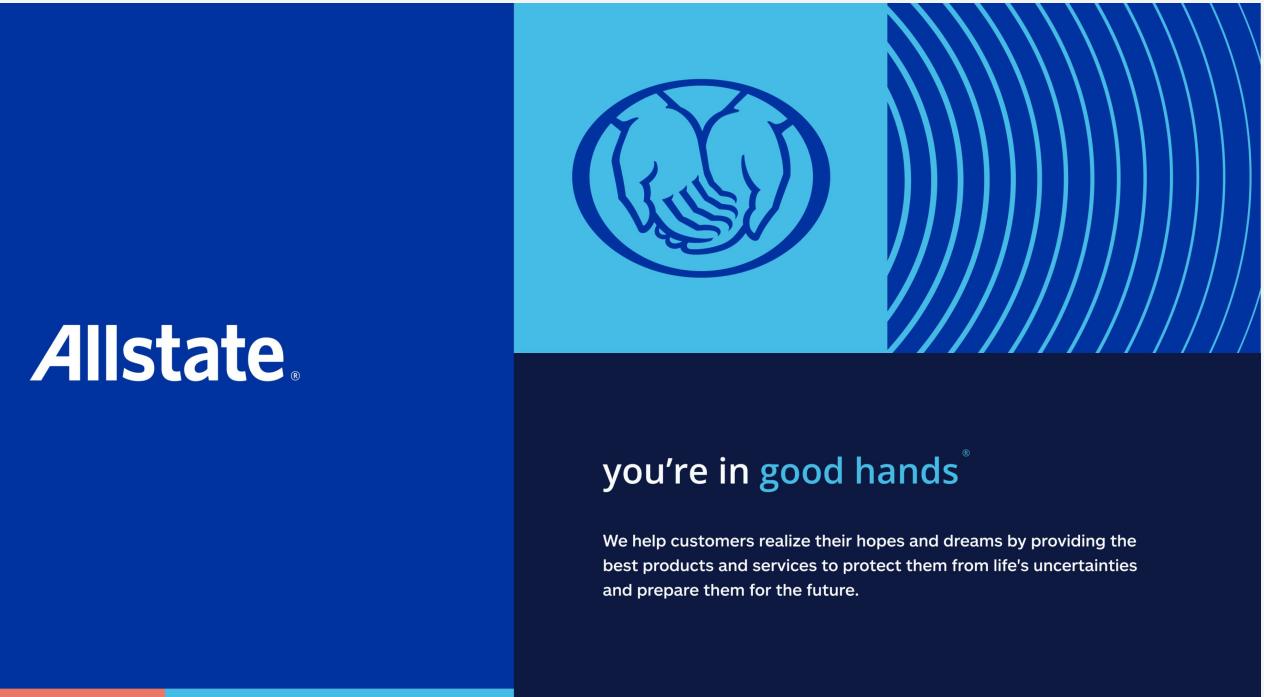
Unique claims experiences

Varied experiences with insurance providers and claims processes.

Challenges and bottlenecks faced during the claims process, including delays and difficulties in communication.

Unique insights into customer perspectives and preferences based on individual experiences.

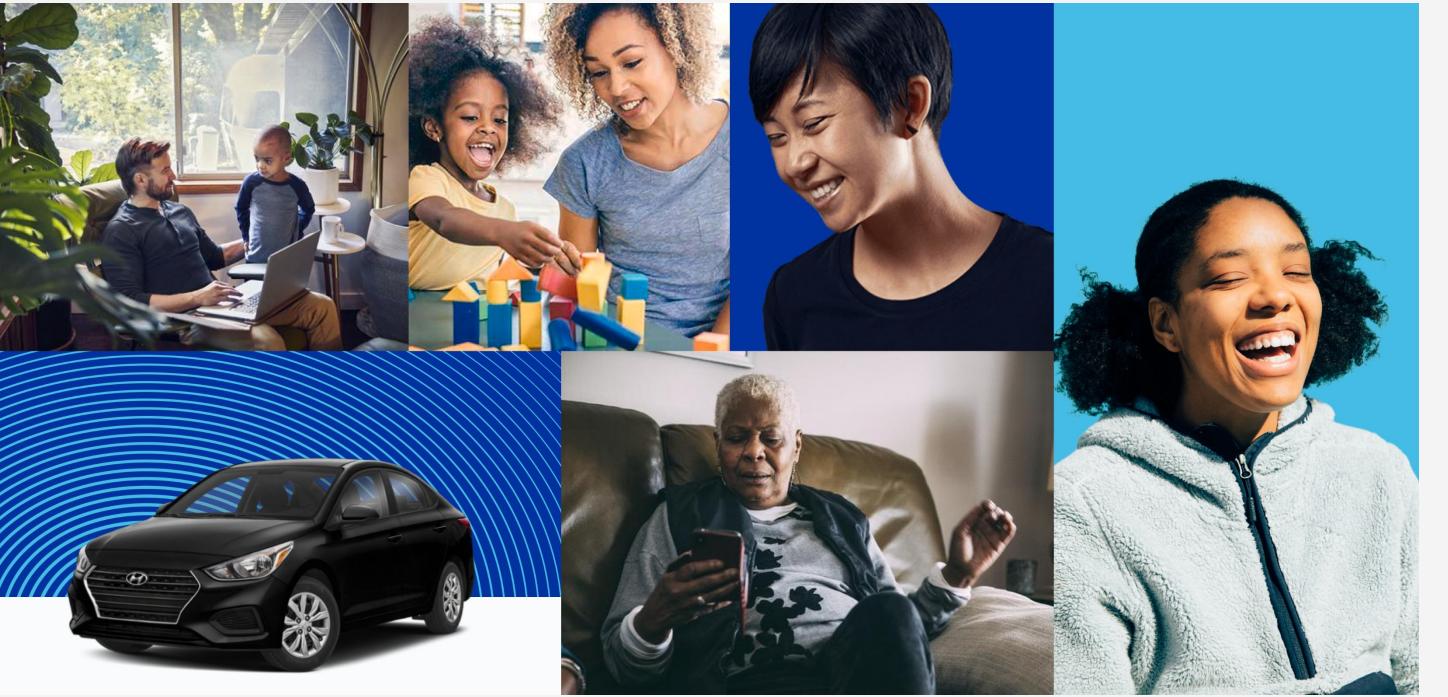
UI Kit Style Guide



our brand

The wordmark has a contemporary feel, adopting more geometric characters inspired by our Beacon logo. The characters are bold while feeling more approachable and friendly. The typeface in our watermark is always set in one flat color. It should include the 'A' symbol in the lower right-hand corner whenever possible. The Allstate Beacon logo watermark helps to inform one part of our distinctive shape language. The angle is 32°.

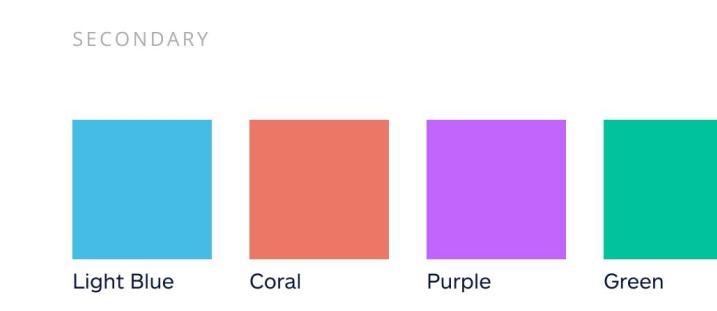
The Allstate Beacon is a symbol for the brand. The new circular hexagon shape was introduced to represent the protective side of Allstate. The Beacon may be decoupled from the logo to put extra emphasis on one brand's core assets, while offering a more flexible icon system. When decoupled from the wordmark, the Beacon can be placed as a sign-off, or in its own dedicated box.



COLOURS



Navy Blue



Light Blue Coral Purple Green Red Yellow

GREYSCALE



ack



Are you injured?

Yes

No

Get Started

Save for Later

View other ways to contact ACG

9:41

9:41

9:41

9:41

← Back

← Back

Save for Later

=

Allstate



We're here to help.

We can assist you through this process and get you on your way.

We'll help with:



Rental Vehicle



Taxi/ride service



Repair Shop

Would you like us to work with
you to file a claim?

(Approx. 5 Min.)

Get Started

Save for Later

View other ways to contact ACG



Claim Details

Step 3 of 4

⌚ Based on our data, is this the correct time and date of the incident? If no, please correct.

Date

04/12/2022

Time

12:00 AM

am



MM-DD-YYYY



We detected you were driving a 2009 Acura MDX. Is this correct? If no, please choose from selection.

Vehicle

2009 Acura MDX

Next Steps

Type of Incident

Collision with another vehicle

Describe the incident (Optional)



Please provide a brief description of what happened, including: Where? What happened? Non vehicle property damage (e.g. parked car, garden wall)

Services

Towing, Rideshare, and Medical Services

Add Service

Witnesses

Easily document incident witnesses

Add Witness

=

Claim #TS839920

2009 Acura MDX

Under Review

Claim #TS839920

2009 Acura MDX

Claim Type

Automotive

Date

06/03/2022

Adjuster

Phil Malhotora



Claim Form Filled

Claim filed on ACG app
September 2, 2022

Service Details Complete

Claim filed on ACG app
September 2, 2022

Documentation

Vehicle Repair Invoice
Rental Vehicle Invoice
[view more](#)

Payment Pending

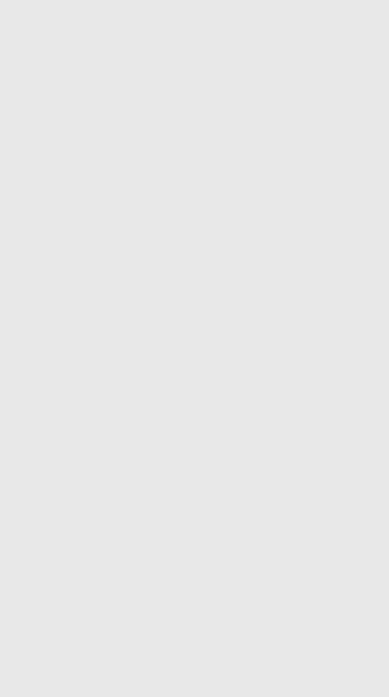
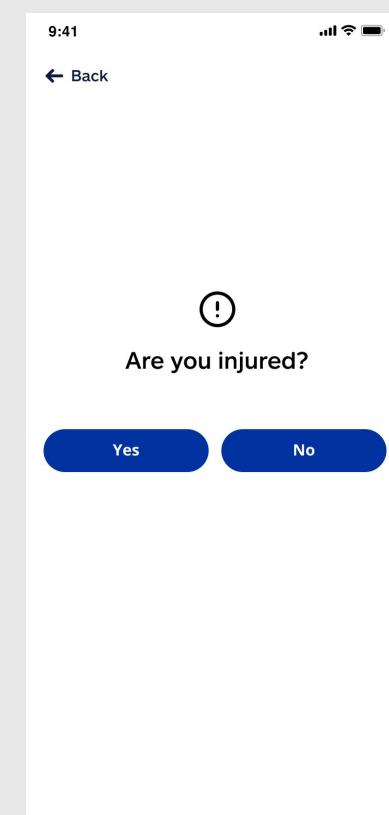
Upload Documents

Dashboard

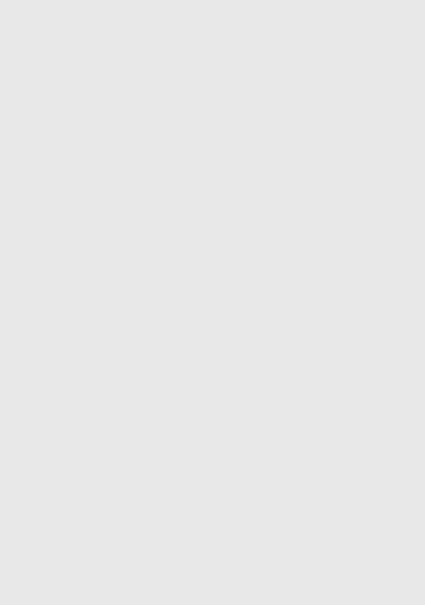
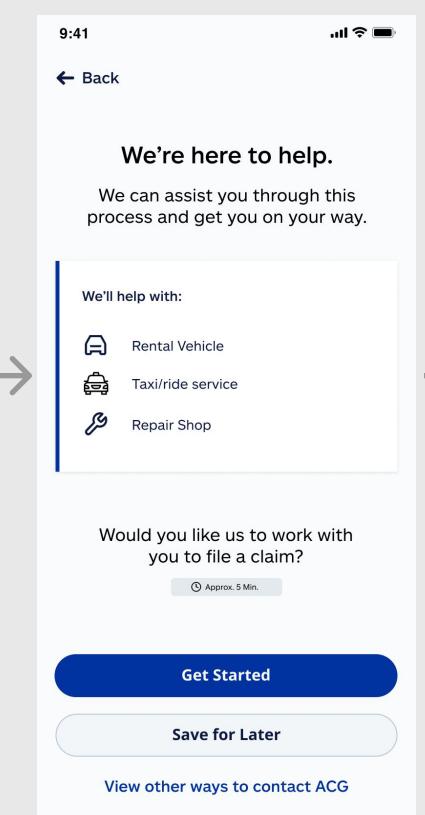
Final Design Output

Key Claims Flow

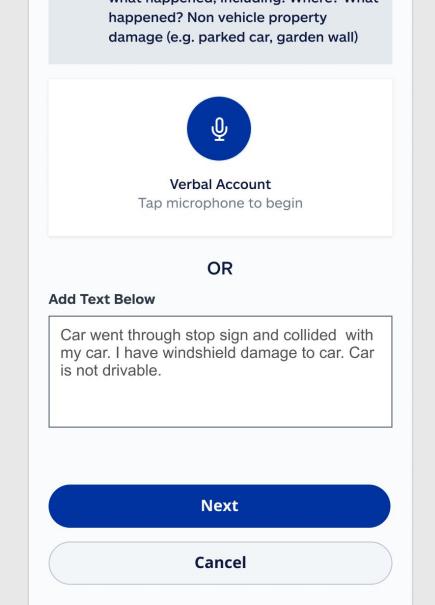
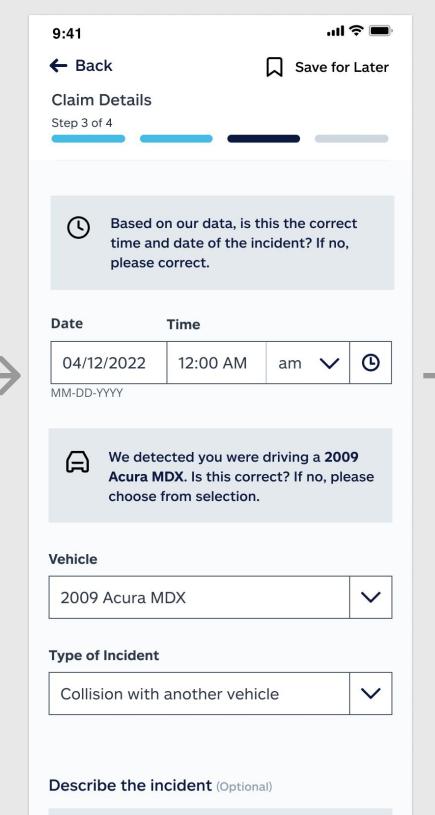
Dispatch Management



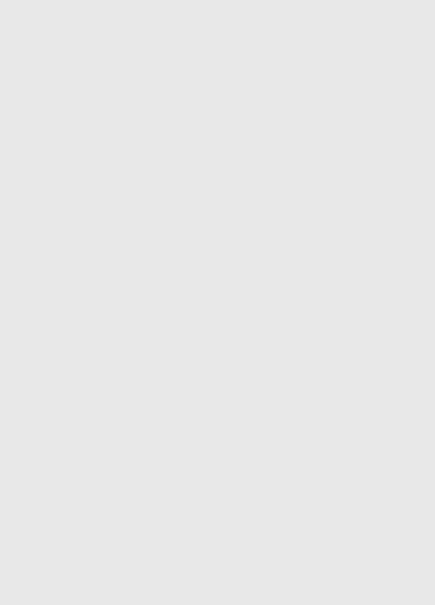
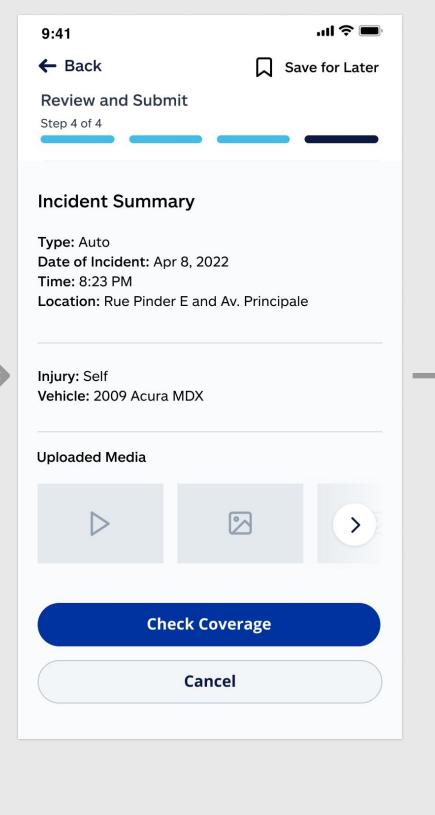
Claim Initiation



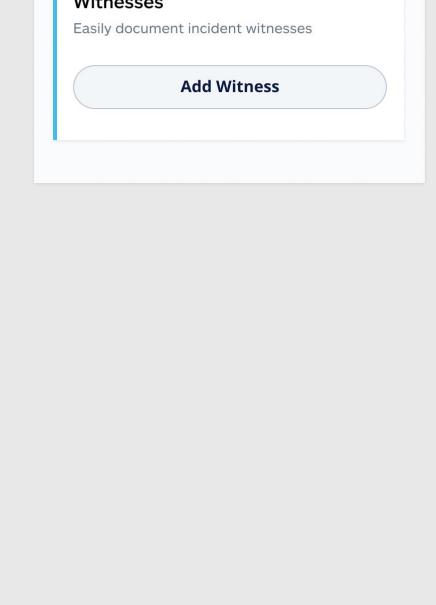
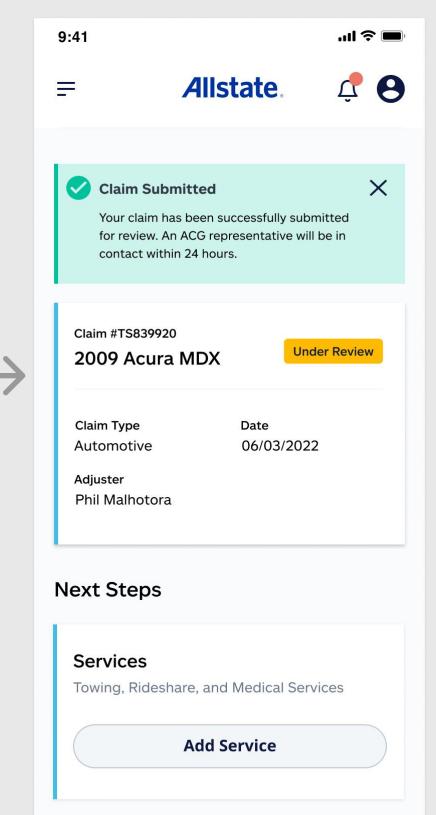
Form-filling experience



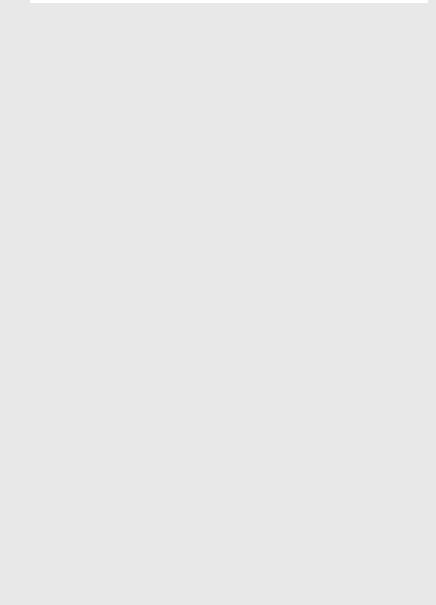
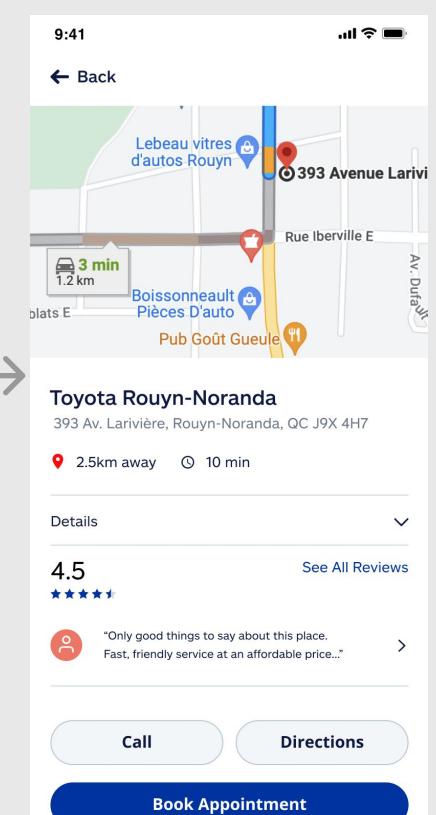
Claim review



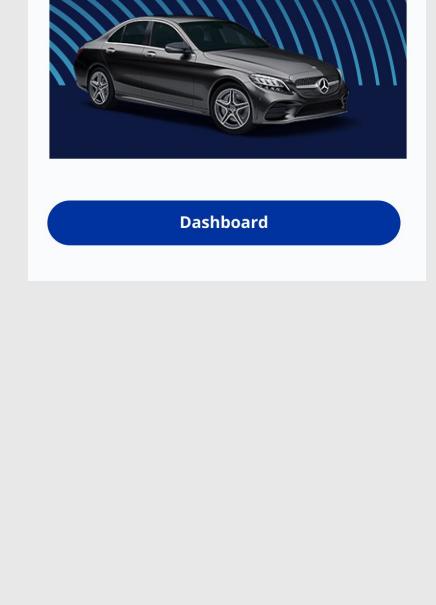
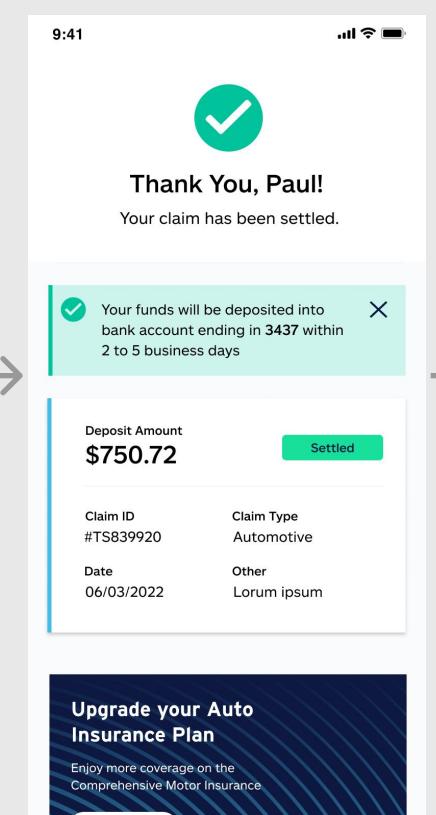
Claim submission



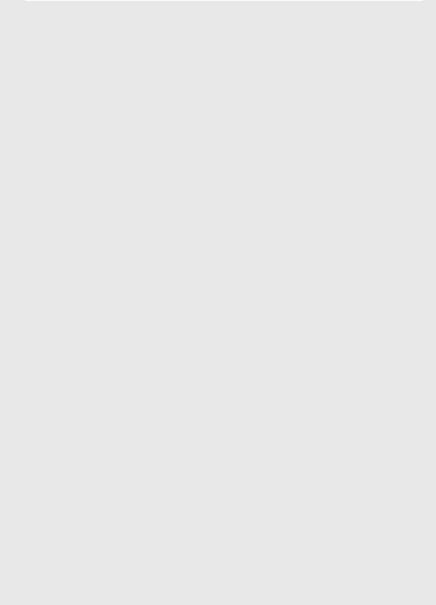
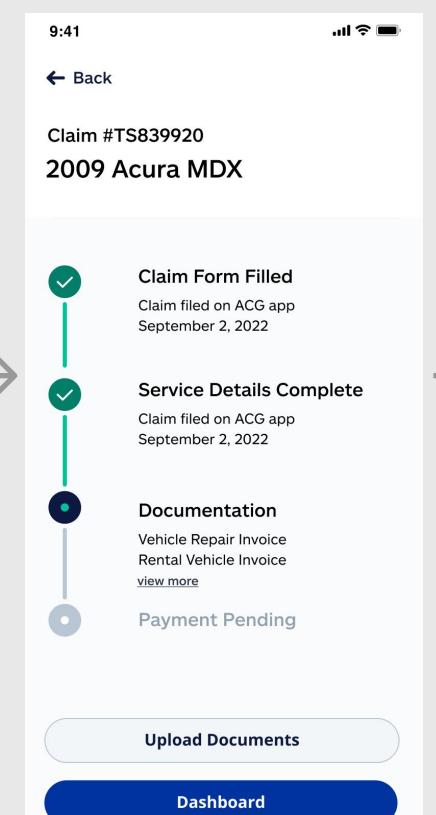
Service Options



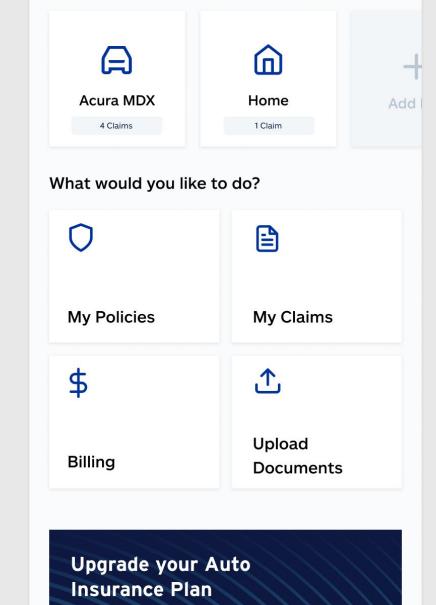
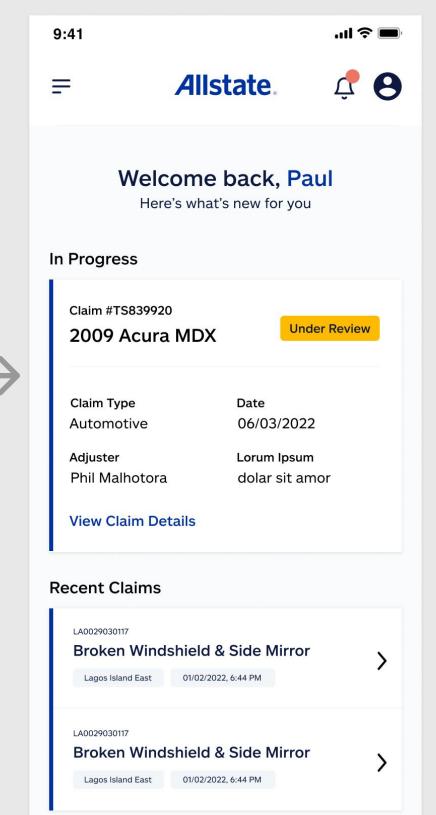
Success Screen



Claim Status



Dashboard



05

Final Phase

Design Handoff

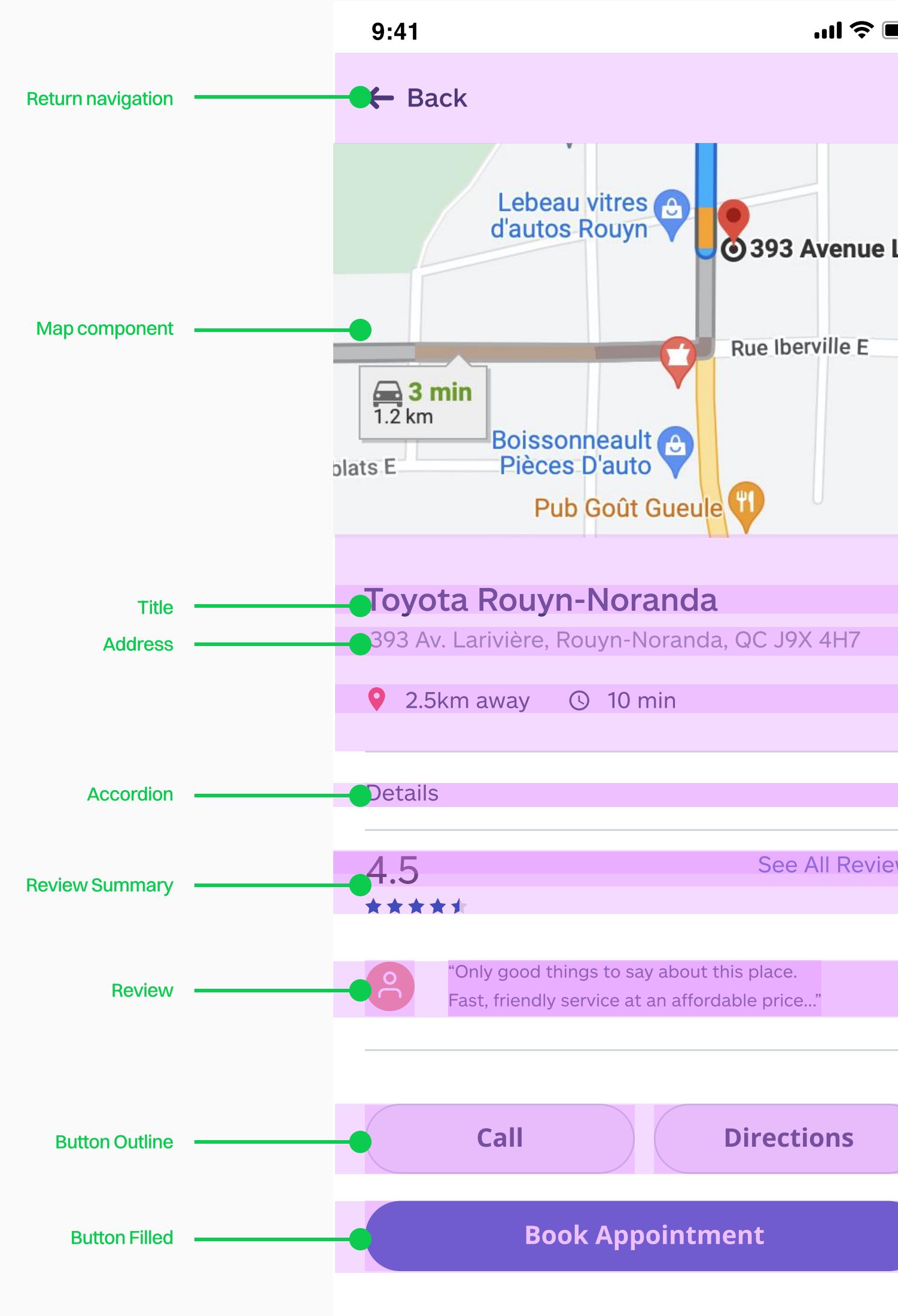
Business Impact

Design Handoff

Working with developers to ensure design component documentation is clear and that design integrity is upheld throughout the development process.

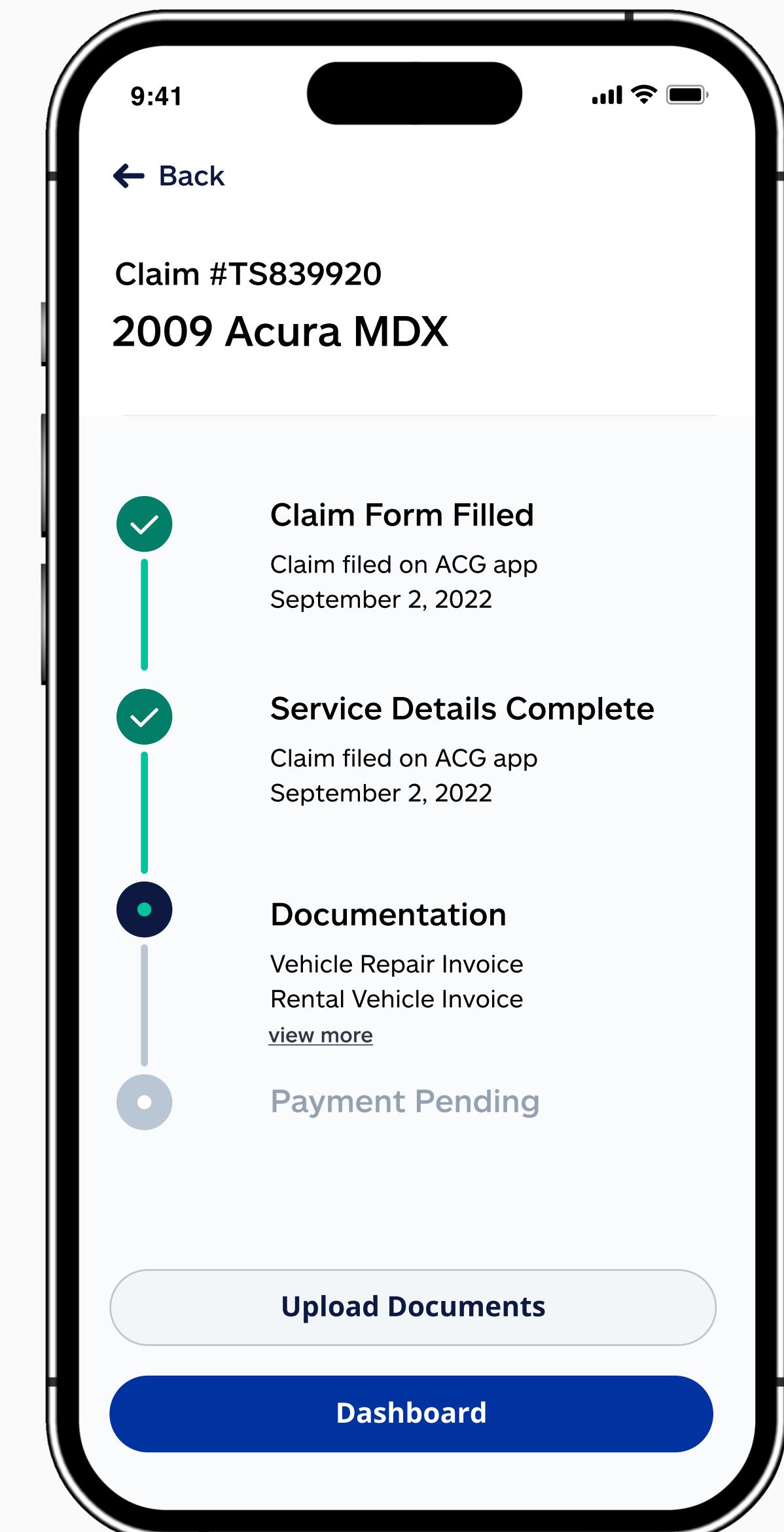
Details

Many of the components for this project were taken from the Allstate US design system, which had been newly redesigned and documented in Figma. However, certain new components were extrapolated from the design system and later added once the project was complete. This process made it easier for developers and future Allstate designers to work with our designs.



Business Impact

Allstate Canada took our vision of the mobile claims experience and used it as a base internally to develop their new digital experience.



DESN 2023 GradEx Website

Case Study 2

My Role
Lead Designer

Thanks for joining us! Check back soon for our recap

 DES_N 23

Graduates

Work

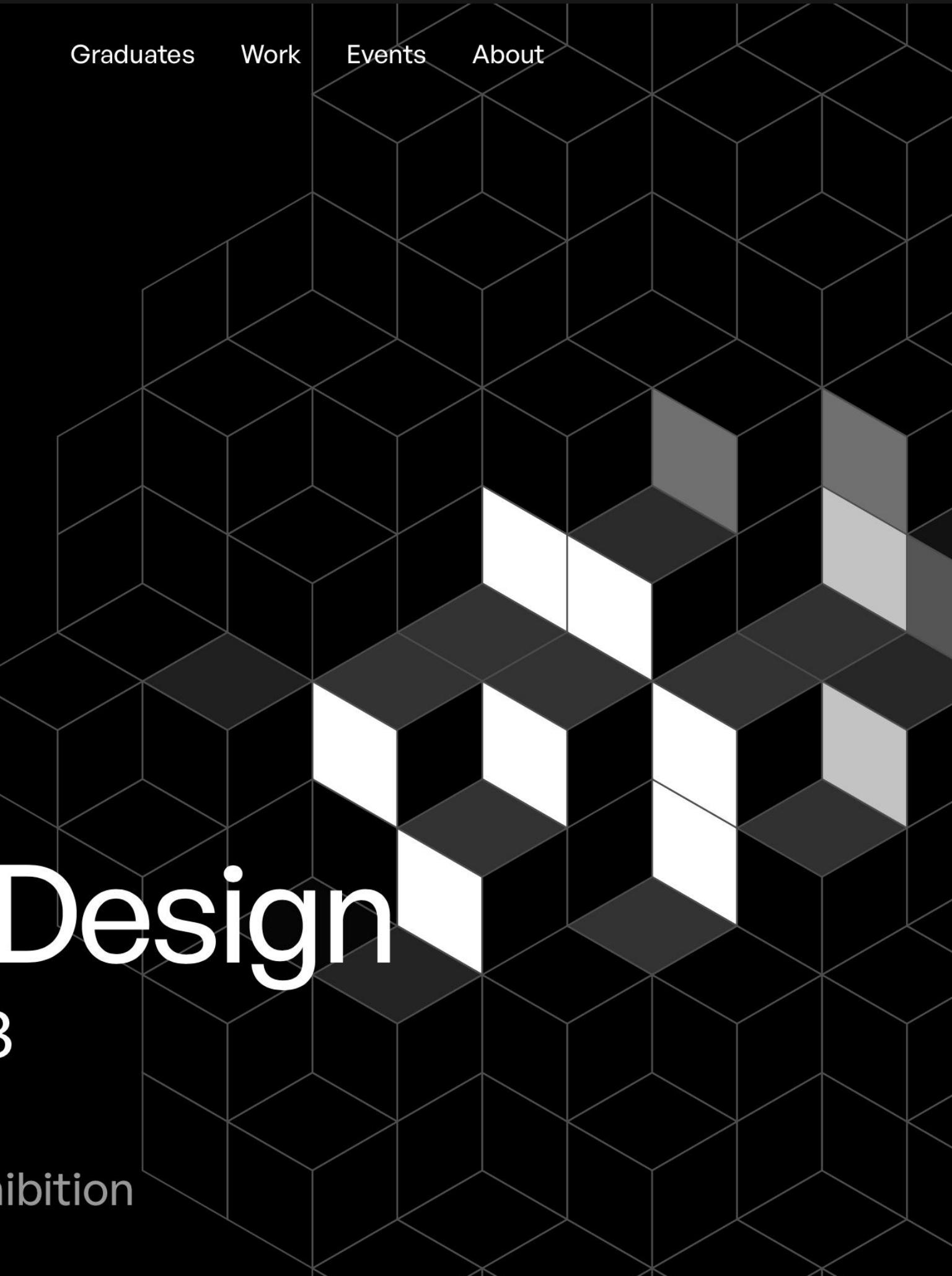
Events

About

YorkU Design

Class of 2023

Inaugural Grad Exhibition



We're ca

01

Background

Overview

Project timeline

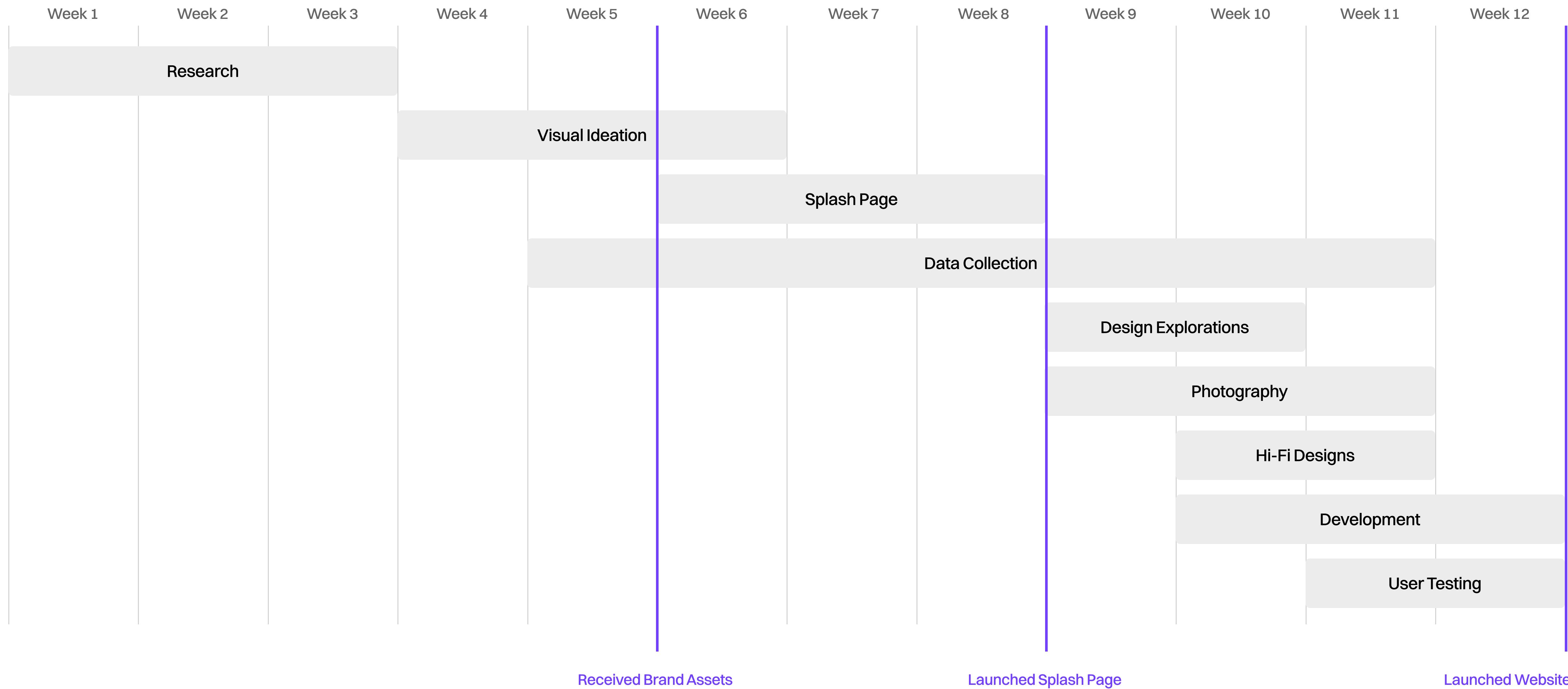
Team structures

Digital roles

Overview

The DESN GradEx is an annual grad show that showcases up-and-coming talent of the graduating design class.

Project Timeline

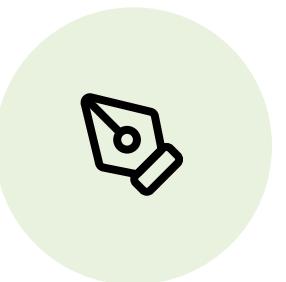


Team Structures



Digital

Responsible for designing and developing the GradEX website and establishing the in-person digital presence of the show.



Creative & Branding

Responsible for designing the exhibit brand identity used in both in-person and digital applications



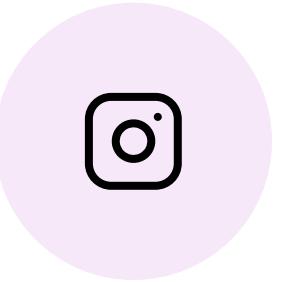
Employee & Recruiter Relations

Responsible for industry outreach and building connections with relevant industry recruiters.



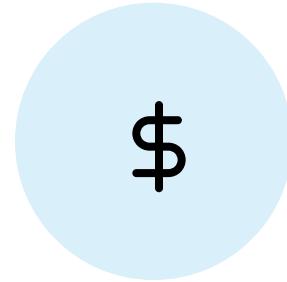
Logistics

Responsible for organizing and maintaining the in-person show, and managing the finances for the show



Marketing

Responsible for promoting the gradEX through various online social media platforms and to garner traction for the show.



Sponsorships & Funding

Responsible for securing sponsorships and donations from relevant businesses

Digital Roles

Core Web Team

Design & Development

Sean Reibling

Project management
UI / UX Design
Frontend Webflow development
Content management
Content validation / QA

Design

Khadija Bari

Project management
UI / UX Design
Content validation / QA

Development

Justin Chiu

Frontend development
Content management
Interactive motion
Content management

Content Validation

Madeline Rubba
Megan Furlong
Iris Mamac

Other Contributors

Branding

Bella Wei

Photography

Abigail Wiley

Copywriting

Jennifer Huyunh

Motion & Video

Gajanan Ketheeswaran

02

The Problem

Original problem

Research

Empathy mapping

Key findings

How might we...

Original problem

In order to reach employers and the design industry, and to begin building the design program reputation, we need a method of reaching a larger audience than a physical exhibit can attract/handle

Research

2021

Variety²²

GRADS WORK EVENTS ABOUT

YSDN '22 *Work*

Clear filters

BRANDING COMMUNICATION EDITORIAL INFORMATION INTERACTIVE MOTION PACKAGING

search by project name or grad... A → Z

THE NEXT

SEARCH

EXPLORE

THE NEXT

PROJECT

PICASSO ISO TYPEFACE Roman Drobot HOME

Romeo & Juliette Sara Qarizada DISASSEMBLING THE NO... Meag...

EXPERIENCE BEYOND MA...

EVENT INFO

GRADUATES WORK SPONSORS

Episode 5: Finding Quality Guests

Edit End Broadcast

jonwalter My favorite time of the week!

maryingartstreams So glad I made it back out to the stream. These are so great!

JoyRichards How many more episodes are there going to be in this series?

MeganLiveStreams Hey!!

ray43726

Learn with StreamYard

Hopin Friday Meeting Johnny Boufarhat 12h:33m 212 Users Online

Team meeting

Nico Dave Shantial Lameece Tureran Paulo

Chat People Polls Schedule Session Event

Jan Hesters 12:30 Happy Friday all!

Lameece Nagib 12:30 Hey @everyone, I'm so excited for the upcoming speeches!

Nicolas Klein 12:31 I really like it guys

Christian Bryant 12:33 Hey guys! See you in session

Johnny Organizer 12:34 Hello! We're starting soon. Stay tuned!

Empathy Mapping

Fears

Debt, unemployment, rejection, failure, finances, layoffs

Frustrations

Finances, economy, poor mental health, lack of experience

Wants

Work-life balance, industry connections, financial stability

Needs

Promotions, finding mentors , enjoying work, confidence



Key Findings

Our cohort was looking to...

- 1 Find employment
- 2 Build confidence
- 3 Build program reputation

Past graduating cohorts utilized...

- 1 Showcase websites
- 2 Digital event spaces
- 3 Live online talks

Key Findings

Our cohort was looking to...

- 1 Find employment
- 2 Build confidence
- 3 Build program reputation

Past graduating cohorts utilized...

- 1 Showcase websites
- 2 Digital event spaces
- 3 Live online talks

How might we...

...create an **engaging** and **user-friendly**
website that showcases the work of our
inaugural class, while also effectively
reaching a wider audience online?

03

Defining Success

Measuring success

Design objectives

Measuring Success

01

Traffic and Engagement

80 new users/day during in-person grad show
• 40% of event attendees

900 new users in 6 months
• 2x attendance of in-person show

5 minutes average engagement time
• Enough time to navigate to 2 profiles and/or case studies

02

Employer / Recruiter Conversions

50 recruiter connections on LinkedIn
• average 1.5 connections per graduate

33 recruiter messages or e-mails
• average 1 message or e-mail per graduate

03

User Feedback

Positive user feedback
• At least 90% satisfaction rate

Successful site navigation
• Users are able to utilize all functions of the website with minimal friction and in a timely manner

Design Objectives



Content-First Design

Ensure the website's user interface and branding does not overpower student projects



Discoverability

Consistently presenting opportunities for users to discover both graduates and their case studies.



Continuity

Create an experience where the user can seamlessly navigate between pages and sections.

Design Objectives

Must dos

Profiles, bio, and projects, and social links

'Filtering' system based on discipline & search by names

Consider content of case studies (project overviews VS. case studies – show whole project or link out?)

Events page (physical or digital location details)

Project tags should be ranked or limited to a certain number

Discoverability should be relevant to ones project vs one's interest in jobs
If someone only does only branding for e.g., put their work before projects that also have branding

Portraits need to be cohesive and compressed haha (maybe same overlay colour or B&W)?

Resume and work experience? (uploaded/ linked document)

Add changing spotlights to main page

Add thumbnail/ profile photo of designer underneath projects

Contact information/form in footer?

below projects - 'more from this user' or 'other projects like this' (e.g. more interaction projects)

Would-love-to dos

Categories related to sector or topic that the design project is about, e.g. healthcare, arts+culture, social justice

Related/similar projects or more from this designer

Pop-up survey (or just a quick 1 Q) that asks viewers what type of work they are most interested in, etc. → shows them grads who specialize in that discipline

Marketing promo videos with DESN students marketing the show/ venue

Personal bio videos?

Let each designer have their own personality somehow – through answers to fun questions, quotes, personal logos/ icons etc.

Allow people to bookmark designers and projects so they can go back and find them easily (e.g. cache, Jetboost?)

A webpage within a webpage viewer with website nav controls so that people can view others' portfolio sites but easily return to the grad site (e.g. iframe)? (or just open in new tab)

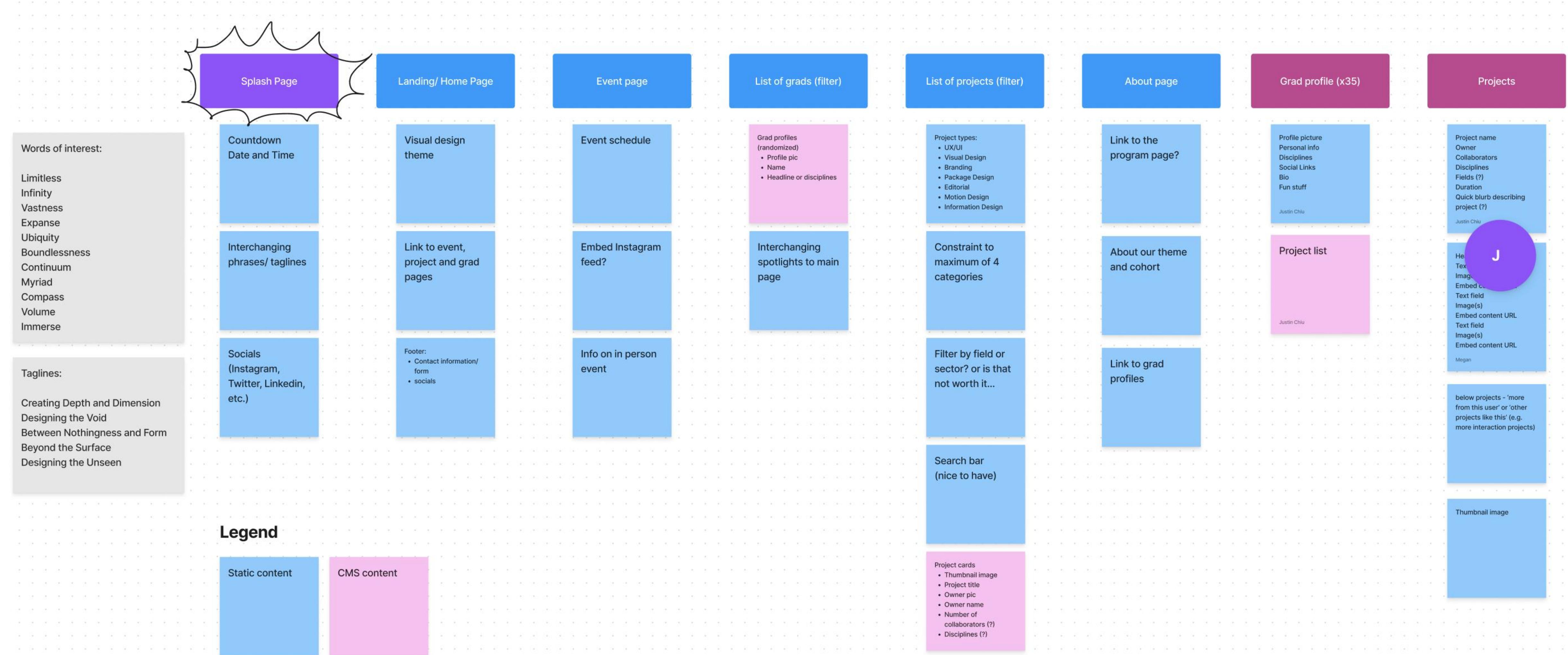
Barba.js – seamless transitions between pages, URL replacement

BUILDING CONFIDENCE

JOB RECRUITMENT

PROGRAM REPUTATION

Design Objectives



04

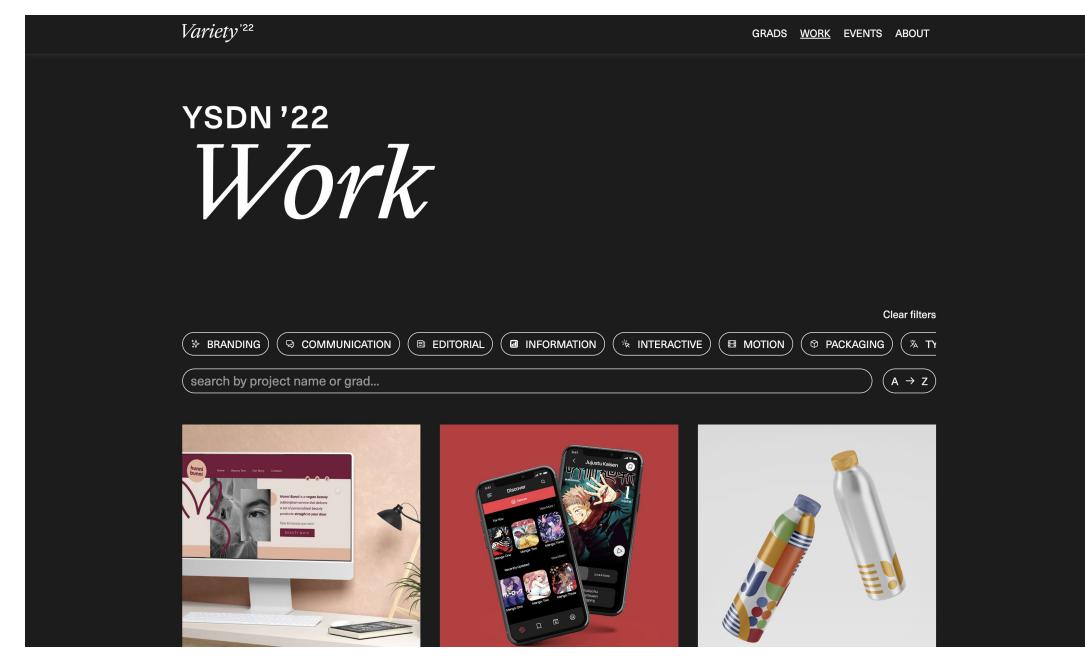
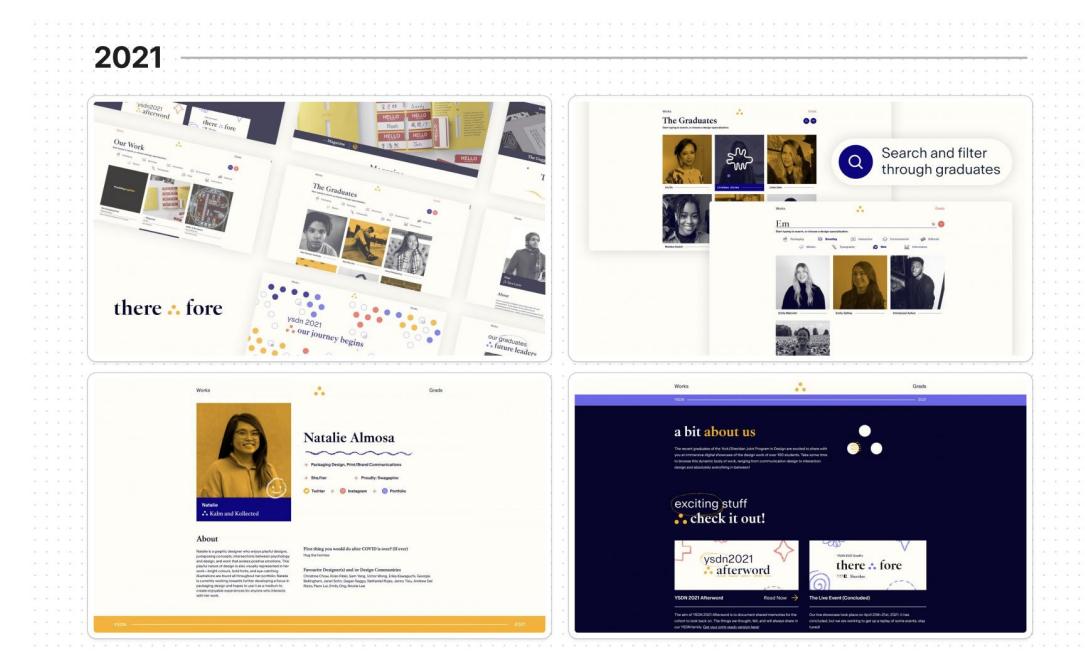
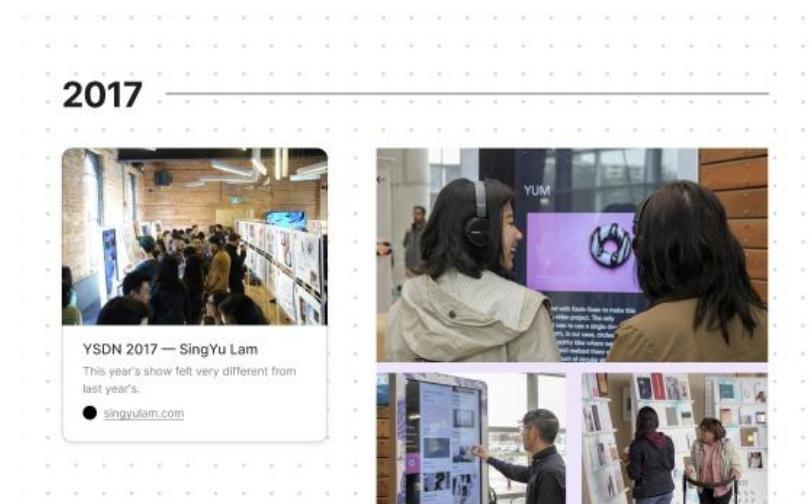
Design Explorations

Preliminary brand assets

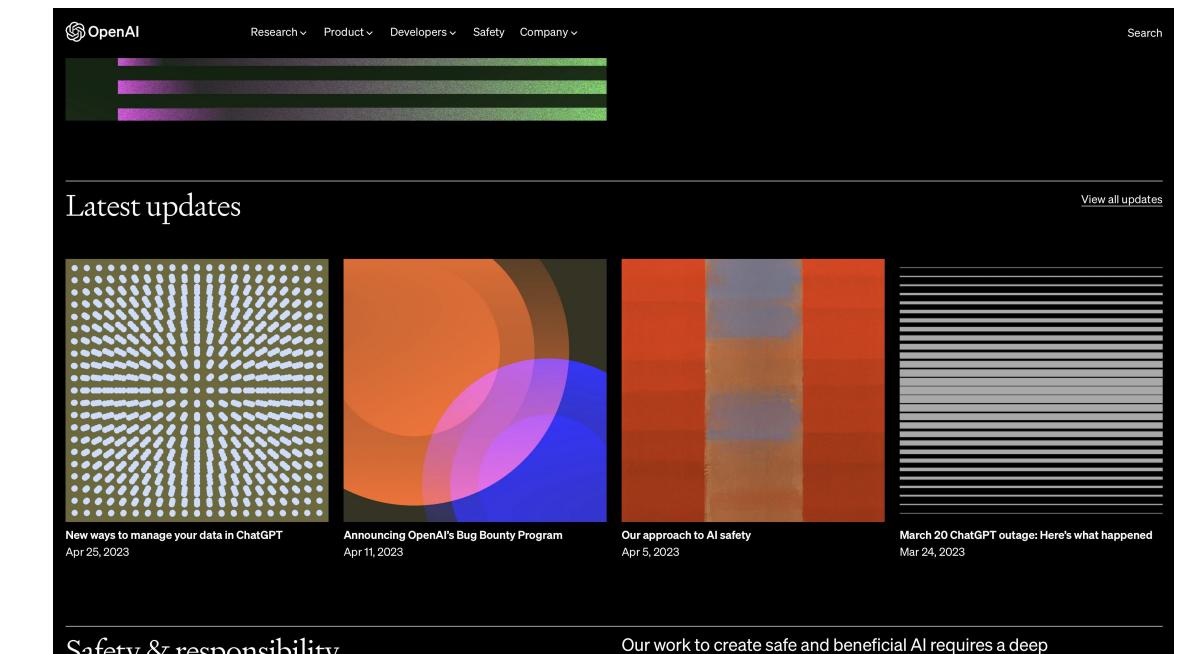
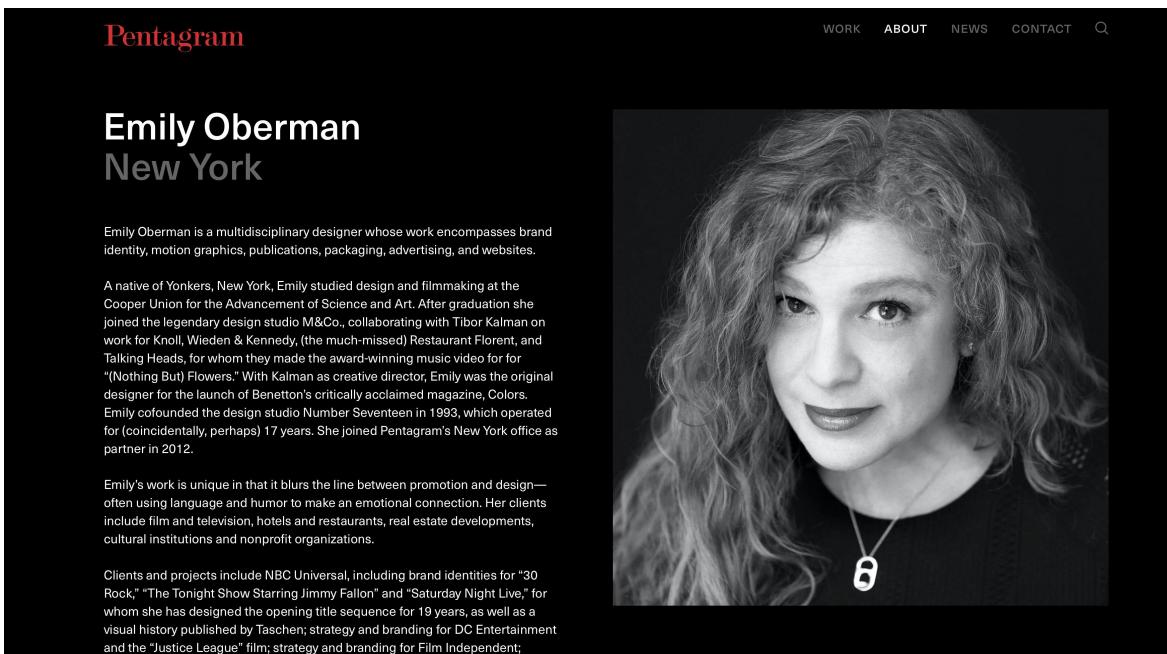
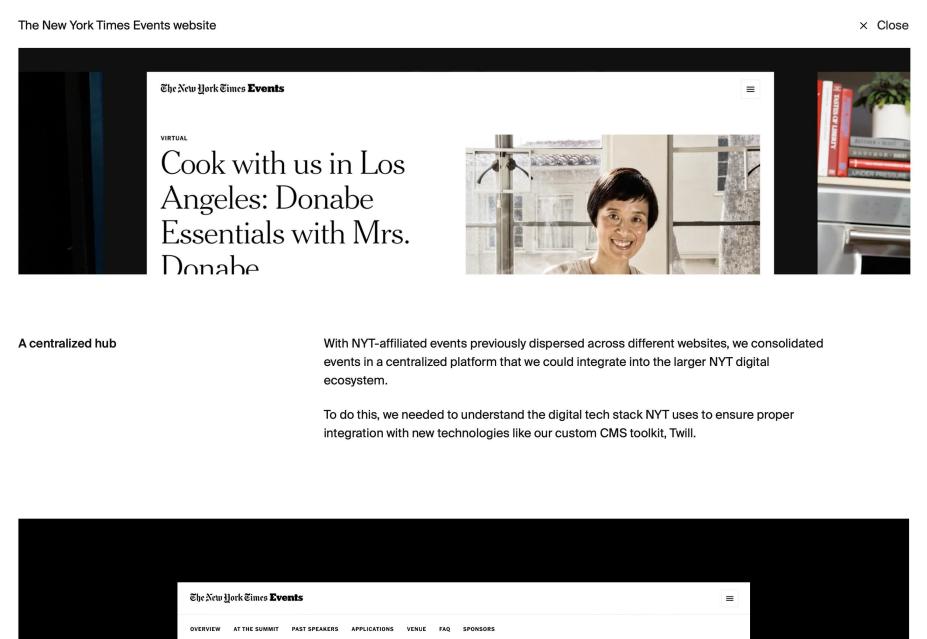
Experiments & iterations

Moodboards

Past GradEx Sites



Visual Inspiration



Area 17

Pentagram

OpenAI

Preliminary Brand Assets

Logo overview

The logo is dynamic, using both the patterns from the penrose assets, along with the wordmark which stays consistent throughout each variation.



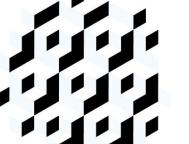
Logomark THE DESN SPACE Brand Style Guide 33

Graphic Motif: Variations

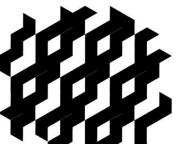
Garnish
Only used at large scale, or by itself as a decorating element.
Examples: inside covers, divider blocks on web, decorating elements for windows, tote bag etc.



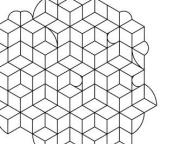
Tier 1
Used as an overlay on image for visual interest, or on its own.
Examples: social media posts, printed posters, splash page



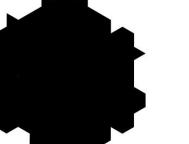
Tier 2
Used as an overlay on image for visual interest, or on its own.
Examples: social media posts, printed posters, splash page



Outline
Only used at large scale or on its own. Colour can be added behind or to create shapes depending on application.
Examples: wayfinding, 'thank you' cards, social media, motion graphics



Solid
Only used for social media images.

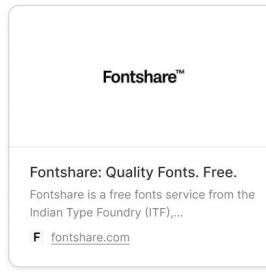


THE DESN SPACE Brand Style Guide 09

General Sans

HOW TO USE

- Use for all body copy
- May also use for slightly larger blocks of text like pull-quotes or short descriptive sub-lines
- Avoid using for display headlines

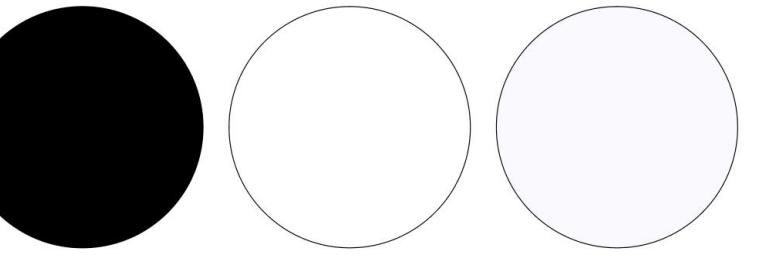


Fontshare™
Fontshare: Quality Fonts. Free.
Fontshare is a free fonts service from the Indian Type Foundry (ITF)...
[F fontshare.com](http://fontshare.com)

Typography THE DESN SPACE Brand Style Guide 23

Primary colours

These are the colours that will be used for the majority of all design work. Black as the accent colour on a white background. The "off-white" is used as the secondary colour on the penrose patterns.

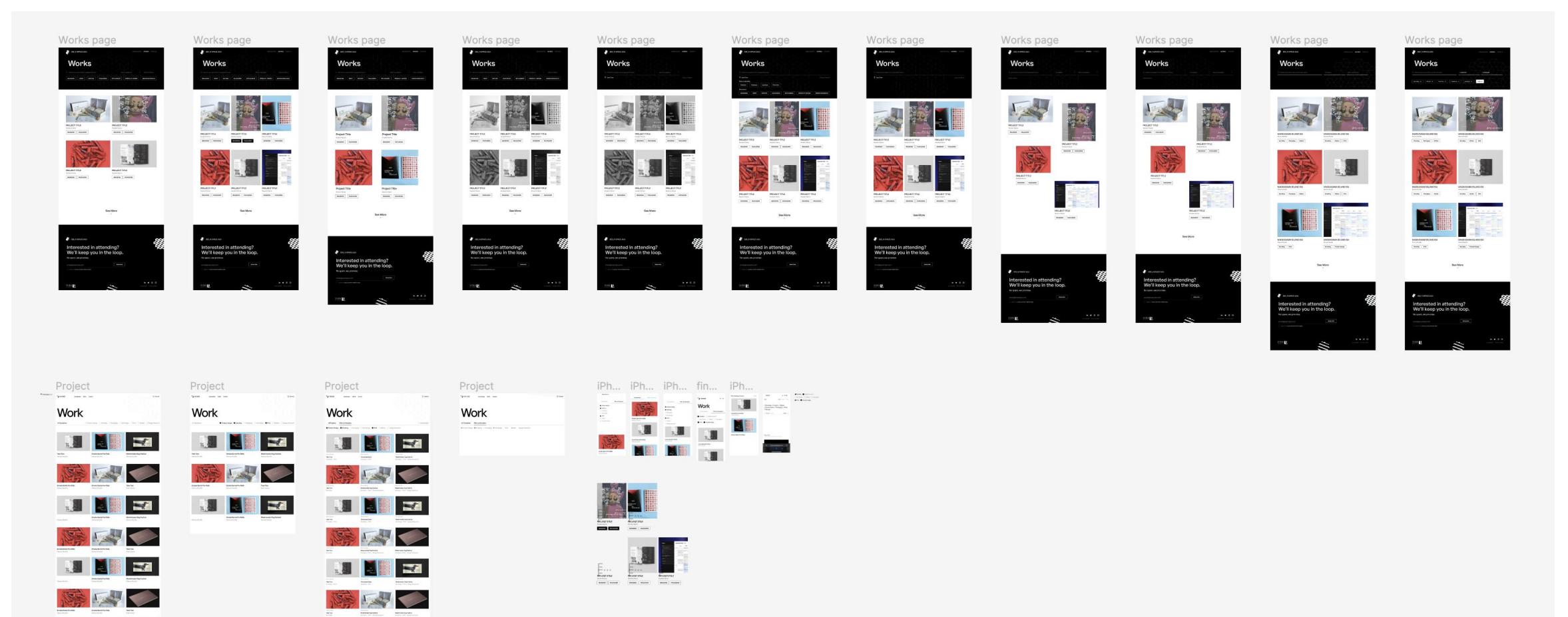
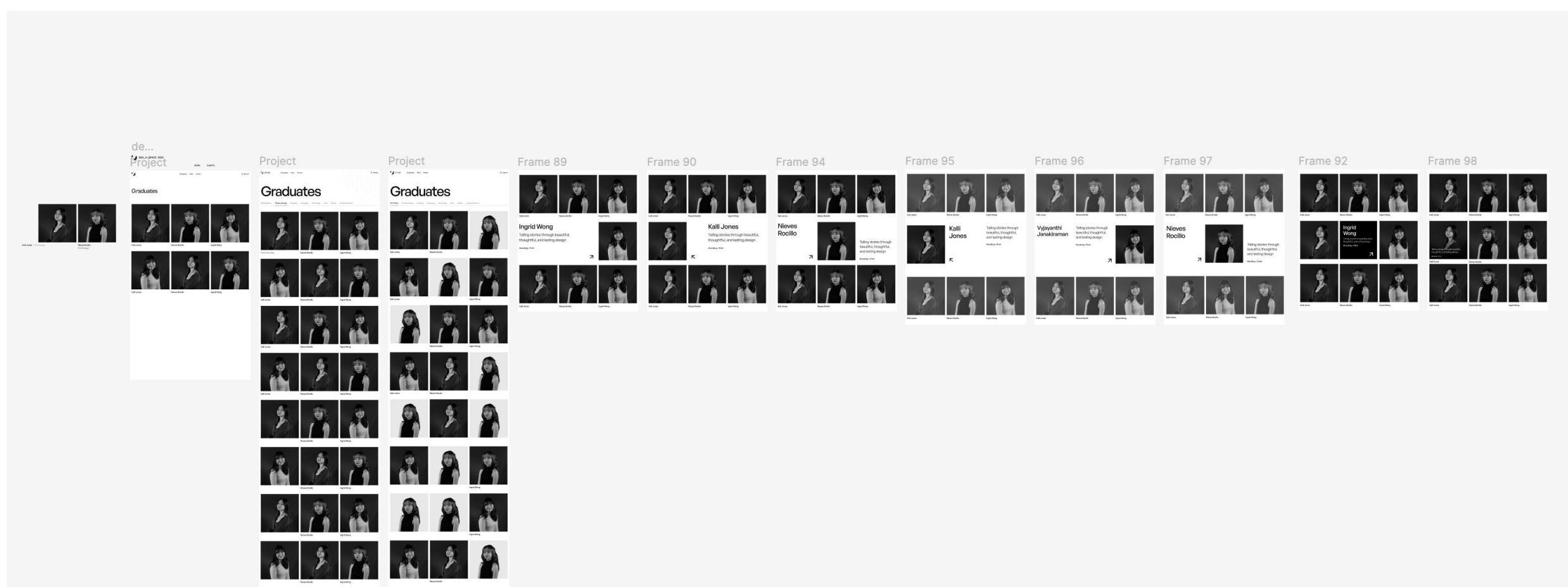
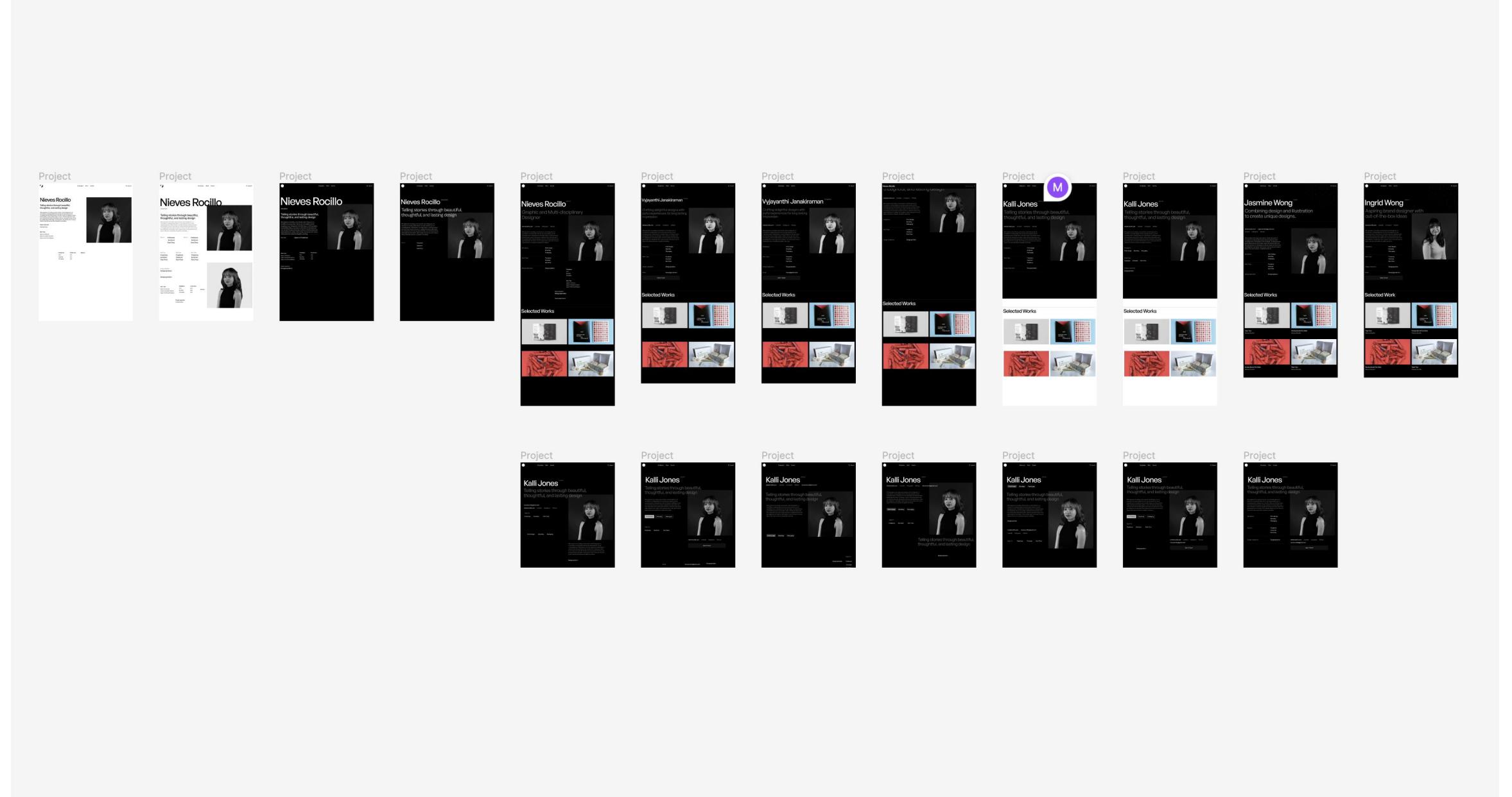
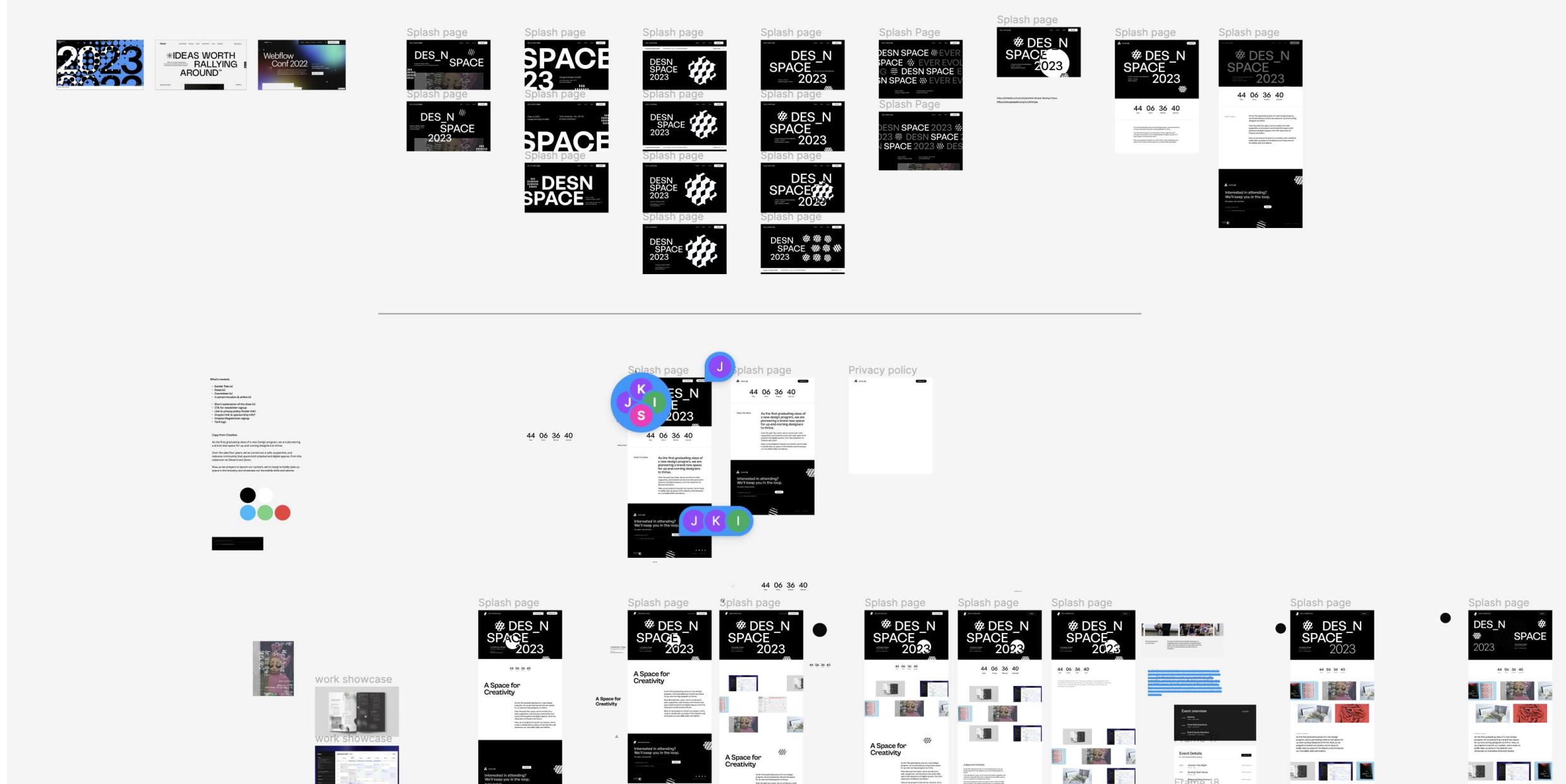


Black	White	Off-White
HEX: #000000 CMYK: 0, 0, 0, 100 RGB: 0, 0, 0	HEX: #FFFFFF CMYK: 0, 0, 0, 0 RGB: 255, 255, 255	HEX: #FAFAFE CMYK: 2, 1, 0, 0 RGB: 250, 250, 254

Colour THE DESN SPACE Brand Style Guide 05

We were provided with a set of brand guidelines that loosely outlined the implementation of the identity. Type and colour guidelines were provided, along with the primary identifying Penrose assets and logos, scaled to fit various contexts from physical signage to digital mobile devices.

Explorations



Exploration

Graduate Profiles

 [Graduates](#) [Work](#) [Events](#) Search

Nieves Rocillo

Telling stories through beautiful, thoughtful, and lasting design

With experience in branding, communication, and all things print, I'm committed to creating designs that not only solve problems, but tell compelling stories. Finding beauty in the little things is my lifelong mission, and something I bring to every project. I believe that the best ideas come from looking at the world with wonder at all times, and that the heart of any good design lies in the details. There's always a story to tell, and I'm here to capture ones that are beautiful, thoughtful, and lasting.

[Design Inspiration](#)
[Designspiration](#)

[Work Type](#)
Open to Freelance
Open to Contract Positions
Open to Part-Time Positions



 [Graduates](#) [Work](#) [Events](#) Search

Nieves Rocillo

(she/her)

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Open to [Freelance](#)
[Contract](#)
[Part-Time](#) Open to [Freelance](#)
[Contract](#)
[Part-Time](#)



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Nieves Rocillo (she/her)

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Open to [Freelance](#)
[Contract](#)
[Part-Time](#)



 [Graduates](#) [Work](#) [Events](#) Search

Vyjayanthi Janakiraman (she/her)

Crafting delightful designs with joyful experiences for long lasting impression

nieviesrocillo.com [LinkedIn](#) [Instagram](#) [GitHub](#)

With experience in branding, communication, and all things print, I'm committed to creating designs that not only solve problems, but tell compelling stories. Finding beauty in the little things is my lifelong mission, and something I bring to every project. I believe that the best ideas come from looking at the world with wonder at all times, and that the heart of any good design lies in the details. There's always a story to tell, and I'm here to capture ones that are beautiful, thoughtful, and lasting.

[Disciplines](#) [Print Design](#)
[Branding](#)
[Packaging](#)

[Work Type](#) [Freelance](#)
[Contract](#)



 [Graduates](#) [Work](#) [Events](#) Search

Vyjayanthi Janakiraman (she/her)

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[Disciplines](#) [Print Design](#)
[Branding](#)
[Packaging](#)

[Work Type](#) [Freelance](#)
[Contract](#)



 [Graduates](#) [Work](#) [Events](#) Search

Kalli Jones (she/her)

Telling stories through beautiful, thoughtful, and lasting design

nieviesrocillo.com [LinkedIn](#) [Instagram](#) [GitHub](#)

With experience in branding, communication, and all things print, I'm committed to creating designs that not only solve problems, but tell compelling stories. Finding beauty in the little things is my lifelong mission, and something I bring to every project. I believe that the best ideas come from looking at the world with wonder at all times, and that the heart of any good design lies in the details. There's always a story to tell, and I'm here to capture ones that are beautiful, thoughtful, and lasting.

[Disciplines](#) [Print Design](#)
[Branding](#)
[Packaging](#)

[Work Type](#) [Freelance](#)
[Contract](#)



Dynamic Information to Include

Full Name

Pronouns

Contact info/email

Social media links

Resume

Profile headline

Profile bio

Design disciplines

Employment preferences

Favourite design inspo

05

Final Design

Design rationales

Final designs

YORK UNIVERSITY | **DES_N 23**
Final Website
desn2023.com

Thanks for joining us! Check back soon for our recap

Thanks for joining us! Check back soon for our recap

Thanks for joining us! Check back soon for our recap

DES_N 23 DES_N 23 DES_N 23

Graduates Work Events About

play piano ————— at the heart of your neighbourhood

find your favourite book ————— at the heart of your neighbourhood

surf the web —————

All Disciplines

Ingrid Wong

Length of Project

26 Weeks

External Case Study

<https://www.ingridwong.ca>

Branding • Motion • Print • Info Design

at the heart of your neighbourhood

A campaign created to promote the Toronto Public Library's

Featured Work

Branding • Print • Packag

Abigail Wiley

06

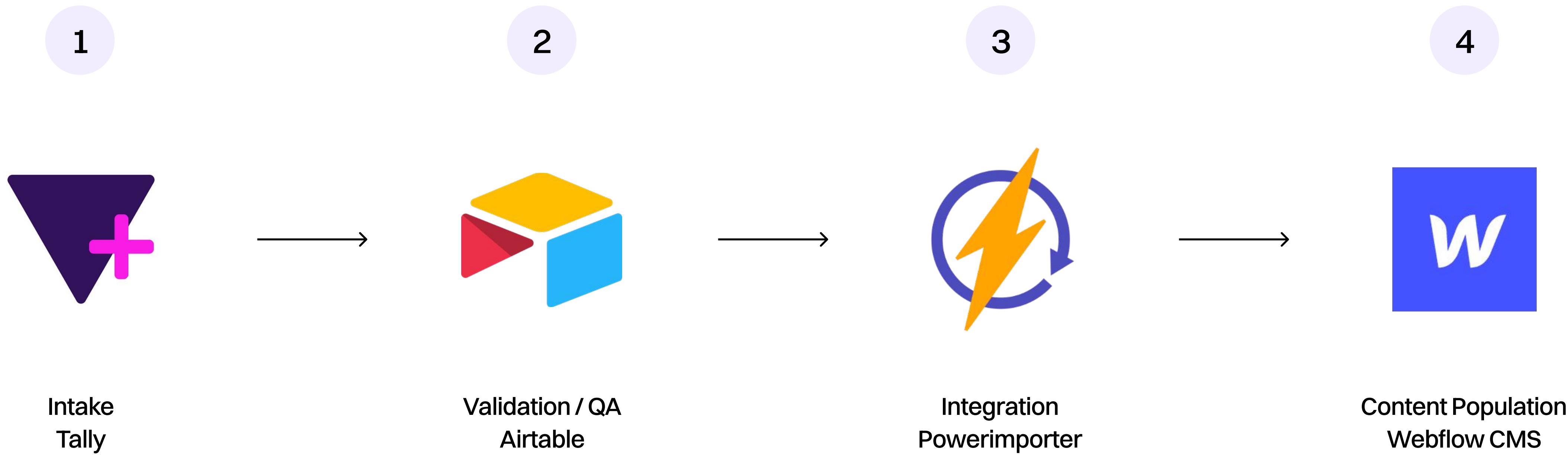
Data Collection

Intake

Cleaning, Validation & Assurance

Backend

Data Pipeline



Intake

Tally

Project Submission

This form collected each student's individual case studies, including written content and visual assets.

Graduate Profile Submission

This form collected basic information on each student, including their chosen disciplines, contact information, and work availabilities.

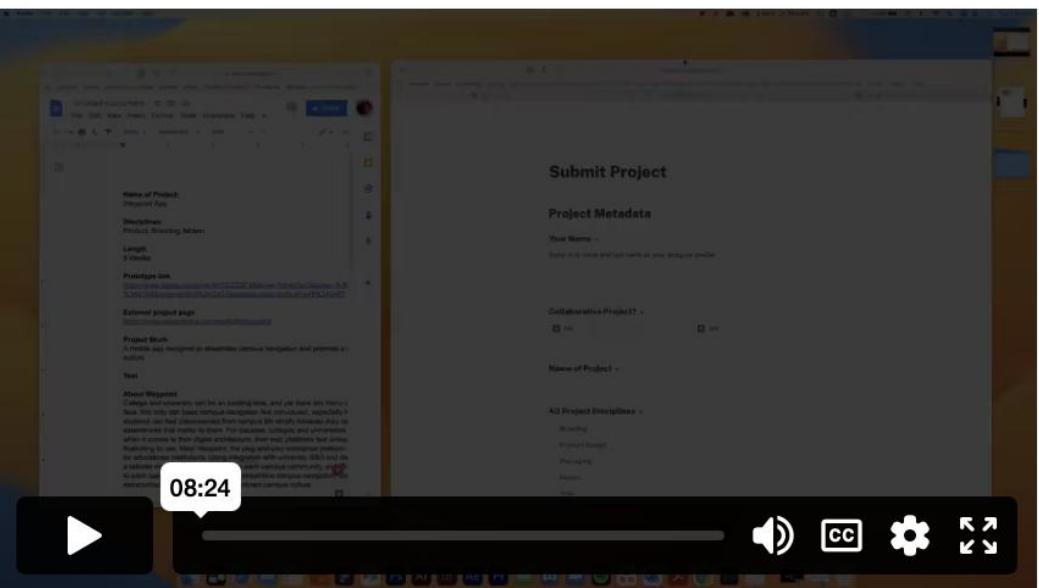
Motion Reel Asset Submission

This form collected assets from various student projects for use within the motion showreel video

Submit Project

Video Walkthrough

If you have any questions, feel free to message us



Project Metadata

Your Name *

Same first name and last name as your designer profile

Email Address *

Collaborative Project? *

A No B Yes

Validation & Quality Assurance

Airtable

Intake

All data that was collected from students was stored in Airtable and categorized based on inputs

Validating content & QA

Each submission was reviewed to ensure that the required fields were submitted correctly. For content that is displayed on the website, once validated with the 'approved' tag, the content syncs to the website.

Design Research

Files	Status	All disciplines	Owned projects
Justin Chiu	Approved	Design Research	Info D
Bella Wei	Approved	Branding	Design Resea
Mariam Hoda	Approved	Branding	Design Resea
Khadija Bari	Approved	Product	Branding Des
Hailey Luong	Approved	Branding	Product Des
Anika Jingco	Approved	Branding	Print Design
Peri Agate	Approved	Print	Design Research
Raven Sommerhalder	Approved	Branding	Print Motion
Madeline Rubba	Approved	Design Research	Info D
Vijayanthi Janakiraman	Approved	Design Research	Info D

Info Design

Files	Status	All disciplines	Owned projects
Justin Chiu	Approved	Design Research	Info D
Sean Reibling	Approved	Branding	Product Info
Brienna Hogben	Approved	Branding	Info Design
Kristen Chan	Approved	Branding	Packaging
Peri Agate	Approved	Print	Design Research
Myah Wills	Approved	Branding	Print Motion
Zornitsa Stoimenova	Approved	Branding	Info Design
Megan Furlong	Approved	Info Design	Print Prod

Integration

PowerImporter

Syncing from Airtable to Webflow

Data marked as 'approved' in Airtable was automatically synced with our primary CMS via a third-party automation workflow software called PowerImporter. This process occurred once every hour and allowed content to automatically populate the live website.

The screenshot shows the PowerImporter for Webflow interface. At the top, it displays 'PowerImporter for Webflow™' and 'Workflows'. Below this is a card for the 'DESN 2023 Exhibit' Degree Exhibit Sandbox. The card lists six sync mappings between Airtable and Webflow:

Airtable (view)	Webflow
Graduate Profiles (Synced with Webflow)	→ Graduate Profiles 33
Projects (Synced with Webflow)	→ Works 143
Disciplines (Grid view)	→ Disciplines 7
Work Type (Grid view)	→ Work types 4
Motion Assets (Synced with Webflow)	→ Showcase Assets 29
Featured Projects (Synced with Webflow)	→ Featured Projects 12

At the bottom of this card are four buttons: Sync, Test & Review, Edit, and Schedule. Below this is a section titled 'Last 6 Imports' showing the status of the most recent import:

Started an hour ago
Completed in 3 minutes

Keeps	Updates	Warnings
11	217	10

[View details](#)

Below this is a failed import entry:

Started at May 1, 2023 10:09pm
Failed in less than a minute

Error: Webflow API Error: InconsistentPublicationsError: Site is published to multiple domains at different times

Content Population

Webflow CMS

Primary CMS

Since the bulk of our website ran on Webflow, we utilized their CMS to populate content into each custom template for graduate profiles and case studies. However, we never altered or added any data within this phase as data could not be synced backwards to Airtable.

CMS Collections	Works	Name of project	Status	Project owner	Top discipline	Created	Modified	Published
Graduate Profiles 33 items	Crossed Paws	● Published	Jennifer Louise Huynh	Product	Apr 13, 2023 6:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
Works 143 items	Succession	● Published	Raven Sommerhalder	Motion	Apr 14, 2023 1:03 AM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
Disciplines 7 items	Nuit Blanche Visual Identity	● Published	Katherine Yu	Branding	Apr 14, 2023 1:03 AM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
Work types 4 items	YOU	● Published	Katherine Yu	Packaging	Apr 15, 2023 11:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
Featured Projects 12 items	Somer	● Published	Khadija Bari	Product	Apr 20, 2023 6:43 AM	May 1, 2023 10:14 PM	May 1, 2023 10:14 PM	
Showcase Assets 29 items	The Door in the Wall	● Published	Megan Furlong	Print	Apr 26, 2023 7:53 PM	May 1, 2023 10:14 PM	May 1, 2023 10:14 PM	
	at the heart of your neighbour...	● Published	Ingrid Wong	Branding	Apr 13, 2023 6:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	LOG OFF Journal	● Published	Meaghan Gonsalves	Print	Apr 14, 2023 1:02 AM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	Mustang Stampede Packaging ...	● Published	Brienna Hogben	Packaging	Apr 8, 2023 10:33 PM	May 1, 2023 10:12 PM	May 1, 2023 10:12 PM	
	VELD Music Festival	● Published	Claudia Ladeira	Branding	Apr 8, 2023 10:33 PM	May 1, 2023 10:12 PM	May 1, 2023 10:12 PM	
	Ur Cancelled	● Published	Madeline Rubba	Print	Apr 14, 2023 1:02 AM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	Montreal International Jazz Fes...	● Published	Bella Wei	Branding	Apr 15, 2023 10:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	Cudō	● Published	Zornitsa Stoimenova	Packaging	Apr 13, 2023 6:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	PAWZ	● Published	Claudia Ladeira	Packaging	Apr 16, 2023 10:02 PM	May 1, 2023 10:14 PM	May 1, 2023 10:14 PM	
	Linear	● Published	Khadija Bari	Product	Apr 17, 2023 5:01 AM	May 1, 2023 10:14 PM	May 1, 2023 10:14 PM	
	Shoot Magazine	● Published	Adrianna Kirovski	Print	Apr 13, 2023 5:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	Visualizing WWII	● Published	Kristen Chan	Info Design	Apr 14, 2023 1:02 AM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	
	Lemon Festival	● Published	Ingrid Wong	Branding	Apr 16, 2023 12:02 AM	May 1, 2023 10:14 PM	May 1, 2023 10:14 PM	
	Yum Cha Beauty	● Published	Jasmine Wong	Packaging	Apr 15, 2023 11:02 PM	May 1, 2023 10:13 PM	May 1, 2023 10:13 PM	

Showing 1-100 of 143

Next >

07

Development Process

Webflow

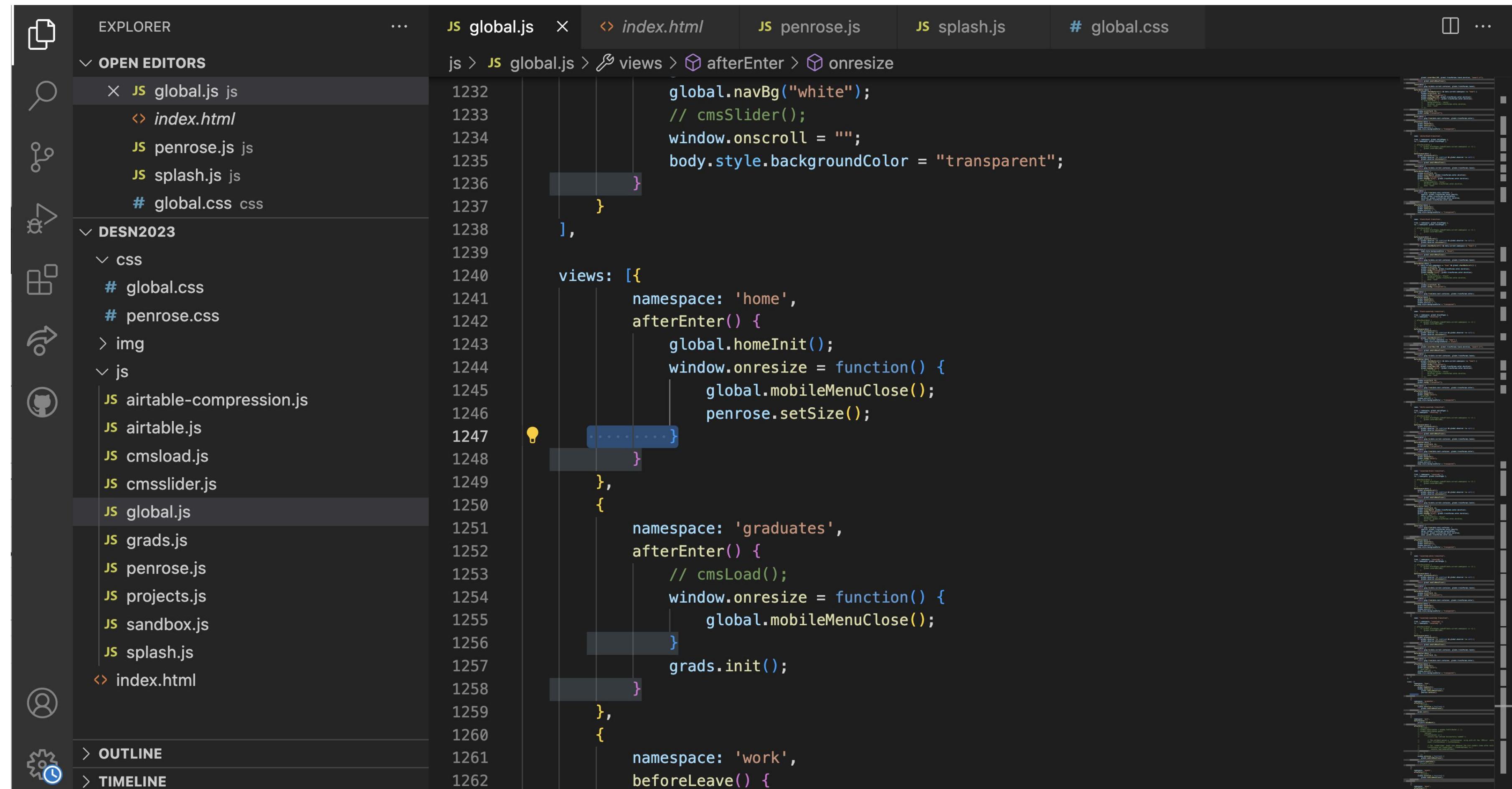
Custom CSS and JS

Subtitle

Webflow

The screenshot shows the DESN GradEx Website in the Webflow design editor. The page title is "Graduates". The header features a "Coming soon" message and a large geometric Penrose tiling graphic. Below the header is a large "Graduates" title. A navigation bar below the title includes links for "All Disciplines", "Branding", "Design Research", "Info Design", "Motion", "Packaging", "Print", and "Product". The main content area displays three black and white portrait photos of graduates. At the bottom of the page, there is a footer navigation bar with links for "Branding • Print • Packaging •" and "Branding • Print • Design Research •". The left sidebar of the editor shows the page structure under "Body" and various component sections like "header", "grad_filters", and "grads_wrapper". The right sidebar includes a "Style selector" panel and a note to "Select an element on the canvas to activate this panel".

Hosting Custom Code



The screenshot shows a code editor interface with the following details:

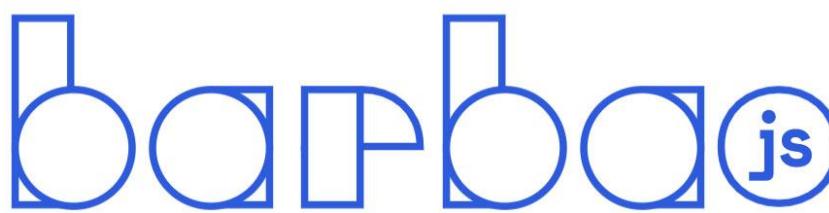
- EXPLORER** sidebar: Shows the project structure with files like `index.html`, `penrose.js`, `splash.js`, and `global.css`. The `global.js` file is currently selected.
- OPEN EDITORS** tab bar: Includes tabs for `global.js`, `index.html`, `penrose.js`, `splash.js`, and `global.css`.
- Code Editor Area:**
 - File path: `js > global.js > views > afterEnter > onresize`
 - Code content:

```
1232     global.navBg("white");
1233     // cmsSlider();
1234     window.onscroll = "";
1235     body.style.backgroundColor = "transparent";
1236 }
1237 ],
1238 ],
1239
1240     views: [
1241         {
1242             namespace: 'home',
1243             afterEnter() {
1244                 global.homeInit();
1245                 window.onresize = function() {
1246                     global.mobileMenuClose();
1247                     penrose.setSize();
1248                 }
1249             },
1250             {
1251                 namespace: 'graduates',
1252                 afterEnter() {
1253                     // cmsLoad();
1254                     window.onresize = function() {
1255                         global.mobileMenuClose();
1256                     }
1257                     grads.init();
1258                 },
1259             },
1260             {
1261                 namespace: 'work',
1262                 beforeLeave() {
```

Custom Features

Page Transitions

The screenshot shows the GitHub repository for Barba.js. The main page displays a section titled "Basic transition" with the sub-section "What is it?". It explains that a transition runs between two pages of your site, leading the user to see a "fluid and smooth animation" instead of a basic page reload. Below this, there is a code editor showing the JavaScript code for the Barba.init function, which handles transitions. The GitHub interface includes a sidebar with navigation links like "GET STARTED" and "ADVANCED", and a "PLUGINS" section. The repository has 10 branches and 85 tags. The repository page also features a large logo for Barba.js.



Custom Features

Filtering

Thanks for joining us! Check back soon for our recap

Coming soon

DES_N 23

Graduates Work Events About

Work

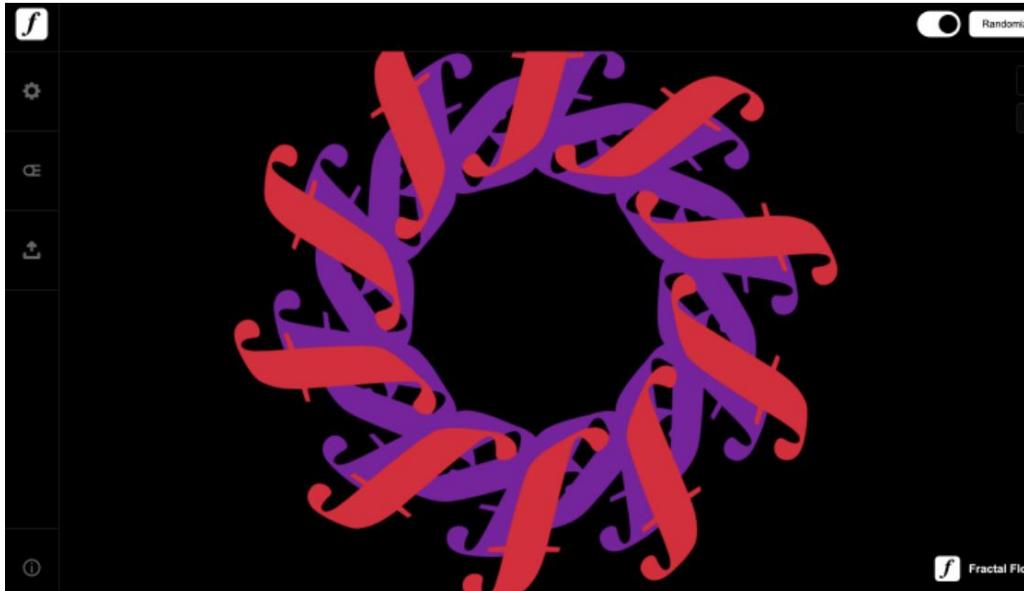
All Disciplines Filter Disciplines

Branding Design Research Info Design Motion Packaging Print Product



Kristen Chan

music&psychology
Motion • Product



Justin Chiu

Fractal Flower Generator
Product • Motion



Iris Mamac

FLEEK
STYLING SUSTAINABLY
Product • Branding • Motion

A large geometric hexagonal pattern is visible in the background of the header area.

Q Search

Custom Features

Real-time Search

Thanks for joining us! Check back soon for our recap

Coming soon

 DES_N 23 

Bella  Search

5 results for Bella



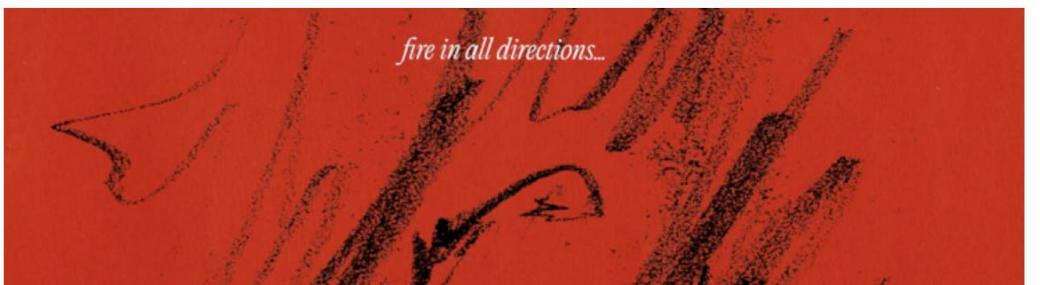
Profile
Bella Wei



Bella Wei
Digital Ghosts
Design Research



Bella Wei
bluets
Print



Custom Features

Interactive Motion

The screenshot shows the YorkU Design website's homepage. The background features a complex, 3D Penrose tiling pattern composed of red and dark red shapes on a black grid. In the top left corner, there's a small message: "Thanks for joining us! Check back soon for our recap". The top right corner says "Coming soon". The header includes a logo for "DES_N 23", navigation links for "Graduates", "Work", "Events", and "About", and a search bar with a magnifying glass icon.

YorkU Design
Class of 2023

Inaugural Grad Exhibition

We're carving out a

A code editor window is overlaid on the page, showing JavaScript code for "penrose.js". The code defines a function "penrose.addSVG" that generates SVG code for a Penrose tiling. The code uses various path commands like "M", "L", "A", and "Z" to define the complex shapes of the tiling. The code editor has tabs for "splash.js" and "# global.css". On the far right of the code editor, there's a vertical decorative pattern made of small, repeating symbols.

```
312 penrose.addSVG = function () {  
313     const svgCode = '<svg fill="none" height=1045 id=penrose-svg viewBox="0 0 1066  
314         1045" width=1066 xmlns="http://www.w3.org/2000/svg"><path class="sect left" d="M584.278 404.  
378V463.512L532.966 433.944V374.811L584.278 404.378Z"/><path class="sect left" d="M481.656  
581.776V640.909L430.344 611.343V552.21L481.656 581.776Z"/><path class="sect  
902 226.981V286.112L635.59 256.547V197.414L686.902 226.981Z"/><path class="sect  
left" d="M379.032 759.173V818.306L327.72 788.741V729.608L379.032 759.173Z"/><path  
class="sect left" d="M789.524 49.582V108.715L738.214 79.148V20.015L789.524 49.582Z"/  
><path class="sect top" d="M584.278 463.512L532.966 493.077L481.656 463.512L532.966 433.  
944L584.278 463.512Z"/><path class="sect top" d="M481.656 640.909L430.344 670.475L379.032  
640.909L430.344 611.343L481.656 640.909Z"/><path class="sect top" d="M686.902 286.112L635.  
59 315.68L584.278 286.112L635.59 256.547L686.902 286.112Z"/><path class="sect top" d="M379.  
032 818.306L327.72 847.874L376.488 818.306L327.72 788.741L379.032 818.306Z"/>
```

Challenges Faced

Technical

Code Experience

What we faced

- Development team of three members had limited experience with JavaScript, Git, and GitHub and no experience with back-end web development
- Low comfort level with asynchronous operations and code libraries

How we resolved it

- Developing most HTML and CSS in Webflow
- Enlisted a known developer from outside the design program to advise on back-end development issues
- Leveraged Stack Overflow, ChatGPT, and Bing Chat to learn development concepts and syntax and solve specific problems

Webflow Limitations

What we faced

- Limits on lines of custom code allowed
- Limits on number of CMS fields, nested CMS lists, CMS items loaded on live page
- Webflow Editor lag due to high volume of CMS items
- Webflow IX2 animation engine not compatible with Barba.js page transitions

How we resolved it

- Hosted all custom CSS and JavaScript on GitHub Pages and created dependencies
- Implemented third-party plugins such as Finsweet Attributes to expand CMS capabilities
- Developed custom JavaScript solutions to address a variety of Webflow limitations, coding animations with Green Sock (GSAP) library

Page Transitions (Barba.js)

What we faced

- Page transitions frequently aborted if the browser encountered errors or was too slow to load the next page
- Code would not destroy and reinitialize on transition
- Elements from both previous and next pages would coexist during transitions, causing `querySelector` commands to get the wrong elements

How we resolved it

- Turned on Barba debug mode and used browser debugger to find and address errors
- Develop custom JavaScript with all pages in mind, limiting the number of global variables to prevent conflicts
- Created a utility function to always select elements from the next page only

08

Collaboration

How teams collaborated

Cross-functional dependencies

Challenges or disagreements faced, and how they were resolved

How Teams Collaborated

1

Cross-functional all hands

Each week, teams would present their progress, next steps, and blockers to the remaining teams in order to stay updated and streamlined on progress.

2

Team lead meetings

Bi-weekly, team leads would gather to discuss any dependencies, blockers, or needs from their respective teams, as well as make executive decisions collectively.

3

Team meetings

Each week, teams would gather privately to discuss and collaborate towards progress in their respective teams and tasks. This progress would be presented at each week's all-hands to update remaining teams.

Cross-Functional Dependencies

	Required from Us	Required from Them
Creative	<ul style="list-style-type: none">Input into branding discussions to best optimize the brand for digital best practices	<ul style="list-style-type: none">Creative direction on graduating exhibit theme and visual identityBrand assets such as typefaces and geometric pattern assets
Marketing	<ul style="list-style-type: none">Splash/landing page with exhibit details start promoting the graduating exhibitEdited photography for each graduate	<ul style="list-style-type: none">Copywriting for key sections of the website
Recruiter Relations	<ul style="list-style-type: none">Splash/landing page with details on time, place, and tickets to link to when sending emails to recruiters and employers	<ul style="list-style-type: none">N/A
Sponsorships	<ul style="list-style-type: none">Splash/landing page with general event details to provide as context in emails sent to potential sponsors	<ul style="list-style-type: none">List of sponsors for the “About” page of the website
Logistics	<ul style="list-style-type: none">Website links for in-person exhibit signage	<ul style="list-style-type: none">Information about in-person exhibit for the “Event” page

09

Reflections

Constraints

-
- 1** Tight timeline

 - 2** Limited resources

 - 3** Limited development knowledge

What I Learned

-
- 1 Leadership and management skills

 - 2 Time management and planning skills

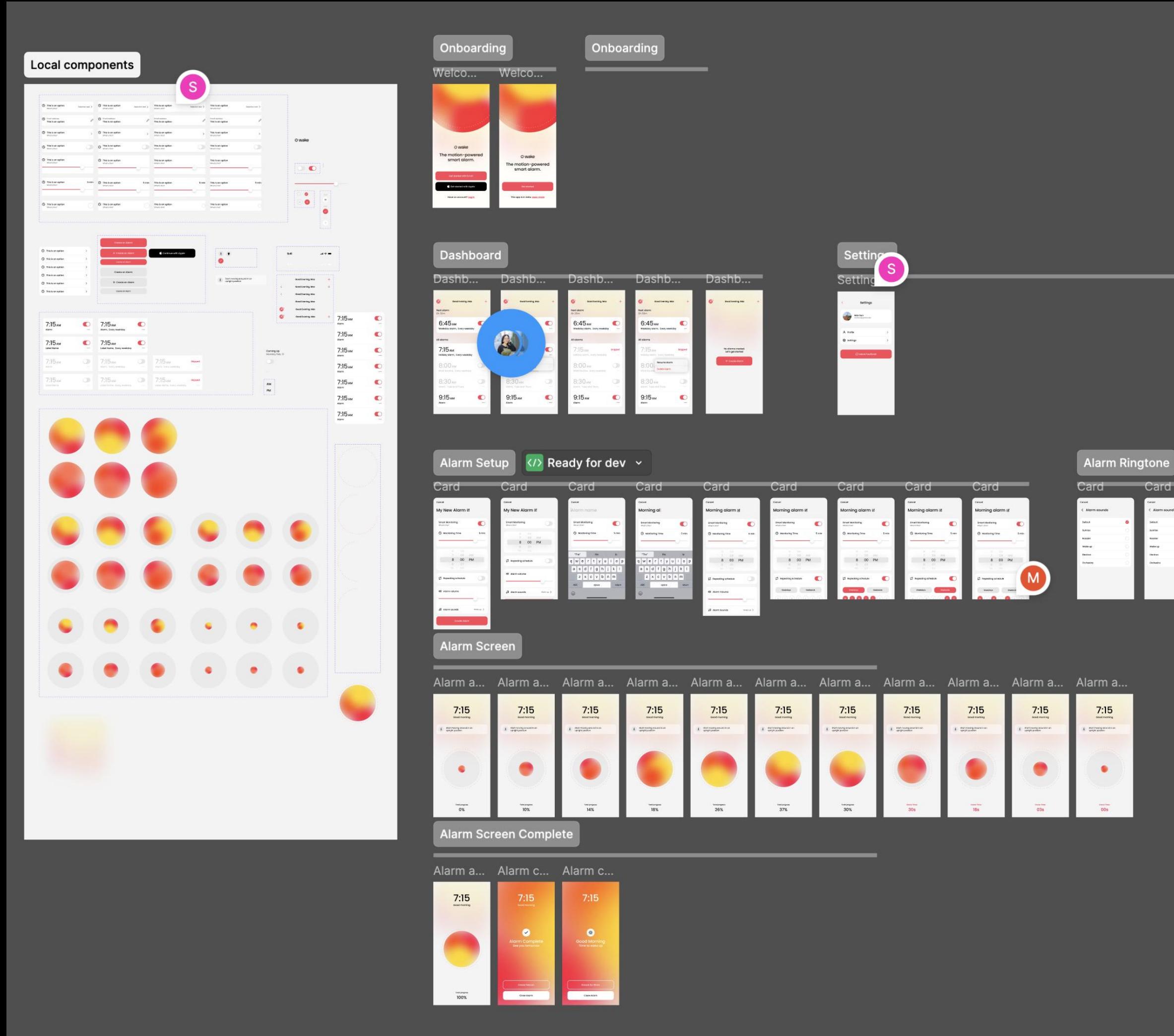
 - 3 Designing for dynamic content

 - 4 Managing a back-end database

 - 5 Development frameworks and principles

In the works (side projects)

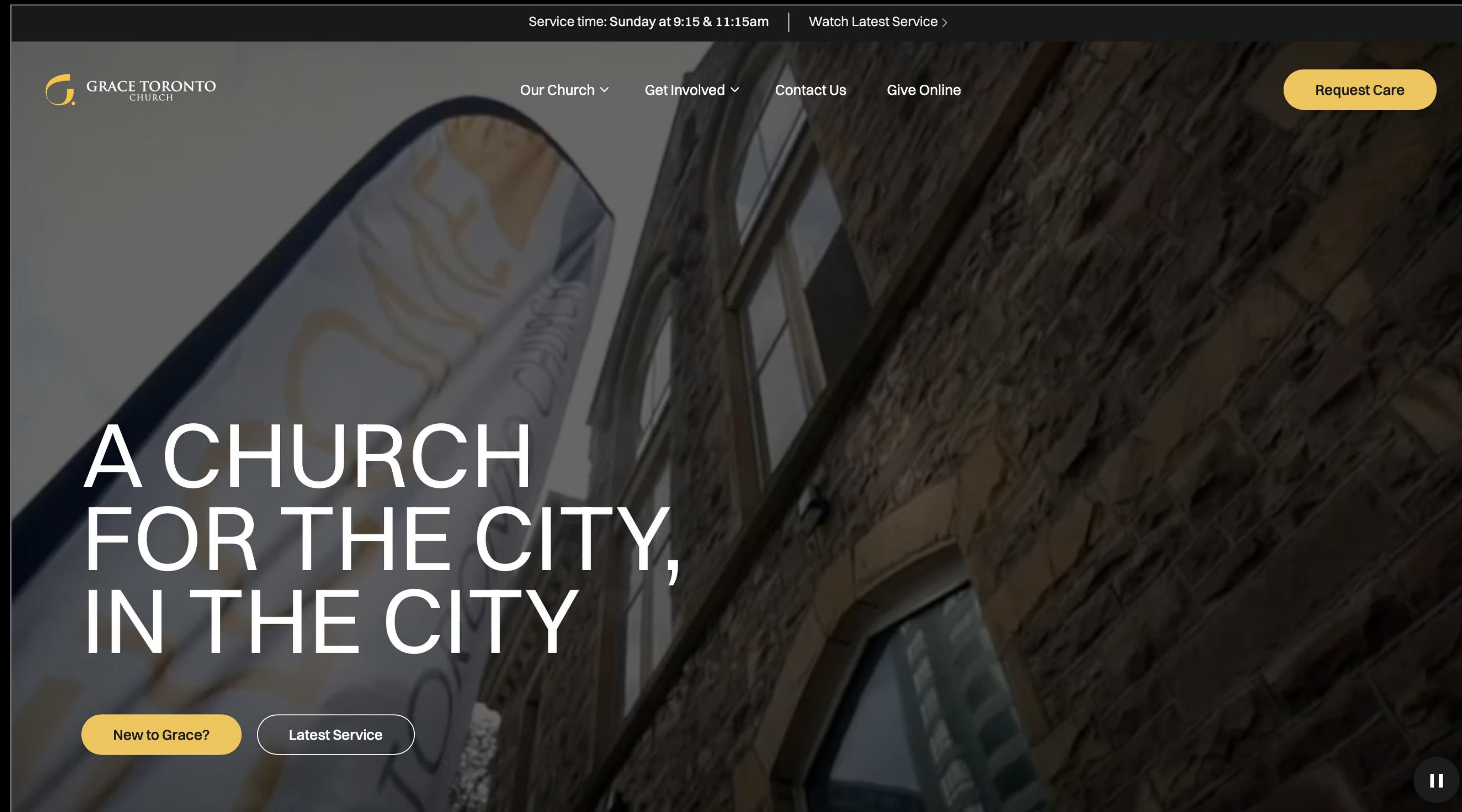
Wake App



Since January, a group of 3 developers and 1 designer (myself) have been working on a concept for an alarm clock that is controlled with motion sensing, making use of colourful brownian motion gradients to visualize the alarm. My role included ideation and competitive analysis as well as designing mockups and a UI component kit.

This project is currently ongoing, and I look forward to sharing this case study at some point later this year!

Grace Toronto Website



A CHURCH
FOR THE CITY,
IN THE CITY

New to Grace? Latest Service

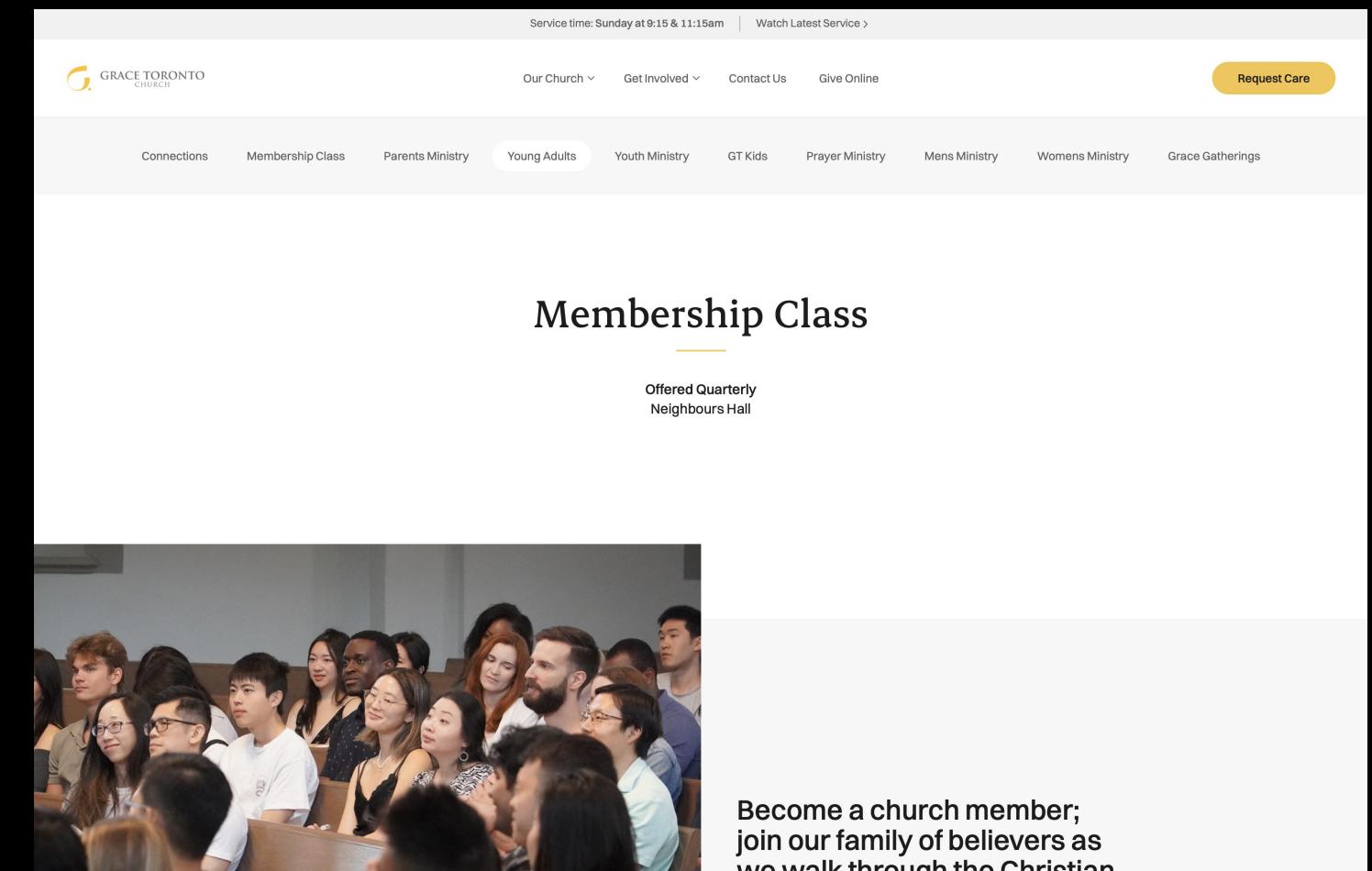
Service time: Sunday at 9:15 & 11:15am Watch Latest Service >

Our Church ▾ Get Involved ▾ Contact Us Give Online Request Care

GRACE TORONTO CHURCH

Request Care

II



Service time: Sunday at 9:15 & 11:15am Watch Latest Service >

GRACE TORONTO CHURCH

Our Church ▾ Get Involved ▾ Contact Us Give Online Request Care

Connections Membership Class Parents Ministry Young Adults Youth Ministry GT Kids Prayer Ministry Mens Ministry Womens Ministry Grace Gatherings

Membership Class

Offered Quarterly
Neighbours Hall

Become a church member;
join our family of believers as
we walk through the Christian

In February I was brought on to redesign the website for a church in downtown Toronto in consultation with their staff and congregants.

Through initial user research and many rounds of user feedback, I designed a site that is much easier to navigate, and that more accurately reflects the church. The UI feels modern yet retains some of the elegance found in the historical building's finishes.

I look forward to sharing the full case study this fall!

Final Pitch

What sets me apart

I have experience in the hotel/travel industry

I have used the Marriott app extensively over the years and have a passion for points programs, hotels, and travel brands. I also have direct experience working on the UI/UX team at a hotel company.

I have a traditional design background

I care deeply about visual details and creating interfaces that are clean and modern. I also have experience working with different brand identities inside of a cohesive whole.

I speak front-end dev (HTML, CSS, some JS)

I have experience coding or partially coding a number of websites, and I understand how Figma intersects with the design and development world.

Thanks!

I look forward to
hearing from you!

Looking for more work?
seanreibling.com