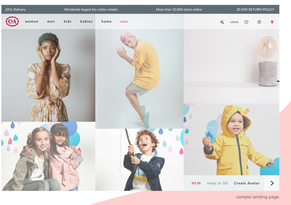
Siuan McGahan- Portfolio supplement

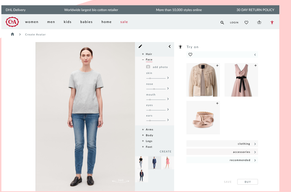
Client: Cofra IC and A department stores through Artomatic

Background: Cofra wanted to explore the use of CG asset creation for website imaging to increase sales and reduce the cost of photo shoots and photographers for product photography. This is similar to how Wayfair creates assets for their website. It is all CG.

While consulting with Artomatic, I was engaged as art director for this mini project. Using a VX studio in India, we created 20 assets from C and A platforms. Below are some mock-ups I created of a 'concept' website to show how the assets could be used to dress an avatar created by the customer. *Tools used: photoshop and figma.*



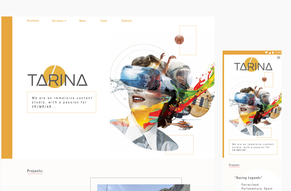
sample landing page



sample "create avatar" page

Client: Tarina, ltd

Background: Tarina, ltd was partnership of visual effects professionals exploring the entertainment industry in Hollywood. Below are mock-ups for their responsive website. *Tools used: photoshop and figma.*



Mobile landing page

Desktop landing page

Client: Women of Wearables

Background: Women of Wearables (WoW) is a global organization aiming to inspire, educate, and empower women to be the future tech: smart textiles, IoT, health tech and UX/UI/VR. Below are mockups for a mobile app to be used as a membership directory. *Tools used: photoshop and figma.*

Mobile landing page

Mobile "women" page

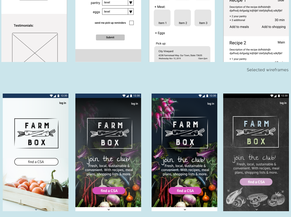
Mobile detail page

Client: Bloc-2 week design challenge

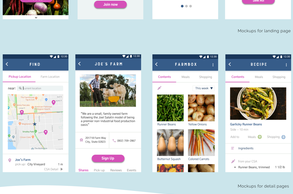
Background: Working with a design mentor through Bloc UX bootcamp, I was given the challenge to pick a project I care about and execute a design for an app within 2 weeks.

Deliverables included: surveys, competitive analysis, personas, user stories, user flows, wireframes, usability testing, iterations, high fidelity mockups, animation, prototype, more usability testing, & journey map. Mentor acted as project manager and art director. I chose to make an app that promotes engagement and retention in CSA programs. Case study forthcoming.

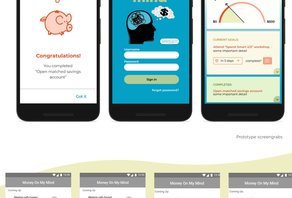
Tools used: photoshop and figma.



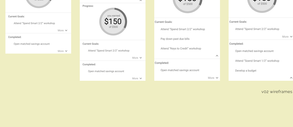
Selected wireframes



Early ideas for visual design preference testing



Mockups for landing page



Mockups for detail pages

Client: (VOCE) (Champion Valley Office of Economic Opportunity)

Background: Money on my Mind is a mobile app for use on iOS and Android. The app was created for The Champion Valley Office of Economic Opportunity to be used by participants in their financial futures program.

The brief requested something "fun and playful" to encourage participants to stick with and succeed in the program and "throw a party" when goals are met. The blue "brain-image" was supplied in order for the app to align with the rest of the program branding. Case Study forthcoming.

Deliverables included: Competitive Analysis, User Stories & Flows, Wireframes, Usability Testing, A/B Testing, High Fidelity Mockups, Animation, Prototype, more testing.

Tools used: photoshop and figma.

Prototype screenshots

v02 wireframes