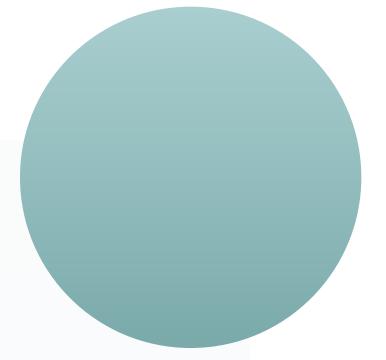


Zack Meredith

Digital designer living and working in
San Francisco.



Projects

Collection of selected work

TEAM

Pivots Ventures



TEAM

**Natural Resources
Defense Council**



SOLO

**Loyola University New
Orleans: FAMIS**

LOYOLA | FILM & MUSIC
UNIVERSITY NEW ORLEANS INDUSTRY STUDIES



Pivots Ventures

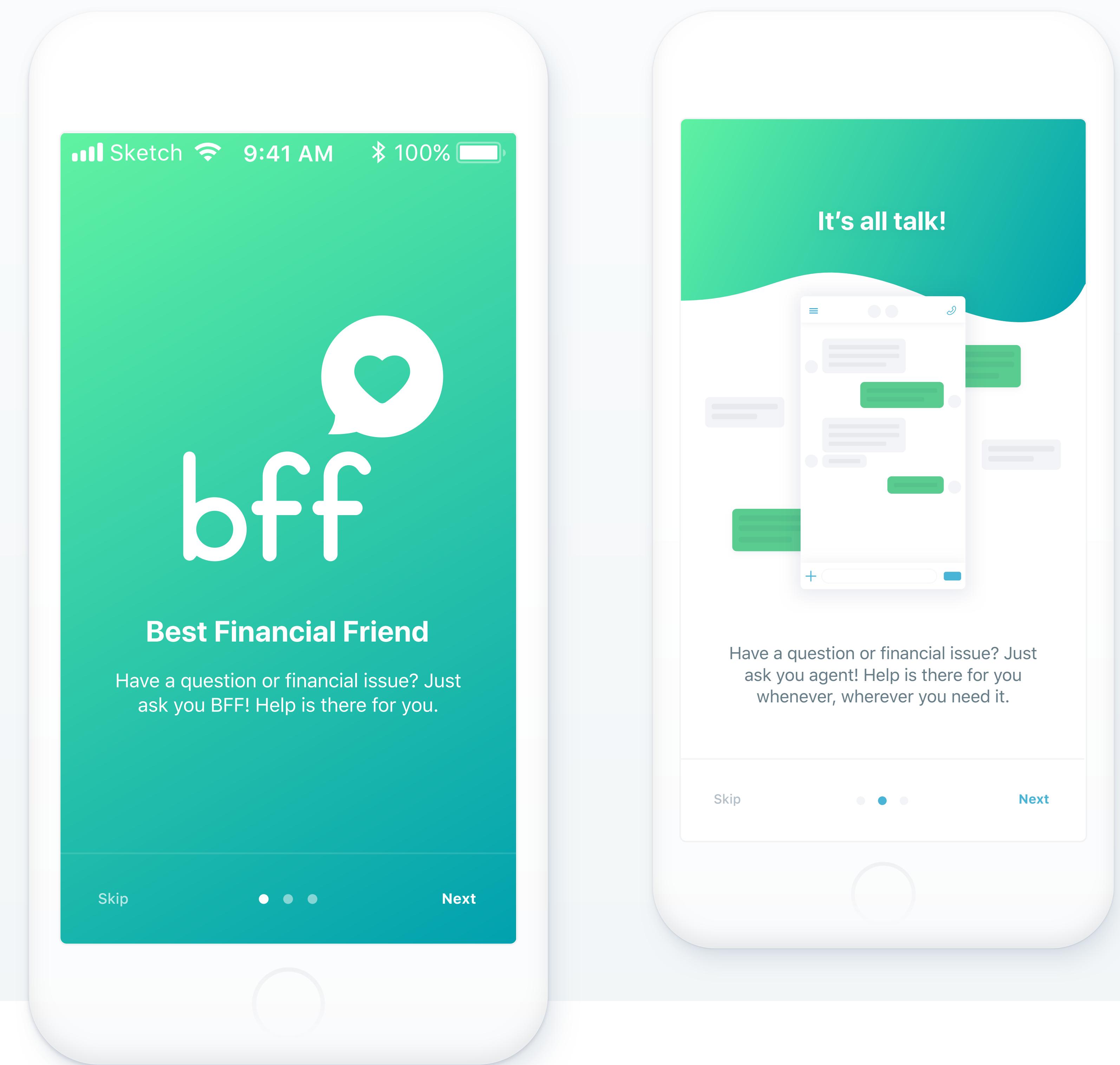
ROLE

Product Designer

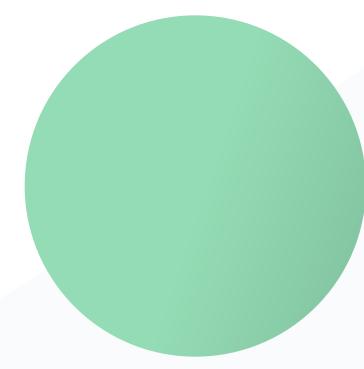
YEAR

Mid 2017 – Early 2018

TEAM



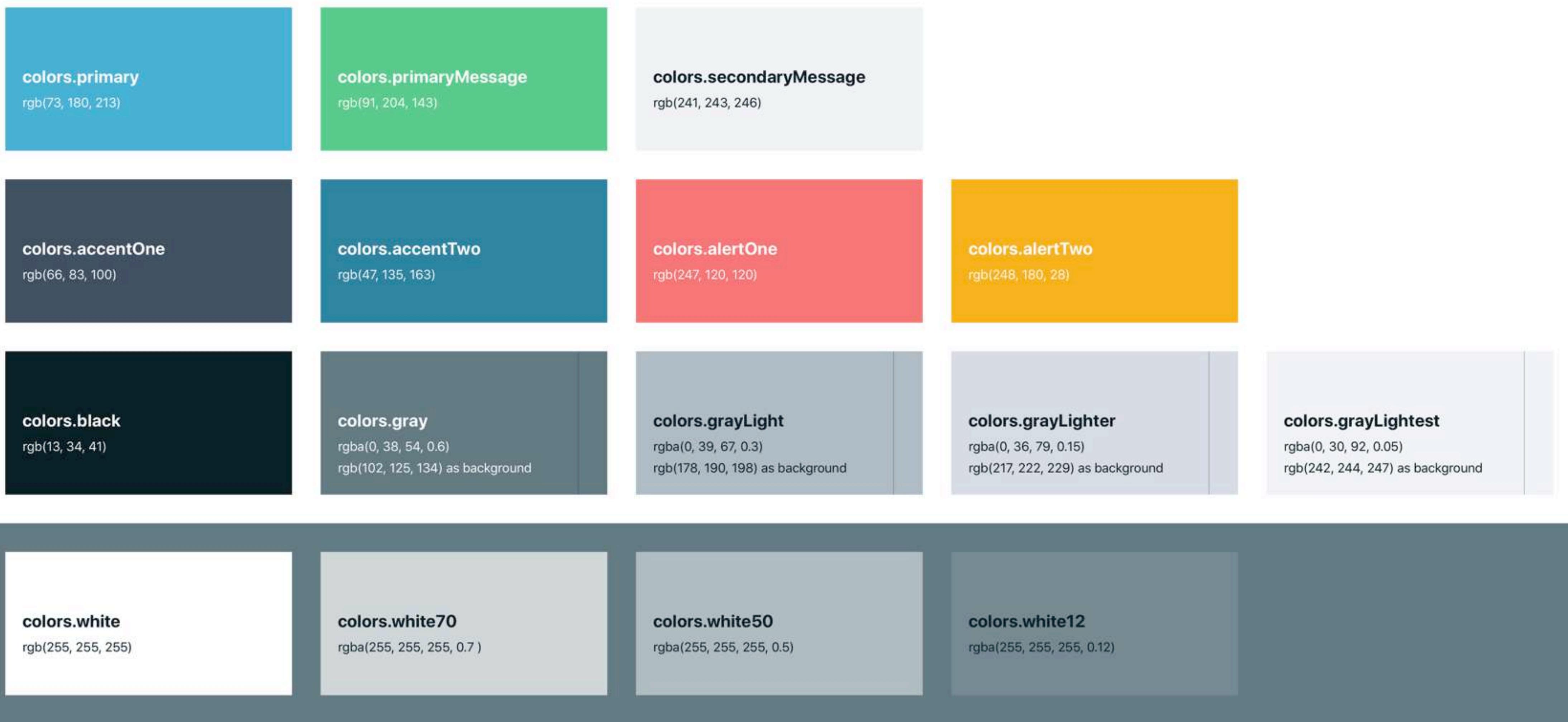
Design System



The image displays a detailed wireframe for a UI design system, organized into several main sections: 1. **Text Fields**: Includes Text Input, Password Input, Email Input, and URL Input. 2. **Form Drop Downs**: Shows a standard dropdown and a floating dropdown. 3. **Form Inputs**: Displays various input states (Empty, Hover, Active, Checked, Disabled) for checkboxes, radio buttons, and dropdowns. 4. **Buttons**: Features primary, secondary, and tertiary buttons in different colors (Blue, Teal, Green, Red, Grey). 5. **Icon Buttons**: Includes a grid of icons for file, search, and other functions. 6. **Call Buttons**: A circular grid of buttons labeled 'Call', 'Order', 'Book', 'Work', 'Home', and 'Play'. 7. **Text Links**: A grid of links in small, medium, and large sizes. 8. **Badges**: A grid of three types of badges: Orange Info, Green Success, and Red Error. 9. **Navigation**: Shows an expanded sidebar with a user profile and navigation items like Home, Conversations, Customers, Agents, Integrations, Reports, and Settings. A collapsed sidebar is also shown. 10. **Search**: Includes a standard search bar and a more complex search component with dropdown suggestions for 'Search term' and 'Search result'. 11. **Tables**: A table with columns for Name, Zip code, Type, Primary agent, Status, and Online status, containing data for multiple users. 12. **Standard Forms**: A form for 'Basic Info' with fields for First Name, Last Name, Email, Phone Number, and Zip Code. 13. **Modals**: A modal window titled 'Header' with a close button and a circular icon.

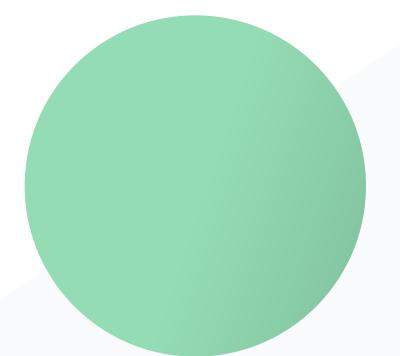
The image is a detailed wireframe of a user interface for a messaging application. It includes several main sections: 1. **Conversation Panel**: A list of messages from a customer named 'Seth Daniels' at 9:38 AM. The messages include 'New Message', 'Hover', 'Hover Pin', 'Click Pin', and 'Selected'. 2. **Agent Cell**: A list of messages from an agent named 'Stephanie Lee' at 9:38 AM. The messages are 'Normal', 'Hover', 'Click', and 'Selected'. 3. **Sorting**: Two examples of message sorting: 'sort by Newest Message' (Collapsed) and 'sort by Newest Message' (Expanded). 4. **Conversation Header**: Comparison between 'Single User' and 'Multi User' headers, each with icons for 'New', 'Edit', and 'Delete'. 5. **Notification Bars**: Three horizontal bars for 'Error State', 'Alert State', and 'New Messages', each with 'Hover' and 'Click' states. 6. **Customer Messages**: A series of messages from a user, some containing attachments like images and files, and some with status indicators like 'Short' or 'protected by User Name'. 7. **Guest Agent/Advisor Messages**: A series of messages from a guest agent, similar in structure to the customer messages. 8. **Agent/Advisor Messages**: A series of messages from an advisor, also with attachments and status indicators. 9. **Automated Messages**: Examples of automated messages with titles like 'No Action' and 'Attached Action', and content like 'Call with your BFF' and 'Missed Call from your BFF'. 10. **Timestamps**: A section showing message timestamps: 'Just Now', '50 minutes ago', 'Today, 10:48 AM', and '10/14/19, 10:48 AM'. 11. **Inline Messages**: A section showing inline message status: 'User joined the conversation', 'New message', and 'User was marked "verified"' Today, '10:48 AM'. 12. **Compose**: A section for composing messages with fields for 'Placeholder', 'Hover', 'Focus', and 'Protected'. 13. **Attached File**: A section for attaching files, showing a file thumbnail and download link. 14. **Protected**: A section for protected messages, showing a lock icon and 'SEND' button.

The image shows a wireframe of a user interface for a messaging application. At the top left, there's a section for 'Icons' with a grid of small symbols. Next to it is a 'Avatars' section with a large green placeholder circle and a grid of circular user icons. Below these are sections for 'Loading Indicators' and 'Headers'. The 'Headers' section includes 'Conversation headers' (with examples for 'Primary agent only', 'Two agents', and 'Multi-agent'), 'Modal headers' (with examples for 'Two icon header', 'One icon header', and 'Call overlay header'), and a 'Compose' section with message input fields and a 'Send' button. On the right side, there are sections for 'Agent/Advisor Messages' and 'Customer Messages', each showing message bubbles with senders, content, and a lock icon. A large green placeholder circle is also present in the bottom right corner.



Thoughtful theming

| Heading Regular |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Heading Medium |
| Heading Bold |
| Subheader Regular |
| Subheader Medium |
| Subheader Bold |
| Body Regular |
| Body Medium |
| Body Bold |
| Small Regular |
| Small Medium |
| Small Bold |
| Caption Regular |
| Caption Medium |
| Caption Bold |



```
grayScale.js
1 import chroma from 'chroma-js';
2 import RGBAToRGB from './RGBAToRGB';
3
4 /**
5  * Generate the gray-scale for the color palette based on its black.
6  * @param {String} options.black The black color the gray-scale
7  * will be generated from.
8  * @param {Boolean} options.useTint Whether to tint the gray-scale or not.
9  * @param {Object} options.graySteps The alpha for each of the gray colors
10 * generated.
11 * @return {Object}
12 *
13 * Complete gray-scale that also contains
14 * solid versions of each gray for use as
15 * backgrounds.
16 */
17 const generateGrayScale = ({
18   black = '#000000',
19   useTint = false,
20   graySteps = {
21     gray: 0.60,
22     grayLight: 0.30,
23     grayLighter: 0.15,
24     grayLightest: 0.05,
25   },
26 }) => {
27   const blackChroma = chroma(black);
28   const grayScale = {};
29
30   Object.entries(graySteps).forEach(([name, alpha], i) => {
31     if (!useTint || Number.isNaN(blackChroma.get('hsv.h'))) {
32       grayScale[name] = blackChroma
33         .alpha(alpha)
34         .css();
35     } else {
36       grayScale[name] = blackChroma
37         .set('hsv.h', blackChroma.get('hsv.h'))
38         .set('hsv.v', `+${(i + 1) * 0.05}`)
39         .set('hsv.s', `+${(i + 1) * 0.5}`)
40         .alpha(alpha)
41         .css();
42     }
43
44     grayScale[` ${name}Fill` ] = RGBAToRGB(grayScale[name]);
45   });
46
47   return grayScale;
48 };
49
50 export default generateGrayScale;
```

```
spacing.js
1 const spacing = {
2   s1: '4px',
3   s2: '8px',
4   s3: '12px',
5   s4: '16px',
6   s5: '24px',
7   s6: '32px',
8   s7: '40px',
9 };
10
11 export default spacing;
```

```
typography.js
1 const fontWeights = {
2   regular: '400',
3   medium: '500',
4   bold: '700',
5 };
6
7 export const lineHeight = {
8   solid: '1',
9   caption: '15px',
10  small: '17px',
11  body: '20px',
12  subheader: '22px',
13  header: '24px',
14 };
15
16 const typography = {
17   captionRegular: `
18     font-size: 12px;
19     font-weight: ${fontWeights.regular};
20   `,
21   captionMedium: `
22     font-size: 12px;
23     font-weight: ${fontWeights.medium};
24   `,
25   captionBold: `
26     font-size: 12px;
27     font-weight: ${fontWeights.bold};
28   `,
29   smallRegular: `
30     font-size: 14px;
31     font-weight: ${fontWeights.regular};
```

Engineering Prototype

SOURCE OF TRUTH

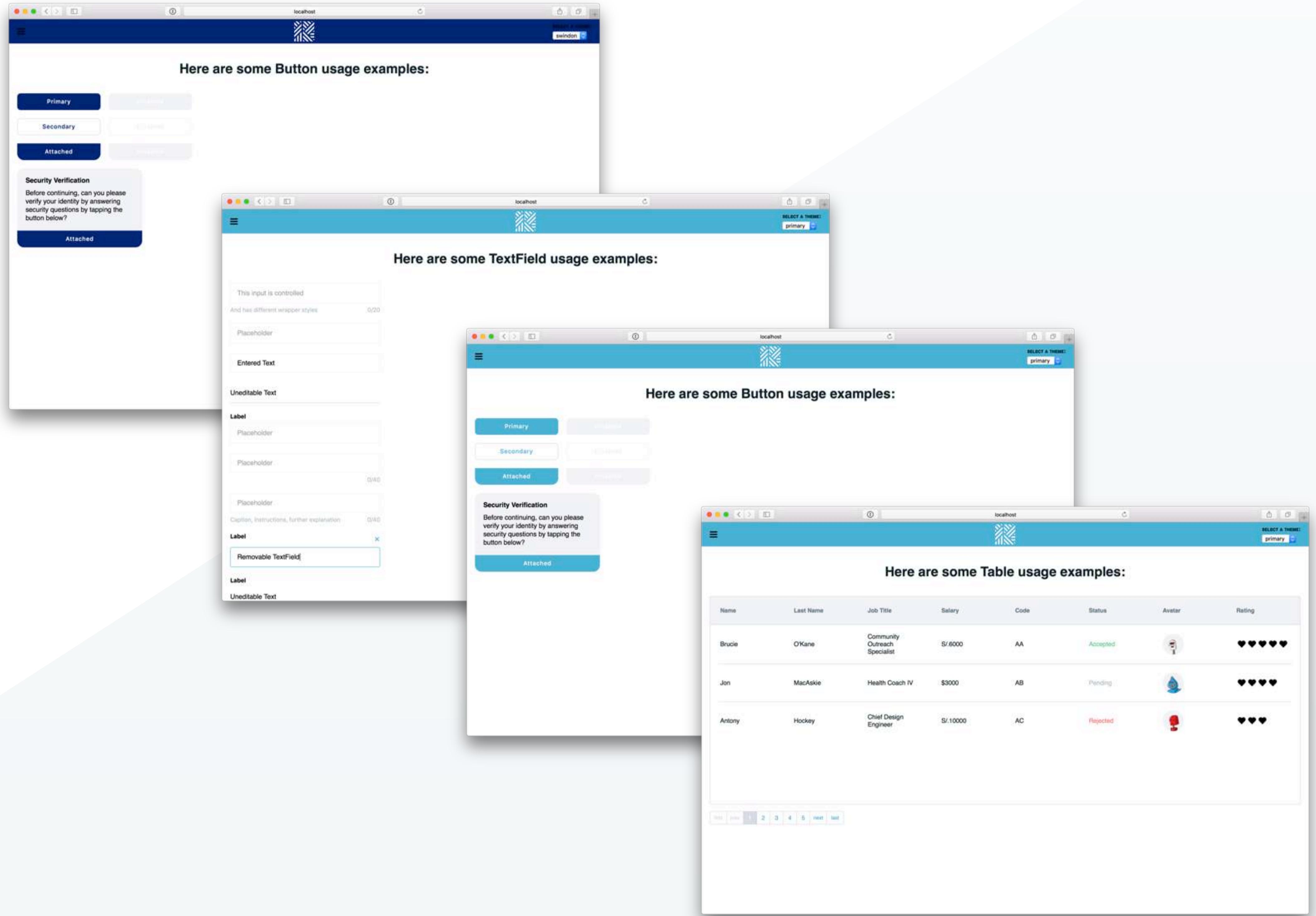
Give engineers a single place to work on and pull components from.

UNIVERSAL COMPONENTS (when possible)

Collaborated on a system that allowed for components to be reused across platforms.

SPACE TO COLLABORATE

Technical designers and Engineering now have a single place to work together.



Text Fields with Labels

Conversation Panel

Floating Drop Downs

Other Entry Fields

Sorting

List Views

Conversation Header

Notification Bars

Customer Messages

Guest Agent/Advisor Messages

Agent/Advisor Messages

Badges

Expanded + Floating Dropdowns

Name Item Status

Table

Automated Messages

No Action

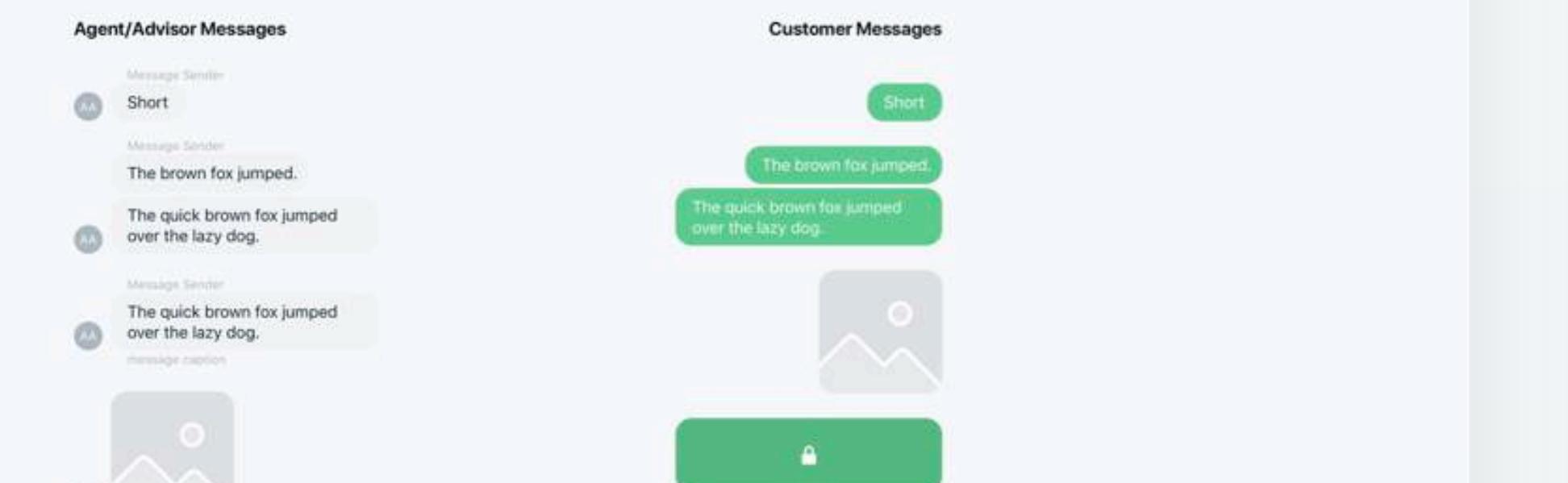
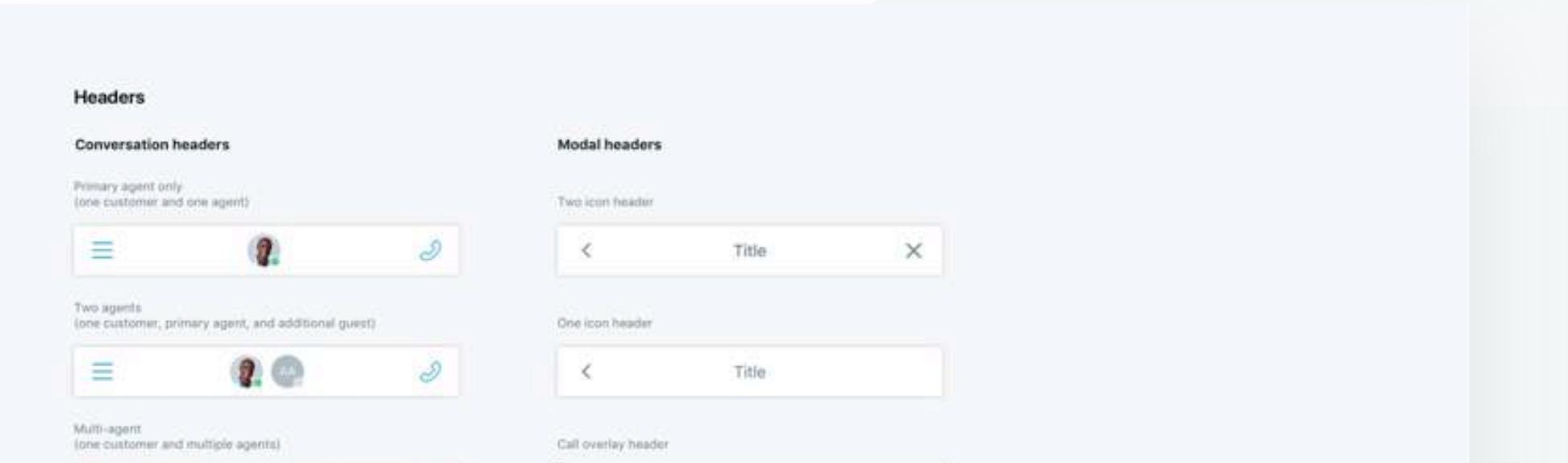
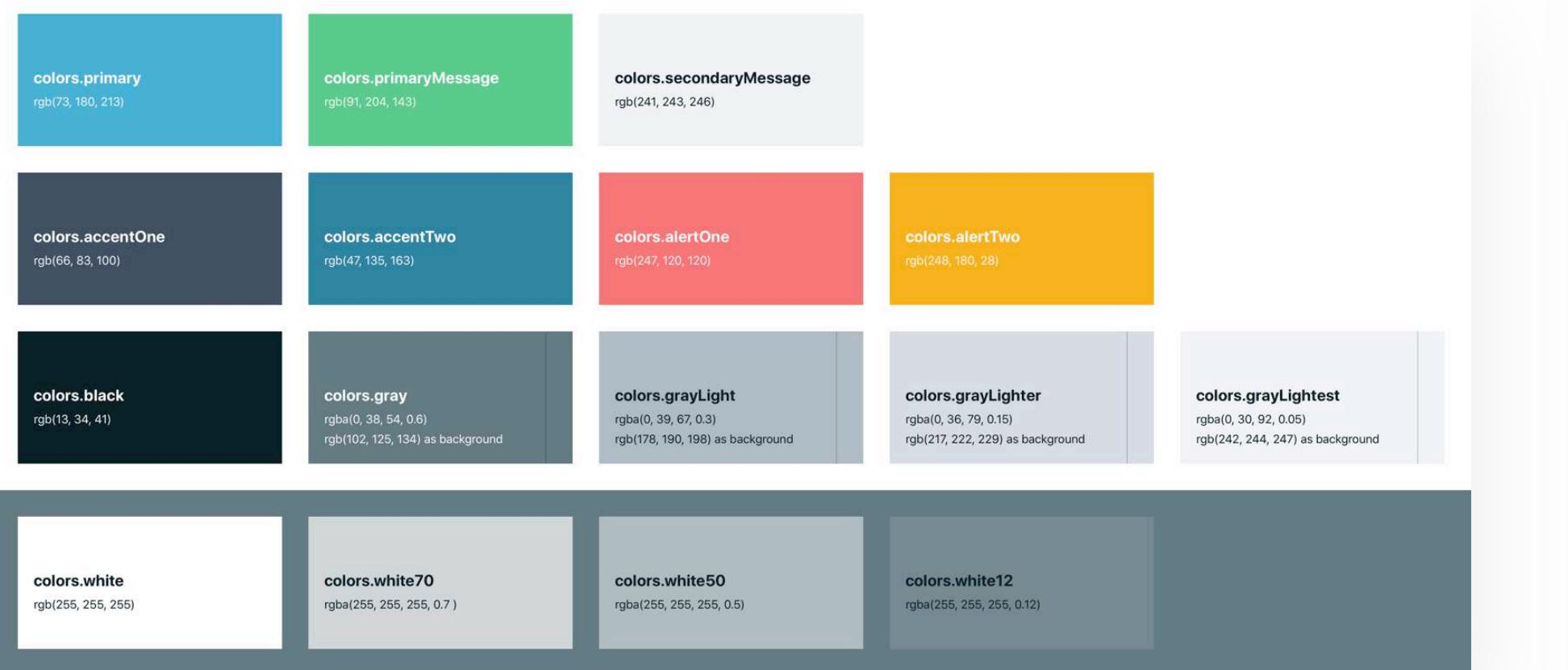
Attached Action

Timestamps

Inline Messages

Compose

Modals



```

grayScale.js
import chroma from 'chroma-js';
import RGBAToRGB from './RGBAToRGB';

/**
 * Generate the gray-scale for the color palette based on its black.
 * @param {String} options.black The black color the gray-scale will be generated from.
 * @param {Boolean} options.useTint Whether to tint the gray-scale or not.
 * @param {Object} options.graySteps The alpha for each of the gray colors generated.
 * @return {Object}
 */
const generateGrayScale = ({
  black = '#000000',
  useTint = false,
  graySteps = {
    gray: 0.60,
    grayLight: 0.30,
    grayLighter: 0.15,
    grayLightest: 0.05,
  },
}) => {
  const blackChroma = chroma(black);
  const grayScale = {};

  Object.entries(graySteps).forEach(([name, alpha], i) => {
    if (!useTint || Number.isNaN(blackChroma.get('hsv.h'))) {
      grayScale[name] = blackChroma
        .alpha(alpha)
        .css();
    } else {
      grayScale[name] = blackChroma
        .set('hsv.h', blackChroma.get('hsv.h'))
        .set('hsv.v', `+${(i + 1) * 0.05}`)
        .set('hsv.s', `+${(i + 1) * 0.5}`)
        .alpha(alpha)
        .css();
    }
  });

  grayScale['${name}Fill'] = RGBAToRGB(grayScale[name]);
};

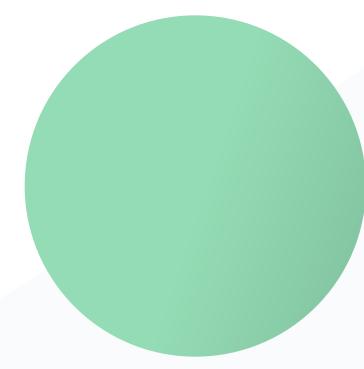
return grayScale;
};

export default generateGrayScale;

```



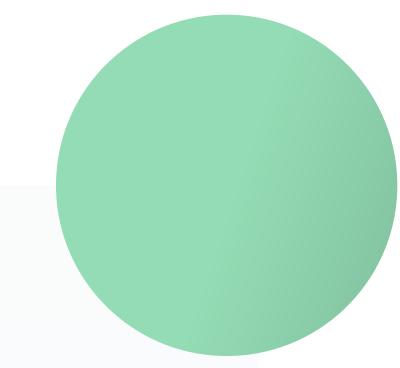
Customer Onboarding



The Problem



Current users were confused by certain design decisions and didn't find much of the info helpful.



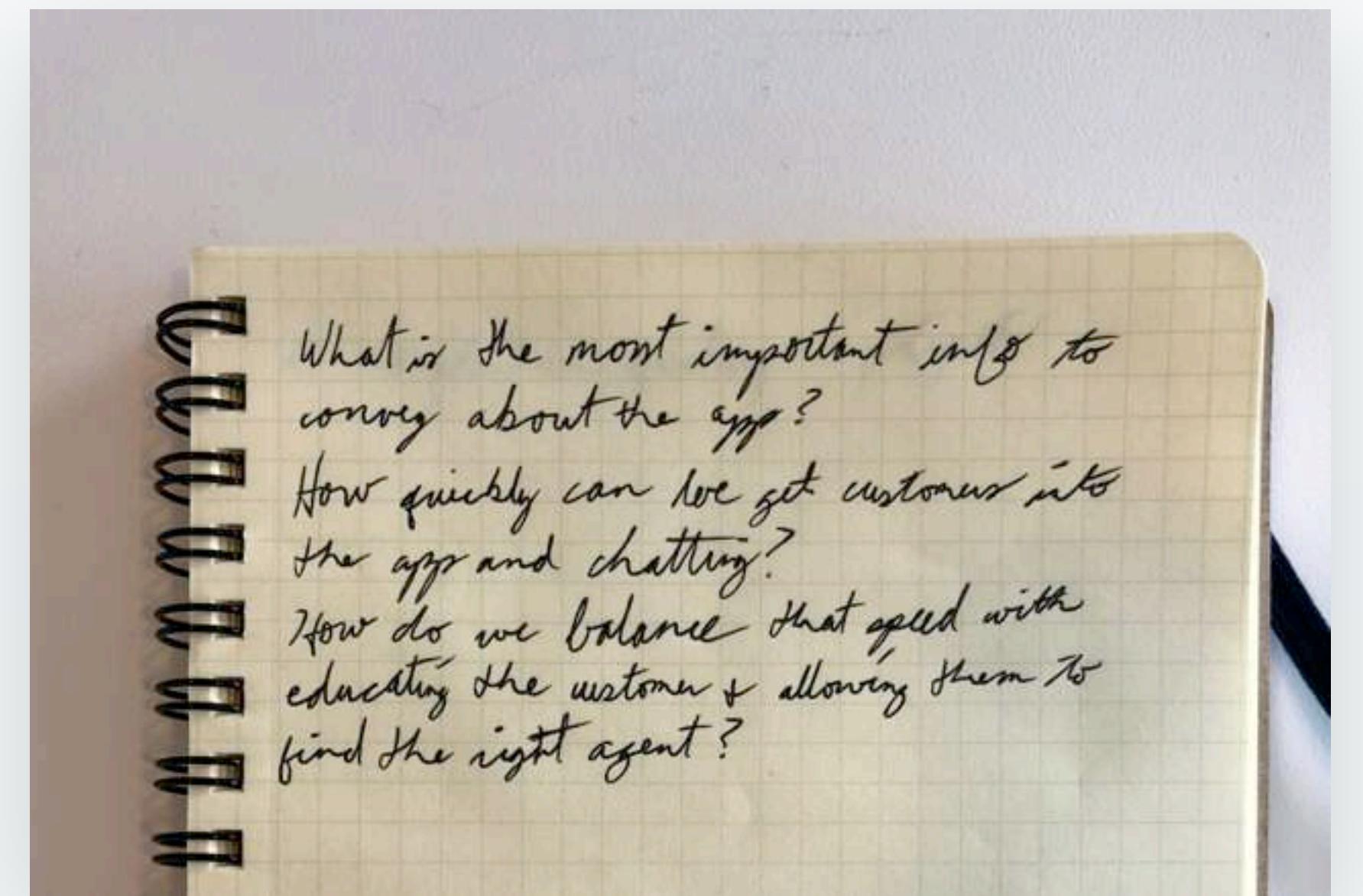
Research, Ideation, & Planning

THE USERS

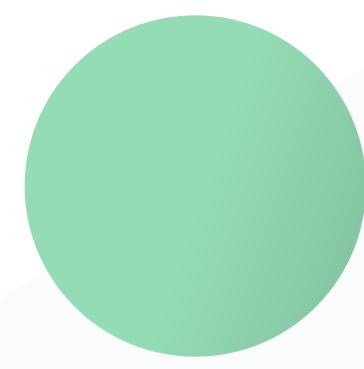
End customers of our partner financial institutions.

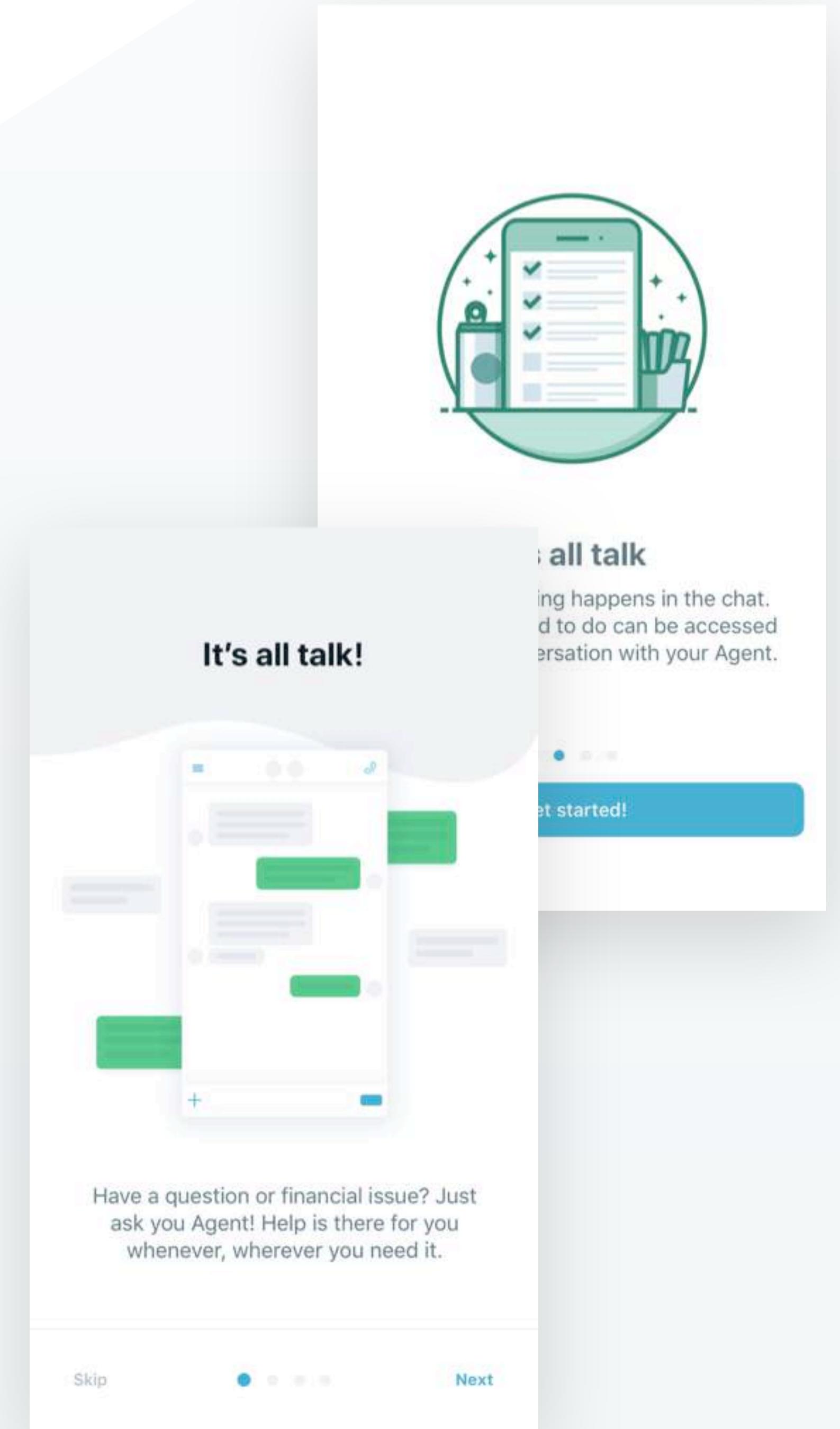
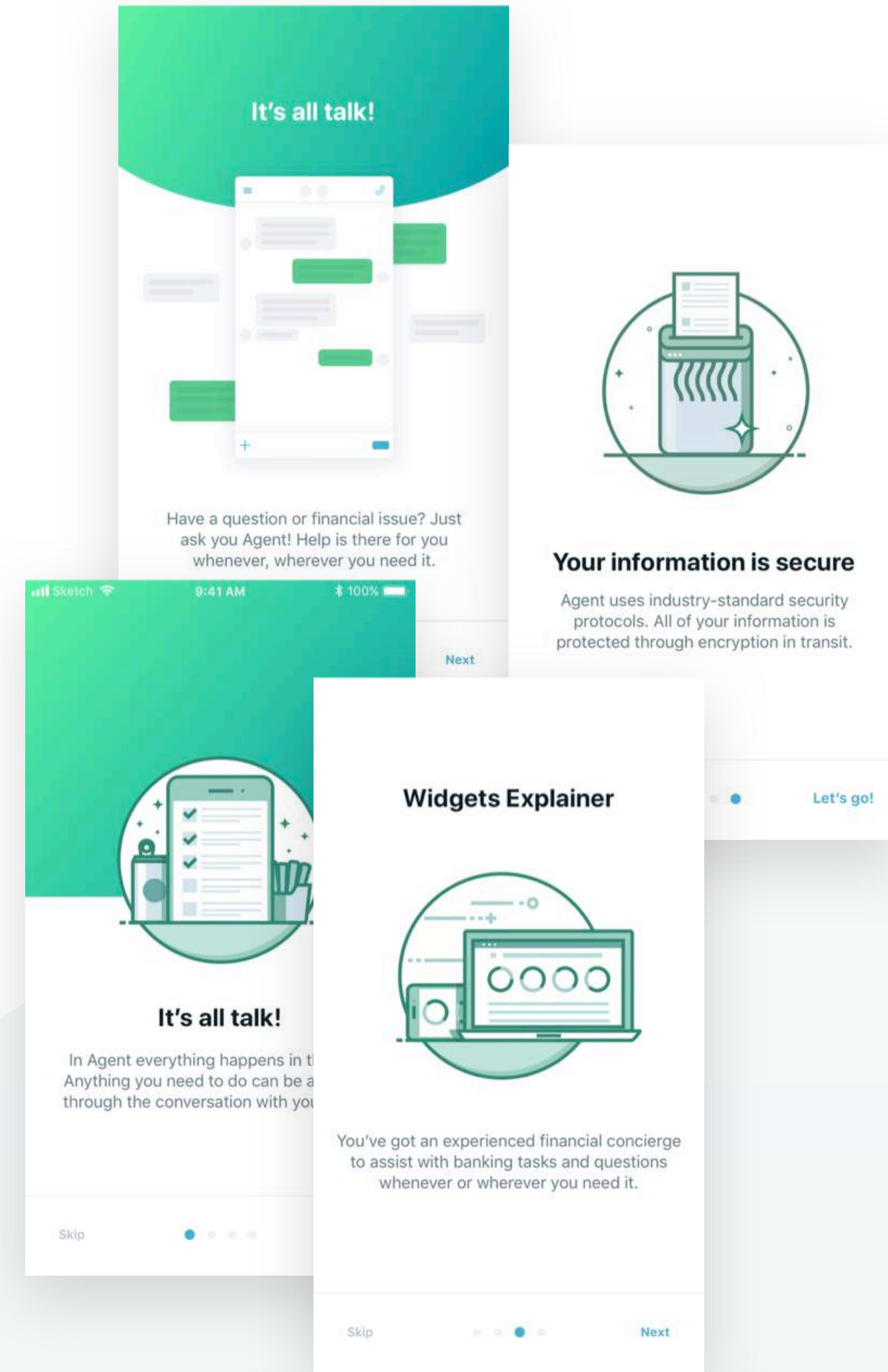
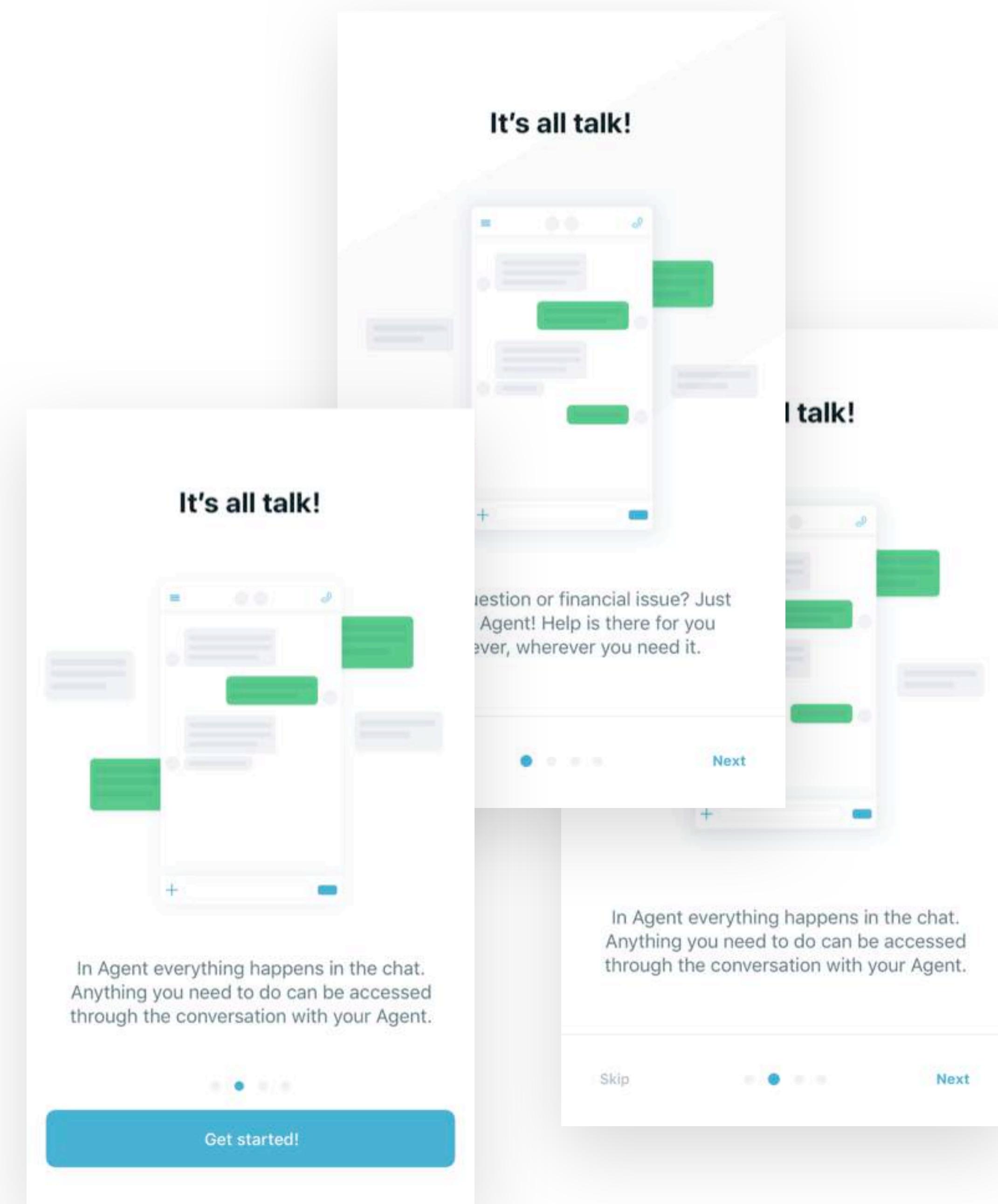
THE CHALLENGES

Balance accessibility, customization, and levels of technical understanding.



Explorations





BACK

Terms and conditions

Before you can continue, please read and accept our terms and conditions.

Section 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In venenatis faucibus nisl, ac ultricies dolor convallis eu. Nulla nibh neque, volutpat nec condimentum varius, aliquet a mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tincidunt fringilla pulvinar.

Sed aliquet ultrices felis id elementum. Fusce bibendum lorem vel libero volutpat, in suscipit augue gravida. Aliquam sit amet tellus mauris. Donec ullamcorper ornare quam et elementum. Curabitur ac nulla in tortor convallis ornare. Morbi nec commodo ante, et malesuada nulla.

Section 2

In et laoreet lectus. Quisque a nibh arcu. Nullam ac enim ut tellus facilisis faucibus semper eget arcu. Curabitur maximus cursus tortor, ut eleifend ligula vehicula id. Aenean at ex id odio consectetur aliquet eu nec ipsum. Aenean rhoncus libero sed ante blandit, vel tempor arcu.

ACCEPT

Sketch 9:41 AM 100%

< Back

Terms and conditions

Before you can continue, please read and accept our terms and conditions.

Section 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In venenatis faucibus nisl, ac ultricies dolor convallis eu. Nulla nibh neque, volutpat nec condimentum varius, aliquet a mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tincidunt fringilla pulvinar.

Sed aliquet ultrices felis id elementum. Fusce bibendum lorem vel libero volutpat, in suscipit augue gravida. Aliquam sit amet tellus mauris. Donec ullamcorper ornare quam et elementum. Curabitur ac nulla in tortor convallis ornare. Morbi nec commodo ante, et malesuada nulla.

Section 2

In et laoreet lectus. Quisque a nibh arcu. Nullam ac enim ut tellus facilisis faucibus semper eget arcu. Curabitur maximus cursus tortor, ut eleifend ligula vehicula id. Aenean at ex id odio consectetur aliquet eu nec ipsum. Aenean rhoncus libero sed ante blandit, vel tempor arcu aliquam.

Accept

Choose Your Agent

Filter Search

Agent Search

Location

Show agents near me
Use my current location

Filters

Role type

Account Servicing Home Lending

Available hours

Morning Afternoon Evening Night

Working Hours

Monday	9 - 5
Tuesday	11 - 3
Wednesday	Off
Thursday	12 - 5
Friday	10 - 3
Saturday	Off
Sunday	12 - 5

Search Agents

Agent Search

enter a name, location, or expertise

Portland, OR Sellwood Wealth Management

Home Lending Account Servicing Home Lending

Search by these tags

Search

I don't have a preference

Find your agent

Choose Your Agent

Choose Kim

Security Password

name or location service type

Kim Connors

Traveler foodie love my kids San Francisco, CA

I have been in banking for the last 2 years and have over 10 years of customer service experience. I love helping people with their finances and ensuring they get the best service.

NMLS 192938 Working Hours >

Choose Kim

Choose One

Account Servicing Home Lending

Done

Find your agent

City Branch

Portland, OR Sellwood

Expertise

Select expertise

Search

Done

Choose One

Account Servicing Home Lending

Done

Simplified Onboarding

JUST GET INTO IT

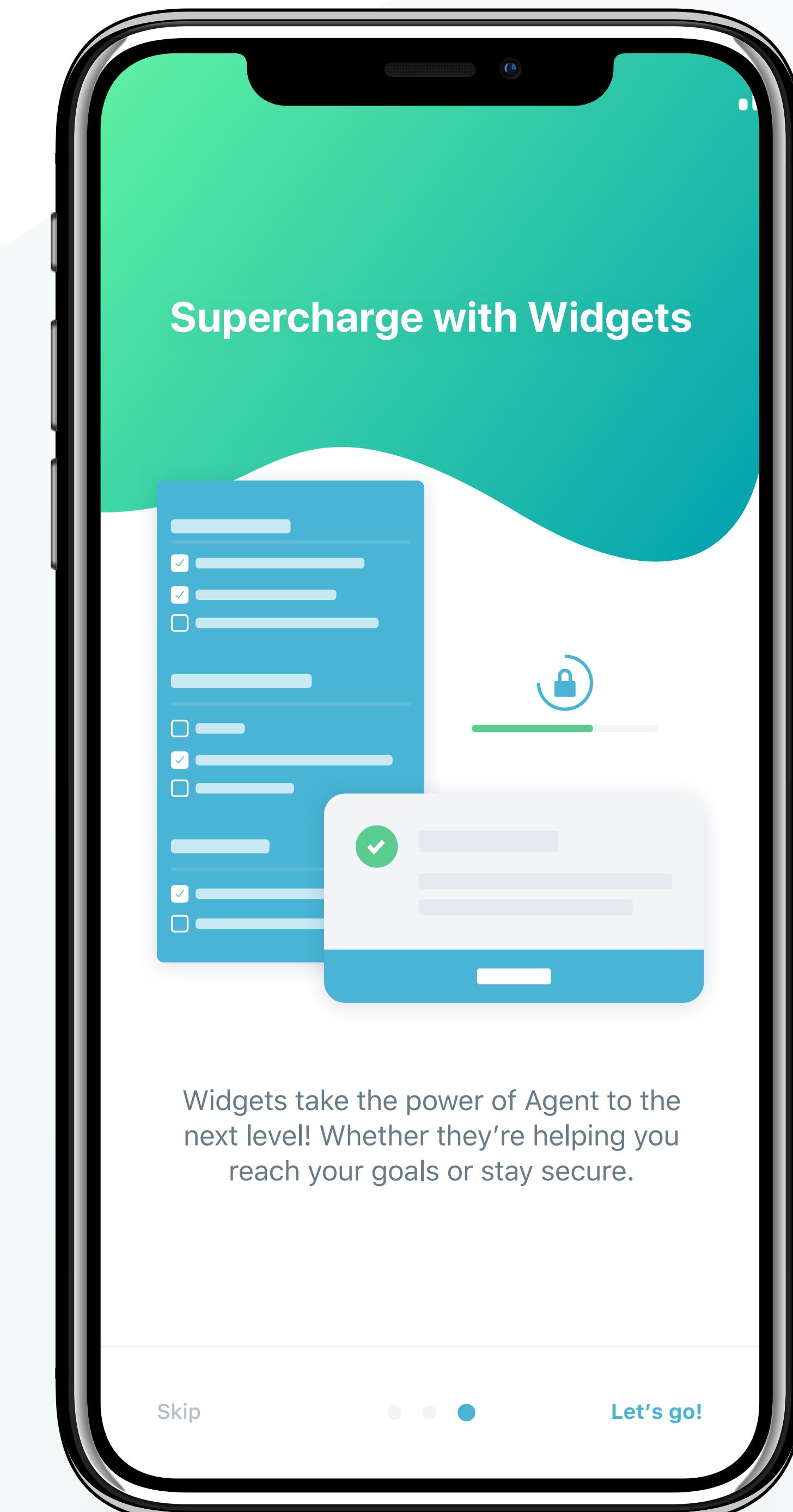
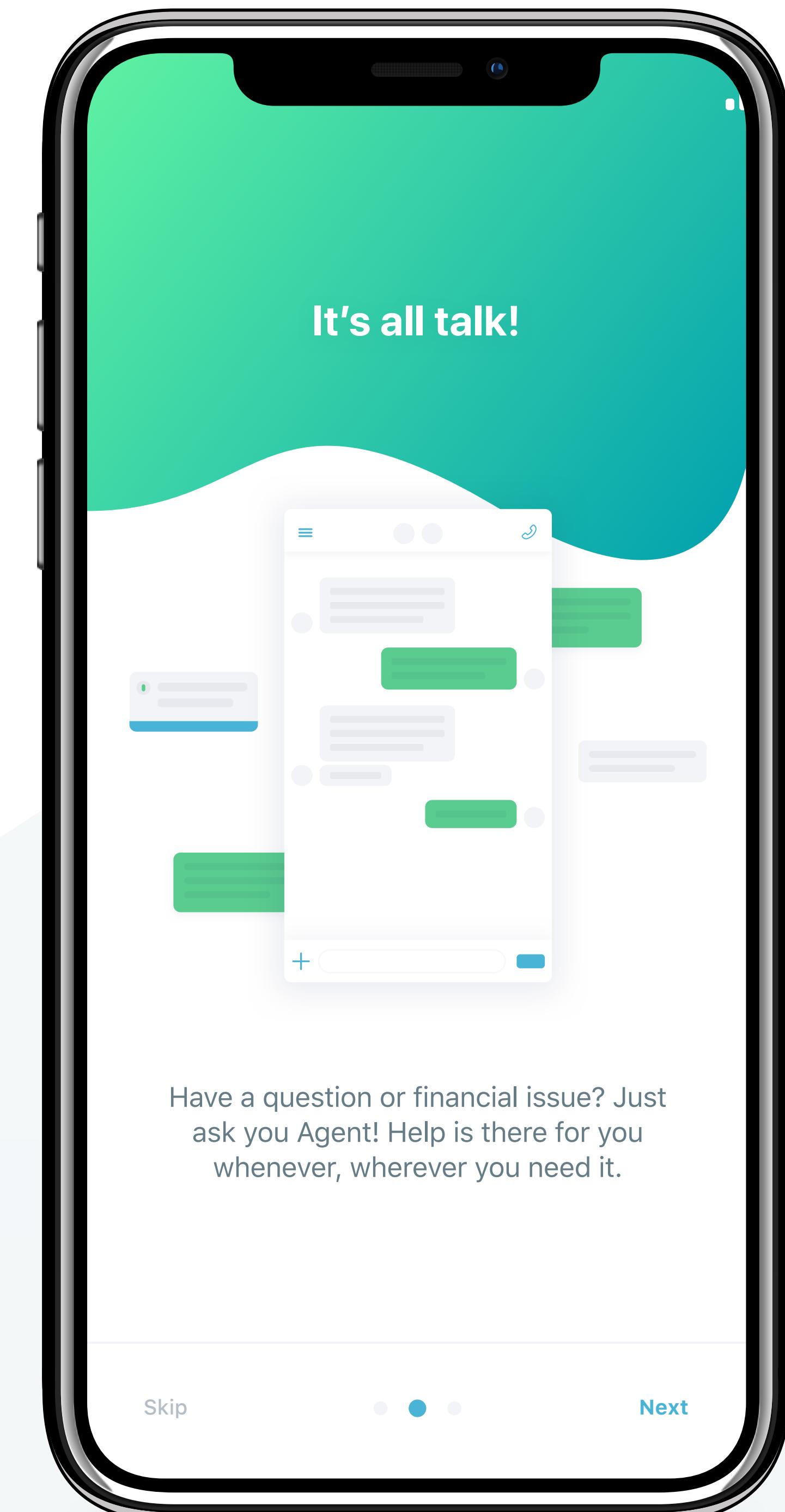
Not many users found the old, brand focused onboarding helpful.

CUSTOMIZATION MADE SIMPLE

A system that's quickly customizable for the brand of a financial institution.

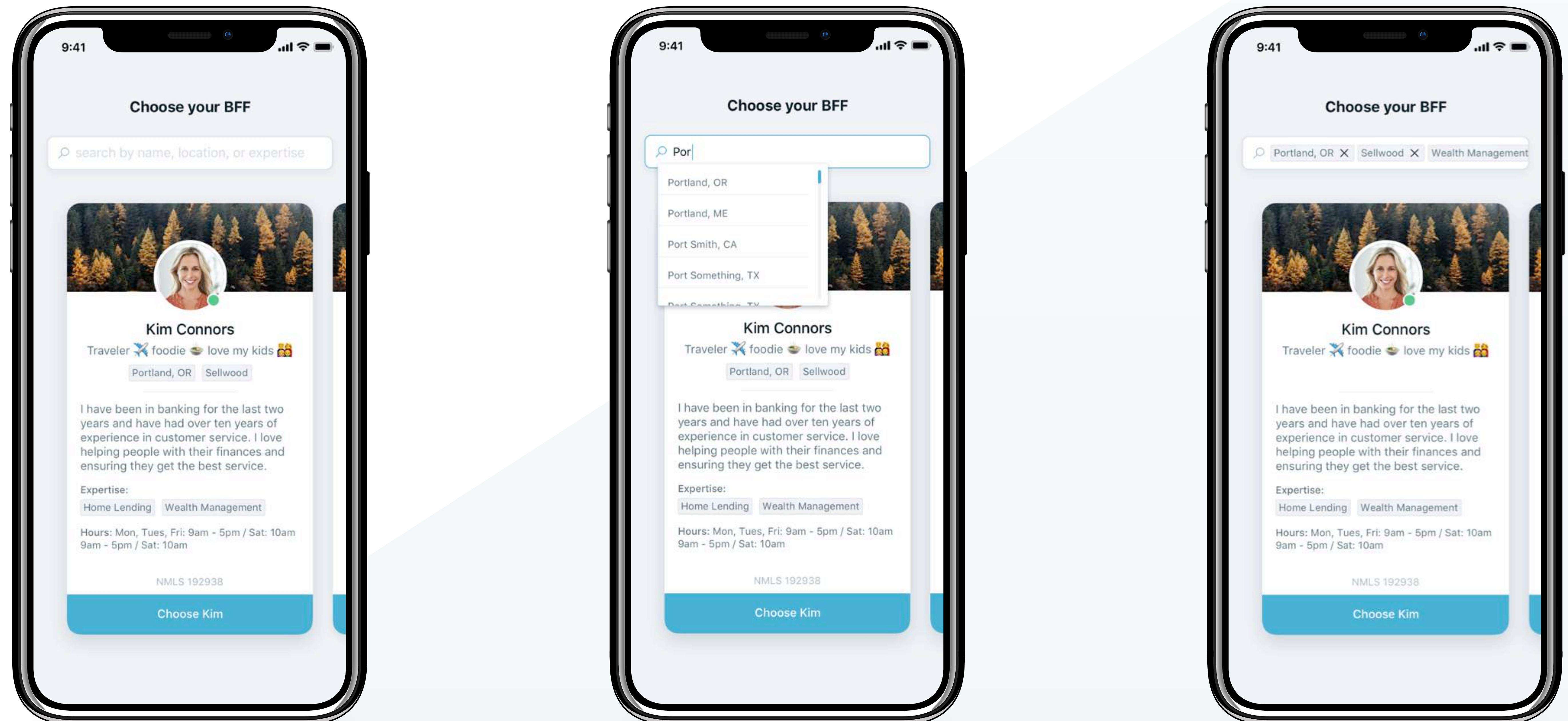
GUIDE WITHOUT BLOCKING

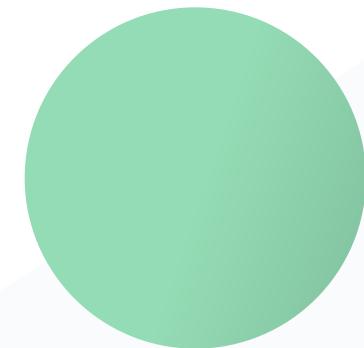
Allow knowledgeable users to get right to it, but be an obvious guide for users who need it.



Agent Selection

Powerful & Personal





Engage Dashboard

Research, Prototyping, & Testing

THE USERS

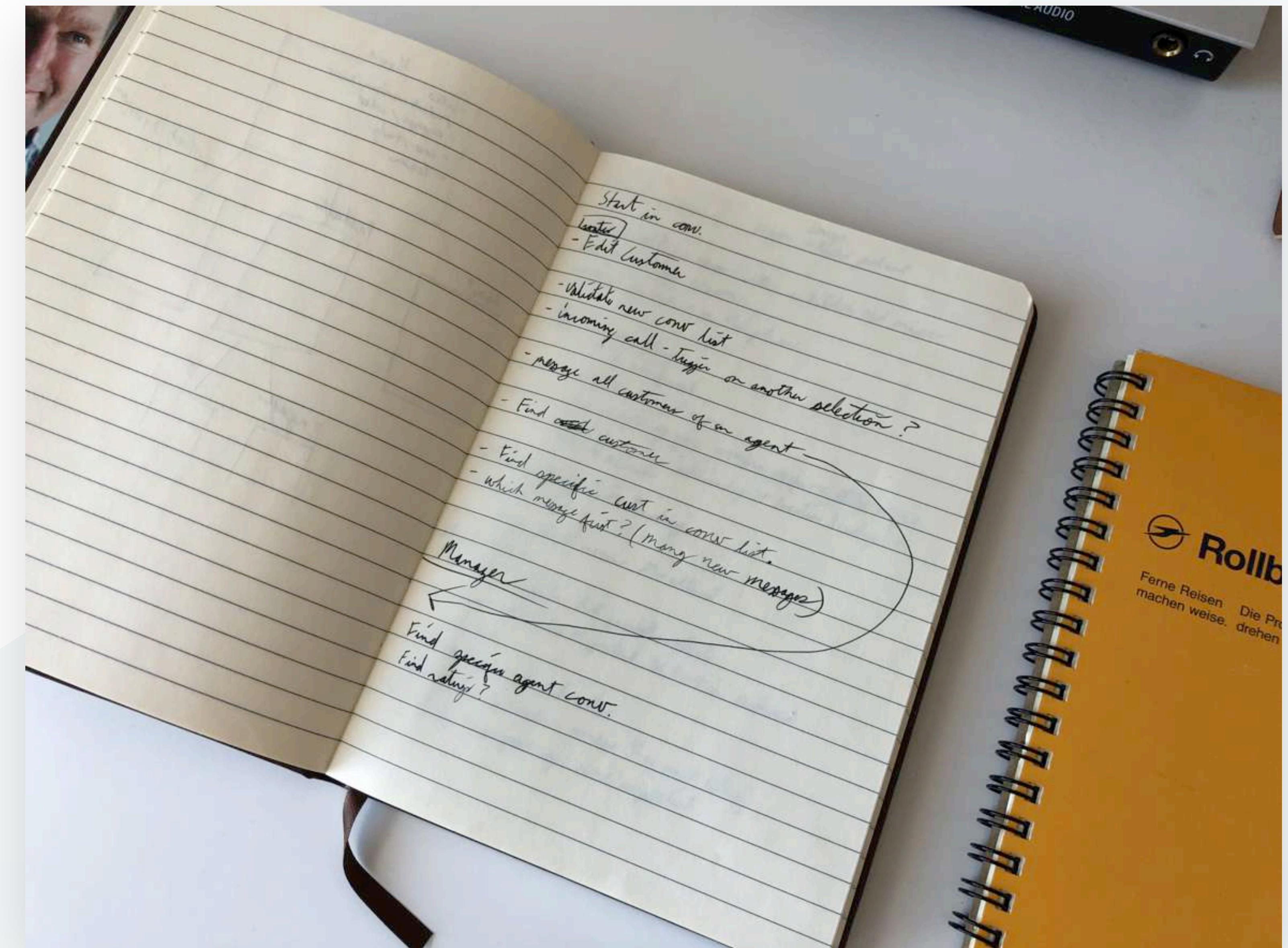
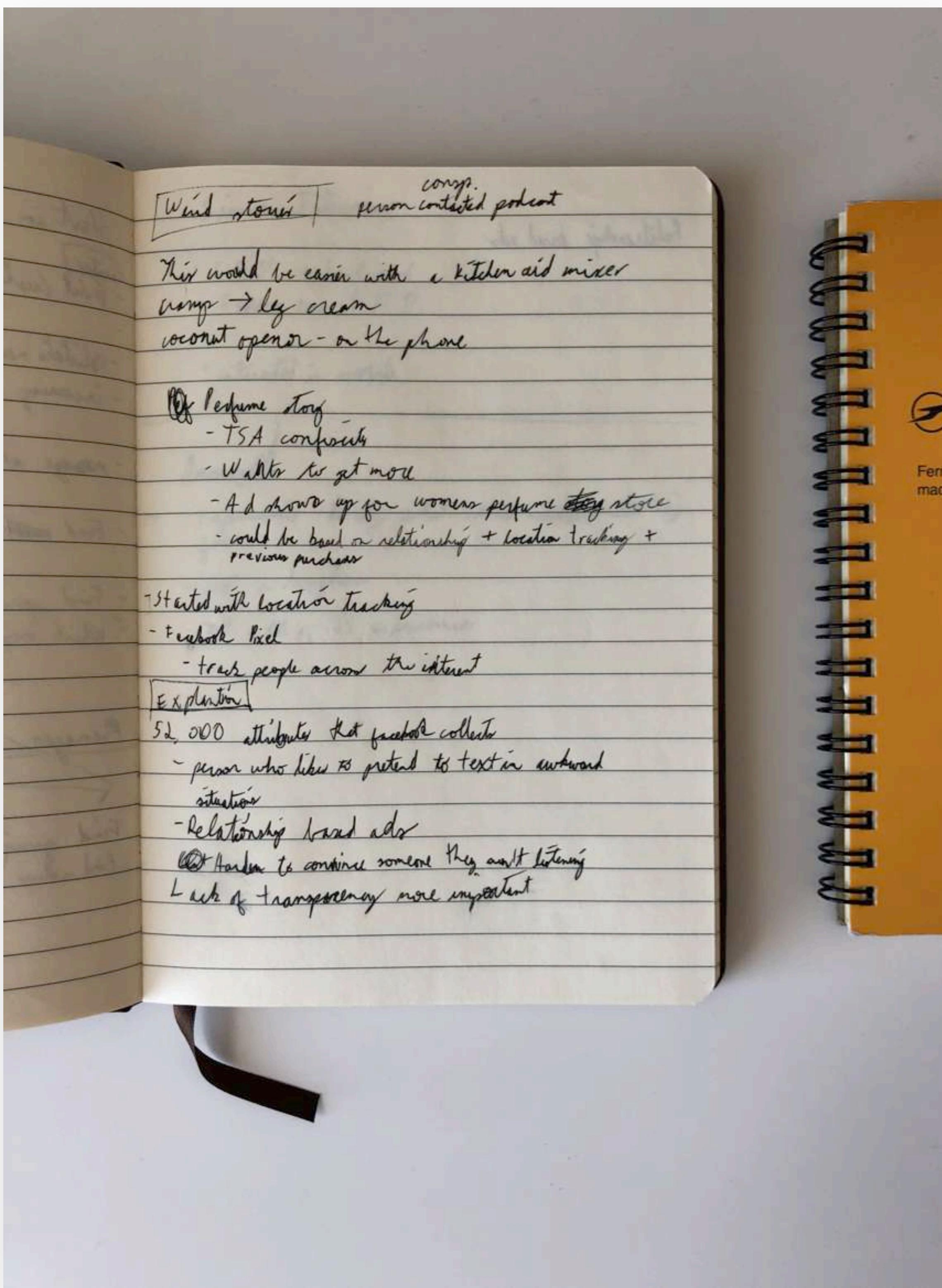
In branch agents who have to manage customers in-store as well as online.

THE CHALLENGES

Balancing information density, scanability, and useful information.

THE POTENTIAL SOLUTION

An overhauled navigational system and components to better suit agent needs.



Prep usability study

WHAT DO WE WANT TO FIND OUT

- Can every UA become a BFF?
- What training requirements will UAs have?
- What makes a successful BFF?
- What are the biggest pain points for UAs?
- How brought into agents into the vision for BFF? How do we need articulate the value proposition for them? How do agents perceive the value proposition? How does it relate/not to their aspirational role?
- What is the relationship between the Value Prop to the customer and the Value Prop to the UAs? What are the moments of greatest success for both?
- What existing tasks do we need to eliminate from the store? What do we need to add?
- What is the most ideal operating model for a store?
- What role does the store play in serving the Value Proposition led by BFF?

SCHEDULE

Monday, 11/13				
Time	Location	Pair	Interviewee	What
10.45 - 11.05	Hawthorne	Zack/ Mac		Dashboard
10.45 - 11.05	Hawthorne	Janina		Operations
11.10 - 11.30	Hawthorne	Zack/ Mac		Dashboard
11.10 - 11.30	Hawthorne	Molly/ Janina		Operations
11.35 - 12.55	Hawthorne	Zack/ Janina		Dashboard
11.35 - 12.55	Hawthorne	Molly/ Mac		Operations
13.00 - 13.20	Hawthorne	Zack/ Janina		Dashboard
13.00 - 13.20	Hawthorne	Molly/ Mac		Operations
13.25 - 13.45	Hawthorne	Mac/Janina		Dashboard
13.25 - 13.45	Hawthorne	Molly/ Zack		Operations
13.50 - 14.10	Hawthorne	Mac/Janina		Dashboard

Agents

- What was your first reaction when you found out that you'd be part of the BFF pilot?
- What questions did you have? Were they answered?
- How do you feel about it now? What are the best parts? The hardest parts?
- How would you, in your own words, define the role of a BFF from your experience?
- What are the ways you've explored describing the BFF service to customers? Which ways have worked the best? Why? What are things you make sure and include? What things do you leave out?
- What have been the common reactions and responses from customers?
- What are the expectations you have of yourself? When you consider how your role might grow or change, what are some of the things that you're most excited about? What are some of the things that seem most daunting? What might a successful year look like for you?
- As you started the role as BFF, how well prepared did you feel? Once you started, what were some things that you wished you'd known or had been more prepared for?
- What has it been like balancing your existing role with supporting customers via BFF?
- What was the biggest change you had to get used to? What felt natural?
- What are some of your ways of prioritizing the different tasks you have managing the store?
- On a typical day, how much of your time, roughly, do you spend on customer service in-store, BFF support, and other activities? Thinking about the store itself, which parts of

Manager

How do you define success for:

- Yourself
- Your team
- The pilot overall?

What do you look for when you evaluate an agent's performance?

How long does it take for an associate on average to get up to speed?

- What are the biggest obstacles?
- What are the phases they go through?

How many customers do you think a BFF central agent could handle?

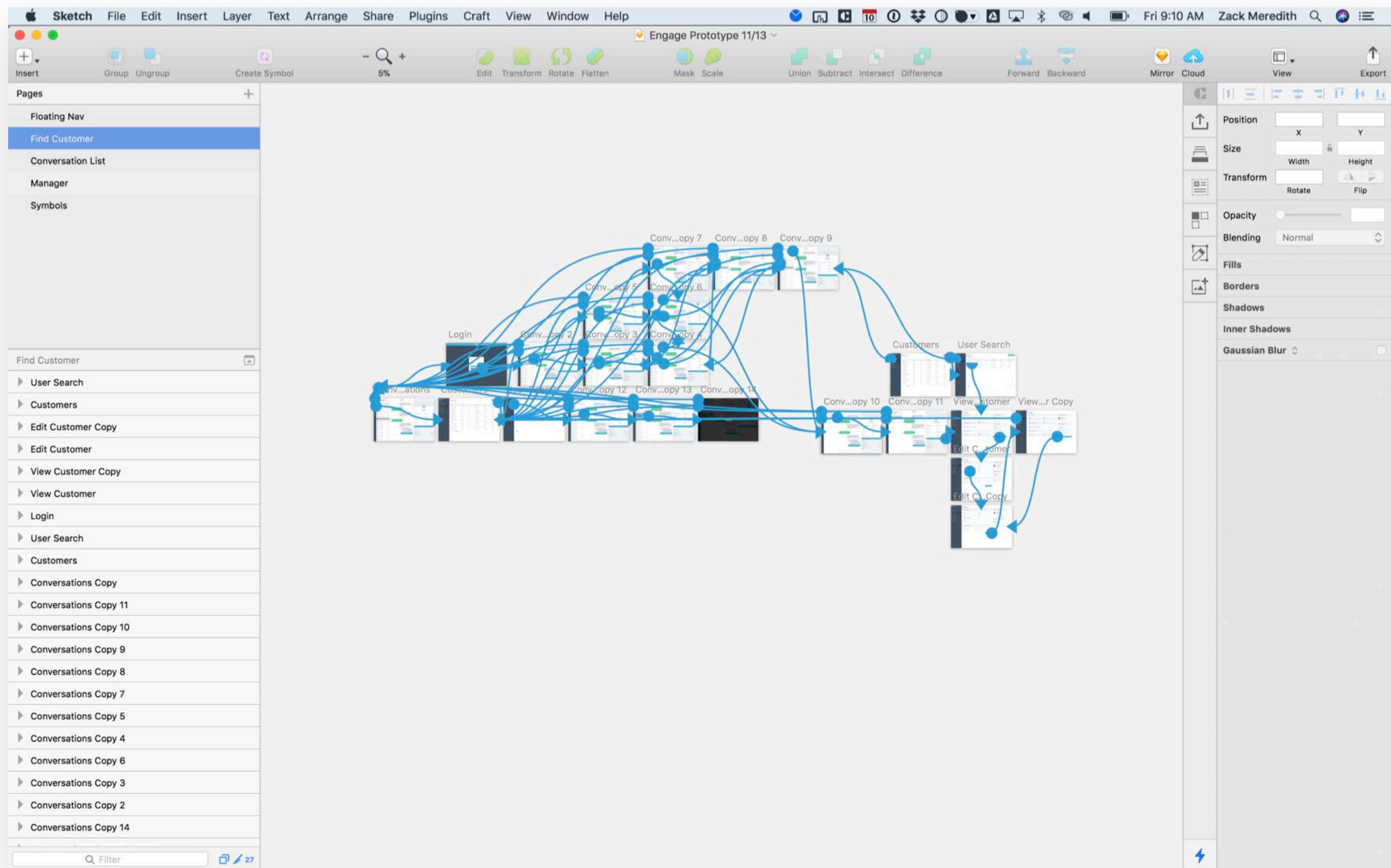
How many BFFs do you think you can manage?

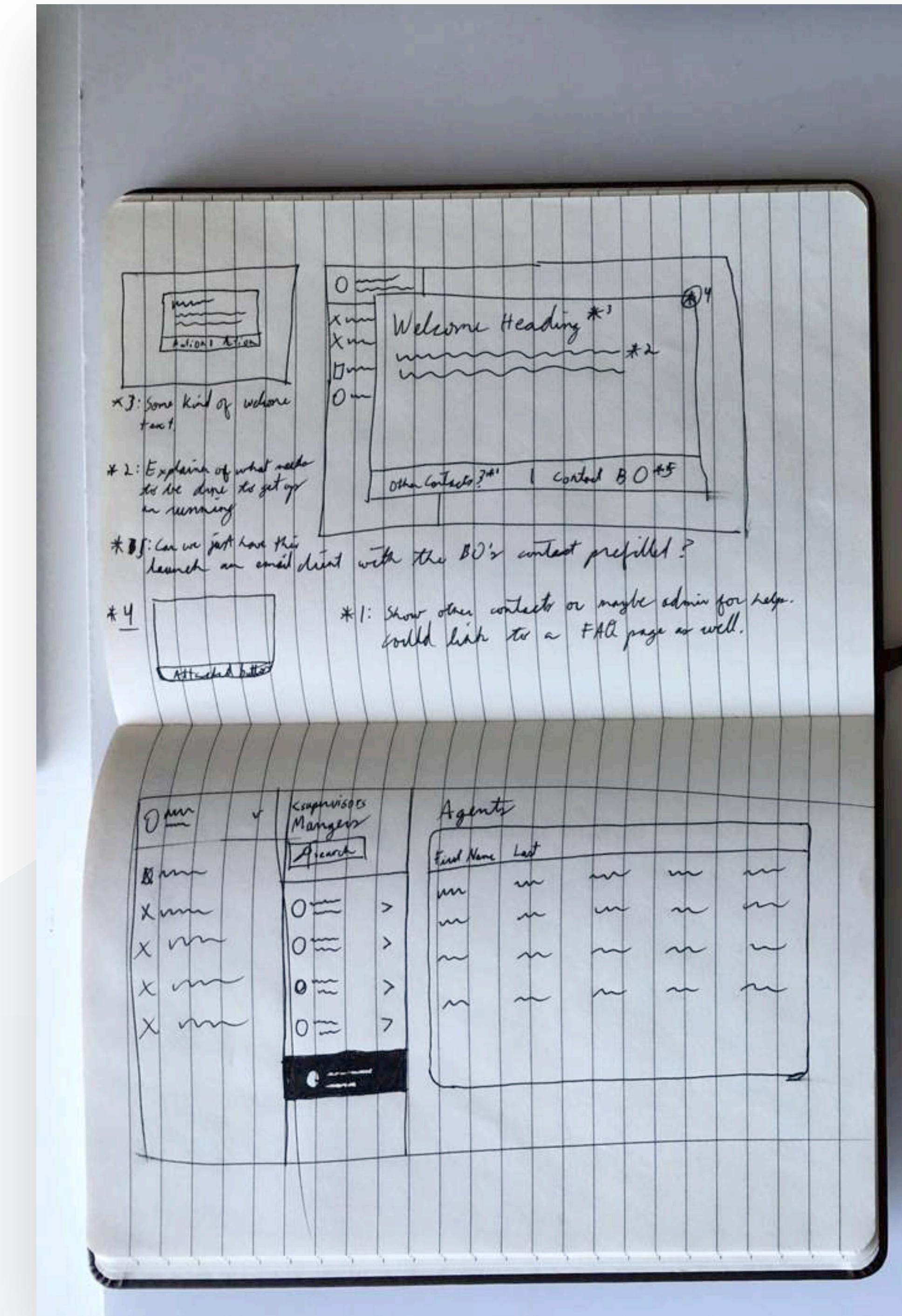
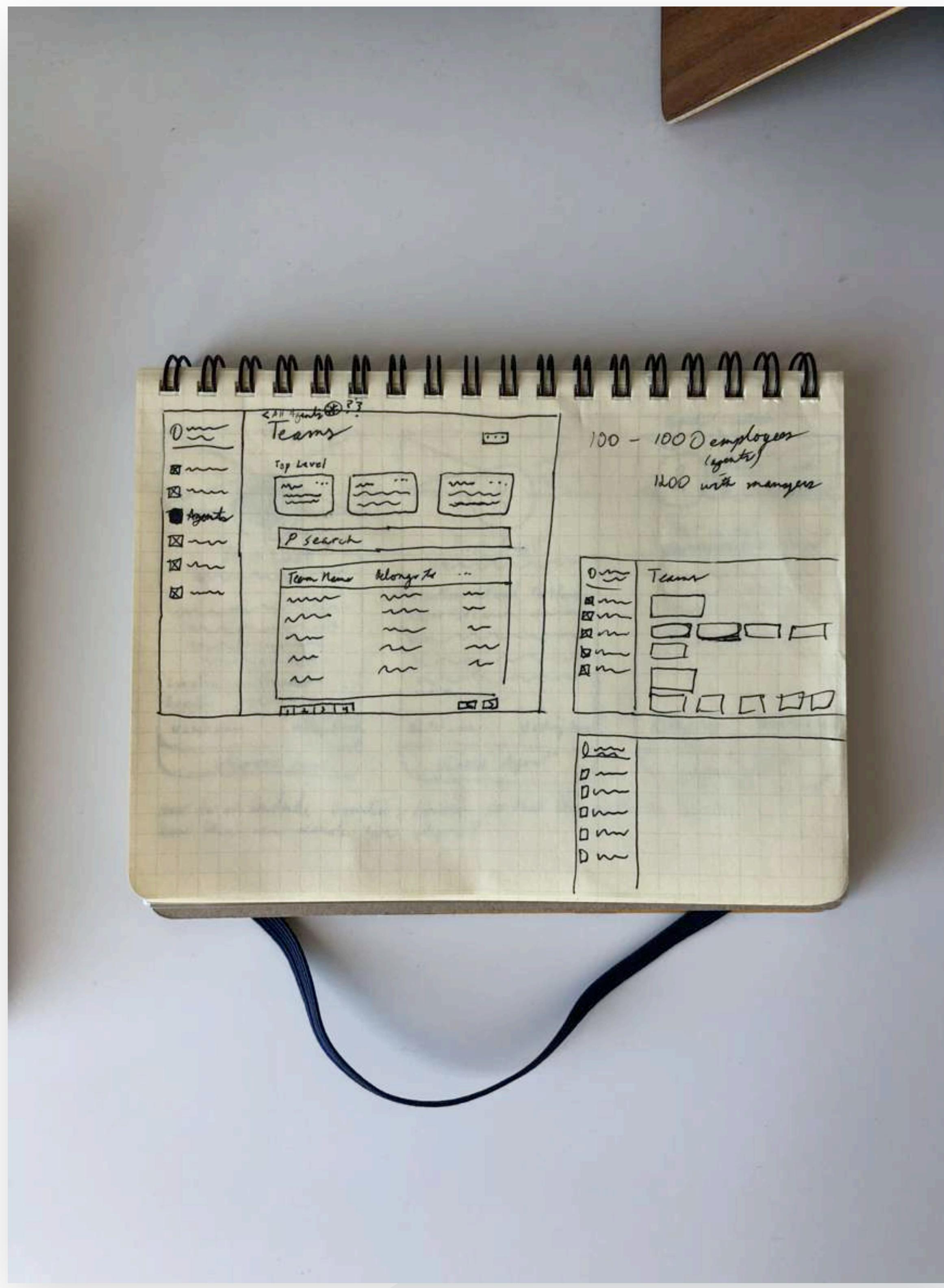
How would you manage a remote BFF?

What are your biggest frustrations today when it comes to running the pilot?

Describe how you felt during the transition from BFF to BFF manager? How did you change?

1	A	B	C	D	E	F	G	H	I	J	K	L
2	Agent Dashboard	1	Did the user seem surprised/note any changes to the conversation screen post login?	no	no	no	no	no	no	no	no	no
3		2	Did the user notice right away that there were new messages?	no	yes	yes	yes	no	yes	yes	yes	yes
4		3	Did the user first go to the conversation search field to find the conversation?	no	no	yes	no	no	no	yes	no	yes
5		4a	Did the user go to 'View full profile' button first?	yes	yes	yes	no	yes	yes	yes	no	yes
6		4b	Did they search for the customer's name in the customer tab of the dashboard?	no	no	no	yes	no	no	yes	no	no
7		4c	Does the user click on the 'Email' field before the edit button?	no	no	no	yes	no	no	no	no	no
8		5a	Did the user search for the customer in the customer tab of the dashboard?	yes	yes	yes	yes	yes	yes	yes	yes	yes
9		5b	Did the user notice the conversations notification badge before the prompt?	yes	yes	no	yes	yes	yes	yes	yes	yes
10		6a	Does the user notice the conversations badge before clicking on messages?	yes	yes	no	yes	yes	yes	yes	yes	yes
11		6b	Was the incoming call notification apparent to the user?	yes	yes	yes	yes	yes	yes	yes	yes	yes
12		7	Did the user easily understand to click on their profile image to log out?	yes	yes	no	no	no	no	yes	no	yes
13	Manager Dashboard	1	Is it very clear to the user to select their agent's name from the displayed list?	yes	yes	yes	yes	yes	yes	yes	yes	
14		2	Does the user easily get back to the agent conversation list?	yes	yes	yes	no	yes	yes	yes	yes	
15		3	Is the user able to easily find the 'Ratings' tab?	yes	yes	no	no	no	no	no	No	
16		3a	Does the user use the 'Ratings Overview' tab to find their agent's ratings?	yes	yes	no	yes	no	no	no	?	
17		3b	Does the user use the 'Agent' tab to find their agent's ratings?	no	no	no	no	yes	yes	yes	?	
18		4a	Does the user use 'View conversation' directly in ratings screen?	yes	yes	yes	yes	yes	yes	yes	yes	
19		4b	Does the user search for the customer in the 'Conversations' tab?	no	no	no	no	no	no	no	no	
20		4c	Does the user search for the customer in the 'Customers' tab?	no	no	no	no	no	no	no	no	
21		5	Did the user easily understand to click on their profile image to log out?	yes	yes	yes	yes	yes	yes	yes	yes	
22												
23	Usability Study prompt found here		Note: Mark 'Yes' if user performed task effortlessly. Mark 'No' if user struggles to complete the task, or is unsuccessful and you need to step in.	Sidenote No one knows that they can search for conversations	Sidenote Loved "primary agent" in table							





The screenshot shows a mobile application interface for managing customer conversations. On the left, a sidebar lists 'My conversations' with various users: George Riley, Christie Lewis, Tyler Reynolds, Stephanie Lee, Seth Daniels, Dan Sai (selected), Debbie Reyes, George Riley, Christie Lewis, Tyler Reynolds, Sam Zher, Darren Ferguson, and Kenzi Olsen. The main area displays a message thread with Dan Sai. The messages are as follows:

- Dan Sai (Yesterday, 2:13 PM): Hi, Dan! Thanks for choosing me as your BFF. What can I help you with today?
- DS (Dan Sai): Hi, Kim. I misplaced my wallet — can I put a hold on my cards until I find it?
- DS (Dan Sai): No problem at all. I've deactivated all of your cards. I will have another set sent out to your home just as soon as possible. I'm sorry for the inconvenience!
- Dan Sai (Today, 3:45 PM): Hi, Kim. Can I order new checks through this app?
- DS (Dan Sai): Hi, Dan! Absolutely. I just have a few security questions to make sure you're, well, you! Tap the button below to get started.

A modal window titled 'Security Verification' asks for identity verification via security questions, with a 'Verify identity' button. At the bottom, there's a message input field 'Type your message...' and a 'Send' button. The top right of the screen shows tabs for Customer, Widgets, Participants, and Files, along with a profile picture for Dan Sai. The profile page for Dan Sai includes fields for Email (dansai1986@gmail.com), Phone (415-509-9818), Verification (Verified), User ID (58c2f5d567e2c518), and App version (X.X.X). A 'View full profile' button is also present.

Conversations

My conversations

search conversations

Pinned ^

- George Riley 2:45 PM
- Christie Lewis 2:15 PM
- Tyler Reynolds 11:48 AM

Ongoing ^

- Stephanie Lee Just now
- Seth Daniels 1 min ago
- Dan Sai 3 min ago
- Debbie Reyes 3:28 PM
- George Riley 2:45 PM
- Christie Lewis 2:15 PM
- Tyler Reynolds 11:48 AM
- Sam Zher 10:12 AM
- Darren Ferguson Yesterday
- Kenzi Olsen Yesterday

inconvenience!

Today, 3:45 PM

Dan Sai

Hi, Kim. Can I order new checks through this app?

Automated Message

Your Agent is Offline
Your Agent isn't available at the moment, but they'll get right back to you when they come back online.

GET HELP NOW

Jean Marcus joined the discussion

Jean Marcus
Math lover 100 Deal hunter 🎉 Diver ↗

Hi Dan. Kim seems to be unavailable at the moment. Is there something I can help you with?

Dan Sai

Yeah, I just wanted to order some checks before I forgot.

Okay, I can take care of that for you.

Type your message...

Customer Widgets Participants Files

Add new participants

Portland, OR Sellwood

- Jean Marcus Home Lending Portland, OR Sellwood
- Raj Dass Account Servicing Portland, OR Sellwood
- Diane Lee Home Lending Portland, OR Sellwood
- Spencer Carlton Home Lending Portland, OR Sellwood
- Bev Bartlett Account Servicing Portland, OR Sellwood

Add agent

Recent actions

- Jean Marcus was added 14 minutes ago
- Raj Dass left 10/14/16
- Raj Dass was added 10/14/16
- Kim Connors joined 10/14/16

Jean Marcus online

- Home
- Conversations
- Customers
- Agents
- Ratings
- Reports
- Settings

Agents
Jean Marcus

Edit user

Basic Information

First Name: Jean | Last Name: Marcus

Email: jeanmarcus@domain.com

Public Profile

Public Name: Jean Marcus

Highlights: Math lover, dear

Bio: I have been in the service industry for over 10 years and have provided the best service to my clients.

Expertise

Current Expertise tags: Home Lending X, Wealth Management X, Account Servicing X

Manage tags: Expertise

Search bar: Port

- Portland, OR
- Portland, ME
- Port Smith, CA
- Port Something, TX
- Port Something, TX

Customer Ratings: 42 Average Rating: 4.6

View ratings

View conversations

Role

Manage tags

Expertise

Port

- Portland, OR
- Portland, ME
- Port Smith, CA
- Port Something, TX
- Port Something, TX

Current Expertise tags

Home Lending X, Wealth Management X, Account Servicing X

This composite screenshot illustrates a customer service application's interface, likely a messaging or CRM system.

Left Panel: My conversations

- Search bar: "search conversations".
- Pinned conversations:
 - George Riley (2:45 PM)
 - Christie Lewis (2:15 PM)
 - Tyler Reynolds (11:48 AM)
- Ongoing conversations:
 - Stephanie Lee (Just now)
 - Seth Daniels (1 min ago)
 - Dan Sai (3 min ago)
 - Debbie Reyes (3:28 PM)
 - George Riley (2:45 PM)
 - Christie Lewis (2:15 PM)
 - Tyler Reynolds (11:48 AM)
 - Sam Zher (10:12 AM)
 - Darren Ferguson (Yesterday)
 - Kenzi Olsen (Yesterday)

Middle Panel: Conversation with Dan Sai

Yesterday, 2:13 PM
Hi, Dan! Thanks for choosing me as your BFF. What can I help you with today?

DS Hi, Kim. I misplaced my wallet — can I put a hold on my cards until I find it?

Dan Sai No problem at all. I've got your back. I will have your cards sent out to your home as soon as possible. I'm sorry for the inconvenience!

DS Hi, Kim. Can I order new checks through this app?

Dan Sai Hi, Dan! Absolutely. I'll need some security questions to verify it's you. Tap to get started.

Bottom Panel: Verification

Security Verify Before continuing, please verify you're answering this message by tapping Verify

Right Panel: Participant Management

Tyler Reynolds 11:48 AM
✓ Connected!
Select...
Mass messaging

Add new participants

Portland, OR X Sellwood X

- Jean Marcus (Home Lending, Portland, OR, Sellwood)
- Raj Dass (Account Servicing, Portland, OR, Sellwood)
- Diane Lee (Home Lending, Portland, OR, Sellwood)
- Spencer Carlton (Home Lending, Portland, OR, Sellwood)
- Bev Bartlett (Account Servicing, Portland, OR, Sellwood)

Recent actions

- Jean Marcus was added 14 minutes ago
- Raj Dass left 10/14/16
- Raj Dass was added 10/14/16
- Kim Connors joined 10/14/16

Natural Resource Defence Counsel

ROLE

Interaction Design, UX collaboration, Front-end dev

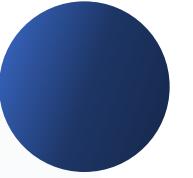
YEAR

2017

TEAM

The screenshot displays two pages from the NRDC website:

- Top Page:** A landing page titled "WHAT'S AT STAKE". It features a large image of a wolf's head and a bar chart titled "RHINO POACHINGS IN SOUTH AFRICA 2007-2015" with the number 1,175. Text encourages users to tell the U.S. Fish and Wildlife Service to drop its misguided appeal and give Wyoming's wolves a fighting chance at recovery.
- Bottom Page:** A campaign page for "PROTECT WYOMING'S WOLVES". It features a large image of two wolves. The page includes a "TAKE ACTION" button, social media links (#SAVEOURWOLVES), and navigation links for "WHY NRDC?", "THE ISSUES", "OUR RESPONSE", "INSIGHTS & TOOLS", "DONATE", and "Hear from the experts who fought to strengthen Montana and Idaho's management plans".



The Problem

NRDC needed a way to create flexible campaign pages to eliminate the need for microsites.

Research, Ideation, & Planning

THE USERS

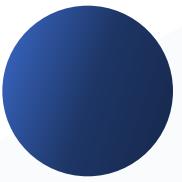
In house content team tasked with constructing a wide array of campaigns.

THE CHALLENGES

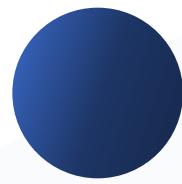
Managing a library of components, extending their brand.

THE POTENTIAL SOLUTION

A flexible system to span across a wide range of different types of campaigns.



Explorations



Default Page Template

You can help tabs

You can help tabs Copy

You can help tabs Copy 2

Default Page Template

You can help tabs

You can help tabs Copy

You can help tabs Copy 2

Default Page Template

You can help tabs

You can help tabs Copy

You can help tabs Copy 2



campaign-urgent copy 3

campaign-urgent copy 9

campaign-urgent copy 16

campaign-urgent copy 12

campaign-urgent copy 11

campaign-urgent copy 18

campaign-urgent copy 19

campaign-urgent copy 20

Highlight Cards





GOOD NEWS!

OR-7, the first gray wolf known to inhabit California since 1924, had two new pups this year

1.5K

wolves killed in the contiguous US since hunting was legalized

— JEREMY HANCE, MONGABAY

“

FACT:

“The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse.”

— NRDC EXPERT

From the Field



Inflat... SOUND CLOUD

Cookie policy

Hear from the experts who fought to strengthen Montana and Idaho's management plans.



Look at the decline of wolves in the wild.

Tools you can use

Background facts and statistics on wolves in the wild

WHAT'S AT STAKE PROGRESS YOU CAN HELP ADD YOUR VOICE

Sample script for approaching representatives about the Endangered Species List

Background facts and statistics on wolves in the wild

1.5K

wolves killed in the contiguous US since hunting was legalized

— JEREMY HANCE, MONGABAY

Tools you can use

Background facts and statistics on wolves in the wild PDF

Sample script for approaching representatives about the Endangered Species List PDF

Background facts and statistics on wolves in the wild PDF

“

FACT:

“The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse.”

— NRDC EXPERT



WHAT'S AT STAKE

PROGRESS

YOU CAN HELP

ADD YOUR VOICE

but inadequate state-management plans and the premature removal of Endangered Species Act protections in certain places mean their recovery is still fragile today.

NRDC has been fighting to maintain strong wolf safeguards and to ensure populations rebound fully. When Congress removed Montana's and Idaho's wolves from the Endangered Species List in 2011—the first time in the history of the Endangered Species Act, or ESA, that a species had been delisted by Congress—we pressed both states to strengthen their management plans. We testify at hearings, submit comments on plans, and push back against state legislative efforts that facilitate more killings of wolves.

When the U.S. Fish and Wildlife Service announced it would remove Wyoming's wolves from the Endangered Species List, NRDC and our allies sued and won a federal court ruling saying the agency had failed to follow the law or the best science. Our victories reinstated ESA protections to all wolves in Wyoming.

WHAT WE'RE DOING

At the national level, our advocates and scientists monitor the U.S. Fish and Wildlife Service's shifting approach to wolf management. In June 2013, the agency proposed to remove nearly all the nation's wolves from the Endangered Species List. We fought back

[Share](#)

FACT:

"The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse."

— NRDC EXPERT

1.5k

wolves killed in the contiguous US
since hunting was legalized

— JEREMY HANCE, MONGABAY

Tools you can use

[Background facts and statistics on wolves in the wild PDF ↗](#)

[Sample script for approaching representatives
about the Endangered Species List PDF ↗](#)

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[Sample script for approaching representatives
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[Background facts and statistics on wolves in the wild PDF ↗](#)

FACT:

“THE EXTERMINATION OF WOLVES FROM
YELLOWSTONE IN THE 1920S TRIGGERED
AN ECOSYSTEM COLLAPSE.”

— NRDC EXPERT

FACT:

“The extermination of wolves from
Yellowstone in the 1920s triggered an
ecosystem collapse.”

— NRDC EXPERT

Tools you can use

[Background facts and statistics on wolves in the
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wolves from Yellowstone
in the 1920s triggered an
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— NRDC EXPERT



1,300

HEAT-RELATED
DEATHS IN
AHMEDABAD
DURING THE 2010
HEAT WAVE

80%

OR MORE OF IVORY IN
CALIFORNIA COULD BE
LINKED TO POACHING,
ACCORDING TO AN
NRDC INVESTIGATION

7

HEAT-RELATED
DEATHS
REPORTED IN THE
HEAT WAVE OF
MAY 2015



Tools you can use

Background facts and statistics on wolves in the wild [PDF ↴](#)

Background facts and statistics on wolves in the wild [PDF ↴](#)

Background facts and statistics on wolves in the wild [PDF ↴](#)

FACT:

“The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse.”

— NRDC EXPERT

1.5K

wolves killed in the contiguous US since hunting was legalized



TOOLS

Tools you can use

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FACT

“The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse.”

— NRDC EXPERT

STAT

1.5K

wolves killed in the contiguous US since hunting was legalized



TOOLS

Tools you can use

Background facts and statistics on wolves in the wild [PDF ↴](#)

Background facts and statistics on wolves in the wild [PDF ↴](#)

Background facts and statistics on wolves in the wild [PDF ↴](#)

FACT

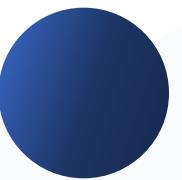
“The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse.”

— NRDC EXPERT

STAT

1.5K

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Tools you can use

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[Background facts and statistics on wolves in the wild PDF ↴](#)

FACT:

1.5K

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TOOLS

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[Background facts and statistics on wolves in the wild PDF ↴](#)

FACT

“The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse.”

— NRDC EXPERT

FROM THE FIELD



[Cookie policy](#)

Hear from the experts who fought to strengthen Montana and Idaho's management plans.



ENLARGE

RHINO POACHINGS IN SOUTH AFRICA 2007-2015



Year	Poachings
2007	13
2008	100
2009	200
2010	300
2011	400
2012	500
2013	600
2014	1,175
2015	13

UPDATE

Good News!

OR-7, the first gray wolf known to inhabit California since 1924, had two new pups this year

WHAT'S AT STAKE

Tell the U.S. Fish and Wildlife Service to drop its misguided appeal and give Wyoming's wolves a fighting chance at recovery.

Wolves had nearly vanished from all Lower 48 states except Minnesota by the time they were added to the Endangered Species List in 1974. The population has grown since then, but inadequate state-management plans and the premature removal of Endangered Species Act protections in certain places mean their recovery is still fragile today.

NRDC has been fighting to maintain strong wolf safeguards and to ensure populations rebound fully. When Congress removed Montana's and Idaho's wolves from the Endangered Species List in 2011—the first time in the history of the Endangered Species Act, or ESA, that a species had been delisted by Congress—we pressed both states to strengthen their management plans. We testify at hearings, submit comments on plans, and push back against state legislative efforts that facilitate more killings of wolves.

When the U.S. Fish and Wildlife Service announced it would remove Wyoming's wolves from the Endangered Species List, NRDC and our allies sued and won a federal court ruling saying the agency had failed to follow the law or the best science. Our victories reinstated ESA protections to all wolves in Wyoming.

WHAT WE'RE DOING

At the national level, our advocates and scientists monitor the U.S. Fish and Wildlife Service's shifting approach to wolf management. In June 2013, the agency proposed to remove nearly all the nation's wolves from the Endangered Species List. We fought back yet again, filing expert comments and working with our partners to help galvanize people to send in nearly one million comments—the most ever submitted on endangered species.

"By taking a unified approach to wolf recovery, the U.S. Fish and Wildlife Service has the opportunity to write the final chapter on one of their greatest successes — and this time, get it right." Sylvia Fallon

There have been numerous recent developments in the world of wolves and wolf recovery. Several months ago, a federal court returned Endangered Species Act protections to Wyoming wolves—largely due to the state's inadequate management plan, which, among other things, allows wolves to be killed across approximately 85% of the state at any time for any reason.

FACT

"The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse."

— NRDC EXPERT

Then, last month, a judge ruled that the U.S. Fish and Wildlife Service cannot remove Endangered Species Act protections for wolves in the Great Lakes states. (NRDC was part of the litigation in Wyoming, but not in the Great Lakes.) This means that wolves are once again federally protected everywhere in the lower 48 states, except in Idaho and Montana where federal protections were lifted by Congress in 2011.



Hear from the experts who fought to strengthen Montana and Idaho's management plans.

TOOLS YOU CAN USE

Background facts and statistics on wolves in the wild [PDF](#)

Sample script for approaching representatives about the Endangered Species List [PDF](#)

Background facts and statistics on wolves in the wild [PDF](#)

STAT

1.5K

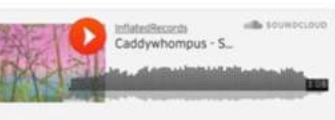
wolves killed in the contiguous US since hunting was legalized

FACT

"The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse."

— NRDC EXPERT

FROM THE FIELD



Hear from the experts who fought to strengthen Montana and Idaho's management plans.



Hear from the experts who fought to strengthen Montana and Idaho's management plans.



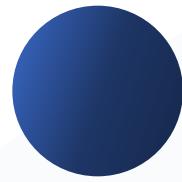
Hear from the experts who fought to strengthen Montana and Idaho's management plans.

UPDATE

Good News!

OR-7, the first gray wolf known to inhabit California since 1924, had two new pups this year

Color and Motion



NRDC
WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

PROTECT WYOMING'S WOLVES

DONATE

#SAVEOURWOLVES 

WHAT'S AT STAKE PROGRESS YOU CAN HELP ADD YOUR VOICE



DONATE

NRDC
WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

PROTECT WYOMING'S WOLVES

TAKE ACTION

#SAVEOURWOLVES 

WHAT'S AT STAKE PROGRESS YOU CAN HELP ADD YOUR VOICE



© Gage Skidmore

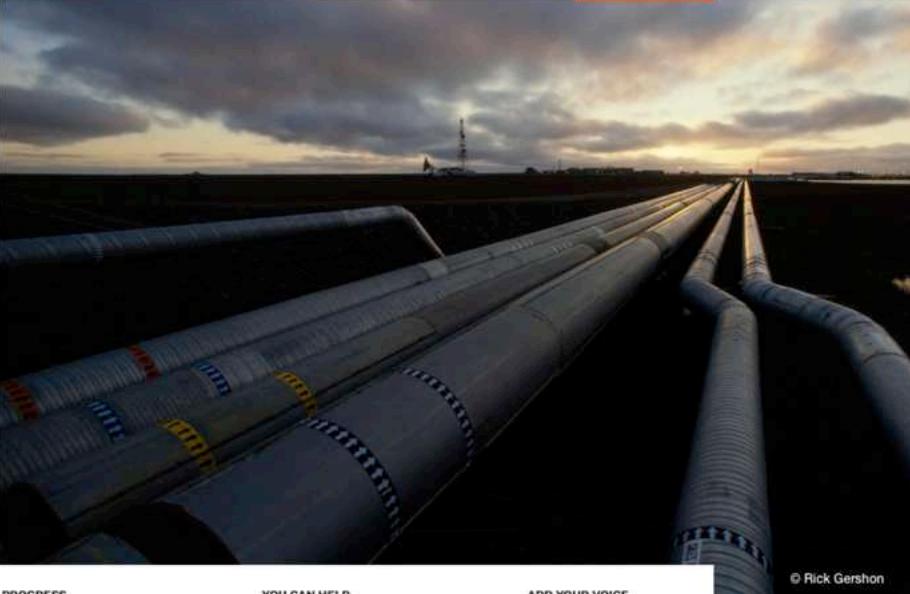
NRDC
WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

STOP THE ASSAULT

TAKE ACTION

#STOPTHEASSAULT 

WHAT'S AT STAKE PROGRESS YOU CAN HELP ADD YOUR VOICE



© Rick Gershon

NRDC
WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

PROTECT LIFESAVING ANTIBIOTICS

TAKE ACTION

#SAVEOURCOWS 

WHAT'S AT STAKE PROGRESS YOU CAN HELP ADD YOUR VOICE



Solution Recap



EXTENDED COMPONENTS

Working within the NRDC brand and Pattern Lab we created to extend and create new components.

THEMEABLE CAMPAIGNS

Using color to make these templates flexible and extendable across campaigns with different needs.

HIGHLIGHT CARDS

Gave NRDC a way to highlight different pieces of information and breakup their “tube of content.”

Loyola University New Orleans: FAMIS

ROLE

Designer & Developer

YEAR

Late 2015 – Early 2016

SOLO

The screenshot displays the FAMIS website, featuring a large banner with the text "Turn your passion into a career". Below the banner, there's a video player showing a group of people in a theater setting. To the right, a "Degree Guide" section is visible, showing a grid of images related to student achievements and guest speakers. The footer contains sections for Freshman, Sophomore, Junior, and Senior years, each listing specific courses.

FAMIS

Academics Admissions About Students & Alumni Connect

Apply Now

Turn your passion into a career

At FAMIS, we help the next generation of creative and entrepreneurial minds create careers in doing what they love.

Explore our programs Request Info

Digital Filmmaking (BFA) > Degree Guide

Degree Guide

A look into your next four years.

Freshman Year

Sophomore Year

Junior Year

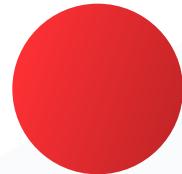
Senior Year

BACHELOR OF FINE ARTS Discover Digital Filmmaking

If film is your canvas, we want to meet you.

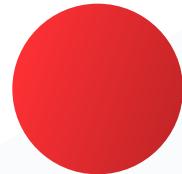
You hear a song and think of a gorg... and subconsciously create characters just like a movie, you see deliberate executed vision. If any of these sound

Our Bachelor of Fine Arts in Digital beauty and the business of film with



The Problem

Trouble managing content & creating new pages. Prospective students had trouble discovering more information about the department and course offerings.



Research, Ideation, & Planning

THE USERS

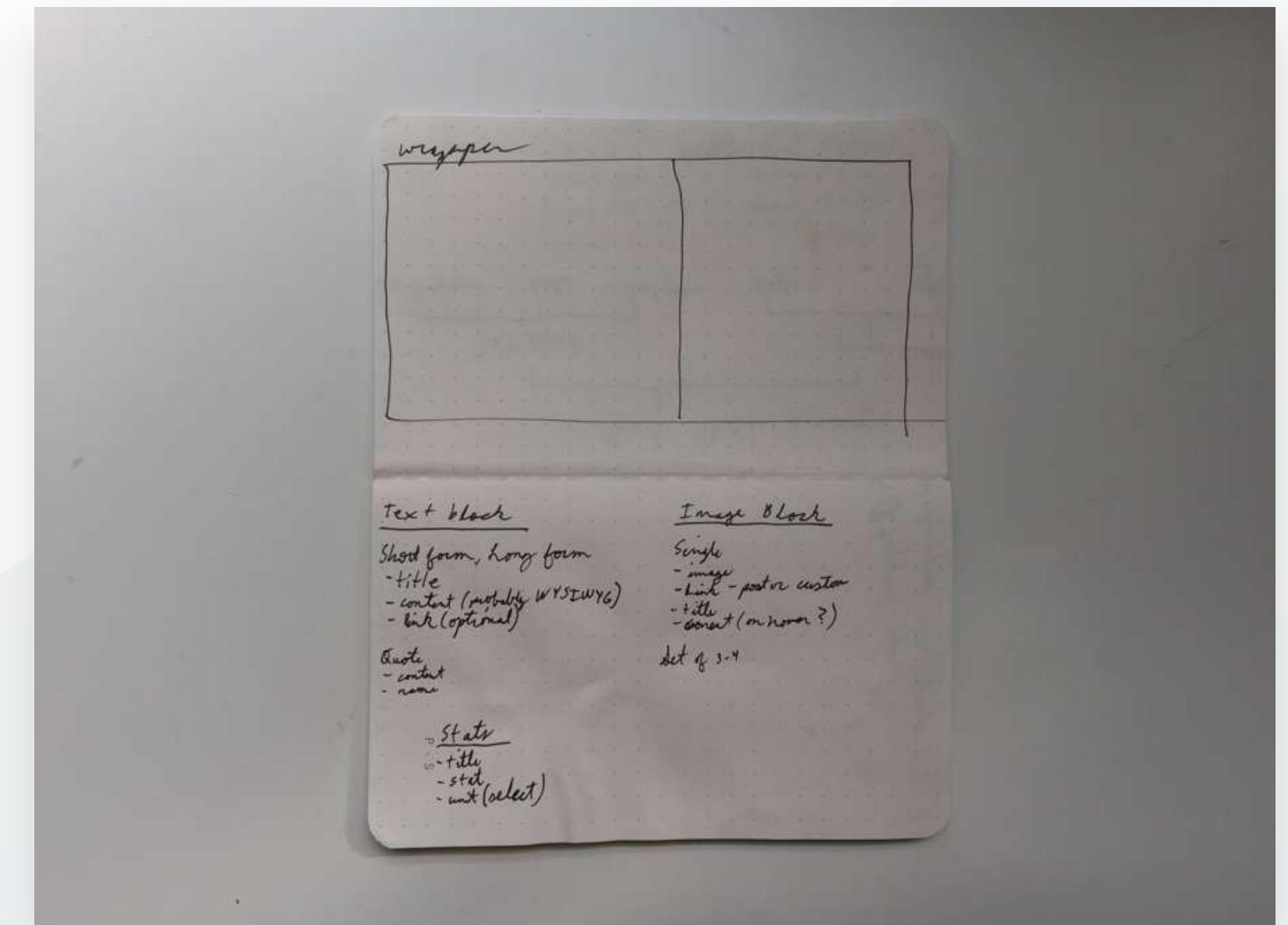
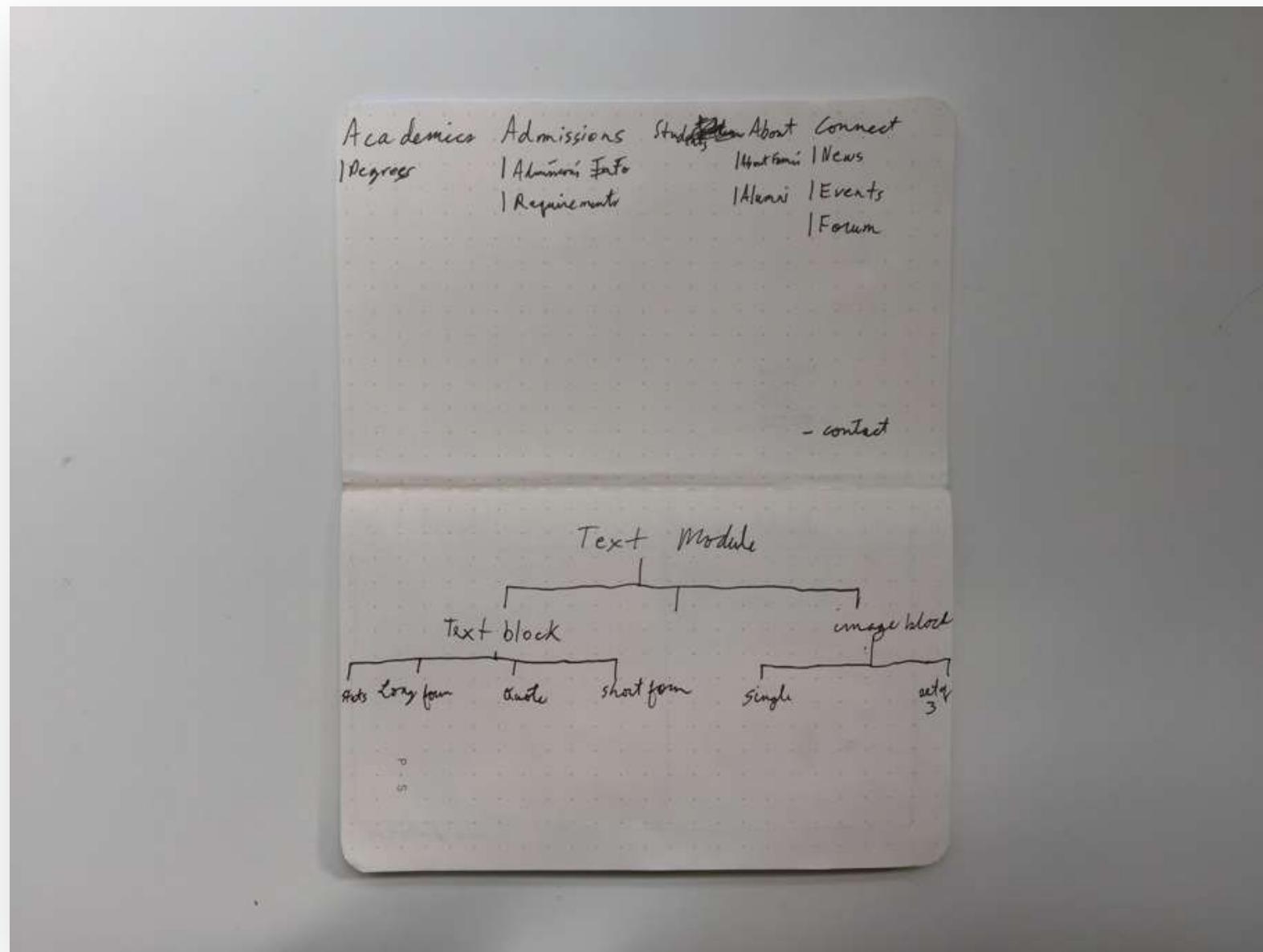
Student workers and office managers with little technological knowledge.

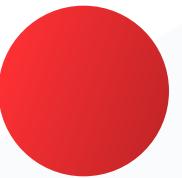
THE CHALLENGES

A dated Wordpress system with years of legacy content.

THE POTENTIAL SOLUTION

A flexible system to create rich layouts and manage content without touching code.





List block title

● Yet Another Title

Duis magna eiusmod adipisicing eiusmod velit labore proident deserunt adipisicing sint laborum aute tempor pariatur.

Labore dolor enim qui dolore proident qui labore aliquip enim ex ut sint pariatur nisi. Enim veniam veniam officia aliquip nisi exercitation deserunt Lorem exercitation ex amet mollit.



● Another Title for this

Duis magna eiusmod adipisicing eiusmod velit labore proident deserunt adipisicing sint laborum aute tempor pariatur.

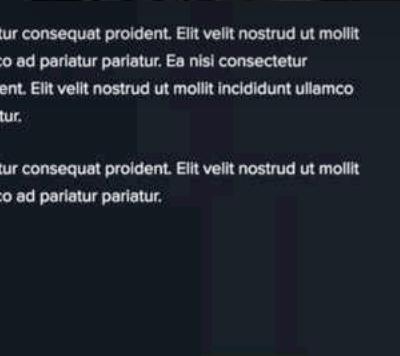
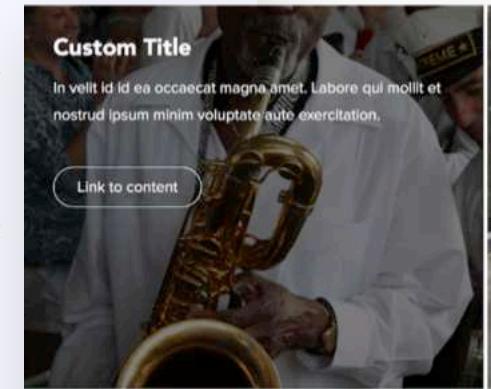
Labore dolor enim qui dolore proident qui labore aliquip enim ex ut sint pariatur nisi. Enim veniam veniam officia aliquip nisi exercitation deserunt Lorem exercitation ex amet mollit.

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● List Item Title

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Enim veniam veniam officia aliquip nisi exercitation deserunt Lorem exercitation ex amet mollit.



This is the title for this section

- > This a page link
- > And this is a custom link

Consectetur cillum nulla laboris et aliquip laborum voluptate nulla et magna minim ex esse. Ut dolor aliquip ex est. Ad veniam est anim Lorem laboris sit quis fugiat ipsum commodo culpa voluptate quis.

Nostrud enim ipsum culpa in. Reprehenderit nostrud qui enim ullamco. Duis velit sit sit minim laborum excepteur esse nulla pariatur dolore fugiat aliquip. Ad proident pariatur fugiat deserunt mollit occaecat labore elit. Fugiat irure magna duis est sint commodo ea ullamco irure enim officia. Do fugiat velit ex occaecat nulla fugiat esse velit elit tempor consequat aute eu.

Fugiat voluptate ut enim ullamco laborum non in duis elit id. Duis est dui deserunt veniam cillum nisi laboris sit velit labore amet laboris irure qui esse eiusmod labore ipsum labore ipsum deserunt in mollit minim excepteur tempor nostrud mollit. A reprehenderit ex culpa enim irure pariatur voluptate aliquip velit id.



BLOCK CUSTOM

Ea nisi consectetur consequat proident. Elit velit nostrud ut mollit incididunt ullamco ad pariatur pariatur.
Ea nisi consectetur...

BLOCK OF CUSTOM

Ea nisi consectetur consequat proident. Elit velit nostrud ut mollit incididunt ullamco ad pariatur pariatur.

BLOCK OF C...

Ea nisi consectetur...



BLOCK OF CUSTOM

Ea nisi consectetur consequat proident. Elit velit nostrud ut mollit incididunt ullamco ad pariatur pariatur. Ea nisi consectetur...

Ea nisi consectetur consequat proident. Elit velit nostrud ut mollit incididunt ullamco ad pariatur pariatur.

List block title

● Yet Another Title

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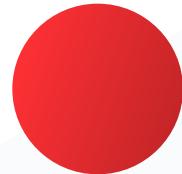
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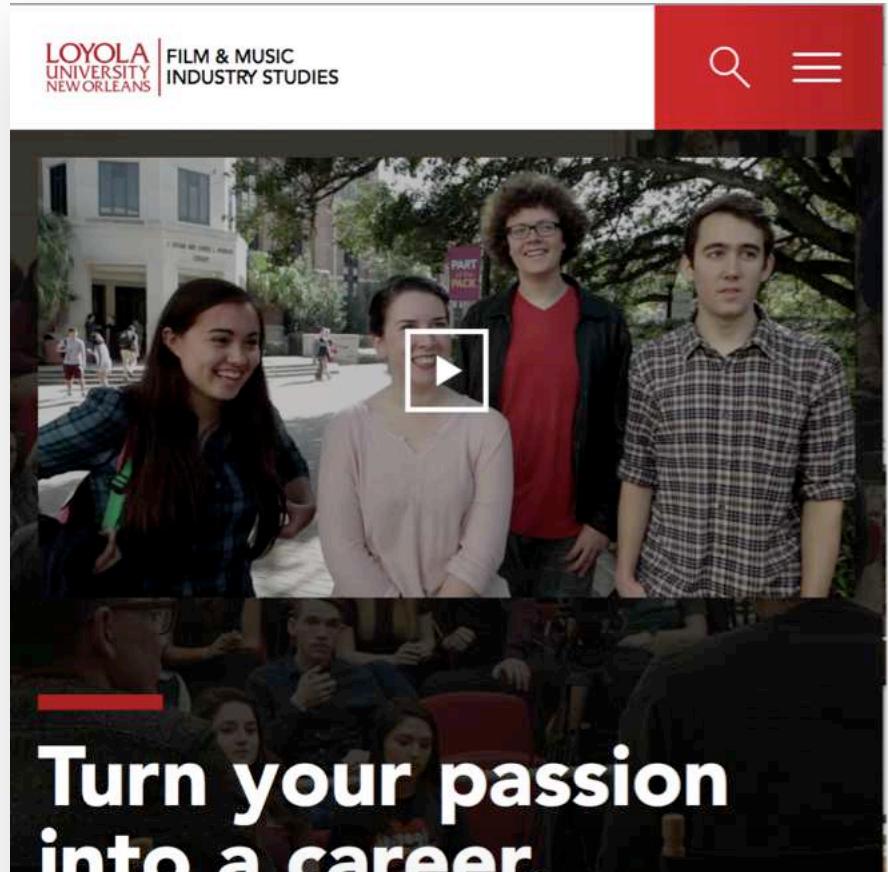
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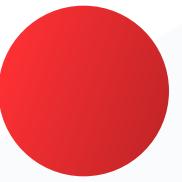




A detailed view of the Loyola University New Orleans Film & Music Industry Studies website. The top navigation bar includes links for Academics, Admissions, About, Students & Alumni, and Connect, along with an "Apply Now" button and a search icon. A text overlay on the left states, "At FAMIS, we're helping the next generation of creative & entrepreneurial minds make a living doing what they love." Below this is another "Explore our" button. The central area features the same "Turn your passion into a career." headline and video thumbnail as the home page. A "Discover FAMIS" button is located at the bottom right of the video area. At the very bottom, there are three smaller video thumbnails: one of a smiling woman, one of two young men, and one of a young man looking down.

A second detailed view of the Loyola University New Orleans Film & Music Industry Studies website. This version has a different layout for the top navigation bar, showing "LOYOLA UNIVERSITY NEW ORLEANS FILM & MUSIC INDUSTRY STUDIES" and links for Academics, Admissions, About FAMIS, Students & Alumni, and Connect, along with an "Apply Now" button and a search icon. The main headline "Turn your passion into a career." is centered over a large video thumbnail of a student panel. Below the video are "Explore our programs" and "Request Info" buttons. A smaller video thumbnail of the same three students from the first image is overlaid on the main video thumbnail. The bottom section is identical to the previous landing page, featuring the "Discover FAMIS" button and the three small video thumbnails at the bottom.

A third detailed view of the Loyola University New Orleans Film & Music Industry Studies website. The top navigation bar is identical to the second version, with "LOYOLA UNIVERSITY NEW ORLEANS FILM & MUSIC INDUSTRY STUDIES" and links for Academics, Admissions, About FAMIS, Students & Alumni, and Connect, along with an "Apply Now" button and a search icon. The main headline "Turn your passion into a career." is centered over a large video thumbnail of a student panel. Below the video are "Explore our programs" and "Request Info" buttons. A smaller video thumbnail of the same three students is overlaid on the main video thumbnail. The bottom section is identical to the previous landing pages, featuring the "Discover FAMIS" button and the three small video thumbnails at the bottom.



Solution



Acquire real-world experience.

At FAMIS, we know that internships are crucial to our students' career success. Each of our students takes our Arts & Entertainment Industry Internship course during their junior or senior year, which provides them with the tools and skill sets necessary to gain internships within the entertainment industry. Beyond this, we also heavily coordinate with Loyola University's Career Services Center, which assists students in discovering their strengths and pursuing a plan for applying them beyond the university.

These internships not only help students find what they want to do, but also give them the opportunity to learn new skills and passions. As finding your passion is often a process, these internships will allow you to explore different fields and discover what truly interests you.

- Internship resources
- Career Services

Experience New Orleans

Architecture

The built environment of New Orleans isn't just unique to America; it's unparalleled in the world.

Featuring houses and structures from three hundred years, three reigning countries, and countless more cultures, life in New Orleans is a constant visual delight.

Music

You probably know New Orleans is the birthplace of jazz - but we didn't stop there. Some of the most famous names in music have called the Crescent City home, including Louis Armstrong, Harry Connick, Jr., Fats Domino, Pete Fountain, Dr. John, and Irma Thomas.

The world-famous Cash Money Records and rap superstar Lil Wayne also owe their roots to New

Teaching artists how to survive

- Alumni successes
- Request Information

If you're an artist, a creator, a dreamer, someone who takes action and strives to take it to the next level, we want to meet you. We're Loyola FAMIS, the film and music business arm of Loyola University New Orleans. We're located in one of the most creative cities in the world, a city with a tempo all of its own, and we strive to create a modern, entrepreneurial approach to your education, ensuring that you graduate with the diverse skill set, training, and experience needed to thrive in the creative economy.

A **freshmen or first-year** is a student that is still in high school and plans to apply during their senior year. Occasionally, students that have recently finished high school but have not taken any college classes may be considered first-year applicants.



ALUMNI ACHIEVEMENTS
Success Story: Gerald Gillum (G-Eazy) Performs at Voodoo 2013



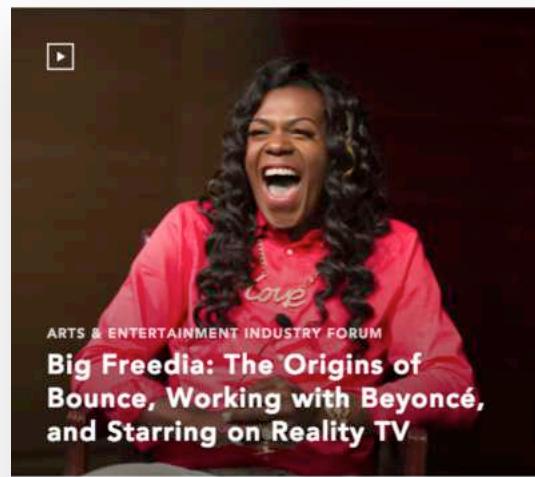
SCHEDULING AN INTERVIEW

At the end of the CMFA Supplemental Application, you'll automatically be prompted to schedule an interview (and audition, if applicable). Interviews can be conducted either remotely or on-campus.

Remote interviews are informal discussions that take place over-the-phone with a faculty member in your desired major, who will discuss your previous experiences, creative works, and plans for the future.

FINDING YOUR CAREER PATH

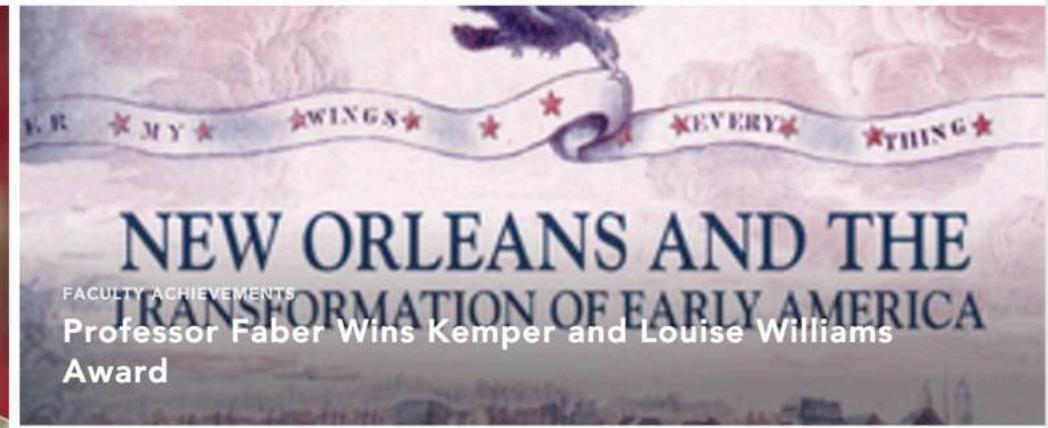
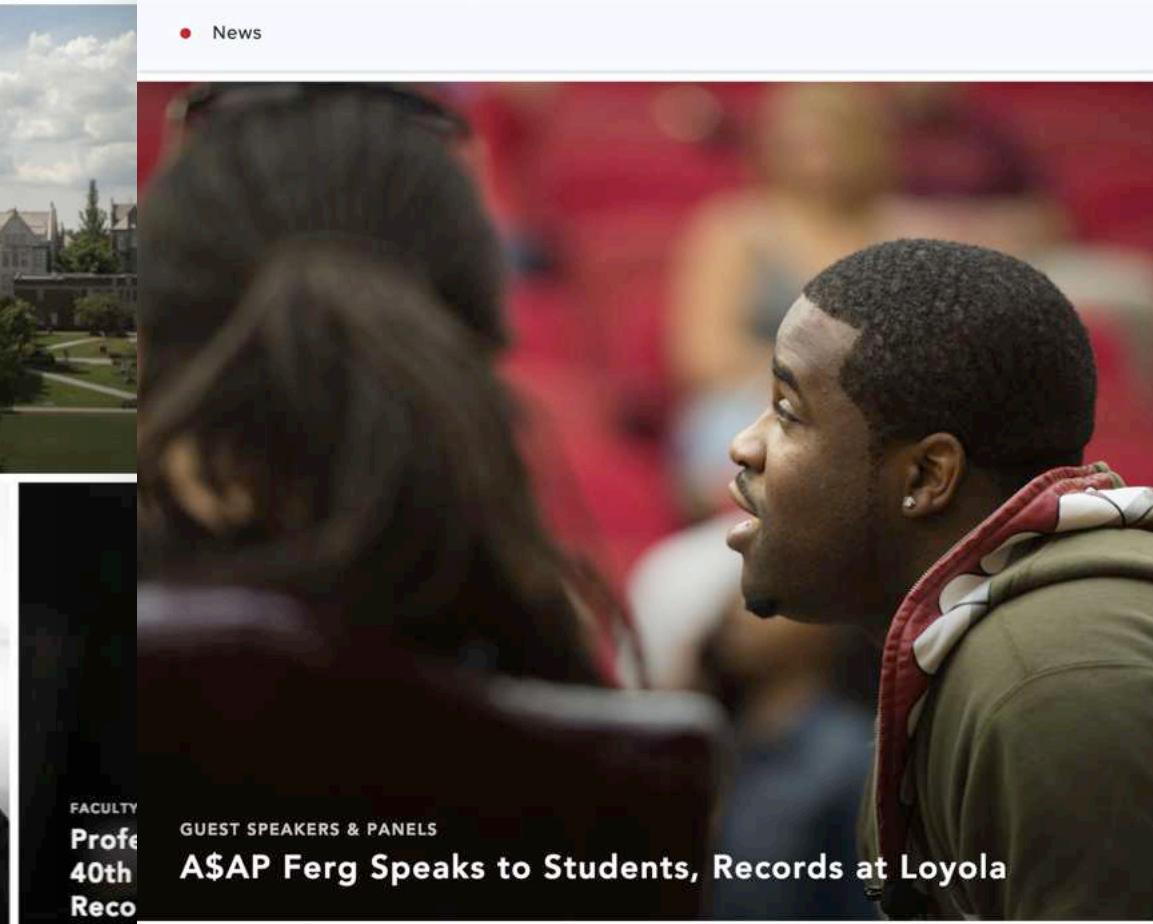
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LOYOLA UNIVERSITY NEW ORLEANS | FILM & MUSIC INDUSTRY STUDIES

Academics Admissions About Students & Alumni Connect

Apply Now



Recent Stories





Degree Guide

A look into your next four years.

Freshman Year

Fall	Spring
Critical Reading & Writing	Global History I or Global History II
First Year Seminar	Investigating Nature
History of Cinema	Math Models or Intro to Finite Math
Intro to Digital Filmmaking	Reading Film
Intro to the Business of Filmmaking	Development & Distribution
Arts & Entertainment Industry Forum	Arts & Entertainment Industry Forum

Junior Year

Fall	Spring
Arts & Entertainment Finance	Advanced Common Curriculum Elective (#1)
Religions of the World or Christianity & Society	Studies in American/European Cinema
Media & Mediation or Film & Arts of Literary Adaptation	Documentary & Oral Histories
Visual Effects for Film	Directing for Camera
Audio for Film & Television	Digital Pre-Visualization
Writing the Short Script	Arts & Entertainment Industry Forum
Arts & Entertainment Industry Forum	

Sophomore Year

Fall	Spring
Writing About Literature Elective	Arts & Entertainment Internship
Script-to-Screen	Arts & Entertainment Marketing
Practical Film Lighting	Philosophy of the Human Person
Film Production Management	Video Editing
Arts & Entertainment Legal Issues I	Cinematography
Arts & Entertainment Industry Forum	Feature Screenwriting I
	Arts & Entertainment Industry Forum

Senior Year

Fall	Spring
Philosophy II or Religion II Elective	Arts & Entertainment Entrepreneurship
Advanced Common Curriculum Elective (#3)	Advanced Common Curriculum Elective (#4)
Advanced Common Curriculum Elective (#2)	Post-Production Workshop in Sound
Music Supervision	Senior Film Project (Spring)
Senior Film Project (Fall)	Arts & Entertainment Industry Forum
Arts & Entertainment Industry Forum	

Get started today.

[Request Information](#)[Schedule an Appointment](#)[Apply Now](#)

Intro to Digital Filmmaking

FILM-M115

An introduction to the practical aspects of developing the three basic types of films: documentaries, performance, and feature films. This includes instruction on basic lighting techniques, camera operation, and non-linear editing.

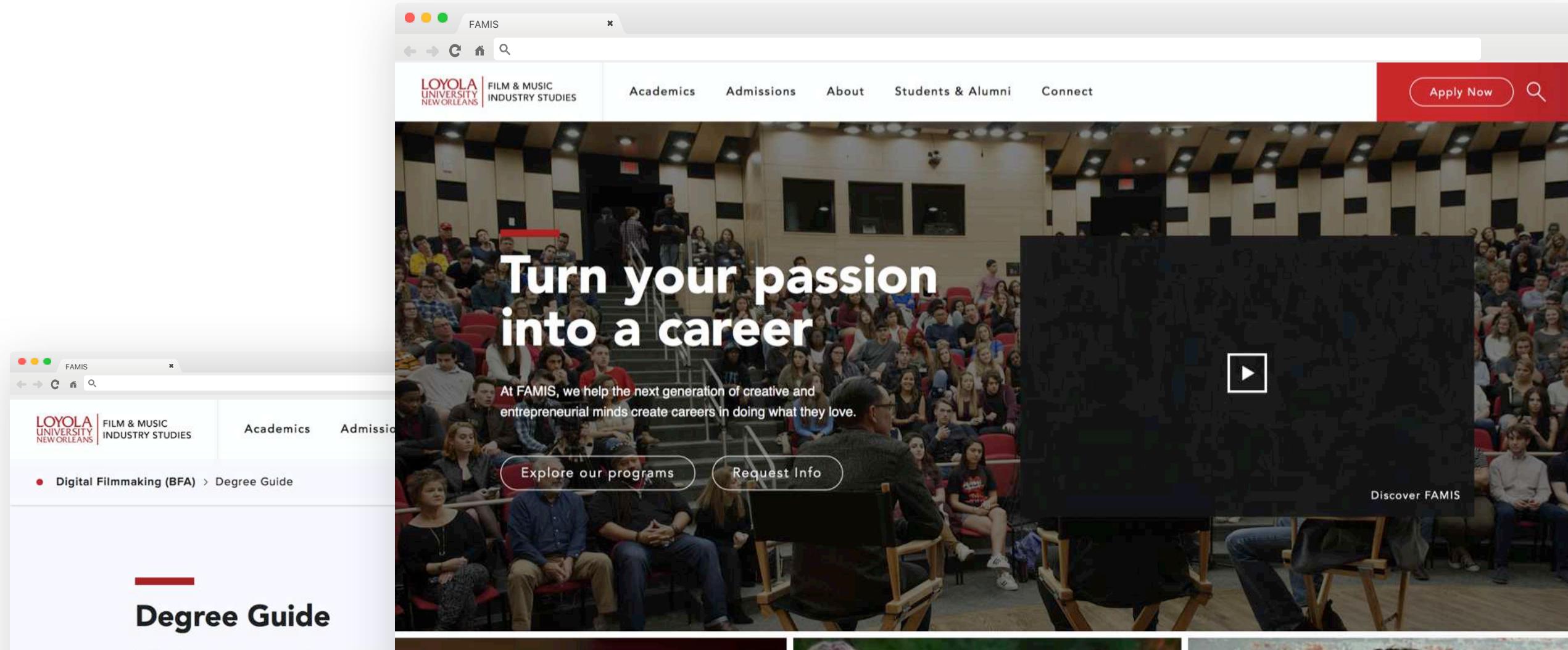
Credit Hours: 3

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Degree Guide

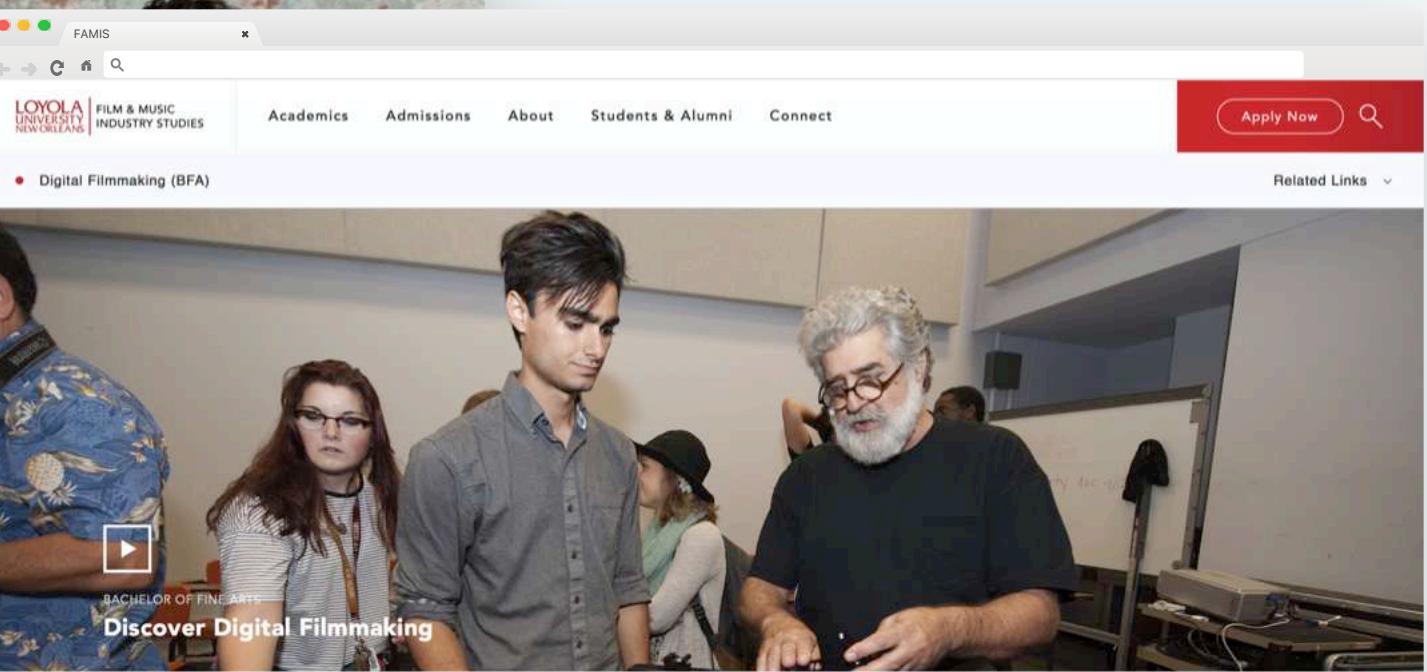
A look into your next four years.

Freshman Year

Fall	Spring
Critical Reading & Writing	Globe & Mail
First Year Seminar	Investigative Reporting
History of Cinema	Arts & Entertainment Industry Forum
Intro to Digital Filmmaking	Big Freedia: The Origins of Bounce, Working with Beyoncé, and Starring on Reality TV
Intro to the Business of Filmmaking	STUDENT ACHIEVEMENTS
Arts & Entertainment Industry Forum	22nd Annual Loyola Student Film Festival Reaches New Heights

Junior Year

Fall	Spring
Arts & Entertainment Finance	Advanced Media Studies
Religions of the World or	Elective Courses



If film is your canvas,
we want to meet you.

You hear a song and think of a gorgeous shot to accompany it. You meet people and subconsciously create characters from their personalities. While friends see just a movie, you see deliberate decision-making, careful planning, and an executed vision. If any of these sound familiar, Loyola is the place for you.

Our Bachelor of Fine Arts in Digital Filmmaking degree dives into both the beauty and the business of film within the context of a fine arts program. With

Loyola Film & Music Industry Studies