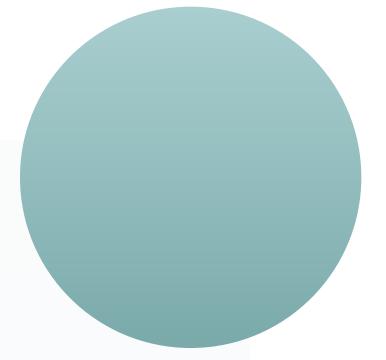


# Zack Meredith

---

Digital designer living and working in  
San Francisco.



# Recent Experience

A timeline of growth

2015 – 2016

**Loyola University New Orleans: FAMIS**



2016 – 2017

**Echo&Co**



2017 – PRESENT

**Pivotus Ventures**



# Projects

Collection of recent work

TEAM

**Pivots Ventures**



SOLO

**Loyola University New Orleans: FAMIS**



TEAM

**Natural Resources Defense Council**



# Pivots Ventures

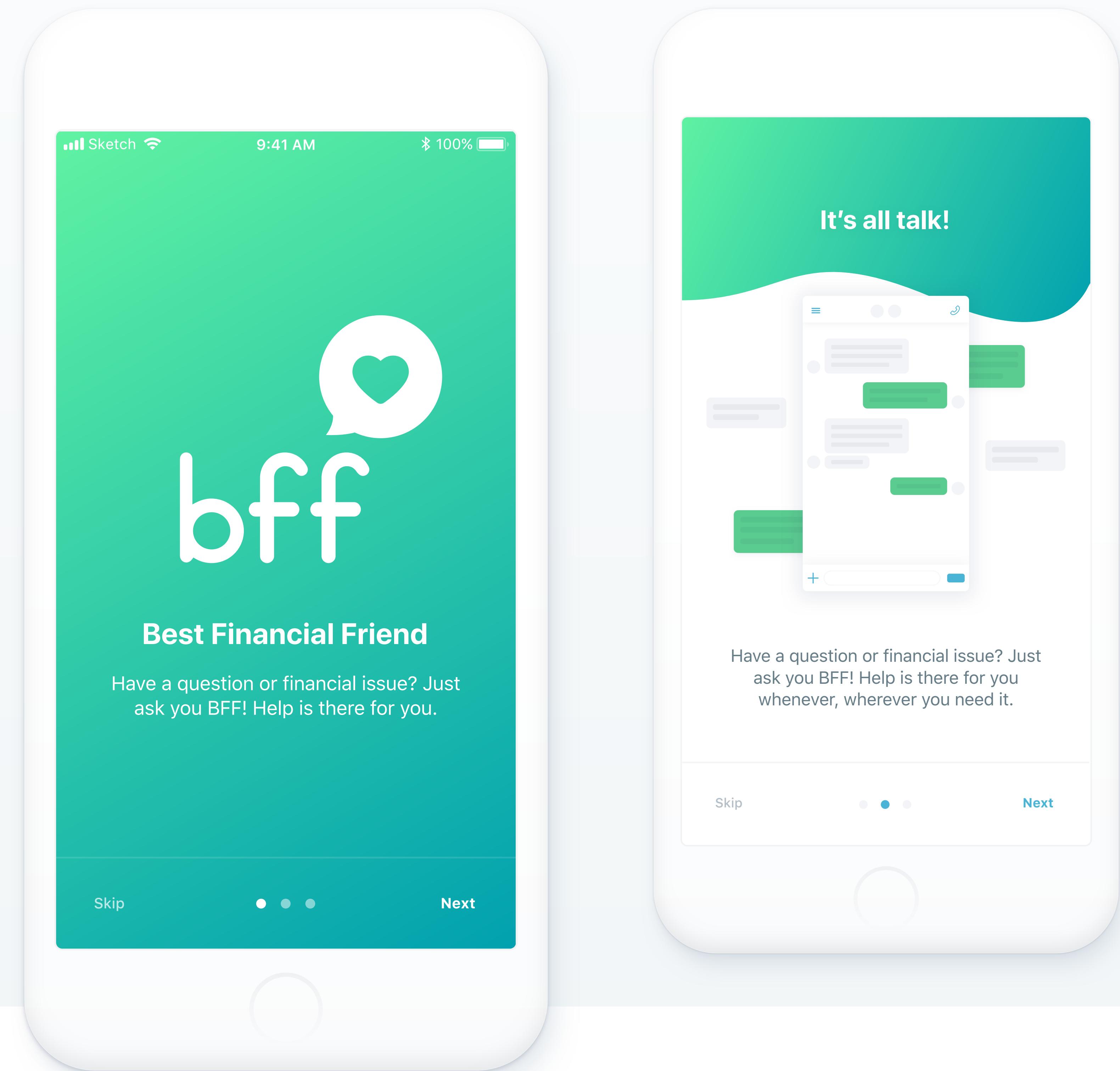
## ROLE

Product Designer

## YEAR

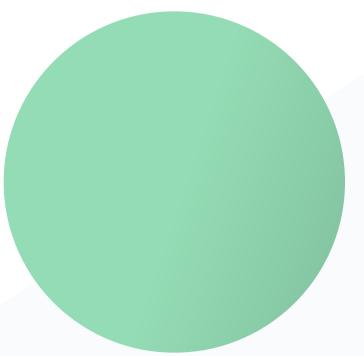
Mid 2016 – Early 2017

## TEAM



# More available upon request

This project is under active development, but I'm happy to share what I can.



# Loyola University New Orleans: FAMIS

## ROLE

Designer & Developer

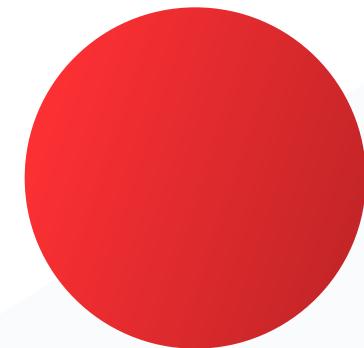
## YEAR

Late 2015 – Early 2016

## SOLO

The image shows a screenshot of the Loyola University New Orleans Film & Music Industry Studies (FAMIS) 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. The main banner features a large photo of a lecture hall with students and a professor, overlaid with the text "Turn your passion into a career". Below the banner, there's a call-to-action section with "Explore our programs" and "Request Info" buttons. A video player is embedded in the page, showing a woman speaking. To the right, there's a "Degree Guide" section with a thumbnail for "Digital Filmmaking (BFA)" and a "Guest Speakers" section featuring a photo of three men. The bottom of the page has a "Bachelor of Fine Arts Discover Digital Filmmaking" section with a video player and a quote: "If film is your canvas, we want to meet you." On the right side of the page, there are four columns for Freshman, Sophomore, Junior, and Senior years, each listing Fall and Spring course offerings.

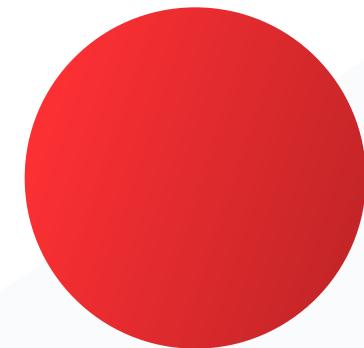
Year	Fall	Spring
Freshman Year	Critical Reading & Writing First Year Seminar History of Cinema Intro to Digital Filmmaking Intro to the Business of Filmmaking Reading Film Arts & Entertainment Industry Forum	Global History I or Global History II Investigating Nature Math Models or Intro to Finite Math Practical Film L Film Production Arts & Entertainment Industry Forum
Sophomore Year	Script-to-Screen Practical Film L Film Production Arts & Entertainment Industry Forum	Writing About L Practical Film L Film Production Arts & Entertainment Industry Forum
Junior Year	Advanced Common Curriculum Elective (#)	Philosophy II or Elective
Senior Year	Studies in American/European	Advanced Common Curriculum Elective (#)



# 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

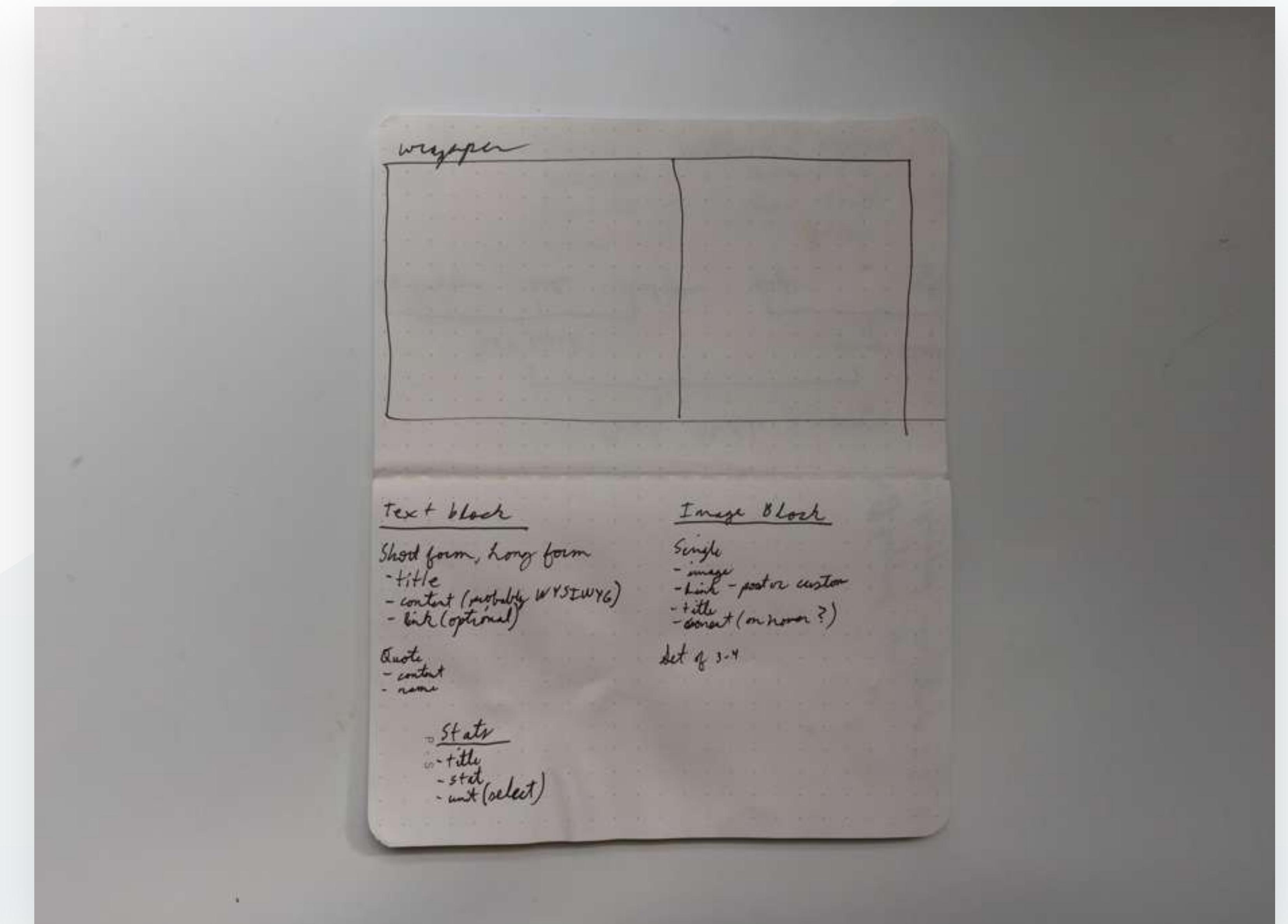
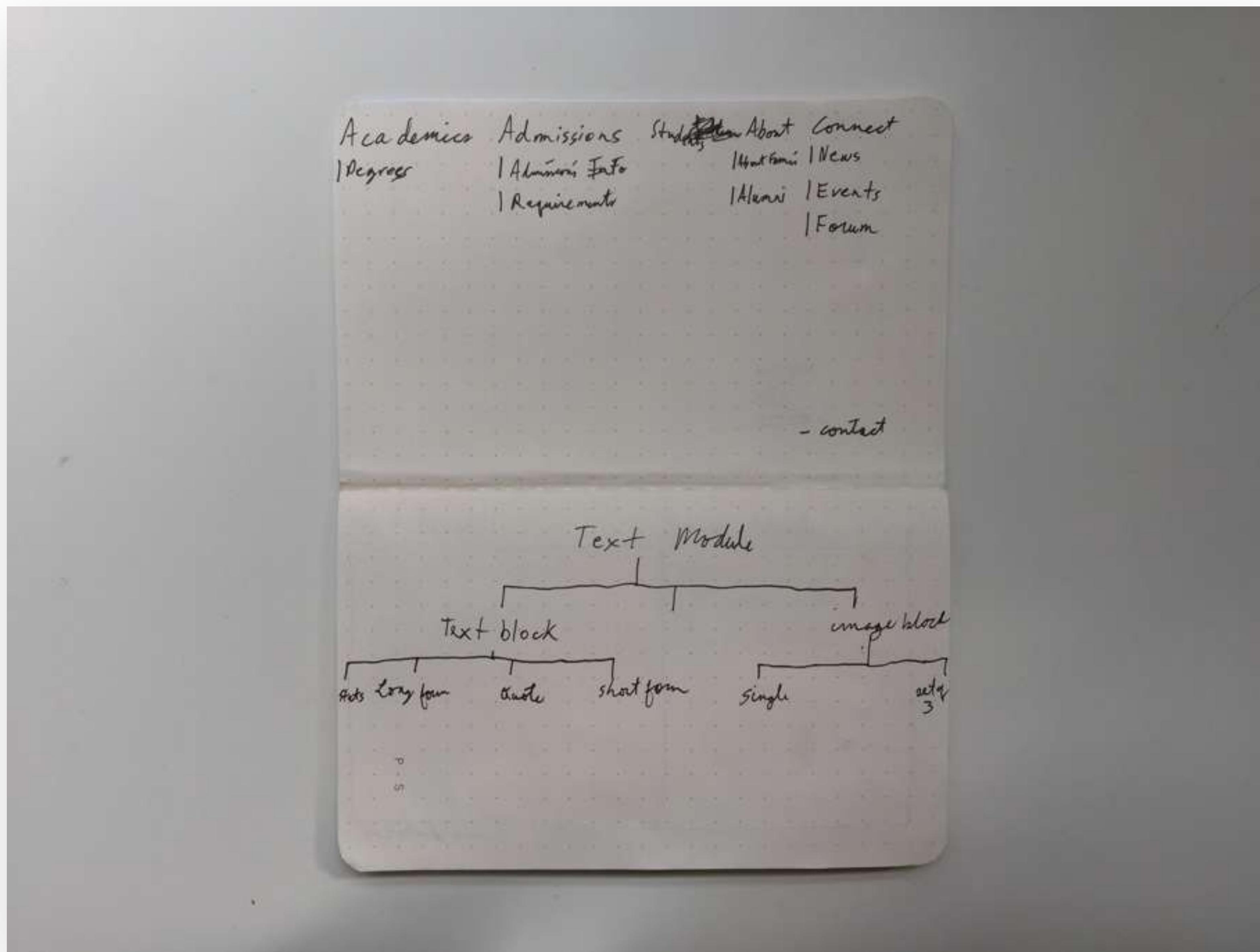
Student workers and office managers with little technological knowledge.

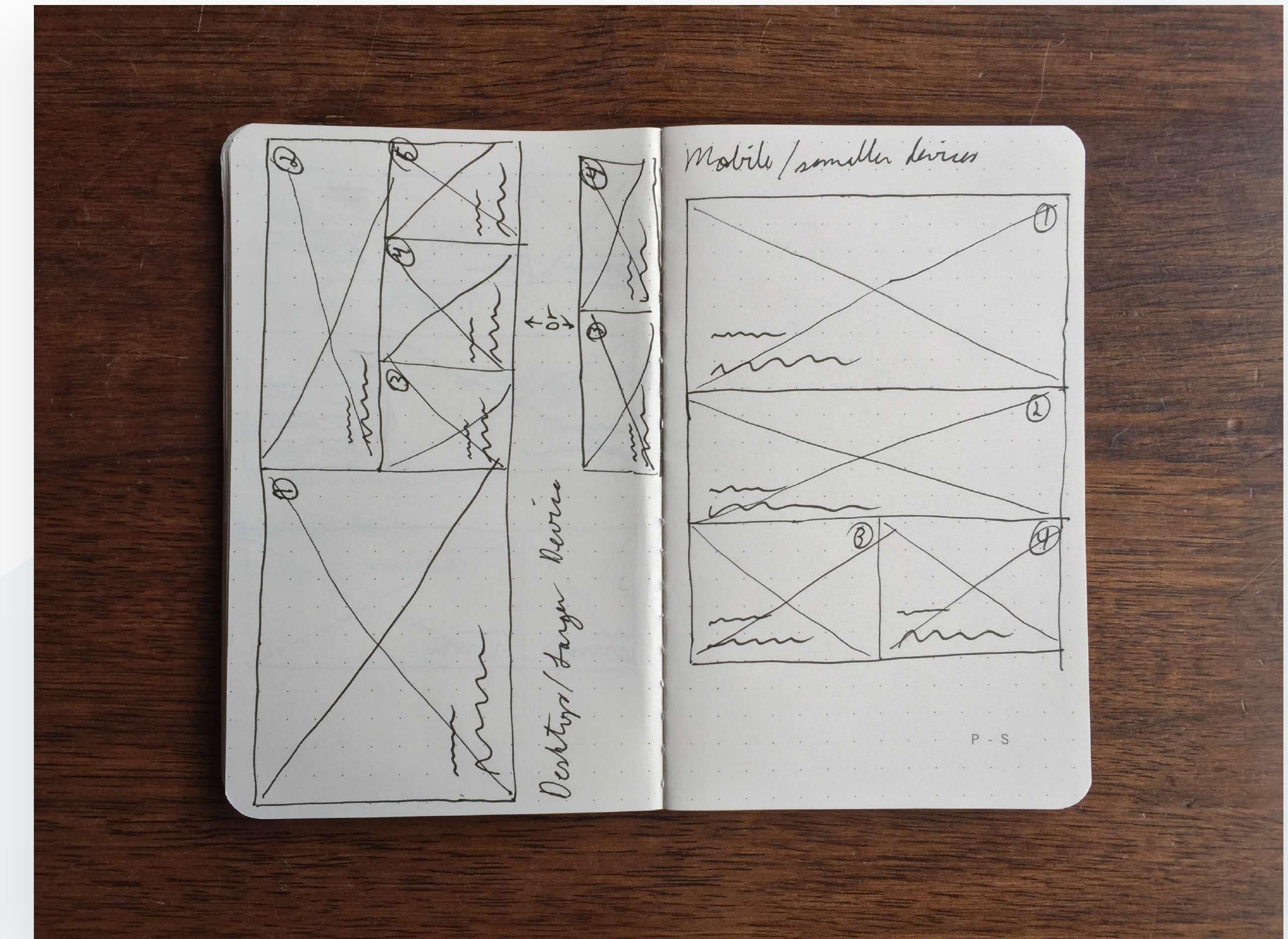
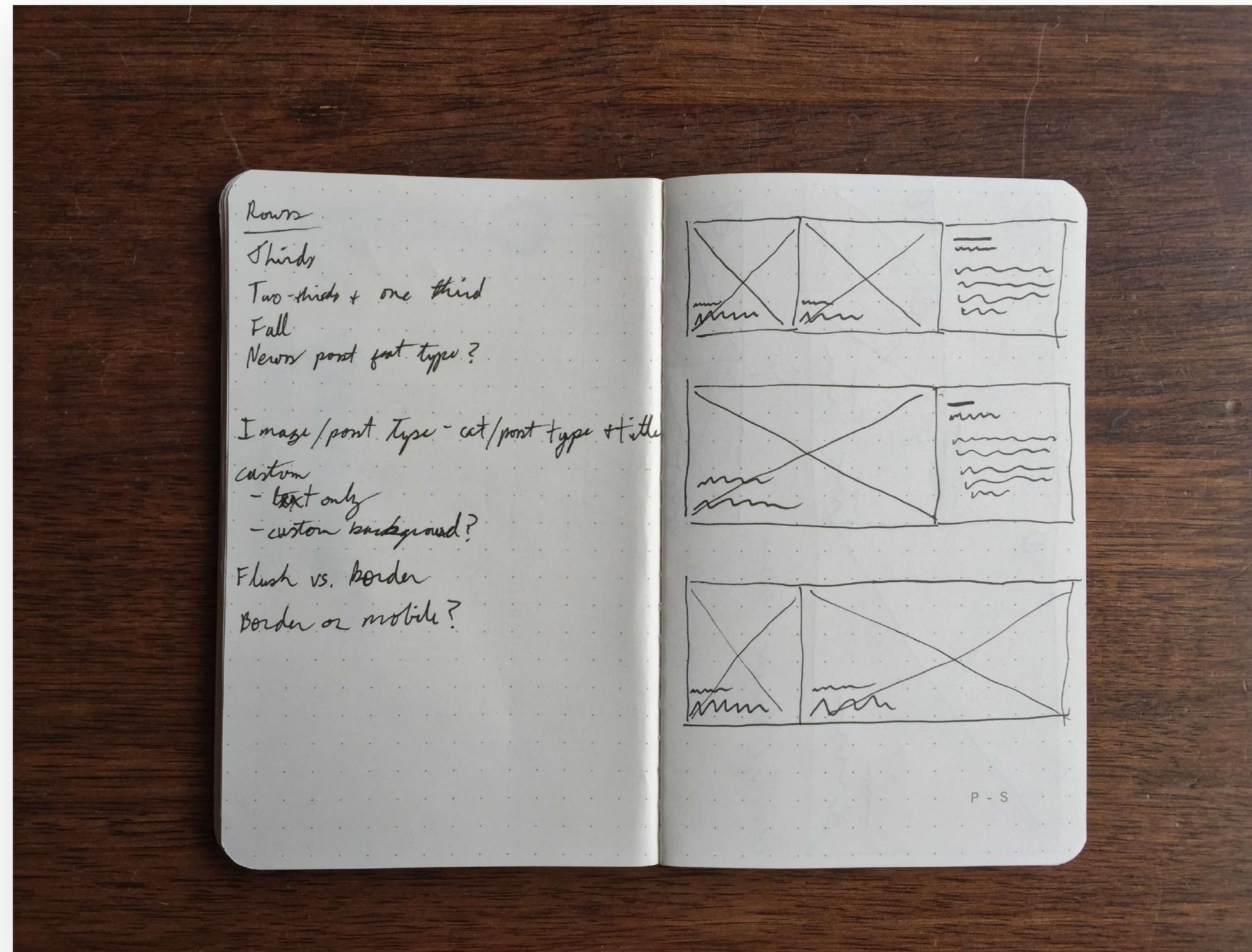
## THE CHALLENGES

A dated Wordpress system with years of legacy content.

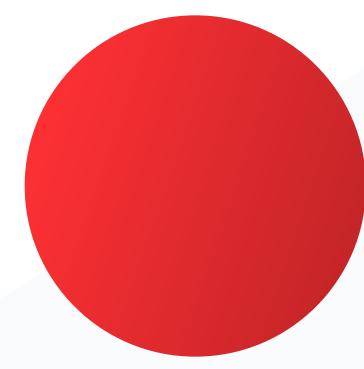
## THE POTENTIAL SOLUTION

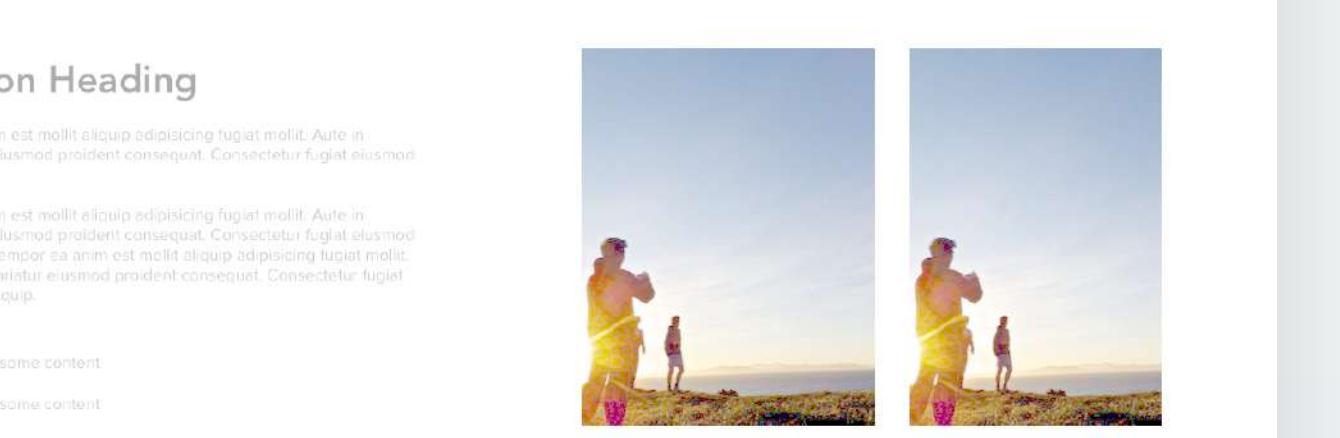
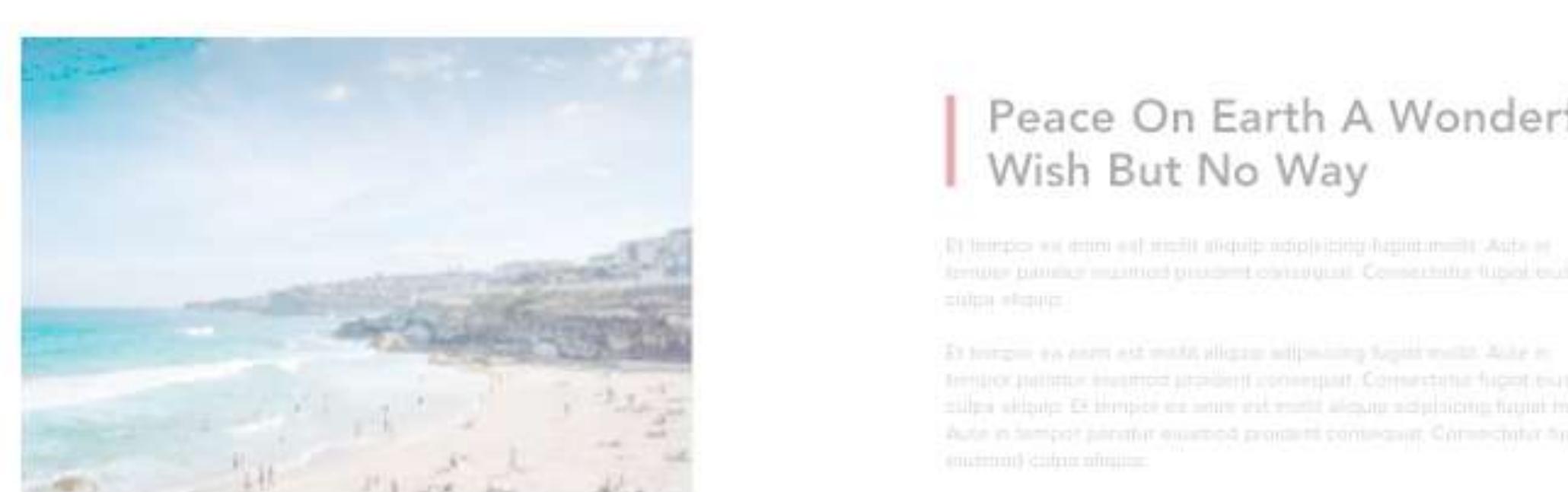
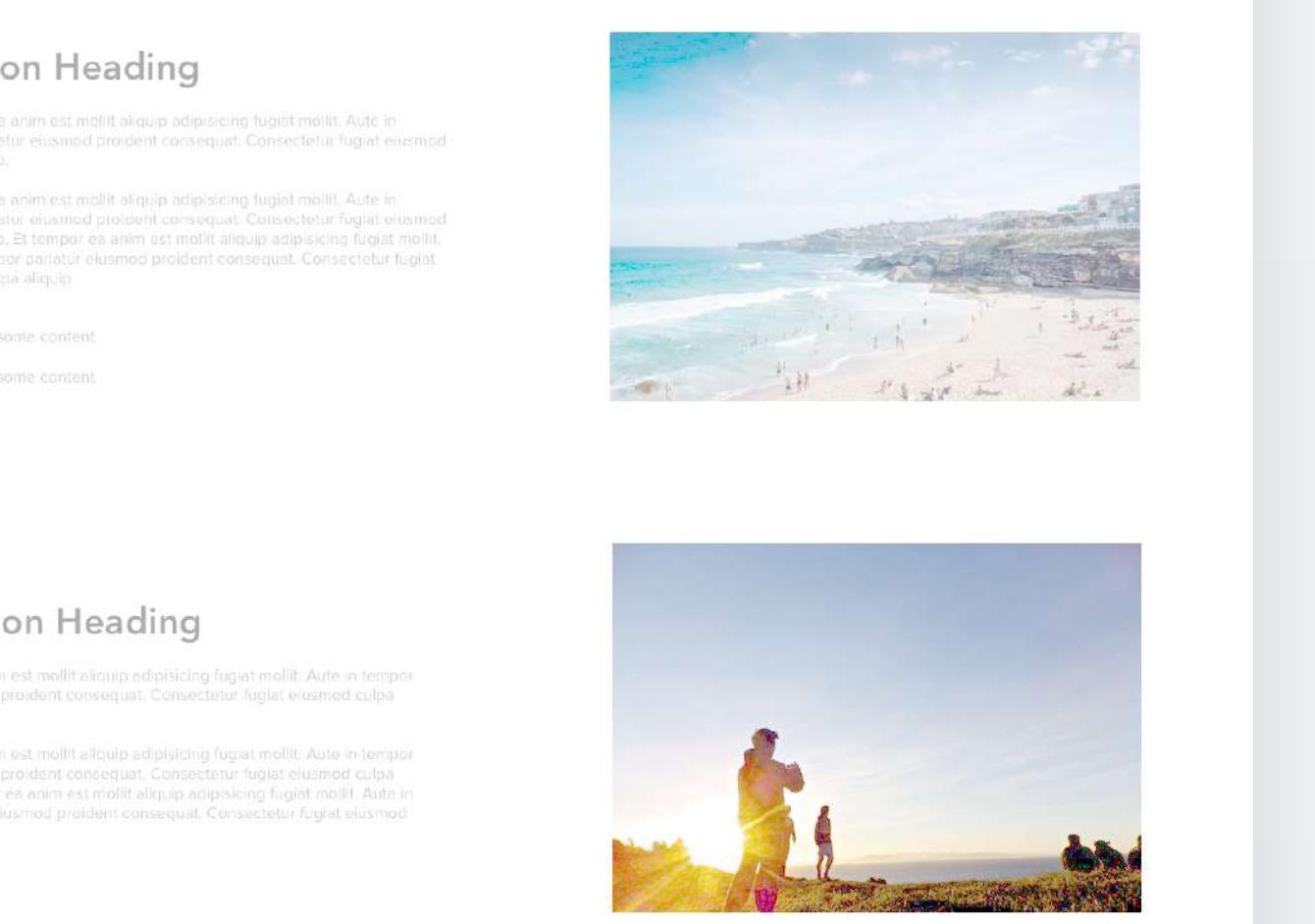
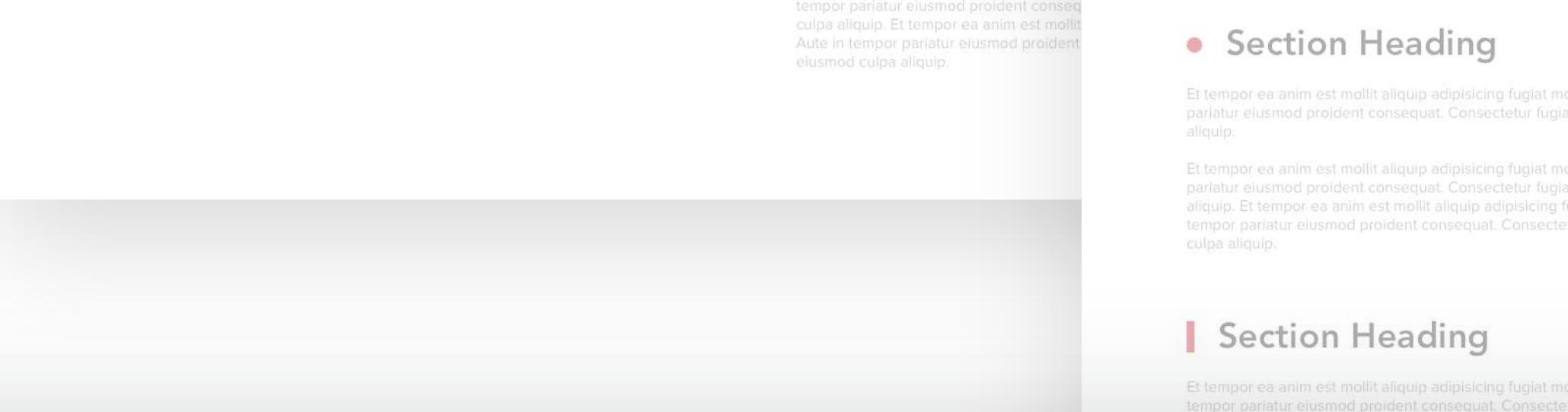
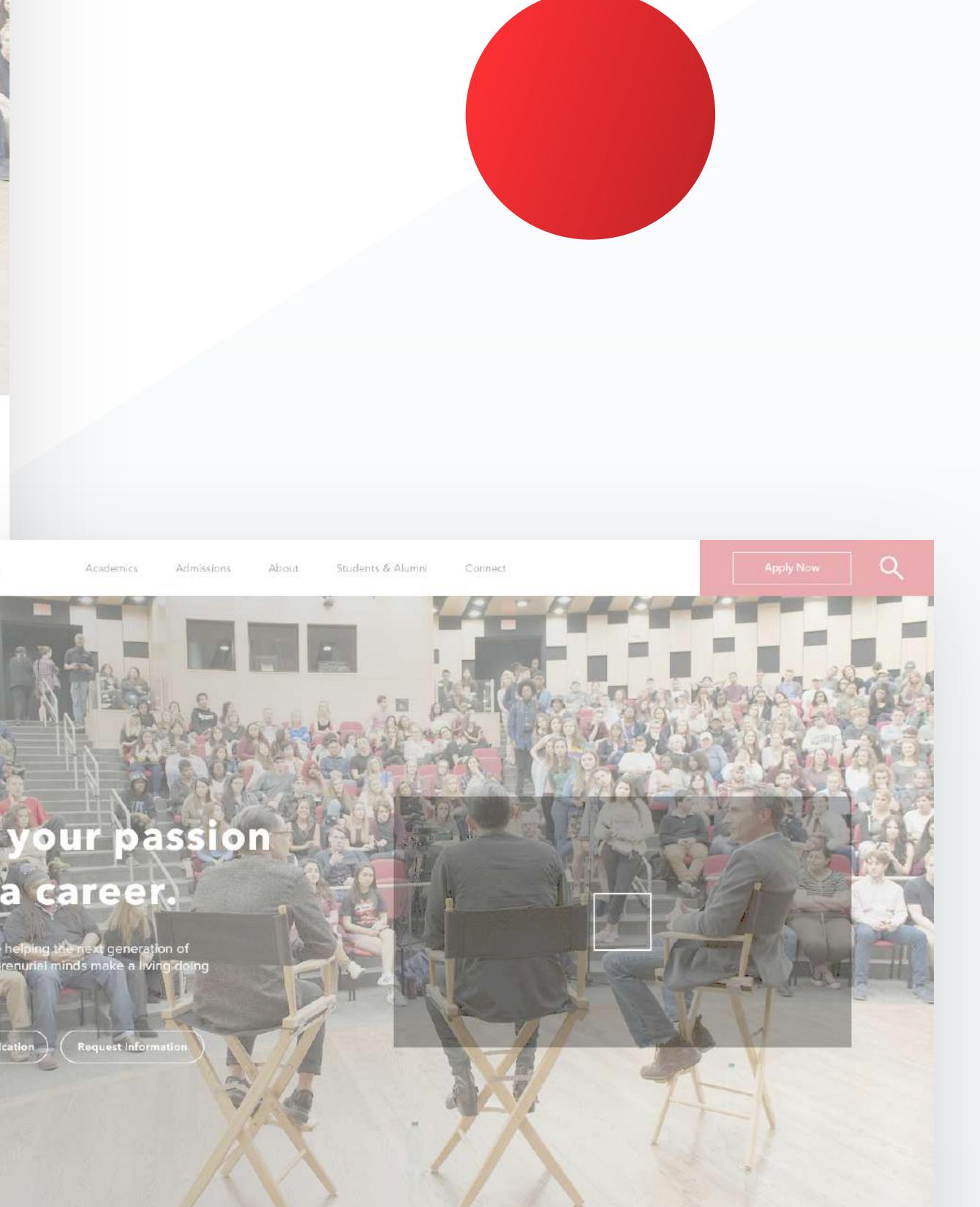
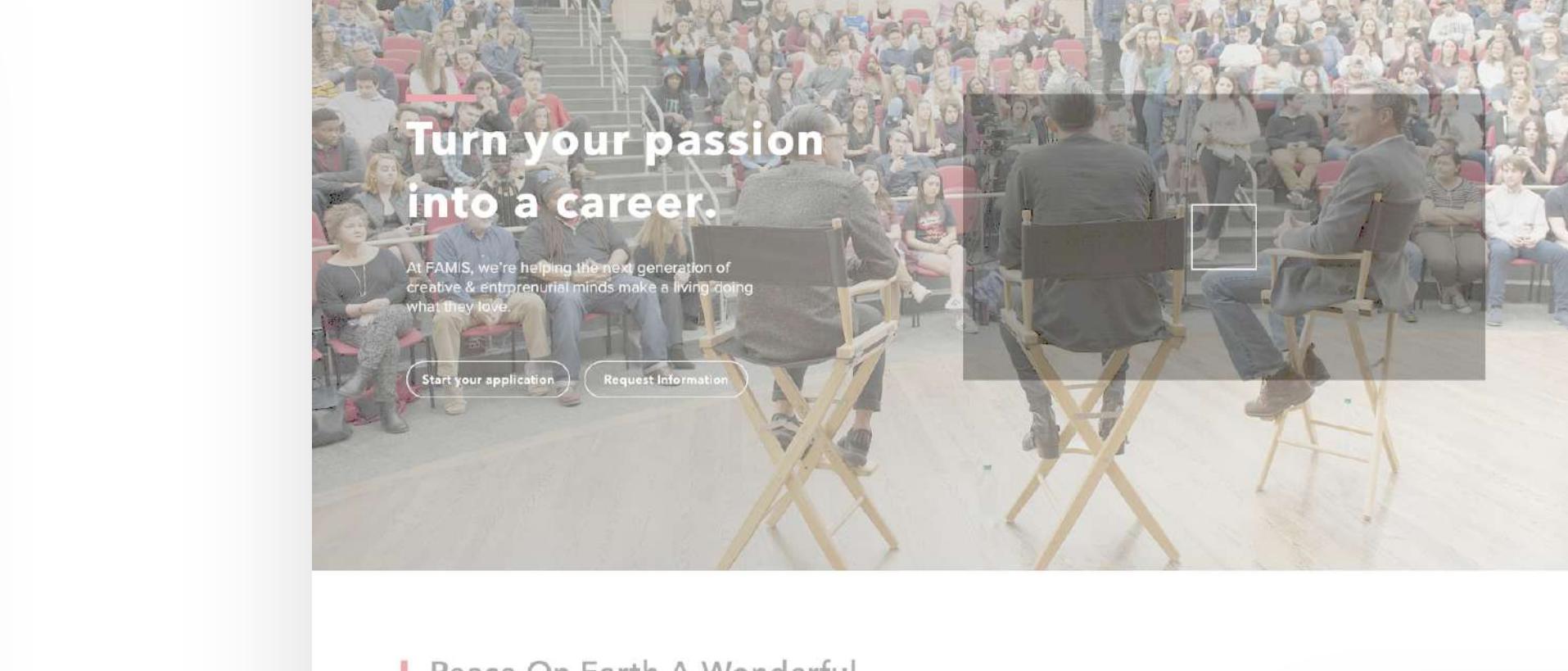
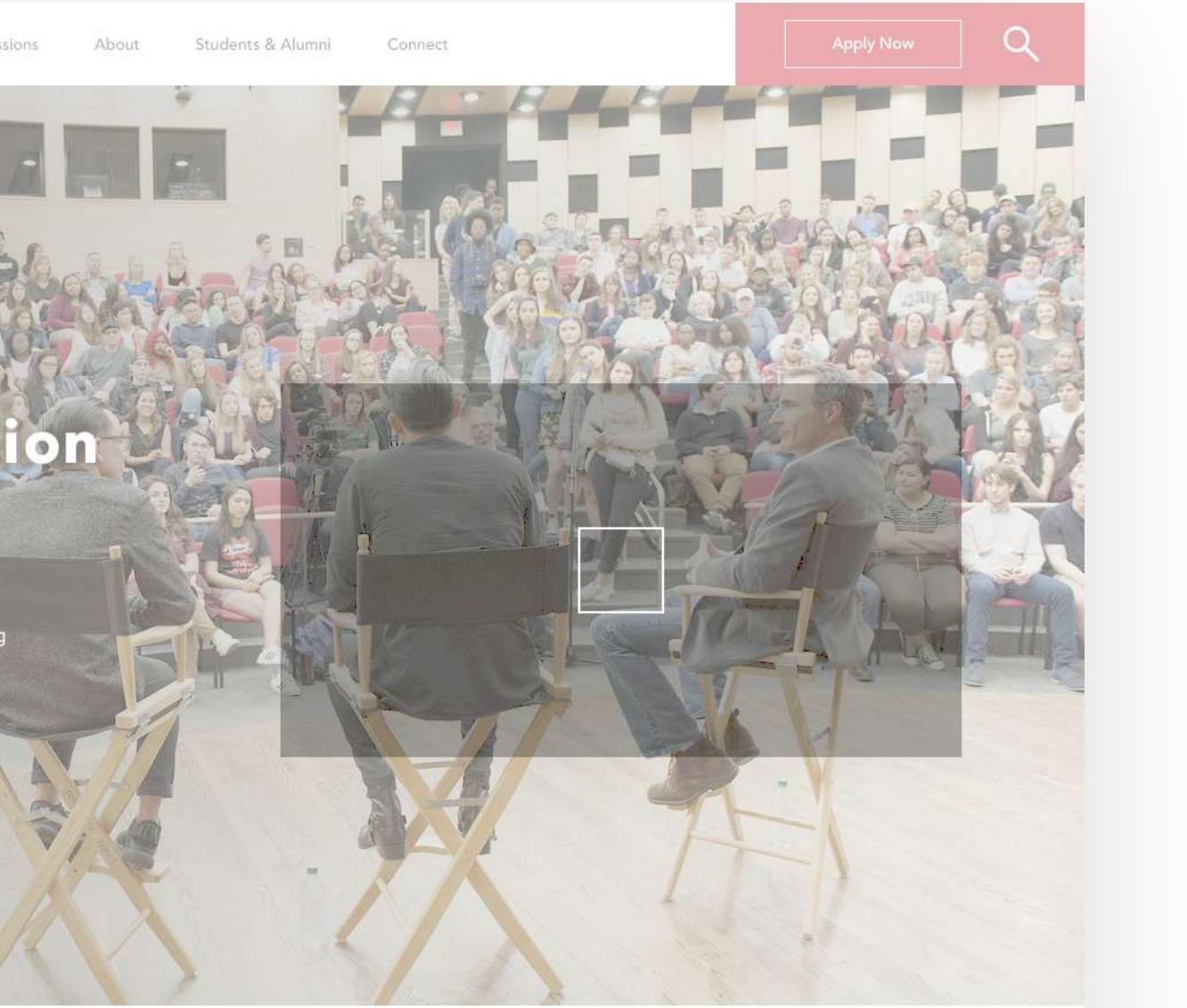
A flexible system to create rich layouts and manage content without touching code.

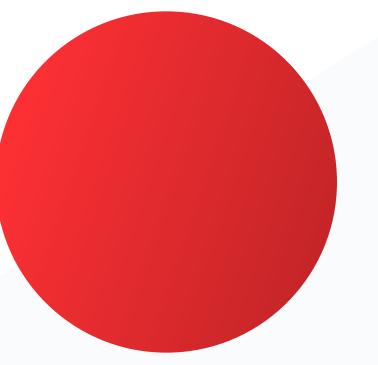




# Explorations





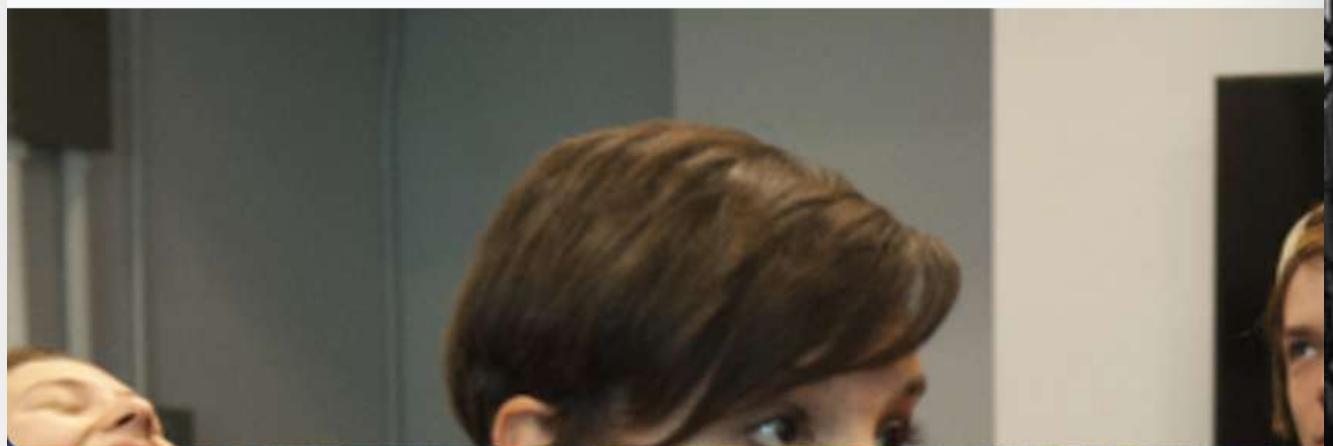


## List block title

### ● 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.

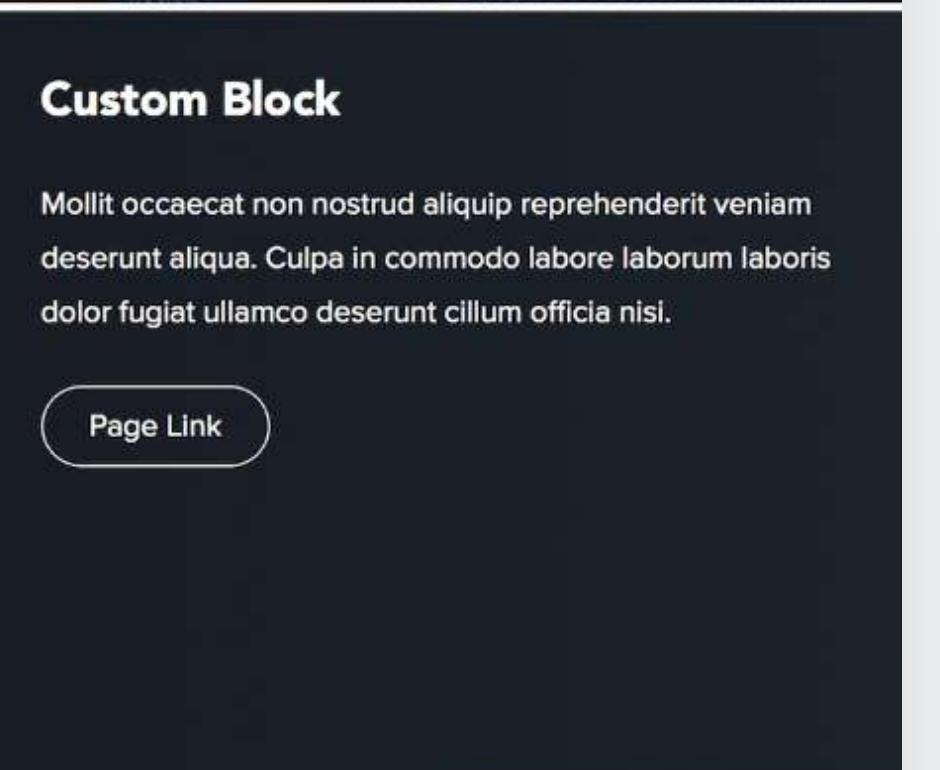
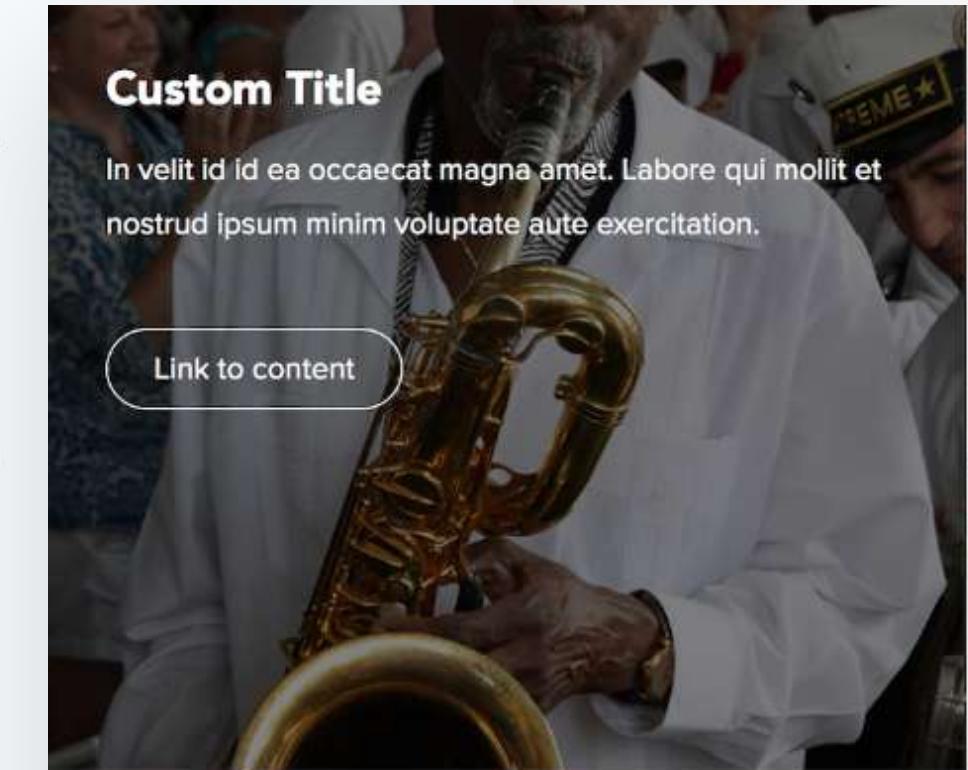
Labore dolor enim qui dolore proident qui labore aliquip enim ex ut sint pariatur nisi. Enim veniam veniam officia aliquip nisi exercitation deserunt Lorem exercitation ex amet mollit.

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.

### ● List Item 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.



# 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 irure nisi. Duis est duis deserunt veniam cillum nisi laboris sit velit labore ipsum labore ipsum. Deserunt in mollit minim excepteur tempor nostrud mollit. Aproident pariatur fugiat deserunt enim irure pariatur voluptate aliquip. Elit velit nostrud ut mollit occaecat nulla fugiat esse velit elit tempor consequat aute eu.



STUDENT ARTISTS  
**Emily Hardy**

## 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...



FACILITIES  
**Nunemaker Auditorium**

## 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

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.

### ● List

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

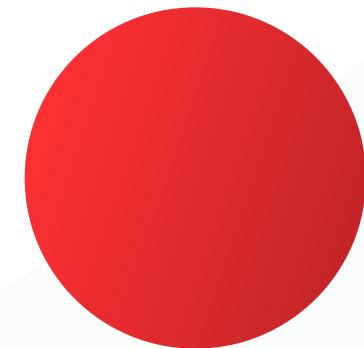
Enim veniam veniam officia aliquip nisi exercitation deserunt

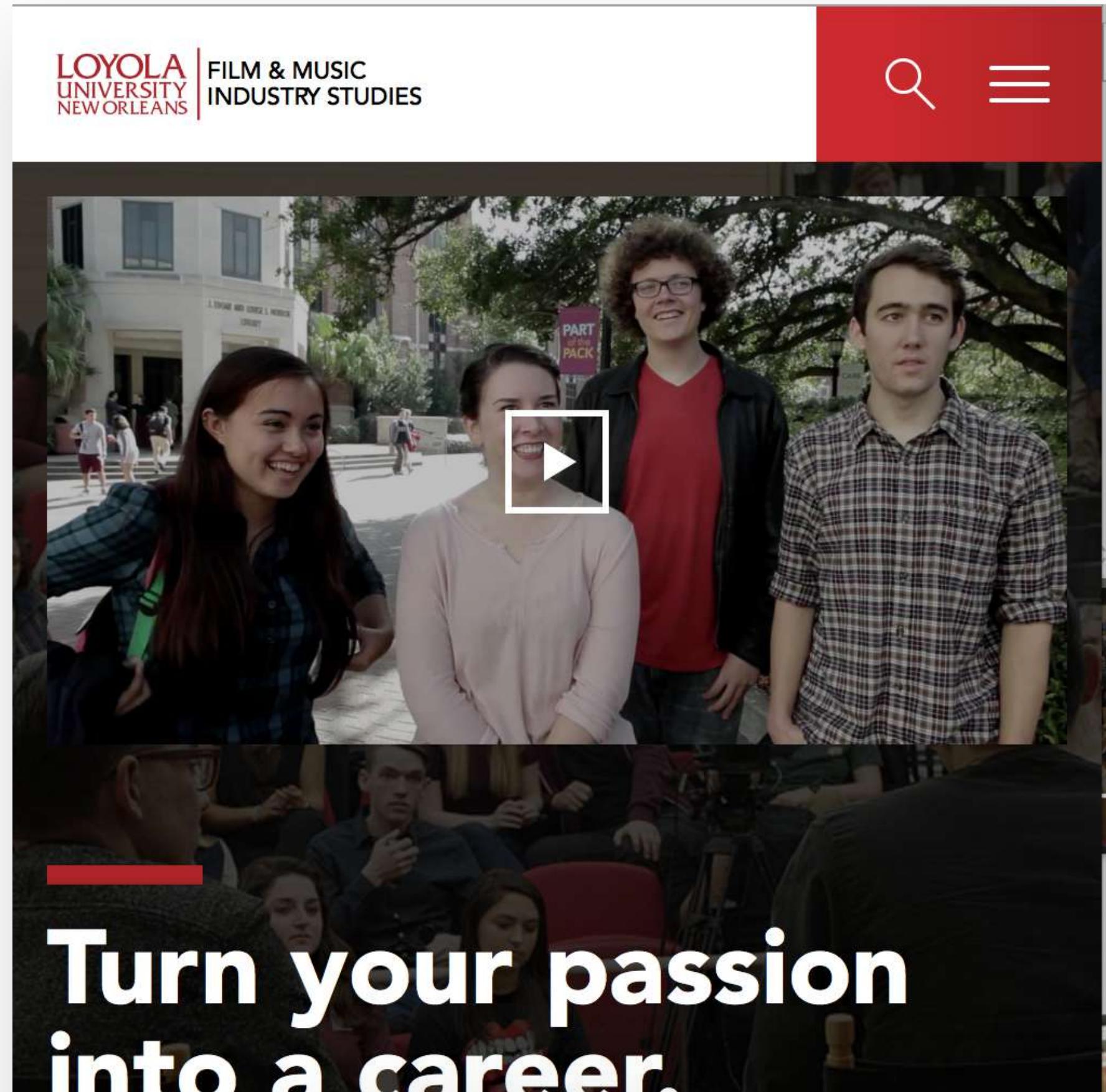
## This is a title

Pariatur commodo est aute velit duis. Enim velit fugiat enim elit velit mollit quis. Mollit esse eiusmod est cupidatat laboris irure sunt cillum laboris irure tempor.

Pariatur commodo est aute velit duis. Enim velit fugiat enim elit velit mollit quis. Mollit esse eiusmod est cupidatat laboris irure sunt cillum laboris irure tempor.

- > This is a link

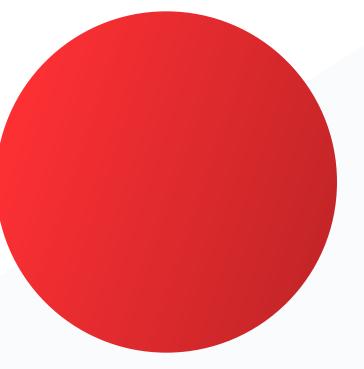




This image shows a sub-page of the Loyola FAMIS website. It features a large video player showing a panel discussion in a theater. Overlaid text reads "At FAMIS, we're helping the next generation of creative &amp; entrepreneurial minds make a living doing what they love." Below the video are two call-to-action buttons: "Explore our programs" and "Request Info". A "Discover FAMIS" button is also visible. The Loyola FAMIS logo is in the top left corner, and a red navigation bar with standard links is at the top right.

This image shows the homepage of the Loyola FAMIS website again. It features a large video player showing a panel discussion in a theater. Overlaid text reads "Turn your passion into a career." Below the video are two call-to-action buttons: "Explore our programs" and "Request Info". A "Discover FAMIS" button is also visible. The Loyola FAMIS logo is in the top left corner, and a red navigation bar with standard links is at the top right.

This image shows the homepage of the Loyola FAMIS website once more. It features a large video player showing a panel discussion in a theater. Overlaid text reads "Turn your passion into a career." Below the video are two call-to-action buttons: "Explore our programs" and "Request Info". A "Discover FAMIS" button is also visible. The Loyola FAMIS logo is in the top left corner, and a red navigation bar with standard links is at the top right.



# 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.

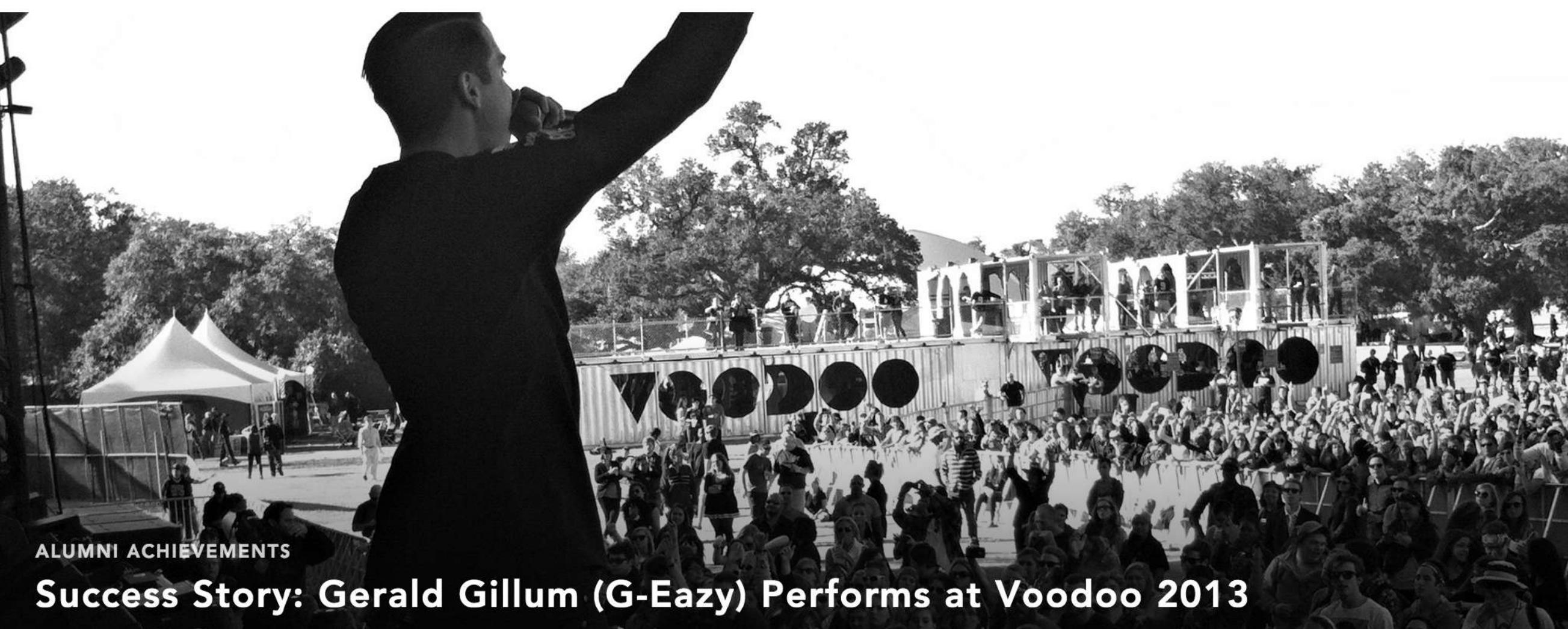
The world-famous Cash Money Records and rap superstar Lil Wayne also owe their roots to New

## 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



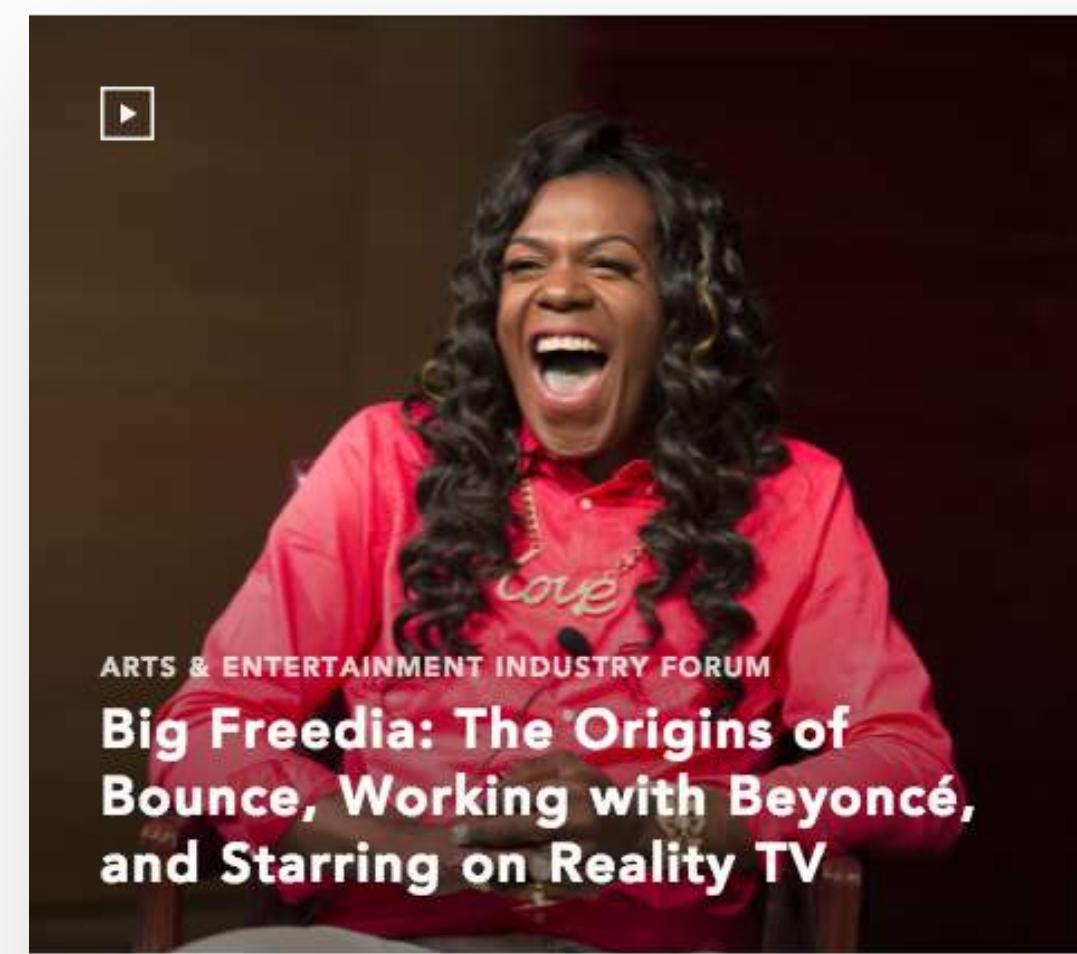
### SCHEDULING AN INTERVIEW

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

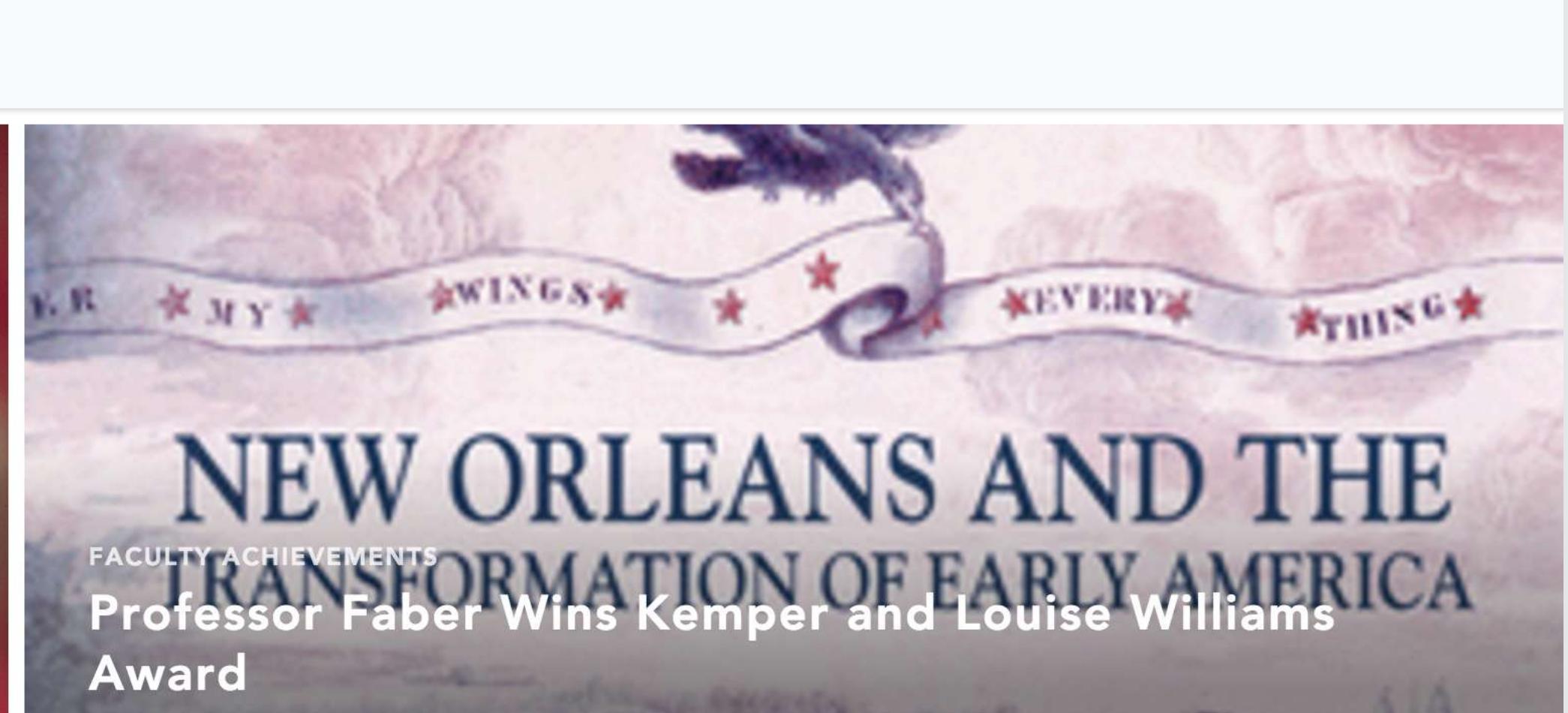
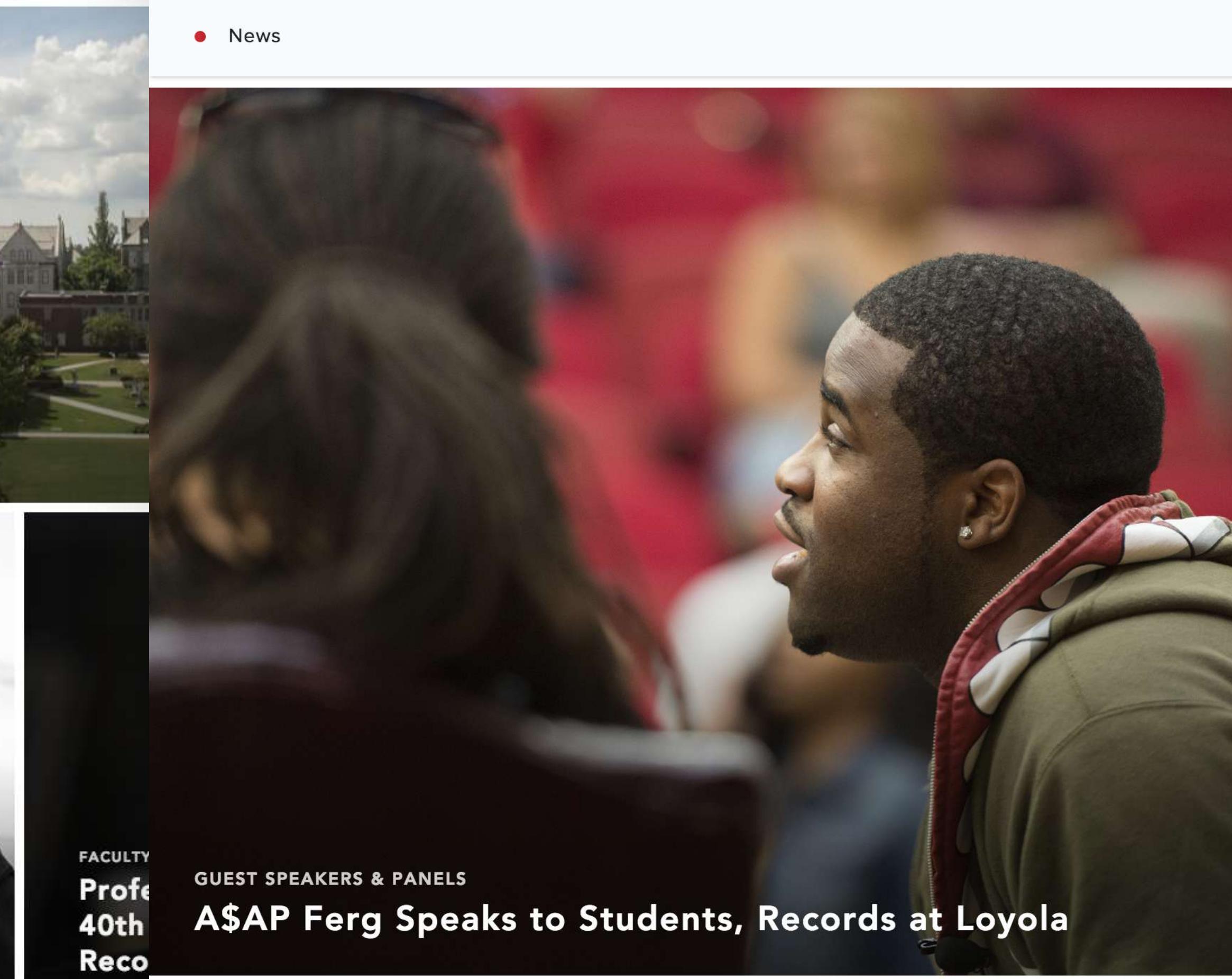
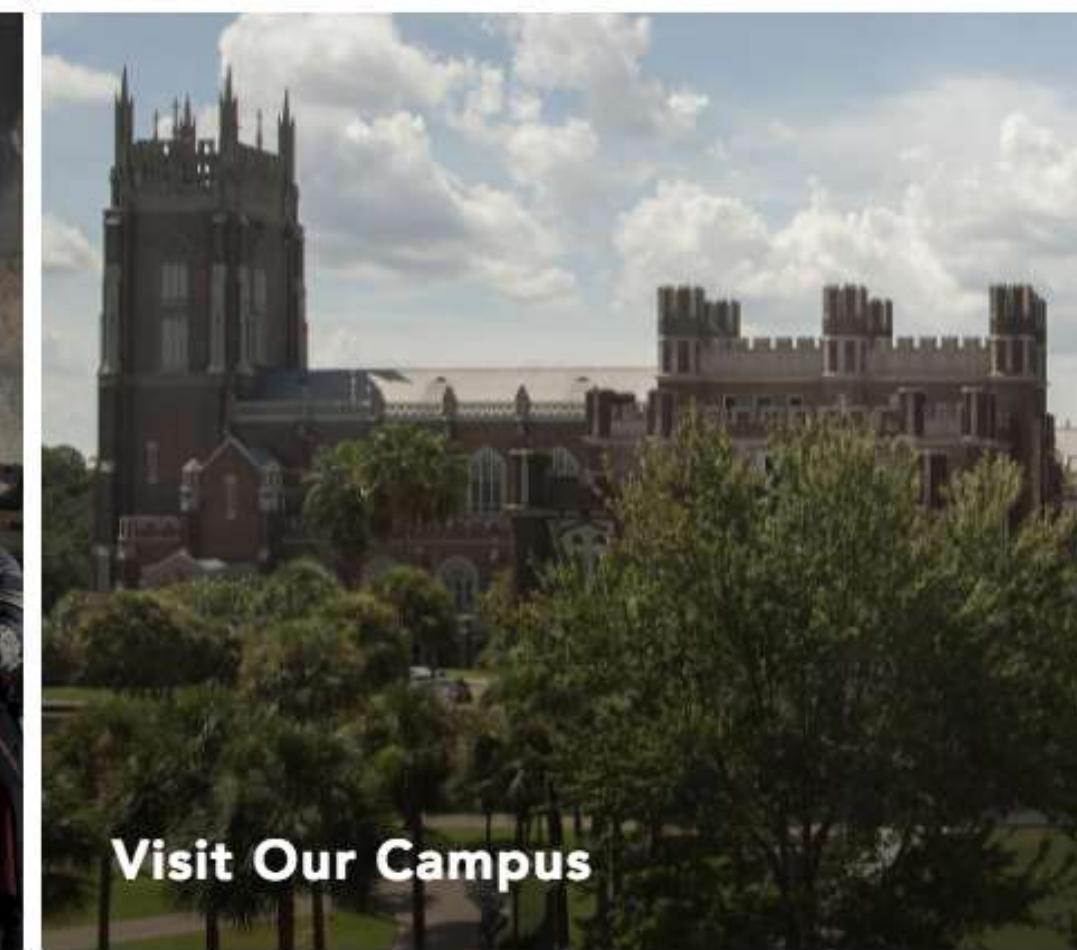
Fa nisi consectetur consequat proident. Elit velit nostrud ut



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

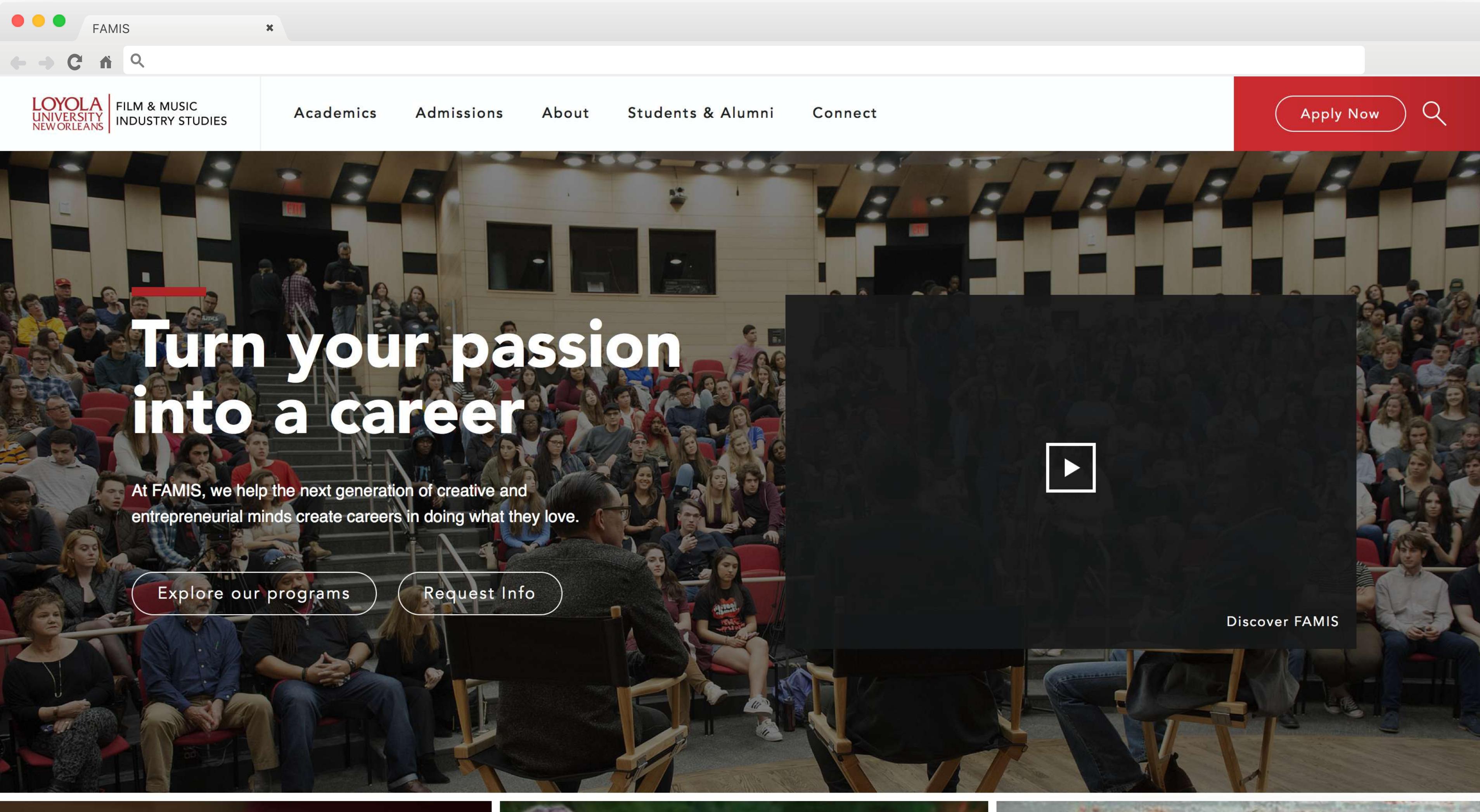
An introduction to the practical aspects of developing the three basic types of films: documentaries, performance, and feature films. This includes instruction on basic lighting techniques, camera operation, and non-linear editing.

**Credit Hours: 3**

## Find a news article

### Explore by category

[Alumni Achievements](#)[Arts & Entertainment Industry Forum](#)[CMFA News](#)[Faculty Achievements](#)[Faculty Interviews](#)[FAMIS News](#)[Film Industry News](#)[Forum Student Announcements](#)[Guest Speakers & Panels](#)[Masterclasses](#)[Music Industry News](#)[Student Achievements](#)[Student Spotlight](#)[Workshops](#)



FAMIS

LOYOLA UNIVERSITY NEWORLEANS | FILM & MUSIC INDUSTRY STUDIES

Academics Admissions About Students & Alumni Connect

Apply Now

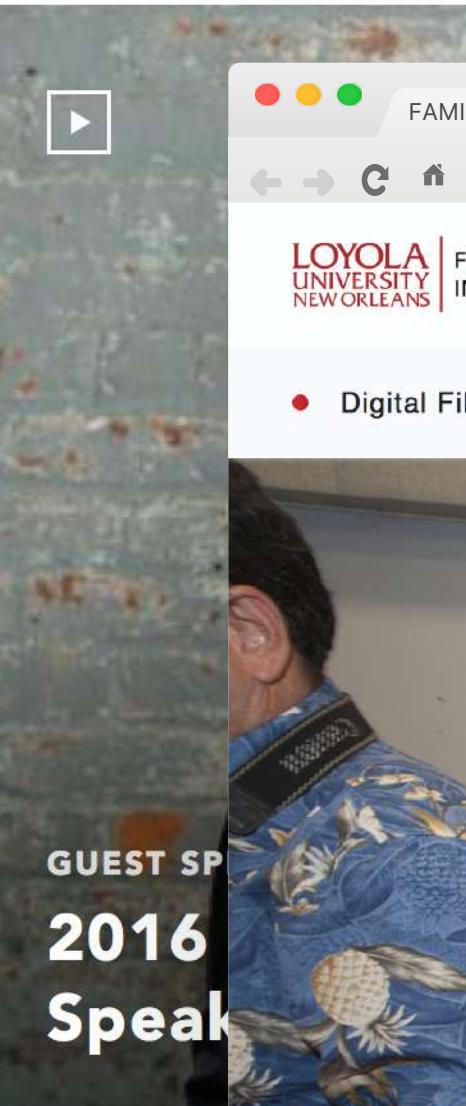
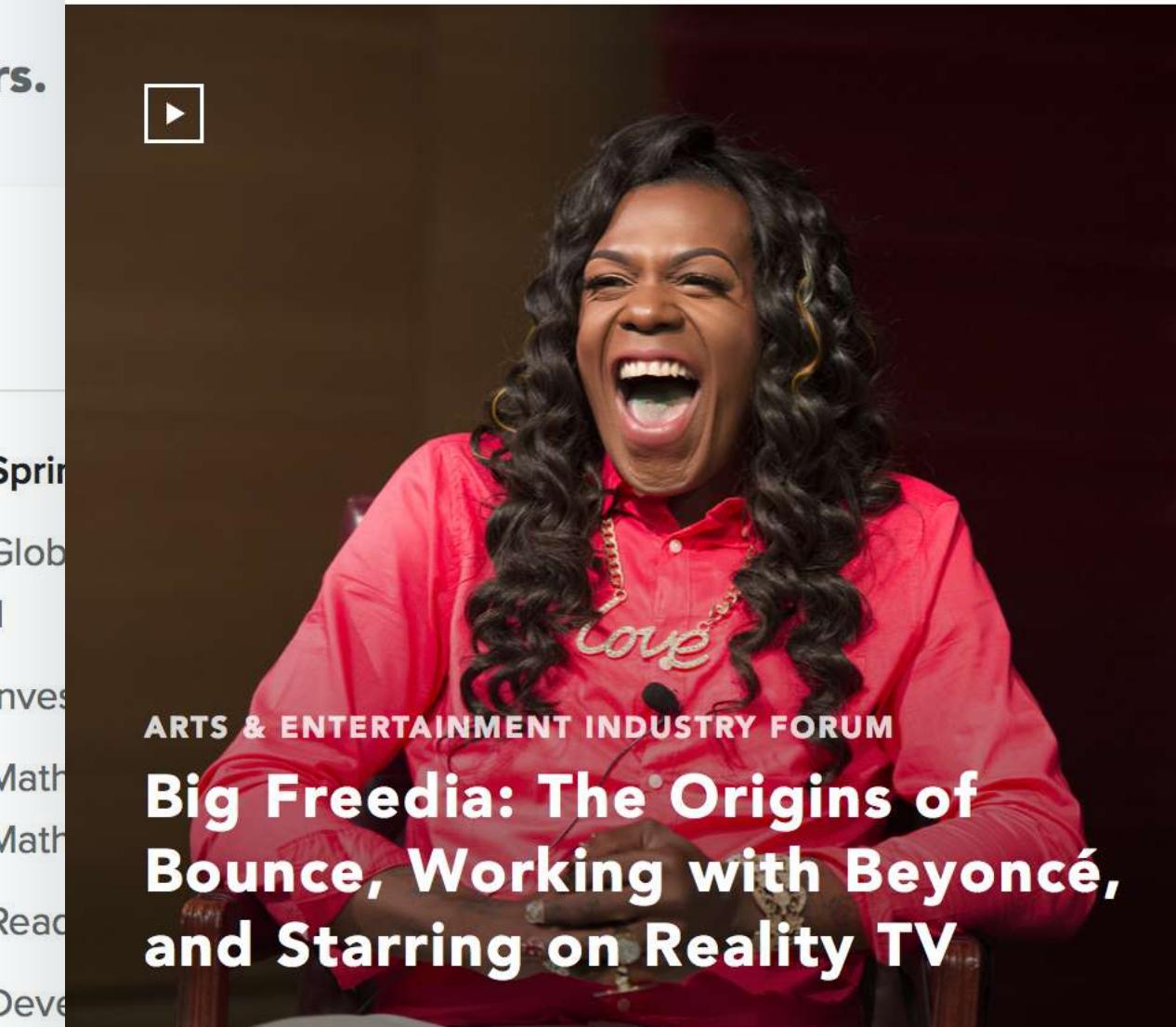
Digital Filmmaking (BFA) > Degree Guide

## Degree Guide

A look into your next four years.

### Freshman Year

- Fall
- Critical Reading & Writing
- First Year Seminar
- History of Cinema
- Intro to Digital Filmmaking
- Intro to the Business of Filmmaking
- Arts & Entertainment Industry Forum



### Junior Year

- Fall
- Arts & Entertainment Finance
- Religions of the World or



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

# Natural Resource Defence Counsel

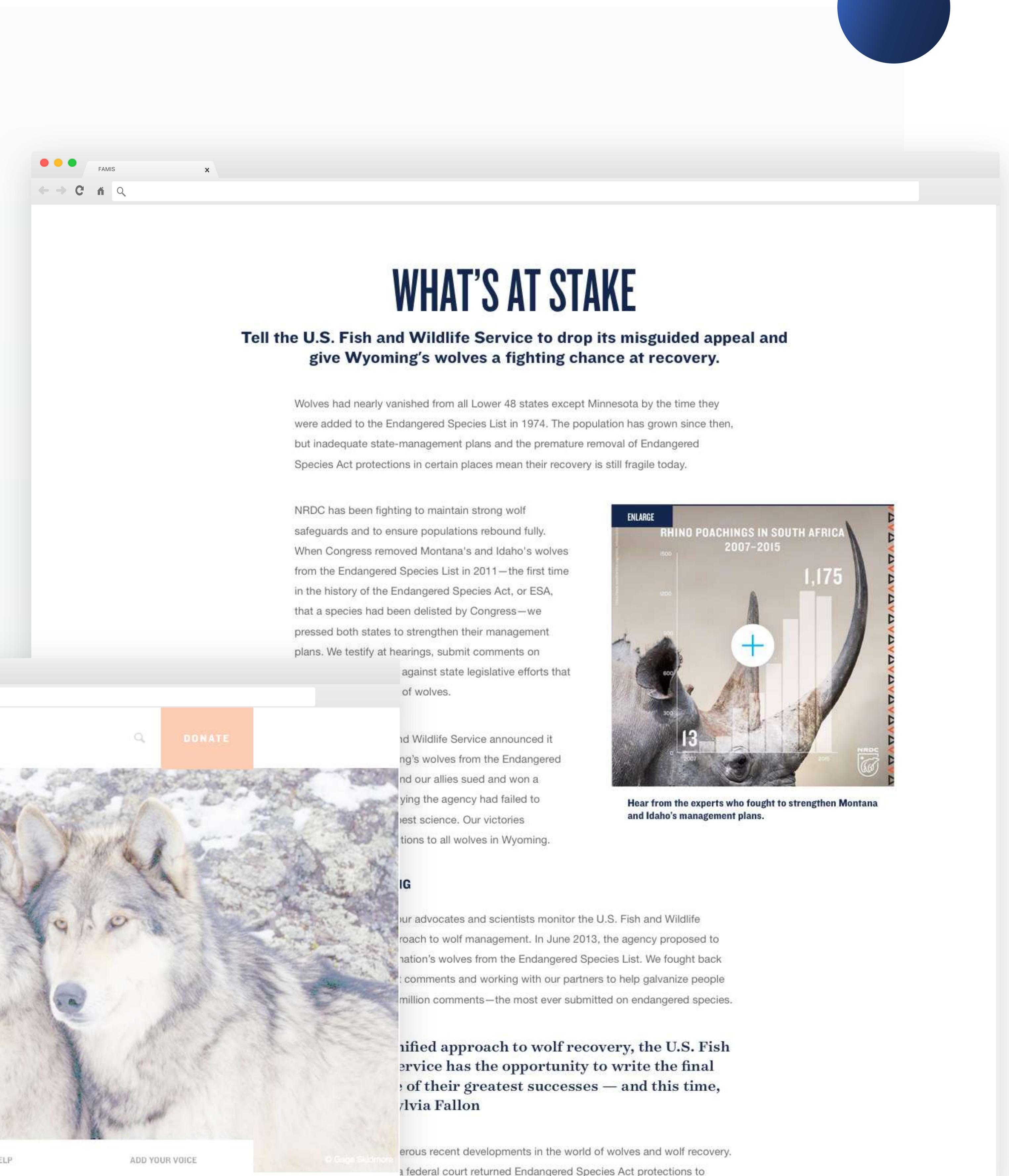
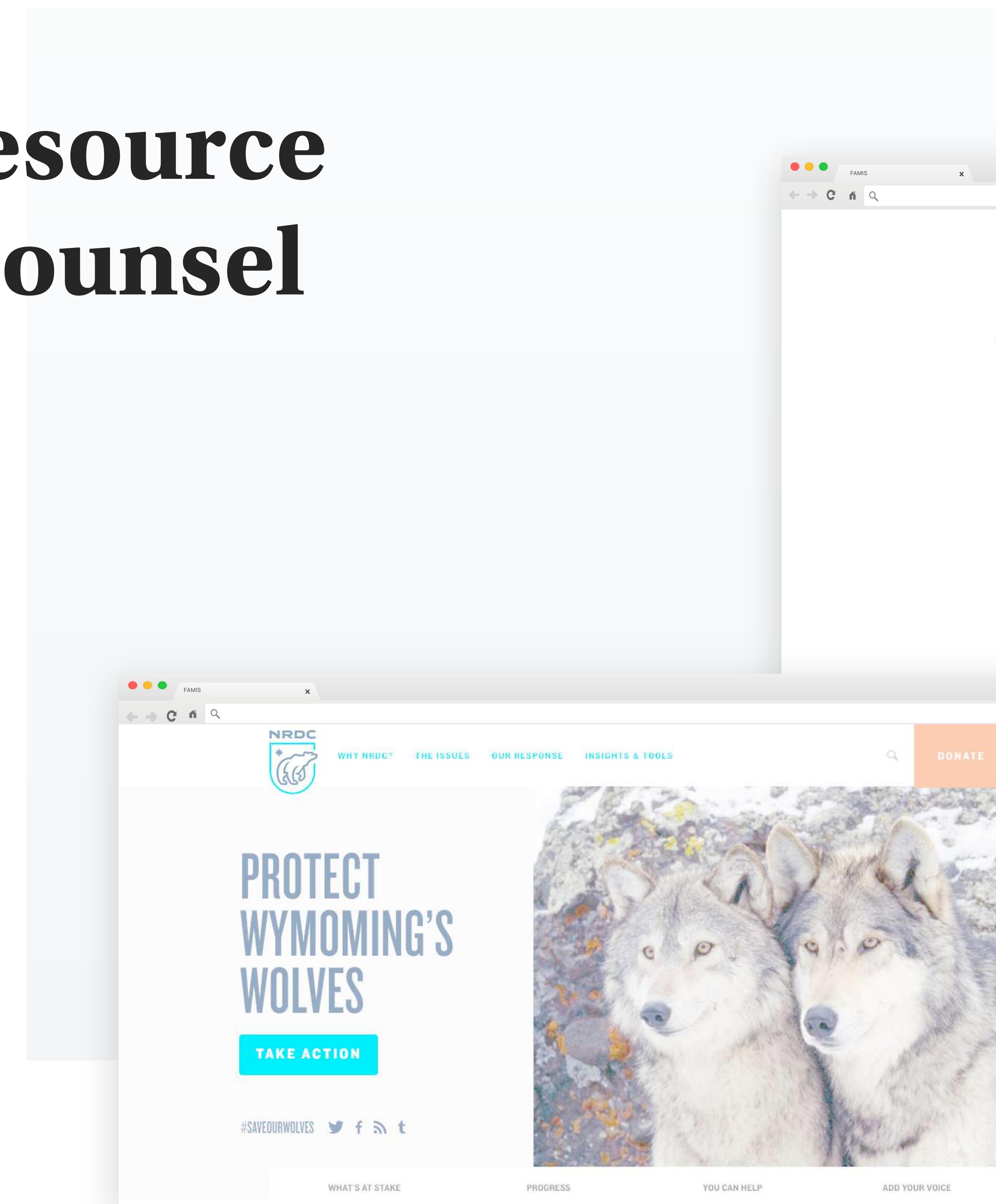
## ROLE

Interaction Design, UX collaboration, Front-end dev

## YEAR

2017

## TEAM



The image displays two screenshots of the Natural Resources Defense Council (NRDC) website. The left screenshot shows the 'Protect Wyoming's Wolves' campaign, featuring a large image of two wolves and a call-to-action button labeled 'TAKE ACTION'. The right screenshot shows the 'WHAT'S AT STAKE' campaign, featuring a bar chart titled 'RHINO POACHINGS IN SOUTH AFRICA 2007-2015' with a total count of 1,175, and a large image of a rhino.

**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 against state legislative efforts that of wolves.

U.S. Fish and Wildlife Service announced it's wolves from the Endangered and our allies sued and won a agency had failed to best science. Our victories to all wolves in Wyoming.

**PROTECT WYOMING'S WOLVES**

TAKE ACTION

#SAVEOURWOLVES

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

RHINO POACHINGS IN SOUTH AFRICA 2007-2015

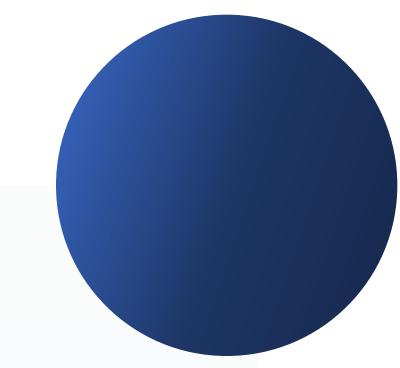
Year	Poachings
2007	13
2008	100
2009	300
2010	600
2011	1,000
2012	1,200
2013	1,400
2014	1,600
2015	1,175

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

Our advocates and scientists monitor the U.S. Fish and Wildlife approach to wolf management. In June 2013, the agency proposed to nation's wolves from the Endangered Species List. We fought back comments and working with our partners to help galvanize people million comments—the most ever submitted on endangered species.

ified approach to wolf recovery, the U.S. Fish service has the opportunity to write the final of their greatest successes — and this time, Sylvia Fallon

erous recent developments in the world of wolves and wolf recovery. a federal court returned Endangered Species Act protections to



# The Problem

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

# Research, Ideation, & Planning

## THE USERS

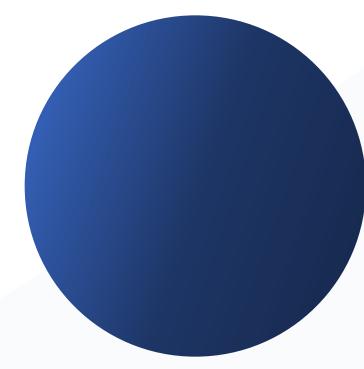
In house content team tasked with constructing a wide array of campaigns.

## THE CHALLENGES

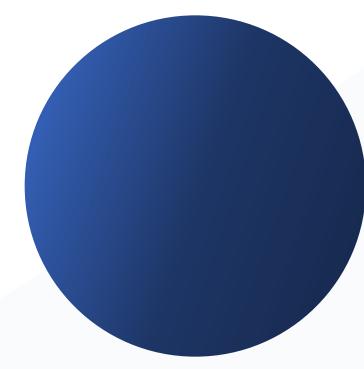
Managing a library of components, extending their brand.

## 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**

**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.**

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.

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.) (But wolves 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.

**JOIN US**  
Follow along as we continue to work on this issue.  
 Enter Email

**TIMELINE**

**PROGRESS**  
Local activists and the NRDC team have fought – and won – tough battles already, but there's still work to do.

**THIS ANCIENT PLACE JUST BECAME NATIONAL CROWN LAND**  
The last great ancient forest in the West has now joined the National Forest System. The 100,000-acre forest in eastern Montana is now protected from logging, mining, oil and gas extraction, and other forms of development.

**TRAILING THE GRIZZLY CAMPUS LAND**  
The last great ancient forest in the West has now joined the National Forest System. The 100,000-acre forest in eastern Montana is now protected from logging, mining, oil and gas extraction, and other forms of development.

**WHAT IT TAKES TO CREATE THE ATLANTIC'S FIRST MARINE PROTECTION AREA**  
After years of work by NRDC and its partners, about 3,000 square miles of ocean off the coast of Maine will now be permanently protected.

**YOU CAN HELP**

**SUPPORT THIS CAMPAIGN**  
Ready to help protect our air, land, and water from forces of pollution and corporate greed?  
 \$15  \$50  \$75  \$100  \$200  OTHER  
 ONE TIME GIFT  GIVE MONTHLY

**ADD YOUR VOICE**  
[@NRDCWOLVES](#) [Twitter](#) [Facebook](#) [Instagram](#)

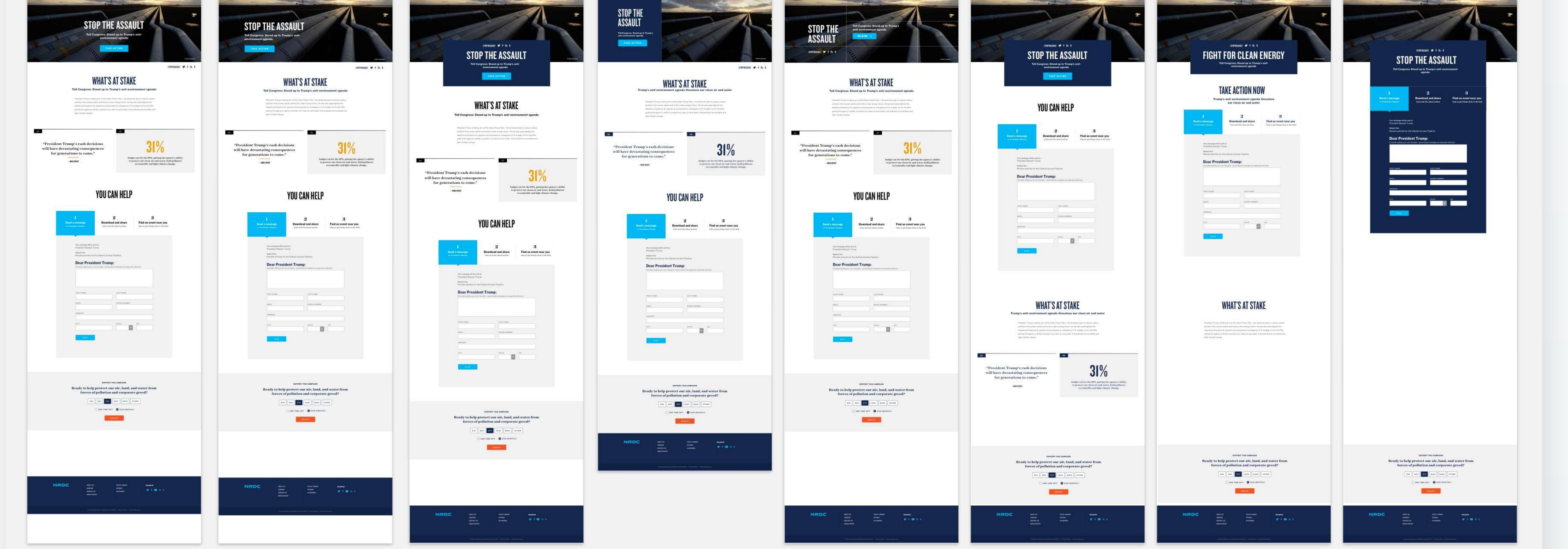
**YOU CAN HELP**

**SUPPORT THIS CAMPAIGN**  
Ready to help protect our air, land, and water from forces of pollution and corporate greed?  
 \$15  \$50  \$75  \$100  \$200  OTHER  
 ONE TIME GIFT  GIVE MONTHLY

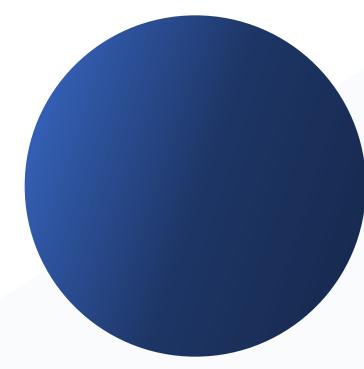
**ADD YOUR VOICE**  
[@NRDCWOLVES](#) [Twitter](#) [Facebook](#) [Instagram](#)

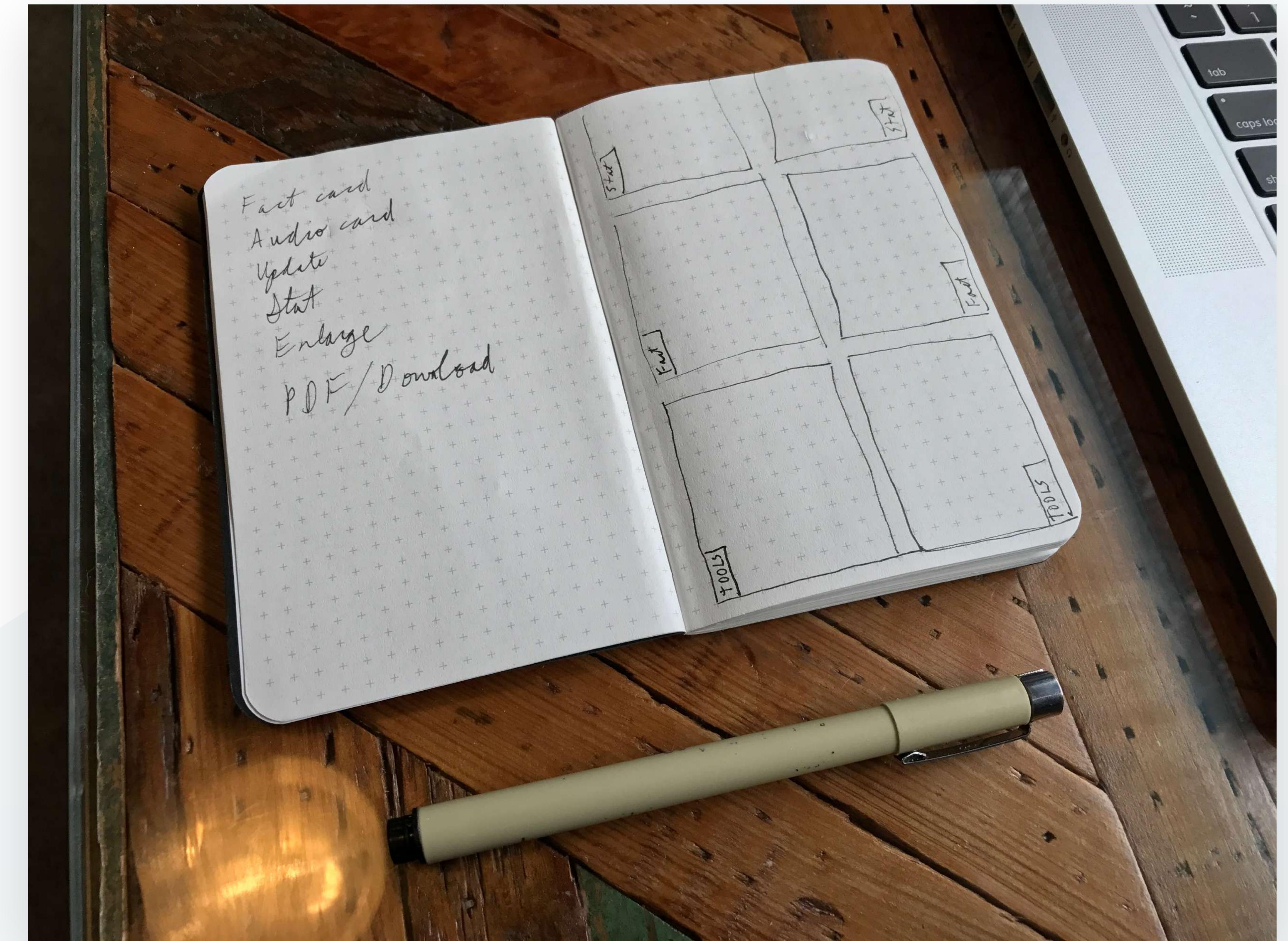
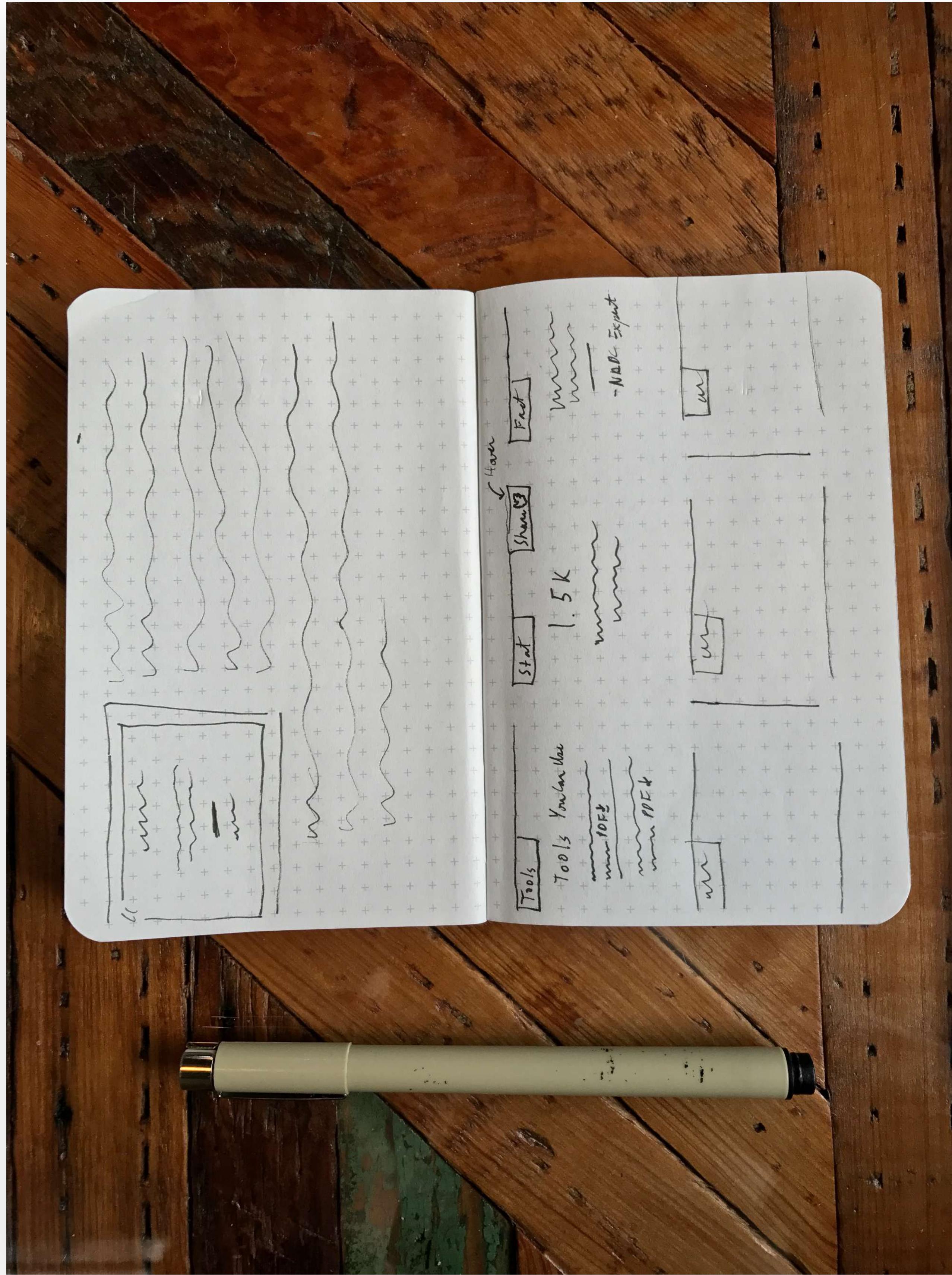
**PARTNERS**  
This campaign is brought to you by:

**NRDC** **ALLAGASH** **ALLAGASH**



# 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.”

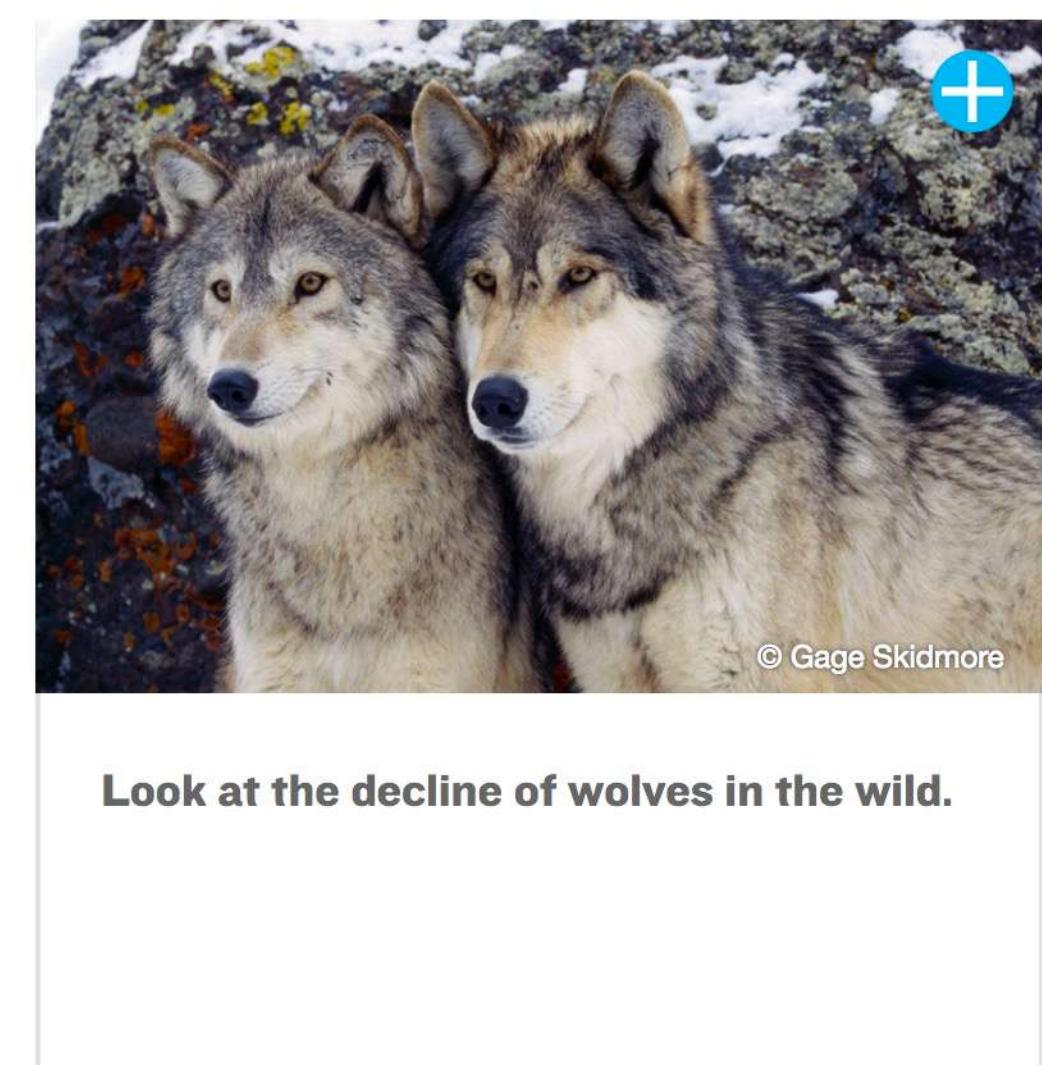
— NRDC EXPERT

**From the Field**



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 PDF ↴

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 ↴

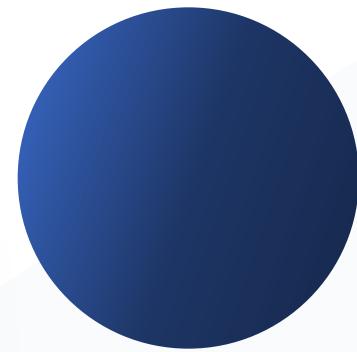
Background facts and statistics on wolves in the wild PDF ↴

**“**

**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



“

### FACT:

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

— NRDC EXPERT

Share

**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 ↓](#)

**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

## 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  
wild PDF ↓](#)

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

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

**1.5k**

wolves killed in the contiguous  
US since hunting was legalized

**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

## 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 ↓](#)

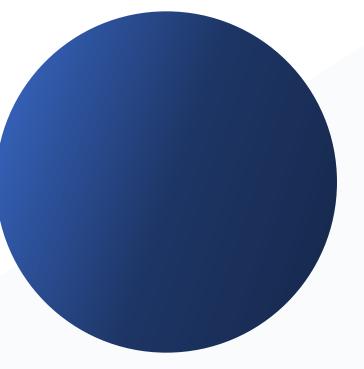
**1.5k**

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



---

1,300

HEAT-RELATED  
DEATHS IN  
AHMEDABAD  
DURING THE 2010  
HEAT WAVE

---

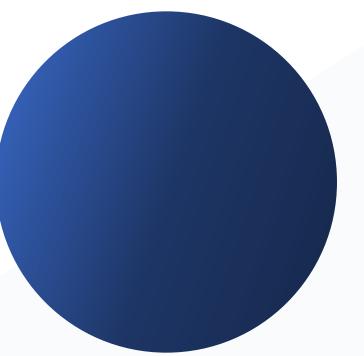
80%

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

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

## STAT

## 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 ↓](#)

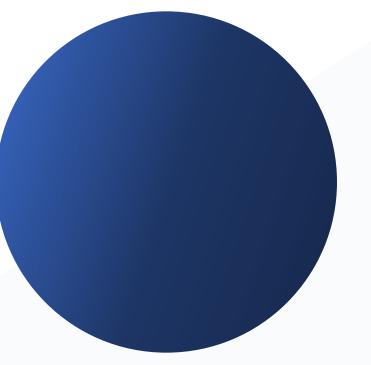
## FACT

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

— NRDC EXPERT

# 1.5K

wolves killed in the contiguous US  
since hunting was legalized



## 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 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

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 ↴](#)

## FROM THE FIELD



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



# 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

## ENLARGE



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

## STAT

Share

# 1.5K

wolves killed in the contiguous US since hunting was legalized

## 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.

## UPDATE

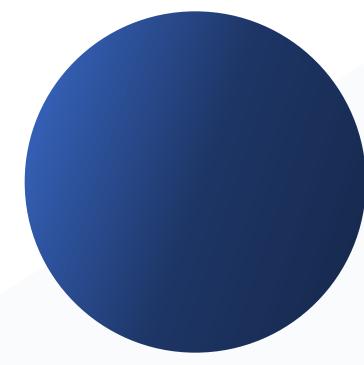


Hear from the experts who fought to strengthen Montana and Idaho's management plans.

# 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

DONATE

# PROTECT WYOMING'S WOLVES

DONATE

#SAVEOURWOLVES

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



**NRDC**

WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

DONATE

# PROTECT WYOMING'S WOLVES

TAKE ACTION

#SAVEOURWOLVES

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



© George Soltomore

**NRDC**

WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

DONATE

# 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

DONATE

# PROTECT LIFESAVING ANTIBIOTICS

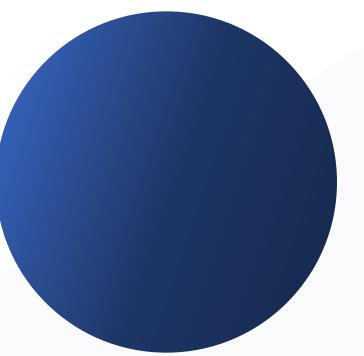
TAKE ACTION

#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.”

# Hulu Redux

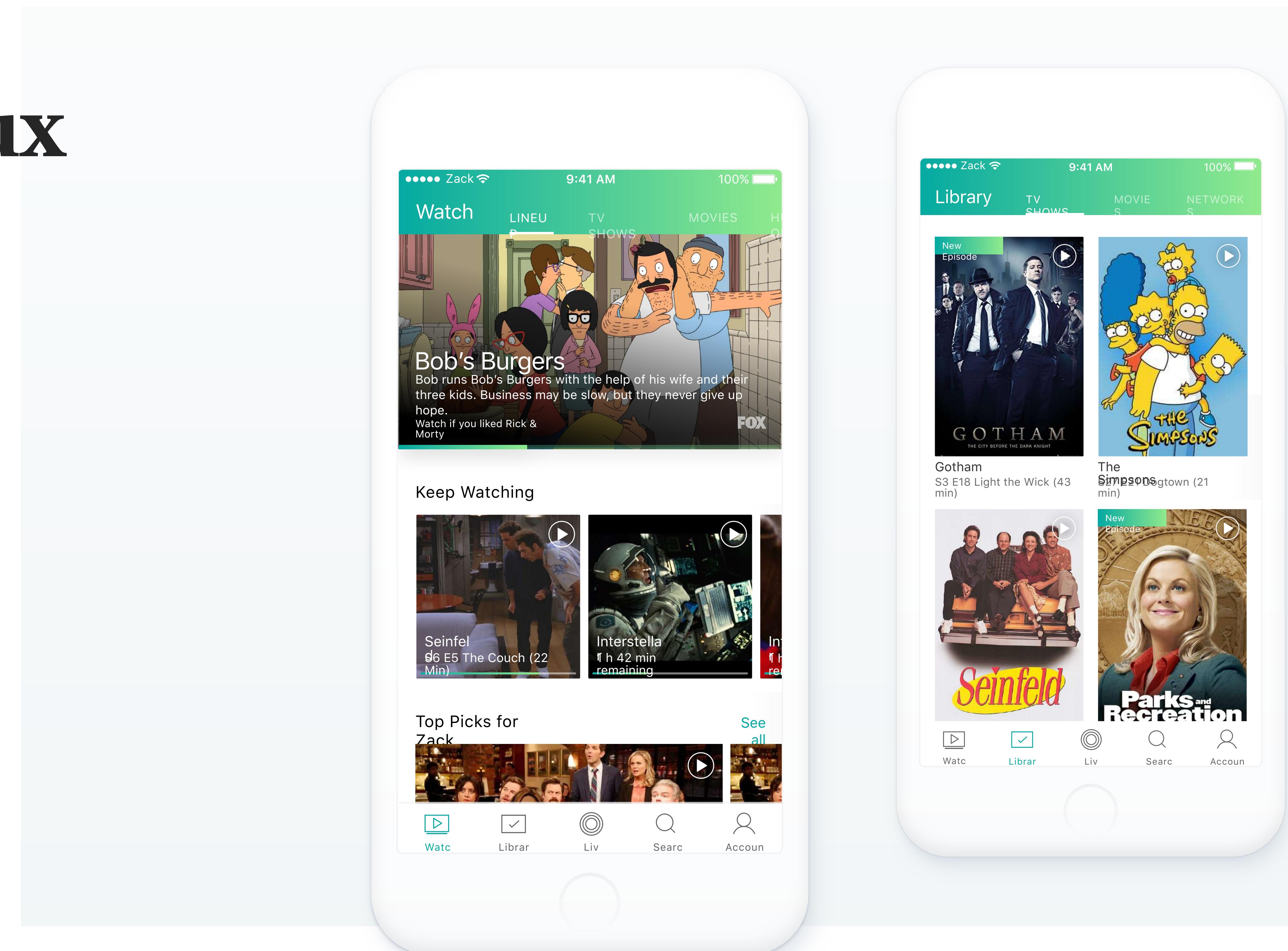
**ROLE**

UX research, UI Design

**YEAR**

2017

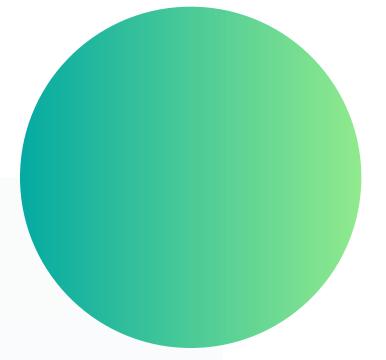
**DESIGN EXERCISE**



# The Problem



Information Density, Consistency, Context,  
Branding and platform alignment.





# Research, Ideation, & Planning

## THE USERS

Myself and 5 participants from the usability test.

## THE CHALLENGES

Increasing information density without overly increasing cognitive load.

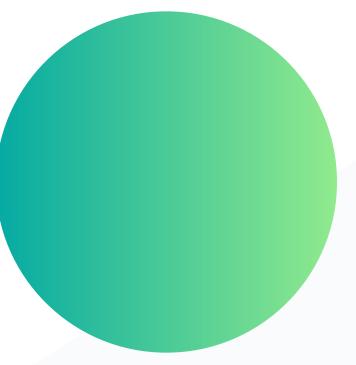
## THE POTENTIAL SOLUTION

An overhauled component, navigation, and interaction system.

# Public Statements



Our viewers needed a little more help understanding the UI than we thought they would. Specifically on mobile devices, we've found that users are struggling a little bit to find everything.



# App Store Reviews

**Somewhat difficult to navigate** Fri  
★★★★★ by Goncamping71  
I was excited to try this out. Is there a regular TV guide that shows what is on live for each channel? Seems to be much more complex than it should.

**Deleted** Sat  
★★★★★ by Eijh  
If Hulu designers redesigned McDonald's menu, they'd take a one page menu and blow it up into 300 pages. Each page featuring only one type of burger, side, sauce, soda, dessert, etc. Is it thinking out of the box? Absolutely. Is the 300x increase in menu pages practical? Absolutely not. Am I going back to dine there? Not likely. This is what Hulu essentially did with their new UI. Subscription has been cancelled...

**Needs better UI** Sat  
★★★★★ by Rt969  
UI is hard to use.

**Love love love the UI** 43h ago  
★★★★★ by cjones  
It took me a little while to figure it out. The HOME screen is really different types of recommendations and if you slide over from HOME to MY STUFF that's your personal queue. Seems like a lot of people complaining haven't figured that out.

The recommendations have been spot on. I switch seamlessly from my iPhone to my Apple TV and back with no problem. My iPhone app has worked fine from day one.

My whole family loves the different profiles and personalized recommendations. We don't have to dig through the DVR to find our individual stuff.

The only negative, and it hasn't been a big one is that the video "stutters" or "gets hung" and stops occasionally, but it lasts a second or two and then picks back up. I expect this with beta.

This is a radical redesign and I think people are used to the old style guides from cable and satellite tv. Hopefully people will open their minds and give it a chance.

I love your new app with live tv. I just want AMC (🙏 pretty please! 😊) and then I'm in heaven.

**Designed by Microsoft** 40h ago  
★★★★★ by MysticMaven  
Wow I am speechless. Hulu just went from the BEST designed video app to the absolute worst! Hulu's new design is basically useless when trying to watch shows. Obviously this was designed by an ex-Microsoft Zune employee and it shows. Slow, unresponsive, and so hard to find the shows I want to watch and see the ones I haven't. BIG BIG mistake Hulu. This will cost a lot of viewers. I was one of your biggest fans and promoters but not anymore. Wow. Fire the designer and start over!!!

Update: hulu supports Sean Hannity. Time to cancel.

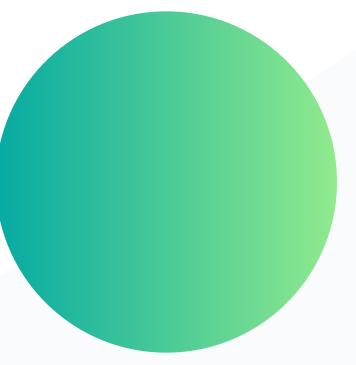
**Service is great. UI is horrible.** 43h ago  
★★★★★ by Readhem  
I've been a fan of Hulu for a long time and am really excited about all the new features. Just switched our live tv subscription over from Sling TV and I have two observations. Hulu's streaming is much better quality and way more reliable. That said. The UI is awful. Live tv is a pretty big ticket item for your subscribers and you guys made it incredibly difficult to find and navigate the content. Why not put a tab at the top (by My Stuff) for Live TV? I don't search live tv by content like I do on demand shows. If I am watching live it is usually because I am bored or cooking dinner and I want to browse. App makes that really difficult.

**Too many commercials** 42h ago  
★★★★★ by Artorres  
Too many commercials. I'm ready to cancel.

**Designed by Microsoft** 40h ago  
★★★★★ by MysticMaven  
Wow I am speechless. Hulu just went from the BEST designed video app to the absolute worst! Hulu's new design is basically useless when trying to watch shows. Obviously this was designed by an ex-Microsoft Zune employee and it

**My stuff button icon cut off (missin...)** 24h ago  
★★★★★ by willshrlly

**Featured** **Categories** **Top Charts** **Search** **Updates**



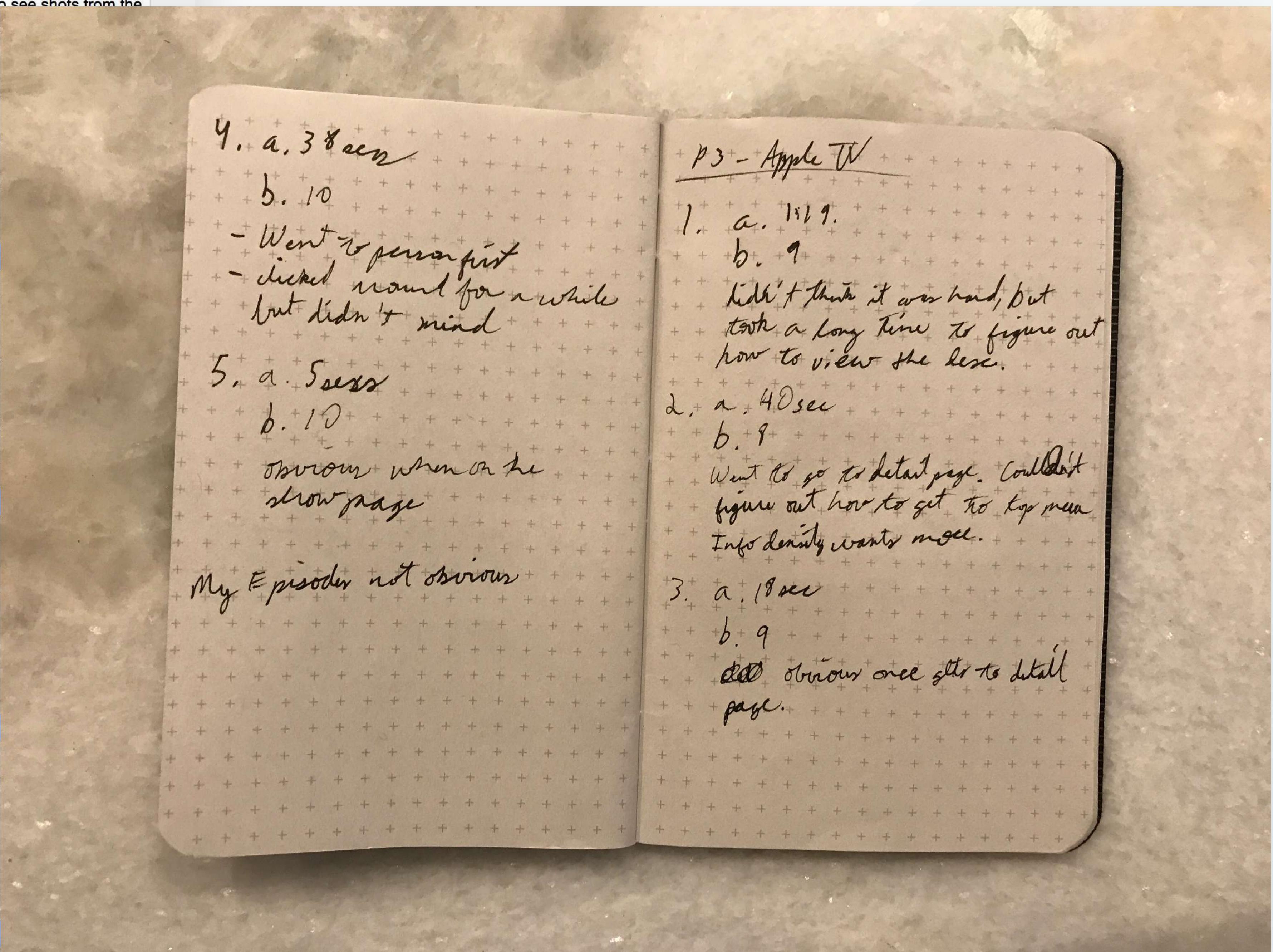
# Usability Testing

Hulu Redux

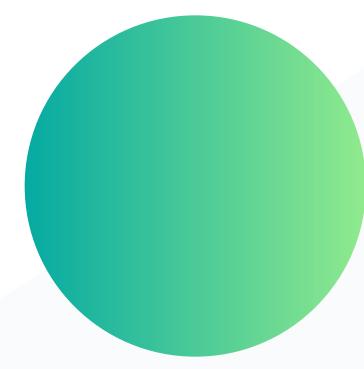
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

fx

	A	B	C	D
1	P1 - Apple TV			
2		Time	Rating	Notes
3	Task 1	1:05	3	"The fullscreen artwork doesn't draw me into the show. Doesn't give enough context, would like to see shots from the show instead or in addition. Not sure what most shows are about with just this. Description helps, visuals"
4	Task 2	0:47	6	Like the Keep Watching tab, but the lack of density makes it hard to find things quickly
5	Task 3	0:50	3	Didn't notice the hold for details at first. Expected click to take to info page. Click and hold help text to show up. Hadn't noticed that text before this test
6	Task 4	0:44	2	Get confused between two top nav bars. Lack of labels on top bar is confusing. Delay on active state is frustrating
7	Task 5	0:33	1	Disconnect between clicking in different lists. Not sure if it'll start playing or go to detail page. Frustrating experience didn't inform this action. Want info on card grid list too
8	P1 - iOS			
9		Time	Rating	Notes
10	Task 1	1:20	1	Forgot what has been scrolled past and lose place in fullscreen list. Frustrated only one show can be viewed at a time
11	Task 2	0:03	7	Relatively easy to find
12	Task 3	0:17	7	Arrow and play button are helpful to understand what will take you where. Would like to see more context on the show
13	Task 4	0:08	7	Like the timing of the active state change here more than on Apple TV
14	Task 5	0:05	7	Tried to long press on card for more info/way to remove, would like everything to have play and a remove button or for a click to behave consistently
15	P2 - iOS			
16		Time	Rating	Notes
17	Task 1	0:17	10	Expected to be taken to the first episode and was frustrated by that, but overall not bad.
18	Task 2	0:14	10	Liked the Keep Watching tab
19	Task 3	0:14	8	Inconsistency with click behavior was frustrating
20	Task 4	0:29	9	Didn't notice top menu. Wish there were labels in the top tab menu. Thought scrolling all the way down would move top tab bar.
21	Task 5	0:20	9	"Resume Episode" label was confusing
22	P2 - Apple TV			
23		Time	Rating	Notes
24	Task 1	0:39	7	Went right to browse instead of exploring on home tab. Lack of labels was frustrating. Tab bar was confusing
25	Task 2	0:14	8	Liked that there were multiple ways to find shows that had previously been viewed.
26	Task 3	0:08	10	Once you're on the detail page it's obvious, but wasn't sure how to get to it at first.
27	Task 4	0:16	8	Thought list would be under "person" (the Profile tab)
28	Task 5	0:06	10	No comment
29	P3 - iOS			
30		Time	Rating	Notes
31	Task 1	1:35	8	Went straight to browse. Read desc on detail page. Don't understand the tab bar icons
32	Task 2	0:18	9	Went to the detail page
33	Task 3	0:31	7	Not very obvious



# Usability Test Findings



## INFORMATION DENSITY

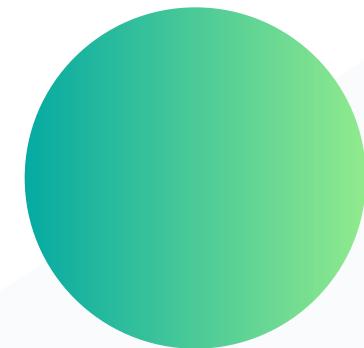
Longer times to find new shows or get back into a recently watched show.

## CONSISTENCY

Confusion over inconsistent interaction behaviour and navigation patterns.

## CONTEXT

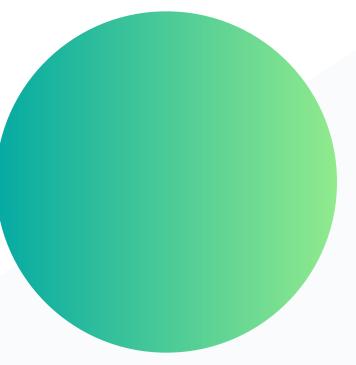
Lack of labeling was frustrating along with less obvious navigation.



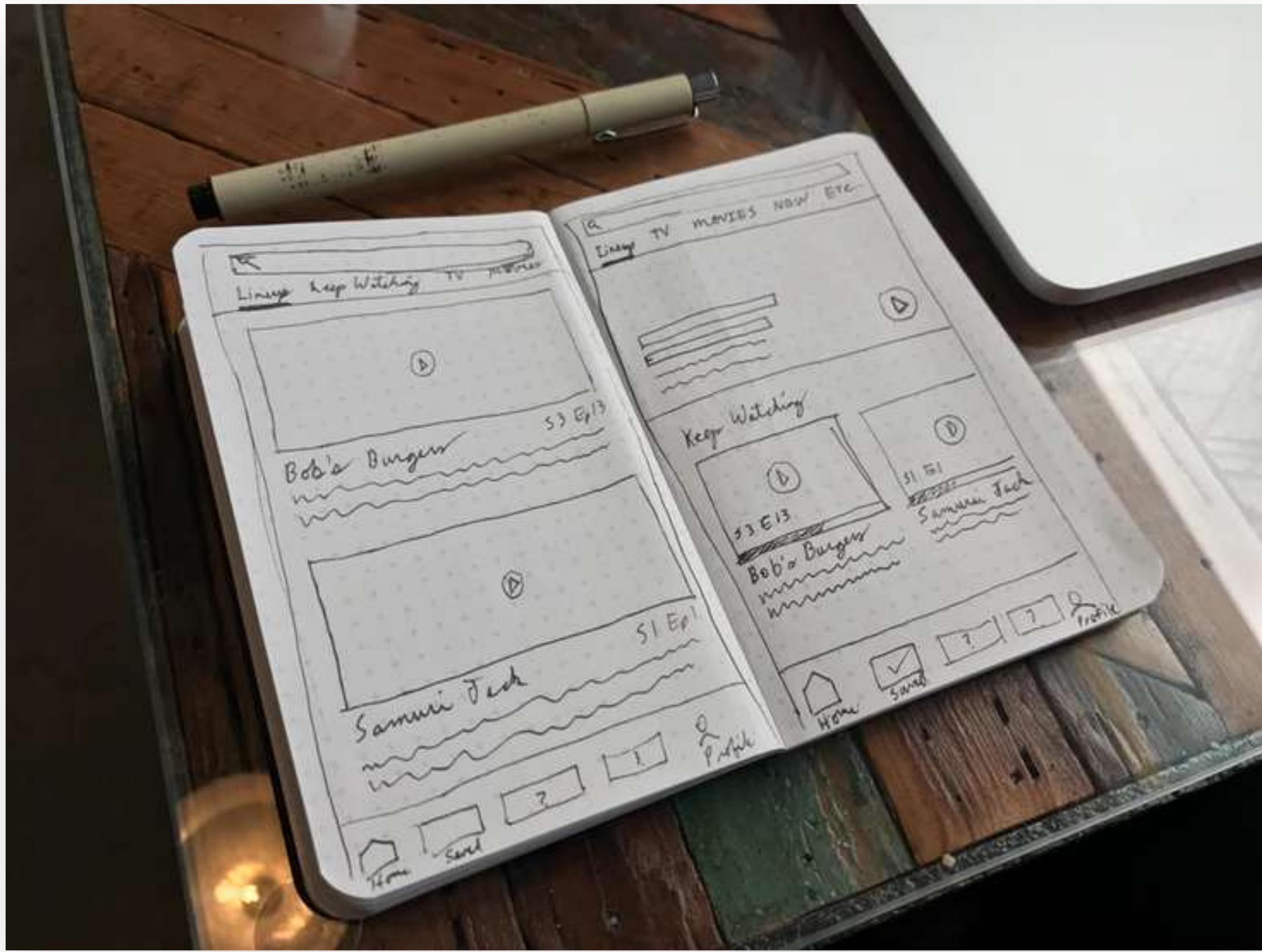
# Usability Test Findings: Sidenote

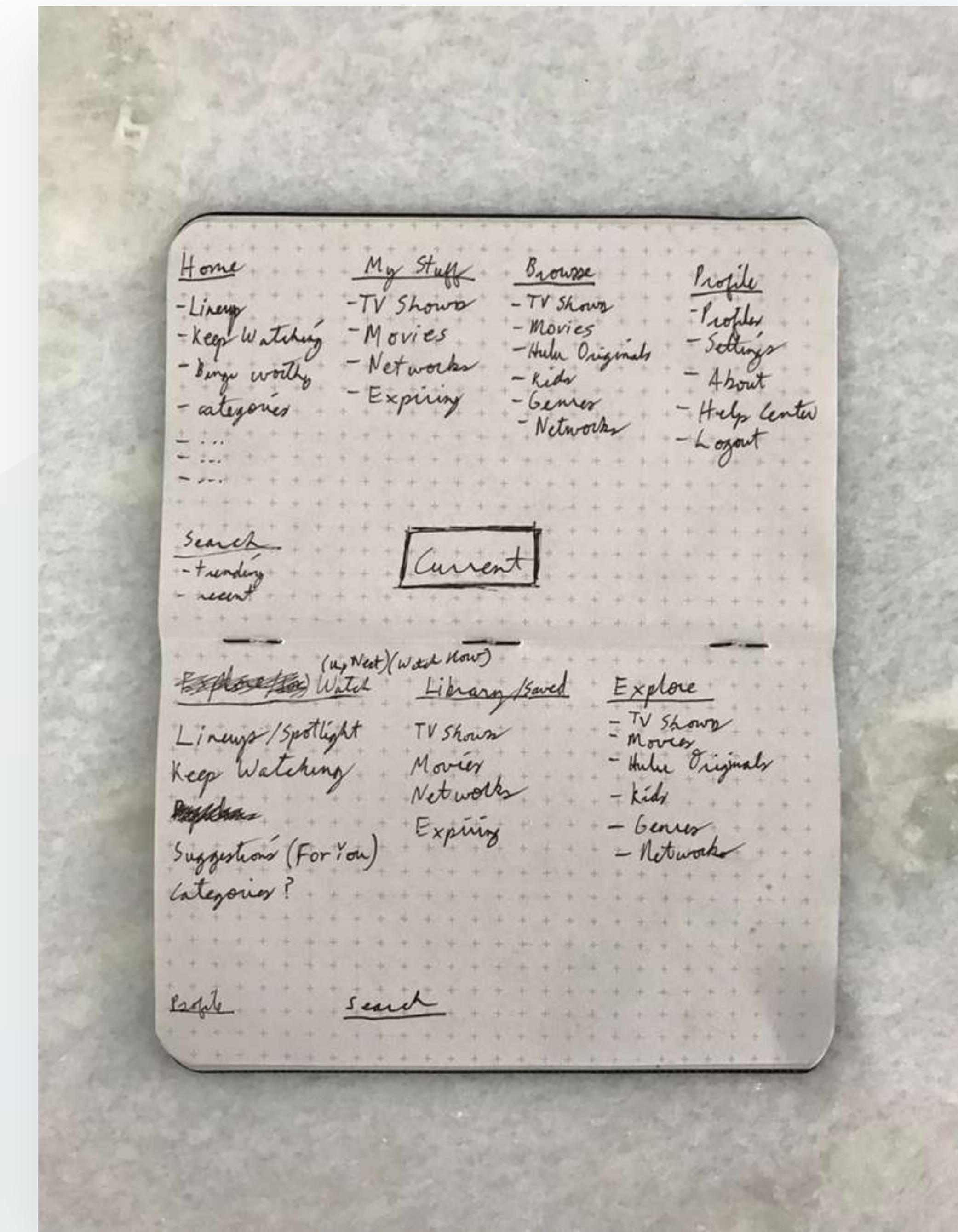
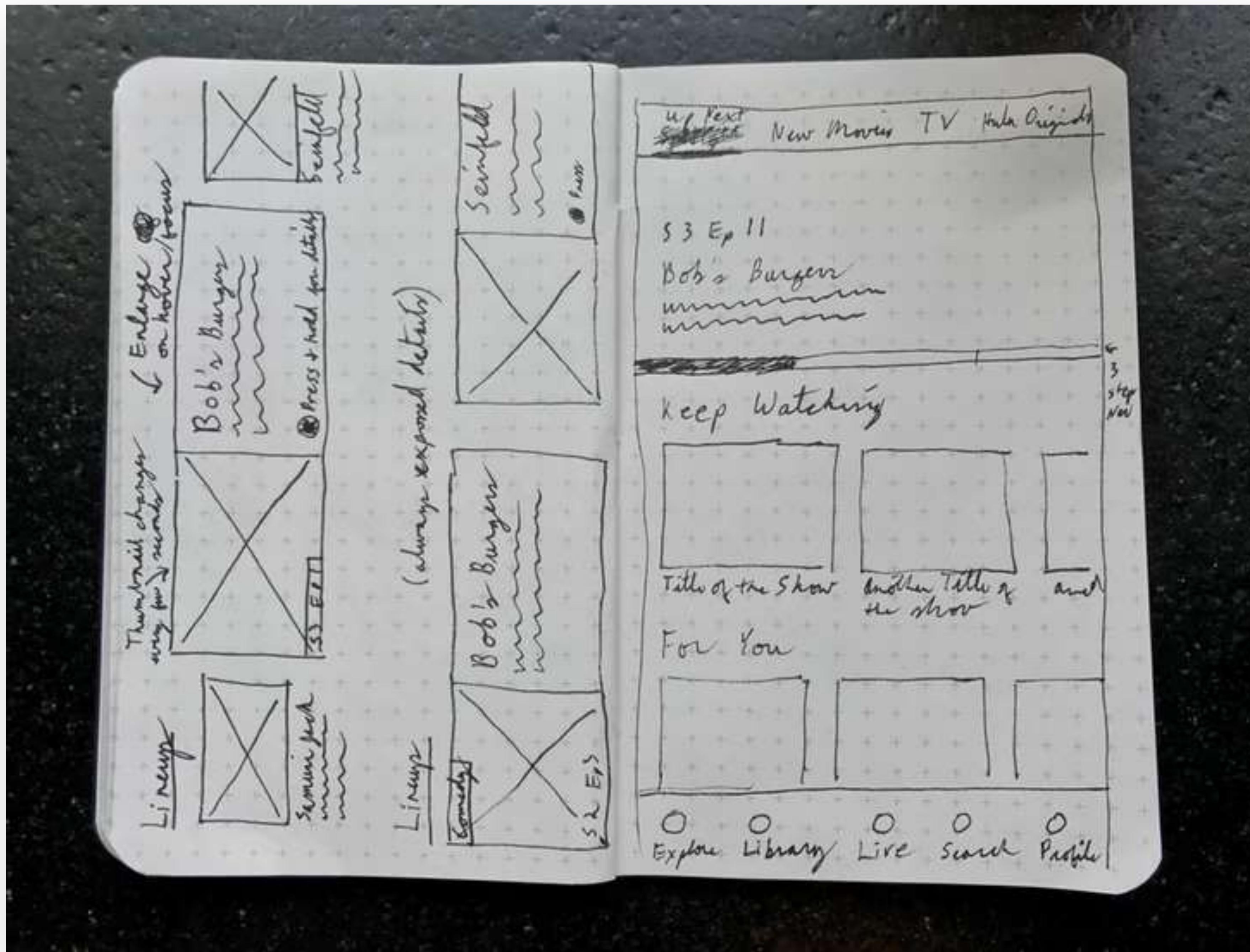
---

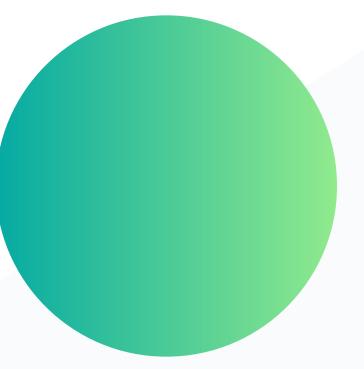
Not everyone wanted to be harsh, but most complained about the same things.



# Explorations







The image displays a grid of 16 screenshots from the Hulu mobile application, arranged in two rows of eight. The top row illustrates the 'Keep Watching' feature for the television show 'Bob's Burgers'. Each screenshot shows a main card for the show with a thumbnail of the family at a table, followed by three smaller cards below, each representing a different episode: '100 The Fourth (20 min)', '101 The Fourth (20 min)', and '102 The Fourth (20 min)'. The bottom row shows the 'Explore' and 'Watch Now' sections. The 'Explore' section features cards for 'Bob's Burgers' and other shows like 'Sonic the Hedgehog' and 'The Tick'. The 'Watch Now' section also features cards for 'Bob's Burgers' and other content. The Hulu navigation bar is visible at the top of each screen, including tabs for 'UP NEXT', 'TV', 'MOVIES', 'Hulu ORIGINALS', and a search icon.

**Watch Now**

Bob's Burgers

Bob runs Bob's Burgers with the help of his wife and their three kids. Business may be slow, but they never give up hope.

Keep Watching

Seinfeld 30.13 The Couch 1h 42 min remaining

Interstellar 1h 42 min remaining

Top Picks for Zack

Seinfeld

Interstellar

Interstellar

Watch Now Library Live Search Profile

**Watch Now**

Bob's Burgers

Bob runs Bob's Burgers with the help of his wife and their three kids. Business may be slow, but they never give up hope.

Keep Watching

Seinfeld 30.13 The Couch 1h 42 min remaining

Interstellar 1h 42 min remaining

Interstellar 1h 42 min remaining

Top Picks for Zack

Seinfeld

Interstellar

Interstellar

Watch Now Library Live Search Profile

**Library**

Seinfeld

Interstellar

Seinfeld

Watch Now Library Live Search Profile

**Live**

TV SHOWS NETWORKS PROFILE HELP CENTER

Watch Now Library Live Search Profile

**Search**

Search for a movie...

Recent Searches

Clear

Seinfeld

Cube 2: Hypercube

The Grand Budapest Hotel

Gotham

Trending Searches

Seinfeld

Interstellar

Interstellar

Watch Now Library Live Search Profile

**Search**

Recent Searches

Clear

Seinfeld

Cube 2: Hypercube

The Grand Budapest Hotel

Gotham

Trending Searches

Seinfeld

Interstellar

Interstellar

Watch Now Library Live Search Profile

**Account**

PROFILES SETTINGS ABOUT

Profiles

Settings

About

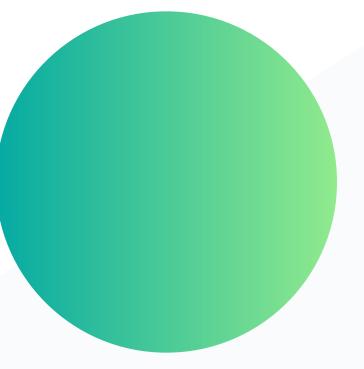
Help Center

Account

Logout

Account

Watch Now Library Live Search Account



# Solution

# Watch

## FEATURED SPOTLIGHT

Featured shows, sponsored content, recommendations.

## KEEP WATCHING

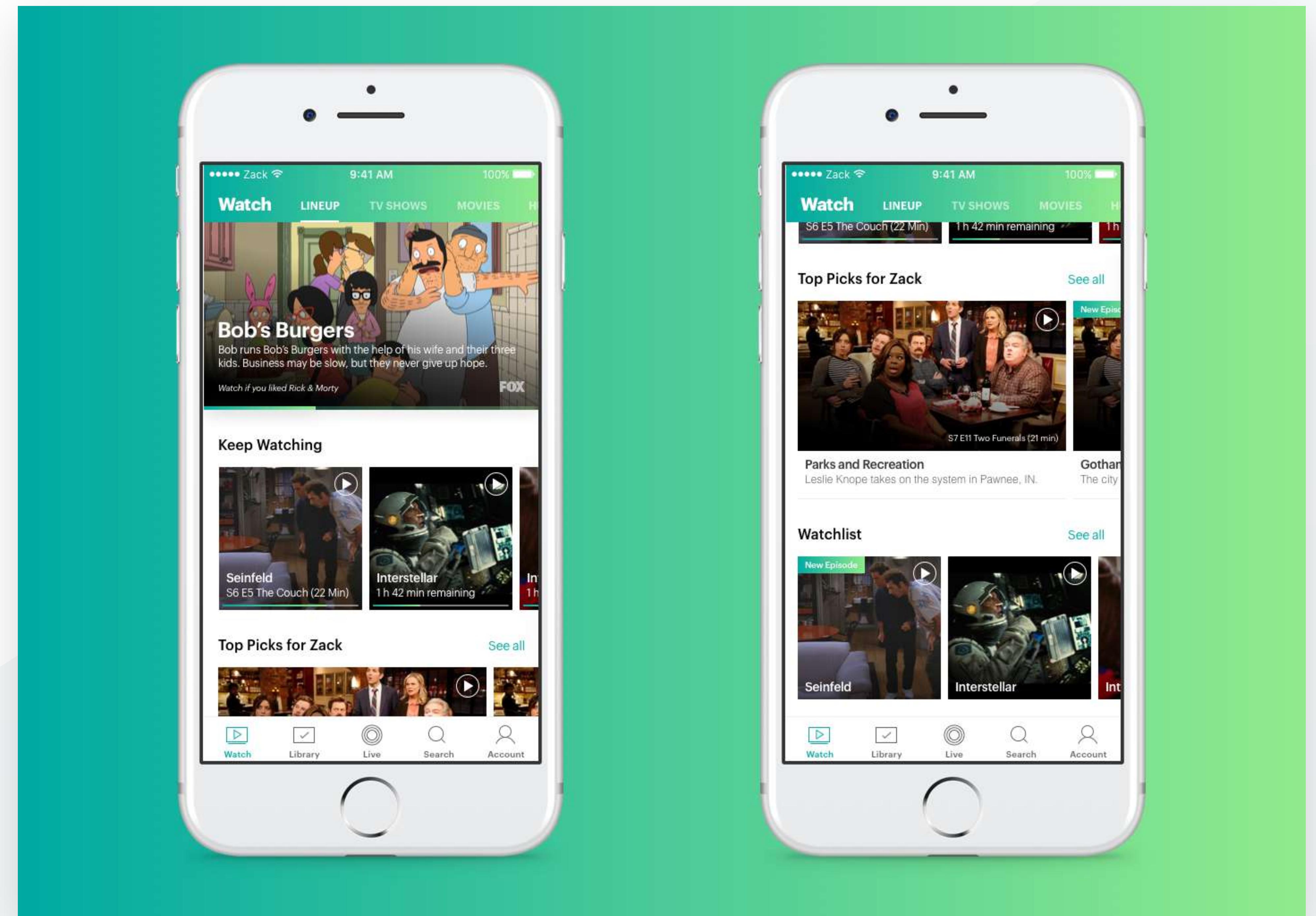
Getting the user back into their previously watched shows quickly with context.

## TOP PICKS

Larger promo list to showcase best suggestions for the user.

## WATCHLIST

Collection of things you've watched before with helpful info.



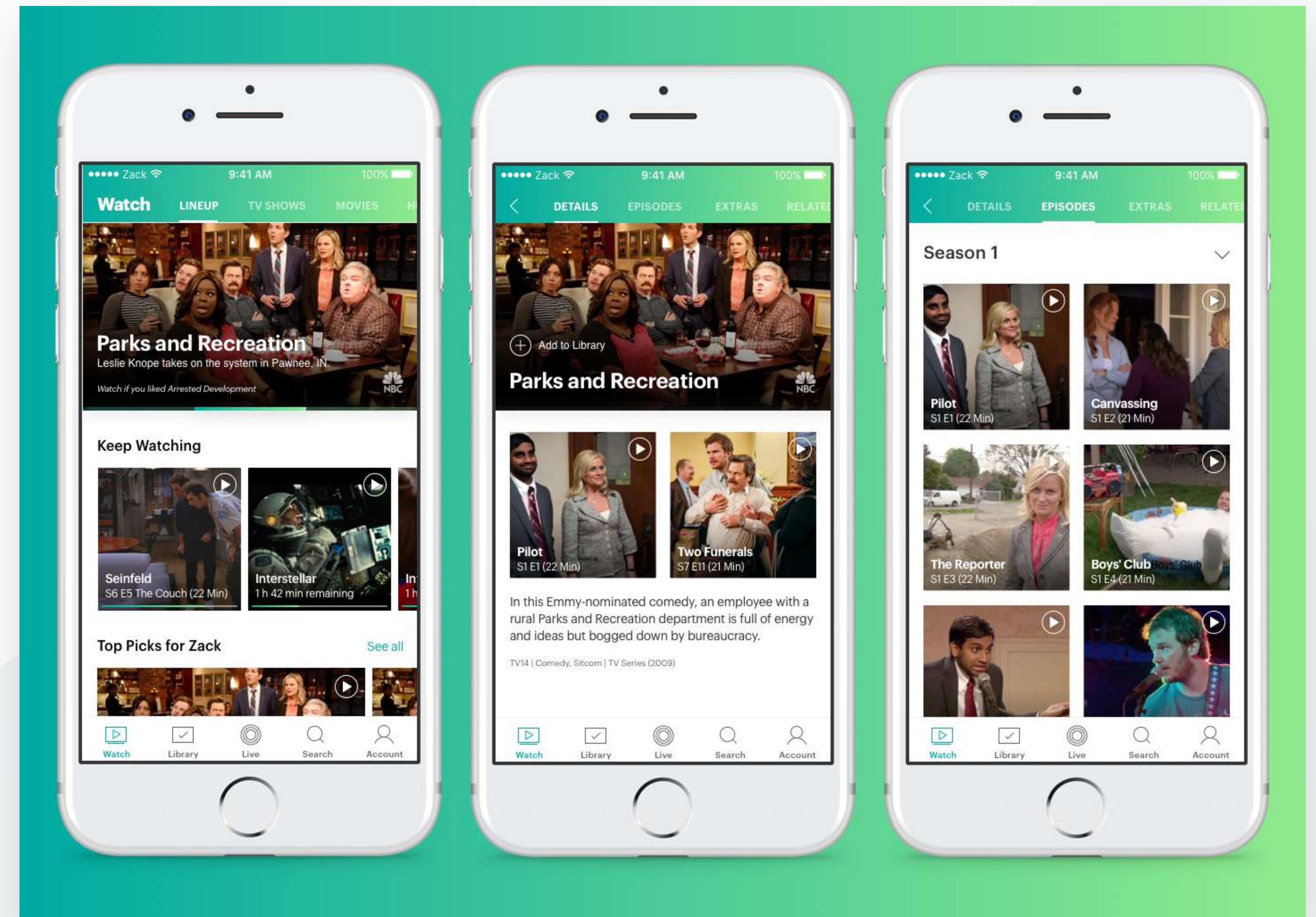
# Watch: Show Page

## SIMPLIFYING LABELS

“My Stuff” becomes “Add to Library”

## SCANNABLE, YET ACTIONABLE

Add to your Library, jump right into the first or latest episode, or learn more about the show all in one glance.



# Library

## OBVIOUS NAMING

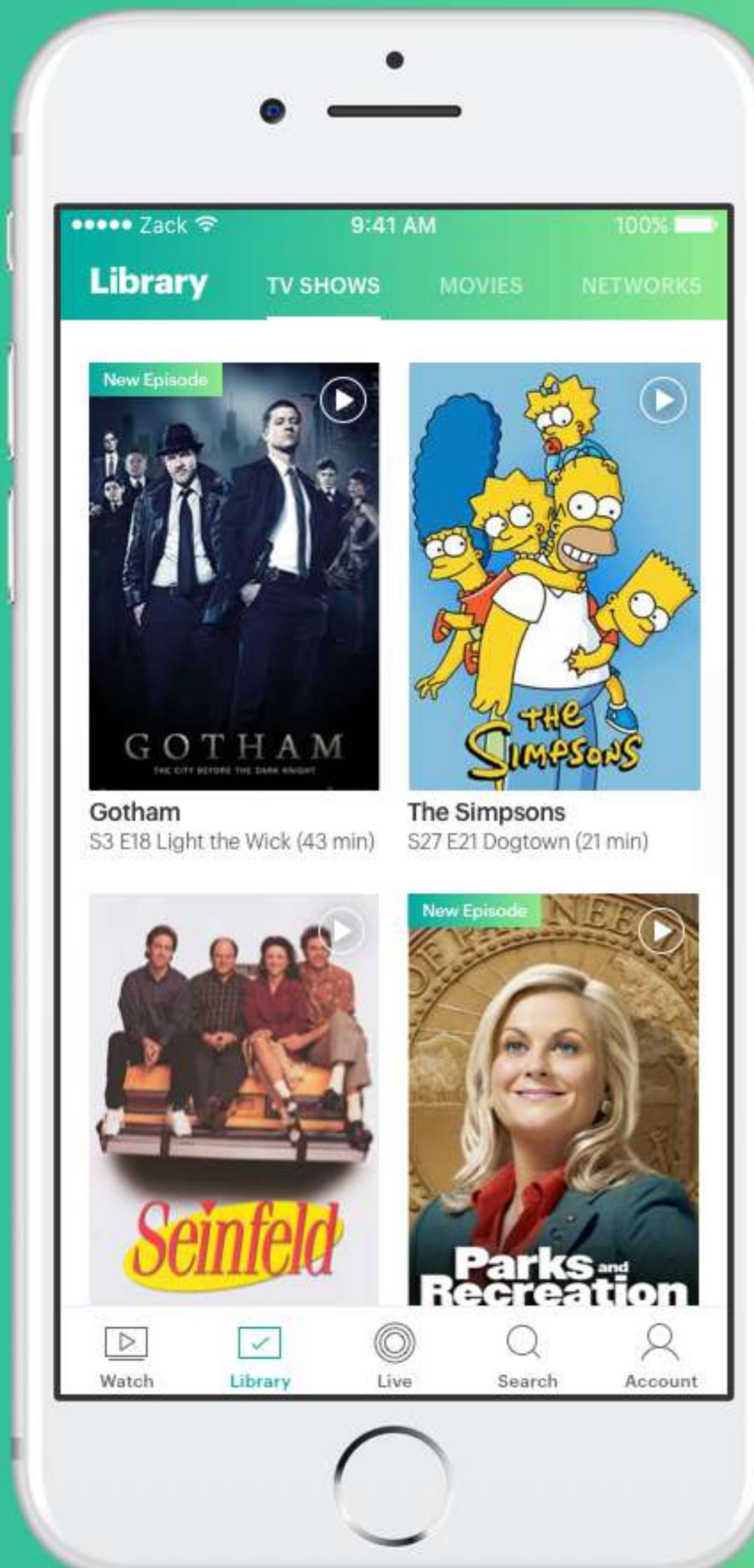
Research found that “My Stuff” was too vague/confusing.

## COMMON PATTERNS

Consistent navigation style, components, and interaction behavior.

## CONTEXT BASED COMPONENTS

Show the user what will help them the most based on what they want to do.



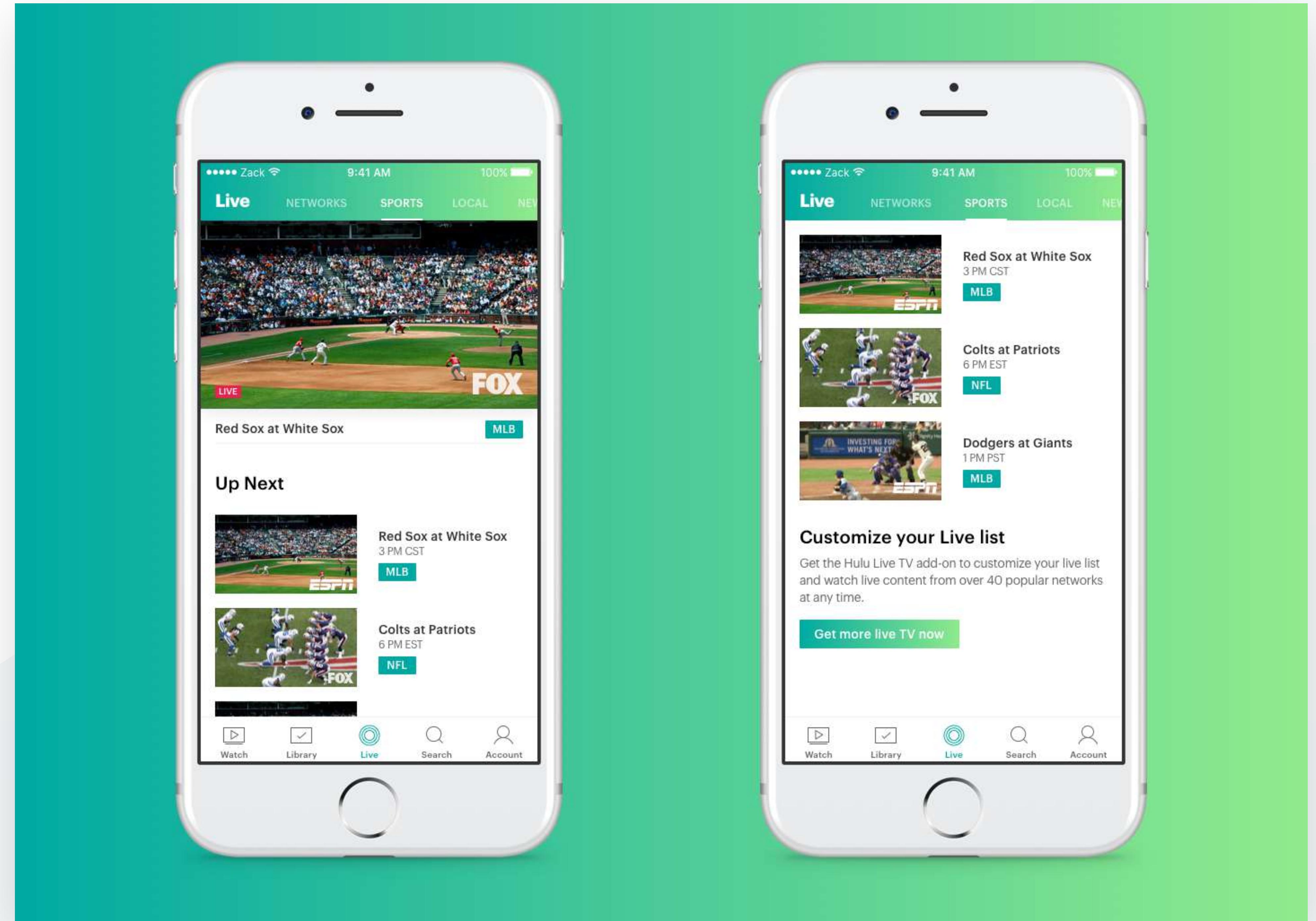
# Live

## SEPARATE BY MENTAL MODEL

Research found most have different mental models for Live vs. Streaming.

## GETTING MORE LIVE SIGNUPS

Give the users more and give Hulu the opportunity for more conversions.



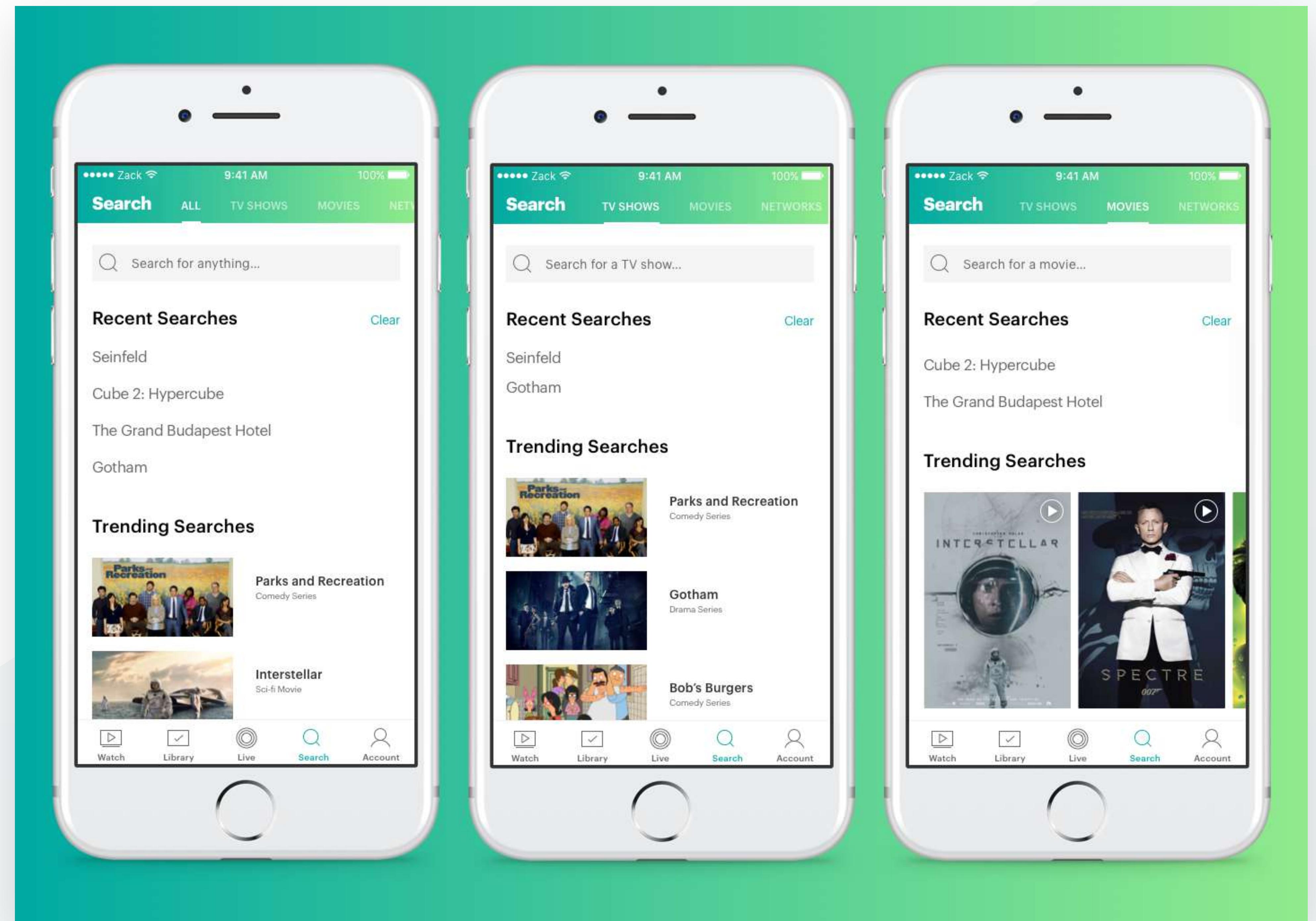
# Search

## CONTEXT BASED PRESENTATION

Take advantage of the benefits common to different mediums.

## ONLY SHOW WHAT'S RELEVANT

Recent searches and help text adapt to what you're looking for.



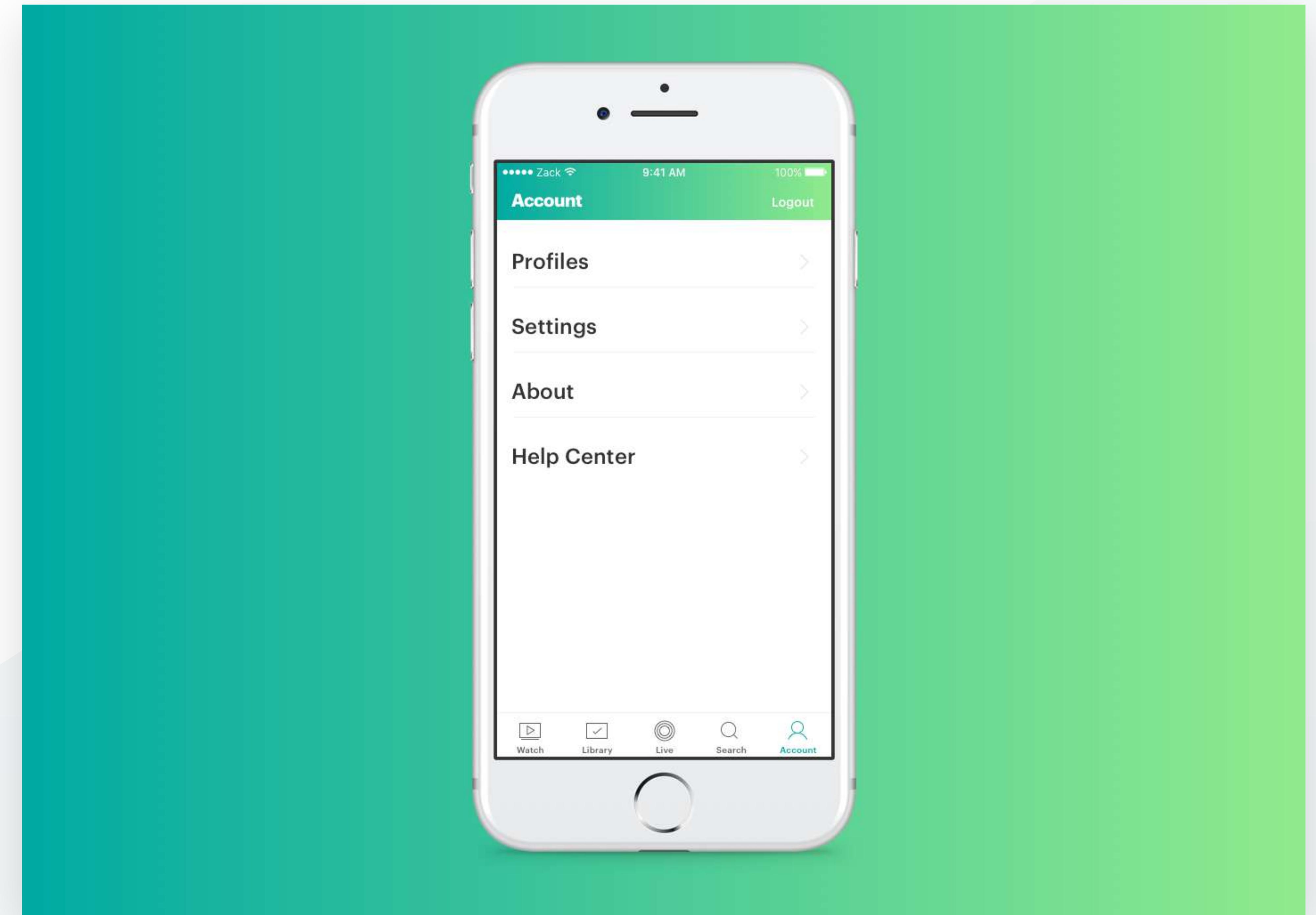
# Account

## EXTENDING VISUAL PATTERNS

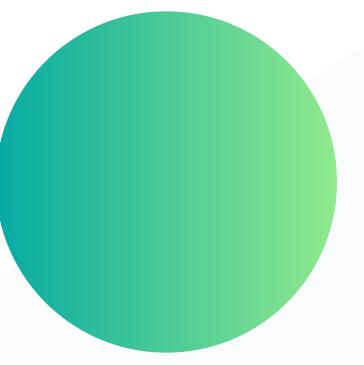
Nothing complex, only extending the rest of the new visual system to this tab.

## POTENTIAL FOR MORE EXPOSED

Could benefit the user to have more exposed.



# Solution Recap



## INFORMATION DENSITY

Balance between digestible content and glanceability.  
Scannable without cognitive overload.

## CONSISTENCY

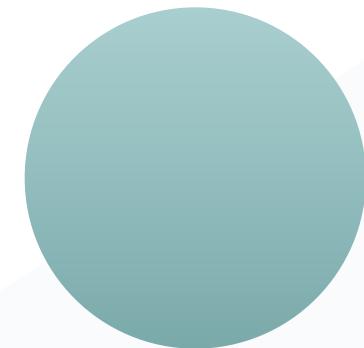
Standardized interaction behaviors while  
keeping shortcuts for quickly jumping in.

## CONTEXT

Brought back helpful labels, added more obvious  
titles, & content based layout components.

## BRANDING AND PLATFORM ALIGNMENT

More prominently featured Hulu branding while  
adopting patterns from Apple's newest iOS apps.



**Thanks!**

