

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



TEAM

**Natural Resources
Defense Council**



SOLO

**Loyola University New
Orleans: FAMIS**

LOYOLA | FILM & MUSIC
UNIVERSITY NEW ORLEANS INDUSTRY STUDIES



Pivots Ventures

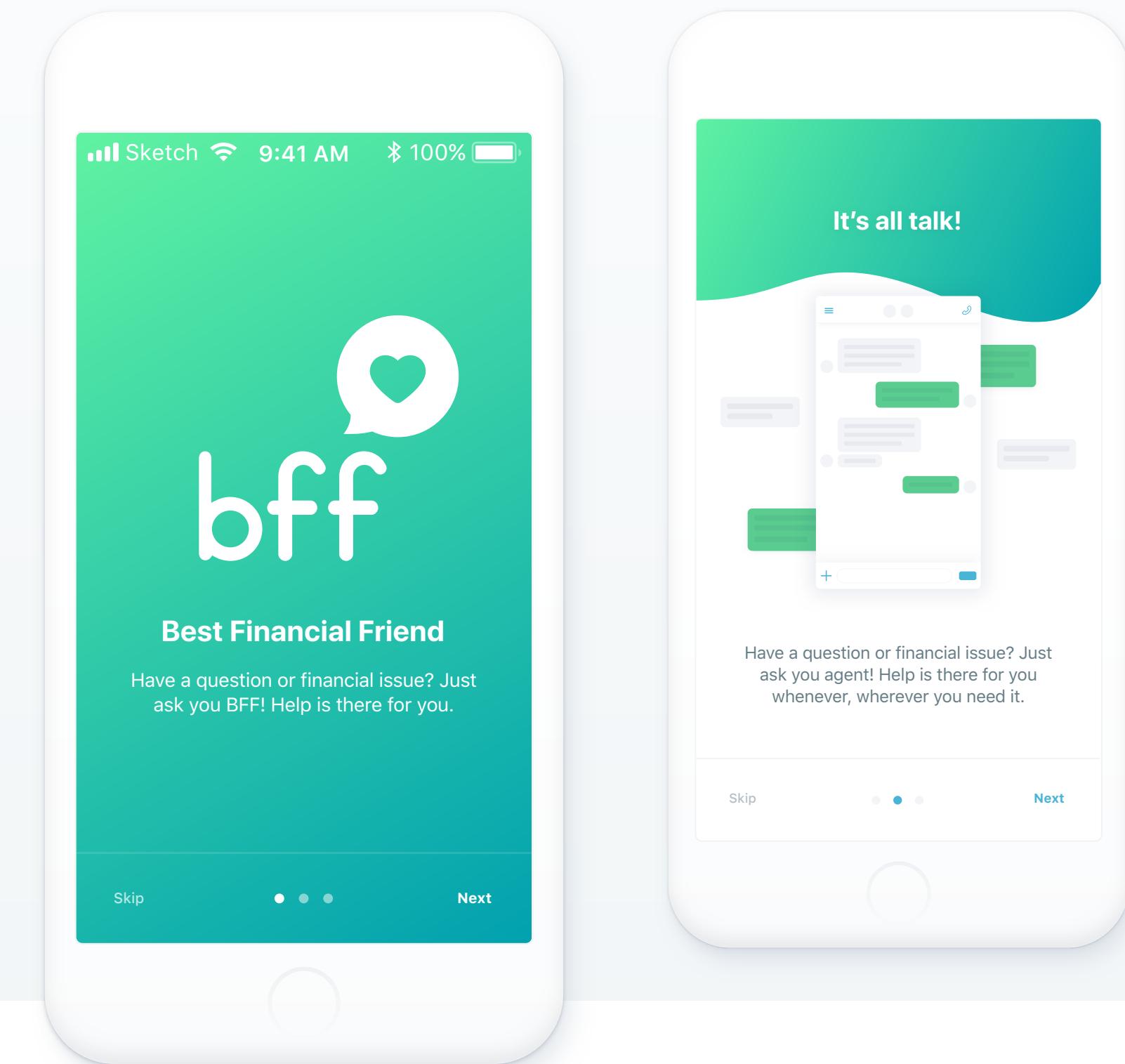
ROLE

Product Designer

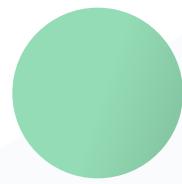
YEAR

Mid 2017 – Early 2018

TEAM



Design System



The image displays a detailed wireframe for a user interface, organized into several main sections: 1. **Text Fields**: Includes sections for 'Text Fields' (with fields for First Name, Last Name, Email, and Zip Code) and 'Text Fields with Labels' (with a label 'Name' and a note 'This unnamed text is over the character limit'). 2. **Form Drop Downs**: Shows a dropdown menu with options like 'Home', 'Work', and 'Mobile'. 3. **Form Inputs**: Displays various input states: Empty, Empty (radio), Active, Checked (radio), Disabled, and Unchecked (radio). 4. **Buttons**: A grid of buttons in different colors (blue, teal, grey) with labels like 'Primary', 'Secondary', 'Cancel', 'Delete', 'Edit', 'Reset', and 'Save'. 5. **Icon Buttons**: A collection of icons including a magnifying glass, a person, a gear, a plus sign, a minus sign, a checkmark, a cross, a search icon, and a refresh icon. 6. **Call Buttons**: A group of red circular buttons labeled 'INFO', 'DETAIL', and 'JOBS'. 7. **Text Links**: A set of links with labels 'Primary', 'Secondary', and 'Primary Secondary'. 8. **Badges**: A set of three circular badges with labels 'Orange badge', 'Green badge', and 'Red badge'. 9. **Navigation**: Features for 'Collapsed' and 'Expanded' navigation menus, showing hierarchical structures with items like 'Home', 'Conversation', 'Customers', 'Agents', 'Settings', and 'Reports'. 10. **Search**: Two search components, each with a search bar and a dropdown menu showing results for 'Search term' and 'Search result'. 11. **Tables**: A table with columns for 'Name', 'Zip-code', 'Type', 'Primary agent', 'Status', and 'Delete status', containing rows for Ralph Anderson, Lillian Alexander, Diane Williams, Todd Ingram, Matthew Little, Edward Washington, Mr. Elliott, Conner Simmons, Catherine Wheeler, and Jordan Wagner. 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 'X' and a circular icon. The entire wireframe is presented on a light gray background with a white header bar at the top.

Conversation Panel

Customer Cell

Normal

Seth Daniels 9:00 AM
New Message
Seth Daniels 1 min ago
Header
Seth Daniels 9:00 AM
Header File
Seth Daniels 9:00 AM
Click File
Seth Daniels 9:00 AM

Incoming Call

Seth Daniels 9:00 AM
Answer End Call
Answer
Reject

Previous
Seth Daniels 9:00 AM
Next
Seth Daniels 9:00 AM
Phone & Directory
Seth Daniels 9:00 AM
Selected
Seth Daniels 9:00 AM

Agent Cell

Normal
Stephanie Lee Account Services
Header
Stephanie Lee Account Services
Chat
Send Message

Sorting

Sort by Newest Message
Collected ✓
Collected ✓
Collected ✓

Sort by Newest Message
Excluded ✓
Seth Daniels 9:00 AM
Jeff Daniels 9:00 AM
Beth Daniels 9:00 AM
Collected ✓
Collected ✓

Sort by Newest Message
Option
Option
Hover
Click

Conversation Header

Single User Multi User

Notification Bars

Alert State
Error
Info
Success
Click

Alert State
Error
Info
Success
Click

New Messages
Read
One

Customer Messages

Message Sender: Short
Message Content: The quick brown fox jumped over the lazy dog.
Message Status: Delivered
Message Details: The quick brown fox jumped over the lazy dog.

Message Sender: Short
Message Content: The quick brown fox jumped over the lazy dog.
Message Status: Delivered
Message Details: The quick brown fox jumped over the lazy dog.

Message Sender: Short
Message Content: The quick brown fox jumped over the lazy dog.
Message Status: Delivered
Message Details: The quick brown fox jumped over the lazy dog.

Guest Agent/Advisor Messages

Message Sender: Short
Message Content: The quick brown fox jumped over the lazy dog.
Message Status: Delivered
Message Details: The quick brown fox jumped over the lazy dog.

Agent/Advisor Messages

Short
The quick brown fox jumped over the lazy dog.
Message Sender: Short
Message Content: The quick brown fox jumped over the lazy dog.
Message Status: Delivered
Message Details: The quick brown fox jumped over the lazy dog.

Automated Messages

No Action

Message Title: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Message Content: Message Content

Message Title: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Message Content: Message Content

Call Back
Message Details: Message Details

Attached Action

Message Title: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Message Content: Message Content

Message Title: Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Message Content: Message Content

Call Back
Message Details: Message Details

Call With Your BFF 2:14 Duration
Message Details: Message Details

Missed Call from your BFF Today, 3:17 PM
Call Back
Message Details: Message Details

Timetamps

Last Month
Last Week Ago
Today, 10:00 AM
Yesterday, 10:00 AM

Join the Conversation
New Message
User was muted 1 month, Today, 10:00 AM

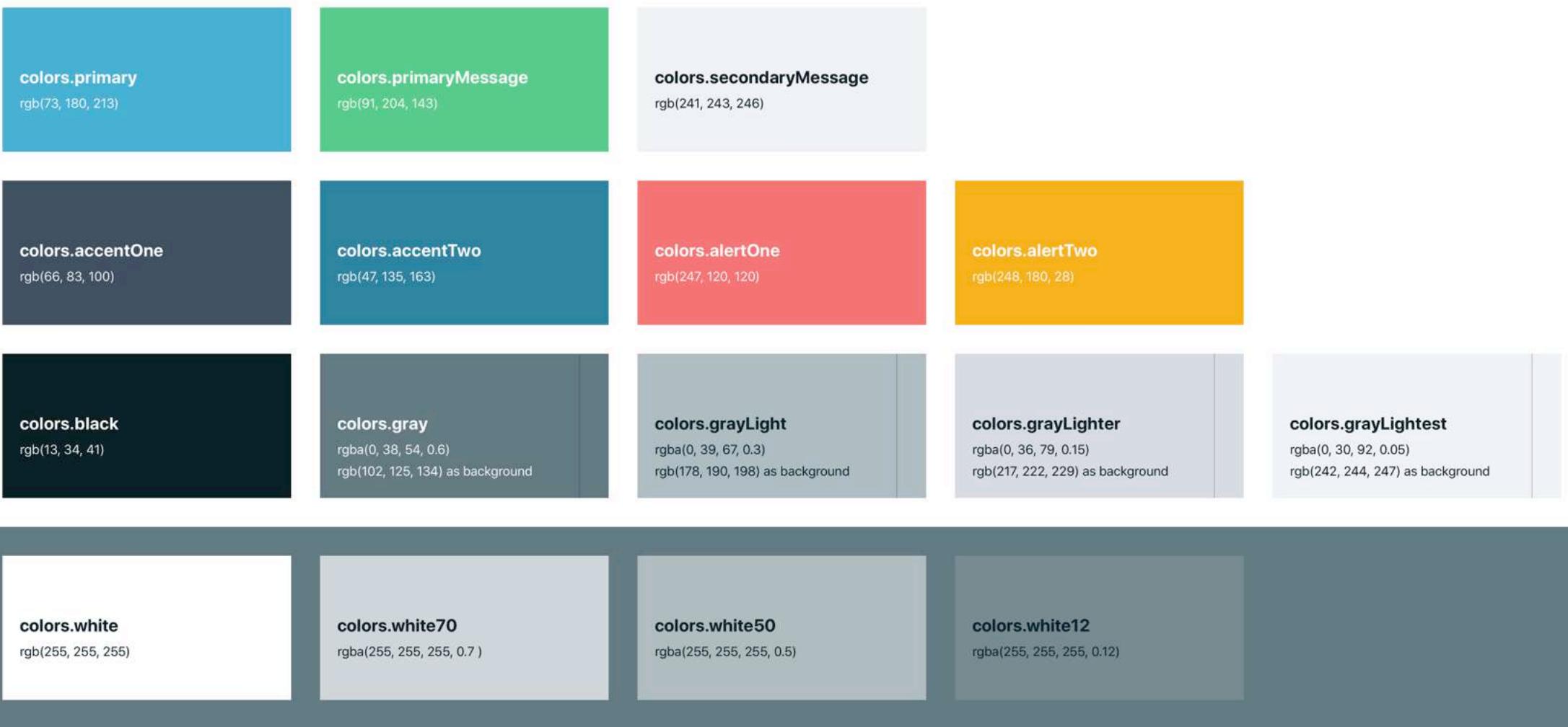
Inline Messages

Placeholder
Home
Photo
Protected
+ Placeholder
+ Home
+ Photo
+ Placeholder
+ Placeholder
+ Placeholder

Attached File
+ Placeholder
+ Home
+ Photo
+ Placeholder
+ Placeholder
+ Placeholder

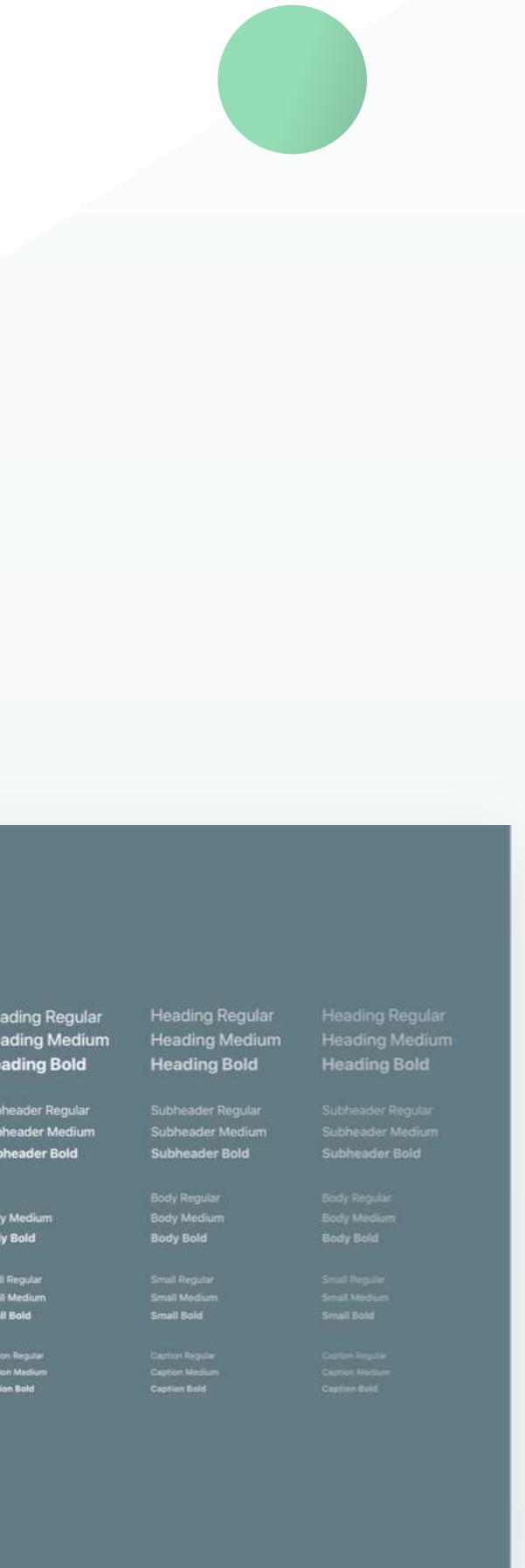
Placeholder
Home
Photo
Protected
+ Placeholder
+ Home
+ Photo
+ Placeholder
+ Placeholder
+ Placeholder

The image displays a detailed UI design kit for a messaging application. It includes a header section with a large green circular placeholder, followed by a grid of design elements. The first row contains 'Icons' (navigation symbols like +, x, ^, v, <, >, etc.) and 'Avatars' (a grid of user icons). The second row contains 'Loading Indicators' (progress bars) and another set of user icons. The third row contains 'Headers' (Conversation headers for one agent, two agents, and multi-agent scenarios, along with modal and call overlay headers). The fourth row contains 'Conversations' (Compose interface with message input fields and send buttons, and a message preview card). The fifth row contains 'Agent/Advisor Messages' (examples of messages from agents/advisors, including a locked message and a recalled message), and the sixth row contains 'Customer Messages' (examples of customer messages, including a photo attachment and a lock icon). Each element is accompanied by descriptive text and small screenshots.



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 * Complete gray-scale that also contains
13 * solid versions of each gray for use as
14 * backgrounds.
15 */
16 const generateGrayScale = ({
17   black = '#000000',
18   useTint = false,
19   graySteps = {
20     gray: 0.60,
21     grayLight: 0.30,
22     grayLighter: 0.15,
23     grayLightest: 0.05,
24   },
25 } ) => {
26   const blackChroma = chroma(black);
27   const grayScale = {};
28
29   Object.entries(graySteps).forEach(([name, alpha], i) => {
30     if (!useTint || Number.isNaN(blackChroma.get('hsv.h'))) {
31       grayScale[name] = blackChroma
32         .alpha(alpha)
33         .css();
34     } else {
35       grayScale[name] = blackChroma
36         .set('hsv.h', blackChroma.get('hsv.h'))
37         .set('hsv.v', `+${(i + 1) * 0.05}`)
38         .set('hsv.s', `+${(i + 1) * 0.5}`)
39         .alpha(alpha)
40         .css();
41     }
42
43     grayScale['${name}Fill'] = RGBAToRGB(grayScale[name]);
44   });
45
46   return grayScale;
47 };
48
49 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

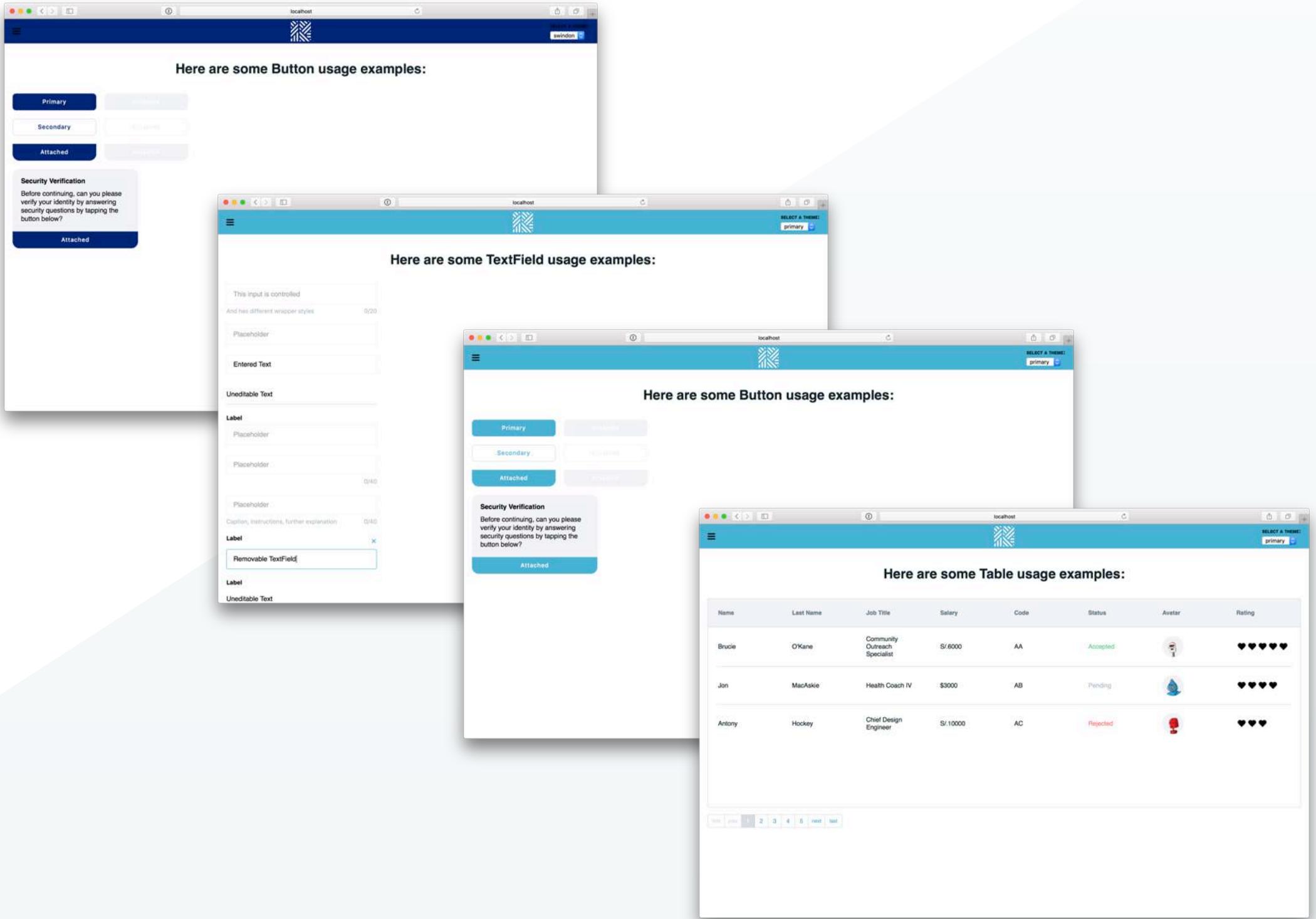
Give engineers a single place to work on and pull components from.

UNIVERSAL COMPONENTS (when possible)

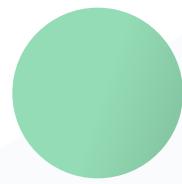
Collaborated on a system that allowed for components to be reused across platforms.

SPACE TO COLLABORATE

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

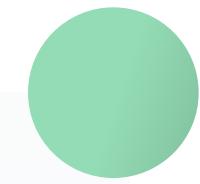


Customer Onboarding



The Problem

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



Research, Ideation, & Planning

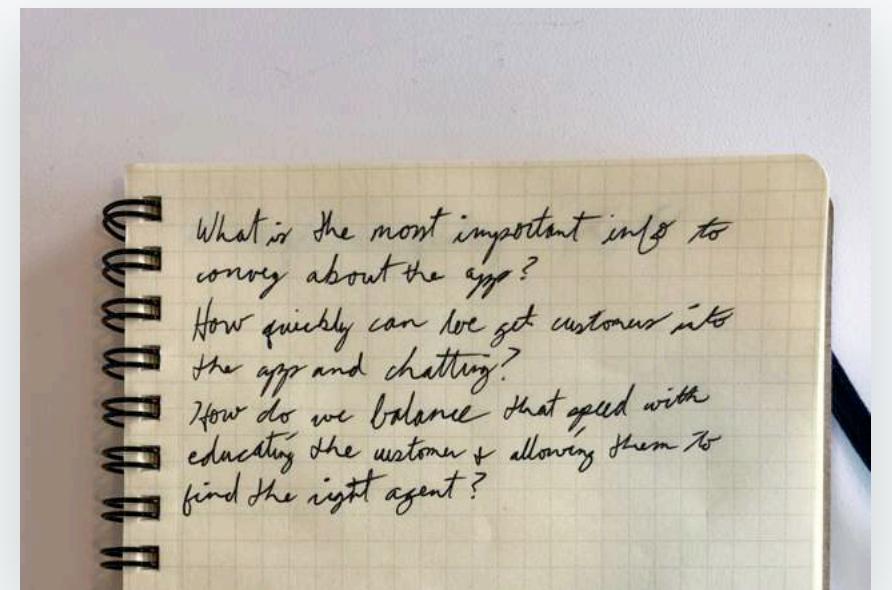
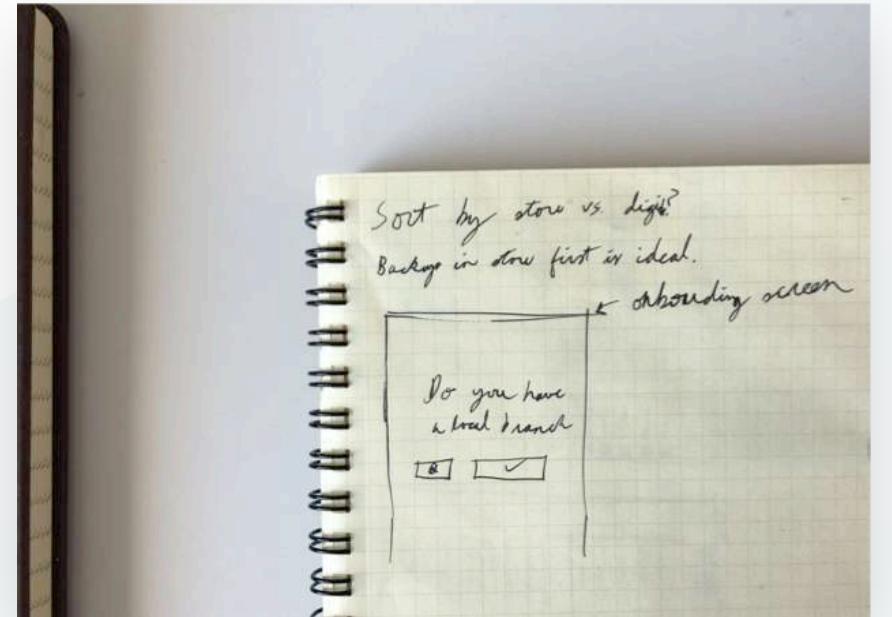
THE USERS

End customers of our partner financial institutions.

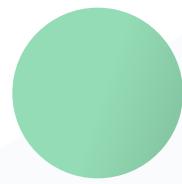
THE CHALLENGES

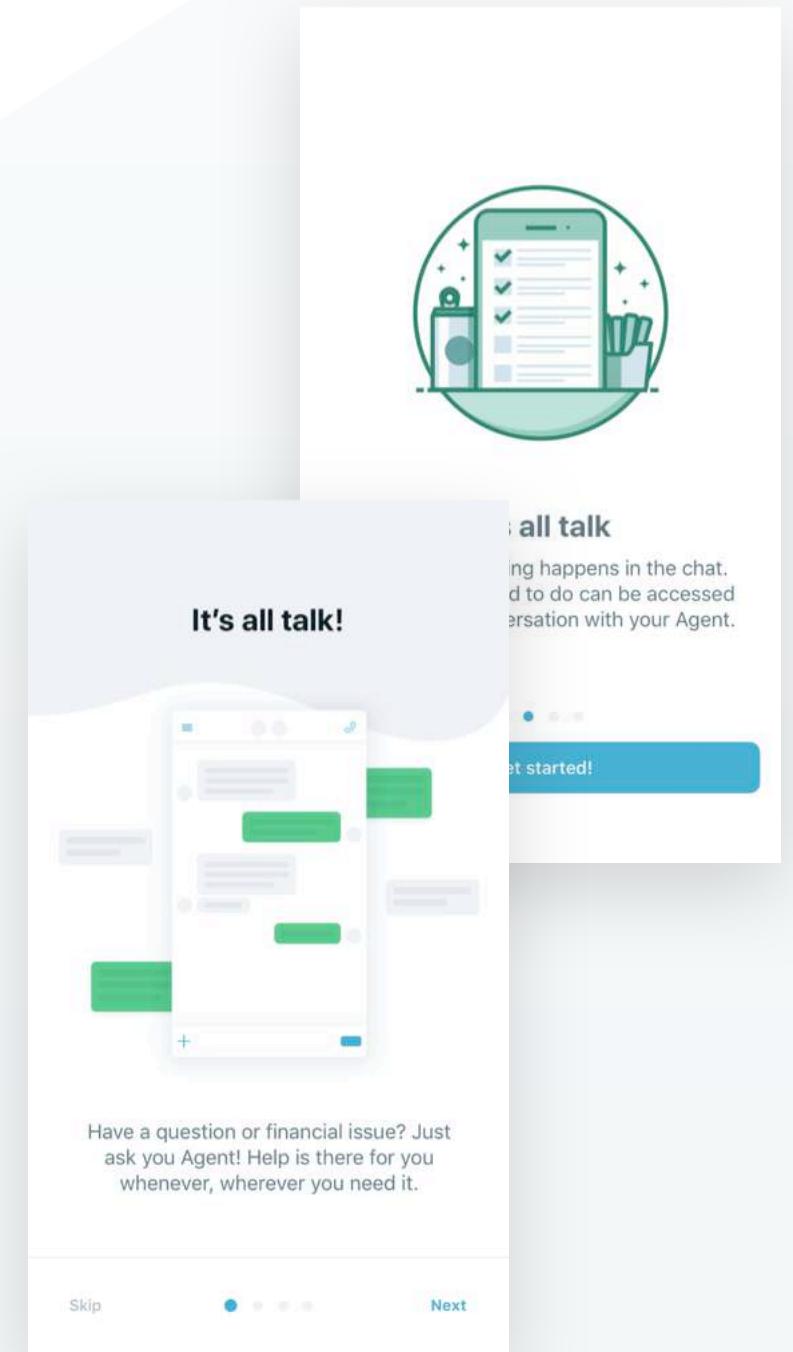
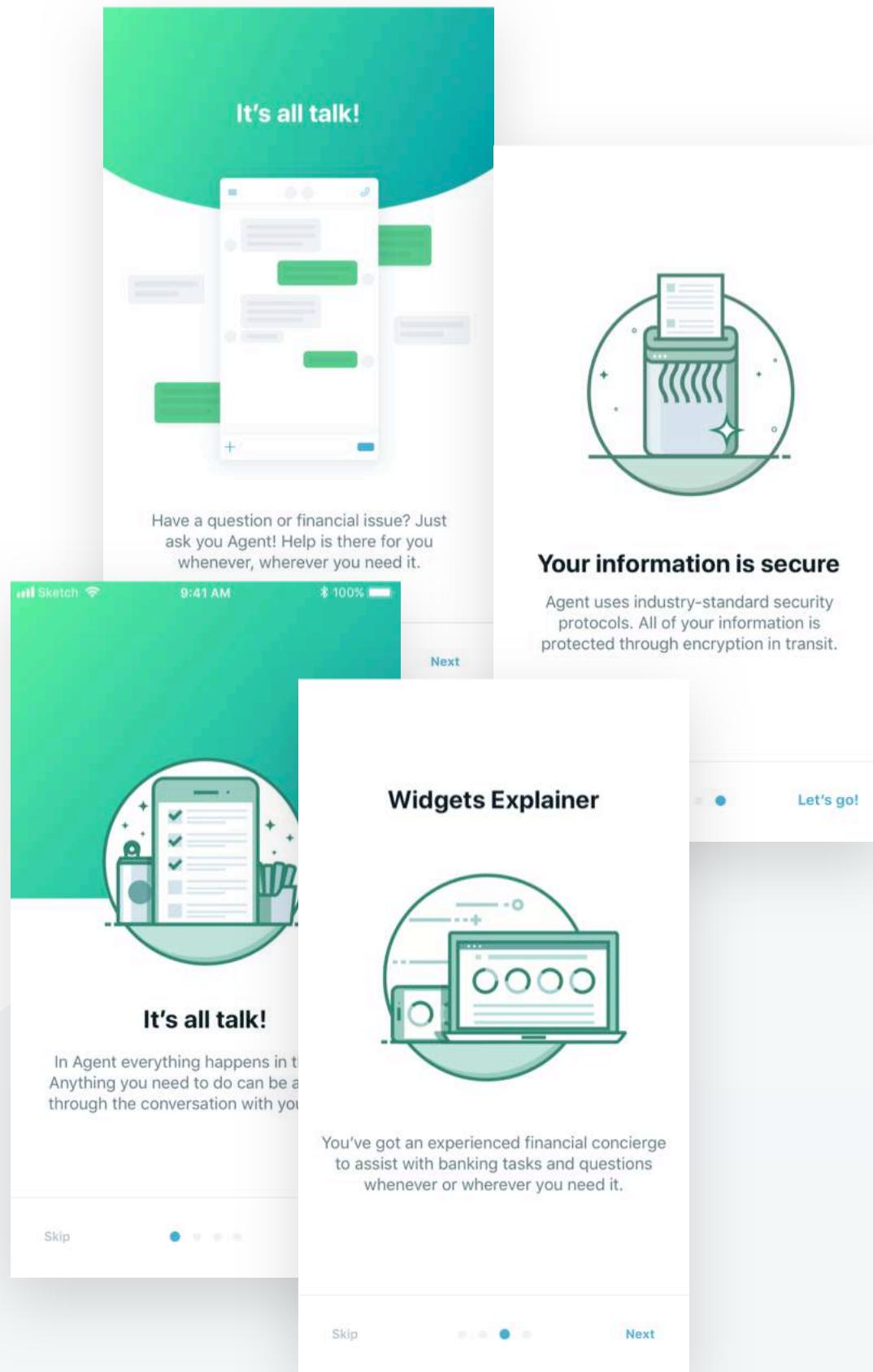
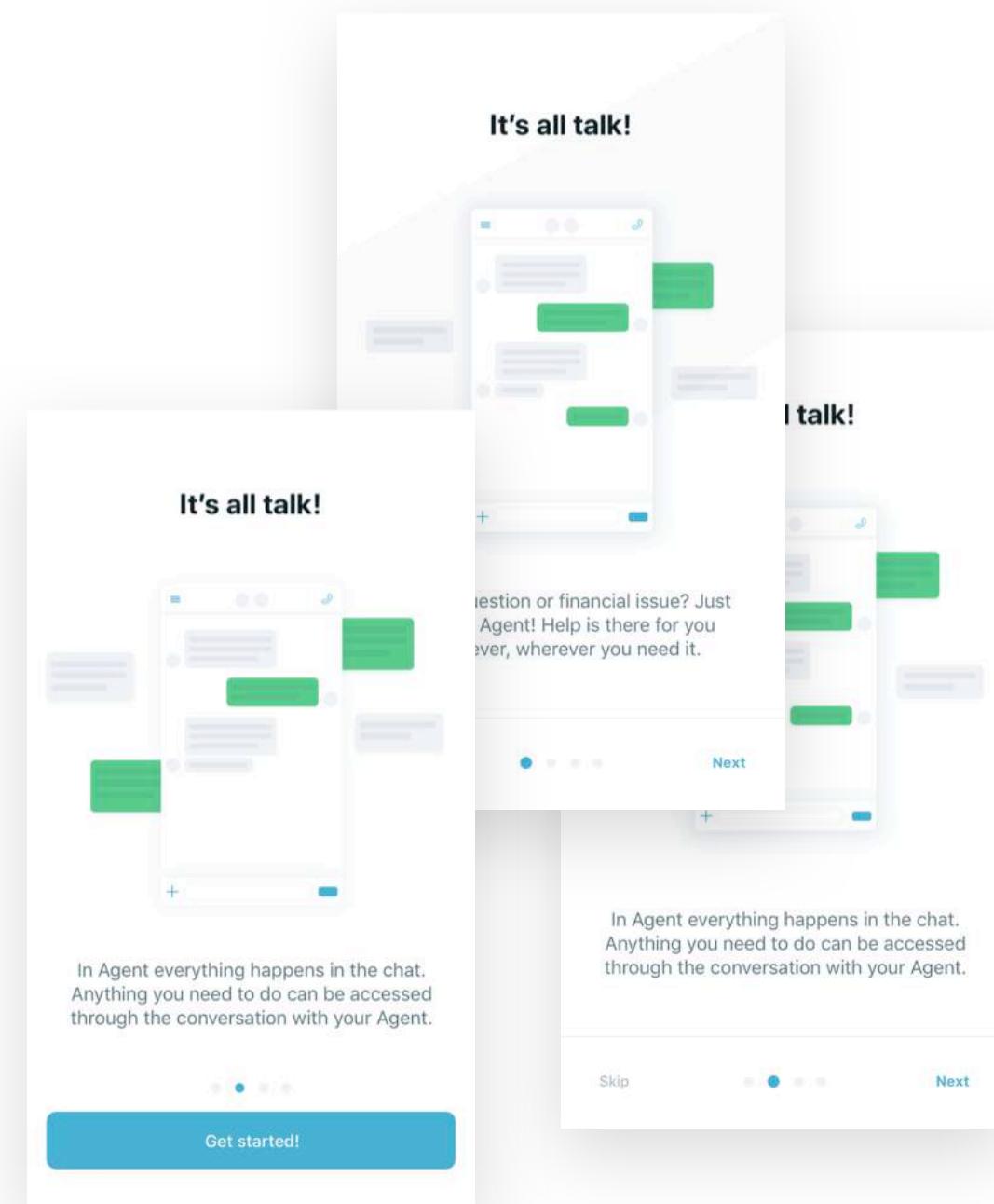
Balance accessibility, customization, and levels of technical understanding.





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

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Section 1

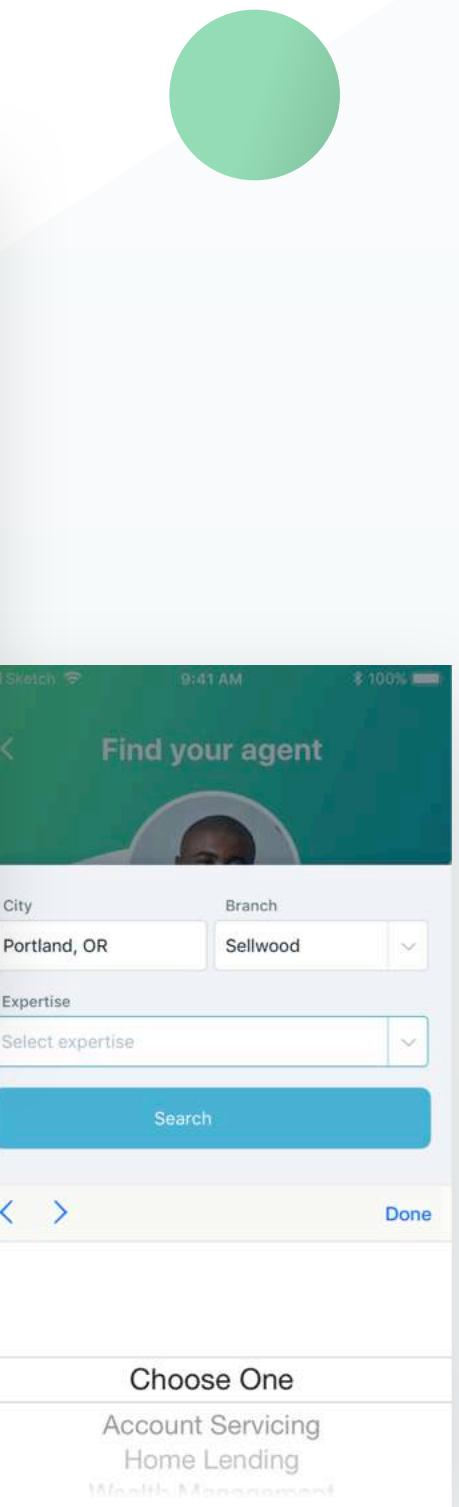
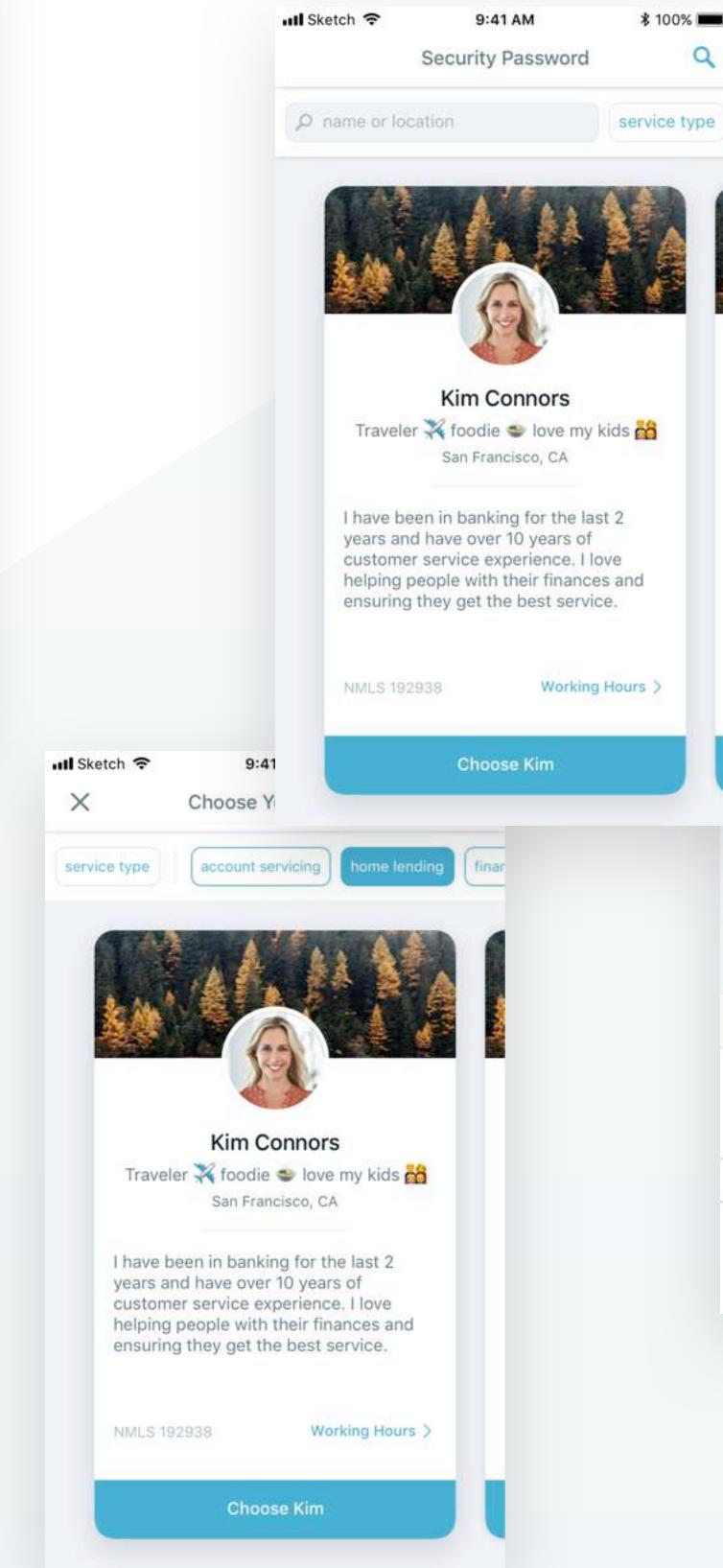
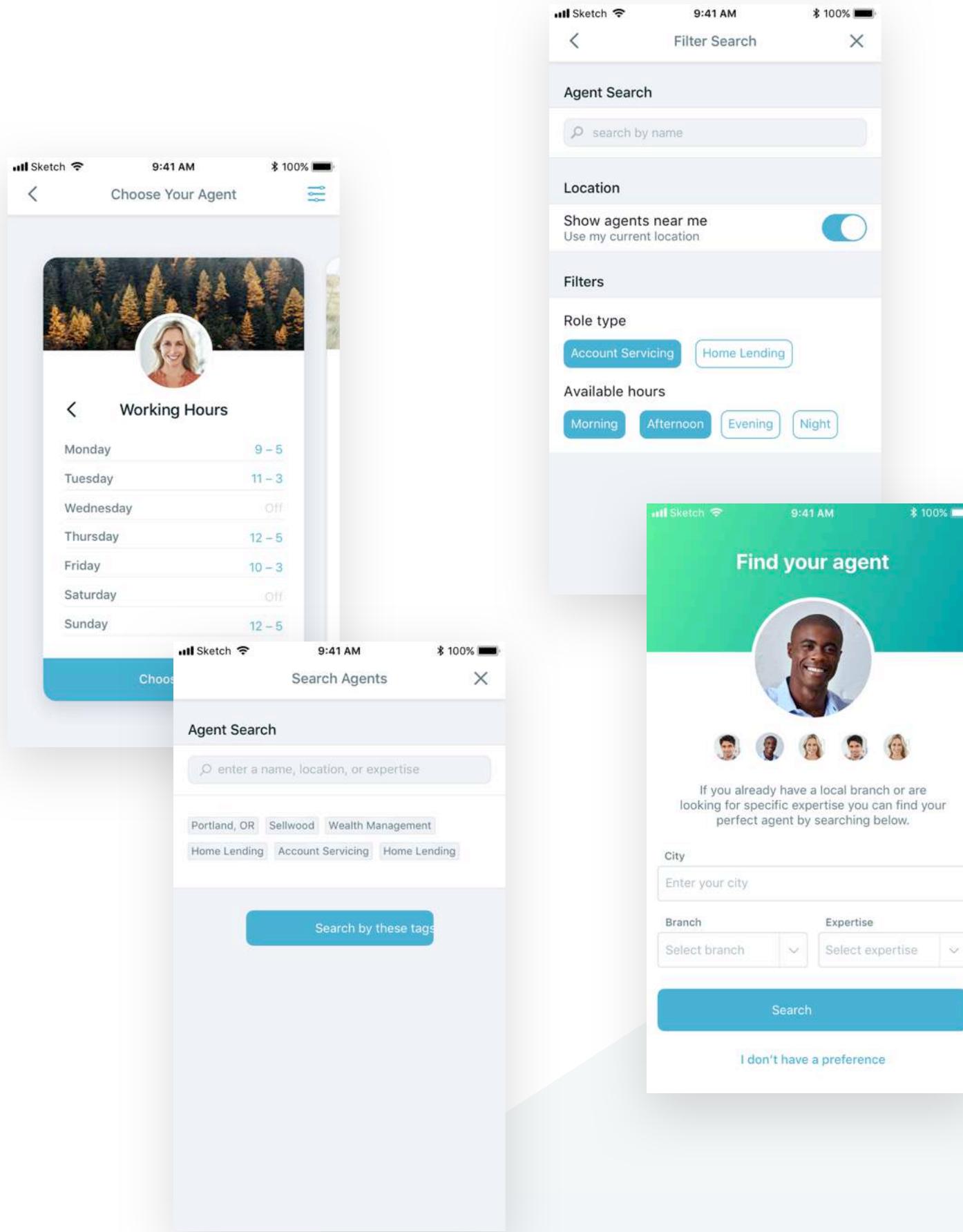
Lorem ipsum dolor sit amet, consectetur adipiscing elit. In venenatis faucibus nisl, ac ultricies dolor convallis eu. Nulla nibh neque, volutpat nec condimentum varius, aliquet a mauris. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent tincidunt fringilla pulvinar.

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



Simplified Onboarding

JUST GET INTO IT

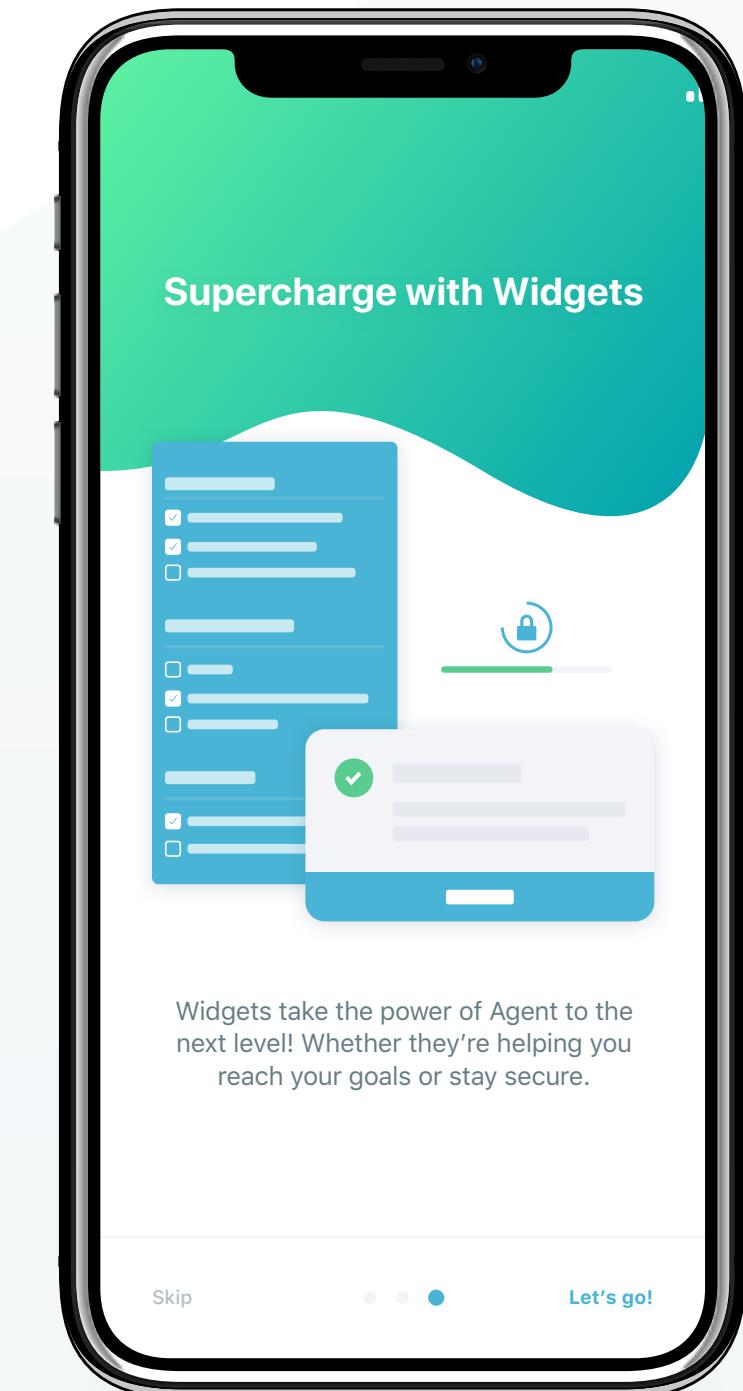
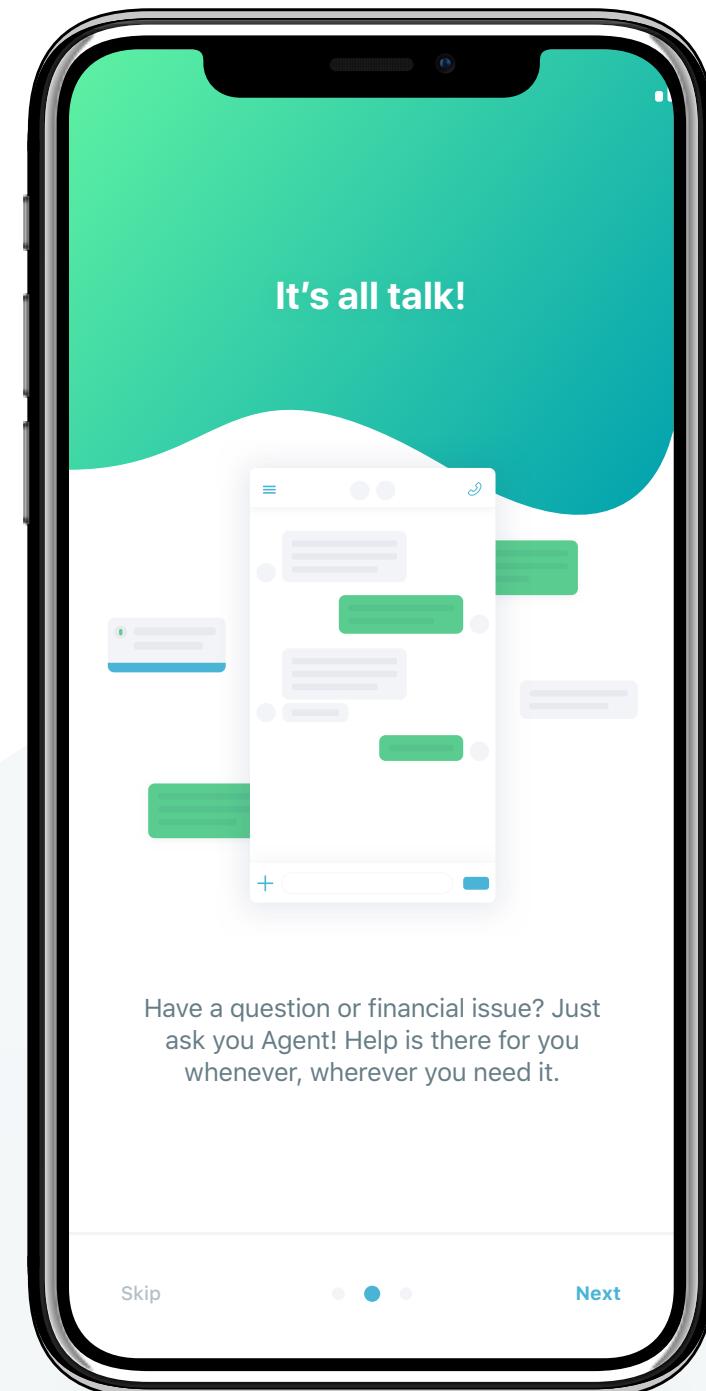
Not many users found the old, brand focused onboarding helpful.

CUSTOMIZATION MADE SIMPLE

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

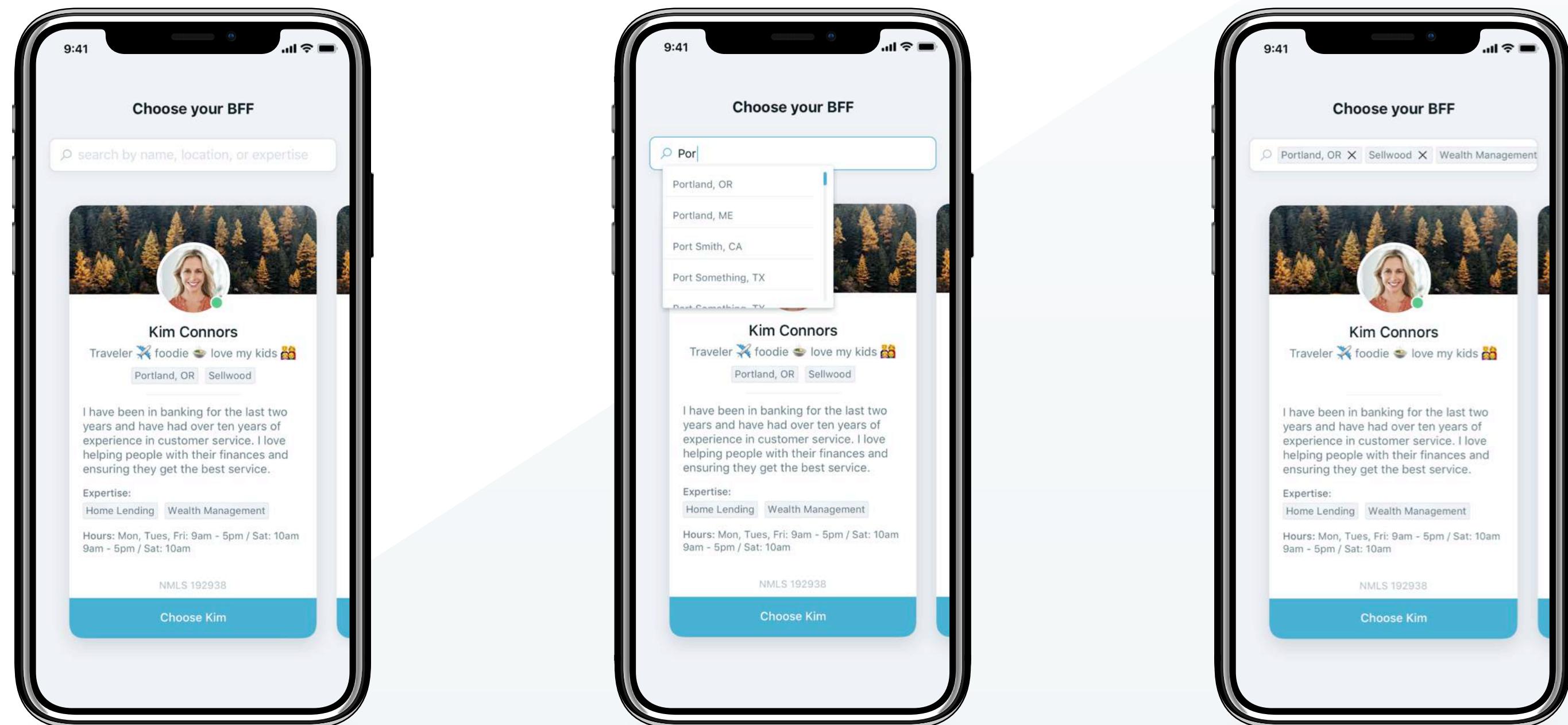
GUIDE WITHOUT BLOCKING

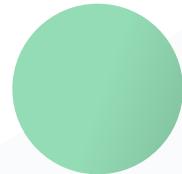
Allow knowledgeable users to get right to it, but be an obvious guide for users who need it.



Agent Selection

Powerful & Personal





Engage Dashboard

Research, Prototyping, & Testing

THE USERS

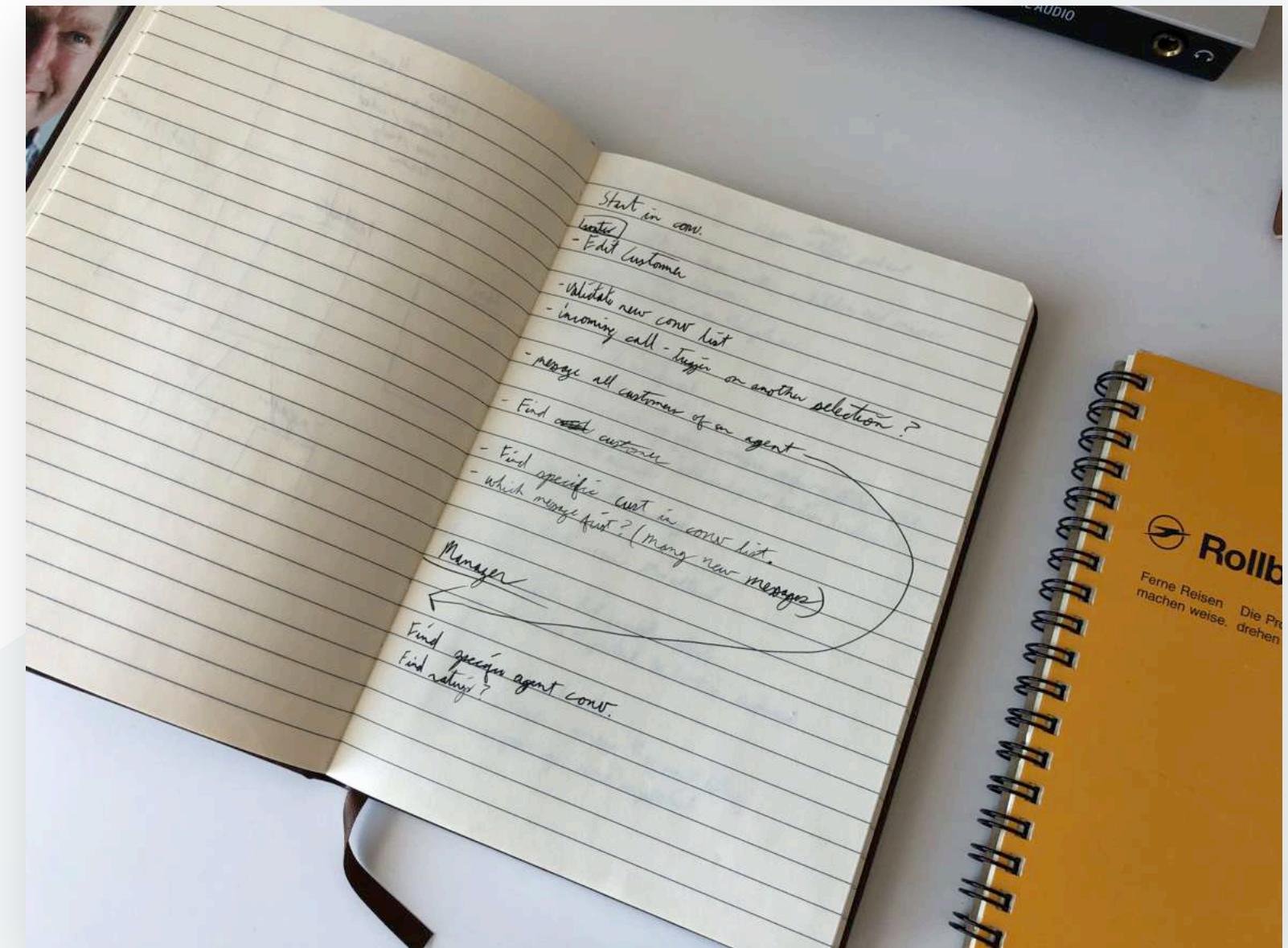
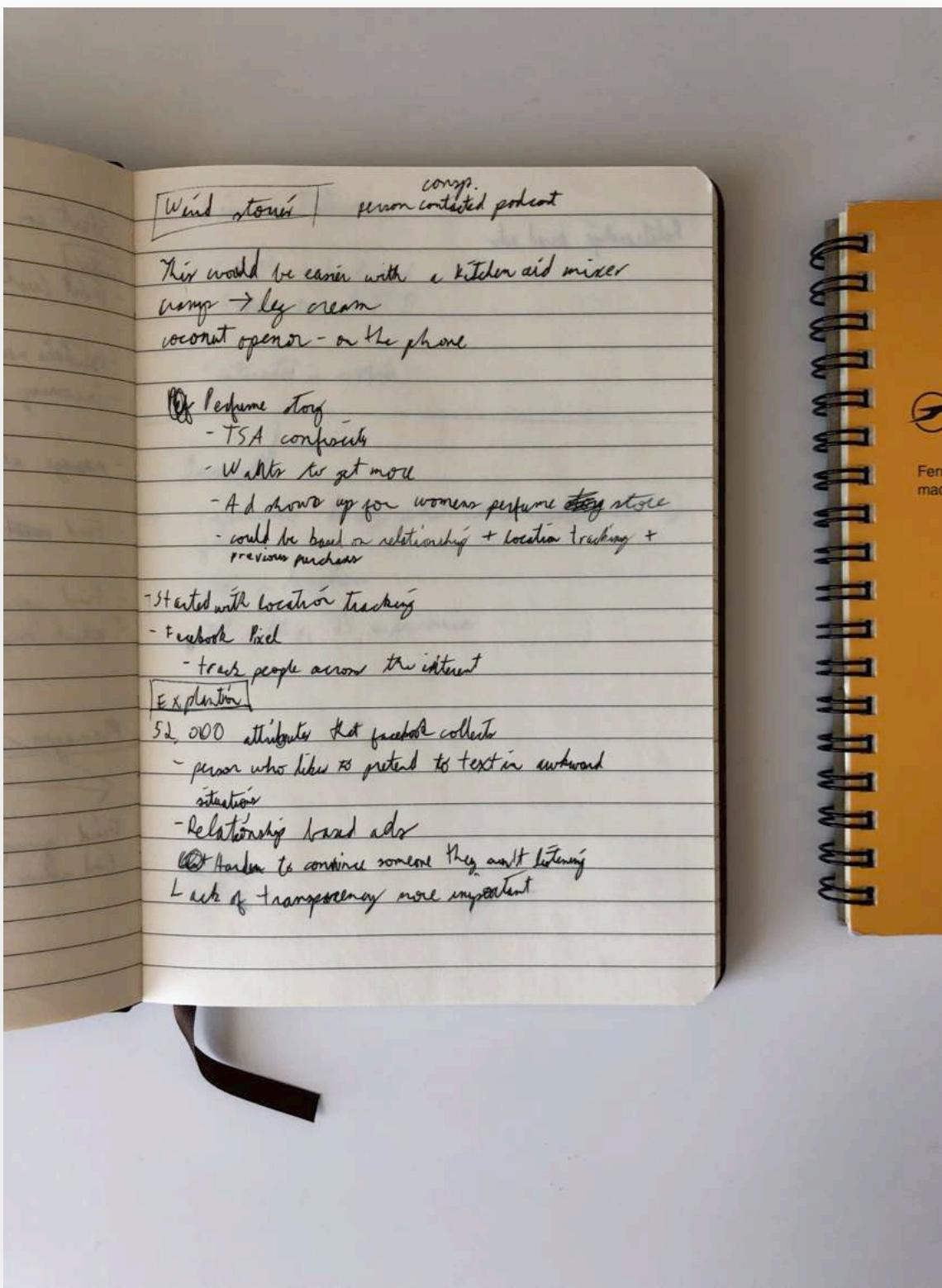
In branch agents who have to manage customers in-store as well as online.

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 in 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 UA? 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 ideal operating model for a store?
 - What role does the store play in serving the Value Proposition led by BFF?

SCHEDULE

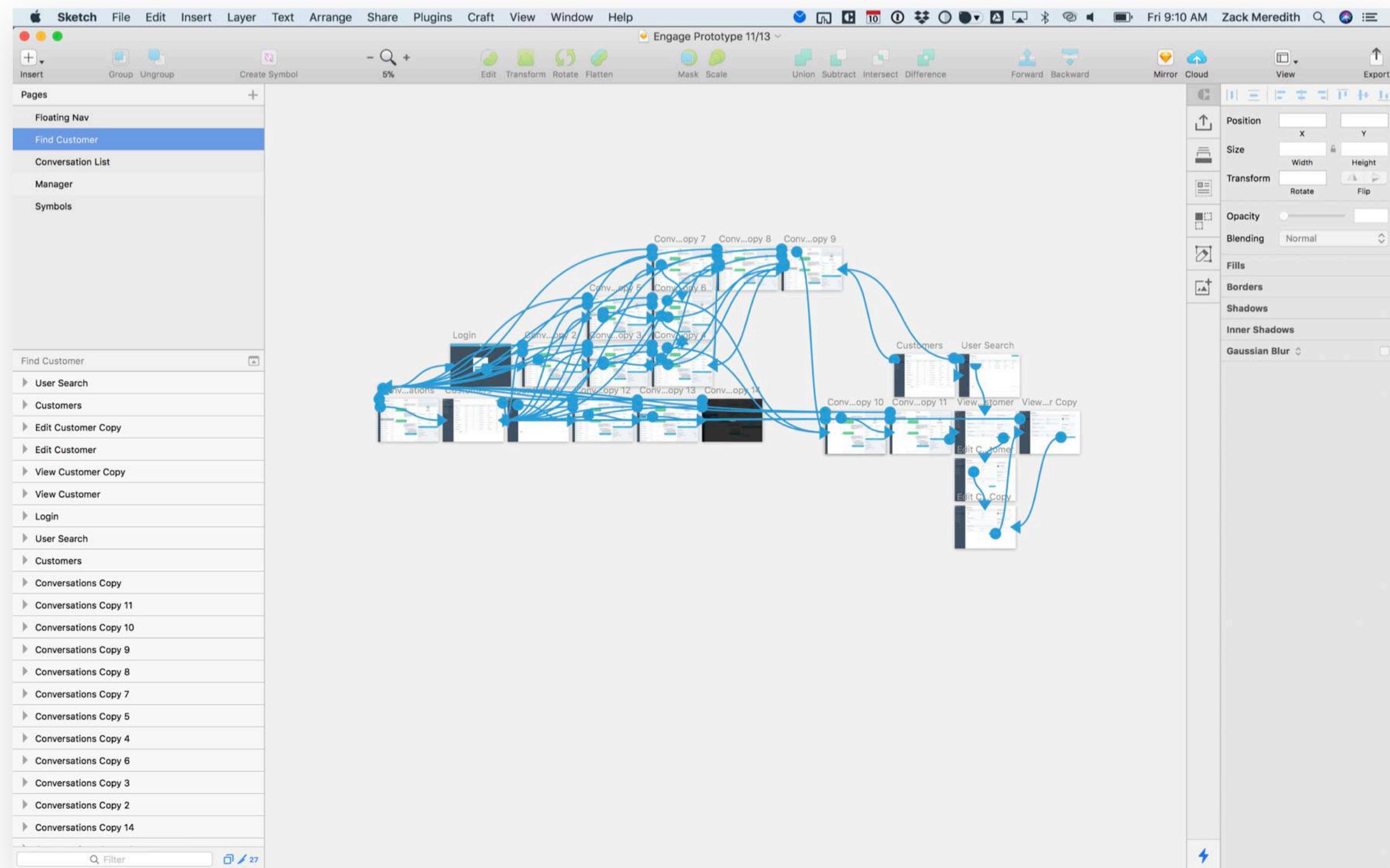
Monday, 11/13				
Time	Location	Pair	Interviewee	What
10.45 - 11.05	Hawthorne	Zack/ Mac		Dashboard
10.45 - 11.05	Hawthorne	Janina		Operations
11.10 - 11.30	Hawthorne	Zack/ Mac		Dashboard
11.10 - 11.30	Hawthorne	Molly/ Janina		Operations
11.35 - 12.55	Hawthorne	Zack/Janina		Dashboard
11.35 - 12.55	Hawthorne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

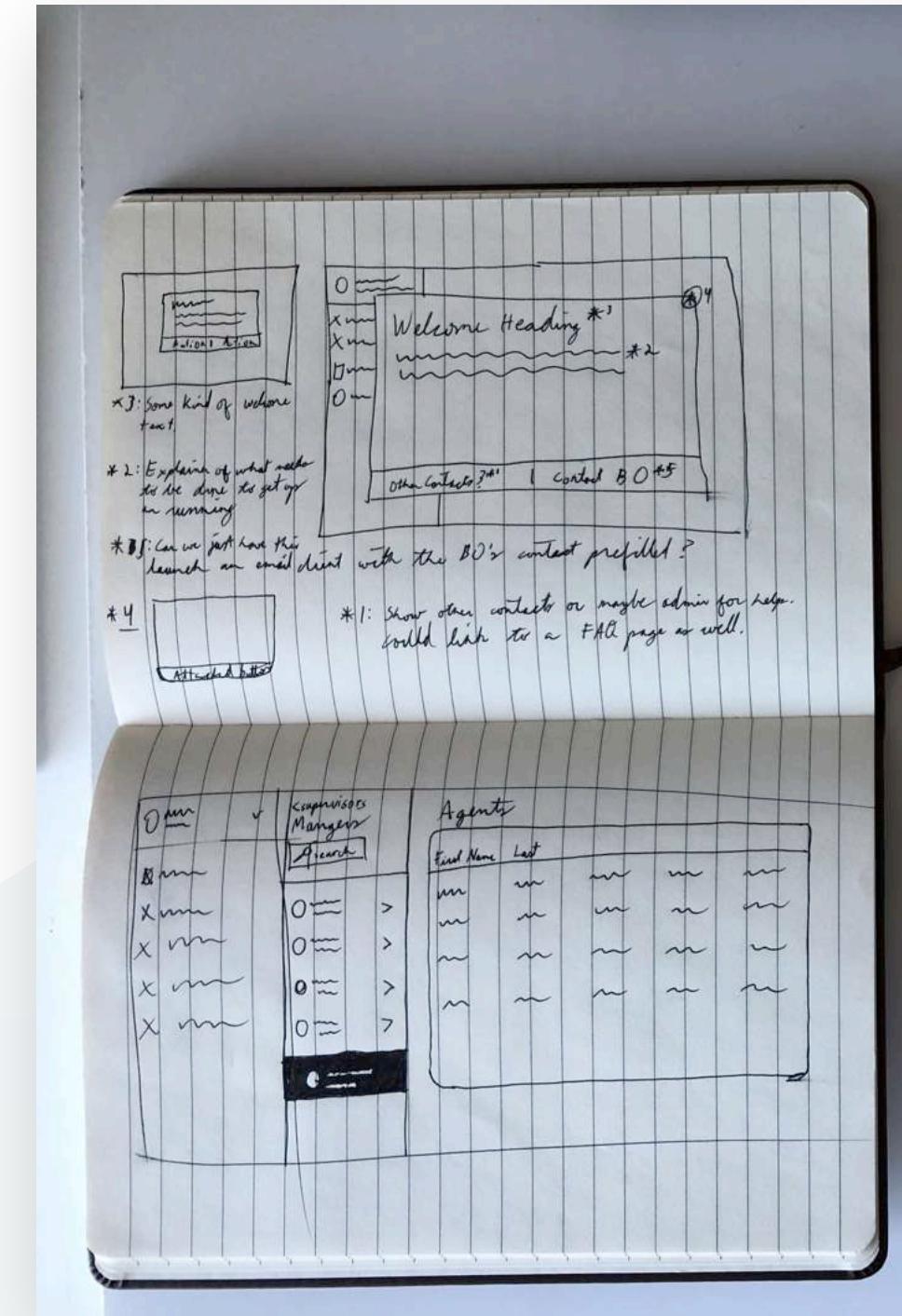
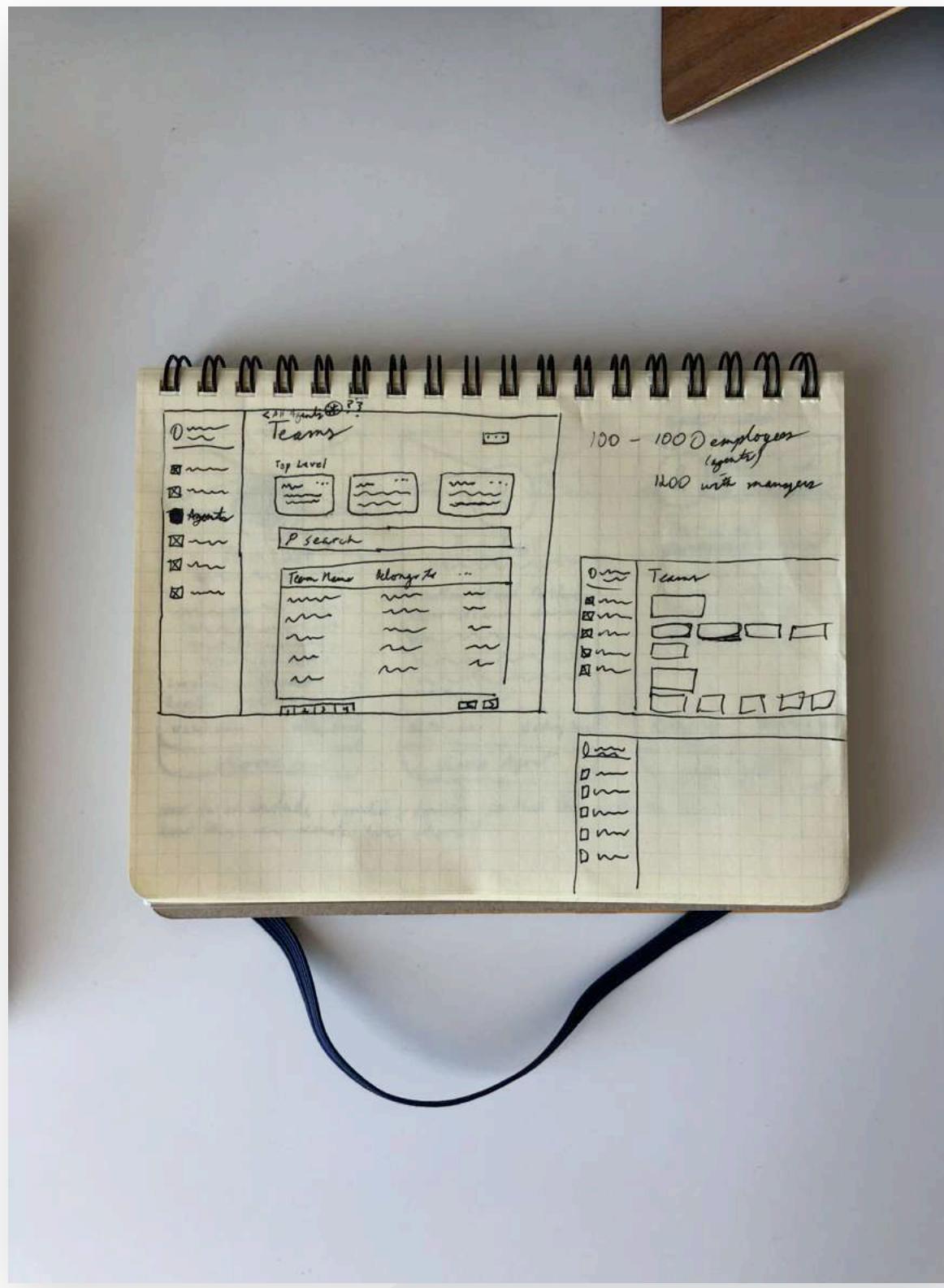
- What sort of recommendations do you have for us about running out of oil beyond the pilot?
 - Thinking more about the future in general, what are some ways you believe, How do you see banking may evolve in the future?

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 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

BFF Pilot Transition			
Role	Associate	Manager	Notes
RAVEL TO SELLWOOD			
sellwood	Molly/Zack		Operations
sellwood	Mac/Zack		Dashboard
sellwood	Molly/Janina		Operations
sellwood	Mac/Zack		Dashboard
sellwood	Molly/Janina		Operations
sellwood	Mac/Zack		Dashboard
sellwood	Molly/Janina		Operations
sellwood	Zack/Janina		Dashboard
sellwood	Molly/ Mac		Operations
sellwood	Zack/Mac		Dashboard
sellwood	Molly/ Zack		Operations
with BFF			
Differences			
It comes with parts are			
erwise,that I've "made			
F or Some			
to serve			
and the			
How do you			
pilot?			
ence? Which e? What			
r role might			
What are ook like for			
arted, what ur? ia BFF?			
ing the service ch parts of			
Manager			
low do you define success for			
o Yourself			
o Your team			
o The pilot overall?			
What do you look for when you evaluate an agent's performance?			
low long does it take for an associate on average to get up to speed?			
o What are the biggest obstacles?			
o What are the phases they go through?			
low many customers do you think a BFF central agent could handle?			
low many BFFs do you think you can manage?			
low would you manage a remote BFF?			
What have you done differently to what Gabe did? How have you evolved the operations of BFF HQ?			
What are your biggest frustrations today when it comes to running the pilot?			
escribe how you felt during the transition from BFF to BFF manager? How did you change?			





The image displays a user interface for a customer service or messaging application. On the left, a sidebar titled "Conversations" shows a list of "My conversations" with various users. A pinned conversation with "George Riley" is at the top. Other pinned users include "Christie Lewis" and "Tyler Reynolds". Below these are sections for "Ongoing" conversations with "Stephanie Lee", "Seth Daniels", and "Dan Sai". The "Dan Sai" conversation is highlighted with a blue background. Other ongoing users are "Debbie Reyes", "George Riley", "Christie Lewis", "Tyler Reynolds", "Sam Zher", "Darren Ferguson", and "Kenzi Olsen".

The central part of the interface shows a detailed view of the "Dan Sai" conversation. It includes a header with the user's profile picture and name, a timestamp ("Yesterday, 2:13 PM"), and a message from "Dan Sai": "Hi, Dan! Thanks for choosing me as your BFF. What can I help you with today?". Below this is a message from "Dan Sai": "Hi, Kim. I misplaced my wallet — can I put a hold on my cards until I find it?". A response from "Dan Sai" follows: "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!". The timestamp for this message is "Today, 3:45 PM".

At the bottom of the message list, there is a note about "Security Verification" with a lock icon, stating: "Hi, Dan! Absolutely. I just have a few security questions to make sure you're, well, you! Tap the button below to get started." Below this note is a blue button labeled "Verify identity".

The right side of the interface shows a detailed customer profile for "Dan Sai". It includes tabs for "Customer", "Widgets", "Participants", and "Files". The "Customer" tab is selected, displaying the following information:

Email	dansai1986@gmail.com
Phone	415-509-9818
Verification	IDP User ID
Verified	XXXXXXXXXXXXXX
User ID	58c2f5d567e2c518
App version	X.X.X

A "View full profile" button is located below this section. The "Notes" section contains a placeholder text "Write your notes about the customer...". A note was saved "3 Hours Ago by Kim Connors" with an "Edit" button.

The "Recent actions" section shows two entries: "Last successful log-in" (5 minutes ago) and "Last failed log-in" (8 minutes ago).

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

Basic Information

First Name: Jean | Last Name: Marcus

Email: jeanmarcus@domain.com

Public Profile

Public Name: Jean Marcus

Highlights: Math lover, dedicated, responsive

Bio: I have been in the industry for over 10 years, providing exceptional service experience. I believe in building long-term relationships with my clients.

Expertise

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

Customer Ratings: 42 Average Rating: 4.6

NMLS Number: 000000 | Hours Available: M-F, 9AM-5PM

Role

Edit user

Manage tags

Expertise

- 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

Customer Ratings: 42 Average Rating: 4.6

NMLS Number: 000000 | Hours Available: M-F, 9AM-5PM

View ratings

View conversations

Pivotus Ventures

The image displays a collage of screenshots from the Pivotus Ventures app, illustrating various features and user interactions:

- Left Panel:** A dark sidebar menu with a user profile (Jean Marcus, online), navigation links (Conversations, Customers, Employees, Teams, Settings), and a search bar.
- Team Details:** A screenshot showing the Sellwood team details, including the team name (Sellwood), manager (Raj Dass), and member count (145).
- Conversations:** A list of "My conversations" with other team members: George Riley, Christie Lewis, Tyler Reynolds, Stephanie Lee, Seth Daniels, Debbie Reyes, George Riley, Christie Lewis, Tyler Reynolds, and Sam Zher.
- Customer Interaction:** A detailed view of a conversation with Dan Sai. Dan asks about wallet replacement and check ordering. The agent responds positively and initiates security verification.
- Customer Profile:** A profile card for Dan Sai, showing email (dansai1986@gmail.com), verification status (Verified), and user ID (58c2f5d567e2c518).
- Widget:** A promotional widget titled "It's all talk!" encouraging users to ask questions or report issues.

Natural Resource Defence Counsel

ROLE

Interaction Design, UX collaboration, Front-end dev

YEAR

2017

TEAM

The screenshot displays two web pages from the NRDC website. The top page, titled 'WHAT'S AT STAKE', features a headline about the U.S. Fish and Wildlife Service's appeal to drop Endangered Species Act protections for wolves in Wyoming. It includes a call to action, a detailed text section, and a large image of a rhino with a bar chart overlay. The bottom page, titled 'PROTECT WYOMING'S WOLVES', shows a 'TAKE ACTION' button, social media links, and a large image of two wolves.

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 proposed rules, and fight against state legislative efforts that threaten wolves.

And Wildlife Service announced it would remove Wyoming's wolves from the Endangered Species List. But our allies sued and won a court victory, finding the agency had failed to follow the best science. Our victories have given hope 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
1,175
13

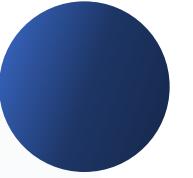
Hear from the experts who fought to strengthen Montana and Idaho's management plans.

Our advocates and scientists monitor the U.S. Fish and Wildlife Service's approach to wolf management. In June 2013, the agency proposed to remove Wyoming's wolves from the Endangered Species List. We fought back with over 1 million comments and working with our partners to help galvanize people across the country to speak up. The agency received over 1 million comments—the most ever submitted on an endangered species.

With a unified approach to wolf recovery, the U.S. Fish and Wildlife Service has the opportunity to write the final chapter of one of their greatest successes—and this time, we can do it together.

Sylvia Fallon

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

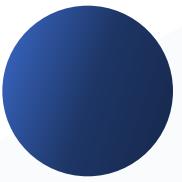
In house content team tasked with constructing a wide array of campaigns.

THE CHALLENGES

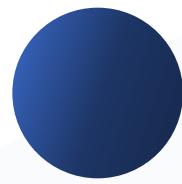
Managing a library of components, extending their brand.

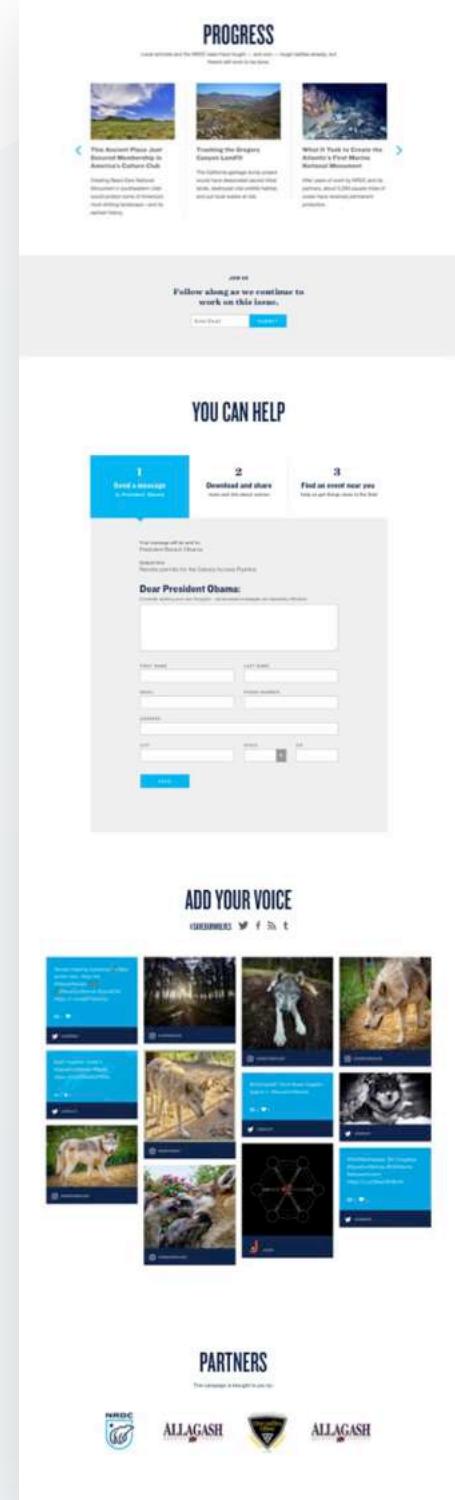
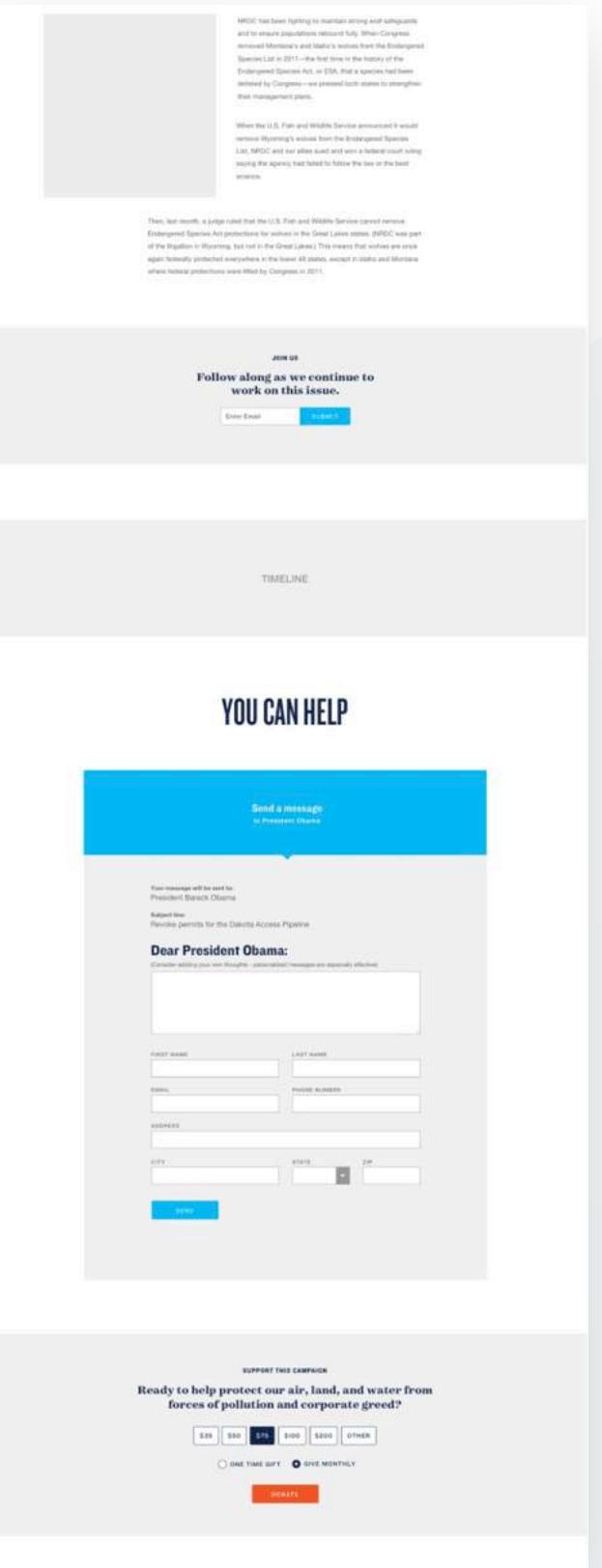
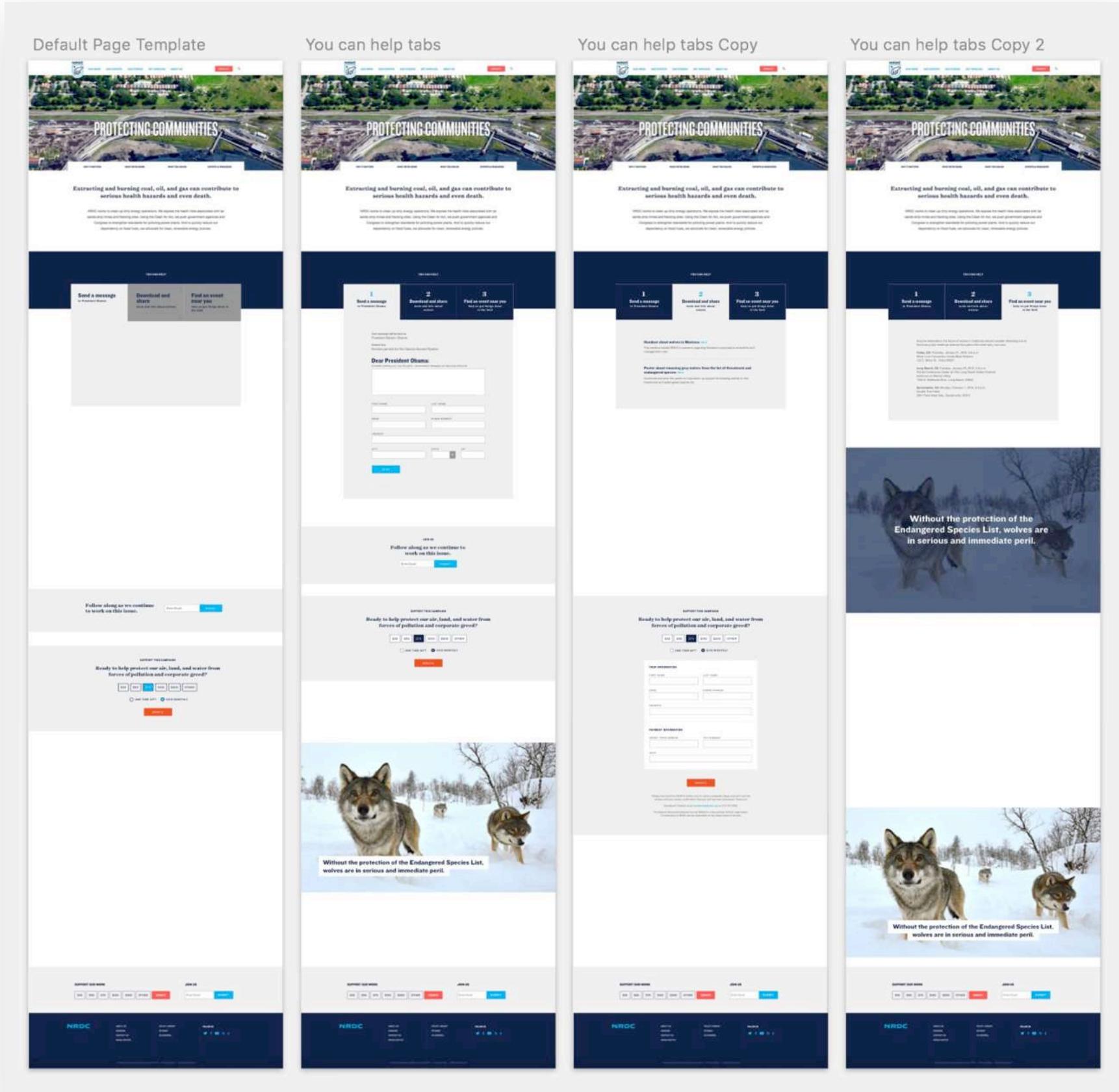
THE POTENTIAL SOLUTION

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



Explorations





The image displays a series of ten mobile website prototypes, each titled "campaign-urgent copy" followed by a number (3, 9, 16, 12, 11, 18, 19, 20). Each prototype features a dark blue header with the NRDC logo and a large, stylized image of a pipeline at sunset. The main heading for all prototypes is "STOP THE ASSAULT". Below the heading, the sub-copy reads "Tell Congress: Stand up to Trump's anti-environment agenda".

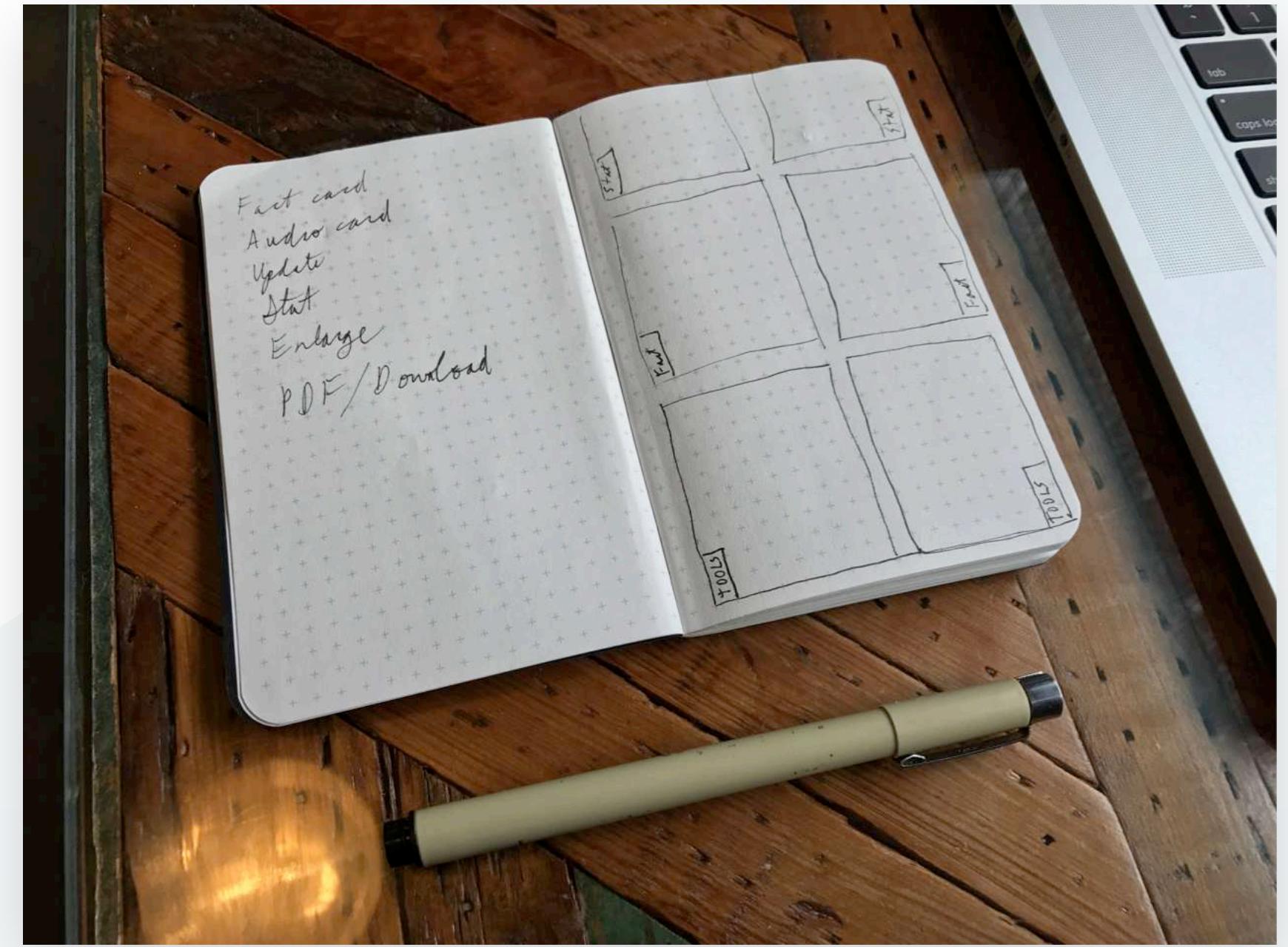
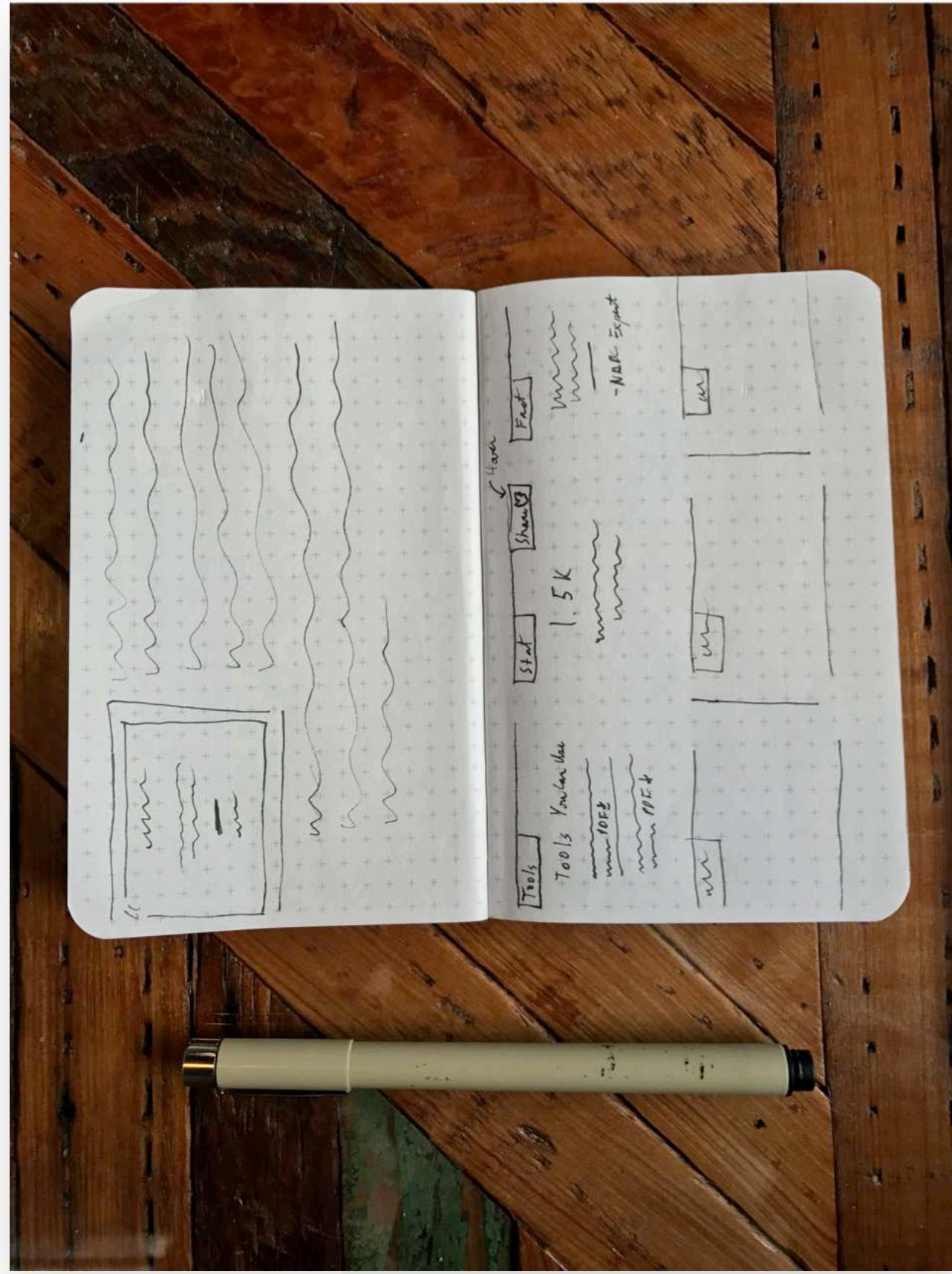
The prototypes are organized into two main sections: "WHAT'S AT STAKE" and "YOU CAN HELP".

- WHAT'S AT STAKE:** This section contains a bold statement: "President Trump's rash decisions will have devastating consequences for generations to come." It also includes a statistic: "31%".
- YOU CAN HELP:** This section provides three ways to take action:
 1. Send a message to President Trump.
 2. Download and share the petition.
 3. Find an event near you.

At the bottom of each prototype, there is a footer with the NRDC logo and links to "NRDC.org", "Facebook", "Twitter", "Instagram", and "YouTube".

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... Cad... 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 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

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WHAT'S AT STAKE

PROGRESS

YOU CAN HELP

ADD YOUR VOICE

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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](#)  

“

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Tools you can use

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

[Sample script for approaching representatives
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YELLOWSTONE IN THE 1920S TRIGGERED
AN ECOSYSTEM COLLAPSE.”

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Tools you can use

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wild PDF ↗](#)

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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 ↴](#)

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1.5K

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TOOLS

Tools you can use

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STAT

1.5K

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TOOLS

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

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FACT

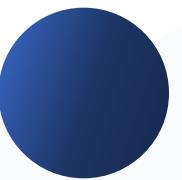
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FACT

“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	500
2012	1,175
2013	800
2014	500
2015	200

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

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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

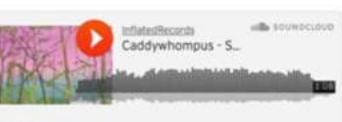
wolves killed in the contiguous US since hunting was legalized

FACT

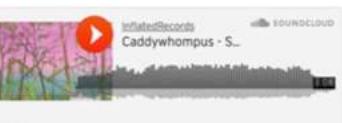
"The extermination of wolves from Yellowstone in the 1920s triggered an ecosystem collapse."

— 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.

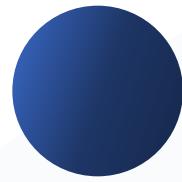
UPDATE



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



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



A large photograph of three wolves in a snowy, forested landscape. One wolf is in the foreground looking directly at the camera, while two others are in the background.

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



A close-up photograph of two wolves standing side-by-side, looking towards the camera. They are surrounded by snow and some dark, lichen-covered rocks.

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



A photograph showing a long row of large, corrugated industrial pipes stretching into the distance under a dramatic, cloudy sky.

NRDC

WHY NRDC? THE ISSUES OUR RESPONSE INSIGHTS & TOOLS

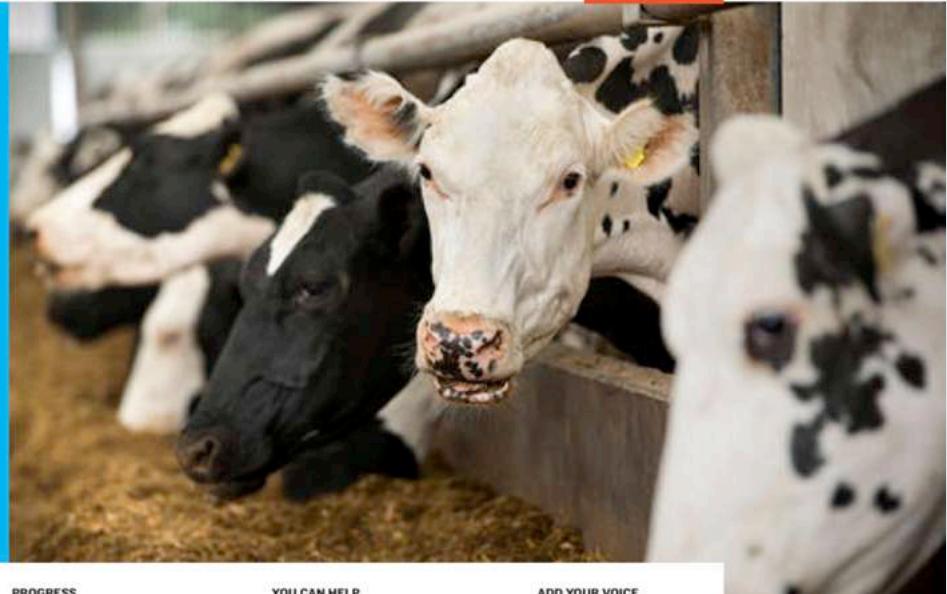
DONATE

PROTECT LIFESAVING ANTIBIOTICS

TAKE ACTION

#SAVEOURCOWS

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



A photograph of several cows, including black and white Holsteins, standing in a barn or pen. One cow in the foreground has a yellow tag on its ear.

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 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 theater audience with the text "Turn your passion into a career". Below the banner, there's a video player showing a woman speaking, followed by a grid of three smaller video thumbnails. The bottom section of the page includes a "Discover Digital Filmmaking" section with a video player and some text, and a "If film is your canvas, we want to meet you." call-to-action.

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

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

Sophomore Year

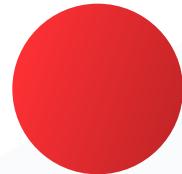
Fall	Spring
Critical Reading & Writing	Global History I or Global History II
First Year Seminar	Investigating Nature
History of Cinema	Practical Film Lab
Intro to Digital Filmmaking	Math Models or Intro to Finite Math
Intro to the Business of Filmmaking	Reading Film
Arts & Entertainment Industry Forum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

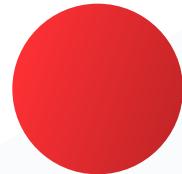
Senior Year

Fall	Spring
Philosophy II or Elective	Advanced Common Curriculum Elective (#1)
Religions of the World or Christianity & Society	Studies in American/European
	Advanced Com



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

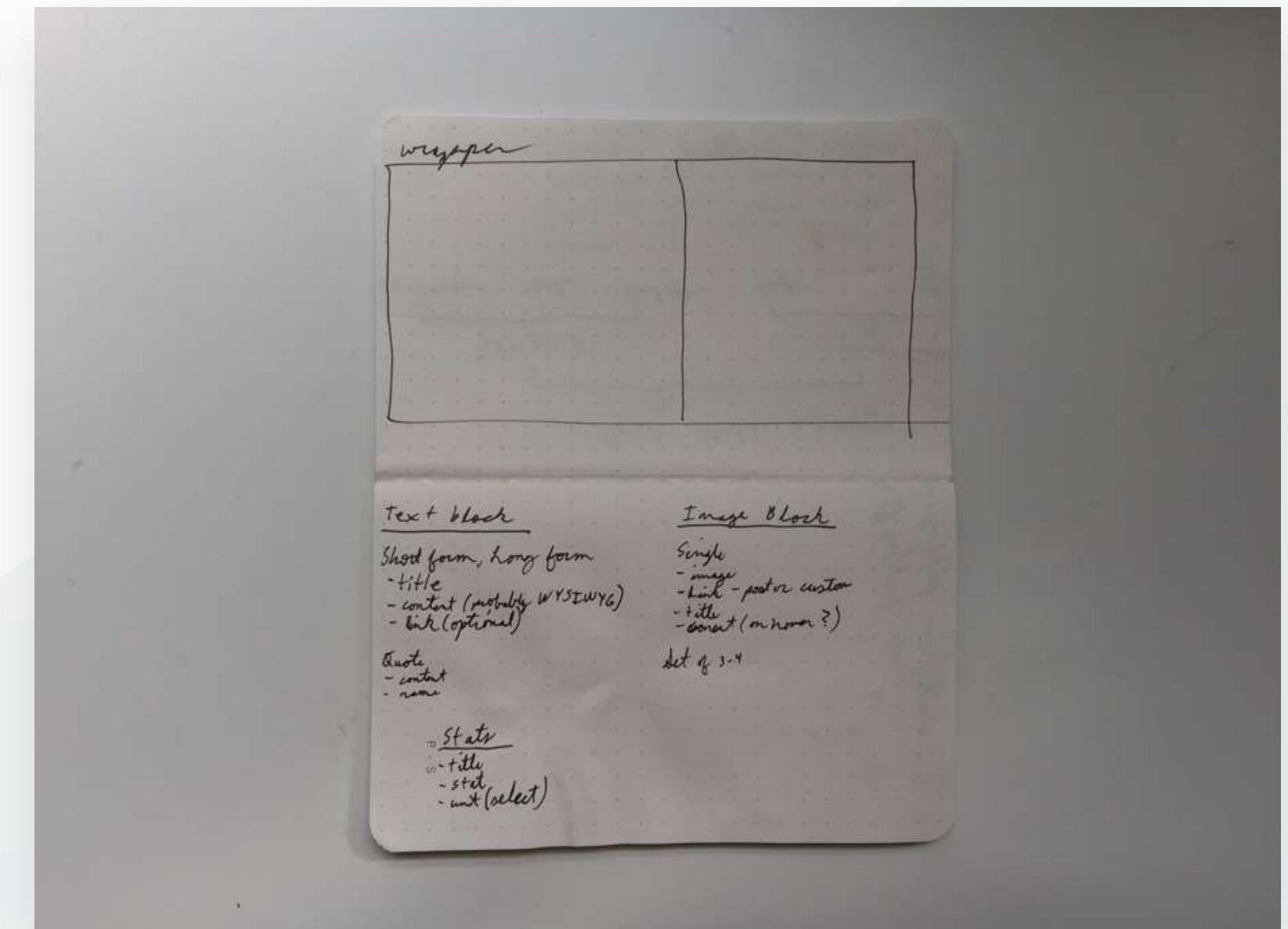
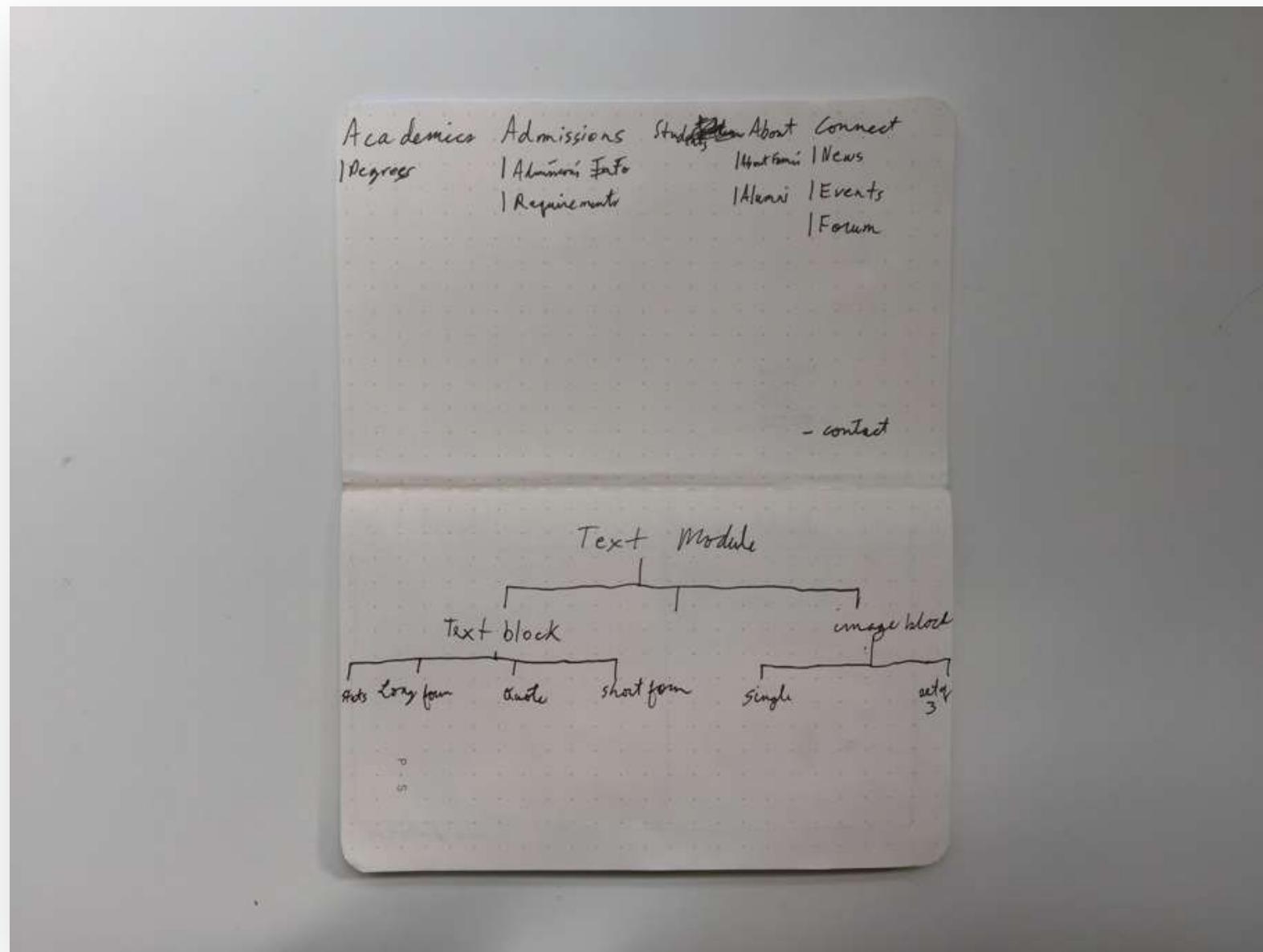
Student workers and office managers with little technological knowledge.

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.





The Function Of The Logo

Et tempor ex anim est modis aliquip adipsing fugiat mollit. Autem in tempor pariatur eiusmodem presidunt consequat. Consectetur fugiat eiusmodem culpa aliquip.

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Smarter Food Choices 101 Tips For Busy Women

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Peace On Earth Wish But No W

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Et tempor ex anim est modis aliquip adipsing fugiat mollit. Autem in tempor pariatur eiusmodem presidunt consequat. Consectetur fugiat eiusmodem culpa aliquip.

Pictures In The

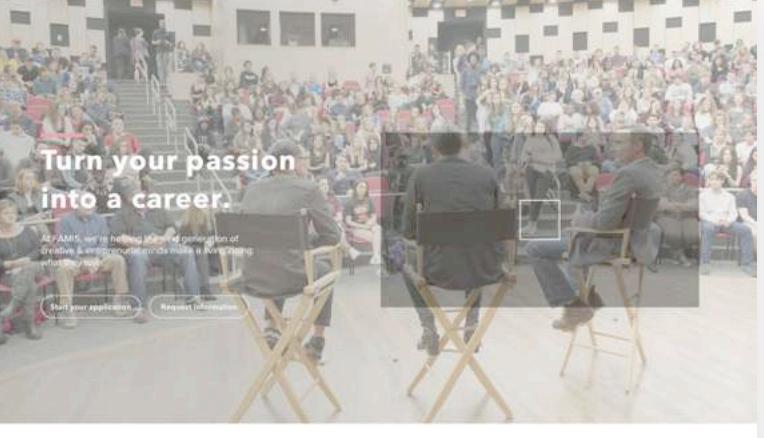
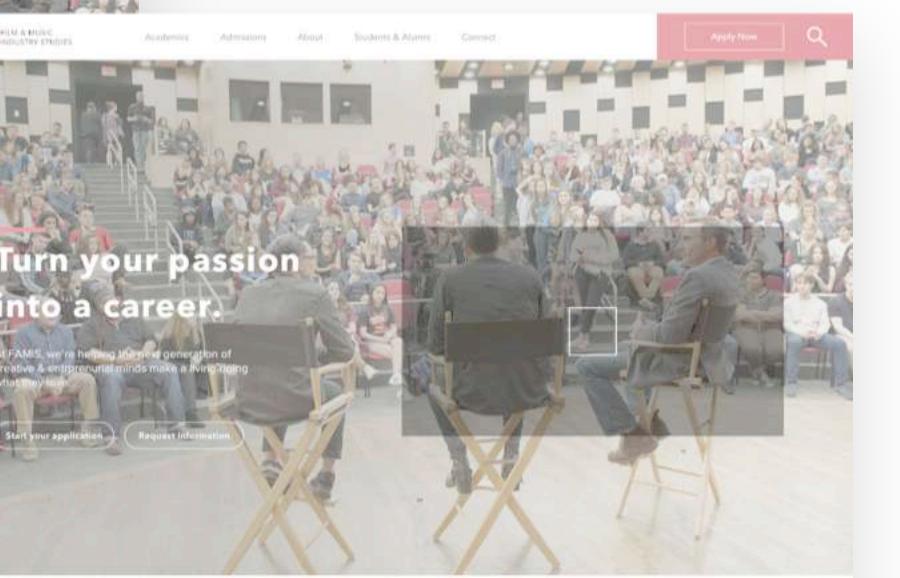
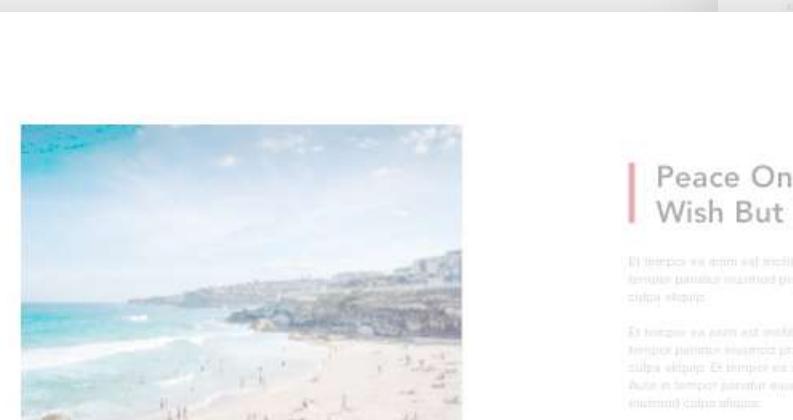
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Peace On Earth A Wonderful Wish But No Way

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Smarter Food Choices 101 Tips For Busy Women

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Peace On Earth A Wonderful Wish But No Way

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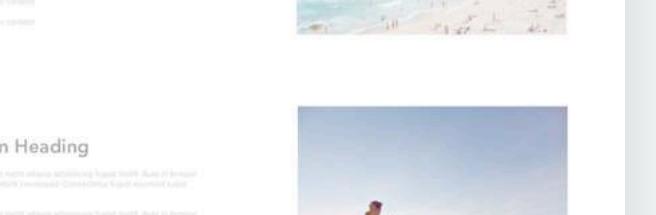
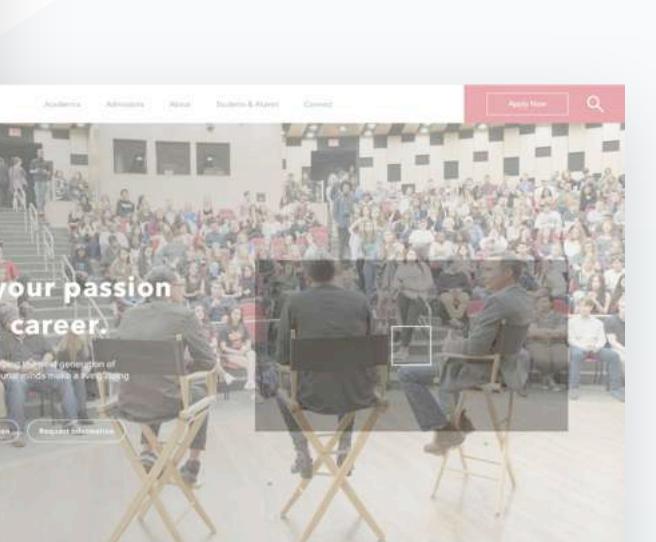
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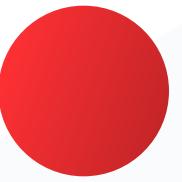
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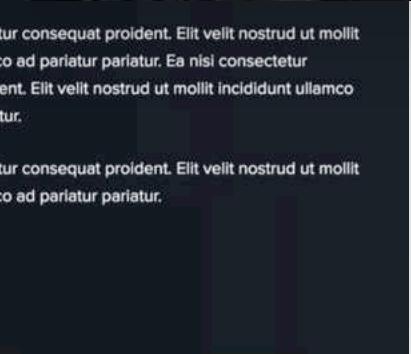
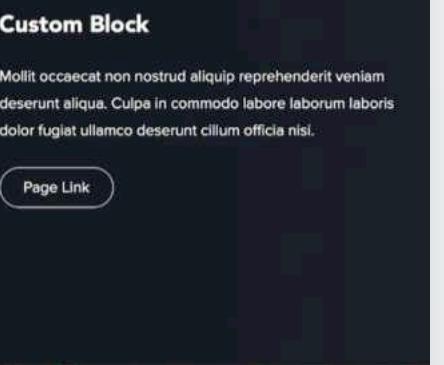
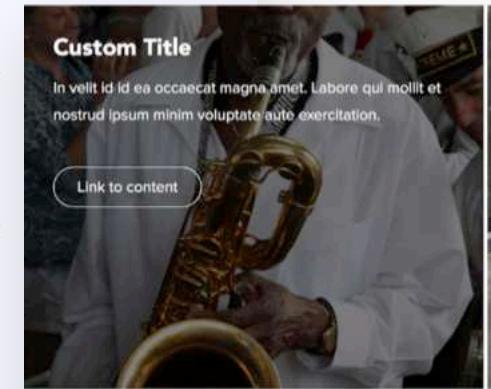
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STUDENT ARTISTS
Emily Hardy

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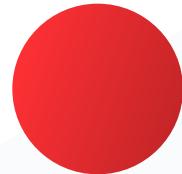
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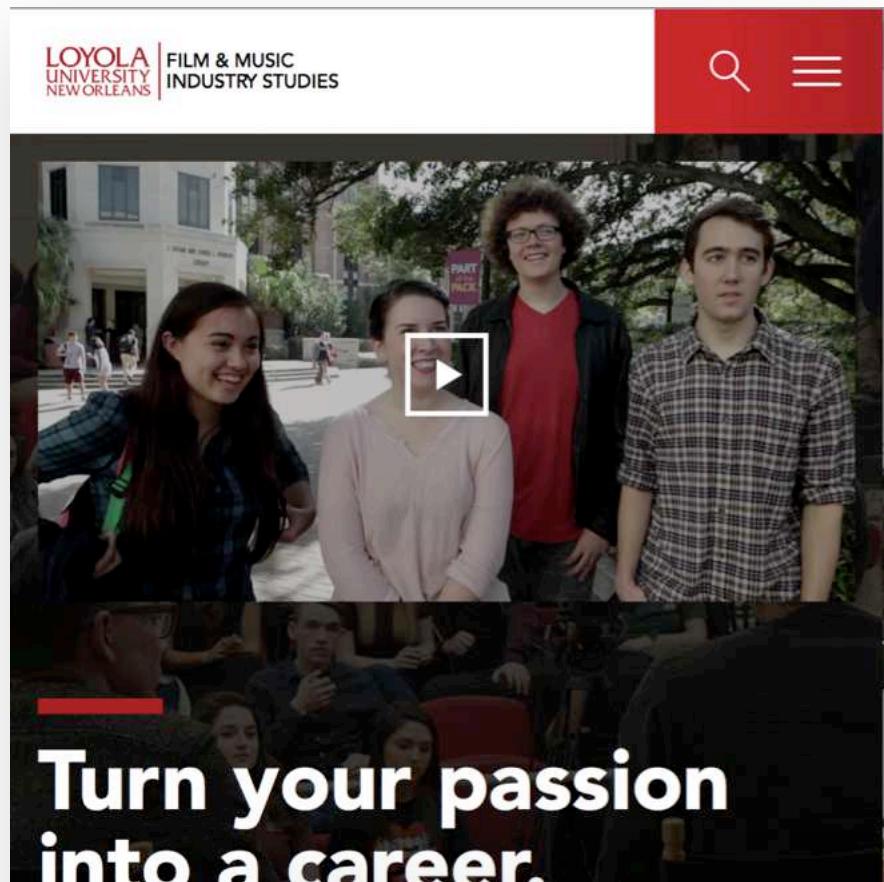
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Turn your passion into a career.

At FAMIS, we're helping the next generation of creative & entrepreneurial minds make a living doing what they love.

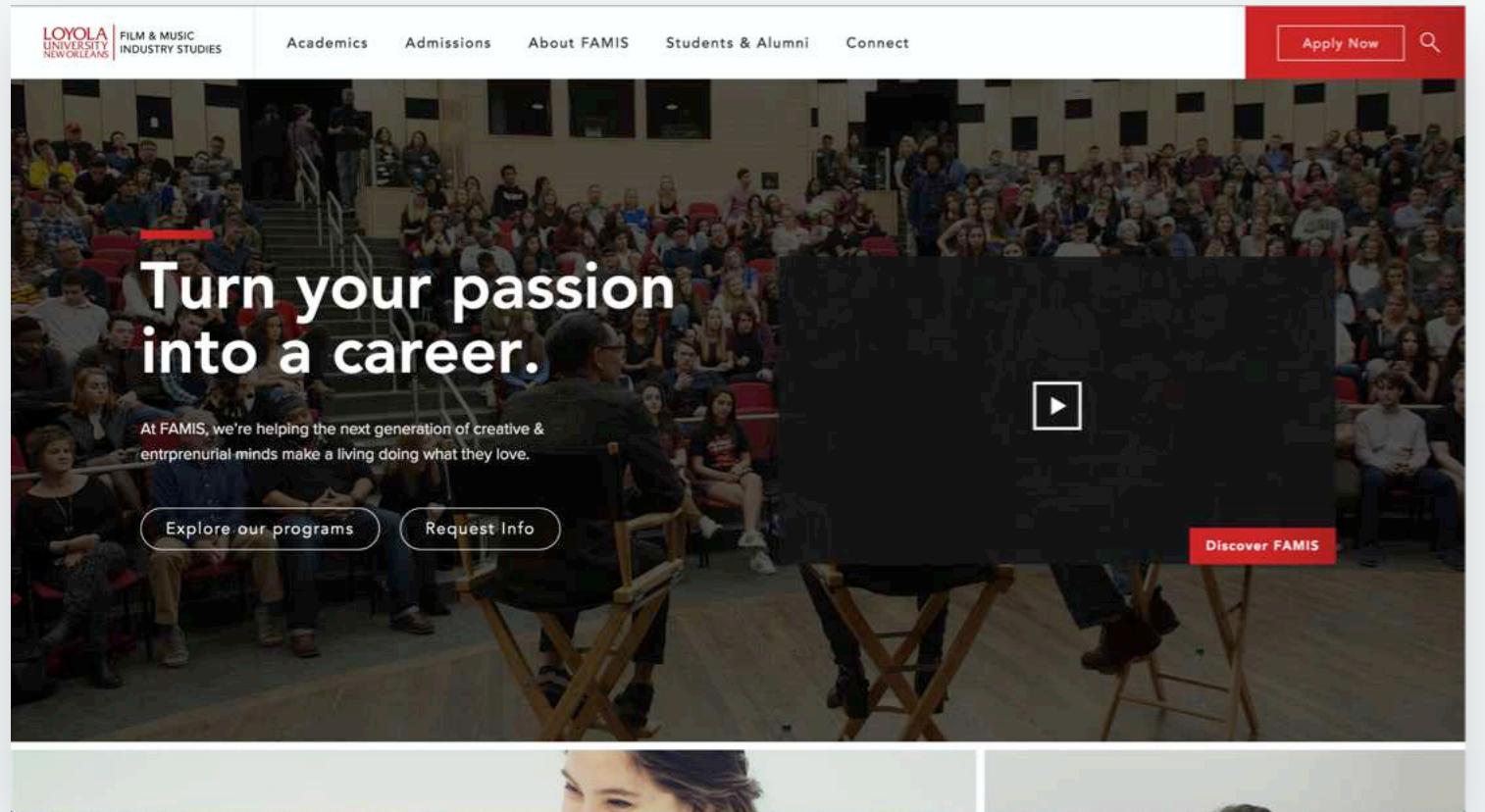
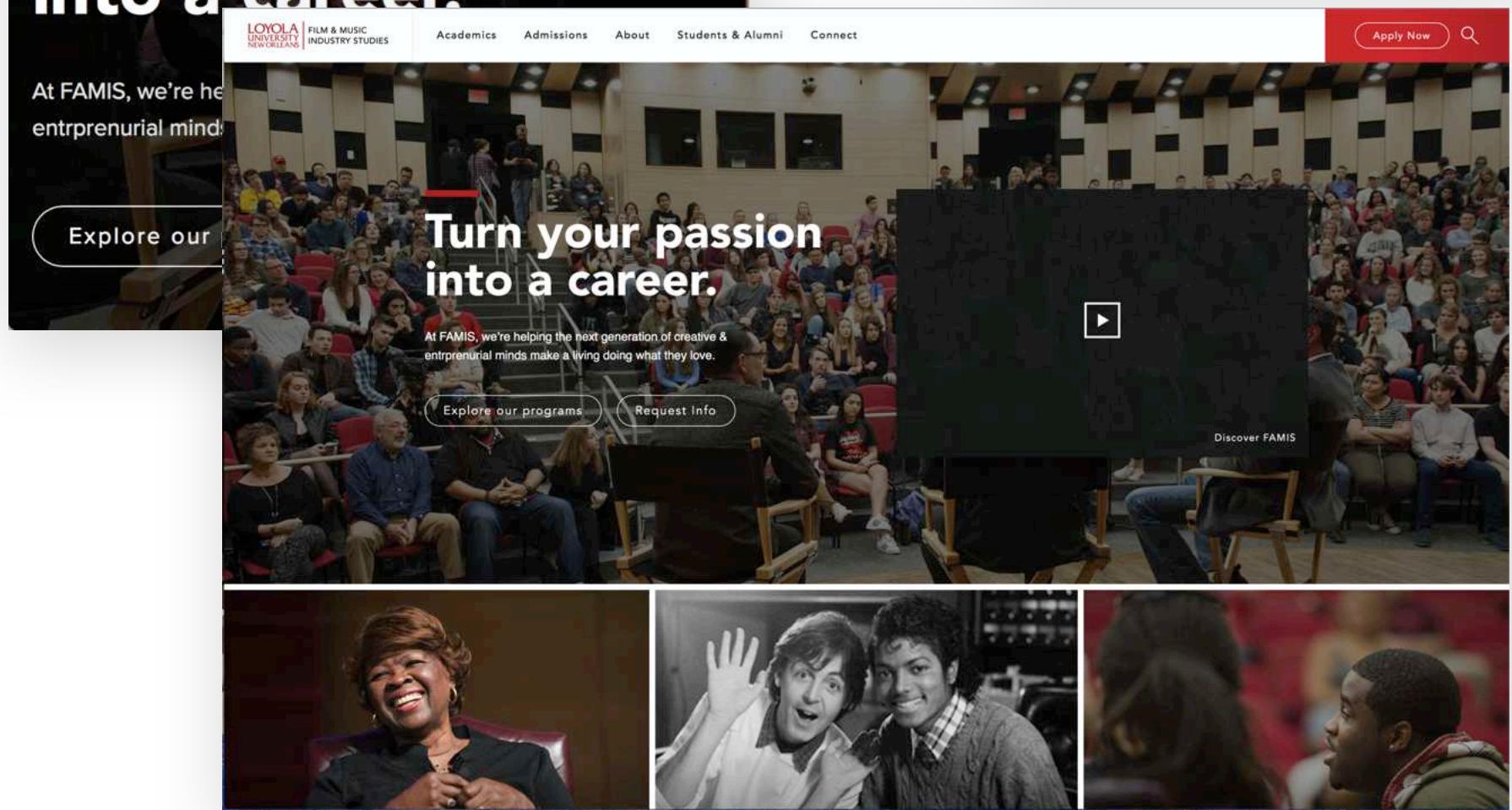
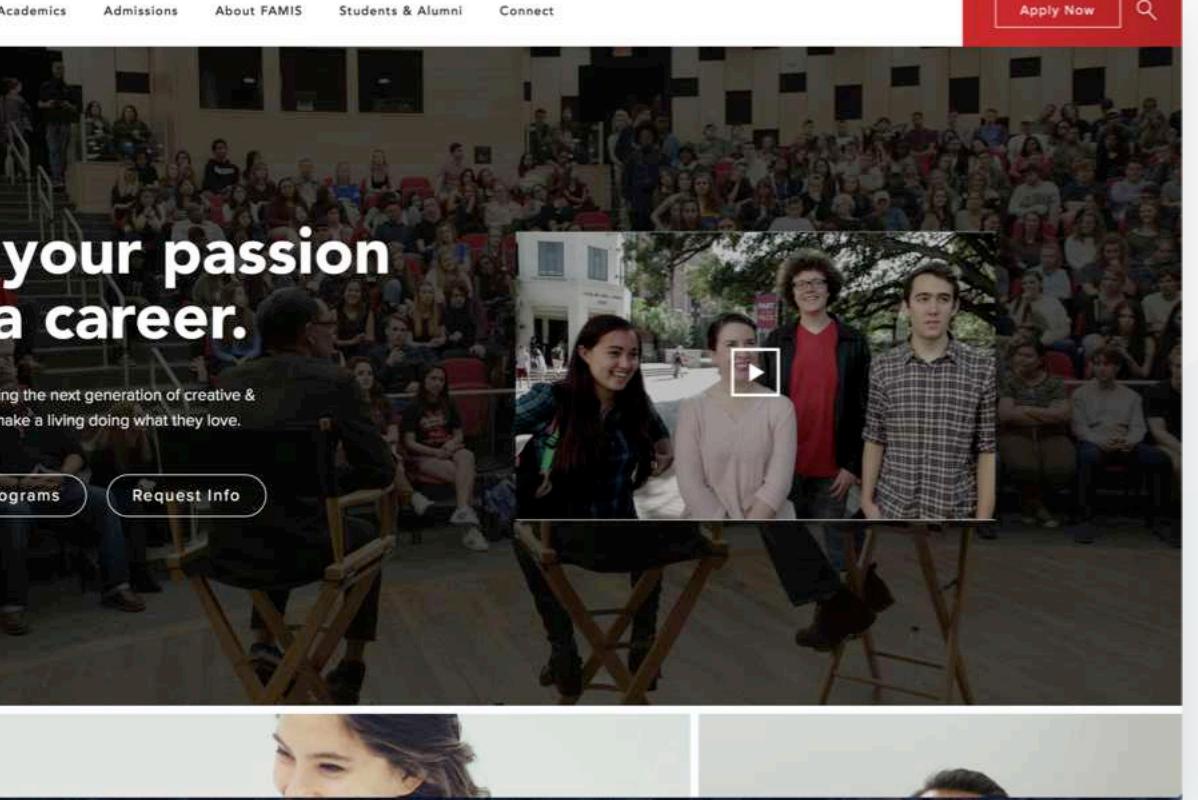
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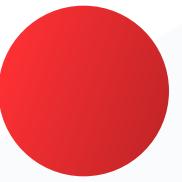
Turn your passion into a career.

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Explore our programs

Request Info





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

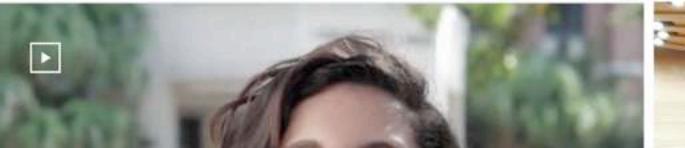
- Alumni successes
- Request Information

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



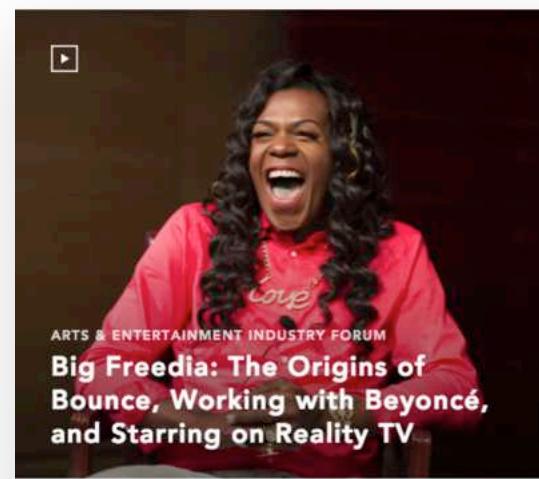
SCHEDULING AN INTERVIEW

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

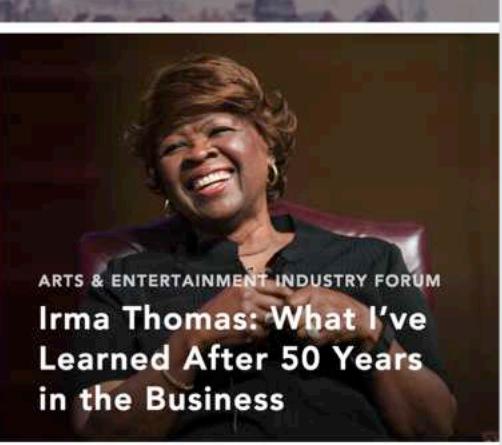
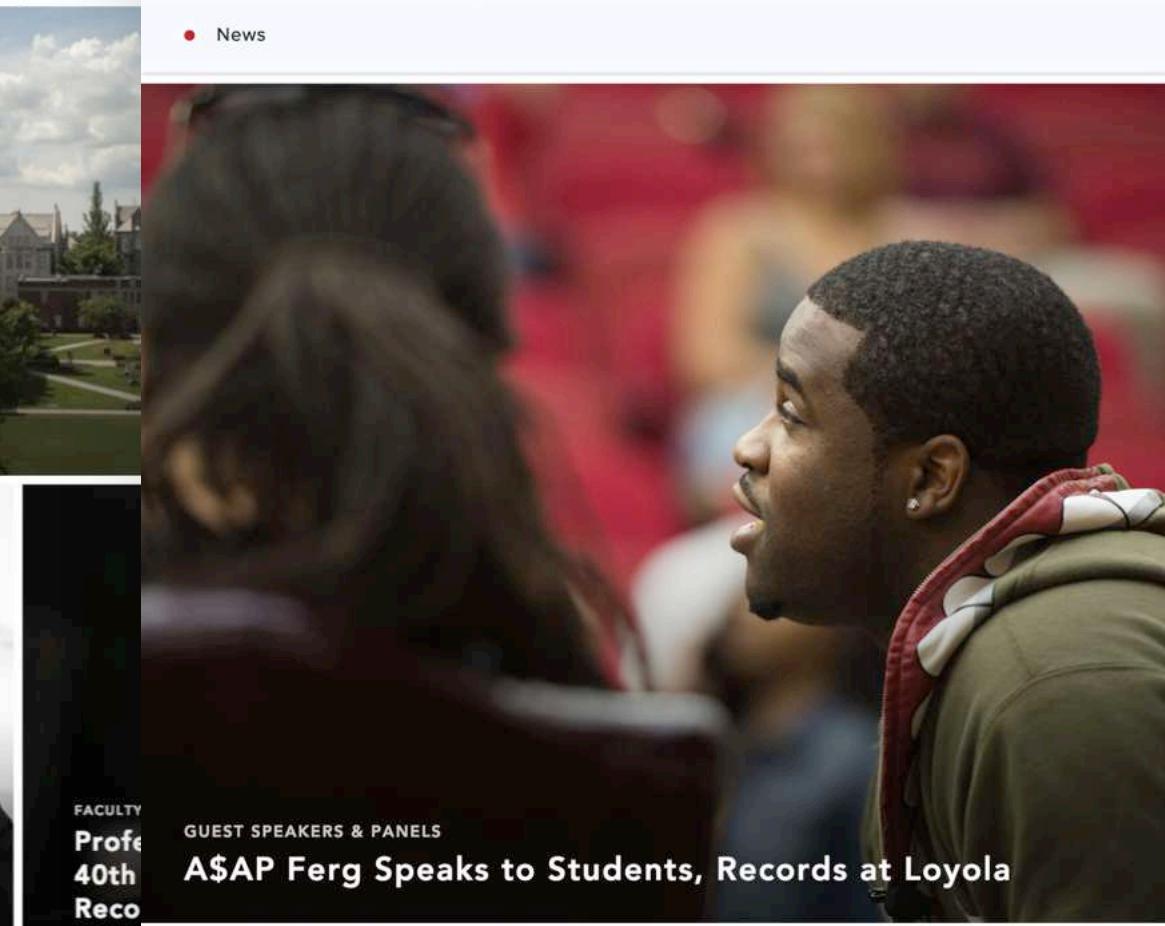
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LOYOLA UNIVERSITY NEW ORLEANS | FILM & MUSIC INDUSTRY STUDIES

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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.

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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.

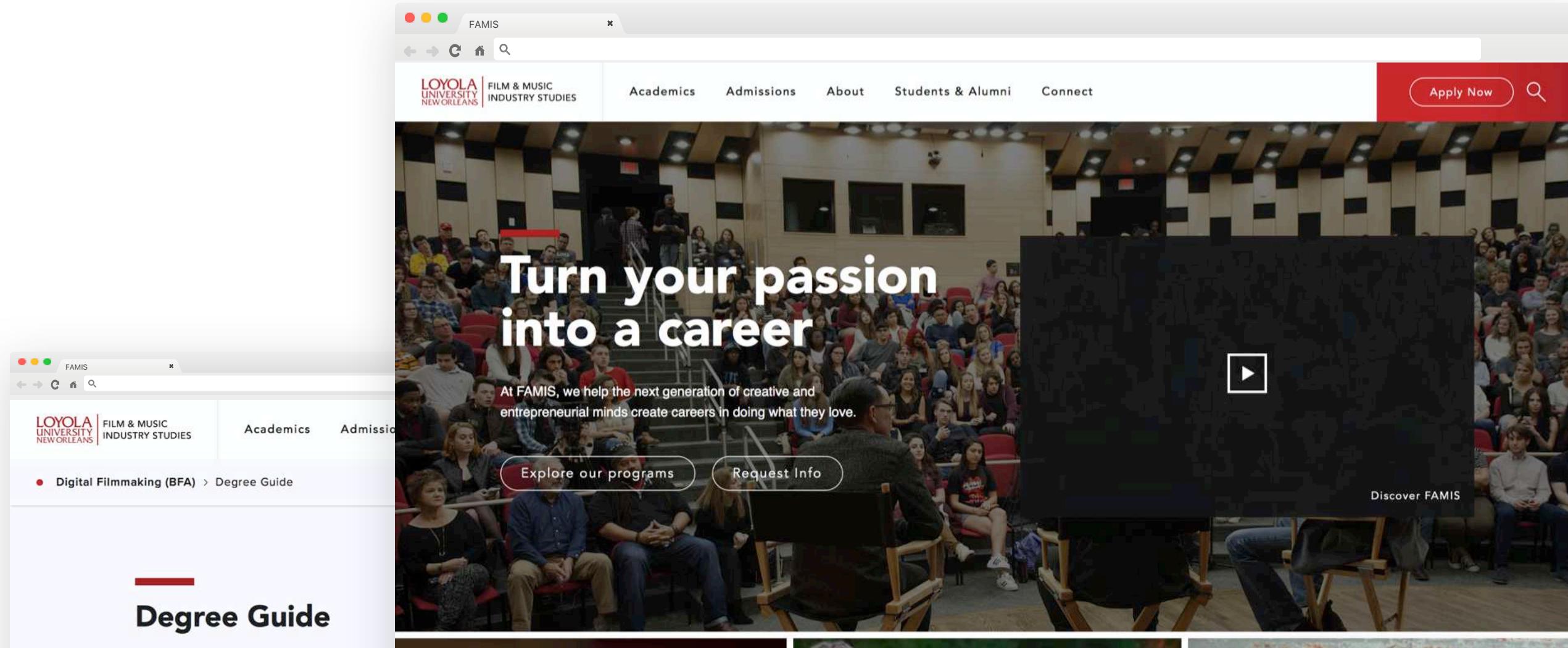
Credit Hours: 3

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Degree Guide

A look into your next four years.

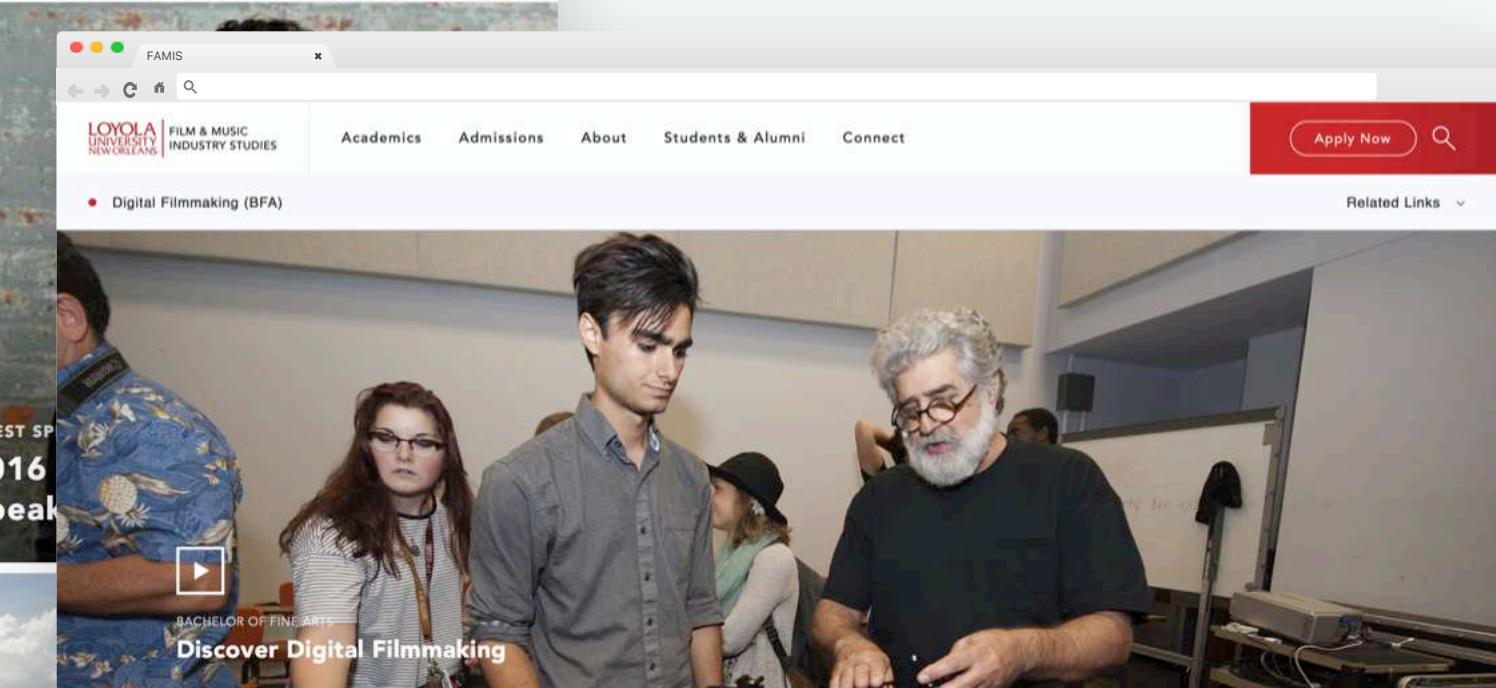
Freshman Year

- Fall
- 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