

## Sample #1: em•power

- Wrote copy for website, contributed content design: <https://empowerofyou.com/>
- Example of User research:

### Stage 1: Users, Motivations, and Goals

#### Sales Audience:

- Primary: HR Depts
- Secondary: Small business CEOs
- Tertiary: Startups

#### App Audience:

- Primary: Employees
- Secondary: Managers
- Tertiary: CEOs

**What message are we communicating?** That wellness is imperative in a business setting

**What does success mean for this project?** Employee participation and improved employee health

**How do we set realistic, measurable goals?** Track employee participation in relation to success in work

#### Who are we selling to?

User Profile: Head of HR



- Looking to improve employee satisfaction
- Looking to offer a unique program
- Looking for a way for managers to connect with employees

- Example of Flow for em•power app using Adobe XD

- Pre-launch App Link:

<https://xd.adobe.com/view/7ead3af6-b559-40ed-a399-3dfd321ebd60-2bfe/>

## Sample #2: High Fives Foundation

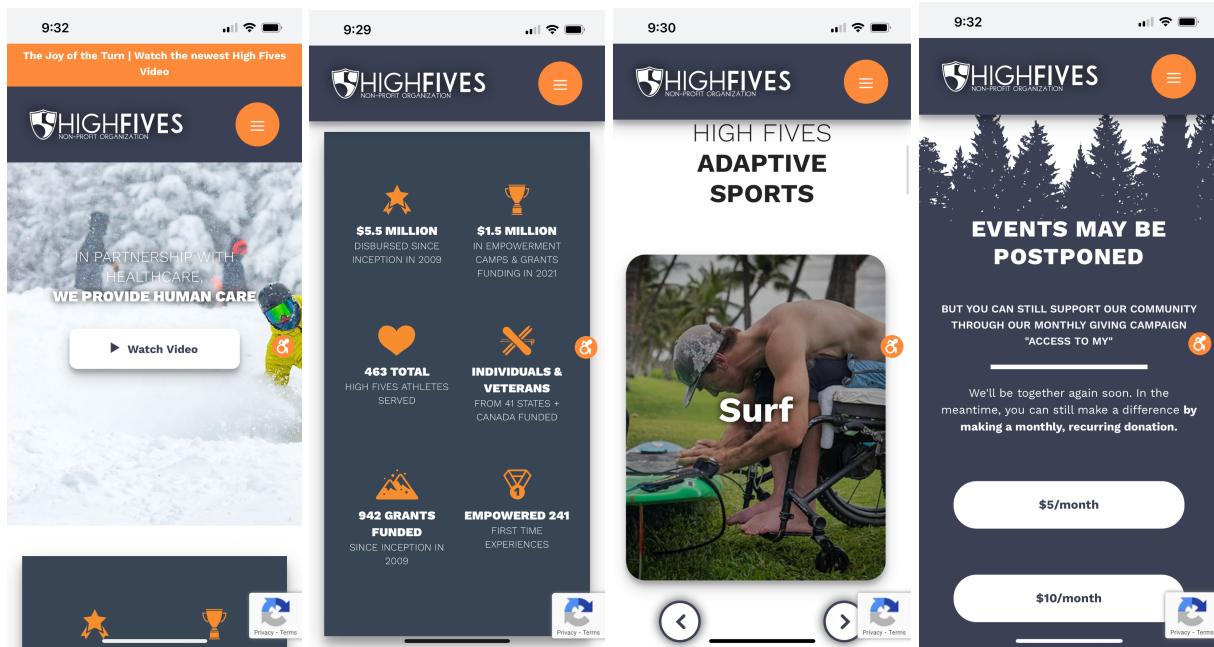
Wrote copy for website, contributed to content design: <https://highfivesfoundation.org/>

Campaign: <https://xd.adobe.com/view/5c7eb9a7-e166-4f46-beaf-d3d0621ec121-092d/>

Buttons:



Mobile:



## Sample #3: digiprint

Wrote copy for website: <https://digiprintcorporation.com/>

Tile Copy/Buttons:



Mobile:

Three screenshots of the digiprint mobile website. The first screenshot shows the home page with a large image of a falcon, the text 'The speed of color.', and the subtext 'We know you're busy, and sometimes need something created, printed, and mailed the very next day.' The second screenshot shows a service page for 'Ski Areas &amp; Recreation' with a 'WELCOME TO THE 2019/20 SEASON!' banner and a video player. The third screenshot shows a contact page with a large blue button labeled 'GET IN TOUCH'.

### Contact Us

Want to talk to with one of the experts? We look forward to hearing from you.



## Sample #4: Ember Defense

Wrote copy for website: <https://emberdefensellc.com/>

Monthly blogging: <https://emberdefensellc.com/news/>

PR work:

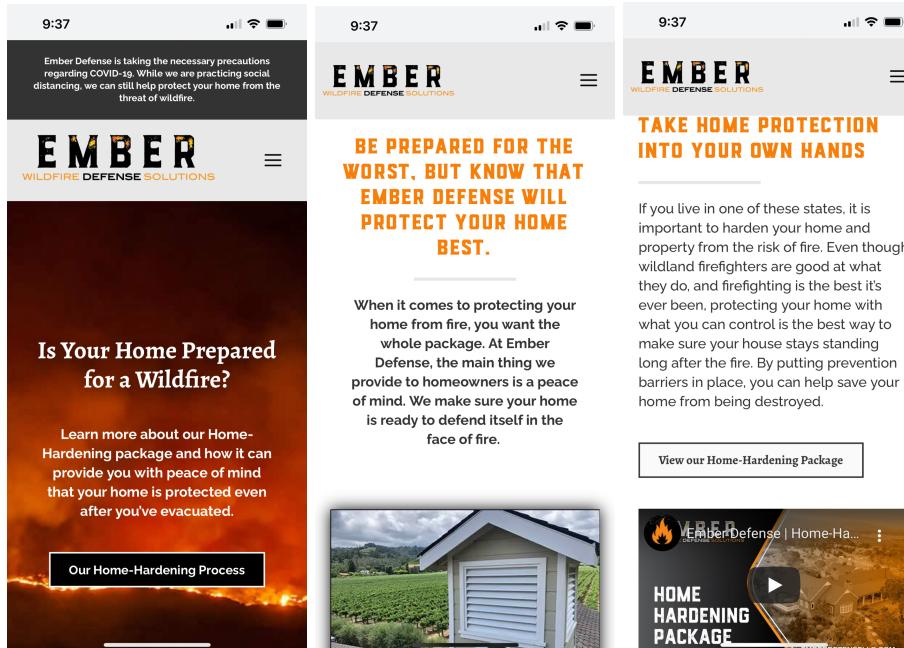
- <https://www.sfchronicle.com/bayarea/article/Bay-Area-fire-experts-key-in-on-huge-threat-to-15668541.php>
- [https://napavalleyregister.com/news/local/fire-season-napa-valleys-wineries-dig-their-heels-into-lowering-their-risk/article\\_6fb62207-f035-53cb-b38c-265f3f04ad82.html](https://napavalleyregister.com/news/local/fire-season-napa-valleys-wineries-dig-their-heels-into-lowering-their-risk/article_6fb62207-f035-53cb-b38c-265f3f04ad82.html)
- <https://www.dailyrepublic.com/all-dr-news/solano-news/fairfield/fairfield-company-working-to-protect-homes-businesses-from-fires/>

Brand Guidelines:

[https://docs.google.com/document/d/11aCJT0KSky\\_z44kFW9yYfFAH3z\\_4AFLXA3IWgyFAoTU/edit](https://docs.google.com/document/d/11aCJT0KSky_z44kFW9yYfFAH3z_4AFLXA3IWgyFAoTU/edit)

PPC landing page: <https://emberdefensellc.com/ppc-wildfire-home-hardening-services/>

Mobile:



## Homepage Redesign: (issues with UX)

The image shows a screenshot of the Ember website homepage, illustrating several user experience (UX) design issues. The layout is cluttered and lacks a clear visual hierarchy.

- Header:** The header is a large, dark, solid block that obscures the top portion of the page content.
- Left Sidebar:** A vertical sidebar on the left contains a large orange section with the heading "LIVING IN HIGH-RISK FIRE AREAS JUST GOT SAFER." Below this are three sections: "Home Hardening Works", "Insurance Benefits Are Coming", and "Communities Save Communities". Each section includes a small image and a "Get Started" button.
- Top Right Form:** A "Request an Evaluation" form is located in the top right corner, partially overlapping the main content area.
- Main Content Area:** The main content area features a large image of a wildfire with the text "IS YOUR HOME PREPARED FOR WILDFIRE?". Below this are sections for "ROOF AND ROOF EDGES", "VENTS", "WINDOWS, DOORS, AND DECKS", and "VIRGINIA, PENNSYLVANIA, AND MARYLAND".
- Center:** A central column contains sections for "WHY EMBER DEFENSE", "REQUEST AN ON-SITE EVALUATION OR FREE ESTIMATE", and "FEATURED SERVICES".
- Bottom:** The bottom section includes a "MEET ERNIE THE EVIL EMBER" section with a cartoon character and a list of ember behaviors, and a "FEATURED SHOP PRODUCTS" section with a grid of product images.
- Right Sidebar:** A sidebar on the right side contains sections for "VULCAN VENTS", "GUTTER GUARDS", and "GUTTER GUARDS".
- Bottom Right:** A "HOME HARDENING: GUTTER GUARDS" section with an image of a house and a "GET STARTED" button.