

## Clearly Clouds

Exploration designs for a new mobile app concept that would allow users to post and share photographs of clouds. The overall goal was to easily allow the user to post, share and view others cloud images within the app. Other functionality within the app is the ability to like, favorite, comment and share other app members posts as well as post, edit, as well as add descriptions, locations, post privacy settings and categorize their own posts. The client wanted an app that would be designed in a way to allow for multiple apps to be created for other subject matter within the same experience.



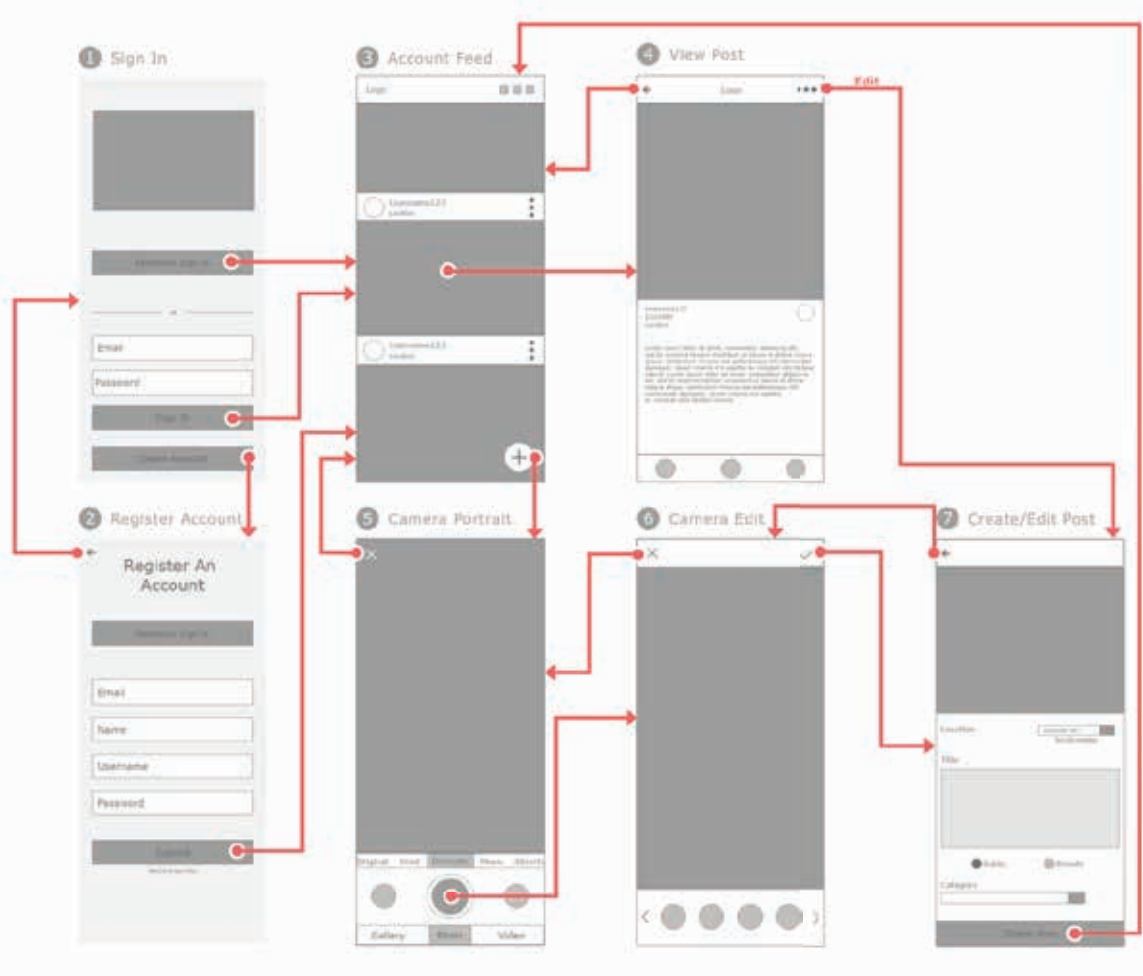
Initial logo design exploration to include a simple mark that visually communicates the apps name and purpose and would be easily rebranded with a consistent look and feel of the other apps that would be added later.

### Key Skills

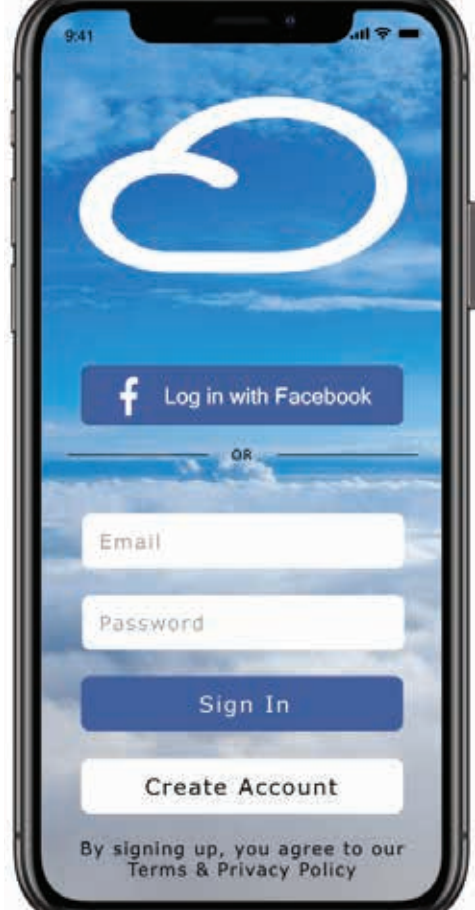
- User Flows
- Site Mapping
- Information Architecture
- Wireframes
- Interaction Design
- Annotations

### Software/Tools

- Sketch
- Adobe XD
- Photoshop



**Clearly Clouds User Flow:** User flow exploration from entry point through key steps to document the user experience of the mobile app. The design includes native design camera screens showing user functionality in camera.

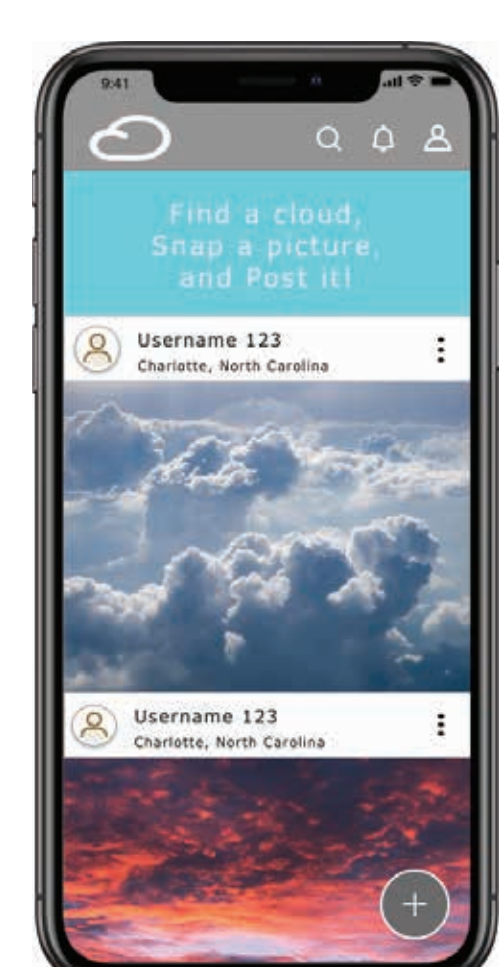


## Sign In

Landing screen pre-login for App. Allows the user to Sign in using email and password used to register account, or user can click link to login account with Facebook or the user can click/tap on the Create Account CTA to register for an account.

## Register An Account

This screen allows a new user to register for an account. The user will need to provide the following required information to register. This form requires an Email address, full name, a username and a password. The user can also view the Terms and Conditions for the Cloud App and a primary CTA "Sign Up" checks the user's information before completion of the registration process.

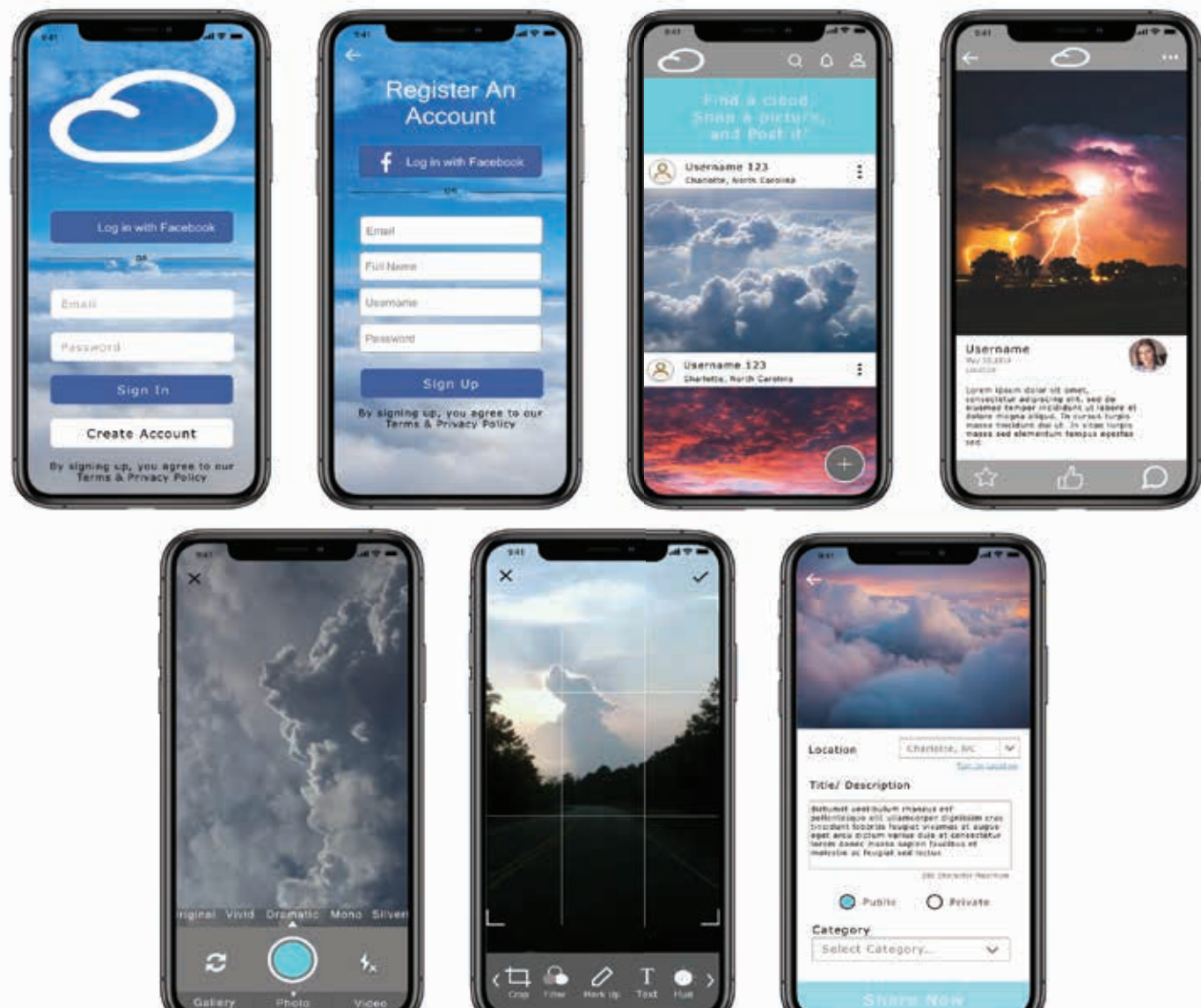
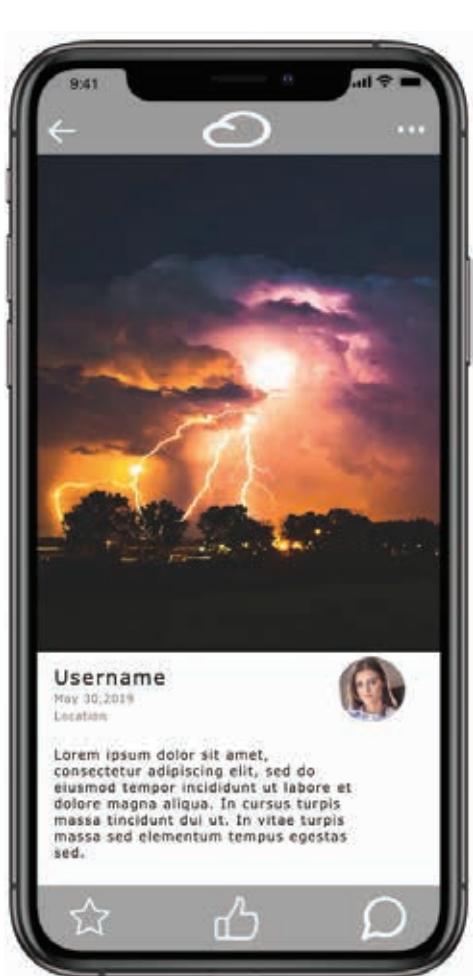


## Account Feed

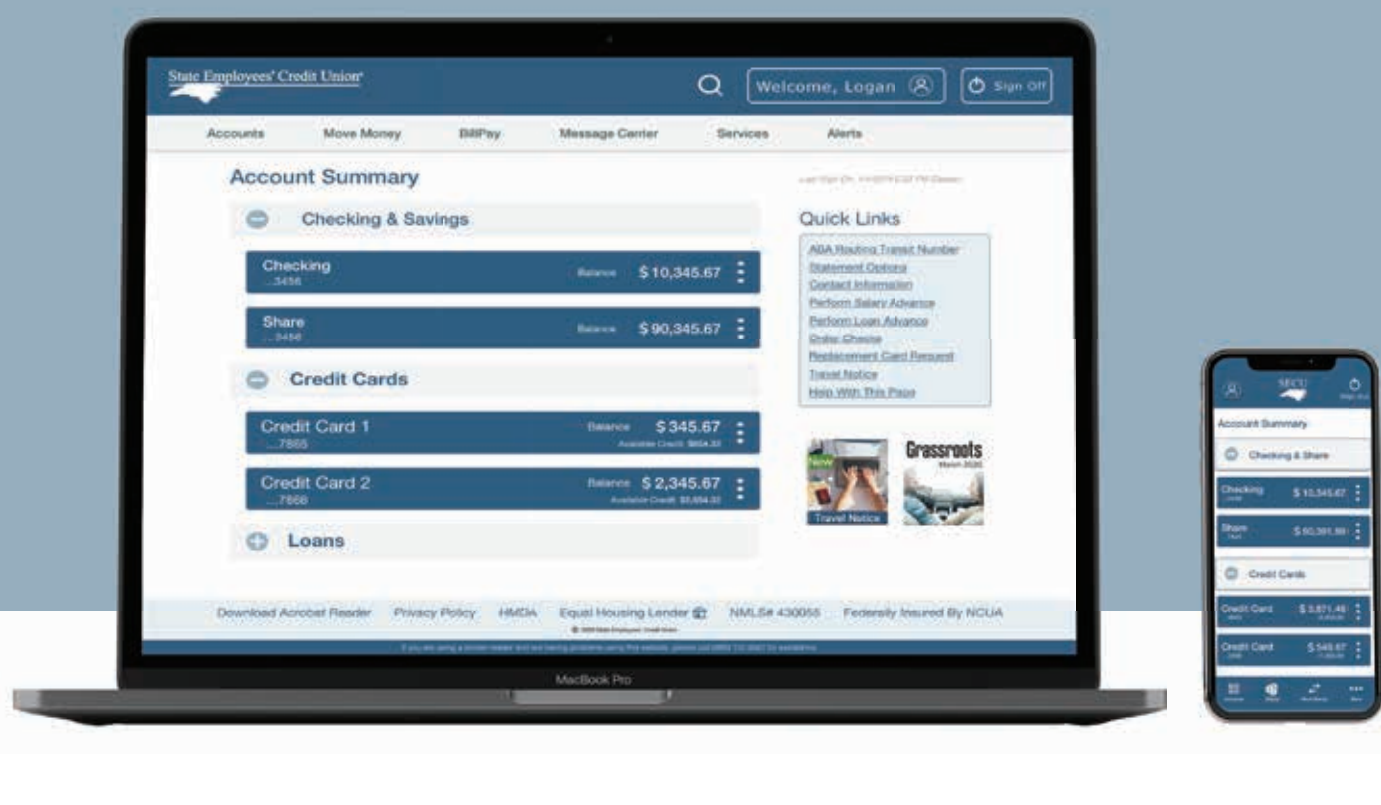
The Clearly Clouds home screen shows public posts or the user's followers posts of their cloud pictures, with the a Profile image, Username and location of Photo that was posted. The user can tap on the image for a full post or tap on User profile pic for a list of all of their images.

## View Post

The user can view a post which includes the image, description, location and date of photo taken. Other functionality such as Favorite, Like or comment on the post with the task bar at the bottom of the screen or the user can Report, Share, Unfollow or Mute.



**Clearly Clouds App Design:** A view of the primary screens that showcase a clean, modern, and intuitive design that allows the user to view, share, and edit their posts easily without the clutter and complexity that other social media apps create. The applications architecture and design is easily adaptable for the company to expand development into creating several other products in the future.



## State Employees' Credit Union

As a customer of SECU I wanted to explore a modernization and redesign of the online banking site (Secure session). At the beginning of the project I developed a survey and sent to a few customers who use SECU for online banking and gathered their input. Then completed a competitive research analysis among other online banking experiences and studying the site design, navigation and home screen between Mobile and Desktop. Goals of the design were to be responsive, modern and consistent across all devices.

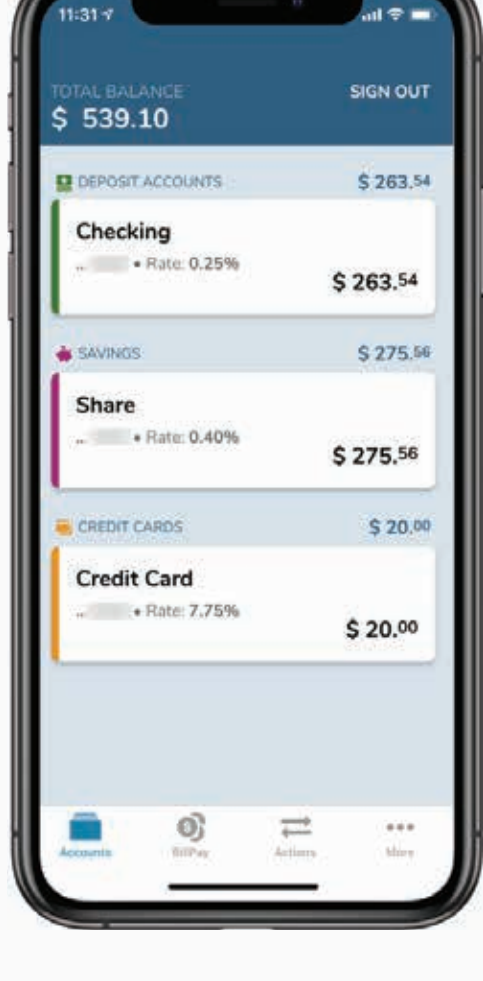
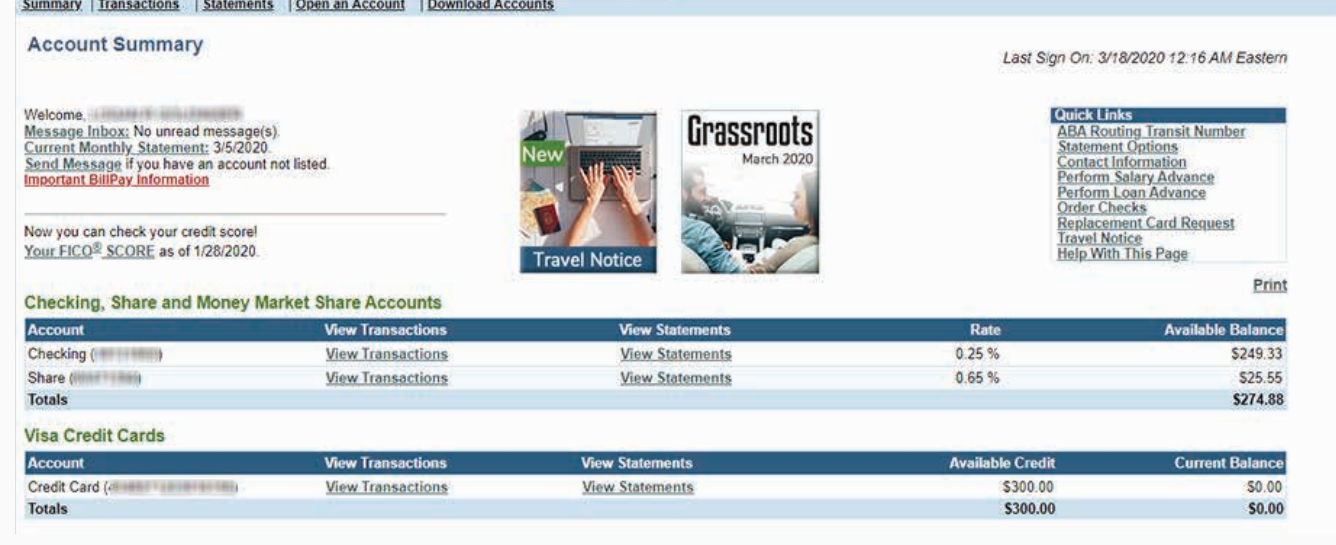
### Key Skills:

- User Flowing
- Site Mapping
- Information Architecture
- Wireframes
- Interaction Design
- Annotations

### Software/Tools:

- Sketch
- Adobe XD
- Photoshop

## SECU Current Online Experience



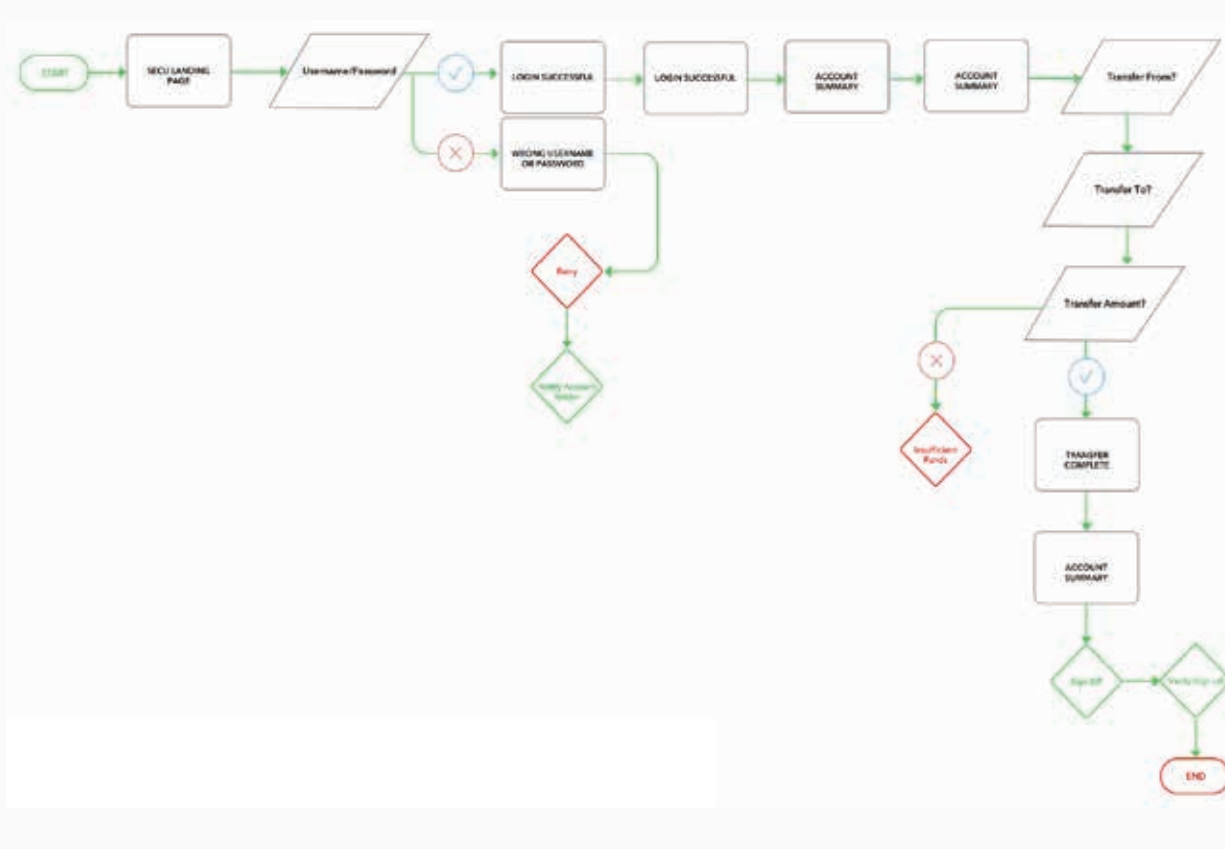
The current SECU online banking home screen is an inconsistent experience between mobile and desktop. The desktop experience lacks a modern design and provides a poor experience when you compare to other online banking competitors. Mobile has an updated design but there are some opportunities to enhance the user experience.

## Site Map- SECU Log Out Vs. Log In

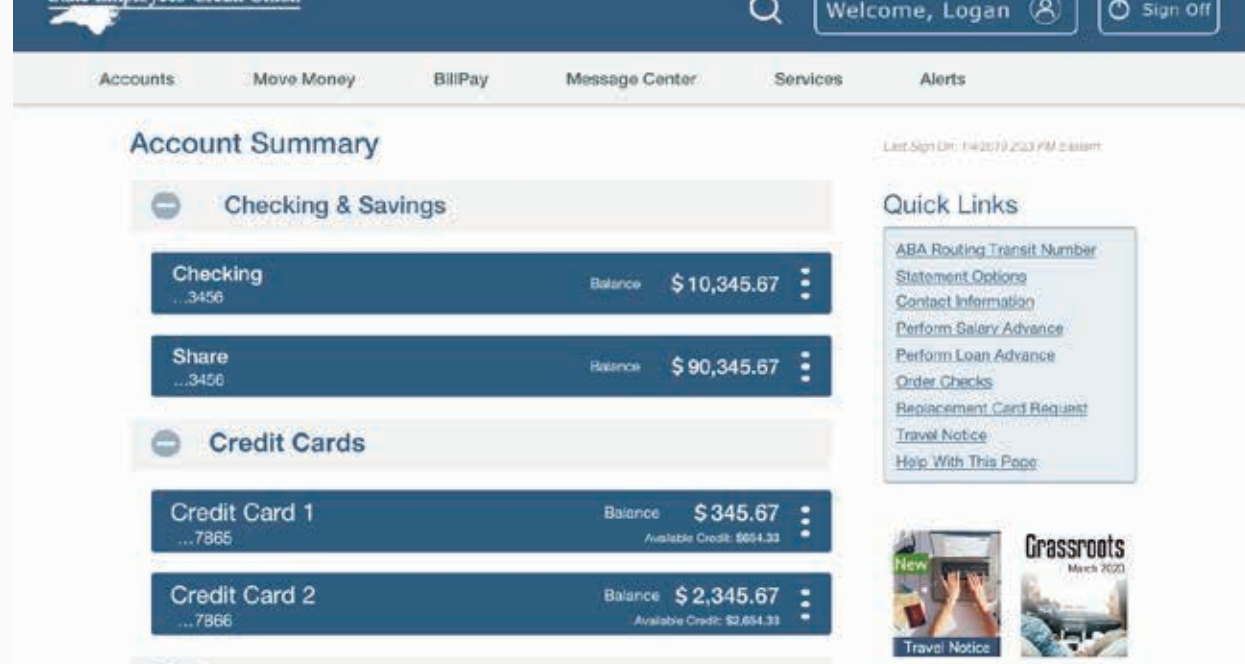


**Site map:** The current SECU navigation and informational architecture showing a clear hierarchy and an opportunity to improve by combining several content pieces in order to simplify the overall navigation.

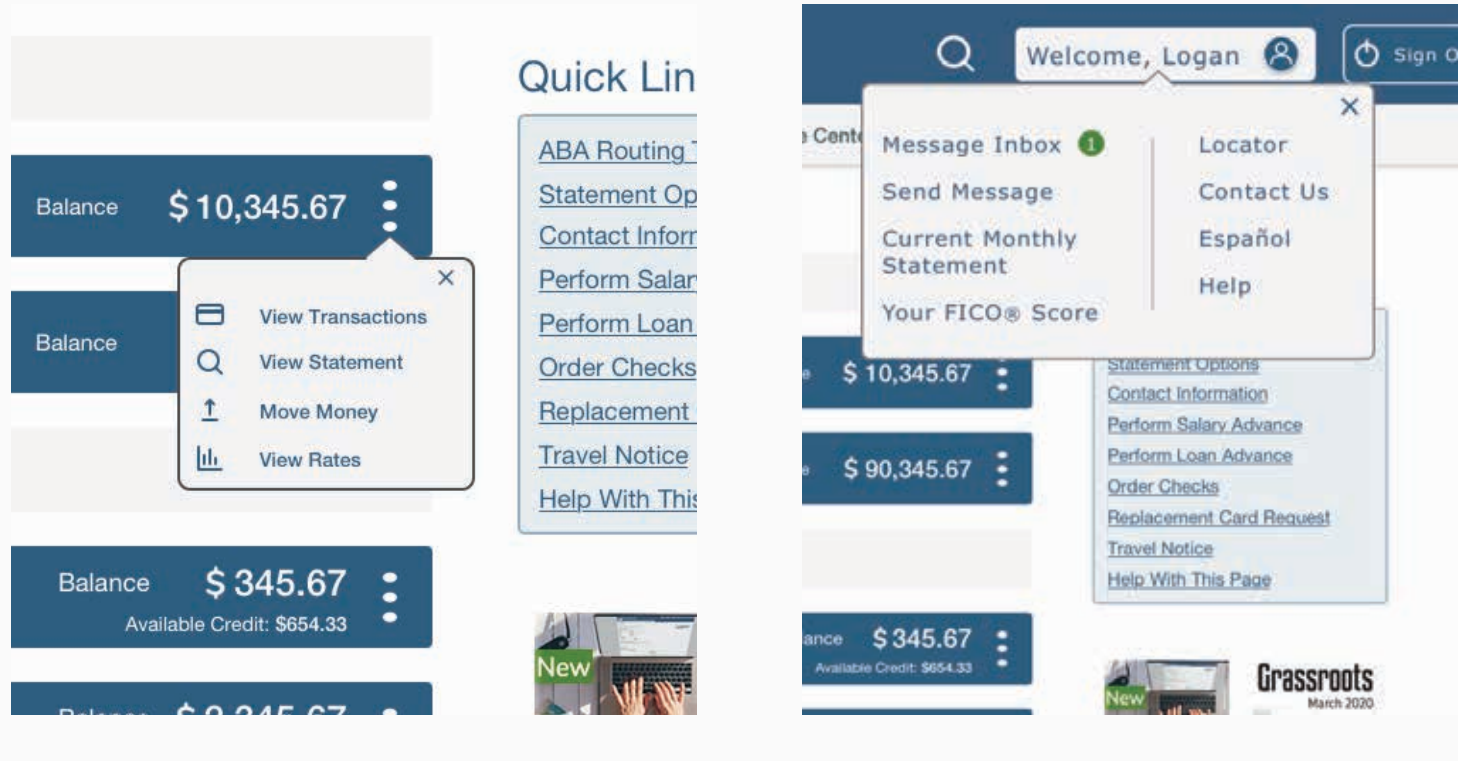
## User Flow- SECU Move Money



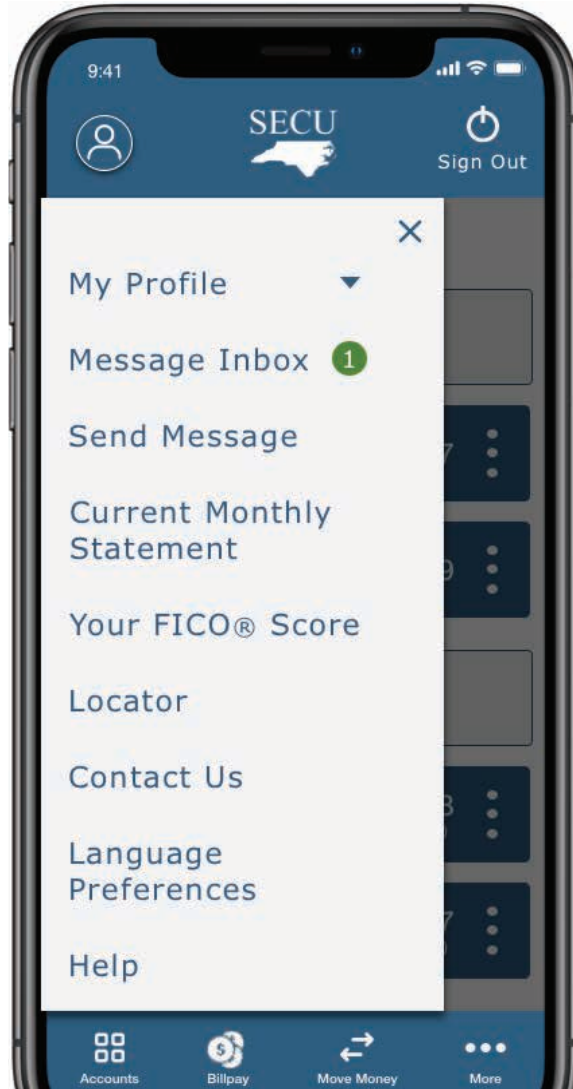
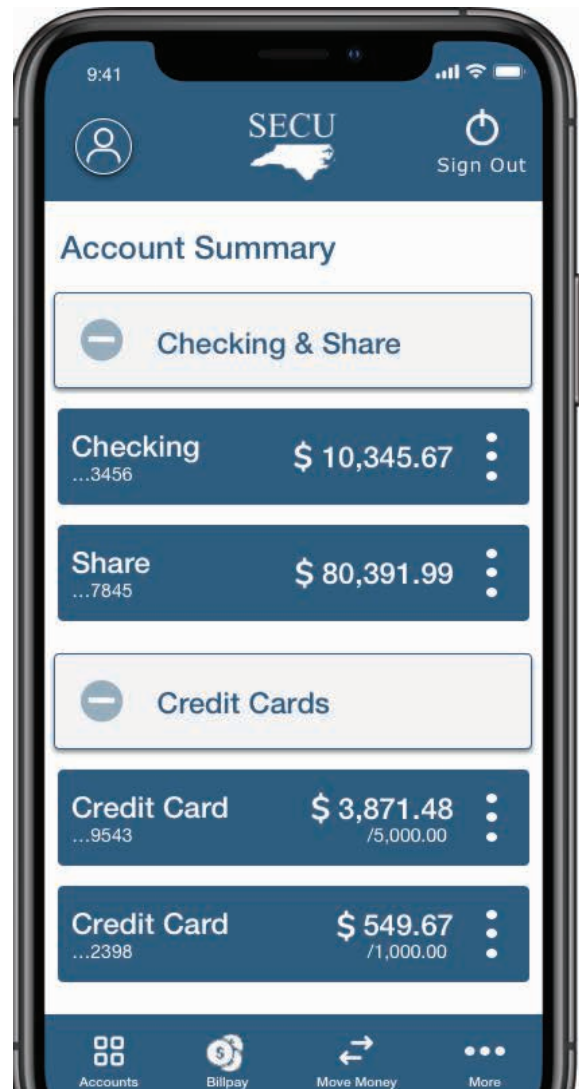
**Current User Flow:** Showing the complete path a user has to take in order to complete a move money task and working on improving pain points in the redesign.



**Redesign of SECU Desktop Experience:** Using a modernized, clean and simple design, with a new masthead, navigation and expand collapse sections for accounts. A new hot task menu brings more functionality to the home screen. Improving much of what the users want to see on the landing screen.

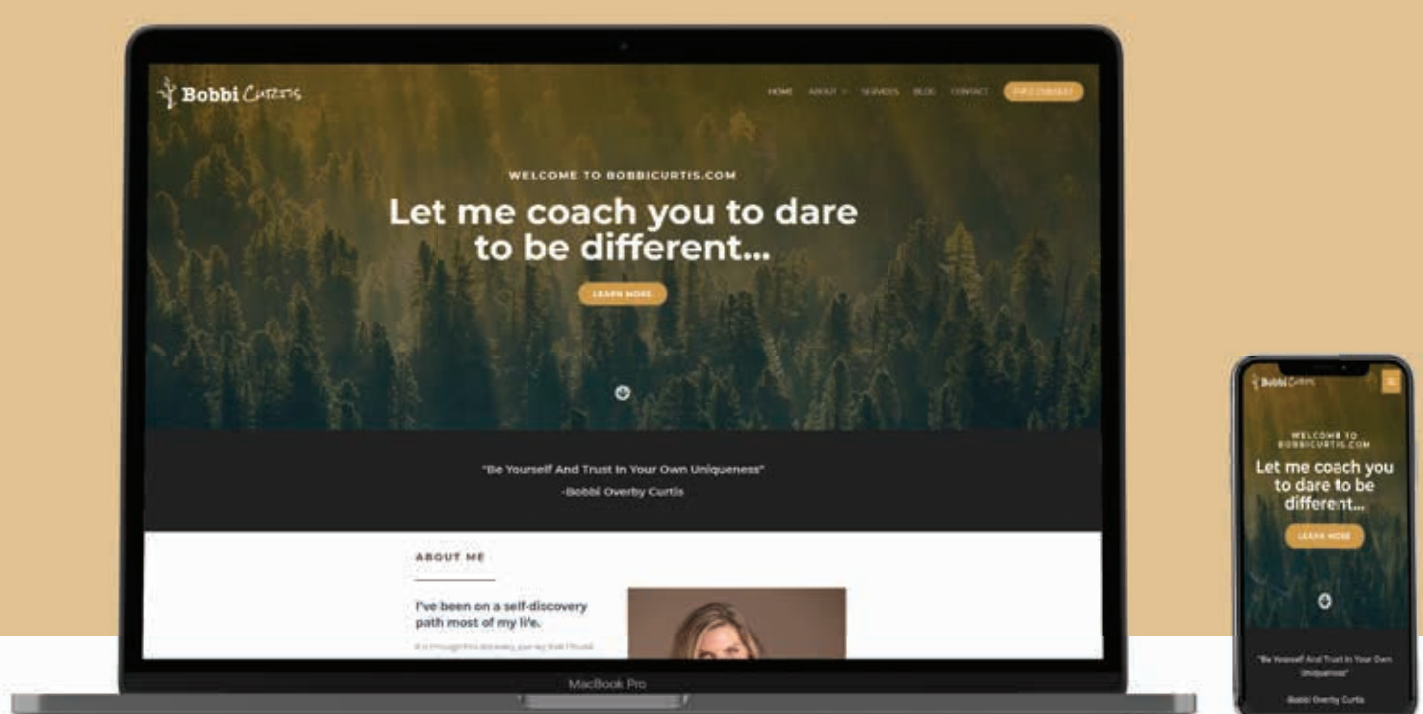


**SECU Hot tasks:** An updated menu system provides quick access, additional features and functionality. Using iconography for hot tasks adds interest and identification of tasks.



The mobile redesign was completed first and desktop experience is fully responsive. I made adjustments to the masthead and footer. Keeping the bottom global navigation as it is a more common and modern placement for navigation.

User menu is specific for the tasks and screens that are customer specific. Messages, Profile, FICO score and more.



## BobbiCurtis.com

**Client:** Bobbi Overby-Curtis:  
Lifecoach

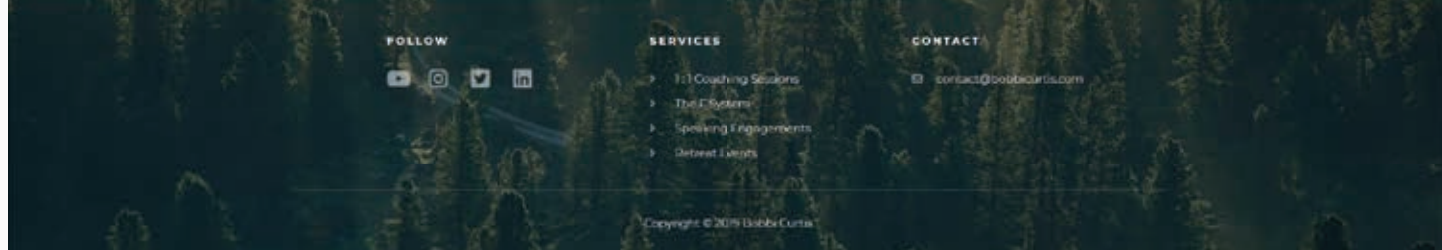
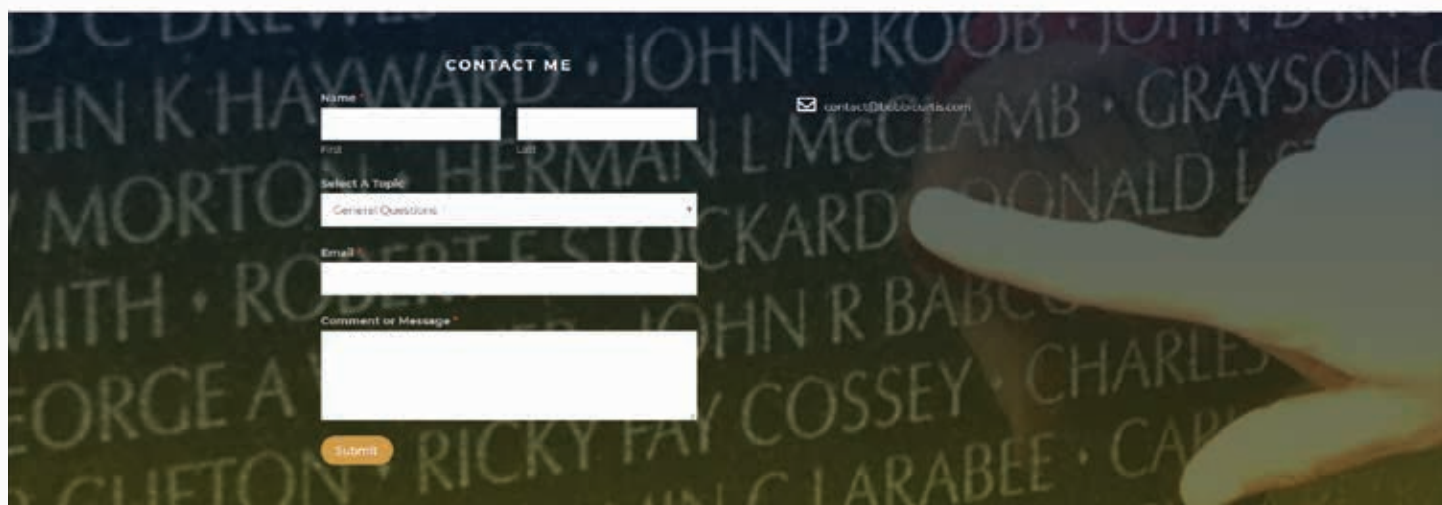
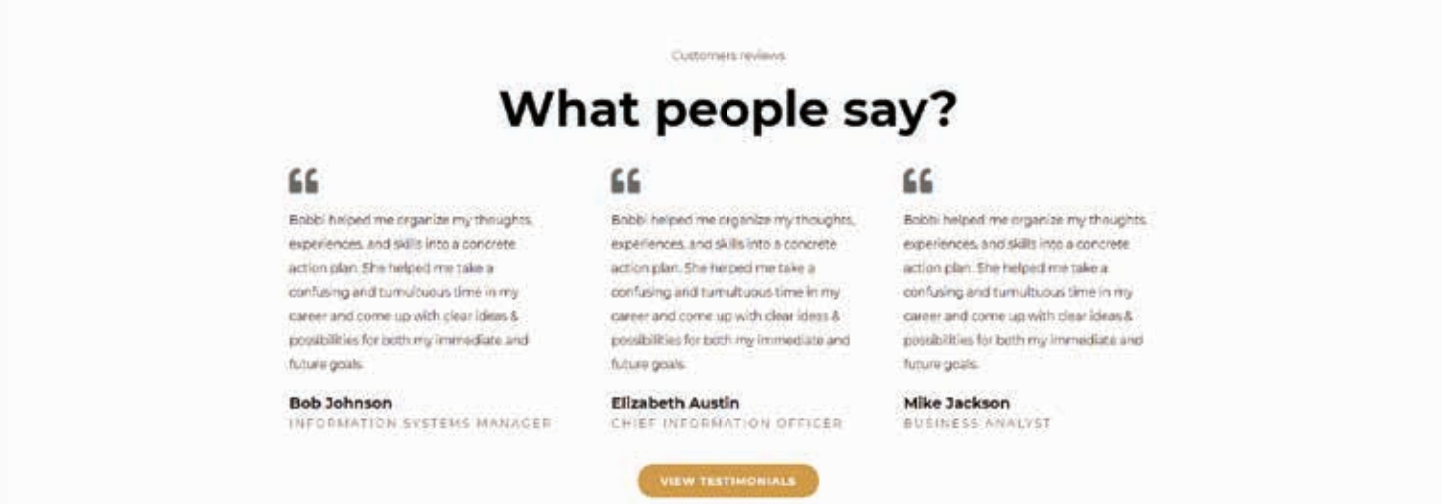
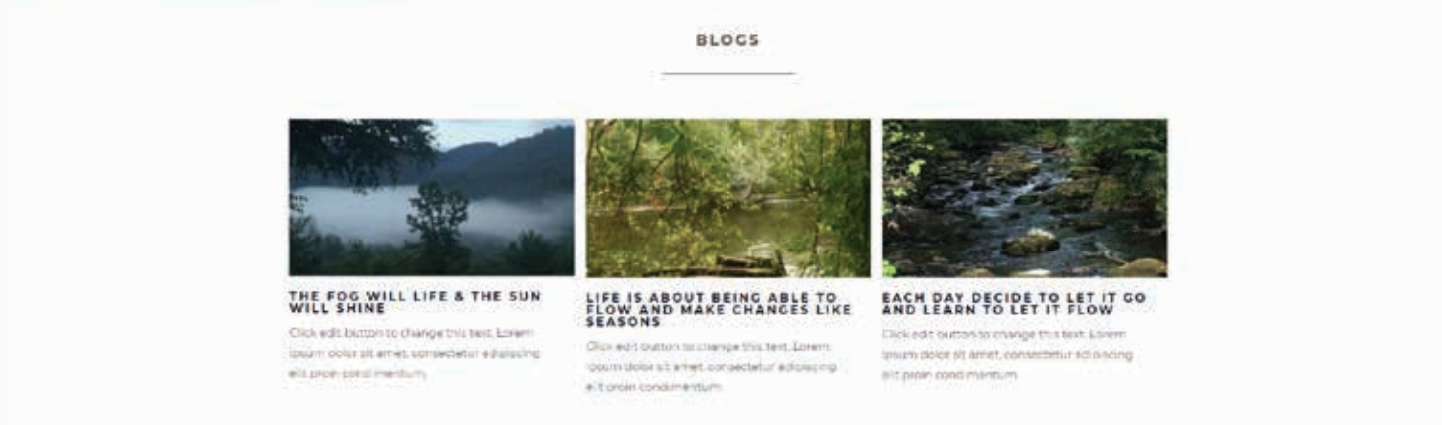
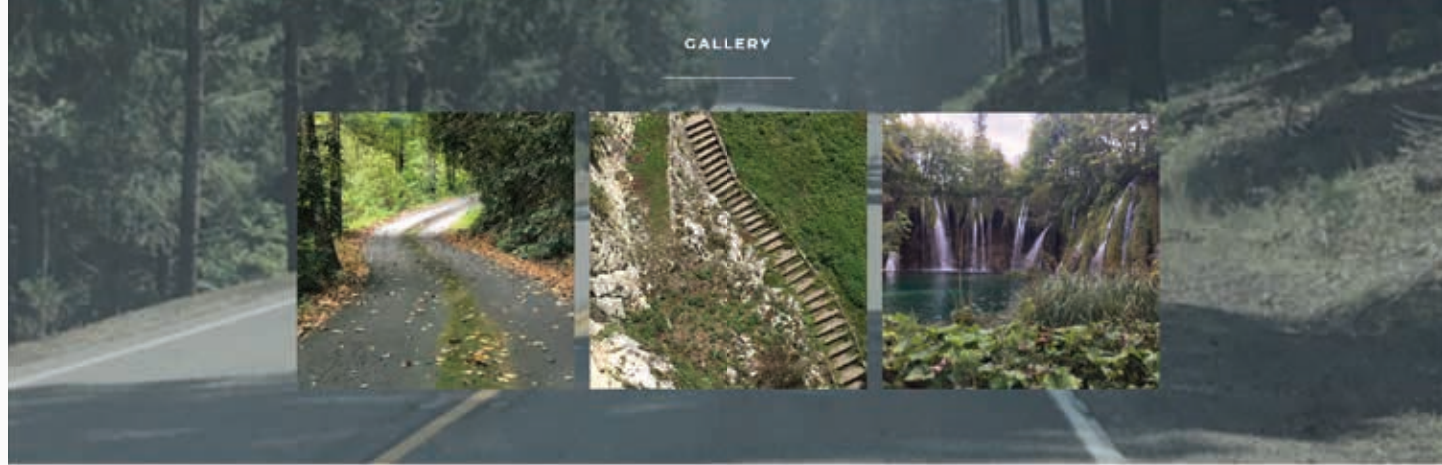
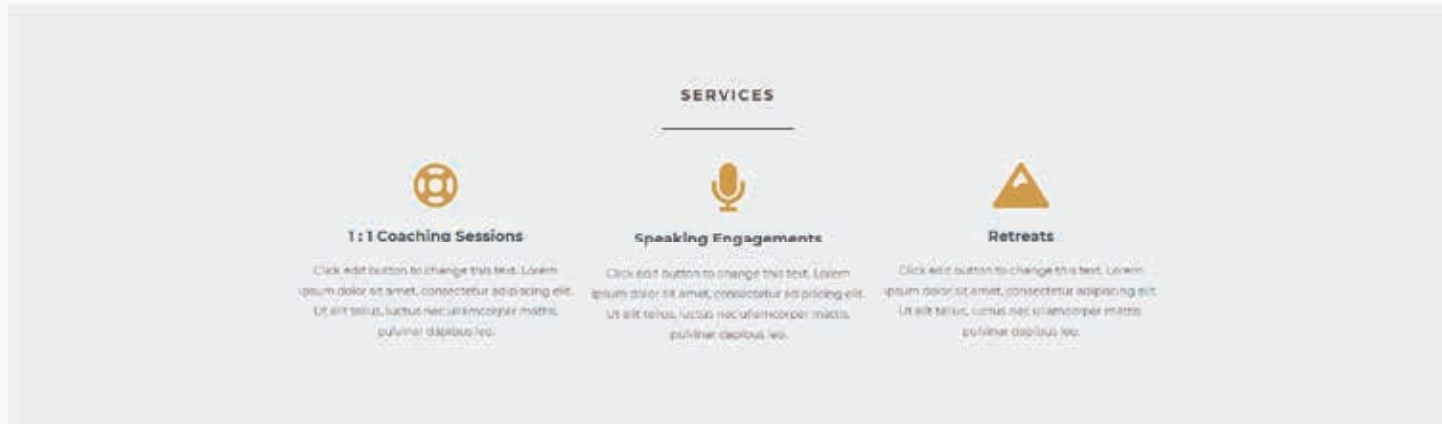
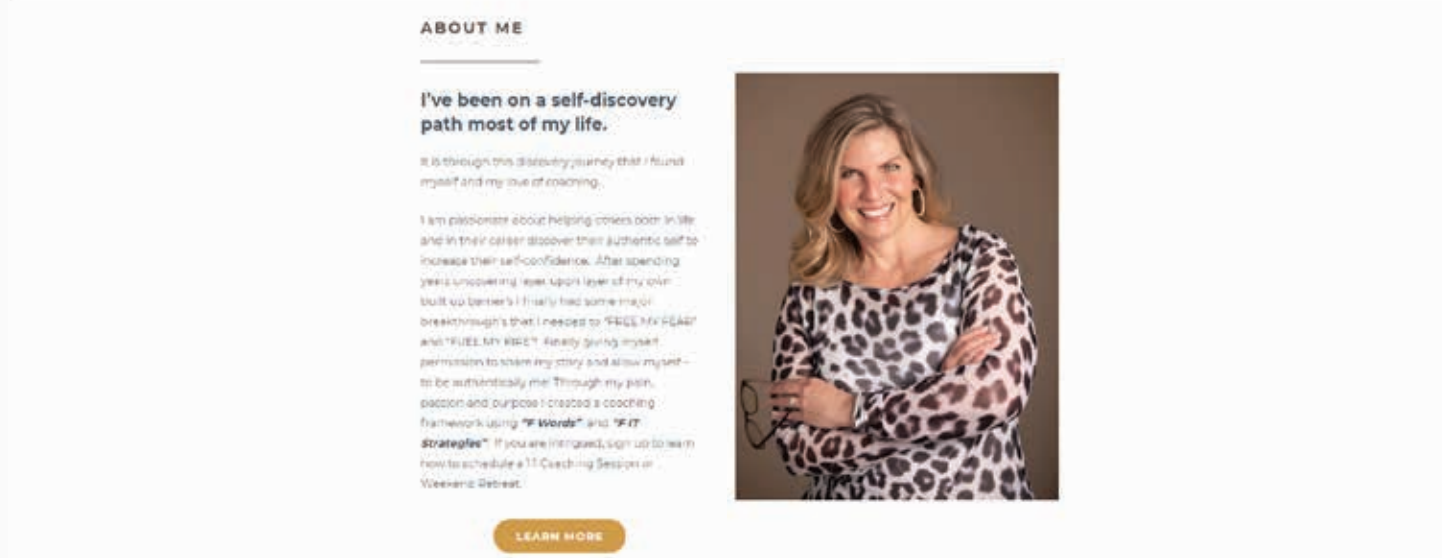
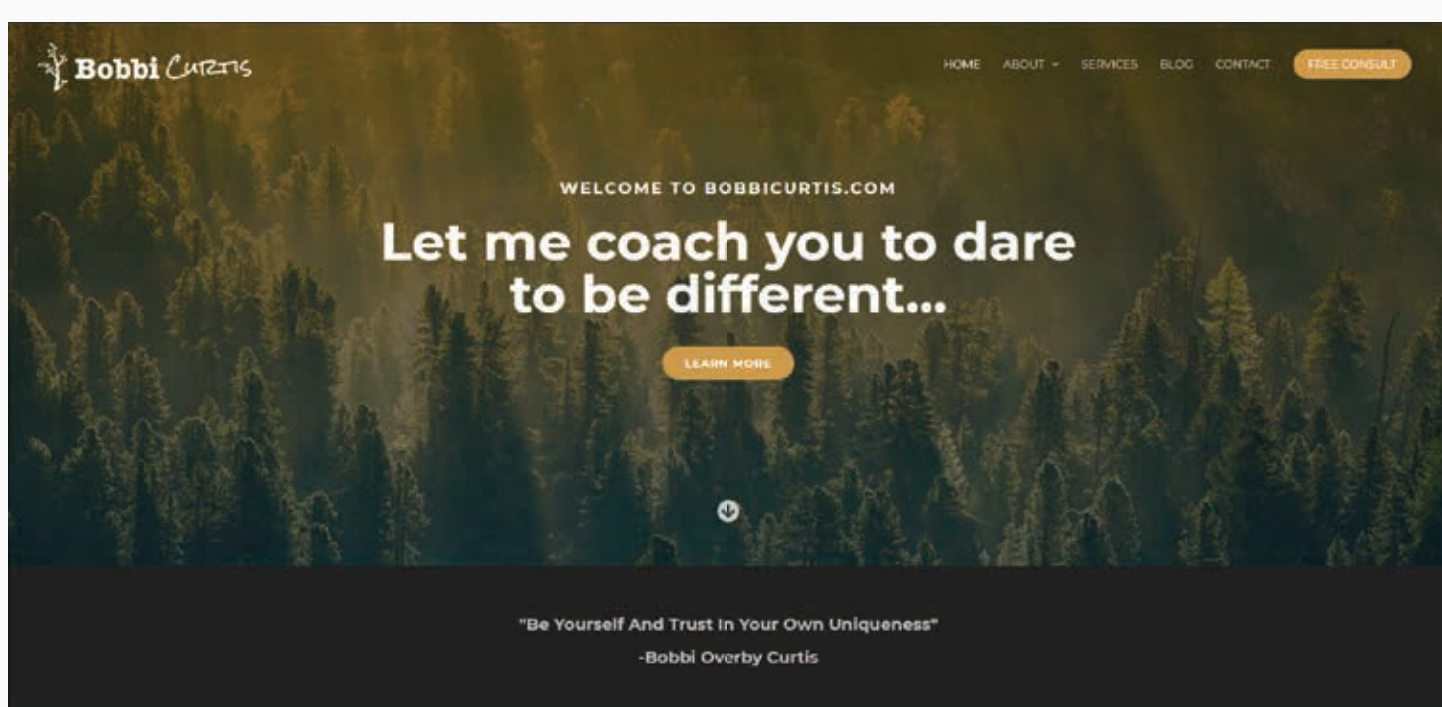
**Purpose:**  
To provide an online presence including website design and branding for BobbiCurtis.com. The site would provide details, services and contact information online as well as a calendar for new and existing users to schedule personal coaching appointments.

## Key Skills:

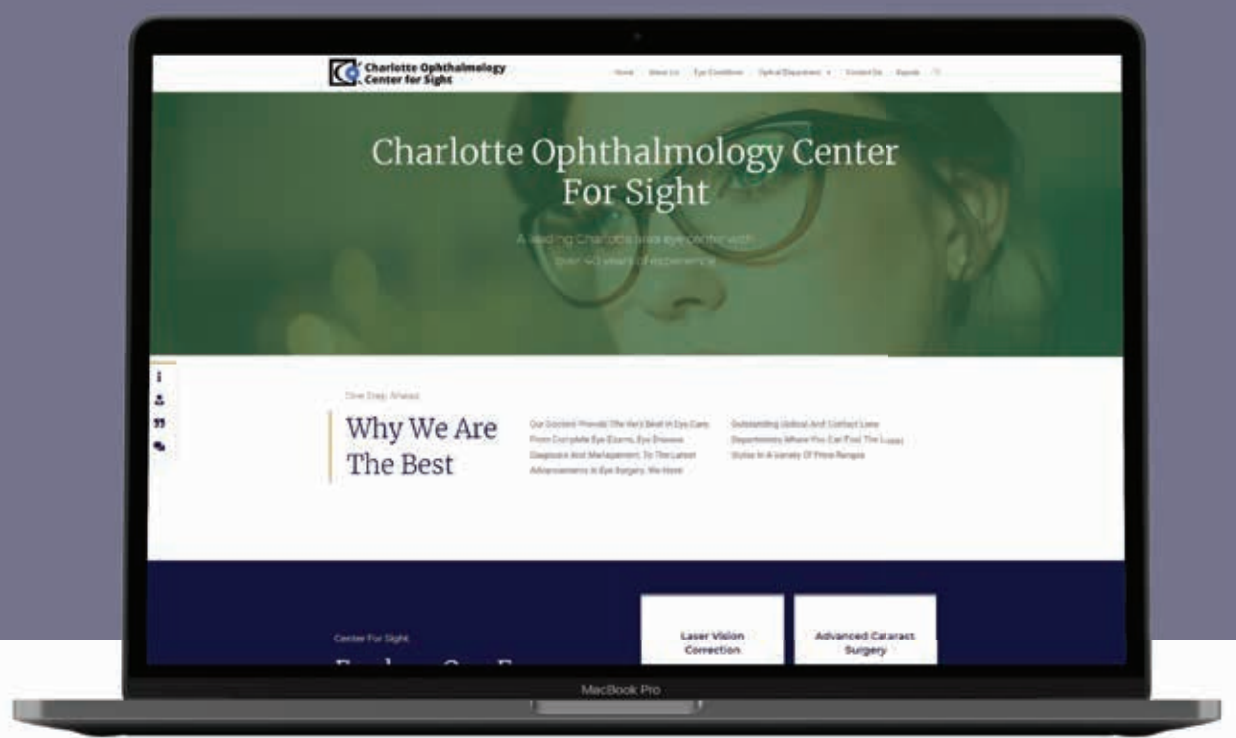
- HTML
- CSS
- Web Design
- Branding
- Logo Design

## Tools:

- Photoshop
- Dreamweaver
- Wordpress
- Elementor



**BobbiCurtis.com Site:** This one page website for bobbicurtis.com that showcases a clean design with branding, color and logo treatment. The colors, imagery and logo provide a personal brand for Bobbi Curtis and gives a nice feel for her Life Coaching business needs.



## EyesOnCharlotte.com

**Client:** Brandon & Daniela Whiteside: Ophthalmologists

### Purpose:

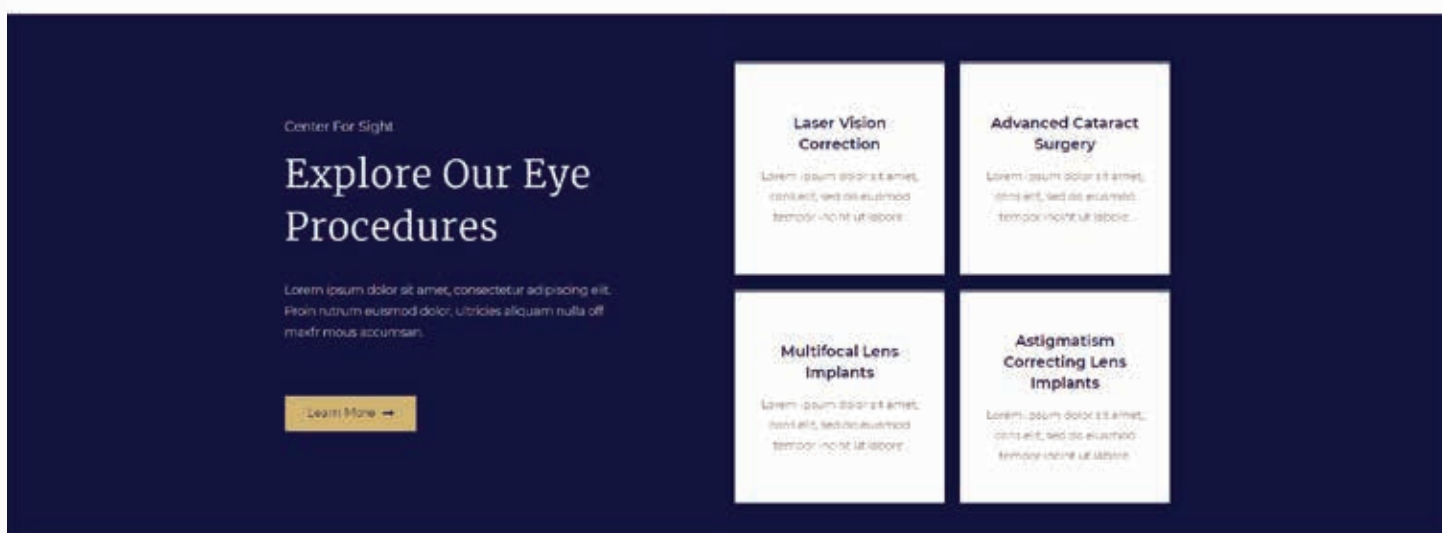
Provide a redesign and rebranding of EyesOnCharlotte.com with a fresh new website design update including links to products and services. Future work would include an online store to provide sales of contacts, glasses and other products.

### Key Skills:

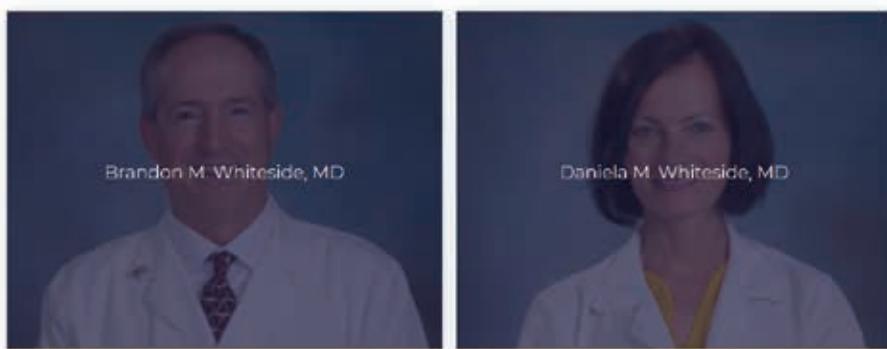
- HTML
- CSS
- Web Design
- Branding
- Logo Design

### Tools:

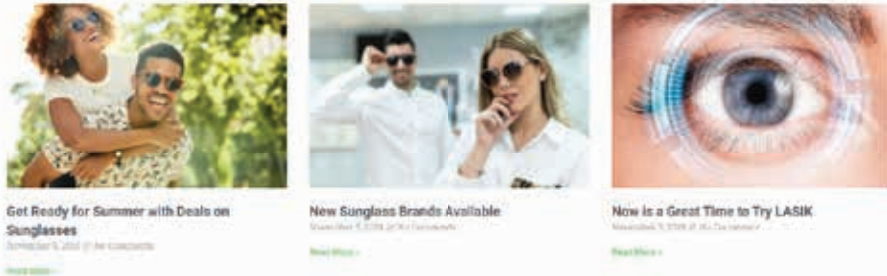
- Photoshop
- Wordpress
- Elementor



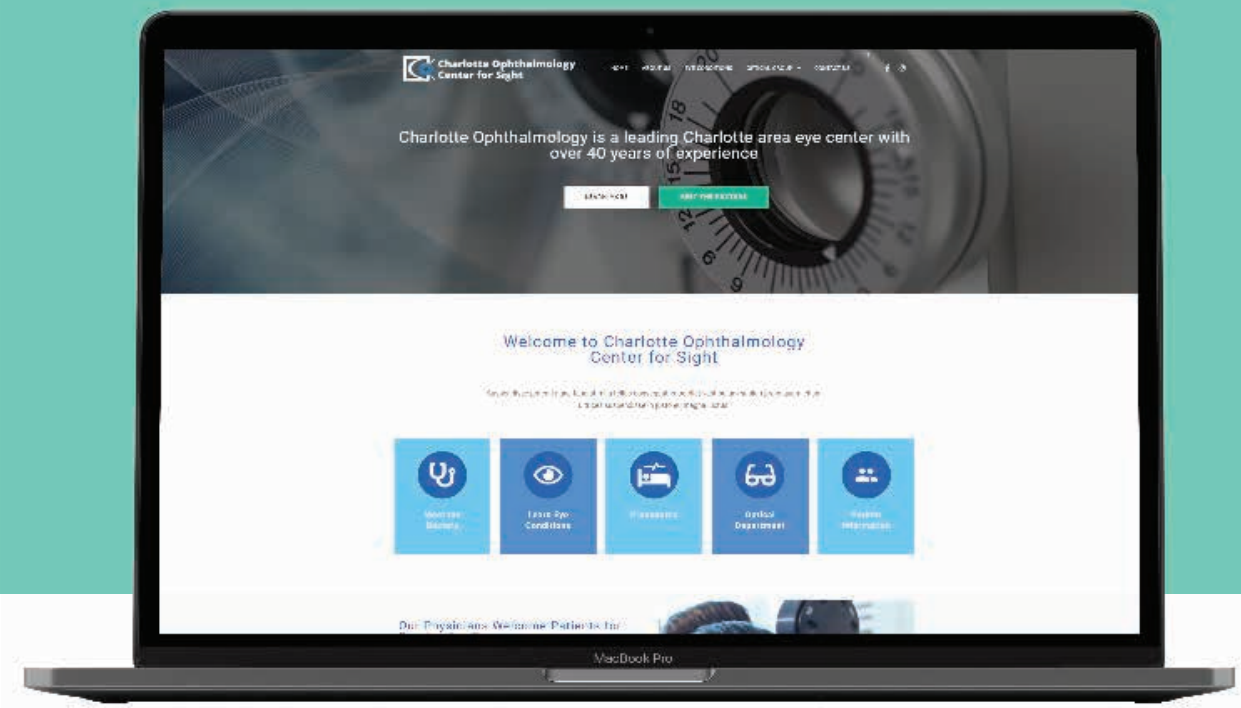
## Meet The Doctors



## Our Latest Insights

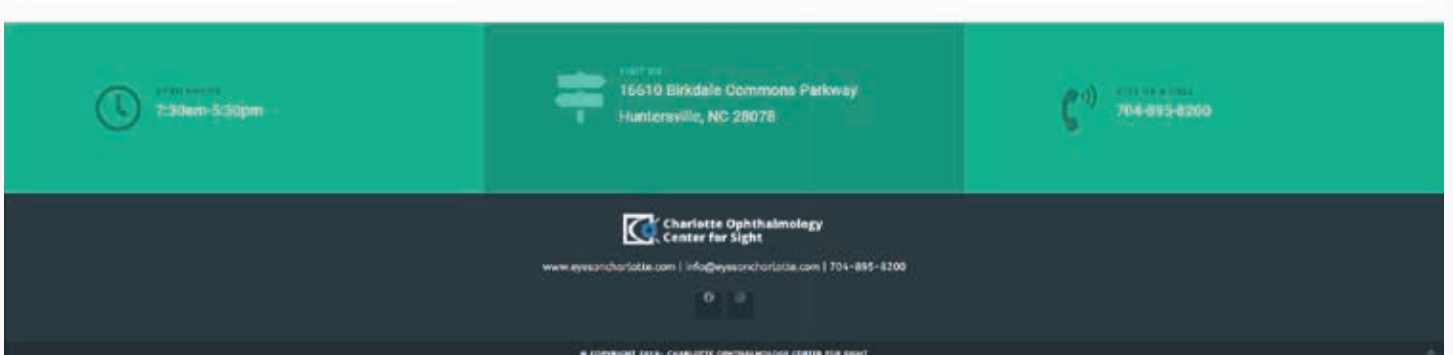
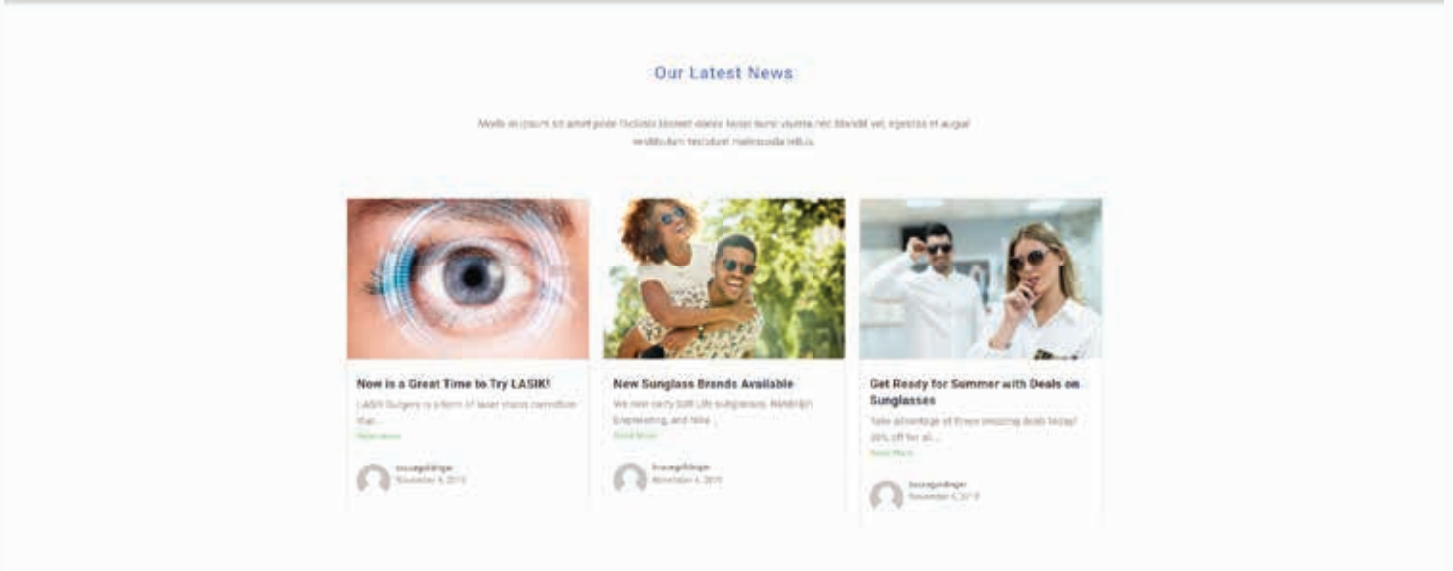
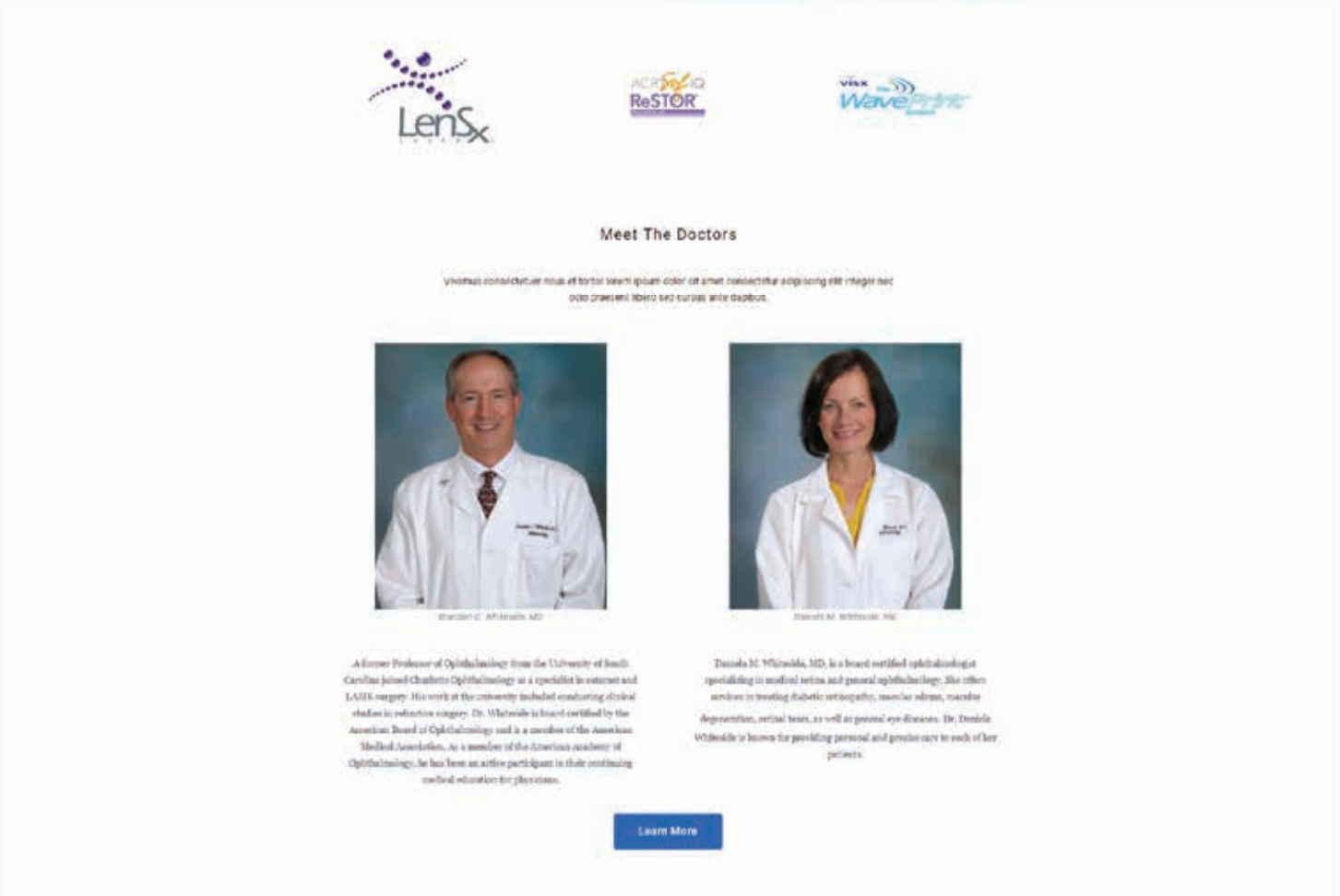
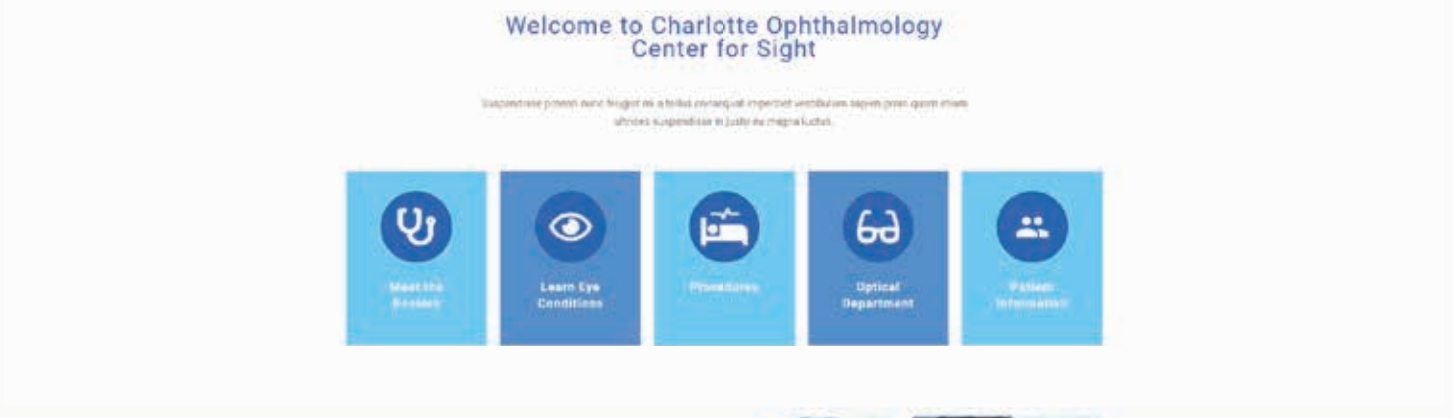
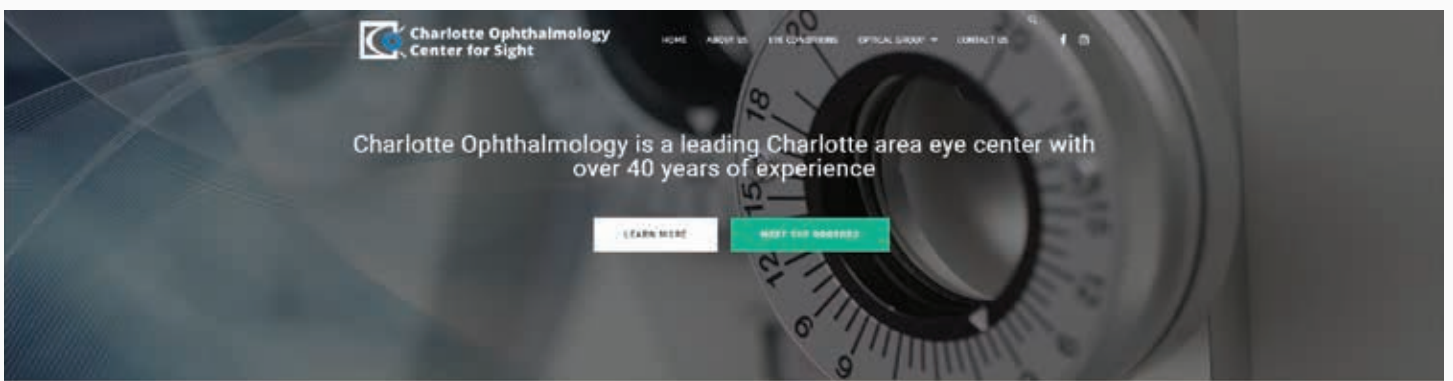


Website Design Option 1

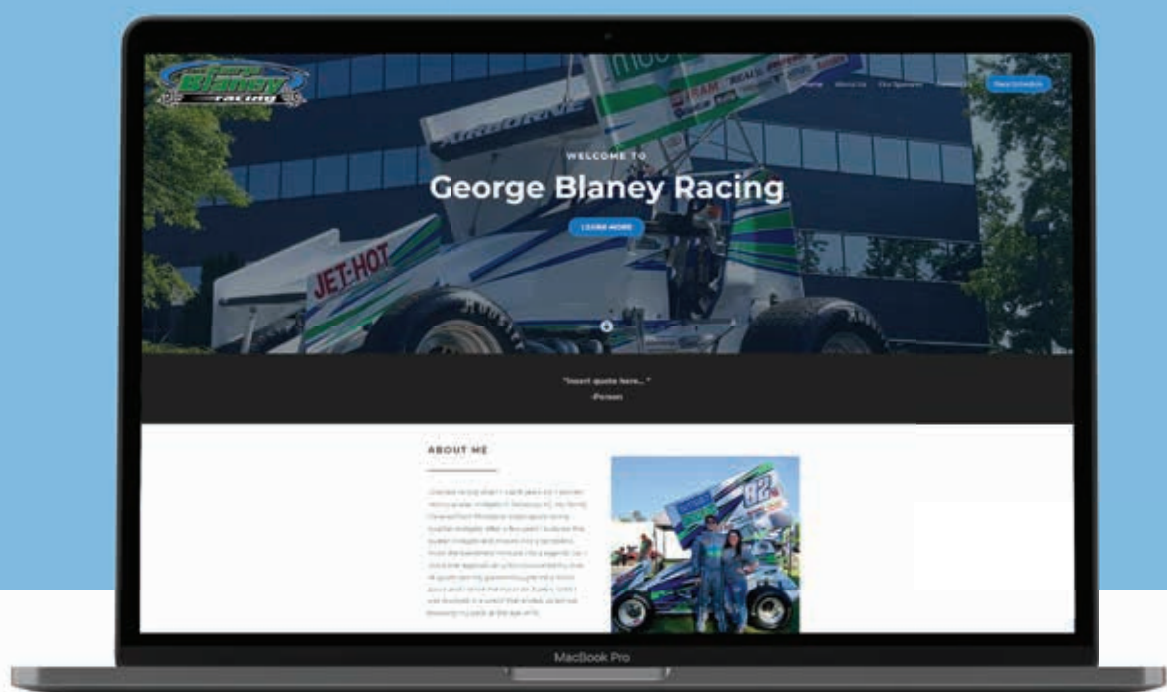


## EyesOnCharlotte.com

Website Design Option 2



**Eyes on Charlotte Website Redesign:** This design provides a professional look and feel as well as an updated brand for the company. The site is a clean and modern presence that can be easily edited and modified by the client for the sites future needs. This is a work in progress with future explorations in logo redesign.



## GeorgeBlaneyRacing.com

**Client:** George Blaney: Driver

### Purpose:

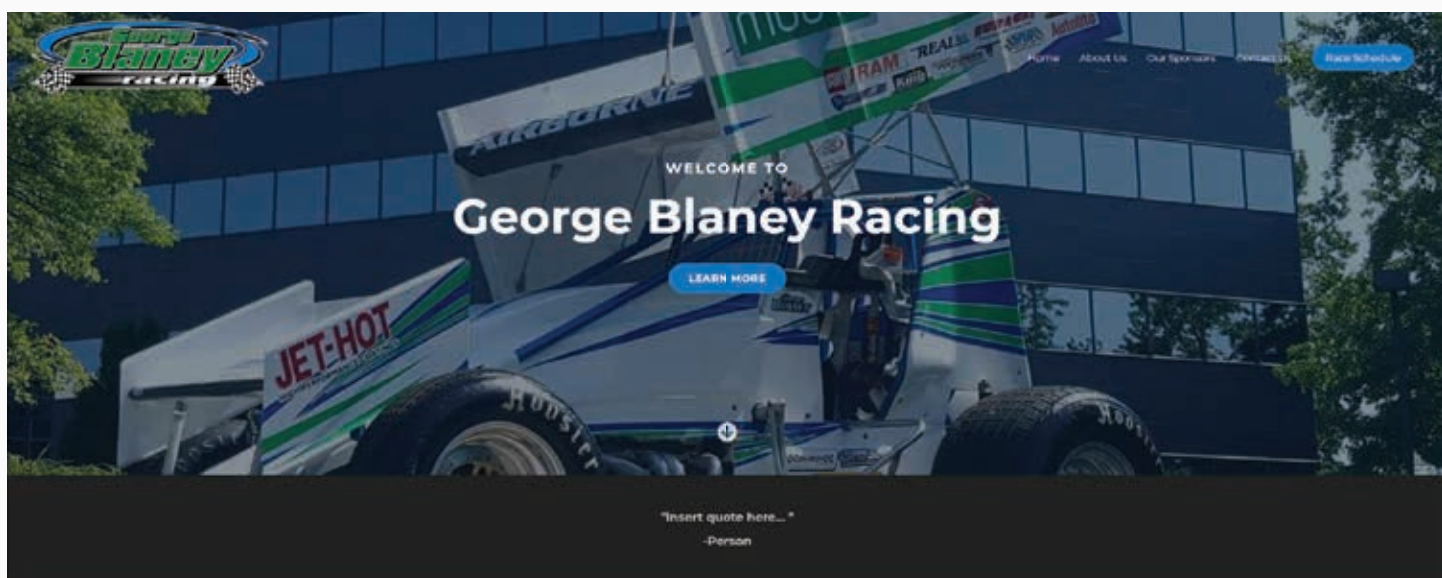
To provide an online web presence for the George Blaney Race Team and provide opportunities for fans to follow and communicate on social media, providing current sponsors high visibility as well as drawing potential new sponsorships and promoting the race team.

### Key Skills:

- HTML
- CSS
- Web Design
- Branding

### Tools:

- Photoshop
- Wordpress
- Elementor



#### ABOUT ME

I started racing at just 8 years old. I started racing quarter midgets in Salisbury, NC. My family traveled from Florida to Indianapolis racing quarter midgets. After a few years I outgrew the quarter midgets and moved into a karts. From the karts I moved into a legends car. I drove the legends car until I discovered my love of sprint cars. My parents bought me a midget sprint and I drove the midget for 3 years. Until I was involved in a crash that ended up ending breaking my back at the age of 15.

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#### SERVICES



Like us on Facebook

Follow our facebook for updates on races, events and sponsorship information. Comment or send us a private message we respond quickly.



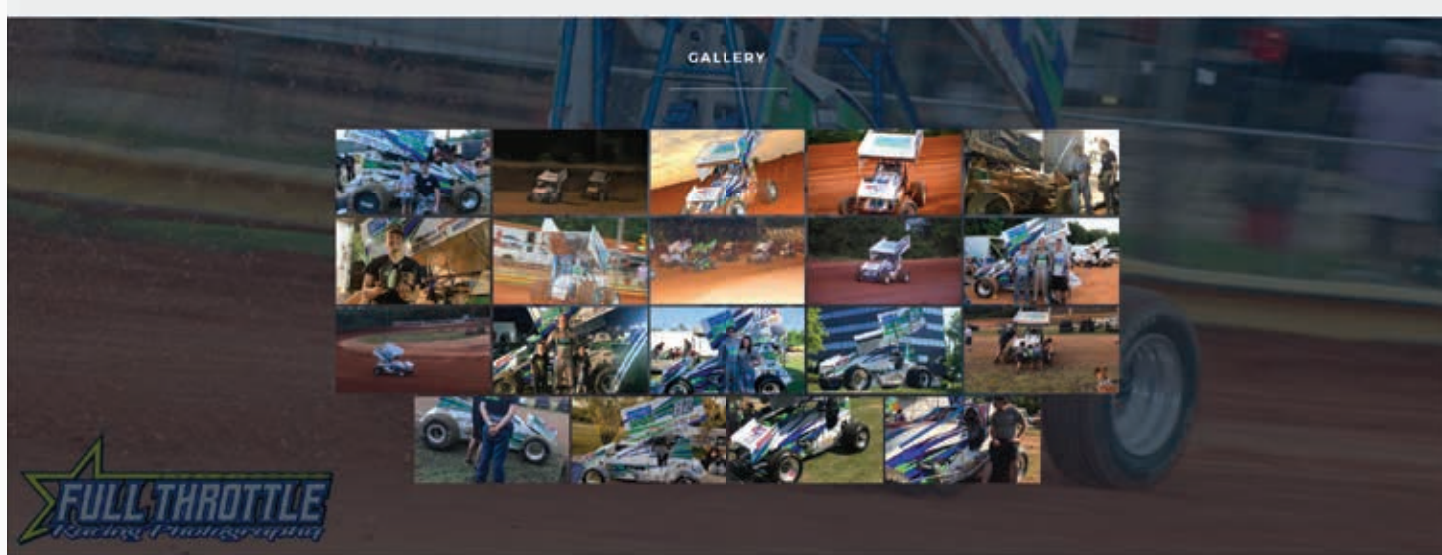
Carolina Sprint Tour

Carolina Sprint Tour is the leading series in the southeast, through much adversity these sports have been able to push time and some lights to show everyone sprint car racing feelings in the south.



Our Sponsors

Without our sponsors, none of this would be possible. Please do not hesitate to go check them out.



#### First Race of the Season!

78

Days

:

8

Hours

:

47

Minutes

:

47

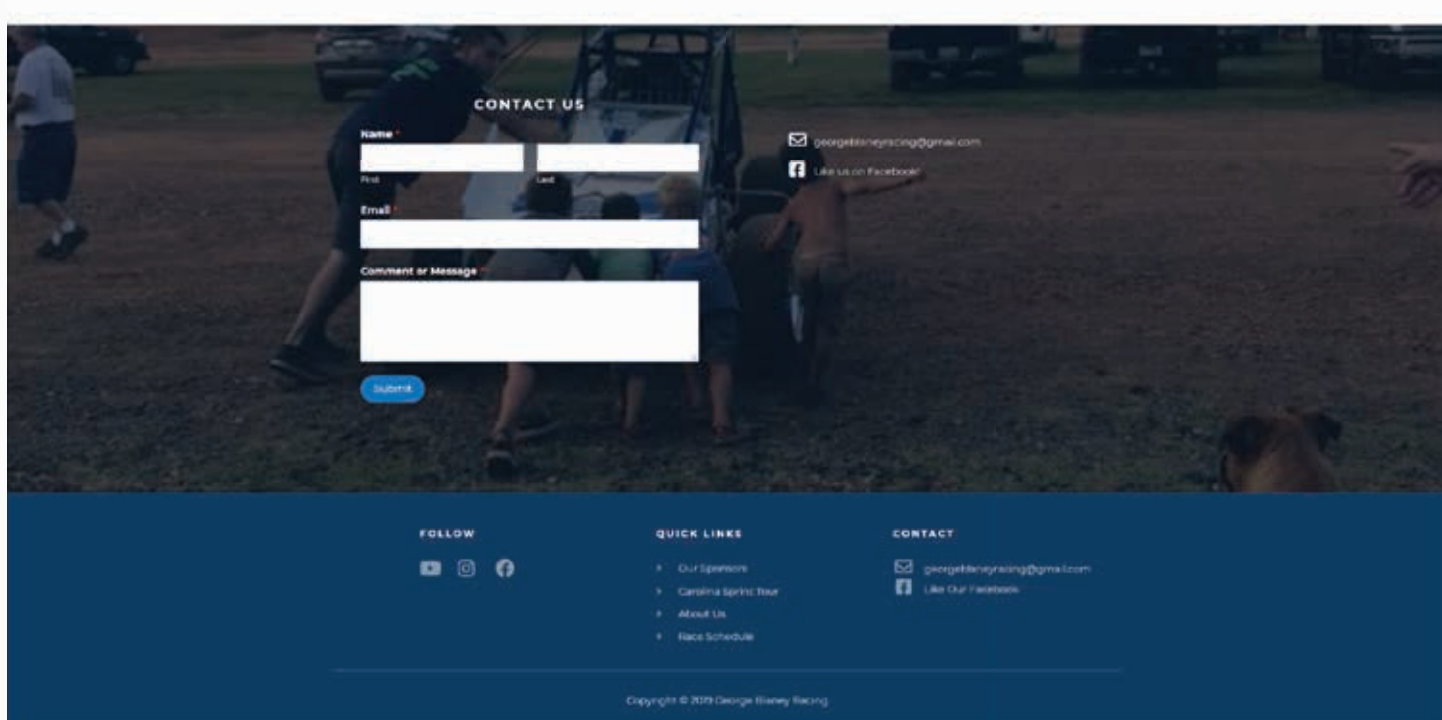
Seconds



## SmartMouth is THE Mouthwash for Bad Breath

Over the last decade, SmartMouth has been making bad breath a thing of the past. Every oral care solution is packed with innovative science to stop bad breath at its source and prevent it from coming back so you can get closer to the one you love.

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**George Blaney Racing Website Design:** A simple and fresh website design for georgeblaneyracing.com that provides brand cohesion, sponsor information, race schedule, social media links, and contact information. Presenting the site in a colorful and appealing design.

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