

Chris Elliott

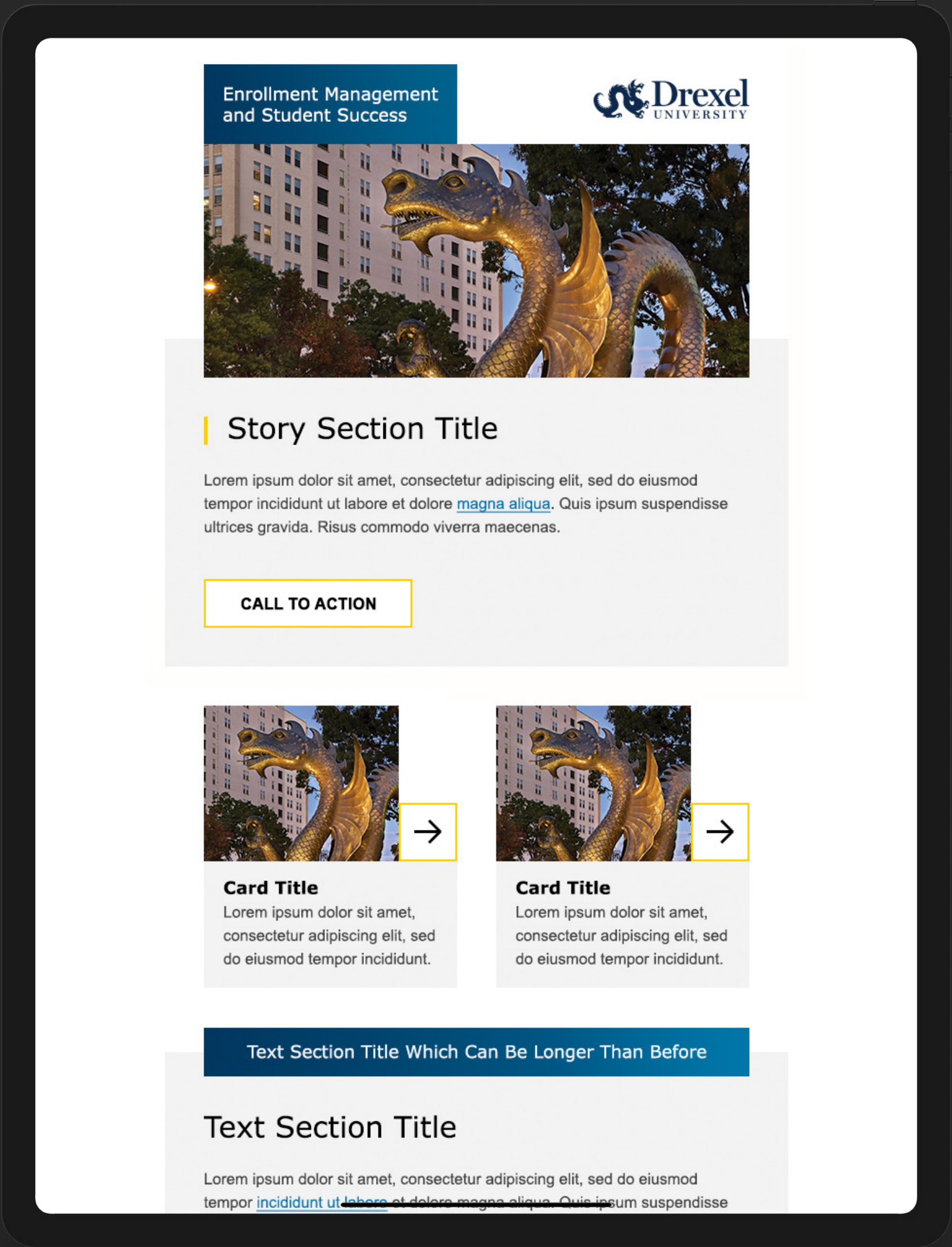
UI/UX & Product Design Portfolio

Case Study: Drexel University Marketing and Student Life Email Template Redesign



Overview

- A full re-concepting and redesign of a core University email template.
- The existing email template was about 8 years old, and in need of an update.
- I was the only person on the team with the skillset to tackle this redesign in-house.
- Stakeholders included:
 - dozens of departments across the university for whom Creative & Marketing produces emails,
 - the strategists within C&M who coordinate with those clients, and
 - the University as a whole, given the importance of reaching and recruiting potential students, and retaining them after enrollment.
- The audience for these emails is primarily prospective and current college students, many of whom are used to short-form content, not long, letter-form emails.



Discovery

- Accessibility concerns about the existing email template included:
- excessive “framing,” creating extremely narrow content area on mobile devices,
 - reliance on background colors and images which may not render in some clients,
 - H-level text within images, and
 - CTA buttons and other assets which didn't meet WCAG 2.0 AA standards.

The Next Generation of Leadership Begins Here

EVERY COLLEGE • EVERY INTEREST

You're Invited to Drexel's Graduate Open House

Drexel University invites you to join us for our University-wide [Graduate Open House](#) on Saturday, March 14. This special event is a great way to learn more about our 120+ graduate programs, speak with faculty within your field of interest, and connect with admissions and financial aid representatives. You'll also have the opportunity to take optional campus tours.

Drexel's Graduate Open House will run from 11 a.m. to 1:30 p.m., with an optional Information Fair beginning at 10:30 a.m. and taking place throughout check-in.

Date:

Saturday, March 14, 2020

Time:

11 a.m.–1:30 p.m.

Check-in occurs between 10:30 a.m. and 11 a.m.

Location:

Drexel Recreation Center
3301 Market Street

We have a program to meet every interest. To register for this special event, use the link below.

[Register Today](#)

[ADMISSIONS](#)

[VISIT CAMPUS](#)

[CONTACT US](#)

Drexel University Graduate Admissions
3141 Chestnut Street, Philadelphia, PA 19104
215.895.2400

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vibrant hub of history, industry, culture, and cuisine, it provides our students with unique opportunities to learn, play, and explore. Check out some of our student perspectives below to learn what they think makes Drexel and Philadelphia such an amazing place to live and learn.

Drexel and Philadelphia: A Winning Combination

Grace Hoffman chose Drexel not only on the strength of our Hospitality Management program, but also for our location in the heart of Philly. Since arriving, she's formed a special bond with the city and loves exploring her new home. Read her story on Drexel PaperClip, an engaging collection of stories written by students, for students.

[Read Story](#)

Summer Days in Philadelphia

For nursing major Anne Doren, the shining sun is her cue to get out and see everything Philadelphia has to offer. From Spruce Street Harbor Park to the legendary Chickie's and Pete's Crab House, there's always something new and exciting to find. To hear more about Anne's adventures, check out her post on our Admissions Blog, which provides an insider's view of life at Drexel.

[Read Story](#)

A Dragon's Perspective

Although originally from a small town, product design major Alexis China has discovered that studying in the city of Philadelphia has allowed her to experience things she had only dreamed about. Check out Alexis' video on our Student Stories page, where you'll find videos and articles of students sharing their experiences in University City and beyond.

[Watch Video](#)

DREXEL UNIVERSITY

Division of Enrollment Management & Student Success

Because the Season Can't Wait

From all of us to all of you, we wish you a wonderful holiday break and a prosperous new year!

Please enjoy a [special message](#) featuring the Drexel University Chorus directed by Professor of Music and Director of Choral Activities Steven Powell, PhD.

[EMSS](#)

[CONTACT US](#)

Enrollment Management & Student Success
3141 Chestnut Street, Philadelphia, PA 19104

This message to Drexel Official Mail was approved under the authority of Evelyn K. Thiruba, Senior Vice President for Enrollment Management and Subir Sahu, Senior Vice President for Student Success.

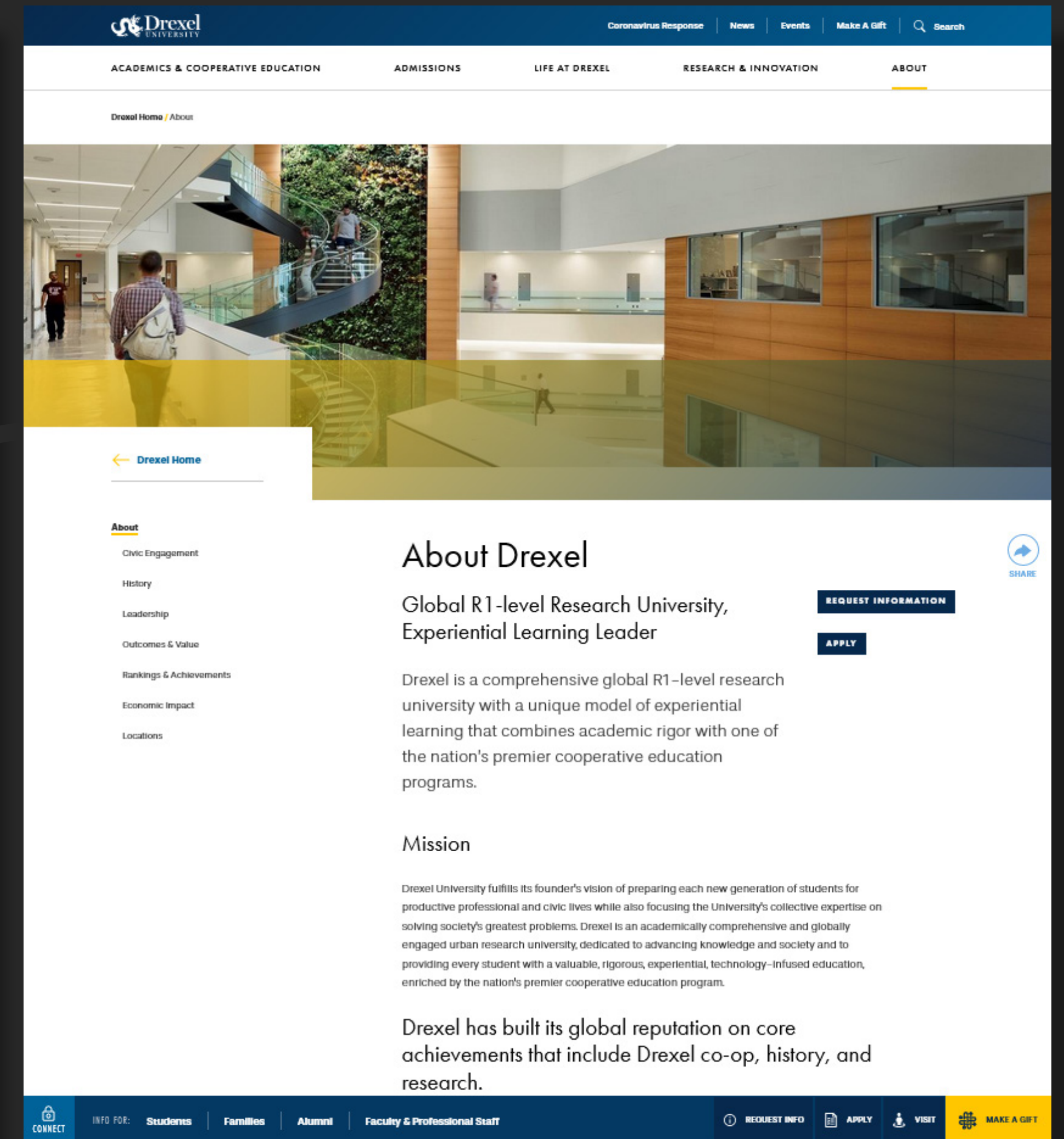
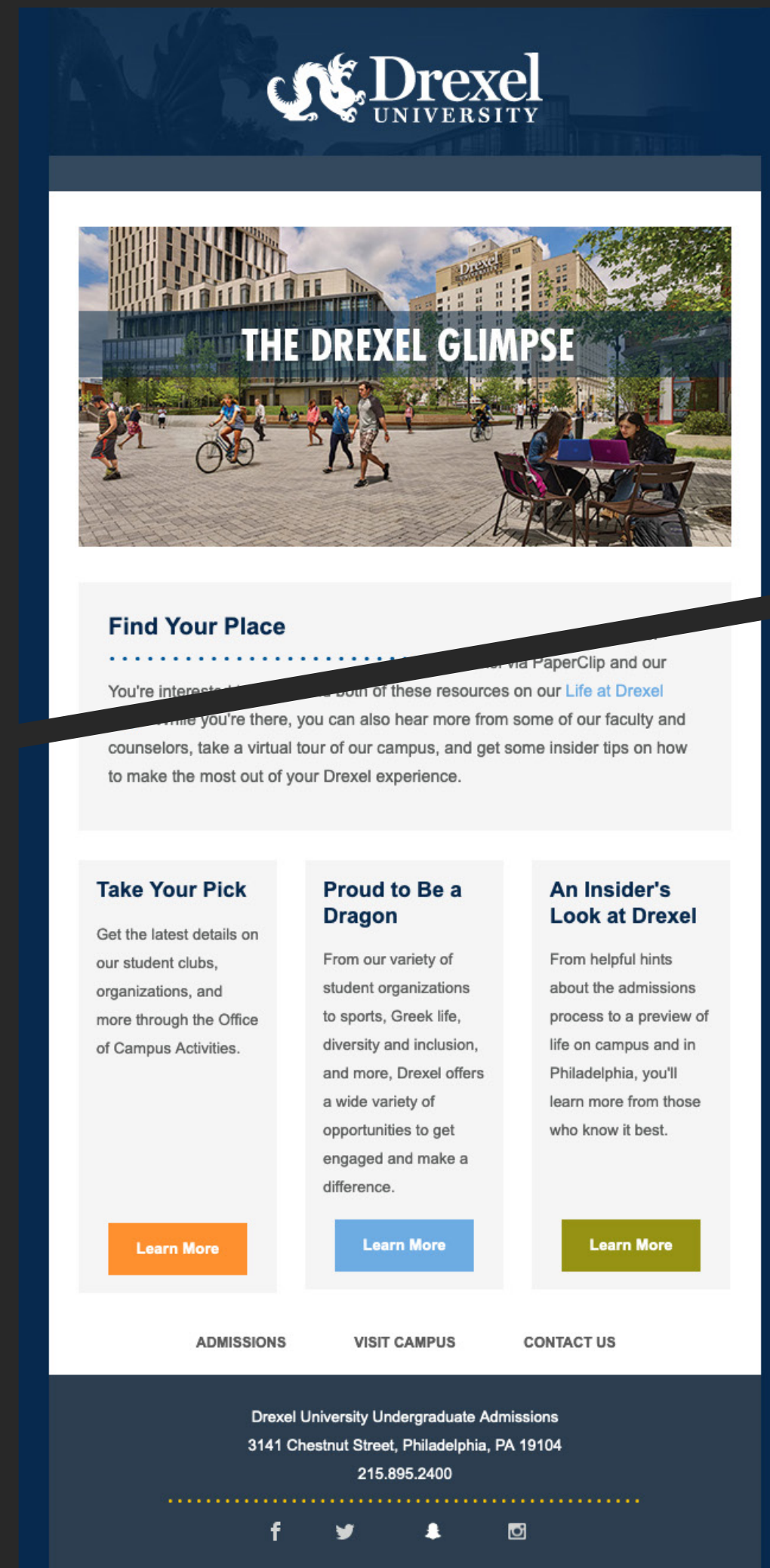
Chris Elliott | [chriselliott.art](#) | [chris@chriselliott.art](#) | [c-e.art/linkedin](#)

Discovery

Branding concerns regarding the existing email template included:

- mismatch with new website's visual identity (farthest right), creating disconnect on click-through,
- difficulty supporting short content due to being primarily geared towards letter-format emails, and
- an overall feeling of being out-of-date, thus failing to present the university as a modern, tech-forward institution.

The goal of the new email template was to remedy all of these concerns, and to create a flexible layout where sections could be reorganized to suit the content.




Design Process

- 1) I worked with strategists to gather a representative sample of different emails from different jobs and clients to understand the widest array of content the template had to support.
- 2) I examined primary characteristics of the new website—colors, fonts, styles, etc.—and determined what was applicable and useful.
- 3) I fleshed out components based on existing and future content, focusing on the design system, accessibility, maximization of utility, and consistency.
- 4) I iterated the design through several rounds of review, addressing concerns such as where the department name appears, the size of the logo, and use cases for the footer links.

A Place Where Dragons Soar

Recognizing the strength of an equity-driven culture united under the guiding principles of diversity, inclusion, and mutual respect, Drexel Dragons develop lifelong friendships and build strong bonds with their surrounding community as they explore everything the University, and the great city of Philadelphia, has to offer.



Make Connections With Arts and Culture

Philly is a cultural hub teeming with museums, galleries, and more, all just waiting to be explored.


Activities and Student Organizations

With over 300 student clubs and organizations, you're bound to find something that matches your interests.

Cheer On Our Dragons — Or Play Alongside Them


Each year, over 7,000 students, faculty, and staff compete on Division I, club, and intramural levels.

EXPERIENCE STUDENT LIFE




MENU

Search




Life at Drexel

Get a sense of what it's like to be a Drexel Dragon and explore all the ways to get involved at Drexel.



Undergraduate Publications

Check out a sampling of some of our admission publications, each developed to provide helpful insights and answer questions you may have.








College Search Tips

We asked a few Drexel Dragons to share their experiences about searching for colleges. Watch their video responses.

Receive Updates from Admissions

FOLLOW:



→ PROSPECTIVE FIRST-YEAR STUDENTS

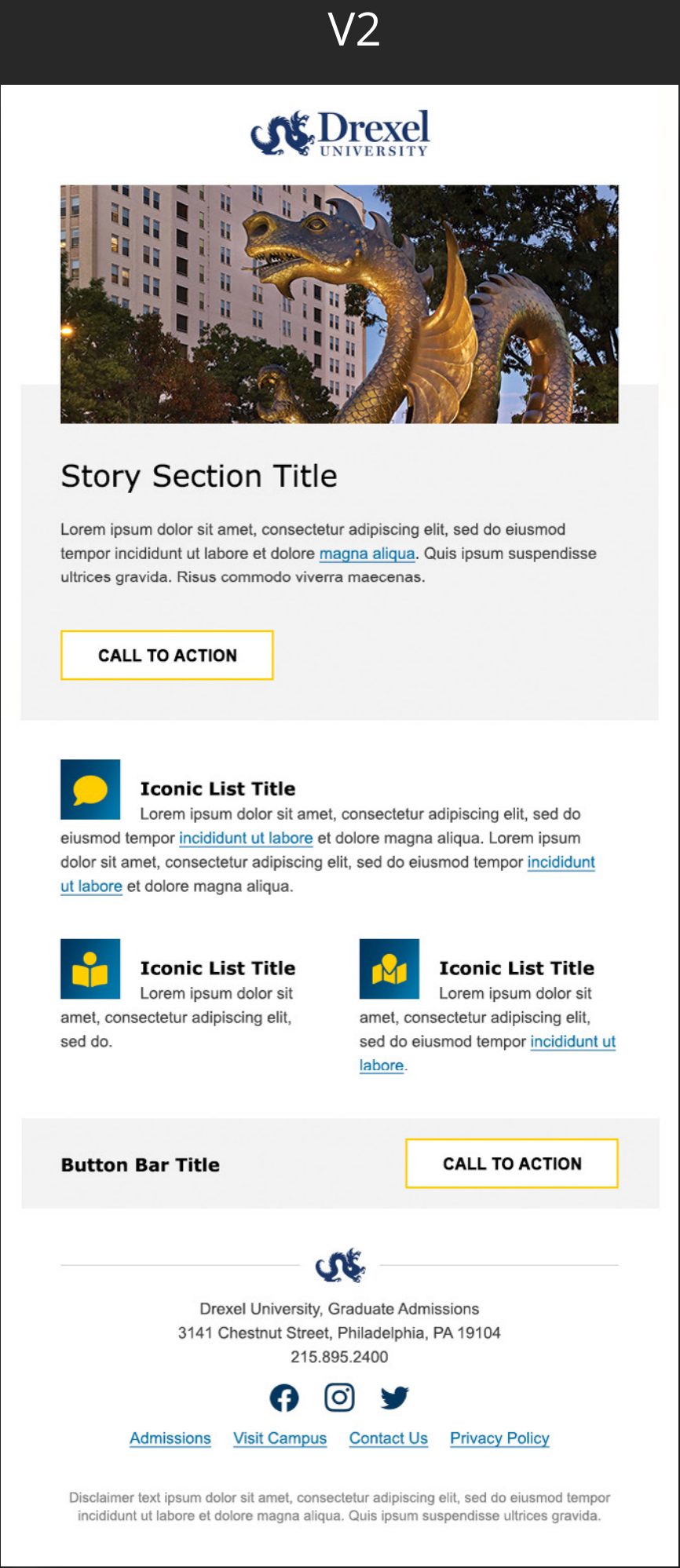
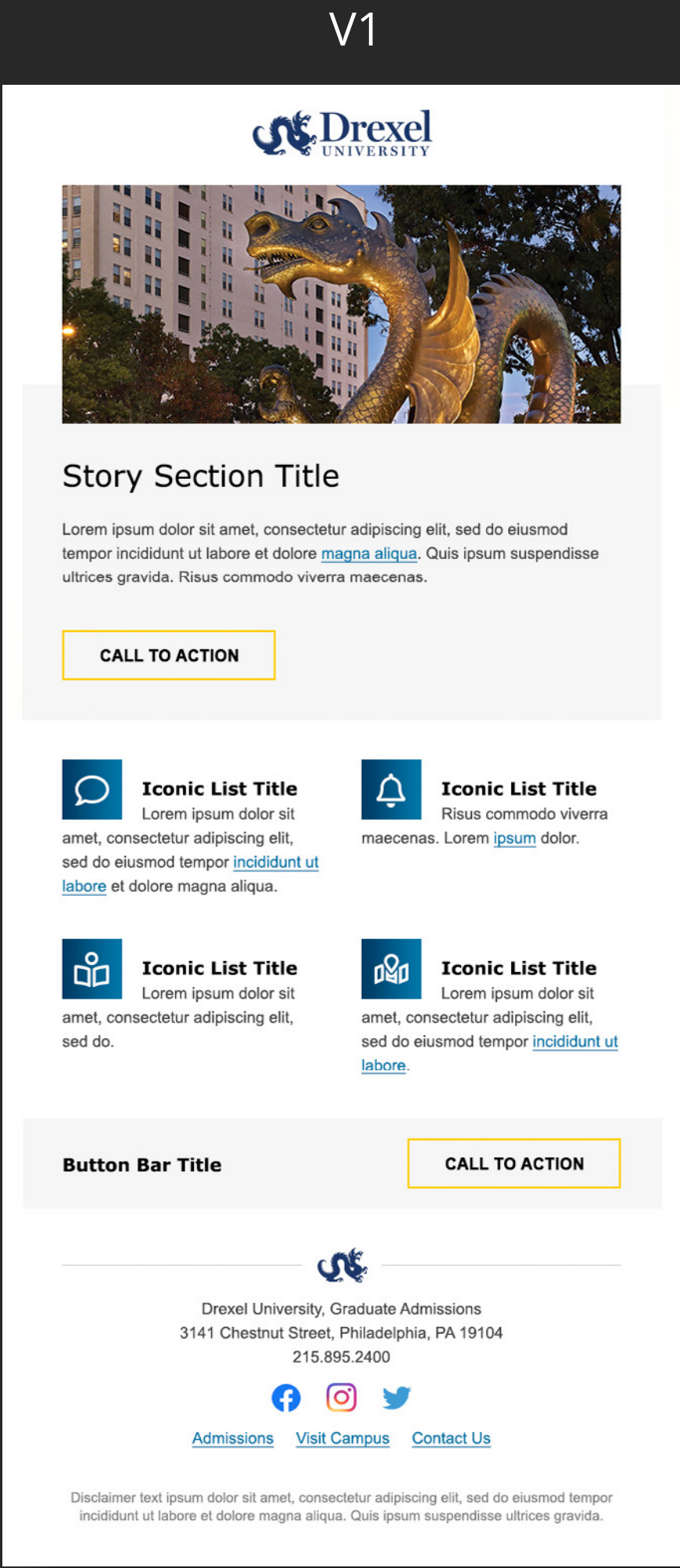
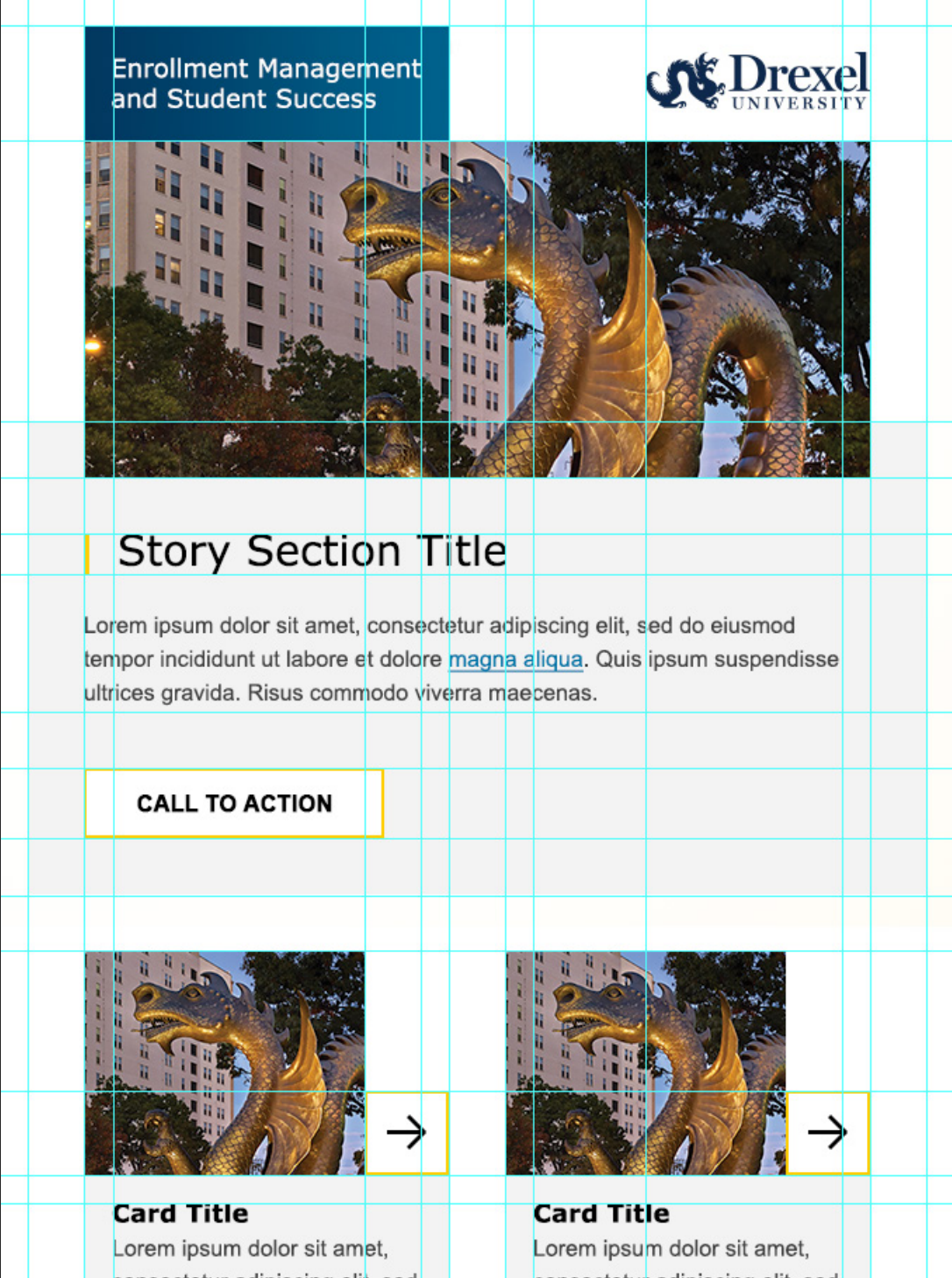
→ PROSPECTIVE TRANSFER STUDENTS

→ DREXEL ONLINE EDUCATION

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Design Considerations


- Adherence to the revamped Drexel design language was important to ensuring that the new template felt cut from the same cloth as the newly redesigned [drexel.edu](#) website.
- Accessibility was put first from the start of the redesign, and all elements were designed to meet or exceed WCAG 2.0 AA standards.
- Special attention was paid to maintaining consistent spacing for both visual coherence and ease of development, and component layouts were optimized for the archaic tables-based structure of email.




Results

The finalized design remedied concerns about the old template while delivering the flexible layout identified as a primary goal during the discovery process. Few changes were made between the first draft and the final approved design thanks to in-depth research about content, audience, and format, and the close attention paid to design system and structure.

Enrollment Management and Student Success






Story Section Title

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CALL TO ACTION



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Card Title

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Card Title

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CALL TO ACTION




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Button Bar Title




CALL TO ACTION



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3141 Chestnut Street, Philadelphia, PA 19104

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Chris Elliott | chriselliott.art | chris@chriselliott.art | c-e.art/linkedin

Results

Student Life



LET'S RUN
THE CITY

UNIVERSITY CITY 5K

Benefitting the Nicholas P. Pipino
Memorial Scholarship

The 29th Annual University City 5K
is on its way!


Join us for the University City 5K virtually from Sunday, November 1 to Sunday, November 8, 2020. Gather your friends, family, and neighbors and run or walk your own route, wherever you can practice social distancing. Participants of all levels are welcome.

Online registration is available now at the [University City 5K page](#) and closes on November 8 at 11:59 a.m. ET. Registration costs \$20.




This special event benefits the Nicholas P. Pipino Memorial Scholarship. The foundation by the same name established this scholarship in memory of Nick, a student at Drexel University. The Nicholas P. Pipino Memorial Scholarship provides financial assistance to students so that they may focus on their education without the demands of part-time employment.

Register today at University City 5K
to support a great cause. We hope to
see you there!

REGISTER





[Drexel University, Student Life](#)
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Steinbright Career
Development Center




Cooperative Education: The
Students' Perspective

On behalf of our students, we are so grateful to you for helping us provide a unique educational experience. Through partnership with organizations like your own, our students have gained invaluable, real-world experience that has set them up for a successful future.


For 100 years, cooperative education has continued to connect the next generation of workers with their future careers, and there is no better way to illustrate its impact than by hearing directly from its participants. Our [Drexel Co-op: This is Experiential Education video](#) highlights the positive effects of the program on our students, and what co-op has done for them. It's clear to see your influence has made a difference in their lives.

STEINBRIGHT: THE CO-OP EMPLOYER VIEW






Attend the Engineering and Technology
Career Fair

The Engineering and Technology Career Fair will be a multi-day event spanning two days and is available to all Drexel students interested in engineering and technology fields. This event is an opportunity to share details about your organization and fill vacant positions with prospective candidates at Drexel, as well as engage with the next generation of talent. Visit our [Engineering and Technology Career Fair page](#) to register and learn more.





[Steinbright Career Development Center — Cooperative Education](#)
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Undergraduate
Admissions





Preparing You for a Successful
Future

At Drexel, your education will not only prepare you for the real world, but give you opportunities to test drive potential careers. In addition to time in the classroom learning from world-class faculty in their fields, you can make your mark through our cooperative education program in Fortune 500 companies, research institutions, nonprofits, and startups before you even graduate.




Need a Guide?

From searching for openings to preparing for interviews, the Steinbright Career Development Center helps you land the perfect co-op position.






Steinbright Pathway

Find out how the Steinbright Career Development Center provides the tools, resources, and opportunities to help Drexel students accomplish their career goals.



[Drexel University Undergraduate Admissions](#)
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Chris Elliott

Seasoned UI/UX & product designer with extensive web development experience

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