

Chris Elliott

UI / UX Design Portfolio, Summer 2023

SMS Assist, Sr. UI Designer

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More work samples are available at chriselliott.art/ui-ux.

“Design is not just what it looks like and feels like. Design is how it works.”

Steve Jobs

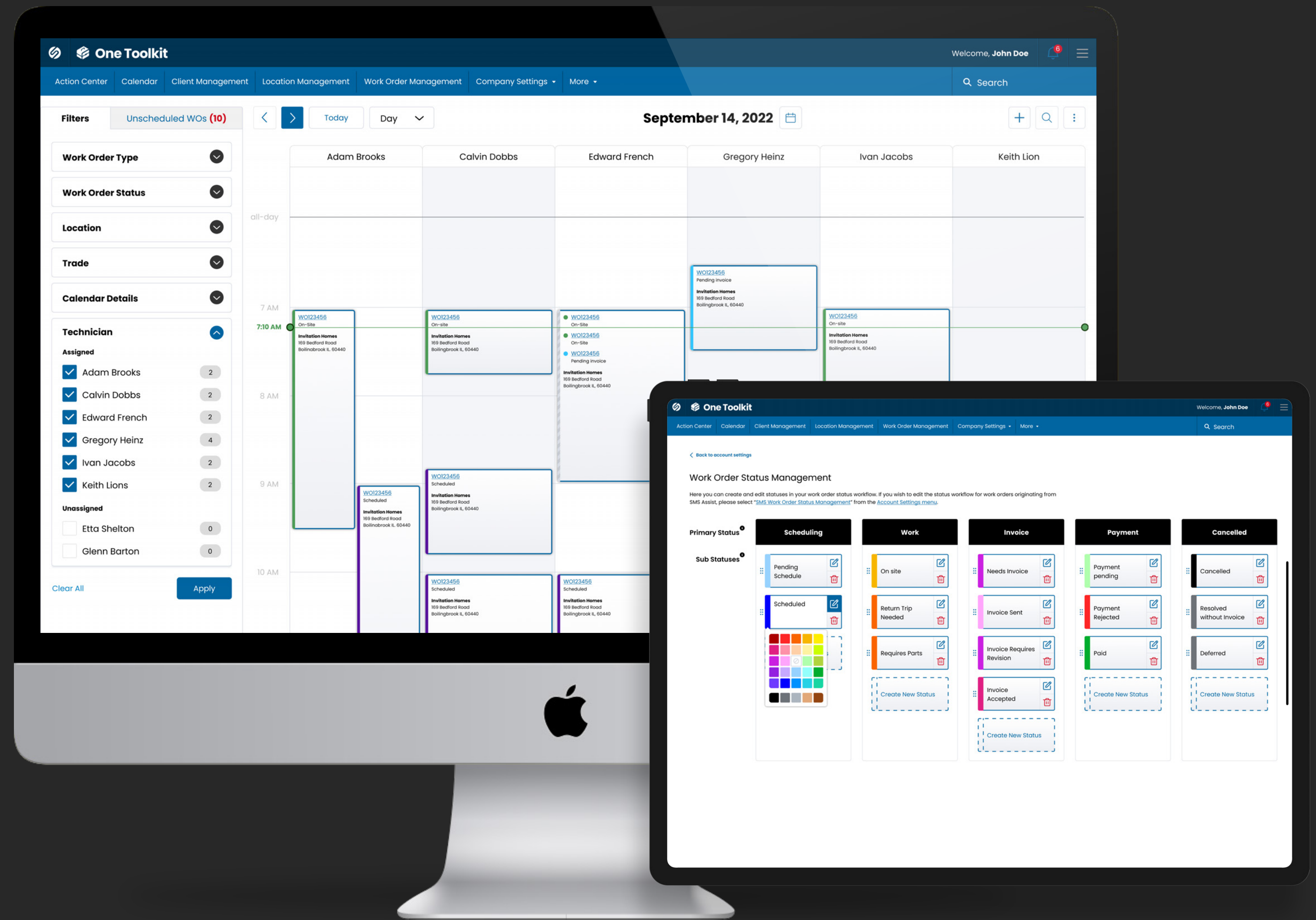


One Toolkit Business Management SaaS Application

View the full case study: c-e.art/one-toolkit-study

An upcoming web-based business management application for small- to medium-sized facility maintenance companies (HVAC, plumbing, etc). The product is designed to be a singular and complete platform, with all the tools necessary to maintain client, location, employee, and company data, intake and schedule work orders, produce invoices and bill customers, and customize the application to the business's specific needs.

Unique components designed were a specialized map/calendar, a tool for recording complex business hours, and a job workflow customization tool.

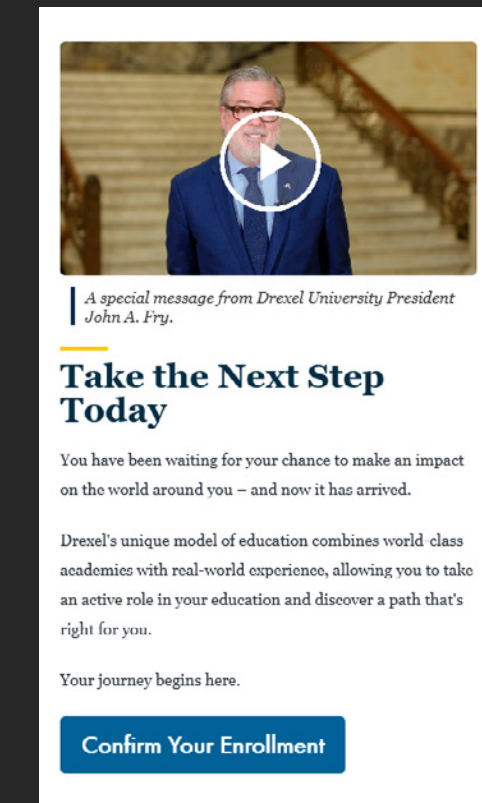
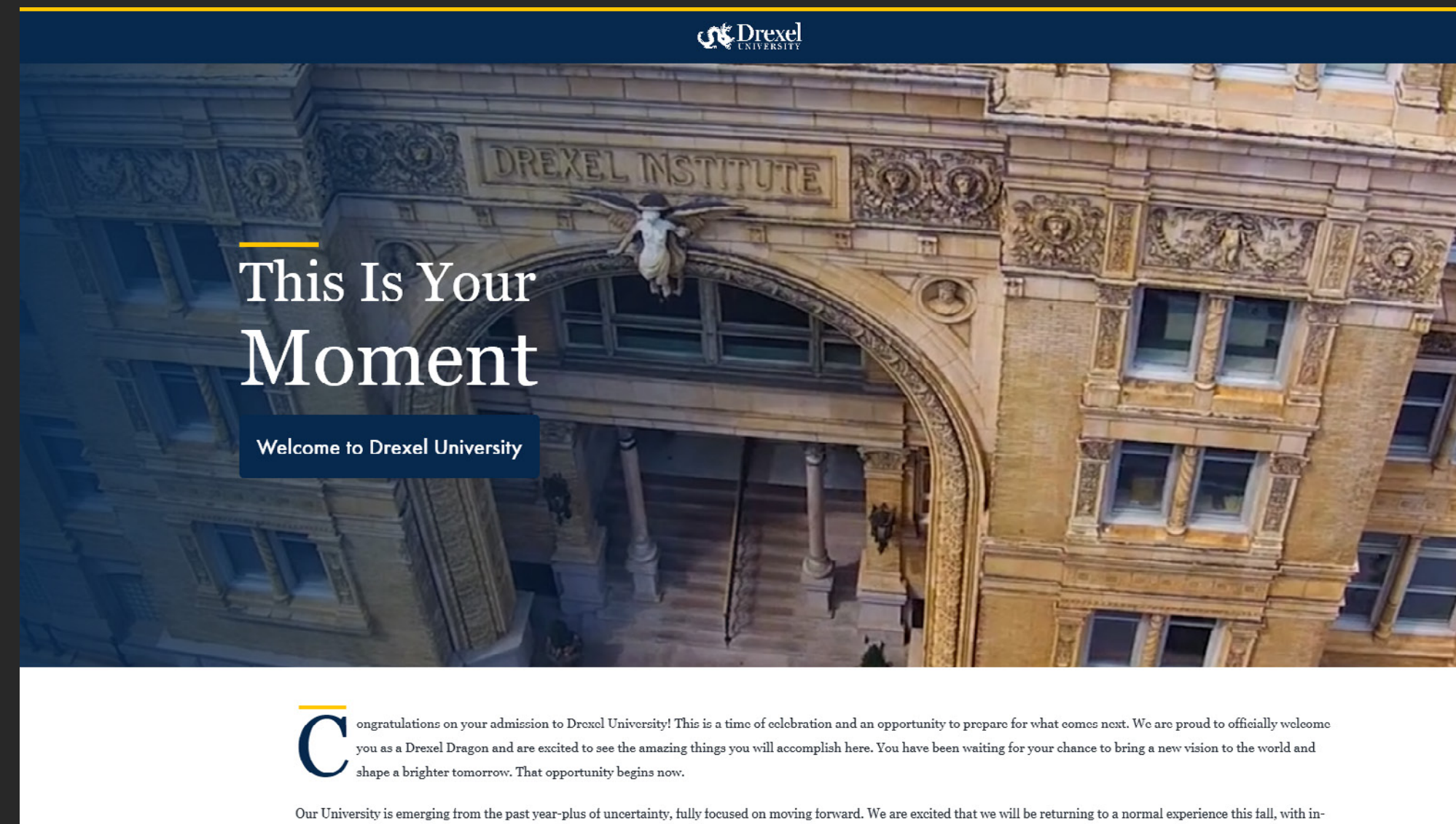


Drexel University “This Is Your Moment” Site

As the COVID-19 pandemic exploded across America in the spring of 2020, universities went virtual at a key time in their business cycle—freshman admission and confirmation season. Created in response to that existential crisis, this website was designed and built in under two weeks to replace the exciting in-person events for newly-admitted students, and drive them to confirm their enrollment. Aggregating fun content, university statistics, and confirmation info into one location makes the site a perennial enrollment tool.

The website won Best in Show and 1st place in Websites at the PRSA Philadelphia 2020 Pepperpot Awards.

Website: drexel.edu/moment

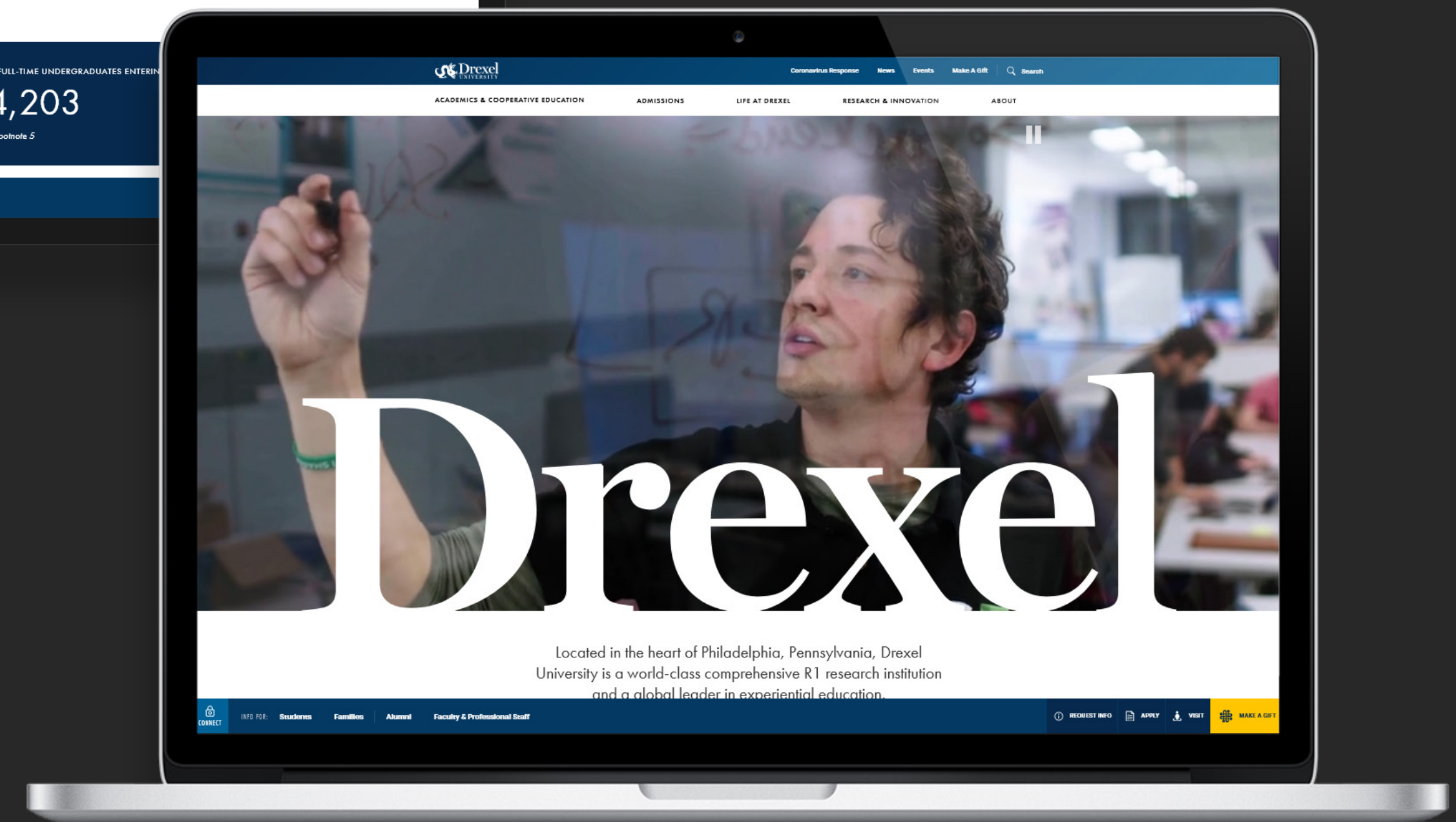
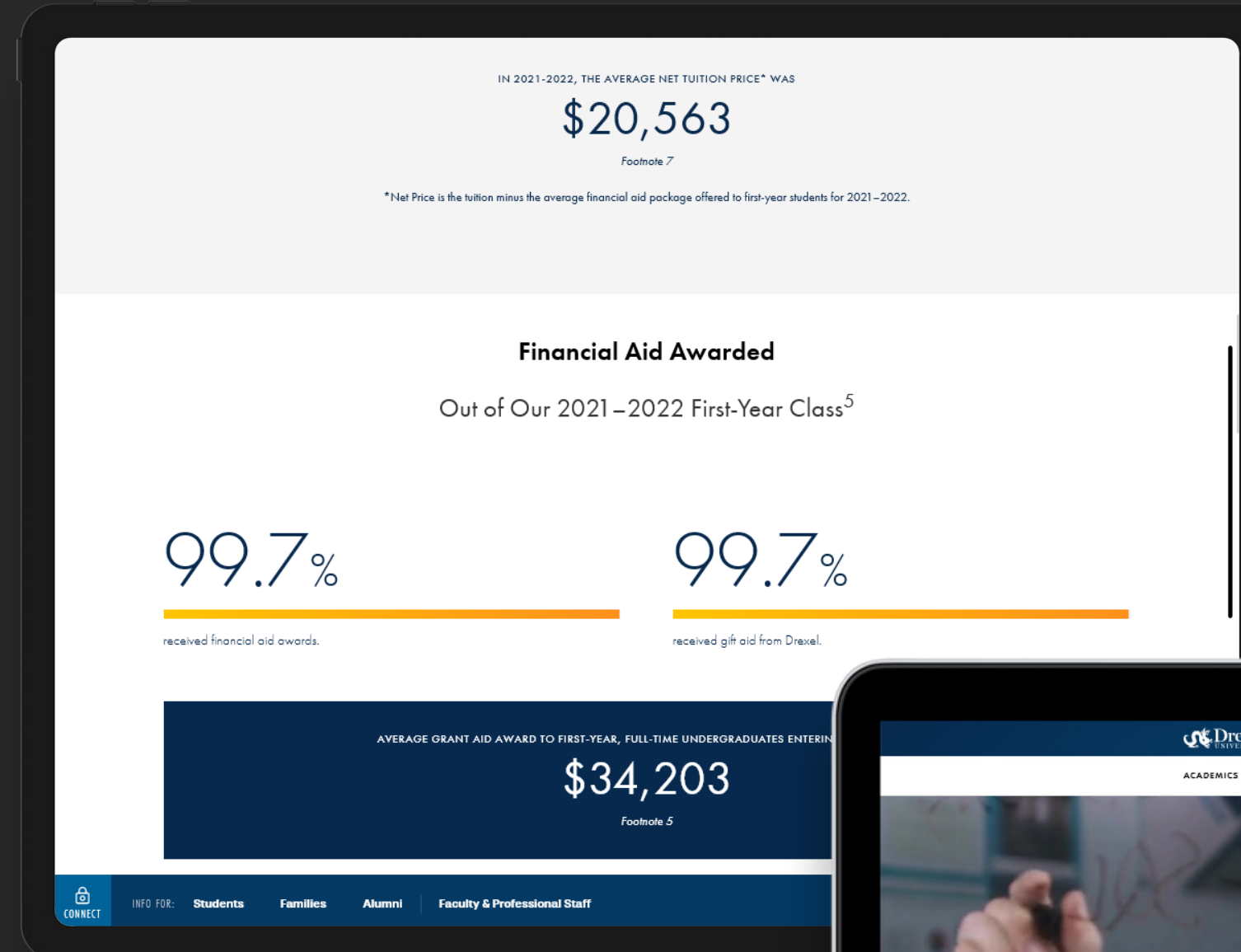


Drexel.edu Redesign

A complete UX, UI, IA, and content overhaul of all core Drexel University websites, rolling out over several months, the culmination of years of work by dozens of individuals and departments.

With the process of laying out pages moving from an outdated rich text/HTML editor to a component-based visual editor, it was necessary to have a creative, thoughtful approach to updating and enhancing content as it moved into the new site. Working closely with editorial and design teams, specific core pages were fleshed out as best practices and layout patterns were developed to guide creation of future pages. Nearly 100 pages were built with specialized components beyond basic body copy.

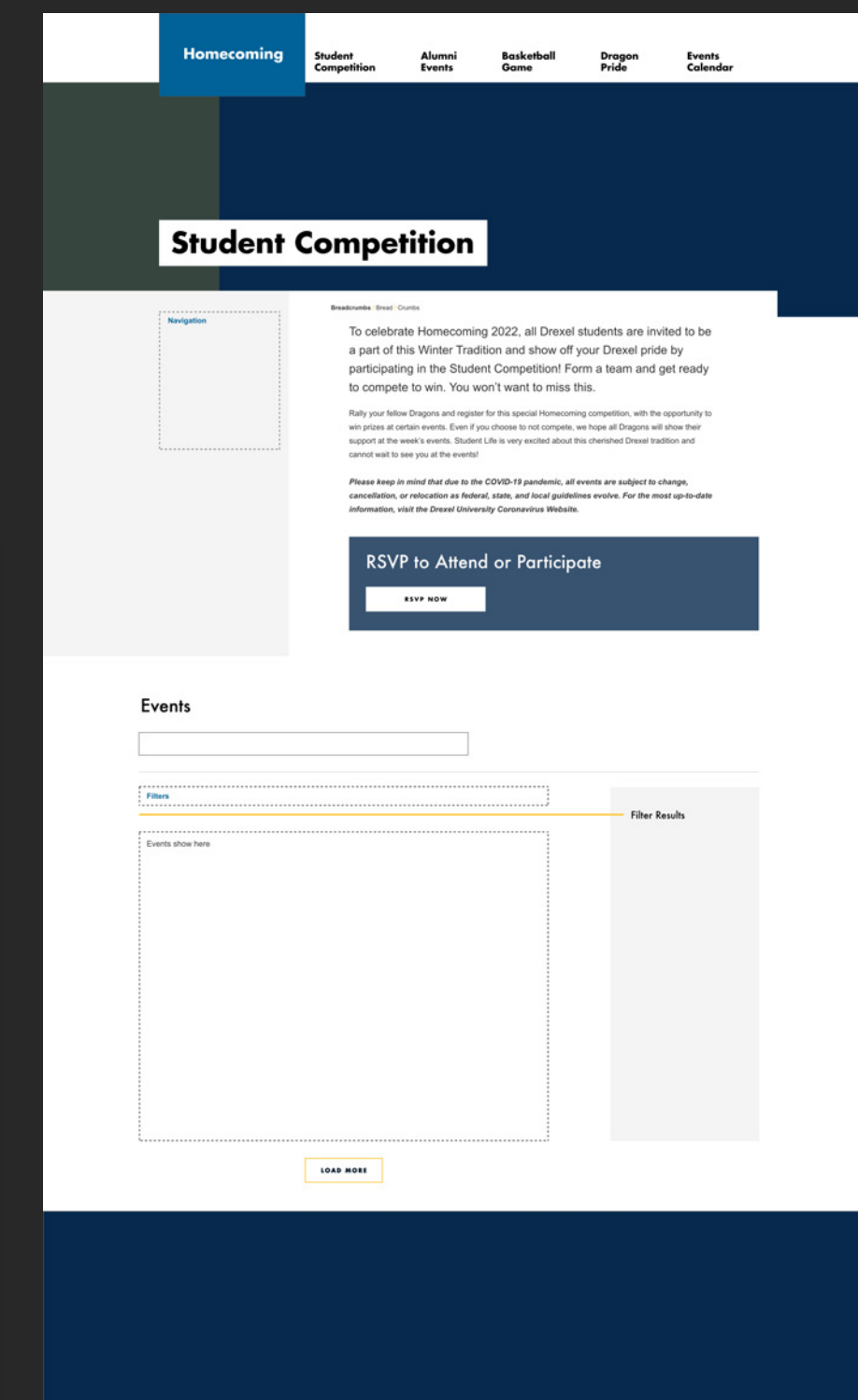
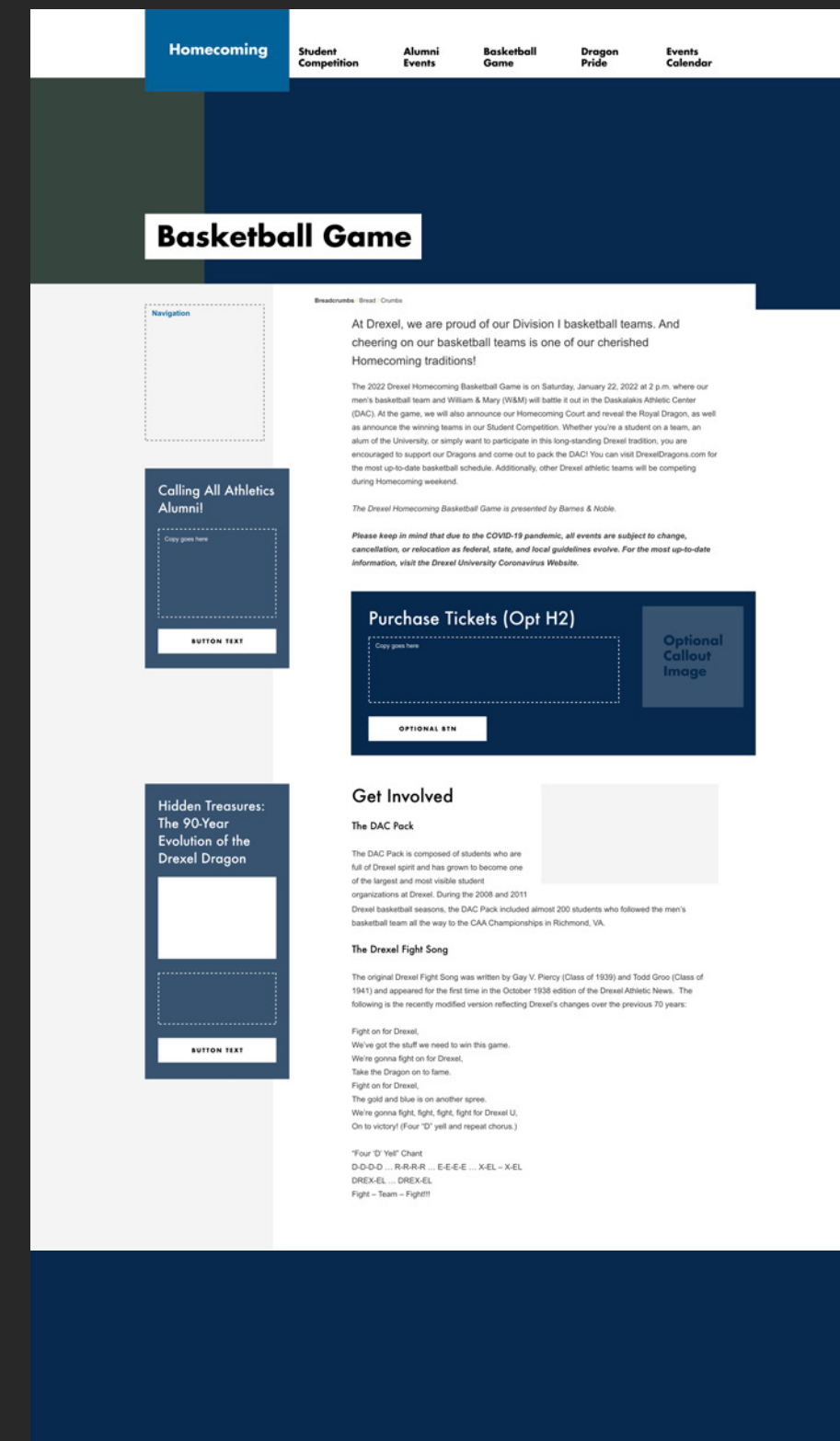
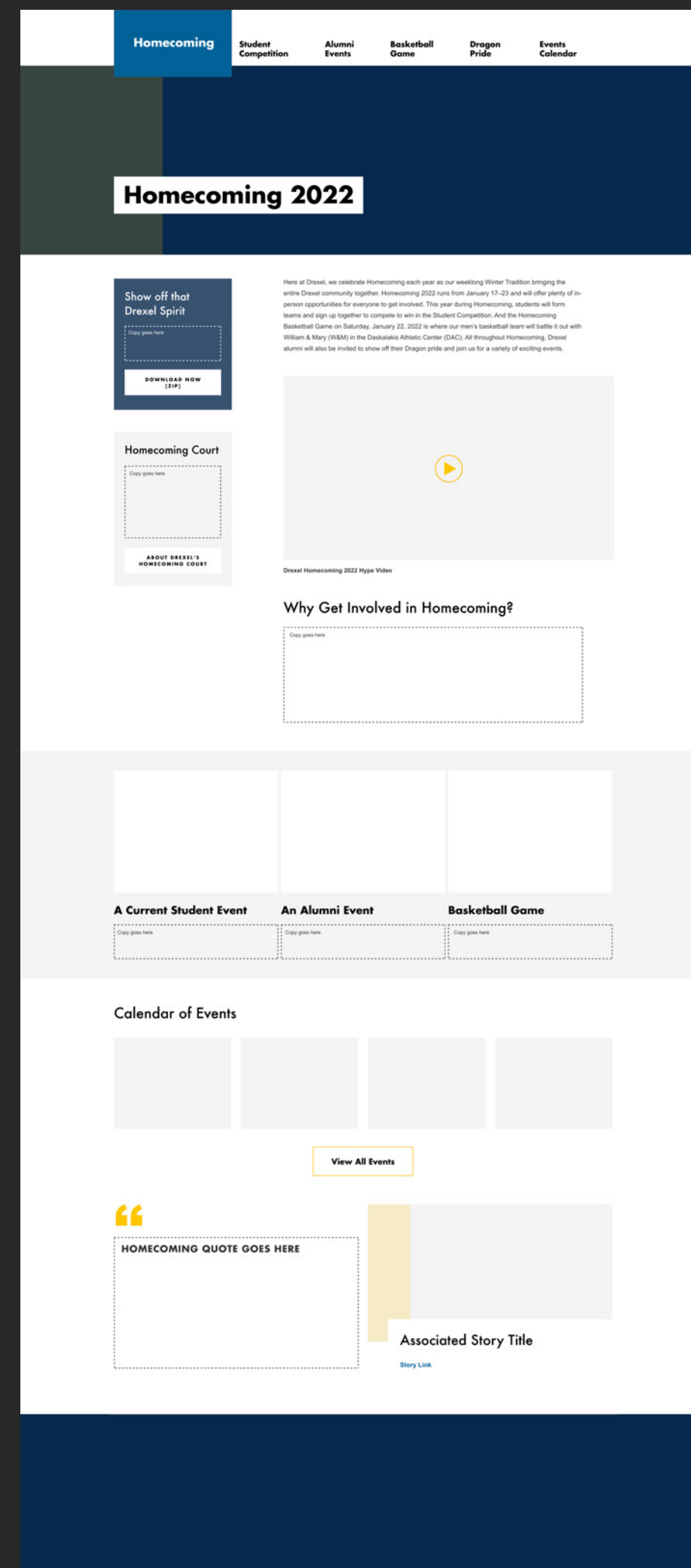
Website: drexel.edu



Drexel Homecoming Website Wireframes

Mid-fidelity wireframe mockups of key pages within the Drexel Homecoming website to be used as a roadmap for layout and content placement during the migration of the site to the new Drexel.edu.

As the design and functionality of all page components had already been established, and because the client was not yet familiar with these features of the new Drexel.edu due to how recent the launch was, wireframes were produced to show more visual component representations. Because the site was migrating from a very different, more limited format, the opportunity was taken to work closely with editorial and strategy teams to determine content hierarchy very early in the wireframing process to reduce refactoring.



Drexel University Marketing & Student Life Email Template

View the full case study: c-e.art/du-email-study

Designed as part of the full overhaul of all digital university properties, the design of this template was informed by the aesthetics of the new University website, adapting and simplifying key design elements for the needs and limitations of email.

Moving from a traditional, letter-style format to a modern, component-based format was identified as a key goal for the new template. Template components were designed to accommodate and elevate existing email content, facilitating an easier transition from the old template while strengthening content through better presentation and formatting.

Enrollment Management and Student Success

Drexel UNIVERSITY

Story Section Title

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CALL TO ACTION

Card Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

Card Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

3. Lorem ipsum dolor sit amet.

CALL TO ACTION

Iconic List Title
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Iconic List Title
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Iconic List Title
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Button Bar Title **CALL TO ACTION**

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

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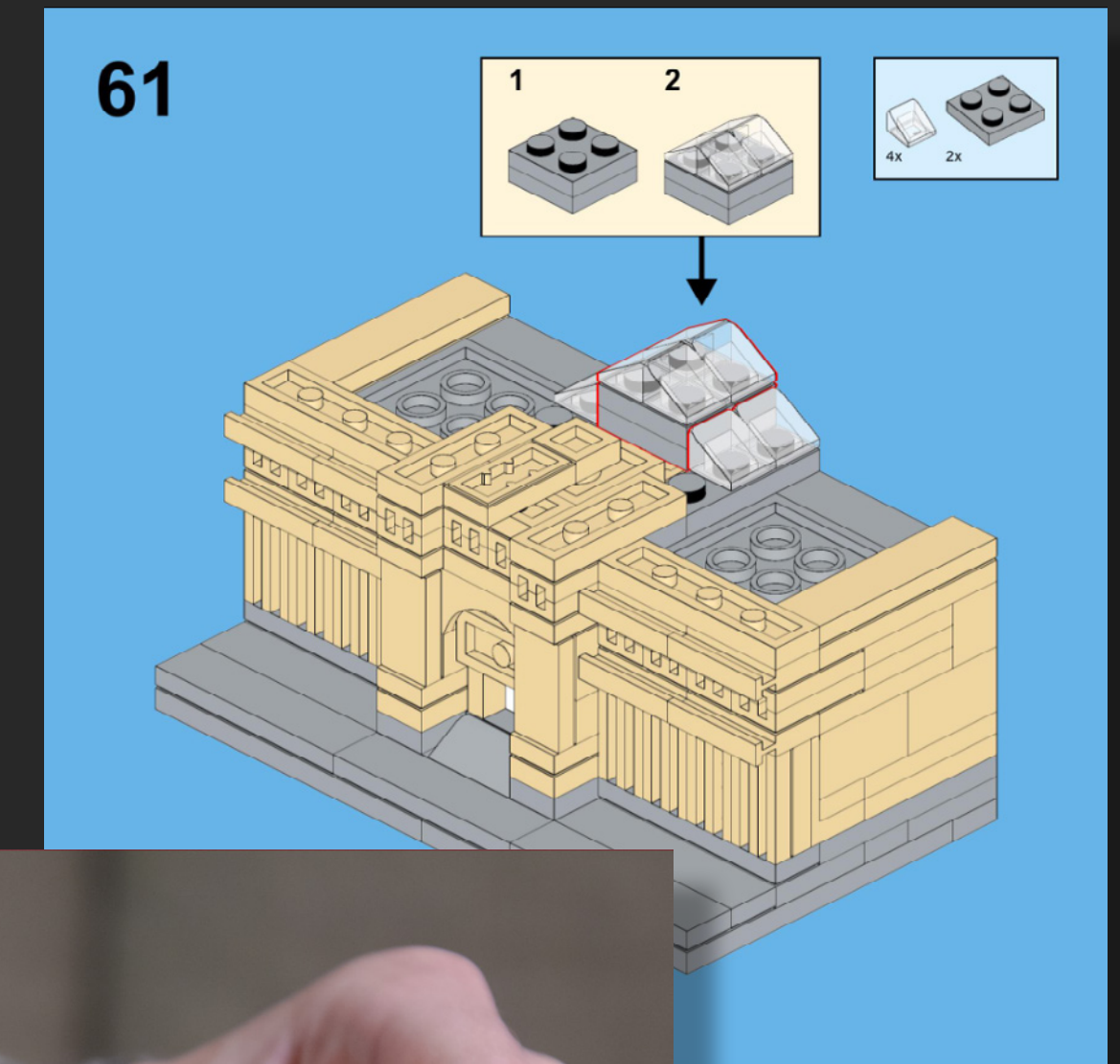


Drexel University Main Building LEGO Model Instructions

Produced as a free downloadable instruction PDF for Drexel's "This is Your Moment" website, this model was designed in 3D prior to physical testing. Depicting the Italian Renaissance Revival facade of the university's most well-known and historic structure, the model thoughtfully utilizes a handful of common parts in unique ways to represent details such as the roof cornice and the entryway arch.

This model was discussed in a front-page Wall Street Journal article about college enrollment and creative student engagement tactics in the era of COVID-19 on March 11, 2021.

More: c-e.art/du-lego

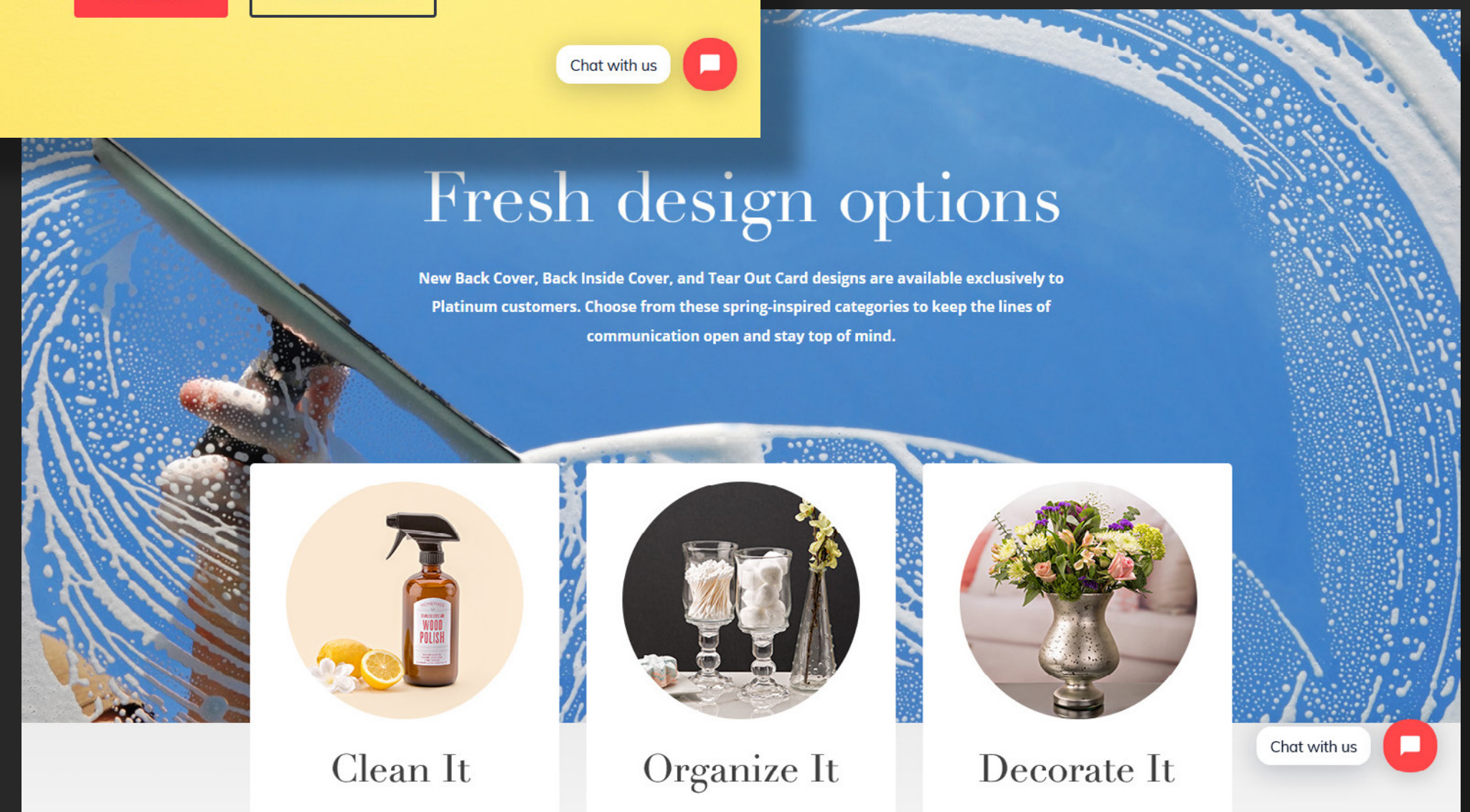
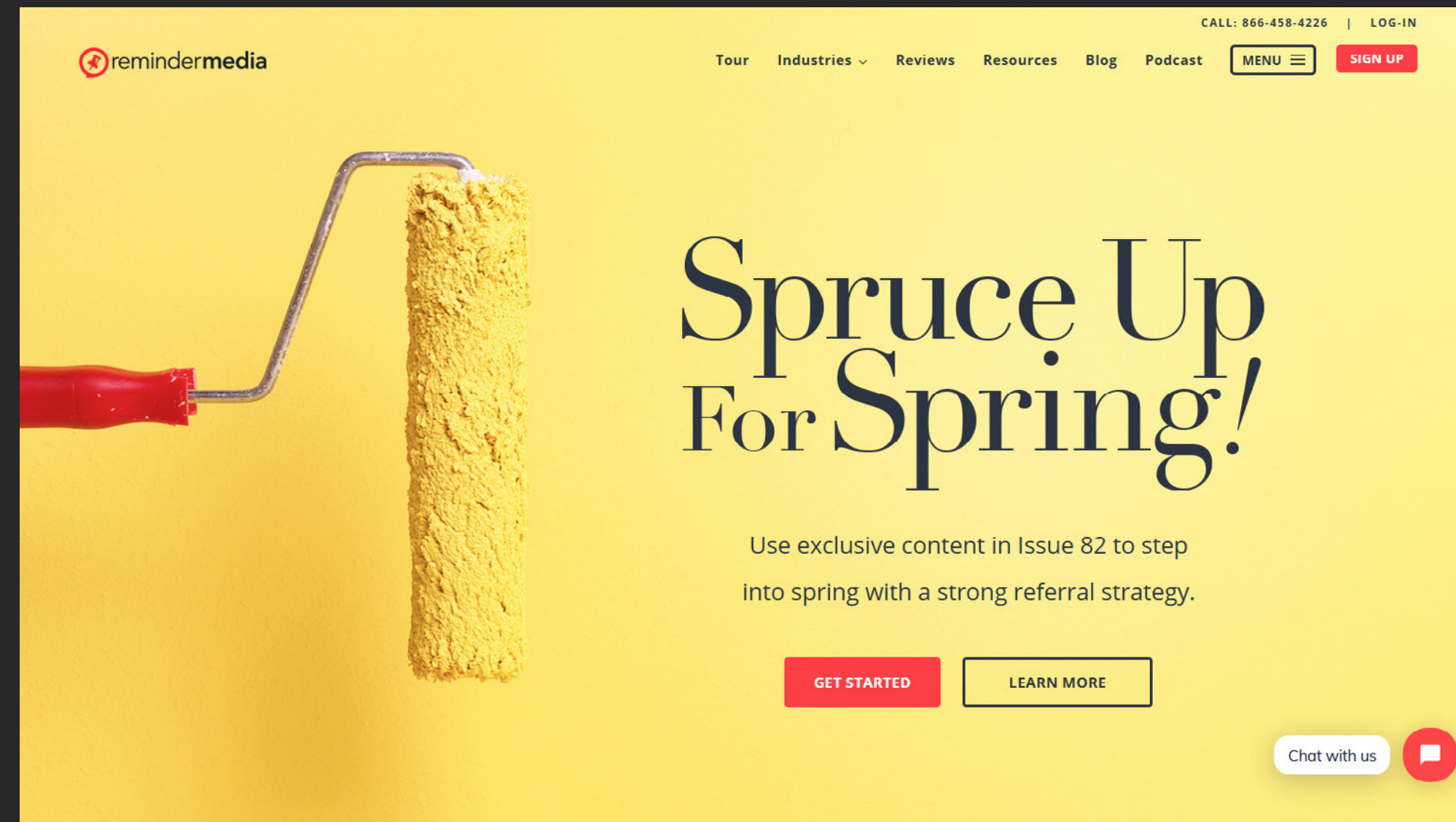


American Lifestyle Issue 82 Preview Page

American Lifestyle Magazine is a print-based touchpoint product produced by ReminderMedia. Preview webpages presented a summary of an issue's content to customers in a stylish, informational, and concise format.

For issue 82—a springtime home improvement issue—the visual motif of small household projects was chosen. Sectioning was accomplished with large pastel blocks to match the spring theme; this allowed the text to be set cleanly without the need for drop shadows. A header font with unbracketed serifs was selected to complement the strong sectioning.

Website: c-e.art/alm-82/

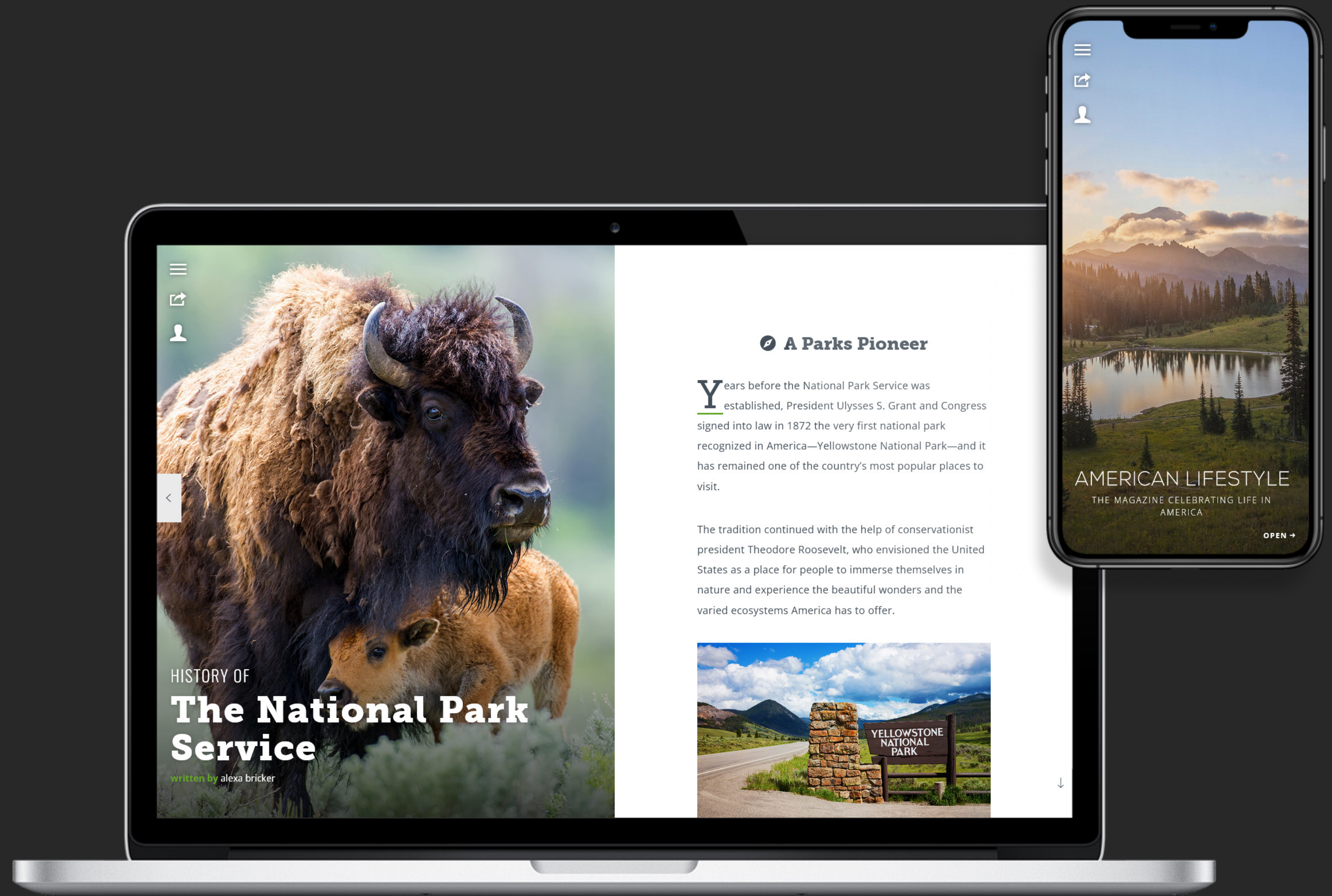


American Lifestyle Magazine: Digital Edition

A companion to the print-based *American Lifestyle Magazine*, this digital publication is distributed by email to customers' clients every 2 weeks. Over 7 months, 130+ individual articles spread across 13 volumes were designed and built in a rolling editorial cycle that necessitated rapid iteration and innovation.

Digital Edition articles arrived as plain text from the editor, ready to be built in code and fleshed out with images, videos, and other multimedia content. If desired, new interactive components—quizzes, polls, and tournament brackets being just a few examples—were conceptualized, built in HTML and CSS, and tested, prior to being incorporated.

More: c-e.art/alm-digital



Digital Edition Recipe Article

A recipe-format article from *American Lifestyle: Digital Edition*. Recipe articles came with one or more cooking videos and official photography, around which the rest of the article was designed.

The recipe article template was coded with a “Print Recipe” button that dynamically populates the recipe information into a recipe card (top left), ready for printing. This involved designing and building the card’s structure in HTML and CSS—with inch units instead of pixel units—so that the content could be rendered in the browser out of sight, and then read into a PDF on demand.

View article: c-e.art/risotto

The screenshot shows a recipe article layout. At the top left is a recipe card for 'Charred Eggplant (Baba Ghanoush) Risotto' with a photo of the dish and a list of ingredients. The main article text is on the right, with a small photo of a person cooking. The article is from 'American Lifestyle' magazine, issue 83, and is by Dominic Orsini. The Shanner Real Estate logo is visible at the bottom left of the article.

SUMMER SOPHISTICATION
Charred Eggplant (Baba Ghanoush) Risotto
recipe by dominic orsini photography by ed anderson, sara sanger, damion hamilton

The screenshot shows a video player interface. The video title is 'Charred Eggplant (Baba Ghanoush) Risotto'. The video content shows a close-up of the risotto being prepared. The video player has a play button and a volume icon.

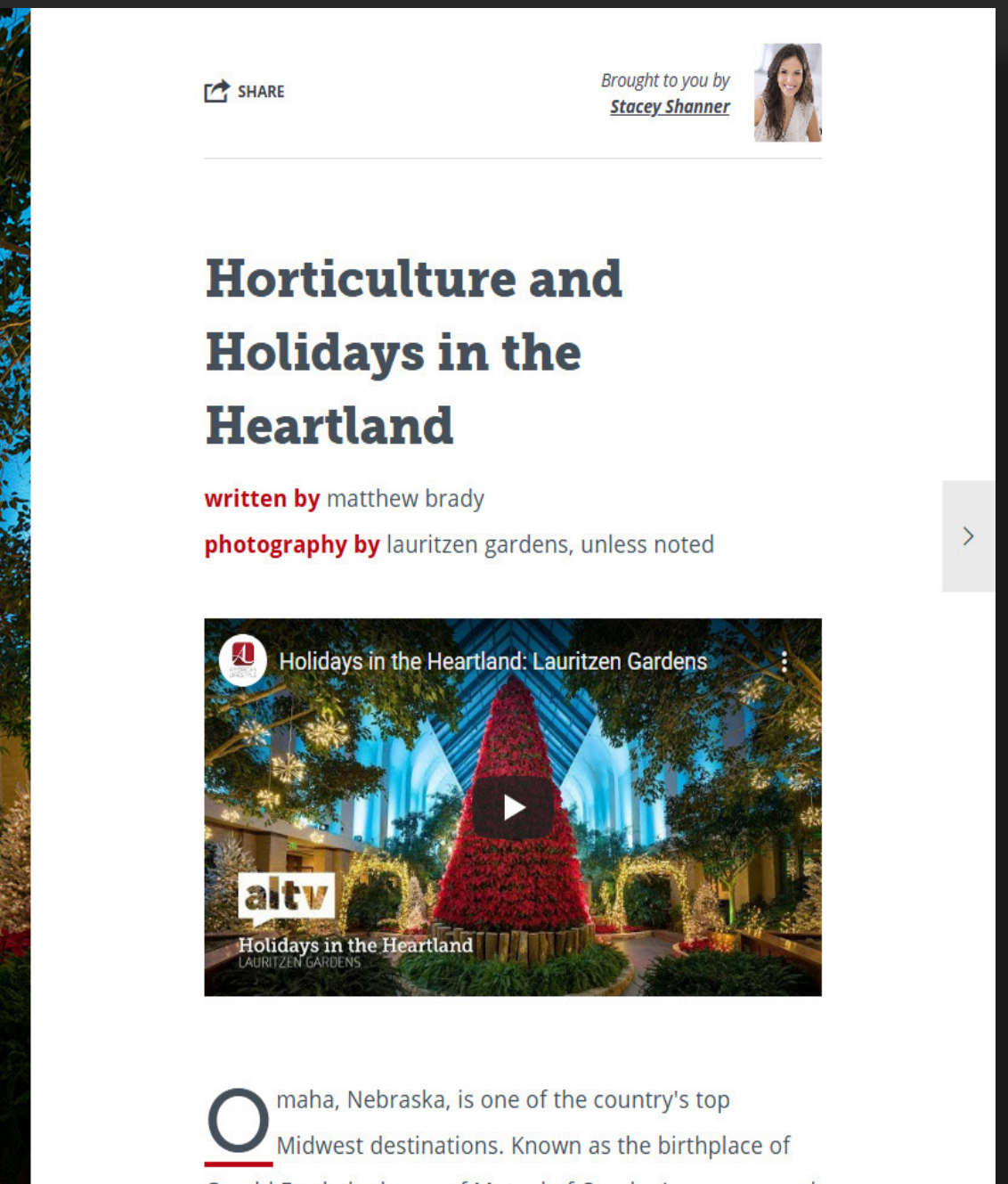
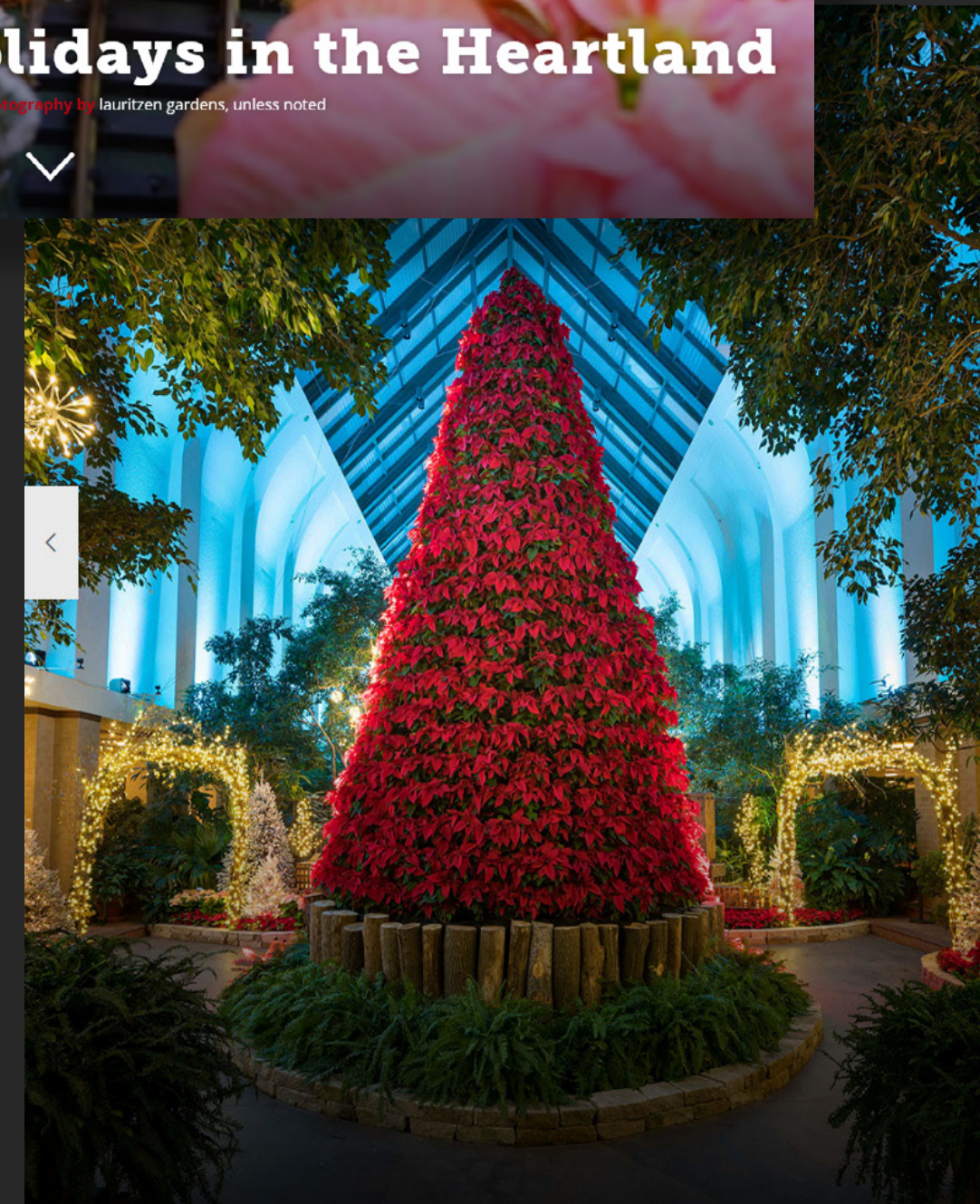
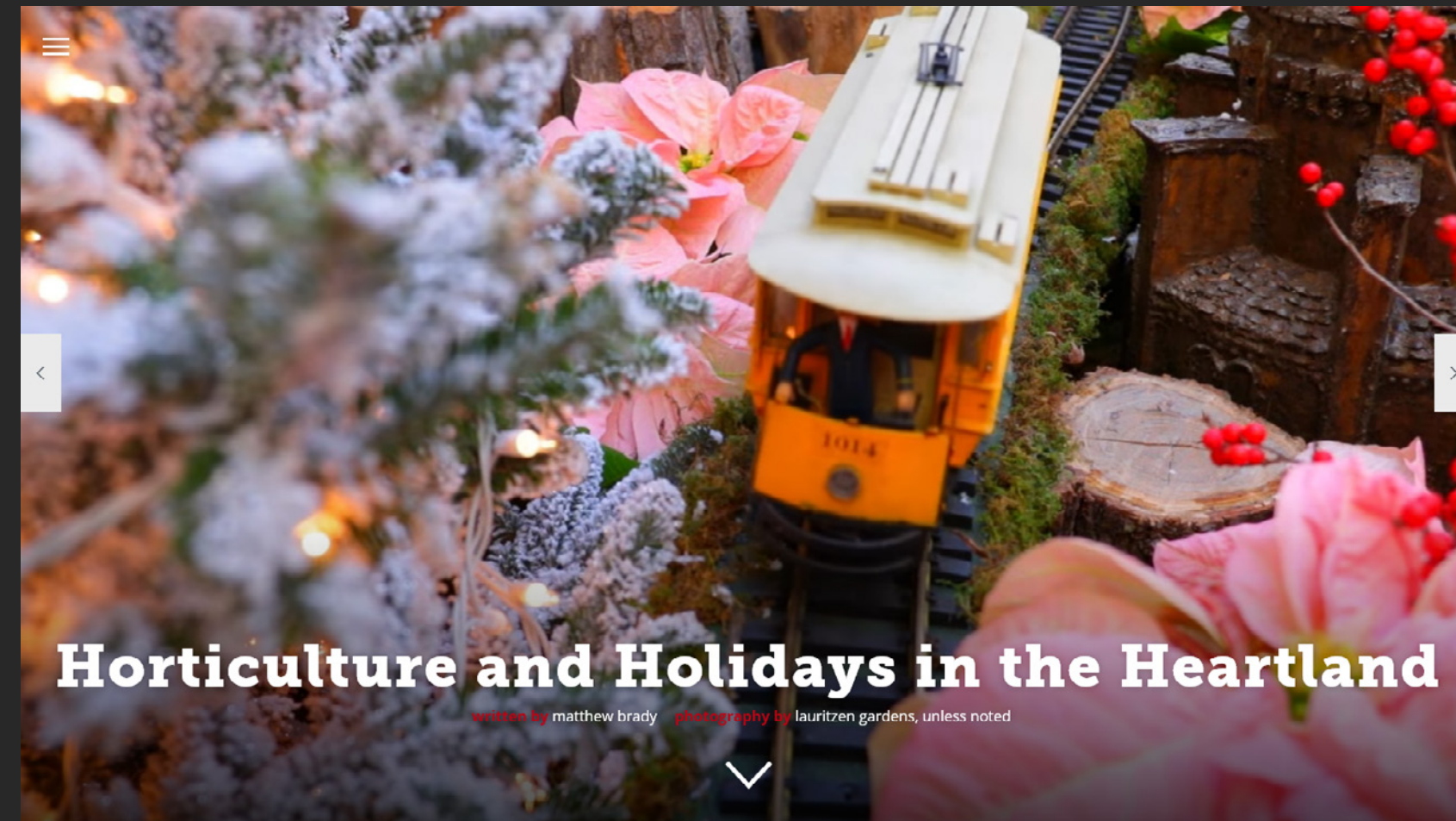


Digital Edition Feature Article

Feature-format articles are the star of each *American Lifestyle: Digital Edition* issue, and came with a long video, a bevy of official photographs, and occasionally other media to be incorporated.

Careful selection and pacing of multimedia within a feature article was essential to keep the piece engaging. After finalizing image choices, it was determined what additional elements—including pull quotes, callouts, or special credit sections—would complete the article. Newly-developed elements were added to the codebase for use in future articles.

View article: c-e.art/lauritzen





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