

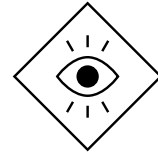




**LOGO
DESIGN ERA**
2016 -



**PRINT
DESIGN ERA**
2017 -



**INTERACTION
DESIGN ERA**
2019 -

PROJECTS

6-7 DEVELATIO
8-9 SOUNDGLOW
10-11 TUNE GENIE

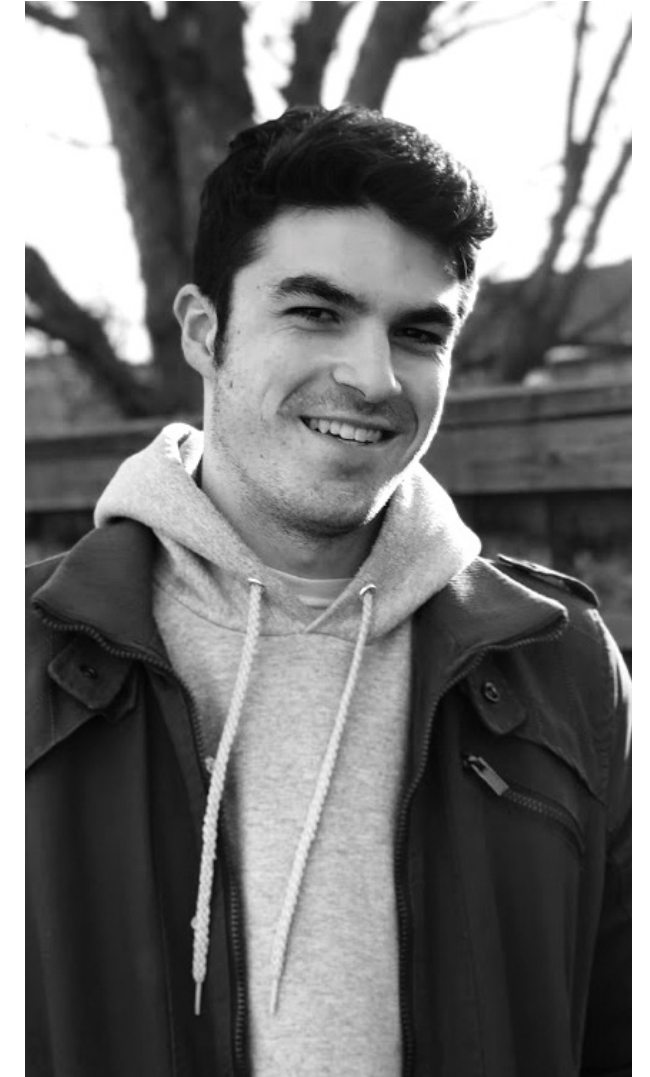
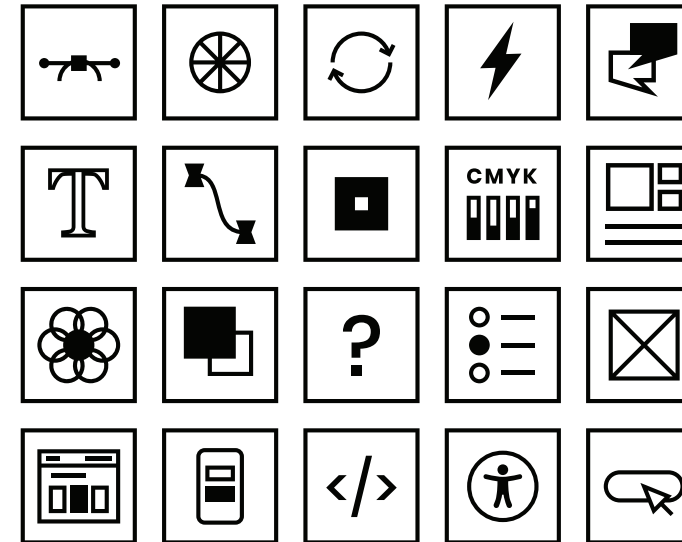
14-17 WILDFEST
18-19 EARTH DAY
20-21 SPECIAL BALLOT

24-25 DAILY UI
26-31 MYCWU
32-35 TUNE GENIE APP
36-38 VIRTUAL GRAD SHOW



ZACH THOMSON

I'm a interaction designer with a background in graphic design. I love being able to create purposeful and delightful experiences for others.





**LOGO
DESIGN ERA**
2016 -

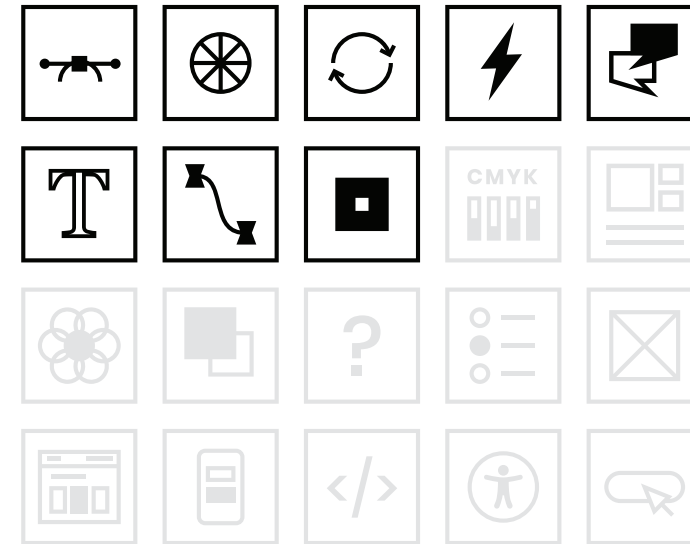


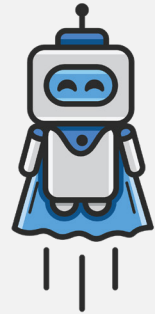
**PRINT
DESIGN ERA**
2017 -



**INTERACTION
DESIGN ERA**
2019 -

SKILLS



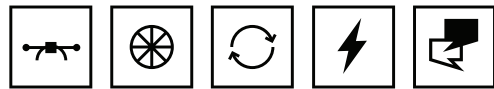


DEVELATIO

DEVELATIO

LOGO DESIGN

TOP 5 SKILLS



VECTOR DESIGN

COLOR THEORY

DESIGN PROCESS

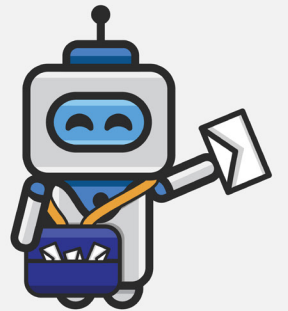
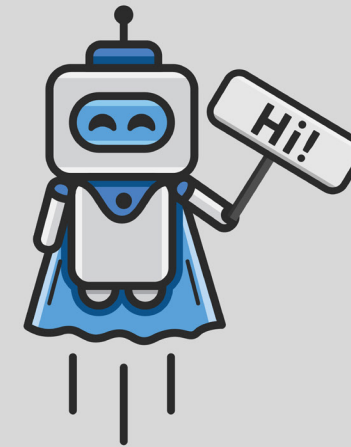
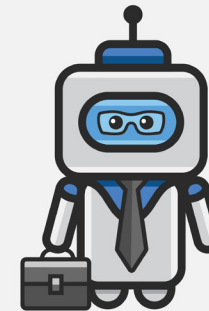
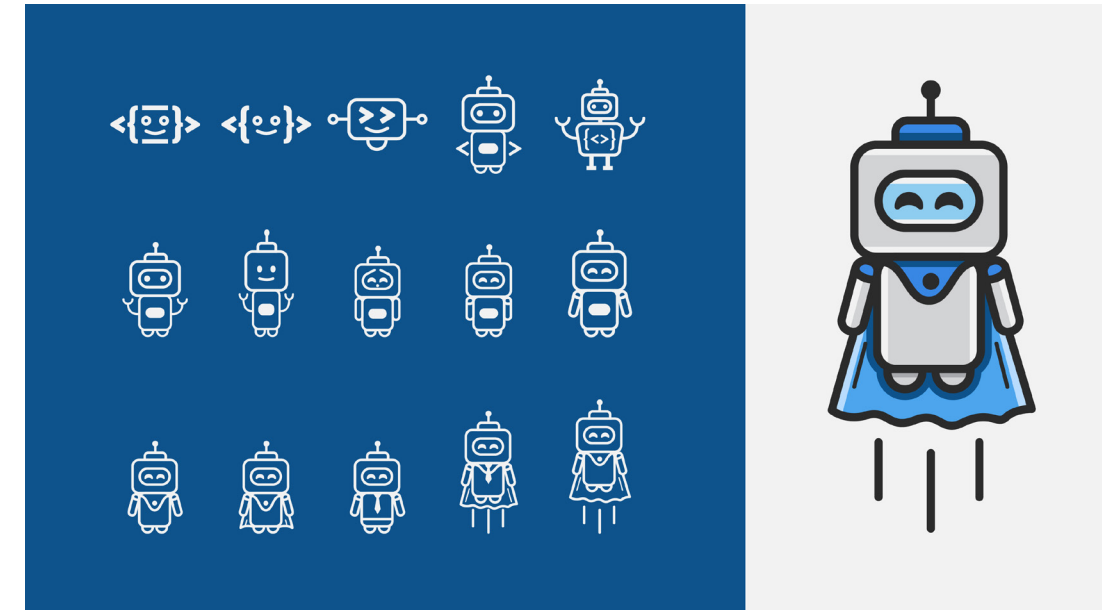
OPTIMIZED WORKFLOW

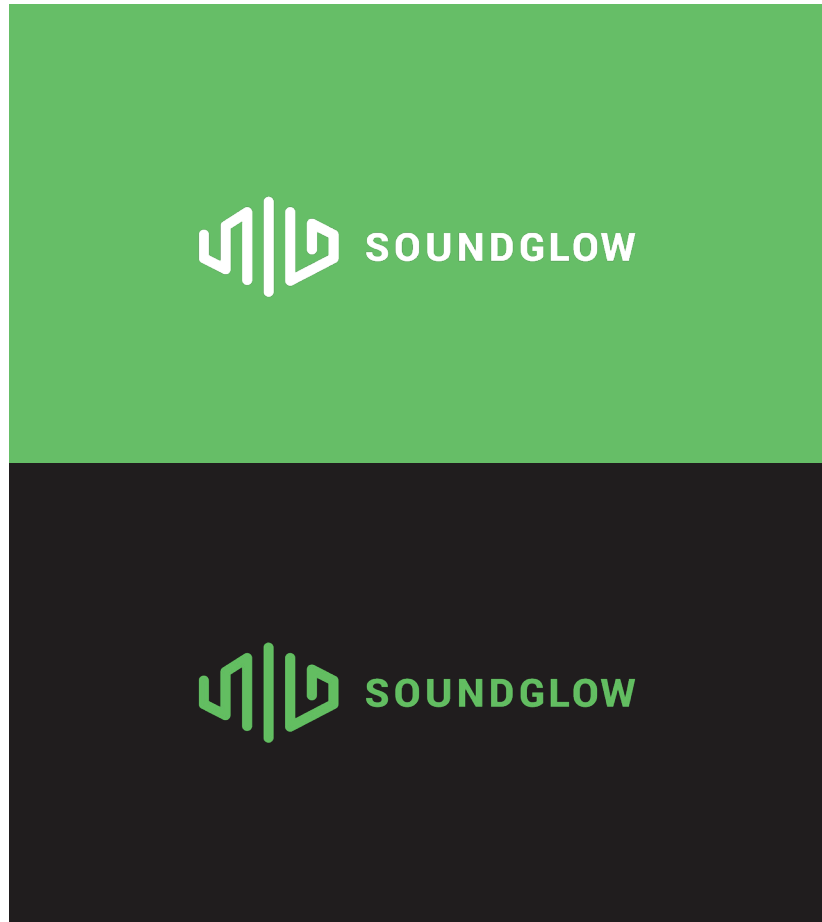
CLIENT-DESIGNER COMMUNICATION

Develatio is a startup company focused on web/app development. They are a group of developers with a goal of quality code and efficiency. They were looking for a friendly robot to represent their brand.

ROBOT IDEATION

Throughout my design process we created many different iterations of the robot. This shows how the robot changed and sort of grew up in the design process.

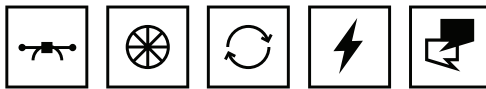




SOUNDGLOW

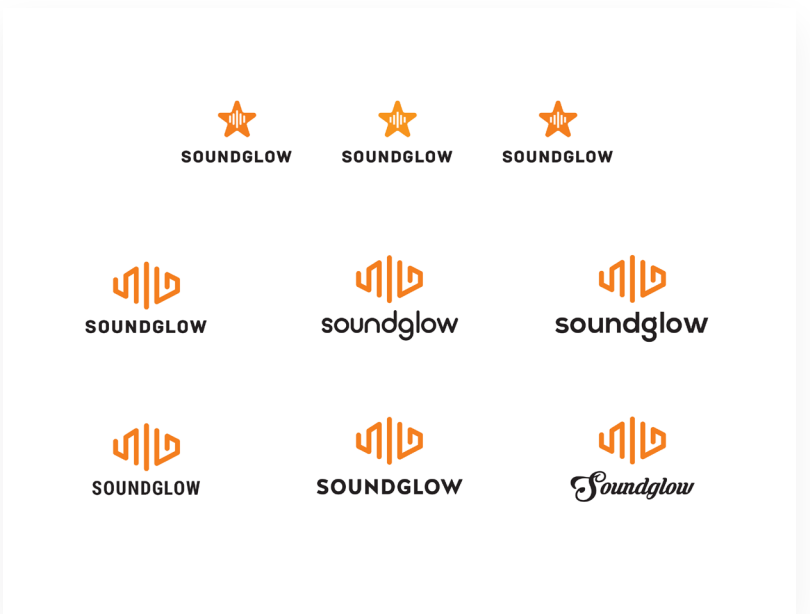
LOGO DESIGN

TOP 5 SKILLS



VECTOR DESIGN
COLOR THEORY
DESIGN PROCESS
OPTIMIZED WORKFLOW
CLIENT-DESIGNER COMMUNICATION

Soundglow is a music production company that specializes in polishing music and finalizing tracks.



DESIGN PROCESS

I worked with the client to find the style and form of the design. We eventually landed on a monogram of the S & G in a sound wave form.

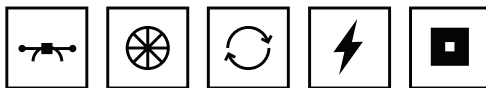




TUNE GENIE

LOGO DESIGN

TOP 5 SKILLS



VECTOR DESIGN

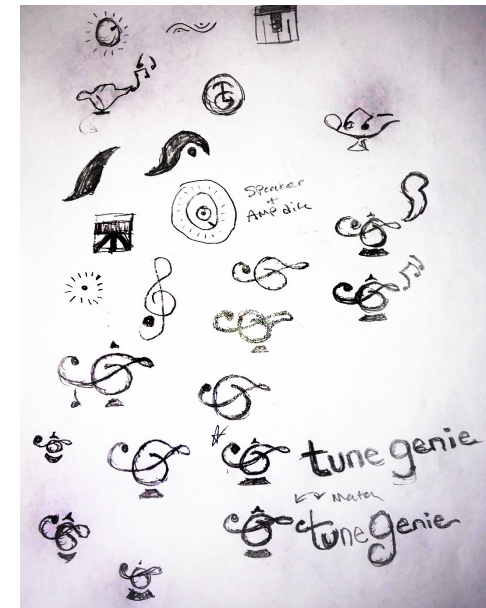
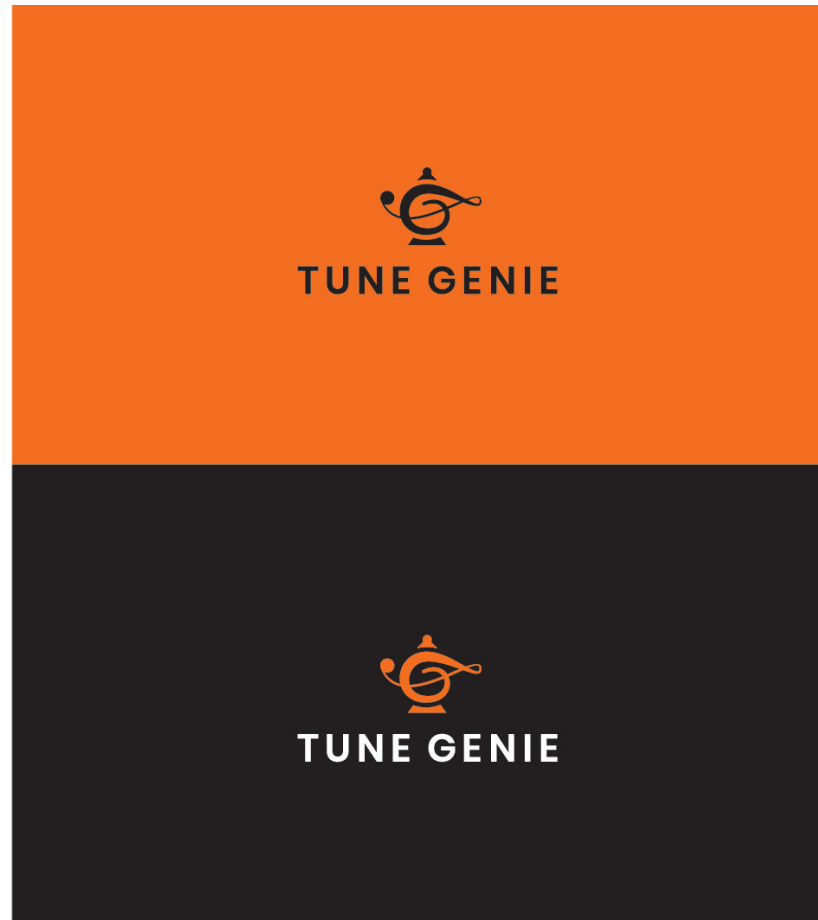
COLOR THEORY

DESIGN PROCESS

OPTIMIZED WORKFLOW

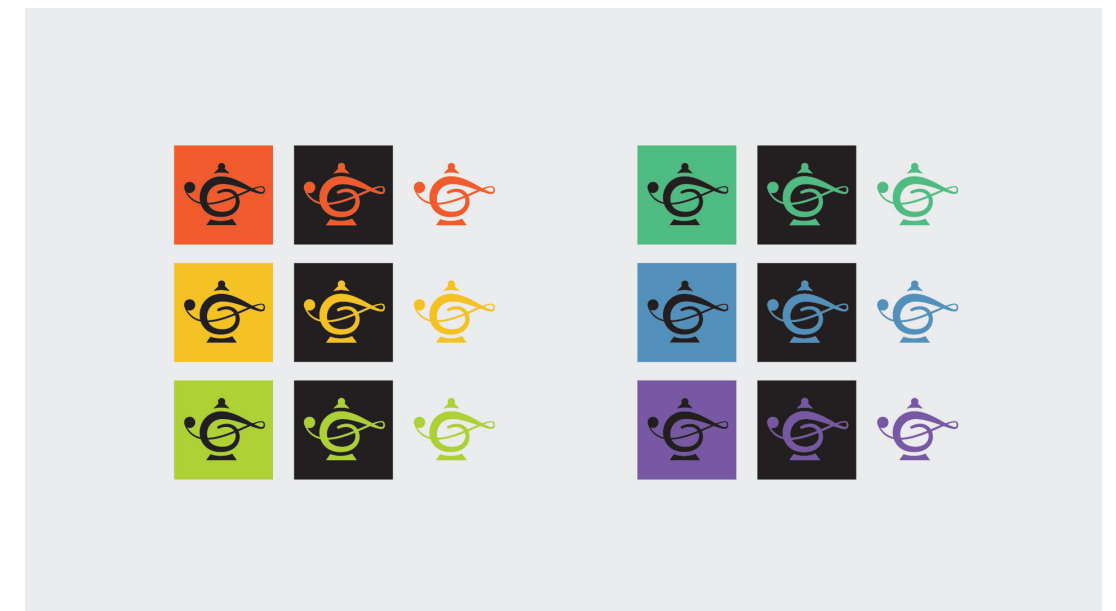
POSITIVE/NEGATIVE SPACE

Tune genie is a company that allows you to turn any site into a media player. This re-brand was for a class project.



FORCED CONNECTIONS

With this logo, I heavily focused on finding forced connections with the name Tune Genie. Ultimately I found the connection with a genie bottle and the music note. Going with orange also represents the bronze color of a genie bottle.





LOGO
DESIGN ERA
2016 -

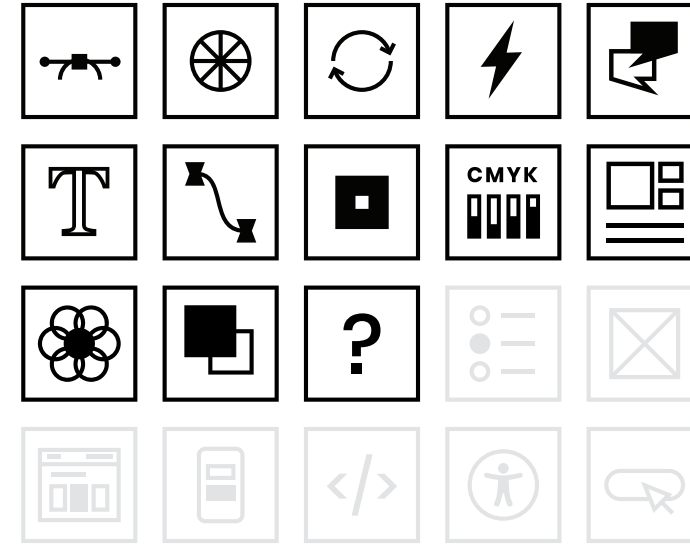


PRINT
DESIGN ERA
2017 -



INTERACTION
DESIGN ERA
2019 -

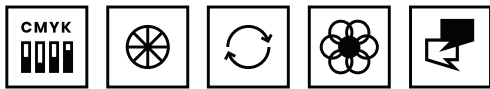
SKILLS





WILDFEST CAMPAIGN

TOP 5 SKILLS



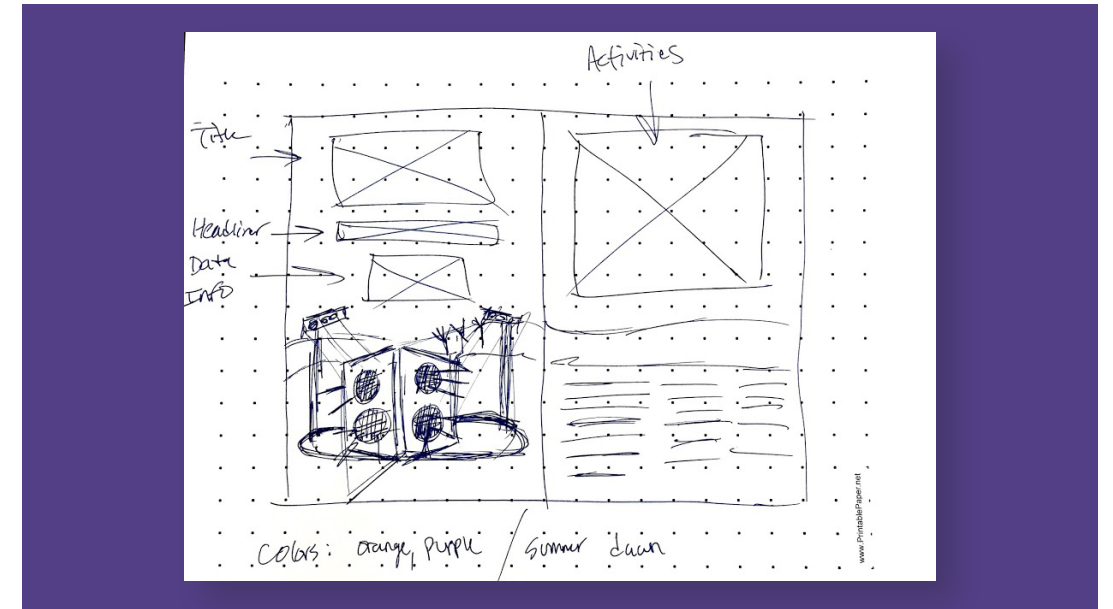
PRINT DESIGN COLOR THEORY DESIGN PROCESS COLLABORATION CLIENT-DESIGNER COMMUNICATION

Wildfest which was also known as student appreciation day is a day to celebrates students hard work throughout the year. For this design campaign, I designed a large variety of different assets including print spreads, social media, schedules, directions and sandwich

boards.

SKETCHING

The important feature to highlight for this year was the newly built Recreation Sports Complex. I connected the two and decided to put a speaker on the field where the event would be held.



PRINT SPREAD

At HYPE, we product quarterly spreads to promote on campus events and activities. This was one of the first high fidelity designs created and some elements are ultimately changed.



TYPOGRAPHY

I wanted the main typography for this to be bold and have utility. This single color form can be used on any background and can be re-colored.



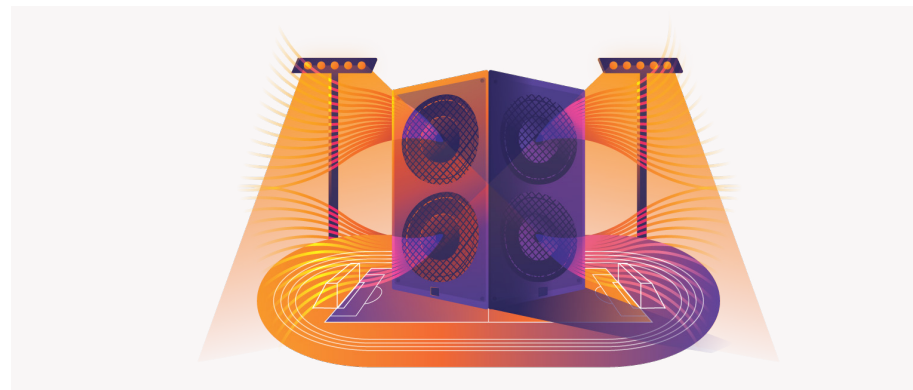
COLOR SELECTION

The color selection was also purposeful. The time of the event was at sunset so these colors were used to further convey what the event will be.



SUBJECT SELECTION

As I mentioned in the sketches, the subject for this is both the music celebration and the new Recreation Sports Complex.



SCHEDULE

The logistical pieces were my favorite part as it gives more purpose to the design. The schedule here also had a social media version so students could show up and see what they wanted to see.



DIRECTIONS

Because the new Recreation Sports Complex was just built, not very many students knew where it was. So I created a map that showed how to get there from the central hub of campus. Using the same subject from the other designs, it allowed them to make the connection of what and where this was.



SANDWICH BOARD

Sandwich boards are just larger versions of the 11x17 posters but are more effective because everyone who enters the hub of campus has a chance to see them and because they are larger, the info is easier to read and understand.

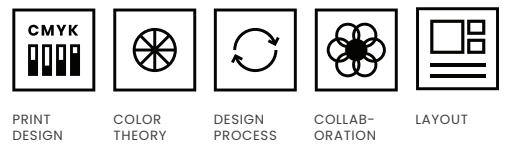




EARTH DAY

PUBLICATION SPREAD

TOP 5 SKILLS

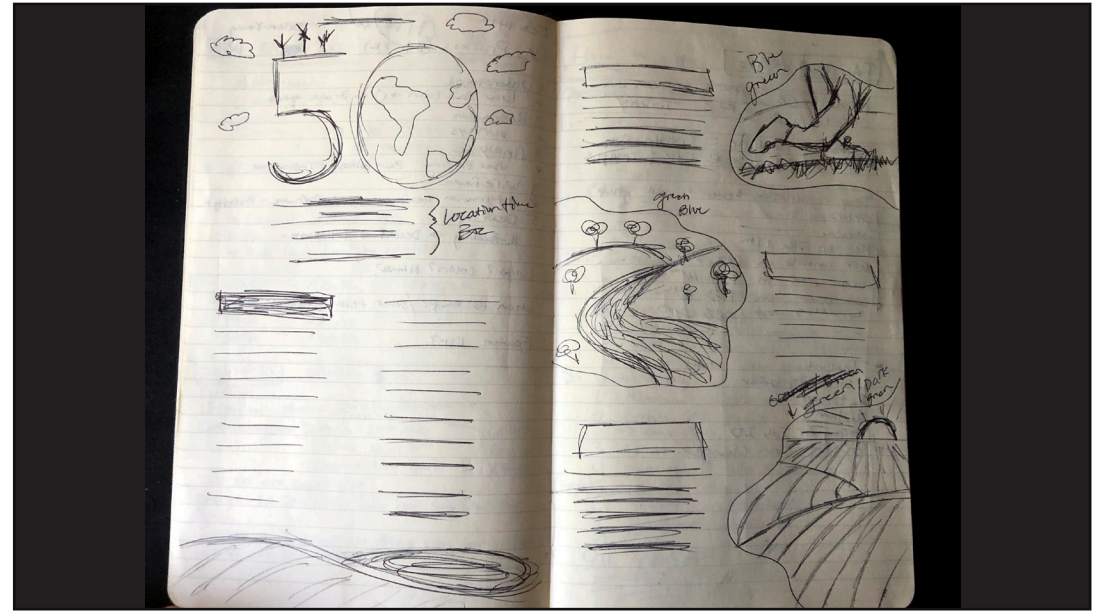


PRINT DESIGN COLOR THEORY DESIGN PROCESS COLLABORATION LAYOUT

This spread is part of HYPE's quarterly publication. The focus for this spread was to originally promote events that related to earth day. However, with Covid-19 those events got replaced with alternate activities.

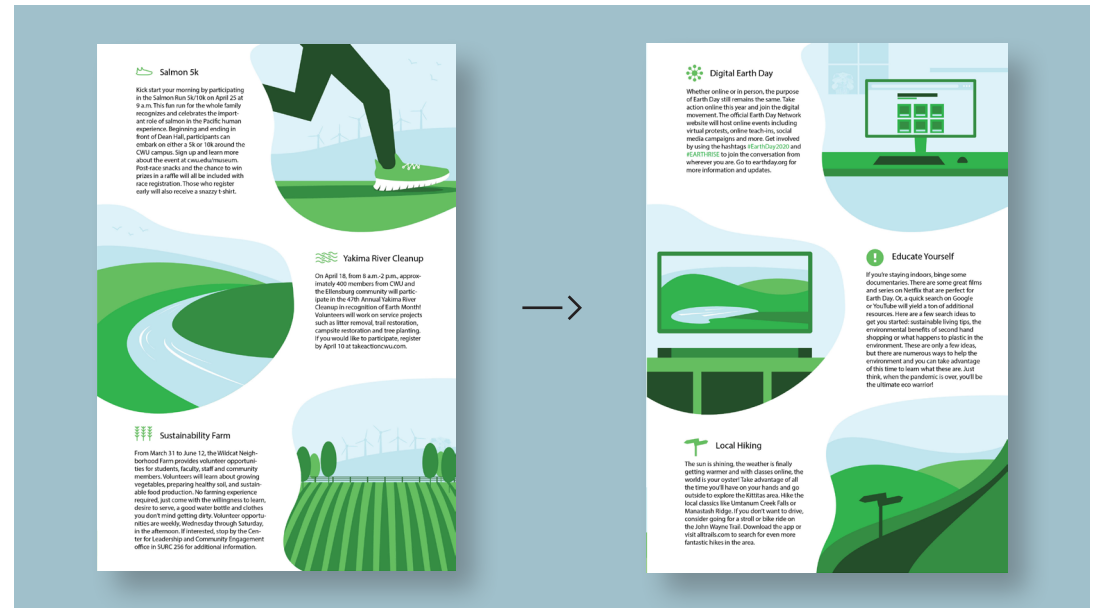
SKETCHING

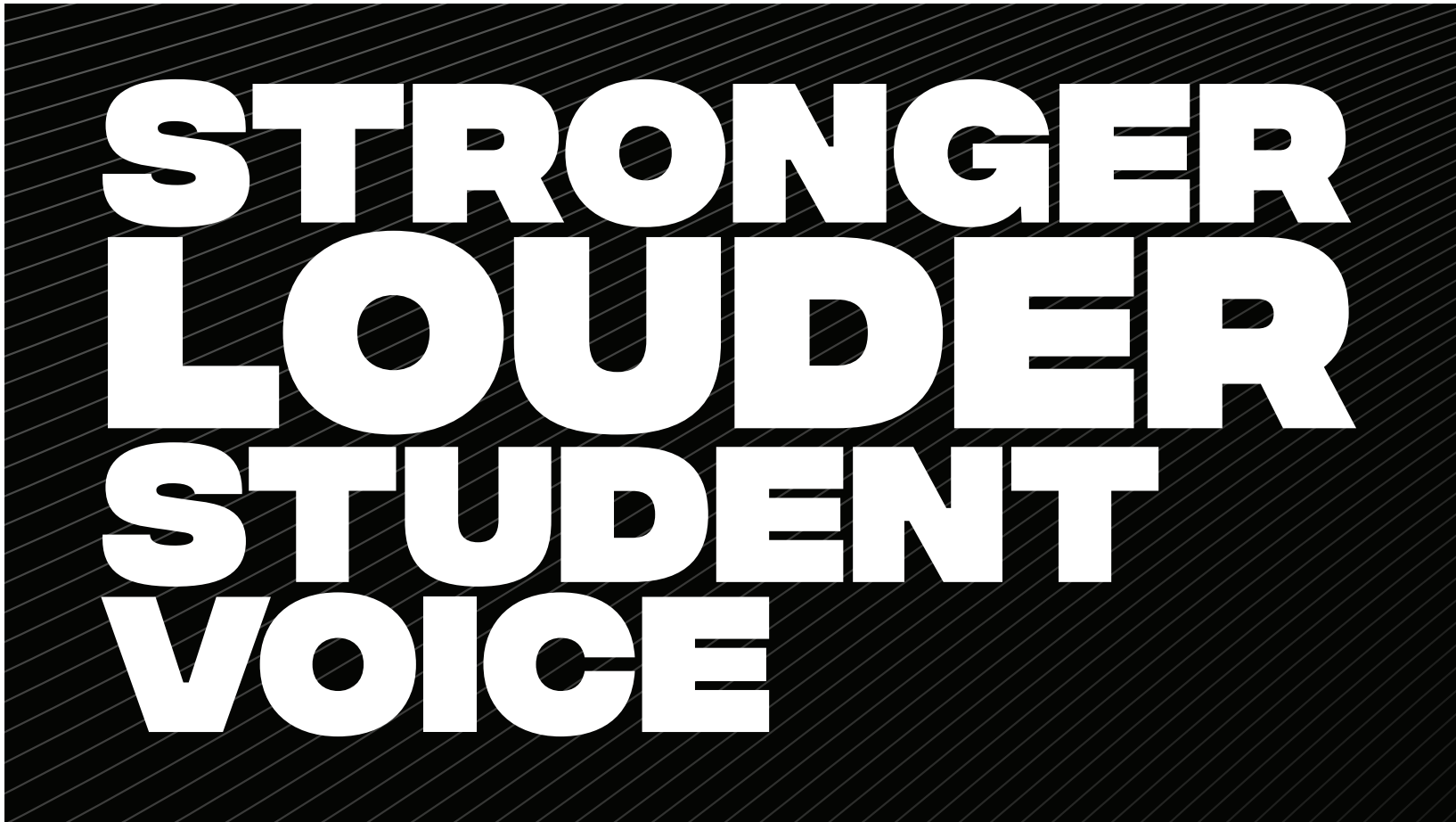
I knew that we were promoting three events so I wanted there to be an equal amount of design and text. The left side of the spread represented the story written by one of our writers about earth day in general and the right side of the spread represented the individual events.



COVID-19 IMPACT

The original events were canceled and had to be replaced with new ones. This kind of format provided the utility of switching out the designs and content for new ones without having to re-flow everything making it a time saver.





STRONGER LOUDER STUDENT VOICE

PRINT DESIGN

TOP 5 SKILLS



PRINT DESIGN

TYPE-OPGRAPHY

HEIGH-ARCHY

LAYOUT

POSITIVE/NEGATIVE SPACE

The Stronger Louder Student Voice project was a quick campaign for promoting the idea of a larger elected student body at Central Washington University.



TYPOGRAPHIC FOCUS

I decided that a typographic focus would be best for this as it is easily readable from a distance and itself has a sense of being loud and strong. The black and white creates the most contrast and in combination with the large and bold type it creates a high impact design.

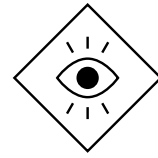




**LOGO
DESIGN ERA**
2016 -

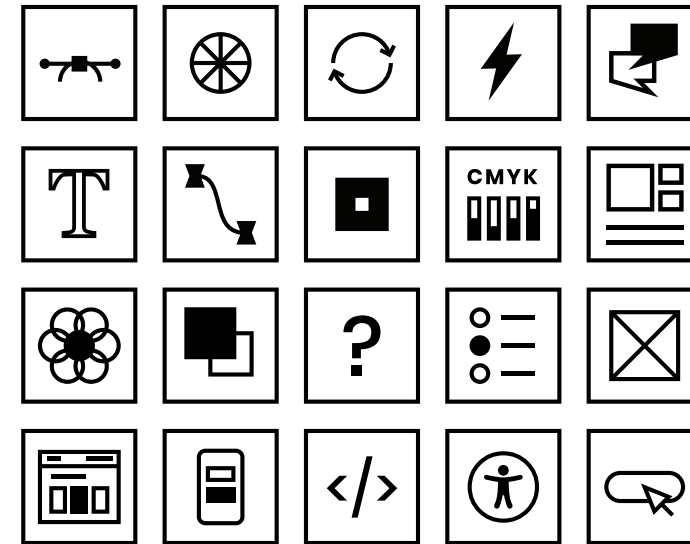


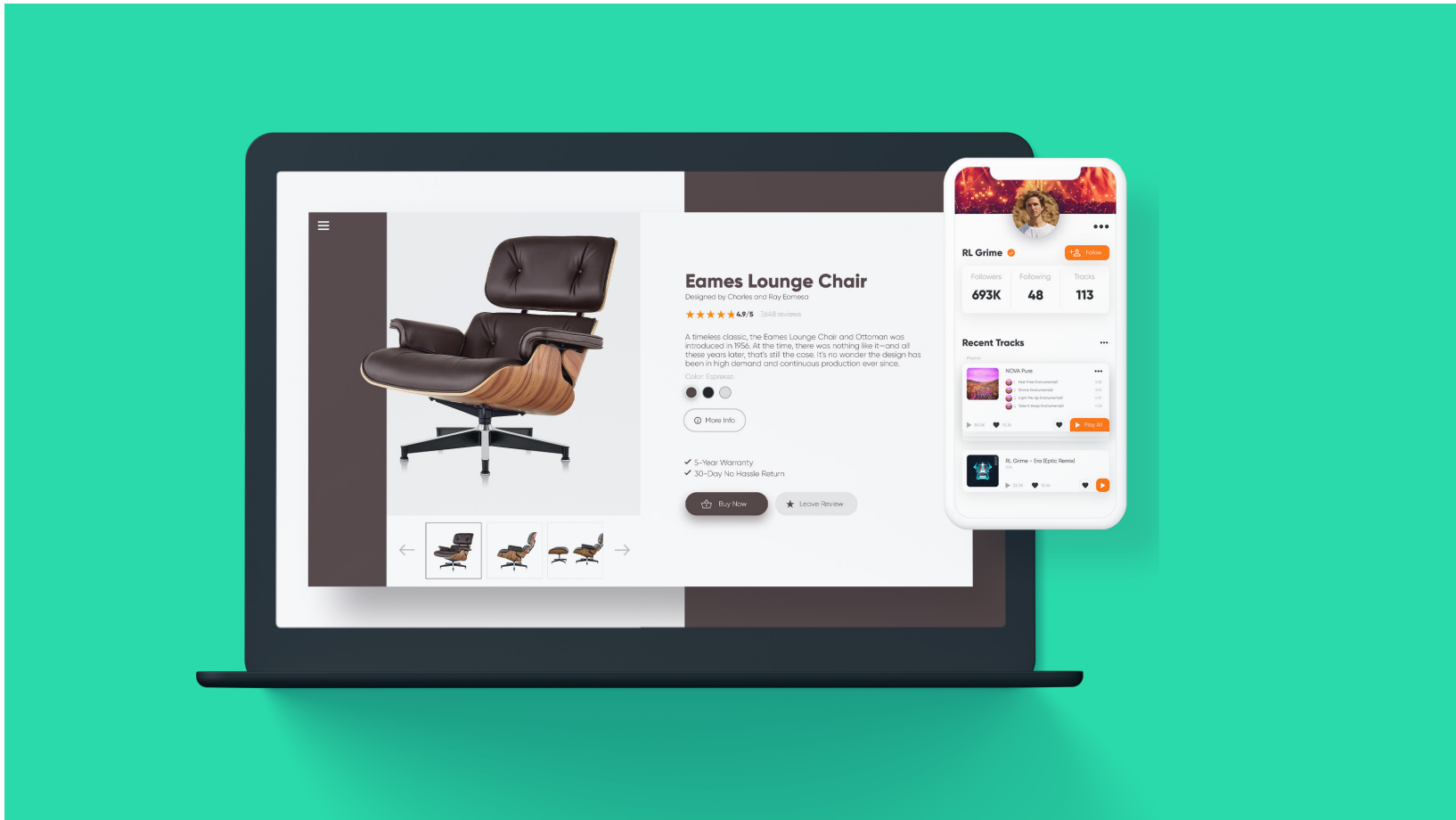
**PRINT
DESIGN ERA**
2017 -



**INTERACTION
DESIGN ERA**
2019 -

SKILLS





DAILY UI

14 DAY CHALLENGE

TOP 5 SKILLS



WEB DESIGN

MOBILE DESIGN

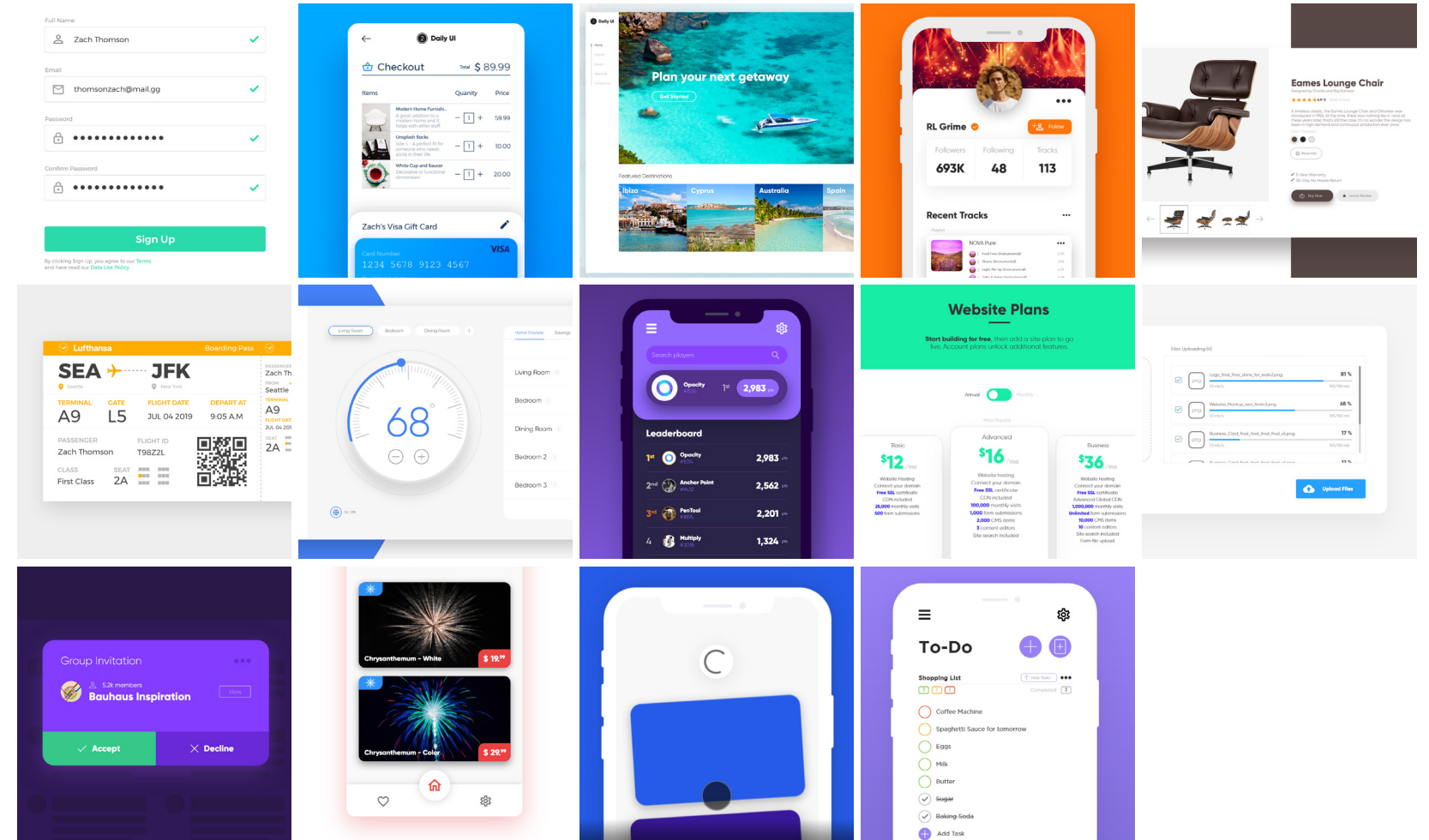
OPTIMIZED WORKFLOW

TYPE-OGRAHY

POSITIVE/NEGATIVE SPACE

The daily UI challenge was for my own personal development. I needed to get familiar with designing web and mobile interfaces as most of my experience at this point was in logo design and print. These rapid design exercises had very little to do with UX and only focused

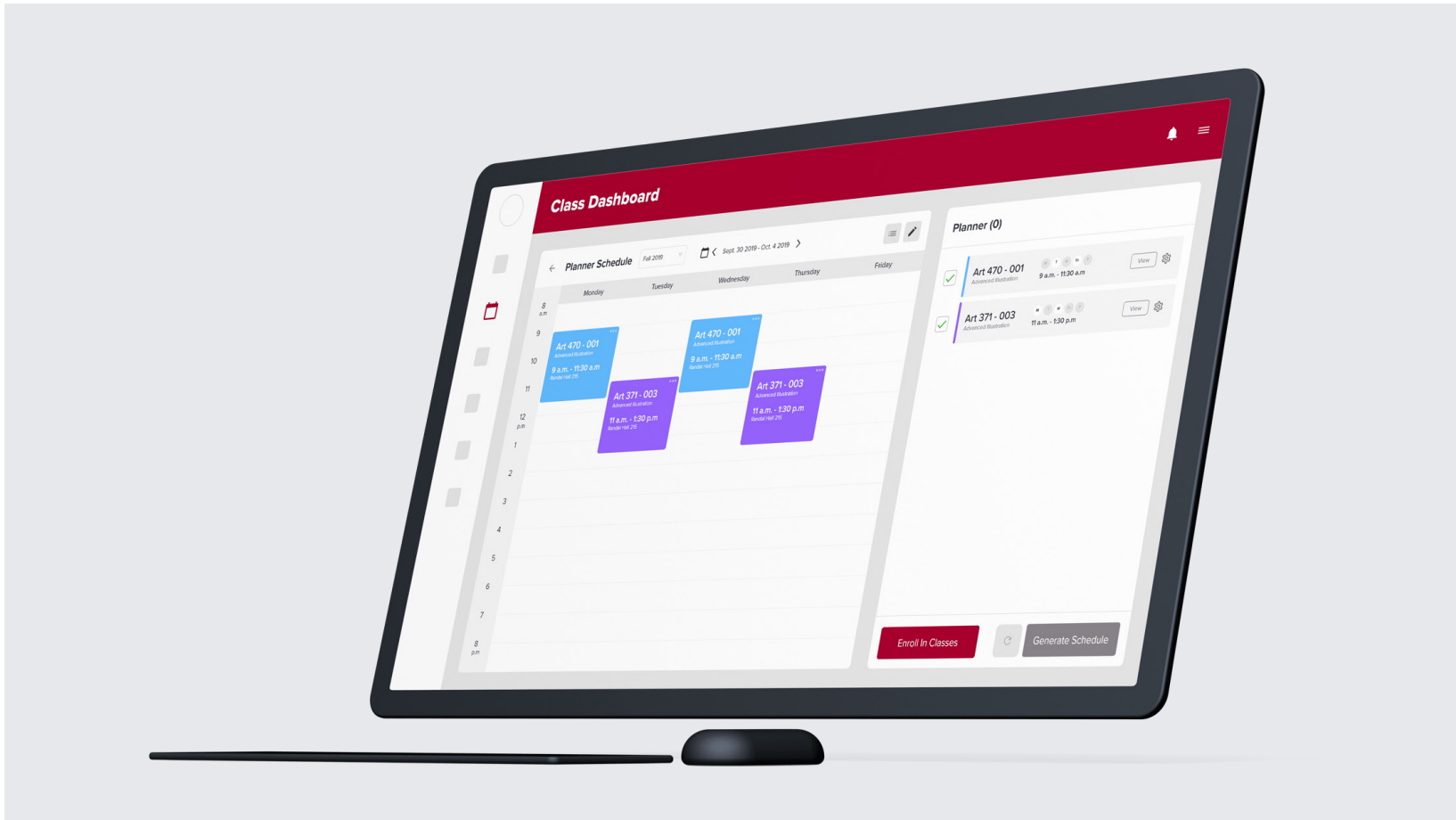
on the visual aspect of those interfaces. This would ultimately prepare me for doing my first UX case study.



I LEARNED

With each challenge I posted 3 things that I learned after doing it. This helped me critique my own designs and make sure I was getting value out of this challenge.

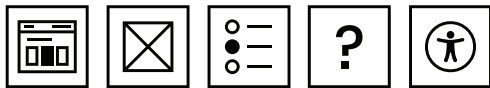




CLASS DASHBOARD

UX CASE STUDY

TOP 5 SKILLS



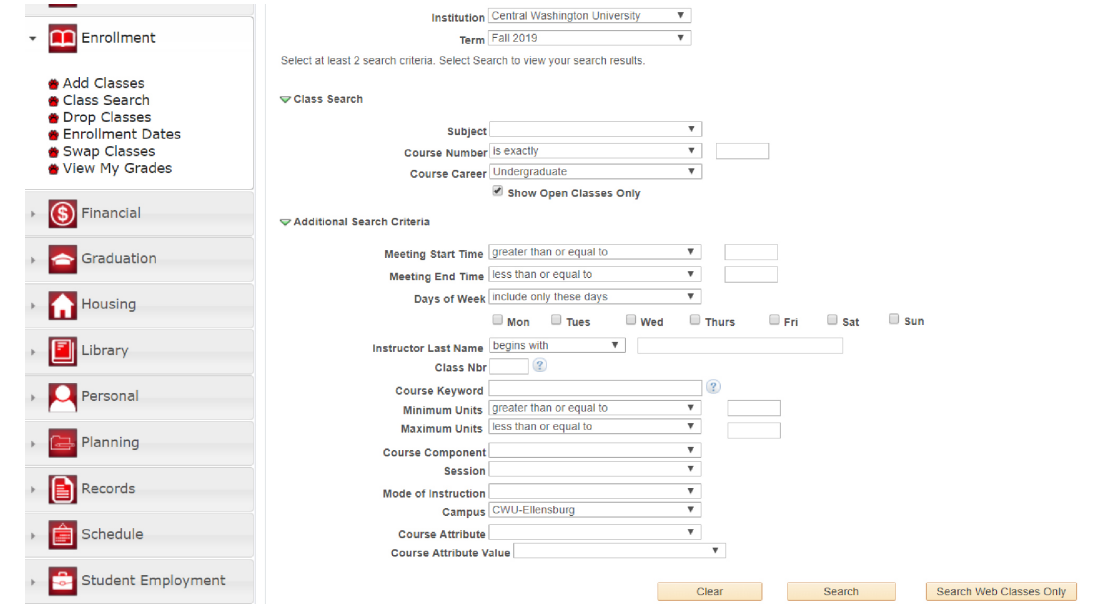
WEB DESIGN WIRE-FRAMING USER RESEARCH DESIGN THINKING ACCESS-ABILITY

This class dashboard was my first UX case study. This was a personal project that allowed me to go through the main ideas of design thinking. I found out from students that the current way of enrolling in classes at Central Washington University was slow, confusing and

that the interface was cluttered. I also found out that students want better search results and a simpler process.

THE CURRENT DASHBOARD

The current class dashboard that Central Washington University uses a template Peoplesoft program by Oracle. It looks outdated, confusing and cluttered. It doesn't have a human friendly voice to it and using drop downs with weirdly specific choices like greater than or equal too is just too confusing.



RESEARCH

LIKES

Detailed class information
Knowing when/where classes are

DISLIKES

Confusing
Not organized well
Hard to add classes
Extra pages
Cluttered design
No clear sense of direction

SUGGESTIONS

Better class search filters
Better class search results
Faster way to enroll in classes
A simpler process

DEFINING PROBLEMS

1. It's slow
2. It's confusing
3. The interface is cluttered

TURNING PROBLEMS INTO NEEDS

1. Students need to be able to quickly and efficiently enroll in classes.
2. Students need to intuitively understand how to enroll in classes.
3. Students need to see important information first and secondary information after.



Grades Spring 2019

Select Term GPA: **3.9** | Selected Term Credits: **15** | Cumulative GPA: **3.63** | Cumulative Credits: **130**

Spring 2019

Course	Credits	Grade	View
Art 245 Beginning Typography	5	A	View
Art 320 Beginning Typography	5	A-	View
Art 362 Beginning Typography	5	B+	View

Enrollment Dates

Class Search

Search Filters

Subject:

Course # (e.g. 101):

Course ID (e.g. 9A46FC):

Instructor Name:

Class Type:

Days of the week:

Class Starts: -

Class Ends: -

Show open classes only:

Search Classes

Class Search

Art 470

Art 470 001 D. Bieloh

Art 414 001 J. Beckman

Art 440 001 D. Bieloh

Instructor Name:

Class Type:

Days of the week:

Class Starts: -

Class Ends: -

Show open classes only:

Grades Spring 2019

Grade	Class	Section	Credits	View
A	Art 250 Beginning Typography	001	5	View
A-	Art 215 Advanced Interface Design	001	4	View
B	Art 310 Corporate Advertising	001	3	View
C	Art 440 Advanced Illustration	001	5	View

Enrollment Dates

Class Dashboard > Add Class

Class Search Fall 2019

Quick Search:

Advanced Search

Subject (Art):

Course # (101):

Course ID (674124):

Course Name:

Min Credits:

Max Credits:

Instruction Type (Online):

Class Starts: -

Class Ends: -

Specific days:

Quick Search

Art 470
Advertising Graphic Design

Section 001 Mon, Wed. 9 a.m. - 11:30 a.m. Seats Left: 15

Section 002 Mon, Wed. 9 a.m. - 11:30 a.m. Waitlisted: 4

Planner (0)

Class Information

Back to search

Class Name: **Art 470**
Advertising Graphic Design

Section:

Availability: Open

About

Concept and design as applied to advertising problems with emphasis on presentation and communication skills with analysis and implementation of marketing strategies. Class meets five hours per week. Acceptance into the BFA graphic design major via portfolio review. May be repeated up to 8 credits. Course will be offered every year (Fall).

Instructor: **D. Bieloh**

Class Meets: M T W Th F

Meets at: **Randal Hall Room 215**

Class Starts: **9:00 am** | Class Ends: **11:30 am** | Class Duration: **2.5 hrs.**

Credits: **5** | Start Date: **9/15/19** | End Date: **12/18/19**

Enrollment Requirements

- Instructor Consent Required to enroll in this class
- Prerequisite: ART 371

Generated Schedule

	Monday	Tuesday	Wednesday	Thursday	Friday
8am					
8:15					
8:30					
8:45					
9am					
9:15					
9:30					
9:45					
10am					
10:15					
10:30					
10:45					
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4:45					
5pm					
5:15					
5:30					
5:45					
6pm					
6:15					

Successfully enrolled in **2 Classes**

Dashboard

+ Add More Classes

Class Dashboard > Add Class > Art 470

Class Information

★★★★★ See Reviews (18)

Art 470
Advertising Graphic Design
Instructor: **D. Bieloh**

Section: | Credits: **5** | Classroom: **Randal Hall Room 215** | Class Meets: **Mon, Wed. 9:00 a.m. - 11:30 a.m.**

About

Concept and design as applied to advertising problems with emphasis on presentation and communication skills with analysis and implementation of marketing strategies. Class meets five hours per week. Acceptance into the BFA graphic design major via portfolio review. May be repeated up to 8 credits. Course will be offered every year (Fall).

Planner Schedule Fall 2019 Sept. 30 2019 - Oct.

	Monday	Tuesday	Wednesday
8 a.m.			
9			
10	Art 470 - 001 Advanced Illustration 9 a.m. - 11:30 a.m. Randal Hall 215		Art 470 - 001 Advanced Illustration 9 a.m. - 11:30 a.m. Randal Hall 215
11		Art 371 - 003 Advanced Illustration 11 a.m. - 1:30 p.m. Randal Hall 215	
12 p.m.			
1			
2			
3			
4			

Enrolled In

Art 470 - 001
Advertising Graphic Design

Art 371 - 003
Layout and Design II

New Search

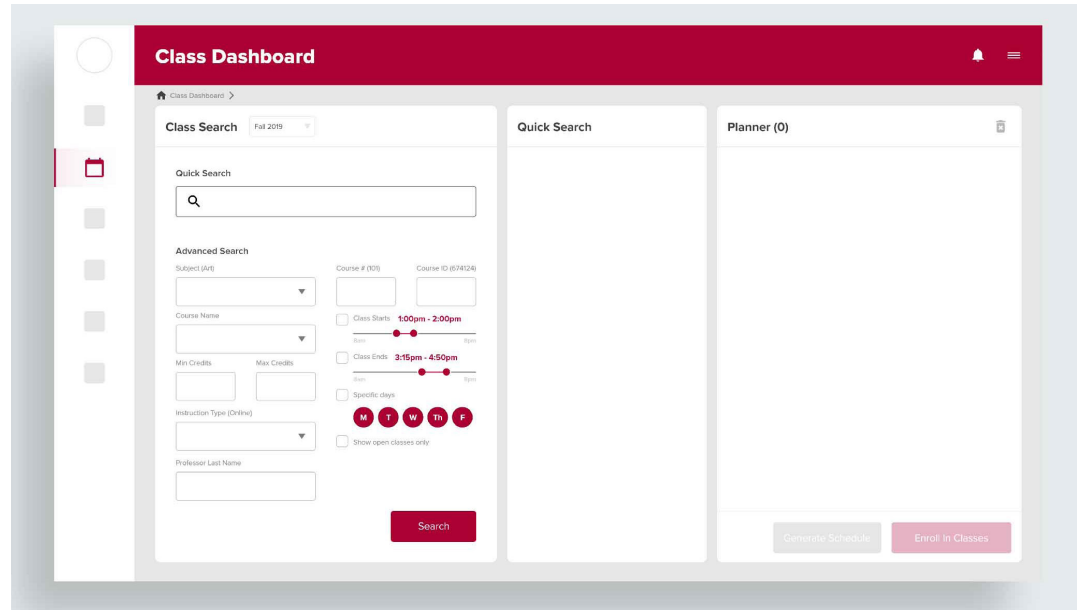
Dashboard

LOW-FI

HIGH-FI

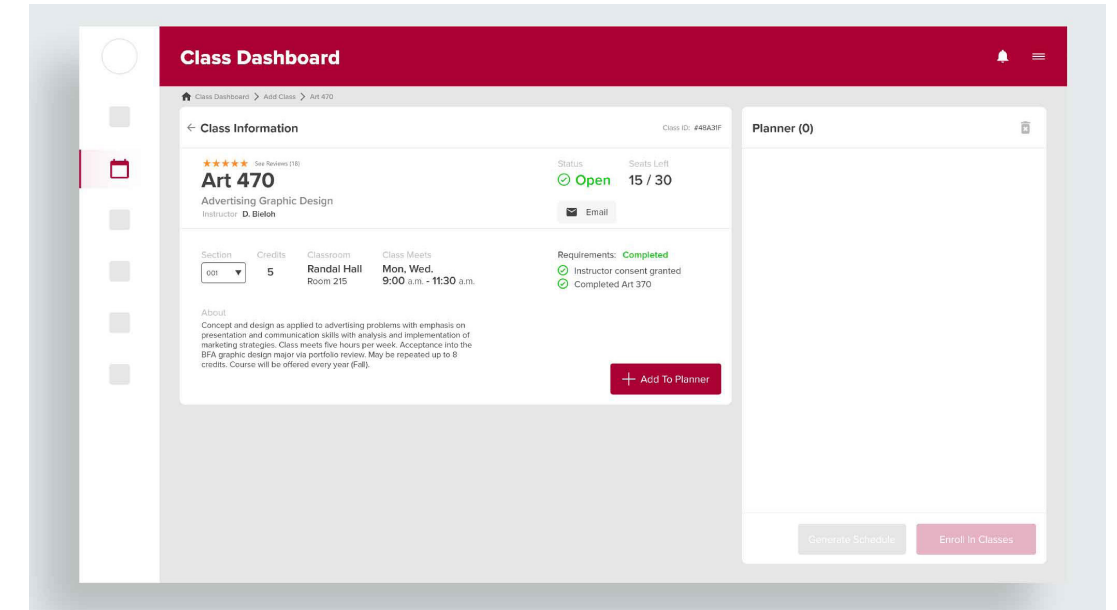
QUICK SEARCH

The quick search idea removes all that unnecessary drop down filters and allows you to type in the class name. The way students typically identify classes is the category like Art followed by the course number.



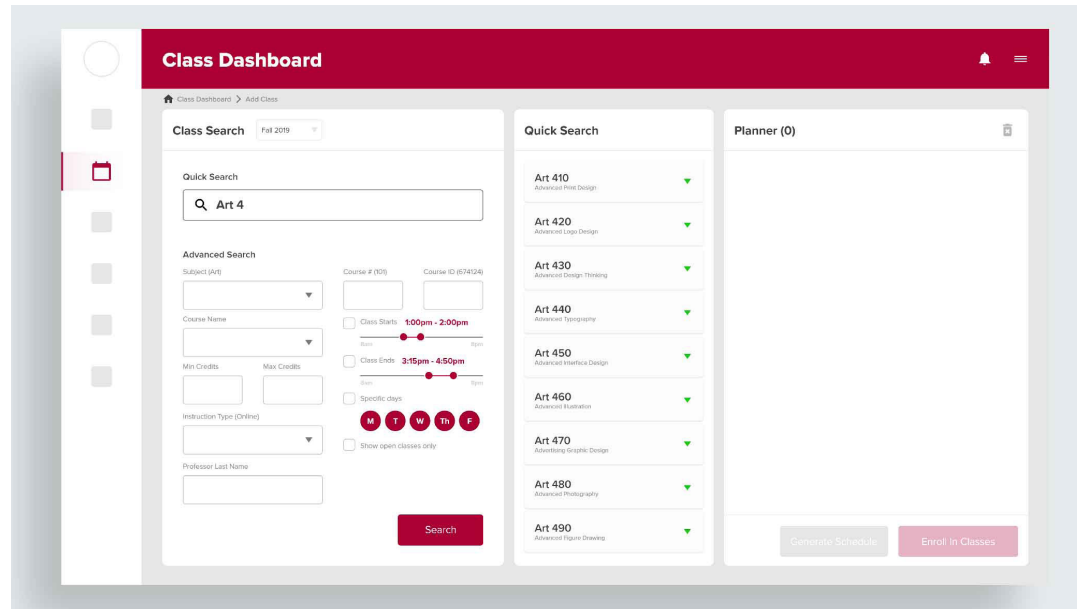
CLASS INFO

The class info page includes the necessary information a student would need to know about that class and provides the option to add it to the planner.



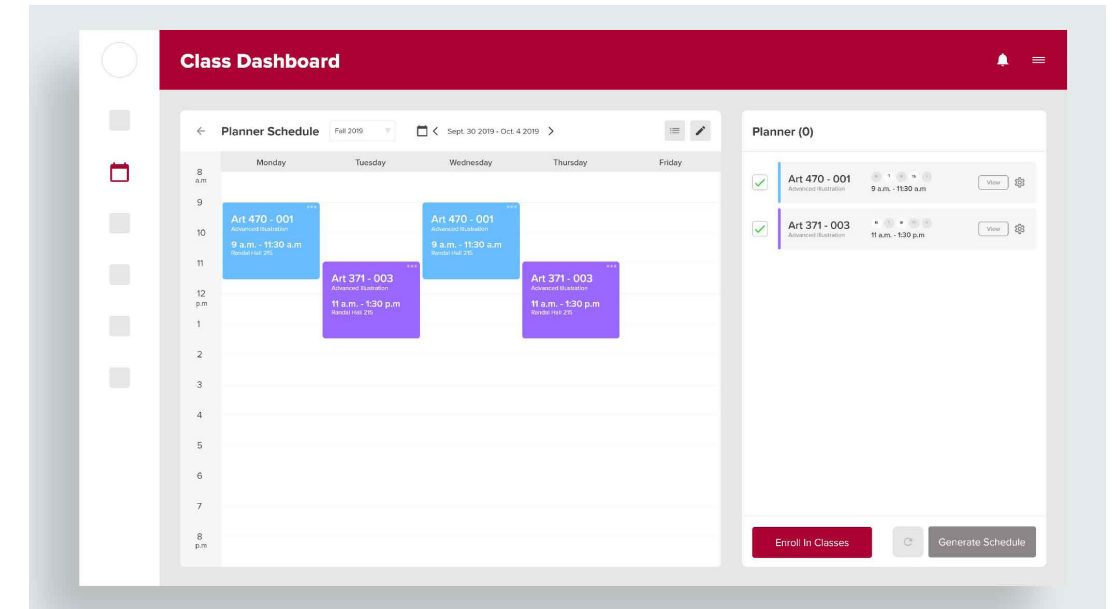
QUICK SEARCH RESULTS

The quick search feature allows for dynamic searching as you type. For example, when typing Art 4, it will display all courses that start with that. This can help lead to additional class discovery as a passive feature.



PLANNER SCHEDULE

The planner is a fluid-like system that allows students to mess around with different schedules. This way students can visualize what their schedules might look like before committing to it by enrolling.





TUNE GENIE APP

UI DESIGN

TOP 5 SKILLS



MOBILE DESIGN

WIRE-FRAMING

OPTIMIZED WORKFLOW

DESIGN THINKING

PROTO-TYPING

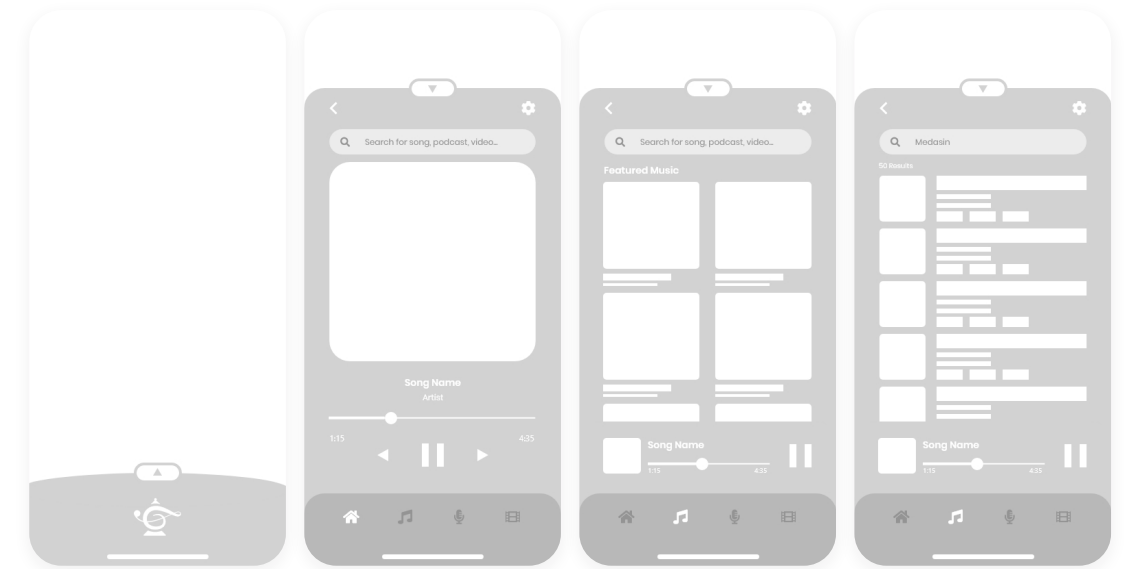
This Tune Genie app design was an extension of the logo design project. Their current product is hard to navigate especially on mobile so I wanted to make this a mobile focused product. With this I go through the design process with wire framing, low-fi, high-fi, and building

interactions as well. This app would enable websites to add a media player aspect to it which includes music, podcast, and video which could be customized by the site owner.



WIREFRAMING

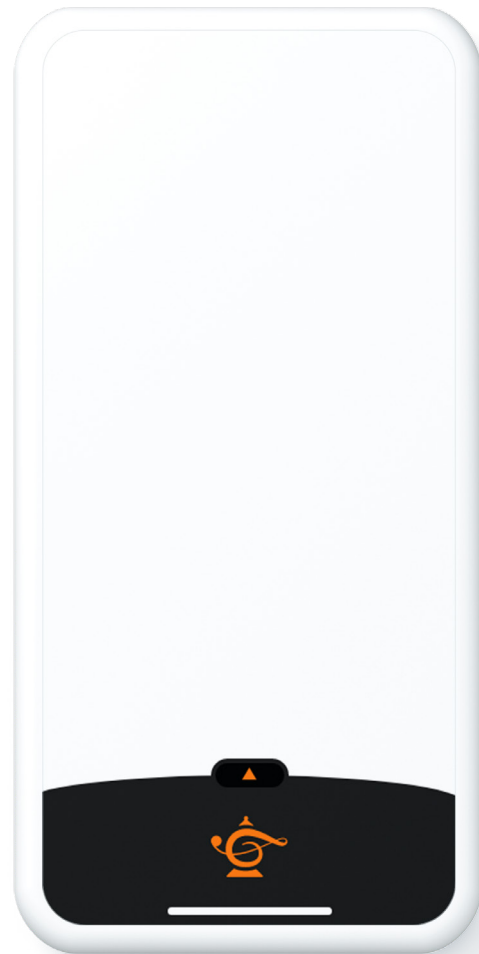
Building out wire frames allowed me to quickly test the idea for the app and give me a better understanding for the layout and flow.



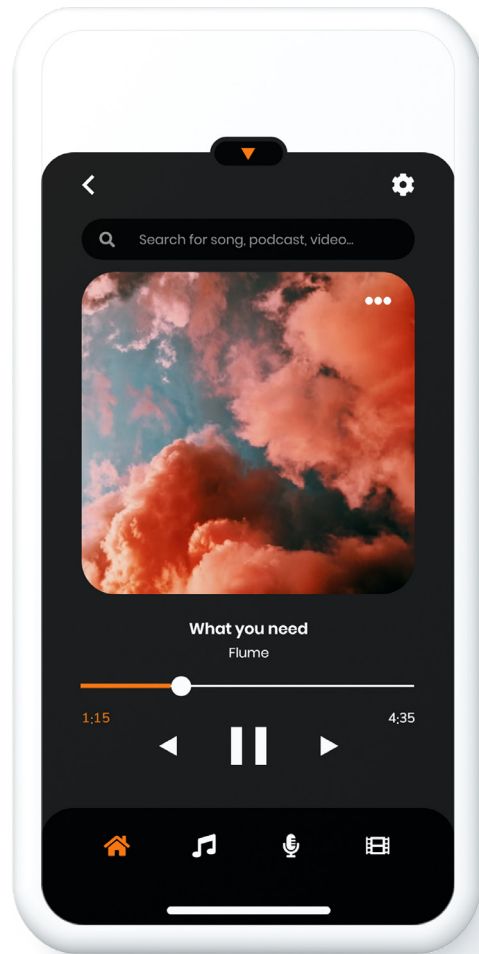
INTERACTION MAP

This is the interaction map for the final prototype. It looks like there is a lot going on but most of it is allowing the user to navigate to any of the 4 tabs at the bottom of each screen. The main user flow goes from left to right and top to bottom.

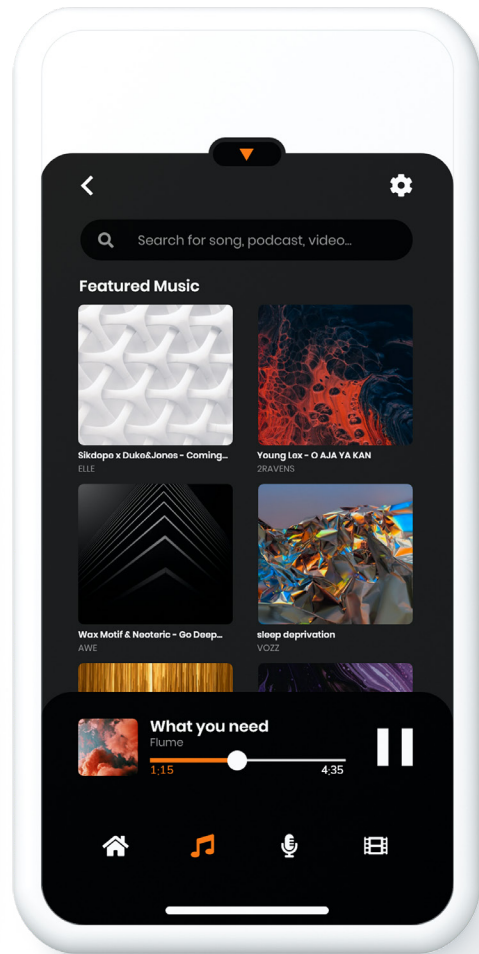




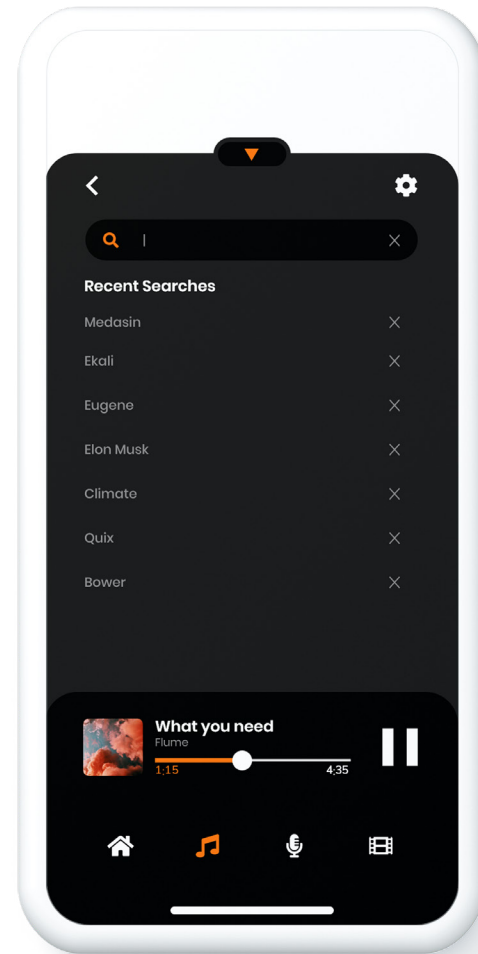
CLOSED



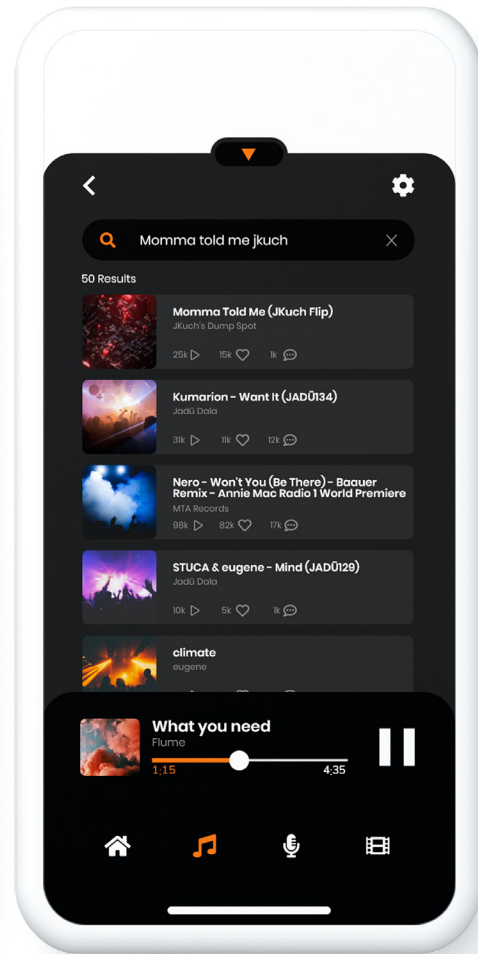
PLAYING



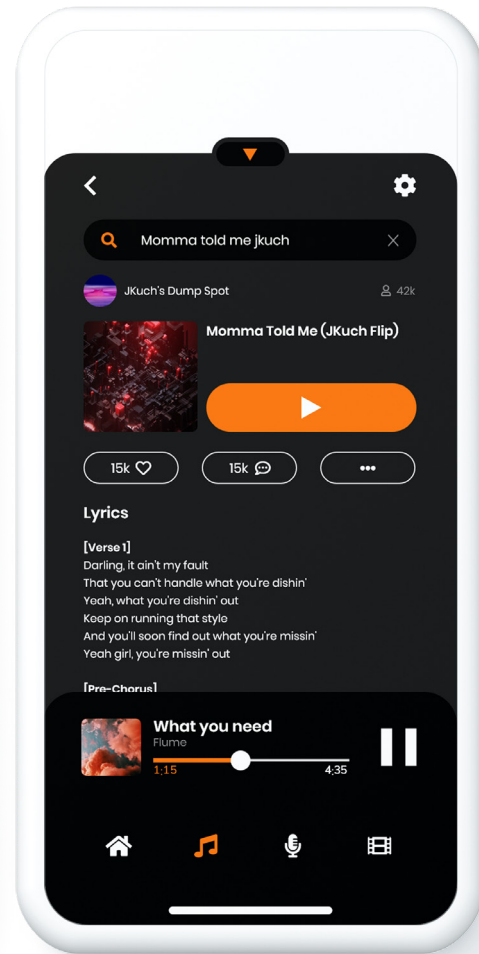
FEATURED MUSIC



MUSIC SEARCH



SEARCH RESULTS



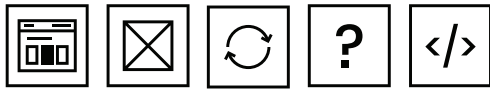
SONG INFO



GRAD SHOW

UX & FRONT END DEVELOPMENT

TOP 5 SKILLS

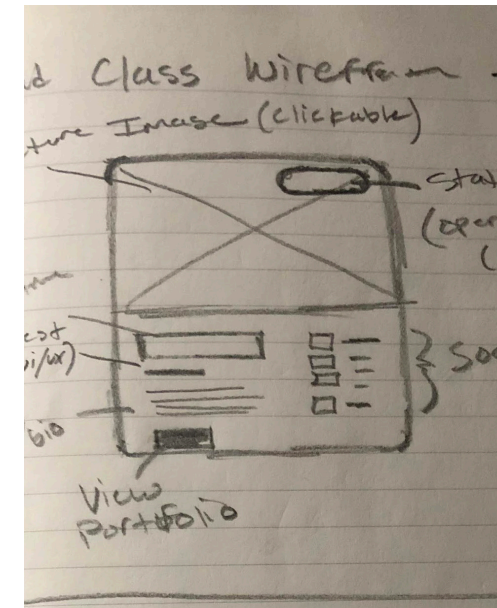


WEB DESIGN WIRE-FRAMING DESIGN PROCESS DESIGN THINKING CODE

Every year, graduating graphic design seniors at Central Washington University showcase their portfolios. Because of the Covid-19 and social distancing it was not possible to do it in person. So instead I designed a digital solution for this.

UNDERSTANDING

With any design problem its important to understand what the actual problem is and going beyond the surface level.



Understand

The Problem

The physical graduation show for graduating graphic designers has been canceled due to Covid-19.

How might we

- How might we create a grad show online?
- How might we show our portfolios?
- How might we represent everyone equally?
- How might we make the show a hub for everyone's online portfolio?
- How might we make the online show more entertaining than the physical show?
- How might we provide links to social media?
- How might we let potential recruiters know that you are open opportunities?
- How might we host the website?
- How might we get a domain name?
- How might we pay for hosting/domain name?

Who might view this?

- Professors
- Graduating Students
- Recruiters

Needs

- Professors**
What school
- Graduating Students**
Show their portfolio
- Recruiters**
Know if student is open to opportunities



CODING

This project allowed me to test my front end development skills and code the site from scratch.

```
#student1" style="text-decoration: none;"><li class="sidelistName">Student Name 1</li></a>
#student2" style="text-decoration: none;"><li class="sidelistName">Student Name 2</li></a>
#student3" style="text-decoration: none;"><li class="sidelistName">Student Name 3</li></a>
#student4" style="text-decoration: none;"><li class="sidelistName">Student Name 4</li></a>
#student5" style="text-decoration: none;"><li class="sidelistName">Student Name 5</li></a>

on.com" id="siteCreator"><div class="h3">DESIGNED BY ZACH THOMSON</div></a>
ction">

="header">

heading">Welcome To The Class of 2020 Graphic Design Grad Show</h1>
ading">ABOUT</p>
ext">Every year, graduating graphic design seniors at Central Washington University showcase their
ause of the Covid-19 and social distancing it was not possible to do it the usual way. So instead, here is
irtual.</p>

ioBox" id="student1">
lass="open">
a fa-check" style="color: green;"></i>
n" class="h2">Open for work</h2>

ss="portfolioImage" style="background-image: url(img/sampleimage.png)"></a>
tomContent">
"leftSide">
"studentName" class="h2">Student 1</h2>
"studentDirection" class="h3">Type of design</h3>
studentBio" class="p">This is a short bio that everyone can fill out and should be about this length maybe
e than this. But if you really want you can have like 2 sentences.</p>
ss="studentLinks">
="https://zthomson.com" class="viewPortfolio">
id="portfolioButtonText" class="p"><i class="fas fa-file-pdf" style="padding-right: .25em;"></i> View
tfolio</p>

="https://zthomson.com" class="viewPortfolio">
id="portfolioButtonText" class="p"><i class="fas fa-link" style="padding-right: .25em;"></i> View
site</p>

768 Transition-duration: .04s;
769 font-weight: 700;
770 padding-left: .25em;
771 }
772 #sidelistName:active {
773 color: #6b6b6b;
774 }
775 #sidelistName:pressed {
776 color: #363636;
777 }
778 #sideListGrad {
779 font-weight: 100;
780 letter-spacing: 0em;
781 color: black;
782 font-size: 1.5em;
783 margin-bottom: 1.5em;
784 margin-top: 0em;
785 padding-top 0em;
786 }
787 #sidelistMain {
788 font-weight: 800;
789 letter-spacing: .02em;
790 color: black;
791 font-size: .7em;
792 margin-bottom: .1em;
793 }
794 #sidelistSub {
795 font-weight: 600;
796 letter-spacing: .02em;
797 color: black;
798 font-size: 1em;
799 margin-bottom: .2em;
800 }
801 #sidelistTitle {
802 font-weight: 300;
803 letter-spacing: .02em;
804 color: black;
805 font-size: .7em;
806 margin-bottom: 2em;
807 }
808 #siteCreator {
809 position: absolute;
```

RESPONSIVE DESIGN

The site uses 4 breakpoints to allow for responsive scaling. It works on both mobile and desktop devices.

