

UI/UX/Visual Design Samples

Marcus Woodworth

Sling Media | Dish Network Senior Visual/UX Designer (Mobile/Web)

ShopOnMain, LLC Web UI/UX Designer

hopTo Inc. Senior UI/UX Designer

Huawei Senior UI/UX Designer

Simraceway Flash UI Artist

Trichotomy Media LLC Creative UI/UX Designer

Blaze Mobile Multimedia Director

Sling Media | Dish Network (2016)

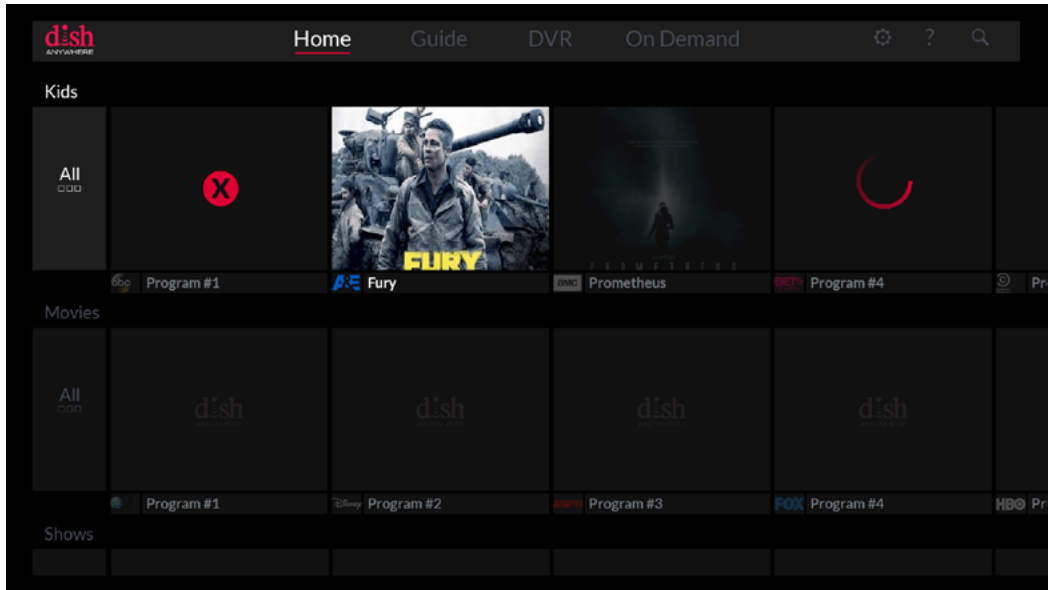
Senior Visual Designer (Mobile/Web)

Company Info.

Sling Media is a digital lifestyle products company, focused on creating empowering entertainment experiences for consumers. Sling Media’s award winning Slingbox turns any Internet-connected PC, Mac, or mobile device into your home television allowing you to watch your TV virtually anywhere in the world.

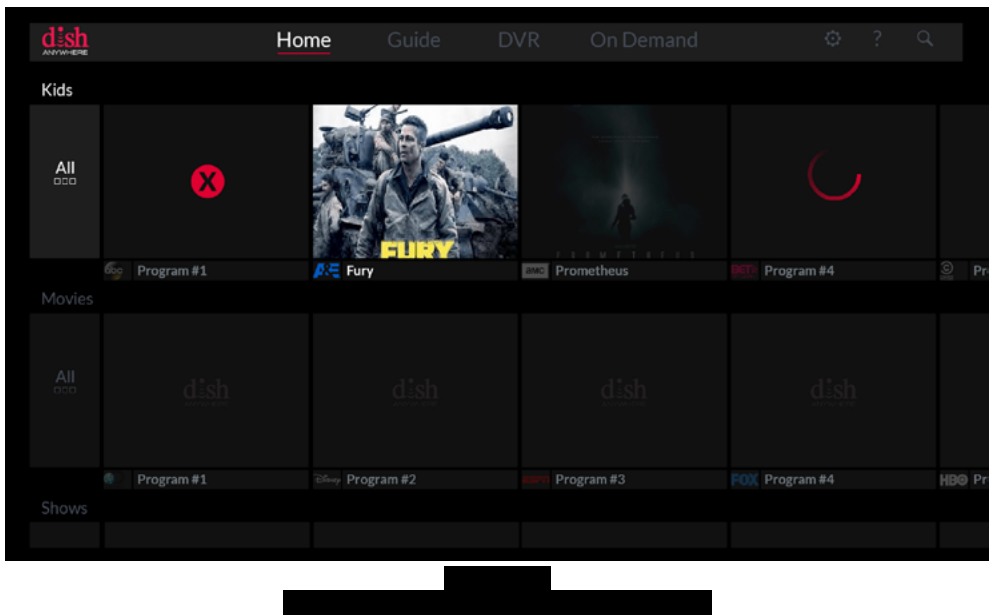
Objective

My goal was to understand the breadth of the product and design the overall UI for the new TV App, DANY (Dish Anywhere). The primary focus was the integration of Navigation, Tiles, Programming, and Search Functions. Detail-orientation was imperative for production-ready provisions.



DANY (Dish Anywhere)

The TV app required a rich interactive interface for entertainment experiences, for consumers. The focus was to implement and merge the UI/UX design elements into the TV app, providing the User with a clean, aesthetic UI that concentrated on the content.



Branding

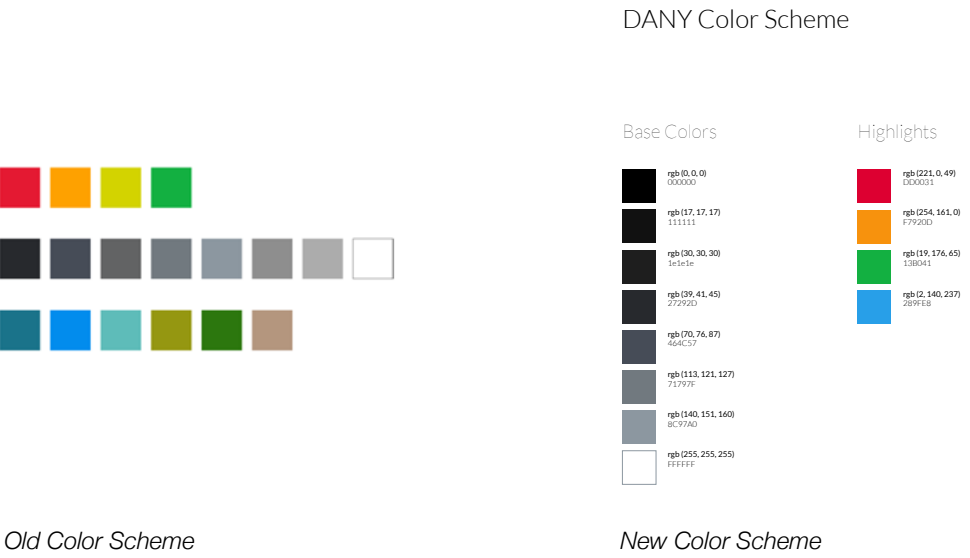
The Dish Network brand had been established so abiding the company brand was required. Established color scheme needed to be implemented into the the UI design.

Current Logo



In-app Color Scheme

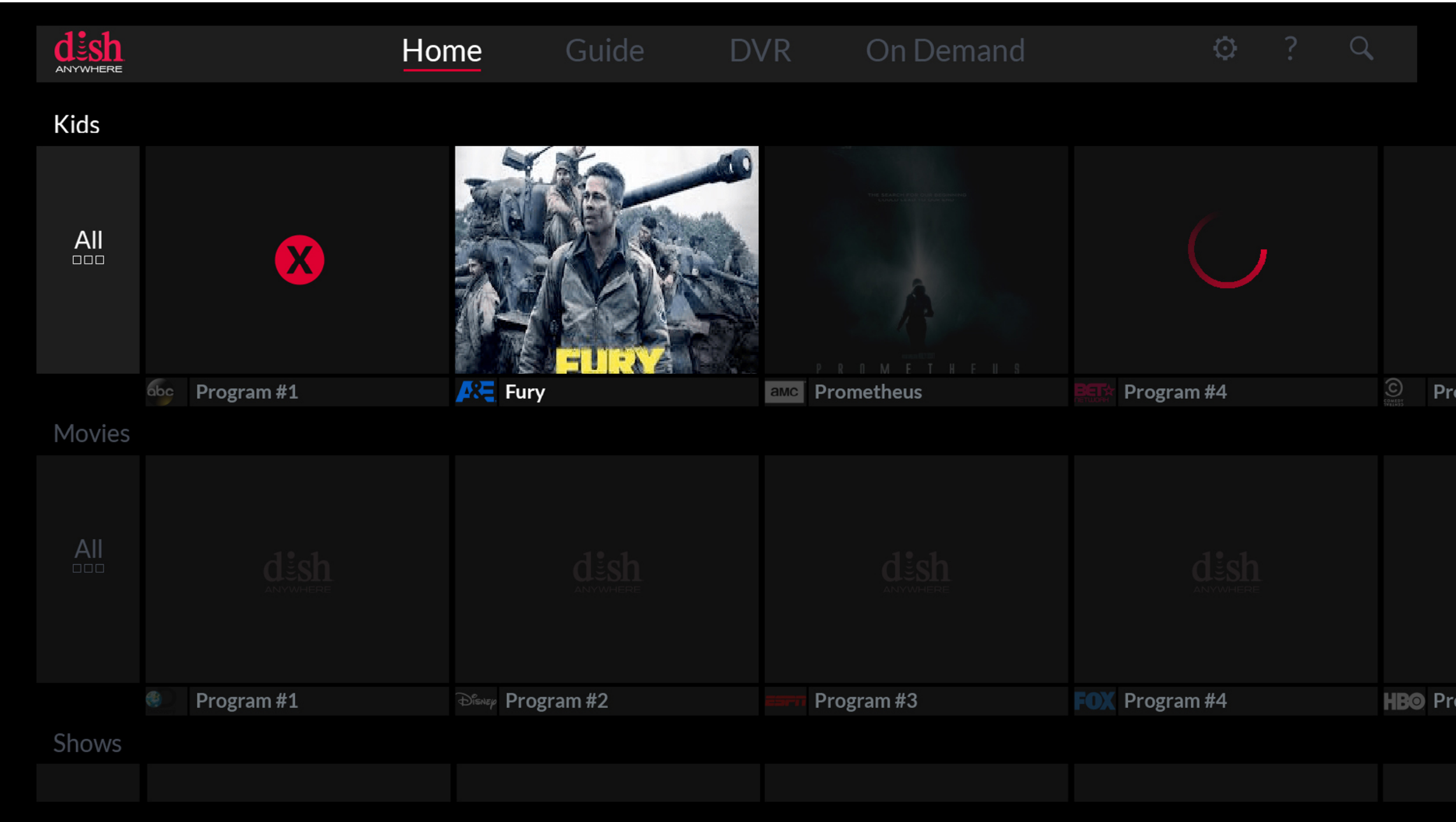
The color scheme for DANY TV App had a combination of old and new colors. I already started on a new color scheme as I awaited on the provision of assets from the other designers. After viewing the old color scheme and inquiring about the chosen colors with the Principal UX Designer, I decided to simplify the old color scheme and incorporate it with my new color scheme. The purpose for this decision was in consideration of enforceable Program Tile(s) image content.



DANY TV: Mid-High Fidelity Homepage Mockup

After having done the UI/UX Research for the TV app, I started work on the TV app homepage. Transitions at this point were discounted so the focus was strictly on design, layout and highlights.

Tools: Adobe Illustrator, Adobe Photoshop

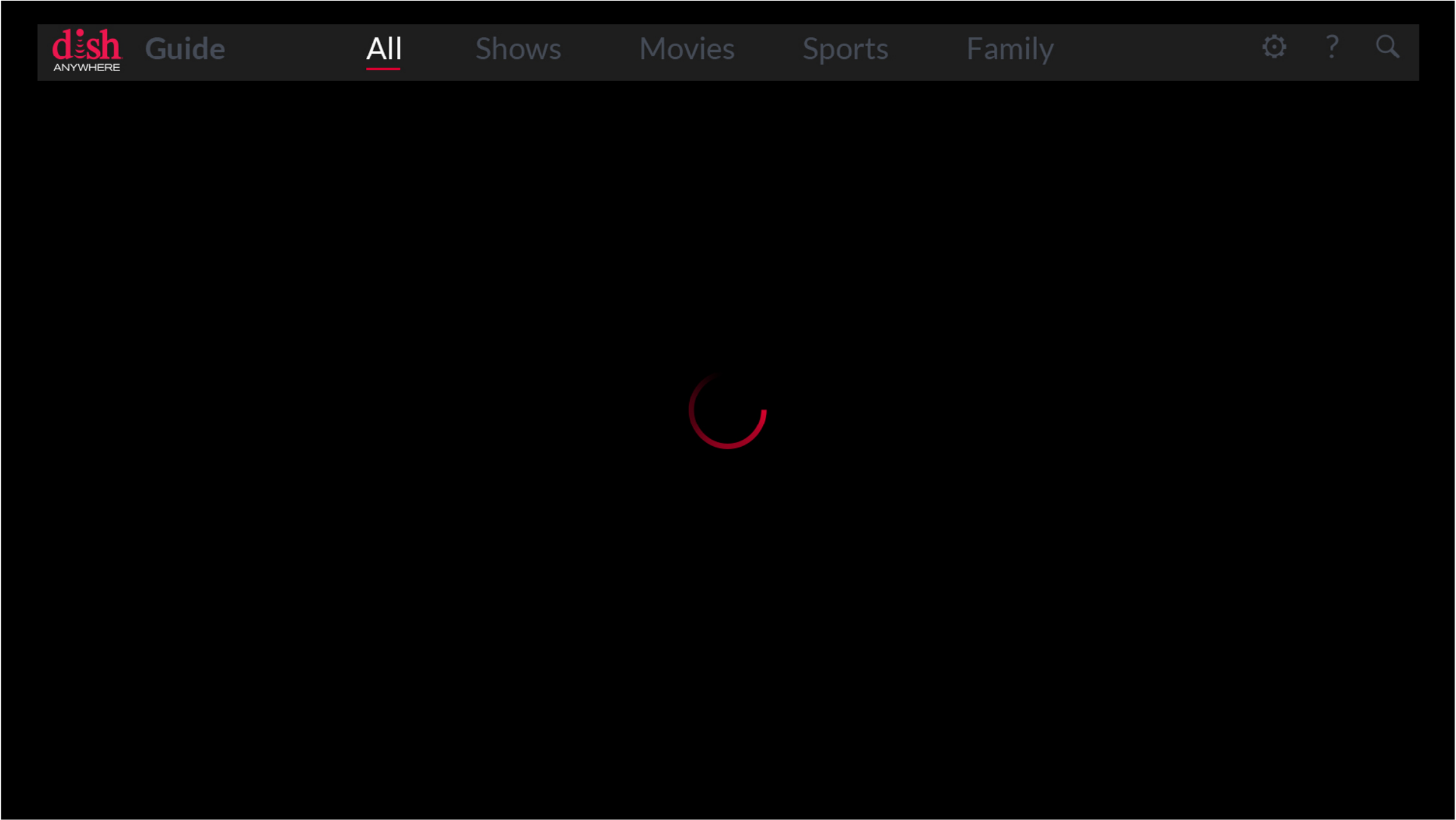


DANY TV Homepage UI

DANY TV: Mid-High Fidelity Loader Mockup

Content Guide was designed to load at once. This approach allowed for a clean UI where the only constand element was the navigation.

Tools: Adobe Illustrator, Adobe Photoshop

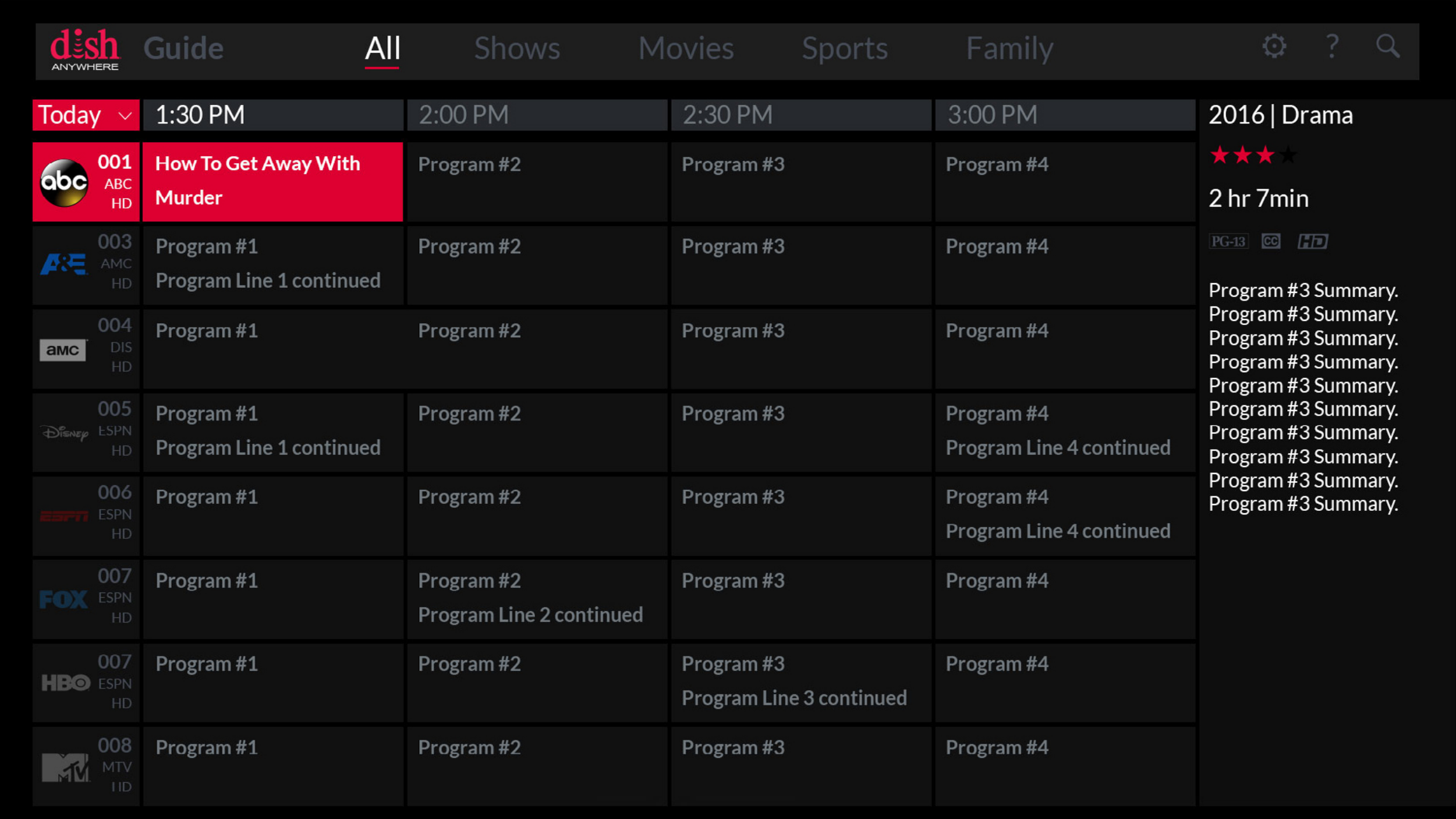


DANY TV GUIDE LOADER UI

DANY TV: Mid-High Fidelity Guide Mockup

Once Guide content is loaded and displayed, the UI required the default selection to be the the first role and first column (as shown below).

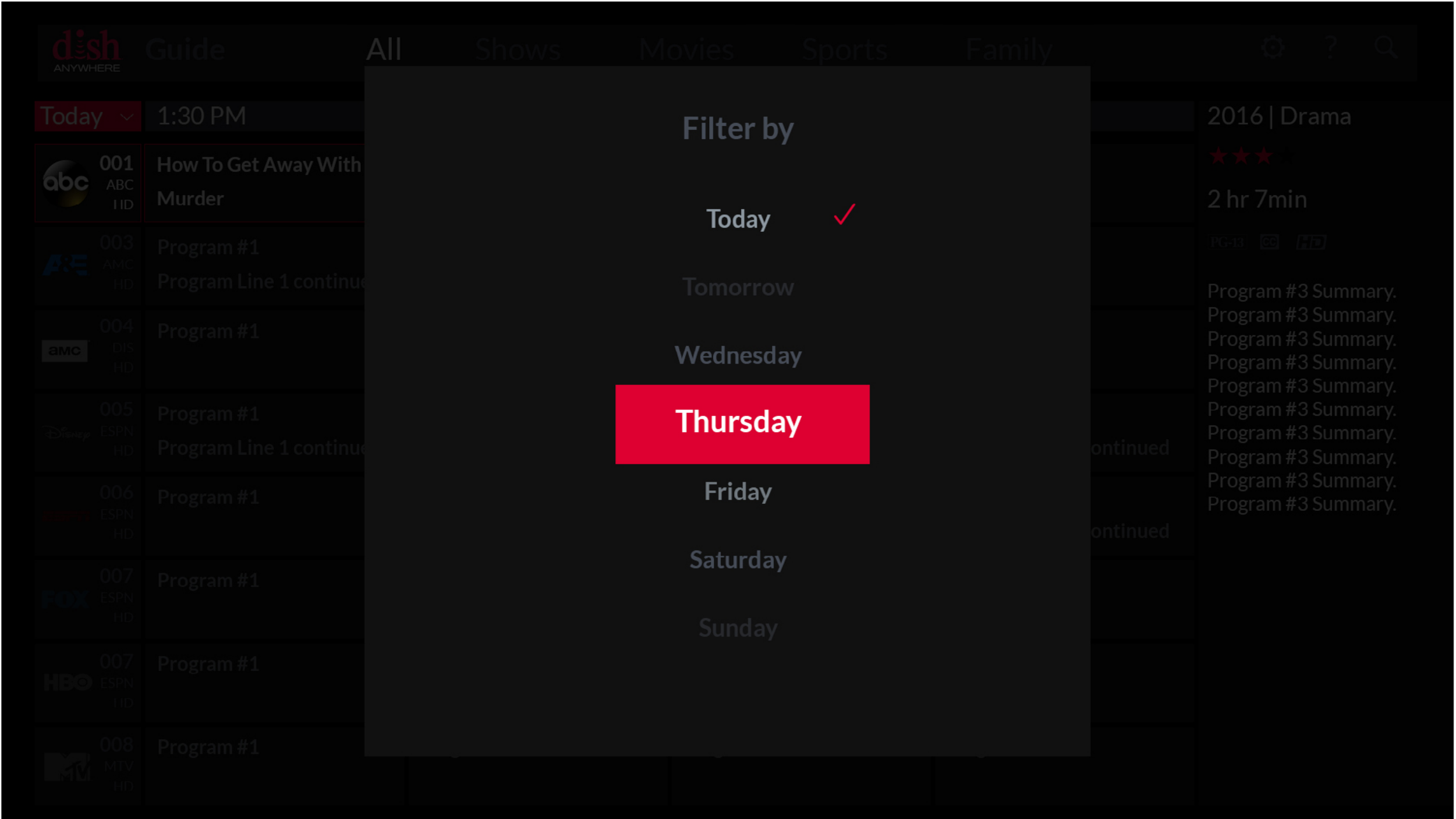
Tools: Adobe Illustrator, Adobe Photoshop



DANY TV: Mid-High Fidelity Filter Mockup

The User is able to access the Filter function once Date button is selected. Here, the User may view programming for the week. Once a date is selected, the modal will collapse and current selection is denoted in the date button.

Tools: Adobe Illustrator, Adobe Photoshop

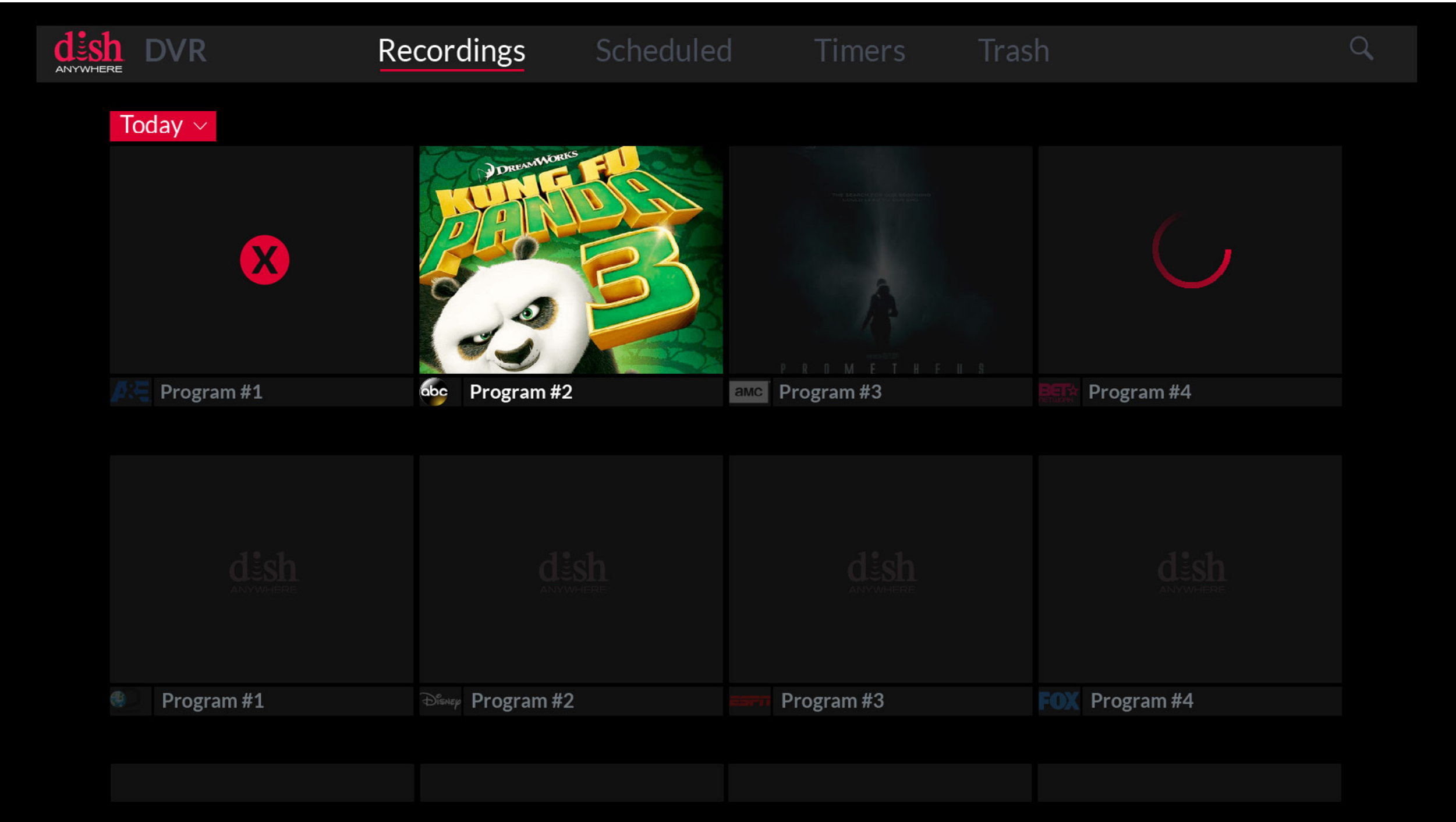


DANY TV GUIDE- FILTER UI

DANY TV: Mid-High Fidelity DVR Mockup

The DVR UI allows the User to view and/or file their programs via Recordings, Sched-
uled, Timers and Trash categories. It was imperative to display programming tiles in
full screen mode only. Home UI design was implemented for consistency purposes.

Tools: Adobe Illustrator, Adobe Photoshop

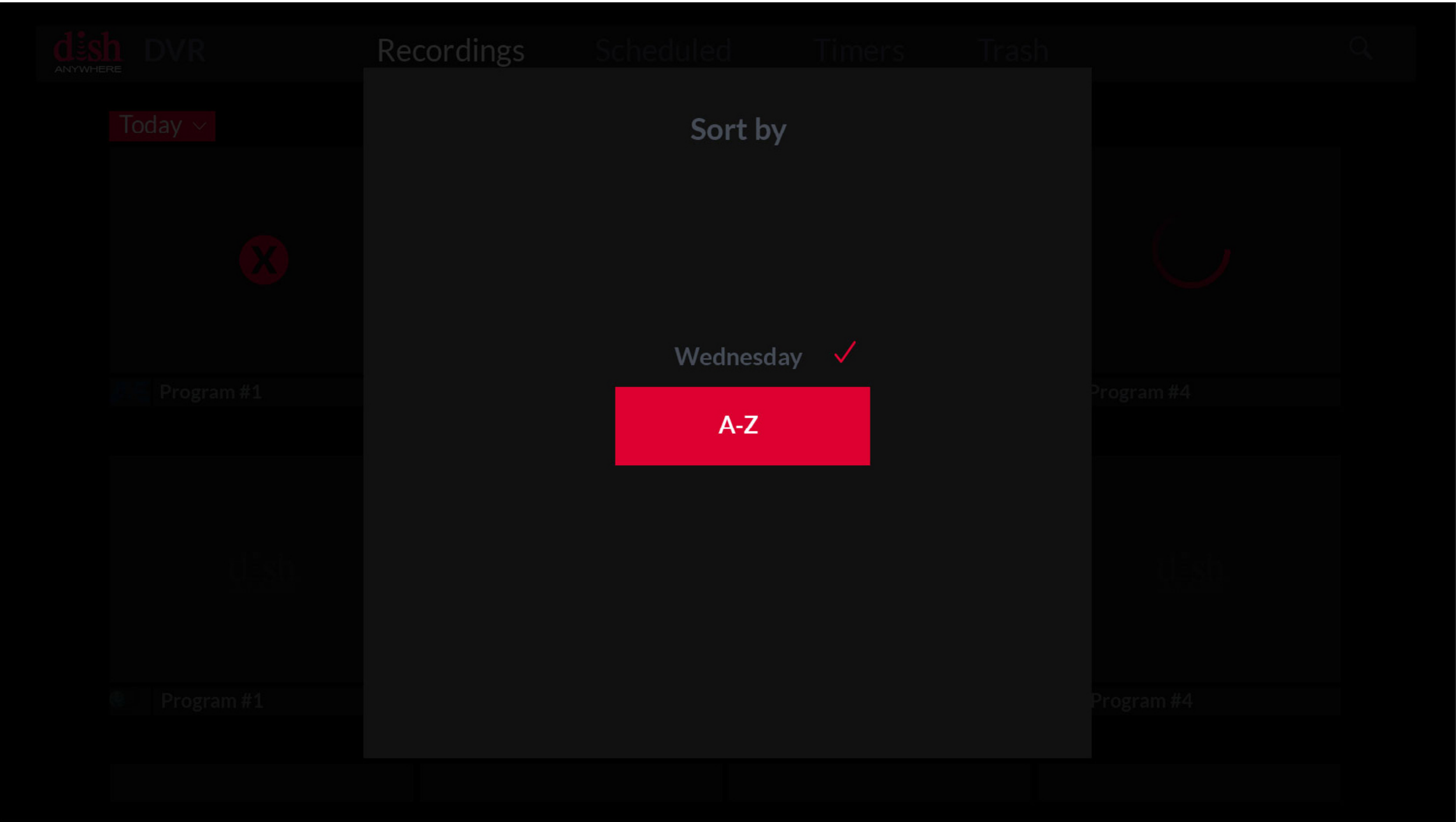


DANY TV DVR

DANY TV: Mid-High Fidelity Sort By Mockup

Similar to the Guide- Filter UI, the Sort By UI allows the User to view their program recordings by date and alphabetical order. The OK and Back button(s) on the remote would exit the User from the modal UI.

Tools: Adobe Illustrator, Adobe Photoshop

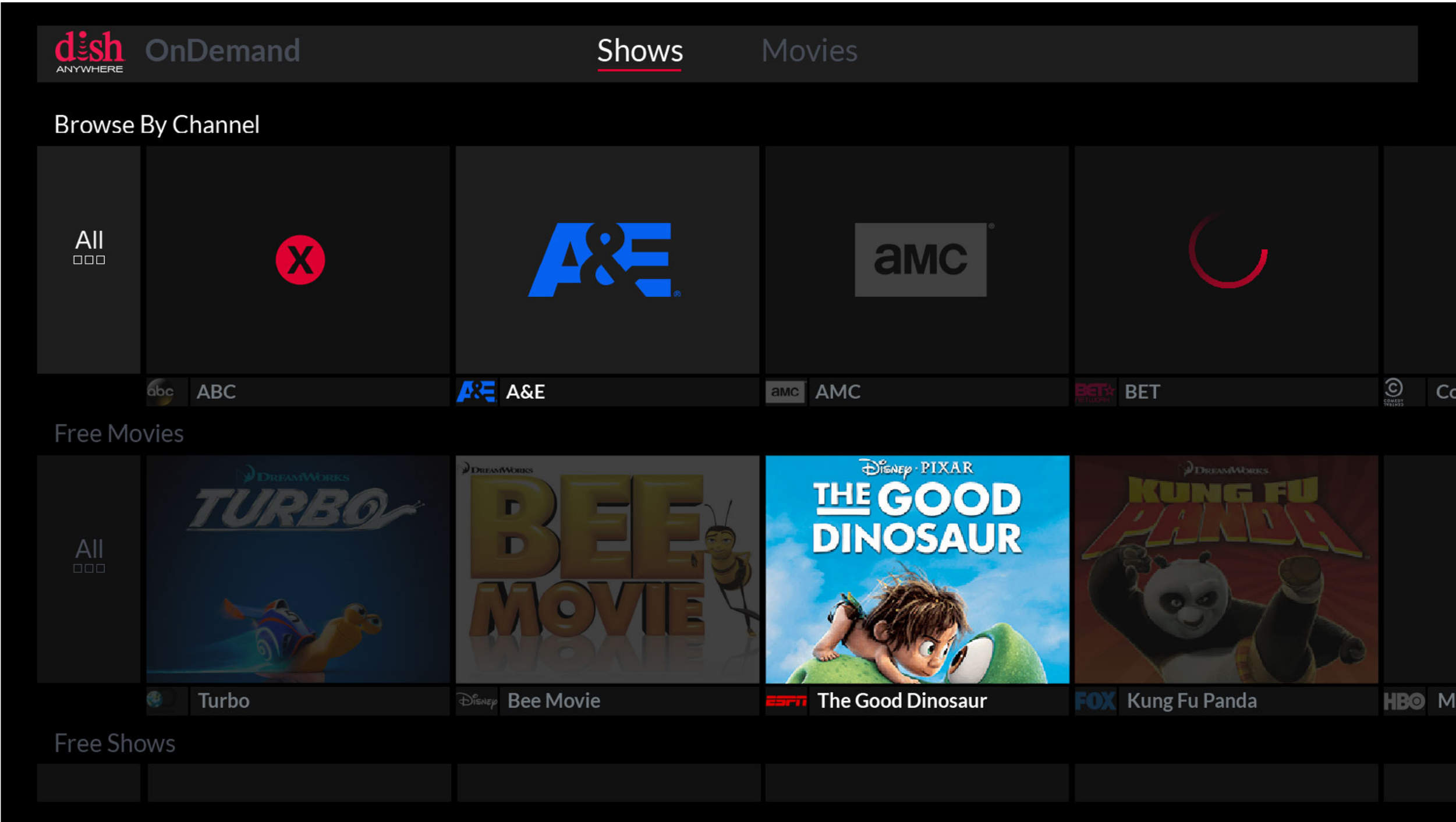


DANY TV DVR- SORT BY

DANY TV: Mid-High Fidelity OnDemand Mockup

The OnDemand UI content was similar to the Home UI. For this reason, and for consistency purposes, we retained the same design.

Tools: Adobe Illustrator, Adobe Photoshop

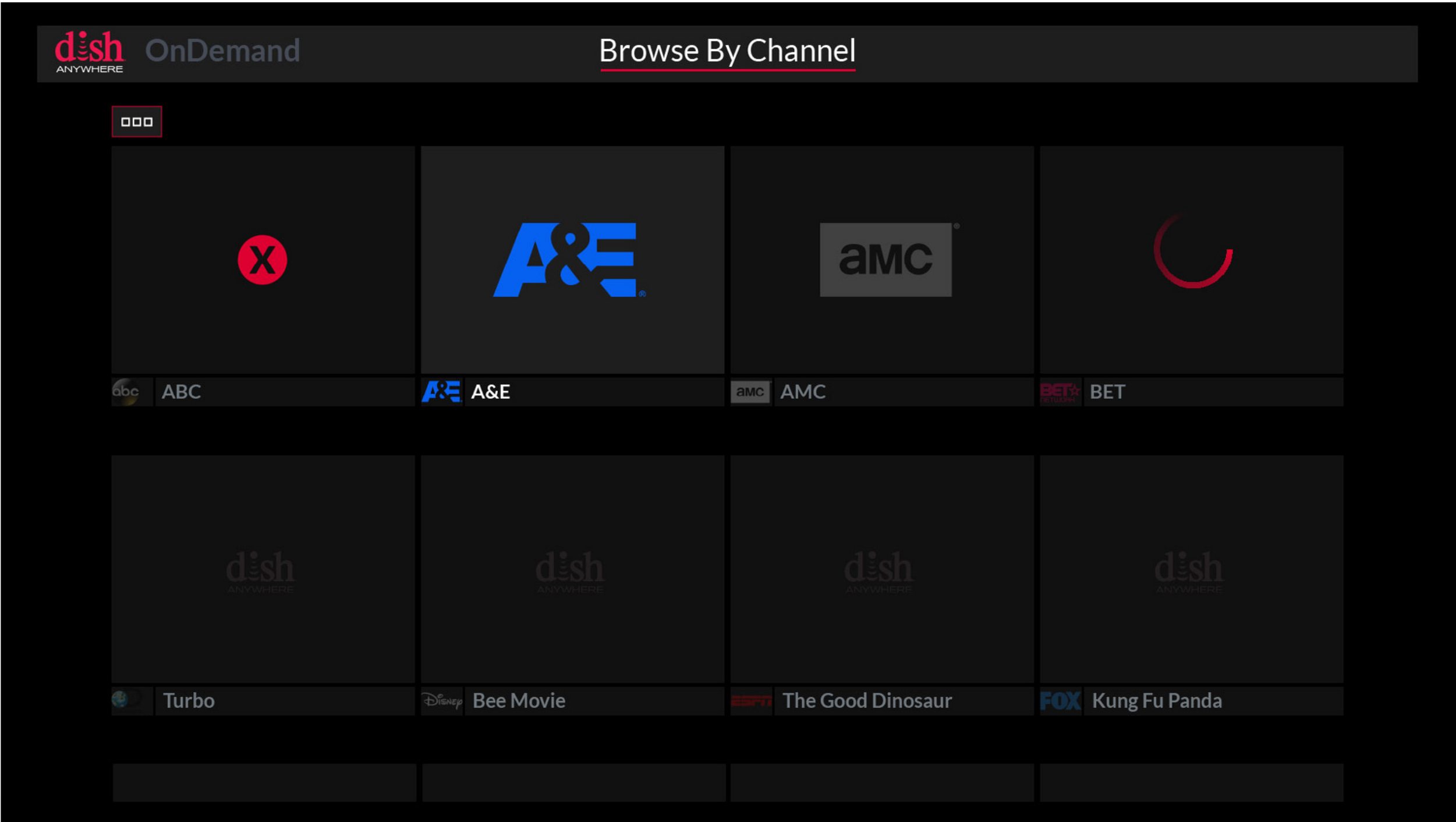


DANY TV ONDEMAND- SHOWS

DANY TV: Mid-High Fidelity Expand Mockup

The Expand icon placement, as per the view option, was still under consideration. This was one of the few components that needed more of my time to and was incomplete. The other placement of the Expand icon was the Top Nav.

Tools: Adobe Illustrator, Adobe Photoshop

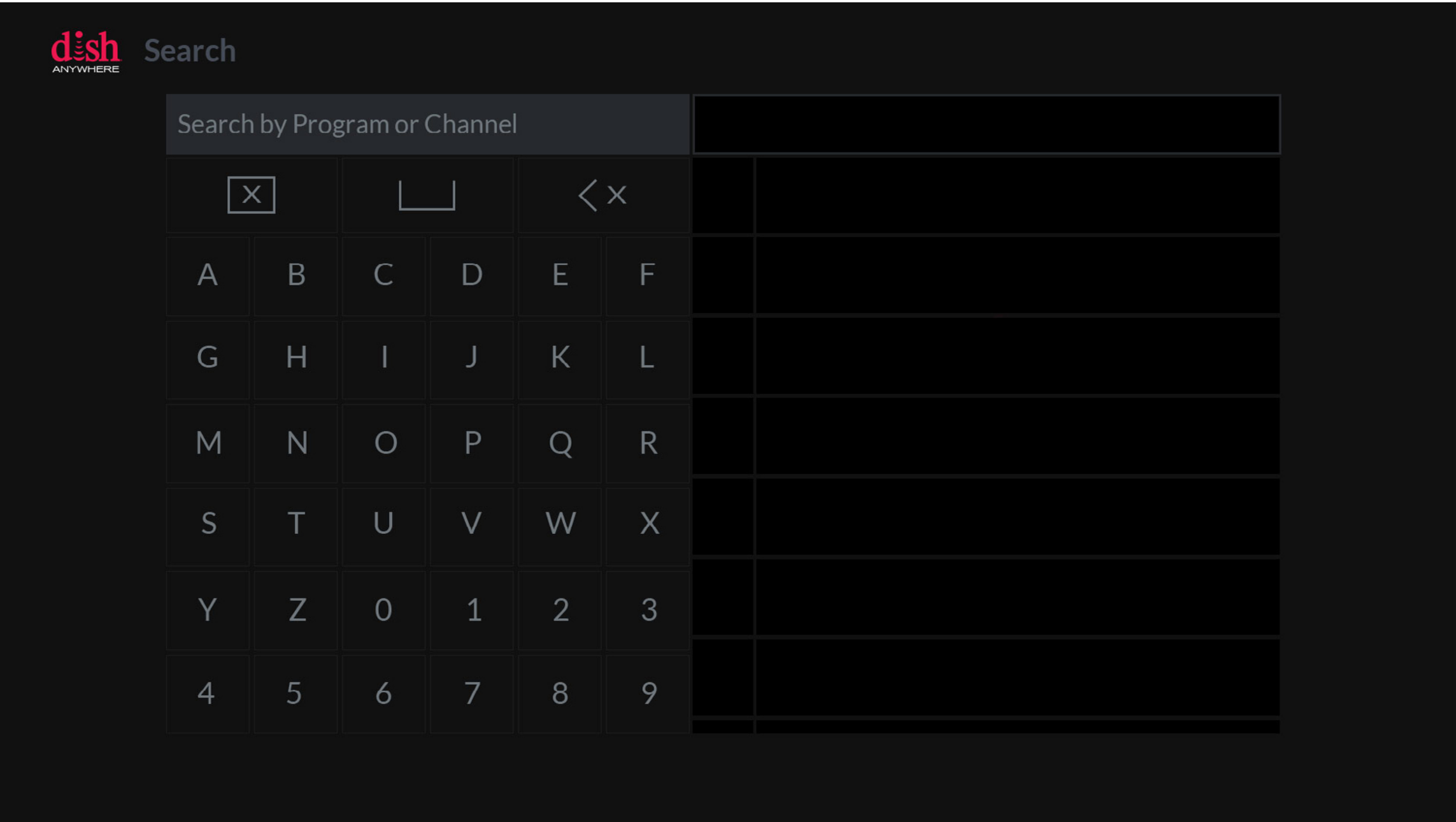


DANY TV ONDEMAND- FULLSCREEN CATEGORY

DANY TV: Mid-High Fidelity Search Default Mockup

A split Search UI was the implemented. Selecting this UI was in consideration for large screens and that having the keys concentrated in a smaller area was a more User-friendly approach. For small screens, fullscreen UI would be implemented.

Tools: Adobe Illustrator, Adobe Photoshop

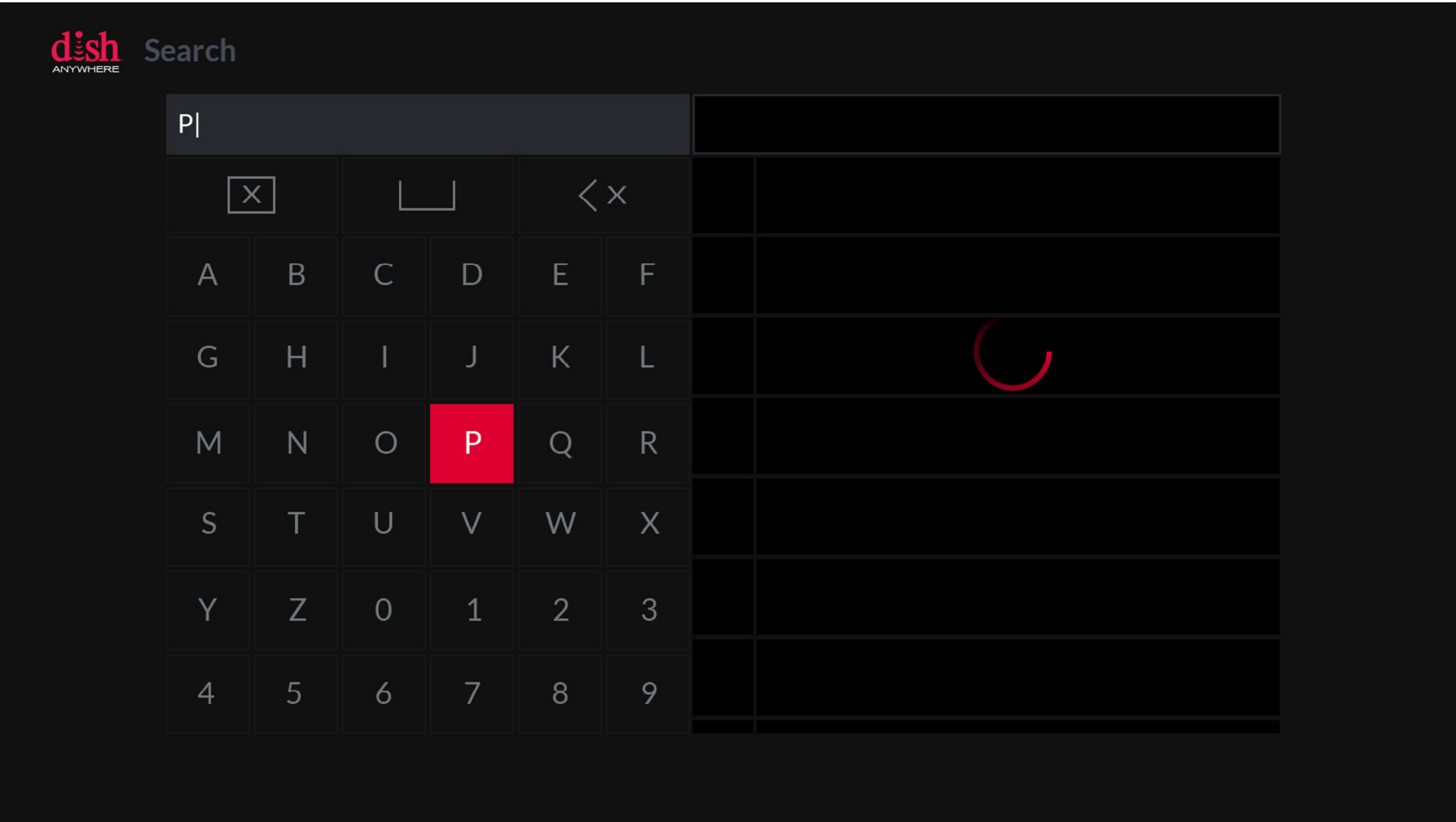


DANY TV SEARCH- DEFAULT

DANY TV: Mid-High Fidelity Search Load Mockup

Once the User utilizes the search keys, the Content Loader appears (right UI). As a User-friendly guide, the selected key is inverted with background red color to assist User navigation and control.

Tools: Adobe Illustrator, Adobe Photoshop

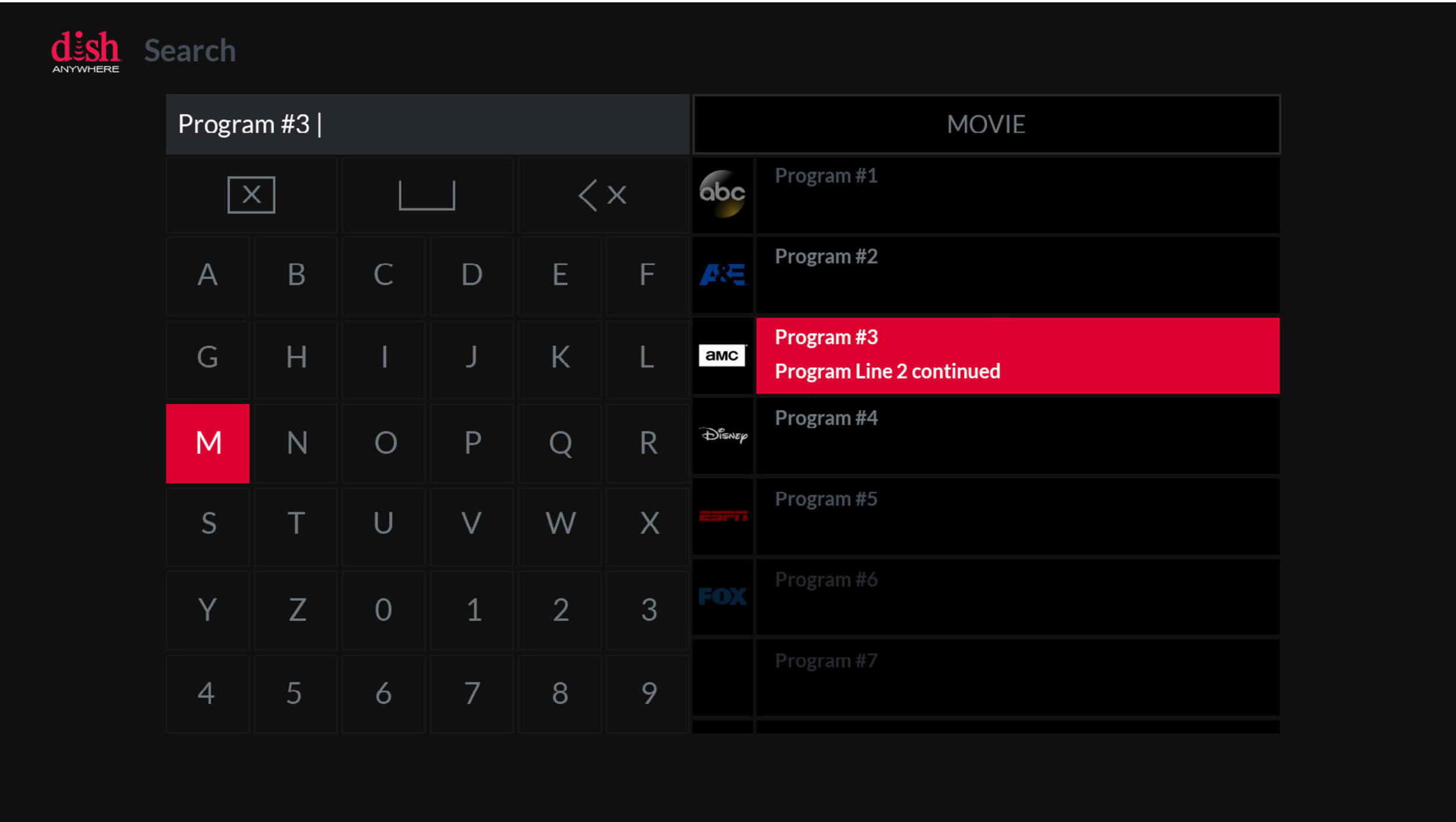


DANY TV SEARCH- LOAD CONTENT

DANY TV: Mid-High Fidelity Content Mockup

Network and program info. is highlighted (opaque/red background) as per the vertical UI list. In addition to providing the User with an intuitive experience, program genre is dynamically displayed above (e.g. “Movie”) Network and program list UI.

Tools: Adobe Illustrator, Adobe Photoshop



ShopOnMain LLC (2015)

Web UI/UX Designer

Company Info.

ShopOnMain LLC is an ecommerce startup which provides a brand new online shopping experience. Equal opportunities to local and large retailers with a rich interactive destination shopping experience and personalized service. We connect shoppers and owners any time of the day or night. Now people will no longer have to choose between the convenience of buying online. Purchases made here, benefit every single business that supports it’s local community by providing jobs and paying local taxes.

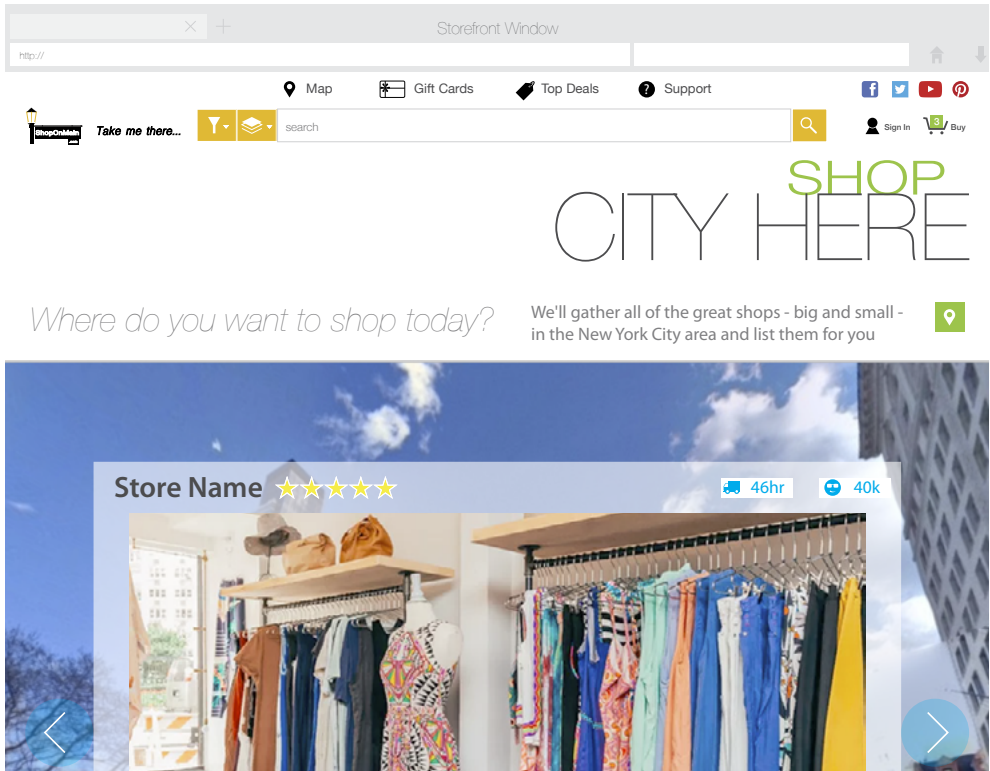
Objective

My goal was to understand the breadth of the product and design various implementations to the latest version of the app. This was not limited to the brand and included technical nuances on web in addition to utilizing Bootstrap framework.



ShopOnMain LLC Website

The app required a rich interactive experience for online shoppers who want to make purchases anywhere in the United States. The focus was to create and design a foundation with the UI/UX that would exhibit such features.



Re-Branding

ShopOnMain LLC brand was in its infancy and needed to be developed in a way that exemplified the product and current trends. One of the main challenges was utilizing the same color scheme that was originally implemented. So my first step was to clean up the old logo before designing a custom logo. As a result the new logo discounted the use of the yellow hue and was replaced with an orange hue.

Final Logo



New Logo



Modified Logo



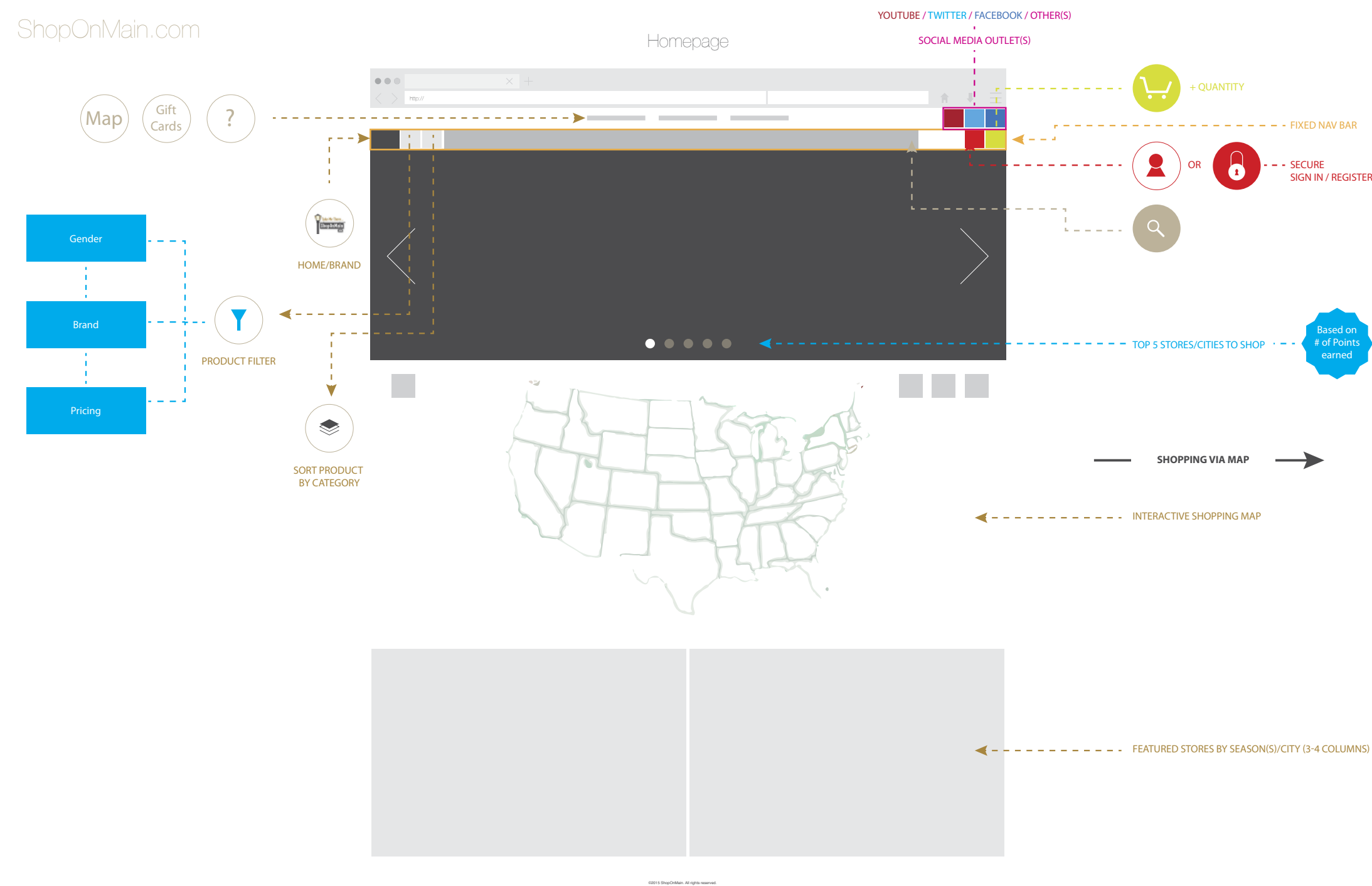
Old Logo



ShopOnMain LLC: Web Flow Homepage

After having done the UI/UX Research for ecommerce sites, I came up with a flow for the website which implemented ShopOnMain LLC features, such as an interactive map and product displays.

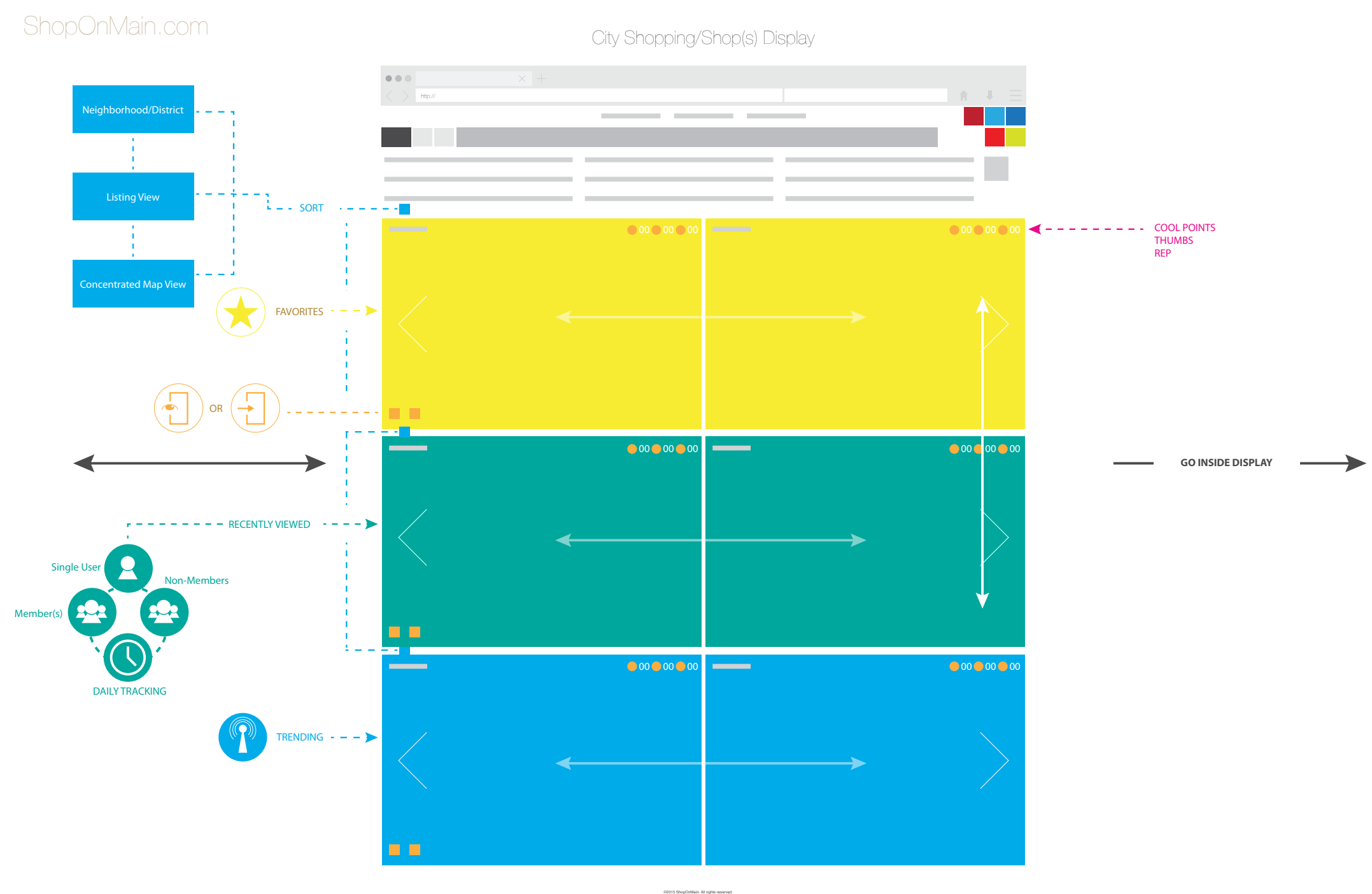
Tools: Adobe Illustrator, Adobe Photoshop, Sketch



ShopOnMain LLC: Web Flow Navigation

User navigation in regard to the stores needed to be categorized. Here, I implemented several categories based on User needs. “Recent”, “Favorites”, “Featured” and “Trending” were the most suitable.

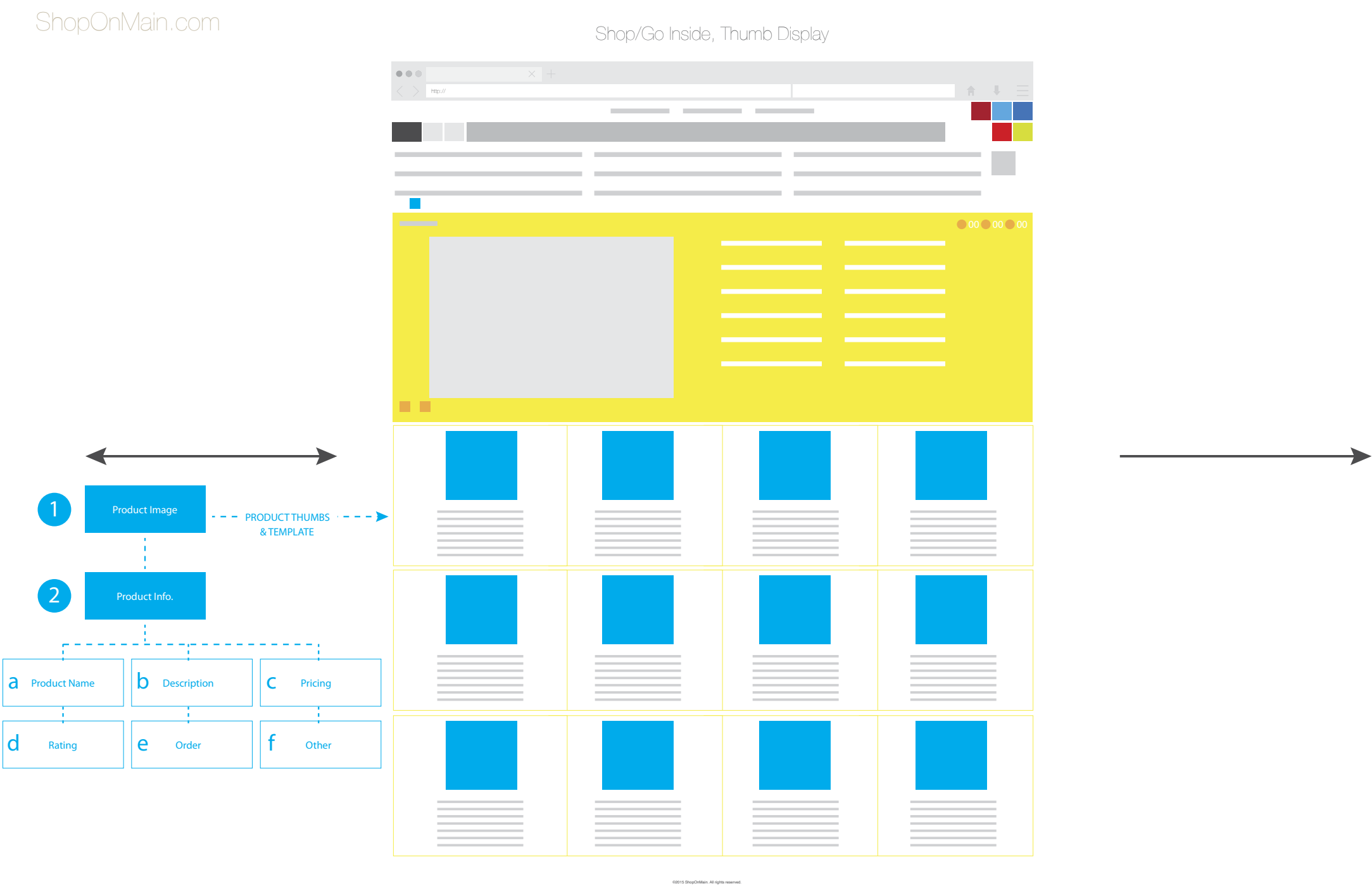
Tools: Adobe Illustrator, Adobe Photoshop, Sketch



ShopOnMain LLC: Product Thumbnail Flow

Once a User selects a retailer/product by category, a list of similar products needed to be exhibited in a thumbnail view. These product thumbs were clickable and enlarged for better viewing.

Tools: Adobe Illustrator, Adobe Photoshop, Sketch



ShopOnMain LLC: Low-Fidelity Mockup

During the mid-stage of the Web Flow, I started on the Mockup for the site. At this point it was imperative to exhibit the visual aspects of established components.

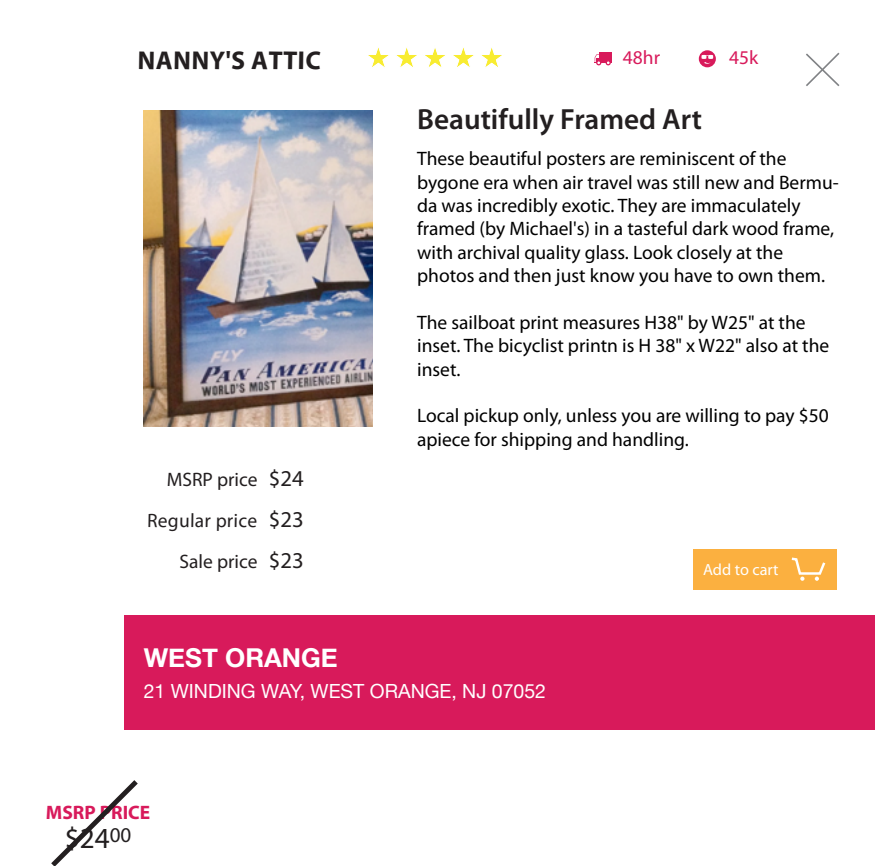
Tools: Adobe Illustrator, Adobe Photoshop



ShopOnMain LLC Product Page Low-Fidelity Mockup

Product Prices: Low-Fidelity UI

We needed to offer retail stores with a product page that allowed the User to clearly view, rate and purchase. Since these features had been established, it was important include this in the low-fidelity mockup. At this point, it was discussed whether this UI should be presented in a modal display.



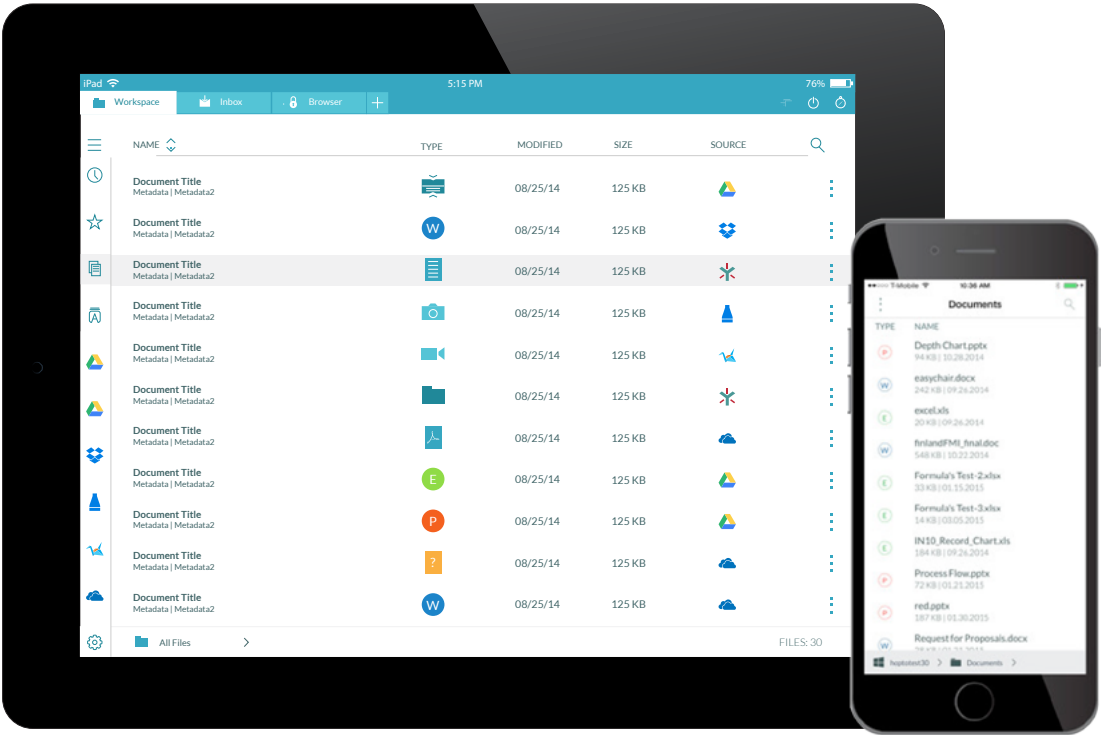
ShopOnMain LLC Product Price Low-Fidelity Mockup

hopTo Inc. (2014-2015)

Senior UI/UX Designer

Company Info.

Founded in its current form in 2012, hopTo Inc. is an innovator of a unique mobile productivity workspace platform. The hopTo mobile solution delivers an unparalleled user experience without compromising enterprise security. hopTo brings a new standard of mobile productivity by enabling individuals to Search, Access, Create, Edit and Share content from their mobile devices, efficiently and effectively, by leveraging any combination of on-premise or cloud stored content, documents and data as well as enterprise applications. The company is based in Campbell, CA.



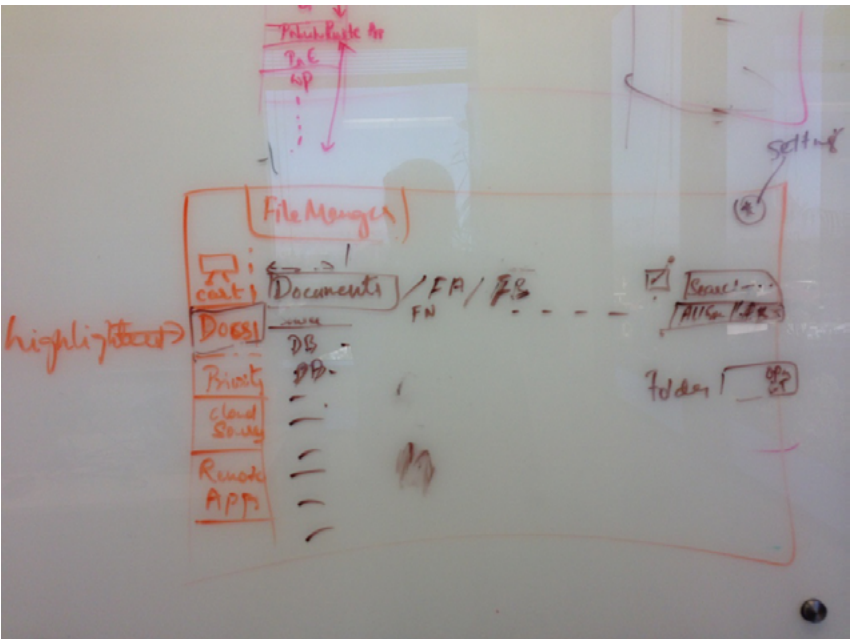
File Manager (a.k.a. "Workspace")

Objective

My goal was to understand the breadth of the product and design various implementations to the latest version of the app. This was not limited to the brand and included technical nuance awareness on both iOS and Android, for mobile and tablet devices in addition to desktop. One of the main tasks was to execute File Manager.



File Manager (a.k.a. "Workspace") concept/flow

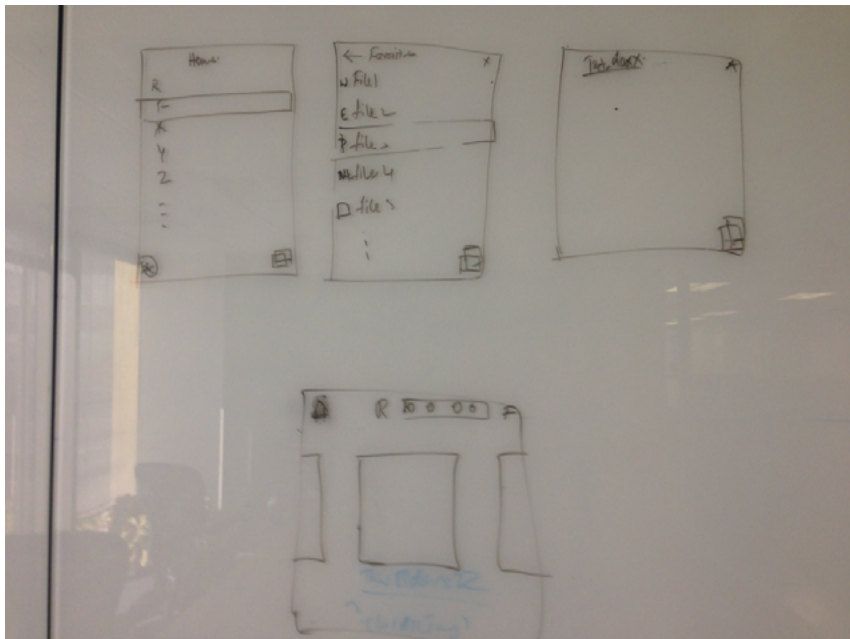


File Manager 2 (a.k.a. "Workspace") concept/flow

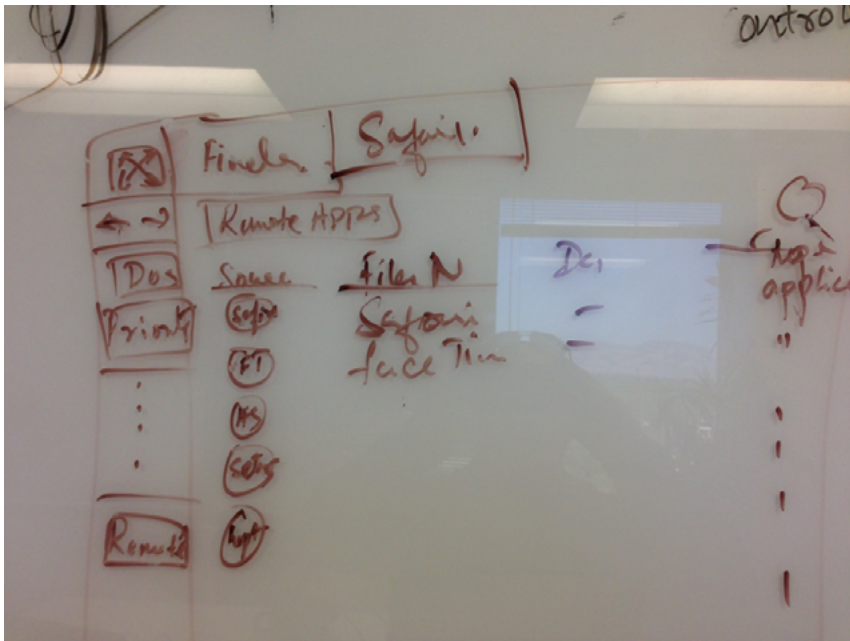
Mobile

iOS and Android tablets had been targeted initially for the hopTo Inc. app. Having layed down the foundation for tablet and carrying the most pertinent elements to mobile was a bit of a challenge. For example, the File Manager UI needed to be condensed for mobile devices with best practices.

Tools: Adobe Illustrator, Adobe Photoshop, Balsamiq, Axure



Mobile File Manager (a.k.a. “Workspace”) concept/flow

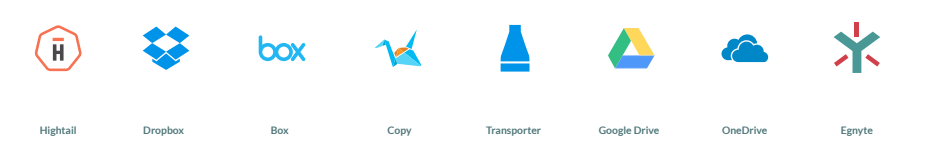


Main tablet File Manager features to be implemented for mobile version

Main Features

- Cloud Access
- Access Remote Apps
- Access Shared Documents on Devices
- Create, Edit & Track Changes

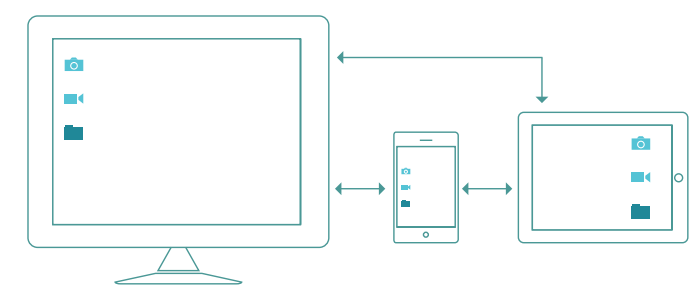
Part of the main experience of the hopTo app was to provide Users with options of saving their documents. This is where the inclusion of numerous cloud accounts came into play.



User Remote App access for Paint and WordPad was another feature that was implemented. In addition, a custom tool bar was designed and developed that allowed easy access to app features.



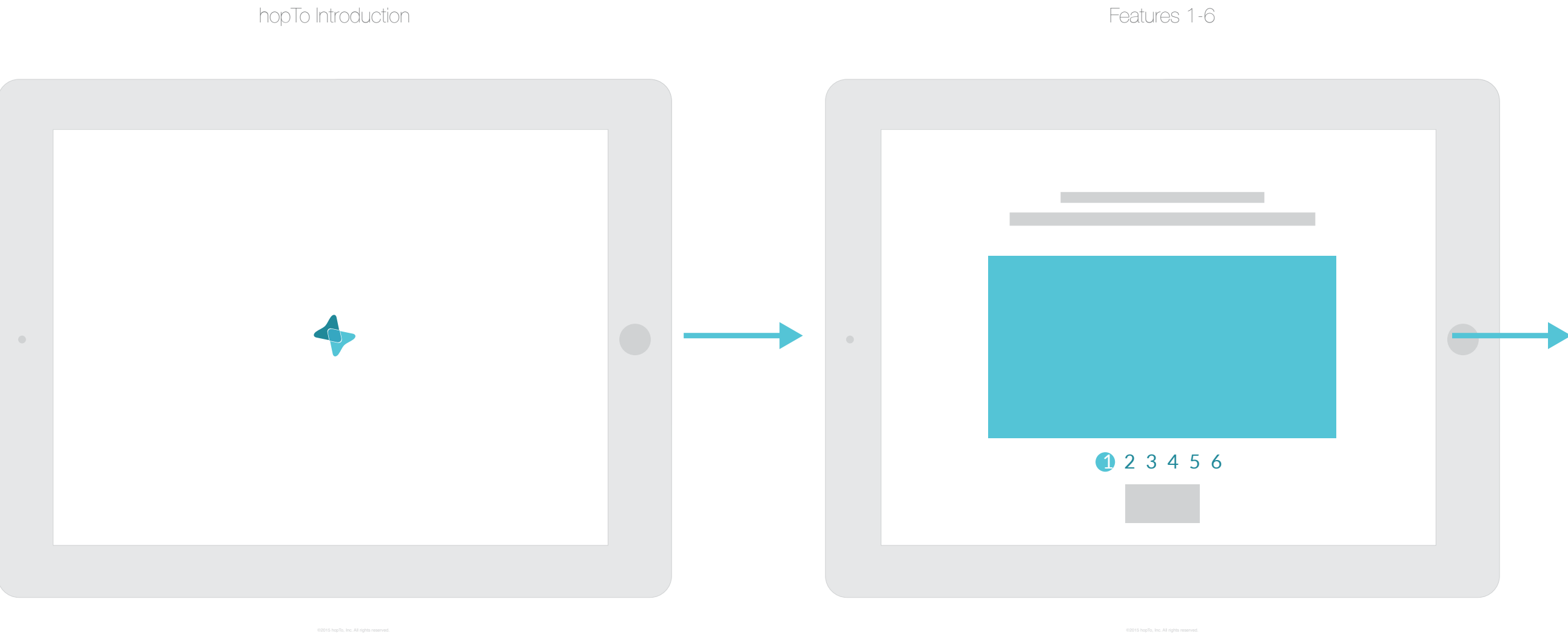
It was imperative to allow a User to access multiple devices while managing files. So accessing desktop, mobile and tablet was an integral aspect of the hopTo app.



hopTo Inc: Splashpage/Feature Flow

The app introduction and features were significant due to the amount of features in the app. Here, we wanted to welcome the User and highlight the app capabilities.

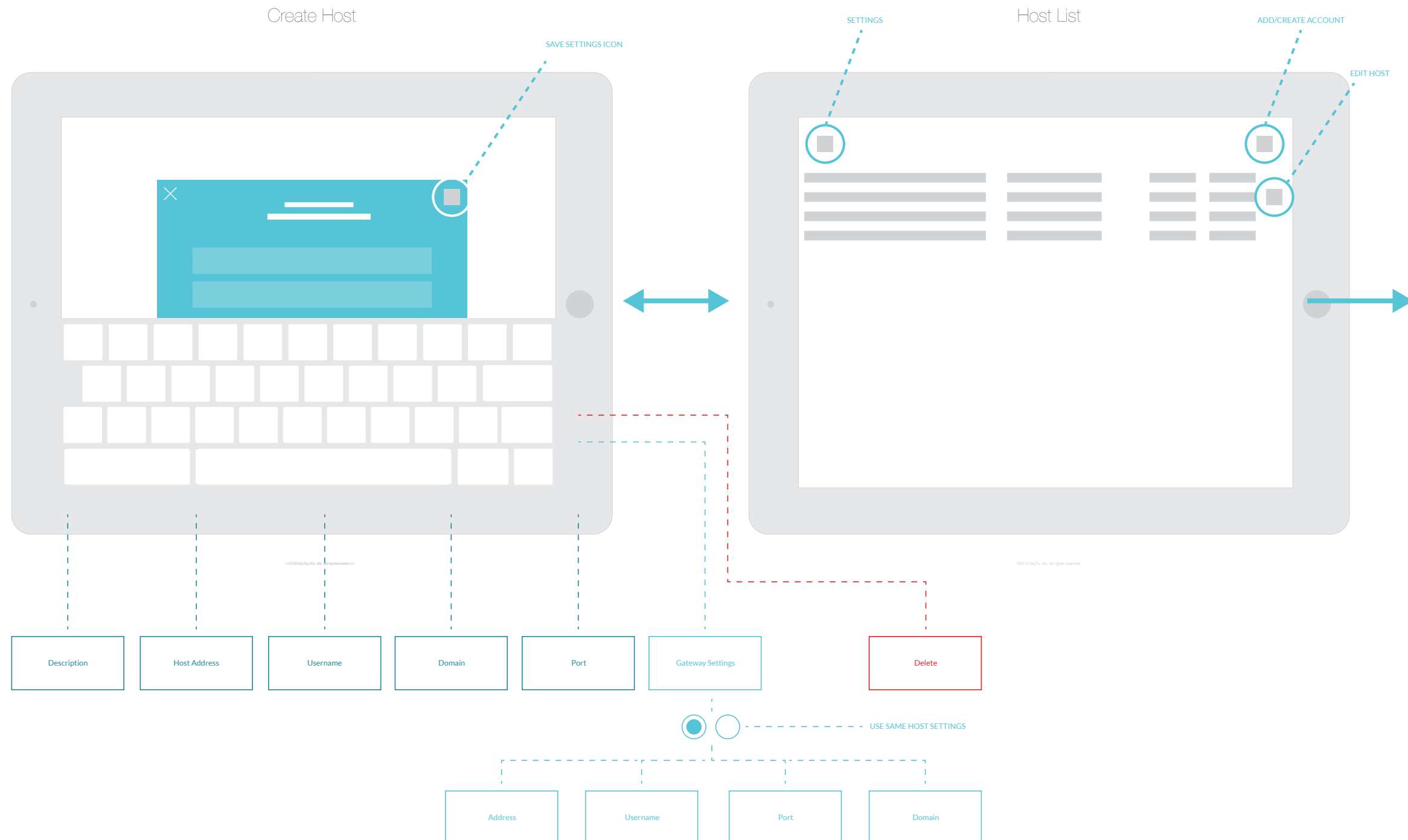
Tools: Adobe Illustrator, Sketch



hopTo Inc: Host Flow

To get access via a network, the User may create one to better manage their files and share account as an option.

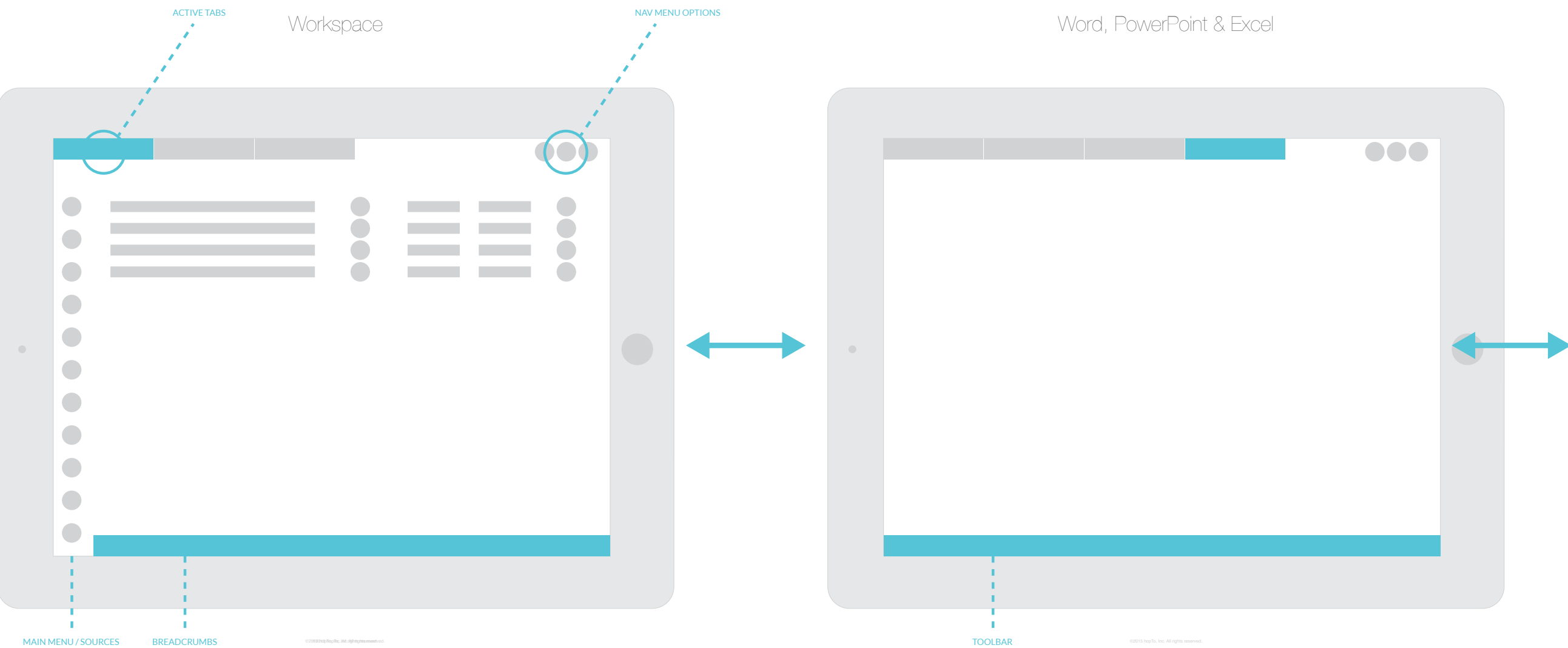
Tools: Adobe Illustrator, Sketch



hopTo Inc: Workspace Flow

The “Workspace” UI of the hopTo Inc. app is an interface designed to exhibit User files, active/inactive cloud accounts, Log Off options, Create New Files (Excel, PowerPoint & Word) options and hardware options (e.g. barcode scanning via camera) and much more.

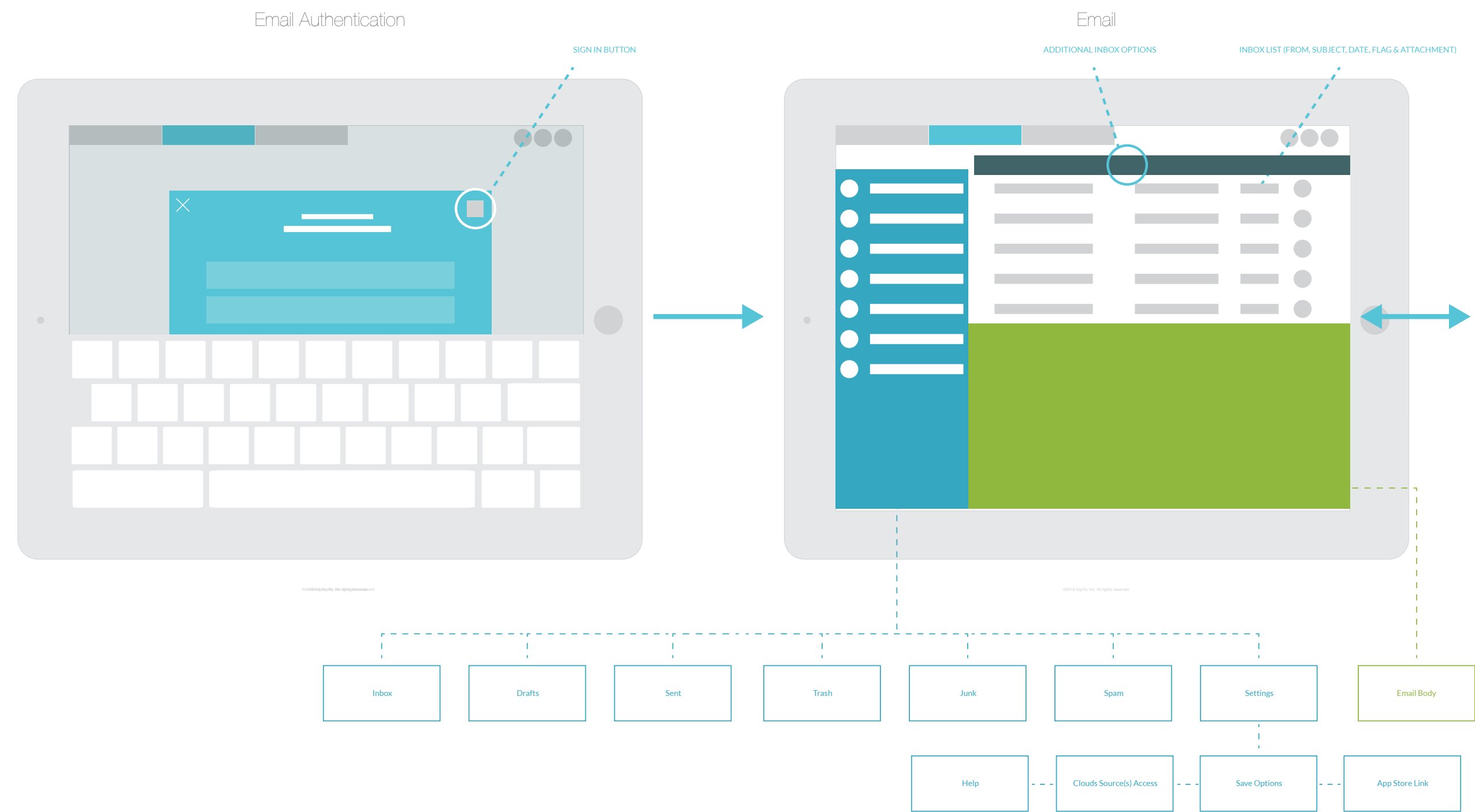
Tools: Adobe Illustrator, Sketch



hopTo Inc: Email Flow

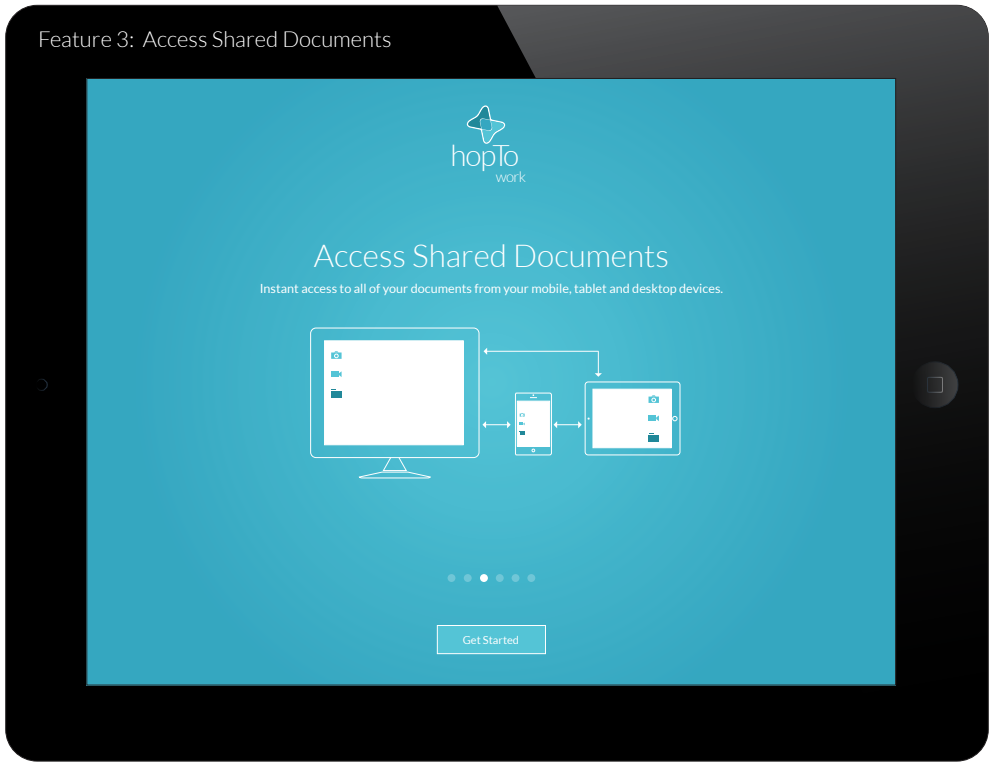
The 3 Active Tabs is comprised of “Workspace”, “Email” and “Secure Browser”. For the Email tab, the User can log into their email with a similar designed UI as the “Host” section for consistency purposes.

Tools: Adobe Illustrator, Sketch



Share Files Across Multiple Devices

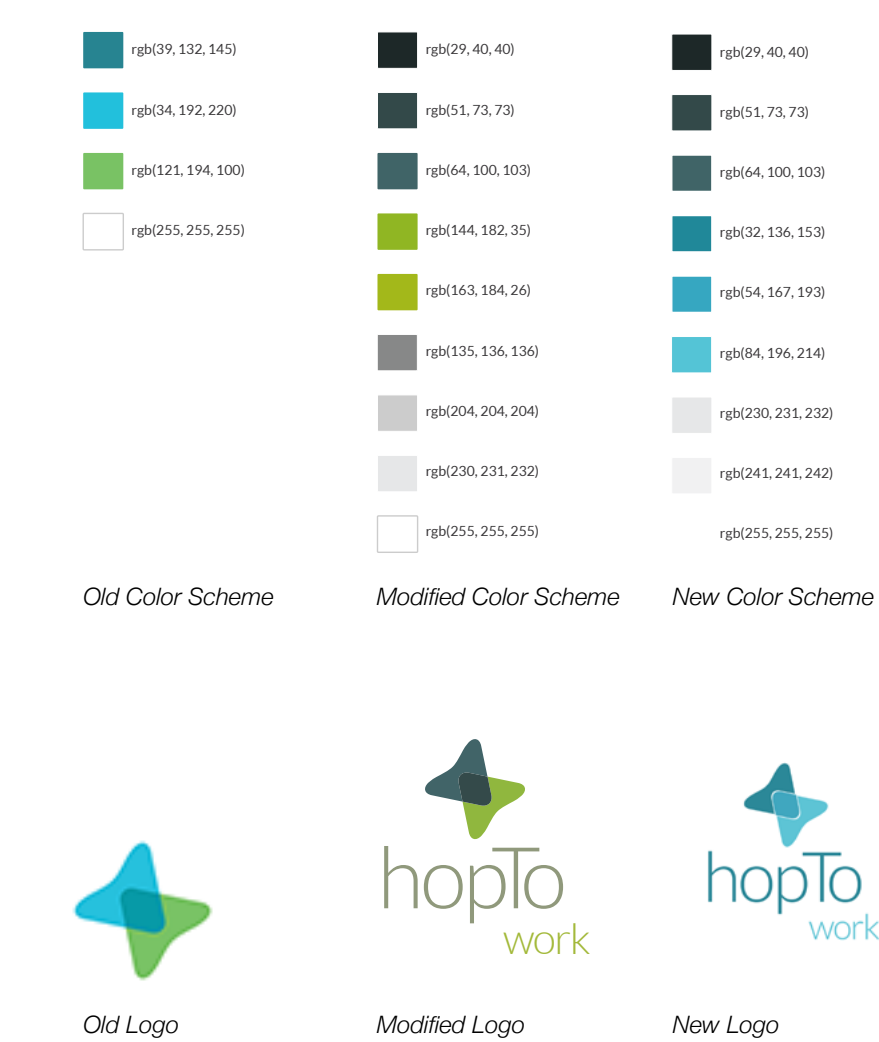
The app required a rich interactive experience for a User to edit and share their file(s) remotely and from anywhere. The User needs to be able to access their desktop, cloud accounts, media (video, audio).



hopTo tablet Feature 3

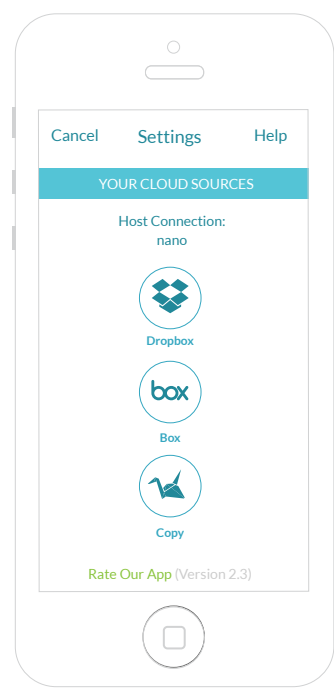
Re-Branding

The color scheme for hopTo had gone through 3 variations. Initially it started as a light blue/green to a darker forest green- it didn't work for the product, in regards to app design. As a part of the rebranding, I came up with the following color scheme 3 which I implemented to the mobile and tablet devices.

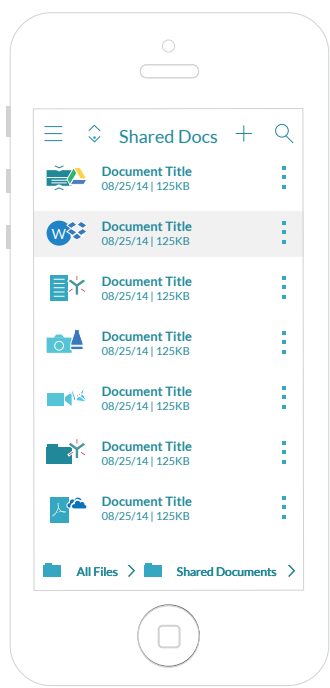


Mobile Challenges

Additional UI/UX features were added to the tablet version. However, having started on the mobile version of the hopTo app, the UI/UX had to be simplified. This included the rebranding as well.



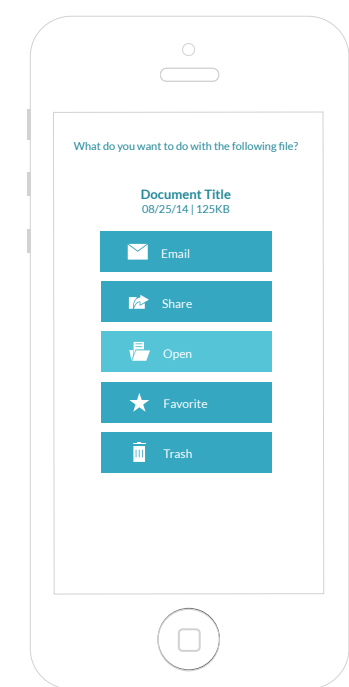
i.e Mobile Settings



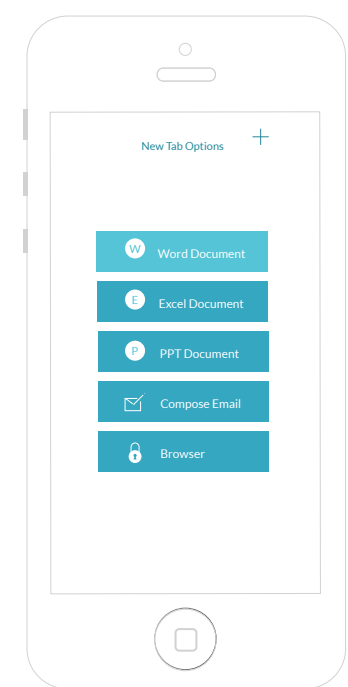
i.e. Mobile Workspace

Modified Modal Display

Having to manage files and sharing them can be daunting. Having done some research on modal displays had provided me with a different perspective on what a Modal should display. Discounting the background was less distracting for the User and provided a clean design which was applied to all menus throughout the app.



File Options (via Swipe Left)



New Tabe Options (via Swipe Left)

Huawei (2012)

Senior UI/UX Designer

Company Info.

Huawei Technologies Co. Ltd. is a Chinese multinational networking and telecommunications equipment and services company headquartered in Shenzhen, Guangdong. It is the largest telecommunications equipment manufacturer in the world, having overtaken Ericsson in 2012.

Objective

My goal was to understand the breadth of the product and design an WLAN and cloud-based app for iOS- specifically for the iPad. Having communicated and collaborated directly with the engineering team gave me a extensive perspective on the usage of the app(s). The goal was to utilize and implement device features. For example, Augmented Reality required us to use the iPad camera.



Huawei WLAN Splashpage

WLAN App

The first iPad app that I designed was specifically for WLAN (Wireless Local Area Network) usage. We targeted both small and large companies with the purpose of locating peek APs (Access Points) within offices. From here they can lay out their workplace accordingly.

Brand

The color scheme needed to complement the Huawei brand. With the existing warm hue of orange, red and black a more simple color scheme was implemented.

Current Brand Color Scheme



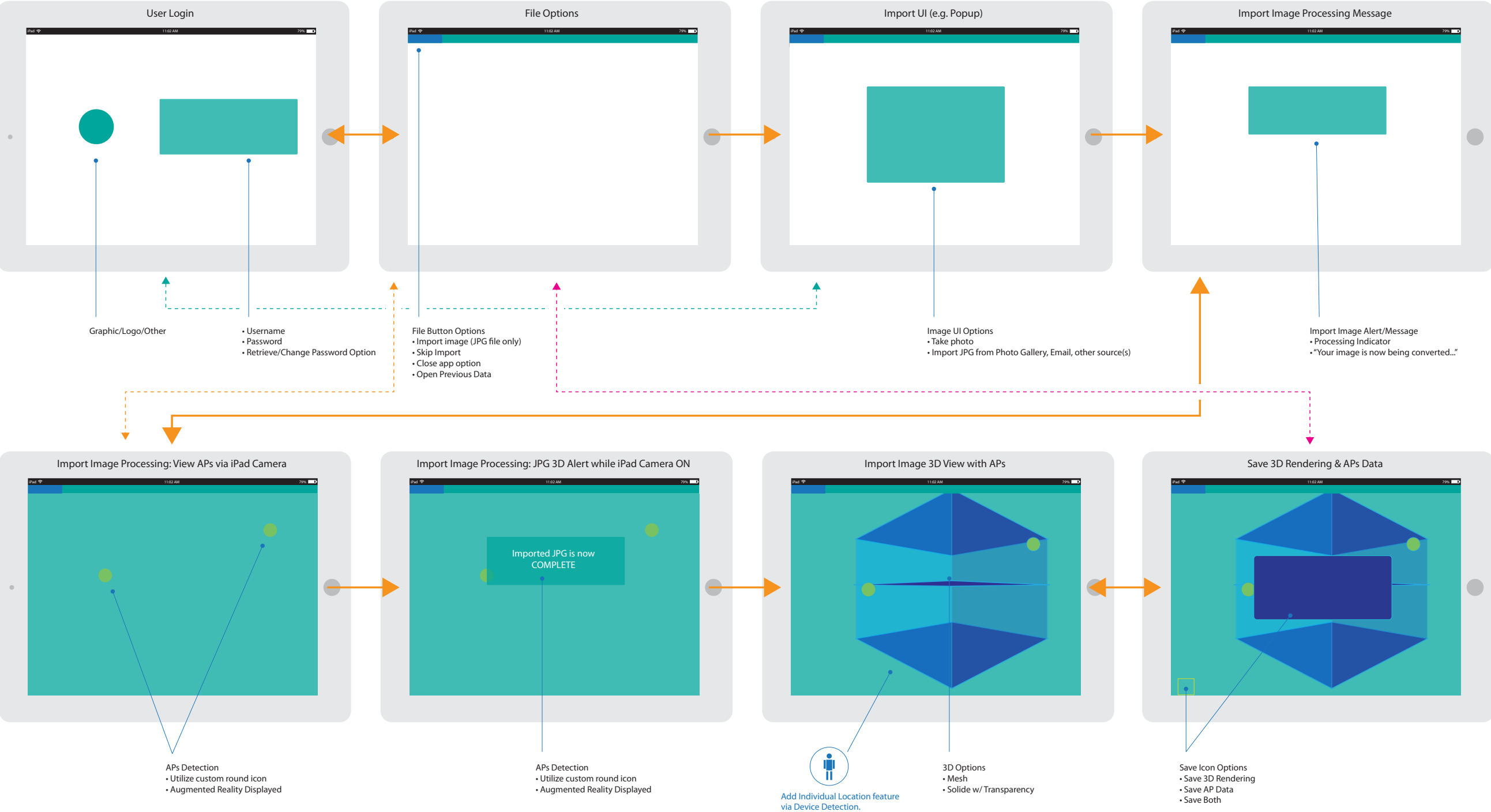
App Color Scheme



App Flow Chart

Having gone through a few iterations with User-Test Groups and meeting with the Engineering team, I created a Flow Chart to illustrate the current app UI/UX components and research findings.

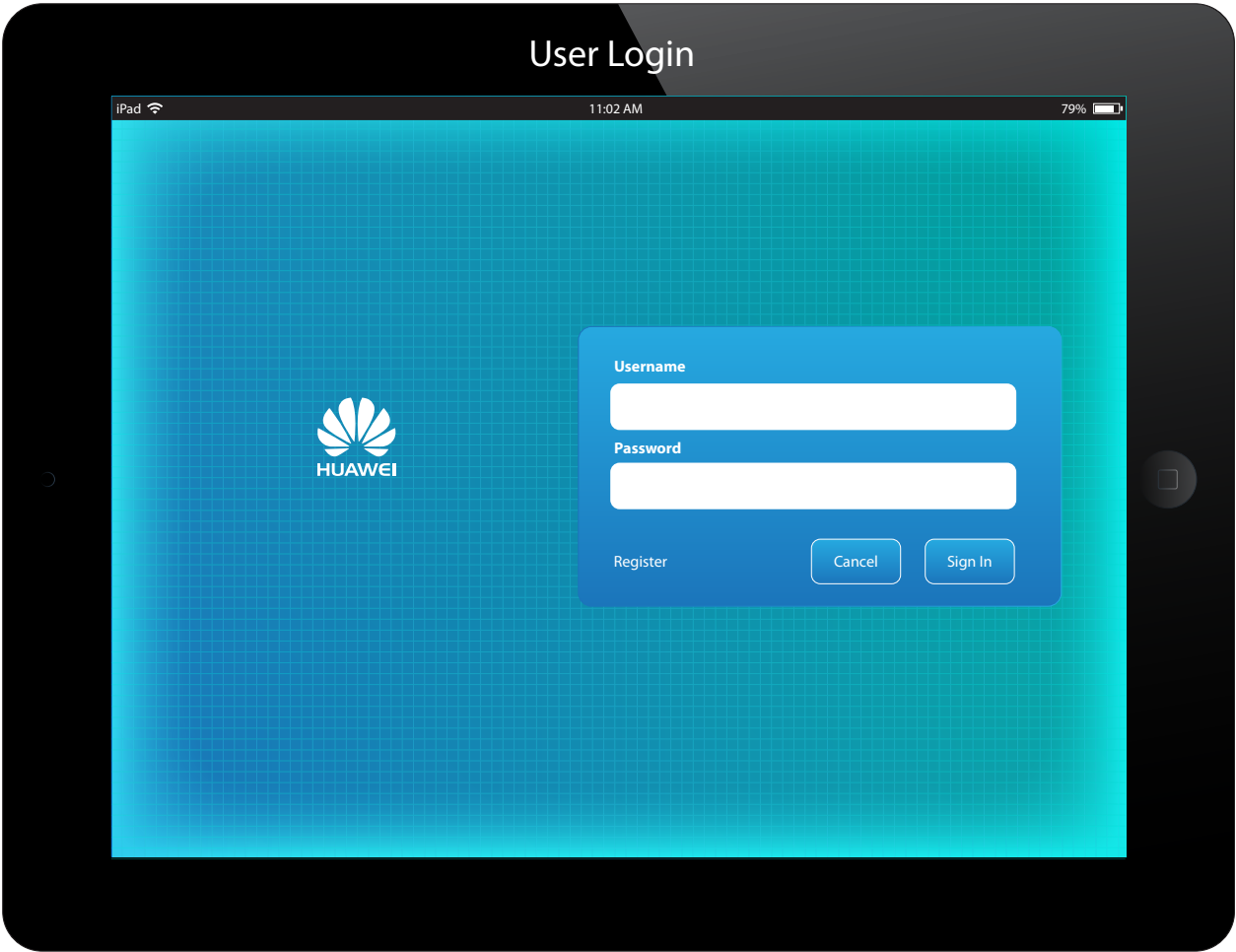
Tools: Adobe Illustrator, Balsamiq, Axure



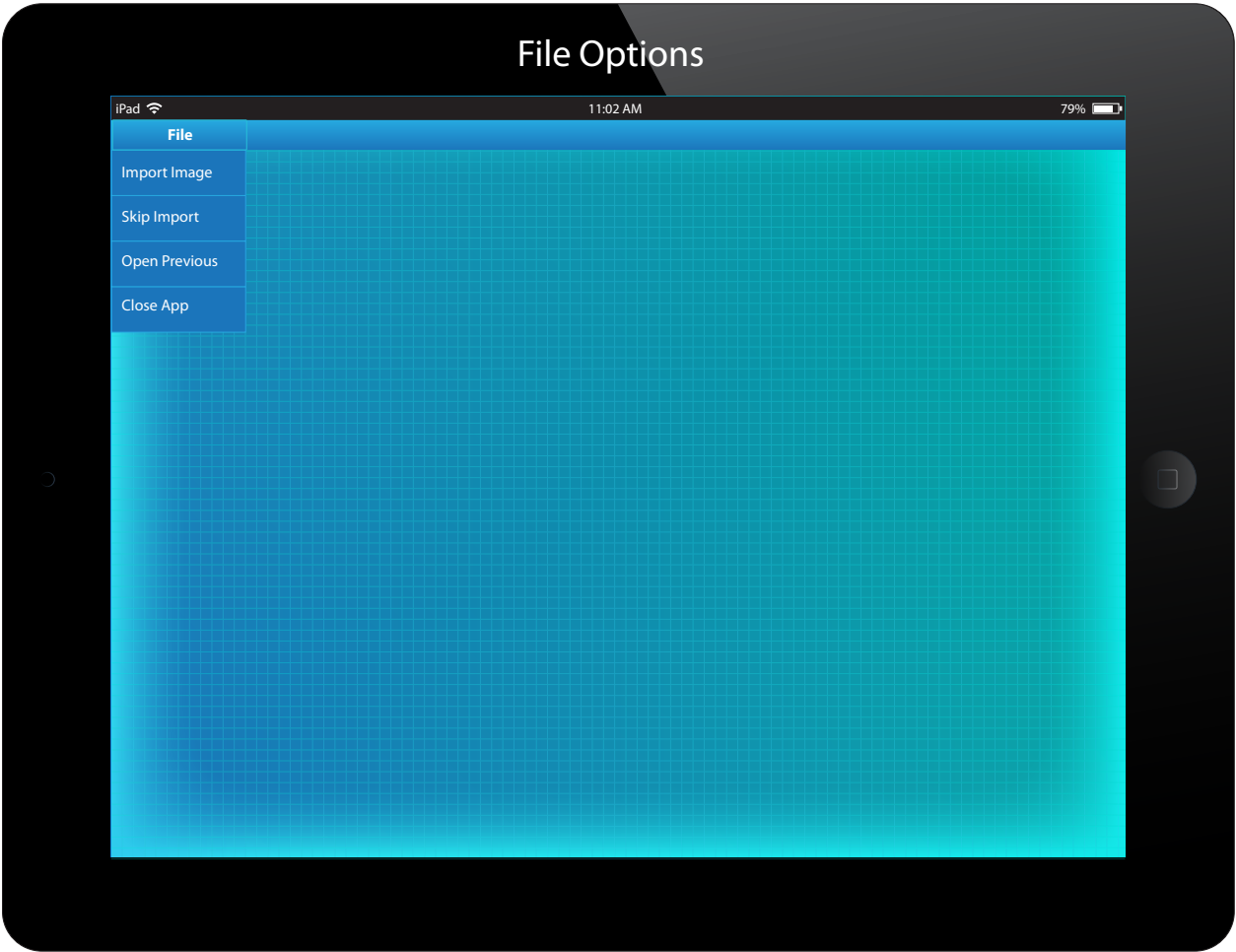
Mid-High Fidelity Mockup: Login/File Options

Background color scheme, textures and typography were incorporated at this point to give a close look and feel of what the app would look like.

Tools: Adobe Illustrator, Adobe Photoshop



WLAN Login



File Options

Mid-High Fidelity Mockup: Image Import/Loader

User is able to import a 2D JPG file into the app in preparation for 3D conversion.
Here it was imperative that the User could view the JPGs in a thumbnail preview.
Once selected, a loader will display to let the User know the conversion rate.

Tools: Adobe Illustrator, Adobe Photoshop

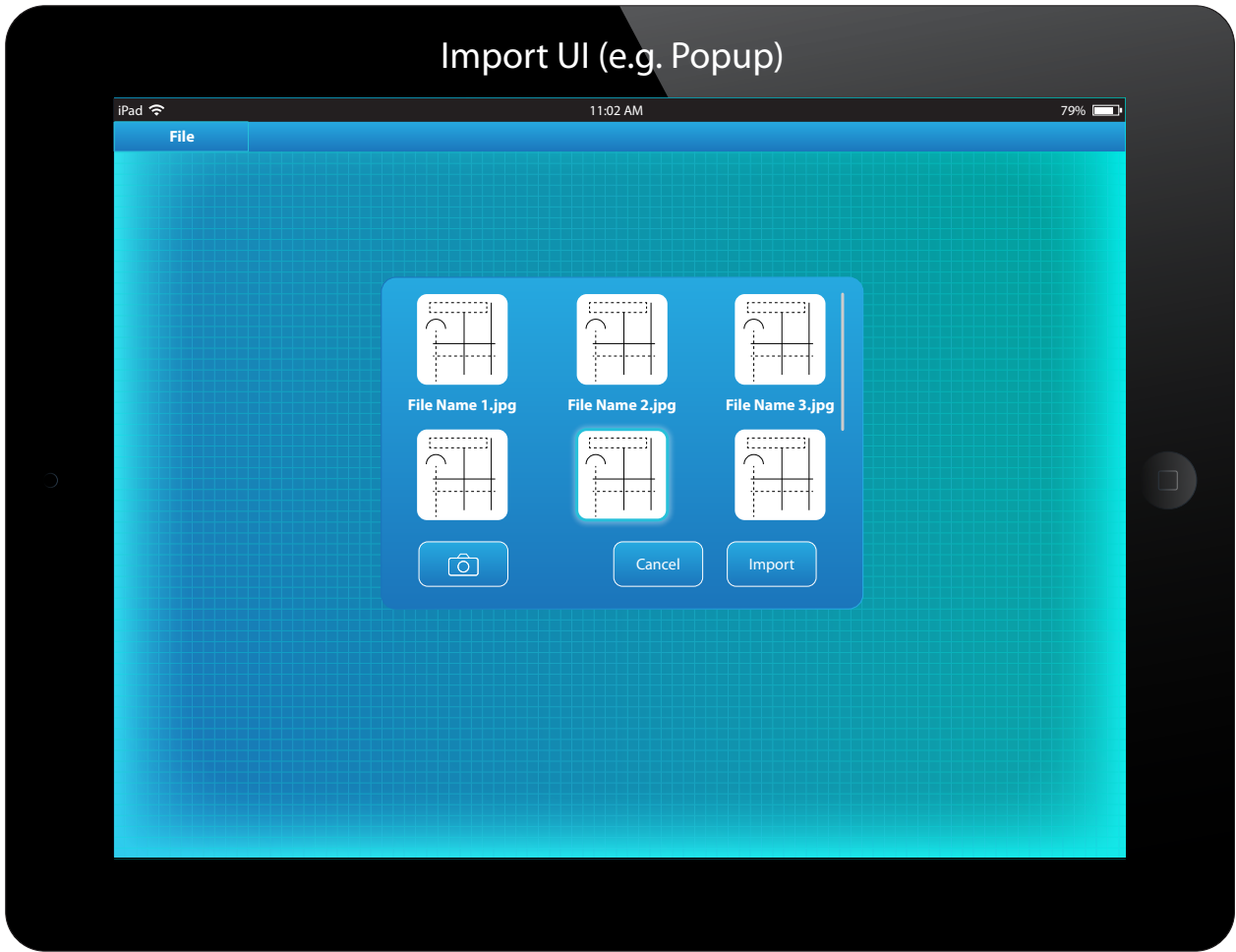
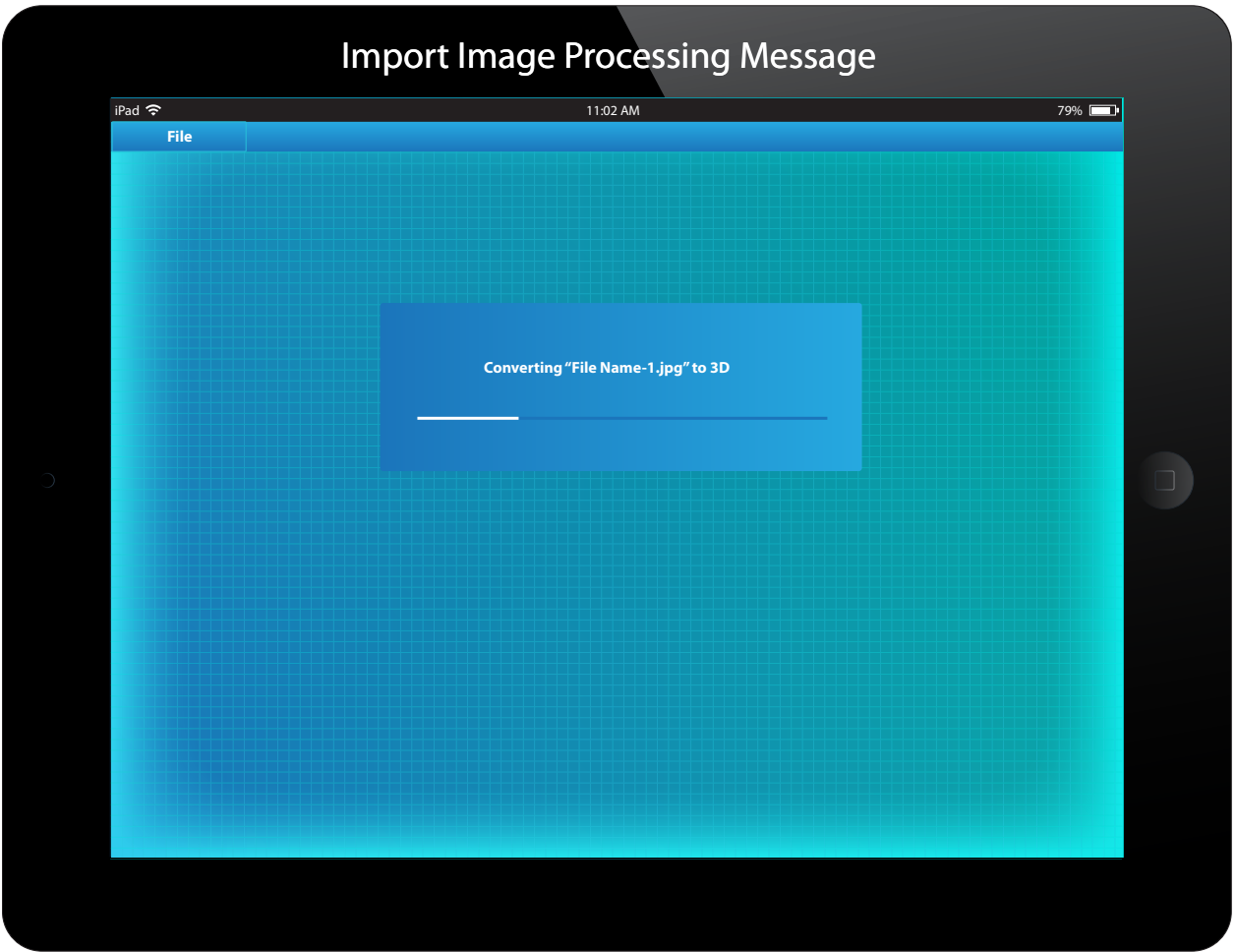


Image insert Modal



Convert image to 3D Loader

Mid-High Fidelity Mockup: Augmented Reality

While the 2D image to 3D conversion is processing, the User is directed to Augmented Reality via the device camera. At this point the APs will be exhibited. An alert via popup is displayed once the 3D conversion is complete.

Tools: Adobe Illustrator, Adobe Photoshop



Augmented Reality app view.

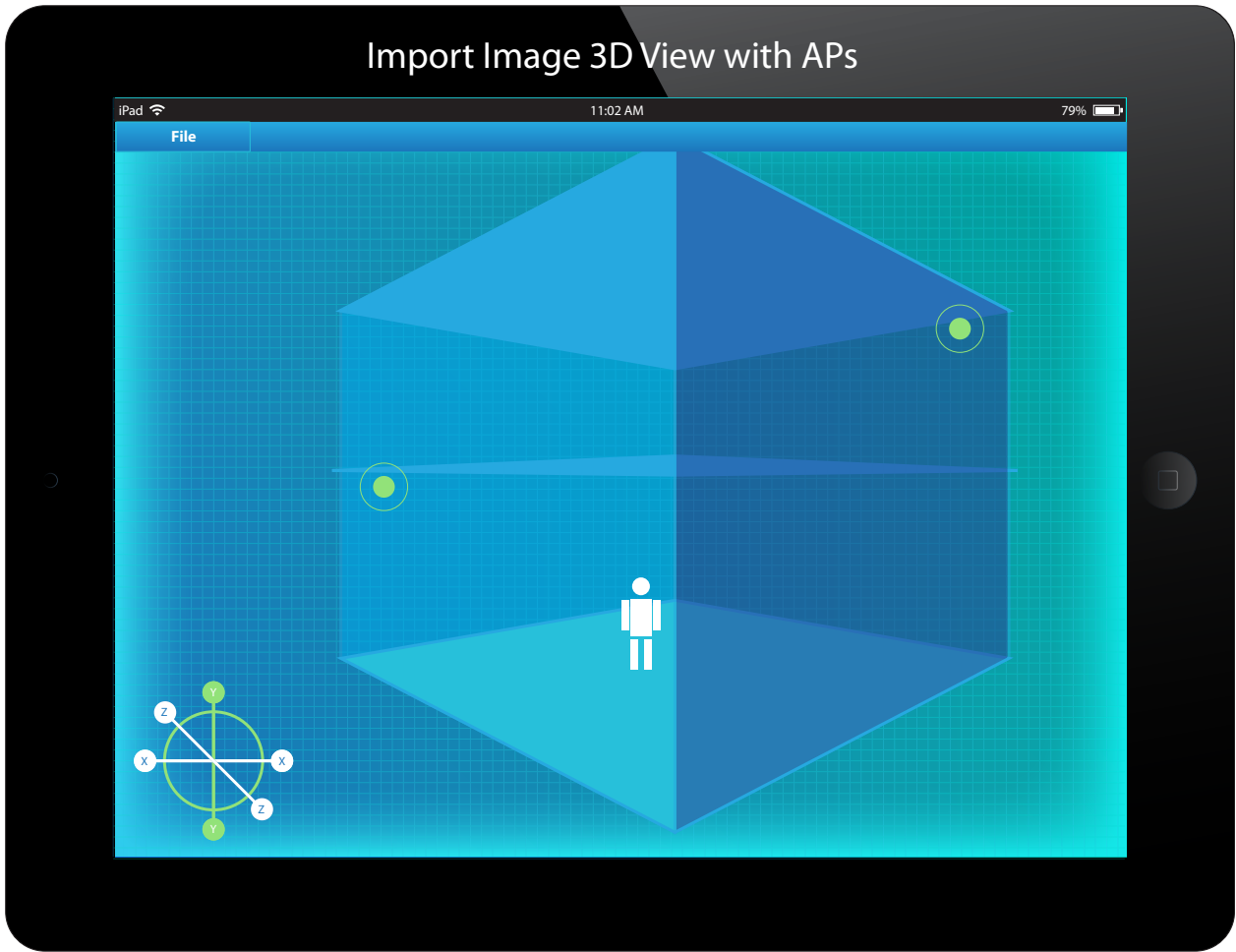


3D conversion complete alert

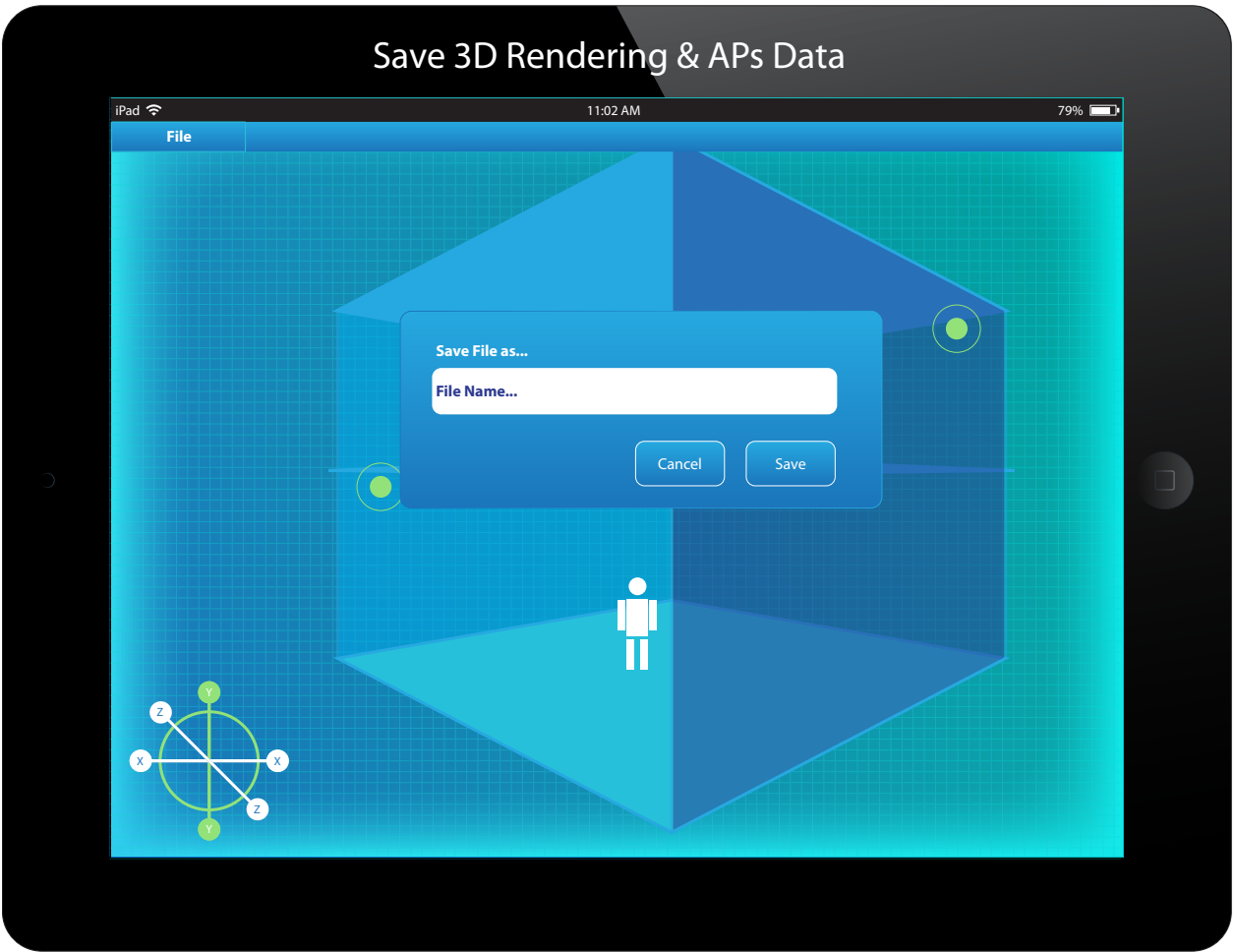
Mid-High Fidelity Mockup: 3D Preview

Once the 3D rendering is complete, the User may view and save the 3D file to their device. The interface is designed to encompass much of the screen display for easy viewing. It's here that the User may traverse via touchscreen options or revert to the X, Y and Z axis.

Tools: Adobe Illustrator, Adobe Photoshop



3D rendered view.



Save 3D rendered file to device

Simraceway (2011)

Flash UI Artist

Company Info.

Simraceway is an online racing game. Users can choose up to 15 drivers in high-octane multiplayer contests or race against the clock in testing Hot Lap and Challenge Events on real-world tracks and simulation-grade driving physics developed by the world's top racers. In addition, a growing fleet of modern and historic (e.g. BMW, Mitsubishi, McLaren) road and race cars made by legendary manufacturers, are available. Reach the finish line in addition to getting paid-entry events that award prizes and cash to the victor.

Objective

My goal was to understand the breadth of the product and design custom UI components to the game that ranged from loaders to game installer. Having worked on a multitude of projects for the game, branding became a vital importance.



Simraceway Login

Simraceway Game

Simraceway is downloadable free-of-charge racing game. It was designed with Scaleform GfX 3.0.

Brand

Much of the game UI was still being developed/created so ensuring a level of consistency was imperative. From the style guides that were created, the consistency of the brand was lacking. Black, red and white were the three colors. The older version (below left) included a dark maroon tone with a saturated complementary color. Both of these colors needed to be updated with a warmer hue (below right).



Old Brand Color Scheme

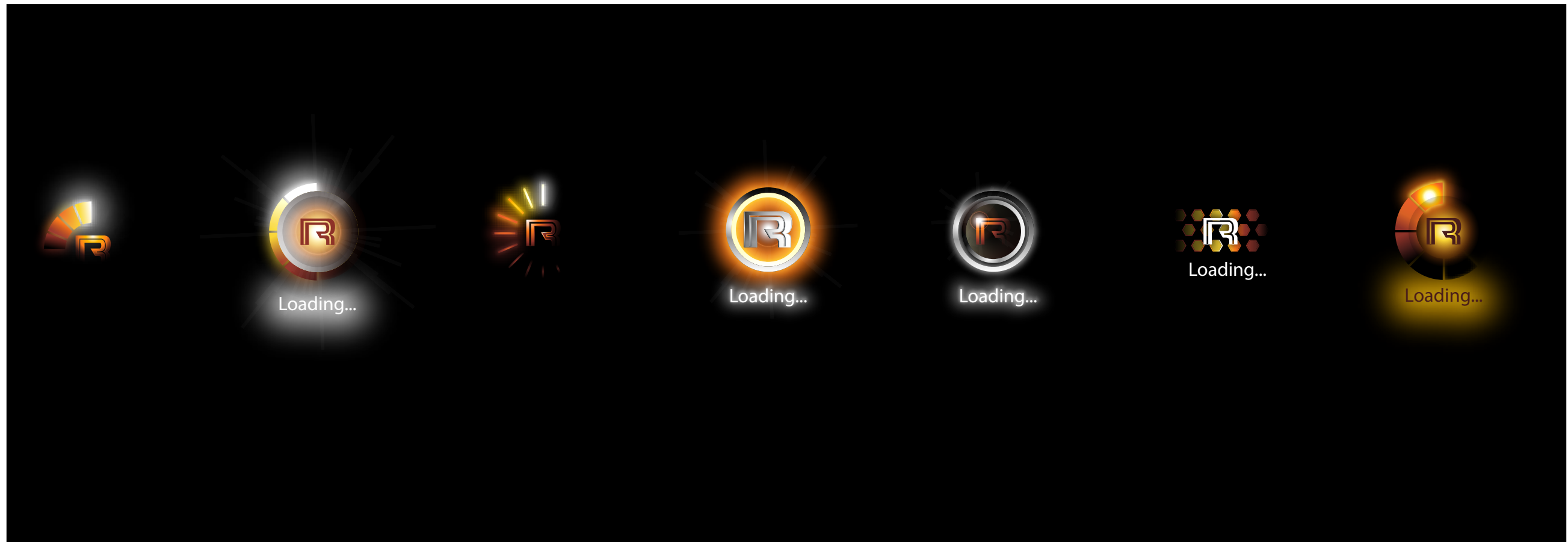


New Brand Color Scheme

Simraceway Loader Variations

One of the tasks that was assigned to me was to design a new Loader to be implemented throughout the game. As a standard I had a modern race car theme in mind and focused on a clean and flashy aesthetic. The result was numerous variations that I had to cut down to 7. Albeit, some of these variations still were a bit too flashy for foreground usage, it established the overall look and feel I was aiming for.

Tools: Adobe Illustrator, Flash MX

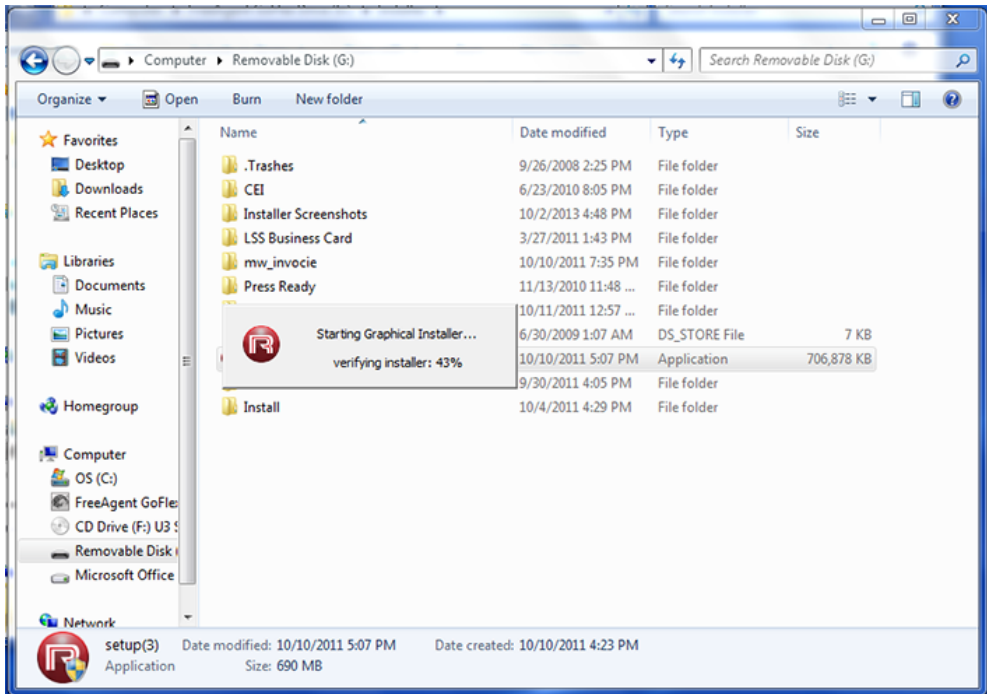


Simraceway In-Game Loader variations

Installer

Simraceway had utilized a generic PC installer which needed to be customized with proper branding. This was a great opportunity for me to design an installer with as many customizable features that could be implemented.

Tools: Adobe Illustrator, Adobe Photoshop



Simraceway Installer Loader

The loader at this point still needed to be customized. At this stage, I was able to insert the new logo but had yet to invert the type to white atop a black background which correlated with the established brand.



Simraceway Installer Splashpage

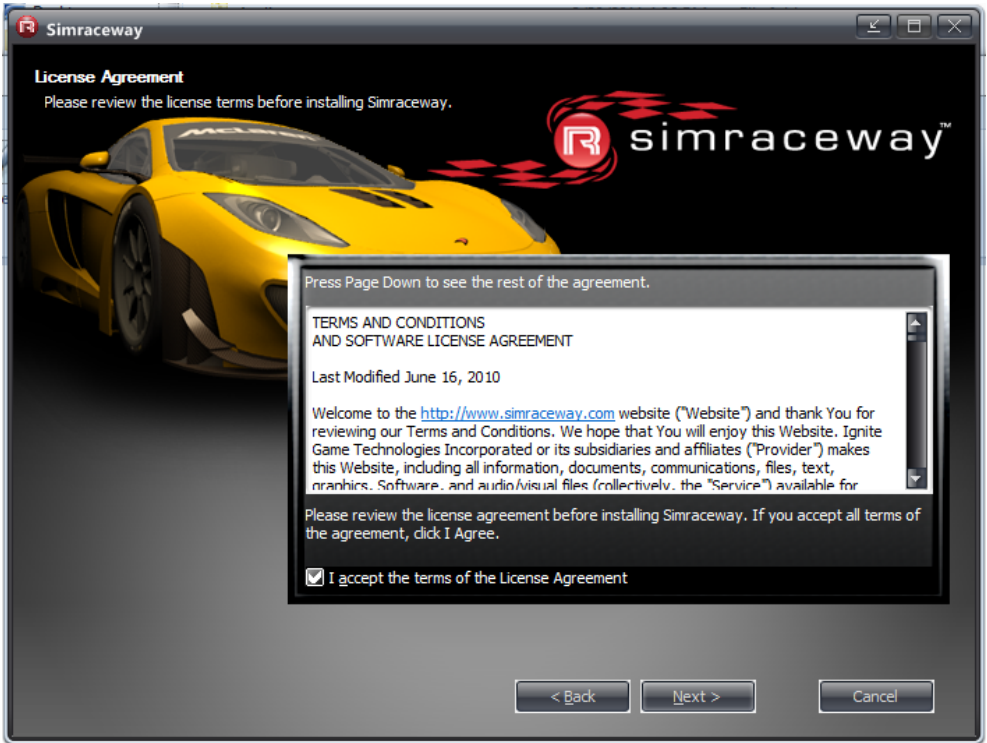
The unique approach I took with the installer was to apply audio to the customized Splashpage. I figured adding audio at this point would not only give me the opportunity to enhance the brand but also provide the User with a rich interactive experience. I collaborated with the Sound Engineer to have an audio clip of a race car driving not exceeding a 3 second duration. This audio clip synced with the Splashpage perfectly.



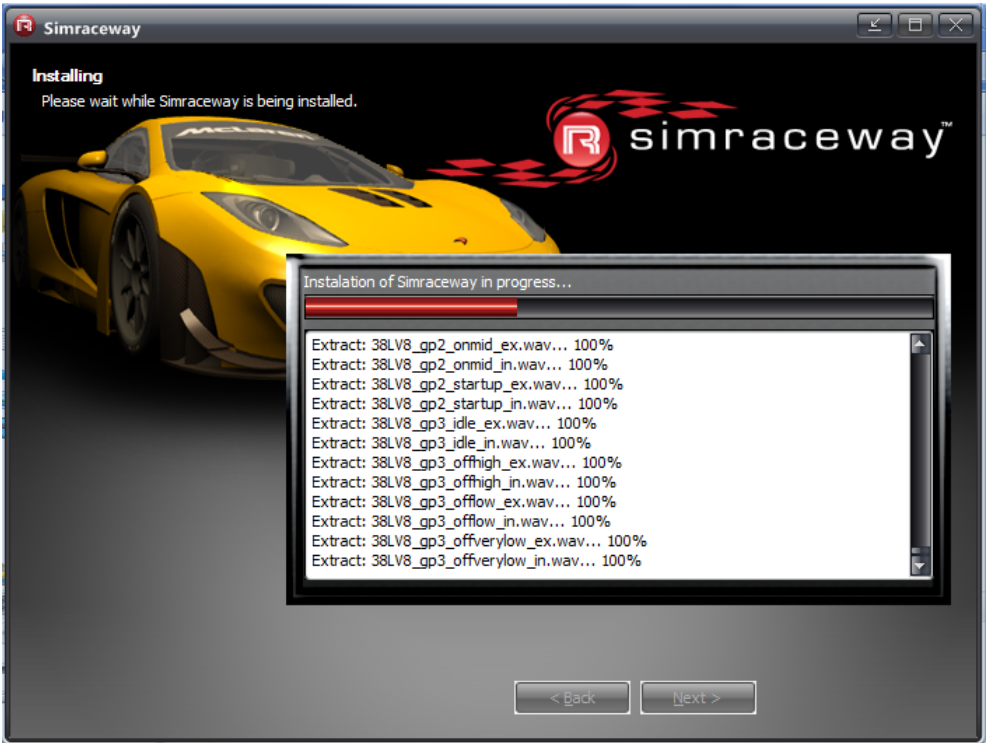
Welcome UI



Install Location UI



Licence UI



Installing UI

Trichotomy Media LLC (2009-2010)

Creative UI/UX Designer

Company Info.

Trichotomy Media LLC is a mobile software, mobile IT, and mobile design firm based in the San Francisco Bay Area. It is comprised of a group of software engineers, IT technicians, multimedia designers, and businesspeople who all have considerable experience in the mobile software industry. Together they work as a team to provide their customers with products that deliver innovative solutions on today's leading mobile phone platforms.



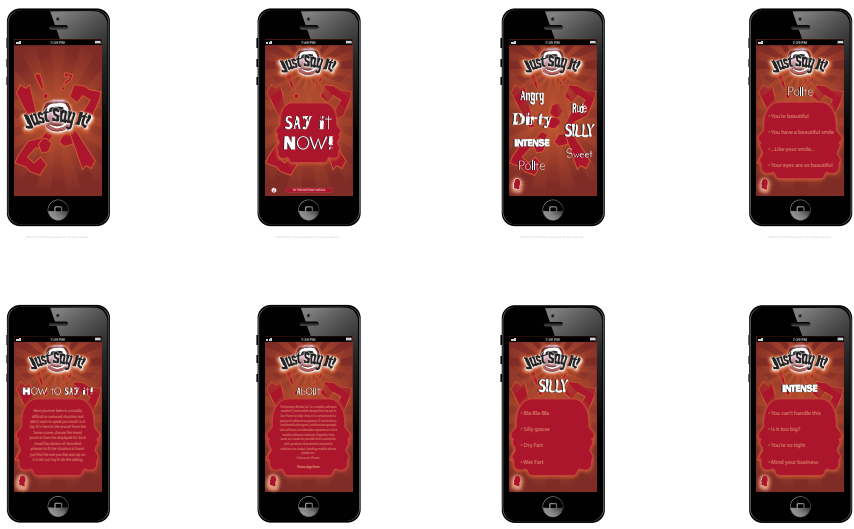
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Objective

Working for a startup like this, I was able to design custom apps for the iPhone/iPod from inception to final delivery with minimal restrictions. Throughout the brainstorming processes, we were able to deliver several apps to the App store. Our focus was to build entertainment apps from Naughty Loaded Dice, Just Say It and Premonition along with addition app concepts.



“Just Say It!” iPhone/iPod app



“Premonition” iPhone/iPod app

“Naughty LOADED Dice” App

This app was our best seller due to the hidden feature we had implemented. Unlike other similar apps, we included an option that allowed the User to rig the outcome. Access to this feature was display as an invisible button in the UI.

Tools: Adobe Illustrator, Adobe Photoshop, Swift 3D v3



“Naughty LOADED Dice” demo (e.g. Splashpage and Main Interface)

Brand

The Trichotomy Media LLC brand needed to exemplify three components. I chose to incorporate 3 skewed rectangles in a sequence but with a modern approach at the time.

Current Brand Color Scheme



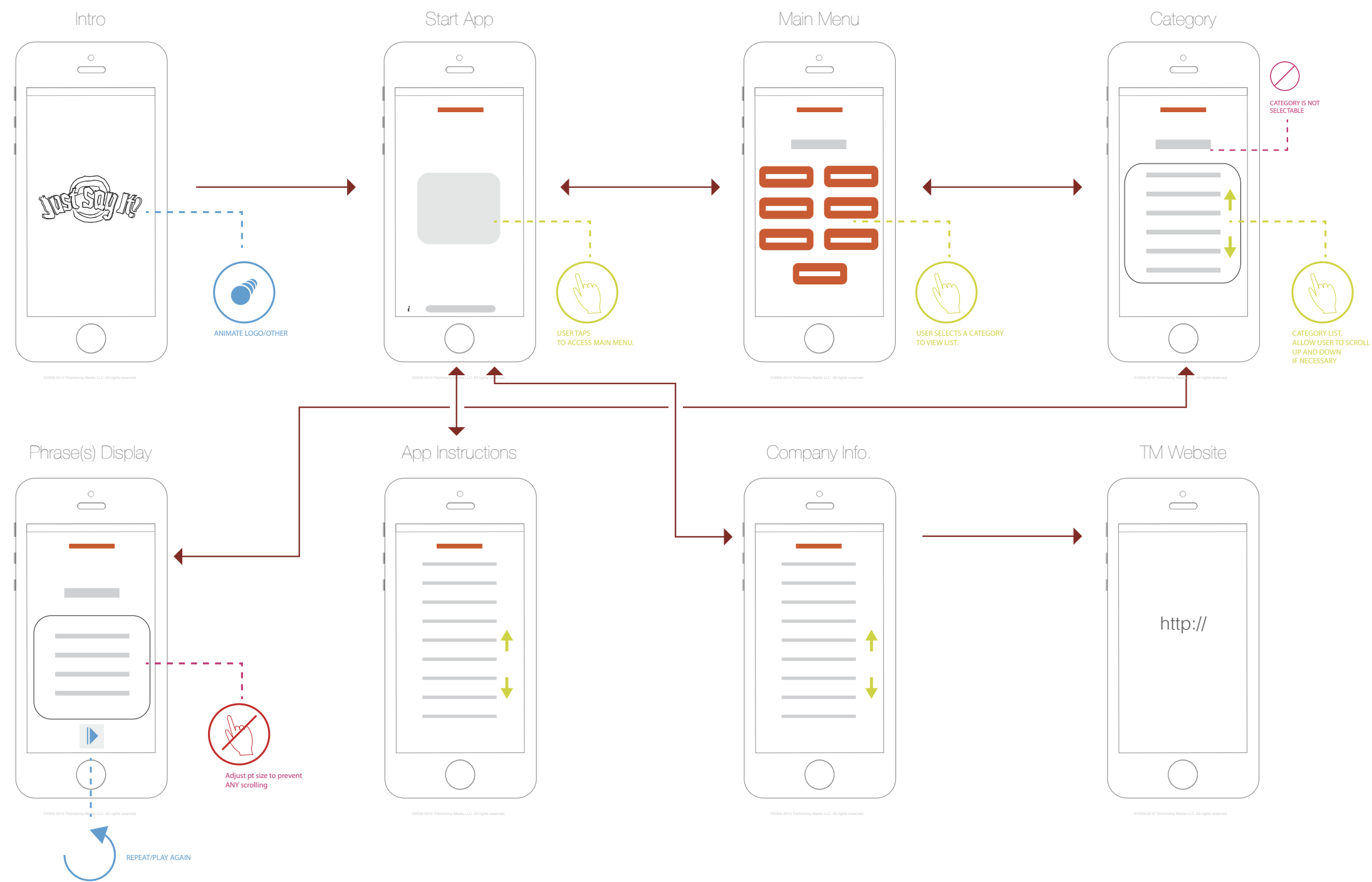
Logo



Trichotomy Media LLC: JSI App Flow

The “Just Say It” app was the second iPhone/iPod app delivered by Trichotomy Media LLC. The flow had to be a very intuitive app with easy navigation. Unlike the scrollable phrase UI, the simplification of the Main Menu UI was a bit challenging since the goal was to exhibit the whole menu.

Tools: Adobe Illustrator, Balsamiq, Axure



“Just Say It” App

The concept of this app stemmed from socially challenging situations and politically-correct conversations that a lot of us experience. Why not have an app that says what you want because you couldn’t find the words or audacity to do so?

Tools: Adobe Illustrator, Adobe Photoshop



“Just Say It” app (e.g. Splashpage and Enter UI)

Main Menu

“Just Say It” app included over 100 phrases within 7 categories. The challenge was to break the phrases to categories intuitive for the User to understand. We started with some of the most common phrases people of all ages would like to say.

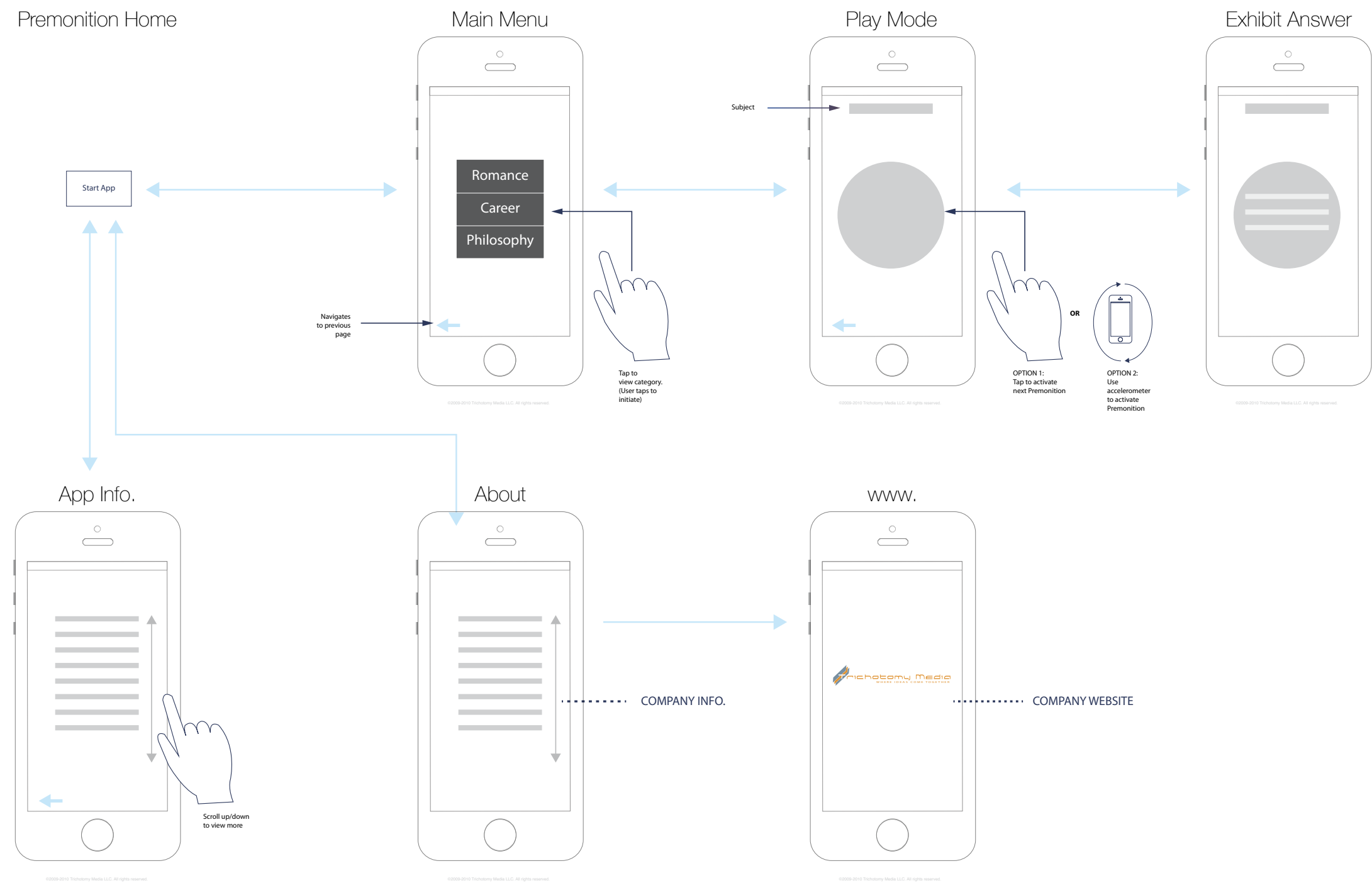


“Just Say It” app (e.g. Enter, Main Menu Interface and “Polite” category)

Trichotomy Media LLC: Premonition App Flow

The “Premonition” app was the third iPhone/iPod app delivered by Trichotomy Media LLC. The inception of the app derived from Q&A in peoples’ social gatherings; what we’re most concerned about. We simplified it to two main categories initially, “Romance” and “Career”.

Tools: Adobe Illustrator, Balsamiq, Axure



“Premonition” App

The concept of this app stemmed from topics discussed amongst trustworthy group(s), such as our friends and family. More notably, what we concern ourselves with on a more frequent basis. Two subjects, “Romance” and “Career”, were the first to be implemented.

Tools: Adobe Illustrator, Adobe Photoshop, Swift 3D v3



“Premonition” app (e.g. Splashpage and Enter UI)

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Main Menu & Answer UI

“Premonition” app included over 65 answers to the User inquiries as per category. To activate the answer, the User had two options; they could either press the transparent button atop the orbicular image or utilize the accelorameter but shaking the iPhone/iPod.



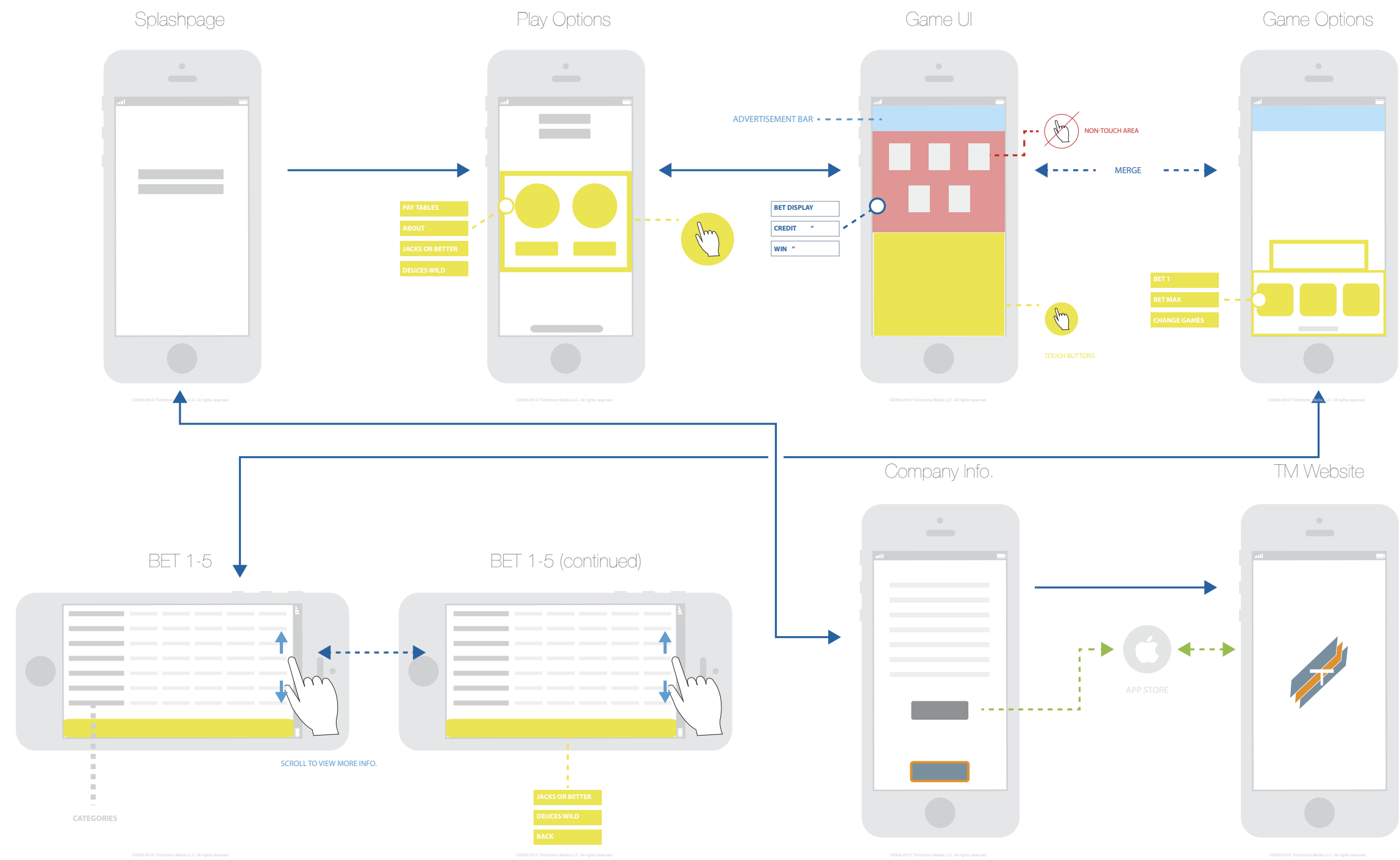
“Premonition” app (e.g. Main Menu and Answer UI)

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Trichotomy Media LLC: RVP App Flow

“RVP” provided the User with two game options: “Jacks or Better” and “Deuces Wild”. With the two options, it was imperative to make the two options prominent and in the home section. This set the standard for easy navigation throughout the app which included additional game options.

Tools: Adobe Illustrator, Balsamiq, Axure



“RVP” App

“Real Video Poker” (a.k.a “RVP”) app was the fourth iPhone/iPod app we had designed. The concept stemmed from many other resourceful game companies with greater resources. So we reverted to the 80s game for its easy interpretation of 2D GUI and inspiration.

Tools: Adobe Illustrator, Adobe Photoshop



“RVP” app (e.g. Splashpage and Main Menu)



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GUI

“RVP” app needed to exhibit advertisement and stats UI. With the stats UI, the issue was that landscape mode was a necessity in order to provide enough real estate for the number of rows and columns.



“RVP” app (e.g. Stats and Game UI)

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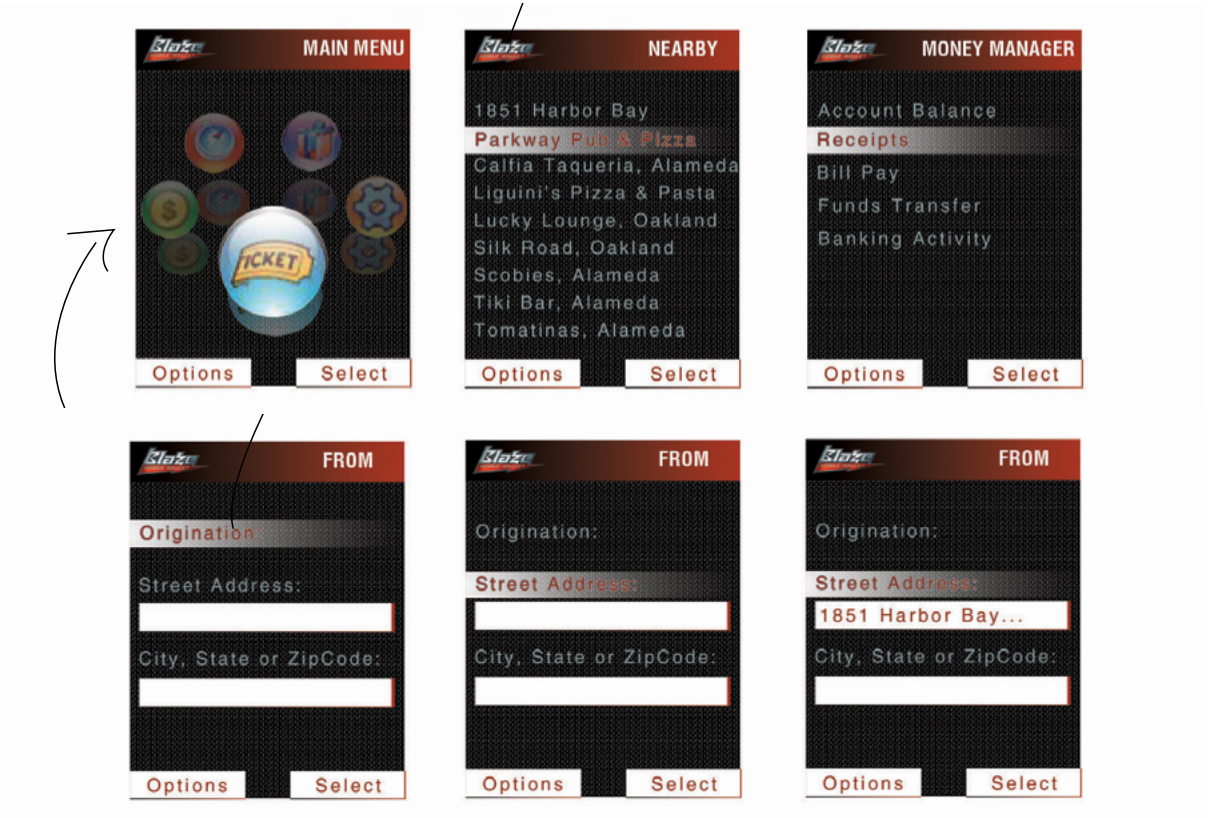
Blaze Mobile Wallet (2008-2009)

Director of Multimedia

Company Info.

Blaze Mobile Wallet is a mobile commerce startup originally targeting AT&T and Sprint Nextel networks. The app offers mobile banking, coupons, ticket purchasing and search features.

During mid 2008 year, Blaze Mobile Wallet transitioned the app to the iPhone and iPod. The app encompassed contactless payments utilizing Near-Field Communication (NFC) for contactless payments at retail stores nationwide.



Blaze Mobile Wallet small cellular version

Objective

This app included many features: banking and paying bills via Money Manager, saving money with rewards via Mobile Coupons, searching contactless merchants and any other attractions in your area via What's Nearby, and movie-related options via Mobile Ticketing.

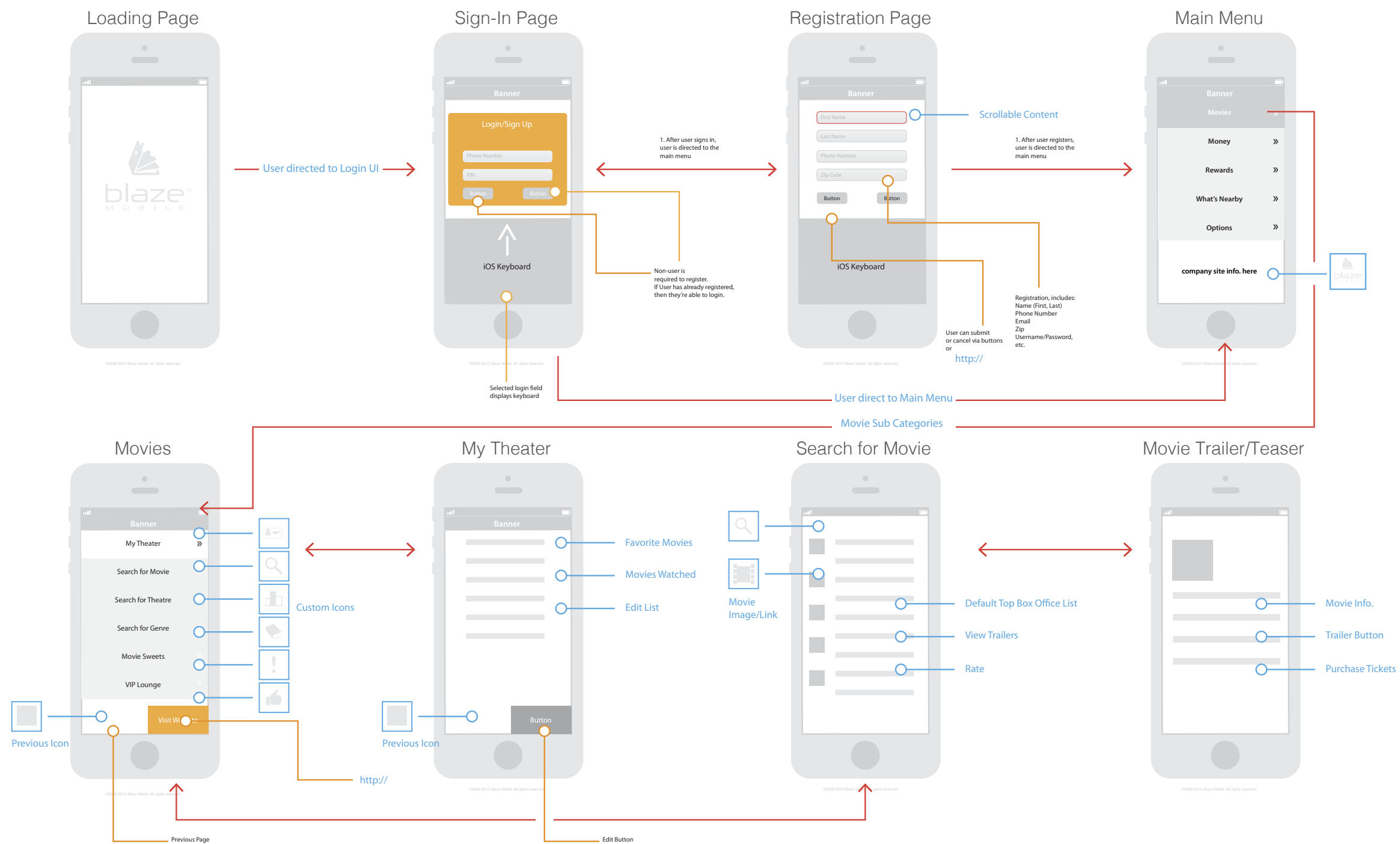


Blaze Mobile Wallet Brochure Cover

Blaze Mobile Wallet: iPhone/iPod App Flow

The app interface required easy access for Movie options, Money management, Rewards options, Search functions and Settings options. Due to subcategories/options, these main features were utilized in the Main Menu UI once User registers with the app via online form(s).

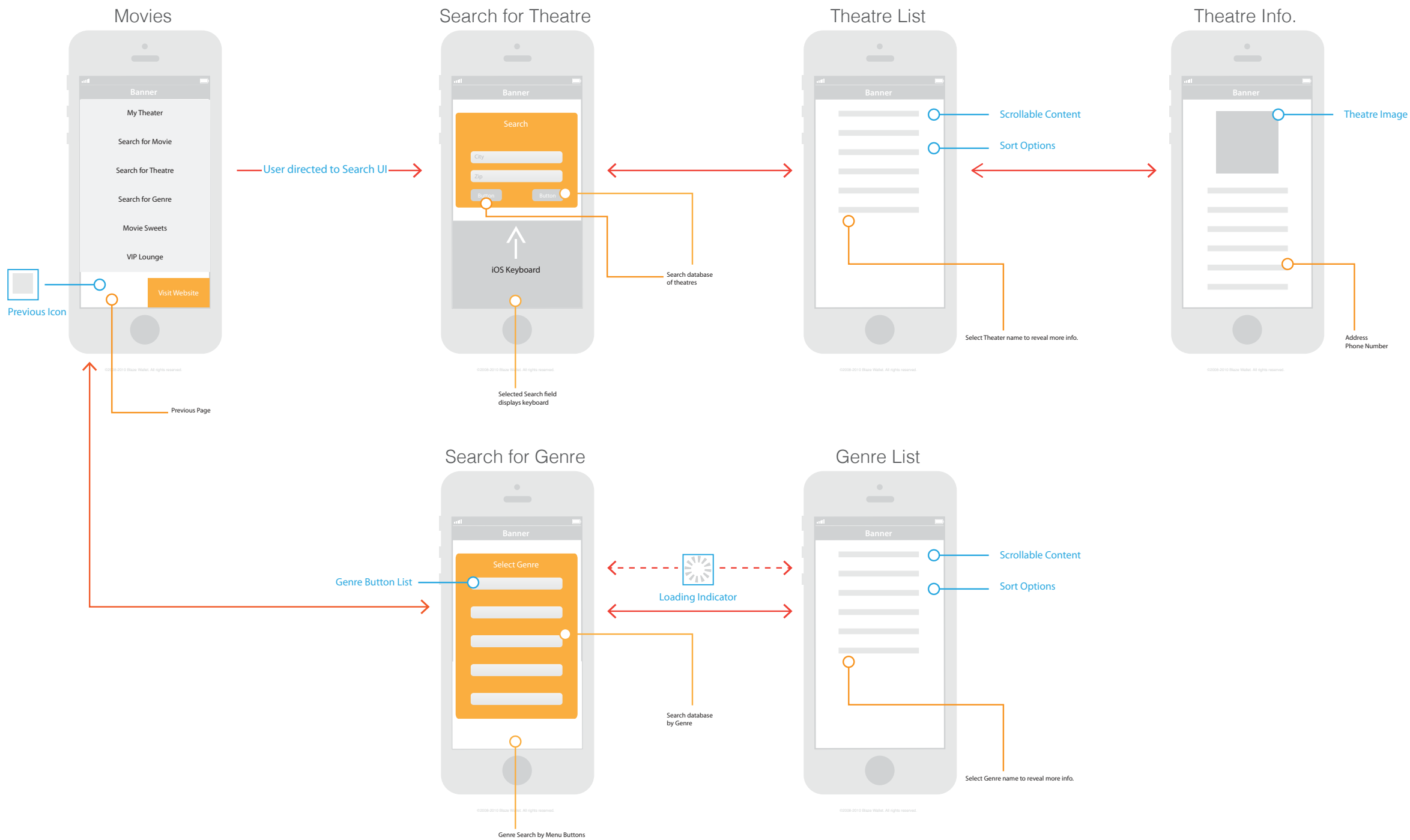
Tools: Adobe Illustrator, Balsamiq, Axure



Blaze Mobile Wallet: iPhone/iPod App Flow Cont.

The Main features included subcategories which became challenging to implement in the UI. For example, once User selects Movies, 7 options are displayed for User to select. It's at this point that it was discussed how to best represent this with consideration of easy navigation.

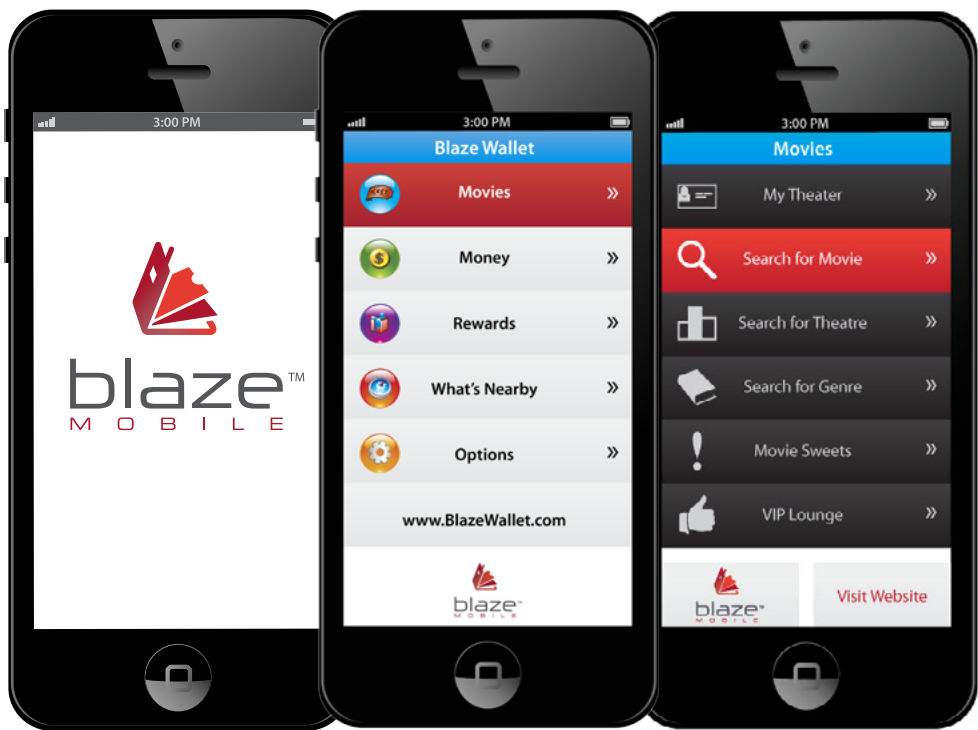
Tools: Adobe Illustrator, Balsamiq, Axure



Blaze Mobile Wallet App

This app offered cutting-edge technology for small cellular devices which was made available to nationwide consumers. In addition to offering mobile coupons, search features, movie ticket purchasing the consumer is able to manage their finances on their mobile device.

Tools: Adobe Illustrator, Adobe Photoshop



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Re-Branding

Originally I was provided with a low resolution company logo which I knew needed to be cleaned up (e.g. removal of gradients and black color). While my modified version of the old logo looked better, I also knew the identity needed to be upgraded to look less retro. With more time and a better understanding of the Blaze Mobile Wallet product, I designed the New Logo. This logo represented, to me, what the company was in a clear way that was also more modern of a feel.

New Logo



Modified Logo



Old Logo

