

# Design Portfolio

Quickly previewing my  
graphic / product / UX designs

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JM Creative







As of June 2025,  
I have returned to NYC  
to pursue higher education.

4      **User experience**

User flows / Wireframes and mockups /  
Participatory user testing / Design systems and UI kits

10     **Product**

Team leadership / Technical requirements /  
Engineering handoff / Communications and marketing

14     **Systems and graphic design**

Brand guidelines / Digital works / Production systems





I am a designer.  
I create clear, unfussy paths  
that help people reach their goals.

Background: A photo of Smarthome, the system I made to work my apartment's lights. This video frame was from a stress test to verify the iPhone 4 could smoothly handle quickly-fired taps.



effects/auto-  
motion

✓

✓

✓ built-in  
only

taps to  
turn on

1 per bulb/set/scene  
up to 14

1/2-scenes 3  
4 —

available shortcuts  
in display  
decor

blends in via UI  
and tight integration

X on wall  
but conspicuous X

minimum  
brightness

0.6 nits/2 lum

max brightness

pixel size/ppi  
of display

640 x 960 px  
329 ppi

720 x 1280  
259 ppi

—  
depends on your phone

physical screen  
size

4.76" W x 5.3" H

doubles as remote

✓

in app

in app

repurposes  
old tech?

✓

X

X

home screen

show  
whatever  
baby!

4 custom  
shortcuts +  
system functions

list of lights  
(plus full screen  
ad notifications)

smallest

control size  
(for wall)

3/4" W x 1" H

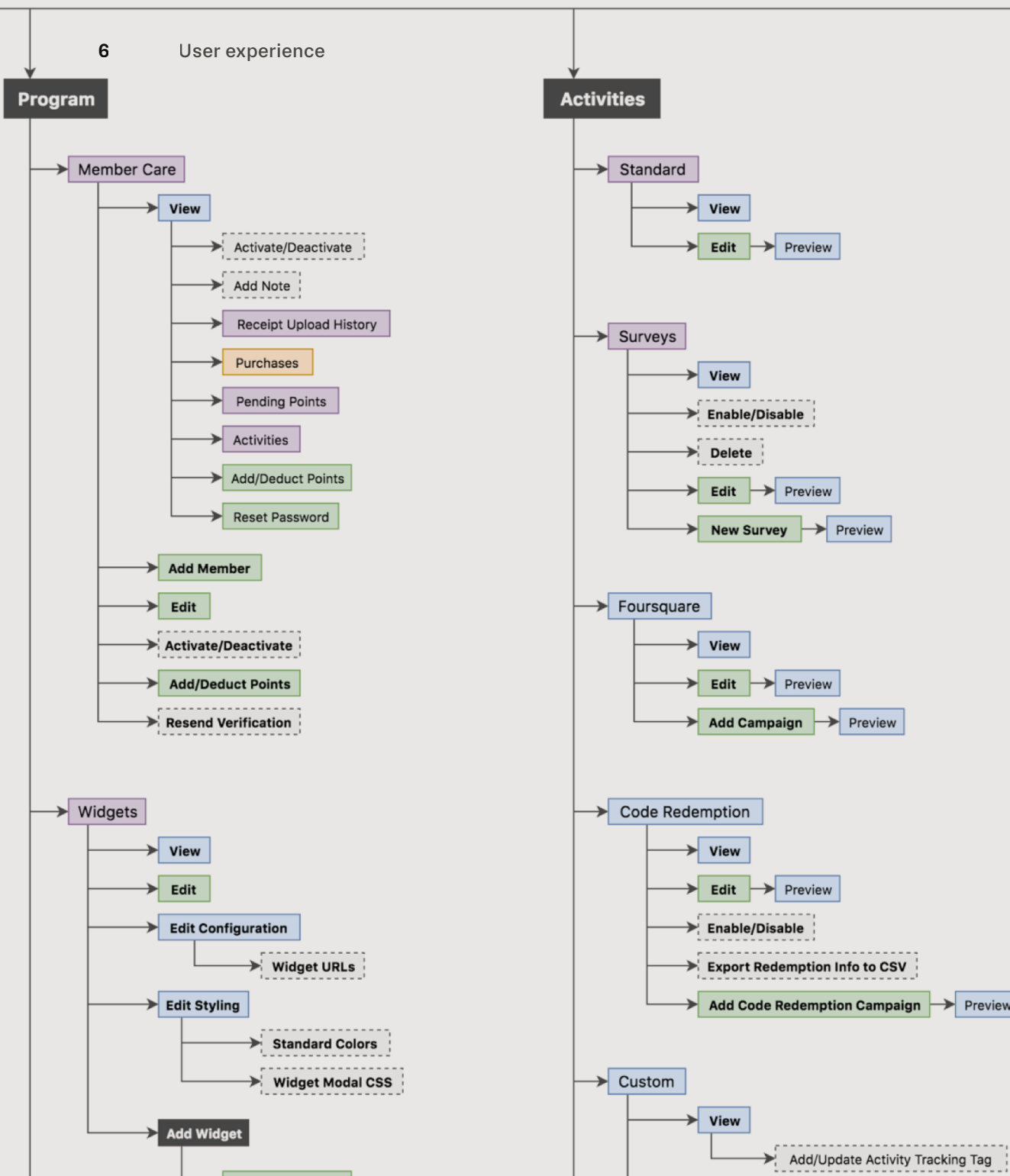
1/4" W x 1/4" H

—

When I start out on work, I go broad.  
I think about a design's goal from  
both tech and non-tech perspectives.

Background: Part of the competitive analysis I put together while  
building Smarthome. It captured everything from device size  
to display tech specs, helping me to refine the project.

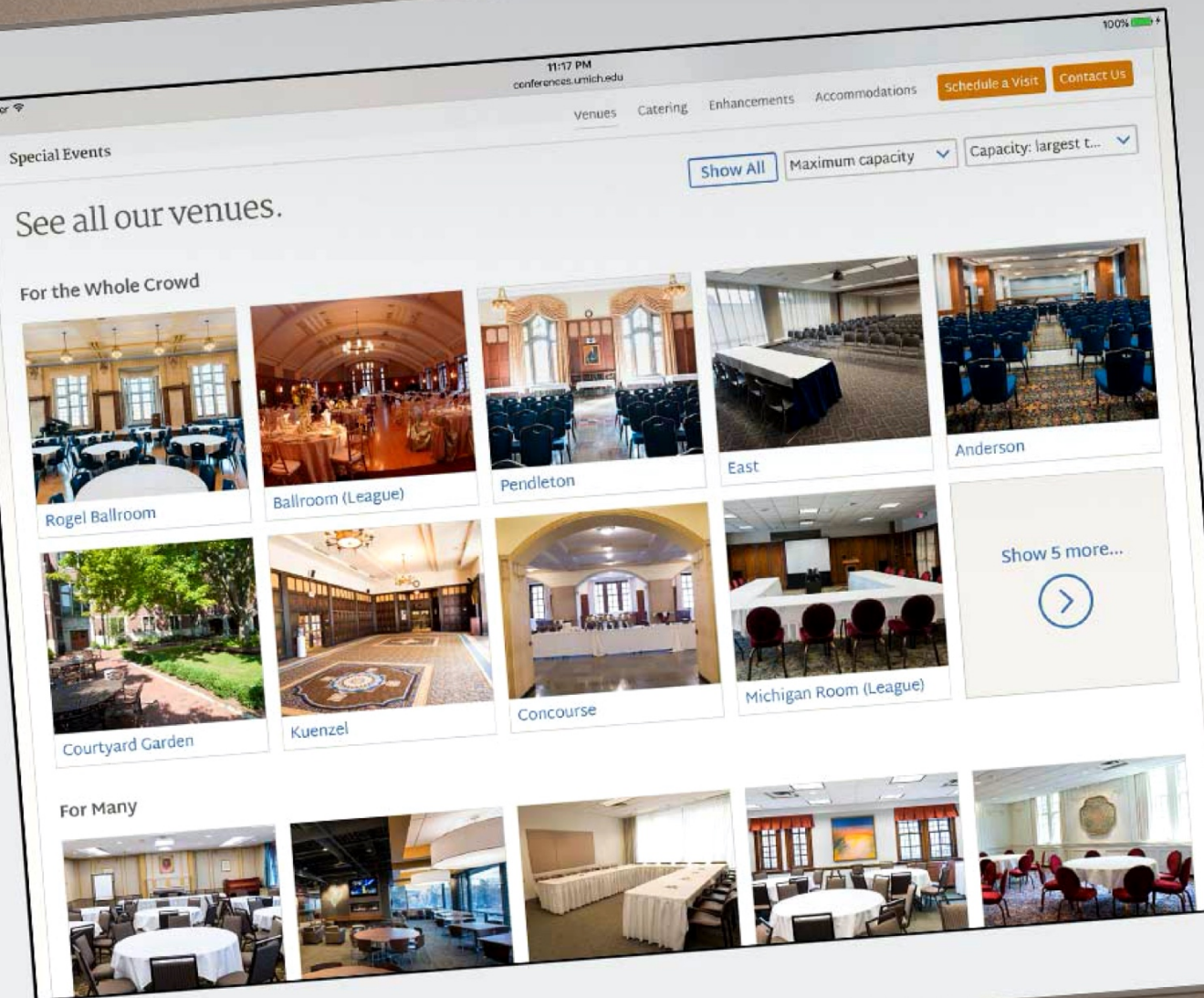




That describes me: tech and non-tech.  
It means I ask a range of questions: from  
brand and product needs to API latency.

Background: The information architecture of CrowdTwi's SaaS platform.  
I put this together to understand the structure of the app I inherited,  
eventually driving us to work on a comprehensive redesign.





Starting thoroughly like that  
leads to good work. It makes me  
especially suited for complex settings.

Above: I designed University of Michigan Conferences website, including room lookup with data I'd cache from their venue management software. I supplied the image templates, too. It's been live for the last nine years.



Purchase / Commerce Based

Could be made  
into  
Custom Activity

Login

Purchased

Returned

Read Article

Consumer Goods

Pos Returned

Read News

ite

Voided Return

Read Blog

nds

Reviewed a Product

Watched a Video

Receipt Scanned

Started Recurring  
Product Subscription

[illegible]Placed Recurring  
Product Subscription  
Order

Clicked Link  
Email Message

Activities that  
are "Disconnect/Removed"

Read Email Me

## Joined Email List

Monthly Facebook  
Fanship

Unsubscribed From  
Email List

ok  
ect

## Tier Override

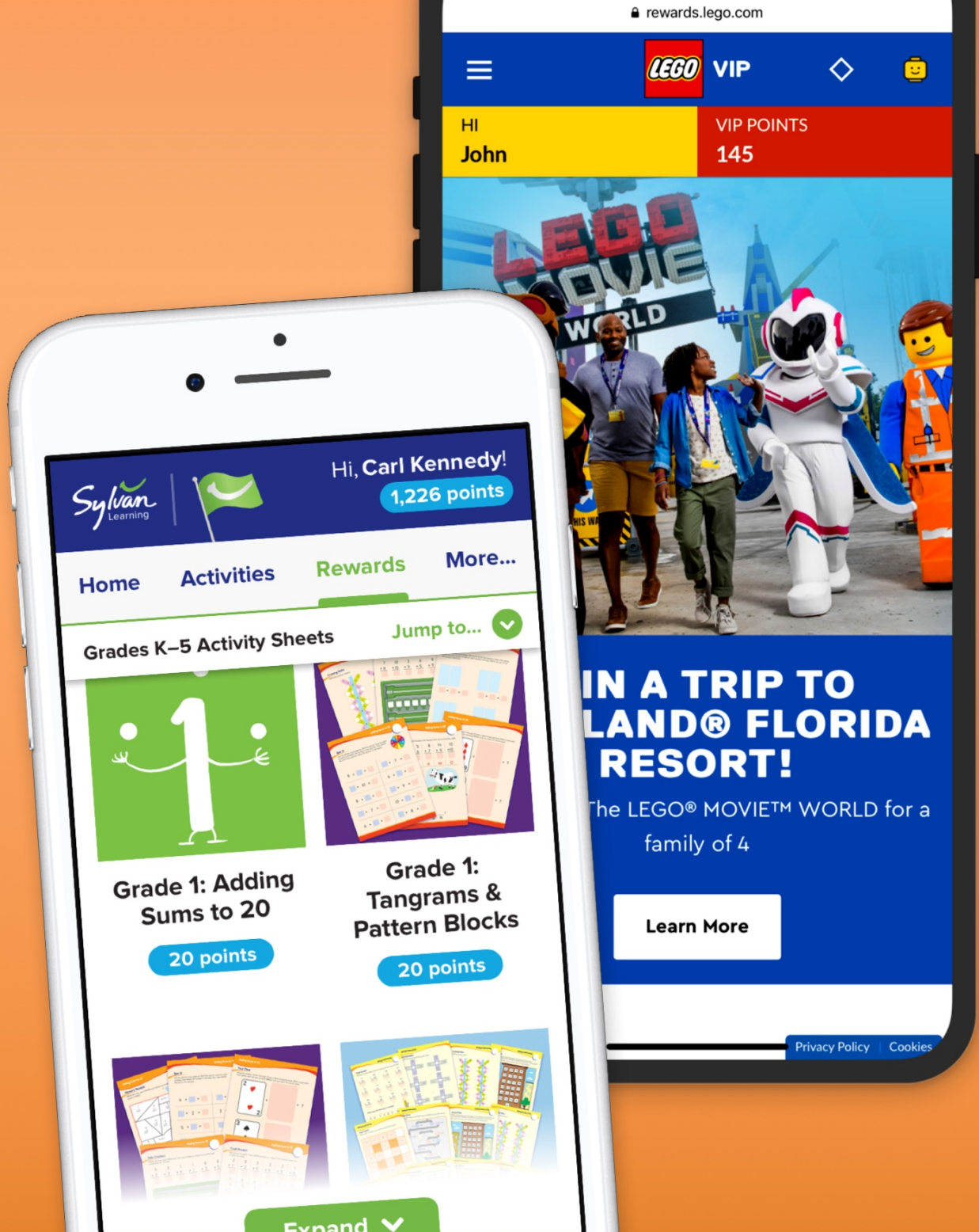
### Added Gender

tter

**I test my designs early and often,  
sharing progress in agile sprints and  
verifying decisions in hands-on tests.**

Background: Card sorting exercise from a UX test at CrowdTwist. It was one of a dozen company-wide tests I ran for the app's first redesign.

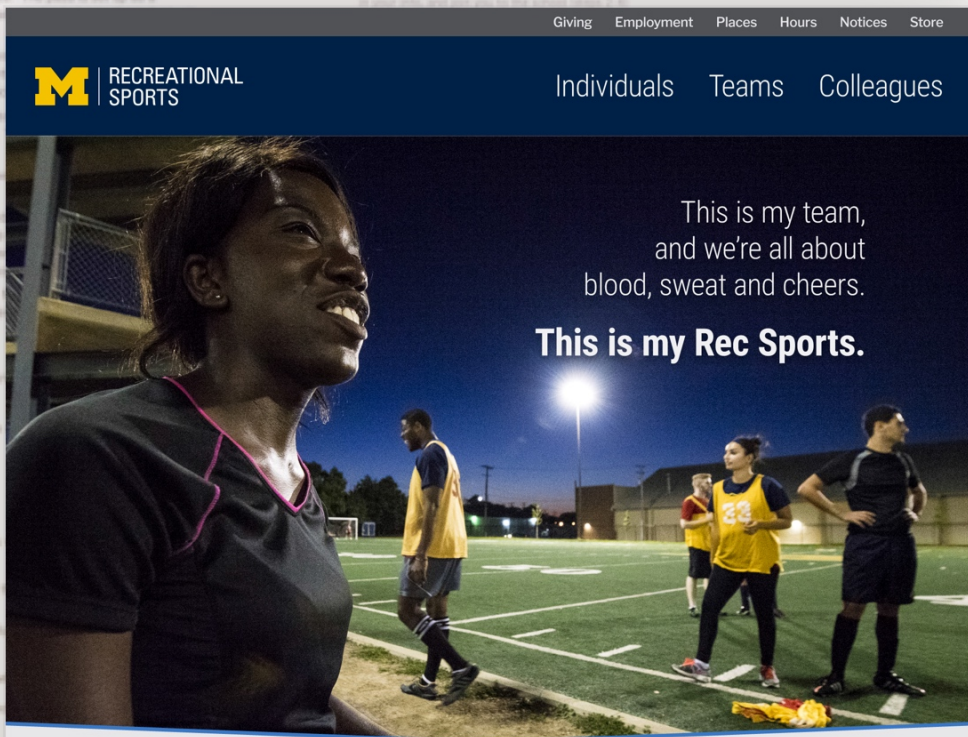
Mobile Phone  
Removed



When clients are part of the picture,  
I promote our product faithfully while  
proposing designs and features.

Above: Two clients' custom reward program websites powered by CrowdTwist's platform. I had to create a "style reset" for its components in order to confidently pitch (and ultimately build) these sites.





### LOCATIONS AND HOURS

CCRB

Open until 10 pm

IMSB

NCRB

Open until midnight

## Coliseum

Elbel Field

Open until 8:30 pm

## Mitchell Field

Palmer Field

Radrick

## INDIVIDUALS



Group-X >

## Buy a Pass

## Class Schedule

Be your best you.

Take an ordinary fitness class, spice it up with unlimited variety and add a healthy dose of support and encouragement. Think Zumba, yoga, cycling, cardio,

I'm particularly effective because of two things. I seek out folks' feedback, and I pay attention to how it is provided.

Behind: Sprawling notes from one-on-one meetings with each of U-M Rec Sports's units. Forward: The outcome from those notes and interpretations, a function-filled, maintainable website, live since 2017.

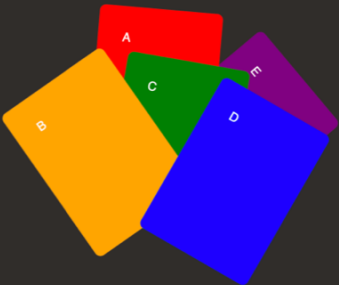
## Personal Training ›

### What about this one?

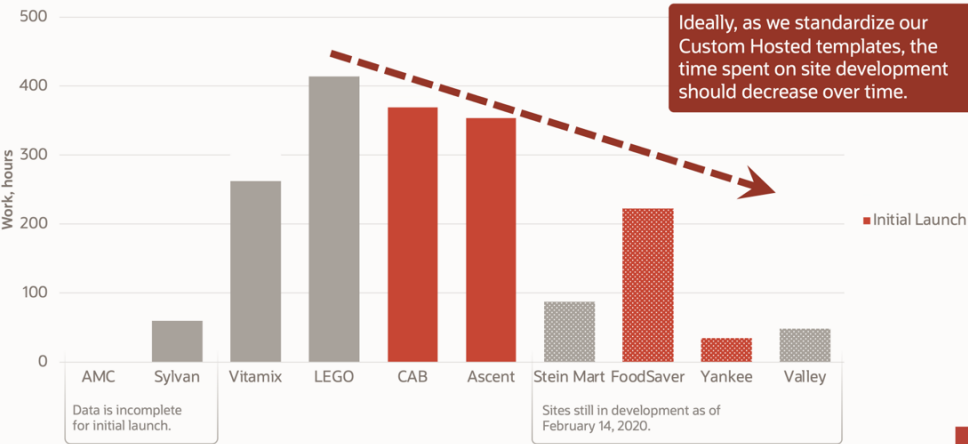
- In this example, some cards are nested (ignore the physical impossibility of that sentence).
- What happens now?
- The order is **D → B → C → A → E**
  - Unexpected? That's because we need to discuss *stacking contexts*

```
<div class="card a">  
  <div class="card b"></div>  
  <div class="card c"></div>  
</div>  
<div class="card d"></div>  
<div class="card e"></div>
```

element	z-index
a	4
b	50
c	0
d	5
e	0



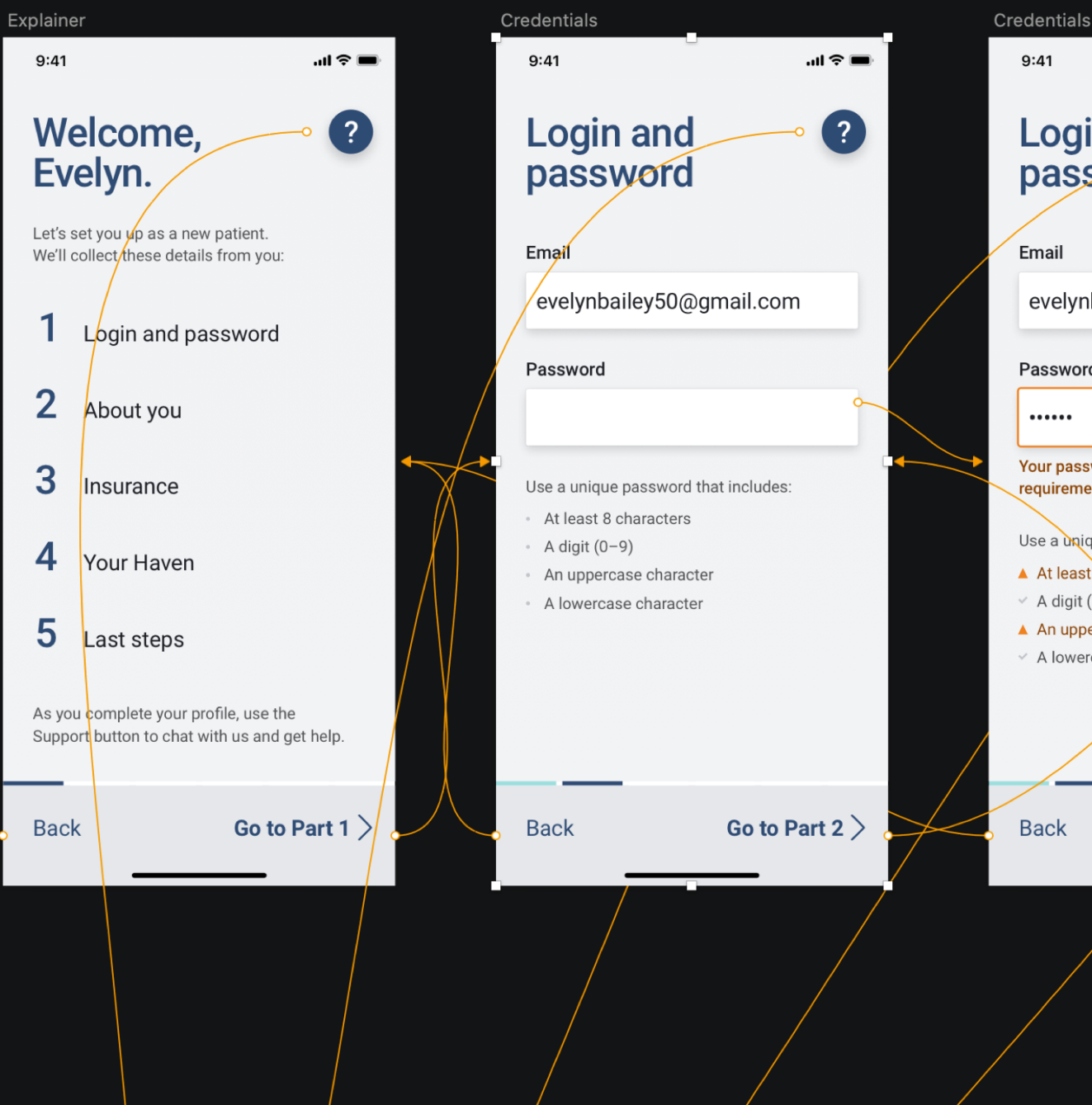
### Custom Hosted Solutions initial launch work since December 2018



Once more, for emphasis —  
I pay attention. It’s how I discuss topics well and use the right tone with groups.

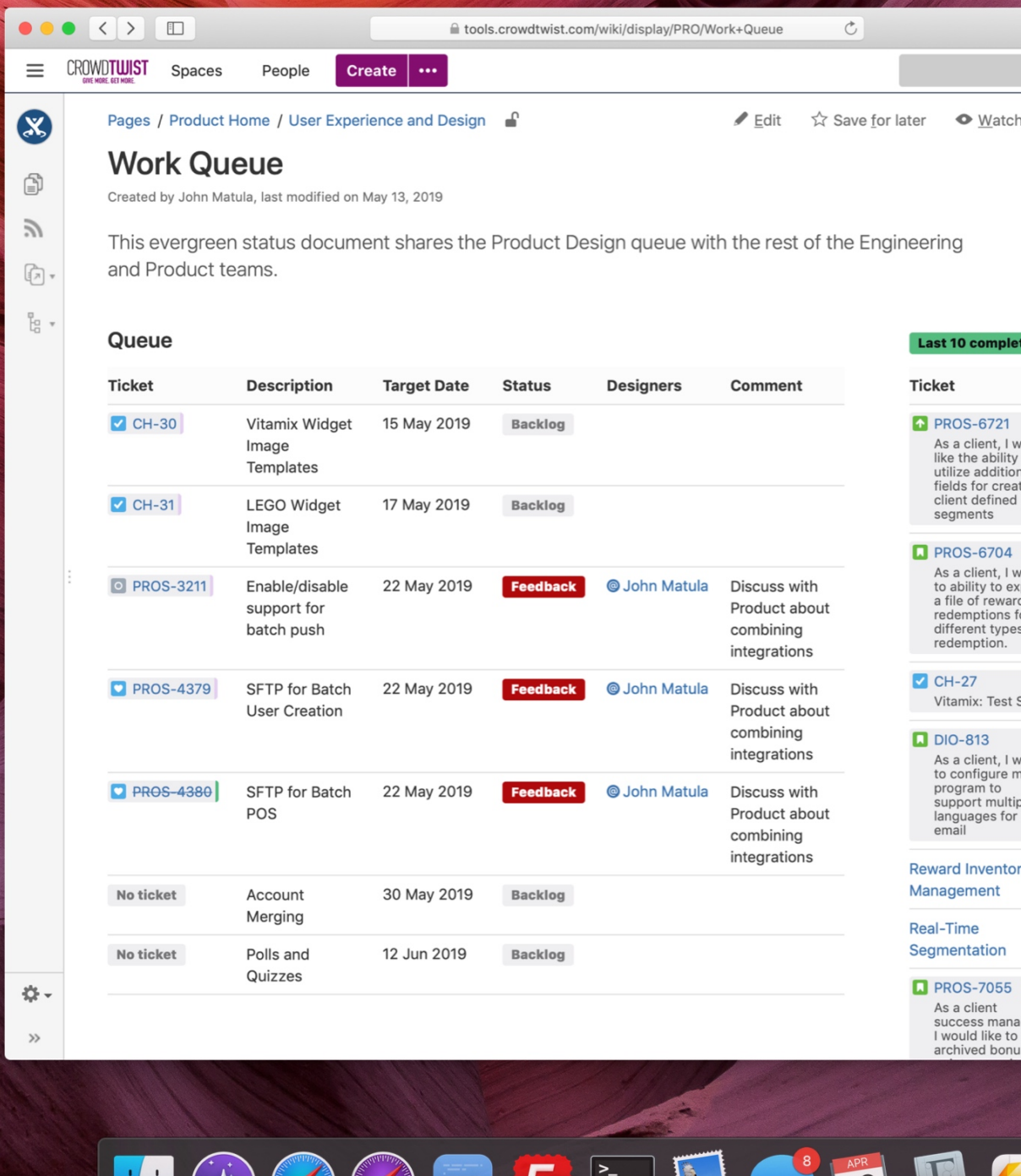
Above: Slides from CrowdTwist to support my design team of two.  
At top is a seminar for improving engineers’ front-end skills to allow richer product features; at bottom is time tracking for executives.





That attention helps when I test,  
using sketches and prototypes to collect  
honest feedback across a whole org.

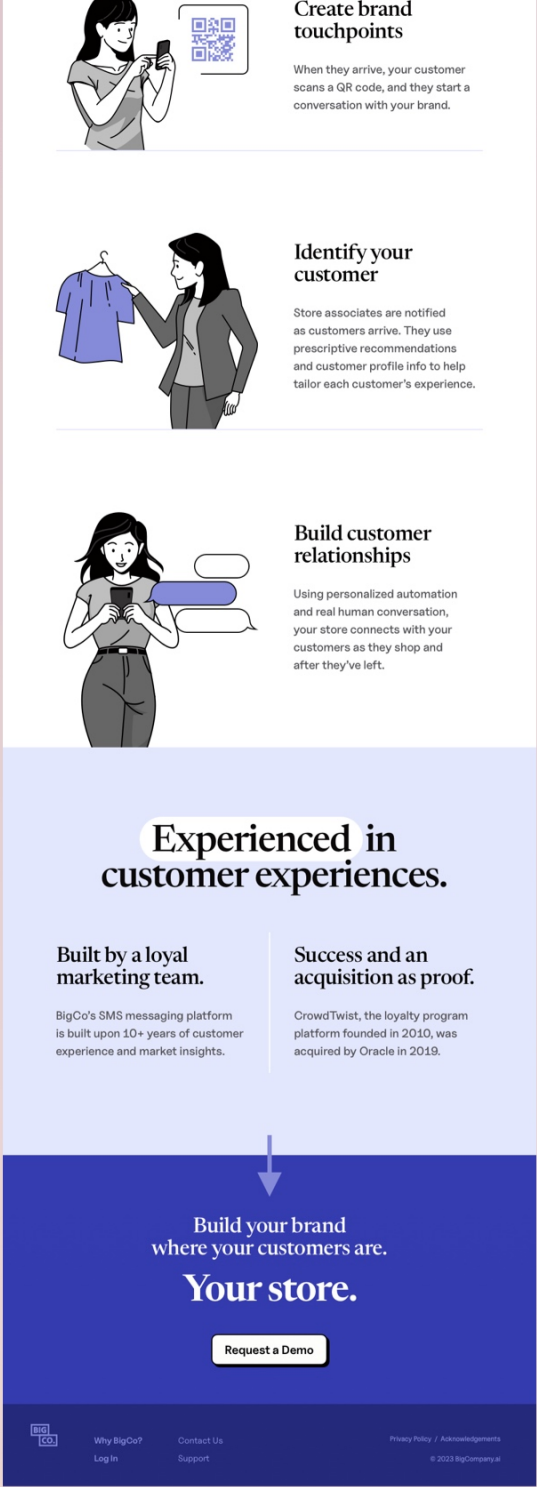
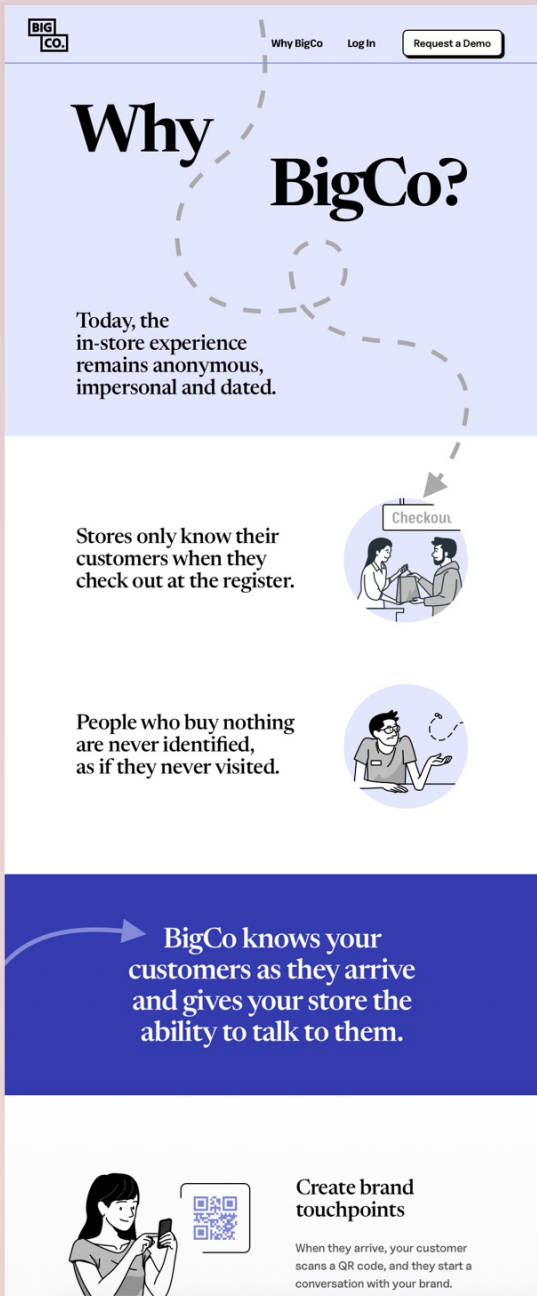
Above: Wiring of a prototype for a sample telehealth project.  
I used them at all my jobs to collect product feedback from users  
and office folks who I can pull aside for a couple minutes.



I’m proactive like that even in distributed settings. I keep remote and global teams in sync and included.

Above: A screenshot of CrowdTwist’s work queue Confluence page. Being a small team, I needed to keep track of parallel tasks — certainly for myself, but also so I could keep the company aware of my work.



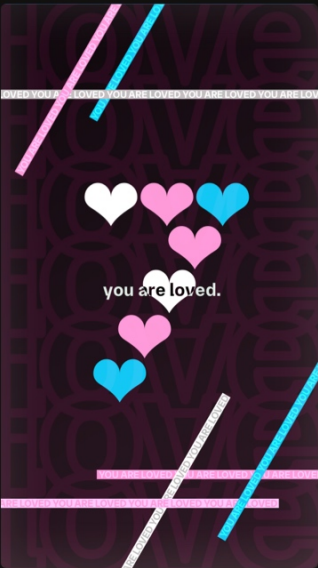


With my marketing and product background, I pitch clients my designs myself and set crisp, clear expectations.

Background: A client's marketing website with the intent of a VC pitch deck in the package of a mini brand website. I wrote the copy and reviewed it with the company while working on their visual brand.







With my visual design sense,  
I bring a craft I've practiced for years  
to new places to keep me fresh.

Above: Some of my 2025 weekly calendar so far, a weekly habit with two rules: it has to include the week's number, and I can only use tools on my phone to make it. Thanks to it, I've learned some new tricks!

Left-align all text in this container.

Do not use Freight Sans anymore.  
Default to the system font stack  
(or at least Helvetica Neue).

```
font-size: 24px;  
font-weight: 700;
```

## Log In to Control Center

Add ``autofocus`` attribute to this input so that a user doesn't have to click to highlight this field on page load.

Move "Forgot password?" link to the left of the Log In button.

Avoid using floats in this layout.  
You should use ``display: flex`` to more reliably layout these buttons.

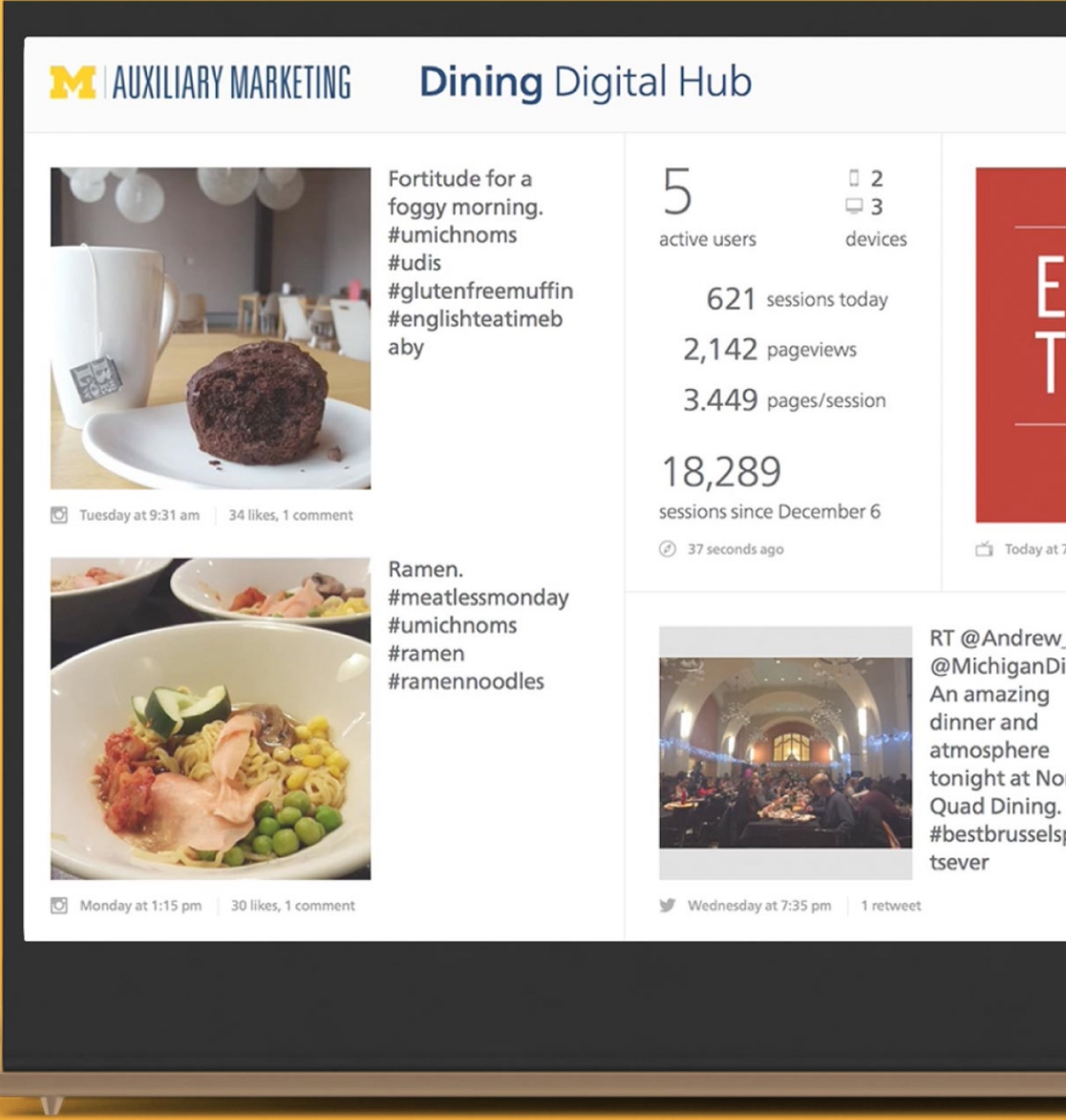
```
font-weight: 500;
```

[Forgot password?](#)

**With my technical expertise,  
I talk with engineering and admins  
myself to ensure that my work works.**


Above: An annotated mockup of a CrowdTwist product feature.  
The notes call out special behavior, tiny improvements, and CSS tips.  
They're short and crisp to match the team's smart, no-fuss style.





Altogether, my blend of designer-leader-engineer-marketer-sysadmin-counselor means I can help inside and out.

Background: a dashboard screen sampling Michigan Dining’s marketing. It brought alignment between marketing, servery and operations staff, facilities, retail managers, catering, chefs, and nutritionists.

A close-up photograph of a person's index finger tapping a screen. The finger is in the foreground, slightly out of focus. The background is a bright orange screen with a large, stylized logo. The logo consists of a dark brown outline of a diamond shape with a yellow diamond inside. Below the orange section, there is a dark grey section with a white, stylized letter 'P' or 'R' visible. The overall composition is modern and tech-oriented.

It's incredibly satisfying to do that,  
being the systems wonk I am. It's rich,  
thoughtful work way beyond "pretty."

Background: A tap area test of Smarthome, my light switch system,  
to ensure buttons detect and handle quick, coarse taps.





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clear to see.**

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7100 S Clinton St  
Centennial, CO 80112

**Hours**

Monday to Friday  
8:00 am to 5:00 pm

**Contact**

(720) 810-5480  
eyes@apexvetss.com



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and their families  
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Our board-certified, highly trained group of veterinary ophthalmologists provide gentle care for your pet, top-tier communication with your general vet, and assurance for you.

**Request Appointment**

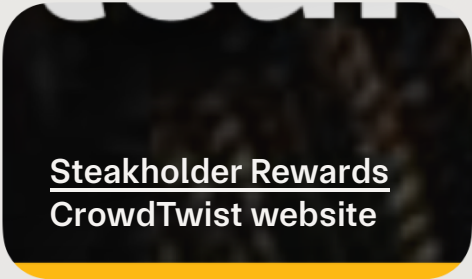
**Systems that are designed well  
hold real power to impact and help.  
That's what it's all about.**

Above: A hi-fi mockup of a local veterinarian ophthalmologist's website redesign. Its calm and gently friendly take reassures parents thinking about special vet procedures for their pets.

An abstract graphic featuring large, rounded, overlapping shapes in a vibrant purple color against a solid black background. The shapes create a sense of depth and movement, with some areas appearing to be cutouts or layered on top of others.

Smarthome

website with tech book and look book

A dark, textured image, possibly a close-up of a surface like wood or stone, with a bright yellow horizontal bar at the bottom.

Steakholder Rewards  
CrowdTwist website

A light blue background with a faint, stylized graphic of a person's head and shoulders in a darker blue color.

9:41

Health Haven  
UX case study

A white background with a faint, stylized graphic of a person's head and shoulders in a darker blue color.

Dining Digital Hub  
demo video

A solid red background with a white, stylized graphic of a person's head and shoulders in the top left corner.

JM Creative  
brand guidelines

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