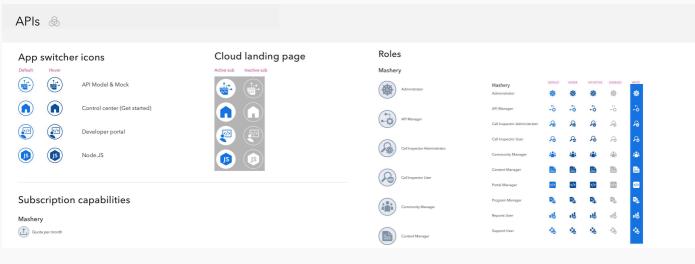
Iconography System & Brand Guidelines



Develop a consistent and usable set of icons that align with the updated brand system and work across the entire platform.

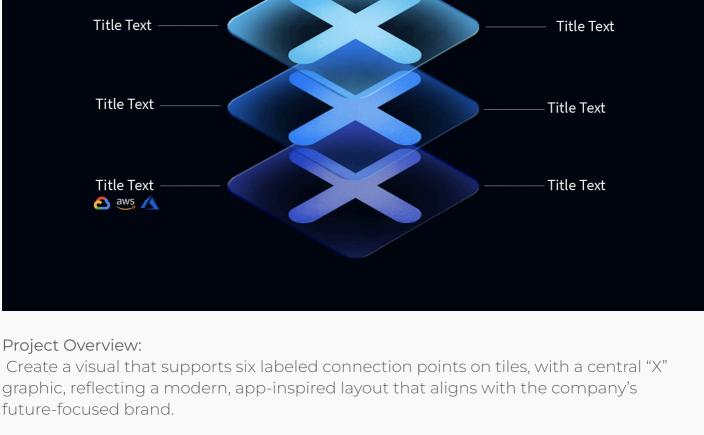
Project Overview:

Design Approach & Considerations:

Each icon was designed using the company's approved color palette and sizing

- standards. I focused on clarity and legibility across various UI states, including default, hover, active, disabled, and reversed (white). · Tested for contrast to ensure icons remain clear on both light and dark backgrounds · Ensured accessibility compliance without compromising visual cohesion
 - · Maintained a consistent look and feel aligned with the overall brand identity
- TIBCO X Layered Tile Graphic

Title Text



brand-approved blue tones to emphasize hierarchy and maintain cohesion.

Design Approach:

Challenges: Ensuring the central "X" wasn't obscured while maintaining clear separation between layers required careful opacity adjustments and texture use. Balancing depth without

over complicating the design was key to keeping it clean and modern.

Company Brand Refresh – Slide Deck Redesign

I chose a tile-based layout with three distinct layers, using a frosted-glass effect and soft textures to add depth and keep the "X" visible. Each tile was colored with different

Cloud Software Group

Cloud Company BU



Lorem

Subtitle

Header text

Left Image: Content Slide Used the same color palette and layout patterns as the cover for consistency, while adjusting opacity and contrast for better readability and clarity.

Explored a darker, tech-forward variation using brand navy tones and layered textures

to add depth—designed to feel modern and immersive while staying on-brand..

TIBCO Business Unit

Project Overview:

C. Japanese pattern

A.

Right Image: Dark-Themed Variation Concept

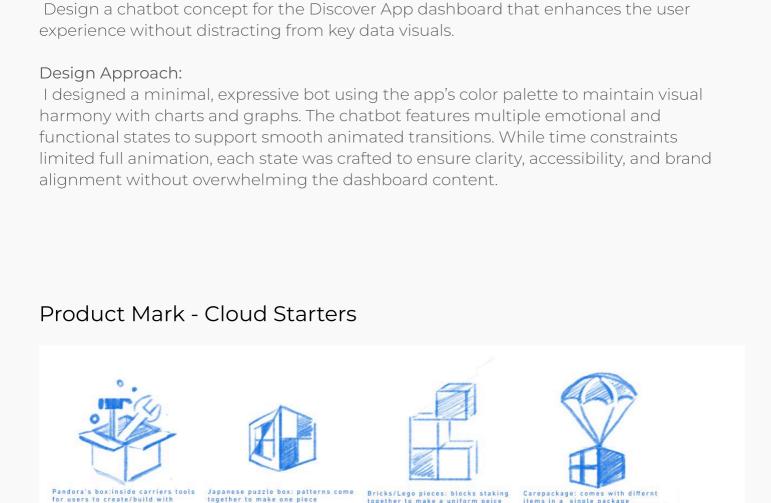
Discover App – Chatbot Loading Animation

D. Dr. Strange mandala

C.

scales to ensure they remained clear and functional across sizes.

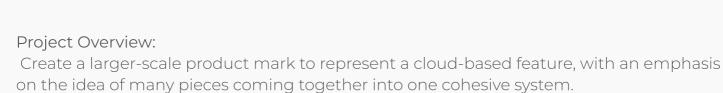
B. "Sitting on laptop"



1. Block coming together

D.

2. Cloud as a strip of puzzle box patterns



Design Approach:

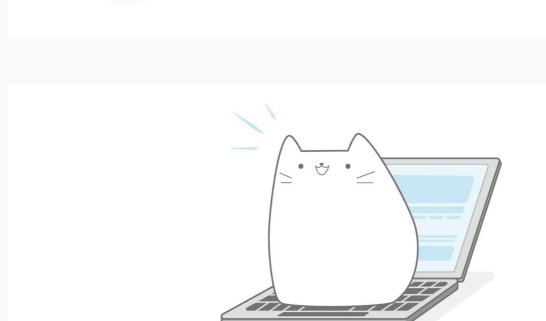
A. "digital art"

В.

Welcome Screen Empty State – EBX Welcome screen: The concept was how cats greet you by sitting at your desk (or ontop of your computer) at your home office. The cat acts as a companion while the user works. C. "Office party"

With more flexibility due to the larger scale, I explored detailed, symbolic visuals. I drew inspiration from care packages and Japanese puzzle boxes to represent the idea of many parts forming a whole. Instead of standard jigsaw motifs, I used Japanese patterns and modular blocks within cloud shapes. I vectorized the designs and tested them at smaller





Create a modern, welcoming empty state graphic featuring a cat mascot for EBX's welcome screen, replacing outdated internal motifs while keeping the friendly feel.

Project Overview:

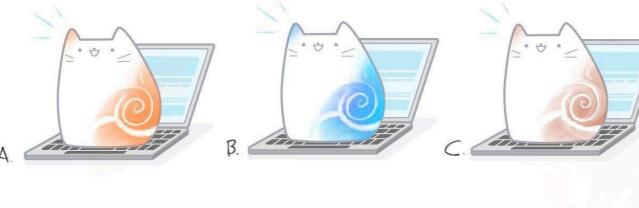
Design Approach: I initially explored designs with cloud-inspired swirls to reflect EBX's cloud-based nature, experimenting with different color palettes including the brand's blue, a warm

approach, removing the cloud elements and simplifying the graphic to a clean white cat, closely matching the original mascot's color. This created a fresh, modern, and

welcoming visual that aligns with the brand while maintaining familiarity.

Outcome: For scale and clarity reasons, the final design embraced a minimalist "less is more"

orange, and a neutral brown. The cat was given a softer, more rounded shape and lighter linework to feel approachable yet professional.





outdated internal library design