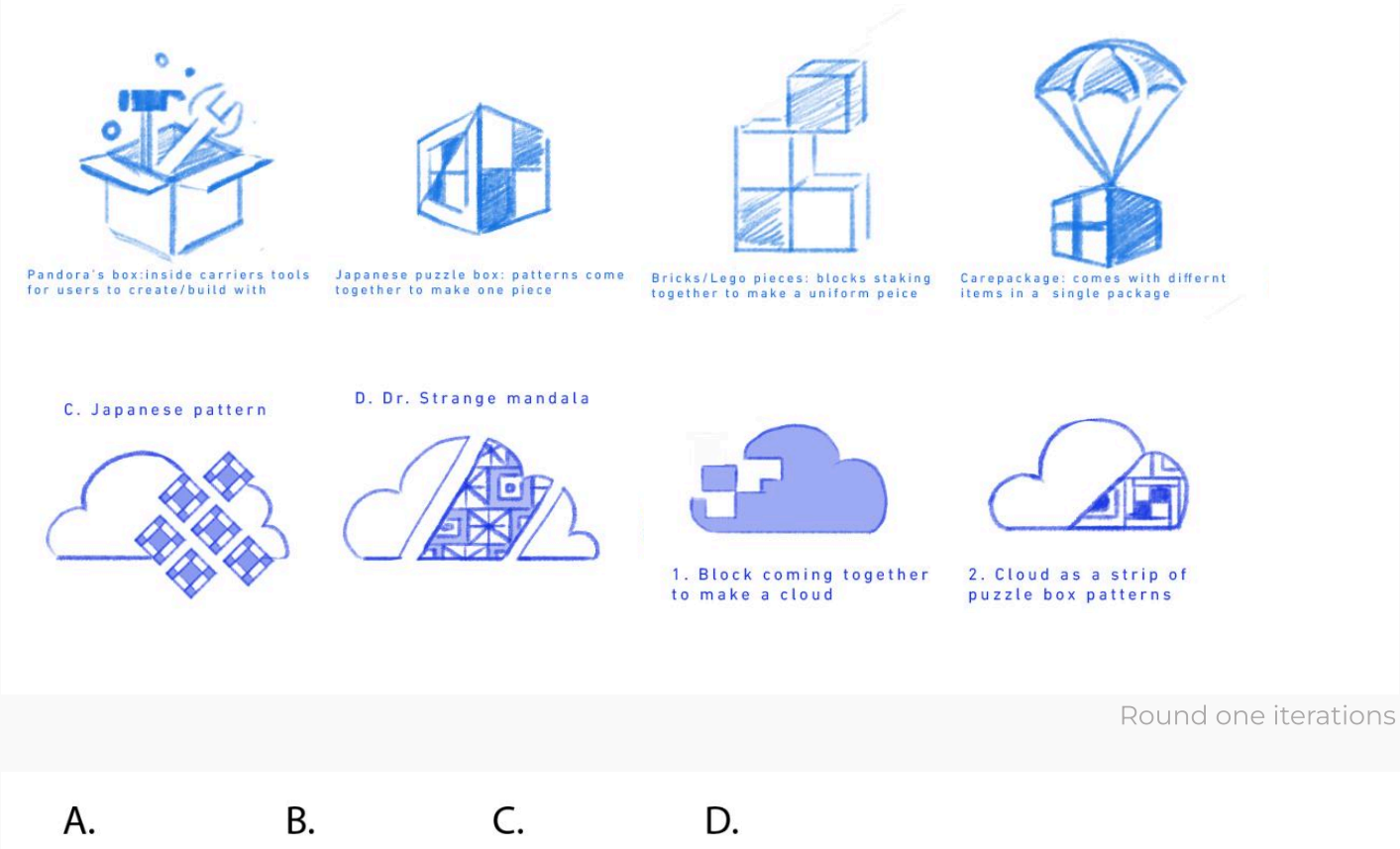
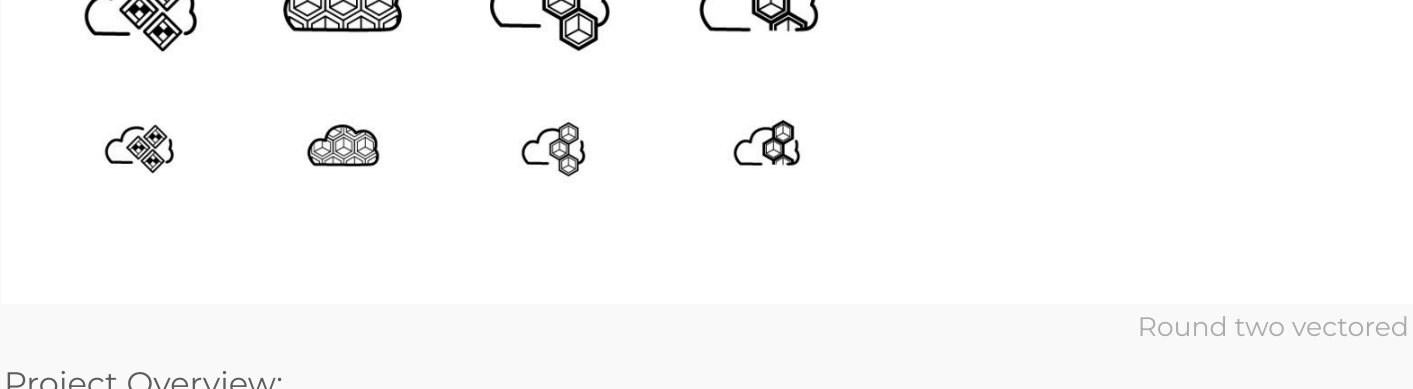


Product Mark - Cloud Starters



Round one iterations

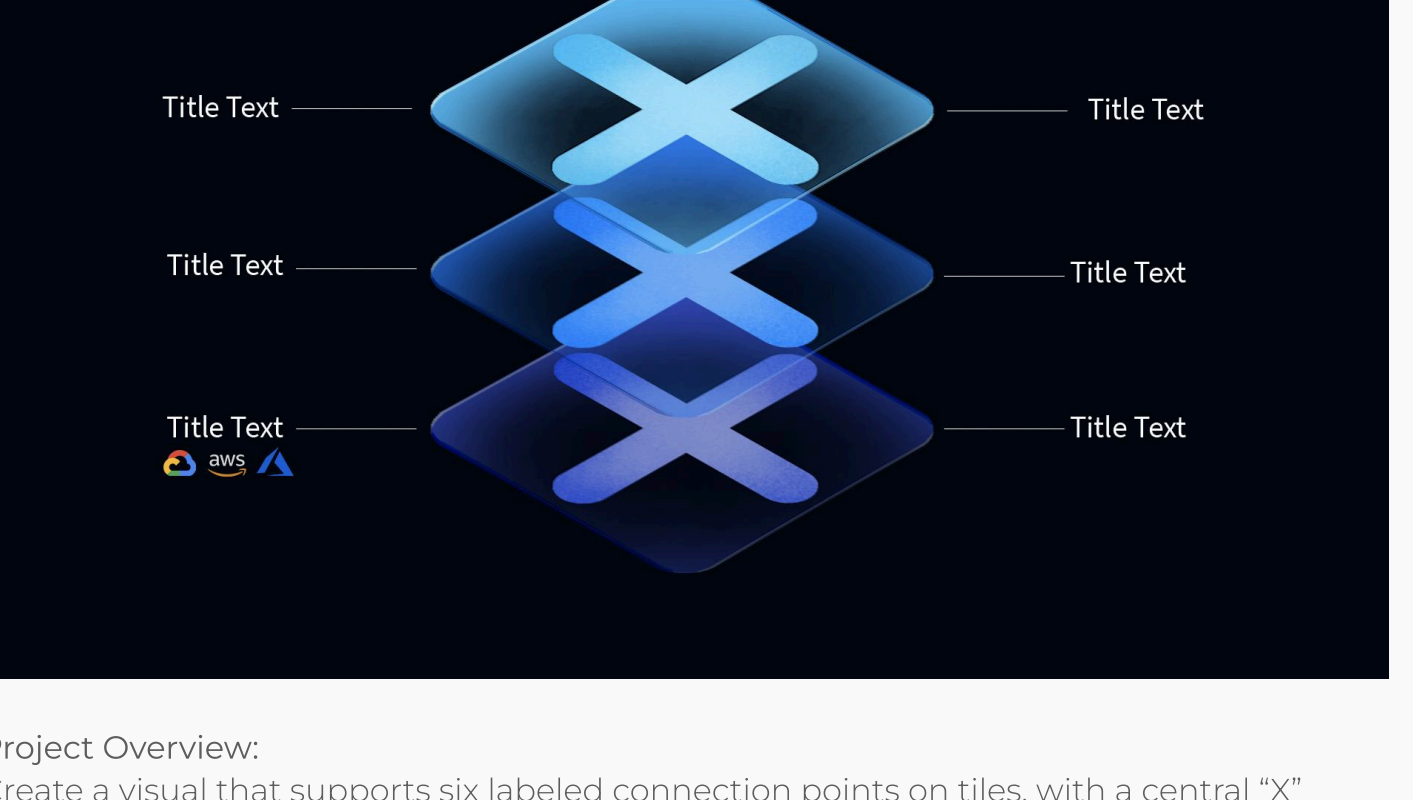


Round two vectored

Project Overview:
Create a larger-scale product mark to represent a cloud-based feature, with an emphasis on the idea of many pieces coming together into one cohesive system.

Design Approach:
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 scales to ensure they remained clear and functional across sizes.

TIBCO X – Layered Tile Graphic

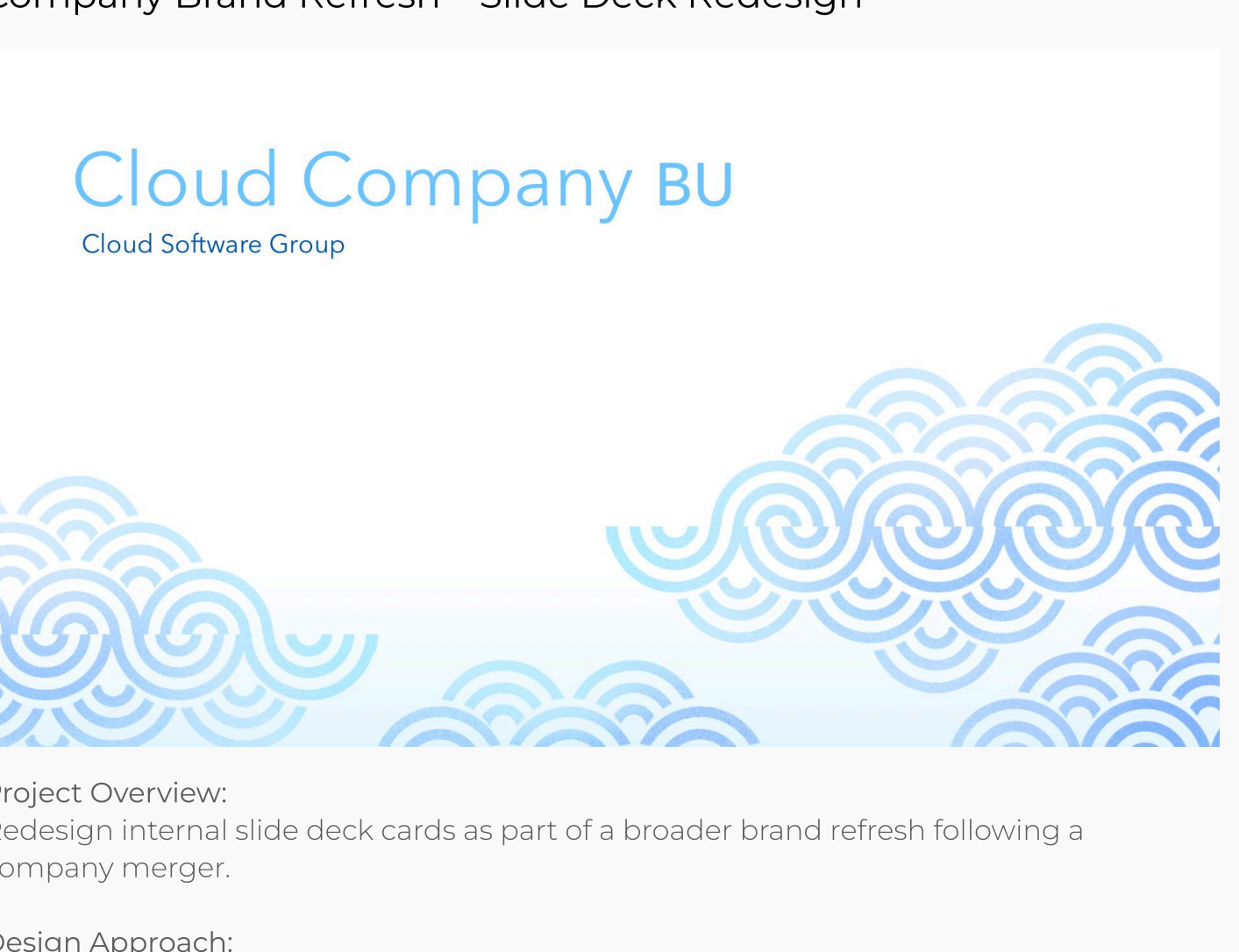


Project Overview:
Create a visual that supports six labeled connection points on tiles, with a central “X” graphic, reflecting a modern, app-inspired layout that aligns with the company’s future-focused brand.

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

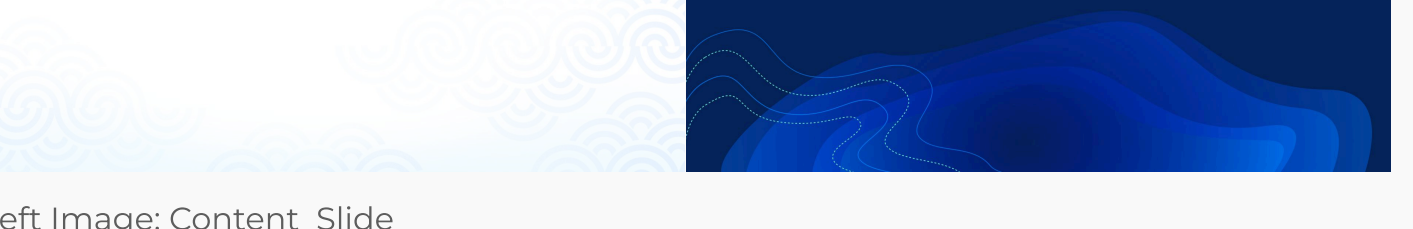
Challenges:
Ensuring the central “X” wasn't obscured while maintaining clear separation between layers required careful opacity adjustments and texture use. Balancing depth without over complicating the design was key to keeping it clean and modern.

Company Brand Refresh – Slide Deck Redesign



Project Overview:
Redesign internal slide deck cards as part of a broader brand refresh following a company merger.

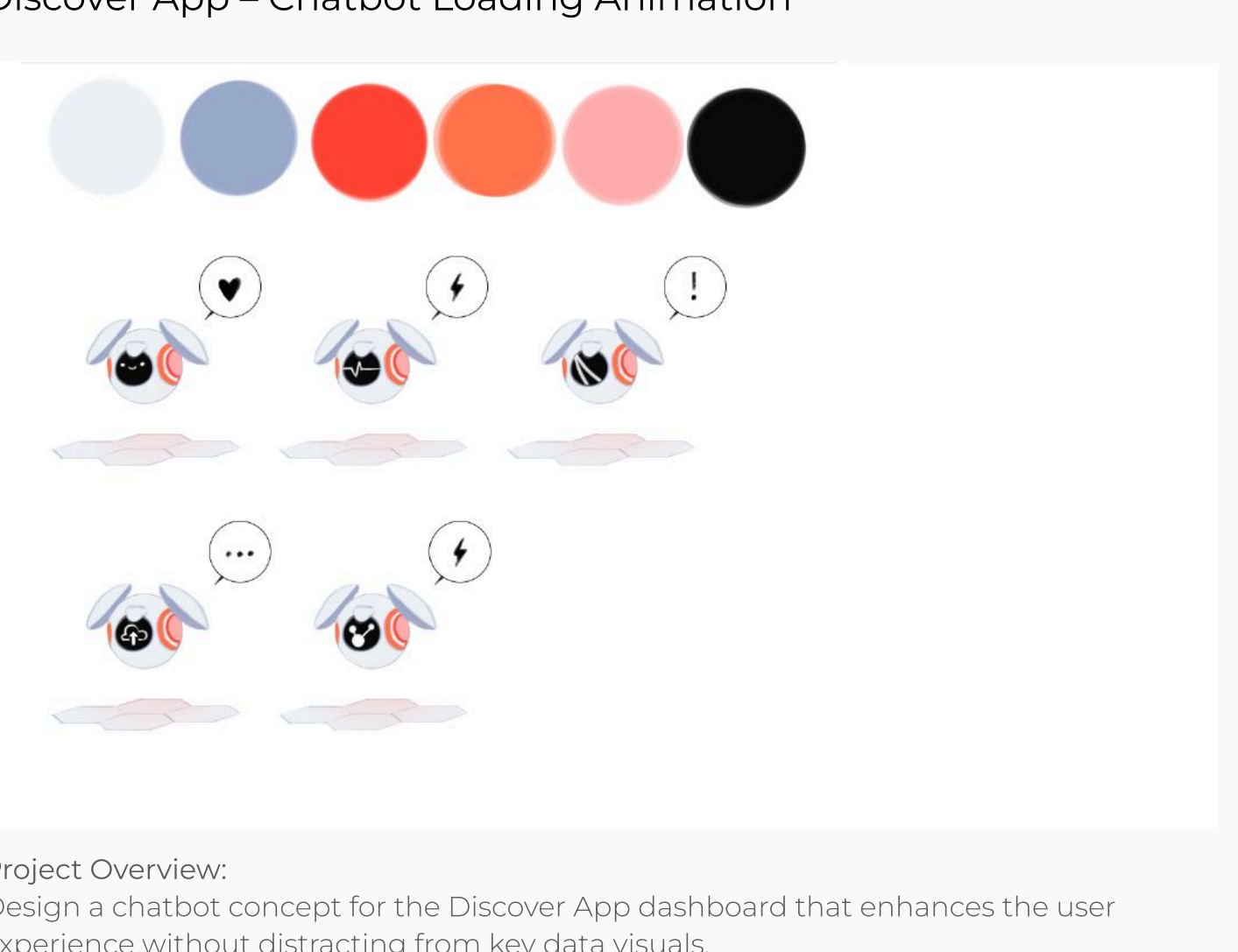
Design Approach:
With greater creative freedom for an internal audience, I explored a lighter, more open aesthetic. I drew from the updated brand palette and tone, incorporating subtle Japanese-inspired cloud imagery and soft, airbrushed textures. This shift away from the old flat style created a more modern and approachable visual system while staying aligned with brand values.



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.

Right Image: Dark-Themed Variation Concept
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..

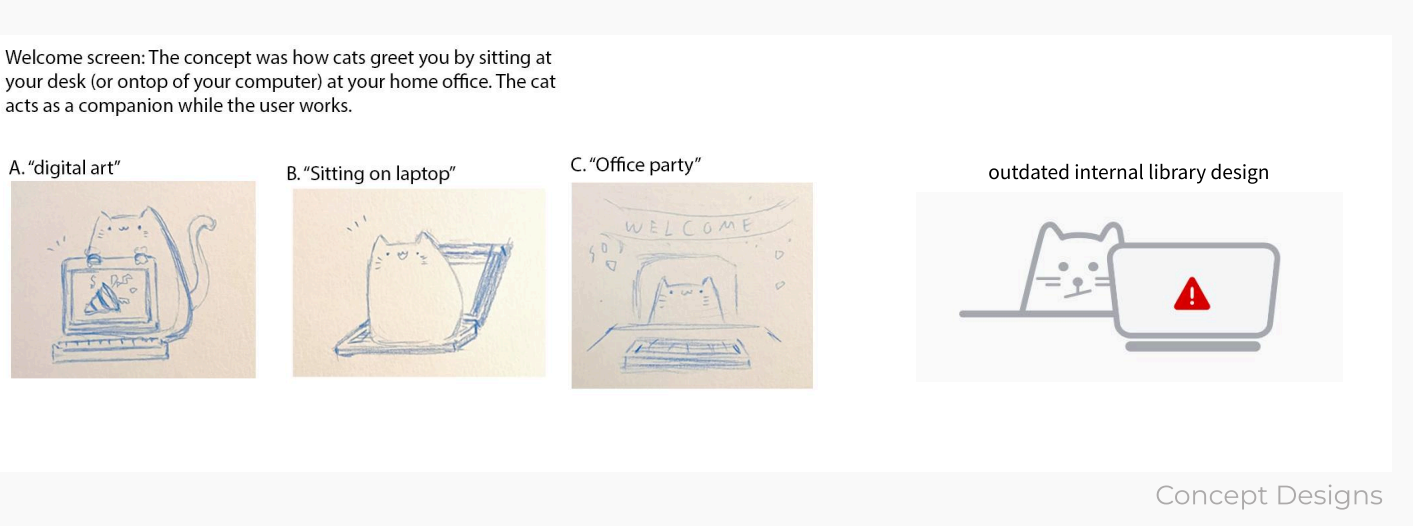
Discover App – Chatbot Loading Animation



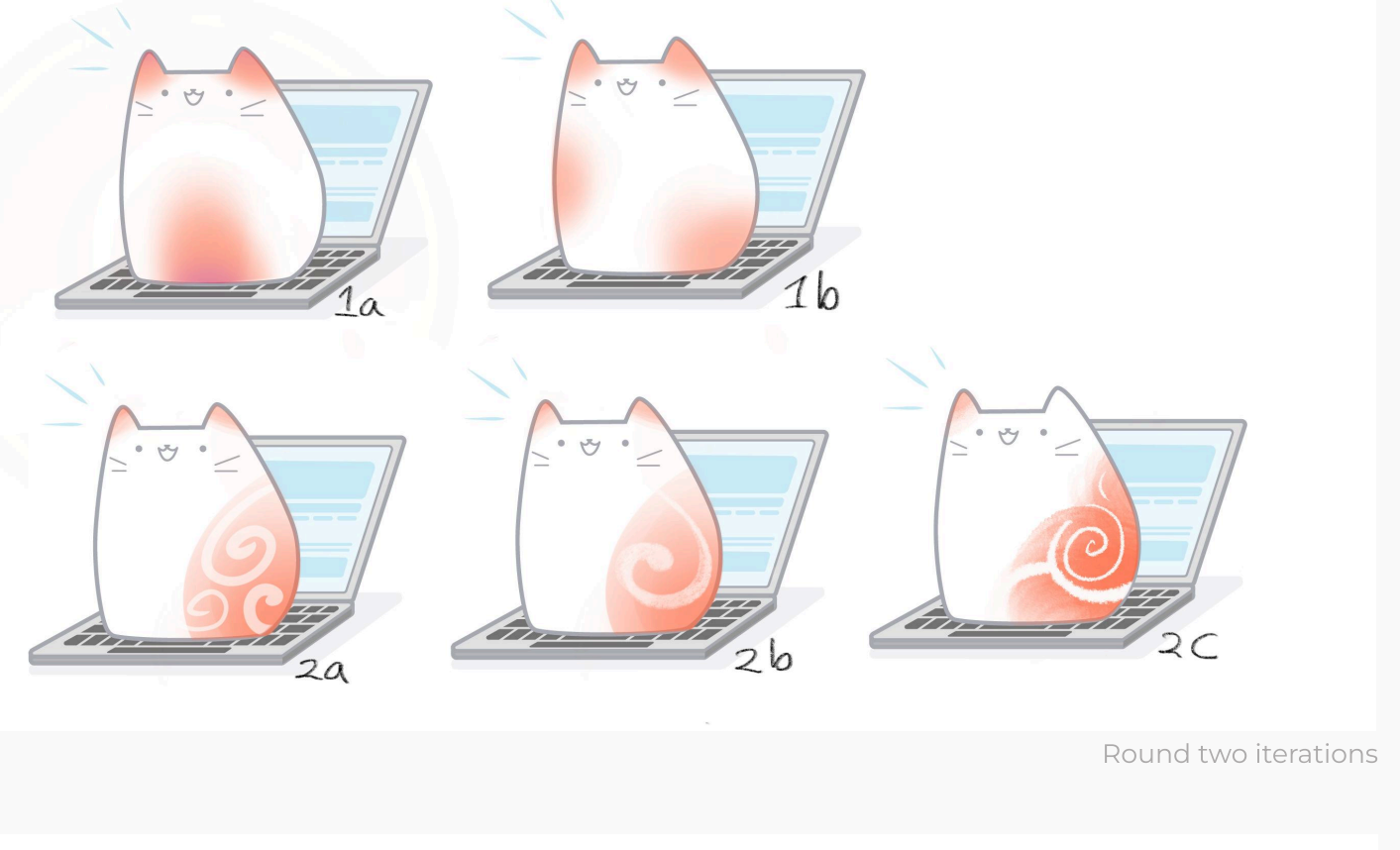
Project Overview:
Design a chatbot concept for the Discover App dashboard that enhances the user experience without distracting from key data visuals.

Design Approach:
I designed a minimal, expressive bot using the app's color palette to maintain visual harmony with charts and graphs. The chatbot features multiple emotional and functional states to support smooth animated transitions. While time constraints limited full animation, each state was crafted to ensure clarity, accessibility, and brand alignment without overwhelming the dashboard content.

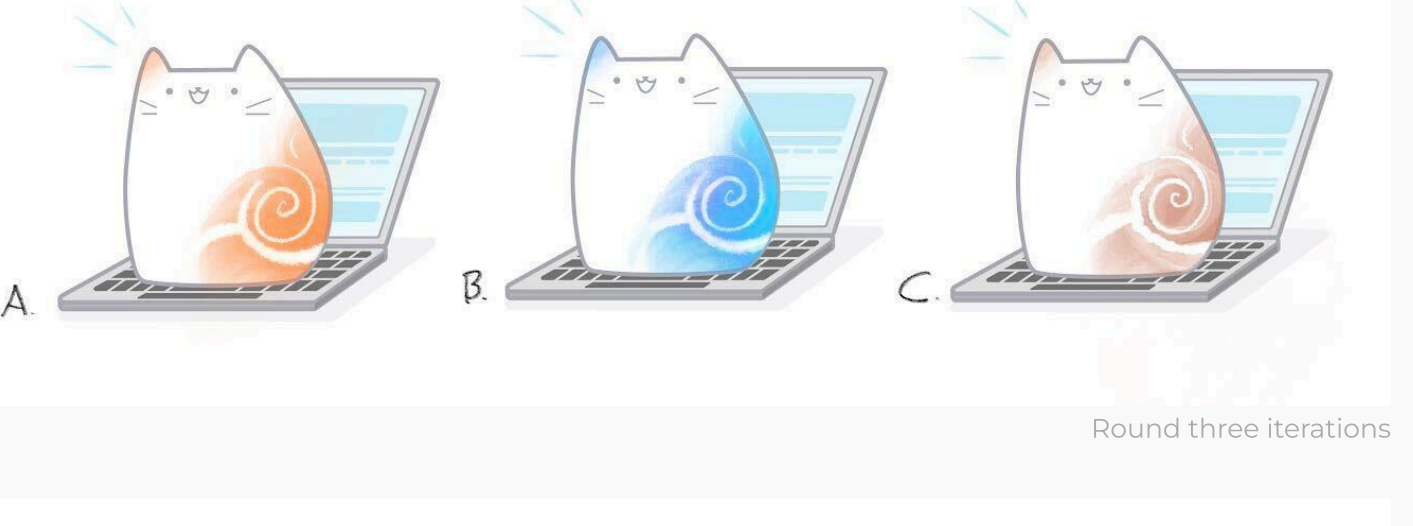
Welcome Screen Empty State – EBX



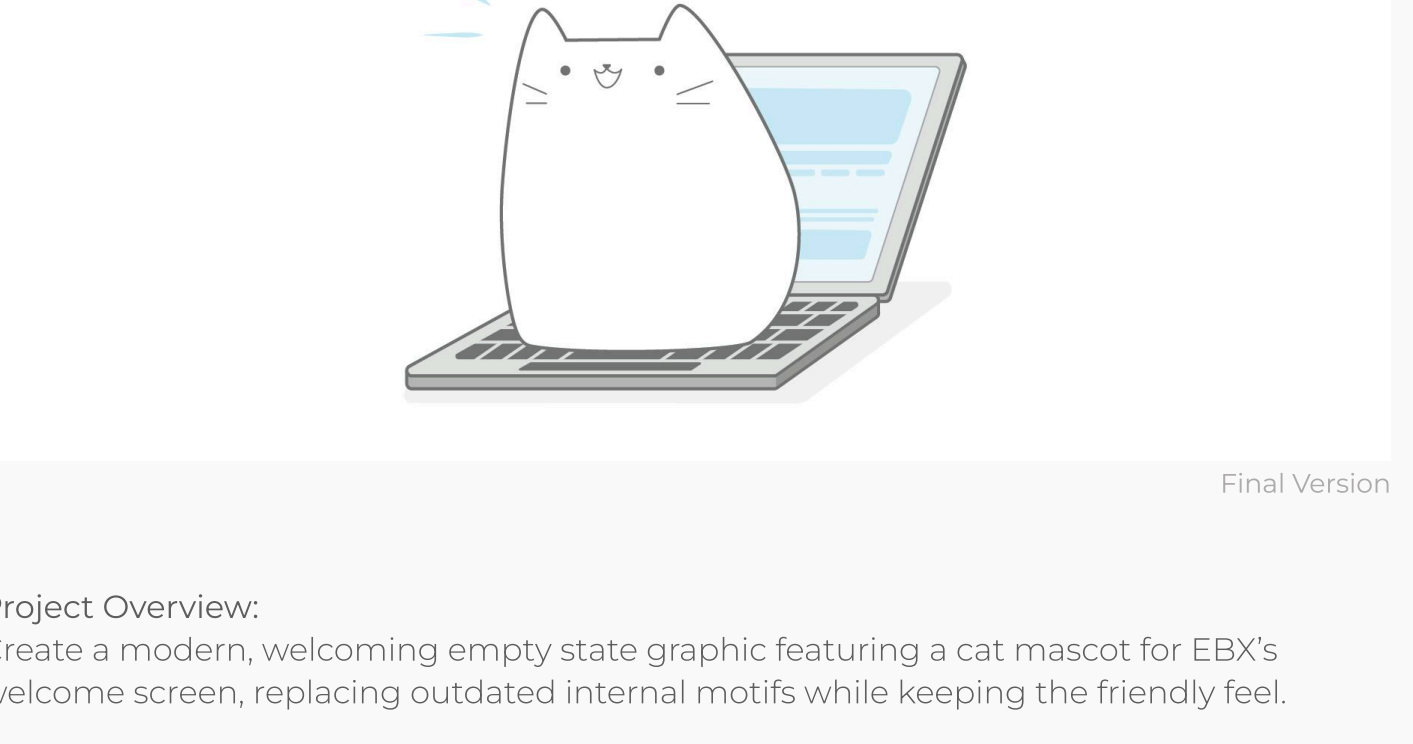
Concept Designs



Round two iterations



Round three iterations



Final Version

Project Overview:
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.

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

Outcome:
For scale and clarity reasons, the final design embraced a minimalist “less is more” approach, removing the cloud elements and simplifying the graphic to a clean white cat, closely removing the original mascot’s color. This created a fresh, modern, and welcoming visual that aligns with the brand while maintaining familiarity.