

DC Labs

A SELECTED WORKS BOOKLET

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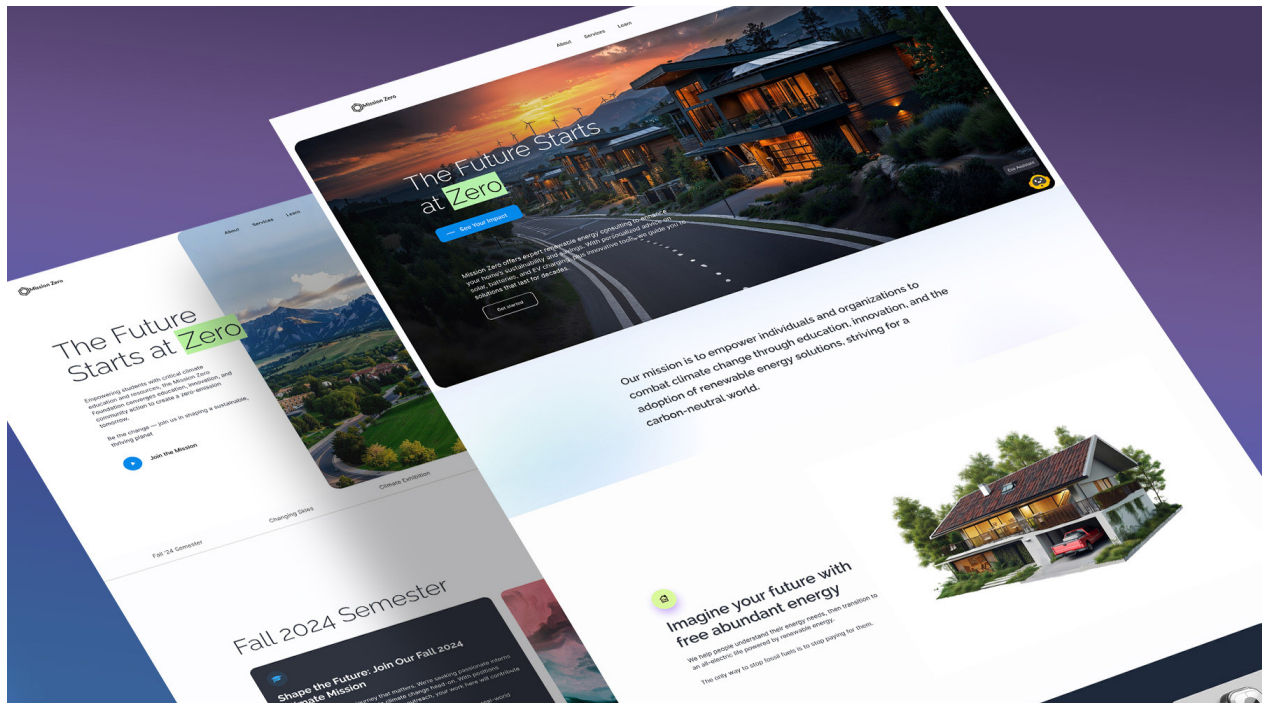
WEB PORTFOLIO

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Mission Zero: Clean-Energy Solution Consulting & Education



2024	Mission Zero	Role UX/Digital Designer, Front-End Developer, 3D Designer	Type Responsive CMS Website	Preview Visit
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Project Overview:

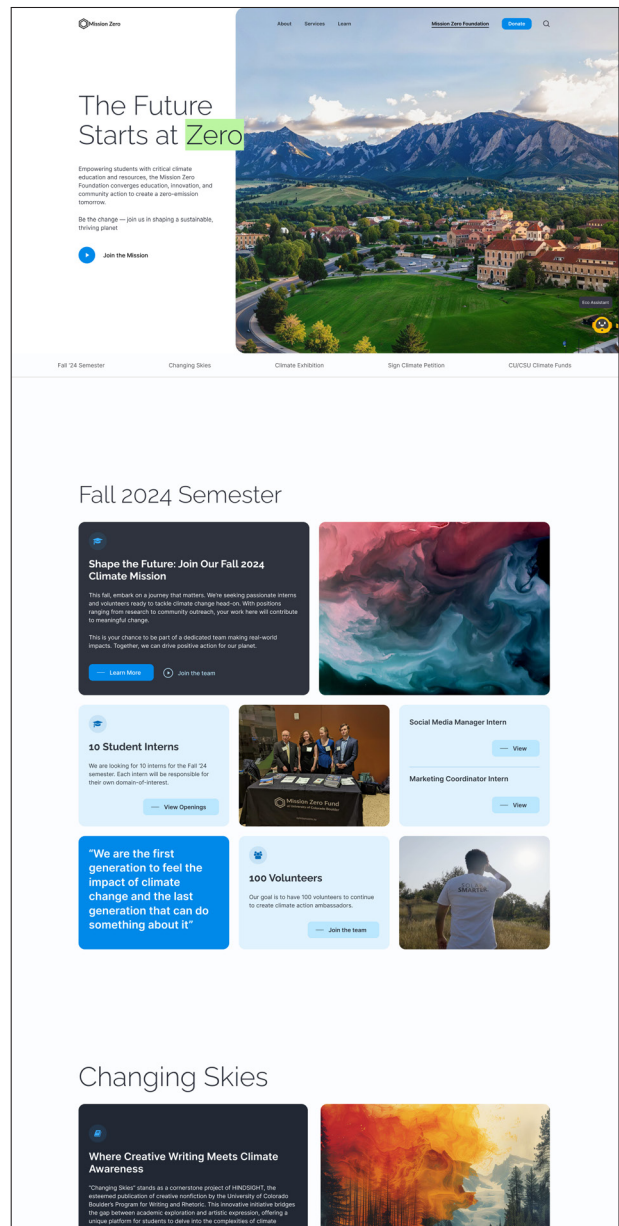
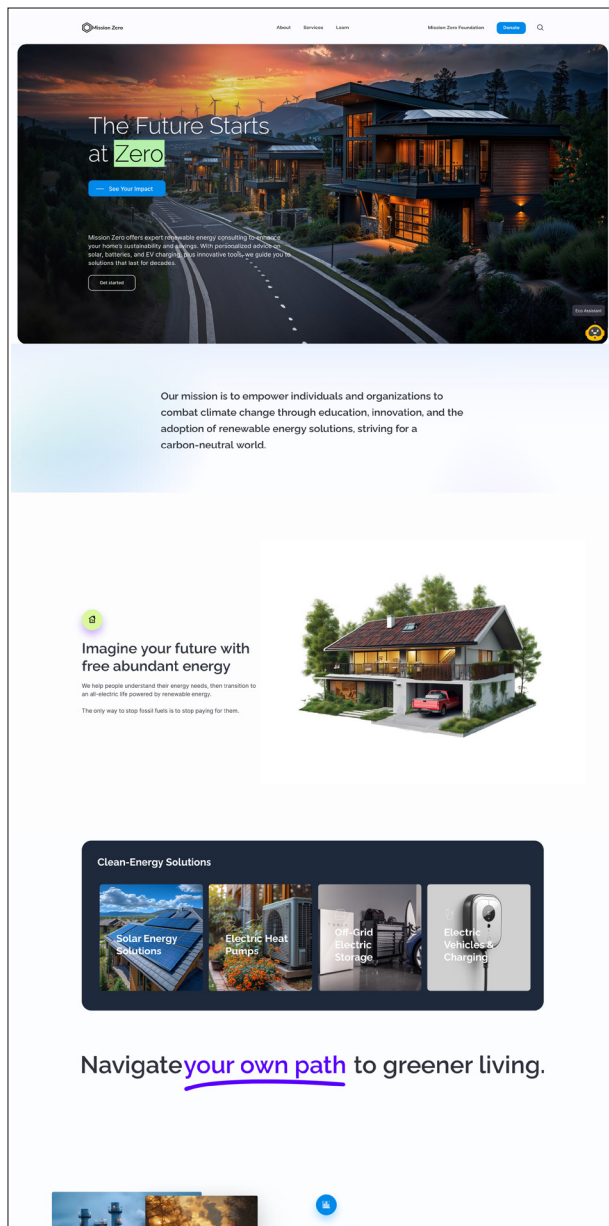
An ongoing project I am currently working on is a responsive marketing website with both for-profit and non-profit purposes. One side aims to provide clean-energy home solutions and consulting services to home owners who want to decrease the carbon footprint and increase their financial savings. The non-profit Mission Zero Foundation aims to empowering students with critical climate education and resources through community action and innovation.

My role is lead both the creative and technical domain through web design, front-end development, 3d modeling and animation (Spline), motion graphic compositions (Rive), and general marketing content development.

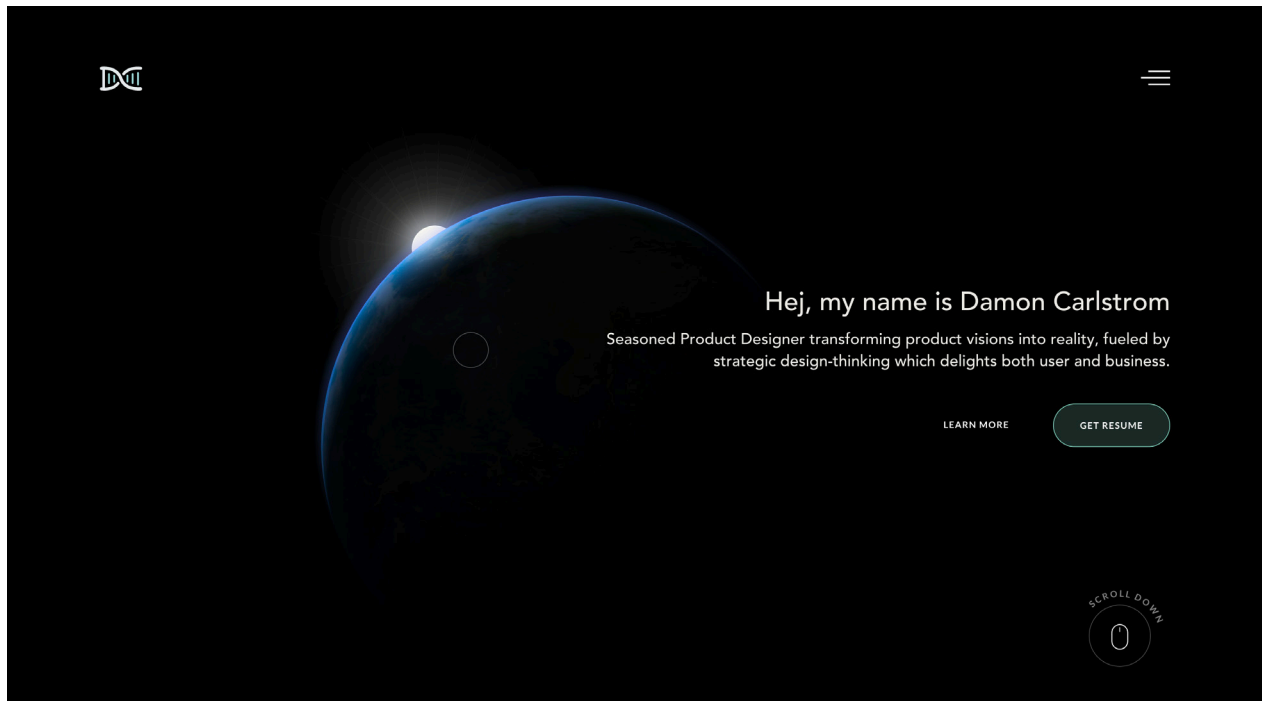
Design and Content Strategy:

In this project, I've been experimenting with a lot of AI tools and workflows to generate targeted, on-brand content, as well as creative assets to use in design and motion/3D apps, like Figma, Rive, and Spline. My goal is to distinctly differentiate the brand and web experience with a fresh, clean visual aesthetic with smooth, subtle animations and element transitions.

'The Future Starts at Zero' is a brand tagline/slogan I came up with to encompass the mission and vision statements for both aspects of the business with a bold, powerful statement. The idea is to show visitors that clean-energy home solutions and climate education are vital to reduce carbon emissions to zero and promote a better, sustainable future.



DC Labs: A Responsive Product Design Portfolio



2023	DC Labs LLC	Role UX/Digital Designer, Front-End Developer, 3D Designer	Type Responsive HTML Website	Preview: Visit
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Project Overview:

A recent web project I worked on was redesigning my own product design portfolio. Its main goal is to feature four case studies from my experience across different companies, presenting a clear yet detailed overview of how I tackled specific product challenges. Each case study covers the issue at hand, my approach to solving it, the reasoning behind key decisions, the final design, and its business impact.

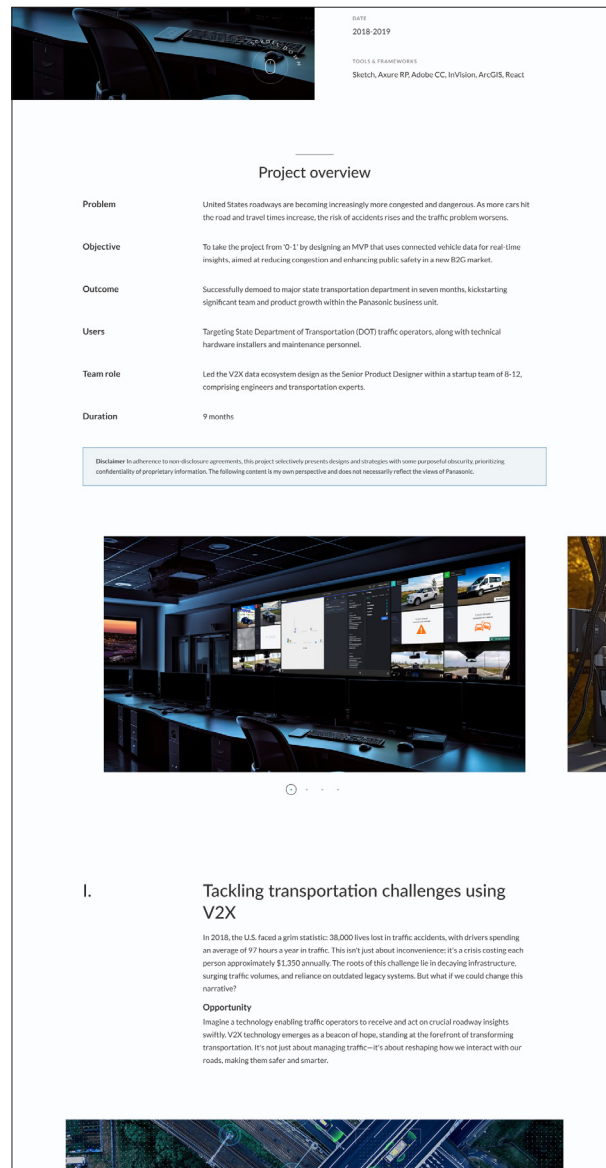
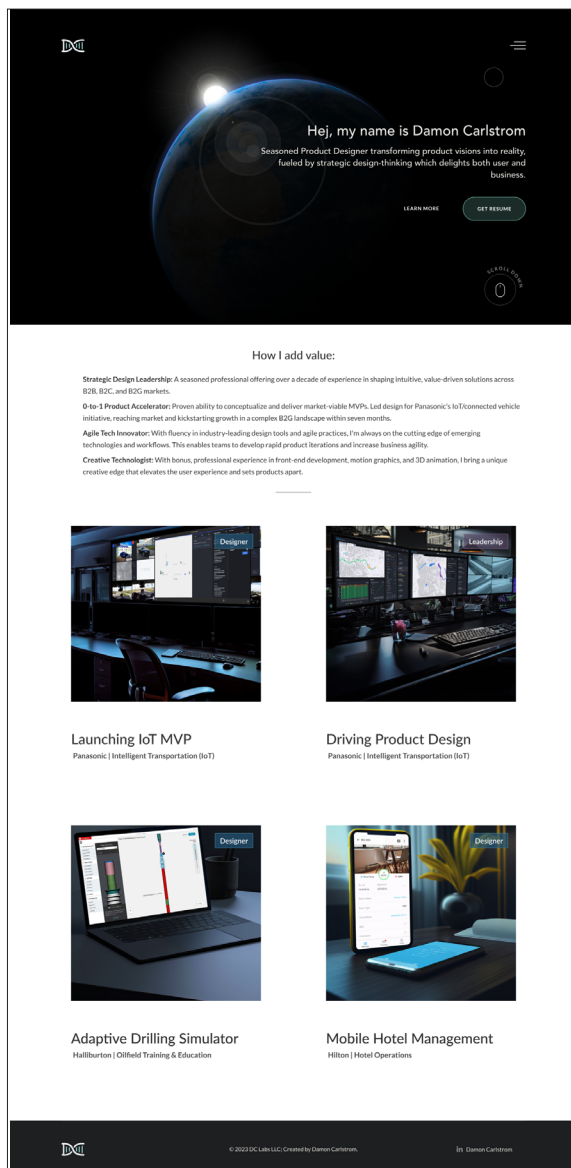
Designed to be fully responsive, the website adapts seamlessly from mobile devices to extra-large widescreen monitors. I used an HTML5 template as a starting point and then added some heavy customizations, including an interactive, 3D Spline composition on the home page.

Design and Content Strategy:

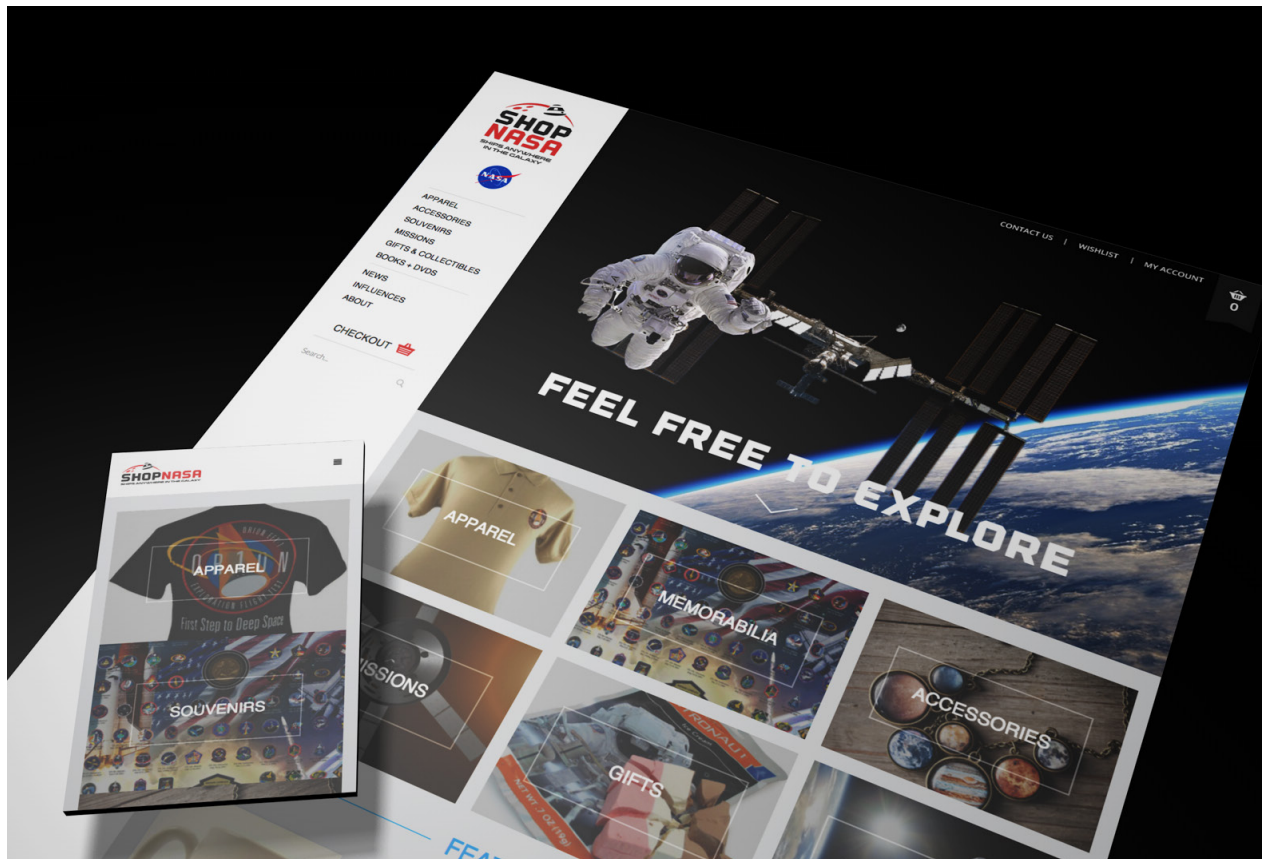
I focused on developing a consistent visual and content strategy to use in showcasing each case study. White space and visual balance was used very purposefully to focus attention one 'piece' at a time when reading through each project. Background color changes would use light colors to frame content, strategies, product decisions, etc. while dark backgrounds would change when 'diving into' a part of the story where I was taking action in some way.

For the content itself, I try to use a UX storytelling approach which aims to make each section as succinct and scannable as possible.

Since the target audience is hiring managers and recruiters, the goal is to explain as much of each role, contributions, and thought process, as possible within 2-3 minutes of scanning.



ShopNASA: Responsive e-Commerce CMS Website



2017	NASA	Role Front-End Developer	Type Responsive CMS eCommerce	Preview Visit
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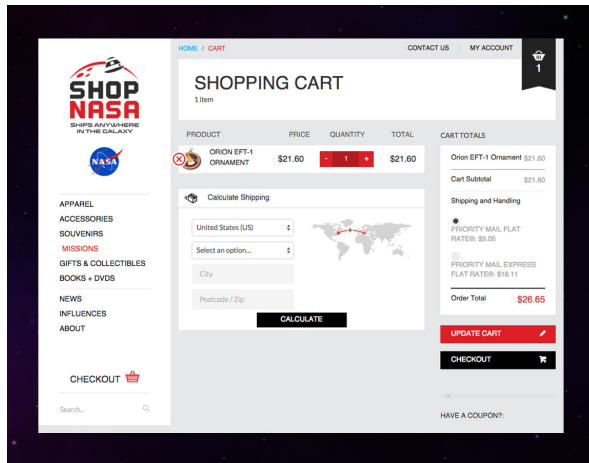
Project Overview:

The U.S. National Aeronautics and Space Administration (NASA), needed a new e-commerce website to support sales from their four gift shops located around the Space Center in Houston, Texas.

I collaborated with an Art Director colleague and a project manager to develop a new, responsive website. My role was to develop mainly the front-end of the website based on some mockups provided by the project designer and also integrate support for existing inventory and sales systems.

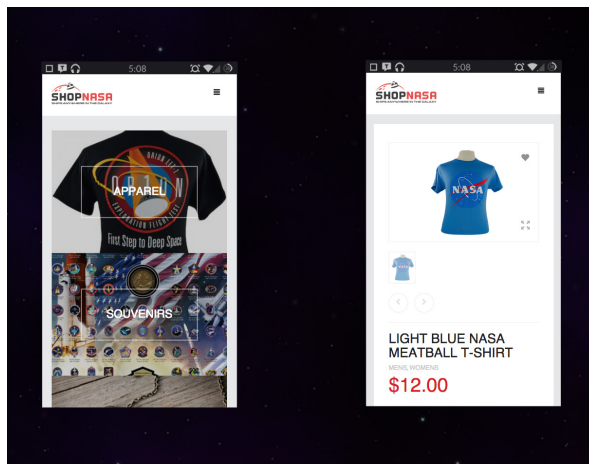
Development Strategy:

The art director I worked with provided the comps for the various screens and screen resolutions. With a 6 week delivery timeline and Wordpress as the CMS required, I opted to find an existing theme that resembled layouts we would need. I used a child theme to then reskin the theme to match the comps, and also add some custom modules and animations.



Payment & Shipping

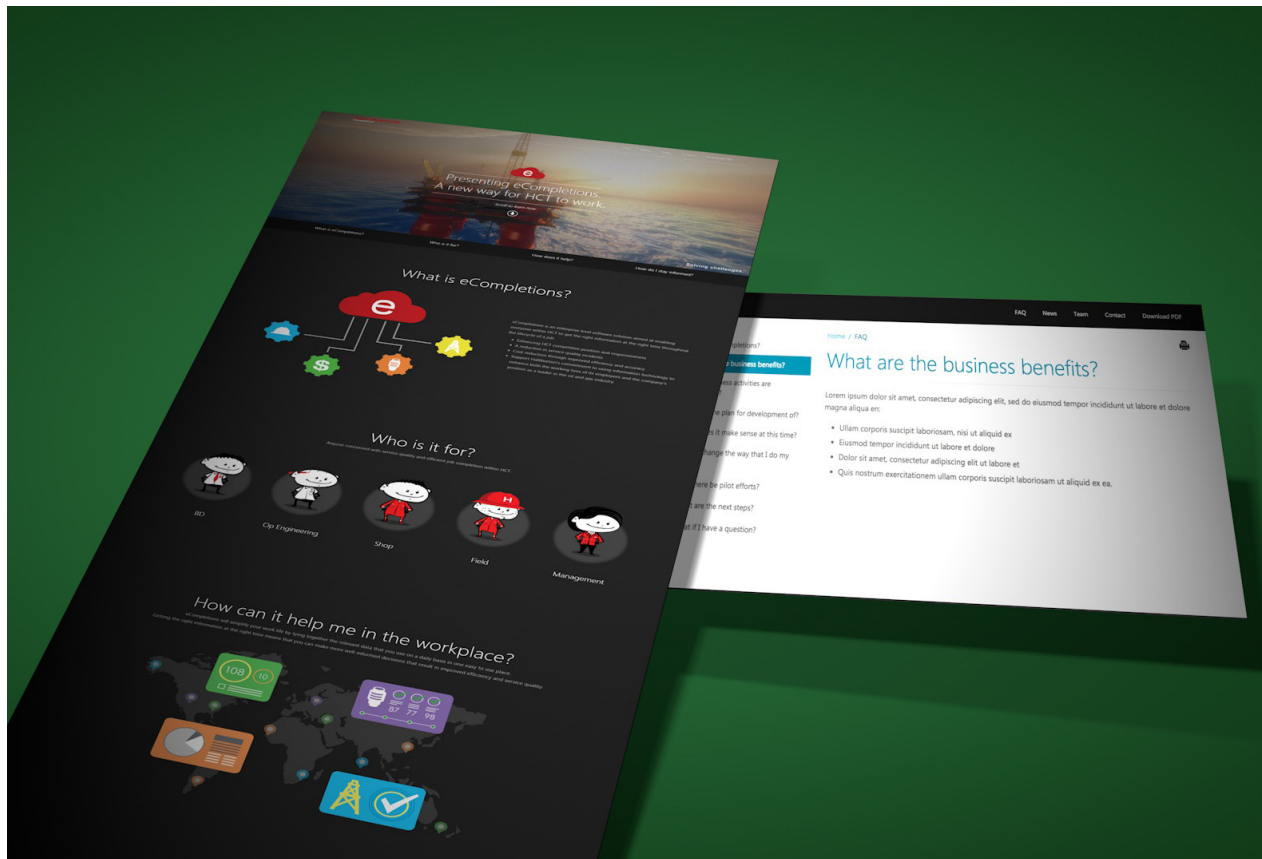
I used WooCommerce in order to setup and handle payment portals and credit card payments. For shipping, I used a ShipStation plug-in to manage inventory and delivery logistics.



Mobile-Ready

All functionality was design layouts were optimized and tested to work on mobile devices.

eCompletions 1.0: Marketing an Internal Program



2015	Halliburton	Role UX Designer, Web Designer, Front-End Developer	Type Responsive HTML Website	Preview Demo
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Project Overview:

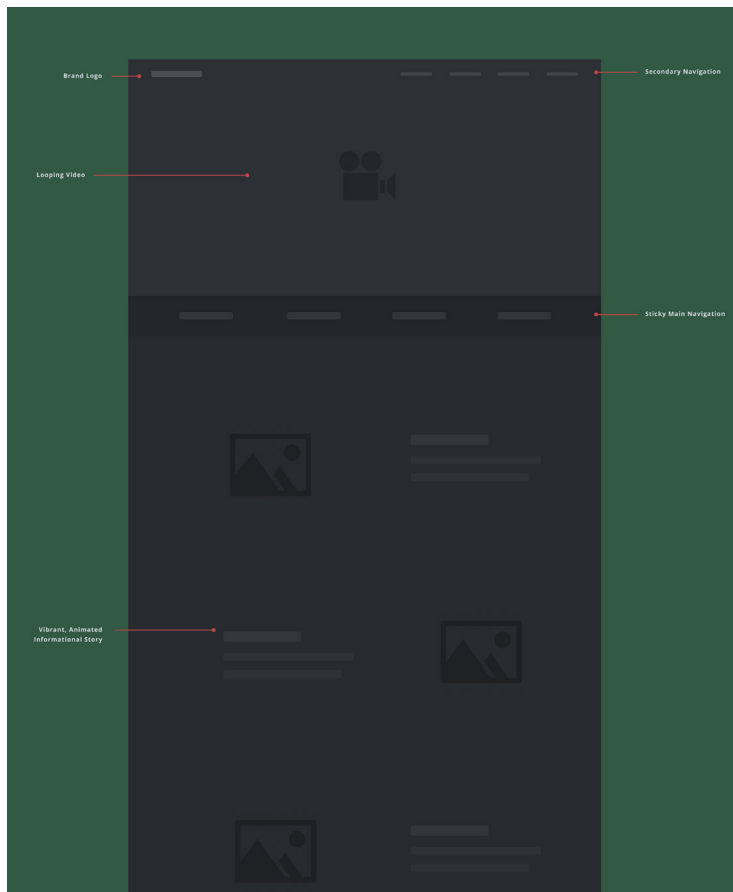
An internal program and software initiative at Halliburton, eCompletions, was getting kicked-off which would bring together various business unit systems and change how some of their employees would do their jobs. In order to both mitigate questions and concerns, as well promote awareness and excitement, a website was created for the upcoming program.

An interactive, animated 'brochure-style' front page was designed to draw attention and provide a high-level view of the project. It explains generally what the project is going to do, who is it going to affect, and how it is going to affect them. Interior pages of the site are used for more a more detailed exploration of specifics.

Design and Development Strategy:

The strategy involved adopting an advertising approach to effectively promote the program to employees and potential stakeholders, focusing on 'Pull' tactics to build intrigue and excitement. Initial efforts included sketching story ideas to address key questions and designing attention-grabbing styles and comps with a fresh take on Halliburton branding, incorporating engaging graphics and animations.

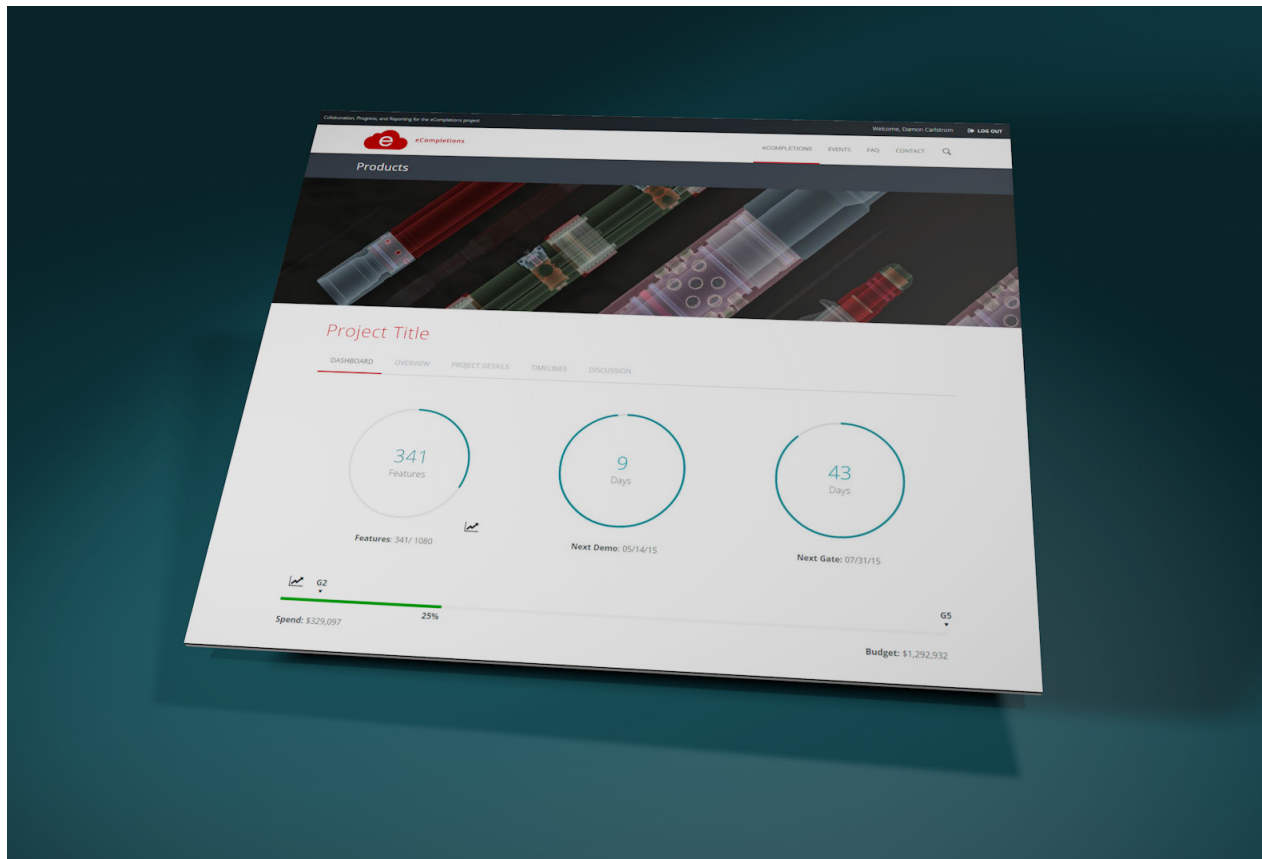
The website was then developed using a Bootstrap framework, optimized for company-issued laptops with minimal responsiveness, due to limited use on company phones, and compatibility with Internet Explorer 8.



Lo-Fi Wireframes

In early conceiving, this was the direction I wanted to go in for the main 'landing page.'

eCompletions 2.0: Program Oversight & Updates



2015	Halliburton	Role UX Designer, Digital Designer, Front-End Developer	Type Responsive CMS Website	Preview N/A
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Project Overview:

An extension of the 1.0 version, this website would be the longer-term version for the eCompletions program that would be used to view project backgrounds, statuses, and updates. It also needed to have a financial and operational insights aspect of it if users were board members or key stakeholders with admin access.

Compared to the previous website, this project had an external, offshore development team also working on it alongside me. My role was to again create how the website was structured and designed, but provide more guidance and approval on the development end.

Design Strategy:

The project aimed to enhance the program's structure and detail by adapting a WordPress template to feature various departments and projects, aligning closely with Completion Tools' branding guidelines for a long-term official website. Initial sketches and comps outlined the desired layout, followed by selecting and customizing templates for the website's foundation and styling. The project's development, including custom features and functionality, was then undertaken by an offshore team, with whom I coordinated closely, providing design hand-offs and approving progress.

