

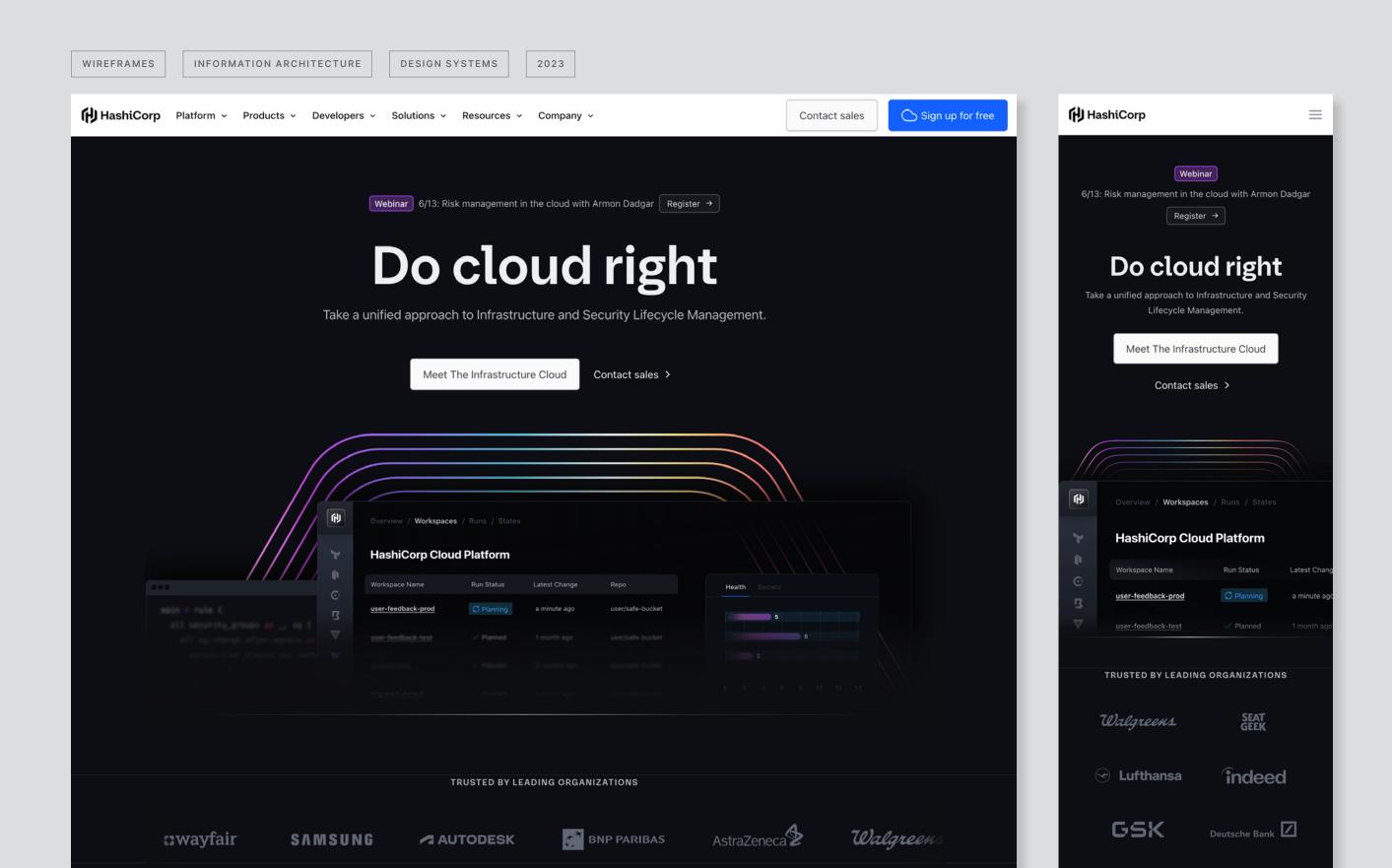
Hello, I'm Ray. Most recently, I worked as a Lead ux Designer with HashiCorp and Senior ux Designer at Axis41. Before that, I was a Design Manager at IBM Design and taught design for almost a decade.

Y FROM CALIFORNIA OR UTAH.

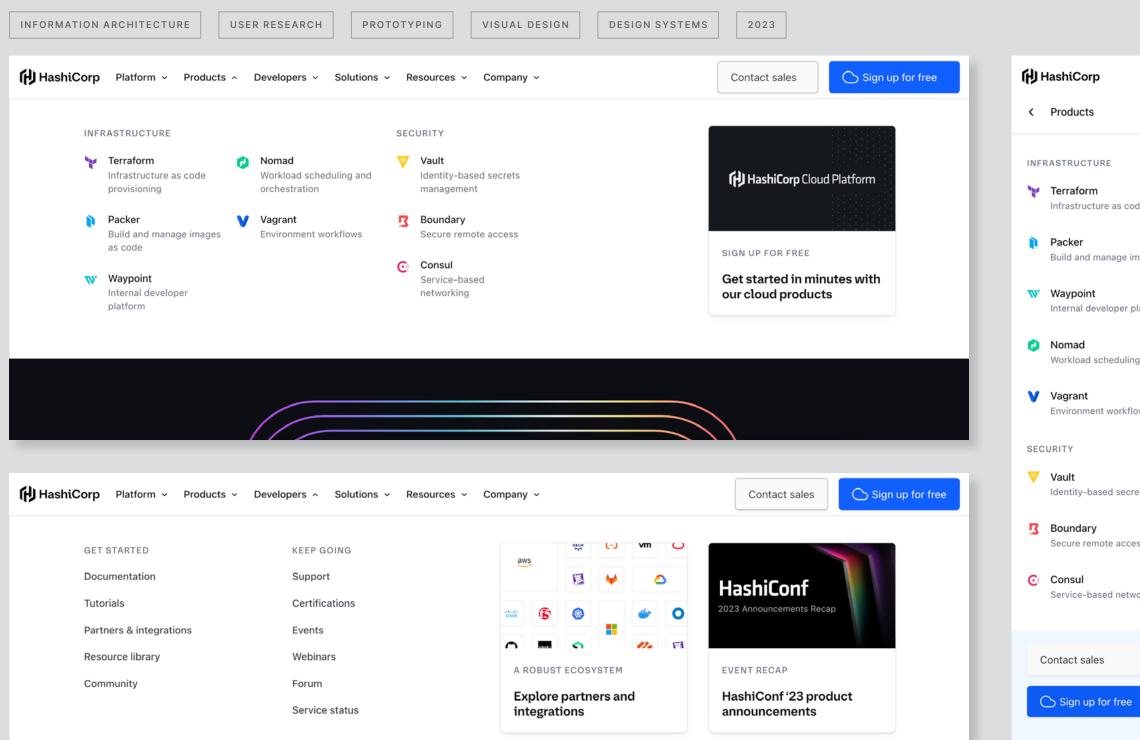
I collaborated with an excellent team of designers and developers to enhance developer experience at HashiCorp

FIVE YEARS HELPING AN OPENSOURCE STARTUP TO PUBLIC OFFERING

HashiCorp.com homepage

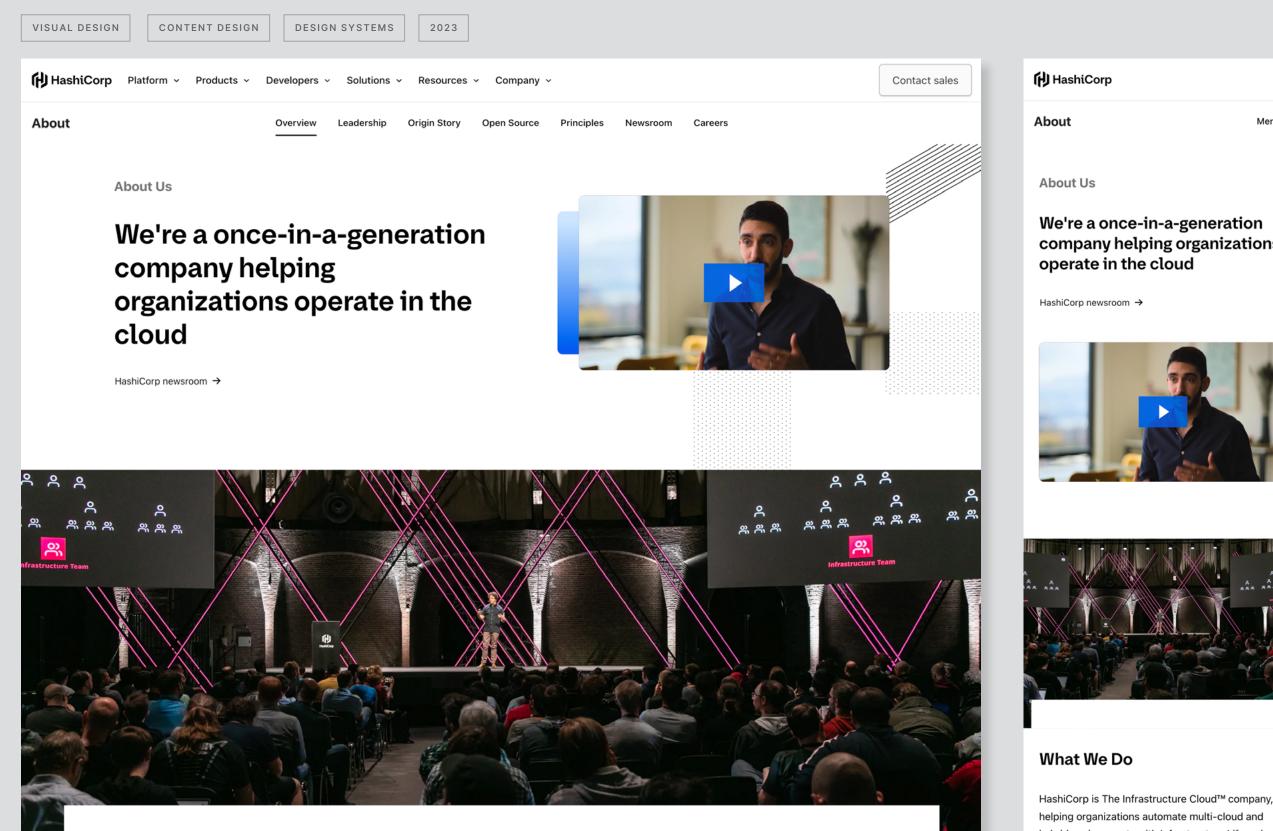


HashiCorp.com navigation



	×	
de provisioning		
nages as code		
latform		
g and orchestration		
ws		
ets management		
SS		
orking		

HashiCorp.com about page



=	
Menu ~	

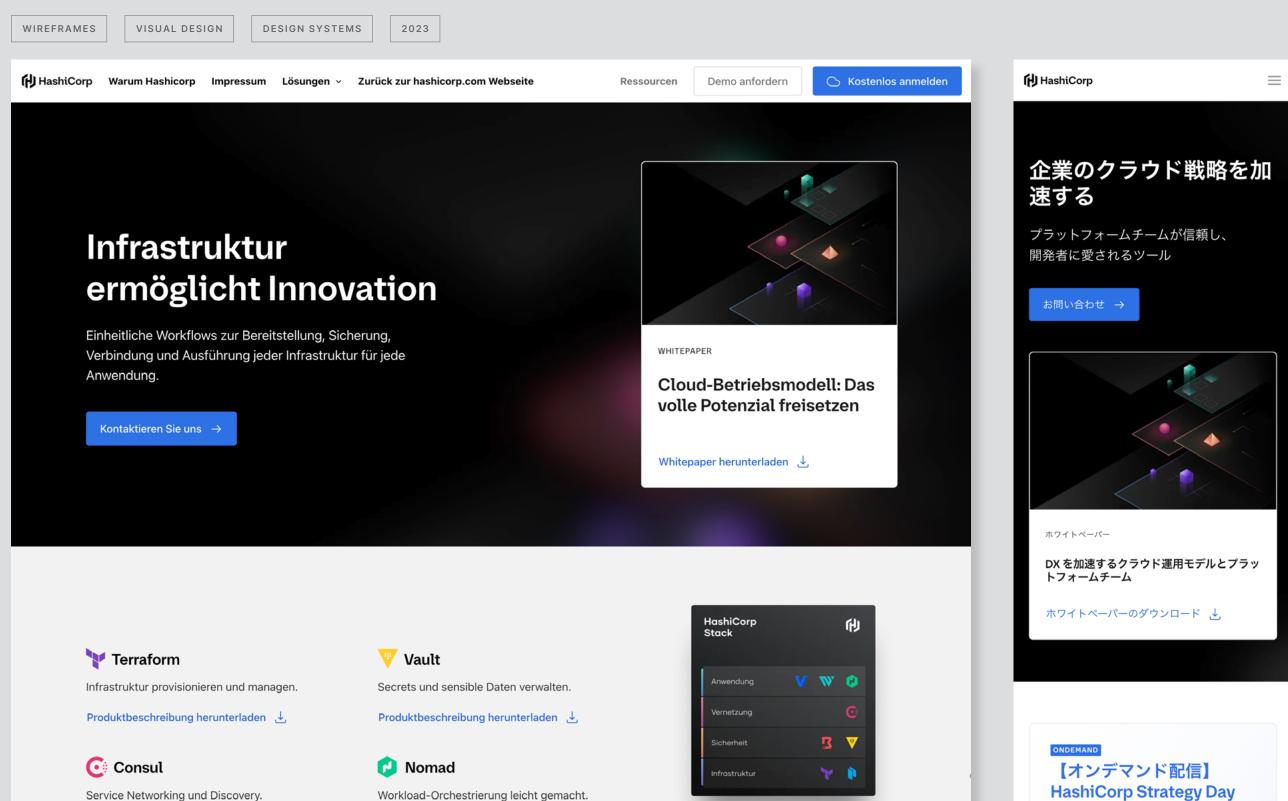
company helping organizations





helping organizations automate multi-cloud and hybrid environments with Infrastructure Lifecycle

Localized HashiCorp.com microsite template



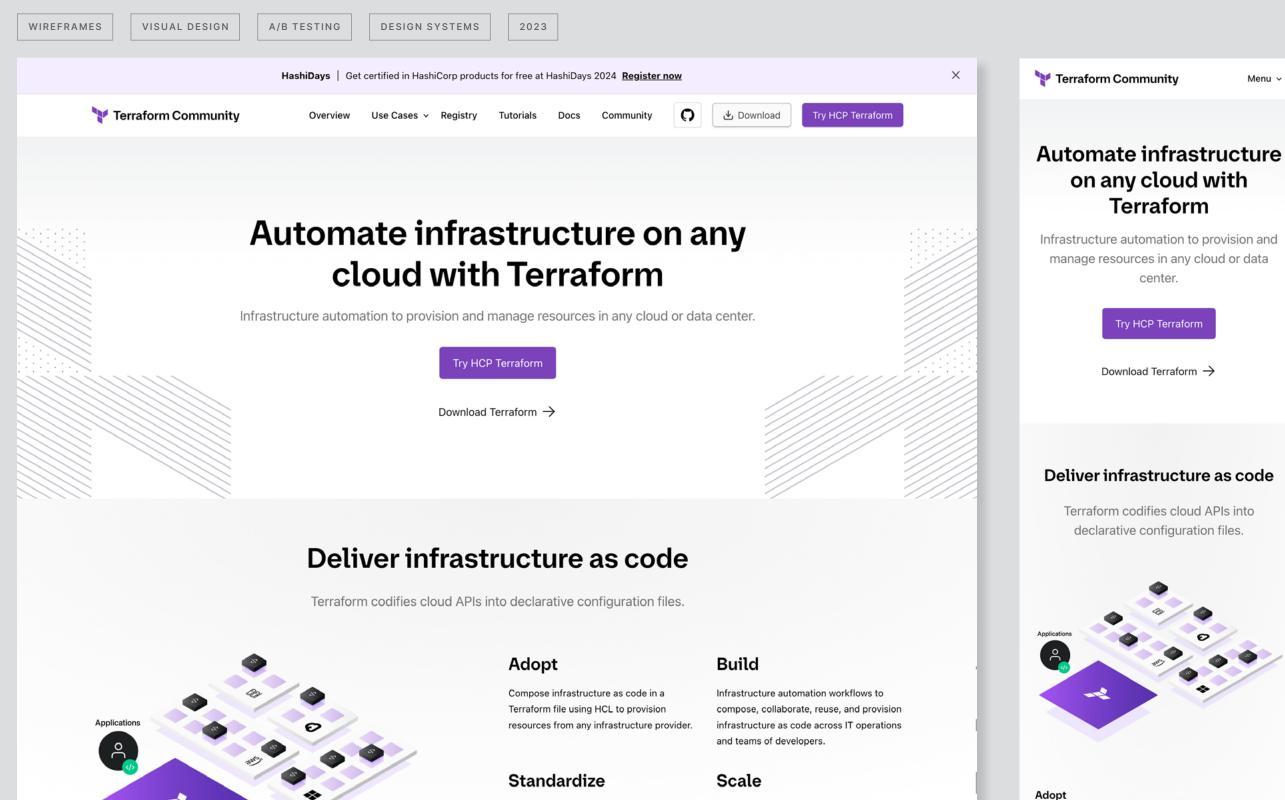
Service Networking und Discovery. Produktbeschreibung herunterladen 🕁

Workload-Orchestrierung leicht gemacht. Produktbeschreibung herunterladen 👃

HashiCorp Stack			例
Anwendung		w.	0
Vernetzung			©
Sicherheit		2	₩
Infrastruktur		Y	Þ

Japan 2023 日本を代表するエンタープライズ

Open source community microsite template



Establish guardrails for security,

colo-bacad accase controls notic

compliance, and cost management through

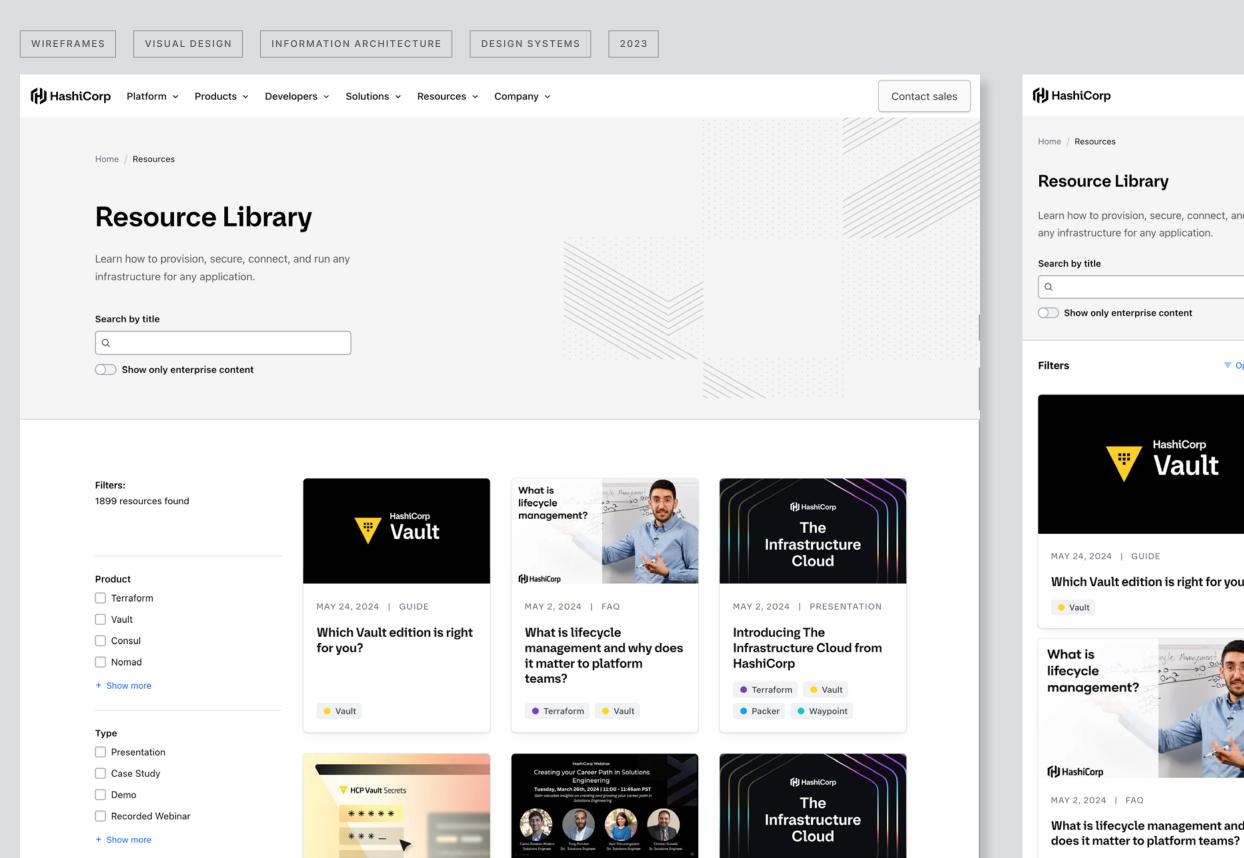
Extend workflow automation to all teams in

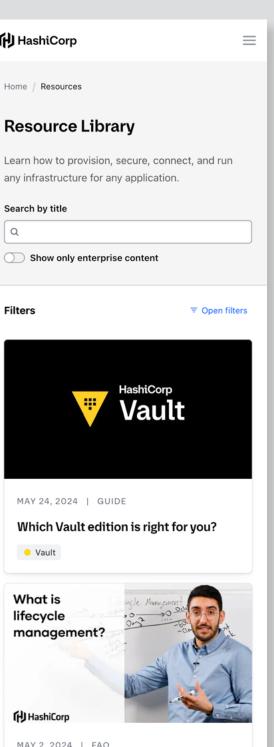
the organization with self-service

infractructure as code and inter

Compose infrastructure as code in a Terraform file using HCL to provision resources from any infrastructure

HashiCorp.com resource library

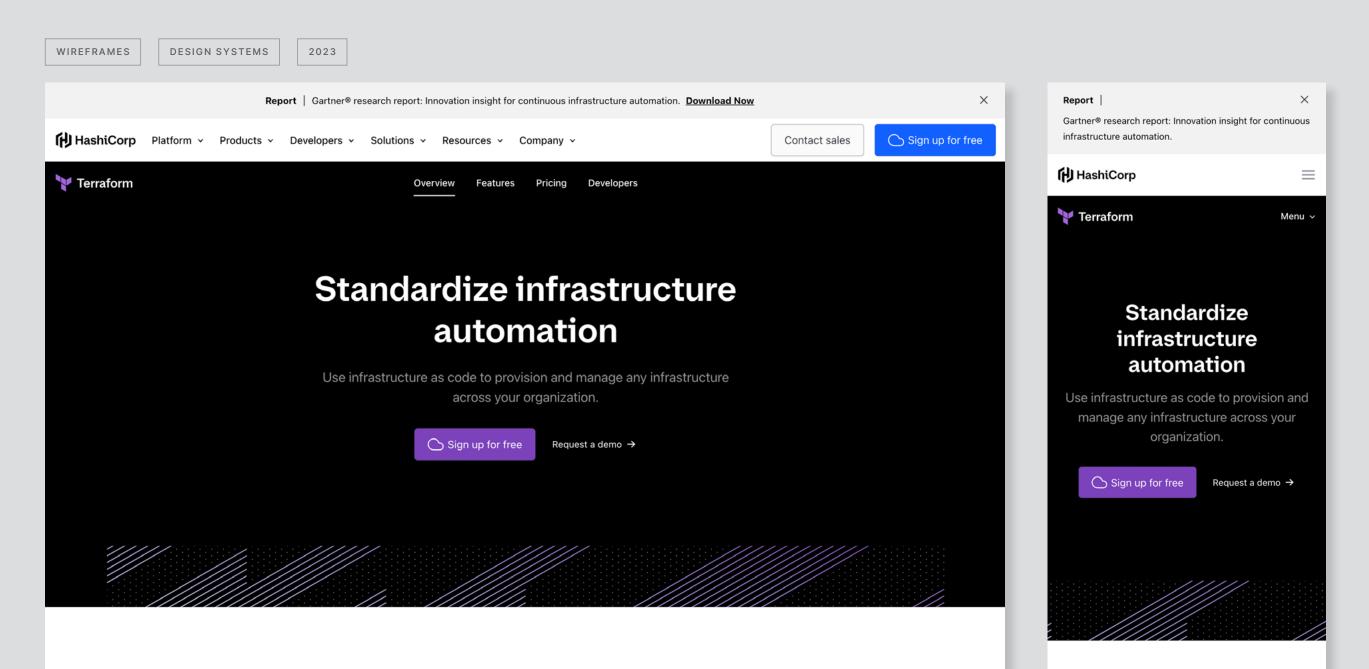




What is lifecycle management and why

 \bigcirc

HashiCorp.com product page



Ô

Infrastructure as code for automation across all environments

Terraform provides organizations with a single workflow to provision their cloud, private datacenter, and SaaS infrastructure and continuously manage infrastructure throughout its lifecycle.

Ø

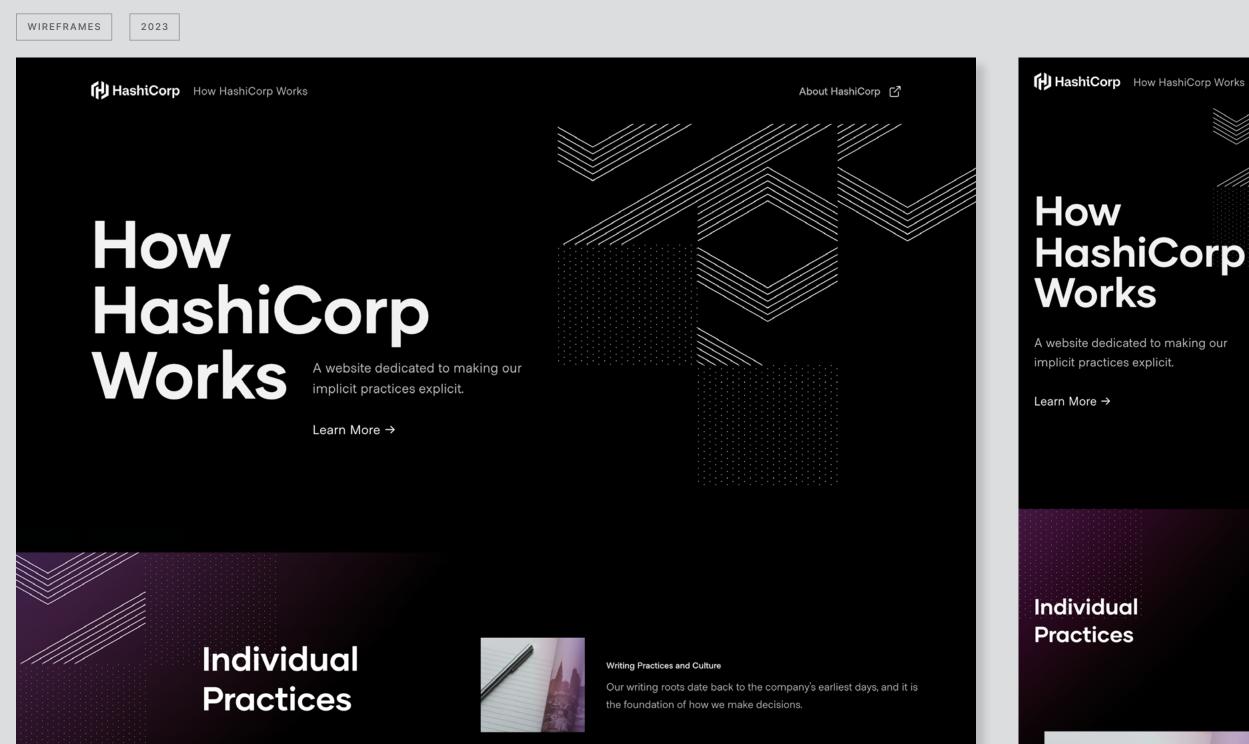
 \sim

environments

Infrastructure as code for automation across all

Terraform provides organizations with a single workflow to provision their cloud, private datacenter, and SaaS infrastructure and continuously manage infrastructure throughout its lifecycle.

How HashiCorp Works microsite





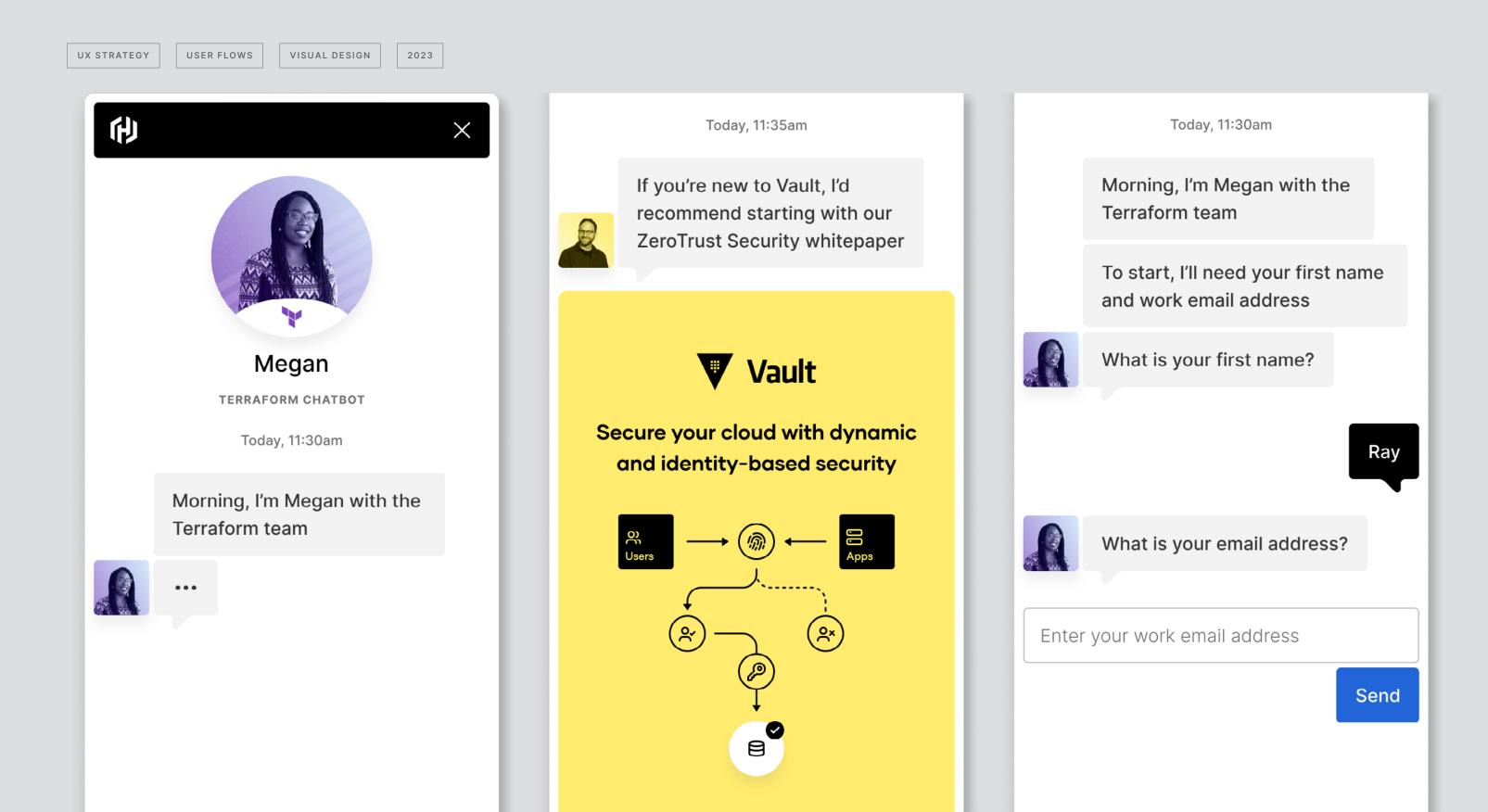
Relationship Building

An organization needs healthy employee relationships to stay organized around its goals as it scales.





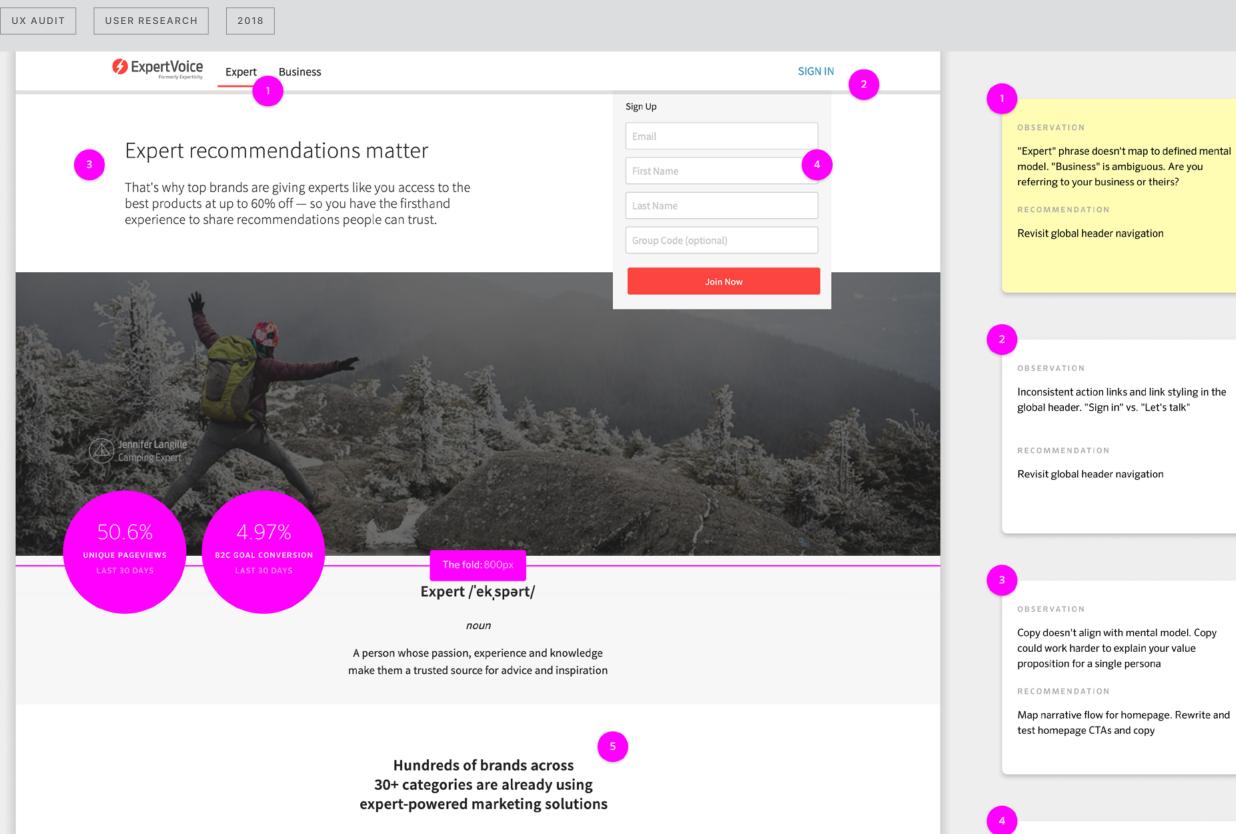
Proposal for HashiCorp.com automated Chatbot



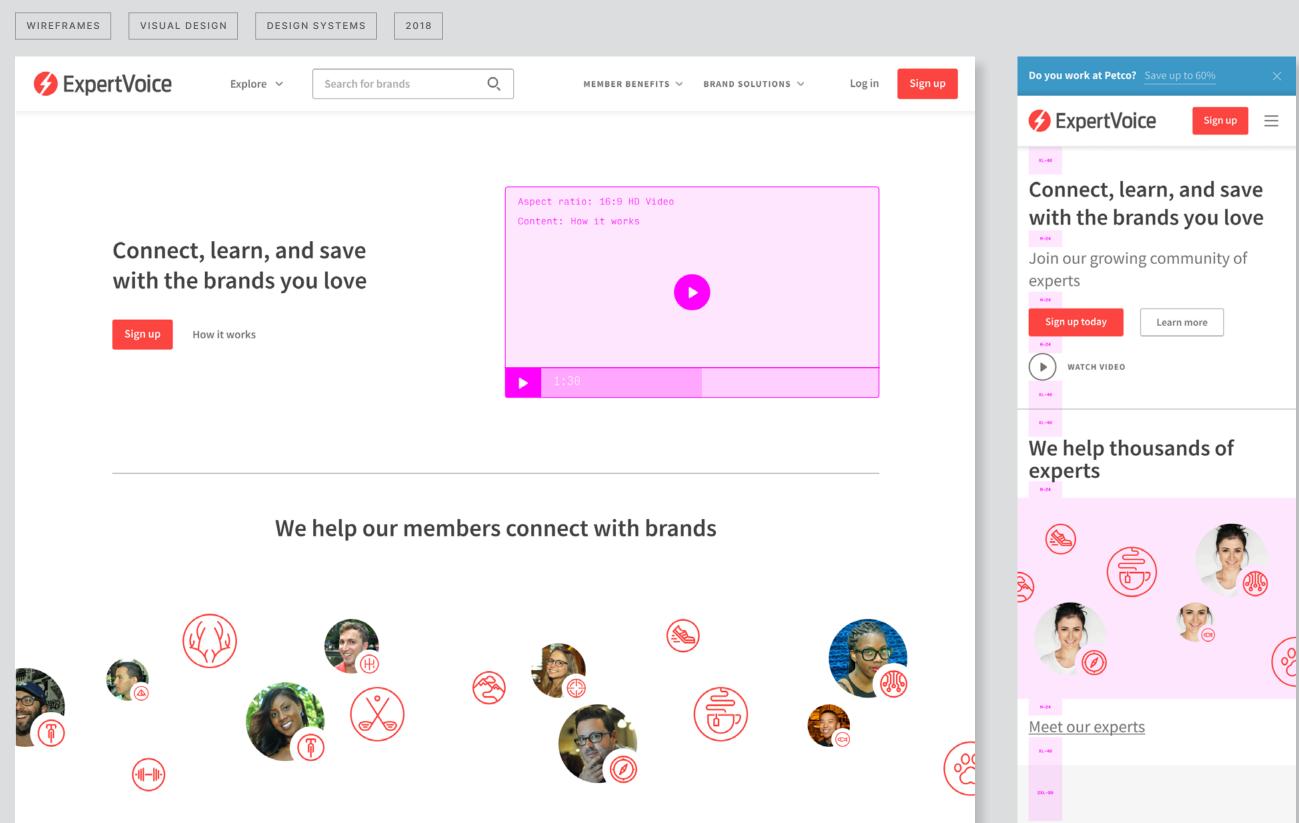
I collaborated with the in-house team at ExpertVoice to explore navigation and design system components

THREE MONTH CONTRACT TO AUDIT, RESEARCH, AND PROPOSE NAVIGATION AND TEMPLATE IMPROVEMENTS

ExpertVoice.com audit

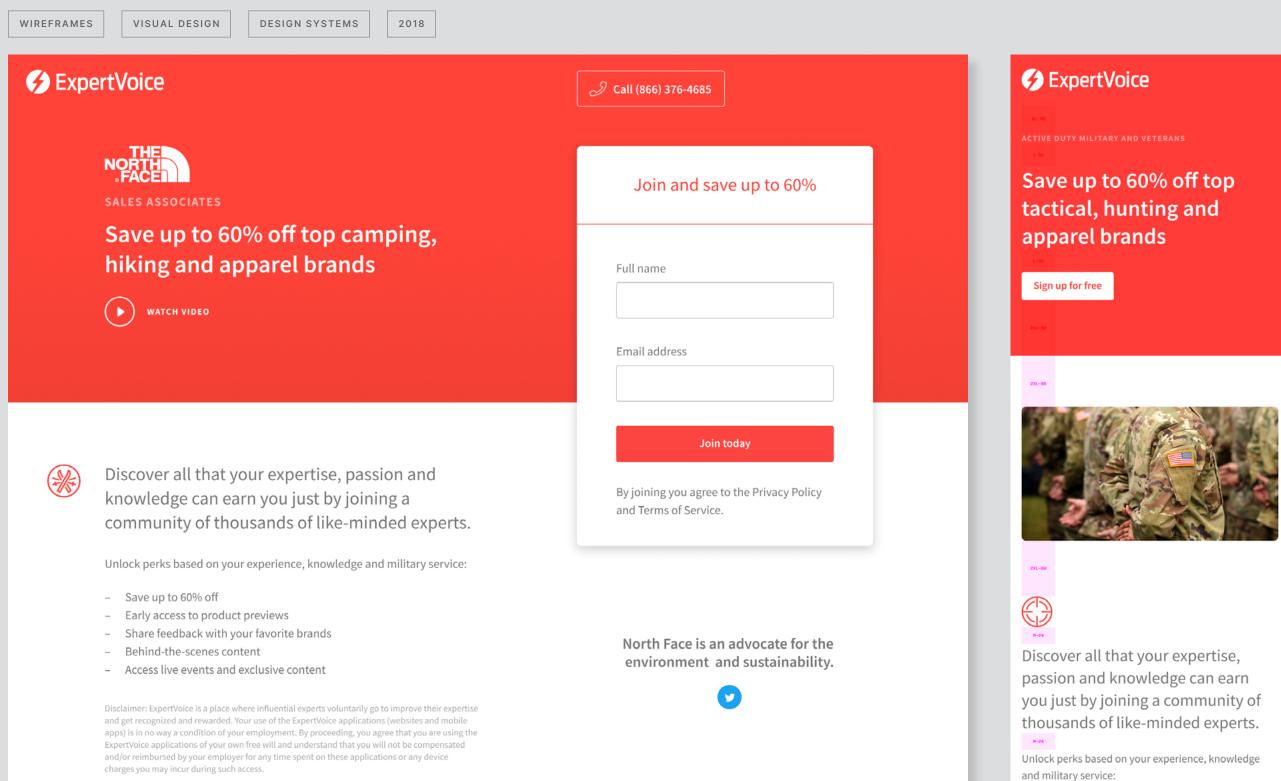


ExpertVoice.com homepage



Connect and learn with

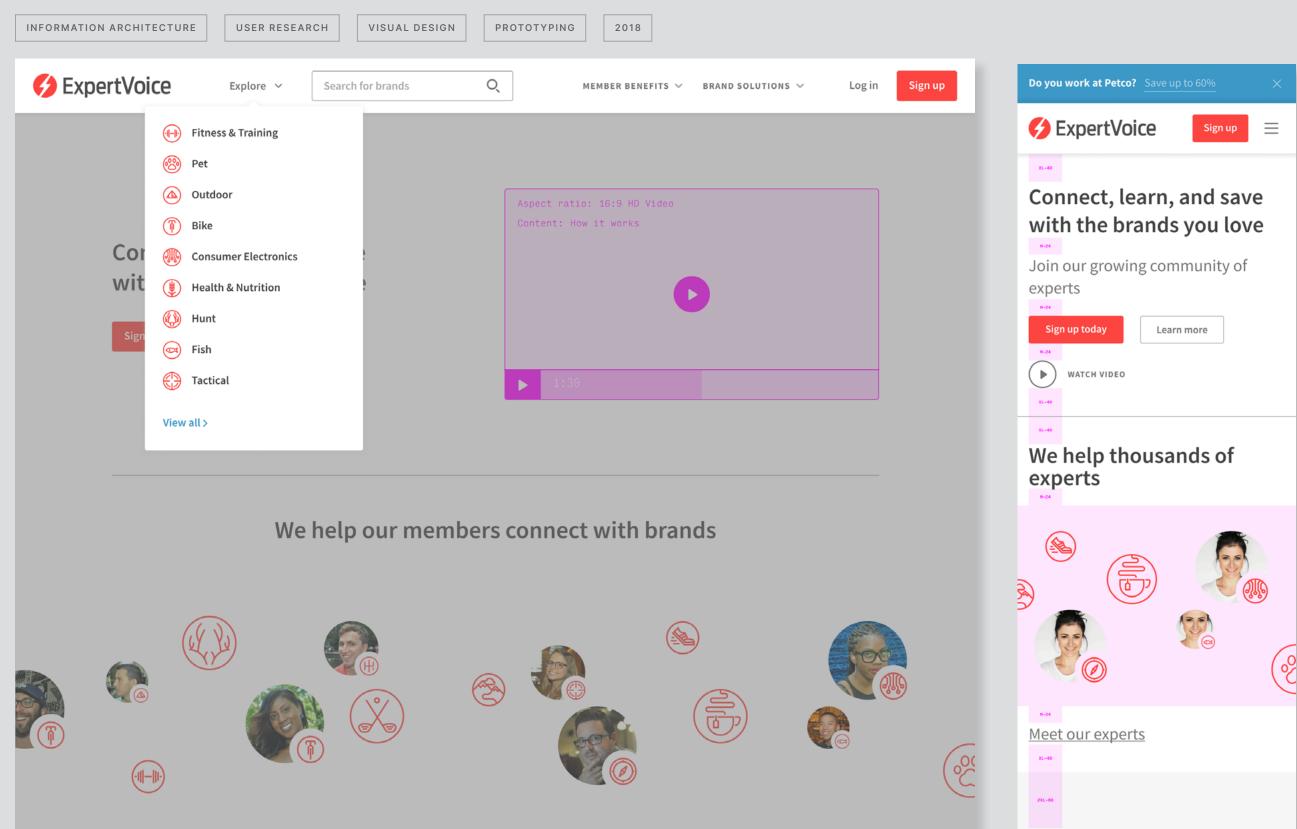
Partner landing page



 Save up to 60% off Early access to product previews

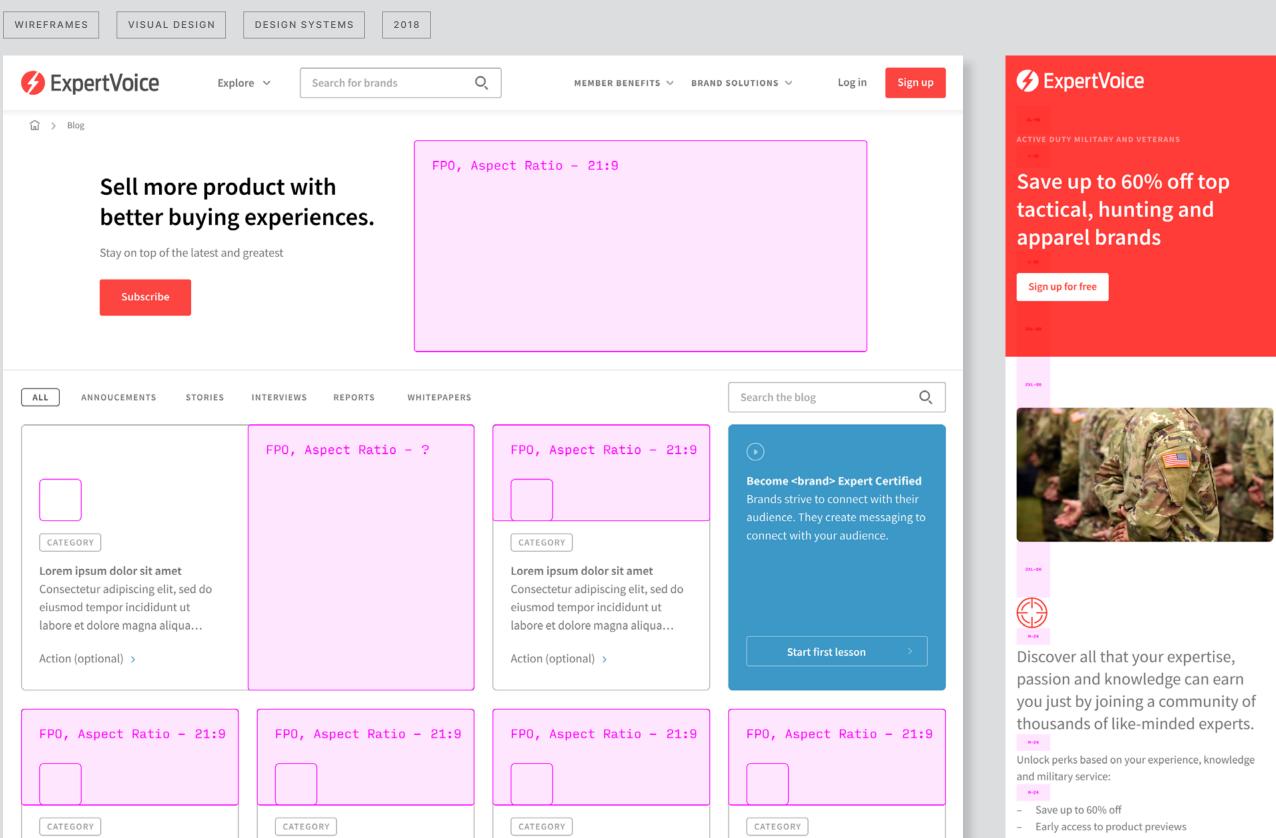
H-24

ExpertVoice.com navigation prototype

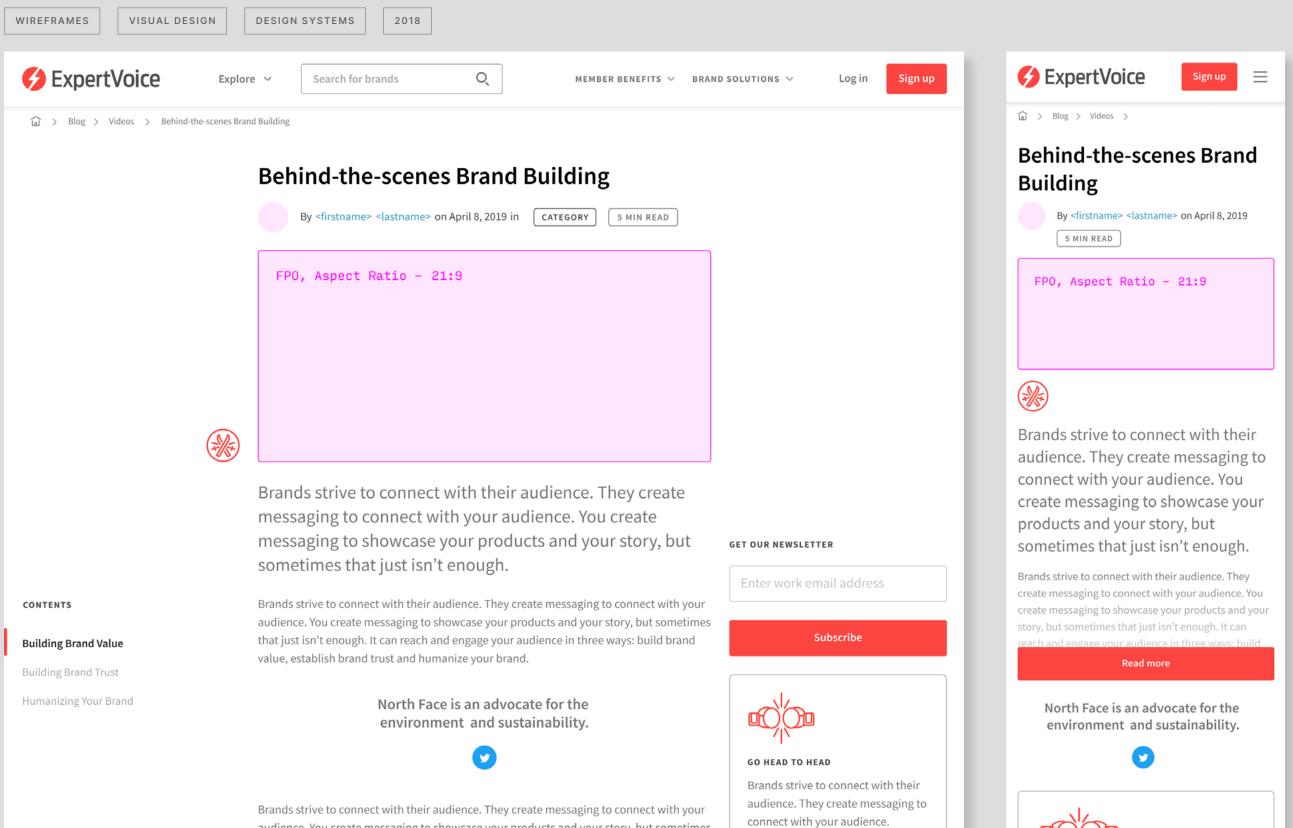


Connect and learn with

ExpertVoice.com blog homepage



ExpertVoice.com blog template



audience. You create messaging to showcase your products and your story, but sometimes

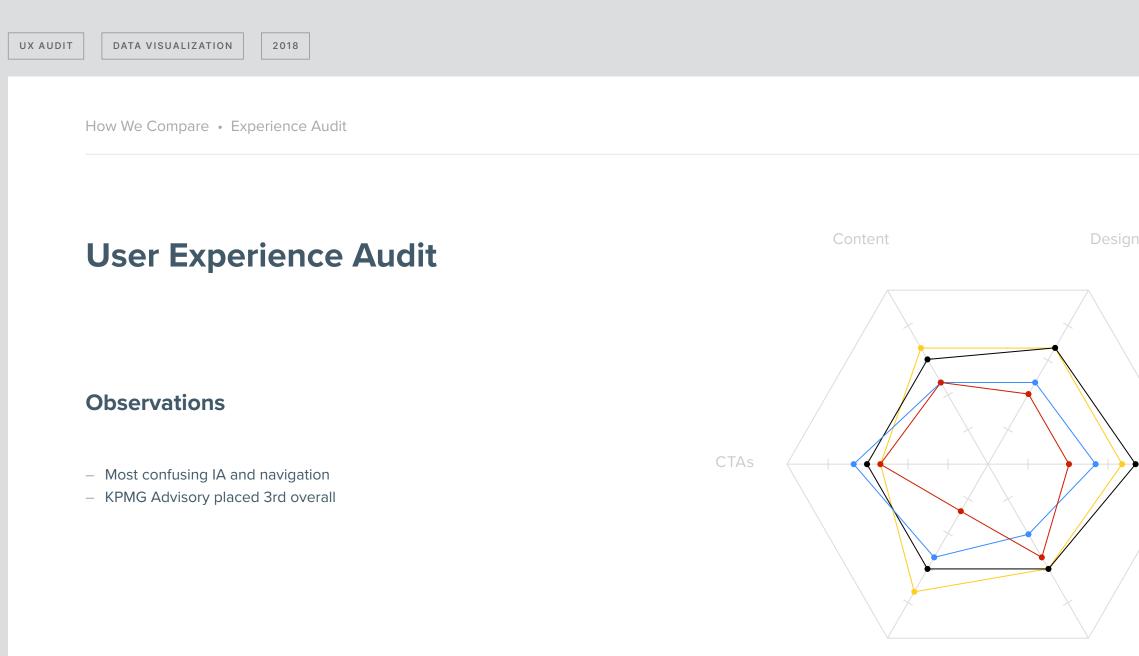
I collaborated with the in-house team at крмс Advisory and Axis41 colleagues to audit and propose a mobile-first refresh

TWO YEARS HELPING KPMG UNDERSTAND AND RETHINK THEIR MOBILE STRATEGY FOR WEB

Heuristic evaluation and recommendations

How We Compare • Observations	3
Observations	
Remedy Confusing Breadcrumbs	\bigcirc
Consistent and clear breadcrumbs, based on site hierarchy, aid users as secondary navigation.	Advisory > Risk Consulting > Forensic > Anti-Bribery & Corruption
	\mathbf{x}
	Advisory > KPMG Strategy > Thinking
Strategy Breadcrumb Recommendation	Advisory > KPMG Strategy > Consumer and Retail
Advisory > Strategy	Advisory > KPMG Strategy > Consumer and Retail > Is it time to rethink your loyalty program?
Advisory > Strategy > Industries	

Heuristic evaluation and recommendations

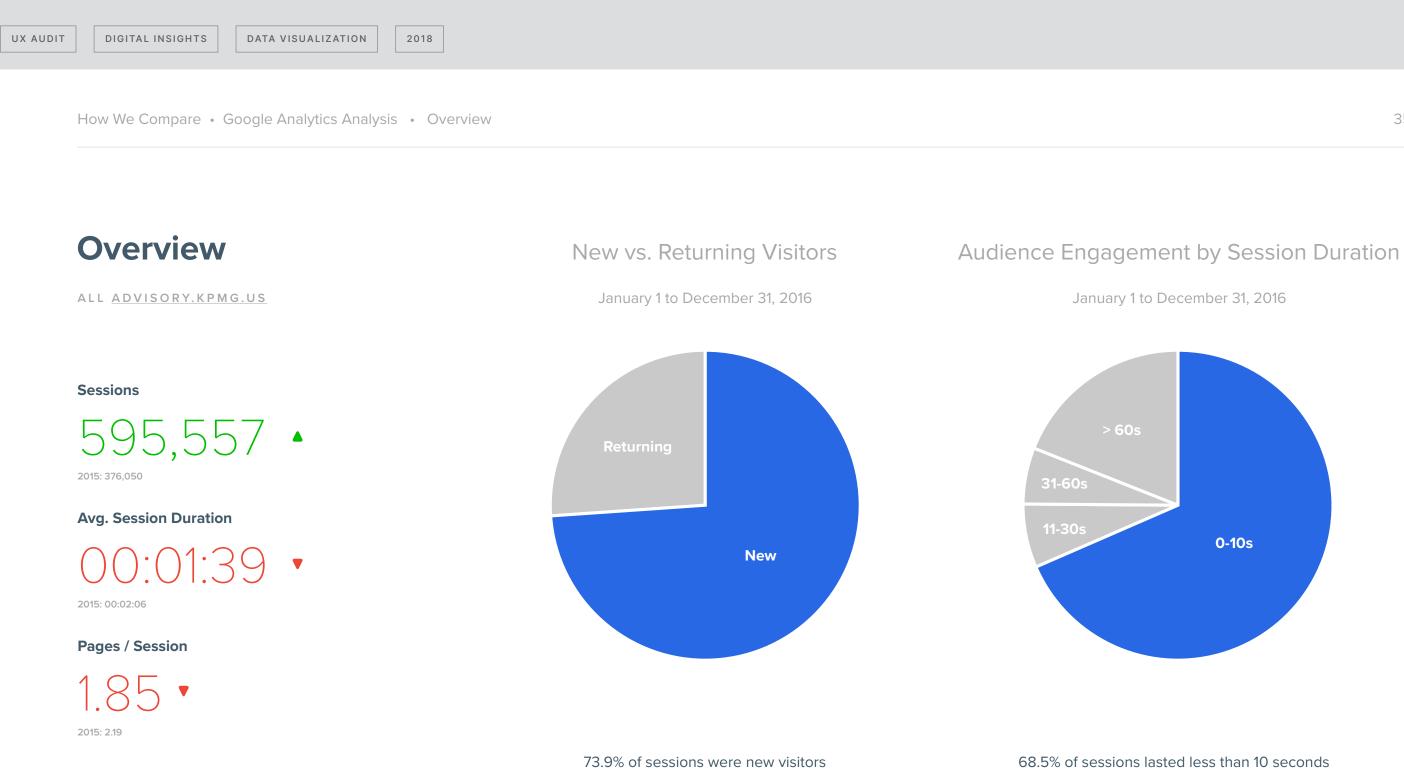


Search

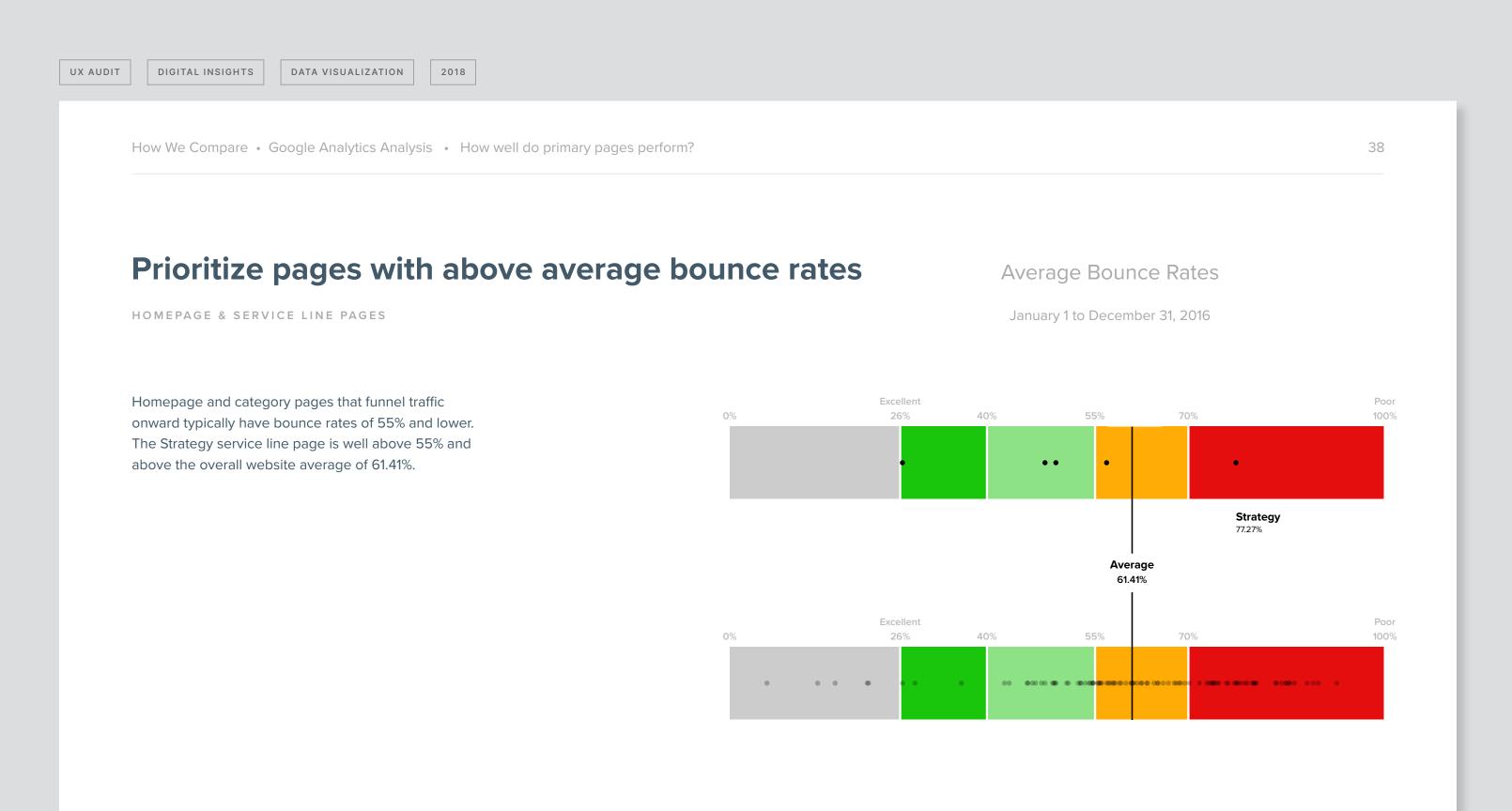
Nav & IA

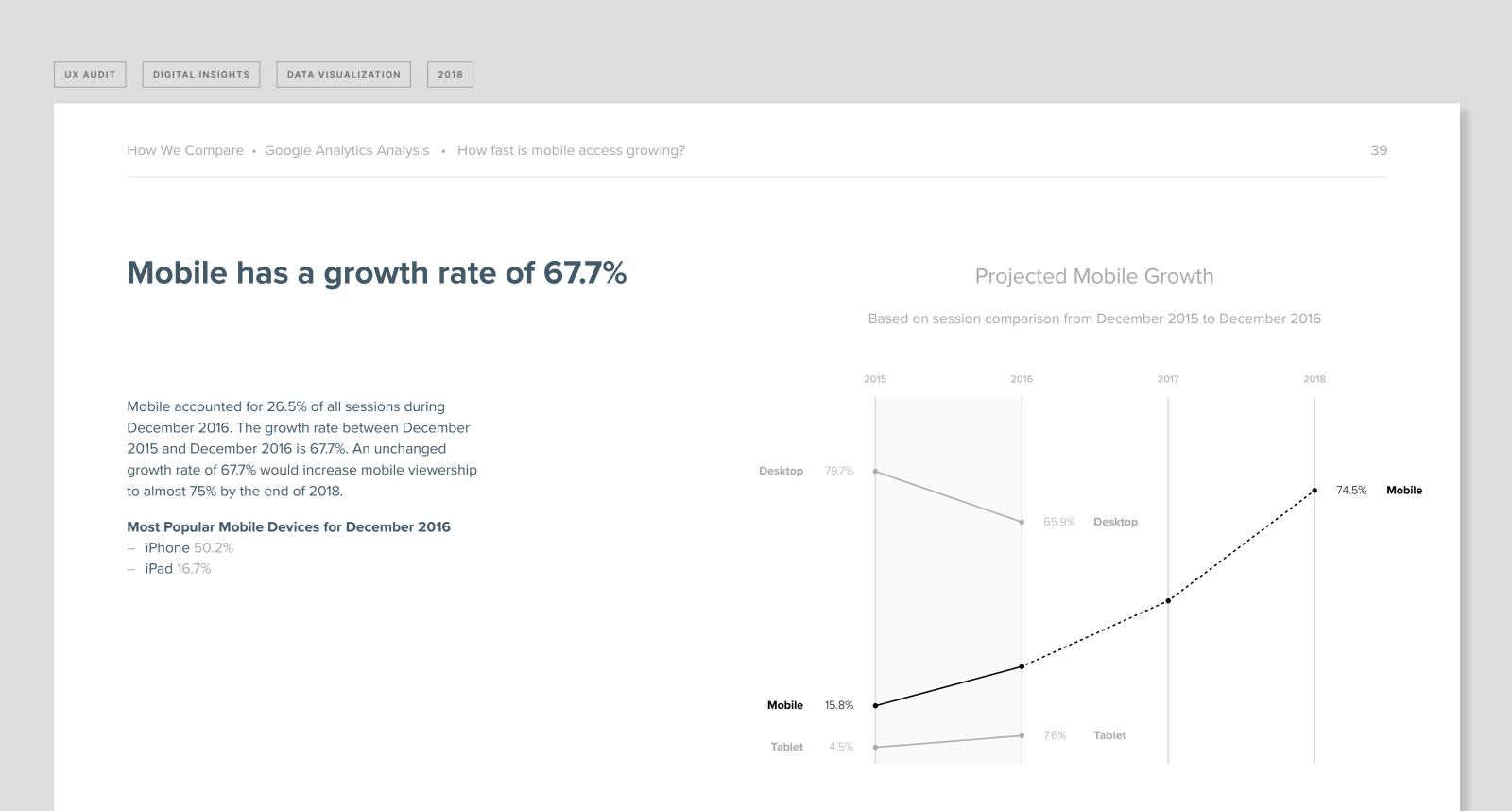
		29
1	Legend	
	 Deloitte	2.15
	 EY	2.11
	 KPMG	1.70
	 PwC	1.44

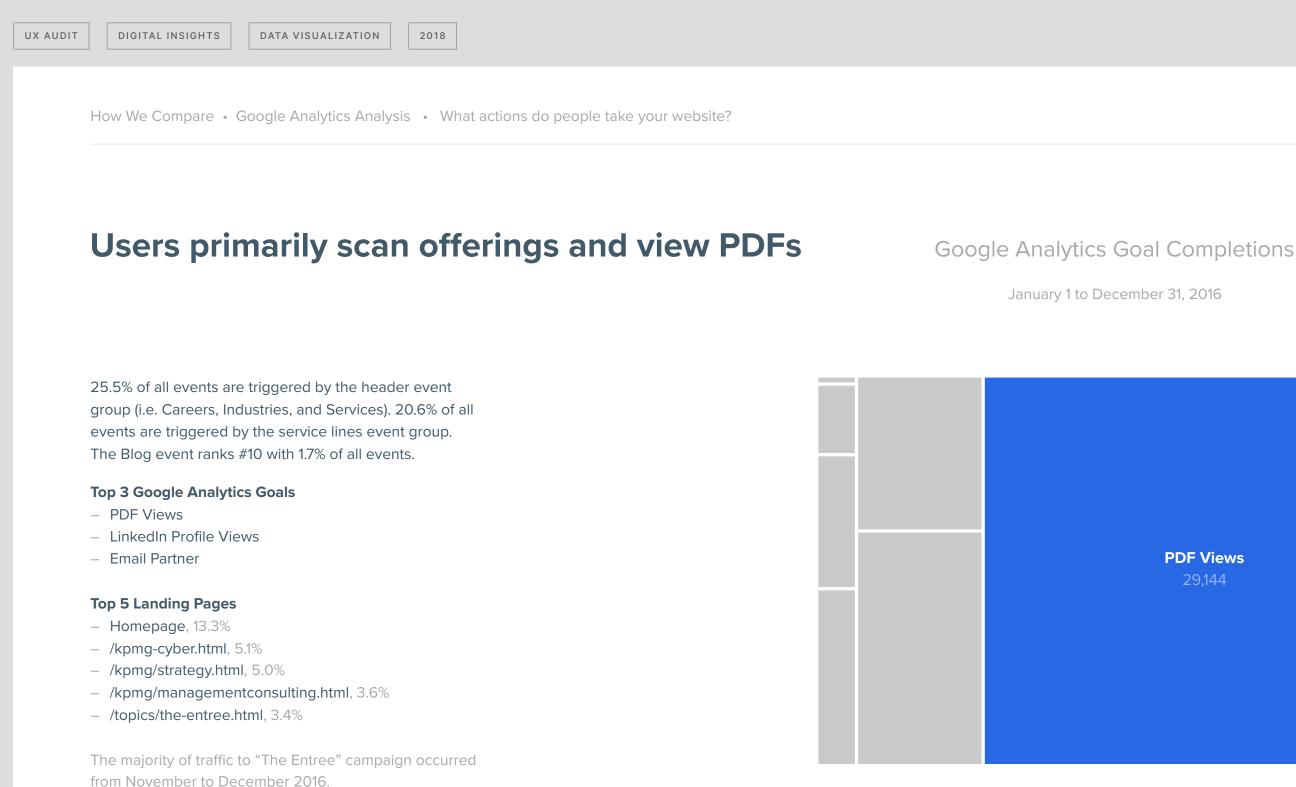
Landing



35





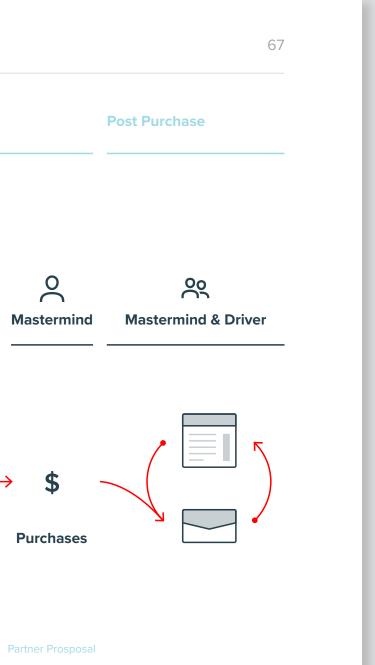


40

PDF Views 29,144

Persona actions across purchase flow

Our Strategy	• Personas	 Journey Map 						
Pre Purchas	e 	Nuture			Close			
O	O Mastermind	I 	O Driver				nd & Driver	
Q	[7] -	→		Personalized Partner Invitation	Contact Me Component) –	→ ००० –	→
Sharing	Raises Flag	Searches & Subscribes	Researches & Validates	Researches & Validates	Emails	Calls	Meets	
						Q	<u> </u>	



User flow documentation

Our Strategy • User Flows	User Flow Framework	
User Flow Fi	amework	
Start	1st Interaction	2nd Interaction
Entry Page	Topic/Category /topic-or-category/	Article /collection/tag/article-title/
	Organic Search	
	Paid Advertising	
	Email	
	Direct Traffic	
	Social Media	

77 **3rd Interaction Email Partner** Call Partner Connect via Linkedin Email Sign-up **Profile Save** Submit RFP

User flow documentation

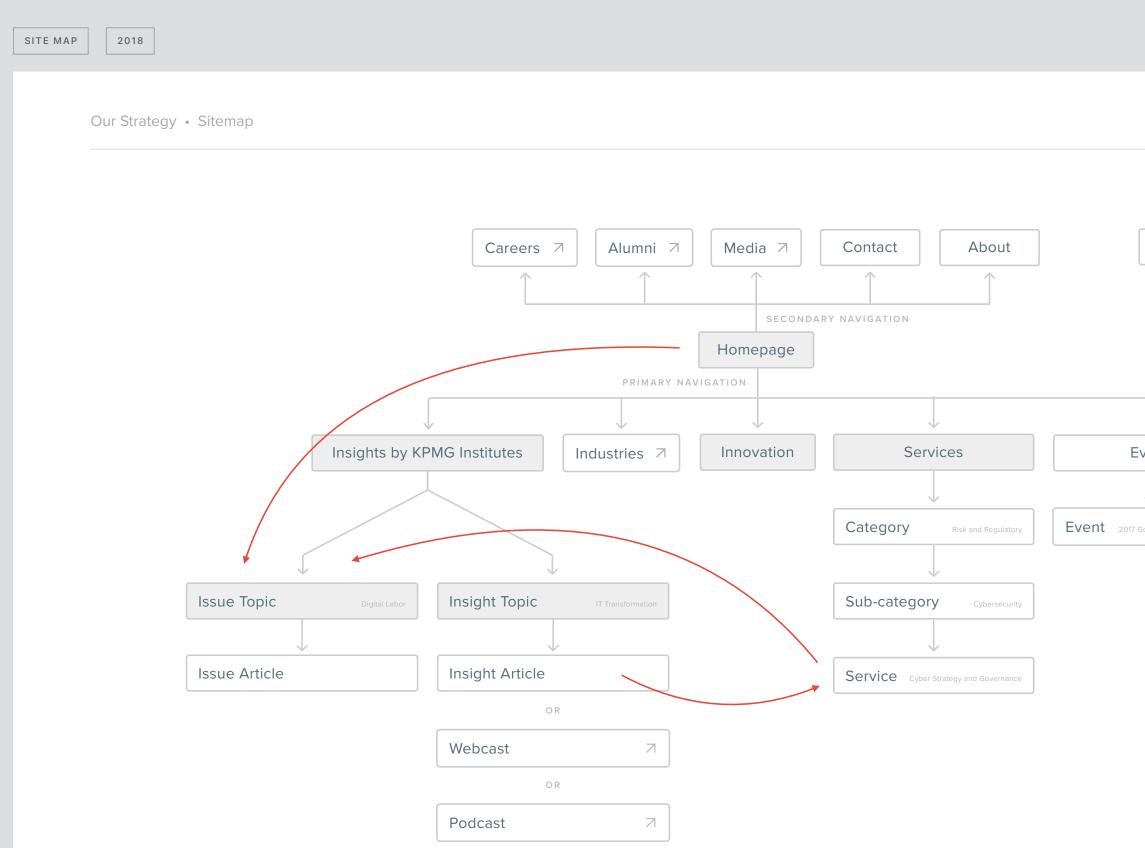
Our Strategy • User Flows • Cons	ider Routinely by I	ssues			
Consider Routin	ely by Is	sues			
PERSONA: DRIVER & MASTERMII					
Start	1st Ir	iteraction	2 n	nd Interaction	
DIRECT TRAFFIC					
Homepage	/issues		7	ues/issue/article/	
PAID ADVERTISING				NVERSION	
Google Adwords Campaign Traffic Source	7	e Article /issue/article/	> Pro	ofile Save	
User Goal(s)		Business Goal(s)		Persona & Scer	nario
Confirm KPMG's expertise and thoug	ht leadership	Lead Generation – Email – Phone		Persona: Driver I'll explore a wic partners,, makir their engageme	de enough arra 1g note of my f
Notes: The "Circular Confusion: Strategy" pa	ath holds true d, the 3rd	Ease and Increase RFP Su	bmissions	Opportunity: Ali	

nteraction

tial sions of ce.

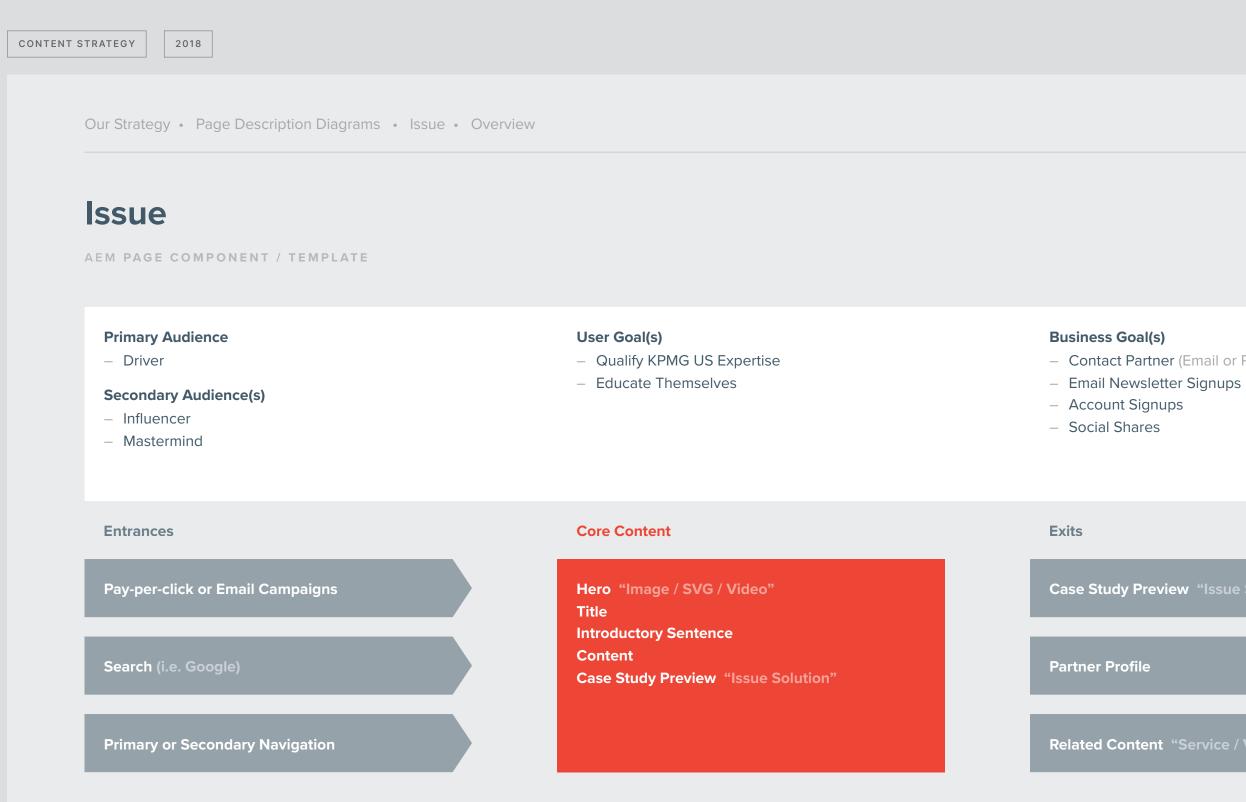
l services /ent—that

Information Architecture recommendations



	86	
My Account		
\Box		
vents		
V		
Governance Symposium 7		

Information Architecture recommendations



88

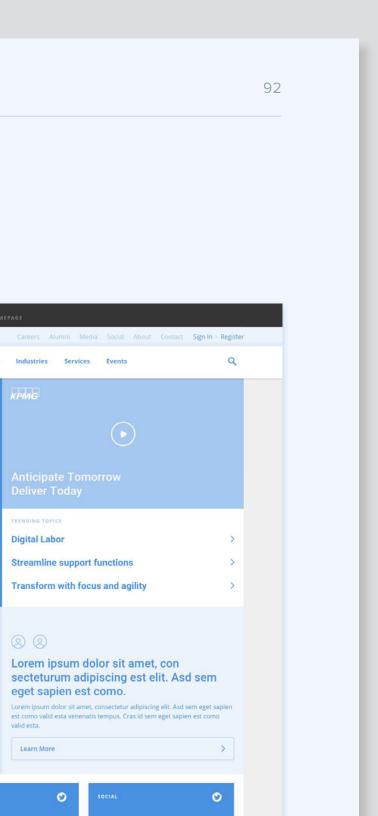
– Contact Partner (Email or Phone)

Case Study Preview "Issue Solution"

Related Content "Service / Video / Podcast etc"

Wireframes and prototypes

WIREFRAMES PROTOTYPING	2018			
Our Strategy • Low Fi	delity • Invision Links			
Mobile	Tablet		Desktop	2
HOMEPAGE		HOMEPAGE	kpmga	ном
kpmg.us ∨ Sign In - Register	● kpmg.us ∨	Sign In - Register		Insights by KPMG Institutes Innovation
Content issue dolor sit arret, consected under sit arret, consected und	Image: Second Secon	TRENDING TOPICS If: Asd sx.Cras Digital Labor Streamline support functions Transform with focus and agility	Secto Sapien e como va Wate Lore secto eget Loren i sapien e como va	em ipsum dolor sit amet, con eturum adipiscing est elit. psum dolor sit amet, consectetur adipiscing elit. Asd sem eget est como valid esta venenatis tempus. Cras id sem eget sapien est alid esta. et Video
	SOCIAL 🥑 SOCIA	L 💟 SOCIAL 🕑	socia	al 🥑 Social



I led branding and user experience for a local startup building a community and training platform

TWO PLUS YEARS HELPING A STARTUP FIND ITS VOICE AND REFINE ITS OFFERINGS

BRANDING

Responsible for brand and style-guide. Deliverables included logotype, brand colors, typography, and iconography.

BRAND APPLICATIONS

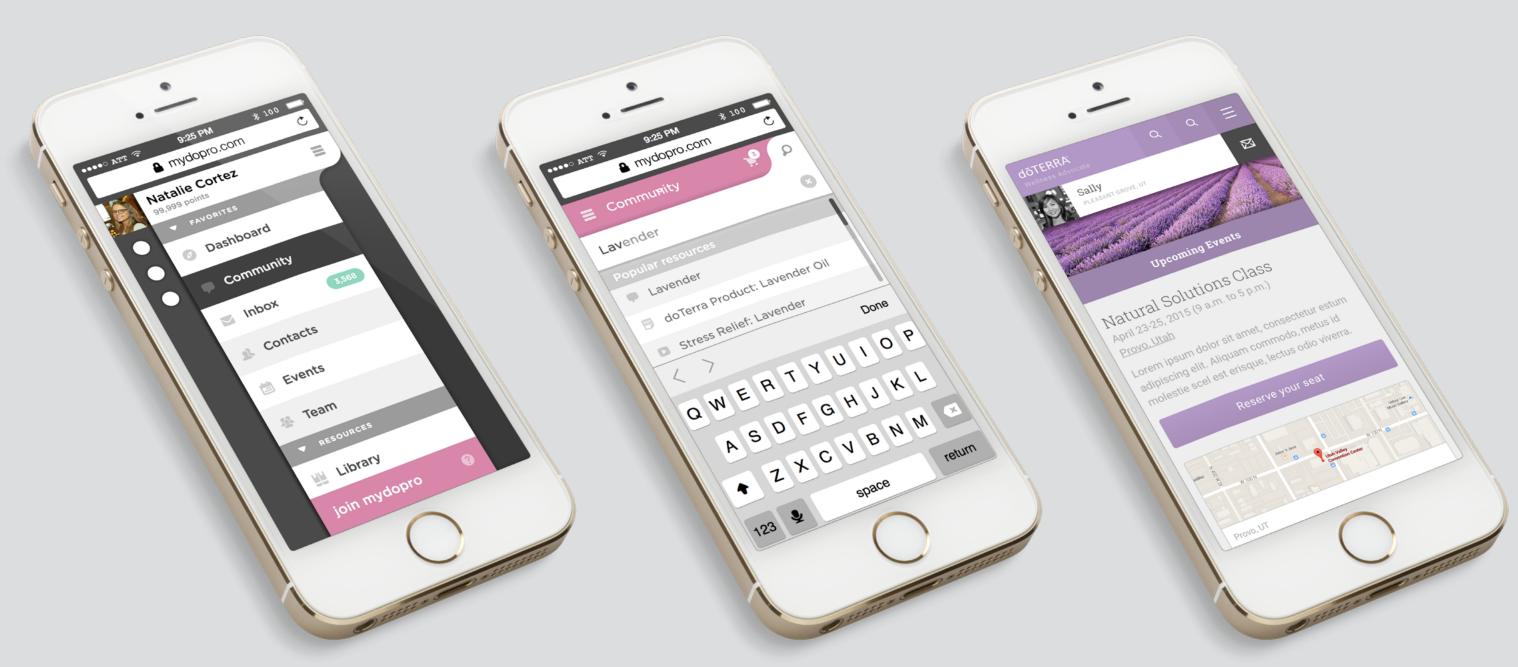
Email Marketing Studio & Store Signage eBook Production Promotional Materials Branded Merchandise

2013-2016

mydôpro.com

RESPONSIVE WEB DESIGN

Designed and collaborated with an external developers to ensure mydopro. com and all mydopro Premium replicated websites were responsive for mobile and tablet devices.



USER EXPERIENCE

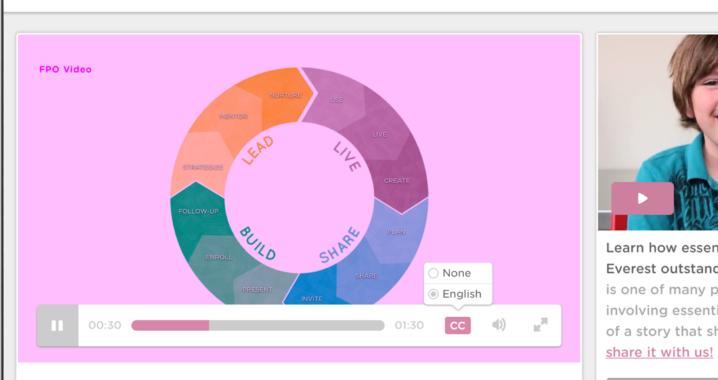
Responsible for ux and uI design for all web and app development at mydopro.

MAJOR PROJECTS

On-boarding Redesign Video Training Platform Replicated Websites/Stores mydopro Store Campaign Manager Resource Library

mydôpro Training 🗸

Success Challenge Live ~ Share ~ Build ~ Lead ~

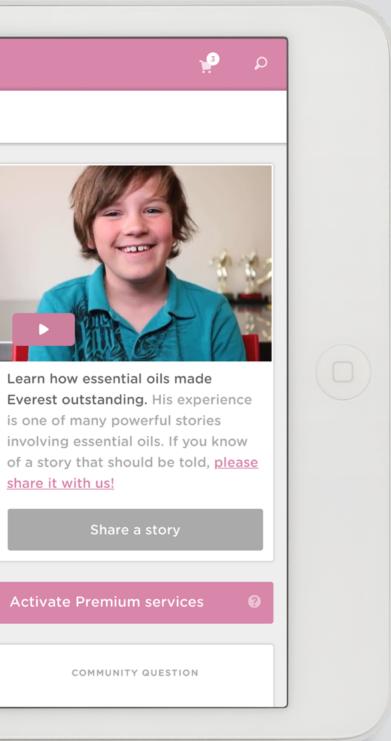


The Success Cycle

6

The more you learn about how to use dōTERRA products, the greater the benefits you will receive. As you incorporate dōTERRA into your daily life, your health, wellness, energy, and vitality will increase.

Start Challenge

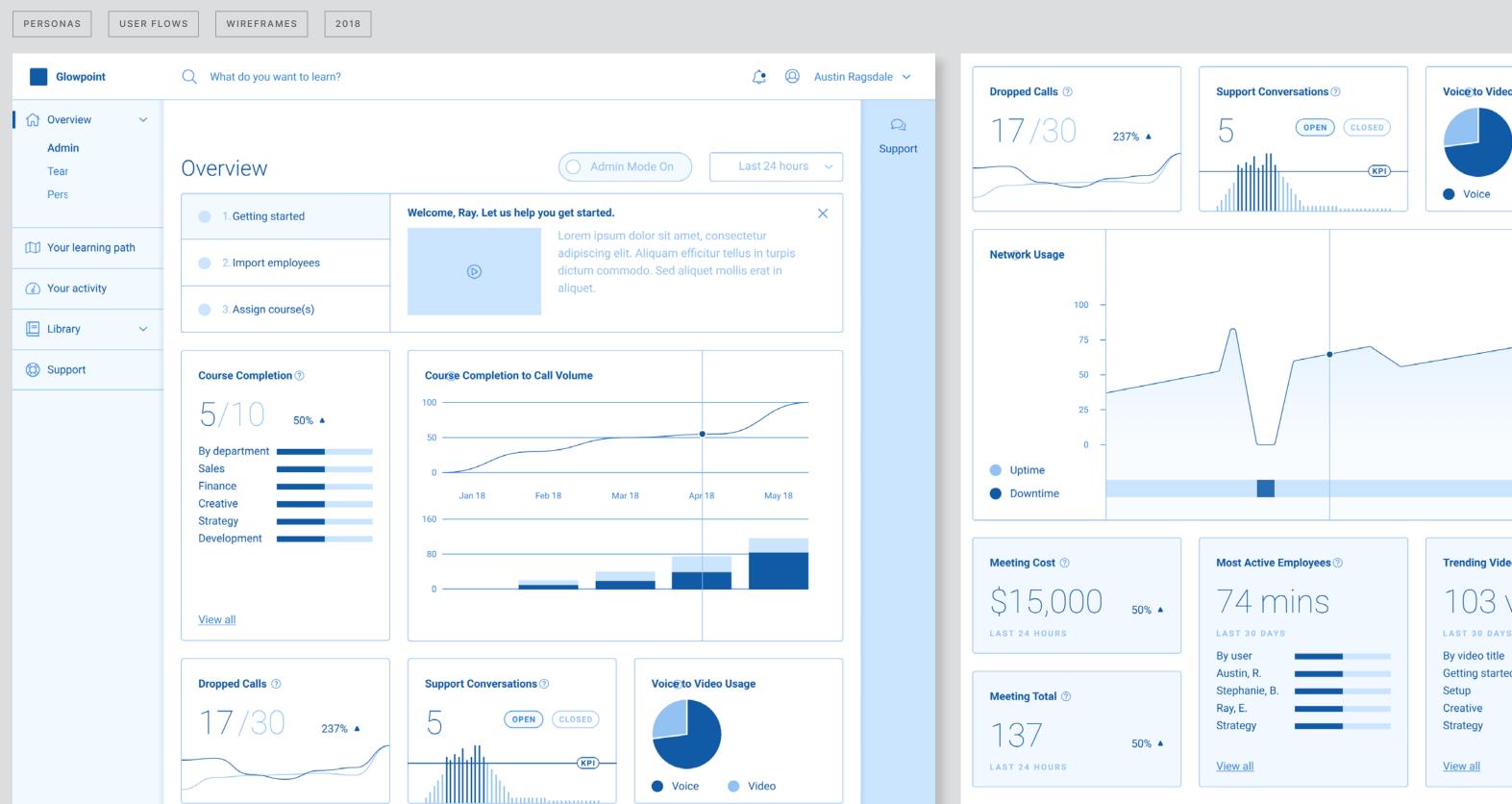


I collaborated with Glowpoint and Axis41 colleagues to reimagine cloud-based video collaboration and support

QUICKLY PROTOTYPING VOIP SUPPORT SERVICES FOR LARGE AND MID-SIZED ENTERPRISES



Glowpoint learning and analytics platform for Skype for Business adoption





mydopro

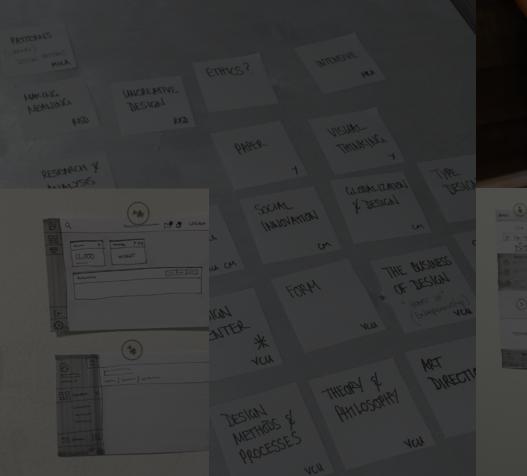
C# ;

Professional and classroom process

FAN









HOME

l appreciate good branding and typography





SESSIONS FINANCIAL 2004

SUVAS 2007

SYLLABISE 2012

BUFFALO LANE 2012



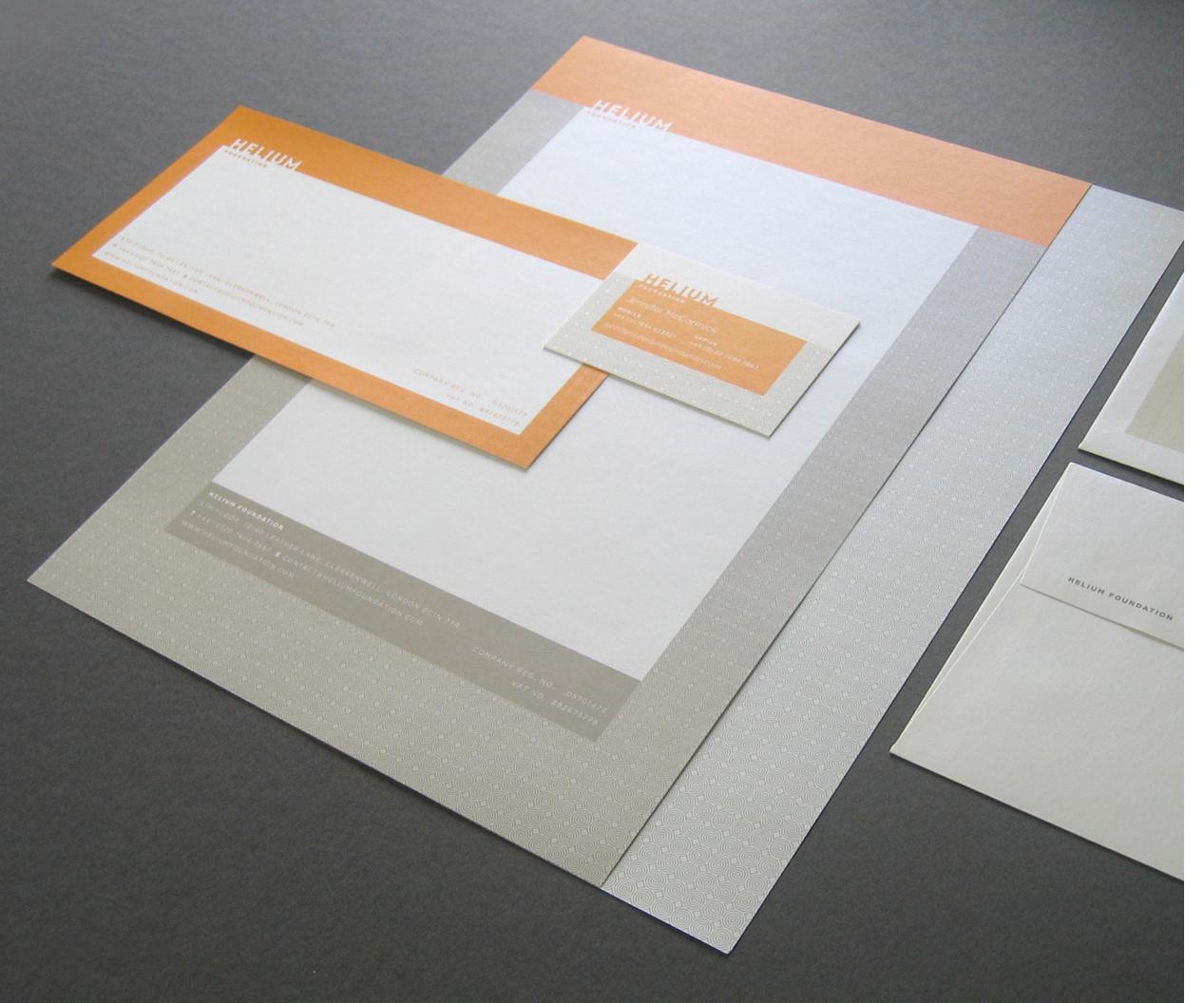




SHAKESPEARE IN BITS 2007

SPINROM 1999

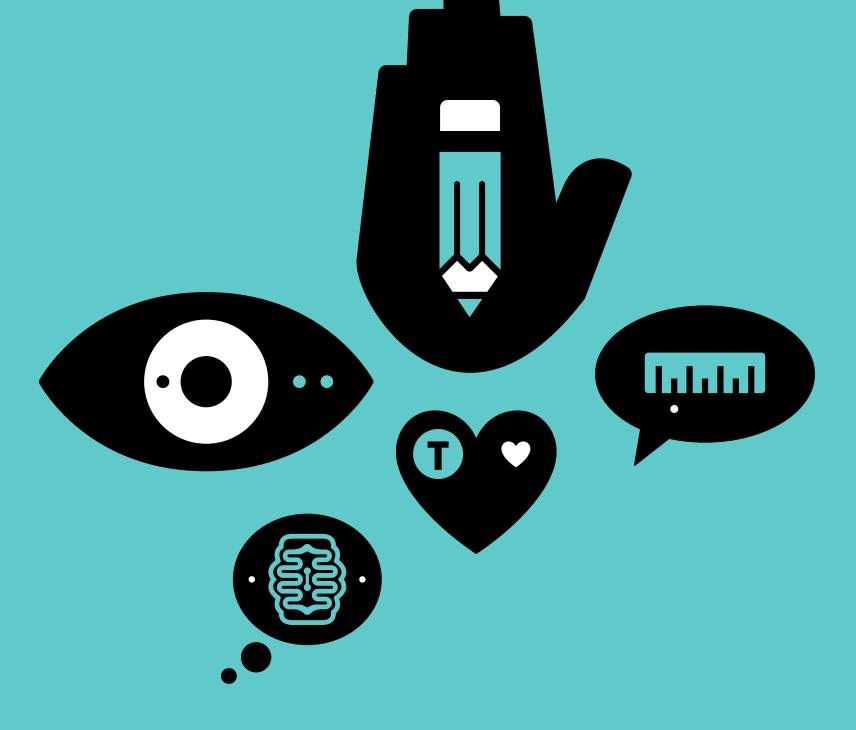




BRAND + STATIONARY SYSTEM

Re-brand for Helium Foundation, a highend art dealer, based in London.

2006



ICONOGRAPHY

Learning objectives icons as visual aids for graphic design students. Developed while teaching at Utah Valley University.

2011

VAGD 210: INTRODUCTION TO MEDIA DESIGN INSTRUCTOR: RAYELDER.COM CURRICULUM: EVERYTHIRD.COM

STAPLE

Introduction to Media Design Communication Design Interaction Design

F W 201 INSTRUCTOR: RAYELDER.COM CURRICULUM: EVERYTHIRD.COM

VAGD 210: INTRODUCTION TO MEDIA DESIGN

₀ Course Information

PREREQUISITE

Acceptance into Visual Arts.

DESCRIPTION

Introduction to the process and methodology of creating graphic design across multiple media types. An introduction to designing interactive experiences, interfaces for digital applications, and **communicating** by applying **motion** to design.

LEARNING OUTCOMES

- Understand media 01 01 Describe the affordances and constraints of different media and how these unique qualities affect design
- 02 Design across media Apply fundamental design principles to digital media design problems

02

- 03 Plan and execute designs Plan digital media projects and *learn to independently* solve production problems
- 04 Give and receive constructive feedback Give and receive constructive feedback

OLDER 14W-SYLLABUS-VAGD210 UPDATED 01-07-2014 15:57

05 Explain design decisions Be able to *articulate* a principled rationale for design decisions

VAGD 210: INTRODUCTION TO MEDIA DESIGN INSTRUCTOR: RAYELDER.COM CURRICULUM: EVERYTHIRD.COM

Schedule

	WEEK		DATE	LECTURE (TUESDAY)
Skill Debt	01	JAN	06	Syllabus and introductions
	02		13	HTML and CSS
	03		20	No class
Experiments DESIGN IT ANIMATE IT CODE IT	04		27	Grid
	05	FEB	03	Simplify
	06		10	Time
	07		17	Tuesday class: Movement
	08		24	Portrait Due
Personal Project	09	MAR	03	
	10		10	
Group Project	11		17	
	12		24	
	13		31	
	14	APR	07	
	15		14	
Final	16		21	Online Exam

FOLDER 14W-SYLLABUS-VAGD210 UPDATED 01-07-2014 15:57

TYPOGRAPHY

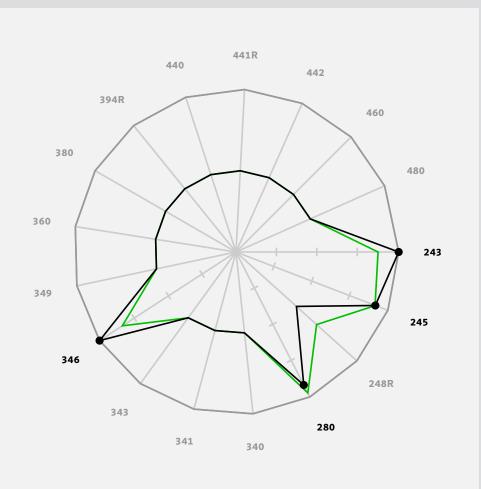
Syllabus templates for design courses. Developed while I taught at Brigham Young University.

2013

I visualized design student review data to address favoritism when assessing admission and scholarship awards

VISUALIZING DATA WITH PROCESSING TO PROMOTE TRANSPARENCY AND PROVIDE MORE ACTIONABLE FEEDBACK





BFA REVIEW DATA VISUALIZATION

Charts created with Processing to calculate admission rates and evaluate student performance for acceptance and scholarship awards.

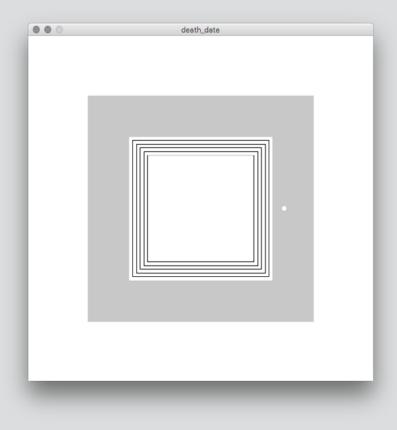
2016

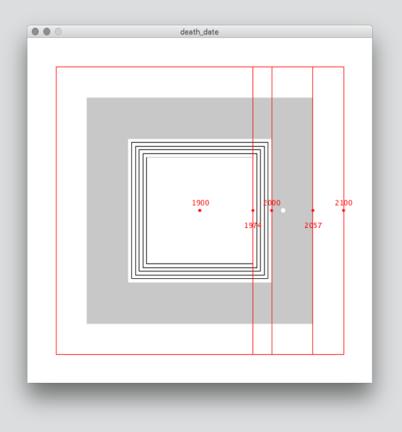
4.00	
	0
3.67	8
	8
3-33	0 0 0 0
	° o
3.00	0 0
	0
	0

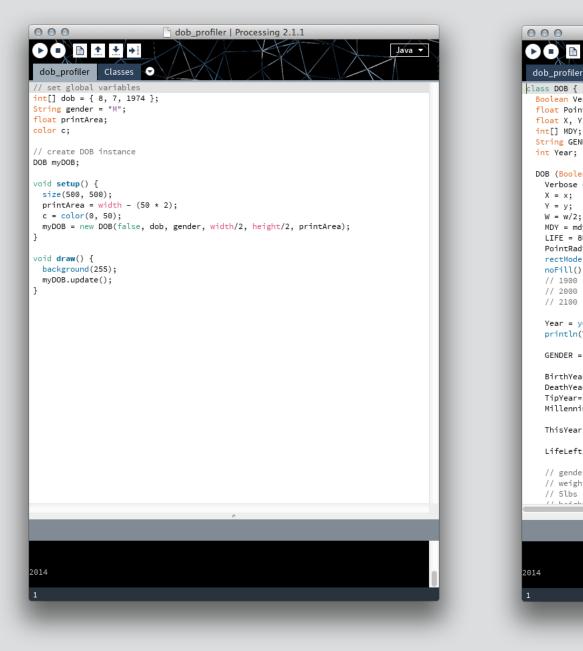
2.00 ——

For my upcoming 50 birthday, I'm updating my 2014 abstract visualization of death using Processing and population.io

WHEN I TURNED FORTY I WAS INTRIGUED BY THE QUESTION "WHEN AM I LIKELY TO DIE?"

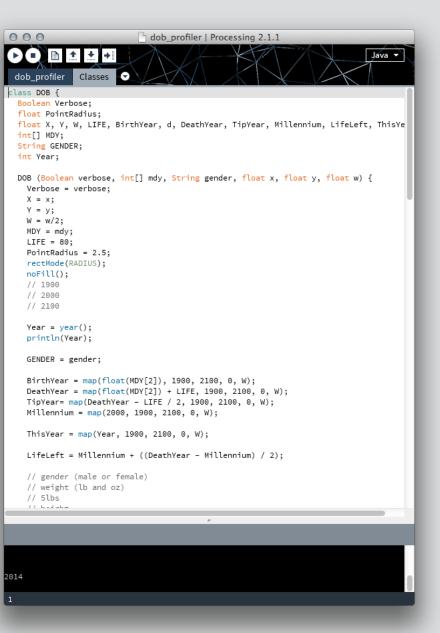






ABSTRACT VISUALIZATION OF DEATH

When I turned 40 years old I was intrigued by the question "When am I likely to die?". To answer my curiosity I created a Processing sketch that connected to the population.io API which estimated my death date using Doв, gender and location of birth.



int[] MDY;

int Year;

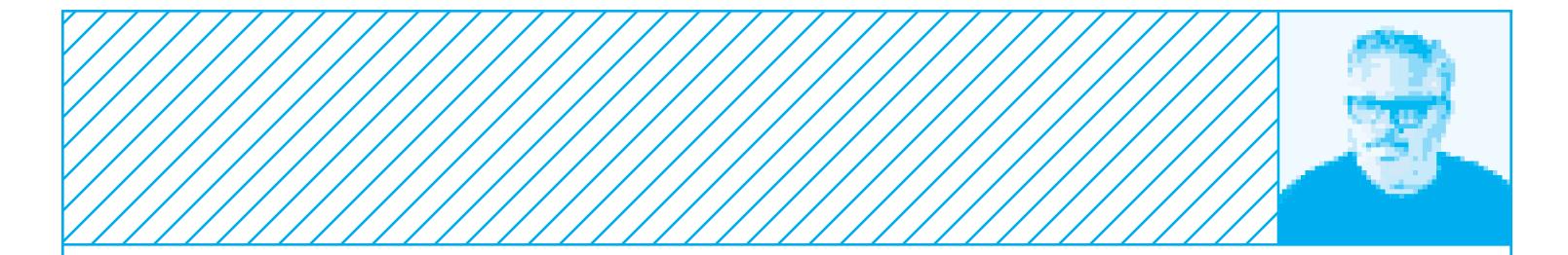
X = x;

Y = y;

W = w/2;

// 1900 // 2000 // 2100

// 5lbs



Thank you for reviewing my portfolio.

