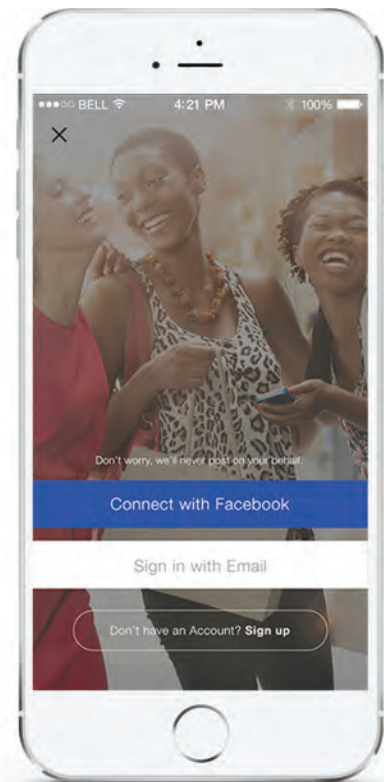
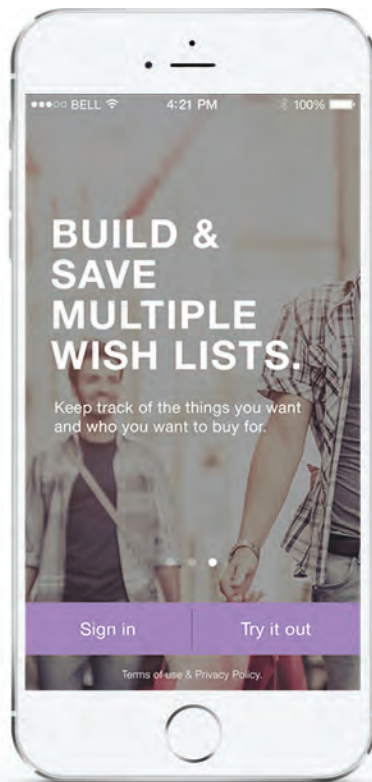
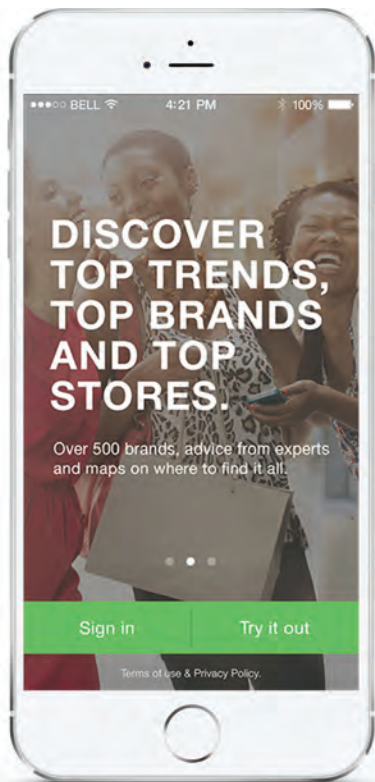
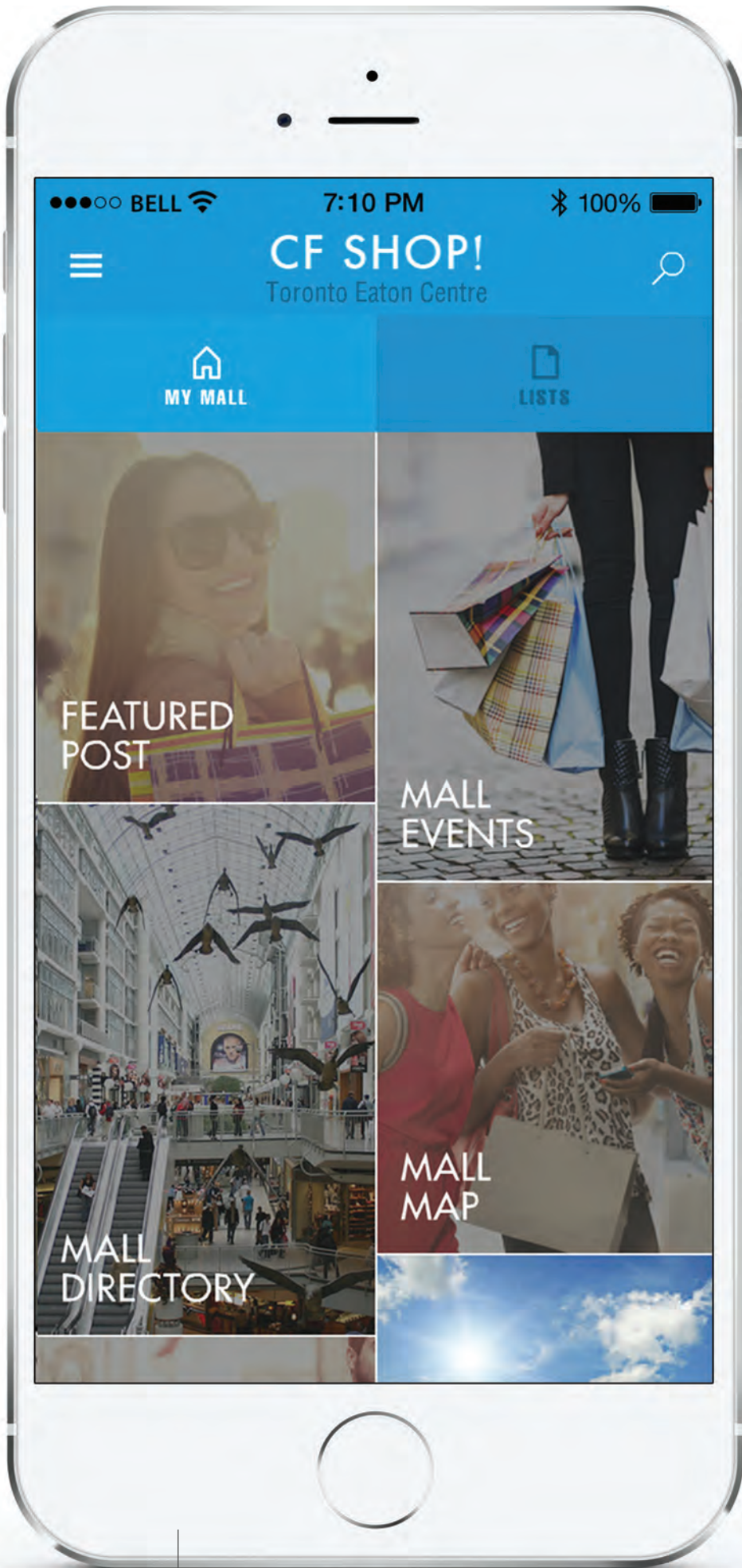


CF SHOP APP

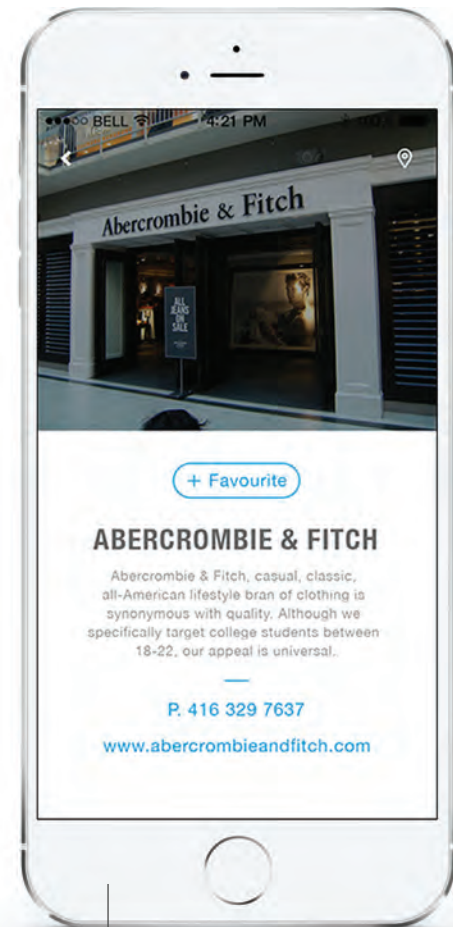
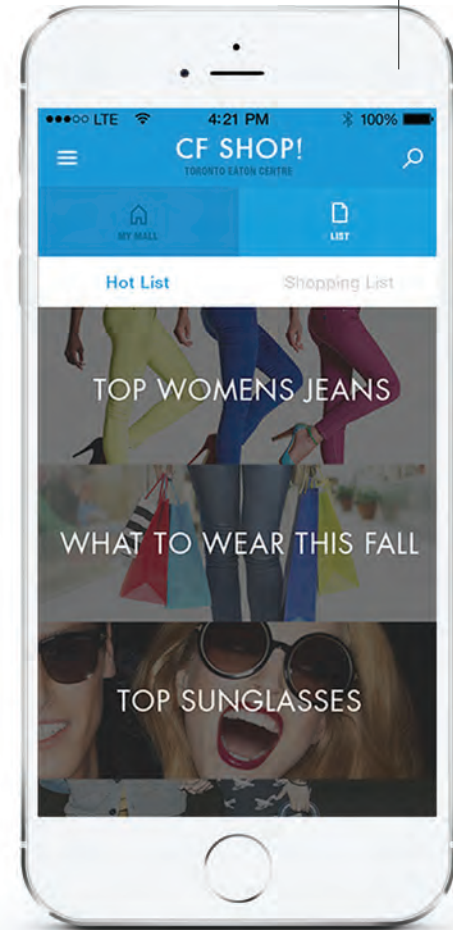
Cadillac Fairview needed a mobile app designed to work with all their shopping mall properties. I had been tasked to create the initial UX/UI for the project. I was required to develop all the wireframes and site maps for the project. The app allowed users to access mall maps, way finding, custom shopping lists, weather and store promotions.





Main Dashboard

Curated Lists



Store Page



Weather Function



Mall Way-Finding



CANADA NBA DRAFT 2014

Never in history has there been more Canadian picks for the NBA 2014 Draft. To gain even more hype around the draft, Canada Basketball had tasked us to create a innovative way to both highlight players and show the importance of this year. We took one step further and created a interactive info graphic to showcase each player as well as highlight historical Canadian players in the game.

NBA Draft Parallax Microsite



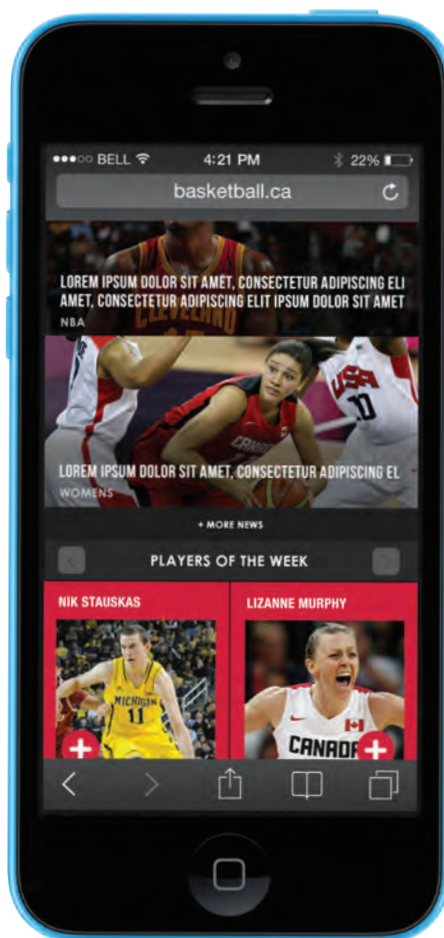
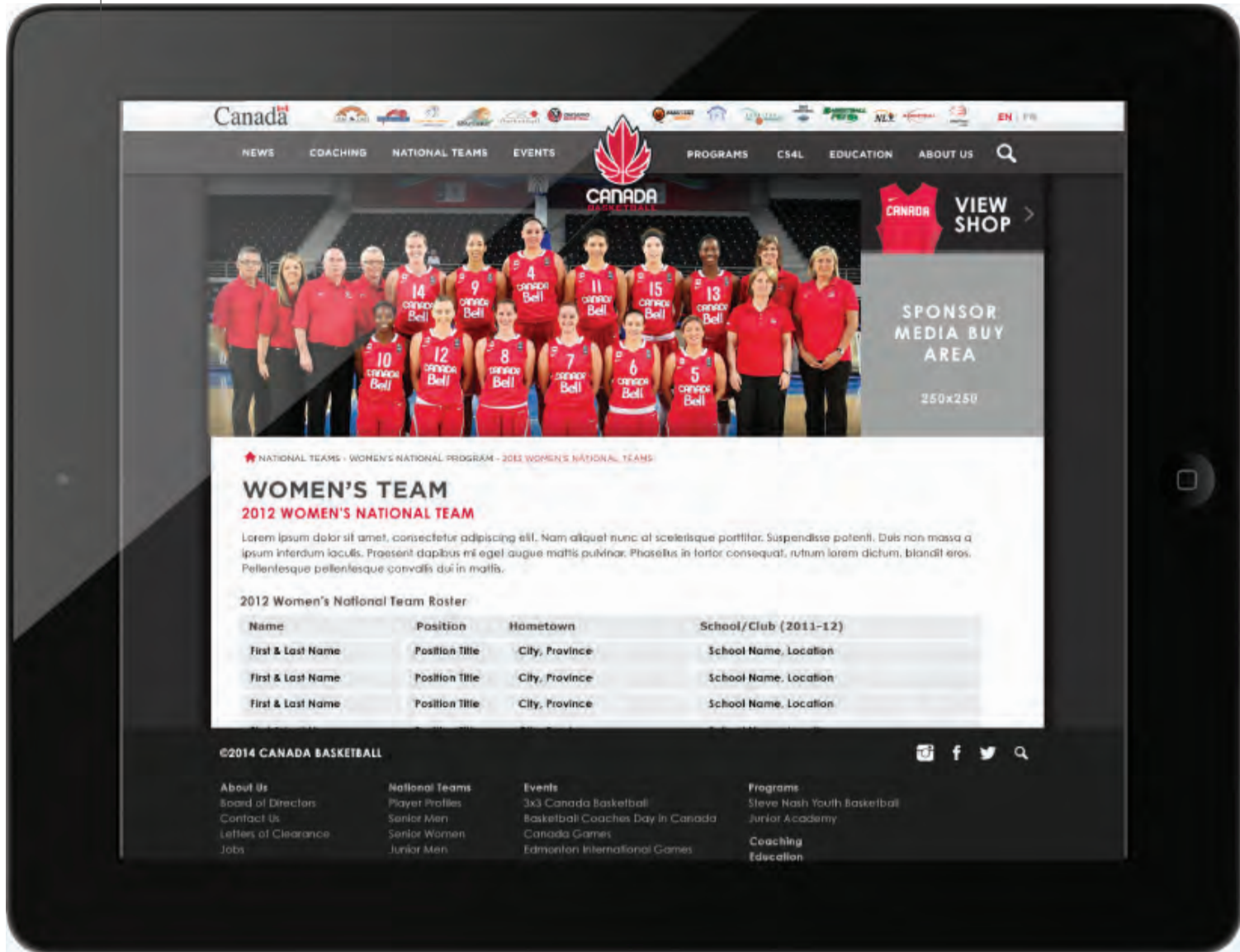
BASKETBALL.CA

I have also worked on the UX/UI and designed the new brand site for Canada Basketball. The entire site is responsive and creates a stronger emphasis on the news and updates coming out of Canadian Basketball

Canada Basketball Website



Responsive Tablet/Mobile versions





BLACK DIAMOND.CA

Parmalat approached us to redesign their BlackDiamond.ca brand site. They required a site that would not elevate one of their products over another in any way. Our solution was to create a unique interaction that let you slide, open and switch between products seamlessly through a series of panels and transitions. We also introduced recipe finders, kitchen tablet views, tip sections as well as an ongoing blog. This site was also awarded the Gold Medal at the Horizon Interactive Awards.

Splash Page



Home • Our Story • Our Cheeses • Recipes • Cheese Tips • Cheese Knowledge • Promotions • Français



BLACK DIAMOND®
CHEESE
SIMPLY
MAKES MEALS MORE
DELICIOUS



DISCOVER THE POSSIBILITIES
OF BLACK DIAMOND®
CHEESE

SHOW FOOTER

Trademarks owned or used under license by Parmalat Canada, Toronto, ON, M9C 5J1





Homepage Sliders



Expanded Product Pages



Mobile Homepage






PLAYSATIION

I have been fortunate to work with Playstation Canada to develop, design and launch the first ever Playstation Varsity Challenge across eight universities in Ontario. I was responsible for designing and producing the branding of the event, digital assets (Facebook tab and microsite), all the clothing on-site as well as contributed to the structure of the activation footprint.



facebook Search for people, places and things


PlayStation PlayStation Varsity Challenge Like



EVENT SCHOOLS GAMES PRIZING GALLERY FINALS

The PlayStation® Varsity Challenge is coming to your campus!

The PlayStation® Varsity Challenge is coming to your campus! Tryout for the team and you could represent your school and win!



\$10,000 IN CASH & PRIZES TO BE WON

THE CHALLENGERS

Come tryout during our 2-day stay on campus and compete in 3 gaming events! Click on a school for more information:

UNIVERSITY OF WATERLOO

UNIVERSITY OF TORONTO

Western

McMaster University

uOttawa





Queens

YORK UNIVERSITY

UNIVERSITY OF GUELPH

HIGHLIGHT FEED

Use #playstationvarsity to share your up to the minute stats!

-  **anamitra** wow, it's so cool to be attending to a Twitter-only conference. Loving #twtfconf
18 seconds ago
-  **ai3x** Great panel at #twtfconf
1 minute ago
-  **jessverr** Time for late night snacks: dark chocolate from wholefoods then #twtfconf
3 minutes ago
-  **anamitra** wow, it's so cool to be attending to a Twitter-only conference. Loving #twtfconf
18 seconds ago


Presented by: **PlayStation.**

NDS **PlayStation** **ES GAMES**

Event | Schools | Games | Prizing | Rules & Regulations | Gallery | Finals


facebook Search for people, places and things

PlayStation PlayStation Varsity Challenge Like



EVENT SCHOOLS GAMES PRIZING GALLERY FINALS

GALLERY



PREV NEXT

Presented by: **PlayStation.**

NDS **PlayStation** **ES GAMES**

Event | Schools | Games | Prizing | Rules & Regulations | Gallery | Finals

facebook Search for people, places and things

PlayStation PlayStation Varsity Challenge Like



EVENT SCHOOLS GAMES PRIZING GALLERY FINALS

Queen's UNIVERSITY

EVENT DETAILS

<p>DAY ONE Qualifiers: Oct 16, 2012</p> <p>DAY TWO Elimination: Oct 17, 2012</p>	<p>LOCATION: Lower Celliich - John Deslachs University Centre</p>
--	--

EVENT REMINDER

The PlayStation Varsity Challenge is coming to Queen's University. Leave your information here and we'll remind you before tryouts!

*Required Fields

*First Name <input type="text"/>	*Email <input type="text"/>	<input type="checkbox"/> Yes, I'd like to receive news, event reminders and other information about PlayStation Varsity Challenge.
*Last Name <input type="text"/>	*School <input type="text"/>	<input type="button" value="Submit"/>

By clicking "Submit" you are agreeing to the Terms & Conditions and Privacy

THE BLEACHERS

46,567 comments

 **Kauk Triang Pn** C10 & Founder at -Anonymous Malaysia- 6,169 followers
https://www.facebook.com/kutaktriang
created by https://www.facebook.com/OfficialAnonymousMalaysia
Reply · · Follow Post · Seen 11 at 5:05am

 **Mohamed Mekassi**
http://www.facebook.com/mohamed.mekassi.9
Reply · · Like · June 17 at 5:14am

 **Ade Kuntawan** 3mo dhama postel brook · 1,123 subscribers
HEY PLEASE SUBSCRIBE ME FOR SUBSCRIBE BACK PLEASE INBOX :)
Reply · · Like · July 17 at 10:26am

Presented by: **PlayStation.**

NDS **PlayStation** **ES GAMES**

Event | Schools | Games | Prizing | Rules & Regulations | Gallery | Finals

WIN \$10,000!*

PlayStation®
Varsity Challenge
PVC

The PlayStation® Varsity Challenge is coming to Queen's University!

**TRYOUTS BEGIN:
 OCTOBER 16-17, 2012**

Presented by:
 PlayStation.
 NOS
 Virgin
 EB GAMES

*In cash and prizes. See Rules & Regulations for details. Find out more at playstationvarsity.ca



PlayStation® All that training is about to pay off...
THE PLAYSTATION VARSITY CHALLENGE IS HERE!

PlayStation® Varsity Challenge PVC

EIGHT SCHOOLS ACROSS ONTARIO

A BIG THANKS goes out to all of our sponsors for making this one-of-a-kind varsity event possible.

PlayStation.
 NOS
 EB GAMES
 Virgin

PLAYSTATION GAVE US

8 VARSITY REFS
 8 PLAYSTATION VITAS
 14 TELEVISION MONITORS
 16 PLAYSTATION 3 CONSOLES

KILLER PR SUPPORT
 AND SOME CRAZY TEAM SPIRIT!

VIRGIN GAMING GAVE US

2 ON-SITE REPS
 EXCLUSIVE CAMPUS V.I.P. TOURNAMENTS

20 TWENTY-FOUR \$100 CASH PRIZES FOR OUR CAMPUS CHAMPS
 3 THREE \$10,000 GRAND PRIZES FOR TOURNAMENT WINNERS

NOS GAVE US

ASSISTANCE FROM THE LOVELY NOS ENERGY GIRLS
 8,000 CANS OF LIQUID FUEL

High-performance energy for all of our varsity gamers!

EB GAMES GAVE US

SWEET RETAIL SUPPORT
 KICK-ASS ONLINE DEALS

Training tips and study material to prep our challengers!

AND BLUEBAND?

MANAGED 47 CONTACTS FROM OUR CALL CENTRE - HIS NAME IS JOSH
 DEDICATED 100 STAFF HOURS TO "PRODUCT RESEARCH"
 CONSUMED 135 CANS OF NOS DURING OUR "OVERNIGHTERS"

MADE 243 PROOFS
 37 LEGAL REVISIONS
 READ OVER 3000 EMAILS (1800 CLIENT/1200 INTERNAL)

SPENT OVER 800 PROJECT HOURS TO DATE

CREATIVE 25%
 DEVELOPMENT 25%
 PROJECT MANAGEMENT 25%
 LOGISTICS 15%
 COPY WRITING 10%

HAVE ANOTHER 600+ HOURS PROJECTED

AND DELIVERED THE "OUT HUSTLE, OUT THINK, AND OUT SERVICE" YOU CAN ALWAYS EXPECT FROM BLUEBAND!

ALL THE ACTION KICKS OFF OCTOBER 16TH, 2012 SO GET READY...

IT'S GAME TIME!



WEETABIX.CA

Weetabix Canada had asked us to design the relaunch their new website in North America. It had been the first project I received out of school and my first time designing a full parallax website. The website had required heavy photo manipulation and the use of multiple layering and image optimization. Different versions of the site had to be designed to address both Canadian and American needs. The website had also been awarded a Best in Category from Horizon Awards.





SHINE ZONE



P&G

SHINE ZONE

P&G had requested a quick and easy to learn game where players can be informed about a many P&G products while having the chance to win free product. We developed a touch screen game that can be placed in any activation. You play a very familiar experience for parents in the audience: house can never stay clean! For the project I had sourced and created illustrations as well as animated all the interactions.



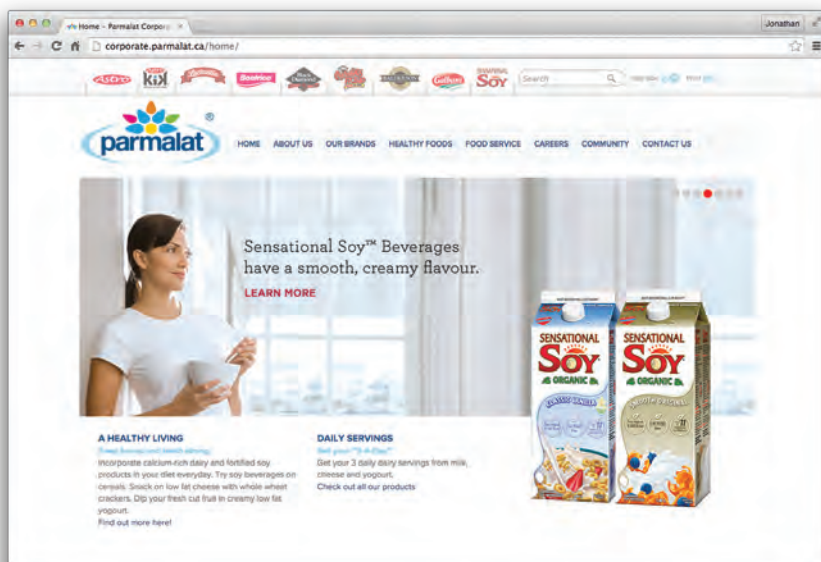


PARMALAT.CA

I was asked to develop the corporate site for Parmalat.ca. We decided to keep products and individuals brands top of mind for this site. With the use of strong white space and clean open design we were able to achieve a site where no brand over powered another and succeeded in providing a B2B minded and informative site.



Product Page



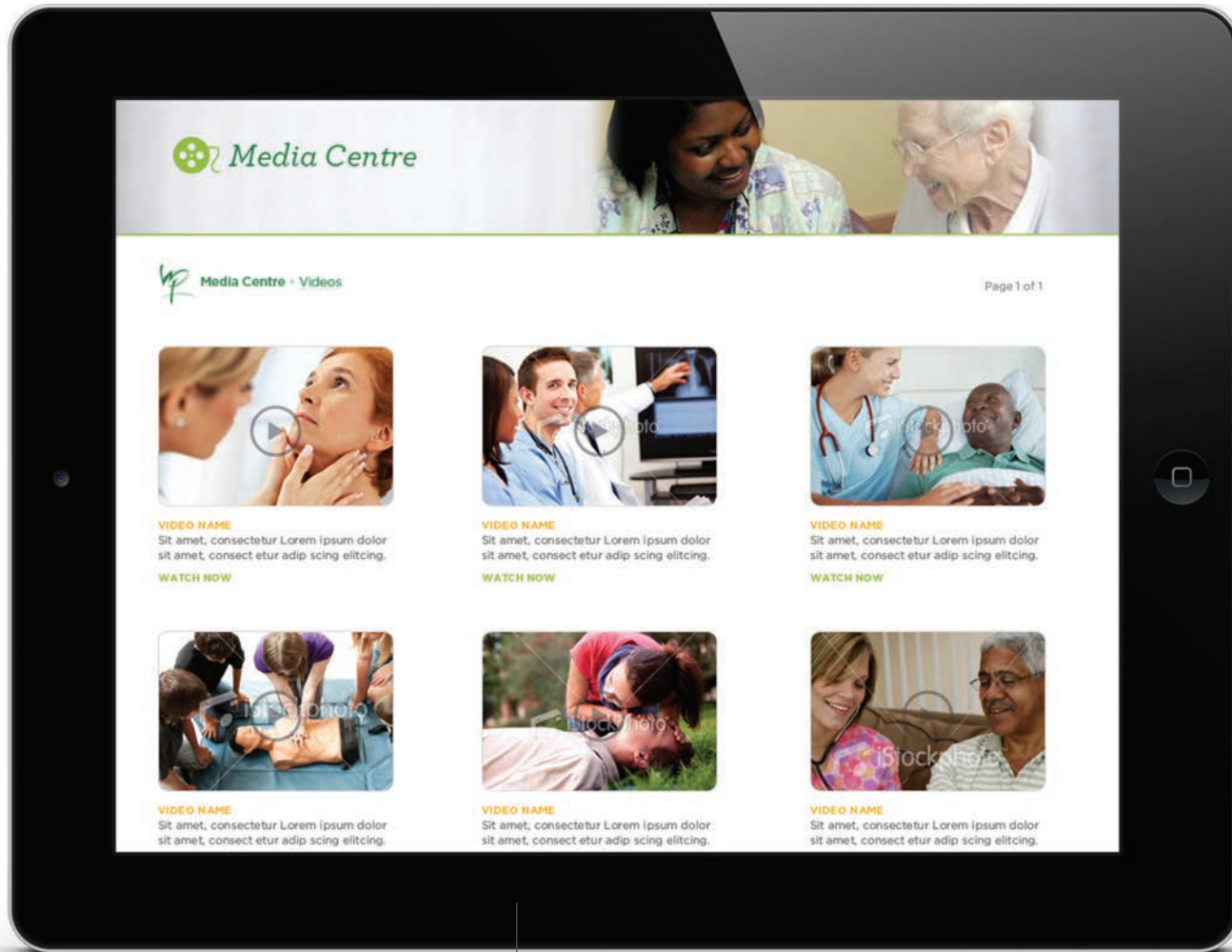
WESTPARK HEALTHCARE CENTRE

West Park Healthcare centre approached us to redesign the website for the Long-Term Ventilation Centre of Excellence. The site's focus was to educate healthcare professionals about the use of the Long-Term Ventilation equipment. The site incorporated videos, modules and a user forum.



Training Modules





Educational Videos

User Forums





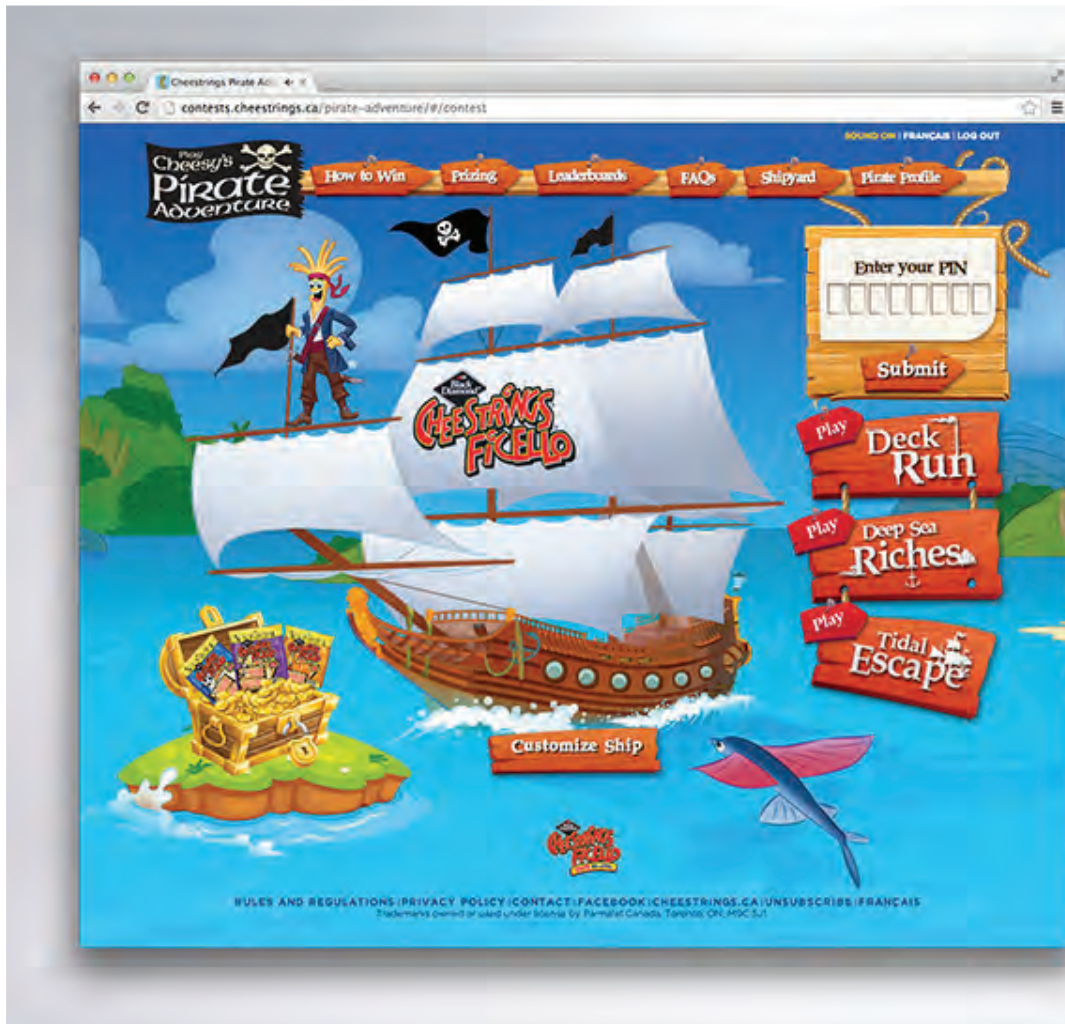
CHEESTRINGS

Cheestrings is a brand that I have worked on thoroughly. I had designed three years of Cheestrings promotions, where our main character, Cheesy, would go on adventures. These promotions are all themed from Cheesy goes to Hollywood to Cheesy as a sports legend. All the promotions consist of interactive websites and many games.



Disney Microsite





Customize your very own ship!



Over 1600 combinations

Homepage Customiation

Registration

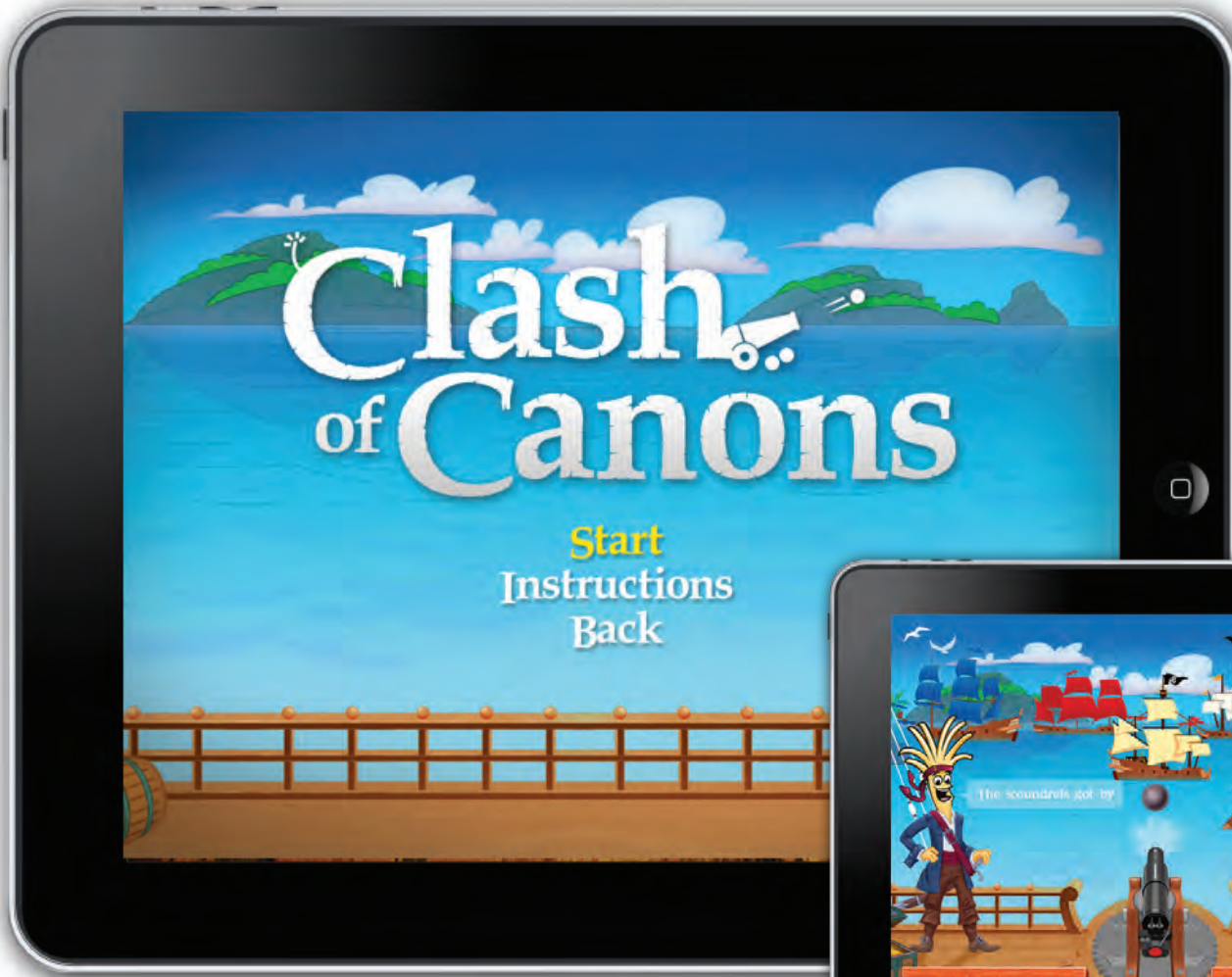
*Required Fields

*FIRST NAME	*LAST NAME
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*GENDER	*AGE
<input type="text"/>	<input type="text"/>
*PASSWORD (at least 5 characters long)	*CONFIRM PASSWORD
<input type="text"/>	<input type="text"/>
*EMAIL	*CONFIRM EMAIL
<input type="text"/>	<input type="text"/>
*PROVINCE	*ADDRESS
<input type="text"/>	<input type="text"/>
*CITY	*POSTAL CODE
<input type="text"/>	<input type="text"/>
*ADDRESS	PHONE NUMBER
<input type="text"/>	<input type="text"/>
<input type="checkbox"/> I am at least 13 years old and agree to abide by the contest Rules & Regulations.	
<input type="checkbox"/> Sign me up for exclusive offers and special promotions from <i>Black Diamond®</i> Cheesings®. You can unsubscribe at any time.	
By clicking Submit you are agreeing to the Terms & Conditions and Privacy Policy.	
<input type="submit" value="Submit"/>	

Registration Interface



Customization Interface



Various Games

**THANK
YOU**