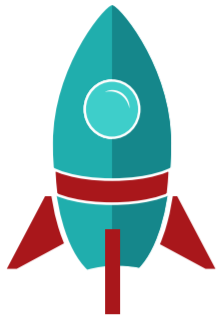


The proof may be “in the pudding” as the old saying goes, but when it comes to design, success hinges on process. My design process has been refined and tweaked over the life of 332 projects (and counting!) to produce consistent, quality user experiences, user interfaces, and designs for print and screen. Through my digital drafting and feedback cycles, together we’ll create a project that resonates with your audience and accomplishes your goals, and we won’t waste a second along the way.



## PROJECT LAUNCH PHASE

In the project launch phase we talk strategy. I work to understand your audience and context so that together we can devise a product that wows your users with its usefulness and slick look.

We’ll discuss your project’s:

- Goals
- Context / Target Audience
- Deadline
- Final Product Format
- Initial Ideas

**\$ DEPOSIT DUE**



## DIGITAL DRAFTING

Digital drafts pull together all the ideas we’ve discussed into a tangible design that we can discuss and refine. The first draft will be pretty rough - just enough on the page to see if our best idea will play out like we anticipated before committing too much time. If the idea looks like it will fulfill our hopes and dreams, we’ll add detail and polish step by step until we arrive at the final product.

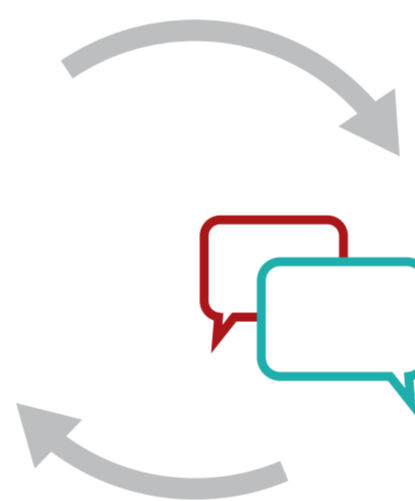
- Digital file
- Accompanying real-world mockup (if applicable)
- Progressive approximations



## SKETCH PHASE

Sketching allows me to take the information I’ve learned and quickly test out our best ideas for you to evaluate. Sketches are quick to create and easy to modify so we’re free to try out as many ideas as it takes to hit “the one”.

- Paper or whiteboard sketches
- Style examples
- Make course corrections and resolve problems
- Chart the breadth of the project



## FEEDBACK

After each draft, you will be invited to give feedback. This allows you to shape the project as it develops, which means no surprises! I’m happy to do as many drafts as it takes to create a product that will delight your target audience.

- Refinement & revision
- Two-way dialog
- I’m not happy ‘til you’re happy!



## FINAL DRAFT APPROVAL

**\$ BALANCE DUE**



## FINAL FILE SET DELIVERY

Your final file set will contain everything you need to print your brochures, use your new logo on the web and on your custom coffee mugs, hire a development team for your mobile app, or upload to your web host. I can deliver files in a variety of formats based on your needs. Additionally, you’ll receive a comprehensive guide with all the info you would need should you wish to extend your project in the future.

- Files for all use cases
- Guide with fonts and colors
- Delivered via email or cloud sharing