

**KAREN GOODFELLOW**  
UX/VISUAL DESIGN

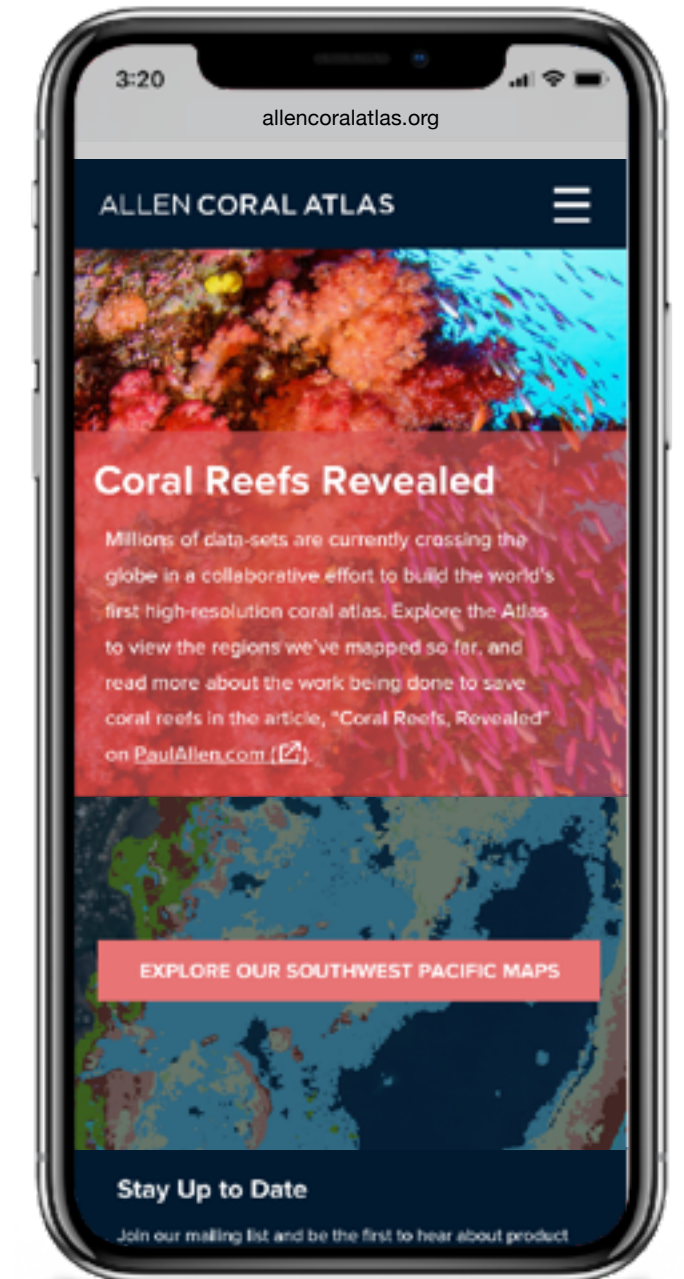


**PORTFOLIO** || Selected Works

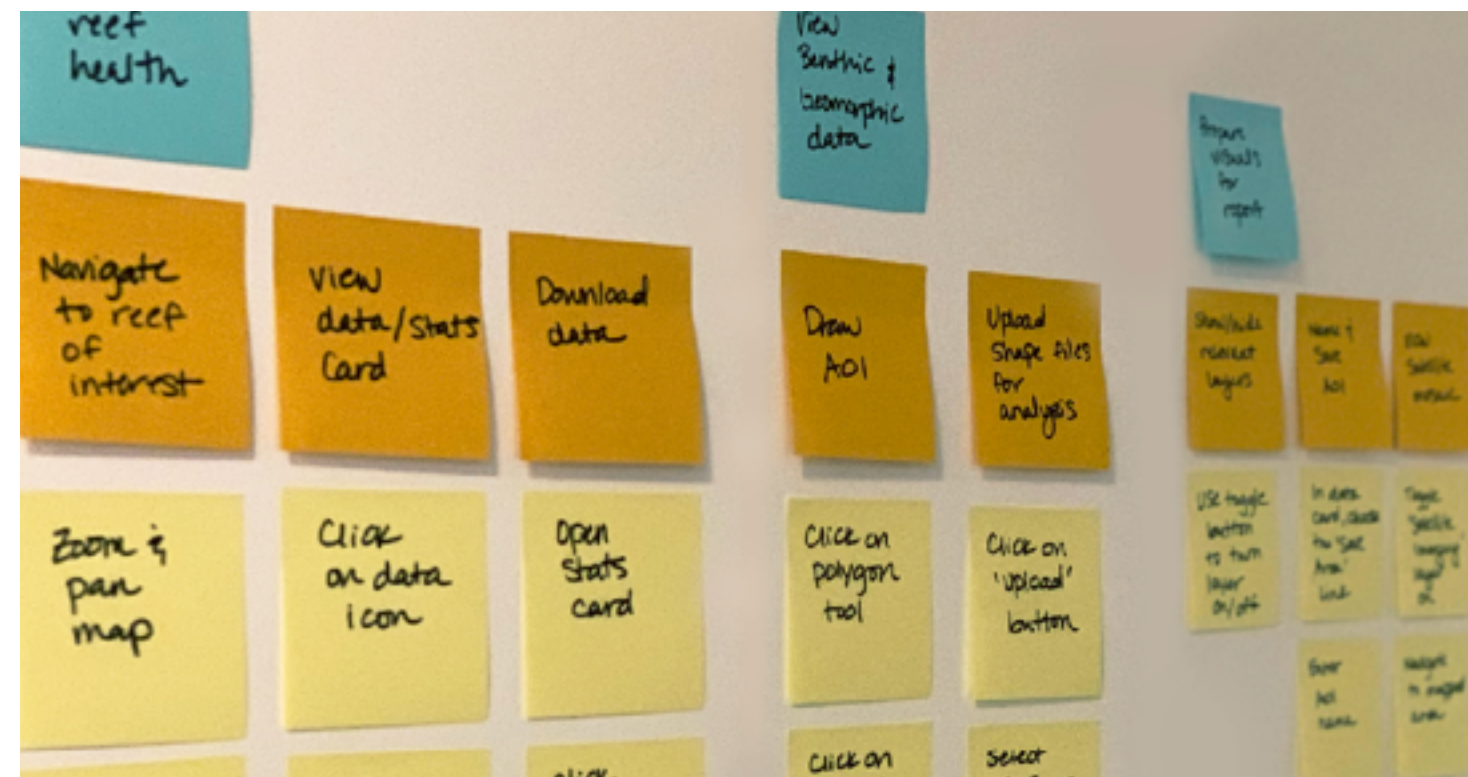
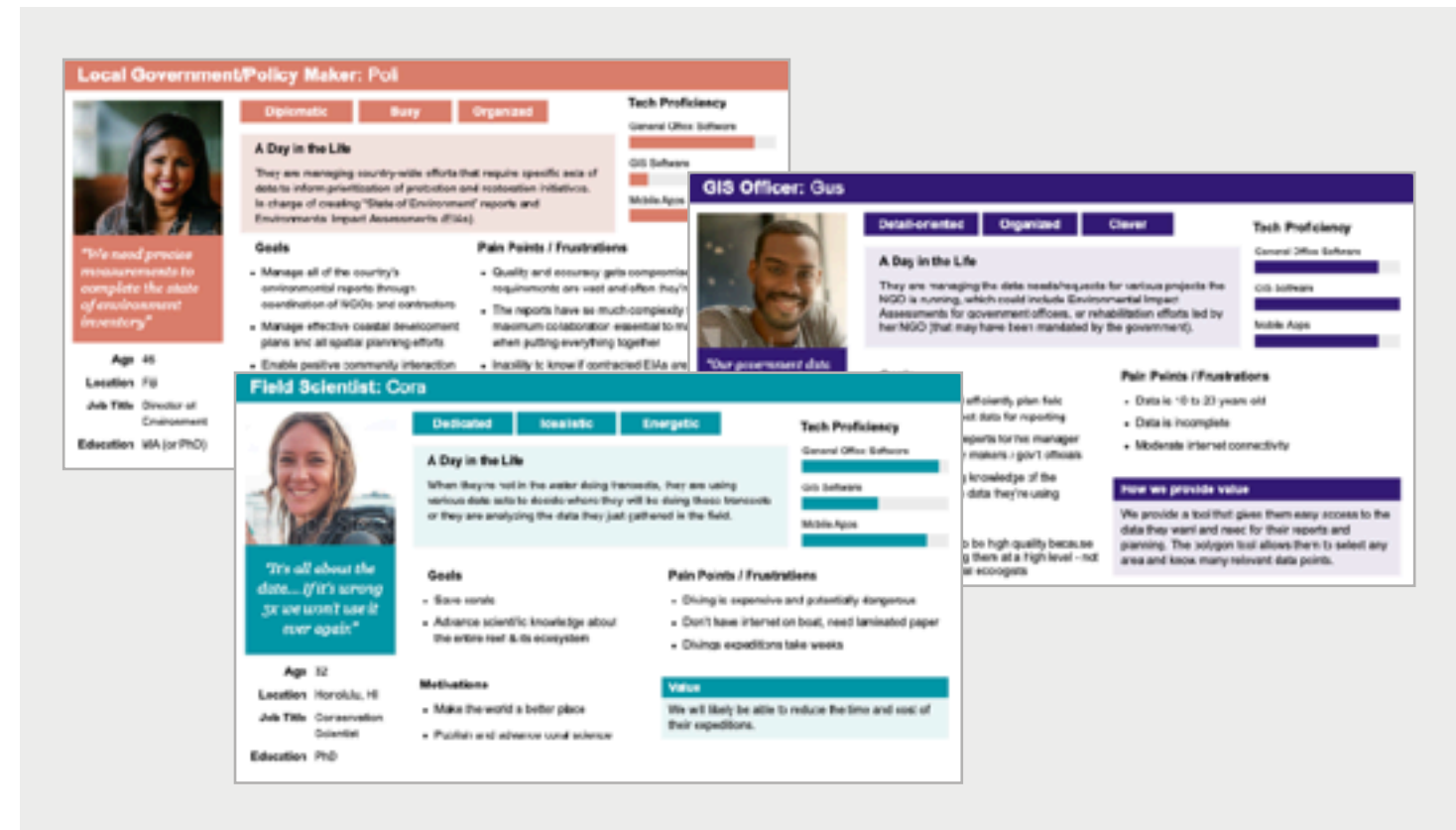
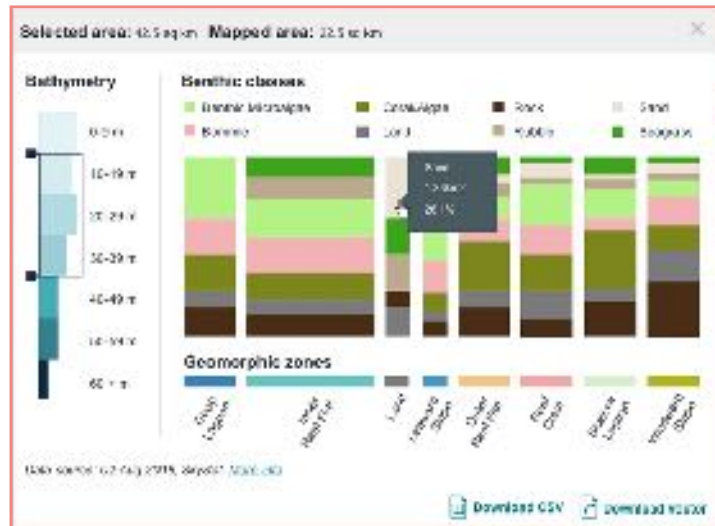
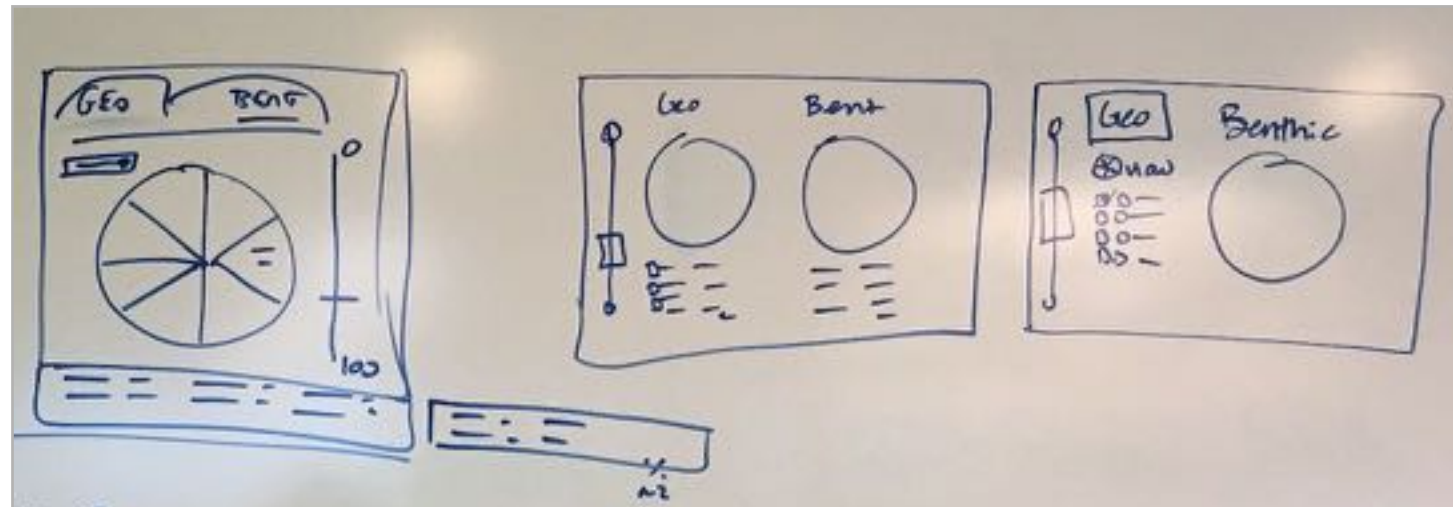
 **VULCAN**

# ALLEN CORAL ATLAS

The Allen Coral Atlas is a tool that lets scientists and conservationists view the health of coral reefs around the globe, providing access to high-resolution satellite imagery and mapped analysis of the reefs. In addition to organizing and contributing to user research and UX mapping exercises, I led the design from early proof-of-concept sketches all the way through the finished product and the informational site.





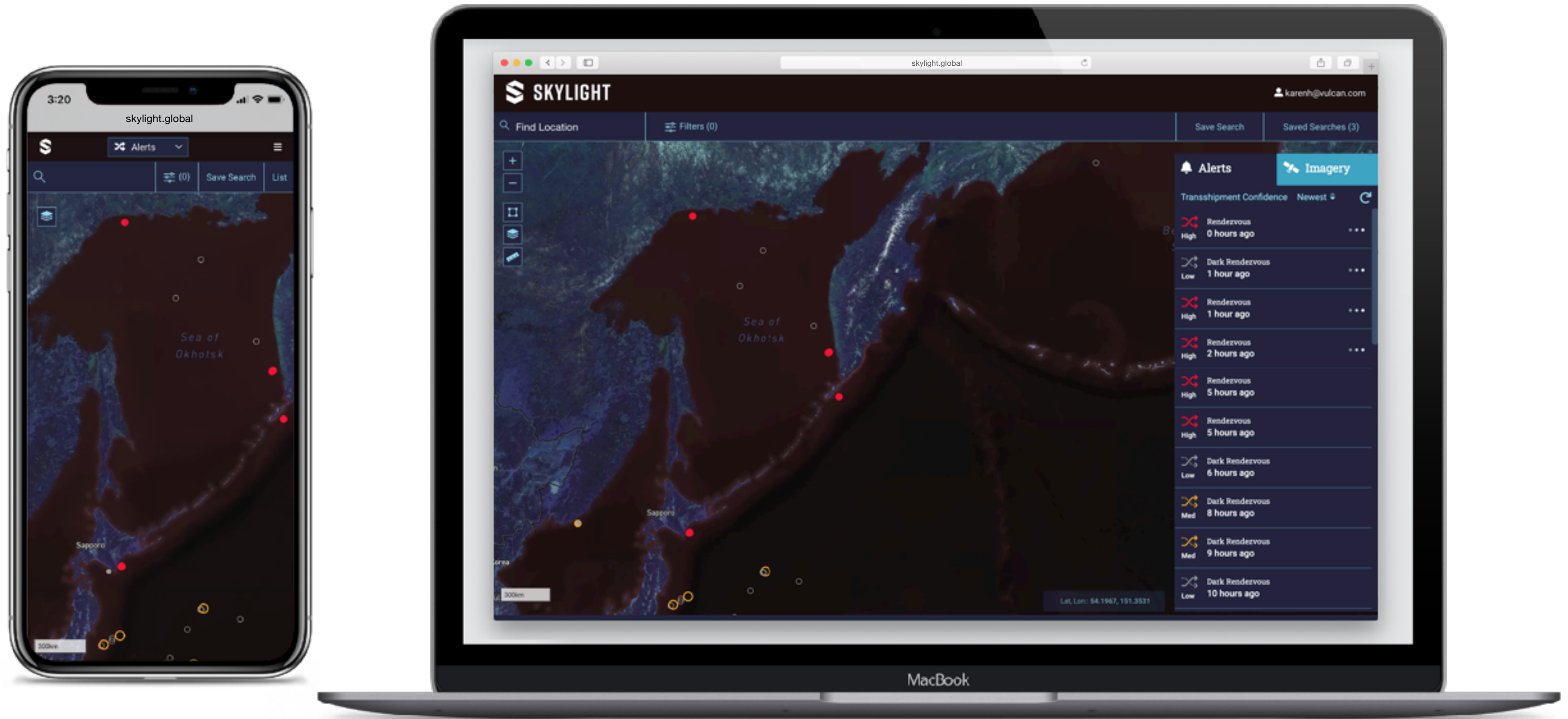




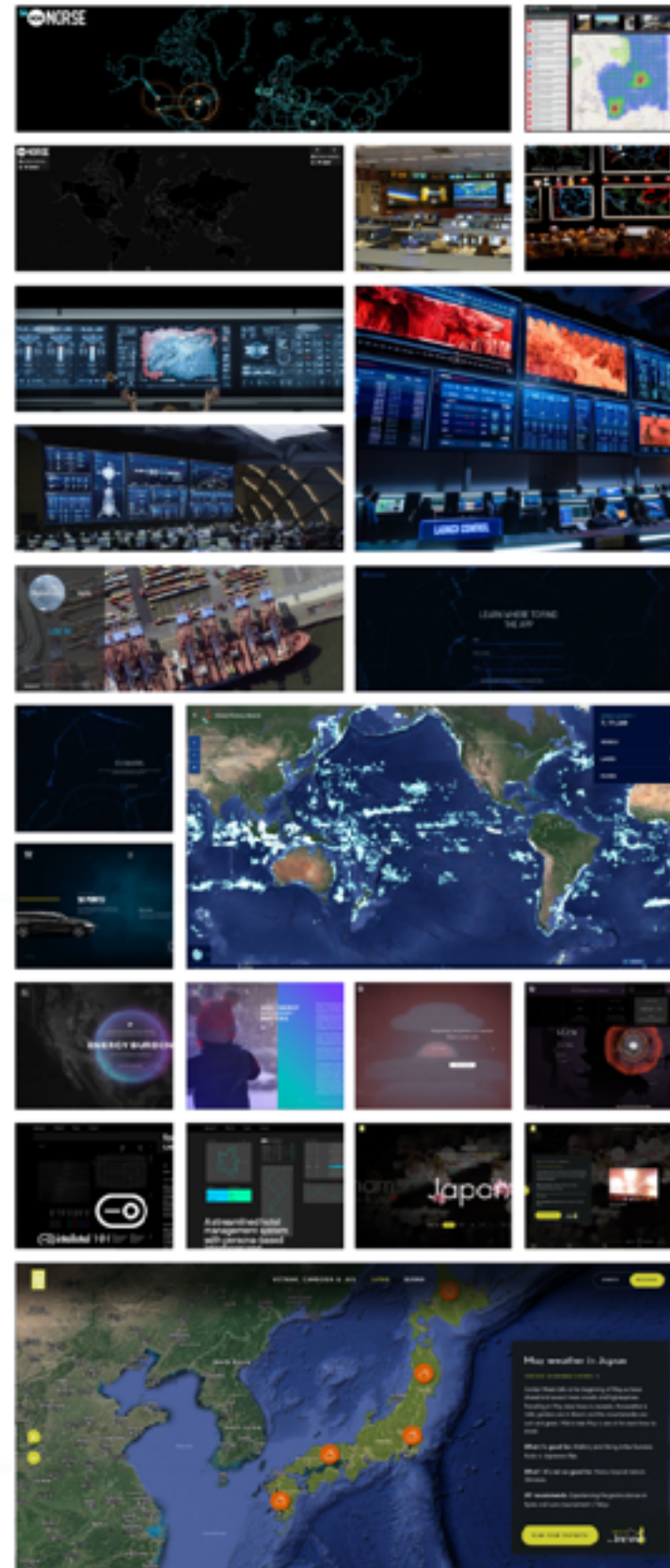
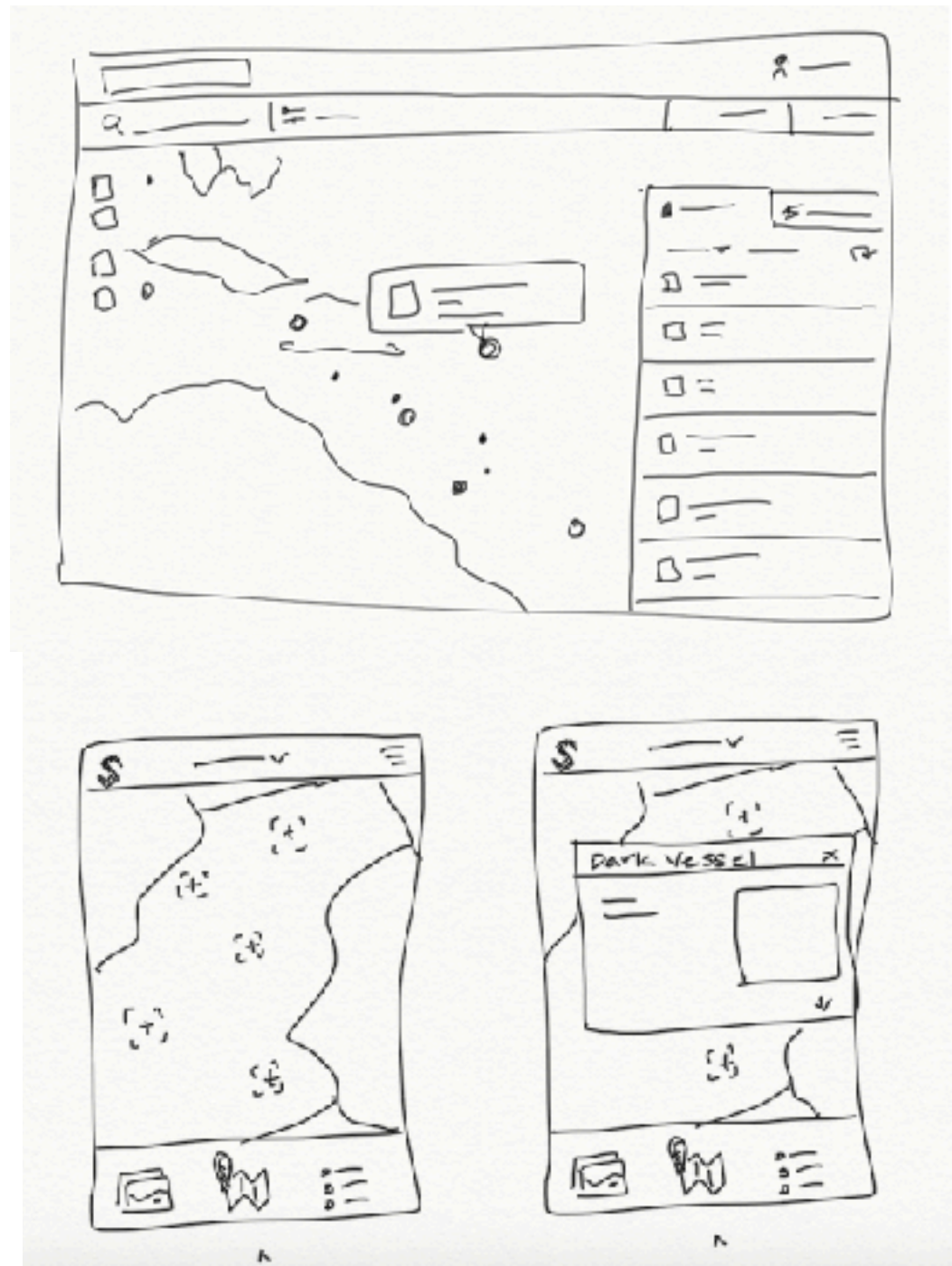
 **VULCAN**

# SKYLIGHT ALERTING PLATFORM

The Skylight alerting platform was created to help governments and maritime enforcement protect their fisheries and local economies by alerting them to potential illegal fishing activity. I led the UX and visual design of this web-based product, working with the project team to create a simple and intuitive interface that would be at home in a control room or operations center.







# ||| VULCAN

# EARTH RANGER

EarthRanger is a data visualization and analysis application designed to assist in the management of protected areas. This software collects, integrates, and displays historical and real-time data within a protected area, empowering managers and rangers to take immediate, proactive actions to prevent and mitigate threats. Over the course of the project I've led the UX and visual design, and collaborated in a myriad of user research activities including user interviews and persona development.







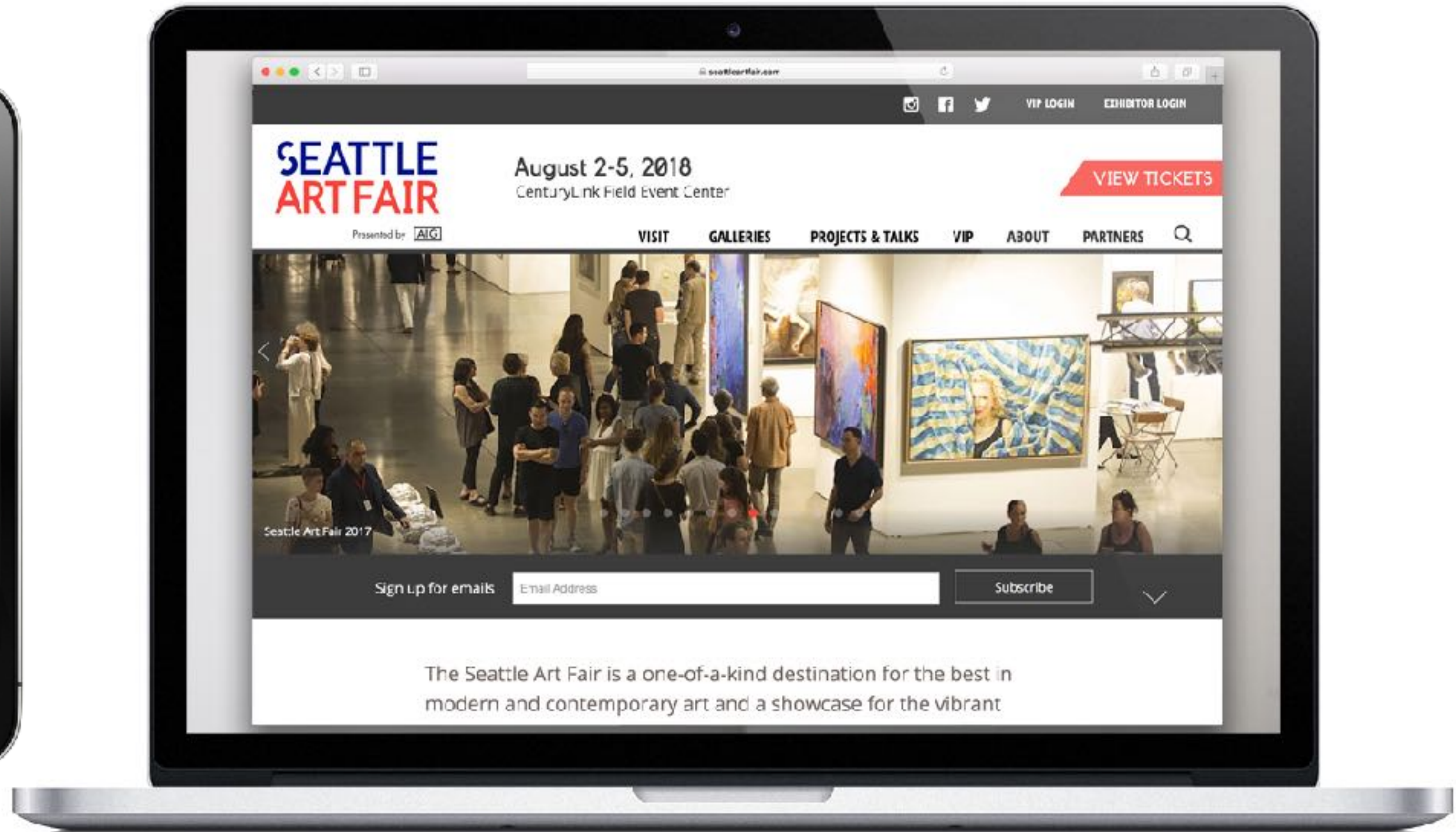




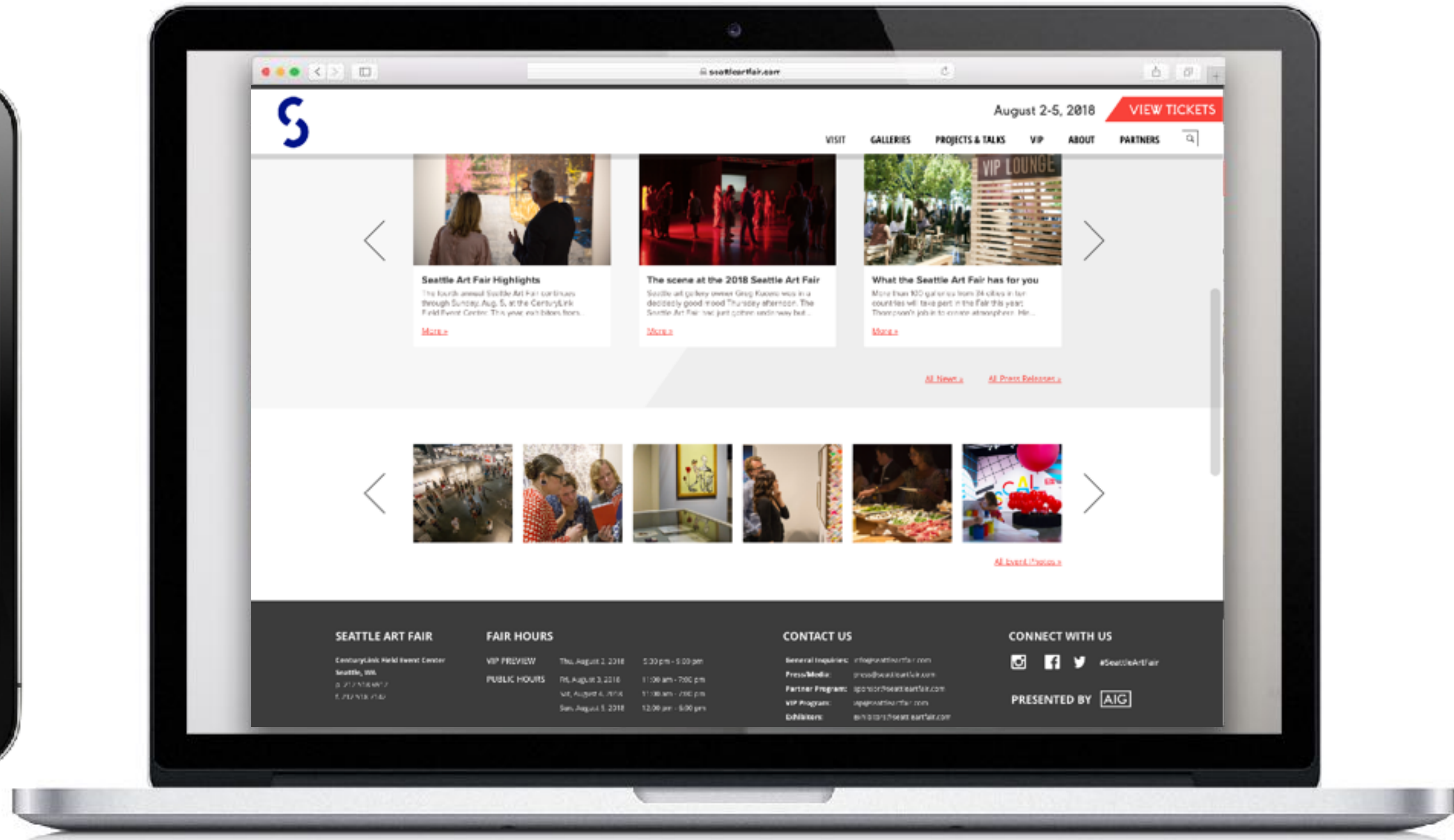
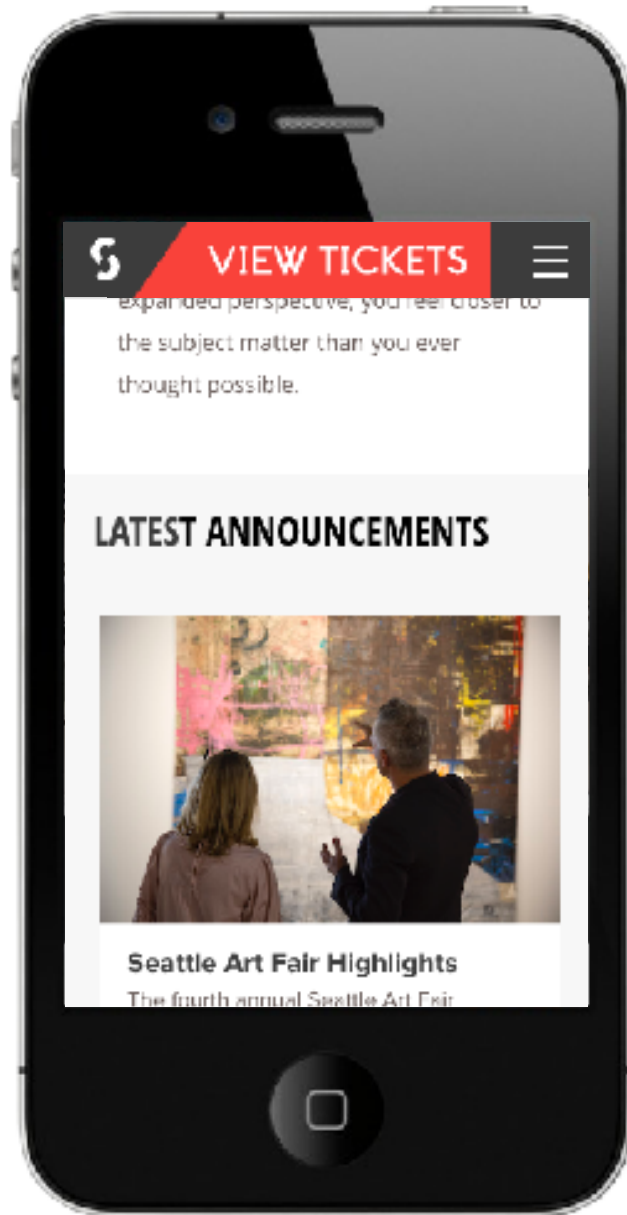
 **VULCAN**

# SEATTLE ART FAIR

I had the chance to redesign the website for the Seattle Art Fair's 2018 show. The teams I worked with provided wireframes and a sparse brand guide, and I used these to flesh out additional design elements and create a site that would showcase rich photography highlighting the art and the experience—a site that would appeal to both established collectors and those just beginning to explore the art world.





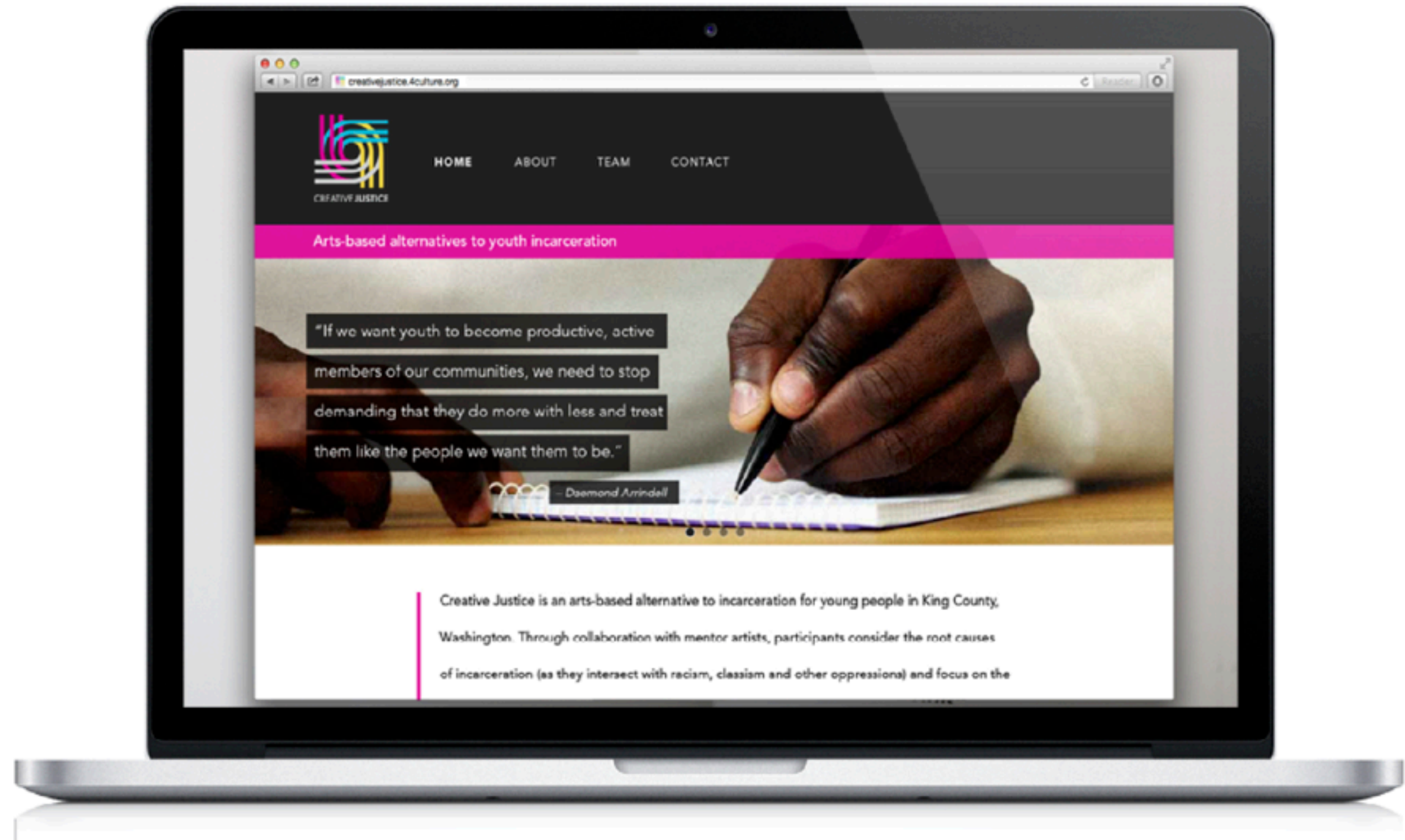
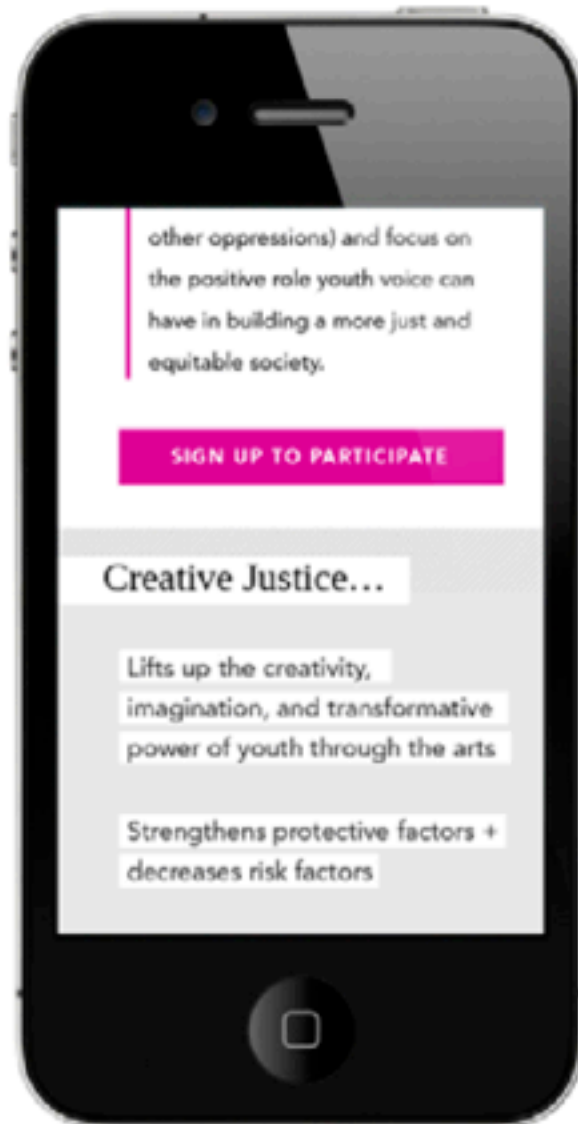


||| **FREELANCE**

# CREATIVE JUSTICE

Creative Justice is a program that offers arts-based alternatives to incarceration for young people by pairing mentors who are active in the arts with at-risk youth. 4Culture, one of the program developers, had a logo and basic brand guide, and needed to create outreach materials. I designed their website, using the project as a way to evolve the brand, adding design details and creating a visual language.







**KEY DESIGN PRINCIPLES**

1. Bright colors accent dark grays, light grays, and white.
2. Text is given plenty of room to breathe for easy readability.
3. Photography is bold and engaging.
4. A small library of design elements are used to with purpose, to pull in a sense of play and creativity, and draw the eye to critical information.

Form field label



**SIGN UP TO PARTICIPATE**

Neutral Black C #222223 34 / 34 / 35	White #FFFFFF 255 / 255 / 255	Pantone 427 C #94D500 148 / 213 / 0	Rhodamine Red C #E10098 225 / 0 / 152	Pantone Yellow C #FEDD00 254 / 221 / 0	Pantone 311 C #05C3DE 41 / 195 / 236

**TYPOGRAPHY**

Our primary typeface is Avenir Book, which is used widely throughout the site, including:

- body copy
- navigation
- quotes in the homepage hero

Supporting type faces include Avenir Book Oblique, used for:

- quote attributes

Avenir Black, used for:

- button text
- active nav

Brandon Grotesque, used for:

- page headers

**AVENIR BOOK**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**AVENIR BOOK OBLIQUE**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**AVENIR BLACK**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**BRANDON GROTESQUE**  
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj

**PG HDR BRANDON GROTESQUE 24PT U/C #E10098**  
Page content intro Avenir Book 28pt sentence case #222223

Body copy is Avenir Book set to 14pt #222223. Art makes us think and it feeds our spirit. It is also a conduit toward a more just world. By responding to personal and social issues through the creative process, youth and mentor artists engaged in Creative Justice articulate both the identity and potential of their communities.

**SUBHEADER BRANDON GROTESQUE U/C:**

- Prepare young people to be leaders in community and the workplace;
- Amplify youth voice as a source of community transformation;
- Promote teamwork, collaboration and community engagement;

**“I’m not saying that I’m gonna change the world, but I guarantee that I will spark the brain that will change the world.”**

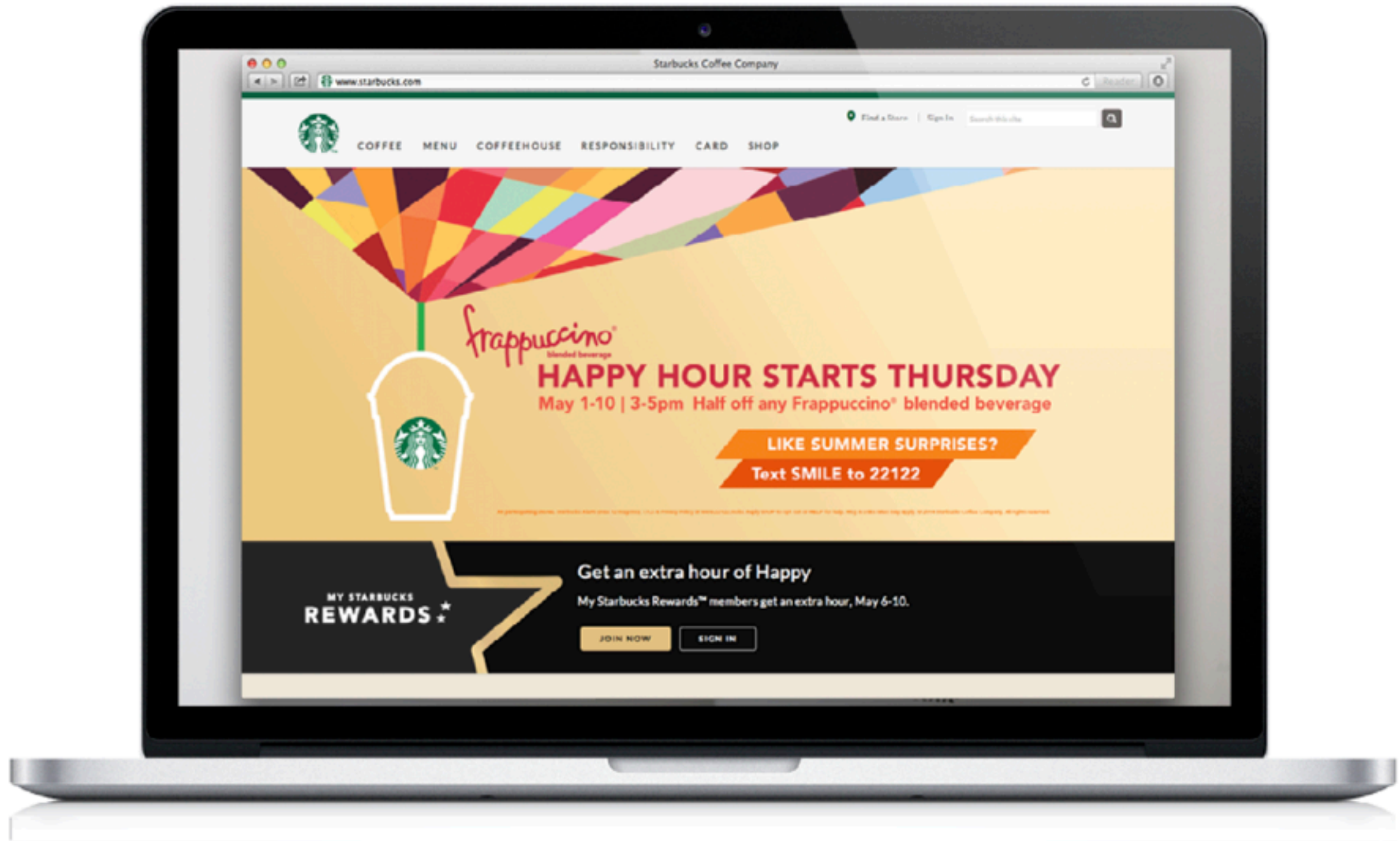
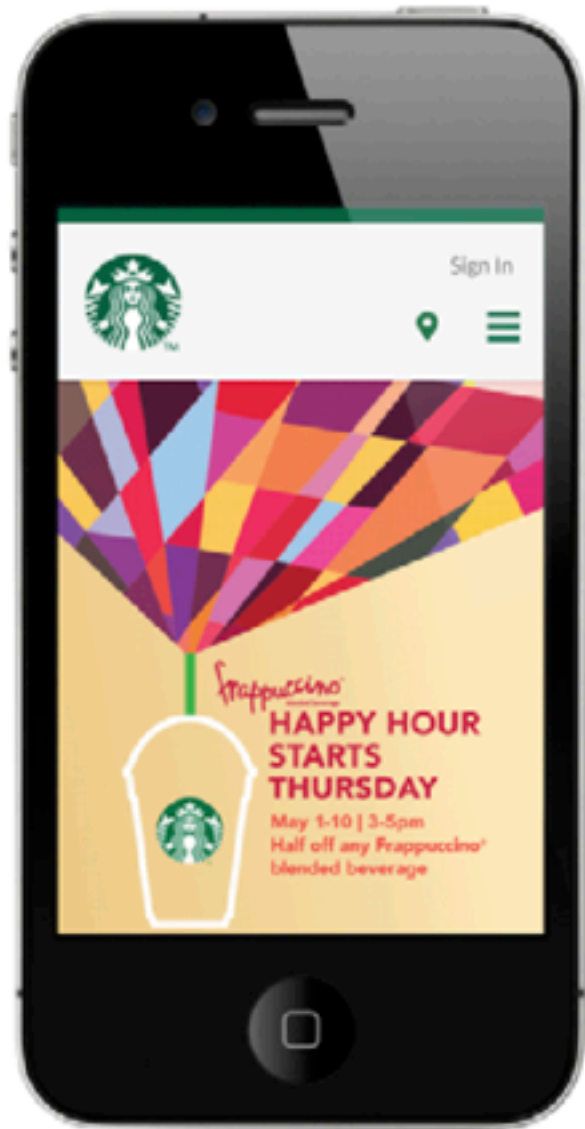


# ||| STARBUCKS

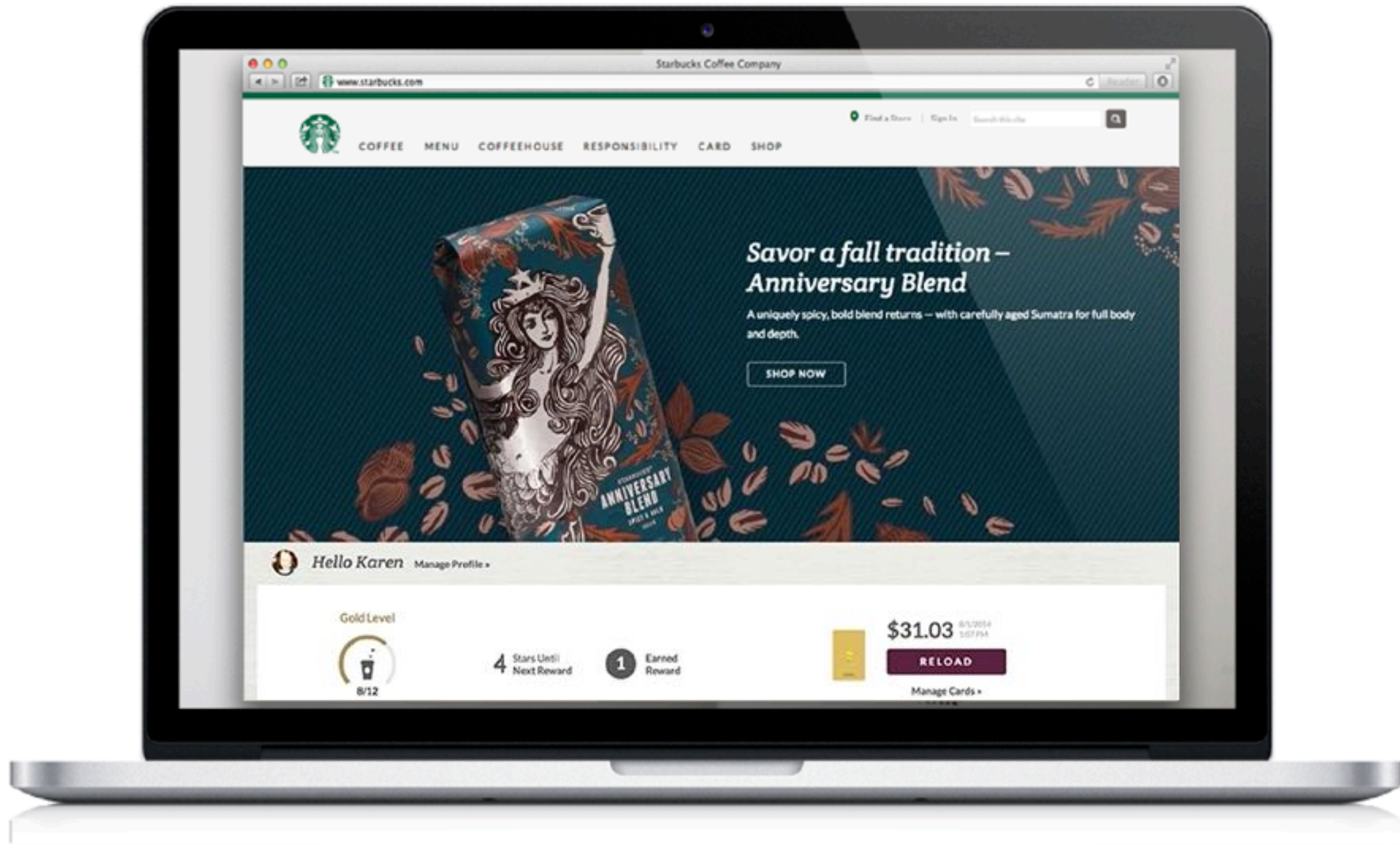
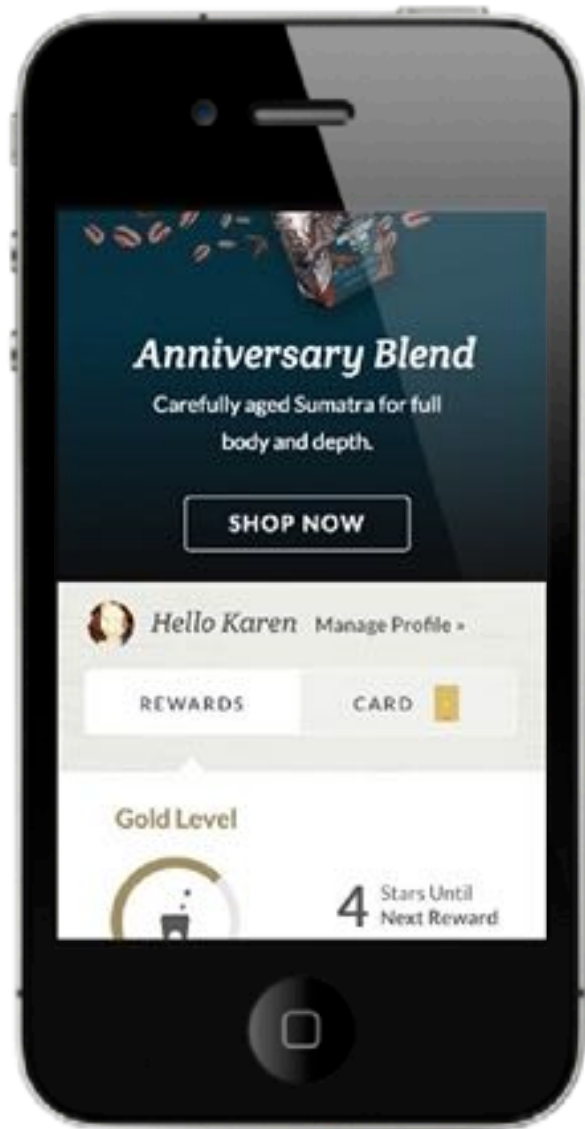
## HOMEPAGE & /COFFEE REDESIGN

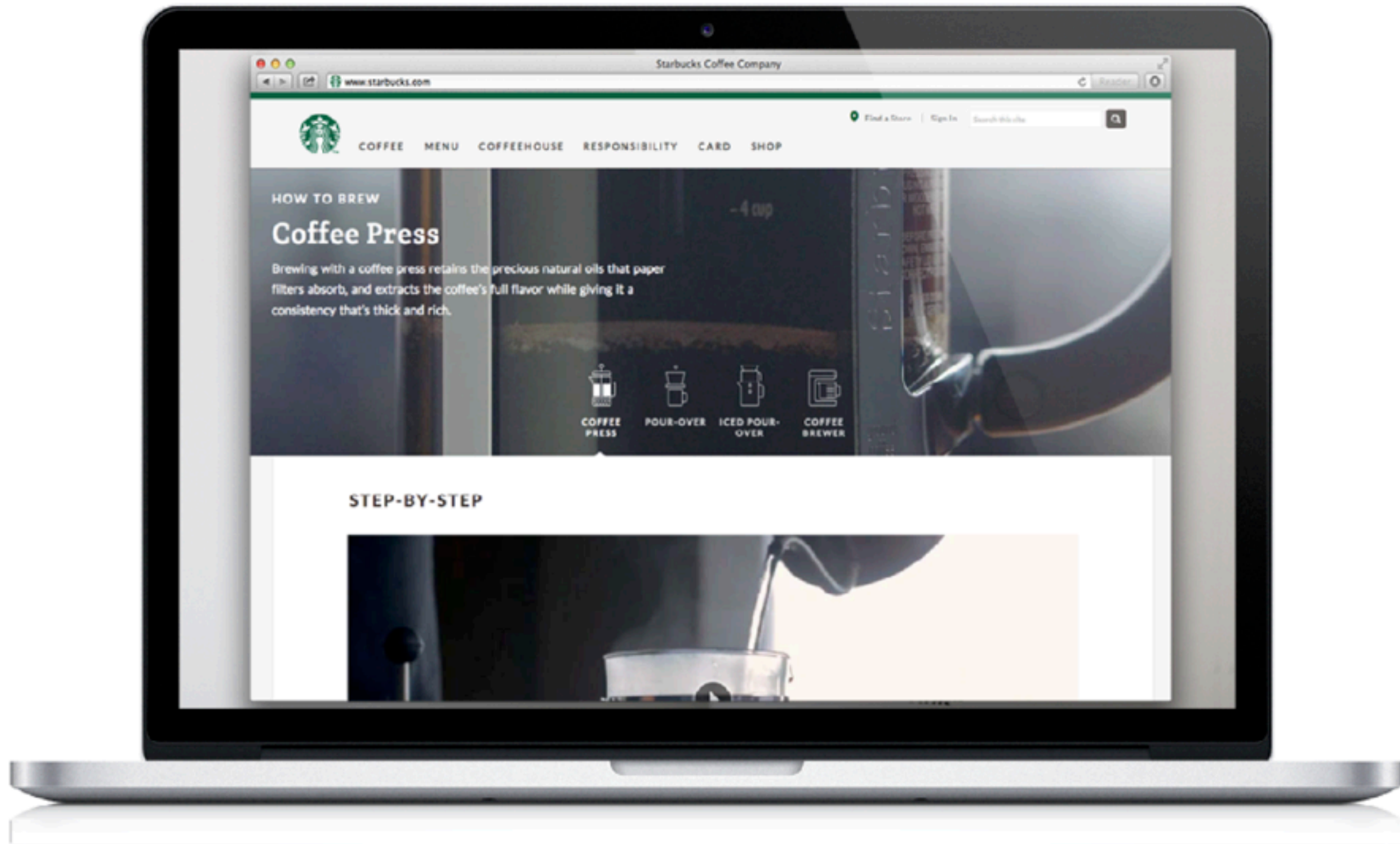
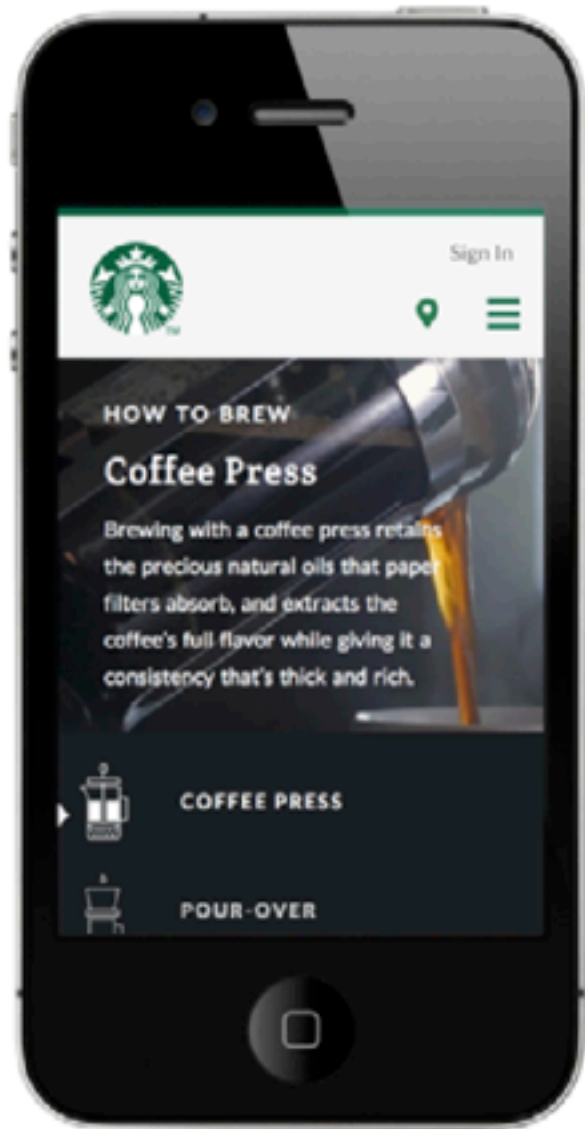
Starbucks.com is used by customers around the world, with regionally relevant content delivered in a variety of languages. I joined the Starbucks digital team to design a global update to the site, beginning with the homepage. We wanted a more modern design and a flexible system that would allow our global markets to offer a rich and informative experience for customers. Working with the project team, including a UX designer and researcher, as well as outside vendors, I led the visual design and collaborated on the new UX, ensuring an on-brand execution of the new and evolving digital rebrand.

Next, I played a similar role as we tackled the Starbucks.com/coffee section, and we rolled out a set of robust, immersive pages. New features allowed customers to easily and intuitively find their perfect coffee, learn how to brew, and shop for favorite roasts online.

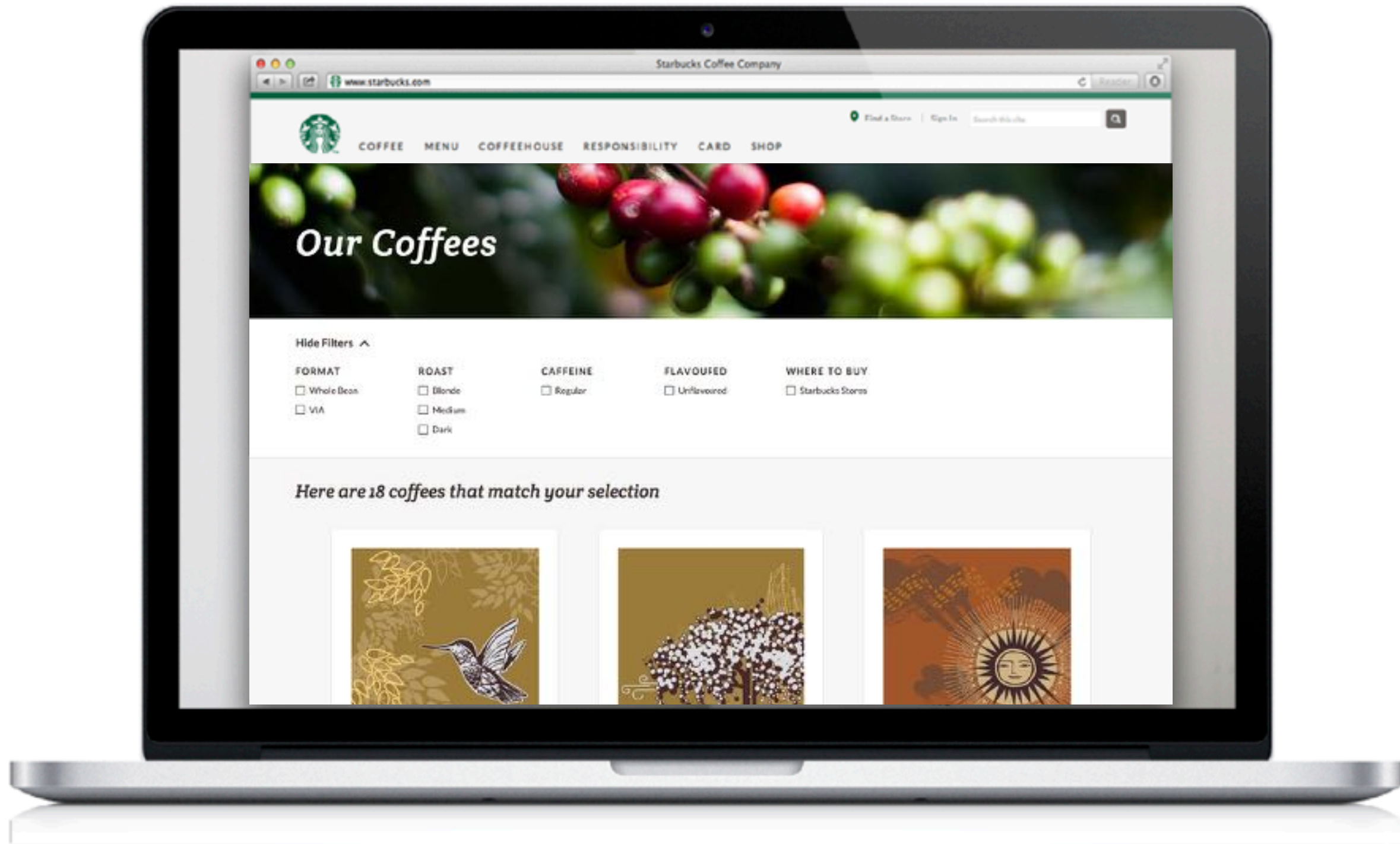
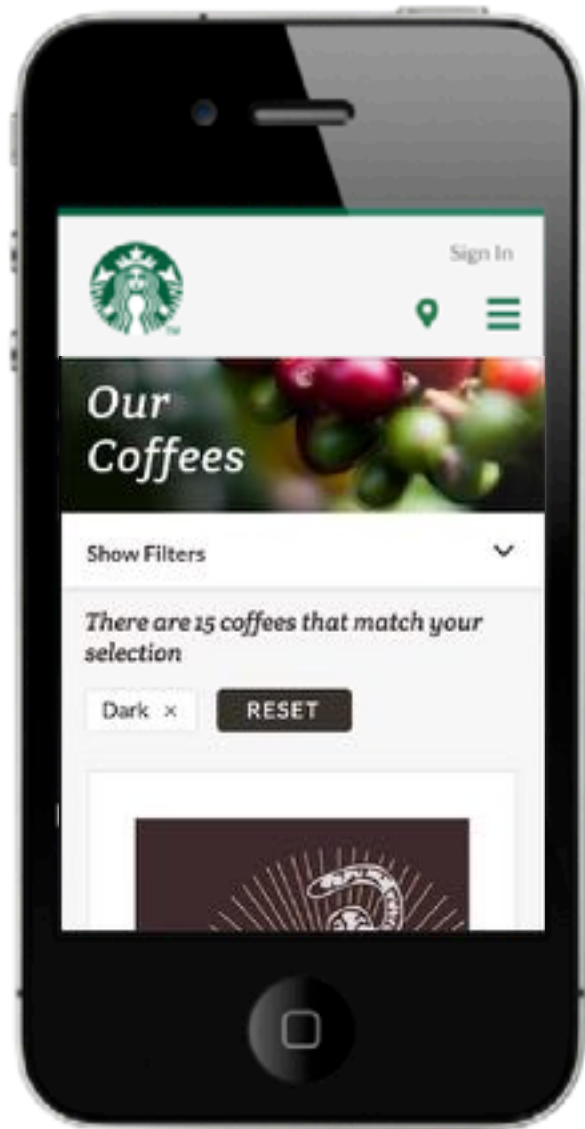















*Digital .com style guide*

*Color*

Swatch/Name	R	G	B	Hex value	Use	Notes
<b>FFF color</b>						
WHITE	255	255	255	#FFFFFF	• MSK bar background • content stripe background option	Use sparingly
LIGHT GREY	247	247	247	#F7F7F7	• icon background	Starb logo keeps its white background 
BLACK SLICE	36	34	33	#262626	• image mats	
SPIN GREEN	0	99	65	#006341	• starb logo • store locator icon • business introductions • MSK green level	Use no other 10%
DARK DROWN	61	58	53	#3D3D3D	• primary text color	
DARK DROWN (25%)	119	117	113	#777777	• secondary text color	
DARK DROWN (55%)	138	147	154	#8C8C8C	• subtle text color	
CTA PURPLE	148	147	144	#959595	• primary CTA button	Use no other 10%
CTA TEAL	35	84	86	#265557	• commercial CTA button	Use no other 10%
SHADE GREY	217	217	217	#D7D7D7	• divider type line color	
SUOTLE DOWDOR GREY	229	229	229	#E6E6E6	• Topline separator white foreground from light grey color background	
WHITE COPY	255	255	255	#FFFFFF	• default form box border type	

*Typography*

**Font stacks**

Font stack	Font family	Notes
Sans (Typographycorp)	Gotham, Avenir, Helvetica Neue, Arial, Sans	Gotham and Sentinel are the preferred font choice
Serif (Typographycorp)	Sentinel, Georgia, Times New Roman, Serif	
Font (Google)	Lato, Avenir, Helvetica Neue, Arial, Sans	Use Google fonts only as a backup choice, when Typographycorp fonts are not available
Self (Google)	Open Sans, Georgia, Times New Roman, Serif	

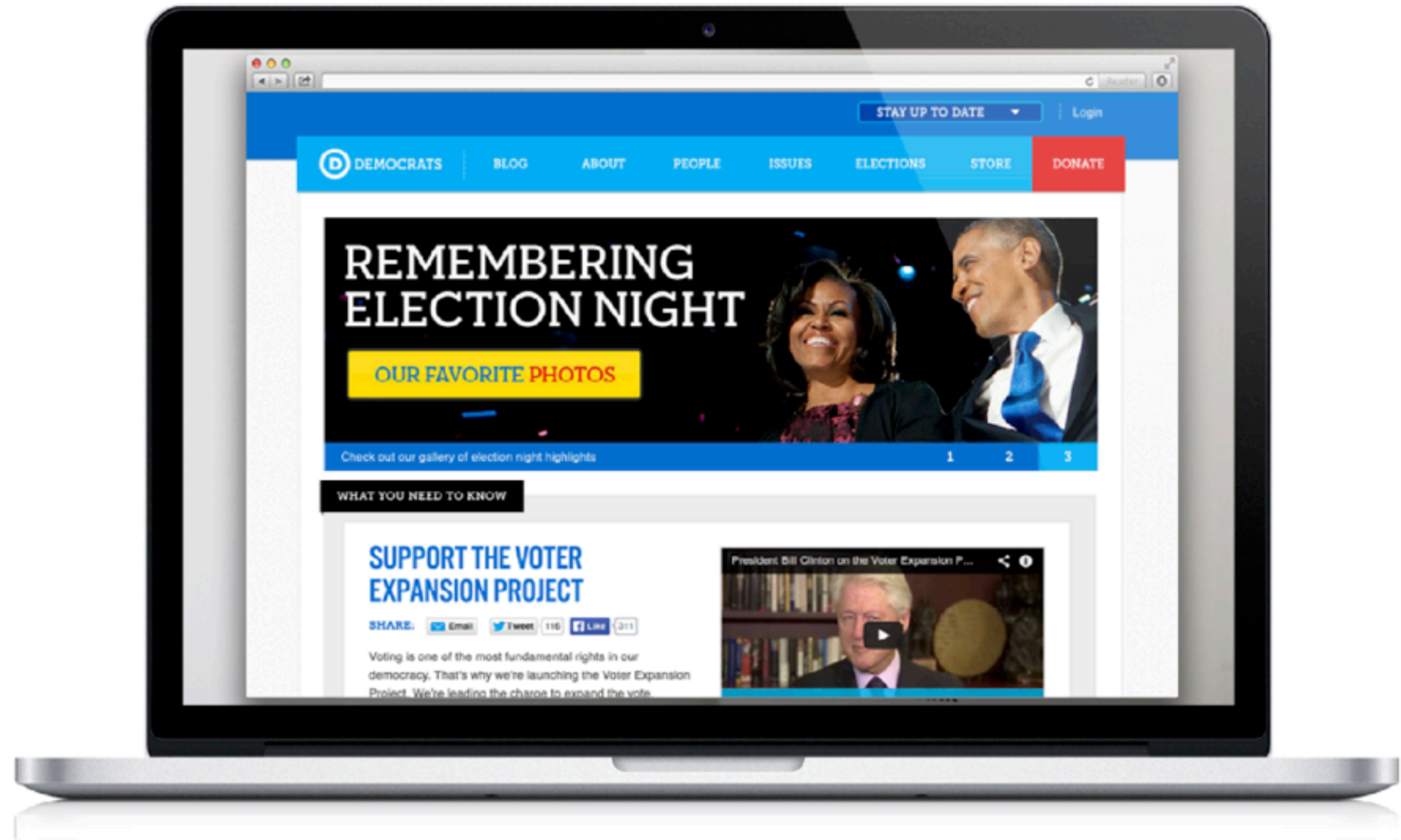
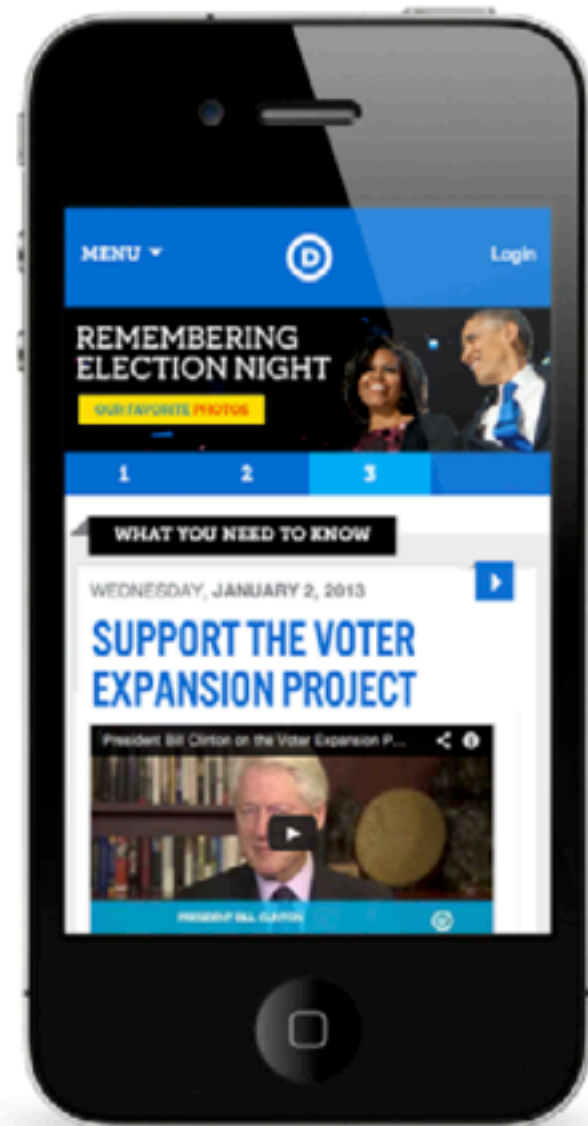
**Header**

Header	Font	Style	Size/Line height	Weight	Notes/Use cases
header1	Sentinel	Book Italic	48/70	d	• Use: H1 hero • Use: How to brew instructions
	Open Sans	Book	36/45		
header2	Sentinel	Book Italic	34/41	r	• Note: always uppercase • Use: H2 content at p
			32/40		
			26/34	m	
			26/34		
header3	Sentinel	Book Italic	26/30	m & l	• Use: H3 app id
			24/27	m	
header4	Sentinel	Book	48/74	d	• Use: coffee hero
			42/49		

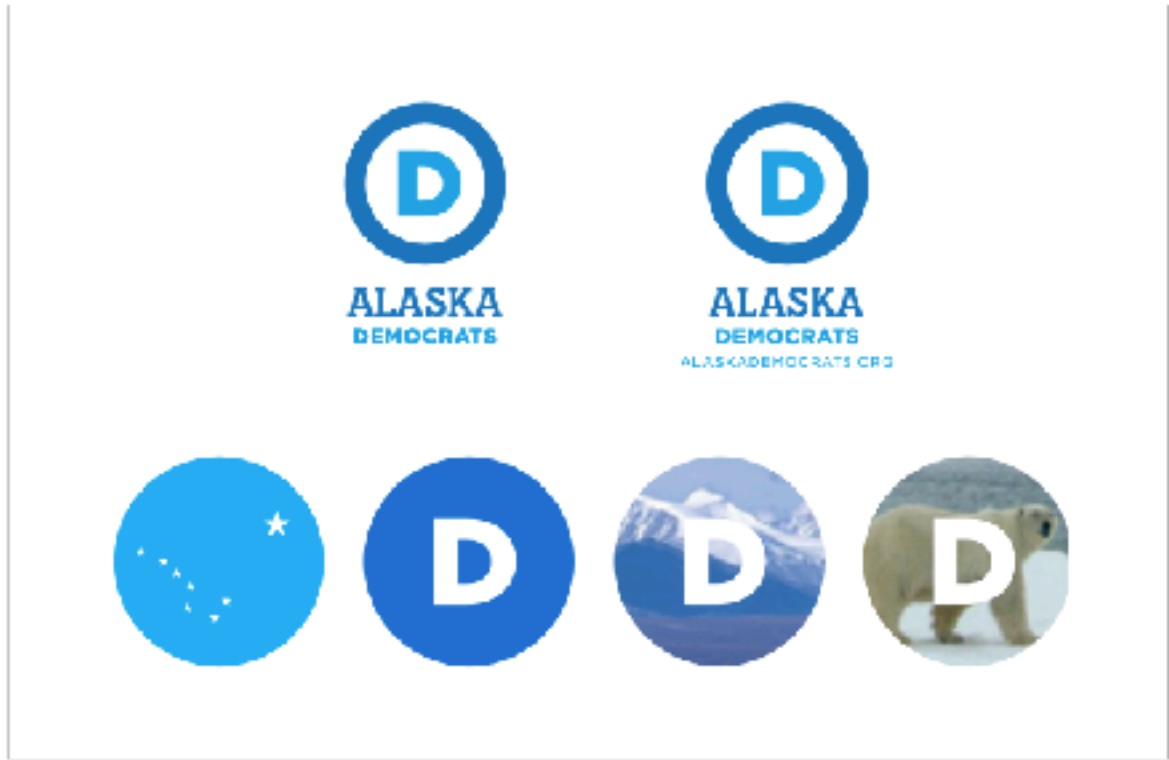
# DEMOCRATS

## WEBSITE DESIGN, BRAND EVOLUTION & EXECUTION

During my time at the DNC, the Democratic Party rebranded. Working with an agency, we left behind the stale, staid stars-and-stripes motifs and embraced a direction that better represented the party as modern, progressive, and welcoming of change. As caretaker of our new brand, I started with the basics, designing business stationery and other materials. It was quickly obvious we'd need a more robust brand system. I used our website redesign as a playground for creating new design details that would expand on the basic brand guide we'd received. I then utilized the design of social media graphics as another opportunity to play with brand expression, and incorporated all these new details into a new, expanded brand guide.











**PRESIDENT OBAMA'S TOP ENVIRONMENTAL ACCOMPLISHMENTS**

- Issued the first-ever national standards for mercury emissions for cleaner air.
- Set groundbreaking fuel standards for cars and light trucks.
- Took major steps to develop alternative energy sources, including the country's first offshore wind farm.
- Rejected the Keystone XL pipeline when Republicans set a rushed, arbitrary deadline.
- Enacted the largest expansion of land and water conservation and protected wilderness in a generation.

30 days 30 ways

**#5**

President Obama successfully fought to prevent federal student loan interest rates from doubling for more than **7 million students**.

DEMOCRATS.ORG/LAST30

30 days 30 ways

**#4**

President Obama has helped 50,000 **rural small businesses** access new credit and financing that supported **266,000 jobs**.

DEMOCRATS.ORG/LAST30

THANKS TO PRESIDENT OBAMA AND THE DEMOCRATS IN CONGRESS

STUDENT LOAN INTEREST RATES FOR **7.4 MILLION COLLEGE STUDENTS WON'T DOUBLE**

SAVING EACH STUDENT **\$1,000 ON AVERAGE**

**OBAMACARE BY THE NUMBERS**

**HEALTH CARE COSTS**

A typical middle-class family could see their costs reduced by **60%** thanks to generous tax credits for families with incomes below about \$50,000—truly making coverage affordable.

**33 million** people with Medicare got a free preventive service in 2011.

**PAYCHECK FAIRNESS BY THE NUMBERS**

**77%** How many parents a woman cares for every dollar earned by her male counterparts.

**\$431,000** How much a woman will lose over the course of her career due to income inequality.

The percentage of families where a woman is the breadwinner or co-breadwinner: **63.9%**

**7%** How many less mothers earn over \$50K than other women.



Today, insurers begin to cover **WELL-WOMAN VISITS HPV AND OTHER STD TESTING BIRTH CONTROL DOMESTIC VIOLENCE COUNSELING WITH NO CO-PAY**

And that's just the start... **#THANKSOBAMACARE**

30 days 30 ways

**#1**

Before President Obama took office, the economy was losing 800,000 jobs a month. Now, we've seen **21 consecutive months of job growth** and **5.2 million new private-sector jobs**.

DEMOCRATS.ORG/30WAYS

Up to **17 million** kids with pre-existing conditions can't be denied coverage.

**3.1 million** young adults with pre-exisiting conditions have coverage on their parents' plans.

By August 1st, **12.8 million** AMERICANS WILL GET A **\$ REBATE** from their insurance company.

SAVE UP TO **6** MONTHS OF PREMIUM

SAVE UP TO **\$600** PER YEAR

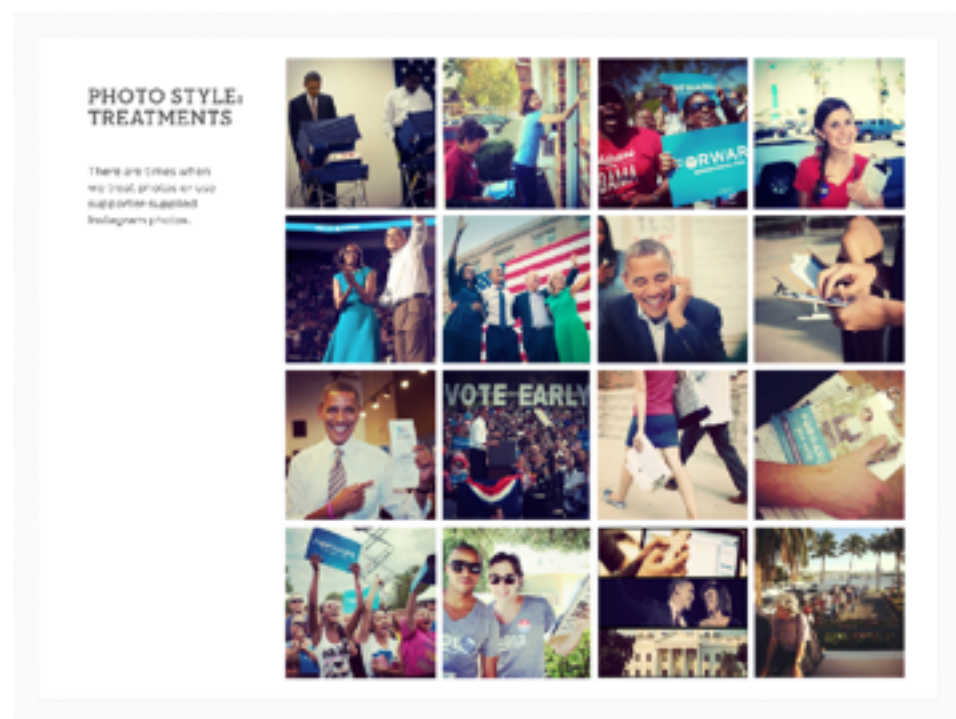
DEMOCRATS.ORG

**7** The number of years President Obama uses to sign the Lilly Ledbetter Fair Pay Act. Pay raises for women are lower than men's. Equal pay for women isn't just necessary to promote economic well-being, it's also critical to our nation's economic recovery.

**EQUAL PAY FOR EQUAL WORK JUST MAKES SENSE.**

**SO WHY WON'T MITT ROMNEY SUPPORT THE PAYCHECK FAIRNESS ACT?**





## COLOR

A bright (optimistic) blue is paired with a medium (solid, strong) blue. White plays an important role in the color palette. A darker blue, red, and light gray provide accent colors. Bright yellow or orange may be brought in to create a secondary color palette.

### PRIMARY PALETTE



### PRIMARY PALETTE + SECONDARY COLORS



WITH STANDARD YELLOW



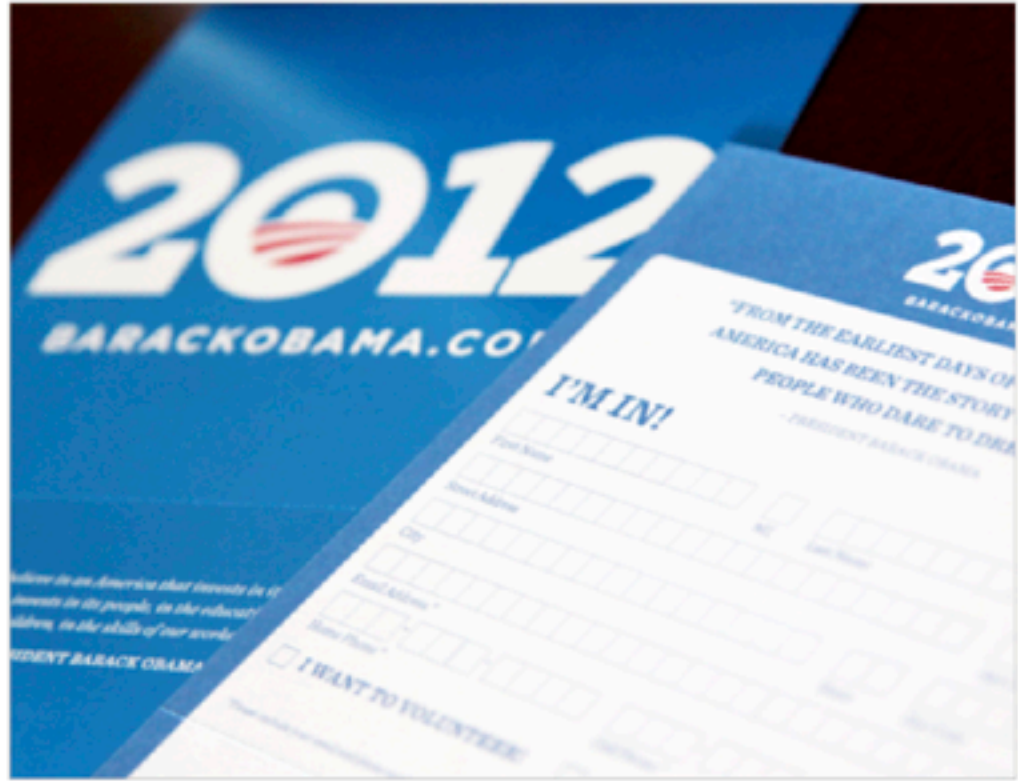
WITH 'GOTV ORANGE' - THIS COLOR IS USED FOR IMPORTANT ALERTS AND MESSAGES



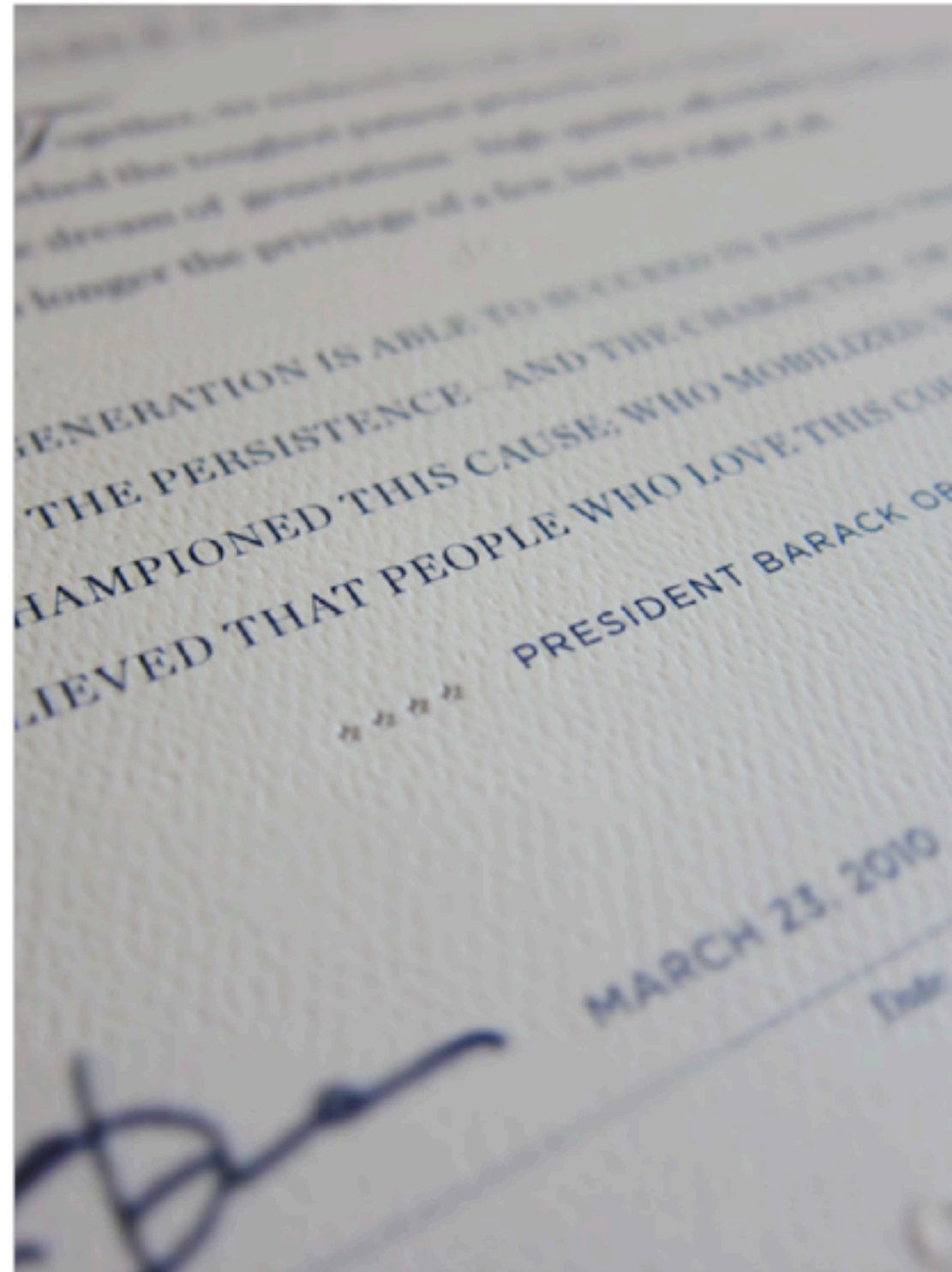
# ||| ORGANIZING FOR AMERICA DESIGN OF ALL SORTS, AT HYPERSPEED

One of the biggest tasks we took on during my time at the DNC was the launch of the Obama 2012 campaign. Working with an outside creative consultant, I led the design team as we brought the new brand to life with the launch of the website, mobile app, merchandise, and the first wave of campaign print materials.

Prior to the 2012 campaign, I helped develop ideas on how to best communicate complicated ideas to a national audience. I designed copious amounts of print and digital materials and created branding for several advocacy initiatives and campaigns, including health care reform.









# ||| VARIOUS CLIENTS

## LOGOS, BRAND IDENTITY, & BRAND EXECUTION

Over the years I've had a chance to create several logos and brand identities. Each of these projects began with an intensive discovery project, designed to understand what made each of these brands unique and distinct. In many cases, a word, phrase, or question would spark a sketch that would be refined into a concrete mark. For ServiceMark: "How do you draw space?" Or for SmartComfort: "Can we combine the concepts of scientific data and comfortable homes?" Along with the logos, I'd create a full identity, including color and typography guidelines, design elements, photography style recommendations, and more—all documented in brand guides.





||| THANK YOU!