



Thomas Putt

Pre-2016 Portfolio

Summary

Selected work from 2012-2016 while working at PokerStars and WeAreDigital

Contact Details

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Project

2015 - EPT Play Along App

Roles

UI/UX Design
Interaction Design
Prototyping
Ideation

Summary

The EPT Play Along App provided a second screen experience for the televised European Poker Tour, which attracted over a million viewers. Users were able to play along at home and test their skills against poker professionals.



Real-time player stats

While watching the poker game unfold, users were able to find out more information about the players at the table.



Play along interactions

The interactions simulated real-life poker responses which increased the games immersion and ease of use.



 CHECK

 FOLD

 ALL IN

 CARD PEEK

Project

2011 - Disney Facebook Competition

Roles

UI/UX Design
Front End Development
Art Direction

Summary

Coinciding with the release of Disney's Pirates of the Caribbean movie, I designed a supporting facebook competition to generate awareness and engagement for loyal fans. Users could enter the draw by uploading a photo of their most prized possession.



Making the experience flexible

A modular, re-skinnable framework ensured assets were easily replaceable for future Disney campaigns. This halved the production time and was re-used on future Disney projects.



Project

2015 - PokerStars Clock iWatch App

Roles

UI/UX Design
Interaction Design
Branding

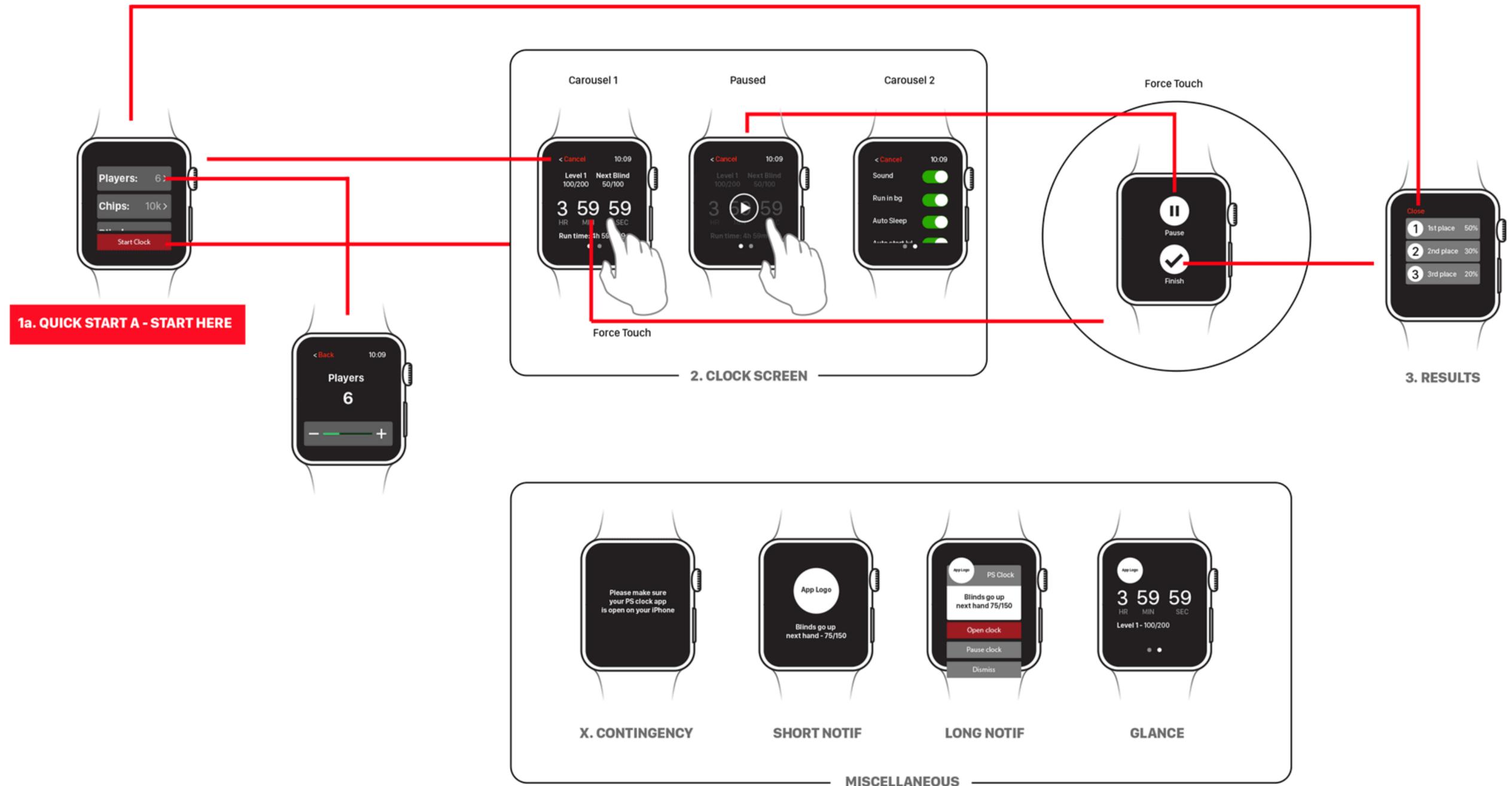
Summary

The app's purpose was to add structure to live poker games by keeping track of game time, blind countdowns and eliminated players. I worked with the product team to define iWatch use cases for the MVP, design the end-to-end experience and navigate early watchOS SDK limitations.



Creating simple flows

To avoid disrupting the live poker game, a simple, intuitive three step flow allowed users to start the clock within seconds.



UI guidelines

UI guidelines were created to help our external development team implement the UI accurately.

Button and Table Row

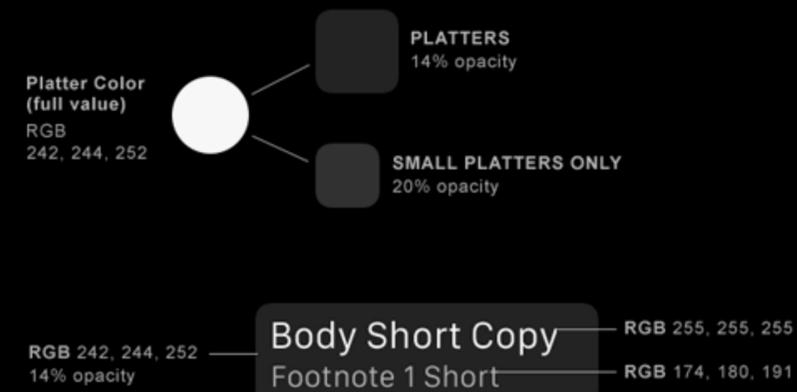
Standard appearance of backgrounds and font colors.

Body Font Color

RGB
255, 255, 255

Footnote 1 Short Color

RGB
174, 180, 191



Display Tracking Table

Font tracking decreases as font size increases. Font size shown in points (@2x resolution).

20.0 point 01234567890
0 Tracking

25.0 point 01234567890
-5 Tracking

36.5 point 01234567890
-10 Tracking

44.0 point 01234567890
-15 Tracking

78.0 point 01234567890
-20 Tracking

Simplifying the logo

The existing logo was simplified, making it cohesive with the iWatch's ecosystem.

Logo Design and Sizing

Logo shown in all resolutions and sizes (@2x, @3x resolution).

	Short Look	Homescreen + Long Look	Notification Center		@3x	@2x
Apple WATCH 42MM	 196	 88	 55	Companion Settings	 87	 58
Apple WATCH 38MM	 172	 80	 48			

Mocking up the logo

Visualizing the logo within different contexts helped to strike a balance of simplicity and legibility.



Project

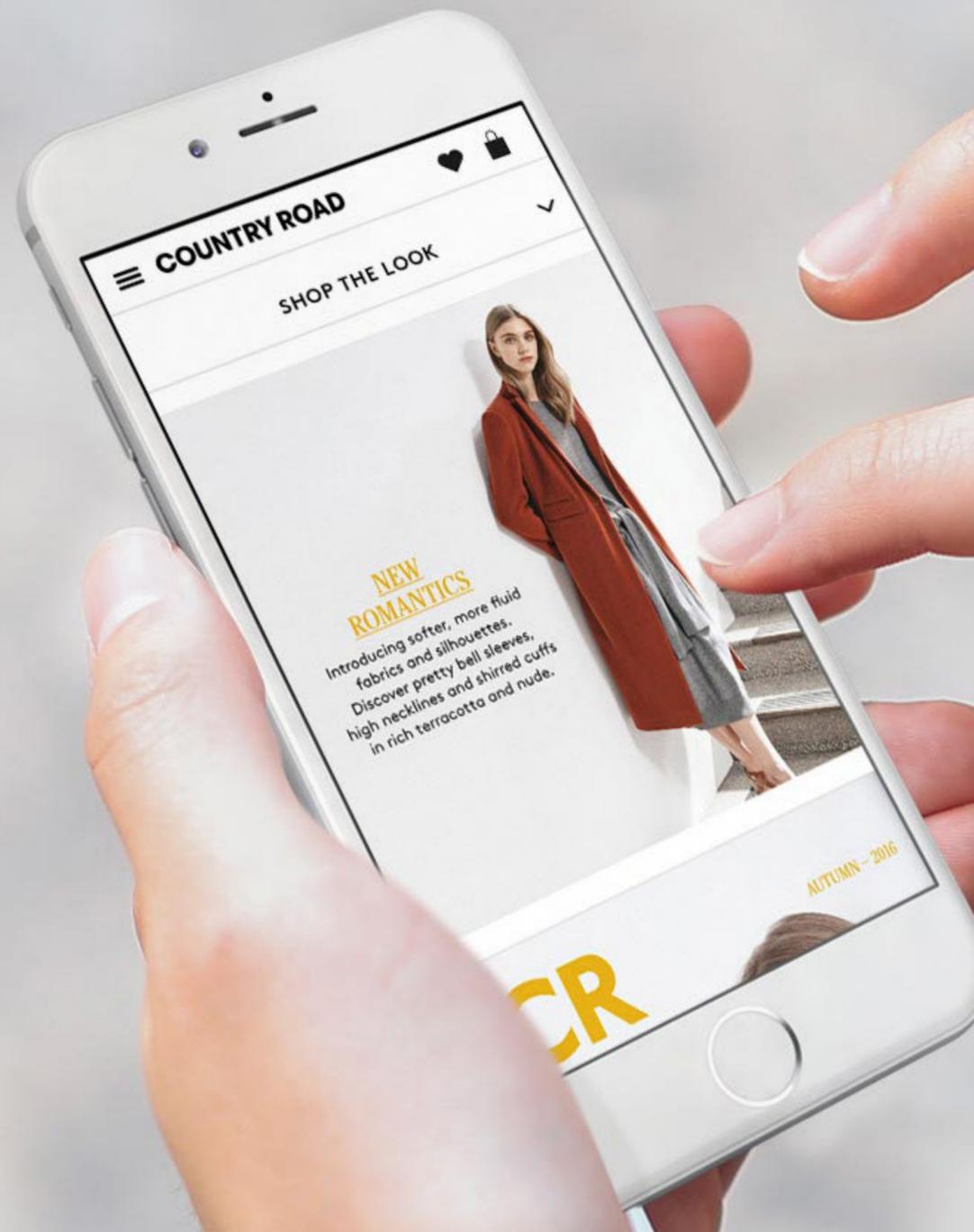
2012 - Country Road Website

Roles

UI Design
Design System Creation
Interaction Design
Art Direction

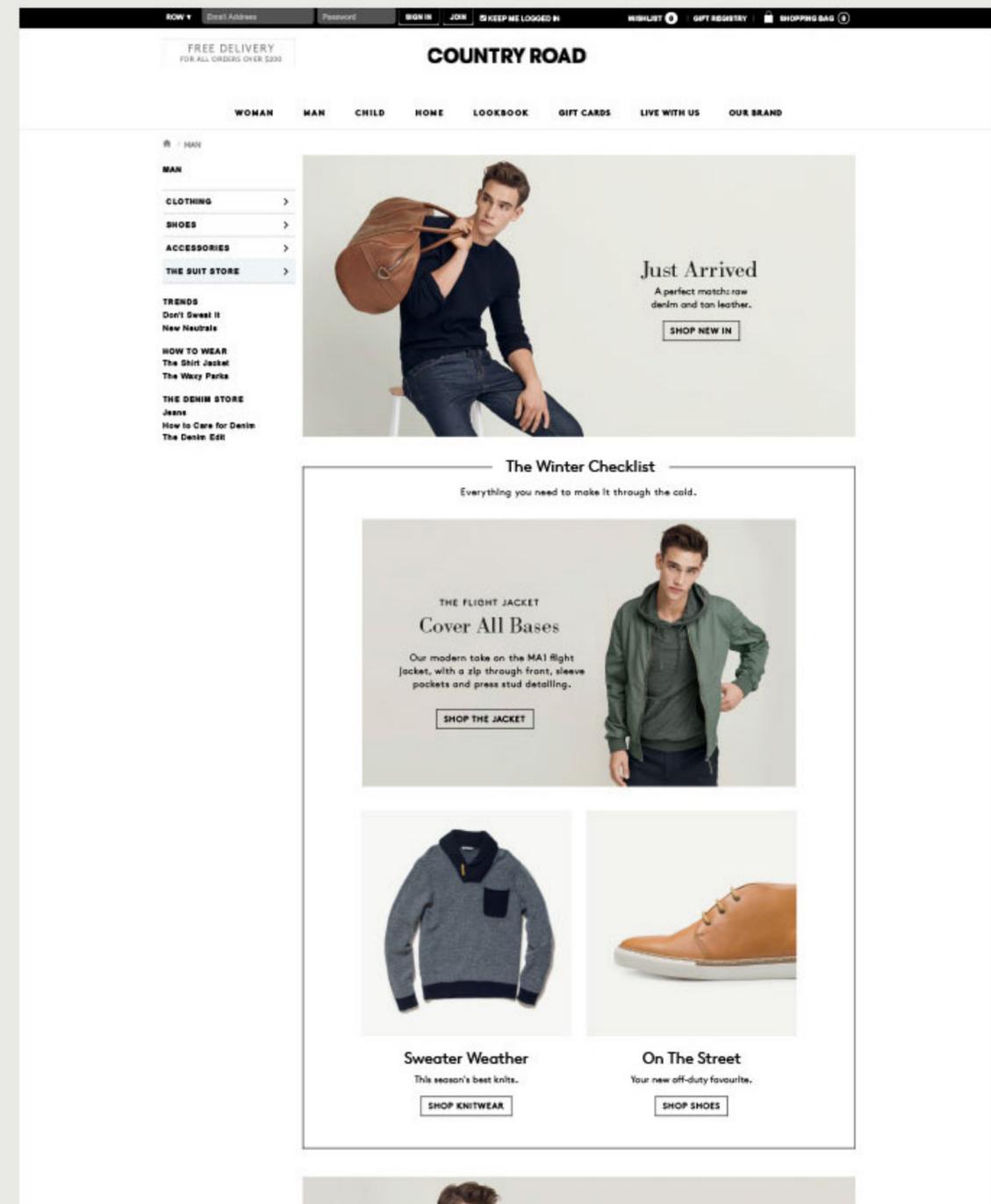
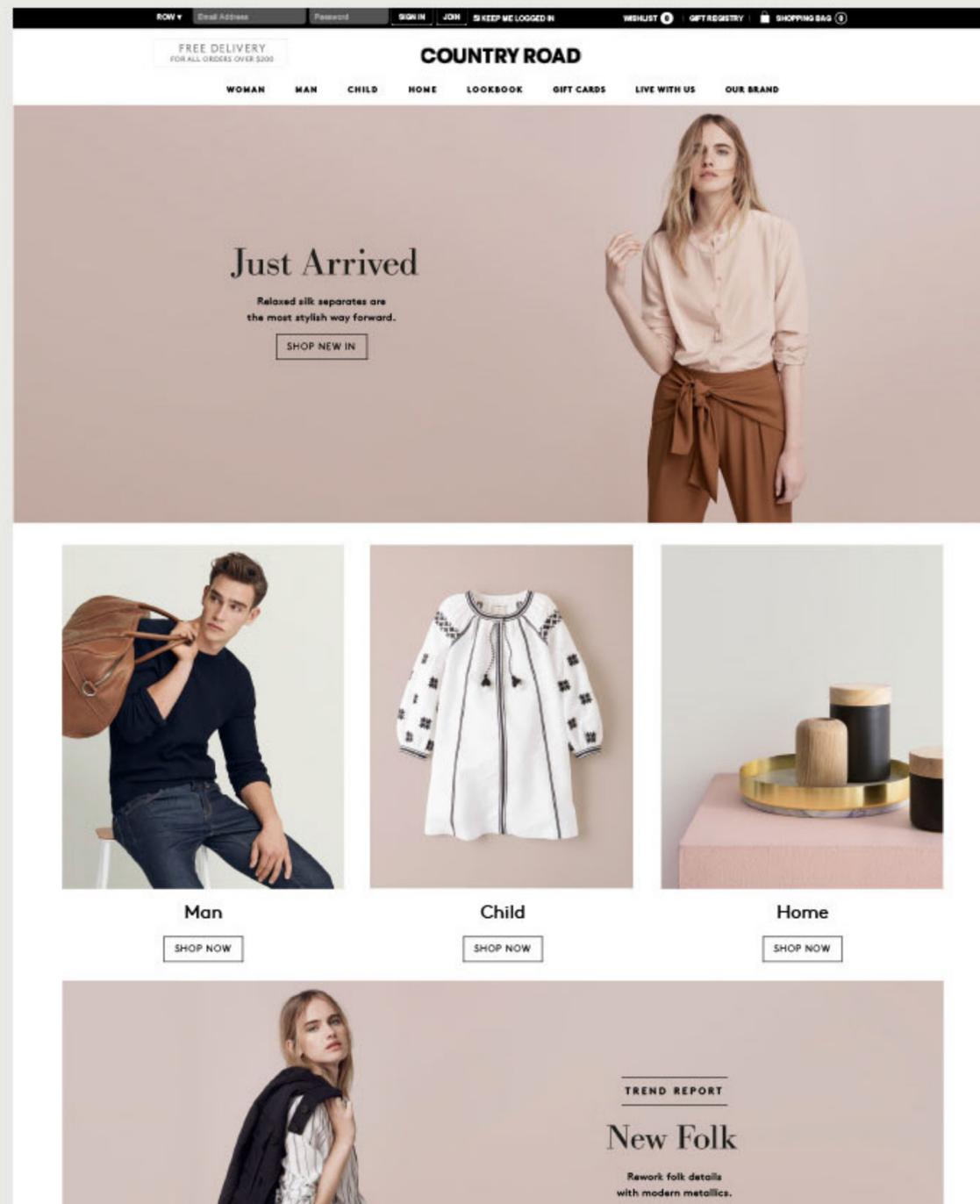
Summary

Country Road is a leading clothing retailer located in Australia, New Zealand and South Africa. The challenge was to redesign their rudimentary catalogue website into a simple, intuitive E-commerce experience. I worked with UX designers, developers and client stakeholders to create the UI, Interactions, and Responsive Design Systems.



Modular grids

Modular grids and reusable UX patterns helped build familiar conventions for the users while allowing the team to design and develop efficiently.



Evolving the Design System

The design system helped to bridge brand gaps throughout Country Road's disparate marketing collateral, speed up the design workflow and provide implementation guidance for external developers.

COUNTRY ROAD CATALOGUE UI

Author: Thomas Putt



COUNTRY ROAD
COUNTRY ROAD



THE SEVENTIES COLOUR BLOCKING TREND REPORT MENSWEAR HOMEWARES

990 X 600

SHARE FACEBOOK / TWITTER / EMAIL

50% OFF SELECTED ITEMS OFFER ENDS SUNDAY 21ST APRIL

Home / Customer Service / Delivery

HEADING LEVEL 1

HEADING LEVEL 2

HEADING LEVEL 3

HEADING LEVEL 4

HEADING LEVEL 5

HEADING LEVEL 6

BULLET LIST:

- Sale preview and special
- Season Launch Campaigns
- Spend and Save offers
- Gift Vouchers
- Free Gift Wrapping

NUMBER LIST:

- Sale preview and special
- Season Launch Campaigns
- Spend and Save offers
- Gift Vouchers
- Free Gift Wrapping

COLOUR PALETTE:

- #666666
- #CACBCD
- #DADADA
- #939598
- #000000

REG BUTTON **REG BUTTON** **REG BUTTON**

LARGE BUTTON **LARGE BUTTON** **LARGE BUTTON**

Generic Link

Link Hover

Visited Link

HIGHLIGHTED TEXT

Text with emphasis

CALL TO ACTION LINK

CALL TO ACTION LINK HOVER

COLUMN ONE

COLUMN TWO

COLUMN THREE

COLUMN FOUR

COLUMN FIVE

CARDHOLDERS

SPEND \$750* OR MORE OVER 12 MONTHS AT COUNTRY ROAD AND OR TRENERY

Sale previews and special offers
Be the first to know about our new season ranges
Free basic tailoring on full priced suits

CARDHOLDERS WITH LOYALTY STATUS

SPEND \$750* OR MORE OVER 12 MONTHS AT COUNTRY ROAD AND OR TRENERY

Seasonal Catalogues
Spend & save offers
Gift vouchers
Gift with purchase offers
Free gift wrapping in retail stores

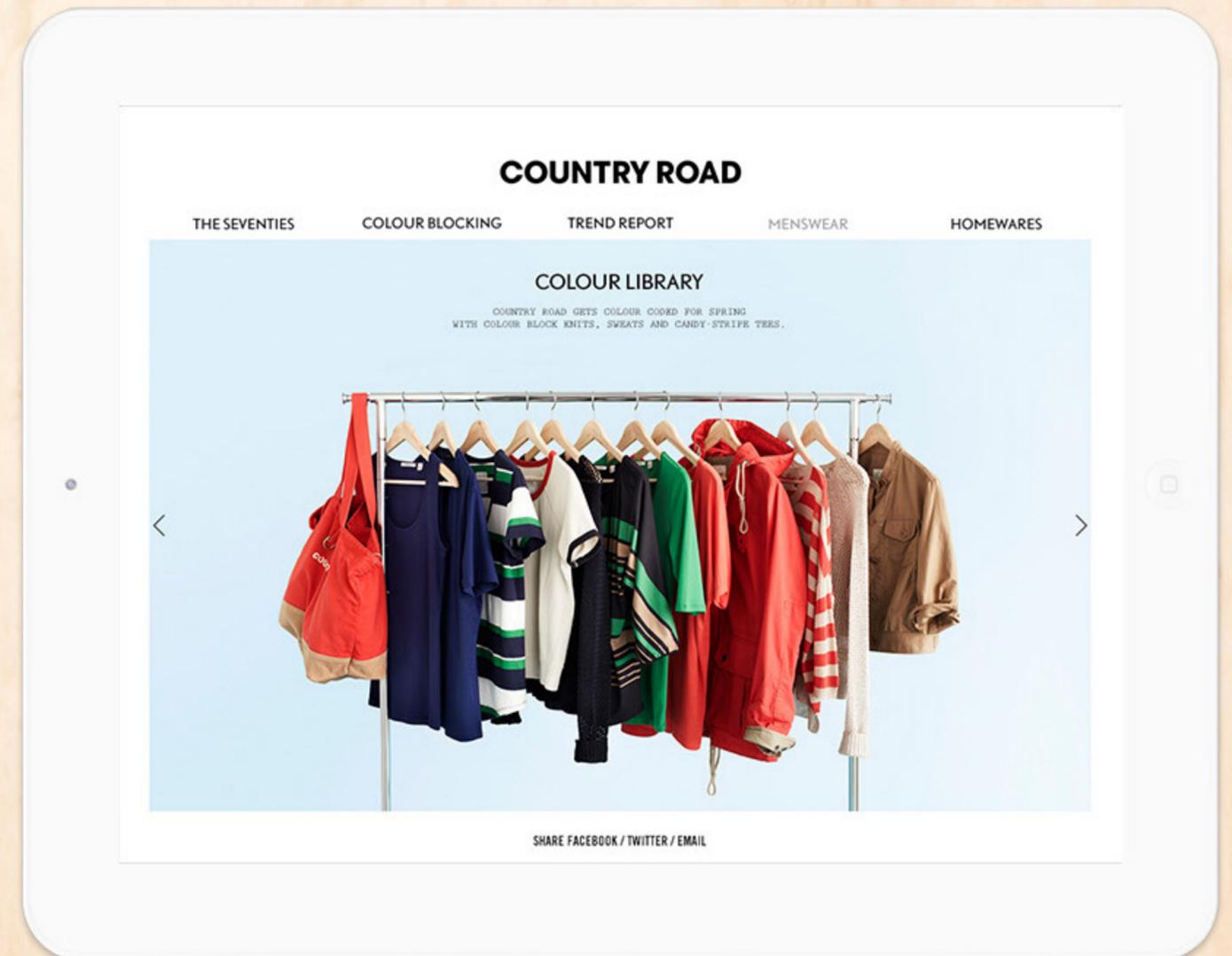
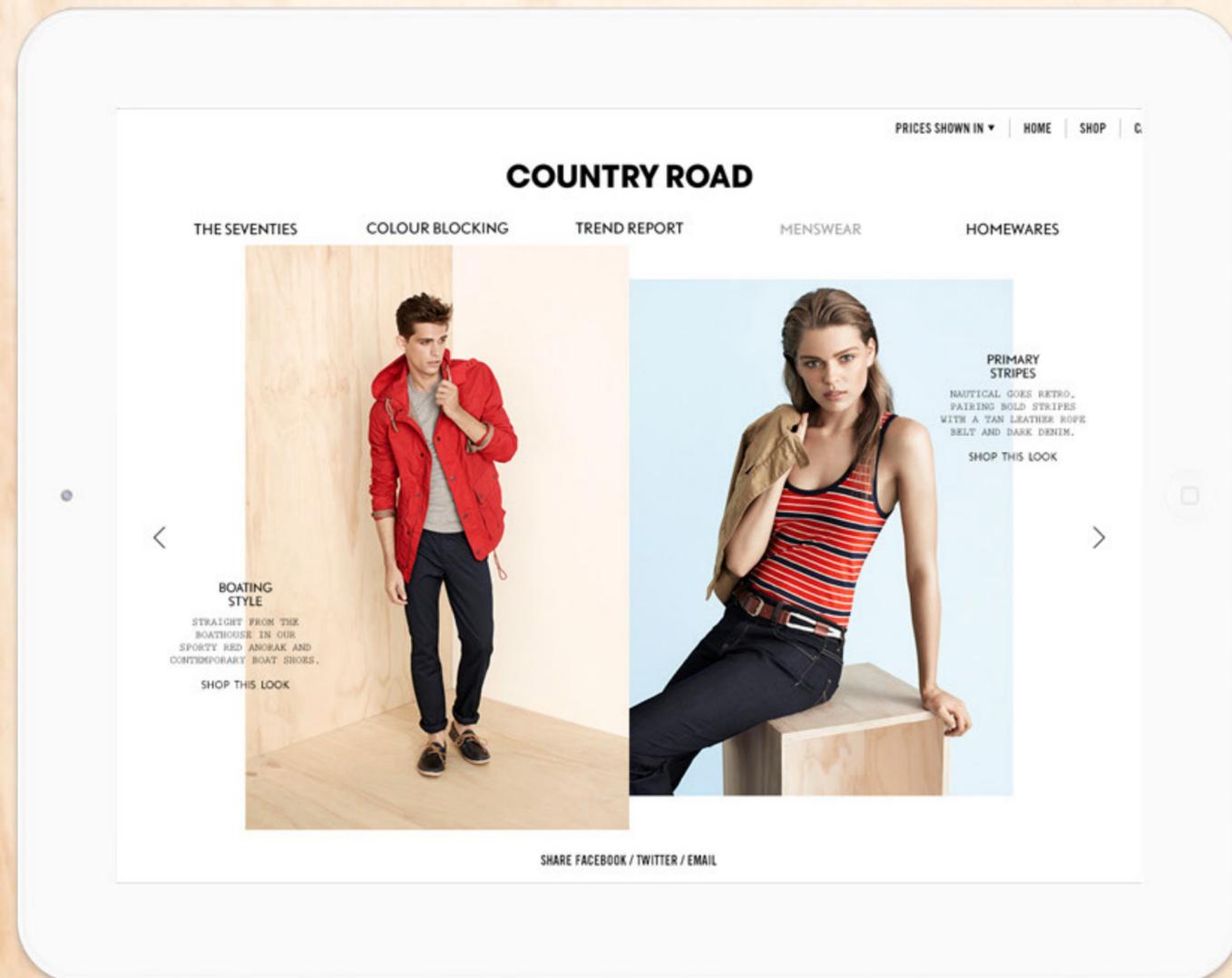
CARDHOLDERS WITH VIP STATUS

SPEND \$2,500* OR MORE OVER 12 MONTHS AT COUNTRY ROAD AND OR TRENERY

Birthday reward
Personal shopping by appointment
Season launch events
Free delivery of purchases from retail stores plus free delivery for online orders when you spend \$100 or more
Free stock transfers between retail stores*
Additional Tailoring

Digital Catalogues

Country Road's digital catalogues were optimised for device interactions and redesigned to be consistent with the new website experience.



Project

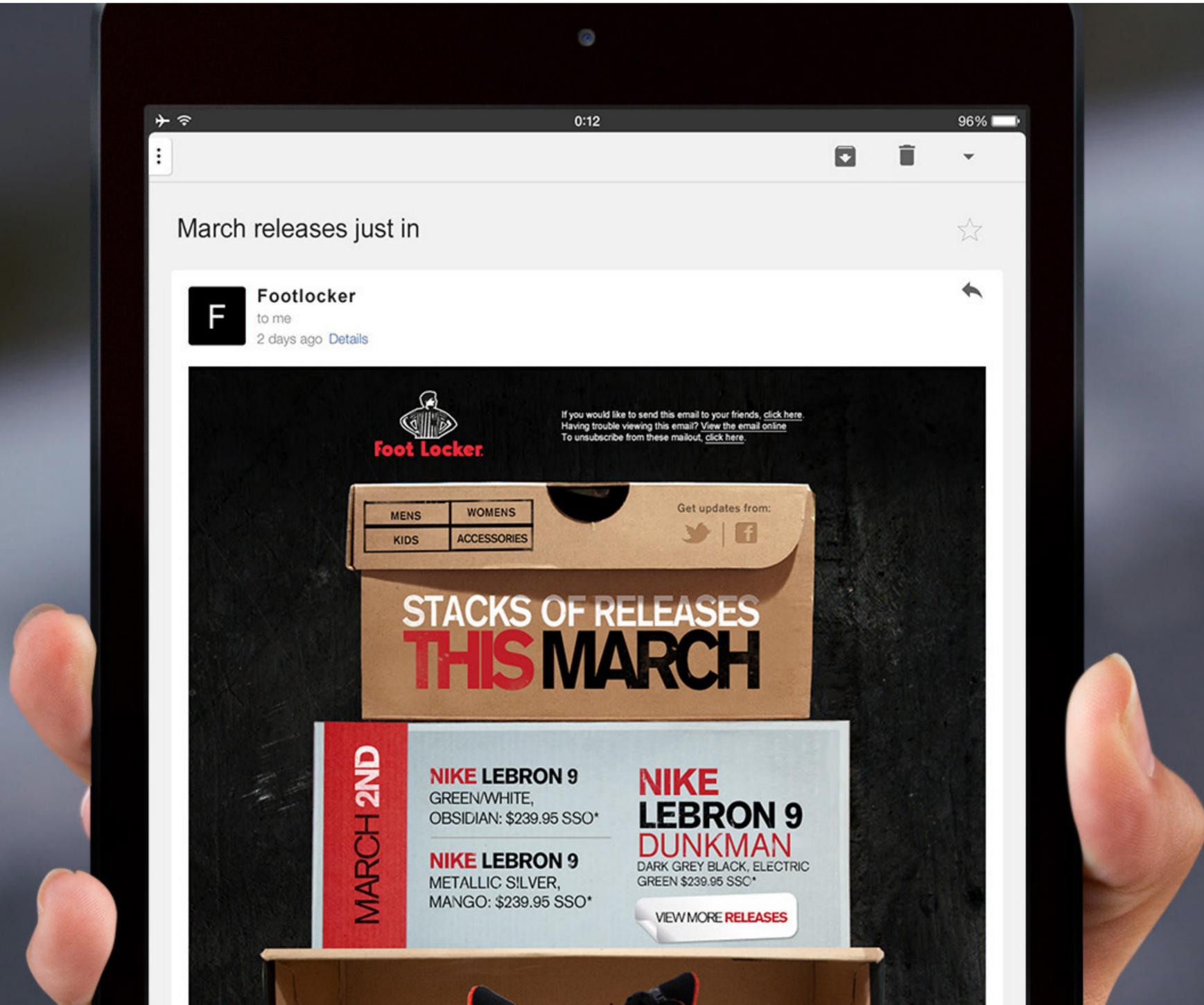
2012 - Foot Locker eDM's

Roles

Ideation
UI Design
Art Direction

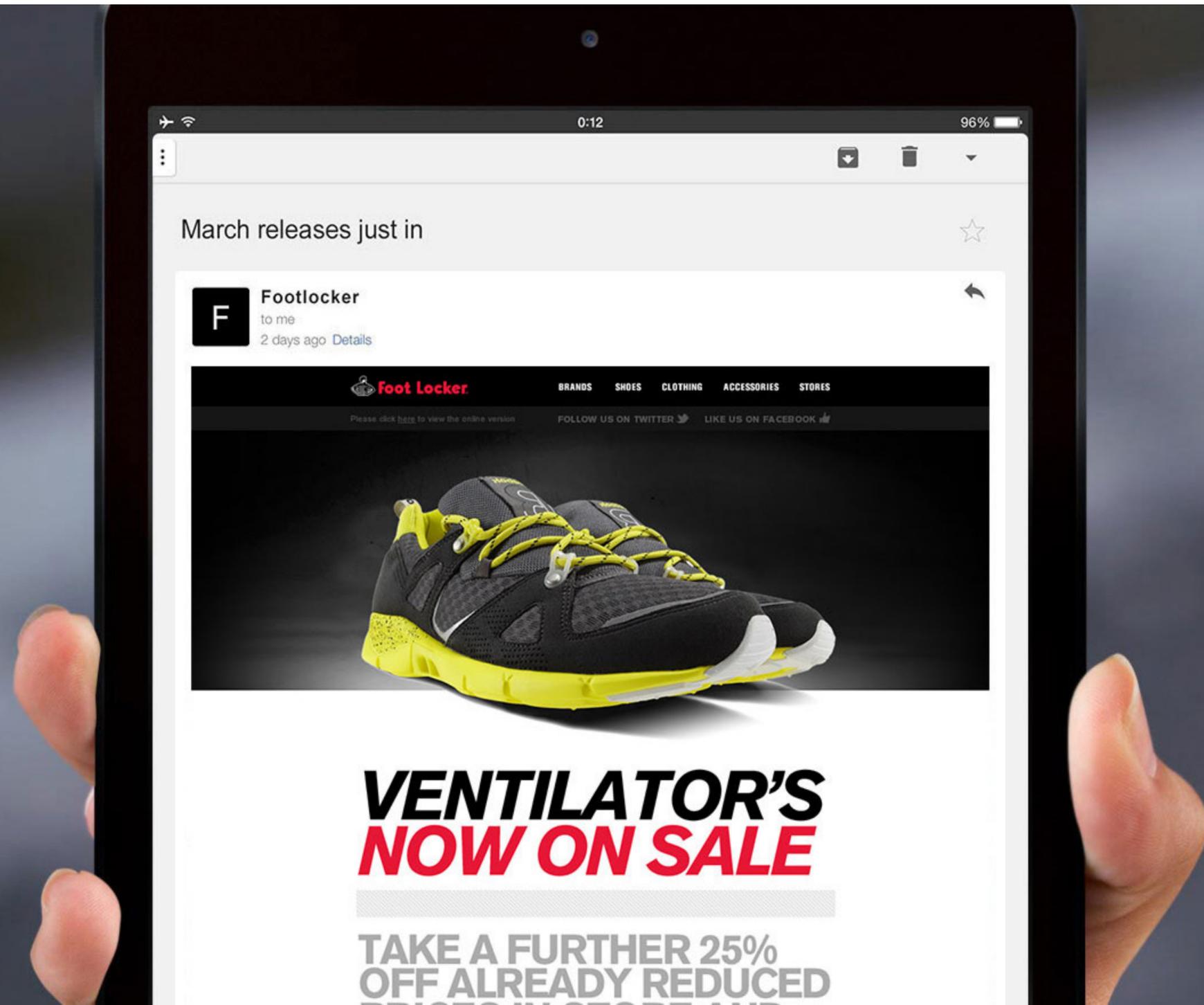
Summary

Foot Locker's goal was to improve sneaker enthusiasts brand loyalty by informing them of upcoming sneaker release dates. I was responsible for designing and developing eye-catching email concepts to generate excitement for new releases.



Celebrating individual releases

Highly anticipated products were individually promoted in conjunction with monthly release updates.



Project

2012 - Foot Locker Loyalty Branding

Roles

Branding
Logo Design
Design Direction

Summary

Foot Locker developed a new loyalty program and needed a supporting identity that resonated with younger sneaker enthusiasts. While working with the branding team, I led the logo concept design and presented the final brand assets.



Initial logo concepts

Personalized and premium

One of the concepts we proposed housed the logo in a golden seal with classy, monochromatic supporting visuals to convey premium exclusivity.





Thank you.

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