



The vintage collection

Pre 2016 work. Grab your iPod, put on some cargo pants and let's step back in time.

Project

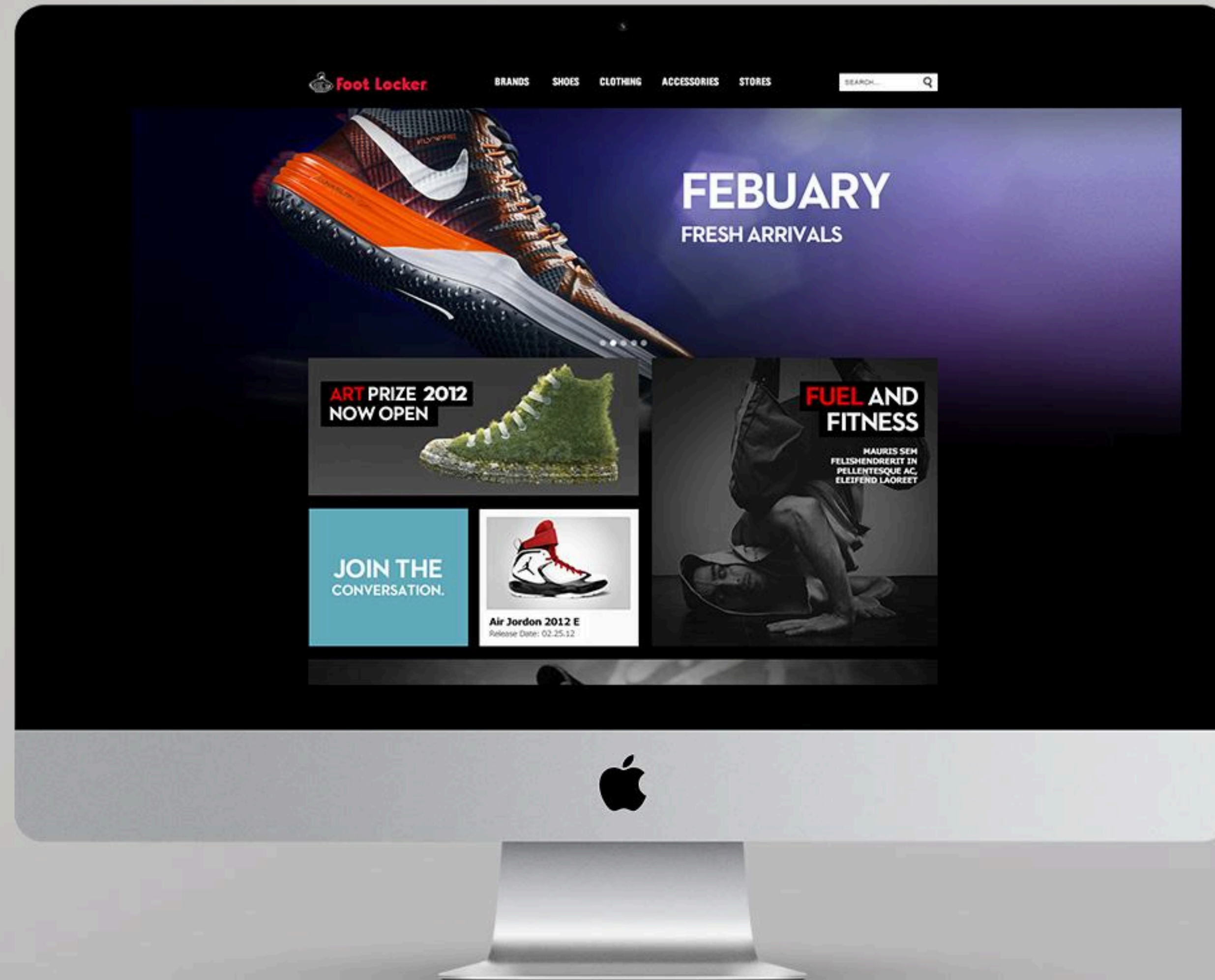
2012 - Foot Locker Website Redesign

Roles

Ideation, UI Design, Art Direction

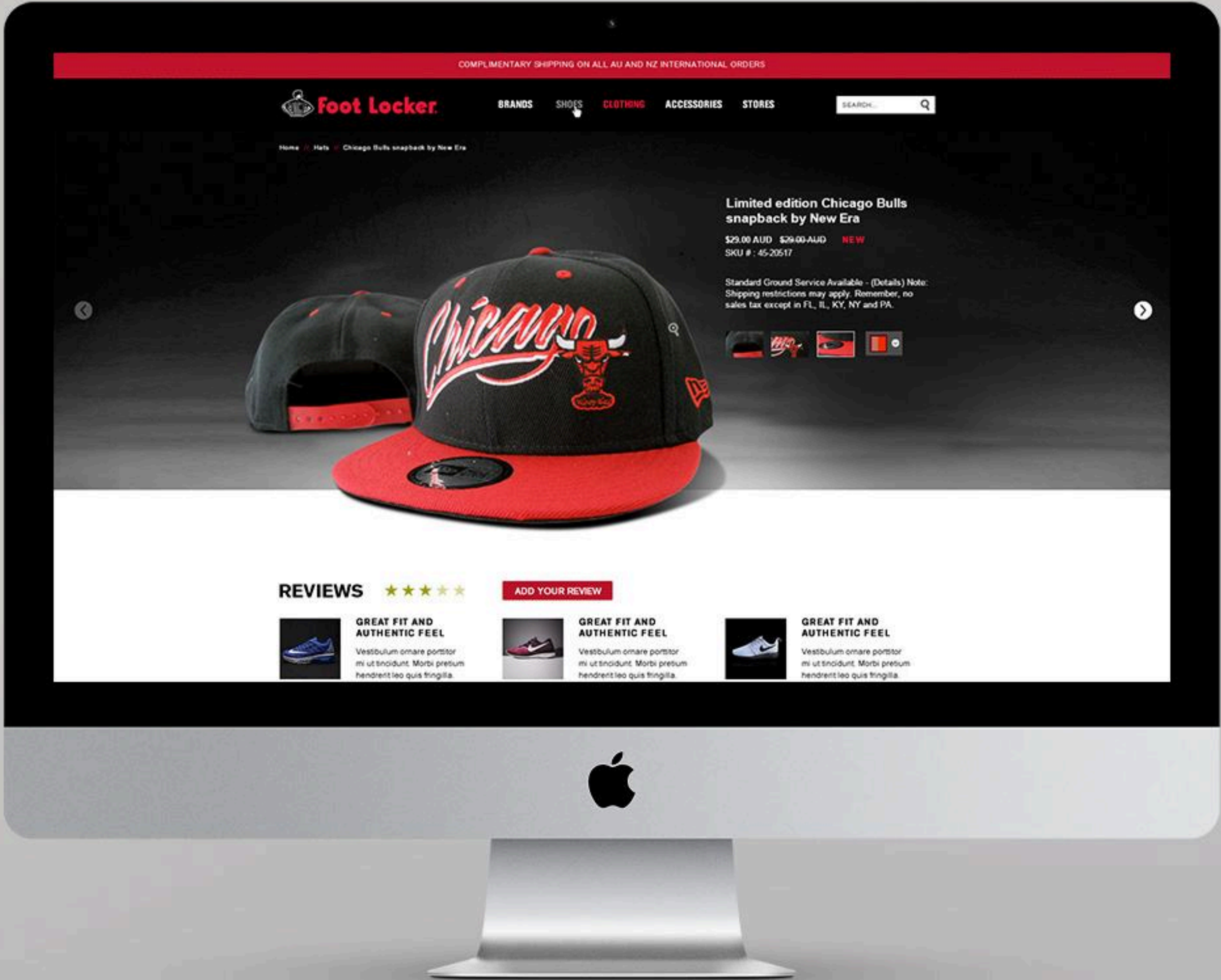
Summary

I set out to redesign Footlocker's website to enhance their existing social media presence and activity.



Product landing page

I redesigned the landing pages to feature bold, striking photography while keeping reviews in plain sight to drive user engagement & discussion.



Project

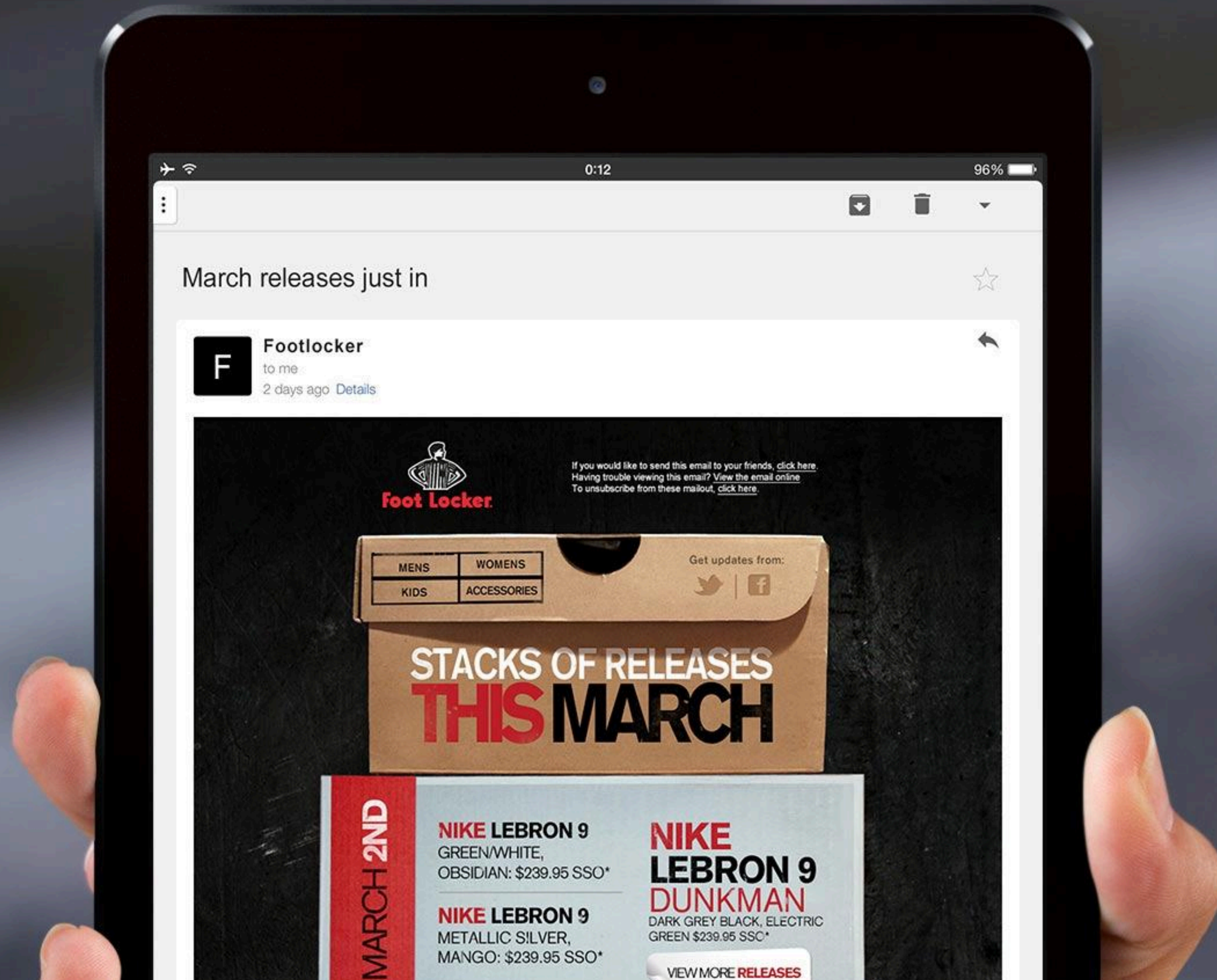
2012 - Foot Locker eDM's

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.



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 enthusiast. While working with the branding team, I led the logo concept design and presented the final brand assets.



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.



Project

2011 - Disney Facebook Competition

Roles

UI/UX Design, Front End Development, Art Direction

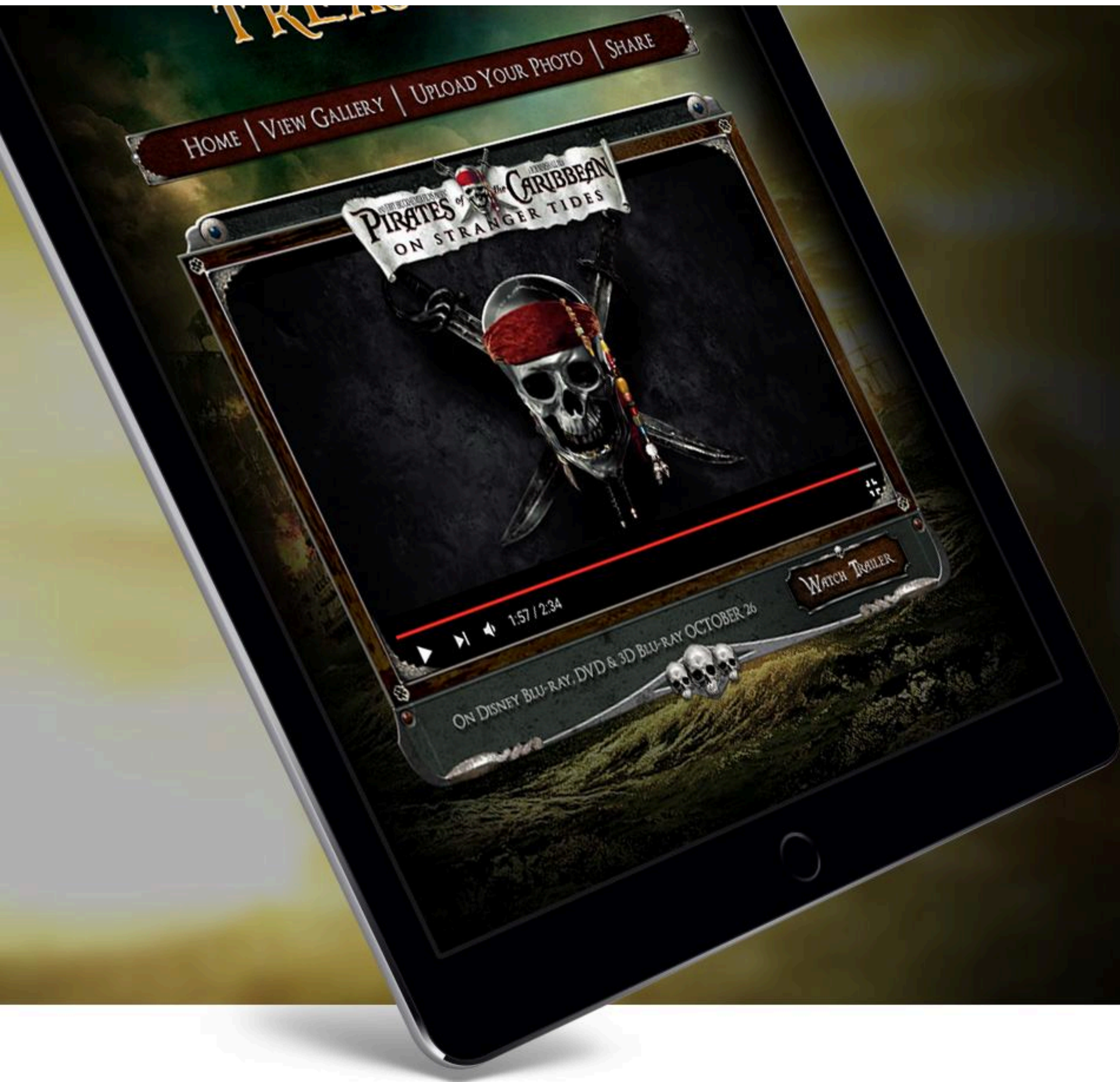
Summary

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 - 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

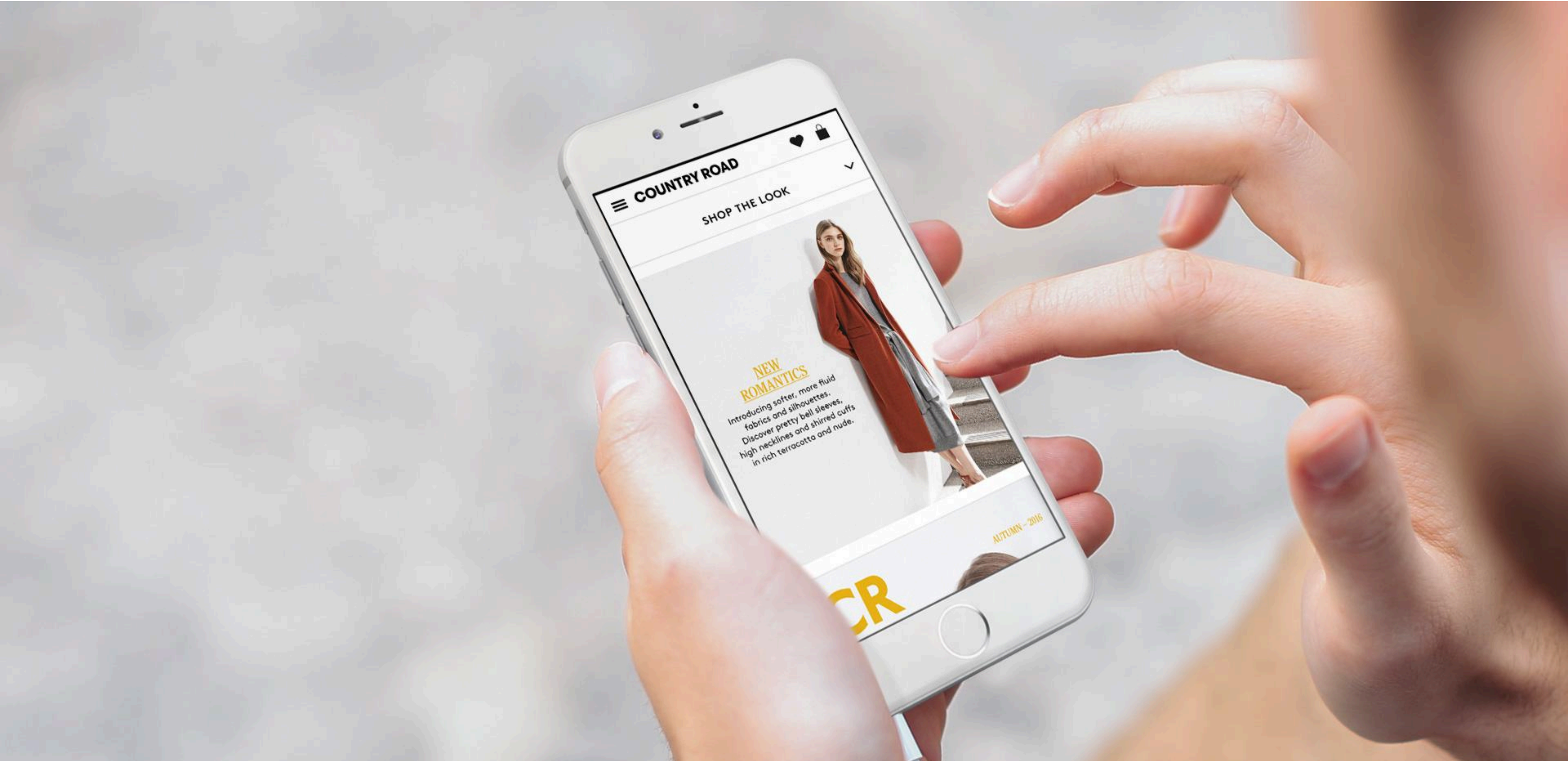
2012 - Country Road Website

Roles

UI Design, Design System Creation, Interaction Design, Art Direction

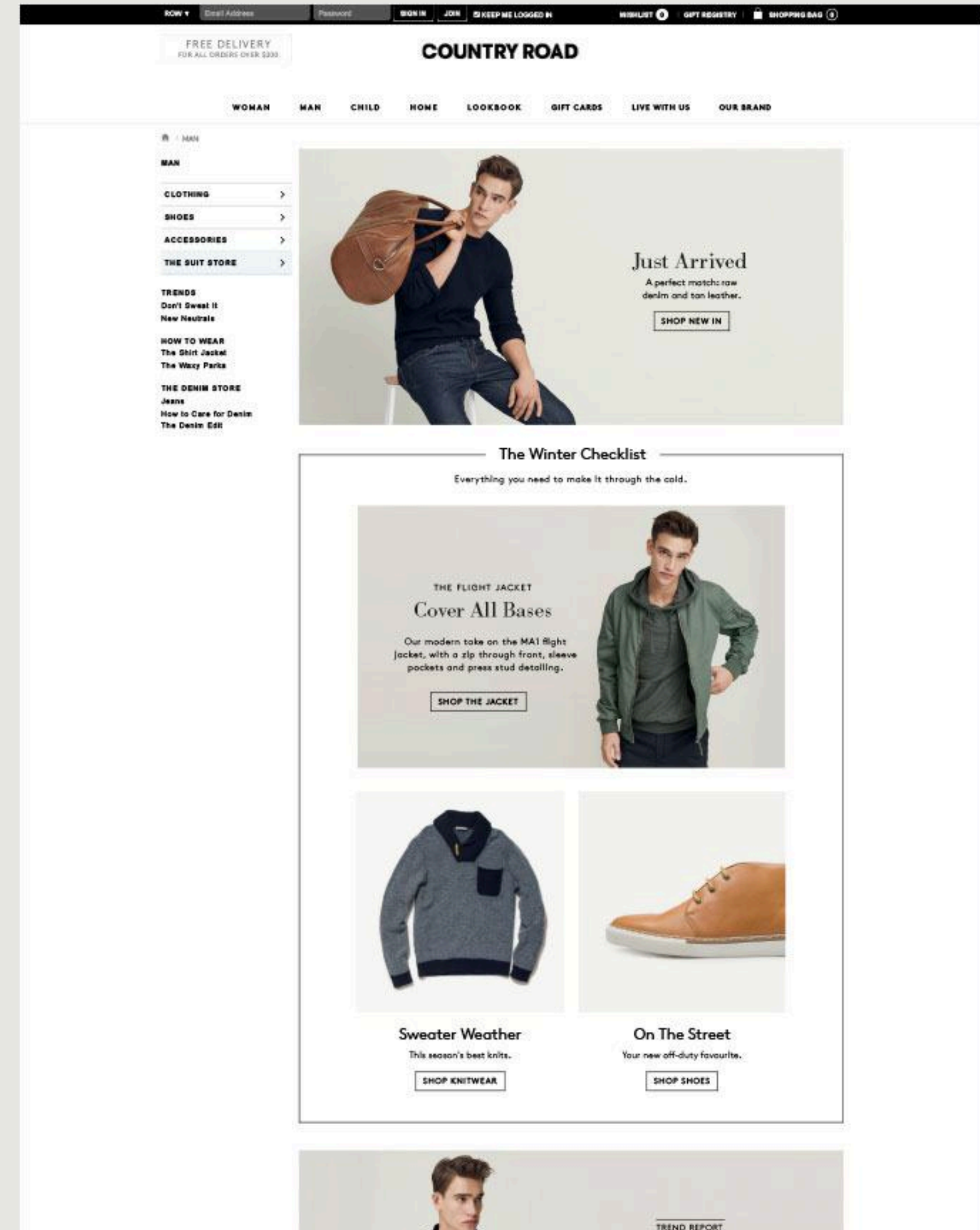
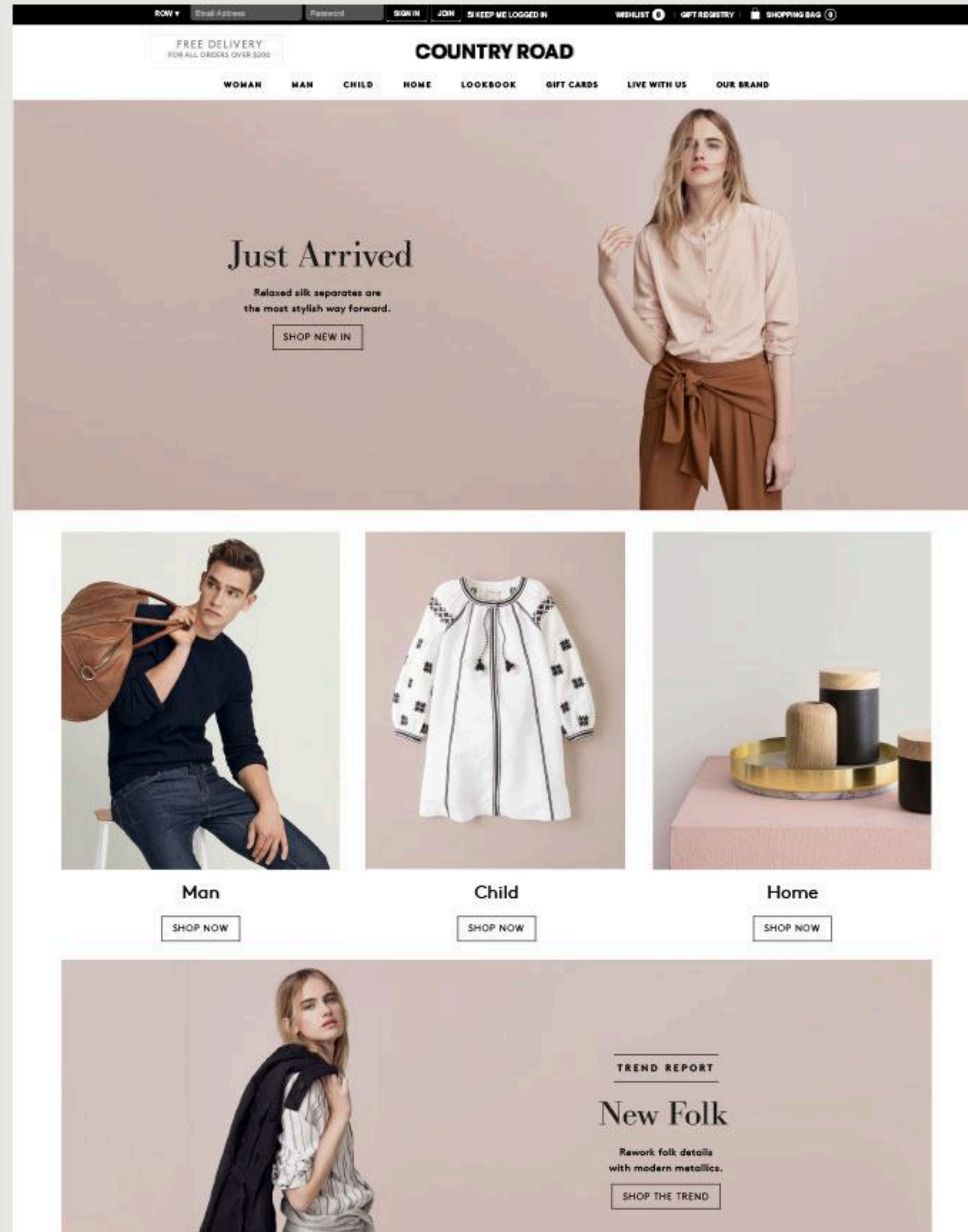
Summary

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, & Responsive Design.



Modular grids

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

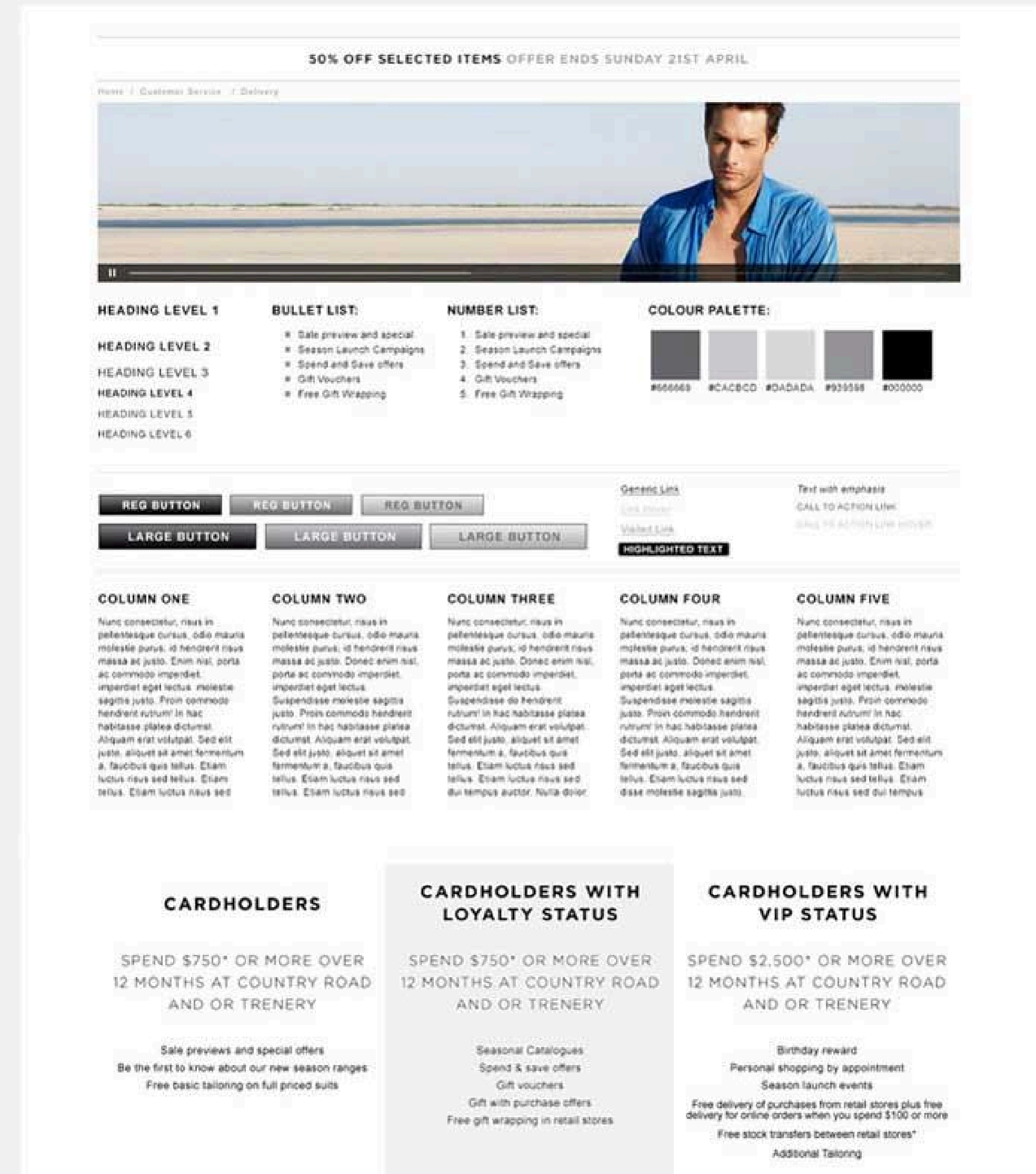
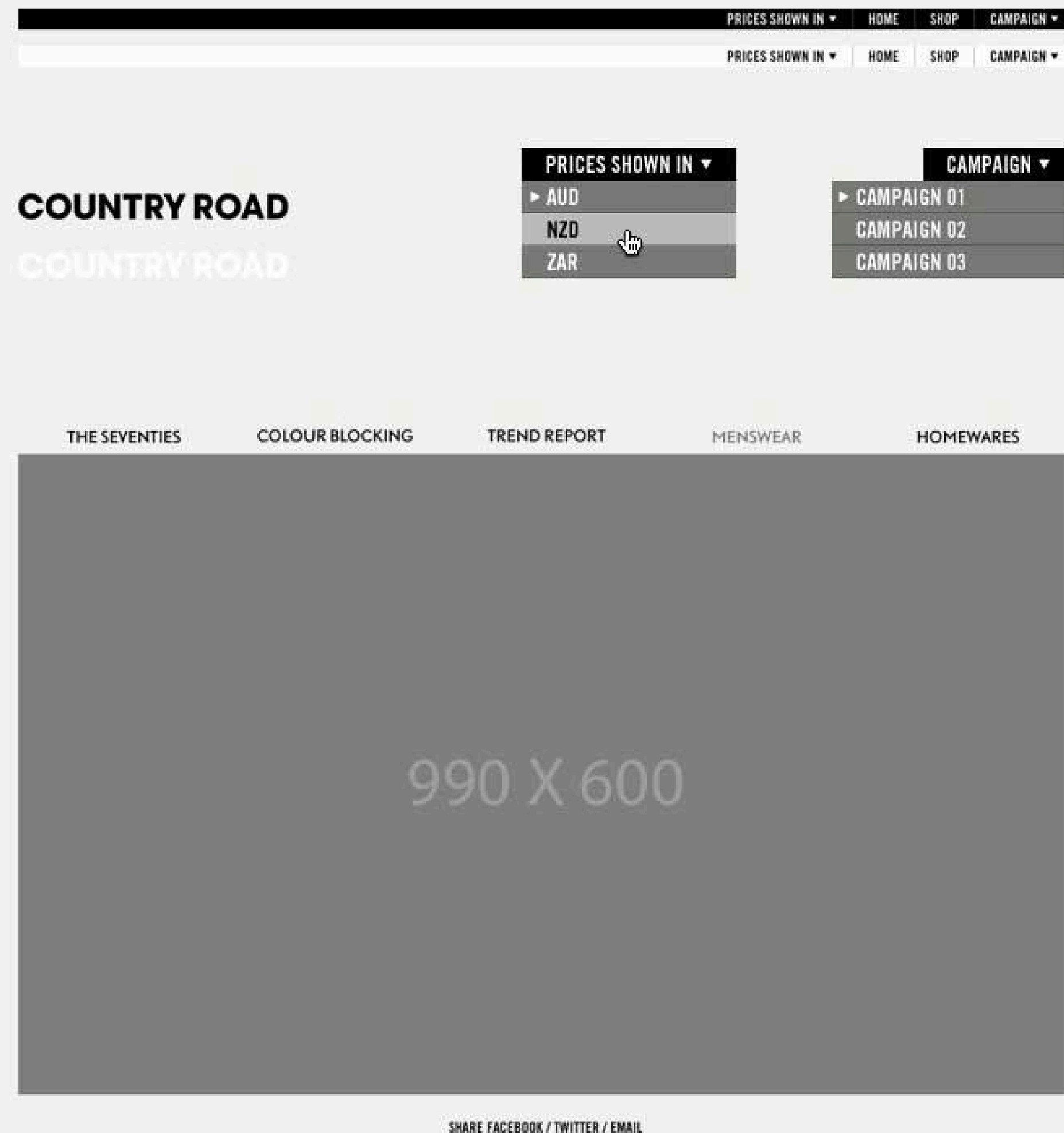


Evolving the Design System

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.

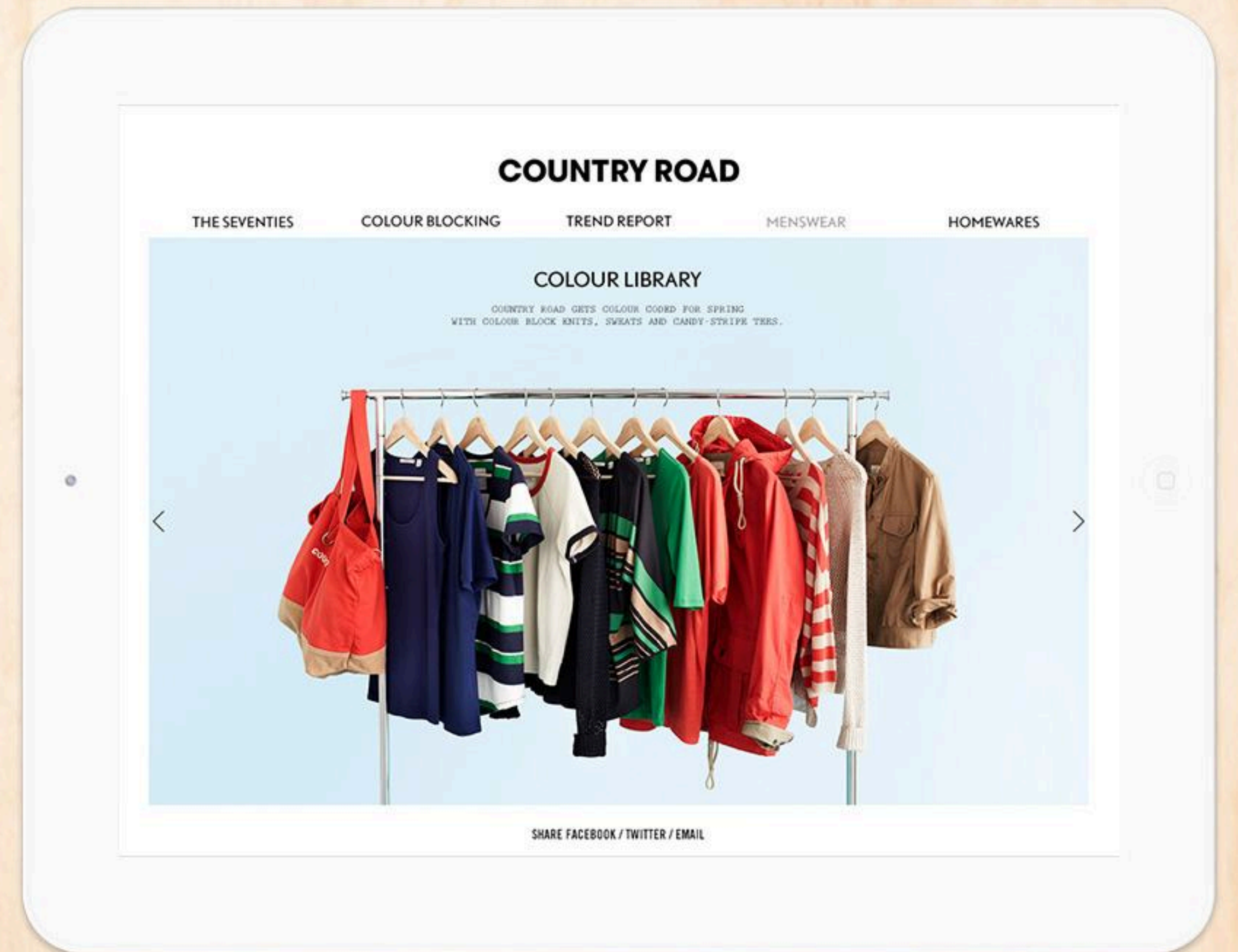
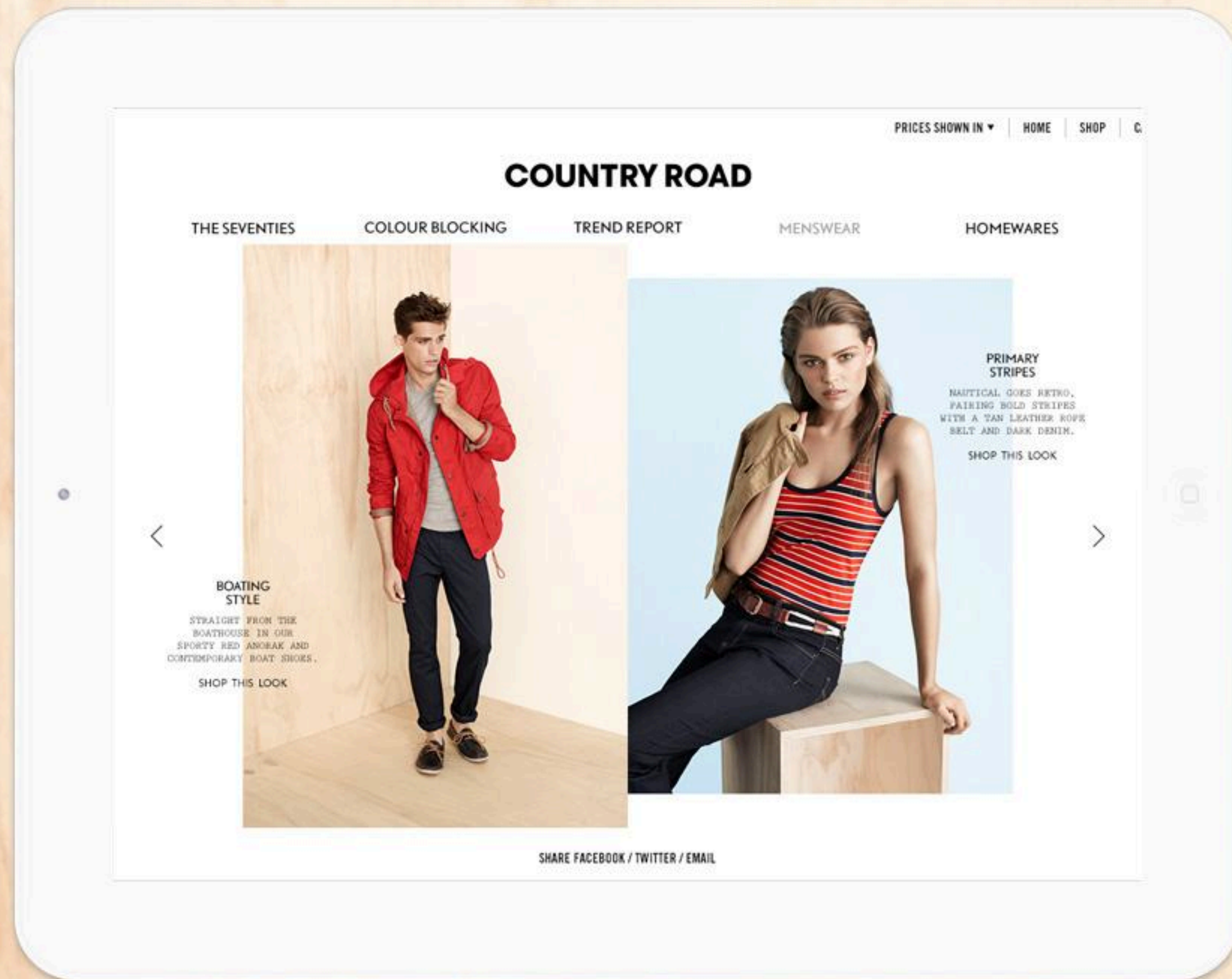
COUNTRY ROAD CATALOGUE UI

Author: Thomas Putt



Digital Catalogues

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



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.



Mocking up the logo

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



UI guidelines

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

Button and Table Row

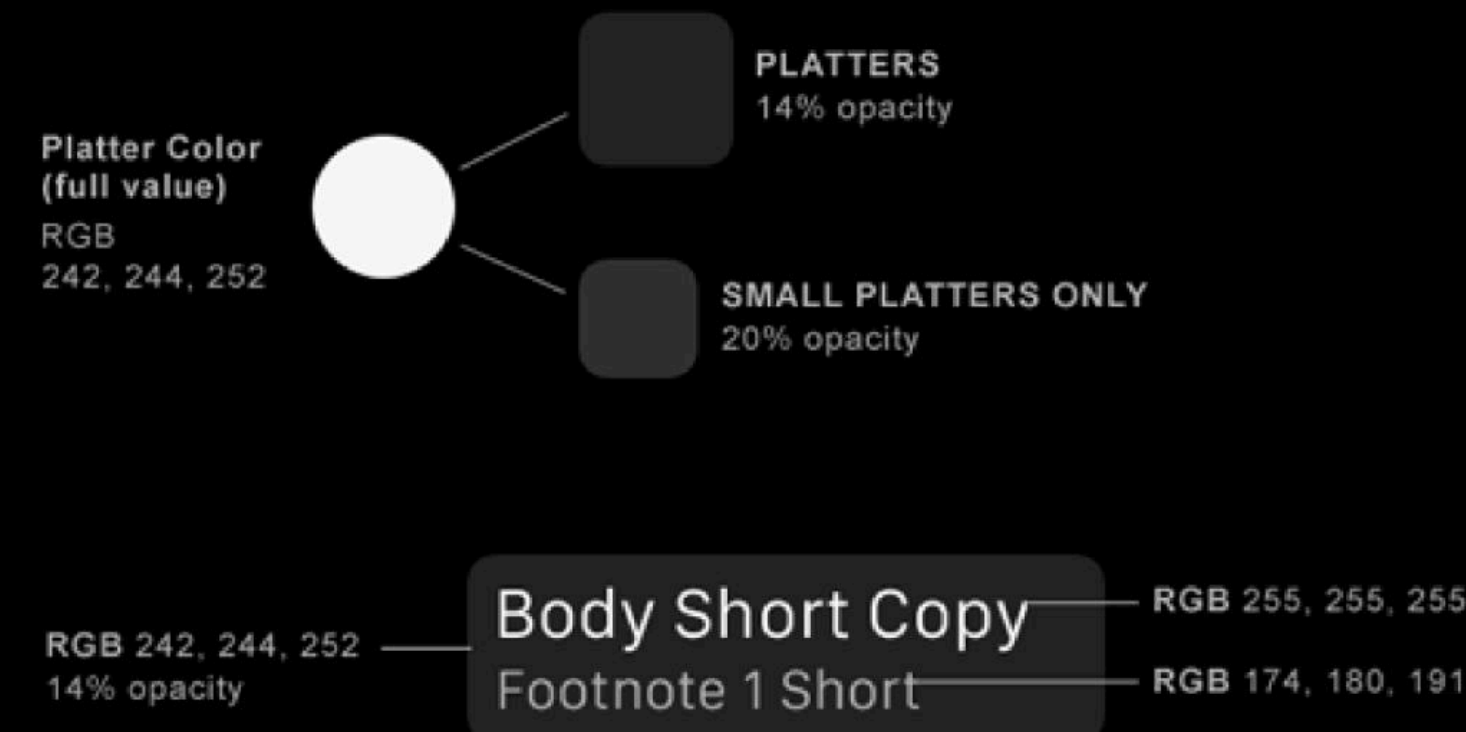
Standard appearance of backgrounds and font colors.

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).

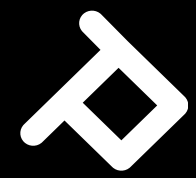
20.0 point 01234567890
0 Tracking

25.0 point 01234567890
-5 Tracking

36.5 point 01234567890
-10 Tracking

44.0 point 01234567890
-15 Tracking

78.0 point 01234567890
-20 Tracking



Thank you

Contact details:

www.thomasputt.com

thomasputt@gmail.com