

Holland Wood

A CREATIVE SAMPLER



corkin grant





CREATIVE STRATEGY UX / UI SPECIALIST DIGITAL DESIGN SYSTEM

--- 2022 ---

CREATIVE SOLUTIONS ACROSS
1FT, 3FT, 10FT EXPERIENCES

Competitive Analysis

Roadmaps + Plans

Architecture

Wireframing + Prototyping

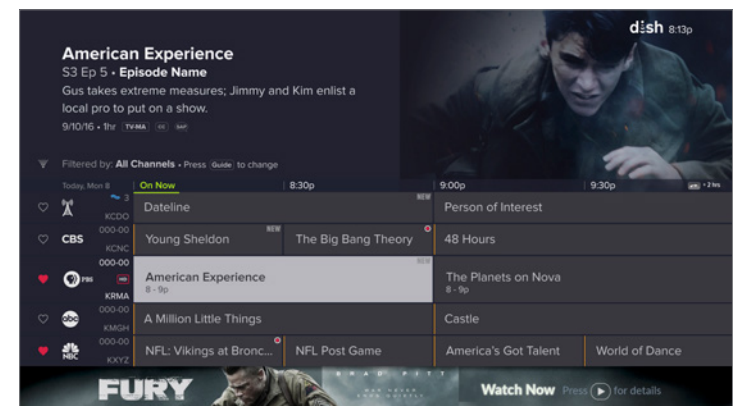
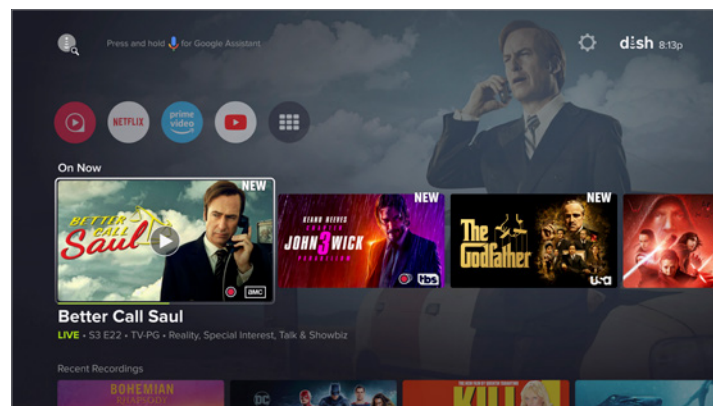
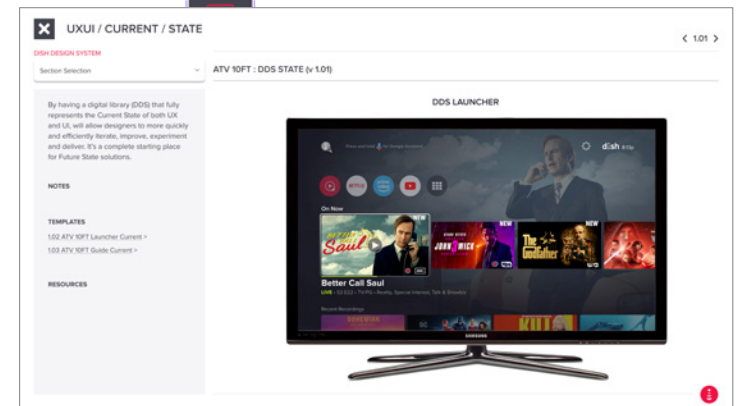
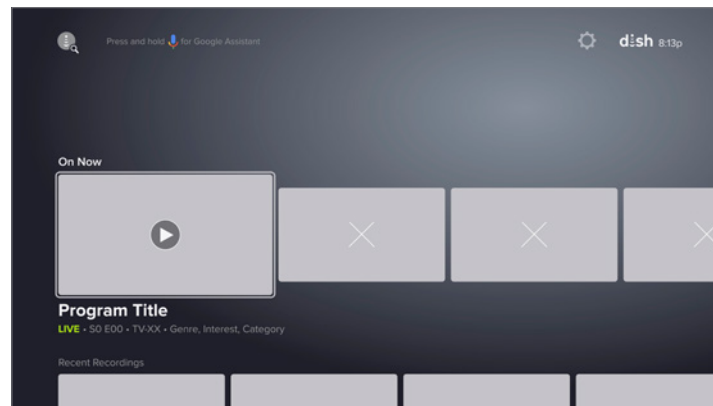
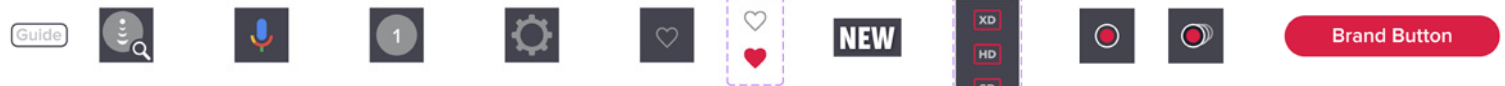
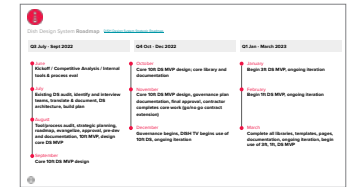
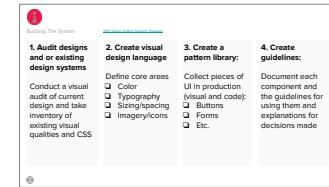
UX/UI Design Systems

Digital Standards

Documentation

Leadership + Mentoring

Presentation Decks





CREATIVE STRATEGY UX / UI SPECIALIST DIGITAL DESIGN SYSTEM

--- 2021 ---

CREATIVE SOLUTIONS FOR
A SUNSETTING PLATFORM

Competitive Analysis

Roadmaps + Plans

Architecture

Wireframing + Prototyping

UX/UI Design Systems

Iconography

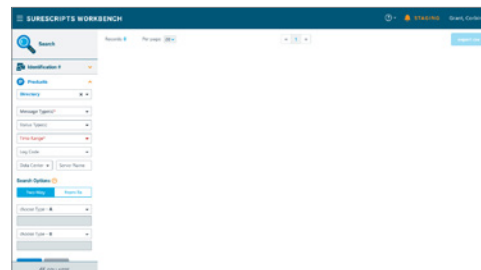
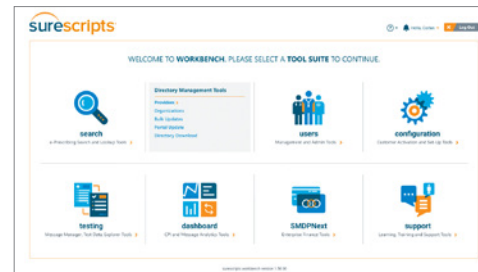
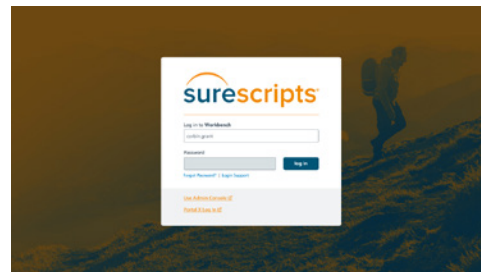
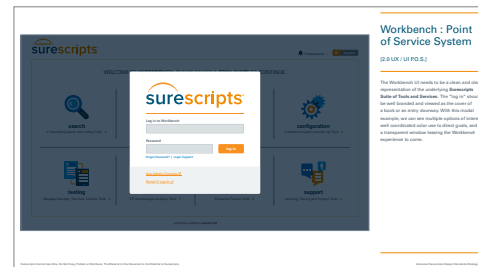
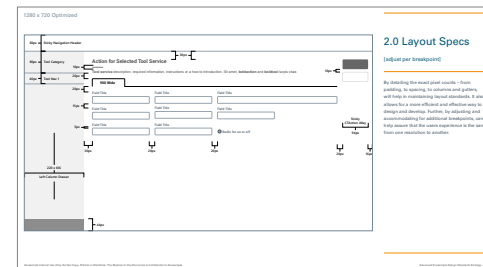
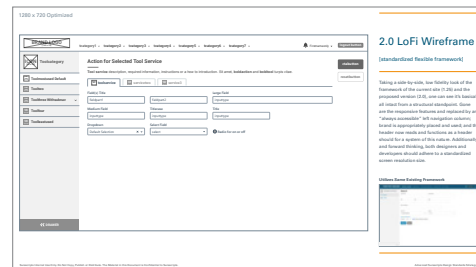
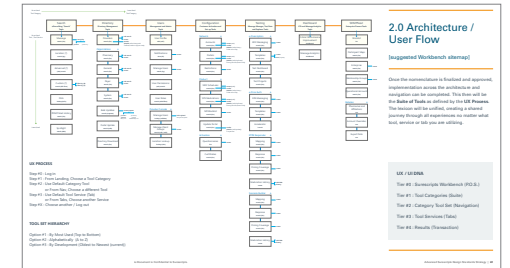
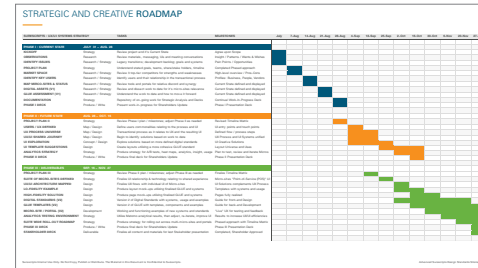
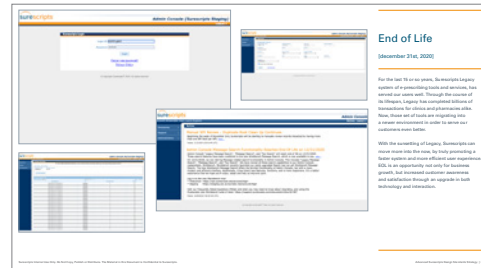
Copy + CSS

Digital Standards

Documentation

Leadership + Mentoring

Presentation Decks





An original series by
deluxe

UX / UI GURU "THE CREATIVE ROLE" SEASON 5 --- 2020 ---

ON-AIR TALENT FOR 7 NEW YORK
CONTESTANTS (CLIENTS)

Creative Direction

Leadership + Mentoring

Client Relations

Competitive Analysis

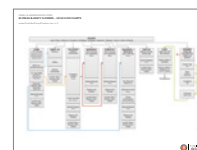
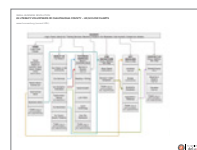
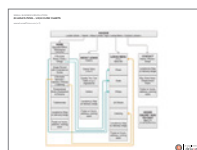
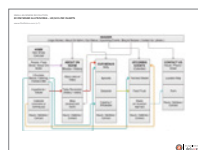
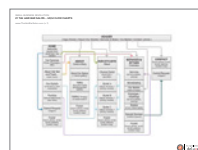
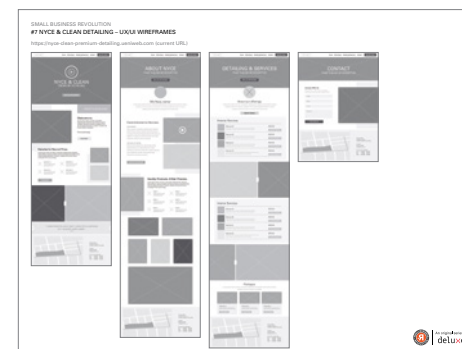
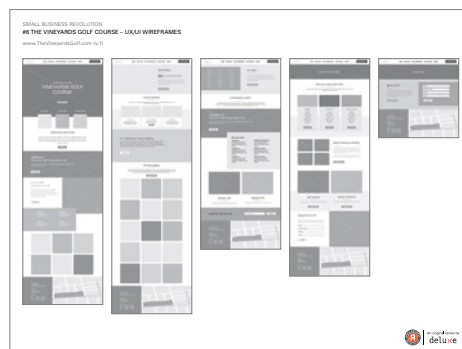
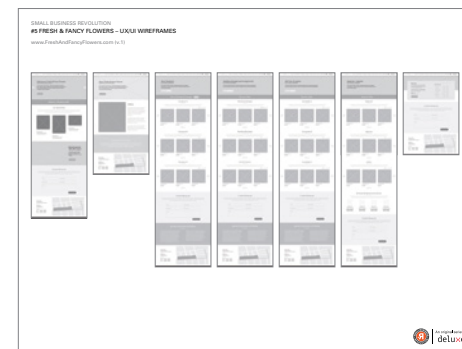
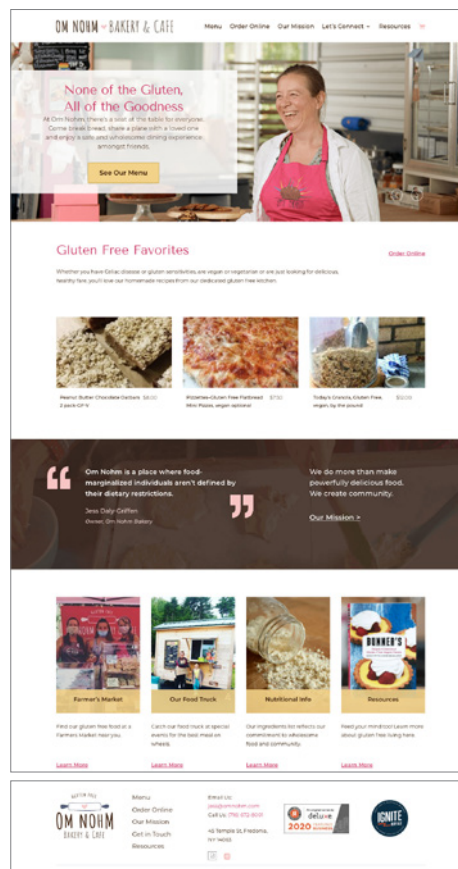
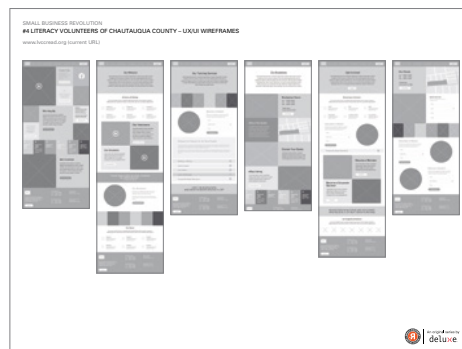
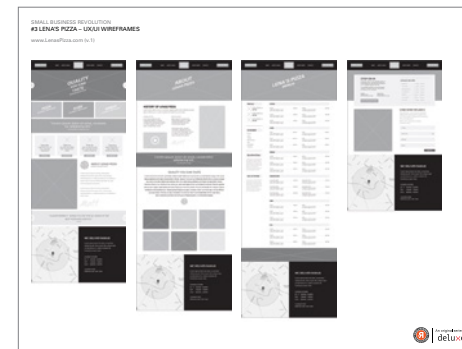
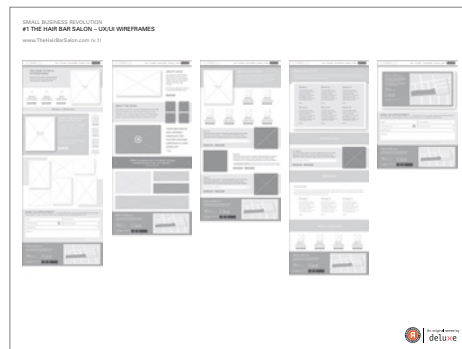
Community Research + R&D

Interviews

On-Line Strategies

Architecture

UX/UI Design Systems





OMNICHANNEL : STRATEGY + CREATIVE UX / UI SPECIALIST

--- 2018 ---

A \$4 BILLION BUSINESS AND CUS-
TOMER EXPERIENCE SOLUTION

Creative Direction

Leadership + Mentoring

Competitive Analysis

Field Research + R&D

Interviews + User Profiles

Roadmaps + Plans

Ideation + Development

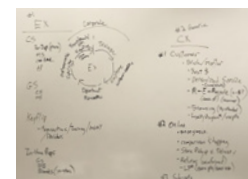
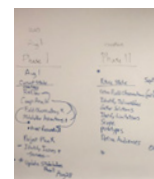
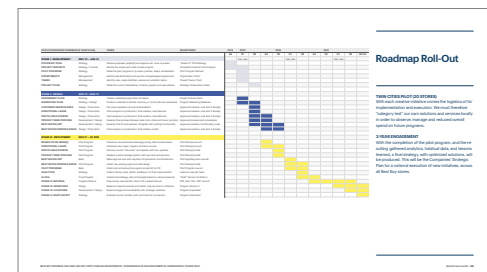
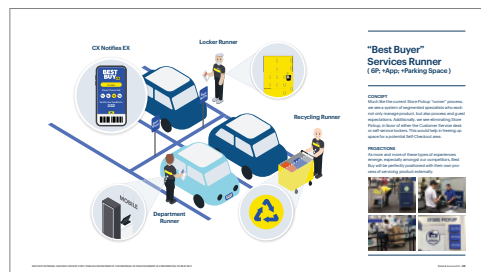
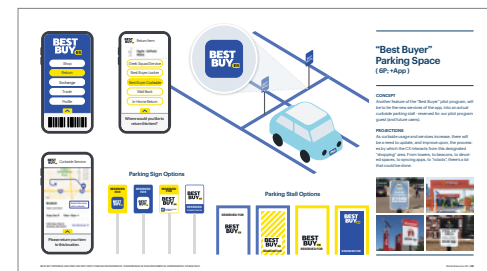
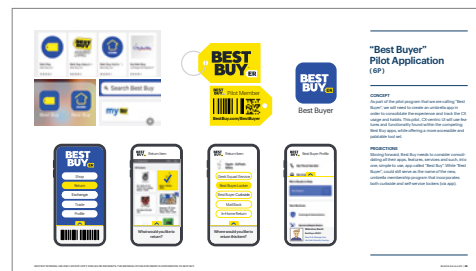
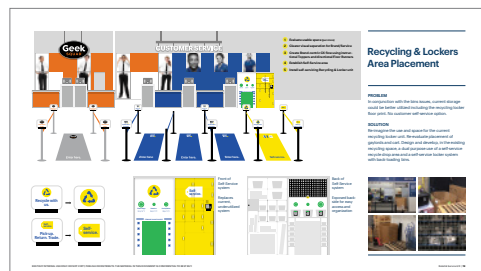
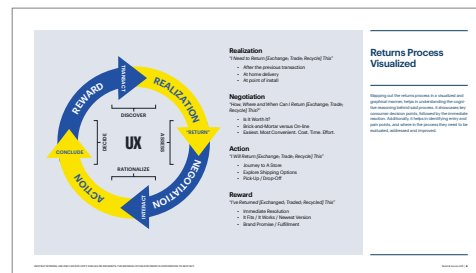
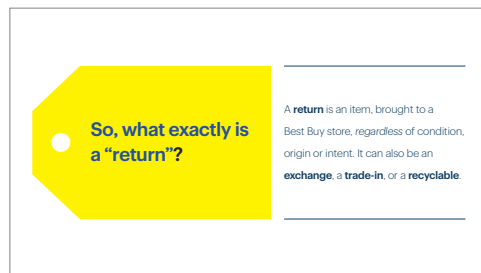
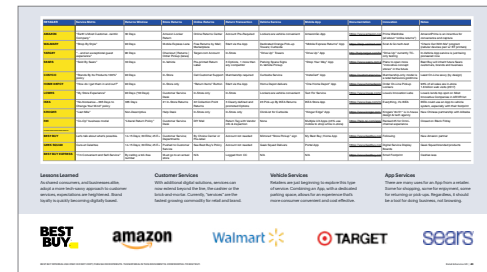
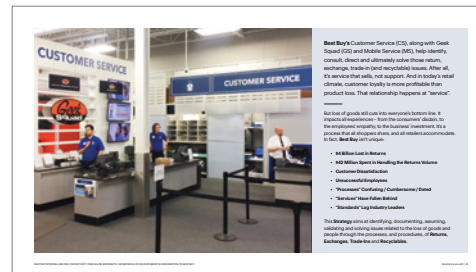
Design Solutions

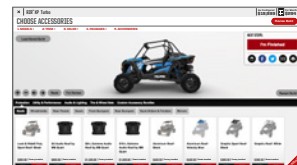
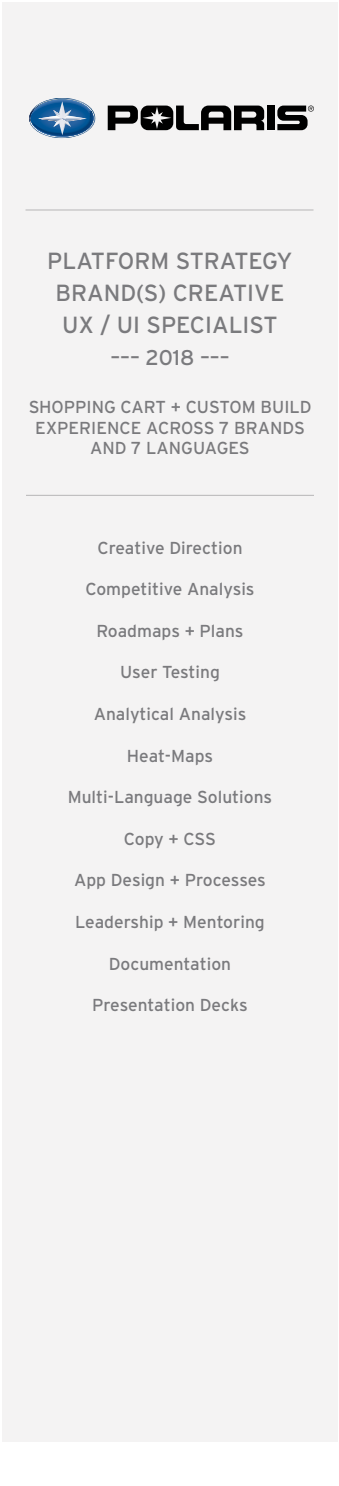
Writing + Copy

App Design + Processes

Documentation

Presentation Decks

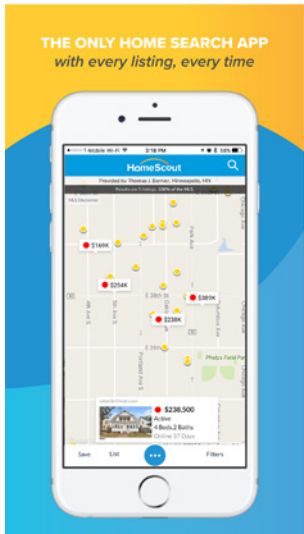
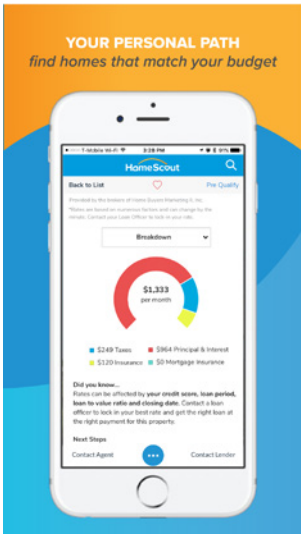
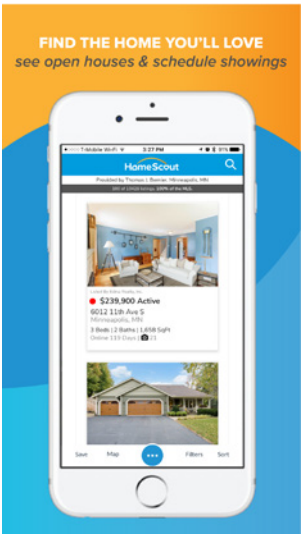
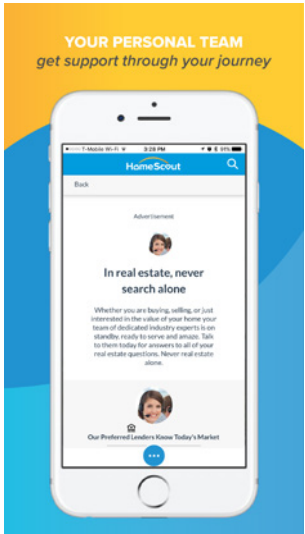
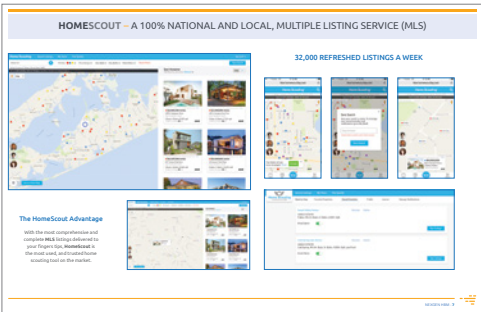
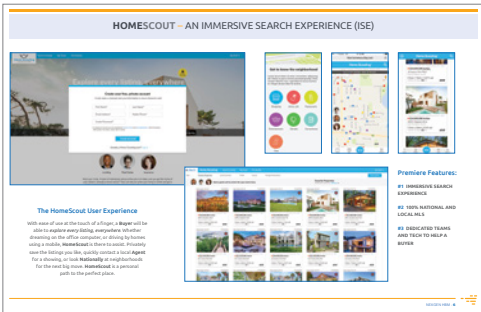
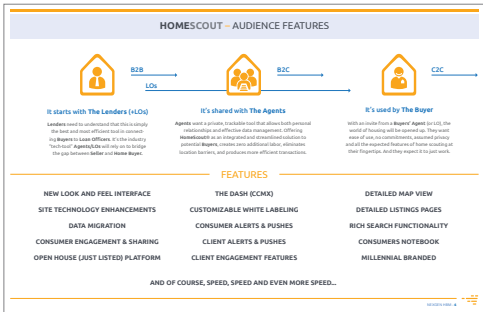






CREATIVE SOLUTIONS FOR A HOME BUYING APP

Presentation Decks



HOMESCOUT – PHASED LAUNCH TIMELINE

[illegible]

Home	School	Release Date: 04/24/21		Survey Date: 04/26/21		Phase 1: COVID Response 0.0		Phase 2: COVID Response 0.0		Phase 3: COVID Response 0.0		Phase 4: COVID Response 0.0		Phase 5: COVID Response 0.0		Phase 6: COVID Response 0.0		
		04/24/21		04/26/21		04/24/21		04/26/21		04/24/21		04/26/21		04/24/21		04/26/21		
<p>The following form of COVID-19 contains 2 copies of information on how to protect ourselves against COVID-19. These measures will help reduce the risk of infection and help protect our health. We encourage all students and staff to follow these instructions carefully and to follow the instructions of the school district.</p>																		
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Your personal path to a place you'll love

VIPs CommPlan

Launch Date: **APRIL 5, 2017**

As an exclusive member of the program, you'll experience the benefits of the HomeScout® site as well as an incredible on-going virtual technology-based sales program. The HomeScout platform is an innovative tool that will help you manage listings, track leads, and manage your sales. You will also be receiving the content to communicate through many other of the leading tools. Go home using our personalized the HomeScout site and place a bid.

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UX / UI SPECIALIST
DIGITAL DESIGN SYSTEMS
100th CSom VIDEO
--- 2016 ---

CREATIVE SOLUTIONS AND
DIGITAL STANDARDS

Art Direction

Architecture + Wireframes

Digital Standards for Depts.

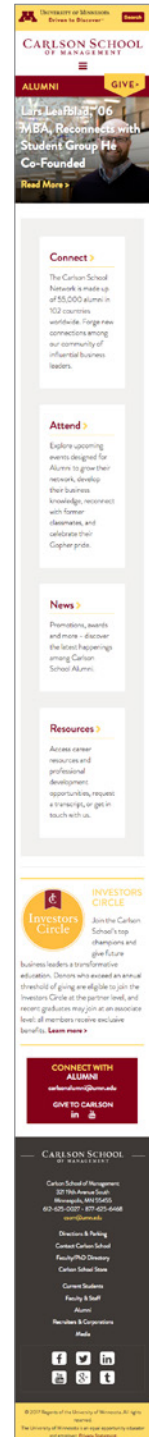
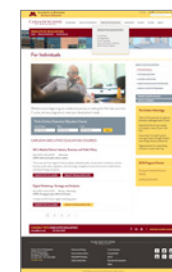
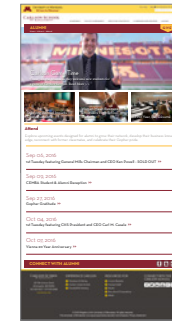
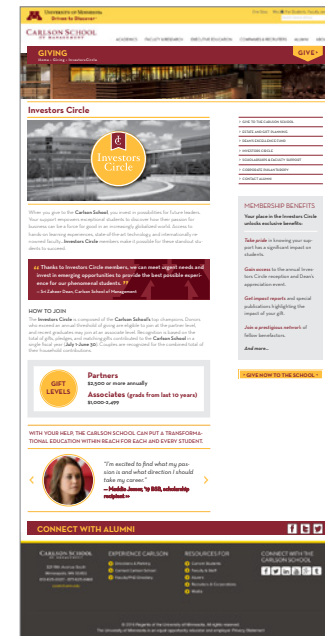
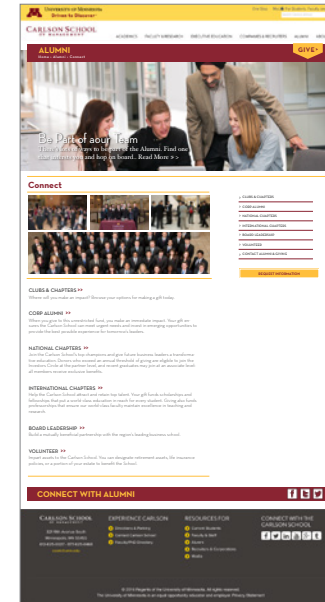
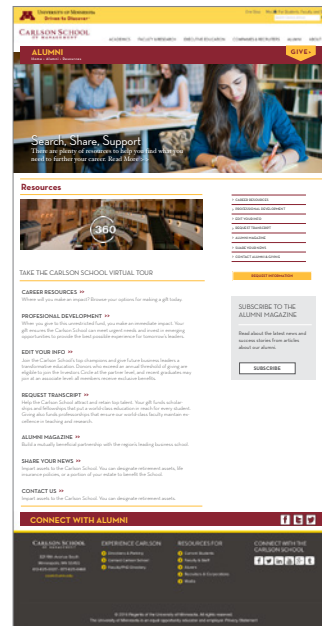
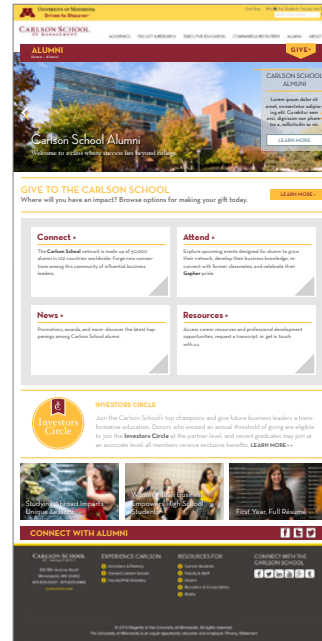
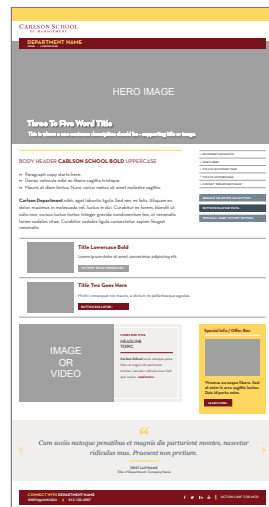
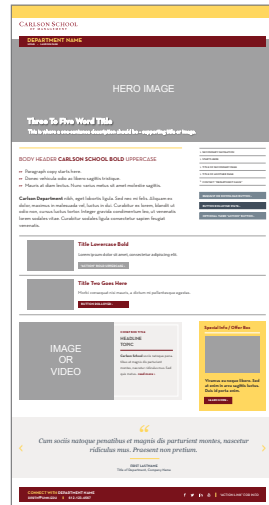
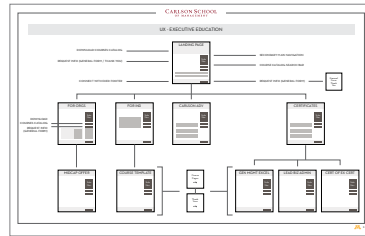
UX/UI Design Systems

CSS + HTML + Coding

Promotional Video

Departments Relations

Presentation Decks

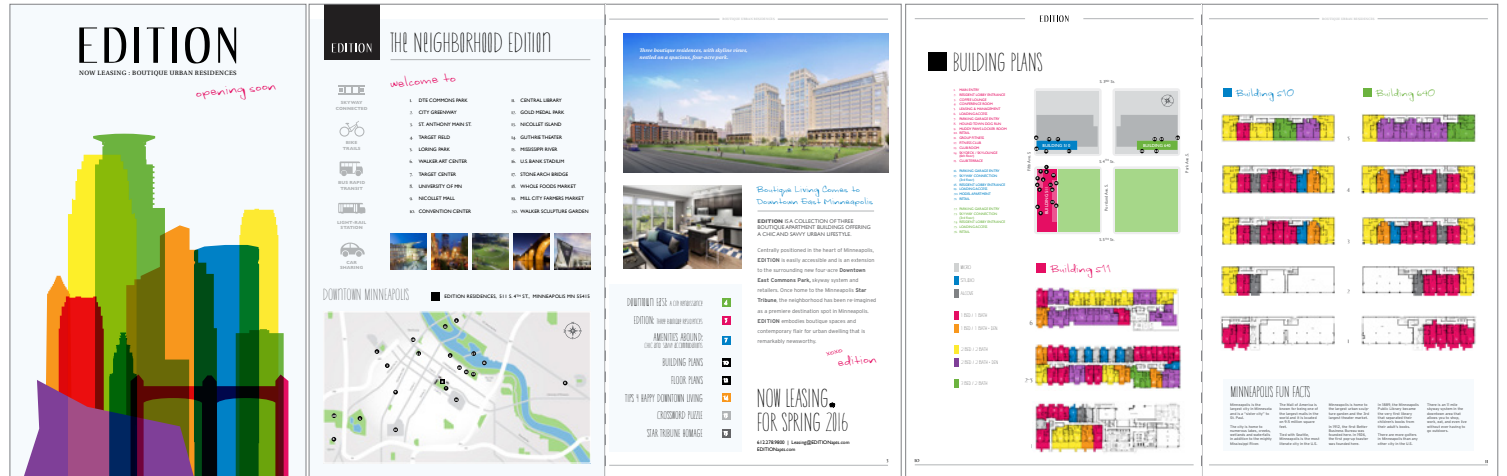


EDITION

Boutique Living in an Urban Setting

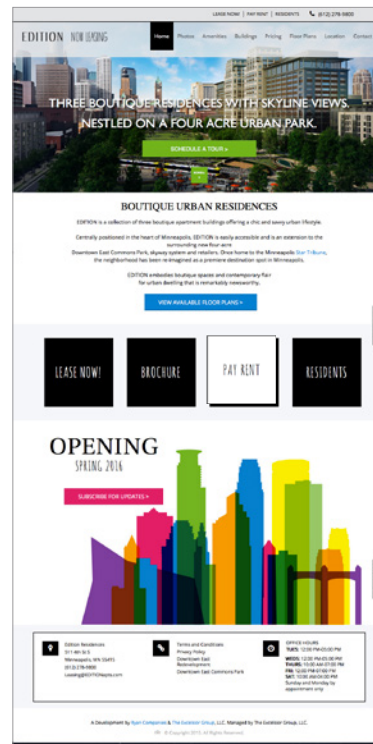
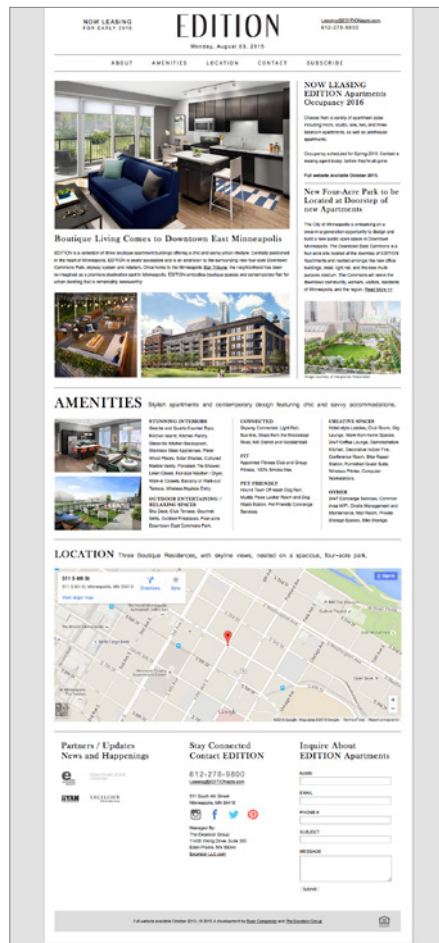
CREATIVE DIRECTOR
UX / UI SPECIALIST
PROMO CAMPAIGNS
--- 2015 ---

CREATIVE SOLUTIONS FOR
A NEW APARTMENT COMPLEX



Conceptual Ideation
Creative Development + Design
Brand Identity
Writing + Copy
Artwork + Map Illustration
Newspaper Design (Brochure)

UX/UI Design Systems
Digital Communications
Marketing + Sales
The Crossword Puzzle
Vendor Relations
Presentation Decks





ART DIRECTION DIGITAL + PRINT SEASONAL CAMPAIGNS

--- 2014 ---

CREATIVE SOLUTIONS ACROSS
RETAIL OMNICHANNELS

Email Communications Design

Print Advertisements

On-Line Display Ads

Packaging Design

Point-Of-Purchase Display

Digital Banners

In-Store Displays

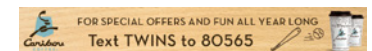
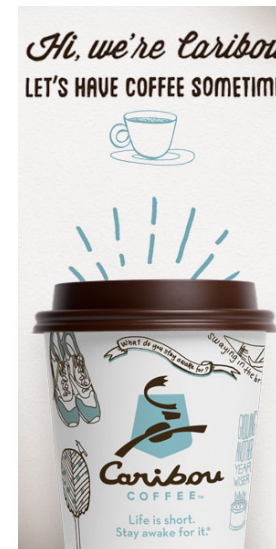
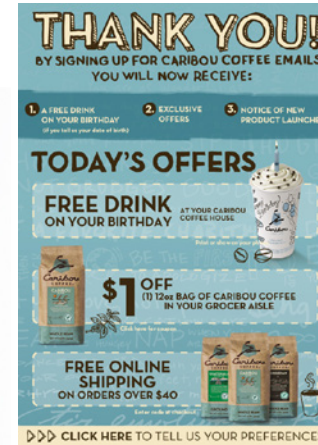
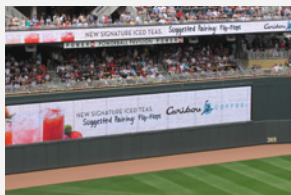
Menu Creative

Product Signage

Various Promotional Pieces

Stadium LED Digital Ads

Vendor Relations



Caribou COFFEE.



OUR COFFEE SPEAKS FOR ITSELF



Caribou COFFEE.



CREATIVE DIRECTOR
UX / UI SPECIALIST
CAMPAIGNS
--- 2008-2013 ---

CREATIVE SOLUTIONS FOR
THE RE-BRAND OF UPTOWN AREA

Community Leader + Speaker

Strategies + Plans

Grant Writing (Won Both)

Brands Identities

Writing + Copy

UX/UI Design Systems

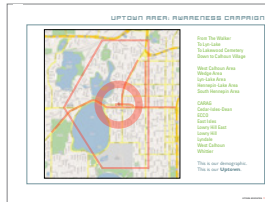
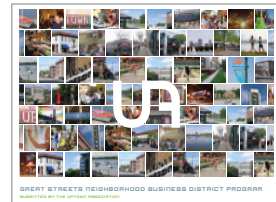
Photography + Videography

Marketing Materials

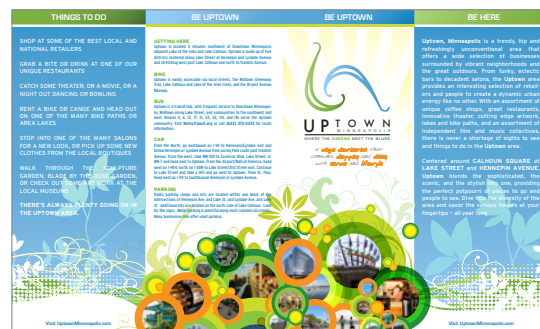
Artwork + Illustrations

Presentation Decks

Re-branding Uptown



UPTOWN
is a unique destination that
combines shopping and dining
with nature and lifestyle





ONMICHANNEL:
UX / UI SPECIALIST
DIGITAL DESIGNS
--- 2011; 2012 ---

CREATIVE SOLUTIONS FOR
FALLON'S CLIENT

User Experience Design

Architecture

Wireframes

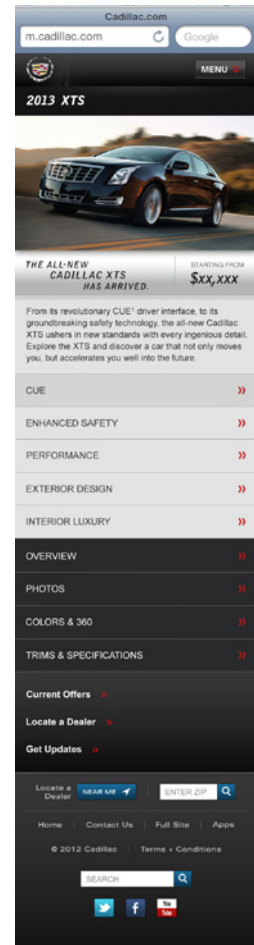
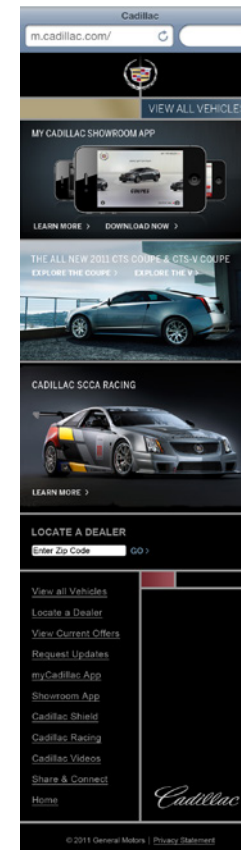
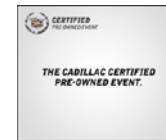
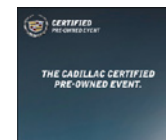
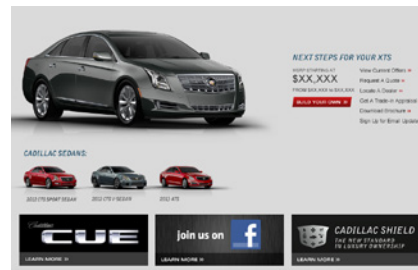
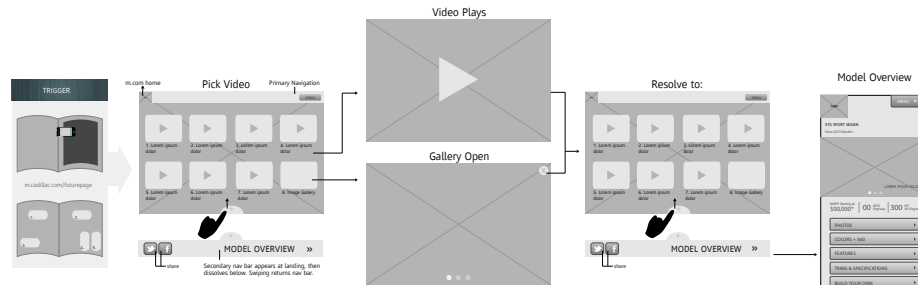
User Interface Design

Digital Dynamic Ads

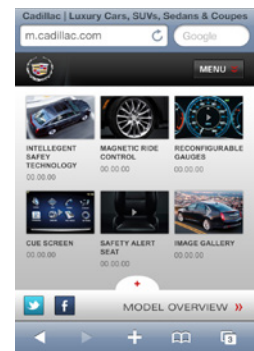
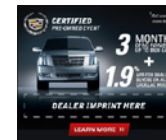
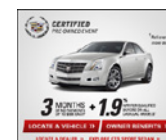
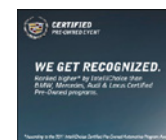
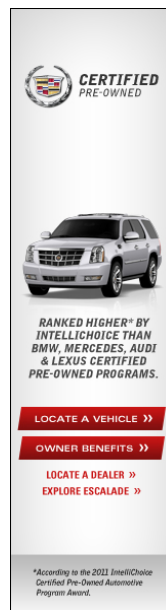
Web Banners + Formats

Production

Prototyping



fallon





CREATIVE DIRECTOR UX / UI SPECIALIST LAUNCH CAMPAIGN --- 2010 ---

CREATIVE SOLUTIONS FOR A
LIFESTYLE RURAL WAGON

Brand Concept + Direction

Brand Identity

Writing + Copy

Photography

Marketing Materials

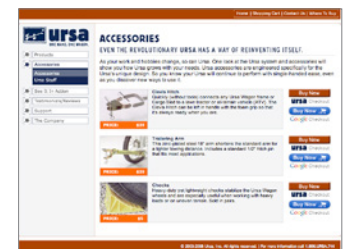
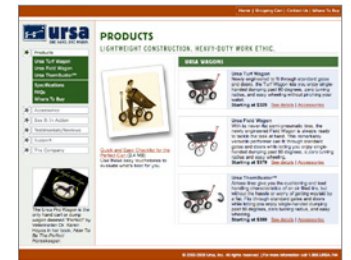
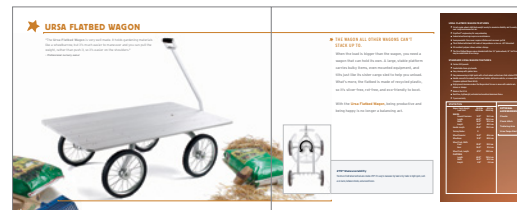
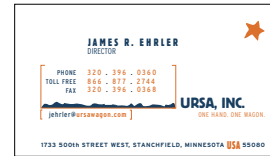
UX/UI Design Solution

HTML + CSS + Code

Tradeshow Design

Vendor Relations

Presentation Decks





CREATIVE DIRECTOR
UX / UI SPECIALIST
LAUNCH CAMPAIGN
--- 2009 ---

CREATIVE SOLUTIONS FOR A
DOWNTOWN RESTAURANT

Brand Concept + Direction

Brand Identity

Writing + Copy

Food + Lifestyle Photography

Marketing Materials

Menu Designs

UX/UI Design Solution

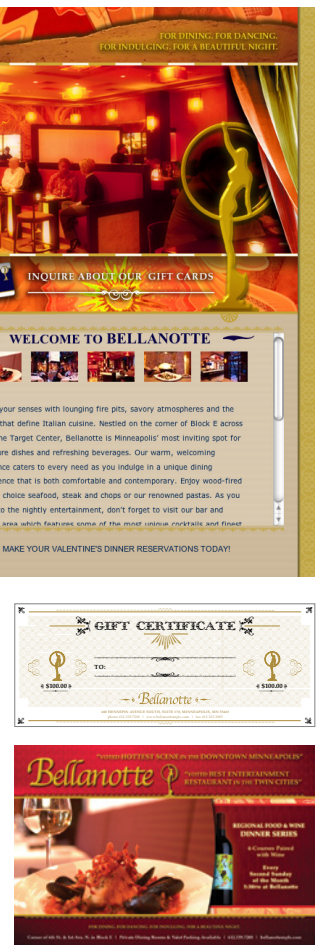
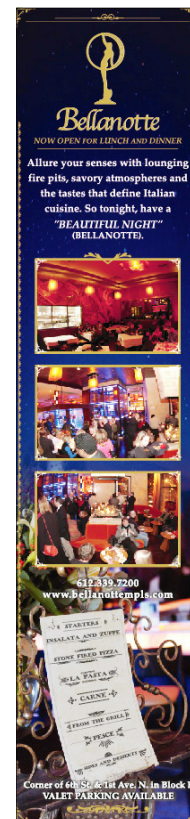
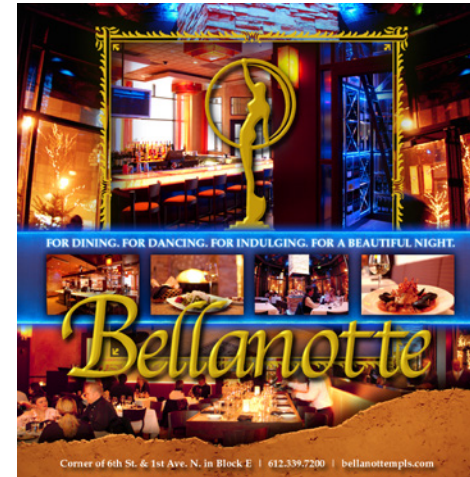
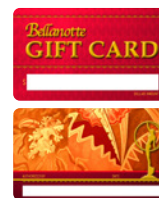
HTML + CSS + Code

Advertising

Transit Stop Displays

Vendor Relations

Presentation Decks





ESCAPE
ULTRA LOUNGE

CREATIVE DIRECTOR UX / UI SPECIALIST LAUNCH CAMPAIGN

--- 2008 ---

CREATIVE SOLUTIONS FOR A
DOWNTOWN NIGHTCLUB

Brand Concept + Direction

Brand Identity

Writing + Copy

Interior + Lifestyle Photography

Videography

Marketing Materials

Interior/Exterior Signage

UX/UI Design Solution

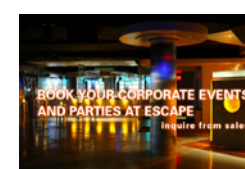
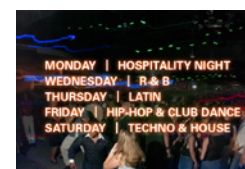
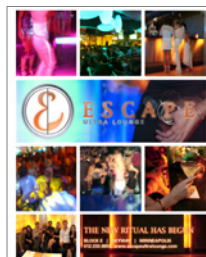
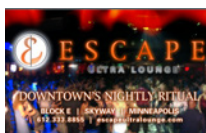
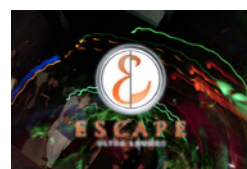
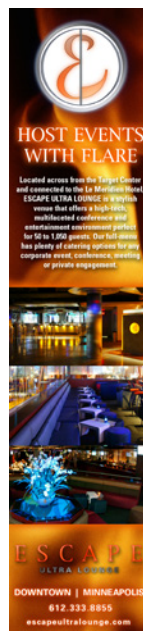
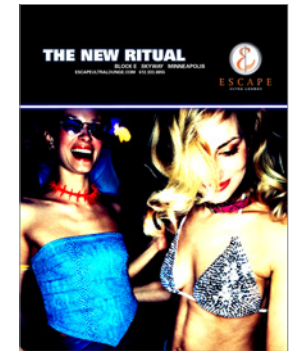
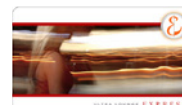
HTML + CSS + Code

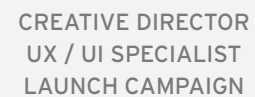
Advertising

Transit Stop Displays

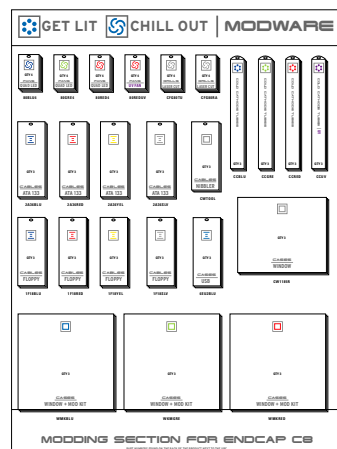
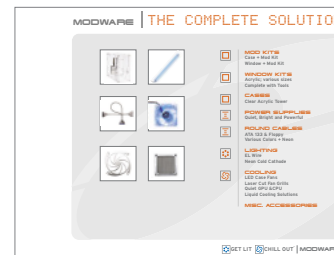
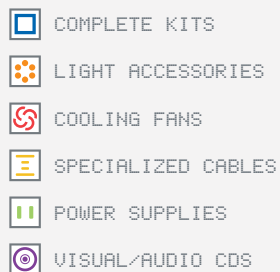
Vendor Relations

Presentation Decks





Presentation Decks



0000.Stimuli Brand Development	0042.EFAST	0084.DIFFA Surrender Diva	0136.Private Toy	0179.Caribou Coffee
0001.Metrix Communications	0043.Cotelligent	0085.Navicom	0137.Tommy's	0180.H2O Innovations
0002.Carlson Companies	0044.Diffa	0086.Packaging Department	0138.Cascade Mortgage	0181.SparkHouse
0003.Pillsbury	0045.Manhattan Toy Company	0087.3M	0139.ICEA	0182.Stuffies
0004.Weston Station	0046.Bacardi	0088.Halo Sleep Sack	0140.Bella	0183.CTI
0005.Science Museum of Minnesota	0047.Figments	0089.iShopTV	0141.Koch Group	0184.MIMN
0006.Stimuli Video Game Show	0048.Dvorak Photography	0090.Bearfoot Landscape	0142.Mosaic/Diva MN06	0185.Medica
0007.Ultra Wheels	0049.Midway Uniform	0091.Best Buy's vprMatrix	0143.Sportscrusader	0186.DivConstruct
0008.The Big Frame	0050.MSI	0092.Target	0144.Ackerberg Group	0187.MinuteGriller
0009.The Fine Line	0051.Novus Maketing	0102.URSA	0145.Sherlock Holmes	0188.Rebella
0010.Johnson Components	0052.Y2K Posters	0103.CAPA	0146.AgEcon	0189.PearlPower
0011.Midwest Mortgage	0053.Urban Ventures	0104.Modware	0147.Colorware	0190.Swell
0012.Buoy Dog Productions	0054.Chief Manufacturing	0105.DC Group	0148.DIVA 2007	0191.BeautyGlue
0013.Thyme In The Kitchen	0055.ICMS	0106.DJ Jon Frank	0149.Perfect Stall	0192.ZoomWorks
0014.St.Thomas University	0056.William J.	0107.Hour Car	0150.ContEdGroup	0193.Fun 2 Market
0015.The Millennium Project	0057.Bryant Lake Bowl	0108.Page	0151.ButtOut	0194.RL Fitness
0016.World Cycling Productions	0058.Howman Architects	0109.CCS/HardArt	0152.Art of Optiks	0195.LiveWell
0017.The Design Group	0059.HDSA	0110.Invoke Systems	0153.Chavez	0196.Empire Door&Glass
0018.Great Waters Brewing Company	0060.Innuity	0111.Escape Ultra Lounge	0154.Trexin	0197.Edition Apts
0019.KeyTech	0061.Javelin Solutions	0112.DCNC	0155.Midwest Motorcycle	0198.Capella
0020.Royal Banks of Canada	0062.Stimuli-Poll Brand	0113.Fiant Dental	0156.Club DIVA	0199.ExpressMD
0021.Pheoll Fasteners	0063.Siren Publication	0114.Bellanotte	0157.Uptown	0200.Carlson School of Mgmt
0022.United Way FCN	0064.Golf Labels	0115.Microsel	0158.RBN	0201.HomeScout
0023.AIGA Series	0065.MedTronic	0116.Aesthetica	0159.Suntide	0202.GreenClean Crew
0024.EMC Casinos	0066.UnitedHealth Group	0117.Hart Skiis	0160.TakeDown	0203.AngieCare
0025.NoLimit Publication	0067.StAnthony	0118.Spirit Squads	0161.LocalDrafts	0204.Christopher and Banks
0026.DataSource Hagen	0068.Metcouncil	0119.UofM Libraries	0162.Marnita's Table	0205.Tangletown Assoc
0027.Equity Partners	0069.3M Stemwinder	0120.SVP	0163.Vizi Salon	0206.Polaris Industries
0028.MSPI Brand	0070.Accountability	0121.EVE	0164.Pragmatek	0207.Collegis Education
0029.Cargill	0071.MN Opera	0122.Revamp	0165.Tie Boss	0208.RF64 Residences
0030.The Bagel Mitt	0072.Luthern Brotherhood	0123.Lazair	0166.SkyWay Open	0209.Best Buy Corporate
0031.All Golf	0073.United Health Group	0124.Argent	0167.Garden Guard	0210.GL Furniture
0032.Beland	0074.Blue Missile	0125.Esthesia	0168.Top That	0211.Howard Roark Associates
0033.Pylon	0075.School of Music	0126.Captains of Guard	0169.Rozin 2016	0212.Lifetouch
0034.Youth Science Center	0076.Martin Luther King Jr.	0127.Framing The Best	0170.Antonio	0213.Deluxe-Small Business Revolution
0035.Milkweed Editions	0077.Ted Mann	0128.Cheery	0171.Camp Foodie	0214.Surescripts
0036.Network Management	0078.Arts Quarter	0129.All God's	0172.Strommen	0215.Norden Strategies
0037.Our Lady of Peace	0079.Compass	0131.Ambassador Mortgage	0173.Handcast	0216.MN Worlds Expo
0038.Lawson Software [iJob]	0080.Extreme Athletics	0132.NRT	0174.Underthink	0217.Kinship
0039.Parametrica	0081.SPCO	0133.Olup	0175.247	0218.Primerica
0040.Creekridge Capital	0082.Atomic Playpen	0134.DIVA MN 2005	0176.National Overdrive	0219.Harpers Cove
0041.Mediject	0083.MGI Pharma	0135.CommonSense Mortgage	0177.Fallon	0220.Allstate
			0178.Graves	0221.DISH Network

CD/AD + UX/UI + STRATEGY + BRAND + DESIGN + DIGITAL + PRINT + COPY + CODE + MARKETING + PRODUCT + PRESENTATION

Holland Wood

