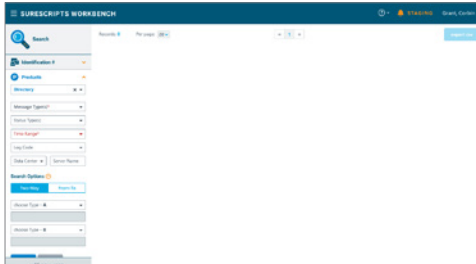
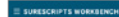
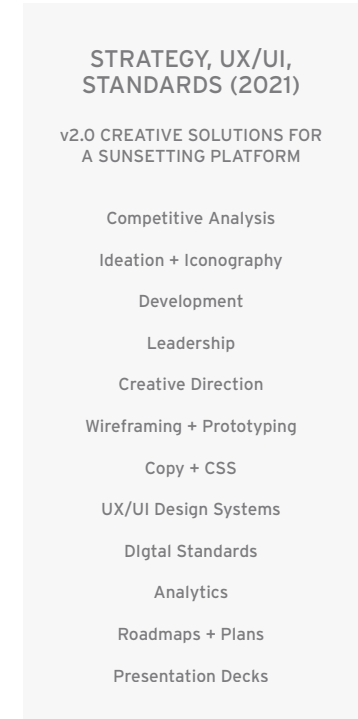


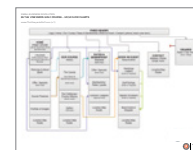
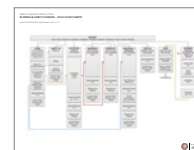
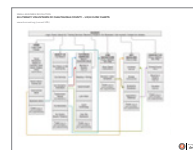
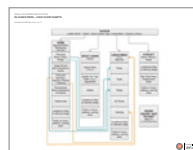
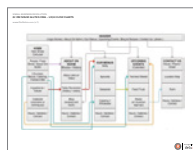
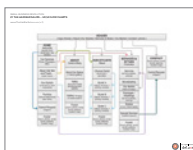
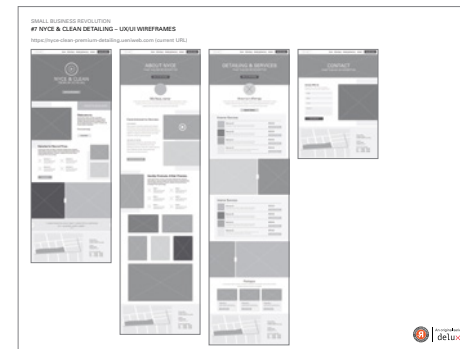
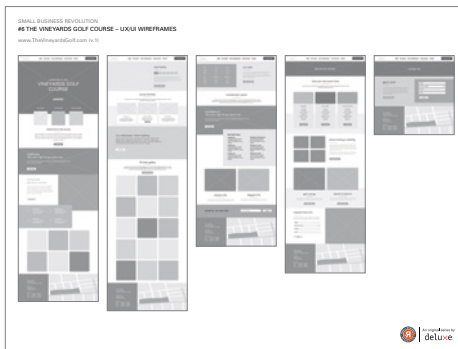
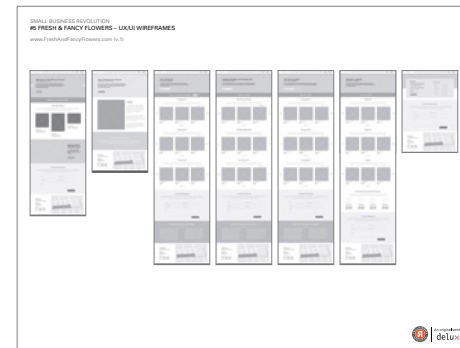
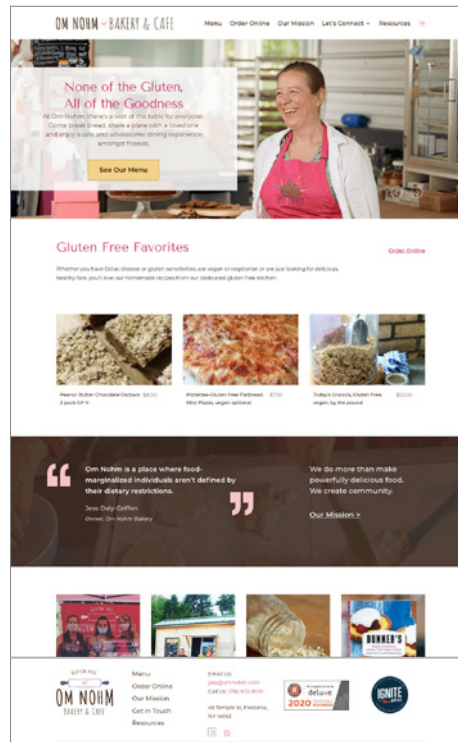
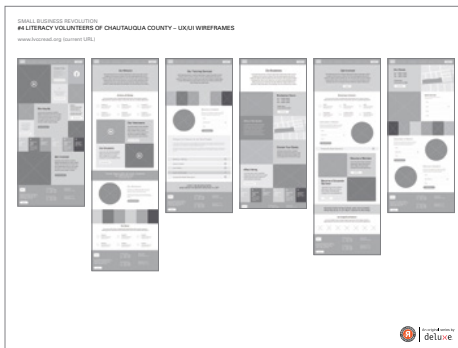
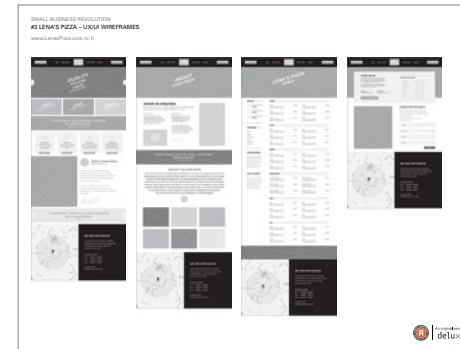


Holland Wood

CREATIVE SAMPLER







An original series by
deluxe

"UX/UI GURU" - THE CREATIVE ROLE (2020)

SEASON 05 ON-AIR TALENT FOR 7 CHOSEN CONTESTANTS (CLIENTS)

Leadership

Community Research / R&D

On-Line Strategies

Process Maps + User FLOws

Wireframes + LoRes

Creative Direction





UX/UI SHOPPING CART ACROSS 7 BRANDS AND 7 LANGUAGES

UX/UI SHOPPING CART ACROSS 7 BRANDS AND 7 LANGUAGES

Competitive Analysis

Ideation

Development

Leadership

UX/UI Design

Phase I / Phase II Solutions

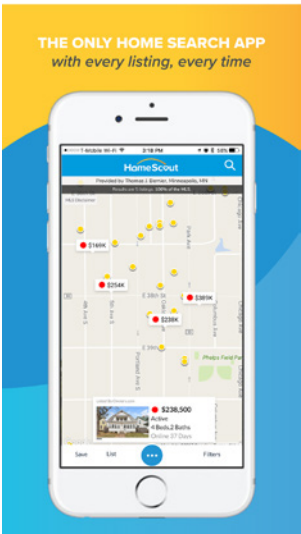
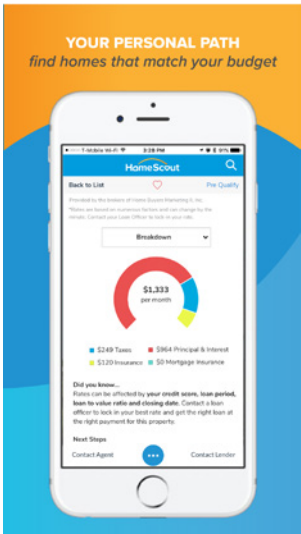
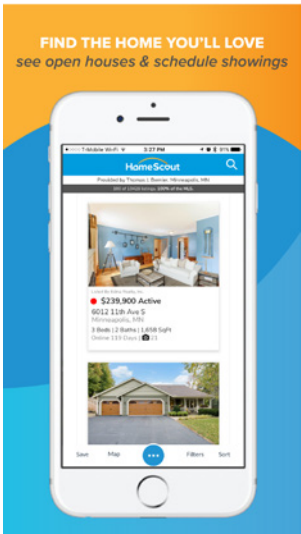
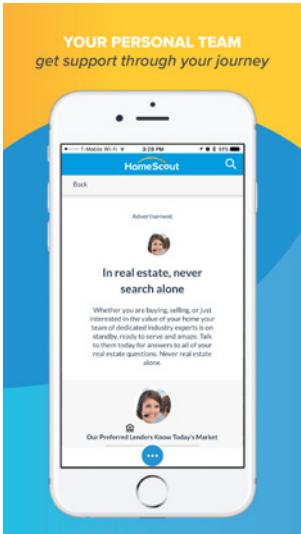
Copy

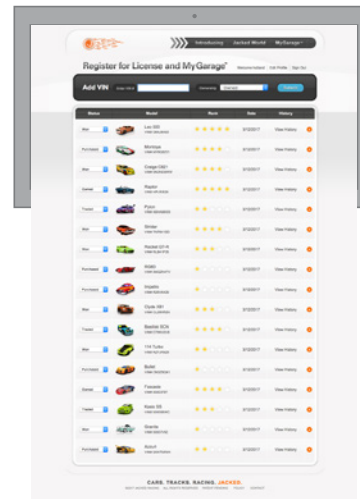
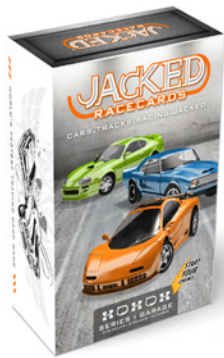
CSS Code

Analytics / Heatmaps

Documentation

Presentation Decks

Holland Wood - 6



STRATEGY, UX/UI, BRAND, PRODUCT (2016)

Ideation + Execution

Complete Brand

Strategy

Creative Direction

UX/UI Design + Code

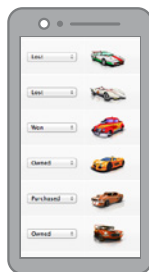
Packaging

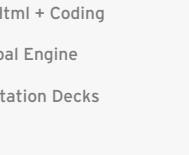
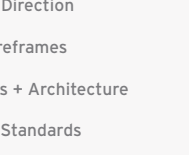
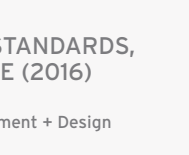
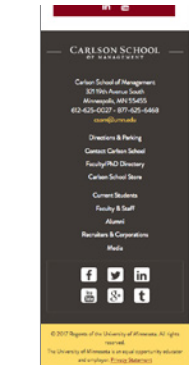
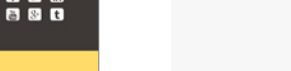
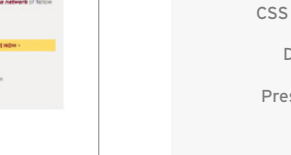
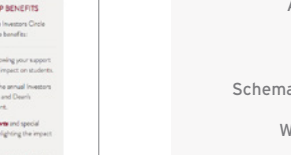
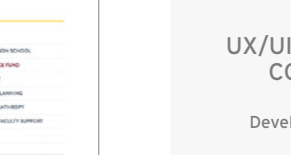
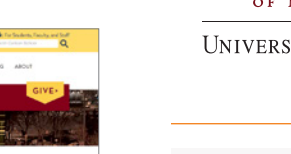
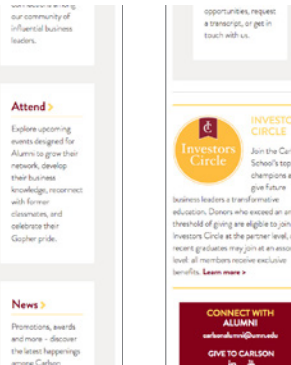
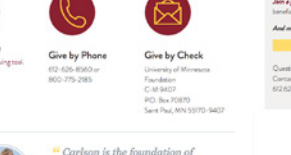
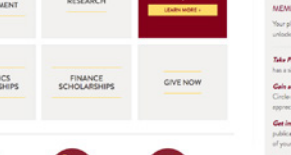
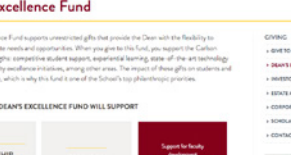
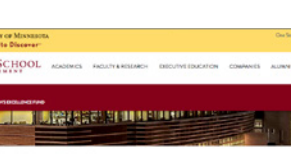
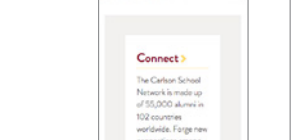
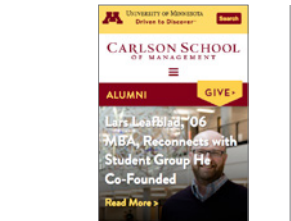
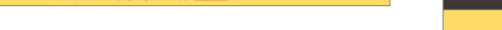
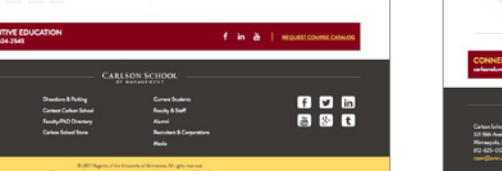
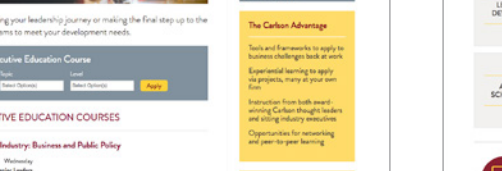
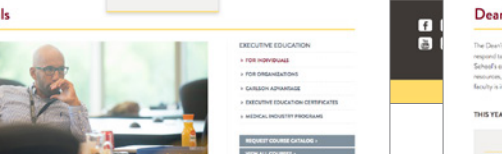
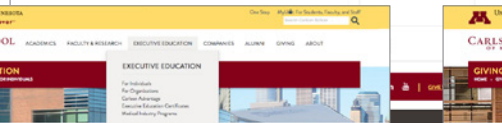
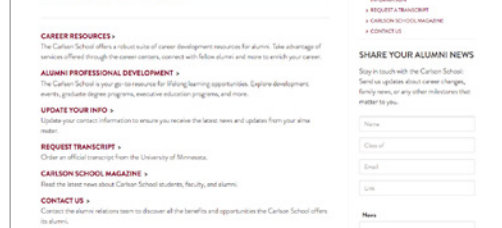
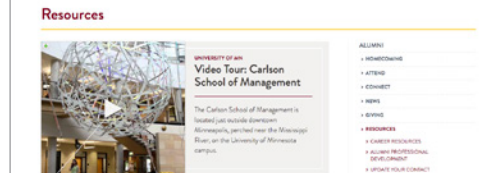
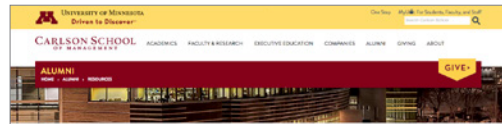
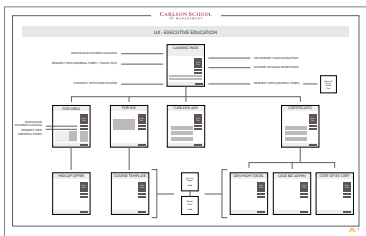
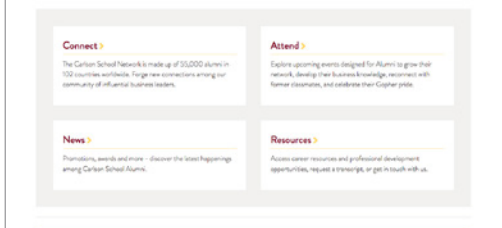
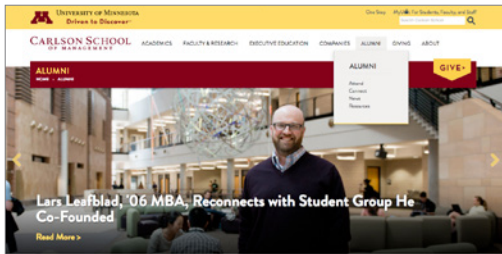
Storyboards + Video

Marketing Materials

Launch Plans

Presentation Decks





UX/UI, STANDARDS, CODE (2016)

Development + Design

Art Direction

Wireframes

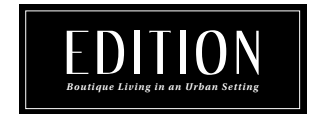
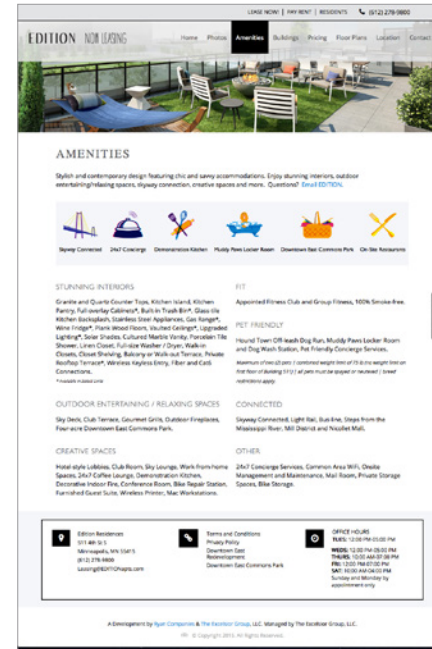
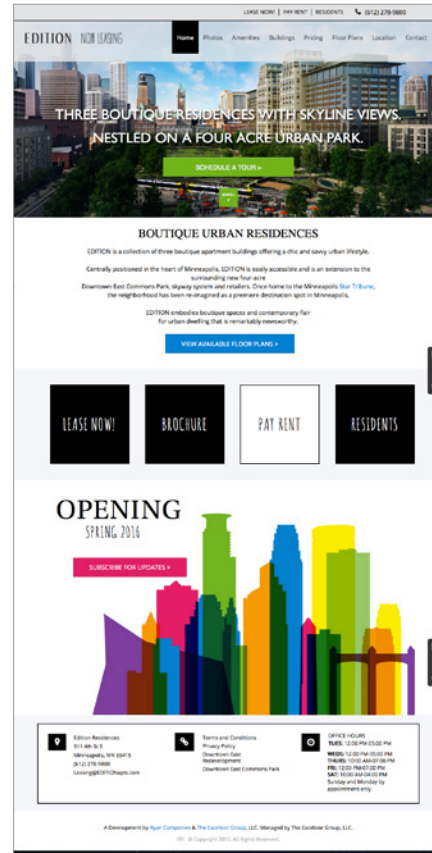
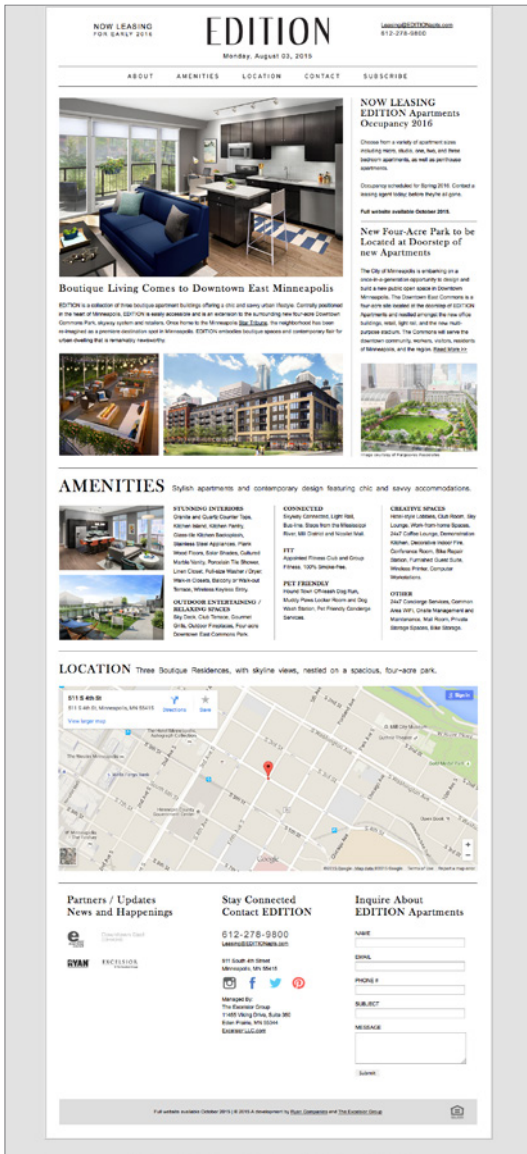
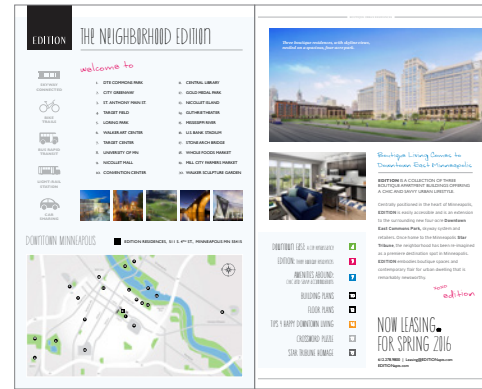
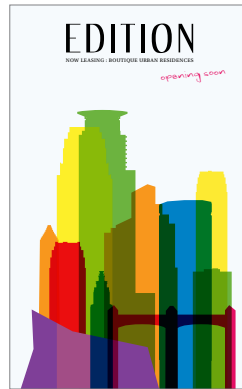
Schematics + Architecture

Web Standards

CSS + Html + Coding

Drupal Engine

Presentation Decks



BRAND, UX/UI, COPY, CAMPAIGN, (2015)

Brand Development + Design

Logo Work + System Id

Marketing Materials

Newspaper Brochure

Enewsletter

UX/UI Design + Code

Html Website (V.1)

Responsive Website (V.2)

Rentcafe Engine

Skyline Illustration

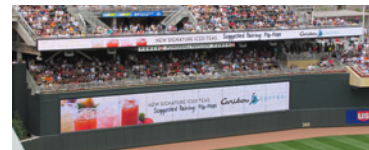
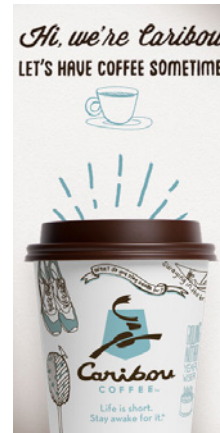
Map Illustration

Sales Copy

Icon Work



FOR SPECIAL OFFERS AND FUN ALL YEAR LONG
Text TWINS to 80565



PRINT, DIGITAL, MARKETING, CAMPAIGNS (2014)

- Email Blasts
- Advertisements
- On-Line Ads
- Packaging
- Point-Of-Purchase
- Web Banners
- In-Store Displays + Signage
- Web Take-Over
- Stadium Led Digital Ads

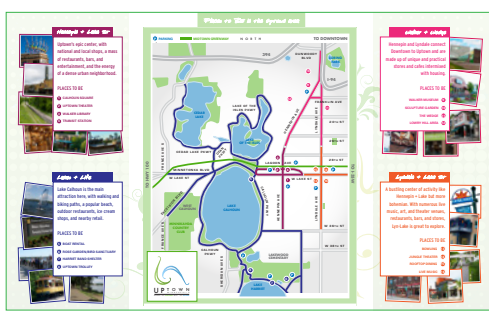
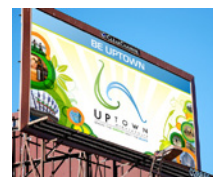
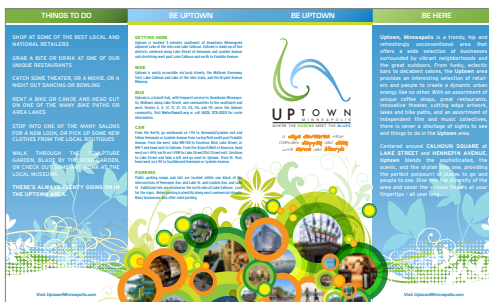
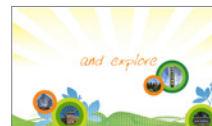
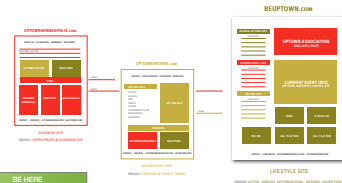
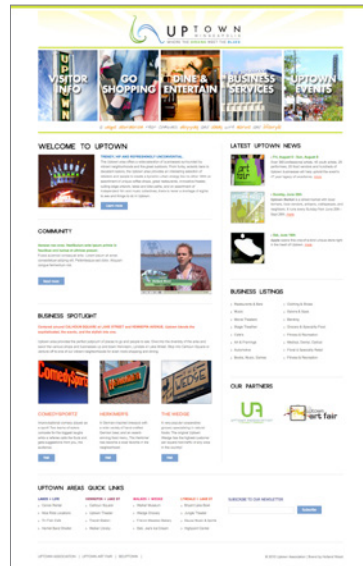
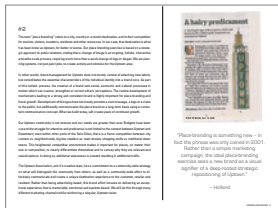
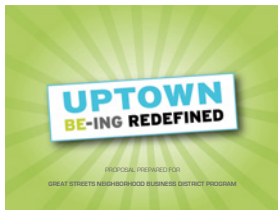
Caribou COFFEE.



OUR COFFEE SPEAKS FOR ITSELF



Caribou COFFEE.

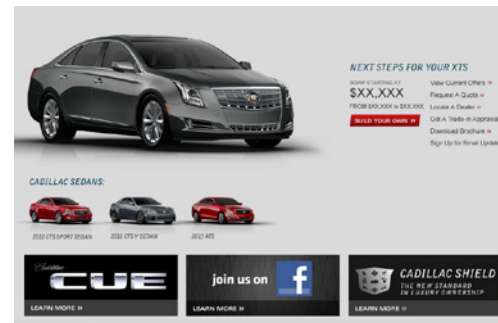
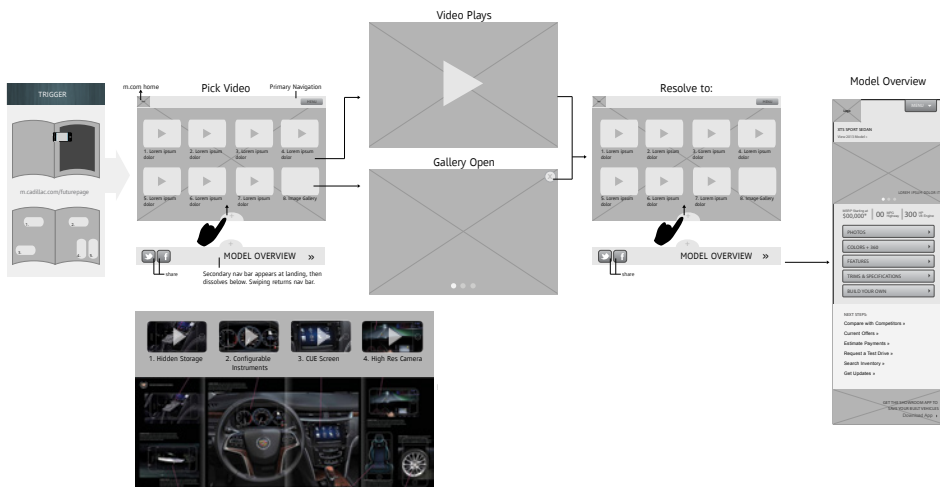


" UPTOWN is a unique destination that combines shopping and dining with nature and lifestyle. "

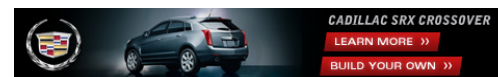
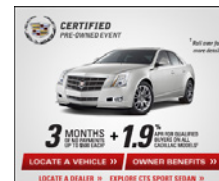
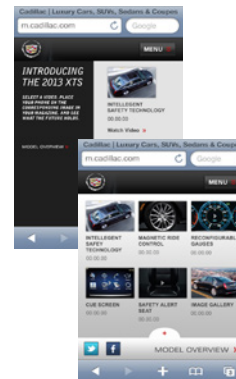
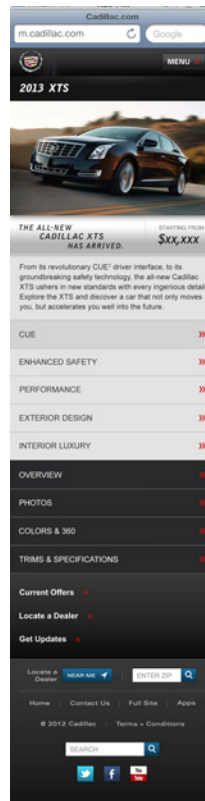
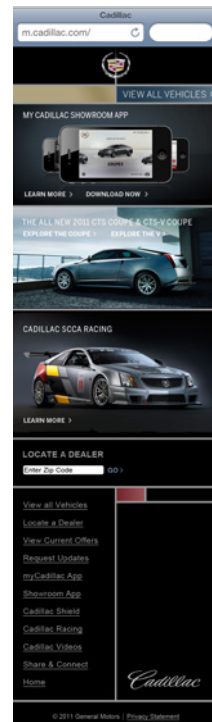


3X CAMPAIGNS, BRANDS, UX/UI, COPY (2008-2014)

- Brand Strategies + Plans
- Creative Direction
- Grant Writing (Won Both)
- Logos + Taglines
- Presentation Decks
- Brochures + Copy
- Photography
- Wireframes
- UX/UI Design + Coding
- Storyboards + Videos
- Marketing Materials
- System Ids
- Illustrations



fallon



UX/UI, PROTOTYPING,
DIGITAL (2011; 2012)

User Flows

Wireframes

Architecture

UX/UI Design

On-Line Static Ads

Digital Dynamic Ads

Web Banners

Digital Formats

Presentation Decks



BRAND, UX/UI, PRINT, DIGITAL (2010)

Creative Director

Brand + Design

Logos + Tagline

Brochures

UX/UI Design + Code

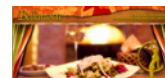
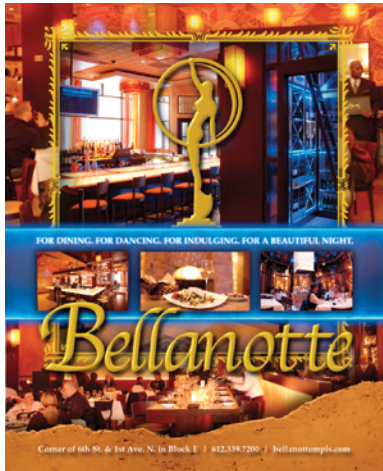
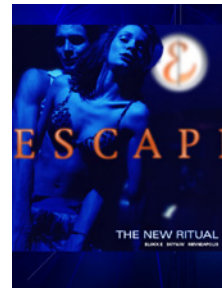
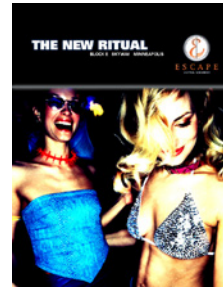
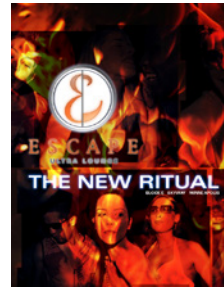
Marketing Materials

Photography

Tradeshow Booth

Print + On-Line Ads

P.O.P. Displays

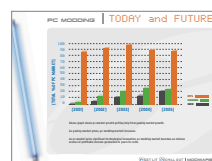


2X BRAND, UX/UI, PRINT, DIGITAL (2008, 2009)

- Marketing Strategies
- Escape Logo
- Brands
- Photography
- Video
- Copy
- UX/UI Design + Code
- Marketing Materials
- Menus
- Signage
- Press Releases
- Advertisements



- COMPLETE KITS
- LIGHT ACCESSORIES
- COOLING FANS
- SPECIALIZED CABLES
- POWER SUPPLIES
- VISUAL/AUDIO CDS



BRAND, PRODUCT,
UX/UI, PACKAGING
(2007)

Ideation + Execution

Brand

Strategy

Creative Direction

Packaging

UX/UI Design + Code

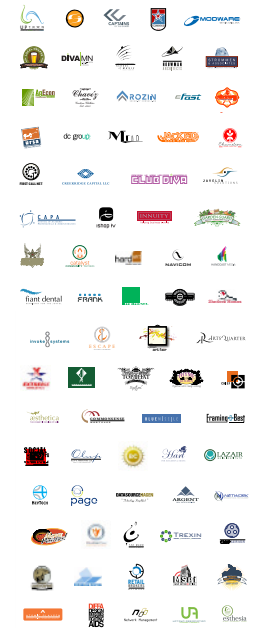
Website

Storyboards + Video

Marketing Materials

Launch Plans

Presentation Decks



RECENT LOGO AND BRAND WORK

- Home Searching App
- Custom Hardware Company
- College Centennial
- Cleaning Service
- Downtown Mpls Residences
- Millennial Beauty Product
- Quick Clinic Care

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

0000.Stimuli Brand Development	0041.Mediject	0082.Atomic Playpen	0132.NRT	0174.Underthink
0001.Metrix Communications	0042.EFAST	0083.MGI Pharma	0133.Olup	0175.247
0002.Carlson Companies	0043.Cotelligent	0084.DIFFA Surrender Diva	0134.DIVA MN 2005	0176.National Overdrive
0003.Pillsbury	0044.Diffa	0085.Navicom	0135.CommonSense Mortgage	0177.Fallon
0004.Weston Station	0045.Manhattan Toy Company	0086.Packaging Department	0136.Private Toy	0178.Graves
0005.Science Museum of Minnesota	0046.Bacardi	0087.3M	0137.Tommy's	0179.Caribou Coffee
0006.Stimuli Video Game Show	0047.Figments	0088.Halo Sleep Sack	0138.Cascade Mortgage	0180.H20 Innovations
0007.Ultra Wheels	0048.Dvorak Photography	0089.iShopTV	0139.ICEA	0181.SparkHouse
0008.The Big Frame	0049.Midway Uniform	0090.Bearfoot Landscape	0140.Bella	0182.Stuffies
0009.The Fine Line	0050.MSI	0091.Best Buy's vprMatrix	0141.Koch Group	0183.CTI
0010.Johnson Components	0051.Novus Maketing	0092.Target	0142.Mosaic/Diva MN06	0184.MIMN
0011.Midwest Mortgage	0052.Y2K Posters	0100.Brand Corps	0143.Sportsrusader	0185.Medica
0012.Buoy Dog Productions	0053.Urban Ventures	0102.URSA	0144.Ackerberg Group	0186.DivConstruct
0013.Thyme In The Kitchen	0054.Chief Manufacturing	0103.CAPA	0145.Sherlock Holmes	0187.MinuteGriller
0014.St.Thomas University	0055.ICMS	0104.Modware	0146.AgEcon	0188.Rebella
0015.The Millennium Project	0056.William J.	0105.DC Group	0147.Colorware	0189.PearlPower
0016.World Cycling Productions	0057.Bryant Lake Bowl	0106.DJ Jon Frank	0148.DIVA 2007	0190.Swell
0017.The Design Group	0058.Howman Architects	0107.Hour Car	0149.Perfect Stall	0191.BeautyGlue
0018.Great Waters Brewing Company	0059.HDSA	0108.Page	0150.ContEdGroup	0192.ZoomWorks
0019.KeyTech	0060.Innuity	0109.CCS/HardArt	0151.ButtOut	0194.RLFitness
0020.Royal Banks of Canada	0061.Javelin Solutions	0110.Invoke Systems	0152.Art of Optiks	0195.LiveWell
0021.Pheoll Fasteners	0062.Stimuli-Poll Brand	0111.Escape Ultra Lounge	0153.Chavez	0196.Empire Door&Glass
0022.United Way FCN	0063.Siren Publication	0112.DCNC	0154.Trexin	0197.Edition Apts
0023.AIGA Series	0064.Golf Labels	0113.Fiant Dental	0155.Midwest Motorcycle	0198.Capella
0024.EMC Casinos	0065.MedTronic	0114.Bellanotte	0156.Club DIVA	0199.ExpressMD
0025.NoLimit Publication	0066.UnitedHealth Group	0115.Microsel	0157.Uptown	0200.Carlson School of Mgmt
0026.DataSource Hagen	0067.StAnthony	0116.Aesthetica	0158.RBN	0201.HomeScout
0027.Equity Partners	0068.Metcouncil	0117.Hart Skiis	0159.Suntide	0202.GreenClean Crew
0028.MSPI Brand	0069.3M Stemwinder	0118.Spirit Squads	0160.TakeDown	0203.AngieCare
0029.Cargill	0070.Accountability	0119.UofM Libraries	0161.LocalDrafts	0204.Christopher and Banks
0030.The Bagel Mitt	0071.MN Opera	0120.SVP	0162.Marnita's Table	0205.Tangletown Assoc
0031.All Golf	0072.Luthern Brotherhood	0121.EVE	0164.Pragmatek	0206.Polaris Industries
0032.Beland	0073.United Health Group	0122.Revamp	0165.Tie Boss	0207.Collegis Education
0033.Pylon	0074.Blue Missile	0123.Lazair	0166.SkyWay Open	0208.RF64 Residences
0034.Youth Science Center	0075.School of Music	0124.Argent	0167.Garden Guard	0209.Best Buy Corporate
0035.Milkweed Editions	0076.Martin Luther King Jr.	0125.Esthesia	0168.Top That	0210.GL Furniture
0036.Network Management	0077.Ted Mann	0126.Captains of Guard	0169.Rozin 2016	0211.Howard Roark Associates
0037.Our Lady of Peace	0078.Arts Quarter	0127.Framing The Best	0170.Antonio	0212.Lifetouch
0038.Lawson Software [iJob]	0079.Compass	0128.Cheery	0171.Camp Foodie	0213.Deluxe-Small Business Revolution
0039.Parametrica	0080.Extreme Athletics	0129.All God's	0172.Strommen	0214.Surescripts
0040.Creekridge Capital	0081.SPCO	0131.Ambassador Mortgage	0173.Handcast	

"Reinforcement of Brand by Any Creative means Necessary"

Holland Wood