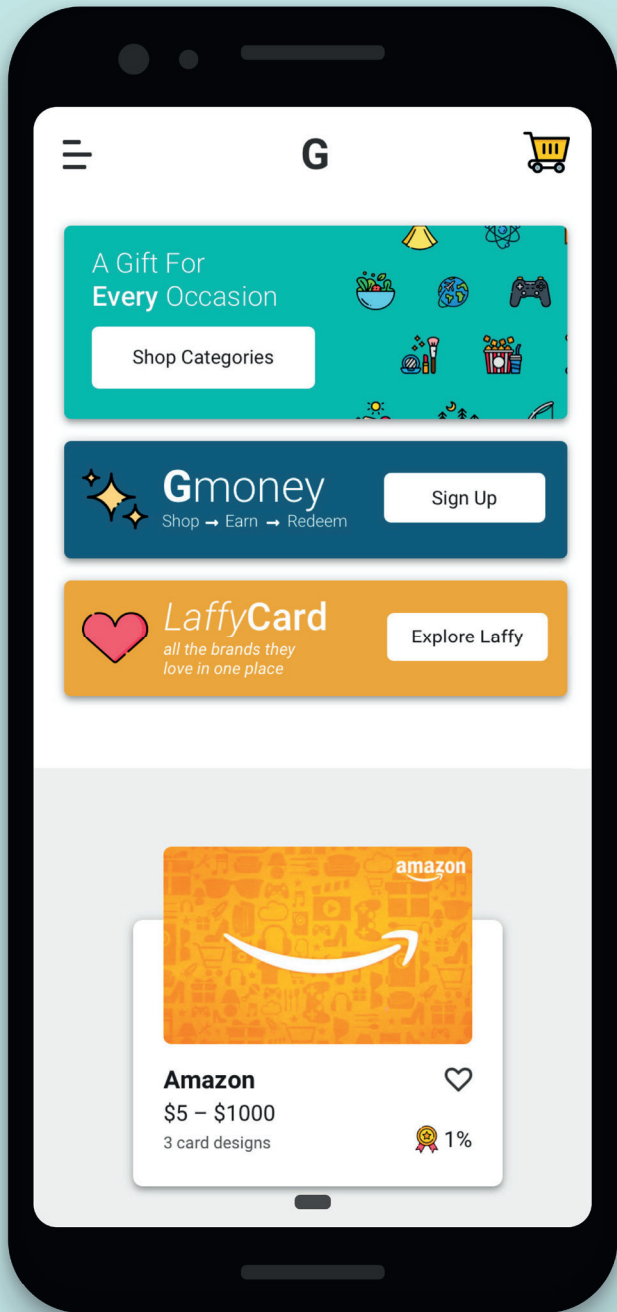


2022

PORTFOLIO

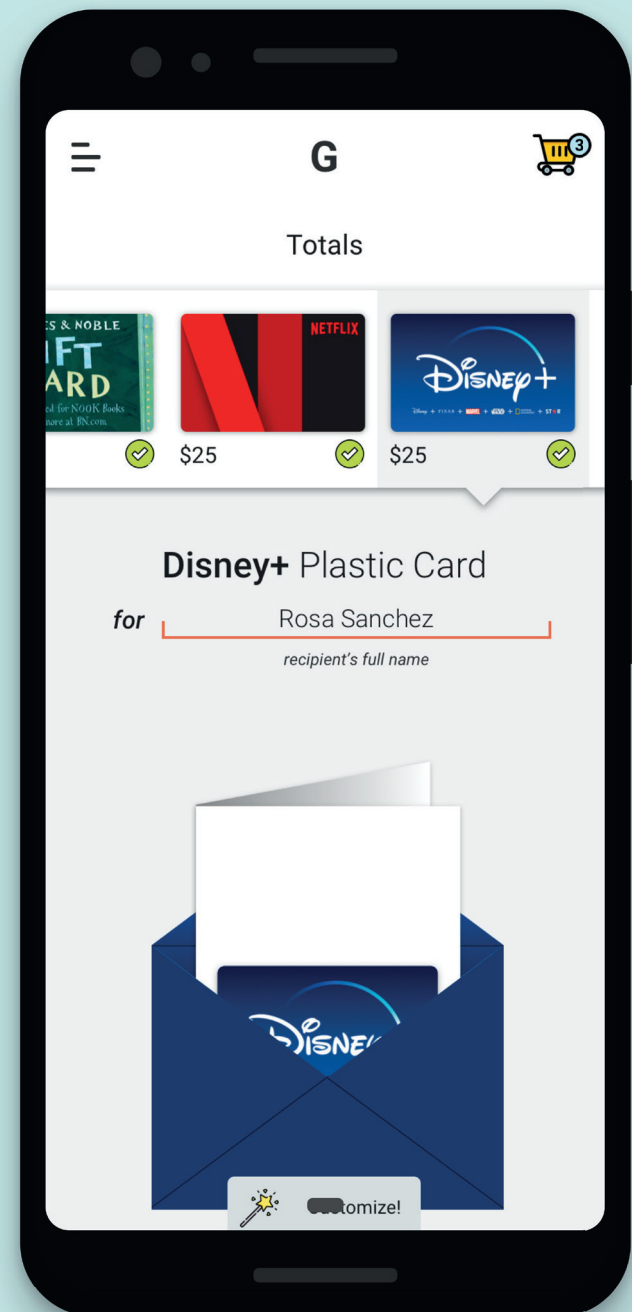
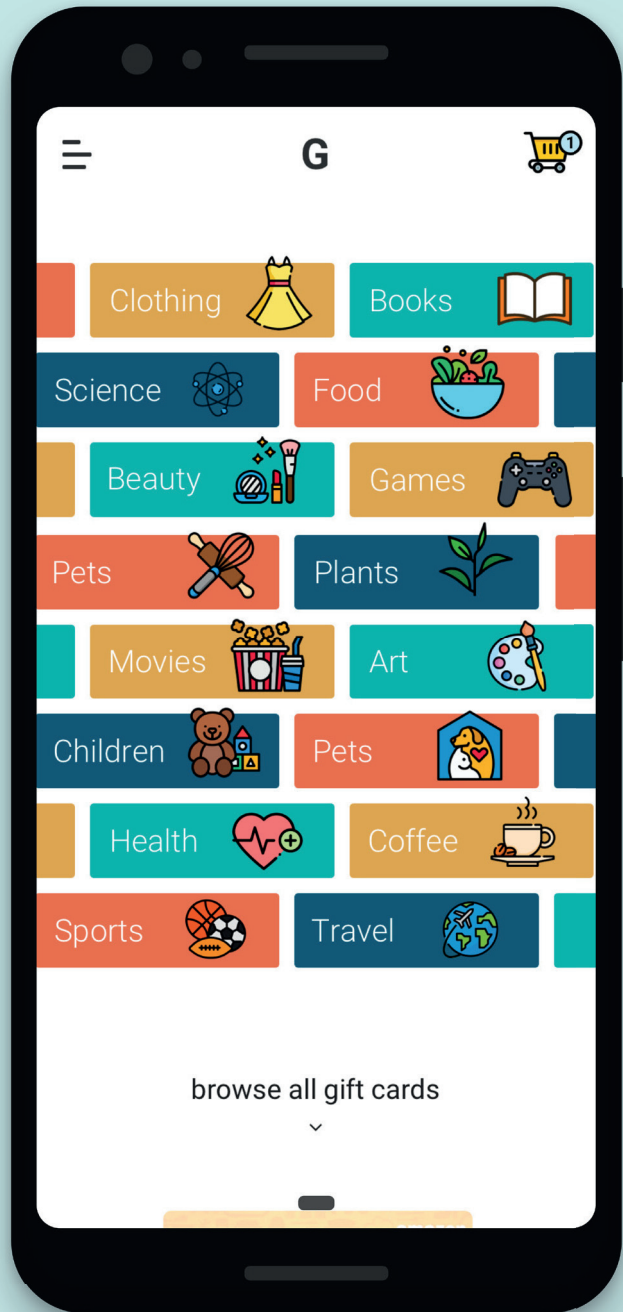
KELSEY SMITH
KELSEY@KELSEYRAYMOND.COM



GIFTCARDS.COM

Web Design

Giftcards.com is one of the various products owned by BlackHawk Network. In the start of 2021, I proposed and presented a new concept for the website. This design included ideas that were brand new to the company - such as custom combining multiple brands onto one gift card, scheduling gift cards to be sent annually, and reminders to send gift cards on special holidays, anniversaries or birthdays.



FORTIS LIFE SCIENCES

Web Design, User Experience Design

My work for Fortis Life Sciences included a home page redesign to fit with the future messaging of the company in the style of multiple widgets.

While at Fortis, I also spearheaded dozens of user experience and design improvements. Included with the delivery of these materials to the product and engineering teams was a specification doc. I provided a spec doc with every design change that I instituted.

Another big project that I worked while at Fortis was an information architecture overhaul. I led a workshop on site that kickstarted the process, reorganized the webpages, and redesigned the website mega-menu to support this new architecture.

The screenshot shows the Fortis Life Sciences website homepage. At the top, there is a dark blue navigation bar with the Fortis Life Sciences logo on the left, a search bar in the center, and user account, cart (3 items), support, and United States location options on the right. Below the navigation bar is a horizontal menu with links for Solutions, Products, Learning Centers, and About, and a Quick Order dropdown on the far right. The main content area features a large blue hero section with the headline "Fortis. For You." and the sub-headline "Supporting your science from discovery to development & manufacturing. Pursuit of a Healthier World Starts Here." Below this are three columns of content, each with a background image and a white text box: "For Your Research" (with a lab technician image), "For Your Dx Solutions" (with a gloved hand image), and "For Your Therapeutic Discoveries" (with a hand holding a syringe image). The bottom section has a dark background with a microscopic cell image, the Fortis logo, and the text "We specialize in self-service and customized solutions to support your success and bring us one step closer to a healthier world." Below this is a "The Fortis Promise" button. At the very bottom, there is a "Get in Touch" section with a "Contact Customer Support" button and a "Read our FAQs and Terms" button.

Fortis Life Sciences acquires Abcore - a leader in nanobody technologies. [Read More >](#)

FORTIS
LIFE SCIENCES

Search by keyword, target, product, etc.

Support (3) United States ▾

Solutions Products Learning Centers About Quick Order ▾

Fortis. For You.

Supporting your science from discovery to development & manufacturing.
Pursuit of a Healthier World Starts Here.

For Your Research >

Our portfolio of products and solutions supports our customers in academic and pharmaceutical research.

For Your Dx Solutions >

We offer end-to-end services and support for custom assay development and manufacturing scale-up.

For Your Therapeutic Discoveries >

Explore our services that will aid in the development, manufacturing, and safe use of medicines.

Fortis

We specialize in self-service and customized solutions to support your success and bring us one step closer to a healthier world.

[The Fortis Promise](#)

Get in Touch.

Our customer support team is always ready to help you.

[Contact Customer Support](#)
We're always ready to answer your questions and help you find what you're looking for.

[Read our FAQs and Terms](#)

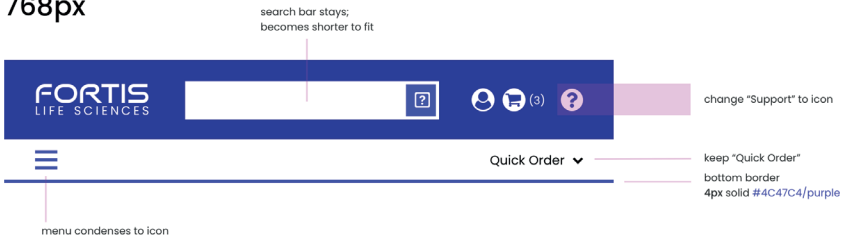
>1200px



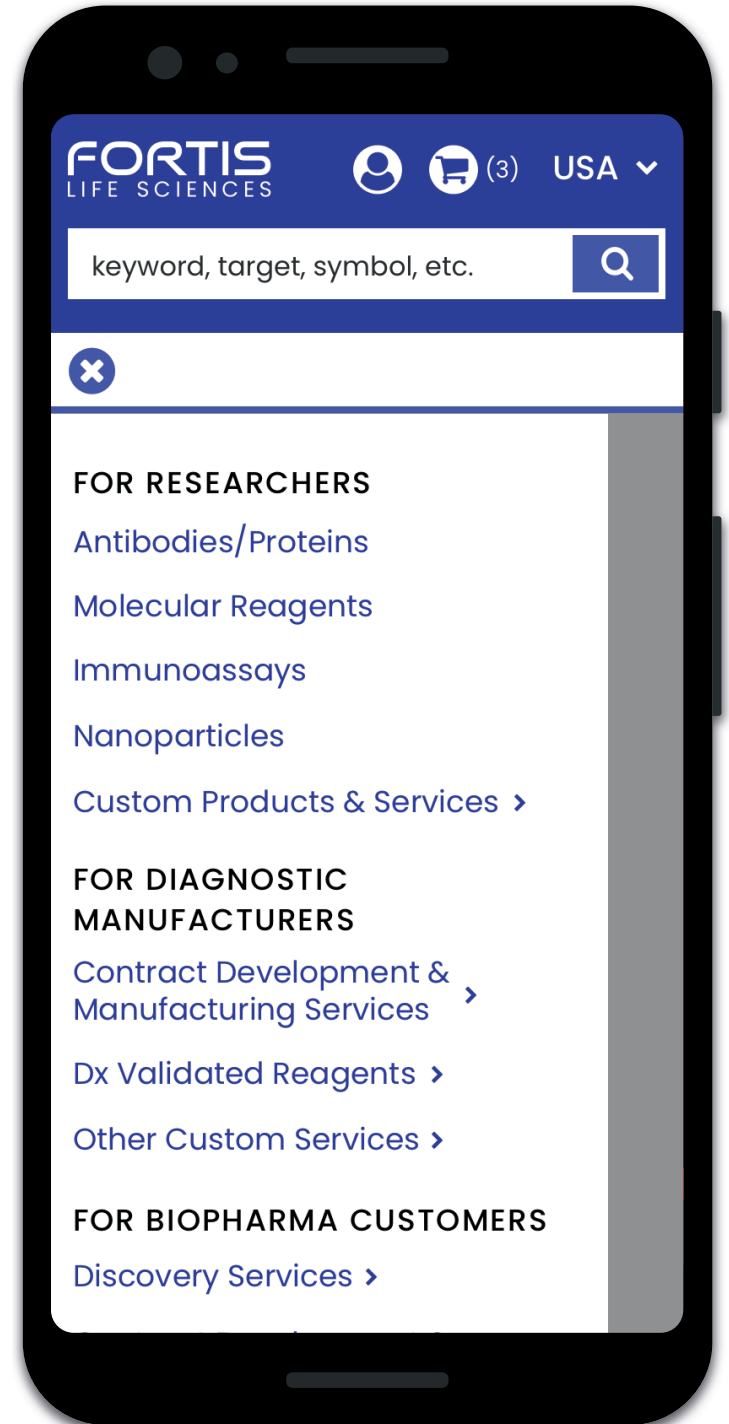
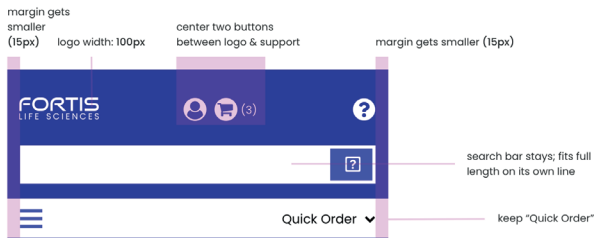
<1200px



768px



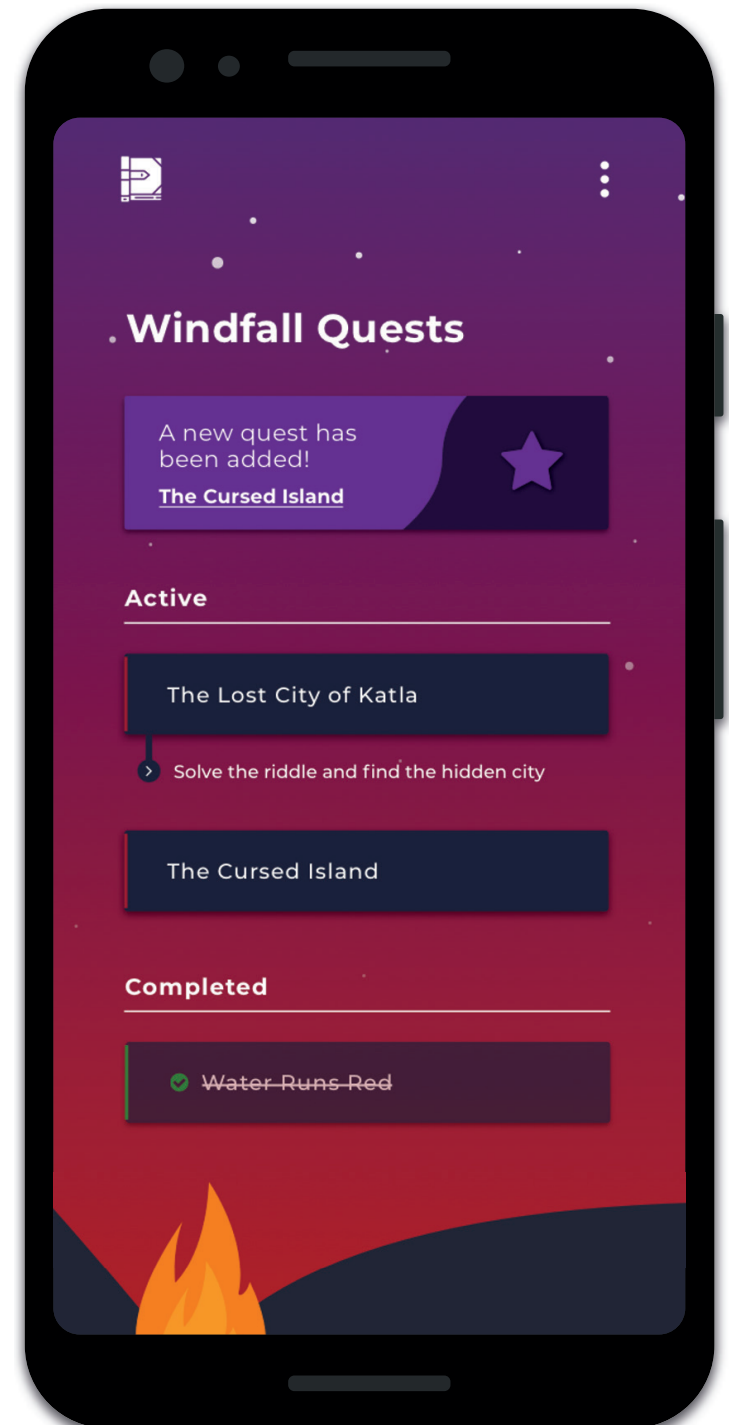
<768px



QUESTBOOK

Branding, Web Design, Application Design

A mobile and web application that allows game masters to share in-game initiatives with players. The game master has her own unique view with notes and drafts that the players cannot access until those entries are published. Players receive push notifications when a quest or objective has been updated.





Your adventure begins here

All of your campaigns and quests in one place

SIGN UP

LOGIN



An Experience That Everyone Will Love

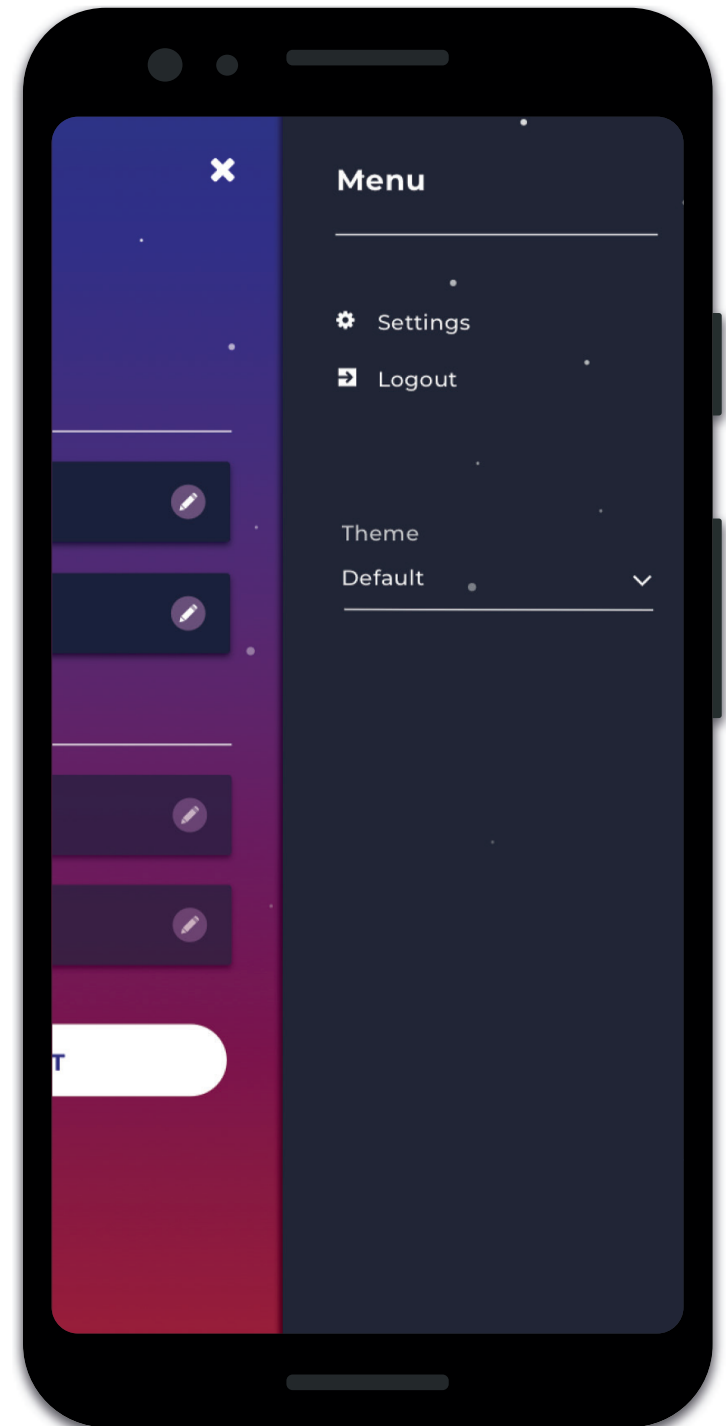
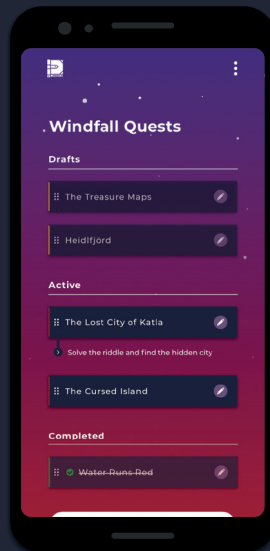
A simple app that adds organizational flair to tabletop role-playing games

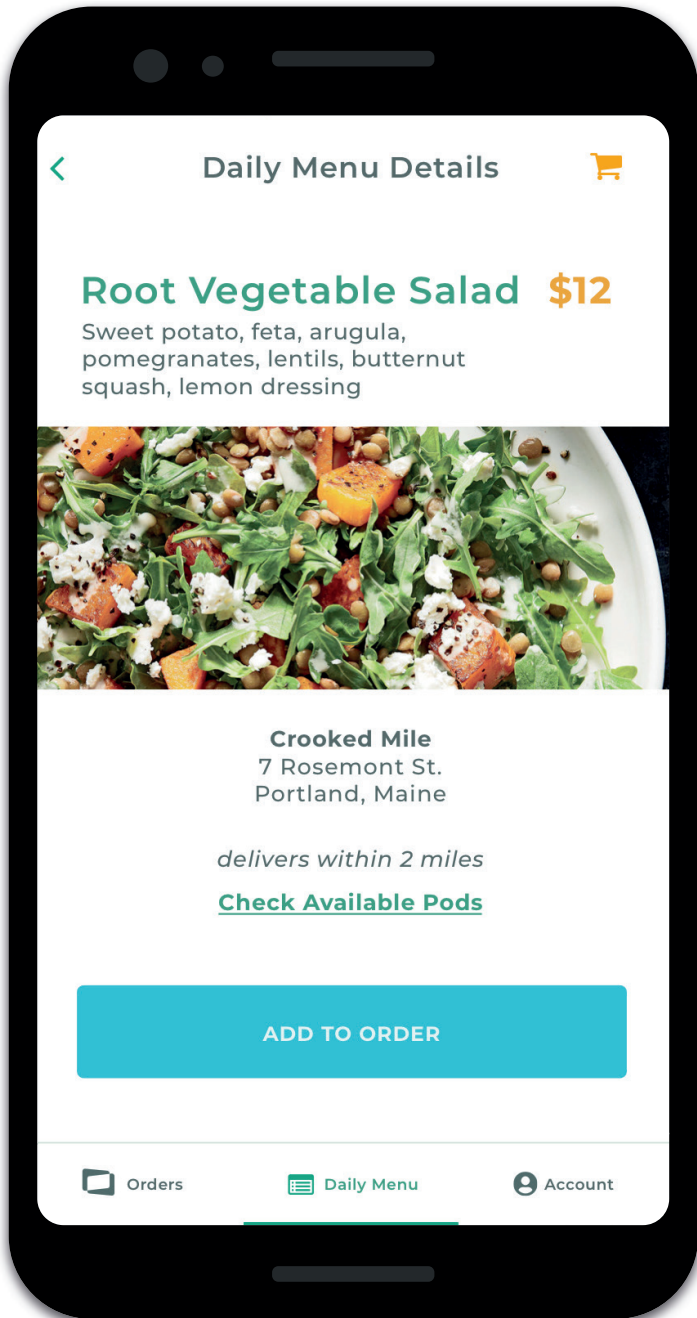
For Game Masters

Organize your campaigns and stories in one place, then distribute them easily to your players.

Create drafts, mark quests as complete, and archive entire campaigns.

SIGN UP

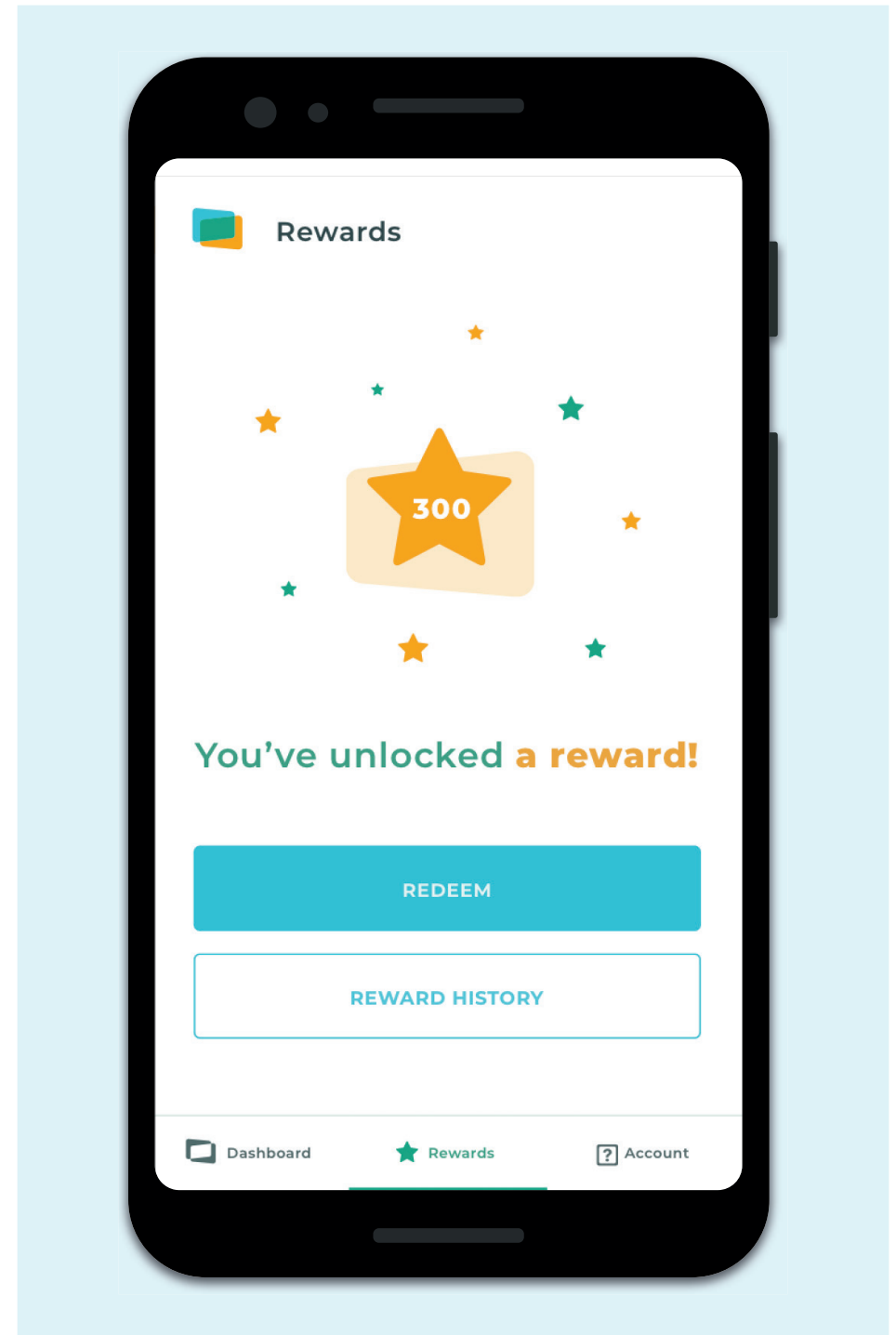


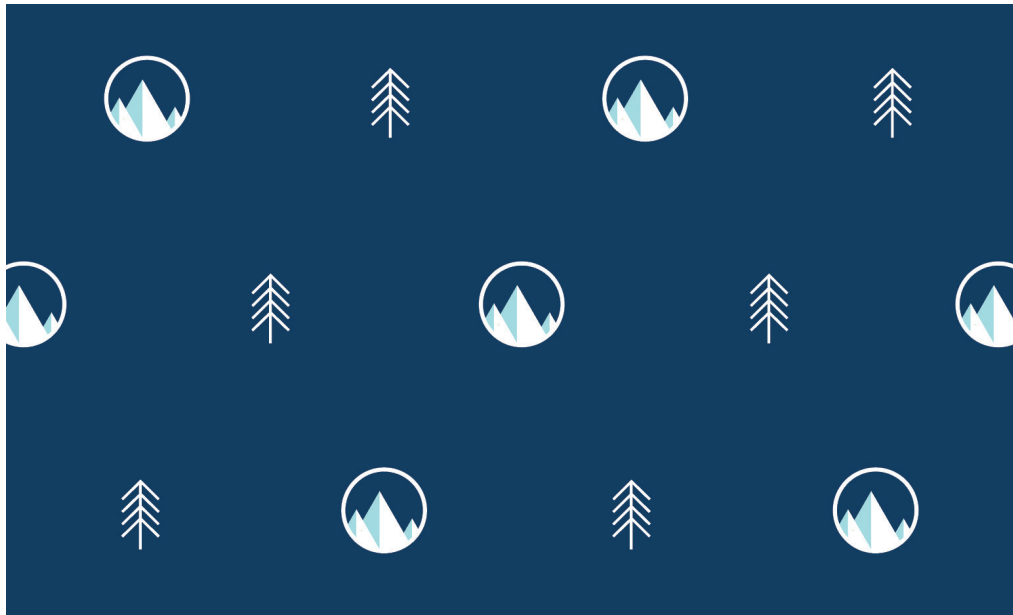


MINNOW

Application & Web Design

Minnow was a start up venture based out of Portland, OR with developers in Portland, ME with an objective to change how professionals experience their meals. Users could login in their Minnow account, order lunch, and pick it up in one of various climate-controlled pods located around the city. The app would notify the user when their food was ready as well as provide promotional content and rewards for frequent buyers.





WANDERFUL

Branding & Print Design

Wanderful is currently a conceptual brand that is where I've been pouring all of my extra creative design energy. My goal for this brand is to eventually bring it to life as an online shop with products inspired by outdoor adventures that includes shirts, water bottles, mugs, stickers and hats. I would love for this brand to be something that myself and others can wear or represent to proudly show their love for the outdoor world.





*camp
life*

WHAT A
wonderful
WORLD

GONE EXPLORING

WANDERFUL

OUTDOOR GEAR

WANDERFUL
OUTDOOR GEAR

MEN WOMEN KIDS CAMPING HIKING PADDLING SALE

Wanderful > Hiking > Backpacks > Osprey

OSPREY ATMOS AG 65

X163ATAG5065

PERSONALIZE YOUR GIFT

PERSONALIZE PAYMENT RECEIPT

Who is this for?

Name

Where should we send it?

email@email.com

Include a personal message?

0 / 250

Who is this from?


Your name

When should we send the eGift?

Today

Send your eGift within the next 60 days for optimal product availability.

OSPREY ATMOS AG 65



\$229⁹⁹

Don't fret the details. Your recipient will select from available preferences when they claim their eGift.

CONTINUE TO PAYMENT

Osprey's Anti-Condensation Ventilation System earned a solid 5-star rating on the Best Trail.

GIFT

Volume 60-69 liters

Dimensions 31 x 15 x 15 in.

Material 630D nylon dobby 100D nylon dobby

Hydration Yes

WANDERFUL TEST

Branding, Web Design, Print Design

Some years ago at CashStar, I was given the opportunity to revamp our test product brand (at the time called Modport). I created a fake brand called Wanderful that was going to be everything I wanted in an outdoor apparel company. This test brand eventually had a life of its own and is now being used to demo about 4-5 of our gift card products. Wanderful (as a separate brand) eventually became my personal project, but the CashStar Wanderful is where the idea was born. Example: wanderful.semi.cashstar.com

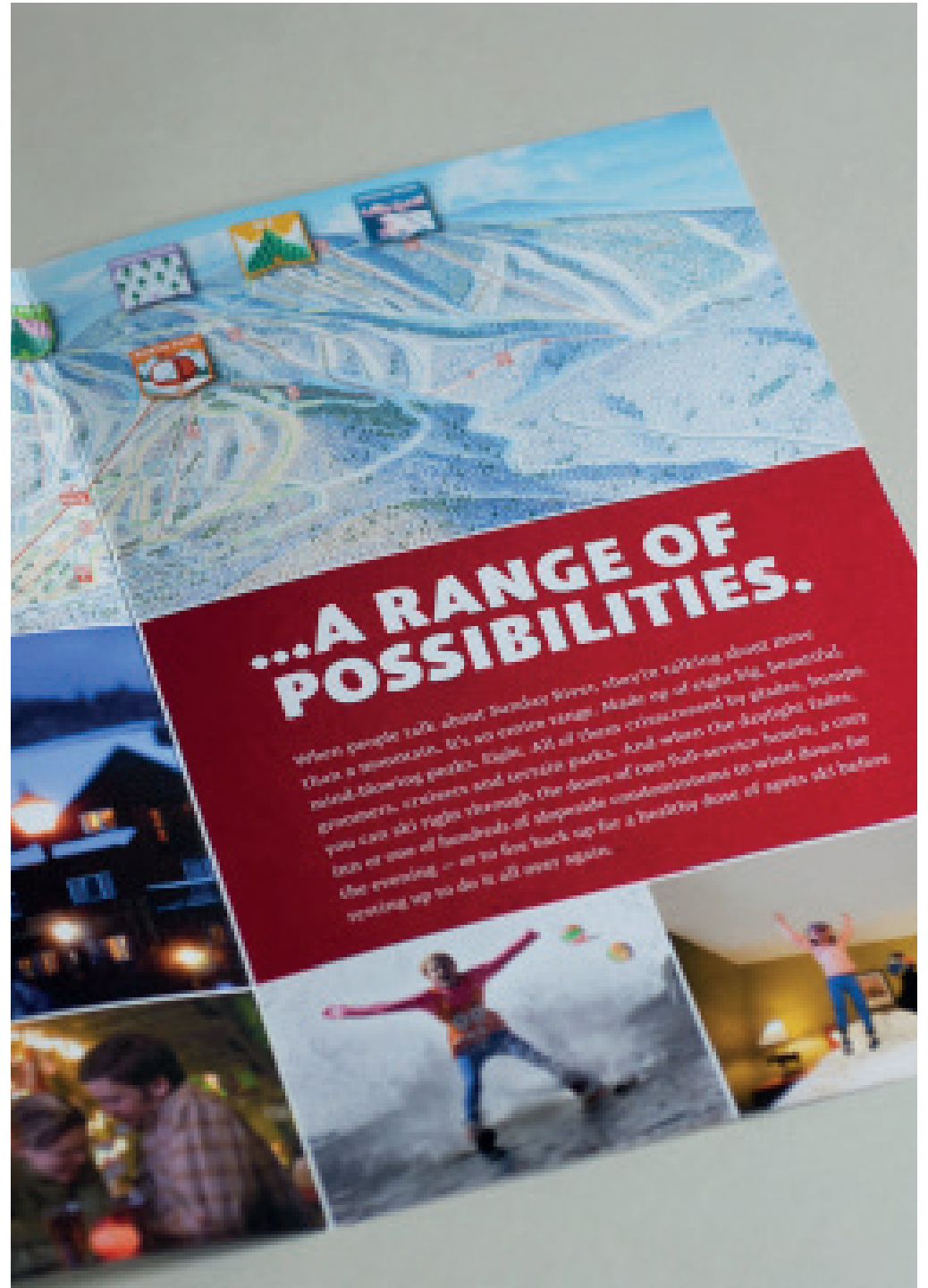


PUELLE DESIGN

Print Design, T-Shirt Design

While working for Puelle Design, I primarily owned the Maine Coast Heritage Trust and Sunday River accounts. It was my job to really get to know these brands and produce the materials from start (concept) to finish (hot off the press).









OUTWARD BOUND
HURRICANE ISLAND

COURSES ▾ PROGRAMS ▾ APPLY ▾ GIVE ▾ CONNECT ▾

Search

Courses

« prev 1 2 3 next »

Being - Adult

Start	End	Days	Age	Tuition
09/17/12	09/24/12	8	18-99	\$1,395

st Sailing

Start	End	Days	Age	Tuition
06/01/12	06/17/12	14	18-30	\$2,795
06/18/12	07/04/12	22	16-18	\$3,795
06/22/12	07/08/12	14	16-18	\$2,795
07/13/12	08/04/12	22	18-18	\$3,795
07/23/12	08/14/12	14	16-18	\$2,795
08/06/12	08/15/12	8	18-99	\$1,395
08/12/12	08/31/12	14	16-18	\$2,795

FIND YOUR COURSE

Program:

Location:

Expeditions:

- Backpacking Canoeing
 Sailing

Activities:

- Rock Climbing Service
 Whitewater Canoeing

Course length:

Age groups:

- Youth (14-18) Struggling To



OUTWARD BOUND

Print Design, Web Design

Working for Outward Bound was one of the most rewarding experiences of my career. I absolutely loved the people that I worked with, the mission behind the company, and the brand itself. I had complete design autonomy over the materials that I was producing and worked with a stellar team to redesign the website. While this work was done many years ago, I'm still so excited by the energy and story behind each of the materials.



KELSEY SMITH

207.522.9540

kelsey@kelseyraymond.com

kelseyraymond.com