

curt
johnson

PORTFOLIO
—

Debenhams

Mobile stock management app

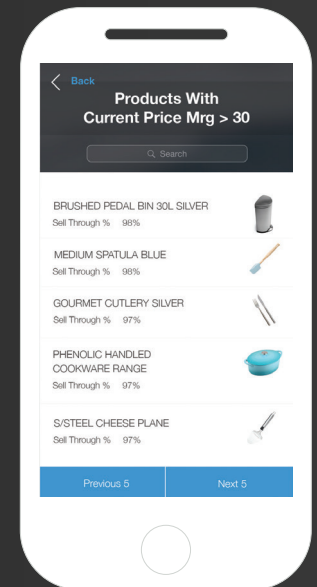
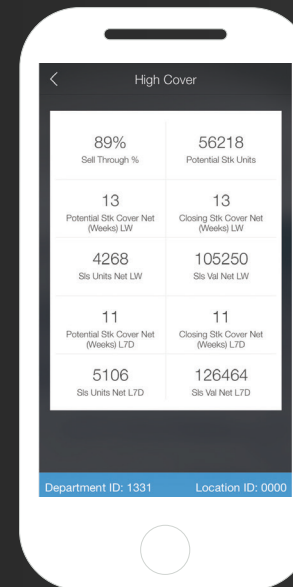
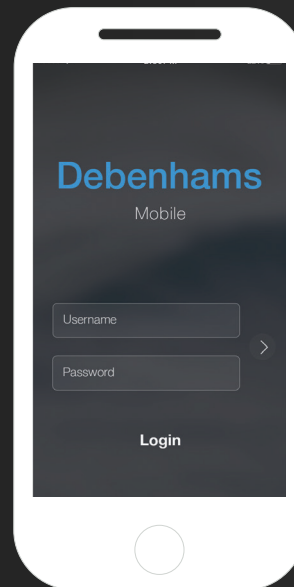
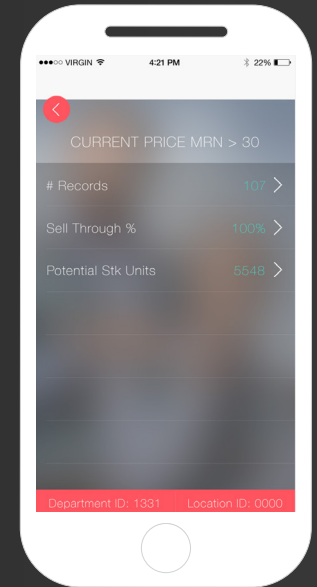
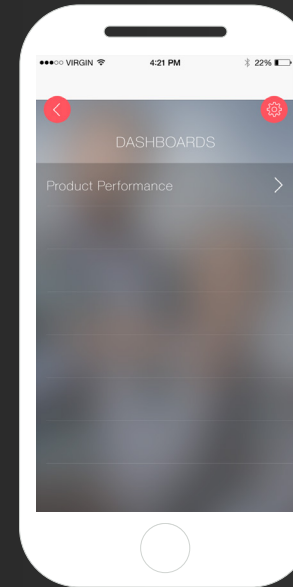
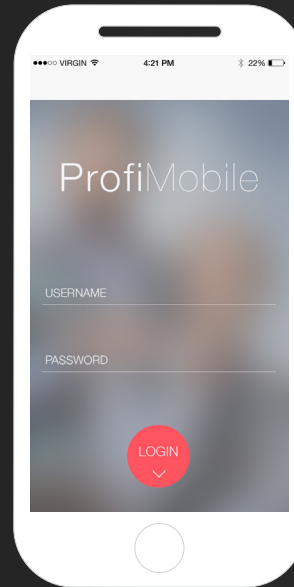
The brief

To create a mobile version of a dated desktop stock management system for Debenhams. The app would be used by senior members of the trading department at Debenhams and it needed to be clean, modern and have a user friendly UI and UX.

The work

I created two different skins and style sheets for the app and worked on the end user flow.

After pitching the app to the IT Director at Debenhams, the second design was chosen and the solution is now in development.



LOGO AND IDENTITY DESIGN

Clockwise from the top

Vanilla is an upmarket beauty brand

Name and logo for a sports face paint product

Logotype for an exclusive property collective

Illustrated logo for a trendy car wash

Logo and icon for a cool cycle shop

Name and branding for luxury accommodation

Logo redesign for a holiday villa development

Young and vibrant jewellery making school, both name and logo

Online pesto supplier, name and branding

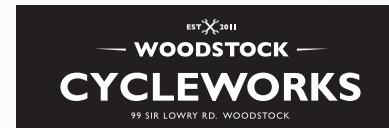
Rebranding of a popular family restaurant chain

Logotype for bespoke framing agency

Logo for modern city eatery



ACQUIRE
PROPERTY BUYER'S AGENCY



BLUE VIEWS
luxury accommodation

OCEAN TONES
LUXURY VILLAS

Beadjewelled

PASSIONATE
ABOUT
— the —
PESTO

MIMMO'S
Ristorante

WESSEL Snyman.
CREATIVE

FORK
EATERY

Everton FC - Blue Crimbo promotion

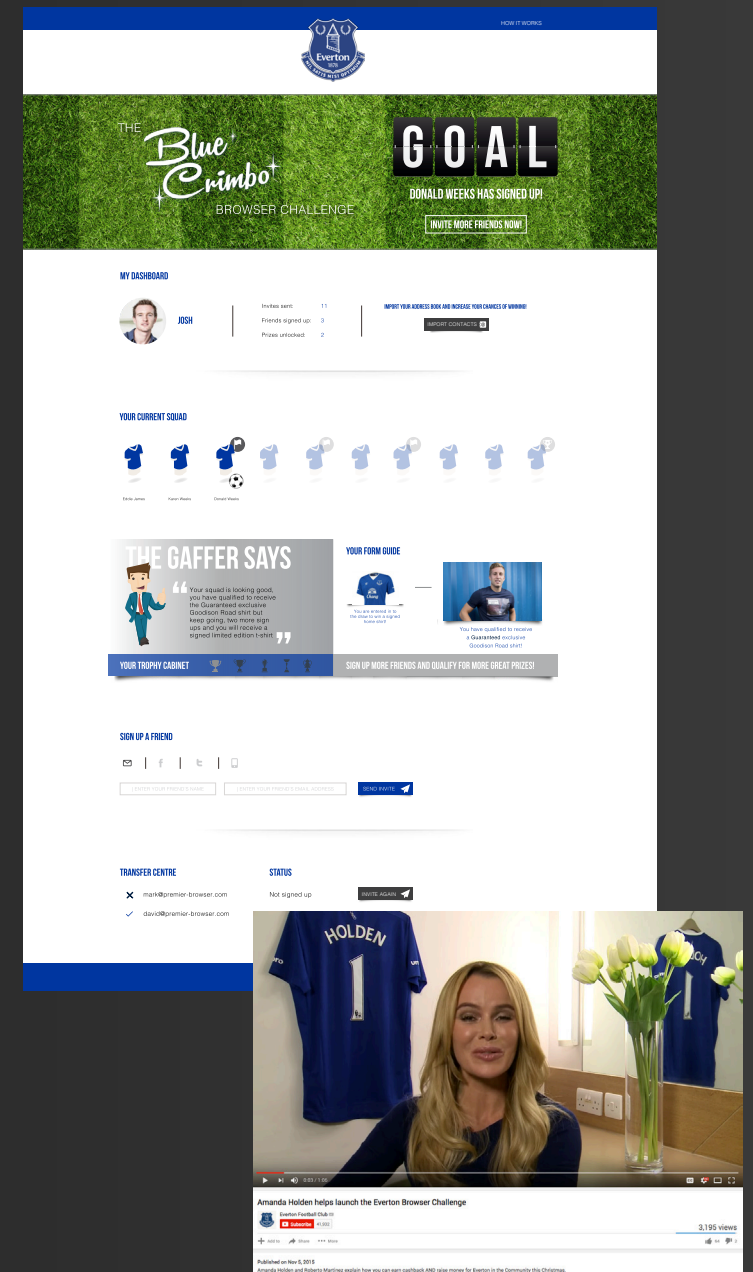
The brief

The company that created an Everton FC browser extension which was linked to rewards and cash back approached me for help on designing and conceptualising their 'Blue Crimbo' Christmas campaign for Everton FC. The UI needed to stick to Everton's brand guidelines and play on their positioning as the People's Club.

The work

Working with their in house developer, I managed the UI and UX of the entire campaign, from email templates, through video production to final dashboard layouts and html animations.

The campaign went live in Nov 2014 and was a success



Acquire Property Group

Responsive corporate website

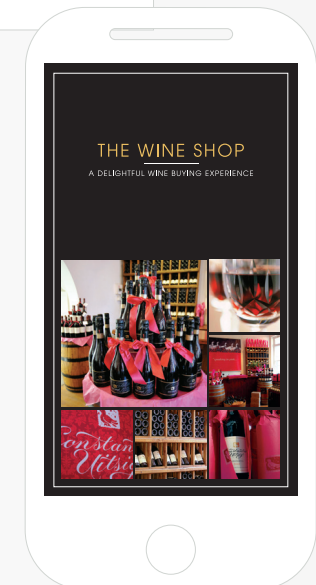
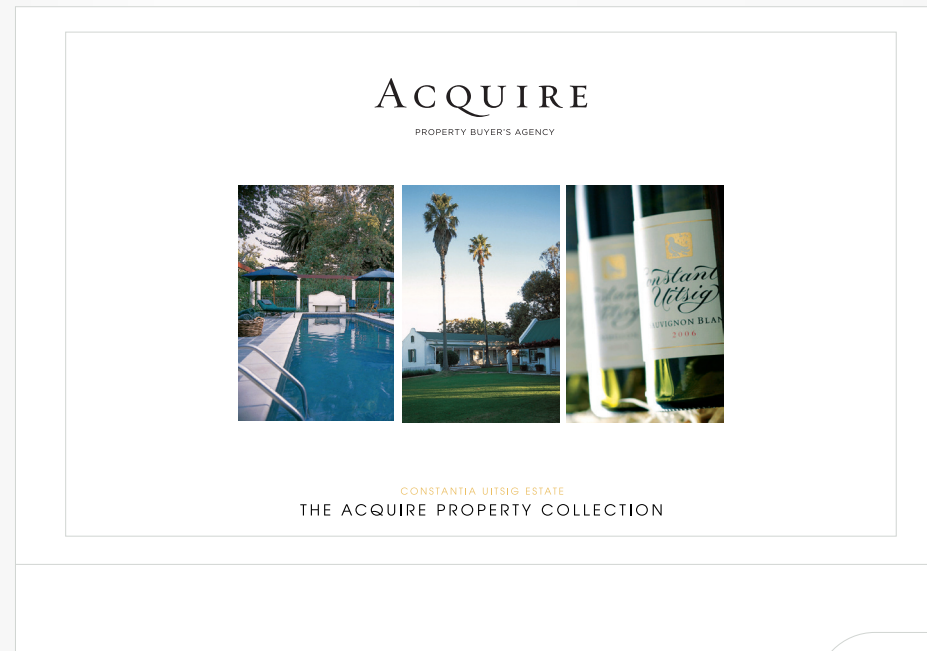
The brief

Acquire are an upmarket property group in Cape Town, they approached us to design and build a website that matched this image.

The work

I designed and directed the building of their site according to their brief. I used strong photography and lots of white space to give the site a clean and classy feel.

I used a sharp contrast of black for the wine shop section of the site as it worked well with the sharp colours of the wine photography.



Chuggington

E-commerce & interactive site

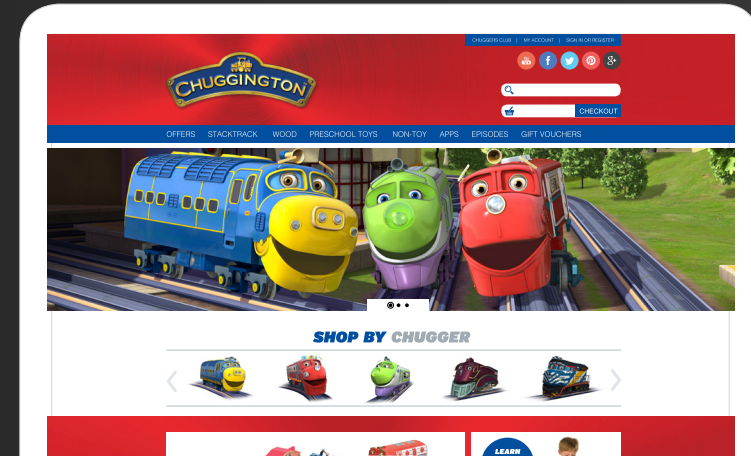
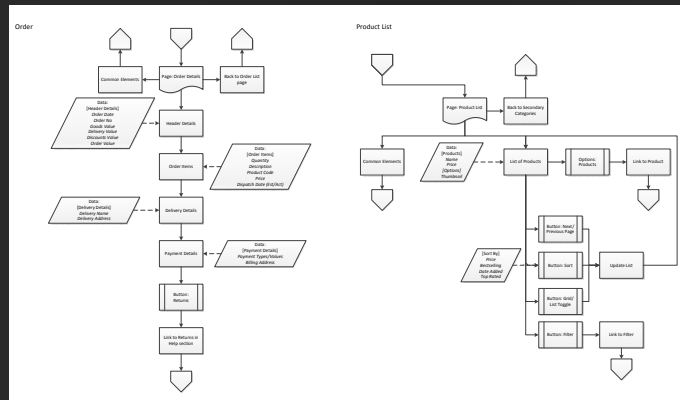
The brief

Chuggington, a popular children's TV show approached us to design and develop a new e-commerce site, the challenge was to create a site that was easily shoppable but also had enough interactive and fun elements to match their branding.

The work

Using supplied digital assets, I designed and pitched four mock ups, the one featured was the chosen design and went in to development.

To tackle the challenge of the shop and interactive needs of the client, we decided to split the site in to two sections, the grown ups section, which featured the shop and the kids section which had interactive games and videos.

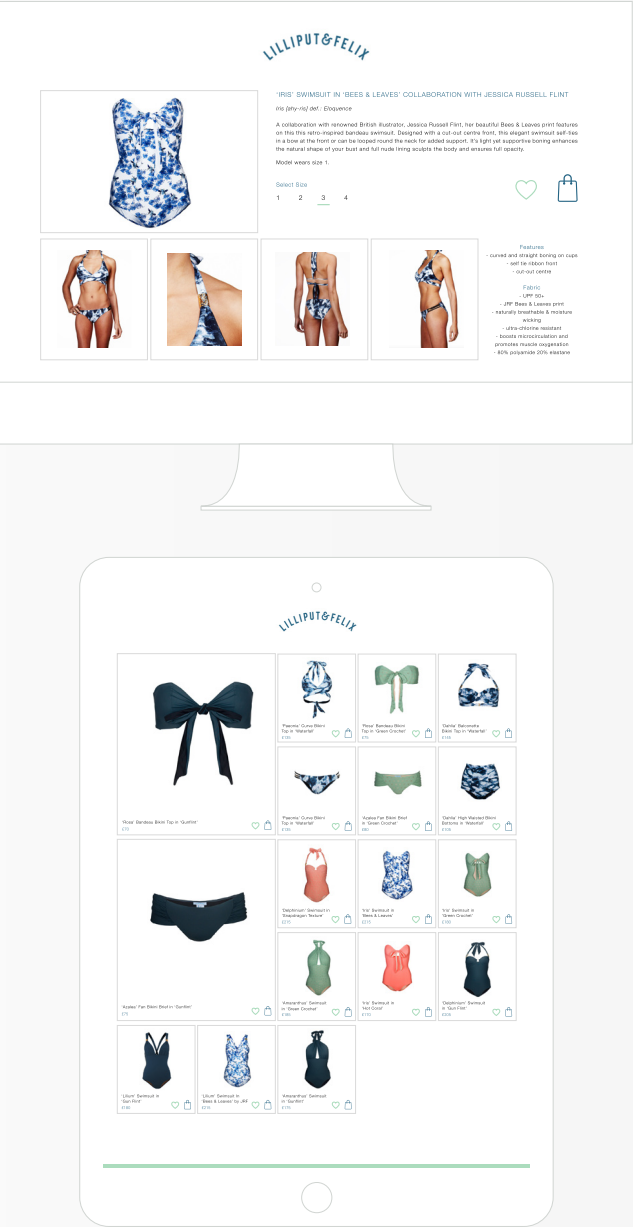
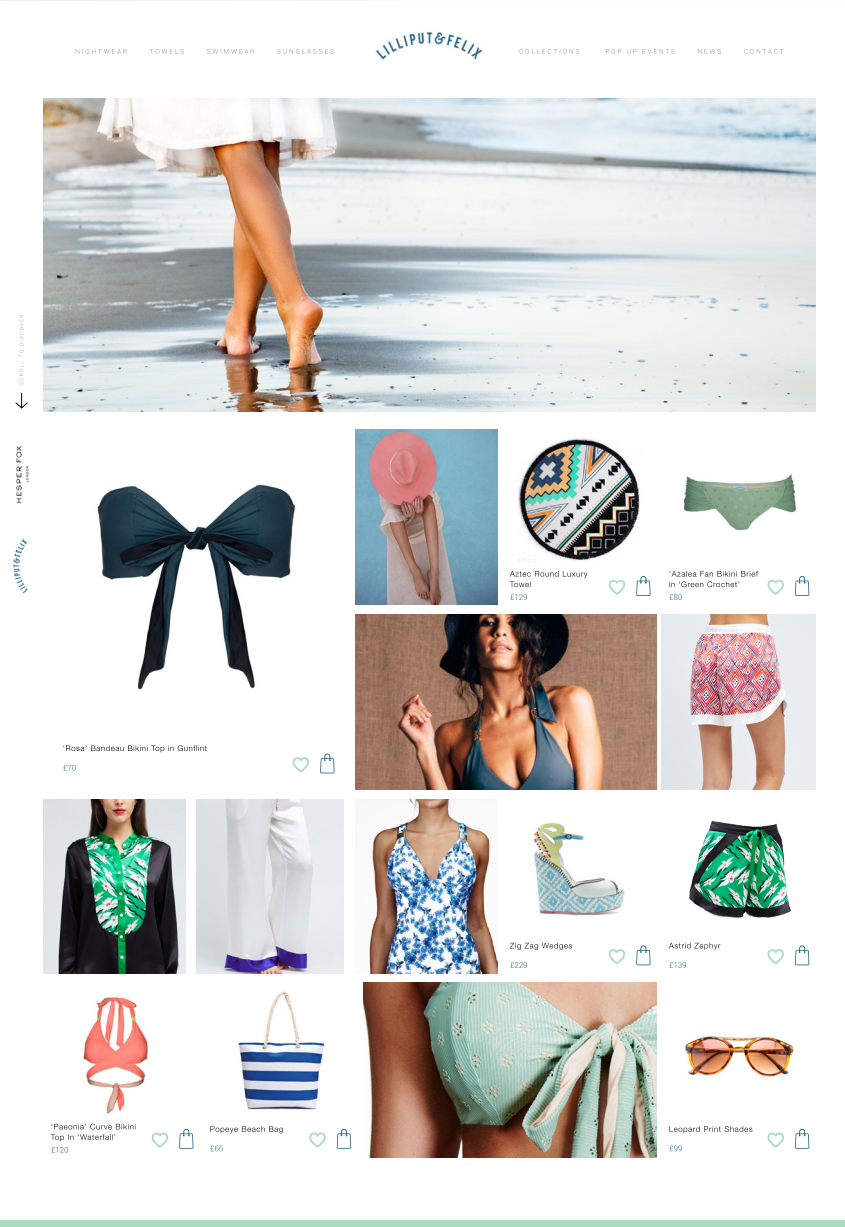


Lilliput & Felix

E-commerce website

The brief
To design and build an e-commerce website for an upmarket swimwear brand.

The work
Making use of strong images and negative space, I created a clean, easy to shop e-commerce site that matched the client's brand positioning.



TABLET UI AND UX DESIGN

In store tablets and tills

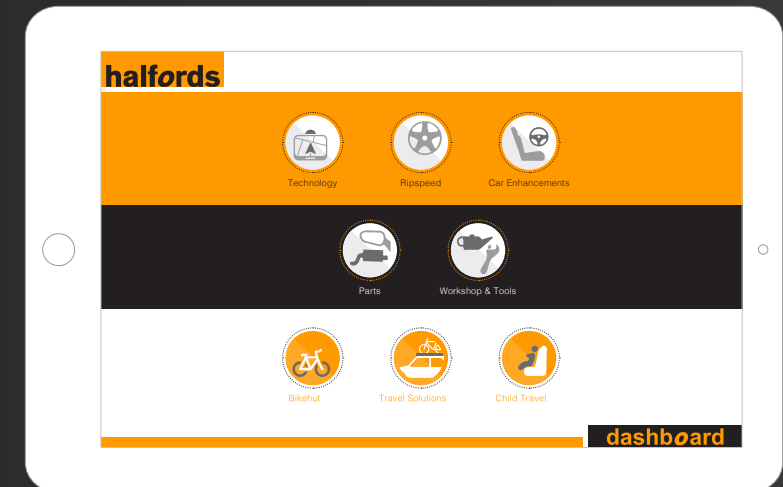
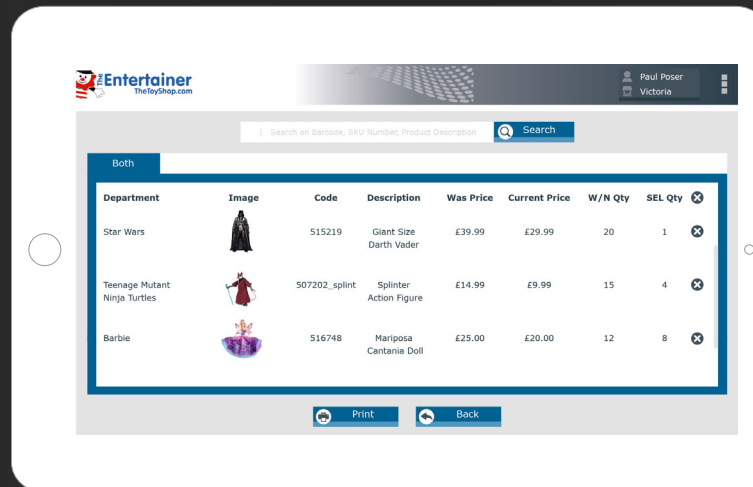
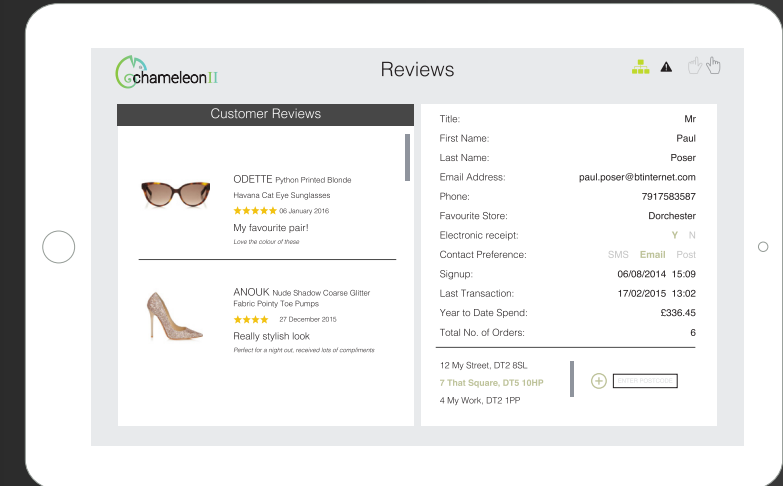
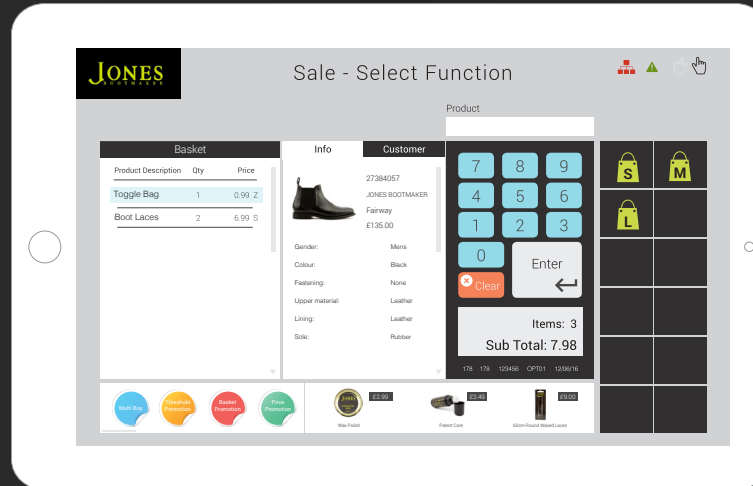
The brief

One of itim's main solutions is an instore selling tablet for retailers. The platform was looking old and dated, I was briefed on redesigning the UIs for its second release for various big UK retailers.

The work

Working within the client's brand guidelines, I updated the platform UI to make it more user friendly and modern.

These updated UIs are now being used in store at a number of retailers.



PRINT LAYOUT AND ARTWORKING

Clockwise from the top

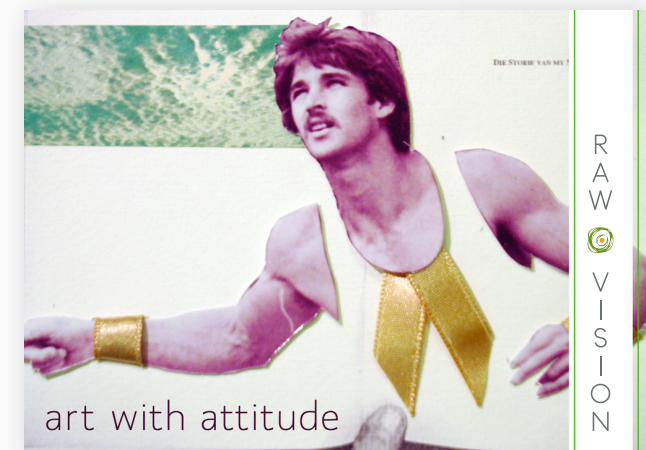
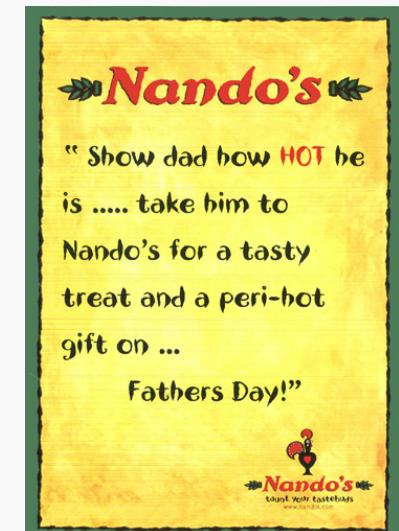
Art direction for print ad in foodie magazine

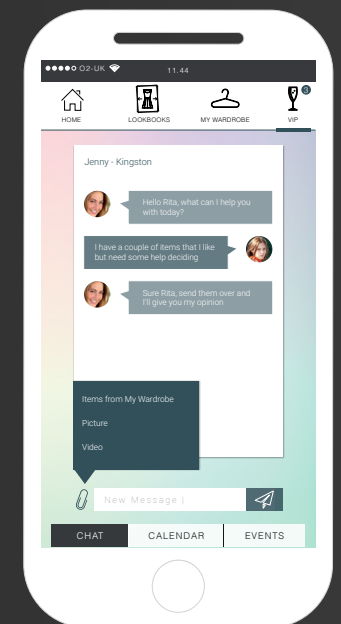
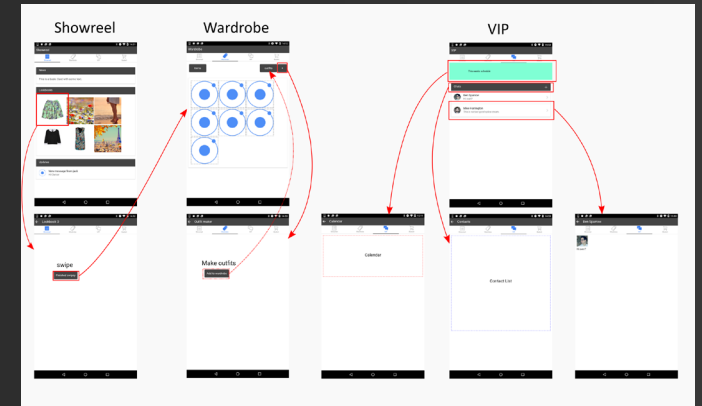
Breakfast menu design for chain family restaurant

A5 flyer Fathers day for Nando's

Gift voucher for a tanning salon

A5 postcard for an edgy art gallery





Dip.com

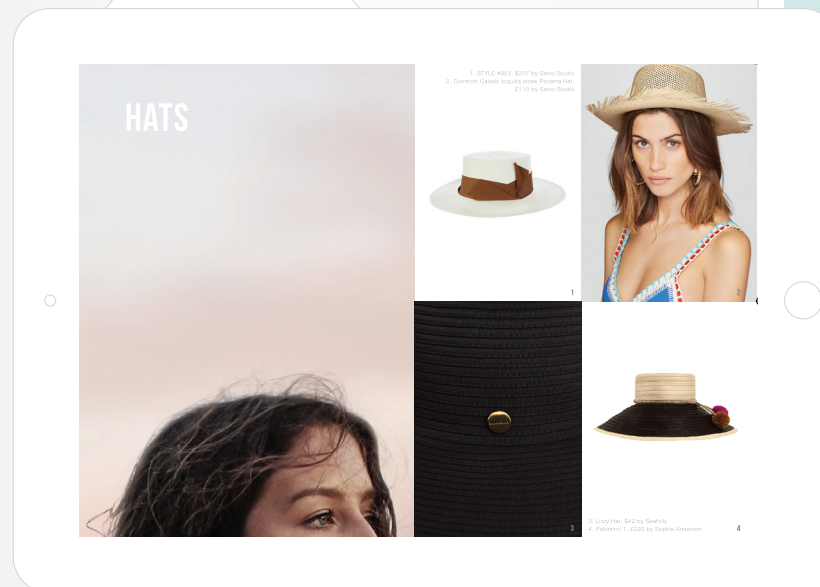
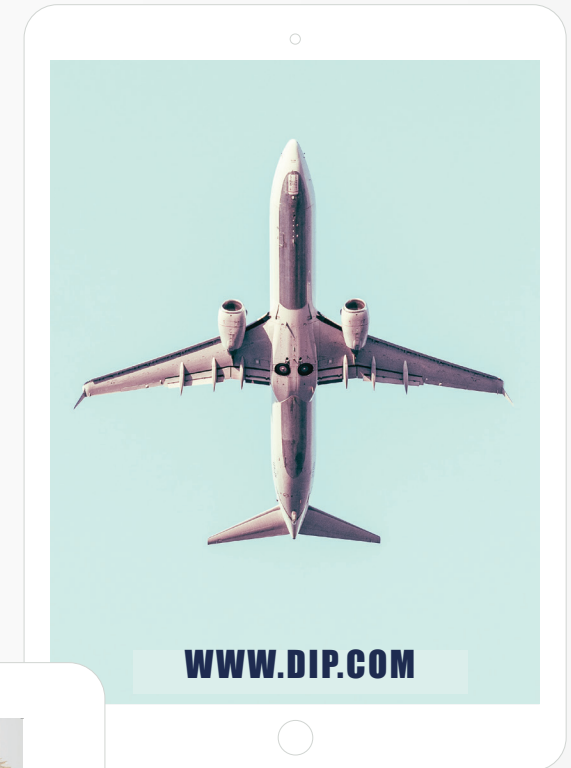
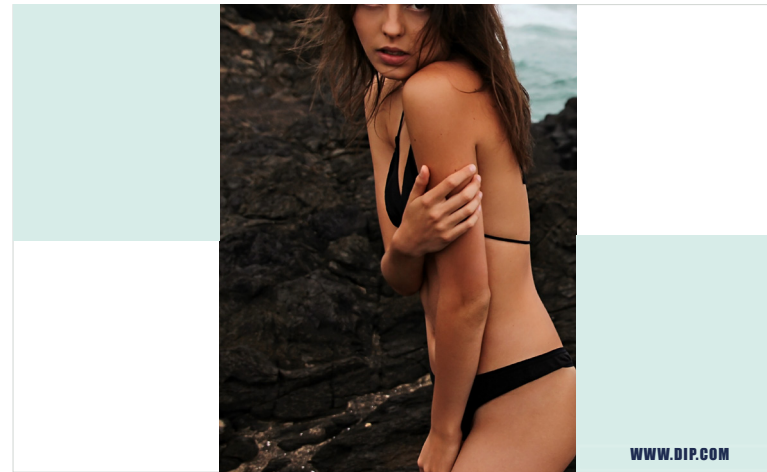
Online branding.

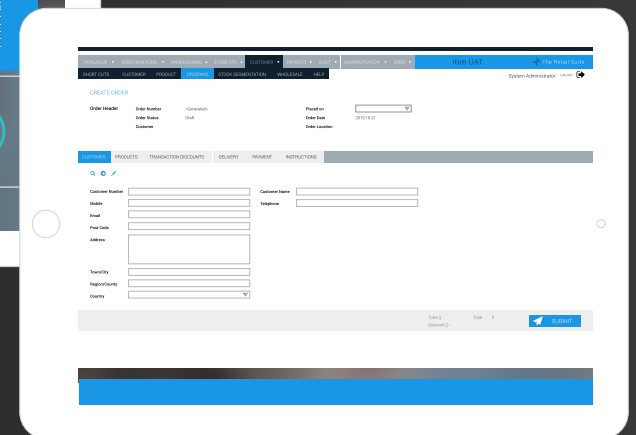
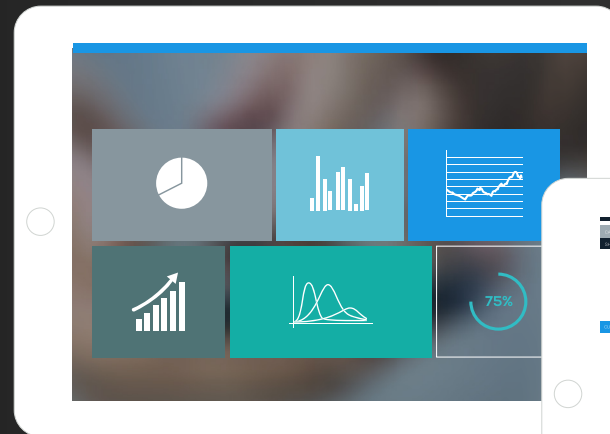
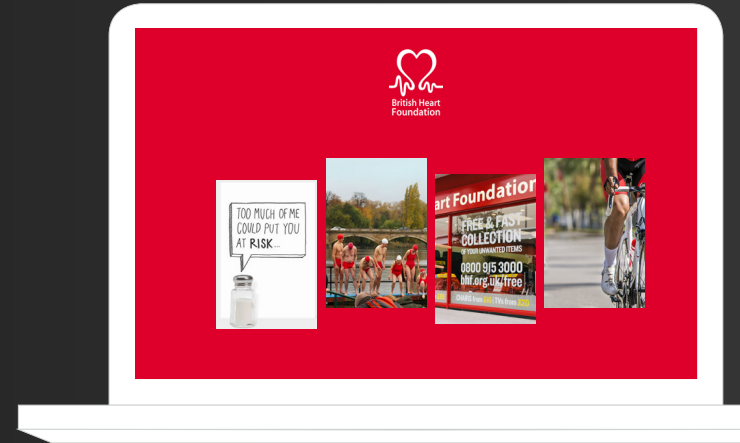
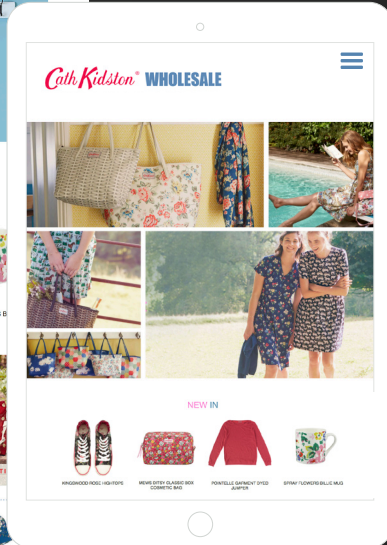
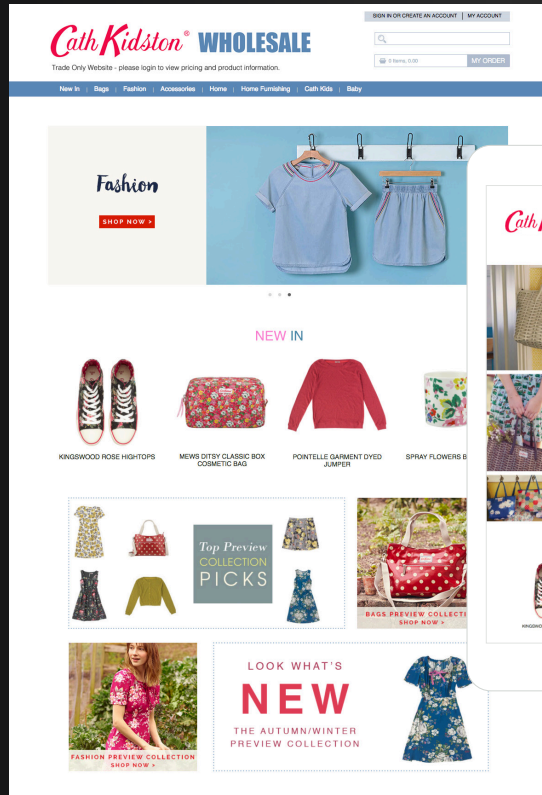
The brief

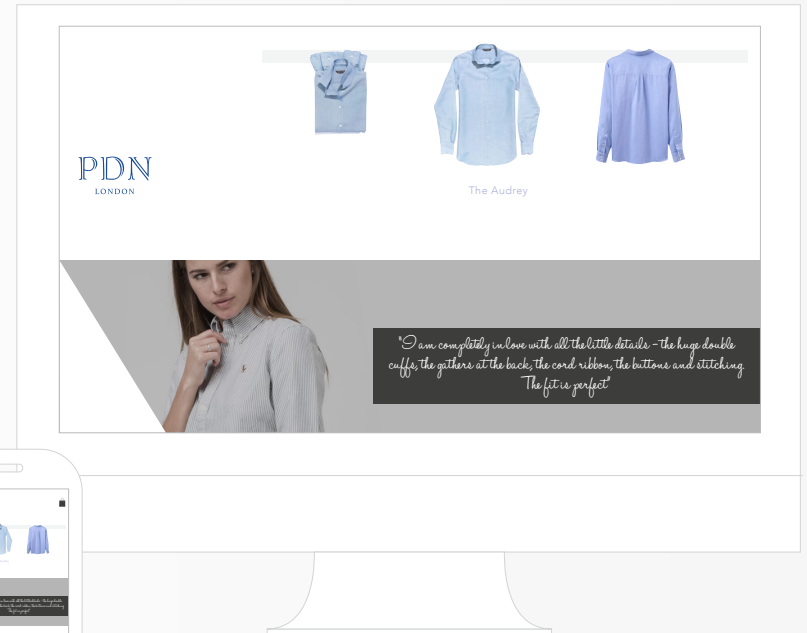
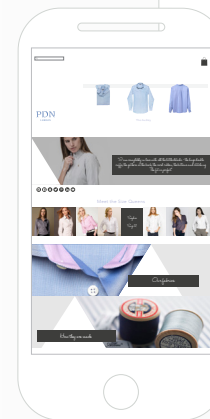
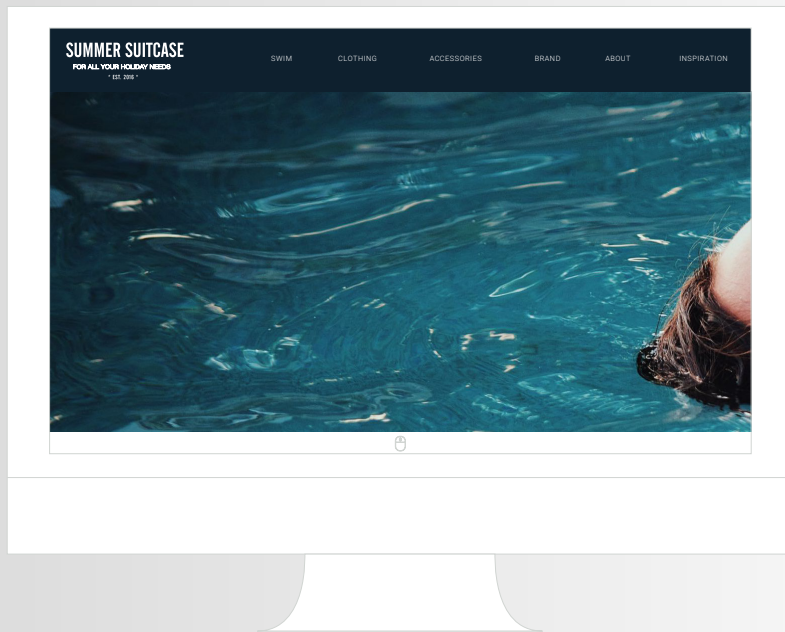
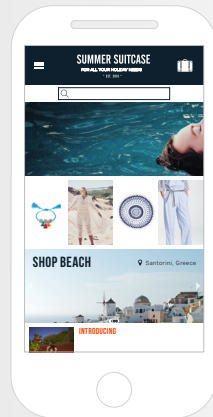
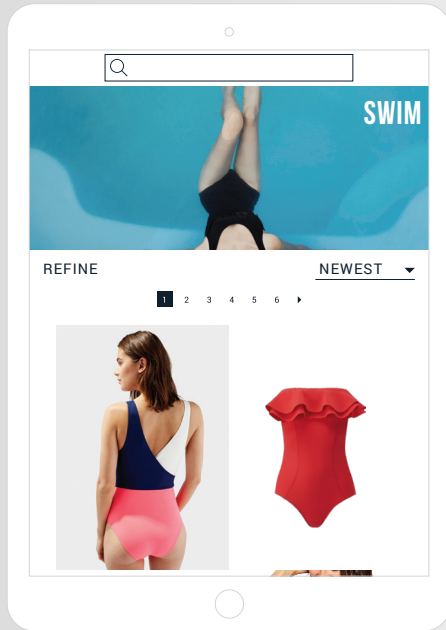
Dip.com is a new multi brand e-commerce website aimed at wealthy woman, it will feature all of their holiday essentials on one shopping site. The site needed to looks high end.

The work

I created the whole online brand for the site, using edgy and clean layouts and a summer colour palette. The client was very pleased and the site is due to go live last quarter of 2017.







Trago Mills

Redesign of client's existing e-commerce website.

The brief

The brief from an existing client was to give their existing site which was looking tired, a fresh and modern look.

The work

Under my direction, my department nailed the brief and the client was happy with the result and the site is due to live second quarter 2017.

Old site



Redesigned site

