

## **PORTFOLIO**

andrewretana.com hello@andrewretana.com



## PORTFOLIO OVERVIEW (1 of 4)



Financing, 1 Year Later...

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COUNCIL ON AGING BRAND / PRINT / CAMPAIGN

INTUIT QUICKBOOKS FINANCING PRINT / CAMPAIGN

INTUIT CHECK & SUPPLIES WEB / CAMPAIGN

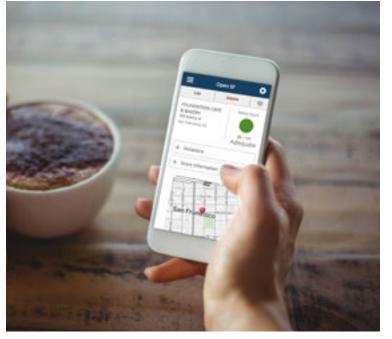
KOHL'S STORE TOOLS MOBILE / CAMPAIGN



KOHL'S SHOP MY STORE MOBILE / CAMPAIGN



JAZZ FESTIVAL BRAND / PRINT / CAMPAIGN



**OPEN SF**BRAND / MOBILE / CAMPAIGN



**SEA PROJECT**AUGMENTED REALITY

## PORTFOLIO OVERVIEW (2 of 4)



COMPETISH BRAND / MOBILE / CAMPAIGN



PLANTRONICS WEB



CAR AUDIO CARE RESPONSIVE WEB



SILICON VALLEY POWER PRINT



WHAT IS COLOR?
MOBILE / INTERACTIVE



STAR TREK QUOTES
PRINT



KOBAX APP PROPOSAL PRINT



**CARTOON ART MUSEUM**RESPONSIVE WEB DEVELOPMENT

## PORTFOLIO OVERVIEW (3 of 4)



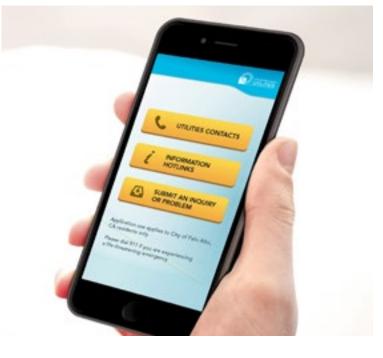
**SAN JOSE CITY HALL** PHOTOGRAPHY



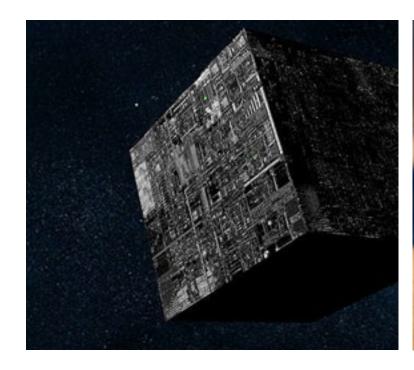
THE MAGIC
MOBILE / INTERACTIVE



FUTURA POSTER PRINT



MYCPAU MOBILE



STAR TREK "BORG"



CRESTBROOK WEB DESIGN



**DROID**PRINT



**SCI-FI POSTER** PRINT / SKETCH

## PORTFOLIO OVERVIEW (4 of 4)







VISUALIZE AUDIO TEST 1 MOTION



THE DRUNIVERSE.COM
BRAND / WEB / MOBILE / PRINT / AUDIO



## COUNCIL ON AGING BRAND / PRINT / CAMPAIGN

The full print package: a logo update, and corporate stationery set. This preview of the final print (Pictured right) aided in making the final decision to move forward with future work, a brand package.

#### **TOOLS USED**

- Photoshop
- Illustrator
- Shutterstock.com

**VIEW STYLE GUIDE** 



# INTUIT QUICKBOOKS FINANCING (1 of 2) PRINT / CAMPAIGN

Quickbooks Financing is a platform for small businesses to receive funding from various lenders. While promoting our services at various conventions/conferences we passed out these fact sheets and business cards.

#### **TOOLS USED**

- Photoshop
- Illustrator
- InDesign

#### ıntuıt QuickBooks Financing

s Financing, 1 Year Later...



1

243 \$140м

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Dollars Funded Jobs Created Economic Stimulus Due to QuickBooks Financing

#### Front Porch Pops Orange, CA

- "I looked for funding to open a second store on QuickBooks Financing because I knew it was a trusted provider of lenders. I knew that somebody at Intuit would kick the tires for any lender that would
  - show up on the site."

     Erin W Proprietor & Chef
    Front Porch Pops

#### eType Services Austin, TX

"We went to a traditional bank first but the application was exhaustive and time-consuming and they never gave us an answer. The process with QuickBooks Financing and the lender was unbelievably quick and painless."

 Thad S Founder eType Services

de great progress towards our goal of financing process through the use of data ology, but the best is still yet to come. e're focused on developing more financing ons to help small businesses grow.

#### www.quickbooksfinancing.com

QuickBooks Financing is licensed under Intuit Financing Inc. NALS # 1136148

# Intuit® has been helping small businesses manage their finances for over 30 years. Now with QuickBooks Financing, we offer small businesses a direct path to the funding sources they need to grow.

## The Easy, Fast Way to Get Small Business Financing

#### How It Works



We gather key data about your business

with your consent.



We'll recommend financing solutions.

Easily compare and
make an informed decision.



Apply to the lender of your choice and get funded!

## Get QuickBooks Financing

#### Shop Smart

- We cast a wider net, encompassing traditional and alternative lenders, to find the right financing for your business.
- Our proprietary matching engine uses 9 key factors, including your QuickBooks data, to match you with the right providers.

#### Save Time

- QuickBooks Financing does the legwork to find you the best rate.
- Get matched to a lender in as little as 15 seconds.
- Receive funding in as little as 24 hours.

#### Get QuickBooks Financing

- A wide range of financing solutions are available: working capital, lines of credit, term loans and refinancing.
- We hand pick our providers to ensure the right products and best experience for you.

#### www.quickbooksfinancing.com

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# INTUIT QUICKBOOKS FINANCING (2 of 2) PRINT / CAMPAIGN

Quickbooks Financing is a platform for small businesses to receive funding from various lenders. While promoting our services at various conventions/conferences we passed out these fact sheets and business cards.

- Photoshop
- Illustrator

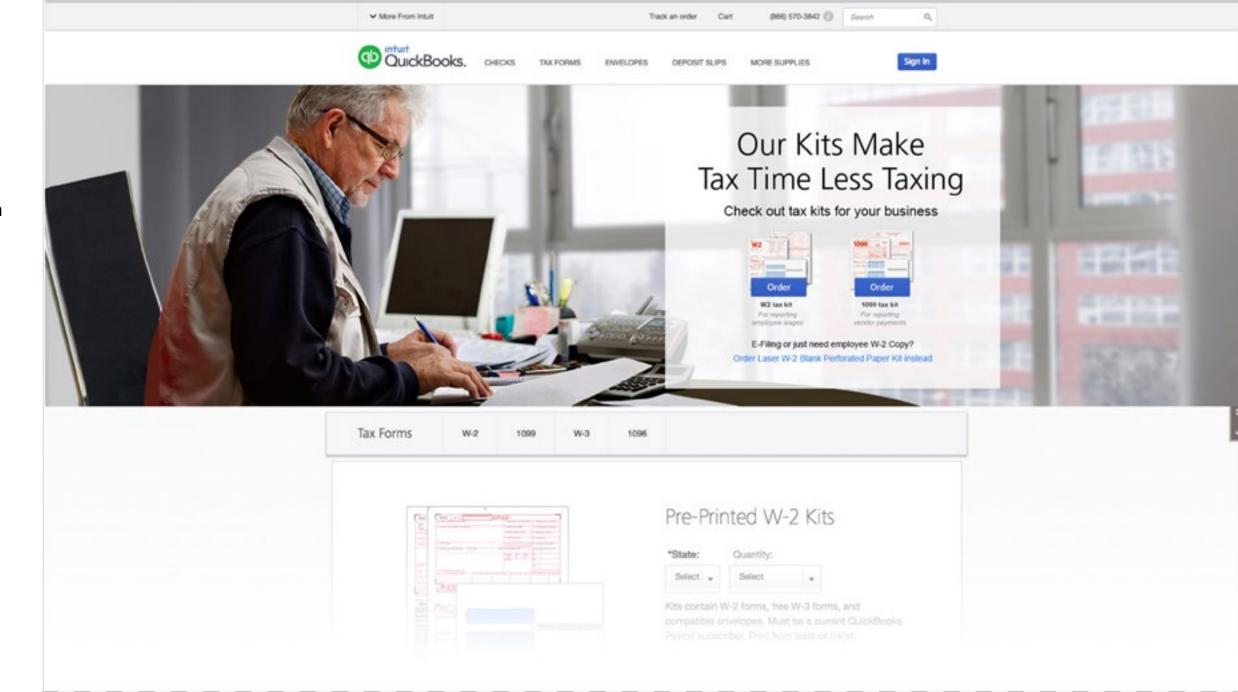


## INTUIT CHECK & SUPPLIES WEB / CAMPAIGN

Header needed for the website, request to use image from previous year's campaign. Original image was square, not nearly wide enough to fill the header space completely.

#### **TOOLS USED**

- Photoshop
- Illustrator
- Client supplied photos (iStock)
- Shutterstock.com



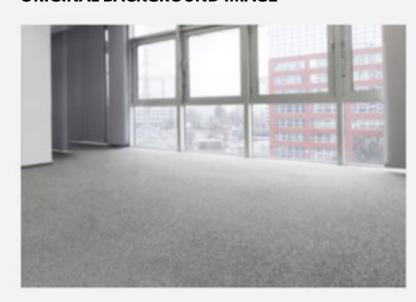
#### **ORIGINAL IMAGE**



#### **CHAIR IMAGE**



#### **ORIGINAL BACKGROUND IMAGE**



## KOHL'S STORE TOOLS (1 of 2) MOBILE / CAMPAIGN

As part of a Store Tools campaign, I participated in discovery research to pin point friction and opportunities areas within the customer's in store shopping journey. This research informed project concepts that I led through design iterations, reviews and user testing before being released. One of the concepts, an update to the app's bar code scanner, allows customers to scan products to see if there are any discounts available for use at checkout.

#### **TOOLS USED**

- Axure RP
- Whiteboards
- Photoshop
- Post its
- Illustrator
- Indesign

**VIEW SCANNER DEMO** 



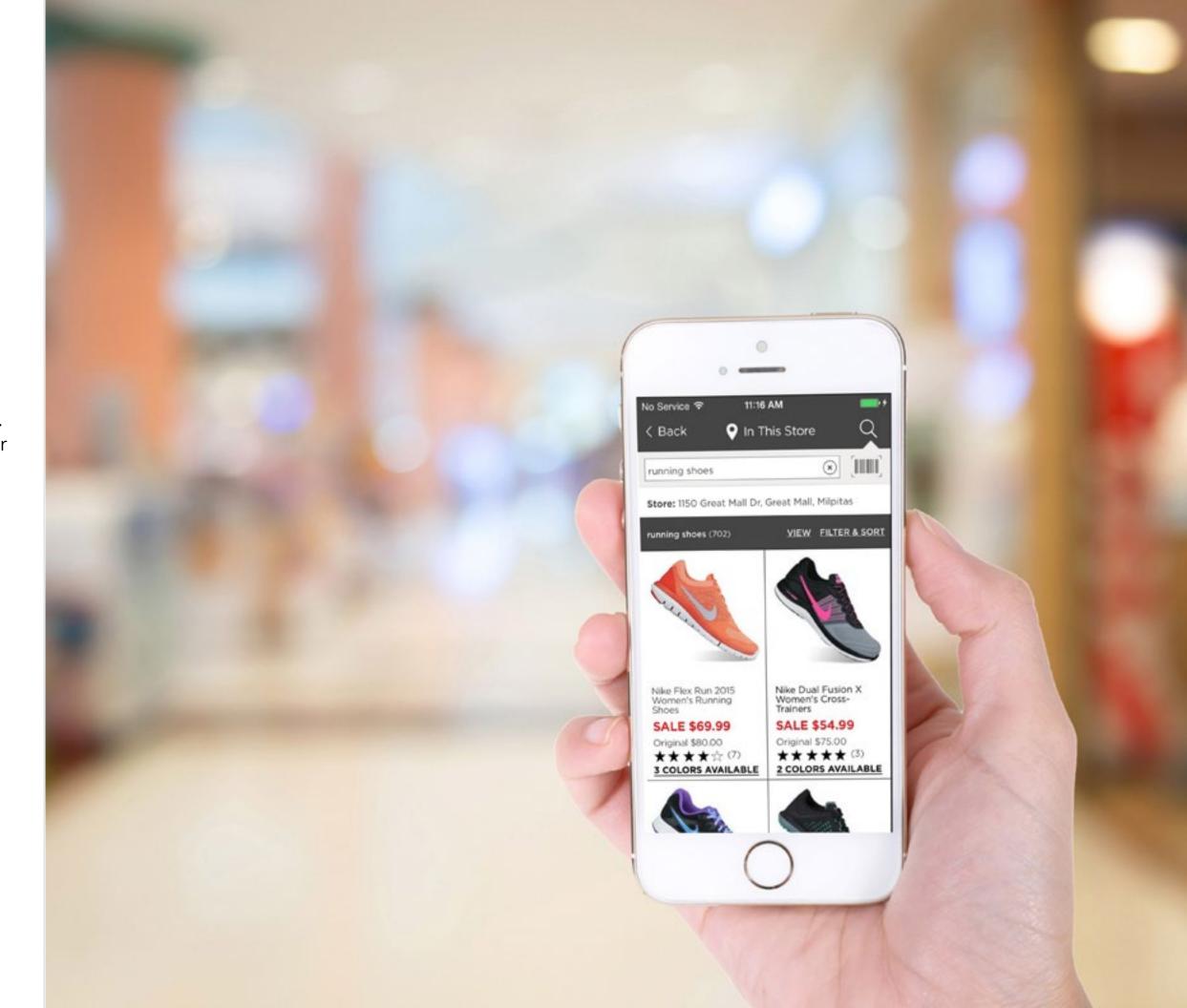
## KOHL'S STORE TOOLS (2 of 2) MOBILE / CAMPAIGN

Another clear indication from the discover research was that we needed to let customers search a store's inventory while at home and in store. From home this would allow customers to make sure the product they'd like is available before making the drive. While in store if you can't find your size shoe, you can do a check whether they have it in the back. (Pictured right) Is the first iteration of "store search" from Store Tools in the app. The "store search" functionality later grew into a filter and "my store" tab on the main search page of the website and app.

#### **TOOLS USED**

- Axure RP
- Whiteboards
- Photoshop
- Post its
- Illustrator
- Indesign

**VIEW WALKTHROUGH** 



## **KOHL'S SHOP MY STORE**

MOBILE / CAMPAIGN

As part of the Buy Online Pick Up In Store (BOPUS) campaign, I helped introduced the ability to filter by store from the main product matrix page on both the mobile website and mobile app. This was an pre-peak ask from Kohl's leadership. I paired with another Senior UX designer, and cross functional team. We setup a war room for three days to do a quick turn around before holiday 2016. I like to think of this as an extension of the "store search" concept from Store Tools, a natural evolution after vetting.

#### **TOOLS USED**

- Axure RP
- Whiteboards
- Photoshop
- Post its
- Illustrator
- Sketch

**VIEW WALKTHROUGH** 



# JAZZ FESTIVAL (1 of 5) BRAND / PRINT / CAMPAIGN

This print design revolves around instruments and the location of the festival San Pedro Square. I used texture photography to add an aged look to the overall design.

## **TOOLS USED**

- Digital Camera
- Photoshop
- Illustrator



# JAZZ FESTIVAL (2 of 5) BRAND / PRINT / CAMPAIGN

The event poster on a bus stop near San Pedro Square.

## **TOOLS USED**

- Digital Camera
- Photoshop
- Illustrator



# JAZZ FESTIVAL (3 of 5) BRAND / PRINT / CAMPAIGN

The event poster near downtown San Jose City Park.

## **TOOLS USED**

- Digital Camera
- Photoshop
- Illustrator



# JAZZ FESTIVAL (4 of 5) BRAND / PRINT / CAMPAIGN

The event poster on near San Jose State University.

## **TOOLS USED**

- Digital Camera
- Photoshop
- Illustrator



# JAZZ FESTIVAL (5 of 5) BRAND / WEB / CAMPAIGN

The web design differs from the print collateral by having a focus on content and usability rather than branding elements.

## **TOOLS USED**

- HTML/CSS/JS
- Wordpress
- Photoshop
- Illustrator



# **OPEN SF (1 of 2)**BRAND / MOBILE / CAMPAIGN

An ambitious mobile app prototype for iOS and Android devices. We started from scratch with this, discussing functionality scope, user flows, template structures. From wireframes, flows, and color schemes, to design and eventually front-end development. I worked with a team of engineers, headed by an awesome manager to develop a government app that's ahead of the curve.

## **TOOLS USED**

- HTML/CSS/JS
- Jquery Mobile
- Phone Gap
- Photoshop
- Illustrator

## **WATCH WALKTHROUGH**

password: AR

Back to Portfolio Overview



# **OPEN SF (2 of 2)**BRAND / MOBILE / CAMPAIGN

An ambitious mobile app prototype for iOS and Android devices. We started from scratch with this, discussing functionality, user flows, template structures. From wireframes, flows, and color schemes, to design and eventually front-end development. I worked with a team of engineers, headed by an awesome manager to develop a government app that's ahead of the curve.

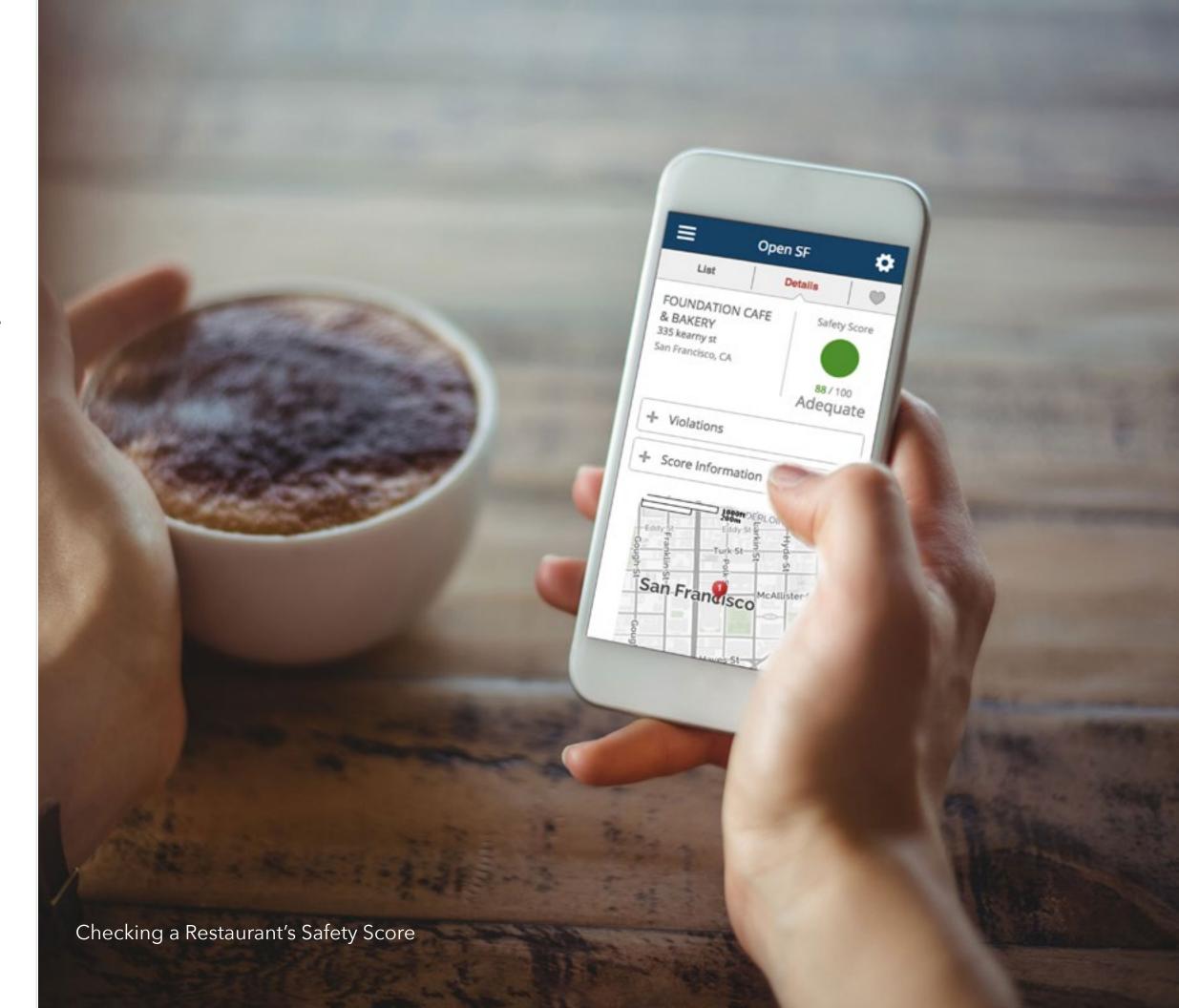
## **TOOLS USED**

- HTML/CSS/JS
- Jquery Mobile
- Phone Gap
- Photoshop
- Illustrator

## **WATCH WALKTHROUGH**

password: AR

Back to Portfolio Overview



# SEA PROJECT (1 of 3) AUGMENTED REALITY

A new experience for marine travelers which visualizes navigational data in real time via an Augmented Reality (A.R.) technology. As part of this A.R. exploration, I created mockups which depict the proposed UI elements in use and in context.

## **TOOLS USED**

- Photoshop
- Illustrator
- Shutterstock.com

**VIEW COMPASS DEMO** 



# SEA PROJECT (2 of 3) AUGMENTED REALITY

Captains are required to have a voyage plan for ocean travel. Users can anchor the voyage plan to any location or set it to follow. The voyage plan visualizes real time trip data: maps, route progress, wave size, weather, speed and more...

## **TOOLS USED**

- Photoshop
- Illustrator
- Shutterstock.com

**VIEW COMPASS DEMO** 



# **SEA PROJECT (3 of 3)**AUGMENTED REALITY

First Person point of view. The compass wraps around the boat, indications for north, south, west, east stay upright facing the user at all times. The route displays behind and ahead of the boat trailing off into the distance toward the location tooltip for destination.

- Photoshop
- Illustrator
- Shutterstock.com





# **COMPETISH (1 of 3)**BRAND / MOBILE / CAMPAIGN

The main goal of this mobile app is to surface and feature the competitive spirit of the social media users. Our social network will be built around a variety of daily photo challenges. You can browse the photos as a guest, but in order to join/create competitions, vote and comment you will need to sign up or log in.

## **TOOLS USED**

- Prototype HTML/CSS/JS
- Photoshop
- Illustrator



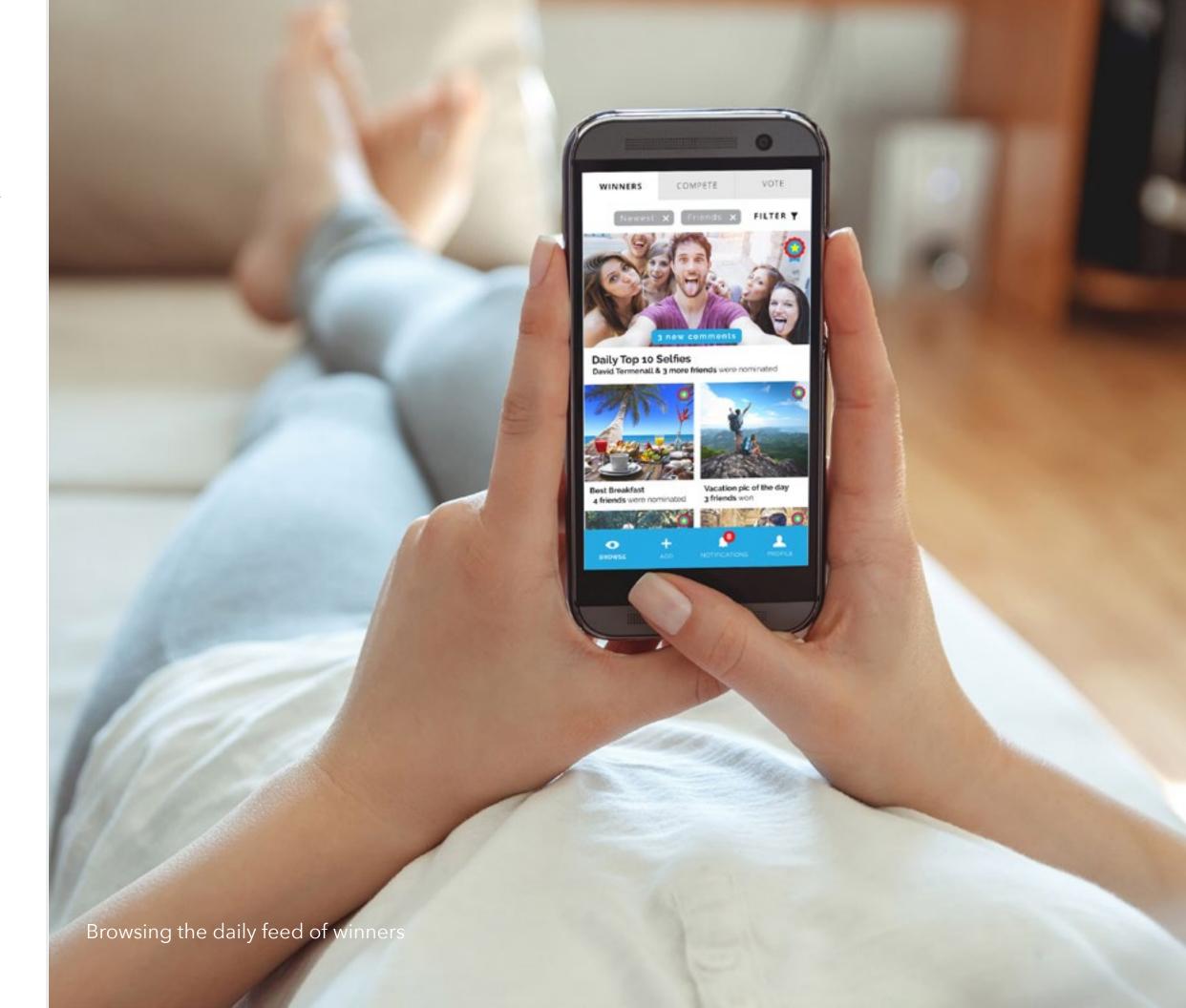
## COMPETISH (2 of 3) BRAND / MOBILE / CAMPAIGN

Daily photo challenges themes and categories will be created by Competish curators and users with option for public or private. The user contributed photos to these daily challenges will be judged, by either their peers or private curators. On end of the challenge, results will be generated into a shareable posts.

There is an opportunity to monetize the challenges by sponsored challenges for real prizes.

#### **TOOLS USED**

- Prototype HTML/CSS/JS
- Photoshop
- Illustrator



## COMPETISH (3 of 3) BRAND / MOBILE / CAMPAIGN

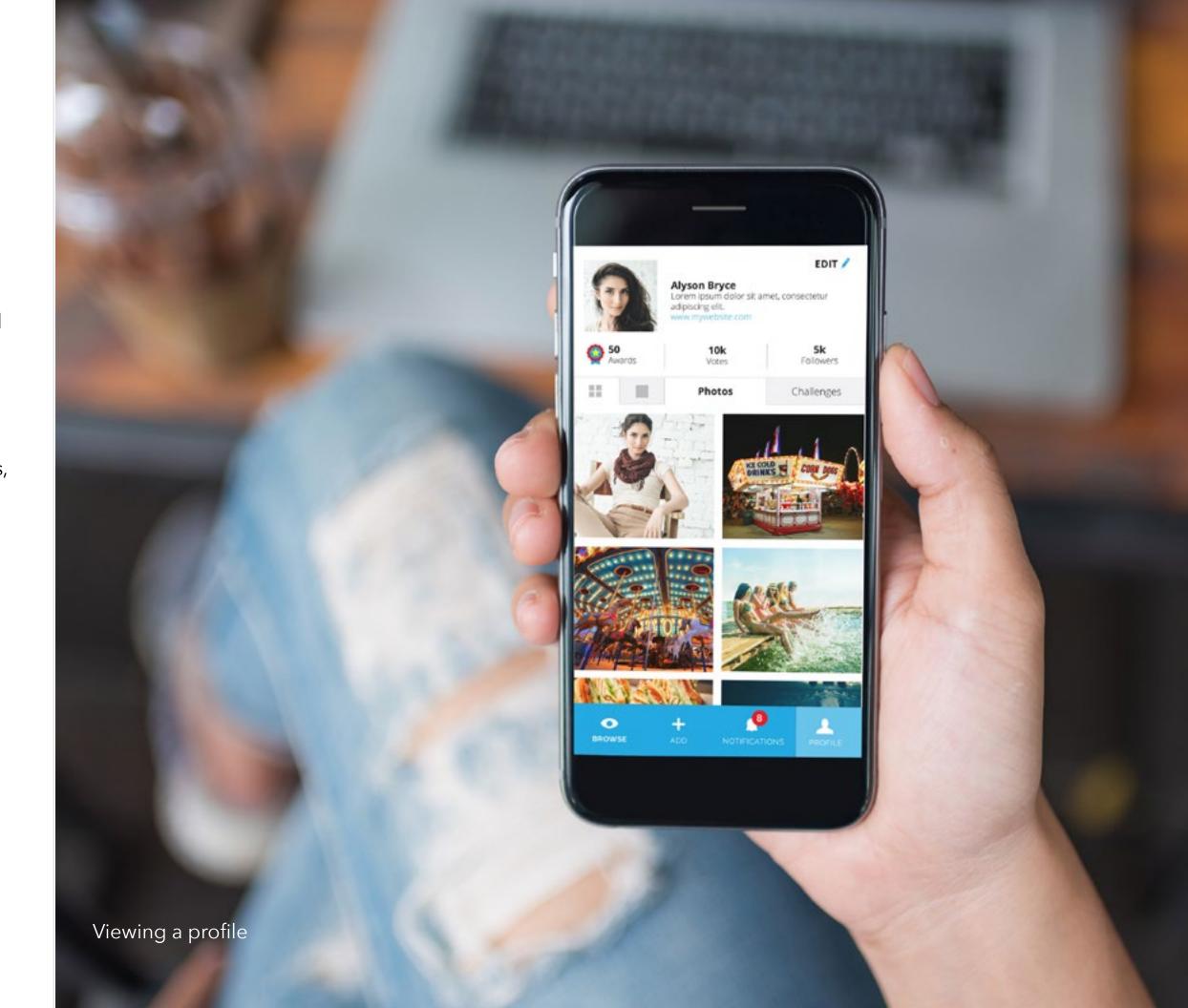
A general user will browse the past and current challenges. They will most likely share the articles, challenges, and photos they find interesting with friends. Possibly participate in voting as wells.

A competitive user will browse the current challenges. They will upload to challenges they find interesting. After upload they can share to friends and receive updates on votes, wins, loses..

A curator user will create challenges, with options for private/public uploads or votes and more...
After publishing a challenge, they will receive updates and option to share challenge.

#### **TOOLS USED**

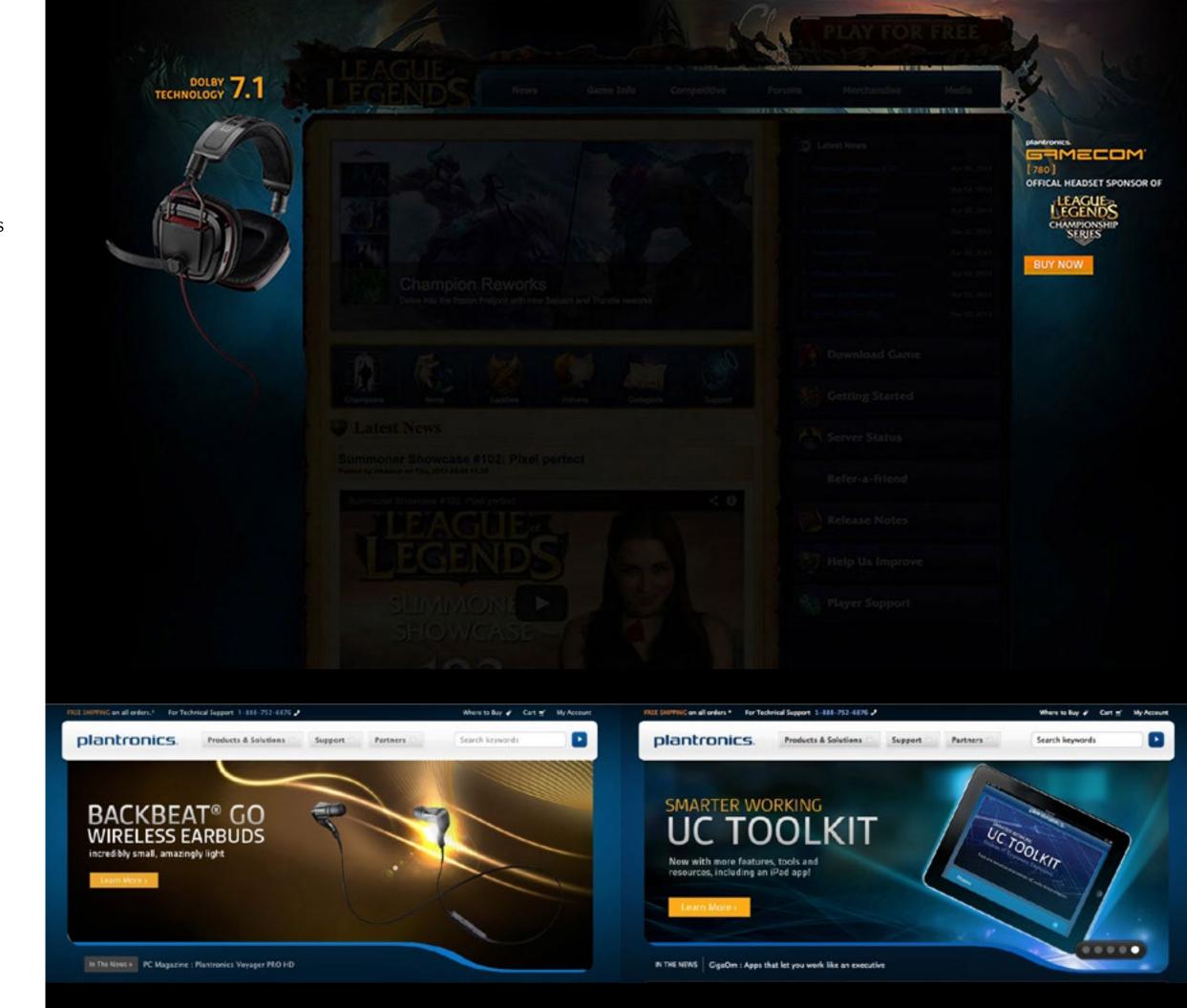
- Prototype HTML/CSS/JS
- Photoshop
- Illustrator



## **PLANTRONICS**WED

I enjoyed working with the product photography from Plantronics. I used their products in headers for their website and a background mock up for the League of Legends website.

- Photoshop
- Illustrator
- Client supplied photos
- Shutterstock.com



## CAR AUDIO CARE RESPONSIVE WEB

Car Audio Care provides nationwide repairs and service for all makes and models. They needed a website and within budget. After consultation we decided a one page responsive website would get the job done.

After a couple design iterations and reviews I began development. I used a couple of my favorite libraries, Foundation (from Zurb) and Owl Carousel JS to handle carousels and layouts. From there I used css3 and media queries for adapting details.

#### **TOOLS USED**

- Photoshop
- Illustrator
- Client supplied photos
- Shutterstock.com
- HTML5/CSS3/JS
- Foundation (Zurb)
- Owl Carousel JS

**VIEW TEST SITE** 



# SILICON VALLEY POWER (1 of 2) PRINT

Silicon Valley Power were in the process of upgrading house meters to "smart meters" which would emit free wifi and help monitor electricity usage. Pictured right is the door hanger left by technicians for the device upgrade.

- Photoshop
- Illustrator
- InDesign



## SILICON VALLEY POWER (2 of 2) PRINT

Periodically Silicon Valley Power sends Energy Saving Tip articles in the mail to customers. I had created a new template for these articles and handled the monthly content implementation/typesetting.

(C) Back to Portfolio Overview

- Photoshop
- Illustrator
- InDesign



# WHAT IS COLOR? (1 of 2) MOBILE / INTERACTIVE

What is color? is an e-book for iPad. This interactive book explains how color is seen physically (eyes, CMYK) as well as digitally (RGB).

- Corona SDK (.lua)
- Photoshop
- Illustrator



# WHAT IS COLOR? (2 of 2) MOBILE / INTERACTIVE

What is color? is an e-book for iPad. This book explains how color is seen physically (eyes, CMYK) as well as digitally (RGB).

- Corona SDK (.lua)
- Photoshop
- Illustrator



## STAR TREK QUOTES PRINT

A typographic exercise using philosophical excerpts of dialogue, found in the Star Trek TV series.

## **TOOLS USED**

• Illustrator



## KOBAX APP PROPOSAL PRINT

A business proposal for an iOS and Android device video game. These Limited edition posters would be given to investors. Printed on metallic coated paper, the mountains shine like copper.

#### **TOOLS USED**

- Illustrator
- Photoshop

#### **TEAM**

Andrew Retana art director / project manager

Greg Mack concept artist

Janelle Lee traditional animator

Kendall Robinson traditional animator

**VIEW PROPOSAL** 



Back to Portfolio Overview

## CARTOON ART MUSEUM RESPONSIVE WEB DEVELOPMENT

Redesign of San Francisco's Cartoon Art Museum website. This is a responsive site, that features CSS3 animations and parallax effects. Design by Ian Wallace and Coded by yours truly.

## **TOOLS USED**

- Photoshop
- Illustrator
- Client supplied photos
- Shutterstock.com
- HTML5/CSS3/JS

**VIEW TEST SITE** 



### **SAN JOSE CITY HALL PHOTOGRAPHY**

Spent a couple of hours taking photos of San Jose's city hall, for an architecture website mock up.

- Digital CameraPhotoshop



# THE MAGIC (1 of 3) MOBILE / INTERACTIVE

This is a designer's survival guide I made to remember basic design fundamentals. The e-book was created for iPad and featured animation on all pages.

## **TOOLS USED**

- Pencil
- Digital Camera
- Photoshop
- Illustrator
- Corona SDK (.lua)

**VIEW PDF VERSION** 



# THE MAGIC (2 of 3) MOBILE / INTERACTIVE

This is a designer's survival guide I made to remember basic design fundamentals. The e-book was created for iPad and featured animation on all pages.

## **TOOLS USED**

- Pencil
- Digital Camera
- Photoshop
- Illustrator
- Corona SDK (.lua)

**VIEW PDF VERSION** 



# THE MAGIC (3 of 3) MOBILE / INTERACTIVE

This is a designer's survival guide I made to remember basic design fundamentals. The e-book was created for iPad and featured animation on all pages.

## **TOOLS USED**

- Pencil
- Digital Camera
- Photoshop
- Illustrator
- Corona SDK (.lua)

**VIEW PDF VERSION** 



# FUTURA POSTER PRINT

A typographic exercise researching the history of the Futura font to inform a poster design.

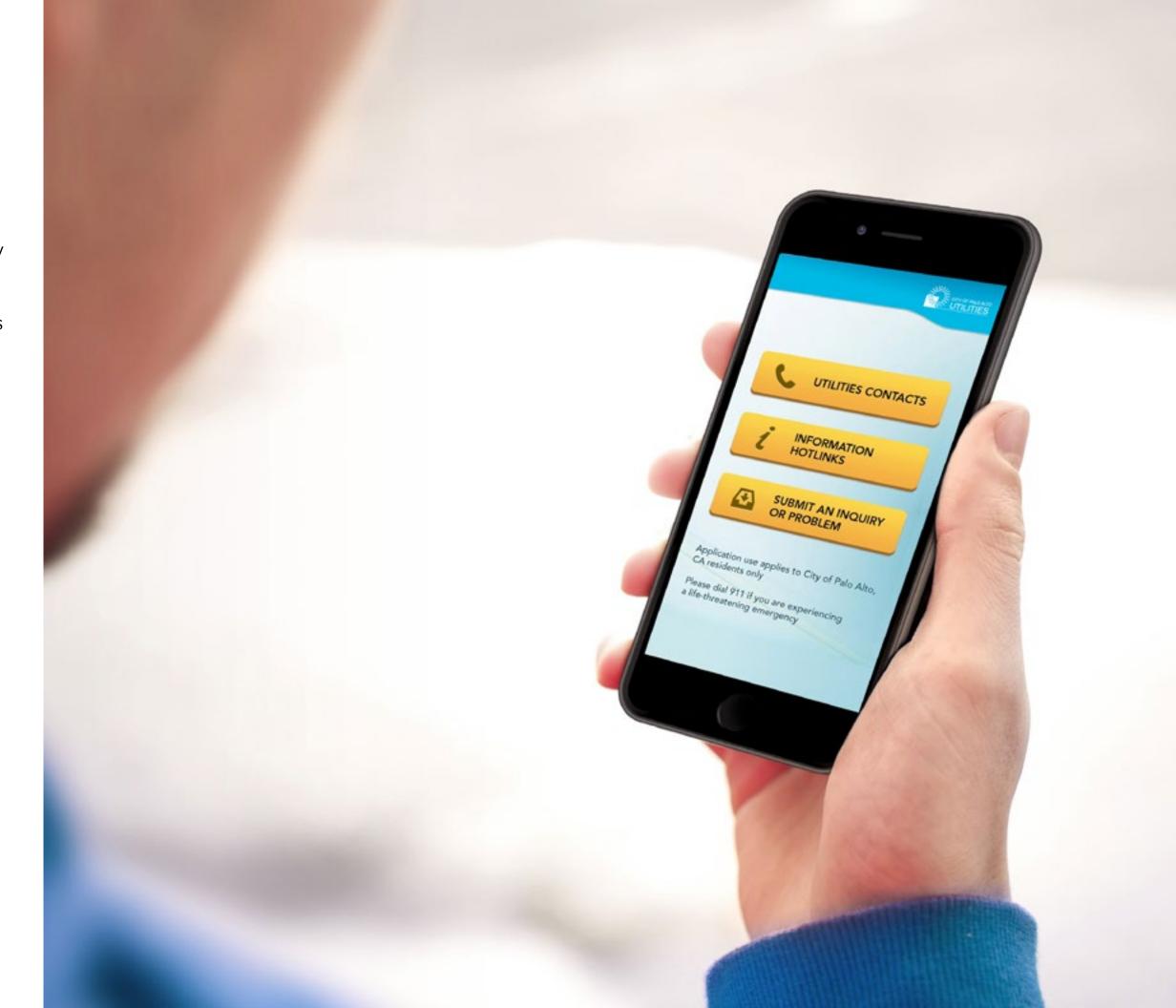
- Illustrator
- Photoshop



#### MYCPAU MOBILE

My CPAU (City of Palo Alto Utilities) Utilities Department app for iOS and Android. While on the go, use your phone to: report a utilities problem the moment you see it, contact Utilities staff person, quickly view your Utilities bill data, check out available rebates, easy access to all programs, and services. This is one of my first mobile app designs. I created visuals and touched the front end code.

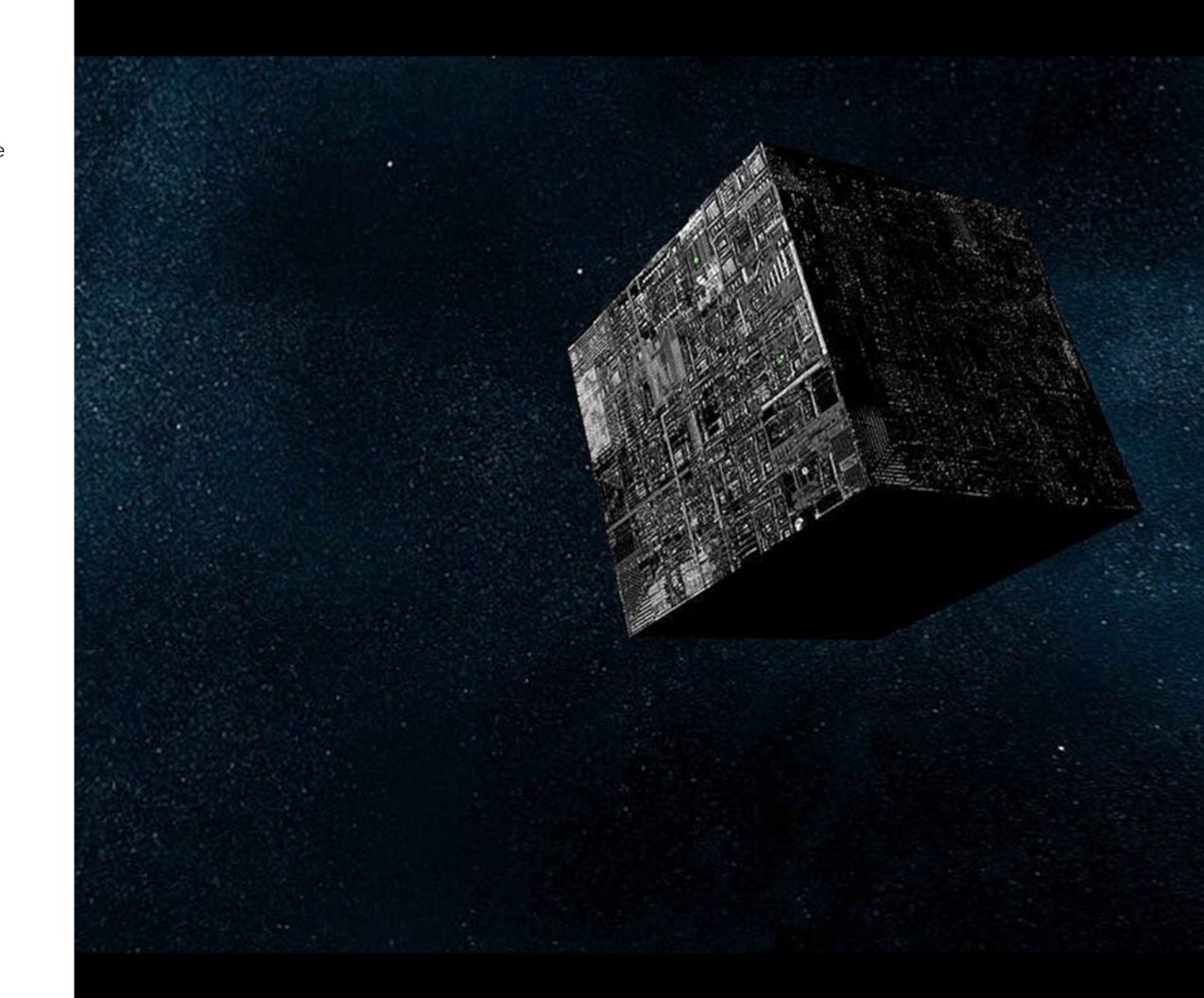
- Photoshop
- Illustrator
- Client supplied visuals
- Xcode



# STAR TREK "BORG"

Creating a space scene, and complex alien space ship can be time consuming. Using thought through textures created in Photoshop, I was able to utilize Cinema4D for this final rendering of a 3d environment.

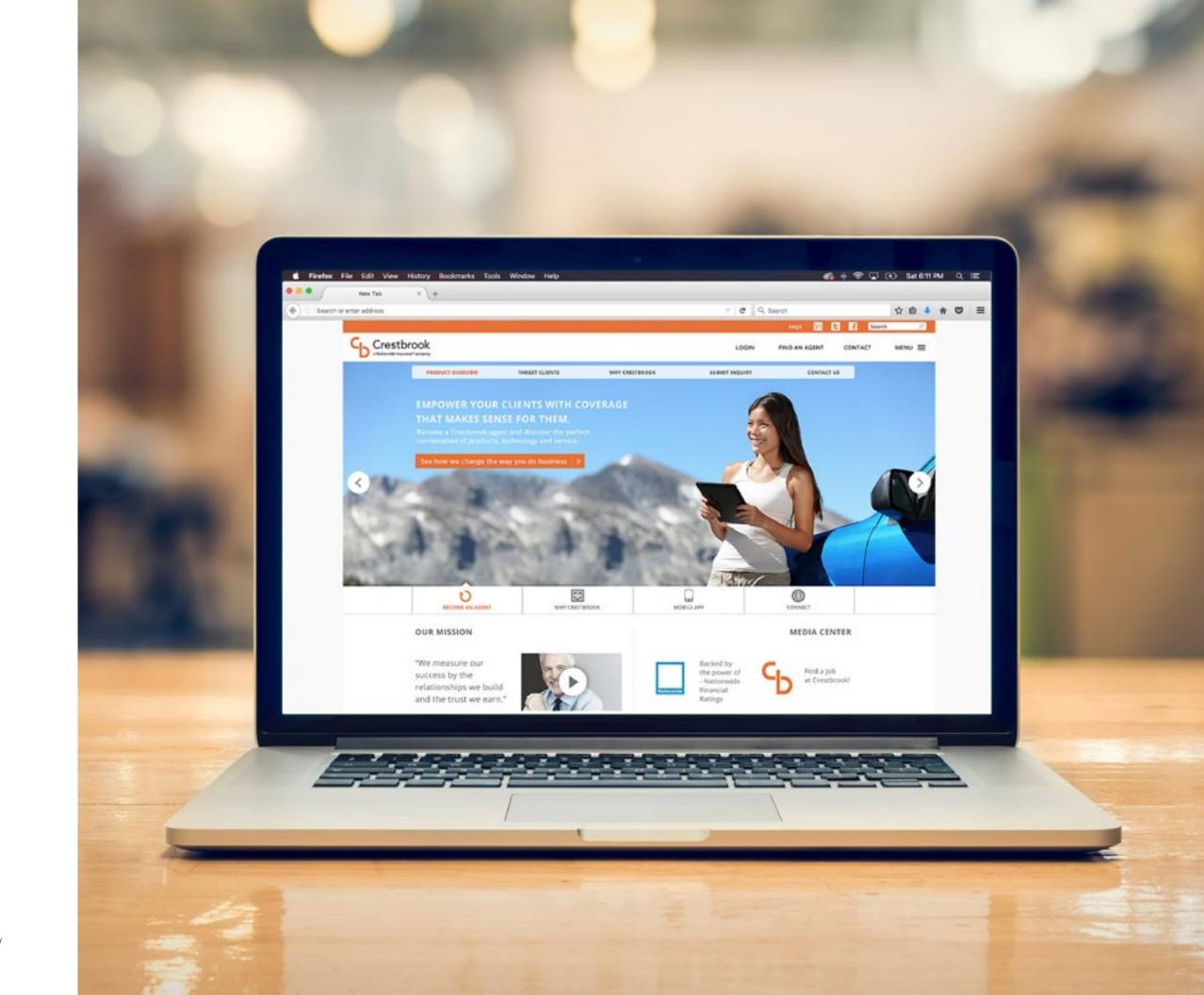
- Cinema4D
- After Effects
- Photoshop



#### CRESTBROOK WEB DESIGN

A web design proposal for Crestbrook a Nationwide Insurance Company.

- Photoshop
- Illustrator
- Client supplied visuals
- Shutterstock.com



# **DROID** PRINT

This is a digital imaging exercise with the challenge of "turn a human into a robot". Original photography taken in a photo studio, then manipulated in Photoshop until desired results. Even the space background is an original creation.

## **TOOLS USED**

- Digital Camera
- Photoshop



**PROCESS** 



## **CREATE PATHS**



**DESATURATE & REFINE** 



Back to Portfolio Overview

# SCI-FI POSTER (1 of 2) PRINT/SKETCH

An exercise in three point perspective that turned into a nice poster for sci-fi enthusiasts. I started sketching a few small thumbnails and chose one with a floating building and flying cars. I then expanded upon that small thumbnails by sketching a larger version with accurate perspective and detail.

- Pencil
- Ruler
- Scanner
- Photoshop

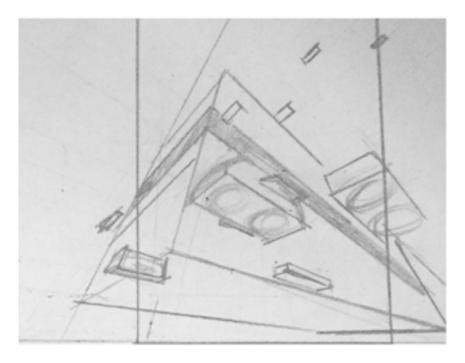


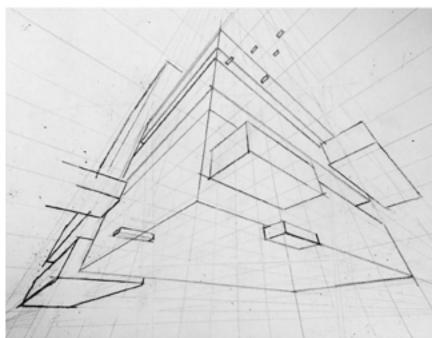
# SCI-FI POSTER (2 of 2) PRINT/SKETCH

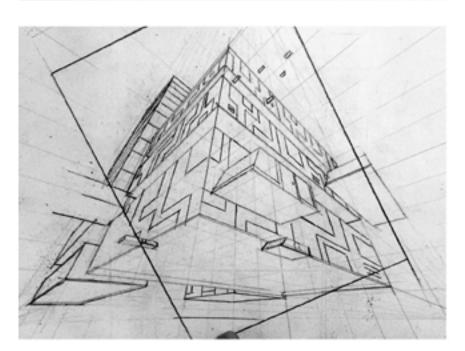
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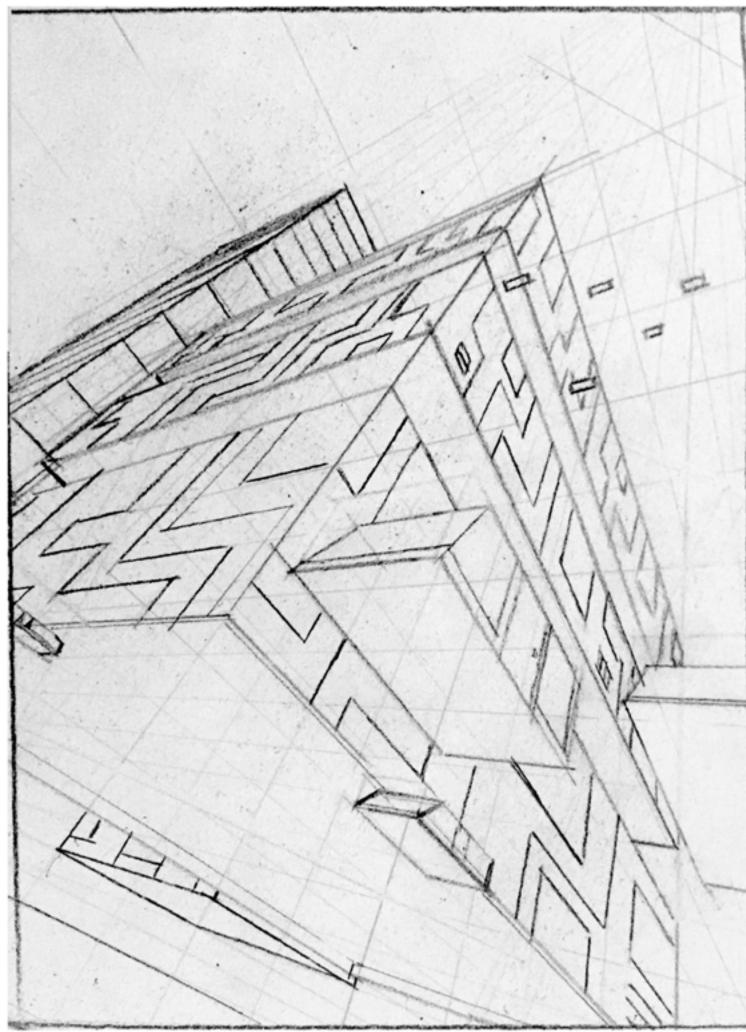


- Pencil
- Ruler
- Scanner
- Photoshop









Back to Portfolio Overview

# SPACE GOD PRINT/SKETCH

One day I drew a face cast in shadow. It was a very small drawing almost a thumbnail size. I took a photo of that drawing with my phone and sent it to my computer. Over night I had created this headpiece and space background using Illustrator and Photoshop. It reminds me of some black and white comic books or graphic novels I've read. I liked it so much I printed it out on the plotter at work. It still hangs on my wall at home.

- Pencil
- Camera Phone
- Illustrator
- Photoshop



# VISUALIZE AUDIO TEST 1 MOTION

Produced at the Academy of Art University, I was given audio and tasked to use After Effects and Particular to create music sensitive visuals. I took inspiration from sci-fi movies like Star Wars and Star Trek "light speed". I think what keeps this clip interesting is the slight 3D camera movement that is actually dynamically controlled by the audio.

### **TOOLS USED**

- After Effects
- Particular

**WATCH TEST 1 CLIP** 

**WATCH TEST 2 CLIP** 



## THE DRUNIVERSE.COM

**RESPONSIVE WEB / BRAND** 

An out of this world brand and website for a robot musician from San Jose, CA.

### **TOOLS USED**

- Photoshop
- Illustrator
- Client supplied photos
- Shutterstock.com
- HTML5/CSS3/JS

**VIEW WEBSITE** 



# 1.2.00.2.3 GAME WEB / INTERACTIVE

As a side project I created a flash game in Action Script 3 based on Dru from thedruniverse.com. This game and a music album were released in conjunction.

## Game Play:

2d platformer run, jump, and shoot your way through ten levels. Find buttons throughout levels and press down to download freebies and unreleased songs.

#### **TOOLS USED**

- Pencil
- Photoshop
- Illustrator
- Flash (Actionscript 3)
- HTML/CSS/JS



\*Requires Flash (made this a long time ago)



### **FALLING STARS GAME**

MOBILE / INTERACTIVE

Produced at the Academy of Art University I created an iOS mobile app game based on Dru from thedruniverse.com.

## Game Play:

The character is constantly flying forward at a slowly increasing rate of speed. The player must move the character left and right in order to dodge asteroids and lasers. Strategically shoot laser beams to defeat your enemies. Besides enemies and asteroids there are also power up items that can be collected for special powers. Environments and characters change the longer you survive.

- Pencil
- Photoshop
- Illustrator
- Corona SDK (.lua)



# THE DRUNIVERSE (1 of 2) PRINT

Dru's fourth album *Silicon Valley* was released in 2013. Matte finish for both the CD and packaging. Had fun creating the background for this cover, very proud of the detail on the speckled stars.

## **TOOLS USED**

Photoshop

**VIEW ON ITUNES** 



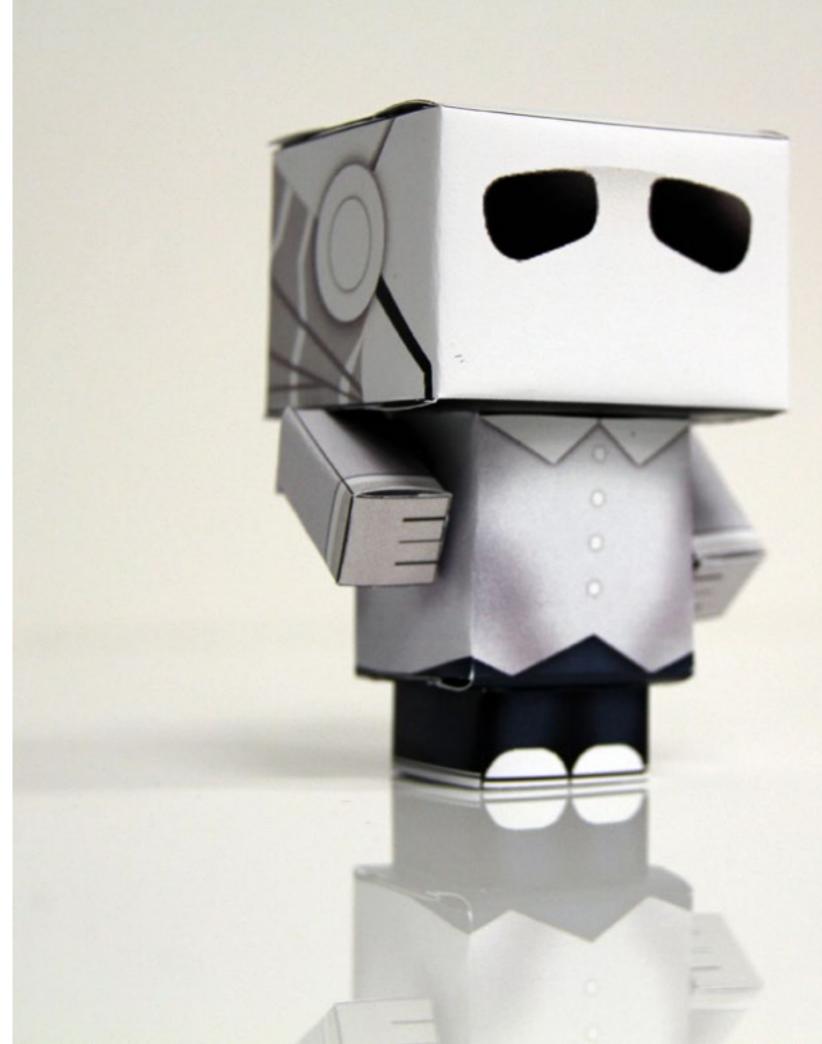
# THE DRUNIVERSE (2 of 2) PRINT

A fun side project, modifying a template to create my own box character. Printed with a thicker weight 8 1/2 X 11 sheet, cut with an Exacto knife, and then assembled.

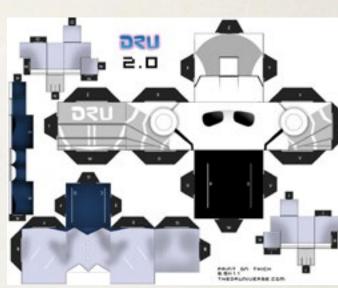
## **TOOLS USED**

• Illustrator

**DOWNLOAD TEMPLATE** 



## **FLAT DESIGN**



# SUBZERO FESTIVAL 2012/2013 (1 of 2) AUDIO / PERFORMANCE

I had the pleasure of performing two years in a row at South First Friday's SubZERO festival.

A combination of DJ set, midi instruments, samples, effects and Synthesizers filled up a 45-60 min set. Other than my equipment I created all of the stage props by hand. I planned the lighting around to be music sensitive and had fog from behind.

My good friend Trina Merry, who does body painting, supplied dancers which really elevated the experience.

- Logic Pro
- Korg R3
- Kaoss Pad 3
- NA Massive
- Midi Controller



# SUBZERO FESTIVAL 2012/2013 (2 of 2) AUDIO / PERFORMANCE

I had the pleasure of performing two years in a row at South First Friday's SubZERO festival.

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- NA Massive
- Midi Controller







# **THANK YOU**

andrewretana.com hello@andrewretana.com