

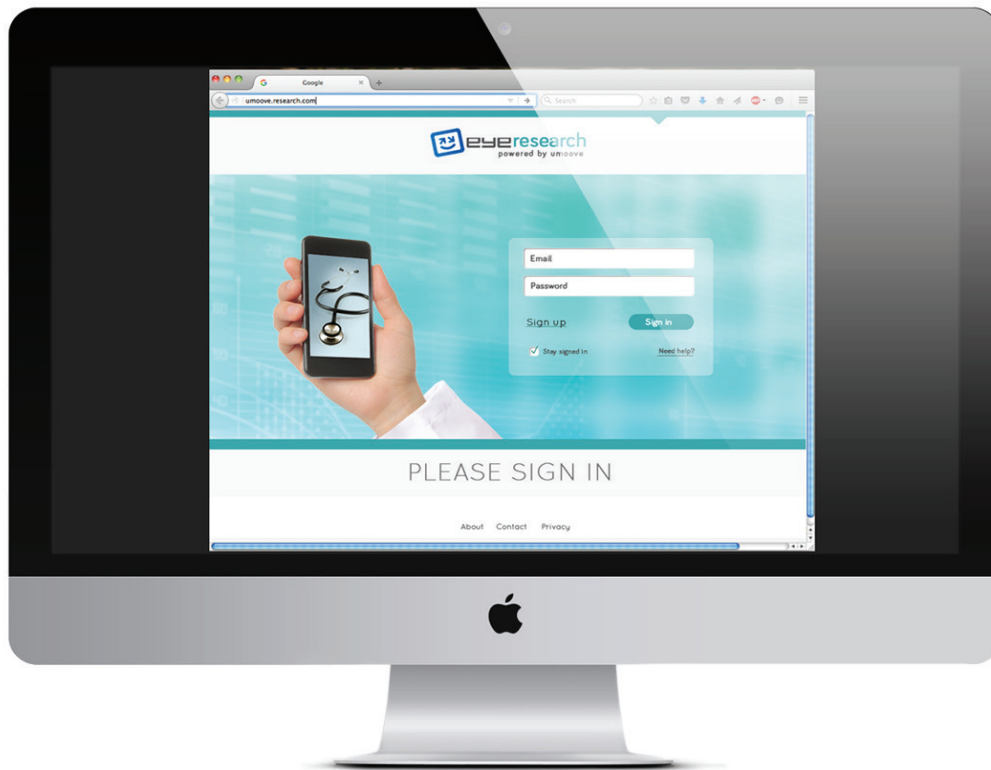


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I can help you produce projects that fit your business, whether  
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Chana Abramowitz | Designer | Web • Print • UX • 360

✉ [chanaabramowitz@gmail.com](mailto:chanaabramowitz@gmail.com) ☎ 917-699-0413



## case study: website design for medical dashboard website

### Overview:

UMoove, a revolutionary eye-tracking software company, was looking to get into the eye health space. They wanted to create a diagnostic tool for doctors to use.

### Challenge:

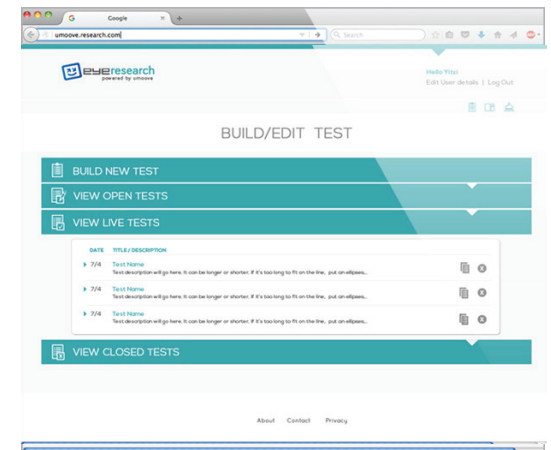
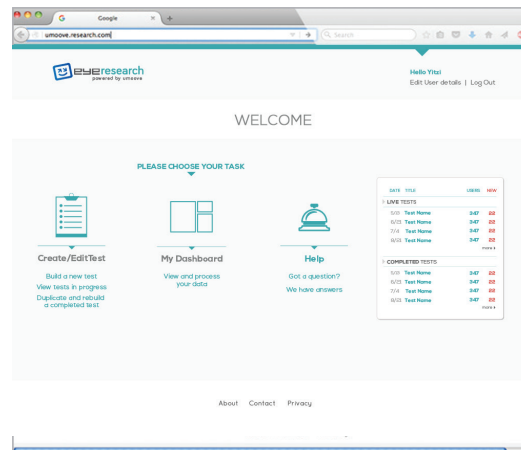
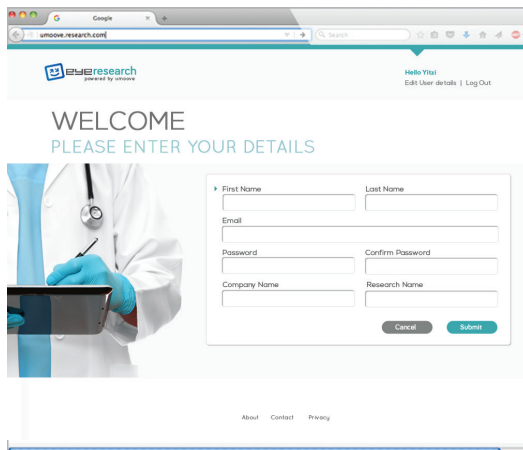
Get doctors to believe in the promise of the technology, that it would be a real, professional working tool that would enhance their practice

### Users:

Eyecare professionals

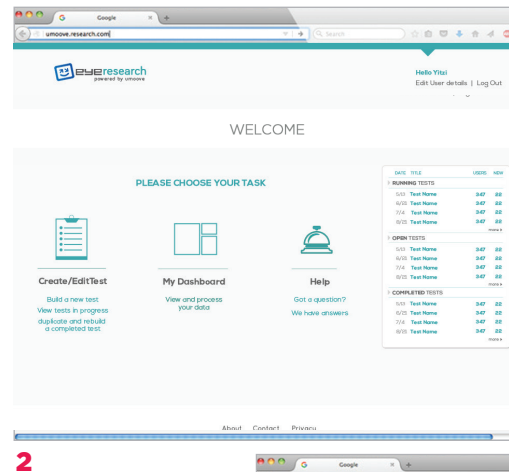
### My role:

Designing the entire website experience, including onboarding and simple, clean professional looking tests and dashboards.

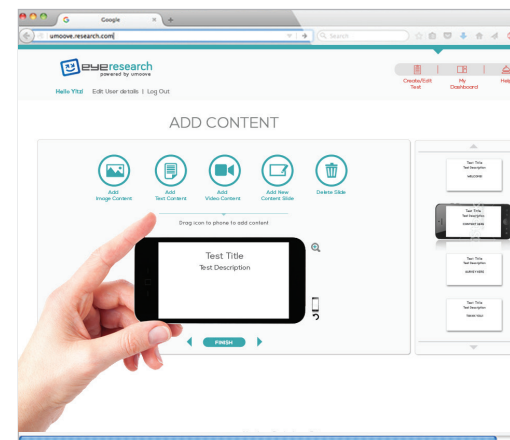


## case study, continued: website overview of the user flow after the user signs in.

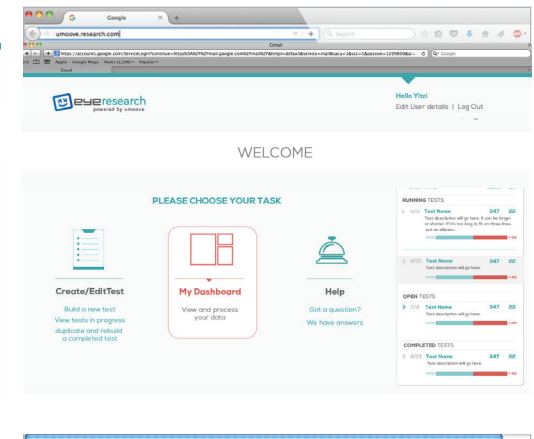
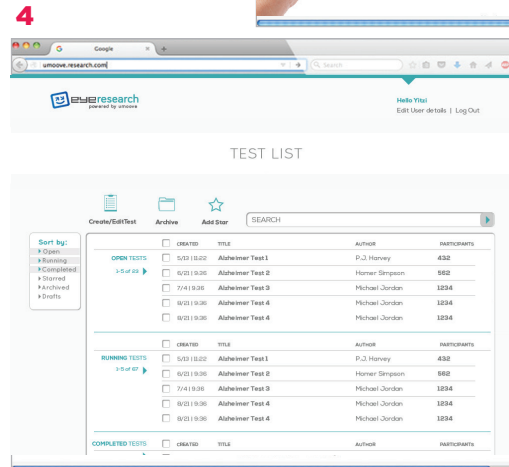
- On the Welcome screen, the user sees a quick mini-dashboard of his latest tests.
  - Clicking on a test in the mini-dashboard will also open a more detailed view of that test.
  - Clicking on the more detailed results will open up the full dashboard for that test.
  - Branded coloring is used for the design. In the more detailed results, a contrasting red color is introduced to make the results stand out and be easily viewed at a glance.
- User can then choose to create or edit a test, go into their dashboard to see more detailed results, or access help.
  - Custom icons were designed to help the user see at a glance what every option offers.
- If the user chooses to create a test, they can add content in this section. They can add many different kinds of content, including video, images and text.
  - The design uses an image of a phone to view how the content will actually display to the patient on mobile, since the test will be taken using a mobile device.
  - Custom icons were designed to help the user see at a glance what every option offers.
- The user can view information on all their tests, with a variety of ways to search and sort to make it easy for the user to find what they are looking for. The user can also create a new test straight from the test page.
  - The page was designed to be as simple, clear, and easy to use as possible, using a well-defined grid with all sections clearly viewable.
- The user can choose to see the dashboard page for any particular test, with all the results.
  - The dashboard was designed with the elements the doctor would want to see first at the top. All elements are quickly and easily scannable. Segmentation and filters allow the doctor to view specifics that they need.



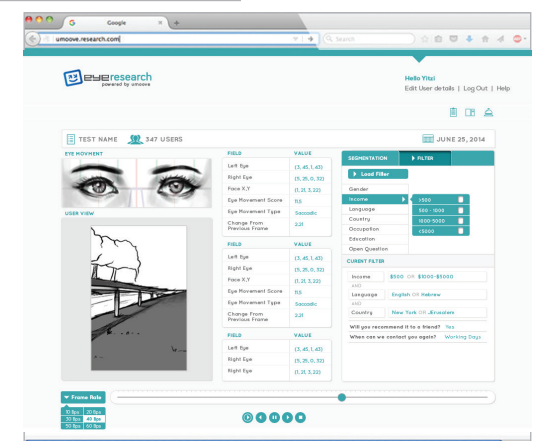
2



3



5





## design for a holding page for a website under construction

The challenge:

UMoove wanted their “under construction” page to be different.

We used the space to promote their business and engage users to want to return once the site was live again.

My role:

I designed the landing page using UMoove branding elements





Camera  
image  
of user

## mobile app design for focus training app

### Overview:

UMoove, a revolutionary eye-tracking software company, was looking to get into the eye health space. They wanted to create an app where users could use their eye-tracking software to improve focus and concentration.

### Challenge:

Create a new branded look for this new product from uMoove.

### Users:

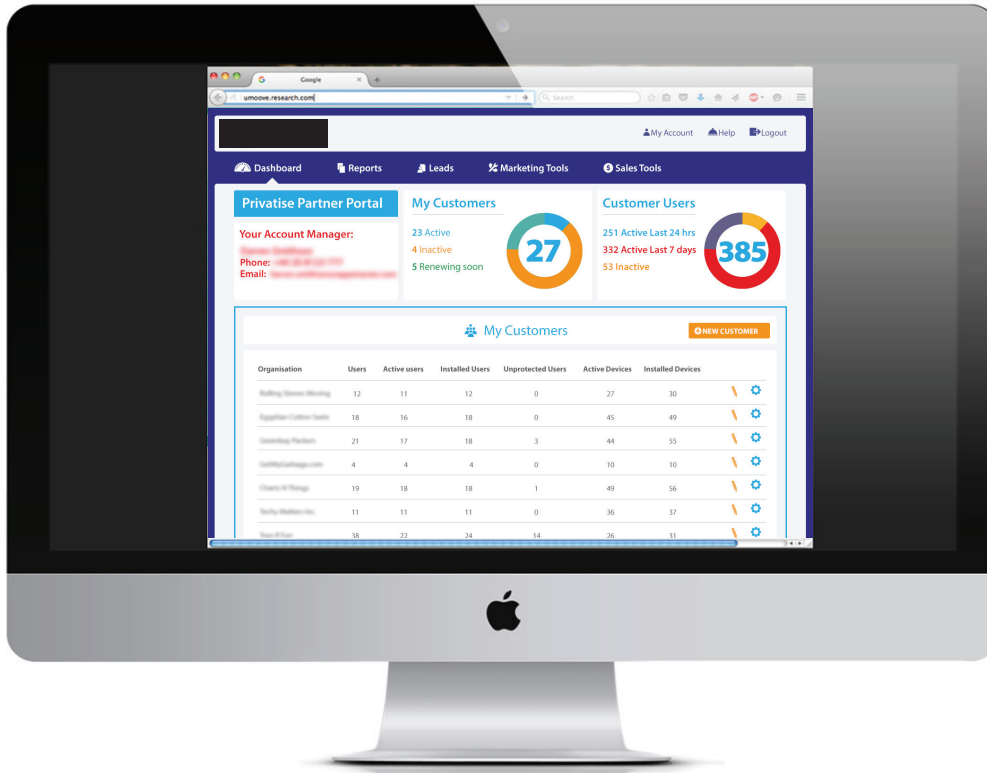
Everyday consumers who want to improve memory and concentration. geared toward young-mid adult users.

### My role:

Designing the entire app experience, including onboarding and beautiful, appealing and engaging looking design while also looking professional so that users can see that this is a legitimate healthcare tool.

## a quick website overview of the user flow

1. User logs in
2. User holds up the phone and looks directly into the camera tool to engage the eye-tracking tool so it can learn their individual eye movements
3. User can track their focus, attention and concentration
4. user can look at their dashboard and see how they are improving
5. This tool can be used for medical testing and diagnosis using the eyes.



## website design for a VPN service dashboard website

\*Certain proprietary information has been blacked out

### Overview:

Privatiser VPN, a business VPN provider company, needed a website for their users to be able to view detailed information about their team's VPN usage.

### Challenge:

Present information in an informative, easy-to-view style with a professional look and feel in the style of Privatiser branding.

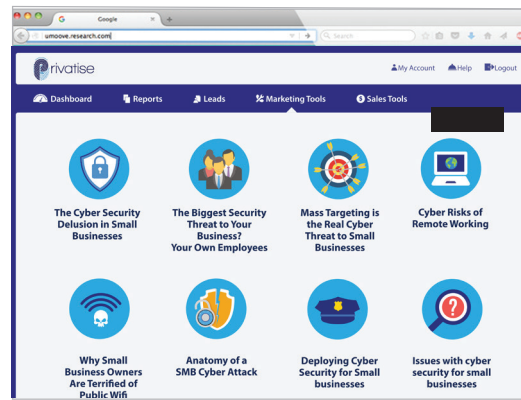
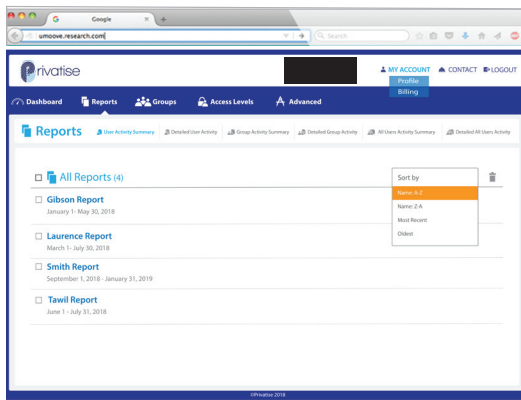
- This was done by using a clear grid style and incorporating Privatiser branded colors.
- Content boxes have very slightly curved corners to give it a professional but up-to-date look and feel

### Users:

The IT team at a company, who are responsible for the overall company VPN experience

### My role:

- Designing the entire dashboard website experience, including the dashboard itself, the reports section, as well as extras such as marketing and sales tools.
- I designed an entire icon system for the website which included both simple button icons and detailed marketing icons.



## website design for a charity-social media website

### Overview:

The BACH Jewish Center wanted to do something a little different for Rosh Hashana.

They hired me to create comps for a charity website that would lead users to download an app that would encourage people to make and keep Jewish New Year's resolutions using the power of gaming and social media. The experience would also serve to encourage young Jews to make new friends and connect with each other.

The user could also access much of the content from the website itself.

### Challenge:

Create a look-and-feel for the brand from scratch. The style should appeal to young adults and encourage them to engage with the experience and spread it to their friends and family.

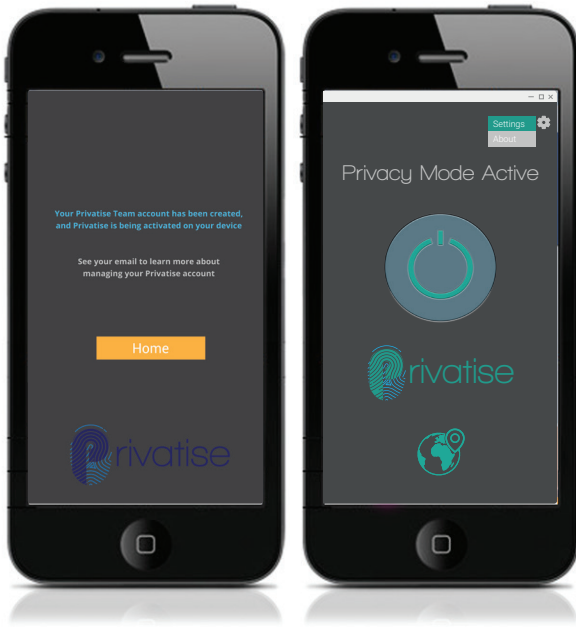
### Users:

Jewish young adults

### My role:

- I designed the entire look and feel for the site
- We wanted the homepage to offer an atypical experience that would excite and engage the users. Large gradient blocks were designed, rather than a typical menu.
- The design needed to highlight the idea of "connections" which we did by using a construct where you could literally see your connections and how they connect to each other and to strangers, using a web-connector style design.





original design

## mobile app redesign for Business VPN company

### Overview:

Privatiser VPN did not want a major app redesign for the businesslike app they had created - just to bring it up to standard to work with material design guidelines on Android.

### Challenge:

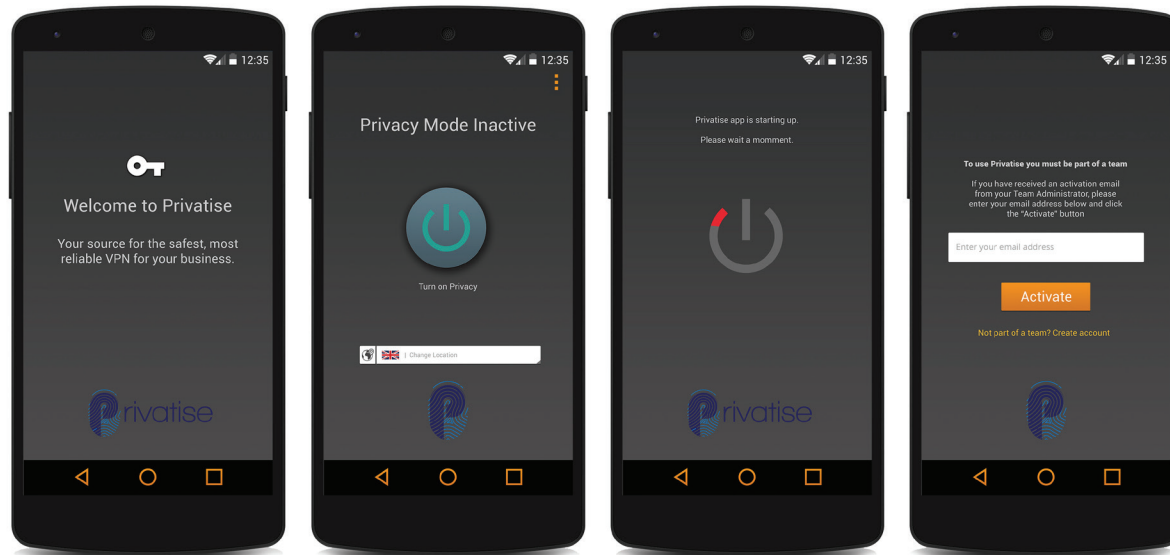
Update the look and feel of the app to feel more up-to-date, within tight timing and budget constraints and a client who did not want a redesign.

### Users:

VPN customers

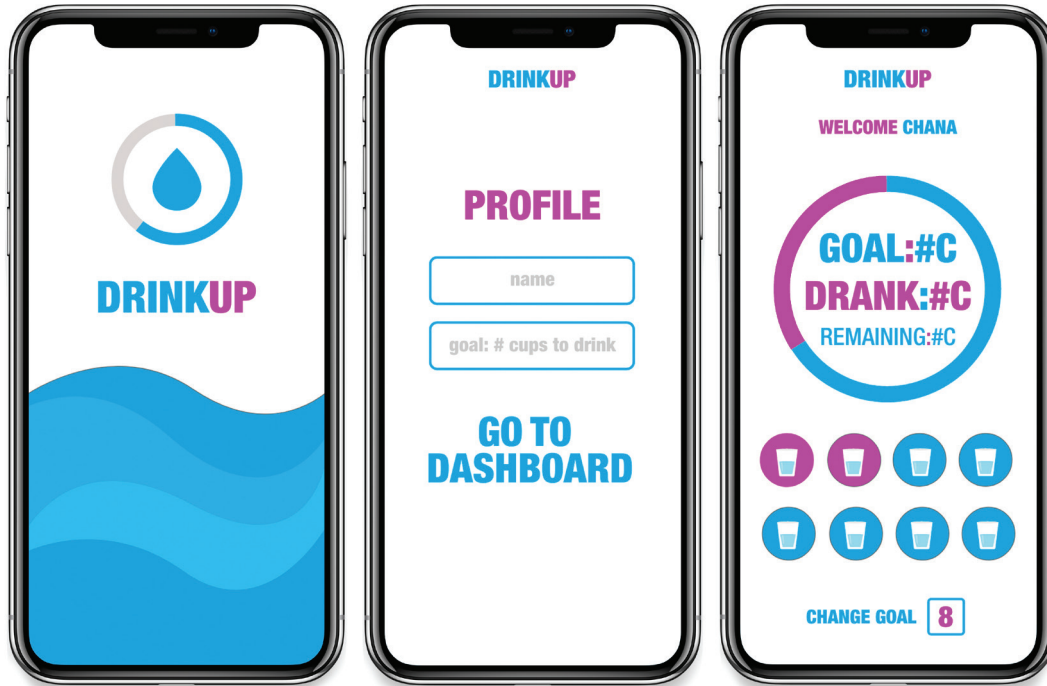
### My role:

- I made some subtle changes including soft gradients, updated fonts, updated button shapes, and resizing the large button to create a more modern, clean look to the app in addition to readying it for Android users.
- I also created 2 different kinds of loading animations for different parts of the app.
- I created a new animated loading screen, using existing design elements to stay on brand.



redesign

*Design challenge: They wanted to use a dark grey color for the background, yet they also wanted to use their logo as-is. I advised against this since it's hard to see the logo, but they insisted. I adjusted the logo as much as I could, to show up, without losing its banding.*



## mobile app UX concepting and UI design

### Overview:

A project for a UX design course, I created a design for an app to encourage people to stay hydrated.

### Challenge:

Researching users' drinking habits and creating an appealing design to help users stay hydrated throughout the day.

Users: Adults who want to set healthy goals

### My role:

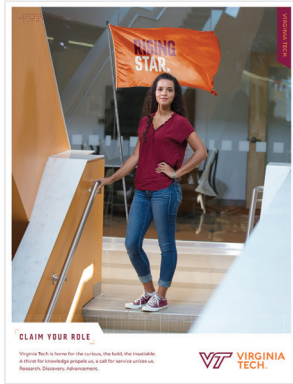
- I came up with the idea for the app
- I did small-scale user research, and discovered that users do feel overall that it's important to stay hydrated, but they are busy and it can be hard to remember to drink.
- I designed the app, allowing the user set a personal hydration goal and then track it throughout the day.

## website overview of the user flow

1. When user opens the app, they are greeted with an appealingly designed branded loading screen.
2. The user can then either sign up or login at the sign-in screen.
3. If the user is signing in for the first time, they are directed to create a profile.
4. The user can access their dashboard, where they can set their goal and check off as they drink throughout the day.
5. They can also set a reminder alarm to drink at a certain time
6. The simplicity of the app makes it very easy to use, along with a gaming feel that will encourage repeat use.

Fun, branded coloring is used throughout the design.





360 ad campaign,  
worked on as a  
remote AD

## 360 print and digital campaign for Virginia Tech University

### Overview:

A 360 campaign including print elements as well as digital small screen and large scale elements, such as digital billboards.

### Challenge:

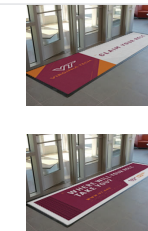
Use the branding and elements designed for print to create a digital experience

### Users:

College students and their parents

### My role:

- I took the elements that had been designed for the print campaign and used them to create still and animated banners, digital billboards, and cinemagraph banners.
- No one on the team knew how to create cinemagraphs, so I took the initiative to learn how and create them. The client was thrilled!





### concepting banner ads developed for a rebranding initiative for Virginia Tech University

#### Overview:

The client wanted a 360 campaign including print elements as well as digital small screen and large scale elements, such as digital billboards.

#### Challenge:

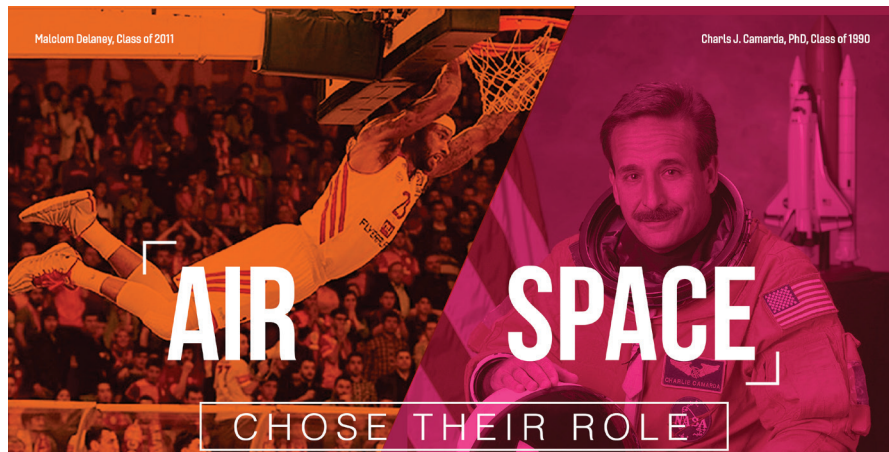
Concept and design a rebrand for VT University

#### Users:

College students and their parents

#### My role:

- I came up with the concept, wrote the copy, and designed the banner ads.
- I created two different but complementary designs to show how the campaign could be used in many different ways.



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**banner ads based on poster design,  
promoting 90-day Rosh Hashana  
Resolution challenge**

My role:

I designed print campaign and web banners to  
advertise and promote the campaign.



CHALLENGE BEGINS

# 10.13.16

#KeepTheChange

CHALLENGE BEGINS

# 10.13.16

#KeepTheChange



## mobile app concepting and design

### Overview:

Dunkin Donuts approached the agency I was working at to create digital design that would generate buzz.

### Challenge:

Concept and create anything that would generate buzz, and have the fun feel of the Dunkin Donuts brand

### Users:

Dunkin Donuts customers, primarily 12-25 years old

### My role:

- I came up with the idea to create a Dunkin Donuts store locator "Hot and Cold" game app.
- Using the app, users can find a Dunkin Donuts store in their area by walking towards the direction of more steam rising from the cup, or away from the direction of less steam.