egan jones

Creative Direction and Interactive Design portfolio

Part Marketing, Part Info-Resource

The University of Texas at Austin's first published CD-ROM was mailed out to every applicant and every public High School in Texas.

The CD contained: over 3000 pages of in-depth content, from over 200 Colleges, Departments, and Offices; video interviews with students, offering advice to ease the transition; and extensive VR tours of campus, without the hassle of finding a decent parking spot.

As Project Lead, and a recent graduate, the challenge was three-fold: the previously mentioned scale of the project; creating a visual identity to convey and connect UT's rich past to its imminent future; and motivating everyone involved – most many years my senior – to paint my fence for me.

FOXSports.com - Interactive Systems

Interactive components

Designed and developed assorted reusable widgets and gadgets for web, desktop apps, and set top box applications.

Streaming Video & Data

Real-Time data (score tickers, stats, and telemetry) as well as streaming video of live sporting events and daily news clips.

Architectures

- Flash
- Windows Media
- Real Video
- QuickTime
- SMIL
- iTV

LocationFree Installation Guide

Sony was having problems with returns of its streaming appliance, due to complicated setup in home entertainment environments.

We created a visual install guide that resulted in a dramatic decrease in returns, and an increase in customer satisfaction.

The project validated our role as a trusted advisor, resulting in Powered retaining AOR status when Sony reduced its outsourcing workforce from a few hundred agencies, down to four.

At Powered, I utilized a large roster of creative contractors to deliver on a wide range of visual, interactive, and video assets to accompany lessons in a large library of customized content.

Point-and-Shoot or DSLR: How to Choose ◀ Back Menu Next ▶

Lenses and Creative Control

Point-and-shoot cameras come equipped with a fixed, permanent lens designed from the ground up for the specific dimensions of the camera's relatively small image sensor. Although a fixed lens can still cover a wide range of focal lengths, it limits your creative options. By comparison, DSLRs can use a system of interchangeable lenses suited for almost any photographic situation or creative scenario.

Grab a macro lens for shooting stamps, jewelry, flowers, and insects. Change to a super-telephoto for sports. Use a high-speed medium-length lens for flattering portraits. Then switch to a super-wide angle for dynamic landscapes. The gist is that, with a DSLR, you're not just buying a camera; you're buying an entire photography system that's highly flexible. **Advantage: DSLR.**

Tip ① ② ③

Interactive Tutorials

Powered needed a way to elevate it's copy-heavy content offerings with visual and media-rich interactive assets.

I designed and architected a modular Flash platform, branded for each of our clients, which was critical to their success.

After defining requirements, I worked closely with contract developers to deliver polished code. Freelance designers, photographers, and copywriters were then employed to produce engaging content.

Video Tutorials

I provided art direction and managed external contractors and agencies to develop video marketing assets for Sony, HP, other clients, and our proprietary library of custom content.
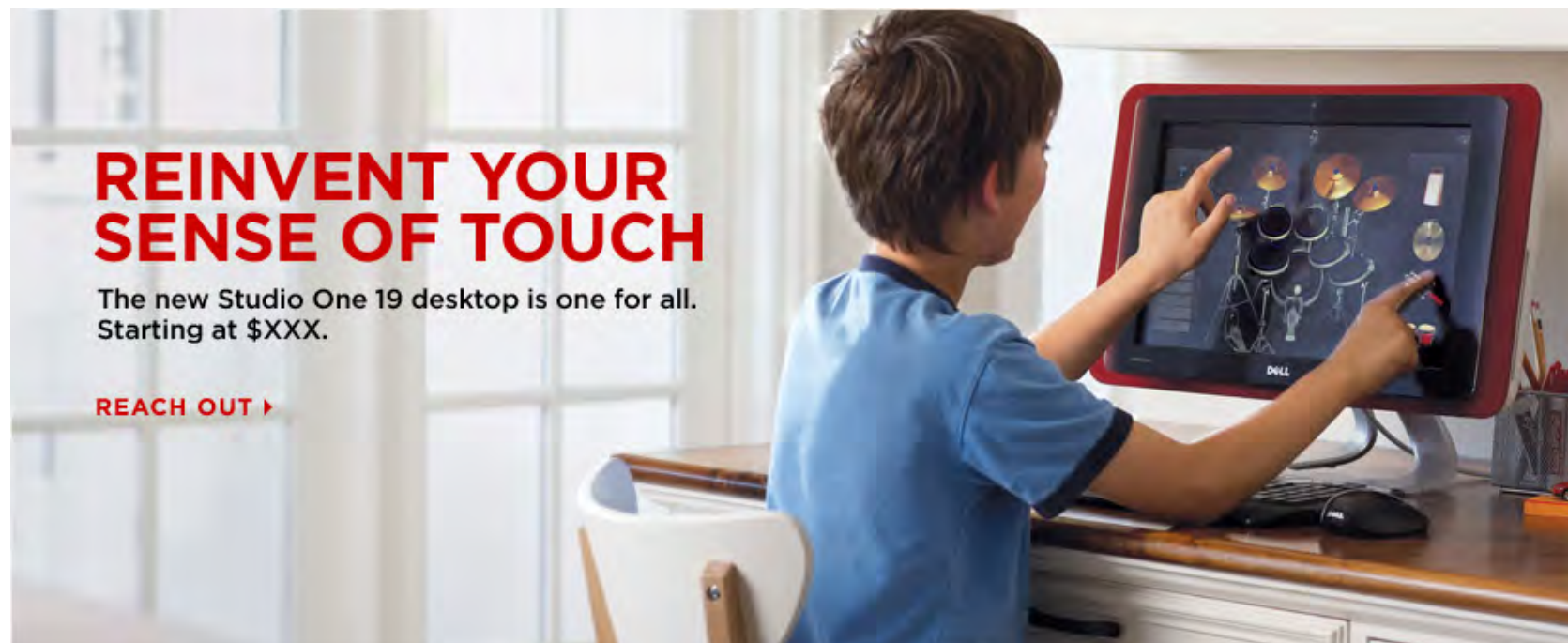
Schematic - Dell Consumer Product Launch

IT'S HIP TO BE SQUARE

The new Inspiron Zino HD desktop's modest design breaks the mold with a mighty offering of features. Starting at $229.

STAND SMALL ▸

◂ 1 2 3 4 5 ▸

REINVENT YOUR SENSE OF TOUCH

The new Studio One 19 desktop is one for all. Starting at $XXX.

REACH OUT ▸

Dell Consumer Product Launch

I led Global Consumer Product Launch, which was Schematic's largest group in terms of staff (15+ members across Austin and Costa Rica offices) and volume (up to 45 concurrent product launches).

I facilitated concept development, provided clear, meaningful feedback and direction to design team, managing the execution and production of all launch assets.

Product concepts were often executed with custom product photography. In the case of the Inspiron Zino HD, the concept was around simultaneously fitting in and standing out. With the Studio One 19, the product needed to tell a more playful story around touchscreens that connected with families.

Adamo XPS

The Adamo XPS was Dell's answer to Apple's AirBook — ultra-light and ultra-thin.

We took a page from Film-Noir and used stark lighting to emphasize the thin lines and innovative hinge design, building an edgy image of mystery and elegance.

M17x Interactive Demo

More mysterious mood created with stark lighting, this time with a gaming twist. Worked with 3d designers at Alienware to create an entire environment to wrap intrigue around this laptop.

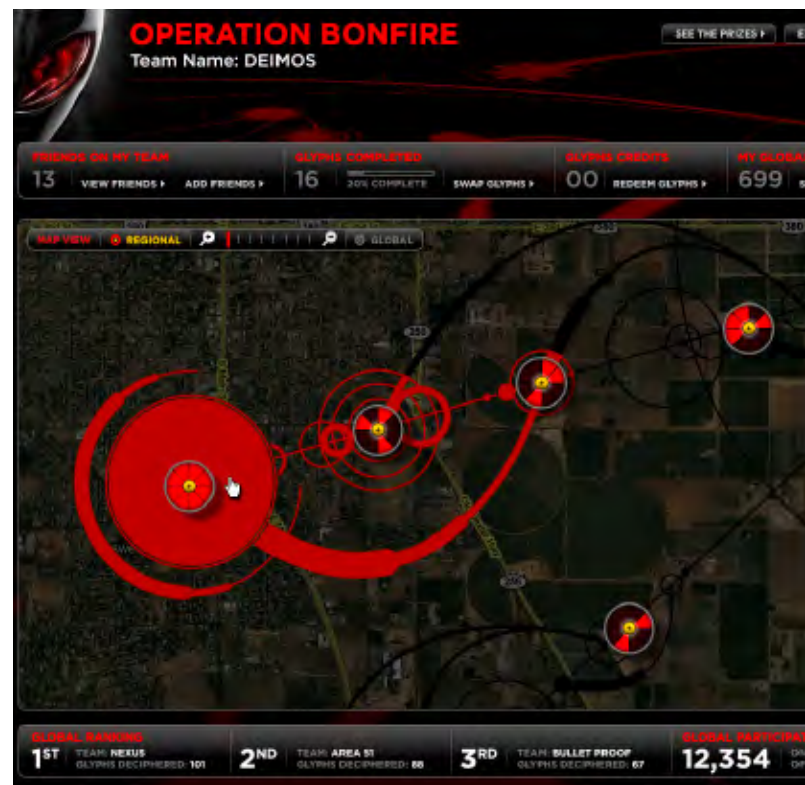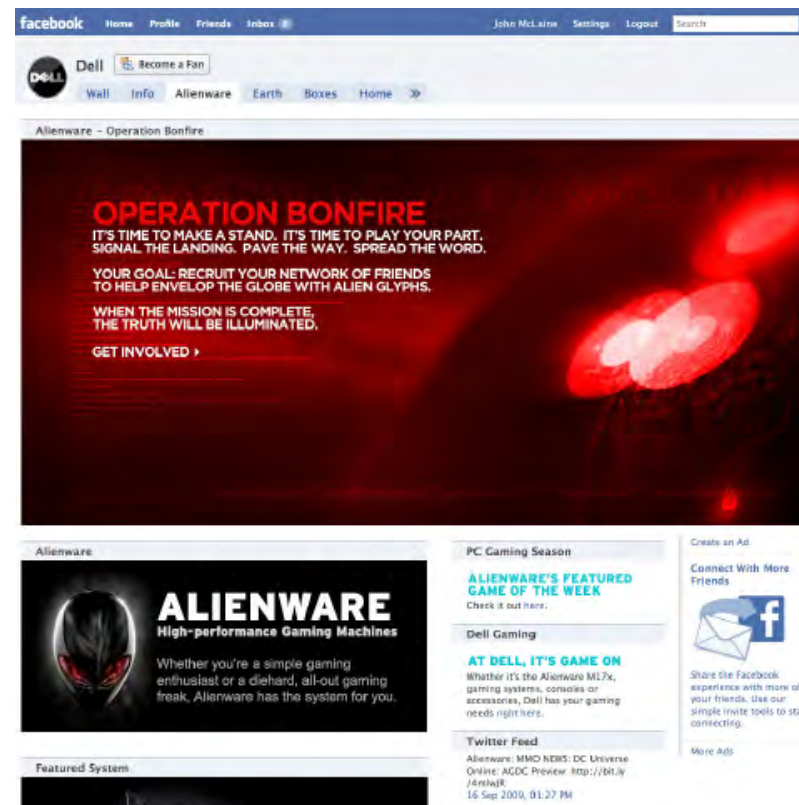An animated tour walks users through exploded views, features, and configuration options.

Social Media Game Pitch

A disruption of global communications sets the scene.

Enlist friends across the planet to help collect and decipher crop-circle-like clues to solve puzzles and level up.

Advanced alien technology is the treasure.

6 Product Videos, 6 Weeks

The Challenge: Build a 3d animation team from the ground up, create a process, and deliver 6 HD videos in 11 languages and a dozen formats each — all in 6 weeks.

Built and directed a team of two motion designers, an editor, a copywriter, a rendering pipeline specialist, a few CAD engineers, and a couple of interns, in less than two weeks.
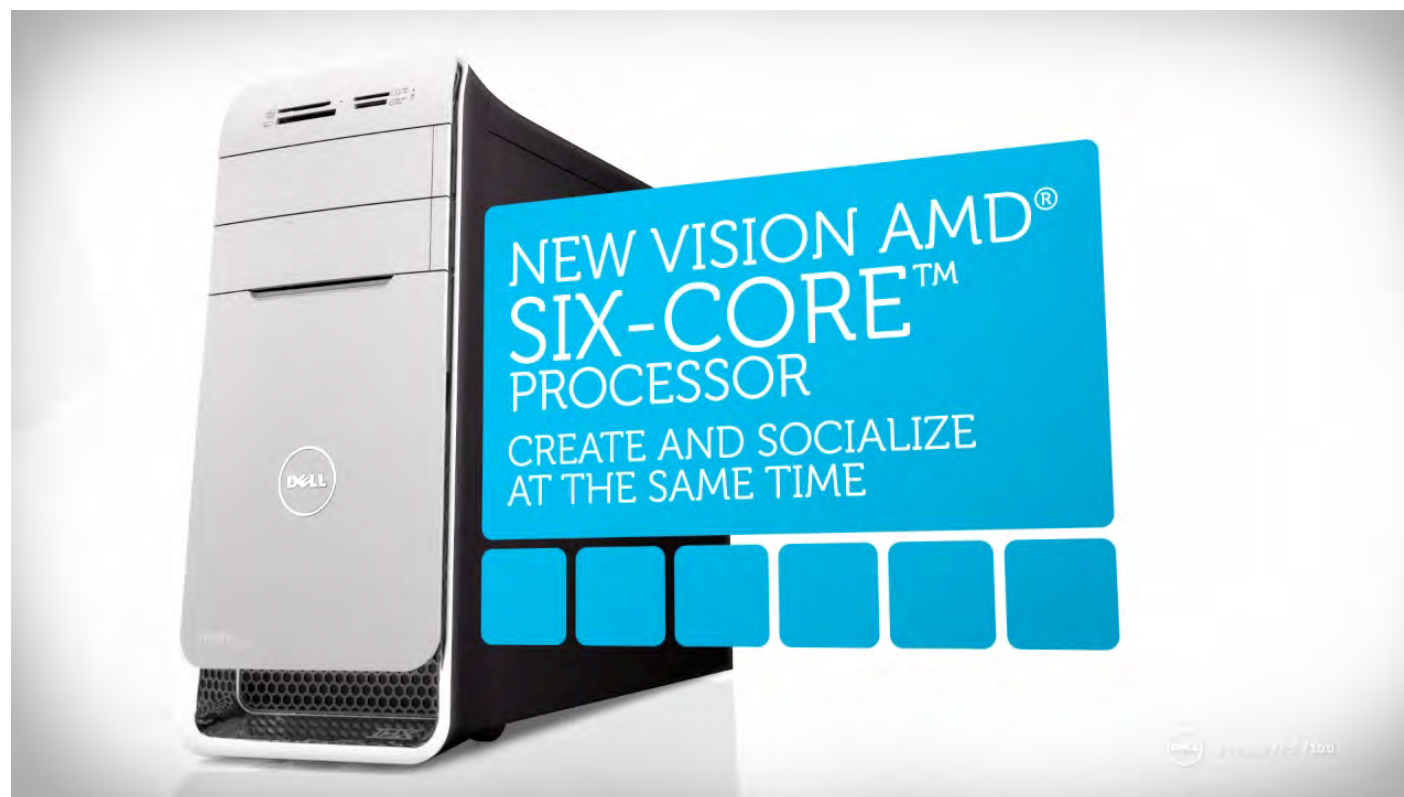
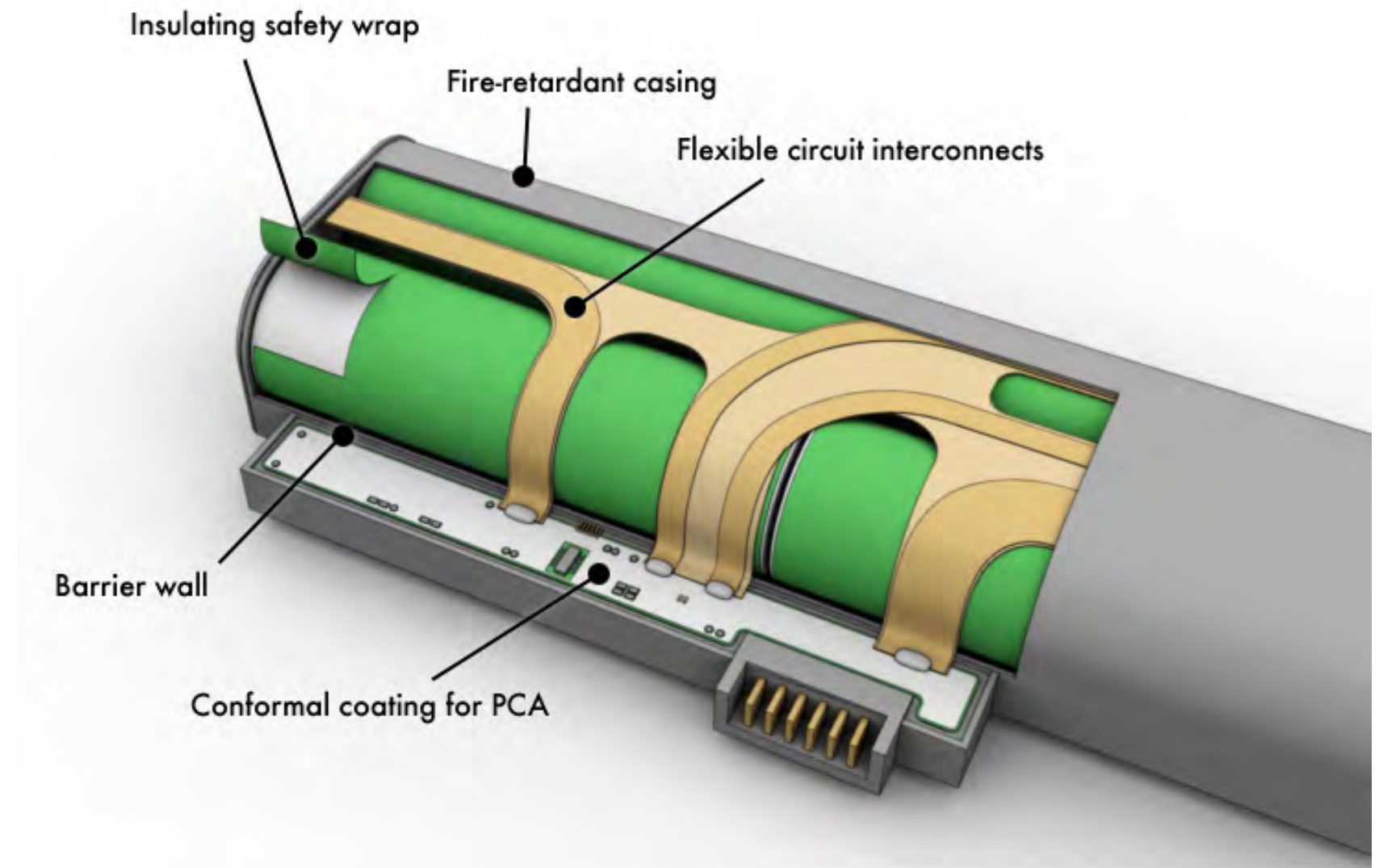# SuperAlright! - Dell Consumer Product Videos

Alienware M15x

You didn't think you'd get out of here without some more Alienware, did you?

Cut-Away View of Battery

HP needed to communicate the safety features present in all their laptop batteries, but a photo of a broken product didn't fly with executives, so a cut-away illustration saved the day.

Insulating safety wrap

Fire-retardant casing

Flexible circuit interconnects

Barrier wall

Conformal coating for PCA

Blu-ray Bandwidth Illustration

Using a pipe analogy allows the reader to visually compare the amount of data delivered by each format, noting Blu-ray's dominance over the HD-DVD format.

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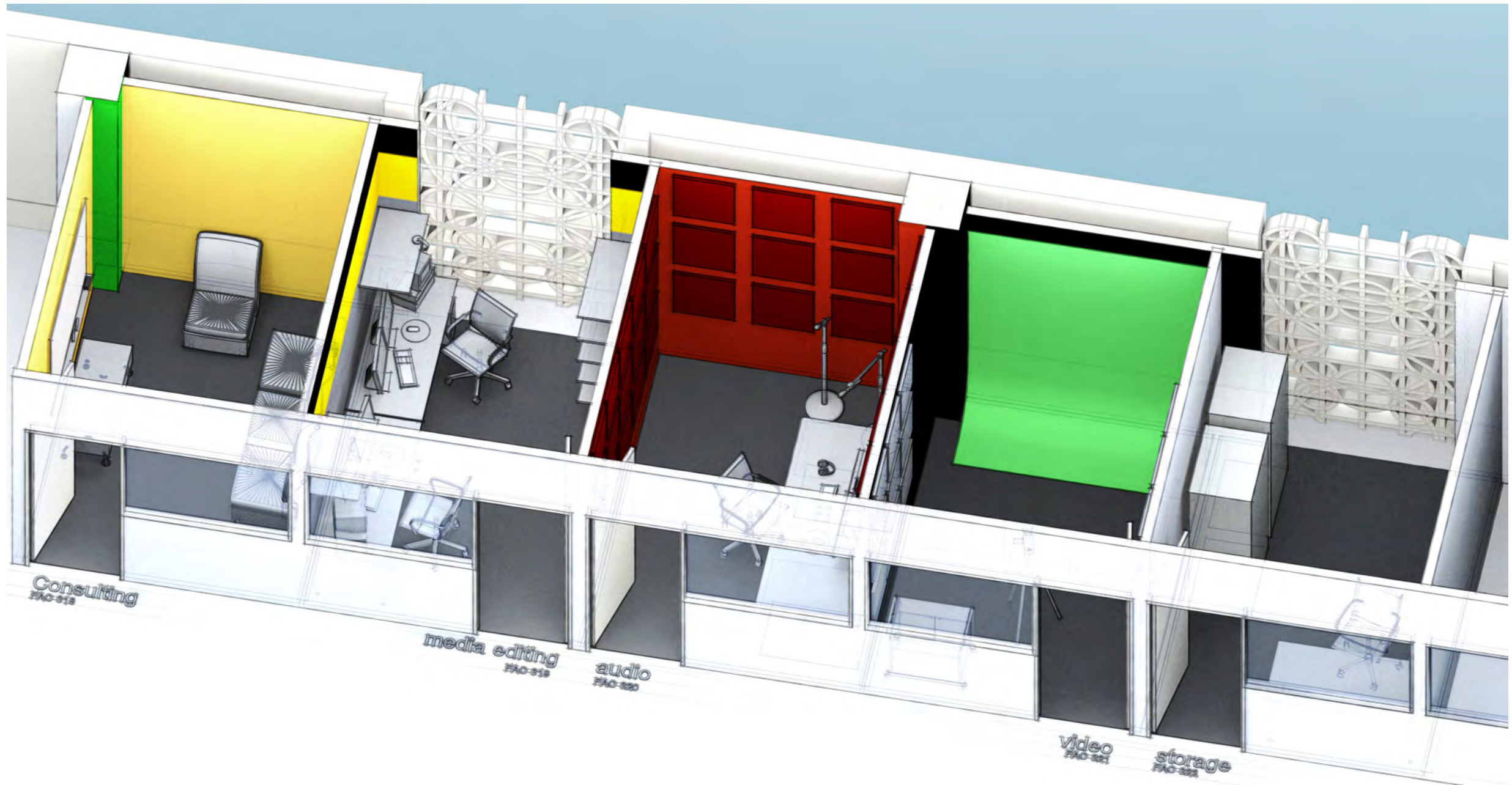
Architectural Pre-Visualization

University executives needed a vision of what could be done to re-purpose existing rooms in Flawn Academic Center into media production rooms for students.The Labrary.

THANK YOU