



Amira Maruf

Design Portfolio

www.amiramaruf.design

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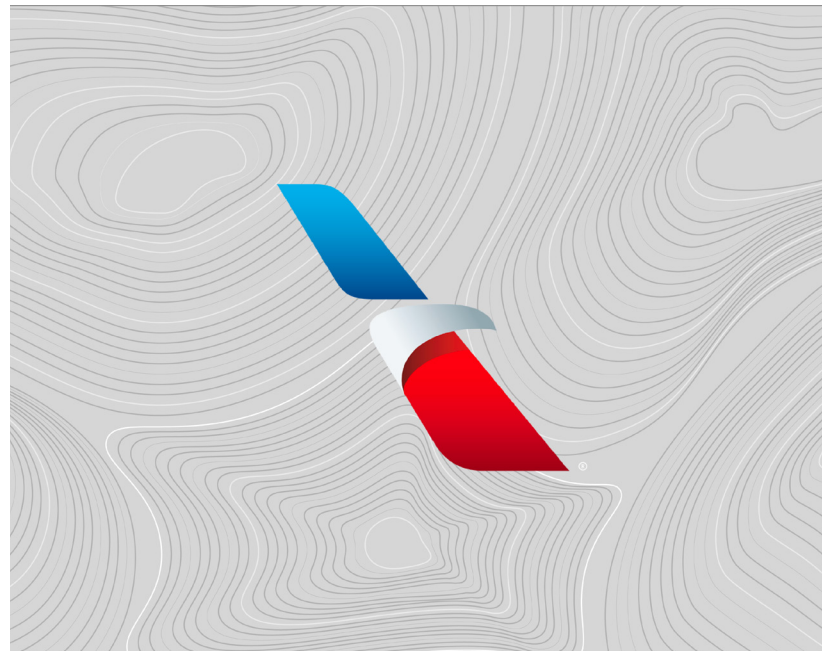
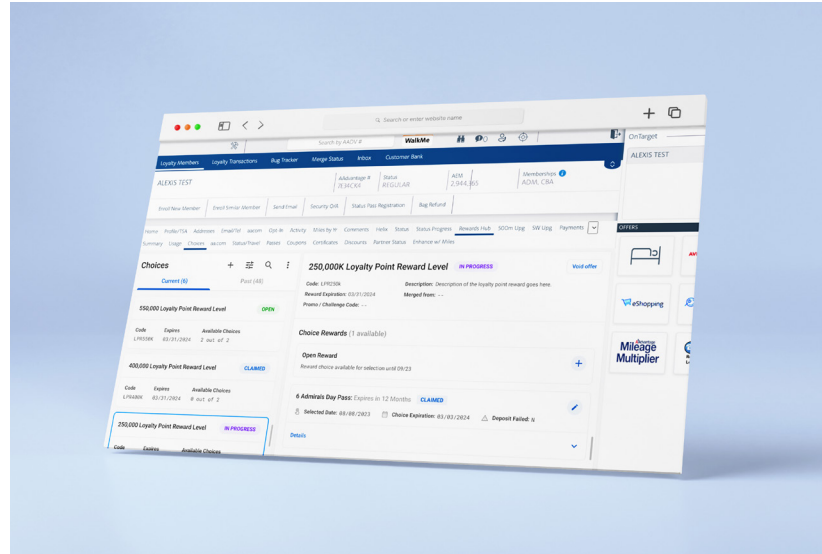
AMERICAN AIRLINES

UX/UI Design
Product Design
Research
Photoshop

AMERICAN AIRLINES is a leading air travel company that operates globally, connecting people and destinations with a vast network of flights and services. With a strong focus on delivering exceptional customer experiences, American Airlines plays a pivotal role in the aviation industry.

In my role at American Airlines, I contributed to enhancing operational efficiency and customer service by working on various projects to improve different aspects of the airline's loyalty operations and internal design system. My most notable project involved optimizing parts of the internal agent system, named Ventana, to maximize utilization and minimize disruptions, resulting in improved performance and overall agent and customer satisfaction.

The Choice Rewards page was outdated and failed to provide relevant information to agents. Taking heed to the pain-points and goals of our users, we successfully eliminated information overload and confusion in the new UI, by simplifying task flows, making task keys more obvious without having to have significant training, adding toast notifications when tasks are complete, and creating an archive for information that is no longer relevant to the fiscal year.

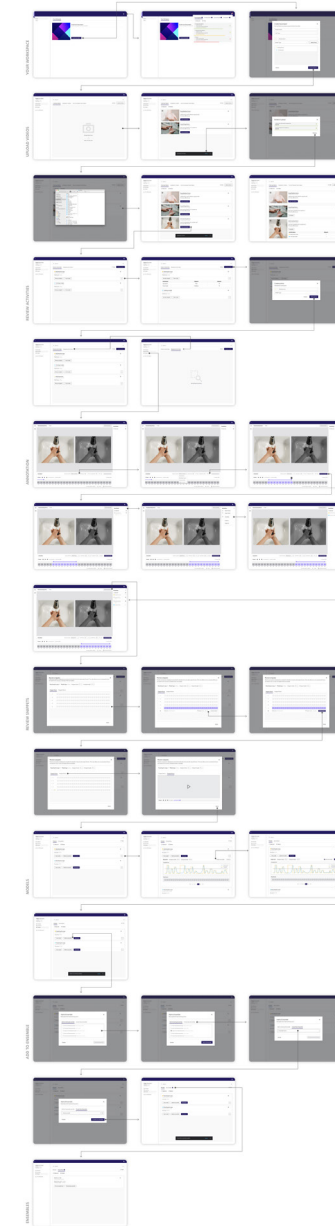
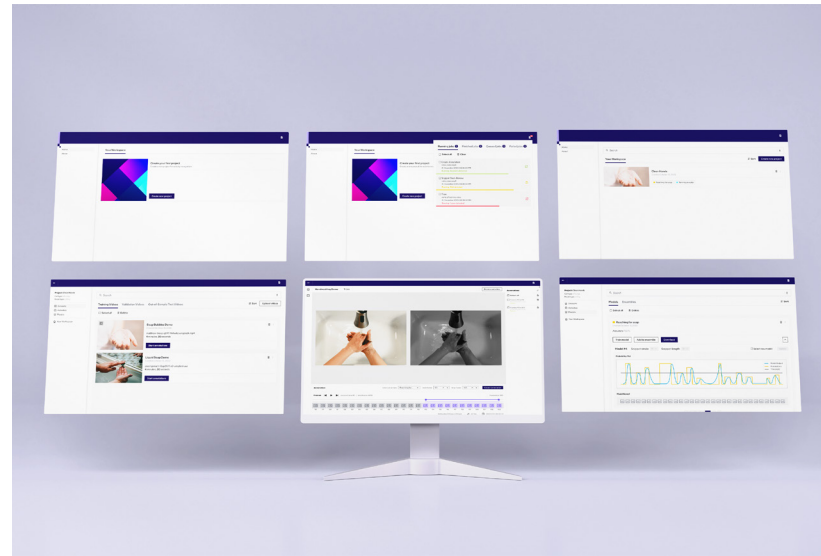


INTEL CORPORATION

UX/UI Design
Product Design
Research
Photoshop

INTEL CORPORATION stands as a pioneering technology company on a global scale, fostering connectivity and innovation across borders. Driving innovation and connectivity across the world, with a steadfast commitment to providing cutting-edge solutions, Intel Corporation stands as a cornerstone in the tech industry.

In my role as grade level-7 user experience designer, I contributed to building the internal design system and worked as the lead designer on Intel's new software platform for building computer vision models from video clips. This effort will be migrated into Intel® Geti™ in the foreseeable future. Intel® Geti™ streamlines resource-intensive activities such as data uploading, labeling, training, model optimization, and retraining. As Intel® Geti™ was in development, its program counterpart had been in the backlog for 8 years. As the production was in rollout, I was assigned to update the designs of the video program to bring it into compliance with the new design system that my team and I had recently created. The objective was to create an intuitive interface that would empower users to utilize the program proficiently without the requirement for extensive training or costly educational resources. This demanded a meticulous design approach focused on user-friendliness and clarity, resulting in a seamless experience for all levels of users.



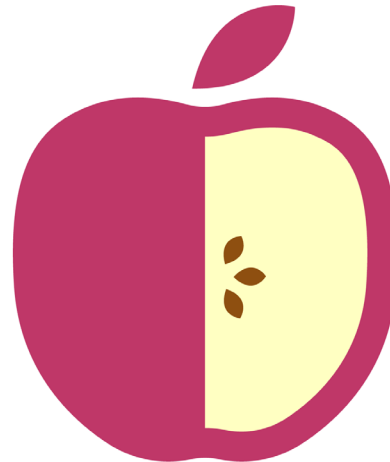
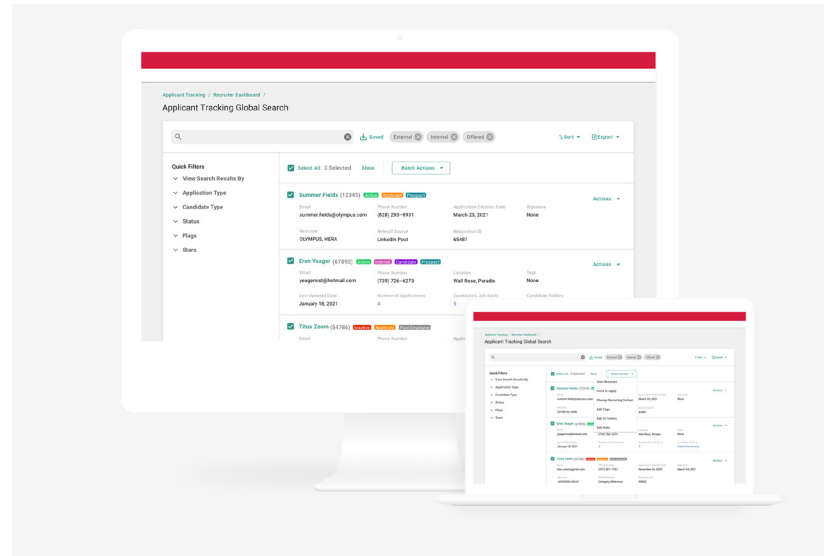
APPLE SLICE

UX/UI Design
Product Design
Research
Photoshop

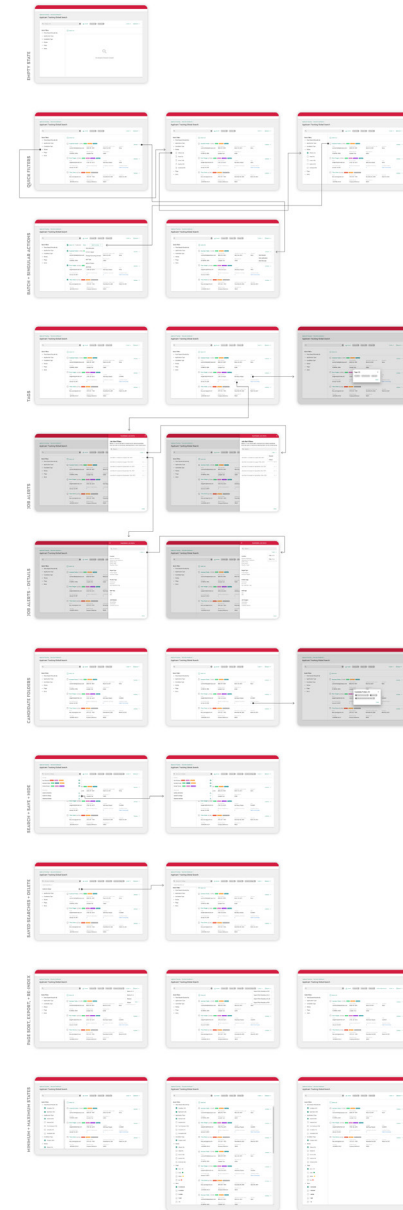
APPLE SLICE is a human capital management company that transforms businesses by empowering their employees to manage their data within a single HR software. Working on numerous Applicant Tracking System products, in the project represented below, I designed a variety of batch actions to accelerate the recruitment workflow process, along with revamping the global search page with ATS.

Before the redesign of the Global Search, the table view of information was clumsy and difficult to inspect. With this update, our users can accomplish their tasks more efficiently by reducing the number of search results errors. With a more manageable user experience, our users will inherit a boost of confidence while using our product. This project is projected to increase ATS retention.

When this project was presented to our implementations team, the designs and updated functionality received raving reviews from recruitment, sales, HCM, and PSDs.



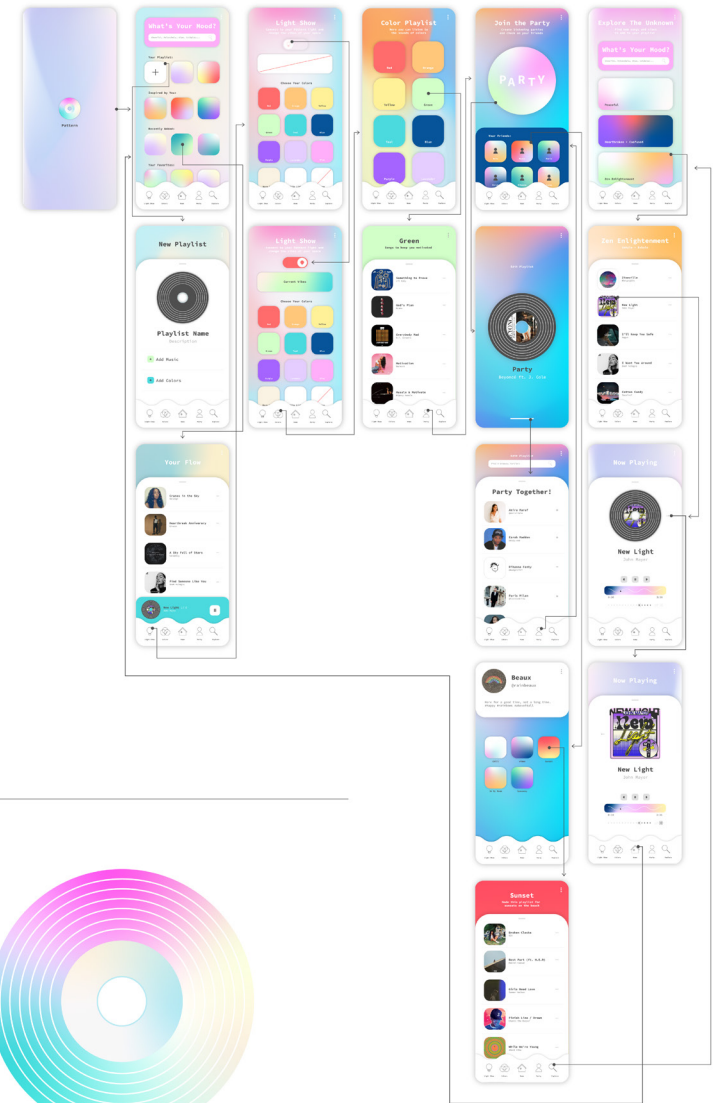
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PATTERN

UX/UI Design
Product Design
Research
Illustration
Photoshop

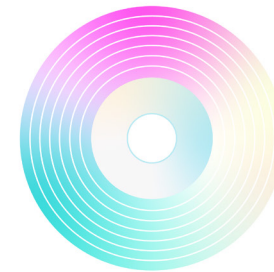
PATTERN is a vibrant and social music application that uses colors to define sounds and playlist. This application exceeds the boundaries of hearing by visually changing the color of your room with the LED PATTERN LIGHT. The LED PATTERN LIGHT is an LED light that connects to the PATTERN app and changes colors based on the rhythm of the song or the vibe of the playlist. You can allow the application to interpret these sounds or create your own color meanings.



LOGO DESIGN

PRIMARY LOGO
MINIMUM MEASUREMENT .25IN

This logo design is made to resemble a vinyl player. The Freeform gradients of this logo mark communicates the vibrancy of the application that allows users to create definitions of colors through sound.

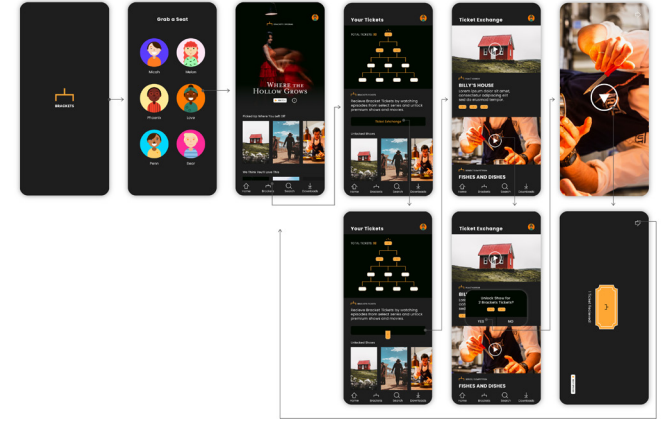
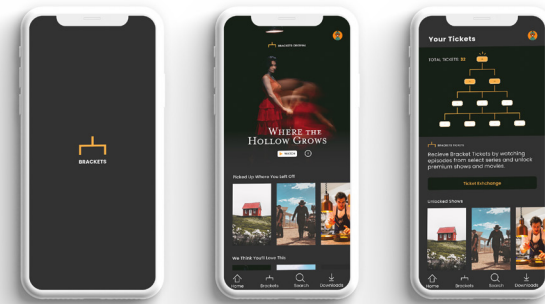


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BRACKETS

UX/UI Design
Product Design
Research
Illustration
Photoshop

BRACKETS is a movie rewards extension that rewards viewers with tickets (Brackets Tickets) when they complete select series and movies. Once the viewer has collected an allotment of tickets, the tickets can then be traded in to unlock premium or unreleased shows and movies. This service is designed to be applied to any preexisting streaming service or can become its own identity. For demonstration purposes, I designed BRACKETS to be its own application.



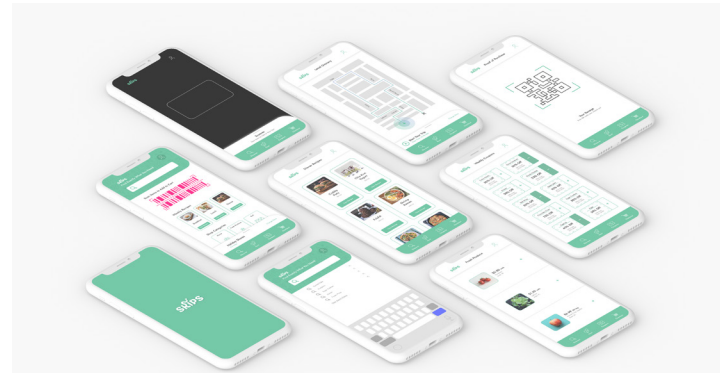
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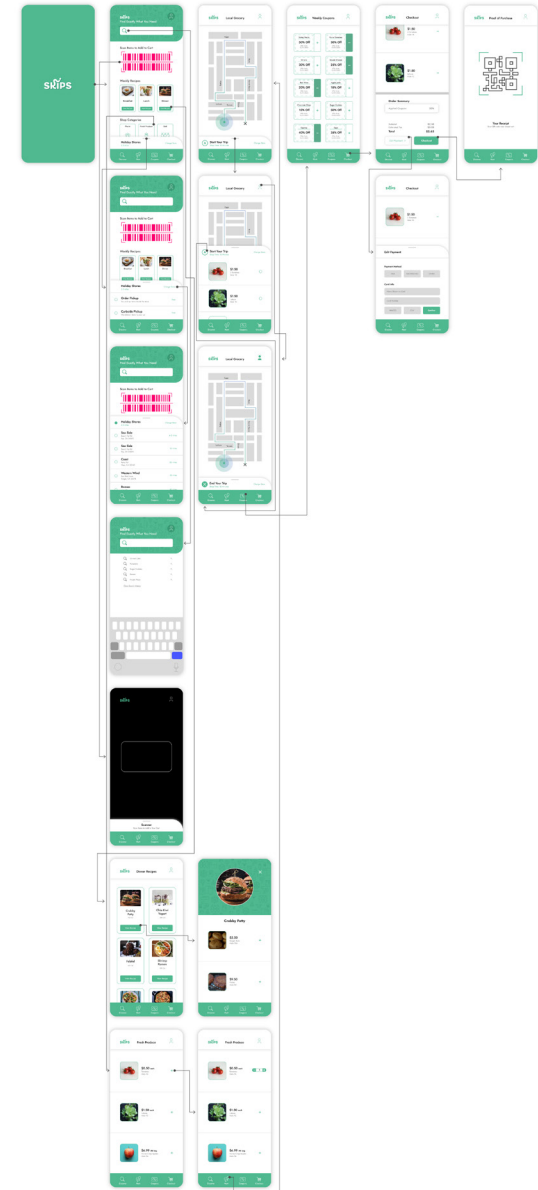
SKIPS

UX/UI Design
Product Design
Research
Illustration
Photoshop

SKIPS is a multi-purpose grocery shopping application. This application helps shoppers find their groceries and nearby employees with GPS technology, offers weekly meal plans and coupons and allows users to check out on their phones and evading long lines and germly self-checkout stations.



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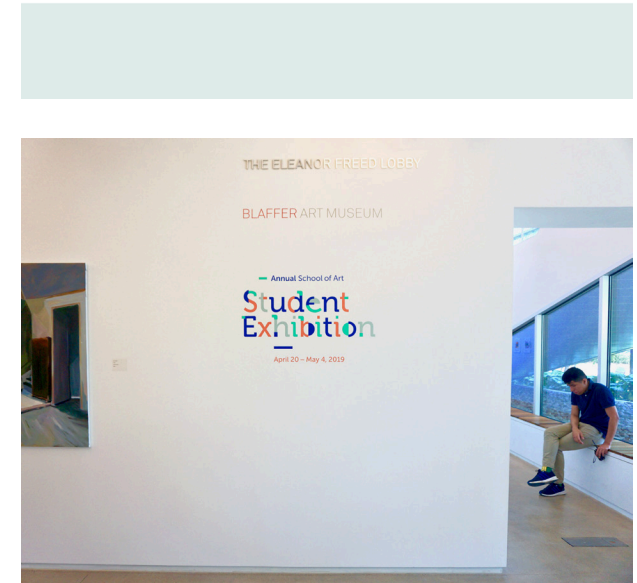
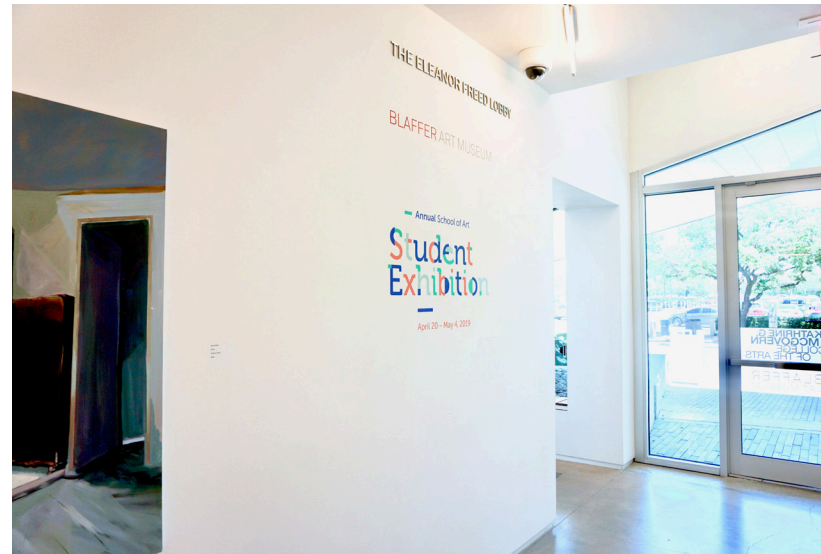
STUDENT EXHIBITION

Identity Design
Digital Signage
Environmental Graphic

Branding commission for the University of Houston's School of Art 2019 Student Exhibition.

As the designer for the School of Art, I worked closely with design faculty to develop the identity for the graduating class of 2019's student exhibition. The design was showcased on various social media and marketing outlets, web banners, and an environmental graphic.

Celebrating the diversity of student artists and designers at the University of Houston, this confetti-like identity design was made to resemble the many different parts that come together to make a whole – the collective works of the student exhibition.



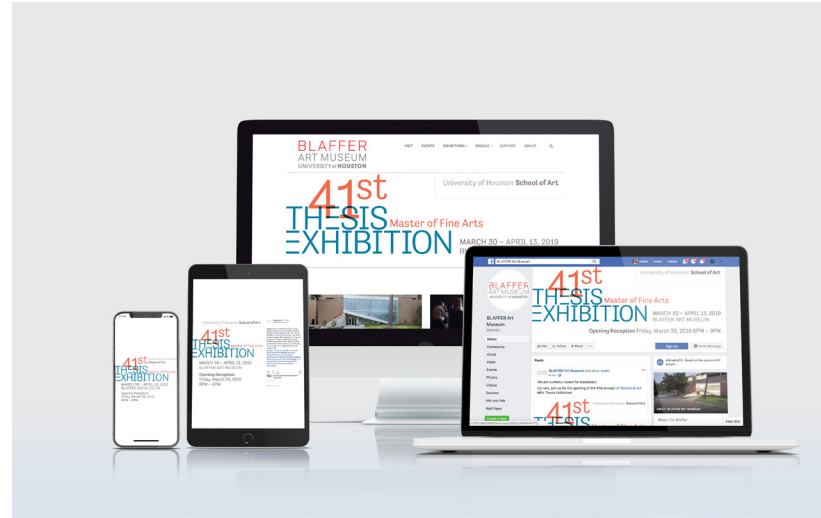
41ST MASTER OF FINE ARTS THESIS EXHIBITION

Identity Design
Catalog Design
Digital Signage
Environmental Graphic

Branding commission for the University of Houston's School of Art Master of Fine Arts Thesis Exhibition.

As the designer for the School of Art, I worked closely with design faculty, artists, and their works and developed the identity and exhibition catalog to represent the graduating class of 2019. The exhibition catalog was printed and sold through the Blaffer Art Museum and the design showcased on various social media and marketing outlets, web banners, and an environmental graphic.

The concept for this design was inspired by MC Escher's labyrinth prints and drawings. The graduate experience of artists can often take twists and turns before gaining clarity into the next path. The challenge of this project was to quietly communicate a complex idea to ensure that the artworks displayed in the gallery and catalog would not be obstructed.



41st University of Houston School of Art THESIS Master of Fine Arts EXHIBITION

MARCH 30 – APRIL 13, 2019
BLAFFER ART MUSEUM

Opening Reception
Friday, March 29, 2019
6PM – 9PM



HLV MAGAZINE

UX/UI Design

Art Direction

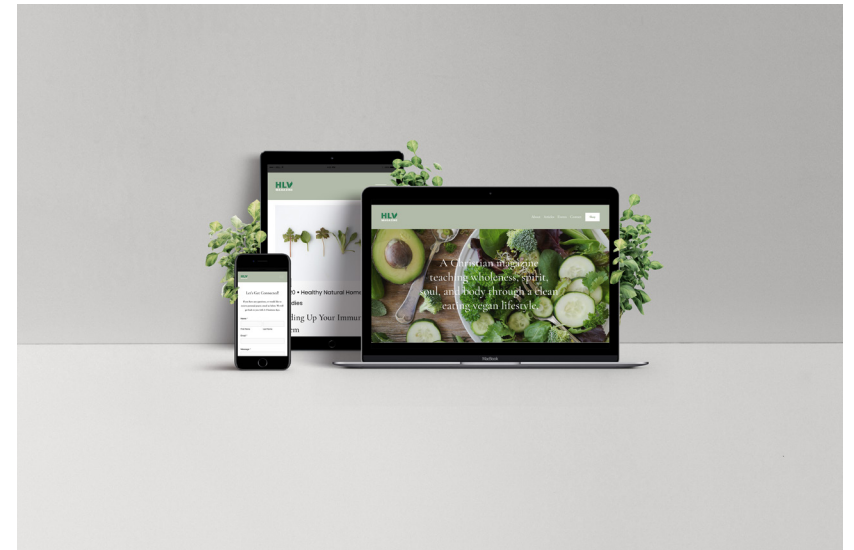
Logo Design

Branding

Copywriting

Re-branding for Healthy Living Vegan Magazine. HLV Magazine is a Christian magazine teaching wholeness, spirit, soul, and body through a clean eating vegan lifestyle.

With the brand's main objective to reap and sow good fruits through veganism and religion, the HLV Magazine logo design is made to resemble farmland that has been harvested. The letter "V" is given a whimsical flair to further emphasize the identity of the plant-based organization.



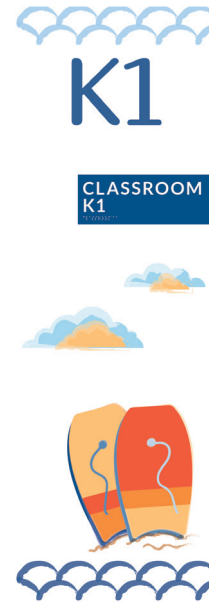
MANHATTAN BEACH UNIFIED SCHOOL DISTRICT

*Illustration
Experiential Design
Environmental Graphic*

Three out of five primary schools in Manhattan Beach Unified School District, a top-rated public school district located in Manhattan Beach, CA, are undergoing a transformation to revitalize their environment through vibrant and inspirational designs. This rebranding contract was produced with the DLR Group. Working alongside Zoey Zhang, I generated user experiences through inspiring wayfinding systems and illustrative signage designs. Through layered iconography, each hallway, per school, is highlighted by academic and inspiring vocabulary and playful illustrations all-while celebrating Manhattan Beach culture as a whole.

Schools Designed: Grand View Elementary School, Robinson Elementary School, Meadows Elementary School.

Installation Photos Coming Soon

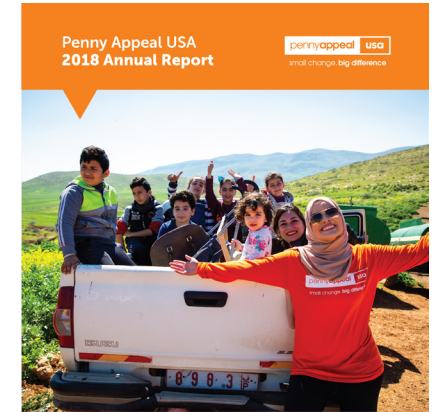


FIGHTING AGAINST CYCLICAL POVERTY

Annual Report
Marketing Collateral
Environmental Graphic

In-house graphic design projects with Penny Appeal USA, a nonprofit organization fighting against cyclical poverty through sustainable systems.

Using simple shapes and eye-catching iconography, I designed visual aids to assist residents in Tharparkar, Pakistan locate solar-powered water wells in their community. I also designed and prepared the yearly annual report to keep shareholders and prospective investors abreast of developments along with marketing materials for fundraisers.



Solar Water Wells Mockup Penny Appeal USA



IMAGINE AT THE BAYOU

“Encounter: Meeting Points at the Bayou” was a collaborative environmental design project that expressed an interpretation of the history, economy, resilience, culture, and community values of the East Sector communities of Houston, as they relate to the bayou and green spaces.

Buffalo Bend Nature Park reserve was once an abandoned industrial site that has now been transformed into a natural green space that features three wetland ponds, a cistern, native plantings, pond overlook, interpretive signage, and hike and bike trails.

For this project, I designed wallpaper that represented a harmonious blend of all the natural elements found at the park. This design inspired the blueprint of the proposal that was presented to the Buffalo Bayou Partnership.

My team and I conceptualized and designed interactive framing devices that layer imagery relating to the economy, industry, and ecology of the bayou. The framing devices also tell the history of the bayou to stimulate a connection between Buffalo Bend Nature Park and the residents nearby.

Alongside the framing devices is a park bench to give the park visitors a place to relax and enjoy the nature around them. The bench and chairs were adopted by the park as a permanent installation.

This project inspired my interest in ethnographic field investigations and reinterpreting narratives of the past.

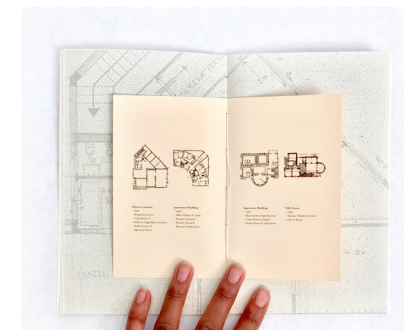
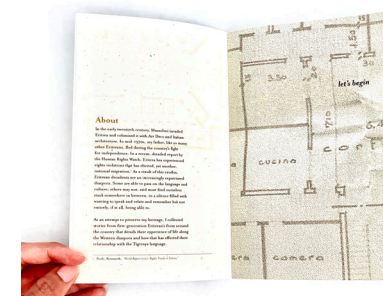
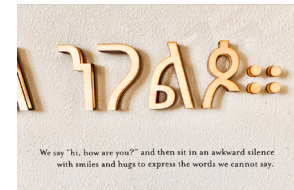
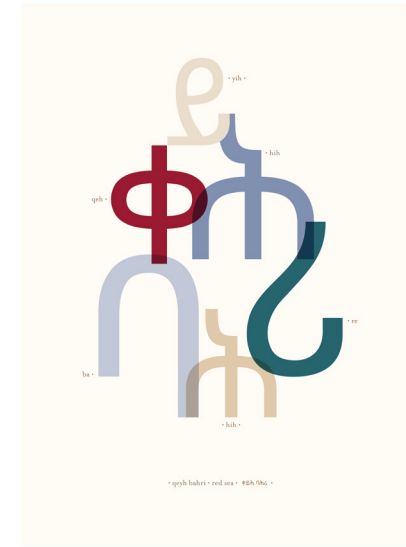


A LANGUAGE LOST IN THE DIASPORA: TIGRINYA

Graduate Thesis

Being the daughter of an African immigrant has made me sensitive to topics of displacement, social injustice, and cultural preservation. I know first-hand how cultures, languages, and histories can be passed down and/or lost from one generation to another, from a country of origin to one of repatriation. My work, as a result, examines my Eritrean heritage – its history, language, colonization, and sociopolitical unrest – as a vehicle for asking larger questions about the restoration and preservation of diminished and forgotten histories of lesser-known groups of people.

My thesis uses language as the site for this investigation. Using my father's native language, Tigrinya, I designed a typeface as a way of grappling with my hereditary disconnection, while at the same time, creating a functional tool for Eritreans and the Eritrean diaspora to communicate. To examine my place in the diaspora, I use 3-D wooden typography and 2-D prints to explore what it means to have one's identity inextricably tied to exile, injustice, and colonization.



Thesis Exhibition



Thank You

www.amiramaruf.design