

BEN MOLDAVE

Case Studies & Portfolio

FEDERAL TRANSPORTATION SITE USER RESEARCH AND UI REFRESH

The business group responsible for overseeing a site that connects shipping companies to federal agencies approached us to conduct a series of interviews across their primary user groups and give their visual interface a much-needed update.

Working with agency and client stakeholders, I led a small team that identified the user groups, wrote an interview script, interviewed select power users, and synthesized their feedback into actionable trends and themes. We then worked with the clients IT group to create a buffet menu of recommendations accompanied by cost per item. The results of the interview series have helped to inform and prioritize the development backlog for over a year since it was completed.

On top of that, I also gave the entire site a UI refresh based on the organization brand standards using components of the U.S. Web Design System. The copy in these examples has been blurred out to comply with NDAs.



VIDEO GAME SITES

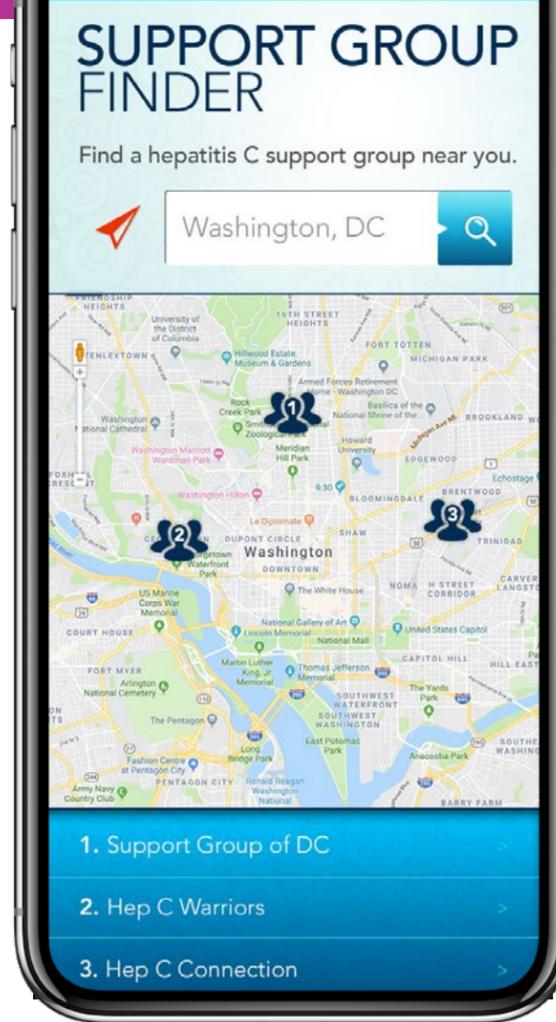
While at xeroproject, I was the senior art director on a number of Majesco video game web sites. I would create the site using in-game assets as well as cover art. Many times we would also make a “mini game” on the website, I was part of both the strategy and execution of those games. Additionally, I was responsible for conceptualizing and executing many of the animations on these sites.



HEP C PATIENT MOBILE APP

For a patient, remembering to take their medication is always a challenge, especially when they don't feel any symptoms. Our solution to this issue was to develop a mobile app that tied directly into a patient's online health records, showing them visually that they were indeed making progress. The app also provided patient support to help treat both physical and emotional needs.

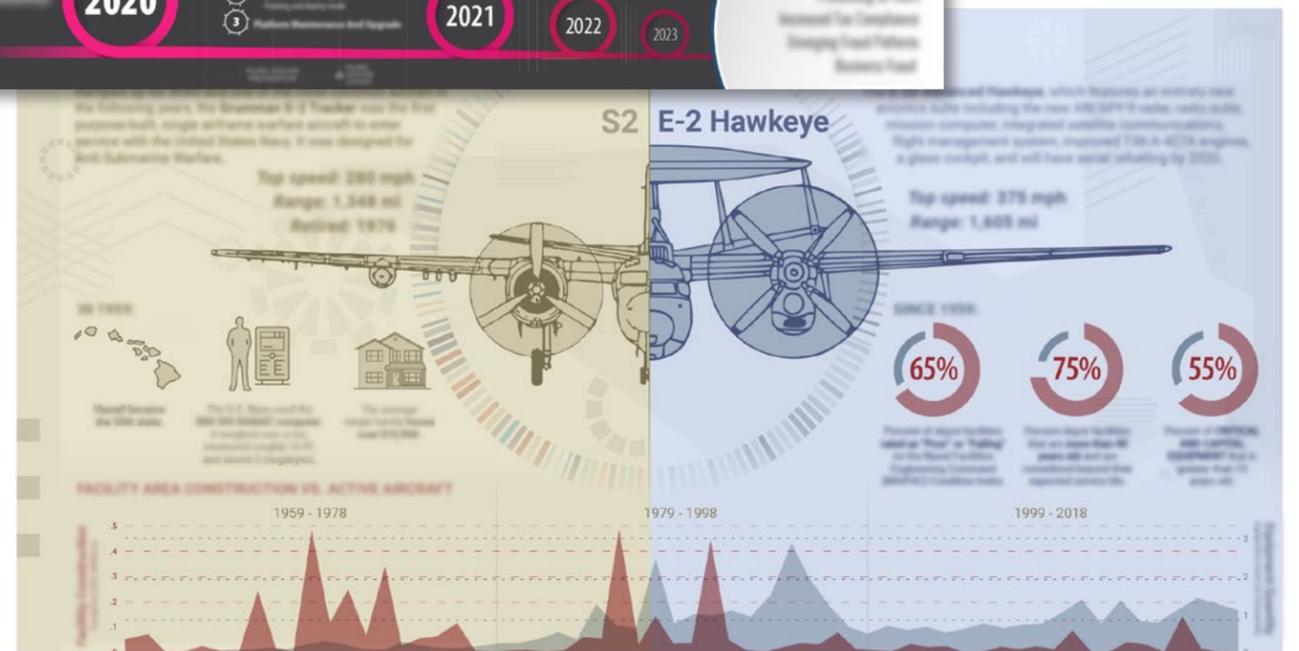
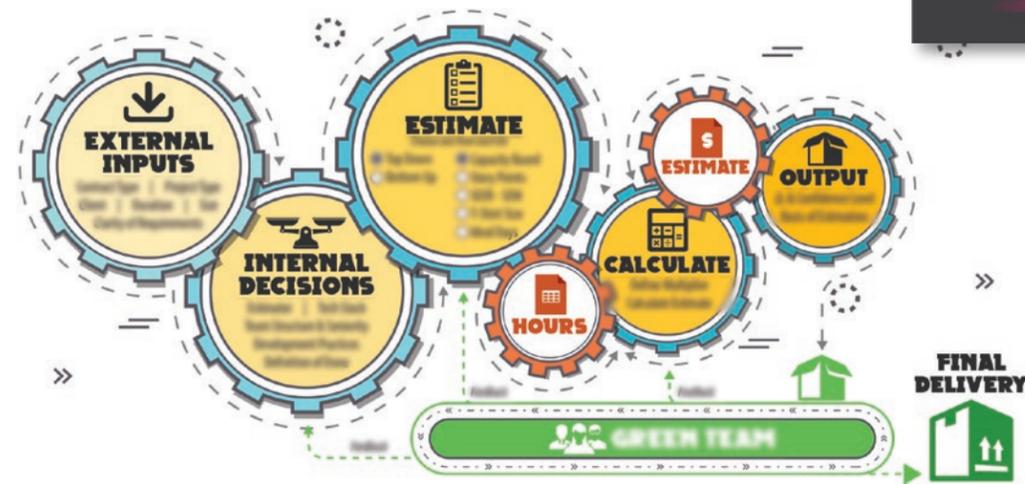
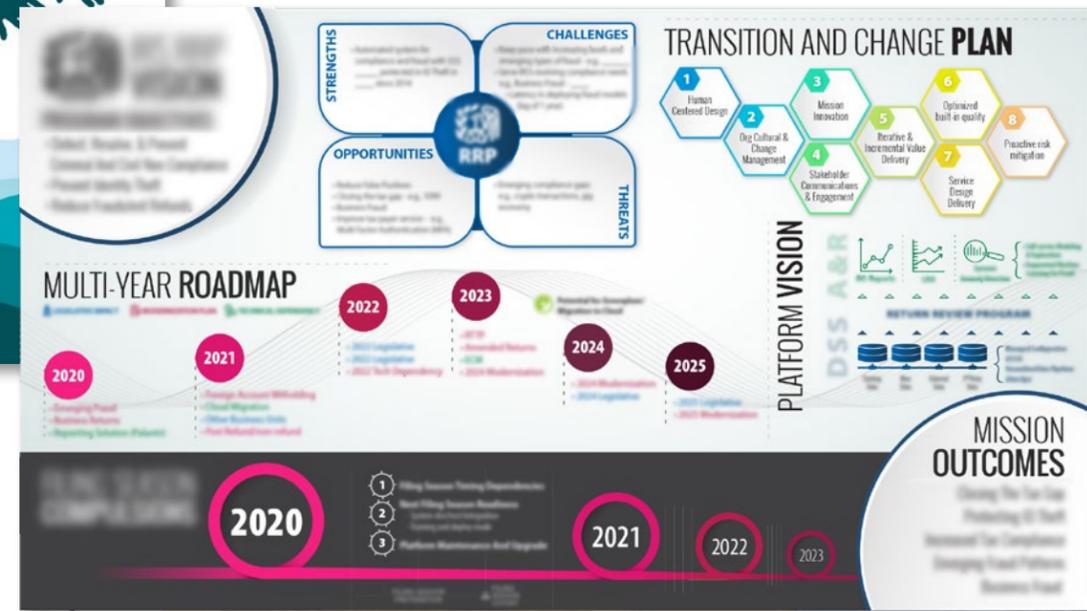
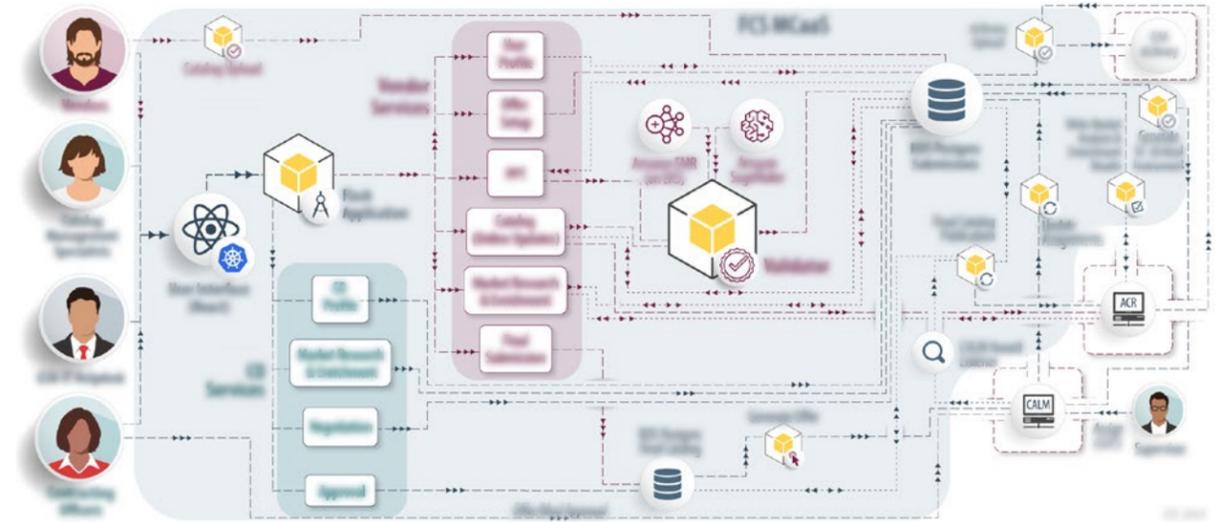
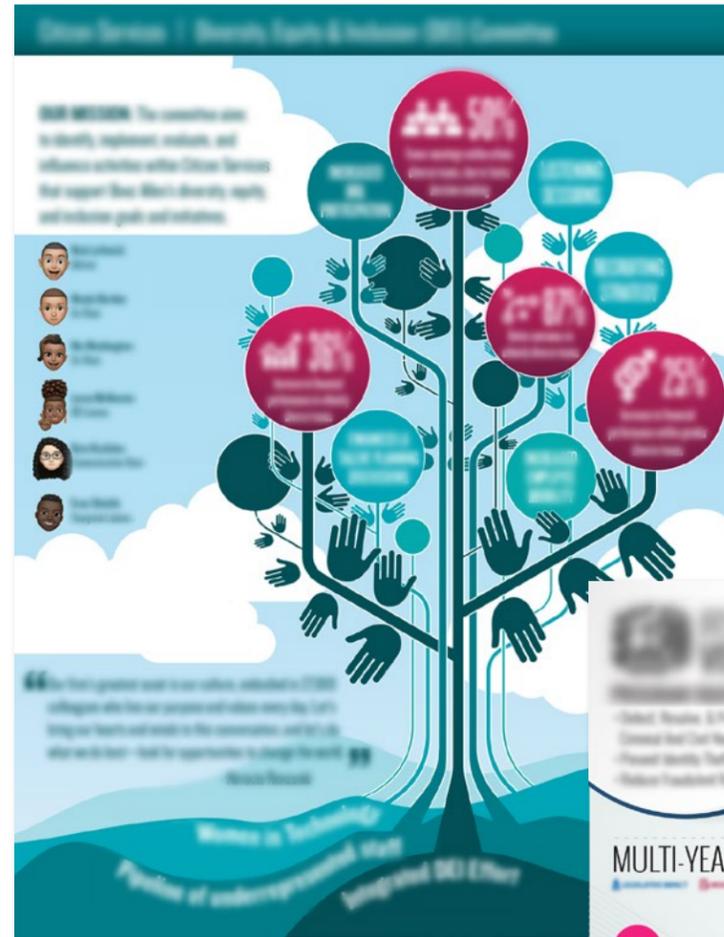
As the senior art director on this project, I was responsible for developing the look and feel (based off the existing medication branding) and all visual designs. I worked closely with a strategist and UX designer throughout the process, and took a lead role in client interactions.



INFOGRAPHICS & DATA VISUALIZATIONS

In my time at Booz Allen Hamilton, I have had the opportunity to work on a variety of infographic/data visualization projects.

Each visualization comes with its own nuances and opportunities for design. Most of the time the majority of the work is figuring out the story you want to tell and deciding which specific points help tell that story. After that, the visuals all fall right into place. The copy in these examples has been blurred out to comply with NDAs.

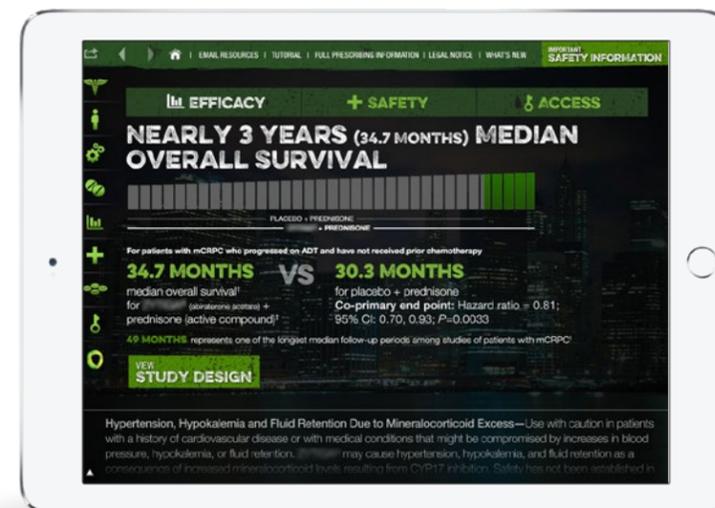
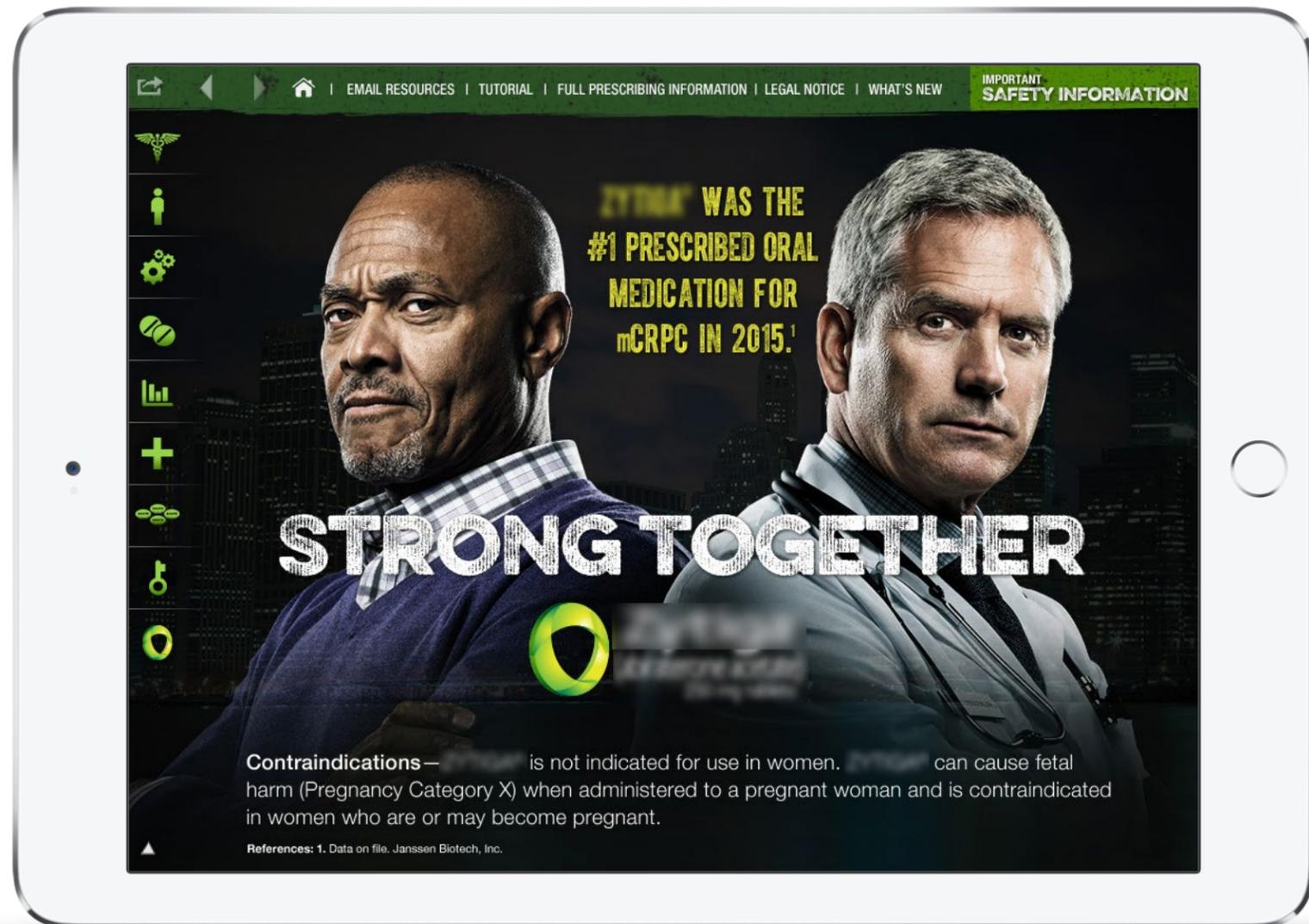


ONCOLOGY MEDICATION DOCTOR SALES APP

This app was developed to replace the printed sales aid that reps bring to visits with doctors. Since the content is for medical professionals, it tends to be dry, long, difficult to navigate, and very verbose.

By using this app, the sales rep can navigate the content faster and in whatever order the doctor would like. We developed a number of different paths to navigate through the content at lightning speeds because these rep visits usually last 5 minutes or less.

I was the senior interactive art director for this project. I developed the campaign look and feel for digital, worked closely with UX on how to arrange the content, and was an integral part of client communications, resulting in the approval of the project.



BREAST CANCER MEDICATION CONSUMER CAMPAIGN & SITE

A big challenge in healthcare advertising is speaking to patients in an inspiring, affirmational way, but being careful not to overpromise the efficacy of your product. I.e. people can smile, but not laugh or show too many teeth. You can go for a light hike, but nothing too hilly or ambitious.

My primary responsibility was developing the look and feel for the product's responsive site. Additionally, I was involved with art directing the campaign photo shoot and maintaining the brand standards by overseeing how the photos were used in all the campaign tactics.



ADCOUNCIL CHANGING MINDS CAMPAIGN SITE

The AdCouncil approached us about creating a national ad campaign to educate people on how childhood trauma can physically affect the development of a child's mind and steps that adults can take to help heal them.

I was part of a team that developed the Changing Minds campaign. It included a series of videos chronicling individuals who were success stories, and a website that had information about the science of childhood trauma and steps that anyone could take to help.

I was responsible for the creative design and implementation of the website. I worked closely with UX and development teams to ensure proper usability and technical implementation.

The URL for the website is www.changingmindsnow.org.

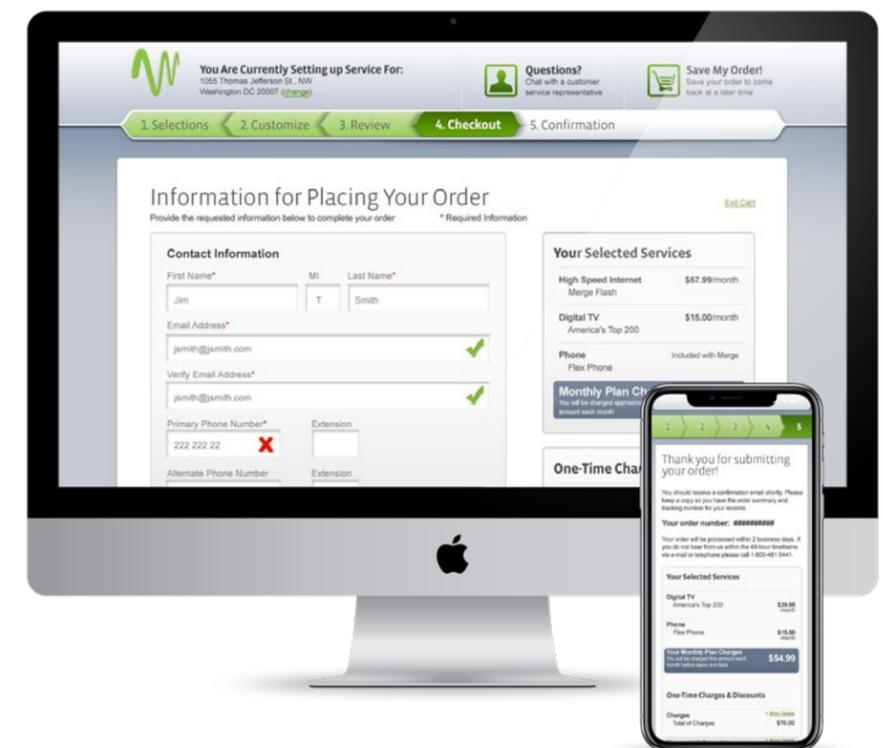


WINDSTREAM.COM

The Windstream.com site was a B2C site that allowed customers to choose their internet, cable, and phone plans, customize their details, and register for service. The entire site was built totally modularly so that the client could change offerings and prices to customers at any time based on current promotions and geolocation.

The registration flow was particularly complicated because it had to take into account users' custom selections, their physical location, current promotions, and various other factors.

I was responsible for all creative design and implementation of the website. I worked closely with UX and development teams to ensure proper usability and technical implementation. I was also a primary client lead on this project, responsible for advocating for the work and getting it approved.



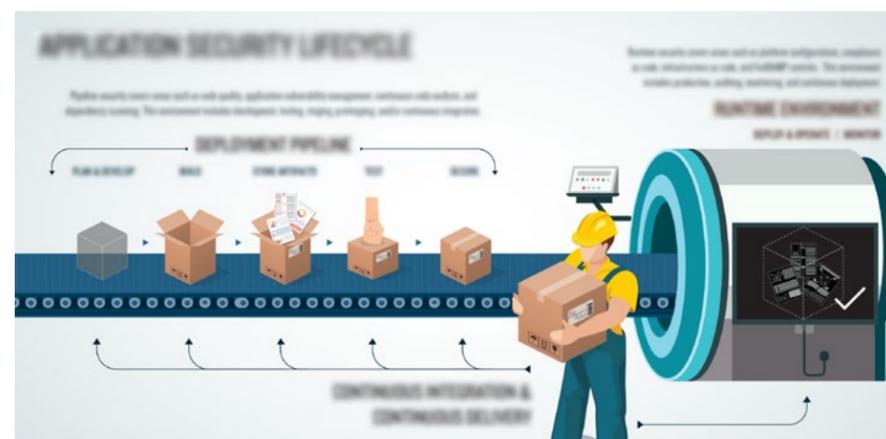
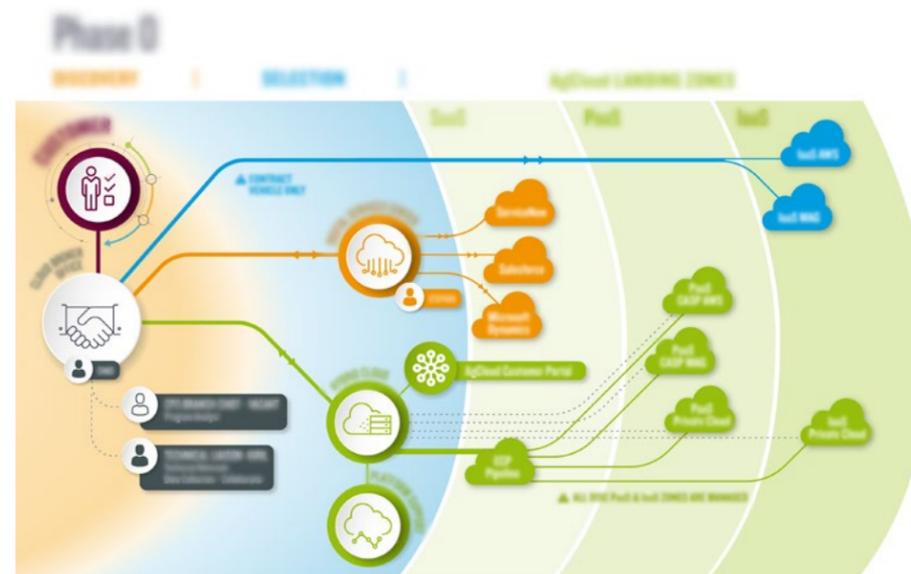
FEDERAL AGENCY CLOUD GROUP COMMUNICATIONS

I was brought into a cloud adoption team to help manage and streamline the communications pieces they used to market their serves to the agency at large.

I worked directly with the group and lead client to create a variety of pieces, including a logo, slicksheets, posters, infographics, booth installation pieces, and templates for Word and PowerPoint. The copy in these examples has been blurred out to comply with NDAs.



Blurred text, likely a title or subtitle for the communication piece.



The infographic is titled 'CLOUD SERVICES' and features a blue background with white clouds. It contains several statistics and icons: '2018's Learning Management System' (140 K users, 247 x 365 users, >1.7B views), 'APRS' (4278 services, 247 x 365 users, 87B views), 'APRS' (1.5B+ services, 247 x 365 users, 219 TB views), and 'Data Analytics' (1.5B+ services, 247 x 365 users, 219 TB views). The bottom of the infographic shows a lumberjack in a red plaid shirt and blue overalls, using a chainsaw to cut a log in a forest setting.

UNBRANDED ARTHRITIS CONVERSION KIT

Many medications have “unbranded” campaigns. By not using the name of the medication, they can talk more freely about the condition and challenges that come with it. When potential patients sign up for more information, they are placed into the brands’ conversion stream and receive this welcome kit.

The driving insight behind this campaign and kit is that patients with Psoriatic Arthritis are very shy and reticent to talk about their condition with friends. Therefore, for this piece we included an arthritis friendly cookbook and entertaining guide, a journal for self-reflection, and a series of conversation cards that could be used as ice breakers with friends and family.

I was the associate creative director for this project, helping to concept the ideas for the pieces, manage the art director and copywriter, make sure everything was done on time, and ensuring the creative director’s vision was realized. I was also the primary creative contact for the client.

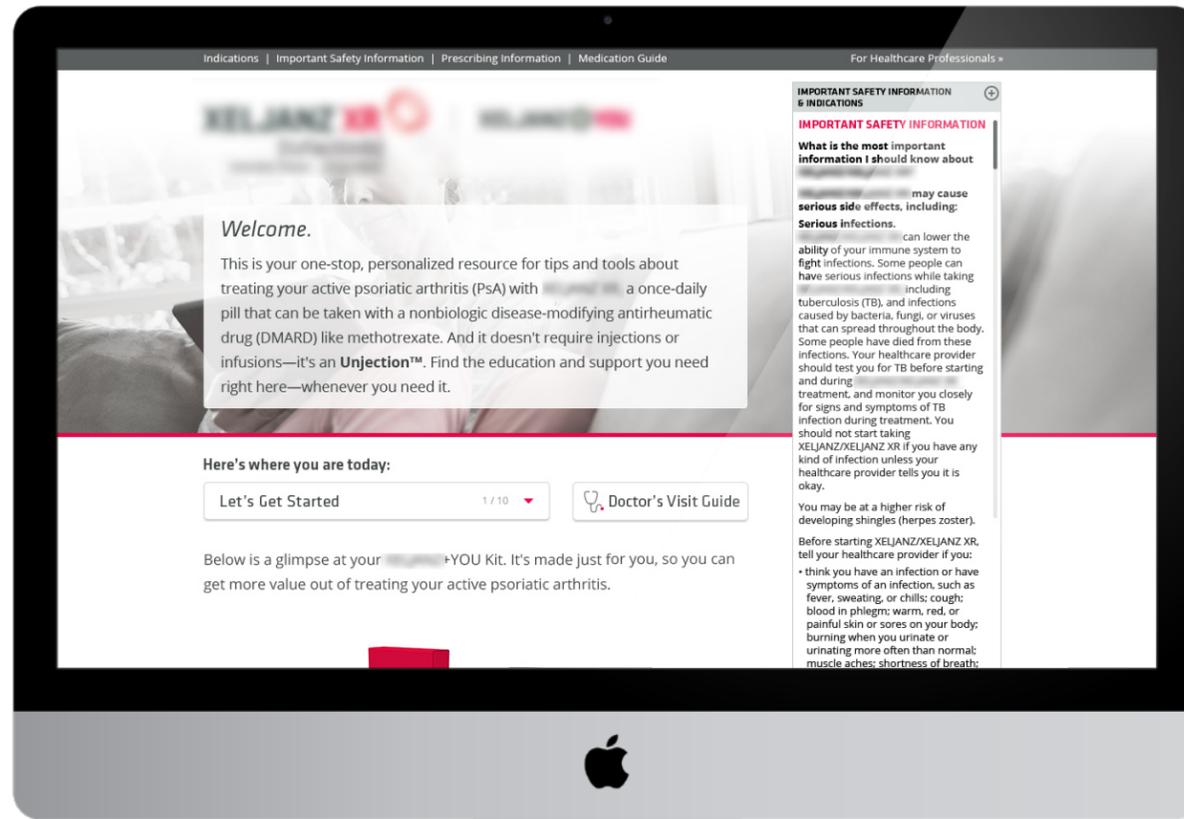


BRANDED ARTHRITIS RETENTION PROGRAM

When a patient says they're on a medication, they can sign up for the retention stream. This is a series of 10 emails and DM pieces that help to address all of a patient's biggest concerns, such as side effects, affording the medication, and managing expectations.

The component that differentiates this program from most is the custom microsite that accompanies it. For every touch in the stream, there is a page on the microsite that reinforces its message. Additionally, the welcome kit for the stream (shown right) has a progress tracker, additional cost support information, a RA-friendly water bottle, and welcome brochure outlining what patients can expect from upcoming communications.

I was the associate creative director for this project, helping to concept the ideas for the pieces, manage the art director and copywriter, and make sure everything was done on time and on budget. I was also the primary creative contact for the client.



WEDDING COLLATERAL & SWAG

For the theme of my wedding, I wanted to do something bold and atypical. I created (with spousal approval of course) a series of typographically based pieces that were textured, festive, and striking.

For pieces such as the thank you card and Moleskine notebook party favor where the text is knocked out, I made custom stamps and stamped each one by hand to give them all a unique physical texture.



Texture detail

HOLIDAY GIFTS & SELF PROMOTIONAL ITEMS

Every holiday season at xeroproject, we sent clients a custom gift/self promotional item.

One year I designed a series of buildable papercraft figures of the team and office dog. During the holidays, we sent the basic figures with some accessories that illustrated some of our hobbies, and then every few months throughout the year, I created new costume packs that could be slid onto the figures based on holidays such as Christmas or St. Patrick's Day.

The next year I developed creative fuel, in the form of custom energy drinks. A series of four drinks, each one represented a principal of digital design.

