



KENT WARD

——— *the work* ———

Hi, I'm Kent

A seasoned Creative Director with over 25 years experience in digital and print design, specializing in tech and fashion retail. As a skilled team leader I'm known for my strategic approach and ability to bridge the gap between creative vision and business needs. With a talent for crafting strong brands, developing impactful creative strategies, and designing engaging user experiences, I strive to bring campaigns to life. Welcome to my work.

1 BRANDING & DESIGN SYSTEMS

- Chegg - 2021 Rebrand
- Evernote - Brand Guidelines
- Evernote - Editorial Design Style

2 USER EXPERIENCE FRAMEWORKS

- Chegg - Editorial Design System
- Express - Home Page Exploration (Mobile)
- Justice - Campaign Landing Page Framework

3 CAMPAIGNS

- Express - Karlie Kloss x Express
- Express - Holiday
- Miscellaneous

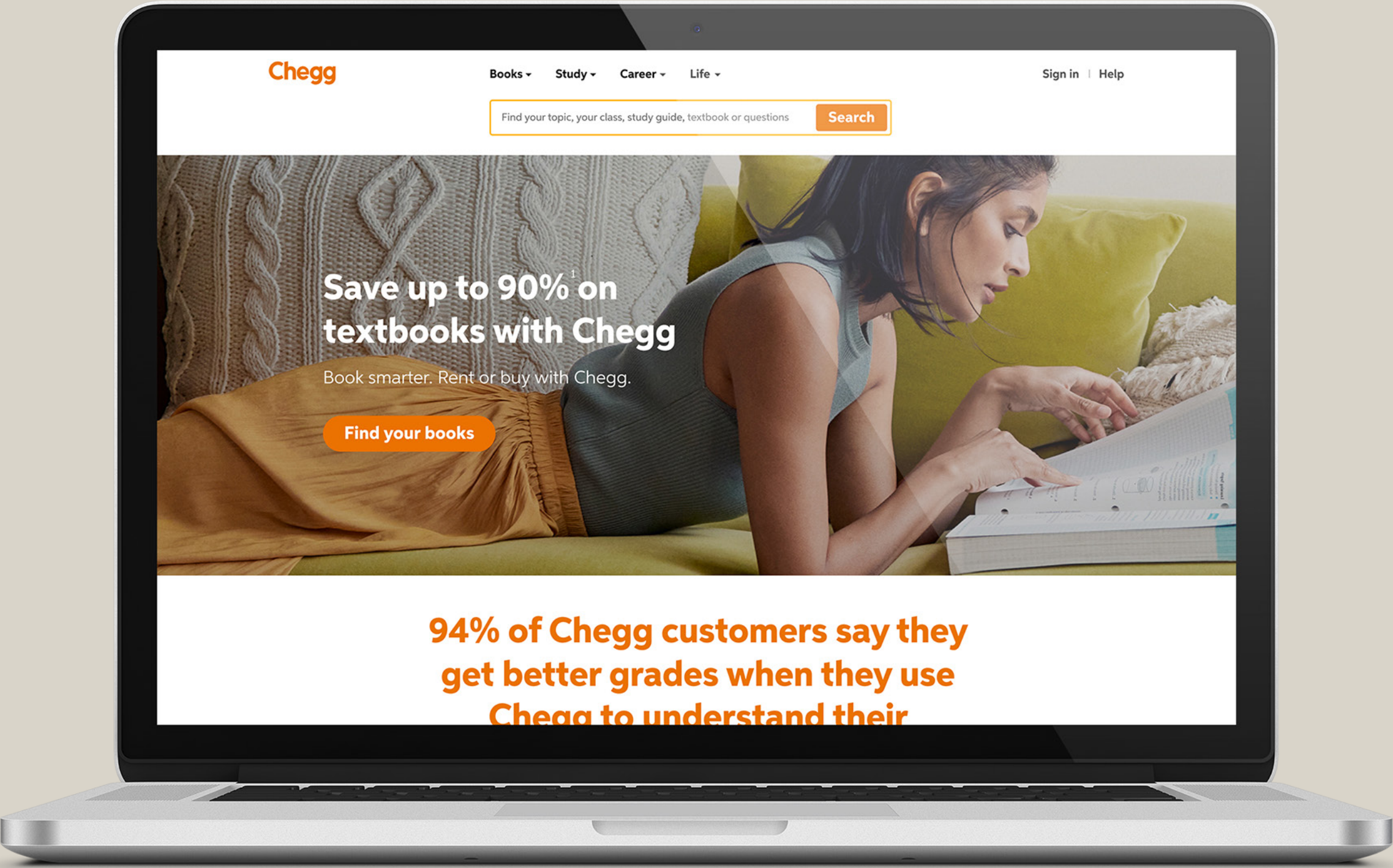


BRANDING & DESIGN SYSTEMS

Strong guidelines are an indispensable factor in building a recognizable, scalable brand that can be executed efficiently. I have experience leading large rebranding initiatives both with in-house teams and by directing and managing outside agencies.

CHEGG - 2021 REBRAND

As Chegg’s products evolved they found themselves needing to elevate and mature their brand in order to be relevant to a wider audience. Agency partner Friends at Work was brought on to lead the brand transformation and shift customer perception from seeing Chegg as a book and answer site to viewing Chegg as a long-term learning ally. As Creative Director I provided brand and technical guidance to the agency, led the in-house execution team in bringing the new brand projection to life, identified and addressed roadblocks, and coordinated with Marketing, International, Regional Growth Managers, Product and UXR to ensure that their needs were met.



BRAND SHOT LIST

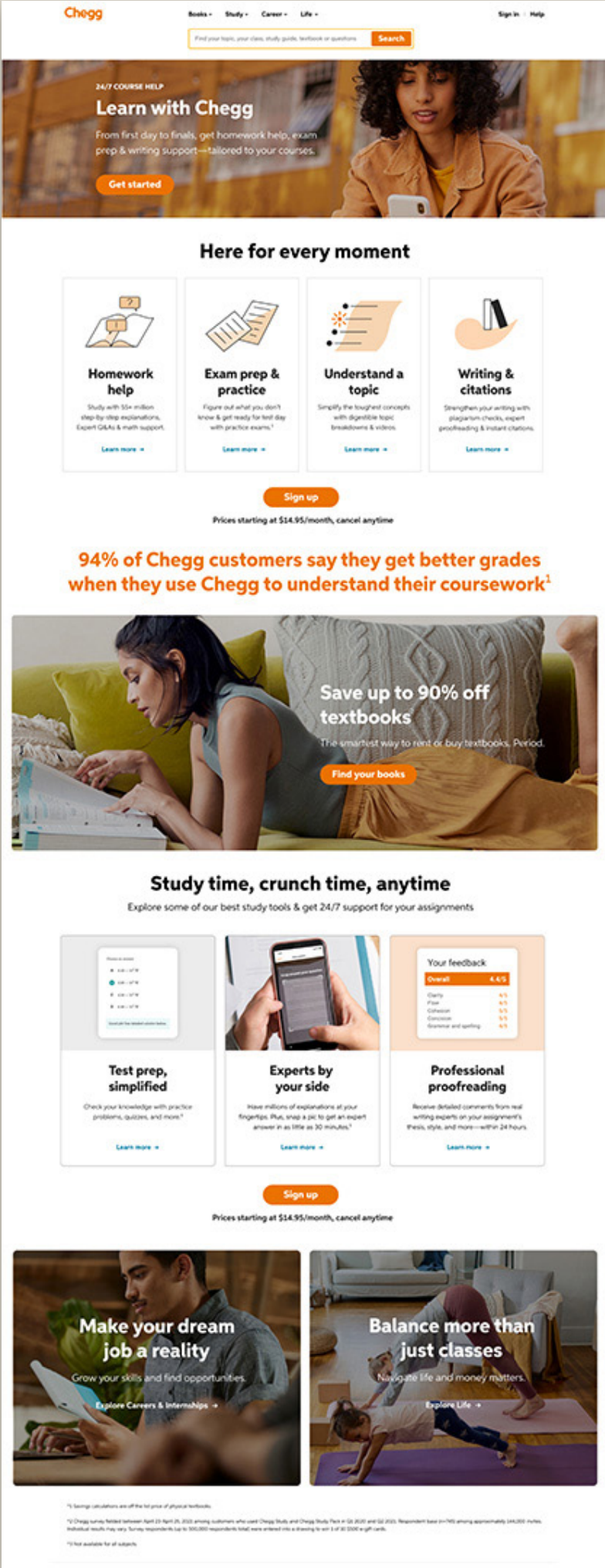
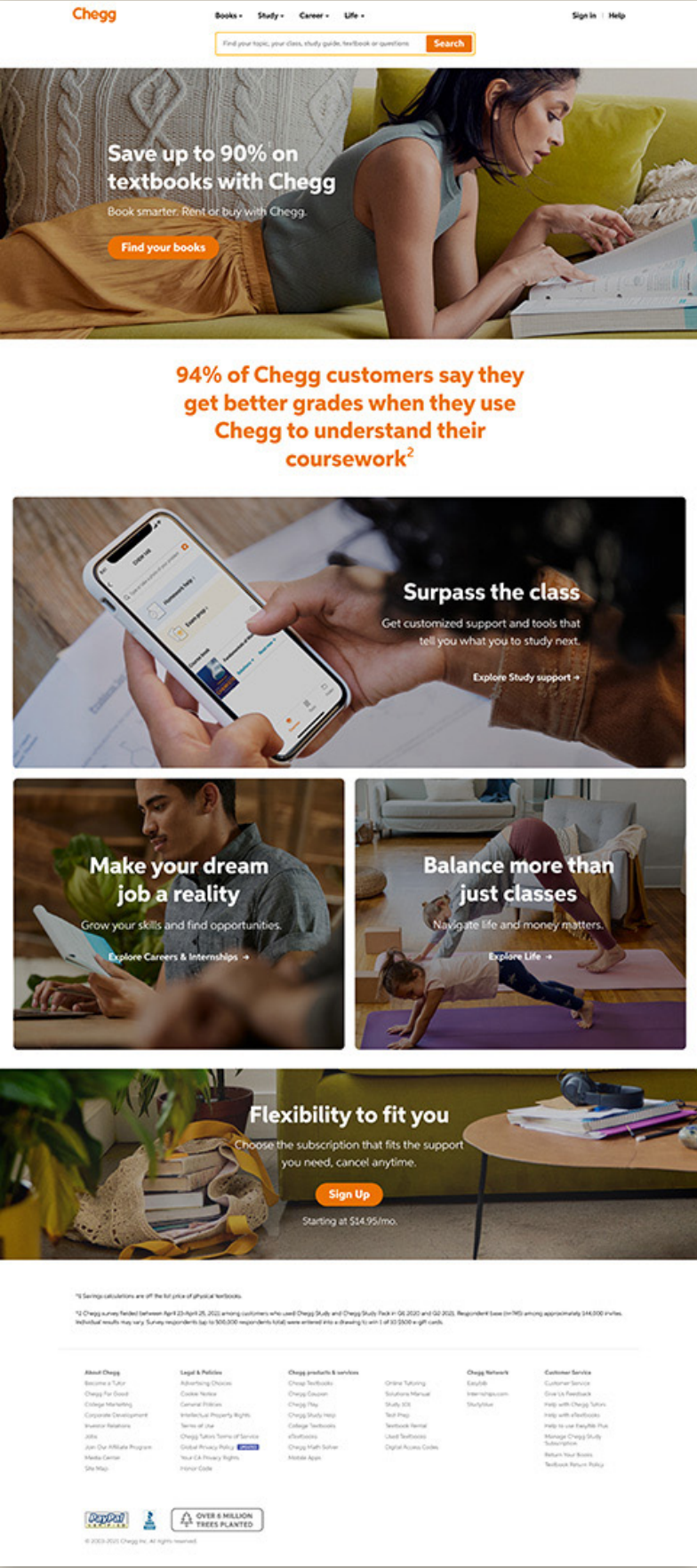
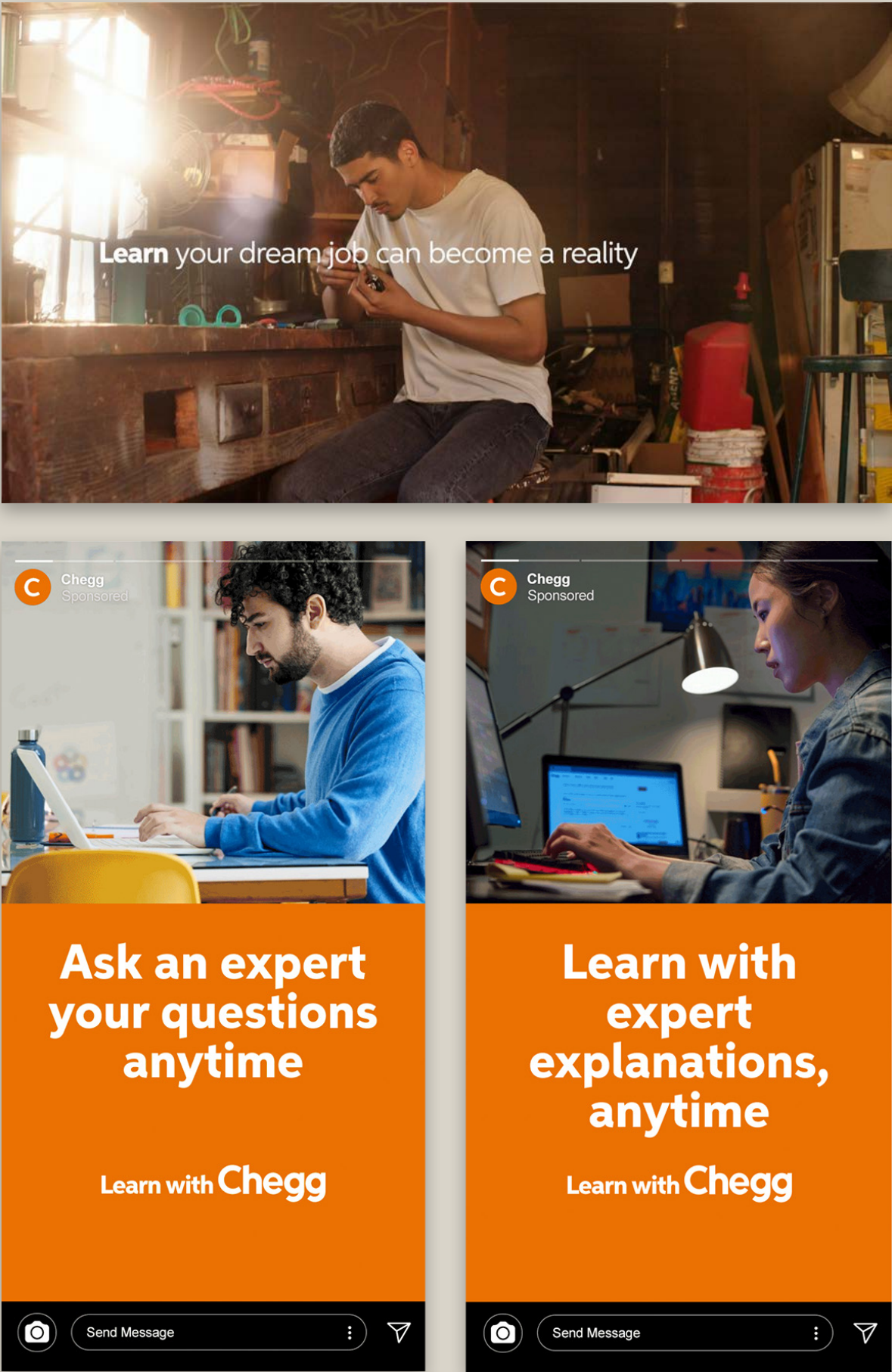
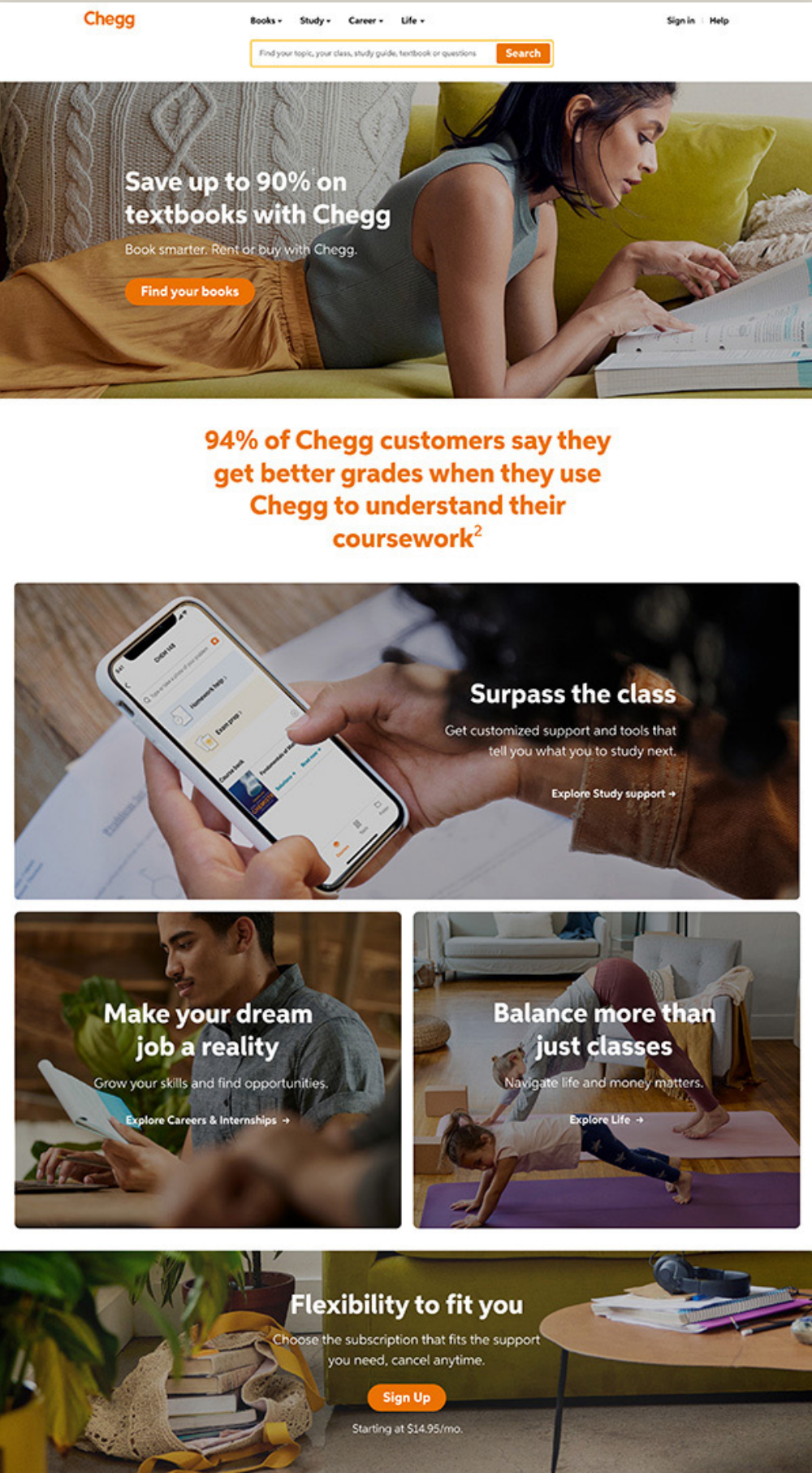
As part of the rebrand, I oversaw video and photo shoots, providing the agency with shot lists that would accommodate domestic and international business needs.

I coordinated with Regional Growth Managers, Paid Advertising, and Chegg’s marketing team to ensure we created assets that lived up to our promise of being radically inclusive representing our user base diverse in gender, ethnicity, age, ability, socio-economic backgrounds and parental status.

The material needed to provide appropriate heroes for each of our target regions, along with guidance for best practices and considerations for each region. It also had to support personalization across customer segments and by 9 different fields of study.

CHEGG - 2021 REBRAND *(launch & optimization)*

While the agency developed the anthem video and brand guidelines I led the design team in creating templates and components that represented the new brand direction. Once the photo assets were ready we executed the campaign and launched with a new website, marketing & onboarding email series, and ads for push, social, display, video and radio.

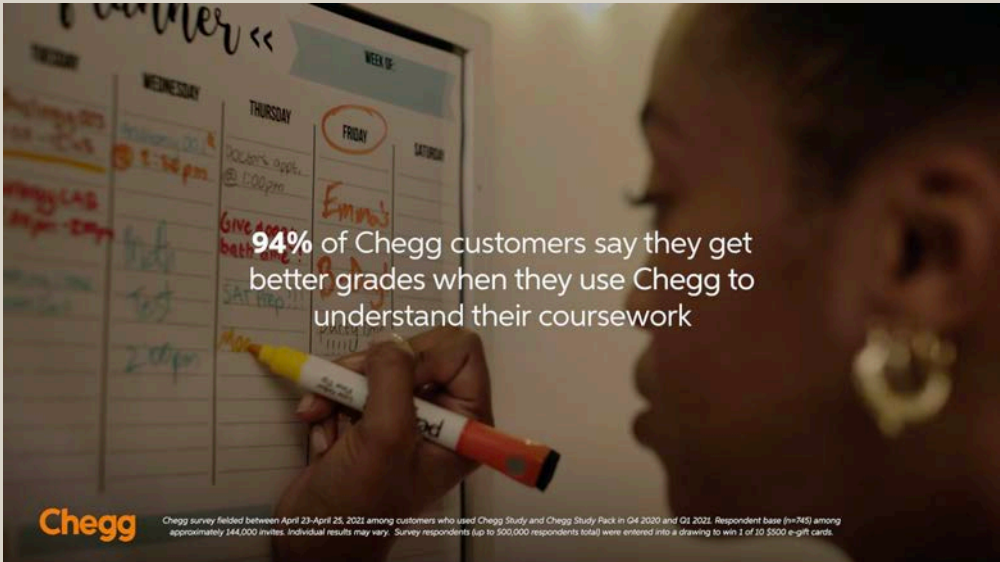
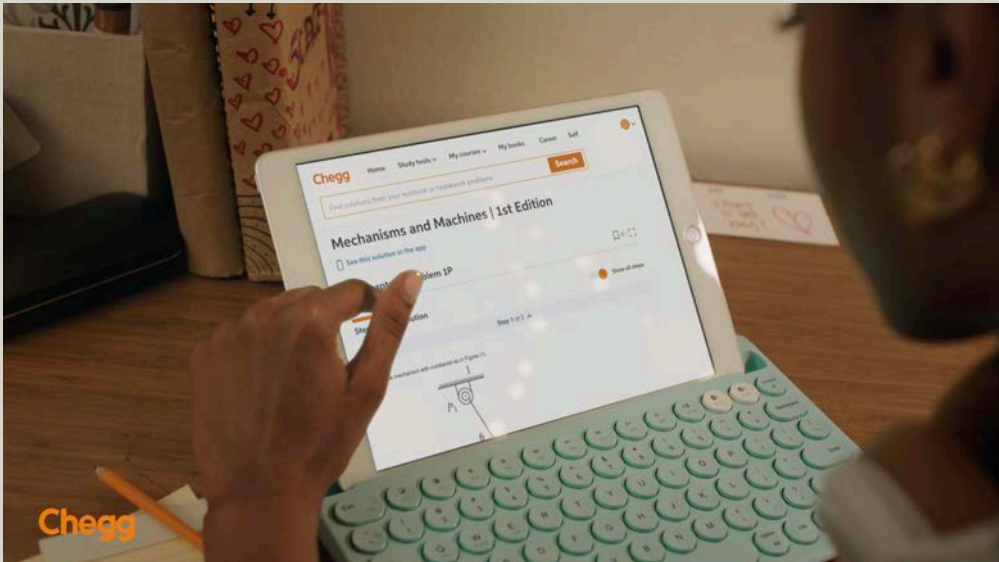


ORIGINAL: **-30%** vs CONTROL ▲
OPTIMIZED: **+23%** vs CONTROL ►

OPTIMIZATION
The rebranded home page performed poorly at launch. I led the internal design team in creating a version of the home page optimized for performance drawing on best practices, past performance data, and current user testing. The new Home Page was live for an A/B test in a matter of days and performed well beyond our expectations.

CHEGG - 2021 REBRAND *(personalization)*

The Anthem video was used on-site and in organic channels to announce the Learn with Chegg campaign but our paid channels focused on a robust set of personalized video ads optimized for performance. These ads were produced in :30 and :06 second versions in both horizontal and vertical formats. They were personalized by student segment, field of study, and timeframe within the semester resulting in hundreds of individual versions.



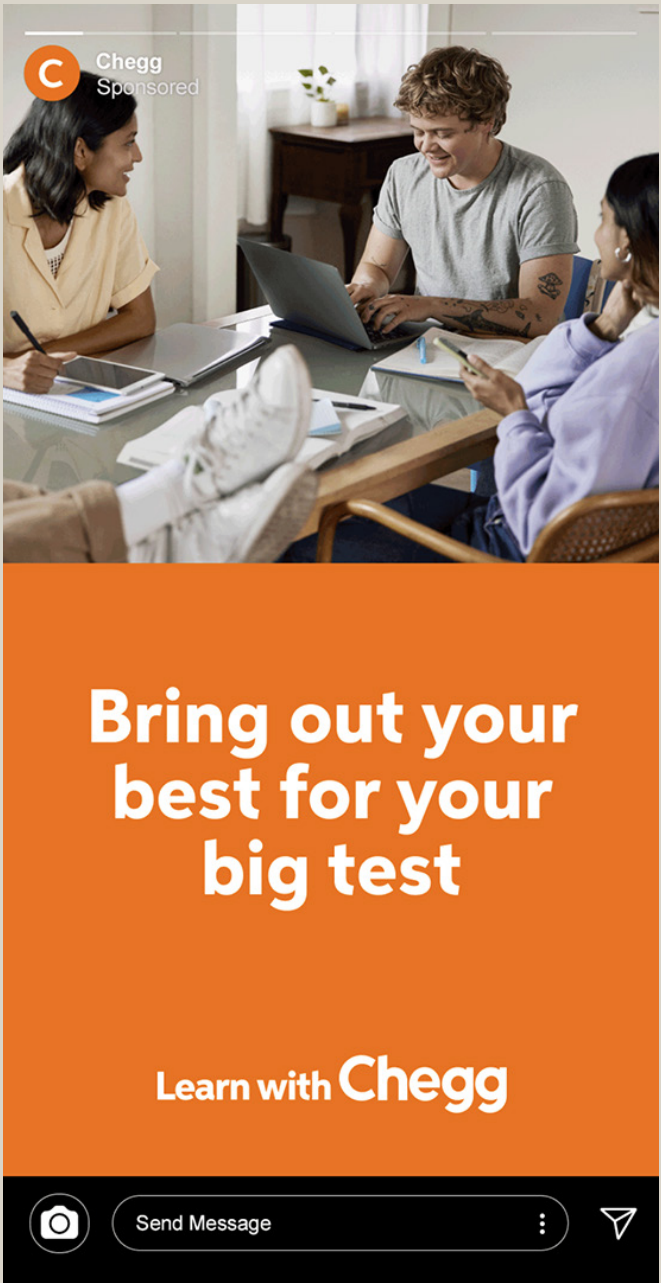
- FOOTAGE PERSONALIZED BY CUSTOMER SEGMENT:
- High School
 - 4yr STEM
 - 4yr Humanities
 - 2yr STEM
 - 2yr Humanities
 - 4yr Unknown
 - 2yr Unknown
 - Grad STEM
 - Grad Business
 - Grad Humanities
 - Grad Unknown
 - Online

- SCREENSHOTS AND VO PERSONALIZED BY FIELD OF STUDY:
- Computer Science
 - Chemistry
 - Physics
 - Math
 - Accounting
 - Nursing
 - Engineering
 - Humanities

- AND TIMEFRAME WITHIN SEMESTER:
- First assignment
 - Midterms
 - Post-midterms
 - Finals

CHEGG - 2021 REBRAND *(personalization cont.)*

The rebrand launched domestically and in 5 international regions, MENA (Middle East/North Africa), APAC (Asia-Pacific), Commonwealth (England/Australia), LATAM (Latin America), and India. Our primary messages were translated and personalized with hero images for each region while our domestic materials were personalized with a wide range of variables.

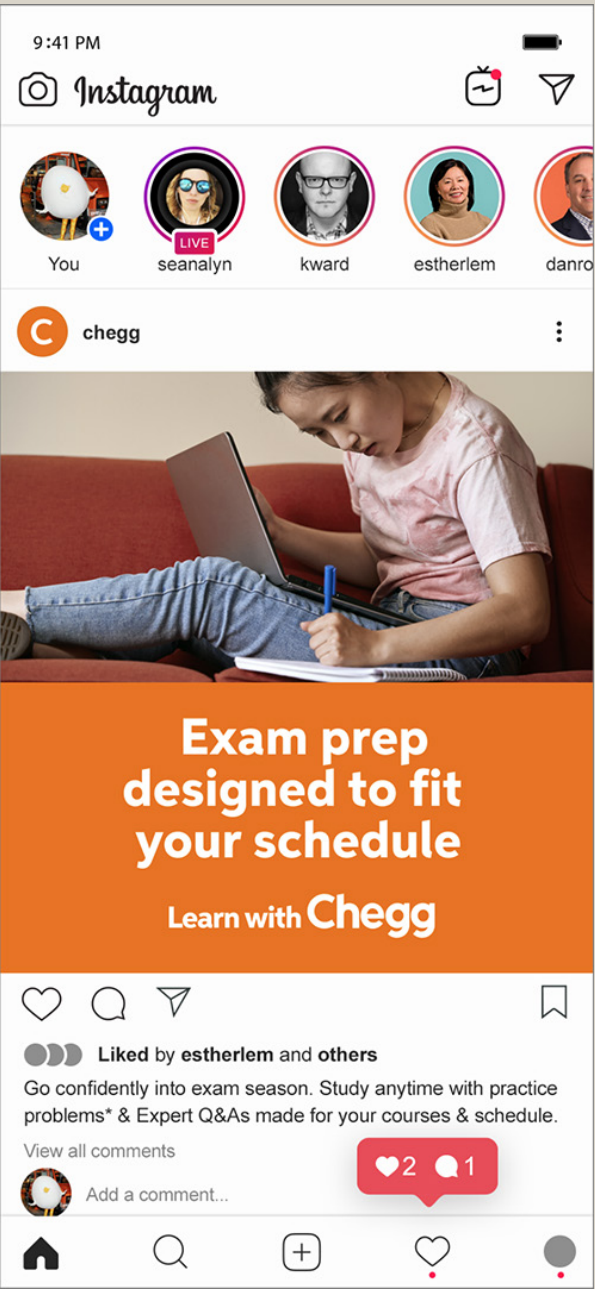


AUDIENCE SEGMENTS:

- 2yr
- 4yr
- Freshman
- Online
- Site Visitor
- Canceled Subscriber
- Current Subscriber

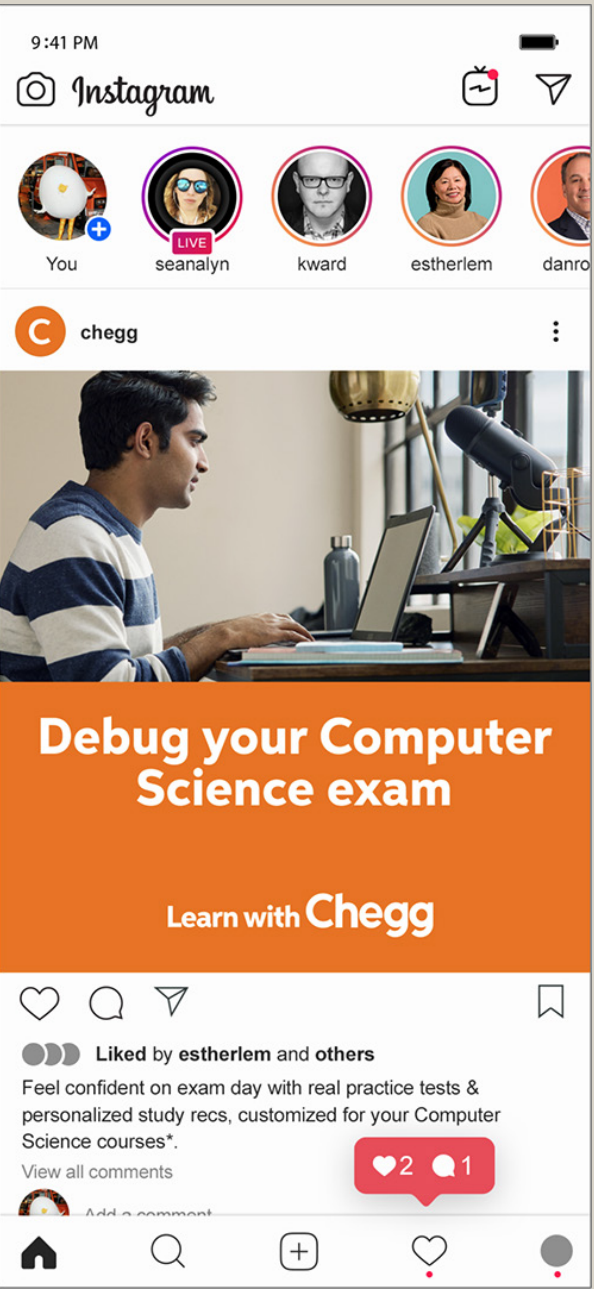
◀ SOCIAL ADS (ANIMATED):
Our animated social ads had versions for each timeframe. Images and copy were personalized by student segment.

SOCIAL ADS (STATIC):
The static social ads were served up based on what we knew about the viewer. One set was personalized by student segment and what service they have viewed on the site, the other was personalized by what subject matter they have viewed on the site. Each of these had versions based on the timeframe in the semester.



AUDIENCE SEGMENTS:

- 2yr
- 4yr
- Freshman
- Online
- Site Visitor (Homework Help)
- Site Visitor (Exam Prep)
- Site Visitor (Understand a Topic)
- Site Visitor (Writing Help)



SUBJECT-SPECIFIC:

- Computer Science
- Chemistry
- Physics
- Math
- Accounting



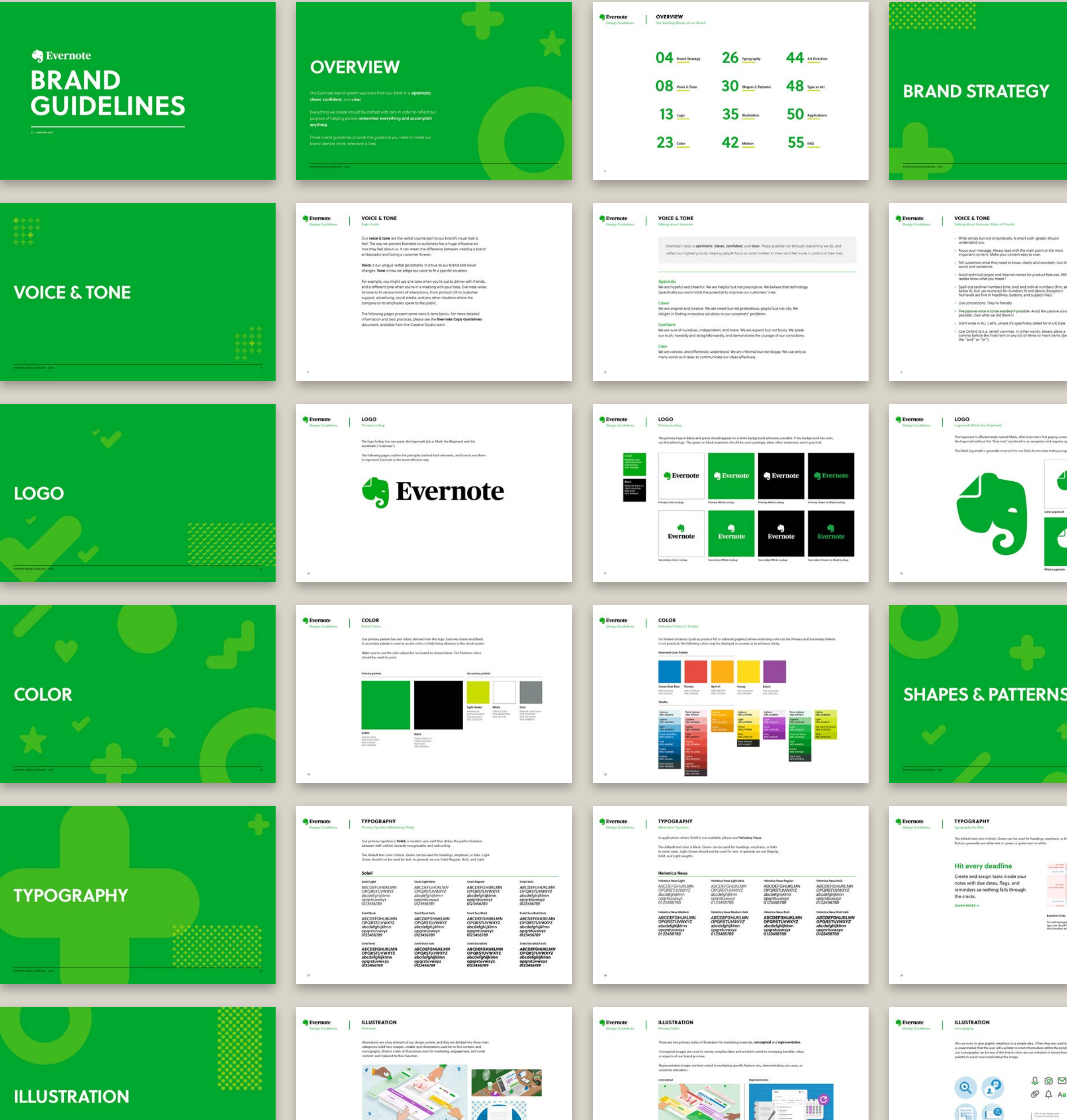
CONCEPT IMAGE TEST:

Images and copy were being A/B tested across all of our channels. One additional test conducted by the internal creative team was using concept imagery vs lifestyle imagery in our subject-specific social ads. These were produced in 2 different variations across our 5 primary subjects.



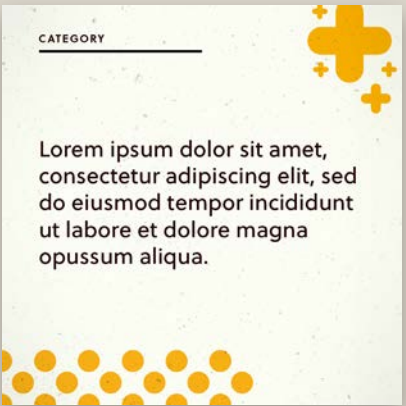
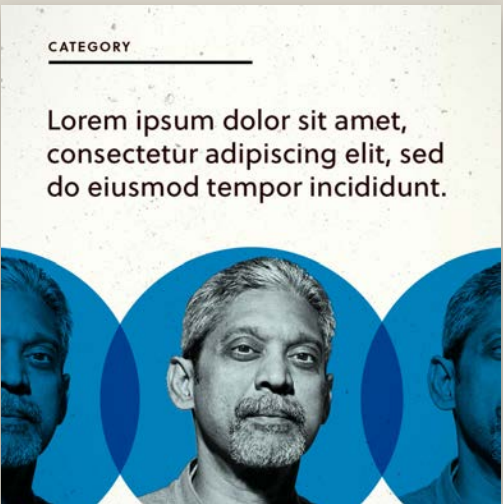
EVERNOTE - 2023 BRAND GUIDELINES

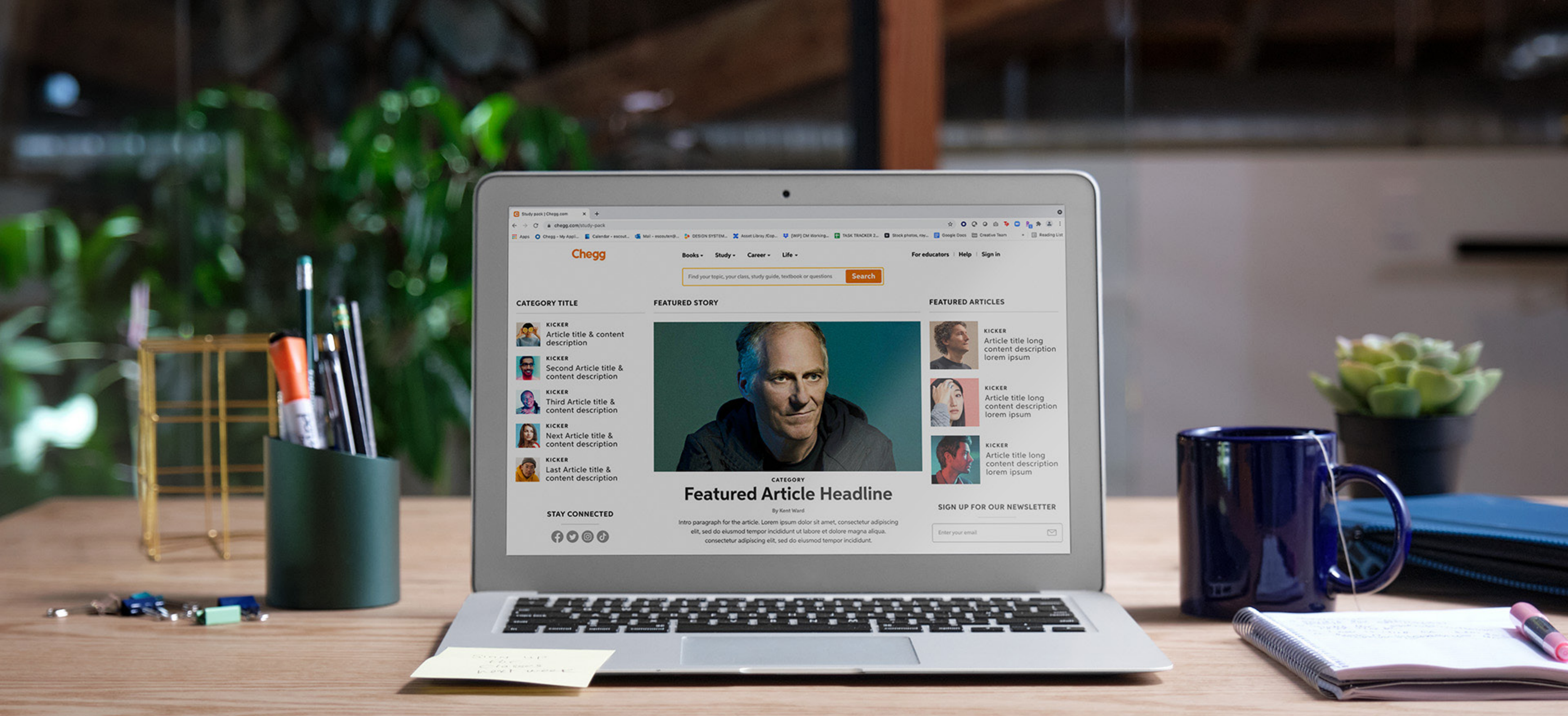
During my time at Evernote I had the opportunity to redesign our brand guidelines. I led the team in building new web components, icon libraries, and illustration sets with a modern flair. I personally developed a new editorial design language and brought all of these elements together into the updated brand guidelines.



EVERNOTE - EDITORIAL DESIGN STYLE

The editorial team at Evernote wanted to drastically expand their editorial calendar but were constrained by creative resources. To solve this I developed a new style for our editorial content. The new collage style was distinct enough from our marketing so readers could immediately differentiate our ‘value-add’ content from our product messaging, but by using familiar patterns and colors it was still brand-right and ownable. The style incorporated stock photography to speed up production but edited the photos in a way that made them our own. This approach was expected to increase production by **3X** but when put in to practice creative production was closer to **5X** without adding headcount.



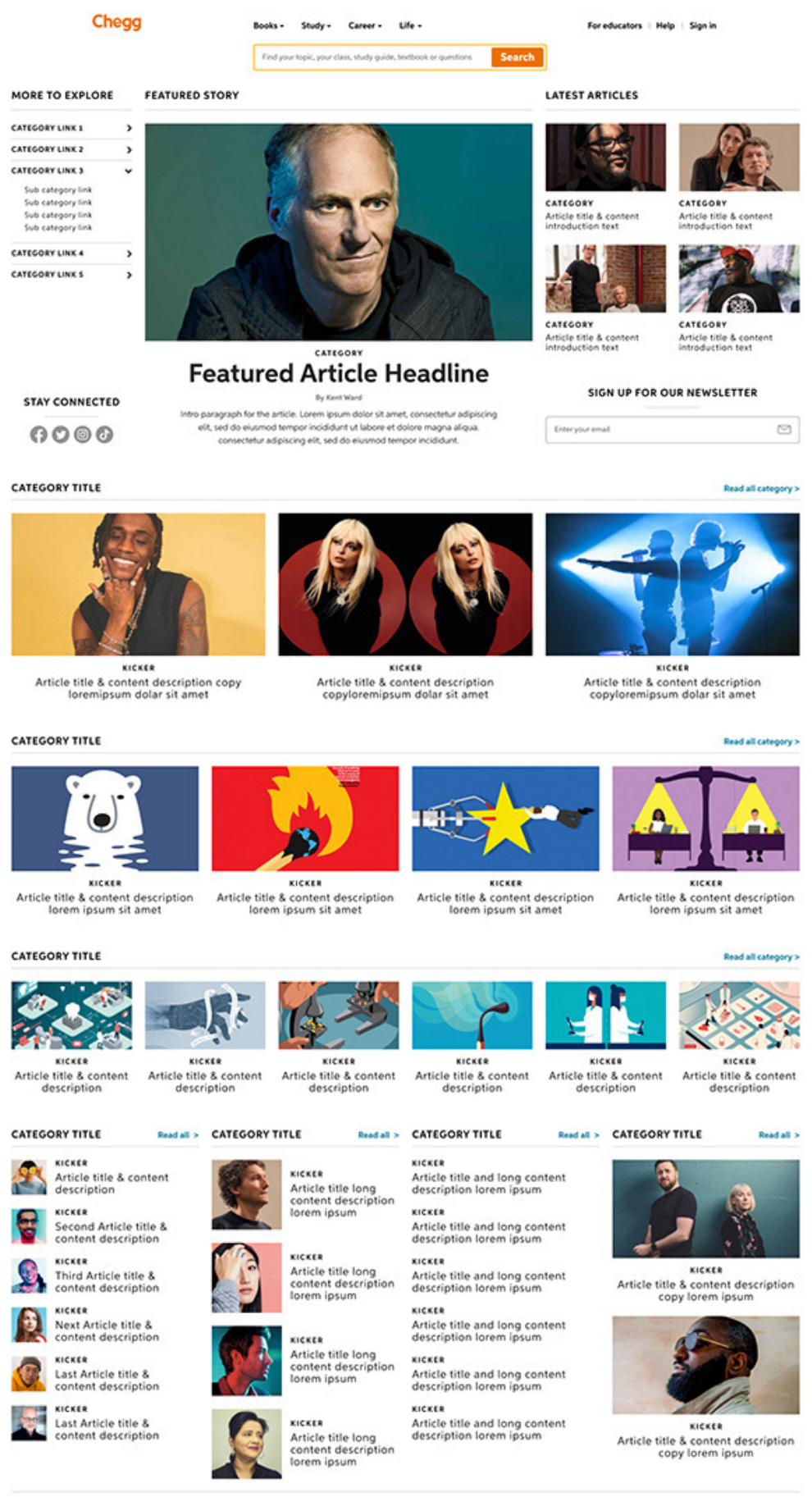
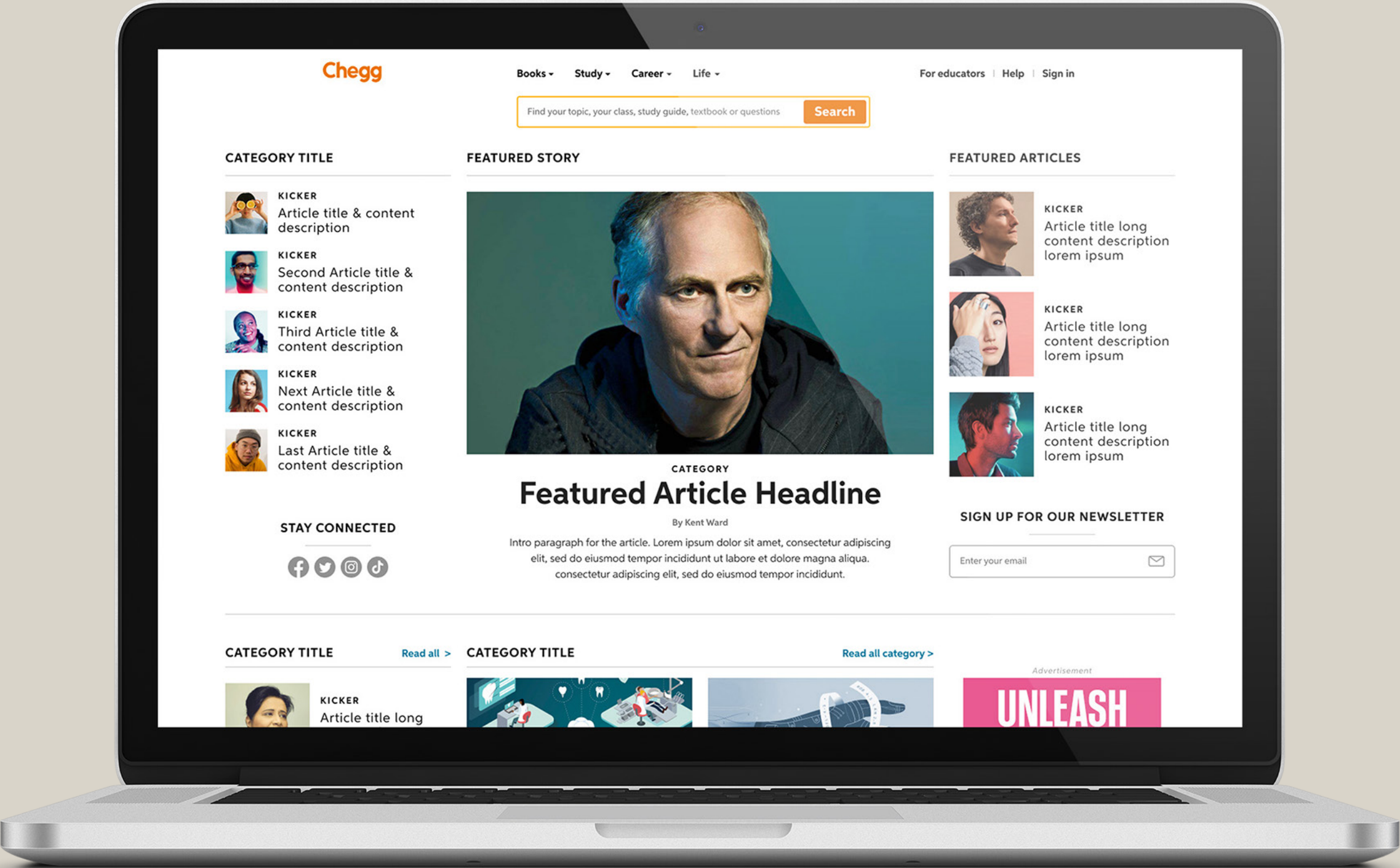


USER EXPERIENCE FRAMEWORKS

As Creative Director my focus is often on collaborating with the business and engineering leads to develop frameworks and templates for user experiences that utilize new technologies and reusable components. These frameworks improve the efficiency of the design team, increase performance, and help maintain a consistent brand projection.

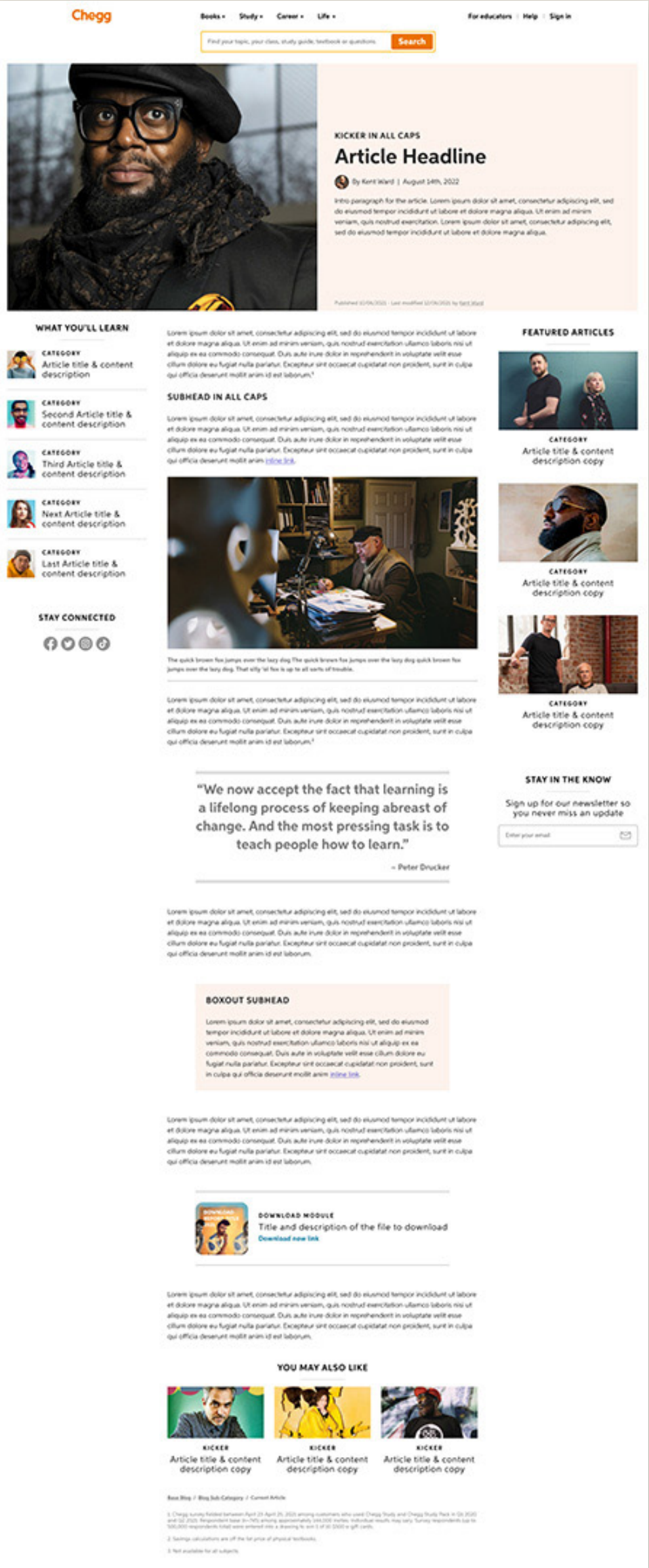
CHEGG - EDITORIAL DESIGN SYSTEM

After launching an extensive rebrand in 2021 Chegg was in need of a system that would allow different departments to publish editorial content to the site. I personally took on this challenge designing a set of responsive components that could be mixed and matched to quickly spin up articles and content hubs. The system was designed with flexibility in mind providing options for hubs with limited content or multi-category hubs with hundreds of articles to organize.



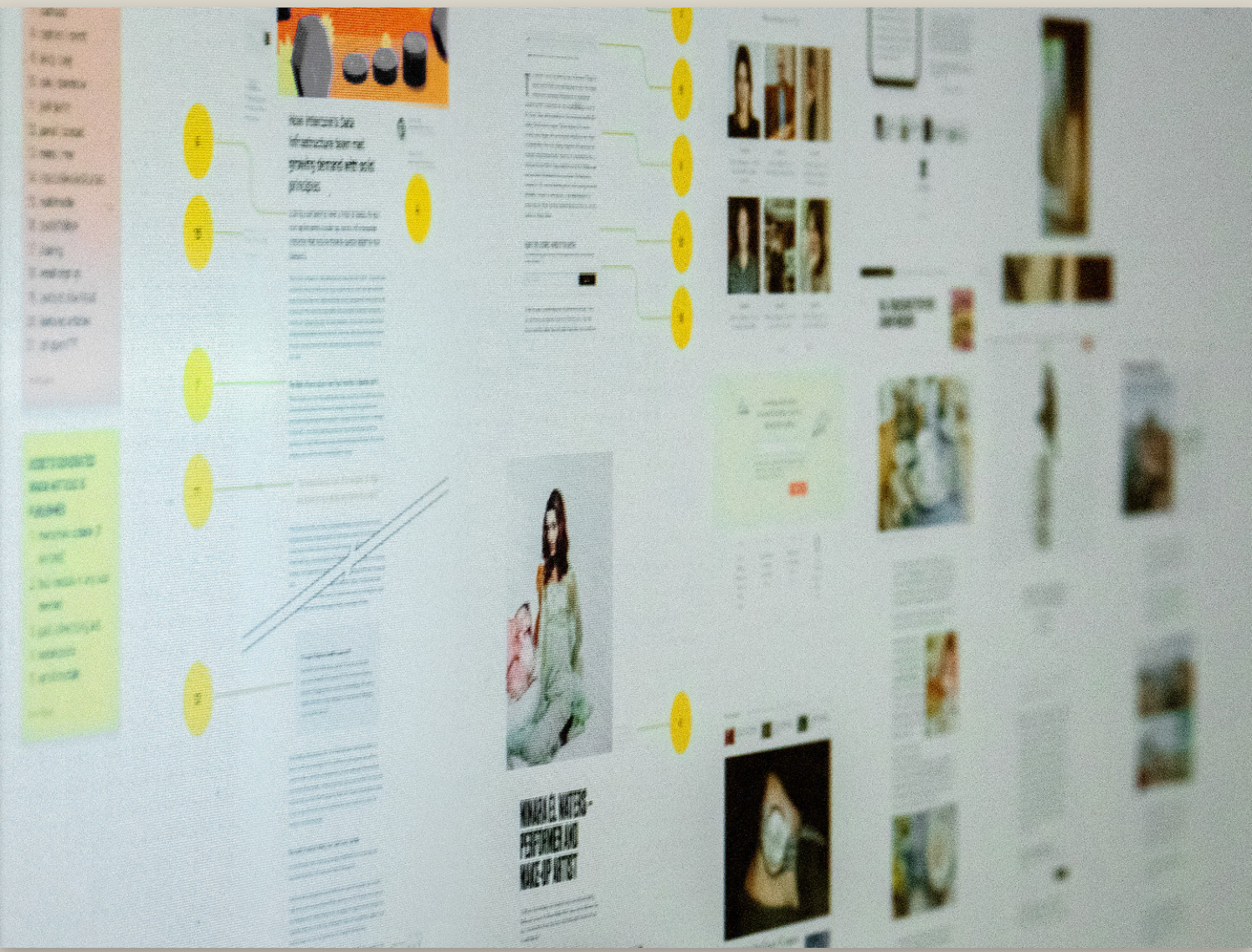
CONTENT HUB EXAMPLE (DESKTOP) ▶

ARTICLE EXAMPLE (DESKTOP) ▶

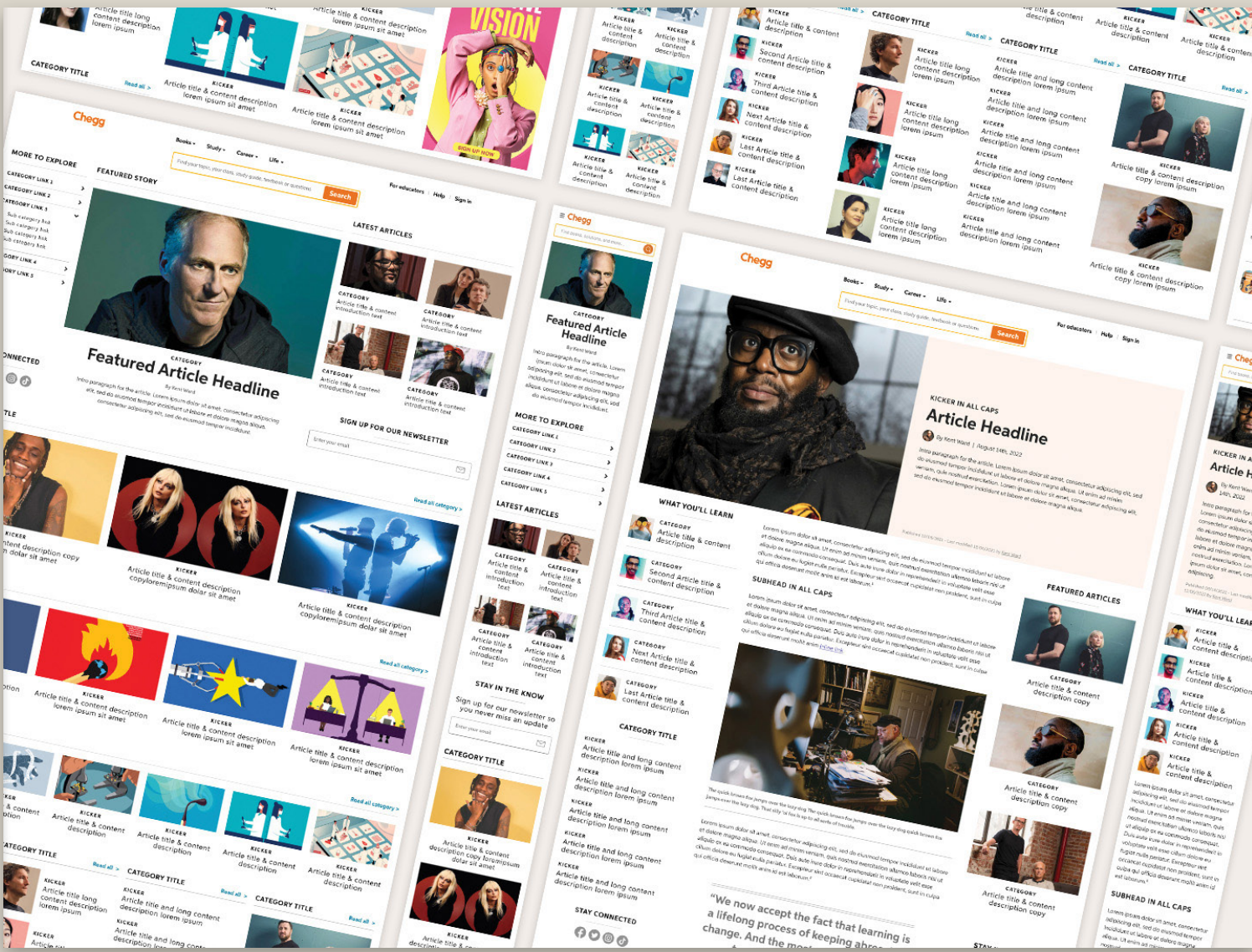


CHEGG - EDITORIAL DESIGN SYSTEM *(the process)*

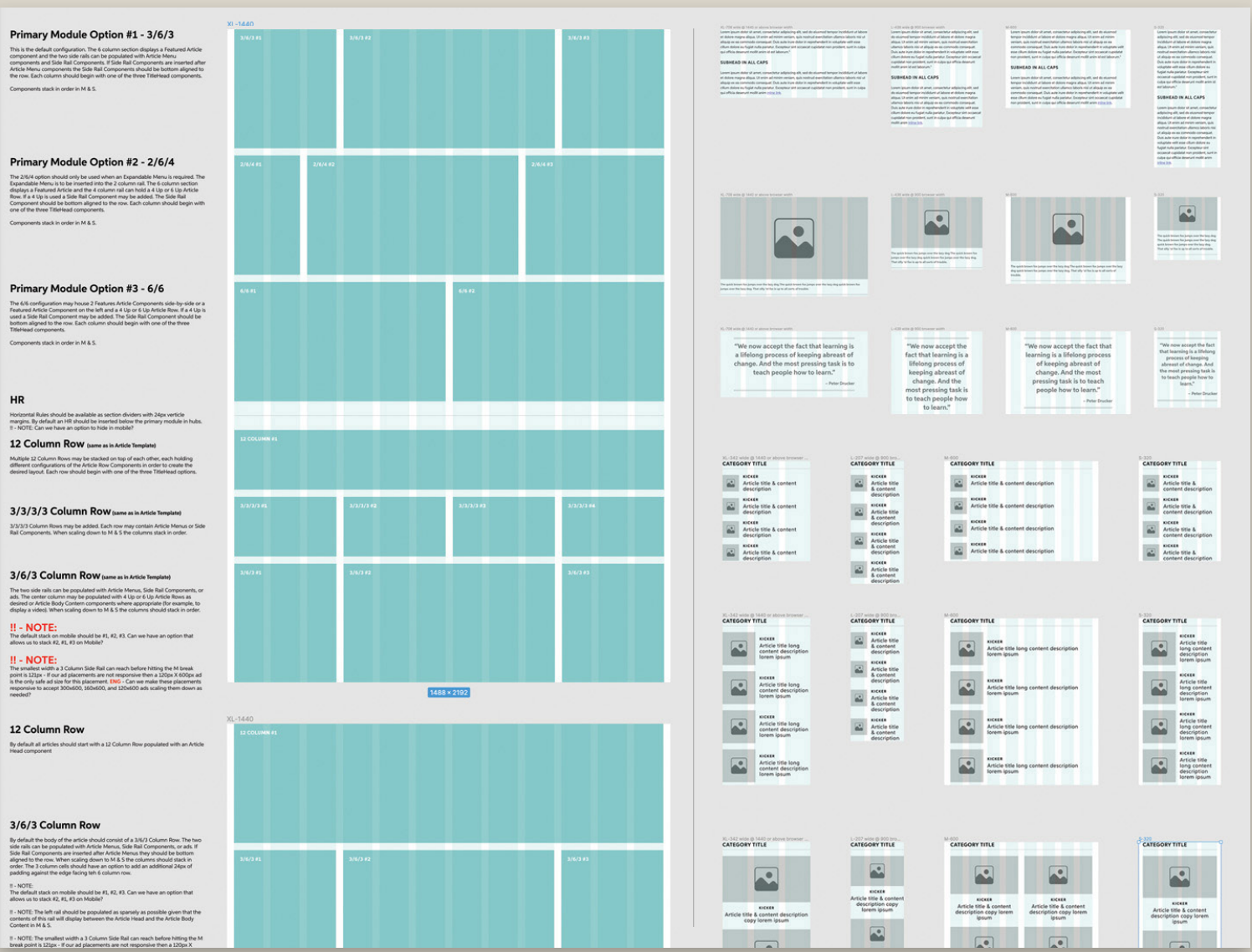
I gathered inspiration from dozens of news and blog sites to help define best practices and establish a base list of features. I met with our editorial team, sales team, SEO, investor relations, and engineering to establish a robust set of requirements. From there I designed vision pages to establish the design language and gained alignment with stakeholders. Finally, I designed an extensive set of interchangeable components and delivered specs to dev.



INSPIRATION BOARD & FEATURE LIST



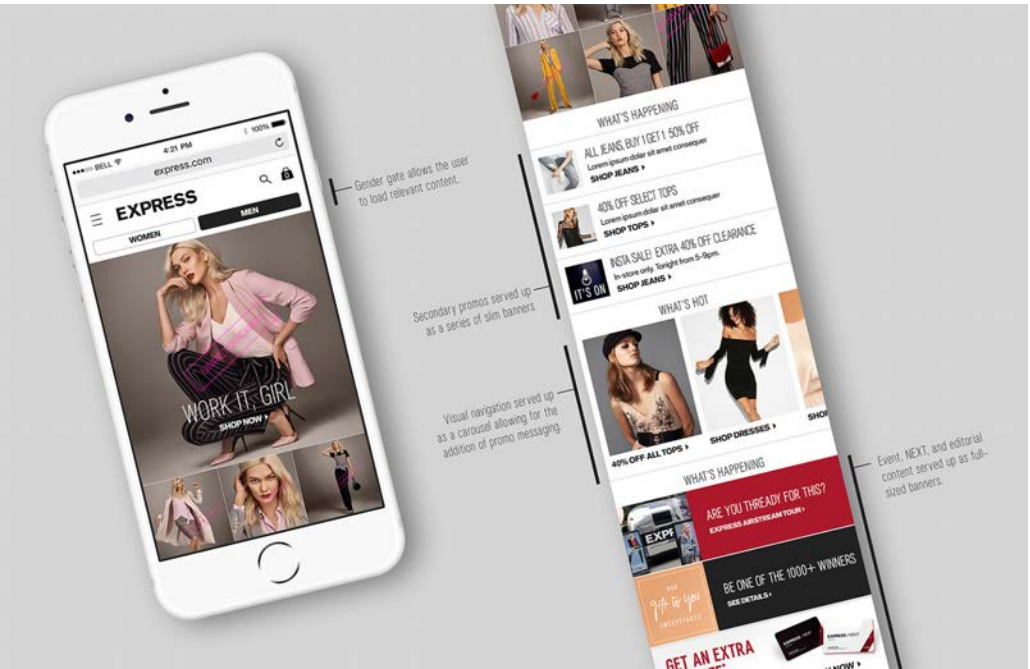
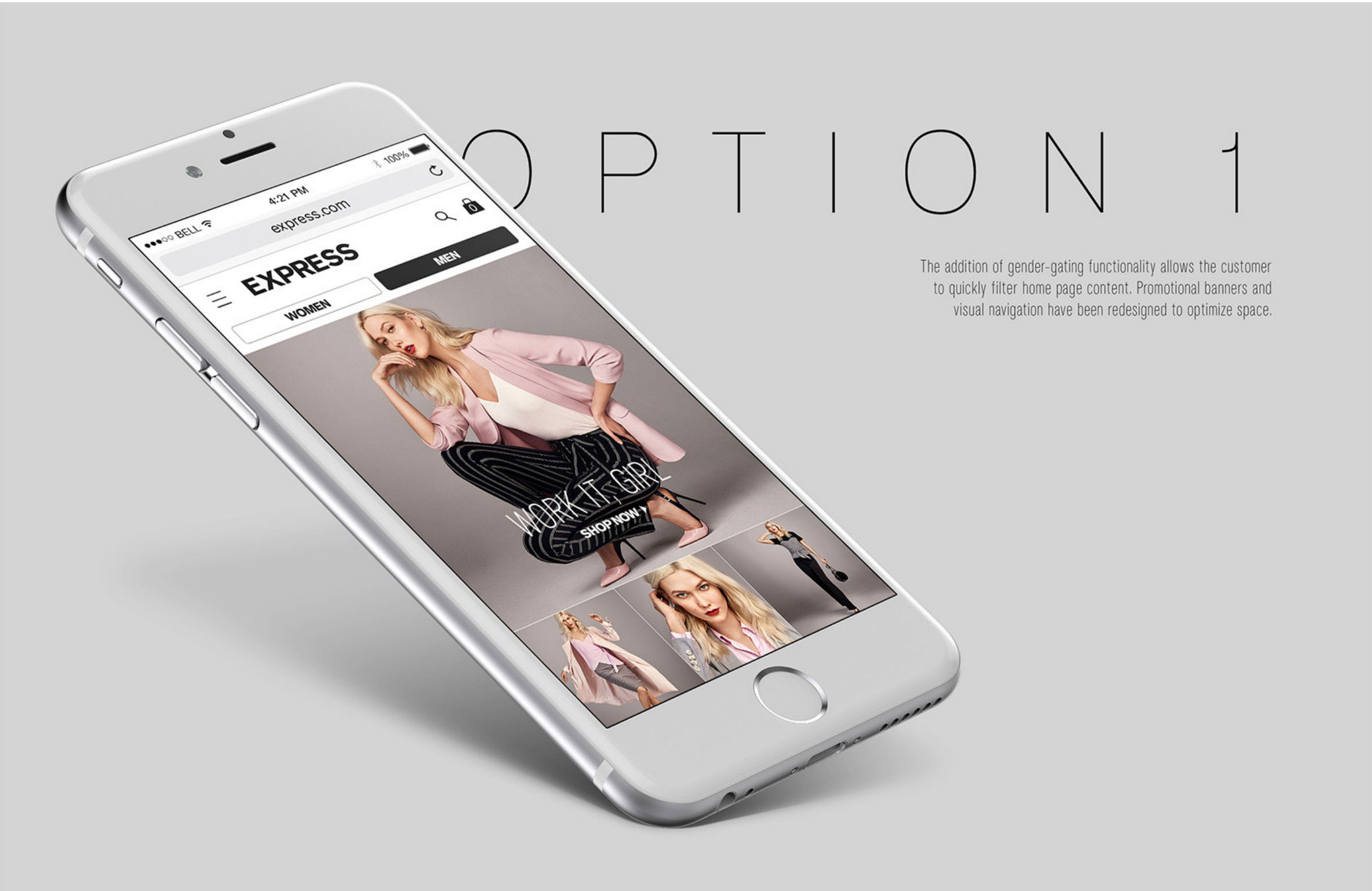
VISION PAGES FOR HUBS & ARTICLES



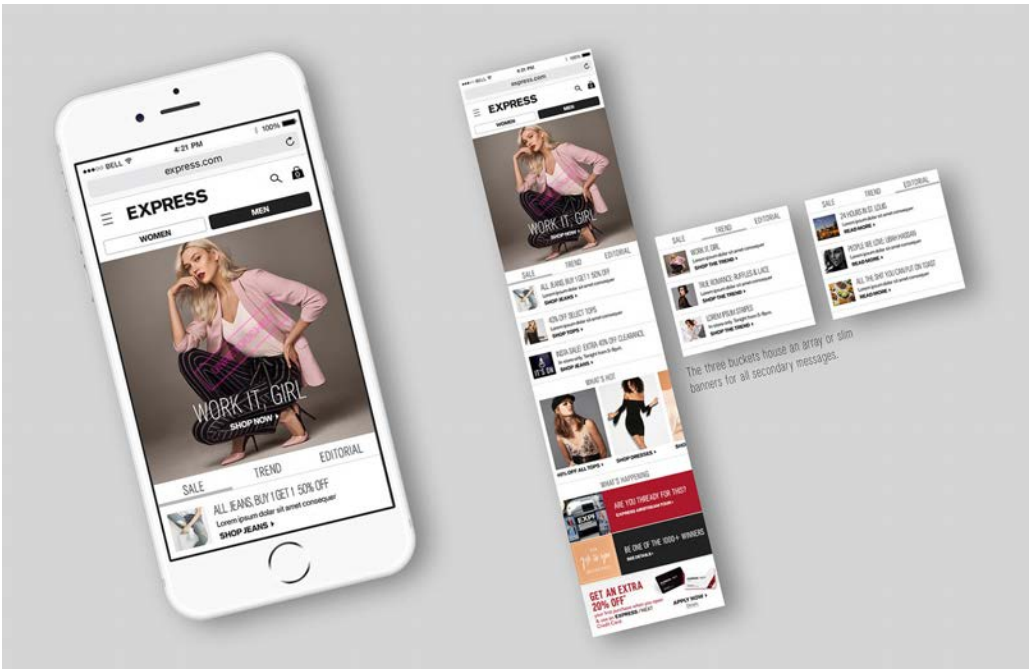
COMPONENT SPECS

EXPRESS HOME PAGE (mobile)

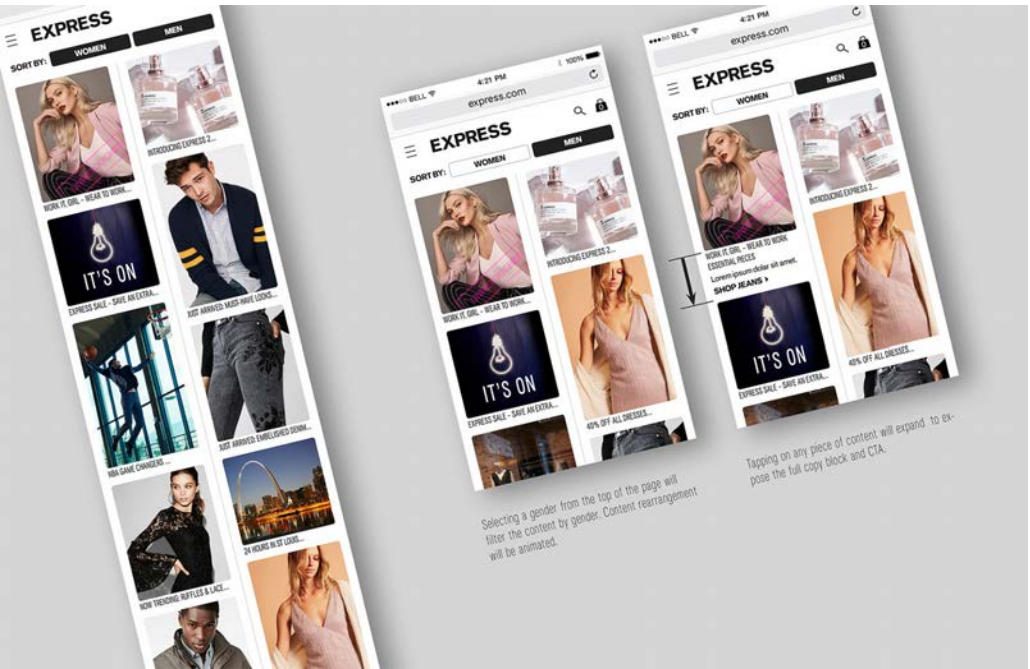
While leading the digital design team at Express I was asked to explore how to increase engagement on our mobile home page. It was important to maintain a high-fashion projection, appeal across gender, and surface multiple promotional offers without cheapening the experience. After interviewing our business, engineering, and analytics partners I developed a series of options based on user data that were added to the testing roadmap.



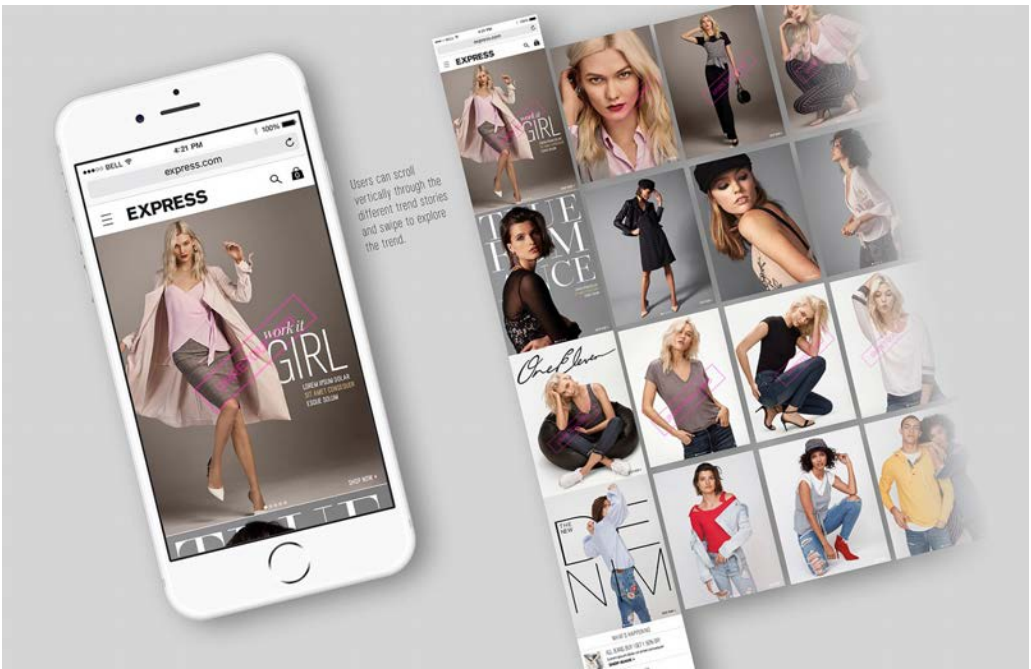
GENDER-SPECIFIC HOME PAGES



TABBED SECONDARY / PROMO CONTENT



GENDER-SPECIFIC COLUMNED HOME PAGE



EDITORIAL-STYLE HOME PAGE

JUSTICE - CAMPAIGN FRAMEWORK

For Back-to-School 2016 Justice wanted to elevate their seasonal launch shopping experience and add functionality for outfits. I designed a menu of interchangeable features that could be assembled in any order to produce unique but consistent boutiques for our major shopping events. The new components took a responsive approach to what was previously a desktop / mobile web experience drastically reducing the design and development level of effort.

HP

NAV

MAIL

↓

Justice

the collections clothes sleep & panties shoes & accessories gift stuff swim shop sale

sign in (0) items

SEARCH

THE SEASONAL FASHION STORY COLLECTION

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

SHOP COLLECTION

SHARE THE LOVE: 1 2

Justice

THE SEASONAL FASHION STORY

SHOP THE COLLECTION

SHARE THE LOVE: 1 2

IMMERSIVE SHOP EXPERIENCE

SEASONAL FASHION STORY

STRIPES ARE IN

ON TREND

ON THE MOVE

SHOP WELCOME

ON TREND

ON THE MOVE

1

2

3

IMMERSIVE SHOP EXPERIENCE

FAN VOICE

INTERACTIVE CAROUSEL

PERFECT PRODUCT PICKS

1

2

3

IMMERSIVE SHOP FEATURES

IMMERSIVE SHOP FEATURES (cont.)

IMMERSIVE SHOP EXPERIENCE

STRIPED SWEATER

FEATURED PERSONALITIES

USER GENERATED CONTENT

HOW-TO / TREND ADVICE

FEATURED PERSONALITIES

USER GENERATED CONTENT

1

2

3

IMMERSIVE SHOP FEATURES (cont.)

IMMERSIVE MULTI-SHOP EXPERIENCE

IMMERSIVE MULTI-SHOP EXPERIENCE

STAY IN THE KNOW

EVENT CALENDAR

LOCALIZATION

1

2

3

MULTI-SHOP HUB

GET THE LOOK

1

2

3

OUTFIT SHOPPING EXPERIENCE

ELEVATED OUTFITTING EXPERIENCE

GET THE LOOK

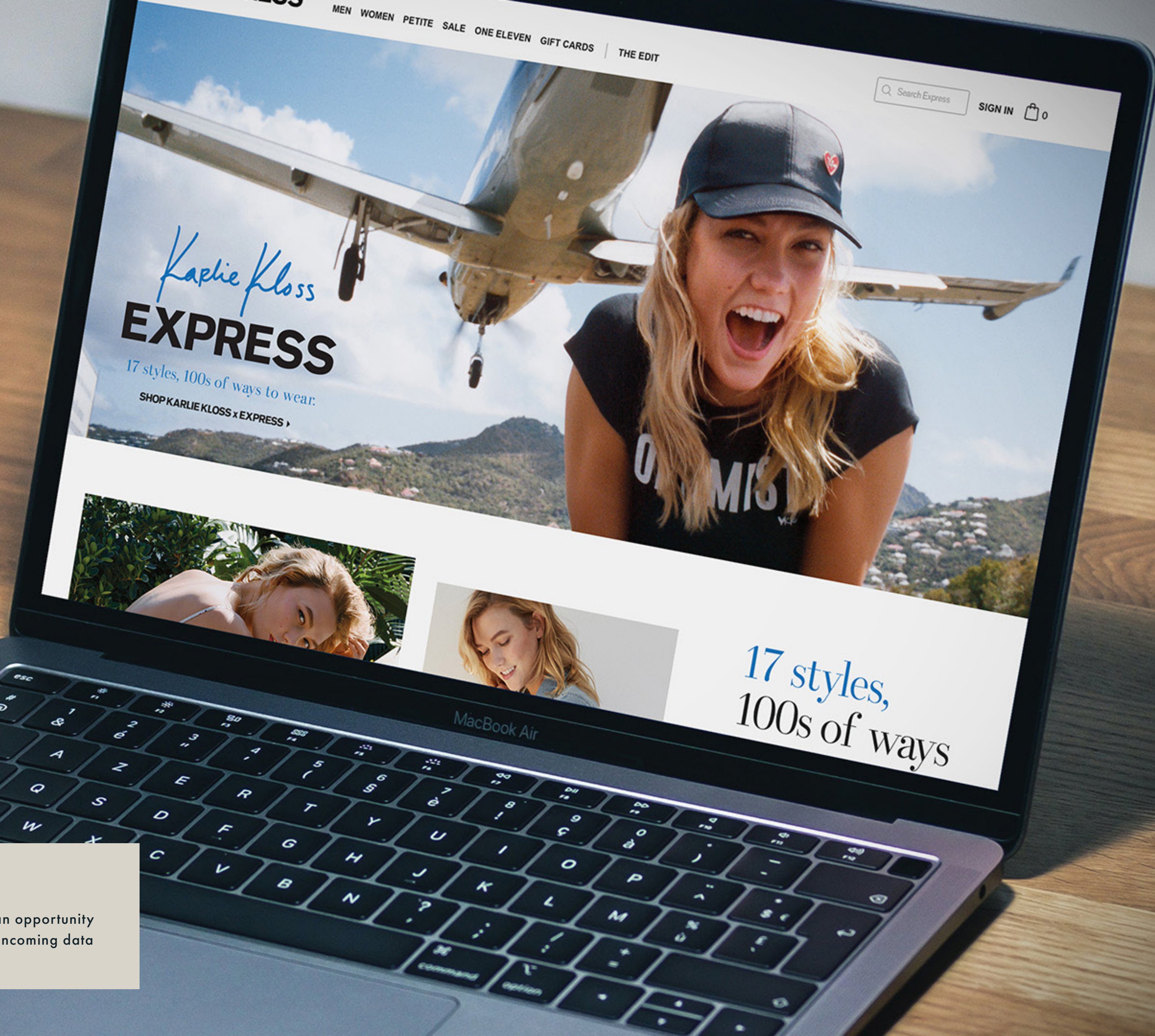
GET THE LOOK

1

2

3

OUTFIT SHOPPING FEATURES

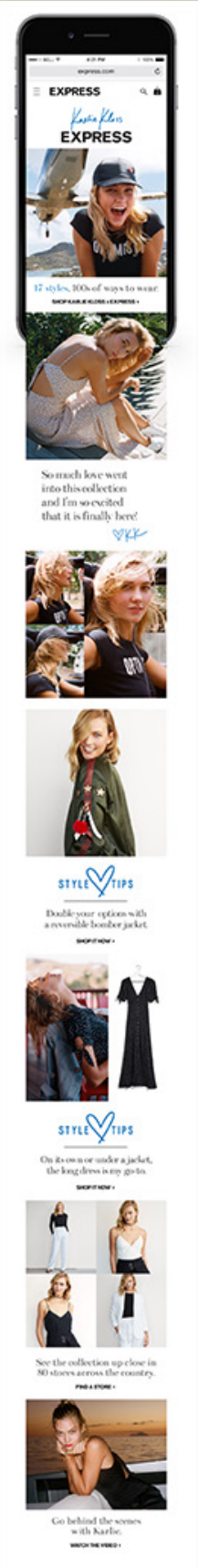


CAMPAIGNS

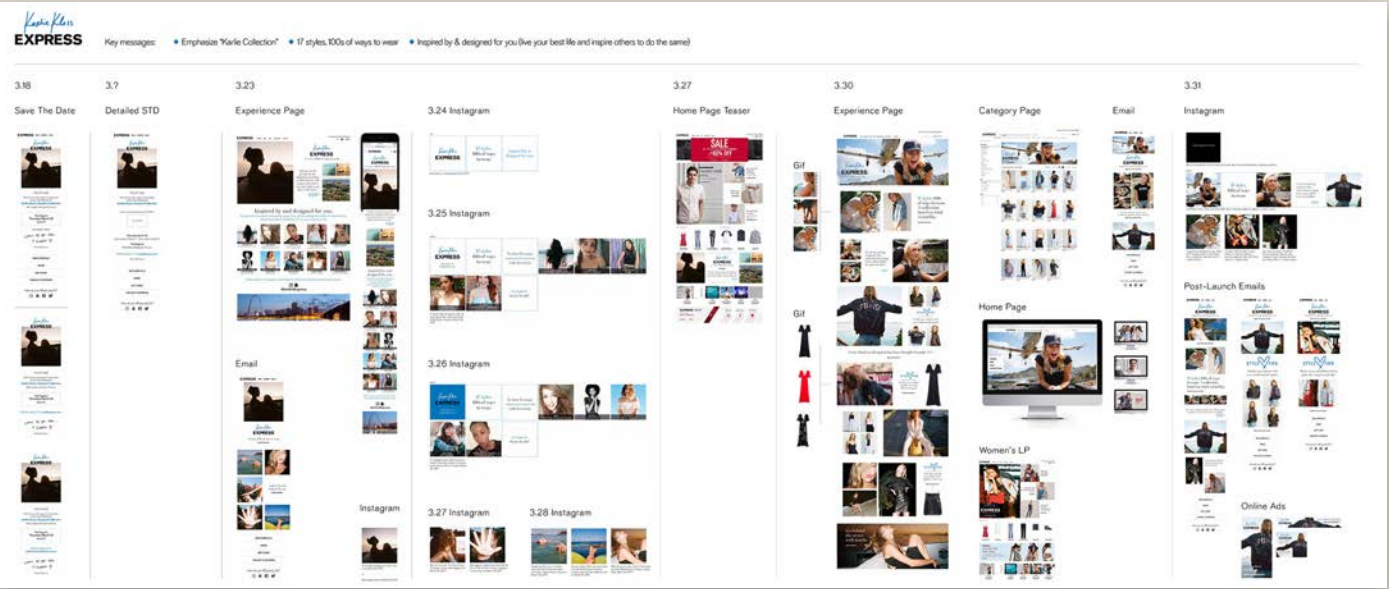
Omni-channel campaigns are some of my favorite projects to work on. They provide an opportunity to develop a fresh creative strategy, design beautiful engaging experiences, and use incoming data to optimize every touch point. Here are some of my most popular.

EXPRESS - KARLIE KLOSS PARTNERSHIP

In 2017 Express partnered with their favorite model, Karlie Kloss, to design and launch her own line of apparel. I designed the digital experience for this launch including a landing page, teaser & launch emails, social posts, and paid ads.

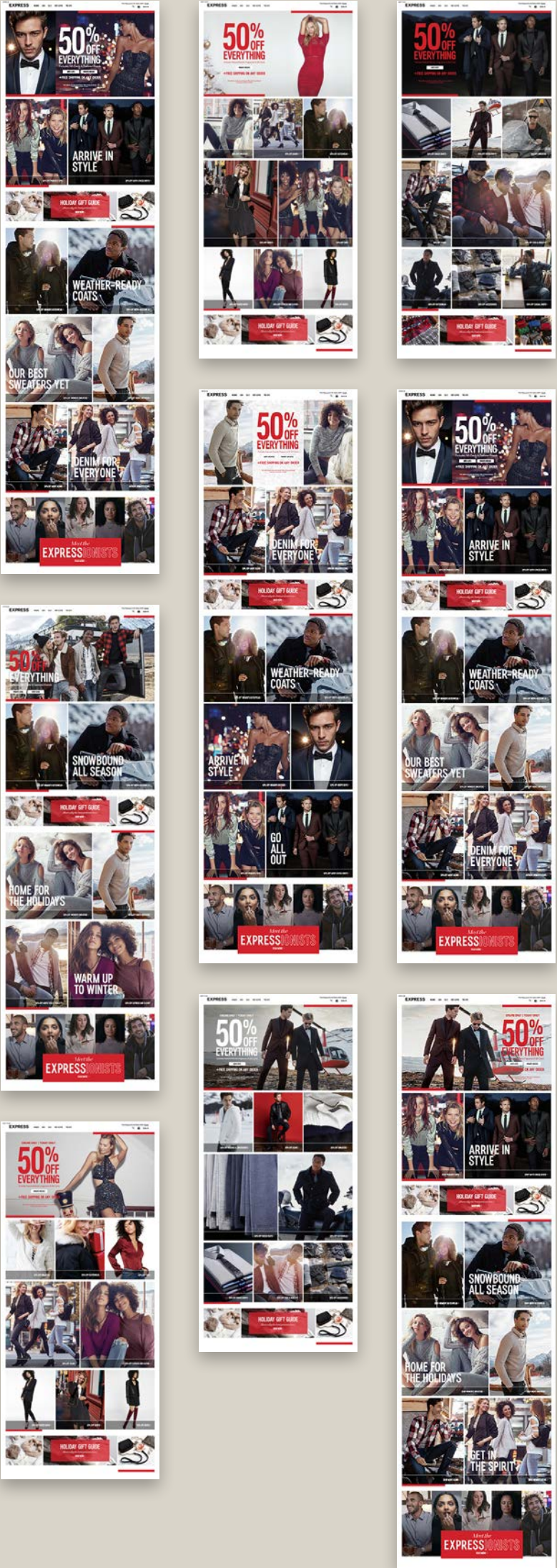
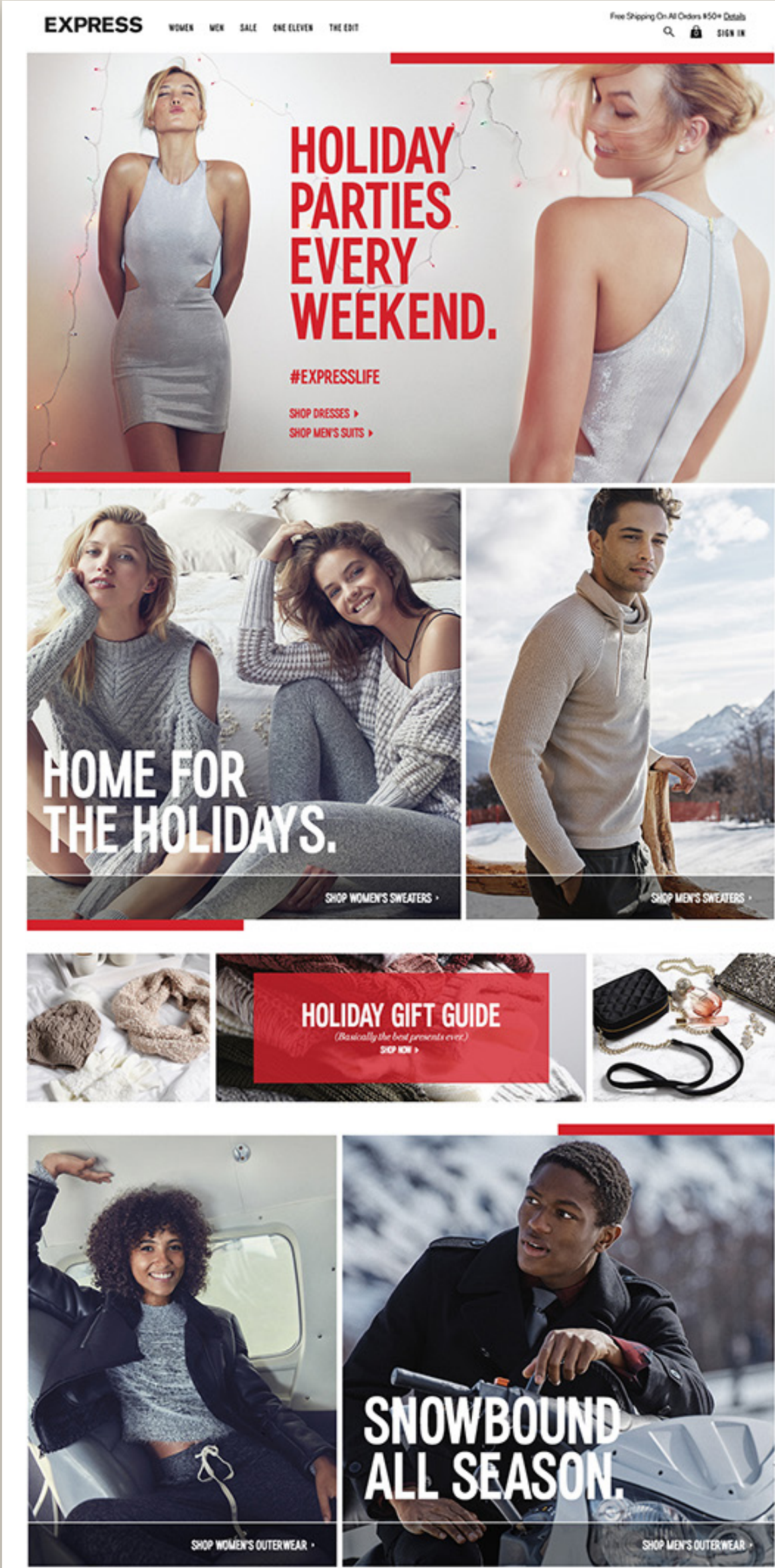
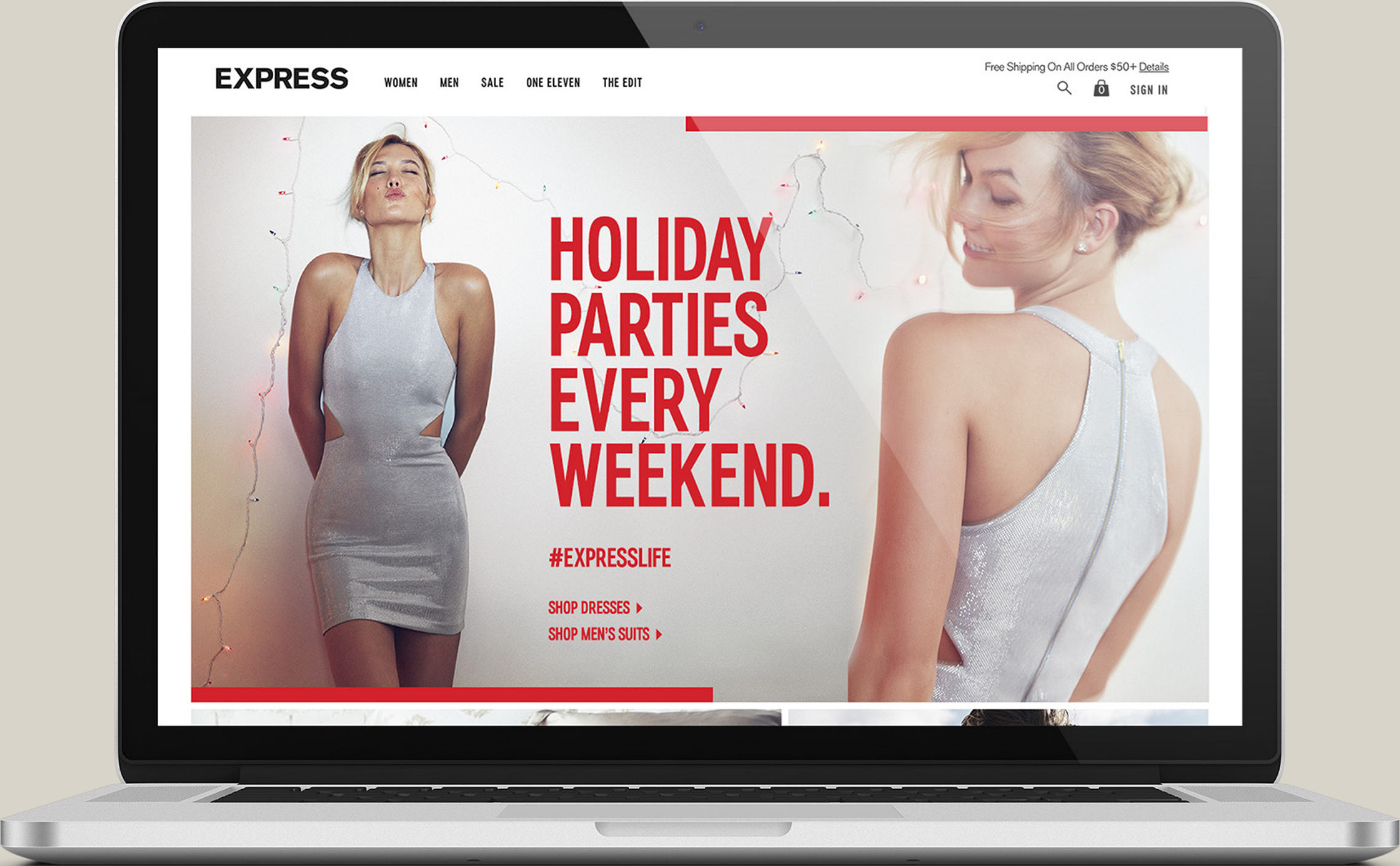


- ◀ LANDING PAGE (DESKTOP/MOBILE)
- ▼ ASSET LIST & LAUNCH CALENDAR



EXPRESS - HOLIDAY 2017

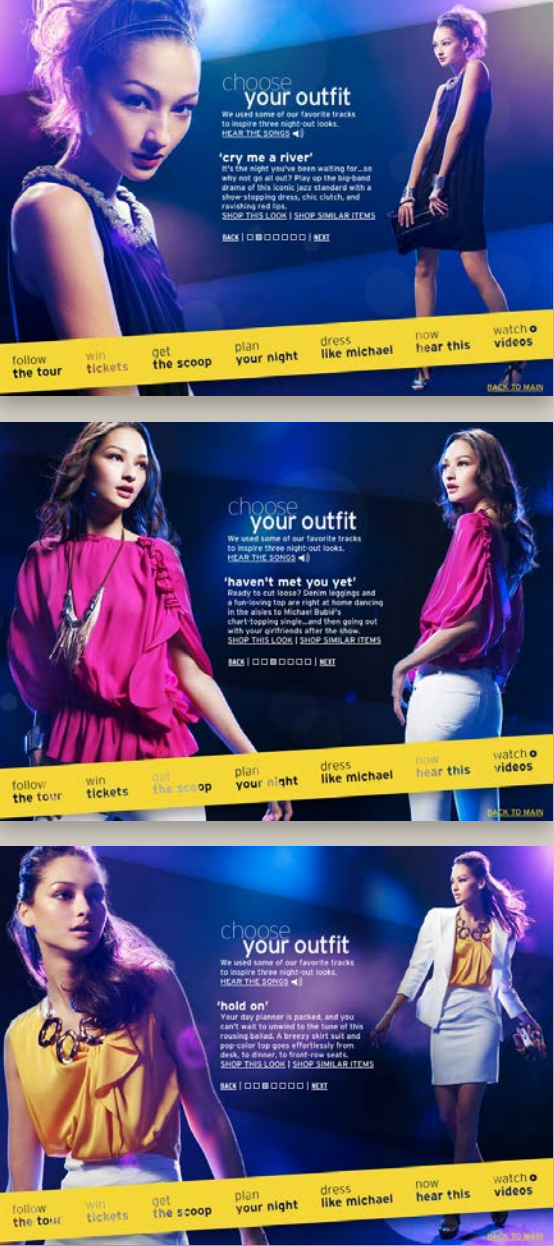
For the holiday season at Express, I designed a campaign optimized for multiple lifestyle segments. As the season progressed my team used this framework to design multiple options which allowed us to pivot quickly as the business read performance and adjusted our promo cadence.



- ▲ PROMOTIONAL CADENCE
- ◀ HOME PAGE LAUNCH

OMNI-CHANNEL CAMPAIGNS *(miscellaneous)*

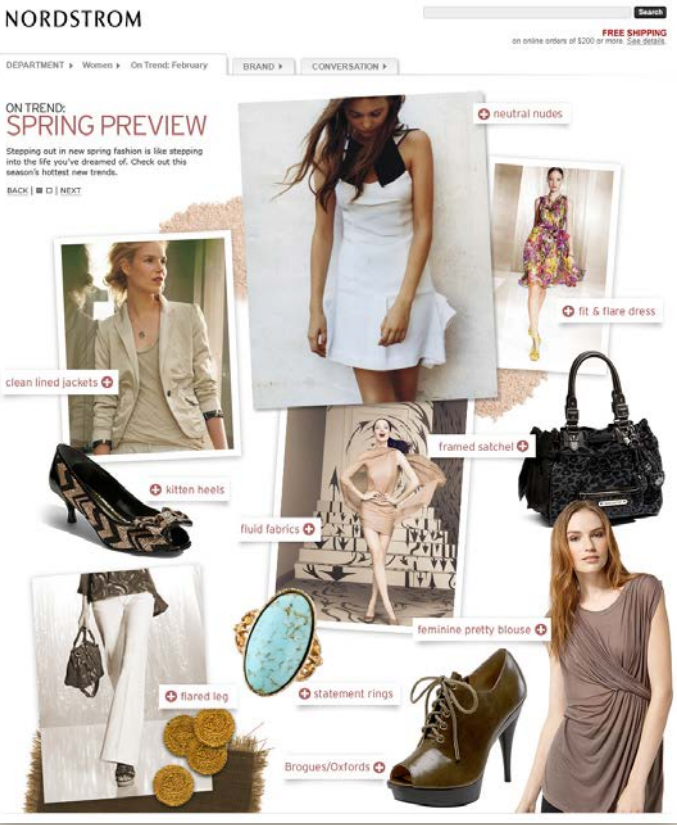
I've been designing omni-channel campaigns focused on performance since 2005. These are some quick samples of product launches, celebrity partnerships, and fun interactive experiences.



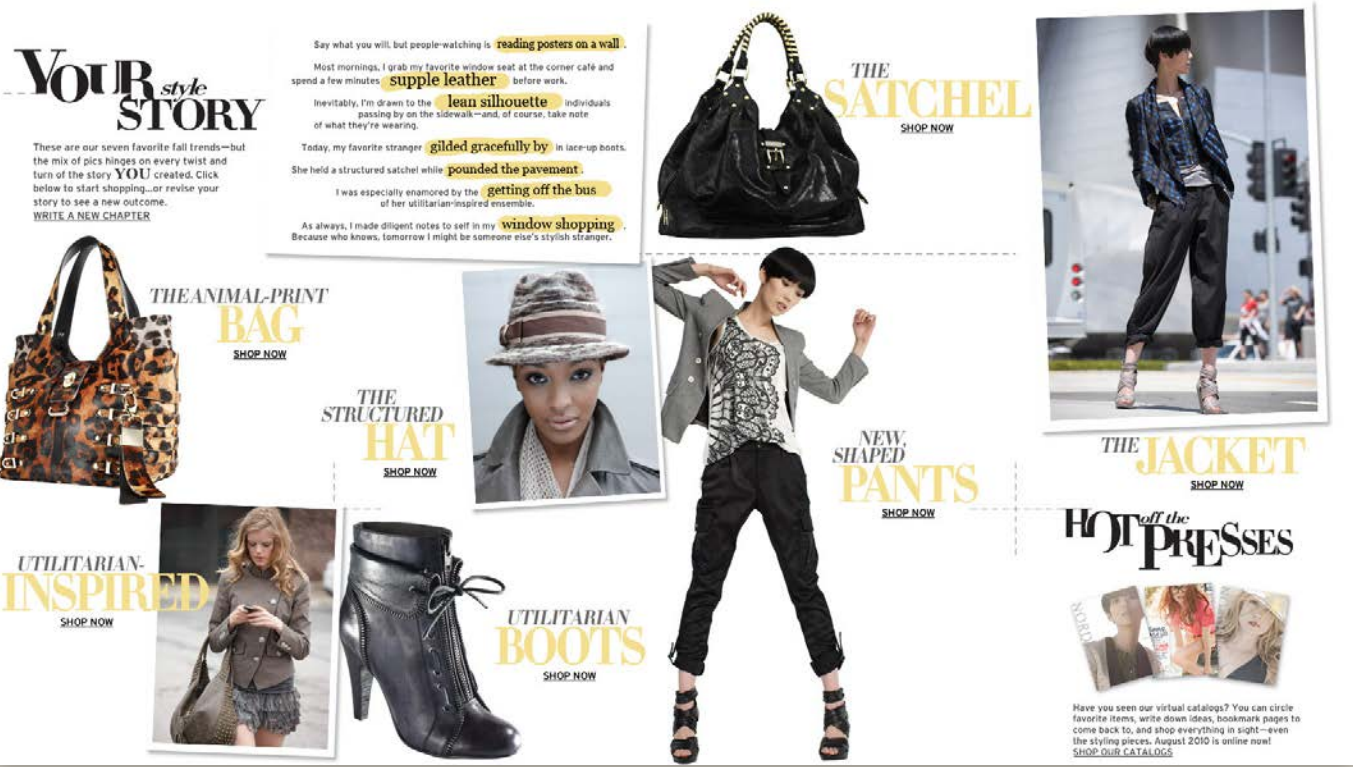
NORDSTROM + MICHAEL BUBLÉ



COLDWATER CREEK SWIM LAUNCH



NORDSTROM SPRING OUTFIT BUILDER *(concept & execution)*



—— *Thank You* ——

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