

## Hi, I'm Cale.

creative professional with experience in advertising, marketing, graphic design, creative direction, design management, web design, dot coms, mobile, start-ups, big companies, B2B, B2C, app design... well... a lot really.



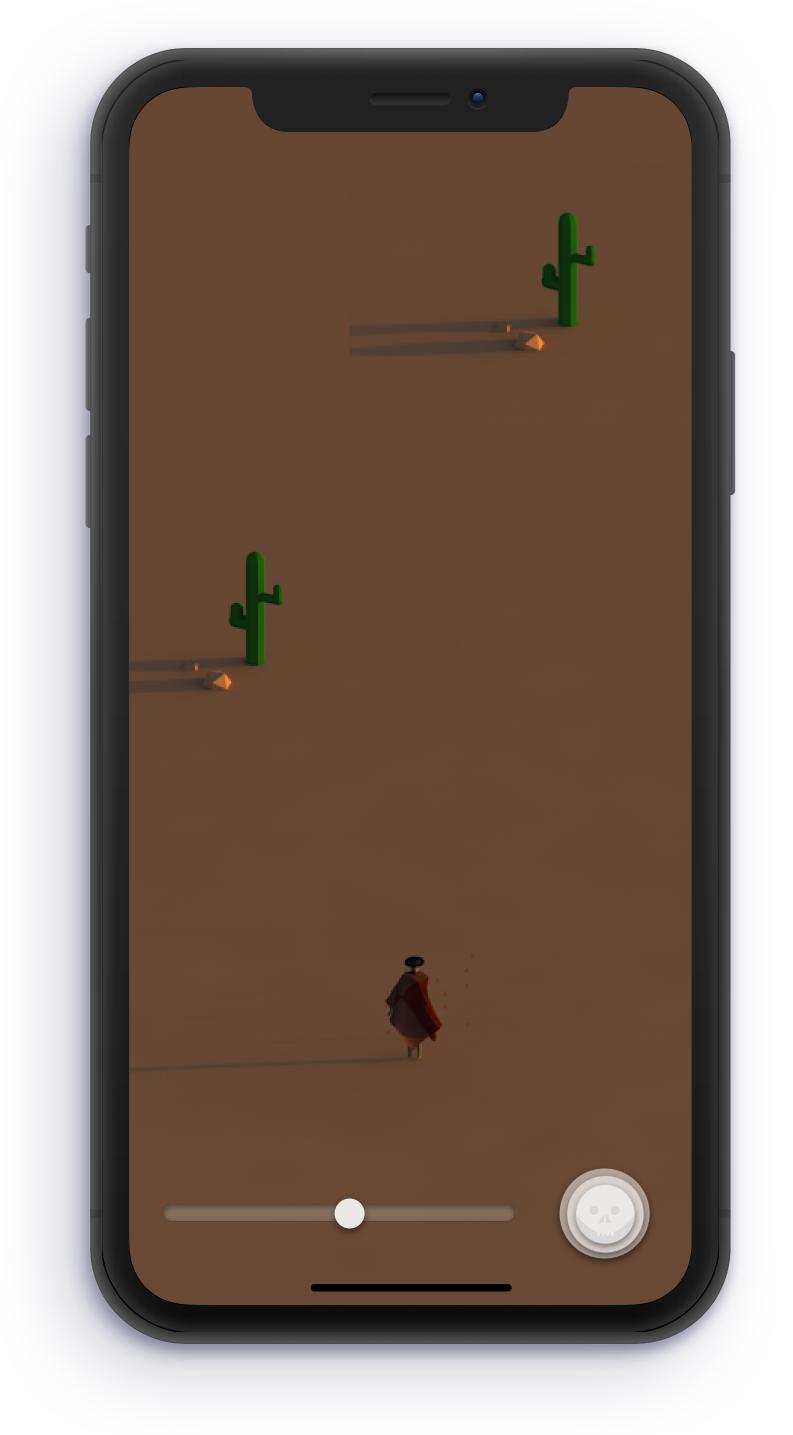






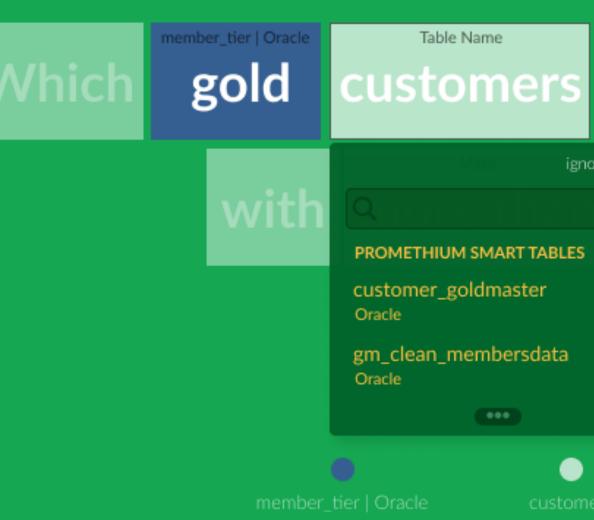








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We've found some good matches! Let's double-check the details and calculate your directions.

#### $\odot$ Feeling lucky?

Based on your selection, we might be able to complete the entire map automatically.

I FEEL IT

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#### Promethium

Product Design

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#### Personas (light weight)



#### Pain

- Wait times
- Little insight into data
- Source of truth

#### Gain

• Question Builder

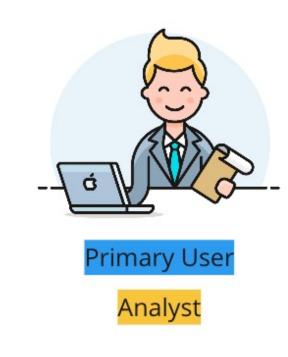


#### Pain

- Expense
- Wait times
- Urgent requests from above
- Specialized skills needs to access data

#### Gain

- Aproval workflow
- Question Builder



#### Pain

- Huge System Compliance guidelines
- Wait times • Little visibility into data

#### Gain

- Approval Workflow Question Builder • Data Map





#### Pain

- Huge System
- Complicated requests
- Compliance guidelines

#### Gain

- Approval workflow
- Directions
- Data Map



IT

#### Pain

- Huge System
- Very Complicated
- Requests from all departments
- Strict Security

#### Gain

- Easy Administration
- Easy Data Connections
- Simple Data Uploads



#### A. Colour Palette

One of the key elements of your branding.



#### B. Typography

H3 LARGE

Typo is big part of your designs. And here we are again, prepared for every situation. One hint for your at the end: Always care about readability and use line-height more than 140%.

Far far away, behind the word mountains, far from

Far far away, behind the word mountains, far from

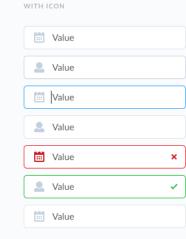
Far far away, behind the word mountains, far from the

Far far away, behind the word mountains, far from the

#### D. Inputs

Various inputs are available for your in the Symbols menu. Drag anything from Inputs, Textareas with various icons, resizers or cursors. If you don't fancy the "extra elements" feel free to just delete them from symbol setups! :)

TEXT INPUTS	
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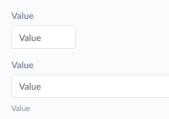
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#### TEXT INPUTS WITH LABELS

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Value



Everybody good? Plenty of slaves

for my robot colony? - Interstellar

Everybody good? Plenty of slaves

for my robot colony? - Interstellar

## Value Value Value Value Value Value

Everybody good? Plenty of slaves

for my robot colony? - Interstellar

Everybody good? Plenty of slaves

for my robot colony? - Interstellar

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Everybody good? Plenty of slaves

for my robot colony? - Interstellar

Item #1 Item # ×

Very Long Name Item

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Far far away, behind the word mountains, far from the countries Vokalia and Consonantia,

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there CAPTION

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated the

#### C. Paragraphs

Pairing examples of typefaces. Hint: Always aim for nice whitespace

H1 / BODY / CAPTION

#### Mankind was born on Earth.

Maybe it means something more - something we can't yet understand. Maybe it's some evidence, some artifact of a higher dimension that we can't consciously perceive. I'm drawn across the universe to someone I haven't seen in a decade, who I know is probably dead. Love is the one thing we're capable of perceiving that transcends dimensions of time and space.

H2 / BODY

20PX

#### You don't believe we went to the Moon?

20PX We've always defined ourselves by the ability to overcome the impossible. And we count these moments. These moments when we dare to aim higher, to break barriers, to reach for the stars, to make the unknown known.

reasure, Don; but it's been telling us to leave for a while now.

H3 / BODY / TINY

#### Everybody good? Plenty of slaves for my robot colony?

Never made one of these while you were still responding because I was so mad at you for leaving. And when you went quiet, it seemed like I should live with that decision, and I have. But today's my birthday. And it's a special one, because you told me... 16PX

Terms & Conditions apply in some of the cases.

#### E. Buttons

Buttons with ready to use Normal, Hover, Clicked, Loading and Disabled states. All for you to easily understand the magic of "States" layers within the symbols.



#### F. Selects & Dropdowns

Predefined Select buttons with various options such as icons, avatars. Again, in all possible states.

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#### G. Dropdown Dialogs

And even dropdowns, ready for rounded corners as well. Just take the base layer from here if you want to use it!

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#### H. Checkboxes / Radio / Toggles

This package comes with Checkboxes, Radio and Toggle Buttons. Easily managable throught nested symbols to give you a the flexibility.

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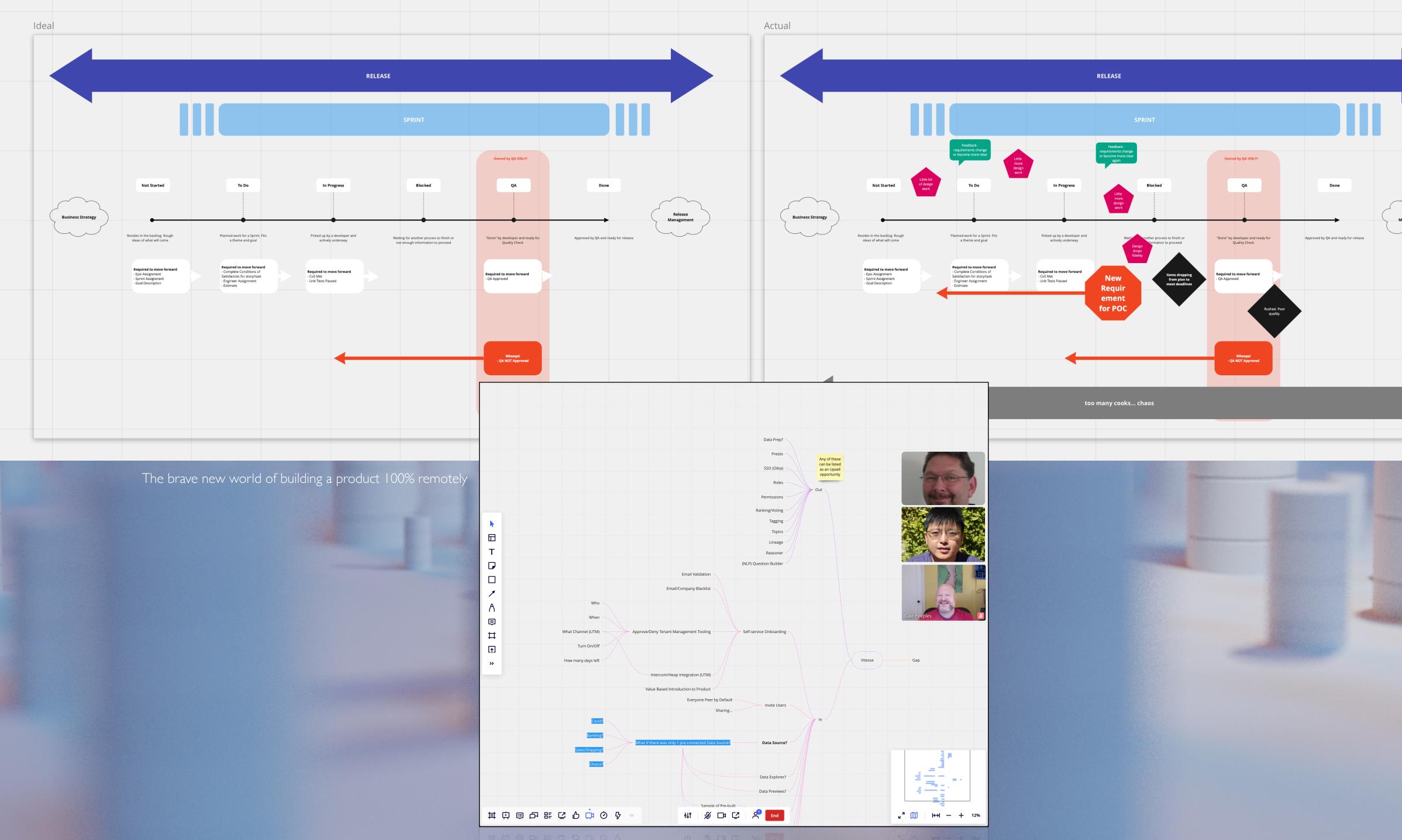
#### I. Others

Oh I see, you wanna go all in with your dashboard. But we are prepared for that as well. Think about success notifications, tooltips or even 4 types of pagination!

SOCIAL BUTTONS



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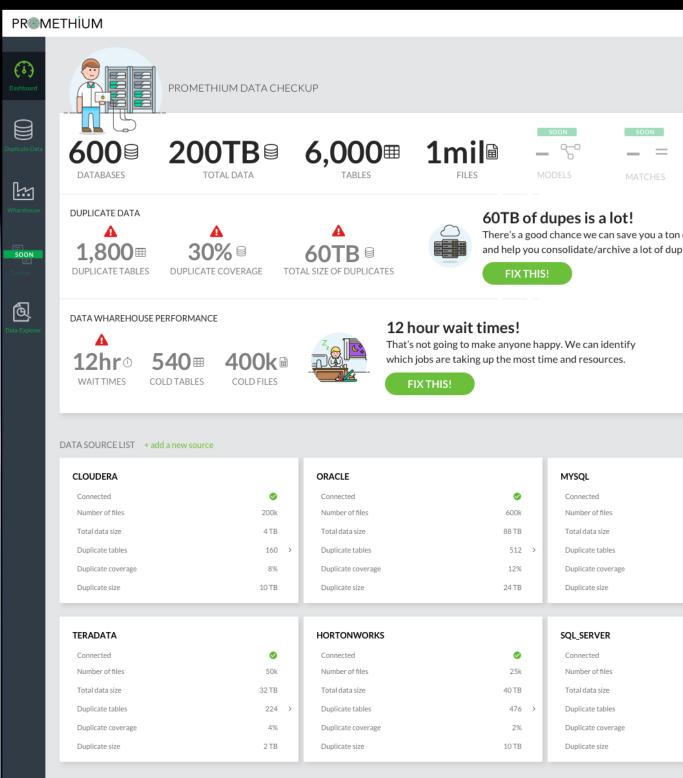


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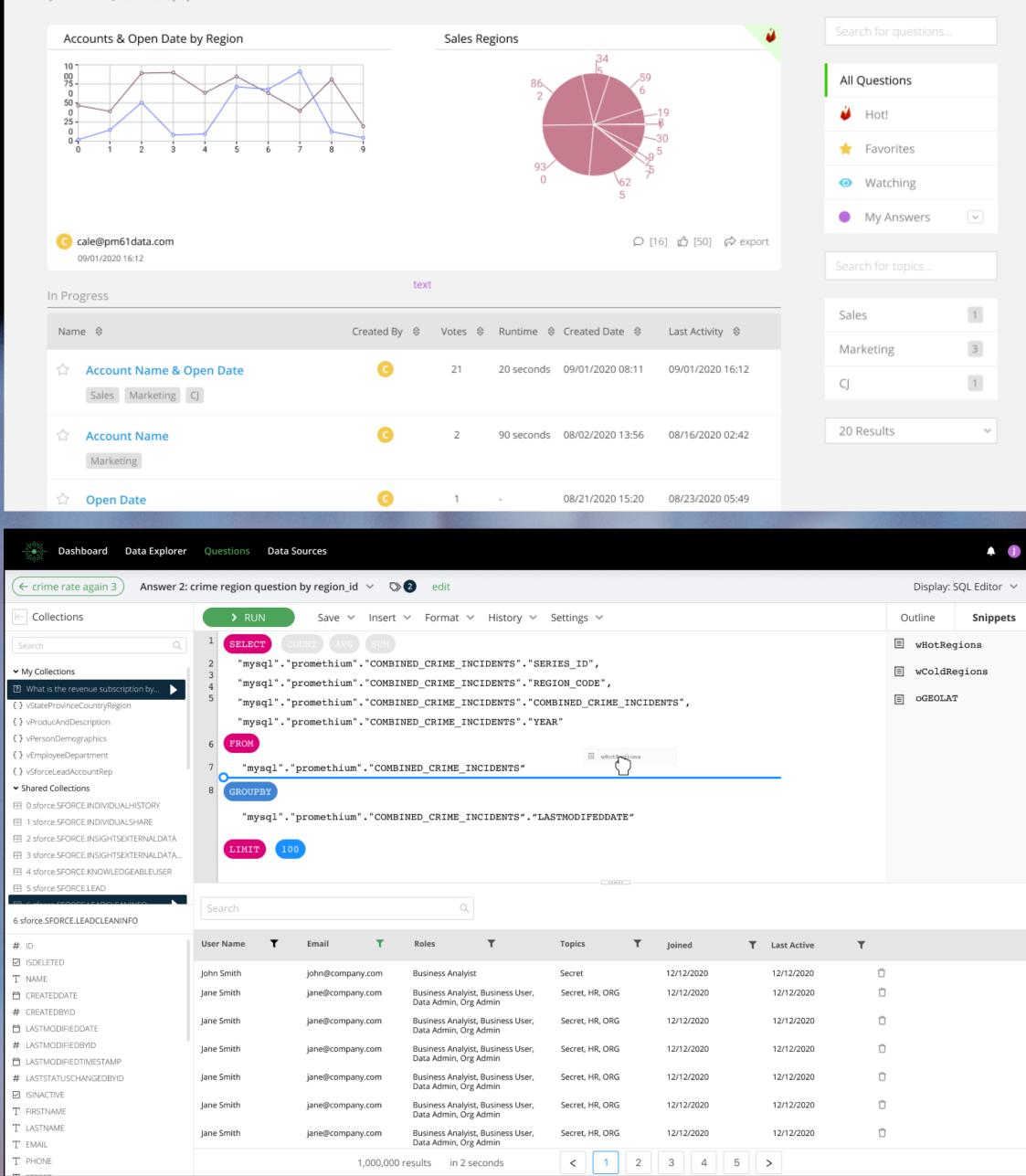


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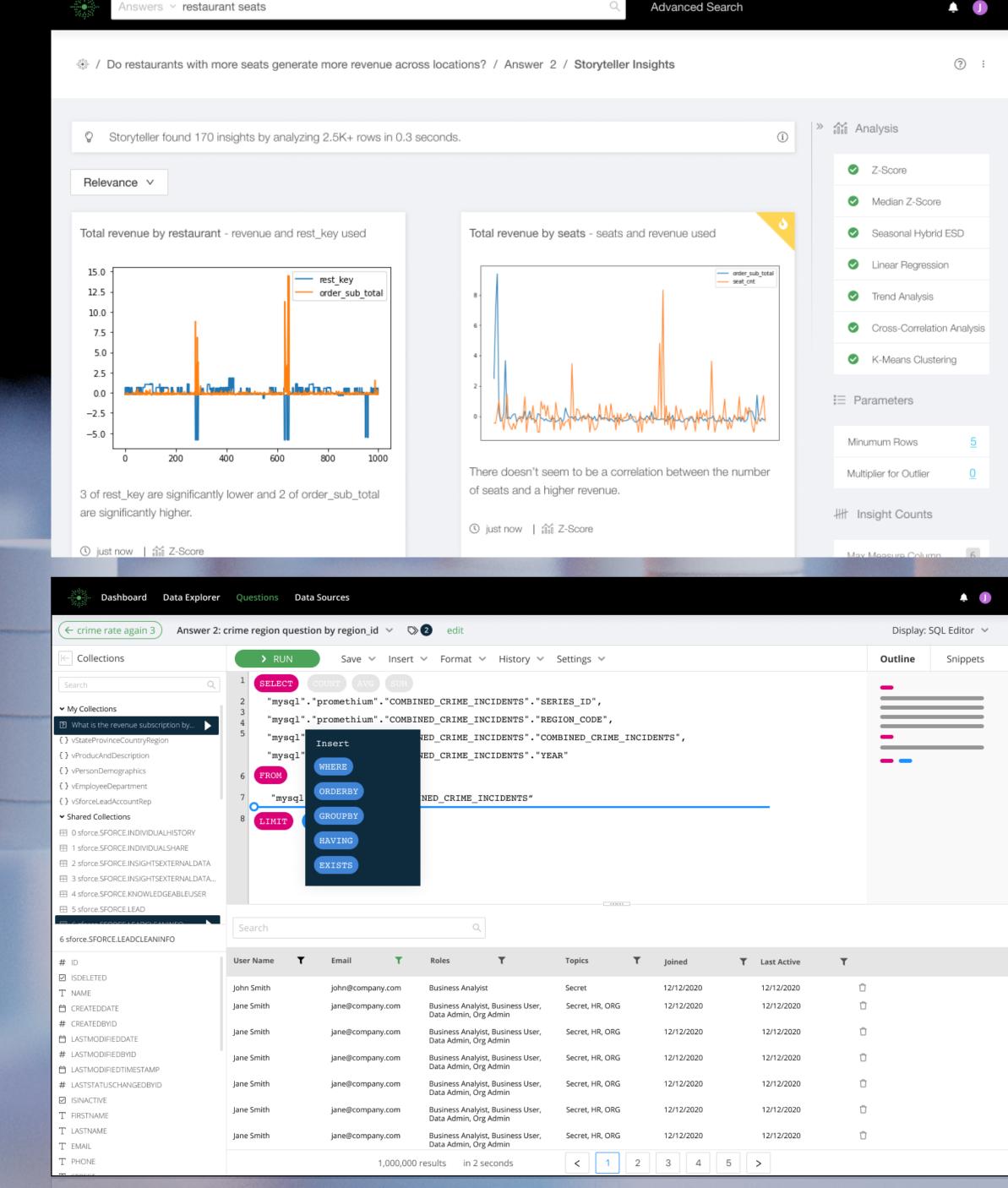
☆ Probably the best question ever asked in the promethium application
Sales Marketing CJ + add topic

🌲 🂠 🕕 John Smith

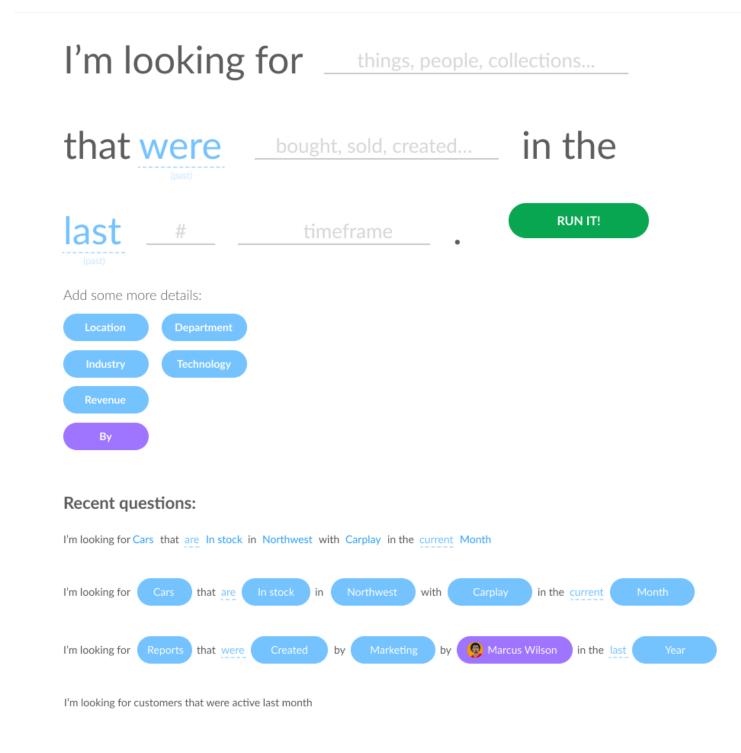
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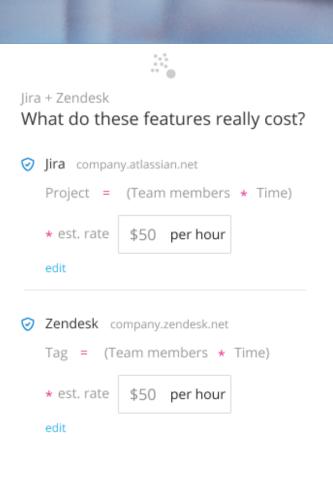
Advanced Search

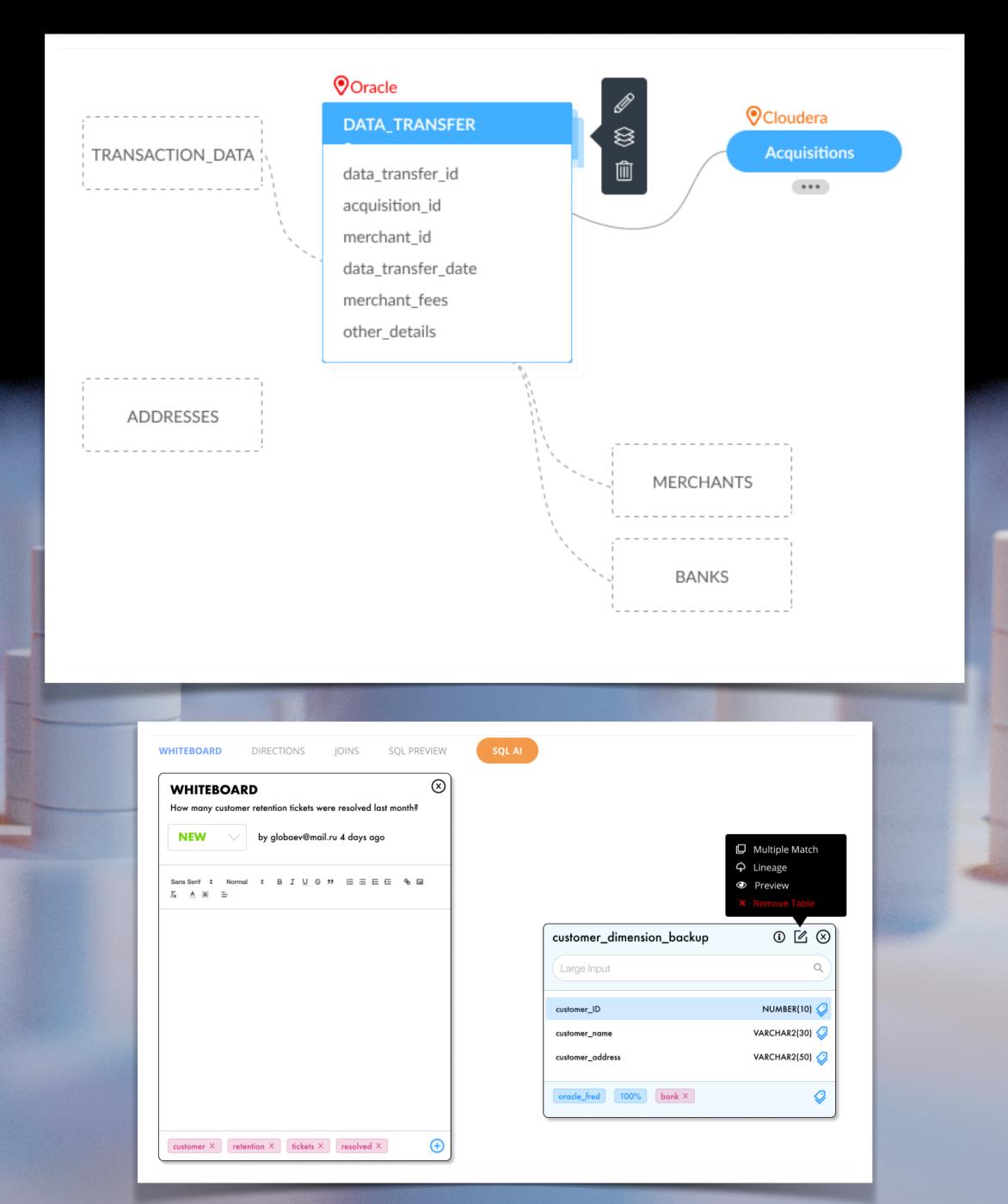


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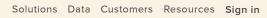




## Neverstring

**EverString (acquired by Zoominfo)** Sr. Director User Experience







Receive a FREE customized intent assesment

FREE INTENT ASSESMENT

#### Target accounts

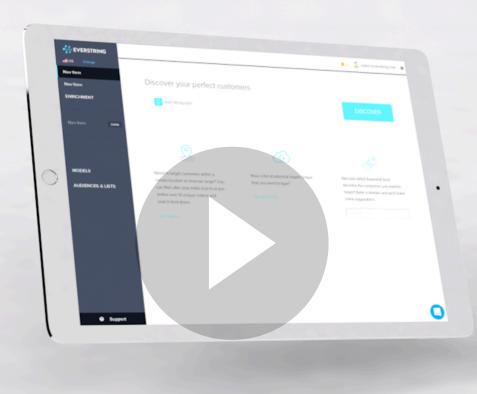
**EverString** helps marketing and operations teams identify **target accounts and prospects** in-market.

#### Deep sales intelligence

**EverString** integrates with any sales CRM to **streamline** your team's entire sales cycles

#### Direct API access

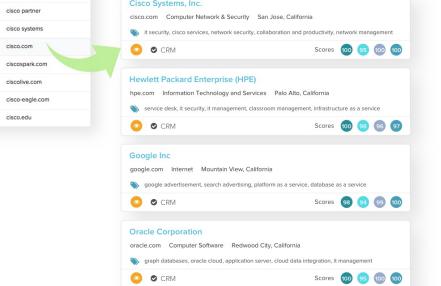
Everstring API gives access to our data cloud, AI, and machine learning components as a micro services



cisco		SEARCH	
Keyword	cisco training		
	cisco networking		
	cisco unified communications		
	cisco partner	Cisco Systems, Inc. cisco.com Computer Network & Security	San Jose. California
	cisco systems		collaboration and productivity, network management
Domain	cisco.com	💿 🧿 CRM	Scores 100 95 100 10
	ciscospark.com		

#### More accounts, just like your customers

Search for companies by **domains**, **keywords** or **firmographic criteria** and add them to your CRM or create **predictive models** using closed-won deals to build ABM lists in minutes, not weeks.



closed-won deals to build ABM lists in minutes, not weeks.

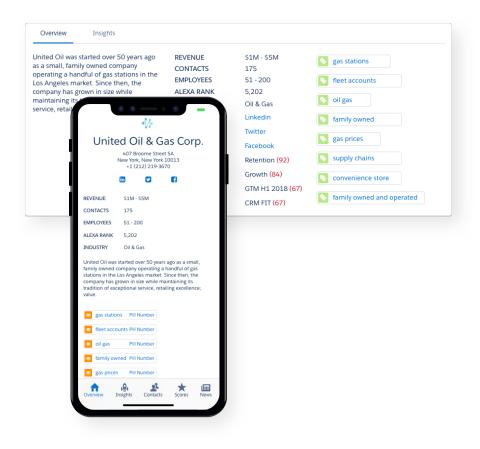
#### Fit Score + Intent = High Quality Accounts

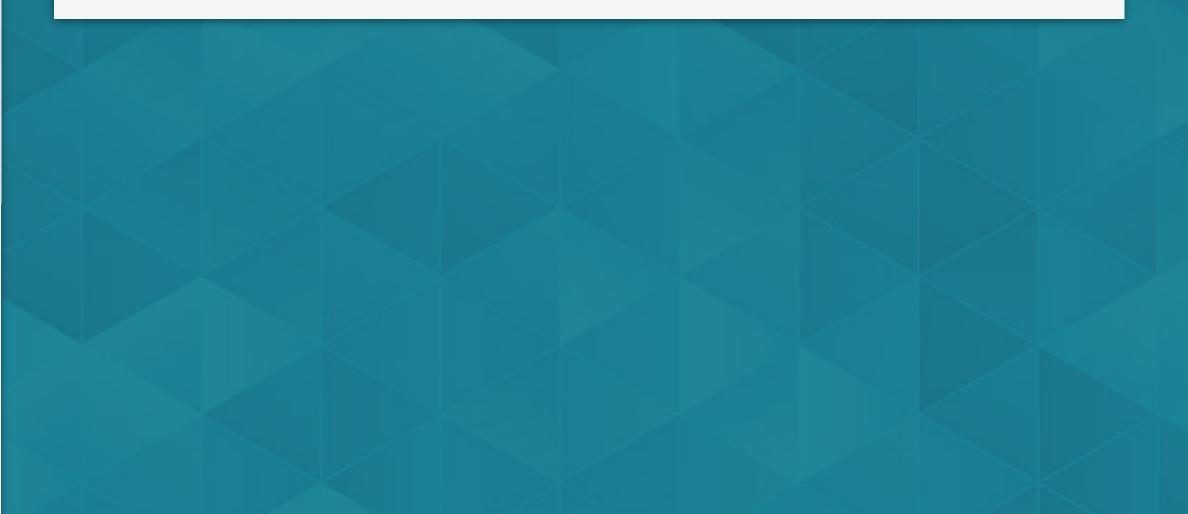
Run reports in your CRM with EverString's custom **Fit Score** and **Intent** fields and you have a powerful and **actionable** list of **high-fit accounts** who are actively in market for your product.

#### Surface the insights you need to start a conversation

View **company details**, **technographics**, and other insights without ever leaving your CRM.

Search and filter contacts by: **Senority**, **Department**, and **Title** so you can tailor your conversations to the right person.





#### EVERSTRING F.I.R.E.

### FIT INTENT RELATIONSHIP ENGAGEMENT

#### **GET STARTED**

#### $\mathbf{C}$ Intent: Topics

- ?
- Predictive scoring
- ? account-based marketing
- 🤉 demand generation
- predictive marketing
- ? marketing and sales sales and marketing
- 🮅 sales development
- sales intelligence
  - sales prospecting



#### $\mathbf{C}$ Fit

? Upload

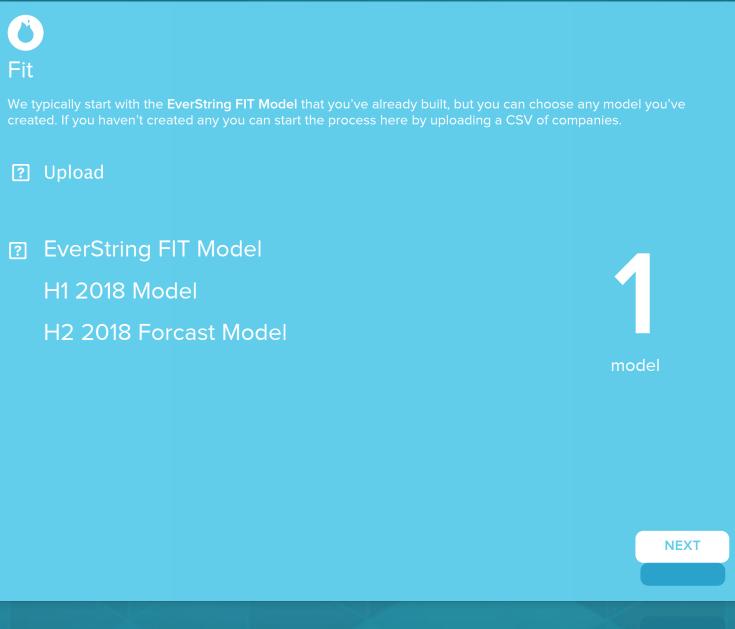
 EverString FIT Model H1 2018 Model H2 2018 Forcast Model

#### $\mathbf{C}$ Intent: Groups

#### COMPETITORS

••

#### **UNAMED GROUP 1**



#### $\mathbf{C}$

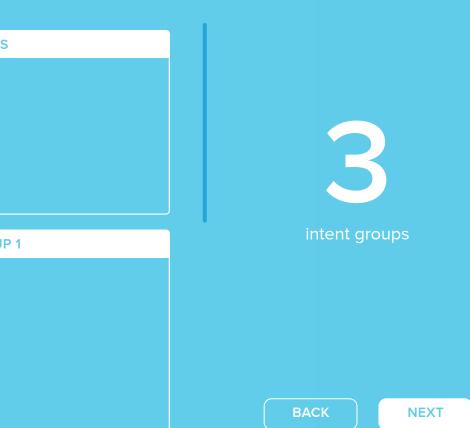
#### Intent: Competitors

#### ?

- ? Infer, Inc
- ? Minitgo
- ? Lattice Engines Inc
- ? Leadspace
- Radius intelligence Inc
  - DiscoverOrg
  - Act-On Software
  - Marketbridge Corp
  - Flind Inc



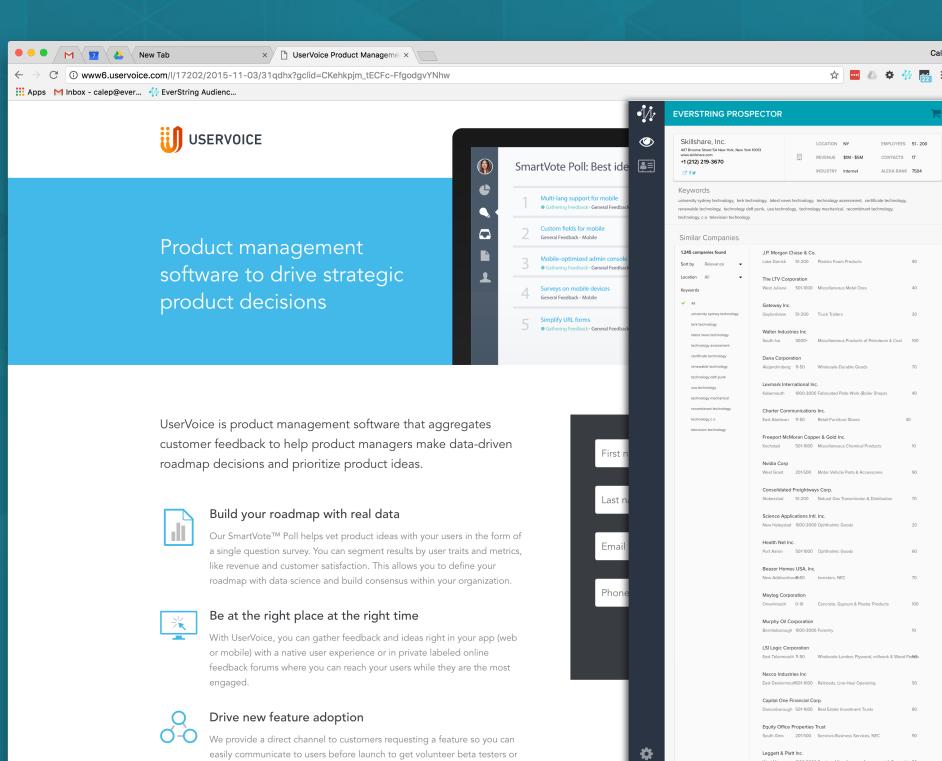




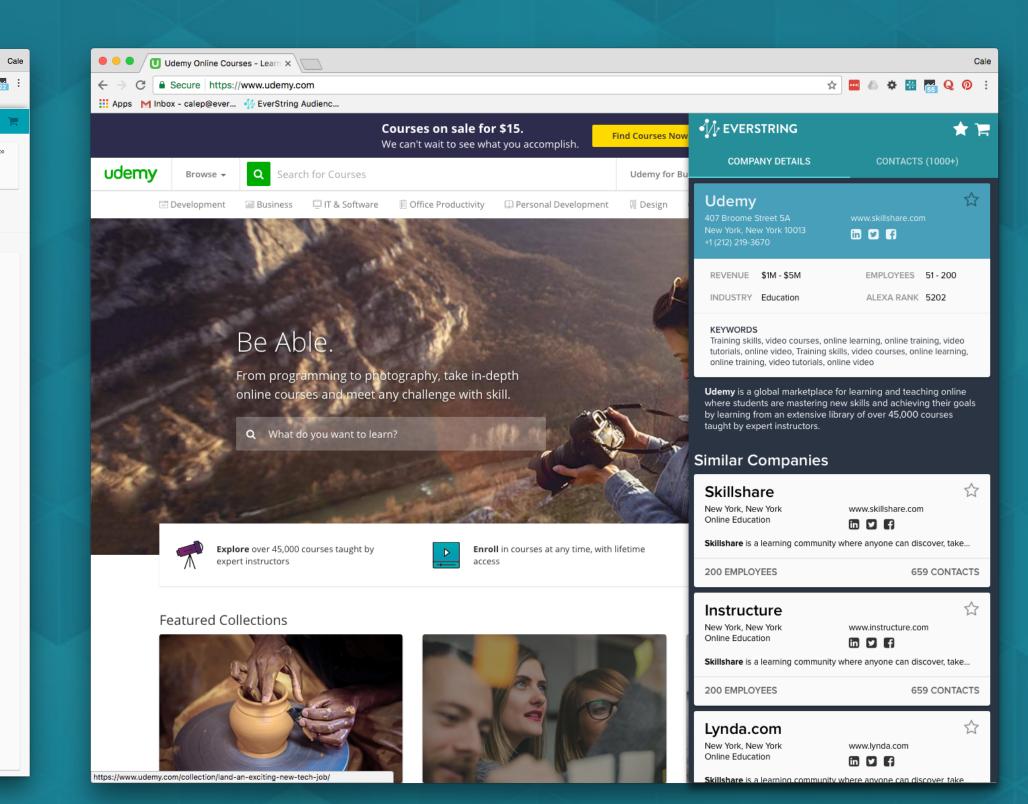


NEXT

• 🕼 EVERSTRING		🧣 name@everstring.com 💠	•		
DISCOVER SCORING	everstring.com *       evernote.com *       everywhere.com *       everything.com *         We found 27,292 companies using 3 Companies , 0 Filters , 0 Exclusion List(s) , and model CRM Fit.         SORT BY:       CRM MODEL: High to low ~	ever-clip.com × Q	Q DISCOVER		
PERFORMANCE SOON MODELS AUDIENCES & LISTS	Full Circle Insights Full Circle Insights products give marketers full response lifecycle management solutions, ensure every deal is attributed to the right campaign so you can get accurate ROI, and answers all your marketing questions in one	2 Companies 2 have surging topics SAVE TO AUDIENCE			
Create your FIRST audience	fullcircleinsights.com       100-200 Employees       Computer Software       Mountain View CA	SAVE TO EXCLUSION LIST   PUBLISH	DATA	Company name 🗢	Indus Sugar
	Full Circle CRM, Inc. Full Circle Insights provides Salesforce users a complete Marketing Performance Management solution that answers all of their marketing questions in one place and helps drive more revenue from every campaign with fullcirclecrm.com 100-200 Employees Computer Software Mountain View CA Spredictive scoring, predictive sale, lead scoring, sale intelligence, growth company		되 MODELS AUDIENCES & LISTS	UST Inc Zale Corporation USFreighways Corporation	Whole: Retail-, Retail-,
	Compile Inc.			Integrated Electrical Services Inc. Pantry Inc	Retail-I Aircraf
	The next-gen in company intelligence. Compile delivers deep insights on businesses that matter. Move beyond static firmographics and experience data that actually gives you a lift. Power you analytics with richer, more compile.com 100-200 Employees Computer Software Mountain View CA  predictive scoring, predictive sale, lead scoring, sale intelligence, growth company			Aon Corporation	Motors
	CRM Scores 92 65 50 50			Amerada Hess Corporation St. Paul Cos.	Partitic Motor
	Metadata.io Audience Network This audience network channel features our partner outreach campaigns using amplified target marketing to reach their most valued clients.			Alaska Air Group, Inc.	Functio
Support	metadata.io         100-200 Employees         Computer Software         Mountain View CA           Specificitive scoring, predictive sale, lead scoring, sale intelligence, growth company	Q		Gillette Company	Knit Ou



30 days left in your free tr	ial. Upgrade.		Welcome!	mark@supersdr.com	•]/]• EVERSTRING								🤤 name	@everstring.com 🏟
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ry 🗢	Size ≑	Locations 🗢	Revenue ≑	Country 🗢 🛛 …	Create your FIRST audience		Full Circle CRM, Inc.	92	٢	46	Mountain View		Computer Software	06/06/2017
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ale-Motor Vehicle Supplies & New Parts	51-200	2					SalesPredict	92	0	30	Mountain View		Computer Software	06/06/2017
pparel & Accessory Stores	11-50	3	\$2M - 5M	Anguilla			Mintigo	92	0	125	Mountain View		Marketing and Advertising	06/06/2017
uto Dealers & Gasoline Stations	201-500	4	\$1m -2m	Swaziland			Radius Intelligence Inc.	92	0	125	Mountain View		Internet	06/06/2017
Pepartment Stores	51-200	5	\$700k - 1M	French Guiana			InsideView, Inc	92	0	350	Mountain View		Computer Software	06/06/2017
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	201-500	0	\$2M - 5M	Indonesia			Infer, Inc.	92	٢	125	Mountain View		Services Computer Software	06/06/2017
& Generators	3000+	7	\$2M - 5M	Wallis and Futuna			Full Circle Insights	92	0	30	Mountain View		Computer Software	06/06/2017
aneous Chemical Products	1000-3000	8	\$2M - 5M	Romania			Full Circle CRM, Inc.	92	0	46	Mountain View		Computer Software	06/06/2017
ns, Shelvg, Lockers, & office & Store Fixtures	501-1000	9					Compile Inc.	92		30	Mountain View		Information Technology and	06/06/2017
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/ehicles & Passenger Car Bodies	1000-3000	10	\$300 - 700k	Myanmar			SalesPredict	92		30	Mountain View		Computer Software	06/06/2017
ns Related To Depository Banking, NEC	1000-3000	11	\$10M+	Christmas Island			Mintigo	92		125	Mountain View		Marketing and Advertising	06/06/2017
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terwear Mills	0-10	13			<ul><li>Support</li></ul>		InsideView, Inc	92	<u> </u>	350	Mountain View		Computer Software	06/06/201



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	+	
0.000		Import Docs Inspect Snippets
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Cher Lords		<pre># Import file ''v6 PDP Screen 6s" (sizes and positions are scaled 1:1.5) #akataby = Eramon Importer load("imported/u6 PDP Screen 6001 Ex")</pre>
1.11.11.1		<pre>#sketch = Framer.Importer.load("<u>imported/v6 PDP Screen 6s@1.5x</u>") # Import file "v6 PDP Screen" (circa and positions are scaled 1:2)</pre>
KALLANA N		<pre># Import file ''v6 PDP Screen'' (sizes and positions are scaled 1:2) sketch = Framer.Importer.load("imported/v6 PDP Screen 6s@2x")</pre>
MAN 18		sketch - Framer.importer.ioad ( <u>imported/vorPDF'screen/osezz</u> )
A TANKA OK		artboardWidth = 750
MALTER DE S		Framer.Device.contentScale = (Screen.width / artboardWidth)
6111-111		
MANN		<pre>Screen.backgroundColor = "FFF"</pre>
In Wall		
WWWWW		#scrolly bits
arren and		<pre>scroll = ScrollComponent.wrap(sketch.Mobile_PDP_Customizer)</pre>
610000		scroll.scrollHorizontal = false
1.4.15		
10.424440		<pre>scroll.scrollPoint = (</pre>
111111		→ x: 0, y: 150)
11/1/1/10		
		<pre>sketch.PDP_Shirts.visible = false</pre>
813 WBN		<pre>sketch.Discolsure.visible = false</pre>
11915		
1438460		<pre>sketch.btn_Customize.x = Align.center</pre>
13111220		<pre>sketch.btn_Customize.y = 1000</pre>
1.11/1		
an a		#·Set-up·PageComponent
		<pre>shirtPage = new PageComponent</pre>
020841		- width: 700
A SAL		- height: 700
1.6.7.6.16		x: Align.center
M N Nobi		→ <b>y:</b> 440
12102.0		- #scrollVertical: false
Maple 16		<pre>- #contentInset: {top: 32, right: 32}</pre>
SALEN		<pre>superLayer: scroll.content</pre>
<b>WRUND</b>		index: 6
11.0121 8:00		

#### shirtPage.scrollVertical = false

# Variable that adjusts the amount of cards

allShirtIndicators = []

amount = 5

myShirtArray = ["ShirtComp\_A.png", "ShirtComp\_A.png", "ShirtFront\_A.png", "ShirtBack.png", "ShirtLeftSlv.png", "ShirtRightSlv.png"]

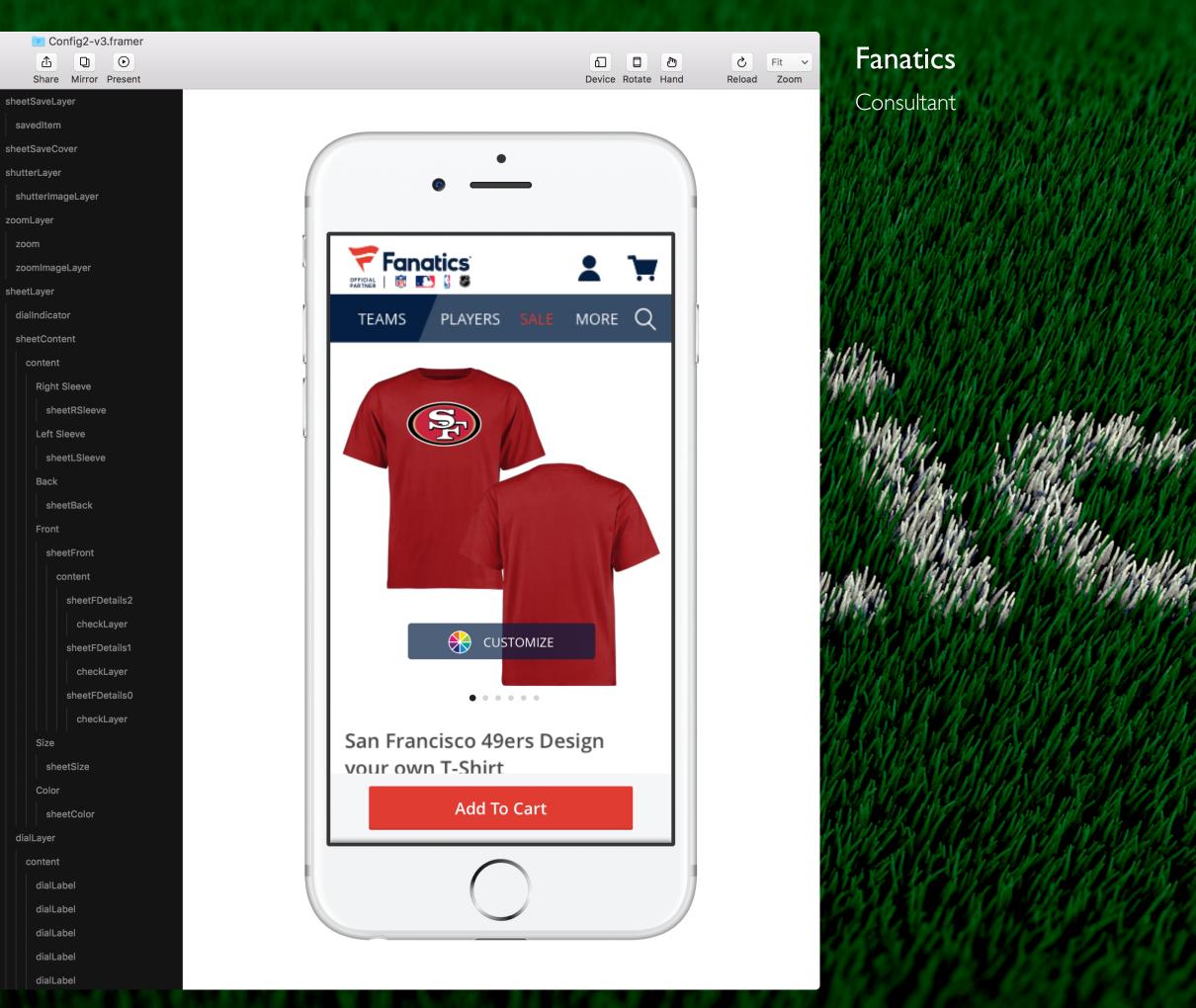
# Create and style the ca

for i in [0..amount]

card = new Layer

backgroundColor: "#fff"

• No Errors 842ms





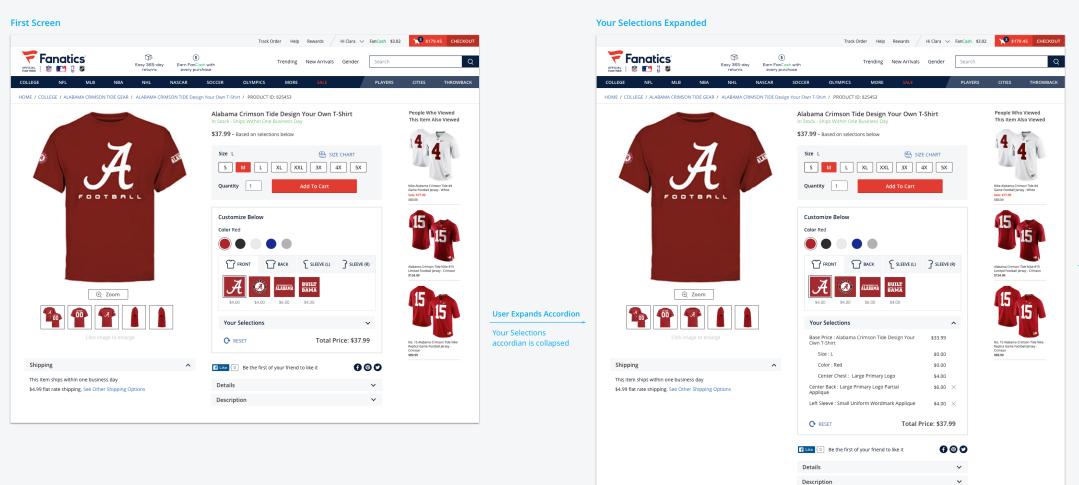
Project: Configurator Desktop Screens **Fanatics** Designer: Sylvina Pod: 20

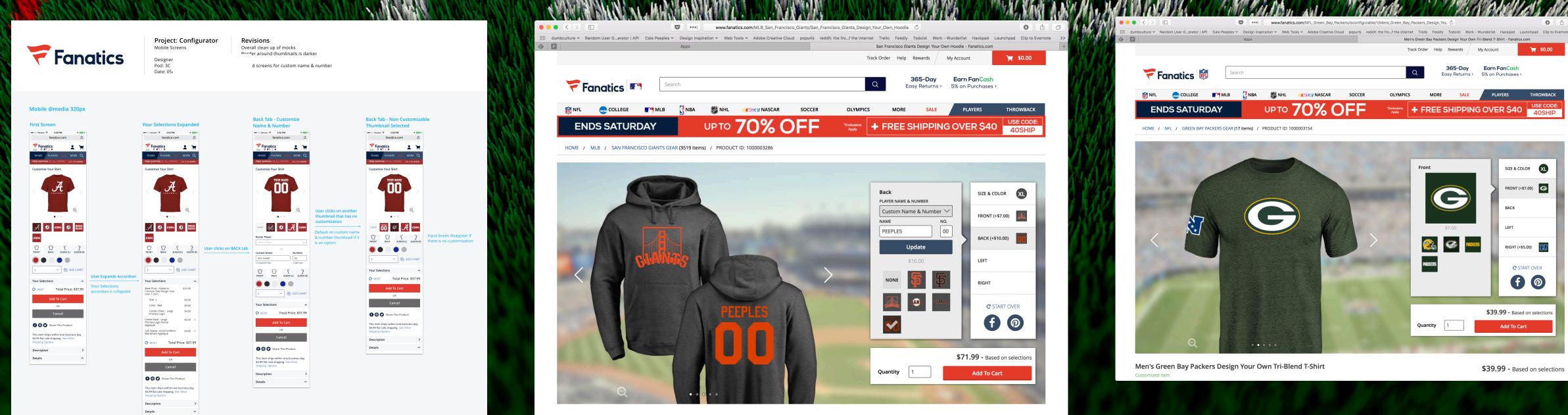
Date:

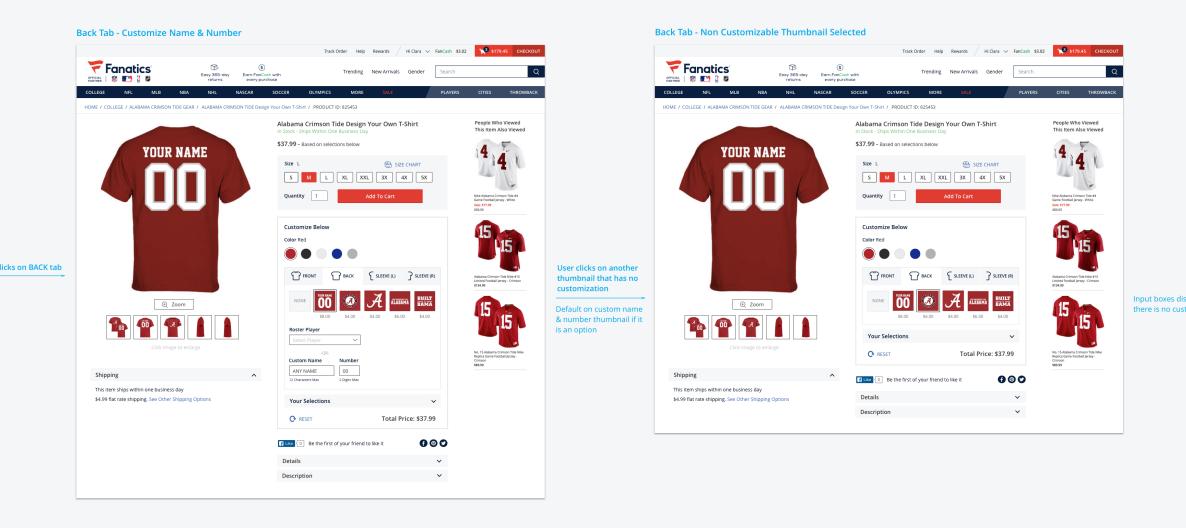
Revisions Overall clean up of mocks Border around thumbnails is darker

Added screens for custom name & number

#### Desktop @media 1366px







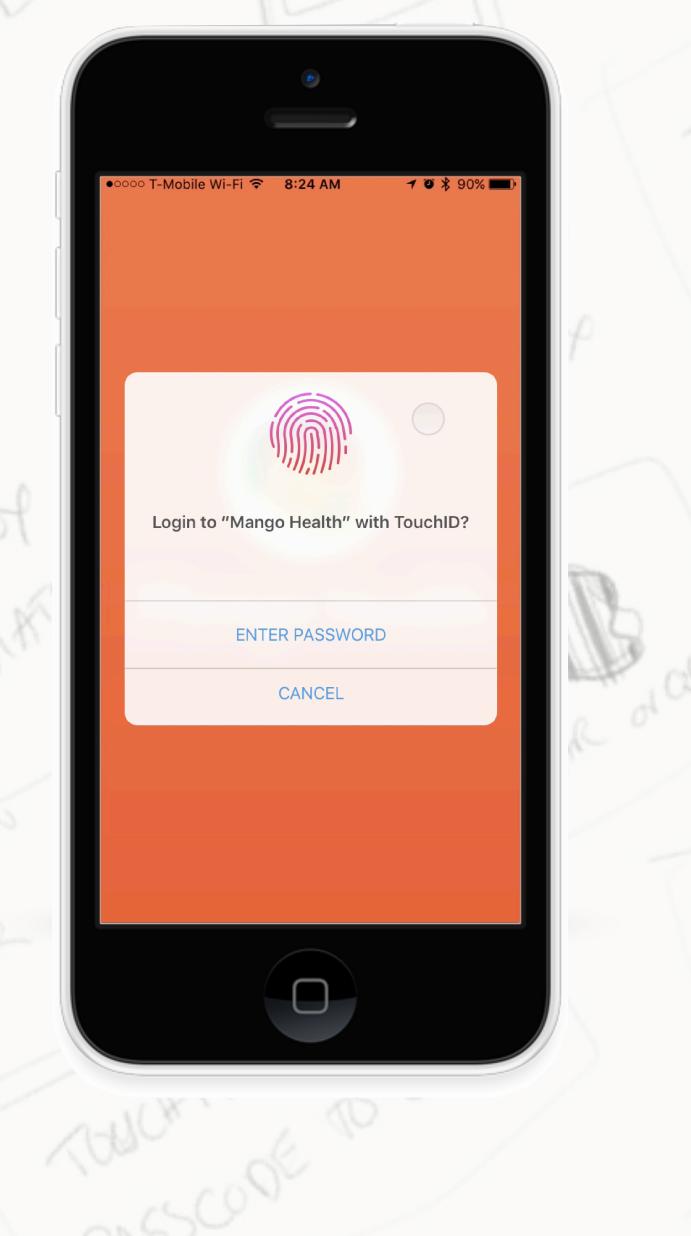
**\$71.99 -** Based on selections





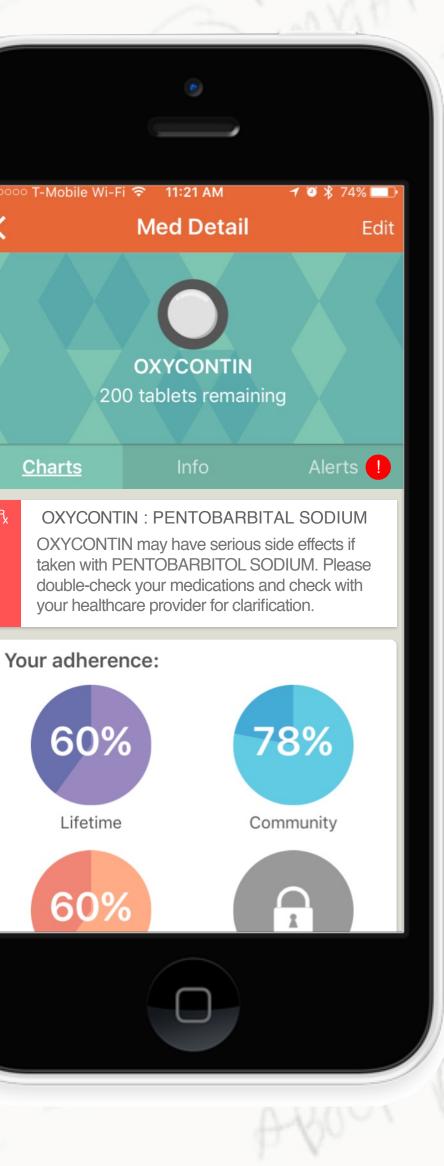
## Mango Health

Consultant

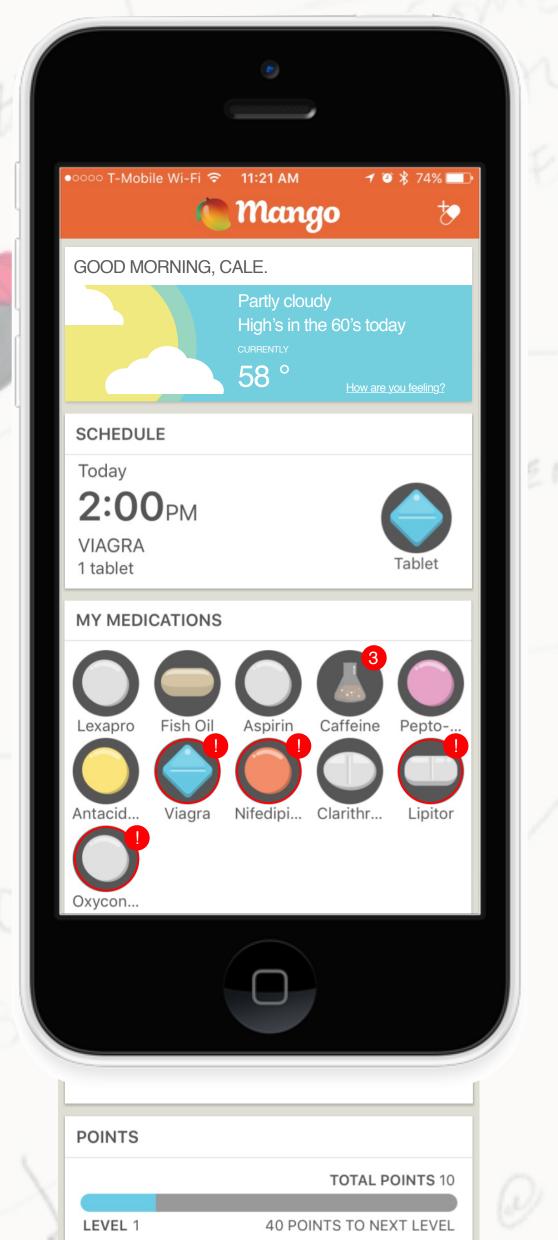


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XV



2 WHY HERE



DROID



23

#### Grand Rounds Health

Head of Design



#### Welcome to Grand Rounds, Mark.

Even if you're active and healthy, you should still have access to the best healthcare. That's why we're here.

We're Grand Rounds and we're here to help.

< Learn more about Martin's story.

#### Here are some great ways to get started with Grand Rounds.

Find a new primary care doctor
Find a new pediatrician
Find a specialist to see in-person
Evaluate a medication regiment
Evaluate the option of surgury



Need to talk to a doctor right now?

If you'd like to speak with one of our Staff Physicians, schedule a video chat or phone call now.

SCHEDULE A CALL OR CHAT

Not sure what you need? Tell us how we can help you, Mark?

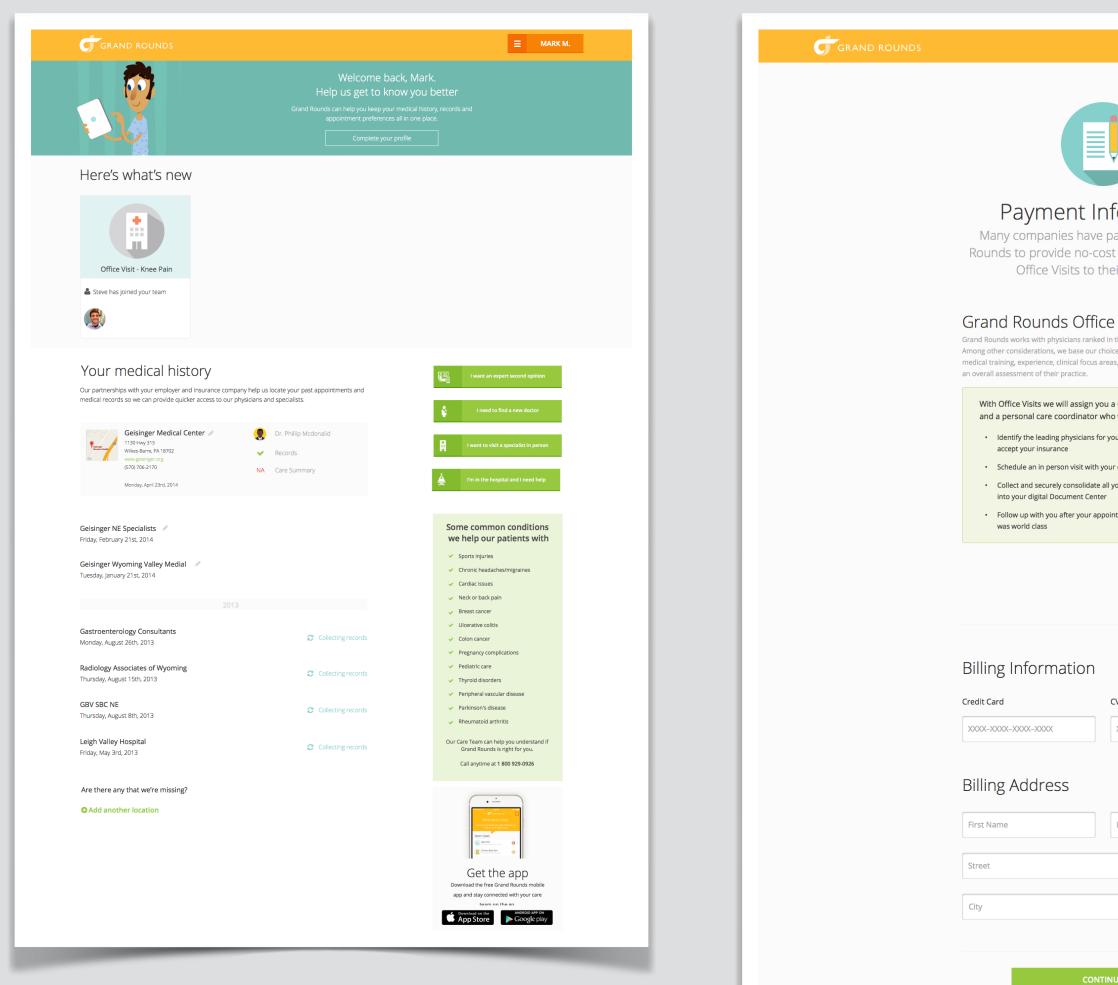
Find a doctor for

Mark (me)

 $\mathbf{\nabla}$ 

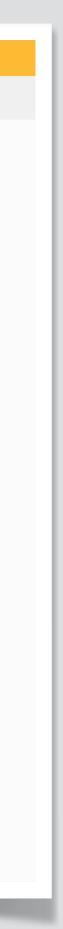
GET STARTED

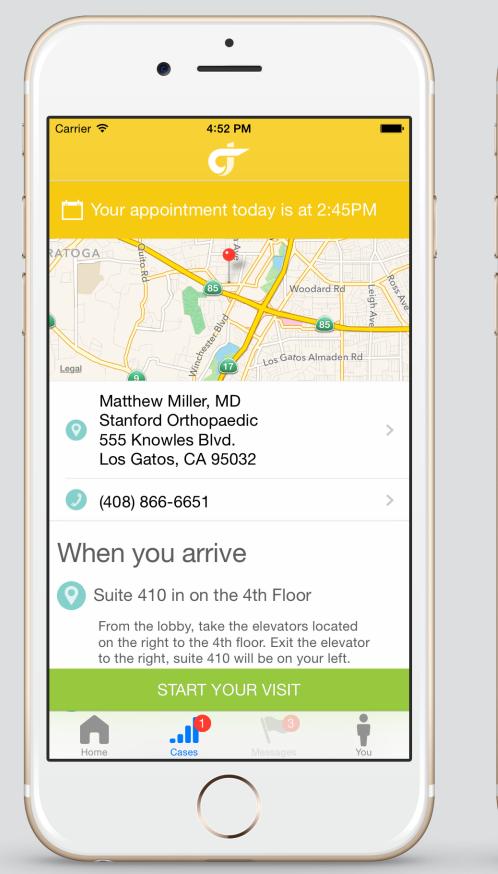


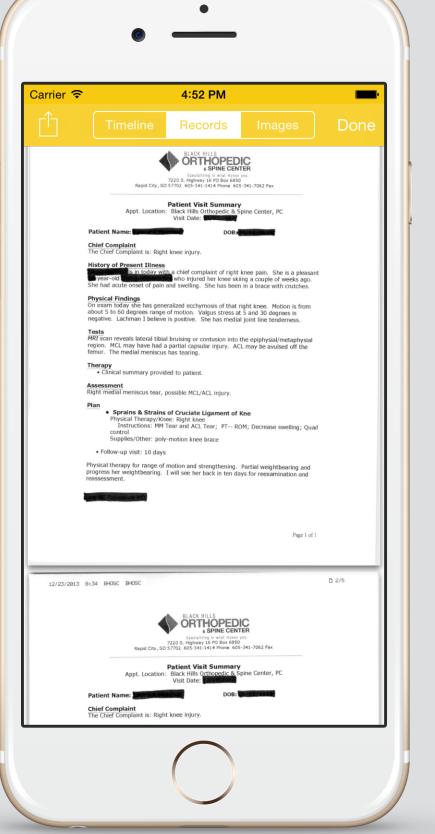


© Grand Rounds, Inc. 2013–2015

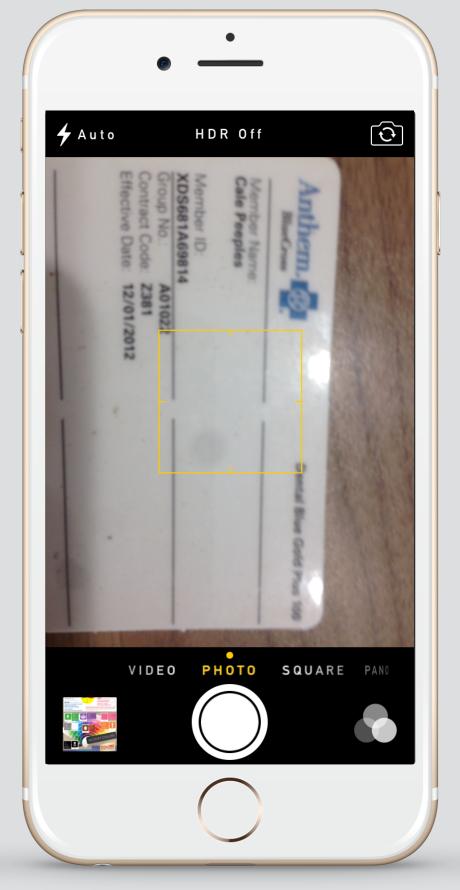
GRAND ROUNDS		
Appointment	1 Messages	Medical Documents
Dease call your Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Rounds Care Coordinator at (800) 929-0926 if yourOur Grand Care Coordinator at (800) 929-0926 if yourOur Grand Attract CourceOur Cource Care Coordinator at (800) 929-0926 if yourOur Cource Care Cource Cource Care Care Care Care Care Care Care Car	r, $MDuse he specializes in sportse knee. He is well trained tothat be necessary.nia, San Francisco, School of MedicineMedical Center$	t Appointment Dec 4th 2:45PM PST Add to Calendar   Reschedule Location UCSF Medical Center 400 Parnassus Ave, San Francisco, CA 4.4 miles away
<ul> <li>Diagona de la desta des</li></ul>	Your Staff Physician has preparvisit. Print and bring to your view of the constraint	nk I need Total Knee Replacemer o, when? ne different treatment options o TKR), and which is best for me? Id I expect in the short and long poest protect my joints to stay
© Grand Rounds, Inc. 2013–2015	Terms of Service	Privacy Policy Patient Support (800) 929–09

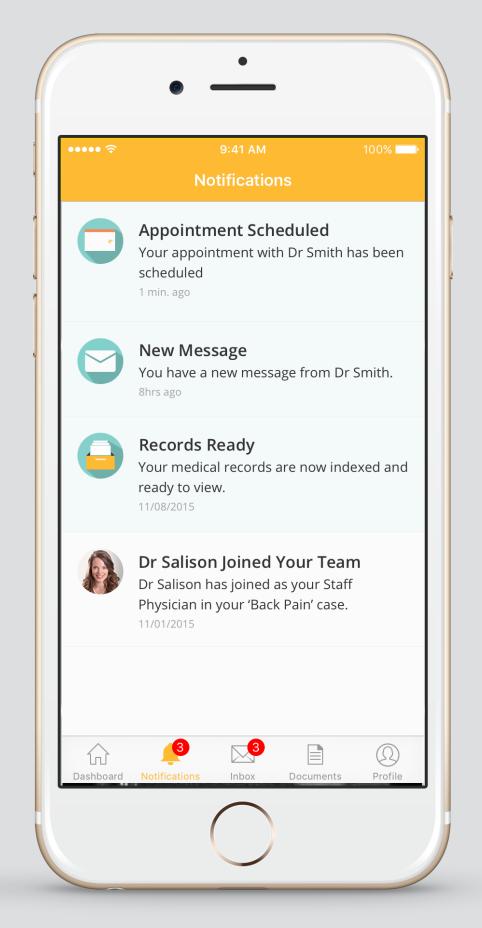


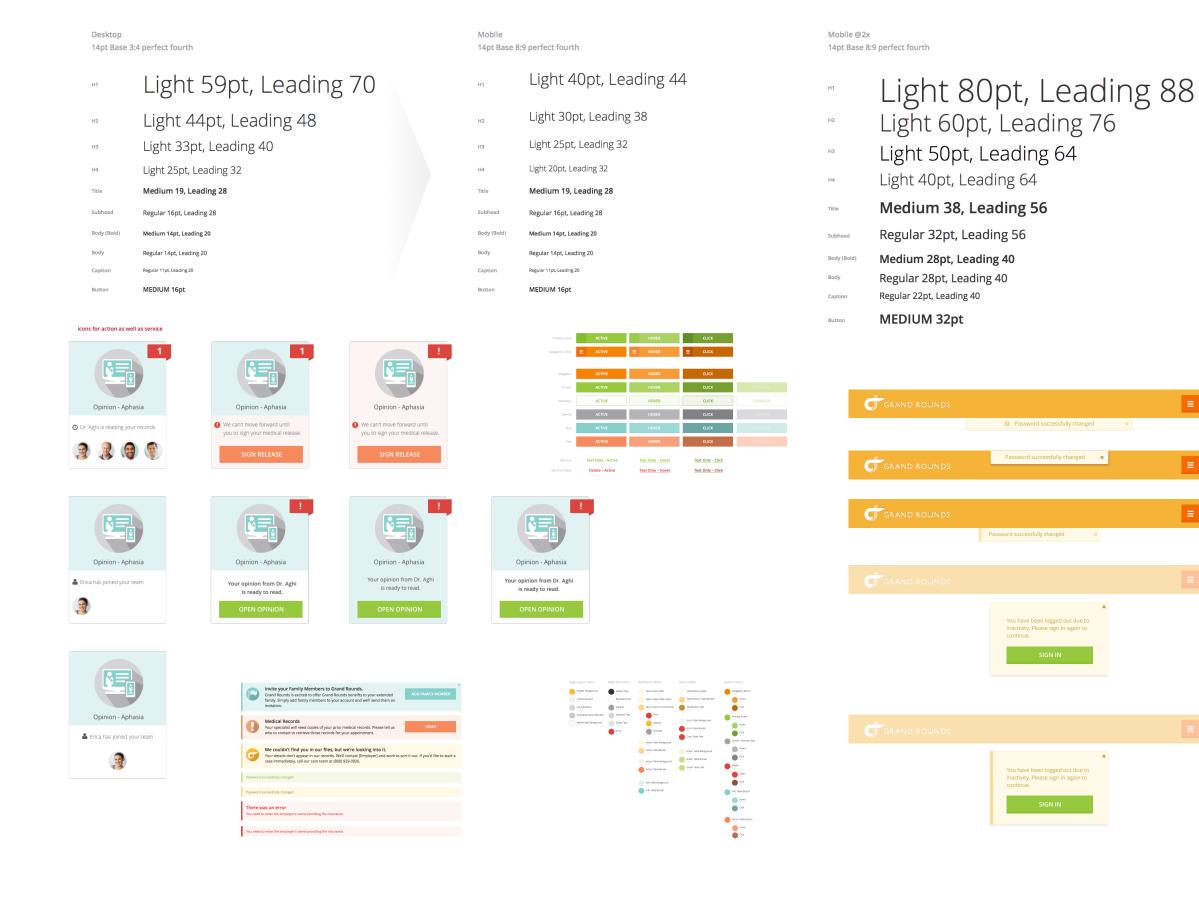






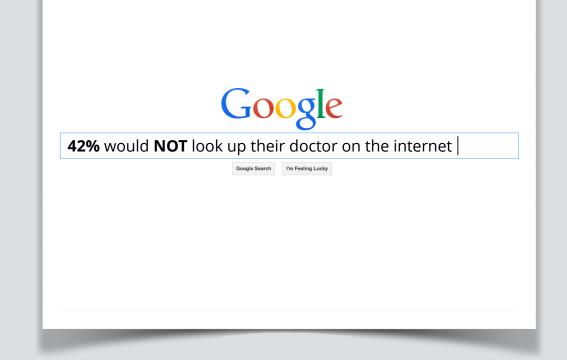






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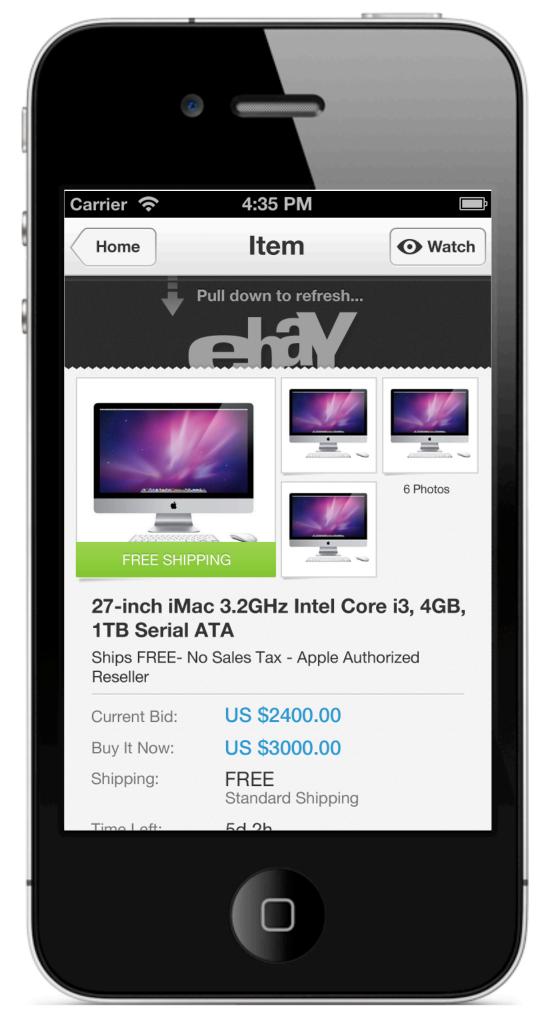


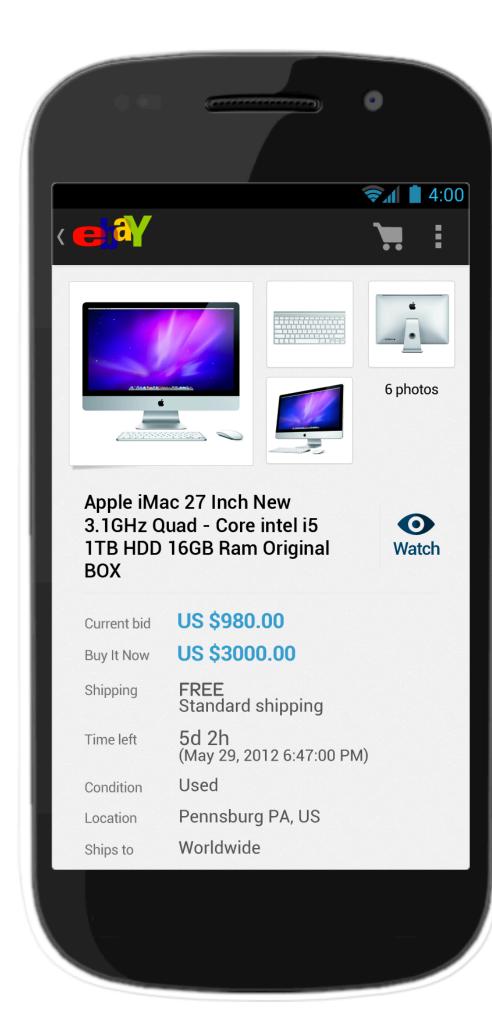
#### 28% believe that a doctor who DOES NOT LISTEN is a bad doctor

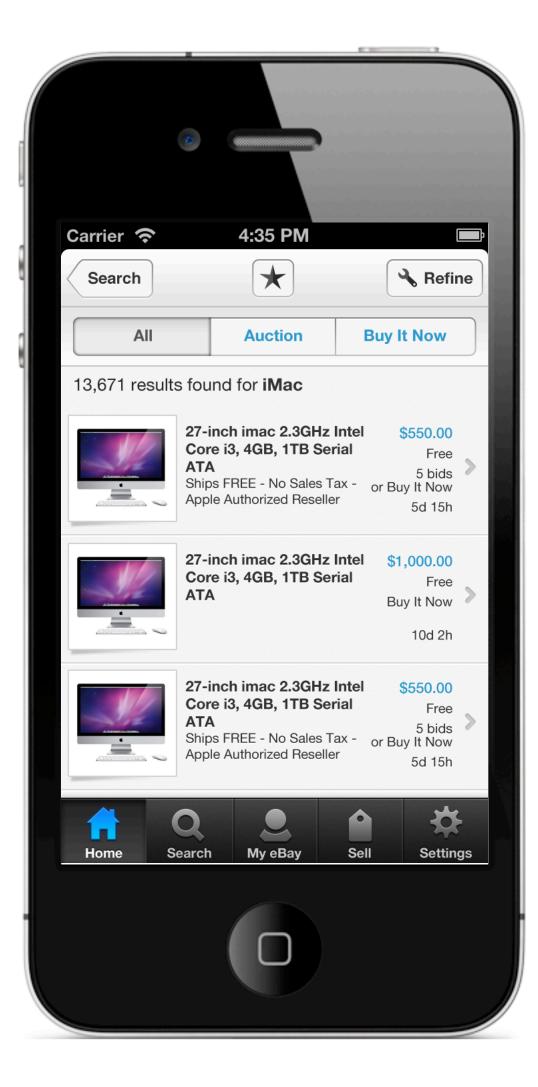


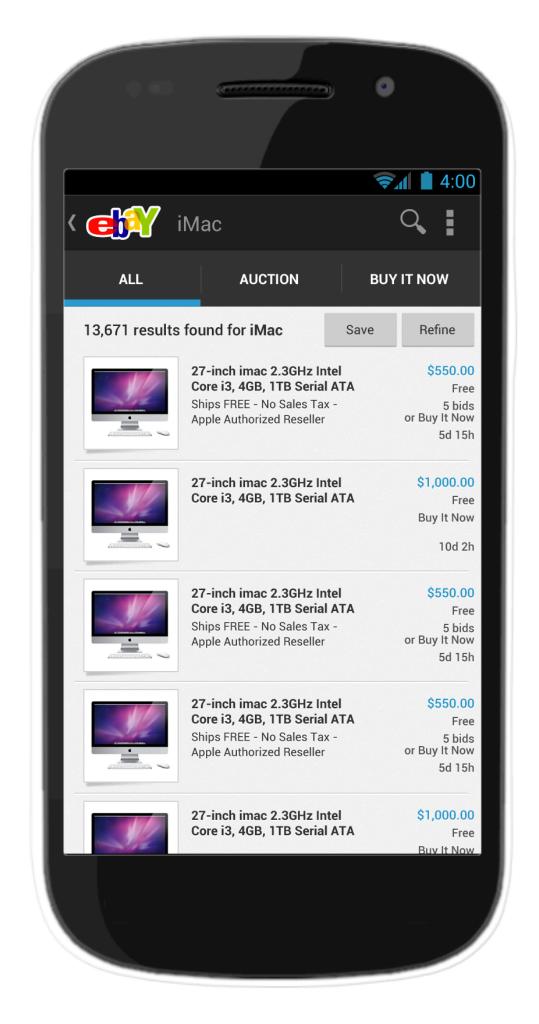
#### ebay Mobile

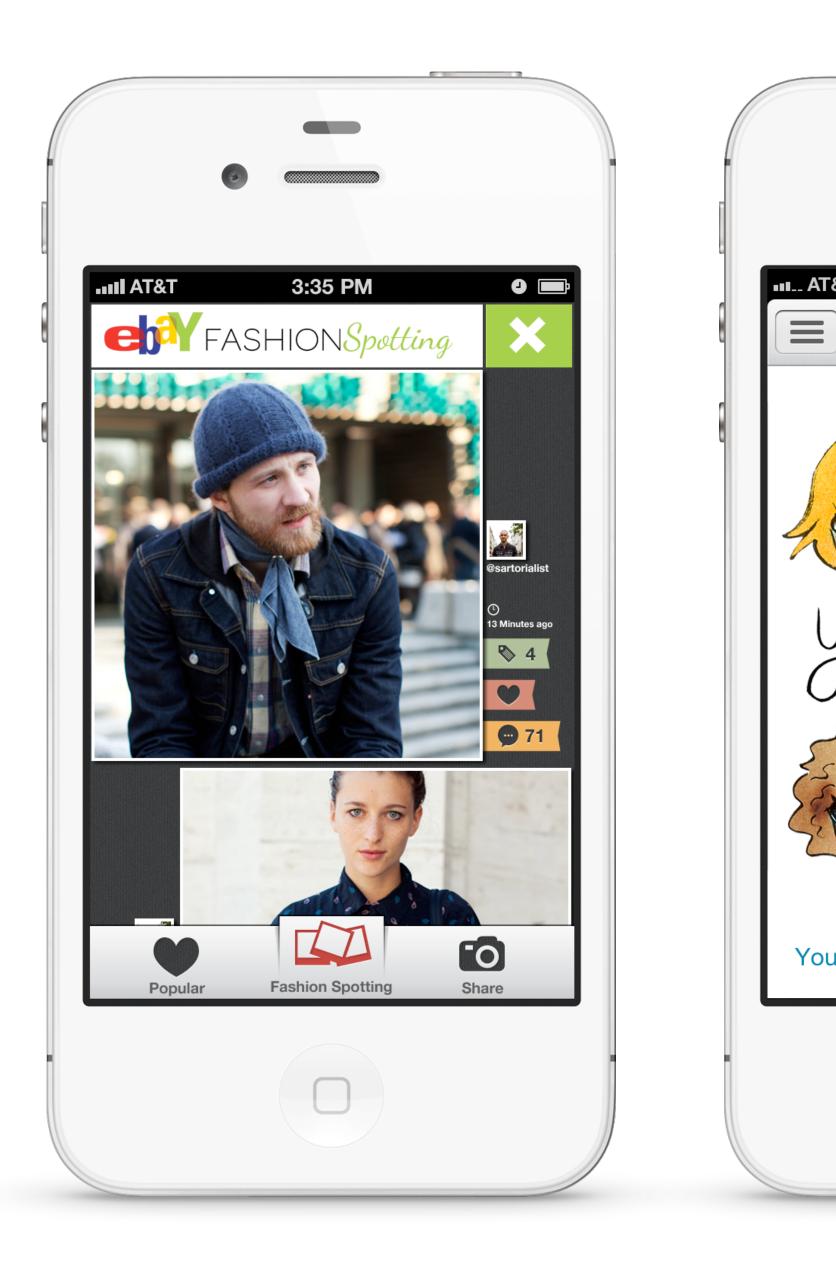
#### Sr. Manager Design

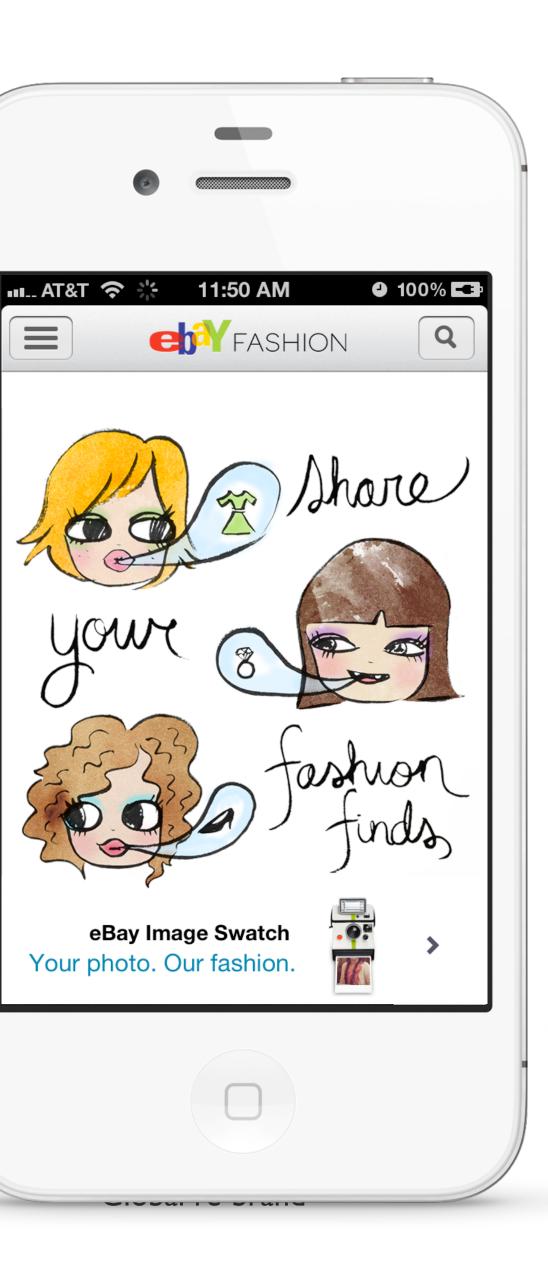


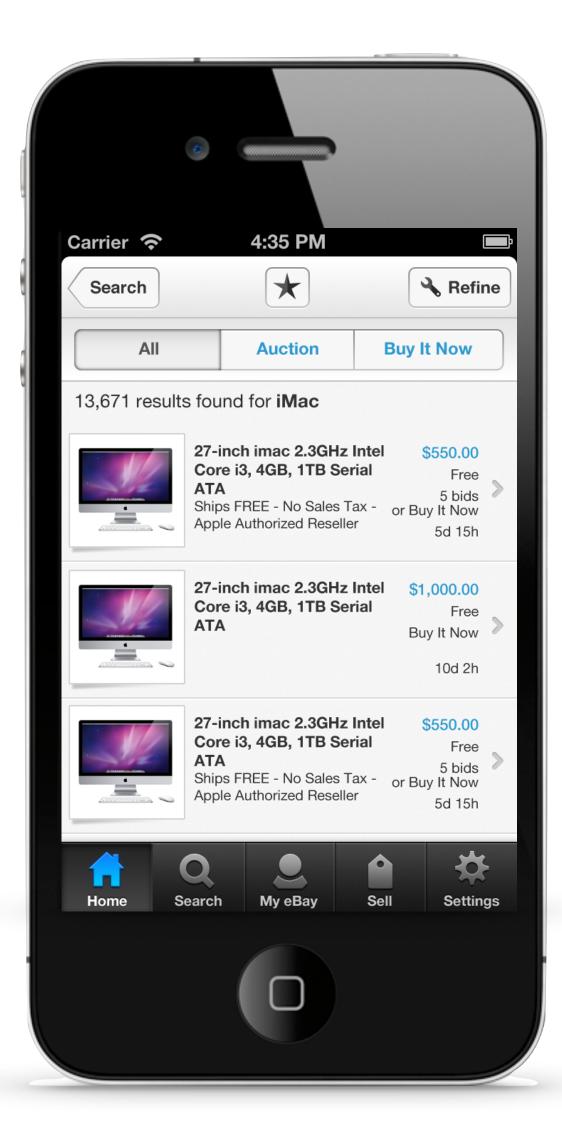


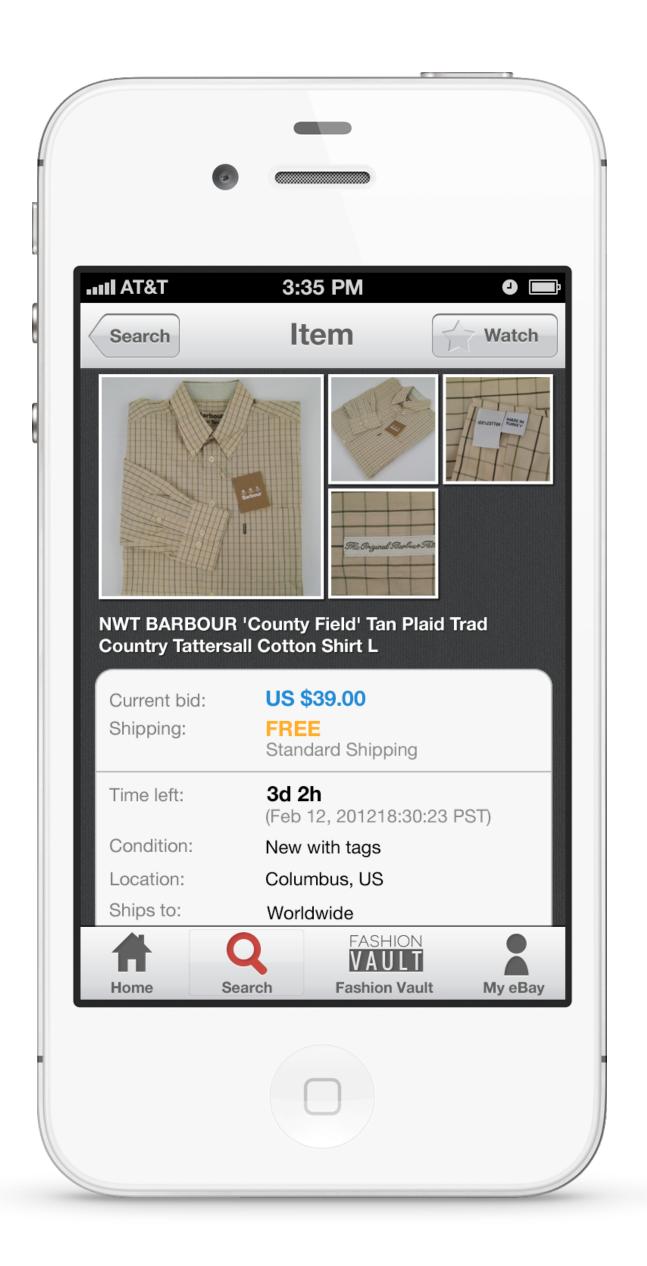


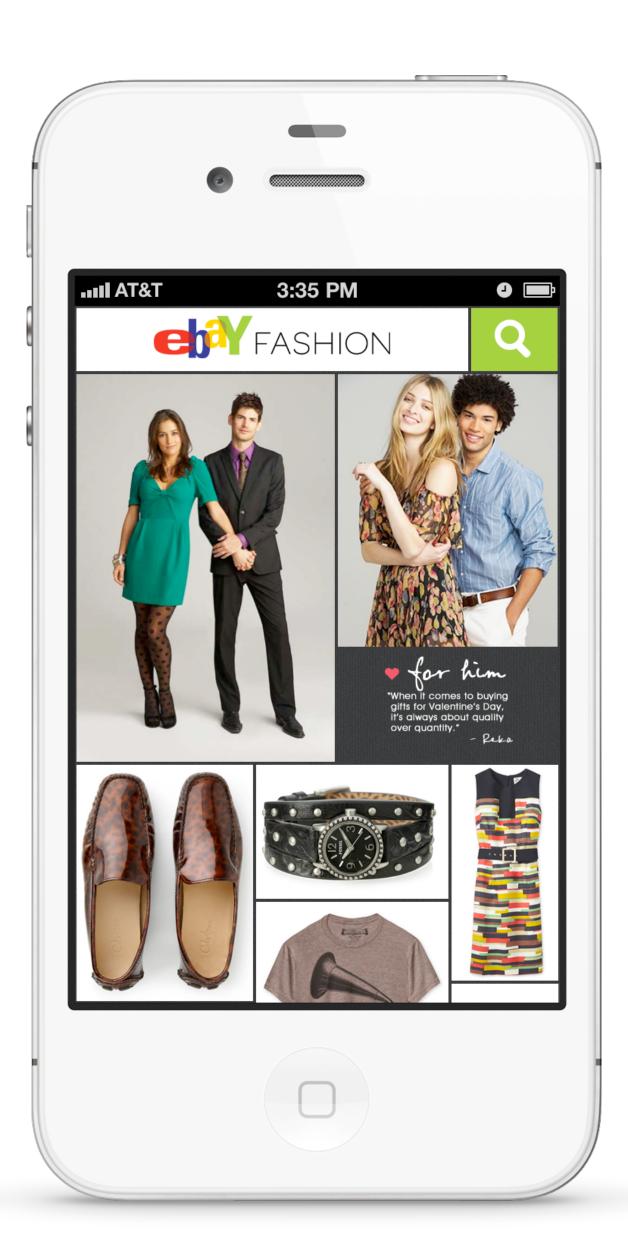


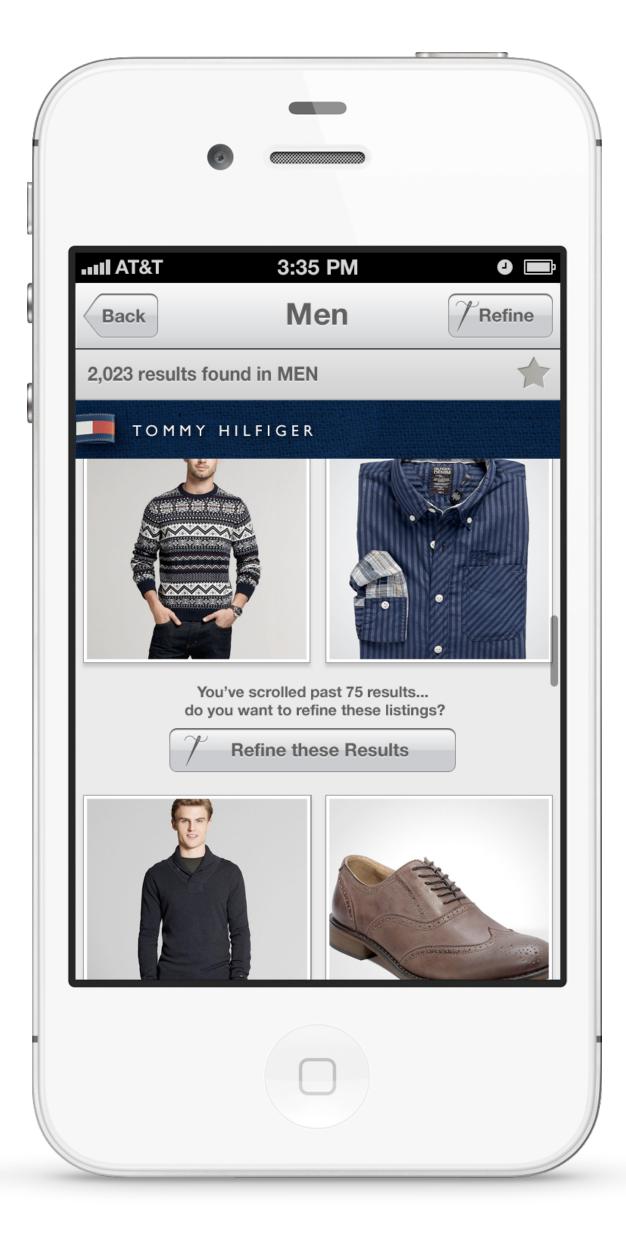




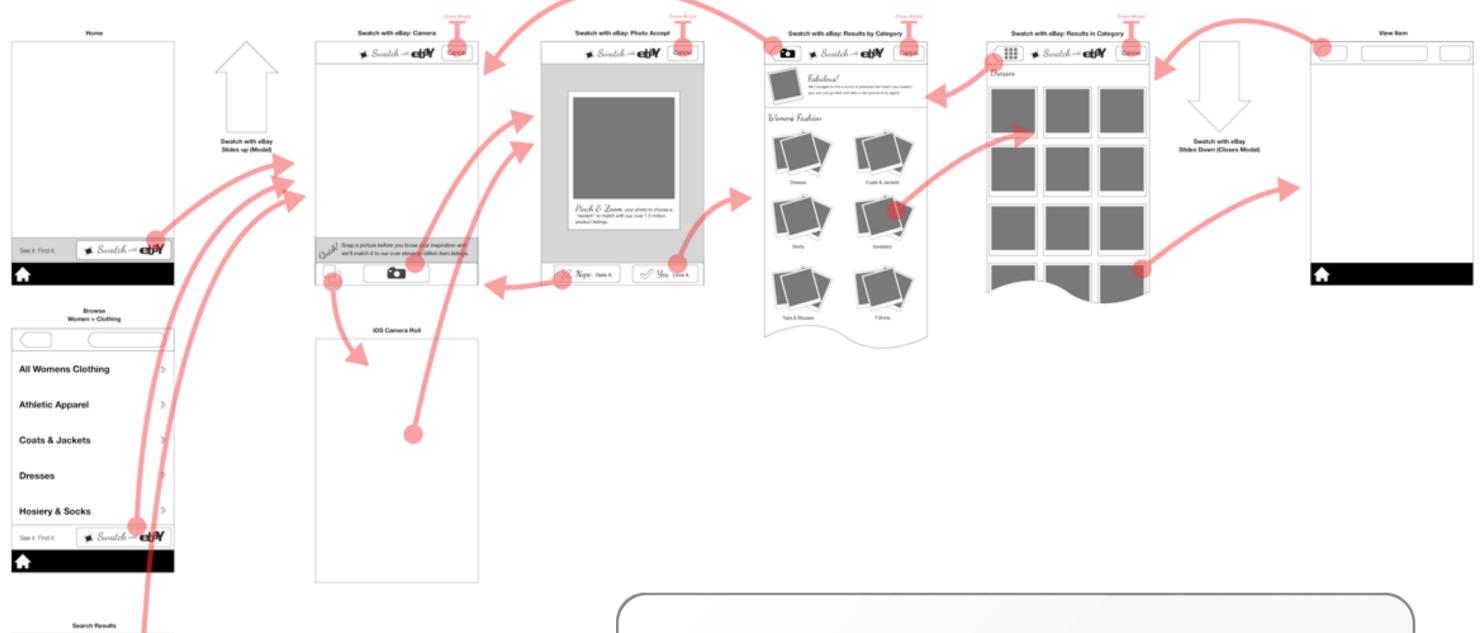


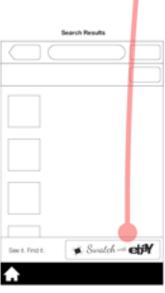


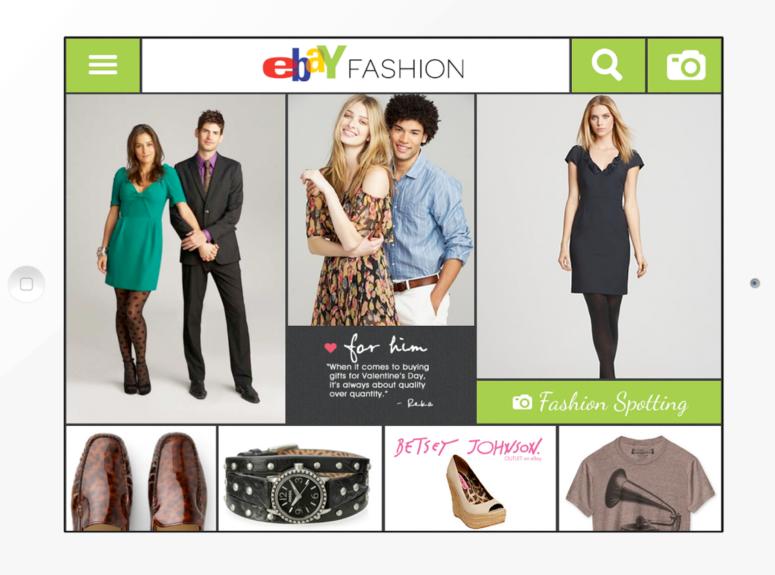


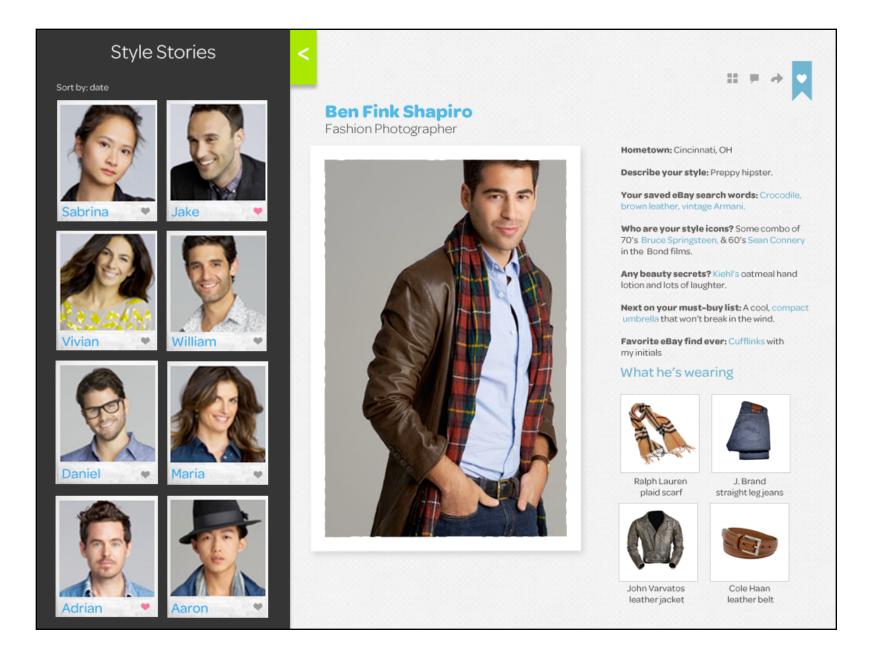


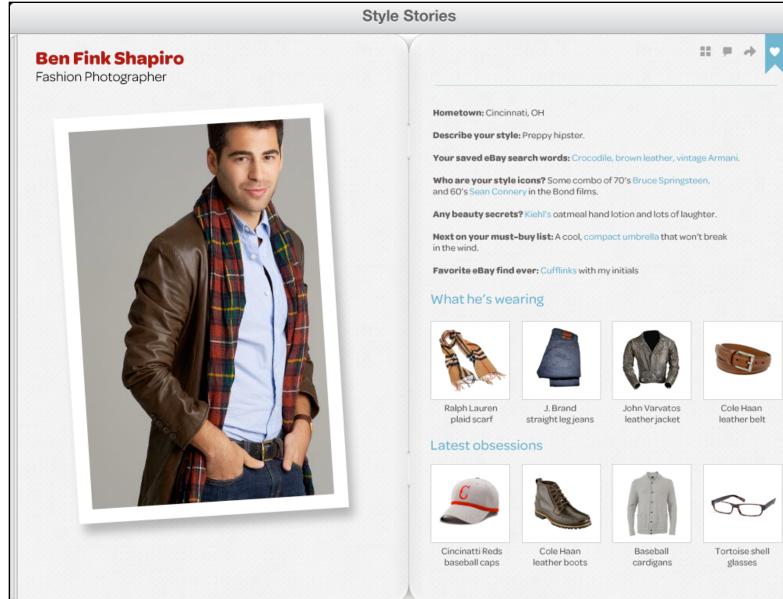




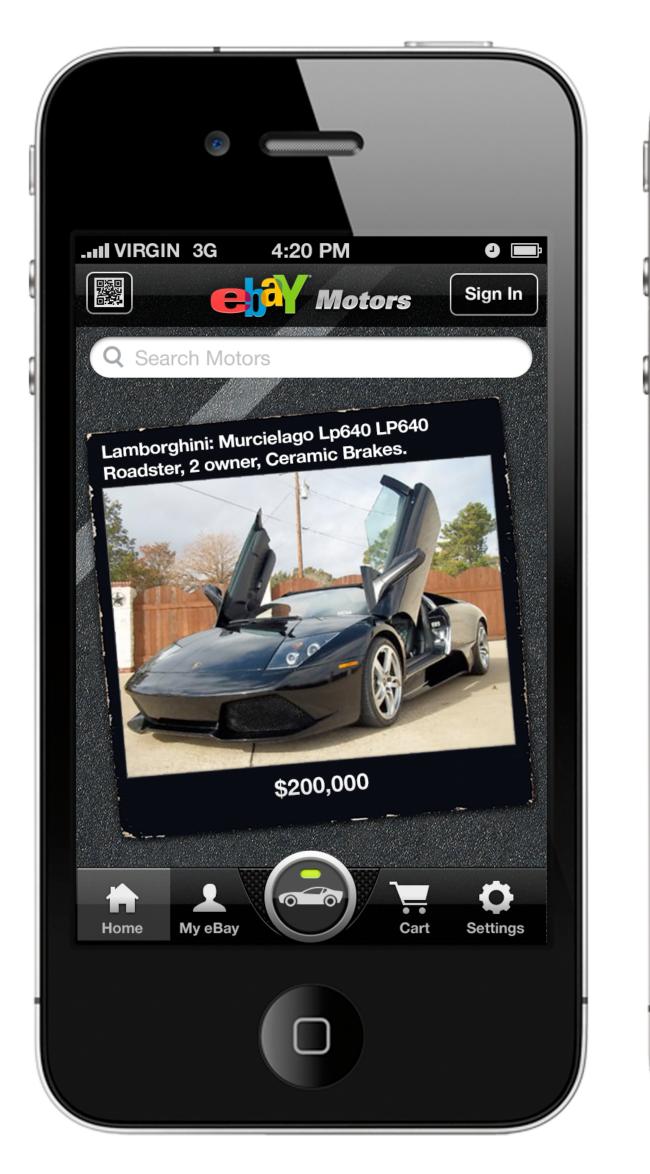










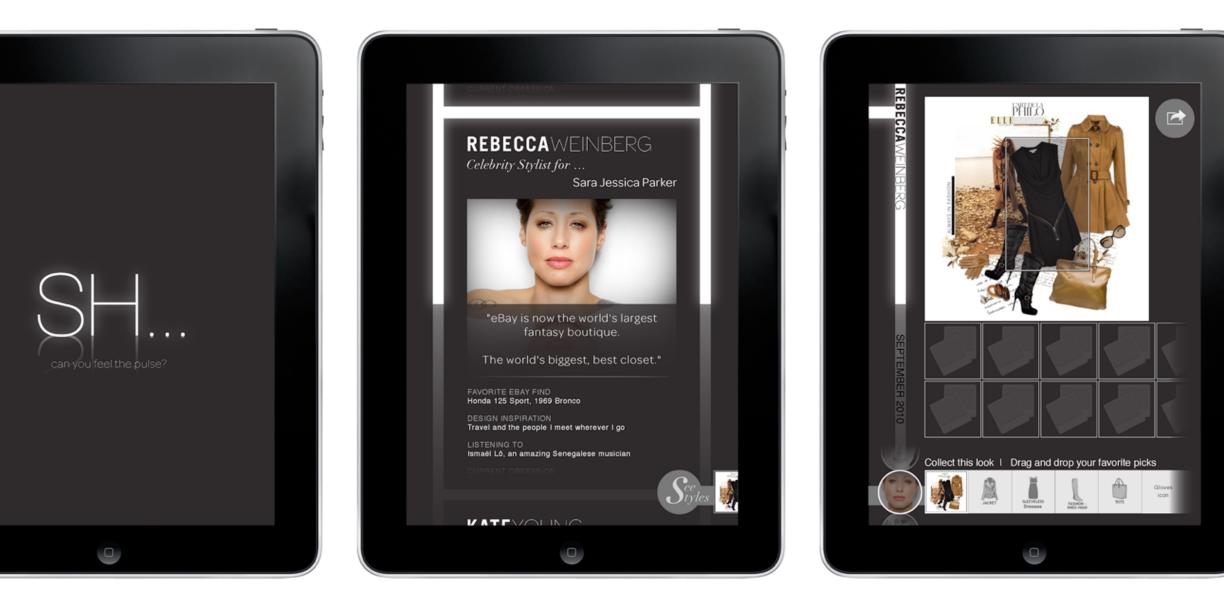
















Layers	Tuesday, May 29th 2012
Layers	
Layers are core to the native mobile experience. By defining and maintaining clear layer definitions, we can present content smartly on screens across multiple OSes.	
	Background         Kiddlaground         Foreground         Airst Layer         OS Non/gation           Accond Payment Buttons         Trates & Newgation         Context, Tables & Spoke Newgation         Arest & Neofications         Context layer
iOS examples	Shipping, Payments & Returns
	Seller Seller
	Place Bid
	Buy It Now
	Add to Cart
	Browse Departments
	Gifts for Grads Huge accomplishments deserve huge
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Active		Tapped	Disabled	
Bid / Buy It No		Bid / Buy It Now	Bid / Buy It Now	
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Cancel		Cancel		
Delete		Delete		
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			All	Auction	Buy It Now					
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ebay

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		<u>,</u> s	Daily Deals Don't miss hot deals at amazing prices. Plus free shipping!	eBay Username Password
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Data Table Shipping Sta	atus	SRP List	Apple MC309LL/A iMac US \$1,159.88 with 21.5" LED-Backlit US \$50.00	
Ship Date	Shipped		LCD Display Desktop Computer 2 d 5 hrs	
Delivery Tracking	On or before <b>Mon. Jan 25</b> 1Z23654684635684351	9,000	items found for "iMac"	
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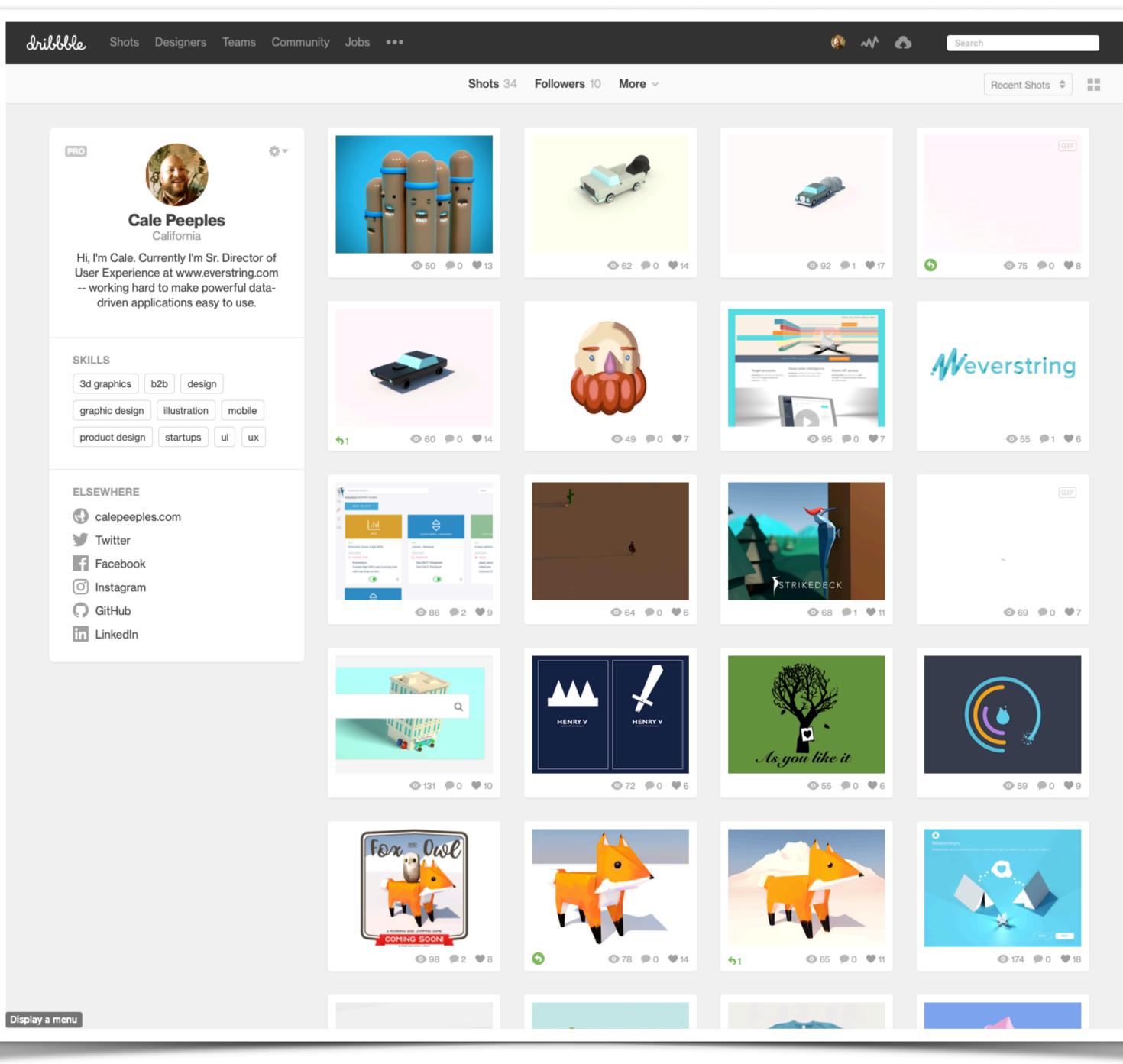




#### Dribbble

All the stuff that doesn't fit here

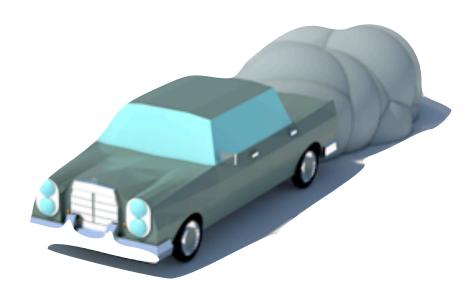








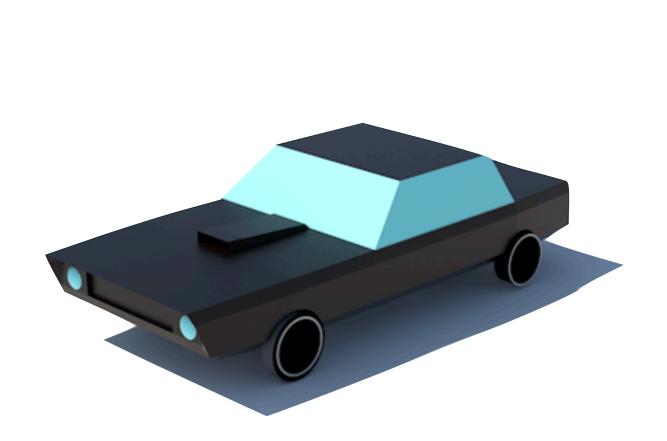






# eBay Mobile : 2011 Summer Event 50 Million + Jownloads

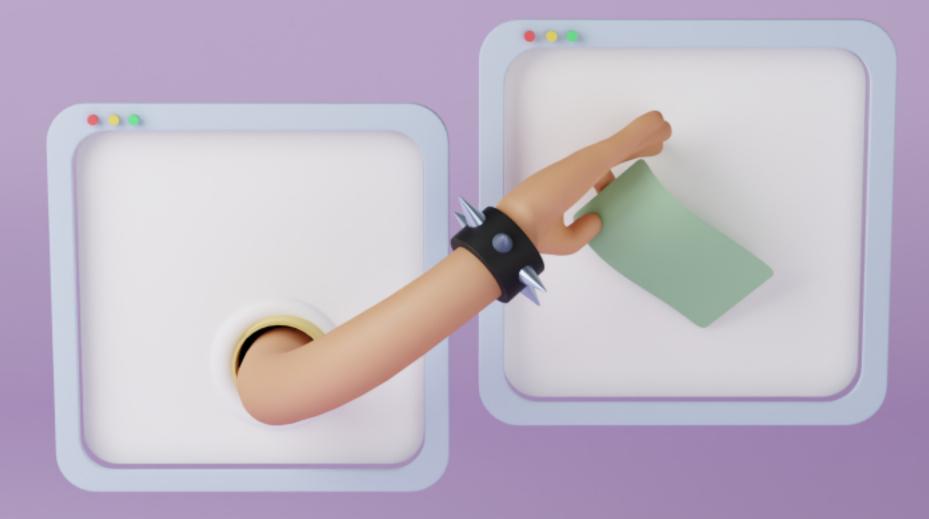
eBay Mobile "2011 Server Event 50 Million+ Jownloads





















North Star Academy presents October 20-23, 2011 www.northstartix.com

# North Star Academy presents

This production was made possible by the North Star Parent's Club with special thanks to the RWC Civic Cultural Commission



#### October 18th-21st

1.

North Star Academy McKinley Auditorium 400 Duane Street, RWC www.northstartix.com

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HENRY V a play by william shakespeare





"Visited the i-STORM trailer where the World Wide Web contingent is putting together the live Burning Man Web site,www.istorm.com/burningman/. I enjoy hanging with these happening GenX Web entrepreneurs. They're nice guys just fizzing with creativity. It's like meeting Walt Disney when he was still drawing on a tabletop in Kansas City, Missouri."

Bruce Sterling - Wired 1996



