

Happiness is good design

STEPHEN TRUEX

Design Portfolio

<https://stephentrux.com> | hello@stephentrux.com

Brand Communication

STEPHEN TRUEX

Who: Various Clients

What: Brand Communication

Designed diverse Web & Print materials to effectively communicate brands across products and channels.

How: Art Direction,
Graphic Design,
Web/UI Design



Some of the brands I've worked on

Selected Recent Work

Product Design

Product: Live Stream
Subscription Service

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Who: Dharma Ocean

What: Live Stream Subscription Service

Developed a Product/UX Strategy based on extensive collaboration with a cross-functional team.

Created Journey Maps to understand and document the user journey.

Delivered mockups to communicate the design and user interactions.

How: Journey Maps, Mockups, Prototypes

User Type	Free	Mail List	Subscriber	Retreatant	Supp. Member	Desired Outcomes for All User Types
Products	<ul style="list-style-type: none"> Free Audio Free/Intro Content Podcast YouTube Social Media Live Stream (24 hrs) <p><i>(Learn to Meditate will be reconceived to offer a better overview of what Dharma Ocean brings.)</i></p>	<ul style="list-style-type: none"> Additional Audio Announcements Updates Includes "Free Audio Series" <p><i>(This will be updated to include what is now in the "Free Account", the Introductory Teachings - but Intro Teachings will be redone with intro video from Reggie, and an overview of 5 yantras)</i></p> <p><i>"Free Audio Series" and "Intro Teachings" will be combined into a single offering for the Mailing List.)</i></p>	<p>Tier 1 \$</p> <ul style="list-style-type: none"> Live Stream (all) Other Live Streams? <p>(In future)</p> <ul style="list-style-type: none"> Podcast Library Live Stream Audio <p>Tier 2 (In future) \$\$</p> <p>Curated Content by Mandala/Yana</p> <ul style="list-style-type: none"> Ebooks? Library Podcasts Meditations Forums/MI support 10% off programs <p>Tier 3 (In future) \$\$</p> <p>Scholarly Access/Curated Archive Streaming</p> <ul style="list-style-type: none"> Vajra Sangha Vajrayogini Forums/MI support 15% off programs 	<p>BMRC \$\$\$\$</p> <ul style="list-style-type: none"> MWTB Dathun The Body Loves <p>(Vajra Sangha)</p> <ul style="list-style-type: none"> VA Bodhisat. Tr. VPI VTI (Vajrayogini Sang.) Abhisheka VYPI Fire Puja <p>Online \$\$\$</p> <ul style="list-style-type: none"> ATB Other Flagship Sutrayana I & II <p>Regional \$\$</p> <ul style="list-style-type: none"> The Journey Home Etc. 	<p>\$-\$\$\$\$</p> <p>(Current benefits)</p> <ul style="list-style-type: none"> Teaching Library Free Audio <p>Different donation amounts automatically get them subscriber perks</p> <p><i>(This group might need to be reconceived inside a donor platform, since the library will be used in the Subscriber part of the website. One possibility is Supp. Membership is for those who wish to give and get nothing but tax relief in return.)</i></p>	<p>Desired Outcomes for All User Types</p> <p>Programs \$-\$-\$-\$</p> <ul style="list-style-type: none"> BMRC/Residential Online <p>Subscribers \$-\$-\$</p> <ul style="list-style-type: none"> Tier 1 Tier 2 Tier 3 <p>Residential \$-\$-\$-\$</p>
Requirements	<ul style="list-style-type: none"> None 	<ul style="list-style-type: none"> Email Zip Code 	<ul style="list-style-type: none"> Monthly \$-\$ Email Username Password 	<ul style="list-style-type: none"> One-time \$-\$-\$ Email Username Password 		

Customer Journey Map



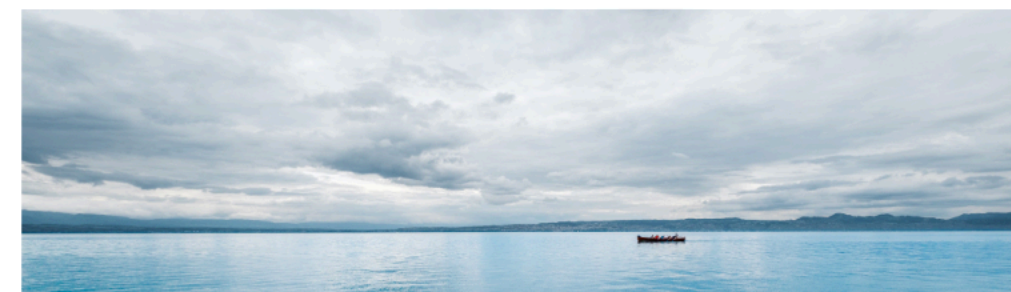
Live Streaming Video



DHARMA OCEAN

To uncover the fire of liberating wisdom in everyday experience

Teachings Programs Contribute Community Store About



Live meditation teaching right in your home

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Website Mockups

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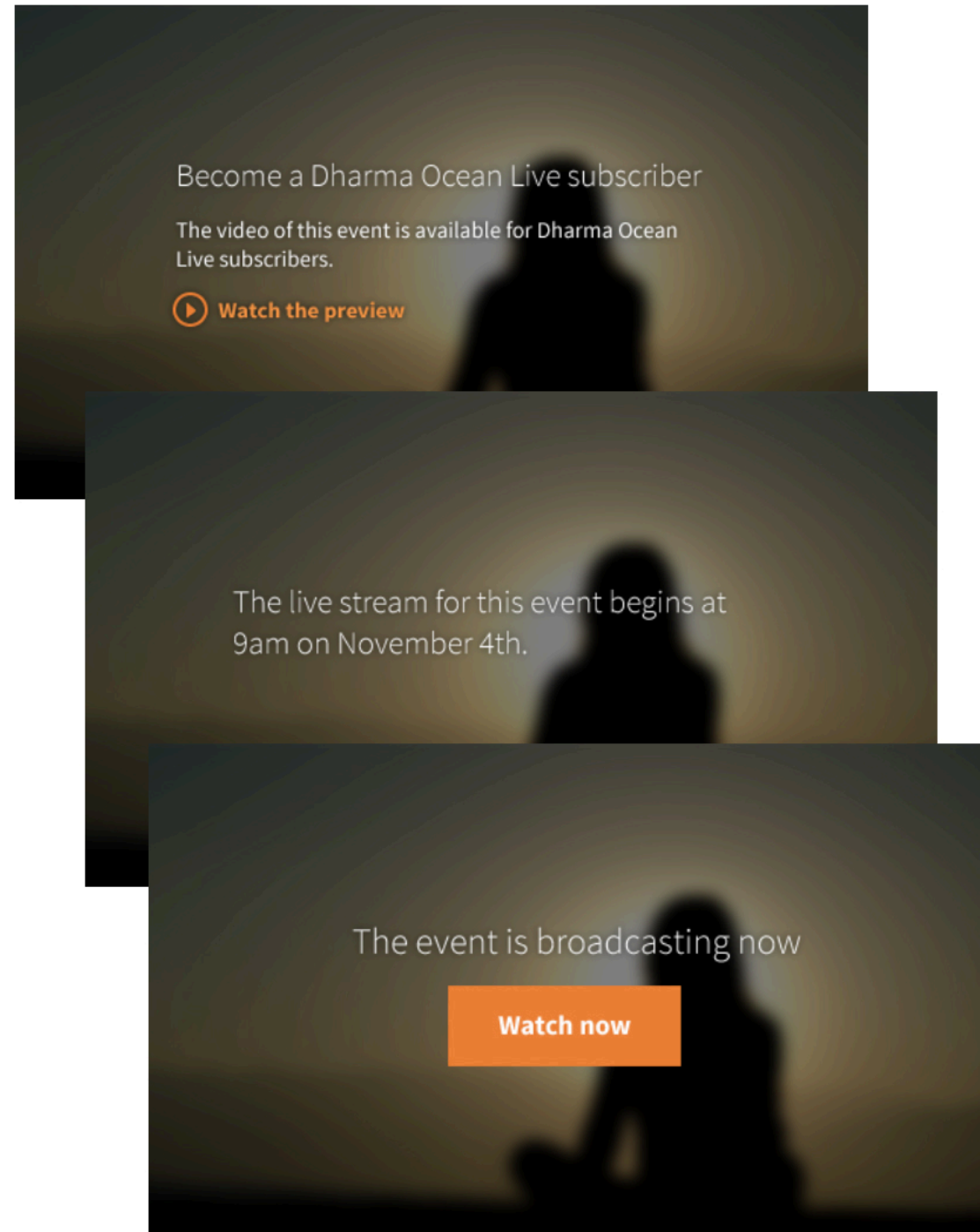
Who: Dharma Ocean

What: Live Stream
Subscription Service

Created mockups to illustrate all pages, subscription and event states, calls to action, and user interactions.

Developed prototypes to test and demo tech stack choices for streaming and subscription features.

How: Journey Maps,
Mockups, Prototypes



Live Video Event States

Sort by: Date 

Filters

Speaker

- Manuela Mischke-Reeds
- Neil McKinlay

Topic

- Awareness
- Somatic Meditation
- Vajrayana

Video Archive Sort & Filter

Product: K-12 Curriculum Application

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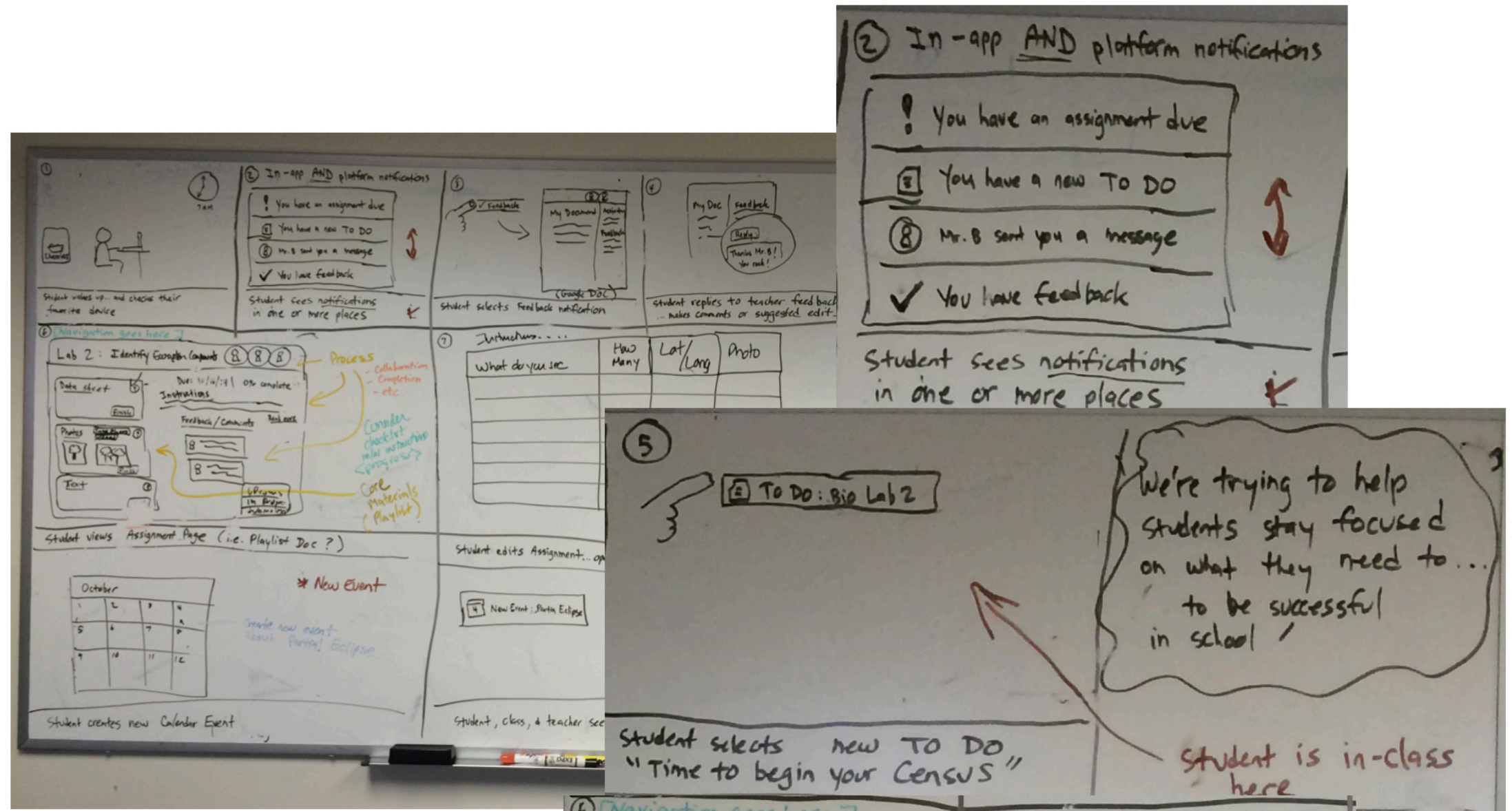
Who: NCAR/UCAR

What: K-12 Curriculum Application

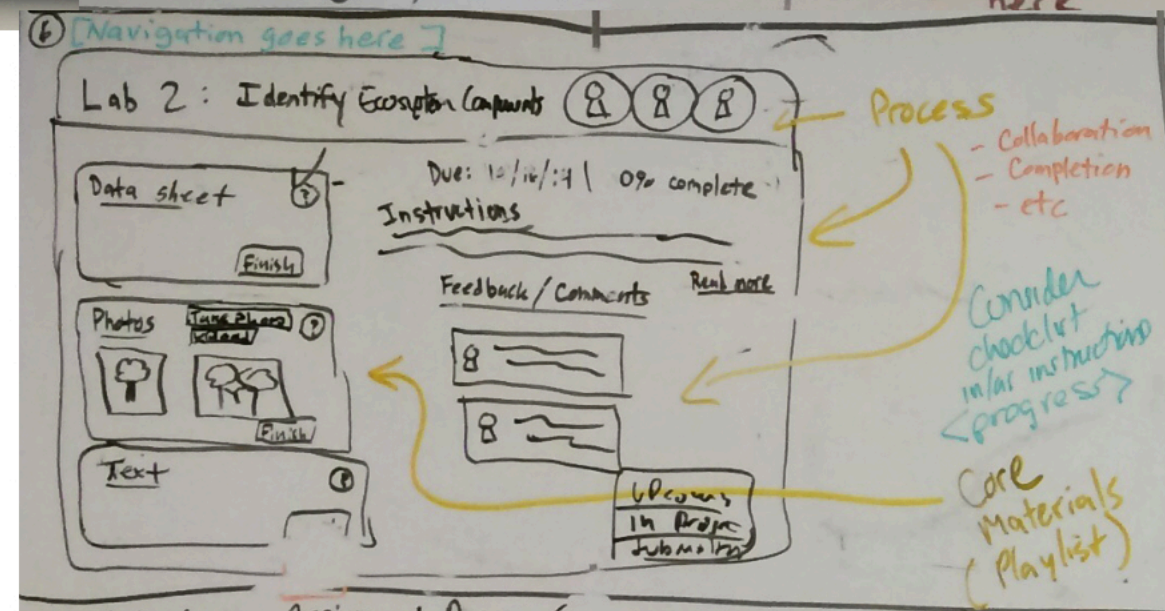
Facilitated Google Design Sprint with a cross-functional team.

Created sketches, storyboards, mockups, and prototypes.

How: Google Design Sprint, Sketches, Mockups, Prototypes



User Journey Map from Google Design Sprint



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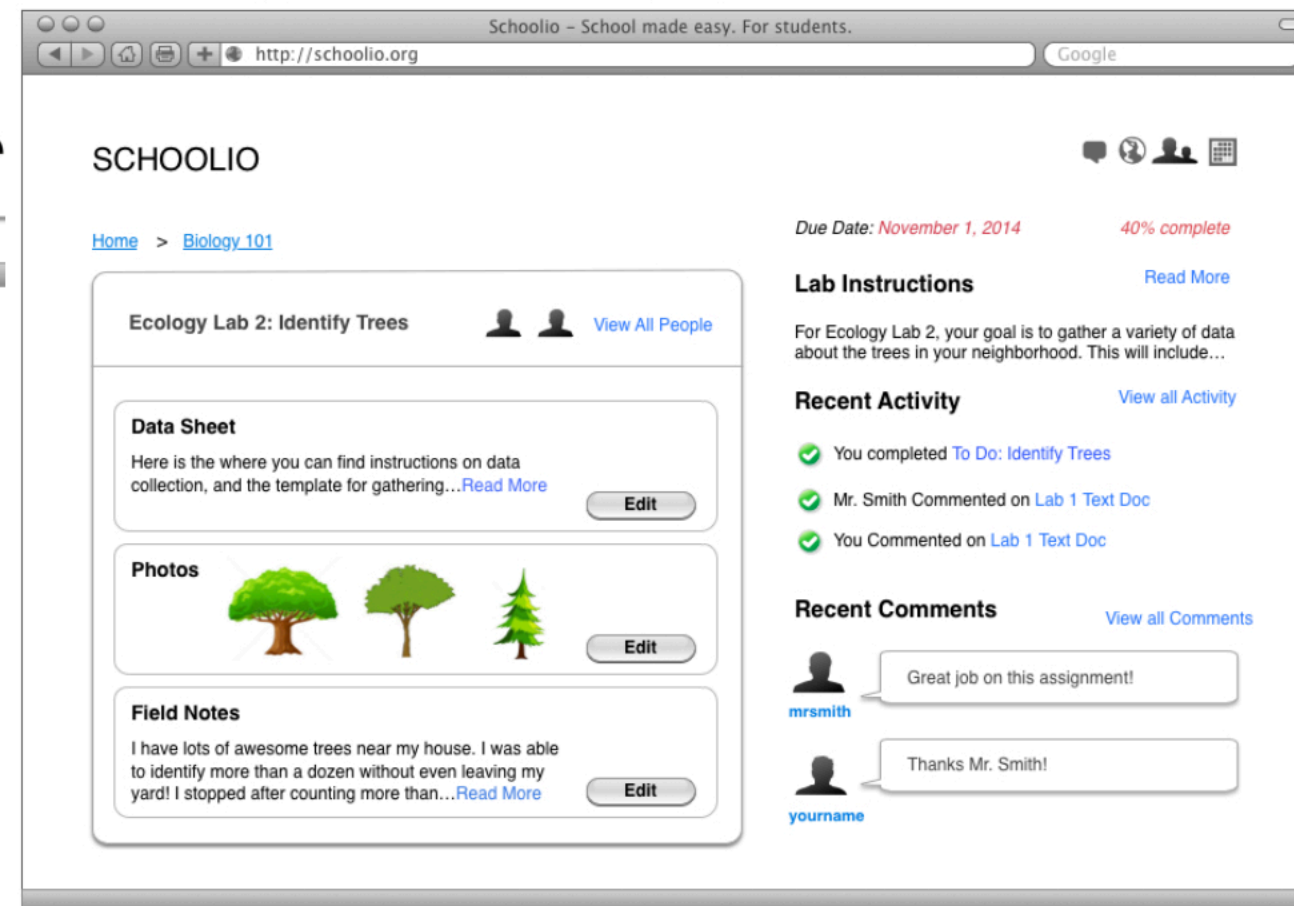
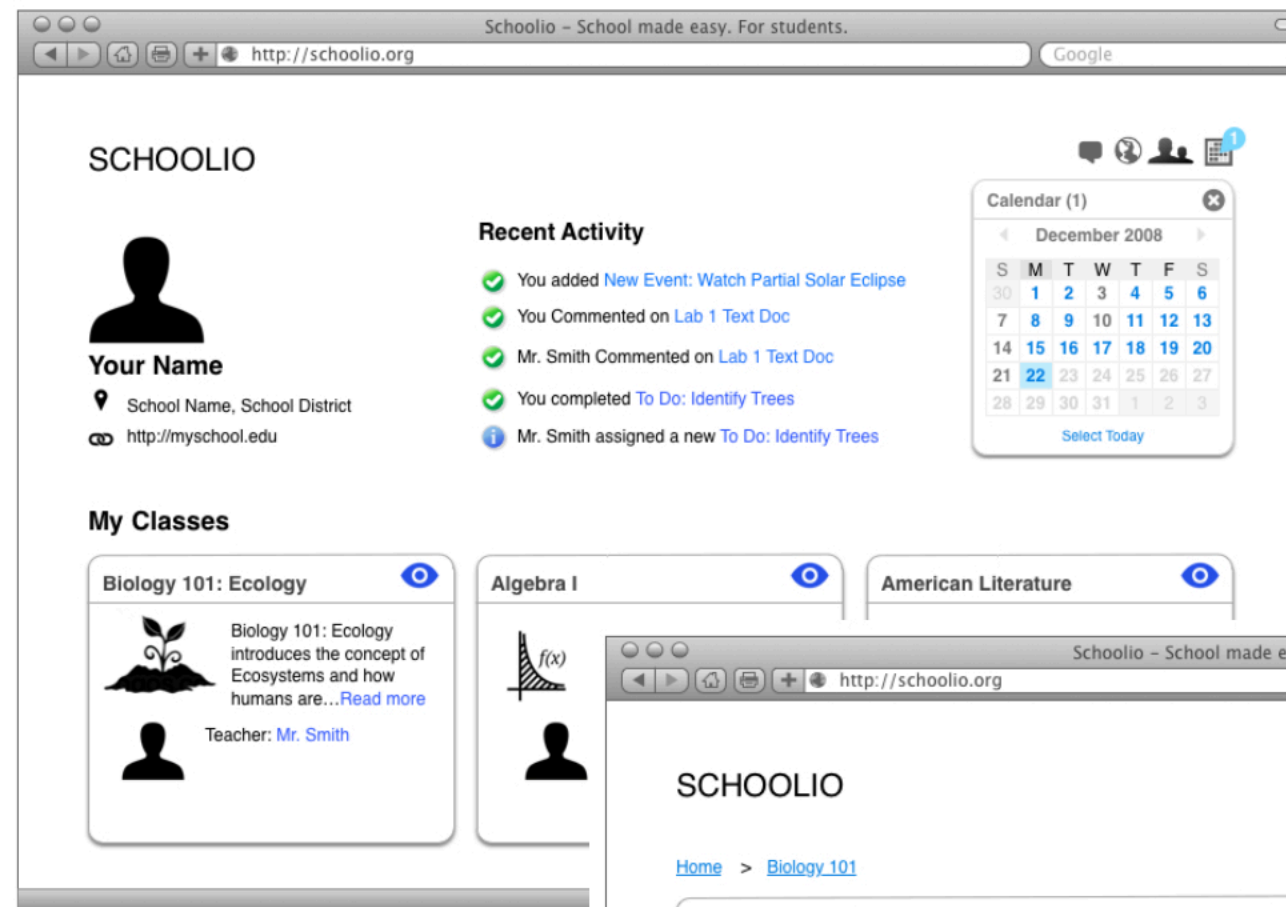
Who: NCAR/UCAR

What: K-12 Curriculum Application

Facilitated Google Design Sprint with a cross-functional team.

Created sketches, storyboards, mockups, and prototypes.

How: Google Design Sprint, Sketches, Mockups, Prototypes



Mockups for Design Sprint Prototype

Online Courses

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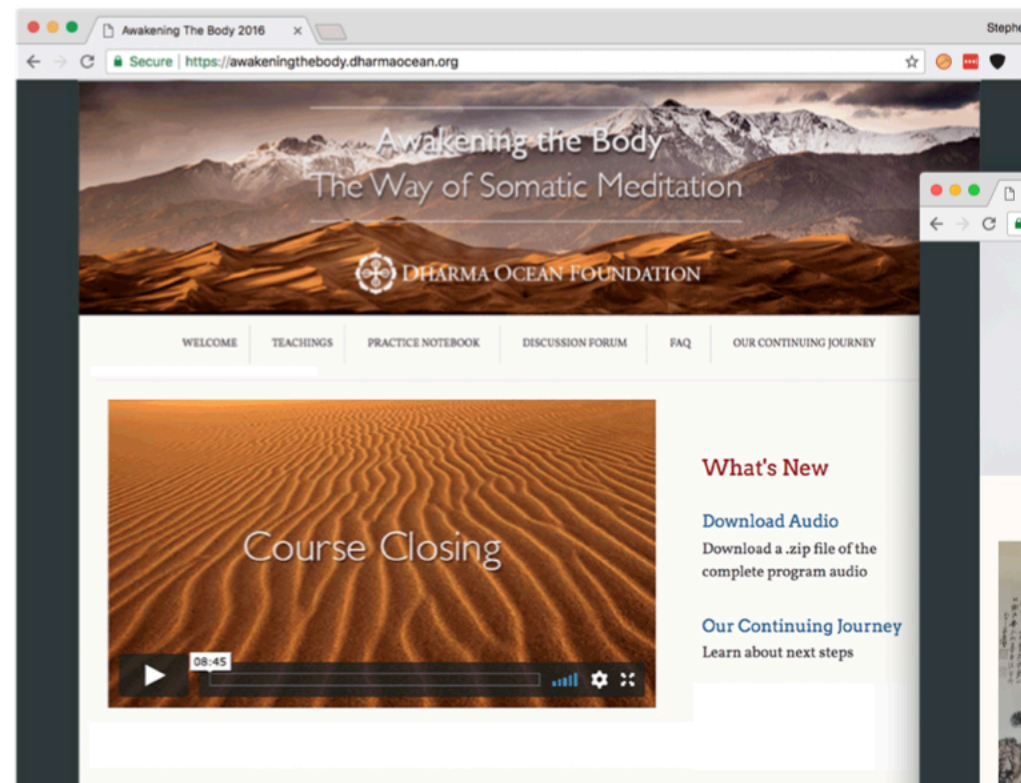
Who: Dharma Ocean

What: Online Courses

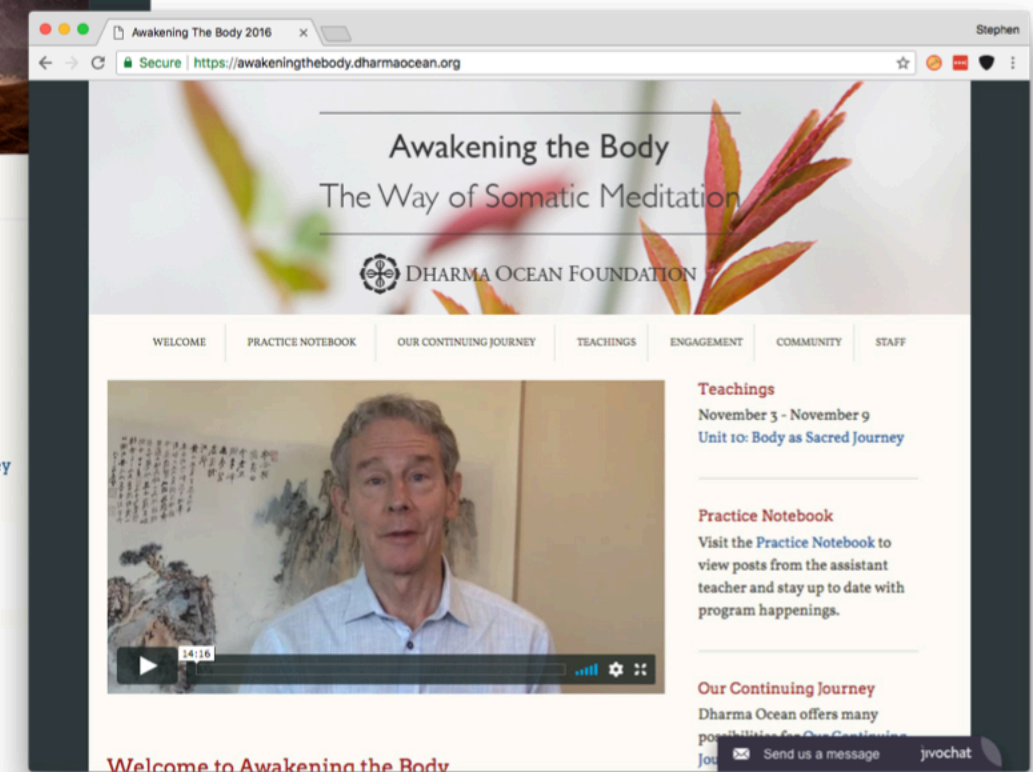
Redesigned & improved online courses experience.

Designed content to be modular & easy to populate by using custom post types and filters.

How: Art Direction, Graphic Design, Custom Wordpress Development



Wordpress Websites



Video Covers



Custom Post Types & Filters

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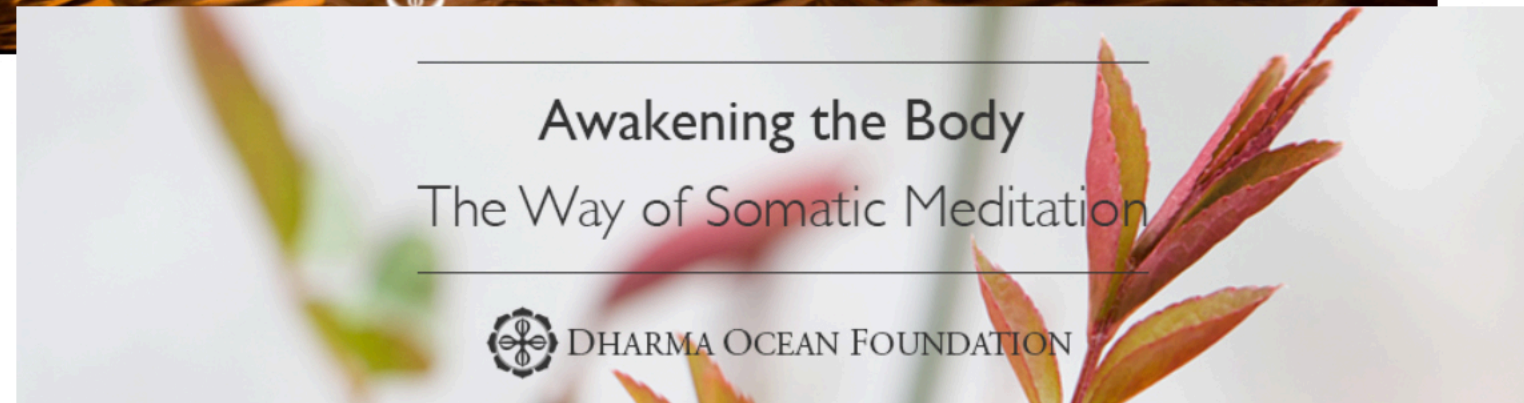
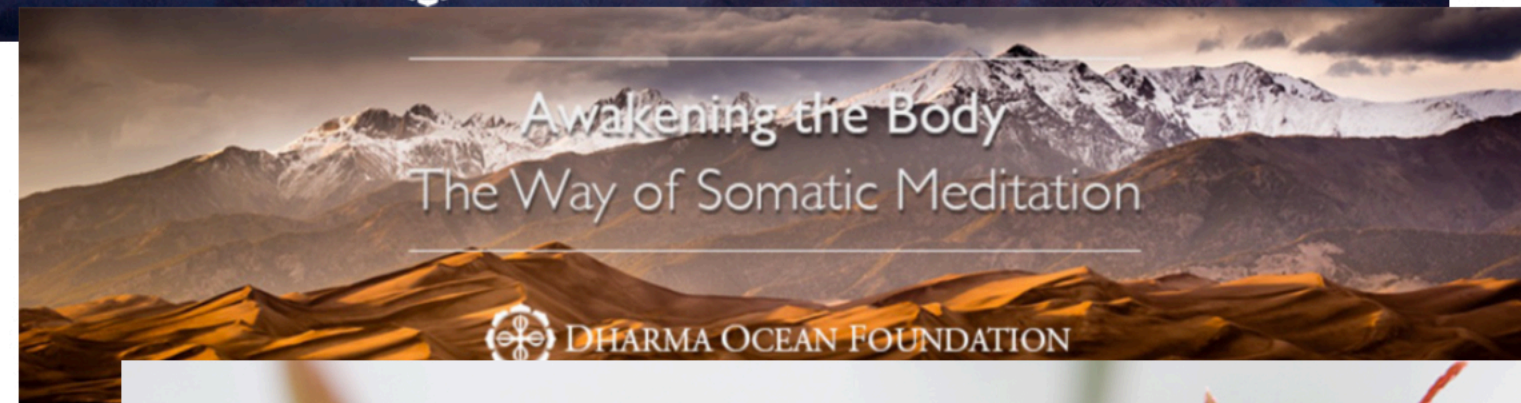
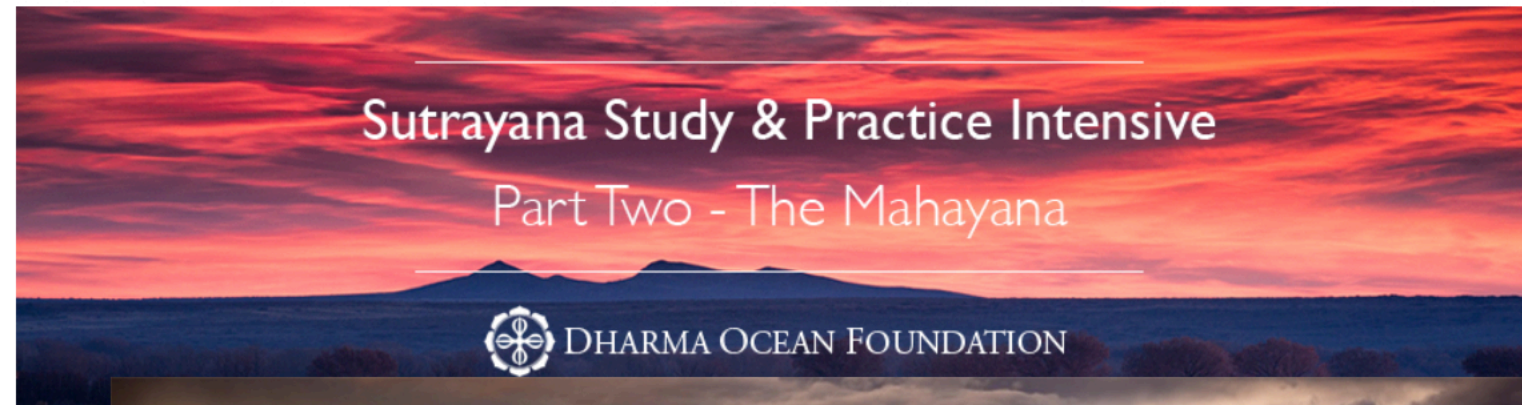
Who: Dharma Ocean

What: Online Courses

Redesigned & improved
online courses experience.

Designed content to be
modular & easy to populate
by using custom post types
and filters.

How: Art Direction,
Graphic Design, Custom
Wordpress Development



Online Course Website Banners

Mobile & Responsive

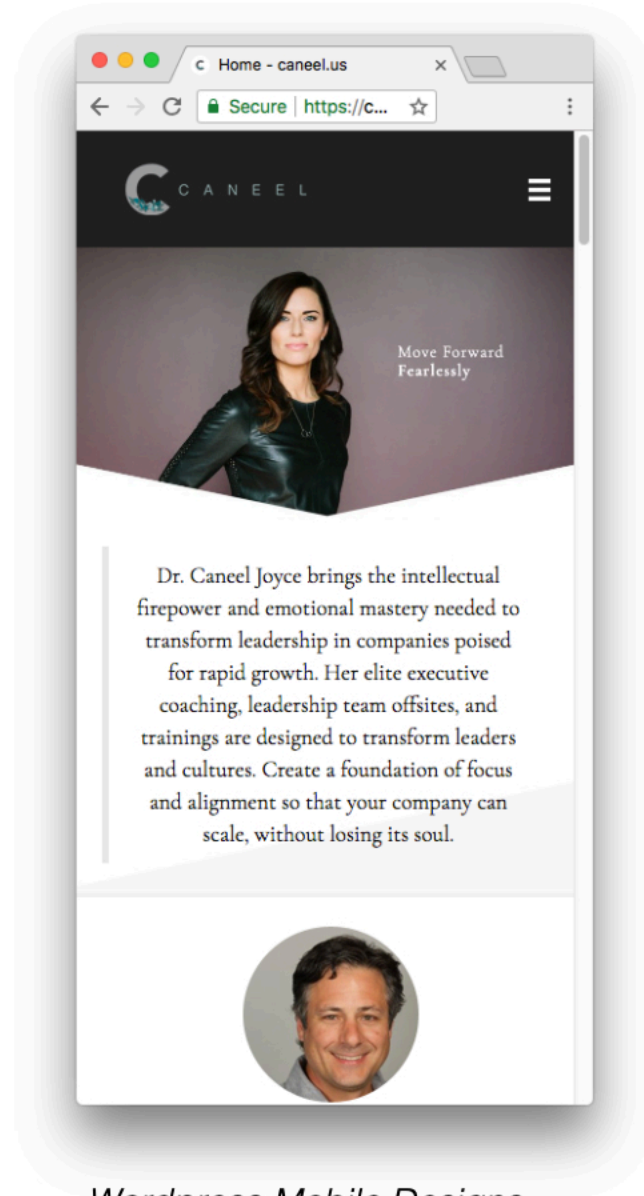
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Who: Various Clients

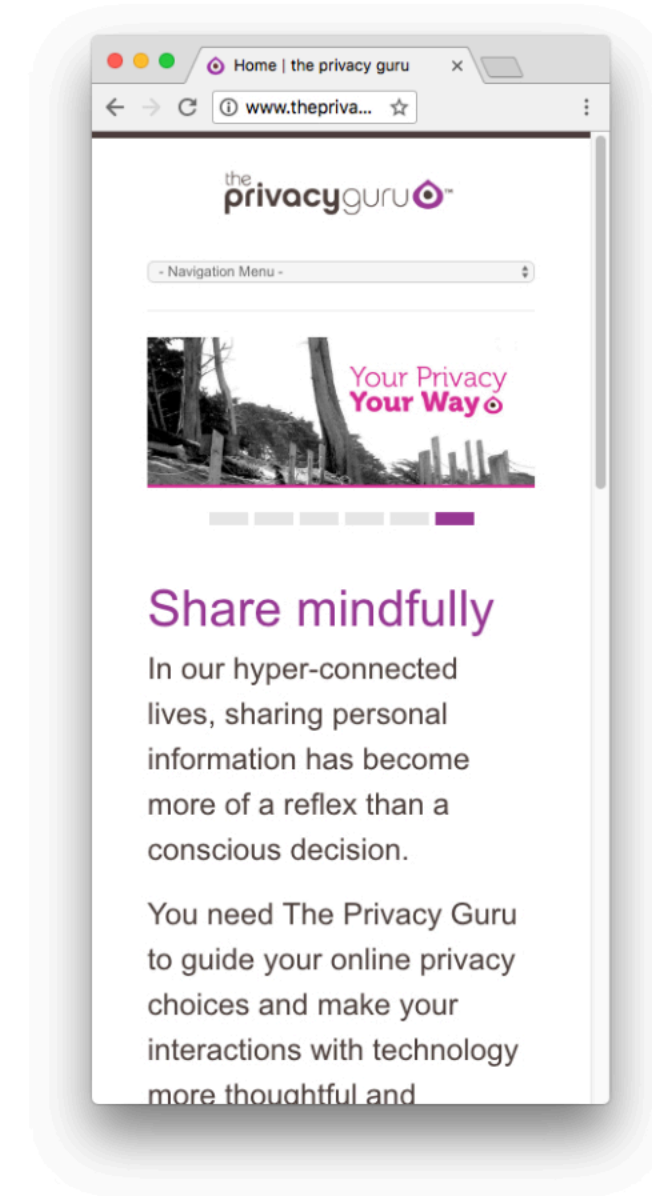
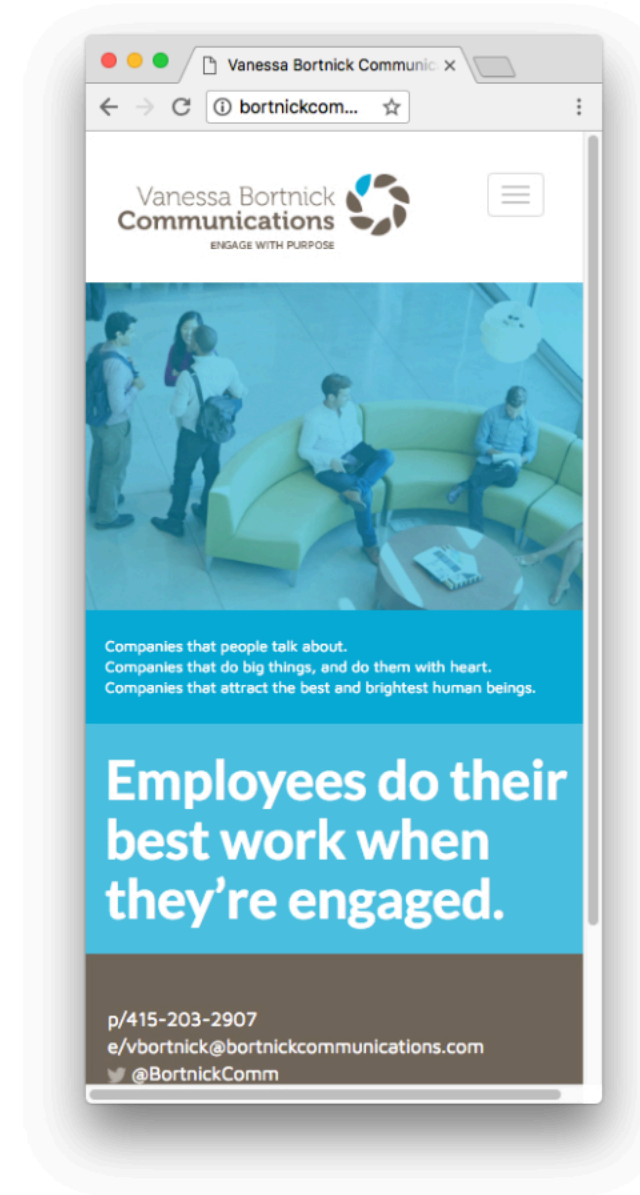
What: Mobile Design

Crafted WordPress themes that look great and are easy to use on mobile devices.

How: Mockups, Prototypes, Graphic Design, WordPress Development



Wordpress Mobile Designs



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Who: NASA & NOAA

What: Mobile Design

Created mockups and prototypes for data search and visualization mobile apps.

How: Mockups, Prototypes,
Graphic Design,
WordPress Development



Mobile App Mockups

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Who: Various Clients

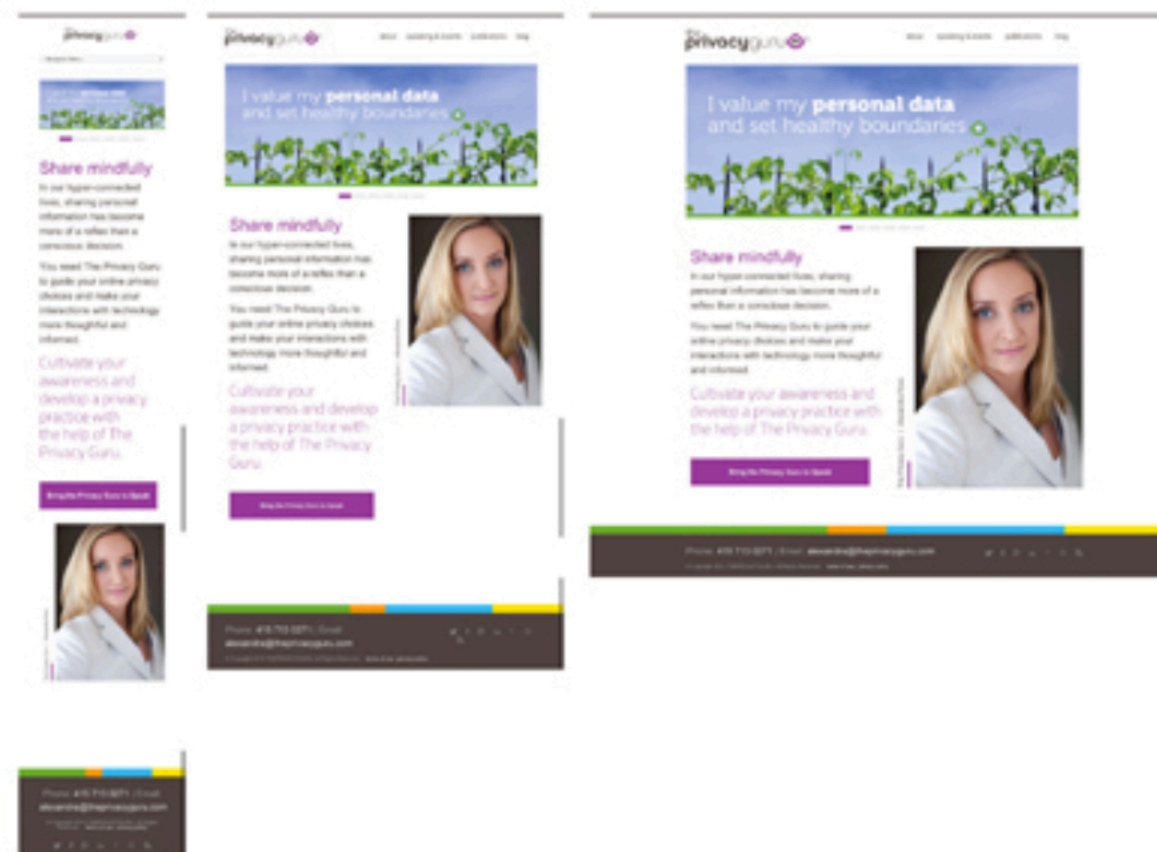
What: Responsive Design

Designed and developed beautiful responsive WordPress websites for small businesses.

How: Mockups, Prototypes, Graphic Design, WordPress Development



Responsive Design for Vanessa Bortnick Communications



Responsive Design for The Privacy Guru

Websites

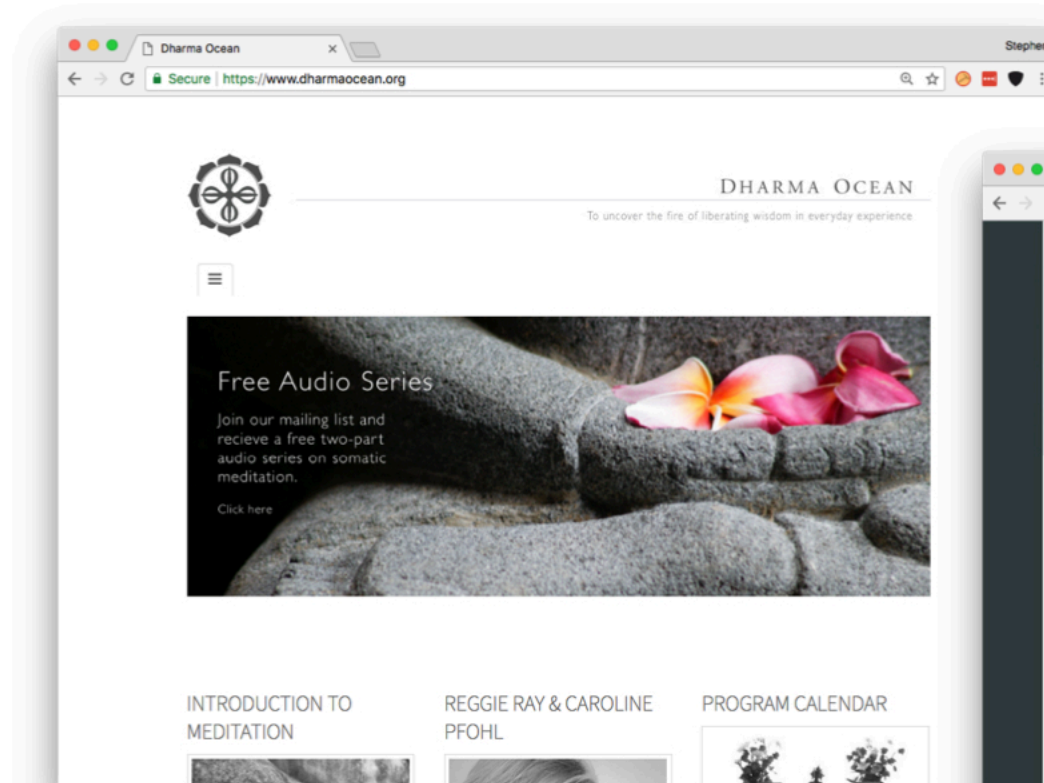
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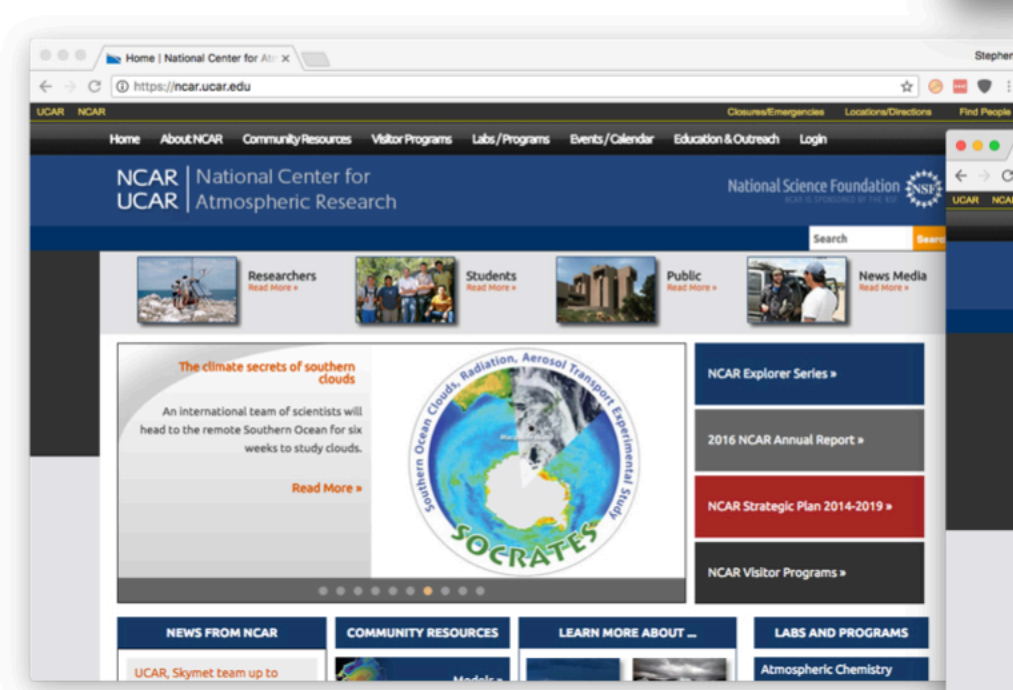
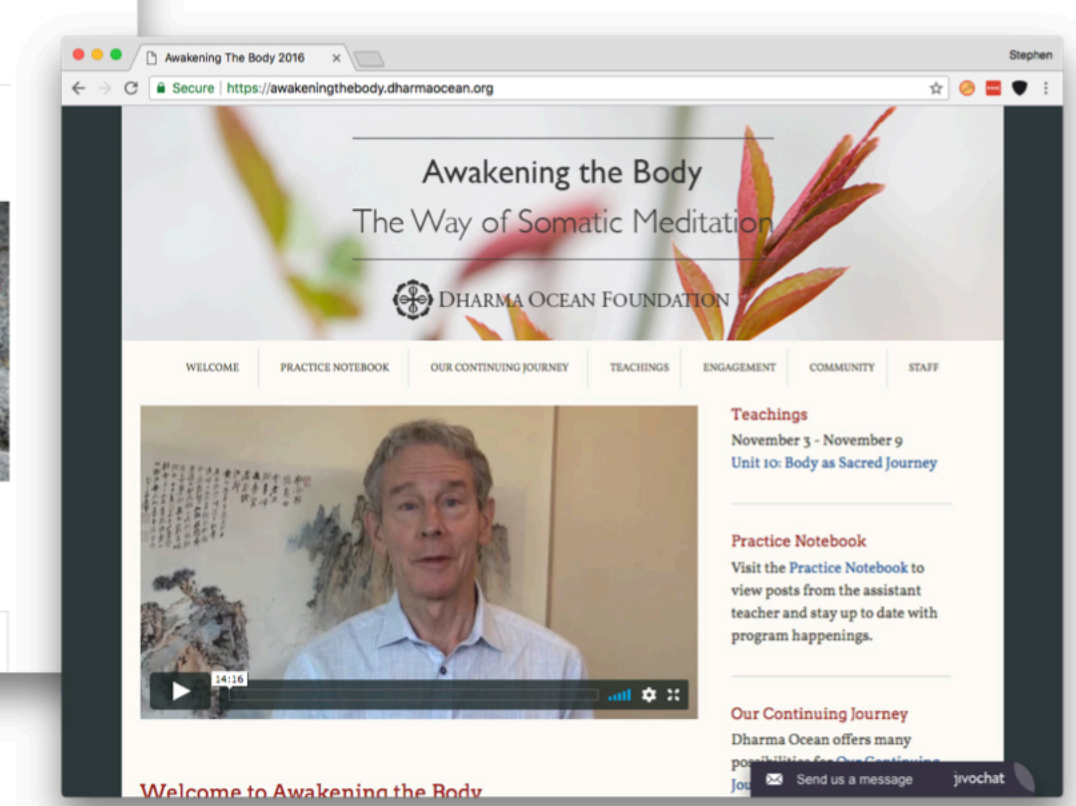
What: Websites

Lead website design & dev efforts across products and groups, with a focus on brand communication, improving user experience, and meeting business goals.

How: Sketches, Mockups, Prototypes, Graphic Design, CMS Development



Dharma Ocean Websites



NCAR/UCAR Websites



Print Design

STEPHEN TRUEX

Who: Dharma Ocean

What: Print Design

Vision and design for brochure & two-page magazine spread.

How: Art Direction, Graphic Design



Brochure Designs for Blazing Mountain Retreat Center

The End

For more please visit - <https://stephentrue.com>