

Mignonne Venter **PORTFOLIO**
Web Design / Graphic Design / Product Development

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Mignon Venter

Director of Design

Greensboro/Winston-Salem, North Carolina Area | Apparel & Fashion

Current

Gem-Dandy Accessories

Previous

Coastal Communications, Trenditions LLC, Pinnacle Frames and Accents

Education

Stellenbosch University/Universiteit Stellenbosch

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159

connections

https://www.linkedin.com/pub/mignonne-venter/16/6b5/3a0

Contact Info

Background

Summary

An accomplished managerial design professional with extensive background in product development, web and graphic design. Experience comprise of the unique combination of brand building and visual design with comprehensive graphic design and product application.

Specialties : Proven ability to identify trends to create product and branding that meets customer needs. Expert in product development with deep industry knowledge in following product information flow in a variety of industries.

Level of experience in Adobe CC : PhotoShop, Illustrator, In Design, Acrobat, is at expert level , with intermediate level in Dreamweaver, CSS/HTML development in a Macintosh environment.

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<https://www.linkedin.com/pub/mignonne-venter/16/6b5/3a0>

My work is a combination of thinking, research, design, communication and execution. The aim is to communicate and engage successfully to get to the best solution at hand through the shortest amount of time.

I adapt my work flow and design process to the requirements of each individual project, but my general approach prioritize a hands on focused result.

At any level, I must be able to relate the work I do against business, technical and creative objectives, and scope it accordingly within a project.

My strengths:

- Passion for Design
- Curiosity about People and Technology
- Ability to Learn Quickly
- Detailed-oriented Nature
- Receptiveness to Feedback



MY EXPERIENCE

Visual CV : Where I have been

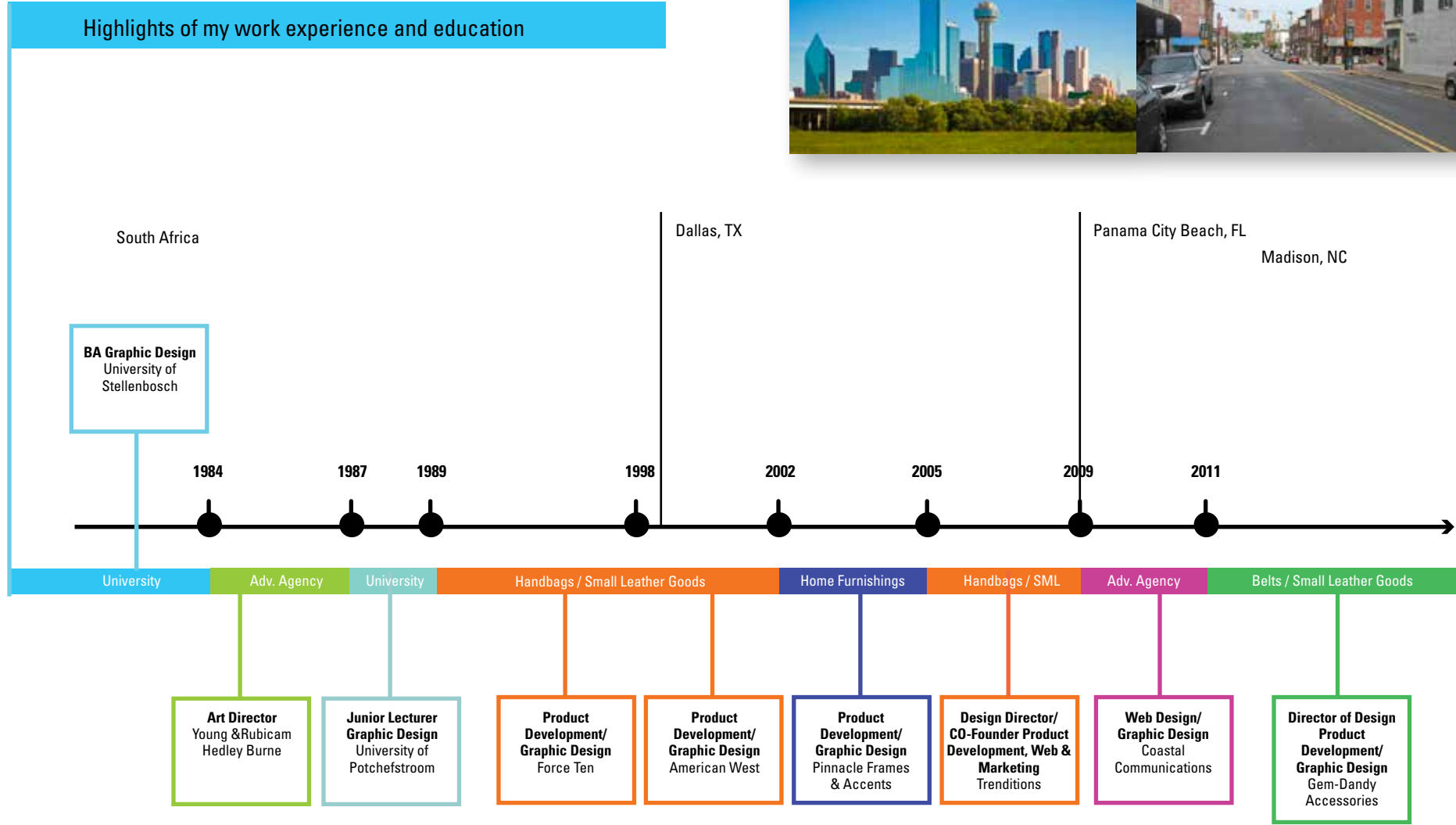


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In order to showcase the variety of my design strengths, I tried to demonstrate the entire design process from brief through process and solution, rather than focusing on the end product like the usual Graphic Design portfolio.

See the story board on my process while creating this portfolio on inner back page.

Web Design :

Case Study 1 :

Type : Web site

Carillon Beach Home Owners Association

www.carillonbeachassociation.com

My role : Design Lead

- running the design process
- writing design brief
- collaborate with stake holders
- front end design
- photography
- wire framing
- visual design

Team : Developer

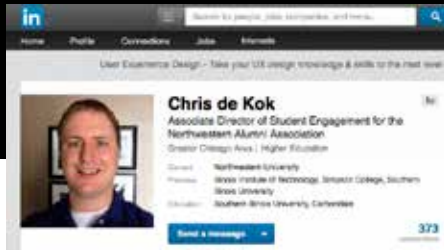
- back end design
- running user testing

Problem :

The Home Owners Association of a luxurious beach resort community in Panama City Beach, FL, needed a new interactive website to help their members navigate their informative and property sales needs.

Objective : To design and develop a high end referral site without jeopardising the

3 luxurious feel of the community.



Chris de Kok : Developer.
Chris worked remotely helping
with back end design and
running user testing.

"We want a website that allows us to be informed of all HOA events, meetings, rules and regulations, but still keep the luxurious feel of our community."

President HOA Carillon Beach, FL

Persona

Jim and Mary-Ann Rivers
Carillon Beach, FL

Age : 58 and 54

Occupation : Lawyer

President of HOA

Status : Married

House hold income : \$375k / year

Property Value : \$1 950 000

Computer Skills : ●●●○○

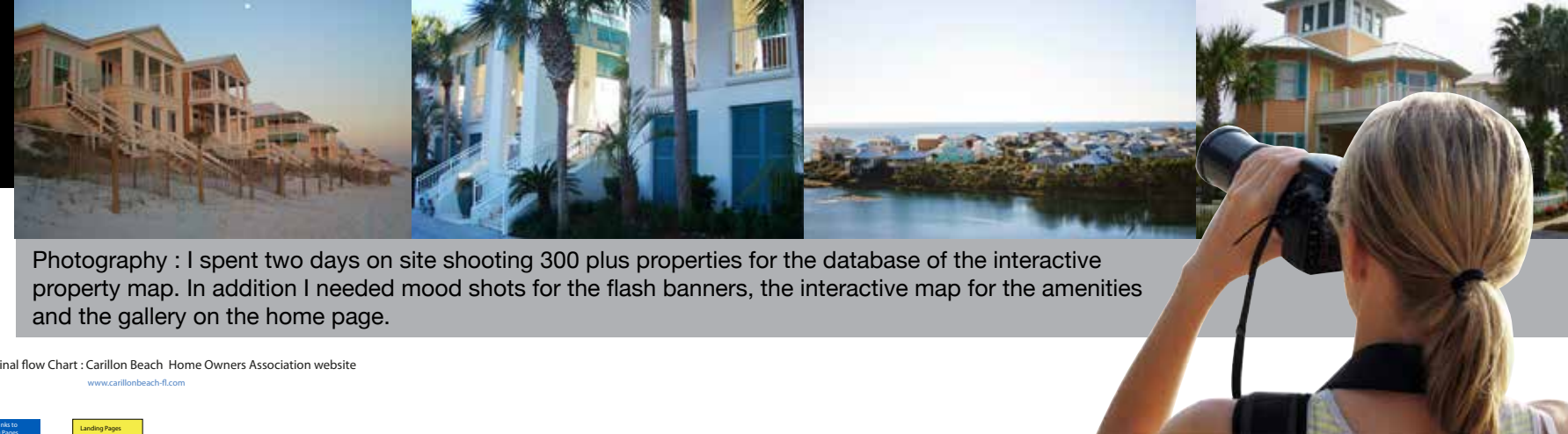
Influence in HOA : ●●●●●

Key Motivators :

- Wants to keep all members informed about HOA events.
- Need secure entry to Home Owner Login
- Ability to showcase For Sale and For Rent Properties on interactive map to be updated weekly.
- Likes to portray luxurious feel and tranquility of community throughout website.
- Needs to communicate the perfect setting as an excellent Wedding Destination.
- Interactive map which showcase amenities.



I interviewed stake holders and the president of the Home Owners Assosiation in particular. I came to the conclusion that this was a very affluent community, with property values over \$1 000 000.

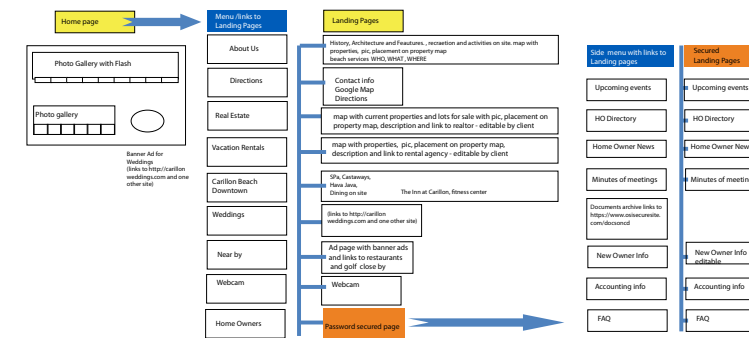


Photography : I spent two days on site shooting 300 plus properties for the database of the interactive property map. In addition I needed mood shots for the flash banners, the interactive map for the amenities and the gallery on the home page.



Final flow Chart : Carillon Beach Home Owners Association website

www.carillonbeach-fl.com



I provided them with a first proposal for home page with flow chart for site



Wireframe for home page

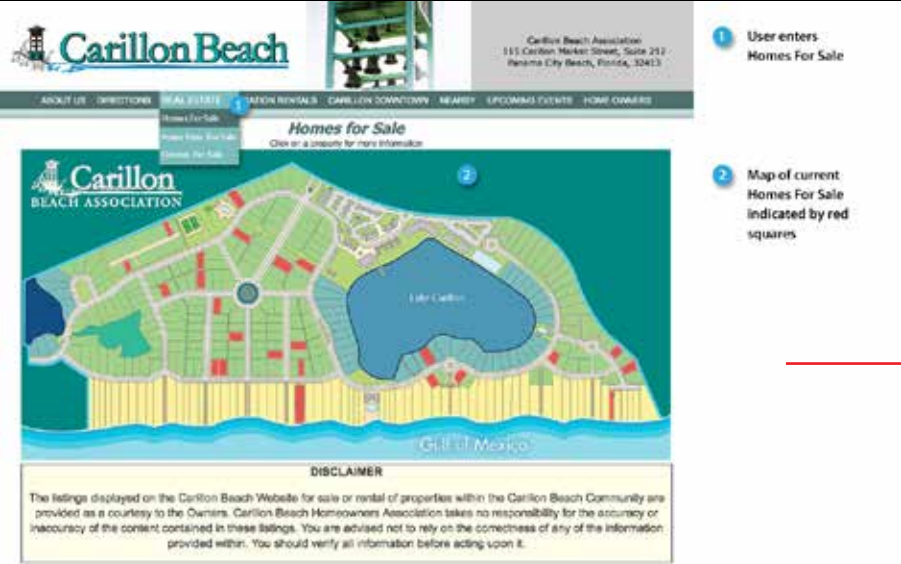
Home Page Idea : Carillon Beach Home Owners Association website



The home page prototype reflects the luxurious feel of the community.

Use case 1 : showing the user how to edit property listing

Carillon Beach Home Owner Association		
Use Case 1		
Role : Admin		
Description : This use case describes the process of adding / editing a property listing on Homes For Sale screen on site		
No :	User wants to view /edit current property listing in Homes For Sale screen on site	Screen Name
1	User opens Public URL : http://carillonbeachassociation.com Home view gives user instant access to photo gallery and Flash banner of CB Association properties and amenities	Home_view Home_view
2	User mouse over thumbnails in order to see larger view of amenities Can choose to Link to webcam, wedding page or event gallery on Flickr.com	Home_view Home_view
3	Click drop down to Homes For Sale Select and click lot of choice Lot turns blue and pop up with info appears below map	Buy_homes_view Buy_homes_view_subcategory 1 Buy_homes_view_subcategory 1
4	Click on Home Owners navigation button	Owner_login_view
5	Enter account info. Change password here if needed	Secure_manageaccount_view
6	Click Admin Menu	Admin_view
7	Click Manage Properties	Admin_properties_view
8	Enter new / edit info	Admin_edit_property_view
9	Review and Update	Admin_edit_property_view
10	Back to Main Site	
11	Click drop down to Homes For Sale	Buy_homes_view
12	Select and click lot of choice	Buy_homes_view_subcategory 1
13	Click drop down to Homes For Sale	Buy_homes_view_subcategory 1
* password for proofing purposes : no username, password : mignonne		



1 User enters Homes For Sale

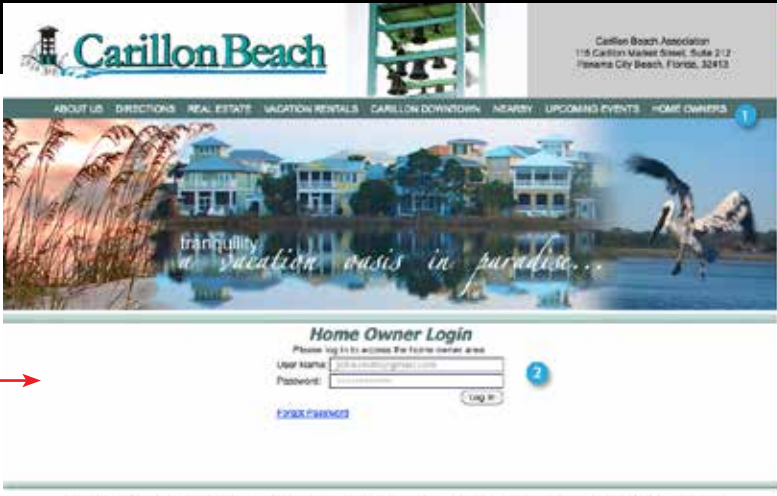
2 Map of current Homes For Sale indicated by red squares



1 User chooses a lot. Lot turns to blue.

2 Information window with photo, house name and address. Listed price needs to be added.

3 Link to Realtor listing this property



1 Entry to secured Home Owners section

2 Admin and Home Owner uses email address on file with default password to enter. Server has auto sent instructions previously.

Describing the process of adding / editing a property listing on the Homes For Sale page.

Screen 1 : to show client the process how user enters Homes for Sale to see map of current properties on the market.

Screen 2 : user chooses property of choice, info pops up and link to listing Realtor

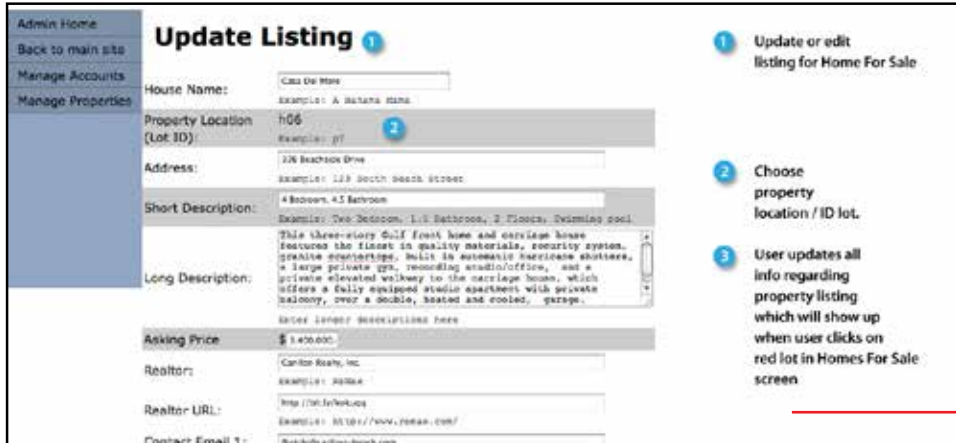
Screen 3 : user enters secure Home Owners section to update his account and property listing



Screen 4 : user enters info on his account



Screen 5 : user enters Manage Properties to add/edit property listing for Homes For Sale



Screen 6 : user enters/updates listing information to show on Homes For Sale screen



Screen 7 : Updated listing on Homes for Sale page.

Web Design :

Case Study 2 :
Type : Web site
Gem-Dandy Accessories
www.gem-dandy.com

- My role : Design Lead
- concept to front end design
 - photography
 - flow chart
 - visual design
 - presenting to sales force

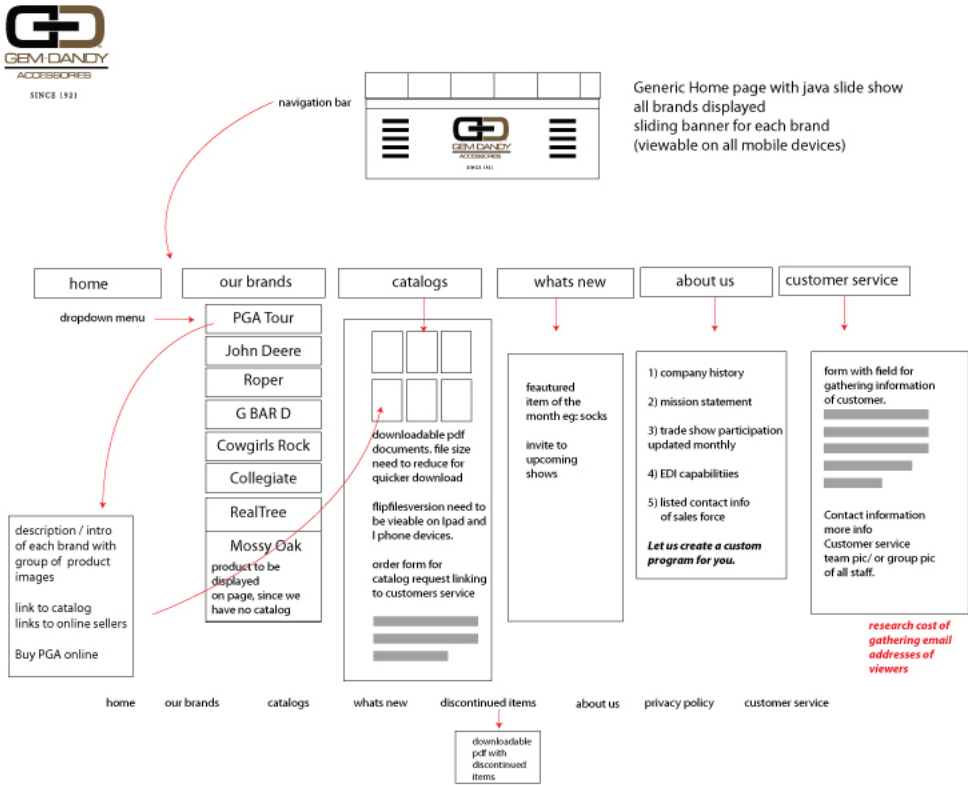
- Team :
- IT Manager/EDI Analyst
 - back end design
 - running user testing

Problem :
Updating needed on existing website.

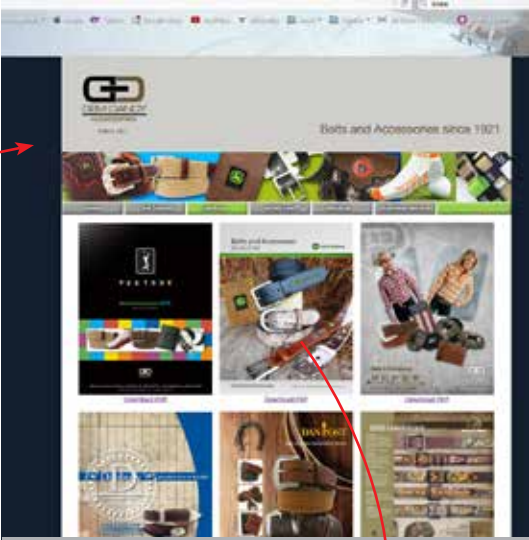
Objective : To design and develop a site showcasing all the brands the company represent. I had to present the layout and flow diagram to the national sales force at company’s annual sales meeting.



Outdated images on existing site. Needed updating



Flow chart proposal to improve the user experience.



Brand page with front covers of catalogs - can be downloaded as pdfs.



Each product catalog can be downloaded as pdf file. The sales force use this as selling tool when they run out of hard copies while traveling.



1) Home page with brands



2) Banners to slide in every 2 seconds



3) intro of each brand : with click through to catalog

I created this piece to demonstrate the new home page with visual explanation on the flow of the slider banners with 2 second intervals. Each brand gets represented by one of these banners.

Packaging :

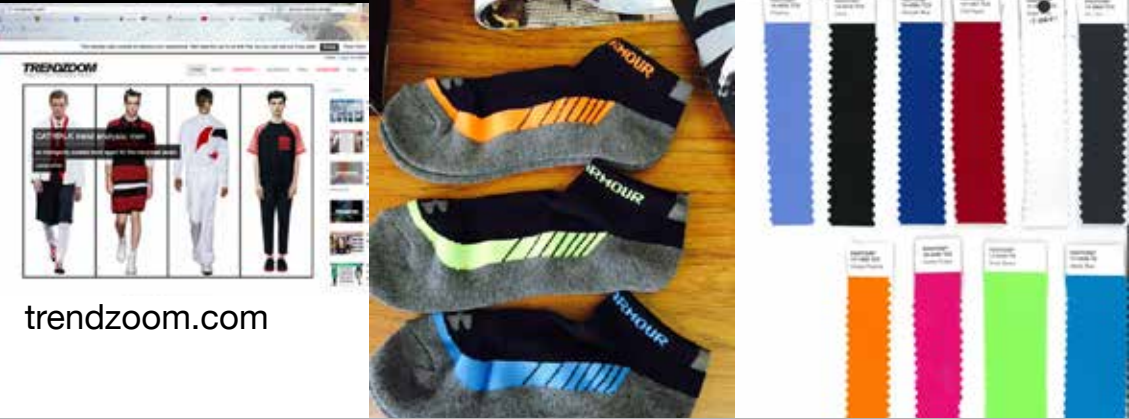
Case Study 3 :
Type : Sock development and Packaging
PGA TOUR
Performance Golf
Socks

- My role : Design Lead
- running the design process
 - product design
 - collaborate with vendors in China

Team :
In-house Designer

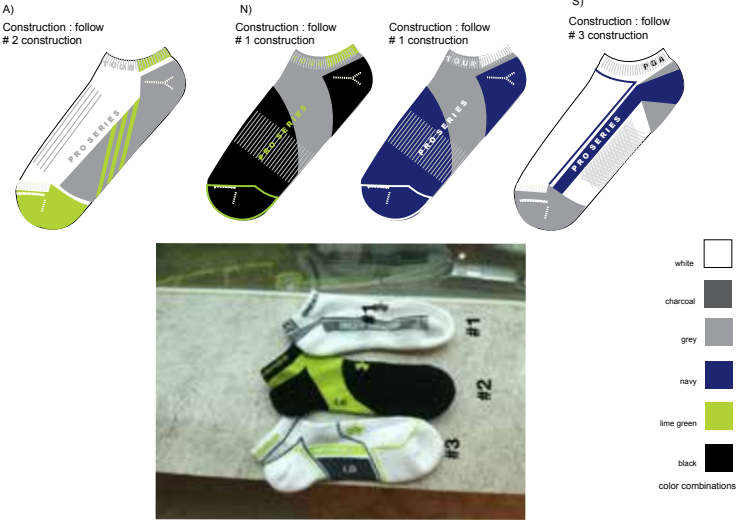
Objective : To design and develop new line of golf socks for PGA TOUR including packaging and display solution.

Result : The new line of golf socks were introduced to the PGA TOUR line and sold into Dick’s Sporting Goods, PGA TOUR Superstores and the Paradies airport stores.



I used trend information sites, comparative shopping and color research to get the info on the latest fashion trends in regards to sport socks. I then presented numerous designs, sent design specs to China and received approval samples.

Program PGA Pro Series 2013 : Men’s 3 pack “PGA PRO SERIES”



TOUR Performance

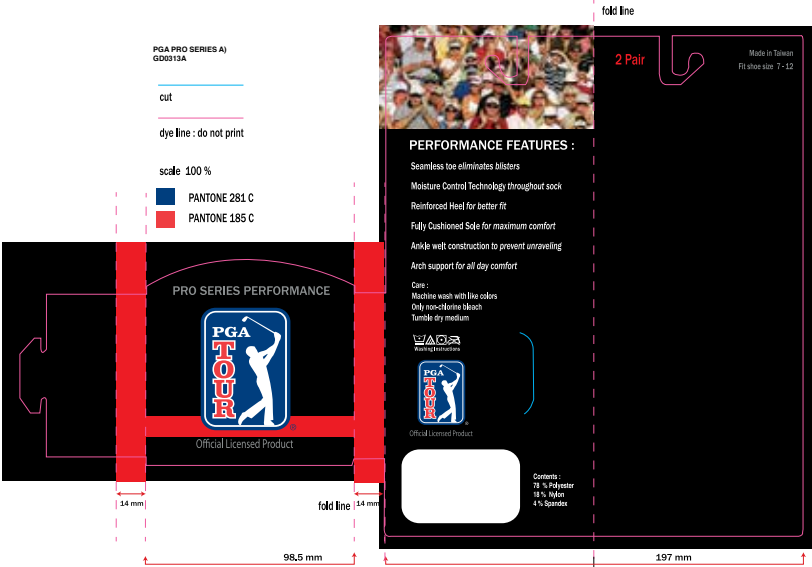
Mens Socks : Mens 2015 2 Pack Program



Packaging idea for new PGA Tour Performance sock



Packaging idea for new PGA Tour Pro Series Performance sock : A revised



I gathered information about competitors packaging and best display solutions by visiting stores such as PGA TOUR Super Stores, Dicks and Golf Galaxy to see what is most desirable by the end consumer.

Numerous design drawings and revisions until final approval from PGA TOUR.

Final packaging design gets sent to printers.

In-store display in PGA TOUR SUPERSTORE



Corporate ID :

Case Study 4 :
Type : Corporate ID
Woodlawn
United Methodist Church

- My role : Graphic Designer
- running the design process
 - meeting with admin team
 - collaborate with vendors

Team :
Administrative team
from the church

Problem :
Updating needed on existing
logo.

Objective : To design and
develop new corporate id
for the church incorporating
their mission statement :
Growing Deep
Branching Out
Reaching Up

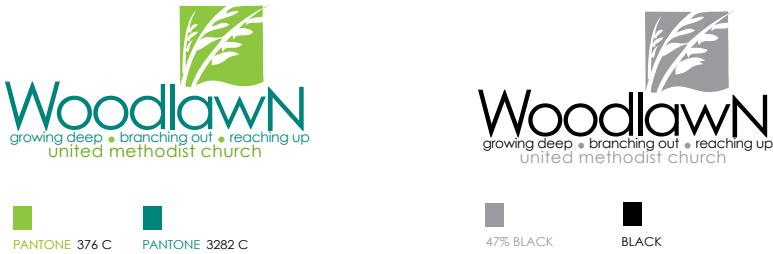
Result : Both the main logo as
well as the logo for the service on
the beach were adopted by the
church. Its being used on their
website as well as all stationary
and marketing material.



Mission logo for Woodlawn United Methodist Church

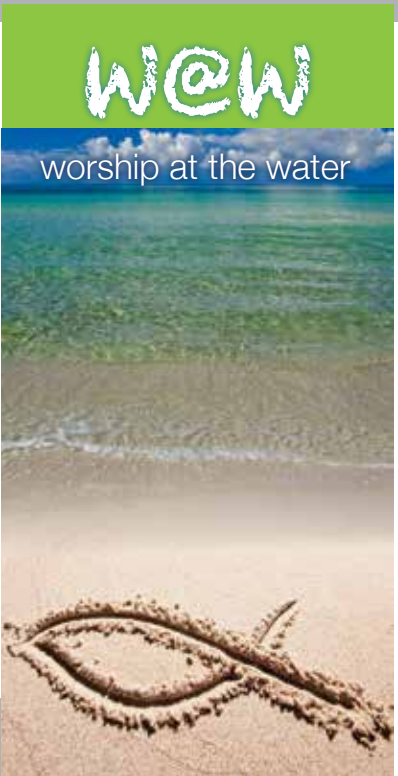
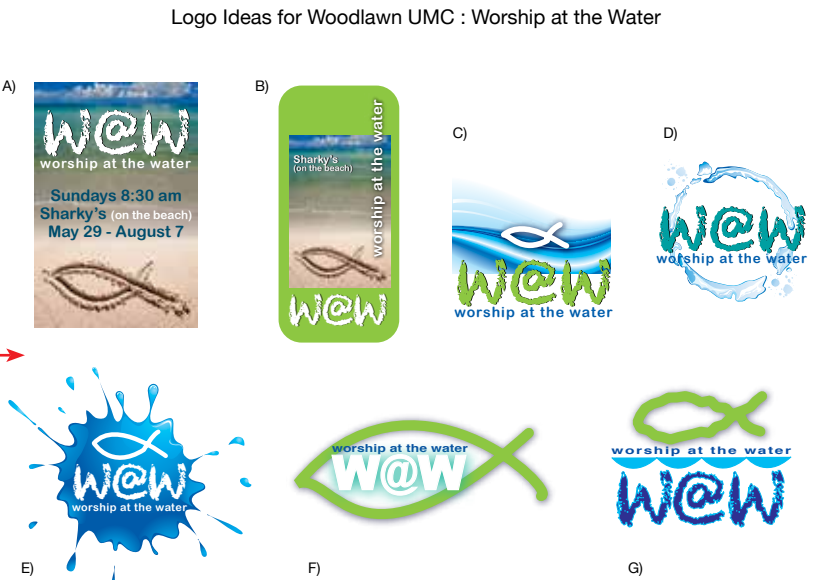
The colors :
green = a modern progressive growing congregation
aqua = the beach and the ocean

the symbol : sea oates to symbolize and represent the slogan of
growing deep, branching out, reaching up.



Sea oates, a very familiar sight on the beaches of North West Florida, was one of the concepts being
discussed during the brain storm. In addition the church had an old oak tree that was symbolic to the
congregation. I used both of these symbols to present numerous logo ideas to the team.

The final logo symbolizes the mission statement in the colors that fit best with this congregation. I introduced the lime green demonstrative of the
modern progressively growing congregation , with the aqua to symbolize the water color of the sea. The sea oates is used as a symbol of growing
deep, branching and reaching up.



In addition they wanted a more youthful, modernistic approach for their Worship at the Water ceremony
held on the beach. I presented several design ideas, utilizing the water and fish symbol.

Finally the decision was made to use these two alternatively in conjunction with the official church
logo on all printed material. The rack card gets placed on the bed side table in each condo along the
beach as invite to the service .

Catalog Design :

Case Study 5 :
Type : Catalog Design
PGA TOUR
Belts & Accessories 2015

- My role : Design Lead
- running the design process
 - concept through final product
 - photography
 - collaborate with printers

Team :
In-house Designer
VP of Marketing

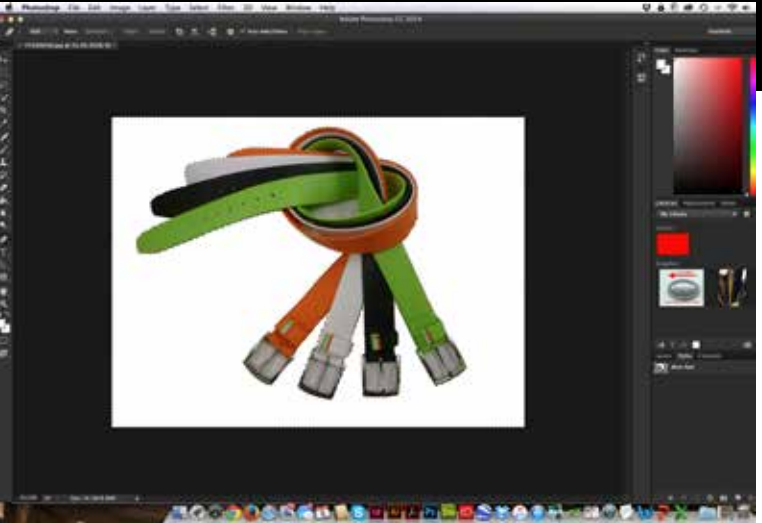
Problem :
Update needed on
previous year's catalog.

Objective : To photograph
and design the annual
product catalog for
PGA TOUR 2015.

Result : Catalog was printed
and delivered in time for the
annual PGA trade show
in Orlando, FL.



PGA TOUR is one of 7 licenced brands for which the company creates an annual product catalog. This gets used by the sales-force as wholesale selling tool with their samples. My task is to receive listing of all existing and new product that need to go in, get the physical samples, do the styling, photography and layout and get the final printed catalog delivered to the warehouse in a period of usually 4 - 6 weeks.

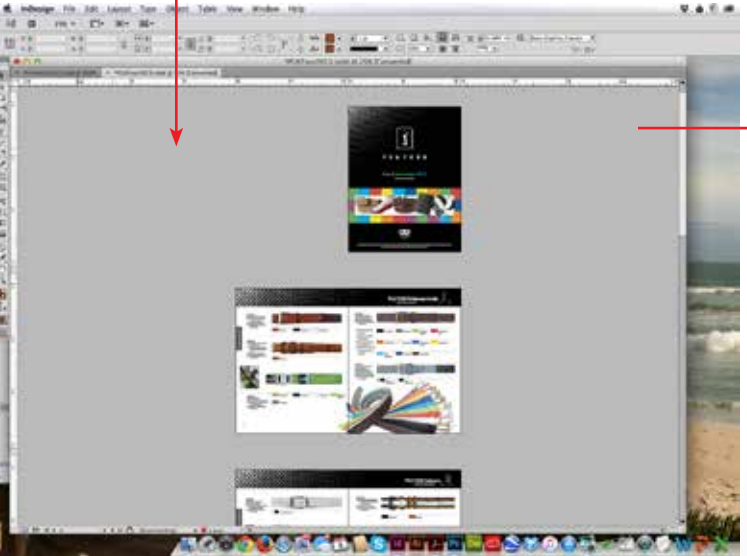


I do Photoshop work and color correction on the product pics to place into the Adobe InDesign file.

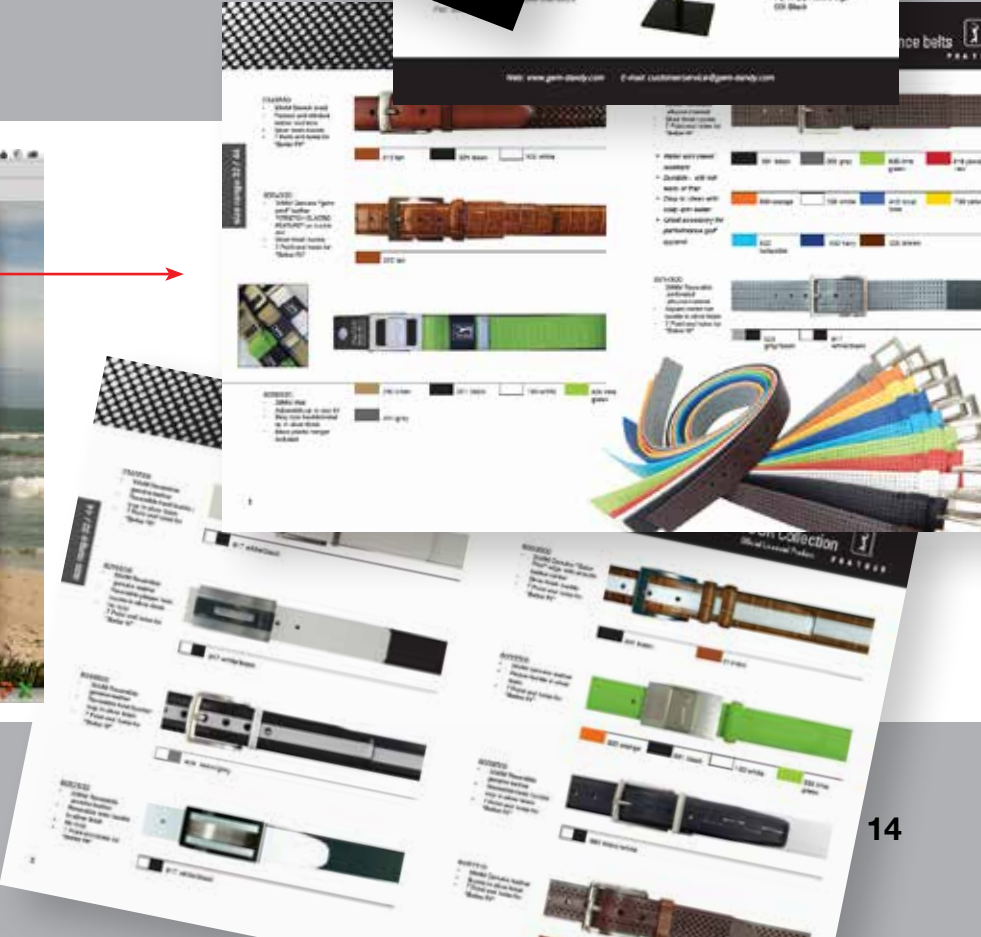


Since the front cover gets featured on the website also, we usually spend a lot of time on deciding the final design. I present the team with 5 or 6 possibilities first by scamp, and then as pdf.

The dummy gets drawn up showing new and existing product placement.



I create the 12 page catalog file in Adobe InDesign. After approval by PGA TOUR the final print ready PDF gets uploaded to printers FTP site. Color corrections gets done by me on the hard copy proofs before final print approval.



Product Development :

Case Study 6 :
Type : Product Development
Dan Post Belts and Accessories

My role : Design Lead

- running the design process
- concept through final product
- product design
- collaborate with vendors in China

Team :
VP of Product Development
In-house Designer

Objective : To design and develop a new line of mens and ladies belts for Dan Post Boot Company.

Result : Dan Post Belts were added as liscenced brand in January 2015.

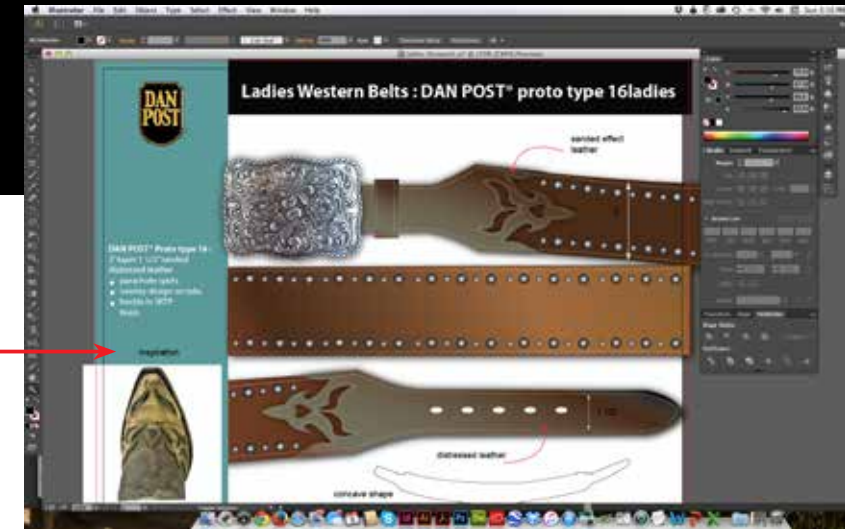


I did comparative shopping in-store to look at Dan Post boots, especially at leathers and color combinations.

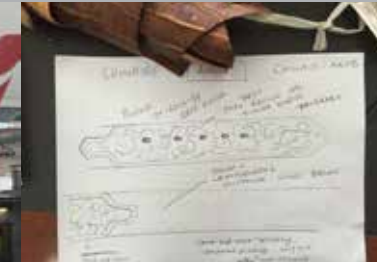


We met with Dan Post Boot Company to recieve info on best seller boots and leathers.

I do hand sketches to present to the team before creating design specs in Adobe Illustrator.



The Adobe Illustrator drawings are used as design prototype for client. In addition they serve as design spec sheet for factory.



I fly to China at the end of March each year to work with a Chinese factory, collaborating on design , material and manufacturing process. Samples get prepared in compliance with the design spec sheet and send back to US for approval. While in Hong Kong I usually attend APLF, the biggest leather fair in the world.



After approval sample, I use the pre - production sample to create the detailed production spec sheet to send to factory for order placement by the merchandising department.



Product Development :

Case Study 7 :
Type : Product Development
PGA TOUR Golf Buckle

- My role : Designer
- concept through final product
 - product design
 - collaborate with vendors

Problem : The need existed for a 38 mm belt buckle for PGA players to wear while playing, in tournaments. Competitors were winning ground on logo placement and PGA TOUR needed market share on tournament broadcasts.

Objective : To design a golf buckle for PGA TOUR and present the idea to the sales force at the annual sales meeting.

Result : We added the buckle on a 38 mm leather belt in 4 fashion colors to our PGA TOUR line.

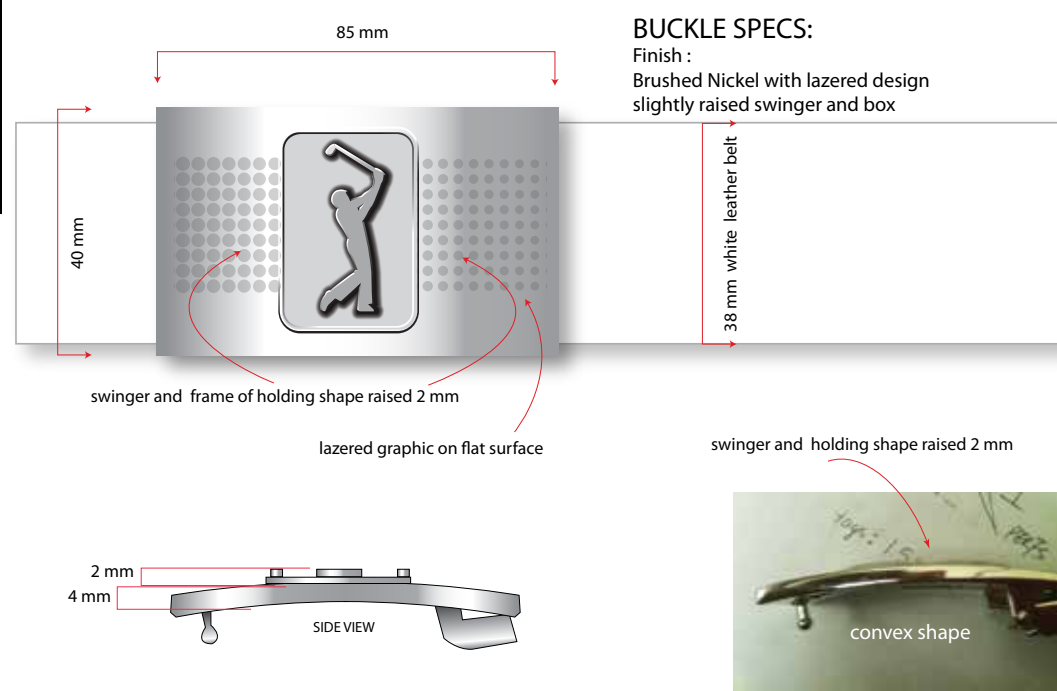


Competitors samples

Comparative shopping led me to design a three dimensional plaque buckle with a screen printed golf ball dimple design in the background. This represented the new trend of graphic elements while serving as a interesting background for the swinger logo. The oversized 3-dimensional use of the swinger can be seen from afar. The design was sent to China for development.



For the sales meeting I created an information piece, showcasing famous players wearing competitors belts during tournaments as motivation for selling our version.



BUCKLE SPECS:
Finish :
Brushed Nickel with lazered design
slightly raised swinger and box



Portfolio :

Case Study 8 :
Type : Portfolio Design
Create portfolio to show design process.

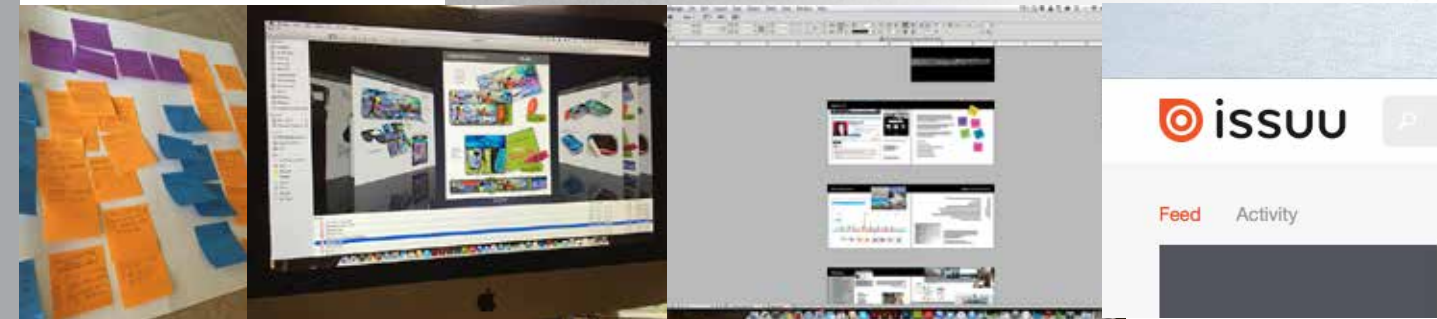
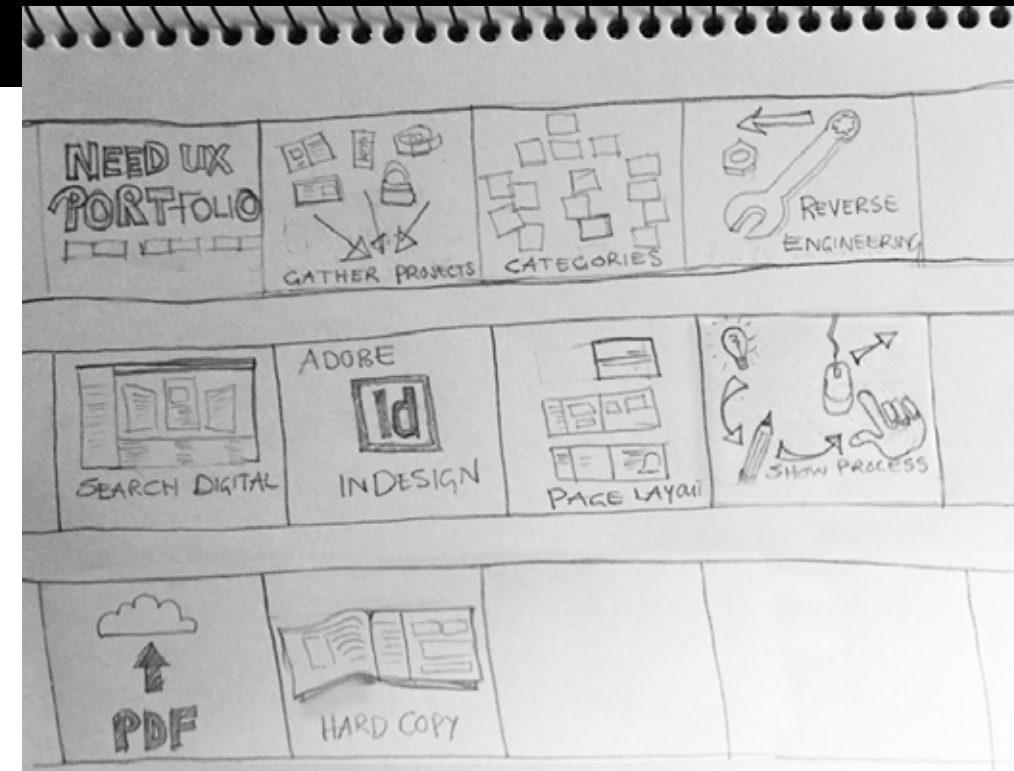
- My role : Designer
- concept through final product

Problem : In search of better educating myself I have taken interest in UX Design. Although I have extensive experience in Graphic Design / Product Development, my current portfolio lacks focus on the process.

Objective : To design a a Portfolio utilizing selective design projects during the last 5 years with a focus on the process itself.

Result : This portfolio is available in hard copy as well as a digital publication at www.issuu.com/mignonneverter

I created this storyboard to show my thought process.



In order to gather the best pieces to showcase the development process, I flipped through all my digital work files as well as hard copies of previous work. I categorized them by project and had to do some reverse engineering to achieve my goal in showing the process. After having to edit some content to make it more stream line, I've uploaded the pdf to an online publication site called issuu.com. In addition I've printed hard copies for handouts during an interview process.

