

# PORTFOLIO



## / Professional Experience

### 2.7 AUGUST APPAREL INC.

Lead Visual Designer  
Nov. 2020–Present

### CONVOSO

Contract Graphic Designer  
Mar. 2020–Present

## / Awards

A-Design Award  
C2A  
MUSE Creative Awards  
Vega Digital Awards  
59th GDUSA Design Awards  
Creative Quarterly 70th

## / JURY

SkillsUSA Florida State  
Leadership & Skills 2025  
A' Design Award 2024–2026

## / Education

### ACADEMY OF ART UNIVERSITY

Master Of Fine Arts In Graphic Design & Digital Media  
Sept.2018 - May.2020

### GUANGXI ARTS UNIVERSITY

Bachelor Of Fine Arts In Visual Communication Design  
Sept.2012 - July.2016

## / Skills

Executive Presentation Design  
Internal Communication Materials  
Cross-Functional Visual Support  
Information Hierarchy & Data Visualization  
Typography & Layout Precision  
Template Development & Standardization  
High-Volume Production Management  
Print & Packaging Production Coordination

## / Tools

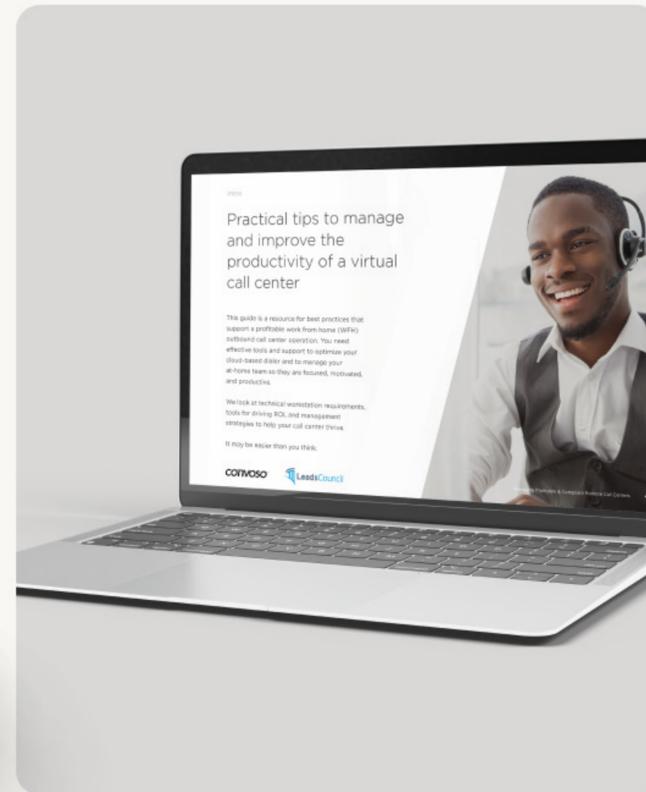
Figma  
Adobe Creative Suite  
Keynote  
Web-Based CMS Platforms  
Shopify  
Generative AI Tools

/ Hi, I'm River.

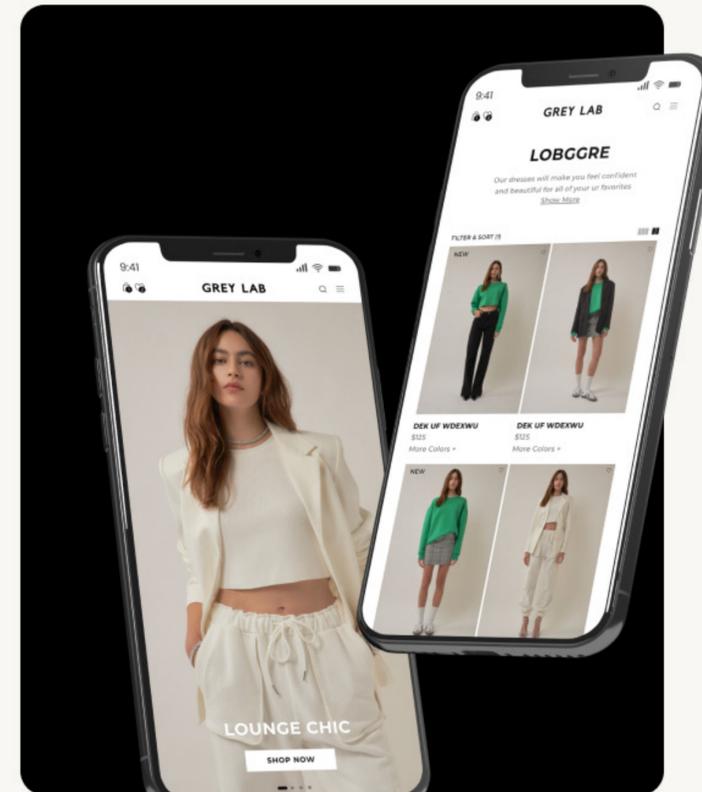
A visual designer focused on structured communication across presentations, digital interfaces, and brand systems. I translate complex information into clear visual frameworks that support both internal communication and customer-facing experiences.



01 / Executive Retail Expansion Presentation



02 / Content-Driven Sales Enablement Framework



03 / Grey Lab Digital Commerce Platform



04 / K Fusion Brand Packaging System

# Executive Retail Expansion Presentation

/ **Client**  
Objectrare

/ **Description**  
Developed a structured executive presentation to support the launch of the physical retail stores in California.

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

**OBJECTRARE**

**OBJECT:**  
Noun: A thing that can be seen and touched, something that is physical item to a concept in a specific context.  
Adjective: Something that is uncommon, not found frequently, or hard to come by. It often implies uniqueness or a higher value because of scarcity.

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

**2.7 August Apparel, Inc.**  
Established in 2011, is a Los Angeles-based fast-fashion company specializing in business-to-business (B2B) services, including design, manufacturing and wholesale distribution. The company operates multiple brands such as Endless Rose, English Factory, Mery, Free the English Rose, After Market, Roses, La'Veni, After Market, and Recess Kids, catering to a diverse clientele. Their products are available through various channels, including their official website, Major Retailers, Boutiques and on and offline wholesale platforms. 2.7 August Apparel, is a women's fashion label with a strong

**Endless Rose**, established in Los Angeles in 2012, is a women's fashion brand known for its modern, chic, and luxurious designs. Drawing inspiration from runways, street style, and West Coast culture, the brand offers a diverse range of clothing, including mini dresses, maxi dresses, matching set, cocktail dresses, blazers, mini skirts, and blazers. The brand emphasizes on details and aims to create suitable for powerful, independent women seeking fashion that reflects their personality. It is committed to providing forward clothing with the latest trends with quality, ensuring style with current style the test of time

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

**ABOUT US**

Objectrare is an online retailer specializing in women's fashion, offering a curated selection of clothing and accessories from brands like Endless Rose, English Factory, Grey Lab, Free the Roses and ETC. Their collections include dresses, jeans, tops, pants, t-shirts, jackets, jumpsuits, and swim, catering to various styles and occasions. Regular arrivals, Objectrare regularly refreshes its inventory with new styles, allowing customers to update their wardrobes with the latest fashion trends.

Objectrare's end consumer segments are diverse, reflecting a mix of traditional, luxury, and contemporary customers who value quality, service, and a personalized shopping experience. In new years, Objectrare focus on attracting millennials by enhancing its digital presence and offering products that appeal to younger consumers with ENGLISH ROSE

The retail store will serve as the brand's first physical location, offering a premium shopping experience for fashion-conscious consumers. With a well-defined market and high-quality product line, this store will drive customer engagement, enhance brand identity, and generate significant monthly revenue.

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

**HISTORICAL FINANCIAL PERFORMANCE**

PERIOD	ACTUAL FYE 2022	ACTUAL FYE 2023	ACTUAL FYE 2024	ACTUAL FY Q3 (9/30) 2024
Total Sales	\$32,332,315	\$32,337,309	\$28,000,000	\$18,713,269
Wholesale/Major Retailer/Boutique (B2B)	\$32,332,315	\$21,564,133	\$18,713,269	\$11,518,866
Market Place/Dropship/ Brands Online Store	\$7,242,439	\$9,503,431	\$8,518,866	\$767,884
Ecommerce Wholesale/ Store-International (B2B)	\$2,586,585	\$1,269,745	\$1,794,921	\$1,516,000
Total COGS	\$19,171,106	\$14,794,921	\$17,542,388	\$15,484,000
Gross Profit	\$13,161,210	\$17,542,388	\$10,457,612	\$7,199,269

**FINANCE**

## / Challenge

Content inputs were provided across multiple sources, including financial spreadsheets, market analysis reports, and operational cost breakdowns. The initial materials lacked hierarchy and narrative clarity.

## / What I Did

Owned slide structuring and production execution, translating market research, revenue projections, and operational inputs into executive-ready presentation materials.

## / Audience

Executive leadership and cross-functional stakeholders

## / Why We Need It

Support offline retail expansion through structured market analysis, financial forecasting, and site comparison.

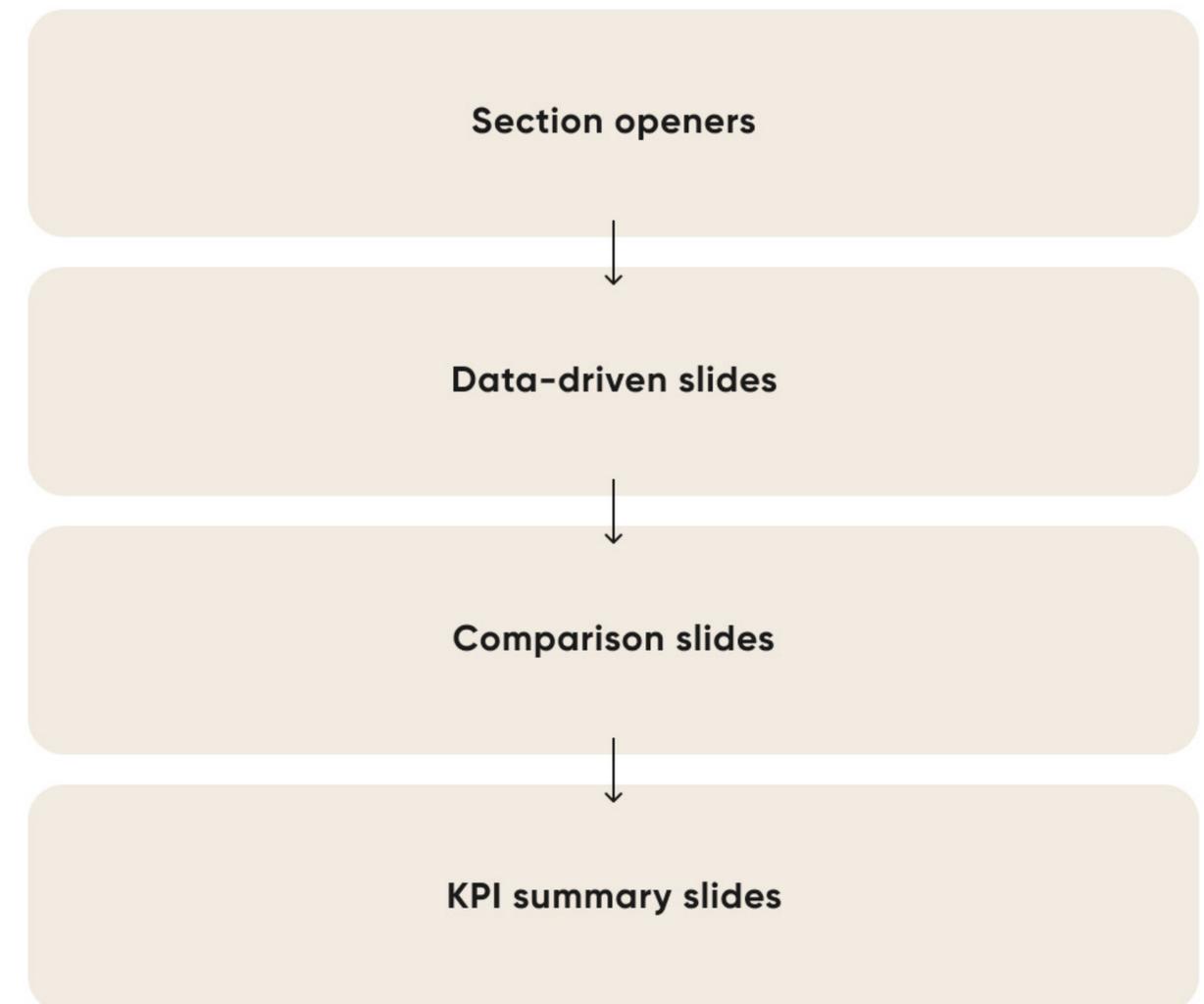
## / Approach

Consolidated multi-sheet datasets into structured thematic sections

## / Outcome

Improved executive readability and reduced cognitive load during review sessions.

## / Defined consistent slide types including



# Presentation Visual System

/ Established a presentation visual system to organize brand positioning, market context, and financial performance into a clear executive communication framework.

## / Color System

The system is anchored by a high-contrast dual-tone palette:



## / Typography

Zurich Regular and Zurich Bold establish a clear typographic hierarchy that improves readability across data-heavy executive presentations.

## / Production

Defined layout rules for section headers, KPI highlights, and financial tables, with spacing standards to ensure clarity and consistency across long-form executive decks.



# Zurich

**Black Extended BT**  
Titles 27pt

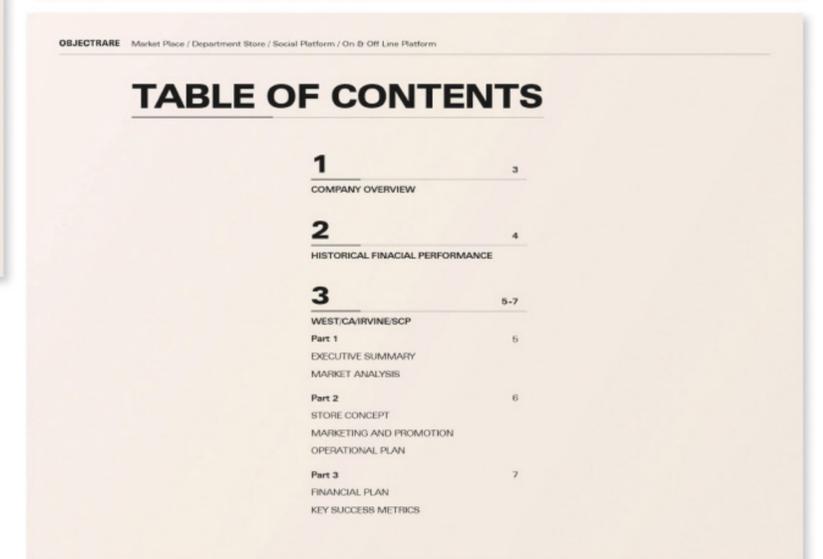
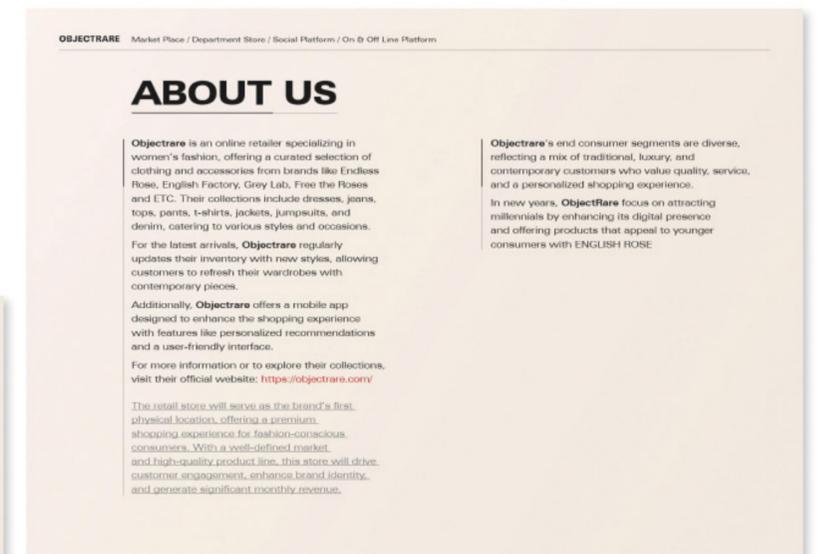
**Bold Extended BT**  
Subtitle & Key Metrics 12pt

Extended BT  
Body Copy 12pt

## Narrative Structure

/ Created a clear progression from context to decision, using repeatable slide types and consistent sectioning to support executive scalability.

/ Established a structured presentation flow



## Brand Positioning & Financial Validation

/ The objective was to validate that the brand identity, market positioning, and operational model were supported by measurable performance data.

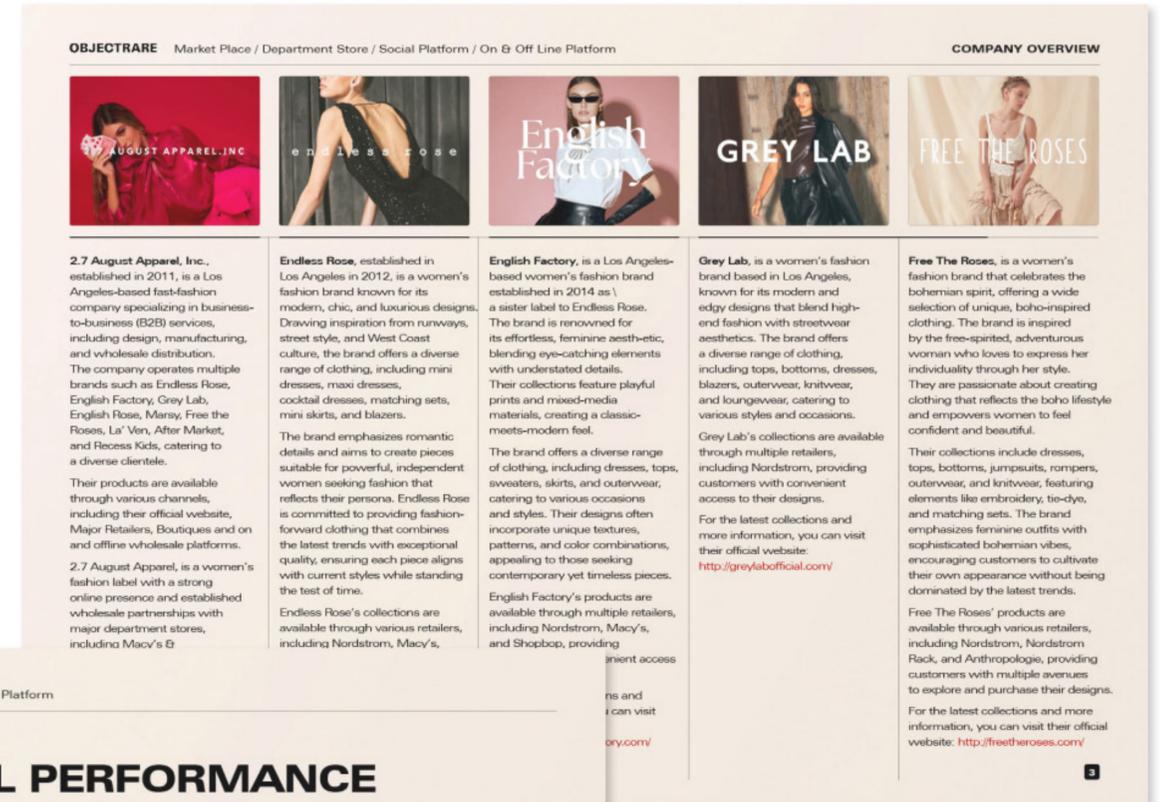
### / What I Did

Used controlled white space to separate narrative and numeric zones. Standardized table formatting (alignment, numeric grouping, and emphasis rules) to improve readability and reduce review friction.

Maintained consistent grid alignment across text-heavy and data-heavy sections. Emphasized key financial metrics through scale and contrast

### / Outcome

Reinforced brand legitimacy through structured financial transparency, supporting leadership-level expansion discussions.



**OBJECTRARE** Market Place / Department Store / Social Platform / On & Off Line Platform

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PERIOD	ACTUAL FYE 2022	ACTUAL FYE 2023	ACTUAL FY Q3 (9/30) 2024	PROJECTED FYE 2024	PROJECTED FYE 2025
Total Sales	\$32,332,315 100.00%	\$32,337,309 100.00%	\$28,000,000 100.00%	\$38,285,000 100.00%	\$47,858,250 100.00%
Wholesale/Major Retailer/Boutique (B2B)	\$32,332,315 89.80%	\$21,584,133 66.88%	\$18,713,259 66.83%	\$26,315,000 68.73%	\$28,713,750 60.00%
Market Place/Dropship/ Brands Online Store	\$7,242,439 22.40%	\$9,503,431 29.39%	\$8,518,856 30.42%	\$10,915,000 28.51%	\$16,749,888 35.00%
Ecommerce Wholesale/ Store-International (B2B)	\$2,588,585 8.00%	\$1,269,748 3.93%	\$767,884 2.74%	\$1,055,000 2.78%	\$2,392,813 5.00%
Total COGS	\$19,171,105 59.29%	\$14,794,921 45.75%	\$12,516,000 44.70%	\$17,113,395 44.70%	\$21,535,313 45.00%
Gross Profit	\$13,161,210 40.71%	\$17,542,388 54.25%	\$15,484,000 55.30%	\$21,171,605 55.30%	\$26,320,938 55.00%
Operating Expenses	\$10,847,852 33.55%	\$15,889,878 49.08%	\$12,880,000 46.00%	\$17,811,100 46.00%	\$21,535,313 45.00%
Net Profit	\$2,313,558 7.16%	\$1,672,710 5.17%	\$2,604,000 9.30%	\$3,580,505 9.30%	\$4,785,625 10.00%

# Execution Planning & Market Opportunity

/ Structured go-to-market, marketing strategy, and operational plan into modular slides. Ensured that execution planning was presented as actionable and measurable rather than conceptual.

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

## WEST/CA/IRVINE/SCP

**EXECUTIVE SUMMARY**  
Objectrare is a premium lifestyle and design brand with a strong emphasis on unique, rare, and high-quality products. This business plan outlines the strategy for launching a retail storefront at South Coast Plaza, one of the premier luxury shopping destinations in the United States. This location will enhance Objectrare's brand visibility, attract high-value clientele, and provide a tactile experience that complements its online presence.

**MISSION STATEMENT**  
To provide a curated shopping experience that celebrates rarity, craftsmanship, and innovative design, fostering a community of discerning shoppers who value uniqueness and quality.

**BUSINESS OBJECTIVES**  
Establish a flagship retail presence at South Coast Plaza by Q2 2025, uniqueness and quality. Achieve minimum of \$3.6 million in gross revenue within the first 12 months of operation.

Build a loyal customer base with a 25% repeat customer rate by the end of Year 2. Enhance brand recognition and drive a 20% increase in west region California Irvine area online sales through synergy with the physical store from west region and California state Irvine city.

**MARKET ANALYSIS**  
**South Coast Plaza Overview:**  
Annual foot traffic: Over 22 million visitors.  
Demographic: Affluent consumers, international tourists, and style-conscious shoppers.  
Competitor mix: High-end brands (e.g., Gucci, Louis Vuitton) and boutique luxury stores.  
**Target Audience:**  
Age: 25-45 years old.  
**Income:**  
\$100,000+ annual household income.

**Interests:**  
Unique designs, sustainability, exclusivity, and bespoke experiences.  
**Competitive Advantage:**  
Objectrare's focus on rare and bespoke items differentiates it from traditional retail brands. The blend of online and offline experiences ensures customer engagement across multiple touchpoints.

**STORE CONCEPT**  
**Design Philosophy:**  
Minimalistic and modern with elements that reflect the brand's ethos of rarity and craftsmanship. Interactive zones for customers to explore limited-edition items and digital displays for customization.  
**Product Offering:**  
High-end lifestyle items, art pieces, fashion accessories, and bespoke collaborations with artists, designers, influencers and creators.  
**Customer Experience:**  
Personalized consultations. Exclusive in-store events featuring artists and designers.

**MARKETING AND PROMOTION**  
**Pre-Launch Campaign:**  
Teasers on social media and email newsletters. Collaboration with influencers and creators for exclusive previews. VIP launch event for local tastemakers and media.  
**Ongoing Strategies:**  
Cross-promotions with neighboring luxury brands. Loyalty programs for repeat purchases. In-store workshops and events.  
**Digital Integration:**  
QR codes leading to behind-the-scenes content. Exclusive online drops for in-store visitors.

**OPERATIONAL PLAN**  
**Location:**  
Premium retail space at South Coast Plaza.  
**Hours of Operation:**  
Align with South Coast Plaza's schedule (e.g., 10 AM - 9 PM).

**Staffing:**  
Store manager with luxury retail experience. Sales associates trained in product knowledge and customer engagement. Event coordinator for in-store experiences. Customer Service Manager for inquiry and returns.

**FINANCIAL PLAN**  
**Startup Costs:**  
Leasehold improvements: \$600,000  
Initial inventory: \$750,000-\$1,000,000  
Marketing and promotions: \$50,000  
Total: \$1,400,000-1,650,000  
**Revenue Projections:**

Year 1	\$5,400,000-\$9,000,000
Year 2	\$6,480,000-\$10,800,000
Year 3	\$7,776,000-\$12,960,000
Year 4	\$9,331,200-\$15,562,000
Year 5	\$11,197,440-\$18,662,400

**Profit Margins:**  
Gross margin: 65%.  
Net profit margin: 25%.  
**Funding:**  
Self-funded with additional capital from small business loans and Tenant improvements.  
Net profit margin: 25%.  
**KEY SUCCESS METRICS**  
Sales per square foot above South Coast Plaza's average of \$1,500/sq. ft.  
Positive feedback scores and customer reviews (average rating of 4.8/5).  
Increased social media engagement and foot traffic conversion.

REGION | WEST STATE | CA CITY | IRVINE TYPE | SOUTH COAST PLAZ

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REGION | WEST STATE | CA CITY | IRVINE TYPE | SOUTH COAST PLAZ

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

## WEST/CA/GLENDALE/GALLERIA

The Glendale Galleria is a prominent shopping destination in Los Angeles County, boasting high foot traffic and a diverse customer base. Anchored by top retailers like Nordstrom, Bloomingdale's, and Macy's, the mall is an ideal setting for attracting upscale and fashion-conscious shoppers. The location of the Objectrare storefront between Nordstrom and Anthropologie is particularly advantageous due to its proximity to two well-established brands that attract a steady stream of customers aligned with Objectrare's target demographic.

**EXECUTIVE SUMMARY**  
Objectrare is a premium retail brand specializing in rare and distinctive lifestyle products that cater to a style-conscious audience. The Glendale Galleria storefront provides a prime opportunity to capitalize on high foot traffic, a fashion-forward clientele, and the prestige associated with the mall's central location. The store will offer an immersive retail experience, blending curation, exclusivity, and exceptional customer service.

**KEY HIGHLIGHTS**  
Location advantage between Nordstrom and Anthropologie, enhancing exposure to a compatible customer base.

Focus on creating a boutique-style shopping experience that combines aesthetics with exclusivity. Strategic positioning in a high-demand retail environment with a mix of affluent locals and visitors.

**MARKET ANALYSIS**  
**Glendale Galleria Overview:**  
Location: In the heart of Glendale, this iconic shopping center spans over 1.6 million square feet, featuring over 200 retailers.  
**Customer Profile:**  
Primary shoppers: Affluent local residents (median household income of \$81,000+), young professionals, tourists, and families.  
Age demographics: Majority between 25-45, with a strong preference for premium and unique products.

**Market Trends:**  
Increasing demand for unique, curated retail experiences. Shift toward in-person shopping post-pandemic, with customers seeking immersive retail environments.  
**Foot Traffic Data:**  
Glendale Galleria attracts an average of 30,000 visitors daily during weekdays, peaking at 60,000+ on weekends. Proximity to The Americana at Brand, creating a seamless shopping loop for high-value customers.  
**Age Breakdown:**  
Under 5 Years: 4.9%  
5 - 17 Years: 13.1%  
18 - 24 Years: 7.7%  
25 - 34 Years: 15.9%  
35 - 64 Years: 26.9%  
65 - 84 Years: 13.0%  
Over 85 Years: 18.4%  
**Ethnic Composition:**  
White (Non-Hispanic): 61.5%  
Asian (Non-Hispanic): 13.6%

Other (Hispanic): 7.84%  
White (Hispanic): 7.1%  
Two or More Races (Non-Hispanic): 3.72%

**Income and Economic Indicators:**  
Median Household Income: \$81,219, reflecting a relatively affluent community.  
Per Capita Income: \$44,298, indicating individual earning potential.  
Poverty Rate: 13.4%, which is below the national average, suggesting economic stability.

**COMPETITIVE ANALYSIS**  
**Direct Competitors:**  
Anthropologie: Targets a similar demographic with a focus on trendy, artistic, and lifestyle products.  
Nordstrom: Appeals to high-income shoppers with premium clothing, beauty, and accessories. Boutique retailers like Free People and Madewell also share overlapping audiences.  
**Competitive Edge for Objectrare:**  
A curated selection of rare, hard-to-find items not readily available through competitors.

Tailored, high-touch customer service that prioritizes personalization and exclusivity. Use of storytelling in branding to connect with customers emotionally.

**LOCATION ADVANTAGES**  
The storefront's positioning between Nordstrom and Anthropologie places Objectrare at the heart of one of the mall's busiest corridors.  
**Benefits:**  
Foot Traffic: Leverages Nordstrom's customer flow, estimated at 15%-20% of total mall visitors.  
Brand Compatibility: Anthropologie's customer profile aligns closely with Objectrare's target market, increasing the likelihood of cross-shopping.  
Visibility: High visibility ensures Objectrare stands out to customers navigating the corridor.

**MARKETING AND BRANDING**  
**In-Mall Advertising:**  
Invest in digital displays throughout the mall, featuring Objectrare's unique product offerings and promotions.  
Partner with the mall for seasonal campaigns to maximize visibility.

**Social Media Campaigns:**  
Focus on location-based marketing through Instagram and TikTok with hashtags like #ShopGlendale and #Objectrare. Highlight exclusivity by sharing behind-the-scenes content on product sourcing and curation.  
**Collaborations:**  
Cross-promote with Nordstrom and Anthropologie through coordinated events. Work with local influencers and fashion bloggers to increase awareness.  
**Grand Opening:**  
Plan a high-profile opening event with live music, refreshments, and exclusive giveaways. Offer early access to VIP customers and press kits to local media.

**STORE DESIGN AND LAYOUT**  
**Store Concept:**  
Create a gallery-like ambiance that reflects the rarity and exclusivity of the products. Use soft, neutral tones with modern, minimalist displays to keep the focus on the items.

REGION | WEST STATE | CA CITY | GLENDALE TYPE | GALLERIA MALL

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## WEST/CA/GLENDALE/GALLERIA

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**KEY HIGHLIGHTS**  
Location advantage between Nordstrom and Anthropologie, enhancing exposure to a compatible customer base.

Focus on creating a boutique-style shopping experience that combines aesthetics with exclusivity. Strategic positioning in a high-demand retail environment with a mix of affluent locals and visitors.

**MARKET ANALYSIS**  
**Glendale Galleria Overview:**  
Location: In the heart of Glendale, this iconic shopping center spans over 1.6 million square feet, featuring over 200 retailers.  
**Customer Profile:**  
Primary shoppers: Affluent local residents (median household income of \$81,000+), young professionals, tourists, and families.  
Age demographics: Majority between 25-45, with a strong preference for premium and unique products.

**Market Trends:**  
Increasing demand for unique, curated retail experiences. Shift toward in-person shopping post-pandemic, with customers seeking immersive retail environments.  
**Foot Traffic Data:**  
Glendale Galleria attracts an average of 30,000 visitors daily during weekdays, peaking at 60,000+ on weekends. Proximity to The Americana at Brand, creating a seamless shopping loop for high-value customers.  
**Age Breakdown:**  
Under 5 Years: 4.9%  
5 - 17 Years: 13.1%  
18 - 24 Years: 7.7%  
25 - 34 Years: 15.9%  
35 - 64 Years: 26.9%  
65 - 84 Years: 13.0%  
Over 85 Years: 18.4%  
**Ethnic Composition:**  
White (Non-Hispanic): 61.5%  
Asian (Non-Hispanic): 13.6%

Other (Hispanic): 7.84%  
White (Hispanic): 7.1%  
Two or More Races (Non-Hispanic): 3.72%

**Income and Economic Indicators:**  
Median Household Income: \$81,219, reflecting a relatively affluent community.  
Per Capita Income: \$44,298, indicating individual earning potential.  
Poverty Rate: 13.4%, which is below the national average, suggesting economic stability.

**COMPETITIVE ANALYSIS**  
**Direct Competitors:**  
Anthropologie: Targets a similar demographic with a focus on trendy, artistic, and lifestyle products.  
Nordstrom: Appeals to high-income shoppers with premium clothing, beauty, and accessories. Boutique retailers like Free People and Madewell also share overlapping audiences.  
**Competitive Edge for Objectrare:**  
A curated selection of rare, hard-to-find items not readily available through competitors.

Tailored, high-touch customer service that prioritizes personalization and exclusivity. Use of storytelling in branding to connect with customers emotionally.

**LOCATION ADVANTAGES**  
The storefront's positioning between Nordstrom and Anthropologie places Objectrare at the heart of one of the mall's busiest corridors.  
**Benefits:**  
Foot Traffic: Leverages Nordstrom's customer flow, estimated at 15%-20% of total mall visitors.  
Brand Compatibility: Anthropologie's customer profile aligns closely with Objectrare's target market, increasing the likelihood of cross-shopping.  
Visibility: High visibility ensures Objectrare stands out to customers navigating the corridor.

**MARKETING AND BRANDING**  
**In-Mall Advertising:**  
Invest in digital displays throughout the mall, featuring Objectrare's unique product offerings and promotions.  
Partner with the mall for seasonal campaigns to maximize visibility.

**Social Media Campaigns:**  
Focus on location-based marketing through Instagram and TikTok with hashtags like #ShopGlendale and #Objectrare. Highlight exclusivity by sharing behind-the-scenes content on product sourcing and curation.  
**Collaborations:**  
Cross-promote with Nordstrom and Anthropologie through coordinated events. Work with local influencers and fashion bloggers to increase awareness.  
**Grand Opening:**  
Plan a high-profile opening event with live music, refreshments, and exclusive giveaways. Offer early access to VIP customers and press kits to local media.

**STORE DESIGN AND LAYOUT**  
**Store Concept:**  
Create a gallery-like ambiance that reflects the rarity and exclusivity of the products. Use soft, neutral tones with modern, minimalist displays to keep the focus on the items.

REGION | WEST STATE | CA CITY | GLENDALE TYPE | GALLERIA MALL

OBJECTRARE Market Place / Department Store / Social Platform / On & Off Line Platform

## WEST/CA/GLENDALE/GALLERIA

The Glendale Galleria is a prominent shopping destination in Los Angeles County, boasting high foot traffic and a diverse customer base. Anchored by top retailers like Nordstrom, Bloomingdale's, and Macy's, the mall is an ideal setting for attracting upscale and fashion-conscious shoppers. The location of the Objectrare storefront between Nordstrom and Anthropologie is particularly advantageous due to its proximity to two well-established brands that attract a steady stream of customers aligned with Objectrare's target demographic.

**EXECUTIVE SUMMARY**  
Objectrare is a premium retail brand specializing in rare and distinctive lifestyle products that cater to a style-conscious audience. The Glendale Galleria storefront provides a prime opportunity to capitalize on high foot traffic, a fashion-forward clientele, and the prestige associated with the mall's central location. The store will offer an immersive retail experience, blending curation, exclusivity, and exceptional customer service.

**KEY HIGHLIGHTS**  
Location advantage between Nordstrom and Anthropologie, enhancing exposure to a compatible customer base.

Focus on creating a boutique-style shopping experience that combines aesthetics with exclusivity. Strategic positioning in a high-demand retail environment with a mix of affluent locals and visitors.

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REGION | WEST STATE | CA CITY | GLENDALE TYPE | GALLERIA MALL

# Content-Driven Sales Enablement Framework



## / Client

Convoso

## / Description

The objective was to educate potential customers while integrating product capabilities, performance metrics, and customer proof points within a structured content system.

/ Convoso developed a long-form educational ebook to position its SaaS platform as a solution for remote call center management and compliance.

### / Challenge

Product documentation, performance data, and client success stories were fragmented across teams. Materials lacked consistency in hierarchy, layout, and visual clarity.

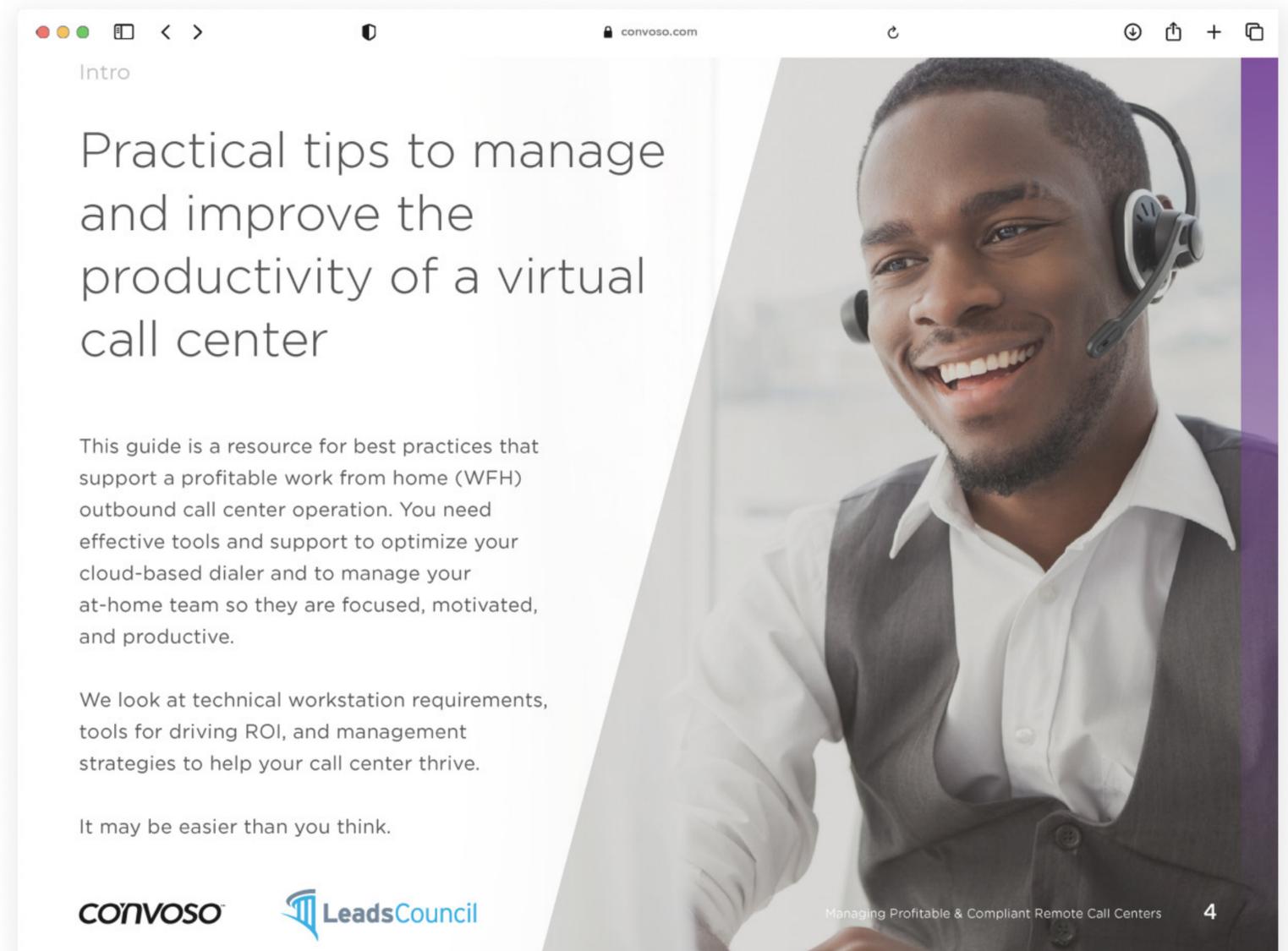
### / What I Did

Executed case studies, sales presentation materials, and digital assets within the existing brand visual system.

Executed under tight timelines with multiple review rounds, maintaining consistency across long-form content and sales-facing deliverables.

### / Deliverables:

- 40-page digital ebook
- Structured content system
- Integrated customer success data
- Sales-enablement asset



## Structured Product Communication

/ Worked within the brand’s visual system to translate product features, workflow explanations, and performance metrics into structured layouts.

### / Typography

Gotham served as the primary brand typeface and was applied across key communication materials to maintain visual consistency.

#### Gotham Bold

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890(,,:?!\$&\*)**

#### Gotham Medium

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890(,,:?!\$&\*)**

#### Gotham Book

**Aa**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890(,,:?!\$&\*)**

### / Color System

Primary brand colors are used across all Convoso communications to maintain a consistent visual identity.

The secondary color acts as the primary accent, used to create contrast and highlight key information.

A range of gray tones is used as neutral support to balance the overall color palette.

HEX #6b3691  
RGB 107/54/145

HEX #010101  
RGB 1/1/1

HEX #444444  
RGB 68/68/68

HEX #0e9aaa  
RGB 14/154/170

HEX #ef4476  
RGB 239/69/118

HEX #f4a61f  
RGB 244/166/31

HEX #bb4b9b  
RGB 187/75/155

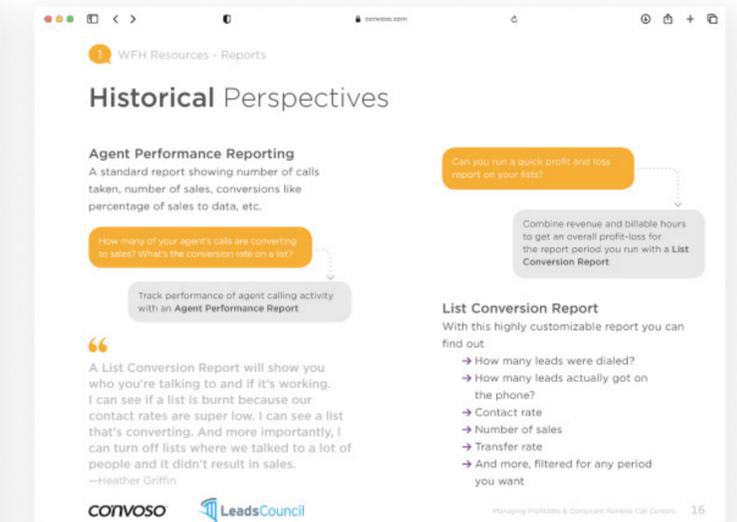
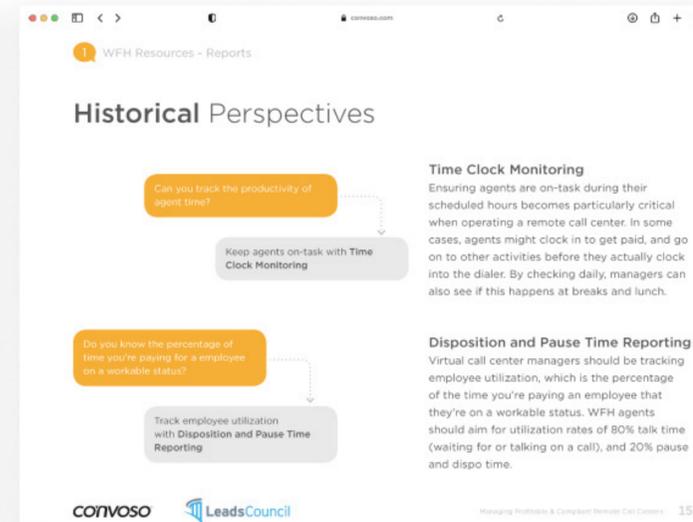
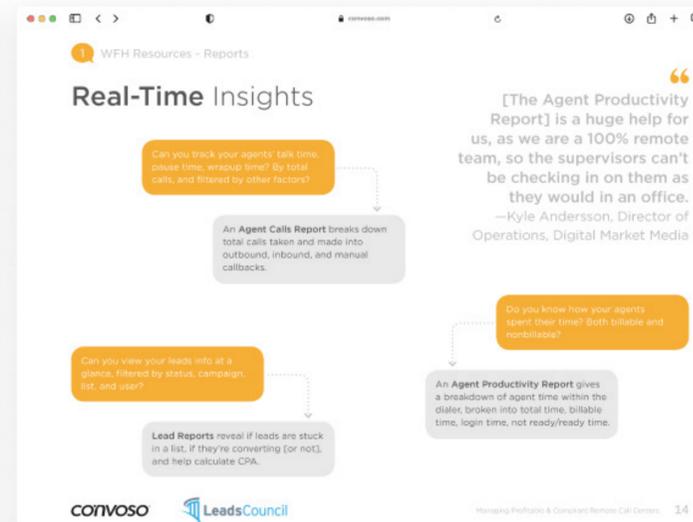
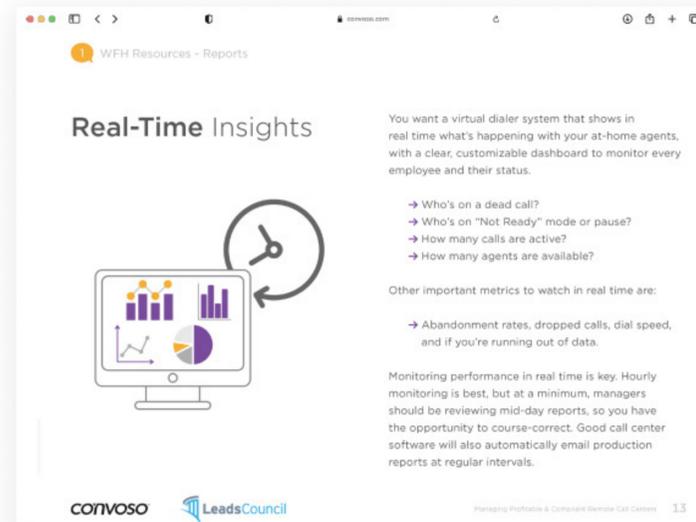
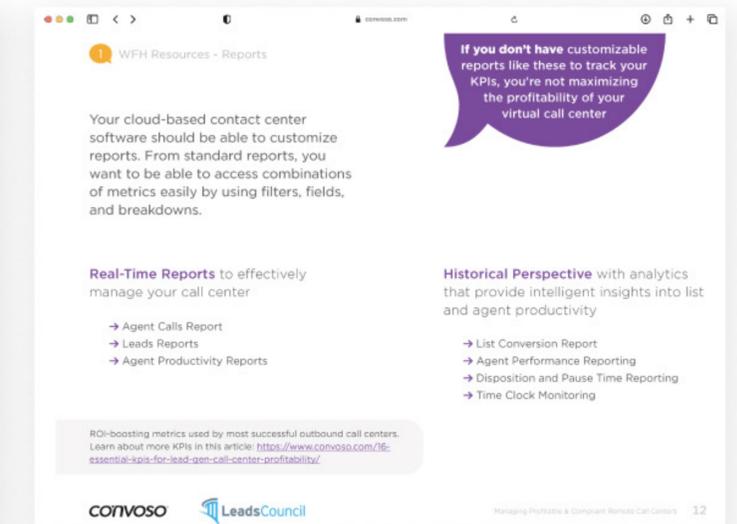
HEX #d9d8d7  
RGB 217/216/214

# Data-Driven Communication

/ Translated product capabilities and reporting tools into structured visual layouts, including:

- Real-time reporting dashboards
- Agent productivity metrics
- Conversion tracking frameworks
- ROI comparison data

Ensured consistent data styling across charts and performance sections to reinforce credibility and clarity.



## Outcome Emphasis & Visual Hierarchy

/ The objective was to reinforce ROI impact while maintaining narrative clarity and brand consistency. The challenge was balancing detailed explanatory content with strong visual emphasis on performance metrics.

### / What I Did

Translated customer performance metrics into visually dominant impact statements while preserving structural clarity across supporting content blocks.

Ensured that the page served both as an educational summary and a sales reinforcement moment.

### / Visual Strategy

To emphasize performance impact:

- Elevated key metrics (>300%, 400%) using scale contrast
- Applied brand-accent color to numerical highlights
- Isolated ROI data in a right-aligned emphasis zone
- Maintained controlled whitespace to prevent visual overload

The visual hierarchy guided the reader from narrative explanation to measurable outcomes.

4 Future for Remote Call Centers

# Remote Call Center Success Story

**Convoso Customer**  
Digital Market Media [DMM] is a successful inbound call generation company serving clients in multiple industries by providing their sales teams with a steady stream of qualified prospects. Their call center is a remote operation, so their agents work from home.

**DMM Challenges**

Delivering high quality leads in a volume that meets Digital Market Media's client expectations requires a level of efficiency and tools that were lacking in DMM's previous dialer. "Our redial capability greatly hindered performance and ROI - we were dialing through too many leads inefficiently," said Director of Operations, Kyle Andersson. The company's goals were to increase:

- Volume of calls
- Remote agent productivity
- Number of qualified leads transferred to clients

**Convoso Solution**

- Advanced Caller ID Management
- Omnichannel features
- Automated workflows
- Support of dedicated product expert
- Optimization of DMM dialer configuration
- Real-time in-depth automated reporting
- Comprehensive historical data analytics of lists and leads
- Streamlined processes with productivity tools for WFH agents
- Reduce agent wait time with Quick Disposition Tool

**DMM Results**

DMM grew quickly with Convoso's more robust dialer, new capabilities, and tools:

- Contact rate surged from 7% to 20-30% Critical DMM KPI, lead to transfer rate, steadily increased from 2% to 8% for significant ROI impact
- Doubled agents from 15 to 30 in two months
- Previously unavailable automated management reports with real time analytics saves an hour a day.

**>300%**  
Increase in  
Contact Rate

**400%**  
Increase in  
Transfer Rate

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# Scalable Framework for Data-Driven Communication

/ The presentation framework organizes complex marketing and performance content into a clear visual hierarchy. Structured layouts, consistent typography, and defined data modules support regulatory content, insights, metrics, and testimonials within a cohesive communication system, improving readability while maintaining brand consistency across long form executive presentations.

3 Legal Compliance

## Key Compliance Concerns for Remote Call Centers

Develop a Remote Work Plan for Your Business

- Know key points of new legislation. Tax credits for two weeks paid sick leave.
- Record Hours Worked. Track via dialer, keep records 3 years.

Risk Assessment - Privacy & Compliance

- Collecting Information
- Tech Concerns
- Home Environment
- Mitigation Steps
- TCPA Violations
- Affidavits for WFH Agents

Compliance Tips\* from MacMurray & Shuster LLP

Michele Shuster, Partner

Lisa Messner, Partner

MACMURRAY & SHUSTER

For more details, watch the WFH Webinar: [Keeping it Compliant: Legal Aspects of Running a Virtual Call Center](#)

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5 Legal Compliance

## Compliance Safeguards Your Dialer Should Be Providing

### State-by-State Compliance quick reference guide\*

Be sure your dialer is up-to-date with all the rules.

Every state has different requirements. For example, your dialer should not be making a call to anyone in Alabama on the first Monday in June because it's Jefferson Davis Day. In some states, the agent needs to give their full name or their address, while in others, they can't rebuttal.

Use our [quick reference guide](#) to help your outbound call center stay in compliance. The chart, courtesy of our friends at law firm Mac Murray & Shuster, shows specific calling restrictions for every state, including time and day restrictions, as well as holiday restrictions.

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“ I can't imagine how an agent can remember which disclosures to use, especially with changes going on all the time. At Convoso we implement smart scripting capability which, based on recognizing the state that the call is either coming from or going out to, displays the appropriate disclosures into the script. —Nima Hakim, CEO, Convoso

Contact Center Compliance Solutions

- Be proactive
- Scrub against an internal Do Not Call list
- Don't over dial leads
- Use 3rd party compliance integrations [e.g., Trusted Form, ActiveProspect, Jornaya]
- Set up dynamic scripting for your agents
- Use skill-based routing for state compliance

For more details, watch the WFH Webinar: [Keeping it Compliant: Legal Aspects of Running a Virtual Call Center](#)

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4 Future for Remote Call Centers

## In the News: Tech Companies Go Remote

Aaron Levie, CEO of Box, a business technology company

Following announcements by Twitter and Square that remote work is here to stay for their employees, Facebook CEO Mark Zuckerberg made a similar announcement, as reported by the [New York Times](#).

Mr. Zuckerberg said, "I expect that remote work is going to be a growing trend."

By allowing remote work, Facebook can broaden its recruitment, retain valuable employees, reduce the climate impact caused by commutes and expand the diversity of its workforce, Mr. Zuckerberg said.

For some companies, working from home is a privilege earned by performance.

Our Poll of Remote Call Centers

In a poll Convoso conducted of call centers operating remotely during the 2020 pandemic shutdown, 65% said that their future plans were either to continue with all WFH agents, or to employ a hybrid of remote and in-office agents.

65%

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4 Future for Remote Call Centers

Work from home call center operations are discovering new ways of managing productivity and driving profits. Hiring remote agents expands the talent pool and geographic options. For our modern workforce, working at home offers flexibility and opportunity, especially for Millennials and Gen Z.

### Advantages of Remote Call Center Operations

- Cuts office space costs
- Large pool of talent
- Fewer geographic restrictions
- Easy to scale quickly
- Appeals to Gen Z and Millennials
- Easy to maintain productivity remotely

I've always thought this is where we'd be going. We've been building technology around remote call centers for a long time. Now that we're seeing how effectively it can be done, I certainly think that a lot of call centers won't go back into the office. —Heather Griffin, SVP Inside Sales, Momentum Solar

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5

## WFH Call Center Checklist

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5 Checklist

## Is YOUR remote call center set up to maximize profitability?

<p><b>Tech Set Up</b></p> <ul style="list-style-type: none"> <li>✓ Dedicated computers</li> <li>✓ Webcams</li> <li>✓ Headsets [echo cx]</li> <li>✓ Browser-based software with multiple outbound dialing modes, prioritization for inbound dialing, and built-in dynamic scripting</li> <li>✓ Stable Internet [ethernet cable]</li> </ul>	<p><b>Keys to Profitability</b></p> <ul style="list-style-type: none"> <li>✓ Real Time Reports</li> <li>✓ Historical Analytics</li> <li>✓ Communication Tools</li> <li>✓ Accountability Tools</li> <li>✓ Agent Support Tools</li> </ul>	<p><b>Management Success</b></p> <ul style="list-style-type: none"> <li>✓ Communication Plan</li> <li>✓ One-on-one's with leadership</li> <li>✓ Agent Recognition</li> <li>✓ Activities to build connection</li> <li>✓ Incentive Comp</li> <li>✓ Career Program</li> </ul>	<p><b>Keeping it Legal</b></p> <ul style="list-style-type: none"> <li>✓ Remote Work Plan</li> <li>✓ Risk Assessment</li> <li>✓ Mitigation</li> <li>✓ Dialer Compliance Safeguards</li> <li>✓ State Calling Restrictions</li> <li>✓ <a href="#">Join LeadsCouncil</a></li> </ul>
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5 Checklist

## Convoso's Customer Success Team Is Here to Help

Convoso supports many remote outbound call centers, helping to optimize their virtual dialers for profitability, and access the tools to manage productive at-home agents.

Convoso's cloud-based solution is built with flexible, advanced technology that allows you to smoothly transition your agents to work from home.

How can we help you operate a more profitable [remote call center](#)?

Digital Market Media is a successful virtual call center. Owner Tom Carolan, author of the book, "Have Them at Hello: How the Best Call Centers Crush Sales Projections," reported that within 3 months of switching to Convoso, they were more effectively managing agents with previously unavailable tools, saving time and money, and doubling the size of the team.

“ Convoso's intelligent reporting features allow me to efficiently manage our at-home agents and have been critical to increasing agent productivity. —Tom Carolan, Owner, Digital Market Media

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## Acknowledgements

We're grateful to our customers and colleagues who contributed their extensive knowledge and in-the-field experience managing profitable remote call centers so that we could produce this valuable guide.

We'd like to especially thank Heather Griffin who appeared as a speaker on our first Work From Home Webinar, [How to Effectively Operate A Work From Home Call Center](#). Heather is a remarkable resource on the efficiencies of running outbound call centers.

Heather Griffin is SVP of Inside Sales with Momentum Solar. She has had extensive experience managing medium and large-sized call center operations, including multi-state call centers and offshore call centers. She has helped many transition to remote operations and has also worked as a consultant to numerous call centers. She is an expert in optimizing the efficiency and productivity of at-home agents.

- CHRIS ROBINSON, President of Ascent Mortgage Group
- GEORGE MUELLER, VP Sales & Operations, NextGen Leads
- MELVIN MERRITT, Call Center Director, NextGen Leads
- TOM CAROLAN, Owner, Digital Market Media
- KYLE ANDERSSON, Director of Operations, Digital Market Media
- MICHELE SHUSTER, Partner, MacMurray & Shuster LLP
- LISA MESSNER, Partner, MacMurray & Shuster LLP
- CHRIS CANTRELL, US Health Advisors

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# Grey Lab Digital Commerce Platform

## / Description

Designing a unified online platform that merges brand storytelling with an intuitive shopping flow.

## / Role

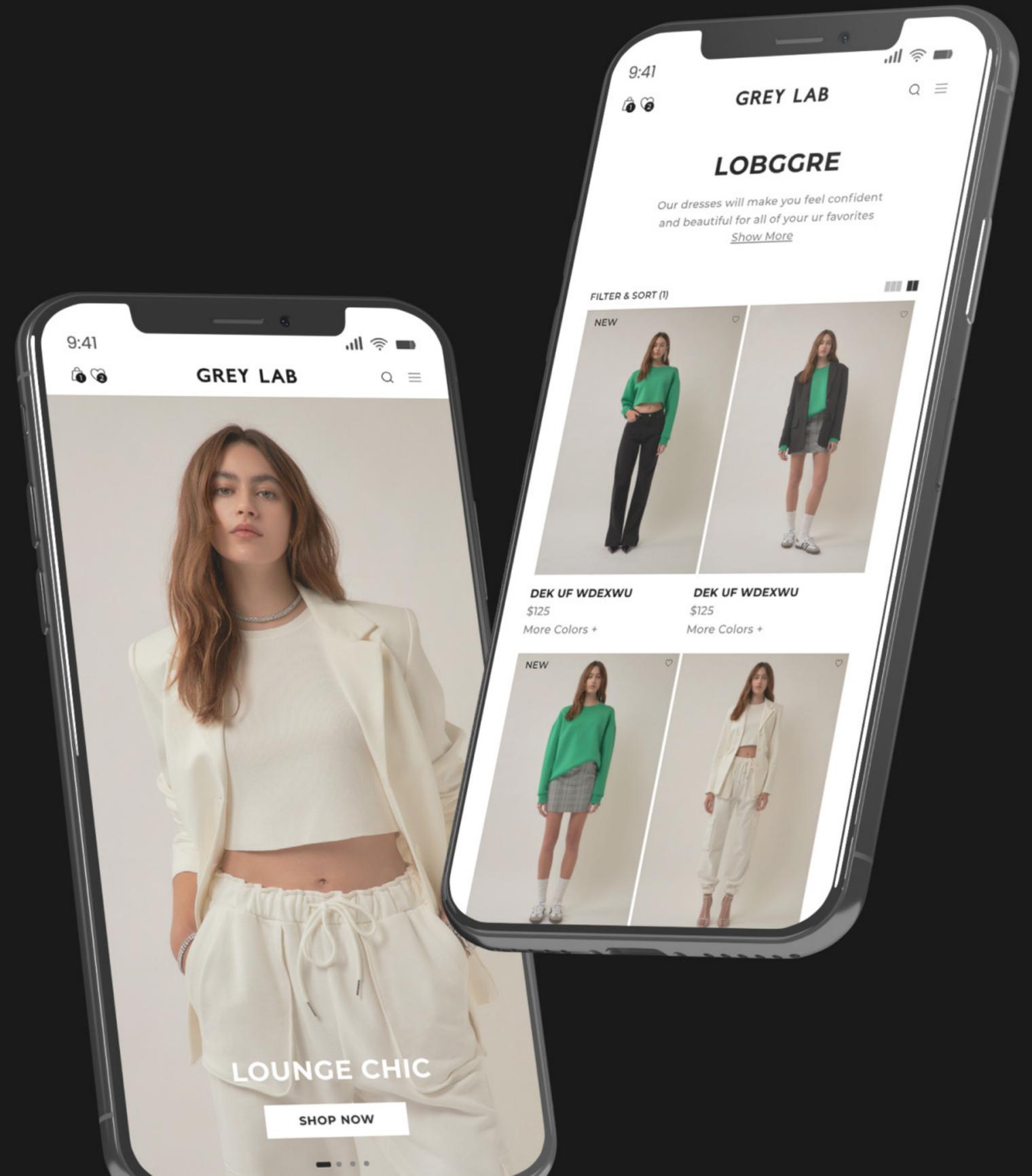
UI/UX design

Cross-platform interface design

Typography and layout system development

Interactive prototyping

Designer-developer collaboration



**Pain Point 1**

Limited Brand Narrative

The third-party platform restricts our ability to communicate Grey Lab's minimalist aesthetic and urban quality, impeding the establishment of brand value and premium perception.

**Pain Point 2**

Fragmented User Data

We lack control over obtaining and utilizing precise user behavior data, especially during the inspiration and exploration phases, preventing deep personalization and effective remarketing.

**Pain Point 3**

Inefficient Shopping Journey

The Average Engagement Time is only 34 seconds. Users are converting quickly or abandoning the site, missing the opportunity to present styling options and limiting Average Order Value (AOV) growth.

**/ Design Objectives**

- Improve information hierarchy across navigation and product categories
- Establish a modular layout system for product listings and editorial content
- Maintain visual consistency

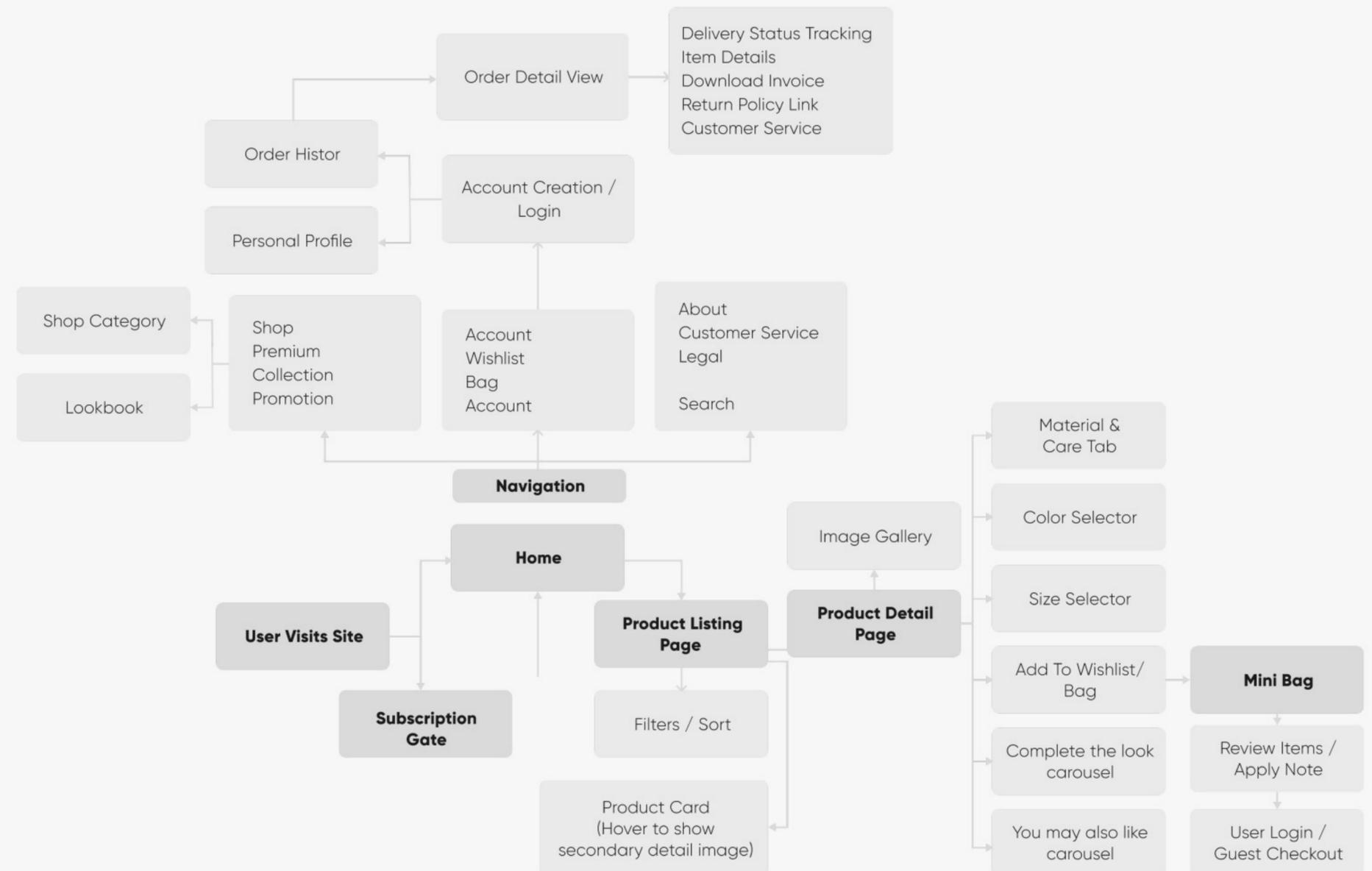
**/ The Solution**

Created a unified digital presence that clearly expresses the brand's personality and strengthens audience connection.

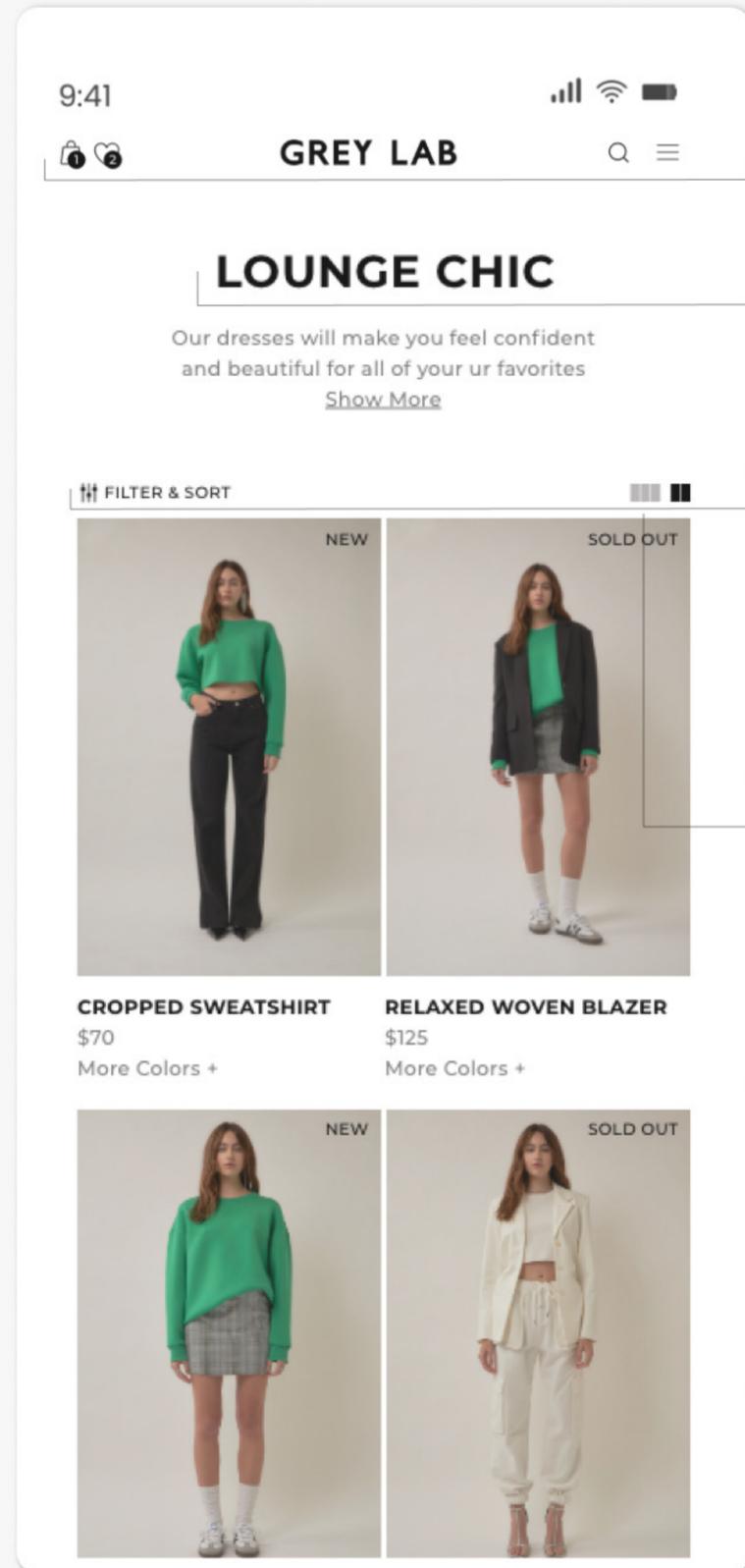
**/ Achieved 2021 – Present**

Total sales	<div style="width: 90%;"></div>	+197%
Orders	<div style="width: 95%;"></div>	+218%
Site sessions	<div style="width: 70%;"></div>	+140%
Conversion rate	<div style="width: 20%;"></div>	+19%

**/ Information Architecture**



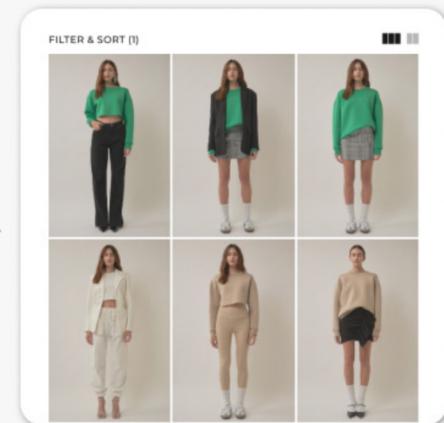
# Modular Interface Components



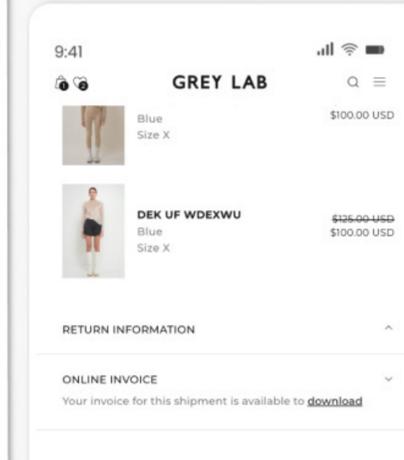
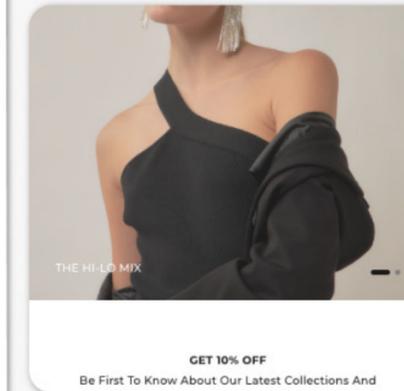
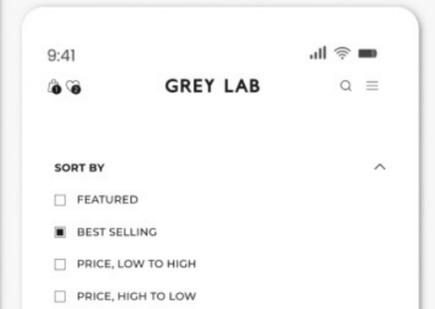
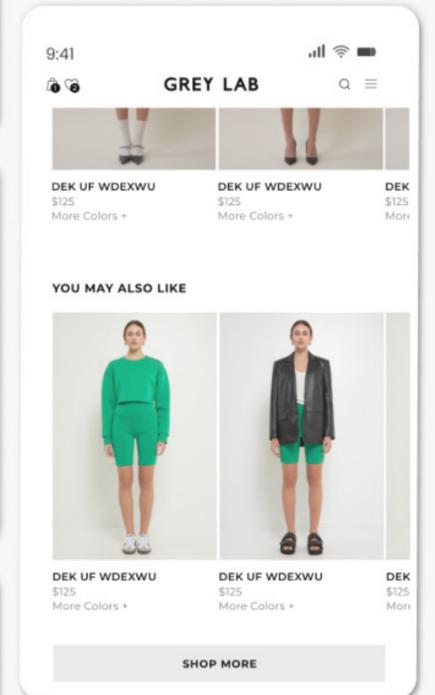
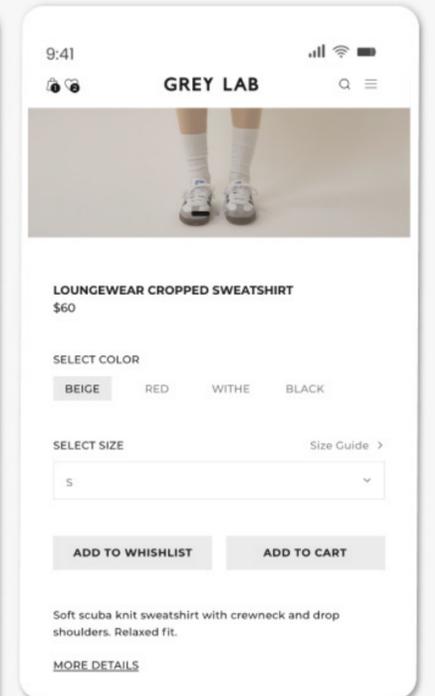
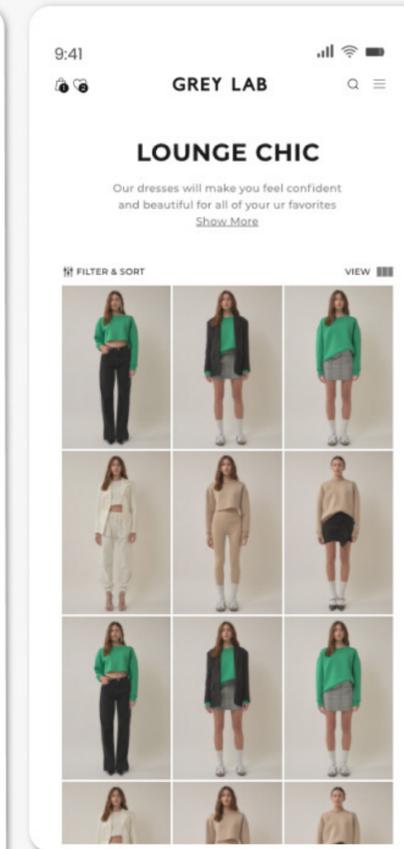
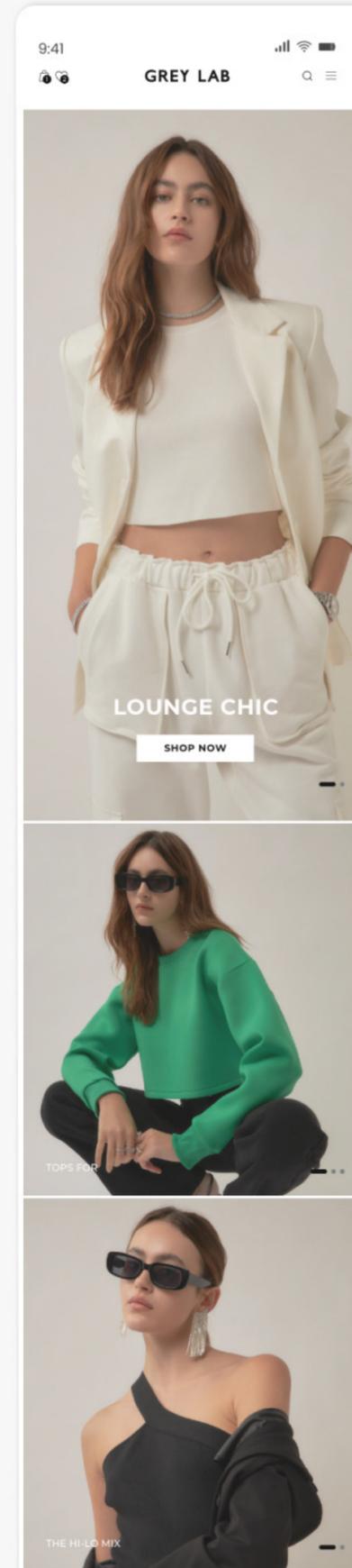
Utility Navigation

Section Header System

Content Control System

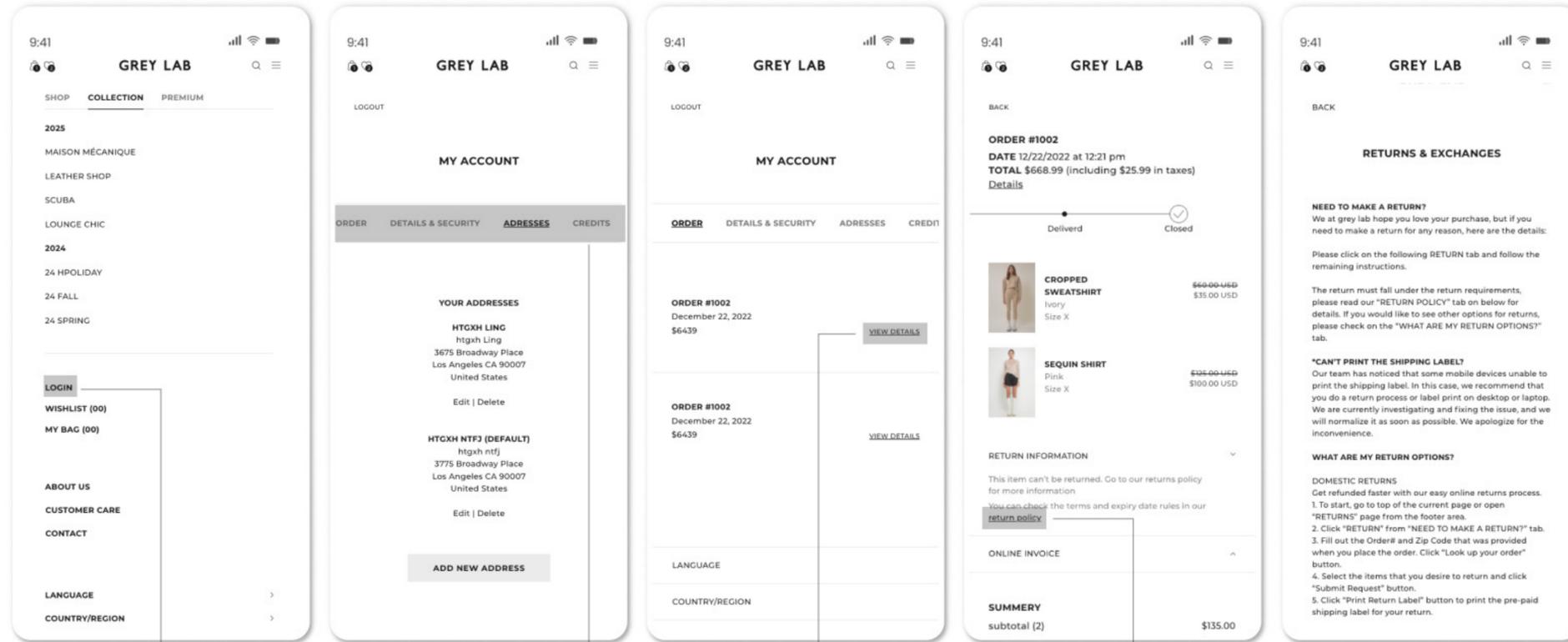


View Mode Control



# Account Experience

/ The account section serves as a central hub where users manage personal information, review orders, and access service-related functions.



1. Account Access → 2. Navigation via Slide Menu → 3. Order History → 4. Order Details → 5. Return / Support

/ This flow illustrates how users access their account, navigate to their order history, and review detailed purchase information.

The experience supports post-purchase transparency by allowing users to easily track orders, review past purchases, and access relevant service information.

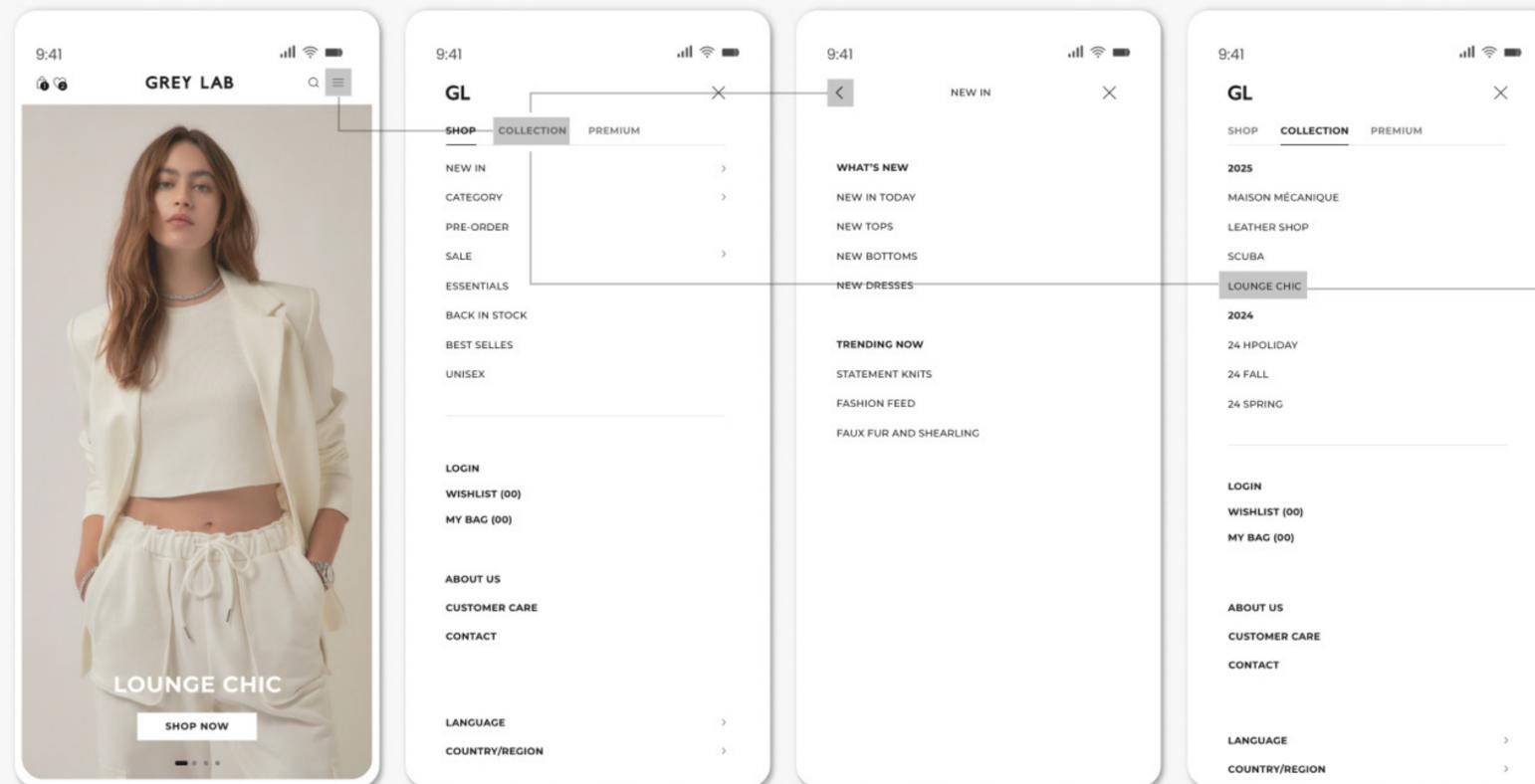


Order Value	Shipping Option	Estimated Delivery Time	Price
All	Ground	3 To 7 Business Days	\$6.99
All	Express	2 Business Days	\$10.99

## Product Discovery

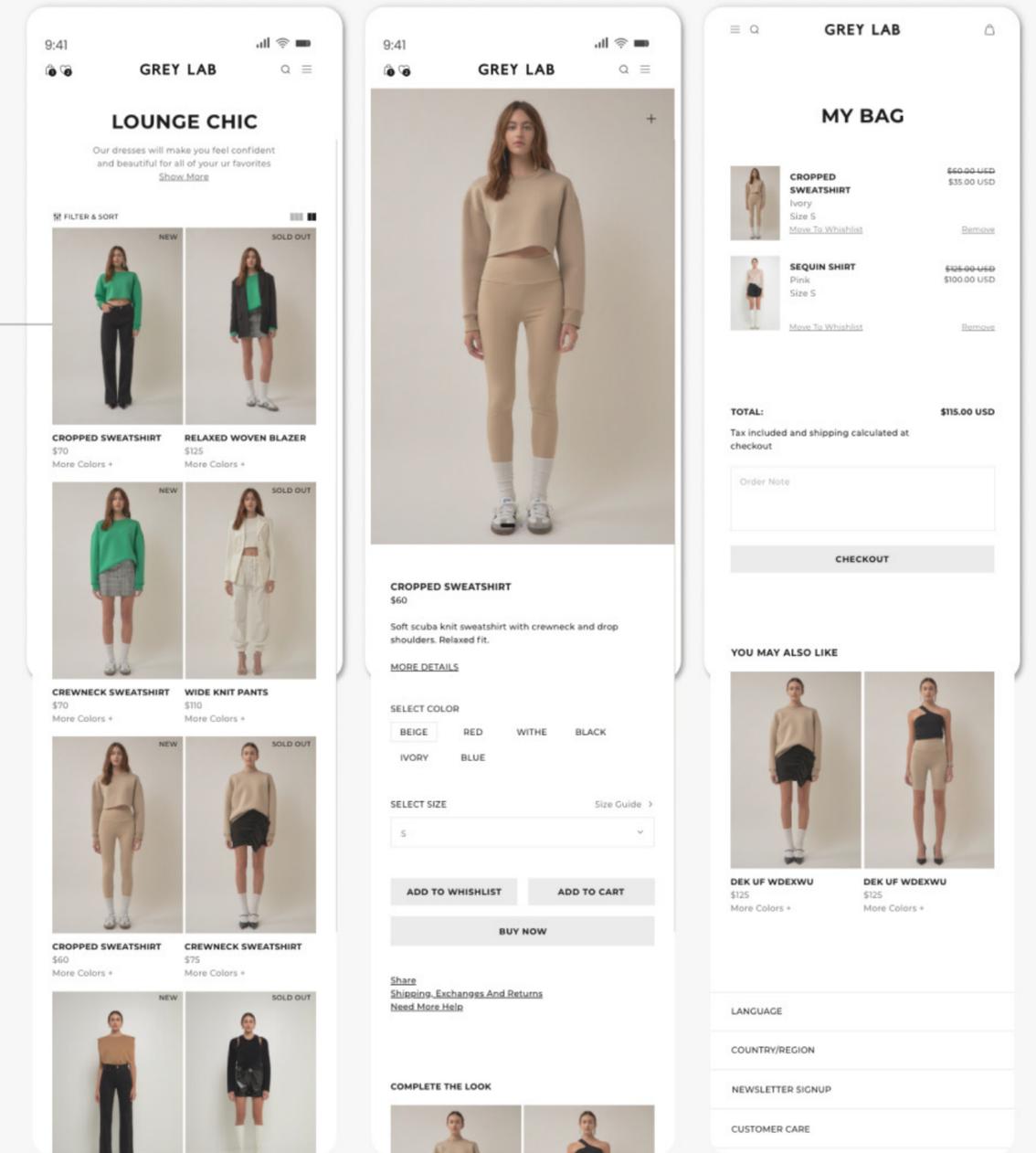
/ This flow illustrates how users navigate from the side menu to product details and add items to their bag.

The experience supports product discovery, evaluation, and purchase through a clear navigation structure and focused product interface.



/ The side navigation menu organizes product categories in a clear hierarchical structure, allowing users to quickly locate product groups without overwhelming the interface.

A clean layout and minimal visual elements keep the navigation focused and easy to scan, helping users move efficiently from exploration to product discovery.



/ The product detail page emphasizes large imagery to highlight product features and textures, supporting visual evaluation before purchase.

Text elements are intentionally kept minimal and set in smaller type to maintain a clean layout while still providing essential information such as price, size options, and product descriptions.

## Design System

/ The interface was designed around clarity, visual hierarchy, and product-focused browsing.

Clean layouts, simplified typography, and large imagery create a visually balanced experience that allows users to focus on products while navigating the site with ease.

## / Color System

HEX #FFFFFF  
RGB: 255/255/255

HEX #000000  
RGB: 0/0/0

HEX #E8E8E8  
RGB: 232/232/232

## / Typography

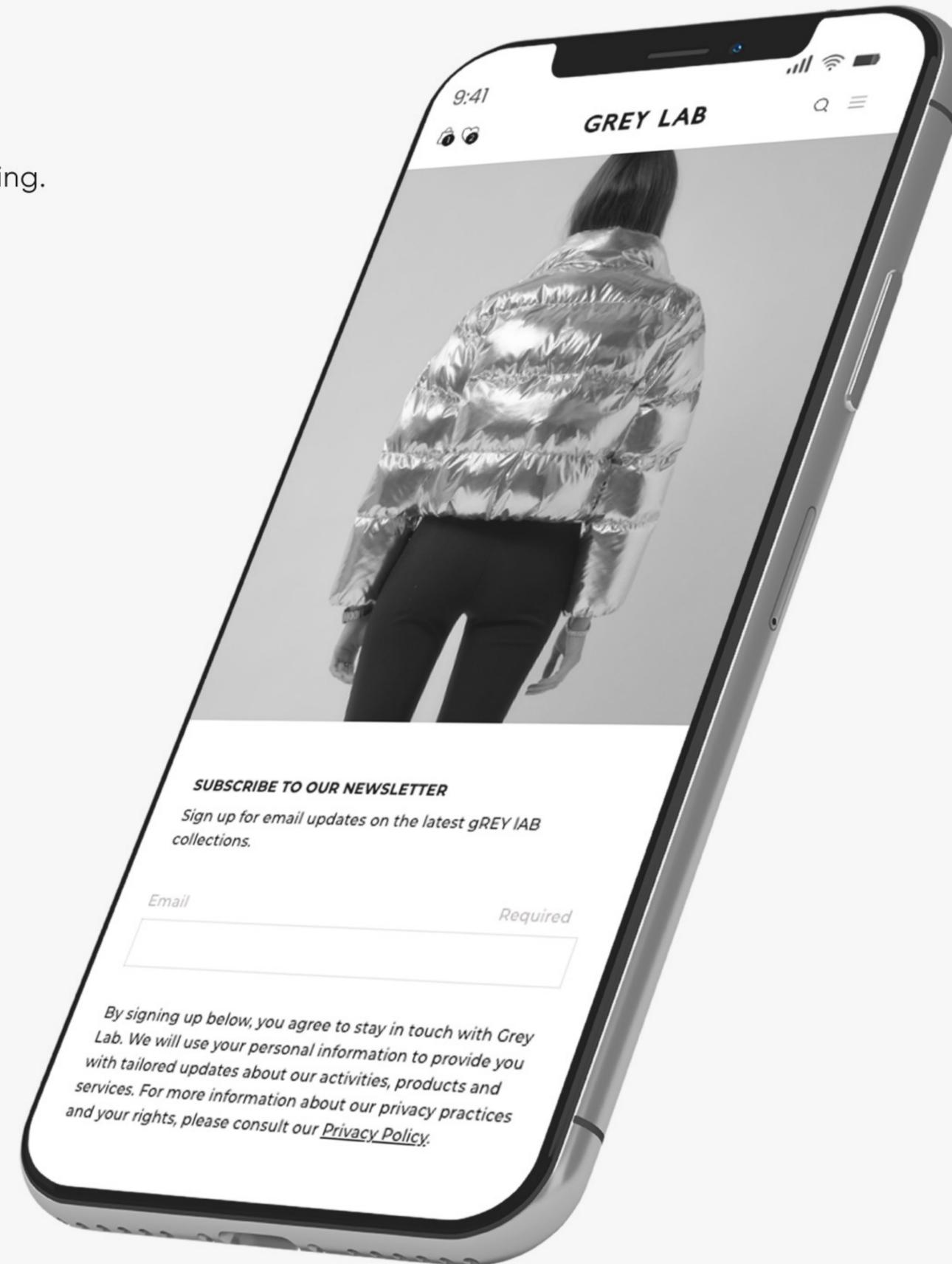
# Montserrat

### Montserrat Bold

Titles 25pt, Sub Titles 15pt

Montserrat Regular

Body Copy 11pt



# K Fusion Brand Packaging System



/ **Client**  
K Fusion

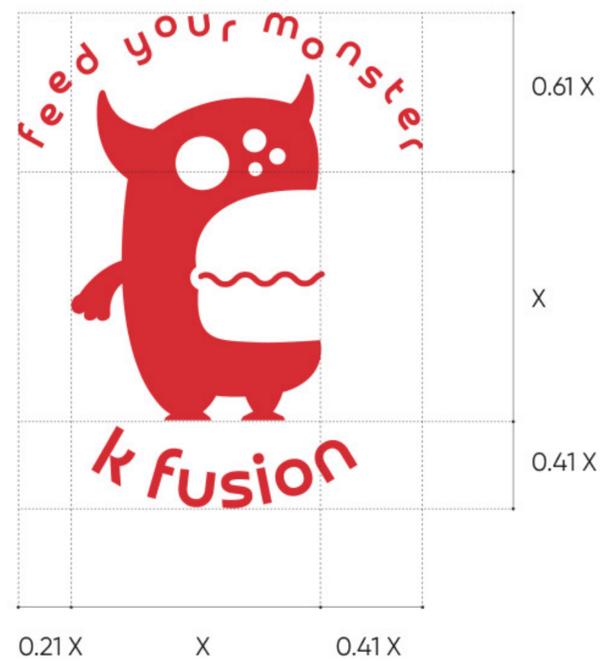
/ **Description**

The project focused on developing a scalable brand identity system that could be applied consistently across packaging, product materials, and marketing assets.

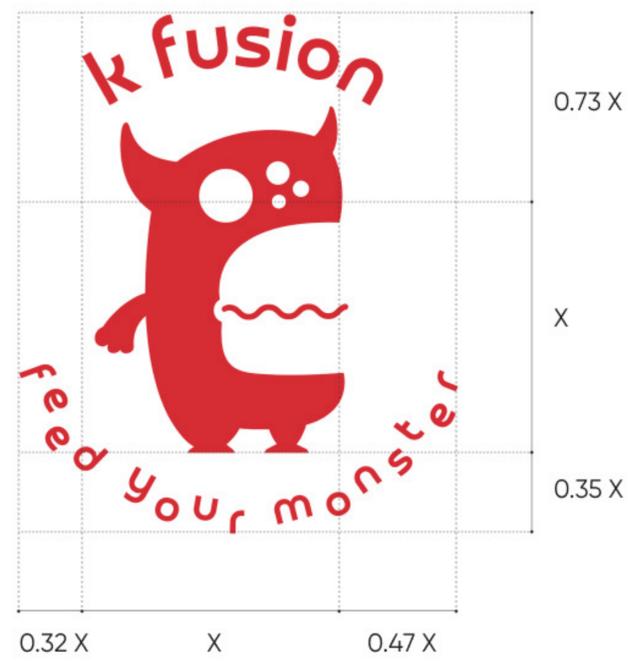
## Brand Identity Framework

/ The visual identity was developed to create a recognizable brand presence across both digital and physical touchpoint.

Logo-A



Logo-B



Wordmark



For Header And Slogan

## Croogla

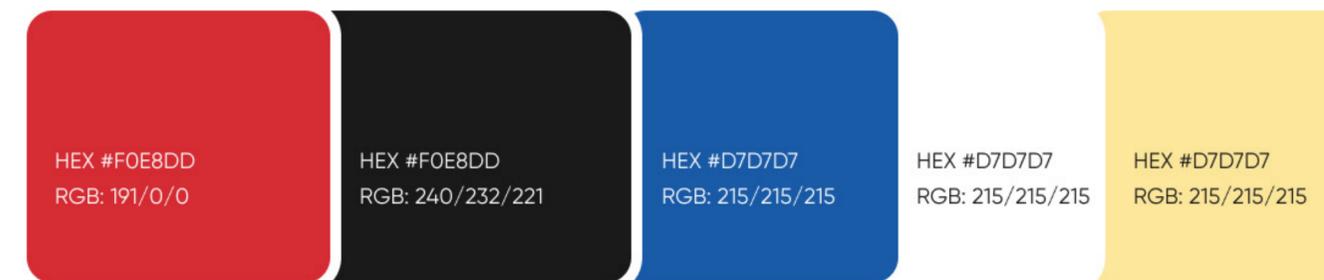
Croogla is a modern typeface with rounded forms that create a friendly and approachable tone. Its smooth curves improve readability while maintaining a playful visual character across both digital and print applications.

For Body Text

## ABeeZee

ABeeZee is a clean sans-serif typeface designed for clear and consistent body text. Its simple structure supports comfortable reading and works well for longer passages of content.

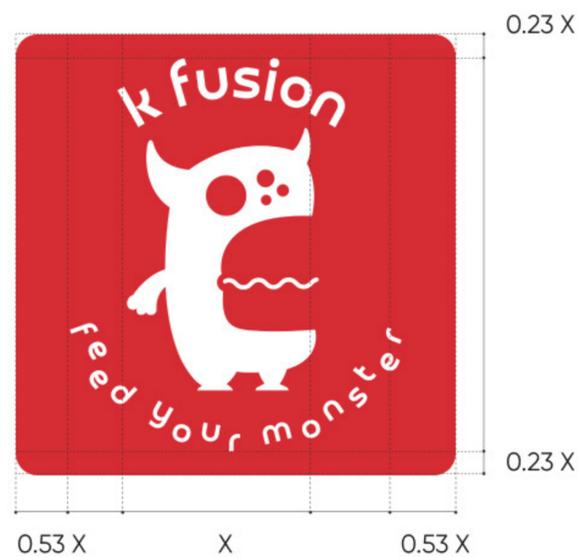
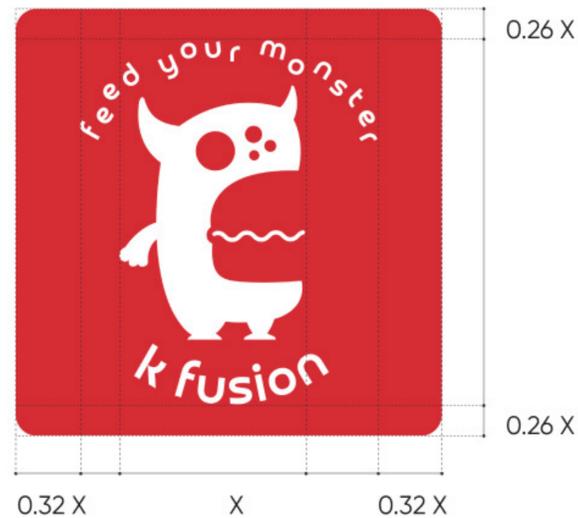
Letter Mark Clear Space



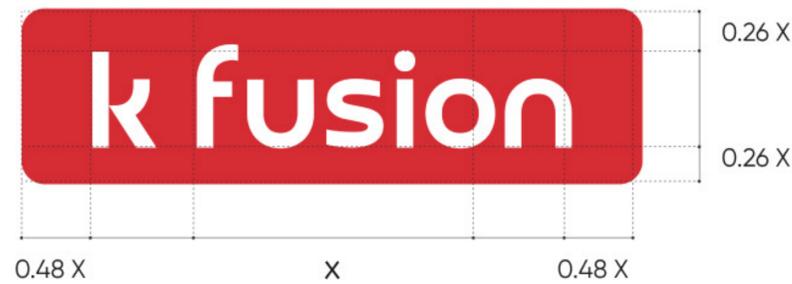
# Packaging Layout System

/ The packaging design translates the brand identity into a structured layout system that can adapt to multiple product formats.

## Logo Clear Space



## Wordmark Clear Space



## Logo Minimum Size



Wordmark



Wordmark



Logo

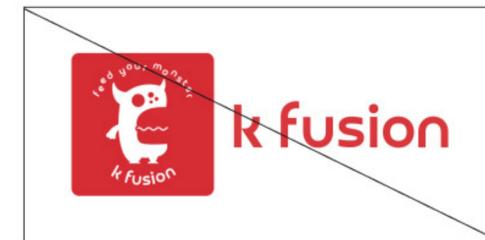
Icon



Logo

Icon

## Incorrect Usage Examples

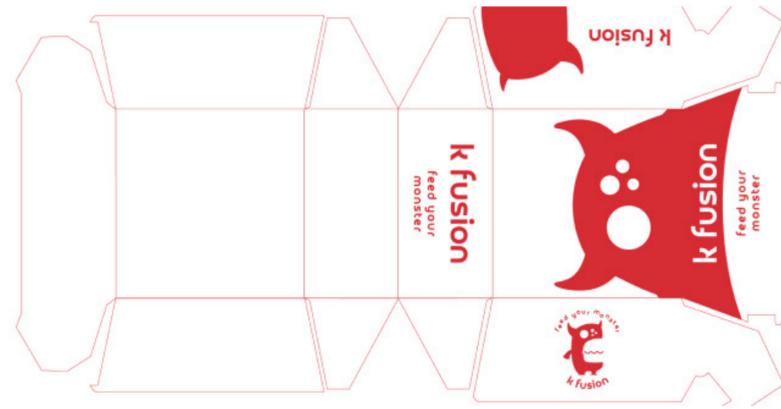
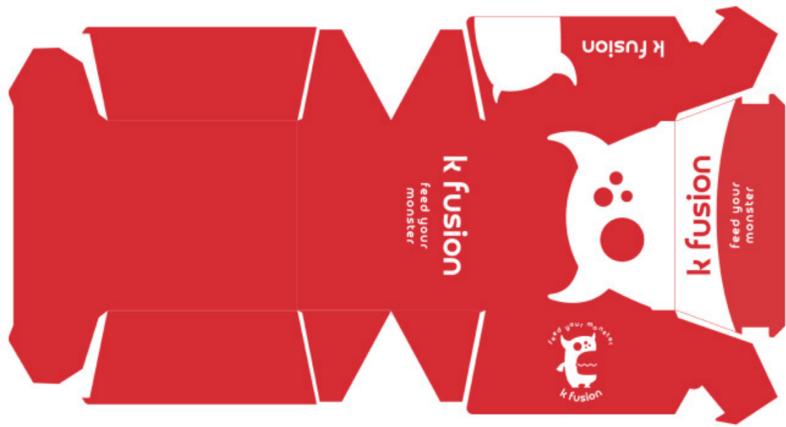


## Sub-Mark



## Production Design Execution

/ Prepared production-ready packaging assets with aligned dielines, placement rules, and print specifications to support accurate manufacturing output across multiple formats.



**k fusion**

**OTHER FAVES**

**K FRIES**  
Fries topped with BBQ chicken or beef, special sauce, ranch, sriracha, and jalapeño 18

**TACOS**

**SINGLE K TACO**  
Choice of beef, chicken, or pork, served with pickled onions, shredded cabbage, spicy mayo, cilantro, queso, and salsa 4

**BURGERS**

**K BURGER**  
BBQ beef, shredded cabbage, pickled onions, special sauce, spicy mayo on a Hawaiian bun 11

**HUNGRY BOY**  
BBQ beef, bacon, cheese, shredded cabbage, fried egg, spicy mayo, special sauce, spicy mayo on a Hawaiian bun 15

**CRISPY CHICKEN BURGER**  
Deep-fried chicken, shredded cabbage, tomato, special sauce, spicy mayo 11

**SALADS**

**BBQ SALADS**  
BBQ chicken or beef over a green salad, served with choice of dressing 13

**PLATES**

**BEEF** Plate 15 | Bowl 13  
Thin-sliced beef with special Korean marinade and charbroiled

**CHICKEN** Plate 15 | Bowl 13  
Chicken with special Korean marinade and charbroiled

**PORK** Plate 15 | Bowl 13  
Thin-sliced pork with special Korean marinade and charbroiled

**RIBS**  
Beef short ribs with special Korean marinade and charbroiled 21

**SIDES**

Fries 4  
Seasoned Fries 5  
Kimchi 2.5  
Rice 2.5  
House Salad 8  
Sauces 5

**OTHER FAVES**

Fountain Beverage 3.5  
Can Soda 2  
Sparkling Water 2

feed your monster

**feed your monster**

