Measure Joy

Commerce UX

The campaign invites you into the store. On the listing, the model name gives way to a particular camera, its wear and the accessories that will travel with it. The image changes from a campaign still to the unit the customer can buy.



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Swayy

Product identity

The violet backdrop and folded S introduce the identity. When a brief moves into review, the campaign treatment recedes and the submission, requested changes and approval become the focus.



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Nilayana

Shopify theme

The opening shows the board in use. Opening the product brings its finish and included pieces forward so the customer can see what the table setting actually contains.



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Pressed + Flower

Web art direction

The café’s warm paper, olive type and rust italic come from print. The drink remains the focal point as the desktop composition becomes a narrow phone screen.



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Sleeve

3D interaction

The jacket and record establish the album as a physical object. Turning the disc maps that object back to a useful playback task, finding a moment in the track.



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