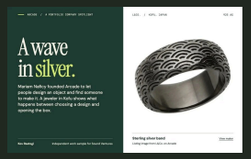
ART DIRECTION, COPY & PRODUCT DESIGN

Company *stories.*

Five independent campaigns, each taken from a company's published story into a working interface.

I'm an engineer turned UI/UX designer. I set the editorial brief, directed the visual revisions and brought my Measure Joy and Arcade work into the studies.

Open the interactive portfolio



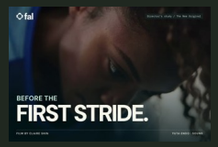
Where the approach began

A wave in silver · Arcade

CONTENTS



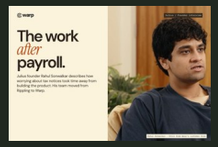
Get Access 02–05
The deals he never saw.



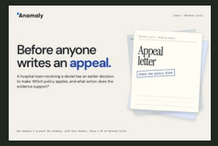
fal 06–09
Before the first stride.



Factory 10–13
Waiting on morning.



Warp 14–17
The work after payroll.



Anomaly Insights 18–21
Before anyone writes an appeal.

Selected practice · 22

Arcade & Measure Joy · 23

GET ACCESS

From the launch letter

The deals he never *saw.*

Michael Goodbody had spent years in Silicon Valley. He still struggled to see the rounds he wanted to join.



Michael Goodbody
CEO, Get Access

Portrait of CEO Michael Goodbody from the Get Access newsroom. The headline interprets his account of finding private rounds.

Read Goodbody's launch letter

2025

Two sides of one door.

Michael Goodbody

Rounds were happening inside networks he had little time to uncover.

Guy Oseary

People kept asking how he had heard about companies early enough to invest.

They met in 2025. Oseary had begun building Get Access. Goodbody joined as CEO.

Goodbody recounts meeting Guy Oseary in 2025 and joining Get Access as CEO. The two perspectives are paraphrased from his letter.

Read the Get Access launch letter

An invitation to operators

What would a founder *call you for?*

Think of a problem you've solved before. Bring the experience, the introduction or the first call you could make again.

A member's contribution

GET ACCESS FROM CAMPAIGN TO INTERFACE

Make the first call tangible.

Source

Michael Goodbody had worked in Silicon Valley and still missed opportunities to invest. His launch letter explains why Get Access looks for people who can bring both capital and useful experience to a founder.

Product extension

I took that membership criterion off the About page and put it in the first question of an invitation. The answer becomes a one-page introduction with experience, evidence and a specific offer.

Design decision

The original gold sunburst anchors the dark invitation. Its published outline supplied the reference for the vector reconstruction. Inside the worksheet, generous margins and short fields give a member's answer the same attention as the mark.

Proposed membership email

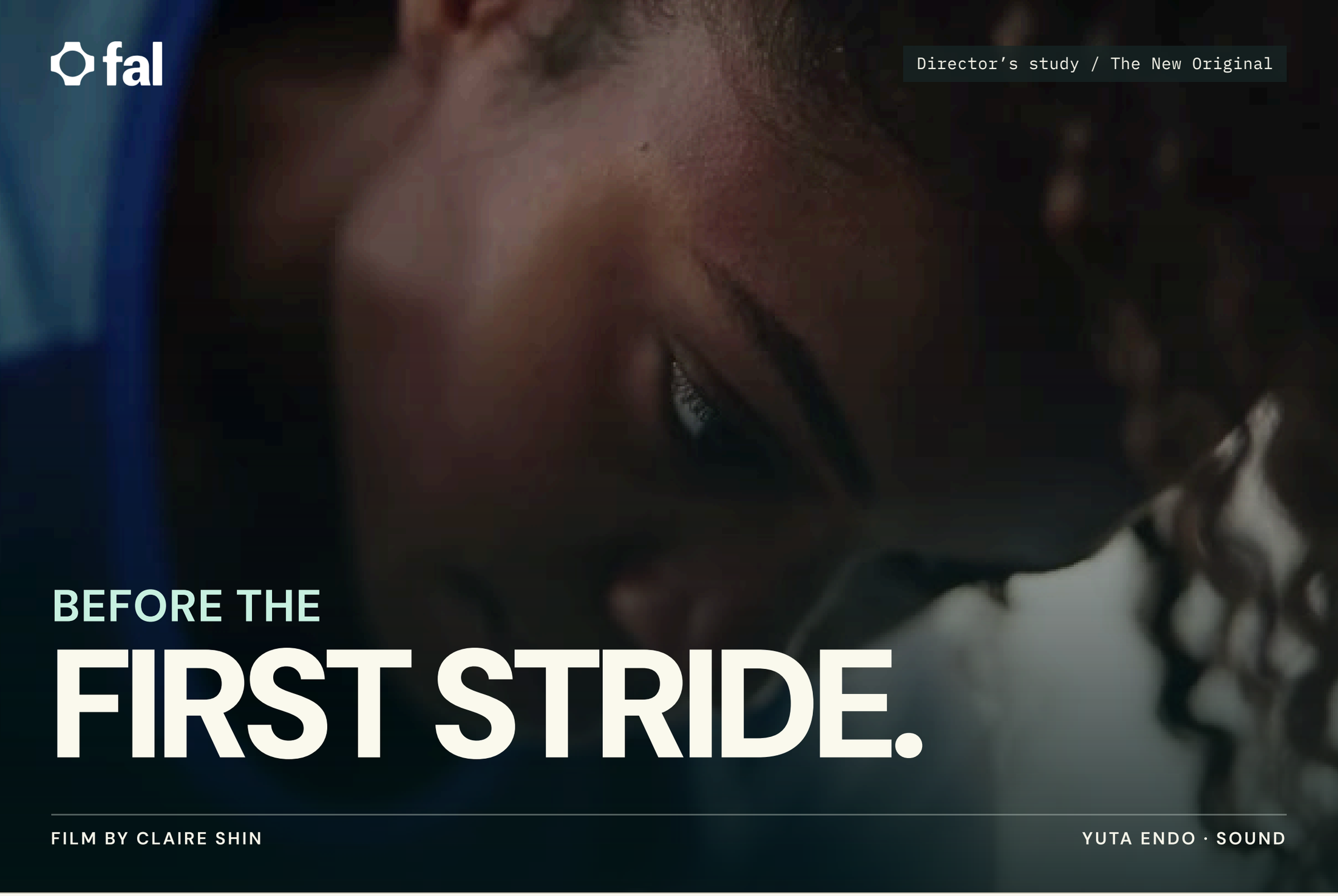
> What would a founder call you for?



A contribution brief filled with my own Measure Joy experience. Members can copy or download their own answers.

Try the member brief

Goodbody's launch letter



BEFORE THE FIRST STRIDE.

FILM BY CLAIRE SHIN

YUTA ENDO · SOUND

Film still from The New Original, published by fal. Film by Claire Shin, sound by Yuta Endo.

Watch The New Original and read the shot notes

TRACK. FACE. FINGERTIPS.



01 Starting Blocks Wide



02 Runner Face Closeup



03 Runner Hands On Track

The wide shot sets the starting line. Two cuts lead to the runner’s face and the fingertips pressing into the track.

Three published shot studies from The New Original. Film by Claire Shin, sound by Yuta Endo. The sequence analysis is original.

View fal’s film and shot breakdown

GIVE THE EYE A SECOND.



There’s wear along the front edge of this camera. Hold the shot long enough and a buyer can see it.

Adjust the cut

Independent Measure Joy editing exercise. The camera photograph comes from the listing for this exact Canon PowerShot SD500.

See the camera listing Read fal’s source film notes

FROM CAMPAIGN TO INTERFACE

Decide where the eye can rest.

Source

For fal's Generative Media Conference, Claire Shin made The New Original with sound by Yuta Endo. Her first three shots move from the starting blocks to a face to fingers pressing against the track.

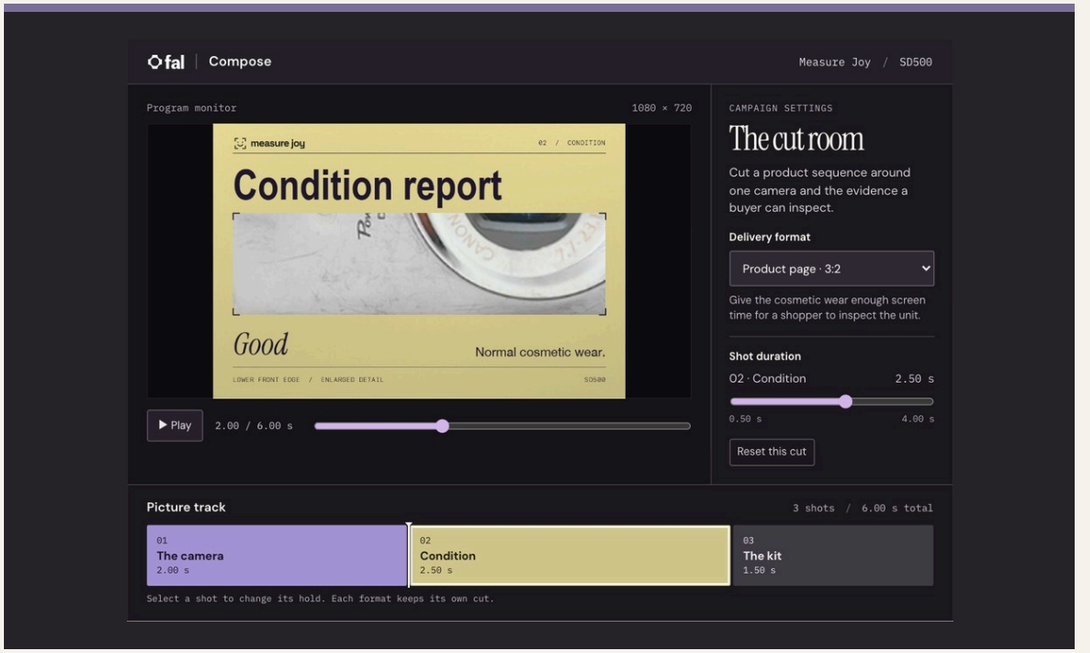
Product extension

I borrowed that change of scale for a camera listing. A wide shot tells the buyer which Canon they will receive. A close shot gives them time to inspect wear. The last shot answers what comes in the box.

Design decision

Film credits sit in uppercase beneath a single still. The studio uses a different reading rhythm. Three selectable shots, a visible playhead and durations in seconds let the editor change the timing directly.

> Proposed cut-room title
>
> Give the eye a second.



The actual Measure Joy camera, selected on the condition shot. The editor exports picture plates and timings for a fal Compose request.

Edit the three-shot sequence

Shin's film and shot notes

Waiting on MORNING.

Empower’s engineers worked across five regions. A question about a code change could wait until another team woke up.



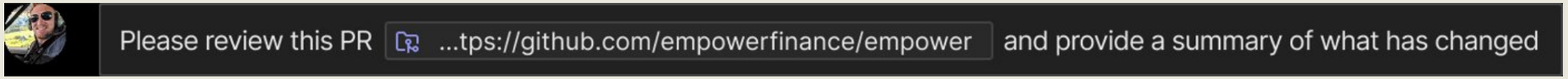
United States | New Zealand | South America | Canada | Australia

Empower cover art published by Factory. The five locations are those named in its account of time-zone handoffs.

Read Factory’s Empower case study

What changed in this pull request?

Separate QA impact-analysis example from Factory



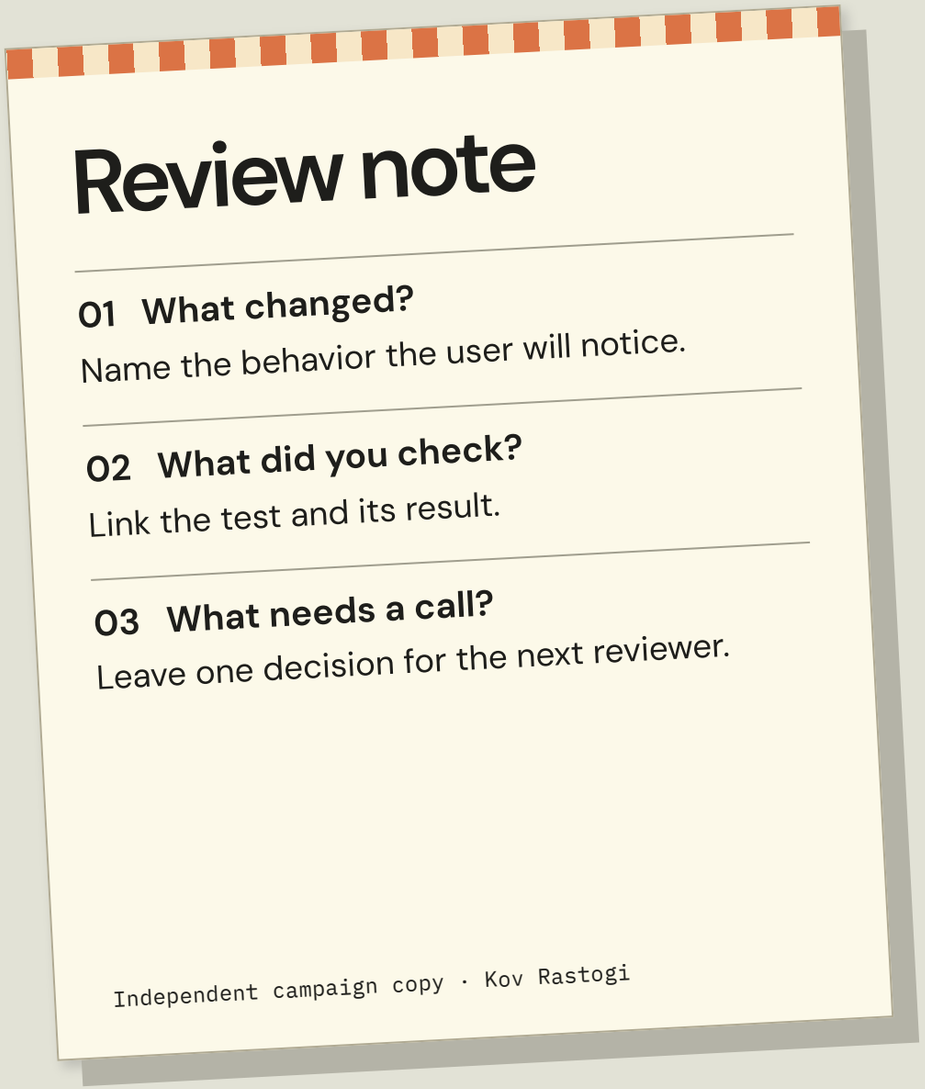
Up to

50%

Factory reports that in some cases, the time from opening a pull request to approval fell by as much as 50%.

Leave the next reviewer A HANDOFF.

A pull-request template for teams that hand work across time zones. Attach it to the change before asking for a review.



Pull-request handoff template written for this study, prompted by the cross-time-zone review delays Empower reported.

Read Factory's Empower case study

FACTORY

FROM CAMPAIGN TO INTERFACE

Leave a reviewer something to check.

Source

Empower’s teams worked across five regions. In its case study, Factory reports that automated review often reduced the time from opening a pull request to approval by as much as 50%.

Product extension

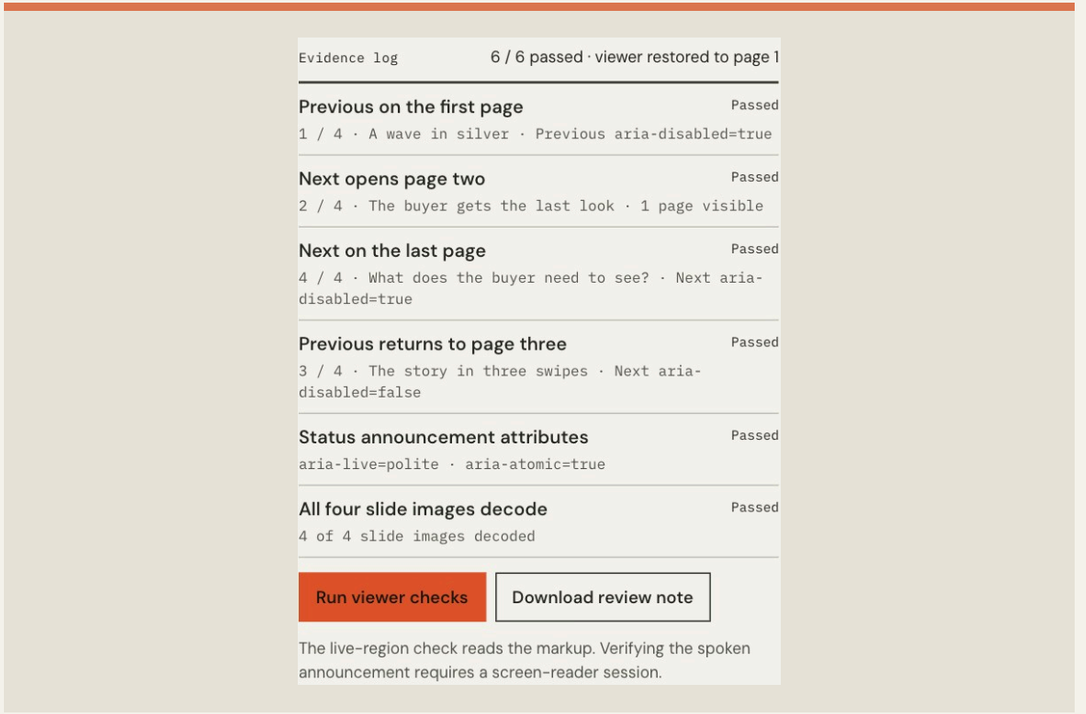
I made a handoff card for the moment an engineer signs off. Its third question asks the next reviewer for a decision. The adjoining workbench runs six checks on my Arcade reader and records what actually happened.

Design decision

Factory’s orange campaign artwork supplies the accent. An underlined, monospaced word interrupts the headline. In the workbench, orange marks the run control and ordinary text carries the results.

Proposed pull-request handoff card

What changed for the person using the product?



A completed local run on the four-page Arcade reader. The log records six checks and restores the original page.

Run the Arcade viewer checks

Factory’s Empower case study

warp

The work *after* payroll.

Julius founder Rahul Sonwalkar describes how worrying about tax notices took time away from building the product. His team moved from Rippling to Warp.



Still of Julius founder Rahul Sonwalkar from Warp’s customer film. He describes moving payroll from Rippling to Warp.

Watch the Julius customer interview

Waiting on *whom?*

One state can still be processing when the employer has nothing left to submit. The status needs an owner.



Product example from Warp. The figures describe the demo account.

The figures and Georgia status are from Warp’s public compliance demonstration. They refer to the demo account.

Explore Warp’s compliance example Read the separate Julius story

Give the notice *an owner.*

Send a founder one short receipt whenever a filing changes hands.



Suggested filing receipt written for this study. Its agency handoff draws on the Georgia entry in Warp's public demonstration.

See Warp's compliance demonstration Watch the Julius interview

warp

FROM CAMPAIGN TO INTERFACE

Write the status like a reply.

Source

Julius founder Rahul Sonwalkar describes how tax notices interrupted product work. In a separate public product walkthrough, Warp shows a Georgia registration waiting on the agency.

Product extension

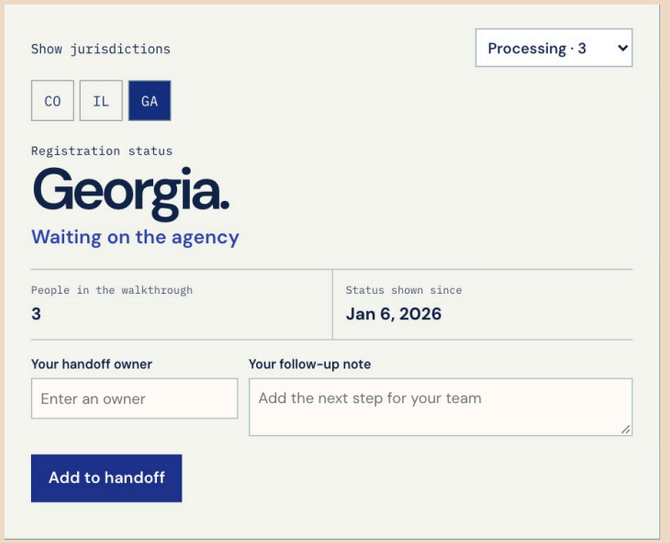
The email subject names the state and says whose move it is. A register beside it keeps the published status visible while someone adds an owner and follow-up. The handoff can leave the tool as a text note.

Design decision

The portrait opens on warm paper with soft type. The filing receipt tightens into rows and tabular numbers. The same visual handoff takes the reader from an interview to a status they can inspect.

Proposed filing-status email

Georgia filing update · It's with the agency.



Georgia selected in the state register. The jurisdiction and status come from Warp's public walkthrough, separate from the Julius account.

Inspect the state register

Warp's Julius interview Public compliance walkthrough

Before anyone writes an appeal.

A hospital team receiving a denial has an earlier decision to make. Which policy applies, and what action does the evidence support?



Dan Samarov’s account for Anomaly, with Erin Hodson, Inova’s VP of Revenue Cycle.

Original working-papers illustration. Dan Samarov’s account includes the perspective of Erin Hodson, Inova’s VP of Revenue Cycle.

Read Anomaly’s article

One denial.
Five possible routes.

01	**No action**	A later remittance shows the denial was reversed.
02	**Chart review**	Review the record before correcting and resubmitting a code.
03	**Write-off**	The record and plan support no covered diagnosis.
04	**Appeal**	The documented diagnosis meets the payer's coverage criteria.
05	**Managed care**	Clarify a policy or challenge a pattern across claims with the payer.

$10.4m

Recovered in the first 90 days of Anomaly's work with Inova, according to Anomaly.

$3.8m

Estimated ongoing monthly impact. A separate estimate from the 90-day recovery.

Workshop invitation · Proposed copy

Bring one denial. Choose its next route.

Bring the remittance, the coverage policy and the claim history. Use the five-route sheet to decide who should act next.

Independent workshop invitation. Anomaly reports the 90-day recovery and gives a separate estimate of ongoing monthly impact.

Read the reported Inova results

Anomaly

FROM CAMPAIGN TO INTERFACE

Find the decision before the draft.

Source

Dan Samarov describes five routes for a medical necessity denial, including a reversal on a later submission. His account of Anomaly's work with Inova reports $10.4 million recovered in the first 90 days.

Product extension

The workshop starts with one claim and its records. The worksheet asks a team to match its evidence to one route before assembling a payer meeting brief. No patient record is needed to explore the design.

Design decision

The vector reconstruction follows the blue dot and black letterforms of Anomaly's published mark. Cobalt distinguishes the five possible actions on the decision sheet. Each action carries its own evidence prompt.

Proposed workshop invitation

Bring one medical necessity denial.



The chart-review route displays the supporting records to check. The reader supplies the evidence in their own meeting brief.

Build a meeting brief

Anomaly's Inova account

Four projects in practice.

A storefront, an installable theme, a campaign and a two-sided product. The case studies show what I designed and what I built.



Installable Shopify theme

Nilayana

A styled cheese board opens the storefront. I carried the photograph into the product view, where a shopper can see which pieces come with the board.

Read the case study



Independent seasonal campaign

Pressed + Flower

One Caramel Apple Latte carries the autumn campaign. On a phone, the drink name and directions arrive before the still life, so a visitor can act on the first screen.

Read the case study



Identity and product prototype

Swayy

Violet, citron and a folded S connect the campaign to a 19-screen Figma prototype. A brand and a creator enter the same brief from opposite sides.

Read the case study



Live commerce engagement

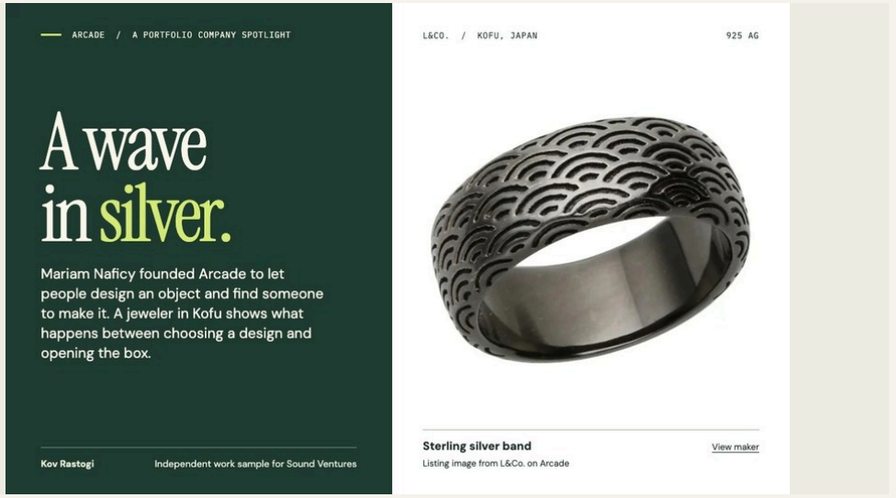
Measure Joy

Two silver Canons can wear differently. I designed the listing and built the inventory and checkout around the individual camera a buyer will receive.

Read the case study

Two pieces you can follow end to end.

The original Arcade story and Measure Joy film show how a single product decision can guide an entire edit.



INDEPENDENT MAKER SPOTLIGHT

A wave in silver.

L&Co. in Kofu sends buyers a video of their ring before shipping it. I followed the silver band from its maker to that moment of approval, then edited the story into a four-page spotlight and three social cards.

Read the original Arcade spotlight



COMMERCE AND MOTION

Which camera will I get?

The film moves through three things a buyer can check before paying for a used camera. It shows the exact Canon, its condition and the accessories that ship with it. The same order guides the live listing.

Watch the 15-second Measure Joy film

I chose Get Access and fal to open this collection and asked for a documented story behind every campaign. The company imagery and reported results are credited on each spread. The campaign treatments and tools are independent portfolio work.

Inspect the five logo reconstructions