

PORTFOLIO

KitchenAid®

Client: KitchenAid

Role: Designer, Production

Skills: Problem Solving, Creative Thinking, Time Management, Logo Design, Illustrator, Photoshop, Flash, HTML



Project: Online Contest

While at BTI, I was in charge of the design, development and management of Kitchen Aid's 90th Anniversary social networking website; a multi level consumer engagement interactive initiative. One of the goals was to successfully manage web traffic by involving consumers in a contest, while allowing the participant to upload, view and share recipes, stories, tips and more. The website has communicated the KitchenAid brand history and showcased video demos.

I have been directly involved in every stage of the design process from strategy, through design of the anniversary logo, website pages, an interactive timeline and front end HTML coding.

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