



JEREMY CAUDLE

Portfolio

Contents:

Graphic Design

Web Design

Front-end Development

Email Design



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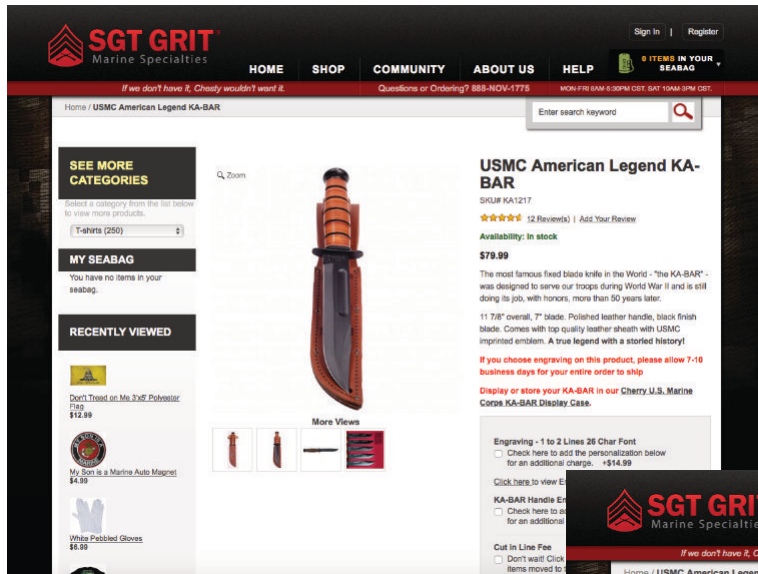
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GRAPHIC DESIGN

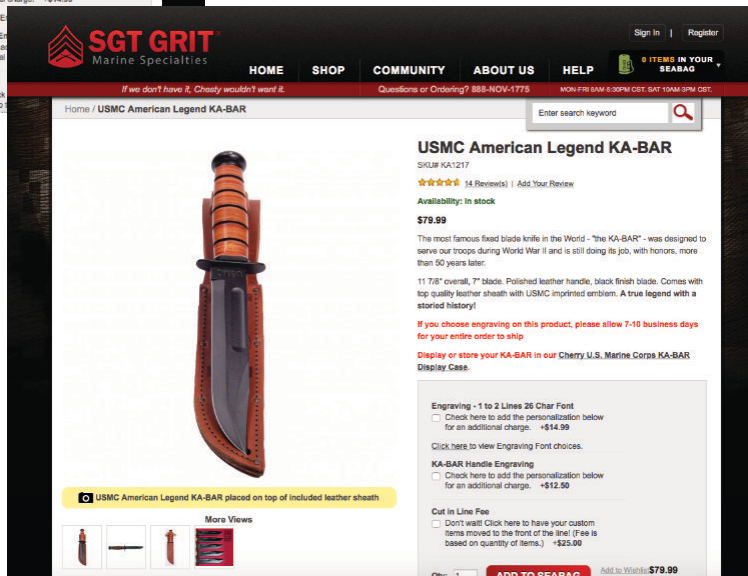
During my time at Sgt Grit, I produced a large variety of pieces. From banners for our email campaigns and slides for the homepage's carousel, to advertisements in print magazines.

I have experience with Adobe Photoshop, Illustrator, InDesign, Corel, and other graphics software. For my work at Sgt Grit I used Photoshop and Illustrator almost exclusively.



After page analytics data showed that the left column of our product page template had very little usage, I mocked up and proposed an adjustment to the product page that would allow us to enlarge our product photos and make the page seem less cluttered.

WEB DESIGN



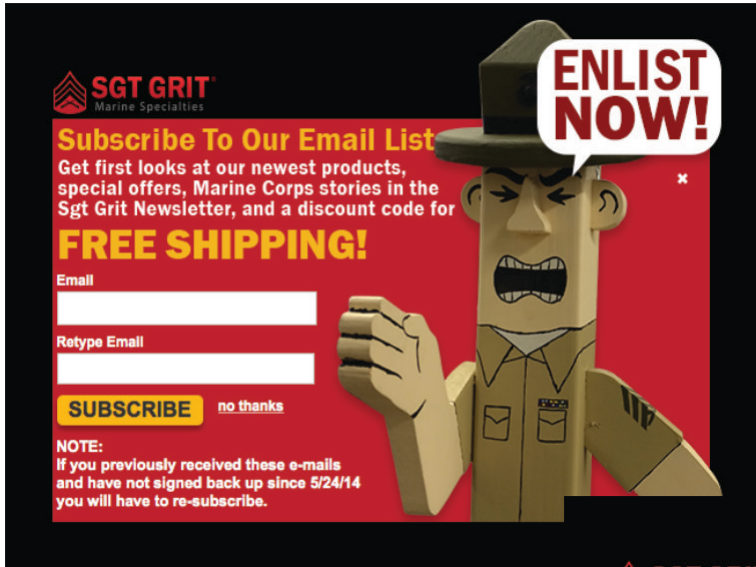
While at Sgt Grit I helped manage, maintain, find and help with improvements to the site that would assist customer needs and help improve sales. The website had an online store and a community section that displayed user submitted content.



To boost our email subscriber list, I was asked to design a prompt to entice new visitors to sign up. I mocked up the design, and wrote the initial HTML and CSS.



Although the website is fundamentally different these days, parts of the website such as the homepage and some product pages can be viewed at web.archive.org if you search for grunt.com.



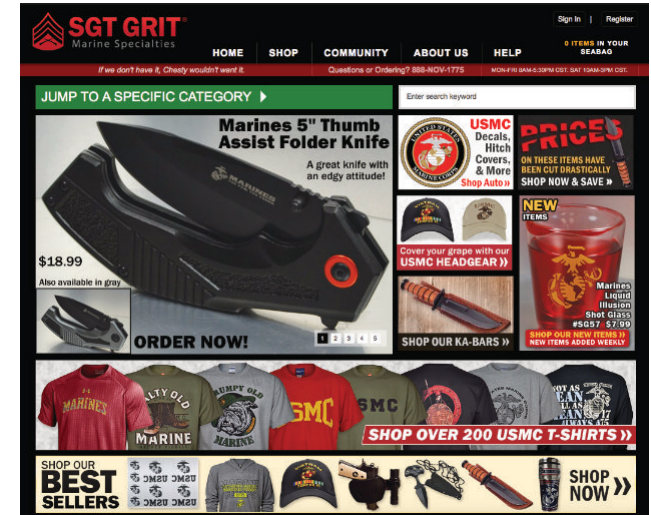
The previously highlighted email modal was initially mocked up in Photoshop, and then I created the HTML and CSS code to expedite the process for the developers on our remote team.

The modal had a second state that would display when the form was submitted. It would inform the person that submitted the form of what was needed to complete the signup process and prompt them to acknowledge that they understood.



Over the last 12 years, I've spent the most time working with HTML and CSS. I have worked a bit with vanilla JavaScript and jQuery as well, but I am still learning about newer frameworks and how to use server-side JavaScript.

FRONT -END DEV



As the Sgt Grit website started to get more and more traffic, the demands on the server increased as well. With the help of tools like Google's PageSpeed and webpagetest.org, I was able to gain an understanding of small ways I could improve load times on the site. I took measures to make optimizations to images and more on the homepage, and other areas of the website.

Due to time and resources dedicated to other projects during my time at Sgt Grit, I did not have the opportunity to work on a responsive version of the website. However, I did have the chance to use HTML5 and CSS3 on grunt.com.

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EMAIL DESIGN

Over the last few years I created several hundred email campaigns for Sgt Grit. Initially the emails were all hand coded HTML and text emails but as time went on we changed to a new system and I took advantage of its new template system.

As the trend went more from our customers reading their emails on their desktops or laptops to their phones, we transitioned from using designs with potentially small touch targets to large ones to make the emails more usable on smaller devices.