




MINDFUL8

USER EXPERIENCE &
COMMUNICATION DESIGN

- WEBSITES
- BRANDING
- MARKETING
- UX DESIGN



We make communications work better

**We architect, design,
and build efficient
websites, brands and
marketing for small
businesses, ad
agencies, and F500
companies. We lead
some projects and
provide expert
specialized services
on others.**

WHAT WE DO



WEBSITES

UX / Design / Content /
Development / PM



BRANDING

Logo Design / Brand Style
Guides / UI Pattern Libraries



MARKETING

Advertising / Promotions /
Social Media



UX DESIGN

Research / Personas /
Sitemaps / Wireframes

OUR EXPERIENCE



Our clients include F500 companies, small businesses, ad agencies, and non-profits. They trust us to ensure their digital communications are well designed and effective.

We help projects run smoothly – even across teams. We lead projects for some clients and support others with specialized expertise and services.



OUR EXPERIENCE



OUR TEAM



KORYE LOGAN

Digital Strategist & User
Experience Designer

Crafts solutions aligning user experience and business goals – particularly for digital interactions. For literally decades, Korye has produced communications design and web architecture for clients across the country. He insists he started young. He also enjoys family time, golf, guitar, and gardening.



NATALIA SIFUENTES

Art Director & User
Interface Designer

A gifted visual designer with extensive experience creating digital interfaces for websites and social media. Natalia is passionate about and respected for her branding talents. She also very much enjoys time with her corgi Eddie, playing the piano, and enjoying a good cup of coffee.



PORTFOLIO



WEBSITE



SWG

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

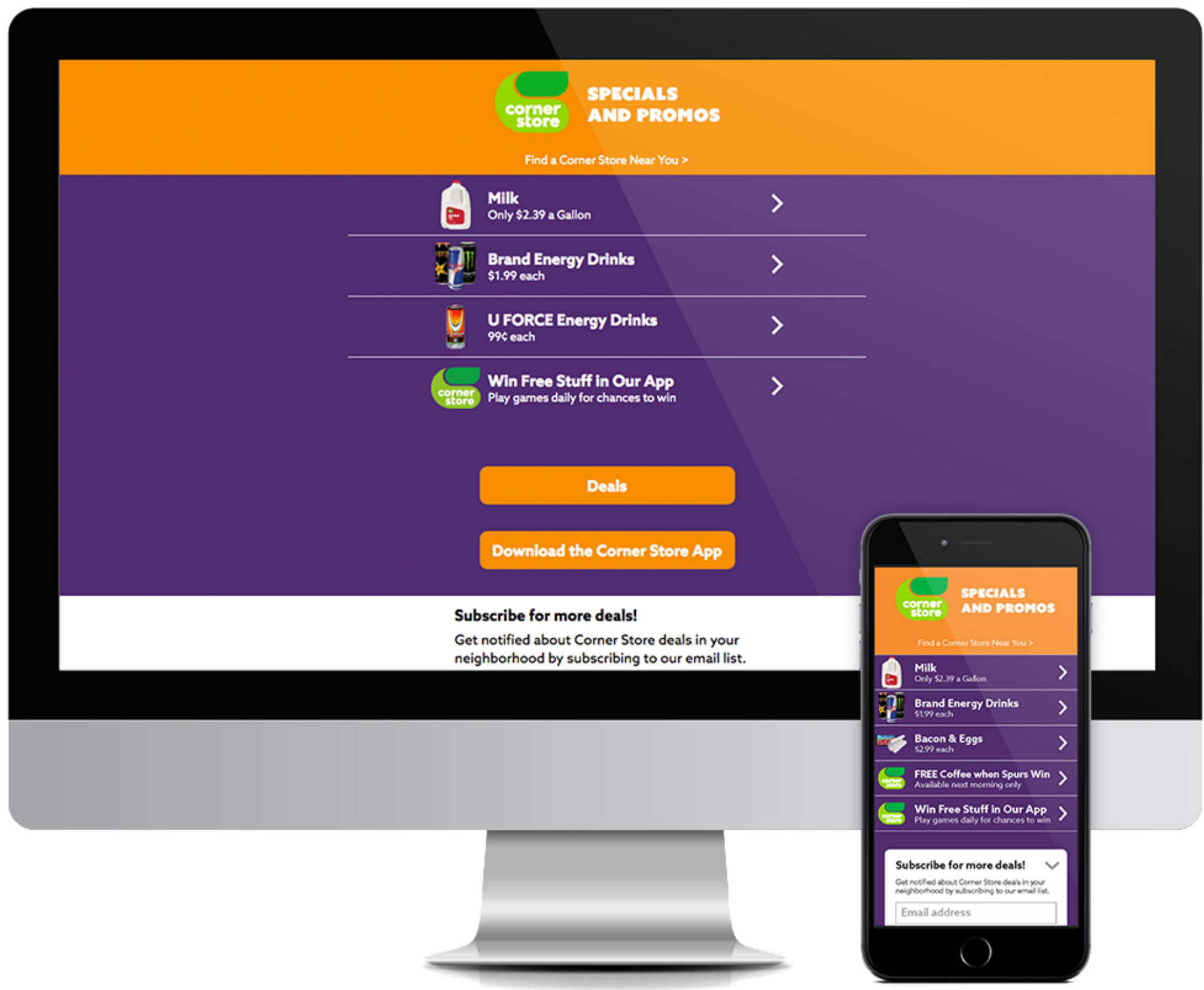
COPY WRITING

CONTENT

IMAGERY



WEBSITE



CORNER STORE

DEALS CAMPAIGN

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

CONTENT

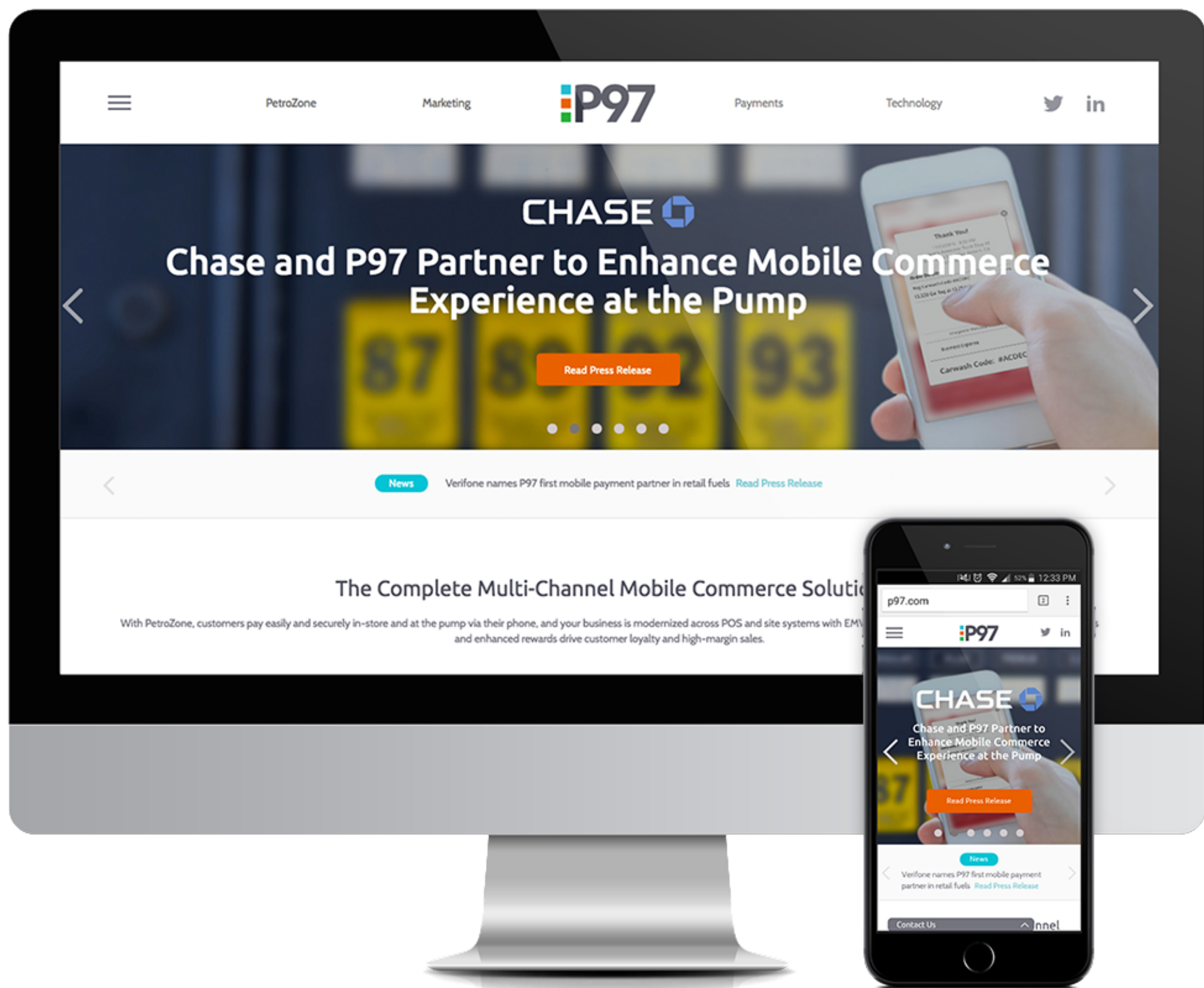
LEAD GENERATION

DIGITAL DISPLAY ADS

TRADITIONAL AD CAMPAIGN



WEBSITE



P97

MARKET SEGMENTATION

USER PERSONAS

MESSAGING STRATEGY

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

COPY WRITING

IMAGERY



WEBSITE



MOOSE WORLDWIDE DIGITAL

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

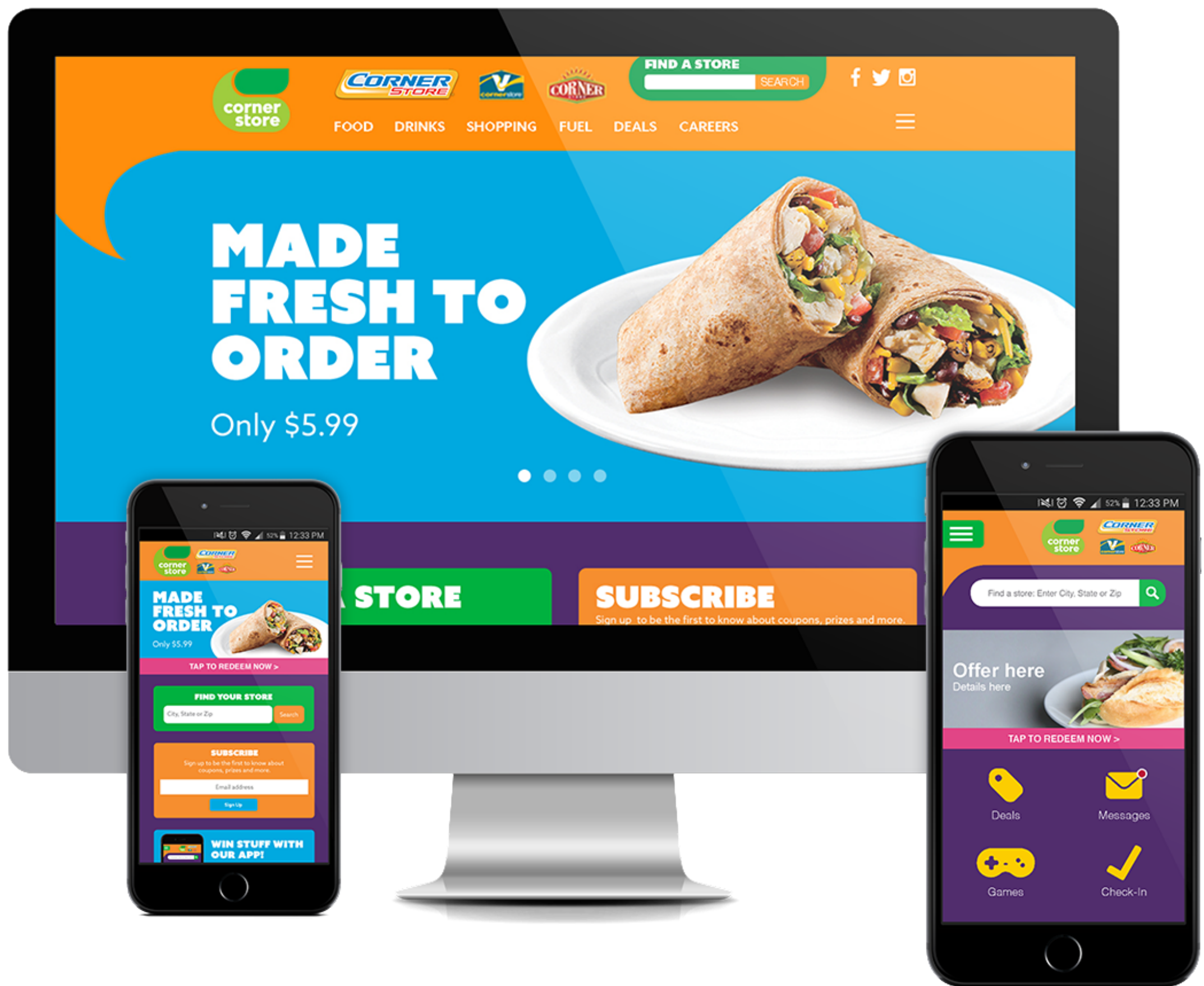
COPY WRITING

CONTENT

IMAGERY



WEBSITE



CORNER STORE

WEBSITE DESIGN

MOBILE APP DESIGN

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

COPY WRITING

IMAGERY

PROJECT MANAGEMENT



WEBSITE



MACKLAN MEDIA MARKETING

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

IMAGERY



BRANDING

THE *Bless*
FOUNDATION



BLESS

LOGO DESIGN

BRANDING IDENTITY &

GUIDELINES

STATIONERY



BRANDING



STRATEGIC WEALTH GROUP

LOGO DESIGN

BRANDING IDENTITY &
GUIDELINES

IMAGERY

STATIONERY



BRANDING



MACKLAN
MEDIA MARKETING



MACKLAN MEDIA MARKETING

LOGO DESIGN

BRANDING IDENTITY &

GUIDELINES

STATIONERY



BRANDING



MOOSE WORLDWIDE DIGITAL

LOGO DESIGN
BRANDING IDENTITY &
GUIDELINES
STATIONERY
MERCH



BRANDING



P97

LOGO REDESIGN

BRANDING IDENTITY &

GUIDELINES

STATIONERY

MERCH



MARKETING



CORNER STORE

SIGNAGE

FOOD TRUCK DESIGN

BILLBOARDS

MAILER

WEBSITE

AD BANNERS

TV COMMERCIAL



MARKETING



CORNER STORE
SIGNAGE
FOOD TRUCK DESIGN
BILLBOARDS
MAILER
WEBSITE
AD BANNERS
TV COMMERCIAL



MARKETING - SOCIAL MEDIA



CORNER STORE
SOCIAL MEDIA POSTS
ANIMATED POSTS



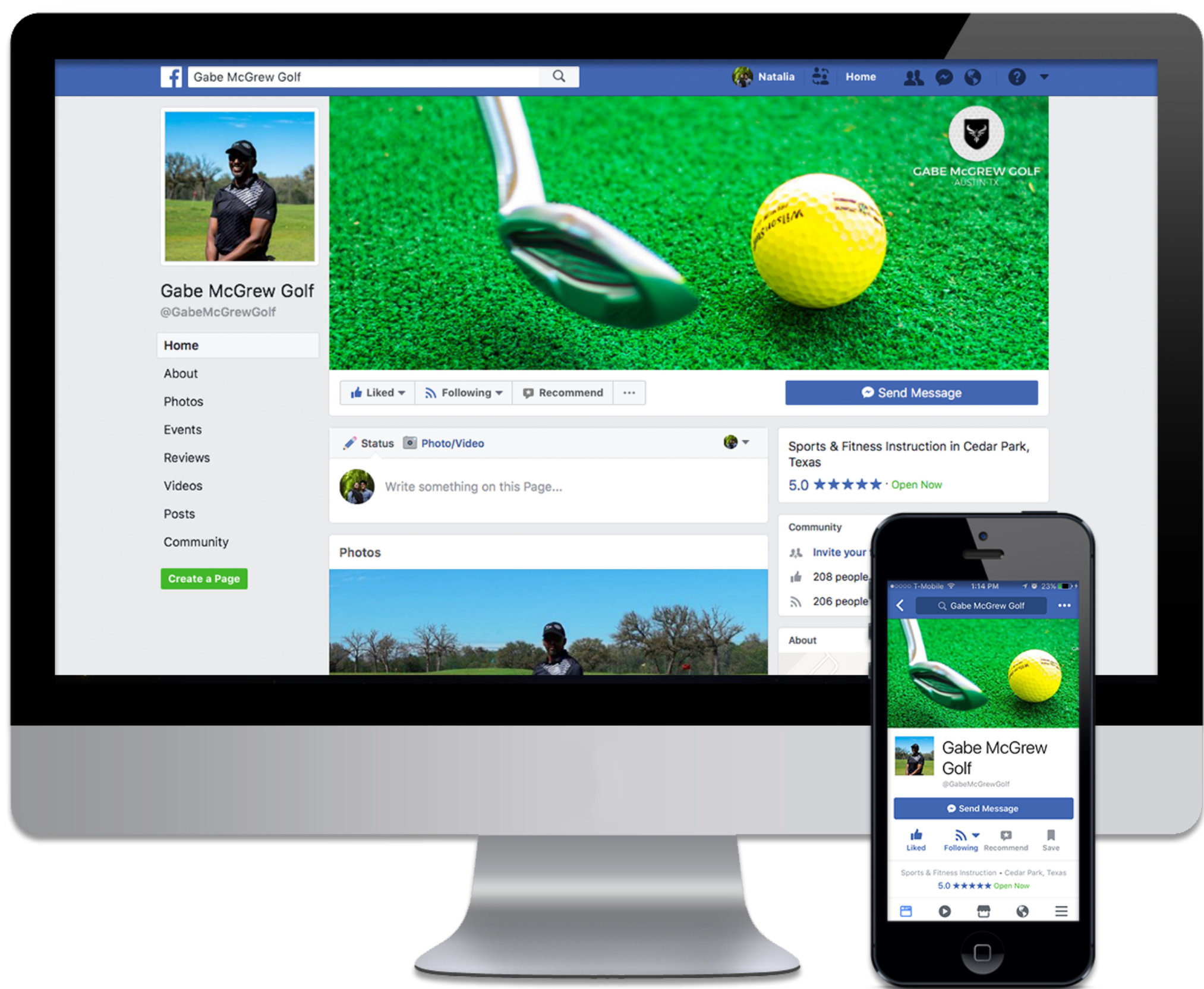
MARKETING - SOCIAL MEDIA



CORNER STORE
SOCIAL MEDIA POSTS
ANIMATED POSTS



MARKETING - SOCIAL MEDIA



GABE MCGREW GOLF

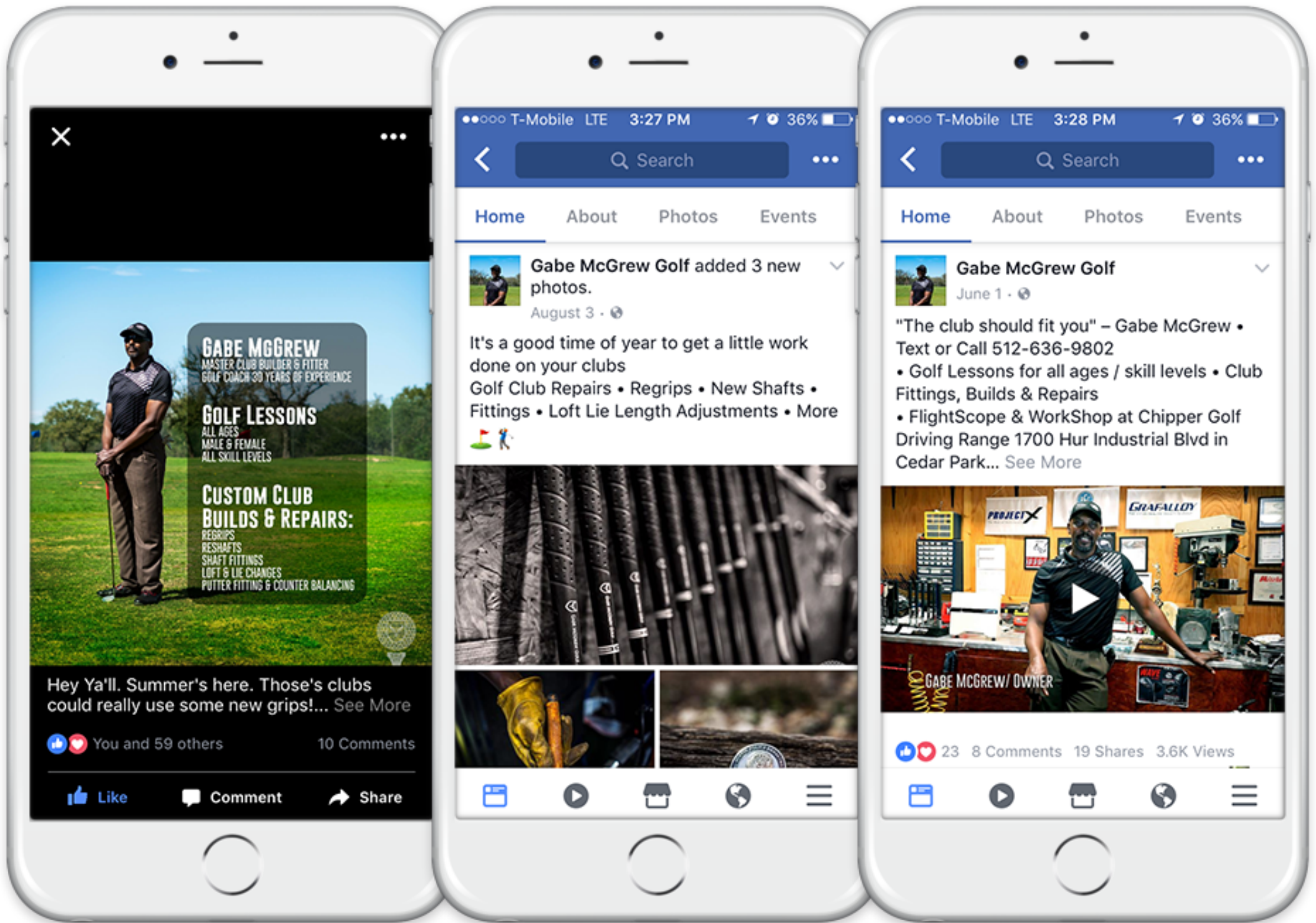
SOCIAL MEDIA POSTS

VIDEO PRODUCTION & EDITION

PHOTO SESSION



MARKETING - SOCIAL MEDIA



GABE MCGREW GOLF

SOCIAL MEDIA POSTS

VIDEO PRODUCTION & EDITION

PHOTO SESSION



UX DESIGN



OLIVE

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

VISUAL DESIGN

MOBILE & DESKTOP BANNERS

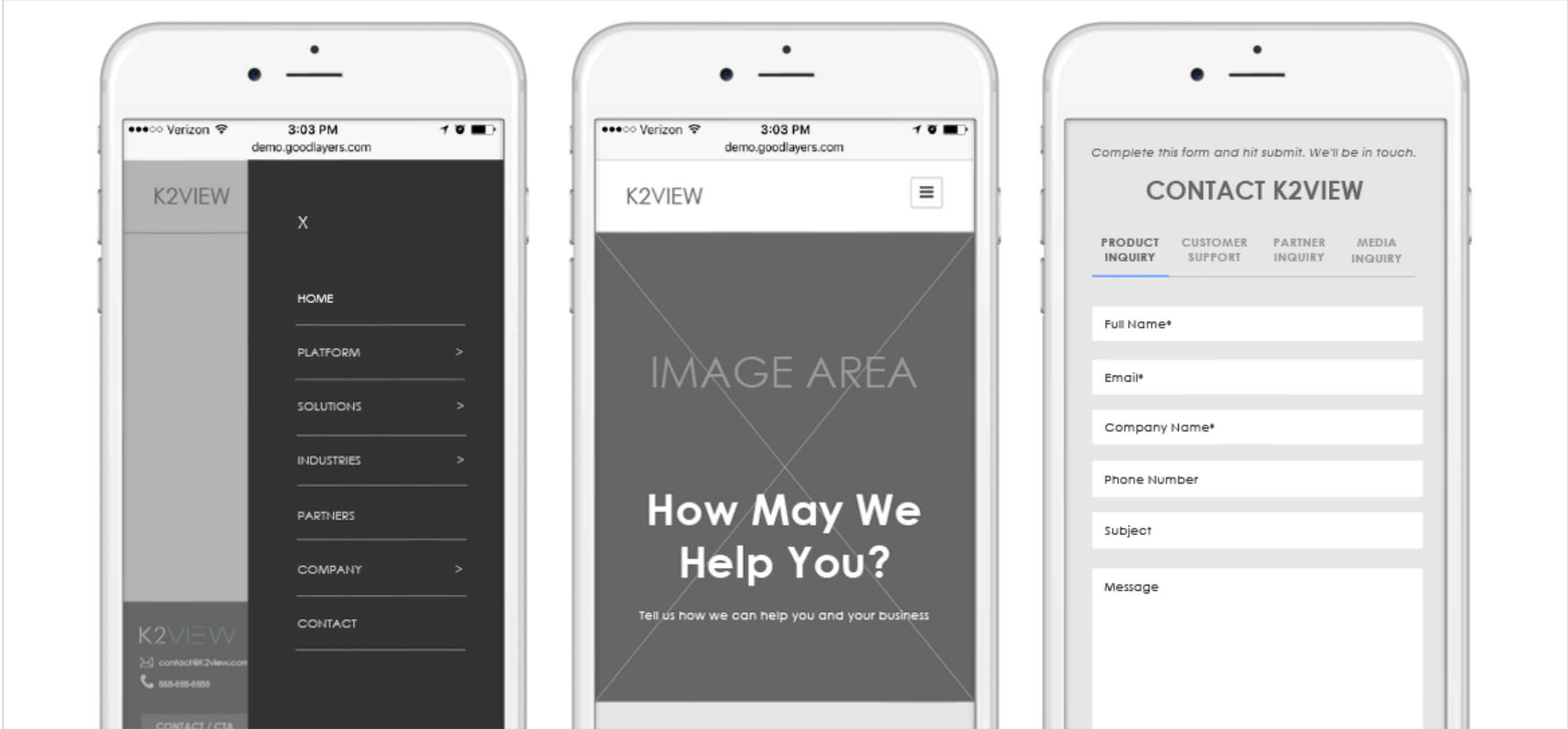
PATTERN LIBRARY

COLOR PALETTE

IMAGERY



UX DESIGN



K2VIEW

USER PERSONAS

SITEMAP

MOBILE WIREFRAMES

DESKTOP WIREFRAMES

USER EXPERIENCE DESIGN



UX DESIGN

Websense.com • User Experience Personas

web sense



#1 SURESH
CHIEF INFORMATION
SECURITY OFFICER

Company:
Security Needs & Goals:
1)
2)
3)
Research Mode:
•
Research Methods:
•
Communications Methods:
•
Questions to Resolve:
•
*I am hired to lead change
for large companies.*

BUSINESS CASE

UPGRADE



#2 STEVE
VICE PRESIDENT,
INFORMATION TECH

Company:
Security Needs & Goals:
1)
2)
3)
Research Mode:
•
Research Methods:
•
Communications Methods:
•
Questions to Resolve:
•
*I rely on my trusted SMEs
and consultants.*

CONSIDER

PURCHASE



#3 TASHA
SECURITY LEAD,
INFORMATION TECH

Company:
Security Needs & Goals:
1)
2)
3)
Research Mode:
•
Research Methods:
•
Communications Methods:
•
Questions to Resolve:
•
*Websense came to our
office... and built trust.*

EVALUATE

RENEW



#4 PATEL
MANAGER,
IT SECURITY

Company:
Security Needs & Goals:
1)
2)
3)
Research Mode:
•
Research Methods:
•
Communications Methods:
•
Questions to Resolve:
•
*I need the latest proven
methods to secure data.*

TEST

IMPLEMENT

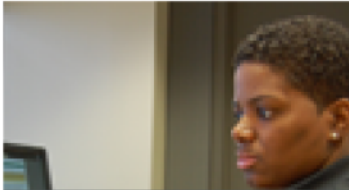


#5 CHRIS
SECURITY ARCHITECT,
INFORMATION SYSTEMS

Company:
Security Needs & Goals:
1)
2)
3)
Research Mode:
•
Research Methods:
•
Communications Methods:
•
Questions to Resolve:
•
*Your site should know my
products, fixes, etc.*

TRAIN

SELF SERVICE / REPORT



#6 ERICA
SECURITY OPERATIONS
LEAD

Company:
Security Needs & Goals:
1)
2)
3)
Research Mode:
•
Research Methods:
•
Communications Method:
•
Questions to Resolve:
•
*If my team can't use your
product, it's a problem.*

SUPPORT

ESCALATE

RESEARCHPURCHASEDEPLOYMANAGEADVOCATEESCALATE

WEBSENSE

USER PERSONAS

SITEMAP

MOBILE WIREFRAMES

DESKTOP WIREFRAMES

USER EXPERIENCE DESIGN





UX DESIGN



**Visual design by Tocquigny*

QUALICO

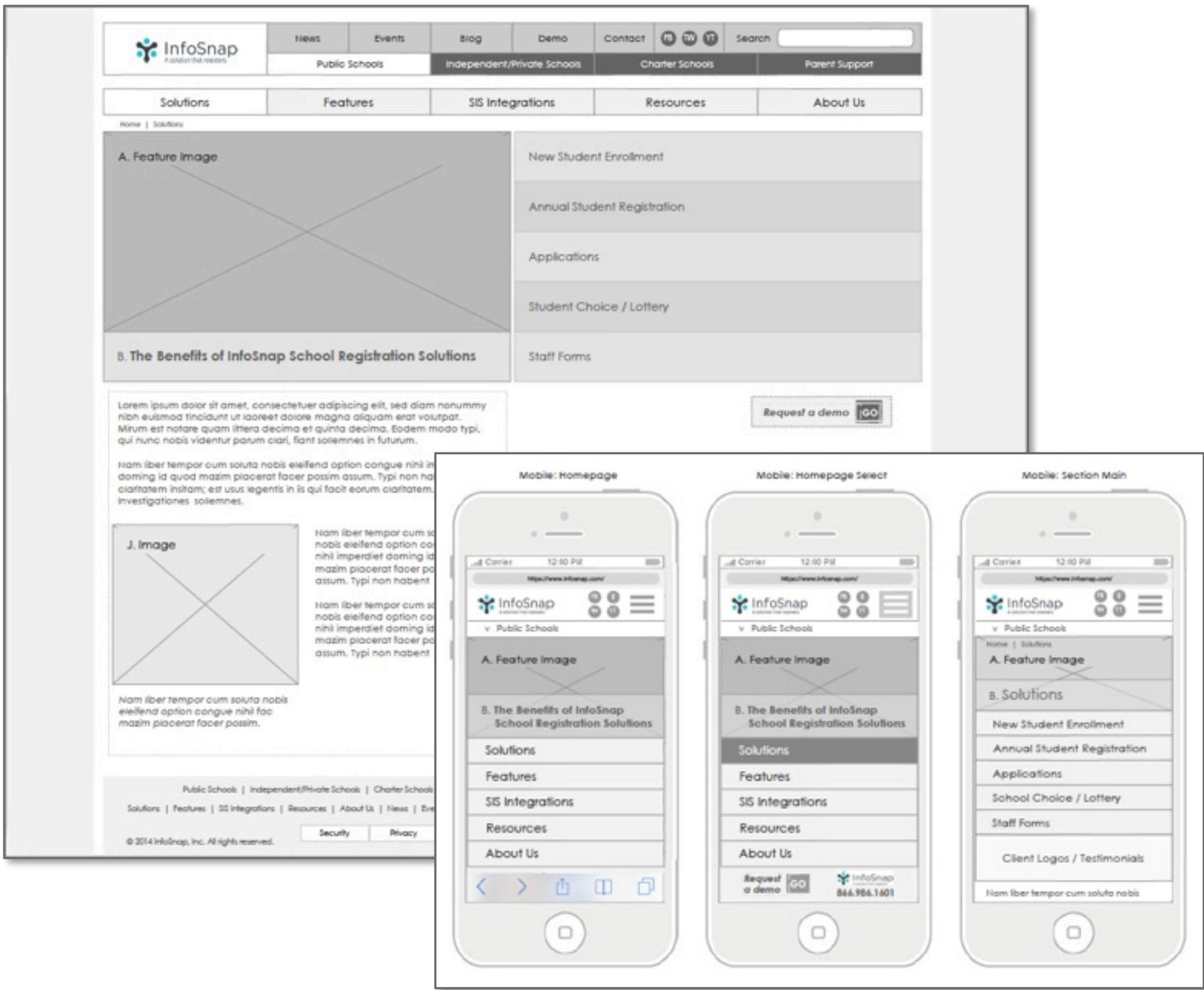
INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

CONTENT STRATEGY



UX DESIGN



INFOSNAP

INFORMATION

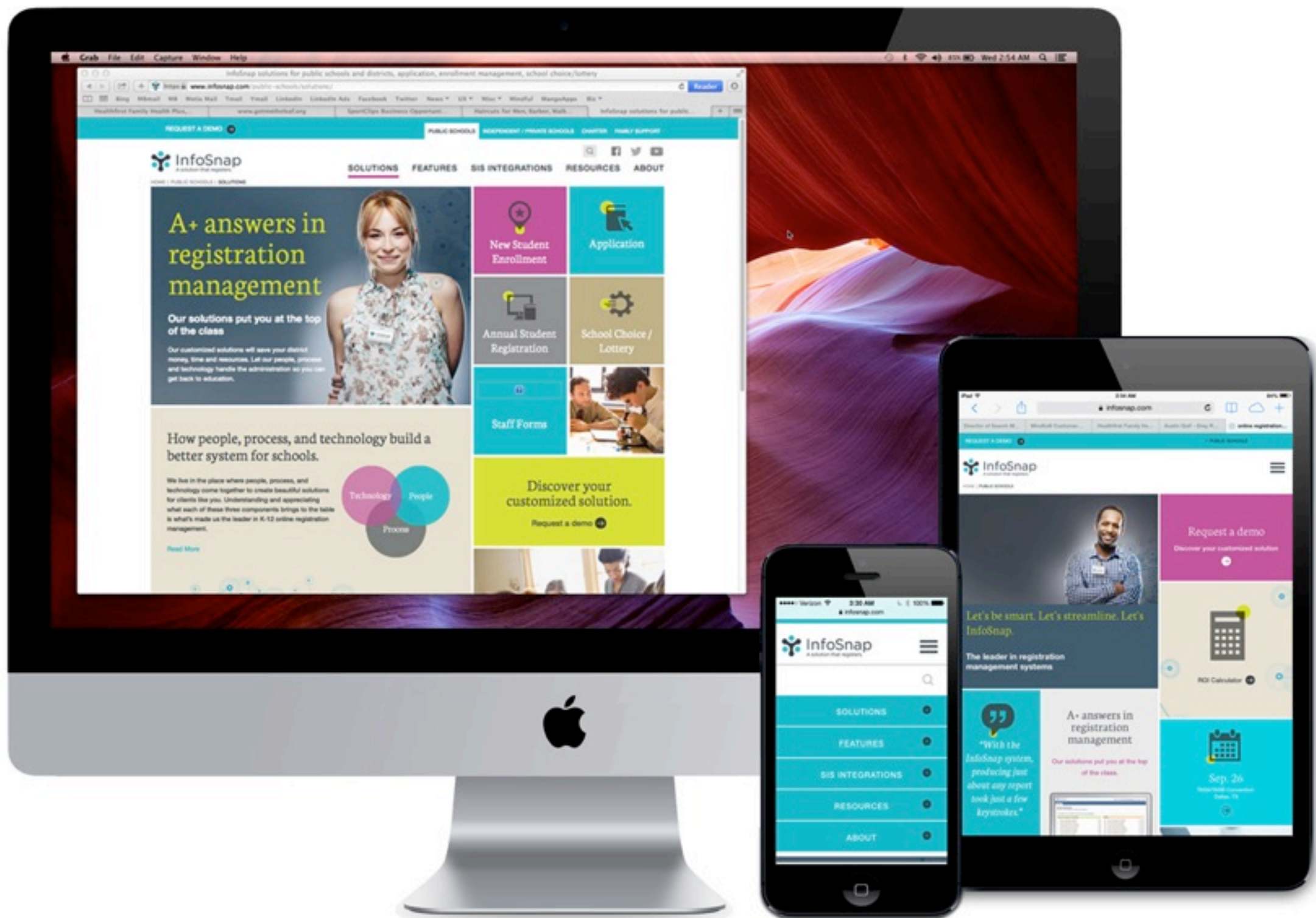
ARCHITECTURE

USER EXPERIENCE DESIGN

CONTENT STRATEGY



UX DESIGN



**Visual design by Tocquigny*

INFOSNAP

INFORMATION ARCHITECTURE

USER EXPERIENCE DESIGN

CONTENT STRATEGY



Thank You
mindfuleight.com