JhayDavis

PORTFOLIO

CONTENTS

ABOUT JHAY
DAVIS

Jhay Davis

Over the years, I have led enterprise level efforts that encompass a complete speectrum that ranges from Consumer/Product Research, Technical Software Solution Design, to Product banding and Marketing Strategy.

I have an educational background and leadership experience in Software Engineering, Marketing, and Interaction Design

My 15 years of enterprise-level strategic leadership experience includes creating high performance enterprise level digital strategies for: Marketing/Sponsorships, Search Engine Optimization (SEO), Event Marketing and integrated digital Experience Design. I have provided creative direction over native mobile app development and executive leadership over interaction design for technical product engineering.

What follow are examples from my portolio of "hands on efforts" that give me a practical perspective of process needed for both creative development and technical solution design. You will see work that includes **Interactive Design, Mobile App Development, Motion Graphics Design, and Experience Design.**

4

INTERACTIVE DESIGN

INTERACTIVE

Car Enthusiast Art

Search

296

GT4

GT3

6

Car Enthusiast Art: eCommerce Website

This is a dynamic database driven website that allows customer to review art, add to a cart, and trak the total cost of items to purchase. It also inclueds a Administration UI to add an remove products to the sotre. [Try it here!](#)

View Art By:

All Art	Prints	Paintings	Digital	Sort by

Carrera 911S
Format: Digital

$400

Details

Carrera T
Format: Painting

$600

Details

Cayman 718
Format: Painting

$500

Details

Macan GTS
Format: Digital

$300

Boxster GTS
Format: Digital

$200

911 Turbo S
Format: Print

$299

Car Enthusiast Art

Home
Shop
About
Cart
Contact

Search

Product Detail

718 Spyder

Format: Digital

High res multi purpose digital format image of the 718 Spyder.

$199.00

Number in Stock: 100

Order Qty:

1 ∨   Add to Cart

Back to Store

DEVELOPMENT TOOLS:

- PHP
- MySQL
- CSS
- HTML
- Photoshop
- Illustrator
- GitHub - for version control

Urban. Zen. Chill.
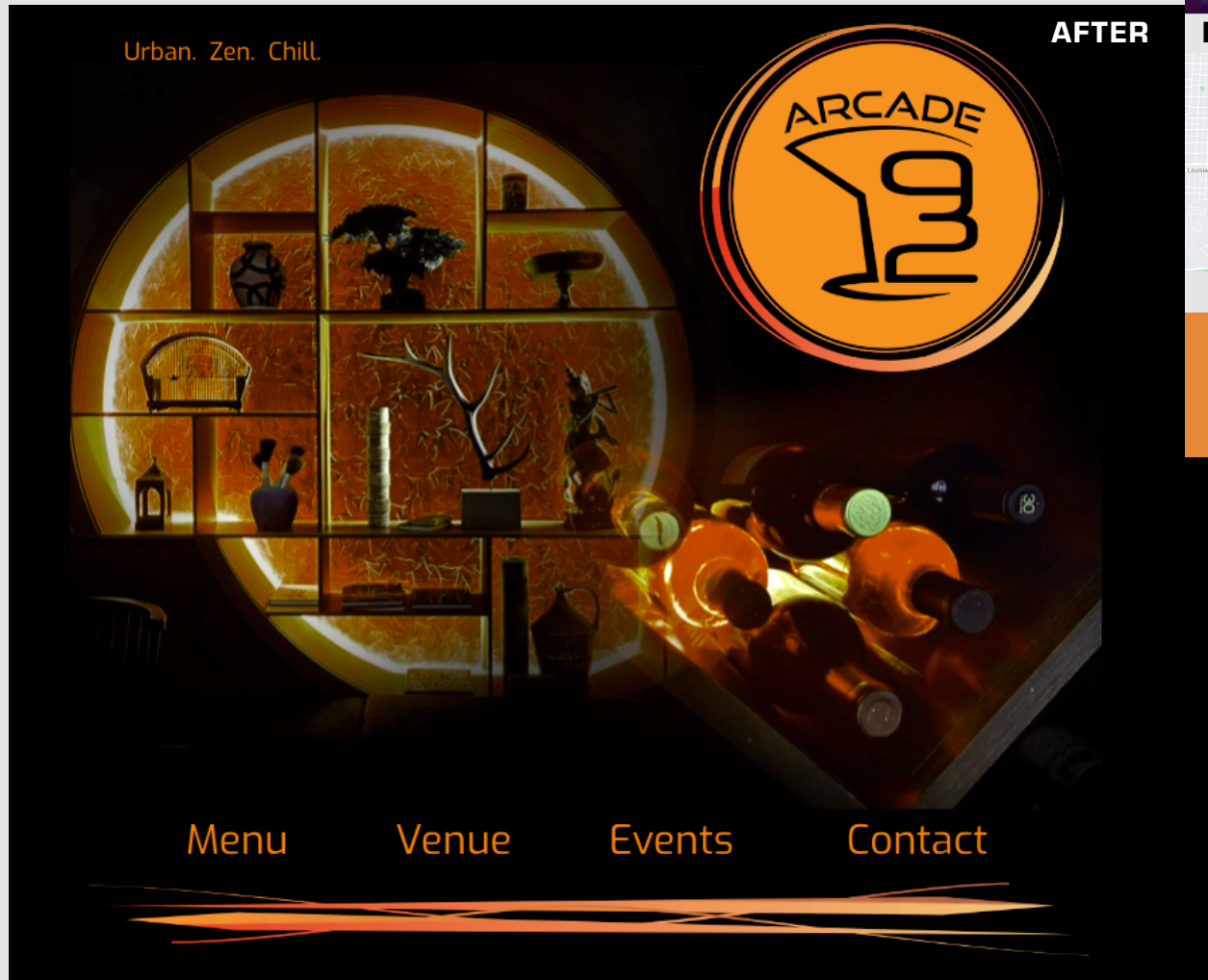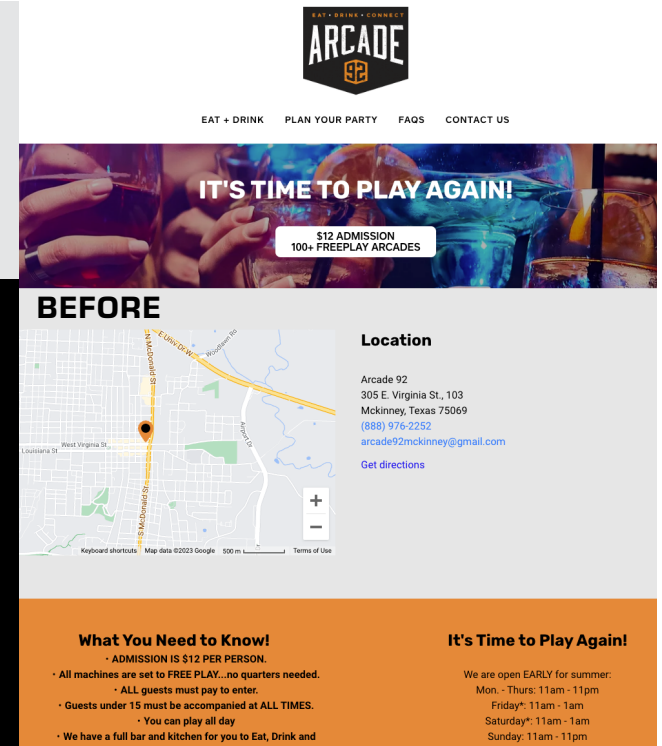
ARCADE

INTERACTIVE

Menu   Venue   Events   Contact

Local Business Website Rebrand: Arcade 92

This project focused on taking a local business and reimagining the online brand experience. The execution of this project made use of JavaScript, CSS, Adobe XD, Photoshop and Illustrator. It also involve a evolution of the existing logo. Try it here!

AFTER

Urban. Zen. Chill.

Menu   Venue   Events   Contact

BEFORE

EAT • DRINK • CONNECT

ARCADE 92

EAT + DRINK   PLAN YOUR PARTY   FAQS   CONTACT US

IT'S TIME TO PLAY AGAIN!

$12 ADMISSION
100+ FREEPLAY ARCADES

Location

Arcade 92
305 E. Virginia St., 103
Mckinney, Texas 75069
(888) 976-2252
arcade92mckinney@gmail.com

Get directions

Keyboard shortcuts   Map data ©2023 Google   500 m ____   Terms of Use

What You Need to Know!
· ADMISSION IS $12 PER PERSON.
· All machines are set to FREE PLAY...no quarters needed.
· ALL guests must pay to enter.
· Guests under 15 must be accompanied at ALL TIMES.
· You can play all day
· We have a full bar and kitchen for you to Eat, Drink and

It's Time to Play Again!

We are open EARLY for summer:
Mon. - Thurs: 11am - 11pm
Friday*: 11am - 1am
Saturday*: 11am - 1am
Sunday: 11am - 11pm

DEVELOPMENT TOOLS:

– JavaScript
– CSS
– HTML
– Photoshop
– Illustrator
– GitHub - for version control

9

EUROSTILE

THE SPACE AGE Typeface

Eurostile was developed during an
era when the United States and
Russia were in a race to put a man on
the moon.

Let's explore the origins of Eurostile,
the designer behind it and the
historical backdrop that framed its use
during the Spage Age and beyond

NEXT

Highly Animated Website: A Typeface History

This site was intended to push the boundaries of HTML5 and its animation capabilities. The goal was to tell the story of the Eurostile type face in an engaging way while maintaining compatibility across desktop and mobile devices. [Try it here!](#)

EUROSTILE
THE SPICE AGE Typeface

1962

Eurostile is Aldo's most well known typeface and is an evolution of the Microgramma family. The characteristic rounded square forms, similar to TV screens of the time, represented a futuristic feel associated with the space era and was featured in Sci-Fi films such as 2001: A Space Odyssey

1969

USA achieves theApollo 11 Moon landing. Space Race ends - for the moment.

TIME'S ARROW

EUROSTILE
THE SPICE AGE Typeface

TIME'S ARROW

TODAY

Eurostile is widely used in TV., movies, and video games such as Homeworld, Ridge Racer, Tom Clancy's Ghost Recon, Tekken, Splinter Cell, Driv3r, Elite Dangerous, and the Starcraft series..

Brand Use

Eurostile is a corporate branding font for Toshiba, Dimension Films, and Diadora. The retail version was authorized by Toshiba Europe GmbH to URW, where Eurostile Black OT was sold.[14] Eurostile Extended Bold is used in the Nokia, New Flyer, Casio and Roland Corporation JUNO logos.

2016

Eurostile Next developed by Akira Kobayashi at Linotype Design Studio. Race to land a human on Mars is underway

Mars 2040

DEVELOPMENT TOOLS:

- – HTML5
- – JavaScript
- – CSS
- – Photoshop
- – Illustrator
- – GitHub - for version control

11
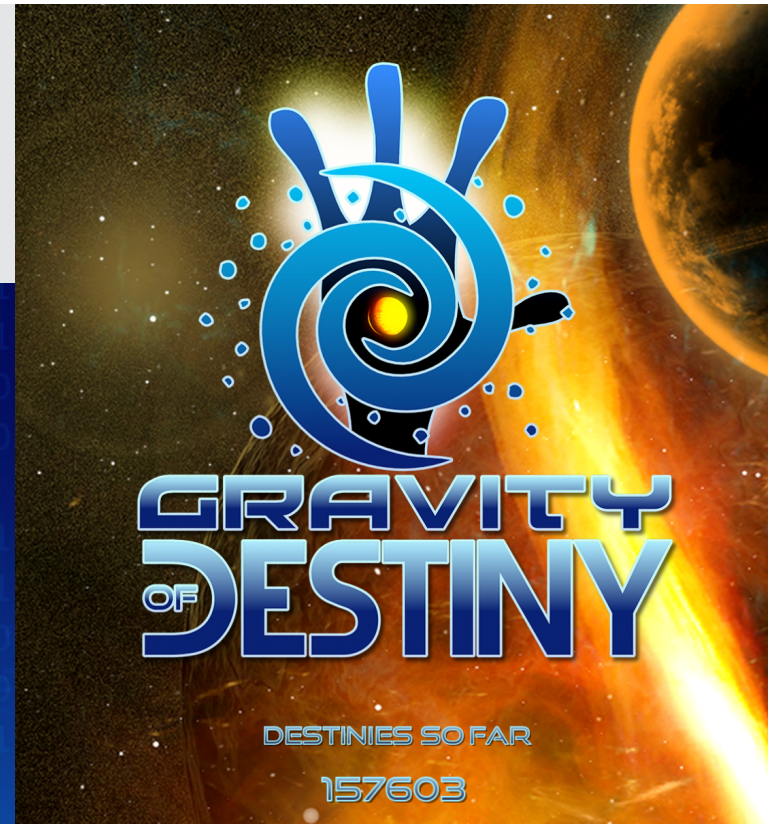
MOBILE APP
DEVELOPMENT

GOLD MINE CAVE ESCAPE

HERO ROCKET II

iOS App Development: Games

I currently have 3 games published on the Apple App Store. I performend the art design, sound f/x, music, and coding for each game. My development tools ranged from Apple Logic for sound design to Xcode for coding. My latest game Gravity of Destiny arrives this Fall! See current games on the App Store here!

GOLD MINE
CAVE ESCAPE

TOP SCORE

206000

TUTORIAL

START

LEADER BOARD

TAP DASH FAST 2

TOP SCORE

494

LEADER BOARD

TUTORIAL

PLAY

GRAVITY OF DESTINY

DESTINIES SO FAR

157603

DEVELOPMENT TOOLS:

- Xcode
- Apple Logic
- Adobe After Effects
- Adobe Photoshop
- Cinema 4D
- GitHub - for version control

Experience Design

Experience Design

dedicated to your balance.
experience the pathway to personal and career harmony

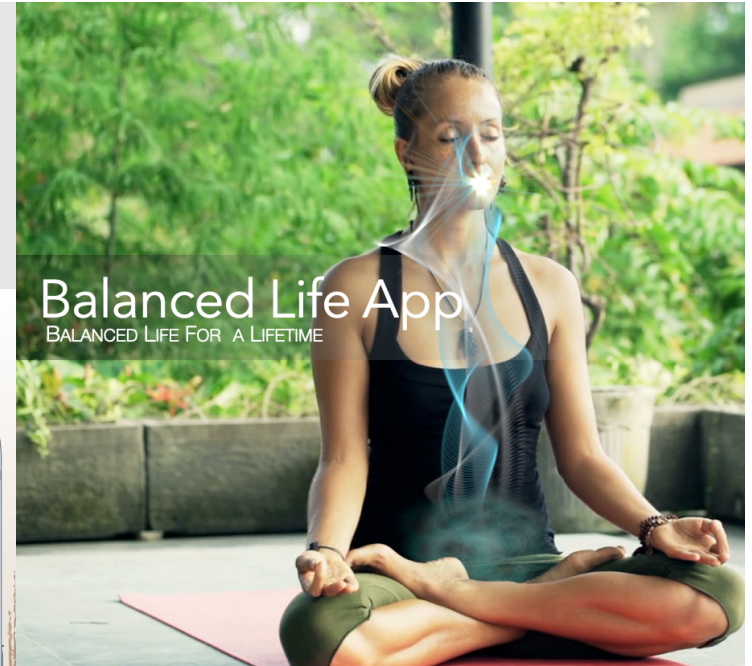Try a Free Meditation

Finding Life Balance for a Lifetime

At The Balanced Life, we believe that personal and professional fulfillment are two sides of the same coin. Through meditation and wellness practices, we provide a pathway to finding lasting balance in your life. Our holistic integration methods lead to transformative changes in quality of life, overall happiness, and career success. We're here to help you find your best self and achieve your goals – both professionally and personally!

Live Your Best Life

▶ Guided Meditations

▶ Moving Meditations

▶ Workouts

▶ Diets

Experience Design: Balance Life App

The purpose of this project was to develop an ithat teaches moving meditations similar to Tai Chi to help enhance life balance. The Experience Design included surveys, interviews, persona development, paper prototype testing, high fidelity testing and currently web app in beta development. [Try the Beta Web App Proto-](#)
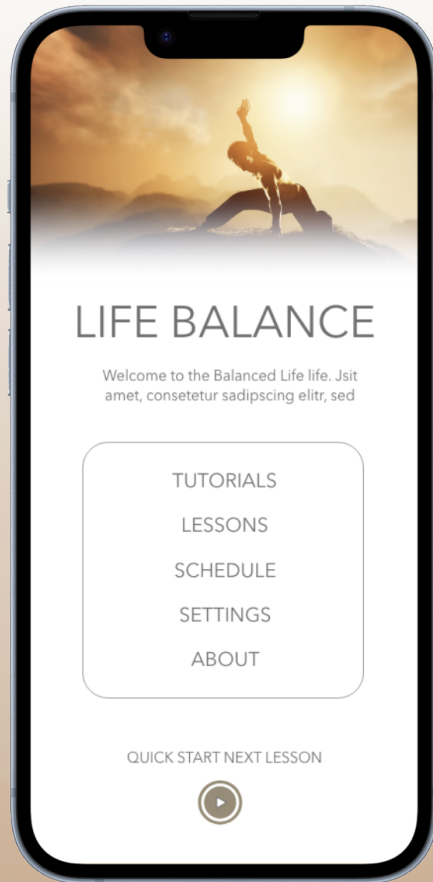

Proof of Concept

1

User wants to begin her first work out. She taps the Quick Start button.

LIFE BALANCE

Welcome to the Balanced Life life. Jsit amet, consetetur sadipscing elitr, sed

TUTORIALS
LESSONS
SCHEDULE
SETTINGS
ABOUT

QUICK START NEXT LESSON

Testing Observations

Every tester hesitated between selecting the "Tutorials" link before clicking "Quick Start"

LIFE BALANCE

Welcome to the Balanced Life life. Jsit amet, consetetur sadipscing elitr, sed

TUTORIALS
LESSONS
SCHEDULE
SETTINGS
ABOUT

QUICK START NEXT LESSON

Task performed without delay

Balanced Life App
BALANCED LIFE FOR A LIFETIME

BALANCED

DEVELOPMENT TOOLS:

- – PHP
- – HTML
- – Adobe XD
- – Xcode
- – Swift UI
- – Adobe Illustrator
- – Autodesk Sketchbook

17

Experience Design: Balance Life App

Multiple iterations of hand sketches, paper prototyping, surveys, and persona development were part of the comprehensive research, testing and design process.

Personas

Damaris - The Analyzer

Age: 43

Status: Married

Location: Suburbs

Occupation: Analyst

Interest: Church, Cooking, Pilates, and Reading

About

Damaris loves spending time with her 3 kids. She's the "Go To" analyst at work and is respected by her peers and managers. However, the demands of her family and her job have now placed a strain on her quiet time. She has noticed she becomes easily frustrated at work and home.

Needs

Damaris needs a way to make the most of the quiet moments she has at the end of the day once the kids are in bed. She loves reading but finds she needs something more. Going to a gym is not an option and she doesn't have any space at home for exercise equipment.

Frustrations

Damaris is frustrated because even though she's a dedicated mom and wife, she can't find time for some self-care. The self-help books are great but she needs a more active way to take words from the page and integrate them into her life.

★ Key Feature Recommendation

Because Damaris is an avid reader she wants to make sure that the physical aspects of the app are supported by content she can read in her down time. She believes it is important for her understand the philosophy and physical aspects of why she is doing the exercises in order to fully realize with the benefits.

18
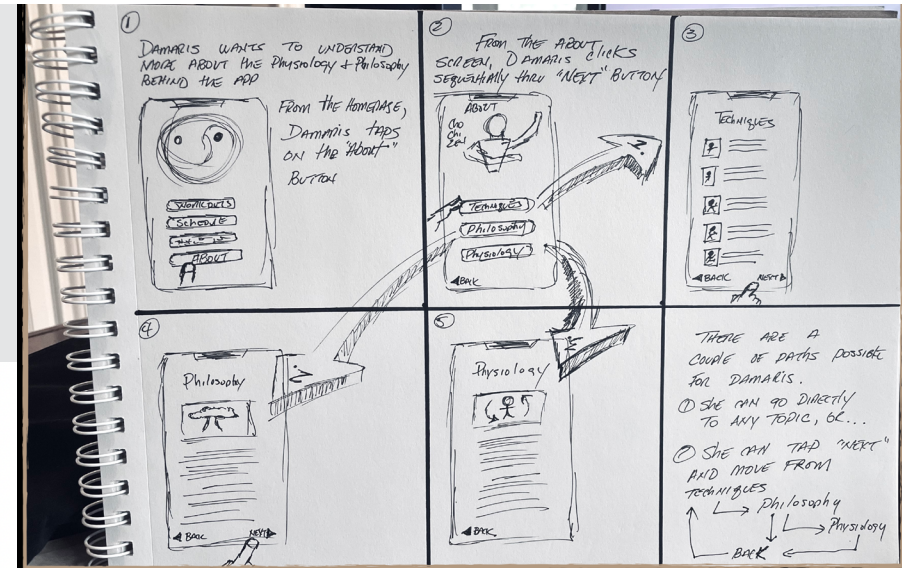
Motion Graphics

Design

MOTION GRAPHICS

FILES

SAVE

REJECT

20

There are four key projects that I will highlight. Each combine sound and muisic composition, story script, editing and visual effects as part of a complete storytelling effort. Links to videos:

- [Connection](#)
- [VR Workflow](#)
- [Balanced Life Visualization](#)
- [End of Killing](#)

INHALE

71
HEART RATE

Production Tools:

- Adobe After Effects
- Adobe Premier
- Apple Final Cut
- Apple Motion
- Apple Logic
- Particle Illusion
- Cinema 4D
- Adobe XD

JhayDavis