

TESSA FISH

PORTFOLIO

TESSAFISH.COM | tessazfish@gmail.com | 415.828.2129

UX | UI | Visual | Interaction | Brand

Art Direction | Management | Strategy | Thought Leadership

TESSA FISH

TESSAFISH.COM

PORTFOLIO

TESSA FISH

01

**TOKBOX LIVE
VIDEO**

008

04

**BRADDOCK &
LOGAN APTS**

072

02

**MISSLEADING
FILM FESTIVAL**

024

05

**ENRON
REBRAND**

082

03

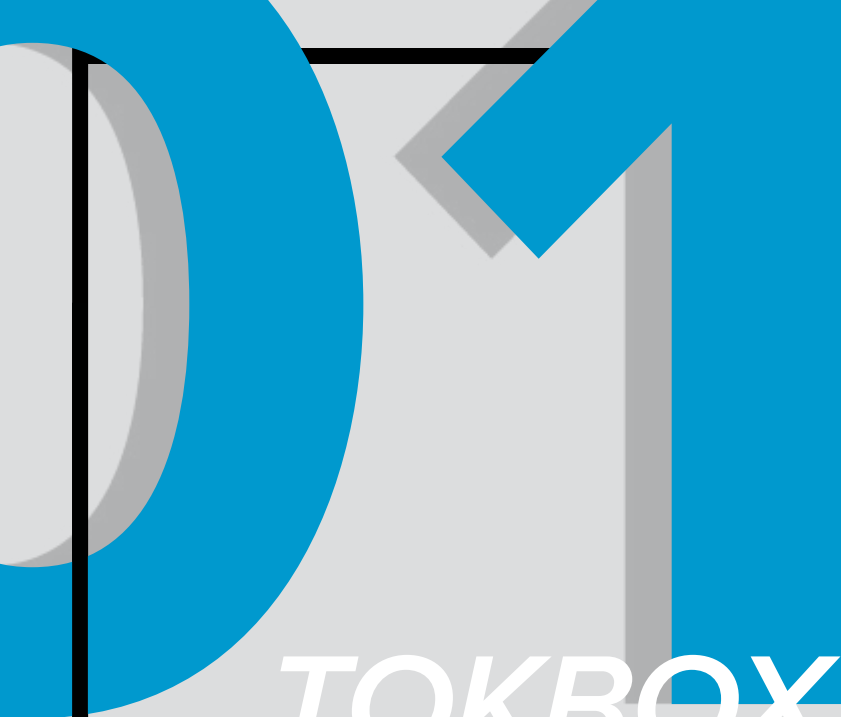
**SCRIBD
E-READING**

050

For all the designers in tech.

The concept for my portfolio comes from the word dimensional which is how I think of myself as a designer. My design focus crosses many thresholds from individual contributor, to strategist, to researcher, to thought leader. I find in design one must not only be dimensional in regards to focus, but also process, skills and relationships.

While leading designs for brands, products, and experiences, I focus on defining strategy that drives company goals based on insights from extensive UX research. My design process includes thorough planning, research, iterative execution, and testing. Collaboration is by far my favorite part of the work whether it's defining "the why" with Product, building with Engineering, or going to market with Marketing. My goal is always to bring the right players into the game at the right time.



TOKBOX LIVE VIDEO

COMPLETED 2017

Brand | Print | Digital | UI | UX

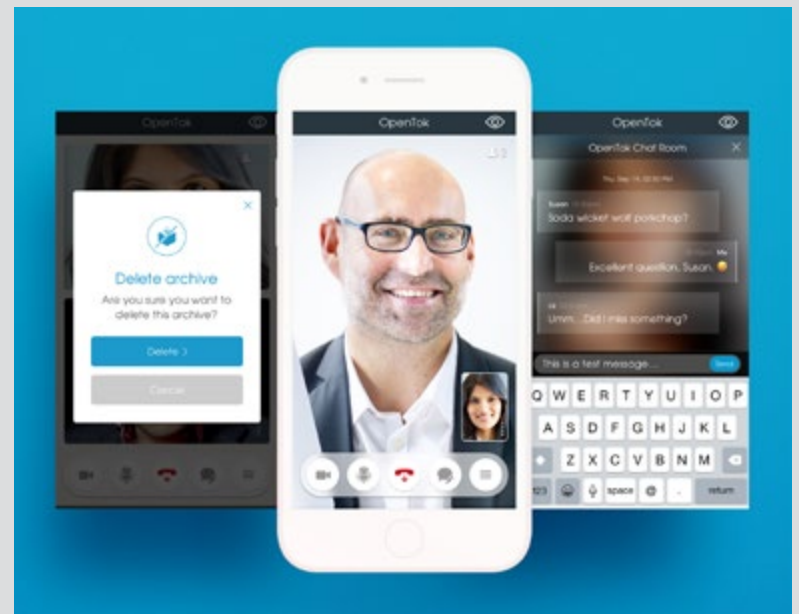
TESSA FISH



Our design goals for TokBox were to create more consistency in visual design, more delightful user experiences, improve brand recognition and increase engagement with customers and developers.

As Design Lead, I led a team in updating all branded materials not only to ensure brand consistency but to better communicate our marketing messages and goals of the platform. We re-evaluated the UX of our applications, demos, and website to create better flows and a delightful experience for our users. We also launched a very successful research program that provides data to guide not only design but company decisions.

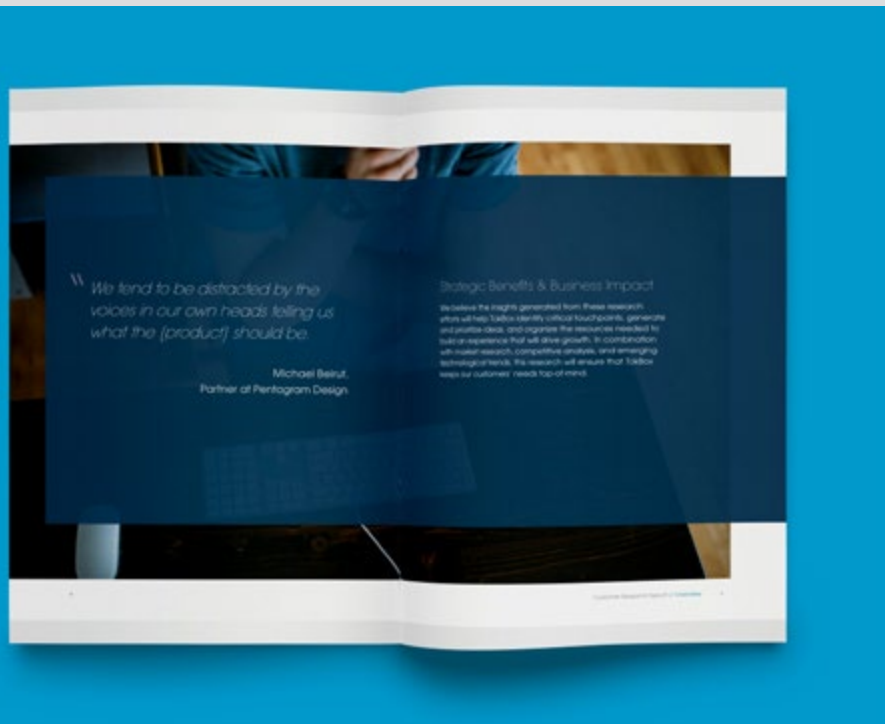














MISSLEADING FILM FESTIVAL

COMPLETED 2011

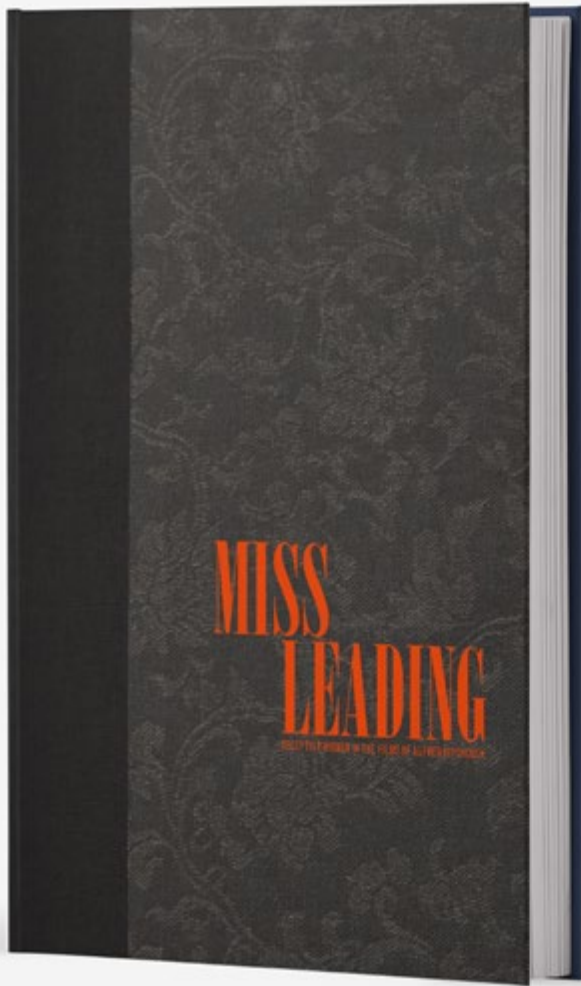
Brand | Print | Digital | Layout | Concept

TESSA FISH



The goal of this project was to create a VIP giveaway for a film festival by a chosen director. This giveaway must fit into a carrying case and hold collectible peices that a Hitchcock fan would die for.

This Academy of Art University graduate studies project was a great challenge to design an entire Film Festival and all of the collateral that goes with it. I based my festival on the deceptive and duplicitous female characters of Alfred Hitchcock's films. It included twenty design pieces of print and packaging









MISS LEADING

DECEPTIVE WOMEN IN THE FILMS OF ALFRED HITCHCOCK

a rather chilling story

festival details

Welcome to the MissLeading film festival where fans can come together to celebrate the work of the notorious Alfred Hitchcock. This year the festival will feature six classic films by the director.

Each film depicts one or more of Hitchcock's deceptive leading ladies. As you know, this festival occurs annually in the city of San Francisco, which was the location of Hitchcock's 1958 film, Vertigo. It is also the nearest big city to the Santa Cruz mountains

where he called home for many years. This tradition began in 1981, a year after Hitchcock passed away and was developed as a way of honoring the famed director. This festival is a wonderful event where all are reminded of the great gifts Hitchcock brought to motion pictures.

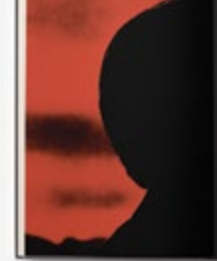
MISSLEADING.COM

to believe and because of this they tend to mislead the audience time and time again. Ultimately each female lead is quite dangerous and deceptive in ways you might never expect. Even the dead have a way to misleading the audience just as Hitchcock intended. During his career, he mastered these techniques of using sound, psychology, mistaken identity, and deception to captivate audiences like never before. His films begged to be viewed over and over to enjoy in a new way each time.

We hope you enjoy the films and the festival.

Deceptive Women in the Films of Alfred Hitchcock 3















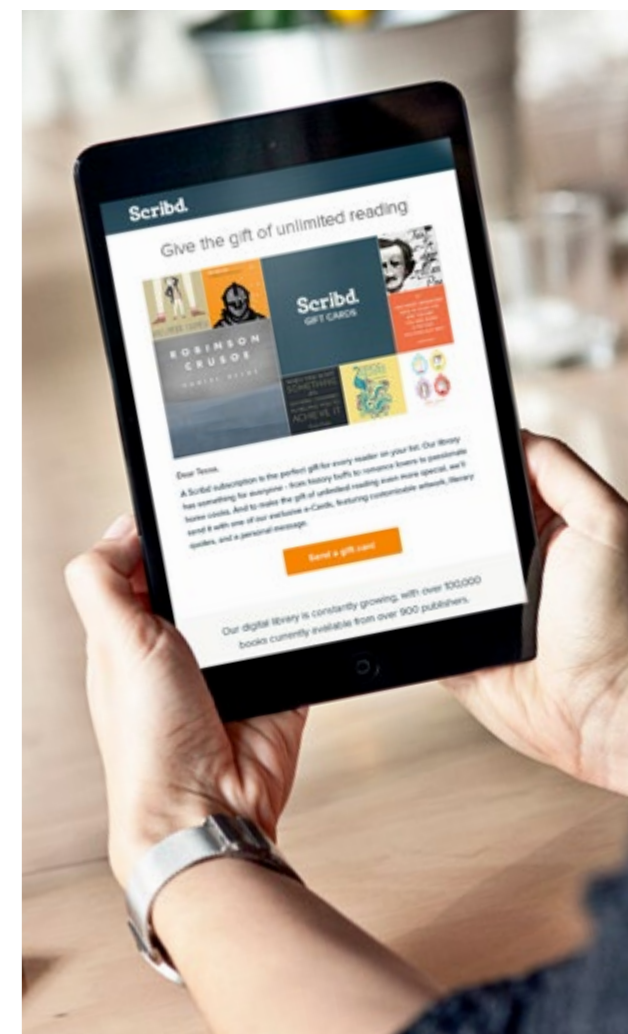


SCRIBD

E-READING

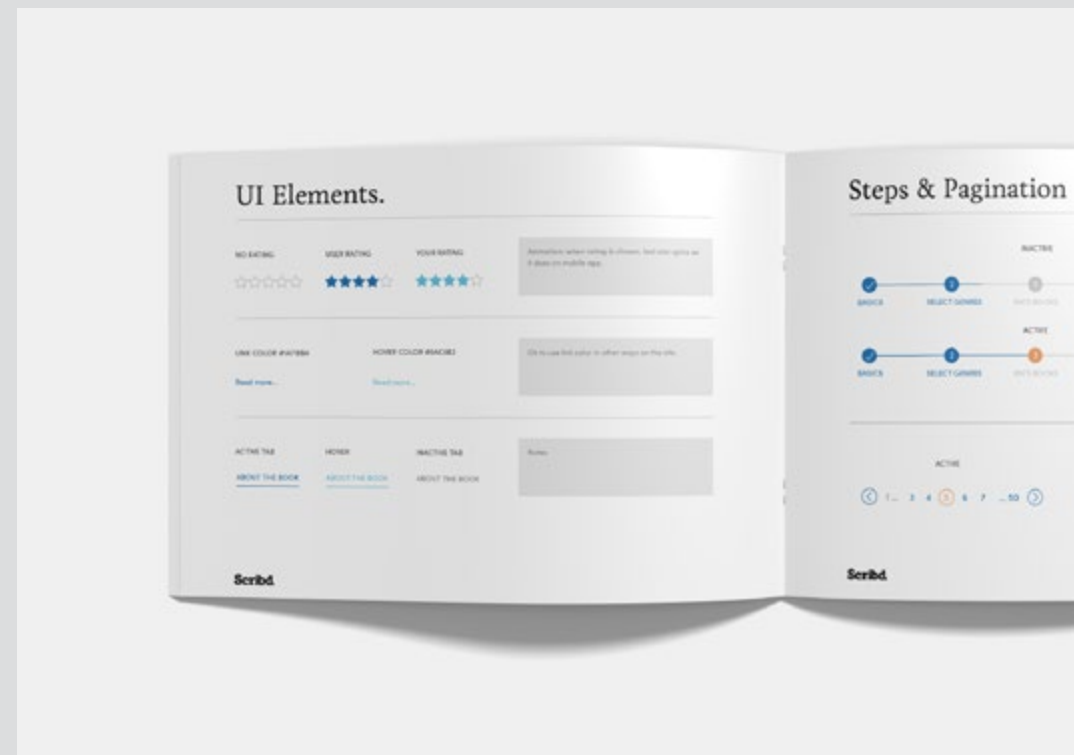
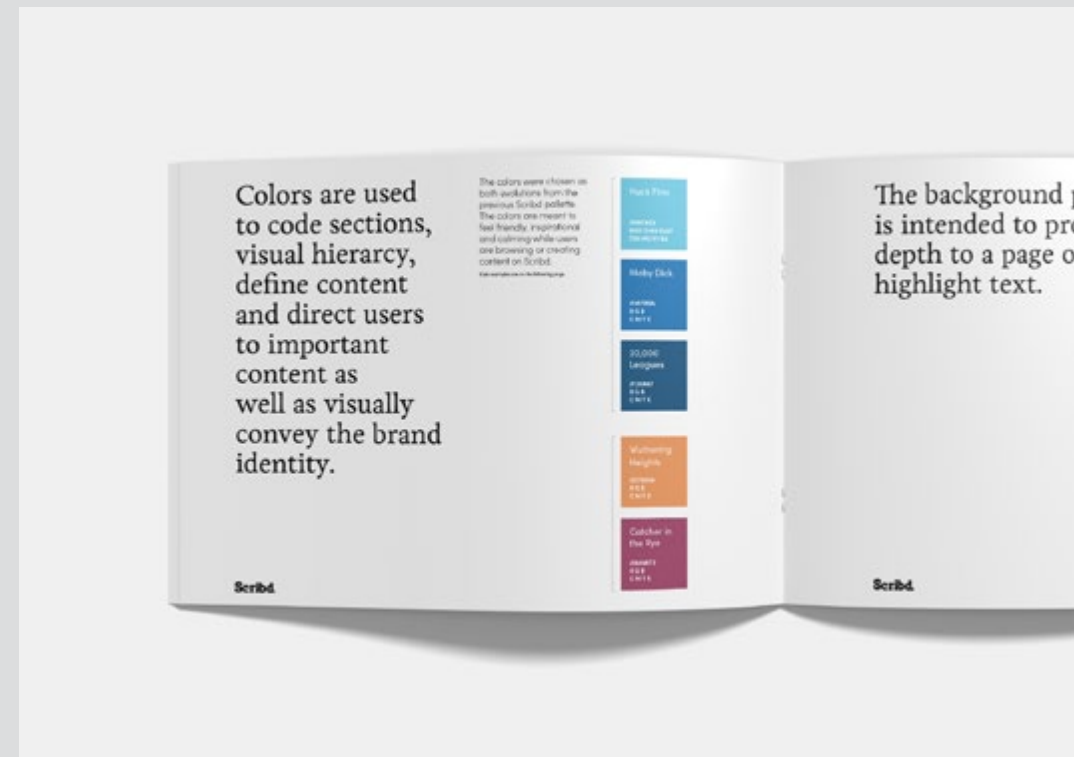
COMPLETED 2013

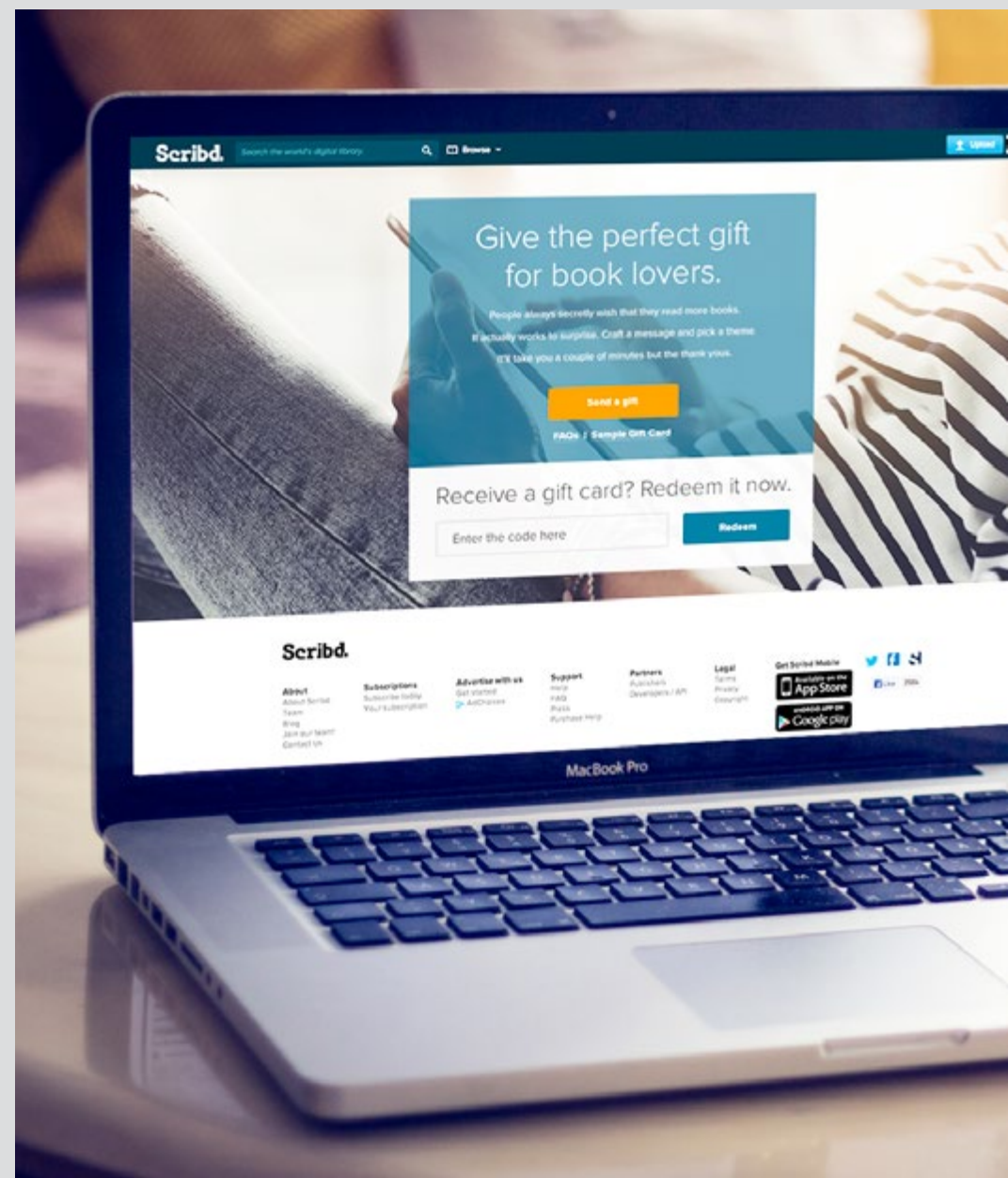
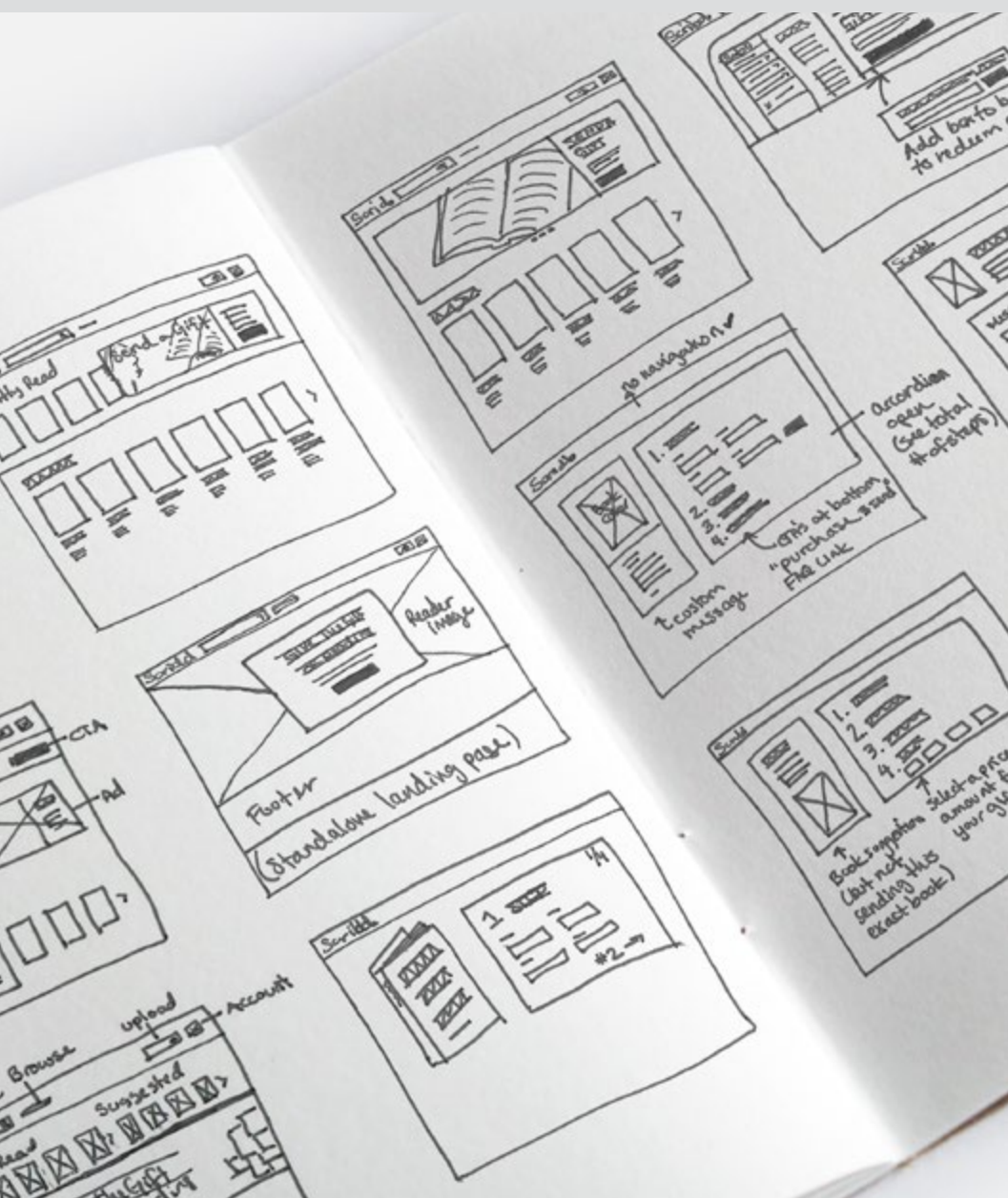
Brand | Digital | UI | UX

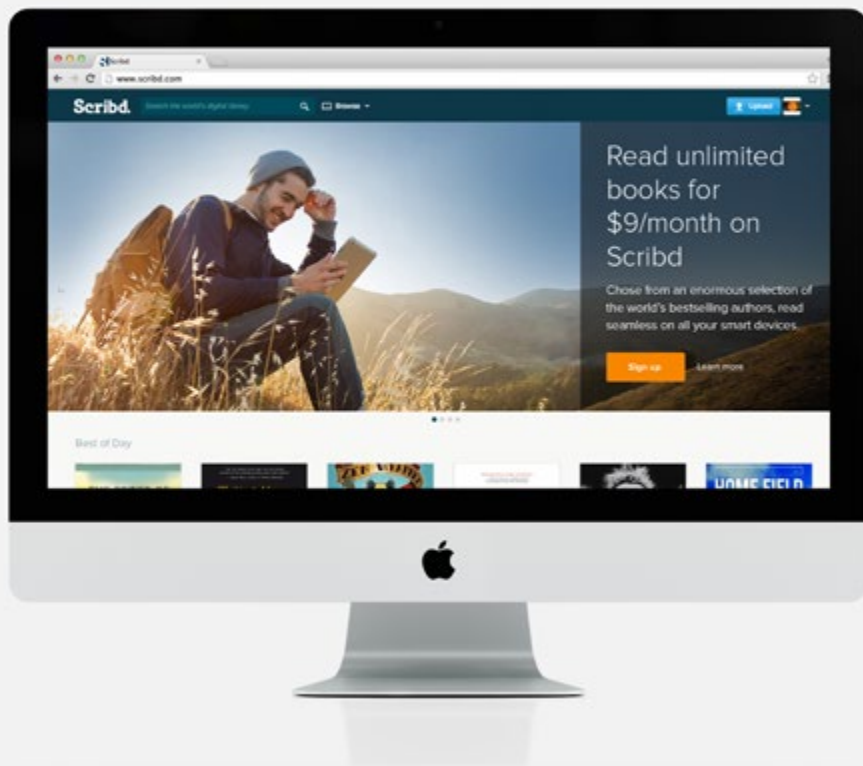


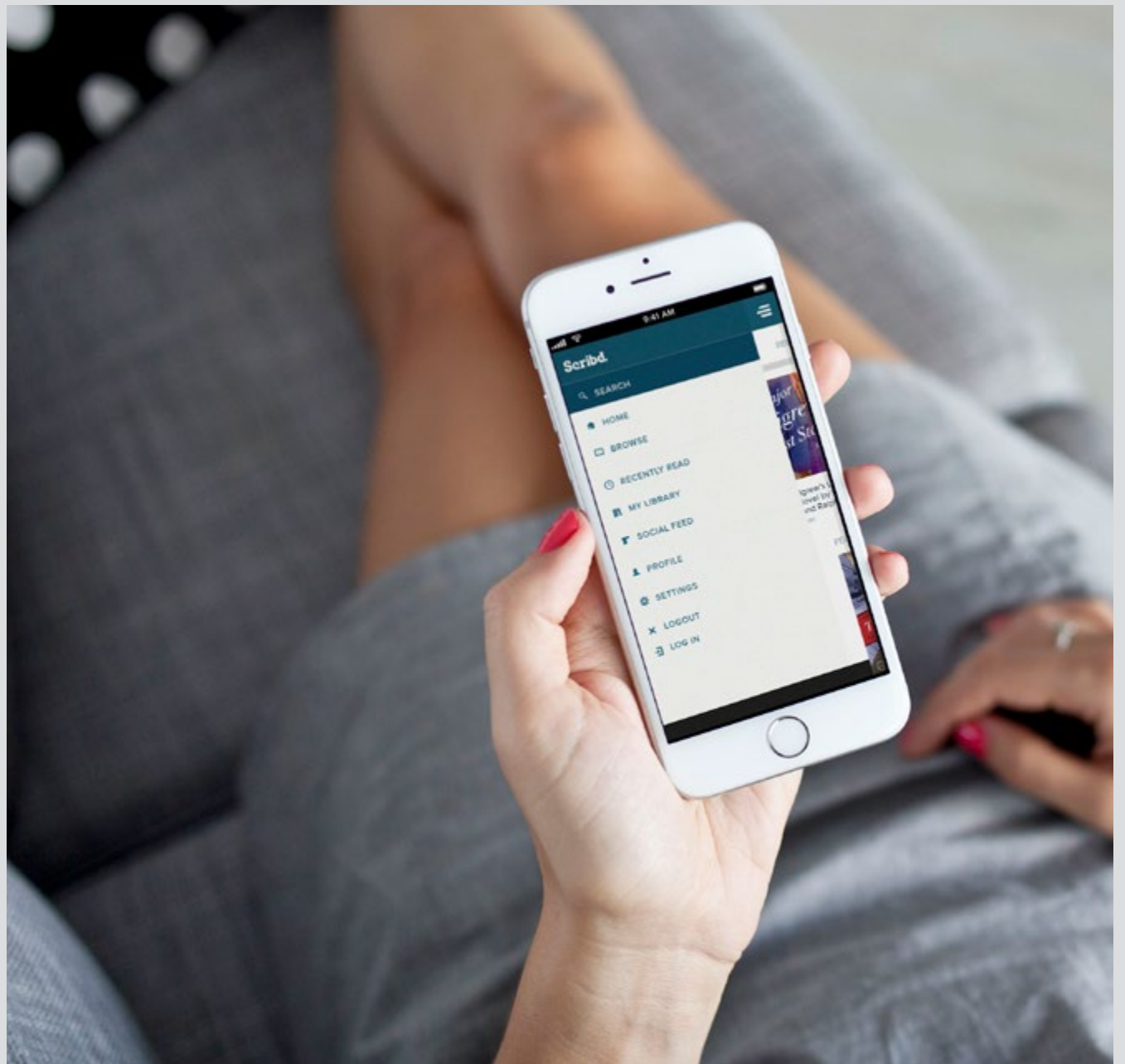
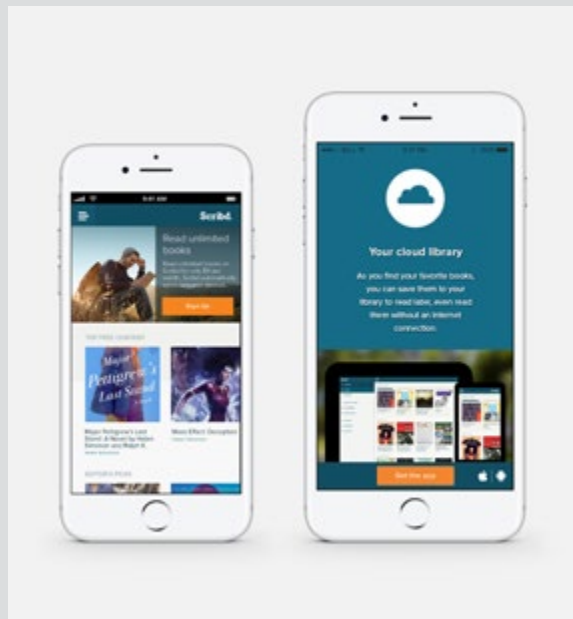
The goal of this website and mobile app was to give e-book readers a delightful reading experience and the ability to search and save their favorite books into their personal virtual library. Brand guidelines were developed to ensure consistency in visual language, type, colors, and tone.

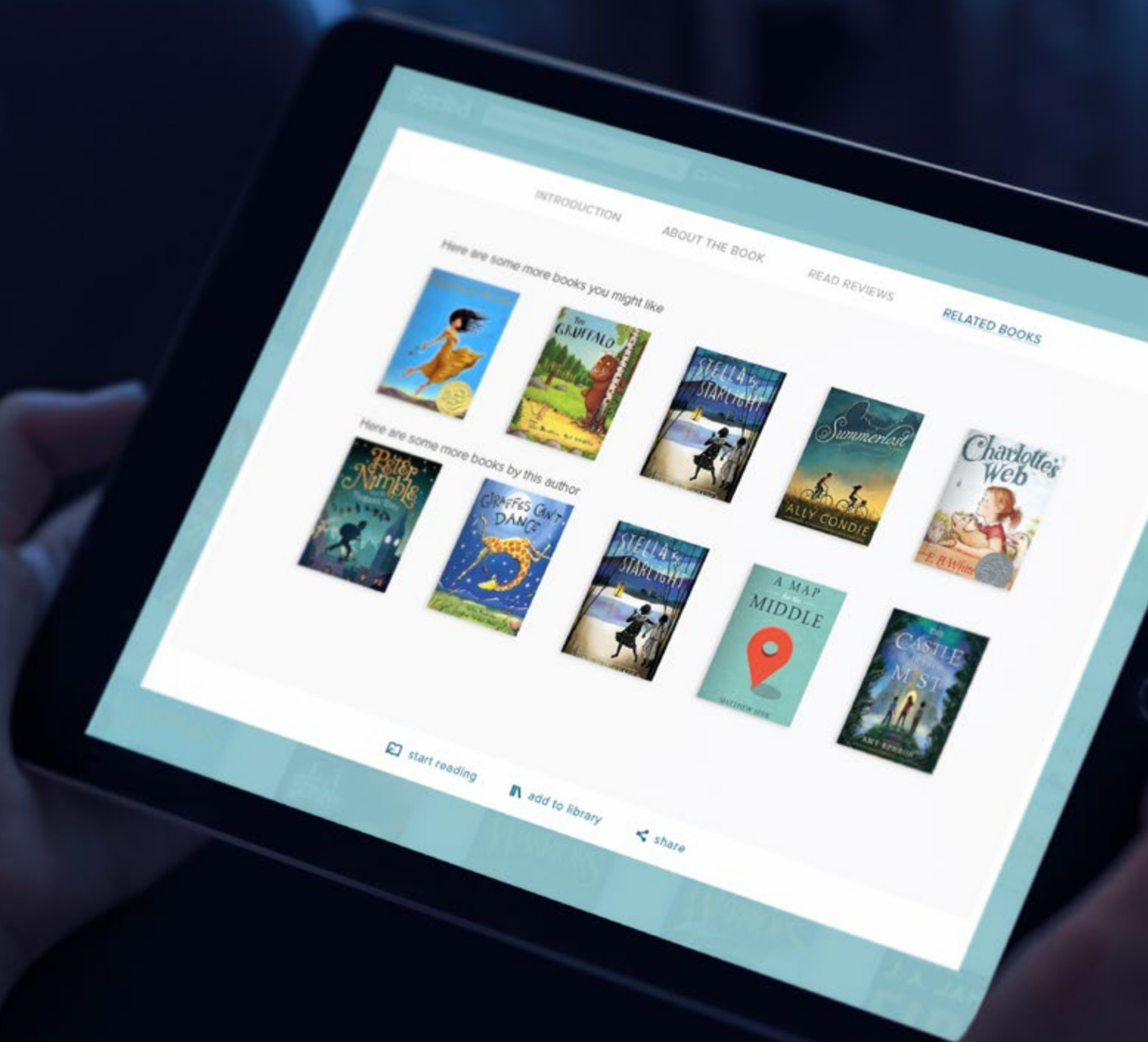
With consistency in visual design, experience, and brand at the forefront of our design decisions, the design team created designs that allowed books to be easily discoverable and the reading experience seamless across multiple platforms and devices. We also designed marketing campaigns to promote the product and books which included custom photography for the Scribd brand.

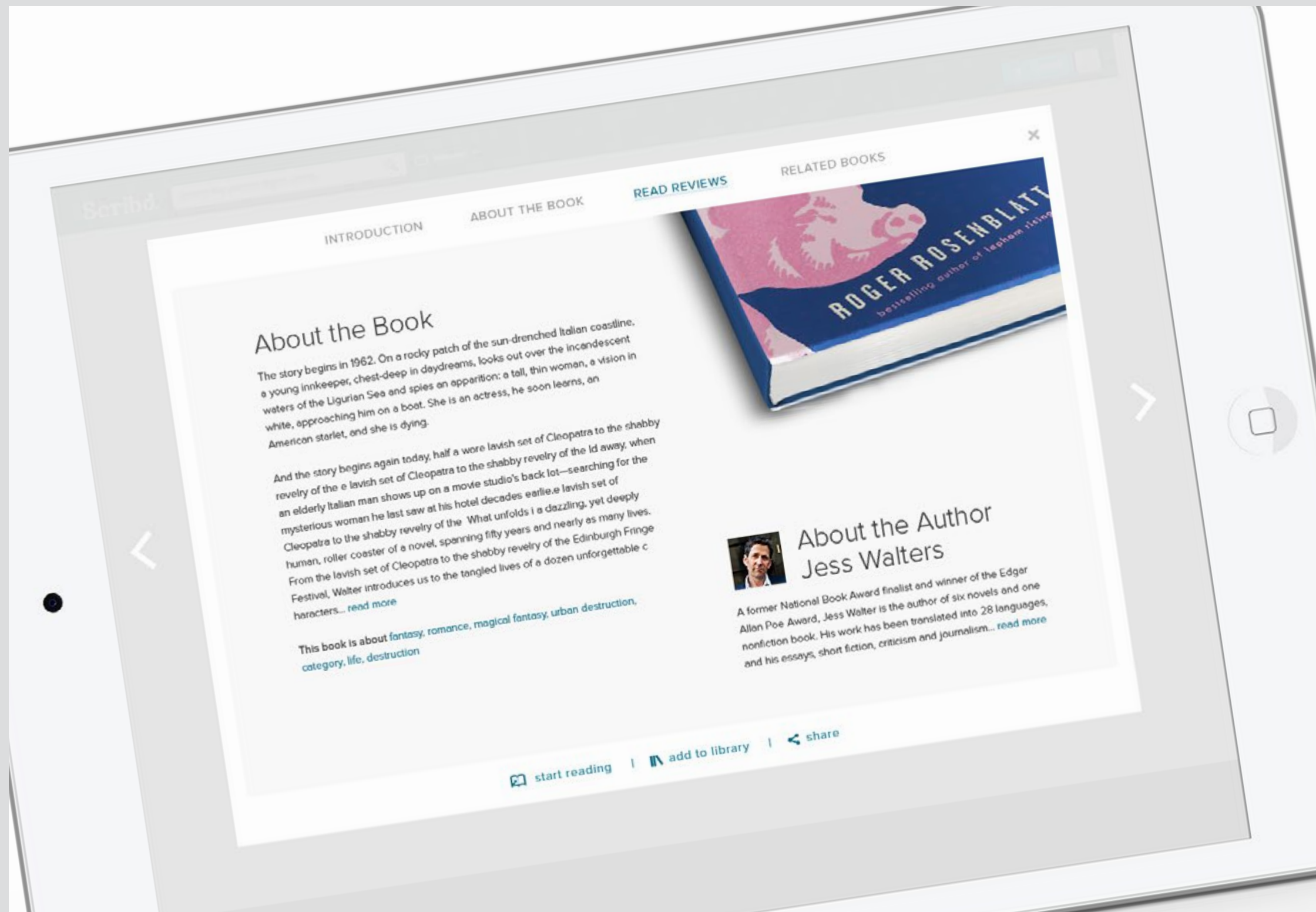












04

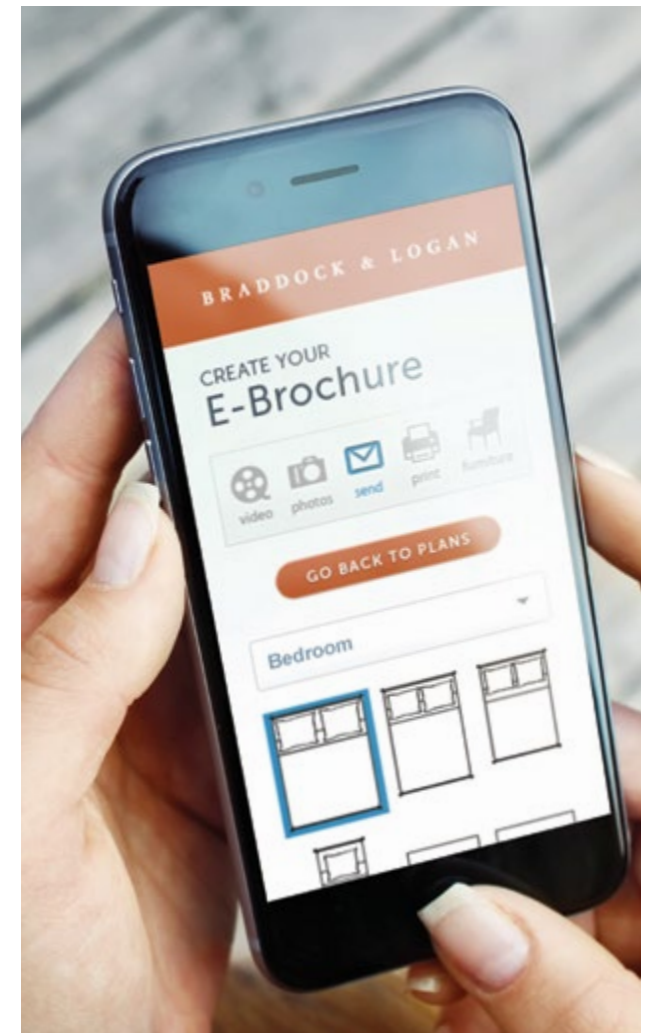
BRADDOCK & LOGAN APTS

COMPLETED 2012

Brand | Digital | UI | UX

TESSA FISH

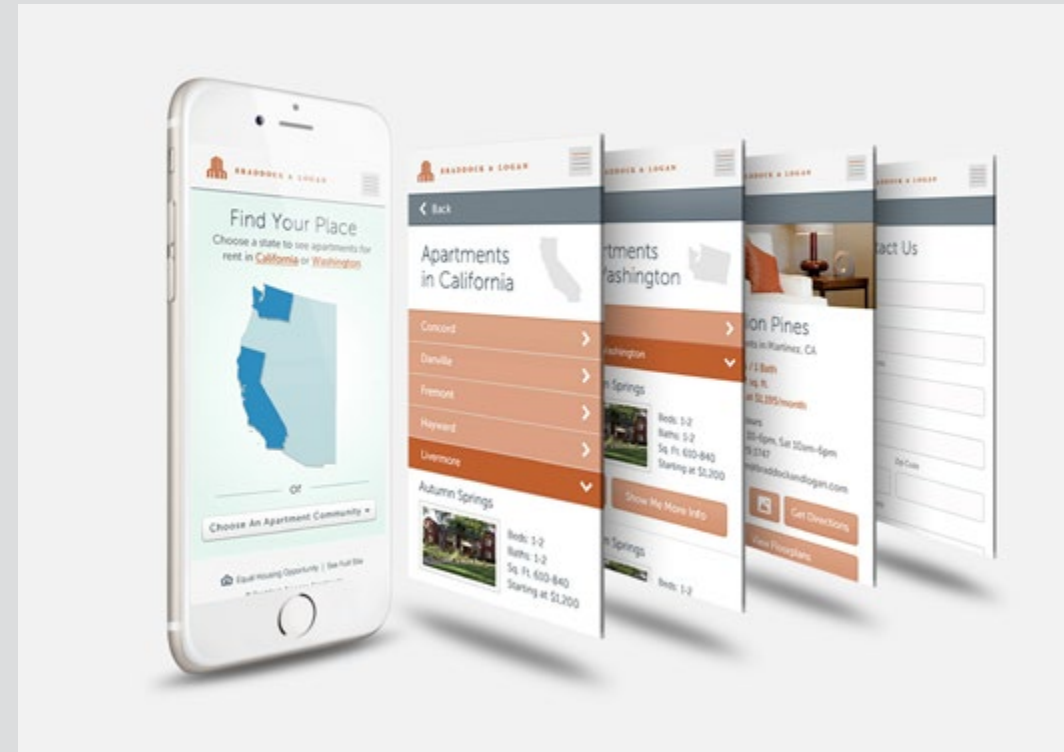
064

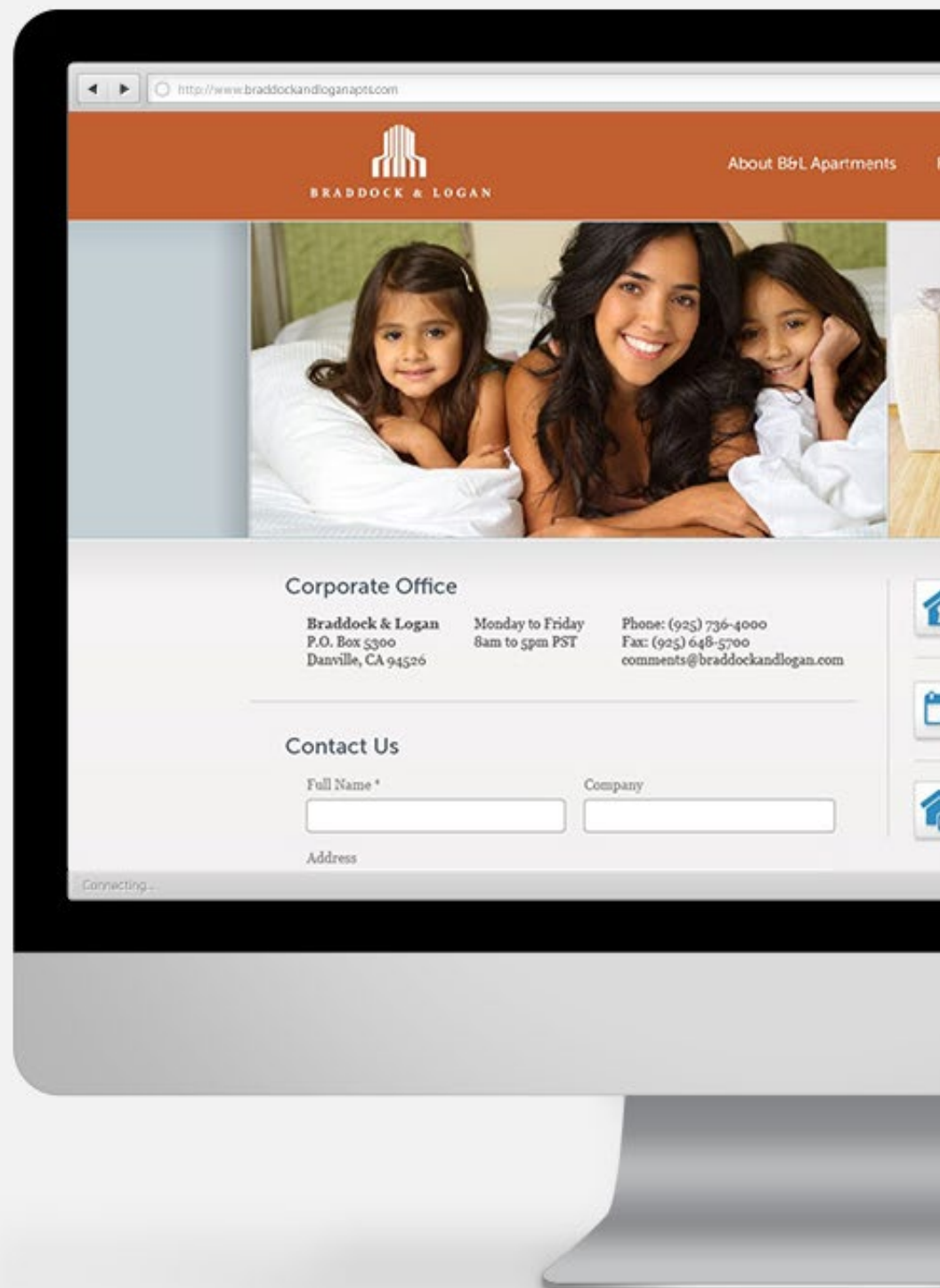


The goal of this project was to design a new comprehensive apartment website and mobile site for Braddock & Logan to accompany their residential site. They needed to reach renters looking to rent apartments in California and Washington and wanted a modern, fresh look that also promoted their branding across multiple platforms.

I worked with the client from strategy to production. In order to guide apartment renters to the right apartment, the navigation was kept simple. Users are able to find apartments in their area: through the graphic interactive map, dropdown menus, and copy links. The newest listings appear on the homepage driving renters to view interactive floorplans.

065





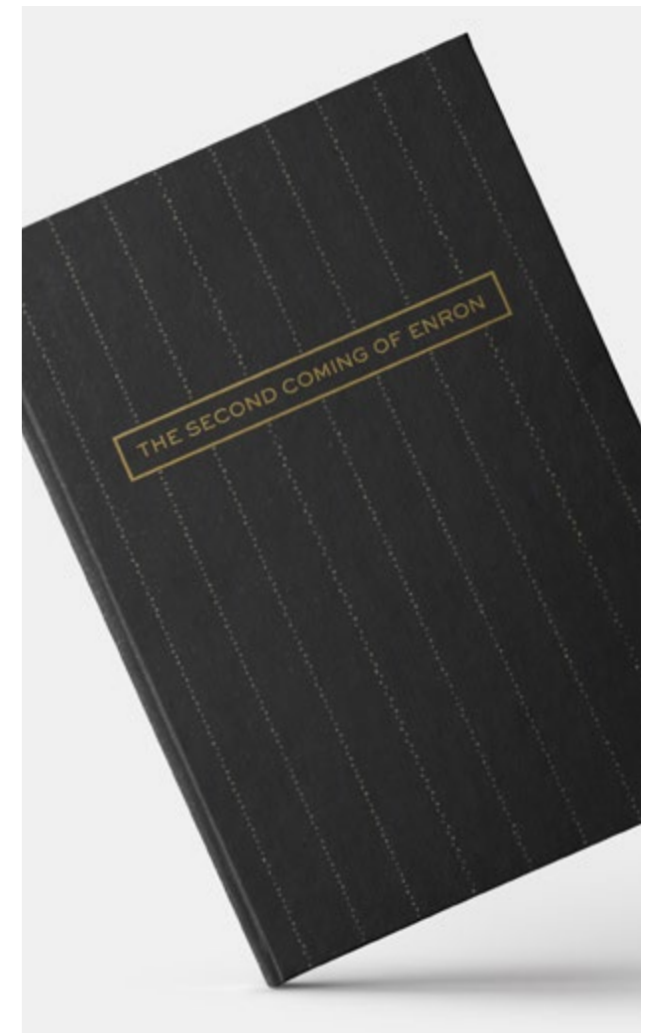


ENRON RE-BRAND

COMPLETED 2010

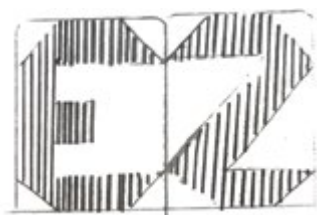
Brand | Print | Digital | UI | UX

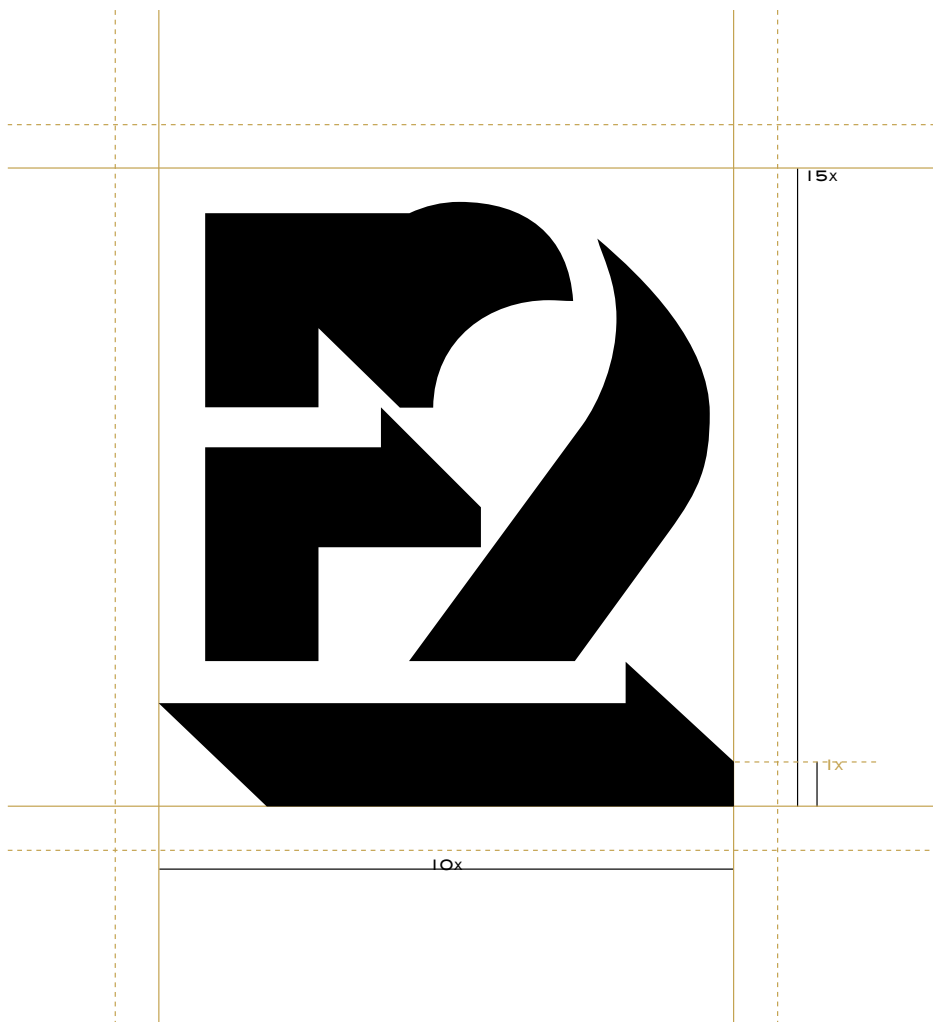
TESSA FISH



The goal of this Academy of Art University project was to take a dying or dead brand and revive it. This encompassed a complete re-branding and positioning for the company as if it existed in today's world.

I took on Enron which was a company with a big reputation and an even bigger downfall. It was revived as E2 and was positioned as an Investment Capital firm for the elite. After determining the key personas, I defined a new brand voice, color palette, image style, and created a new logo mark. In true Enron fashion, the style guide even contained a secret section describing a few legally questionable perks.





AA / Sackers Gothic Heavy
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrs
 0123456789&@!\$%
 HEADERS/QUOTES/FOLIOS

Aa / Sentinel Light
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrs
 0123456789&@!\$%
 PRIMARY BODY COPY

AA / Sackers Gothic Light
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrs
 0123456789&@!\$%
 HEADERS/QUOTES

Aa / Sentinel Bold
 ABCDEFGHIJKLMNOPQRS
 abcdefghijklmnopqrs
 0123456789&@!\$%
 EMPHASIS/PAGE NUMBERS



BLACK
 PANTONE
 Pro Black C
 CMYK
 COATED
 0/0/0/100
 CMYK
 UNCOATED
 0/0/0/100
 RGB
 30/30/30



WHITE
 PANTONE
 Paper
 CMYK
 COATED
 0/0/0/0
 CMYK
 UNCOATED
 0/0/0/100
 RGB
 255/255/255



GOLD
 PANTONE
 871C
 CMYK
 COATED
 7/27/55/22
 CMYK
 UNCOATED
 23/32/72/8
 RGB
 179/153/93



BROWN
 PANTONE
 4625 C
 CMYK
 COATED
 29/78/91/78
 CMYK
 UNCOATED
 23/58/88/48
 RGB
 81/43/27



THE SECOND COMING OF ENRON

THE ENRON YEARS

1985-2001

1987 / Enron gambles beyond their limits
& keeps two sets of books
Enron nears bankruptcy
Black Monday—Dow Jones
plummets 508 points

1992 / Accounting practices become
mark-to-market allowing
Enron to estimate profits on
current statements

2000 / Enron Stock hits all time
high of \$90.56

1985 / Houston Natural Gas merges
with Internorth & changes
name to Enron

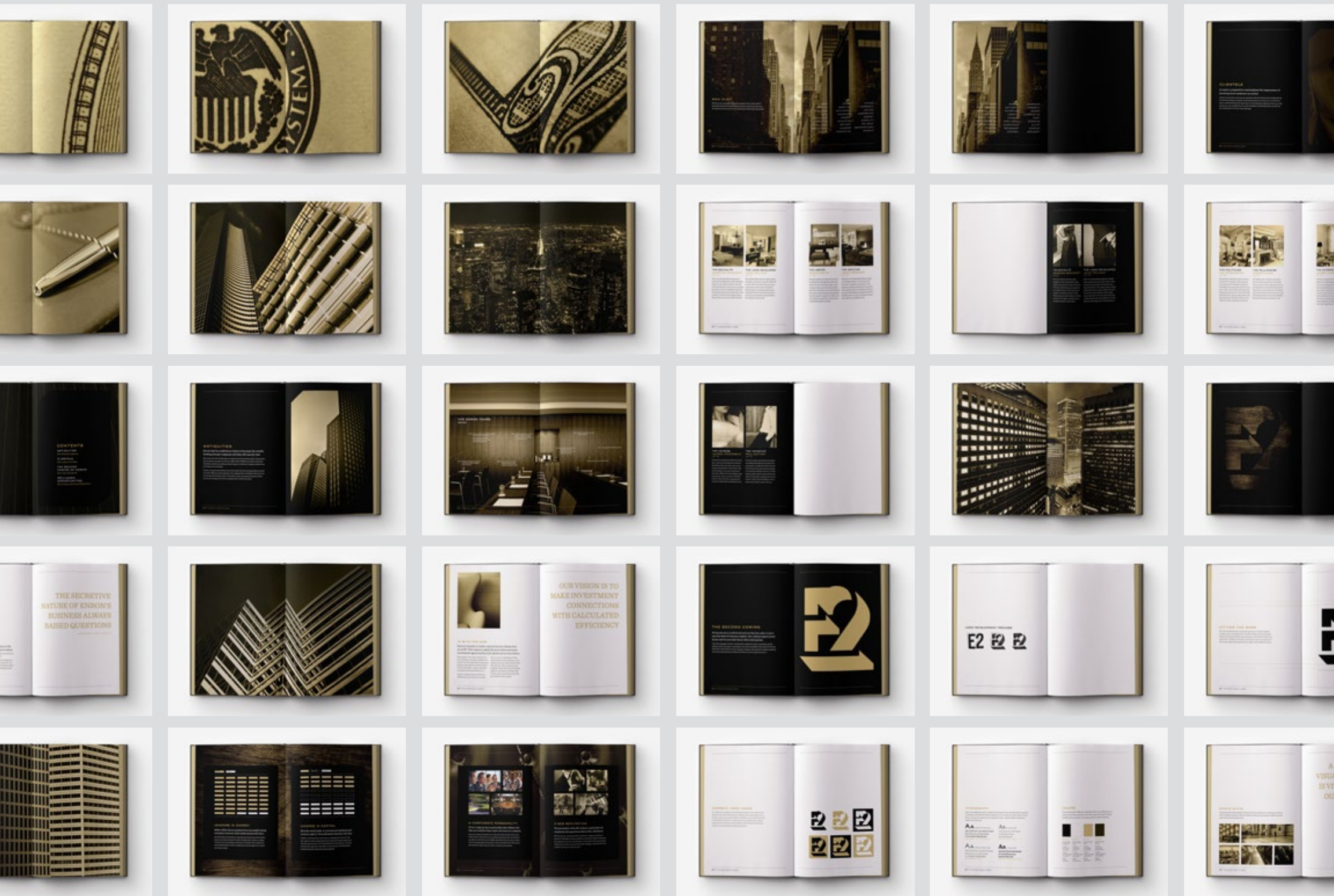
1990 / Enron success returns
as they become world's
largest natural gas trader

1999 / Enron begins exploiting
CA energy market
causing electricity costs
to rise enormously

2001 / Company files for Bankruptcy

2000 / Enron shares fall below \$1











THANK YOU

GET IN TOUCH

www.tessafish.com
tessazfish@gmail.com
415.828.2129

FOLLOW ME

[@litlfish / Twitter & Pinterest](#)
[@tessazfish / Instagram](#)
[linkedin.com/in/tessafish](https://www.linkedin.com/in/tessafish)

Designed by: Tessa Fish
Printed & bound by: Blurb

TESSAFISH.COM | tessazfish@gmail.com | 415.828.2129

Copyright © 2017 by Tessa Fish