

Fastweb Mobile and UX Designs

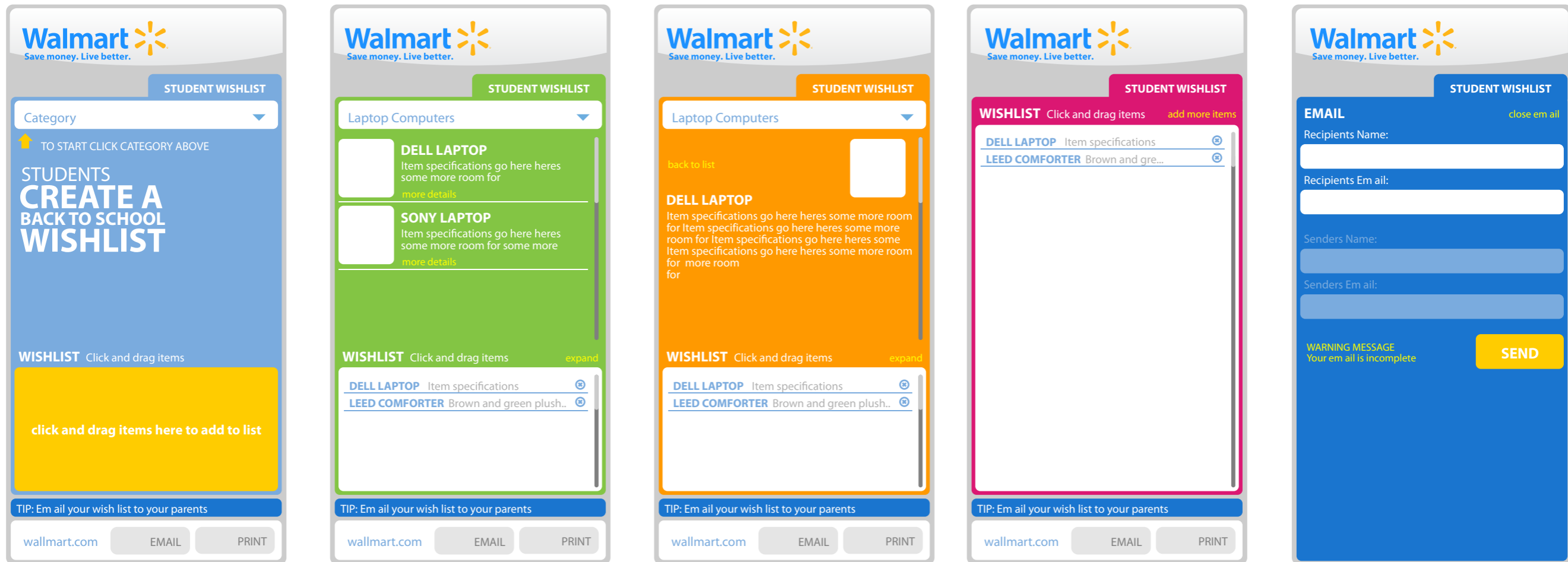
As the Senior Web Designer at Fastweb, I was responsible for creating the style guide for Fastweb.com. I chose the company font, colors, determined how imagery would be used throughout the site and wrote the tagline, "Paying for School Just Got Easier".

The following are examples of my work at Fastweb which particularly focus on mobile application and user experience design.



Mobile Application Design

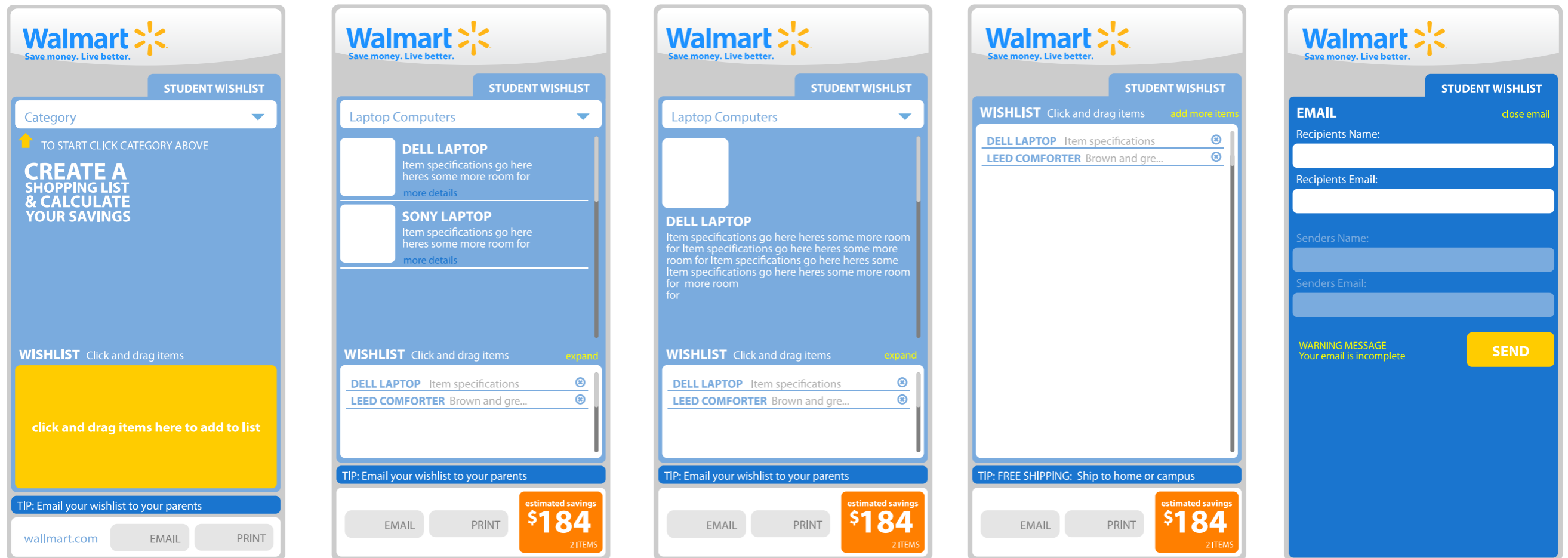
This application was designed for college students and their parents. I designed 2 versions. This version, called a 'Wish list', was for students to pick products and create a list that they could then email to a parent (actual product costs were left off this version).



Mobile Wish List

Mobile Application Design

This version was designed primarily for parents and was more of a 'Cost Calculator' where the user could choose products, add them to their 'wish list' and see the costs as they go along.






Mobile Cost Calculator

Mascot Campaign for Social Media

The goal of this project was to increase Fastweb's visibility on Facebook. Users were sent an email which drove them to an online contest where they could guess what the mascot would be. We then unveiled the winner on our Facebook page only to those users who had 'Liked' our page in order to increase the number of 'Likes' for our page. This campaign was extremely successful and drove a significant amount of traffic to our Facebook page. We increased the number of 'Likes' we had from 1000 to over 70,000.

View as a web page.



Guess Fastweb's New Mascot

for a Chance to Win

\$500

There's a new mascot in the Fastweb community who specializes in winning scholarships. What better way to unveil who it is than with a guessing game that gives you the chance to win \$500?!

We'll reveal the true identity of our new mascot to all of our Facebook friends on July 7. In order to see if you were right, and have a shot at the \$500 prize, [like us on Facebook now!](#)

[TAKE A GUESS >](#)

Good luck!

This promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook. You are providing your information to Fastweb and not to Facebook. The information you provide will only be used for the purposes of administering the Sweepstakes.

Fastweb | 444 North Michigan Avenue, Suite 600 | Chicago, IL 60611
This message was sent to %%EMAIL%%.
Manage or unsubscribe your subscription [here](#).
Please view our [privacy policy](#) if you have further questions.
Copyright © 2011. All rights reserved. A **monster** Company

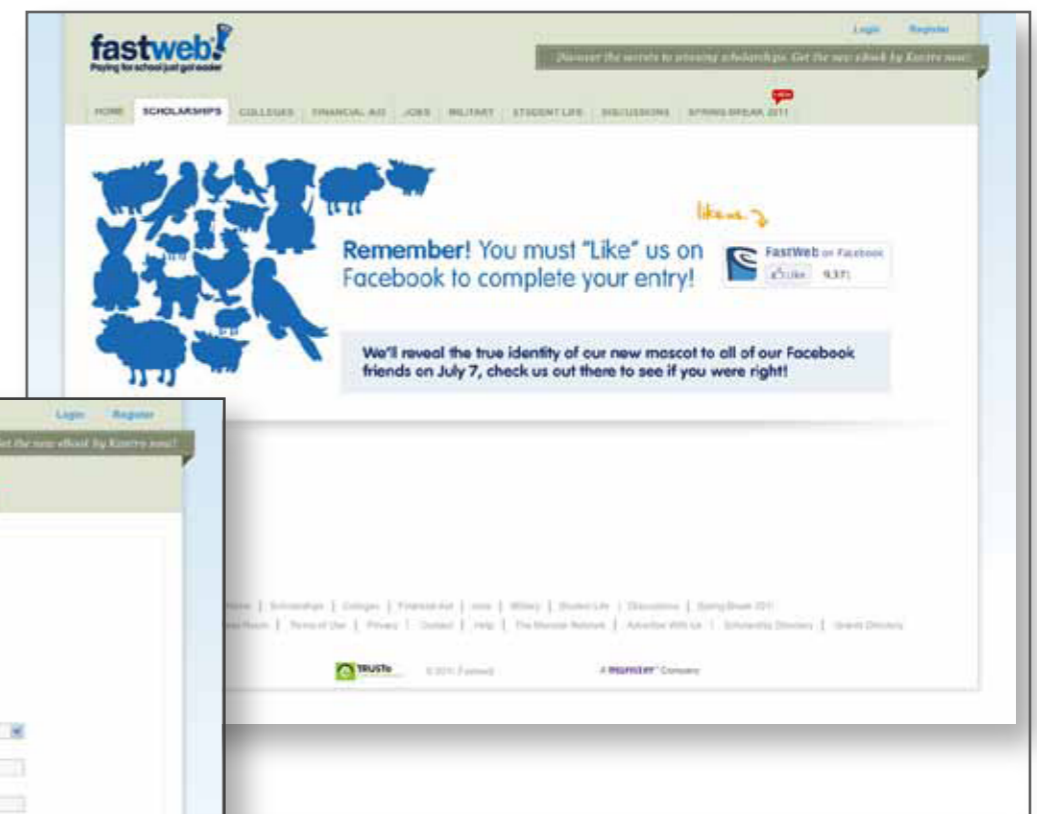


Mascot Campaign for Social Media

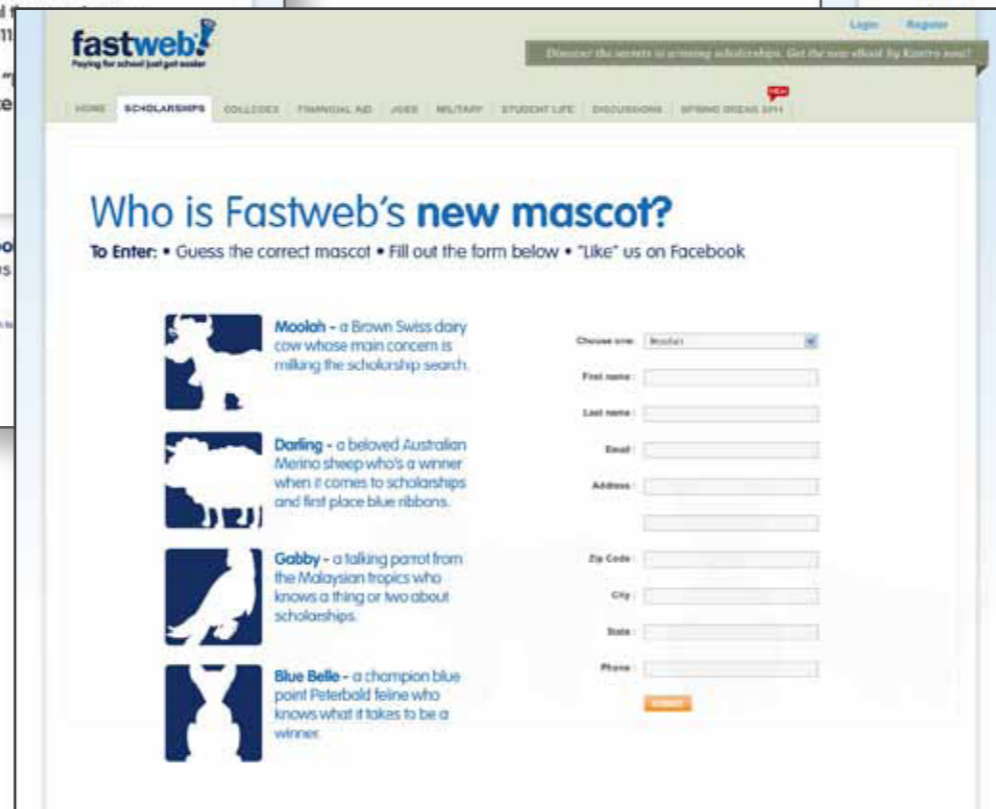
From the email announcing the contest, the user was taken to the contest landing page, and from there, the entry page and then thank you page.



Landing Page



Thank You Page



Entry Page

Mascot Campaign for Social Media

Once the contest was over, I created an email to drive users to our Facebook page. I designed both a 'Liked' and a 'Unliked' Facebook page which incorporated our new mascot.



Reveal Email



New Facebook 'Unliked' page



New Facebook 'Liked' page

Mascot Campaign for Social Media

Once the mascot was revealed, I created a page within the Fastweb site to explain more about it and created banners to drive users to the page.



New Mascot Page



Banner ad promoting new section

Newsletter Design

This Project involved redesigning the Fastweb Newsletter to increase our open rates. We analyzed data from previous email sends and came up with a look and feel that we thought would perform well based on what we knew about our user base and what our previous user interaction had been. This new design (customized for our Mascot Promotion as well) performed much better than our previous newsletter campaigns.

