

JESSIE
WYLLIE

CREATIVE TEAM
LEADERSHIP +
VISUAL DESIGN

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ART DIRECTION for creative teams

VISUAL DESIGN for digital & print

EVENT campaign marketing

BRAND DEVELOPMENT & strategy

STRATEGIC PROCESS & workflow design

B2B & B2C communications

HOMEPAGE REDESIGN

Group Health

Story

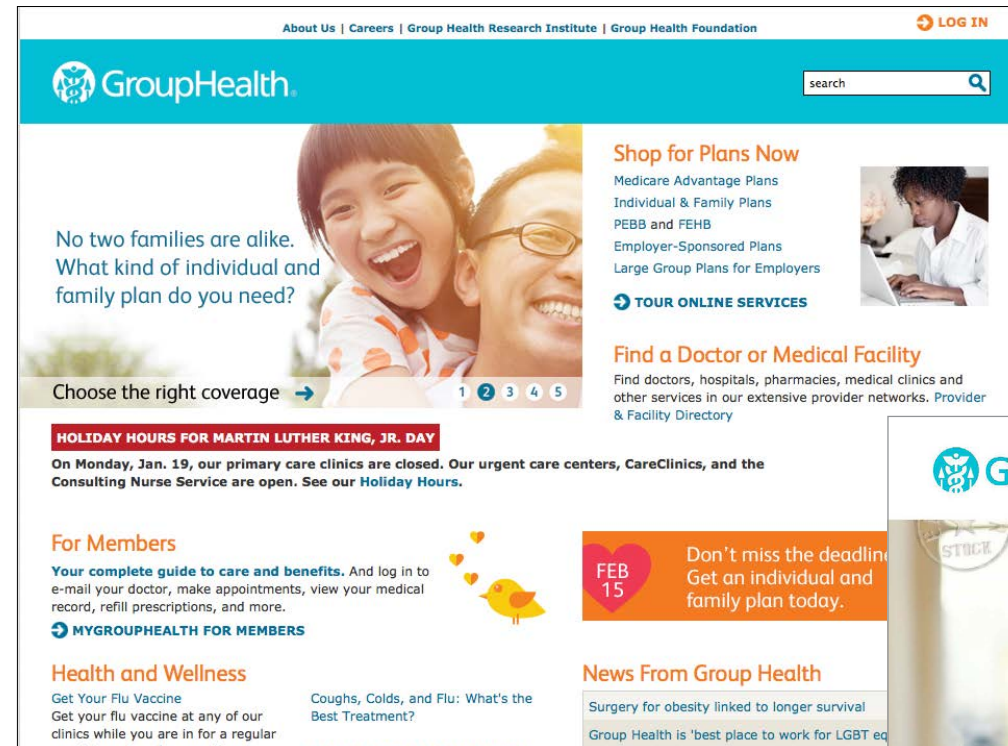
The company brand was updated, and the home page needed a refresh. User metrics combined with customer service data laid the foundation for content architecture.

Role

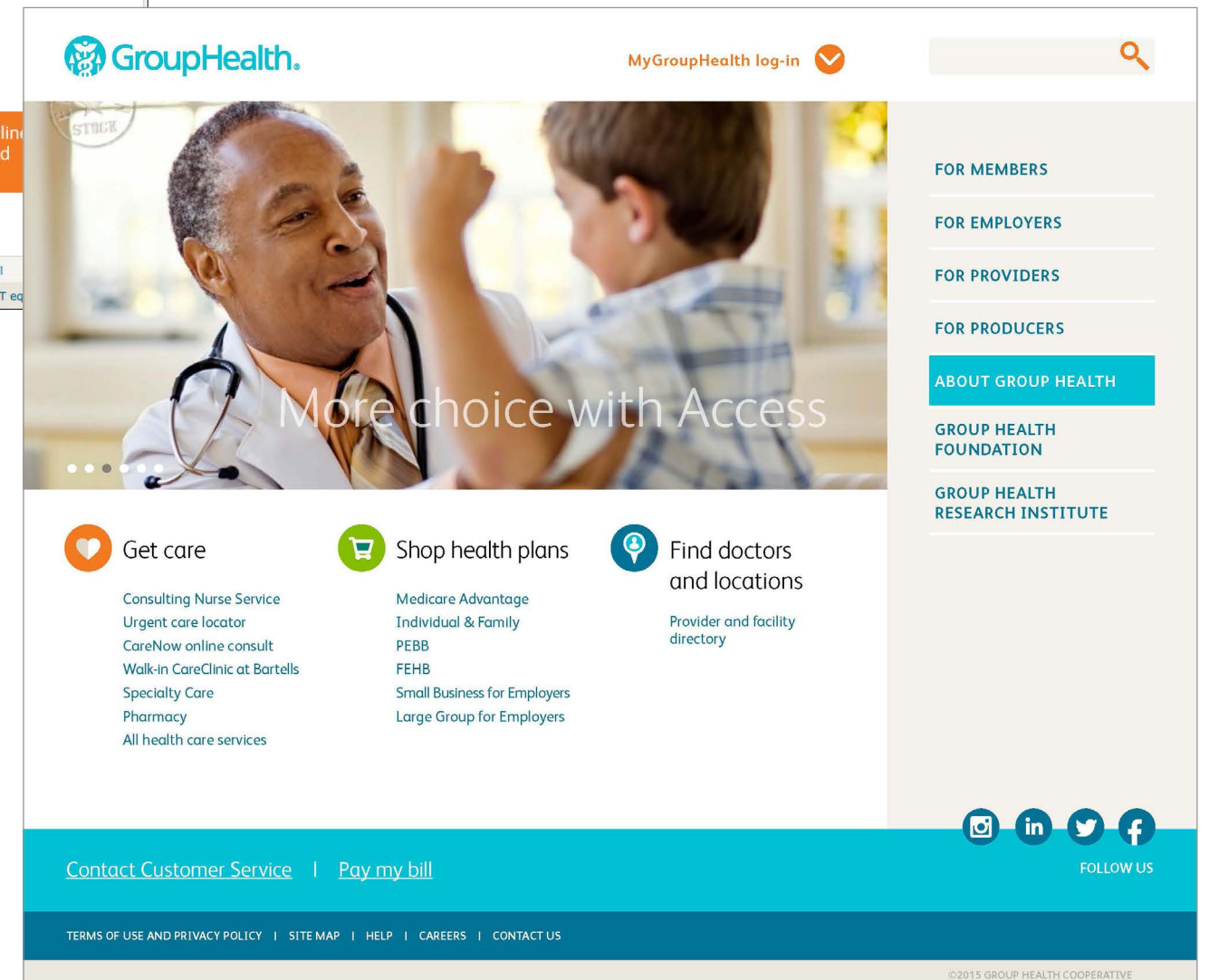
Art direction, design

Deliverables:

Front end UX dev and design, including several interior pages



before



after

HOMEPAGE REDESIGN: MOBILE

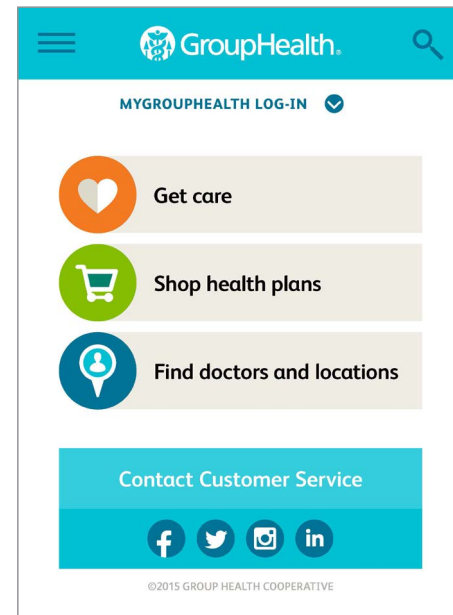
Group Health

Role

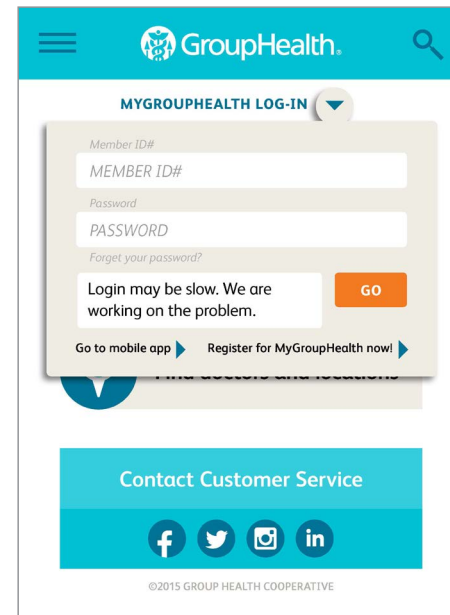
Art direction, design

Deliverables:

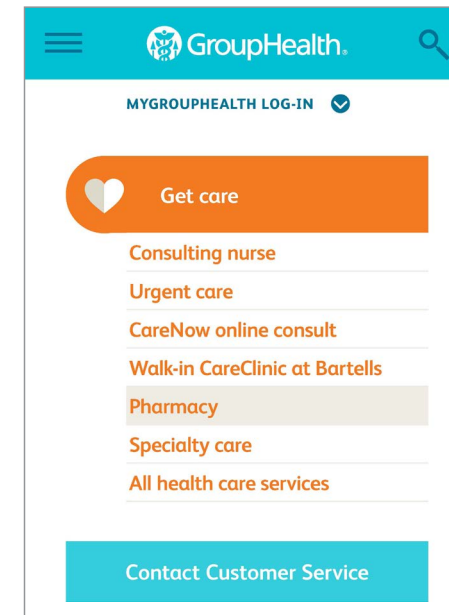
Front end UX design for mobile version of homepage, layered PSD files



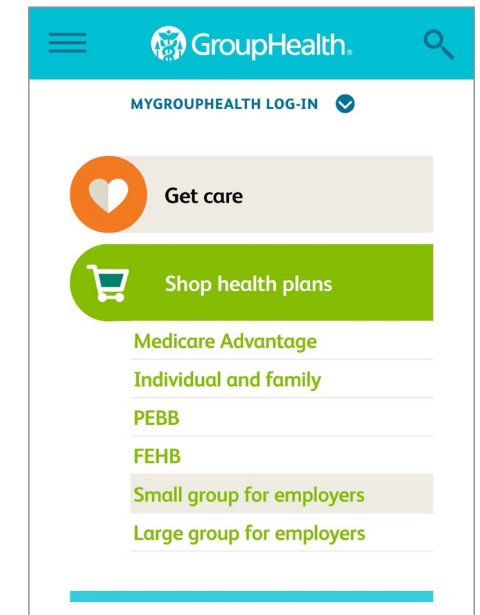
home page



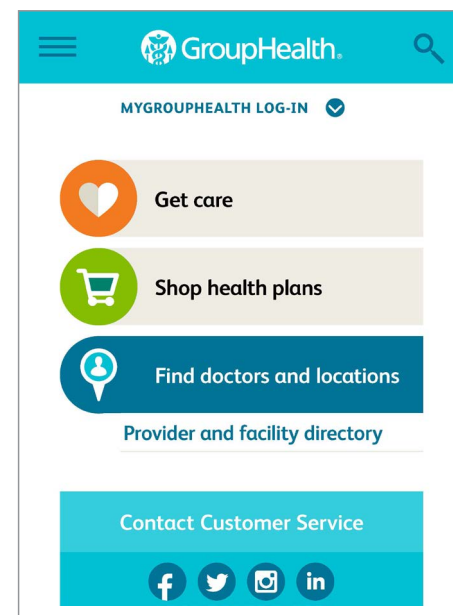
login



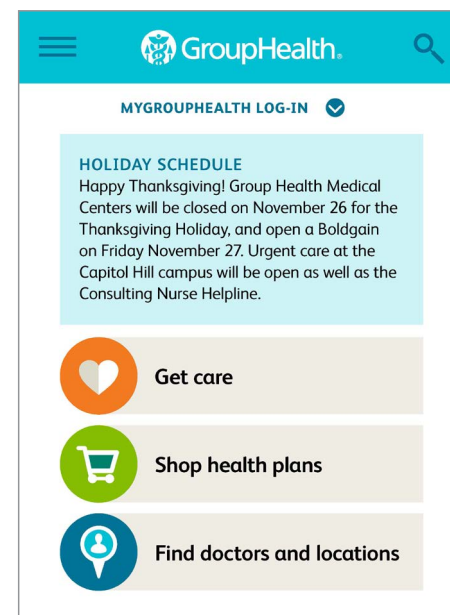
primary button #1



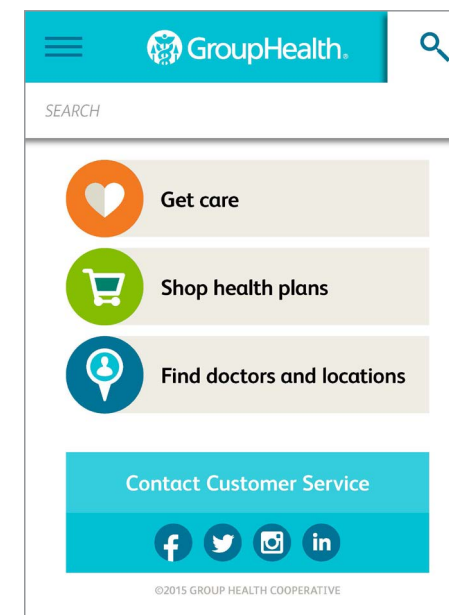
primary button #2



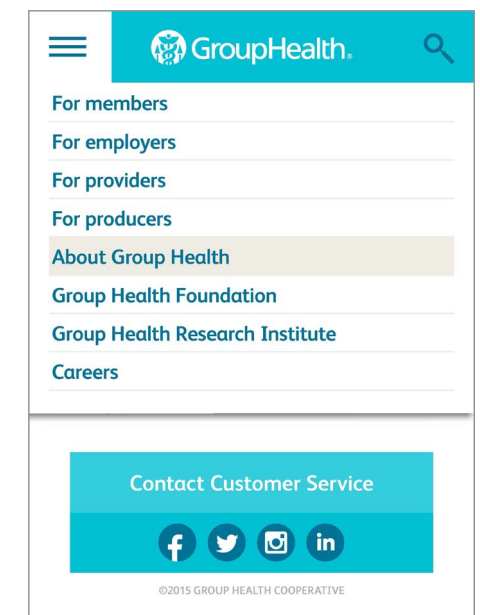
primary button #3



alert/notice module



search box



menu dropdown

MOBILE APP Group Health

Story

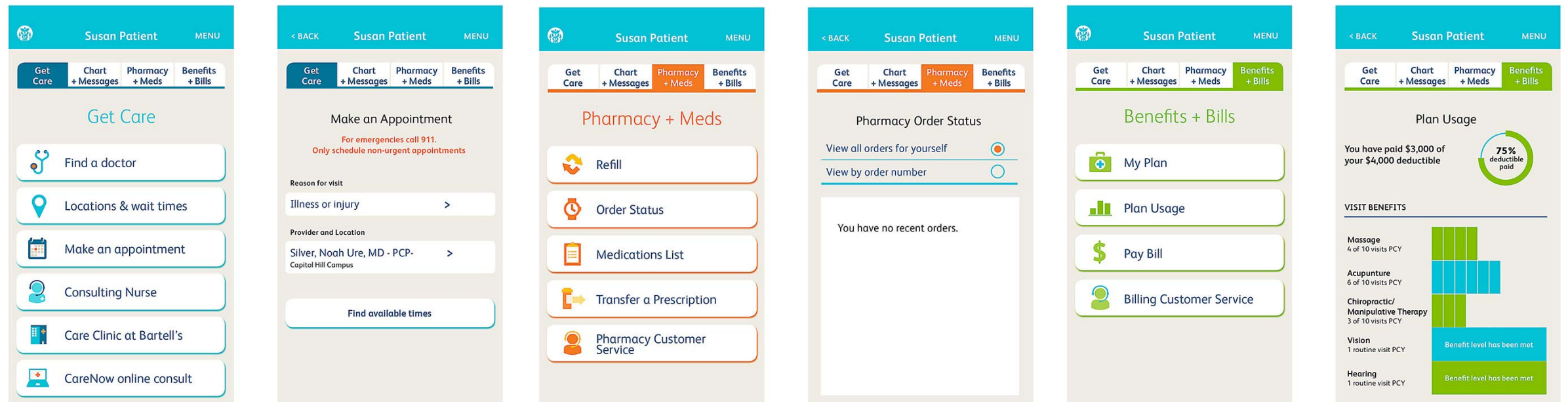
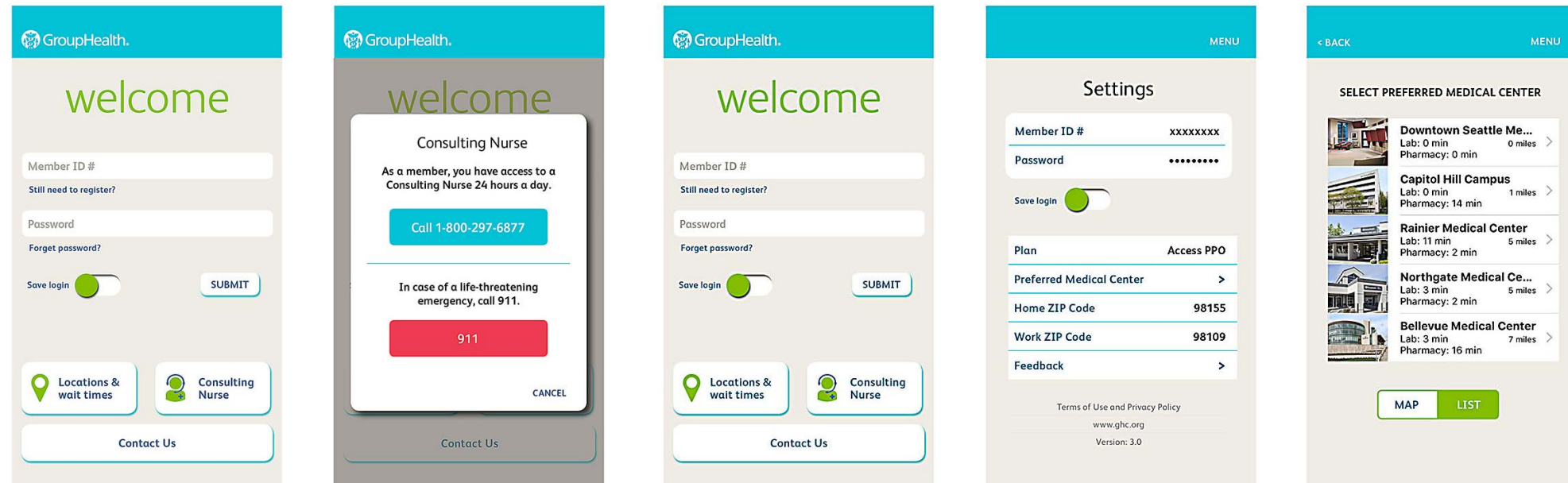
The company brand was updated, and the mobile app needed a refresh. Mobile analytics and home page redesign led to this concept.

Role

Concept, art direction, design

Deliverables:

Layered PSD files to developer with wireframe and markups



NW HEALTH BLOG Group Health

Story

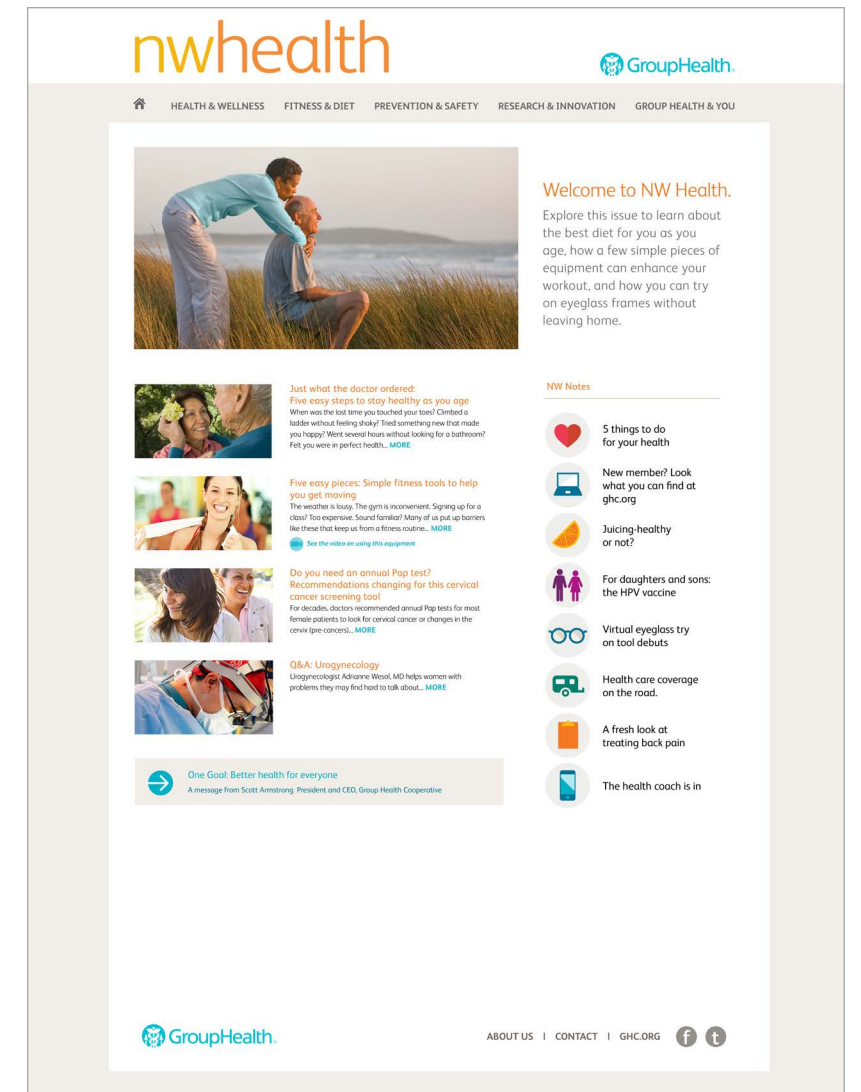
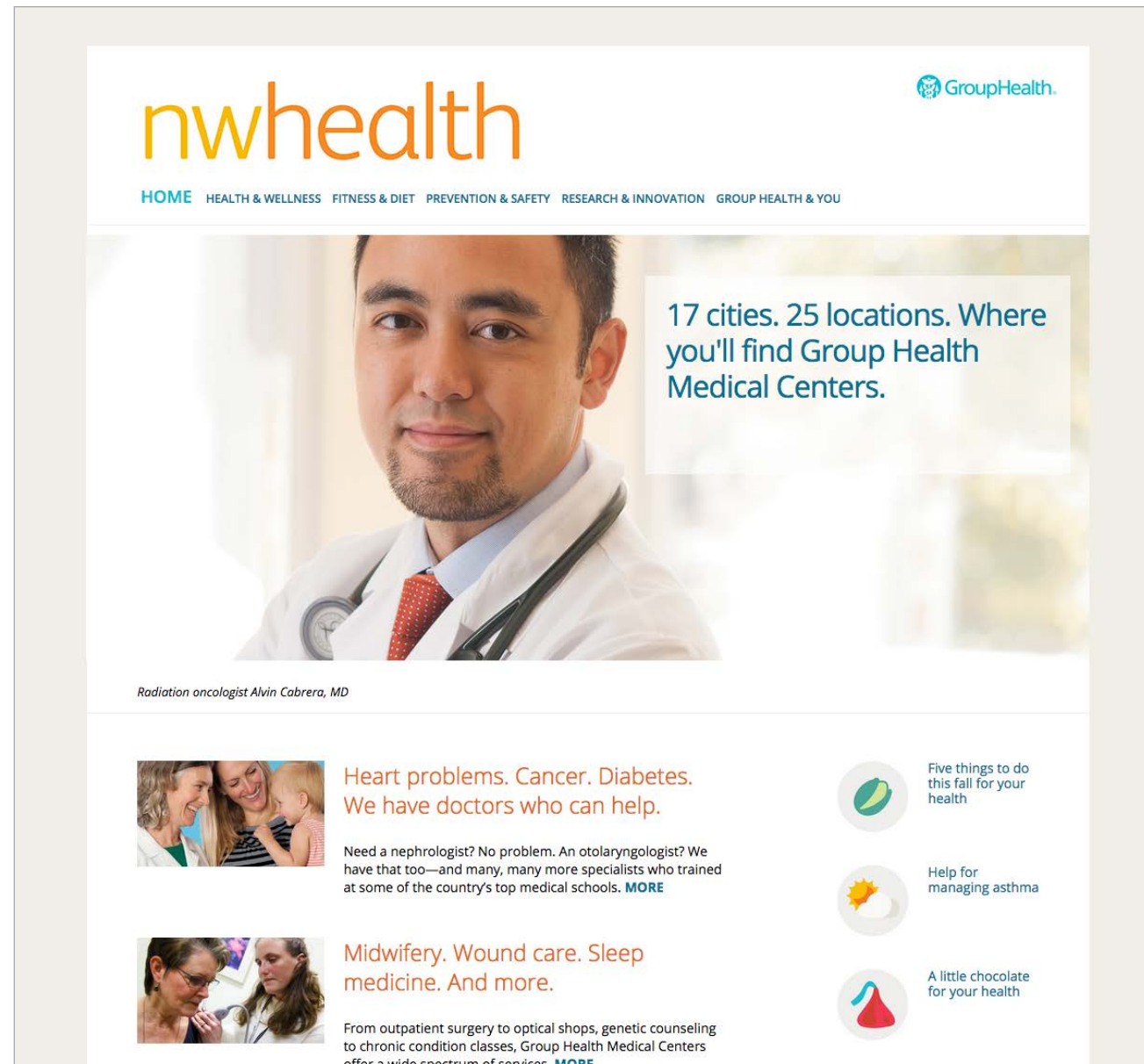
The NWHealth blog satisfied a need to engage members with current health information. Content is public, but also contains member-specific messaging about extra perks that comes with a GH membership.

Role

Concept, art direction, design, production. Squarespace platform.

Deliverable

Blog delivering healthy news, articles, and member stories. Also featured surveys, quizzes, and expert health tips from medical staff.



BANNER ADS: STATIC

Group Health
B2C Health Plans

Audience

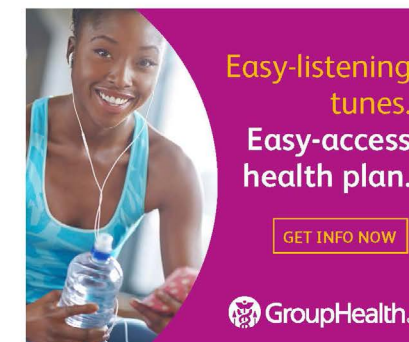
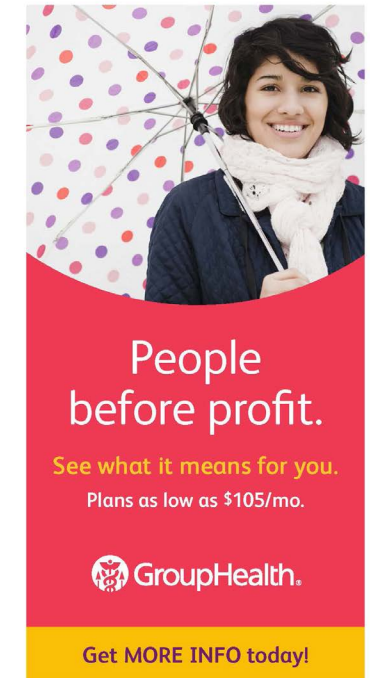
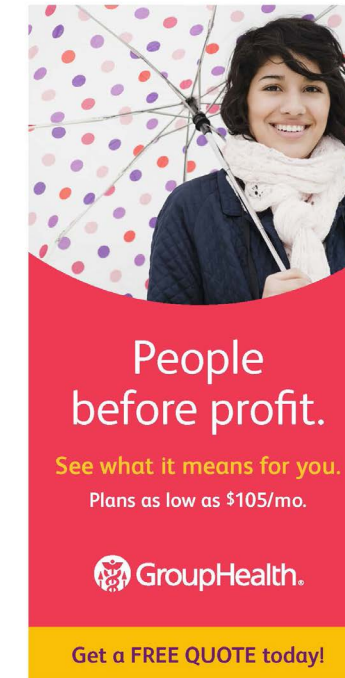
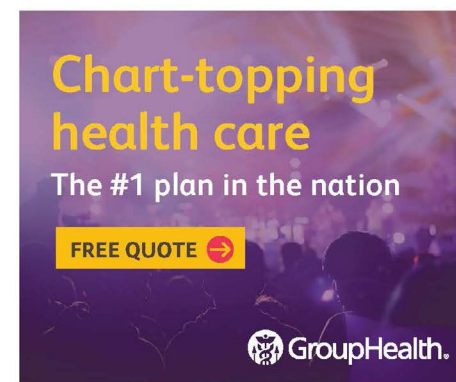
Individuals and families shopping for a health plan. CTA links to a corresponding landing page with more info.

Role

Concept, art direction

Deliverable

Web banners in various sizes with A/B test options in messaging, CTA, or image.



EMAIL NEWSLETTERS

Internal Group Health Audiences

Story

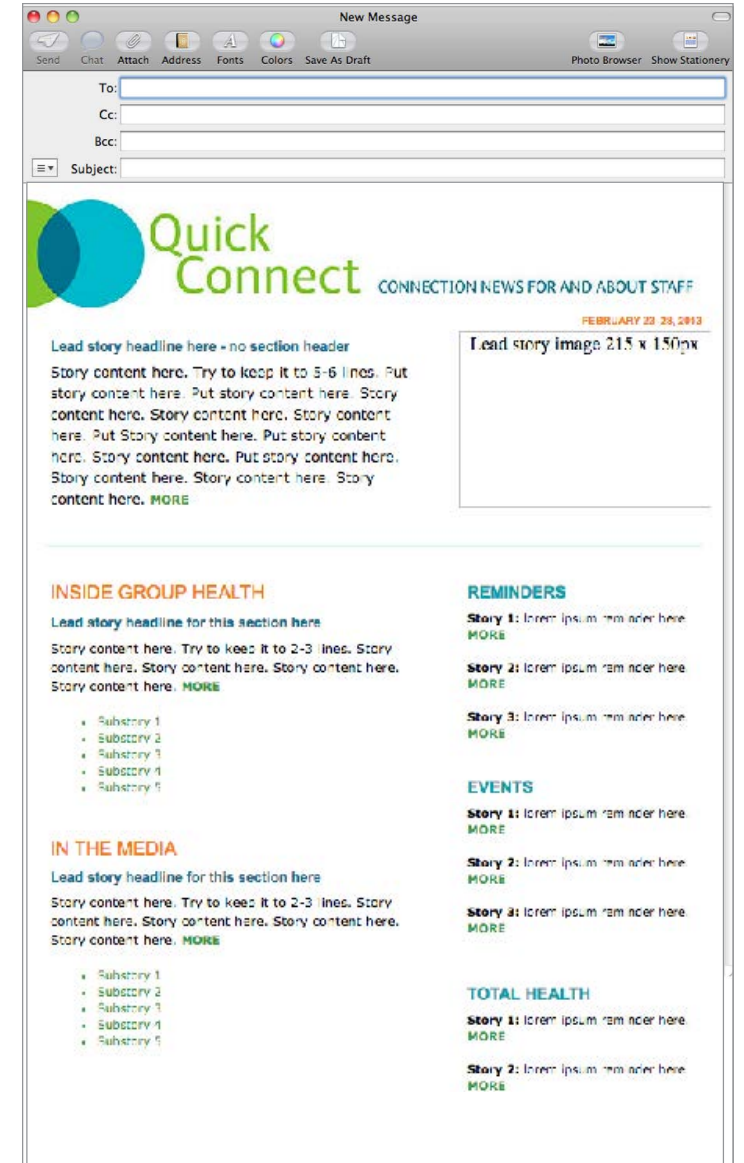
A sample of various Group Health department email templates

Role

Concept, art direction, design, coding/production

Deliverable

HTML email templates



PRODUCER E-NEWSLETTER

Kaiser Permanente

Audience

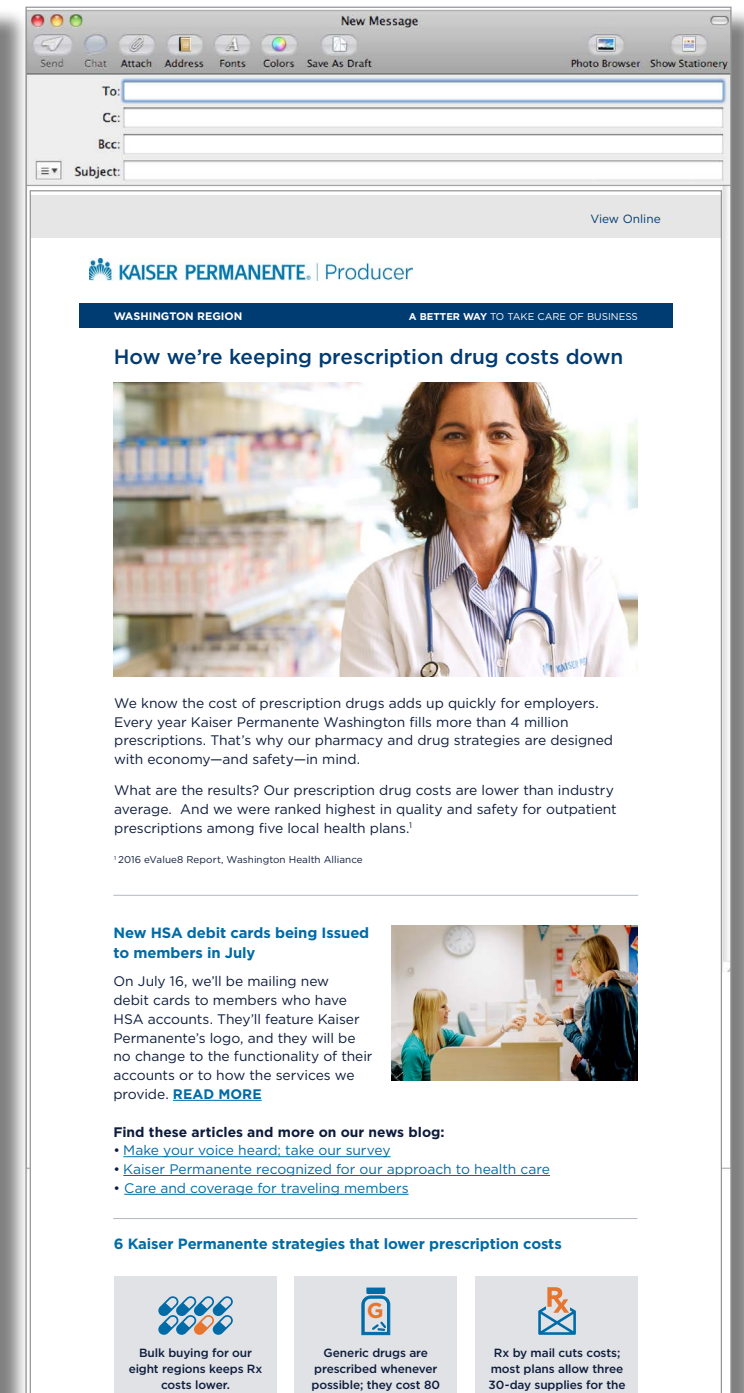
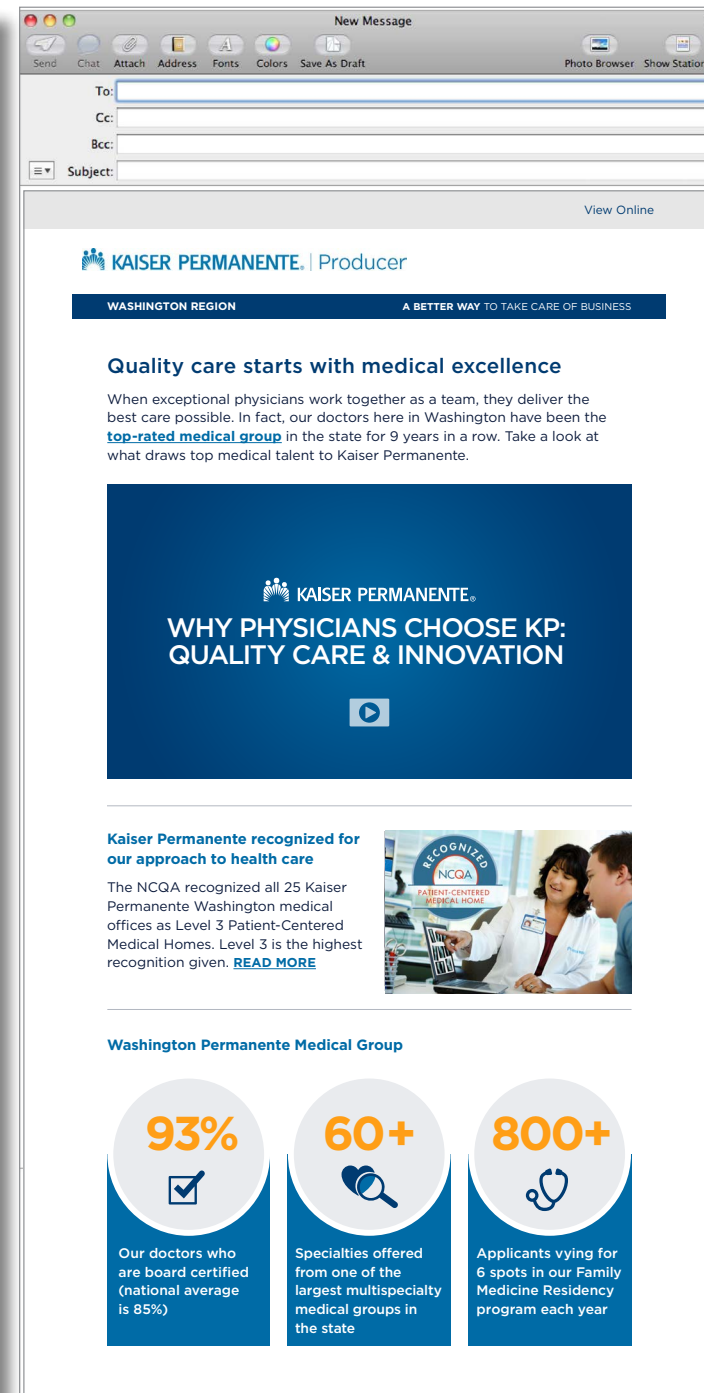
Kaiser Permanente Producer/Broker and Employers

Role

Concept, art direction, template design

Deliverable

Responsive HTML email templates for bi-weekly business communications



EVENT INVITATIONS

Group Health B2B audiences

Story

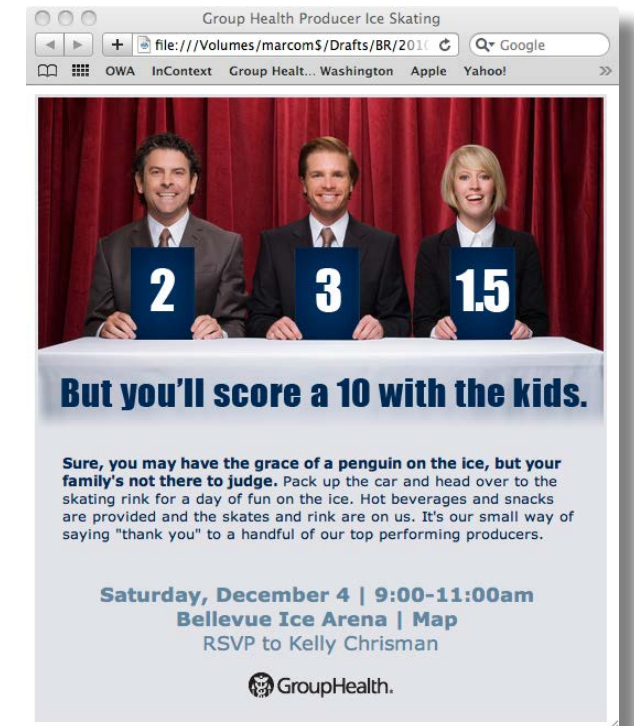
The broker/producer audience is an extension of the sales team. These invitations are for various celebratory events throughout the year.

Role

Art direction, concept, design, production

Deliverables

HTML emails



SEAFAIR EVENT 2010 "PARTY LIKE THE JET SET"

Group Health

Story

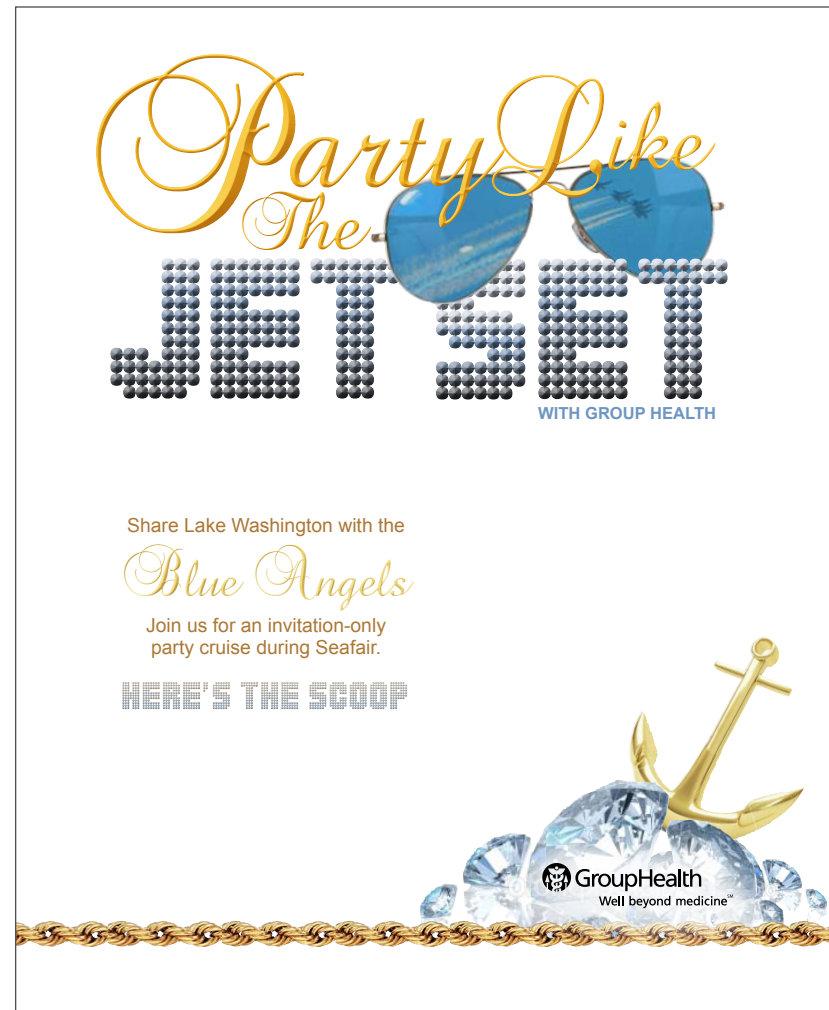
This unique thank you event is for the top-performing brokers only. Invitation to watch the Blue Angels during Seafair from a private boat. It was an opportunity to stretch the brand with humor, teasers, interactive elements, and animations.

Role

Concept, design, production

Deliverables shown

HTML email, landing page



Teaser email



Landing page

SEAFAIR EVENT 2011 "TREND WATCH"

Group Health

Story

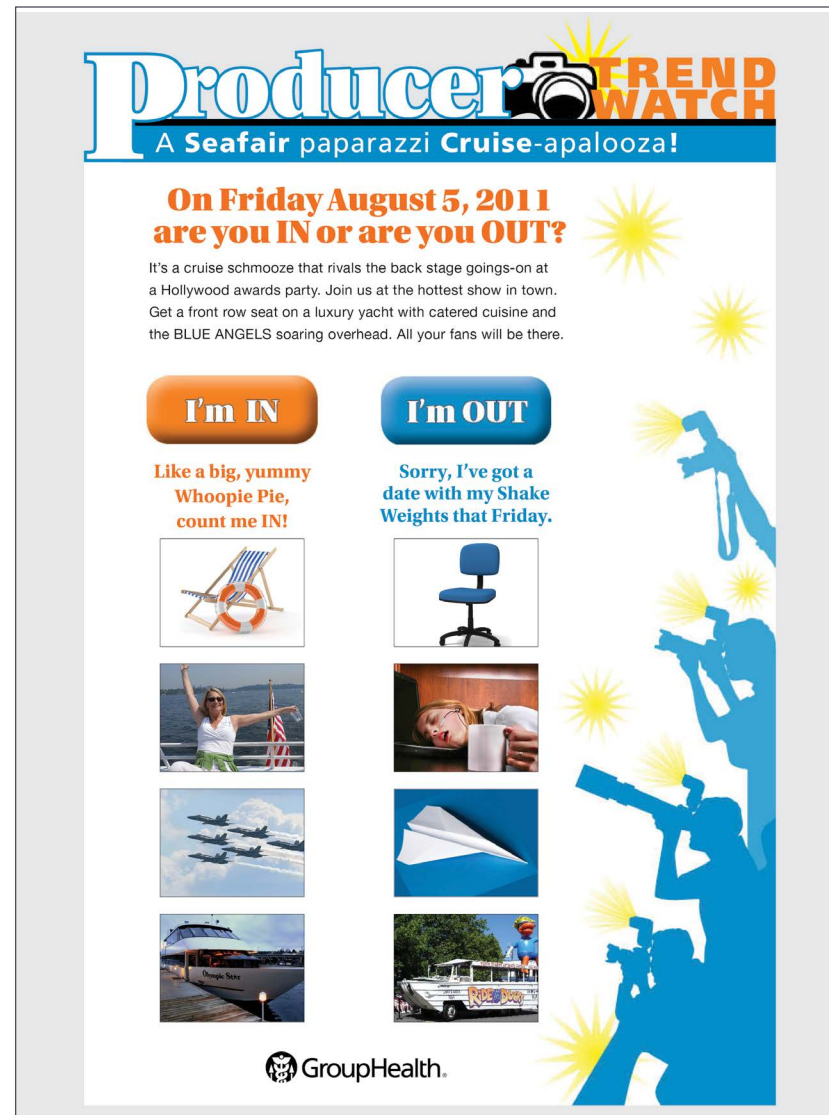
This unique thank you event is for the top-performing brokers only. Invitation to watch the Blue Angels during Seafair from a private boat. It was an opportunity to stretch the brand with humor, teasers, interactive elements, and animations.

Role

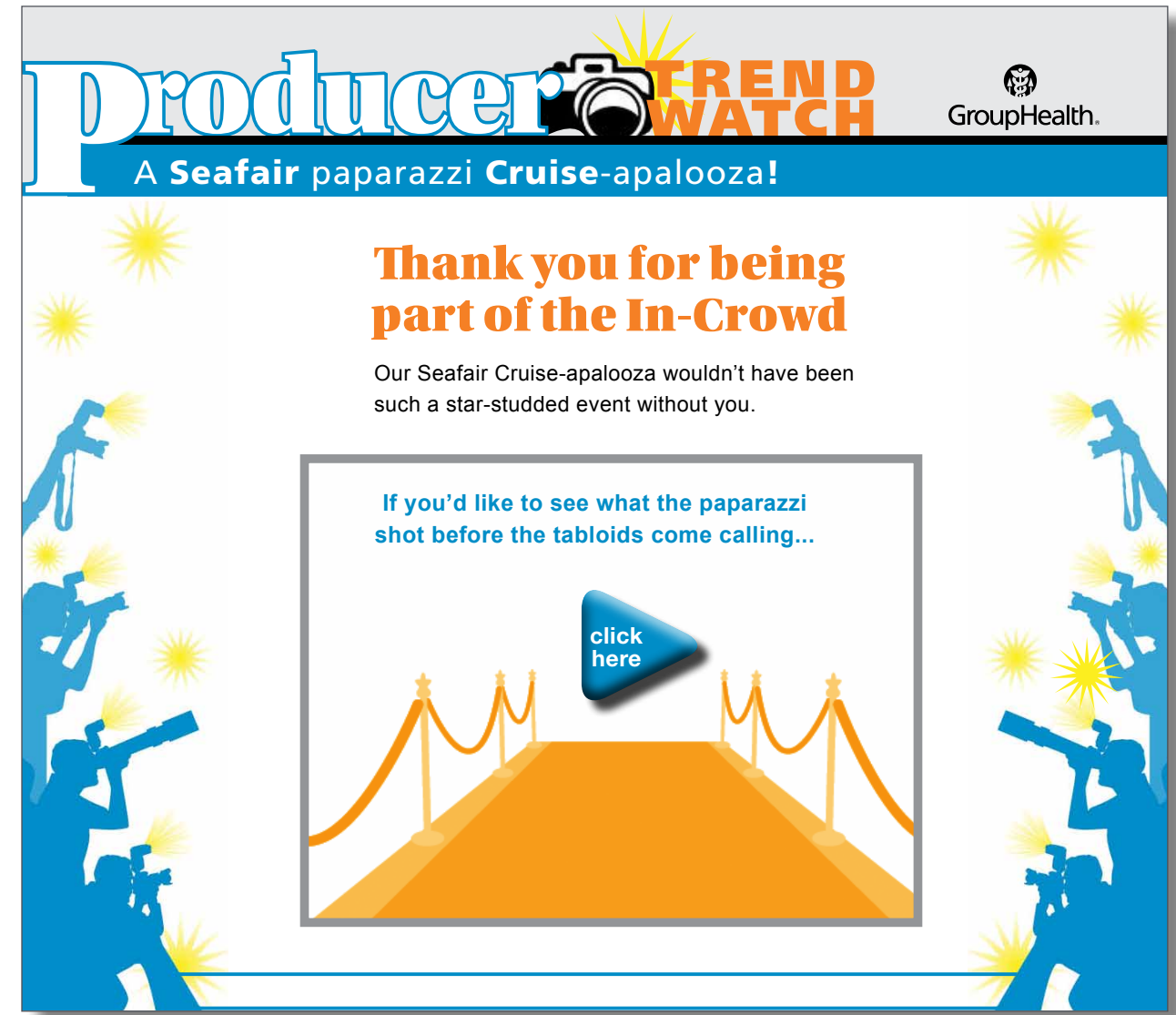
Concept, design, production

Deliverables shown

HTML email, landing page



Email invitation



Post-event thank you landing page with event photos

SEAFAIR EVENT 2012

Group Health

Story

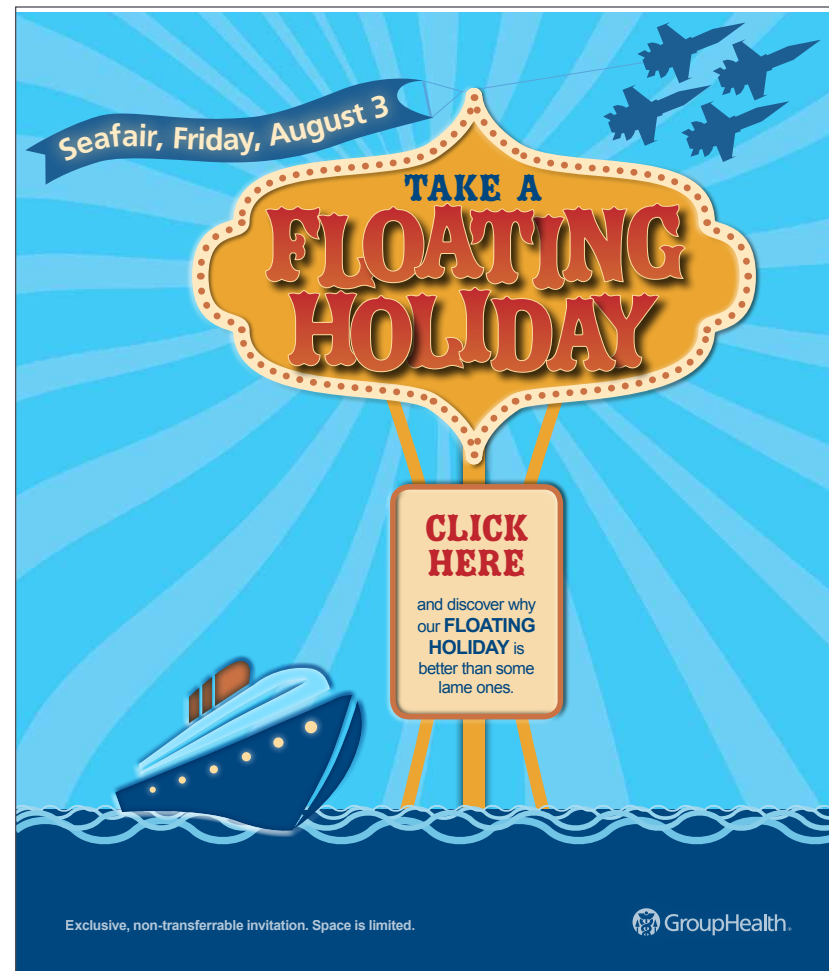
The broker/producer audience is an extension of the sales team. This thank you event is for the top-performing brokers only. This event was an opportunity to stretch the brand with humor and excitement.

Role

Art direction, concept, design, production

Deliverables

HTML emails, landing pages, PDF collateral.



Email invitation



Landing page with interactive elements