

HOLLIE TANNER

CERTIFIED LEADER IN USER EXPERIENCE & PRODUCT DESIGN

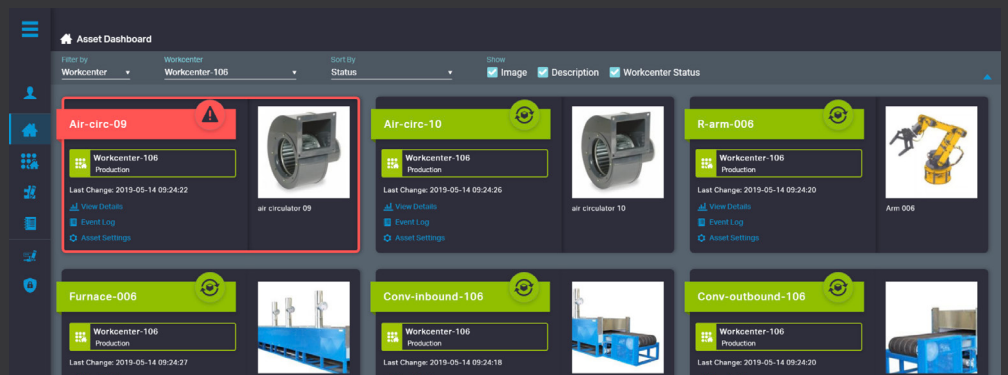
This Portfolio Summary is a dynamic and evolving collection that is regularly updated to reflect the full scope of my work, incorporating all examples showcased on my online portfolio as well as a variety of additional projects. It serves as an extension of my digital presence, offering a tangible representation of my design process, creativity, and versatility across different mediums and industries. Each update ensures that this portfolio remains a current and comprehensive reflection of my growth, experimentation, and the diverse range of work I've produced over time.

Thank you for coming to take a look.

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I led the end-to-end design of Plex's Industrial IoT solution, a standalone product built from the core IP of an acquired asset-tracking tool. This was not an extension of Plex's ERP, but a new platform designed to exchange data with Plex while operating independently in connected factory environments.

The final experience balanced automation with hands-on control, allowing plant teams to track performance, downtime, and equipment health in real time.



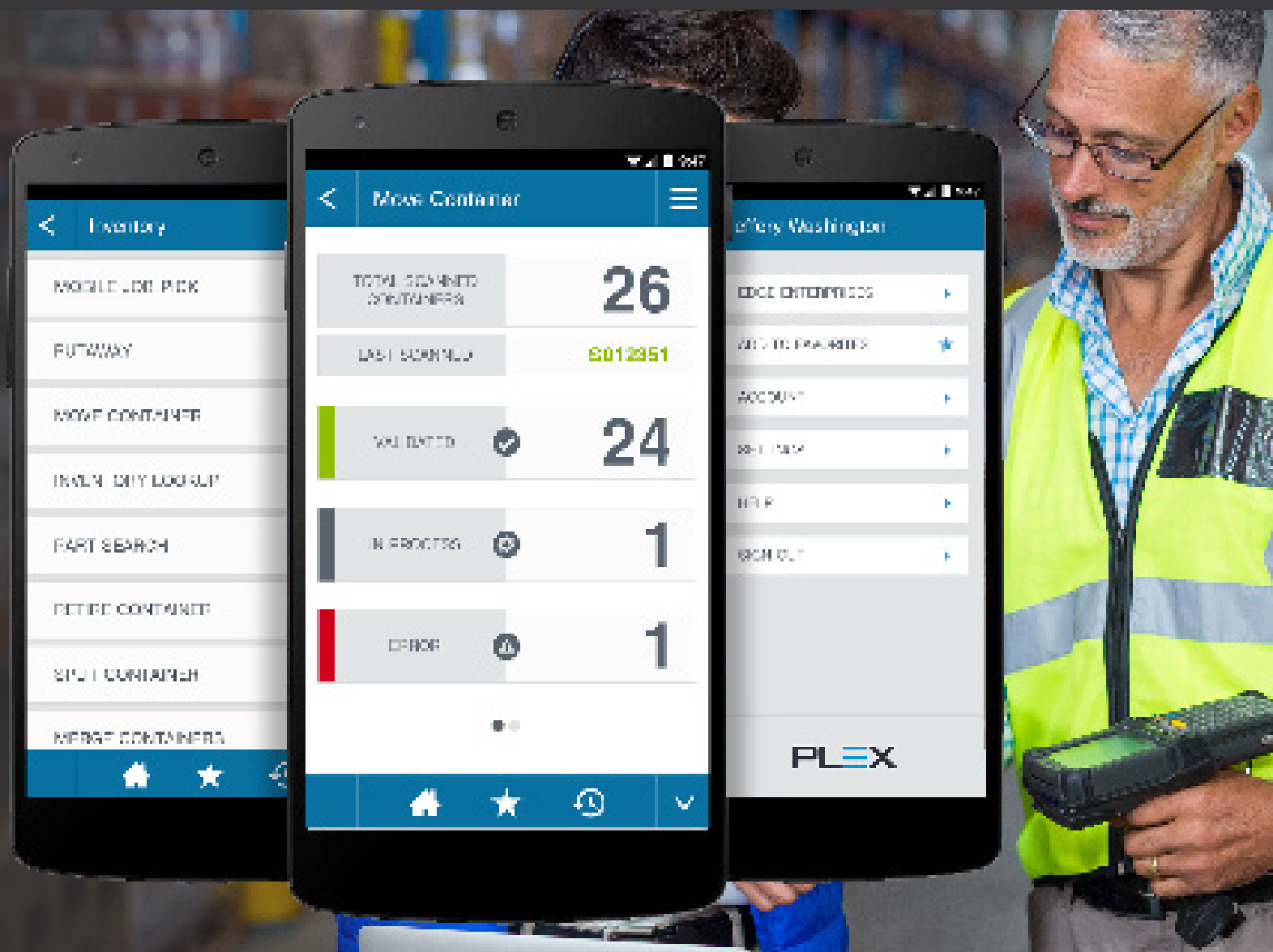
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Plex Mobile App Re-design

I served as the principal designer and researcher for the complete redesign of Plex Mobile, a critical tool for operators working on the plant floor. The goal was to refactor the app to run seamlessly on both handheld barcode scanners and mobile phones, while meeting the unique demands of manufacturing environments.

The redesign followed High Performance HMI principles to support SCADA-standard clarity and responsiveness. I conducted onsite research with manufacturing teams to understand real-world constraints such as gloves, poor lighting, device durability, and connectivity drop-offs. Based on these insights, I streamlined key workflows like barcode scanning, inventory tracking, and production reporting to reduce steps and improve accuracy under pressure.

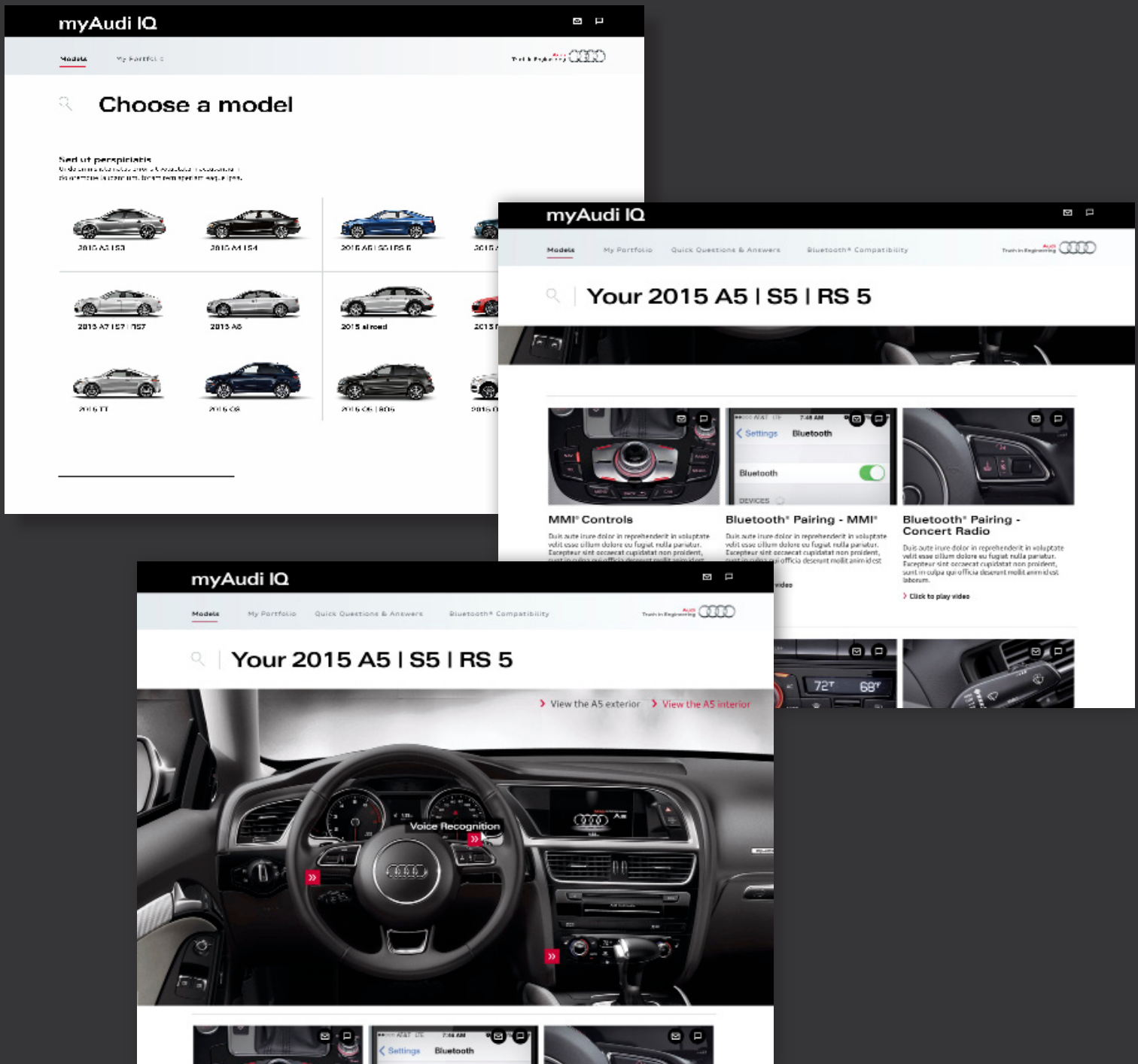


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myAudi IQ (Mobile/Tablet App)

Using an internal enterprise solution, the look and feel of myAudi IQ was achieved by cooperation of personal concepts and principles and the Audi USA brand guidelines. My work on this project includes user interface, virtual/augmented reality HCI elements, and supplemental materials. This owner app can be downloaded from the Apple App Store.

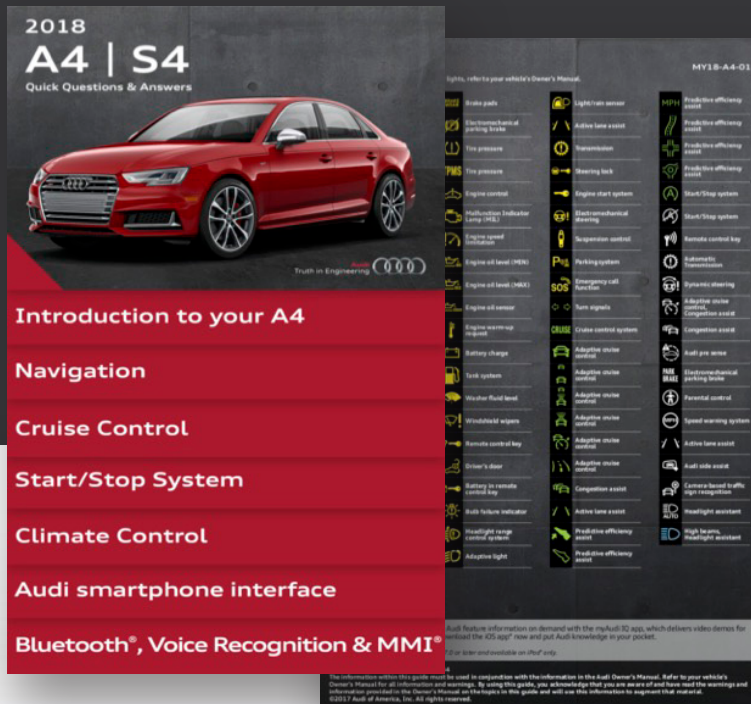


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Audi Quick Questions & Answers Guide (Print)

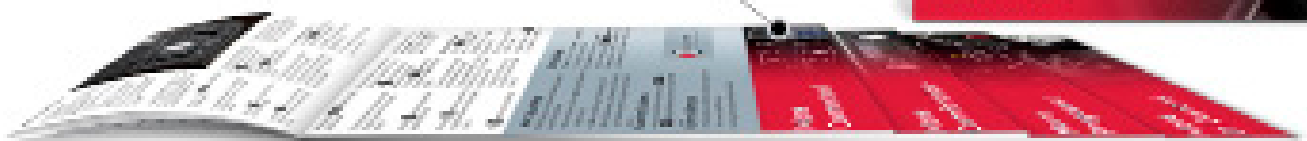
At the request for a new look for 2016 and forward, I presented this concept to Audi/Volkswagen Group where it was received favorably and approved for both brands moving forward. The lower image details concept work for the booklet and the upper images display a final render for one of the 2018 prints. This booklet can be found in the glove box of any newly purchased Audi or Volkswagen vehicle.



- MMI® Controls and Optional Touchpad**
The rotary pushbutton/touchpad allows you to browse menus, zoom in and out of map views and select items by pressing the knob. Control and function buttons allow you to select system menus and personalize settings in the MMI. The touchpad can be used to write letters and numbers.
- Infotainment Control**
Control for infotainment system on/off and volume control. Tilting the knob to the right or left will move through tracks or preset radio stations. A brief press mutes audio. A press and hold will turn system off.
- Electromechanical Parking Brake**
Pulling up on the switch engages the parking brake. To release, depress the brake pedal and push the switch down.
- Instrument Cluster/Virtual Cockpit**
Displays vehicle system and function information. Menu selections can be accessed using the multi-function steering wheel controls.
- Cruise Control**
The stalk allows you to set a preferred speed to be maintained above 15 mph (20 mph with optional adaptive Cruise Control).
- Start/Stop System**
This advanced Audi technology is designed to help save fuel and reduce CO₂ emissions at the same time.



Stepped Sections
Easy access to content wherever

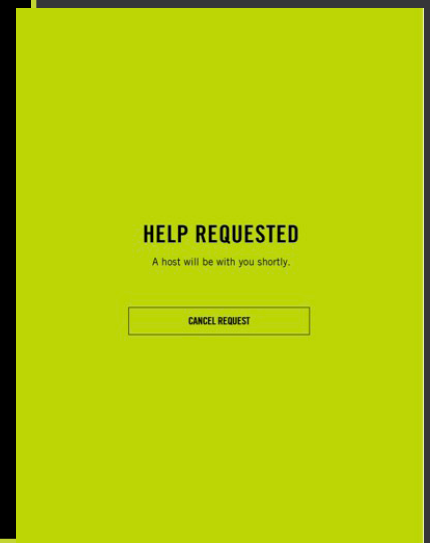
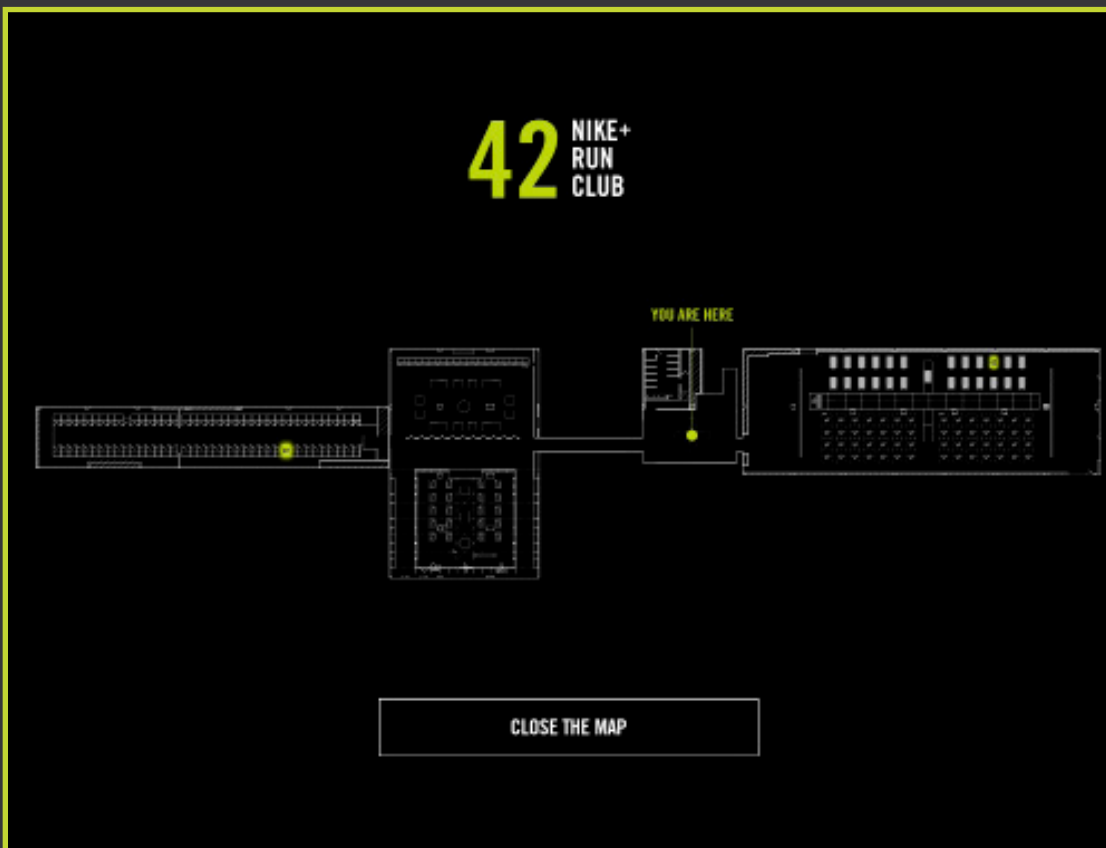
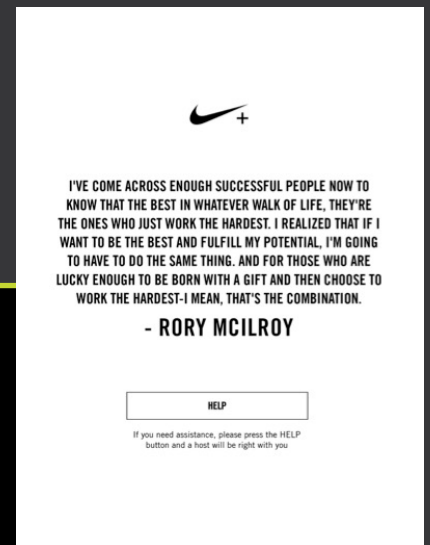
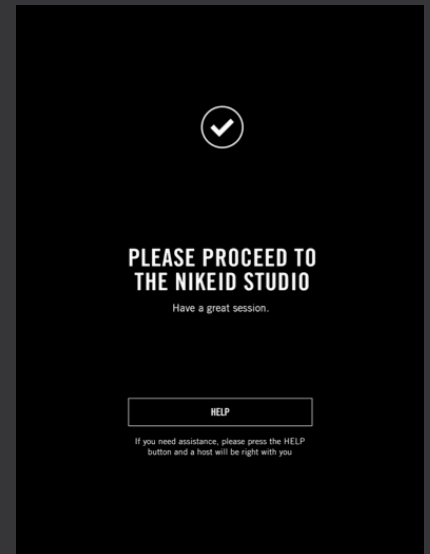
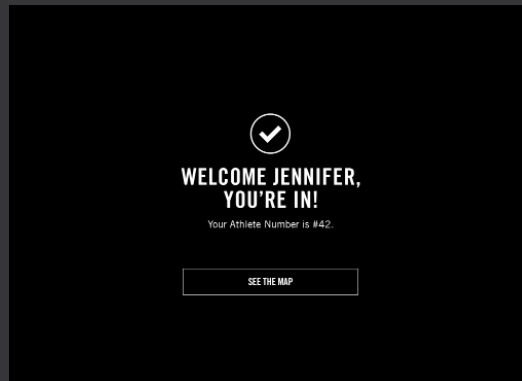
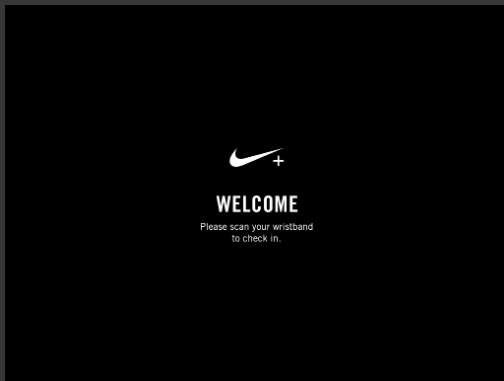


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NIKE Powerstation Event Applications (Event App)

This application was used as an RFID host system during a NIKE media event. Using a wristband, invited media guests were ushered through a series of activities including a locker room assignment, work out, and gifting event. The NIKE Powerstation Application family uses a modern, ultra-clean appearance to represent it's no-nonsense branding, while still relaying clear, detailed information, including maps, inspirational quotes, and event direction as well as leveraging color to indicate needed attention.

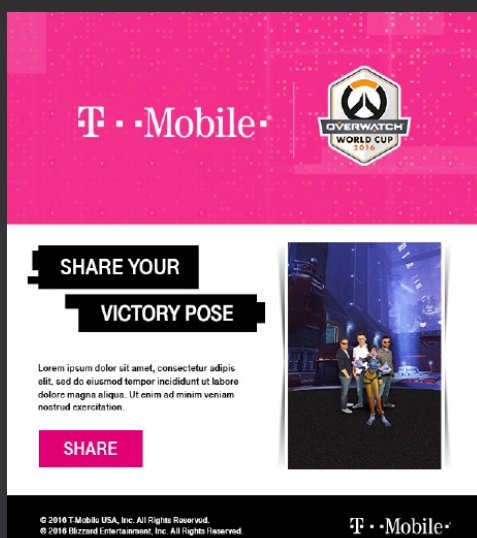
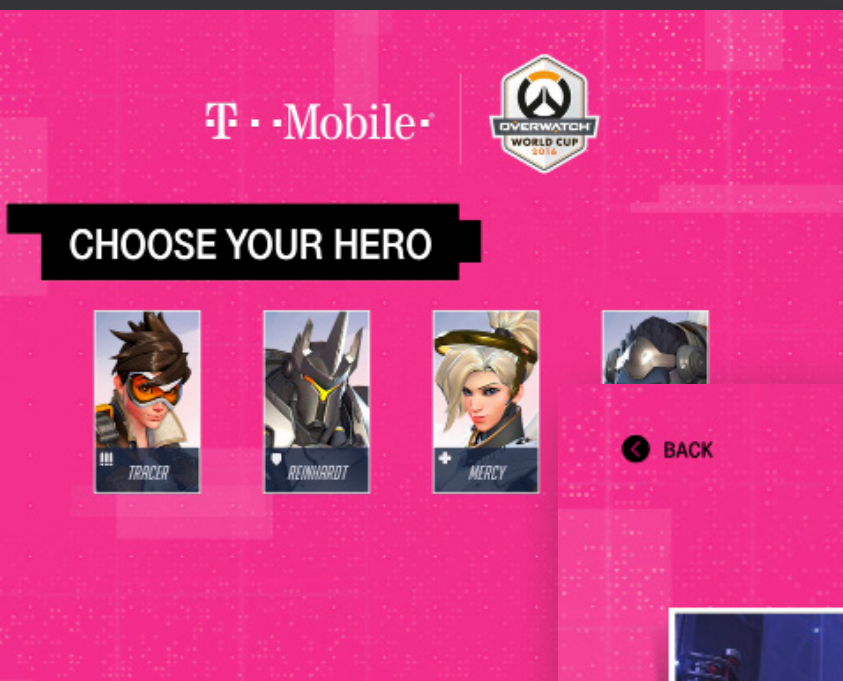
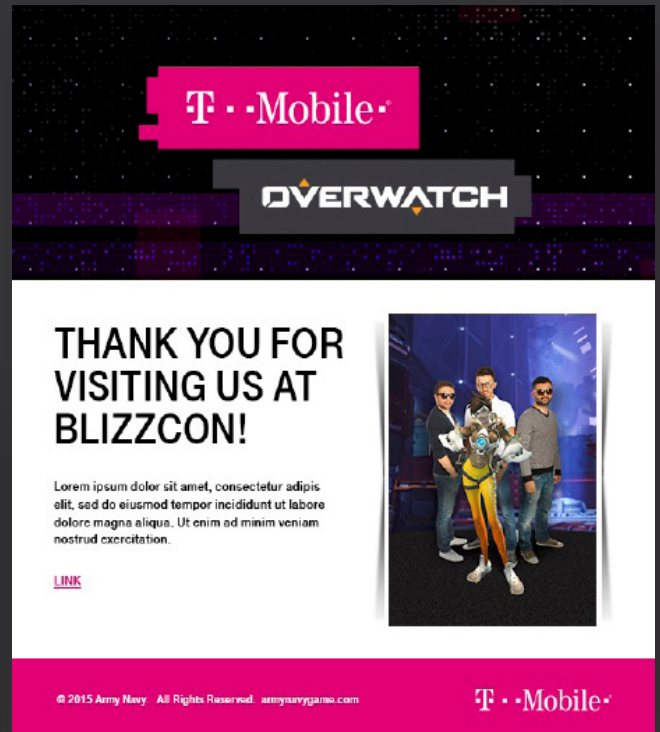


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T-mobile BlizzCon (Social App)

As a sponsor of 2016 BlizzCon, t-mobile made headlines with the first augmented reality time-freeze event. This PDF details the HCI user interface for the event that guides the user through the capture and social sharing experience of an Augmented Reality photo op with characters from Blizzard's Overwatch Franchise. This WebApp solution required heavy focus on the balance between both the Blizzard/Overwatch brand and the t-mobile brand representation.

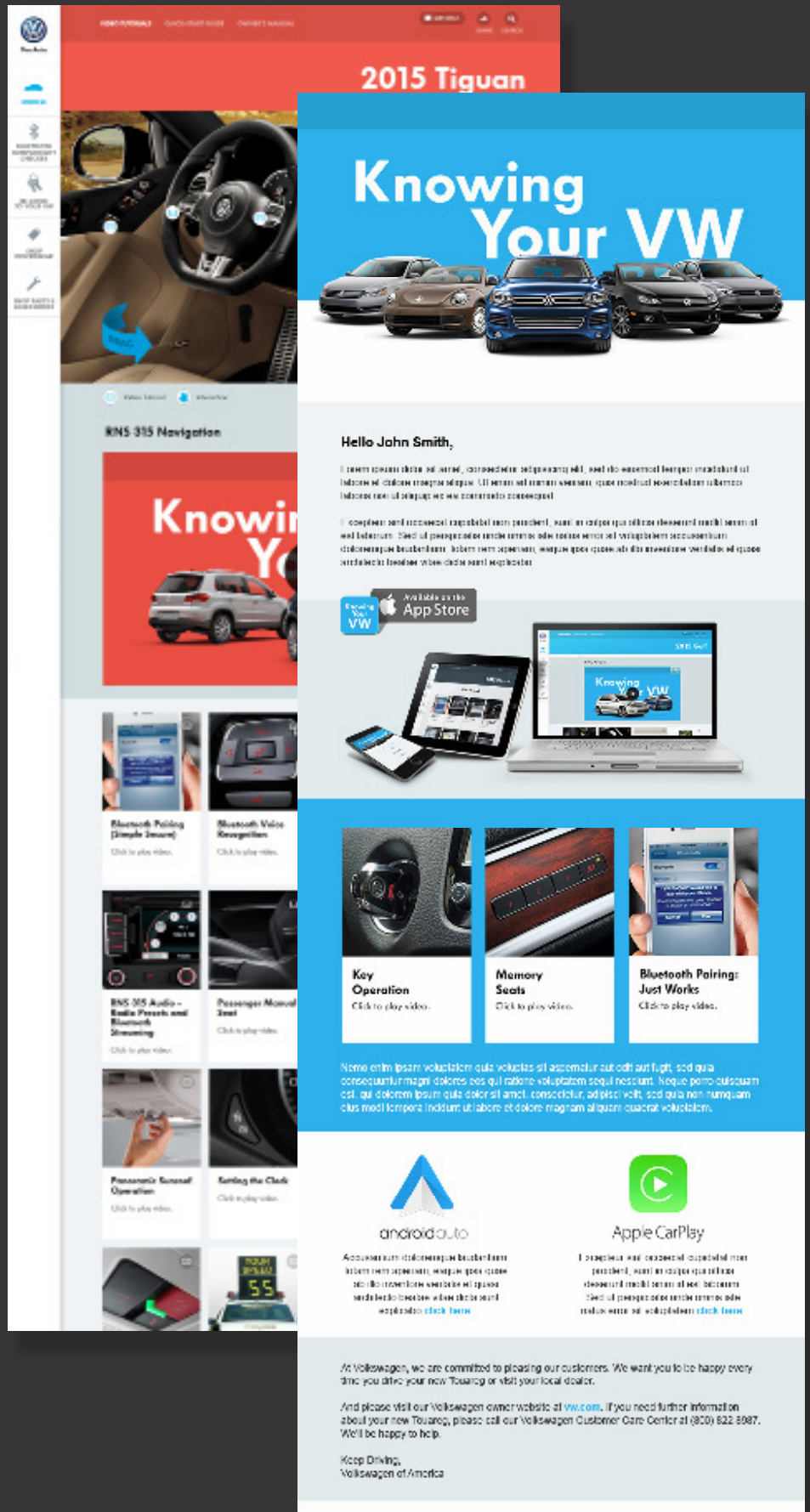


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Volkswagen: Knowing Your VW (B2C) Microsite & HTML Emails

Part of the KnowYourVW.com family, this email is populated with custom data and sent to new VW owners. This email is one of hundreds, all of which require attention to branding and app experience cohesion. Work on this deliverable included design, custom scripting, and display testing for twenty of the most common devices. Email links populate to unique areas of the KnowYourVW Microsite, designed and updated regularly to drive adoption for new owners. Management of the microsite include ui design, video editing, copy creation alongside general ux best practices,

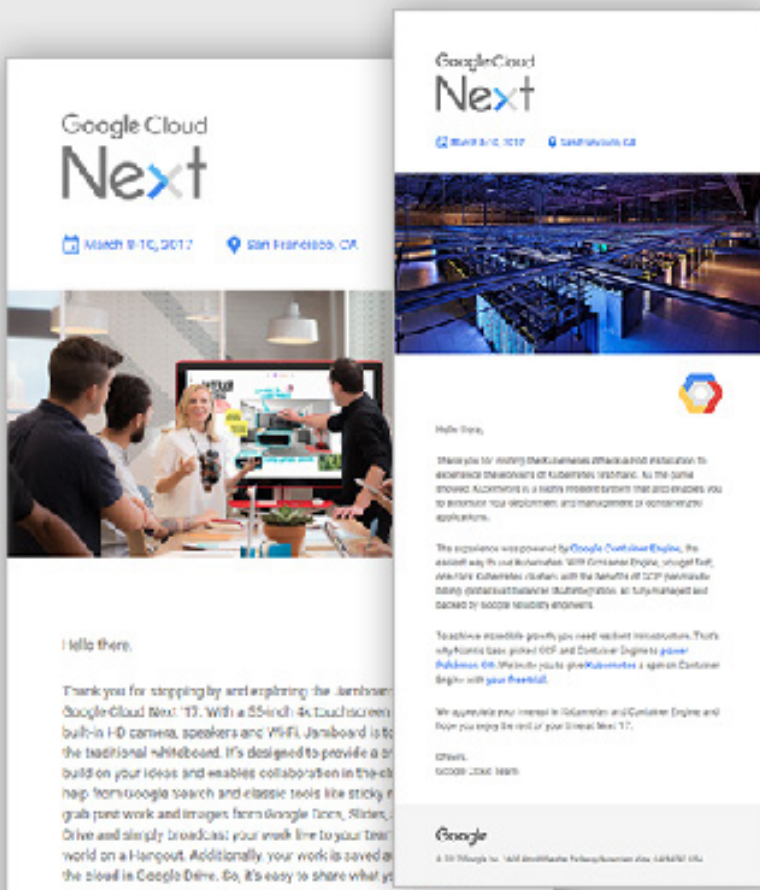


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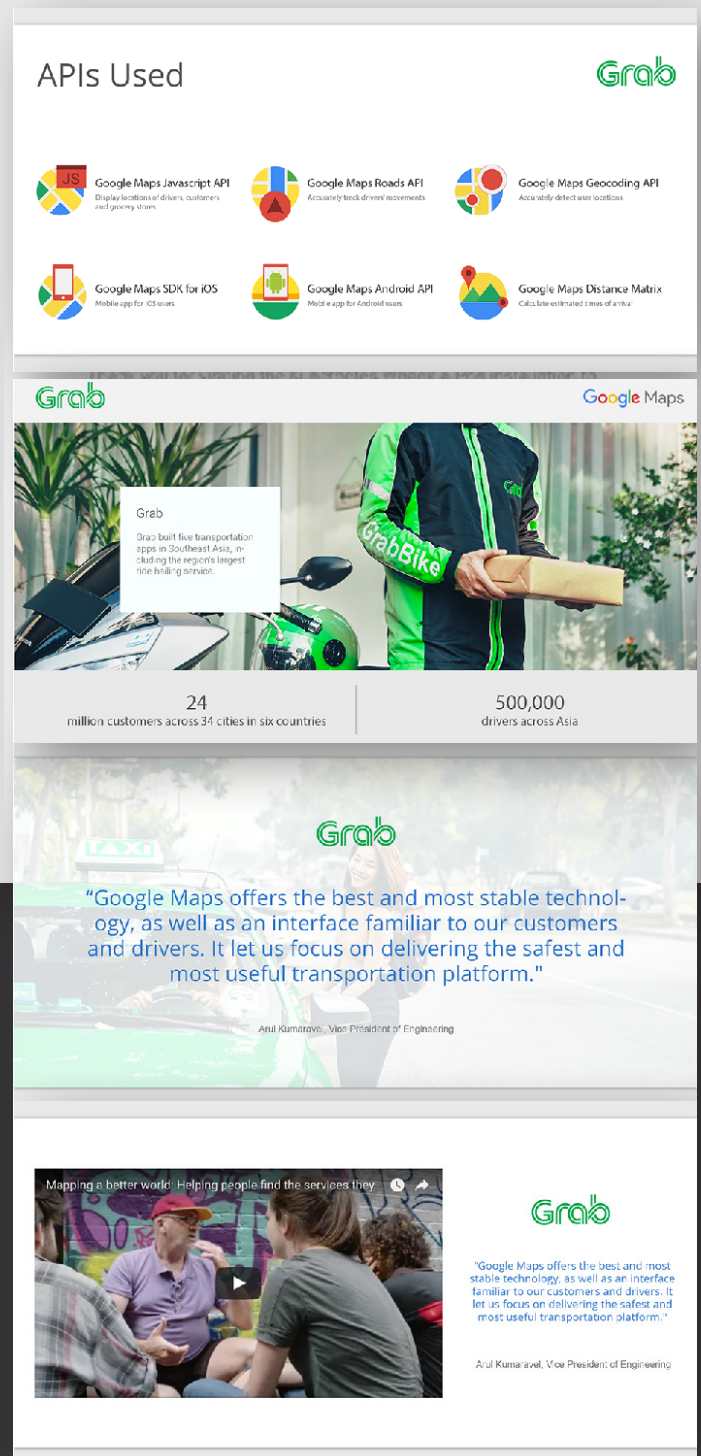
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Google Next 2017 (Interactive Event Assets)

For the 2017 Google Next convention, I designed interactive experiences and large-scale touch displays used throughout the event space. Working closely with the event crew at Google's office, I created touchscreen interfaces and social activations that blended brand precision with playful, engaging interaction.



Every element was designed within tightly held brand guidelines while aligning with Google's vision for the experience. The work required close coordination between physical and digital teams to ensure seamless functionality across large-format installations. The final experiences invited exploration, encouraged social sharing, and brought energy and delight to the convention floor.

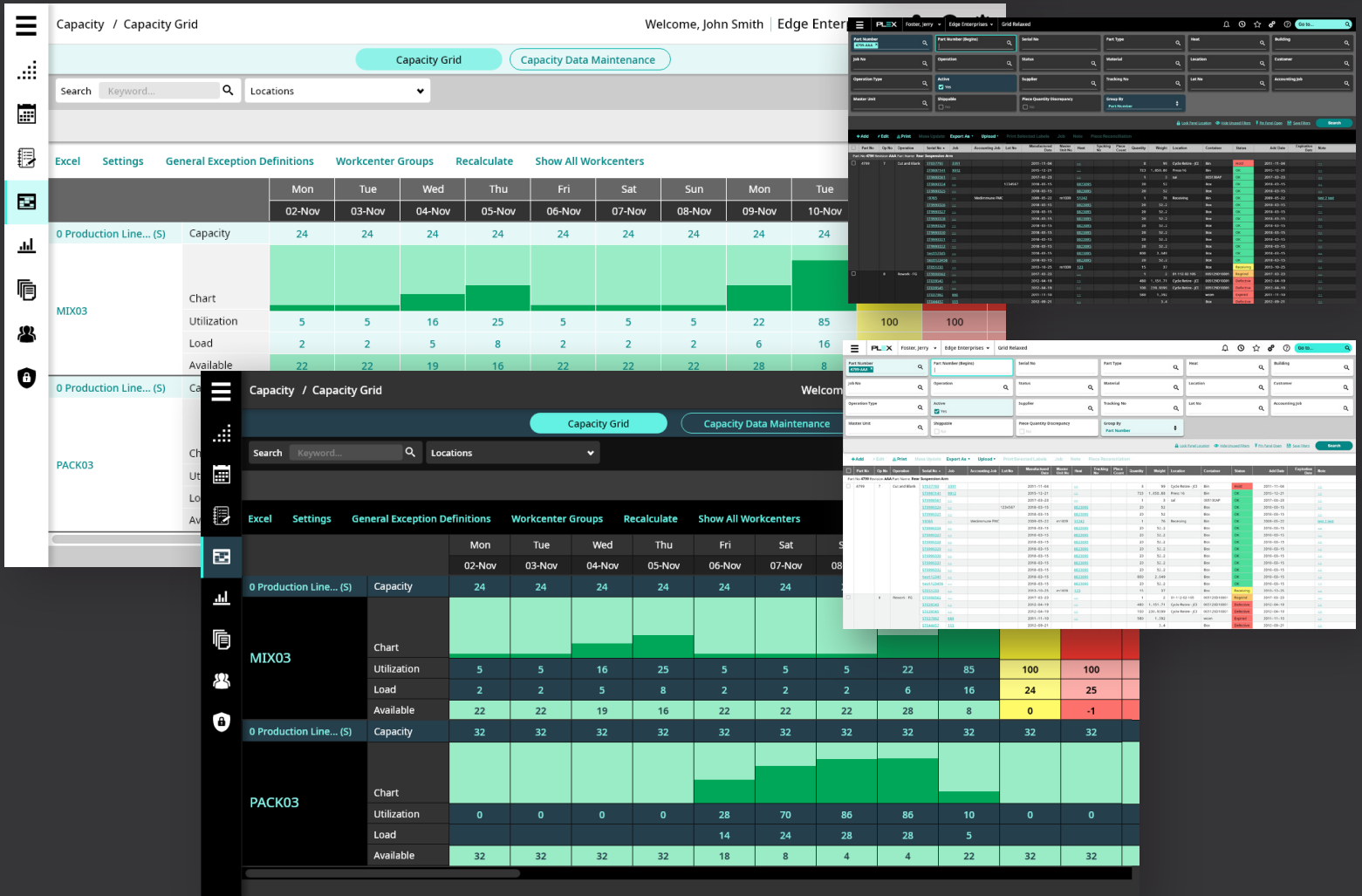
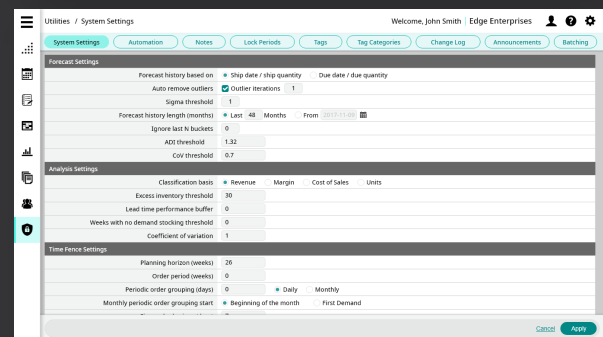
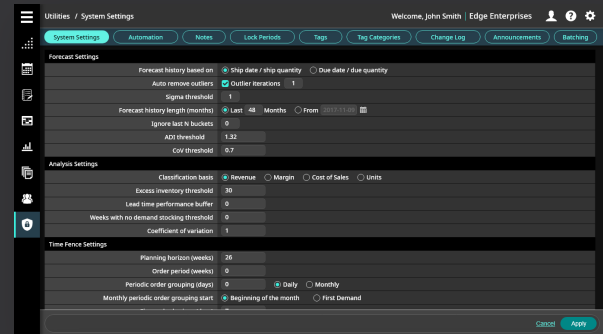


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Plex Rebrand

Plex undertook a comprehensive rebrand initiative that began with a marketing-driven effort and extended to the product suite, requiring alignment across all touchpoints. This rebrand involved extensive user testing and focus groups to ensure the new design resonated with users, while navigating challenges related to ADA compliance and industry standards. The rebrand's color choices, which initially did not meet vision, print, or status accessibility standards, required careful refinement. The initiative spanned across Plex's entire family of products, including the core platform, IIoT, and Demand Caster, ensuring a cohesive and accessible user experience across all product lines.



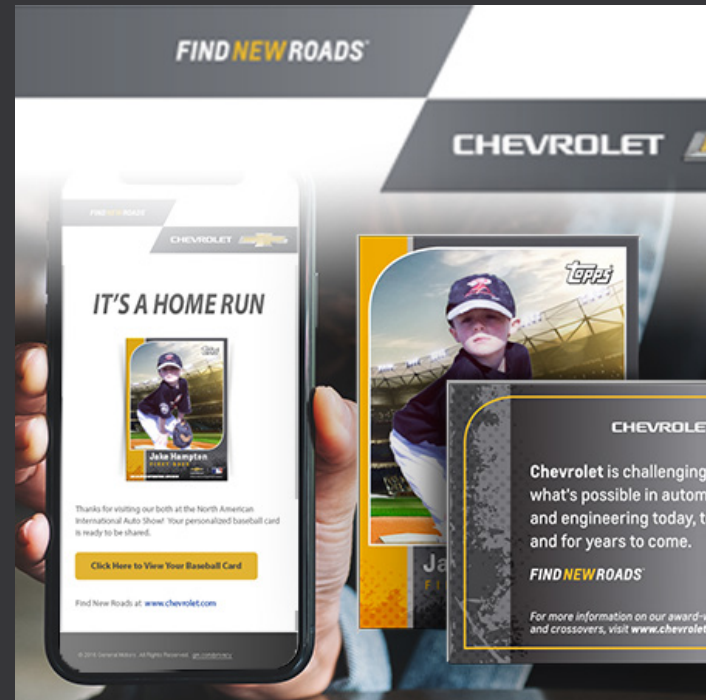
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Chevy 'Find New Roads' Campaign

North American International Auto Show, Other Various Events

For the Chevy Find New Roads campaign at the 2014 North American International Auto Show, I developed graphics for a variety of interactive displays, iPads, and large screens, enhancing the customer experience with engaging visuals. In addition, I created social activation content for event engagement experiences including screens, filter overlays, html emails, and printed takaway templates, ensuring all materials aligned with Chevy's brand standards. The project also involved delivering outputs for a wide range of screens, including translations for Arabic and Spanish.



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Volkswagen's VW Cup

I created the site concept and designed the badge system for VW CUP, focusing on gamification strategies to enhance employee engagement and learning outcomes. I designed gamification patterns such as achievement tracking, point systems, and leaderboard mechanics, ensuring they aligned with industry best practices for digital learning environments. My work involved implementing a user-centric design that encouraged participation and progress while integrating compliance tracking features and real-time performance feedback for dealership employees.

