

**KENT WARD**

RECENT PROJECTS • 2020-2021

[WWW.KENTWARDCREATIVE.COM](http://WWW.KENTWARDCREATIVE.COM)

## HI! I'M KENT...

I always struggle with what title to attach to my name. Creative Director? Designer? Photographer? Illustrator? Front-end Developer? Maker? Builder? Truth is, I'm a bit of all of these things, and as I introduce you to my latest work I want to do so by highlighting my breadth of experience. I've picked these three projects to best illustrate how I lead teams through large, business-critical initiatives, how I tackle complex projects myself, and how I constantly strive for innovative thinking and creative solutions.

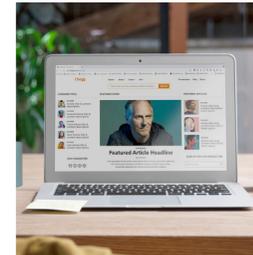
# 1



### LEADER

Role: Creative Director  
Company: Chegg  
Project: 'Horizon' Rebrand  
Time frame: 2020 - 2021

# 2



### EXECUTOR

Role: UX Designer  
Company: Chegg  
Project: Editorial Component System Design  
Time frame: Q4 2021

# 3



### INNOVATOR

Role: Creative Director + Photographer  
Company: Personal  
Project: Crisiswear Collaboration + POP!  
Time frame: 2020 - 2021



**CHEGG 'HORIZON' REBRAND**

2020 - 2021

## CHEGG 'HORIZON' REBRAND

### PROJECT OVERVIEW:

As Chegg's products evolved they found themselves needing to elevate and mature their brand in order to be relevant to a wider audience. Agency partner Friends at Work was brought on to lead the brand transformation and shift customer perception from seeing Chegg as a book and answer site to viewing Chegg as a long-term learning ally.

### GOALS/METRICS:

Show a shift in customer perception using Brand Tracker Surveys & do no harm to CVR

### MY ROLE:

As Creative Director I provided brand guidance to the agency, lead the in-house execution team in bringing the new brand projection to life, identify and address roadblocks, and coordinate with Marketing, International, Regional Growth Managers, Product and UXR to ensure that their needs were met and their voices were heard. Leading up to launch I led the team in learning and utilizing several new technologies. Post-launch I led the team in optimizing the creative for improved performance.



## CHEGG 'HORIZON' REBRAND

### SHOT LIST:

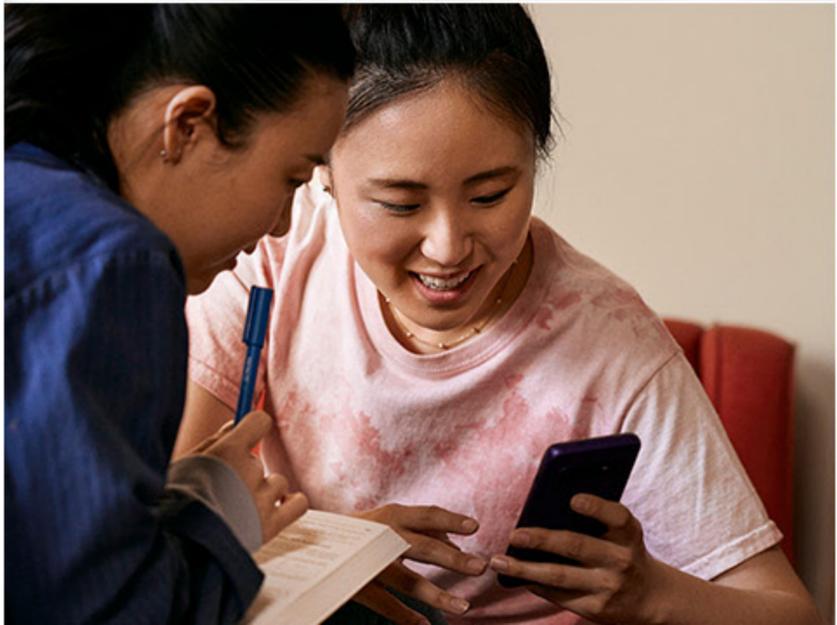
As part of the rebrand Friends at Work was responsible for executing a video and photo shoot. I was responsible for providing a shot list that would accommodate domestic and international business needs.

I coordinated with our Regional Growth Managers to build a shot list that would provide appropriate heroes for each of our target regions. This was accompanied by a guide of best practices and considerations for each region.

I coordinated with Paid Advertising to make sure that we were providing the material needed to personalize our assets by segment and by 9 different fields of study.

I coordinated with Marketing to ensure that we were living up to our promise of being radically inclusive. Our image set was to represent a user base diverse in gender, ethnicity, age, ability, socio-economic backgrounds and parental status.

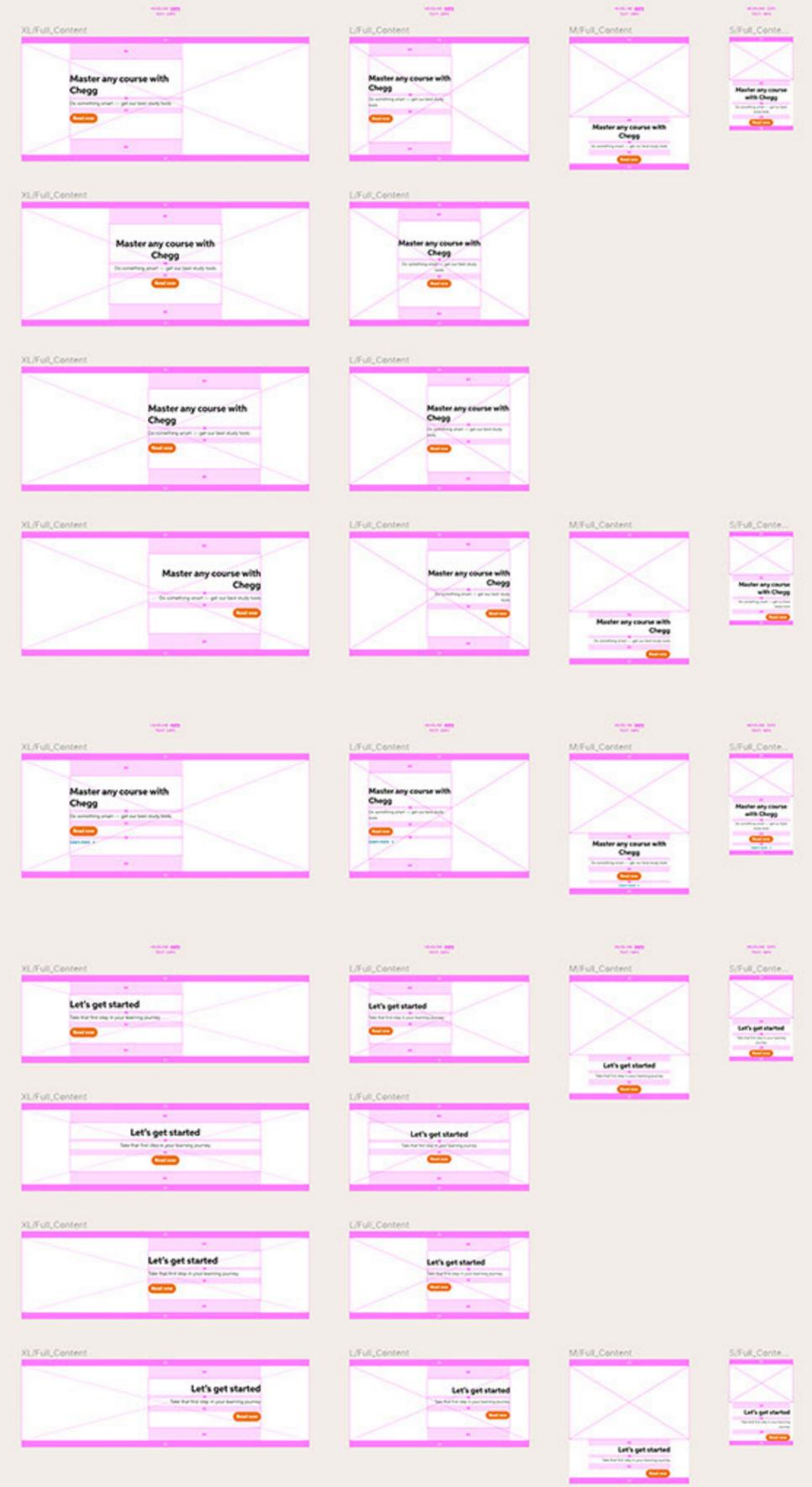
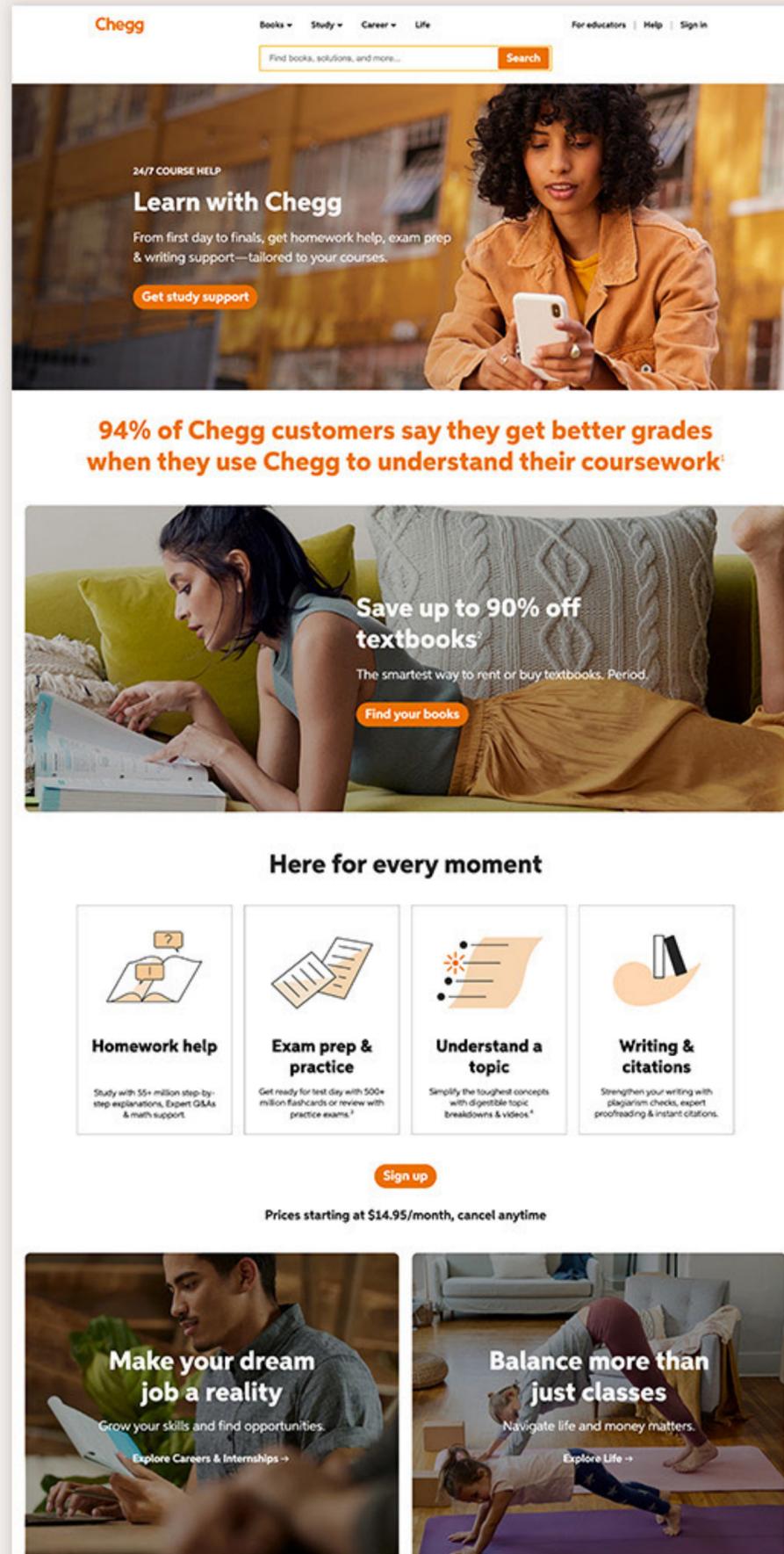
I provided a shot list that met these goals efficiently and provided direction throughout the shoot to course correct where needed.



# CHEGG 'HORIZON' REBRAND

## RESPONSIVE COMPONENTS:

Concurrent with the rebranding efforts Chegg was also consolidating its code bases and standing up a new CMS and DAM. With the efforts of the UX team dedicated to in-product changes it fell to the Marketing Creative team to design the responsive components required to launch the new versions of our landing pages. These were new skills to some members of the team but under my supervision and with my technical guidance the team was able to successfully design and deliver a robust set of responsive components for Engineering on a severely truncated timeline.



# CHEGG 'HORIZON' REBRAND

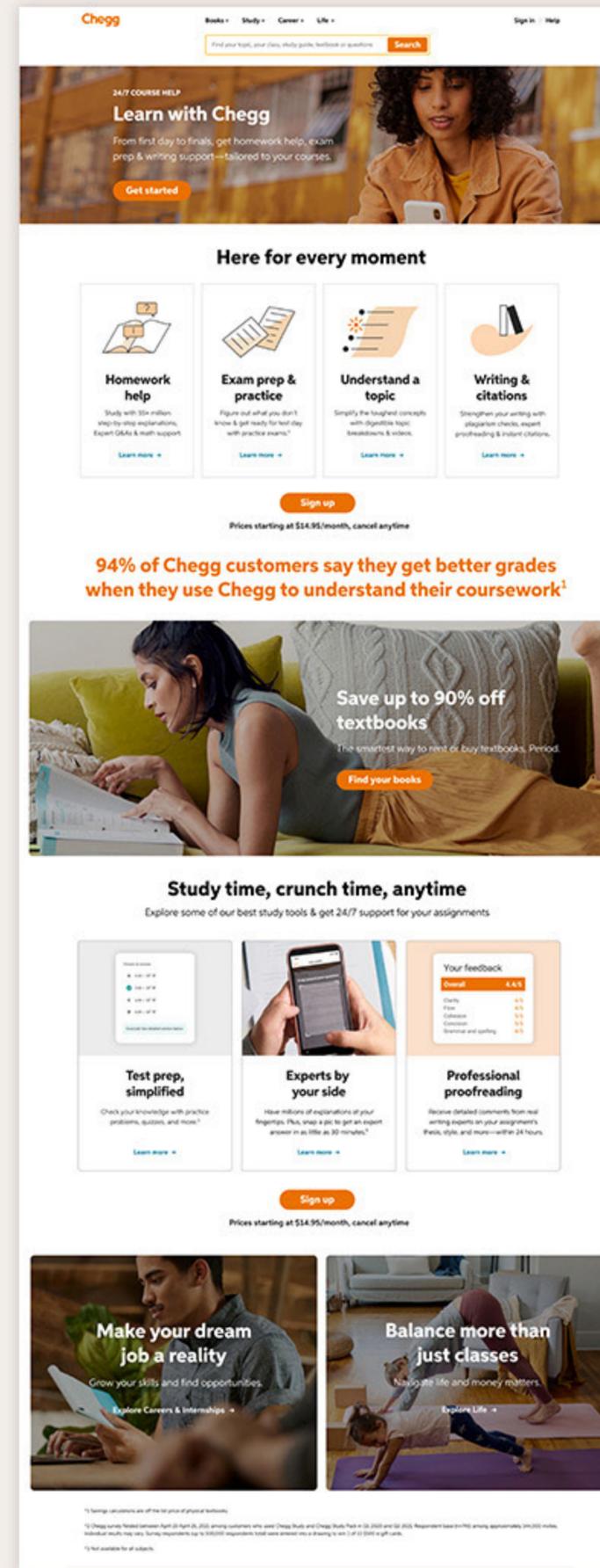
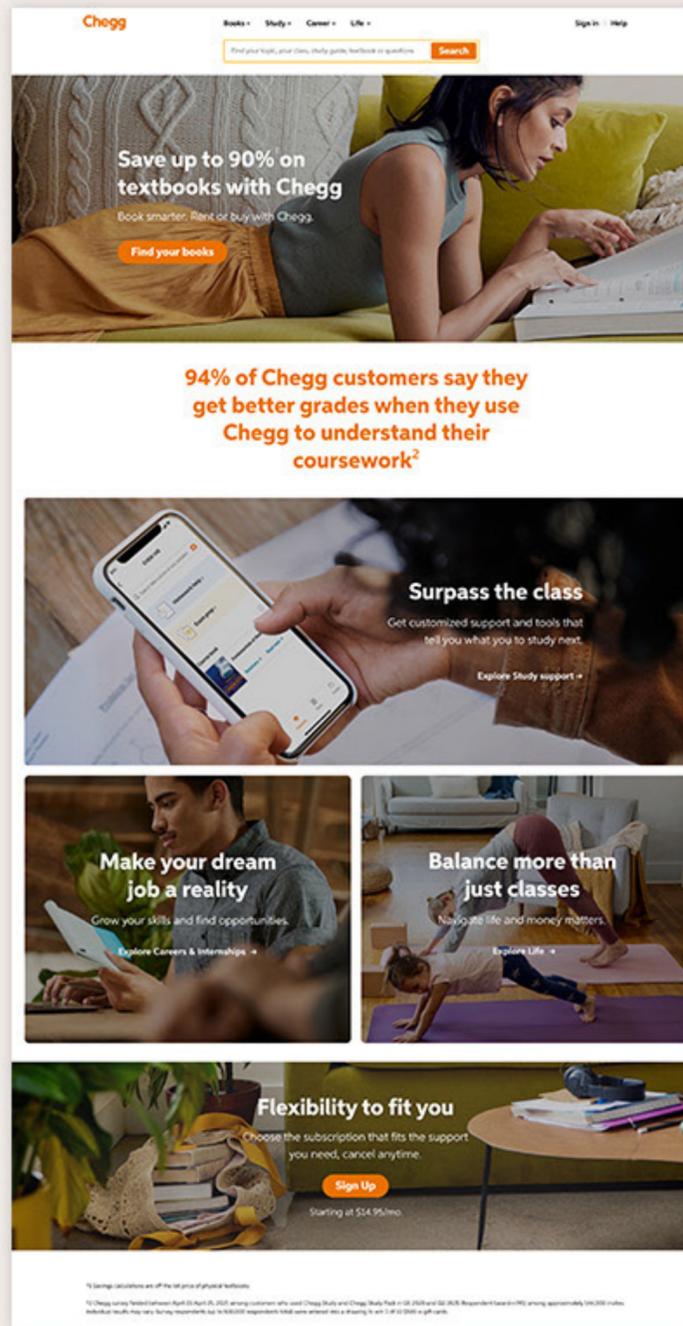
## POST-LAUNCH OPTIMIZATION:

Leading up to launch our internal Design Strategy team conducted several rounds of UXR testing which identified areas where we needed to improve the customer experience. Users gave strong feedback that they wanted to understand the nature of our offering and the benefits to them more quickly, and that the new designs were causing fatigue given their image-heavy nature.

I oversaw the Design Strategy team as they prepared optimized versions that were informed by our UXR testing, our previous testing experience, and best practices. These new versions were ready to test the day of launch.

Initial performance of our landing pages was down vs control across the board. We put our optimized versions into test and saw immediate results, the most impressive of which being our signed-out home page shown here.

**-30%**  
VS CONTROL



**+23%**  
VS CONTROL

# CHEGG 'HORIZON' REBRAND

## CAMPAIGN RESULTS:

The launch campaign consisted of over a dozen redesigned landing pages, an anthem video, 256 video versions, radio spots, email, and paid advertising all personalized by time period, subject, and region.

The key shift we wanted to see in customer perception was a deeper understanding of our services and the benefits they provide long-term. The initial results from our brand lift study post-launch were very encouraging:

Key funnel metrics:

Unaided brand awareness: **+13.4%**

Consideration: **+16%**

Purchase intent: **+5.4%**

Brand attributes (among aware):

Helps me get better grades: **+12.3%**

Is the go-to resource: **+5.5%**

Worth paying for: **+2.7%**

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<sup>1</sup> Savings calculations are off the list price of physical textbooks.  
<sup>2</sup> Chegg survey fielded between April 23-April 25, 2023, among customers who used Chegg Study and Chegg Study Pack in Q1 2023 and Q2 2023. Respondent base (n=160) among approximately 144,000 students. Individual results may vary. Survey respondents up to 500,000 respondents total, were entered into a drawing to win 1 of 10 \$200 e-gift cards.

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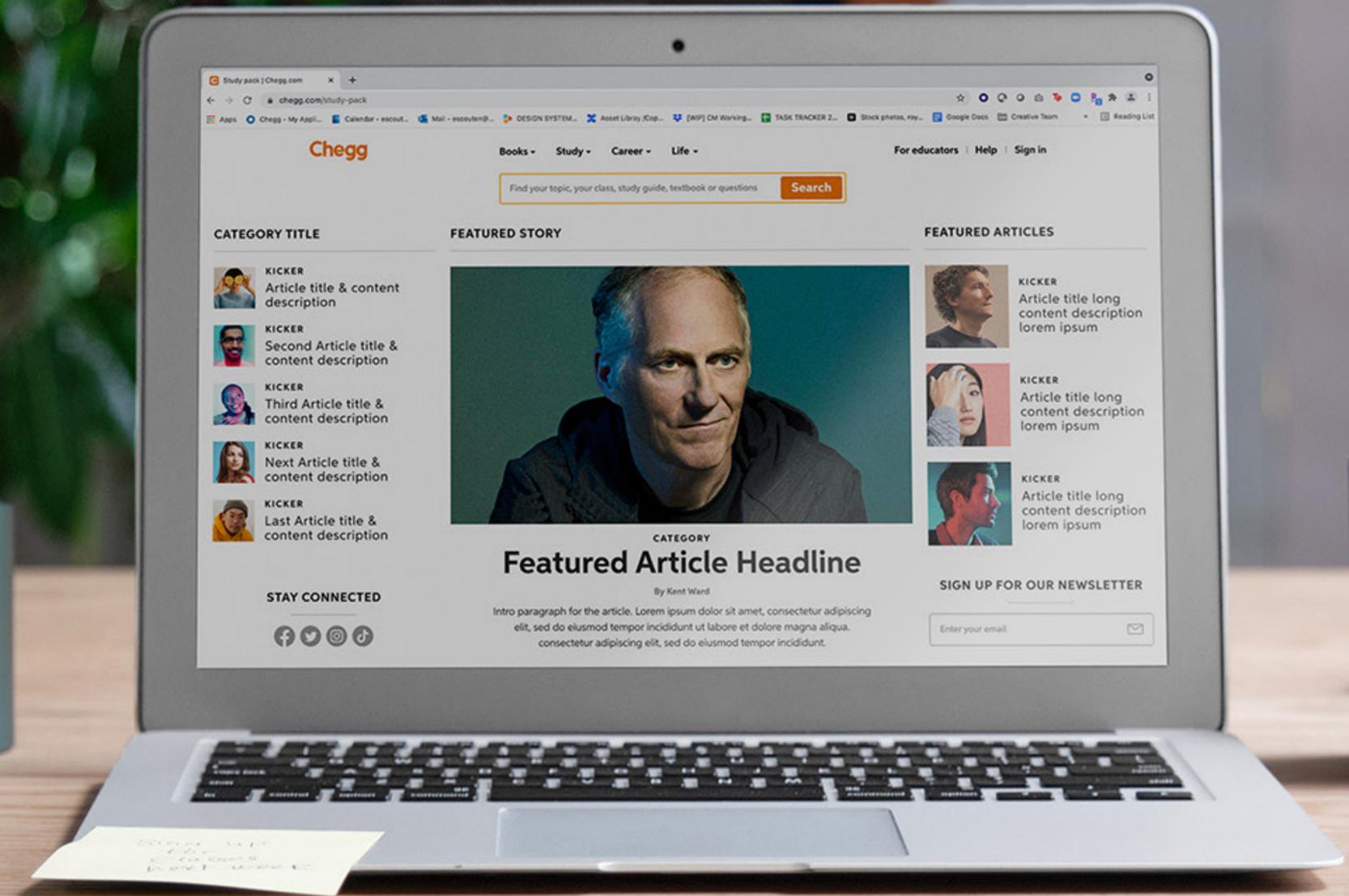
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**CATEGORY TITLE**

- KICKER** Article title & content description
- KICKER** Second Article title & content description
- KICKER** Third Article title & content description
- KICKER** Next Article title & content description
- KICKER** Last Article title & content description

**FEATURED STORY**

**FEATURED ARTICLE HEADLINE**

By Kent Ward

Intro paragraph for the article. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. consectetur adipiscing elit, sed do eiusmod tempor incididunt.

**FEATURED ARTICLES**

- KICKER** Article title long content description lorem ipsum
- KICKER** Article title long content description lorem ipsum
- KICKER** Article title long content description lorem ipsum

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# EDITORIAL COMPONENT SYSTEM

Q4 2021

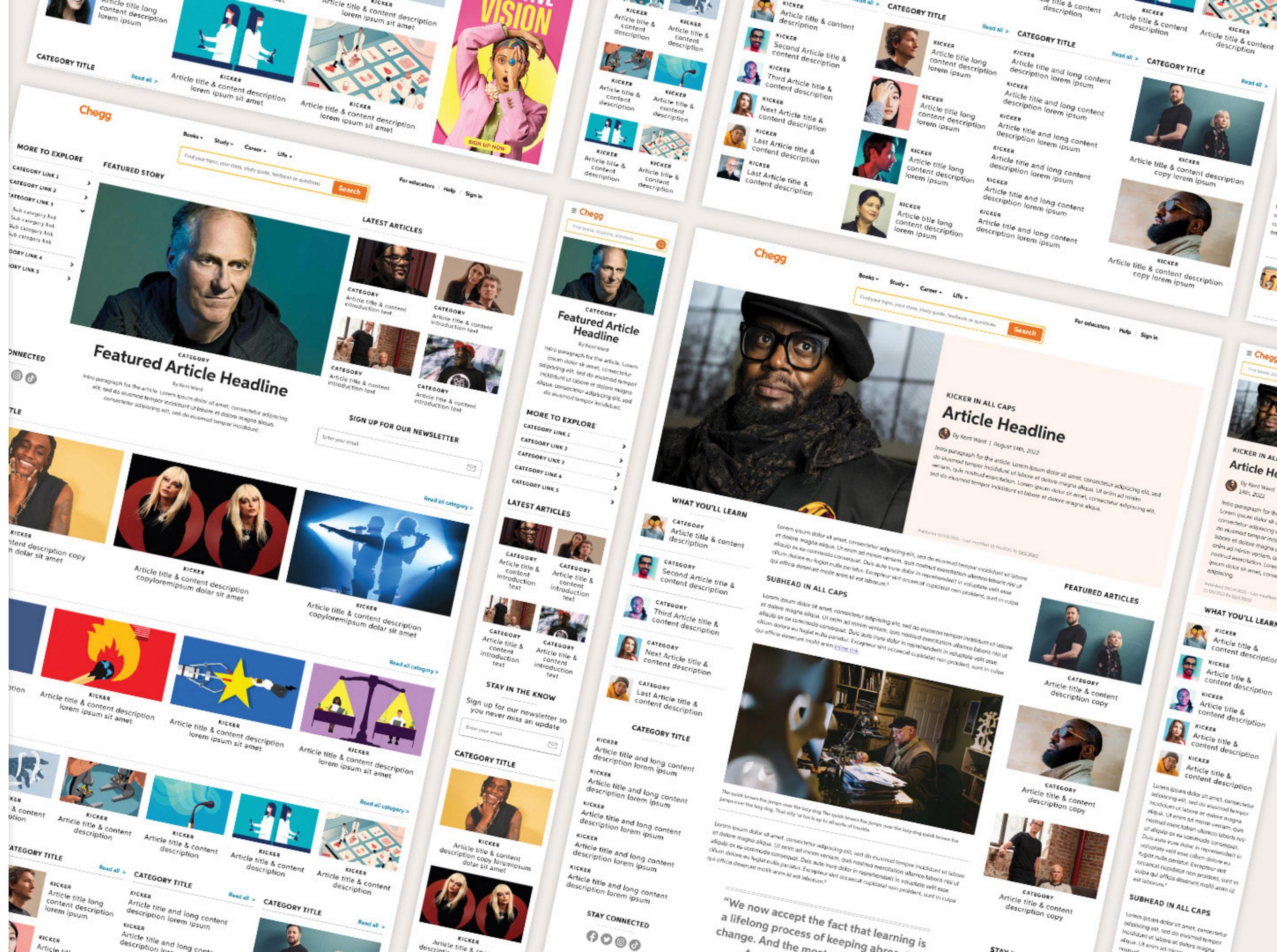
# EDITORIAL COMPONENTS

## PROJECT OVERVIEW:

In mid 2021 Chegg stood up a CMS and DAM with the goal of allowing individual departments to publish content on the site without the need for additional engineering support. There were a set of components developed for the rebrand effort that allowed Marketing to publish landing pages and iterations for testing, but these components did not support long-form content well, nor did they solve the need for organizing families of content. Chegg needed a system that would allow our editorial teams to launch blogs, our sales teams to publish and organize articles, SEO to publish thousands of pieces of search optimized content, and our Investor Relations group to make important information available to external parties.

## MY ROLE:

Once the rebrand launched, I personally took this challenge on. I was given a wide degree of latitude to find and implement a solution that would solve the most critical business needs for the widest group of users. From research to requirements gathering, design to engineering turn-over, this project was my primary focus for Q4 2021.



# EDITORIAL COMPONENTS

## STEP 1 - GATHER INSPO:

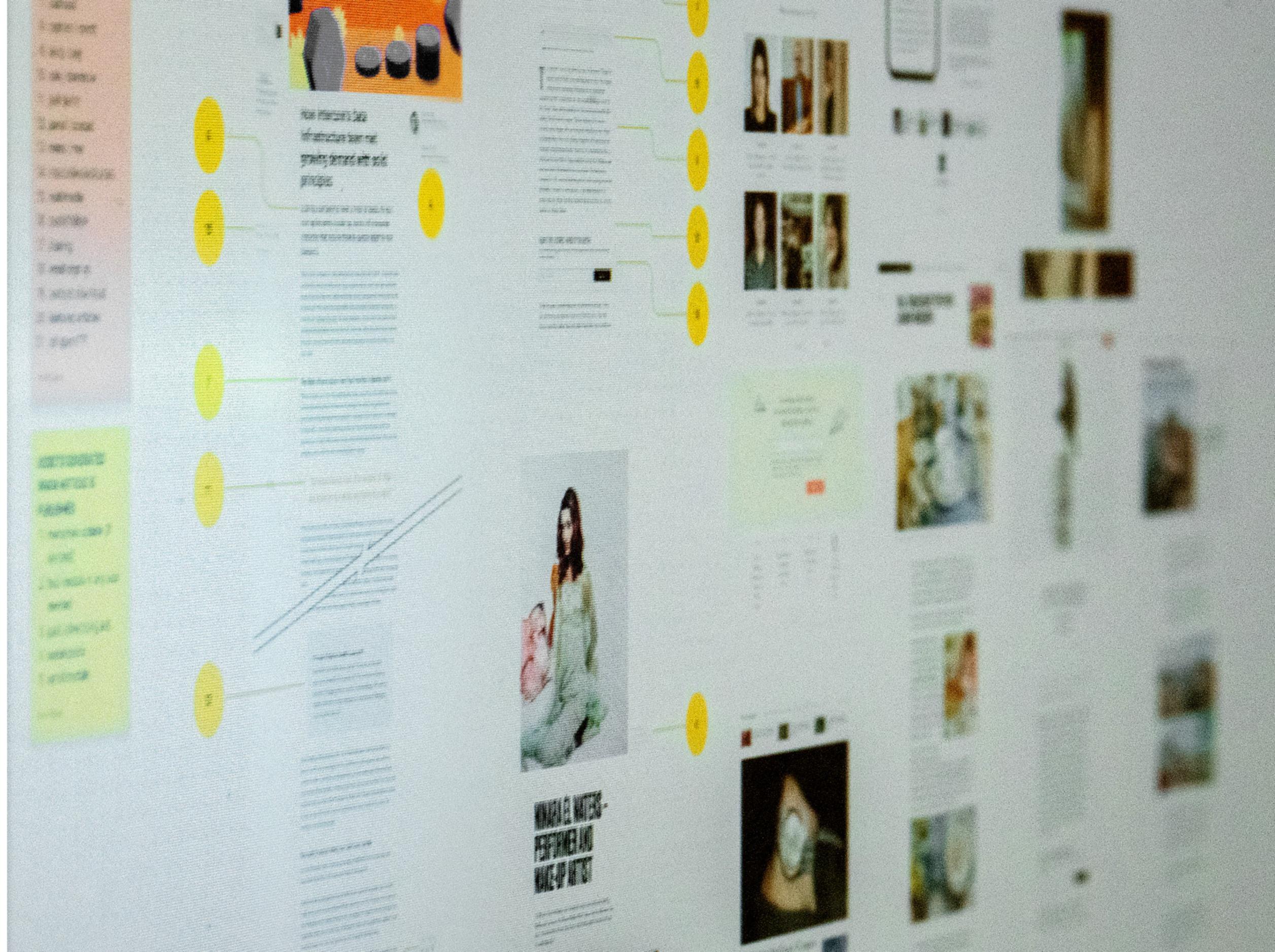
Before digging into design or even meeting with stakeholders I assembled inspiration boards of best-in-class blog examples. I separated these into groups according to their density of content and used the boards to develop consistent terminology and a list of mandatory design elements for the project.

## STEP 2 - REQUIREMENTS:

The inspiration boards were an important tool for sharing the vision as I met with key stakeholders. I worked closely with SEO and Engineering as they had just completed an audit of our existing long-form content and had a list of requirements prepared. I consulted with our UXR team to address existing user pain points with our new designs, and worked closely with 2 different business units to make sure all of their needs would be met.

## STEP 3 - VISION PAGES:

With requirements in hand I began designing the vision pages for individual articles and content hubs with a focus on building a modular and flexible responsive system that would afford users limitless design possibilities.



# EDITORIAL COMPONENTS

## STEP 4 - COMPONENT DESIGN:

After gaining alignment with the stakeholders I began designing the different break points for our components. The set consisted of row components that established the page structure and defined stacking behavior for smaller widths, and content components with all required options identified. I took an atomic design approach and used Figma's new auto-layout features which eliminated the need for producing detailed redlines for Engineering.

The files have been signed off by Engineering and are currently undergoing scoping and prioritization for development in Q1 2022.

### Primary Module Option #1 - 3/6/3

This is the default configuration. The 6 column section displays a Featured Article component and the two side rails can be populated with Article Menu components and Side Rail Components. If Side Rail Components are inserted after Article Menu components the Side Rail Components should be bottom aligned to the row. Each column should begin with one of the three TitleHead components.

Components stack in order in M & S.

### Primary Module Option #2 - 2/6/4

The 2/6/4 option should only be used when an Expandable Menu is required. The Expandable Menu is to be inserted into the 2 column rail. The 6 column section displays a Featured Article and the 4 column rail can hold a 4 Up or 6 Up Article Row. If a 4 Up is used a Side Rail Component may be added. The Side Rail Component should be bottom aligned to the row. Each column should begin with one of the three TitleHead components.

Components stack in order in M & S.

### Primary Module Option #3 - 6/6

The 6/6 configuration may house 2 Features Article Components side-by-side or a Featured Article Component on the left and a 4 Up or 6 Up Article Row. If a 4 Up is used a Side Rail Component may be added. The Side Rail Component should be bottom aligned to the row. Each column should begin with one of the three TitleHead components.

Components stack in order in M & S.

### HR

Horizontal Rules should be available as section dividers with 24px verticle margins. By default an HR should be inserted below the primary module in hubs. !! - NOTE: Can we have an option to hide in mobile?

### 12 Column Row (same as in Article Template)

Multiple 12 Column Rows may be stacked on top of each other, each holding different configurations of the Article Row Components in order to create the desired layout. Each row should begin with one of the three TitleHead options.

### 3/3/3/3 Column Row (same as in Article Template)

3/3/3/3 Column Rows may be added. Each row may contain Article Menus or Side Rail Components. When scaling down to M & S the columns stack in order.

### 3/6/3 Column Row (same as in Article Template)

The two side rails can be populated with Article Menus, Side Rail Components, or ads. The center column may be populated with 4 Up or 6 Up Article Rows as desired or Article Body Content components where appropriate (for example, to display a video). When scaling down to M & S the columns should stack in order.

### !! - NOTE:

The default stack on mobile should be #1, #2, #3. Can we have an option that allows us to stack #2, #1, #3 on Mobile?

### !! - NOTE:

The smallest width a 3 Column Side Rail can reach before hitting the M break point is 121px - If our ad placements are not responsive then a 120px X 600px ad is the only safe ad size for this placement. ENG - Can we make these placements responsive to accept 300x600, 160x600, and 120x600 ads scaling them down as needed?

### 12 Column Row

By default all articles should start with a 12 Column Row populated with an Article Head component

### 3/6/3 Column Row

By default the body of the article should consist of a 3/6/3 Column Row. The two side rails can be populated with Article Menus, Side Rail Components, or ads. If Side Rail Components are inserted after Article Menus they should be bottom aligned to the row. When scaling down to M & S the columns should stack in order. The 3 column cells should have an option to add an additional 24px of padding against the edge facing teh 6 column row.

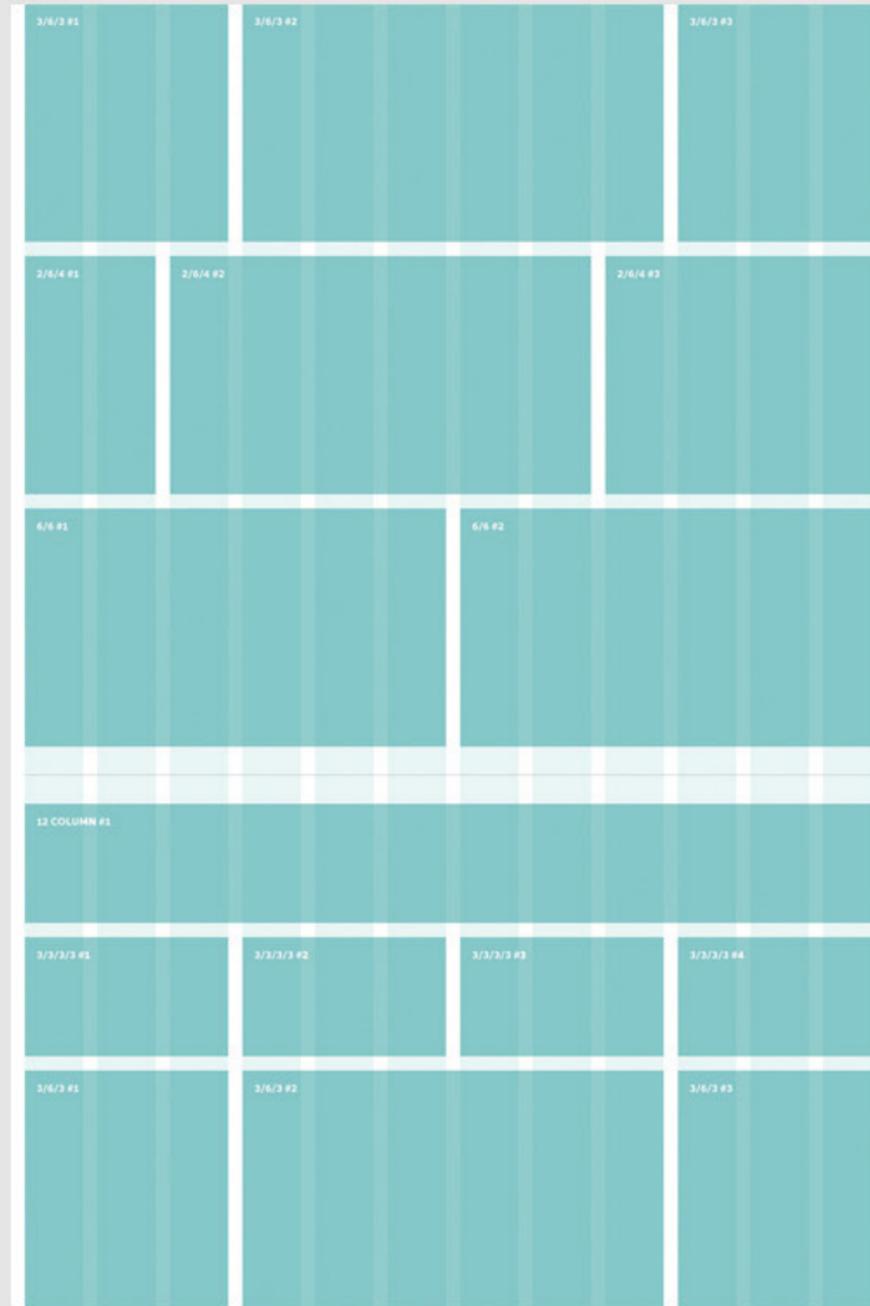
### !! - NOTE:

The default stack on mobile should be #1, #2, #3. Can we have an option that allows us to stack #2, #1, #3 on Mobile?

!! - NOTE: The left rail should be populated as sparsely as possible given that the contents of this rail will display between the Article Head and the Article Body Content in M & S.

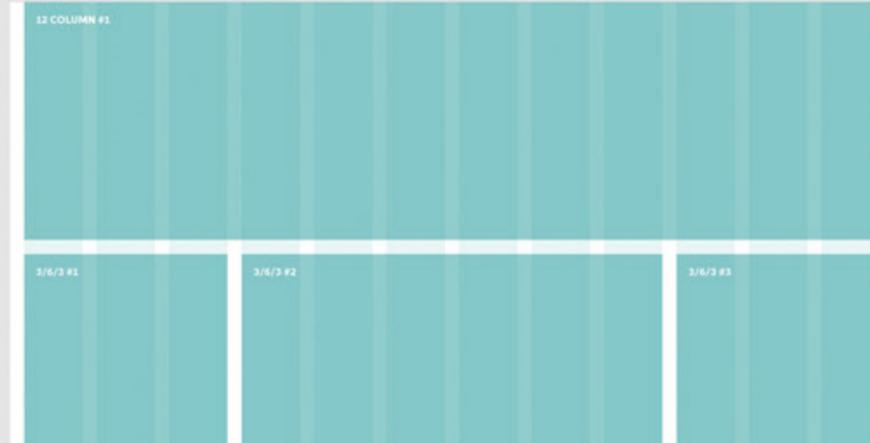
!! - NOTE: The smallest width a 3 Column Side Rail can reach before hitting the M break point is 121px - If our ad placements are not responsive then a 120px X

XL-1440



1488 x 2192

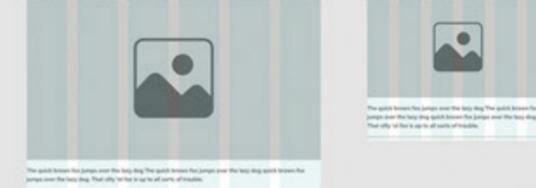
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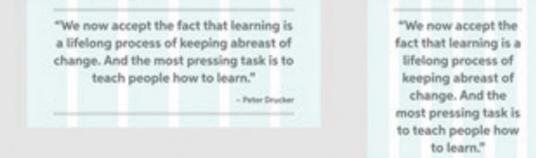
M-900



M-900



M-900



M-900



M-900



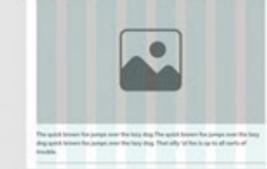
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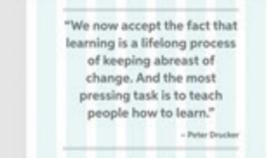
S-320



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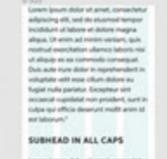
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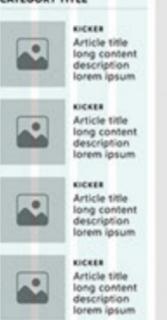
S-320



S-320



S-320



S-320





**PERSONAL PROJECTS**  
PANDEMIC EXPERIMENTS

## PERSONAL PROJECTS

### CRISISWEAR COLLABORATION:

Crisiswear is a small clothing company out of the Midwest designing and producing high-quality clothing with a strong cyberpunk aesthetic. I partnered with Crisiswear to shoot a series of images for their social feeds and for print advertising.

The question was, how do I create a rich cyberpunk environment during lock down when I only have access to my small garage for a studio?

For this shoot I pulled out all the stops (I mean, what else was I going to do during quarantine?). I built a modular 5-piece set out of 2X2s and chipboard that could be set up in different configurations. I built custom set pieces like the goggles, mask, and the beverage containers strewn about like trash. I even tailored my custom BMW R1150R build to go with a hard-core Mad Max theme (okay, admittedly I was going to do that anyway).

Not only was this project a ton of fun, but Crisiswear was able to attribute a spike in sales to the new creative. Beyond that, it laid the groundwork for my next big challenge. How else could I push the boundaries of my limited space?



## PERSONAL PROJECTS

### POP! 3D RENDER + PHOTO BLENDING:

After the Crisiswear project I was stuck on the idea of doing more with less. What would happen if, instead of building sets physically, I created them in 3D? So long as I matched the camera settings, studio layout, and lighting between my 3D render and the actual shot, they should blend seamlessly.

I dusted off my antiquated 3D modeling skills and got to work in Blender. I did a quick proof of concept and decided that the idea had enough merit to pursue.



## PERSONAL PROJECTS

### POP! 3D RENDER + PHOTO BLENDING:

I pulled a small team of friends together and we shot POP! A playful, color-drenched photo set that gave each of us a chance to explore some fun ideas in each of our disciplines.

The most eye-opening part of this project was realizing the power of building out the backgrounds after we chose our selects. This gave me the ability to tailor the background to the existing photo which provided a great deal of control over the final product.

Thank you for taking the time to view my portfolio. For more information or to find out what weird project I'm currently obsessed with, visit my personal website at:  
[www.kentwardcreative.com](http://www.kentwardcreative.com)  
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