

**CREATIVE
PORTFOLIO**

CHARITY KIRK

Designer | Developer

EXPERIENCE

EDUCATION

2018

MASTER OF INDUSTRIAL DESIGN

NORTH CAROLINA STATE UNIVERSITY

- +Created sketches, mock-ups, wireframes, digital renderings, and prototypes of designs.
- +Expanded my design skills in both 2D and 3D design via a wide variety of design classes.
- +Developed complex product concepts based on in-depth qualitative and quantitative research.
- +Led and collaborated with cross-functional teams that included: designers, developers, engineers, MBAs, doctors, and scientists. Teams researched and developed plans for both software applications and physical products.

B.A. DANCE & PERFORMANCE STUDIES

UNIVERSITY OF CALIFORNIA, BERKELEY

EXPERIENCE

2006-NOW

FREELANCE DESIGN & WEB DEVELOPER

SELF-EMPLOYED / PURPLE PERSIMMON

- +Develop and/or design websites for clients aiming to accomplish big things.
- +I always provide a baseline of the following, but can dive deeper as needed: content strategy, UX/UI, web accessibility testing, SEO and analytics services.

2011-2017

SENIOR FRONT END WEB DEVELOPER

WEBVANTA / XFIVE

- +Managed complex website projects through the full development cycle from specification, development, Q&A, and launch to long term support.
- +Collaborated with clients, designers, and developers creating plans and managing expectations.
- +Strategized and designed UX and UI feature request updates within brand.

2007-2012

OWNER AND MANAGER

WEST COUNTY REVOLUTION BIKE SHOP

- +Managed store, staff, and purchasing.
- +Designed displays and various brand products.

2005-2011

PROJECT MANAGER, DRAFTER, RENDERER

IBIS BUILDS, SEBASTOPOL, CA

- +CAD drafter / 3D renderer / model builder.
- +Managed LEED Green Building certification.

SKILLS

WEB

HTML / CSS / PHP
JavaScript / React
Wordpress
Various SaaS Platforms
Various eCommerce Systems
Wireframing
Content Strategy
SEO / Analytics
Figuring Stuff Out

ADOBE

Illustrator
Adobe XD
InDesign
Photoshop
Acrobat
After Effects (some)

OTHER SOFTWARE

Figma (some)
Sketch (some)
Various Project Tools
PowerPoint / Keynote
Solidworks
Keyshot
VectorWorks

USER RESEARCH

Research Plans
Interviews
Surveys
Personas
Behavior Mapping
Usability Testing
A/B Testing

OTHER SKILLS

Ideation
Physical Prototyping
Lighting Design

CONTACT

PHONE

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EMAIL

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ADDRESS

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Chapel Hill, NC 27516

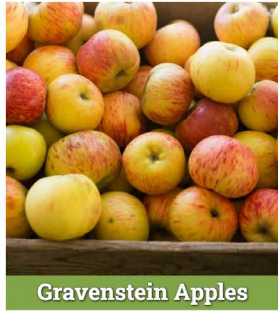
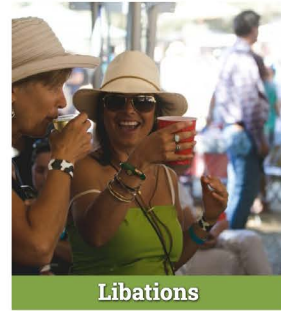
WEBSITES



Thanks for coming to the Gravenstein Apple Fair!

Thank you for joining Sonoma County Farm Trails in celebrating the return of "the sweetest fair in Sonoma County" on Saturday & Sunday, August 13 & 14, 2022, at Ragle Ranch Regional Park. We hope you enjoyed the live music, all things Gravenstein, local food, art & crafts, activities for kids, farm demonstrations, craft cider, craft beer, wine, and VIP Lounge. We'll see you in 2023 for our 50th anniversary!

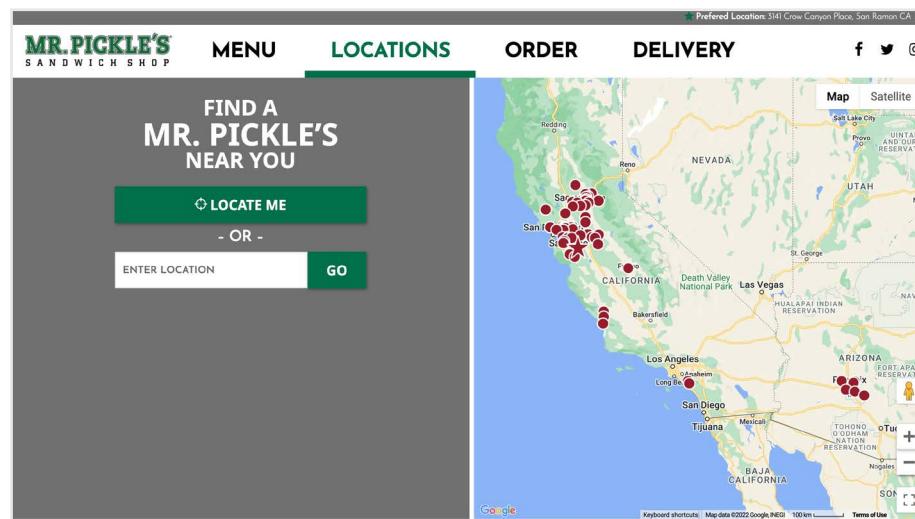
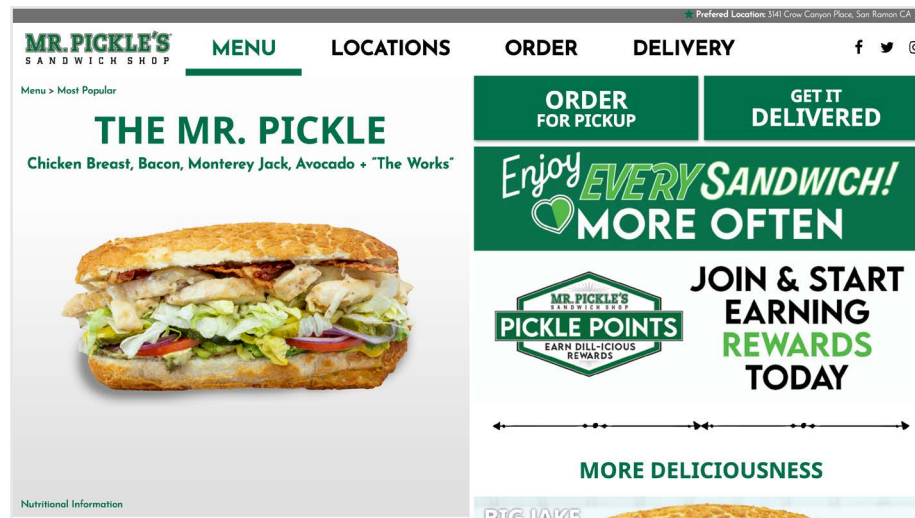
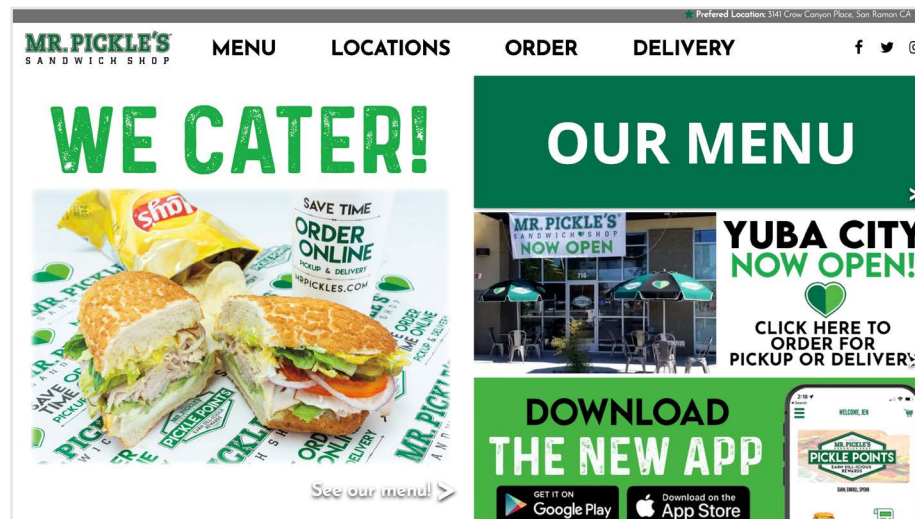
Join Us



GRAVENSTEIN APPLE FAIR

gravensteinapplefair.com

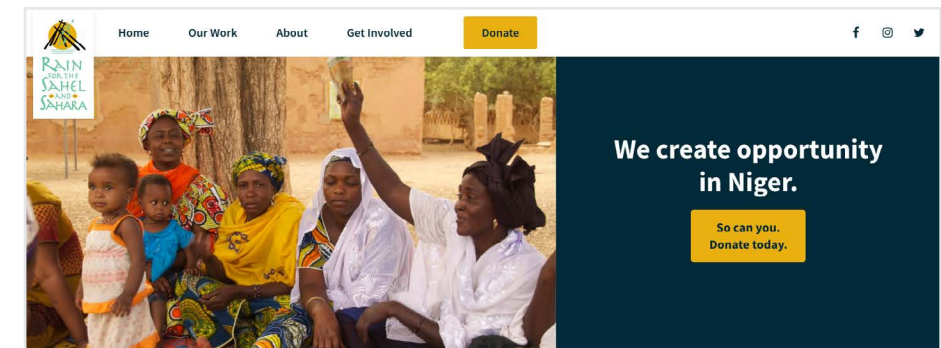
Updated and modernized Wordpress website to better organize and showcase fair activities and vendors. Fully responsive.



MR. PICKLE'S SANDWICH SHOP

www.mrpickles.com

Redesigned and modernized website in conjunction with company's marketing and design director. Fully responsive.



"It's my second year as School Director and I've struggled with community involvement. RAIN's mentors are a pleasant surprise as most parents in rural areas rarely visit the school or discuss students' progress."



The after school classes have helped so much. When the official school day ends and RAIN's program begins, I feel like I can really teach what I need to."

-Souleyman Hamani, Betarmatas Elementary School Director

We partner with rural and nomadic communities in Niger.



[Learn About Where We Work](#)

In 2019, We Reached

11,000 Nigeriens
accessed safe water and nutritious food

228 Women
earned their own income

564 Students
attended elementary or middle school



Issoufou Succeeds Against the Odds

Issoufou's family lives far from school. His village, Tchilizdag, has a struggling elementary school with rapid staff turnover and poor

RAIN FOR THE SAHEL AND SAHARA

rain4sahara.org

Redesigned and modernized website to focus on non-profit's work. Fully responsive.

CONNECTED COMMUNITIES INC
SERVING YOUTH AND FAMILIES IN WINCHESTER, VA AND SURROUNDING AREAS

OUR SERVICES

- SUPPORT GROUPS**
Our support groups provide youth and families with a network of individuals working on similar goals through the sharing of similar experiences and outcomes.
- MENTORING & SUPPORT**
Our Community Based Programs help youth and families work through a variety of barriers through therapeutic evidence-based programming.
- PROFESSIONAL COUNSELING**
Our professional counseling provides individuals, couples and families from all backgrounds support and tools to deal with challenging situations.

OUR GOAL

We strive to create and support meaningful relationships for children, adolescents, and their families based on their own goals and values.

We help guide them through everyday life situations that include traumatic experiences, relationship difficulties and lack of a support systems.

NEWS & EVENTS

Connected Communities Inc. is seeking a full or part-time Community Based Services Support Specialist. CBS Support Specialists provide one-to-one, strength-based support to children, adolescents, and transition-age youth who have behavioral challenges. CBS Support Specialists work in community settings and maintain a treatment relationship with the youth during the time the service is in place.

CONNECTED COMMUNITIES

www.cciwinchester.com

Redesigned Squarespace website to match new marketing materials. Reorganized website to clarify services and help users understand service options. Fully responsive.

The Embodied Recovery Institute
Experiential Training for Mental Health and Wellness Professionals
Attachment-based
Trauma-informed
Somatically integrative

Embodied Recovery Institute
3-Tier Educational Program

- Tier 1 Foundations**
- Tier 2 Clinical Applications**
- Tier 3 Proficiency**

Tier 1 Courses Foundations

Course offerings in Tier 1 introduce foundational concepts, theoretical models, therapeutic maps and skills for bottom-up support of recovery from mental illness. Through both didactic and experiential learning experience, participants build a new lens through which to view their clients, themselves and the therapeutic process of change. This lens includes application of Polyvagal Theory, mechanisms for physiological and emotional regulation, principles of attachment, defense and trauma, and an understanding of our sensorimotor system. Tier 1 courses are only the beginning. Clinical and programmatic implementation of this approach is addressed in Tier 2 and Tier 3 courses and in ongoing consultation with ERI faculty.

Current Course Offerings

- Introduction to Embodied Recovery for Eating Disorders IN-PERSON > [Learn More](#)
- Introduction to Embodied Recovery for Eating Disorders ONLINE > [Learn More](#)

Courses In Development

- Fundamental Skills for Working with the Body in Mental Health Settings > [Learn More](#)

Tier 2 Courses Clinical Applications

Course offerings in Tier 2 explore clinical applications of foundational concepts, theoretical models, therapeutic maps and skills introduced in Tier 1 courses. Consistent with the material being taught, the learning process combines top-down and bottom-up learning. In this way, the first "client" is the provider. Tier 2 course offerings invite participants to engage in an immersive exploration of experiences that enhance and inhibit embodiment and the corresponding impact on relational, emotional, mental and spiritual health. Tier 2 courses provide specific examples of interventions to use with clients to influence mental and physical health.

EMBODIED RECOVERY INSTITUTE

embodiedrecovery.org

Updated and added to existing design as the site moved to Wordpress. Designed course information UX (offerings increased from 3 course to 10+). Developed online course registration and payment flow. Fully responsive.

Ellen Chetwynd, PhD MPH BSN IBCLC
Lactation Consultant (919) 438-2293 [Make An Appointment](#)

Teaching Babies to Nurse

Breastfeeding support at the intersection of lactation consulting and infant body dynamics

"We came to you scared and confused, and we left feeling optimistic and relieved. We wanted to tell the world about you, but also really just wanted you to ourselves when we really needed you."
-Mother of Baby Lily
[Read More Testimonials](#)

+Working Together To Treat Breastfeeding Problems

When breast/chestfeeding is causing problems, you need support. I am a lactation consultant with years of experience helping women just like you. I'm here for you.

I have developed Teaching Babies to Nurse as a set of advanced lactation assessment and treatment tools. These techniques are founded on the understanding that babies are smart, adaptive and sure of themselves.

In treating breast/chestfeeding problems I combine aspects of lactation consulting with craniosacral therapy so that the baby's whole body is taken into consideration. We will work together to discover why nursing is not going well, and our treatment plan will help you to help your baby think their way to better nursing.

+Meet Ellen

My journey toward Teaching Babies to Nurse began as I tried to puzzle out painful nursing. Those babies who persist in doing something at the breast that is a nursing dysfunction or causes pain despite everything that the standard craft of lactation consulting taught me to do to help them.

The babies seemed to be struggling with physical characteristics too subtle to be ankyloglossia (tight frenulum), torticollis or plagiocephaly, and yet the moms hurt and the babies would not change.

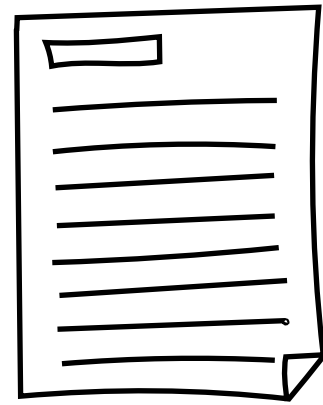
[Read More About Ellen](#)

TEACHING BABIES TO NURSE

www.teachingbabiestonurse.com

New lactation consulting practice website based on modified Wix theme.

DIGITAL DESIGN PROCESS



DRAFT SPECIFICATION

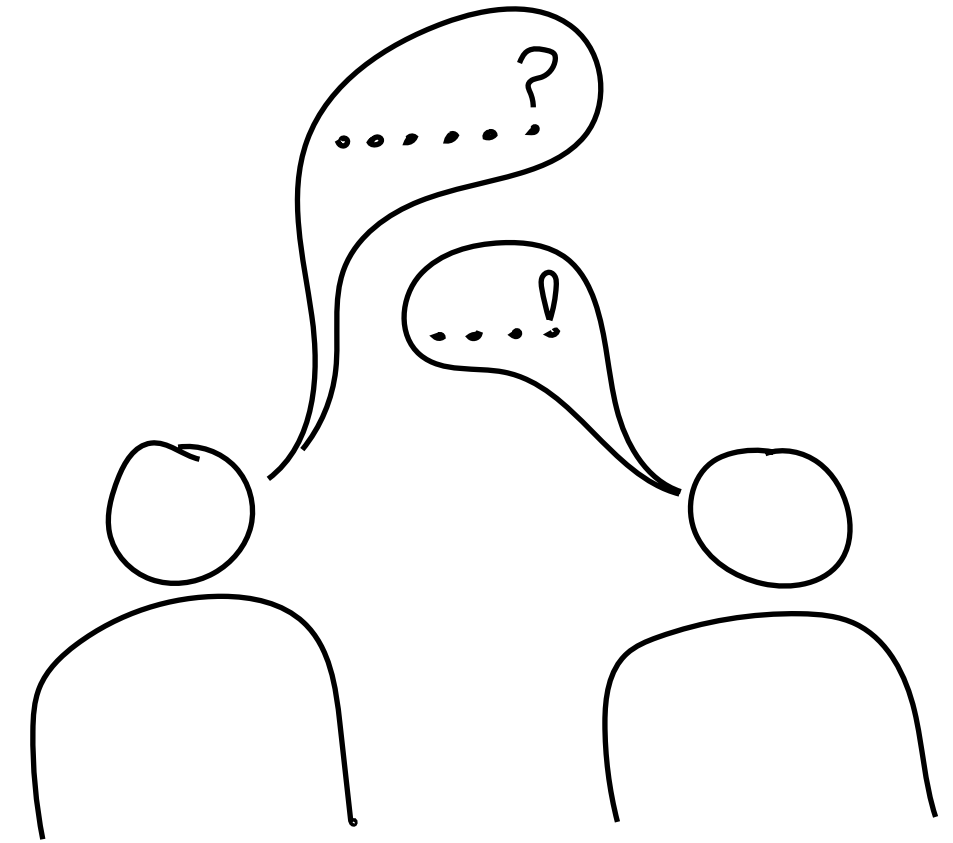


LOW FIDELITY EXPLORATION

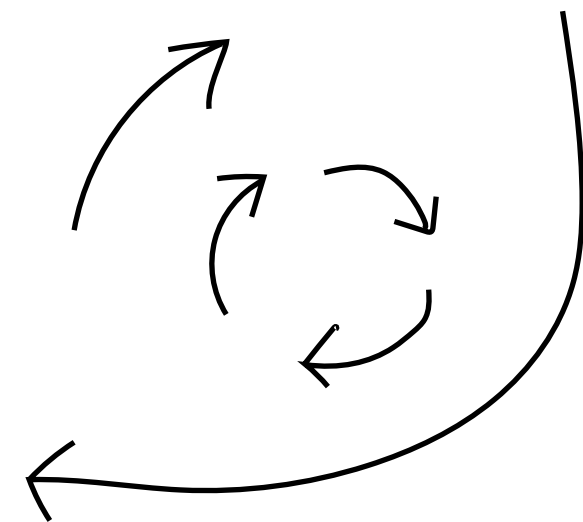
EXAMPLE: SONOMA COUNTY FARM TRAILS SEARCH-ABLE MAP UX AND FUNCTION UPDATE

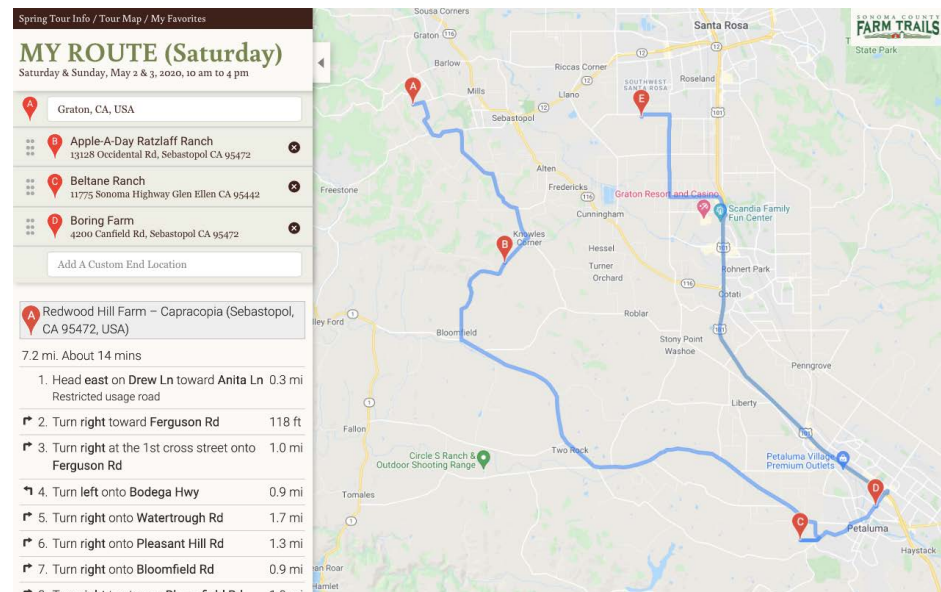
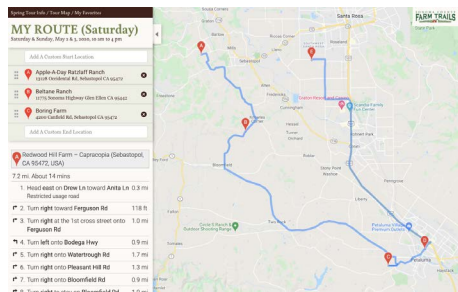
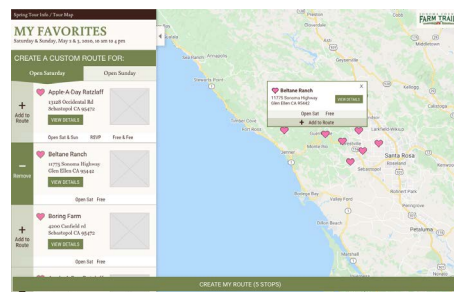
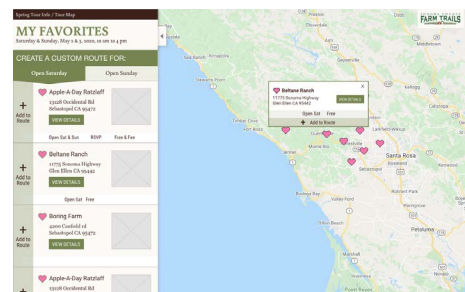
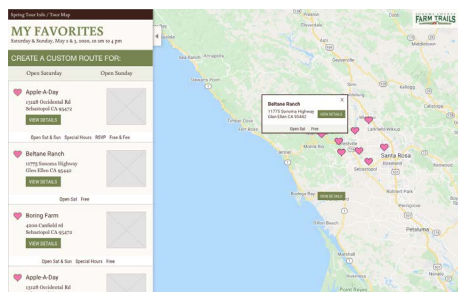
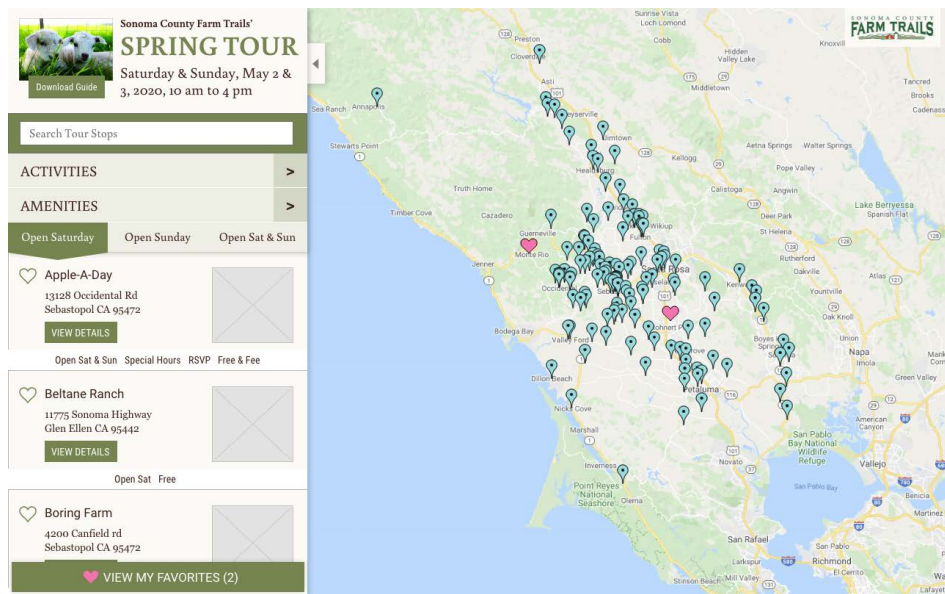
www.farmtrails.org/find-sonoma-grown

Farm Trails had a search-able map that only allowed one criteria/filter to be selected at a single time. I updated the design of the filter feature to be more intuitive and to allow users to select multiple criteria.



USER FEEDBACK



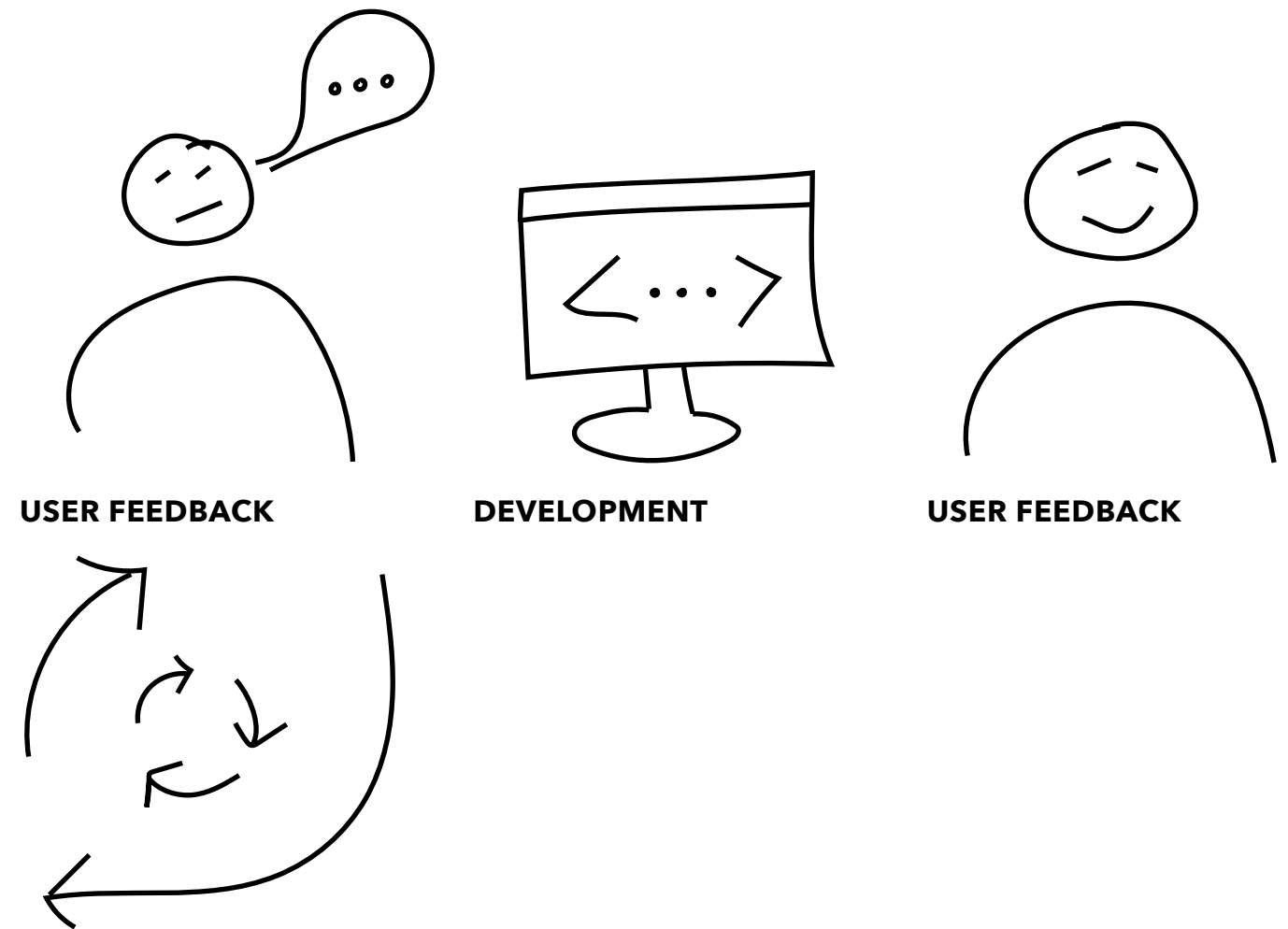


HI FIDELITY MOCK-UPS

EXAMPLE: SONOMA COUNTY FARM TRAILS TOUR MAP

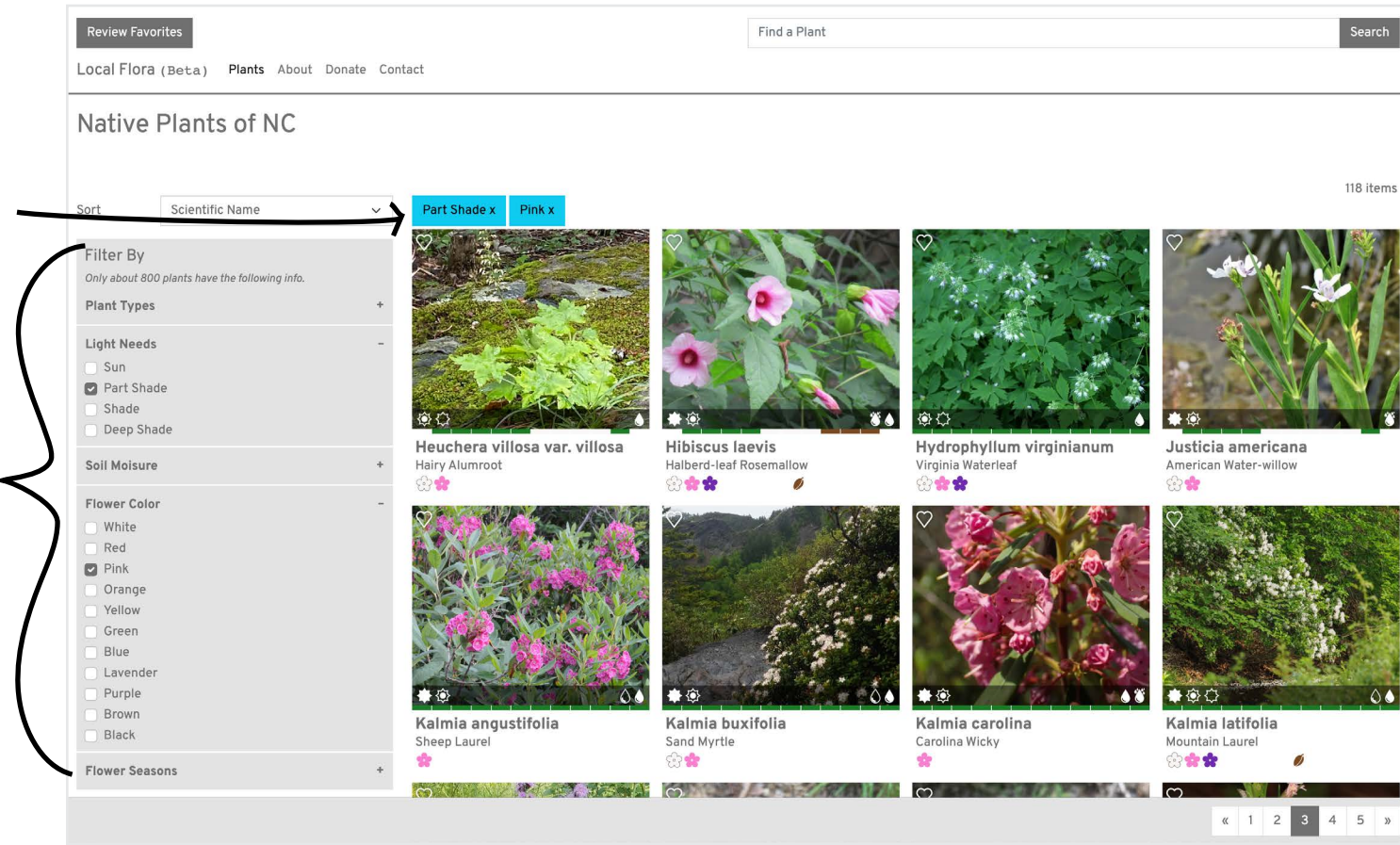
To see this in action, contact me (tours run only a few times a year)

Based on the existing search-able map design, I created a design to allow users to find locations of interest by specific criteria, favorite those locations and then create a custom Google Maps route for their uniquely selected locations.



DUPLICATION OF SELECTED FILTERS HELPS CLARIFY AND REMIND USERS WHERE THEY ARE.

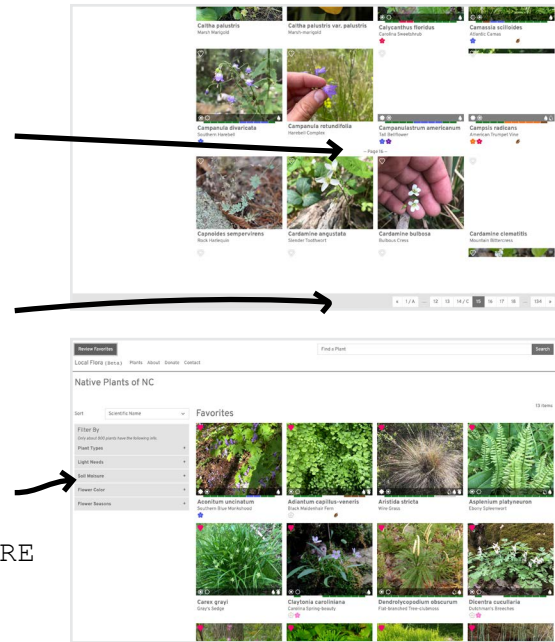
FILTER FEATURE WORKS WITH THE COMMON MENTAL MODELS OF USERS



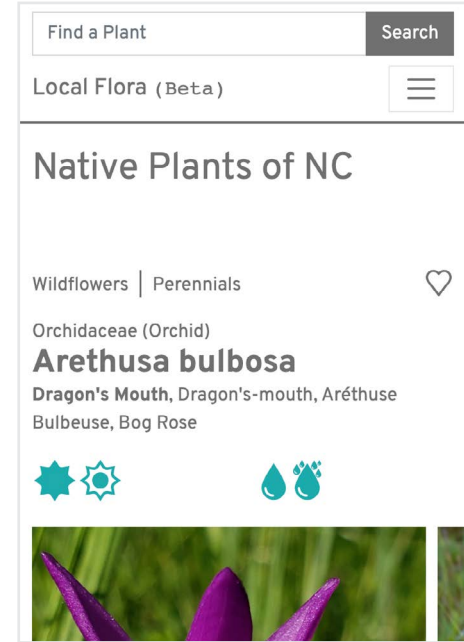
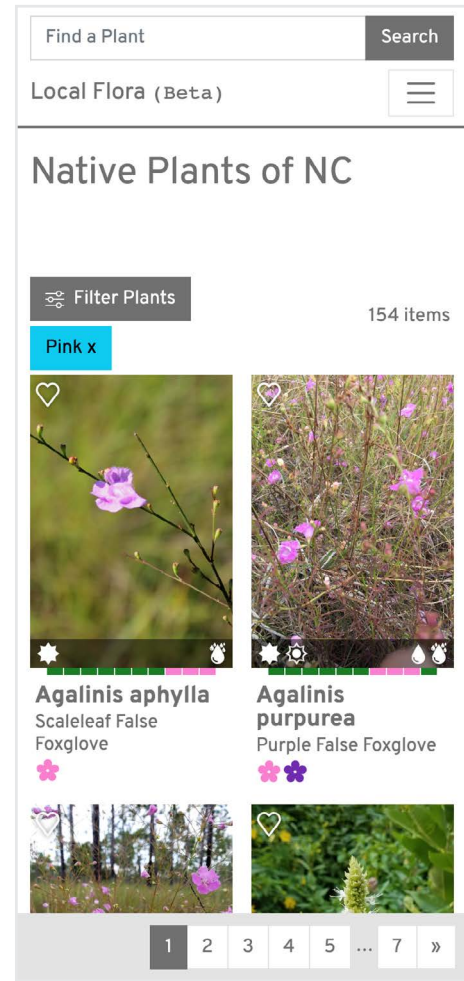
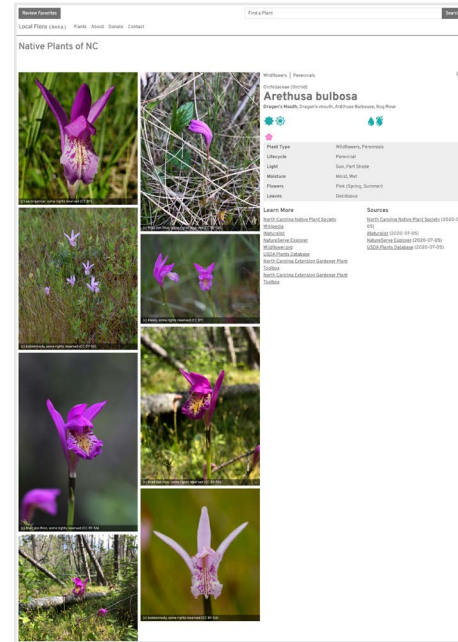
INFINITE SCROLL WITH PAGINATION HELPS USERS NAVIGATE AND ORIENT

PAGINATION INDICATES PLANT GENUS ALPHA CHANGE

FAVORITES AND SEARCH PAGES KEEP SITE FILTER FEATURE



DETAIL PAGE DESIGNED TO EXPAND TO ACCOMMODATE MORE DATA AS AVAILABLE



LIGHT NEEDS



MOISTURE NEEDS

MOBILE OPTIMIZED

All features are available on the mobile website.

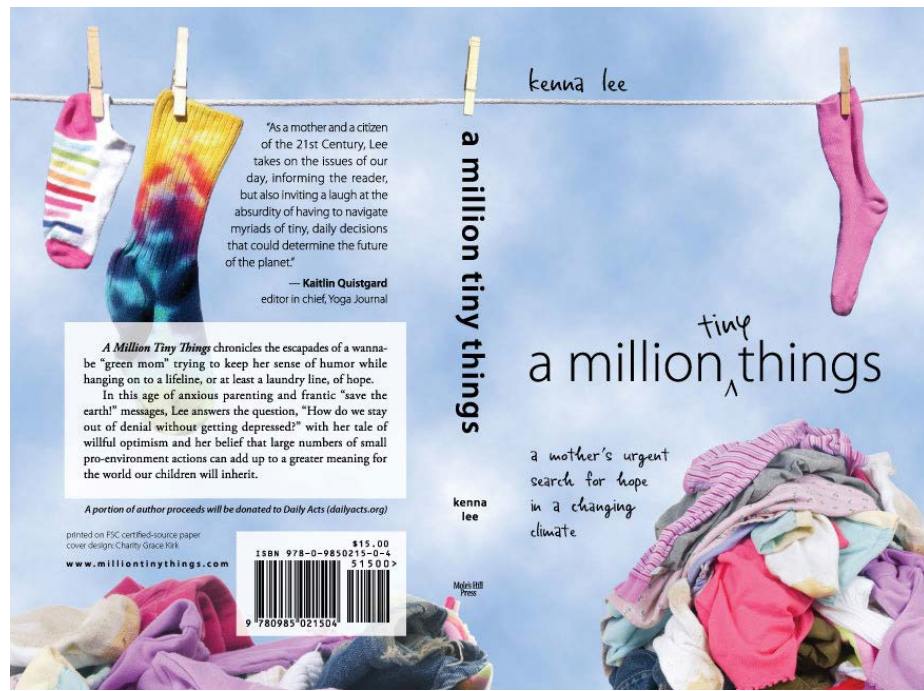
CUSTOM ICONS

Single file custom SVG icons that can be modified via a simple css class.

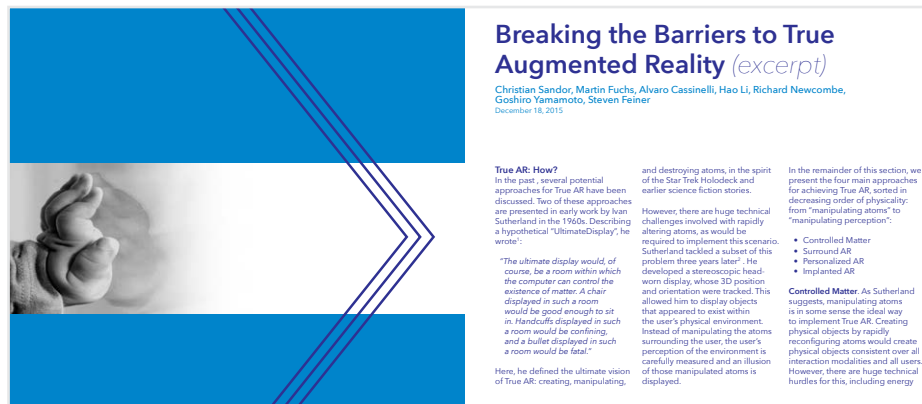
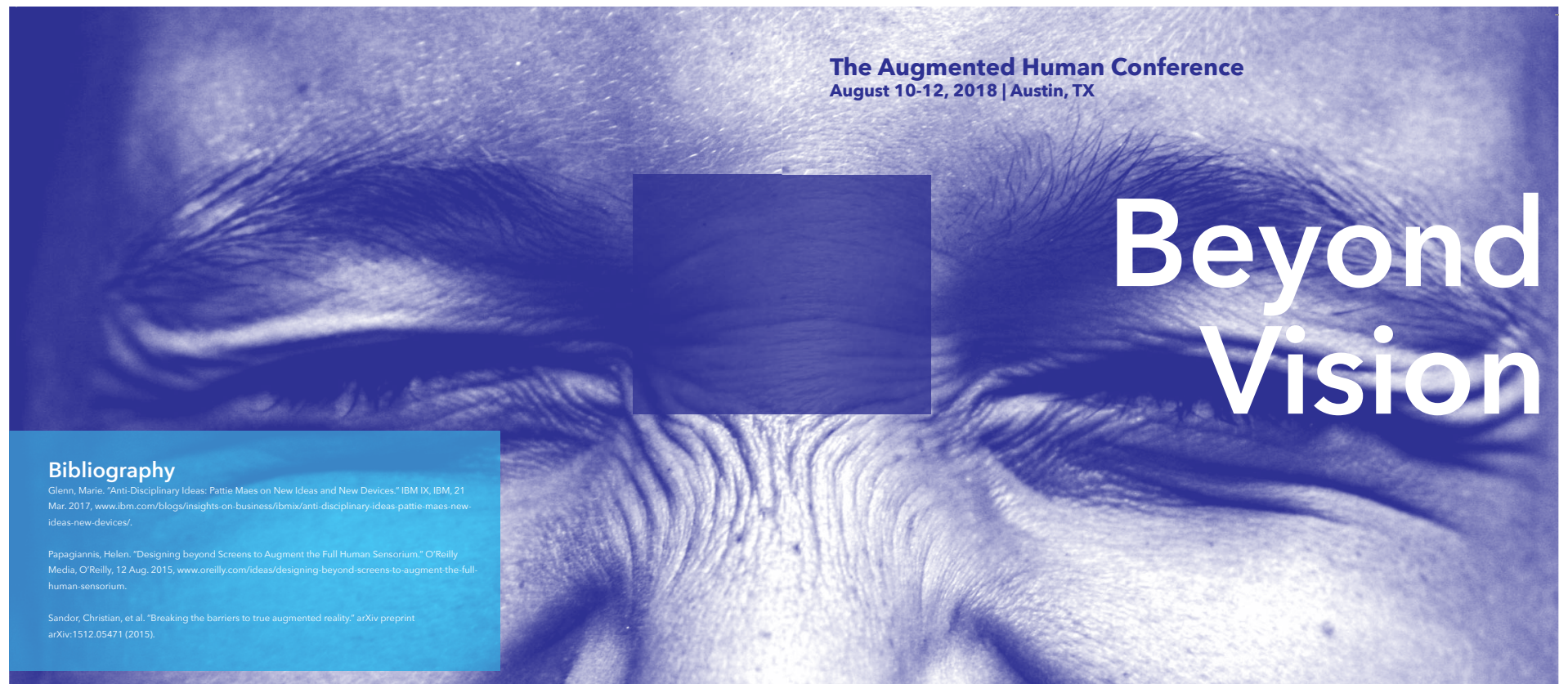
LOCAL FLORA WEBSITE

localflora.info

Search-able and filter-able native plant website emphasizing plant images and providing icons for commonly searched for criteria.

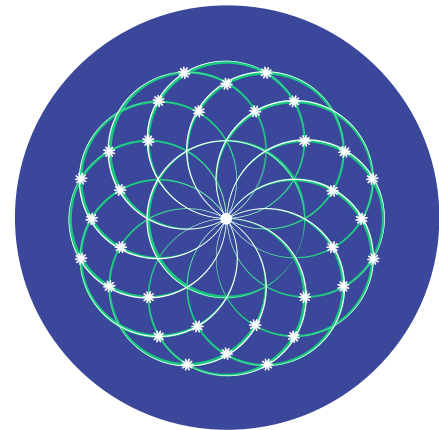


A MILLION TINY THINGS
Book design for self-publishing author.



BEYOND VISION
Conference program design for typography class.





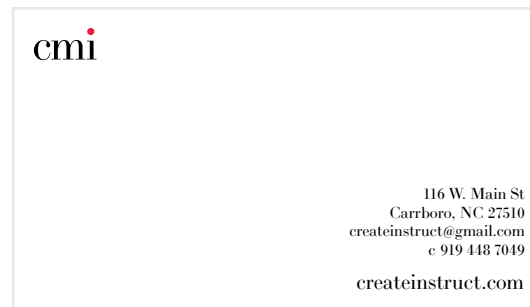
Radiant Health
A Holistic Community Health Center



RADIANT HEALTH

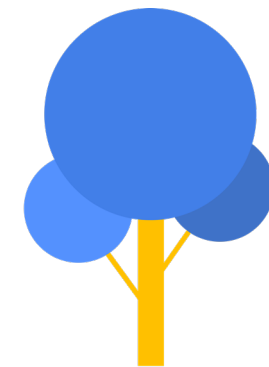
Developed logo and branding for multidisciplinary health center.

creative music instruction

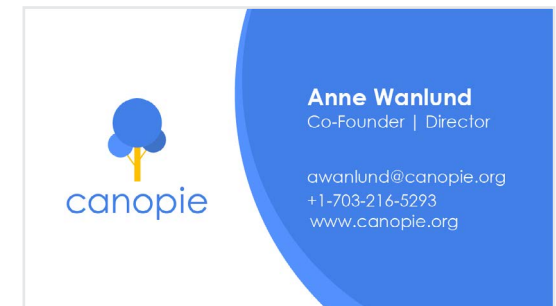


CREATIVE MUSIC INSTRUCTION

Worked with business owner to develop his vision of his brand.



canopie

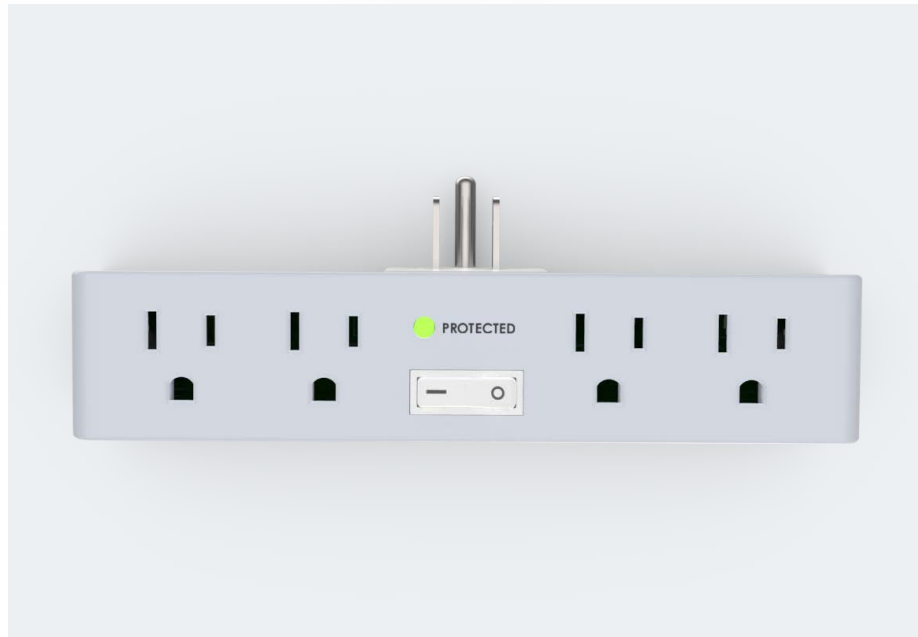


CANOPIE

Developed brand and brand materials for startup based on client's color choices and logo design.

Worked on initial app concept for user testing.

PRODUCT RENDERING



SURGE PROTECTOR

Designed for wall mounted use, this surge protectors allows for easier access when outlets are behind furniture.



VACUUM

Designed to be stored in-view, this vacuum is for small spaces.



PORTABLE SPEAKER

Designed to be seen and made to be mobile.

PROJECTS FOR
SOFTWARE

Various Industrial Design Classes
Solidworks, Keyshot

THANKS

GET IN TOUCH

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