

**Sandy Frank**  
**Writing Portfolio**

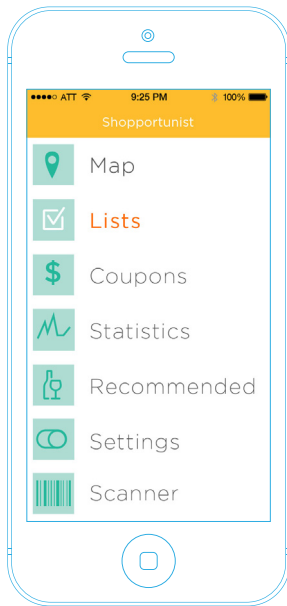
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## UX Design: Shopportunist App Description

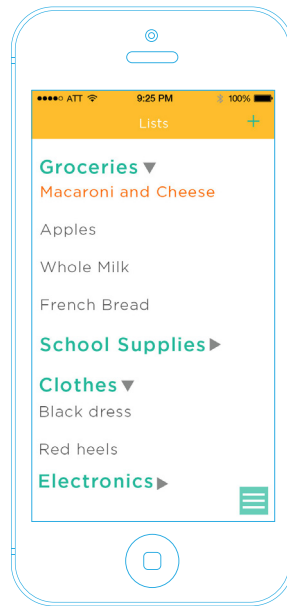
Shopportunist is an application that helps users proficiently shop as they move around their city. After creating shopping lists, the app will alert users when they are near a store that carries a product that is on one of their shopping lists. Shopportunist will also be able to show the user exactly what aisle within the store they can find the item they are looking for and find coupons that the user can use to save money on their purchases.

Opening Menu



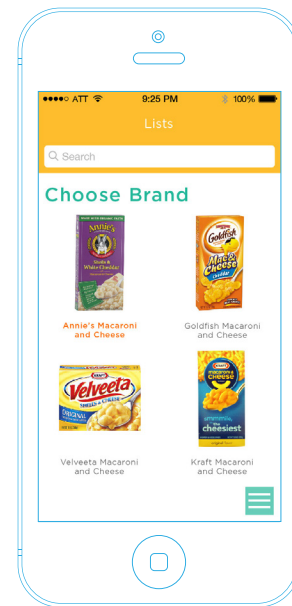
This menu acts as the home screen and will appear when the user first opens the Shopportunist mobile app.

Shopping Lists



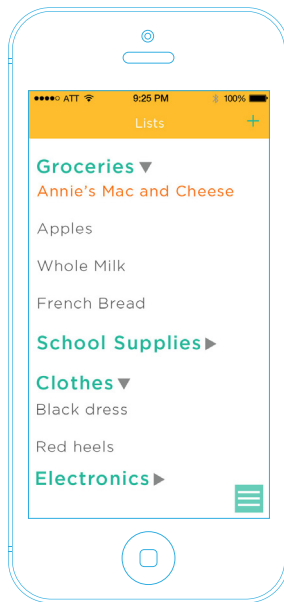
Shopping lists can be created by tapping the plus sign in the upper right corner of the screen. Users can tap on an item to choose what brand they would like to purchase.

Choosing Brand



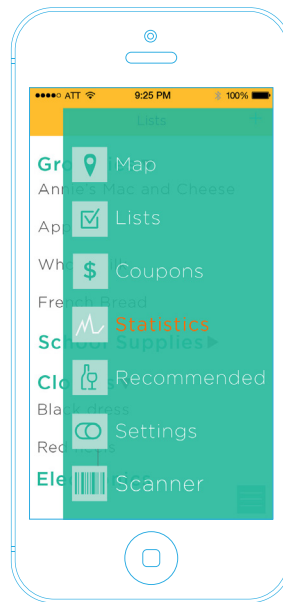
After tapping on an item from their shopping list, the user will be brought to this screen where they can choose what brand they would like Shopportunist to search for.

List with Updated Brand



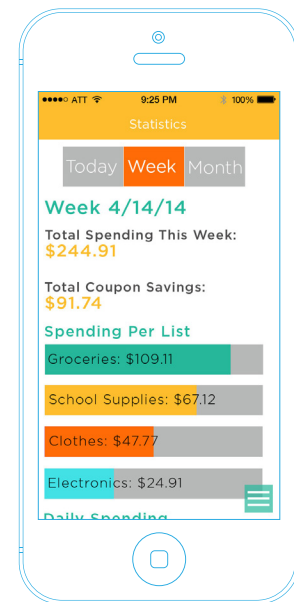
Once a brand is chosen, the shopping list will be updated with the proper name of the item.

Menu from Hamburger Bar



The menu can be accessed by tapping the hamburger bar button that appears in the lower right corner of every screen of the app.

Statistics



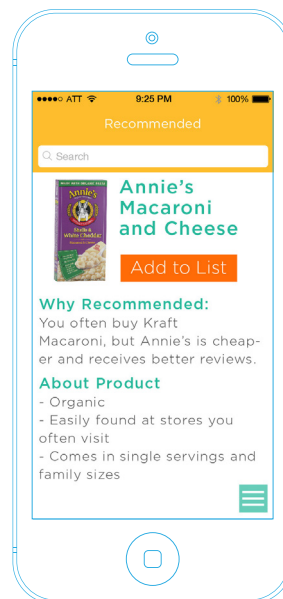
The Statistics section of Shopportunist allows users to track how much they have spent and saved on a daily, weekly and monthly level.

Recommended



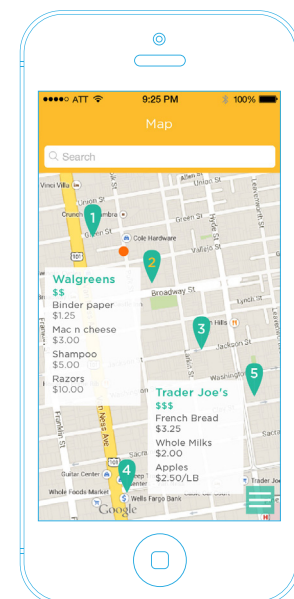
The Recommended section of Shopportunist recommends products for users to buy based on their past purchases and often assists users in saving money by helping them find more affordable products.

Recommended Item Info



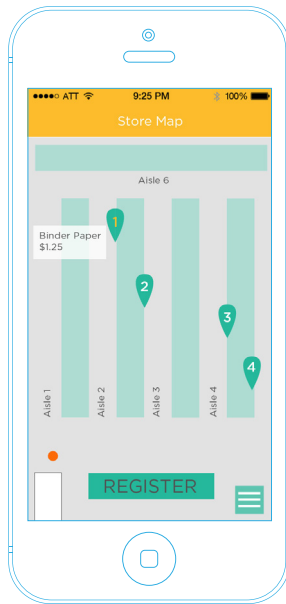
A user can tap on a product within the Recommended section to learn about the product and why it is recommended to them. Users can add products to their shopping list from this screen.

Map



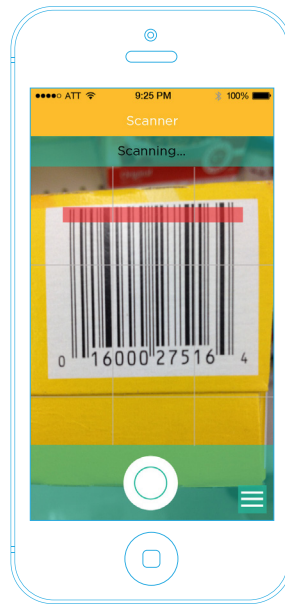
The Maps portion of the app shows users where they can find nearby stores that carry products on their shopping list. Users are able to compare the prices of each store.

Store Map



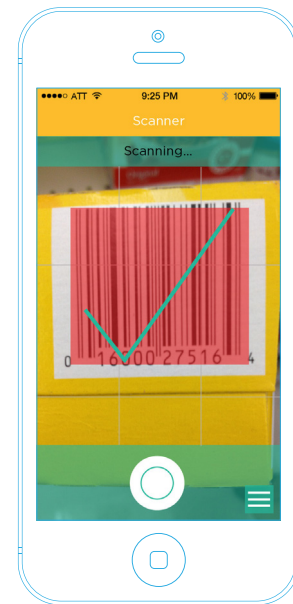
Once a user enters a store, a map of the store will automatically appear and show users where they can find their desired items within the store.

Bar Code Scanner



Once the user finds an item they will buy, they will scan the barcode so Shoppertunist can take the item off of their shopping list and find coupons for that item.

Finished Scanning



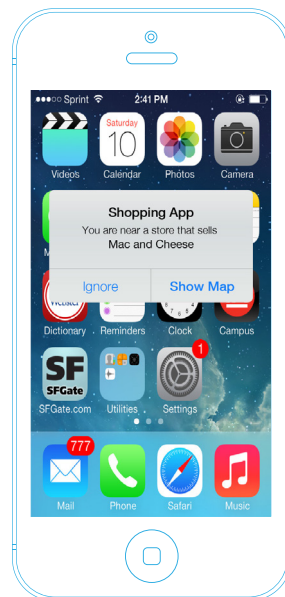
The user will be assured that an item has been successfully scanned when the bar code is completely covered in red and a green check mark appears on the screen.

Coupons



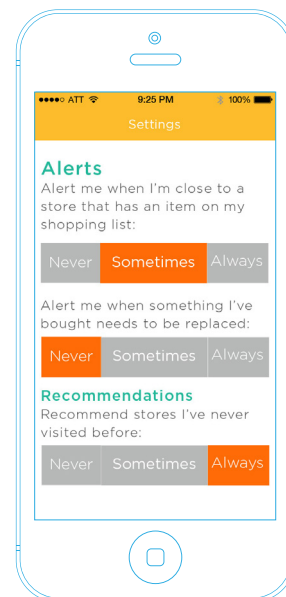
When Shoppertunist detects that the user has reached the register, the Coupons section of the app will automatically appear so the user can have the store's clerk scan the coupon codes on their phone.

Alerts



Shoppertunist will alert users when they are near a store that sells an item on one of their shopping lists as well as when they need to replace an item that has expired, such as milk.

Settings



Within the Settings portion, a user can control how often they are alerted and control the settings for other portions of the app.

**Promotional Piece: Holiday Card Poem for Olio Studio**

It's chilly outside, we've pulled out our warmest sweaters

The days are shorter, and it's fireplace weather

Now that the year is winding down and winter has come

We've been thinking about the past few months and everything we've done

Mice were clicked, spoons were licked

We traveled to and fro

To beautiful farms and New York's Fancy Food Show

Sets were lit, proposals were submit

We edited photos and drew many illustrations

Of chickens, cows, eggs, owls, and yummy temptations in far off destinations

This year at Olio was full of adventure and creativity

So to celebrate, we'd love to share with you this holiday festivity

We've all come together to whisk and to bake

Pavlova, our favorite holiday cake

Thank you to everyone who has helped us grow and brought us much positivity and cheer

We hope you all have a wonderful New Year

To our clients, family, friends, neighbors and everyone in between

See you soon in 2016!

**Website Copy: Summary of Olio Studio's Packaging Designs for Donsuemor Inc.  
and Nuttyness Marzipan**

**Nuttyness Marzipan**

Nuttyness's Kristian Salvesen wanted to bring marzipan, his favorite traditional European dessert, to California, his new home. To make marzipan stand out on American shelves, we gave the Nuttyness brand a bright, modern, and cheerful look. We created abstract patterns and a new geometric modern logo to highlight Nuttyness's imaginative, creative, and playful personality.

**Donsuemor**

For the packaging design of their sable cookies, Donsuemor wanted us to put a modern twist on the company's artisan and traditional look. We paired traditional typography with bright colors and elegant ornamentation to give the cookies a fun and charming package. We photographed the cookies on a dark chic background alongside traditional French pottery to pay homage to the cookies' heritage and to maintain a gourmet look.

**Press Release: College of San Mateo's Family Science and Astronomy Festival  
and Makerspace**

FOR IMMEDIATE RELEASE

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**A Night of Astronomy, Science, and Art for the Whole Family**

**October, 24, 2015 (San Mateo, California)** – The College of San Mateo will be hosting the Family Science and Astronomy Festival and Makerspace on October 24th, from 2:00 to 11:00 PM. This event is free and perfect for families. Stop by the CSM Library, Theater Building 3, and Science Building 36 to learn about astronomy, chemistry, geology, biology, physics and take part in hands-on workshops taught by CSM's faculty and the San Mateo County Astronomical Society. Dr. Patricia Burchat, Professor of Physics at Stanford University, will host a speech on dark matter and dark energy. Darryl Stanford, Professor of Astronomy and Physics, will host planetarium shows every hour on the hour. "My planetarium show will delight children and adults. We might even see a shooting star," exclaims Stanford.

Stop by the CSM Library book sale from 10:00 AM to 6:00 PM to grab great deals on textbooks and literature for all ages. The library will also host a makerspace from 2:00 to 5:30 PM, featuring artists and demonstrations on jewelry-making, button-making, 3D printing, and laser cutting.

Local musician, Dean Drumheller, will host Jazz Under the Stars from 9:00 to 11:00 PM at the CSM Observatory.

Visit [CollegeOfSanMateo.edu](http://CollegeOfSanMateo.edu) to view the event's full detailed schedule.



## **Promotional Material: Brochure for the City of San Mateo**

### ○ Panel 1

#### ▪ Headline

- TRADITIONAL AND CREATIVE DISHES

#### ▪ Body copy

- From high-end restaurants to local food trucks, San Mateo is a foodie's dream. Cuisines from around the world can be found throughout the city due to the diversity of its residents. Japanese food is especially abundant because of San Mateo's close ties to its sister city, Toyonaka, Japan. Our bars and lounges always carry local wines and beers as well as creative cocktails. Delicious sweets can be found in the city's popular dessert cafes and the shops of our specialty confectioners.

### ○ Panel 2

#### ▪ Headline

- NATURE AND RECREATION

#### ▪ Body copy

- Whether you are a hiker, skater, yogi, swimmer, or animal lover, San Mateo has a park or trail for you. Hikers can walk along the sparkling Crystal Springs Reservoir at Sawyer Camp Trail or enjoy views of the San Mateo Bridge along the San Francisco Bay Trail. For the athletes, San Mateo's recreation centers offer pools, skate parks, baseball diamonds, and

basketball, tennis and bocce balls courts. Playgrounds for children and toddlers can easily be found in many of the city's neighborhoods.

- Panel 3

- Headline

- ENTERTAINMENT

- Body copy

- Live jazz and local bands are often found playing in the city's downtown lounges. Large groups can find excitement within the city's bowling alley and rock climbing gym. Drama, laughs, and all kinds of entertainment are enjoyed at the productions of the Hillbarn Theatre, Bayside Performing Arts Center, the stages at Central Park, downtown's Century 12 movie theatre, and the San Mateo Event Center. San Mateo is a wonderful place to cater to all of your entertainment needs.

### **Band Promotional Collateral Copy**

Pepper Spray is made up of four spicy ladies from San Francisco, California. The girls have been playing prominently in the Bay Area for the past five years, opening up for names such as Cherry Glazer and La Luz. After releasing their third album, *Internal Tantrums*, Pepper Spray is about to set off on their first West Coast tour. Reviewers have raved about their “unapologetic feminist lyrics” that are fused with alternative guitar riffs and the occasional doo-wop harmony. Visit [PepperSprayBand.com](http://PepperSprayBand.com) where you can find a free download of their newest single, “Broken Glass and Jelly Beans”.

## **Short Stories, Poetry and Prose**

“Another Boy” is a 26-word story where each word of the story starts with the next letter of the alphabet. So, the first word starts with the letter “A”. The second word starts with the letter “B”. The third word starts with the letter “C”... and so on.

### **“Another Boy”**

Another boy chases down easily fooled girls. He initiates juicy kisses like moonstruck nights ooze passion. Quasi-romantic strokes tingle. Under Victoria’s waist, Xander yanks zippers.

### **“Familiar, But Not Enough”**

A woman sat down next to me in the food court. She looked familiar, and then I suddenly realized where we’ve sat next to each other many times before.

“Hi!” I said.

“Hi,” she said warily. “Um... how do I know you?”

“Um... we had group therapy together,” I said quietly. “At Kaiser.”

“Oh yeah.” Her face went blank and she looked down at her food. “Did you get the Chinese?” she asked.

“Yeah.” I stabbed a piece of eggplant and smiled.

“It’s the only one I eat down here,” she said as she looked down at her food again.

We sat there in silence, realizing we only knew each other’s secrets, and nothing else about our normal lives that we could make small talk about.

### **“The Couple”**

As I watched a couple kissing in front of a Smart and Final, I wondered if their relationship was also smart and final.

### **“Exit and Enter”**

I like watching people exit and enter the Bart train at every stop. I like seeing what kind of characters will be joining me on my ride. Today, the train slowed down, the doors opened, and the third grader inside of me quivered as I watched my elementary school bully walk into the train and sit 10 feet in front of me. After feeling my stare, she shot me a dirty look, but didn't seem to recognize me. Her face was fully pierced, she wore all black and a leather jacket.

As I tried to covertly observe and study her, I became slightly nauseous as my head filled with memories of dreadful recesses. She only stayed on the train for a few stops. When she exited, I noticed a bouquet of pink roses popping out of her bag and I suddenly remembered a moment when she oddly confided in me behind the gym. She found me hiding from her. I was sitting alone pulling the petals off of daisies that I had collected from the playground's lawn. I became nervous as I saw her approach my haven and I was surprised when she quietly sat next to me.

“My grandma is picking me up from school today, so you won't see me on the bus,” she said as she started to deconstruct the flowers along with me. “My mom is sick again. We are going to visit her in the hospital.”

I was happy to hear this. She was relieving me of another bus ride filled with her tormenting. The next year I was ecstatic to find that she had transferred schools.

It took me 13 years and a 20-minute train ride to understand the reality of that moment. I don't remember her having any friends, maybe I was the only kid she could tell that to. Maybe her mom never got better. Maybe that is why she didn't come back the next year. Maybe there was a reason behind her tough demeanor. Maybe there was a reason for her dark clothing and pink roses today.

### **“A Weird Day”**

Today was a weird day that started with going to the symphony with an 82-year old man I had met at the bus stop and ended with getting in the back of an Uber car and telling the driver about everything in my life that worries me.

As we approached my apartment, I told him, “You can drop be off anywhere around here, its up to you.”

“If it were up to me,” he responded, “I’d drive the two of us to Mexico.”