

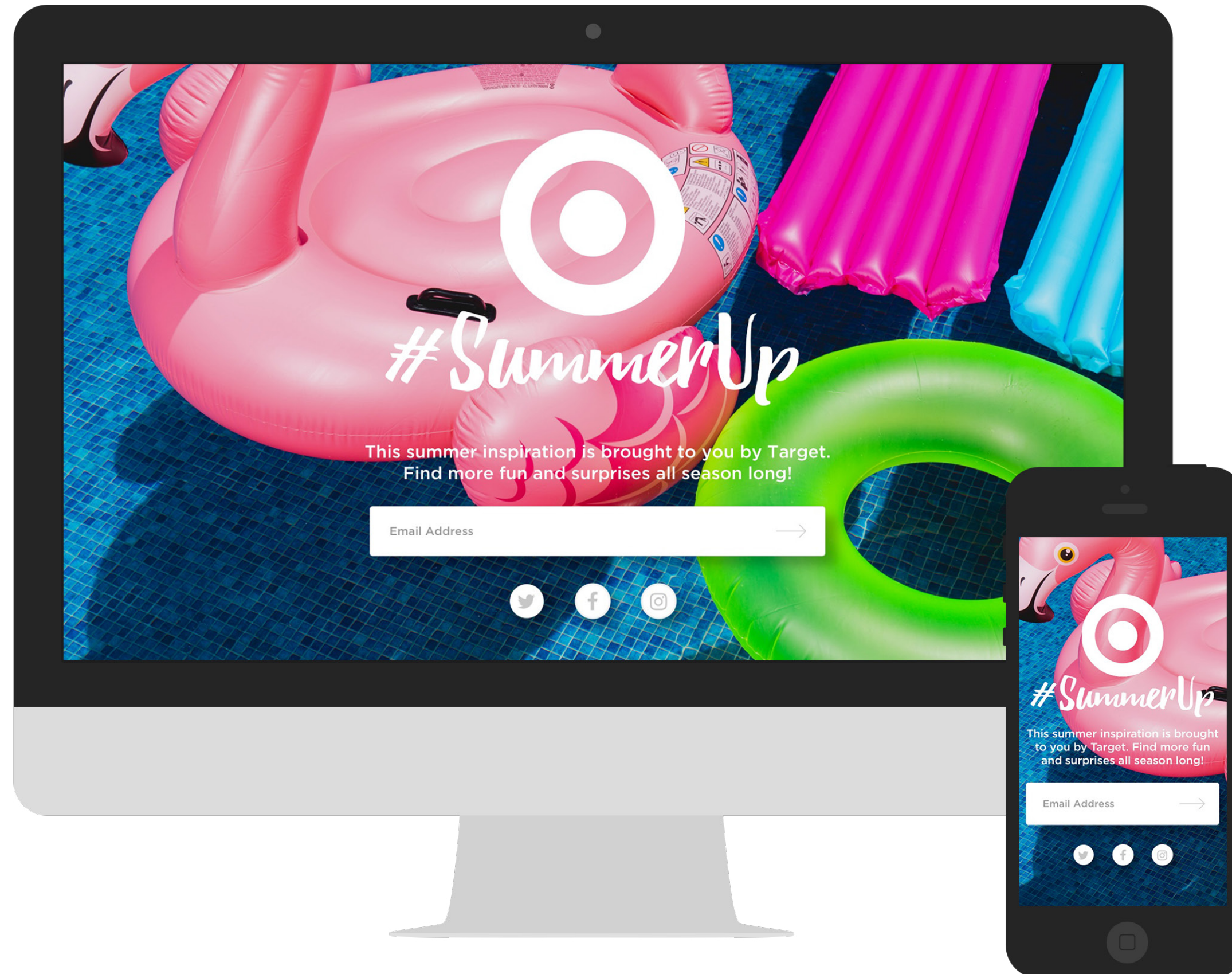
# DIGITAL SAMPLES

**TRIP CARROLL:** *Designer, Illustrator*

phone [281] 782 3539

email TRIP @ MADEOFINKANDIRON . COM

MADEOFINKANDIRON . COM



# TARGET

*Landing Page Designs, A/B Testing, UX*

## THE CHALLENGE

Target wanted to create digital experiences that inspired and amplified summer fun, anytime anywhere, providing unexpected ways to spread the joy and freedom that summer brings.

## THE CAMPAIGN

FM tapped top women's lifestyle content creators to create over 40 pieces of visually compelling content, including eight branded videos and engaging social activations across Pinterest, Instagram, and Facebook from Design Mom, Oh Joy!, Glitter Guide, Oh Happy Day, and more.

Each piece of content was authentically crafted by our content creators to organically showcase Target products in immersive brand experiences that were then shared across FM's network of top web and social properties to amplify campaign reach and drive conversation around the brand. I designed developed and tested landing pages utilized for those campaigns.

## KEY TAKEAWAYS

Over 128% Increase in Brand Awareness

100k+ Followers Reached

Average of 3,000 Social Actions Per Post



# JAMESON WHISKEY

*Landing Page Designs, A/B Testing, UX*

## THE CHALLENGE

During my time at LIN Digital, we worked with Jameson and its agency Vizeum to encourage spirited drinkers to explore their roots as a traditional Irish distillery and connect with local pubs in their own communities. We utilized our vast influencer network to run our campaign.

## THE CAMPAIGN

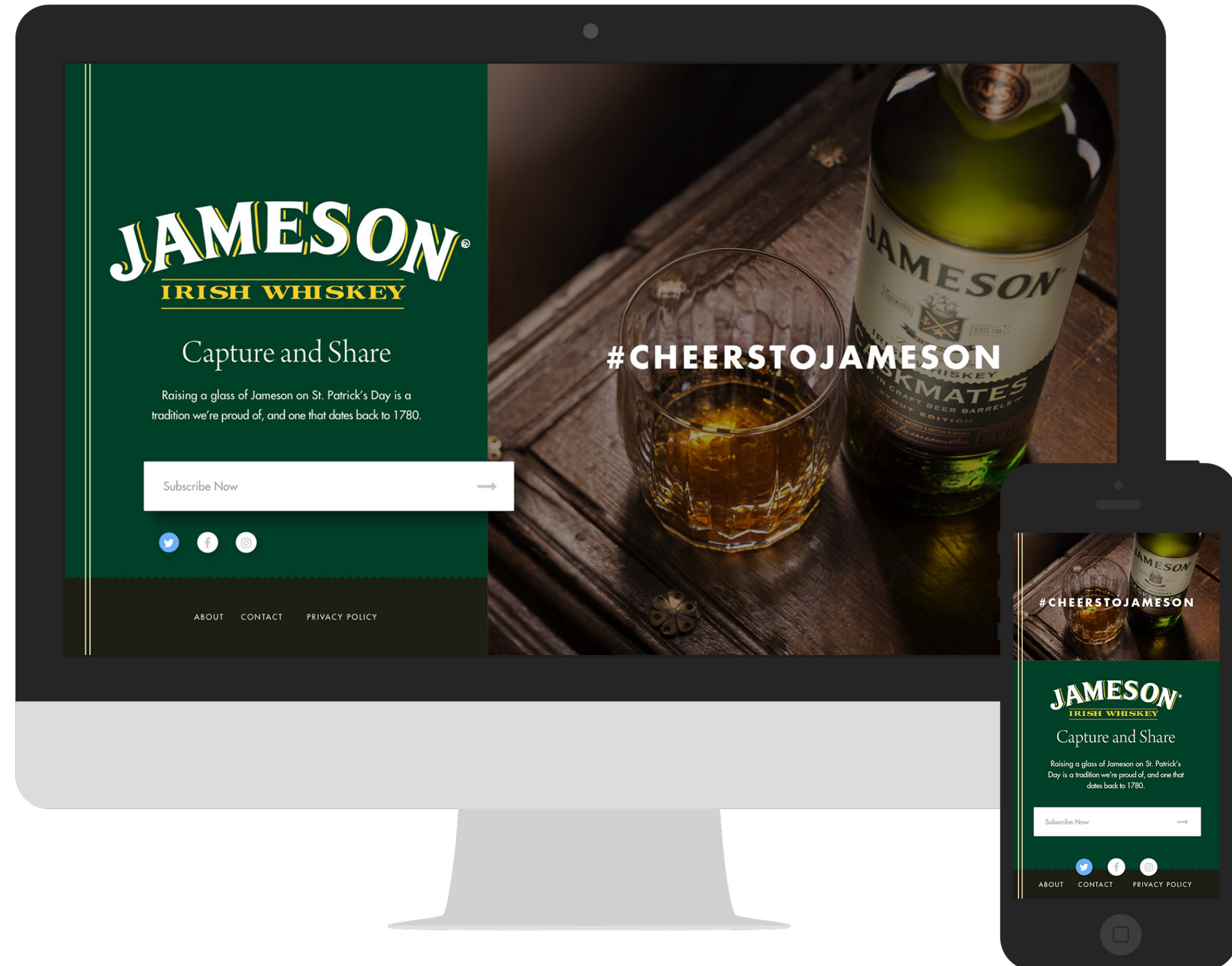
Premium men's lifestyle content creators, Boing Boing, The Coolist, The Daily Dot, Paste Magazine, The Awl, and The Good Men Project, journeyed to Dublin, Ireland to spend St. Patrick's Day at the Old Jameson Distillery. They shared their unique experiences in over 20 posts published across six sites and amplified through conversationalist units that drove over 250,000 impressions and exceeded benchmarks for click-through rates and social shares. I designed developed and tested landing pages utilized for those campaigns.

## KEY TAKEAWAYS

29.5% Lift in Purchase Intent the Month of the Campaign

22% Above CTR Benchmark

561 Average FB Shares per Post





# FEDERATED MEDIA

*Ad Formats Tool | HTML, CSS, Javascript, Drupal*

## THE CHALLENGE

Federated Media was an integrated media company that pairs the nation's leading brands with the top independent influencers in digital media. It was part of a larger network of digital advertising agencies (called LIN Digital at the time; now they've consolidated to Nexstar Digital Family) that worked together to leverage their networks to sell various types of digital ad units.

## WHAT I DID

In order to assist the large sales force in selling their ad units, I designed and developed this Ad Formats Learning Tool to assist salespeople in understanding about the vast amount of types of ad units available. This became part of a larger project of building LIN Digitals Company Intranet.

[See It In Action](#)

Type

- Any -

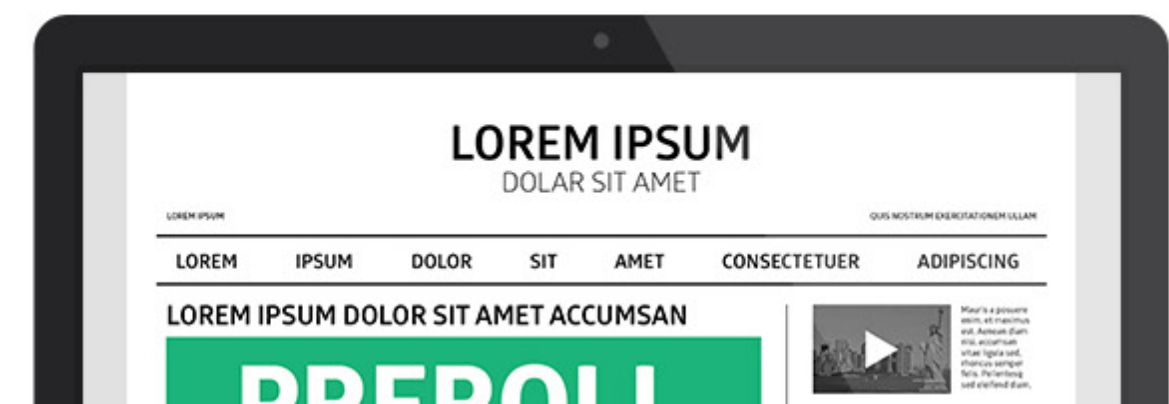
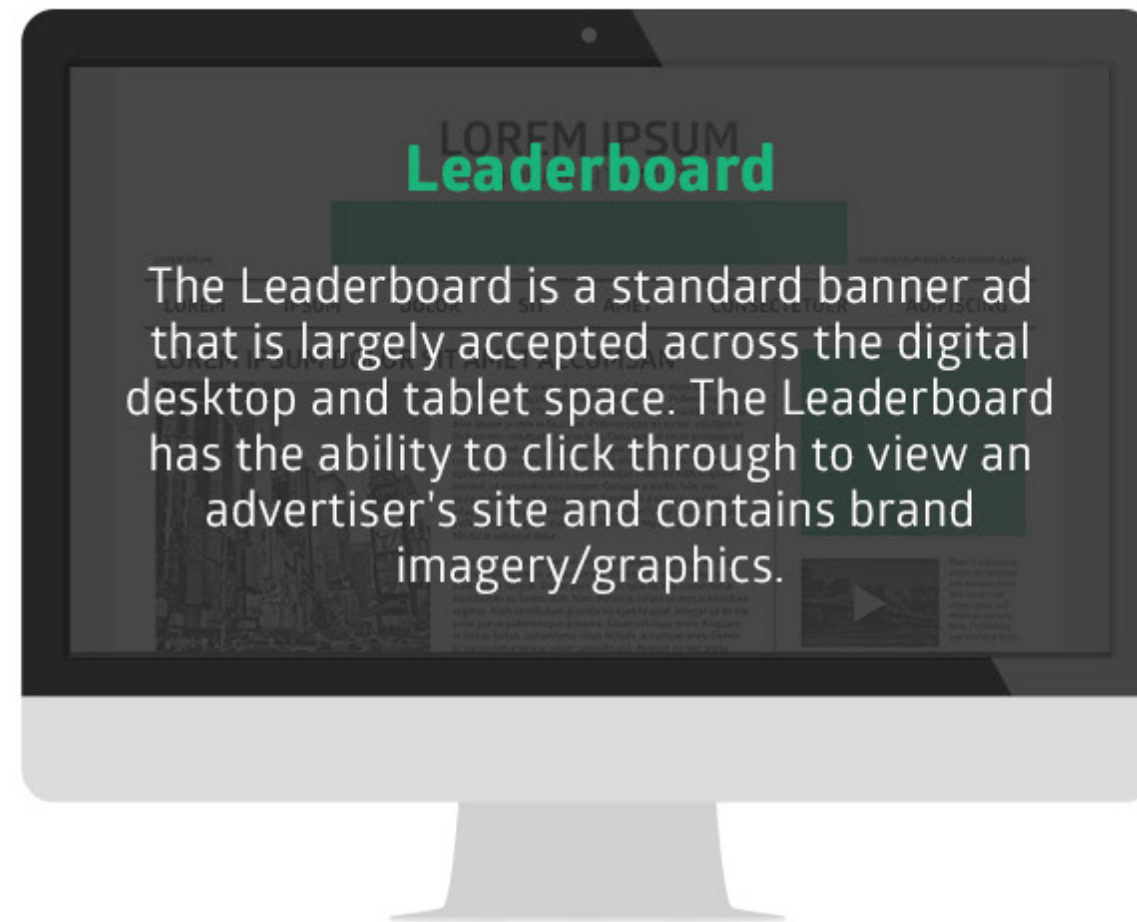
KPI

- Any -

Device

- Any -

Apply





# FEDERATED MEDIA

*Website | HTML, CSS, Javascript, jQuery*

## THE CHALLENGE

Federated Media was a business that had built a large network of bloggers and influencers, and sold advertisements on their platforms. At the time, they were looking to rebrand as well as redesign and rebuild their website to showcase the incredible influencers that they had.

## WHAT I DID

During my time at LIN Digital, I managed and developed many of our inhouse brand websites. When Federated Media started going through its rebranding, I worked with the marketing team to design and develop the site.



# HOBOKEN PIE

Website | HTML, CSS, Javascript, Wordpress

## THE CHALLENGE

Hoboken Pie was looking to build out a new website.

## WHAT I DID

I worked with their current designer to implement a new website design. I built out a custom theme using Wordpress to make small edits easy for the client.

[See It In Action](#)



# KILLSCREEN

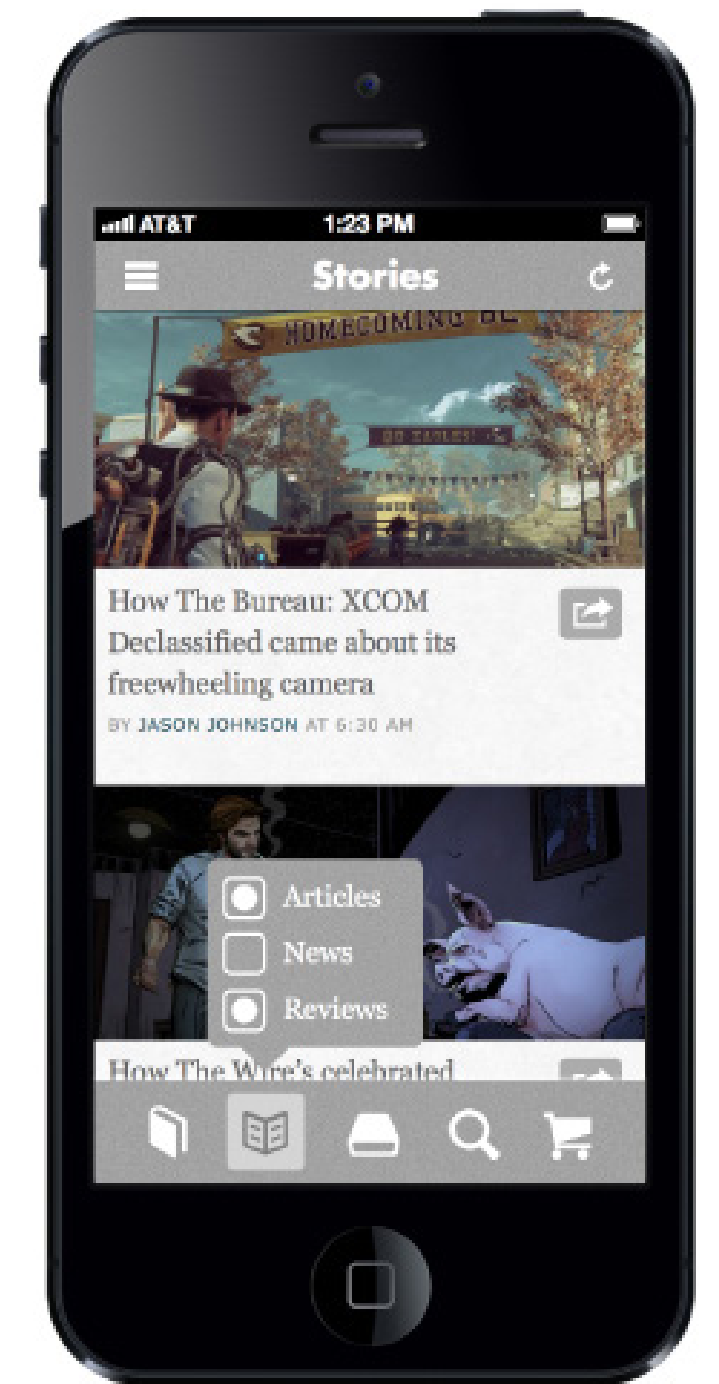
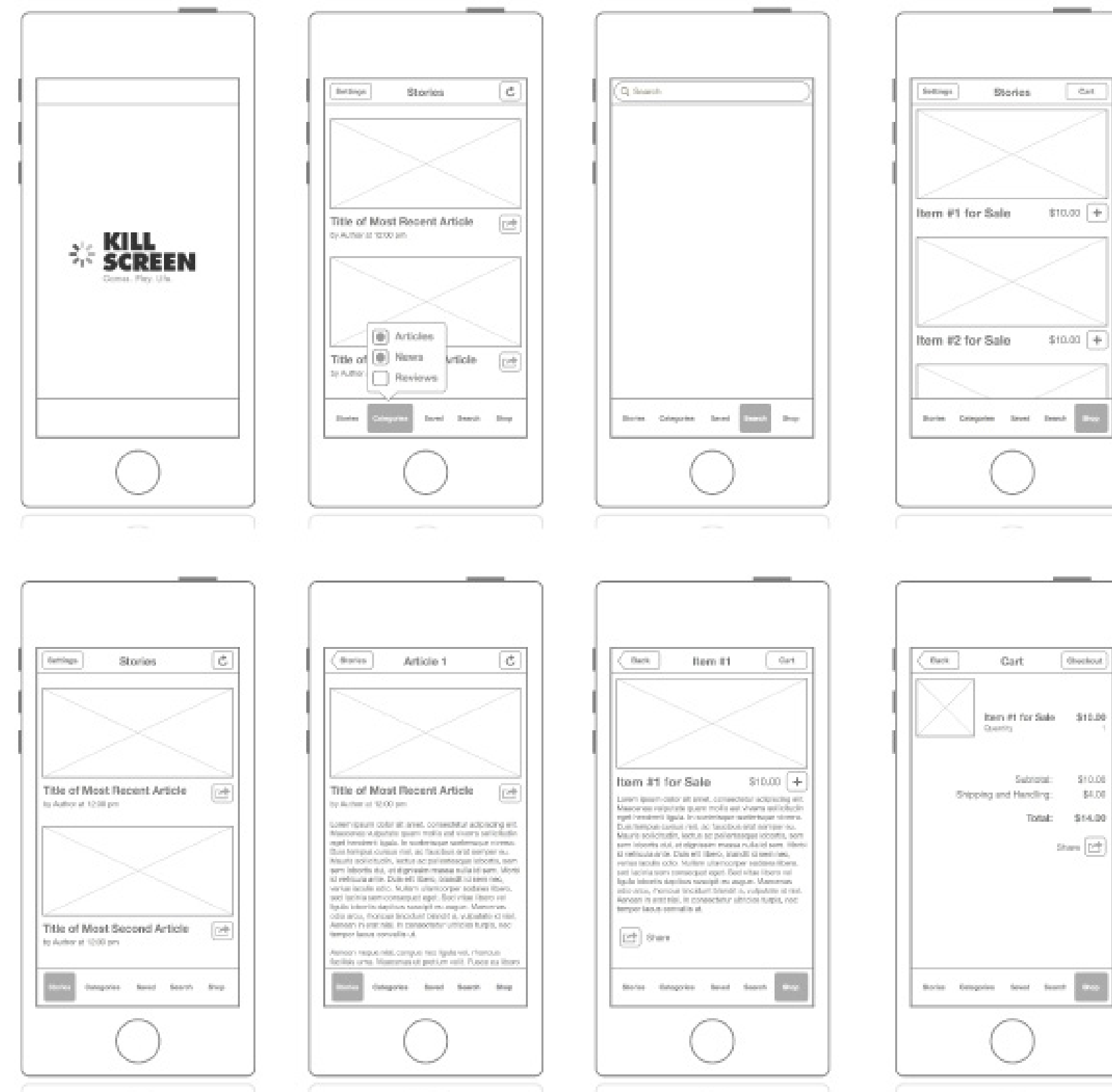
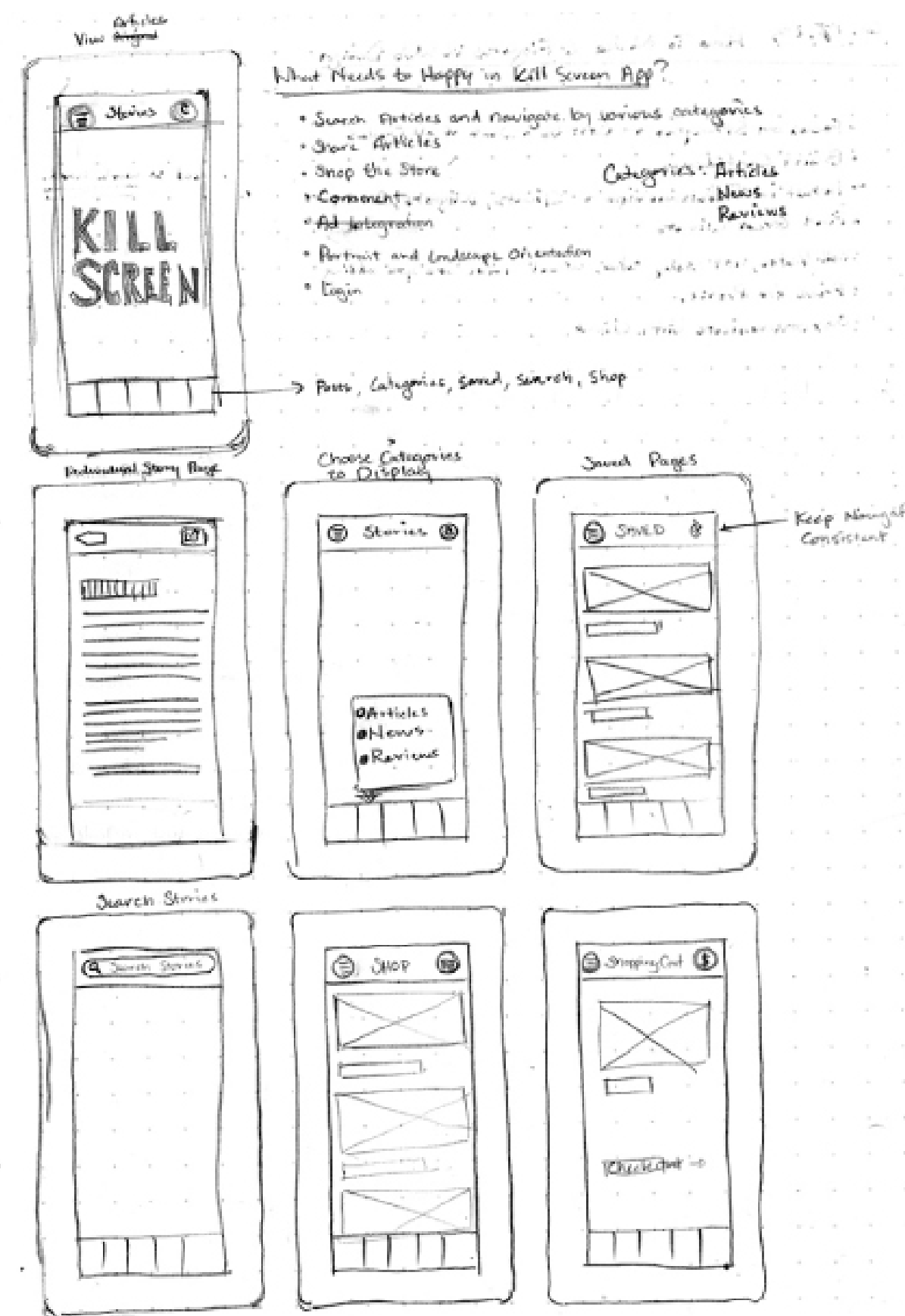
Application Design | UX, Wireframing, UI

## THE CHALLENGE

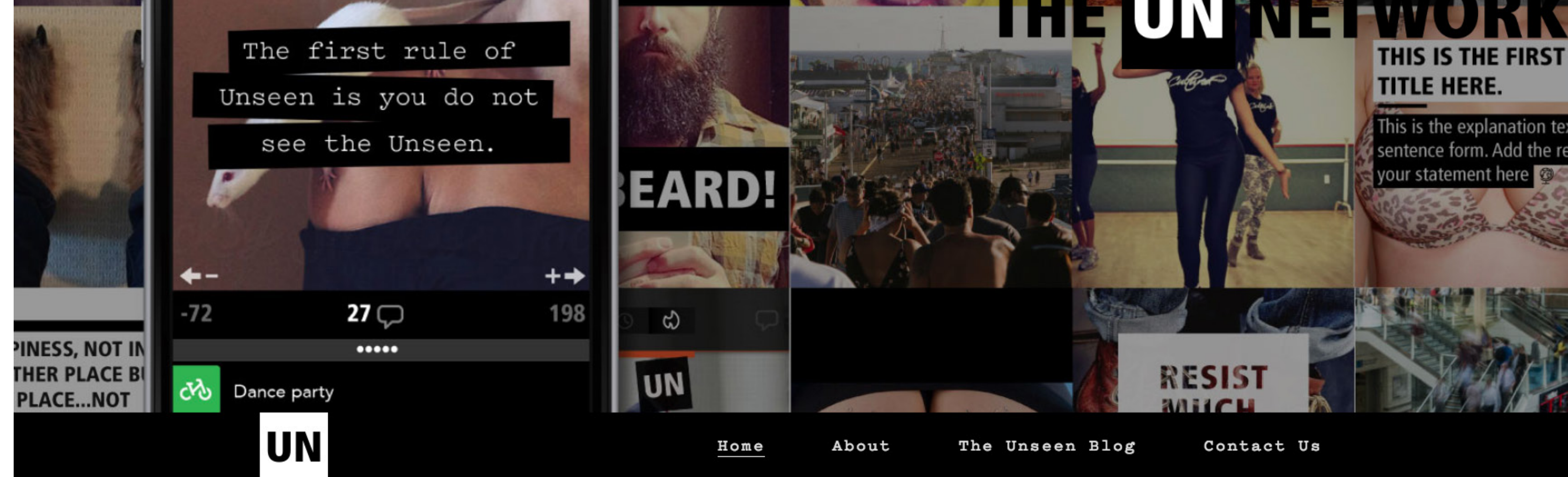
Killscreen Daily is an online magazine specializing in Gaming, especially the view of gaming as art. At they time, they were looking to increase their readership by developing an app that would make navigating their website more easy and efficient.

## WHAT I DID

I walked Killscreen through an initial UI Design Process for the MVP of the app to be used by their readership.







# UNSEEN APP

Website | HTML, CSS, Javascript, Wordpress

## THE CHALLENGE

Unseen was a social media startup in 2015 that sought to create an anonymous, primarily photo based social media tool. It was used across several college campuses. They had received some funding and a fresh brand and were looking to build out a website to reflect that new identity.

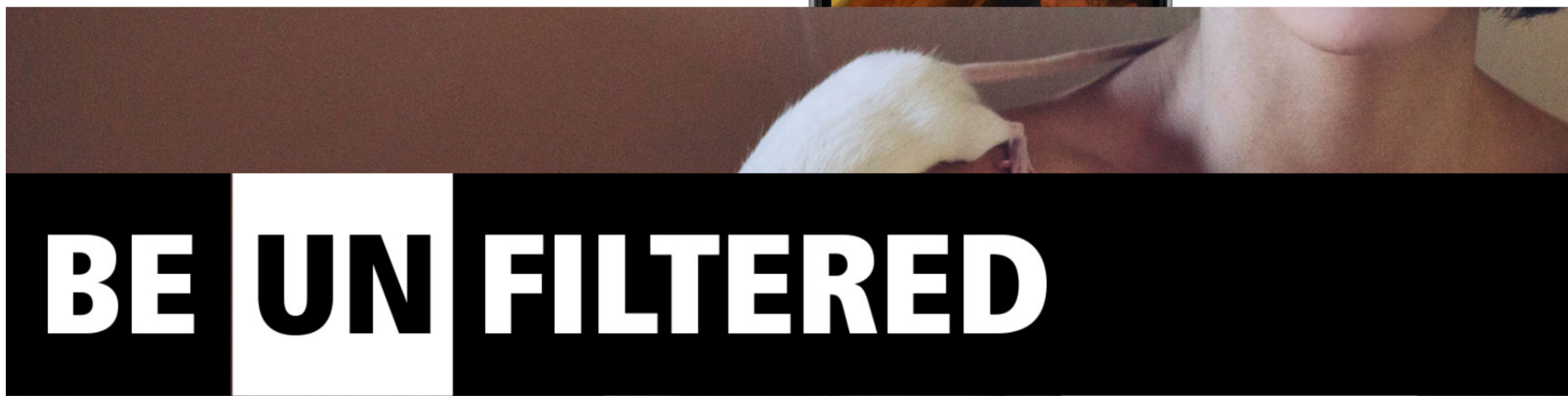
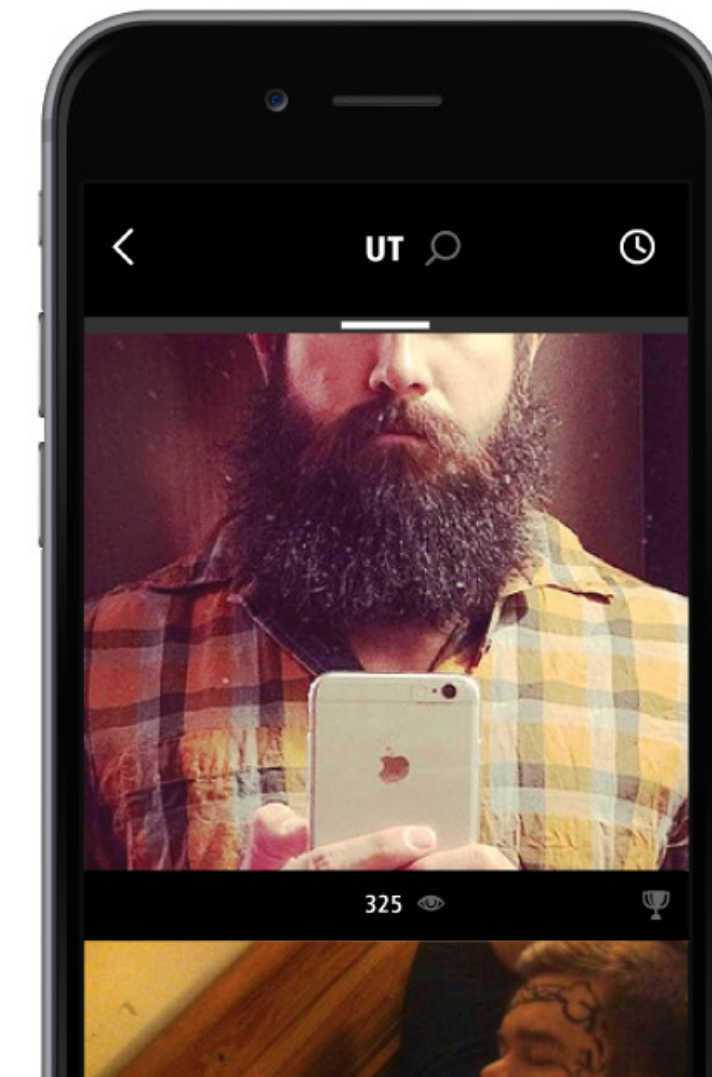
## WHAT I DID

I worked with the startup, Unseen to design and develop their company's website. I took their website designs that their branding agency had given them, and built a custom themed, responsive wordpress site.

[See It In Action](#)

## WELCOME TO THE UNNETWORK.

Unseen is for moments when you need to leave behind your social network, your history, and everyone's expectations.







# TRULY RESPONSIVE DESIGN

## LIN ONE AD UNIT

*HTML, CSS, Javascript, jQuery*

### THE CHALLENGE

LIN One was a responsive ad unit that did not require flash to animate. It was a new technology at the time, and was useful for ad campaigns that needed to be built across display and mobile platforms.

### WHAT I DID

I assisted the lead developer by building one of the first LIN One Ad Units, using his initial code. This ad was used as an example to potential buyers, showcasing the power and versatility of the unit.

[See It In Action](#)