



Rob Adams

Portfolio of Projects
August 2011

I tell stories

about how people live their lives
and how we can make their lives better.

I make products

that help these stories come true.

Adobe Flash Catalyst - ecotours_ui @ 100% *
File Edit View Modify States Timelines Window Help
FC 100%
PAGES / STATES
location tour gallery tour_finder_popup
Duplicate State + New Blank State
ecotours_ui
0 100 200 300 400 500 600 700
0 1 2 3 4 5 6 7 8 9 10
location →
tour
gallery
With over 50 offices worldwide, EcoTours manages nature and ecology vacations for all ages. We have 35 years of experience delivering award winning travel experiences. Visit local cultures as you discover precious ecosystems with fascinating plants, birds and mammals. Enthusiastic and knowledgeable guides with both academic and field experience lead our expeditions.
EcoTours is a vibrant company that pays personal attention to details, supporting your enjoyment of nature. During your vacation you will be offered an opportunity to share your skills and give back to your host community.
We travel to the most abundant wildlife areas in a variety of habitats. Each tour is scheduled for the most opportune time of year to encounter wide variety of plants and animals. We hope that you will contribute in your own way to the conservation, preservation or restoration of the area you visit. Our goal is to foster responsible, culturally sensitive ecotourism.
You can count on EcoTours for a focus on wildlife and birds, with opportunities to learn and discover as much as possible about your destinations.
Explore our tour page to browse destinations. Visit the gallery and delight in the

DESIGN
WIREFRAME COMPONENTS
header
tour page
location page
navigation
background
INTERACTIONS
location_button (Button) + Add Interaction
ON CLICK
Play Transition to location
PROPERTIES
location_button (Button)
Common
X: 23 W: 130
Y: 148 H: 25
Opacity: 100
Rotation: 0
Edit Button Appearance
Up Over Down Disabled
This object has different properties in other states.
Make

location_button (Button)
Edit Button Appearance
Up Over Down Disabled
This object has different properties in other states.
Make

Marisa Conway
Multimedia Web Designer / Producer
"I care about getting the look exactly right, and technology won't let us do that."
"There never seems to be enough time to perfect a process takes too long! But I guess that's the nature of the beast."
Description
Marisa is a 27-year-old Visual Designer living in San Francisco, CA. She is currently working at Butterfly Design, a major interactive design agency. She has worked at various design agencies who mostly meant banner ads and simple content. Her work has brought more sophisticated design into Marisa's world.
Marisa is an Art Director at Butterfly, which is a major interactive design agency. She is currently working at Butterfly Design, a major interactive design agency. She has worked at various design agencies who mostly meant banner ads and simple content. Her work has brought more sophisticated design into Marisa's world.
Goals
In order of importance:
1. Create aesthetically pleasing and impressive visual designs for Butterfly's clients.
2. Ensure her aesthetic intent is realized in the final product by preparing her assets for easy
On a typical project, Marisa works with Brent, design phase. Unlike Brent, Marisa is also responsible for the production phase, which involves creating the final product by preparing her assets for easy

2s
+ Add Action Smooth Transition

location_button (Button)
Edit Button Appearance
Up Over Down Disabled
This object has different properties in other states.
Make

Design research and strategy
Personas and workflows to design ideas
Early user evaluation and iterative design

Rob Adams (rob@lokislabs.org)

[illegible]

User evaluation
Information design
Interaction design

