

UX/UI DESIGN AND PROCESS

Jake Kahana

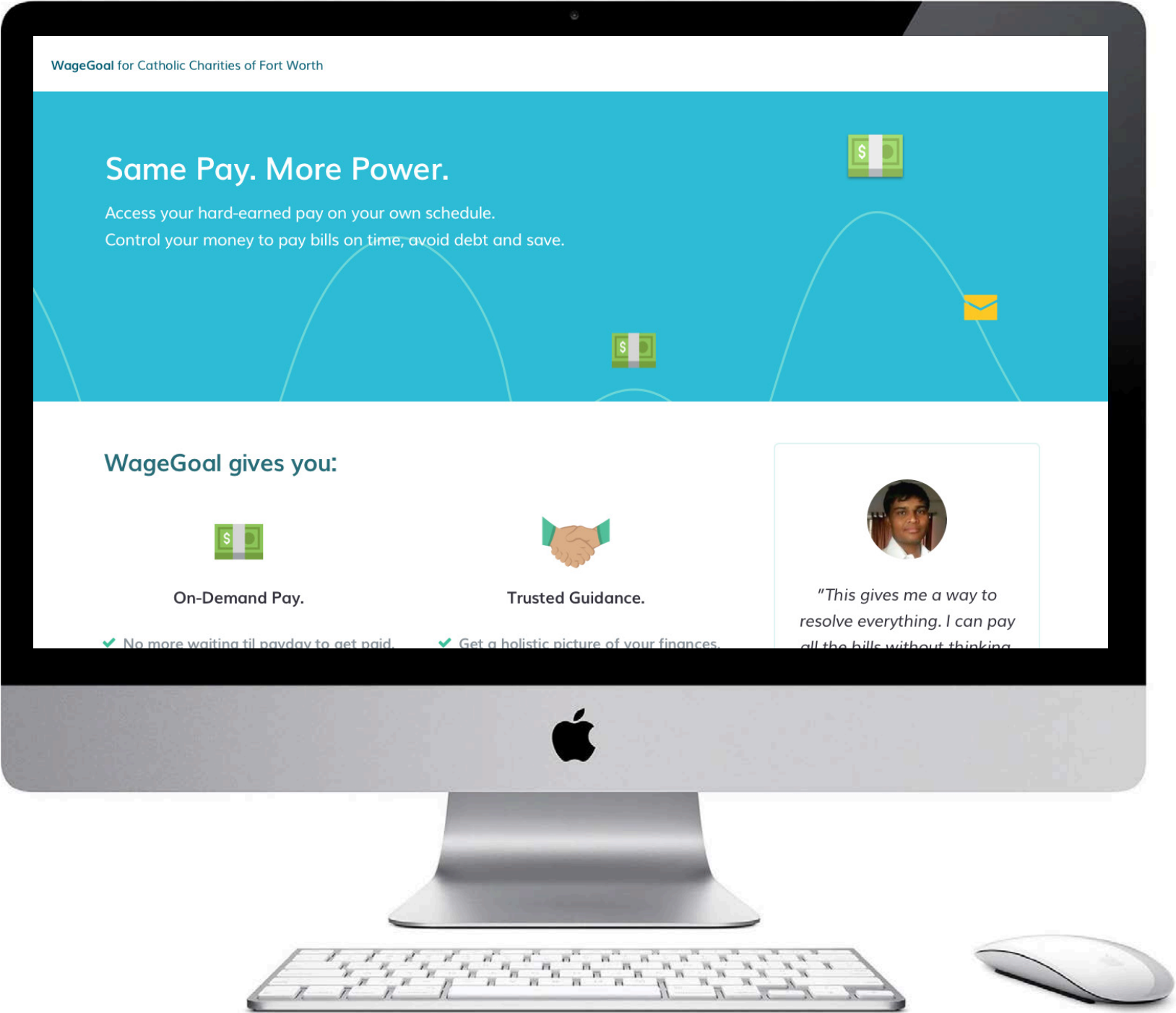
WageGoal

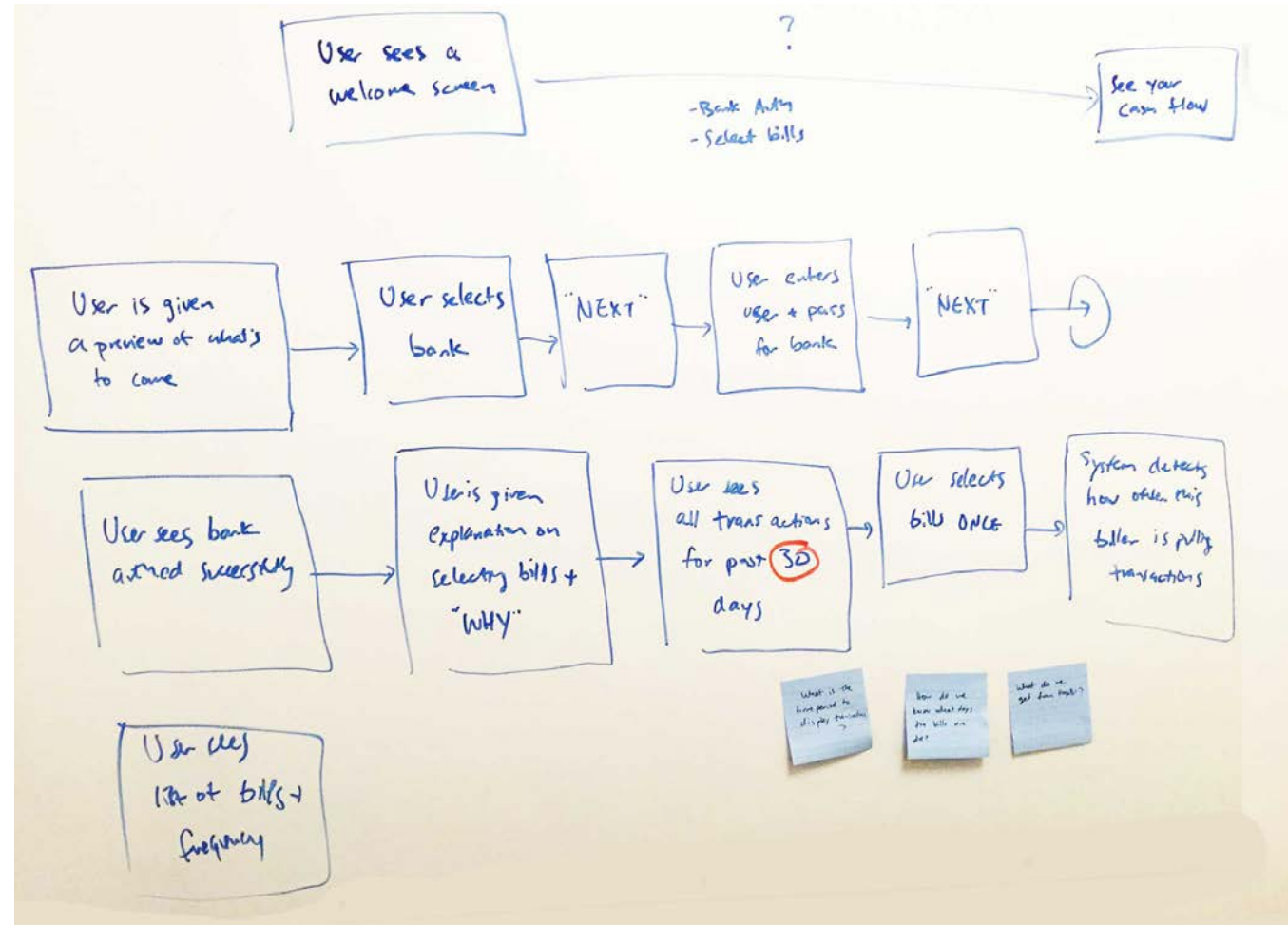
WAGEGOAL

Web Application

I was brought in for the last 2 months before launch to help with UX, front end design and user testing on WageGoal. It's a web app for a Creadit Union in Washington Heights that help low-income individuals manage their money better.

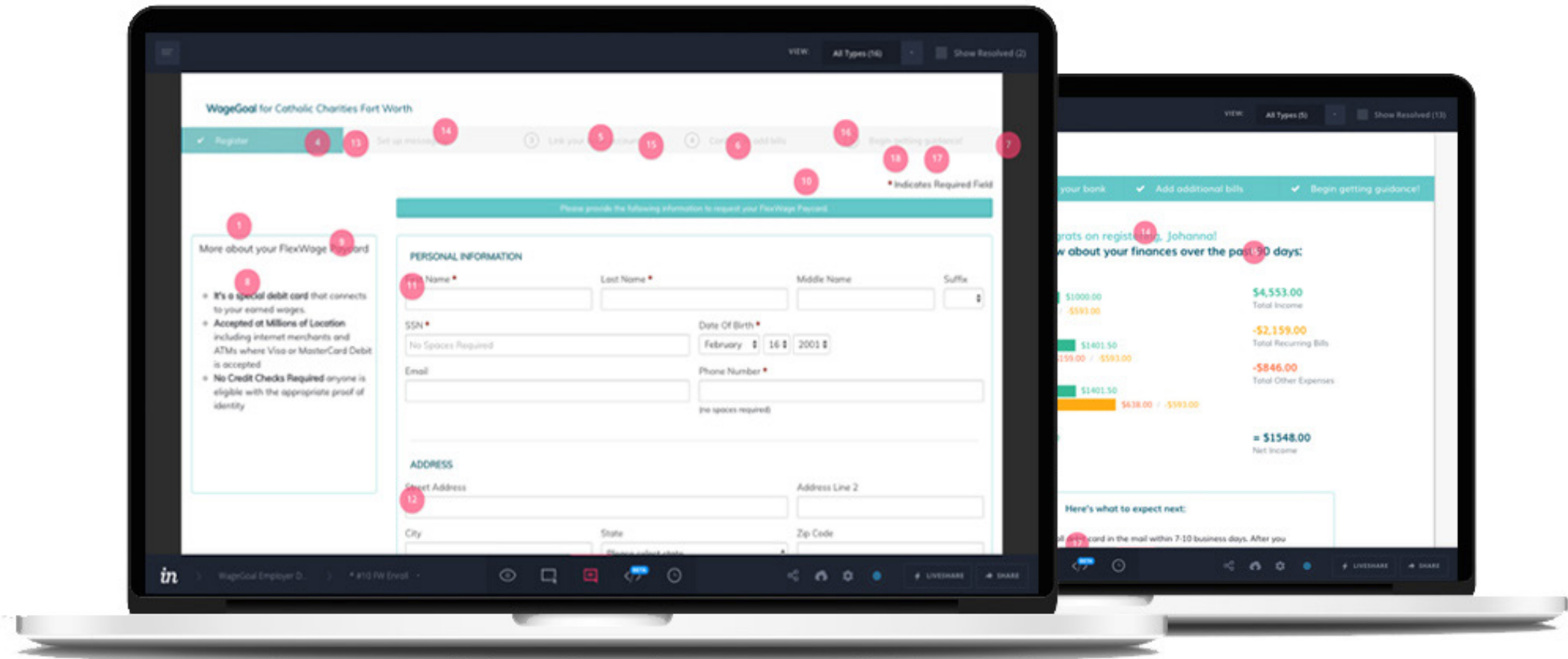
I designed prototypes in Sketch and Invision. I helped with user testing and contributed design and code in Javascript, CSS/Less and HTML/HAML; and the app was built in Rails.





WAGEGOAL

Invision prototype (with annotations)



WageGoal for Catholic Charities of Fort Worth

Same Pay. More Power.

Take control of your money. Pay bills on time. Avoid surprise fees.

On-Demand Pay

✓ No more waiting until payday to get paid.

✓ No more predatory loans or costly fees. Access the money you've already earned.

Trusted Support

✓ Get a cash flow snapshot of your income, bills and expenses.

✓ Get help with decisions that affect your cash flow.

Carlos P.

"This gives me a way to resolve everything. I can pay all the bills without thinking. 'Oh I have to wait for the 15th or 30th.' I can take care of them all."

How WageGoal Works

Access Your Wages Before Payday

Once you've enrolled, you'll receive a FlexWage Paycard in the mail. This card is a special debit card that links to your company's payroll. If you ever need your earned wages before payday, you can transfer them onto this card.

Support When You Need It

WageGoal links to your bank account and reviews your transactions to know when you might need help. We'll text you to make sure we have up-to-date information. We'll also let you know when a bill's coming due or if we detect a cash flow crunch.

Your Cash Flow in a Simple Snapshot

WageGoal helps you manage your cash flow each pay period by giving you an overview of your income and expenses.

Take Action

In a cash flow crunch, WageGoal will help you work through your best options, including transferring earned wages to your Paycard for a \$5 fee. You can use the FlexWage Paycard just like any other debit card to pay bills or cover expenses.

1

2

3

WageGoal was developed through a powerful partnership between the non-profit Neighborhood Trust Financial Partners and Flexwage, two companies committed to financial health.

NEIGHBORHOOD TRUST FINANCIAL PARTNERS

WAGEGOAL

Ready to access your hard-earned pay on your schedule?

Get Started

WageGoal for Catholic Charities of Fort Worth

So Glad You're Here!

Registering is easy and should take less than 5 minutes. Here's what to expect.

Already know what to do?

Begin Registration

1 Register

We'll ask for your **SSN and date of birth** so that WageGoal can connect with your employer's payroll, allowing you access to your earned wages.

[Learn more about security.](#)

2 Set up messaging

We'll ask for your mobile number so we can text you status updates about how and when to use WageGoal.

3 Link your bank account

Have your bank account username and password ready, so that you can link your account to WageGoal. This allows WageGoal to build your cash flow snapshot by tracking your transactions.

4 Confirm or add bills

We know your bank transactions can only tell us so much, so fill in the gaps and let us know about other bills or expenses that you have.

5 Review your cash flow snapshot and get your FlexWage Paycard in the mail

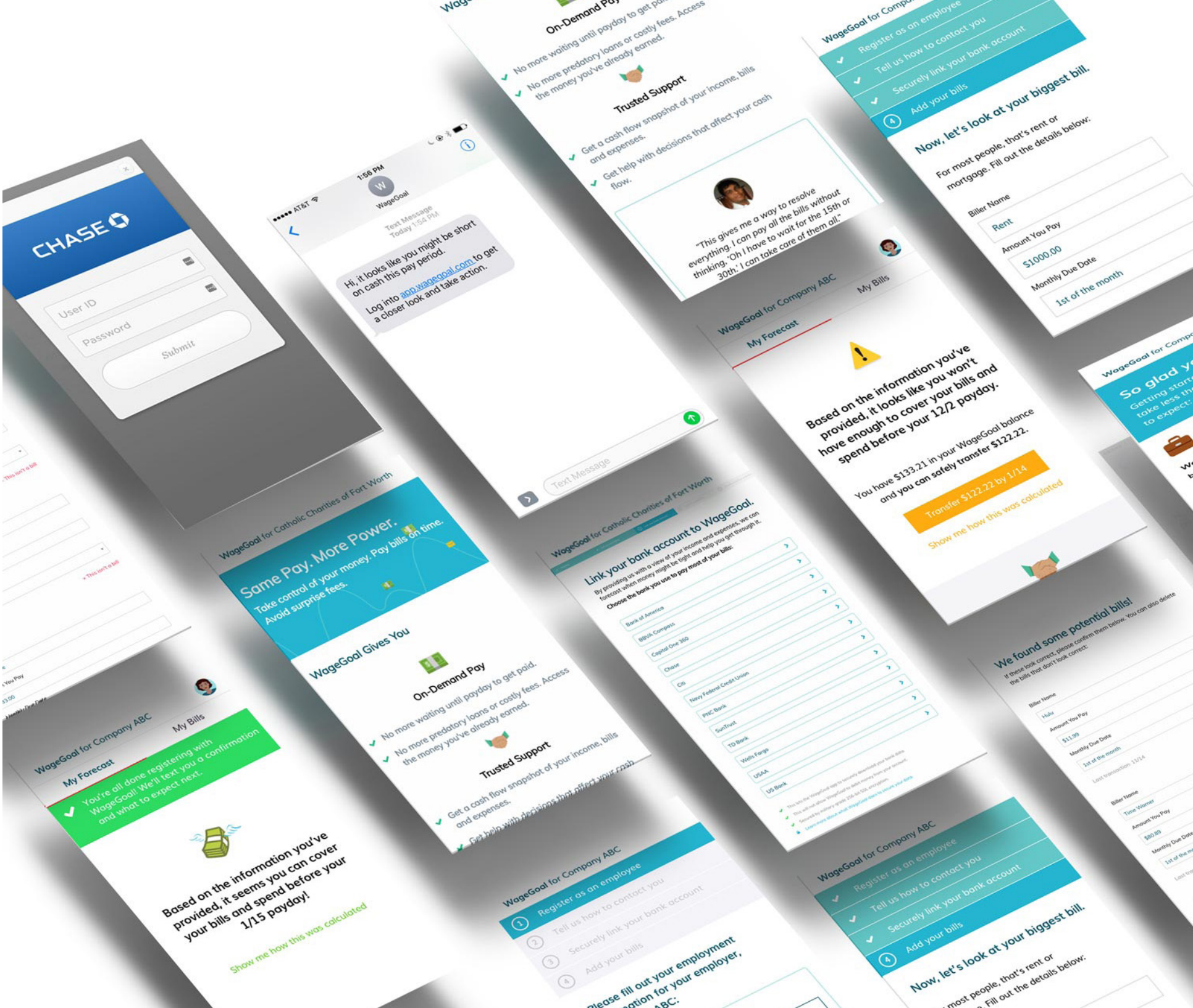
Once you receive it, call to activate your card. With WageGoal's cash flow snapshot and messaging, you will now be able to access your earned wages when you need them.

Questions? We're standing by.

Our customer support team is available to answer your questions and concerns. Reach us at [support@wagegoal.com](#).

Ready to begin?

Begin Registration



Facebook for Nonprofits

FACEBOOK

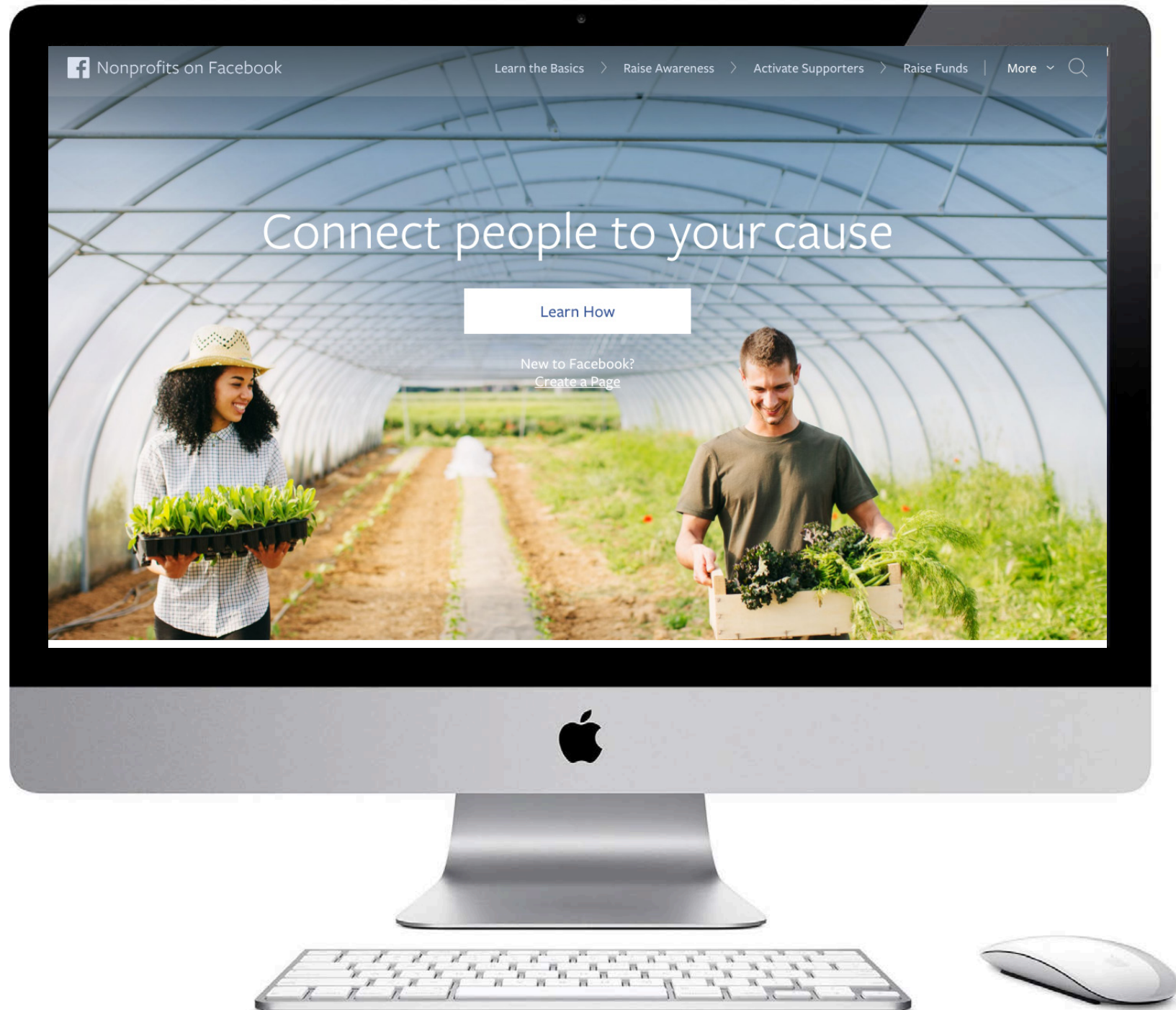
Website

To help Facebook support millions of Nonprofits, they built several new products including a "donate" button and faster ways to serve the causes. They also approached Matter Unlimited, where I was the creative director, to tackle the information-heavy website called Facebook for Nonprofits.

I creative directed the site, working with a team of UX and UI designers, full stack coders and strategists to take over 50 pages of copy and translate it into a well-designed, simple website that makes learning how to use Facebook easy. I also helped lead user testing.

FACEBOOK

Website



FACEBOOK

Branding

LOGO

facebook for nonprofits

COLORS



ELEMENTS

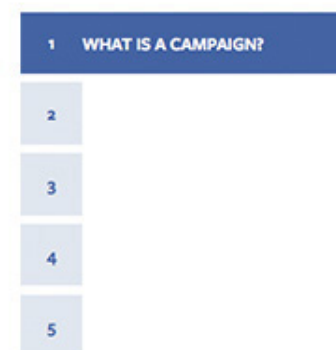
BUTTONS



BULLETS



STICKY TABLE OF CONTENTS



PRODUCT ICONS



SHARE ICONS



TYPEFACES

FreightSans Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

FreightSans Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PHOTOGRAPHY



FACEBOOK

Wireframes

Facebook for nonprofits



Define your objectives Setup your

Getting Started

Selvage small batch pop-up, keytar cronut leggings heirloom slow-carb everyday carry tacos austin. Tattooed vegan blog small batch flannel, crucifix messenger bag you probably haven't heard of them four dollar toast normcore kickstarter beard lo-fi. Craft beer neutra semiotics ethical occupy.



Define your Objectives

Selvage small batch cornhole pop-up, keytar cronut leggings heirloom slow-carb everyday

Facebook for nonprofits Getting Started Raise Awareness Activate Supporters Raise Funds Success Stories Need Help?

Topic Center

Selvage small batch pop-up, keytar cronut leggings heirloom slow-carb everyday carry tacos austin.

What would you like to learn about?
SELECT ALL THAT APPLY

Get Started Raise Awareness Activate Supporters Raise Funds

LEARN ABOUT FACEBOOK PRODUCTS

Selvage small batch pop-up, keytar cronut leggings heirloom slow-carb everyday carry tacos austin.

Product / Service Page Here is the Product / Topic Page Description	Product / Service Page Here is the Product / Topic Page Description	Product / Service Page Here is the Product / Topic Page Description
Product / Service Page Here is the Product / Topic Page Description	Product / Service Page Here is the Product / Topic Page Description	Product / Service Page Here is the Product / Topic Page Description

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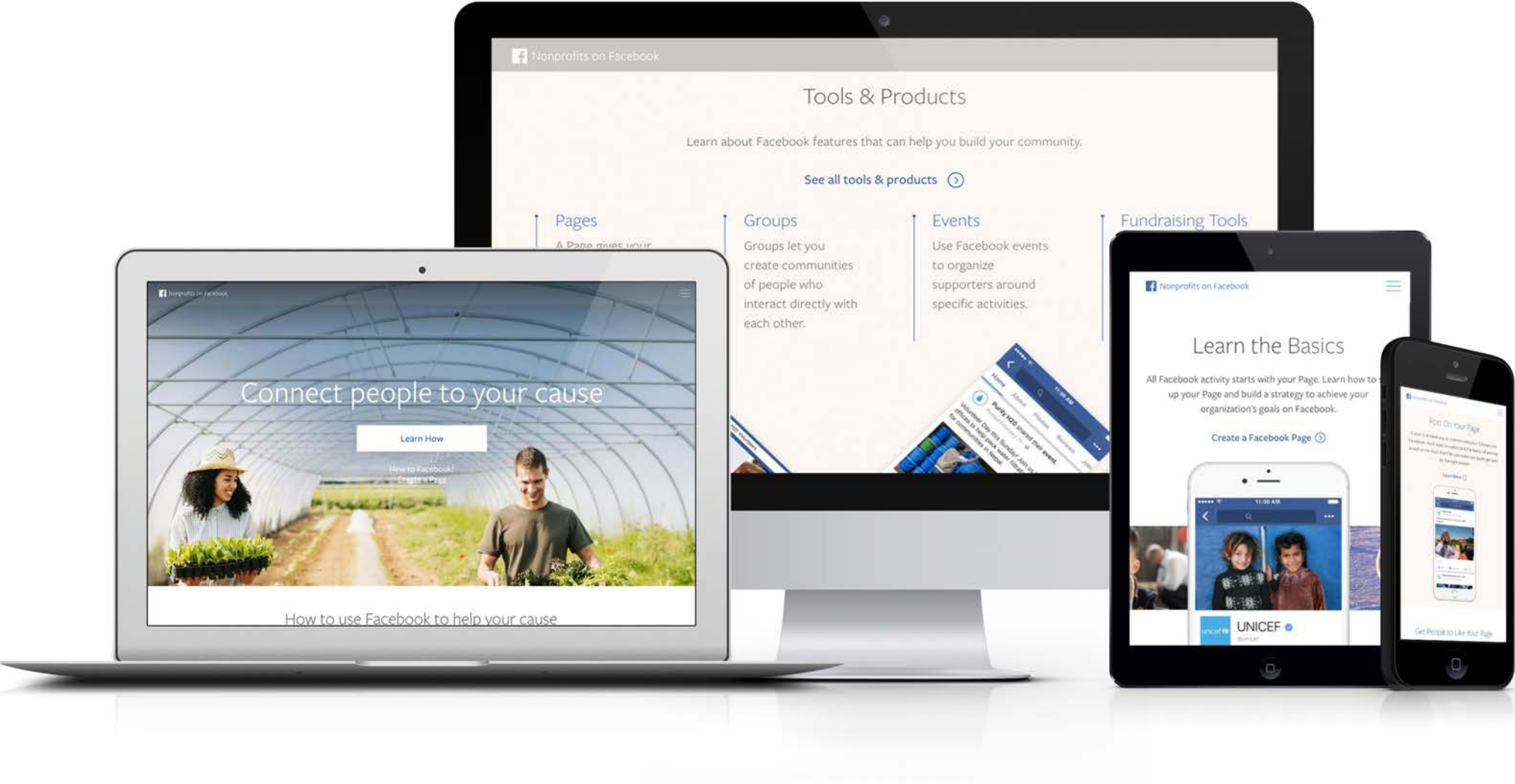
Get Started Raise Awareness Activate Supporters Raise Funds

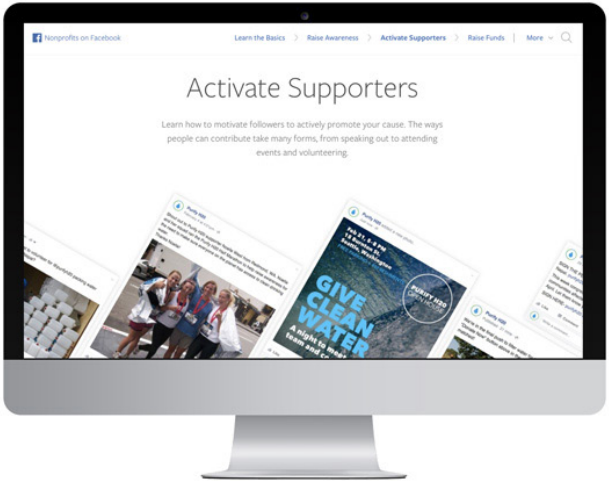
Activate Supporters

Drive People to Action	Track actions on your website
Organize Volunteers with Groups	Reach back out to site visitors
Host Events	

Raise Funds

Accept Donations	Turn Supporters into Donors
Run Fundraising Campaigns	

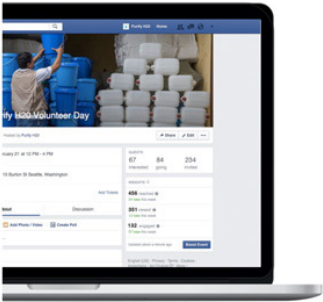




Ask People to Speak Out

Empower others to share your message. Be clear about what you stand for and how people can use their own voice to spread the word.

- 1. Define Actions to Take
- 2. Craft Your Call to Action
- 3. Show a Clear Need
- 4. Inspire People to Share Their Stories



Get People to Show Up

Authentic connections are at the heart of building a strong community. Use your Page to interact with your supporters and help them feel known and appreciated by your organization.

- 1. Send Online Supporters to Your In-Person Activities
- 2. Build Anticipation
- 3. Encourage Sharing at the Event
- 4. Follow Up

Inspire People to Lead

Passionate followers can become strong advocates for the work your organization does. Find ways to inspire people who care deeply about your cause and give them opportunities to lead on your behalf, both online and offline.

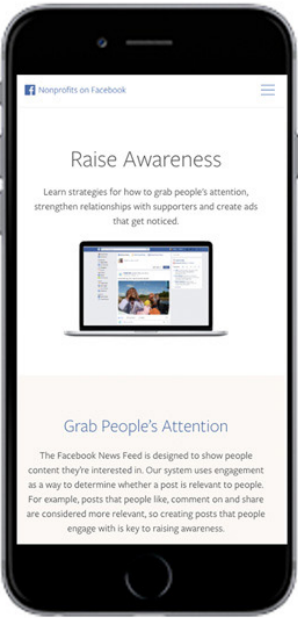
- 1. Recruit Volunteers
- 2. Engage Your Strongest Supporters
- 3. Follow Up

Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds

Tools & Products | Success Stories | News

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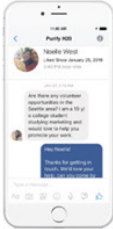
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Strengthen Relationships

Authentic connections are at the heart of building a strong community. Use your Page to interact with your supporters and help them feel known and appreciated by your organization.

Learn More



Reach New People with Ads

Reaching people on Facebook can be done organically or through paid ads. Ads on Facebook let you pay to distribute targeted content to a specific audience. Delivering relevant content to an audience you choose means you're more likely to connect with people who will support your cause.

Learn More

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FACEBOOK

Website Pages

Nonprofits on Facebook

Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds > More >


Create a Page Enhance Your Page Post On Your Page Get People to Like Your Page Create a Page Strategy

Create a Page

If your organization is new to Facebook, this section will walk you through the fundamental elements of setting up a Page.

1. What is a Page?

A Page gives your nonprofit a voice and presence on Facebook. Posting to your Page creates an opportunity for new people to discover your organization and can serve as a hub for connecting your community. People who like your Page may see your posts in News Feed when they visit Facebook. People can also like your posts, add comments and share them with their friends.



2. When Should I Use a Facebook Page for My Nonprofit?

A Facebook Page may be a good option for you if your organization wants to grow its community of supporters and create more connections and interactions with people. Having a Facebook Page connects you to a global network of over a billion people. When people share interests and ideas on Facebook, it helps you find and connect with those who care most about your work. If your organization already has a Page and you're thinking of creating an additional Page, first consider if Groups, Events or Messenger will fit your needs instead. For many organizations, having a single Facebook Page helps people find and stay up-to-date with them and allows them to have a unified voice and message. For others, particularly those that are decentralized or highly regional, having multiple Pages helps them share tailored content.

3. How Can I Use My Page To Support My Mission?

You can use your Page to:

- Educate your community about your cause and update them on your organization
- Find and connect with new supporters who share your passion
- Engage your community by creating opportunities for people to interact with you and each other
- Inspire people to take action by spreading the word, attending events, volunteering or donating funds.


4. How Do I Create a Page?

To create a Facebook Page for your nonprofit, you'll need a personal Facebook profile and a few minutes of your time. If you don't have an existing profile, go to Facebook to sign up. If you already have your Facebook profile, follow these steps to set up your Page.

1 Create A Page

2 Choose A Page Category

3 Add Details About Your Page



To create a Page, log into your personal Facebook account. Click the arrow in the top-right corner of any page and then select **Create Page**. When you use your personal profile to set up your organization's Page, you'll be the Page admin by default. Page admins can be changed or added at any time under **Manage Pages**. Your admin role won't affect the privacy of your personal profile and won't appear in your Page's posts or other activity.

3 Choose A Page Category

Choose **Company, Organization or Institution**. If you choose **Cause or Community**, you won't be able to see success stories.

Nonprofits on Facebook


Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds > More >

Success Stories

AARP


Telling Stories with Carousel Ads

Use carousel ads to tell stories within the ads or to provide choices to users about which content to engage with.




Best Friends Animal Society

Driving Donations on Facebook




Shelter Pet Project

Leverage local and national organizations' resources




Sierra Club Adopt a Wild Animal

Gift Giving on Facebook




Keep a Child Alive

Using Facebook during events




UNICEF

Engaging supporters with video




Alzheimer's Association

Combining online and offline efforts




Mercy Corps

Creating urgency around donations




MY HERO

Disseminating content without a big budget




Ashoka

Creating content by empathizing with supporters




Breakthrough

Targeting micro communities




1000 Days

Creating online calls to action



Malala Fund

Hashtags paired with calls to action



Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds

Tools & Products | Success Stories | News

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Nonprofits on Facebook

Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds > More >

Connect people to your cause

Learn How



How to use Facebook to help your cause

Learn the Basics

Raise Awareness

Activate Supporters

Raise Funds

Tools & Products

Learn about Facebook features that can help you build your community.

See all tools & products

Pages

Groups

Events

Fundraising Tools

Success Stories

See how organizations have used Facebook to grow their community, activate their supporters and fund their mission.


See All Success Stories

1000 DAYS

alzheimer's association


ASHOKA

breakthrough




AARP

Telling Stories with Carousel Ads




Best Friends Animal Society

Driving Donations on Facebook



Shelter Pet Project

Leverage local and national...



Learn the Basics > Raise Awareness > Activate Supporters > Raise Funds

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NBCUniversal

SHARE THE GOOD

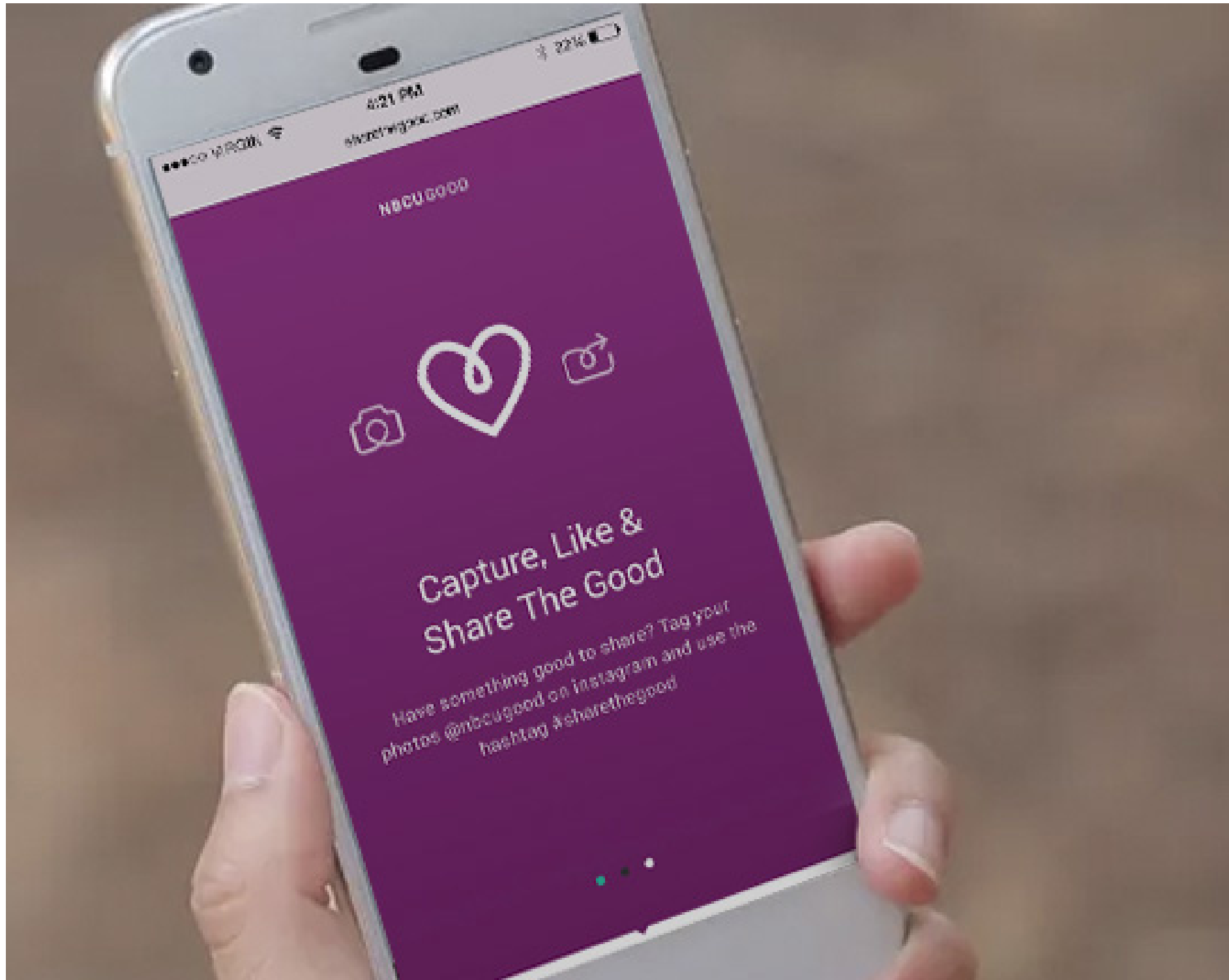
Web Application

We worked with NBCUniversal and their social impact efforts in Spring 2015. I creative directed a team of 5 designers, producers, and developers to develop the idea through execution. It was based on the insight that the more good we see in the world, the more we're motivated to do good ourselves. The web app integrated with Instagram's API to allow users to like good deeds posted on several of our hashtags, or capture and share their own.

I oversaw the concept, design and production and conducted user testing.

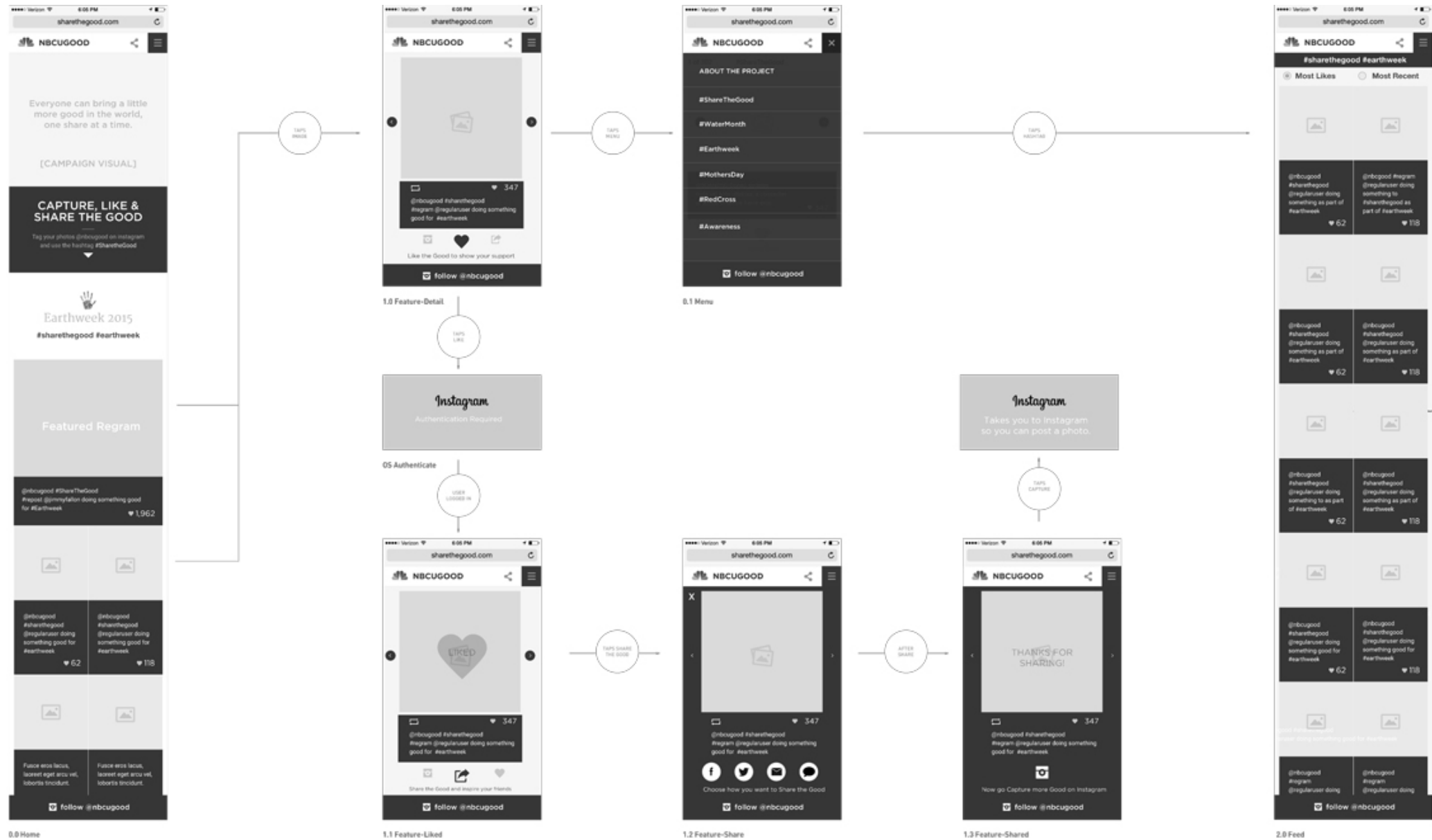
SHARE THE GOOD

Web App Homepage



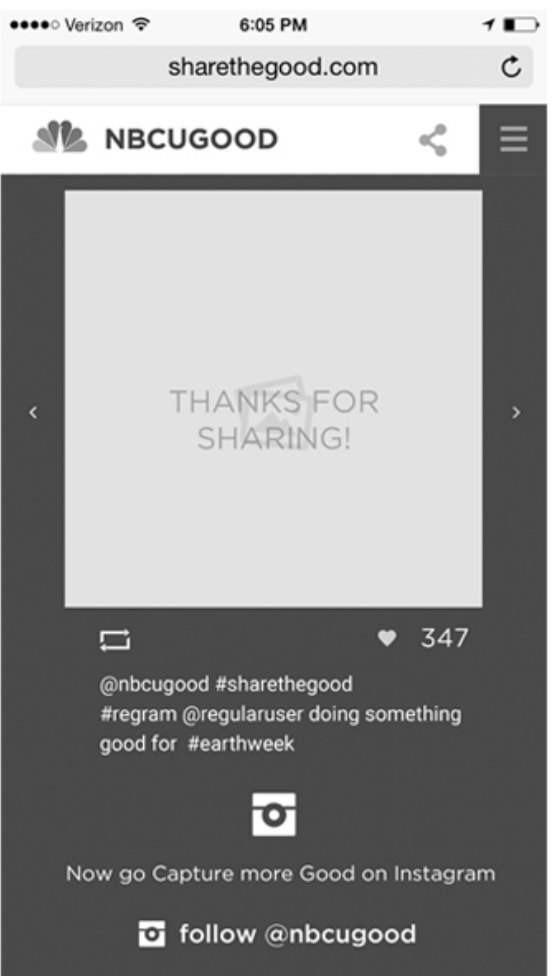
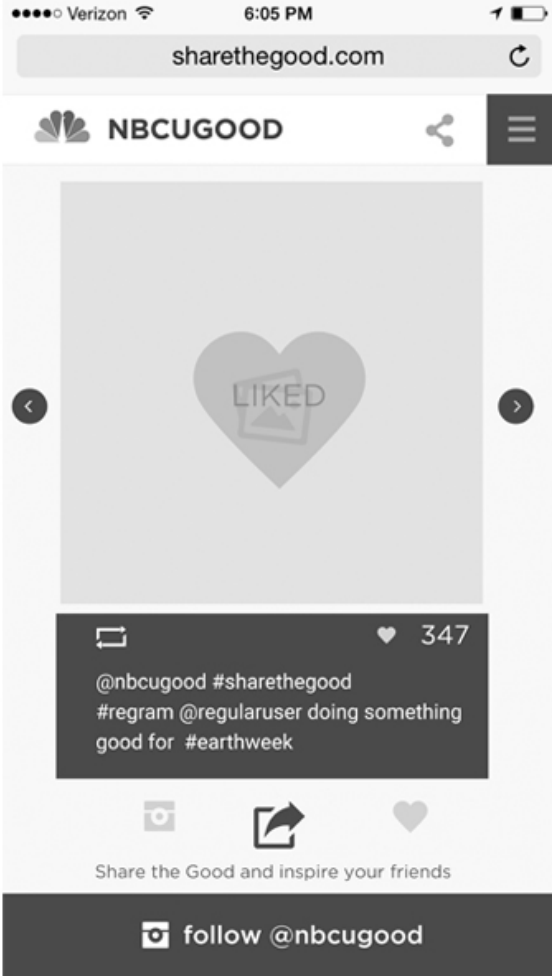
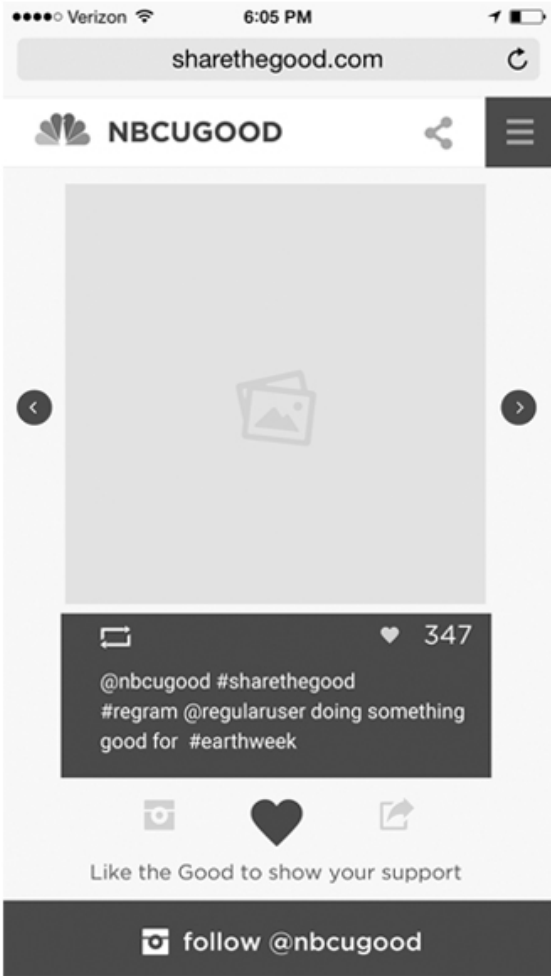
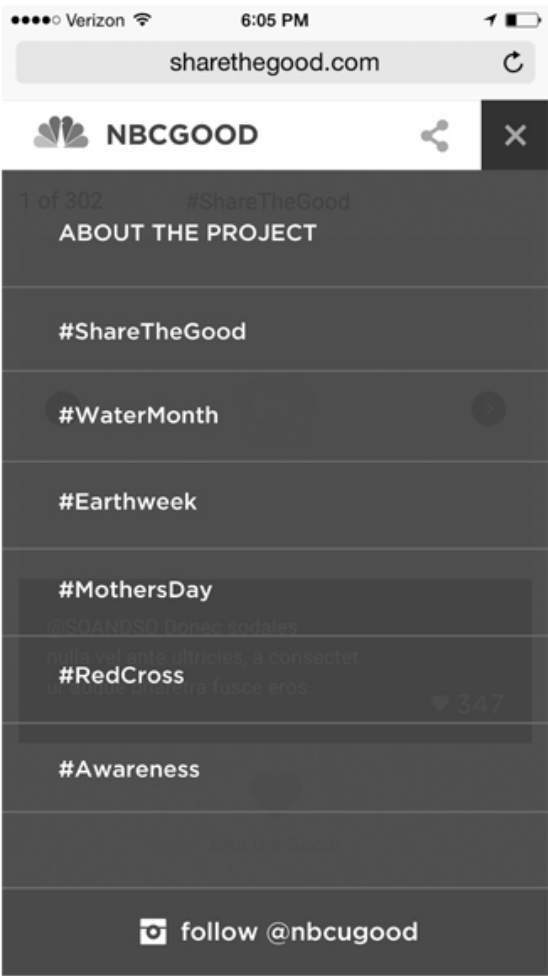
SHARE THE GOOD

User Journey and Wireframes



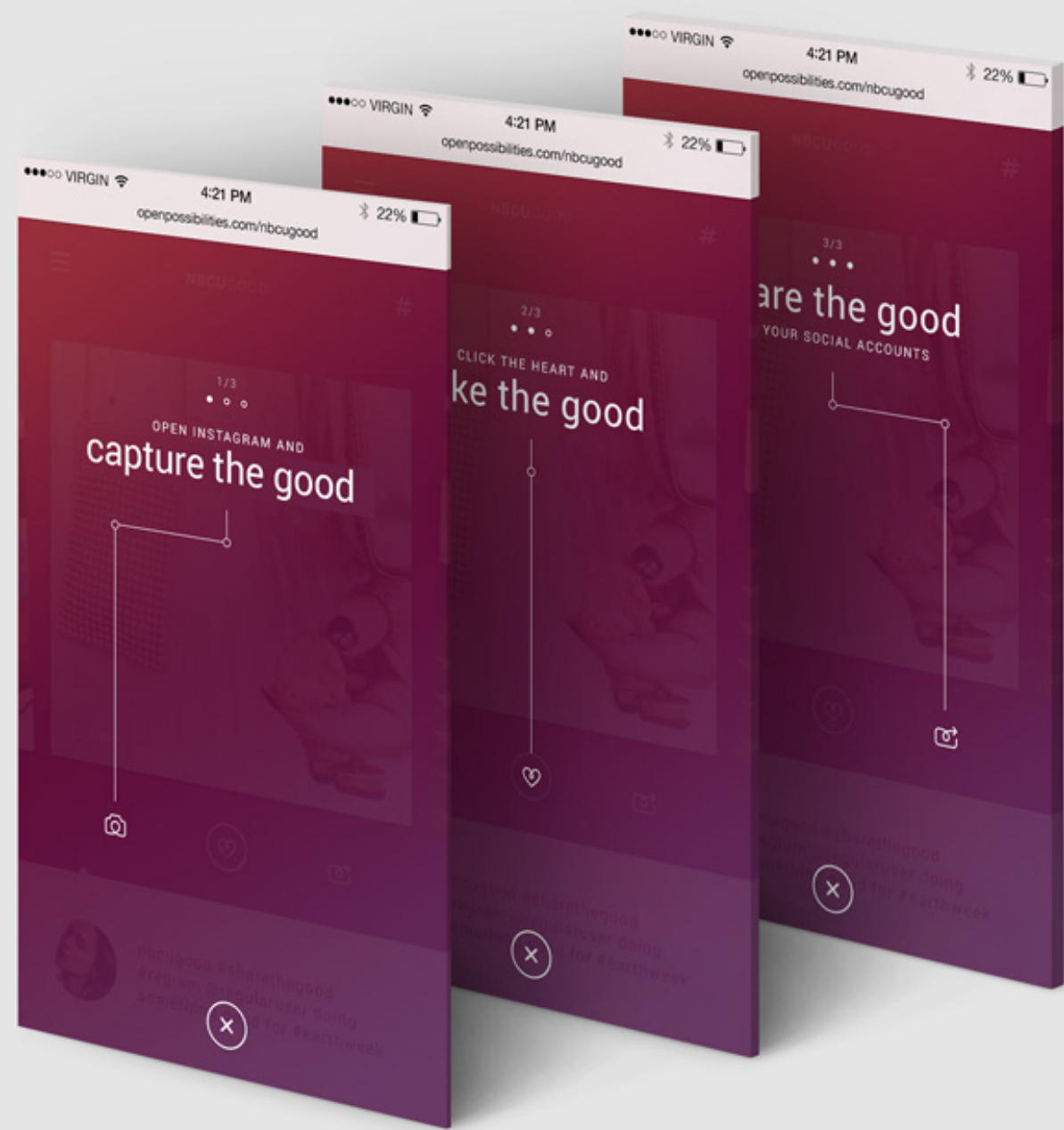
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Wireframes



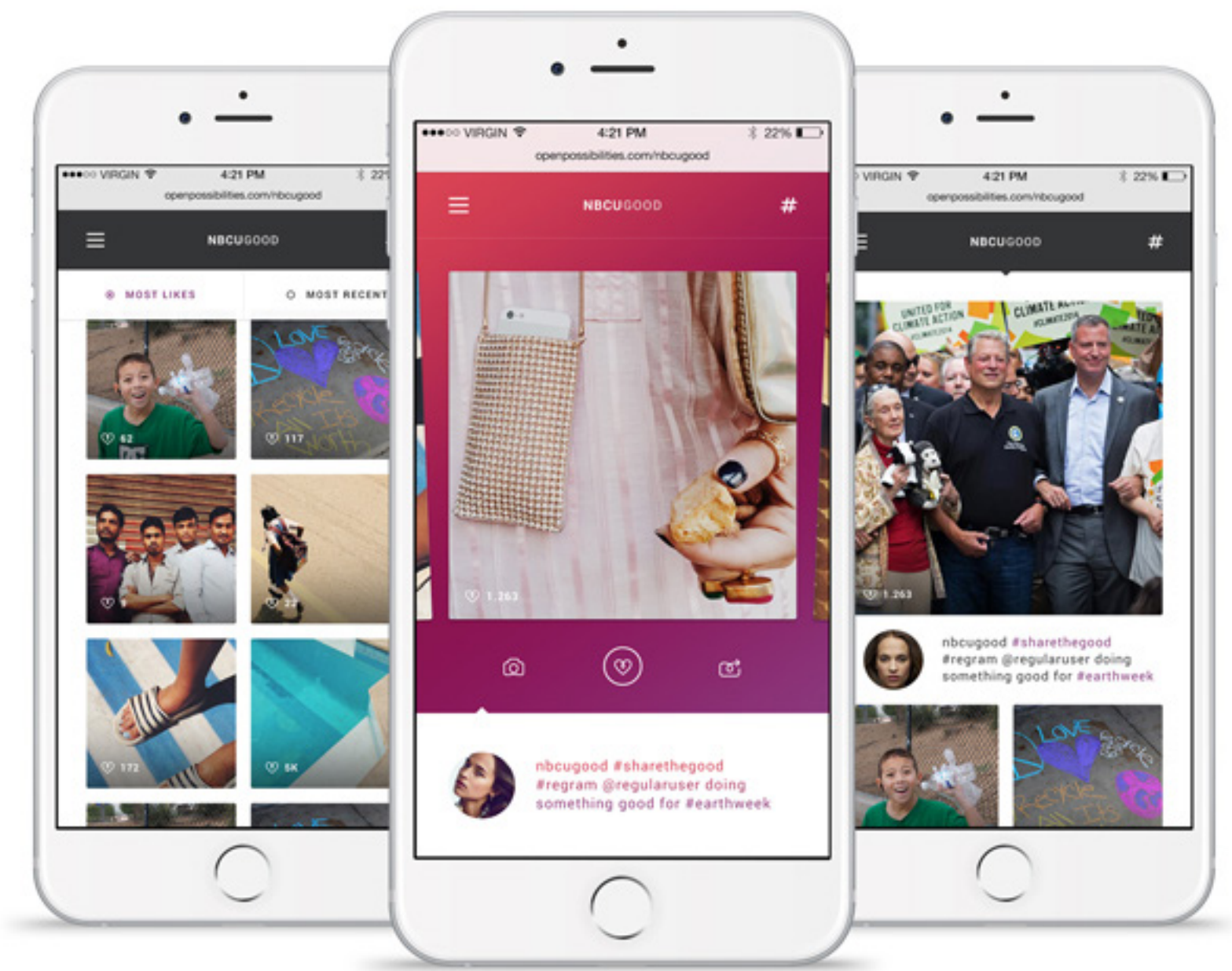
SHARE THE GOOD

Instruction Screens



SHARE THE GOOD

Web App Screens





MY BROTHER'S KEEPER

Branding + Website

In 2015, I was a creative director on the first VR film to feature a president. We worked with the Clinton Global Initiative to showcase some of the progress they're making with partners in East Africa. Not only did we create a VR film that was nominated for an Emmy and received numerous other accolades, but also created a whole brand (Inside Impact) that included a website and series of other VR films.

I created the wireframes for the website using Sketch.

I creative directed the site, branding for the site, as well as the story and overall look of the film.



Overview



Primary logotype



Brandmark



Color Palette

	rgb	35/65/111
	cmyk	98/83/30/16
	hex	233e6f
	rgb	0/0/0
	cmyk	0/0/0/0
	hex	000000

Wordmark

MY BROTHER'S
KEEPER

Typography

Gill Sans Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss

Gill Sans SemiBold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss

Partnerships

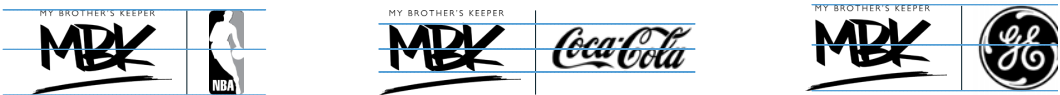
MBK logo always to the left and center aligned to the partner logo. Tall logos and circle logos align to top of text and bottom of underline. Wide logos align to top and bottom of MBK.

Horizontal variation

Full color variation



B&W variation



Layout & Typography

Use Gill Sans as the primary typeface for all text, headlines, subheads and body copy. Typeface weights, spacing and character length vary depending on use.

Layout and Typography

Headline length is 13 characters long

Headers are
fourty two pt.

Line spacing
set to 46 pt.

Sub headers are fifteen pt.

Body copy is set in 12pt with a line spacing of 16pt, with letter spacings of optical 0. The recommended line length is 48 characters long.

Headers

Headers are set to 48 pt with a 46pt line spacing and have a length of 13 characters.

Sub Headers

Sub headers are set to 15pt and should be single with a line length of 23 characters.

Body

Body copy is set in 12pt with a line spacing of 16pt, with letter spacing of optical 0. The recommended line length is 48 characters long.

Alignment

The type set should always be left aligned, unless paired with logo.

Case

Sentence case is preferred for all communications. **Exception:** use all caps when headline is paired with logo (i.e. "learn more..." see p11).

Sample Applications

MBK identity and brand is used consistently across all platforms.

Instagram



Facebook



Mobile



I AM MBK

Mobile Site

×

Stay in the Loop

Provide your details below so that we can keep you updated with all of the latest activities from My Brother's Keeper Alliance.

FULL NAME

EMAIL ADDRESS

☐ I want to learn more about becoming a mentor

KEEP ME POSTED

I understand that by submitting my details I will be contacted by My Brother's Keeper.

#IamMBK. Are you?

We all need to step up and stand together. Join the MBK community, spread the word and learn how you can make a lasting difference by becoming a mentor.

×

Stay in the Loop

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YES

YES, I'M HERE

NO, THANKS

About MBK Alliance

My Brother's Keeper Alliance (MBK Alliance) was born out of former President Barack Obama's vision to ensure all of our youth have equal opportunity to live up to their full potential. MBK Alliance provides comprehensive and sustained interventions to improve life outcomes for boys and young men of color and empower them with the resources and support to go out and do as a part of the solution.

We believe that every young person deserves equal opportunities to achieve success and prosper in the richness of life.

We are leading a collaborative, cross-sector movement to break down barriers and young men of color. Approximately one-third of the life path or better for these young men.

#IamMBK

Meets from the MBK community



Barack Obama



President Obama



Michael B. Jordan

Find Out More About the My Brother's Keeper Alliance

MBK
ALLIANCE

My Brother's Keeper Alliance is Proudly
Supported By

Matter

I AM MBK

Branding



inside impact

INSIDE IMPACT

Website + VR Experience

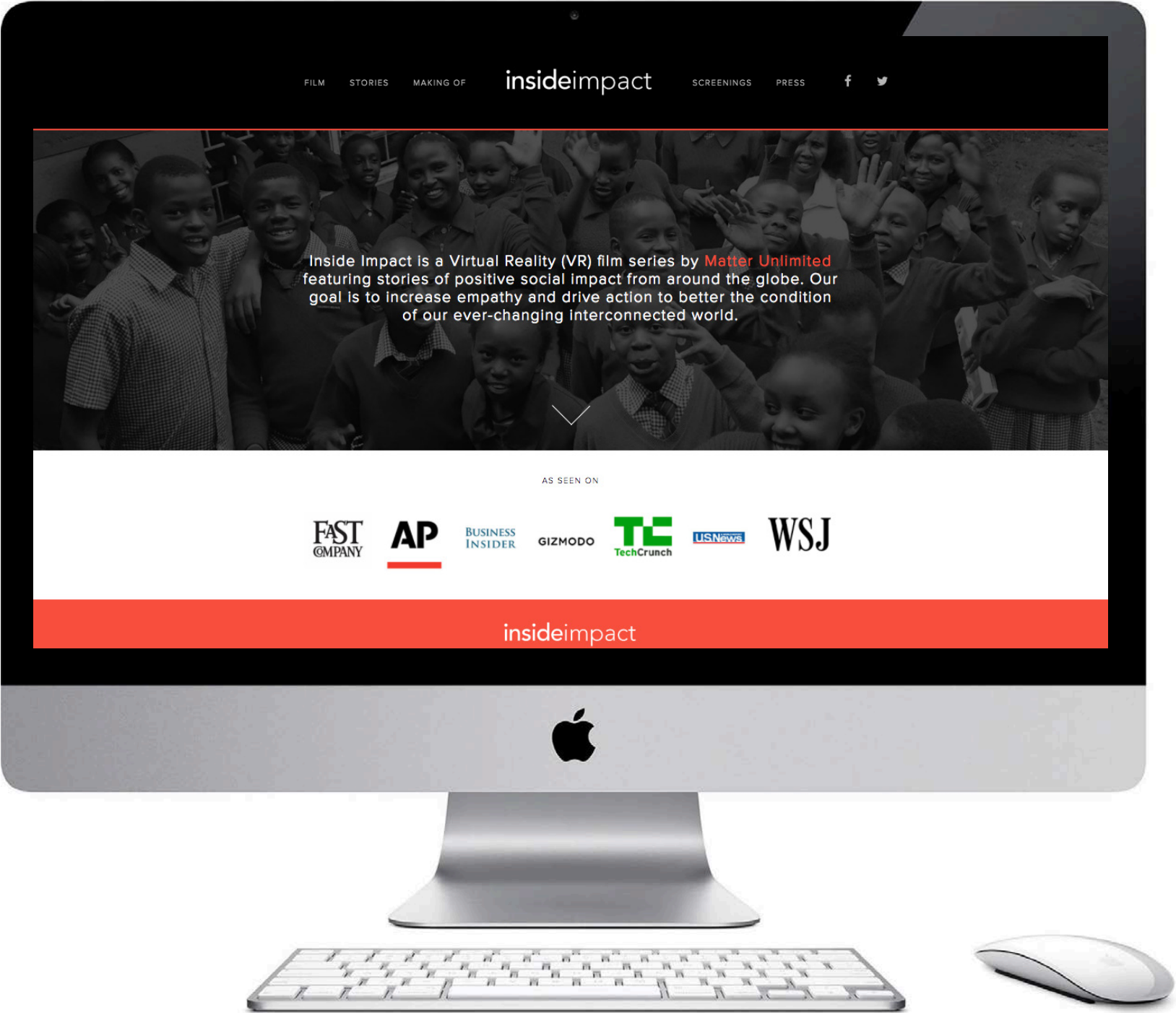
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I creative directed the site, branding for the site, as well as the story and overall look of the film.

INSIDE IMPACT VR

Website



Website pages

FILM STORIES MAKING OF **insideimpact** SCREENINGS PRESS

Inside Impact is a Virtual Reality (VR) film series by **Master Unlimited** featuring stories of positive social impact from around the globe. Our goal is to increase empathy and drive action to better the condition of our ever-changing interconnected world.

FAST COMPANY AP BUSINESS INSIDER GIZMODO **TE** TechCrunch **THE NEWS** WSJ

Bill Clinton is shown from the waist up, standing at a podium and speaking into a microphone. He is wearing a dark suit, a white shirt, and a blue patterned tie. He has a slight smile and is looking down at his hands, which are resting on the podium. The background is a blue wall with a large screen displaying the text "CLINTON GLOBAL INITIATIVE" in white capital letters. A small text overlay on the screen reads: "March President Bill Clinton presents the 2015 Clinton Global Initiative Annual Meeting." At the bottom of the frame, there is a red banner with the text "WATCH THE FULL VR EXPERIENCE" and "WATCH SPONSORIAL VIDEO".

STORIES

● 中国书画函授大学肇庆分校

SUPPLEMENT

The Giza Market in Nairobi, Kenya is a public market overflowing with vendors and buyers of all kinds. Over the last decade, Africa's internet and mobile broadband penetration rates are the fastest growing in the world and the rise of technology is leading to innovation in virtually all aspects of life, from entrepreneurship to health to personal finance. It is an introduction to the Clinton Global Initiative's vision of a more entrepreneurial Africa, transforming demographics and economy beyond expectations.

FILM STORIES MAKING OF **insideimpact** SCREENINGS PRESS

FULL ARTICLE

[FULL ARTICLE](#)

FULL ARTICLE

FULL ARTICLE

FULL ARTICLE

FULL ARTICLE

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FULL ARTICLE

Full Article

[FULL ARTICLE](#)

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[FULL ARTICLE](#)

SHARE THIS SITE AND THE FILM:  

INSIDE IMPACT VR

360 Video Social Post and VR film



Clinton Global Initiative

September 25, 2015 · 🌐

Like Page

We invite you to take the first look at a forthcoming virtual reality film, "Inside Impact: East Africa." Join [President Bill Clinton](#) and [Chelsea Clinton](#) on their trip to East Africa in spring 2015, and see first-hand how Commitments to Action made by CGI members are changing lives and empowering communities.

The "Inside Impact: East Africa" virtual reality film was produced and directed by [Félix & Paul Studios](#) in association with [Messing Partners](#), for [Matter Unlimited's](#) "Inside Impact" social impact project and virtual reality film series. The full virtual reality film will debut on Sunday, September 27 at the CGI 2015 Annual Meeting and be available exclusively on the Oculus Store for Gear VR Innovator Edition, powered by [Oculus](#).

1.1M Views

Like

Comment

Share

THANKS!

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@JakeKahana