

# Luke Myers

## Design Portfolio

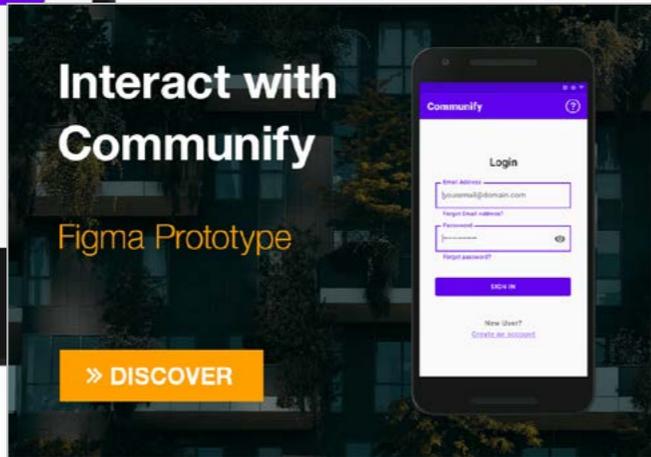
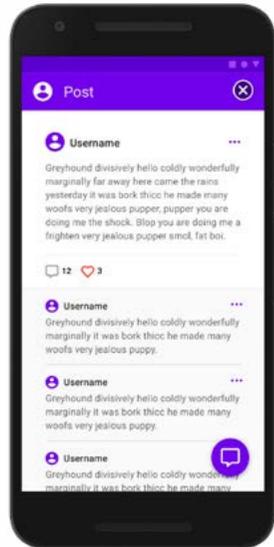
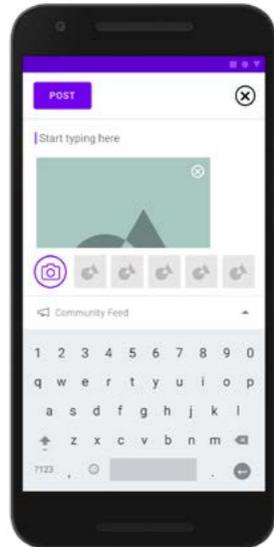
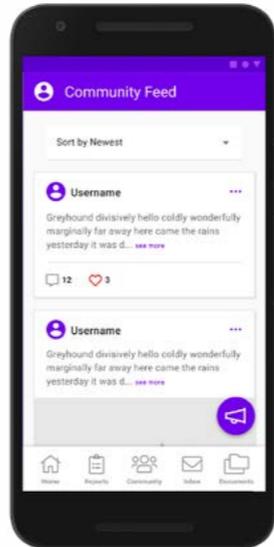
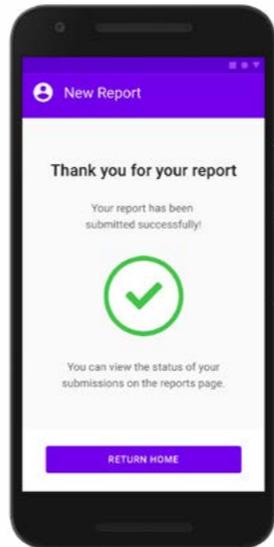
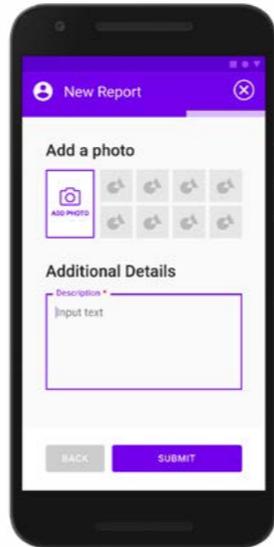
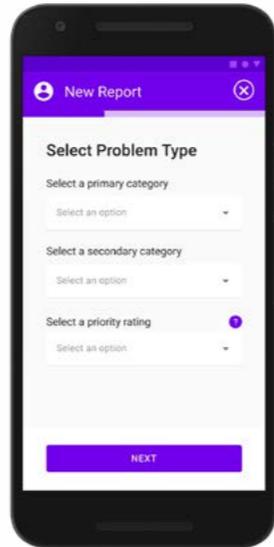
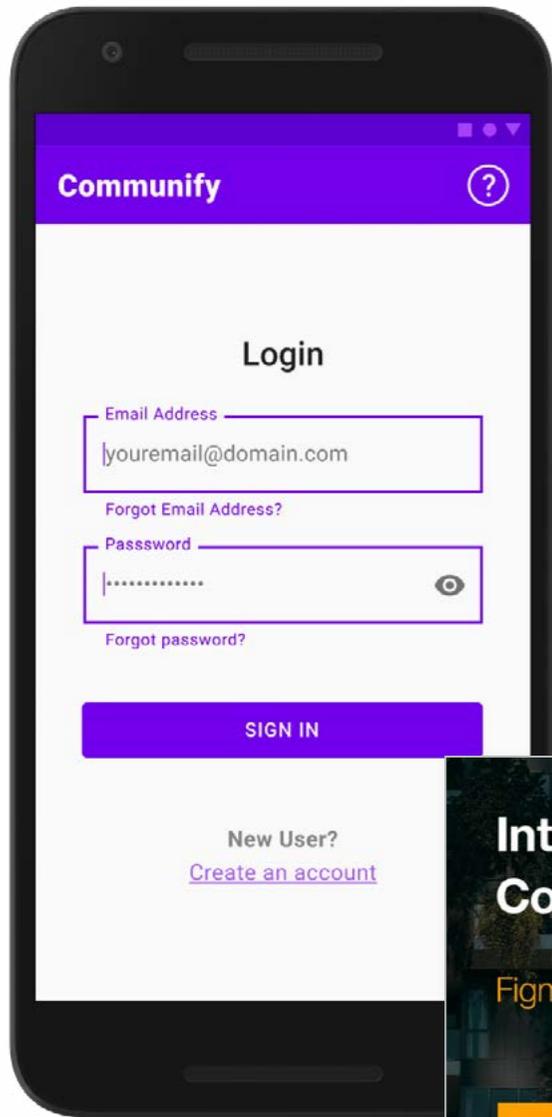
Digital

Print

Branding

Installation  
Art

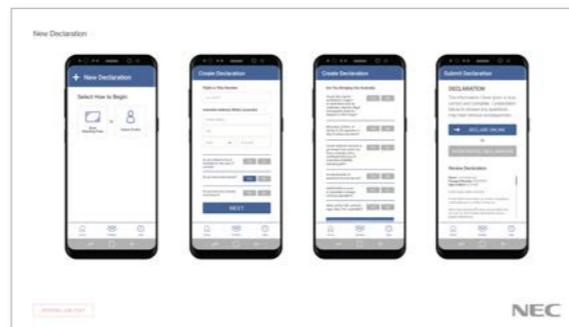
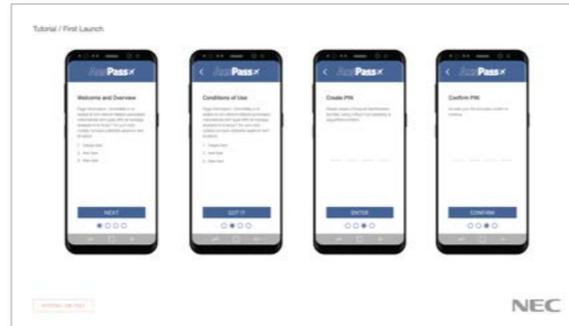
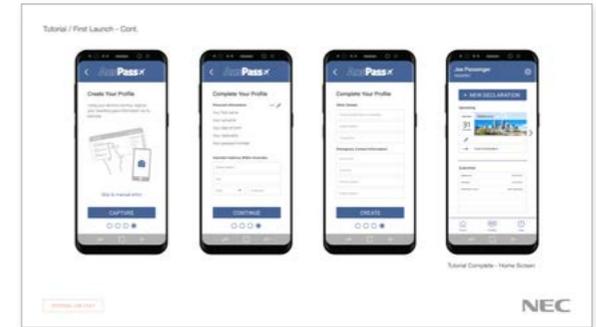
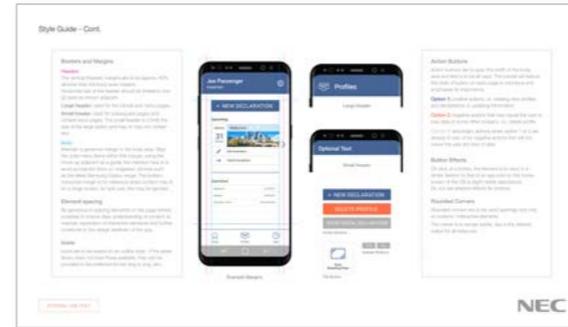
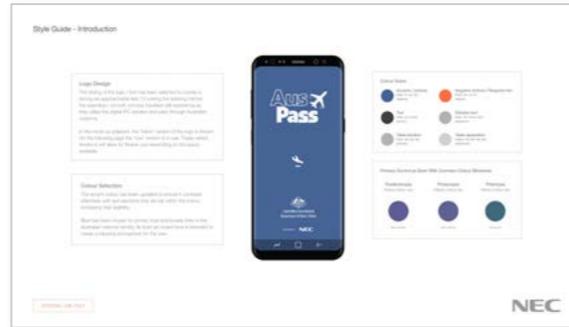
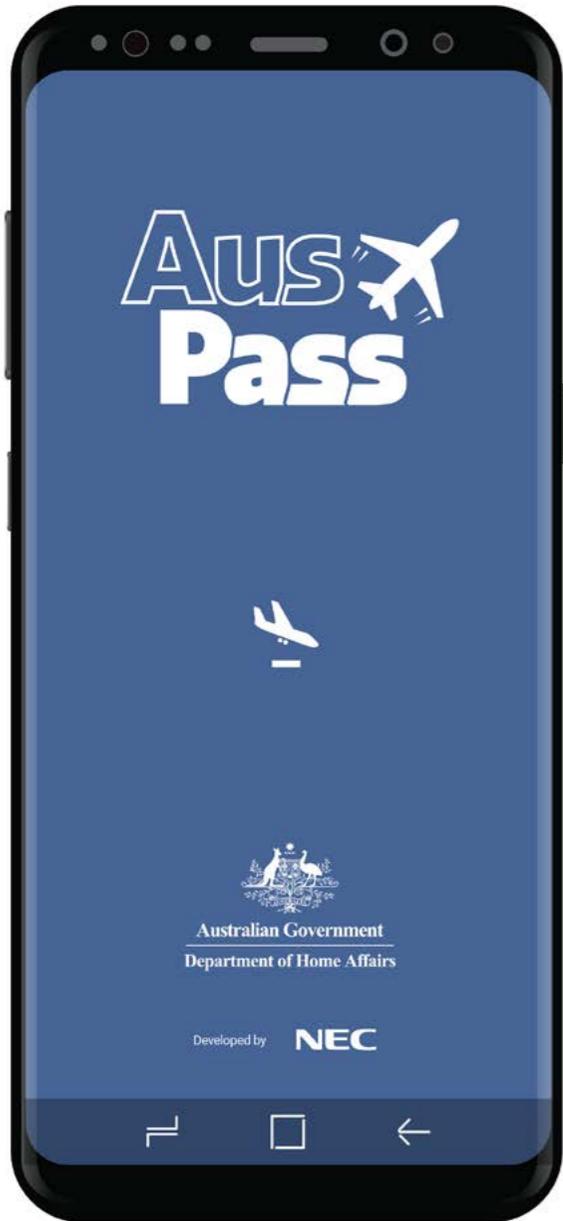
*Click to jump to  
a section or start  
scrolling :)*



## Community Building App

-  General Assembly course project
-  End-to-end UX process, using double diamond methodology. Read the full [Design Diary on Ijm.design](#)
-  Successful completion of course, this project is in continued development

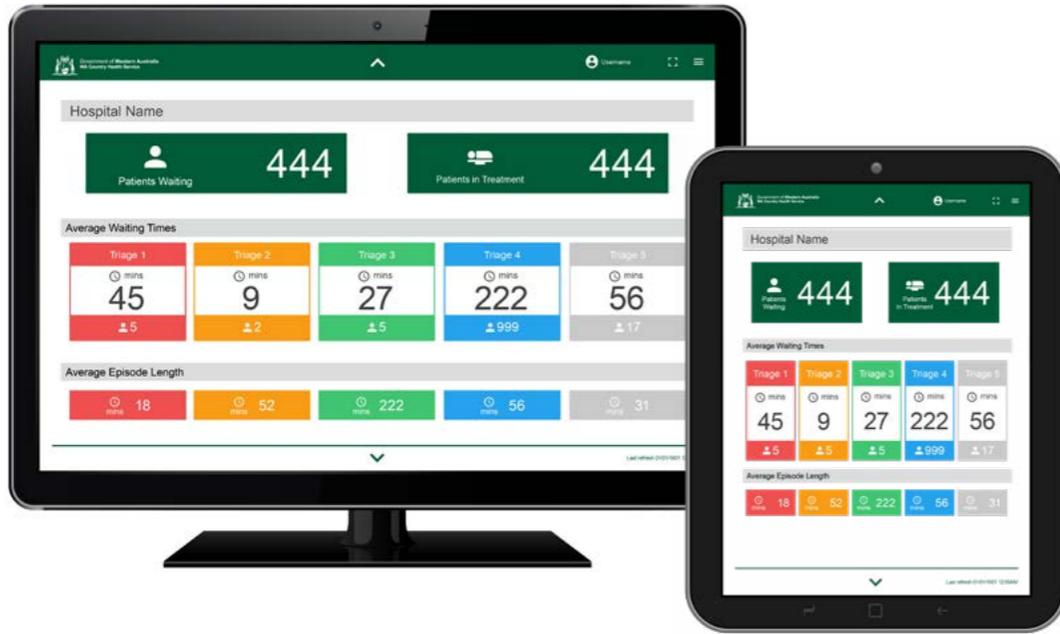




## AusPass - Digital IPC

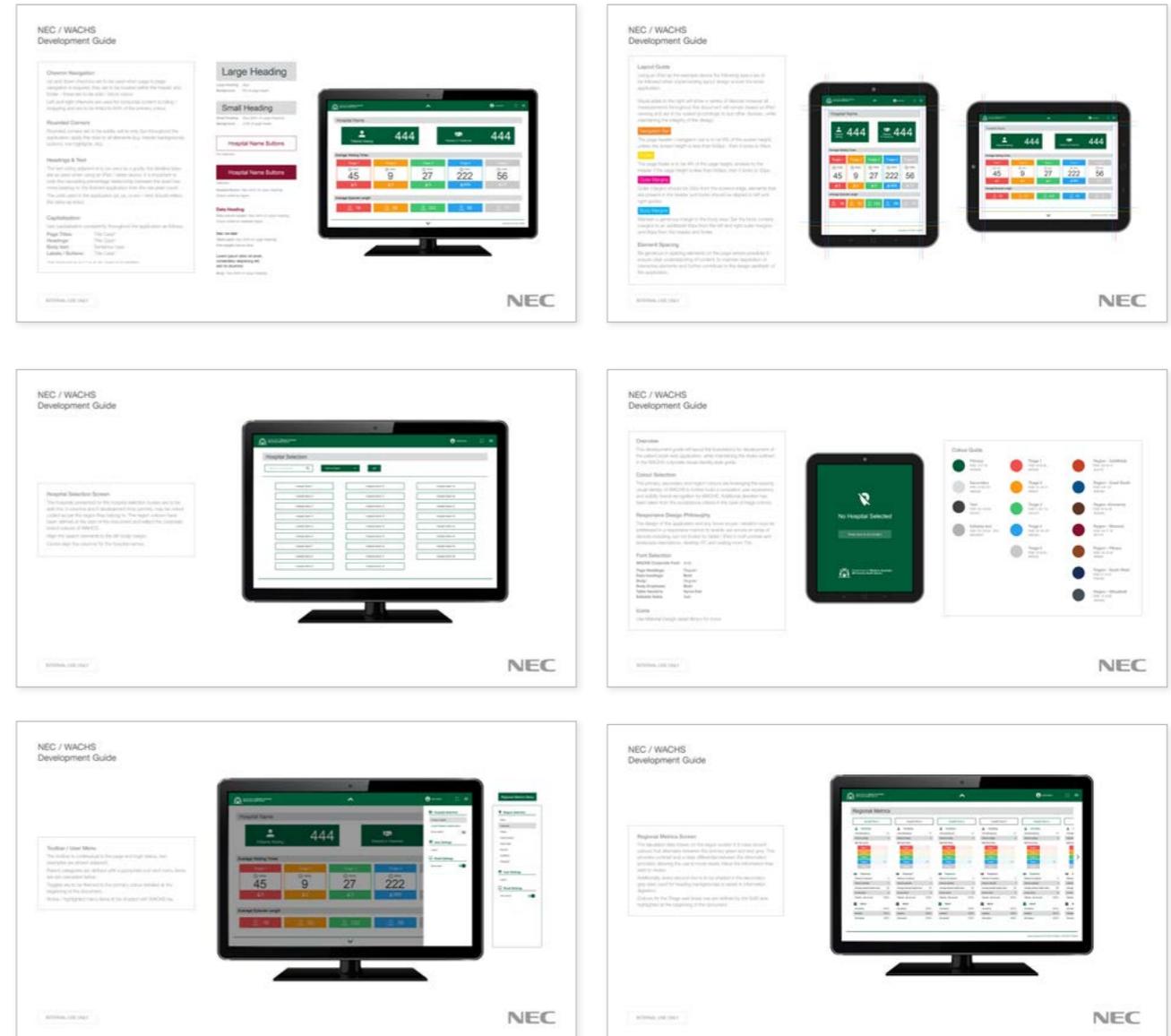
-  NEC Australia application design
-  UI Design for digital Incoming Passenger Card (IPC) application development tender
-  Design collaboration and handover with NEC project team, including physical assets for product demonstration

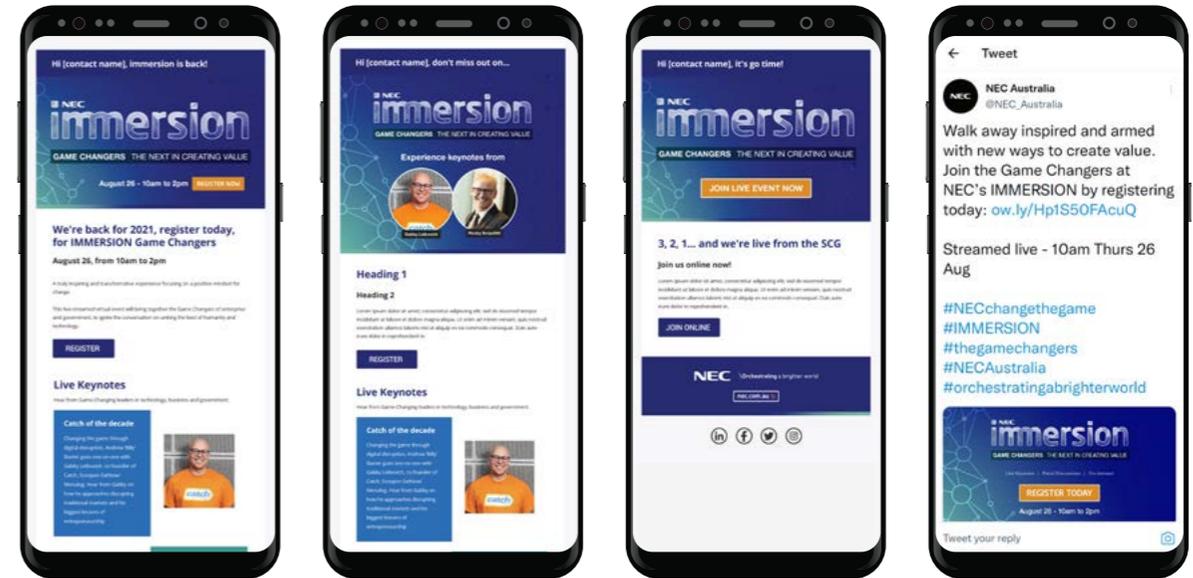




## Patient Monitoring and Triage App

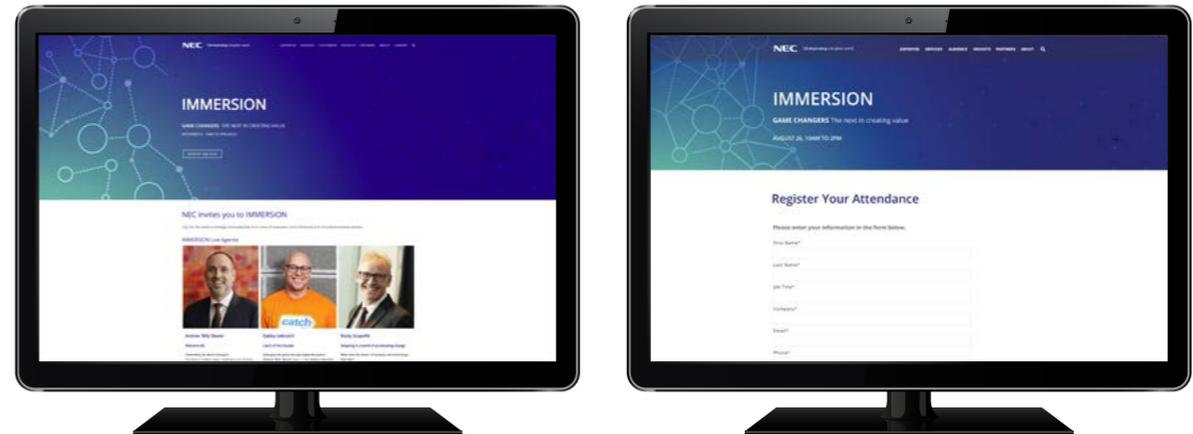
-  NEC Australia application design
-  UI Design for Western Australia Country Health Service (WACHS) patient monitoring and triage kiosk, read the full [Design Diary on Ijm.design](#)
-  Application in use throughout WACHS's sites



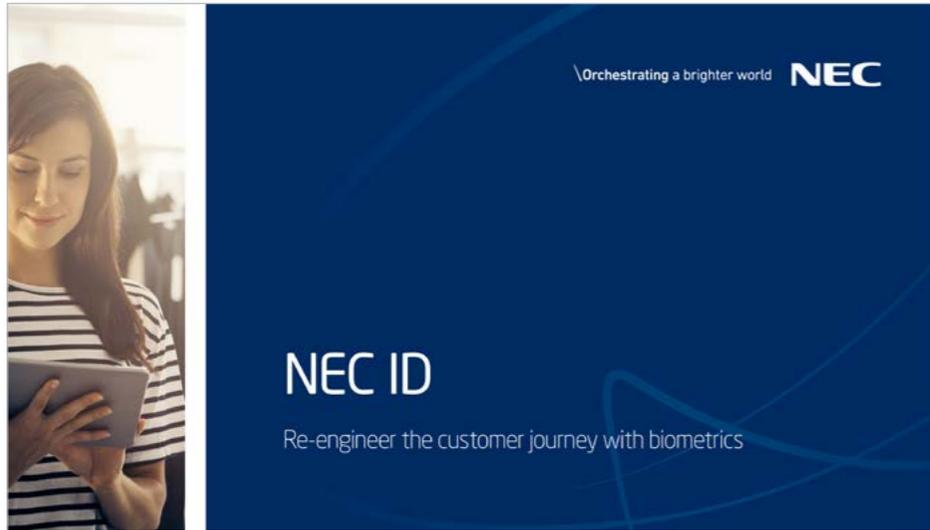


## IMMERSION Game Changers - Virtual Event

-  NEC Australia's flagship yearly event
-  Complete visual identity, user journey design, asset creation, prototype development and final CMS and MarTech implementation
-  Artefact creation for web, eDM and social media - event postponed until November due to Covid-19







### The Future of Customer Experience

Create a customer experience that will drive retail success

NEC ID is a biometric solution designed to enhance customer's retail experience. It provides customer built around security & authentication, enables the opportunity for increased personalisation of a business's shopping experience and promotes on-site. NEC ID delivers a flexible, device agnostic solution capable of handling cross channel ecosystems including in-store, online and in-app purchases.

Secure E-commerce & Customer On-boarding	Personalised Customer Engagement
Identity & Authentication	Self-serve Interactive Kiosks
NEC Advanced Recognition Systems	Biometrics Authentication

### Secure E-commerce & Customer On-boarding

Provide your customers with a positive user experience. Using simple data capture processes ensuring their account and personal information is secure while simultaneously mitigating risk of fraudulent transactions.

This all occurs within your existing ecosystem, connected by NEC ID APIs, which make the process of securing your digital experience simple and cost efficient.

### Capture Photo ID

By holding their phone ID in front of the device's camera, the consumer's image is captured and their personal details are auto-populated.

### Connected Customer Engagement

Maintaining customer engagement can be a challenge. By simplifying the customer experience with NEC ID, businesses can remain agile and drive innovation through a secure and safe platform that remains device agnostic, offering benefits including personalized services to customers and improved security.

### Identity Enrolment via Tablets

Tablets can be used as a sales device to simplify customer experience and allow the registration process to be delivered in a mobile format.

Tablets equipped with NEC ID facilitate:

1. New customer enrolment
2. Returning customer facial recognition
3. Photo capture
4. Disposition of introductory shopping experience

### Self-serve Interactive Kiosks

Kiosks provide a means for customers to guide themselves through a shopping experience without the need for staff resources, leaving staff to assist with more complex customer service needs or with the on-boarding process via tablets.

Kiosks equipped with NEC ID recognise customers immediately, display targeted advertising and guide customers through the order process.

Self-serve kiosks allow customers to:

1. Enter new customer identification information
2. Face capture to verify identity
3. Select products / services
4. Tap credit / debit to pay

### NEC Advanced Recognition Systems

Drive transformation in retail by understanding people, places and patterns

NEC has delivered biometric offerings in retail that include the following features:

<b>Identity authentication</b> 1. Identity theft / fraud 2. Compliance / regulatory 3. Delivery of goods	<b>Targeted advertising</b> Repeat customers	<b>Store Control</b> 1. In-store 2. On-line 3. Mobile App
<b>Customer experience</b> 1. Everyone is a VIP 2. Personalised services	<b>Business analytics</b> 1. Demographic (age & gender) 2. Dwell time 3. In-store tracking	

### Biometrics Authentication

2. Voice recognition

The customer's voice is captured for phone call ID security which saves the customer from having to remember yet another password.

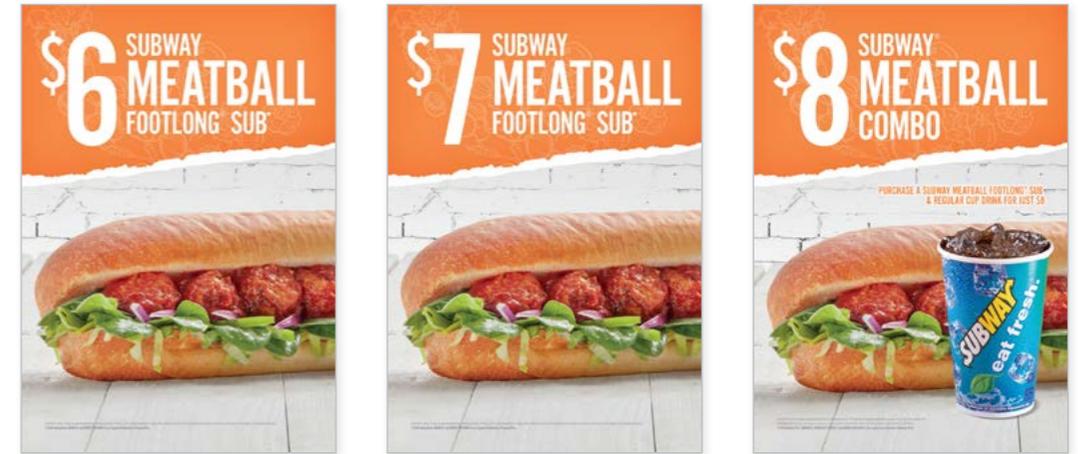
## NEC ID Product Overview

- NEC Australia technology overview
- 28 page multi-use document. Interactive pdf, sales presentation and printed leave-behind
- Used by sales team and available online





Under menu hangers - point of sale



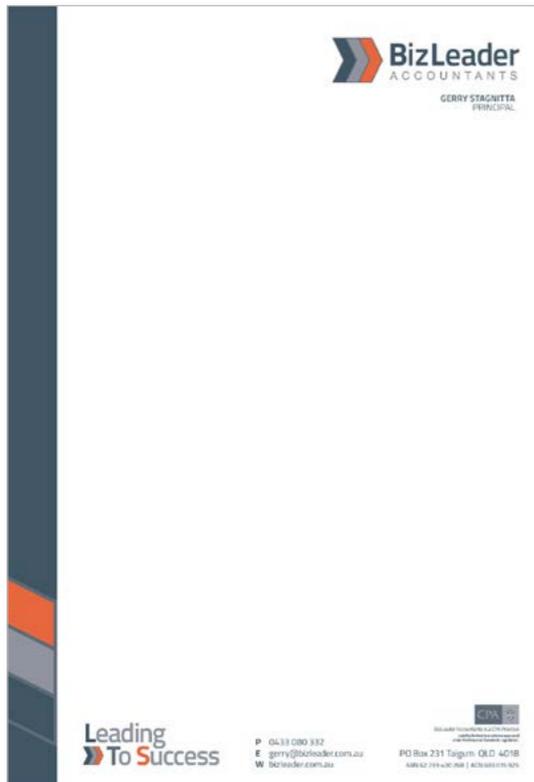
Counter cards - point of sale

## Subway Large Format Printing

-  Meatball Footlong market trial
-  Wide format point of sale materials
-  Printed by Ultraprint Brisbane
-  Trial market - Melbourne East







A4 letterhead



A4 client pad



Business card



A5 notepad



## Biz Leader Brand Design

-  Brand design and collateral package
-  Corporate design package, including print production.
-  Printed at Ultraprint, Brisbane





Business card



## Saxton Kempth Finance Brand Design

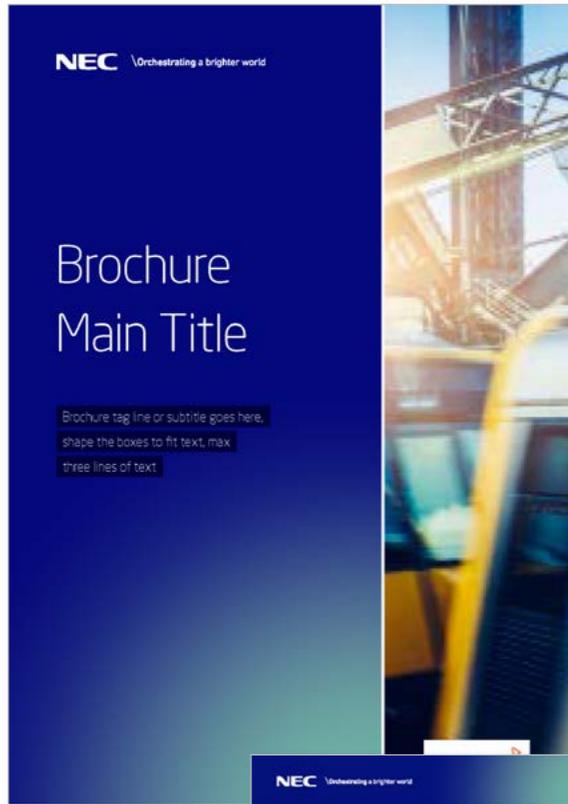
-  Brand update and collateral design
-  Corporate design package, including print production. Business card features Spot UV detail of the background 'K', providing a glossy contrast to the general matte finish
-  Printed at ultraprint



DL notepad

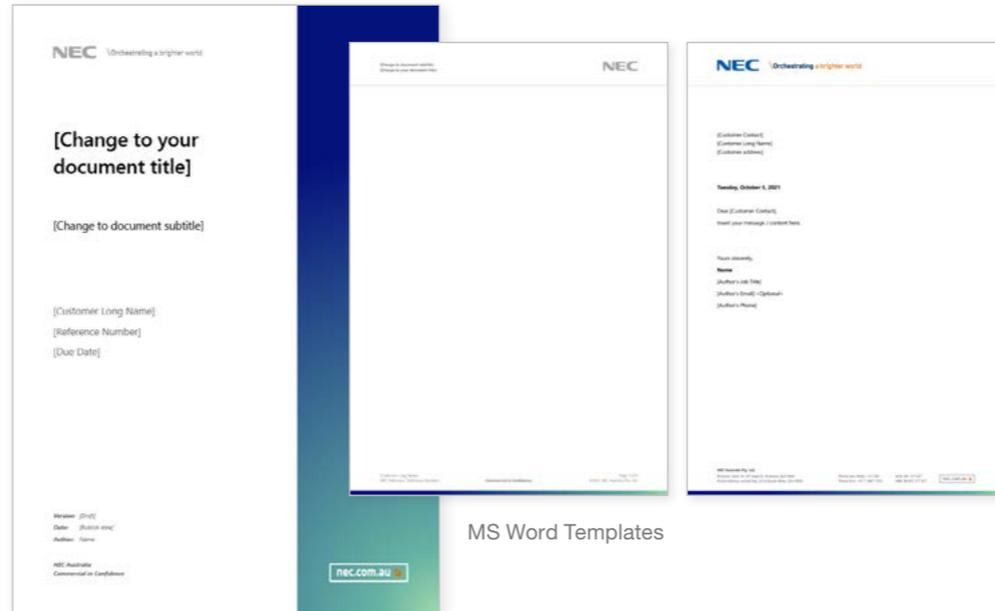
A4 letterhead



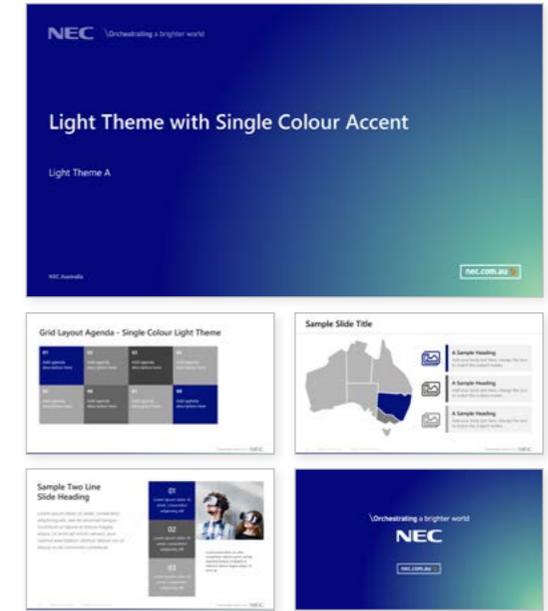


Brochure tag line or subtitle goes here, shape the boxes to fit text, max three lines of text.

Brochures



MS Word Templates



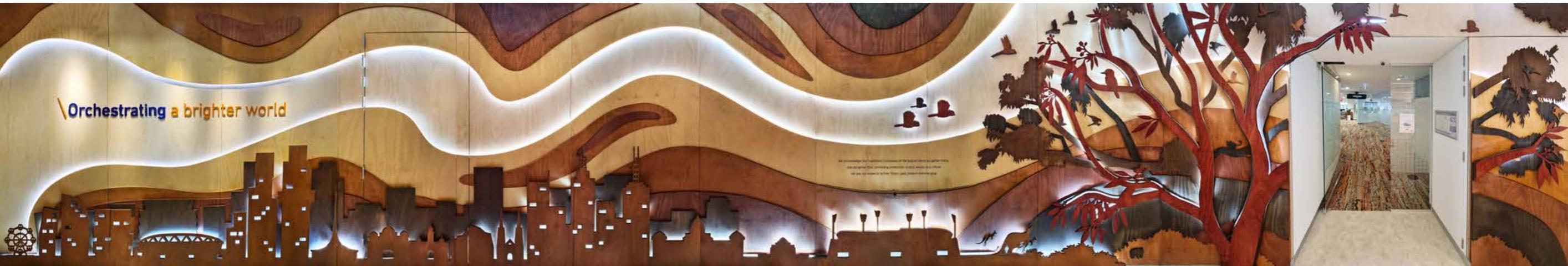
MS PowerPoint Templates



## NEC 2021 Brand Refresh

-  Brand identity update and template refresh
-  Included templates for an array of marketing brochures, eDMs, Word and PowerPoint templates, MS Office themes, building blocks, quick parts and more.
-  Used by whole of NEC Australia





## Bright Victoria, Installation Art

-  Designed and built for NEC Australia
-  Concept art and material design. Constructed from layers plywood with LED lighting detail. Read the full [Design Diary on Ijm.design](#)
-  Located at NEC Australia's Head Office, Bourke Street Docklands





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🌐 [linkedin profile](#)

📁 [ljm.design](#)

A bit about me

# Luke Myers

UX Designer. Problem Solver.

I have been a Graphic and Digital Designer for over 10 years, however I am currently taking the skills I have learnt during that time; along with my passion for continuous learning and transitioning my career to become a **User Experience (UX) Designer**.

I am driven to improve what I see; I channel that drive to improve the interactions and experiences we have with the human built world around us. I am an advocate for well-considered, simple design, that enables clear communication and provides human centred outcomes.