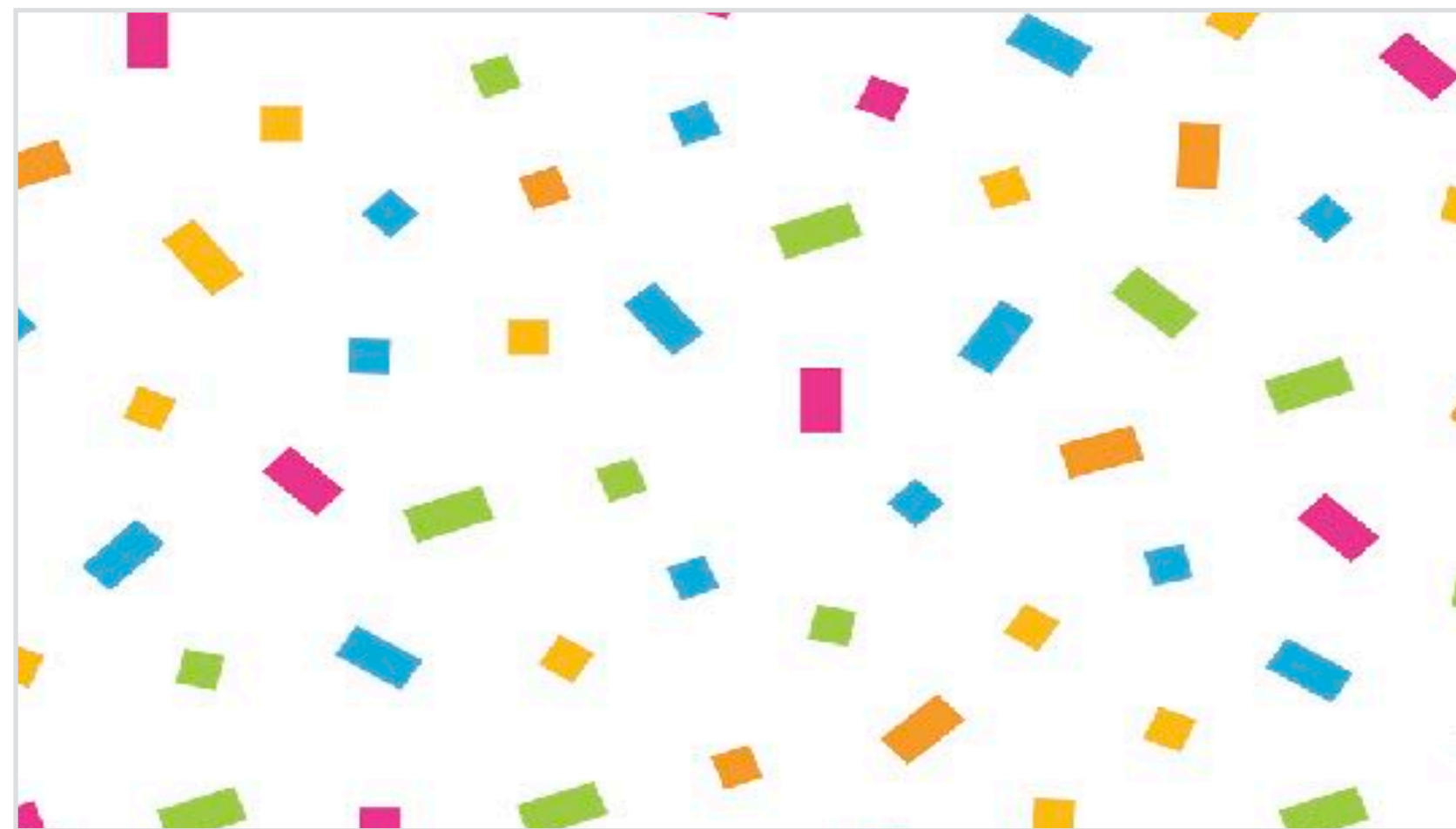


# AMAZON GIVEAWAYS

UX DESIGN // VISUAL DESIGN // IA





## AMAZON GIVEAWAYS \\ **MY PROCESS**

### **MY ROLE:**

I was fully involved as the primary designer of the customer participation flows. I worked cross collaboratively with my product team, our Berlin development team and fellow team designers. I audited and presented updated designs for Giveaway emails, participation flows, and contributed to designs for the updated branding and landing pages.

### **CHALLENGES FACED**

- Consistent issue being dev resourcing.
- I worked with my team to try and establish a timeline of launches, but more often than not ended up designing for an evergreen experience that we more or less released in increments.
- International scheduling —working with an entire team that was based in Berlin, scheduling time to discuss work and progress was a challenge each week.



## THE PATTERN

The new confetti pattern is bolder and brighter, utilizing the Sky color palette. It is purposefully dense for the ASIN but in other applications, a lighter density may be more appropriate.

## COLORS

River



#00A9DA  
Pantone 313 C  
C:100 M:0 Y:11 K:0  
R:000 G:169 B:218

Smile



#FF9900  
Pantone 1375C  
C:0 M:45 Y:95 K:0  
R:255 G:153 B:000

Jungle



#A7CF41  
Pantone 375 C  
C:42 M:0 Y:94 K:0  
R:167 G:207 B:065

Tropical



#EC2C88  
Pantone 219 C  
C:0 M:92 Y:4 K:0  
R:236 G:044 B:136

Daisy



#FFC010  
Pantone 1235 C  
C:0 M:27 Y:98 K:0  
R:255 G:192 B:016

## FILE NAMES

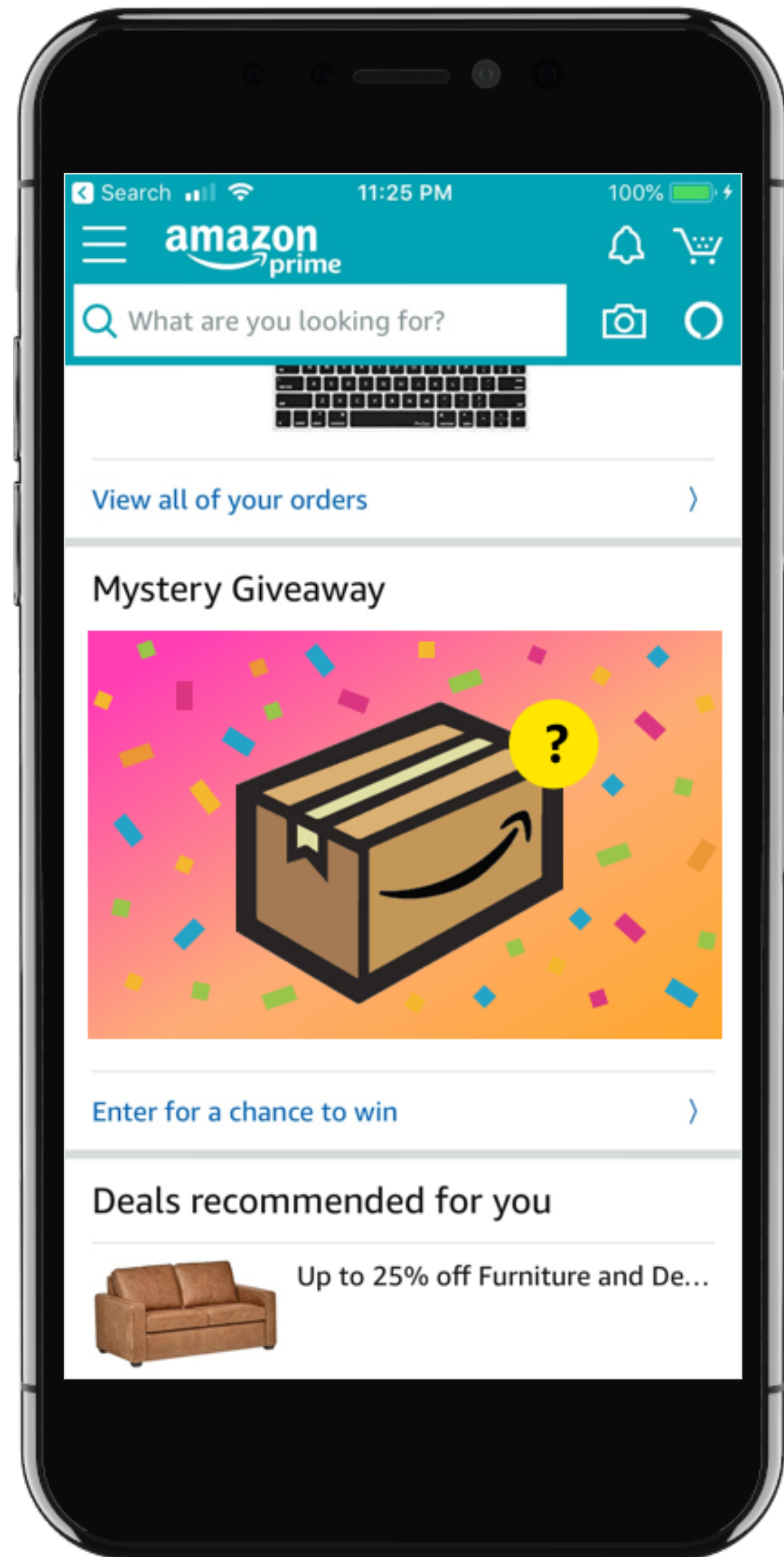
AmazonGiveaway\_ConfettiVector.eps  
AmazonGiveaway\_ConfettiVector.png

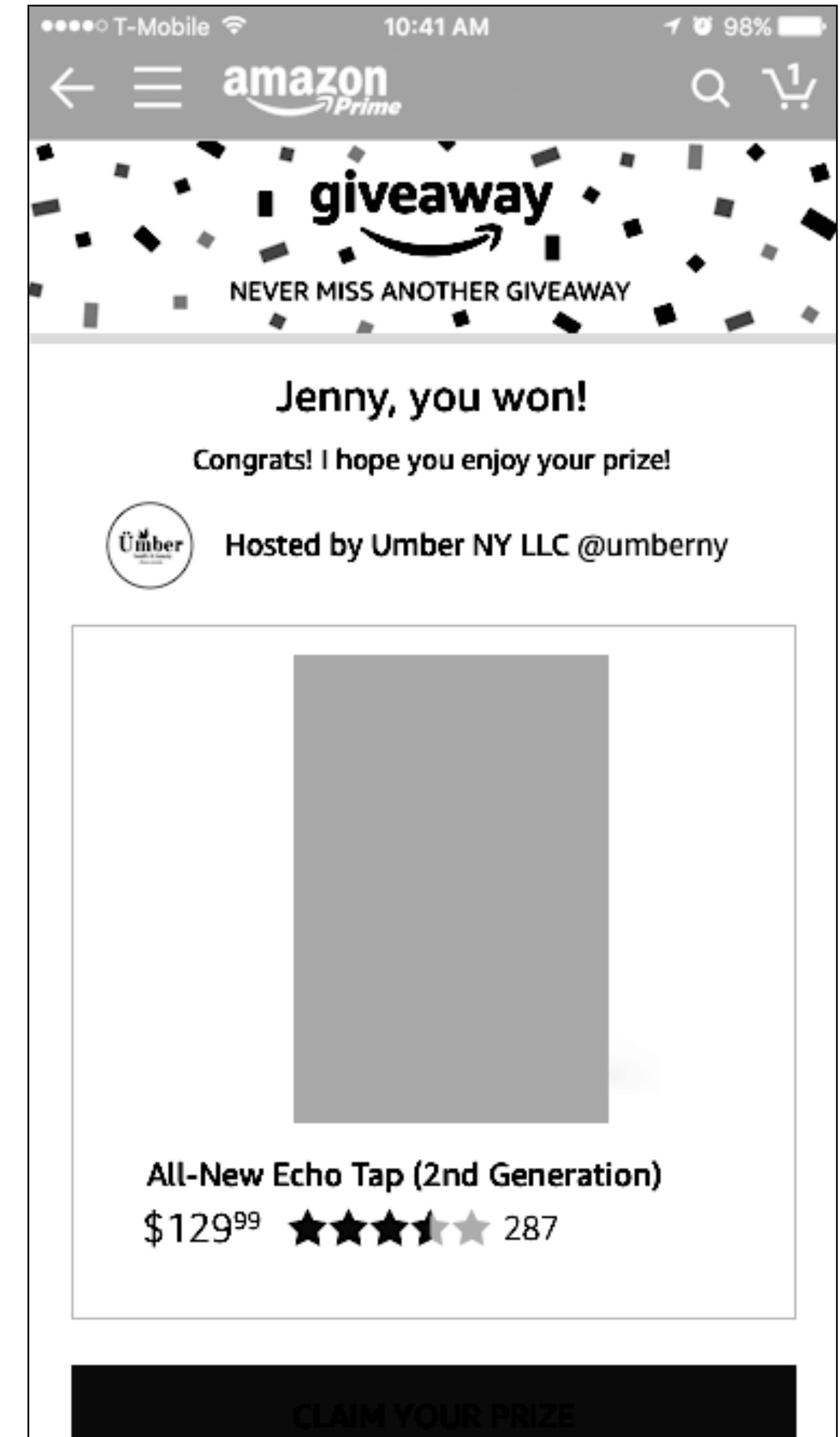
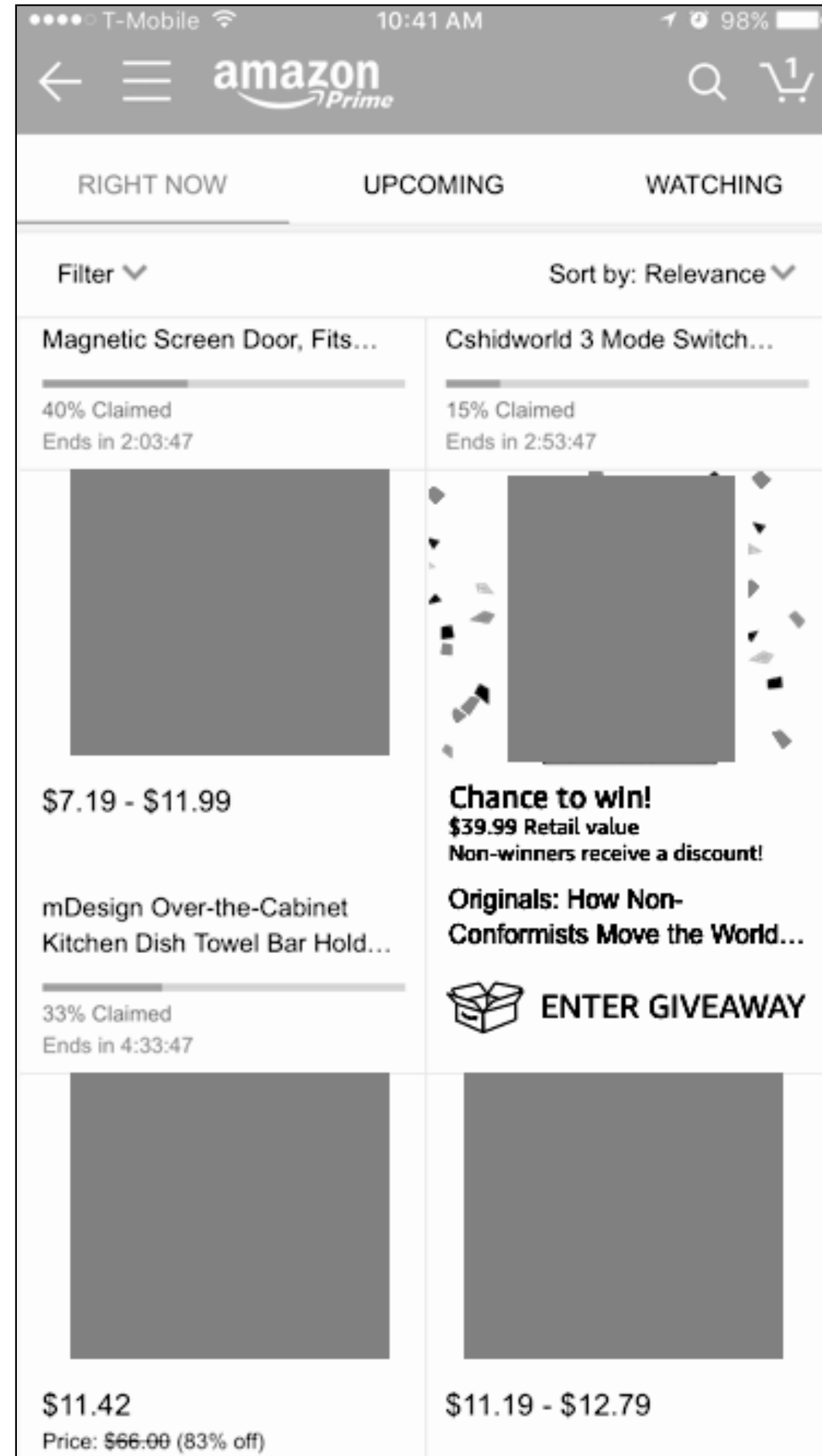
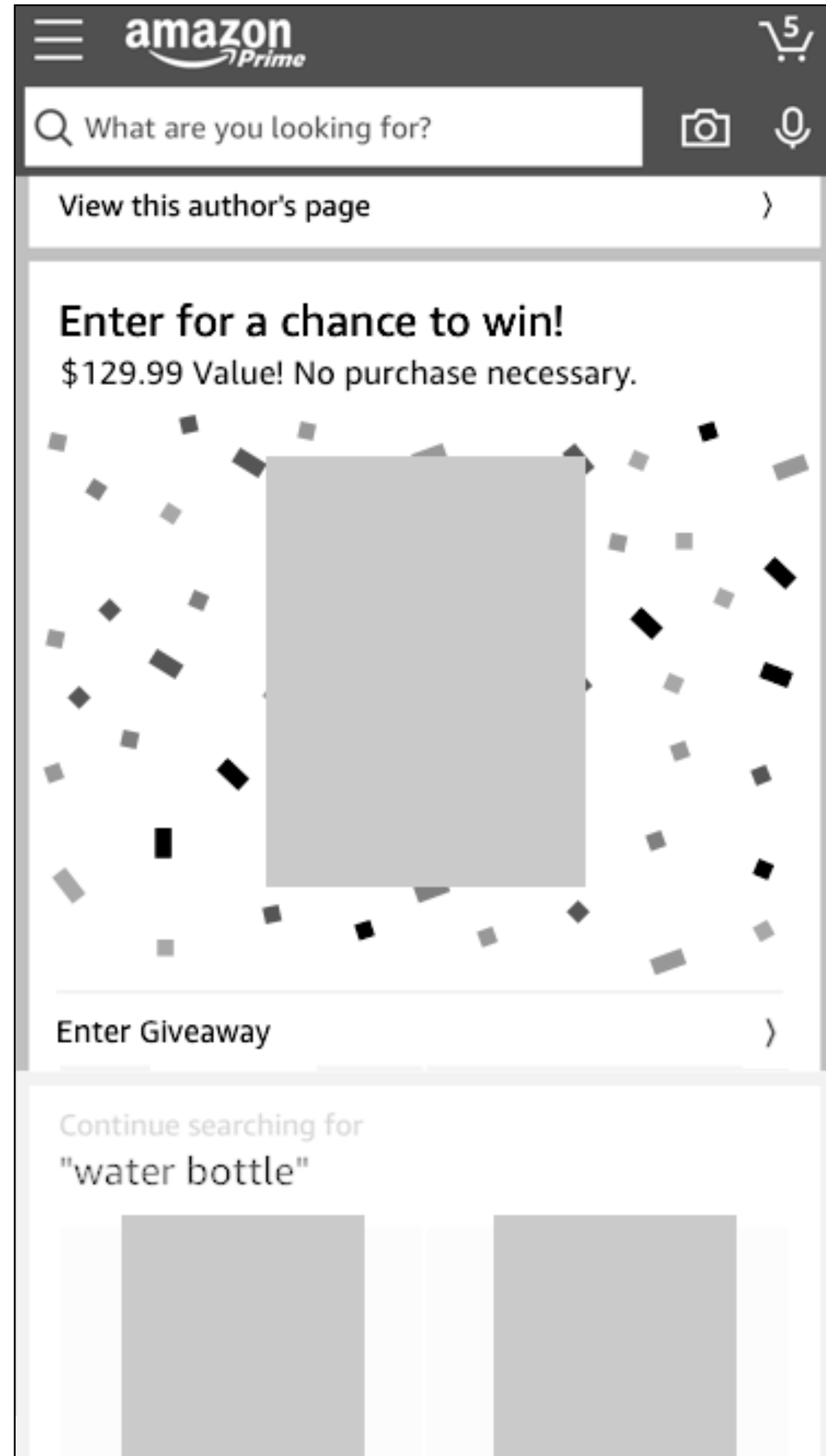


giveaway

The word "giveaway" is written in a bold, dark grey, lowercase sans-serif font. Below the text is the Amazon smile logo, a dark grey curved arrow pointing from the letter 'i' to the letter 'y'.










1

amazon prime

giveaway

Enter for a chance to win!



[Iphone 7 Plus Grand Teton Inlay Wood panel...](#)  
\$10.99 Retail Value ★★★★★ 287  
Hosted by **Carved**

Follow @JKrowling on Amazon to enter for a chance to win this giveaway!

+Follow


MOTORMAN has paid for all prizes, sales tax, and shipping.

2

amazon prime

giveaway

Enter for a chance to win!



[Iphone 7 Plus Grand Teton Inlay Wood panel...](#)  
\$10.99 Retail Value ★★★★★ 287  
Hosted by **Carved**

You are now following @JKrowling on Amazon

✓ Following


MOTORMAN has paid for all prizes, sales tax, and shipping. Entry requires an Amazon.com account. Amazon will ship

3

amazon prime

giveaway

Enter for a chance to win!



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\$10.99 Retail Value ★★★★★ 287  
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✓ Following

Amazon account required for entry.

4

amazon prime

giveaway



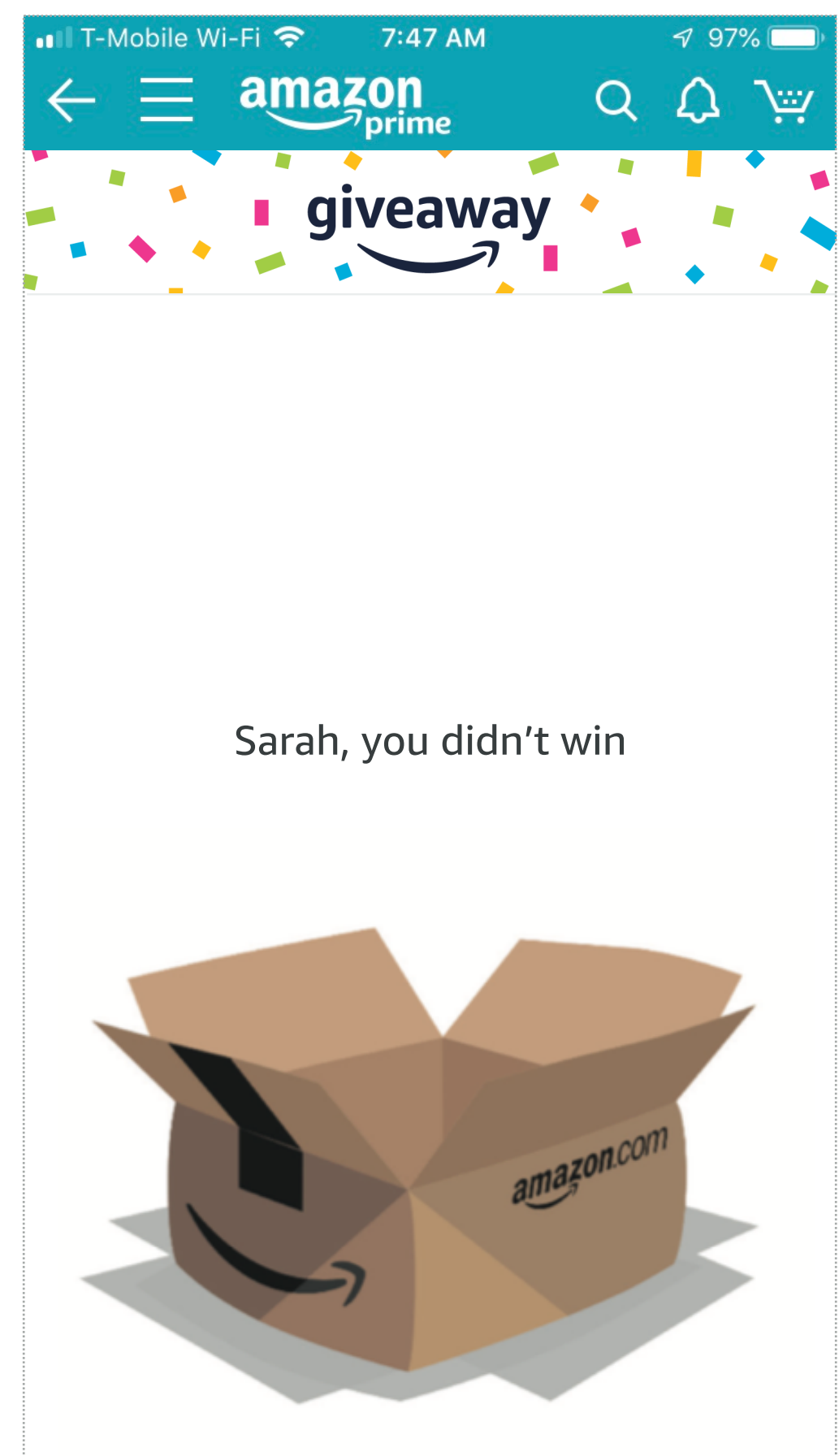


AMAZON GIVEAWAYS \\  
**HIFI MOBILE**

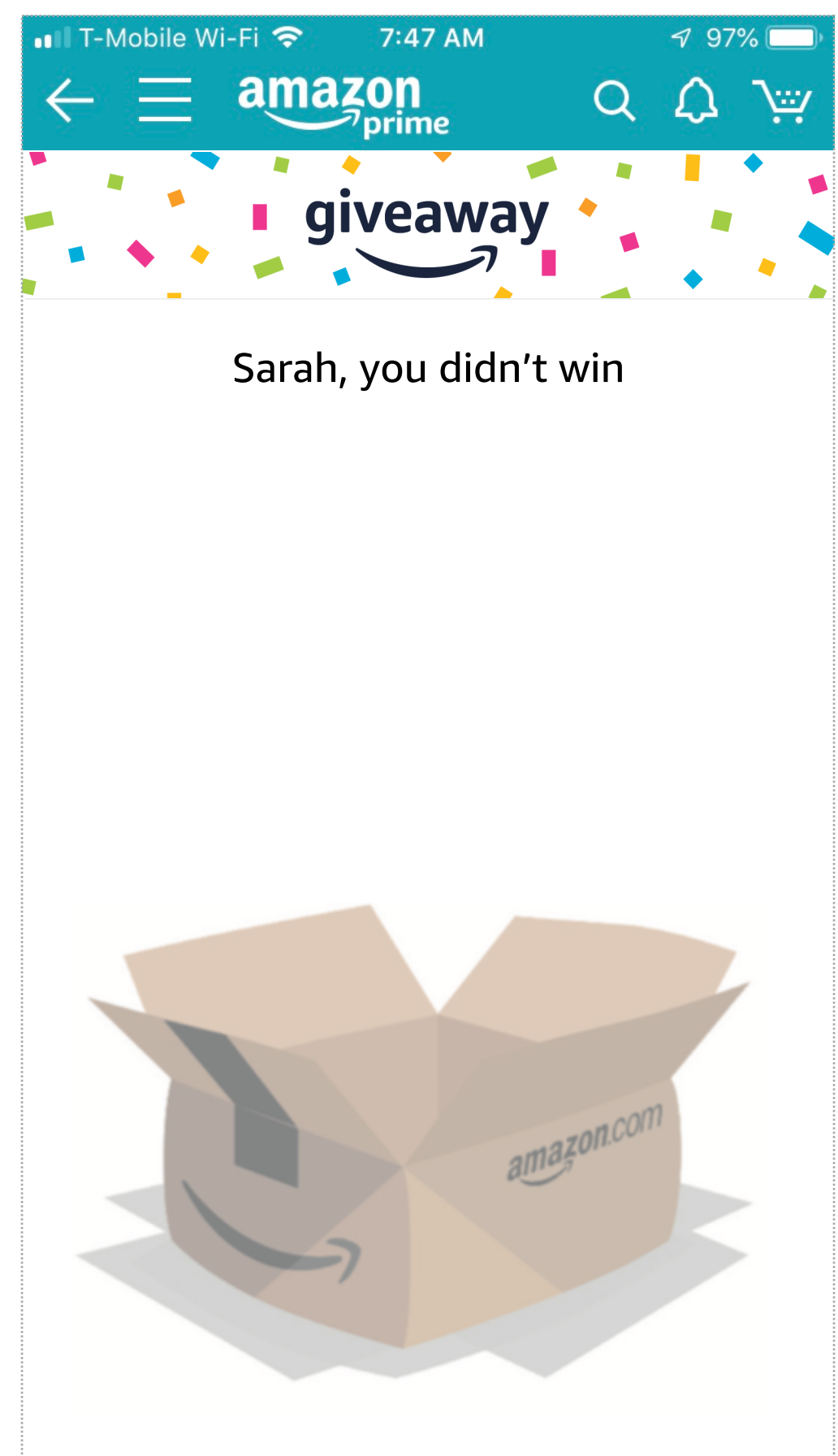
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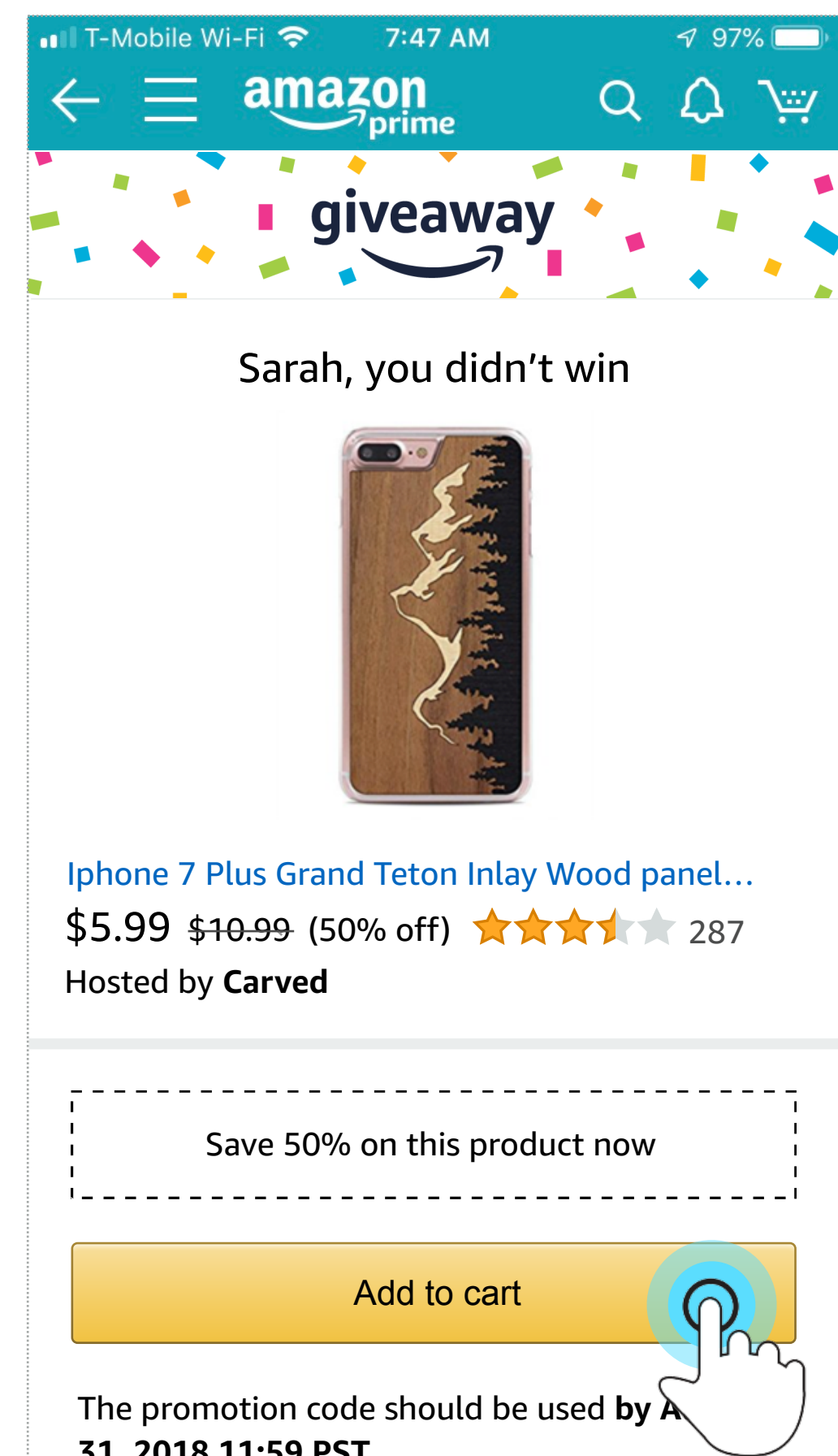
6



7



8



MOTORMAN has paid for all prizes, sales tax, and shipping. Entry requires an Amazon.com account. Amazon will ship prizes to winners. Your account information is not shared with MOTORMAN, except winners' names may be made public. Amazon is not a sponsor of this promotion.

NO PURCHASE NECESSARY. Must be 18+. Every 8,000th

9

amazon prime

giveaway

Sarah, you didn't win

Added to cart

Iphone 7 Plus Grand Teton Inlay Wood panel...  
 \$5.99 \$10.99 (50% off) ★★★★★ 287  
 Hosted by Carved

Save 50% on this product now

Add to cart

The promotion code should be used by **August 31, 2018 11:59 PST**

10

amazon prime

giveaway

Sarah, you didn't win

Iphone 7 Plus Grand Teton Inlay Wood panel...  
 \$5.99 \$10.99 (50% off) ★★★★★ 287  
 Hosted by Carved

✓ Promotion claimed and item added to cart

The promotion code should be used by **August 31, 2018 11:59 PST**

[See all Giveaways](#)

Tell friends about this giveaway

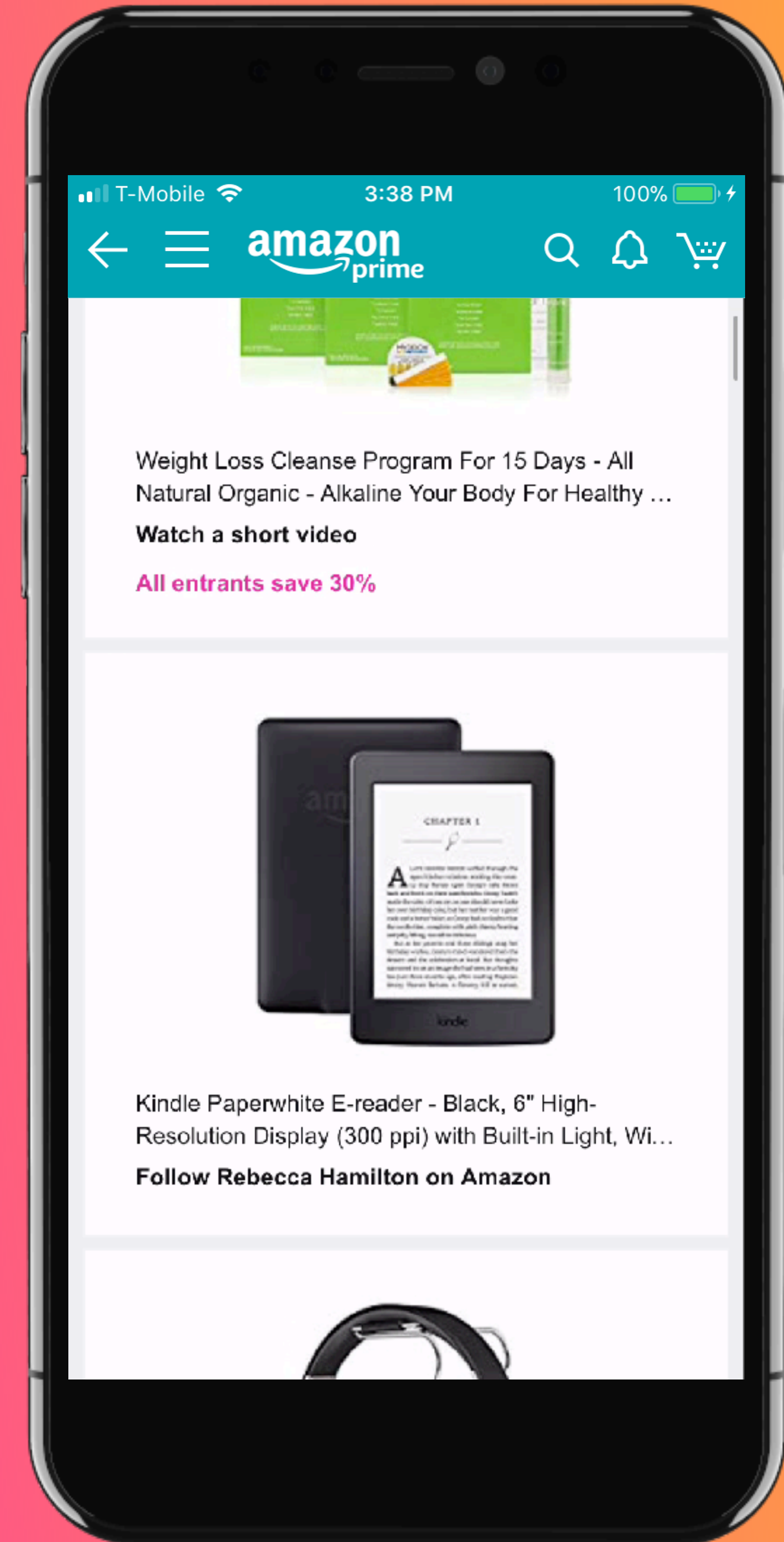
MOTORMAN has paid for all prizes, sales tax, and shipping. Entry requires an Amazon.com account. Amazon will ship prizes to winners. Your account information is not shared with MOTORMAN, except winners' names may be made public. Amazon is not a sponsor of this promotion.

NO PURCHASE NECESSARY. Must be 18+. Every 8,000th eligible entry will win, up to 5 winners. This giveaway started October 10, 2017 4:19 AM PDT and ends the earlier of October 12, 2017 11:59 PM PDT or when all prizes have been awarded.



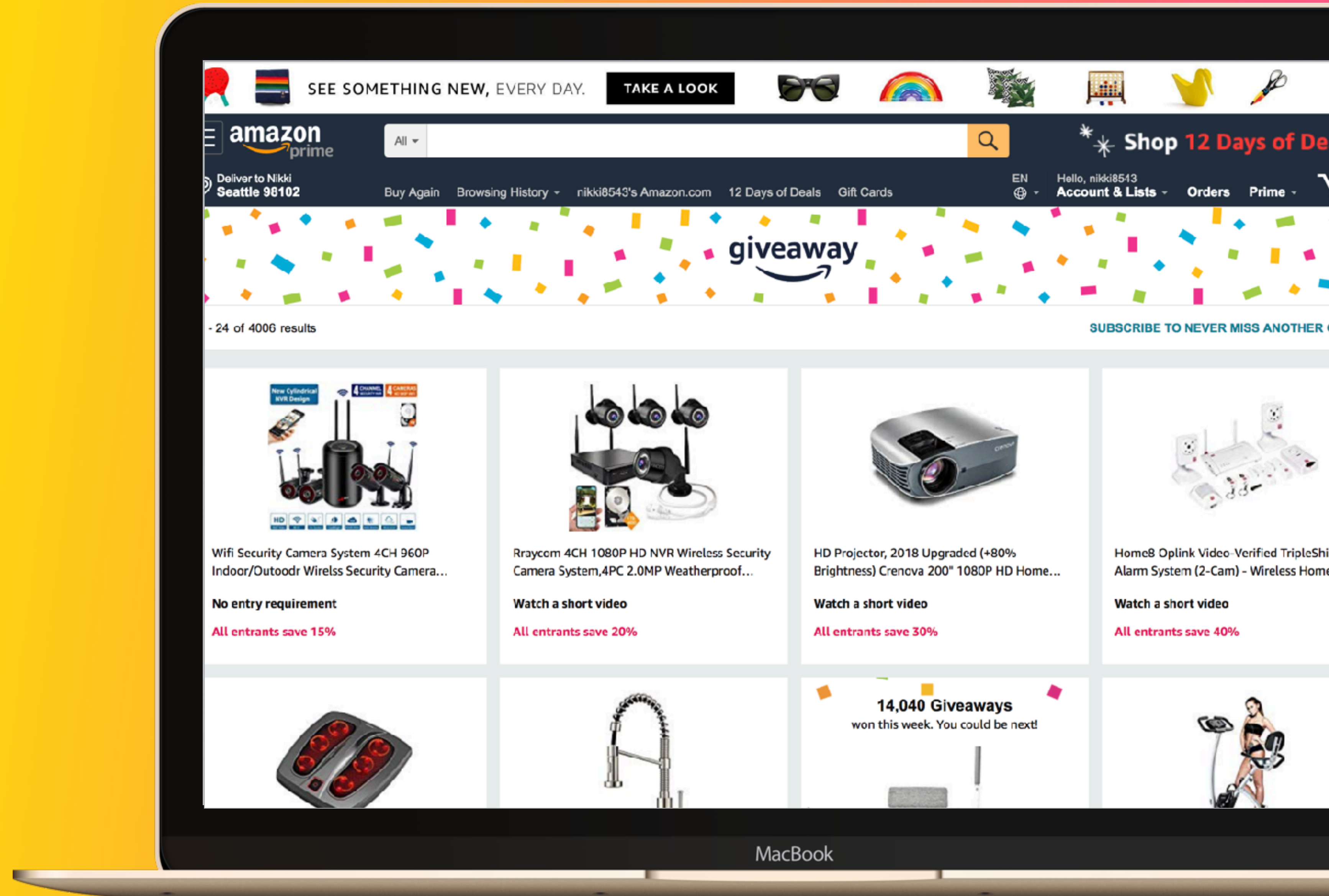
## CHANGES IMPLEMENTED

- Incorporated our branding with new headers and footers
- Redesigned the creation flow, listing page, Giveaway emails and entrant flow to improve the customer experience
- Creating a new custom landing page that showcased Giveaways and simplified Entry requirements
- Highlighted discount consolation and made “add to cart” an option



AMAZON  
GIVEAWAYS \\\

HIFI DESKTOP



SEE SOMETHING NEW, EVERY DAY. TAKE A LOOK

amazon prime All Shop 12 Days of Deals

Deliver to Nikki Seattle 98102 Buy Again Browsing History nikki8543's Amazon.com 12 Days of Deals Gift Cards EN Hello, nikki8543 Account & Lists Orders Prime

giveaway

- 24 of 4006 results SUBSCRIBE TO NEVER MISS ANOTHER

**Wifi Security Camera System 4CH 960P Indoor/Outdoor Wirelss Security Camera...**

**No entry requirement**  
**All entrants save 15%**

**Rraycom 4CH 1080P HD NVR Wireless Security Camera System,4PC 2.0MP Weatherproof...**

**Watch a short video**  
**All entrants save 20%**

**HD Projector, 2018 Upgraded (+80% Brightness) Crenova 200" 1080P HD Home...**

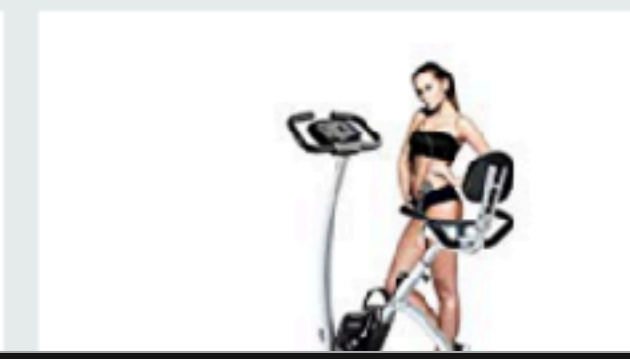
**Watch a short video**  
**All entrants save 30%**

**Home8 Oplink Video-Verified TripleShi Alarm System (2-Cam) - Wireless Home...**

**Watch a short video**  
**All entrants save 40%**



**14,040 Giveaways**  
won this week. You could be next!



MacBook



## AMAZON GIVEAWAYS \ \ **DELIVERABLES & IMPACT**

For my final presentation to VP, Sharon Chiarella, I presented designs that were simplified and improved the entrant flow. Sharon gave her immediate approval and the dev teams built and finished the updated experience within by the fall of 2017. The updated designs created an immediate impact with metrics showing that within 4 weeks of launch, there was a 28% increase in hits on Giveaway entry pages in the mobile app.