

A detailed case study of some of my favorite works

See every case study in full, with process, data, and reflections.

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Anna Vanderpool

WEB DESIGNER · MARKETER · GRAPHIC ARTIST

Web design, development, brand systems, graphic design, motion & video, UI/UX, and marketing strategy — across in-house, freelance, and contract work. This booklet walks through four favorite projects: the problem, what I built, and how it landed. The full write-ups — process, data, and reflections — live at akvdesigns.com.

190,000+

Credit union members served

298+

Live web pages currently managed

900+

Live marketing emails in market

67

Custom campaigns built from scratch

IN THIS BOOKLET

USALLIANCE Financial

Credit Union

Brand & Growth

Brand system rebuild, growth campaigns & onboarding personalization for a 190,000+ member credit union.

Jiggli Media

Brand Founding

Motion & Dev

A web design studio's brand built from zero — naming, mascot, motion, and a full solo website build.

Friends of the River

Nonprofit

Freelance

Donation portal redesign, brand system & event materials for a CA river conservation nonprofit.

Saboon Maazeh

Brand Design

Contract

Brand refresh and a full Figma website design + prototype for a farm-to-soap CSA brand.

Let's build something together — **Anna Vanderpool** · akvanderpool@gmail.com · (914) 844-4453 · linkedin.com/in/anna-vanderpool-5239ba138

USALLIANCE Financial

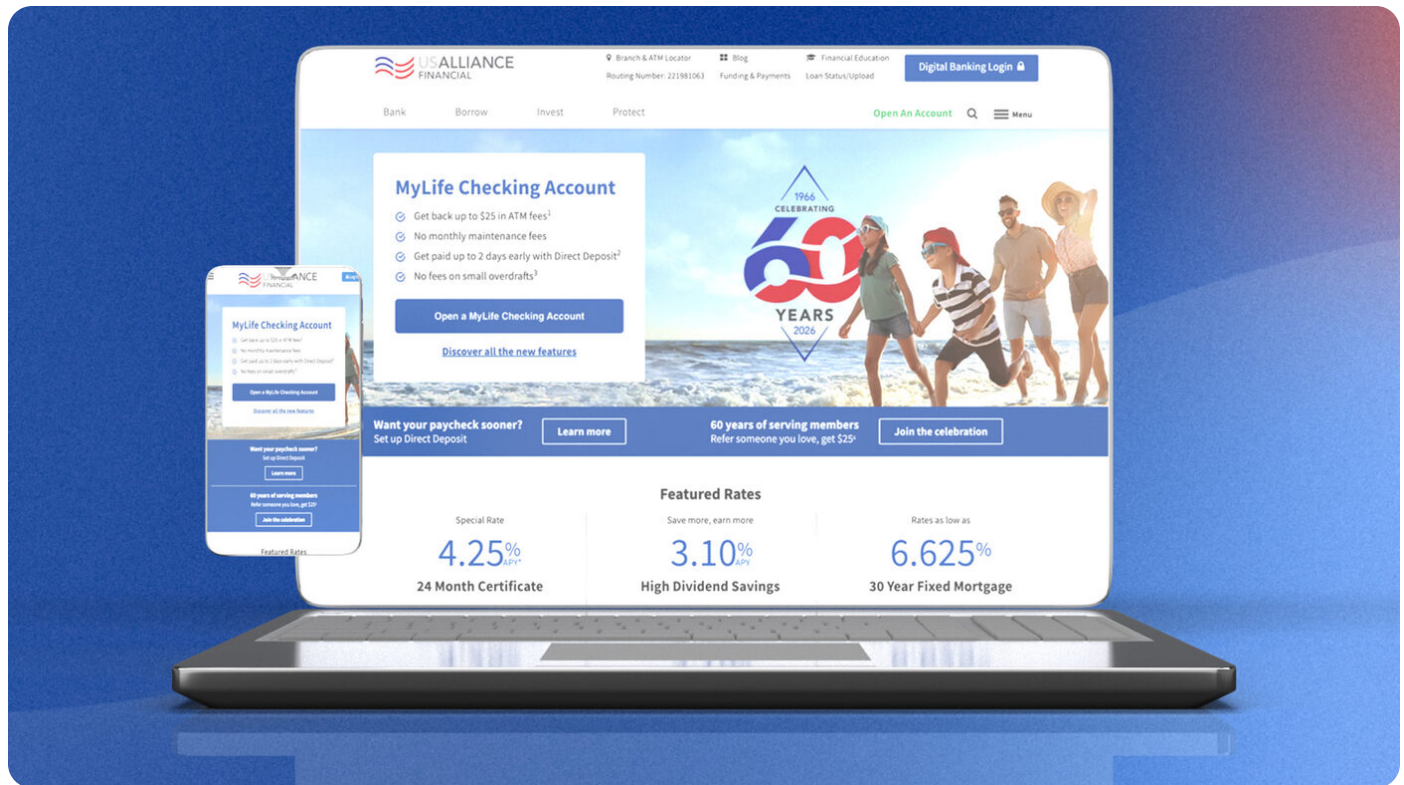
Credit Union

Brand & Growth

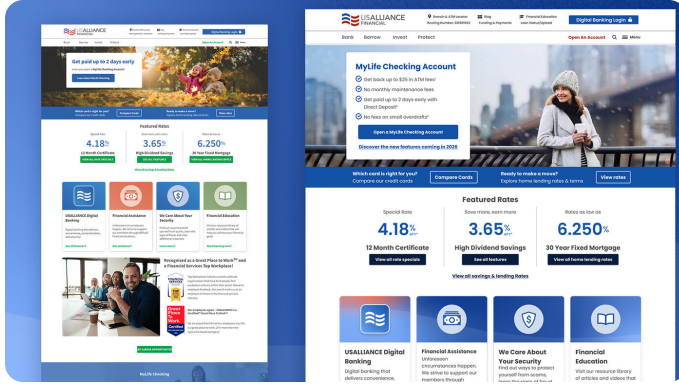
Acting Team Lead

Marketing Ops

Web Designer & Acting Creative Team Lead for a 190,000+ member credit union — a full brand system, growth campaigns, email automation, and onboarding personalization, at the scale of a full digital team, played by one person.



- **Brand redesign:** rebuilt a 78-color, no-system brand into one accessible (AAA-contrast) design system — implemented solo, from tokens to templates.
- **Two flagship journeys** mapped and rebuilt end-to-end: open-market acquisition, and an existing-member cross-sell path.
- **MyLife Checking campaign:** found and fixed a fee-aversion problem myself (Add Cash registrations 38 → 1,609), and coordinated a same-day fix when ~5,000 members hit a Zelle launch-day snag.
- **Onboarding personalization:** replaced a generic, seam-prone flow with one continuous, product-specific journey.

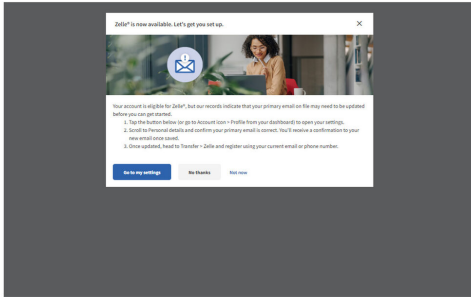


Homepage before/after: 78+ colors down to one unified brand palette.

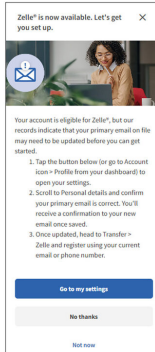


Logo before/after — fixing contrast and legibility without losing the mark.

Desktop Preview



Mobile Preview

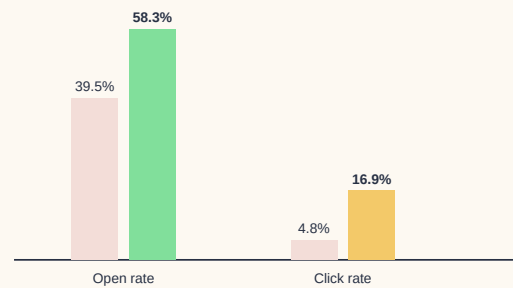


The Zelle login interstitial that shipped inside a 2-hour window.



The new unified checking onboarding journey — one continuous, 25-day flow.

The unified onboarding journey lifted engagement well past the old flow's baseline — and past typical financial-services benchmarks.



Open rate +18.8 pts, click rate +12.1 pts — new onboarding journey vs. old. The new journey's 58.3% open rate is well above the ~20–28% financial-services industry benchmark.

Tools: Figma, Adobe Suite, HubSpot, LogRocket, Microsoft Clarity, Zappy, Medallia, Experian Mosaic

Jiggli Media

Brand Founding

Motion & Dev

Solo Build

A web design studio spun out of Winky Hosted in 2024 — I owned nearly the entire brand that resulted: naming, mascot, visual identity, motion graphics, and the full website build, live today at jigglimedia.com. No creative director, no handoffs.



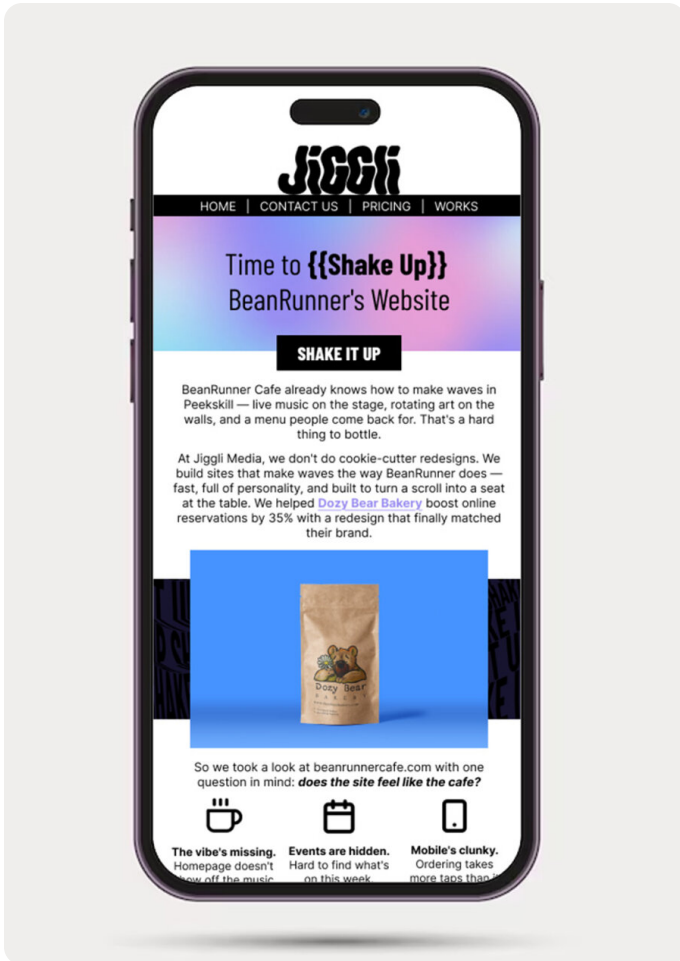
- **Brand foundation:** named the studio, designed mascot "Desi," and built the visual language from a blank page — no existing identity to lean on or push against.
- **Mascot decision backed by research:** checked ad-recall data on brand characters before committing, rather than assuming a cute animal would help.
- **Visual identity & motion:** a custom 3D hero animation (rippling water morphing into the wordmark) and a consistent motion language carried across the whole site.
- **Full-stack build:** Figma mockups → Webflow prototype → live WordPress site, owned solo end-to-end.
- **Marketing in practice:** designed the studio's own outreach emails, using a real result (a 35% reservation lift) as social proof.



Desi, the Jiggli mascot, rendered right into the logo lockup.



A still frame from the custom 3D hero animation.



A personalized outreach email, written entirely in Jiggli's own voice.

Tools: Figma, Webflow, WordPress, Illustrator, Photoshop, After Effects, Premiere Pro

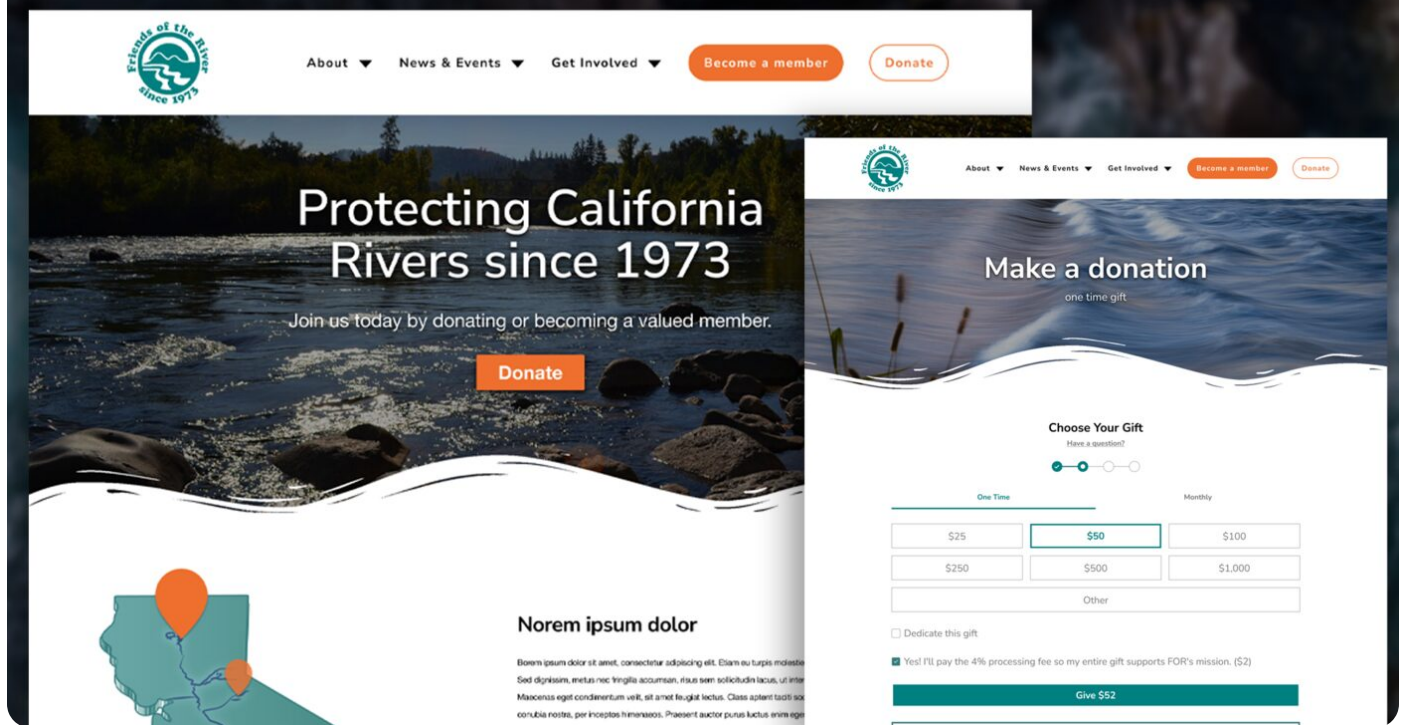
Friends of the River

Nonprofit

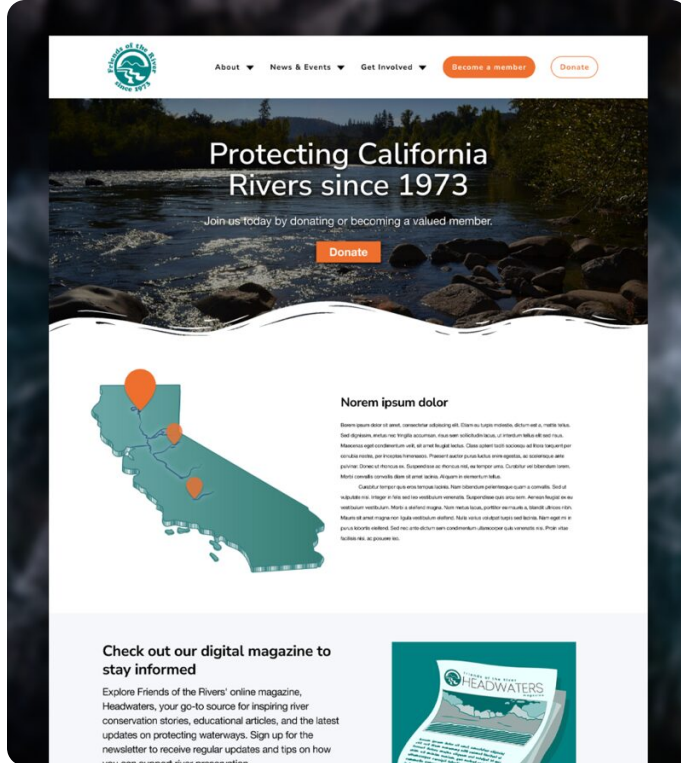
Freelance

Web Design & Dev

Friends of the River has protected California's rivers since 1973. What started as small freelance design favors grew into a full donation-portal redesign and build, plus brand and event materials.



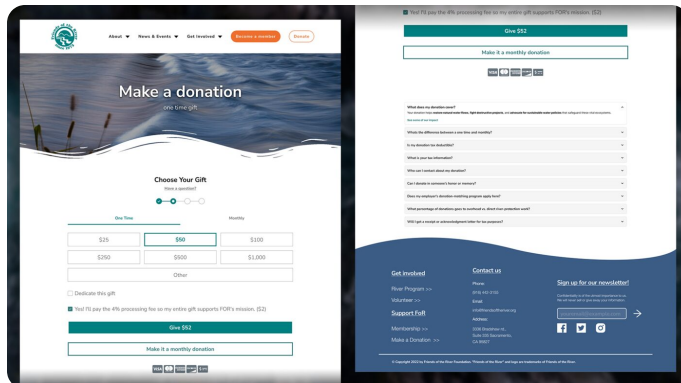
- **Brand & visual identity:** expanded a thin color range into a real brand guide — Yale Blue, Ming teal, and Flame orange — carried through the portal and event materials.
- **Homepage redesign** proposed to simplify a cluttered six-item nav (flagged honestly: a proposal, not fully shipped).
- **Print & illustration:** a snow-globe holiday card, and California-poppy event materials that replaced generic gala imagery.
- **Donation portal:** rebuilt a single 12+ field form into a guided One-Time / Monthly flow, backed by nonprofit conversion & retention benchmarks.
- **Results:** traffic +66% month-over-month post-launch — presented as a directional signal, not a controlled study.



Proposed homepage redesign — simplified navigation, river/wave motif.

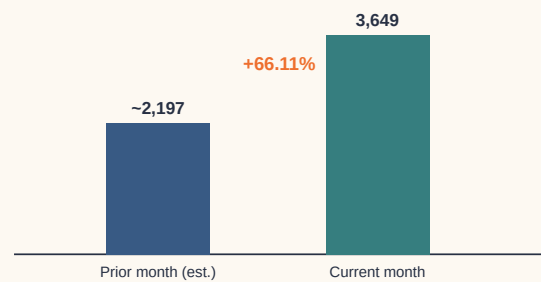


Event banner — old gala-generic design vs. new California-poppy design.



The redesigned donation page — One Time / Monthly tabs, preset amounts.

A quick traffic pull after implementation showed a clear upward trend — one snapshot, not a controlled before/after.



Monthly visits: ~2,197 → 3,649, a 66.11% month-over-month increase pulled after implementation.

Tools: Figma, Illustrator, Photoshop, WordPress, HTML, CSS, JavaScript

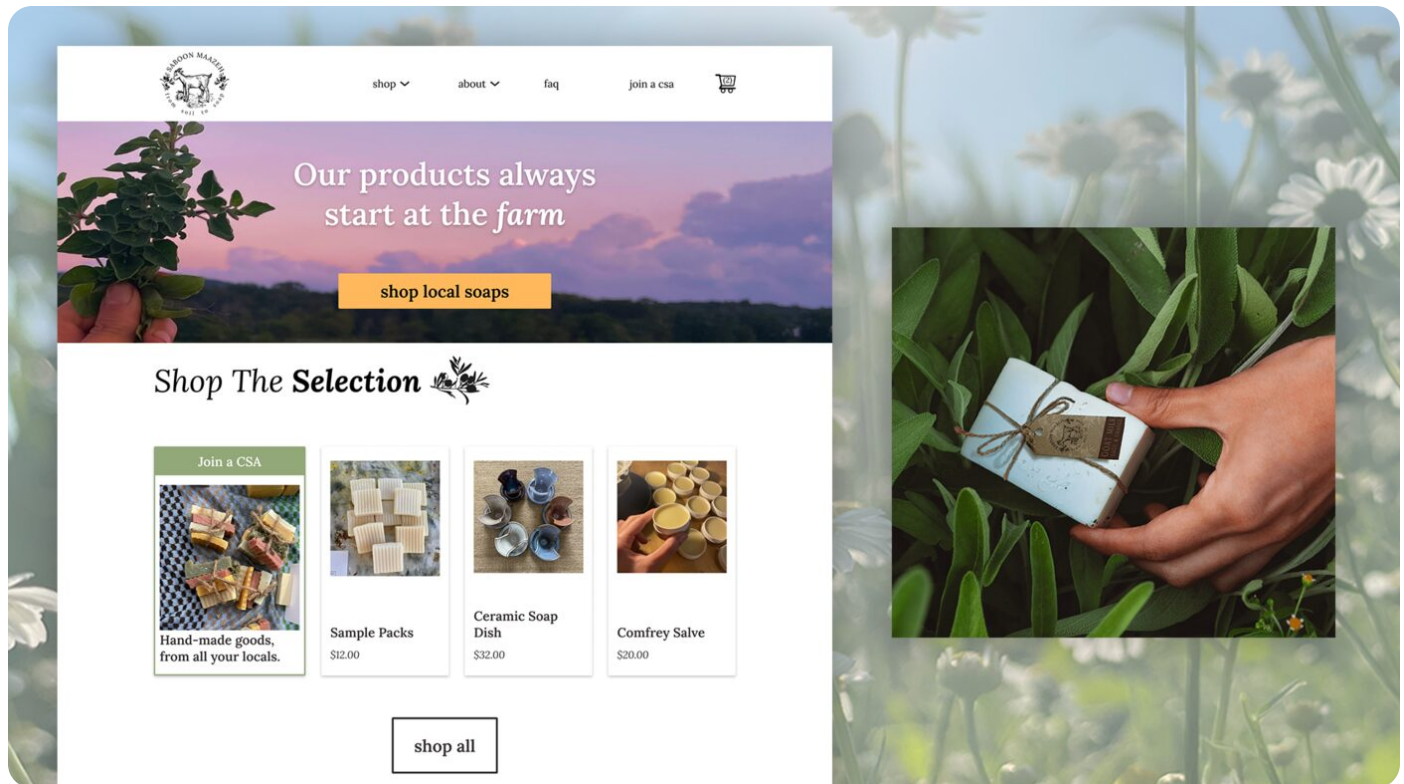
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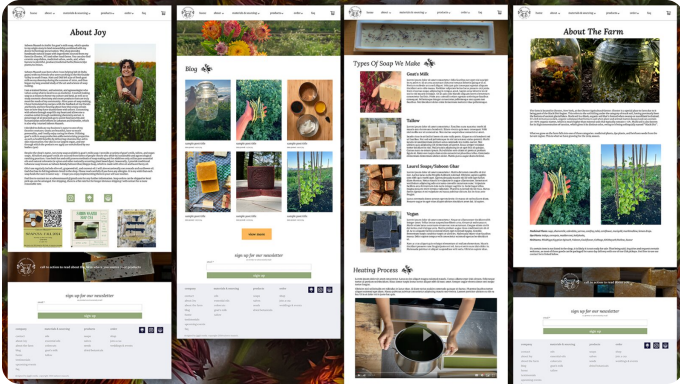
Contracted through Jiggli Media — the visual side of a full brand refresh for a small-batch, farm-to-soap CSA brand growing into retail and e-commerce, without losing its handmade story.



- **Competitor & inspiration analysis** of comparable farm and homemade-goods brands shaped a story-first, trust-forward site strategy.
- **Brand & visual identity:** refreshed logo and a nature-toned palette (Moss Green, Drab Dark Brown, Hunyadi Yellow) built for shelf, market table, and screen alike.
- **Website design:** found the real business lever — CSA subscriptions over one-off sales — and designed the full Figma site + interactive prototype around it.
- **Packaging & print:** eco-friendly, recyclable packaging and consistent print materials for farmers'-market tables and events.



The Saboon Maazeh mark, refreshed — same goat, better manners.



Figma mockup screens — About, Blog, product-type pages, farm story.



Packaging — recyclable brown paper, twine, still handmade.

Tools: Figma, Photoshop, Illustrator

Thanks for reading.

These four projects are the short version — every case study above has the full story: process, research, data, and honest reflections on what worked and what didn't.

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linkedin.com/in/anna-vanderpool-5239ba138