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DIGITAL MAIN ST. BRAND

CITY OF TORONTO

Digital Main Street is a local program initiated by the City of Toronto. Its aim is to provide local businesses with the tools they need to succeed in the ever-growing digital landscape. They host a myriad of workshops and have digital squad members that can help with things like starting a Facebook page, or setting up a google my business account.

The goal for this project was to create something that pays homage to the past while referencing the digitalization of today. I chose a simple representation of the idea of main street businesses by using something that's iconic, consistent and instantly recognizable in any Canadian city—the street name sign. I chose to leave the left side of the sign open to allow the left edge of the “m” complete the line and create visual interest.

Client: City of Toronto, TABIA

Created using: Illustrator



PROGRAMMATIC PLAYBOOK

This project was completed on a quarterly basis while working with the exchange lab. The goal was to print their most recent published articles in a booklet to spark conversation and dispel myths concerning programmatic media buying and their proprietary technology, Proteus.

Each playbook had a different theme, this one being luxury and technology. We justified the use of gold foiling throughout since gold is an important, conductive metal in electronics.

Client: The Exchange Lab

Created using: Indesign, Illustrator



DESIGN EDUCATORS CONFERENCE COLLATERAL

Due to the high volume of educators that have attended Design Thinkers in the past, the RGD decided to partner with leading design schools in Canada to produce a one-day conference in addition to Design Thinkers. As the name suggests, this conference focuses specifically on design educators sharing their teaching methods, and research.

Because the Design Educators Conference is an addition to the Design Thinkers Conference, I wanted the two to be visually connected with similar branding. Using similar colours, typography and spatial integrity, each speaker had their personal biographies and abstracts published in this 100-page booklet. The pattern serves as a visualization of the interconnectivity of the conference and re-enforces the importance of collaboration. This project included a conference booklet, name tags, and various signage.

Client: RGD, George Brown College, 2015

Created using: Indesign, Illustrator, Photoshop



CIVICAN - WORK IN PROGRESS

Young Canadians feel disconnected from the Canadian political system, and are apathetic towards voting. They are not properly represented in the polls and furthermore, parliament.

The Civician app aims to empower the Millennial generation to understand and get involved with Canadian Politics. It allows the user to learn about the government, discover their political preference, and make active change in their communities, all while providing it in a relevant and accessible format.

Statistical information is collected from the app and visually displayed on the Civician website. The goal of this is to encourage politicians to see trends in the interests of Millennials, and hopefully adjust their platforms to include the interests of the Millennials.

I am currently in the process of re-evaluating and re-designing Civician, which was originally conceptualized two years ago for my design thesis.

George Brown College, 2015

Created using: Illustrator, Indesign, Photoshop, Invision.



SCHOOL OF DESIGN: YEAR END SHOW WEBSITE

The Essential Show website was created with two goals in mind; One, to allow the show to live beyond it's two exhibiting nights subsequently creating an opportunity for the industry to be able to see student work long after the show. Two, to allow the work to become part of an online archive, creating and maintaining the level of excellence expected of the students of the School of Design.

Being a primarily self-lead project, my co-worker Barbara Kowalski and I were responsible for all of the coding, content collection, and organization. We also sought the appropriate permissions, including a presentation for George Brown Marketing.

Click on the image to view the website.

George Brown College, 2015

Created using: Sublime Text Editor



KEA CHARRETTE: SOZU

The outdoor space surrounding the BIBLIOTEKET Rentemestervej, a library in Copenhagen, is bare and seldom used by the public. It is plagued with heavy rainfall, its cold, and uninviting.

Sozu is an installation that uses time and history to engage people in a sensory interactive experience. The people are able to contribute to the installation in various ways, therefore leaving their respective historic marks and allowing them to take ownership of the public area.

Sozu is a rain shelter that consists of two components. The first is a water wall that uses digitally timed pulses of falling water to create a sheet of rain that displays either a personalized greeting, an archive of artwork from previous visitors, or information about the library. The second element an area filled with falling rain. Visitors pass through the falling rain, clearing a path for them as they walk through. This installation also features a home-like experience in the center with comfortable chairs and a warm fireplace.

[Click photo to watch our presentation.](#)

Contribution: Ideation, Branding, Photography
KEA International Charrette, 2014

Created using: Illustrator, Indesign, Photoshop

