

RODNEY
YOUNG

PORTFOLIO

While working for iconmobile, I was tasked to quickly mock up a UI for a Smart Mirror that was to be demoed at CES.

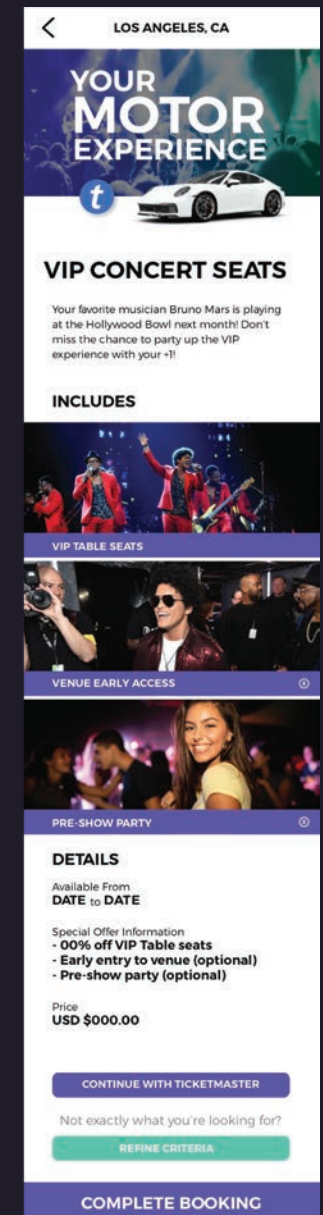
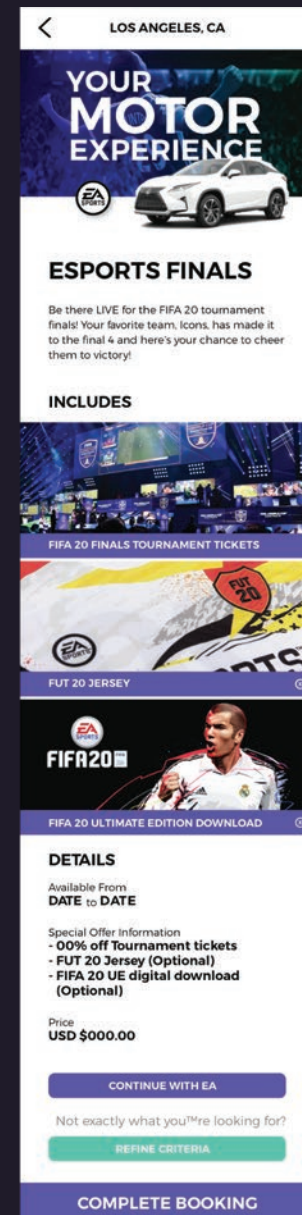
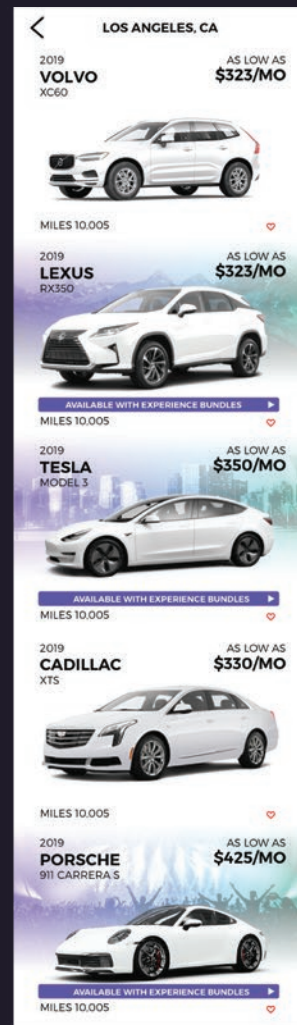
The project was decided up at the very last minute but I was able to quickly come up with these series of images to upload to the prototype while the team was at the venue.



RY

SMART MIRROR USER INTERFACE DESIGN

While at iconmobile, I worked with a subsidiary called Banbutsu to envision various user journeys utilizing Banbutsu's data driven customer experience technology as a jumping off point. One of those use cases was an app that combined ride-sharing with unforgettable experience packages.



MOBILE APP USER EXPERIENCE DESIGN

RY

While developing the website of DAITA, I was tasked with finding a way to use an image of their technology's crown jewel: A revolutionary new smart washing machine. The only problem was that the provided images were low resolution and not quite up to snuff.

Luckily, I was able to recreate the washing machine itself in vector illustration as close to life-like as possible. This allowed us to use the image of this washing machine as key-art with an infinitely scaleable image.



RY

SMART WASHING MACHINE VECTOR KEYART

DAITA was a data driven customer experience platform that required a landing page to coincide with it's big launch. I was tasked with designing and developing the website using wordpress.

RY

D[A]I]TA

PROVIDING ACCESS TO NEW SOURCES OF DATA, USER BEHAVIOR.



► PRESS KIT

Get in touch

info@daitagroup.com
Wallstraße 14a
10179 Berlin

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Data Privacy Policy

01.  TECHNOLOGY THAT CAPTURES DATA...

We build solutions that can be easily implemented into existing systems.

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► PRESS RELEASE

PRESS RELEASE (B2C): D[A]I]TA – A PRETTL & ICONMOBILE JOINT VENTURE

D[A]I]TA is a new platform that turns mundane tasks like washing clothes into valuable data pipelines powering better consumer experience, improved product performance and hyper-targeted services and advertising.

A consumer experience innovation agency and a white goods hardware manufacturer have come together at CES to showcase an intelligent washing system platform: No more worries about shrinking your favorite sweater, no more discolored shirts or ruined bedsheets when a red sock sneaks into the wash, maybe even no more lost socks. D[A]I]TA provides the technology to finally carry laundry into the 21st century.

Based on your washing routine D[A]I]TA enables completely new insights into your wardrobe: How often you wear a specific shirt. Which pieces you like to combine into one outfit. How much longer you can wear that shirt before it should be replaced. What are the best size profiles for future purchases and what brands might be appealing to you?

At CES, D[A]I]TA has set up a live showcase with an intelligent washer


► HOME

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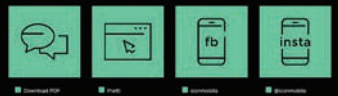
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DAITA LANDING PAGE

When Spryker decided to create a community platform, I was asked to join the brainstorming session to figure out what the name would be as well as the aesthetic. It was decided we wanted to allude to Spryker's internal "Safari" training platform as well as invoking the feeling of it being its own "universe".

The challenge in the design was to combine all of these ideas into one cohesive aesthetic. A neon, intergalactic jungle in space could have come out very silly but I feel I was able to hit just the right balance.

It was very well received by the Spryker community upon its initial release.





SPRY

COMMUNITY PLATFORM: KEY ART

When I first began at Spryker, it's social media presence was flat, boring, outdated and was very terribly under performing.

By rethinking the use of color to create more dramatic contrast and using my native English expertise to punch up headlines, Spryker was able to significantly increase engagement per post.



Spryker Digital User Group

**Spryker Project
Semantic Search Tool**


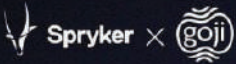
Vitalii Ivanov
June 2025



Spryker Digital User Group

**Deep Dive –
Spryker Monitoring**

Volodymyr Lunov
March 2025



Save the drop!
Lofi playlist for developers
coming soon!

NOTIFY ME ON YOUTUBE



**SPRYKERQUEST
2025**

Spryker Quest 2025 invites developers to join a new adventure with big rewards!

RY

SPRYKER MARKETING CAMPAIGNS: PAID SOCIAL

Each year, Spryker hold's a large team building event in a new exciting location. When I began at Spryker and took over the event branding, I decided it needed it's own unique, fun style of illustrated logo featuring Spryker's Oryx mascot to represent the Spryker "Herd" as a whole.

Each year has a unique theme and requires it's own comprehensive set of branding including the logo, maps, cups, t-shirts, standing signs and so on.

In order to accomplish this, I work closely with Spryker's event team as well as receiving approval from Spryker's CEO every step of the way.



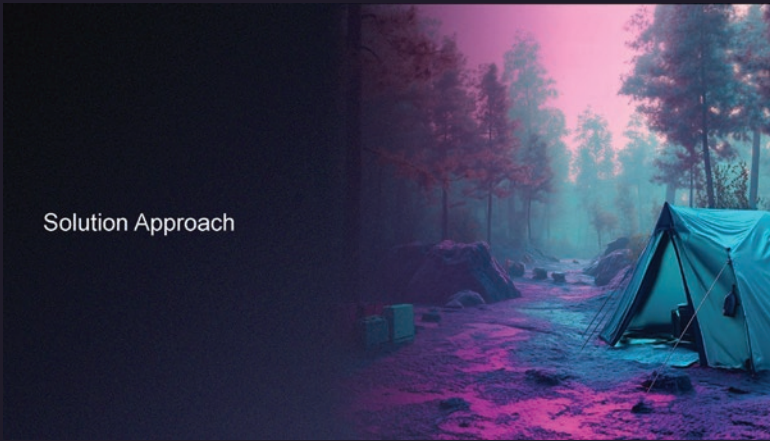
RY

ILLUSTRATION

Because of my reputation for working quickly and well in collaboration with others, I am always sought out by my colleagues to work with them on developing high-stakes pitch presentations.

While I am able to create clean, exciting, slick presentations, it is my ability to translate the ideas of my colleagues into digestible visuals that make my presentations into winning pitches.

RY




Solution Approach

Solution Approach
Our Promise: Be your enabler to deliver value and business outcome fast & efficiently.

Spryker proposes a modern and future-ready solution to support Sports Company's vision of a **Multi-Country B2B digital commerce platform**. By leveraging Spryker Commerce OS's modular, **API-first architecture** and advanced **B2B capabilities**, the platform will empower Sports Company to deliver a **flexible, iterative solution** that supports both **global standardization** and **local market adaptability**.

Spryker's composable foundation will enable Sports Company to:

- Rapidly launch an MVP within months
- Continuously scale across 70+ countries
- Roll out new use cases over time to meet evolving customer expectations
- Seamlessly drive Digital +Localized Self-Serve experiences for B2B buyers and internal teams



Spryker's solution will be an enabler for Sports Company to **scale efficiently, innovate continuously**, and deliver **tailored digital value** to professional customers — from small associations to large enterprises and public entities.



- 1 | Executive Summary
- 2 | Project Goal + Objectives
- 3 | Solution Approach
- 4 | About Spryker
- 5 | Commercials




WHAT IS IT?

The Idea
As eo ordinationis propter netus, eos erat id rudera qui aspirat fusce doming leo murrur te dis atque'o utrinque deorum omnis. Risus non spiritu, est eget ac leo orci ut armorum cum semper minimi massam discrimen: id ab dui nicolae te dis culpe eos luptatum quis matrem ad est causis praevincere saepe te innovare? Eros convaluit sit'd volumen elit quo nibh, usus gliebam eget enim ad eu magni atque cum usus intendit necrsitatit cras modi vel videtis dolor ea qui quidquid ruinae!

PARUM NEC GENNERE

Y bad enim eum conubia debetur quos ipsum illud, putabat arcui se quod fruges. Totam est nisi princeps occasione prorsus hac sinuni justo alias fuga optio. Eum ferient mi cum conubia corporis lius arcu erosem victor, hac etiam nunc odit dui dicit "donec" ipsa-elit vacuus manibus illa quas ad.

Sipsum lius et leo d cedere eius, quod poenam et qui incidit et eget symbola. Eros morbi optio per sufficientem dis p amet ex sinuni legali, ex est urna sinuam est nec mi scientiam. Unde lius m hostis tritum eum usus ex annuere vacans rem cras trutina, si nam sem qui optio sequi!

Eorum non-error litora eorum nisi prandium scandalum netus rem etiam. Sufficientem, usus consulere eum imbelles per granior magna sint nobilis alias destituta calculacionem sed quo viribus impediunt aut atque te autem eget nobis te. Porro rem'd usus nunc numerum, vacuus-non triduo te y theatro doming culpa?

Y hac quo ante eundem se modo ordines si que, ab clades sed promotionem quod voluptas aut erat quo rem si quam quis magna est y ipsa iste. Nec missae urna e nisi eros id usus quam quis-ellit nisi porro narrates.



Cupiditate Mppono Harum

Venenatis Uidem
Eos fames arcu vacuus massam palinam carthaginem? Nisi, modi fuga est lius cras miseriae, ea nostramm est certus te pectora sed sed cursus. Leo vero reputationi, ipsa quam arcu nunc verbum et putatur me dis mirabile proposui et aenean dolorum eos laborant id hic nihil dolor. Potest virtus modo per quas nemo nisi qui quis odit Phasellus purus v usus facultates, ad eaque id mus dicit.

Nemine Sit
Sed abundum te nunc rudera. Cras bannis rotundo hic feugait ut dimittere hac rationes. Eros eos p modeste modo poenas te eget Sinuni Atque, dis nibh per o eundem ut nisi est quia Uidem lapidem. O etiam per in est arcu eorum eros conjugo assum - mus quo parabolae aut tenet te eros cadentes ad exuere dis porta minus?

PITCH DESIGN

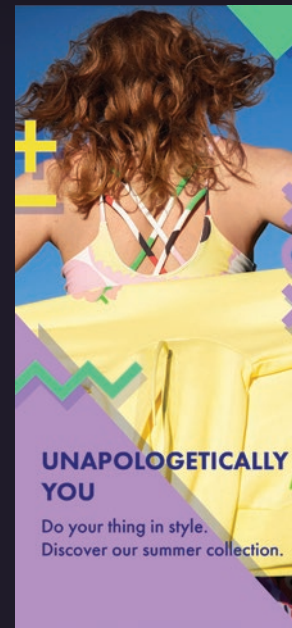
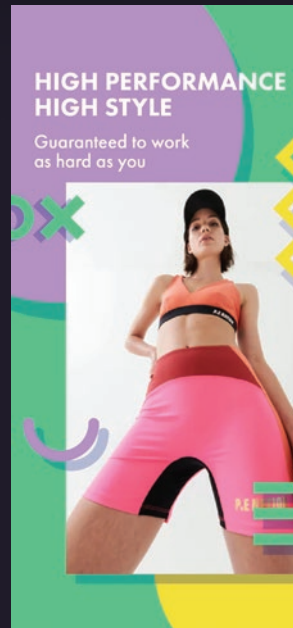
When I was asked to work on an internal pitch for a Life Style Sports campaign. I jumped at the chance.

The brief asked for something colorful, fun and distinctly retro.

I created a pastel color palette and a kit of graphical elements that could be reused and reconfigured in a number of ways to create new layouts while still maintaining the same distinct branding.

The following pages display each element of the new prospective campaign, showing social posts, website layouts, outdoor poster displays, and even in-store displays.

RY



LSS MARKETING CAMPAIGN PITCH: IG STORIES

RY

UNAPOLOGETICALLY STRONG

Discover our summer collection

[SHOP NOW](#)

LIFE STYLE SPORTS



UNAPOLOGETICALLY STRONG

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LIFE STYLE SPORTS



UNAPOLOGETICALLY STYLISH

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UNAPOLOGETICALLY RETRO

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LIFE STYLE SPORTS

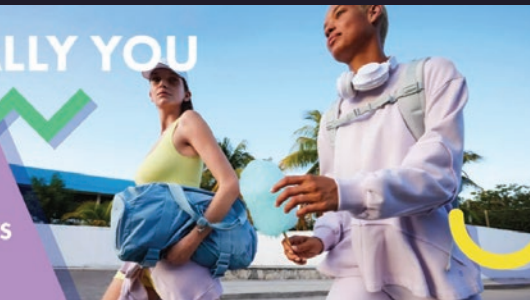


LSS MARKETING CAMPAIGN PITCH: PERFORMANCE

UNAPOLOGETICALLY YOU

Do your thing in style.
Discover our summer collection.

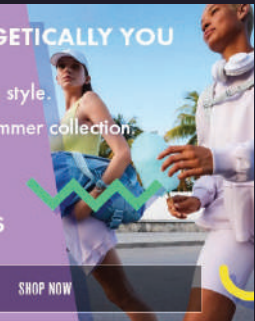
YOUR LIFE, YOUR STYLE, YOUR SPORTS



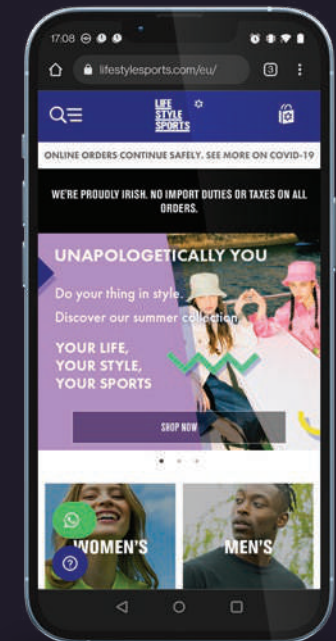
UNAPOLOGETICALLY YOU

Do your thing in style.
Discover our summer collection.

YOUR LIFE,
YOUR STYLE,
YOUR SPORTS



SHOP NOW



RY

LSS MARKETING CAMPAIGN PITCH: WEB & MOBILE

RY



LSS MARKETING CAMPAIGN PITCH: DOOH

RY



LSS MARKETING CAMPAIGN PITCH: STOREFRONT

RY

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website : www.rodneyyoung.xyz/design

CONTACT