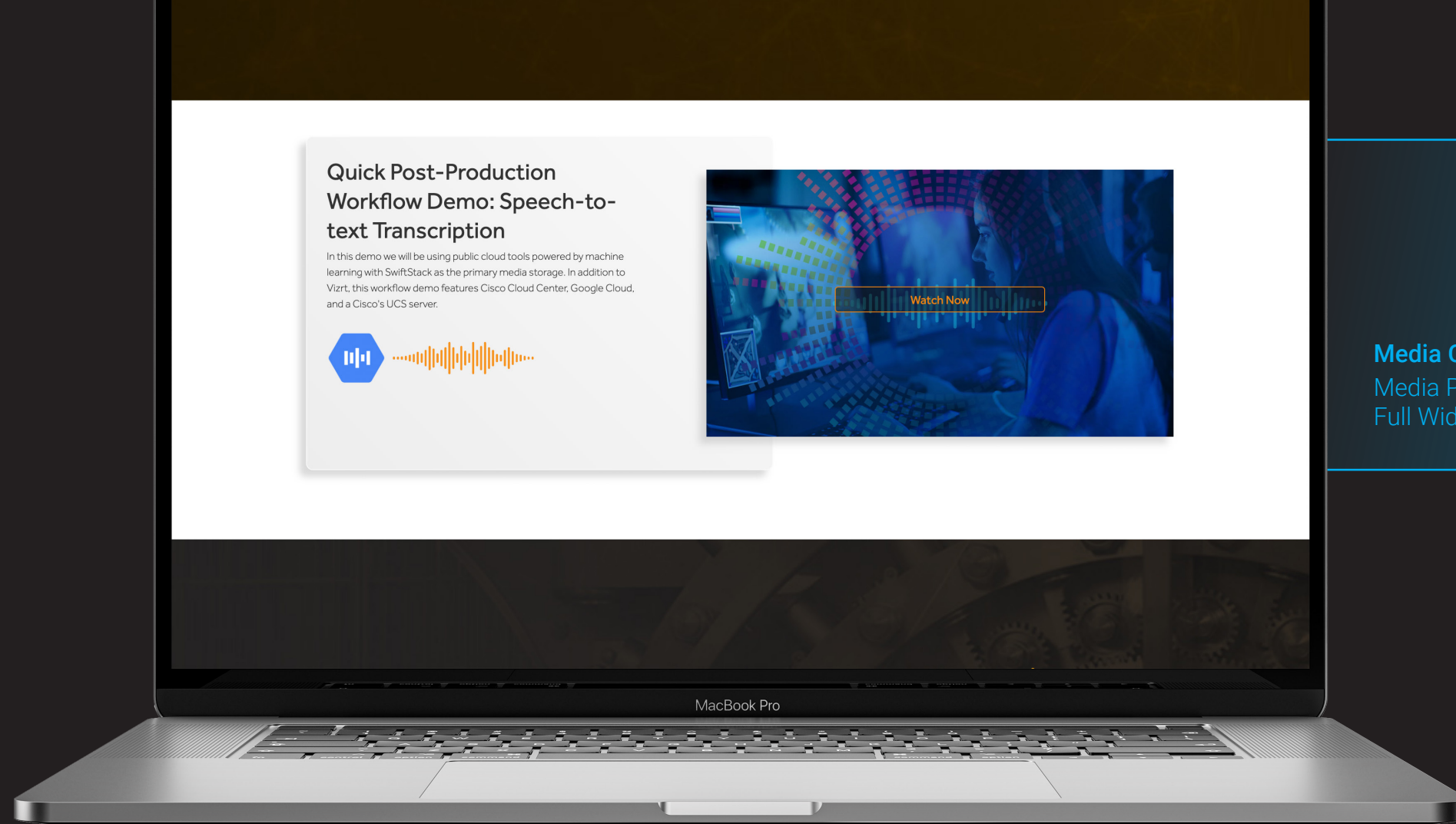


Evren K Bilgihan

Creative & Builder

Sample Projects

Web	Pg 1
Marketing	Pg 2
Merchandising	Pg 3
Advertising	Pg 4
Brand	Pg 5
Events	Pg 6
Video	Pg 7
Animation	Pg 8



Media CTA
Media Page Desktop -
Full Width



Media CTA
Media Page Mobile/
Responsive



Project: SwiftStack Website

A complete design overhaul, keeping content and brand thematic elements only.



Plan: Quick & Slick

I planned out a quick time-frame to develop the information architecture, wireframes, testing, user interface so the development team had plenty of time for production and testing before launch.



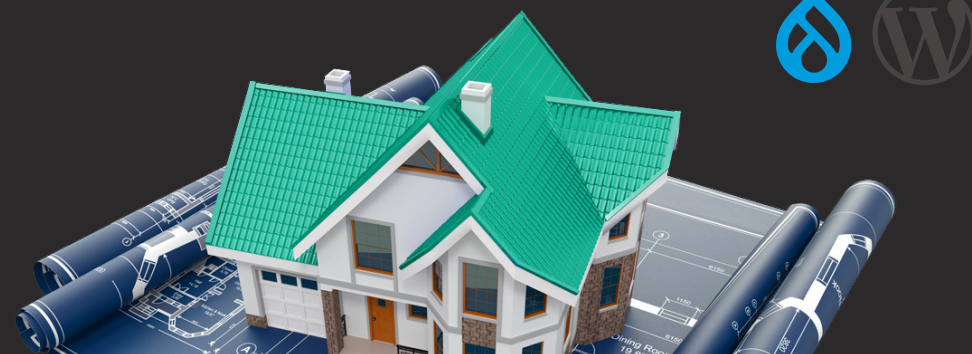
Inspiration: Clean Focus

My modus operandi for the project: "Less is more". Part of my goal was to create a more uniform and elegant way to display information and a reduction in the more intense brand colors, orange and yellow to mostly CTA elements.

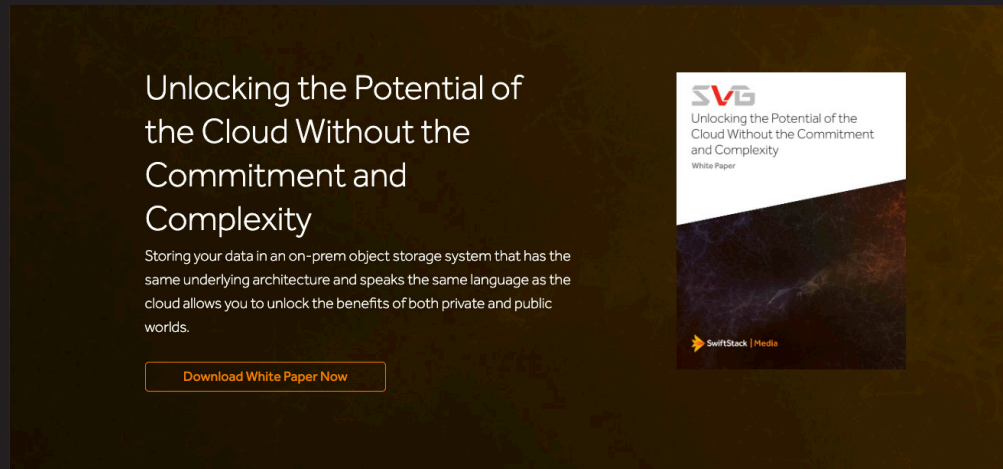


Outcome: 100% Year Over Year Growth

With data for our domain going back a few years before the 2016 launch we could compare the data to historical information. When the end of the year came and we did a post-mortem review we saw the dramatic uptick across the board, especially with new sessions, and time on site. This was reflected year after year.



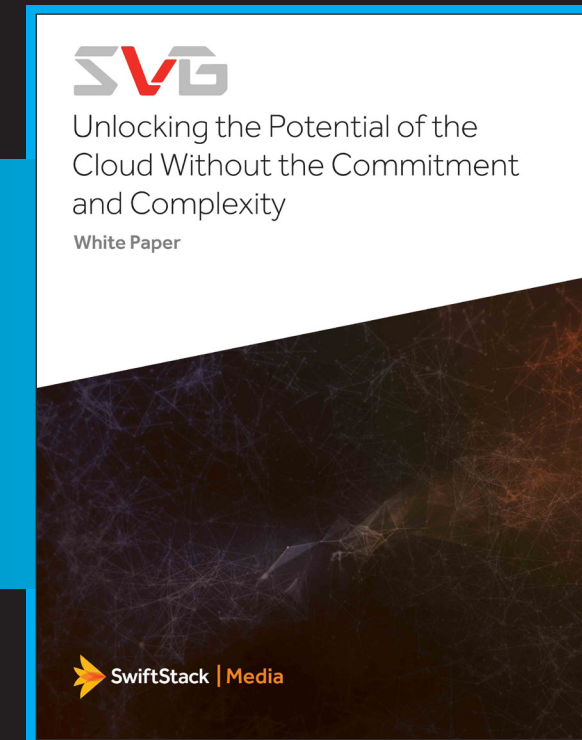
User Flow Example



Websites



HubSpot Landing Page



Downloadable Document



Project: Auto User Journey

From landing pages, CTAs, and sales contact lead activity notifications



Plan: Uniform CTAs & LPs

It was important to make sure that the user experience was echoed in all the user facing elements. And the triggers all were appropriate.

Download Now



Inspiration: ImpactBrand, HubSpot Blog CTAs

One example as we started to ramp up our content marketing effort we started to use more CTAs either generated through our CRM or through code developed for the website. I saw how the CTAs were being set up as simple buttons and I knew that I could make more exciting, dynamic versions. At one point we hired a content marketing company to help our small team. They used static versions on many of their blog posts and articles. I knew I could build clean and simple ad CTAs that would be more impressive and adapt to the user's client.



Outcome: Conversions Up

Helping the team by improving the landing pages, setting up visual and functionally appealing CTAs, and setting up additional automation workflows help secure higher lead conversion and point scoring rates. Which allowed the lead quality to go up as they went through the marketing funnel.

FEATURED RESOURCE

Technical SEO Glossary

89 Technical SEO Terms Defined to Help You Build a Website That Ranks, Converts, and Amazes.





Project: Solution Shirts

Creating a series of branded solution shirts for marketing our company and solutions. They would be used as giveaways at the events we attend and other outbound initiatives. And each of the major solution areas we addressed would each have a unique design.



Plan: Sell Without Tell

My design approach to this project was to tell the story of the solution just through imagery. My design goal was to have each shirt's design affect the user first as a piece of art, and then attain the visual message of the design. And my second goal was to use our company logo as the motif to tell this visual story and as the main thematic element thread through each.



Inspiration: Symbolism

As an inspiration I looked to symbolic road signs, Google Doodles and my own background in visual communication as the sparks. I wanted to communicate an idea with just visual symbolism, and if I succeeded the message and design would break-through language and culture barriers. And I believe that is a true achievement of successful visual communication.

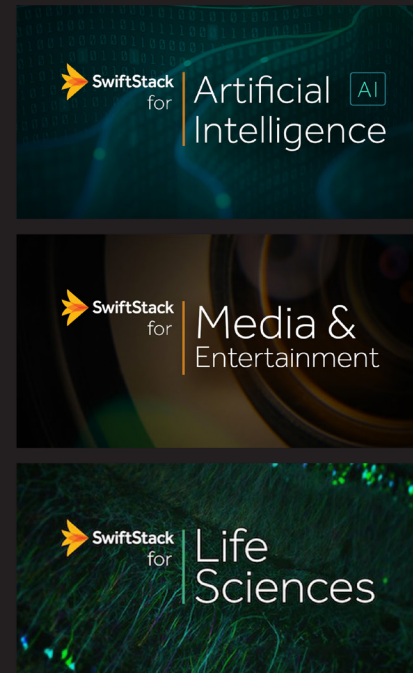


Outcome: Increased Demand & Awareness

Not only did we constantly run out of shirts after every show. I have received notice that people were wearing some of the shirts at more formal tech events during industry trade shows. Internally the appreciation and desire for solution branded shirts went up dramatically. Also, probably the most important part is that we as a marketing team increased lead generation at events by offering the shirt as giveaways for prospect information.



Advertising



Project: Social Media

Social media is just one part of any business inbound strategy, including at SwiftStack. During a majority of the time I was working as web master and senior graphic artist the responsibility of programming social media, and the creation of the visuals was in the hands of various people. This was mostly because of time, size of the team, and pre-assigned responsibilities. As Head of Creative I took over the application of our design treatments of posts.



Plan: Make It Better

I had a pretty straight forward plan after becoming head of creative– improve the quality and brand strength of our social media posts.



Inspiration: Billboards

I considered our social media graphics as small billboard signs that only had seconds to attract someone's attention. So sticking with the m.o. of "less is more" I visually simplified the graphics and text content to deliver specific messages to augment the post body text. The post text content is part of almost every social post and I didn't think it should be duplicated in completeness if it can be helped. I think this allowed me to focus more on the design congruity to our brand, and make the inbound experience more delightful.



Outcome: Followers Gained

Our social media subscription numbers went up, company sharing increased. And our brand stood out from the overall flow of similar company subscriptions in the user feeds.





SwiftStack
Storage



SwiftStack
1space



Cloud Play-out, Publish, & Transfer



Media Multi-Cloud Workflows



Machine Learning

Brand Icon Samples



Project: New Products

This is probably the hardest part of any marketing department's efforts. Maintaining a company's brand both based on current work and an evolving product is always challenging. We had various ways that we exercised our marketing efforts to get market saturation of our company name and product. One of these projects was to create a new visual identity for two main product categories.



Plan: Fresh But Familiar

In this instance we were moving forward in branding sub-products of our company's offering. The SwiftStack storage offering had no prior branding and it was solely my opportunity to create this fresh. I worked with various stakeholders to understand the notion of the naming and review and refine the designs I came up with.



Important Note: OpenStack Swift

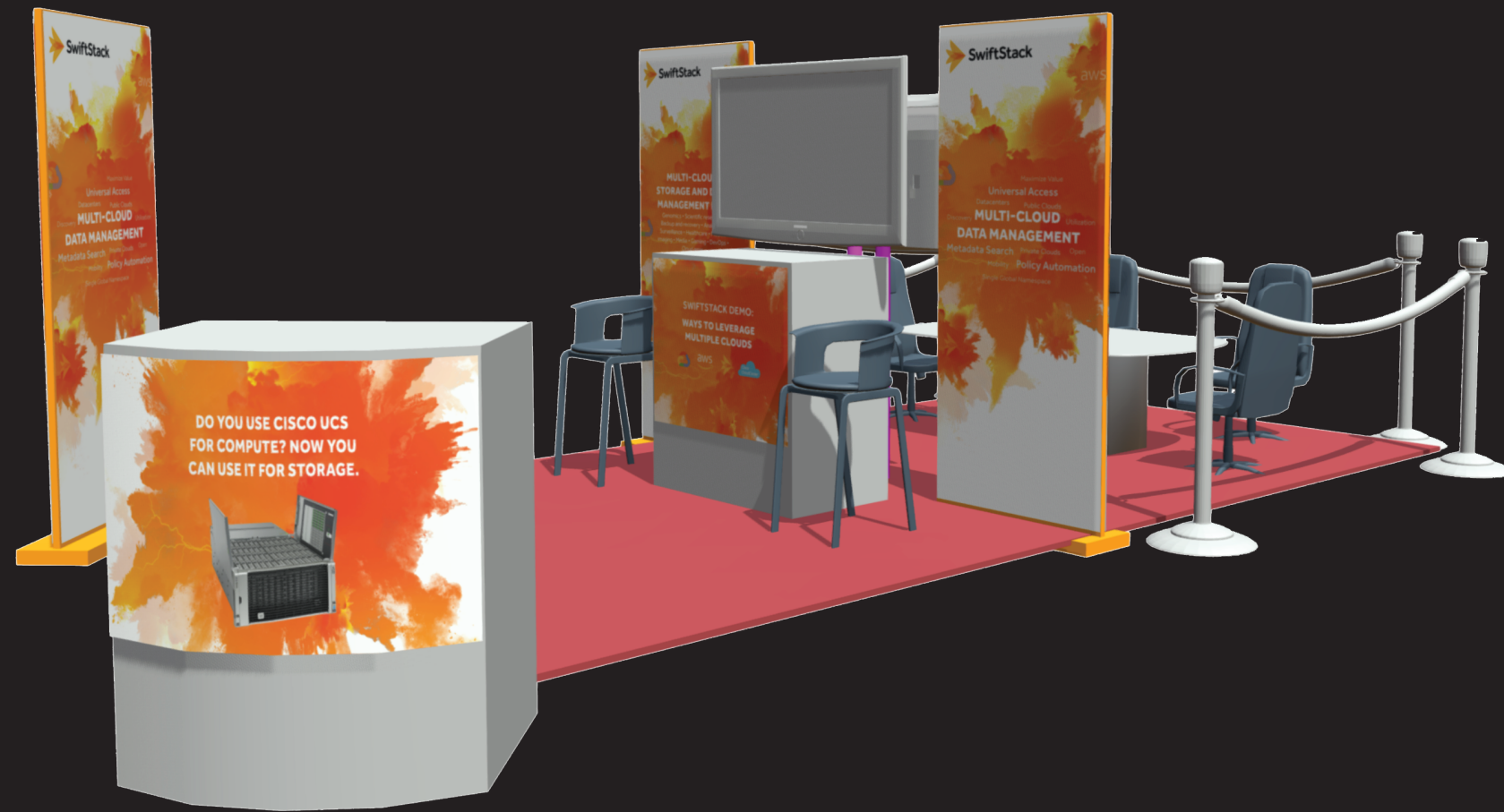
SwiftStack's product is built on-top of the open source project OpenStack Swift. This presents many challenges for brand recognition clarity and product education. We often solved this by making the SwiftStack version of the products have a different name than the open source project. I worked on both ends of this, branding for the product and sometimes for the open source community.



Outcome: I want that!!

There won't be much in the way of data science to rely on with these branding logos, but like the shirts you can perhaps measure desire, appreciation and use. I was delighted by the desire by the internal teams to want to apply the stickers to their computers. There was also an indication that any of our external events where we brought the stickers to an appreciation and desire to collect them all was seen.





CiscoLive!

Project: Cisco Live

Like most B2B companies SwiftStack put a lot of marketing effort, and money into events. They can be a major help with lead generation and industry related visibility. For our company and target market, not only to mention that Cisco was one of our main partners, participation in their annual US conference was a must.



Plan: Virtual Mockup

It's common for most companies to send their sales team members to events, and on occasion if budgeting allows a marketing person. However, it is often the case because the speed of setup and the complications in travel that the team arriving at the event booth isn't ready to maximize the look and feel of the booth.



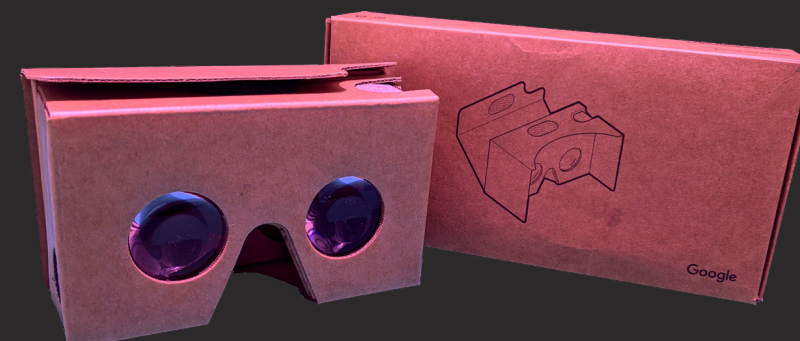
Inspiration: Virtual Reality

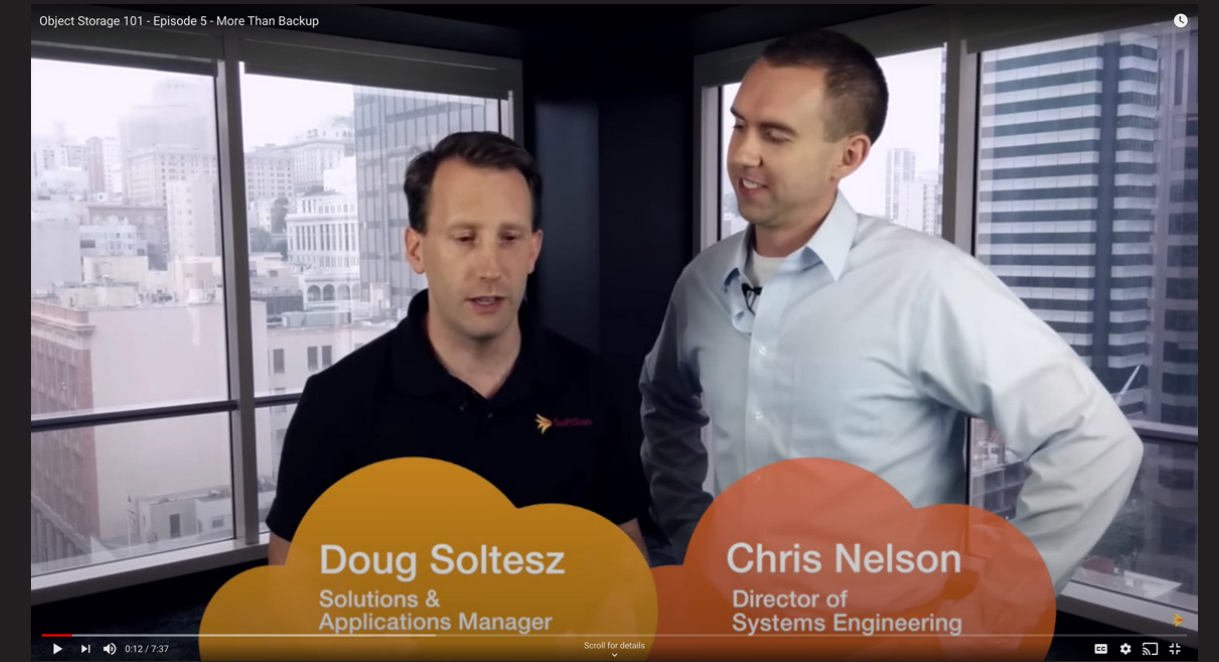
I have been using 3D off and on for a few years and have been experimenting recently with VR. I purchased Google Cardboard and started to create assets to test and have fun with. This led me to merge my own explorations with my day work, thus creating the 3d turntables of our proposed event booth layout.



Outcome: Delight

The first outcome was the delight from our internal team who could now get a really good visual idea of what the show booth would resemble and to think about areas of concern that weren't apparent in the two dimensional layout. The second outcome was that the setup went smoother at shows no matter who was sent - thus achieving the main goal.





Project: Object Storage 101

The project was to create a series of educational short videos to provide information about object storage. At the time object storage was a relatively new approach for storing and managing data. And part of the mission statement at SwiftStack was to also help provide a venue for education on the storage architecture approach.



Plan: Conversational Education

SwiftStack was created as a business to build convenient business data management solutions off the open source OpenStack Swift object storage system. As part of the contribution to the project development on the promotion of the approach, education came hand in hand. So we came up with a game plan to produce a small series of videos that respond and attempt to answer questions that the larger sales force at our company were often being asked.



Inspiration: Mentors

This was one of my first on-site video shoots. I had only worked on videos I produced or from content I created from online stock. I found great support and help from the project producer, our marketing VP at the time. He was a veteran at this point of both being in front of the camera and behind it.

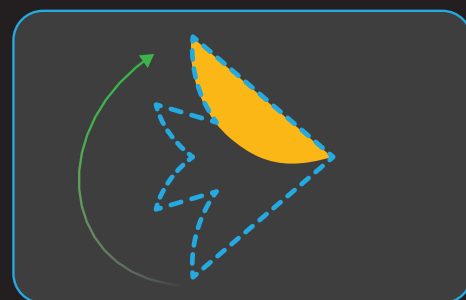


Outcome: Trust Source and Subscriber Jump

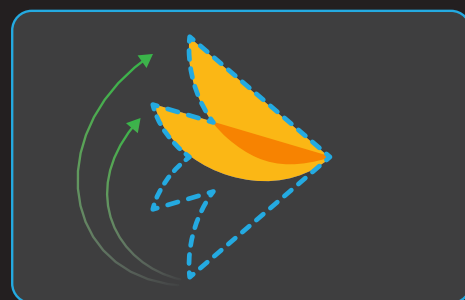
One of the main keys to be good at inbound marketing is to create good content. If you produce information that people want, and want to know about, even if it isn't about your product specifically you can become a trust leader and educator. That type of marketing outside of repeat business or customer referrals is truly invaluable. Not only did one of our videos in the short series become one of the most watched SwiftStack produced videos, but it increased our YouTube subscriber base, and allowed us into more conversations at the buyer's journey at the consideration and decision stages. With our overall increase in SwiftStack's subscription numbers went up by almost 100%, and our social engagement increased, and on pages with videos embedded the amount of time spent on the page increased while the bounce rate decreased.



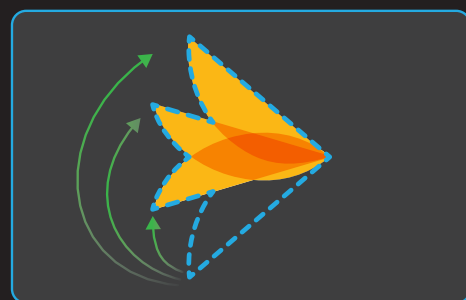
How to unfold the SwiftStack Logo in 4 easy steps!



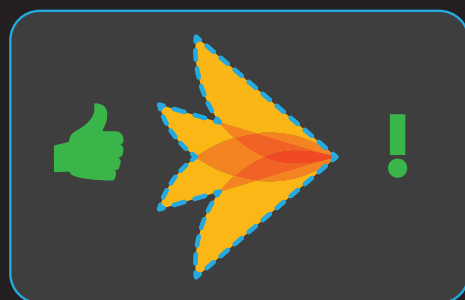
Step 1



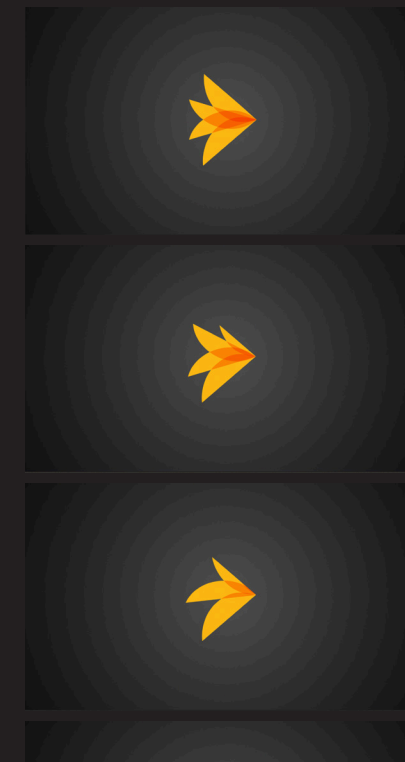
Step 2



Step 3



Step 4



With Splunk Enterprise & SwiftStack
Store 2X the Splunk data at 1/2 the cost

The Value of Splunk is Clear, But...
...There are Organizational Trade-offs

SPLUNK USERS vs IT INFRASTRUCTURE

Expand Usage • Retain Data Longer • vs Storage is Expensive • Difficult to manage

Splunk Enterprise & SwiftStack Solve this Dilemma

Any Machine Data → Splunk SmartStore (S3 API) → Search

SwiftStack Scale-Out Storage (Storage Server, Storage Server, Storage Server) → SwiftStack storage is validated with Splunk SmartStore

splunk

SwiftStack

How can your data be **scalable, searchable, and seamlessly accessible** in a multi-cloud world?

Hint: Classic SAN or NAS storage isn't the answer.

Accelerate Media Workflows | On-Prem | Public Cloud



Project: Multi-Cloud Solutions

In addition to our live action video content, we also endeavored to produce animated content to describe the more complicated aspects of our product in simpler ways for marketing purposes. These animations were often content for product releases, the open source community, partnerships, and product education. In this instance the project was to create an animated video to be first shown at a industry event that would show various ways SwiftStack can solve technical challenges in various production environments.



Plan: Simplify

When it comes to the material that our company produces for it's marketing efforts, the information is complicated and dense. In order to make this something quick to digest in video form I created a project that was as simplified as possible while still making it interesting and the important information visually clear and easy to digest. I designed and animated the project with the video segment stories to be clear, concise and on brand.



Inspiration: Visual Communication

Again I turned to our brand, my visual communication background and influences like **Kurzgesagt**. I wanted to take the storyboards and textual information and try to simplify them enough so that the information can be understood in a relatively quick viewing. I leaned into weighting elements and clean animation imagery to facilitate those goals. This is something the group behind the explainer videos on YouTube, **Kurzgesagt**, has been doing effectively for years.



Outcome: Spin-offs

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