

Kayla Williams's ePortfolio

A Communication Design Portfolio

Projects

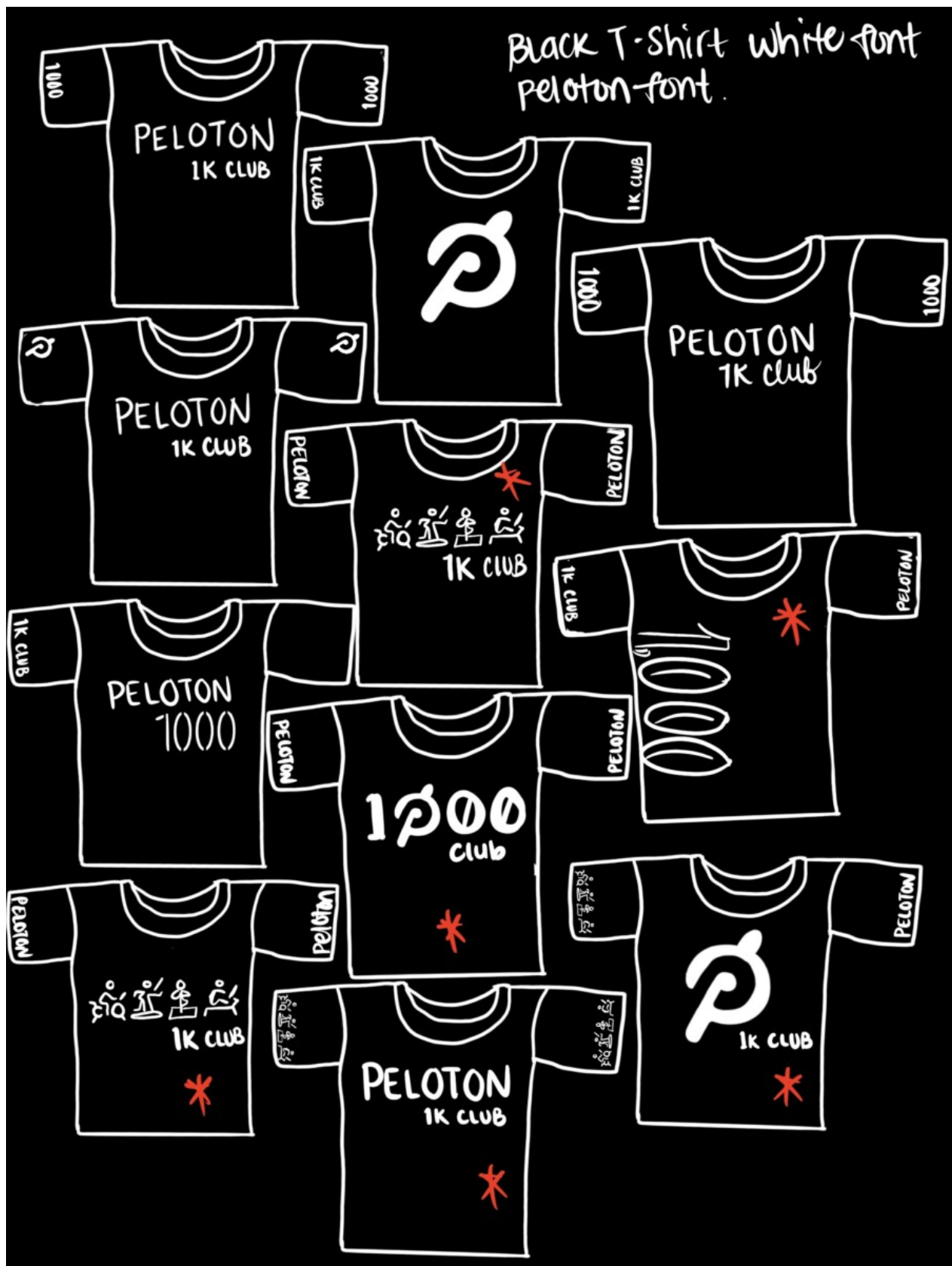
Entry 1 6/11/2023

Interning at Peloton is so fun and really cool to see how they do things behind the scenes for their members. So far my supervisor had me sit in with the concierge team to observe how they come up with ideas for certain types of members. They discussed about what is working and what they want to change as in the free gifts we give out. Certain members that have reached a milestone (ex. have taken 100 classes) get a t-shirt. My supervisor wants me to think about how to redesign the “Century Club” t-shirt so we can give something new as this design has been the same for the past 6 years. They also were talking about designing a t-shirt for those who reach 1,000 classes (millennial or mil) however, I brought up how some people might mistake those words for age or for million. They took my thought into consideration, but also still want to find a way to incorporate “1,000” onto the t-shirt without it looking tacky, and have a nice ring to it as “Century Club” does. I sadly fractured my toe on Tuesday, but they were very accommodating as they let me sit in for other meetings through zoom on Wednesday and Thursday, and had me taking lessons about the company, their values, and their members through an app called “Peloton Academy”. It gave me a lot of information about the company and how important the members’ experience are and why we try to encourage their achievements. These lessons ended with questions that I needed to get at least an 80% on in order to “pass” and move on to the next. I was also asked to customize a water bottle that is going to be given to a member as a gift for their 2000th class taken.

Entry 2 6/18/2023

I’ve made a few sketches that I felt would be of help to their 1000th class shirt gift. They seemed to like it and gave me a few ideas of what they wanna see on the shirt, so I can update more sketches. I also listed somethings they might want to include in their swag bag also emphasizing how important it is for them to put the company logo on everything in the bag, including one of the smallest things which is a pen. I’ll be whipping up some sketches about how I think the logo could be placed on different items included in the swag bag. They informed me they have pens that have the logo on it, but still want-

ed to see my sketches and mock-ups if there's a new kind of way they can do it. I've done about 80 hours so far. Though it never really feels like it's 8 hours every time I show up. I love being in that environment, I feel like I'm around my type of people with all the design and creative talk. I love how everyone is so kind and gives genuine critique because sometimes I struggle to decide things, but when people give me critique, I get a better idea of what I wanna say and do.



1,000 classes sketches

Entry 3 6/25/2023

So far I've done 104 hours. They asked me to customize 3 more water bottles, the first

VIP member I customized the bottle for, loved it! He had asked for a messy rainbow with clouds around.



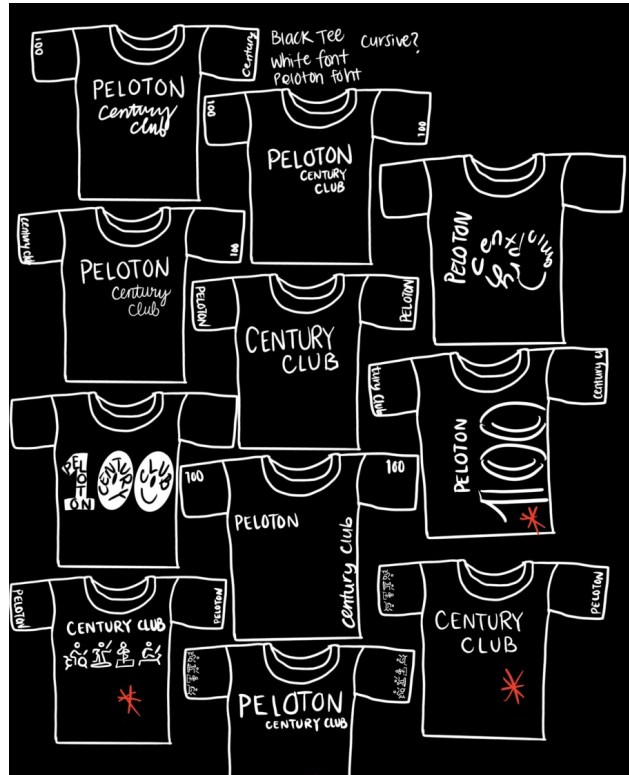


I've also started to finalize my sketches, soon going to put them in mock-ups for the swag bag, the 1,000 class shirt, and the century club t-shirt. So far what I've shown them they've critiqued and given me their thoughts on how to change it or make it look more like the company style. I love this internship. They let me take pictures of members

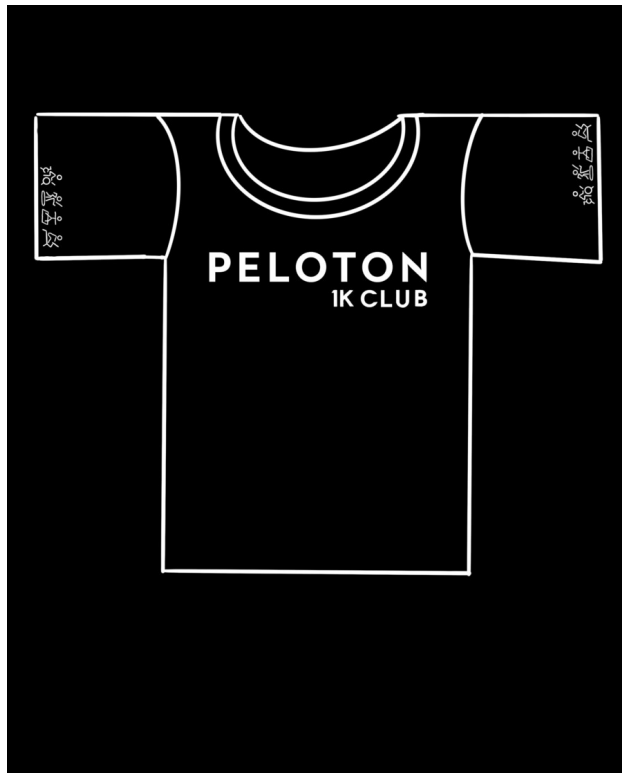
with the instructor after some classes and it is so fun and sweet to see how happy people are after working out with their favorite instructors.



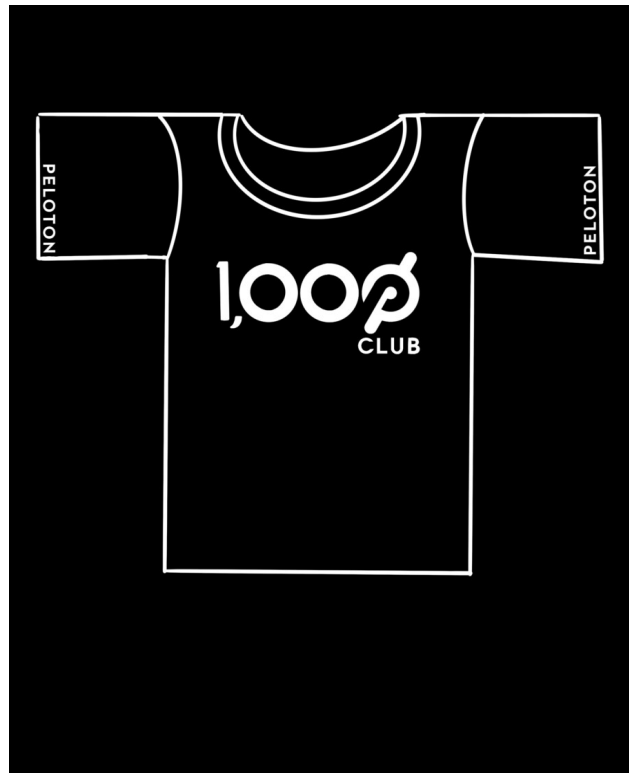
swag bag sketches



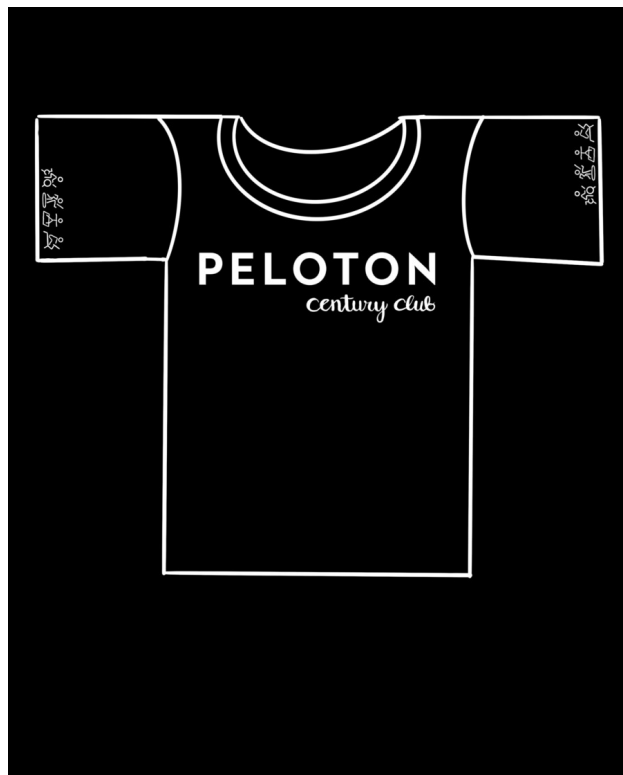
100 classes sketches



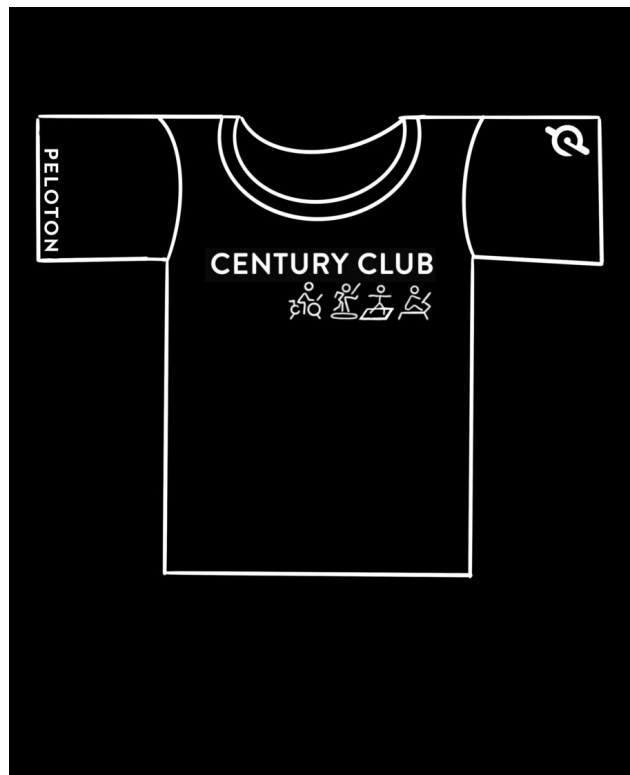
1K club final sketch



1,000 club final sketch



century club final sketch



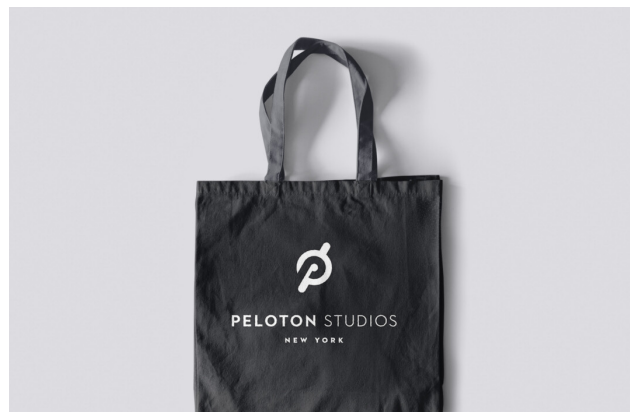
century club final sketch 2

Entry 4 7/1/2023

I've done 128 hours. I made all the mock-ups for the swag bag, they all loved it. Some items already existed (like the sweat towel, notebook, and pen) I didn't make the pen or notebook mock-up because that's actually something they give to employees when they get hired, so they wanted to keep it exclusive as gift for employees. The 1K club shirt idea might be scratched because of their focus on making sure the company doesn't waste much financially. They loved my new century shirt idea and have asked me to send them so they can pass it on to the creative team and see what they think. I did tell them I'm not too much of a fan of the drawings I did on the sleeves as from far they could look like characters of a different language. The drawings are icons they had on their site representing cycle, treadmill, yoga, and rowing classes.



Sports Water Bottle Mock-up



Tote Bag Mock-up



Hand Sanitizer Mock-up



Wristband Mock-up



Towels from shop



1K Club Mock-up



1,000 Club Mock-up



Century Club Mock-up



Century Club Mock-up

The 3 new water bottles I customized went to their homes with happy clients. My supervisor talked about how it would be cool for us to do a bottle customizing event at the studio if they would approve of it. I wrote down specifically what these members wanted and then drew it out using acrylic paint markers. The first one was Winnie The Pooh. Second one a woman had asked me for dots in pink, blue, and purple, in any type of pattern. And the third this guy wanted his to look like it's dripping some random green slime, I thought writing his membership username in red would make it look cool. He loved it, said he likes how it gives a horror-like look to it.



custom water bottle






custom water bottle



custom water bottle

It's been a great time doing this, I absolutely loved being around a team of people who know how to talk design and critique. This company has been forever one of my favorite places to work and it was an honor to join them on an internship.

 July 9, 2023  Kayla Williams  COMD 4900 Internship

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