

Projects

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Project 1

Make It HAPPen™

Website Design & Front-End Development

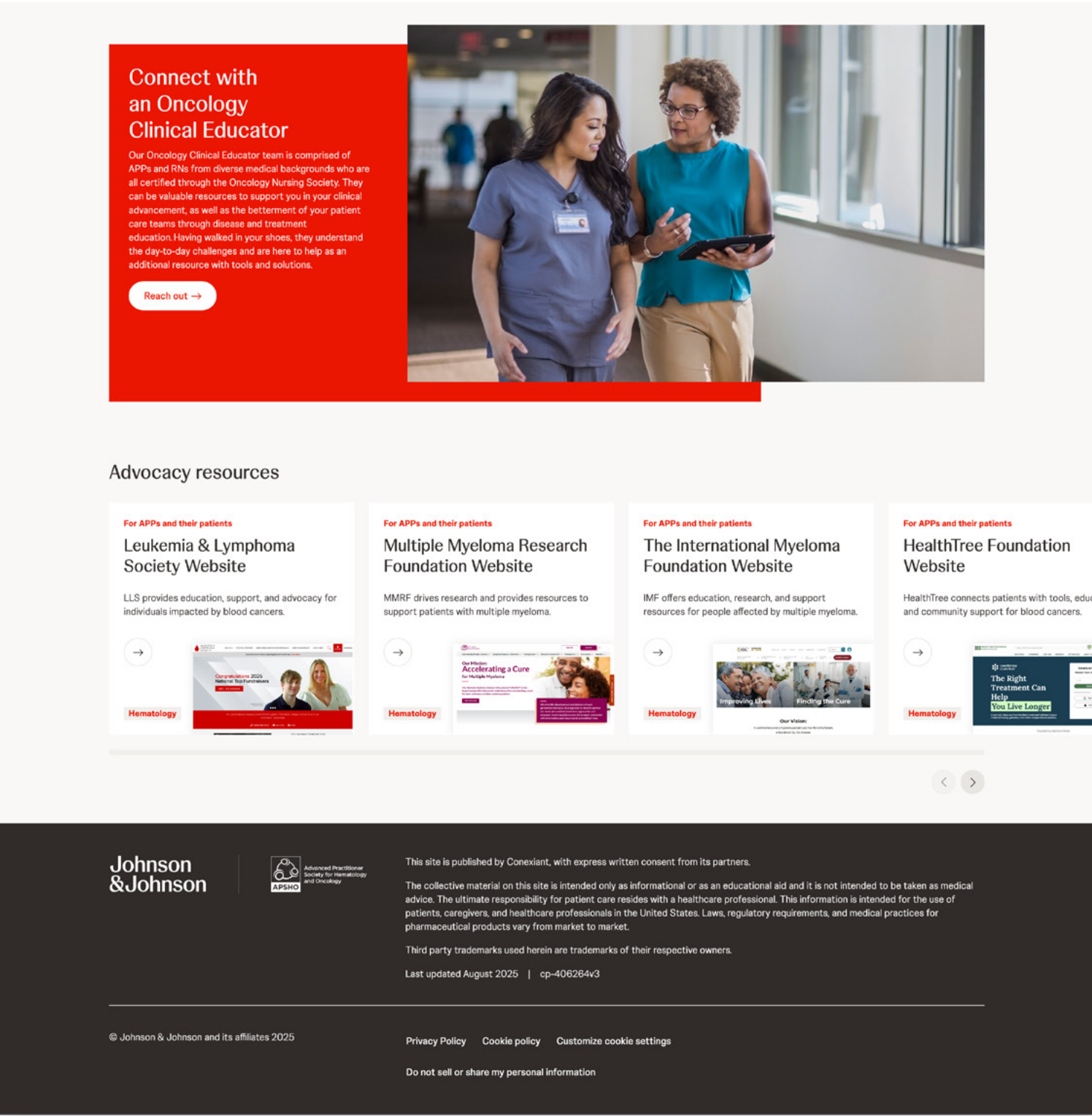
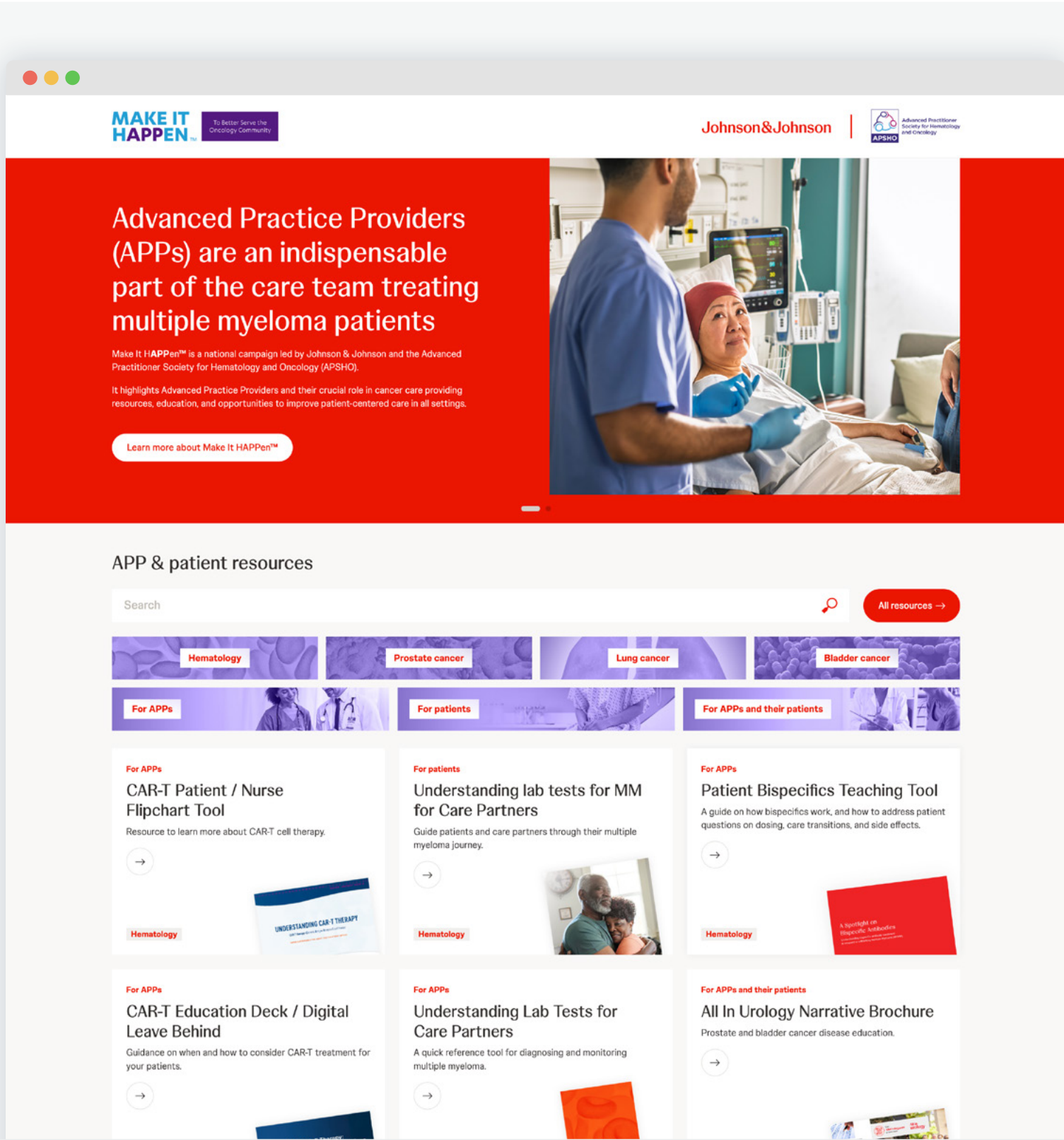
appsmakeithappen.com

Features

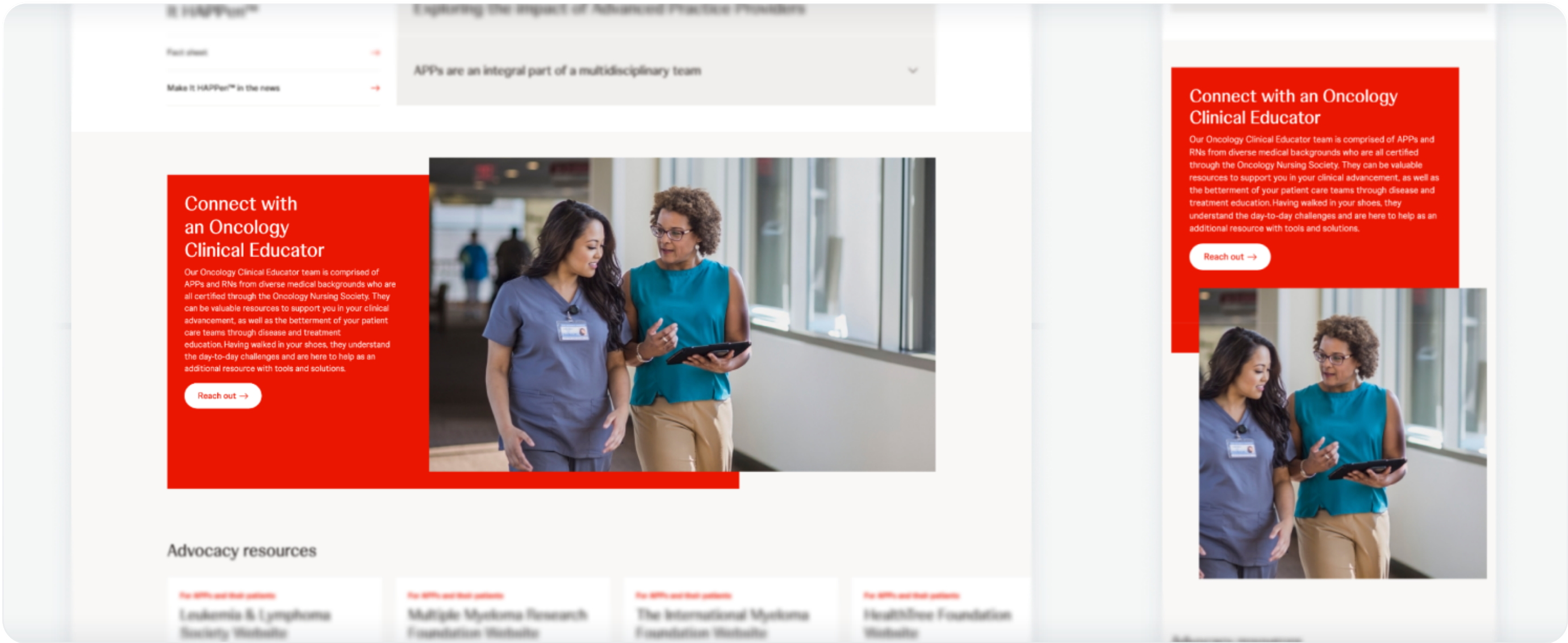
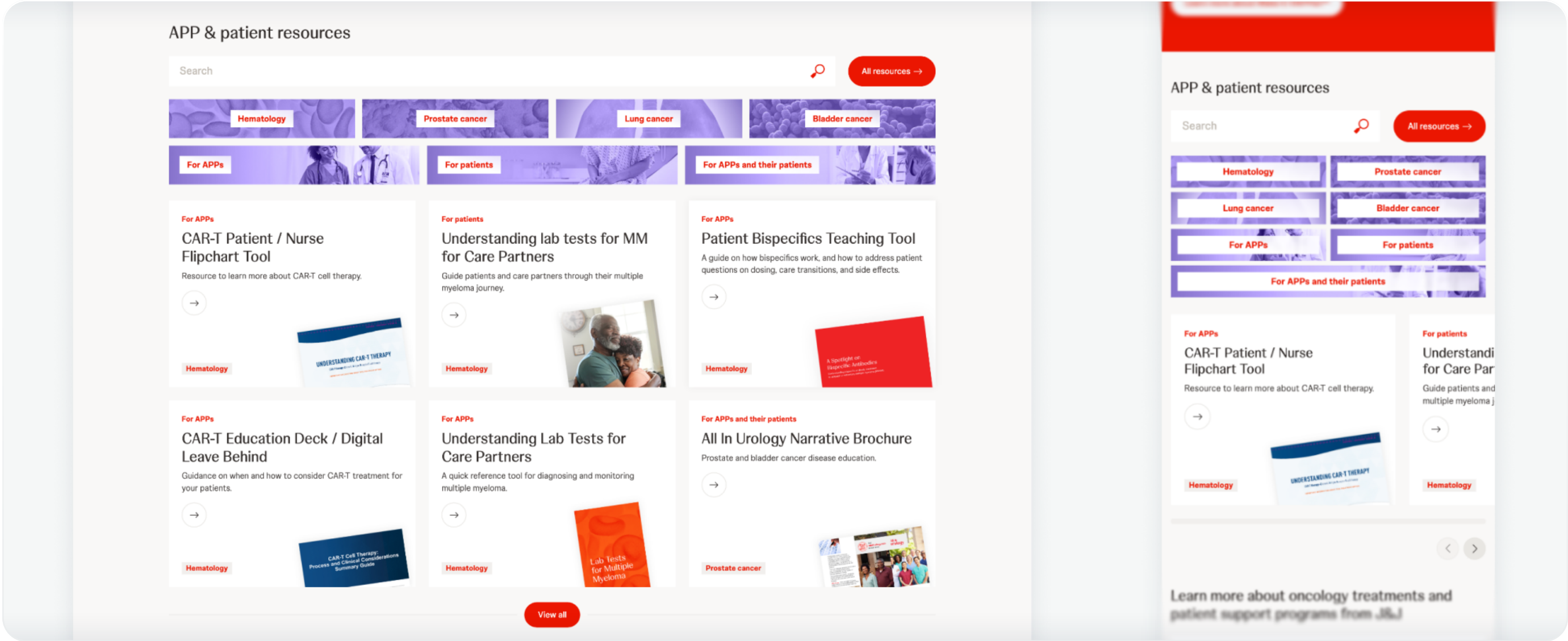
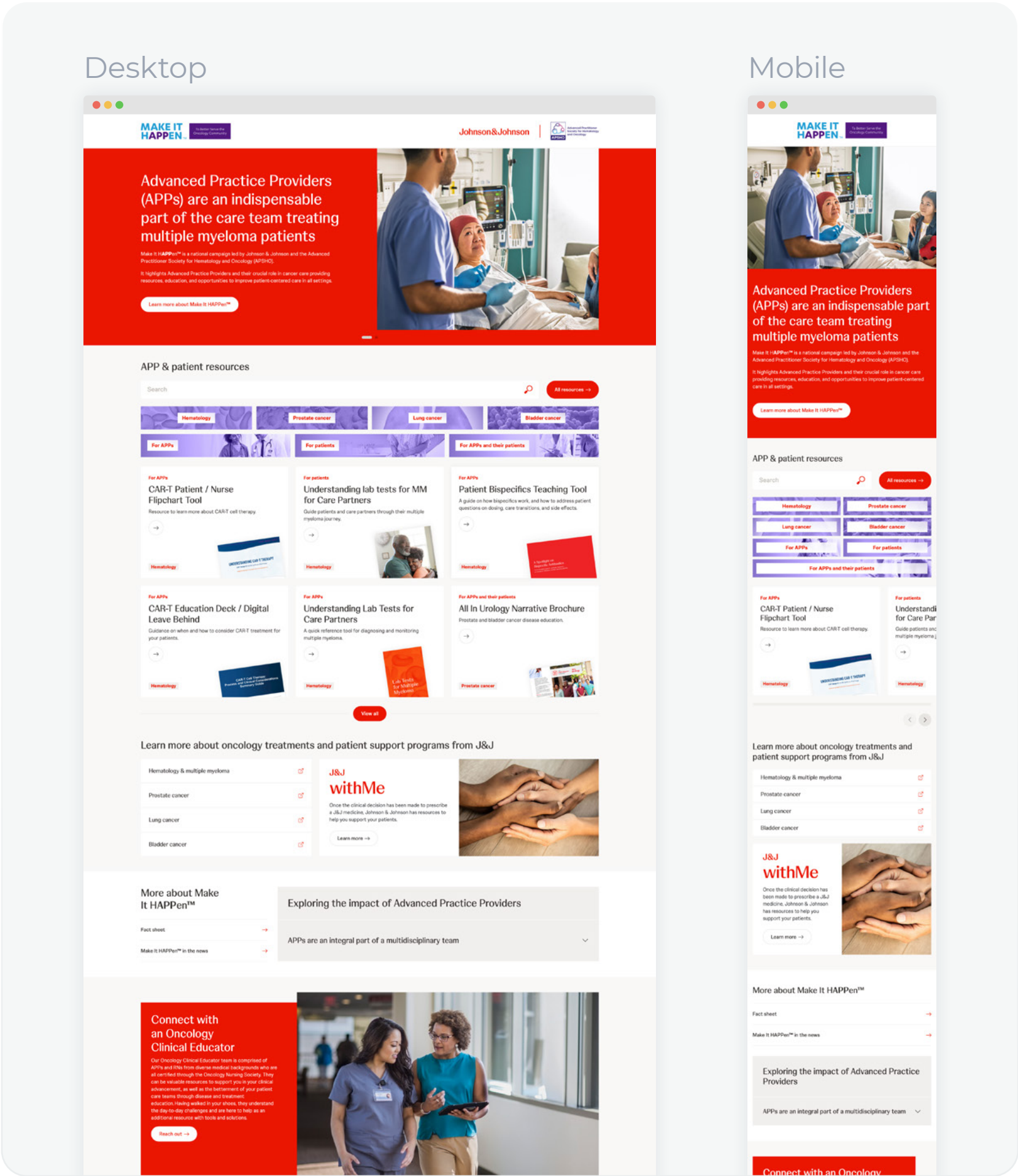
- Responsive Layout
- Intuitive Design System
- Component Modules

Make It H**APP**en™ is a nation campaign led by Johnson & Johnson and the Advanced Practitioner Society for Hematology and Oncology (APSHO). It highlights Advanced Practice Providers and their crucial role in cancer care providing resources, education, and opportunities to improve patient-centered care in all settings.


My role was to head the Web and UX design, as well as the front-end development. The goals being to increase conversions, align existing site with updated J&J branding, and improve the user experience.




Responsive Layout



Component Modules





All resources →

Prostate cancer

Lung cancer

Bladder cancer

For patients

For APPs and their patients

For patients

Understanding lab tests for MM for Care Partners

Guide patients and care partners through their multiple myeloma journey.

→

Hematology

For APPs

Patient Bispecifics Teaching Tool

A guide on how bispecifics work, and how to address patient questions on dosing, care transitions, and side effects.

→

Hematology

For APPs

Understanding Lab Tests for Care Partners

A quick reference tool for diagnosing and monitoring multiple myeloma.

→

For APPs and their patients

All In Urology Narrative Brochure

Prostate and bladder cancer disease education.

→

5

Intuitive Design System

Figma Variables

Name	Value	+
Brand		
Black	312C2A	
White	FFFFFF	
Brand / Gray		
100	F9F8F7	
200	F1EFED	
300	E8E6E3	
400	D5CFC9	
500	C1BBB3	
700	81766F	
800	564C47	
900	312C2A	
Brand / Red		
500	EB1700	
+ Create variable		

HTML/CSS

```
1 @charset "UTF-8";
2 /* CSS Document */
3
4 :root{
5     /* Foundation Colors ----- */
6     /*
7     * ----- */
8     /*
9     * ----- */
10
11     /* Brand Grey */
12     /* Tints */
13     --mih-brand-gray-100: #F9F8F7;
14     --mih-brand-gray-200: #F1EFED;
15     --mih-brand-gray-300: #E8E6E3;
16     --mih-brand-gray-400: #D5CFC9;
17     --mih-brand-gray-500: #C1BBB3;
18     --mih-brand-gray-700: #81766F;
19     --mih-brand-gray-800: #564C47;
20     --mih-brand-gray-900: #312C2A;
21
22     /* Brand Red */
23     --mih-brand-red: #EB1700;
24     /* Tints */
25     --mih-brand-red-500: #EB1700;
26     --mih-brand-red-600: #CC1400;
27     --mih-brand-red-700: #AD1000;
28
29     /* Brand Blue */
30     --mih-brand-blue: #0F68B2;
31     /* Tints */
32     --mih-brand-blue-400: #69D9FF;
33     --mih-brand-blue-600: #0F68B2;
34
35     /* Brand Green */
36     --mih-brand-green: #43A845;
37
38     /* Brand Purple */
39     --mih-brand-purple: #0F68B2;
40     /* Tints */
41     --mih-brand-purple-100: #B198E8;
42     --mih-brand-purple-200: #8C38B8;
43     --mih-brand-purple-300: #541980;
44
45     /* Brand Basics */
46     --mih-white: #FFFFFF;
47     --mih-black: var(--mih-brand-gray-900);
48     --mih-bg-grey: var(--mih-brand-gray-100);
49
50
51     /* Foundation Spacing ----- */
52     /*
53     * ----- */
54     /*
55     * ----- */
56
57     --mih-spacing-1: 0.125rem;
58     --mih-spacing-2: 0.25rem;
59     --mih-spacing-3: 0.375rem;
60     --mih-spacing-4: 0.5rem;
61     --mih-spacing-5: 0.75rem;
62     --mih-spacing-6: 0.875rem;
63     --mih-spacing-7: 1rem;
64     --mih-spacing-8: 1.25rem;
65     --mih-spacing-9: 1.5rem;
66     --mih-spacing-10: 1.75rem;
67     --mih-spacing-11: 2rem;
68     --mih-spacing-12: 2.25rem;
69     --mih-spacing-13: 2.5rem;
70     --mih-spacing-14: 2.75rem;
71     --mih-spacing-15: 3rem;
72     --mih-spacing-16: 3.25rem;
73     --mih-spacing-17: 3.5rem;
74     --mih-spacing-18: 3.75rem;
75     --mih-spacing-19: 4rem;
76     --mih-spacing-20: 4.25rem;
77     --mih-spacing-21: 4.5rem;
78     --mih-spacing-22: 4.75rem;
79     --mih-spacing-23: 5rem;
80     --mih-spacing-24: 6rem;
81     --mih-spacing-25: 7rem;
82
83
84     /* Foundation Shape ----- */
85     /*
86     * ----- */
87     /*
88     * ----- */
89
90     --mih-none: 0rem;
91     --mih-radius-xs: 0.125rem;
92     --mih-radius-sm: 0.25rem;
93     --mih-radius-md: 0.5rem;
94     --mih-radius-lg: 1rem;
```

Buttons

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Badges

Badge Text

Badge Text

Badge Text

Badge Text

Icons

+

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Typography

h1

The quick brown fox jumps
The quick brown fox jumps

h2

The quick brown fox jumps
The quick brown fox jumps

h3

The quick brown fox jumps
The quick brown fox jumps

h4

The quick brown fox jumps
The quick brown fox jumps

h5

The quick brown fox jumps
The quick brown fox jumps

h6

The quick brown fox jumps
The quick brown fox jumps

p.xl

The quick brown fox jumps
20px

p.lg

The quick brown fox jumps
18px

p.md

The quick brown fox jumps
16px

p.sm

The quick brown fox jumps
14px

Project 2

JADPRO Live

Conference Branding & Various Collateral

jadprolive.com

Deliverables

Direct Mailers

Print Advertisements

Digital Advertisements

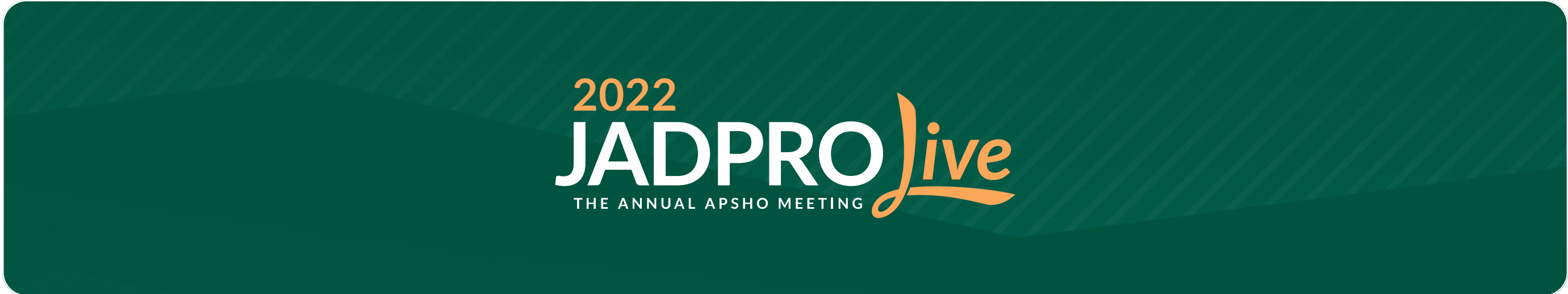
Marketing Brochures

Conference Guides

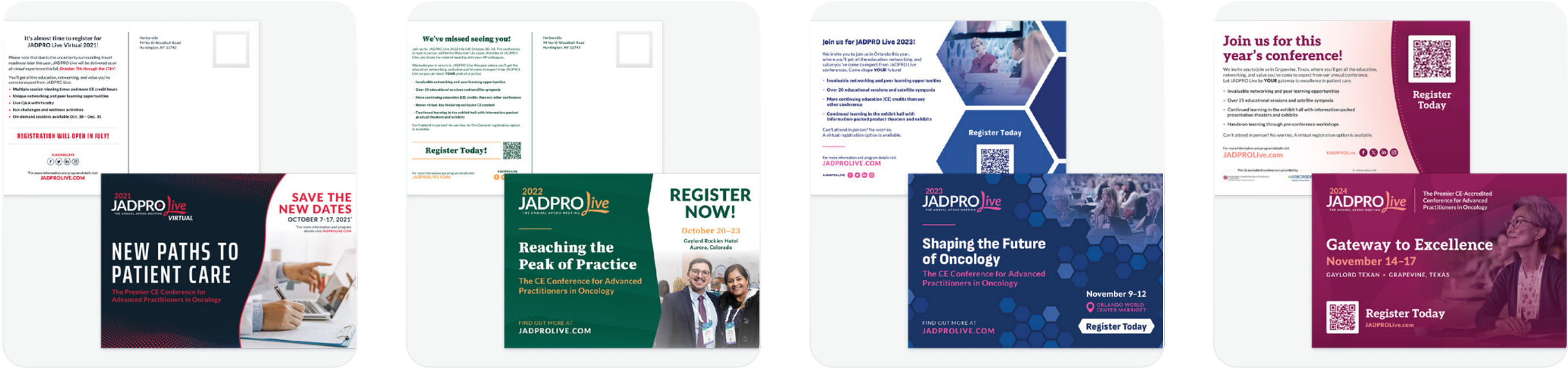
Social Media Graphics

Conference Signage

And much more



Direct Mailers



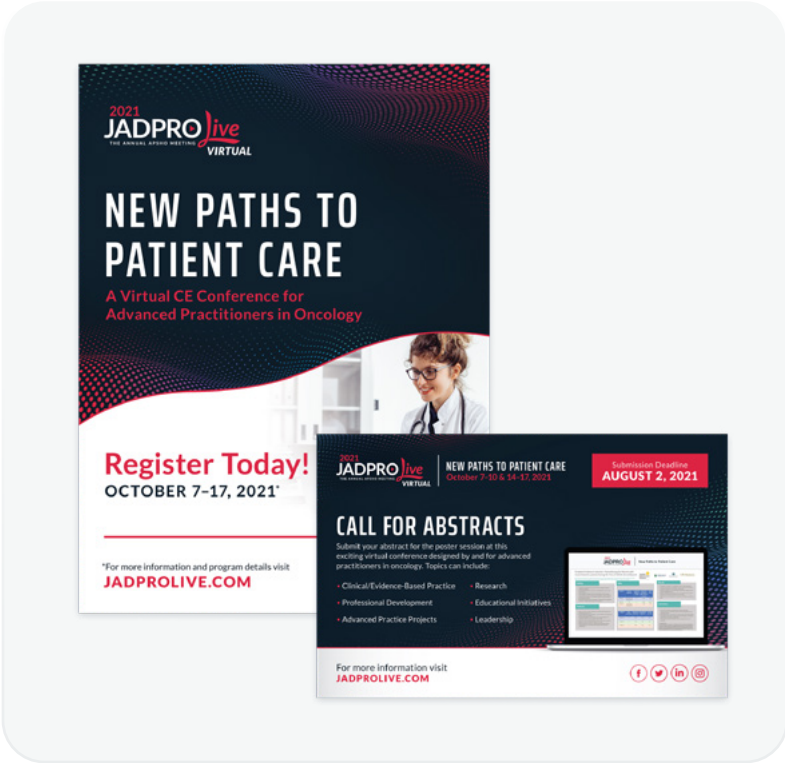
Front



Back



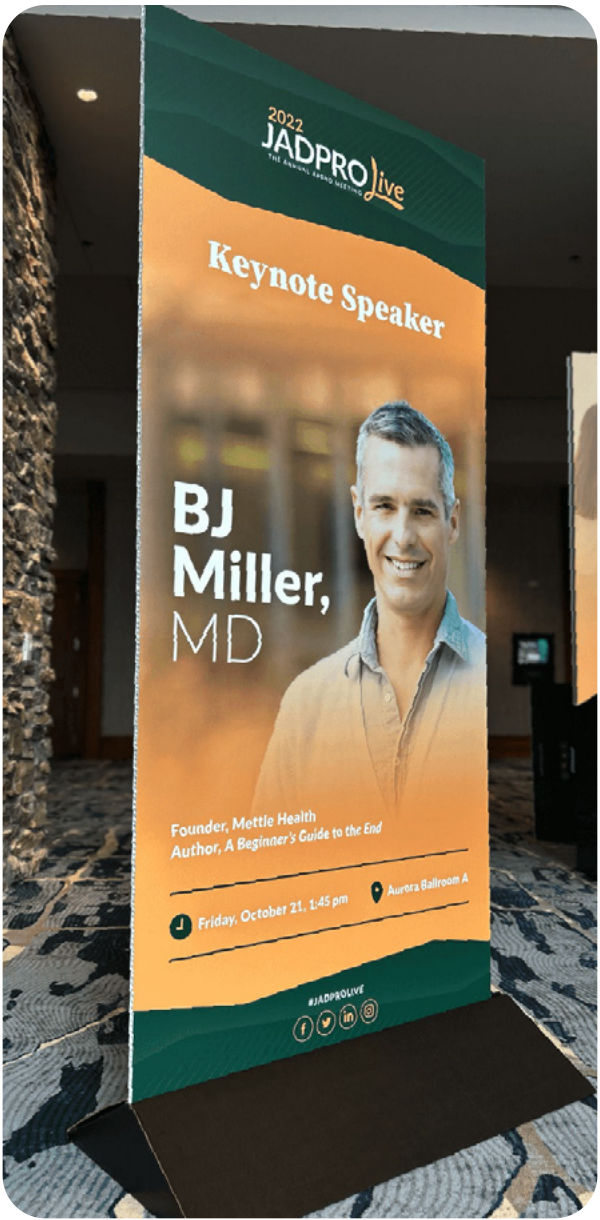
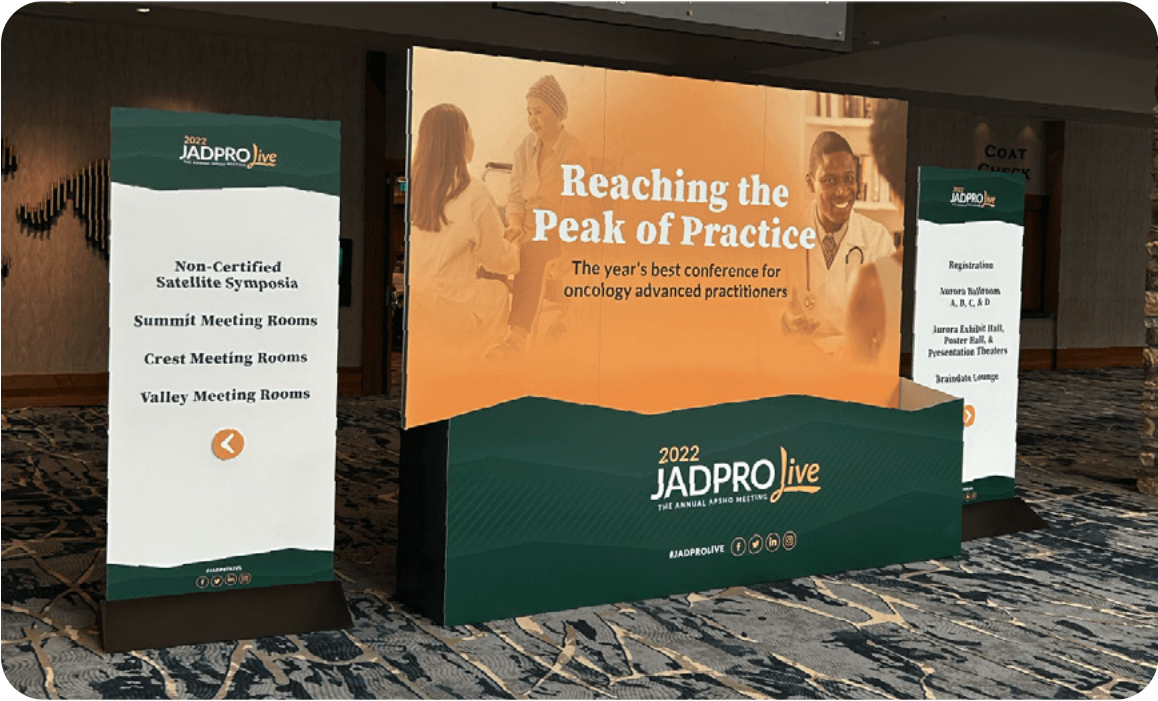
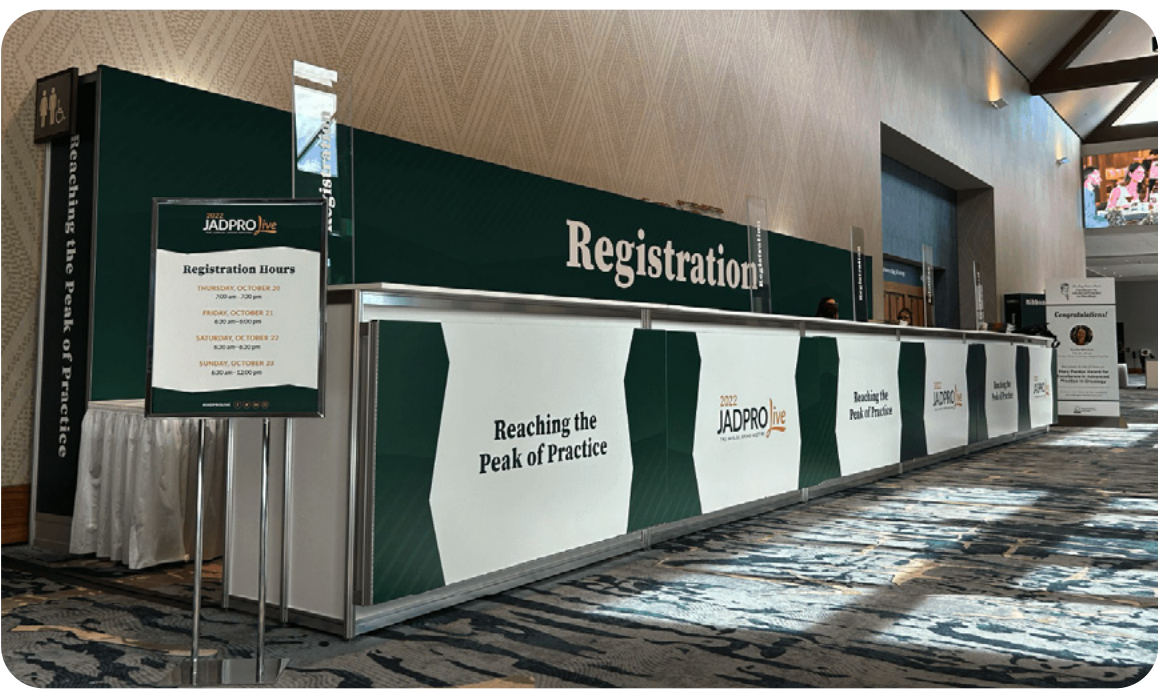
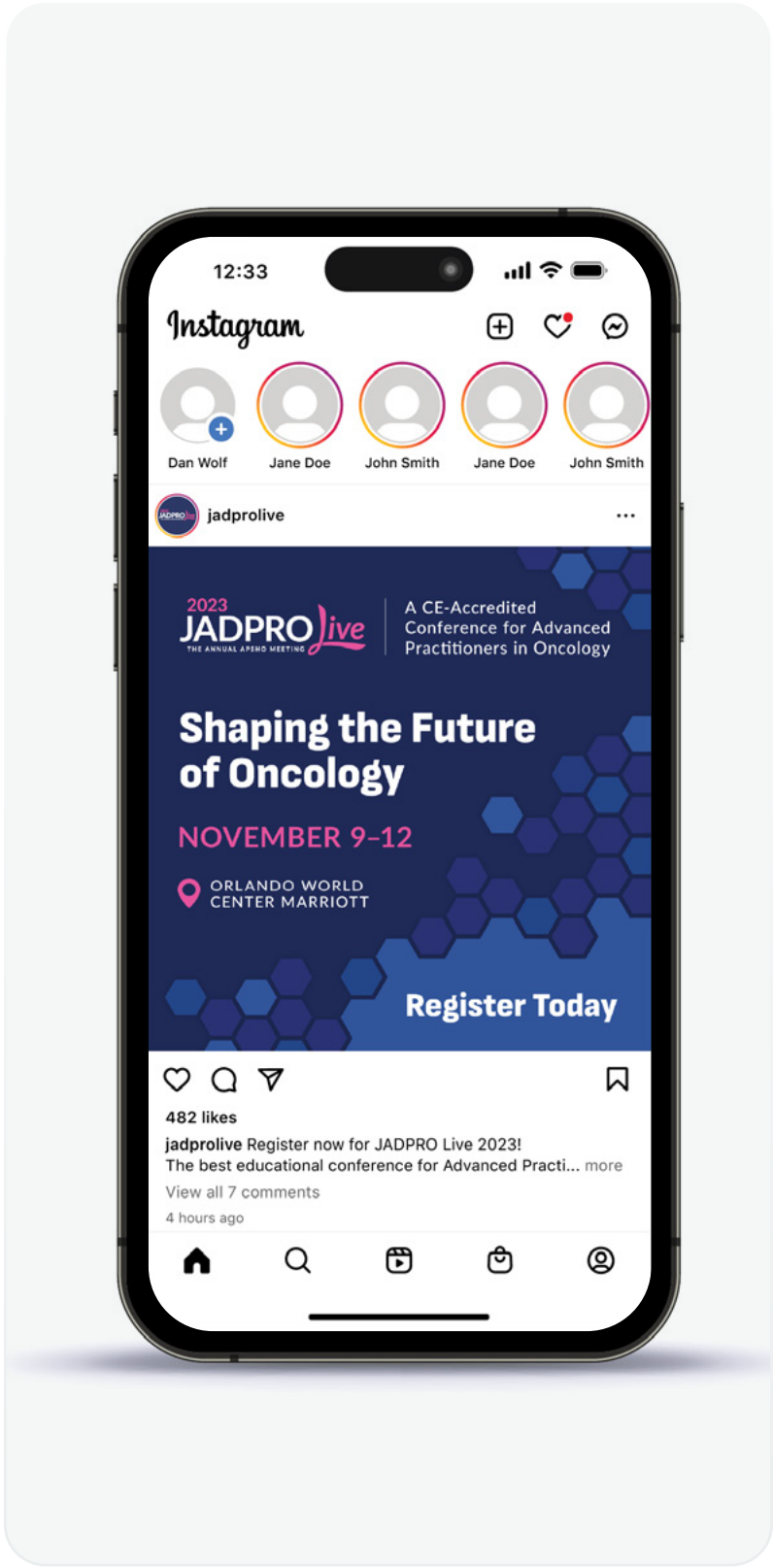
Print Advertisements



Marketing Brochures



Other Miscellaneous Deliverables



Project 3

APSHO

Oncology Society Branding

apsho.org

Deliverables

Direct Mailers
Print Advertisements
Marketing Brochures
Conference Guides

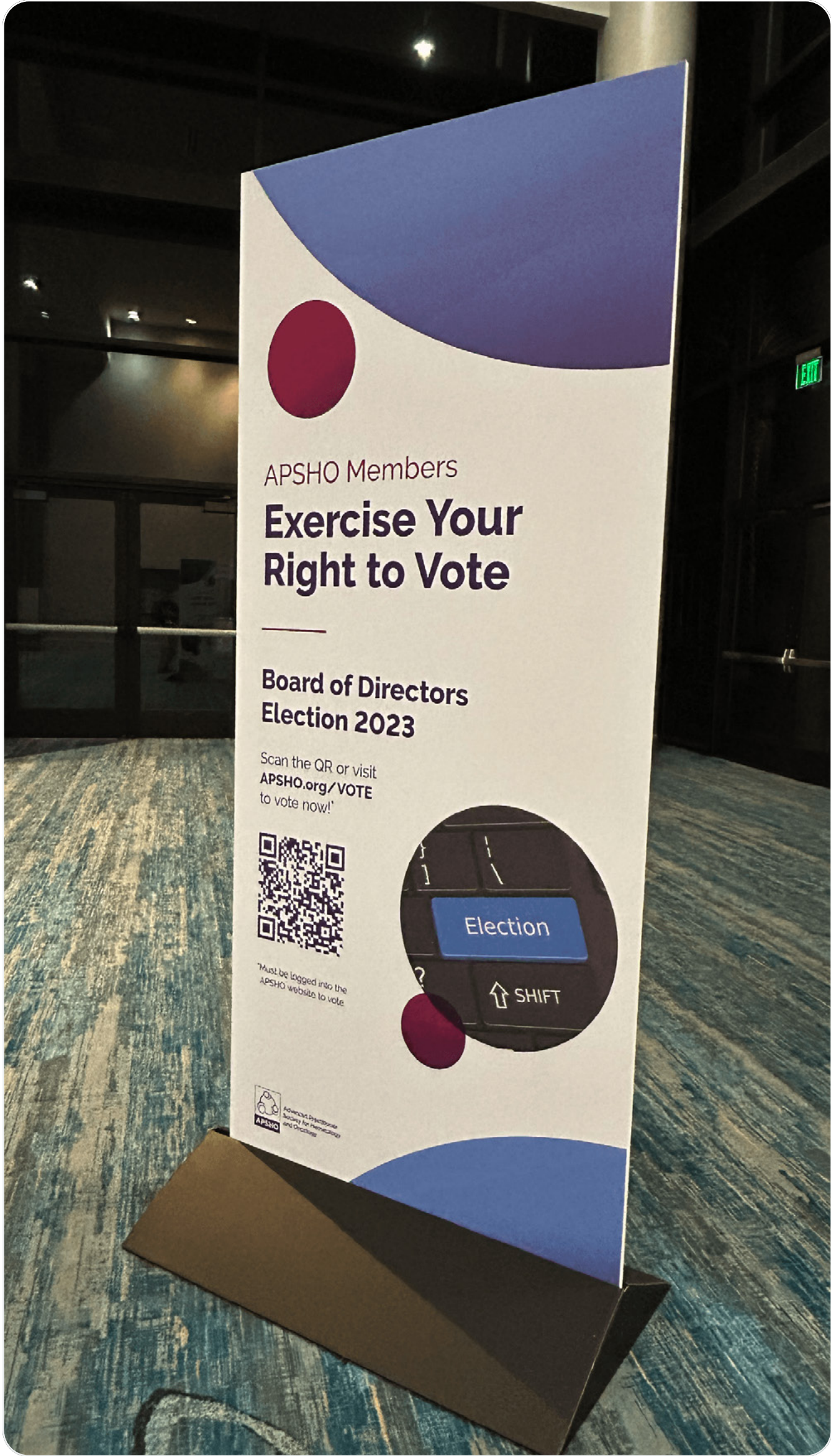
Social Media Graphics
Conference Signage
Booth Graphics
And much more



Promotional Tri-fold Brochure




Conference Signage



Membership Brochure



Print Advertisements



Advanced Practitioner
Society for Hematology
and Oncology

Cancer Therapy Prescribing Course

The Cancer Therapy Prescribing Course (CTPC) is an online comprehensive certificate course consisting of 19 self-paced, educational modules designed to prepare the advanced practitioner (AP) to safely prescribe cancer therapeutics.

This course provides advanced education for the prescription of cancer therapies and management of the hematology/oncology patient through the treatment course, including standard of care guidelines, supportive medications, and clinical trials. The CTPC fulfills the unmet need of a universal and comprehensive tool to educate APs to safely write, sign, and manage cancer therapy orders.

In conjunction with appropriate mentoring, this course is a tool that enables APs to practice at the top of their professional scope through knowledgeable prescription of cancer therapies. Developed by an expert, interdisciplinary AP team, the CTPC covers the required educational domains for safe prescribing in hematology and oncology:

- Cancer Therapies**
Including chemotherapy, targeted therapy, immunotherapy, cellular therapy and other special classes of therapy.
- Prescribing Cancer Therapies**
Including guidelines and workflow for prescribing cancer therapy, dosing, drug resistance, choosing and managing treatment access devices, prescribing within clinical trials, safe handling of hazardous drugs and patient education.


- Prevention and Management of Adverse Events Related to Cancer Therapy**
Including common toxicities such as concomitant therapy toxicities, immune-related toxicities and more.
- Pediatric Cancer Therapy Prescribing Overview**
Including pediatric-specific dosing, prescribing considerations, educational needs and risk factors for non-adherence.

The CTPC provides

25 hours of continuing education credit

for nurse practitioners, physician assistants, pharmacists, and advanced practice nurses


Find these courses and other educational offerings at APAcademy.apsho.org




This activity, accredited for CE credit, is jointly provided by:



ANNENBERG CENTER FOR HEALTH SCIENCES
AT EISENHOWER
Imparting knowledge. Improving patient care.



Advanced Practitioner
Society for Hematology
and Oncology



Advanced Practitioner
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In conjunction with appropriate mentoring, this course is a tool that enables APs to practice at the top of their professional scope through knowledgeable prescription of cancer therapies. Developed by an expert, interdisciplinary AP team, the CTPC covers the required educational domains for safe prescribing in hematology and oncology, such as:


- Cancer Therapies
- Prevention and Management of Adverse Events Related to Cancer Therapy
- Prescribing Cancer Therapies
- Pediatric Cancer Therapy Prescribing Overview

Find these courses and explore other educational offerings at APAcademy.apsho.org

This activity, accredited for CE credit, is jointly provided by:



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Advanced Practitioner
Society for Hematology
and Oncology

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Project 3

JNCCN 360

Oncology News & Info Hub Collateral

Deliverables

Direct Mailers
Print Advertisements
Digital Advertisements
Print Supplement


Social Media Graphics
Print Signage
And much more



Direct Mailers

Front

Explore Oncology From Every Angle



The Hub for Disease-Specific
Clinical Information

Breast • **NEW** CLL • CML • Head and Neck • Immunotherapy • Kidney • Melanoma
Multiple Myeloma • Non-Melanoma Skin • NSCLC • Ovarian • Prostate

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FOR PRODUCT SPOTLIGHTS, EXPERT VIDEOS, PATIENT RESOURCES AND MORE

Back



Curated by the Experts

BREAST CANCER William J. Gradishar, MD	KIDNEY CANCER Robert J. Motzer, MD	NON-MELANOMA SKIN CANCERS Karl D. Lewis, MD
CHRONIC MYELOID LEUKEMIA Gabriela S. Hobbs, MD Michael J. Mauro, MD	MELANOMA Daniel G. Coit, MD Michael A. Postow, MD	NON-SMALL CELL LUNG CANCER David S. Ettinger, MD
CHRONIC LYMPHOCYTIC LEUKEMIA Jennifer R. Brown, MD, PhD	MULTIPLE MYELOMA Shaji K. Kumar, MD Prashant Kapoor, MD, FACP	OVARIAN CANCER Ursula A. Matulonis, MD
HEAD AND NECK CANCERS David G. Pfister, MD Vatche Tchekmedyian, MD		PROSTATE CANCER James L. Mohler, MD

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A NEW ONLINE INTERACTIVE RESOURCE


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- ▶ JNCCN Spotlights: exclusive commentary about current therapies
- ▶ Video interviews with experts
- ▶ Summaries of News and Literature
- ▶ Links to professional and patient resources


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INTRODUCING


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- ▶ Perspectives from the Experts

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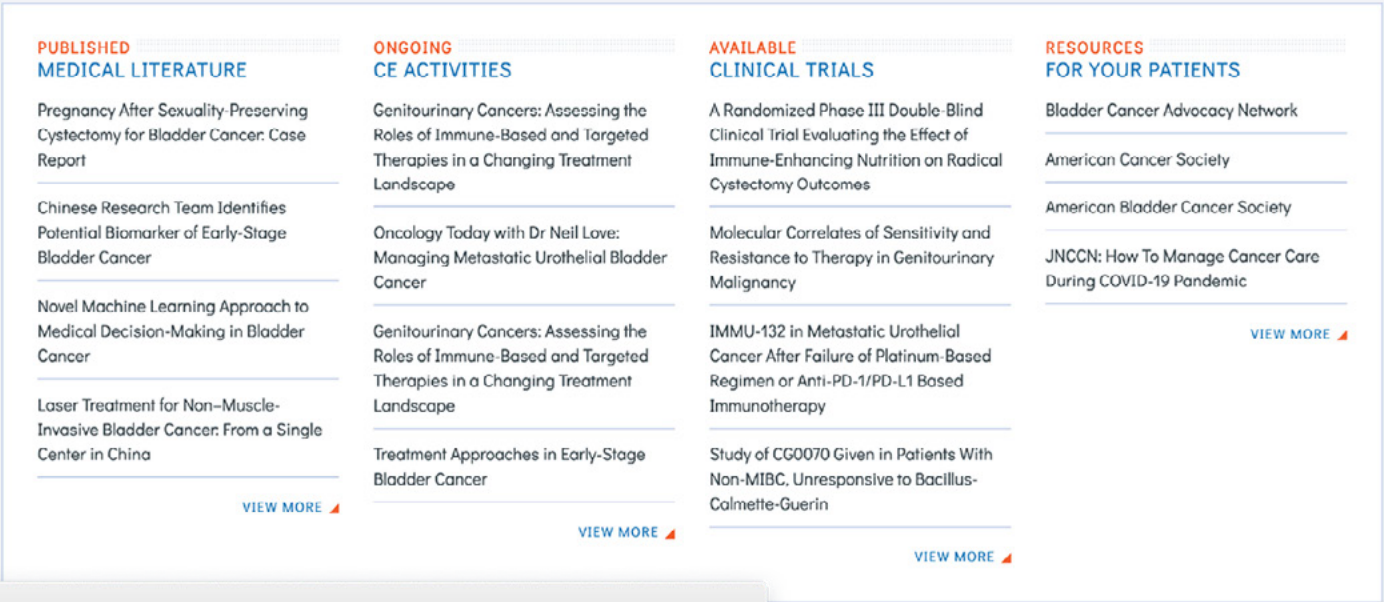
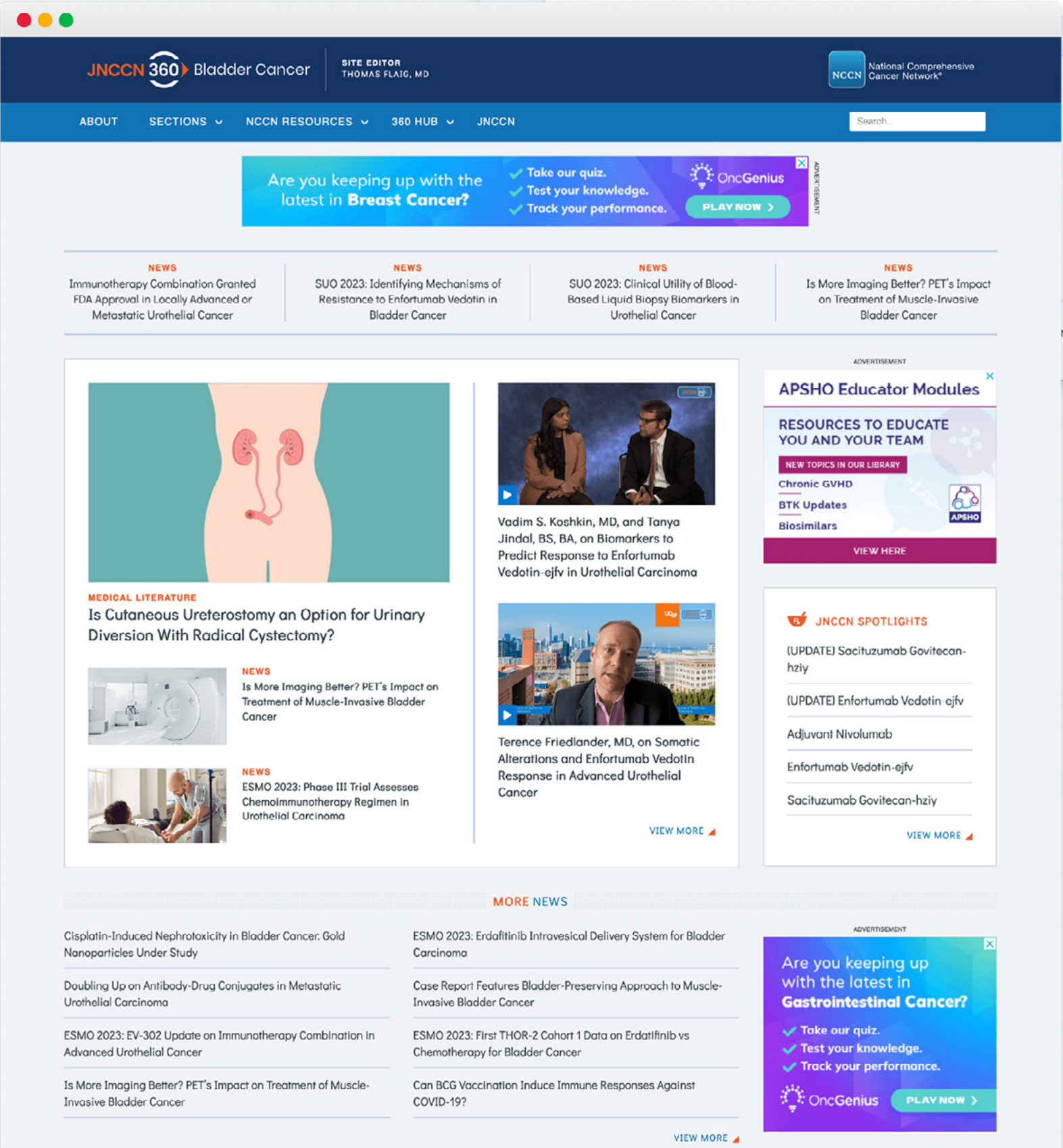
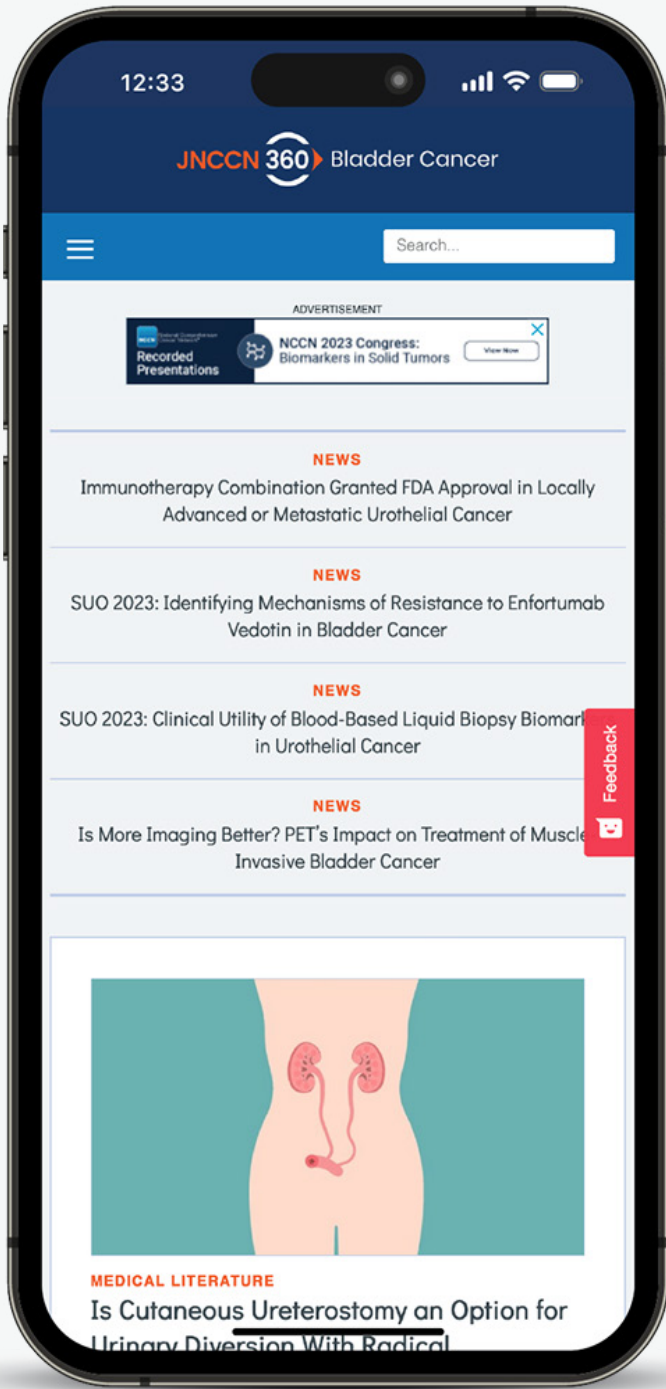


Harborside
Press

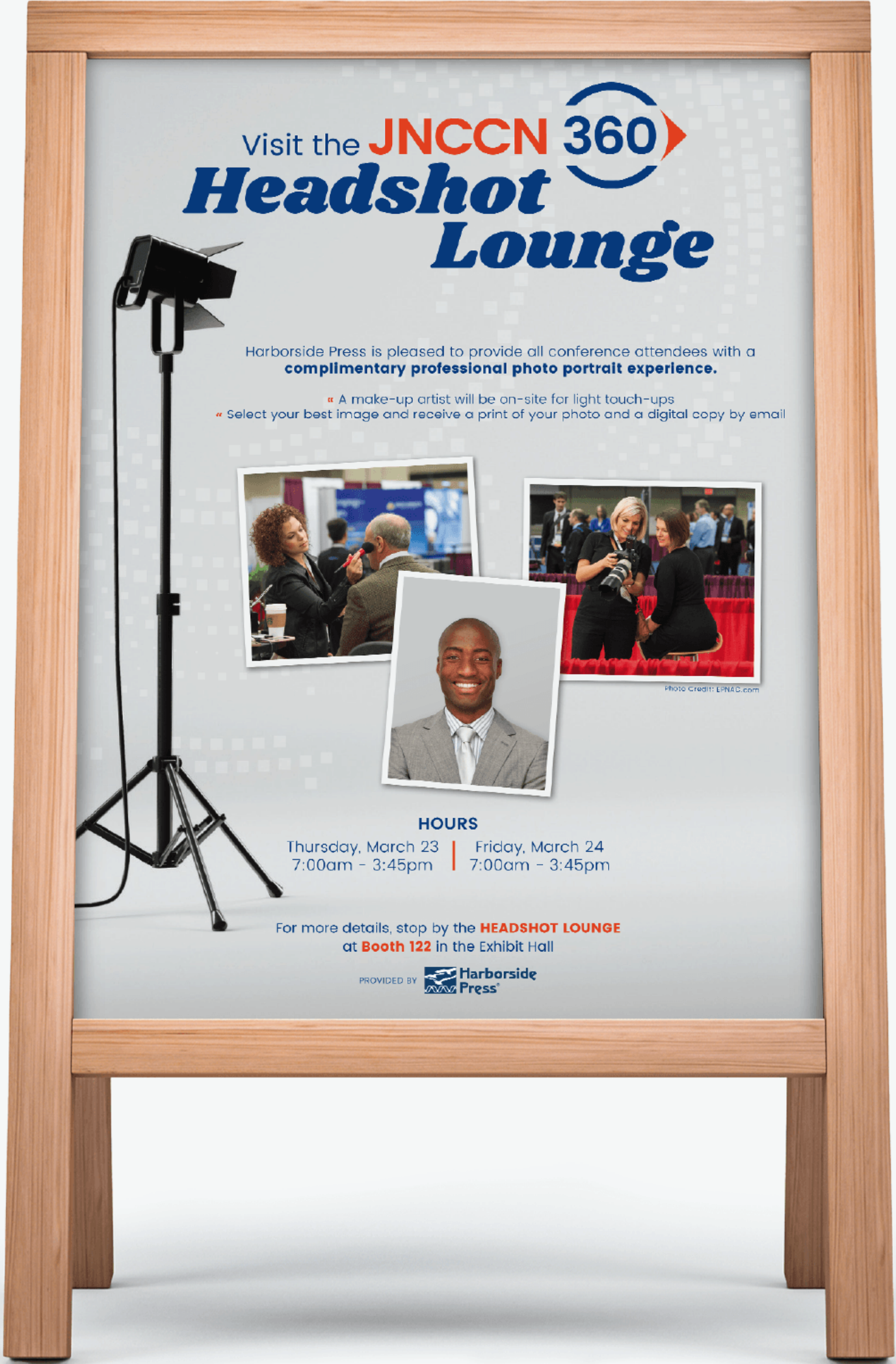
Print Supplement



Website Design & Development



Other Miscellaneous Deliverables



Interested in collaborating?

Whether you need a logo or a full design system, let me help you achieve your vision and business goals. Its time bring your vision to life!



danwolf.wi@gmail.com