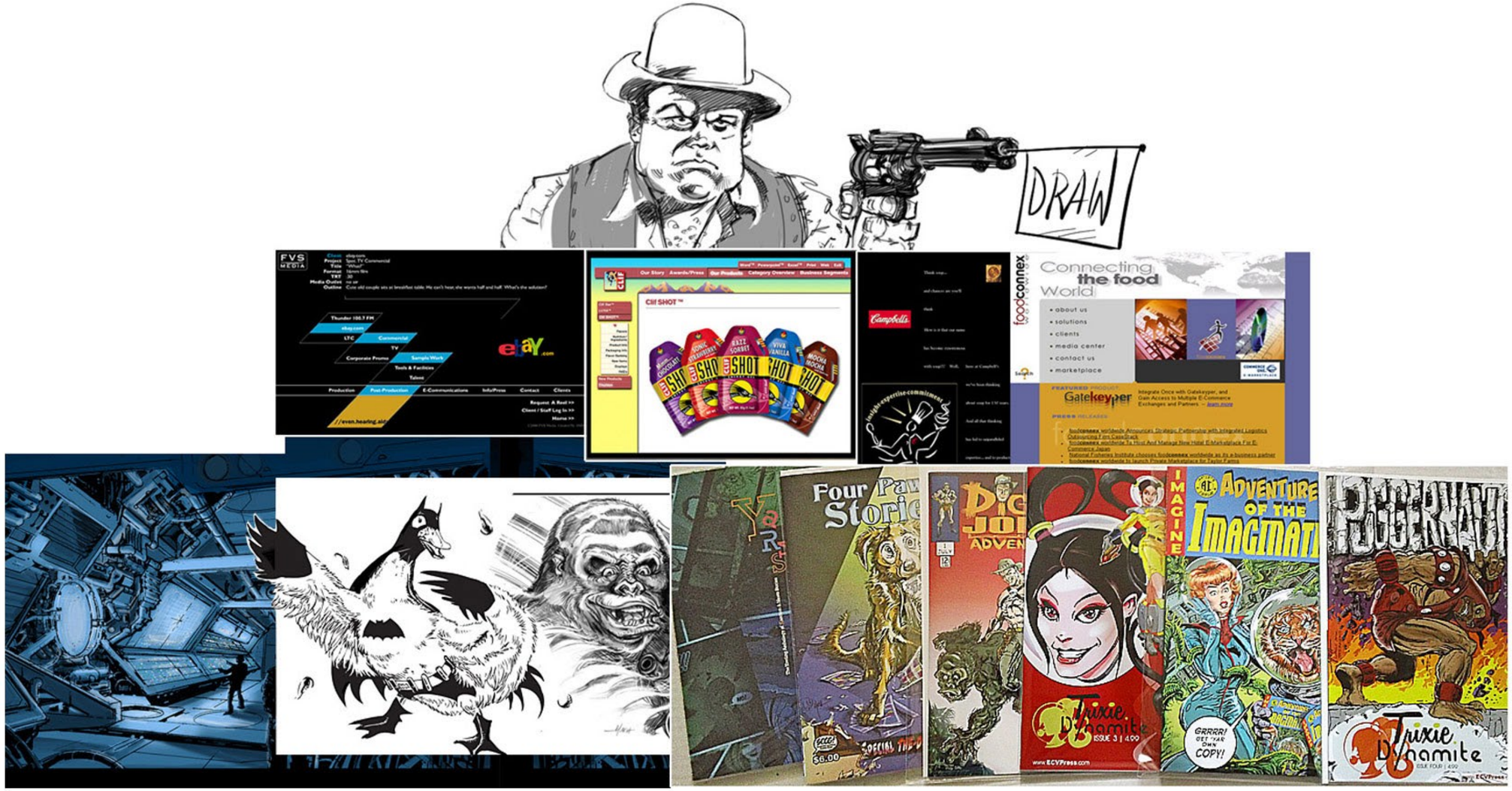

DRAW
Connecting the food World
Gatekeyper
Four Pa Storie
Adventure of the Imagination
Trixie Dynamite
Mach Yeager

KeyPoints

1.0: Problem Statement & Process

2.0: Storyboard

3.0: Personas

4.0: Flows

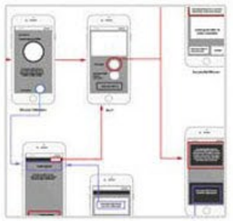
5..0: Prototypes

Design a MVP prototype to indicate wayfinding options of game play for the casual user.

(Time would be related to 3-4 pages of reading a novel.)

Understand the experience

Empathize with the player



Map the key player flows

Design a solution prototype

KeyPoints

1.0: Problem Statement & Process

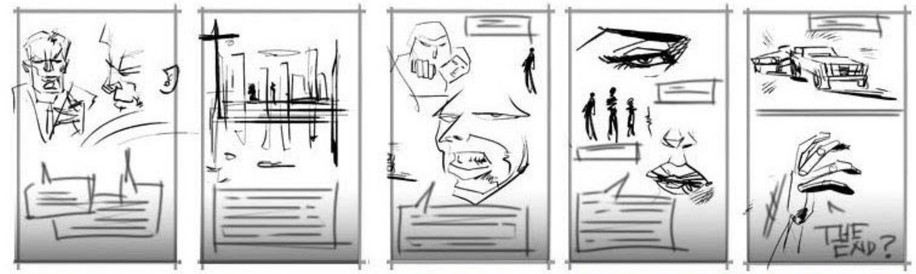
2.0: Storyboard

3.0: Personas

4.0: Flows

5..0: Prototypes

A storyboard assists with finding key frame moments in the experience of a character entering the adventure and coming to a chapter conclusion. (additional chapters can build into a larger immersive adventure gaming experience.)



Accepting the mission	The challenge task	Success/failure to next mission sub-plot tree	Sub-plot mission completed	Final challenge is a success. Sets up trigger for new chapter.
"You are a resourceful agent, here is a task to match your skills and preserve our way of life...t	"Danger is all about, must use my training and wits to get out of this one!!!"	"This mission is more complex t 'hat what I was led to believe."	"I have all the components & secrets figured out, time to act!"	"Barely survived but I made it... wait a tick...There is one more clue to resolve someday..."

machyeager.com

The storyboard established a shared vision with all the stakeholders and exposed issues and key screens early in the product development process

"How will people know and want to have this app over others?"

"Is this buffered/downloadable content or will require 24/7 consistant wireless/hot spot?"

The storyboard forced discussion with stakeholder, beyond the specific of each screen in the app.

The helped narrow the app scope before the team invested time and money in the build.

machyeager.com

KeyPoints

1.0: Problem Statement & Process

2.0: Storyboard

3.0: Personas

4.0: Flows

5..0: Prototypes

Based on the storyboard, it was possible to identify the 4 main participants in our gaming app.

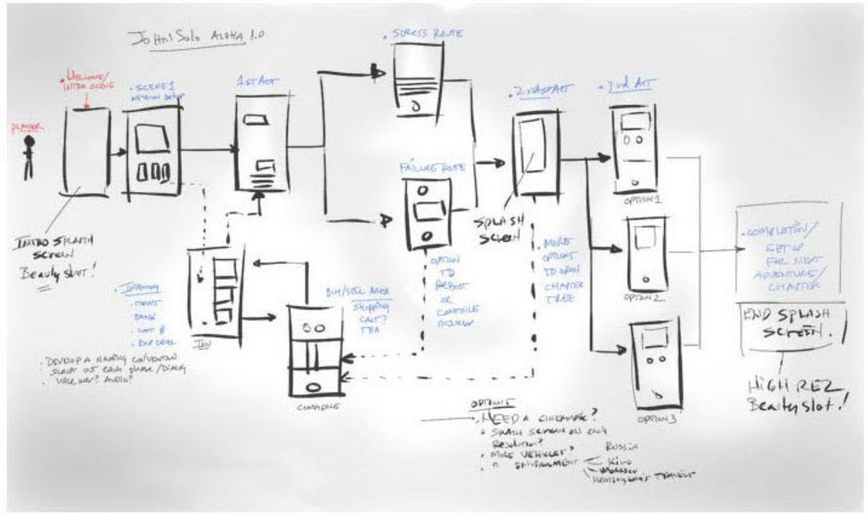
This project used strong iconic antagonist / protagonist archetypes to keep all aware and prevent "feature-creep" by letting our desire to over contemplate the user needs.

Hero (player)	Mission Lead NPC	1st Challenge NPC	Final Boss level NPC

machyeager.com

"John Solo: Secret Agent" Game App Design Pitch. 2019

Userflow for each key frame moments helped us identify key actions within the gaming app and the screen to prioritize first.



High fidelity screens established a realistic experience to encourage useful stakeholder feedback.

Splash Screen

Phase II Intro

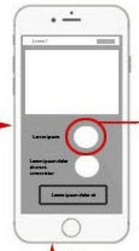
Adding Allies

Low fidelity screens to test flow.

Player

Splash Screen

Mission Selection



Act 1

Successful Mission

Second Phase

On to Third Act

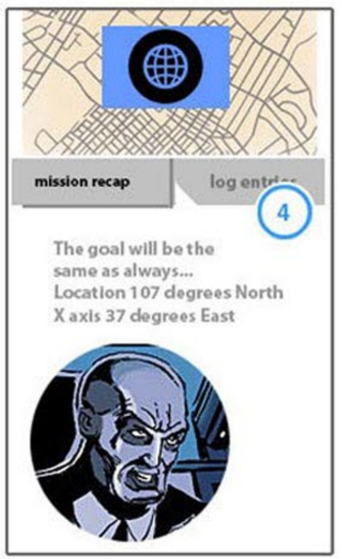
Inventory

Purchase

Replay Options

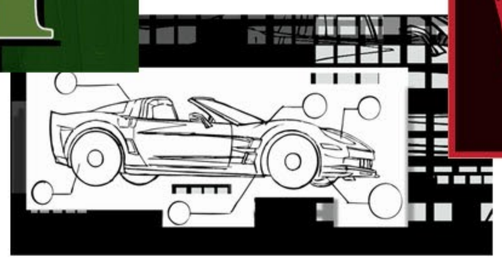
Intro Phase

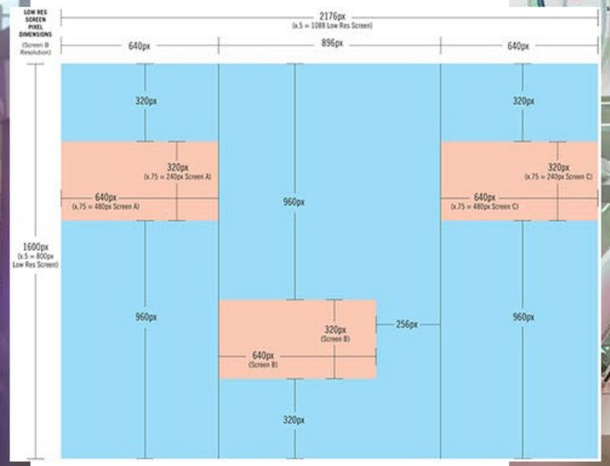
The detail screen displayed as the players progress through the app needed to be simple and present the right information and actions for movement



1. **Icons** provided visual for easy identification of locations
2. **The map** established context of where player is at any given time
3. **Persistent Inventory Button** provided easy way to purchase and update equipment
4. **Details Tab** gave access to info & story line for player interest in-between game usage

Promo Art for Web and Print.
Art Director, Art Lead Designer.



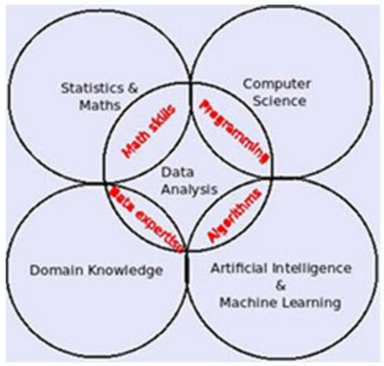


Arden Fair LED Screen. Art Directer.
After Effects, Photoshop. 2016-2018

Graphic Novel Project. Published artwork of students & alumni.

Available at most local Sacramento Comic Book Shops.

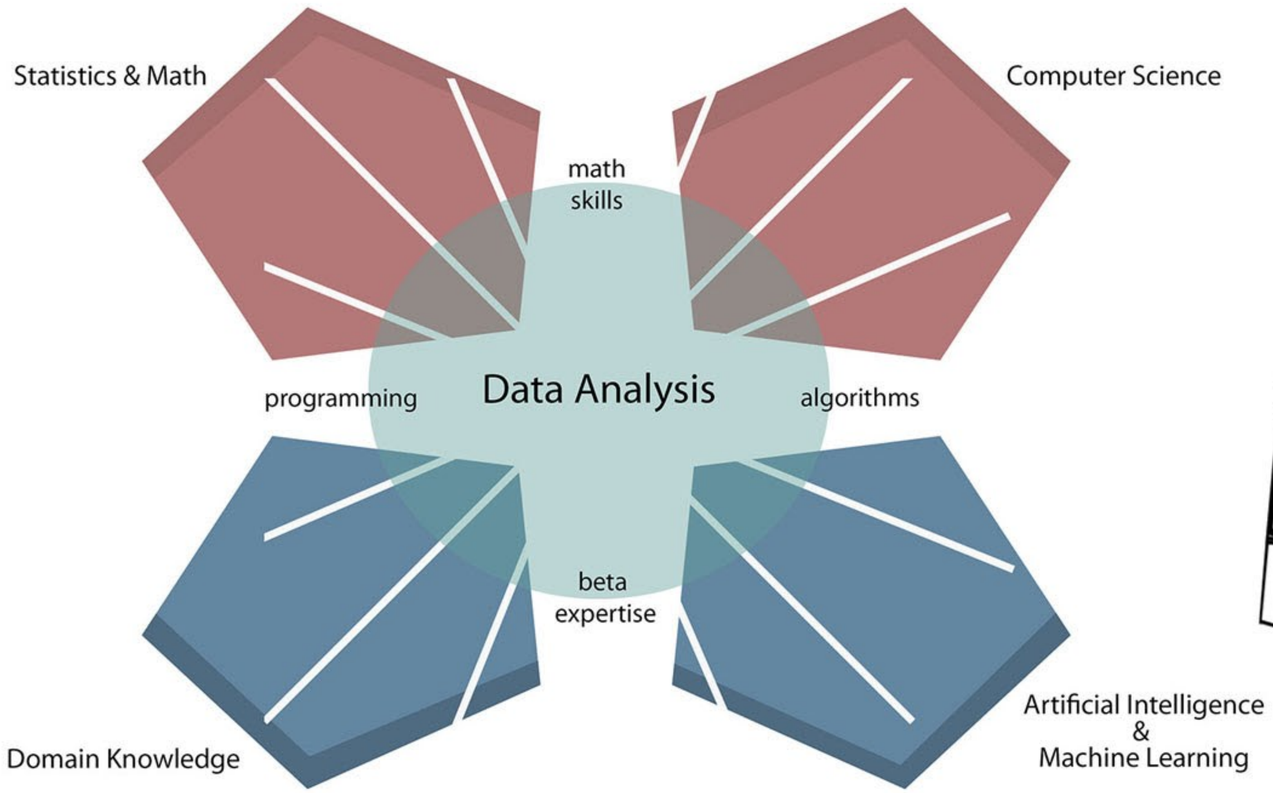
Traditional & digital drawing/inking/coloring. 2015



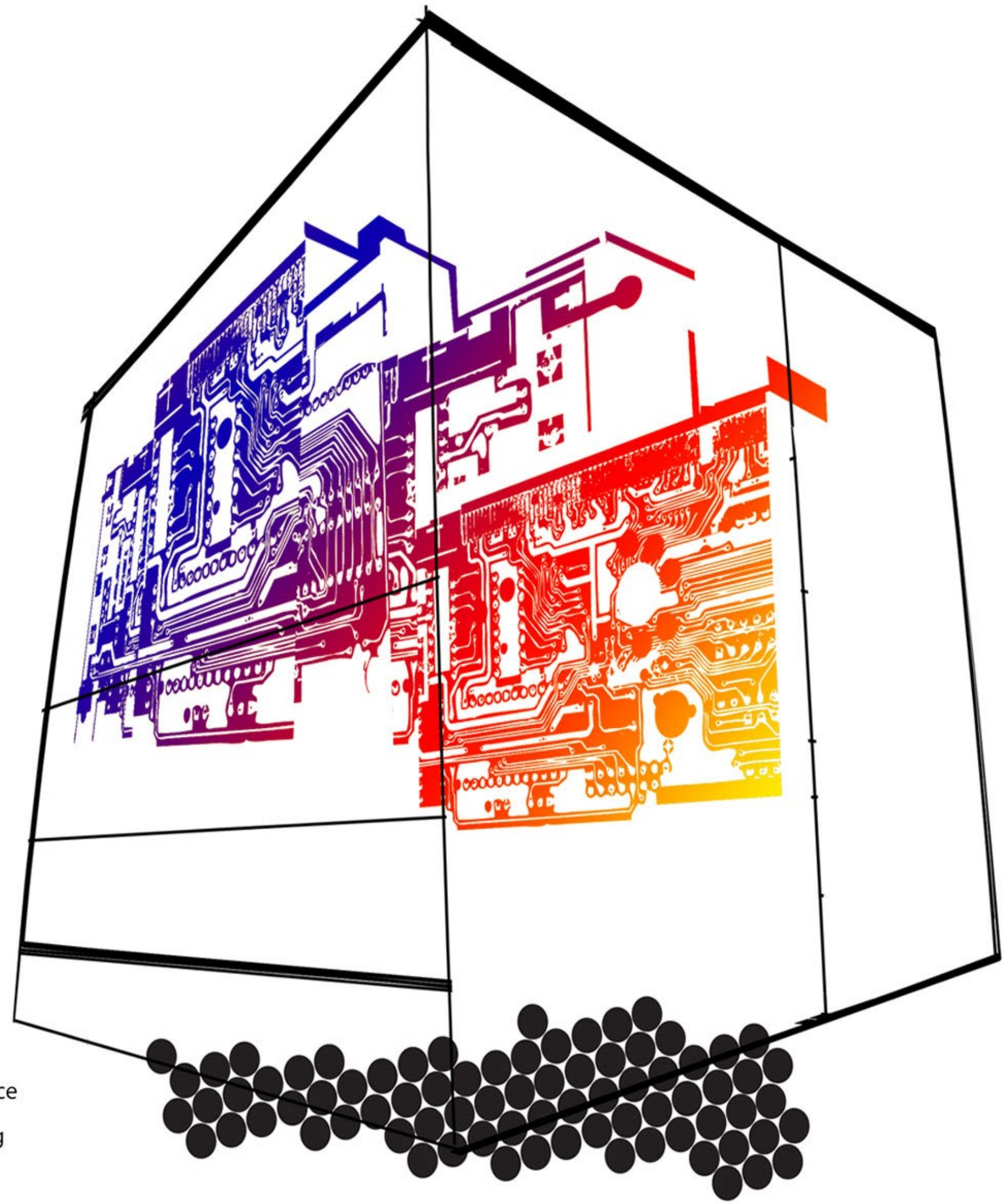
The Client Concept.

Data Analysis and Data Processing

Creating value from data is a challenge.
To tackle these challenges, you need a variety of skills as shown in the following figure:



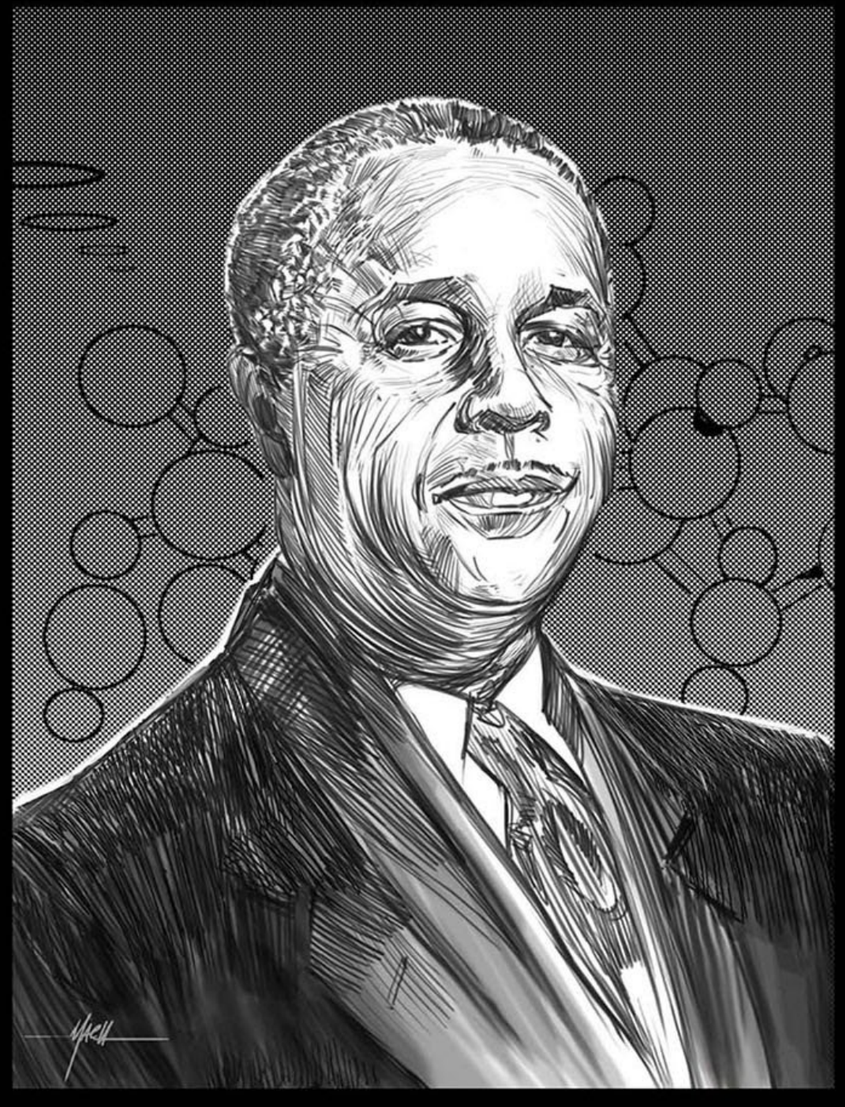
The interdisciplinary field of Data Analysis



Informational Graphics.
Photoshop, Illustrator. 2019

Percy Julian

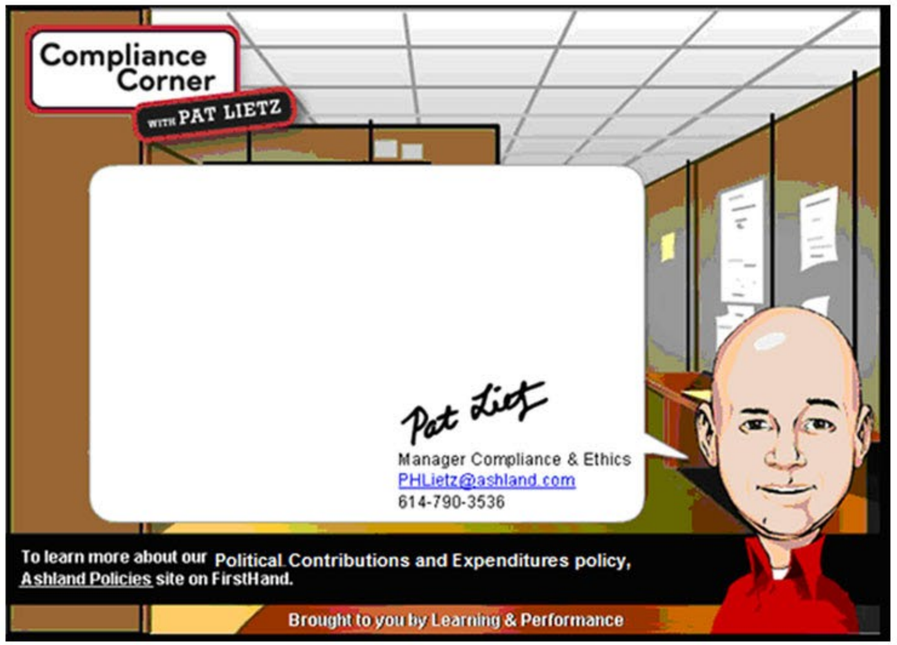
The Forgotten Faces Series

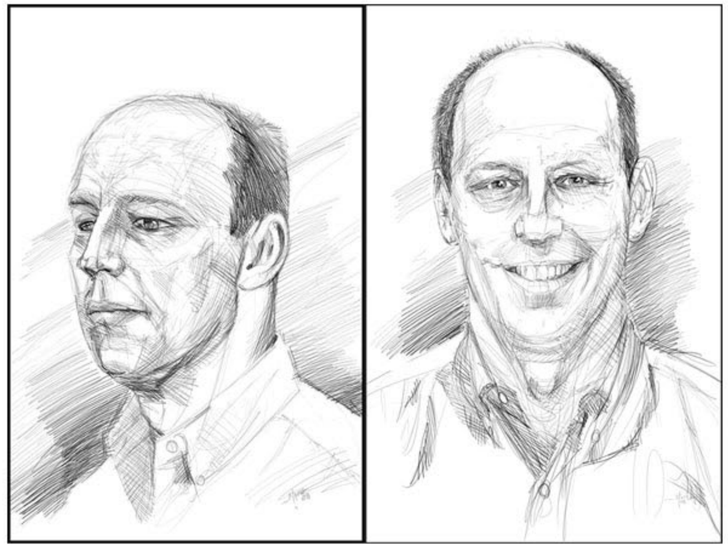


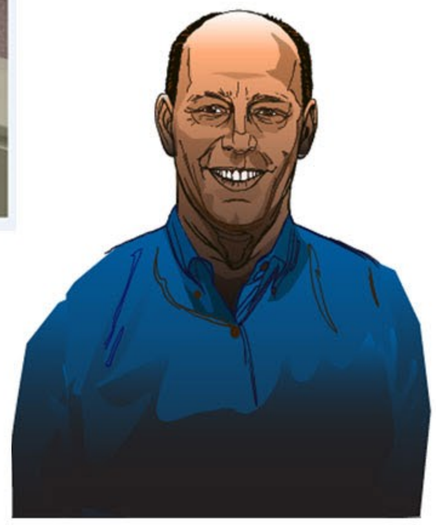
Arch Enemy Entertainment

Created by Neil Herndon, William Wilson and Mach Yeager
Written by Neil Herndon
Art by Mach Yeager

Forbes web comic. https://www.forbes.com/sites/archenemy/2015/07/22/forgotten-faces-of-science-percy-julian-comic/#402562674520

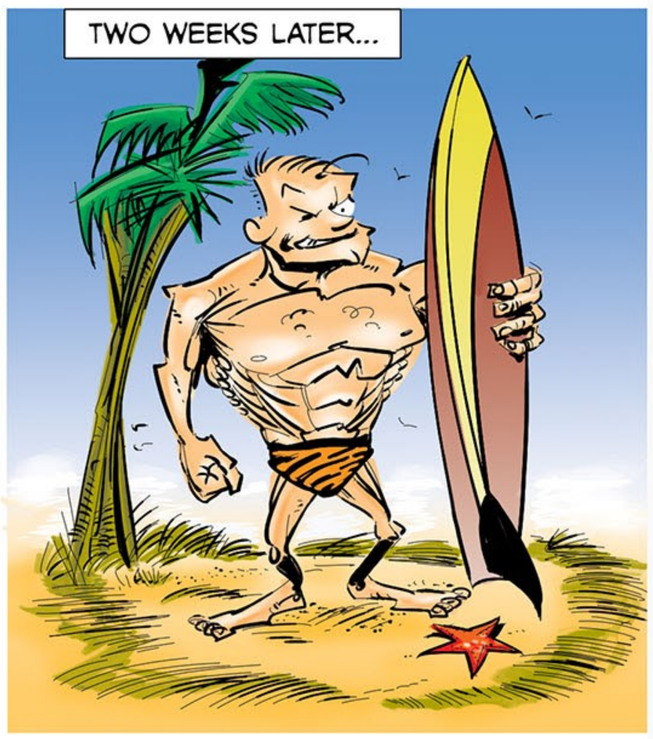


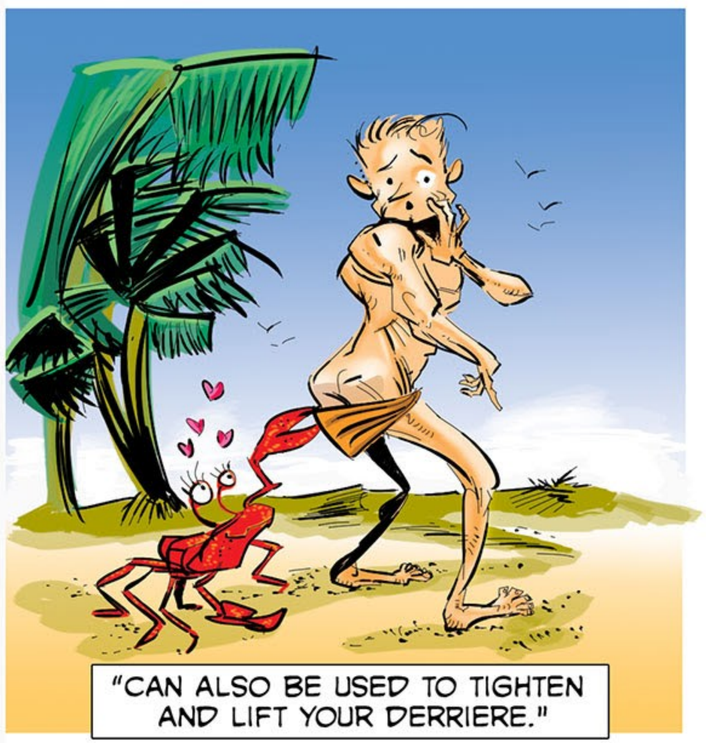




Asheland Global Holdings Re-Design.
Sketchbook, Maya & Illustrator.

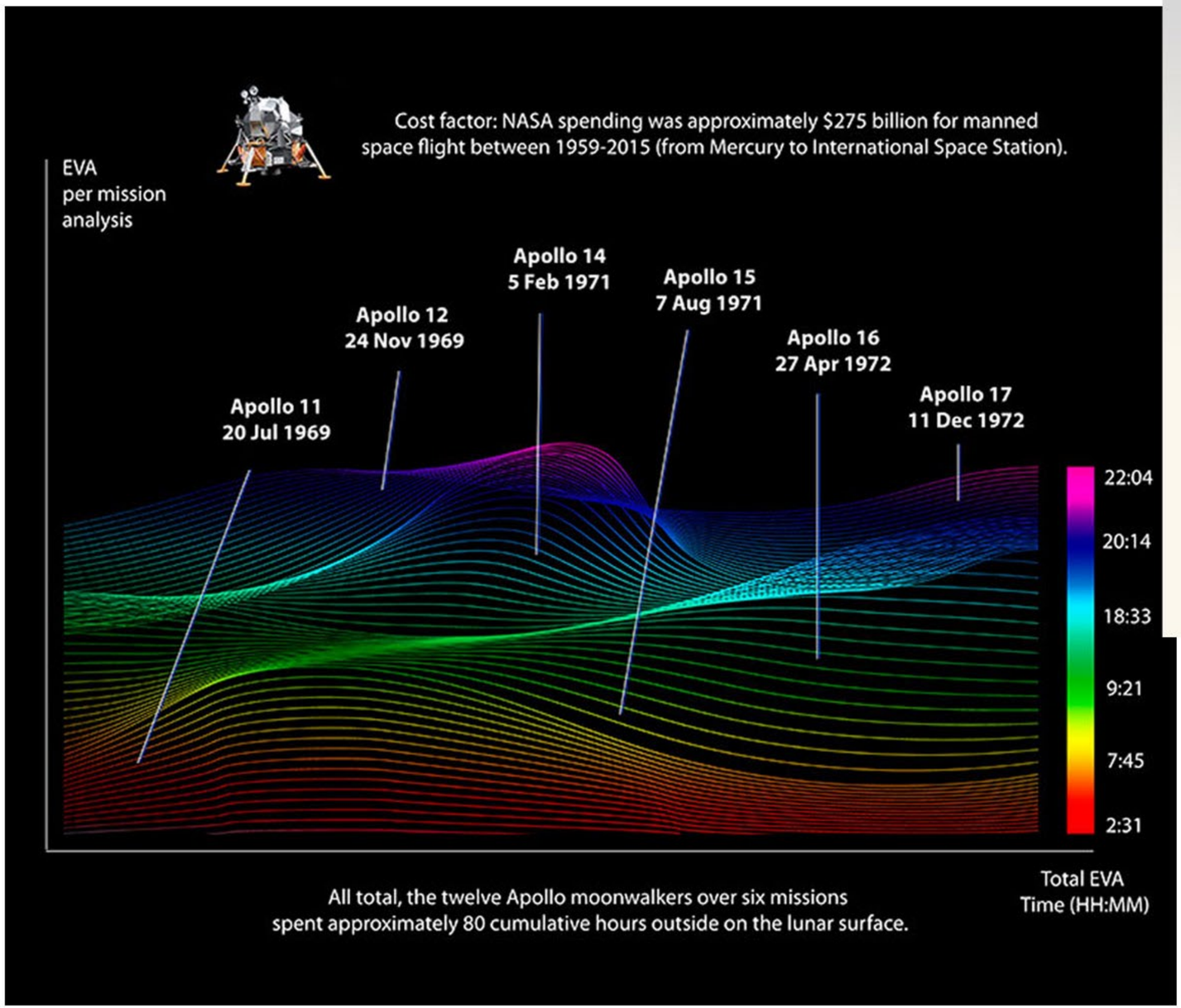
EMSCULPT TREATMENT FOR "INSTANT ABS" (EVERY SESSION IS THE EQUIVALENT OF DOING 20,000 SIT-UPS)

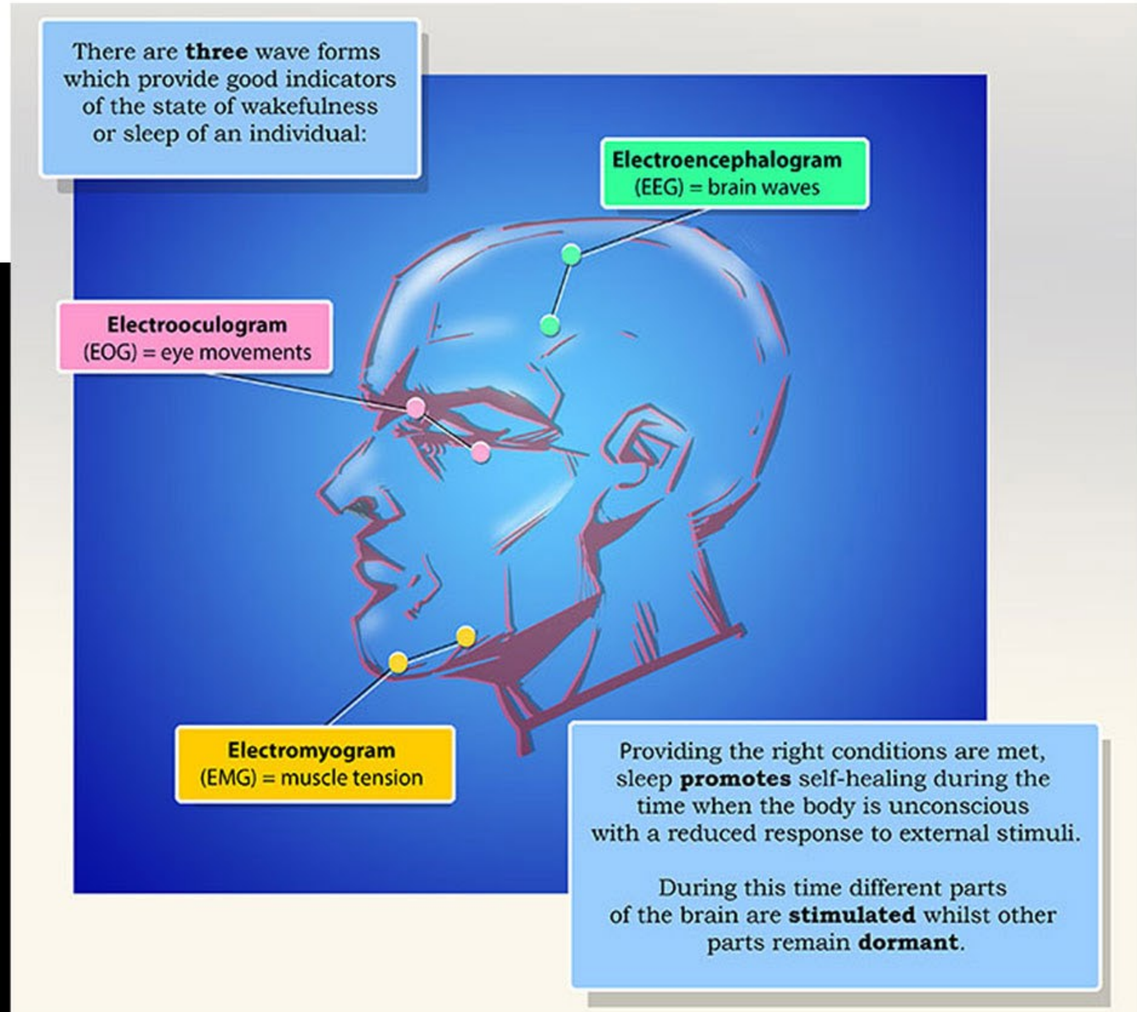




Illustrations for the April '19 issue of Sacramento Magazine article.

Traditional pencil/inks, digital coloring. 2019





Informational Graphics. Photoshop, Illustrator. 2019

"With a nod to "The Naked Prey", we find a chase already under way.

Stumbling from Dinosaurs to giant man-eating plants, our protagonist is being pursued in the run of his life. Out of breath and mind racing, his only hope is to run deeper into the dense jungle…and turn the obstacles dead ahead obstacles into a dangerous advantage to distance him from armed pursuers.

Can our adventurer stay ahead of certain death?

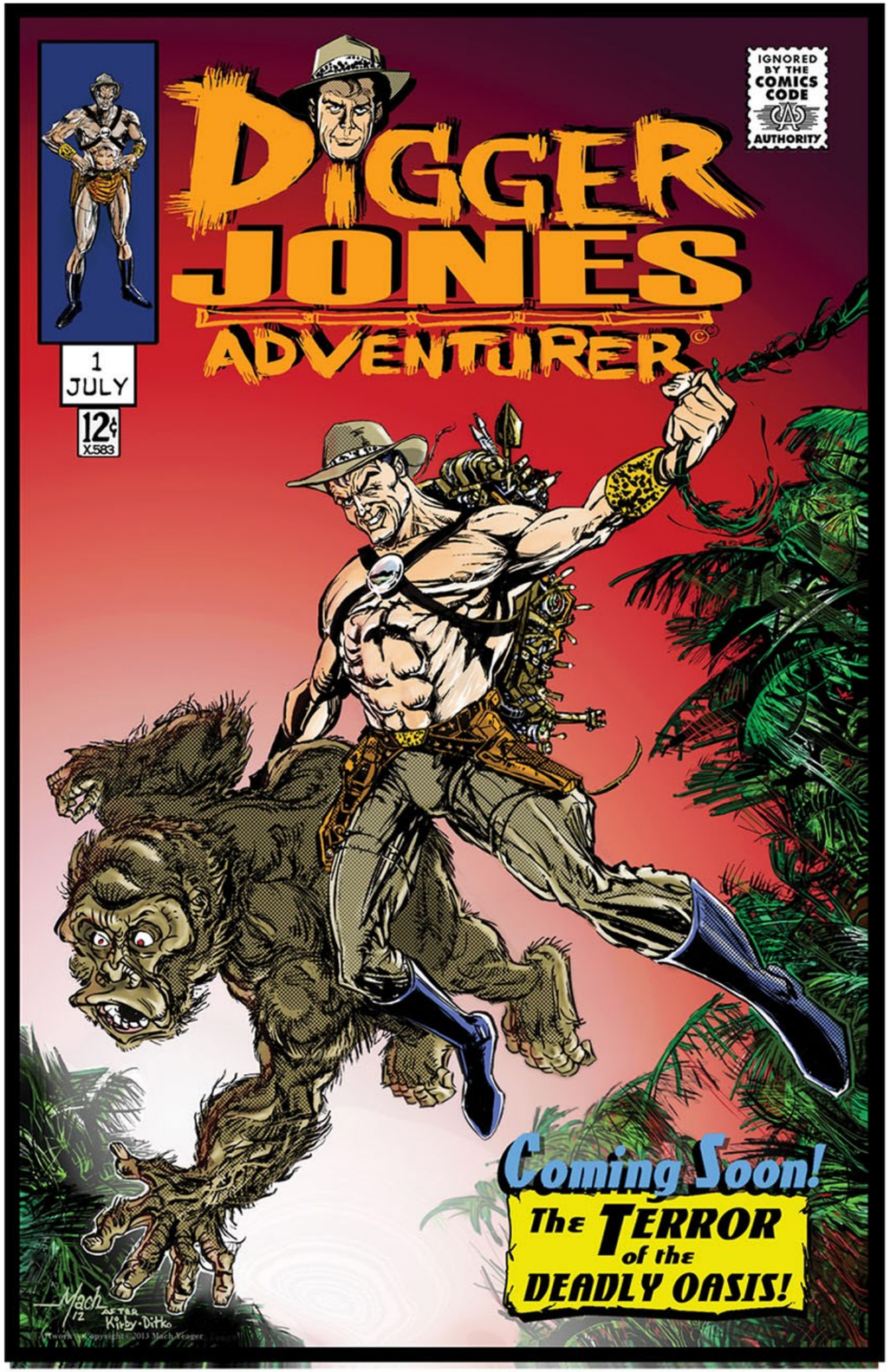
Who is he and where can a place like this exist?

Is this a nightmare or a terrible reality?

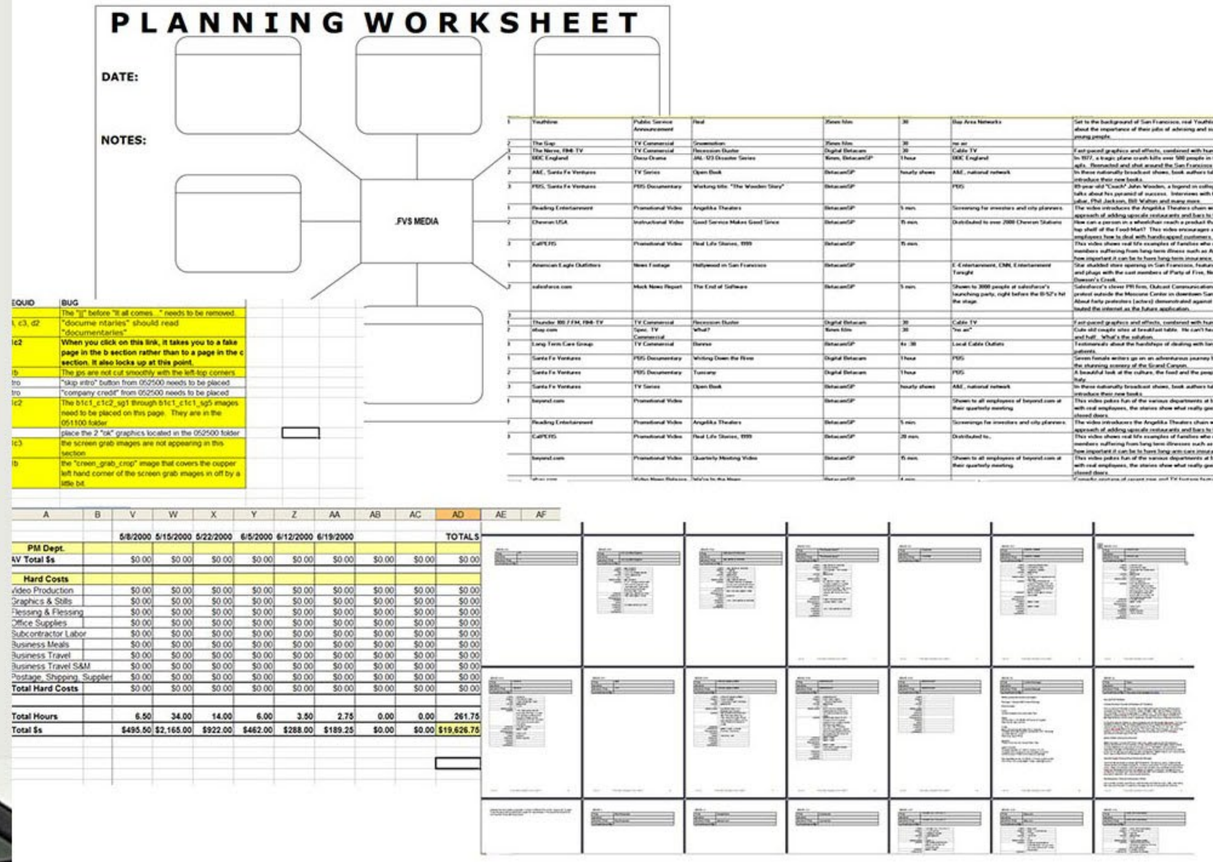
Stay tuned for the exciting next chapter! "

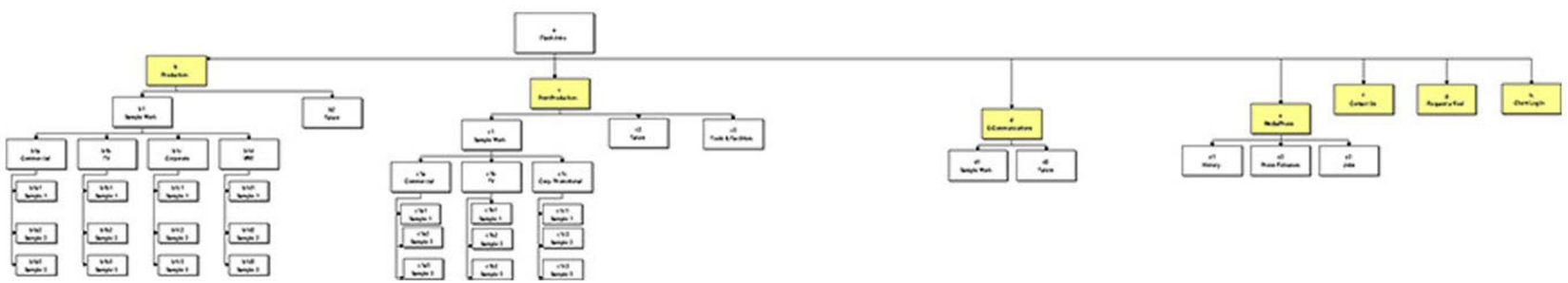
Page from May 2011 sketchbook.

Process Posters 20"x 30" Promo Art for Web and Print.

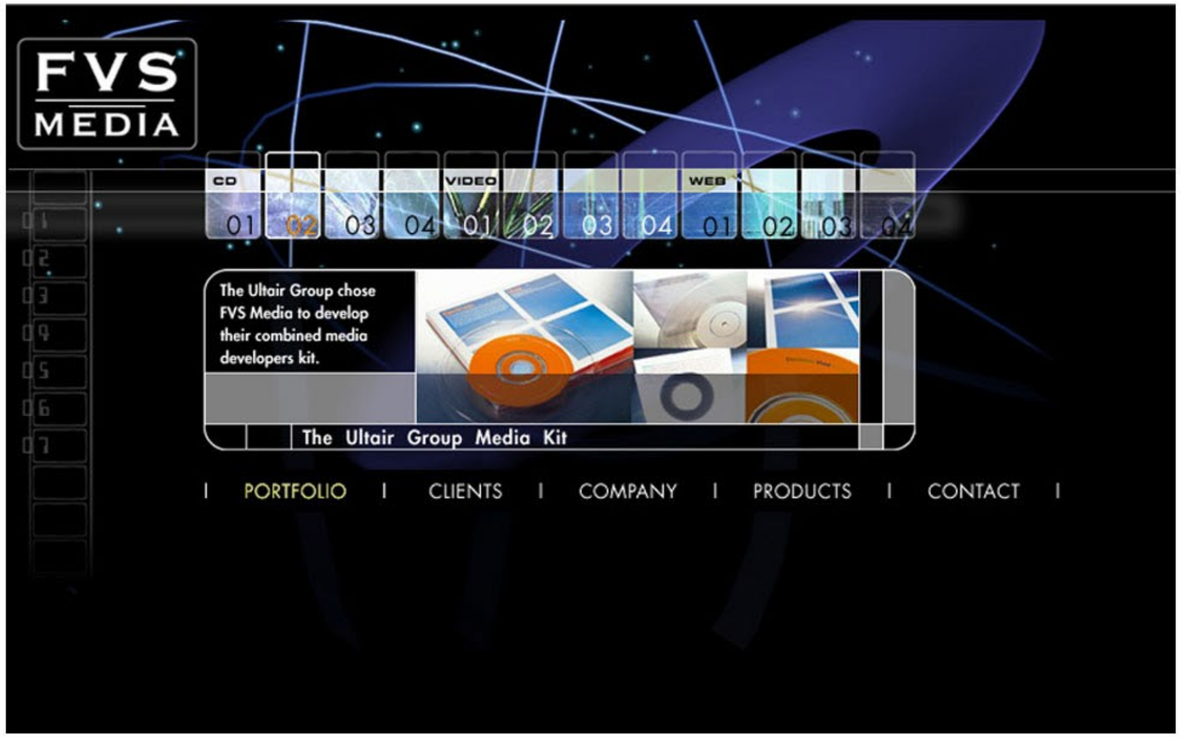


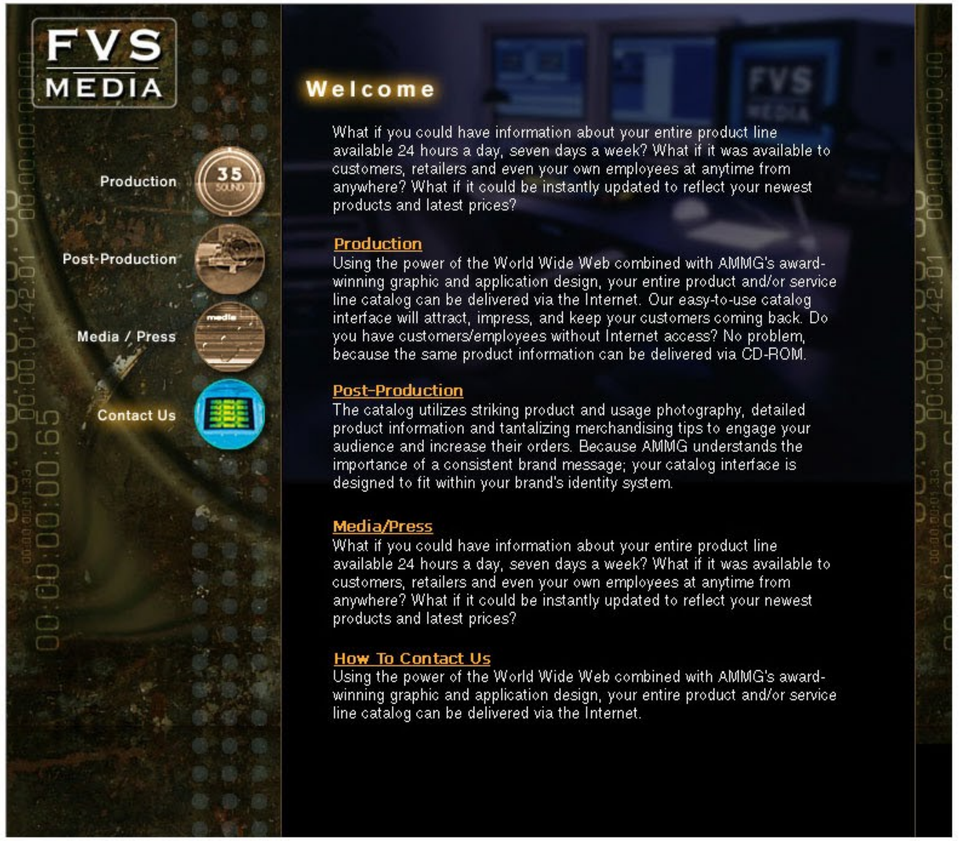
USA Today web comic. https://www.usatoday.com/story/life/2013/04/13/digger-jones-comic-book-series/2079133/

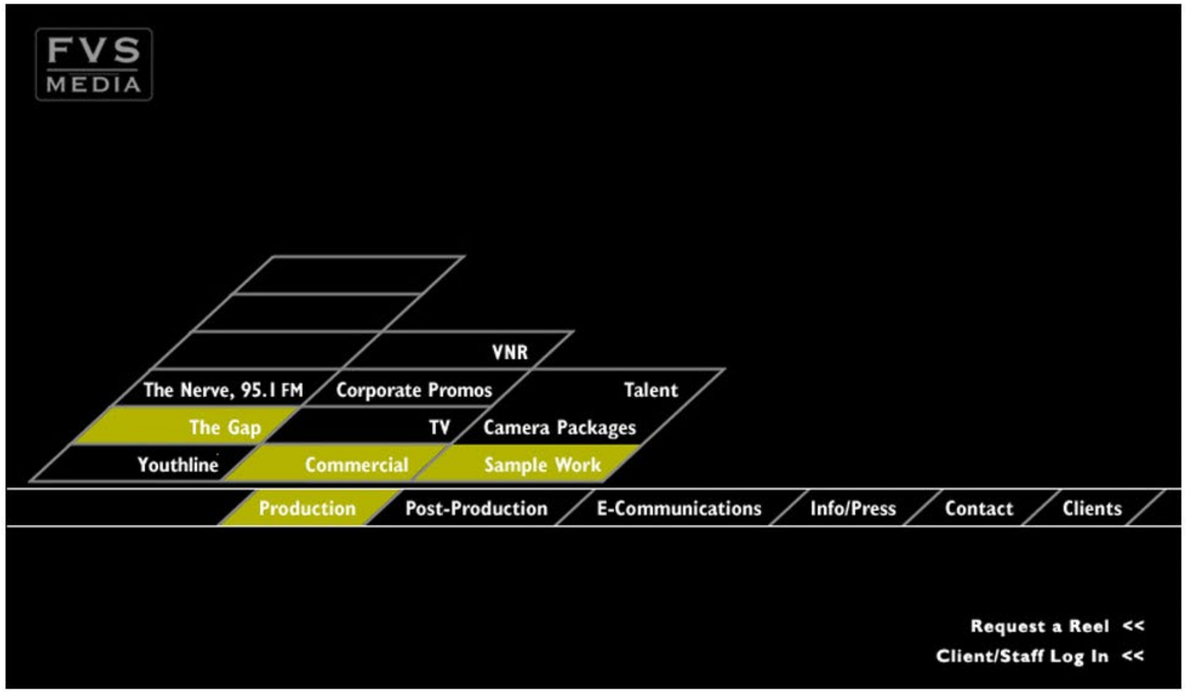


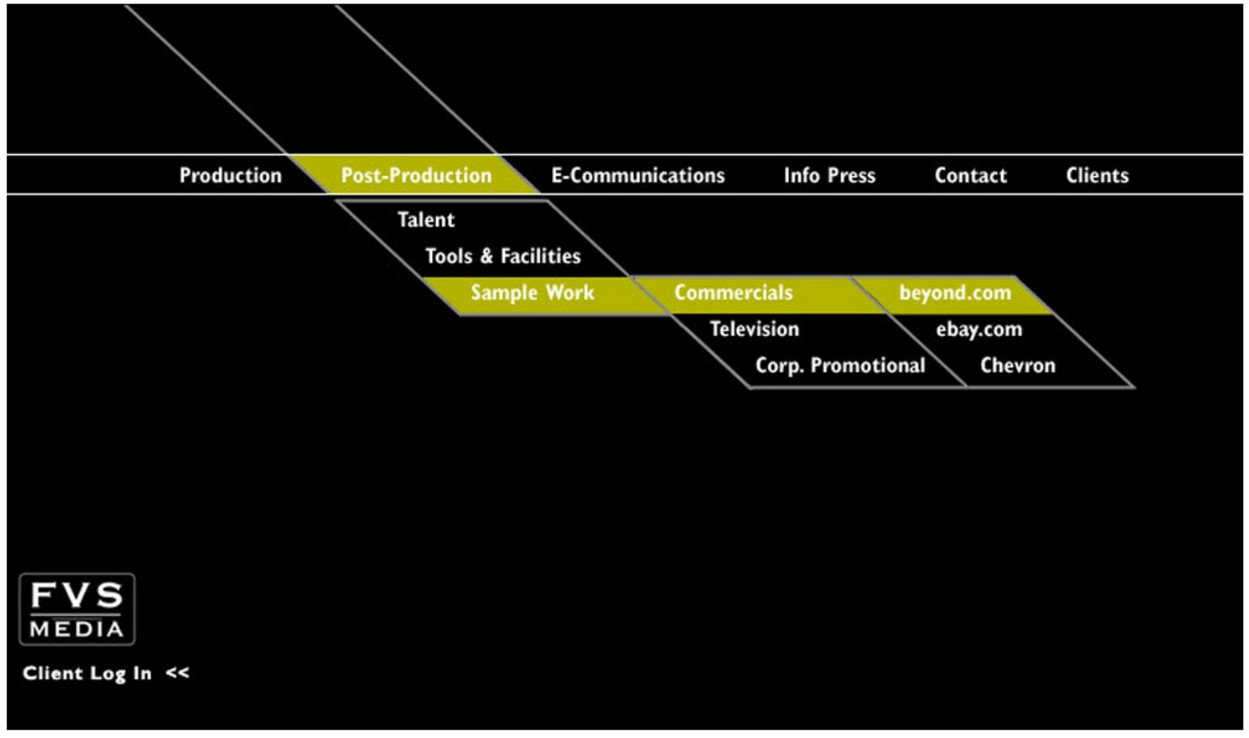


FVS MEDIA Team Design. Art Director
Photoshop, Flash.

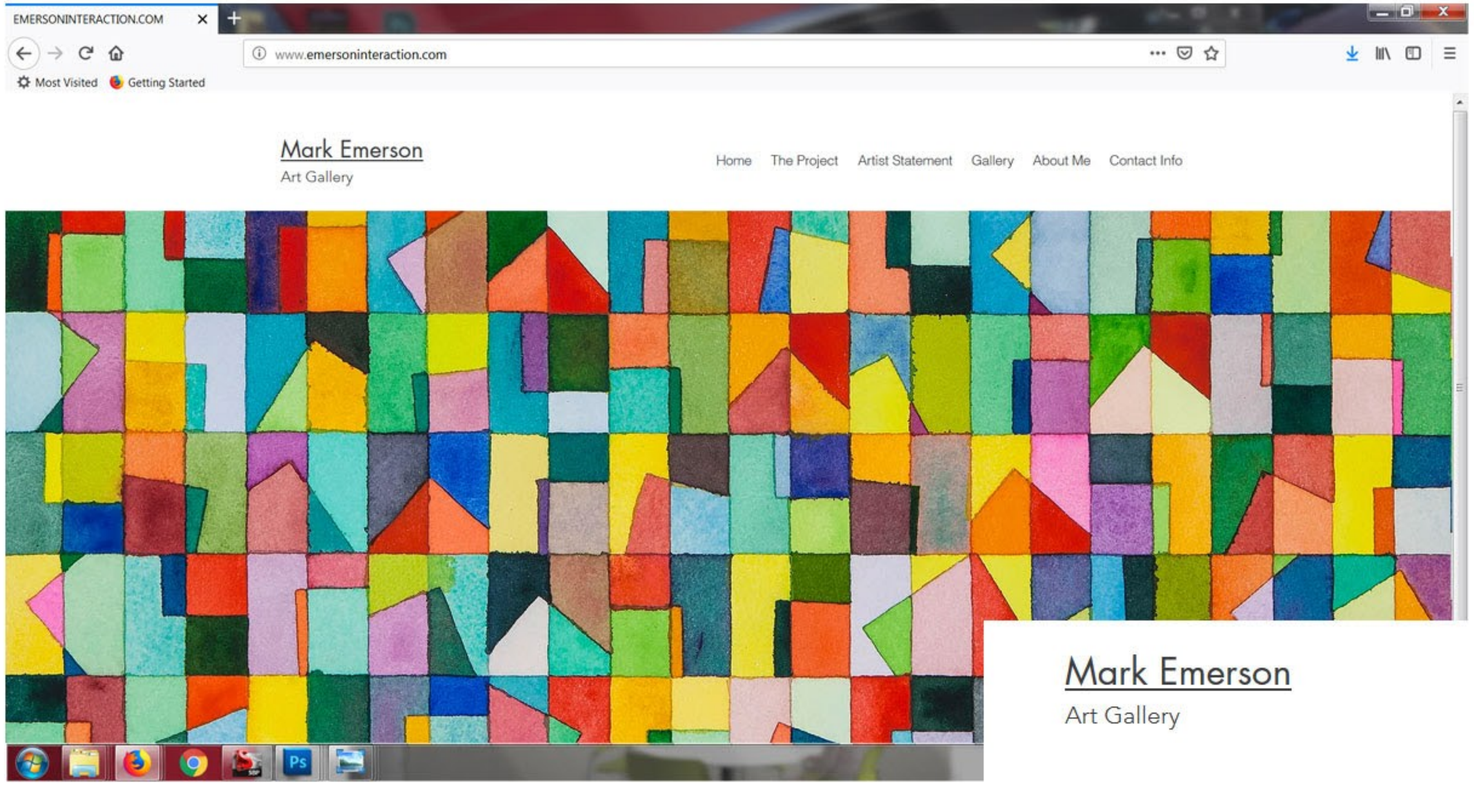


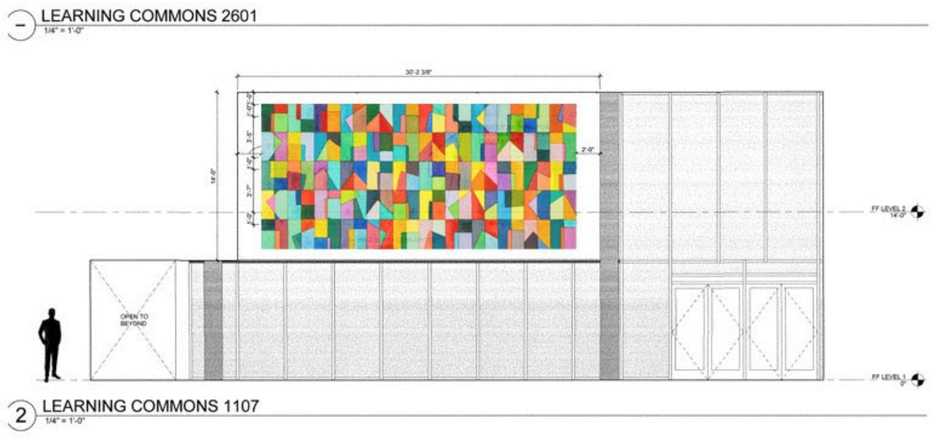






FVS MEDIA Team Design Process,
3 Concepts & Variation.



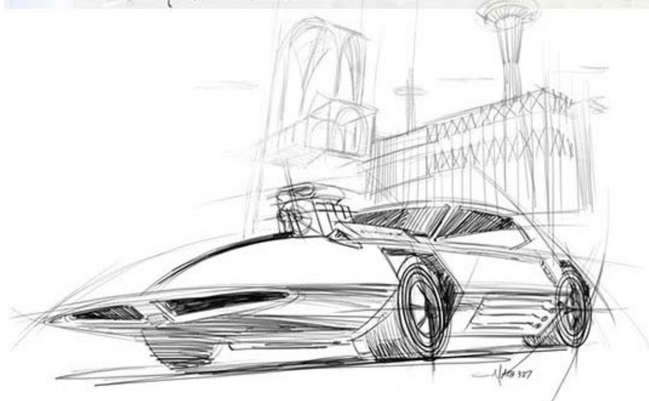


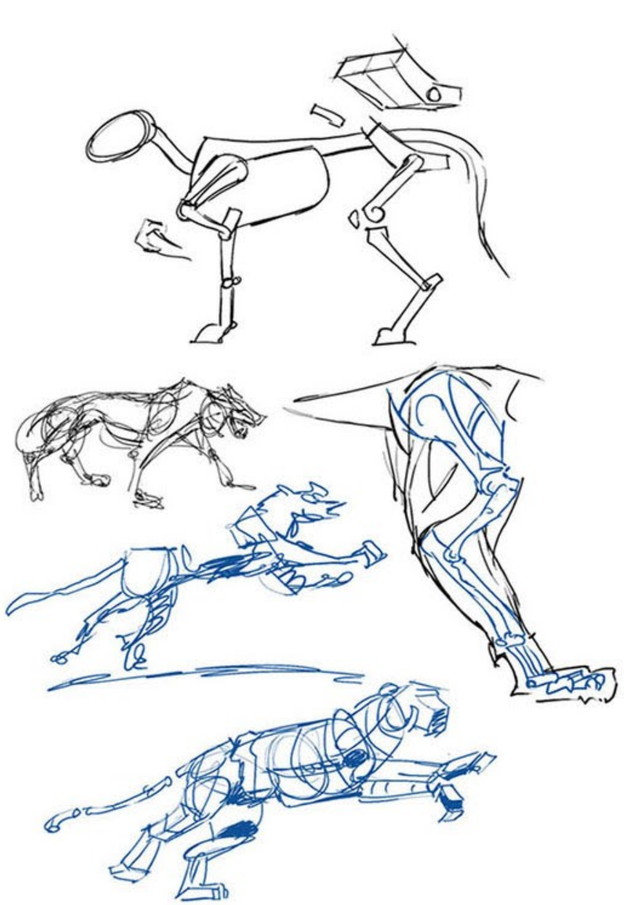
Winning Design Proposal for the U.C. Davis.

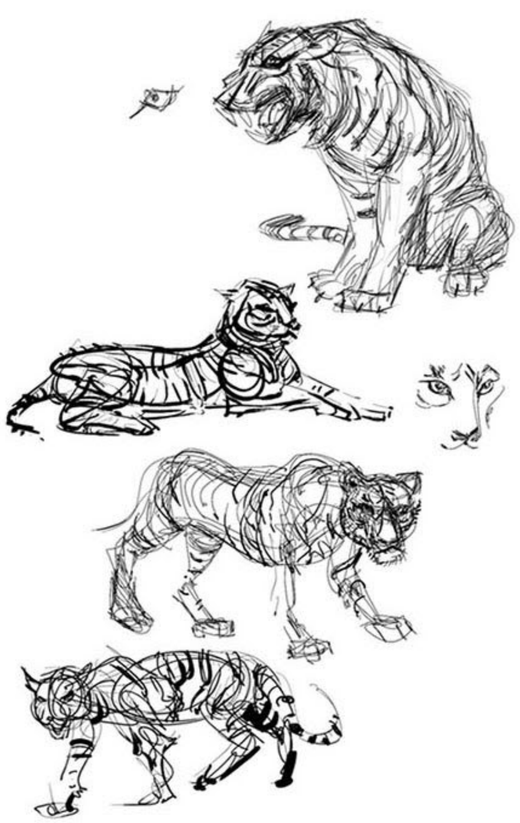
Art Exhibit is now on display in the Lobby of the BETTY IRENE MOORE SCHOOL of NURSING. 2017

Mark Emerson
Art Gallery

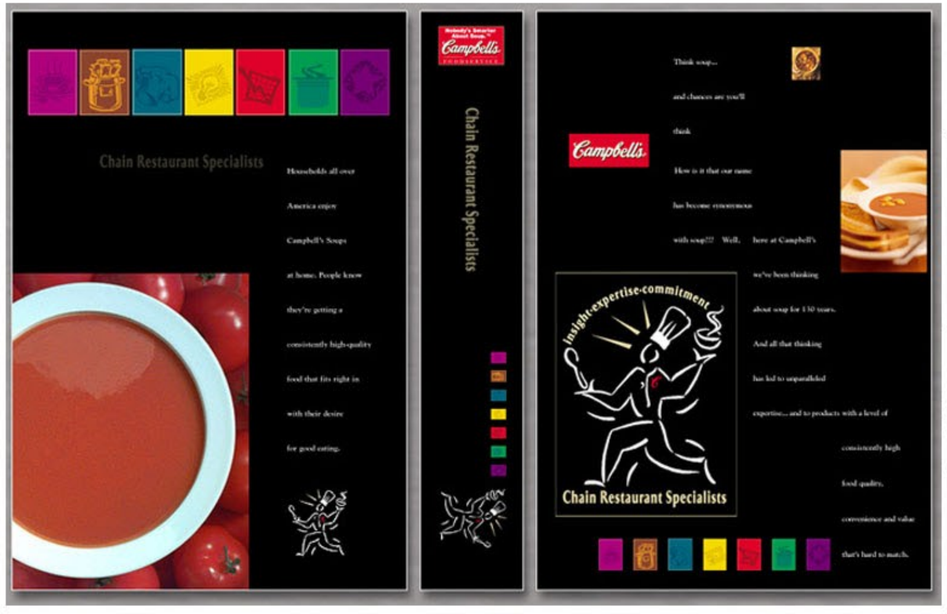
Home The Project Artist Statement Gallery About Me Contact Info







Various daily sketchbook drills.



Client Projects Web & Print. Designer, Art Director.

POUR ON THE TIPS

Ozarka · Calistoga · Ice Mountain · Zephyrhills

"That's good water."™

INTERNATIONAL BRANDS
Perrier
Vittel
San Pellegrino
Acqua Panna

REGIONAL BRANDS
Arrowhead
Calistoga
Deer Park
Ice Mountain
Ozarka
Poland Spring
Zephyrhills

Improve your cash flow by selling highly demanded bottled water

THE perrier GROUP

What Is IDIS?

-Real-time communications of digital images and document
-Automatic e-mail notifications and interactive dialogue
-Powerful archiving and search capabilities in a secure environment

Anytime, Anywhere Viewing

No special software or hardware is necessary to view your communications. You can communicate immediately with anyone who has Internet access, anywhere in the world.

Welcome to primeSolve Digital Services.

Building on the success of the flagship IDIS ImageNET digital imaging service, primeSolve has grown to become a recognized provider of business optimization services that focus on the effective use, distribution, and archiving of digital data.

What Makes Us Different?

We don't just build software-we provide real solutions to real business problems, externally hosted and managed to ensure you always have the most powerful, secure, and up-to-date tools necessary to prosper in a dynamic, competitive environment.

What's the Basic Technology?

At the heart of the primeSolve system are secure, robust databases for storing virtually any type of digital data: images, documents, drawings, video clips, and the list just keeps growing. At the upload end, custom-designed user interfaces integrate to existing software or can act as stand-alone applications. When all this is combined with the power of the Internet, sharing your information with both local and worldwide users alike is a snap!

primeSolve

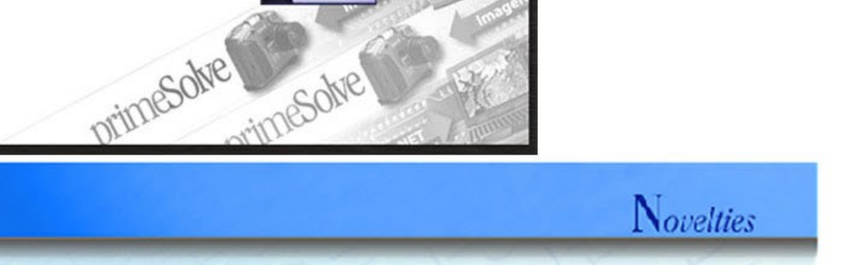
How Much Does It Cost?

This is where the value proposition of primeSolve comes clear-setup costs are low, and once operational, customers pay only for the service they use! No expensive investments in backend databases, hardware, etc. Our web-hosted services are custom priced to fit the business needs of our clients. More so, viewing is unlimited, meaning your customers can receive your imagery and data at no additional cost.

What is the Digital Imaging Componant of primeSolve?

Digital imaging is the cornerstone service we offer. This web-based upload, archiving, and distribution technology is used worldwide in numerous businesses, including surveys and inspections, government, quality control, food safety, and a variety of others. Please visit Digital Imaging Services for more information.

- produceSolve
- inspectSolve
- Digital Imaging Services
- Digital Imaging Login
- Support



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student projects & animations,
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