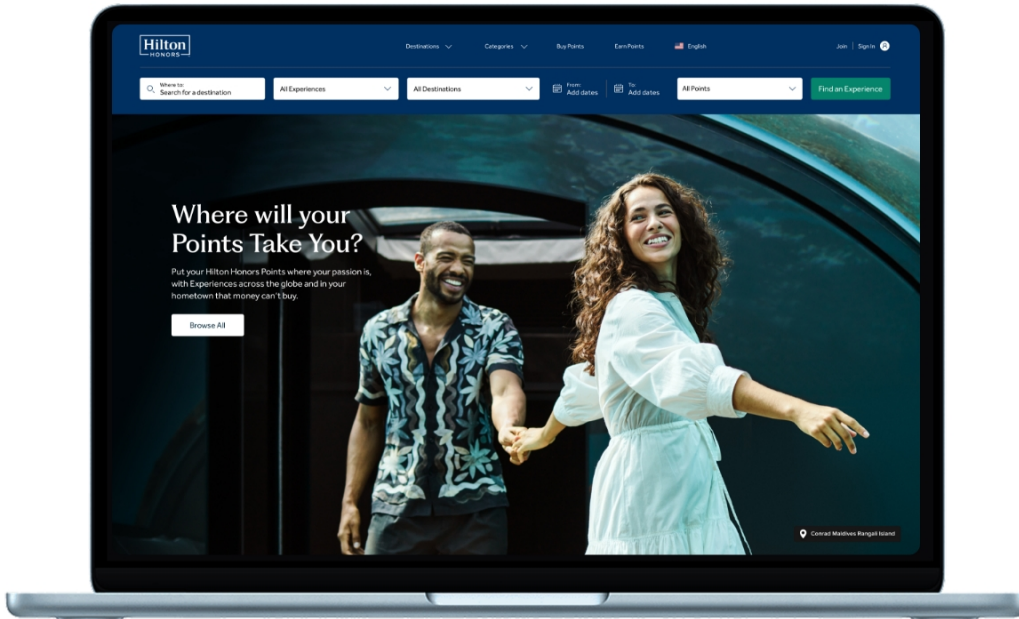


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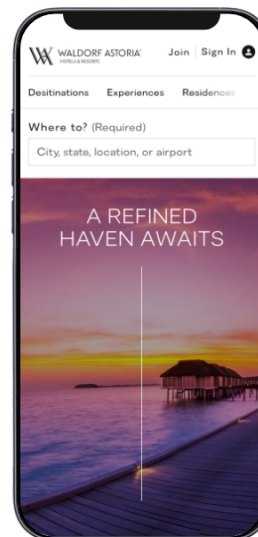
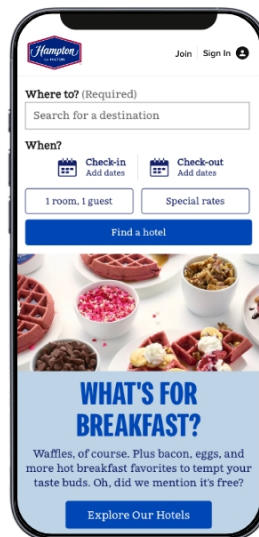
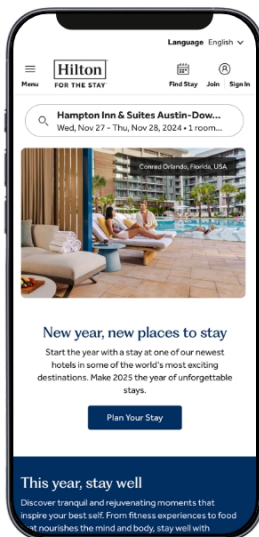
WARMTH ON-SCREEN

# Hilton Digital Expression

The need to express many brands across numerous platforms created a context that was both rich in opportunity and full of collaboration. Below are a few of the most rewarding endeavors from my time playing in the Hilton digital ecosystem.



Hilton Honors Experiences is a place where Hilton loyalty members can find unique travel packages, extraordinary stays featuring food and beverage offers, and many other redeemable experiences for the adventurous Honors member.



Mobile-responsive websites: From left to right. Hilton Shop experience, Hampton by Hilton, and Waldorf Astoria.

# Carl Fox.

## VISUAL PRODUCTIVITY

### Pivot Icons

Icons are not for every place, all the time, but when applied judiciously, they do have an interesting ability to hold attention. Below is a set of icons I created for an exercise that helps me quickly categorize and organize my daily tasks, aspirations, disciplines, and goals.



Some of these icons are logos of entities and groups I am involved in, but not all of them hold that much meaning. Creating icons is a dance—balancing form and simplicity with a twinge of style.

# Carl Fox.

IT ONLY TAKES A SPARK

## Process

Four is my favorite number. Often, when I'm stuck on something or don't know where to start, I begin with the four simple ideas below—forcing my mind to relax, leading to a spark that helps me move quickly into action.

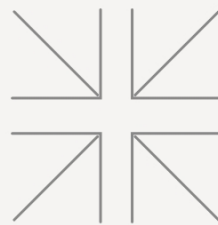
*A four-part approach to creating almost anything  
is my tried-and-true ideation engine.*



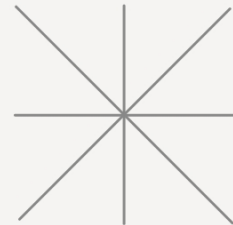
Question



Diversion



Conversion



Illumination

I refer to this process as the "Spark Methodology," which ultimately leads to my goal of efficiently creating *simple parts* of *architecturally refined kits*. Geez. I'm a nerd.

# Carl Fox.

THE LOGO IS EVERYTHING

## Brand Identity Development

The Mythological Prometheus is a symbol of innovation and transformation, inspired by the legend of the god who brought fire to humans. I interpreted the concept into a color scheme and created the "Pro-man" mark, a mono-width drawing of Prometheus himself, wielding light of technology in the form of a torch. It makes a good sticker, too!



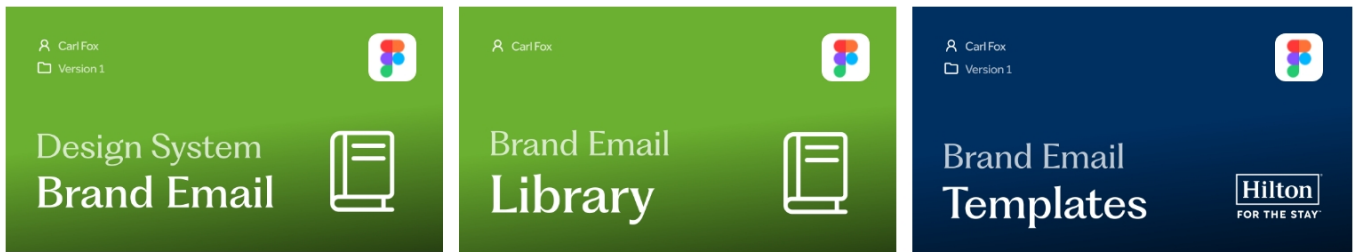
You can't beat a good one-sheet of design standards, laying out simple brand elements. One day, we'll flesh out the guidelines more, but because my client paid in whisky, a one-sheet deliverable felt just about right.

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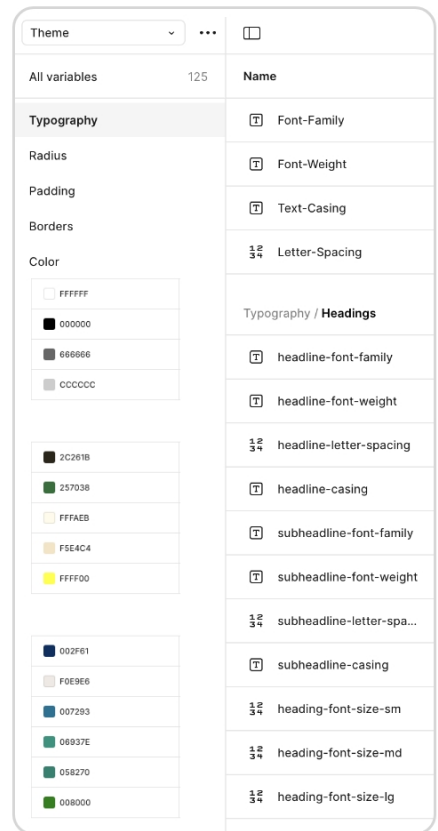
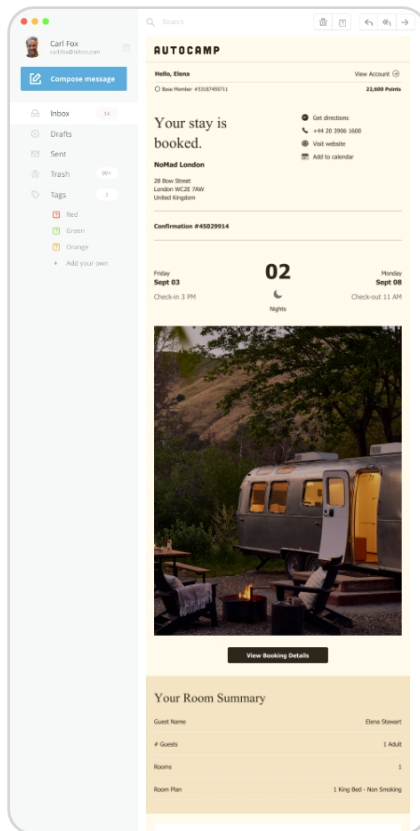
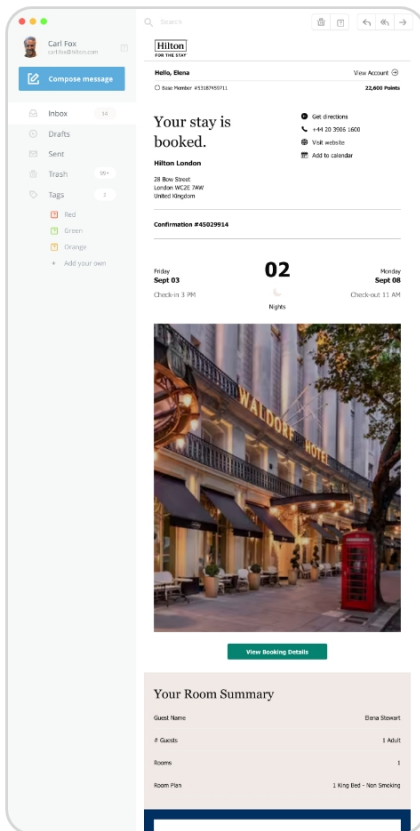
TECHNICALLY SAME EXPRESSIVELY DIFFERENT

## Digital Design System / Email

“Figma” this, “Figma” that. At a certain point in my career, I was saying, “Please, just shut up about Figma. Then, I gained enough separation to dive deep into the power that is the tokenization of design elements. And how those can be selectively applied to sections of components and then displayed as surface states, and SO MUCH MORE—HELL YEAH! FIGMA!



I've found that the three parts of a Figma Design system are a set of tokens, a library of components, and a bunch of templates. The Cover sheets for each, as created for the Hilton Brand Email Design System, are above—examples of templates are below.



These two screens feature the same email templates, but they display theming with variables to convey the colors and typography of their respective brands. The first is the Hilton loyalty brand (Honors), and the second is Hilton's glamping brand, AutoCamp. Funny how a color suite and a few differentiated photos can drastically change the vibe of a component-complied template.

A variable panel showing design tokens in Figma.

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*We are all vessels, holding unique  
potential to create a better world.*



*Thank you.*

