In January 2013, I was approached by *Offline*'s two cofounders to pitch logo concepts for their mobile magazine. A few months later, I led all aspects of design and helped *Offline* launch as the #1 literary app in the App Store.

OBJECTIVE

Our ambition was to create a truly mobile-first literary magazine that balanced a great reading experience with seamless audio integration.

We strived to highlight diverse writers, and to pay them rates competitive with leading publishers.

ROLES

Product Design
Branding

Web Design
Strategy
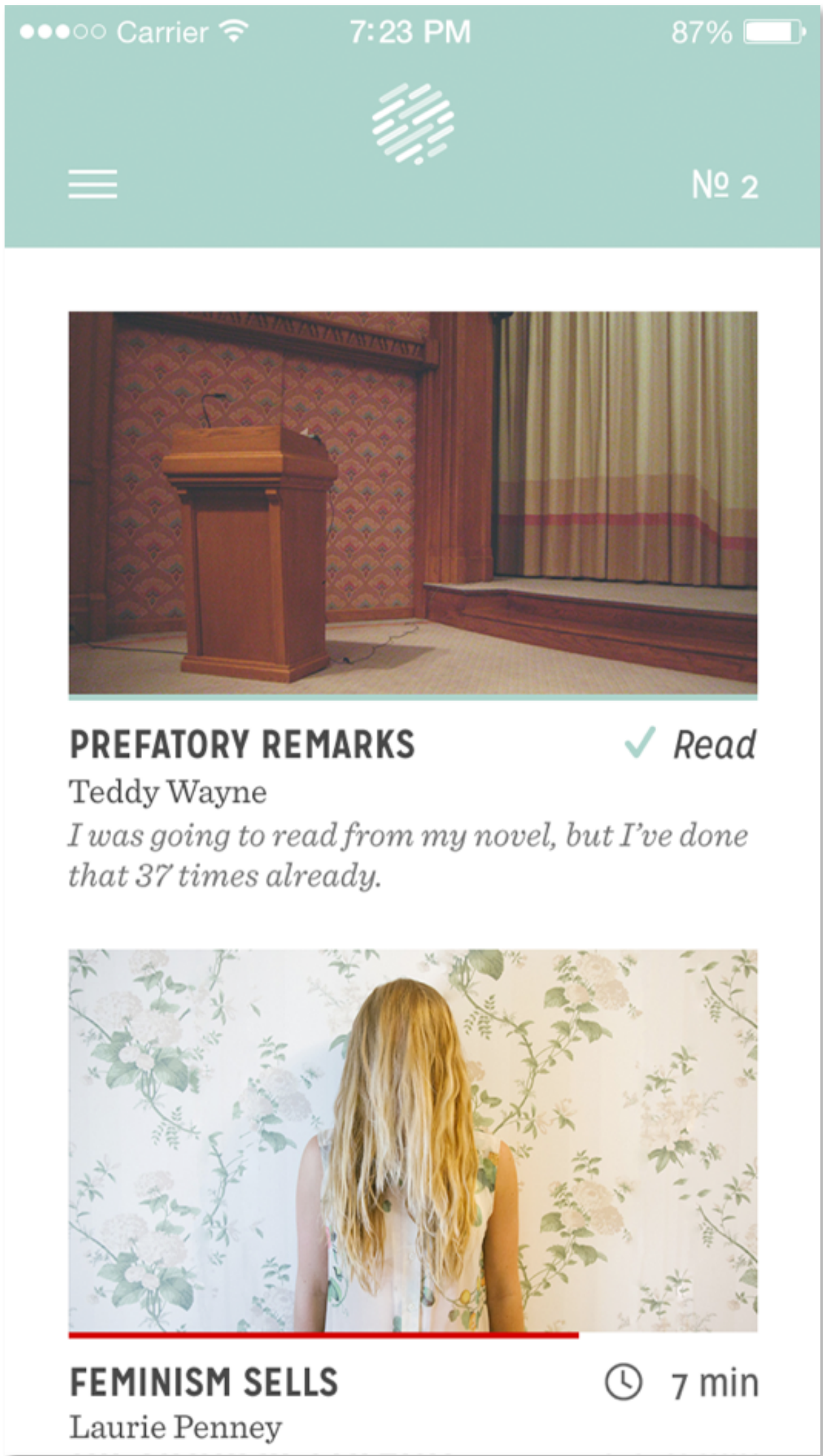
Copywriting
Content Strategy

ISSUE VIEW

The Issue View, *Offline*'s primary screen, evolved from an edge-to-edge tiled design to something more uniform, spacious, and functional.
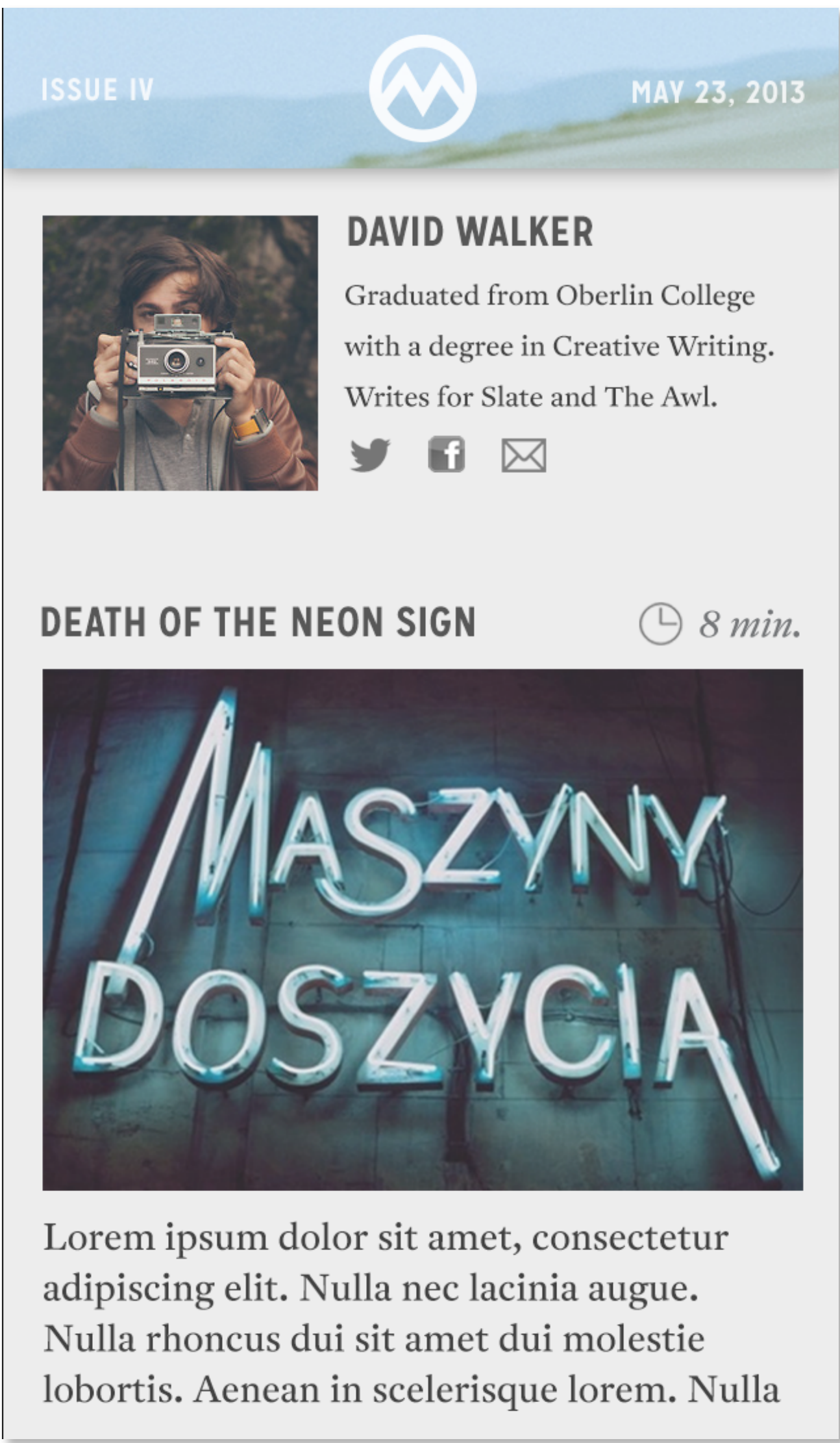

First Pass —Jan. 2013
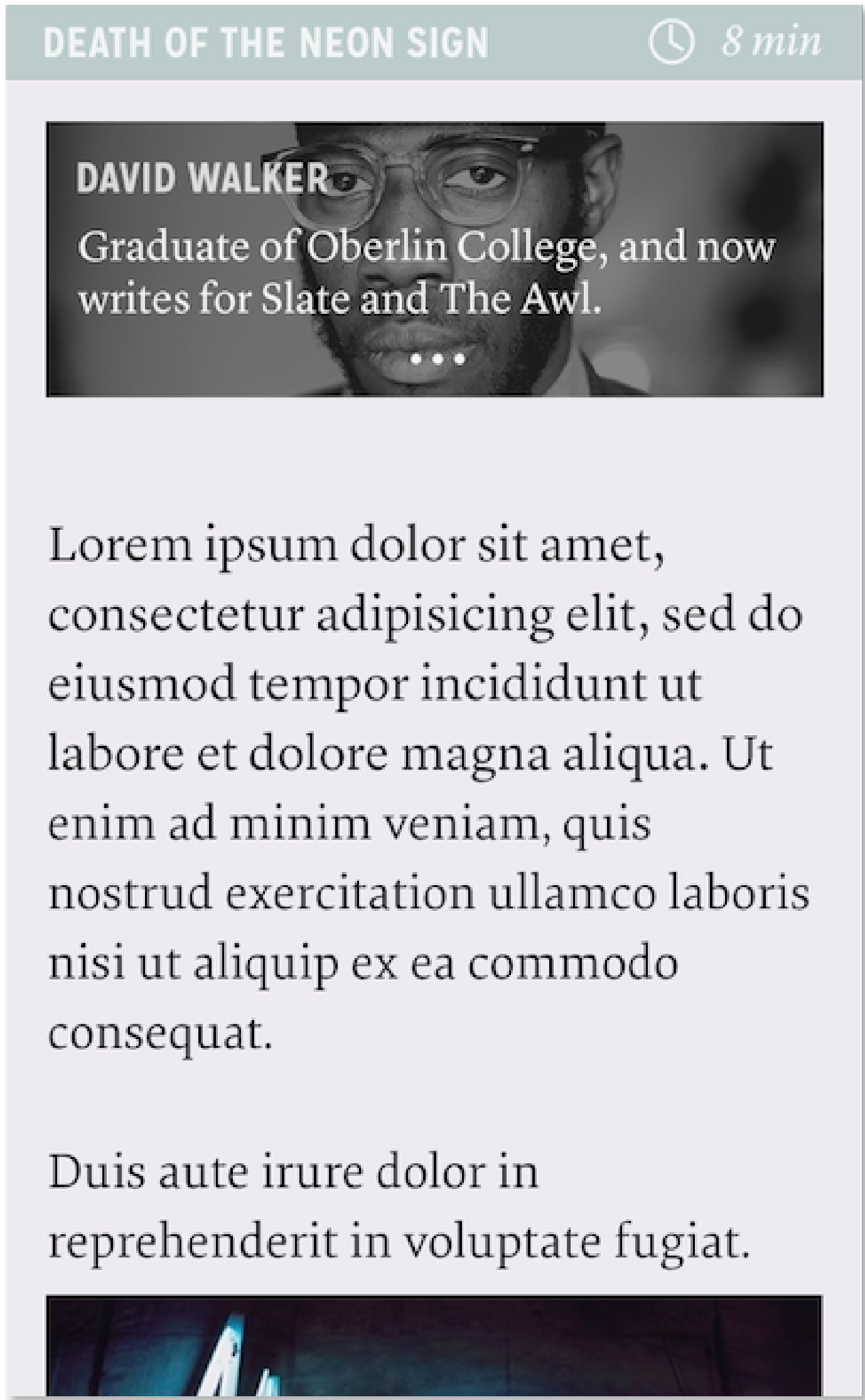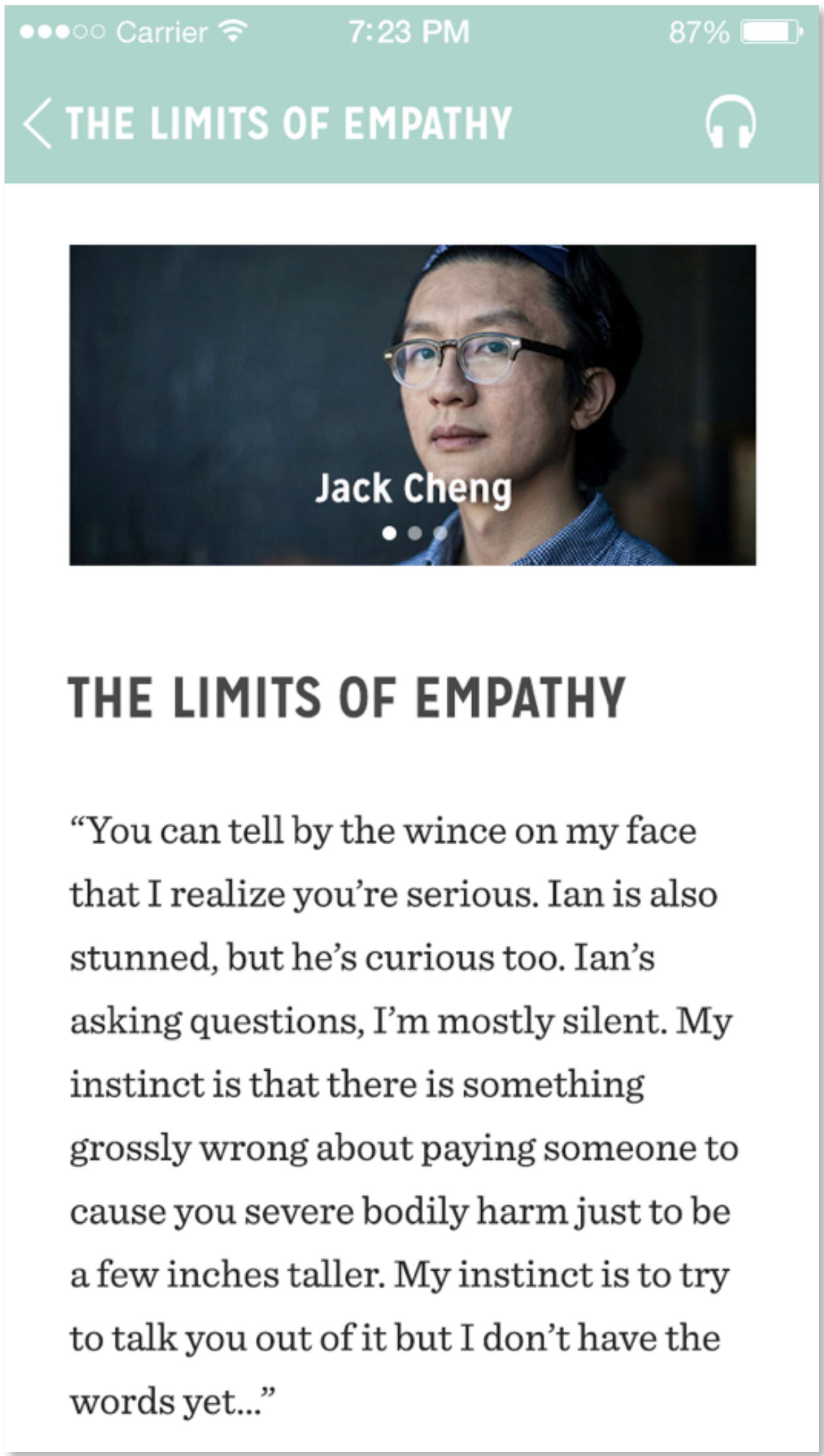

May 2013

Launch — Dec. 2013

ARTICLE VIEW

The Article View was always meant to showcase both our writers, and the writing itself. It evolved to incorporate audio accompaniment, as well as the unique feature Tap to Play.

First Pass —Jan. 2013

May 2013

Launch — Dec. 2013

Offline ran successfully for 12 issues —a full year. We featured over 50 different writers, and the business was able to sustain itself until dissolving in late 2014.

RESULTS

- Over half a million downloads
- 3,200+ paid monthly subscribers
- 4.5+ stars in the App Store
- Listed as a Best New App
- Rated the #1 Literary app in the App Store
- Received individual recognition from Apple
- Runner up for Apple Design Awards at 2014 WWDC

PRAISE

"The Offline app itself is beautiful, with great typography and a friendly but not overbearing interface." — TechCrunch

"What's most striking about Offline's platform is its clean and simple design..." — VentureBeat

"The Offline app itself is beautifully designed..." — Khoi Vinh, Principal Designer, Adobe