reebok cricket | north america

Reebok Cricket North America was the first public site built by the newly formed eCommerce team at SLD of the adidas Group. It launched in early 2011 in an attempt to grow the sport of Cricket within the United States.

With the framework already in place, my role was to update the home page with slider banners as well as create and maintain product imagery. Therefore, most of my time was spent working in Photoshop.

As time went on, more opportunities opened up and my responsibilities and role grew. I designed, produced and managed the blog for Reebok Cricket North America using WordPress as a CMS and customizing a theme bought at ThemeForest.net. I also designed and managed the Facebook page using Static HTML to customize the look and feel of the page. This was before the Timeline Layout took over.

I also had the chance to design and create promotional videos and printed catalogs for the business using After Effects and InDesign to accomplish the projects.

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SEE THE BLOG ▸

SEE THE CATALOG ▸

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