

# Shopkick Content Curation Project

## **Purpose**

Create two sample curation lookbooks for Shopkick's app, focusing on Shopkick's target audience and partner retailers. These lookbooks, which are based around trending and relevant themes, are created to attract audiences to obtain more "kicks" (redeemable reward points) in the app by making purchases at partner retailers through the Shopkick app.

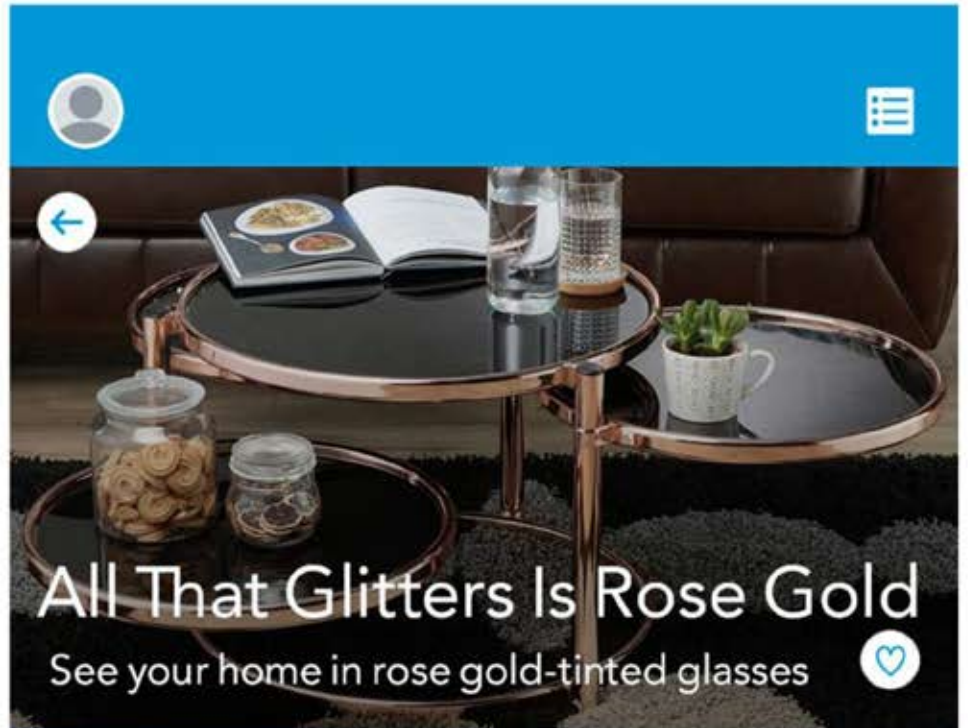
For this project, I created all of the UX content, headlines, and sourced images and items from Shopkick's partner retailers to create a cohesive shoppable collection.

## **Skills/Techniques**

- Internet research for relevant trending topics
- UX writing

## **Tools**

- Adobe Photoshop to create UX mocks



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# All That Glitters Is Rose Gold

See your home in rose gold-tinted glasses [♥](#)

2018 is your year to shine - and everything's coming up rose gold. Brighten up your home with an unexpected flash of metallic pink.

The hero image shows a three-tiered coffee table with a rose gold frame and black glass top. On the table are a book, a glass of water, a glass of beer, a small potted plant, and two jars of cookies. The background is a dark leather sofa.

2018 is your year to shine - and everything's coming up rose gold. Brighten up your home with an unexpected flash of metallic pink.



BedBathAndBeyond.com  
Deny Designs Elisabeth  
Fredriksson Art Deco

[🛒](#) 3/\$1

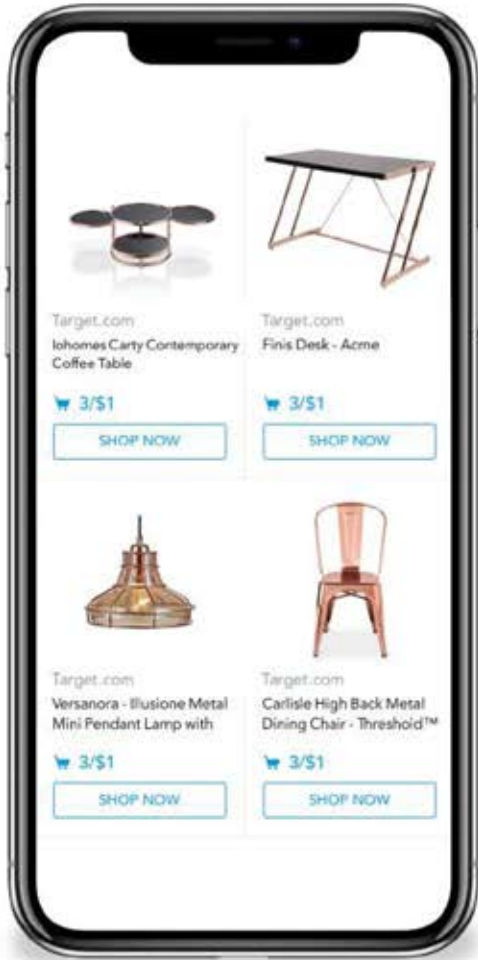
[SHOP NOW](#)



BedBathAndBeyond.com  
Mina Victory Luminescence  
Thick Chevron 20-Inch

[🛒](#) 3/\$1

[SHOP NOW](#)



Target.com  
Iohomes Carty Contemporary  
Coffee Table

 3/\$1

SHOP NOW



Target.com  
Finis Desk - Acme

 3/\$1

SHOP NOW



Target.com  
Versanora - Illusione Metal  
Mini Pendant Lamp with

 3/\$1

SHOP NOW



Target.com  
Carlisle High Back Metal  
Dining Chair - Threshold™

 3/\$1

SHOP NOW



Target.com  
Versanora - Illusione Metal  
Mini Pendant Lamp with

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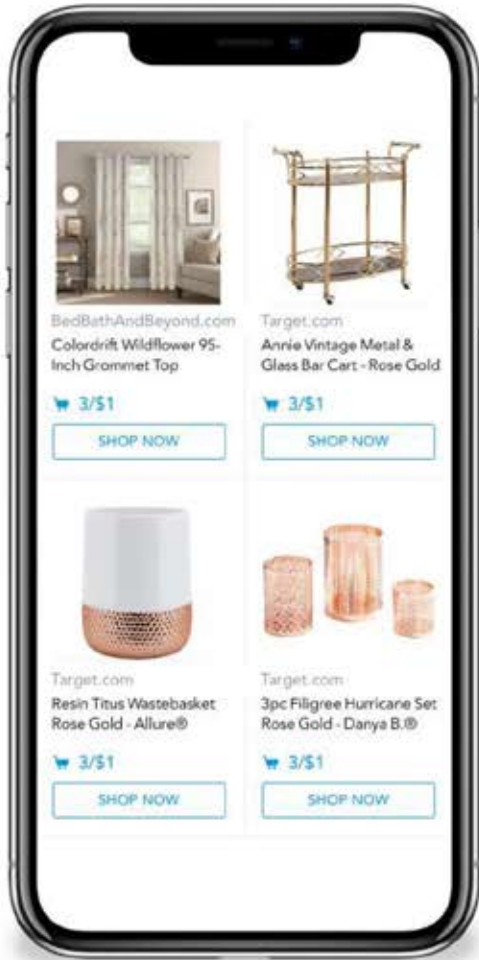
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Target.com  
Carlisle High Back Metal  
Dining Chair - Threshold™

 3/\$1

SHOP NOW



BedBathAndBeyond.com  
Colordrift Wildflower 95-Inch Grommet Top

3/\$1

SHOP NOW



Target.com  
Annie Vintage Metal & Glass Bar Cart - Rose Gold

3/\$1

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Target.com  
Resin Titus Wastebasket  
Rose Gold - Allure®

3/\$1

SHOP NOW



Target.com  
3pc Filigree Hurricane Set  
Rose Gold - Danya B.®

3/\$1

SHOP NOW



Target.com  
Resin Titus Wastebasket  
Rose Gold - Allure®

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SHOP NOW



Target.com  
3pc Filigree Hurricane Set  
Rose Gold - Danya B.®

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You've set goals for the new year - and now it's time to invest in your dreams. Get motivated in your office space to kill it like a #girlboss.



Amazon Devices  
Sonix External Battery Pack  
for iPhone (Portable)

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Amazon Devices  
Raden A28 Check-In  
Luggage

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Amazon Devices  
Sonix External Battery Pack  
for iPhone (Portable)

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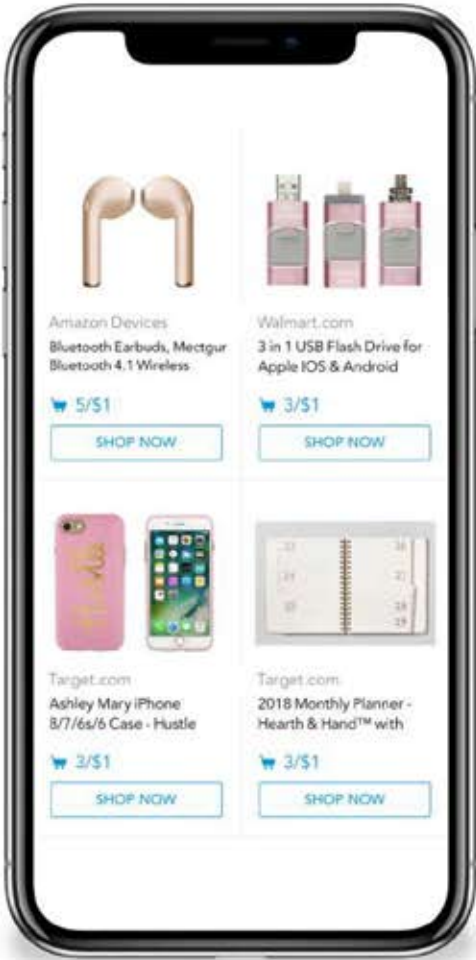
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Amazon Devices  
Raden A28 Check-In  
Luggage

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Amazon Devices  
Bluetooth Earbuds, Mectgur  
Bluetooth 4.1 Wireless

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Walmart.com  
3 in 1 USB Flash Drive for  
Apple IOS & Android

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Target.com  
Ashley Mary iPhone  
8/7/6s/6 Case - Hustle

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Target.com  
2018 Monthly Planner -  
Hearth & Hand™ with

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Target.com  
Ashley Mary iPhone  
8/7/6s/6 Case - Hustle

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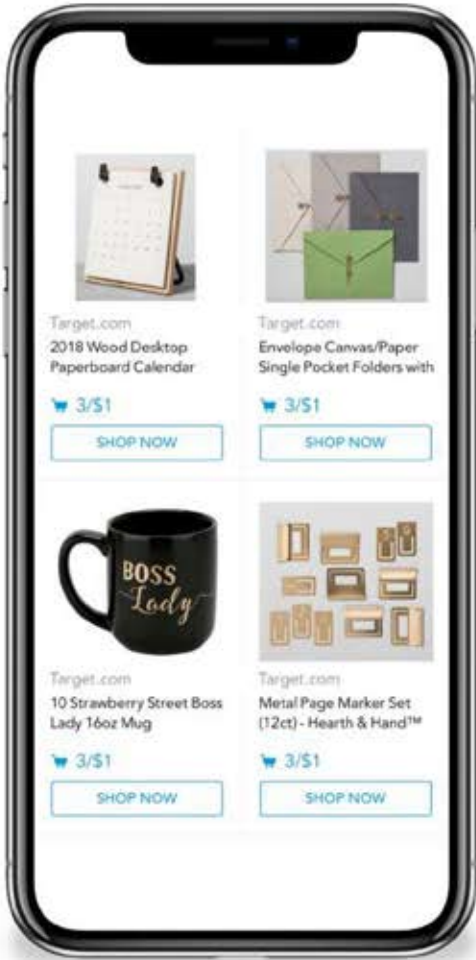
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Target.com  
2018 Monthly Planner -  
Hearth & Hand™ with

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Target.com  
2018 Wood Desktop  
Paperboard Calendar

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Target.com  
Envelope Canvas/Paper  
Single Pocket Folders with

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Target.com  
10 Strawberry Street Boss  
Lady 16oz Mug

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SHOP NOW

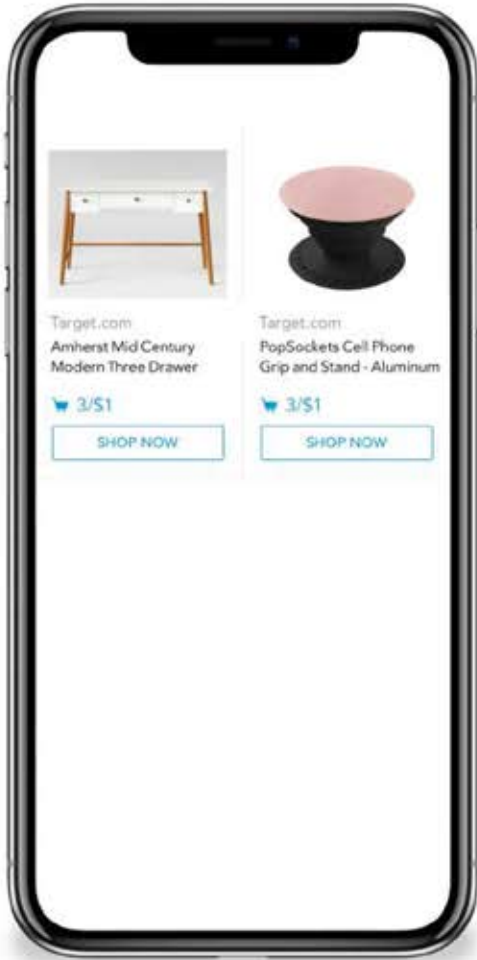


Target.com  
Metal Page Marker Set  
(12ct) - Hearth & Hand™

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SHOP NOW





Target.com  
Amherst Mid Century  
Modern Three Drawer

 3/\$1

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Target.com  
PopSockets Cell Phone  
Grip and Stand - Aluminum

 3/\$1

[SHOP NOW](#)