

## VISUAL STORYTELLING FOR SAFETY

To make public transit safer and more engaging, we created a series of custom illustrations and animated videos designed to communicate essential safety information in a way that is clear, accessible, and engaging for all riders. From emergency procedures to everyday rider etiquette, our visuals simplify complex information, ensuring passengers understand what to do in critical situations.

Our design approach focused on clarity, inclusivity, and storytelling, using intuitive iconography, diverse character representation, and vibrant animations to enhance retention and engagement. By transforming standard safety messaging into compelling visual narratives, we helped Sound Transit create materials that are both functional and memorable. These assets are now featured across digital platforms, station screens, and social media, reinforcing key safety protocols and improving passenger awareness across the system.



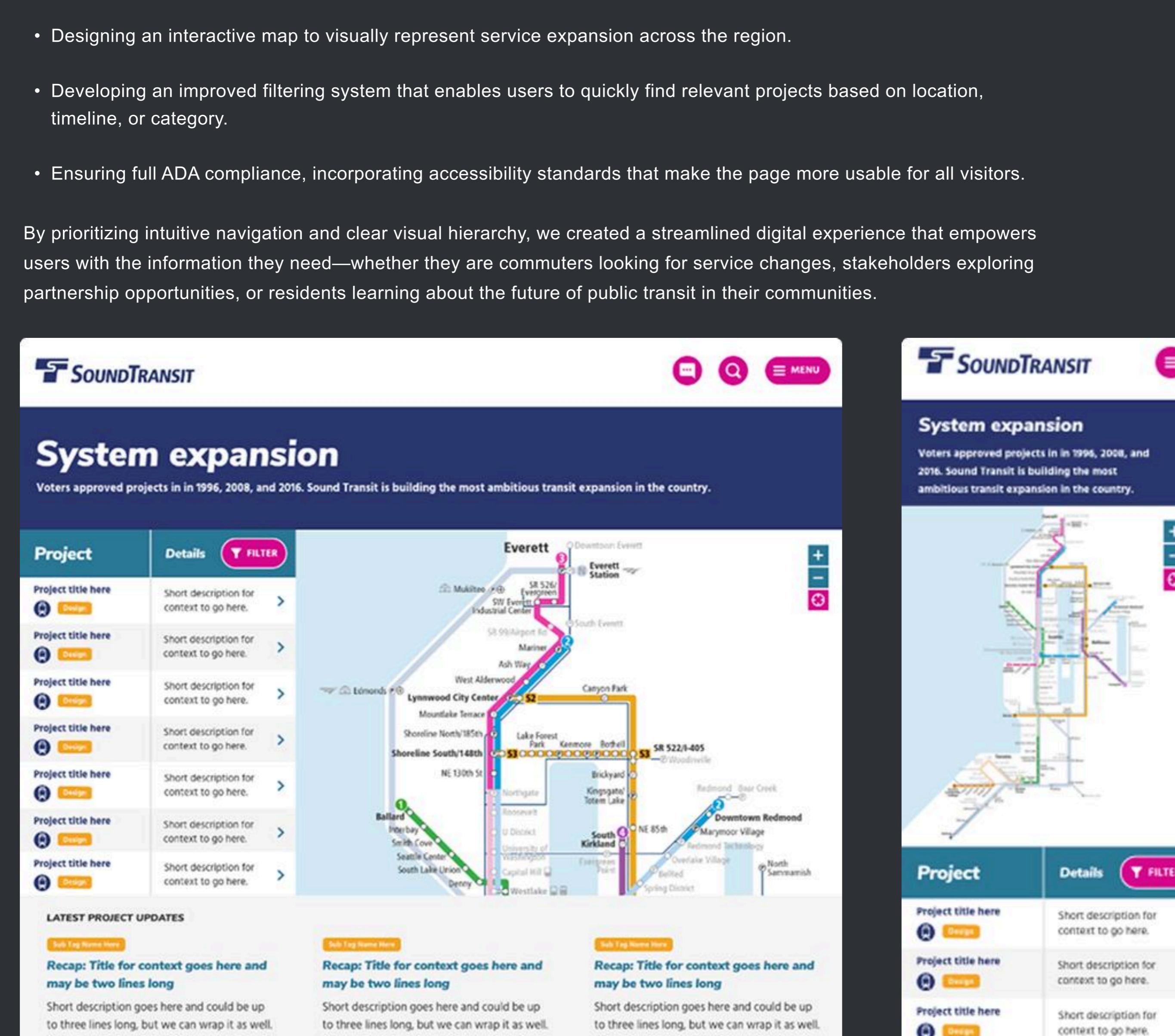
## DESIGNING FOR A BETTER RIDE

Allovus Design partnered with Sound Transit to enhance public transportation through compelling visual storytelling and user-centered design. Our work spans safety illustrations, animated videos, wayfinding improvements, and digital experiences—all designed to make transit more accessible and intuitive. Through in-depth research, we refined station signage, introduced numeric station codes, and redesigned the system expansion webpage to improve clarity and usability. By prioritizing accessibility, engagement, and clear communication, we help Sound Transit connect with riders, ensuring a safer, more seamless transit experience for all.

Our role: Allovus partnered with Sound Transit to enhance passenger communication through engaging visual storytelling and intuitive design.

Impact and results: Our work helped Sound Transit improve rider engagement and accessibility across multiple touchpoints. From clearer safety messaging and improved signage to a more user-friendly digital experience, our designs make public transit easier to navigate and understand. By prioritizing ADA compliance, mobile-first accessibility, and user needs, we contributed to a safer, more seamless experience for the entire community.

<b>Duration</b>	2023 - present, 5 year contract term
<b>Project</b>	Accessibility design, Animation, Illustration, Web design, Wayfinding
<b>Tools</b>	Illustrator, AfterEffects, Figma
<b>Roles</b>	Illustration, UX design, Motion design



## SEAMLESS DIGITAL EXPERIENCE

The Sound Transit System Expansion webpage serves as a vital resource for riders, stakeholders, and community members to track upcoming projects, service changes, and mobile-first accessibility growth. It redefines the needs of riders who primarily access transit information on the go.

Our approach: We focused on user-centered design, prioritizing clarity and ease of use for all users.

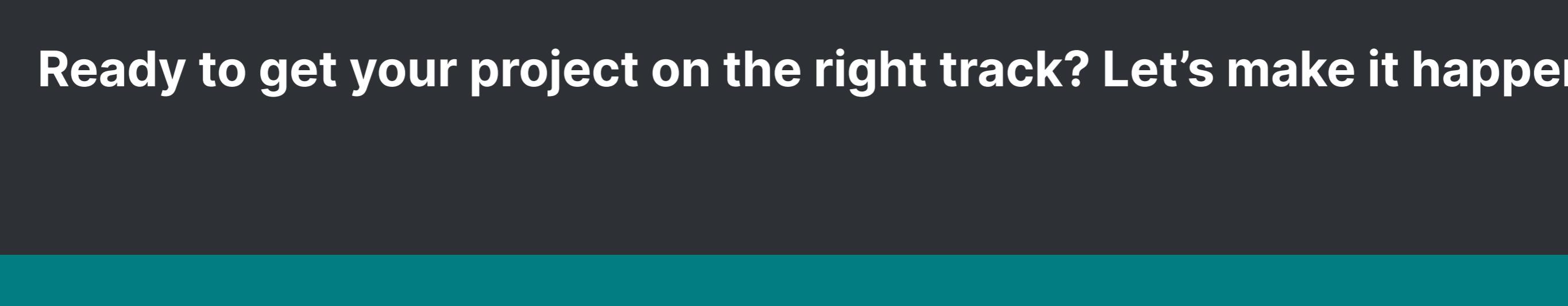
• Restructuring content for clarity, allowing users to easily navigate project updates.

• Designing an interactive map to visually represent service expansion across the region.

• Developing an improved filtering system that enables users to quickly find relevant projects based on location.

• Ensuring full ADA compliance, incorporating accessibility standards that make the page more usable for all visitors.

Impact and results: By prioritizing the information they need—whether they are commuters looking at service changes, stakeholders exploring partnership opportunities, or residents learning about the future of public transit in their communities.



Ready to get your project on the right track? Let's make it happen.