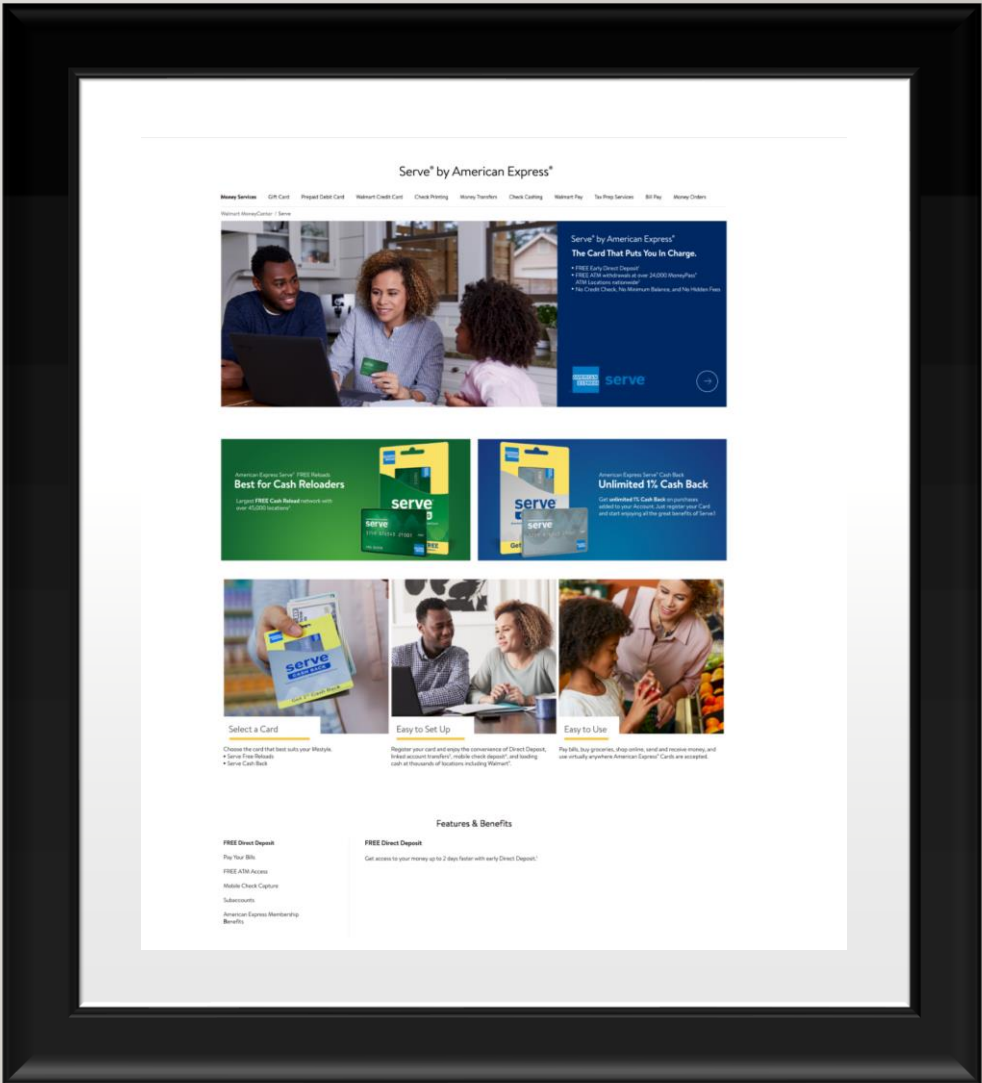


WEB CONTENT SAMPLES

KC GREEN

THEKCGREEN.COM

KACEE@THEKCGREEN.COM



Serve® by American Express®

Money Services Gift Card Prepaid Debit Card Walmart Credit Card Check Printing Money Transfers Check Cashing Walmart Pay Tax Prep Services Bill Pay Money Orders

Walmart MoneyCenter / Serve



Serve® by American Express®
The Card That Puts You In Charge.

- FREE Early Direct Deposit*
- FREE ATM withdrawals at over 24,000 MoneyPass® ATM Locations nationwide
- No Credit Check, No Minimum Balance, and No Hidden Fees

AMERICAN EXPRESS
serve






American Express Serve® FREE Reloads
Best for Cash Reloaders

Largest FREE Cash Reload network with over 45,000 locations!

American Express Serve® Cash Back
Unlimited 1% Cash Back

Get unlimited 1% Cash Back on purchases added to your Account. Just register your Card and start enjoying all the great benefits of Serve!



Select a Card

Easy to Set Up

Easy to Use

Choose the card that best suits your lifestyle.

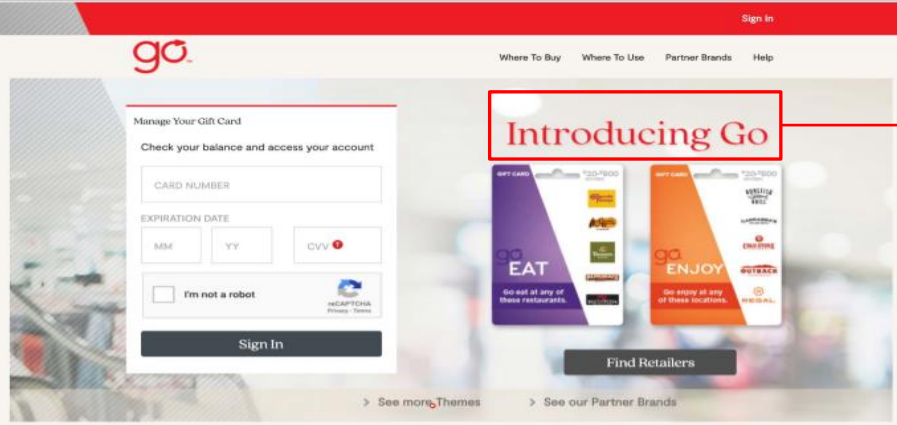
- Serve Free Reloads
- Serve Cash Back

Register your card and enjoy the convenience of Direct Deposit, linked account transfers*, mobile check deposit**, and loading cash at thousands of locations including Walmart*.

Pay bills, buy groceries, shop online, send and receive money, and use virtually anywhere American Express® Cards are accepted.

Serve on Walmart.com

I wrote the copy and directed the copy and headline placement in the design. Using UX best practices on eye patterns, I worked with the graphic designer to develop this layout.



Where To Buy Go

You can purchase a card at a convenient Walmart nearby. See a list of Walmart locations.

Choose the right card for your enjoyment

EAT

Go eat at any of these restaurants.

ENJOY

Go enjoy at any of these locations.

> See all of our Partner Brands

Go Partner Brands

Find your favorite Brands for everything you want to do. Eat and Enjoy with your favorite Partner Brands.

All Partner Brands | Eat | Enjoy

Wrote headline and content weaving in the product name as a verb throughout the site to boost brand awareness of new product.

'Go' cardholder website 2019

Frequently Asked Questions

If you have questions regarding your gift card, please read below or call Customer Care.

- General Information & Getting Started

- How do I use my gift card?

Simply present your gift card at the time of payment. Press "Credit" on the keypad and sign the receipt. If you wish to use your card for a debit transaction, you will need to select a PIN of your choice for your card. See the FAQ below to learn more about selecting your PIN. As you use your card, the balance is reduced by the full amount of each purchase including taxes, charges, and other fees, if any. You can use your gift card to pay the full amount of the purchase and applicable taxes, as long as the balance on the card is sufficient. If you want to make a purchase for an amount greater than the remaining balance by using two payment methods, you must notify the merchant before completing the transaction.

- How do I activate my card?

Your gift card is activated as soon as it is purchased. Be sure to sign the back of your card as soon as you receive or buy it. We recommend you write down the card number and the Customer Care number on a separate piece of paper in case your gift card is lost or stolen. Please keep this information in a safe and secure place.

- How do I check my card balance?

Sign in to your account by visiting the Manage Card page or call the number listed on the back of your Card. Remember, most merchants are unable to check your balance so please check it before you spend.

- Where can I use my gift card?

Our cards give recipients the freedom to experience any of the restaurants shown on the front or listed on the back of the card.

- Can I get cash with my gift card?

The gift card cannot be used at ATMs or to get cash back at the point-of-sale.

- In what denominations can I purchase Go?

Any amount between \$20-\$500.

- What is Go?

This unique and personal gift card invites recipients to experience an activity you know they enjoy. Whether dining at their favorite restaurant or grabbing a sweet treat—give the one gift you know they won't want to return. You choose the activity, they choose the brand. They always get just what they want.

Reviewed customer service data and worked with UX design team to develop a thorough list of FAQs that would inspire a better understanding of this new product and reduce calls to customer service.

'Go' cardholder website 2019

- Using Your Card

- Why is the merchant charging me for more than what I signed on my receipt?

Some purchases require a preauthorization wherein the merchant sends in a transaction for a higher amount than the purchase. This most often occurs at the gas pump or at a restaurant. When dining out, restaurants typically add 20% to your total to account for the tip. We are required to approve and hold funds based on the estimated total until the merchant finalizes the transaction. Merchant finalization can take up to 7 days.

- How do I activate my card?

Your card is activated as soon as it is purchased.

- How do I check my card balance?

Visit the Home Page and enter your card information in the Manage Your Card section or call the number listed on the back of your card. Remember, most merchants are unable to check your balance so please be aware before you spend.

- Where can I use Go?

Our cards give recipients the freedom to experience any of the restaurants shown on the front or listed on the back of the card.

- Can I get cash with my card?

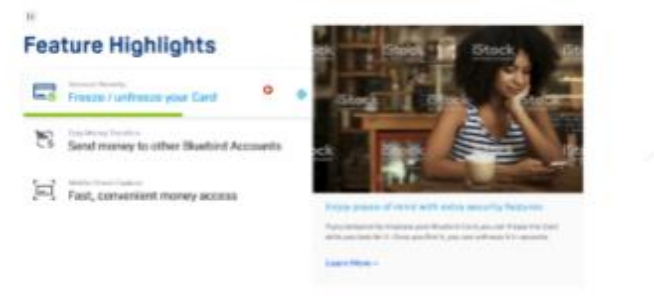
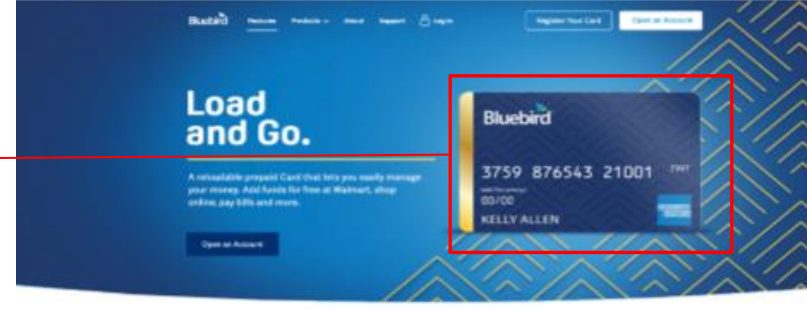
The cards cannot be used at ATMs or to get cash back at the point-of-sale.

- Can cards be used for online ordering or delivery?

Our cards are best used on location. Contact the merchant directly about gift card usage for advanced ordering for pickup or delivery. You cannot use your card as payment to third-party delivery services such as Uber Eats.

- Can I use Go in more than one place?

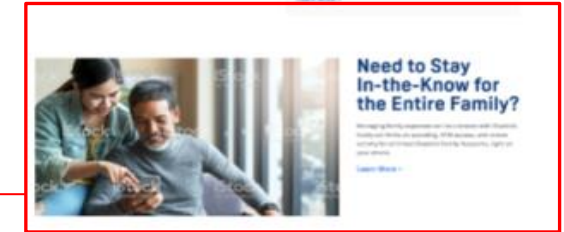
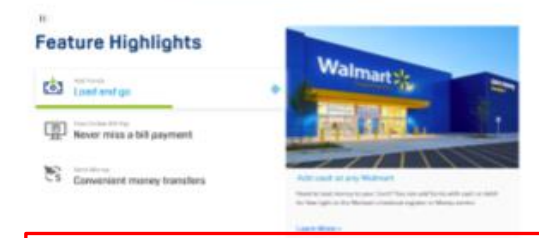
Yes. One of the best things about Go is that you can use the card at any of the merchants listed on the card, and you can even use it at more than one eligible merchant, if your available balance is sufficient.



The user is taken to the page for the product they wish to explore. Here you can see that the format is the same, but the feature highlights are based on those of the product. I used consumer research data to determine the feature highlights and worked with the team to develop the flow.



Each product page contains a use case I wrote to illustrate lifestyle convenience.



Always Right Never Boring



Wrote copy for newly redesigned
VanillaGift.com

Spark Their Imagination

With so many choices, it's often hard to choose just the right gift. Vanilla Gift Cards are the perfect way to bring a smile to someone's day—no matter what day it is. We take the guesswork out of gifting.

The Possibilities Are Endless

Celebrate a friend's birthday or a loved one's wedding shower with a Vanilla Gift Card. Show your appreciation to clients, employees and business partners with the gift of choice. Vanilla Gift Cards are accepted most everywhere in the U.S. and District of Columbia. The funds never expire, so you can be sure your gift will go far.