



- Client Design -



Michael Losquadro  
Fall 2025

# What is the UUP?

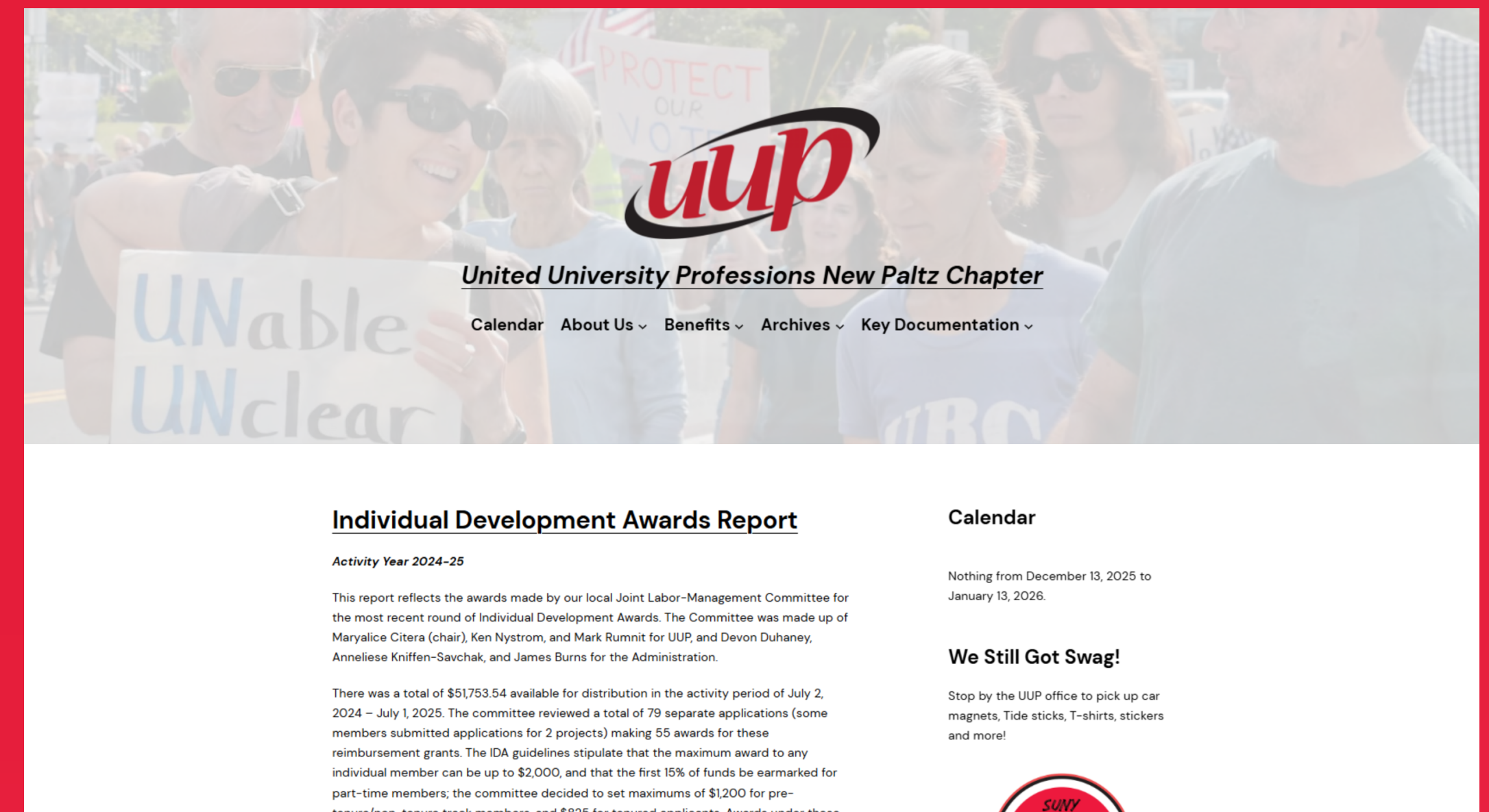
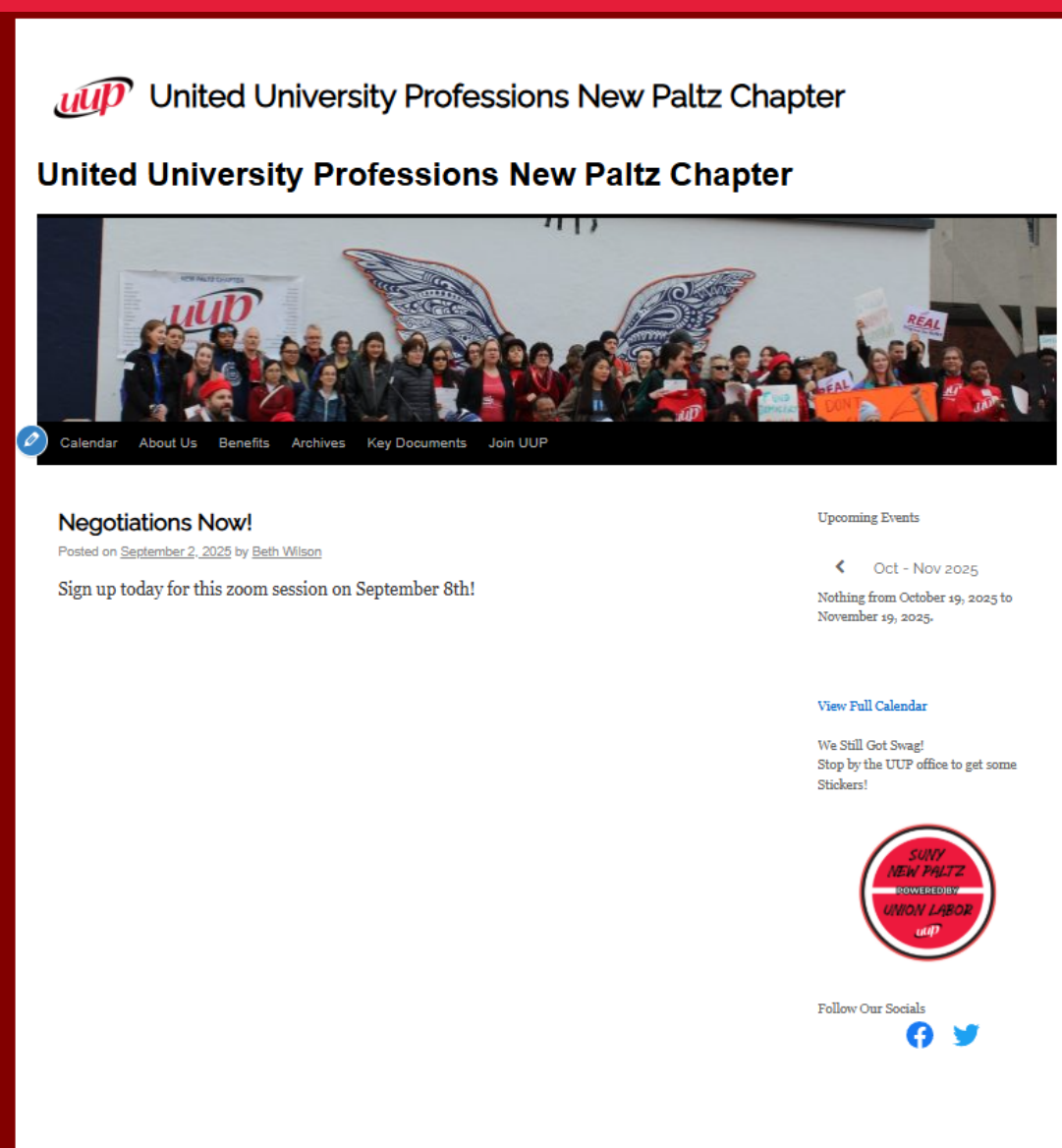
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The UUP, also known as the United University Professions, is the largest higher education union in the Nation. Responsible for the teacher's here at New Paltz the UUP is vital to the modern college ecosystem.



# Project Goals

From the start the primary goal of the project was to remake the UUP's New Paltz website branch and bring it into the modern age. The site was built roughly 10 years ago and was not fit for the modern web ecosystem. My goal was to update it to be compatible with modern devices and make it a bit more organized.



# Research / Process

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The UUP has no brand guideline document, meaning a lot of its design philosophy is based around using “the color red” with no real formatting other than that. Fonts vary in usage, with a few sticking out. Specifically their use of source serif.

In the end I decided to put together a mini “Brand Recommendation Guideline” for anybody who could use it:

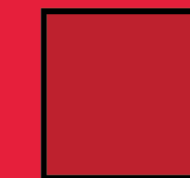
## UUP Branding Guidelines

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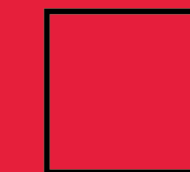
Logos:



**Color:** (The UUP doesn't have a select red, so I chose the two most prominent examples)



Logo Red - #bd222e



Logo Red - #e61e3b

**Type:** (The UUP doesn't have a dedicated font, but this is my choice for a font that fits well with the brand image)

**Source Serif Variable (Bold)**

**Aa123**

Source Serif Variable (Semi-Bold)

Aa123

# Time Tracking

I did a fairly standard manner of time tracking, creating a fairly basic spreadsheet that I would update as I went along. This was my first time, time tracking a project, and while it's not my favorite thing to do, I can see what makes it so useful.

WORK TIME TRACKER								
Work / Design / Making Log								
DATE	START	END		WHERE	PROJECT PART	TASK	COMMENTS	
Week 2								
8/2/25	10:22	12:30	2hr	My room	Contacting client	I was contacted by the professor about my client, did a small amount of research, then contacted said client and did a little bit more research.	no comments.	
8/6/2025	2:15 AM	3:30 AM	1hr	My room	Researching Client	Researched more about client	Noted the odd formatting of the website on mobile.	
8/8/2025	2:45 AM	3:45 AM	1hr	OLB	Creating post	Created Weekly post		
Week 3								
9/9/2025 - 9/11/2025						5 minutes daily (20 mins total)	Checking emails for client response	Haven't heard back from client
9/12/2025						30 minutes	Follow up email	Sent follow-up email no current response
Week 4								
9/15/2025	1:00 PM	1:30 PM	30 mins	UUP Office	Project Discussion	Barged into the UUP office and discussed dthe future project	It seems like they mostly want me for basic promo work and fixing up their wordpress site.	
9/15/2025	3:00 PM	4:00 PM	1 hr	OL	Project Scope	Wrote up what I could for the project scope	I don't currently have enough information, so I'm working with what I got.	
9/16/2025	2:00 PM	3:00 PM	1 hr	My Room	Observation	Observed UUP wordpress site		
9/21/2025	11:00 AM	2:30 AM	3 hr 30 m	My Room	Notating	Notated wordpress	it's really bad...	
Week 5								
9/22/2025	12:30 PM	1:30 PM	1:00	OL	Hunting down Krisoff and Shawna	asked about wordpress mumbo jumbo		
9/22/2025	8:00 PM	10:30 PM	2:30	My Room	Project Prep	Prepping for tomorrow's meeting		
9/23/2025	11:30 AM	12:30 PM	1:00	UUP Office	Worked on project and discussed in meeting	Fixed dead links and improper calander link on product		
9/28/2025	9:30 PM	11:00 PM	1:30	My House	Writing bio for UUP	UUP wanted a small bio about myself	My mom wasn't a fan of the first few drafts. kinda hurt a little, i won't lie	
Week 6								
9/29/2025	2:30 PM	4:30 PM	2:00	OL	Wordpress	Working on layouts for reorganizing client's work		
	6:00 PM	7:30 PM	1:30					
9/30/2025	11:30 AM	1:00 PM	1:30	UUP Office	Wordpress	Worked on technical side of wordpress		
10/5/2025	8:00 PM	9:00 PM	1:00	My Room	Research	figuring out how child themes working	I need to ask shauna	
Week 7								
10/6/2025	10:00 AM	12:30	2:30	OL	Wordpress	Site broke after theme alterations	Will hear Tuesdaay what to do	
10/7/2025	11:30 AM	12:30 PM	1:00	UUP Office	Fixing Wordpress	Reached out to hear what to do	Will hear later on what to do	
10/9/2025				Email	Wordpress update	Was told not to touch wordpress	Was told by amy to wait until next meeting to show up	
Week 8								
10/14/2025	11:30 AM	12:00 PM	0:30	UUP Office	Waiting for Meeting	Was told to come at the usual time. Beth ended up forgetting about it so we rescheduled	Later on was told over text to resume editing wordpress	
10/16/2025	1:00 PM	4:30 PM	3:30	OL	Fixing up wordpress	Fixed up wordpress	Beth changed her mind and wanted the side bar back, so I had to change to a 2014 child theme, as that was the last year that had a sidebar that I can readily use.	
10/19/2025	7:00 PM	9:00 PM	2:00	My Appartment	Organizing Work	Organized all work done for the semester		
Week 9								
10/20/2025	7:00 PM	12:00 AM	5:00	OL/My Appartment	Rebuilding Site	Got the site to work on a modern theme	Had to rebuild the site to utilize a more modern theme	
10/21/2025	11:30 AM	12:30 PM	1:00	UUP Office	Meeting	Updated Beth on New Site Layout	Noted how a new side bar could be built and showed my in progress work	
Week 10								
10/27/2025	3:00 PM	7:00 PM	4:00	OL	Fixed Side-Bar	Re-Added the side bar using modern wordpress		
10/28/2025	11:30 AM	1:30 PM	2:00	UUP Office	Site work	Continued working on site at meeting		
Week 11								
11/3/2025	3:00 PM	4:00 PM	1:00	OL	Fixed select pages	spent this time fixing select pages and making them work on modern devices		
11/4/2025	11:30 AM	1:30 PM	2:00	UUP Office	Poster making	made poster for UUP	Was spontaneously given a poster to make in 1 day, this one came out pretty good considering how much I had to fit and the amount of time I was given.	
11/6/2025	6:30 AM	8:30 AM	2:00	OL	Made mobile menu	Got Shauna's help to create a mobile menu	Arguably, the most I've learned about editing wordpress came from this experience.	
Week 12								
11/11/2025	11:30 AM	12:30 PM	1:00	UUP Office	Discussing finishing touches	discussed finising touches to website		
11/13/2025	3:00 AM	8:00 AM	5:00	OL	Finished site	Made the finishing touches to the site	These weren't actually the finishing touches as I soon later learned	
Week 13								
THANKS GIVING WOOHOO YEAH I LOVE PUMPKIN PIE								
Week 14								
11/18/2025	11:30 AM	2:30 PM	3:00	UUP Office	Poster	Made poster in too short a time	Was given 2-3 hours to make a poster. I am very unhappy with the final result. I really do wish I had more time on this one it looks like a rough draft.	
Week 15								
12/2/2025	11:30 AM	1:30 PM	2:00	UUP Office	Actually finished site	Beth had some notes on the site so I redid some things, nothing crazy just some custom css stuff		
Week 16								
12/9/2025	11:30 AM	12:00 PM	0:30	UUP OFFICE	Final meeting	nothing happened I got some free merch though		

# Guest Speaker Takeaways

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I learned two major lessons from this semester's guest speakers:

1. Through graphic design so many outlets become available, other than the ones that initially come to mind. Victoria's instillation work is a great example of this.
2. Portfolio sites should be fun. There's no reason your site can't be full of personality and also professional at the same time.

# Lessons Learned

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While working on this project I learned a lot of technical skills, specifically in custom css editing and properly utilizing inspect elements while working.

However, I can say without a shadow of a doubt that the biggest lesson I learned wasn't a technical one, and actually came from the first meeting I had with my client. Where after not hearing from them I decided to walk into their office and introduce myself with zero heads up.

“Your client won't always come to you.  
Sometimes you have to go to them.”



# Outcomes



## United University Professions New Paltz Chapter

[Calendar](#) [About Us](#) [Benefits](#) [Archives](#) [Key Documentation](#)

### Individual Development Awards Report

#### *Activity Year 2024-25*

This report reflects the awards made by our local Joint Labor-Management Committee for the most recent round of Individual Development Awards. The Committee was made up of Maryalice Citera (chair), Ken Nystrom, and Mark Rumnit for UUP, and Devon Duhaney, Anneliese Kniffen-Savchak, and James Burns for the Administration.

There was a total of \$51,753.54 available for distribution in the activity period of July 2, 2024 – July 1, 2025. The committee reviewed a total of 79 separate applications (some members submitted applications for 2 projects) making 55 awards for these reimbursement grants. The IDA guidelines stipulate that the maximum award to any individual member can be up to \$2,000, and that the first 15% of funds be earmarked for part-time members; the committee decided to set maximums of \$1,200 for pre-tenure/non-tenure track members, and \$825 for tenured applicants. Awards under these

### Calendar

Nothing from December 13, 2025 to January 13, 2026.

### We Still Got Swag!

Stop by the UUP office to pick up car magnets, Tide sticks, T-shirts, stickers and more!



# Outcomes



**ARE YOU READY FOR  
THE LATEST ON NEGOTIATIONS??**



**REGISTER YOUR MEMBERS ONLY ACCOUNT ACCESS TODAY!!**

Only signed-up, dues-paying members will have access to the most current news coming from the statewide Negotiations Team as we enter into contract discussions with the State. Your gateway to the latest information will be through the Members Only portal on the statewide UUP website: <https://uupinfo.org/myuup/MembersOnly/>

If you haven't accessed the information there before, you will need to set up an account (see sample screen). Our New Paltz chapter ID is 28210; you'll also need your unique member number, which you can find on your UUP membership card, on your Davis Vision insurance card, or by calling the UUP Benefit Trust office at 800-887-3863.

We hope to bring the formal process of negotiations with the State soon; as soon as we have delivered our detailed package of demands at the big table, our detailed demands will be posted for our members to see. Chief Negotiator Bret Benjamin promises that they will then post regular updates as the talks progress.

UNITED UNIVERSITY PROFESSIONS MEMBERS ONLY ACCOUNT FORM

**PLEASE FILL OUT THE FOLLOWING FIELDS BELOW TO CREATE  
A MEMBERS ONLY ACCOUNT:**

*FIRST NAME:	<input type="text"/>
*LAST NAME:	<input type="text"/>
CHAPTER:	<input type="text" value="New Paltz"/>
*CHAPTER ID:	<input type="text" value="28210"/>
*UUPID:	<input type="text"/>
*EMAIL:	<input type="text"/>
<small>*Required</small>	

**Don't miss out—set up your Members Only access today so you can check in regularly and get the latest negotiations news!!**



## GRUPE vs. Grievance

**Mode: In Person**

**When: December 1, 2025  
Noon-1:00 pm**

**Where: JFT 1010**

**RSVP: QR Code**



### Professionals Workshop

How can you tell the difference between a workplace issue that bothers you, versus one that may be grievable under our Collective Bargaining Agreement?

Join members of our Professionals Council and Labor Relations Specialist Bill Capowski to review key elements of our CBA, how grievances are defined and processed, and to discuss issues that you've taken issue with in your own departments!

**Lunch will be served!! RSVP to let us know you're coming, and to give us a heads up for any dietary restrictions.**

# Feedback

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Overall I have gotten mostly positive reviews on my website. While most people who I have showed it to didn't go very into detail on their opinions, the consensus is that the website had gotten a very notable improvement after I had worked on it.

# Self Evaluation

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I am very proud of how this course went, I feel that I was able to properly achieve the goals set for myself through the semester and was able to create some really effective final products.

One thing I do wish I had more time to do would be to improve the spacing on the mobile menu. As well as go through the wordpress and remove any unnecessary plugins, as the previous person who worked on the site had installed dozens of unused plugins, that I personally would like to remove.

**Thank You!**