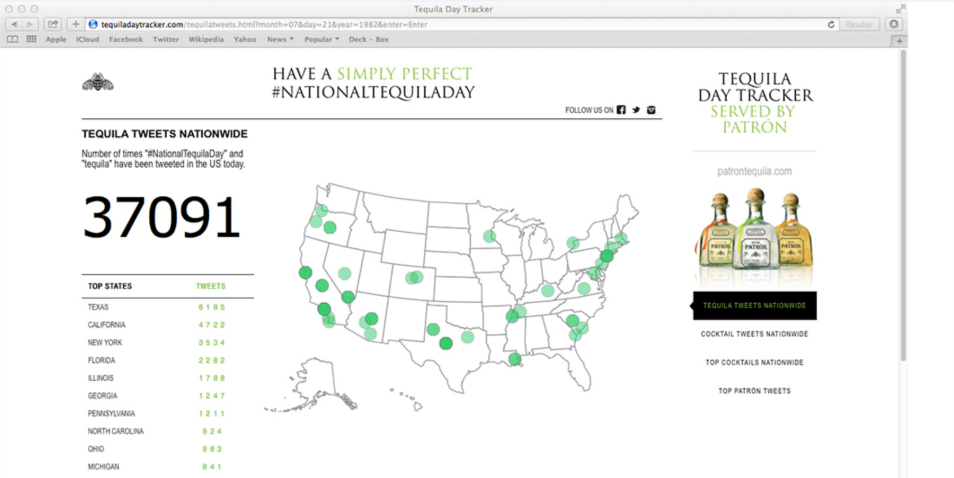
Data driven web experience designed to help Patrón own National Tequila Day

Client: Patrón
Agency: Razorfish
Role: Associate Design Intern

2014

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While working on the Patrón account in the Summer of 2014, Jeremy Cross (ACD), Russell Austin (Sr AD), and I conceptualized, designed, and with a 3rd party dev team deployed Tequila Day Tracker in a months time.

Tequila Day Tracker is a one day, web based, interactive data visualization experience that tracked and displayed every tequila related tweet in real-time.

Media Attention

The experience caught the eye of media outlets like Complex and BuzzFeed, who tweeted about the site.

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Social Sphere

The experience also grabbed the attention of thousands of fans throughout the day.

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Texas is talking about #NationalTequilaDay more than any other state. Might have to get in the #Patron zone tonight. tequiladaytracker.com

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