# Desarae Veit - Portfolio

# Contents

# Portfolio Website

## Building the Perfect Portfolio

A lot of thought was put into building the perfect portfolio in only a few days. I started off by sketching low-fidelity wireframes on 4 pieces of paper. These had the basic idea of where I wanted everything to sit. Next, I took a few more pieces of paper and quickly

made a list of criteria. I based a lot of my ideas on what I assumed should be in a great resume and how I would want to portray design to someone who is unfamiliar with user interface processes. After I made my own list, I googled keywords like, "tips for building design/ux/illustration portfolios" and "beautiful/clean/minimal design portfolios."

## Initial Goals and Future Enhancements

Above all I wanted the work to stand out and speak for itself, but I know the medium is just as important in telling any story. In my second set of sketches I included crazy ideas like a video tutorial, where I introduce myself and walk viewers through each of my favorite projects. I thought it would be fun to have a light and dark theme that switch using a moon or sun icon. Next to those, I could throw in another random icon that looked like a wizard's hat. That hat would transform my sterile minimalist design into a magical world that would make any Disney or Blizzard designer proud. It could dazzle with css parallax designs and hidden gems that are subtle but show creativity in a bold way. Those are probably unrealistic out-of-scope future enhancements, but where so fun to imagine that I dreamed about them that night.

I spent a substantial amount of time Googling inspiration from illustrator/photography portfolio sites and Disney movie websites. Mostly because I knew those sites would look especially creative and have nice, unique layouts for showcasing specific work. Too many corporate

## Building the Site

After my initial sketches I used my blog website as a template to setup this website using Blogspot as the content management system. I'd already spent over a year cleaning up the code from my blog and developing a lot of custom functionality. I also knew that a blog layout would not be ideal for a portfolio site. I do not need to show ads, cross-link book reviews that I'd received from sponsors, or try to promote anything. The goal of this site is to introduce myself, how I think, and my work. More-over, I hope that this website will show that I have a passion for design and creating user-friendly projects. So, I setup a new site using an old domain I already owned but had recently stopped using.

I knew my list of criteria for a portfolio site might not be complete, so I once again turned to Google. I made sure to create a complete list of what other designer's recommended including in a portfolio based on my goals.

One goal for this site is to show that I am familiar with the latest technology, coding best practices, and can customize functionality using HTML5/CSS3. So, I stayed up until the wee hours of the morning on day one cleaning up my original template. I deleted anything I didn't need. Blogger's out-of-the box code feels like (to me) a disorganized jumbled mess. So I integrated Bootstrap, removed most of Blogger's classes, and rearranged the code to go in order from header to footer (it wasn't that way to start with). Most of Blogger's themes are not responsive, accessibility friendly, or easy to read (the code). So, that is why I deleted everything and changed all the styles to Bootstrap's grid styles. My original design already was recoded to be responsive, but not clean enough and I really want this site to shine.

## Challenges

I ran into a number of road blocks while recoding the site. A few elements of blogger like to re-add themselves, this was a minor speed bump. I also had some issue adding links to custom code, especially jQuery/Javascript - to get past this I rewrote anything I could as CSS and the rest I uploaded to Github and used a link to the raw files as linkable code files.

## User Acceptance Testing/Feedback

Once my initial rough draft was built, I asked a number of close friends and family to review the site. My test group came from a diverse background with varying levels of technology savvy and familiarity with software development (most are novices but many have heard me excitedly prattle on about technology for years). I sent each person a short introduction to the site and asked for their feedback.
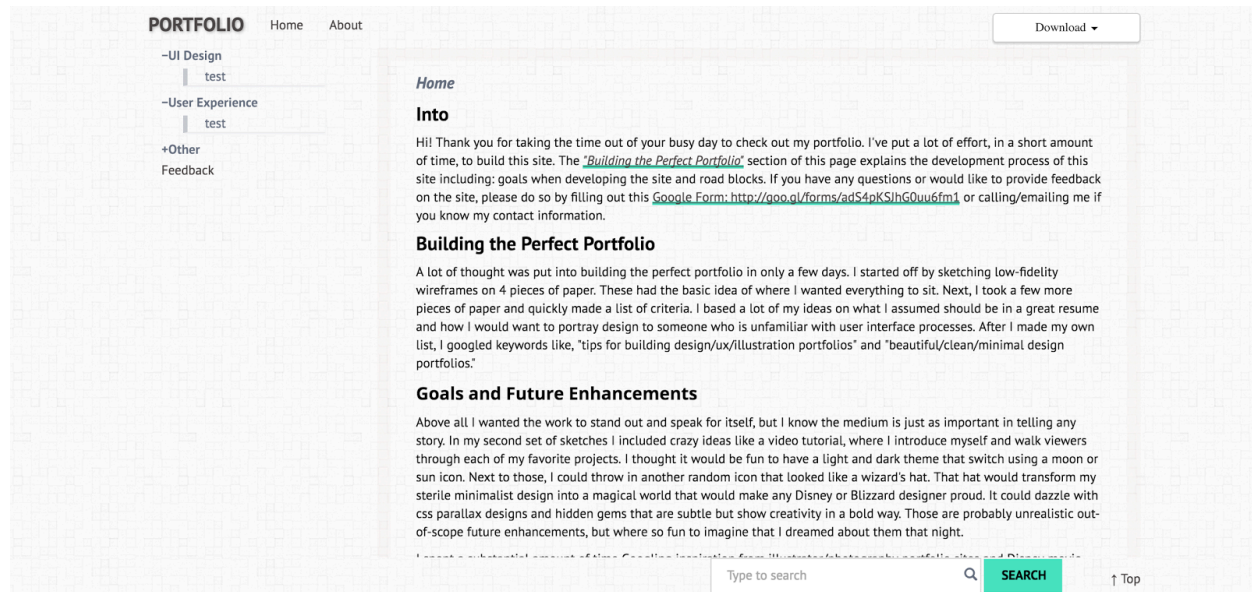
High-Fidelity Prototype - Version One

After my interviewees responded I slowly revealed my goals, careful to try not to integrate any response bias into the survey/interview. I recorded feedback in my notes, being sure to note when people had similar responses. I noted, that many people related their ideas to what they had seen other sites do (like corporate sites) and often wanted the feeling of robust data to clutter their screen. One user mentioned that there was a lot of white space (not their same words) and that they knew most sites filled that space with ads, so maybe I should find something to add to the empty spaces. I responded that my goal is to highlight my work, make it easy to notice how to navigate between portfolio items, and to have a place where the portfolio and my resume may be downloaded as PDFs. Adding anything that wasn't important to those goals would distract users, they agreed and we moved on to continue the feedback session.

# Finishing the Site

The next step is to integrate analytics to track issues, finish refining the design, get more feedback and revise/repeat. As I write this, the site is in the first draft phase, once I finish cleaning up the design I will note any ideas I do not have time for right now (to hopefully integrate them... someday). When I ask my friends (who are doubling as users and quality assurance) to review the site, I will send some of them a list of simple goals and ask them to provide feedback.

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# Choosing a Color Scheme

I received a lot of feedback that my color scheme was too plain, sterile, too simple, and even hospital like. I decided, based on that feedback, to change my original color scheme (mostly white, gray, and a vibrant teal) and integrate more color. My new color scheme is based on a picture of my favorite super hero.

Many bootstrap features, like color, are not accessibility friendly or 508 compliant out-of-the-box. So, I updated colors for things like messages. The colors where tested using WebAim's color contrast checker.

# Example: Accessibility & CSS Code

The difference in the pictures below may seem subtle, but for anyone with color blindness it can make a huge difference.

# Before

**Heads up!** Even though this site is built with responsive design in mind, many super cool features are hidden on screen sizes under 1180px.

# CSS

.alert-danger, .alert-error { color: #b94a48; background-color: #f2dede; border-color: #eed3d7; }

# Color Contrast Checker

Home > Resources > Color Contrast Checker

Foreground color: # b94a48          lighten | darken

Background color: # f2dede          lighten | darken

Contrast Ratio: **3.94:1**

## Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

Sample: I am normal text

## Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

Sample: **I am large text**

**After**

**Heads up!** Even though this site is built with responsive design in mind, many super cool features are hidden on screen sizes under 1180px.

# CSS

.alert-danger { color: #9C0705; background-color: #FFEAEA; border-color: #ebccd1; }

## Color Contrast Checker

Home > Resources > Color Contrast Checker

Foreground color: # 9c0705          lighten | darken

Background color: # ffeaea          lighten | darken

Contrast Ratio: **7.44:1**

### Normal Text

WCAG AA: **Pass**
WCAG AAA: **Pass**
Sample: I am normal text

### Large Text

WCAG AA: **Pass**
WCAG AAA: **Pass**
Sample: **I am large text**

# Final QA/Usability Testing

Things to keep in mind when reviewing this site:

- I do creative/technical work
- The site should show that I have leadership experience

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- I want to show my capabilities/formal training in:
    - user interface (UI including graphic design and front-end development), fine art, program management, user experience (UX including formal research/evaluations, technical writing, prototyping, wireframes, process planning, and usability testing), and SEO
- This site is built only for people who have requested to see my portfolio. The goal of the site is not to improve search engine optimization (SEO) to increase random visits from unknown users. This is also why my contact information is not provided. Anyone on the site should already be able to contact me.

## Would you like to help me improve this site?

This link (http://goo.gl/forms/adS4pKSJhG0uu6fm1) will take you to a Google Web Form. I've created a short survey, you can think of it like a scavenger hunt.

Let me know if you've seen any issues on the site and what you think of the content/layout. Example of the type of things to look for include:

- Spelling/grammar (it's not always my strong suit)
- Did you understand the concepts described?
- Did you like the projects I used in my portfolio (aesthetically)?
- Do you see anything on the website that might be irrelevant (please skim the things to keep in mind)?

# CDS Global, A Hearst Company

## Magento Site Migration

# Overview

In 2012, I began work at <u>CDS Global</u> as a contractor. CDS Global is a subsidiary of <u>Hearst,</u> a leader in the magazine industry. My initial contract was for six months but was extended twice and ended up as about a years worth of work. I also did additional freelance work for CDS Global multiple times after leaving my initial contract, while working for Buccaneer.

# Beginning the Contract

The goal for my contract was to migrate and build new sites for 150 webserv sites and move them onto a custom Magento application. Every magazine site needed a brand new CSS that matched the existing company's main website.

# Mid-Contract

Later in the contract, we also began developing email newsletter templates, promotional banners, and custom micro-sites with fresh new designs.

# Collaborating

Towards the end of the first project, I began working with another team (while maintaining my existing workload). On the other team, I developed blogs and helped manage the CDS Global corporate sites. I really enjoyed my time working with CDS Global and initially there was discussion of moving into a permanent role, but by the time an offer was made I had already moved onto a new position.

I made a lot of friends while at CDS Global, and still keep in touch with most.

References from this position available upon request.

# Skills and Tools

- Magento
- Eclipse
- Photoshop
- Illustrator
- HTML/CSS
- Wordpress
- Helped create an eBook and white papers
- Event Planning

# Gage

## About Working at Gage

Gage marketing was one of my first design jobs after college (it was 2007). Gage is a digital agency located in Minneapolis, MN. At Gage, I was lucky to work under Mike Kraabel. He was is still one of the best bosses I've ever had. Mike introduced me to the world of advertising agencies and bulk developing production art. We brainstormed in meetings and practiced forward thinking in a creative way on a daily basis.
I wish I had a picture of my office at Gage, because even that was cool (side tangent). One wall had a corkboard. The hallway wall was all glass and frequently used as a whiteboard. The back wall was a giant window facing a garden.
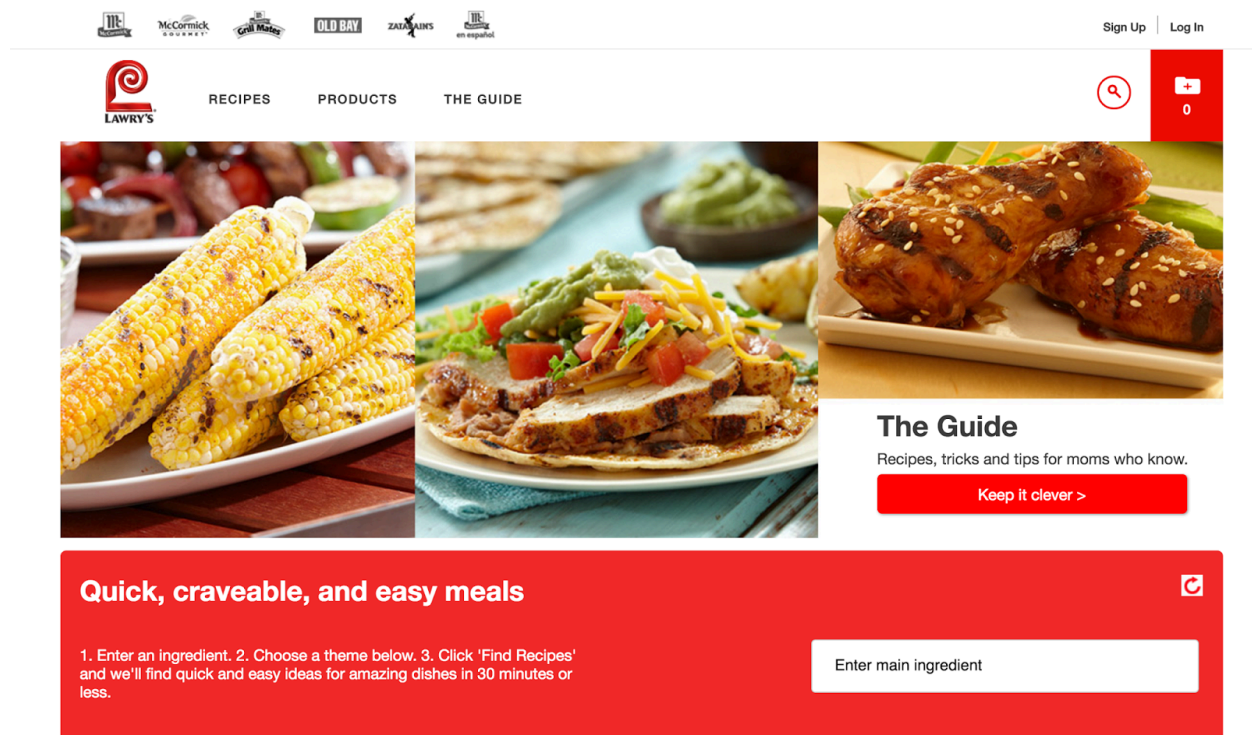


## Overview

Gage has a lot of big clients, that I'm sure you can find on their website www.Gage.com. My favorite project was working on Lawry'sseasoning salt. I bulk edited the production art (rounding corners, optimizing images, inserting text etc.) and helped develop some of the email newsletter templates. It was fun work and I still love seeing the (new then) product designs on the shelf.

I worked on a few other notable projects for companies like 3M and Best Buy. The projects had very exact (to the pixel) design standards and branding guidelines. Those projects where fun and interesting. They sparked an interest in technical writing and furthered my passion for organization. In fact, almost every project I work on has it's own print and digital folder with style guides, a pattern library, a vision document, and copies of various business requirements. PMP training in 2015 gave me even more ideas on how to stay organized when working on multi-million dollar sometimes international projects.

## Tools and Skills

- Flash
- Photoshop
- Illustrator
- Dreamweaver
- HTML/CSS
- Email Newsletters

Note: The image pictured is from the client's 2016 website not from the period of work.

# <u>Author Brian Rathbone</u>
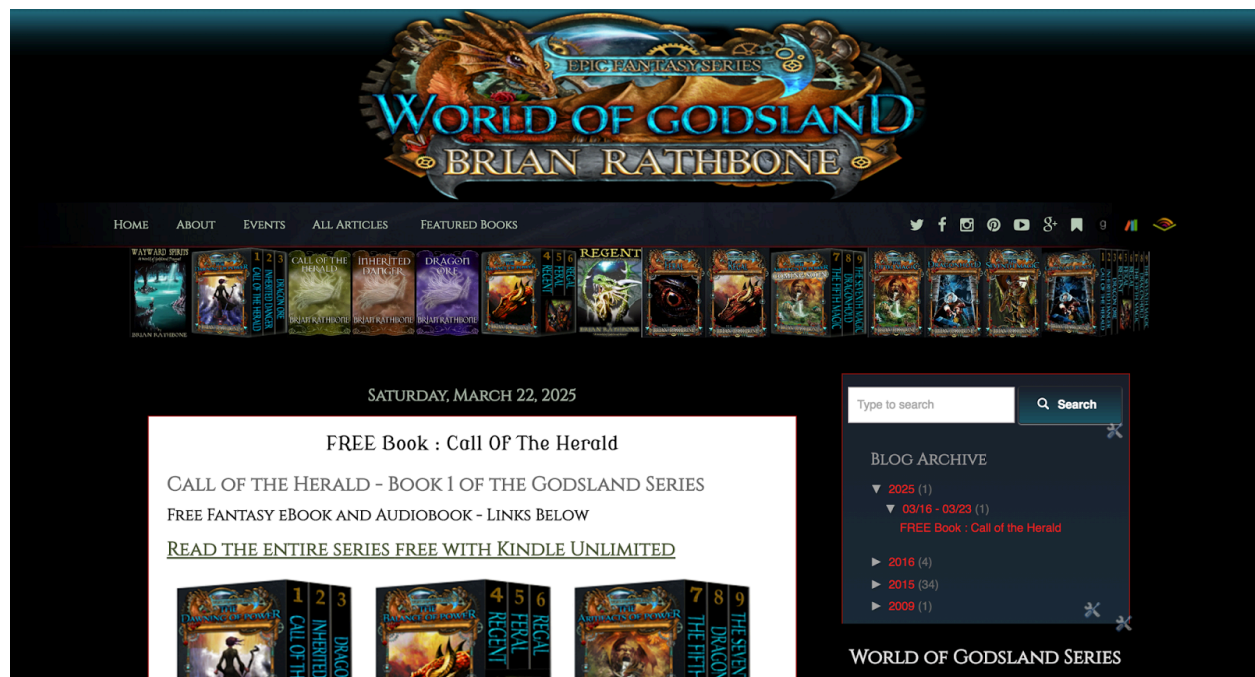
# Overview

I love books, funny jokes, and geeky things. It was probably only a matter of time before I met Brian, he is the best of all of those things. I'm not sure how, but we met on Twitter in 2014(?). After reading about 100 of his (hilarious) tweets about dragons, computers, and books; I figured I should checkout his website. The link to his blog that I found on his Twitter profile was very broken.
I messaged Brian with a screenshot of the issue and step-by-step details on how to fix a few of the problems. He thanked me and asked if I could help, so I fixed the problems and offered to build him a new website (for free). I loved his books and figured a quick blog (with little to no QA) would only take me a few days.
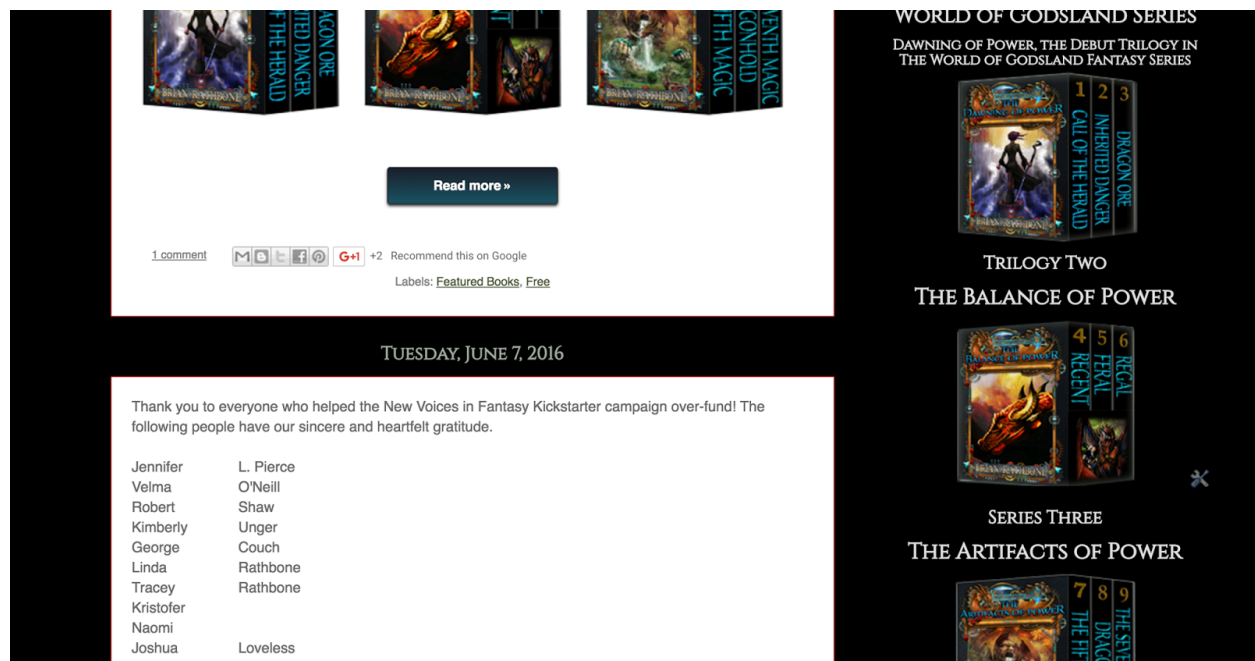


# Setting Goals

I used the header from his old site, but scrapped the rest of the design. I based the colors off of his books and tried to highlight his books and how to buy them. Secondary goals included adding links to the many places you can find Brian's books, show-casing interviews,

making it easy for him to add new pages (I used blogger so that was easy), and making it easy to contact Brian.

To streamline setup, I used my personal blog, DesaraeVeit.com, as a template for Brian's website. I had already put a lot of time into that site and improving the template. I looked for all of Brian's books and added them to the site, included lots of links, and even found some YouTube videos to create a couple of blog posts.
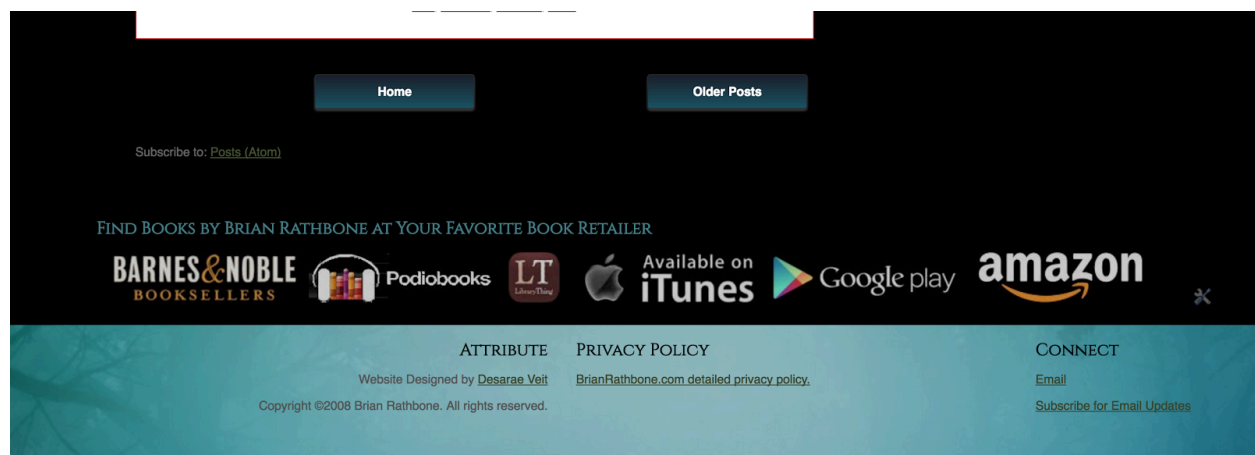


All in all the site only took a few days to create, Brian seems fairly happy with it and we stay in contact as Facebook/Twitter friends. He's even sent me a few books and referred me to more Indy authors who also have sent me free books to read/review.

## Tools

I used to use Drupal, Wordpress, or other content management systems (CMS) to setup websites for clients. They all have their goods and bads. I've started using Google's Blogger platform a lot more in the past three years because it doesn't have all the security issues

self-hosted Wordpress, Drupal, and Joomla sites have. If the website doesn't need to process payments it's a great way to blog and easy to customize. For more robust sites, I work with other platforms and my day job creates custom applications for government clients almost exclusively using JAVA.

# Style For Dignity
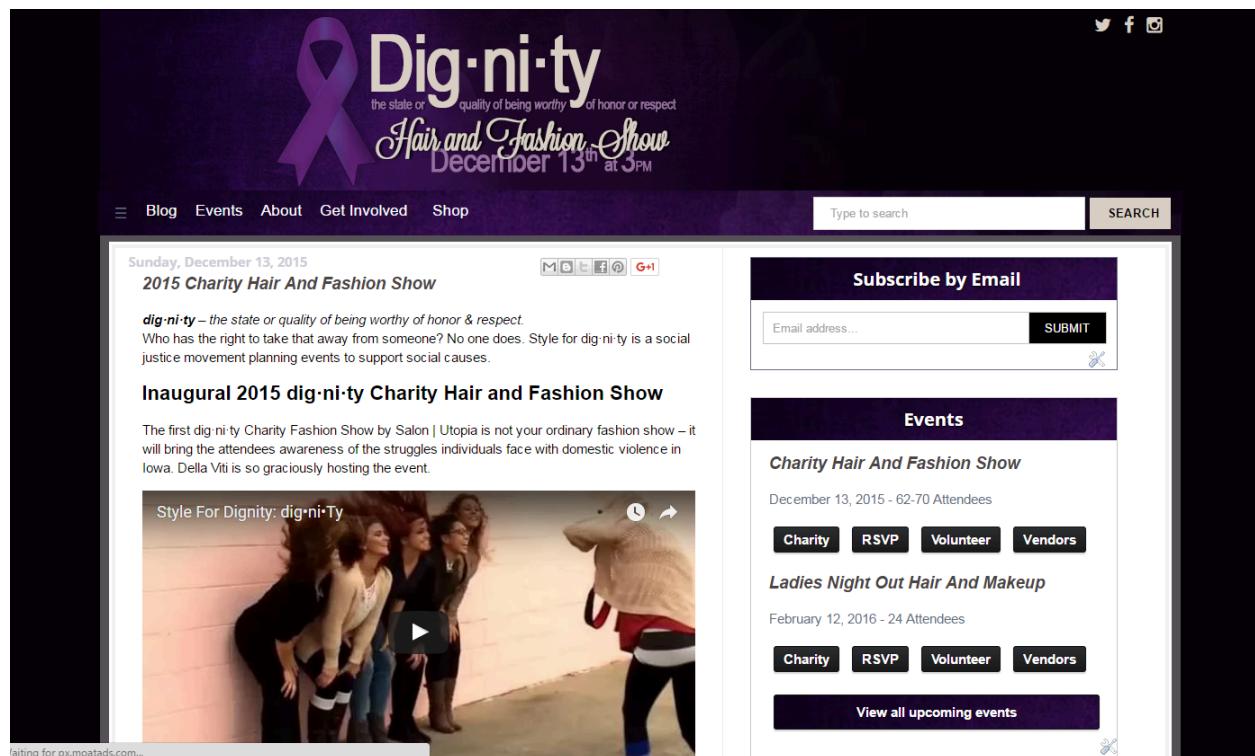


## Overview

Style for Dignity is a website built for dig·ni·ty events and fundraisers. The goal of the group is to raise funds and/or awareness for social justice issues. A list of the charitable entities and goals are listed on the website.

# Goals

I did the graphic design, event management, social media, and most of the vendor management for the first event. The event was hosted at Della Viti in downtown Des Moines and sold out in under a week. Attendance was low the first time, since the venue was small and the day-of the event we had bad weather. A list of sponsors, volunteers, and videos/photos from the event are available on the website.

# Tools and Skills

- Event Planning
- Vendor Management
- Recruitment
- Fundraising
- Print Design
- Banner Design
- Graphic Design
- Web Design
- Social Media Marketing
- PR

# Dr. Kulick

# Overview

I began working with Dr. Michael Kulick based on a referral from a former supervisor in 2007 and still consult for him from time to time.

Dr. Kulick is a board certified plastic surgeon in San Francisco, California. His site, when we first started working together, was expansive but disorganized. The original navigation was built on Flash with background music. The Flash-based navigation hindered his search engine-rankings and usability.

# Setting Goals

Based on our initial conversations, Dr. Kulick wanted a site redesign, to improve his website's overall traffic, and use the new website to attract more clients. We also set a few secondary goals like getting involved on social media, create a blog and an email newsletter. The secondary goals where set to improve content for his current clients so they could get a better feel for what plastic surgery was like before visiting the office. Fortunately, Dr. Kulick has a lot of content (over 1TB) of medical journals, patient before and afters, and other data that was just waiting for someone to organize it and create a story behind it.

## Tools/Skills

- Wordpress
- Hosting/Infrastructure management
- SEO
- Social Media
- Content Writing
- PR
- Project Management
- HTML/CSS
- PHP
- Google Analytics
- Google Webmaster Tools
- Google Optimizer (A/B Testing)

# <u>Downtown Resource Group</u>
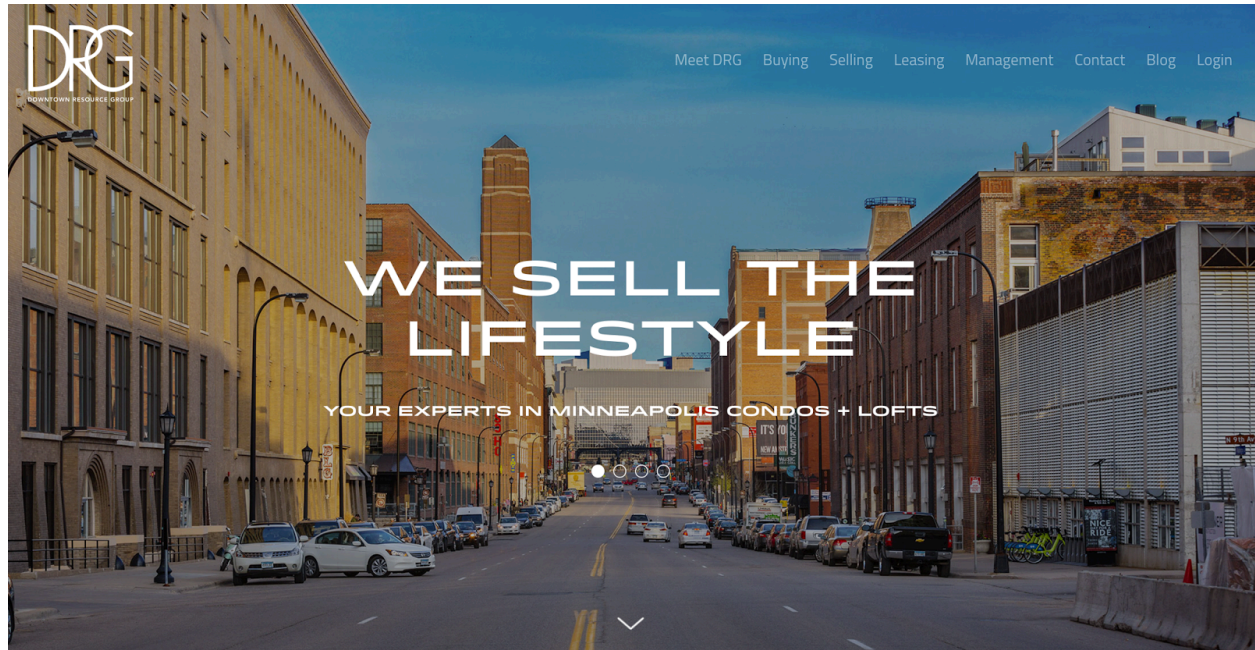
Client from 2008-2011

# Overview

For about two years I worked on contract with the Downtown Resource Group to help improve their search engine rankings. This included a plan to repurpose content, integrate social media (like Facebook and Twitter), as well as build micro-sites.

# Phase One: Planning

At the beginning of the project, I sat down with stakeholders to set expectations, discuss goals, and prepare a mutually agreed-upon contract.

# Phase Two: Research

The next step of the project was to determine how the site ranked, what the competition was doing, and create a plan to achieve long-term and short-term goals.

I researched the keywords the stakeholders requested, and did an analysis of the local market to determine recommendations for low hanging fruit and highly searched terms relative to their interests and demographics. This was done by determining if a keyword was highly searched for and how much competition the word or phrase had. If the keyword had lots of searches, it was probably a good term to try to compete for. The amount of competition determined if the keyword was a long-term or short-term goal. Lots of competition means that a keyword may take more time and effort to rank.

## Phase Three: Improving Content

Methods for improving the site's search included:

- Rewriting content to incorporate approved keywords
- Ensuring code was clean and well-organized
- Evaluating the navigational structure
- Analysing and synthesizing the data on an ongoing basis
- Integrating a PR campaign to improve backlink results
- Improving the company's social media strategy
- Integrating search-engine marketing (sponsored search)

*Note: The image pictured is from the client's 2016 website not from the period of work.*

# Digital Self-Portrait Painting



I drew this on an iPad, using my finger and a doodle app. At the time, I had bright red hair and wireframe glasses. It's a simple piece, but one of my favorite digital renderings.

I chose the faded black background to mimic early realism portraits. Most of those paintings either had one person faded into a dark background or an overly detailed setting in a room or landscape. The

symbolist influence, incorporated naturalistic violet and green tones. Since I used only my finger and basic RGB colors, I chose to stick with black and a purple edging. I assumed these colors would print out nicely, if I ever chose to move the art onto a printed canvas.

# **Photo: Strolling In Ireland**



This photo was taken in Dublin. I used Photoshop to brighten the colors and slightly blur the edges which gives the photo the appearance of a pastel painting.

I love traveling, especially in Europe. This particular trip was magical. It was my first time in Ireland and a surprise trip for my Dad to visit my younger brother, who has been living over seas for a decade.

The trip was approximately two or three weeks long with only a few days at the beginning and end of the holiday spent in Ireland. Each

day, I booked us in a new hotel. This was annoying and fun because we got to see different parts of the city and stay in places that would be too expensive to spend 5 days in (including a Castle!).

On this particular day, we where strolling around Trinity, like tourists and made our way to the shopping district, a few parks, and into a side neighborhood on our way to the Brazenhead (Dublin's oldest bar with lovely food, drinks, and live music). On our way, I snapped a few photos of building and the market. The woman in the photograph strolled out of a shop while I was taking photos and the scene was mostly accidental. I love the photo because it reminds me of that trip, the bright colors, beautiful music, and awesome people.

# **Large Abstract Painting**

<u>Painting is approximately 7' X 4'</u>

I first started this painting in 2008. It took over 6 months to complete the initial design. The art was intended to fill a space in my extremely tall stairway (my home at the time). When it was first painted, the hidden text also glowed in the dark (using a glow in the dark acrylic). I thought it was a cool addition to the piece, but my roommate at the time did not. So I painted over that portion of the artwork.

The colors perfectly match the design pallet I use in my current living room. I love blue and the yellow tones are very complimentary. Red and brown was added to ground the art work and give it a fiery/earthy feeling, much like the hidden word.

My favorite things about this painting are how the colors blend into one another. I also put a lot of additional effort to use varying methods to raise up the texture. The texture is hard to see second hand in photographs, but it adds depth and I think that quality makes the painting even more interesting in-person.

Abstract painting hung in my living room

## The Future

I've been meaning to fully paint the top and bottom sides of the canvas. The sides are thick and it is noticeable when hung sideways or in a tall space. I initially intentionally left them unpainted to force people (my roomate) to hang the painting vertically. The painting has

the world love hidden in the shapes and it is sideways if the artwork is hung horizontally.

# Book Reviews Blog



Out of all the topics I blog about, I write the most prolifically about books. I love to read/listen and probably average 3-30 books per month. Blogging about books started because I was already writing reviews on GoodReads, Shelfari, Amazon and Audible. One day, while talking to an author on Twitter I had an epiphany. I could use all the content that I'd already been creating and put it onto a site. This would make it easy for me and friends to find my reviews. Even better if one of those popular sites ever went down, I'd have my content saved. I also found it extremely frustrating that Audible doesn't allow users to edit their reviews, so this was a solution for that too.

## Challenge

This is a self-initiated project to share my love of books. I originally built DesaraeVeit.com as a catch-all blog for my hobbies and interests.

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Eventually the posts became so diverse the site began to appear cluttered and I was afraid users would not be able to find the topics they wanted.

As a side bonus, the more I blogged about various topics, the more I started to be contacted by people in those industry with offers to review their content. Sometimes publishers and authors send me books to review, for free, in exchange for honest reviews. You will notice on the site I rate books using starts and meta-data snippets. Even if I get a book for free, I mention that it is sponsored and am honest about whether or not I like it and why. Just because something isn't my cup of tea, doesn't mean another reader wouldn't connect to the book. In fact, sometimes I go back and re-read or listen to a title and love it later. So I make sure to explain why a book didn't fit my mood or was hard to complete.

## Solution

I decided to create individual sites for various topics.

## My Role

I custom designed and developed the website on BlogSpot. The site is based on a theme I created for DesaraeVeit.com but is extremely simplified. I also do the SEO, social media marketing, and writing. Most of the social media for my blogs are automated using tools like IFTTT. Some blogs have high monthly readership averages and others do not, but I don't spend a lot of time worrying about them becoming popular. I don't worry about it because I do not want to be famous and blog for my own enjoyment.

***Tools/Skills Used***

- IFTTT
- Google Analytics

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- Blogger
- SEO
- Blogging
- HTML/CSS
- GitHub
- http://codepen.io/
- Audible
- GoodReads
- Disquis
- Bootstrap
- Font-Awesome

# Code Sample

## HTML/CSS Toggle Button (No Need For JQuery)

Open individual toggle buttons using only HTML and CSS

## Challenge

While creating a website, I wanted an HTML only toggle button. I found a few examples of code on Codepin and other sites, but most requires the use of jQuery. That's fine but most of the jQuery solutions are not mobile-friendly.

## Example of jQuery from Bootstrap

```
$('.dropdown-toggle').dropdown()
```

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# Solution: Code Examples

## Visual Example 1

Click me 1

Click me 2

## Code Example 1

### *CSS*

```css
.post-body.entry-content a {
    text-decoration: underline;
}
.causecontainer div[class*="message"] {
    margin: -22px 0 13px 0;
    width: 104%;
    background:#181818;
    color:#FFF;
    width: 100%;
    padding: 20px;
    overflow: hidden;
    box-sizing: border-box;
    display: none;
}
div[class*="message"] h1 a, div[class*="message"] h2 a, div[class*="message"] h3 a,
div[class*="message"] a {
    color: #fff !important;
}
[id*="toggle"] {
    visibility: hidden;
    appearance:none;
    cursor:pointer;
    left:-100%;
    top:-100%;
}
[id*="toggle"] + label {
    cursor:pointer;
}
```

```css
    color: #FFF;
    line-height:20px;
    font-size:12px;
    text-align: left;
    -webkit-font-smoothing: antialiased;
    cursor: pointer;
    margin:20px 50px;
    transition:all 500ms ease;
}
[id*="toggle"] + label div {
    background: #26ae90;
    padding: 8px 10px;
    transition:all 500ms ease;
    border-radius: 3px;
    width: 100%;
}
[id*="toggle"] + label div:after {
    content:"Open";
    text-align: right;
    float: right;
    color: #2B0B46;
    font-weight: bold;
    padding: 0px 25px 0px 0px;
}
[id*="toggle"]:checked + label div:after {
    content:"Close";
    text-align: right;
    float: right;
    color: rgba(255, 0, 0, 0.72);
    font-weight: bold;
    padding: 0px 25px 0px 0px;
}
.container {
    transition: margin 300ms cubic-bezier(0.17, 0.04, 0.03, 0.94);
    padding:5em 3em;
}
[id*="toggle"]:checked ~ .message {
    display: block;
}
[id*="toggle"]:checked ~ .container {
    display: none;
}
[id*="toggle"]:checked + label {
    background:#dd6149;
}
.causecontainer {
    padding: 0px !important;
    margin: -34px 0 -20px 0 !important;
```

```
    width: 100%;
    position: relative;
    overflow: hidden;
}
```

## HTML

Note in the code that the class clearfix is used in a div before and after the toggle buttons because of the margin correction. This could be improved. Also everytime you create a new toggle button, anything named toggle needs to be unique (ie. for="toggle6" name="toggle6" id="toggle6").

```html
<H2>Header</h2>
<div class="clearfix"> </div>
<div class="causecontainer">
<input type="checkbox" name="toggle6" id="toggle6" />
<label for="toggle6"><div>Click me 1</div></label>
<div class="message">
<h1>Add a message</h1>
<p></p>
</div>
</div>

<div class="causecontainer">
<input type="checkbox" name="toggle9" id="toggle9" />
<label for="toggle9"><div>Click me 2</div></label>
<div class="message">
<h1>Add a message</h1>
<p></p>
</div>
</div>
<div class="clearfix"> </div>
```

## Visual Example 2

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Click me 2

# Code Example 2

## *CSS*

```css
.toggle-wrapper {
    position: relative;
    overflow: hidden;
    transition: margin 300ms cubic-bezier(0.17, 0.04, 0.03, 0.94);
}
.toggle-wrapper div[class*="toggle-inside"] {
  /* margin: -22px 0 13px 0;*/
    overflow: hidden;
    box-sizing: border-box;
    display: none;
}
.container {
    transition: margin 300ms cubic-bezier(0.17, 0.04, 0.03, 0.94);
    padding:5em 3em;
}
[id*="toggle"] {
    visibility: hidden;
    appearance:none;
    cursor:pointer;
    left:-100%;
    top:-100%;
}
[id*="toggle"] + label {
    cursor:pointer;
    text-align: left;
    -webkit-font-smoothing: antialiased;
    cursor: pointer;
    margin:20px 50px;
    transition:all 500ms ease;
}
[id*="toggle"] + label div {
    transition:all 500ms ease;
}
[id*="toggle"] + label div:after {
```

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```css
    content:"Open";
    text-align: right;
    float: right;
}
[id*="toggle"]:checked + label div:after {
    content:"Close";
    text-align: right;
    float: right;
}


[id*="toggle"]:checked ~ .toggle-inside {
    display: block;
}
[id*="toggle"]:checked ~ .container {
    display: none;
}
```

## *HTML*

```html
<div class="toggle-wrapper">
<input type="checkbox" name="toggleEXAMPLE" id="toggleEXAMPLE" />
<label for="toggleEXAMPLE"><div>Click me 2</div></label>
<div class="toggle-inside">
<h1>Add a message</h1>
<p></p>
</div>
</div>
<div class="clearfix"> </div>
```