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## **Ashley Moulton Work Sample**

### **Nomster Chef Website Interaction Flow**

#### **Audience**

Kids and adults who visit nomsterchef.com

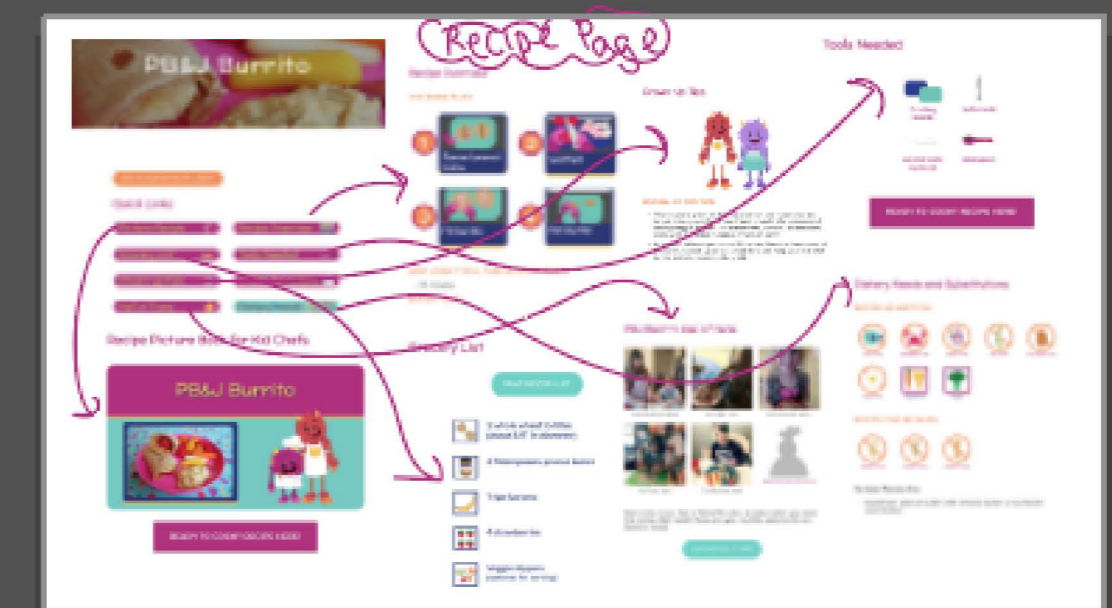
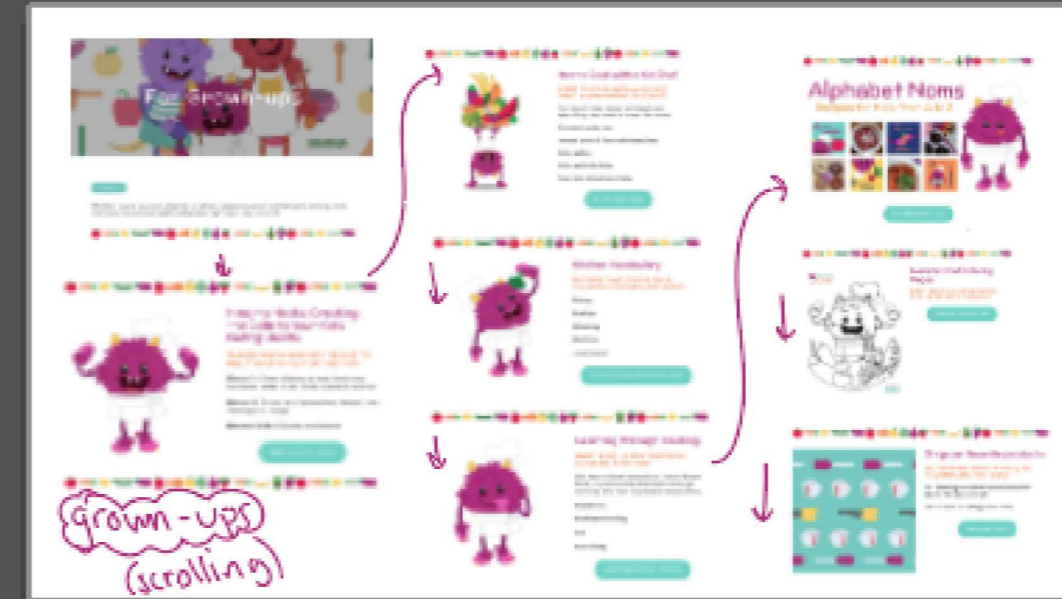
#### **What this is**

Website Interaction Flow

#### **What I did**

Designed user experience, built interface using Squarespace framework, and designed graphical elements in Illustrator.

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# Main Pages



## Cook with kids during school closures

Nomster Chef wants to help your family cook and nom healthy food together during this crazy time.

Check out our free resources:

[Picture Book Recipes for kids](#)

[More recipes on our blog](#)

[Resources for Grown-ups](#)

Sign up for our newsletter, where we'll be highlighting some of our best recipes while we're all spending more time at home.

[SIGN UP FOR OUR NEWSLETTER](#) [ENTER WEBSITE](#)

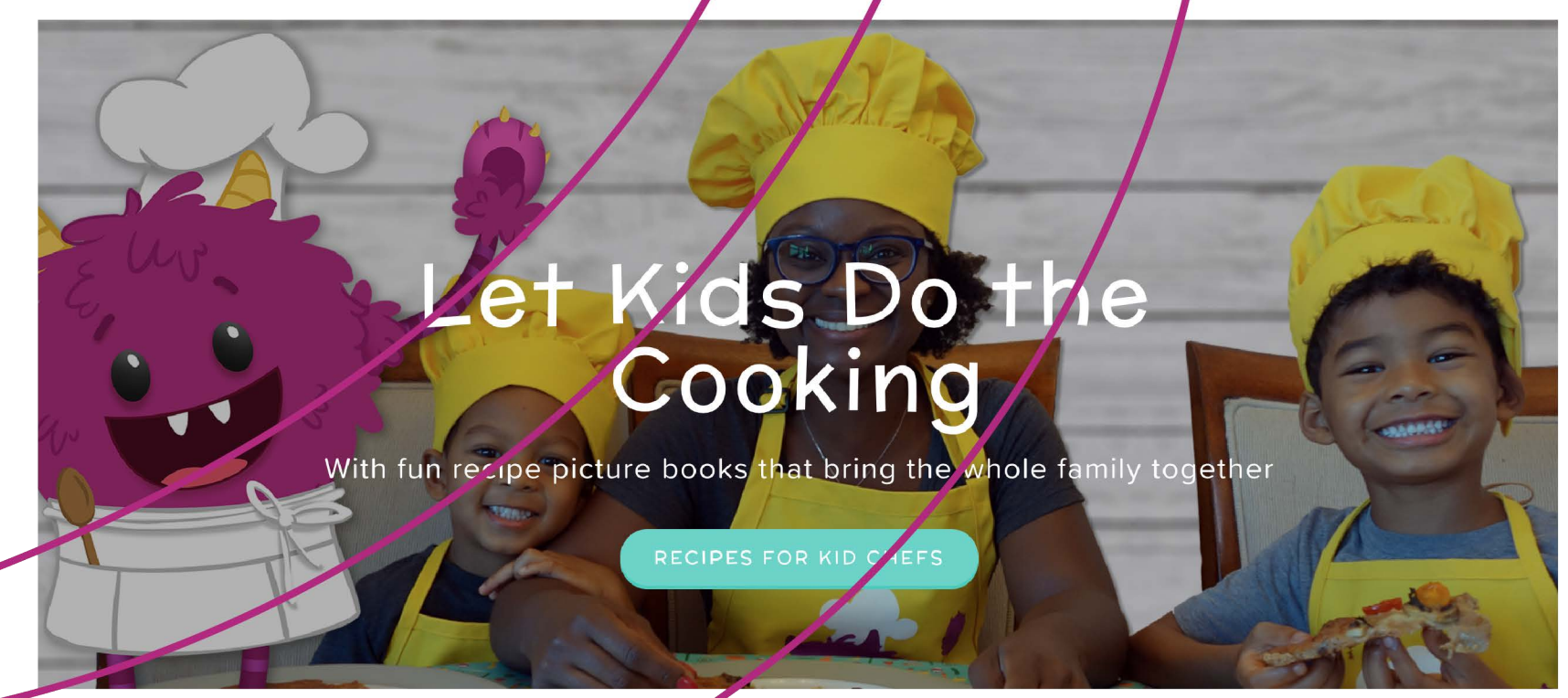


- HOME
- BLOG
- VIDEOS
- FOR GROWN-UPS
- COOKBOOKS
- RECIPES FOR KIDS**

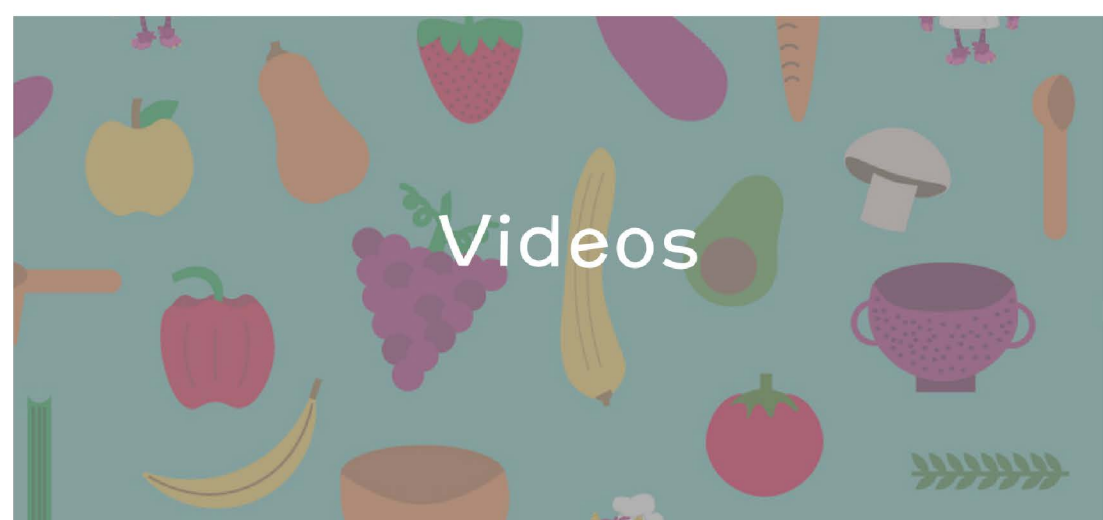
Our recipes are free (but running a web site isn't). Donate [here](#) to keep us running.



- HOME
- BLOG
- VIDEOS
- FOR GROWN-UPS
- COOKBOOKS
- RECIPES FOR KIDS**



- Blog Recipes by Topic
- Learning Through Cooking
  - Kitchen Vocabulary
  - Easter Recipes
  - Breakfast Recipes
  - Snack Recipes
  - Dinner Recipes

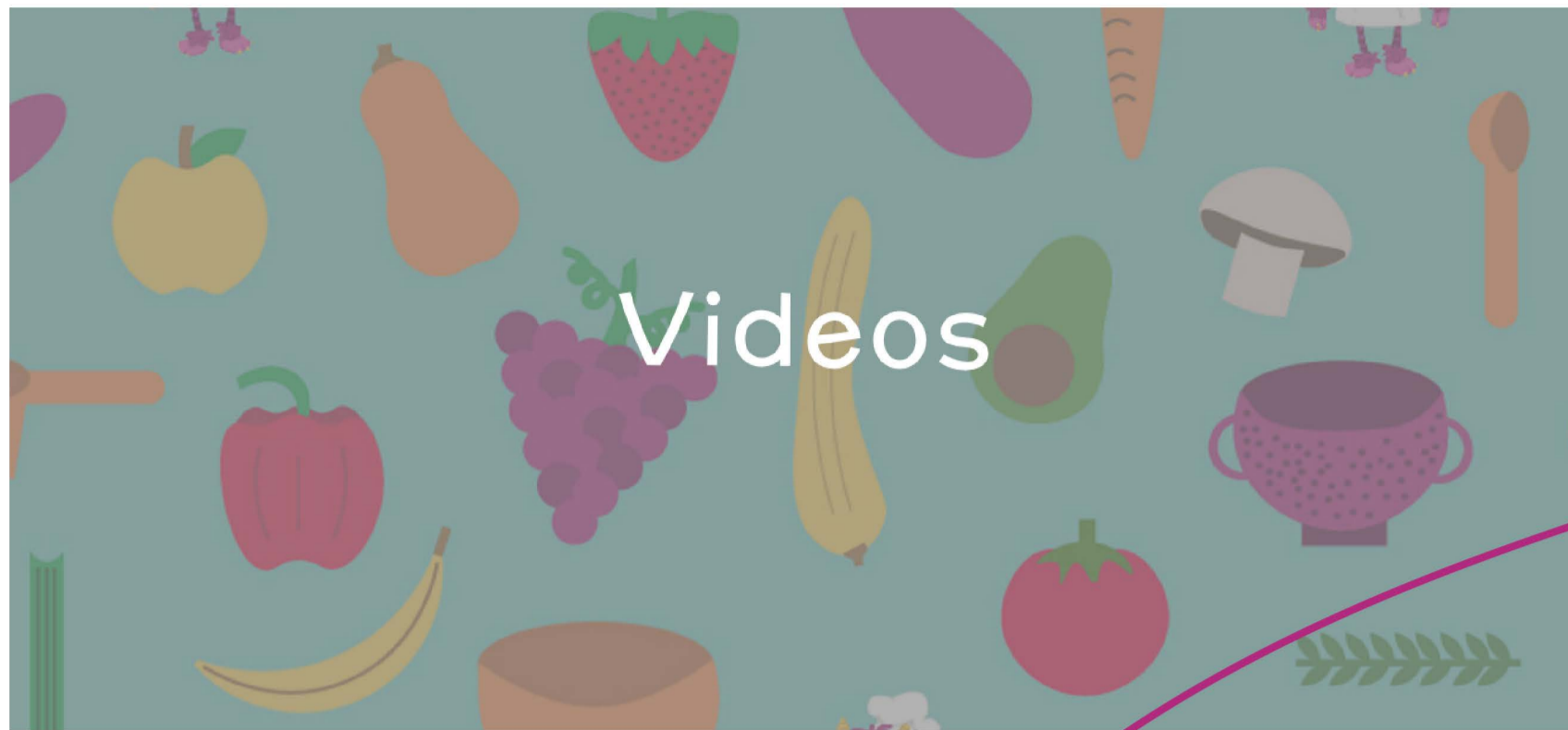


- Video Recipes
- Kid Chef Videos
- How Does It Grow?



Whether you're a parent, teacher, or other awesome grown-up that wants to help a kid chef learn to cook and eat healthy food, we've got you covered!





Videos

Video Recipes

Kid Chef Videos

How Does It Grow?



## Video Recipes

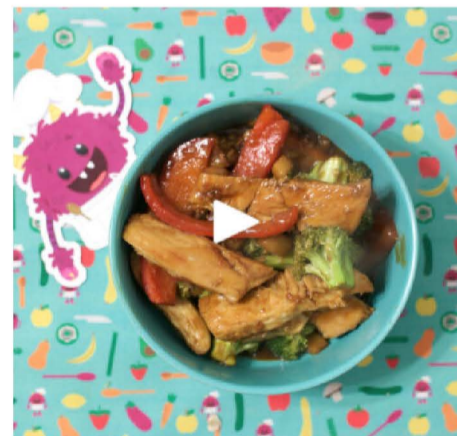
RECIPE VIDEOS FOR KIDS (AND GROWN-UPS!)



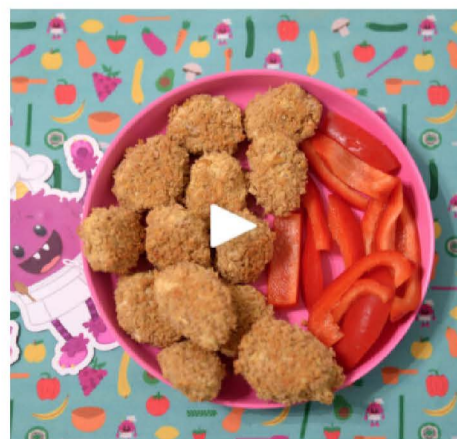
Happy Hummus Recipe



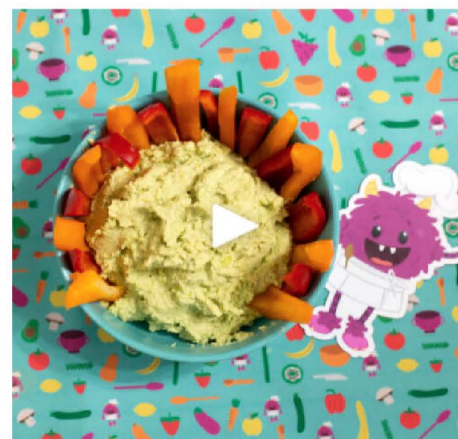
Great Green Guacamole



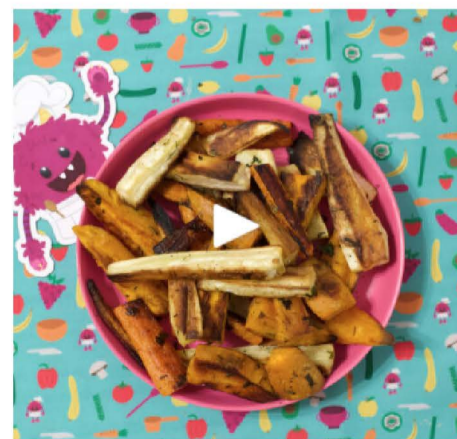
'Marinated' Chicken Stir Fry



'Pulsing' Chickpea Nuggets



'Mincing' Cloves for Edamame Garlic Dip



'Peeled' Veggie Fries



## Kid Chef Videos

WATCH REAL KIDS COOKING NOMSTER CHEF RECIPES

### Applesauce and Banana Pumpkin Pancakes

Live broadcast with Andrea from [Dabbling Chef](#)



## How Does It Grow?

LEARN ABOUT INGREDIENTS

These "How Does it Grow" videos are courtesy of our friends at [True Food TV](#)



GARLIC | How Does it Grow?



CHICKPEA | How Does it Grow? (Garbanz...



CAULIFLOWER | How Does it Grow?



APPLE | How Does it Grow?



POTATO | How Does it Grow?



AVOCADO | How Does it Grow?



# For Grown-ups

DONATE

Whether you're a parent, teacher, or other awesome grown-up that wants to help a kid chef learn to cook and eat healthy food, we've got you covered!



## Healthy Hacks: Cracking the Code to Your Kid's Eating Habits

10 RESEARCH-BACKED TRICKS TO HELP YOUR CHILD EAT BETTER

**Hack #1:** Keep offering a new food over and over, even if the child rejects it at first

**Hack #2:** Treats are "sometimes foods", not "forbidden" foods

**Hacks #3-10:** Click to read more!

READ HEALTHY HACKS



grown-ups  
(scrolling)



## How to Cook with a Kid Chef

WANT TO COOK WITH A KID BUT DON'T KNOW WHERE TO START?

Our 5-part video series will teach you everything you need to know. We cover:

- Why cook with kids
- How to make it fun and stress-free
- Knife safety
- Knife skills for kids
- Oven and stovetop safety

WATCH VIDEO SERIES



## Kitchen Vocabulary

RECIPES THAT FOCUS ON A CULINARY VOCABULARY WORD

- Dicing
- Grating
- Whisking
- Mashing
- ...and more!

KITCHEN VOCABULARY RECIPES HERE



## Learning through Cooking

WHAT KIDS LEARN THROUGH COOKING AND HOW

Our educational consultant, Jamie Krenn PhD., explains what kids learn through cooking and how to practice those skills.

- Fractions
- Problem Solving
- Art
- Creativity

LEARNING THROUGH COOKING



# Alphabet Noms

Recipes for Kids from A to Z



ALPHABET RECIPES HERE



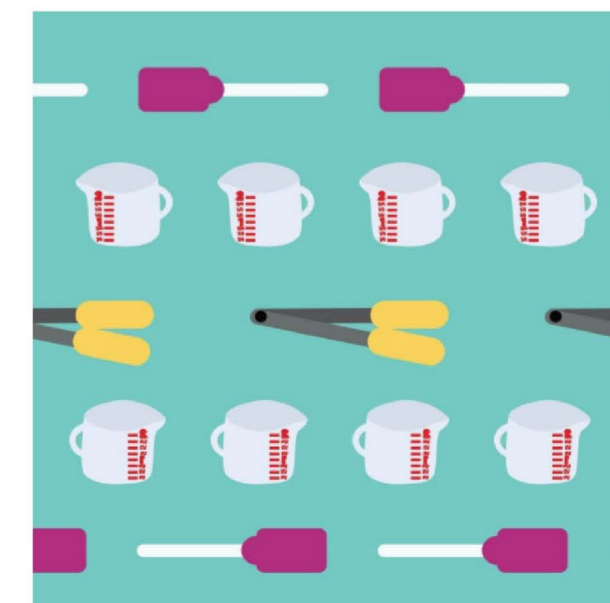
Nomster Chef



## Nomster Chef Coloring Pages

PRINTABLE COLORING PAGES FEATURING NATE NOMSTER

DOWNLOAD AND PRINT HERE



## Shop our favorite products

WONDERING WHAT KNIVES WE RECOMMEND FOR KIDS?

Or cooking tools? Or cookbooks? Or books for educators?

Check out our shoppable links.

SHOP OUR FAVES

# The Nomster Recipe Library

Illustrated recipe picture books that get kid chefs excited about cooking













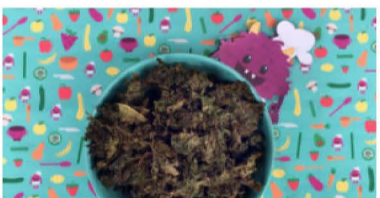

Search for a recipe below to cook with its free recipe picture book

Dietary Needs

- Breakfast
- Snack
- Dinner
- Dessert
- Holiday
- All recipes

Recipe Library

## All Recipes

 PB&J BURRITO	 LOADED SWEET POTATO NACHOS	 MEXICAN HOT COCOA	 PECAN CHOCOLATE CHUNK COOKIES
 MINTY CHOCOLATE DATE BALLS	 CHOCOLATE CHIP ZUCCHINI BANANA BREAD	 ALMOND PESTO GREEN BEANS AND MUSHROOMS	 MUMMY CAULIFLOWER MINI PIZZAS
			



## Sort by Dietary Need



 Dairy-Free	 Egg-Free	 Peanut-Free	 Tree Nut-Free	 Soy-Free	 Fish-Free
 Shellfish-Free	 Wheat-Free	 Gluten-Free	 Vegetarian	 Vegan	

Looking for more? Head to our [blog](#) and type your dietary need into the search bar.

[BACK TO NOMSTER RECIPE LIBRARY](#)

### Quick Links

- [Picture Recipe](#)
- [Recipe Overview](#)
- [Grocery List](#)
- [Tools Needed](#)
- [Grown-up Tips](#)
- [Videos for Kiddos](#)
- [Hall of Fame](#)
- [Dietary Needs](#)

 PB&J BURRITO 15 minutes   Serves 2-4 These "burritos" only have 4 ingredients and are a simple snack that even the youngest chefs can cook! They also are lunchbox friendly and make a great lunch when	 LOADED SWEET POTATO NACHOS 60 minutes total   Serves 4-6 as a snack or 2-4 as a meal We think this recipe will be awesome for family movie night, watching a game, or
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# PB&J Burrito

# Recipe Page

## Recipe Overview

### THE GAME PLAN

- Spread peanut butter
- Cut fruit
- Fill burrito
- Roll burrito

## Grown-Up Tips



### GROWN-UP PRO TIPS

- This recipe is great by itself as a snack, but it can also be turned into a great lunchbox-friendly lunch! We recommend adding veggie dippers like cucumbers, carrots, or tomatoes, along with a dip like hummus or yogurt ranch.
- As written, this recipe makes 2 burritos. Need to feed more of a crowd? Just set up an assembly line and help your kid chef do the math to increase the yield.

## Tools Needed



2 cutting boards



butter knife



kid chef knife (optional)



Tablespoon

READY TO COOK? RECIPE HERE!

BACK TO NOMSTER RECIPE LIBRARY

## Quick Links

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Hall of Fame

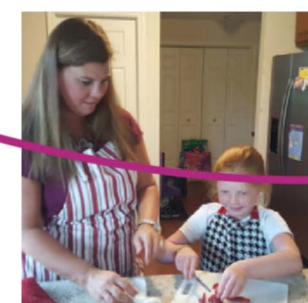
Dietary Needs

### HOW LONG IT WILL TAKE WITH KID CHEFS

• 15 minutes

### RECIPE YIELD

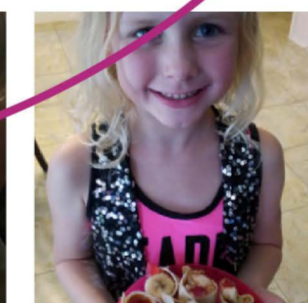
## PBJ Burrito Hall of Fame



Chef Cassandra, Age 8



Chef Lydia, Age 2



Chef Savannah, Age 6



Chef Shea, Age 4



Chef Zachary, Age 4



Submit Your Photo To Go Here!

Want to be in our Hall of Fame? Send us a picture after you make this recipe. We'll post it here, and you could be selected to win Nomster swag!

JOIN THE HALL OF FAME

## Recipe Picture Book for Kid Chefs



# PB&J Burrito

READY TO COOK? RECIPE HERE!

## Grocery List

PRINT GROCERY LIST

- 2 whole wheat tortillas (about 8.5" in diameter)
- 4 Tablespoons peanut butter
- 1 ripe banana
- 4 strawberries
- Veggie dippers (optional, for serving)

## Dietary Needs and Substitutions

### RECIPE AS WRITTEN



### RECIPE CAN BE MADE



### To make Peanut-free

- Substitute peanut butter with almond butter or sunflower seed butter.

# The Adventures in Nomming Blog

For grown-ups who want to help their littles learn to cook and love eating healthy food

DONATE

## Blog Recipes by Topic



## Search the Blog

You can search by type of recipe, ingredients, and dietary needs (gluten free, peanut free, vegetarian, etc.)

Sort by category ▾

## Most Recent Blog Posts



### EARTH DAY SNACKTIVITY: CHOCOLATE AVOCADO PUDDING WITH BROCCOLI TREE

This Earth Day Snacktivity is simple, delicious, and adorable! (a snacktivity is a snack that's also an activity!). Make a avocado chocolate pudding in the blender for the earth, crumble chocolate graham crackers for the dirt, and stick a broccoli on top for the tree. Celebrate Earth Day with this easy and fun recipe for kids!

[Read More →](#)

Dessert Recipes, Holiday Recipes, Quick and Easy Recipes, Snack Recipes



### EARTH DAY RAINBOW CARROT PEEL CHIPS

Happy Earth Day! On Earth Day we should always think about what we can do to help our planet. When we cook, a lot of food gets thrown out and that hurts the environment! That won't happen with our special Earth Day recipe: Earth Day Rainbow Carrot Peel Chips! Earth Day Rainbow Carrot Peel Chips are a easy Earth Day dish that uses every part of the carrot, so there's no leftover waste. It can even be a healthy new part of lunch or snack time!

[Read More →](#)



### HEALTHY EASTER TREAT FOR KIDS: YOGURT-DIPPED STRAWBERRY "EASTER EGGS"

This week we'll be featuring 3 healthy Easter treats for kids in advance of Sunday's egg-stravaganza. These yogurt-dipped strawberry "easter eggs" are delicious, healthy, and Instagram-worthy. Now let's hop to it!

[Read More →](#)

## Featured Blog Recipes

- LEARNING THROUGH COOKING
- SUMMER RECIPES
- SNACK RECIPES
- FALL RECIPES
- CHRISTMAS RECIPES
- KITCHEN VOCABULARY
- QUICK AND EASY RECIPES
- BREAKFAST RECIPES
- DINNER RECIPES
- DESSERT RECIPES
- EASTER RECIPES
- HOLIDAY RECIPES



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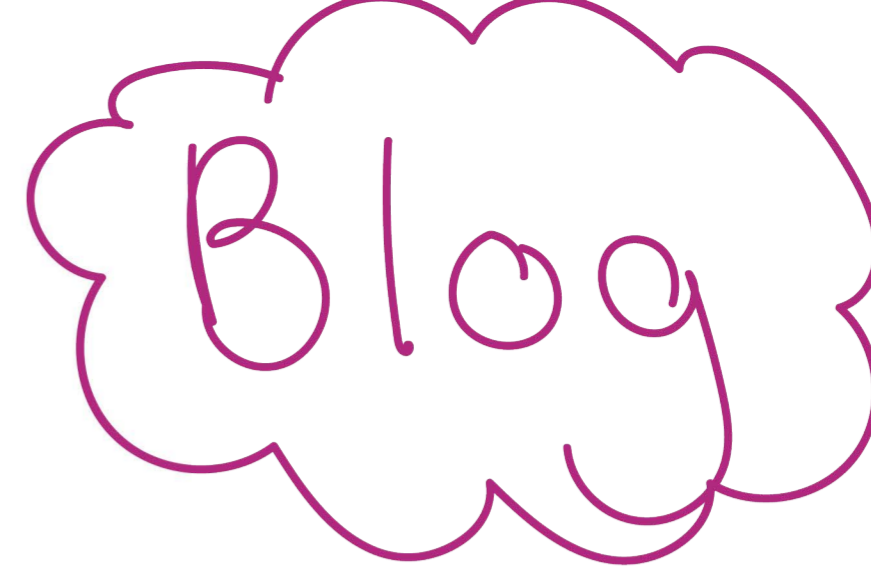
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### HEALTHY EASTER TREAT FOR KIDS: EASTER YOGURT



### LET'S PARTY! KIDS COOKBOOK RECIPE: TINY



# Earth Day Rainbow Carrot Peel Chips

## Fun recipe for kid chefs



Happy Earth Day! On Earth Day we should always think about what we can do to help our planet. When we cook, a lot of food gets thrown out and that hurts the environment! That won't happen with our special Earth Day recipe: Earth Day Rainbow Carrot Peel Chips! Earth Day Rainbow Carrot Peel Chips are a easy Earth Day dish that uses every part of the carrot, so there's no leftover waste. It can even be a healthy new part of lunch or snack time!

## Earth Day Rainbow Carrot Peel Chips

Prep Time: 15 minutes | Cook Time: 10 minutes | Total time: 25 minutes

Inspired By [Amazing Waste](#)

