

Recent work

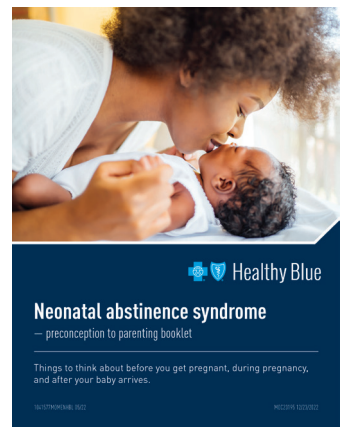
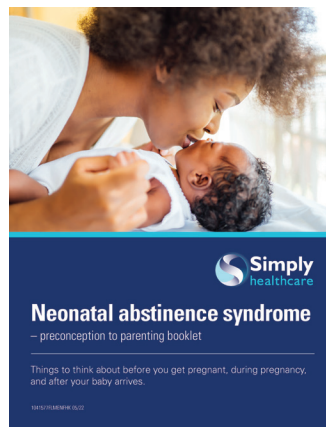
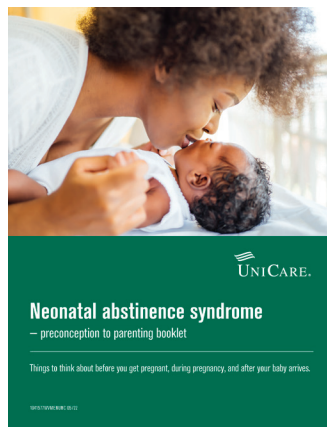
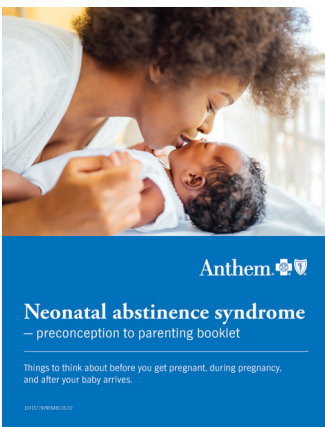
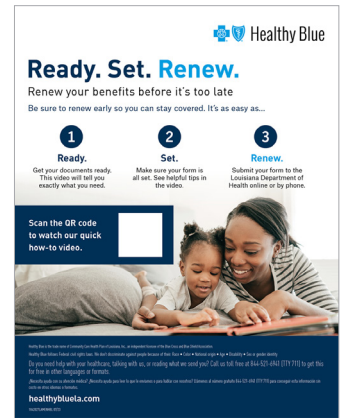
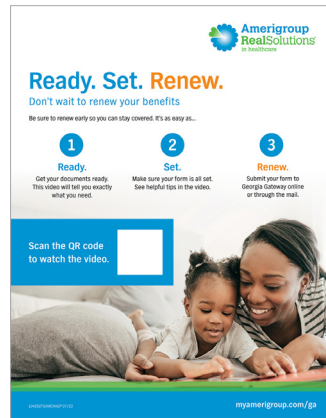
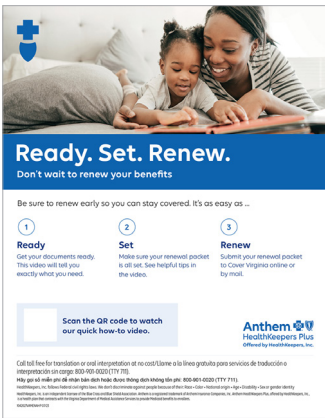


Dollar Tree Stores — Product Q&C Manual for an internal team that was very pleased to receive it.



Covers for online circular Back to School ad, social media imagery for shipping campaign.

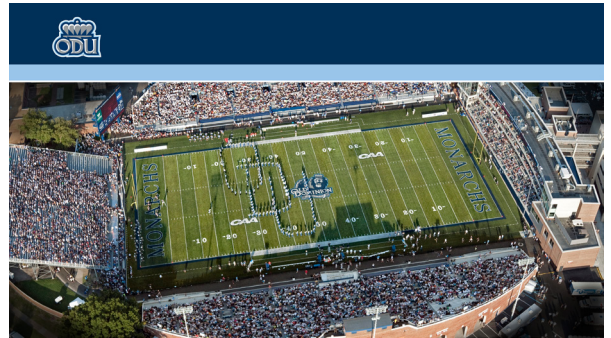
Previous work



Elevance Health/Anthem, Inc. — After the “Blue Brand” (Anthem in the name, Anthem branding) template had been finalized for a deliverable, I would prepare versions for the different markets/brands in the Elevance group. Above are examples of web banners and posters for a retention campaign, and covers for a neonatal brochure prepared for various markets.



Elevance Health/Anthem, Inc. — “This is Medicaid” web banners for various markets.



Old Dominion University — In 2021 while working with the Undergraduate Admissions team at ODU, I created various deliverables for prospective and new students and their families, including phone and desktop wallpapers, web banners, social media images, and other items such as buttons for the campus ambassadors.

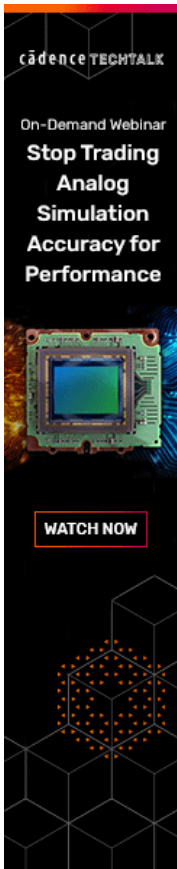




Cadence — As well as producing collateral, imagery for social media posts and email blasts, presentations, and diagrams for blog and other materials on a daily basis, in late 2019 and early 2020 I worked with the rest of the Creative team on a rebrand. I produced the interim and final Brand Guidelines based on the original rough PDF provided by an outside agency, incorporating the evolving Brand elements along the way. I also worked to secure a very competitive bid for printing the guidelines from one of several vendors we work with as well as checking with several others.



Online Support badges — I worked with the Online Support team and our Brand Director to produce a set of badges for the various levels of Online Support achievement. This project has several iterations and involved a good deal of communication with the Support and Training team to make sure we provided something that worked for them and was within brand.



Cadence webinar banner ads — I produced this series of banner ads to promote a Cadence webinar using the product imagery for the tool being presented in the webinar.



Cadence print ad — I produced this ad for Cadence's APAC regional offices.



Cloudera — As well as producing collateral, presentations, and diagrams for blog and other materials, I have designed a one-off trade show booth for Cloudera’s Strata+Hadoop World Singapore presence in 2015, and cocktail and wine signs, postcards, and other materials for other Cloudera S+HW shows.



Photo Scavenger Hunt

HOW TO PLAY:

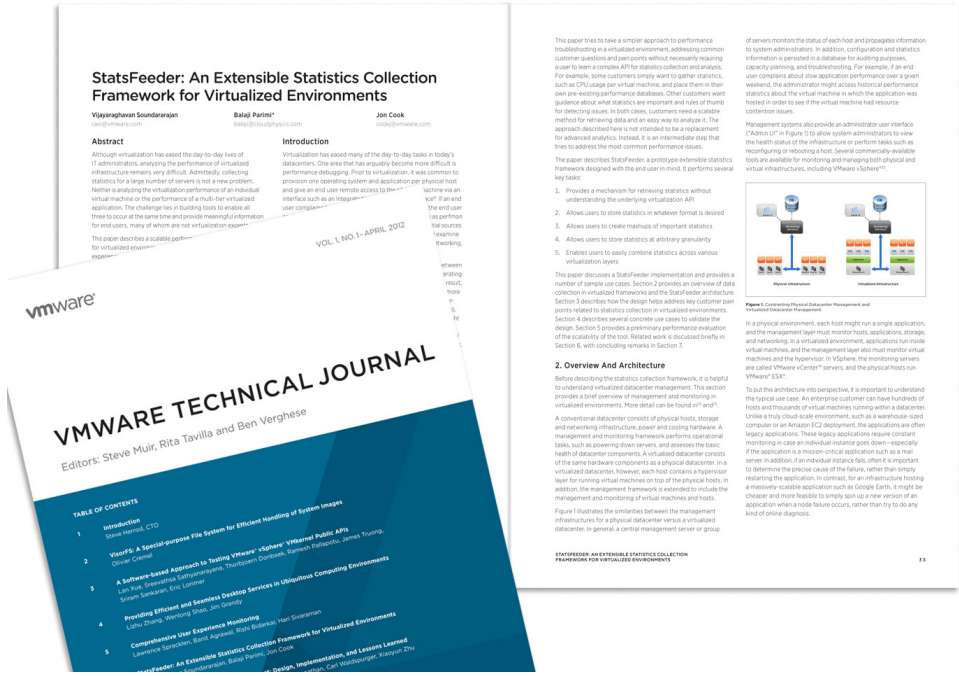
- Follow @cloudera on Twitter
- Complete three tasks
- Tweet your pictures with #SHWGame
- Winner will be announced via Twitter on Monday, Oct. 3rd

TASKS:

- Picture @ a Cloudera keynote
- Picture @ the Cloudera Booth
- Picture @ Data Dash
- Picture of you and a Cloudera author @ a Book Signing
- Picture @ a Cloudera breakout session
- Picture @ the Cloudera Lounge photo booth
- Picture wearing your Cloudera shirt
- Picture of you @ Data After Dark

#SHWgame

cloudera



VMware collateral — For the first technical journal by VMware, I produced the interiors and diagrams as well as the final cover files, designing the interior as an evolution of their white paper deliverable. The diagrams were designed based on VMware's corporate style from line art figures in the Word docs provided for the journal.

For the first in a line of high-end printed brochures for the VMware Marketing Services team, I worked closely with the art director and writer to produce final files, bringing together stock imagery, in-house diagrams and brand elements for this brochure as well as making several revisions to the content as it was being produced.

