



**On the Following Pages, You Will Find
Work Samples from My 20-Plus Years as
an Advertising and Branding Professional**

I am delighted to share with you a collection of work from my career in the design industry. These projects encapsulate the breadth and depth of my experience, showcasing my skills in various aspects of design.

Austin Radiological Association

A leader in medical imaging, ARA has been a client for over seven years. Campaigns were created for brand awareness, women's services, and



multiple service lines. In each case, unique graphic solutions were created to convey brand messages and included traditional and digital assets.

Branding Campaign

30

3D MAMMOGRAPHY IN 30 MINUTES

At ARA, we believe that taking care of your health should be convenient, quick, and absolutely accurate. That's why we offer 3D mammography in 13 of our locations. We'll get you in and out in a flash. Then, one of our more than 115 expert radiologists will evaluate the images and issue a detailed report so you can get a clear picture of your health.

What are you waiting for?

ARA
Leaders in
Medical Imaging

Physicians
Trust.

YOU CAN, TOO

At ARA, our doctors work with your doctor to get a clear picture of your health. We schedule imaging exams such as 3D mammography, CT, and MRI at your convenience and then deliver results quickly. With more than 115 subspecialized radiologists, ARA partners with more patients, hospitals, and doctors than any other medical imaging provider in Central Texas.

Thanks for trusting us.

ARA
Leaders in
Medical Imaging

Minimally
Invasive.

MAJORLY INNOVATIVE

What happens when you combine a tiny incision with a ton of innovation? Image-guided procedures performed by our interventional radiologists to treat problems that might otherwise require surgery. And with more than 115 subspecialized radiologists, we deliver exceptionally accurate exam results as quickly as possible. At ARA, you get a clear picture of your health.

Imagine that.

ARA
Leaders in
Medical Imaging



Women's Services



Our Focus is on You

Your health is paramount to us. We put your health first with our full range of women's services. Our dedicated specialists offer advanced mammography, imaging and a variety of non-invasive specialty treatments. No matter where your healthcare journey takes you, we're here to see you through.

ARA, leaders in medical imaging.




An Eye for Innovation

We're leading the way in women's imaging. ARA combines emerging AI technology with the unrivaled expertise of our TIS sub-specialized radiologists in our imaging and image-guided procedures, so you get the most accurate and timely results. We're looking to the future so we can better meet your healthcare needs.

ARA, leaders in medical imaging.




We Hear You

We've listened to what's important to you, and we hear you loud and clear: 17 convenient locations so you're never far from your appointment. Extended hours so you can make the most of your time. A full range of women's imaging services so you have the support you deserve, from screenings to diagnostics to treatments.

ARA, leaders in medical imaging.

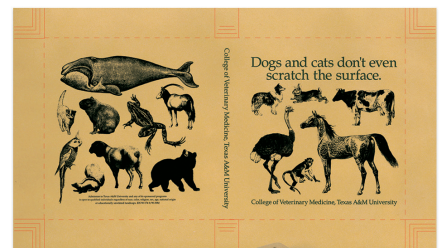
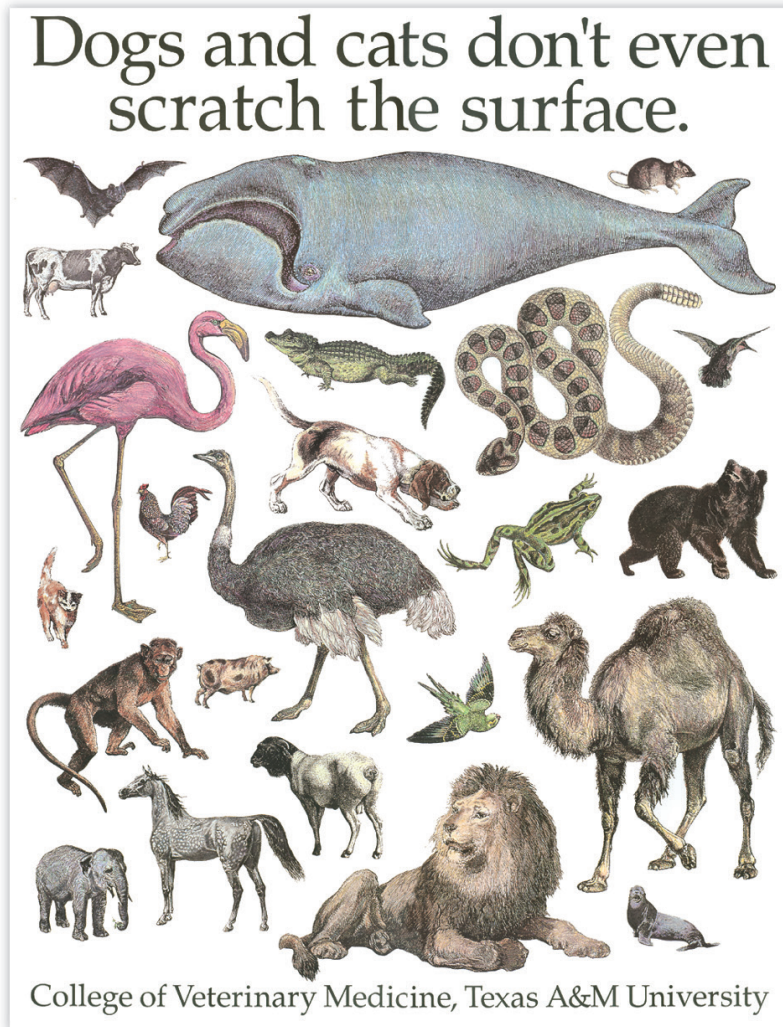


A recruitment campaign, starting with second graders who received a captivating coloring book.



The campaign extended to their senior years, showcasing the range of degree options available for students interested in Vet school.

Student Recruitment Campaign



University Federal Credit Union

A client for more than a decade, UFCU's target audience is primarily higher education students, but Membership is also available to the public.



Campaigns targeted students, parents, healthcare workers, and the general population for financial, insurance, and investments services.

Student Orientation Campaign

Have a Grand Time this Semester
Open your UFCU account, enter to win \$1,000*

ufcu

* Visit UFCU.org/Promotions-Contests for details and contest rules.

CASH FOR COLLEGE
OPEN A CHECKING ACCOUNT AND BE AUTOMATICALLY ENTERED TO WIN \$1,000 SWEEPSTAKES

Money for Nothing and Checking for Free
Open your UFCU account, enter to win \$1,000*

ufcu

* Visit UFCU.org/Promotions-Contests for details and contest rules.

CASH FOR COLLEGE
OPEN A CHECKING ACCOUNT AND BE AUTOMATICALLY ENTERED TO WIN \$1,000 SWEEPSTAKES

ufcu UFCU about 1 month ago

You're automatically entered to win \$1,000 when you open a free UFCU checking account. Use it for tuition, books, rent, or just something fun. It's your money.

Free checking, instantly-issued debit cards, locations and ATMs on the UT campus, and personal assistance designed with you in mind. UFCU is here to get you on the right financial track. #UT24 #UT2024 #UTStateofMind

G, That's a Lot of Money.
Open a new checking account, and be automatically entered to win \$1,000.*

UFCU.org/UT

CASH FOR COLLEGE
OPEN A CHECKING ACCOUNT AND BE AUTOMATICALLY ENTERED TO WIN \$1,000 SWEEPSTAKES

ufcu UFCU about 1 month ago

Visit us to learn all about our Free Checking, instantly-issued debit cards, convenient on-campus locations, and financial education resources, and walk away with a chance to win \$1,000. Spend it on tuition, books, rent, or just fun. It's your money. #UT24 #UT2024 #UTStateofMind

and Entrance this Semester.
ing account, and be automatically entered to win \$1,000.*

Learn More

CASH FOR COLLEGE
OPEN A CHECKING ACCOUNT AND BE AUTOMATICALLY ENTERED TO WIN \$1,000 SWEEPSTAKES

ufcu

Set Your Kid Up for Life

It's Good to Have Answers in Questionable Times **Contact Us**

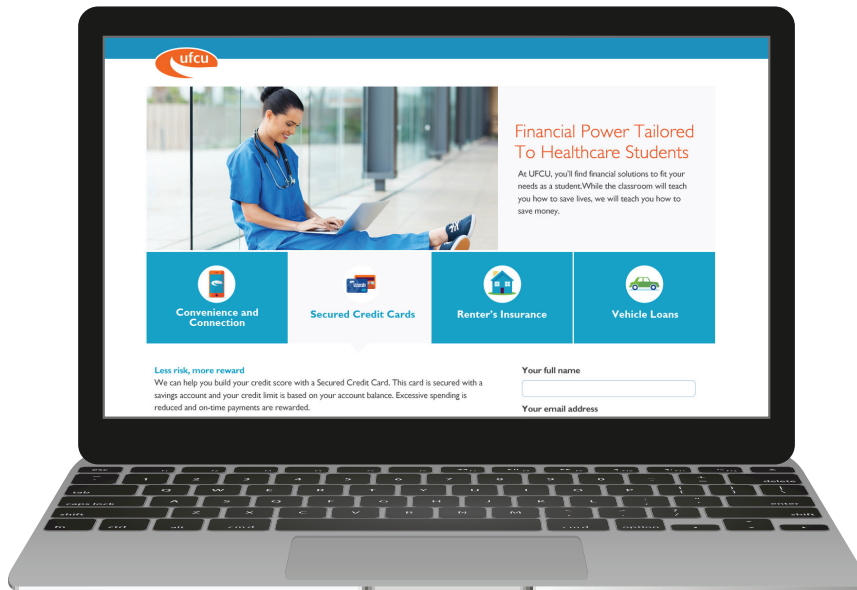
The world is in transition, but UFCU remains focused on getting your college student started on the right financial foot from square one and support their financial health for the long-term. With 86 years as a financial institution, we're ready to weather any storm.

(512) 467-8080 • (800) 252-8311
Campus-area Locations:

CASH FOR COLLEGE
OPEN A CHECKING ACCOUNT AND BE AUTOMATICALLY ENTERED TO WIN \$1,000 SWEEPSTAKES



Healthcare Community Campaign





Financial Check-Up Campaign for Healthcare Workers

2015 Nurse & Physician Financial Health Index
A look at the financial outlook and preparedness of the healthcare community in America today.
Survey Conducted by HealthEdge for University Federal Credit Union
Austin, TX | January 2015

College Savings
84% of nurses and 37% of physicians are either "slightly satisfied" or "satisfied" as they watch their current savings for their children's education.
For those university education is expected to cost \$15,000 per year (state public), for those the projected cost is \$4,000.

How confident are healthcare professionals in managing their finances?

Are nurses and physicians saving enough for retirement?

How knowledgeable are nurses and physicians at investing their money?

How are healthcare professionals managing their debt?

Key Findings
Retirement Readiness: Nurses and physicians perceive that they need to secure cash and assets valued at \$1 million or more in order to retire at their target age (for most, between 60 and 70), and they worry that they are not making sufficient progress towards this milestone.
College Savings: Nurses and physicians express significant levels of concern that they are not going to be able to save enough for their children's education.
Investment Diversification: Many nurses and physicians indicate that they are not currently investing outside of their retirement accounts. Those who are investing report that they are capable of investing even more.
Debt Management: Many nurses and physicians have consumer credit card debts and other types of loans, such as mortgages and auto loans, and many are concerned that they may have too much debt or are paying too much interest on these loans.

Appendix B: Financial Planning Tips for Healthcare Professionals

- 1. Manage your debt load.** It's difficult to achieve short or long-term financial goals if you're too busy trying to cover your current, variable "variable" expenses, such as credit cards and other debts. To get ahead, start with a debt management plan. The "debt snowball" approach, where you pay off your smallest debt first, is often the most effective. Consider getting professional help to get the different parts of your financial picture in a better place.
- 2. Build financial literacy.** To make the most of your savings, you need to understand the value of your investments. Consider taking a course or two in financial literacy. A good place to start is a financial literacy course offered by your employer or a local community college. Financial literacy courses can be found at <https://www.ufcu.org/financial-literacy>.
- 3. Do not plan for college savings and retirement savings independently.** Many nurses and physicians recommend that retirement savings should be prioritized, as other retirement goals can often be funded through other means, such as 529 college savings plans, which can often be funded through other means, such as 529 college savings plans.
- 4. Save aggressively.** "Pay yourself first" is a good rule to employ when it comes to saving. If you're not saving, you're not getting ahead. Try to save at least 10% of your annual gross pay each year.
- 5. Keep financial documents handy.** Set up a regular review cycle that makes it easy to see your bank statements, paycheck stubs, consumer credit card statements and mortgage documents whenever they are needed.

UFCU Financial Check-Up
Find out if you're on track to reach your financial goals.

Take the UFCU Financial Check-Up
Fill out the form to your right to see if you're on track to reach your financial goals.
The UFCU Financial Check-Up was developed to help healthcare professionals track progress to a number of financial goals. Are you earning as much as your peers? Have you been saving enough for retirement or your kid's education? After answering 10 simple questions, the UFCU Financial Check-Up references data gathered in the 2015 Nurse and Physician Financial Health Index to show how you stack up against a nationwide sampling of healthcare professionals. You can read more about the 2015 Nurse & Physician Financial Health Index below.
After you complete the questions, you will be provided with your results, as well

Question 10/10
How much have you saved for your kid's education?

- Between \$1,000-\$15,000
- Between \$15,000-\$30,000
- Between \$30,000-\$60,000
- Between \$60,000-\$90,000
- Between \$90,000-\$120,000
- More than \$120,000



Digital Auto and Insurance Ads



Dream Cars
Really Can
Come True



Auto Loans
Accelerate your purchase.



Yeah, Getting
a New Car
Feels Like This



Auto Loans
Accelerate your purchase.



Get the Right
Vehicle for
Your Car Loan



Auto Loans
Accelerate your purchase.



Auto Insurance
That Doesn't
Wreck Your Day



Vehicle Insurance
Independent, unbiased coverage.



Bumper to
Bumper
Coverage



Vehicle Insurance
Independent, unbiased coverage.

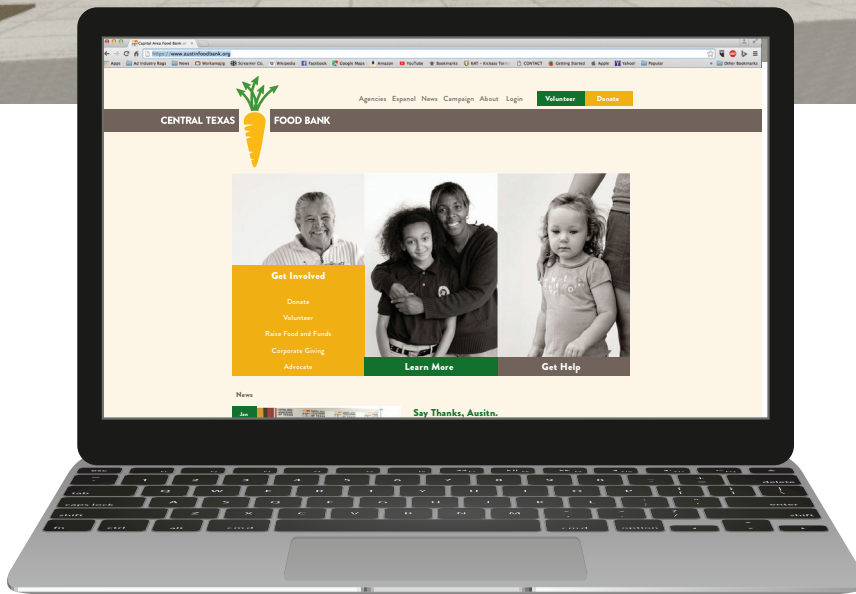
Central Texas Food Bank

The logo was design to communicate the food bank's commitment to ending food insecurity through the distribution of healthy, nutritious meals. The brand



for Austin Restaurant Weeks (their annual fundraiser) was created as a logo set to support the campaign's call to action, "Come and Give It."

Organizational Branding





Austin Restaurant Weeks Branding



COME AND GIVE IT.

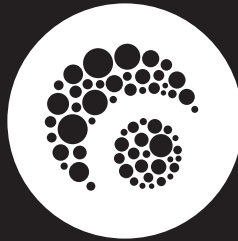


HELP US TURN A TABLE FOR TWO INTO DINNER FOR FIFTY.



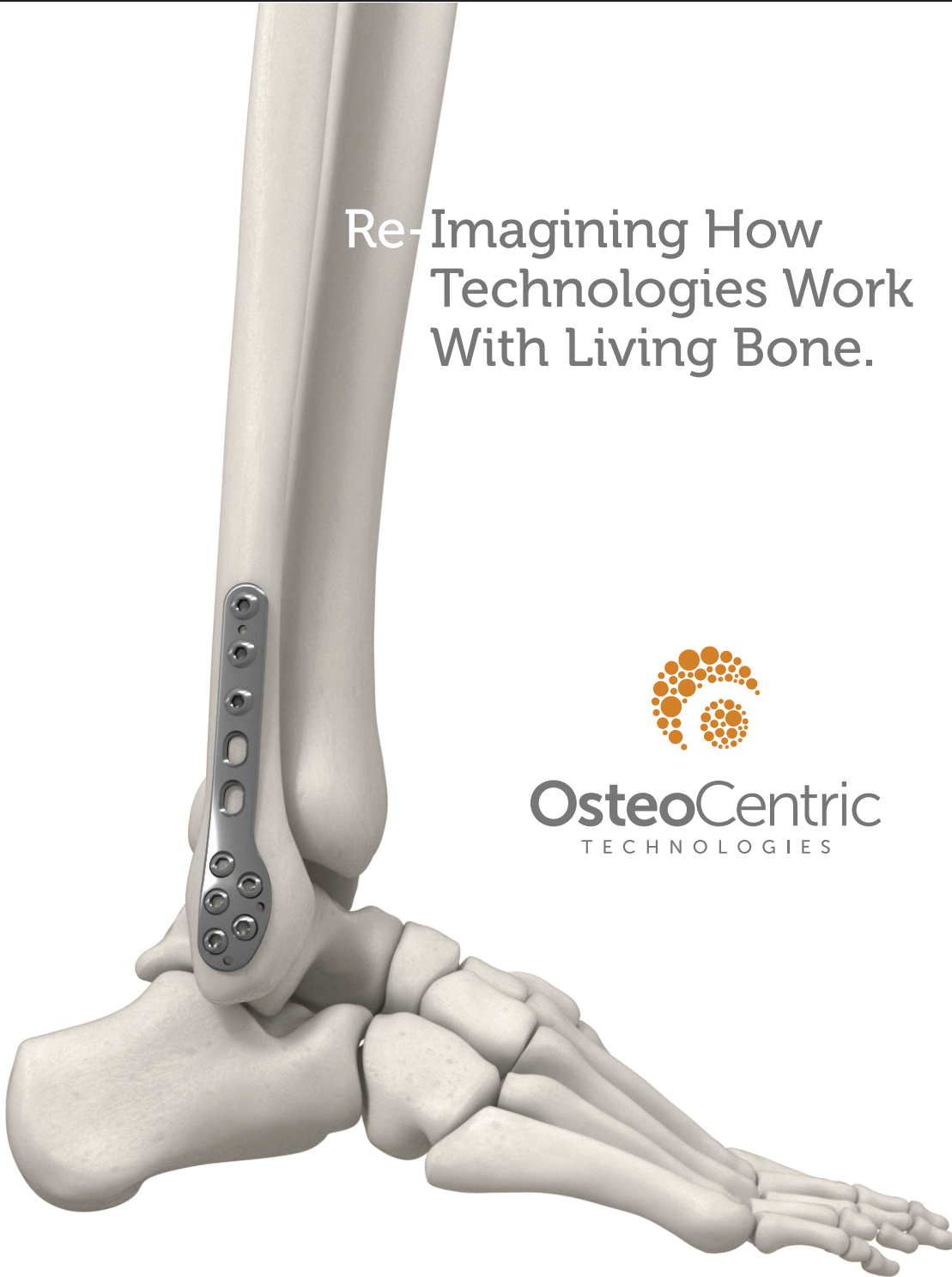
OsteoCentric Technologies

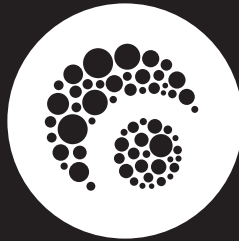
A family of brands focused on bone health and who's visual language is based on the patterns found in healthy bone tissue. The scope of work includes:



naming, brand platform, logo, email, trade show booth and collateral, medical illustrations, and brand training for the client's team.

Re-Imagining How
Technologies Work
With Living Bone.

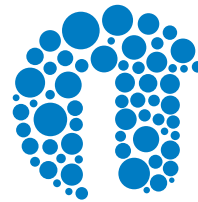




Various Logos for OsteoCentric



OsteoCentric
Parent brand for all
of the above entities.



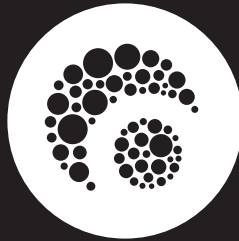
UnifMI
The core technology for the
OsteoCentric brand and part
of the family's visual language.



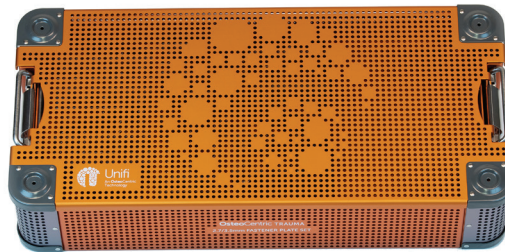
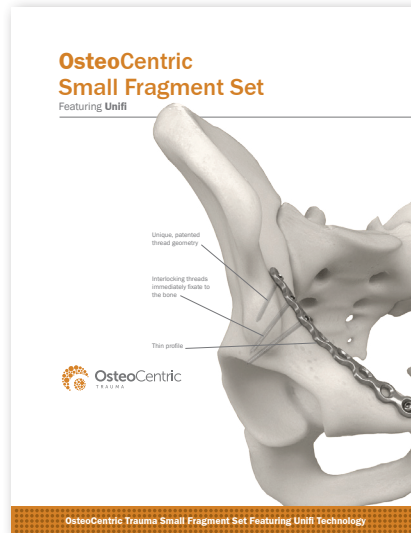
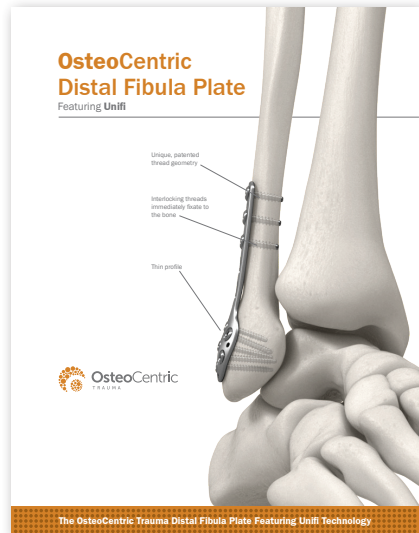
Maestro Logistics
A logistics company that
orchestrates all aspects of medical
device inventory and fulfillment.



OsteoGuard
A surgical drill bit designed
specifically to protect living bone
through minimally invasive prep
prior to surgical implants.



Collateral and Operating Room Surgical Tray



Texas Cultural Trust

The Trust focuses on supporting arts and cultural education in Texas public schools. The State of the Arts report analyzes the economic impact of the



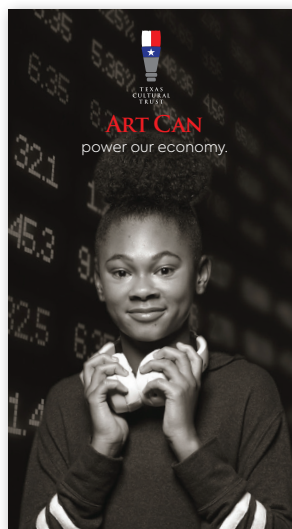
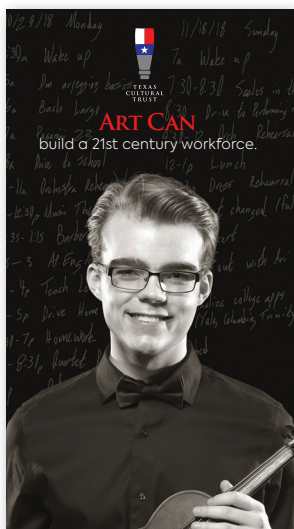
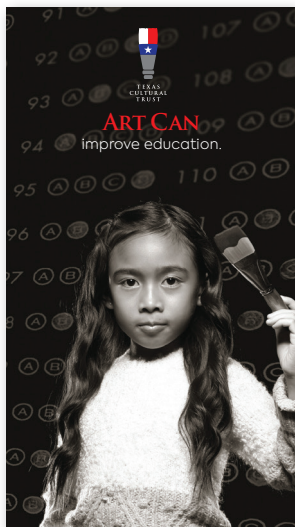
arts sector in the state, highlighting its contributions to the economy, education, workforce, tourism, and community development.

State of the Arts Report and Social Graphics



TEXAS CULTURAL TRUST

Collateral and Website

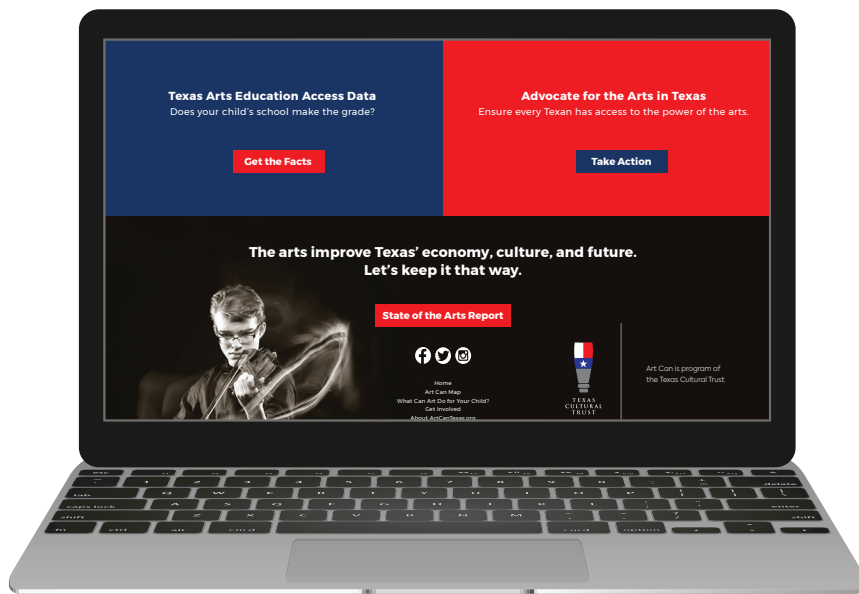


The Arts Work for Texas.

- The Texas Arts and Culture Industry has grown more than 15% over the past decade, generating \$5.59 billion for the Texas economy and nearly \$250 million in state sales tax revenue in 2017.
- Students enrolled in arts courses attend school more regularly; high school students enrolled in arts courses attend the equivalent of an additional week of school each year.
- Students who complete more arts courses have up to 15% higher pass rates on standardized tests than students with fewer arts courses.
- In a 2018 survey, 84% of Texas voters agree that the arts are a very important part of a student's education, and 73% favor increased state funding for the arts in Texas public schools.
- Arts education prepares the 21st century workforce by developing creativity, innovation, critical thinking, problem solving, communication, and collaboration.
- The Texas creative sector employs nearly 800,000 innovation workers, which represents one in 15 jobs.
- Arts and culture tourists stay longer, bring more people, and spend more money than non-culture tourists in Texas.
- The arts and Creative Arts Therapies are demonstrating the ability to improve a patient's overall health outcomes, treatment, and quality of life.

www.CulturalTrust.org
ArtCanTexas.org
 Sponsored by

 HKS FOUNDATION
 ENDOWMENT



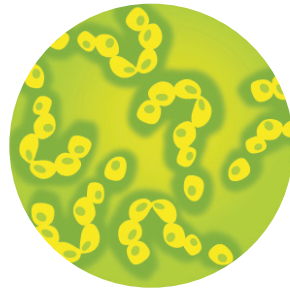
**Bio Q Collaborative
at Northwestern University**

The BioQ Collaborative is a program to support science teachers and enhance the learning experiences of high school

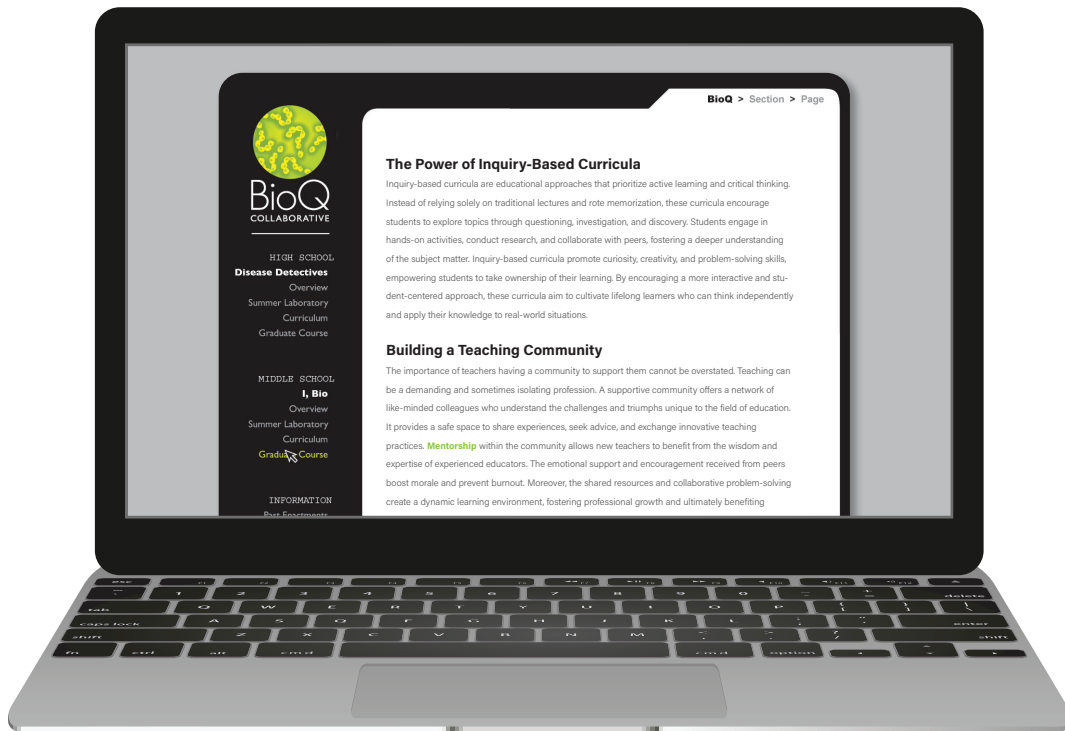


and middle school students through the implementation inquiry-based curricula.

Logo and Website



BioQ
COLLABORATIVE



Logo Mix

All logo designs embrace a minimalist philosophy which is at the core of my branding approach. Inspired by the idea of eliminating waste and clutter,



I believe in using only essential elements to convey a compelling story and create impactful and concise brand identities.



Austin Advertising Federation

An identity created to celebrate Austin Ad Fed winning more gold awards at the National Advertising Show than any other city in the country.



MindEcology

A data-fueled marketing company focused on research-based advertising campaigns.



Austin Chamber

A redesign of the Chamber's identity, the mark is symbolic of a "path" and is based on the direction of a positive growth chart. The design also mimics an "A" for Austin.



thinc.small

Thinc.Small

A small business consulting firm focused on helping young companies protect themselves legally, financially, and operationally.



Rogue Signal

An edgy event planning company that utilized gamification to increase audience engagement and create branded experiences.



Responsible Paper Alliance

This logo was created for a paper and office supply provider that uses sustainable manufacturing and delivery methods.