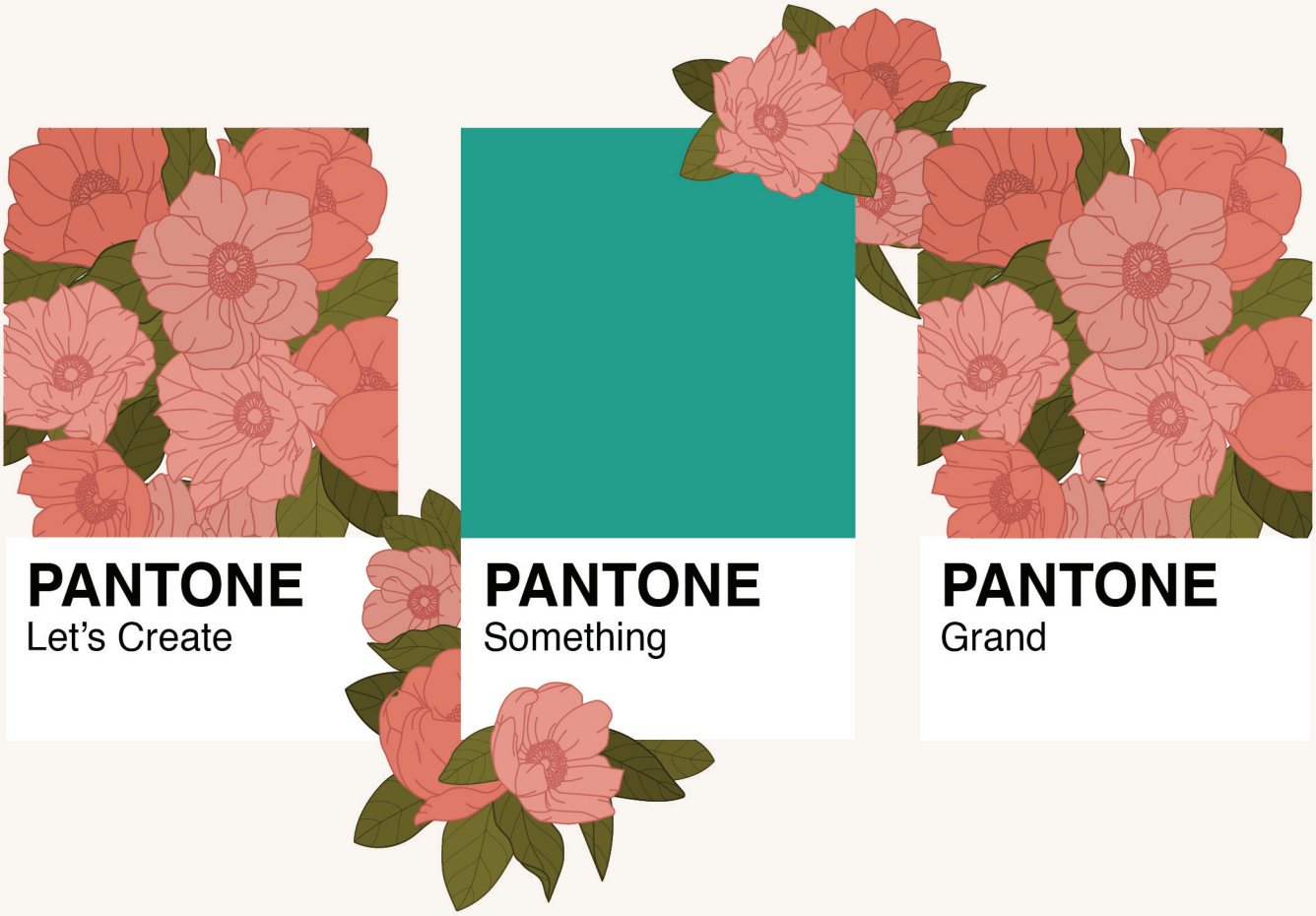

Kimberly Hammons

Design Portfolio | 2021

Hello, and welcome to my portfolio

Thank you for taking the time to review my portfolio.

To start, here is a collection of some of my favorite projects from branding to web design to illustrations. I've also included some detailed case studies so you can know what it's like working with me right of the bat and can see if I'll be the ideal fit for your team.

I believe it's important to be transparent so you'll see projects that went well and ones that had hiccups along the way. With each project there is always a take away and after reflecting I'm always able to learn how to grow and improve as a designer.

I'm an illustrator that has been creating visual illustrations with 10 years of experience and have been professionally doing graphic design for 6 years. I'm currently looking for my next role to design with a creative team, help strengthen a business, and deliver visually amazing outcomes.

As a creative individual who loves designing, working with clients and bringing their vision to life is rewarding and is a constant reminder of how wonderful it is I get to pursue my passions of being a graphic designer.

Personal Details

Adobe Suit Skills

Fr ★★★★★
Ai ★★★★★
Ps ★★★★★
Id ★★★★½
Xd ★★★★☆
Ae ★★★☆☆
Lr ★★½☆☆
Au ★★½☆☆

Personal Skills

Time Management
Illustrating
Web Design
Package Design
Typography
Color Theory
Marketing
Communication
UI/UX
Social Media Marketing
Brand identity
Organization

Software Skills

Canva
bluehost

Experience

Education

2013-2017
Graduated - Dixie State University
Bachelors in Computer Information Technology
with an Emphasis in Digital Design

Organizations

2014 - 2015
Dixie State University Ticket Office
Graphic Design Intern

2014 - 2016
Dixie State University Student Alumni Association
Graphic Designer

2015 - 2018
University Marketing and Communications
Graphic Design Intern - Lead CVS Graphic Designer

2016 - 2017
Dixie State University Student Association
VP Graphic Designer

2018 - 2019
Rainbow Sign & Banner
Graphic Design & Sales person

2019
Fluent Home Security
Graphic Designer

2019 - 2020
Tiny Blessings
Graphic Designer & Photo Editor

2019 - Current
Aloreing Podcast
Creative Director & Producer

2019 - Current
Redlist
Graphic Designer

About me

Date of Birth | 2.24.1995
Gender | Female
Personality Type | ENFJ

Phone | 435.862.4980
Email | khammons224@gmail.com

Things I love

Astrology
Roller Skating
The Beach
Crafting
Yoga
Painting

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PANTONE
Brand Identity

Gather at Town Square

Client: Jordan Sharp, director of Dixie State University Marketing and communications was working on a side project with the event company, Gather at Town Square.

Project Purpose

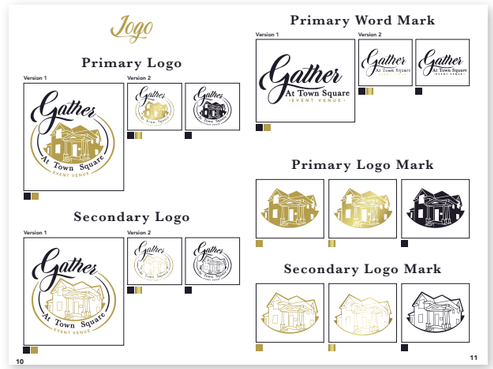
> Jordan reached out to me about creating a logo and brand for this company. The owners had purchased an old historic building on Dixie Blvd and wanted to make it the go-to event center rich with history. To do this, they needed a logo and brand to go with it. They wanted to create a logo, but they weren't sure of the best direction. Some wanted a tree, others wanted a building and they needed a design to help bring together what represented their future vision for their company.

The Goal

> We discussed their vision for the company and along with their mission statement. They wanted a design that combined the historic impression of the building and a formal event center. The owners all had different visions of how to accomplish this and resulted in an unclear jumping off point for the project. With Jordan's help, we all agreed to start this project and I would be the logo and branding guide designer.

Design Process

> This project took about 2 month to complete. I was able to meet with the owners and learn about the history of the building and what they wanted to incorporate into the design. It was clear everyone had a different vision for the project. I started by designing multiple mockups of possible logos, with inspiration of trees and the actual building. After sending these designs they requested to make changes to not just one of the designs, but all of them. It wasn't till we sent over the final round of changes that they chose the logo they wished to move forward with. Once the logo was completed Jordan emailed me the content for the branding guide and we worked together to get that finalized.



The Result

Even with all the back and forth and the extended deadline, they loved the design. The owners especially appreciated that I took time to learn about their company and make all the changes they requested throughout the process. Even with all the different styles and opinions, everyone came together with a design that focused on the history of the event center. Ontop of making a logo they love, it has been amazing to watch the vision for their event center grow.

Dixie Home & Hospice

Client: Jordan Sharp, director of Dixie State University Marketing and communications was working on a side project with Dixie Home & Hospice

Project Purpose

> Jordan was working on increasing Dixie Homes credibility with a new marketing campaign and re-branding their company. He reached out to me to help in designing a new logo and creating a brand identity. Their current brand was lacking and reflected in a website that looked like a quickly typed out word document. We agree working on this project would strengthen their brand and help increase the company's credibility.

The Goal

> We discussed the company's end goal and what they were wanting to change. They wanted to have a logo that represented hospice and care. The company wasn't sure how to accomplish that and reached out to Jordan and I for help. We all agreed to create a complete brand makeover and during the project I would be the logo and branding guide designer.

Design Process

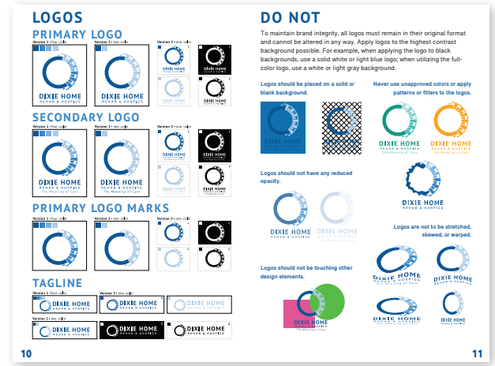
> This project took about 1-2 months to complete. Jordan emailed me the content for the branding guide and showed me their ideas for the company. I then created different mockups of the logo and they quickly picked the direction they wanted to go. Then after multiple color options of the logo, they picked one and we were able to finalize the logo. Once the logo was finalized by Dixie Home & Hospice I was able to create a branding guide that matched.
>
> The biggest problem during this project was "which blue should we use" and having it be changed constantly. Creating and finalizing the logo took 3 revisions, which was fantastic, but I sent over 21 different color options of slightly to different shades of blue to the owners of Dixie Home & Hospice to pick from. I learned that it's crucial to communicate how making multiple changes, even if it's just the color, causes the project to take longer and educating clients about it so they understand.

DIXIE HOME
REHAB & HOSPICE

DIXIE HOME
REHAB & HOSPICE

DIXIE HOME
REHAB & HOSPICE

DIXIE HOME
REHAB & HOSPICE



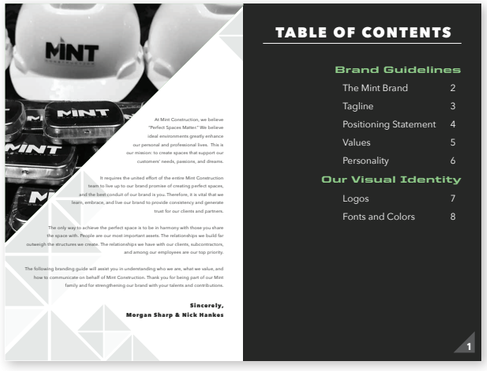
The Result

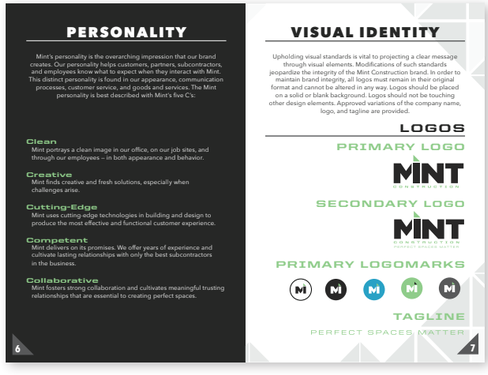
> Everyone was thrilled with the new logo, how quickly it was turned around, and how well it matched the message of care they were trying to express years prior. Not only did they love the logo, but the branding guide was a necessity they didn't realize they needed. It allowed them to get flyers, posters, uniforms, name tags and much more completed by multiple people right before the new logo was revealed to the community. The branding guide book was clear, easy to understand and when the Nurses at the facility went to print shops to place orders, they could get something created that matched their brand every time.

Mint Branding Guide

The Client: Jordan Sharp & Mint Construction

Tools Used: Adobe Illustrator, Adobe Indesign, Adobe Photoshop

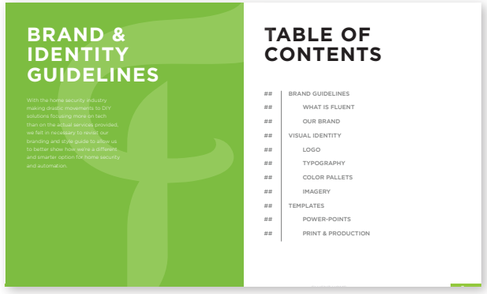


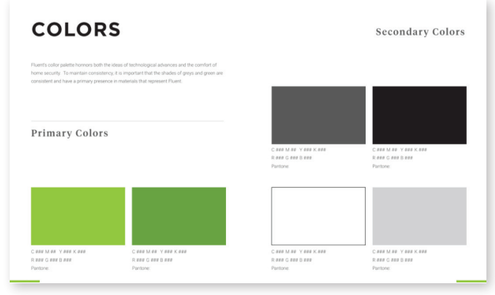


Fluent Branding Guide

The Client: Fluent Home Security

Tools Used: Adobe Illustrator, Adobe Indesign, Adobe Photoshop





First Lady Beauty Loft

Client: Kendall Sanders, of First Lady Beauty, is a beauty consultant

Project Purpose

Kendal reached out to me because she wanted to create a logo for her business. She was just starting her own beauty business and a logo would be the start of bringing her vision together and would have her come across as professional to future clients.

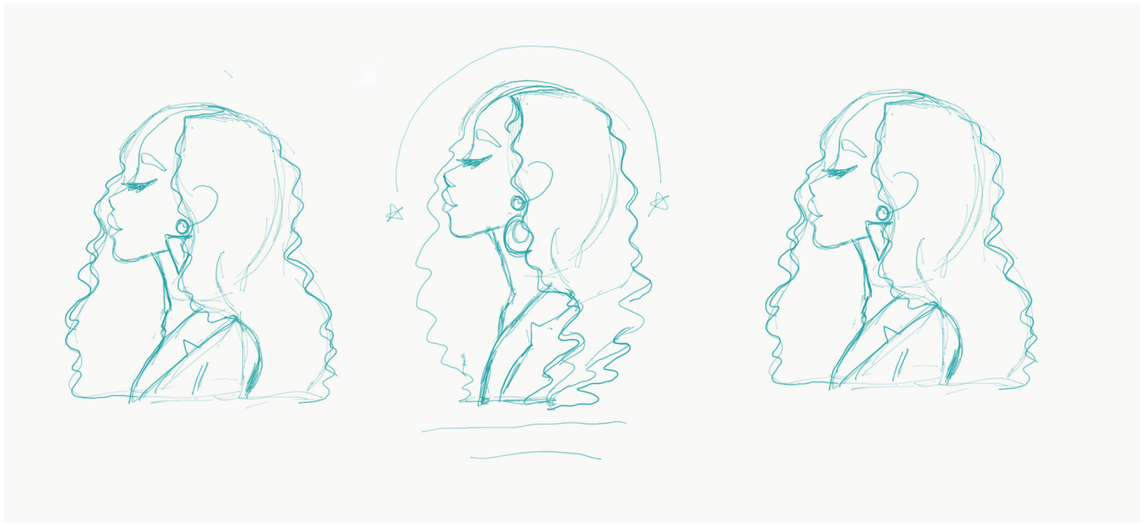
The Goal

We talked about her vision for the company and how a logo will get her business started. Kendal was starting from square one and needed an identity. Creating a logo would allow her to show her company to the world and make her come across as professional. She also wanted to create a logo that could combine her culture and passion all in one. For this project, we agreed I would create a logo for her.

Design Process

It took about 2-3 weeks to get a logo developed. I started by creating 3 different versions of the logo for her and she narrowed it down, I then adjusted colors, fonts and was able to get a finalized design fairly quickly. She was so thrilled with how it turned out she even requested I make a mini branding guide based off the logo and her company vision.

Reflecting on the project, there is nothing I would have done differently. It didn't take more than 3 revisions and it was always clear the changes she wanted made. I believe telling her prior to the meeting to make a pinterest/mood board of logo ideas, colors to use, fonts she liked, company goals, and the overall company feel really helped when we meet to discuss her company goals and vision in detail.



#3c2413 #c07e56 #b3603c #c6862b #c86e29 #7a1315

First Lady
· BEAUTY LOFT ·

First Lady
· BEAUTY LOFT ·

Anstery Script

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm NnOo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

Calibri Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm NnOo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz

The Result

Kendall adored her new logo and said it was better than what she expected. Both the logo and branding guide were great resources that allowed her to have a jumping off point with her brand. It was great working with her and seeing her company grow has been so much fun.

Kangaroo Court

Client: Ryan Huskins, of Kangaroo Court, is a podcast producer.

Project Purpose

Ryan reached out to me because he was wanting to create a logo and cover art for his podcast. He wanted to create something that you'd scroll by on a podcast site and do a double take, then feel like you have to listen to it out of curiosity.

The Goal

We talked about his vision for the podcast and how the right logo and cover art will show people exactly what his podcast is about. Ryan was starting from square one with only the idea of what the show would be. The design needed to have his podcast come across as both professional and comedic. We agreed I would create a logo and cover art for his podcast.

Design Process

It took about 1-2 weeks to get a logo developed. Ryan had one main vision, a Kangaroo with a judges wig and coat. I talked to him about incorporating a tagline and we got the details hammered out. I then created a mockup and he told me changes to make before I started vectorizing the finalized design. Once the logo was finalized, I created some additional cover art for the podcast so he would be able to use it for some startup marketing campaigns.

Overall, this project went smoothly. Next time I probably would spend more time on the mockup and give him more than just one design to choose from. I was lucky enough that he loved the mockups and knew where I was taking the design, but he could have easily said it isn't the direction he was wanting at all and I would have been back at square one.

#260D3D #9E499C #e4e4e4 #D59733 #F0C17F #fcd408

The Result

Ryan thought his new logo was fantastic, even the co-hosts of the podcast loved it and said how it's just perfect for the ridiculous content they will be producing on their show. This was such a fun project and it was great working with Ryan. I can't wait to listen to the podcast in the future and see how the show grows!

Organize Me

Client: Mello Delaney, of Organize Me, is a home organizer

Project Purpose

Mello reached out to me because she wanted to create a logo for her business. She wanted to leave a professional impression on her clients and develop a brand around a new logo.

The Goal

We talked about her vision for the company and how she wanted it to come across to her clients. Mello also wanted a logo she could use for business cards, letterheads, social media, and much more. We were starting at square one and with all the possibilities for a logo we had to focus on narrowing down an idea and creating something that left a lasting impression.

Design Process

We worked together over 3 weeks to create the logo and develop a brand for her company. I started by mockuping some logos showing organized homes, including some of her favorite fonts that she sent me. After creating the designs she fell in love with one of them and after a few minor tweaks and it was finished.

After this project, I learned that it's best to tell your clients specifically what to prepare for the first meeting. Prior to our meeting, I encouraged her to make a pinterest board of fonts, colors, and some images that represented her company. This made it so when we met up she was able to tell me the company's mission statement and show me visually what direction she wanted to go. It allowed us to be on the same page right from the get-go and create something for her quickly that she loved.

The Result

Melo loved her new logo and felt it not only reflected her company, but her as a person. She has come across as more professional and having the brand guide allowed for her to easily create her own emails and social media content. I had a great time working with her and seeing her company grow has been wonderful.

Kelly H Creations

The Client: Kelly Hammons

Tools Used: Adobe Illustrator

Wyo Wood Co.

The Client: J.R. Burgess

Tools Used: Adobe Illustrator

Outdoor Adventure Center

The Client: Outdoor Adventure Center Dixie State

Tools Used: Adobe Illustrator

Marisas Treasures

The Client: Stacey McDonald

Tools Used: Adobe Illustrator, Adobe Photoshop

PANTONE
Editorial Design

The Hard Science of Soft Cell

Client: Joel Griffin, of Dixie State University's Marketing and Communications department, is an Editor and Chief.

Project Purpose

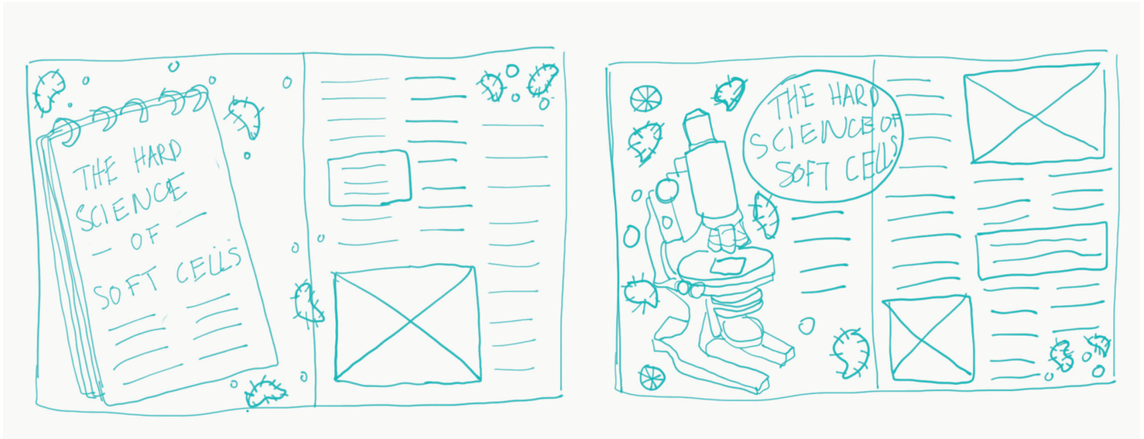
> Joel Griffin, the editor and chief of the story, for this article, came to me requesting I design an article spread using the images Scott Garett Photographed. For this article, I had 2 weeks to get a design finalized and ready to send out for the DSU magazine being printed.

The Goal

> I talked to Joel about his vision for the article spread and to Scott on creating a design that would work well with the magazine. They needed an article design that felt like a DSU article but stood out from the other articles in the magazine as well.

Design Process

> First, I created two different mockup layouts. I then went to Joel to see what direction he wanted to go. He picked his favorite and explained why we should go that direction. I then took that design and created two different styles. Then Scott, Joel, and I met to finalize the design. After a few minor changes which included spacing, paragraph orphans, color format, and verbiage it was completed and I prepared the file for printing.
>
> I've learned the most important thing with projects like this is to take time to meet with the writer of the story. If I didn't meet with Joel to hear about his vision and just read his article, the design would have been different and not what he was looking for. It was crucial for us all to meet because it allowed Joel to say what he was looking for and it gave Scott the change to get the right photos and me the chance to create a design that matched.



The Result

In the end, They loved how it turned out, especially Joel. Many complimented how it felt like reading a stylized old school textbook and made the article seem more exciting, especially with the use of color theory.

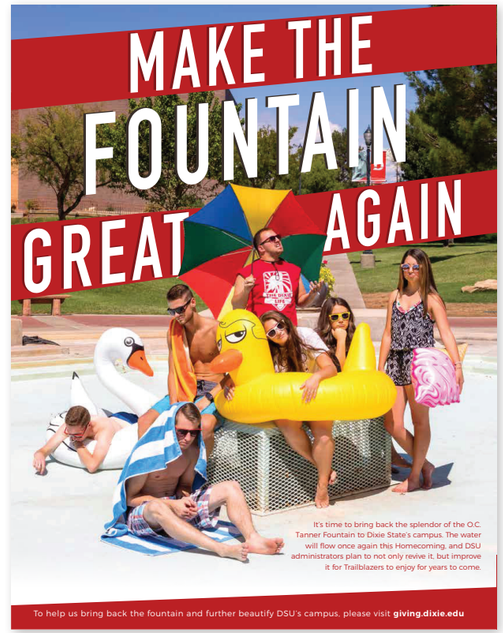
Dixie Magazine Collection

The Client: University Marketing & Communication

Tools Used: Adobe Photoshop, Adobe Illustrator, Adobe Indesign

Here is a collection of other magazine page spreads and ads I created while working for the UMAC.

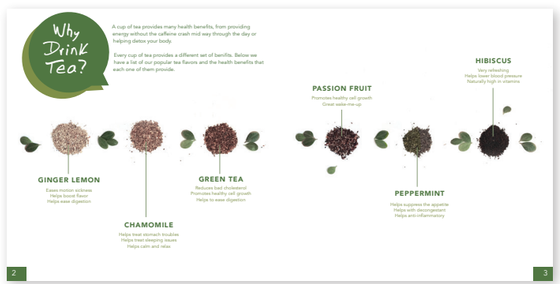
For all these projects I worked with many individuals from multiple departments and helped their writing come to life visually through articles or magazine ads.



La La Tea

The Client: Publication Design Study

Tools Used: Adobe Photoshop, Adobe Illustrator, canon camera



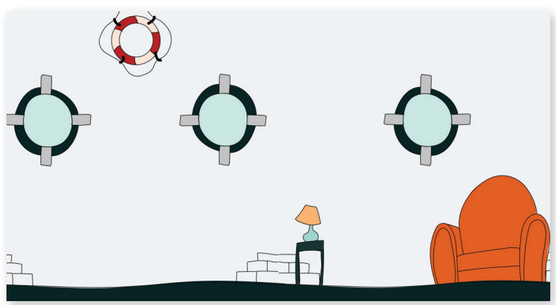
What's the point of design if you can't do something for yourself every once and a while?

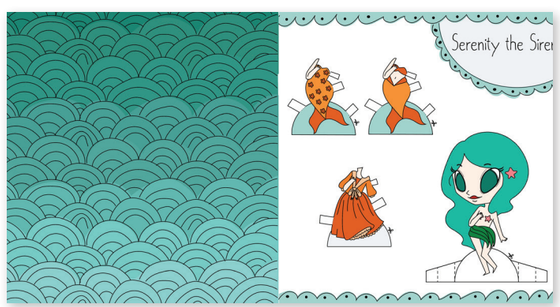
Here are some of my favorite booklet I've created during my 7 plus years of design where I got to experiment and try out new design trends and styles.

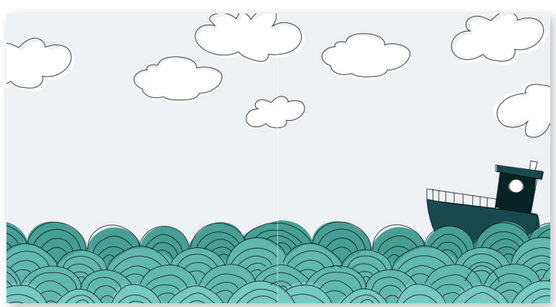
Odyssey of Love

The Client: Publication Design Study

Tools Used: Adobe Fresco, Adobe Illustrator,







PANTONE
Event & Poster Designs

Lamp Festival

Client: Dillon McKinney, of Dixie State University Student Association, is VP of Services.

Project Purpose

Dillon reached out to me because he needed marketing material created for the DSUSA service event known as Lamp fest. He wanted a new design to encourage students to come enjoy an open mic outdoors as well as encourage them to help donate to the event's charity.

The Goal

We talked about his vision for the event and what he needed for the marketing campaign. Dillon said the event is an open mic night with tons of different lamps everywhere. Singers, poets, and musicians will perform and people attending can get treats and enter a drawing to win a date. Ontop of all that, the proceeds from the event will go to charity. We agreed I would create marketing material, such as posters, social media, newsletter announcements, and a-frames for the event.

Design Process

I had 1 week to get all the designs and marketing material completed, that way the rest of the team I worked with could print and distribute flyers, posters, and a-frames. I talked to Colton, the Marketing Manager and leader of my team about possible designs. After a quick brainstorming session I picked one design and moved forward with it. Then once it was finished I got final approval from Colton and sent the completed design to the rest of the team to be distributed on campus and via social media.

Looking back, I still can't believe I was able to create this so quickly. I know I wouldn't have been able to if Colton or Dillon didn't trust my judgment with design. The fact they gave me all the information I needed so I could just start right away made it go by quickly and allowed for me to help bring Dillon's vision to life. I also had a great time because I was given so much creative freedom. I feel I was really able to experiment with what was trendy and create a design that stuck out from the hundreds of posters and a-frames hung around campus.

The Result

Dillon thought the marketing material was perfect, he was worried it would feel cluttered but the way I was able to visually break it up using harmony and emphasis helped anyone reading it know all the details about the event and why they should attend. They even got over their donation goal for that night. Dillon also mentioned how people that attended the event loved the poster design and it made them want to come and check it out.

DSUSA Event Posters

The Client: Dixie State University Student Association

Tools Used: Adobe illustrator, Adobe Photoshop, Blender

Here is a collection of my favorite posters I've made while attending Dixie. For all of these event's I would create a flyer, social media post, newsletter article, and a-frames.

I typically had only a week to work on these designs and between being a full time college student and working 2 part time jobs I had to learn how to time manage and create something that always left an impression quickly.

Destination Dixie

Client: Luke Kerouac, of Dixie State University Student Association, is a Director.

Project Purpose

Both Luke and Colton Campbell reached out to me about creating marketing material for the Dixie Homecoming week. They wanted to get students excited about attending the university by creating a week of events known as Destination Dixie.

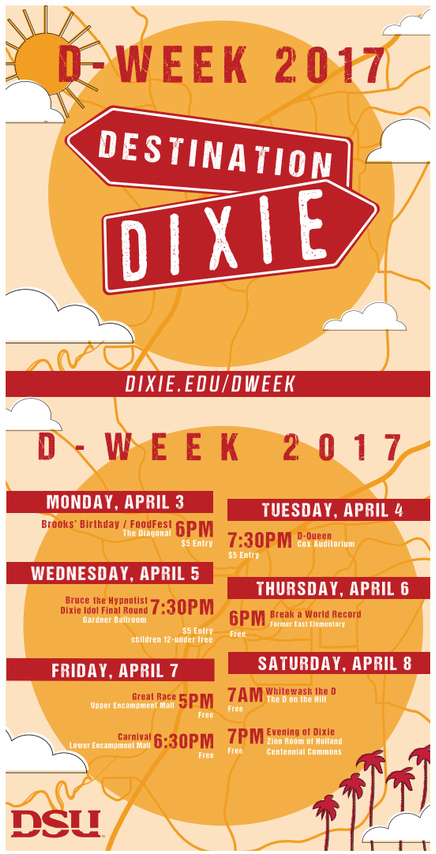
The Goal

We talked about the direction for the campaign and at the end I was told to make it feel like a new take on Dixie State. For the project they needed social media schedules, newspaper, posters, a-frames with the possibility of shirt and chapstick designs. We agreed I would create a logo for the event along with multiple marketing materials.

Design Process

For this project, I had about 3 weeks to work on it. I started by creating different versions of the possible logo for the event. In the end, we decided to not do just another red rock logo and went with the directional post design. Once that was finalized I met with the different departments of the Student Association and got details about events they were hosting, event timelines, and anything else that I needed to include. I took all the information and designed a map of dixie state with palm trees and warm colors representing the warmth and welcoming energy of the University. After finishing all the marketing material we were actually ahead of schedule and even had time to order chapstick and shirts for the event.

At first, there was a lot of back and forth by the Student Involvement board on what kind of logo/design they wanted for the event. In the end, we were able to have them pick one so we could move forward with getting everything else created. I've learned design by committee can be stressful but once we gave them a strict deadline they were able to come to a decision together so I could finalize all the marketing material.



The Result

Luke & Colton loved the design, along with the rest of the Student Involvement board. They even got an artist to spray paint it on one of the grass hills on Campus with temporary paint! It was so much fun seeing it everywhere on campus and made it feel like a huge event was happening that whole first week of school.

Blink Water Solutions event

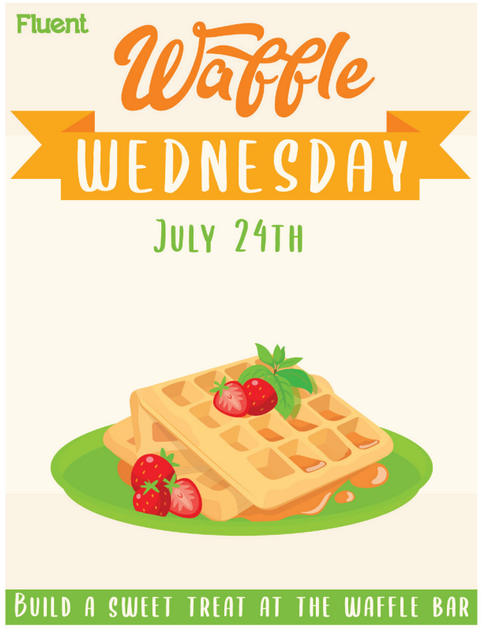
The Client: Blink water Solutions owner

Tools Used: Adobe Illustrator, Adobe Indesign

Company Events & Design

The Client: Fluent Home Security

Tools Used: Adobe Illustrator, Adobe Photoshop



PANTONE
Web Design

REDLIST Website

Client: Talmage Wagstaff & John Keller, co-owners of REDLIST, a lube management software company.

Project Purpose

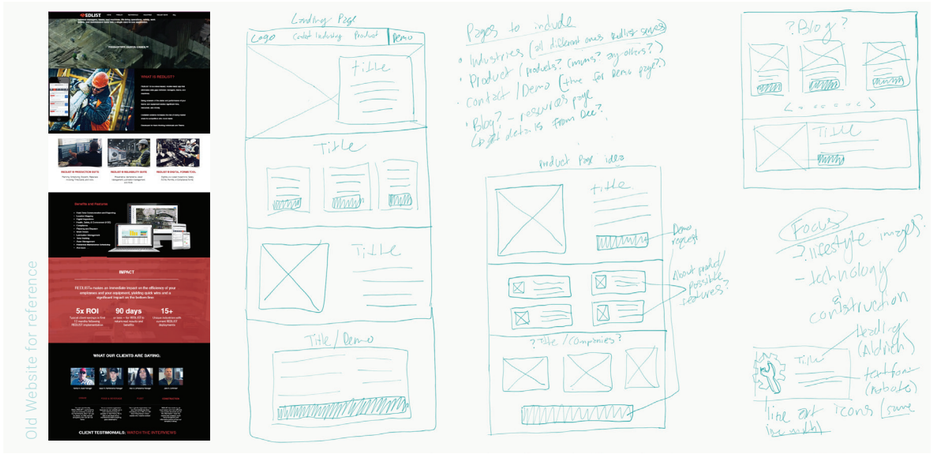
> John & Tal wanted to take their current brand identity to the next level. To do this, one of their focuses was to make a website that helps show people who, what, and why people should use the RedList application.

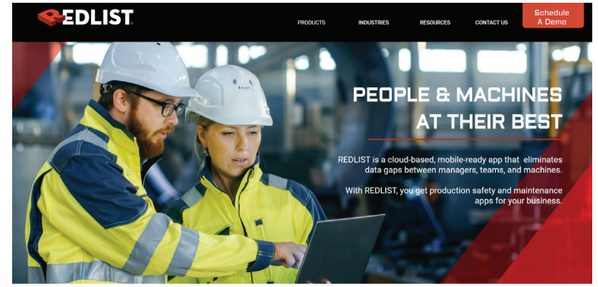
The Goal

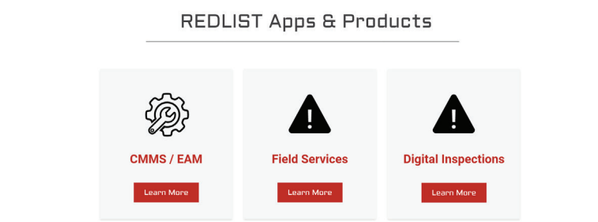
> I talked to Tal and John about the vision for the website. Their current site was just a landing page with the following information; testimonials, a brief intro of RedList, and some benefits. With updating the website they wanted more pages, focusing on all the different industries, different products, benefits, and even presenting RedList to people who have no clue what we do. It was a complete re-haul of the website and since they didn't have a branding style guide it felt like starting from square one.

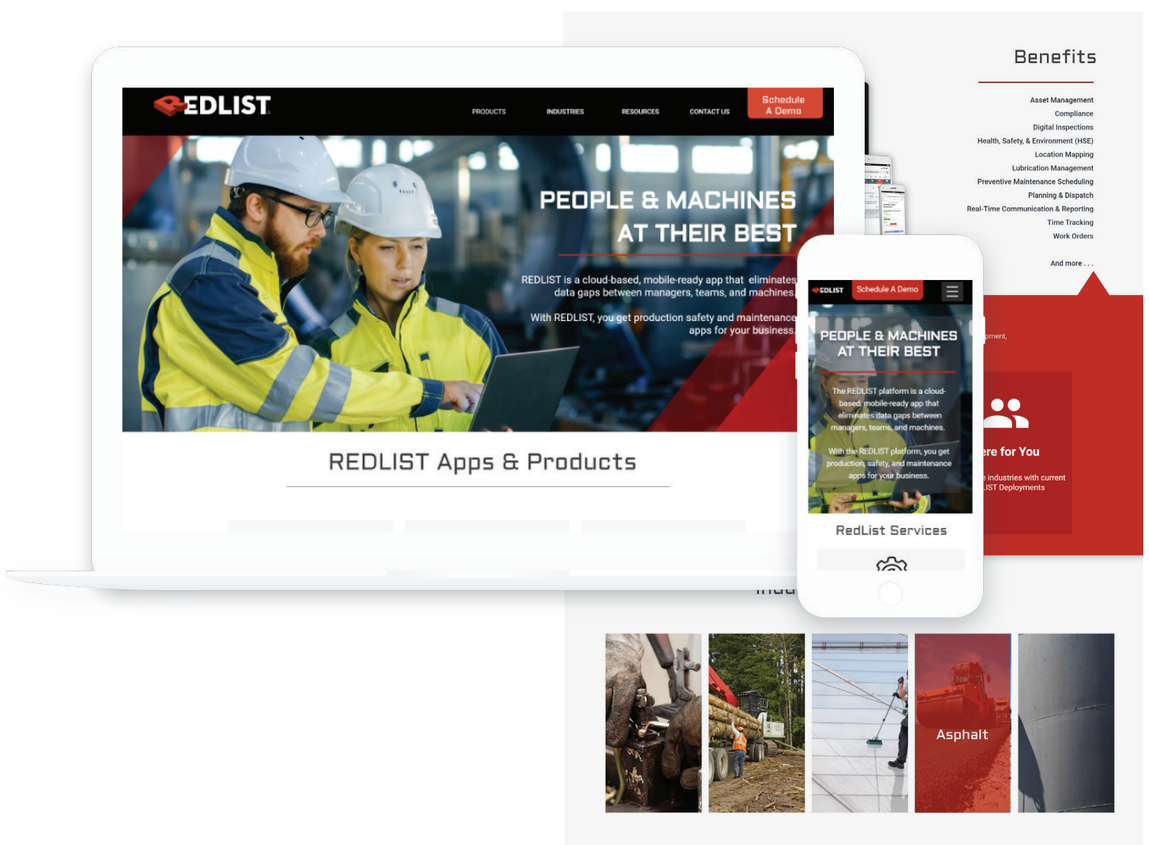
Design Process

> The project was rushed since they needed it for a trade show in 4 weeks. I started by researching, I was told to just figure it out which was difficult since I had no knowledge of the product they were selling nor have I been given any information about it. To solve that problem, I created mockups of each page and left blank spaces where content should be placed. I then met up with the sales team and showed specifically where I needed information. Thankfully, I was able to get more details by doing this and then I was able to focus on getting a design created. Once I had the design I met with John, Tal and Julio and got the final approval to go ahead with getting the website implemented. It then took 1 ½ weeks to take the design and create it as a responsive website, and thankfully it was finished right before the trade show.
>
> The major problem I dealt with during this project was content, content, content! As a startup company they didn't have flyers or booklets that I could read about their product and I was always waiting for a sales person to explain what the product was. We had a few meetings about the status of the website and I would constantly remind them I need information before I can work on the design. Also, because I just started working at Redlist, many sales people were questioning what I was doing as a designer and if it would even be good to change the website.









The Result

> After some painful meetings and gaining the trust of many sales people, everyone loved how the website looked, especially the co-owners and development team. People who were skeptical at first ended up gushing about the website and explaining how clients had a much easier time navigating it and how much more professional it made Redlist look.

Aloreing Website

Client: Ryan Huskins, of Aloreing podcast, is a co-host.

Project Purpose

With season 2 of Aloreing ending the podcast was swapping out co-hosts. Since Ryan was going to be a new co-host for the podcast he suggested we take the branding to the next level by updating the website to match the vision we both had for Aloreing.

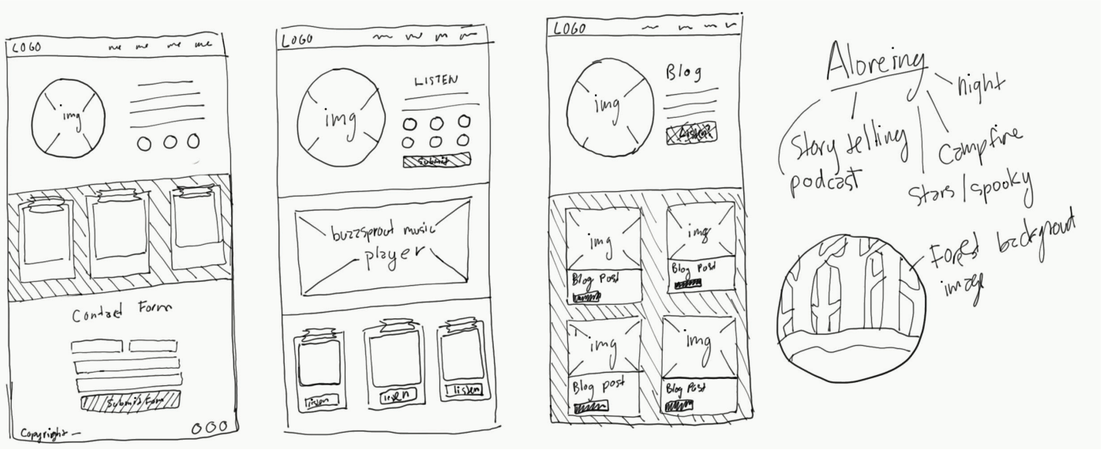
The Goal

We talked about the vision for the podcast and how a website update would help express what Aloreing was to anyone who visited the site. To accomplish this, the idea was to go back to the original logo colors and incorporate more .gif and video animations throughout the site to liven it up. Plus, there needed to be more personality added to the site. In the end the website needed to drive more traffic to episode views along with donations.

Design Process

It took about 2 months to get the design updated and implemented on the website. I started by taking the original website and meeting with Ryan about what we should add and remove from the website. After creating some wire frames and design concepts we met again and we worked out some final details. I then went ahead and started designing it on bluehost through elementor and getting it implemented in time for the new era of Aloreing to start.

Overall, this project turned out great and we both loved the end design. Ryan and I were on the same page from square one and I learned sometimes going back to a company's routes can help focus on the company's true vision. I also learned that revisiting a project after stepping away from it for some time allows one to see all the updates and changes that should be made that would have easily been missed before.



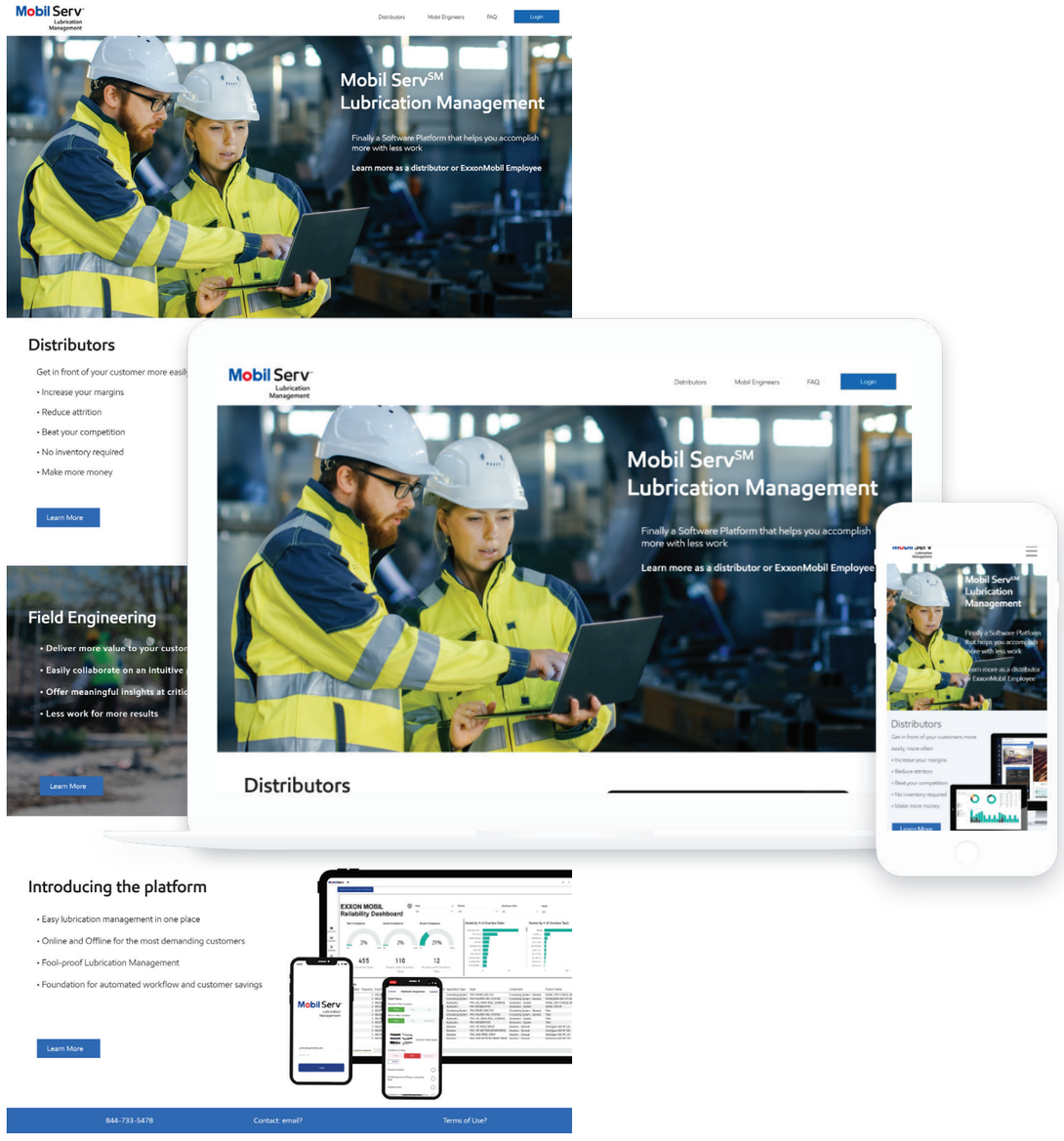
The Result

Ryan loved the website and felt it said "Storytelling podcast" right off the bat. With animations added, navigation cleaned up, and images updated, it made it clear what the podcast was all about. It was also great working with him on the project and can't wait to see how the podcast grows from the update.

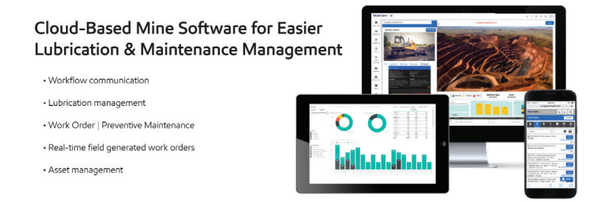
MSLM & REDLIST Websites

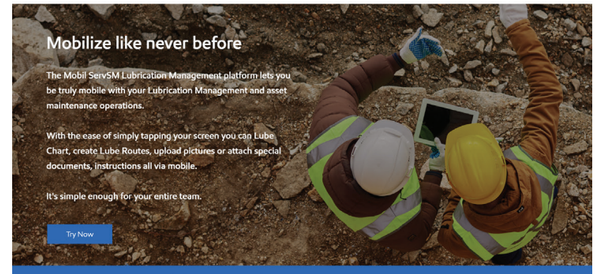
The Client: REDLIST & Exxon Mobil

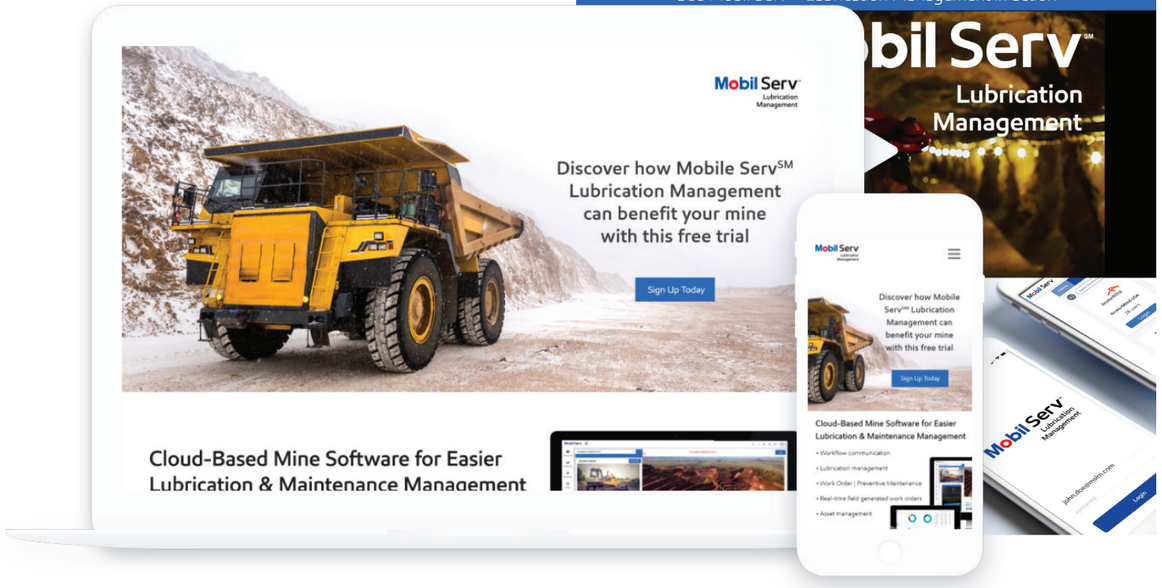
Tools Used: Adobe Illustrator, Adobe XD, Adobe Photoshop, Wix



While working at REDLIST I created many different website in collaboration with MSLM that was used for company training and reference. Here are some of my favorite designs







PANTONE
Digital Marketing

Fluent Social Medial

Client: Luke Bemmer, of Fluent Home Security, is a Creative Director.

Project Purpose

Luke reached out to me when I first started working at Fluent on creating content for specifically their instagram page. He said they needed to grow their online presence and the best way to start it would be in creating some posts that show what Fluent represents.

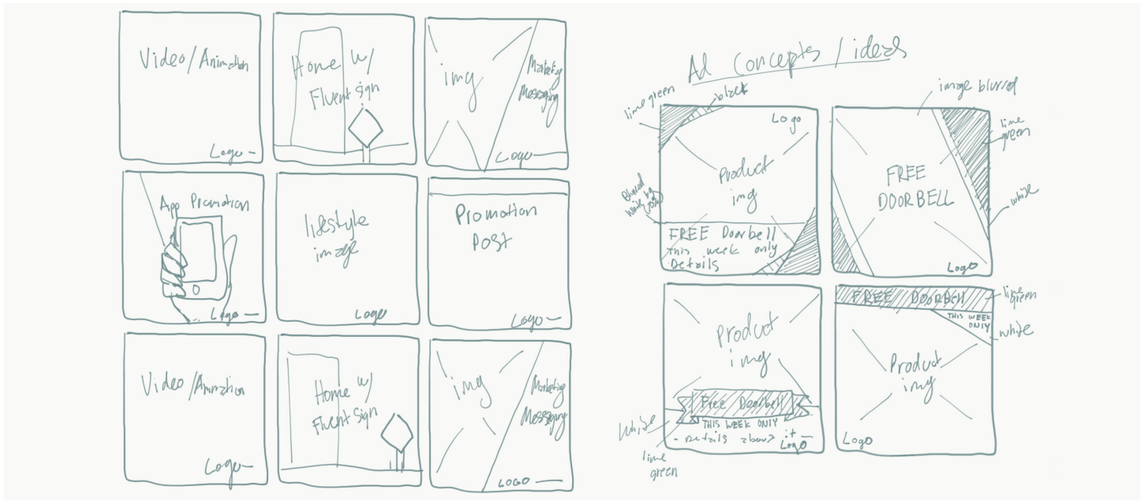
The Goal

We discussed some post ideas and Luke said that the focus was to just get something going on their social media so it wasn't just a blank instagram page. At the time, a marketing campaign wasn't in the works and since it kept being pushed back the empty feed was hurting their online presence. There just needed to be something online and it needed to match the Fluent brand.

Design Process

I gathered content from our old Fluent brochures and booklets to create some lifestyle inspired posts. I was lucky enough to get a sales person to work with me and run some weekly promotions. Once I got all this information I created some mocked up and content ideas. Luke then reviewed the designs, made a few grammar changes along with some image changes and gave me the green light to move forward. I then cleaned up the design and was able to create posts for the next 3 months.

After this project, I realized how important it is to get people to explain the product they are trying to market. Sadly I only had a few documents to take content from and it wasn't long until I was creating the same posts over and over again. Moving forward, I would want to work with a team that can provide content or information about what they are wanting to market so I can help create something to fit the company's vision and goals. Thankfully, even with the little information I had I was able to create something polished that represented their brand. I also learned details about social media marketing campaigns from my own research on this project which I'm able to use moving forward in my design career.



The Result

Luke told me he loved how it turned out and the social media felt more put together. It now felt like they had an online presence on instagram. Even with the little information I received during this project it was great to have something polished come out of it.

Aloreing Social Media

Client: Sydney Ballard, of Aloreing Podcast, is a co-host.

Project Purpose

Sydney and I needed to create a social media campaign for the podcast Aloreing. We discussed creating some template layouts to announce whenever a new podcast episode was released. This was going to be a way to market our episodes via social media for our followers and show the world what Aloreing is.

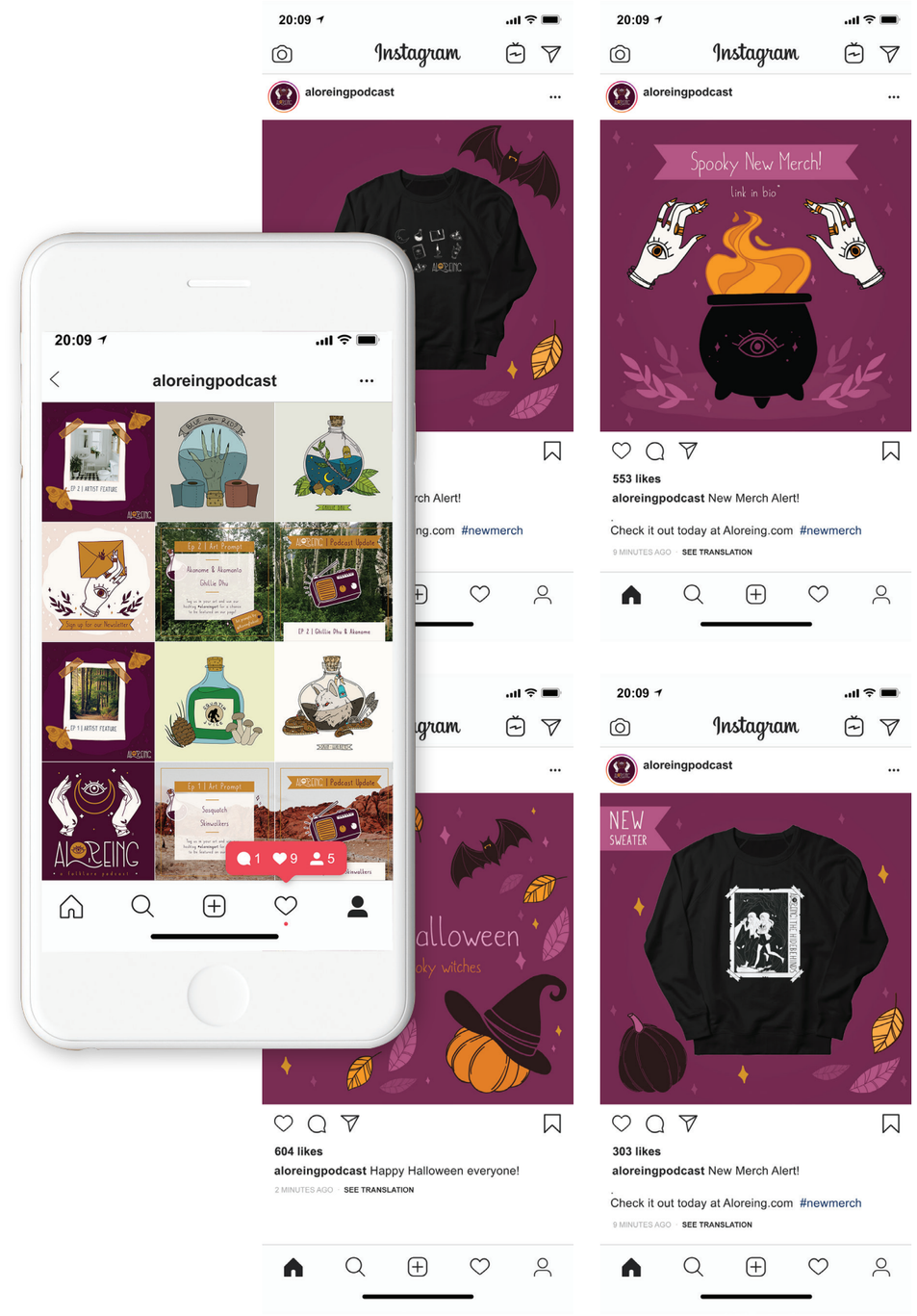
The Goal

We talked about the podcast vision and how to express that via social media posts. Sydney suggested we make an announcement post for each new episode and art prompt and I added to it by suggesting we do an announcement post, artist shout-out post and to show off our illustration for the episode as well. We then agreed that she would help write the content for the posts and I would create a feed layout template and design for social media.

Design Process

It took about 3 weeks to get a finalized feed layout. Once Sydney sent over some content and her ideas I created posts for each episode that consisted of the following; new episode out, new art prompt, an announcement, my illustration, Sydney's illustration, and artist shout-outs. I had her review them and we made changes and cleaned up the designs. I was then able to create about a year's worth of posts the following week based on future episodes.

Since this design was used for future episodes, I should have taken more time to make a cleaned up template in illustrator separated by layers. That way if Sydney needed to create or work on the file it would be easy to navigate and fix. Later I did end up cleaning up the template file for future use but it would have been easier to do that at the start. Other than that the project was great. We got a feed layout done for the season that matches the Aloreing brand, plus the time to create social media posts was greatly reduced due to the fact we took the time to create a layout at the start.



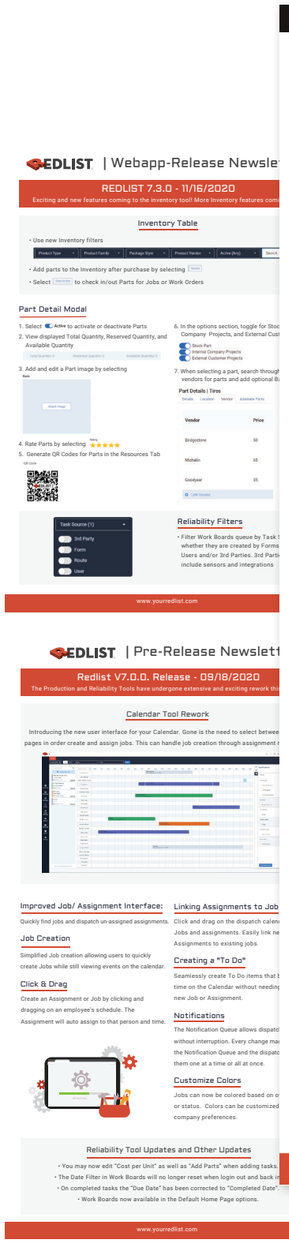
The Result

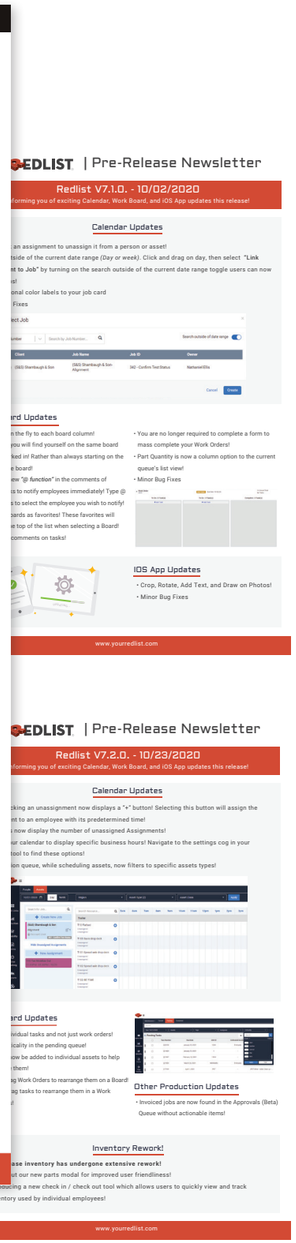
Sydney thought they were perfect and represented the Aloreing brand. We ended up using these templates for the rest of the season and it made it so we didn't have to spend hours on creating social media posts for marketing.

REDLIST Newsletters

The Client: REDLIST

Tools Used: Adobe Illustrator, Adobe Indesign

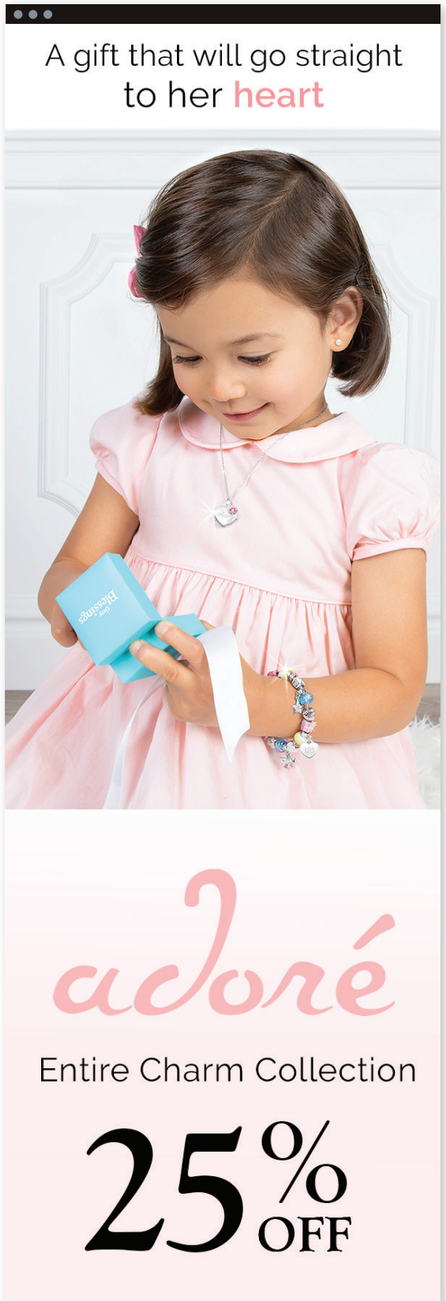




Tiny Blessings Email Campaigns

The Client: Tiny Blessings

Tools Used: Adobe Illustrator, Adobe Photoshop, Mailchimp



MSLM Sales Documents & Flyers

Client: Simone DeMarco & Vanessa Andreotta, of Exxon Mobil, are Marketing Directors.

Project Purpose

Simone and the company owners at Redlist reached out to me about getting Mobil Serv Lubrication Management (MSLM) branded documents designed to help teach the Exxon team about how MSLM works.

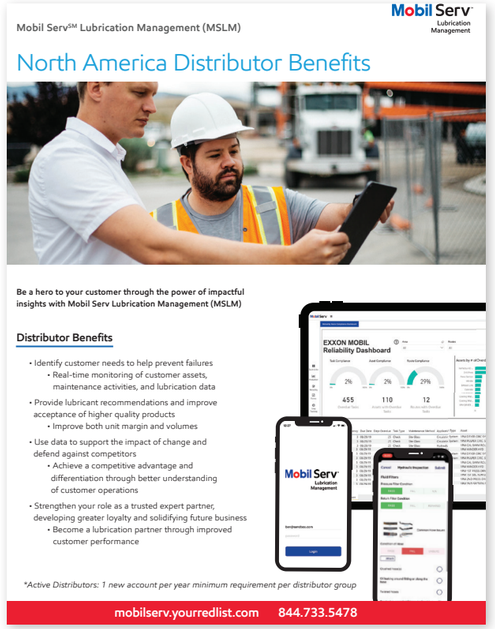
The Goal

We all talked about what MSLM is and how it will be a combination of the REDLIST brand and the Exxon brand. Simone was able to send me Exxon material to use as inspiration for the co-branded material along with company fonts and when REDLIST could be incorporated into the design. I'd work on developing the co-branded visual identity and being the graphic design for REDLIST I agreed to work on these documents.

Design Process

Each flyer would take about 3-5 weeks to be finalized. Once I got the content from the sales team at Redlist, I would take about 2 business days to produce a designed document. Then I would send it to Simone or Vanessa, which would take about 1-2 weeks to hear any changes/ updates to make. Once I get the document back I'd meet with Redlists sales team to see if the changes still match the messaging they are wanting and then send it back. Once they got a finalized version they would run it through in house user tests and then approve the design or cancel the project. If a project was approved though, I would upload a finalized version and share it with both the Exxon and Redlist teams file storage systems.

The biggest problem is half way in creating these documents, Exxon let Simone go because she was a contract designer and they hired Vanessa in her place. Vanessa wasn't informed of all the specific branding requirements Exxon had for MSLM and resulted in getting multiple documents sent back to me asking "Why did you do this?" when it was her company that originally requested those changes. Thankfully, Vanessa was great to work with and we were able to discuss what Exxon told me they expected from the marketing material we created at Redlist and what we could adjust and update.


Mobil Serv℠ Lubrication Management (MSLM)

Mobil Serv Lubrication Management

North America Distributor Benefits

Be a hero to your customer through the power of impactful insights with Mobil Serv Lubrication Management (MSLM)

Distributor Benefits

- Identify customer needs to help prevent failures
  - Real-time monitoring of customer assets, maintenance activities, and lubrication data
- Provide lubricant recommendations and improve acceptance of higher quality products
  - Improve both unit margin and volumes
- Use data to support the impact of change and defend against competitors
  - Achieve a competitive advantage and differentiation through better understanding of customer operations
- Strengthen your role as a trusted expert partner, developing greater loyalty and solidifying future business
  - Become a lubrication partner through improved customer performance

*Active Distributors: 1 new account per year minimum requirement per distributor group

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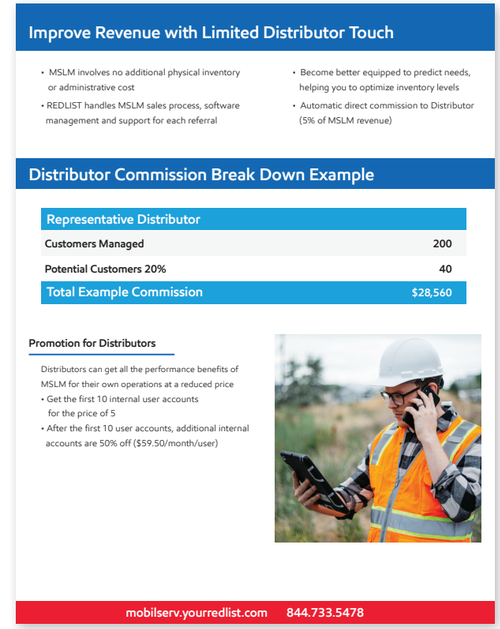
Improve Revenue with Limited Distributor Touch

- MSLM involves no additional physical inventory or administrative cost
- REDLIST handles MSLM sales process, software management and support for each referral
- Become better equipped to predict needs, helping you to optimize inventory levels
- Automatic direct commission to Distributor (5% of MSLM revenue)

Distributor Commission Break Down Example

Representative Distributor	
Customers Managed	200
Potential Customers 20%	40
Total Example Commission	$28,560

Promotion for Distributors

Distributors can get all the performance benefits of MSLM for their own operations at a reduced price

- Get the first 10 internal user accounts for the price of 5
- After the first 10 user accounts, additional internal accounts are 50% off ($59.50/month/user)

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Mobil Serv℠ Lubrication Management (MSLM)

Mobil Serv Lubrication Management

Mining and Off Highway

1) Simplified Work Orders

Put an end to missing paperwork, sticky notes, Excel sheets, and complicated products with easy-to-use work order software. Easily create, assign, and manage unlimited work orders from your mobile device, tablet, or desktop computer.

2) Multi-site Management

Operate multiple businesses, divisions, locations, or facilities from one central software database. Assign site-specific permissions, and see site information in real time.

3) Preventative Maintenance

Make your maintenance and reactive procedures more effective by tracking preventive maintenance in one place. Automatically generate work orders based on time, event, or inspections.

4) Customizable Reporting

Get insights from your MLSM maintenance data. Create custom reports, leverage existing reports, or check key KPIs on your MLSM dashboard.

5) Seamless Integration

Share important information and make intelligent and predictive maintenance decisions. Connect your maintenance, equipment sensors and more with your company ERP.

Other Benefits

Easier work order management puts everything you need at your fingertips wherever work takes you.

With the ease of touching your screen you can upload pictures or attach special instructions.

Mobil Serv℠ Lubrication Management (MSLM) like never before. REDLIST MSLM lets you be truly mobile with your maintenance operations.

Simple enough for your entire team. And when work gets complicated, Mobil Serv℠ Lubrication Management software, Powered by REDLIST, has the features you need to move projects forward.

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Mobil Serv℠ Lubrication Management (MSLM)

Mobil Serv Lubrication Management

Converting from E-Plus to MSLM

Upgrade to our new Mobil Serv Lubrication Management (MSLM) platform to make your lube management program best-in-class!

Why use MSLM?

Imagine having the peace of mind that your equipment was always in healthy condition, so your business could maximize production. We get it, this is easier said than done. We know how to solve the puzzle!

- **Ease of use for Managers:** Setting up your Lube Program needs to be easy! After setup, managing the lubricators work should be hands-free.
- **Ease of use for Lubricators:** Tracking your work on the app needs to be simple and easy enough for a new employee to use.
- **Work Faster:** The app should make work happen faster than when working without it.
- **No double entry:** Data entry should be digital and only happen once, so you don't need an admin for teams in the field.
- **Work Offline:** Make changes and access data offline and update automatically when you have service.
- **Analytics that Inspire:** Your reports should show you a story of where your team has gaps. Close those gaps and your lubrication program starts delivering to the bottom line in a big way!

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Immediate ROI with MSLM Premium

For as low as $595 USD/mo ($7,140/yr) your team gets five premium seats in the MSLM platform and apps, with the option to easily add additional users. Users are given access to the platform coupled with insights from Mobil's Digital Engineering team.

For conversions before Dec 31, 2020 the implementation fee will be waived. (A more than $5,000 USD value!)

MSLM is designed to help extend equipment life and bring you peace of mind. MSLM is a platform where customers, Mobil Advisors and your local Mobil distributors can collaborate. Together we will navigate through the exciting landscape of Industrial 4.0, the Internet of Things (IoT), multi-platform integration and more!

- **Data Import Tool:** Easily import data from Excel or CSV in minutes to start lubricating and inspecting your equipment in MSLM.
- **PM/Lube Route Organizer:** Build and modify routes and PMs for techs to complete with accuracy and on schedule.
- **Work Order App:** Complete routes and PMs from a tablet or phone from anywhere, with or without service. Techs can record time to complete, consumables or parts used, and observations seamlessly in the app.
- **Inspections:** Build and modify inspections that can be used by your team on tablets, phones, or computer from anywhere.

How do we convert from E-Plus to MSLM

- Go to E-plus and Export the data to CSV
  - User List
  - List of Lubricants
  - List of Lube Points and Tasks
- Email a request to activate an account, and attach the CSV export. Send the email to the MSLM implementation team at Eplus2MSLM@yourredlist.com
- Confirm your account and login through the email you will receive from the MSLM implementation team.
- MSLM Implementation will schedule a kickoff meeting with the following agenda:
  - Decide whether onsite implementation or training is desired.
- Discuss remote implementation timelines.
- Discuss goals and desired outcomes.
- Establish the go-live strategy.
- MSLM will send a shared online project to track implementation progress through completion.
- Begin execution on the go-live plan.

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Premium Feature set

Lube Management Program
Lube Management Locations, Assets & Parts
Lube Management Marketplace
Lube Management Reporting
Lube Management Integrations
Lube Management Updates
Lube Management Technical Support

Here is a detailed list of the different Premium features provided when switching from E-Plus to MSLM.

Lube Management Program

- **Lube Engineering Collaborative Cloud:** Not sure which lubricant to use or how often your equipment should be lubricated? Recieve up-to-date product recommendations and lubrication best practices specific to your operation via a live link with a qualified Mobil Serv Advisor.
- **Lube Audit Inspection Submissions:** Access your Mobil Serv Advisor services reports and plant studies from your desktop or mobil device—anytime, anywhere.
- **Standard Lube Audit Forms:** Review previously completed Mobil Serv equipment audit forms and modify as needed.
- **View/Export Lube Chart Results:** Users can choose to view within the app or export as a .csv file their equipment's lubrication recommendations.
- **Reporting of Lube Chart Budget:** Track costs associated with each equipment's lubrication maintenance needs.
- **Reporting of Lube Audit Results:** Track direct cost savings as a result of up-to-date lubrication recommendations.
- **Lube Program Builder:** Organize lubrication maintenance into easy to manage recurring work orders.
- **Lube Program Scheduler:** Use date/time and your equipment's operational mileage or hours to control how and when a lubrication work order regenerates.
- **Unlimited Lube Work Order Submissions:** There is no cap on the number of lube work orders a user can submit.
- **Signature Capture:** Add additional levels of compliance by requiring users to digitally sign their work.
- **Equipment Checklist Templates:** Create checklists for equipment inspections and other preventive lubrication maintenance tasks. Then apply them to any lubrication work order.
- **Image Attachments:** Help technicians clearly know what equipment is to be serviced by attaching images to your work orders.
- **Offline Mode:** No need to stress about internet connectivity issues. Download the iOS / Android app to keep working without internet.
- **Lube Management Dashboard:** Keep track of all maintenance activities. Always be in the know through visual reporting of route compliance, total cost of equipment, meantime to failure, percentage of reactive vs preventive maintenance and more through templated and customizable dashboards.

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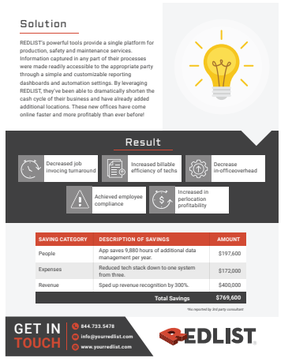
The Result

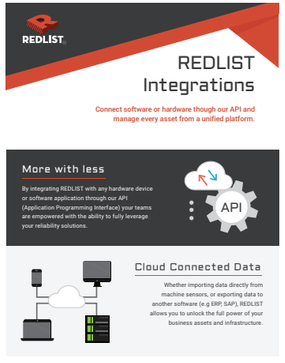
Both Vanessa's team and my team at Redlist was always happy with getting the document's finalized that way they could use it for in house and sales training. Due to Exxon's approval process, projects would take weeks to be approved and finalized by them, but everyone appreciated how quickly I would turn around design projects on my end and make updates quickly to speed up the process.

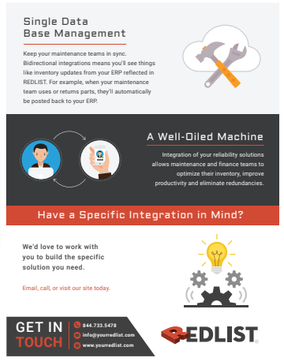
REDLIST Sales Documents & Flyers

The Client: REDLIST

Tools Used: Adobe Illustrator, Adobe Indesign







Internship Promotion Campaign

The Client: DSU Career Services

Tools Used: Adobe Illustrator

PANTONE
Package Design

Dixie Concessions Athletics

Client: Wendi Bulkley, of Dixie State University, is an Associate Athletic Director-External Relations.

Project Purpose

Wendi got word that there was budgeting available to re-brand the Dixie Concessions packaging and reached out to the University Marketing & Communications team to help. My boss Jared Madsen & Jordan Sharp wanted me to work on the project and reached out to me about creating something with our new brand identity, the trailblazers.

The Goal

Wendi put in the request but wanted us to take over since we had made plenty of marketing material for the athletic department in the past. Jordan told me how he wants the logo on all the packaging and provided me with the different things to design - popcorn boxes, cups, tray holders, wax paper, and mini trays - and to have everything say TRAILBLAZER, and dixie athletics

Design Process

This project took about a month to complete. We first started with the cup designs. And after many MANY mockups, we were able to close in on a design. Once the cups were finalized I started working on the rest of the designs, going back and forth a few times with the team about the best directions, making minor tweaks here and there, and lining everything up when it's all folded and put together.

Overall, this project took time but I think it went great. There were tons of back and forth, but that's just what happens sometimes with big projects. My team helped by giving constructive feedback during the whole process. That and being able to talk and walk through different test prints and put pieces together made the project really fun. Looking back, there is nothing I would think of doing differently. I knew what I had to create from square one, had a timeline, where to find the right resource files, and a great team to help.

The Result

Everyone loved having branded athletic concessions items. It was a huge upgrade from the non-branded boxes and cups they were using before and it made our Athletic events that much more on brand. Plus, we were told some mega Dixie fans would purchase the popcorn boxes to use when they went to out of state games, so even the fans enjoyed the new addition of packaged material.

REDLIST Mailer Box

The Client: REDLIST Sales Team - Julio Aguirre

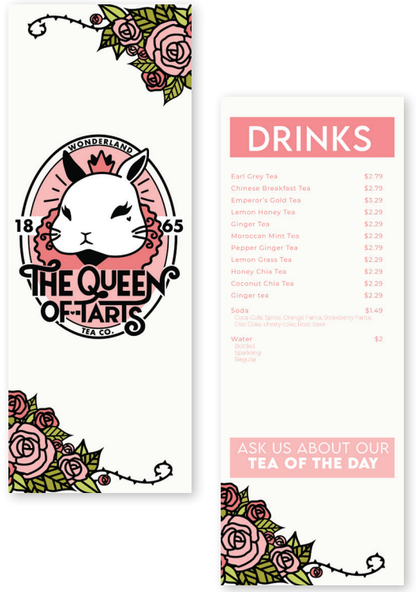
Tools Used: Adobe Illustrator, Adobe Photoshop

Scan Me
Hold the camera up to the image to get started

Wonder Land Menu

The Client: Personal Project

Tools Used: Adobe Illustrator, Adobe Indesign



A personal favorite class project I got to work on.

At the time I though it was the bee's knees. But thanks to my constant desire to grow, follow design trends, and learn more about design this became something greater!

PANTONE
Illustrations

Yule Cat Got Me Trippin'

Client: Matt Digennaro, of Live from the Beach Bungalow Podcast, is a producer.

Project Purpose

Matt reached out to me because his team wanted to create some exclusive holiday merch for their podcast. Since it was Christmas and they just did a folklore special that kept receiving positive feedback, they wanted a yule cat illustration to put on shirts, mugs, and stickers.

The Goal

I talked with Matt about what he was looking for, he said he wanted a yule cat illustration, similar to artwork I previously created for the podcast Aloreing. He wanted it to say "yule cat got me trippin" and be an illustration of a yule cat. His biggest concern is he needed it in less than a week but with his clear vision from the get go I agreed to create the illustration for their Christmas campaign.

Design Process

I only had a few days to work on the design, with them needing it in less then a week for their Christmas campaign. I sent over multiple versions and then Matt reviewed it with his team. We narrowed it down to 2 different illustrations and after some minor changes we were able to get the design finalized in 3 days. This project was pretty rushed since I only had 3 days to get it done, but with them being so quick to reply it made it so the project went smoothly.

The only difference is I would try and do a rushed project when I have time. Due to the deadline and working full time, I was up late getting this rush project completed. Thankfully, they were amazing to work with and quick to give feedback/changes. The only difference is I would try and do a rushed project when I have time. Due to the deadline and working full time, I was up late getting this rush project completed. Thankfully, they were amazing to work with and quick to give feedback/changes.

The Result

Matt texted me to say "We did a post about it yesterday morning and everyone loves the merch!" I'm so thrilled that they all enjoyed the design and even with the short timeline I was able to create something that they are able to use in their shop. I had a great time working with him and it was fun to create something different.

Personal Illustrations

The Client: Personal Projects

Tools Used: Adobe Fresco, Adobe Illustrator, Adobe Photoshop

Ephemeral Font

The Client: Advanced Typography Project

Tools Used: Adobe Illustrator, Adobe Photoshop

EPHEMERAL

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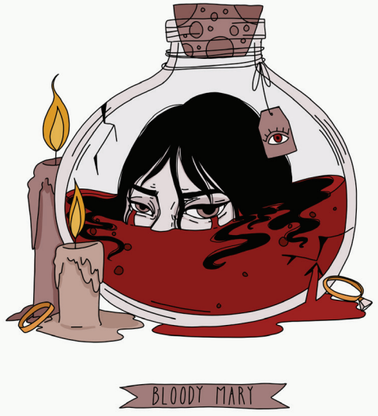
Aloreing Folklore Illustrations

The Client: Aloreing Podcast

Tools Used: Adobe Fresco



Adventure Time Stickers

The Client: Personal Projects

Tools Used: Adobe Fresco

Deconstruction Type

The Client: Typography Study

Tools Used: Adobe Fresco, Adobe Illustrator

Siren Card Game

The Client: Edgar Morales

Tools Used: Adobe Fresco, Adobe Illustrator

Thanks for reviewing my portfolio

You did it! *cue confetti* You reviewed my whole portfolio and that truly means a lot. I'd love an opportunity to talk to you about a possible career opportunity and see if I would be the perfect fit for your team!

So let's get in touch.

Contact me below and let's create something grand.

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PANTONE
Thank You