

FRED COLLIE

Graphic & Marketing Designer

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PROFILE

Graphic and marketing designer with 12+ years of in-house, agency, and freelance experience across B2B, manufacturing, entertainment, education, and consumer brands. Currently the sole designer at a precision aerospace and defense manufacturer, owning brand, web, and marketing end to end while operating CAD-driven Zünd digital cutting production, a rare bridge between creative and manufacturing. Specialized in translating dense technical subject matter into clear, conversion-focused brand systems, websites, and campaigns, with an AI-assisted production workflow that accelerates concepting without sacrificing craft.

CORE SKILLS

Brand Identity & Visual Systems • Adobe Creative Suite (Photoshop, Illustrator, InDesign) • Web Design • Figma • Social Media & Digital Marketing Design • Presentation & Pitch Deck Design • Print Production & Pre-Press • Typography & Layout • CAD Operation

EXPERIENCE

Graphic & Web Designer / Marketing Designer

2022 - Present

PNA Technologies LLC | Jamaica, NY

- ▶ Sole in-house designer for a precision gasket converter serving aerospace, defense, and uncrewed-systems programs — own brand identity, website, and marketing from concept through production.
- ▶ Designed, built, and maintain the company website and campaign landing pages in WordPress/Elementor, keeping brand consistency across marketing materials and technical documentation.
- ▶ Operate the Zünd digital cutting system for CAD-based precision production in an ISO 9001 / ITAR-registered environment, bridging the design studio and the manufacturing floor.
- ▶ Develop technical marketing content capabilities decks, Instagram carousel systems, technical bulletins, and long-form articles that converts engineering detail into accessible sales and business-development material.

Graphic Designer

Mar 2019 - Nov 2020

Universal Music Group / Bravado | New York, NY

- ▶ Led and executed design across tour, e-commerce, retail, and direct-to-consumer merchandise categories for Bravado's heritage-artist roster.
- ▶ Partnered directly with the marketing director on all projects, owning on-time delivery of production-ready assets at the quality standard of a global music company.

Graphic Designer

Sep 2016 - Mar 2019

Texas Black Expo | Houston, TX

- ▶ Designed the organization's annual event brand system, sponsor packages, impact reports, mainstage event advertising, and social campaigns — for one of the largest African American trade shows in Texas.
- ▶ Kept communications consistent with brand standards across multi-year campaigns supporting national sponsors, and managed photo editing and the product photo library.

Graphic Designer

Jun 2014 - Aug 2018

Etched Communications | Houston, TX

- ▶ Produced multi-channel campaigns, flyers, brochures, advertisements, postcards, social assets, and HTML emails for agency clients across industries.
- ▶ Scheduled and tracked concurrent projects, coordinated with outside vendors, and maintained file naming and cataloging standards.

EDUCATION

A.A.S., Commercial Art — Nassau Community College, Garden City, NY

Fred Collie

Graphic & Marketing Designer

Selected work spanning B2B brand systems, public-sector communications, marketing collateral, web design, event and sponsor design, social media, advertising concepts, and identity. Twelve-plus years of in-house, agency, and freelance practice.

- 01 / B2B & CORPORATE
- 02 / PUBLIC SECTOR & INFRASTRUCTURE
- 03 / BRAND IDENTITY SYSTEMS
- 04 / WEB DESIGN
- 05 / EVENT & BRAND SYSTEMS
- 06 / MARKETING COLLATERAL
- 07 / SOCIAL MEDIA
- 08 / CONCEPT & ADVERTISING
- 09 / LOGO & IDENTITY
- 10 / COVER ART

01 / 10

B2B & Corporate

In-house and agency brand systems, capabilities decks, marketing collateral, and corporate identity work for B2B clients across aerospace, defense, manufacturing, and consulting.

PNA Technologies — Capabilities Deck

In-house brand system for a New York-based aerospace & defense gasket manufacturer. Cover, company overview, and CAD-to-part process flow.

PNA TECHNOLOGIES LLC
DWP-001 - CAPABILITIES
SCALE 1:1 - SHEET A

[DRAWING 001 / CAPABILITIES OVERVIEW]

Precision gasket conversion.

FOR AEROSPACE & DEFENSE.

ISO 9001:2015 | ITAR | SAM, DDV ACTIVE | SEARS COMPLIANT | MADE IN USA | PNA-TECHNOLOGIES.COM

TITLE	SECTION	ISSUES	DEPT
CAPABILITIES 2026 - COVER SHEET	00	2026-06	ISO 9001

PNA / BLUEPRINT SERIES | SH1 02 OF 14 | REV 1.0 - 2026 | ITAR

Precision engineered. Mission ready.

PNA Technologies is a New York-based custom converter of conductive and non-conductive flexible materials, serving aerospace, defense, uncrewed systems, and electronics programs. Zünd digital precision cutting, CAD-driven production workflow, and automated dimensional inspection deliver the tolerances, traceability, and turnaround that mission-critical applications demand.

CORE CAPABILITIES

- 01 EMI/RFI Shielding Baskets
- 02 Thermal Management Solutions
- 03 Conductive O-Rings
- 04 Custom Baskets & Seals
- 05 Electrical Insulation
- 06 Conductive Elastomer Flange Gaskets

FIG. 01	FIG. 02	FIG. 03	FIG. 04
25+ Years in conversion	2 Zünd production lines	±0.005" Std. tolerance	24 HR Quote turnaround

TITLE	SECTION	ISSUES	DEPT
01 - WHO WE ARE / OPERATIONS PROFILE	01	2026-06	ISO 9001

PNA / BLUEPRINT SERIES | SH1 03 OF 14 | REV 1.0 - 2026 | ITAR

From CAD file to inspected part.

01 CAD Design / DFM Review
DAE - DWG - STEP - IGES - PDF, Nested in AlphaCAM.

02 Material Pull
Tier-1 stock - Full lot traceability maintained.

03 Zünd Digital Cutting
DigiScout XY knife - no die cost - short runs.

04 Dimensional Inspection
Reveco TM-853B non-contact - reports on request.

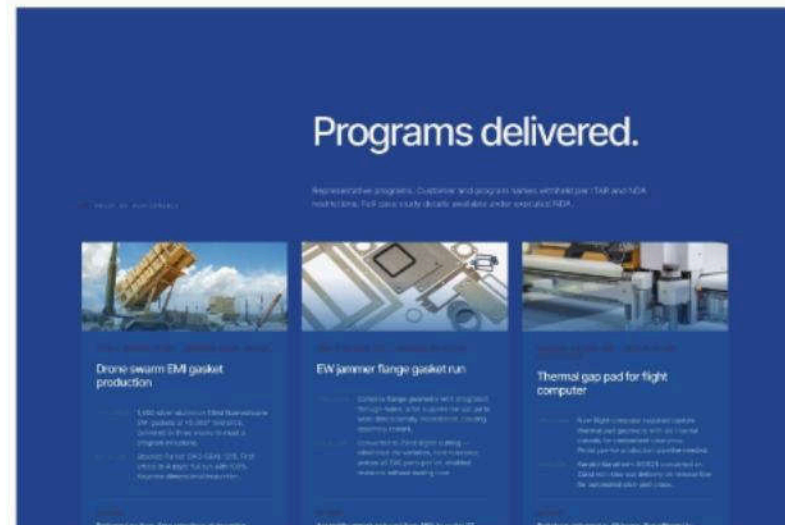
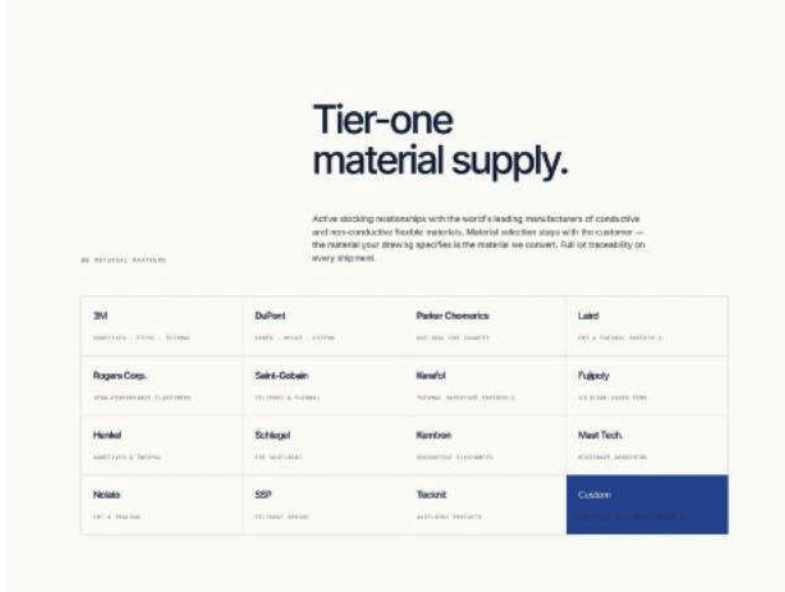
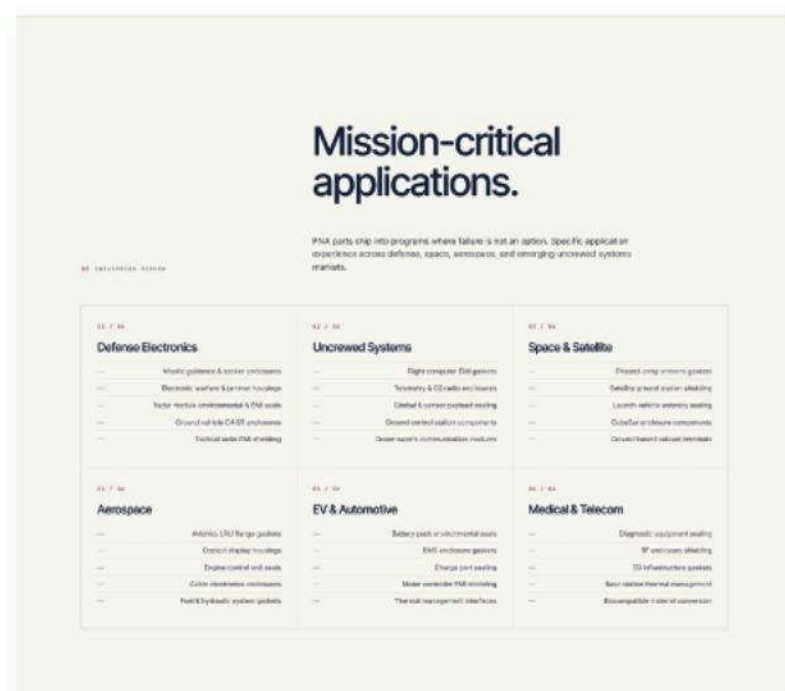
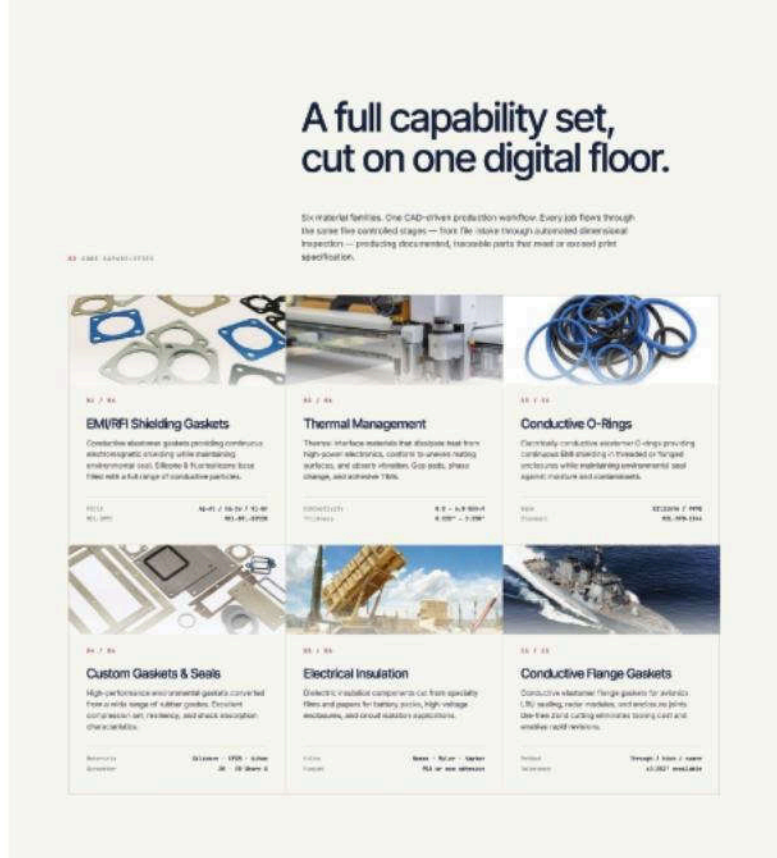
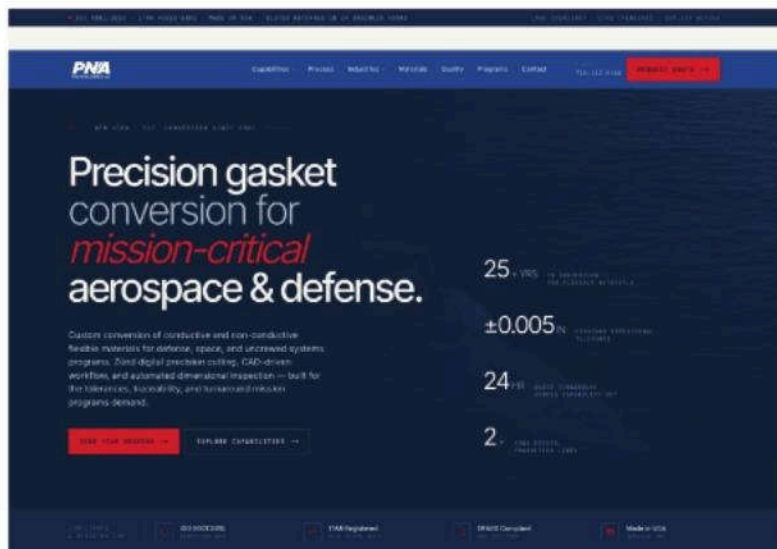
05 Documentation / Ship
CoC - material certs - FAIR - expedited available.

NOTE: Digital workflow eliminates die cost - enables rapid revisions - supports prototype-to-production in one pipeline.

TITLE	SECTION	ISSUES	DEPT
01 - WHO WE ARE / OPERATIONS PROFILE	01	2026-06	ISO 9001

PNA Technologies — Marketing Site

Hero, capability grid, materials supplier table, and case-study row from the same brand system, flexed for web.



Myrtle Consulting – Capabilities Two-Pager

Front and back of a corporate two-pager for an operations consulting firm, plus partner team bio sheets.



About Myrtle Consulting Group.

Driving Improvement On the Line, Delivering Results to the Bottom Line

Fuctuating costs, inefficient supply chain, outdated equipment, unpredictable consumers, ineffective inventory management, internal politics the list of operational burdens goes on and on. Doing more with less has become a regular practice and it may seem like the challenges outweigh the opportunities. For organizations willing to embrace performance improvement strategies however, there are opportunities to compete and stimulate growth.

Proven Expertise, A Customized Approach

Myrtle Consulting Group is built on more than 25 years of hands-on experience delivering performance improvement to the world's leading food and beverage, consumer products and life sciences organizations. We have unmatched expertise in providing leading-edge solutions and services with a tailored approach to address clients' unique opportunities and challenges:

Shop Floor Leadership

We help safeguard lean success by utilizing tools and techniques to improve behavior, streamline communication and facilitate sound decision making.

Production Optimization (OEE)

Increase operational efficiency and productivity by decreasing equipment downtime. We have proven expertise in using OEE to optimize utilization of production assets and maximize production capacity.

Maintenance and Reliability

The operation can be a costly strain or an effective unit. We use state-of-the-art techniques to identify, record, plan, schedule, stage and execute repairs. We guide clients by encouraging teamwork between production, sanitation and maintenance staff so everyone understands how to address consistent failure patterns.

Lean Six Sigma

We know precisely how to incorporate Lean Six Sigma to eliminate waste and output variations. We select projects that are tied to operational metrics and provide active coaching for belts, champions, functional managers, supervisors and shop floor operators.

Management Systems

Accountability and proactive communication must be constant. Myrtle Consulting Group leverages powerful metrics and key performance indicators to assess existing management systems, identify gaps and produce behavior changes at all employee levels.

Logistics and Warehousing

We improve warehouse operations and management by focusing on techniques to improve logistical accuracy in areas such as invoicing, packaging and shipping. Our lean warehousing methods help clients balance shift patterns and resources against shipping/receiving cycles.

Sanitation Efficiency

Sanitation is often under-emphasized and inconsistent, leading to issues, such as poor product quality, increased production time, equipment damage and operational delays. Our step-by-step, fine-tuned sanitation programs are carried out with military precision.



Myrtle team



Bill Ruth
Director Of Operations



QUALIFICATION HIGHLIGHTS


Bill has 30 years of experience as a leader and team builder in operations and engineering. He excels at identifying opportunities and implementing lean manufacturing processes, and maintenance and reliability improvements. Bill has significant program management experience that achieves sustainable improvements and results.

EXPERIENCE

- Abbott Nutrition Operational Excellence Assessments
- Kellogg's Frozen Foods Lean Transformation Project
- Kellogg's Cereal Plant (South Africa, 2 years)
- GNP Foods Lean Improvement Project
- Merck - Lean Kata implementation
- Mack Truck Quality Assurance Project
- Chevron Integrated Planning and Scheduling Installation
- UPS 27 years of Operations and Engineering
- Boston Brewing OEE / Maintenance Improvement

EDUCATION/CERTIFICATION

B.S., Salem State College
MBA, Southern New Hampshire University




Sustainable Results

Myrtle Consulting Group's flexible and adaptable deployment model helps ensure alignment with clients' objectives, from the front line to the boardroom. We employ Passion, Pace and Performance as constants to accelerating operational, financial and cultural results.

Case Study

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Case Study

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We live "on the line" and live for what we do. We will be there, where the work is done.

We catalyze improvement and deliver at accelerated speed when it matters most.

Our results set us apart and every engagement is structured to ensure our interest are aligned with the clients'.

CONTACT US

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Operations Implementation Group
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mike.schellberg@myrtlegroup.com



Myrtle team



Brian Penn
Transformation Director



QUALIFICATION HIGHLIGHTS


Brian Penn has more than 12 years of professional experience with a consulting background. His acumen is focused on analysis, design and implementation of improved processes, organizational designs and integrated management systems. He has managed and executed complex, transformational programs accounting for more than \$100 million in cost and revenue improvement. In a previous leadership position, Brian successfully developed and facilitated training curriculum and programs for hundreds of consultants.

EXPERIENCE

- Boston Beer: Operations Transformation Project
- Nestle Waters: Operations Transformation Project
- Coca-Cola Enterprises: Supply Chain Standard Work Implementation (400 sites)
- MDM Brands: Operations Transformation Project
- DSM: Operations Transformation and Productivity Project
- Lanxess: Operations Transformation Project
- Arclin: Operations Transformation and Productivity Project (13 sites)
- Boyer Pharmaceuticals: AVS and Lean Implementation
- United Water: Customer Service and Field Collections
- Kwikset Corporation: Production Supervision, Six-Sigma Black Belt

EDUCATION/CERTIFICATION

B.S., Mechanical Engineering
Texas A&M University



Myrtle Consulting – Branding Creative Brief

Internal creative brief layout: target perception, brand voice, audience profile, and core values for the marketing system.

Current Target Perception:
What does the target believe about Myrtle before seeing any collateral or communication?
Myrtle is a young company. They convey knowledge and experience, as most consulting firms do on their websites and communication materials. I worked with one of their partners when he was with a different firm. It was a successful project. If I consider them as a partner, it may be a tough sell internally because of unfamiliarity. I hope we can at least consider them. I am pretty sure their fees will be lower than a larger, more-established firm.

Desired Target Perception:
What should the target think, feel or do after seeing the collateral or communication?
Myrtle Consulting is impressive. I think they really enjoy their work and genuinely care about the results. They understand the industry, its unique pressures and have a solid track record. They have the resources and capabilities of a large firm. And because Myrtle is smaller in size, I trust I will get more flexibility and hands-on service.

One Thing:
What is the single thought we want to communicate?
Myrtle Consulting Group is an ideal partner because they have unparalleled expertise, and flexible approach and consistently delivers operational results.

Tone:
What do we want collateral and communication to feel like?
• **Passion:** Dedicated
• **Pace:** Effective
• **Performance:** Proficient

Mandatories:
What must be included in all collateral and communication?
• Passion .. Pace .. Performance ..
• Myrtle Consulting Group logo
• Professional design, concise language

INFOGRAPHIC PIE CHART

20%	20%
8%	8%
22%	20%

Line Graph Data (2009-2014):

Year	Value 1 (Red)	Value 2 (White)
2009	20	20
2010	60	10
2011	20	60
2012	70	30
2013	20	10
2014	40	20

Myrtle Consulting Group
Myrtle Consulting Group (Myrtle) is a young, passionate consulting firm that specializes in providing operational solutions to food and beverage, consumer products and life sciences industries. To meet the specific needs of each client, Myrtle employs adaptable service delivery in areas such as shop floor leadership, Lean Six Sigma and process optimization.

The executive leadership team has a wealth of knowledge and experience. With its corporate headquarters in Houston and executives throughout the U.S. and Europe, Myrtle is geographically poised to provide unparalleled hands-on service to clients in the food and beverage, consumer products and life sciences industries.

Myrtle core values and brand identity center on "Passion .. Pace .. Performance .." This also addresses the firm's competitive differentiation.

Executives have successfully utilized their established networks to fuel positive company growth since the company's inception in 2012. A marketing communication strategy will be critical to continue an upward path and maintain a competitive advantage.

Target Audience Profile:
Who am I? What are my pain points? How do I feel about consulting partners?
Senior executive and/or other decision maker at a company in the food and beverage, consumer products, or life sciences industry. Likely male, age 45+, in the U.S. and Canada. Some concentration in Midwest, Northeast, Atlanta, Texas, California, Toronto, but still pretty widespread.

I have a demanding career. I am battling increasing costs from multiple angles, operations, production, materials, regulation and compliance, just to name a few. A lot of man hours are wasted on the shop floor and some of my equipment isn't the most efficient. I know these issues hinder production line speed and fill percentages. Even though I don't have an effective way to monitor total losses I know it is costing the company.

The turnover in mid- and upper-management intensifies my pressure. There are several personalities to manage from the corporate office to the front line. There's definitely inadequate leadership on the shop floor, but I have an extensive travel schedule and can't be there enough to really impact change.

Outside consultants could bring value and help improve operations. However, they come with a substantial price tag. It'll be "game over" for me, too, if we don't quickly see measurable results on the front lines. I have a working relationship with a well-known firm from a previous project. Maybe, I will reach out to them.

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Public Sector & Infrastructure

Spec communications systems for major public infrastructure programs. Fact sheets, social media systems, and web templates built for civic credibility and program-scale storytelling.

Gateway Development Commission — Hudson Tunnel

Sample proposal design pitching a unified social media system and fact sheet for the Hudson Tunnel Project. A navy and gold communications framework built around program impact, project milestones, and federal partnership credibility.

FACT SHEET • APRIL 2026

The Hudson Tunnel Project

BY THE NUMBERS

A transformative investment in infrastructure, economic strength, and reliable connections for the Northeast Corridor.

PROGRAM-WIDE IMPACT

- 95,000** JOBS CREATED during construction
- \$19.6 BILLION** ECONOMIC ACTIVITY GENERATED
- \$87 MILLION** PER MONTH in goods and services purchased
- 200,000** DAILY PASSENGERS served since completion with reliable, on-time service
- \$16 BILLION** IN ECONOMIC LOSS PREVENTED (the cost of a potential tunnel shutdown)

ACTIVE CONSTRUCTION PROJECTS

PROJECT	JOBS
1. Tonnelle Avenue Bridge and Utility Relocation (North Bergen, NJ)	400
2. Hudson Yards Concrete Casting, Section 3 (NYCC-3) (New York, NY)	4,800
3. Hudson River Ground Stabilization (New York, NY)	2,300
4. Palisades Tunnel Project (Hudson County, NJ) (First tunnel boring work)	5,500
5. Manhattan Tunnel Project (New York, NY)	7,200
TOTAL JOBS (ACTIVE PROJECTS)	20,200

PROGRAM STATUS AND ECONOMIC IMPACT SUMMARY

The Hudson Tunnel Project creates opportunity, prevents significant economic loss, and ensures a more reliable future for millions.

Learn more at gatewayprogram.org

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CONTACT US

- info@gatewayprogram.org
- gatewayprogram.org

ABOUT GDC

The Gateway Development Commission (GDC) is a bi-state public authority created by New York and New Jersey. We are accountable to the public and committed to transparency.

FEDERAL PARTNERSHIP

The Hudson Tunnel Project is funded through grants and loans from the Federal Transit Administration (FTA) and the Railroad Rehabilitation & Improvement Financing (RRIF) Program.

Partners: FTA, U.S. Department of Transportation, GDC, Amtrak, NJ TRANSIT, Port Authority of NY & NJ and U.S. DOT are working in partnership to deliver this critical investment in the Northeast Corridor.

GATEWAY DEVELOPMENT COMMISSION

THE PROJECT | CONSTRUCTION | COMMUNITY | NEWS & MEDIA | ABOUT GDC

The Hudson Tunnel Project

Building a new two-track tunnel under the Hudson River and rehabilitating the existing century-old North River Tunnel.

CONSTRUCTION IS CURRENTLY SUSPENDED.

The new tunnel is currently suspended due to a delay in funding by the FTA. We are working to secure the necessary funding to resume construction.

ABOUT THE PROJECT | **PROJECT BENEFITS**

- 95,000** JOBS CREATED during construction
- \$19.6 BILLION** ECONOMIC ACTIVITY GENERATED
- \$87 MILLION** PER MONTH in goods and services purchased
- 200,000** DAILY PASSENGERS served since completion with reliable, on-time service
- \$16 BILLION** IN ECONOMIC LOSS PREVENTED (the cost of a potential tunnel shutdown)

ACTIVE CONSTRUCTION COMPONENTS

1. Tonnelle Avenue Bridge and Utility Relocation (North Bergen, NJ) - 400 JOBS
2. Hudson Yards Concrete Casting, Section 3 (NYCC-3) (New York, NY) - 4,800 JOBS
3. Hudson River Ground Stabilization (New York, NY) - 2,300 JOBS
4. Palisades Tunnel Project (Hudson County, NJ) (First tunnel boring work) - 5,500 JOBS
5. Manhattan Tunnel Project (New York, NY) - 7,200 JOBS

A VITAL CONNECTION

The new two-track tunnel will provide superior rail service between New Jersey and Manhattan—improving the Northeast Corridor for passengers to reach:

- Existing Amtrak (NJ) Tunnel
- New Hudson Tunnel
- Manhattan Tunnel

PROJECT OVERVIEW

A new two-track tunnel under the Hudson River provides critical reliability for a necessary rail service.

Rehabilitation of the existing North River Tunnel provides a safe and quiet right-of-way for ground rail service.

Bi-state, multi-jurisdictional project: GDC, NJ TRANSIT, Port Authority of NY & NJ, and U.S. DOT, FTA.

FEDERAL PARTNERSHIP

This project is funded through grants and loans from the Federal Transit Administration (FTA) and the Railroad Rehabilitation & Improvement Financing (RRIF) Program.

PROJECT TIMELINE

- PLANNING & DESIGN** (Completed for design, engineering, and permitting)
- CONSTRUCTION** (Not under construction)
- COMPLETION** (New tunnel in service)

OUR PARTNERS

AMTRAK, NJ TRANSIT, PORT AUTHORITY OF NY & NJ, GDC (a bi-state public authority established by New York and New Jersey to deliver this transportation investment in the Northeast Corridor).

LATEST NEWS

- APRIL 2026: GDC Provides Update on Construction Plans and Project Readiness. [Read more](#)
- MAY 2025: Community Information Session Highlights Project Benefits. [Read more](#)
- MARCH 2025: Hudson River Ground Stabilization Work Continues. [Read more](#)

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FEDERAL PARTNERSHIP

This project is funded through grants and loans from the Federal Transit Administration (FTA) and the Railroad Rehabilitation & Improvement Financing (RRIF) Program.

Partners: FTA, U.S. Department of Transportation, GDC, Amtrak, NJ TRANSIT, Port Authority of NY & NJ and U.S. DOT are working in partnership to deliver this critical investment in the Northeast Corridor.

GATEWAY DEVELOPMENT COMMISSION

HUDSON TUNNEL PROJECT SOCIAL MEDIA SYSTEM

A consistent visual language for clear, trusted communications.

SYSTEM OVERVIEW

PLATFORMS: Instagram, LinkedIn, Facebook, Twitter, YouTube, TikTok, etc.

ORIG: 12-column grid, 16:9 aspect ratio, 100% width, 100% height.

COLOR PALETTE: Navy Blue, Gold, White, Grey, etc.

TYPOGRAPHY: Helvetica, Arial, sans-serif.

DESIGN PRINCIPLES: Clean, modern, professional, consistent, accessible.

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FEDERAL PARTNERSHIP

This project is funded through grants and loans from the Federal Transit Administration (FTA) and the Railroad Rehabilitation & Improvement Financing (RRIF) Program.

Partners: FTA, U.S. Department of Transportation, GDC, Amtrak, NJ TRANSIT, Port Authority of NY & NJ and U.S. DOT are working in partnership to deliver this critical investment in the Northeast Corridor.

Spec proposal — not produced or affiliated work.

Gateway Program — Web Template & Social Series

Extended rollout of the Hudson Tunnel communications system: a full-length program web template, plus an in-progress social series tracking tunnel milestones from launch box to boring.

GATEWAY DEVELOPMENT COMMISSION

THE PROJECT — CONSTRUCTION — COMMUNITY — WORK WITH US — NEWS & MEDIA — ABOUT GDC

BUILDING FOR THE FUTURE

The Hudson Tunnel Project

Building a new two-track tunnel under the Hudson River and rehabilitating the existing century-old North River Tunnel.

CONSTRUCTION IS CURRENTLY SUSPENDED.
Federal funding for the project is temporarily paused. GDC remains ready to resume construction as soon as federal funding is restored.

95,000 JOBS CREATED during construction

\$19.6 BILLION ECONOMIC ACTIVITY generated

\$87 MILLION GOODS & SERVICES purchased each month (on average) from American businesses

200,000 DAILY PASSENGERS served with reliable on-time service

\$16 BILLION IN REGIONAL ECONOMIC LOSSES PREVENTED by avoiding a potential tunnel shutdown

ACTIVE CONSTRUCTION COMPONENTS
Five of ten project components are currently active.

- Toreville Avenue Bridge and Utility Relocation** (North Bergen, NJ) **400** JOBS
- Hudson Yards Concrete Casing, Section 3 (HYCC-3)** (New York, NY) **4,800** JOBS
- Hudson River Ground Stabilization** (New York, NY) **2,300** JOBS
- Palisades Tunnel Project** (Hudson County, NJ) **5,500** JOBS
First tunnel-boring work
- Manhattan Tunnel Project** (New York, NY) **7,200** JOBS

A VITAL CONNECTION
The new two-track tunnel will increase capacity and reliability between New Jersey and Manhattan—strengthening the Northeast Corridor for generations to come.

PROJECT OVERVIEW

- A new two-track tunnel under the Hudson River** provides critical redundancy for a century-old corridor.
- Rehabilitation of the existing North River Tunnel** ensures a state of good repair for continued safe service.
- Bi-state, multi-partner program** (GDC, Amtrak, NJ TRANSIT, Port Authority of NY & NJ, and U.S. DOT / FTA).
- FEDERAL PARTNERSHIP** This project is funded through grants and loans from the Federal Transit Administration (FTA) and the Railroad Rehabilitation & Improvement Financing (RRIF) Program.

PROJECT TIMELINE

- PLANNING & DESIGN** (COMPLETE): Environmental reviews, engineering, and permitting.
- CONSTRUCTION** (SUSPENDED): Ten major construction components.
- COMPLETION** (FUTURE): New tunnel in service and existing tunnel fully rehabilitated.

OUR PARTNERS
AMTRAK, NJ TRANSIT, PORT AUTHORITY NY NJ

LATEST NEWS

- APRIL 11, 2024**: GDC Provides Update on Construction Pause and Project Readiness
- MARCH 28, 2024**: Community Information Session Highlights Project Benefits
- MARCH 15, 2024**: Hudson River Ground Stabilization Work Continues

CONTACT US
gatewayprogram.org
info@gatewayprogram.org
For construction inquiries: NJConstruction@gatewayprogram.org (NJ), ManhattanConstruction@gatewayprogram.org (NY)

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youtube.com/GatewayProgram

ABOUT GDC
The Gateway Development Commission (GDC) is a bi-state public authority created by New York and New Jersey. We are accountable to the public and committed to transparency.

GATEWAY · HUDSON TUNNEL PROJECT In Progress

Palisades Tunnel Project

01 — THE PROJECT

The first tunnel-boring contract of the Hudson Tunnel Project. Two parallel tubes, ≈5,100 feet long, beneath the New Jersey Palisades.

AUG 2024 CONSTRUCTION LAUNCH

2026 TUNNEL BORING BEGINS

5,100 ft LENGTH PER TUBE

GATEWAY

02 — BY THE NUMBERS

Two TBMs. One mile under the Palisades.

5,100 ft Length per tube
≈ APPROXIMATE

25 ft 2 in Inside diameter
FINISHED LINER

1,680 t Weight per machine
TWO TBMS DEPLOYED

30 ft Daily progress
AVERAGE RATE

Source: gatewayprogram.org

GATEWAY

Spec proposal — not produced or affiliated work.

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Brand Identity Systems

End-to-end brand systems including identity, packaging, digital interfaces, environmental design, and campaign visuals across consumer goods, wellness, and public sector.

Kent's Whole Foods — Identity & Packaging

Modern grocery brand identity built around a confident leaf mark, Poppins typography, and a produce-inspired pattern language. Includes brand guidelines, packaging system, and shelf-ready applications across pantry staples and grab-and-go.

BRAND IDENTITY

A fresh, modern grocery identity built around clean typography, produce-inspired graphics, and a confident natural palette.



Brand Identity

PACKAGING MOCKUPS

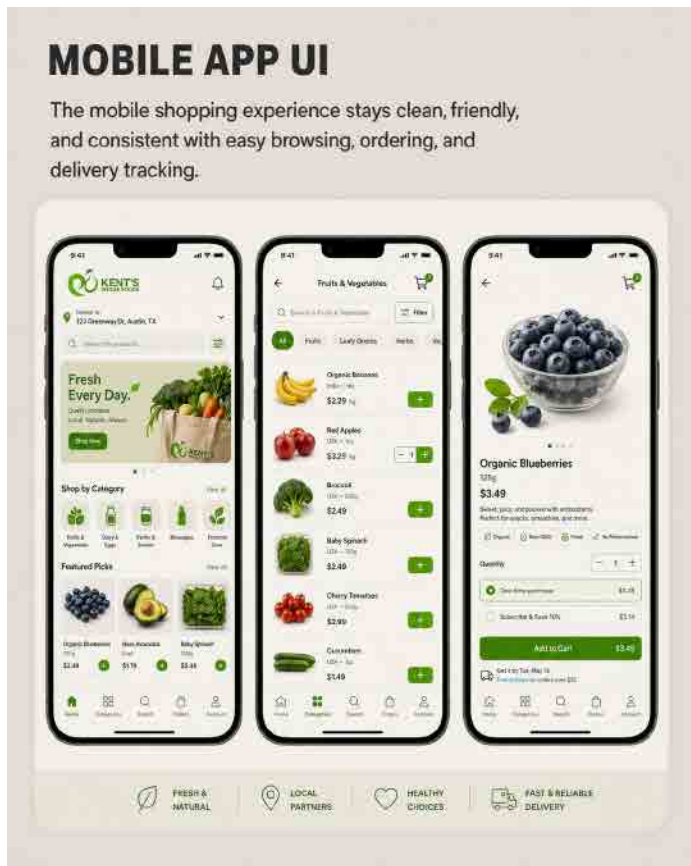
Shelf-ready packaging for pantry staples, fresh produce, and grab-and-go items that feels consistent, premium, and easy to shop.



Packaging Mockups

Kent's Whole Foods — Digital, Social & Fleet

Brand applications extending the Kent's system across mobile commerce, social storytelling, in-store campaign visuals, and last-mile delivery fleet. Same voice, scaled to every touchpoint a shopper meets.



Mobile App UI



Social Media Posts



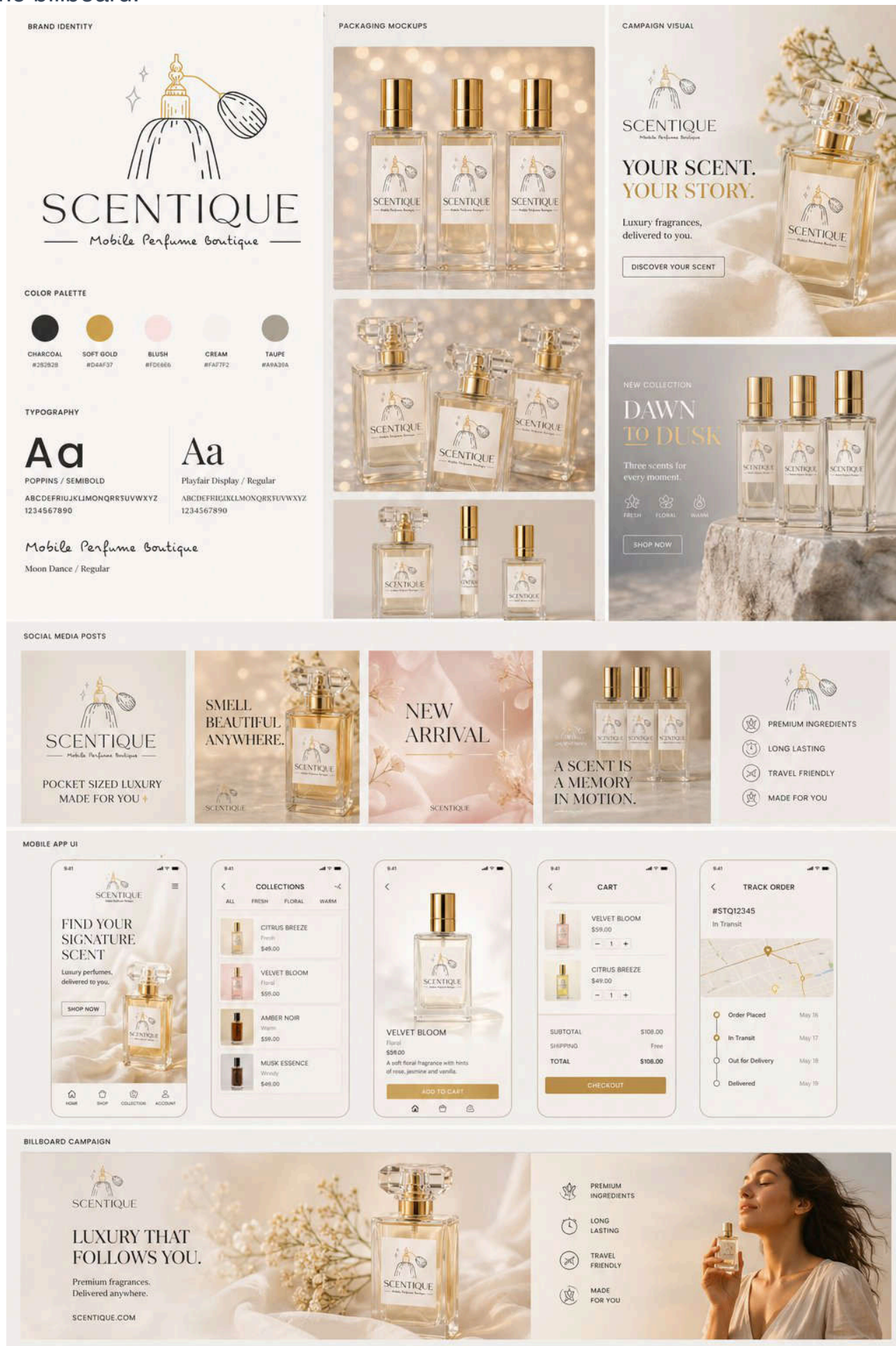
Delivery Fleet



Campaign Visual

Scentique — Mobile Perfume Boutique

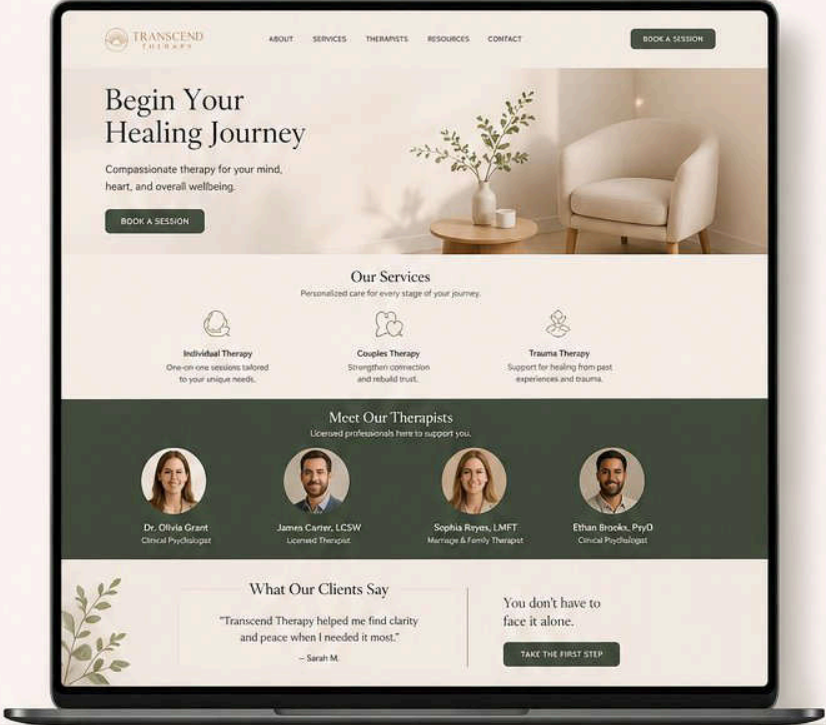
Premium boutique brand system for a mobile-first perfume retailer. Charcoal and soft gold palette, Playfair Display and Poppins typography, and a complete identity rollout across packaging, social, app screens, and out-of-home billboard.



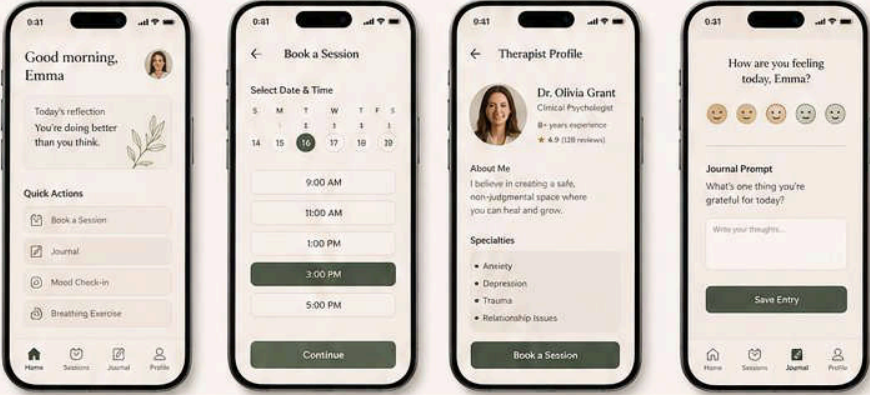
Transcend Therapy — Wellness Brand System

Calm, modern brand system for a mental health practice. Sage and warm neutral palette, Playfair Display and DM Sans pairing, and a full rollout spanning website, mobile app, ad campaigns, social content, business cards, and printed stationery.


01 WEBSITE DESIGN
A calming, modern website that builds trust, connection, and emotional comfort.




02 MOBILE APP UI
A seamless app experience to support mental wellness, anytime, anywhere.




03 AD CAMPAIGN
Emotional, high-impact campaigns that speak to the heart and inspire healing and growth.




04 SOCIAL MEDIA
Consistent, mindful content that educates, inspires, and builds a supportive community.



05 BUSINESS CARDS
Minimal, elegant cards that reflect the brand's premium, trustworthy feel.



06 LETTERHEAD & STATIONERY
Clean, cohesive stationery that communicates professionalism, care, and attention to detail.



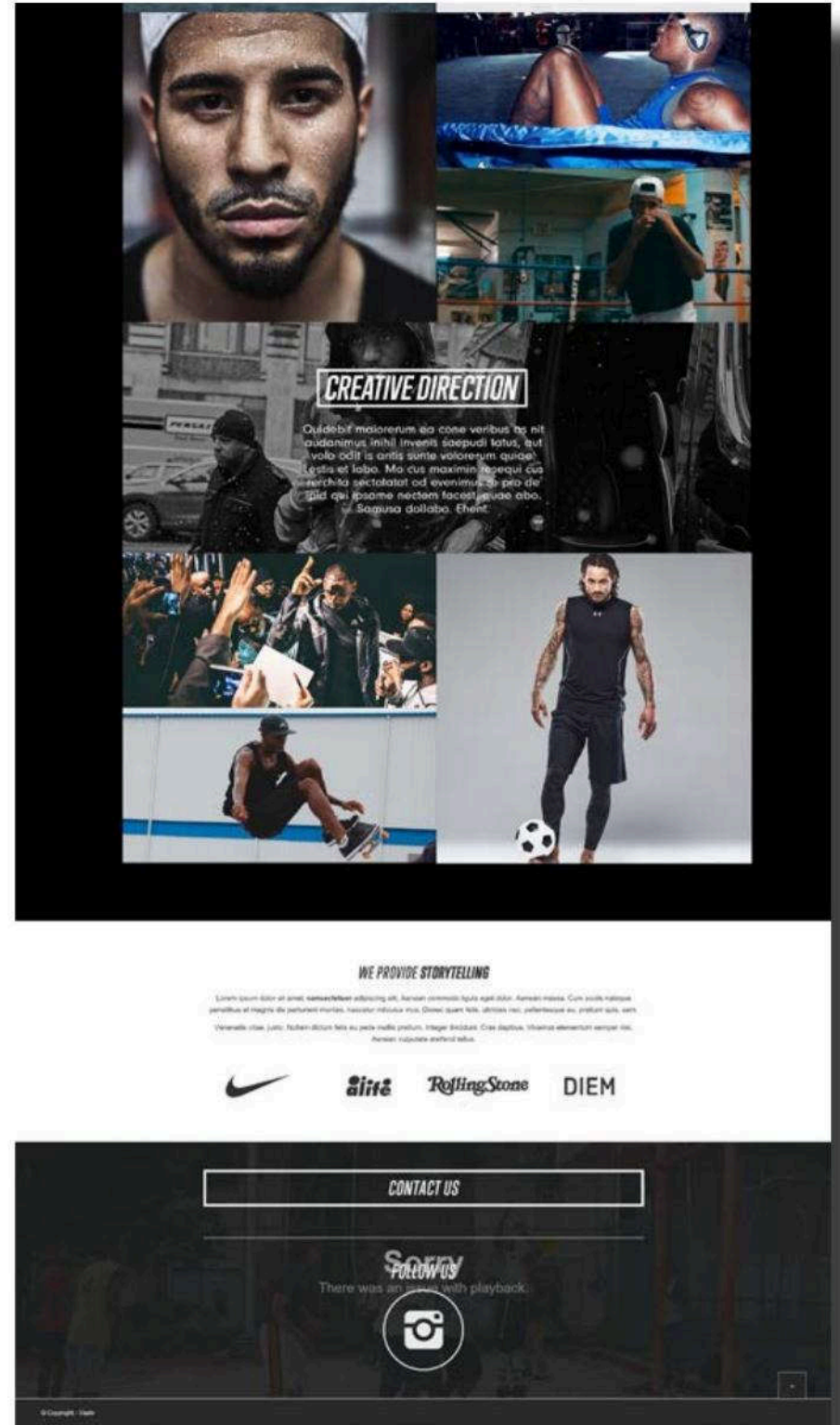
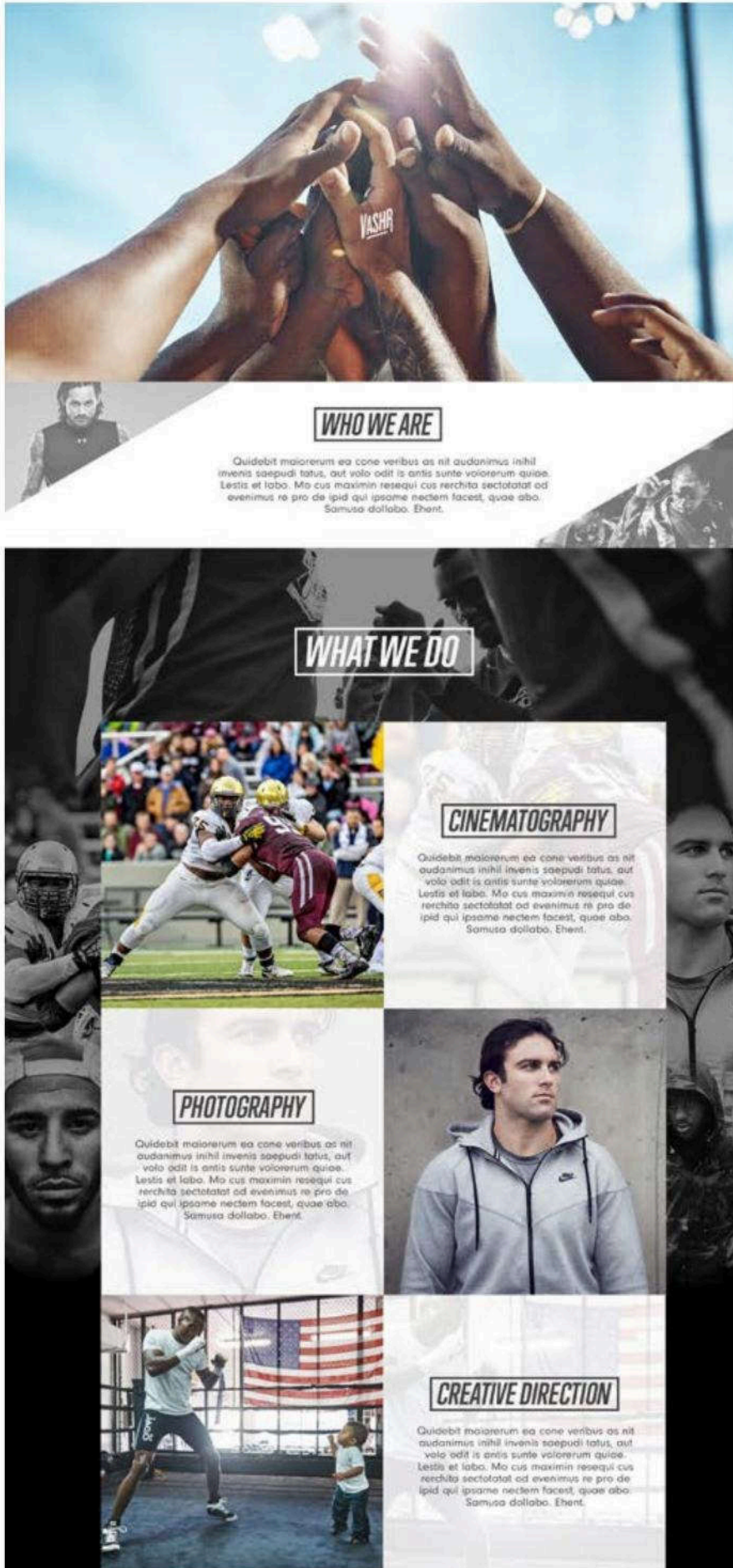
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Web Design

Marketing sites, editorial layouts, and digital storytelling across creative production, real estate, fitness, advertising, and education sectors.

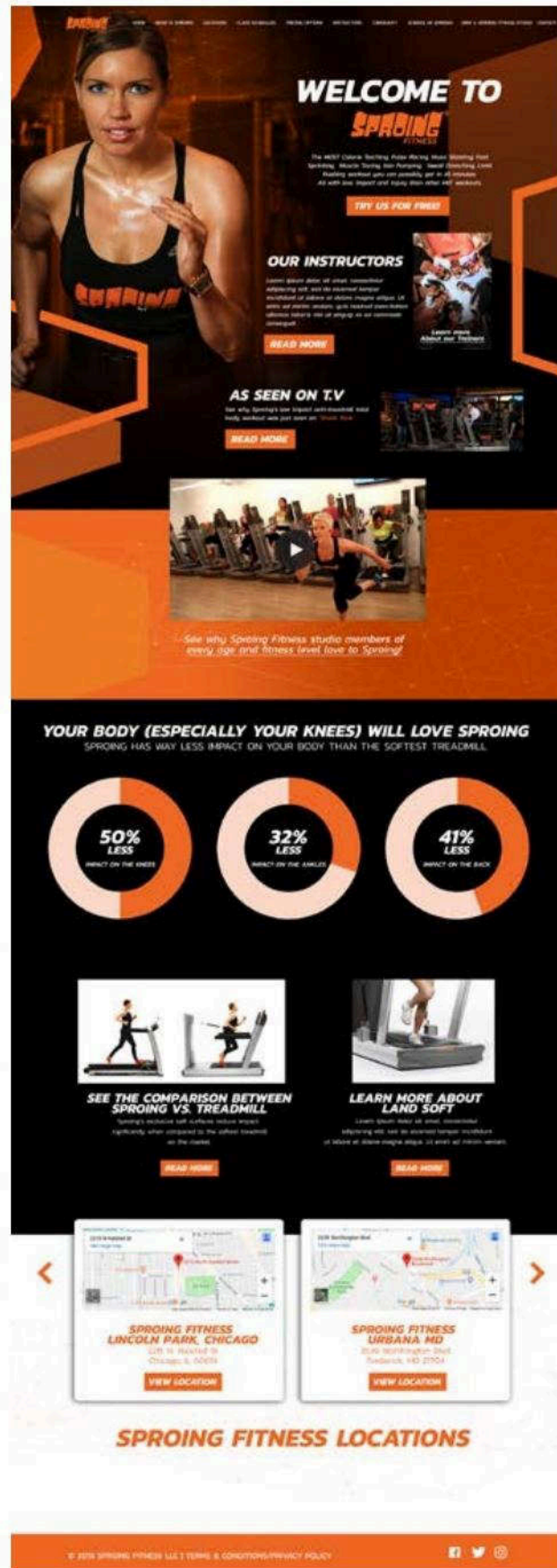
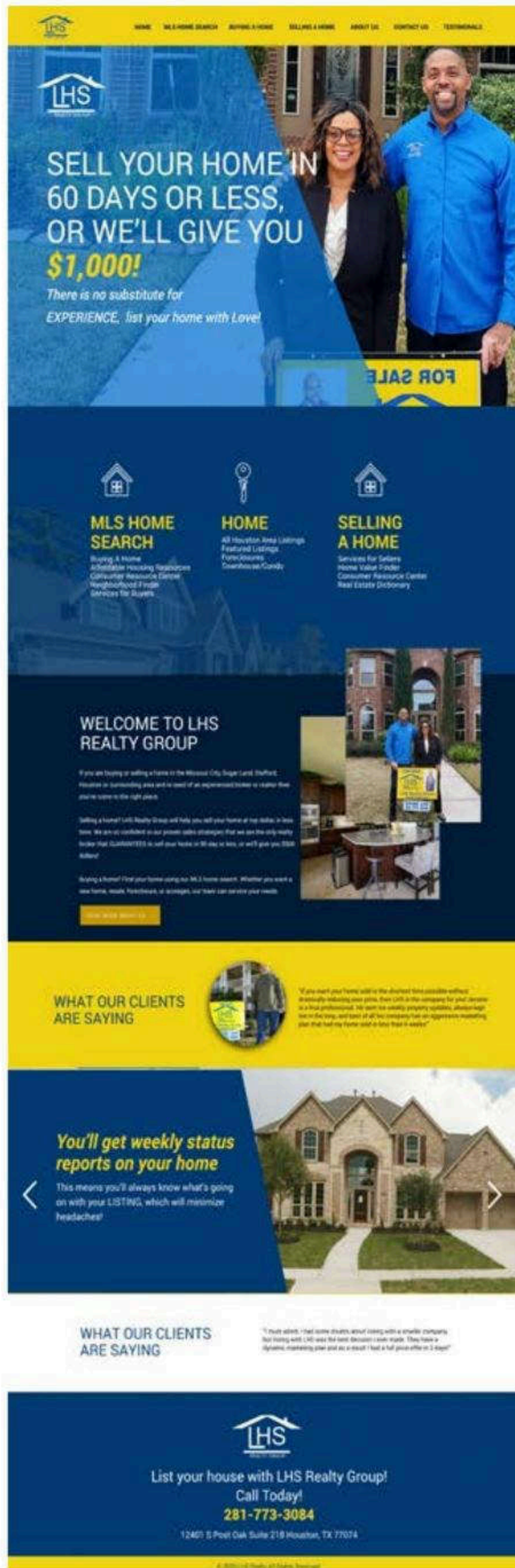
Sean Phazes / VASHR — Editorial Site

Photography-led grid system for a creative production studio. Section anchors, capability blocks, and brand client row.



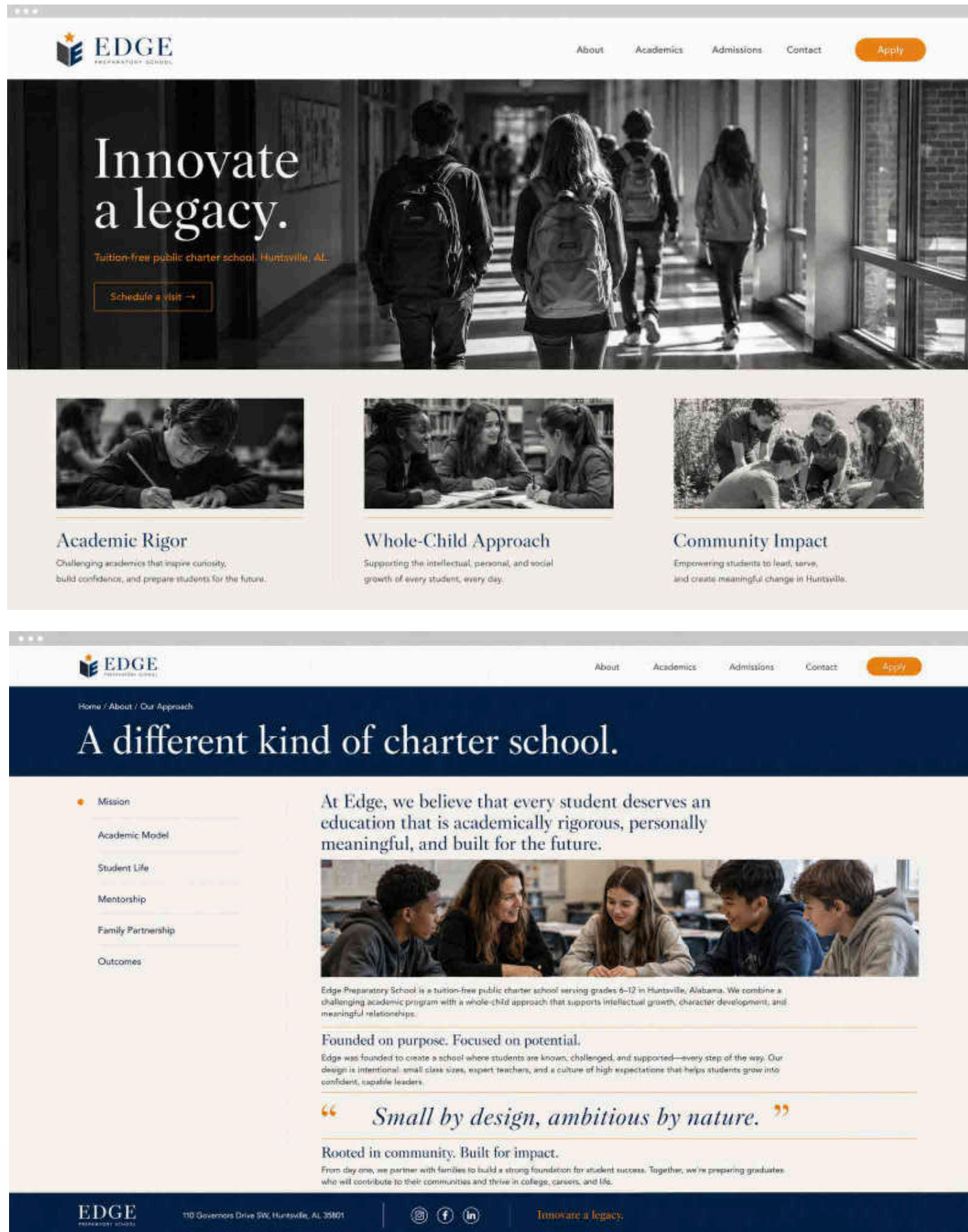
Marketing Sites – LHS Realty, Sproing Fitness, ReelRoll

Three different marketing sites: a conversion-focused real estate site, a consumer fitness brand, and a B2B SaaS landing page for video advertising.



Edge Preparatory School – Site

Education sector website: home page, sub-page templates, and newsletter system for a charter school.



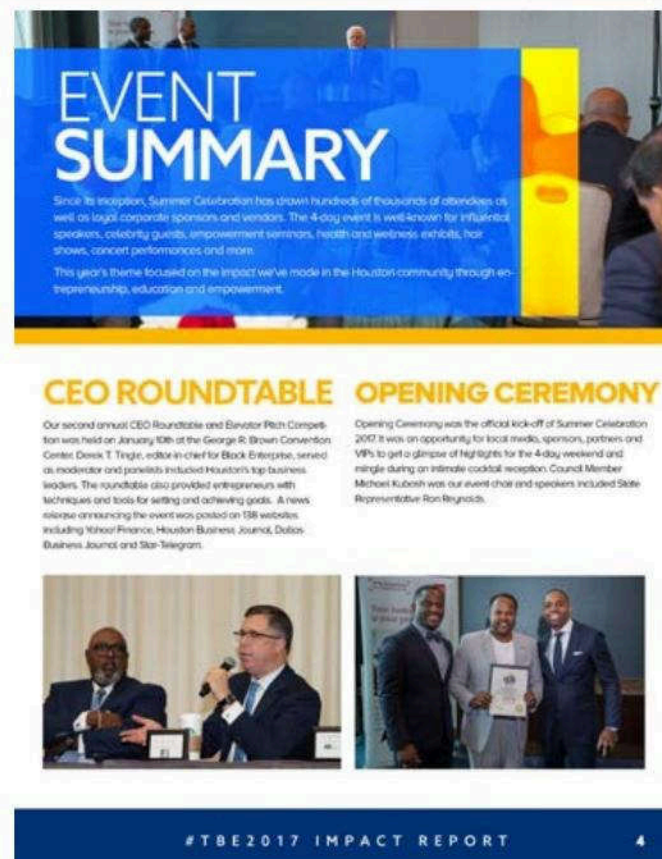
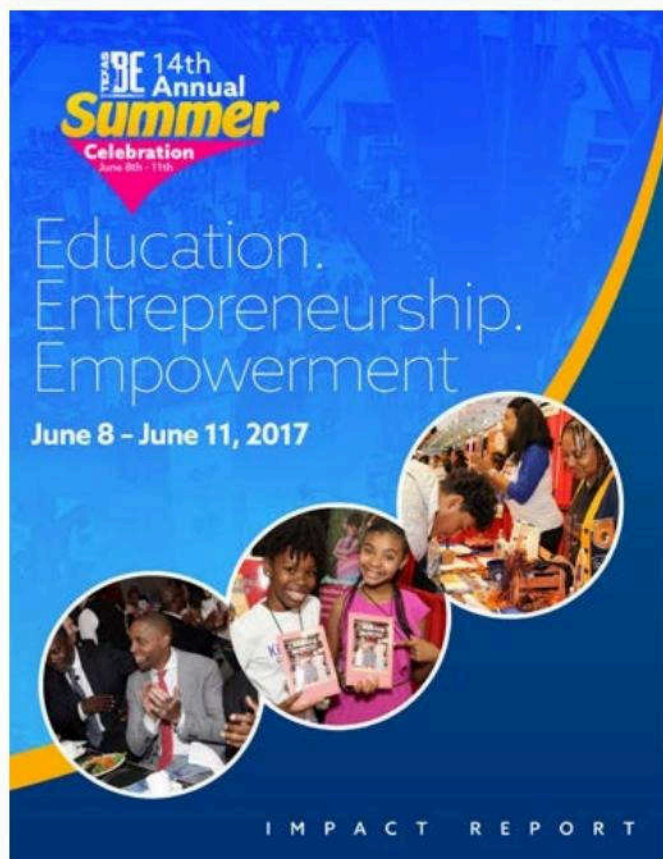
05 / 10

Event & Brand Systems

Multi-year design programs for major conferences and events. Sponsor packages, impact reports, advertisements, and proposal decks built as repeating annual systems.

Texas Black Expo – Annual Sponsor Package

Multi-year design system for a major Houston conference: sponsor pack covers, past-sponsor grids, impact reports, and event summaries.



Texas Black Expo – Ads & Promotions

Mainstage event ads, headliner promos, and social banners for a multi-day annual conference. Multiple campaigns across 2015-2018.

TEXAS BLACK EXPO PRESENTS
FEEL THE HOUSE
GOOD FRIDAY
FRIDAY MAY 13TH
TIME: 10PM
HOUSES OF BLUES
1204 Caroline St, Houston

HOSTED BY
STEPHEN BISHOP
(FROM THE HIT TV SERIES BEING MARY JANE)

\$25
GENERAL
ADMISSION

QR CODE

TEXAS BLACK EXPO

VISIT TEXASBLACKEXPO.COM FOR MORE INFO FOLLOW US @TEXASBLACKEXPO #TBE2016

THE TEXAS BLACK EXPO PRESENTS
FIERCE
NATURAL
HAIR & BEAUTY
SHOWCASE

@TEXASBLACKEXPO #TBE2015 GET YOUR TICKETS @TEXASBLACKEXPO.COM

THE TEXAS BLACK EXPO PRESENTS
DIVA
Dialogue
Build Your Brand and Break Barriers

LADY EMMY ANGELA YEE NECOLE BITCHIE DEVI DEV

SATURDAY JUNE 13
1:00 PM
FREE EVENT
GEORGE R. BROWN CONVENTION CENTER HALL A MAIN STAGE

@TEXASBLACKEXPO #TBE2015 GET TICKETS! @TEXASBLACKEXPO.COM

#TBE2015
OLD SCHOOL R&B CONCERT
JUNE 13TH
@ DISCOVERY GREEN PARK

FEATURING
KEITH SWEAT
& CHANTE MOORE

SPONSORED BY
BUD LIGHT

GET YOUR TICKETS @ WWW.TEXASBLACKEXPO.COM

TEXAS BLACK EXPO

HOSTED BY ANGELA YEE

SOUNDS BY DJ ENVY

BLACK FRIDAY
ALL BLACK AFFAIR JUNE 12-9:00PM
LOCATION: HOUSE OF BLUES HOUSTON

HOSTED BY CHARLA MAGNE THA GOD

GET TICKETS! @TEXASBLACKEXPO.COM @TEXASBLACKEXPO PRESENTED BY

THE TEXAS BLACK EXPO PRESENTS
HEALTH AND FITNESS
JUNE 13-14

FREE CHECK UPS • BLOOD PRESSURE AND COLLOID SCREENING • INTERACTIVE FITNESS DEMO • FREE HEALTH PLAN INFORMATION • HEALTHY COOKING DEMO • PLUS MORE!

@TEXASBLACKEXPO #TBE2015 TEXASBLACKEXPO.COM

THE TEXAS BLACK EXPO PRESENTS
HAPPY HOUR ON US
AUSTIN EDITION MAY 14-6:00 PM
FOOD AND LIVE ENTERTAINMENT
POWERED BY TEXASBLACKEXPO.COM

BRASS HOUSE
80 SAN ANTONIO BOULEVARD AUSTIN, TX 78701

GET TICKETS @ TEXASBLACKEXPO.COM

Texas Black Expo – Sponsor Salute & Awards

Sponsor recognition, awards luncheon promotion, and forum events from the same multi-year identity system.

TEXAS BE #TBE2015

SALUTE ITS WONDERFUL SPONSORS AND PARTNERS

SHEILA JACKSON LEE,
UNITED STATES CONGRESS WOMAN,
HONORARY CHAIR

RHONDA SKILLERN JONES,
PRESIDENT, HISD SCHOOL BOARD,
VICE CHAIR

DARRYL KING,
CEO, THE PRINCIPLE PARTNERING GROUP,
VICE CHAIR

EC, THE PRINCIPLE, LaneStaffing, and other logos.

TEXASBLACKEXPO.COM
@TEXASBLACKEXPO #TBE2015

THE TEXAS BLACK EXPO PRESENTS
COFFEE AND CONVERSATION
BUSINESS EMPOWERMENT FORUM: BUILDING STRONG BUSINESSES

FEATURING
DR. GENE LANDRUM
Founder of Chuck E Cheese

ENGAGING ENTREPRENEURIAL DISCUSSION FEATURING

EDWIN BOSSO, ZAWADI BRYANT, SHERMAN LEWIS III, NATALIE MADIERA COFIELD, LARRY GREEN

JUNE 12, HOUSTON, TX
7:30 REGISTRATION 8:00 PROGRAM BEGINS
TICKET PRICE: \$50

SPONSORED BY: THE PRINCIPLE, GHBC, and other logos.

@TEXASBLACKEXPO #TBE2015

TEXAS BLACK EXPO'S 15TH ANNUAL
CORPORATE AWARDS LUNCHEON
FRIDAY, JUNE 8TH
12 NOON

SPONSORED BY HEB, Regener, CITGO

HYATT REGENCY DOWNTOWN
1200 LOUISIANA STREET, HOUSTON, TX 77002

Honoring business leaders and organizations for a spirit of resiliency in helping businesses in Texas recover from Hurricane Harvey.

ALEXANDER MCCOBIN, KAREN CARTER RICHARDS, SYLVESTER TURNER, CLAUDIA AGUIRRE, DR. CAESAR MALDONADO, RENE LOGANS

FOLLOW US @TEXASBLACKEXPO #TBE2018 [CLICK HERE TO GET TICKETS](#)

Advertisements from previous years

Texas Black Expo — Impact Report Editorial

Interior editorial pages from the annual impact reports: sponsor and media grids, tradeshow recaps, and event storytelling designed as a repeatable yearly reporting system.



SPONSORS

WELLS FARGO, H-E-B, KPRC, BLACK ENTERPRISE, THE PRINCIPLE PARTNERING GROUP LLC, BUD LIGHT, Night Light, Enterprise, TSU, migra consulting group, BlueCross BlueShield of Texas, reliant, Lilly, JEDUNI, REPUBLIC SERVICES, aramark, Comcast, PENALTY ENTERTAINMENT

MEDIA

d-mor.com, Forward Times, rollingout, KTRG 680, 97.9 THE BOX, Majic 102.1

COMMUNITY

NATIONAL SERVICE NETWORK Houston Chapter, ALUMNI ASSOCIATION BLACK ALUMNI, HOUSTON AREA URBAN LEAGUE YOUNG PROFESSIONALS, NATIONAL BLACK BUSINESS ASSOCIATION, 100 BLACK MEN, HOUSTON PROFESSIONALS, HAABSE, OBAP, GHBC, HOUSTON LAWYERS ASSOCIATION

SUPPORTERS

Commissioner Rodney Ellis, Harris County Precinct One
Wanda Adams, HISD Board President
Michael Kubosh, Council Member
LaTonya Goffney, Lufkin ISD Superintendent

#TBE2017 IMPACT REPORT 13



THE TRADESHOW

Small business owners from the Houston area as well as other cities showcased their products and services at the George R. Brown Convention Center. In addition to hair and fashion shows, a health and wellness pavilion, live performances and onstage demos, the annual expo also included our Diva Dialogue empowerment seminar. The lively panel discussion featured singer/actress LeToya Luckett, entertainment attorney Jolene Mack and radio personality JJ from 97.9 The Box. This year, we also partnered with Mack Performing Arts Collective to present Family Game Day – a family-fun event hosted by actor Carl Anthony Payne.

OLD SCHOOL CONCERT

One of the most anticipated events during Summer Celebration was the Old School Concert at Discovery Green. Despite a last minute venue change due to the weather, music lovers gathered at the GRB to enjoy the sounds of Case, Chubb Rock and Force M.D.'s. Local media personalities Len Cannon and Mia Gradney were our emcees for the night. The concert was sponsored by Bud-light and KHOU.

#TBE2016 IMPACT REPORT 7

Famous NY – Sponsorship Proposal Deck

Multi-page sponsorship pitch deck: about the event, sponsorship tiers, location, and prospective talent. Designed for a Williamsburg music event.



Proposal Presentation

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Marketing Collateral

Brochures, business cards, event invitations, retractable banners, postcards, and personal-brand promotional design across education, hospitality, and personal branding.

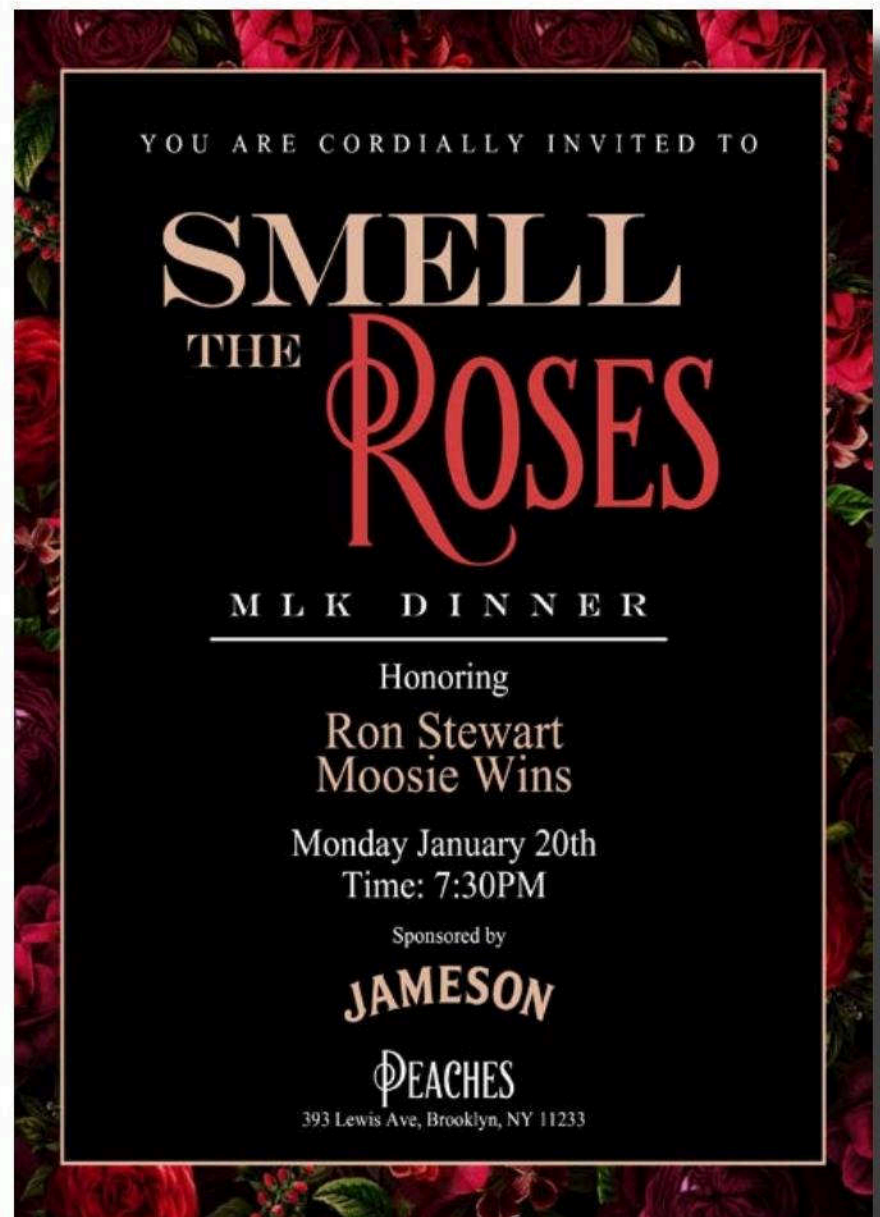
Edge Preparatory School — Brochure & Cards

Spanish-language brochure with infographic data treatment, plus business card system for a charter school.



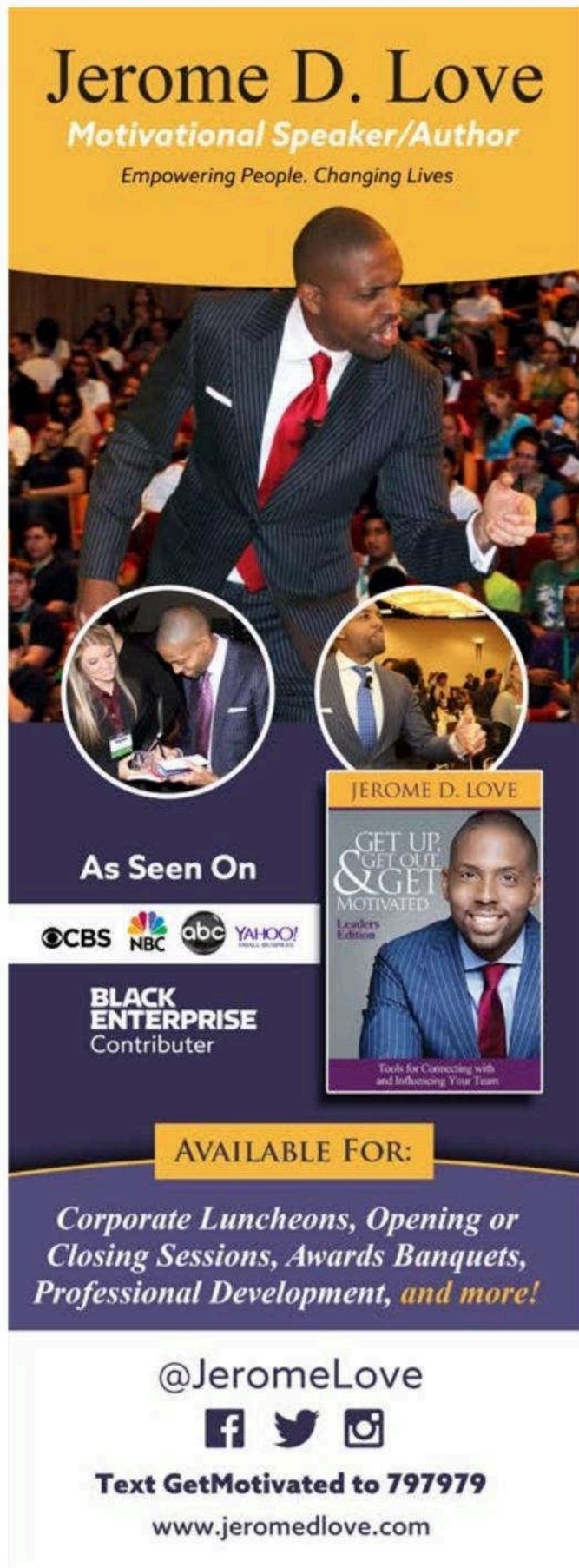
Jameson Whiskey — Private Event Invitations

Two formal event invitations for Jameson-sponsored private dinners: a Friendsgiving and an MLK Day honoring dinner.



Jerome Love — Banner, Postcard & Promo

Retractable banner, real-estate postcard, and Black Enterprise social promotion for a motivational speaker and entrepreneur.



Jerome D. Love
Motivational Speaker/Author
Empowering People. Changing Lives

As Seen On

CBS NBC abc YAHOO! SMALL BUSINESS

BLACK ENTERPRISE
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Post Card



BLACK ENTERPRISE
Welcomes

JEROME D. LOVE

Founder of One of America's Largest Business Expos,
Award Winning Author, Business Consultant, Motivational Speaker,
and Black Enterprise Contributor

@jeromedlove jeromedlove.com

GET UP
GET OUT
& GET
MOTIVATED

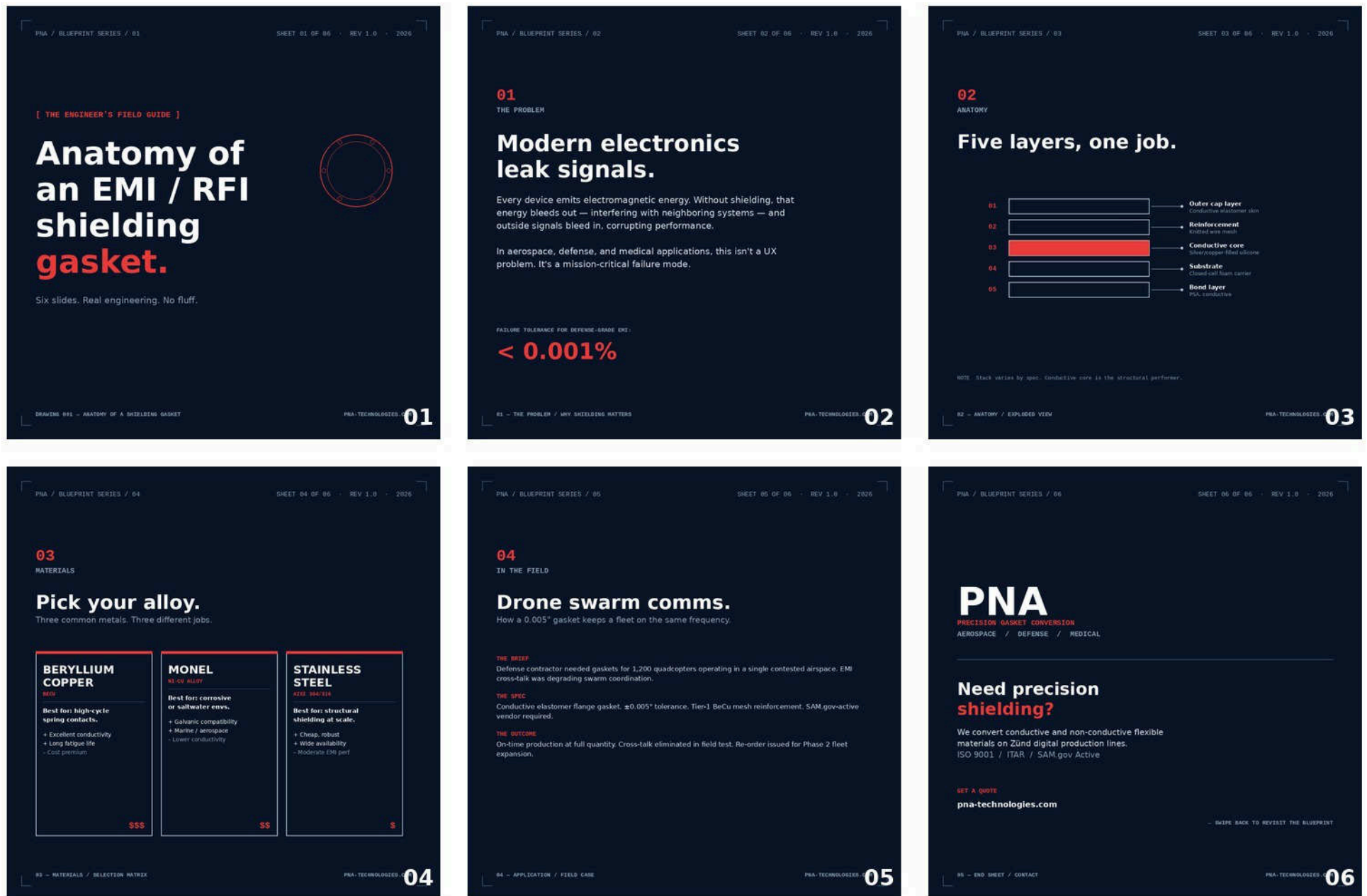
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Social Media

Platform-native social design: carousels, post systems, and quote graphics built for scrolling, swiping, and engagement-driven feeds.

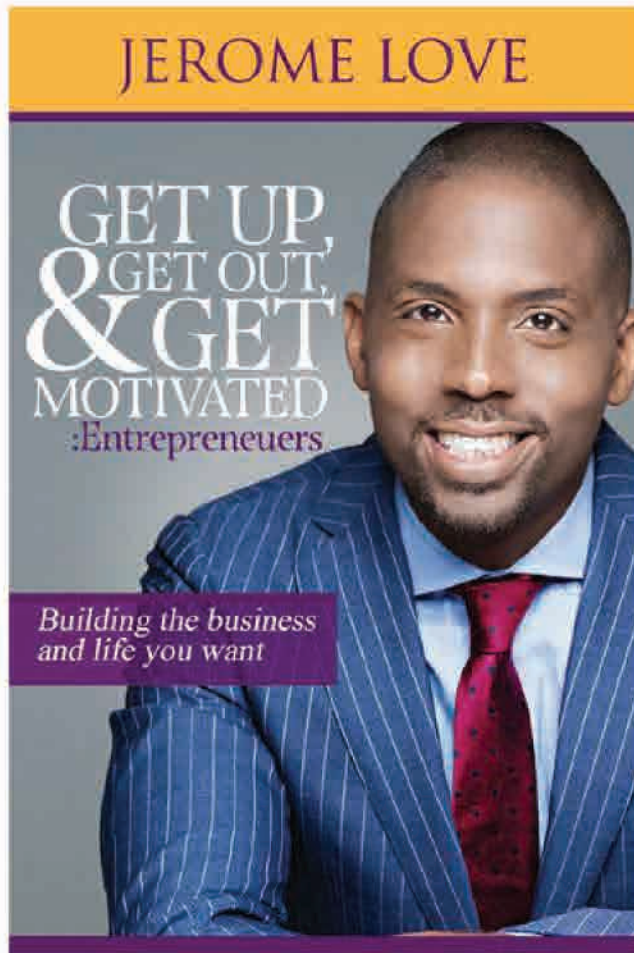
PNA Technologies — "Anatomy of a Shielding Gasket"

Six-slide Instagram carousel (1080x1080) extending the PNA blueprint brand system into social. Designed to translate dense technical product knowledge into a scrollable, platform-native format.



Jerome Love – Social Media Quote System

Recurring social post templates: "Teachable Tuesdays," "Saturday Scriptures," and milestone graphics, plus PowerPoint presentation system.



Book Cover



Social Media Quotes



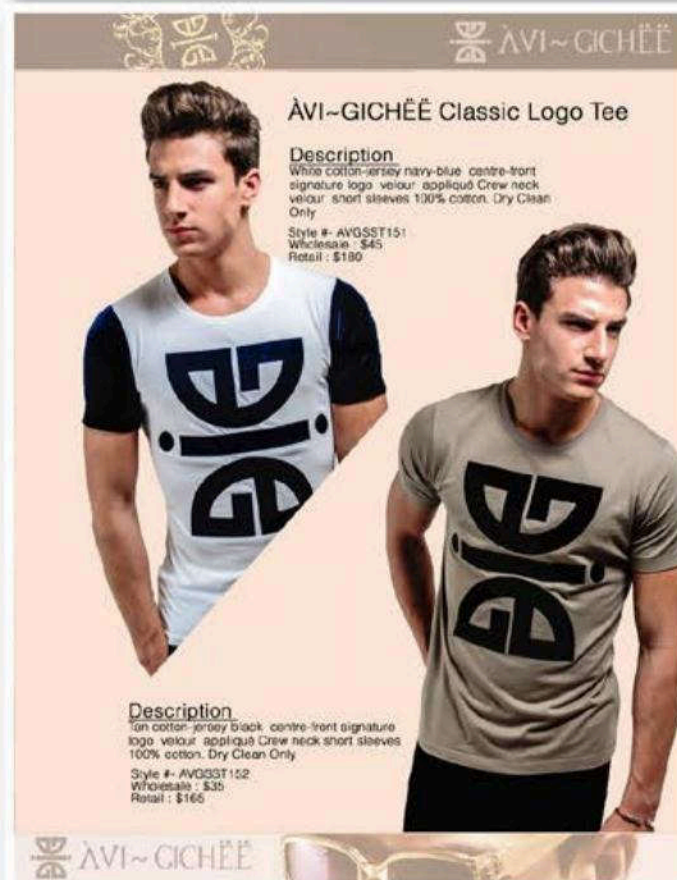
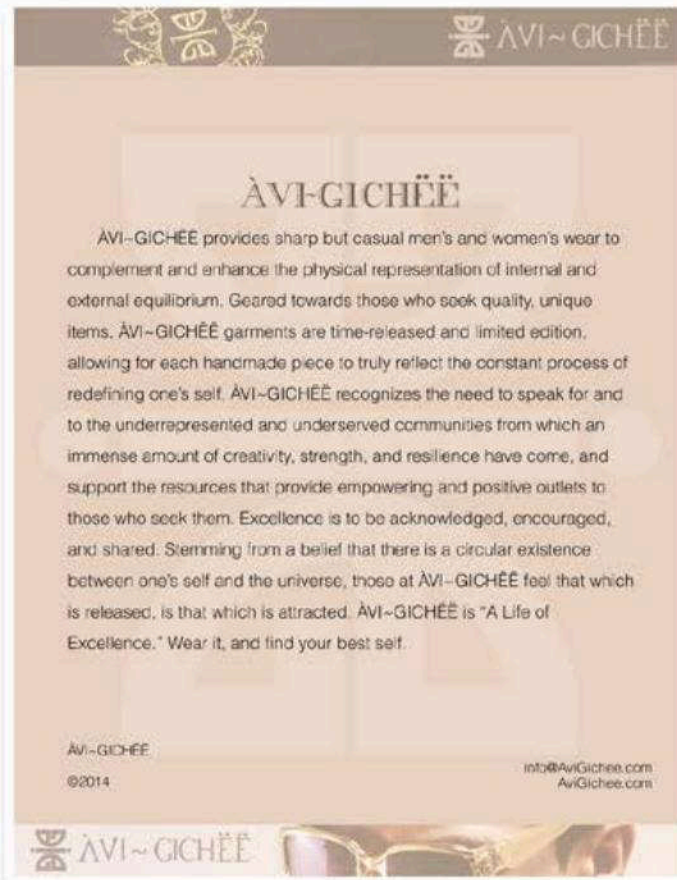
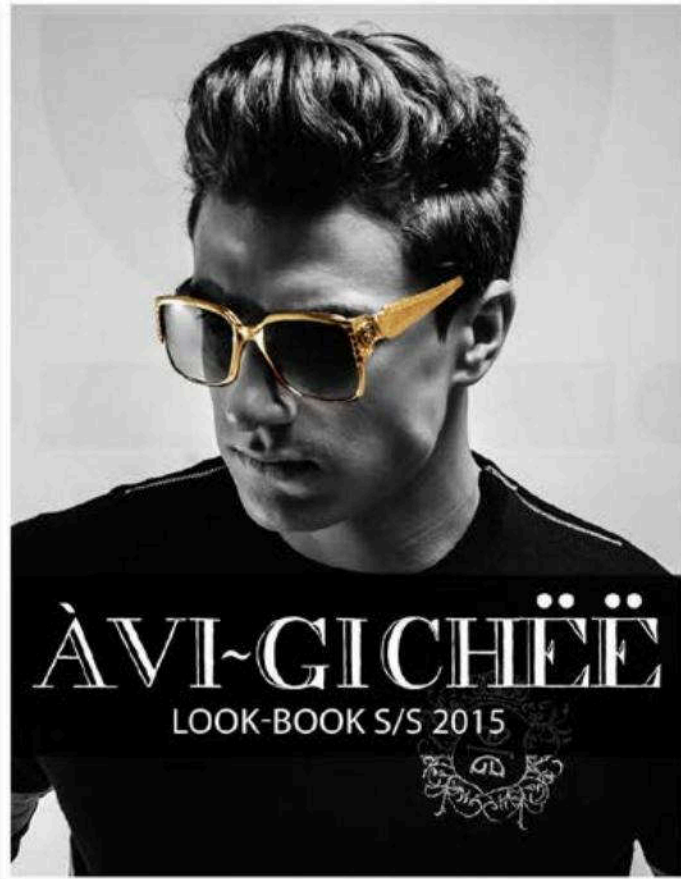
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Concept & Advertising

Spec and conceptual advertising work, lookbooks, and brand pitch decks across spirits, fashion, and lifestyle categories.

ÀVI-GICHÈÈ — S/S 2015 Lookbook

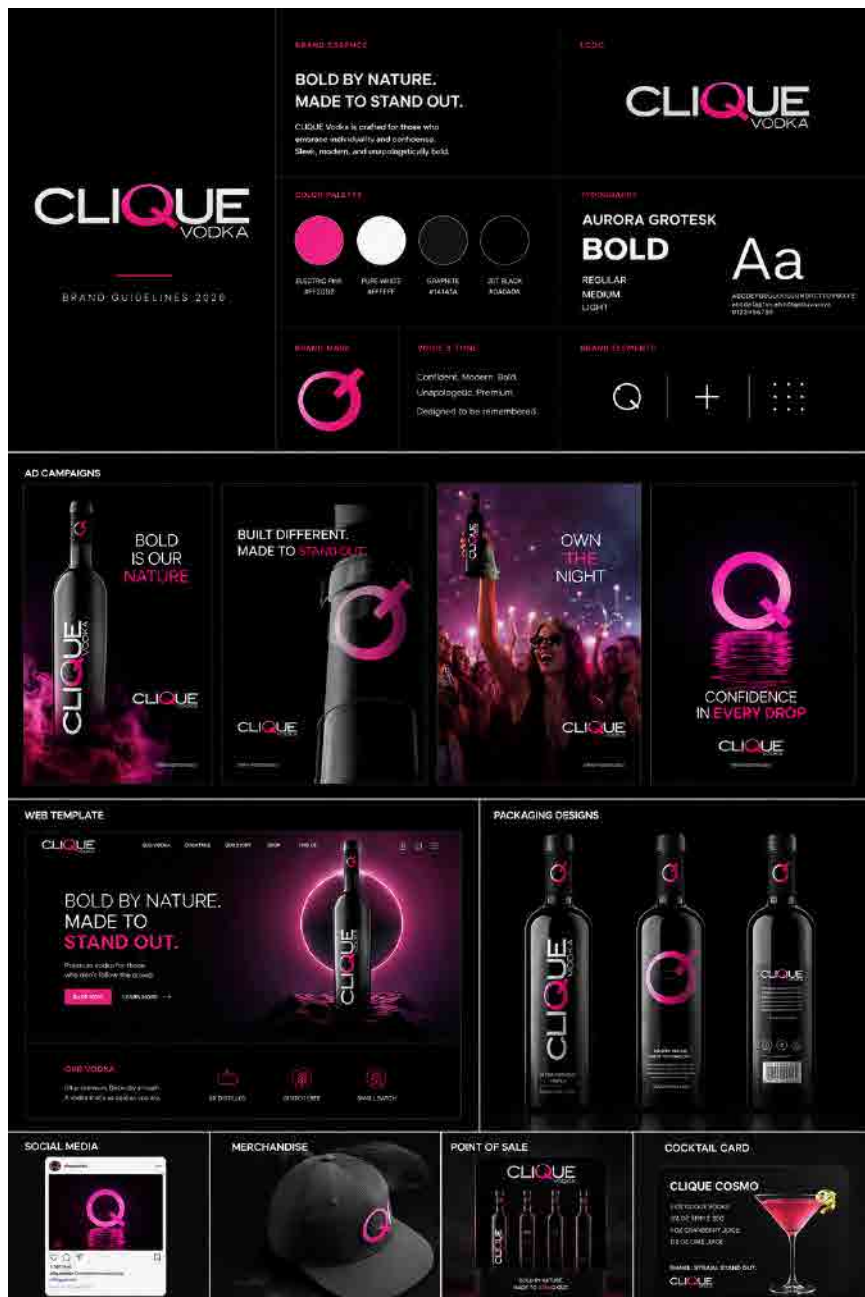
Spring/summer fashion lookbook for a streetwear brand. Cover, brand statement, and product description spreads.



ADVERTISING CONCEPT

Clique Vodka — "The New Black" Concept

Spec advertising concept for a vodka brand: dramatic product photography, rocky environment, and bold typographic treatment.



Advertisement Concept

DIEM — "Does It Even Matter" Concept

Spec advertising concept featuring layered typography, botanical photography composition, and a saturated yellow ground.



Advertisement Concept

09 / 10

Logo & Identity

Twenty-five plus logo and identity systems across technology, hospitality, retail, education, fitness, and entertainment categories.

Selected Marks – Series A

Identity work spanning corporate, education, retail, and lifestyle sectors. Includes Texas Black Expo, Edge Preparatory, Pediatric Physical Therapy, and Well Kunnected.



Selected Marks — Series B

Additional identity work spanning media, transportation, retail, and entertainment. Includes ReelRoll, Volition Media Group, Epitome Media Group, and Tisha's Kitchen.



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Cover Art

Album and single cover design for independent recording artists. Range across photographic composition, illustration, and typographic treatments.

Selected Music Cover Art

Twelve album and single covers across hip-hop, R&B, and trap genres. Mix of photographic, illustrative, and typographic approaches.

