

FRED COLLIE

GRAPHIC DESIGNER

CONTACT

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WEBSITE www.fcgxdesigns.com

LINKEDIN linkedin.com/in/frederick-collie

LOCATION Roosevelt, NY

SKILLS

- ▶ Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ▶ Brand Identity & Visual Systems
- ▶ Web Design & HTML/CSS
- ▶ Social Media & Digital Marketing Design
- ▶ Print Production & Pre-press
- ▶ Typography & Layout
- ▶ CAD Software (Zünd Cut Center)
- ▶ AI Design Tools & Workflows

EDUCATION

A.A.S. Commercial Art

Nassau Community College
2013 – 2018

PROFILE

Graphic designer with over 12 years experience in graphic design, 10 years in illustration and 11 years in web design. Specialized in creating digital content such as social media marketing, logos, presentations, banners ect. Seeking to explore more aspects and challenges of design such as advertising, presentation and web design in the creative industry. Efficient in communicating and problem solving to provide visual solutions in the respected timeframe. Graduated Nassau College with an Associates in Commercial Art.

EXPERIENCE

Graphic & Web Designer / Marketing Designer PNA Technologies - New York, NY

2022 – Present

- Design and maintain company web pages, landing pages, and digital assets supporting marketing campaigns and product visibility.
- Develop marketing materials including social media graphics, promotional banners, presentations, and branded collateral.
- Utilize Adobe Creative Suite, web design tools, and CAD programs to produce both marketing and technical visuals.
- Maintain brand consistency across website, marketing materials, and technical documentation.
- Manage multiple concurrent projects in a hybrid creative and engineering-focused environment.

Graphic Designer

Mar 2019 – Nov 2020

Universal Music Group / Bravado - Manhattan, NY

- Responsible for leading/developing/delegating and executing design for each project across tour, e comm, retail and d2c categories for bravado's heritage artist genre.
- Reported to and partner with the marketing director for all projects.
- Responsible for on-time delivery of the highest quality product.

Graphic Designer

Sep 2016 – 2019

Texas Black Expo Organization - Houston, TX


- Responsible for designing the layout and color theory to develop creative concepts.
- Ensured communication/graphics is consistent and reflects the brand standards, mission values, culture, and strategic priorities of the organization.
- Collaborated within the team and across functions to execute and produce creative graphic solutions.
- Photography – responsible for photo editing (project dependent), product photo library management.
- Develop presentation of all internal communication letters.

Graphic Designer

Jun 2014 – 2018

Etched Communications — Houston, TX

- Conceptualized visuals, based on project requirements to meet company goals.
- Managed multiple projects simultaneously and effectively prioritized project task.
- Worked with outside vendors regarding ongoing projects.

- 
- Schedules and tracks projects to ensure timely completion within our Project Management tool.
 - Saves all files using proper naming conventions and cataloging.
 - Point persons for all designs for department partner's collateral as requested and briefed in.
 - Work with Marketing to understand business objectives and departmental goals.
 - Produced materials in a multitude of media (Flyers, Postcards, Advertisements, Brochures, Social Media Assets, Html, Emails, etc.)
 - Performs other duties and projects as assigned.

Fred Collie

Graphic & Marketing Designer

Selected work spanning B2B brand systems, 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 / EVENT & BRAND SYSTEMS
- 03 / WEB DESIGN
- 04 / MARKETING COLLATERAL
- 05 / SOCIAL MEDIA
- 06 / CONCEPT & ADVERTISING
- 07 / COVER ART
- 08 / LOGO & IDENTITY

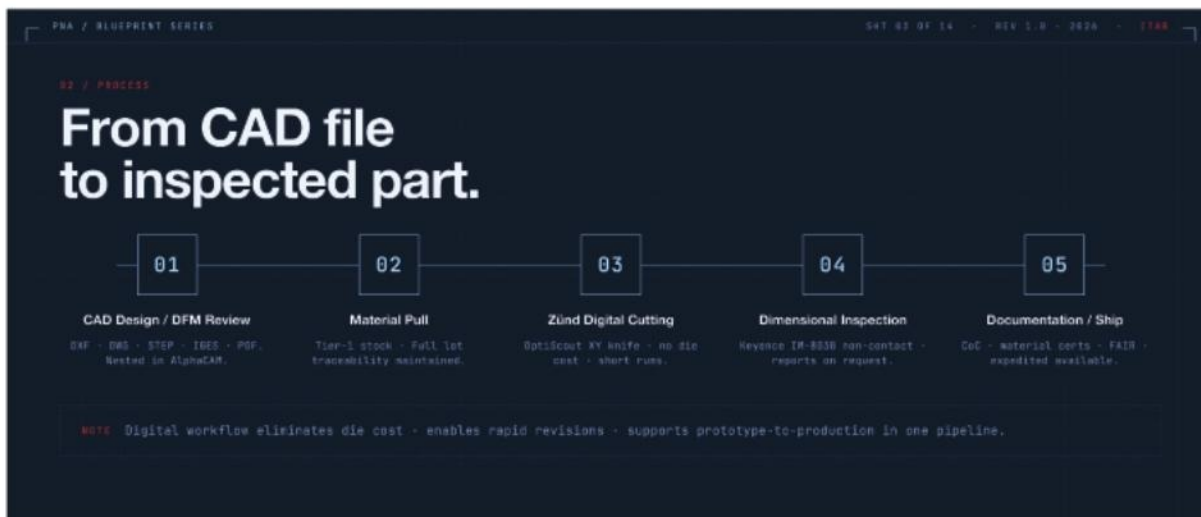
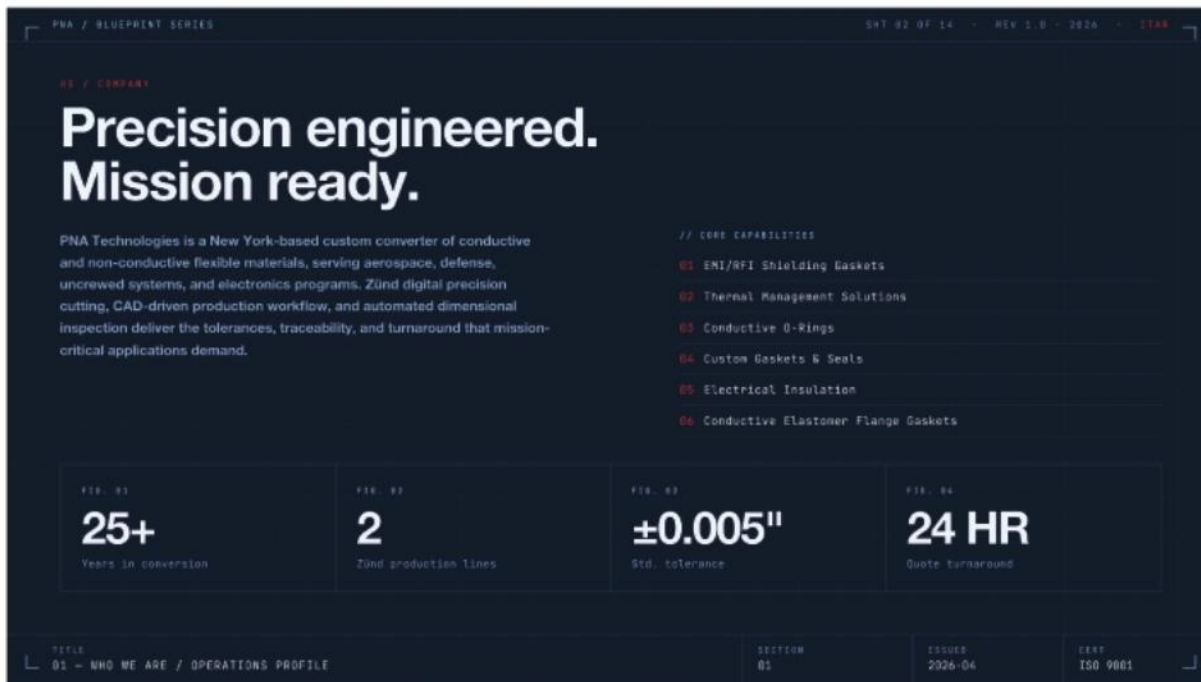
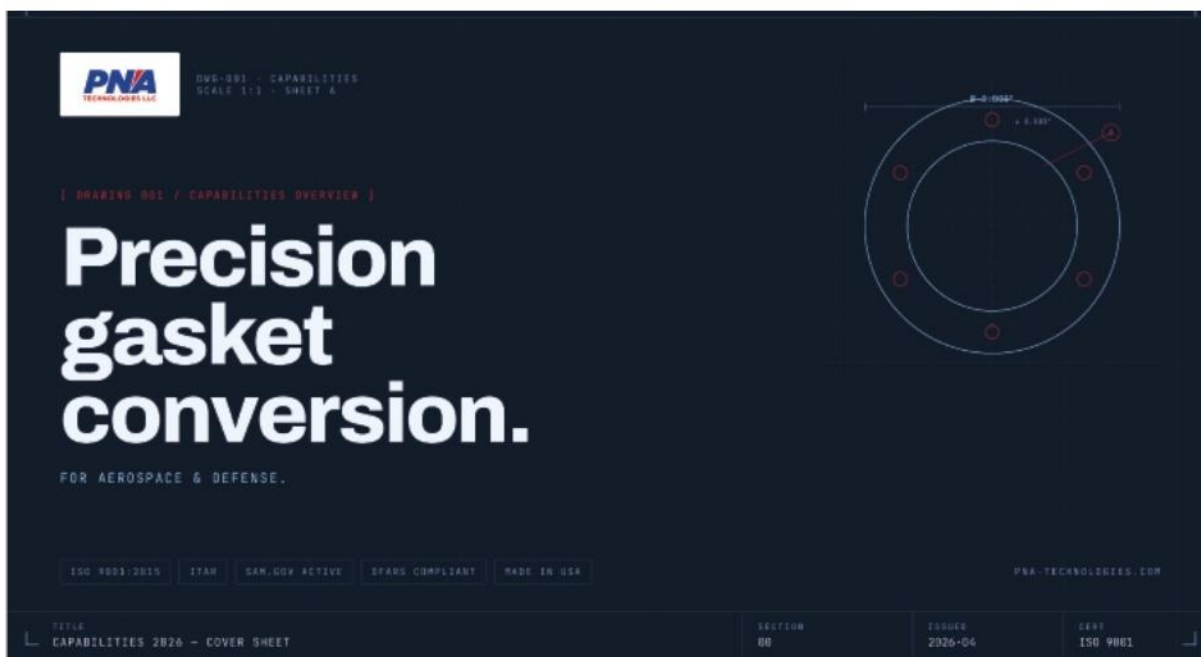
01 / 09

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.

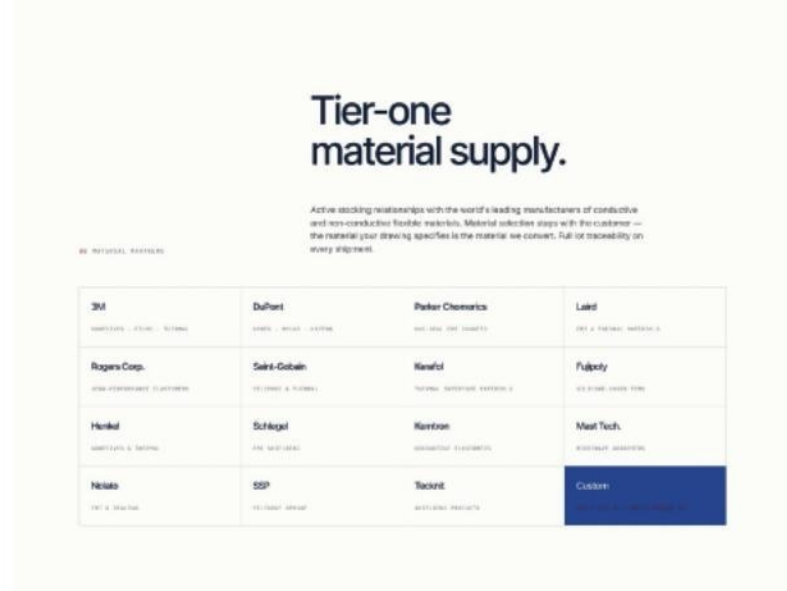
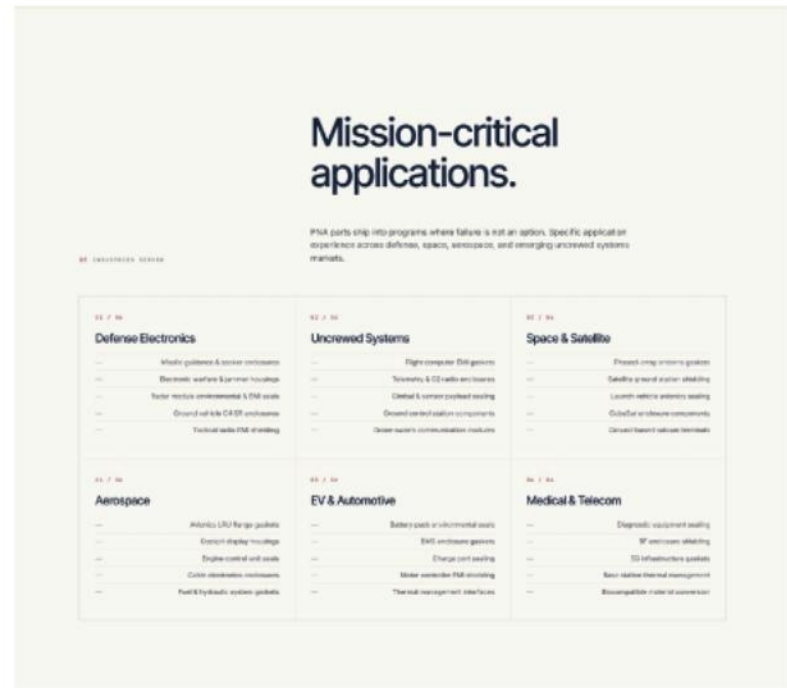
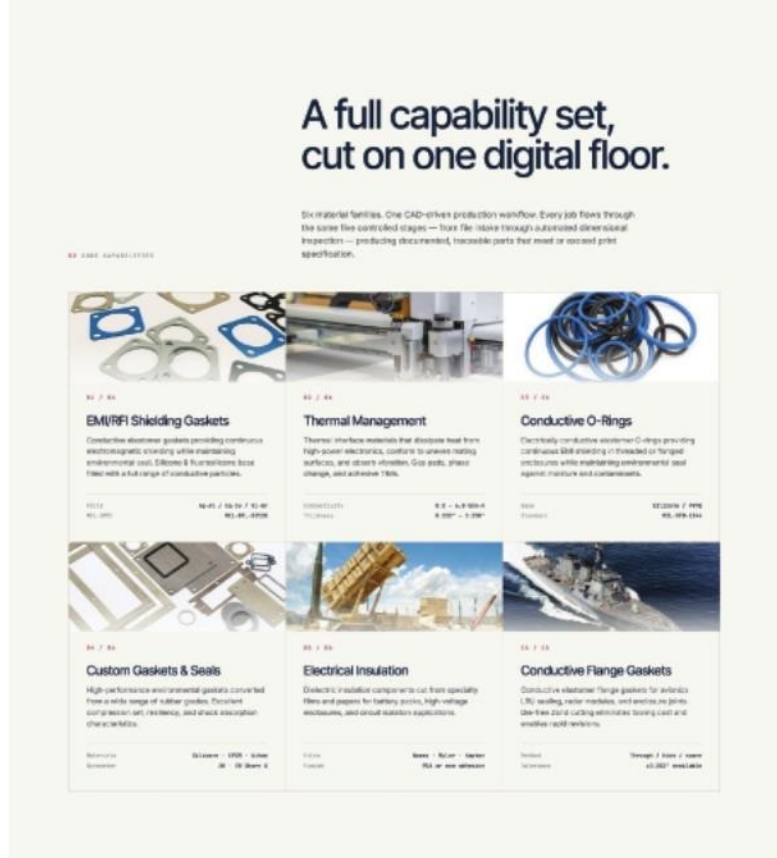
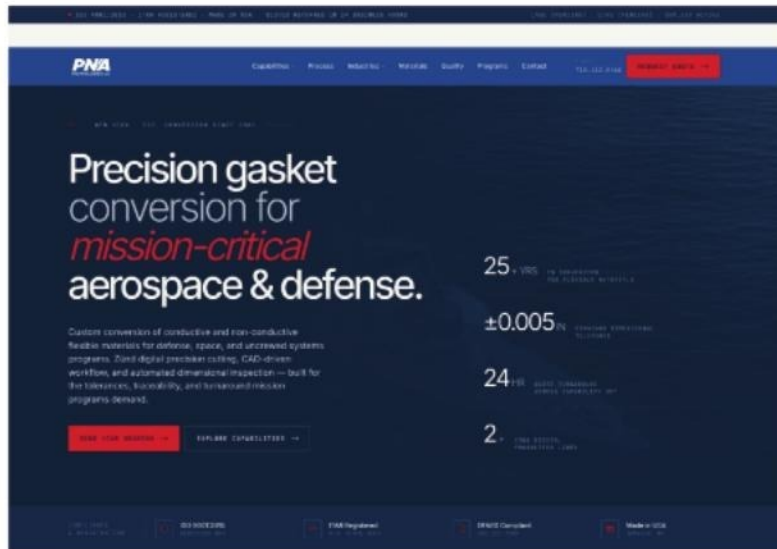
PNA Technologies — Capabilities Deck

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



PNA Technologies — 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

Fluctuating 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 is 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)
- MOM Brands: Operations Transformation Project
- DSM: Operations Transformation and Productivity Project
- Lanxess: Operations Transformation Project
- Arclin: Operations Transformation and Productivity Project (11 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%

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 are they? 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.

02 / 09

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
F E E L
GOOD FRIDAY
FRIDAY MAY 13TH
TIME: 10PM
HOSTED BY **STEPHEN BISHOP**
(FROM THE HIT TV SERIES BEING MARY JANE)
HOUSES OF BLUES
1204 Caroline St, Houston

\$25 GENERAL ADMISSION

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 BE
HOSTED BY ANGELA YEE CHARLA MAGNE THA GOD
SOUNDS BY DJ ENVY
BLACK FRIDAY
ALL BLACK AFFAIR JUNE 12-9:00PM
LOCATION: HOUSE OF BLUES HOUSTON

GET TICKETS! @TEXASBLACKEXPO.COM @TEXASBLACKEXPO PRESENTED BY

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

FREE CHECK UPS • BLOOD PRESSURE AND GLUCOSE SCREENING • INTERACTIVE FITNESS DEMOS • FREE HEALTH PLAN INFORMATION • HEALTHY COOKING DEMOS • 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

BRASS HOUSE
811 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, argus, PASTOR, HEB, CITGO, GNBC, FORWARD TIMES, etc.

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
Founder & CEO, Myrtle
Catering Group,
Houston



ZAWADI BRYANT
COO, High Right Holdings
Uganda Lake Facility



SHERMAN LEWIS III
President, The Lewis Group



NATALIE MADIERA COFIELD
President, General Assets
Black Chamber of Commerce



LARRY GREEN
Houston City Council
Member, Houston

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

SPONSORED BY: THE PRINCIPLE, GNBC, etc.

STRATEGIC PARTNERS: etc.

@TEXASBLACKEXPO #TBE2015

TEXAS BLACK EXPO'S 15TH ANNUAL

CORPORATE AWARDS LUNCHEON

FRIDAY, JUNE 8TH
12 NOON

SPONSORED BY: HEB, CITGO, etc.

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
Director, CapitalSource-Represented by
Alexander McCobin, President



KAREN CARTER RICHARDS
Founder, Forward Street Publishing



SYLVESTER TURNER
Mayor of Houston



CLAUDIA AGUIRRE
President & CEO, Baker Ripley



DR. CAESAR MALDONADO
Chancellor, Houston Community College



RENEE LOGANS
President & CEO
Access Data Supply, Inc.

FOLLOW US @TEXASBLACKEXPO #TBE2018 CLICK HERE TO GET TICKETS

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

03 / 09

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.

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.

GATEWAY DEVELOPMENT COMMISSION 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 complete with reliable, on-time service	\$16 BILLION IN ECONOMIC LOSS PREVENTED the cost of a potential tunnel shutdown

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

PROJECT	LOCATION	JOBS
1. Tonelle Avenue Bridge and Utility Relocation	North Bergen, NJ	400
2. Hudson Yards Concrete Casing, Section 3 (HYCC-3)	New York, NY	4,800
3. Hudson River Ground Stabilization	New York, NY	2,300
4. Palisades Tunnel Project	Hudson County, NJ	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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[Gateway Program](https://www.youtube.com/GatewayProgram)

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.

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
GDC is a bi-state public authority established by New York and New Jersey. We are accountable to the public and committed to transparency.

FTA Federal Transit Administration | **U.S. Department of Transportation**

GATEWAY DEVELOPMENT COMMISSION THE PROJECT - CONSTRUCTION - COMMUNITY - WORK WITH US - NEWS & MEDIA - ABOUT GDC - EN - Q

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.

ABOUT THE PROJECT | **PROJECT BENEFITS**

95,000 JOBS CREATED during construction	\$19.6 BILLION ECONOMIC ACTIVITY generated	\$87 MILLION GOODS & SERVICES purchased each month and generated from American production	200,000 DAILY PASSENGERS served since complete with reliable, on-time service	\$16 BILLION ECONOMIC LOSS PREVENTED by keeping regional tunnel shut down
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ACTIVE CONSTRUCTION COMPONENTS
Five of ten project components are currently active.

1. Tonelle Avenue Bridge and Utility Relocation (North Bergen, NJ) - 400 JOBS
2. Hudson Yards Concrete Casing, Section 3 (HYCC-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) - 5,500 JOBS
5. 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, MTA, 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: Environmental review, engineering and permitting (COMPLETE)
 CONSTRUCTION: Two major construction components (SUSPENDED)
 COMPLETION: New tunnel in service and existing tunnel fully rehabilitated (FUTURE)

OUR PARTNERS
 AMTRAK | NJ TRANSIT | PORT AUTHORITY OF NY & NJ | GDC is a bi-state public authority established by New York and New Jersey. We are accountable to the public and committed to transparency.

LATEST NEWS
 APRIL 11, 2025: GDC Provides Update on Construction Phase and Project Readiness. Read more →
 MARCH 26, 2025: Community Information Session Highlights Project Benefits. Read more →
 MARCH 16, 2025: Hudson River Ground Stabilization Work Continues. Read more →

CONTACT US
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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.

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GATEWAY DEVELOPMENT COMMISSION HUDSON TUNNEL PROJECT **SOCIAL MEDIA SYSTEM**

A consistent visual language for clear, trusted communications.

SYSTEM OVERVIEW
 PLATFORM: Instagram / LinkedIn / Facebook
 Format: 1080 x 1080 px (1:1)
 GRID: 12-column grid
 Columns: 12
 Margin: 54 px
 Gutter: 24 px
 COLOR PALETTE: #002060, #F1A333, #E6E6E6, #FFFFFF, #333333, #666666, #999999
 TYPOGRAPHY (Public Sans): Headline Bold 22/28, Subhead Semibold 18/24, Body Regular 16/22, Caption / Label 14/22, Meta (Photo / Menu) 12/16
 ICON STYLE: Line art, 16px height, rounded corners, consistent stroke
 DESIGN PRINCIPLES: Lead with the number on headline, Use strong topographic hierarchy, Avoid complex data with general utility icons, Use photographs of real work and the region, Maintain necessary access of patterns.

01. IMPACT - JOBS
95,000 JOBS CREATED during construction

02. IMPACT - ECONOMIC ACTIVITY
\$19.6 BILLION IN ECONOMIC ACTIVITY GENERATED

03. IMPACT - GOODS & SERVICES
\$87 MILLION PER MONTH in goods and services purchased

04. IMPACT - PASSENGERS
200,000 DAILY PASSENGERS served since complete with reliable, on-time service

05. IMPACT - LOSS PREVENTED
\$16 BILLION IN ECONOMIC LOSS PREVENTED the cost of a potential tunnel shutdown

06. PROJECT - TONELLE AVENUE BRIDGE
400 JOBS

07. PROJECT - HUDSON YARDS CONCRETE CASING, SECTION 3 (HYCC-3)
4,800 JOBS

08. PROJECT - HUDSON RIVER GROUND STABILIZATION
2,300 JOBS

09. PROJECT - PALISADES TUNNEL
5,500 JOBS

10. PROJECT - MANHATTAN TUNNEL
7,200 JOBS

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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.

FTA Federal Transit Administration | **U.S. Department of Transportation**

Spec proposal — not produced or affiliated work.

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

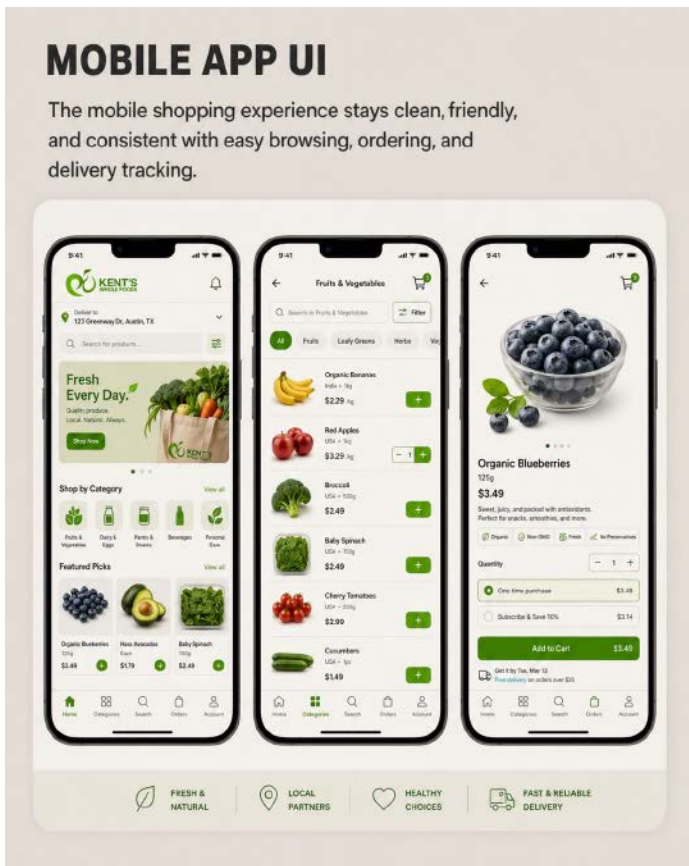
Shelf-ready packaging for pantry staples, fresh produce, and grab-and-go items that feels consistent, premium, and easy to shop.



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

The mobile shopping experience stays clean, friendly, and consistent with easy browsing, ordering, and delivery tracking.

Mobile App UI



SOCIAL MEDIA POSTS

A flexible social system built for promotions, seasonal produce, and everyday storytelling across Instagram and digital channels.

Social Media Posts



DELIVERY VAN MOCKUP

A modern last-mile delivery van designed to bring the Kent's Whole Foods brand into neighborhoods with a clean, fresh, and memorable presence.

Delivery Fleet



CAMPAIGN VISUAL

A bold campaign direction that turns fresh groceries into a high-impact visual story for in-store and outdoor promotion.

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.

BRAND IDENTITY

SCENTIQUE
— Mobile Perfume Boutique —

COLOR PALETTE

- CHARCOAL #282828
- SOFT GOLD #D4AF37
- BLUSH #FD6666
- CREAM #FAF7F2
- TAUPE #A9A38A

TYPOGRAPHY

Aa
POPPINS / SEMIBOLD
ABCDEFGHIJKLIMONQRRSUUVWXYZ
1234567890

Aa
Playfair Display / Regular
ABCDEFGHIJKLIMONQRRSUUVWXYZ
1234567890

Mobile Perfume Boutique
Moon Dance / Regular

PACKAGING MOCKUPS

CAMPAIGN VISUAL

SCENTIQUE
Mobile Perfume Boutique

**YOUR SCENT.
YOUR STORY.**

Luxury fragrances,
delivered to you.

DISCOVER YOUR SCENT

**NEW COLLECTION
DAWN
TO DUSK**

Three scents for
every moment.

FRESH FLORAL WARM

SHOP NOW

SOCIAL MEDIA POSTS

SCENTIQUE
Mobile Perfume Boutique

POCKET SIZED LUXURY
MADE FOR YOU

SMELL BEAUTIFUL
ANYWHERE.

NEW
ARRIVAL

A SCENT IS
A MEMORY
IN MOTION.

- PREMIUM INGREDIENTS
- LONG LASTING
- TRAVEL FRIENDLY
- MADE FOR YOU

MOBILE APP UI

9:41 SCENTIQUE

FIND YOUR SIGNATURE SCENT

Luxury perfumes,
delivered to you.

SHOP NOW

HOME SHOP COLLECTION ACCOUNT

9:41 COLLECTIONS

ALL FRESH FLORAL WARM

- CITRUS BREEZE
Fresh
\$48.00
- VELVET BLOOM
Floral
\$59.00
- AMBER NOIR
Warm
\$59.00
- MUSK ESSENCE
Woody
\$48.00

9:41 VELVET BLOOM
Floral
\$59.00

A soft floral fragrance with hints
of rose, jasmine and vanilla.

ADD TO CART

9:41 CART

- VELVET BLOOM
\$59.00
- 1 +
- CITRUS BREEZE
\$49.00
- 1 +

SUBTOTAL \$108.00
SHIPPING Free
TOTAL \$108.00

CHECKOUT

9:41 TRACK ORDER

#STQ12345
In Transit

Order Placed May 16
In Transit May 17
Out for Delivery May 18
Delivered May 19

BILLBOARD CAMPAIGN

SCENTIQUE

LUXURY THAT
FOLLOWS YOU.

Premium fragrances.
Delivered anywhere.

SCENTIQUE.COM

- PREMIUM INGREDIENTS
- LONG LASTING
- TRAVEL FRIENDLY
- MADE FOR YOU

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.

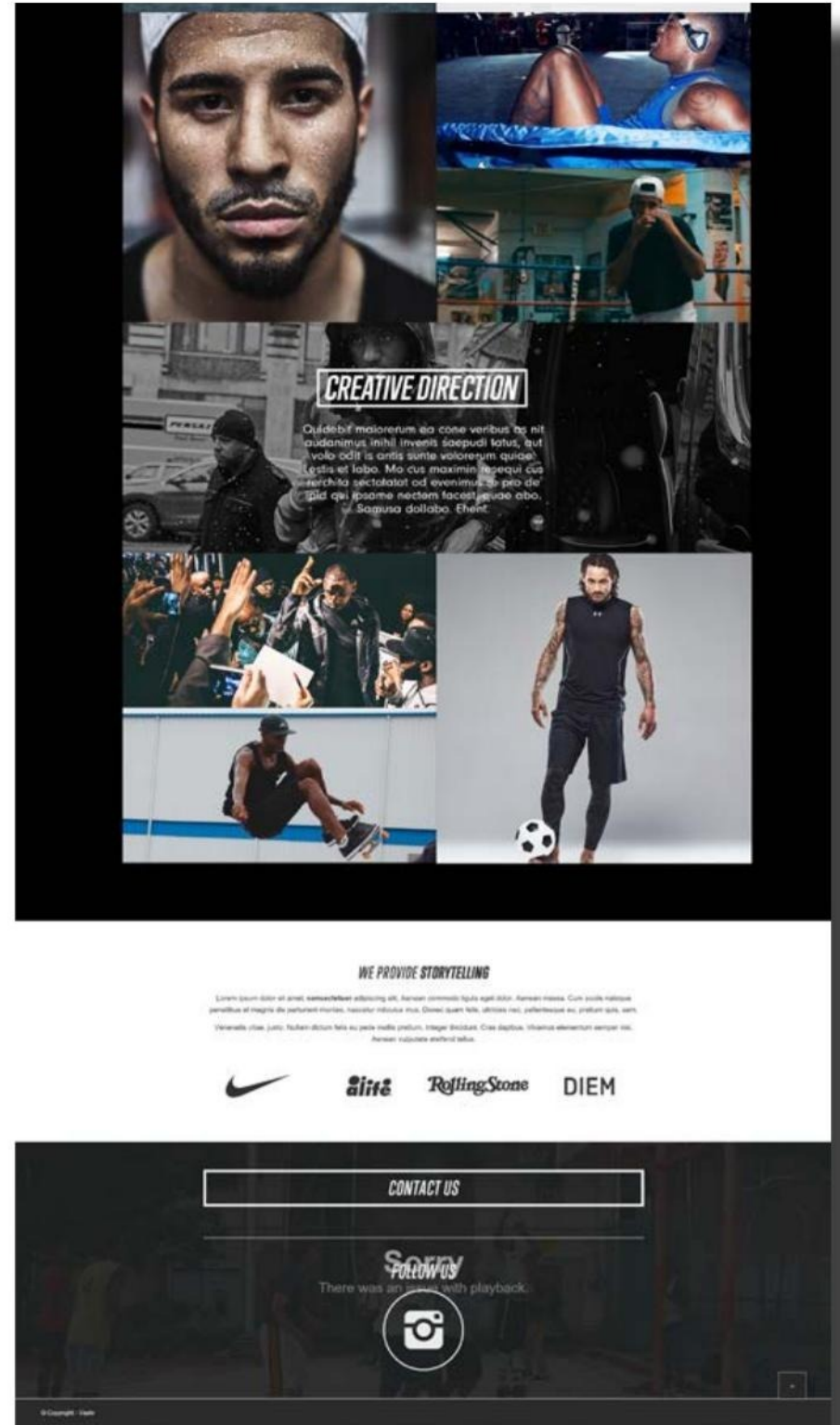
04 / 09

Web Design

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

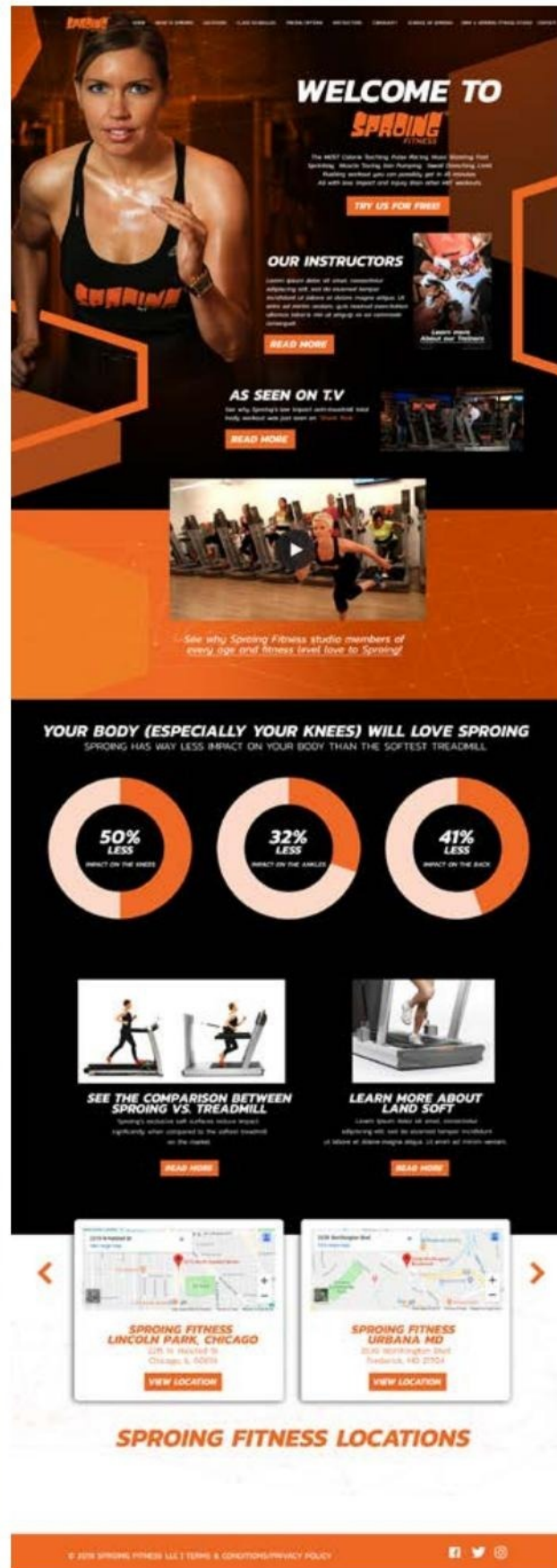
Sean Phazes / VASHR — Editorial Site

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



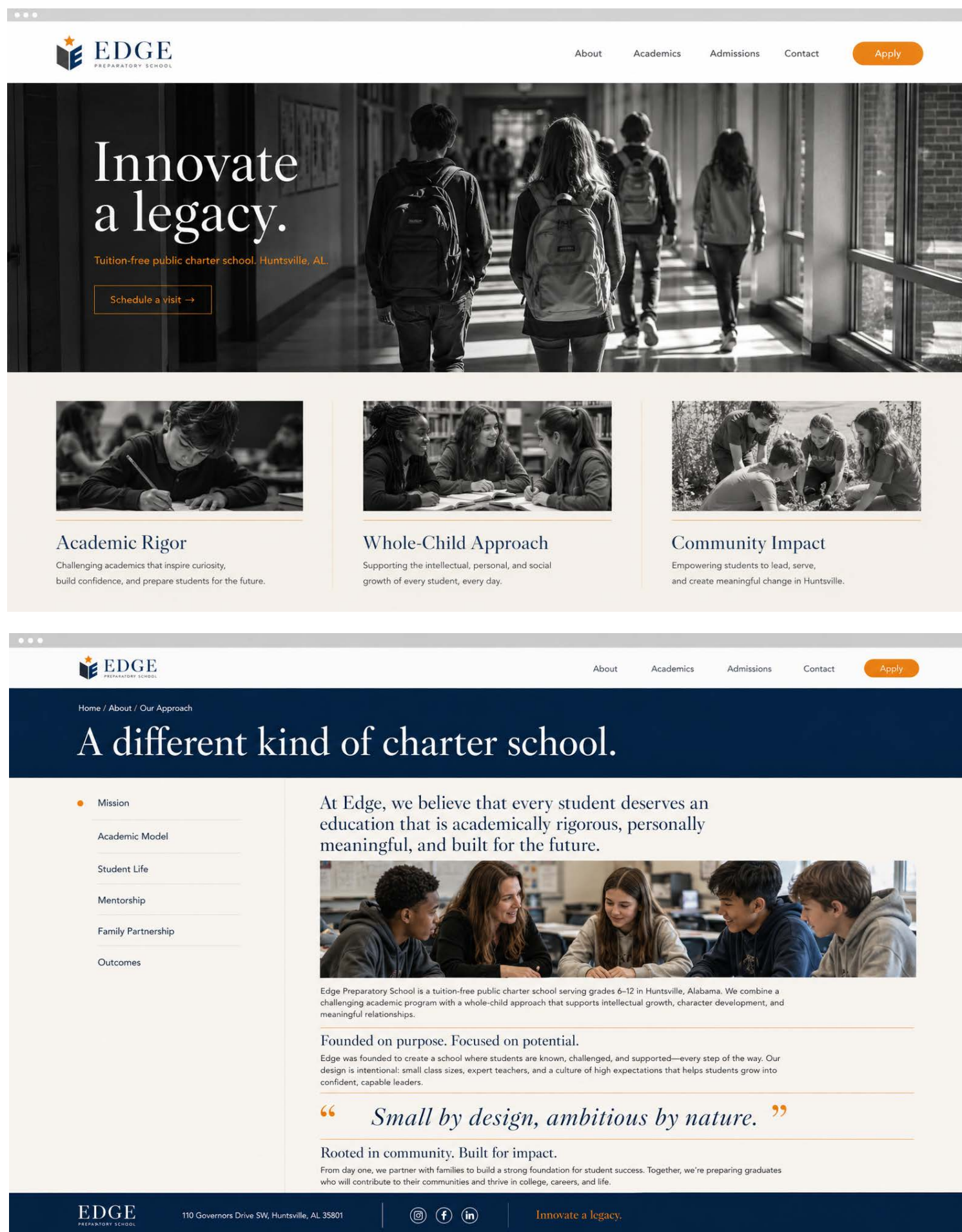
Marketing Sites – LHS Realty, Sproing Fitness, ReelRoll

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 / 09

Marketing Collateral

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

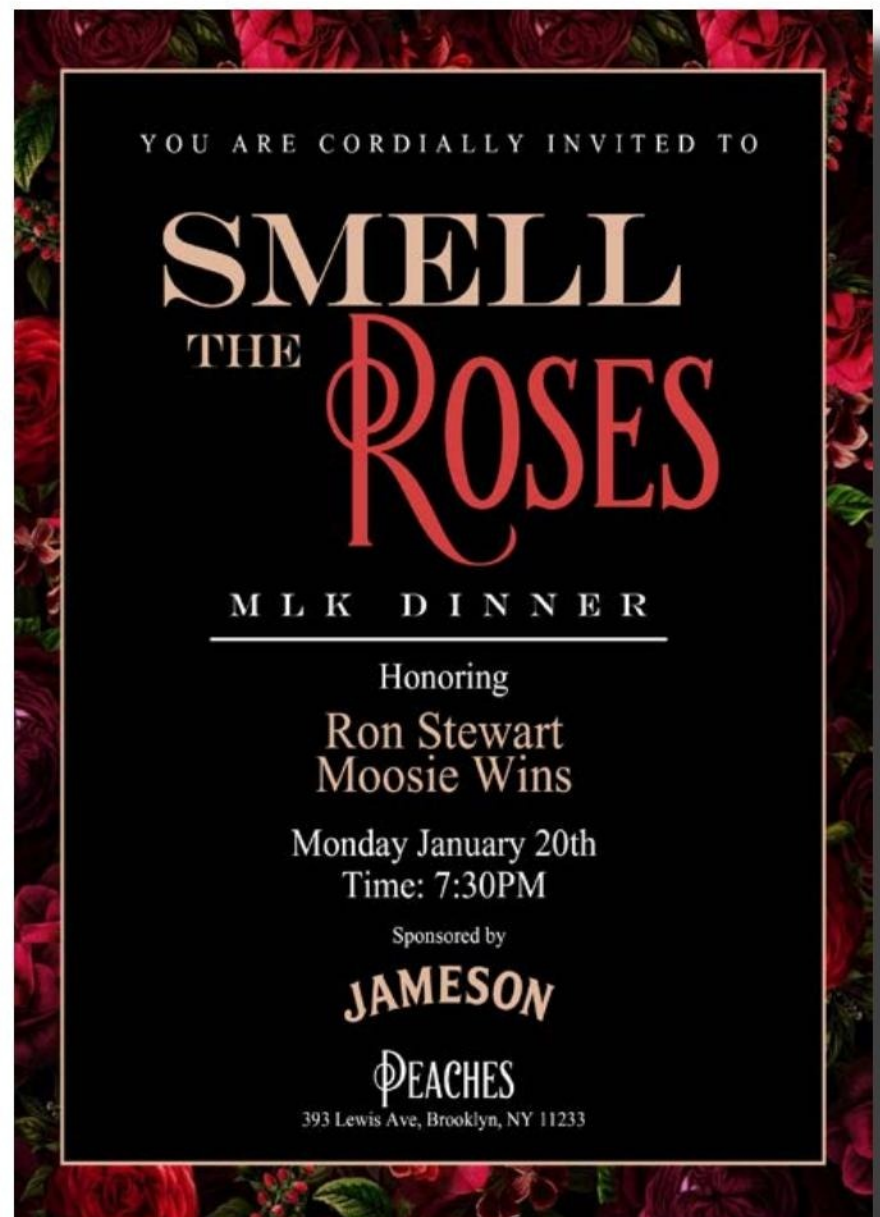
Edge Preparatory School — Brochure & Cards

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
Contributer

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Post Card

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Welcomes

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

f t i @jeromedlove jeromedlove.com

GET UP GET OUT & GET MOTIVATED

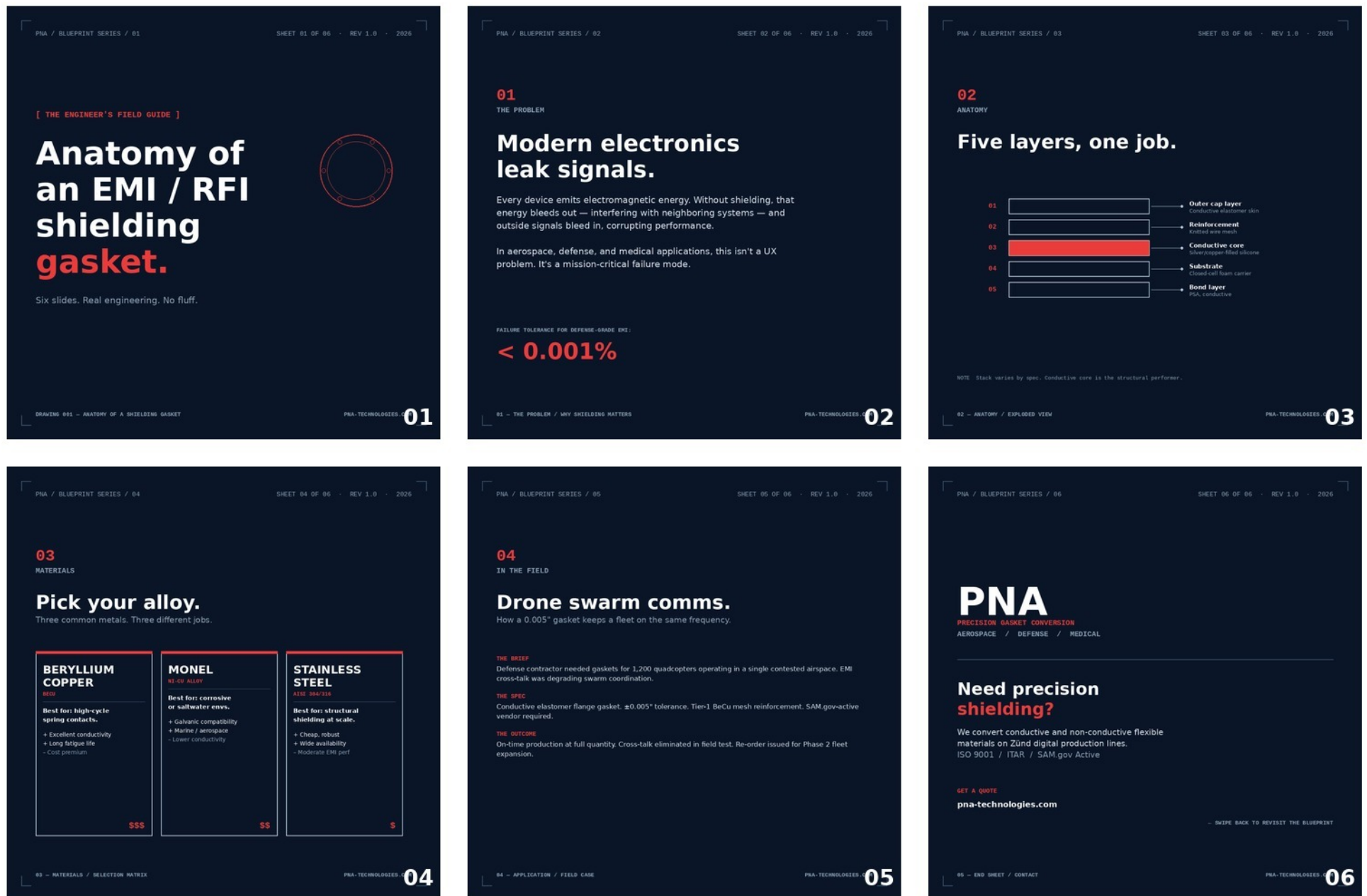
06 / 09

Social Media

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

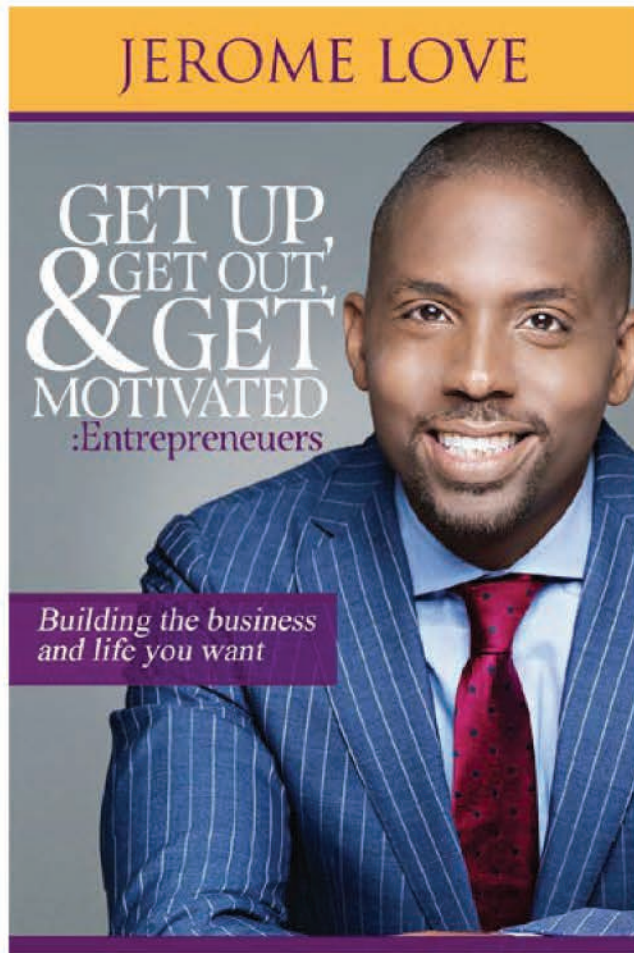
PNA Technologies — "Anatomy of a Shielding Gasket"

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

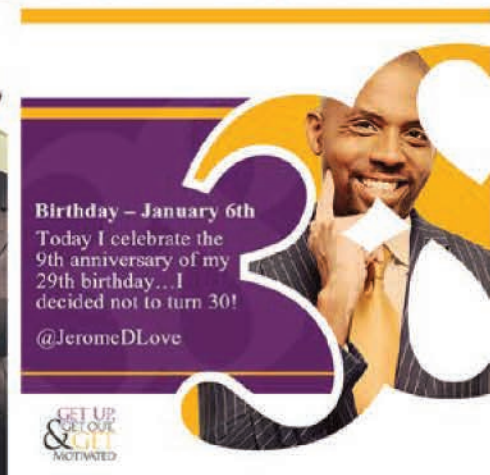
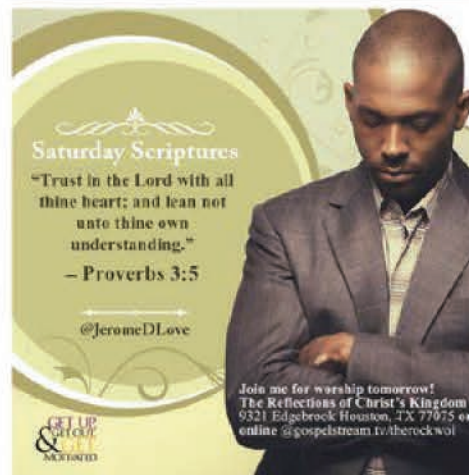
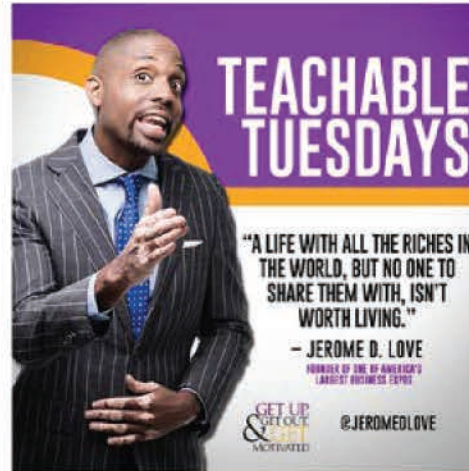


Jerome Love – Social Media Quote System

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



Book Cover



Social Media Quotes



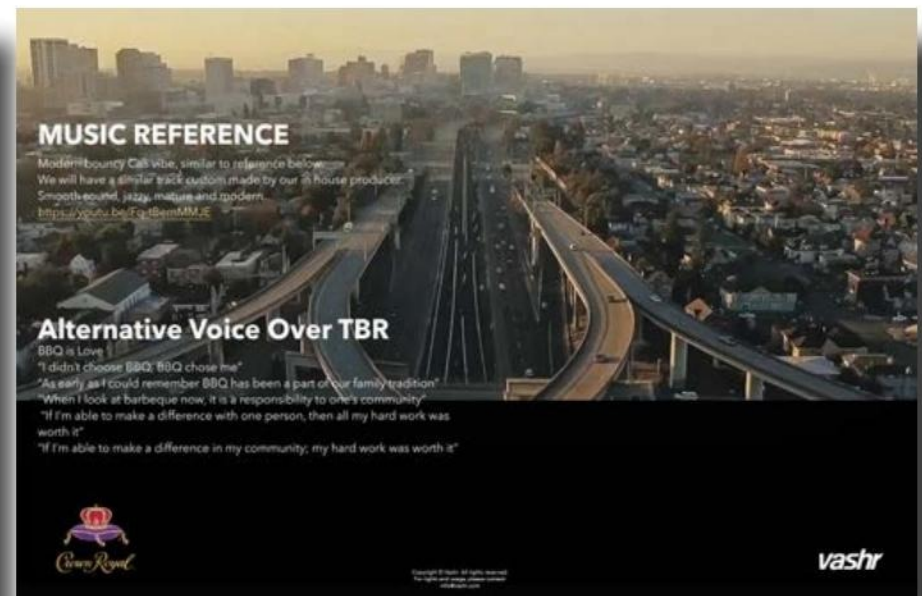
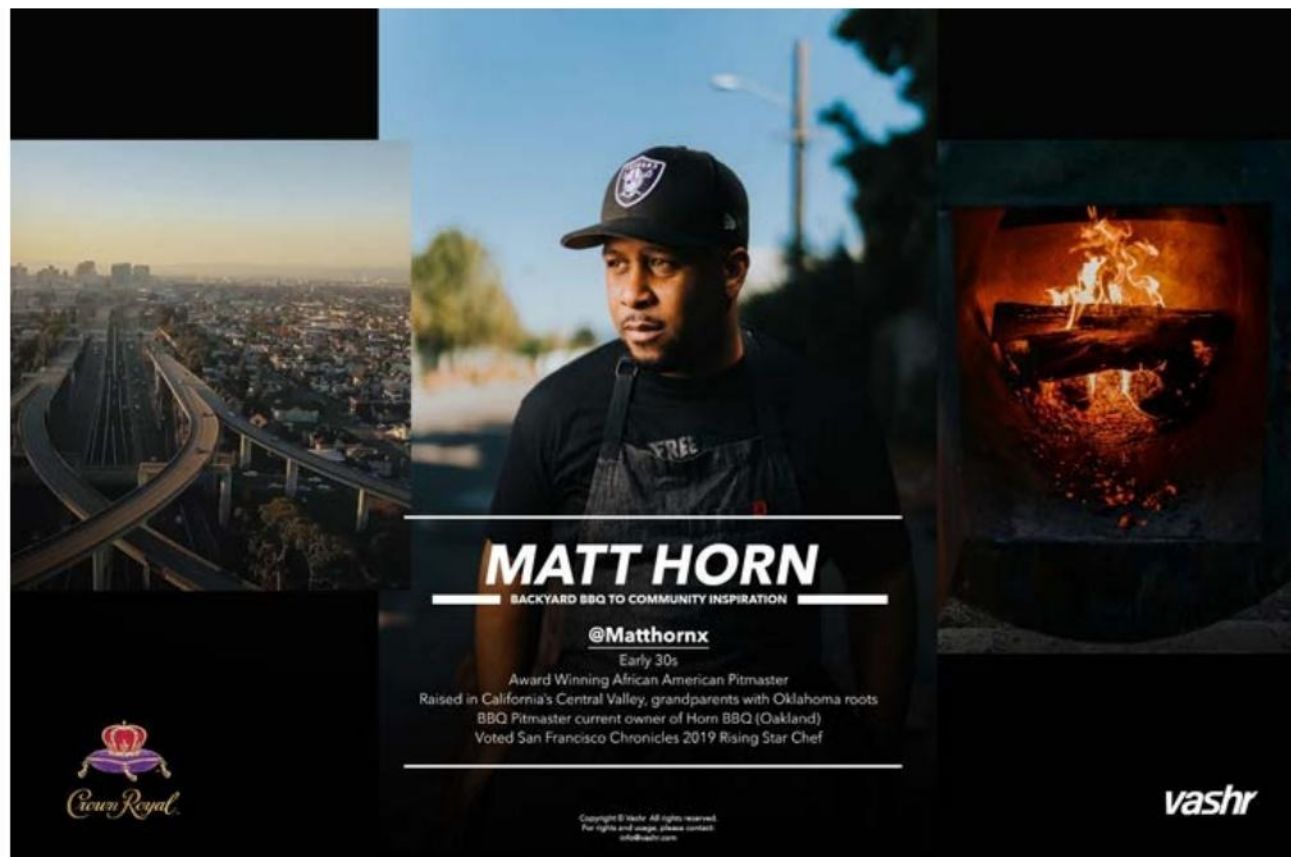
07 / 09

Concept & Advertising

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

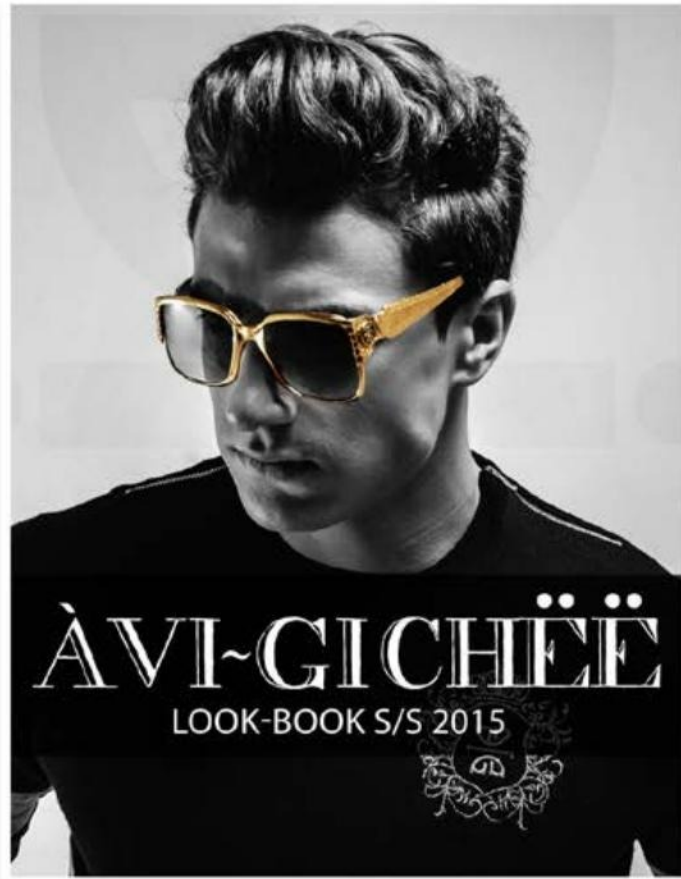
Crown Royal — Backyard BBQ Pitch

Multi-page brand pitch deck featuring a profile of Pitmaster Matt Horn. Storyboard, music reference, and voice-over options.



ÀVI-GICHÈÈ — S/S 2015 Lookbook

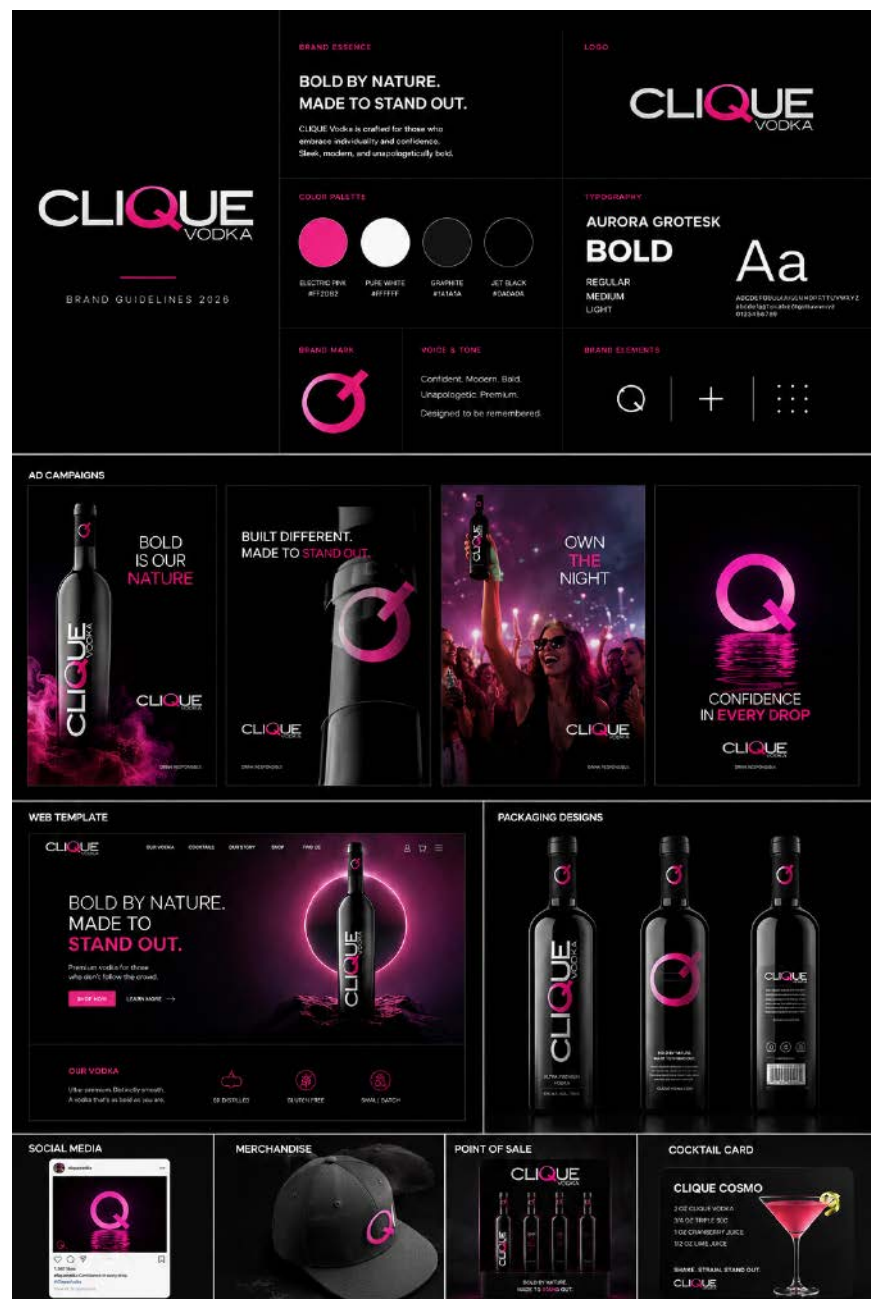
Spring/summer fashion lookbook for a streetwear brand. Cover, brand statement, and product description spreads.



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

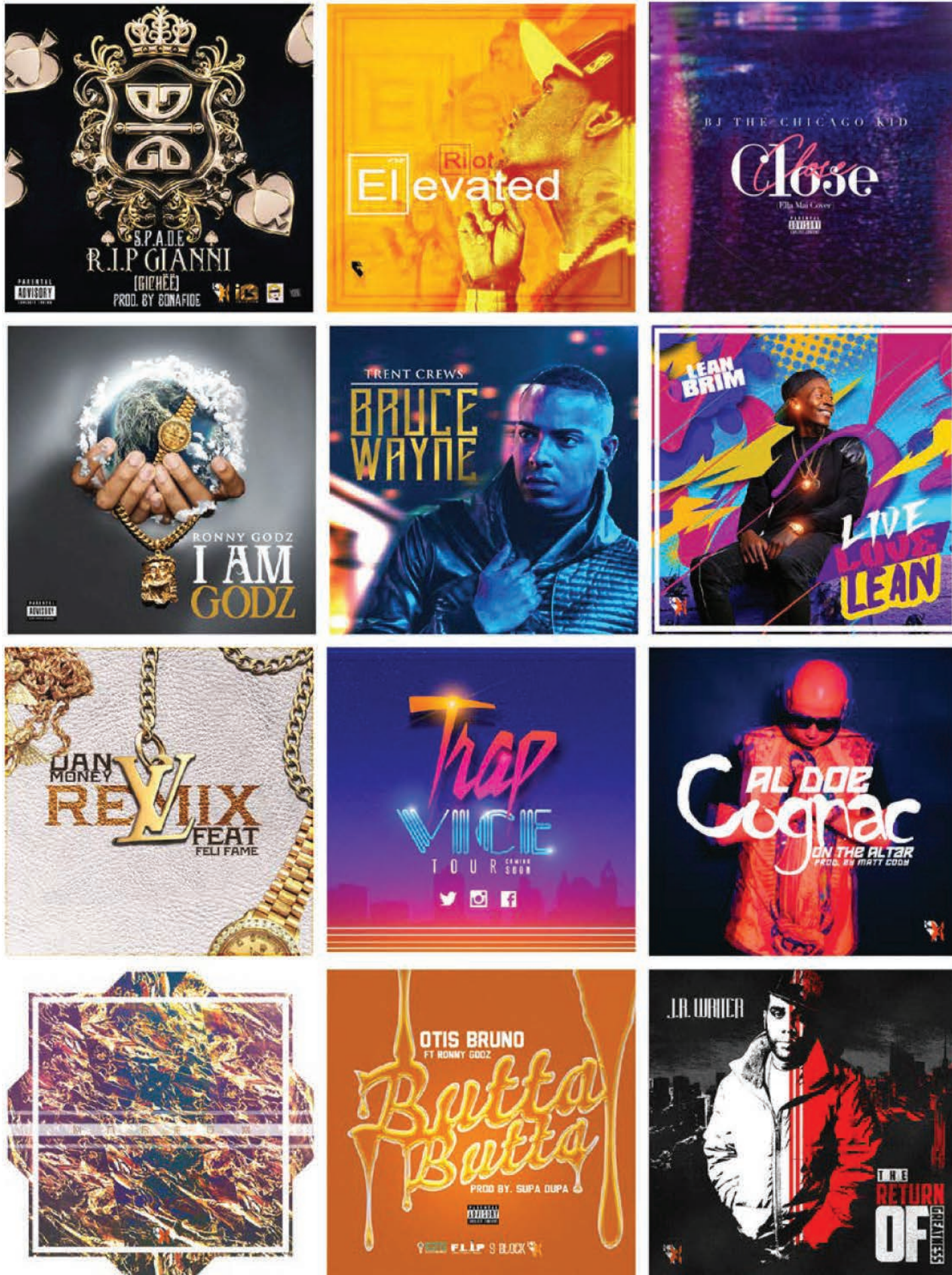
08 / 09

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.



09 / 09

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.

