

Brand, Creative, and Experience Design

Portfolio 2026
Tara Davis, MID
Brand and Creative Executive



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Building empathy and trust in the finance industry.

Featured Brands:

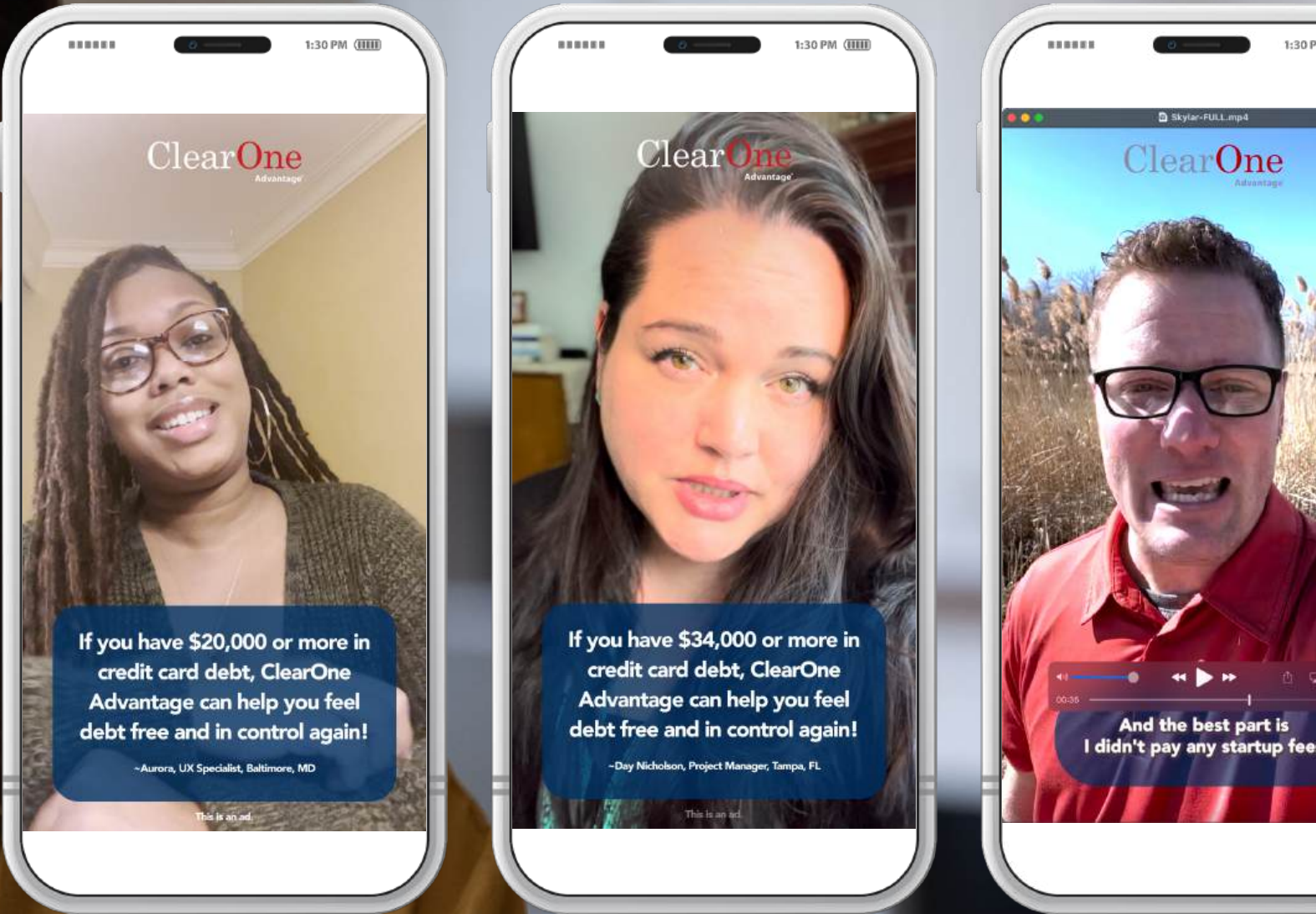
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*ClearOne Advantage®
Identity, Digital
Ads and A/B Testing*

Project Role: Senior Creative
Marketing Director



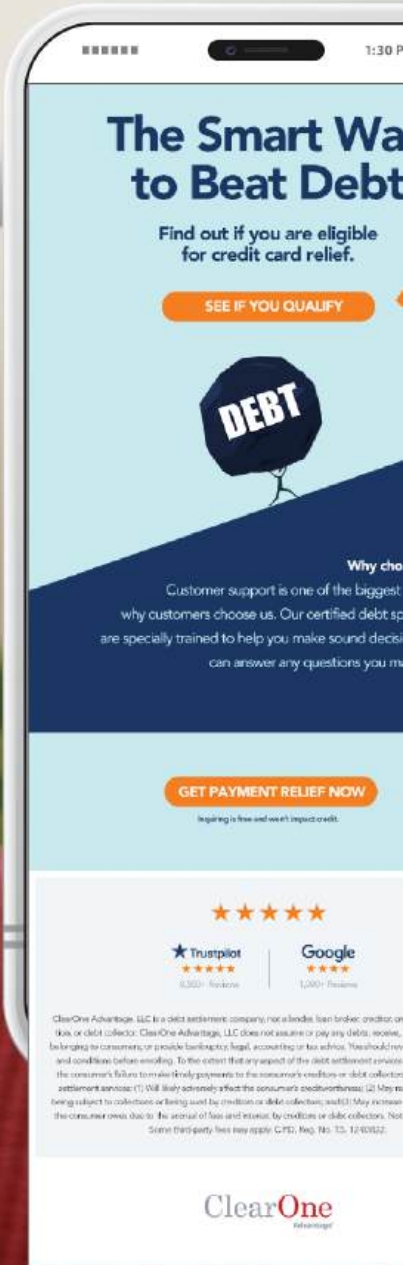
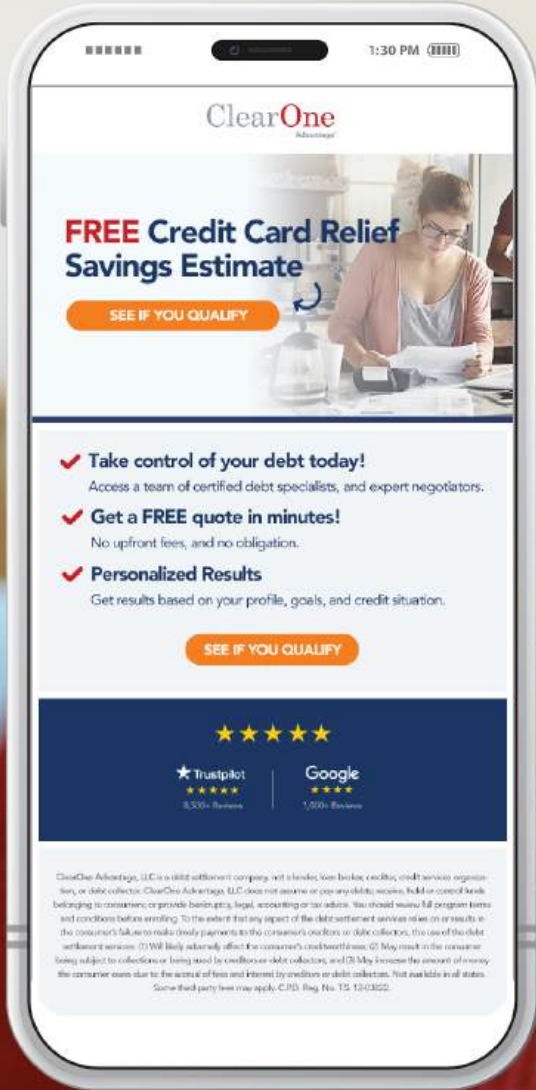
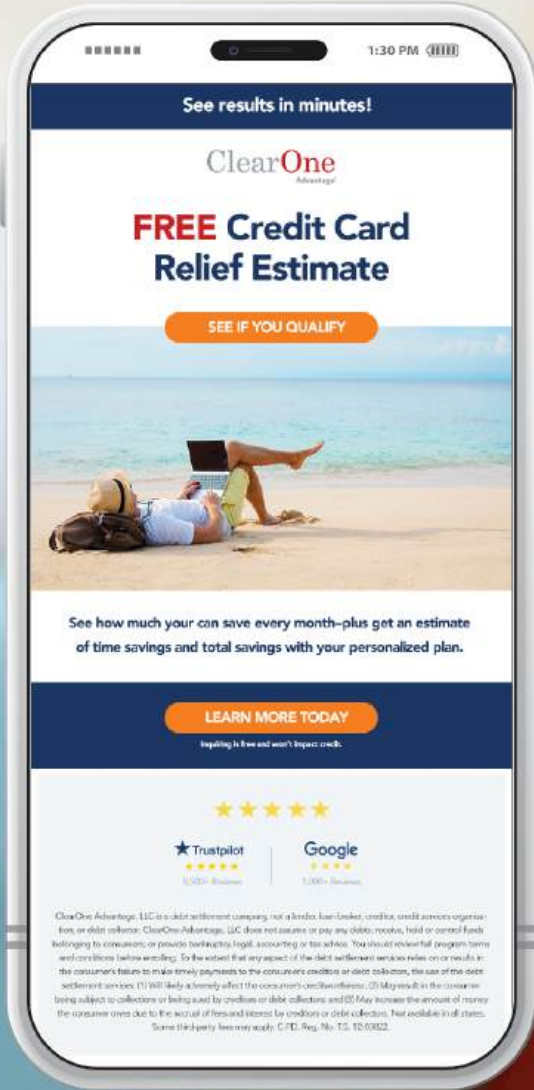
Logo and Corporate Color Swatches



Various Video Campaign Collateral Designed
for Digital Environments

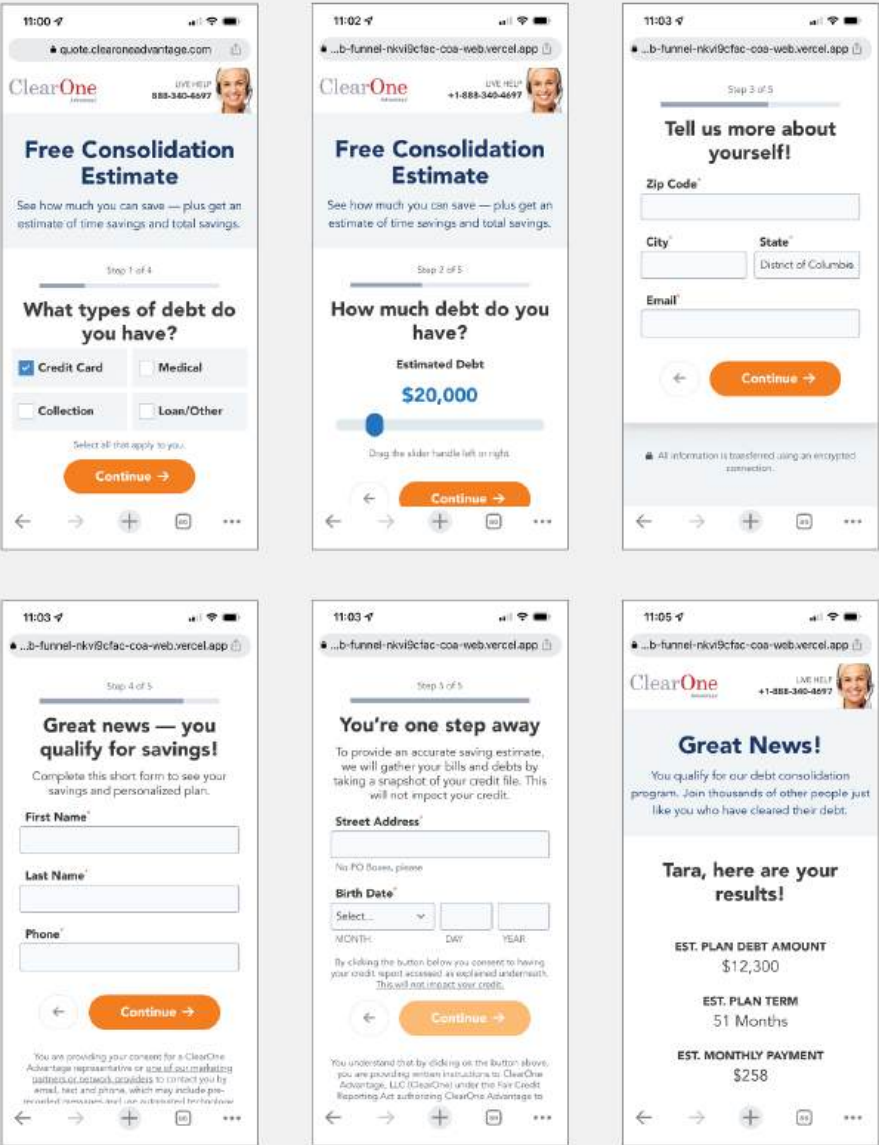
ClearOne Advantage Continued

“
I need to lower
my debt to begin
saving for my kid's
college fund.”

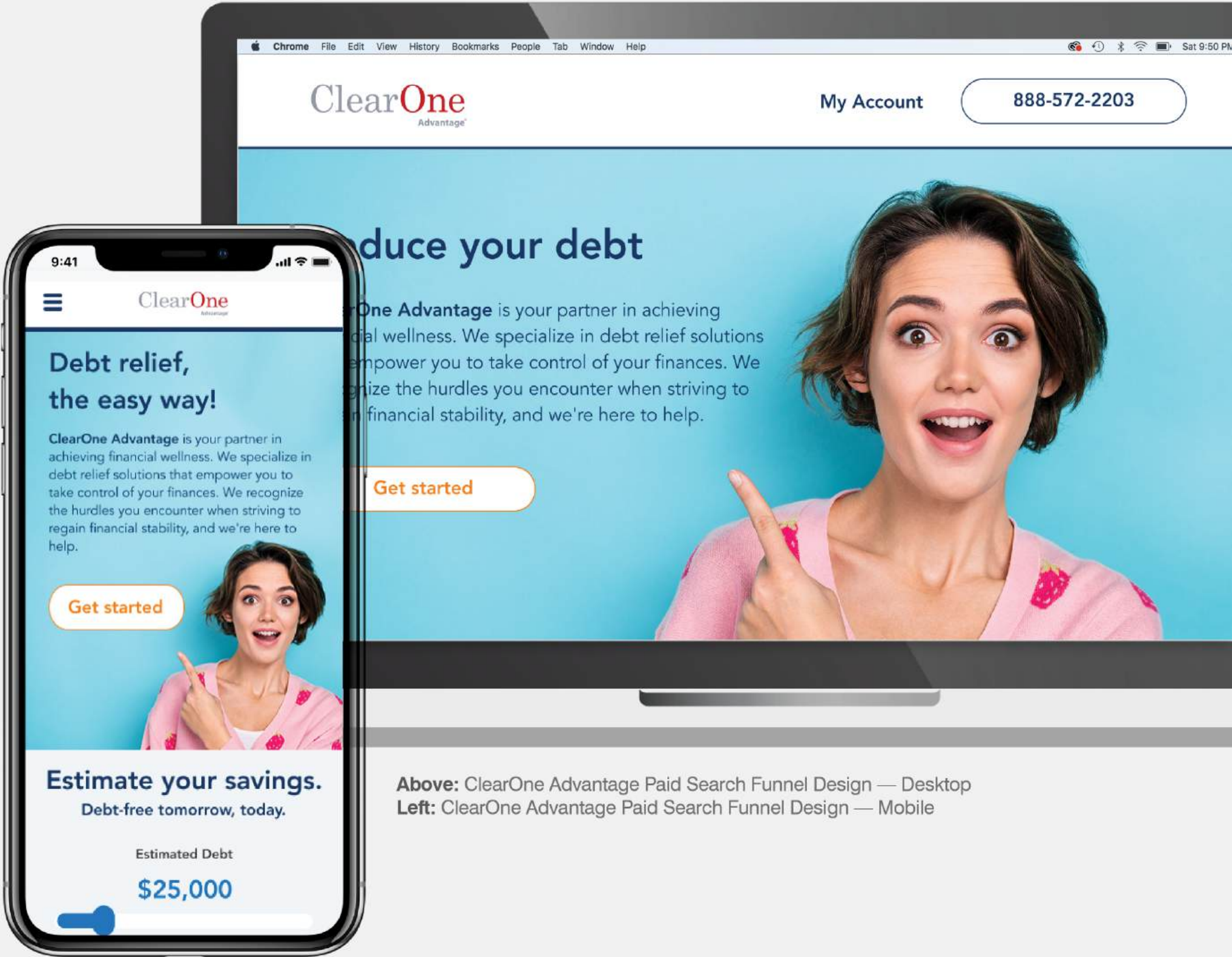


Email advertisements and landing page used for A/B testing: As part of the ClearOne Marketing and Sales team, I implemented a scalable streamlined process for identifying winning creative assets through a series of A/B testing; and for building best performing (or “best-in-class”) creative libraries. These libraries were leveraged as a tool to increase enrollment rates — and ultimately aid in the overall monetization strategy. (KPIs included qualified credit pulls, CTRs, CVR / enrollment rate, and ME).

ClearOne Advantage Continued



ClearOne Advantage Paid Search Funnel Design — Steps 1-5

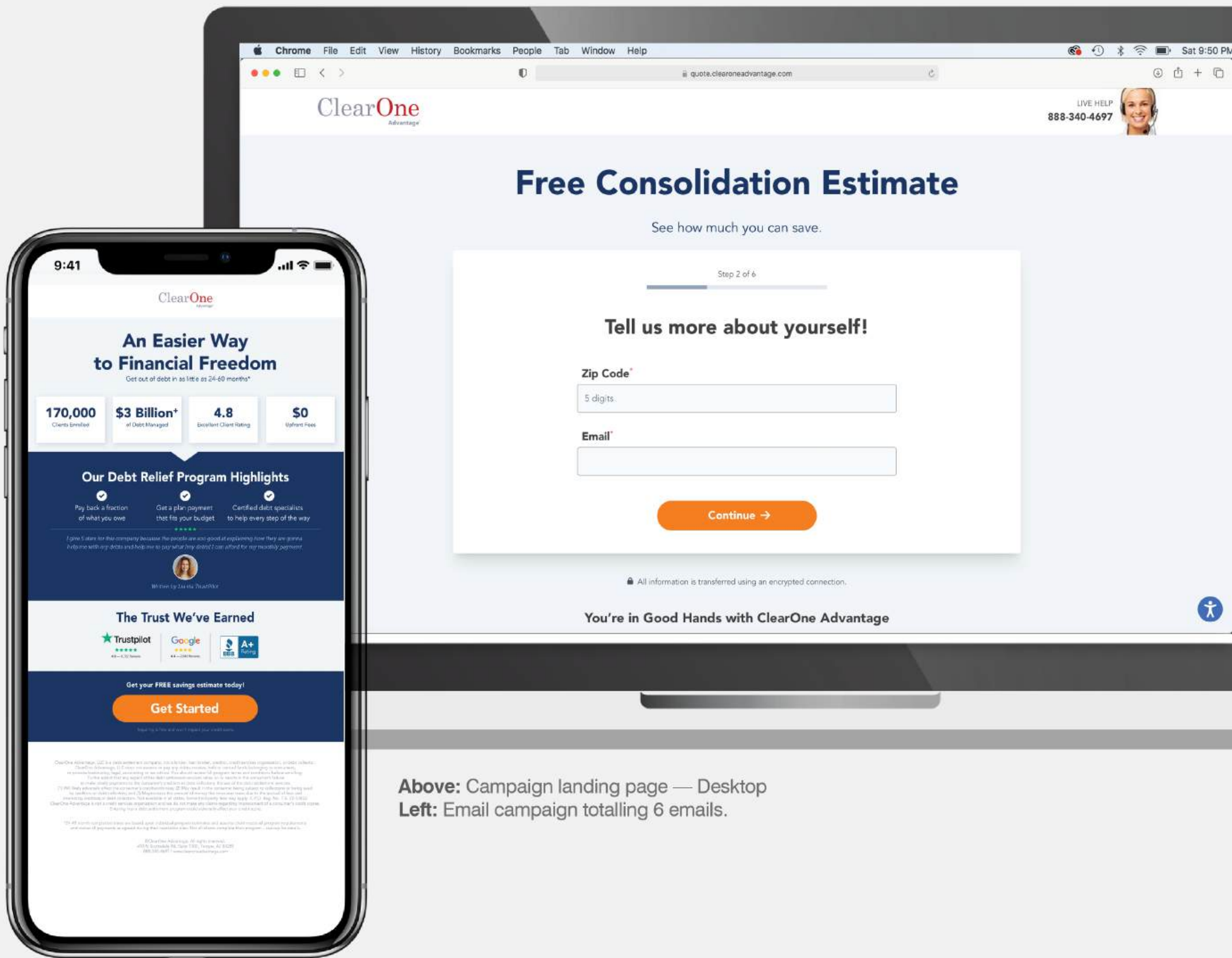


Above: ClearOne Advantage Paid Search Funnel Design — Desktop
Left: ClearOne Advantage Paid Search Funnel Design — Mobile

ClearOne Advantage Continued



ClearOne Advantage email campaign targeting loan turn-down audiences to drive them to the ClearOne Advantage sales funnel.



Above: Campaign landing page — Desktop
Left: Email campaign totalling 6 emails.

Digital Advertisements

Project Role: Senior Digital Art Director

Capital One

PersonalBusinessCommercial

SearchLocationsSign In

Credit CardsBankBorrowInvestToolsLearnContact

Capital One Home > Personal Banking > Savings

Get more than savings solutions.
Find a savings partner.

Compare Savings AccountsCompare CD AccountsWhy Online Savings?Locations

Compare savings accounts.
How you save matters. When you open a savings account online, you've got options: 360 Money Market® and one of the nation's highest savings rates on balances of \$10,000 or more, a great rate for any balance with 360 Savings® or 360 IRA Savings®, and even a Kids Savings Account for little dreams that just need some room to grow.

360 Money Market360 SavingsKids Savings Account

Where you can bank Online/MobileWhere you can bank Online/MobileWhere you can bank Online/Mobile



Fund your retirement without the market risk.

Explore our IRAs

Capital One

160 X 600 pixels



Fund a 360 IRA Savings® account and get 1.00% APY

Explore our IRAs

Capital One



Fund your retirement without the market risk.

Explore our IRAs

Capital One

300 X 600 pixels



Fund a 360 IRA Savings® account and get 1.00% APY

Explore our IRAs

Capital One

Fund your retirement without the market risk.

Explore our IRAs

Capital One

Fund a 360 IRA Savings® account and get 1.00% APY

Explore our IRAs

Capital One

728 X 90 pixels

Fund your retirement without the market risk.

Explore our IRAs

Capital One

Fund a 360 IRA Savings® account and get 1.00% APY.

Explore our IRAs

Capital One

300 X 250 pixels

The above Bank IRA digital ads above showcase a bold, classic Capital One look to stand out from competitor ads (like Ally, and Synchrony Bank), and to also visually align with product landing pages. Various ad sizes were developed to reflect the highest performing ad sizes on the web. A CTA button, featured in Capital One's corporate green, links visitors to IRA product pages (featured on the left) to learn more and / or open an account. The color green is also one of the top 3 best button colors for clicks.

Capital One Continued

Content Calendar Ads: A selection of social media campaign ads directing users to Capital One Investing content pages. Advertisements are designed to target baby-boomer, and millennial audiences and promote content calendar themes.



Capital One Investing

16 hrs · 🌐

No matter which side of the aisle you sit on, weddings can be pricey. But if you want to avoid breaking the bank this wedding season, here are some tips that may help:



👍 Like 💬 Comment

👍

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Planning for Wedding Season content designed for a standard Facebook, Twitter, and LinkedIn post.



Capital One Investing

16 hrs · 🌐

You may have retirement planning top of mind, but what about the financial moments you can't anticipate? Check out some tips that may help you manage the unexpected:



👍 Like 💬 Comment

👍

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Retirement Planning content designed for a standard Facebook, Twitter, and LinkedIn post.



Capital One Investing

Sponsored

No matter where you are on the road to retirement, a little preparation goes a long way toward achieving your version of financial freedom. How are you preparing?

20's

Find your **footing**.



30's

Explore life's **path**.



40's

Stay **grounded** in the journey.



50's

Keep your **destination** in sight.



Where do you stand on the road to retirement?



241 Likes · 12 Comments · 6 Shares

👍 Like 💬 Comment ➦ Share

Retirement Planning content designed for a Facebook carousel post.



Capital One Investing

16 hrs · 🌐

With 20 or so years until retirement, now is the perfect time to revisit your retirement strategy—and stay committed to your journey.

40's

stay **grounded** in the journey.

💡 Tips and tricks:

1. Stay committed.

2. Consider your investments.

3. Think bigger picture.



👍 Like 💬 Comment

👍

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares



Capital One Investing

16 hrs · 🌐

Is the finish line to retirement in your near future? As you get closer to the next chapter of life, stay focused on your version of financial freedom.

50's

Keep your **destination** in sight.

💡 Tips and tricks:

1. Revisit your mission.

2. Keep contributing.

3. Budget for retirement.



👍 Like 💬 Comment

👍

Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares

Capital One Continued



Capital One Investing

16 hrs · 🌐

Before you start to tackle your debt, check out some common strategies that may help you out:



👍 Like

💬 Comment

👤 Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares



Capital One Investing

16 hrs · 🌐

Looking to boost your financial health, but carry some debt? Read some common strategies that may help you manage it effectively:



👍 Like

💬 Comment

👤 Mkt Comunicacion, Ifeanyi Ezurukam and 42K others

1,527 shares



Capital One Investing

16 hrs · 🌐

Want to boost your savings? Here's how you can keep your financial goals top of mind:





Capital One Investing

16 hrs · 🌐

If you're not sure how much you should be saving, try working toward these benchmarks:





PersonalBusinessCommercial

Search🔍Location📍Sign In

Credit CardsBankAutoInvestLearnContact

Capital One Invest - The Future of Your Financial Future

Decoding your debt.

Posted on May 00, 2018

f t in



Related Articles



Learn Like an Athlete to Peak Financial Fitness

Achieve financial goals with this Super training plan



The Post, after 5 things you might have missed during the College Football Playoff

Debt is stressful. But before you tackle paying it off, take a minute to consider which payoff strategy might work best for you.

So, what common strategies are out there?

Strategies to pay off your debt.

One common strategy is known as "debt snowballing." This tactic focuses on paying off smaller, lower interest balances first and leaving the higher interest debt balances for later. This can give you a feeling of accomplishment and keep you on track as you keep going to tackle the rest of your debt.

Another tactic you might consider is known as "debt avalanche." Debt avalanche is essentially the opposite of snowballing, and focuses on tackling debt balances that charge the highest interest rates first, leaving smaller interest rate debt balances for later. By tackling higher interest rate debt first, you'll save on total interest charges, meaning you'll be paying less money overall.

There are many tactics you can explore when it comes to paying off your debt. Make sure you do your research to find the one that's the best fit for your situation.

Which debt should you tackle first?

Ready to get started on making payments, but debating which type of debt to pay down first? It's important to remember that not all debt is created equal. Before you start tackling payments, consider taking some time to understand the difference between the types of debt you carry by checking the interest rate you're being charged for each.

As a rule of thumb, even your lower interest rate debt is also the lowest balance you carry. Tackling higher interest rate debt first could help you out down the line. Why?

Paying down higher interest debt first will mean paying less in interest charges over time. Interest charges are added to your underlying balance each month—and they add up, quickly.

Continue to focus on paying down debt in order of the highest interest rate to the lowest to keep yourself from paying more than you have to. While some debt isn't necessarily a bad thing, having a clear understanding of the debt you do carry is essential to your overall financial health.

DGA Campaign (Digital Guidance and Advice)

Capital One Continued

Other Campaign Assets

A selection of social media campaign ads directing users to Capital One Investing content pages. Advertisements are designed to target millennial audiences.



Capital One Investing

1d

Instead of roses and candy, should you and yours change things up this [#Valentines](#) with a little [#moneytalk](#)? Check out these tips:

<http://spr.ly/60498L7c9>



2 Likes

Like

Comment

Share



Capital One Investing

February 23

Do you have a tax-efficient investing strategy? Tip #1: Think about long-term gains and losses.



CAPITALONEINVESTING.COM

69 Likes 10 Comments 25 Shares

Like

Comment

Share



Capital One Investing

February 23

Setting your sights on some new financial goals in the new year? Check out tips that might help you bring them to life:



Learn More



Capital One Investing

February 23

What's more romantic than having a sound financial strategy for your future? Set the mood this Valentine's Day with a little retirement talk:



CAPITALONEINVESTING.COM

Learn More

69 Likes 10 Comments 25 Shares

Like

Comment

Share



Capital One Investing

1d

Instead of roses and candy, should you and yours change things up this [#Valentines](#) with a little [#moneytalk](#)? Check out these tips:

<http://spr.ly/60498L7c9>



2 Likes

Like

Comment

Share

Guide to Consolidation Digital Advertisements and A/B Testing

Project Role: Senior Creative Marketing Director

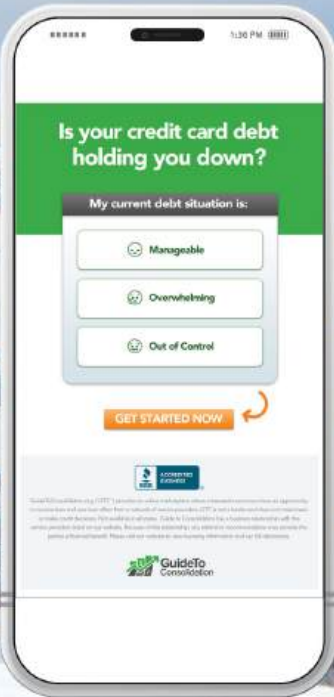
I provided a testing schedule for Guide to Consolidation’s email channel — in addition to test creative used in a series of CPM tests targeting middle-aged Caucasian women.



T1C1 (Control Creative)



T1C2 (Treatment 2)



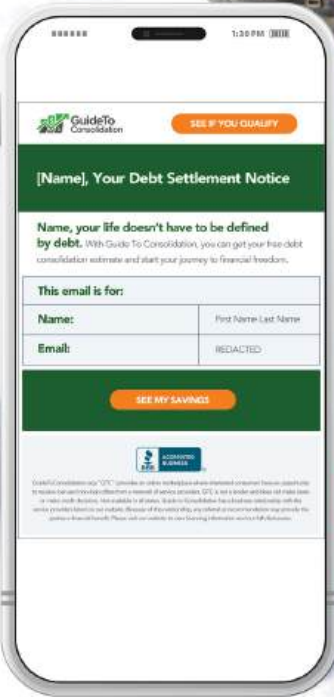
T1C3 (Treatment 3)



T1C1 (Control Creative)



T1C2 (Treatment 2)



T1C3 (Treatment 3)



(Control Creative)



T1C2 (Treatment 2)



T1C3 (Treatment 3)

VergeLeads Identity and Select Marketing Collateral

Project Role: Senior Creative Director

VergeLeads collateral designed to encourage affiliate partners to set up an introductory appointment on lead generation.



Email Advertisement



Above: VergeLeads Landing Page — Desktop
Left: VergeLeads Landing Page — Mobile

Turning interest into action in the non-profit industry.

Featured Brands:

NAEYC	Page 15
AARP	Page 17
MDAC	Page 19

NAEYC Select
Marketing Collateral

Project Role: Senior Designer



Above: Hello Flyer
Right: GE Promo One-Pager

naeyc[®] National Association for the
Education of Young Children

NAEYC Global Engagement

NAEYC's strategic priority is to cultivate leadership and develop innovative strategies that propel the field, profession, and systems of early learning. NAEYC expands its role in nearly childhood education across the globe.

NAEYC's Global Engagement
touches:

➤ More than **65 countries** all over
the world with nearly **2,000**
international members



Who we work with...

We offer **customized sustainable support** to
communities, high-level education ministries and
private organizations dedicated to early
childhood development.

What we do...

We adapt NAEYC's **resources, content** and **expertise** to
provide culturally appropriate packages that support optimal
early learning based on our **developmentally appropriate**

NAEYC's thumbprint can be
found worldwide through:

➤ Technical Assistance

What's Inside:

Overview

01 A Year of Progress

02 Message from the Presidents

03 Advocacy

04 Membership

05 Accreditation

06 Global Outreach

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Power to the Profession

Power to the Profession is a national collaboration to define the early childhood education profession for establishing a unified framework for career pathways, knowledge and competencies, qualifications standards, and compensation. A long-regional and more defined early childhood education profession will be better positioned to improve quality and provide leading and deliver the best outcomes for children.

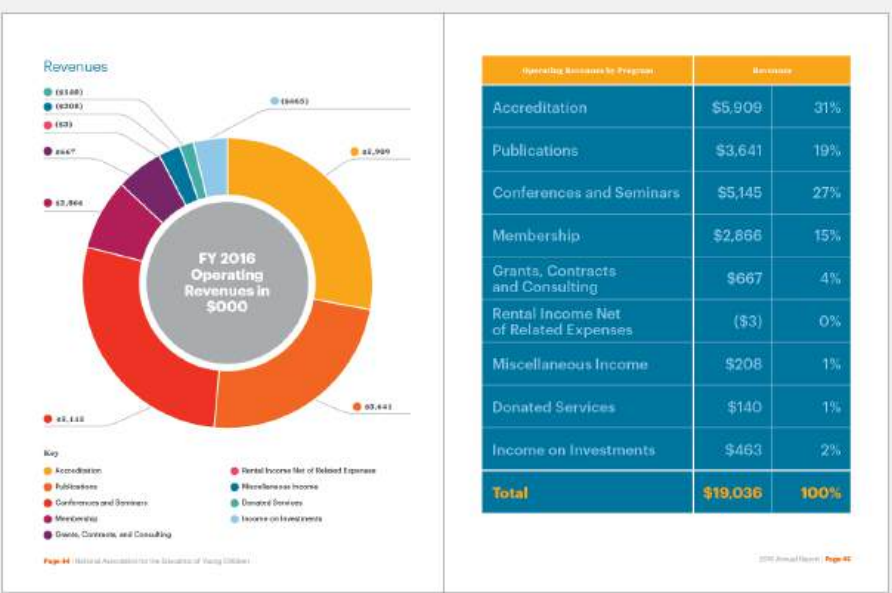
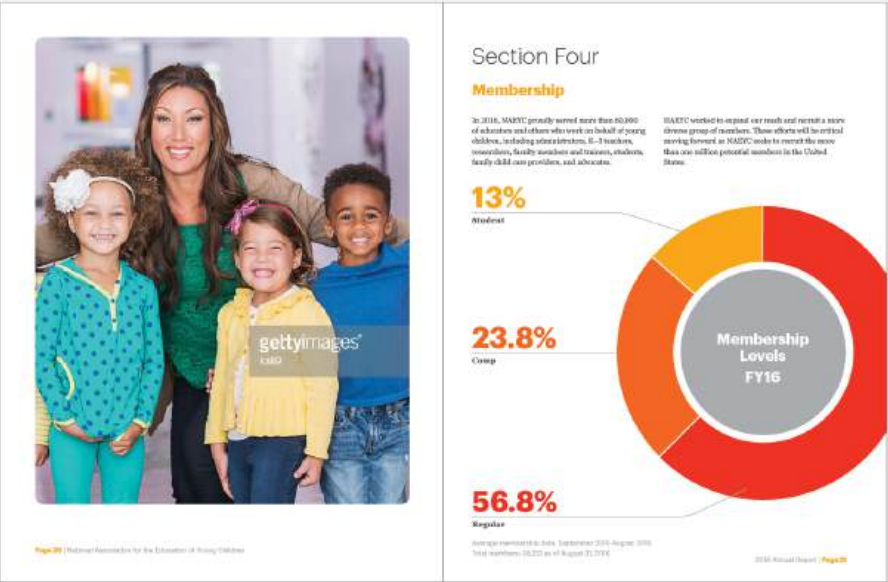
NAEYC was successful in recruiting a task force of 15 national organizations who represent and engage with large groups of early childhood professionals to lead the initiative. In addition, 20 national organizations with systemic-level influence on the early childhood profession serve as stakeholders. Five affiliates—New Mexico, New York, Iowa, Wisconsin, and Indiana—received comprehensive grants to conduct engagement activities, key informant interviews, focus groups, policy and regulatory reviews, and stakeholder gatherings.

Power to the Profession was visible during more than 30 key national, state, and local meetings. This initiative was also prominently featured in Young Children and on the NAEYC website through a national webpage that received more than 8,000 page views.

Partnering with The Institute of Medicine and National Research Council, national impact. Transforming the Workforce for Children Work Through Agency A Leading Foundation. Increased interest from the profession and collaboration across national organizations and affiliates. NAEYC is prepared to lead the next chapter in conversation and advance a unified early childhood education profession.

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Promoting high-quality early learning for all children.

Page 48 National Association for the Education of Young Children

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Section Thirteen

Association Leadership

Officers

Chair: David L. Cook, President, University of North Carolina, Term ends 2019
President: Tamey Mares, President, The Chesapeake Center, Virginia, Term ends 2018
President: David R. Brown, President, Consultant, Maryland, Term ends 2017
President: Sherry Feltz, Vice President, Elementary Institute of Science, Children, Term ends 2018
President: Susan Feltz, Executive Director, Delaware Office of Early Learning, Term ends 2018
President: William H. Miller, Treasurer, The First Steps Company, Pennsylvania, Term ends 2017

Board Members

Shana Alston, University of Texas, Term ends 2019
Susan Alston, University of Texas, Term ends 2018
Lorraine Cook, Regional Early Childhood Center, New Jersey, Term ends 2018
Vivian J. Gonzalez, Head to the Top Early Learning Challenge, New Jersey, Term ends 2019
Deborah Donaghy, Young Child Wellness Council, Term ends 2018

Ex-Officio Board Member

Wendy Brown Alston, Chief Executive Officer, NAEYC, Term ends 2018

Page 162 National Association for the Education of Young Children

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AARP® UX, UI, and Digital Advertisements

Project Role: Creative Director



SAVE 25% OFF
Only \$12 for your first year with Automatic Renewal.

your AARP® membership





SAVE 25% OFF
Only \$12 your first year with Automatic Renewal.

your AARP® membership



SAVE 25% OFF
Only \$12 your first year with Automatic Renewal.

your AARP® membership

**SAVE 25% OFF**
your membership

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Only \$12 your first year with Automatic Renewal.

Pre-Click Display Advertisements



[JOIN](#)[RENEW](#)

Questions? 1.866.654.5572



Make new memories with AARP®
Get instant access to benefits and discounts that go with your lifestyle. Plus, get a FREE GIFT when you join!

No obligations. Cancel anytime.
[JOIN NOW](#)
Already a member? [Renew Today](#)

Driver Safety

Fraud Watch Network

Disrupt Aging







JOIN AND SAVE

25% OFF

MEMBERSHIP



[JOIN](#)[RENEW](#)



Make new memories with AARP®
Get instant access to benefits and discounts that go with your lifestyle. Plus, get a FREE GIFT when you join!

No obligations. Cancel anytime.
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Driver Safety

Fraud Watch Network

Disrupt Aging







JOIN AND SAVE

25% OFF

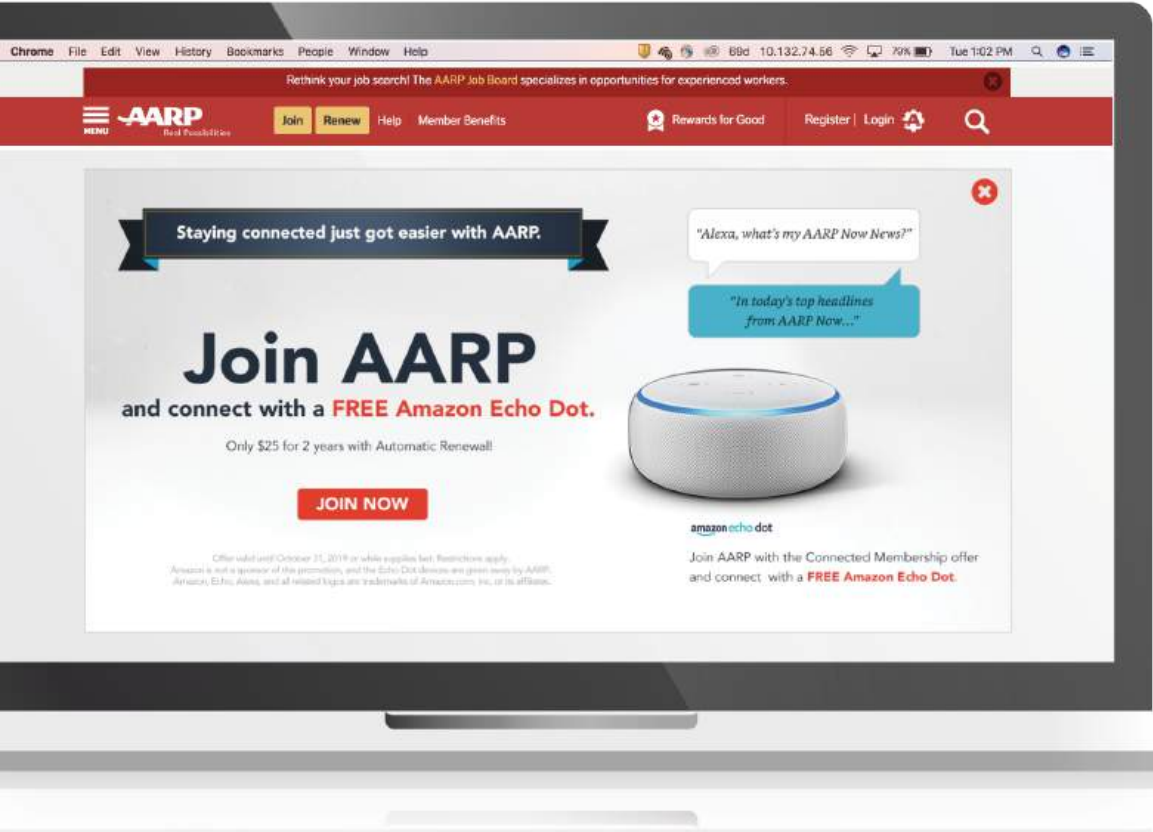
Post-Click Landing Pages

© Tara Davis | 17

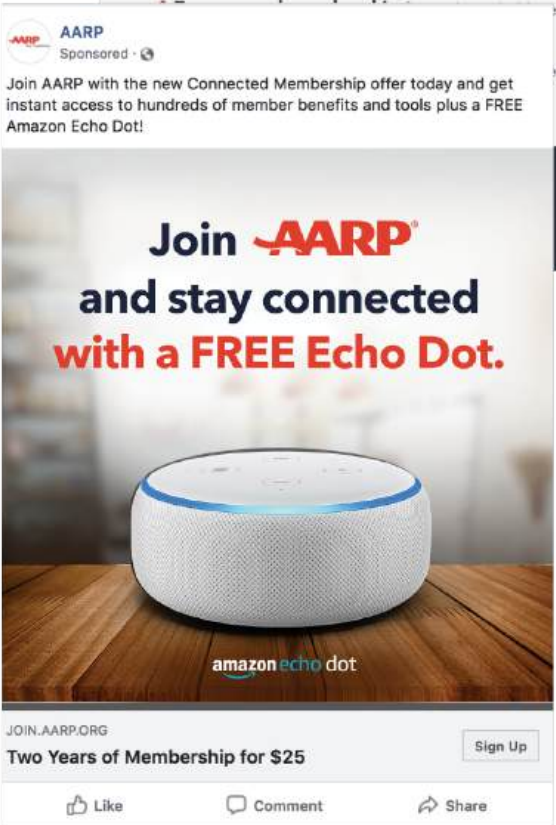
AARP Continued

AARP® Amazon Echo Campaign

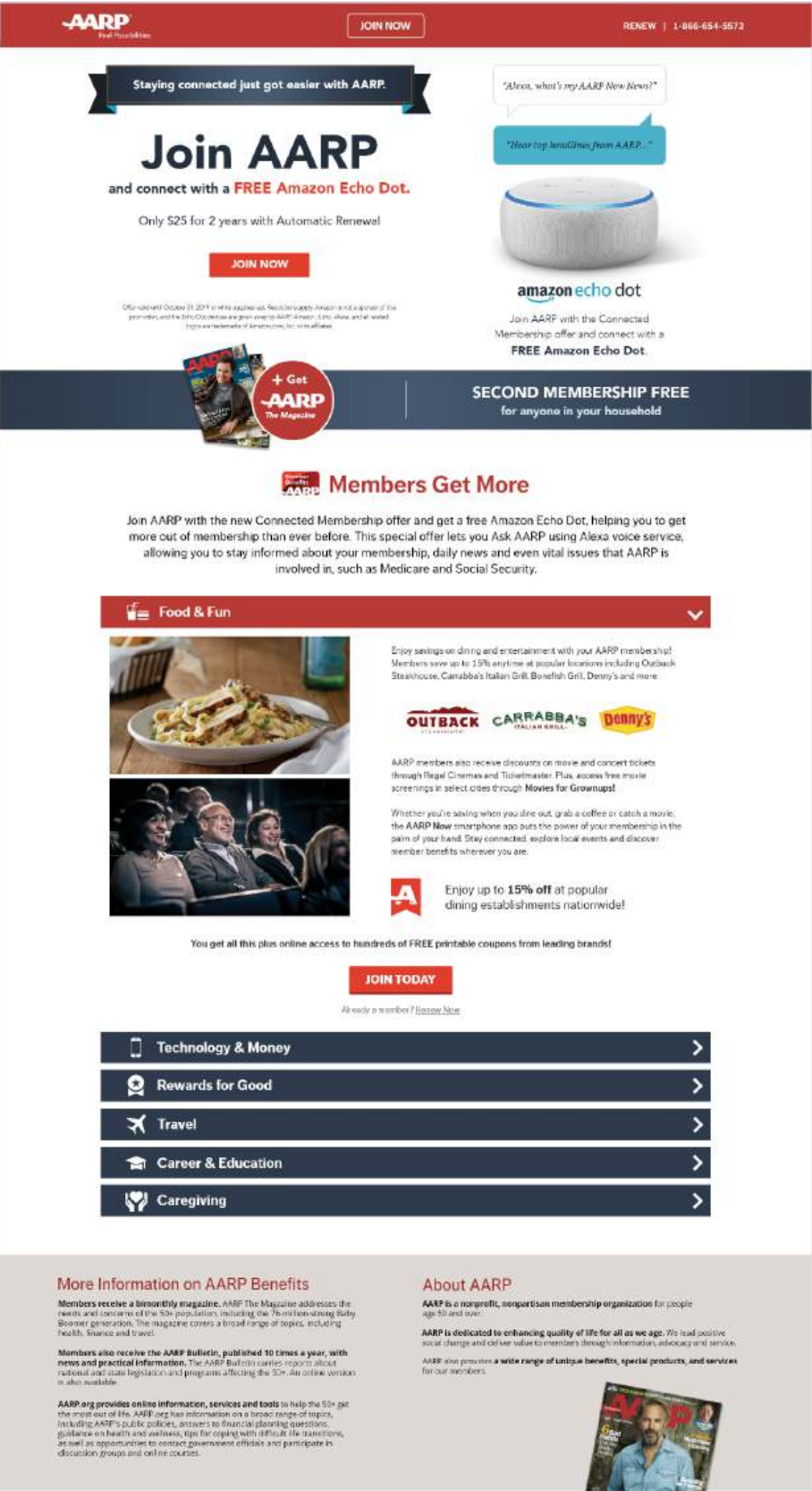
The goal of this campaign is to communicate an exclusive AARP offer that includes a free Amazon Echo. The partnership between AARP and Amazon supports a more convenient AARP user experience through the Echo welcome kit. The creative showcases a modern / clean look and feel with a clear sense of visual hierarchy that is easy to navigate and digest.



Homepage Takeover



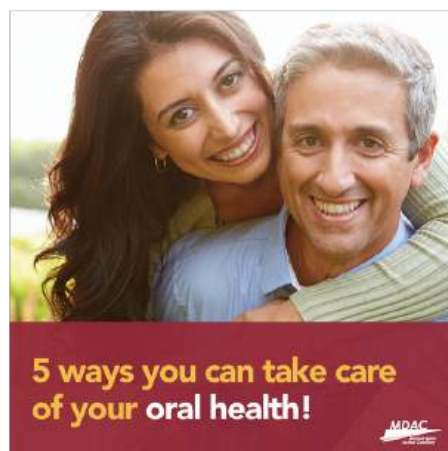
Gmail Ad (top): Social Media Ad (bottom); Landing Page (right)



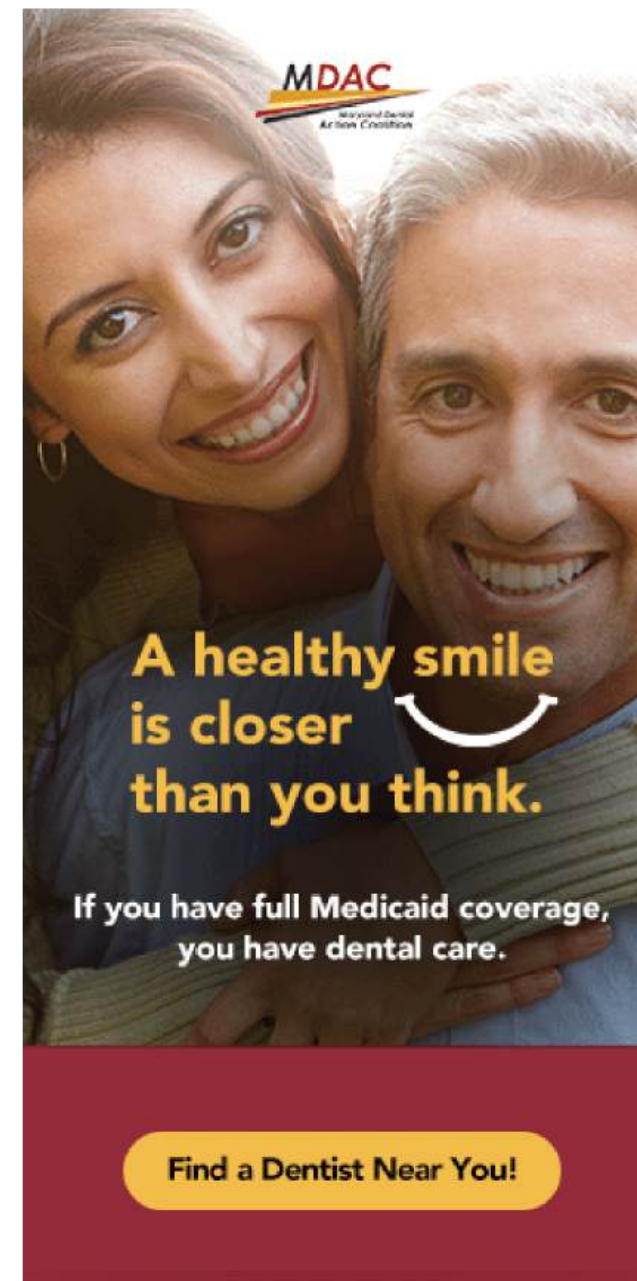
MDAC Select Campaign Creative

Project Role: Creative Director

Social media campaign assets for Maryland Medicaid adult consumers about program oral health benefits. The objective of this campaign is to increase awareness and understanding of the oral health services covered under Medicaid, encouraging beneficiaries to utilize these benefits for improved dental health.



Example of an organic Instagram social post



Display Advertisements

MDAC requested a campaign based on human-centered design principles to ensure maximum engagement and impact — targeting adult medicaid consumers (age 21 and older), and sub-groups, including pregnant adults.

Identity design, campaign planning, strategic planning and more — for real estate and AEC brands.

Featured Brands:

GCS-SIGAL	Page 21
WDG Architecture PLLC	Page 23
Grimm + Parker Architecture	Page 25
Lessard Design	Page 26
Cresa	Page 27
Mercedes-Benz	Page 29

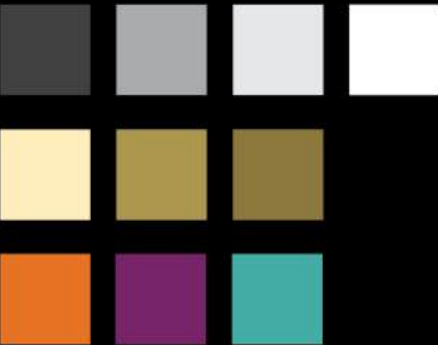
GCS-SIGAL Identity
and Brand Management

Project Role: Brand Designer,
Brand Manager



Our projects support the neighborhoods
that make DC a great place to live.

GCS|SIGAL



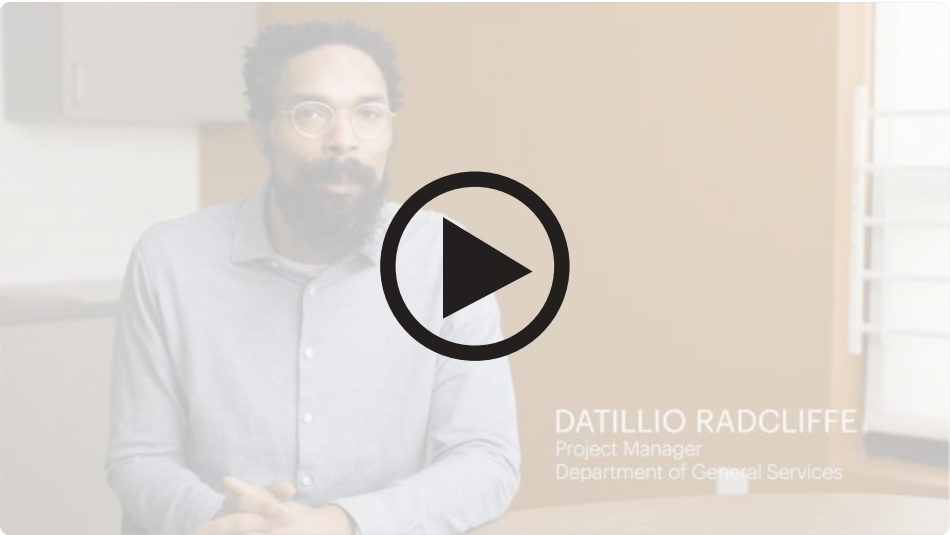
Logo and Corporate Color Swatches



- More jobs made available stimulates DC's economy, and is critical to living a good life!
- Our services increase education opportunities—allowing for healthy child development.
- Our investments help strengthen households to enable conditions for the community's stability.
- An increase in community seats promotes resident involvement and patronage.
- Green spaces provided enhance the health and wellbeing of residents.

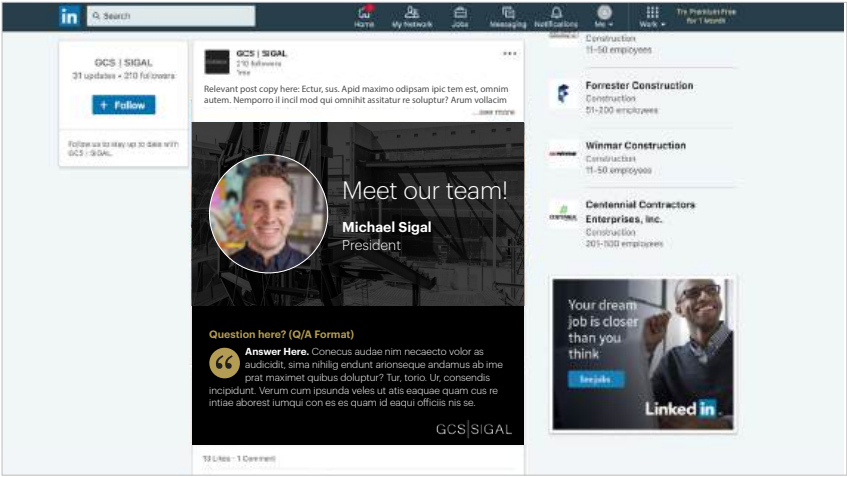
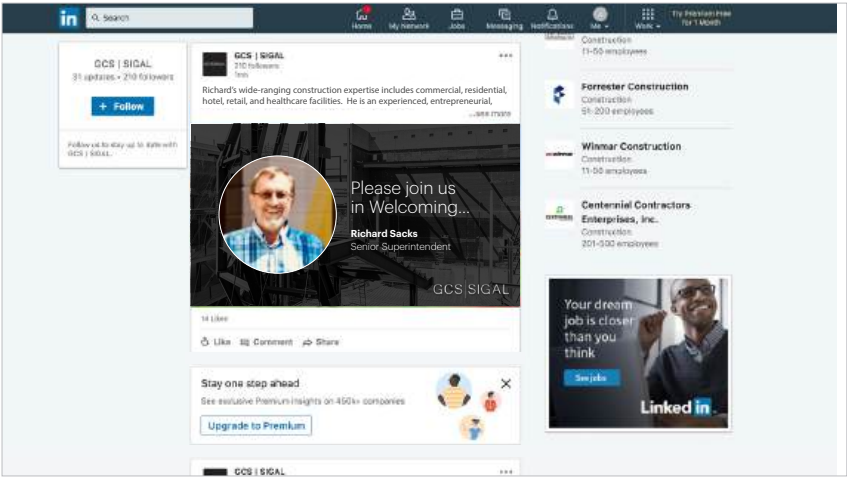
GCS-SIGAL Continued

Ward 1 Short-Term Family Housing — Watch the Video



I was the producer of several brand videos for GCS-SIGAL. The above video tells a unique story about one of GCS-SIGAL’s signature projects — the Ward 1 Short Term Family Housing Project. The 3 minute video highlights the social impact of the project, and helps position the construction company as an influence for positive change and social progress in the DC area.

The infographic on the previous page is an example of streamlined, published content designed to reinforce video messaging and align with the GCS-SIGAL brand statement.

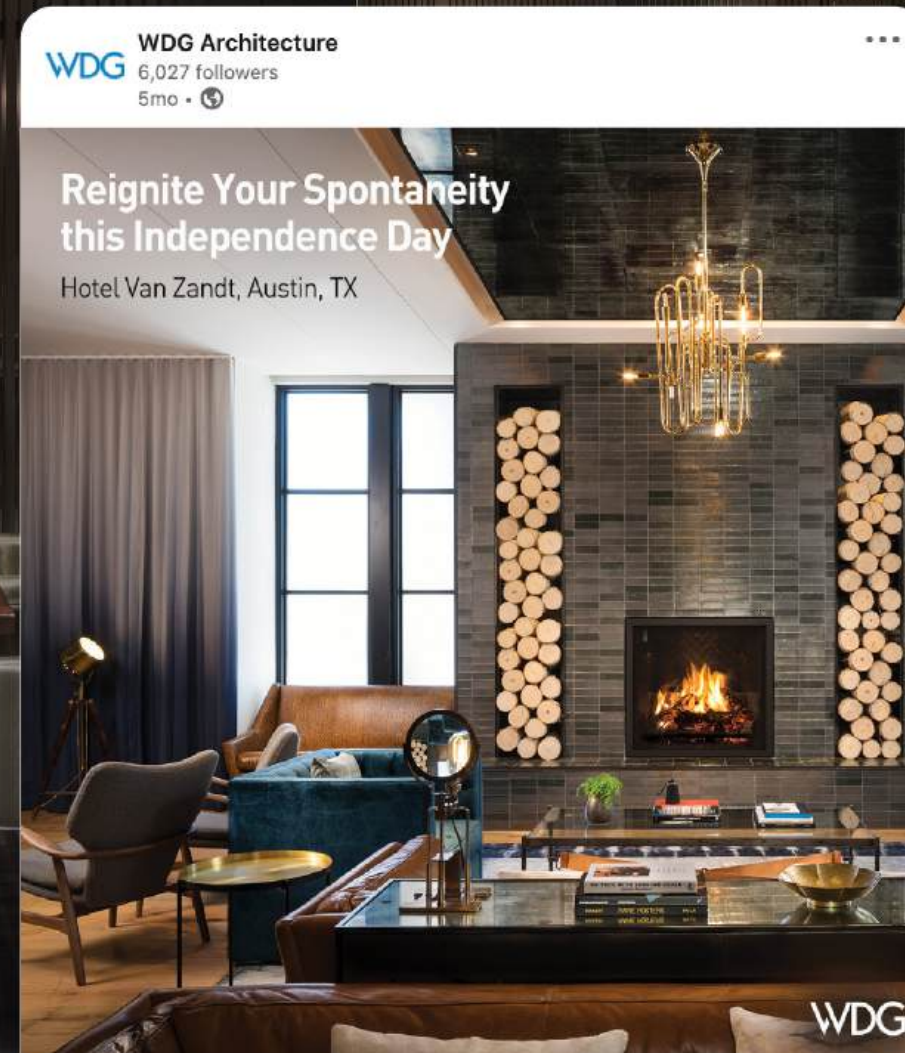
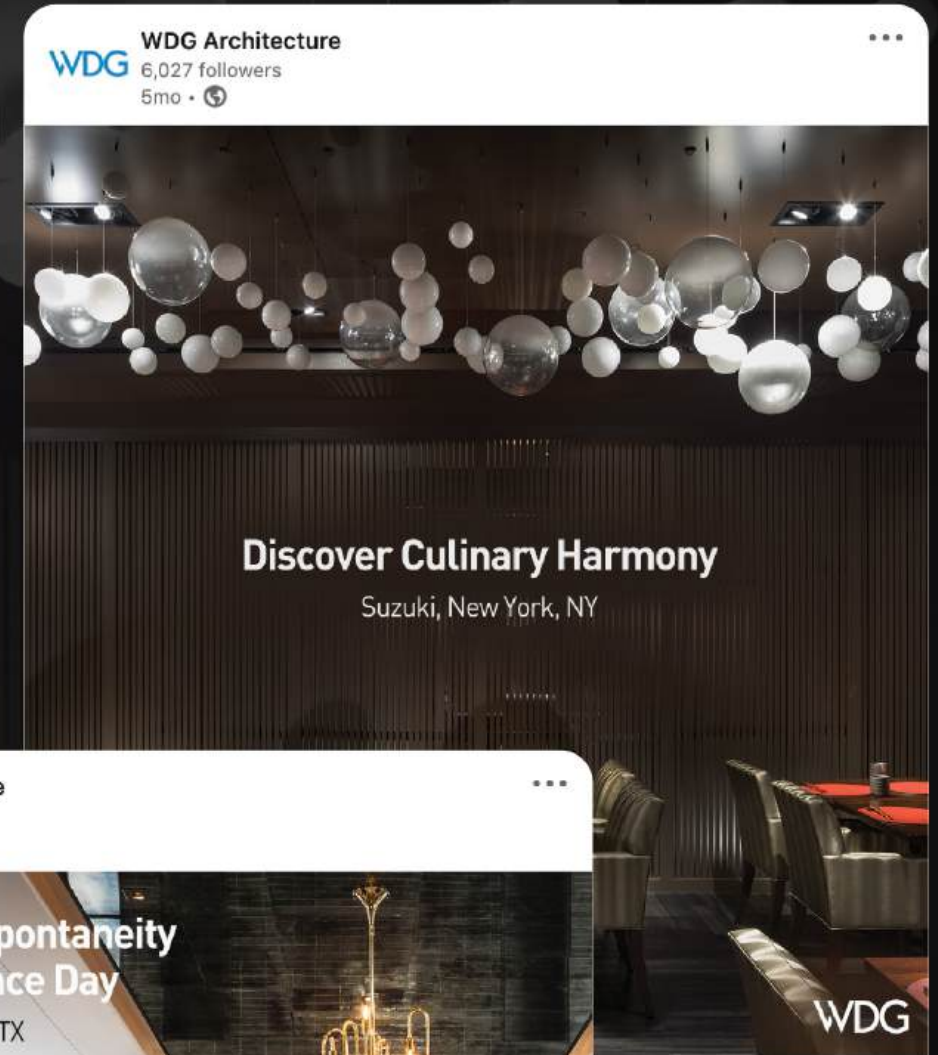


Various Marketing Collateral Designed for Digital and Print Environments

Digital Strategy and Content Design

Project Role: Brand Consultant

I led the WDG team through initial kick-offs, and creative overview sessions to shape and articulate the 2022 - 2025 marketing communication plan with a social media focus. The communication plan was delivered in a comprehensive playbook.



WDG Architecture PLLC Continued

WDG

WDG Architecture

6,027 followers

5mo • 🌐

Find the top spots for that picture-perfect Instagram, both on and off the National Mall. The time for capturing that PERFECT photo of DC's re... Cherry Blossoms is four to seven days after peak bloom (March 22-2...

Best Places to Photograph Cherry Blossoms in Washington, DC

Photo: Views from 1331 Maryland



WDG

WDG

WDG Architecture

6,027 followers

3w • 🌐

Located on a narrow, rectangular, 125,650-sf site, the 14-story AC Hotel Washington DC Downtown brings an all new, refreshing experience to the heart of the city. This European-influenced, 219-key hotel evokes modernit ...see more

Visit a Revitalized City

The AC Hotel Washington DC Downtown



WDG

WDG

WDG Architecture

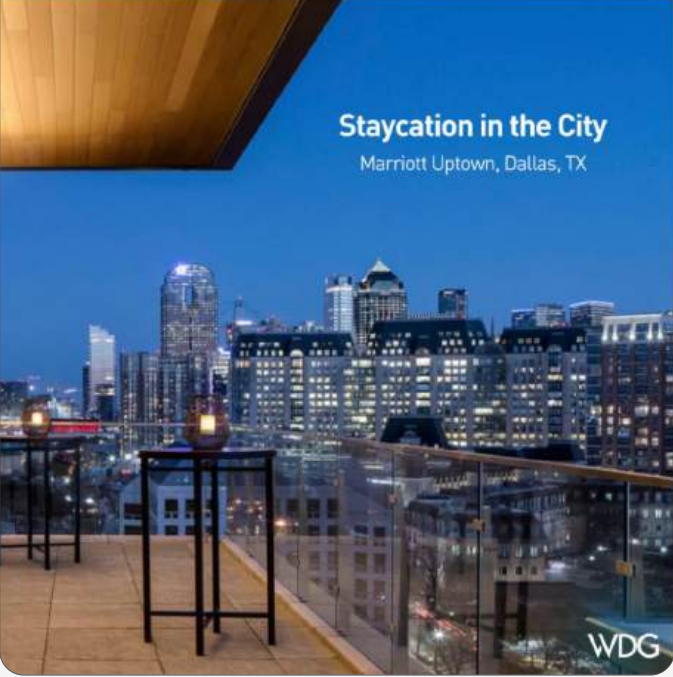
6,027 followers

1w • 🌐

Treat yourself to a few nights at the Marriott Dallas Uptown before the end of summer. The 255-key, luxury hotel offers personalized service, thoughtful amenities, and 360-degree views of Dallas. Steps away from Dallas's ...see more

Staycation in the City

Marriott Uptown, Dallas, TX



WDG

WDG

WDG Architecture

6,027 followers

2mo • 🌐

Located across from Thompson Boat Center is Boathouse Apartments — designed by WDG and completed in June 2020. Boathouse is located near the confluence of Rock Creek and the Potomac River. The name of the b...see more

Boating in Foggy Bottom

Washington, DC



WDG

Quarterly Campaigns
A selection of social media ads and post copy provided as part of the 2022 communication plan. Primary content aligns with quarterly editorial calendar themes and targets real estate developers, business partners, and future and current employees.



G+P Identity and Select Marketing Collateral

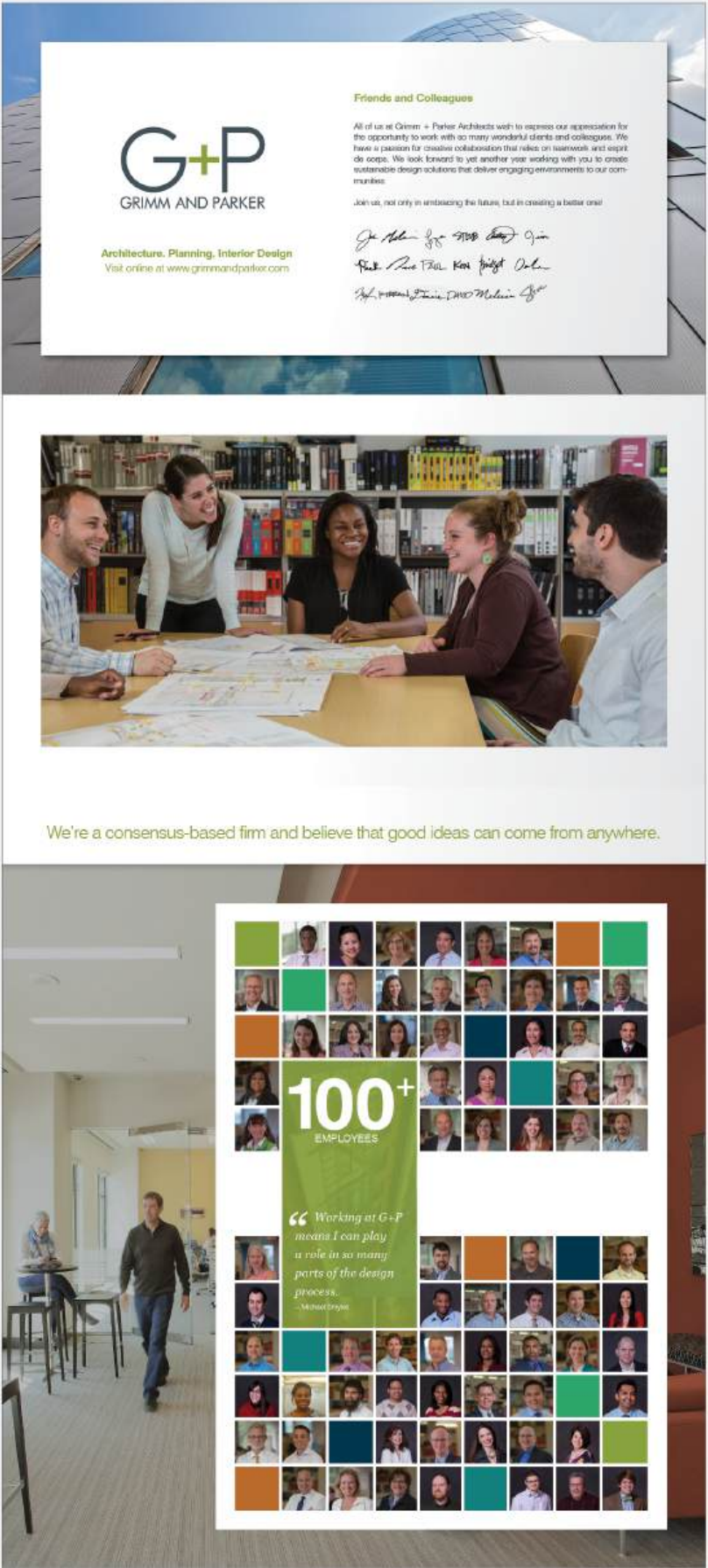
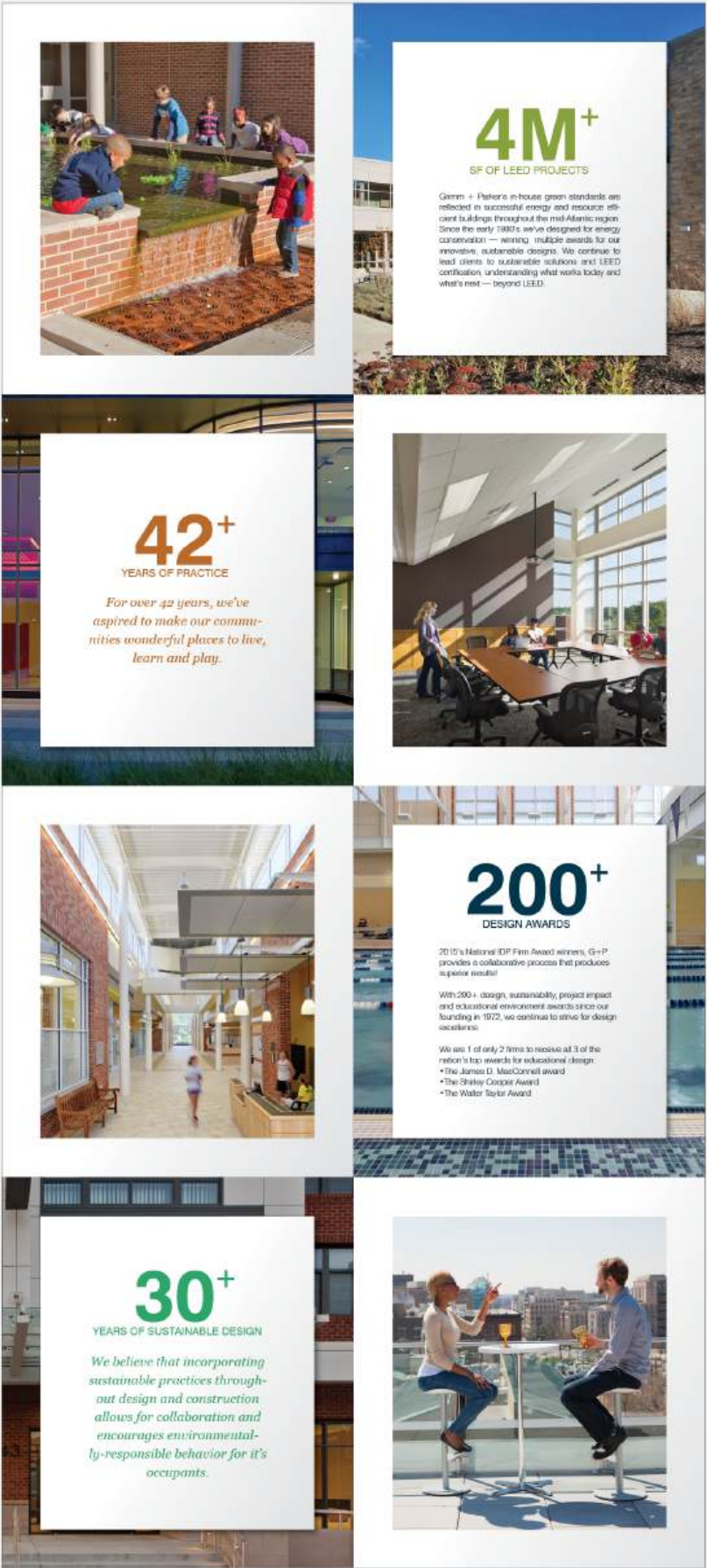
Project Role: Designer

As part of the business development and marketing team, I designed and streamlined brand standards across multiple departments and design studios. I also designed and developed key content used for multiple marketing campaigns.



Logo and Corporate Color Swatch

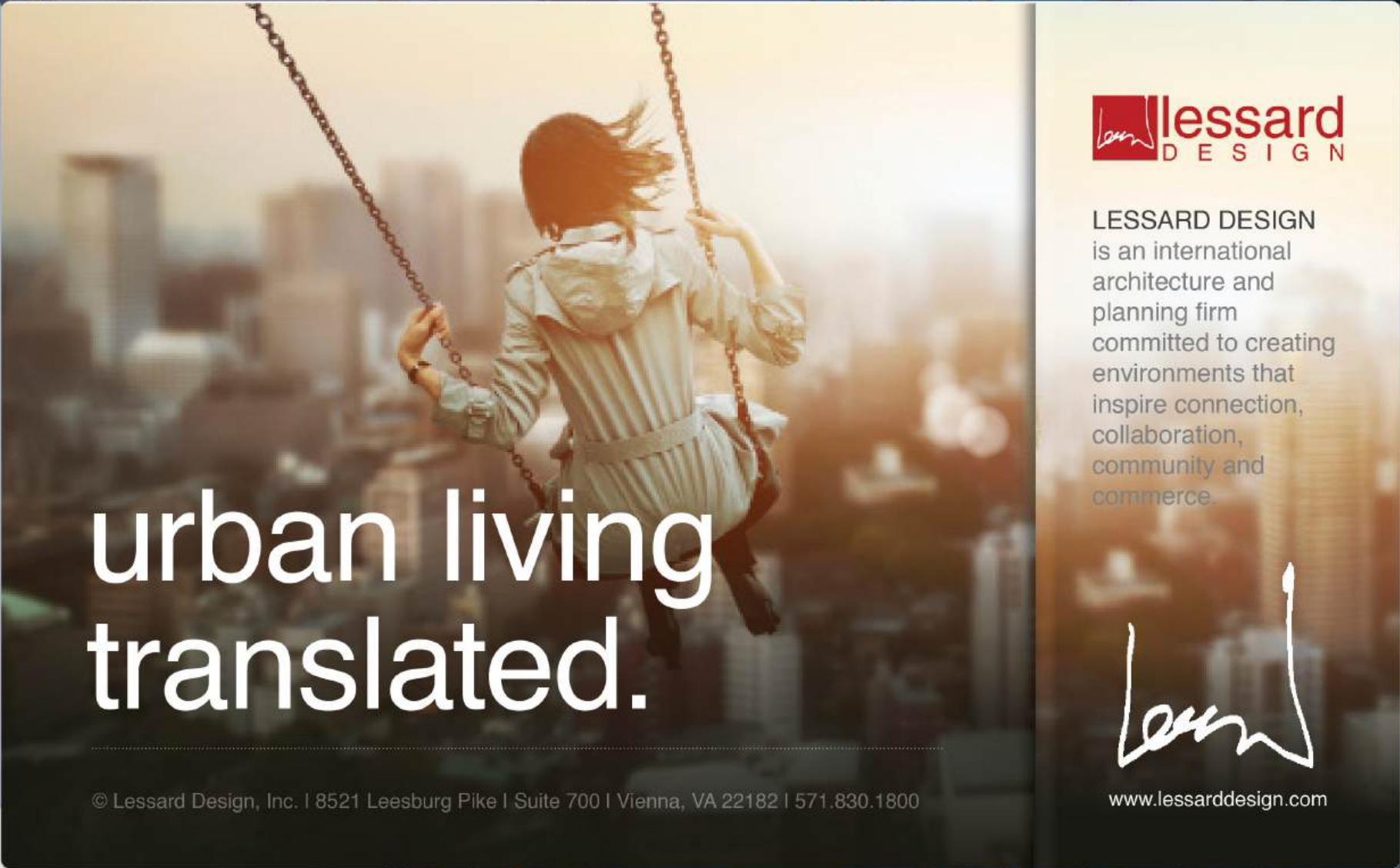
Extensive color theory exercises were used to develop G+P's final design aesthetic. The visual system includes a multi-colored corporate color swatch (also used to visually distinguish each G+P studio with a unique identity).



Lessard Design Inc.
Identity and Collateral

Project Role: Marketing Manager

I was hired to develop a final trademark concept for the award-winning architectural design firm. I also developed a streamlined, brand-appropriate visual system used throughout select marketing collateral. Collateral is designed to deliver brand messaging to targeted audiences. Select samples are provided to the right and below.



LESSARD DESIGN POSTER CONCEPT



INTERIOR SIGNAGE

Lessard Design, Inc. (LDI) branding and promotional poster campaigns.

KEY

A. Lessard Design, Inc. promotional poster.

B. Lessard Design, Inc. brand poster.

Above: 1/2 page, full color advertisement featured in Urban Land Magazine

Left: Internal marketing campaign concept designed to support marketing goals about building internal buy in for Lessard's 2011 re-branding project.

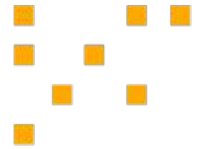


Wordmark Logo

Cresa Identity, Campaign Planning and Execution

Project Role: Creative Director

I was hired to plan and implement a streamlined, brand-appropriate visual system used by creative teams for marketing and sales collateral. Areas of work included video production and campaign management.

cresa 



30-second brand video highlighting Cresa's Best Places to Work award by WBJ. The Best Places to Work (BPTW) campaign also included an email marketing, and a print advertisement featured in the Washington Business Journal (WBJ).



[illegible][illegible][illegible]

1900 K STREET, NW

cresa 10

Lease Expiration Date

Vacant
 2023
 2026

Unknown
 7/31/2025

Dechert

International Monetary Fund - 10,163 SF

Dechert

Dechert

Small Tenants

Dentons

Dentons

Dentons

13,559 SF Sublease - \$72.00/SF Full Service

CAQH

Dentons

Dentons

Dentons

Dentons

Fidelity Investor Center

Fidelity Investor Center

Lower Level • 1,321 SF Available
• Dentons



1. Cresa Profile
2. IMF Washington DC Real Estate Portfolio
3. Facility Alternatives

Visit us online at www.cresa.com/washingtondc
 @CresaCorp | Cresa was recently ranked best place to work!





Mercedes Benz of Boston Renovation

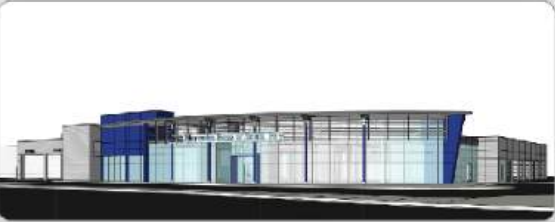
*Mercedes-Benz USA
Architectural Design
and Brand Management*

**Project Role: Design Intern — Facilities
Planning, Dealer Network**

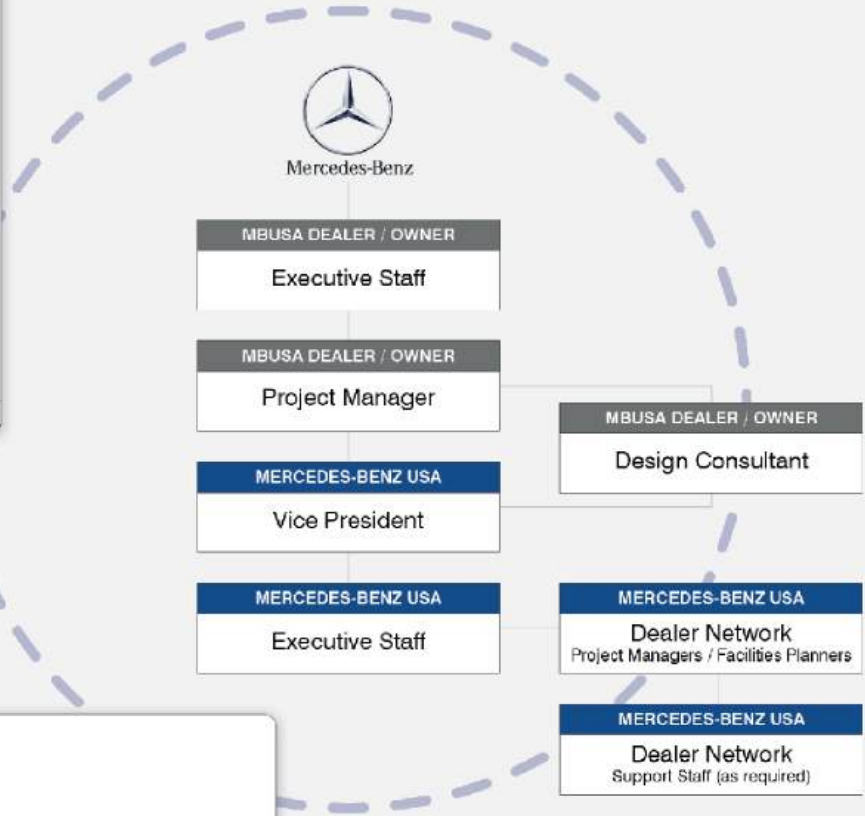
I supported the facilities management team to maintain brand standards at Mercedes-Benz retail locations in North America. I also helped develop architectural design concepts aligning with MBUSA's Autohaus brand guidelines. Our team goal was to optimize brand recognition by maintaining brand consistency across retail facilities in the North American region. I edited CAD drawings, provided new design concepts, and renderings presented to c-suite level executives and dealership owners.



AutoCad and Photoshop used to produce design concepts for presentation.



Preliminary Concepts for Mercedes-Benz of Boston Dealership
(Formerly Mercedes-Benz of South Bay)



Maintaining design excellence through a broad selection of work in multiple industries.

Other Industries Include:

Staffing / Professional Services	Page 31
Fashion and Lifestyle	Page 32
Food and Beverage	Page 33
Graphics and Art	Page 37

Hekima Business Solutions, Inc Identity & Brand Management

Project Role: Creative Director, Brand Consultant

Brand design and marketing for Hekima Business Solutions. Final brand identity (with brand guidelines doc) and web design was provided through a series of overview and brainstorming sessions with key stakeholders to help shape and articulate the vision for the Hekima brand.





Big thought headline lorem...lorem ipsum dae omnia?

Job Seekers

Business Partners

The Hekima Advantage

57%

Lorem Ipsum

18%

Lorem Ipsum

25%

Lorem Ipsum

XX% lorem ipsum. XX% lorem ipsum. XX% lorem ipsum.

Details here: Info about a qualifying stats related to Hekima's services and / or the market.

HEKIMA

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700 12th Street NW, Suite 700, Washington, DC 20005
(877) 406-5640 | hekima.com

Join Now

About Hekima

Details here: Cus sequatur remporre landunt facerovid que et, allendis ante si des nonsedie tendit aut quate estrum.

Our History

Mission, Vision, Values

About Our Logo

Job Seekers

Details here: Cus sequatur remporre landunt facerovid que et, allendis ante si des nonsedie tendit aut quate estrum.

Recruiting

Training

Placement

Support and Mentorship

Business Partners

Details here: Cus sequatur remporre landunt facerovid que et, allendis ante si des nonsedie tendit aut quate estrum.

The Customer's Needs

Candidate Skills Gap

Leveraging SMEs

Candidate Support / Network

Professional Services

Get Connected

Details here: Cus sequatur remporre landunt facerovid que et, allendis ante si des nonsedie tendit aut quate estrum.

Contact

Visit our blog!

[Click here to access the full brand guidelines to date.](#)



Hekima Business Solutions, Inc.

700 12th Street NW, Suite 700, Washington, DC 20005

(877) 406-5640 | hekima.com

Marlon Cole

Information Technology Executive

> (716) 672-8266

E: marlon.cole@hekimasolutions.com

W: hekima.com

Hekima Business Solutions, Inc.

Select Advertisements

Project Role: Creative Director
Advertisements developed
for multiple brand agencies.



PURVEYORS OF SWEETNESS

Coco  ani™

SALE
50%
UP TO
OFF



Coco Uni Trademark *Continued*

Project Role: Designer, Brand Consultant
Trademark concepts use relevant symbolism to pack more meaning into the brand. Color palettes showcase natural hues that are simple, elegant, and reminiscent of colors found in nature, and in cooking ingredients. Neutral shades help provide flexible designs that work well in multiple contexts.



Final Logo



Modern Caveman Identity and Packaging

Project Role: Designer, Consultant
Brand design for Modern Caveman.
Final deliverables included a wordmark design, packaging design, menu lists, brochures, business cards, and letterhead.



Wordmark



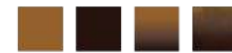
Early Wordmark Concepts



Ice Cream Packaging for 16 oz. Cup (Dark Finish—Above; Natural Finish—Below)
Round and square-shaped design concepts for 5 different flavored products. Modern Caveman’s competitive, elegant packaging design conveys the product’s simple, novel, and natural characteristics (these themes were identified by the client during an initial creative overview).



Coleman's Classic Desserts Identity and Packaging



Corporate colors, gradients, and textured backgrounds.



Project Role: Designer, Brand Consultant

Identity collection for Coleman's Classic Desserts, a local dessert catering bar in the metro Washington DC area. I developed a responsive, easy-to-use brand toolkit to address evolving corporate needs. Select deliverables included a logo, business cards, and letterhead design, brochures, web design, product packaging concepts, and displays.

COLEMAN'S CLASSIC
Desserts

Logo design and packaging concepts





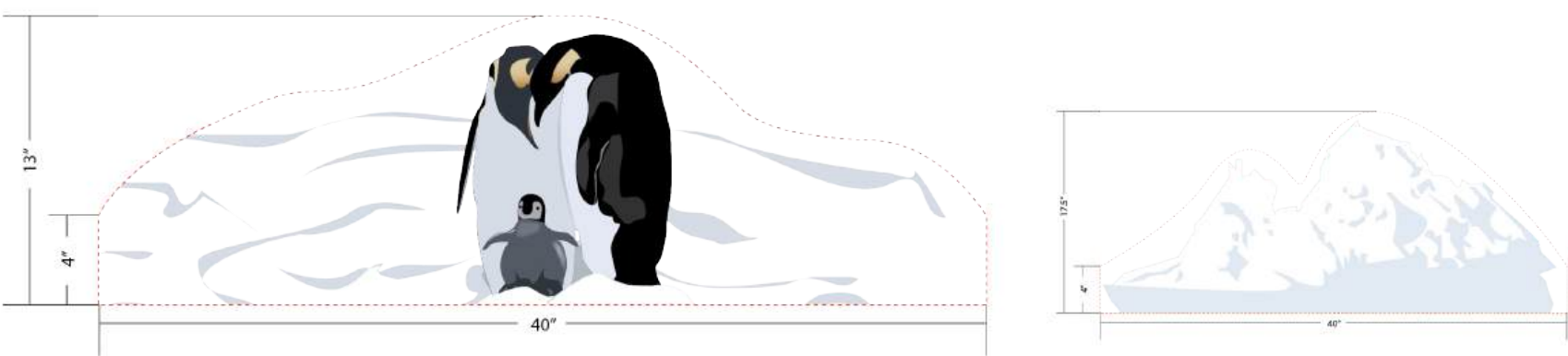
The Living Room



Cathedral



Architectural Details



Graphic artwork used for a puppet show display located within the *South Pole* exhibit.

Fernbank Museum of Natural History (Above)

Project Role: Designer, Illustrator

This puppet show display graphic was part of a character series featured at the Fernbank Museum of Natural History in fall 2009. The goal was to create original, child-friendly, pre-production artwork and drawings to be featured in the *South Pole* exhibit. The final design was used for a puppet show stage located in the exhibit’s interactive area. All artwork is dimensioned to fit the size constraints of the stage.

Architectural Sketches & Details (Left)

Project Role: Sketch Artist

A series of hand sketch studies that serve as a visual investigation of light, shadow and stroke techniques.

Thank you for taking the time
to review my work.

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 Product Design