





patently
Curious

acutely
Dependable

resolutely
Passionate



Hi _____
**I'm Tanya, a Senior
Creative and Brand
Strategist. Here's a bit**

Curiosity may have killed the cat, but the cat had nine lives. The more you know the better your ideas, and I want to know everything.

Get shit done. That's what I do. Voted most industrious by my colleagues and not slowing down anytime soon.

I care and I care deeply — about creating good work, inspiring ideas, communication, helping clients, and learning from my colleagues.



AWARDS

awards won within the last five years
working on various projects with 3
companies and multiple distinct teams
of talented colleagues

Global Ace Awards //

Paper & Packaging Board, Pack to the Future
Gold: Trade Show Booth Design/Experience/Campaign 2023

Webby Award Winner // World Science Festival website

Charitable Organizations
Non-Profit 2018

Interactive Media Awards // World Science Festival website

Best in Class, Arts/Culture 2018

The Drum' Social Purpose Awards // We work for earth, Republic Services

Best in Brand Purpose 2018
Best Out-of-Home Campaign 2018

Gold Muse Creative Awards // What is natural? National Museum of Women in the Arts

Outdoor Advertising 2017

American Alliance of Museums// What is natural? National Museum of Women in the Arts

Museum Publications Design Competition 2016

B2B Elevation Awards//

Paper & Packaging Board, Pack to the Future
Gold: Best digital experience initiative

B2 Awards //

Paper & Packaging Board
Bronze: Trade Show Experience 2023

Brother Printers
Silver: Direct Mail; Dimensional Mailer 2021

Covance
Silver: Display Ad Advertising 2020
Gold: Lead Generation 2020

We work for earth, Republic Services
Corporate Communications or Pro Bono Campaign 2019

Gerety Awards //

Paper & Packaging Board, Pack to the Future
Bronze: B2B Alternative advertising 2023

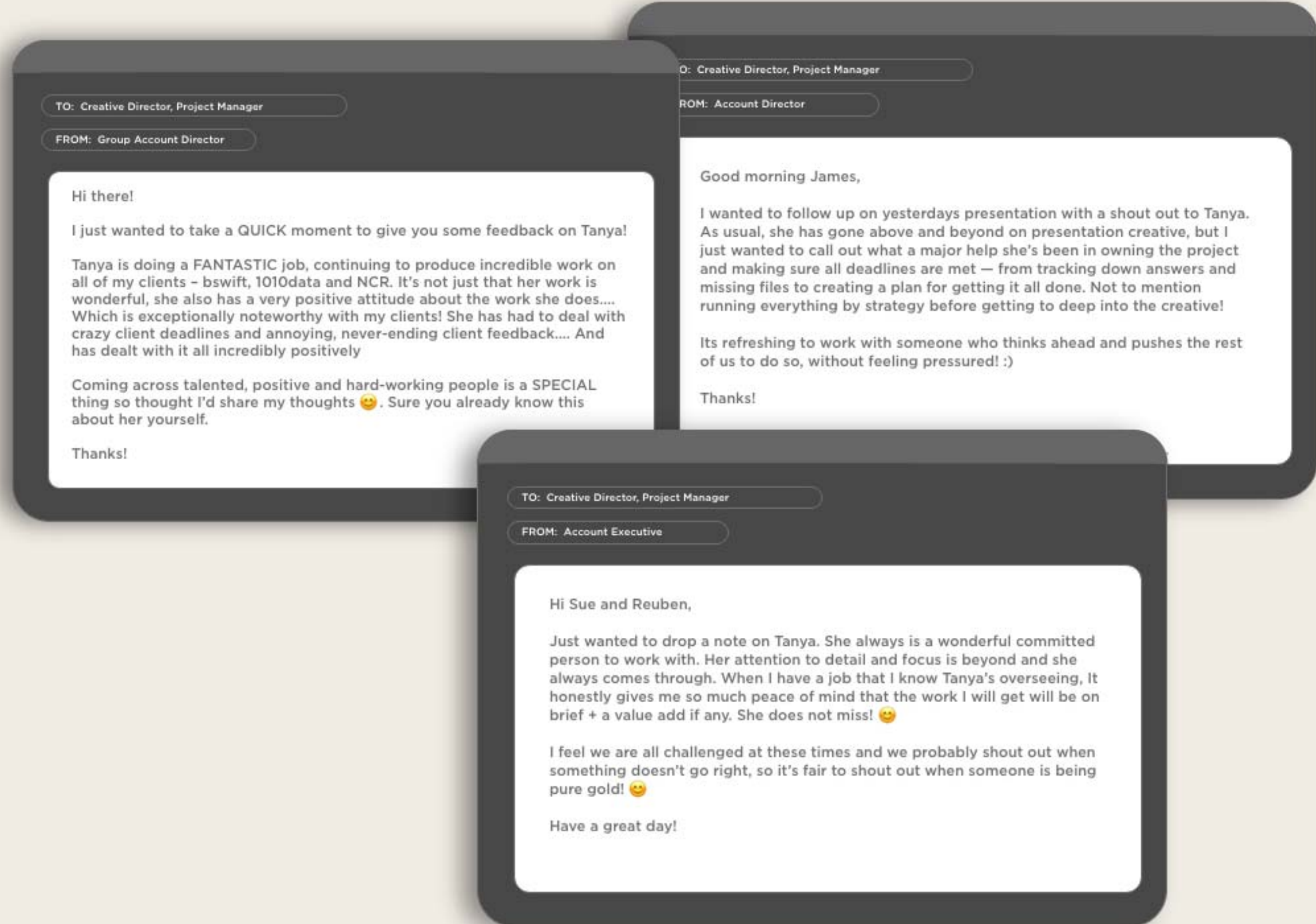




PR
ALS

CO-WORKER LOVE

I love working with and learning from talented people. Here's some feedback my coworkers have shared about working with me in the past with my Creative Director(s) and superiors.





PAPER AND PACKAGING BOARD

The Paper and Packaging Board is a national consumer marketing campaign from U.S. manufacturers and importers of paper including packaging.

With the goal of creating a more sustainable world, the Paper and Packaging Board launched its residential recycling program, Box to Nature, at Pack Expo 2022. The team brought the initiative to life by creating a virtual reality experience that impressed, engaged and inspired everyone.



01

CONCEPT

Pack to the Future

Inspired by the central theme – “Pack to the Future,” we created a multi-dimensional experience using cardboard and AI.

At the center of the experience was a life-size DeLorean made entirely out of corrugated cardboard (the car and the whole booth were fully recyclable). The car was a “time machine” that – through a virtual reality experience developed for the event – presented a vision of a sustainable future that the packaging industry can help bring about by participating in the program.



+ Concept Development

+ Lead Art Direction

+ Execution

Branding,
Print, Digital,
Tradeshow
Booth

+ Production

Print and Outdoor
Mechanicals



SCAN TO LEARN MORE



VISUAL CONCEPT

The development of the visual platform for the award winning trade show started with the inception of Box to Nature — a simple mark applied directly to the boxes consumers receive their packages in daily. The mark includes instructions for recycling and a QR code that takes you to a landing page with an interactive game and more information about the program.

I developed the original Box to Nature logo mark designed to fit with the modern feel of P+PB, the landing page, and then went on to build and design the entire booth experience. From mapping out stations to the graphics, to sizing. Working through several challenges thrown our way from the trade show organization, the DeLorean manufacturing partners and the storyline of the VR element.

Watch Now →

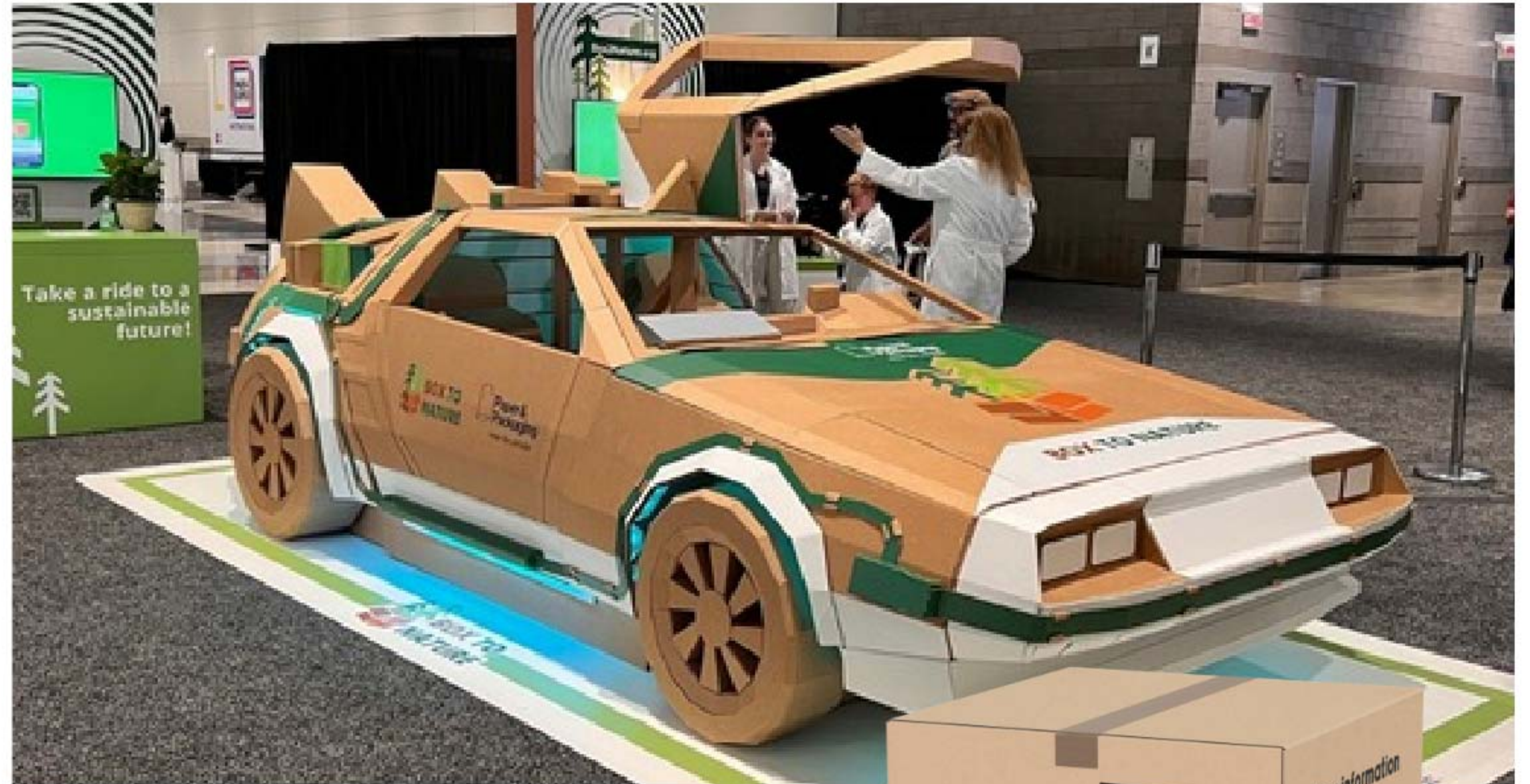


RESULTS

The never-before-seen experience super-charged visitor engagement, ensuring that the Paper and Packaging Board's key messages about the recyclability of corrugated cardboard boxes came through clearly at the packaging industry's largest trade show.

The event campaign was the talk of PACK EXPO 2022. More than 600 companies engaged with the trade show experience, helping to create significant momentum for the Box to Nature program and put the Paper and Packaging Board at the center of the industry's sustainability dialogue. The Box to Nature program's educational mark appeared on more than 2MM boxes by the end of 2022. Today that number has reached 11.5MM! Compare that to the 15 years it took the 3 arrow recycling symbol to make it onto a couple million.

Watch Now →



The Box to Nature mark has appeared on more than 11.5MM boxes!





FORJ

Born from the one-million-member professional community HR.com, Virtual Event Plant is an online event platform with ambitious plans.

With new investors and a new leadership team, VEP needed to reposition, rebrand and relaunch for future growth. With many competitors in the space, both entrenched and newcomers, VEP tapped Stein IAS to differentiate and focus its brand positioning – as well as its brand’s visual expression.



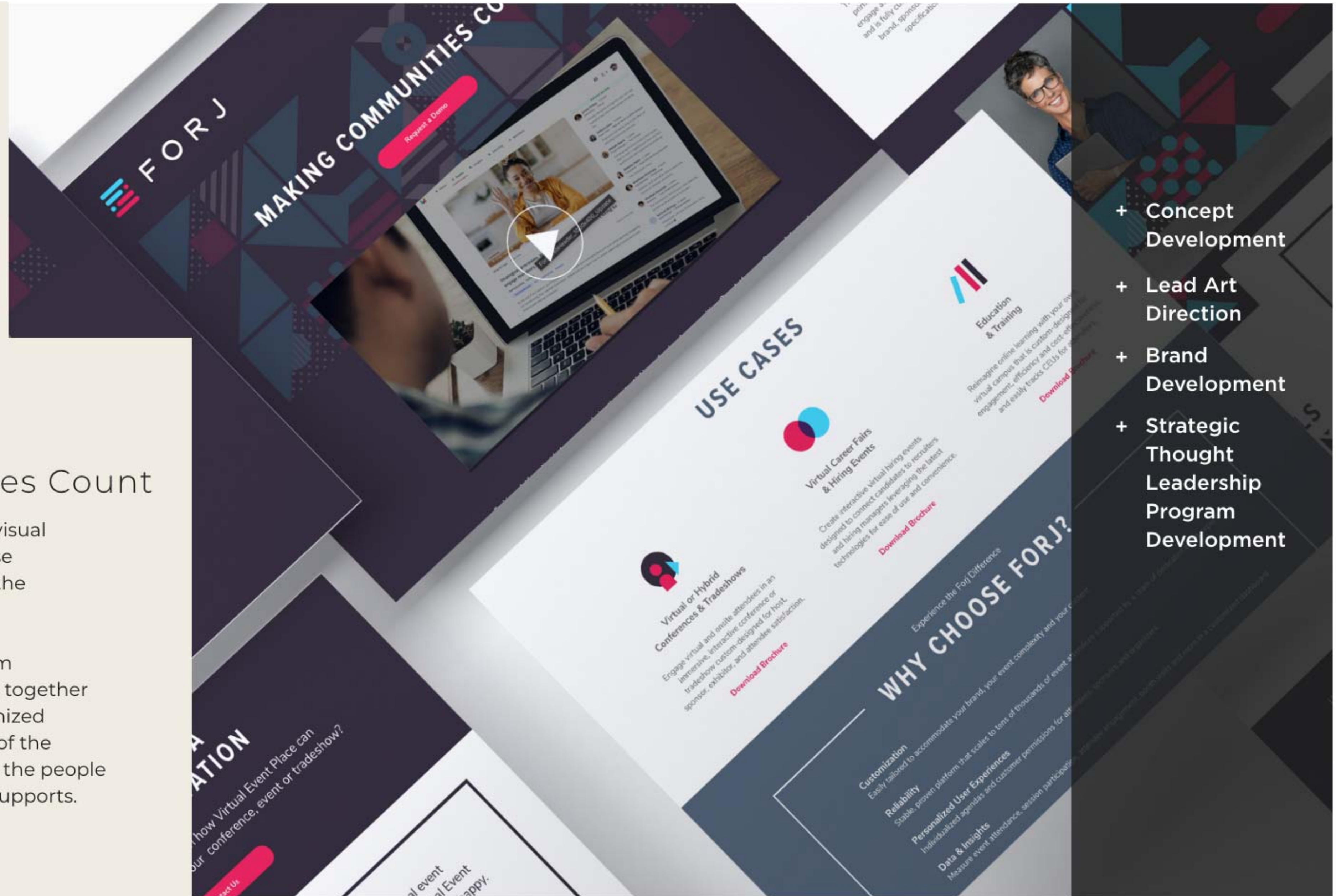
02

CONCEPT

Making Communities Count

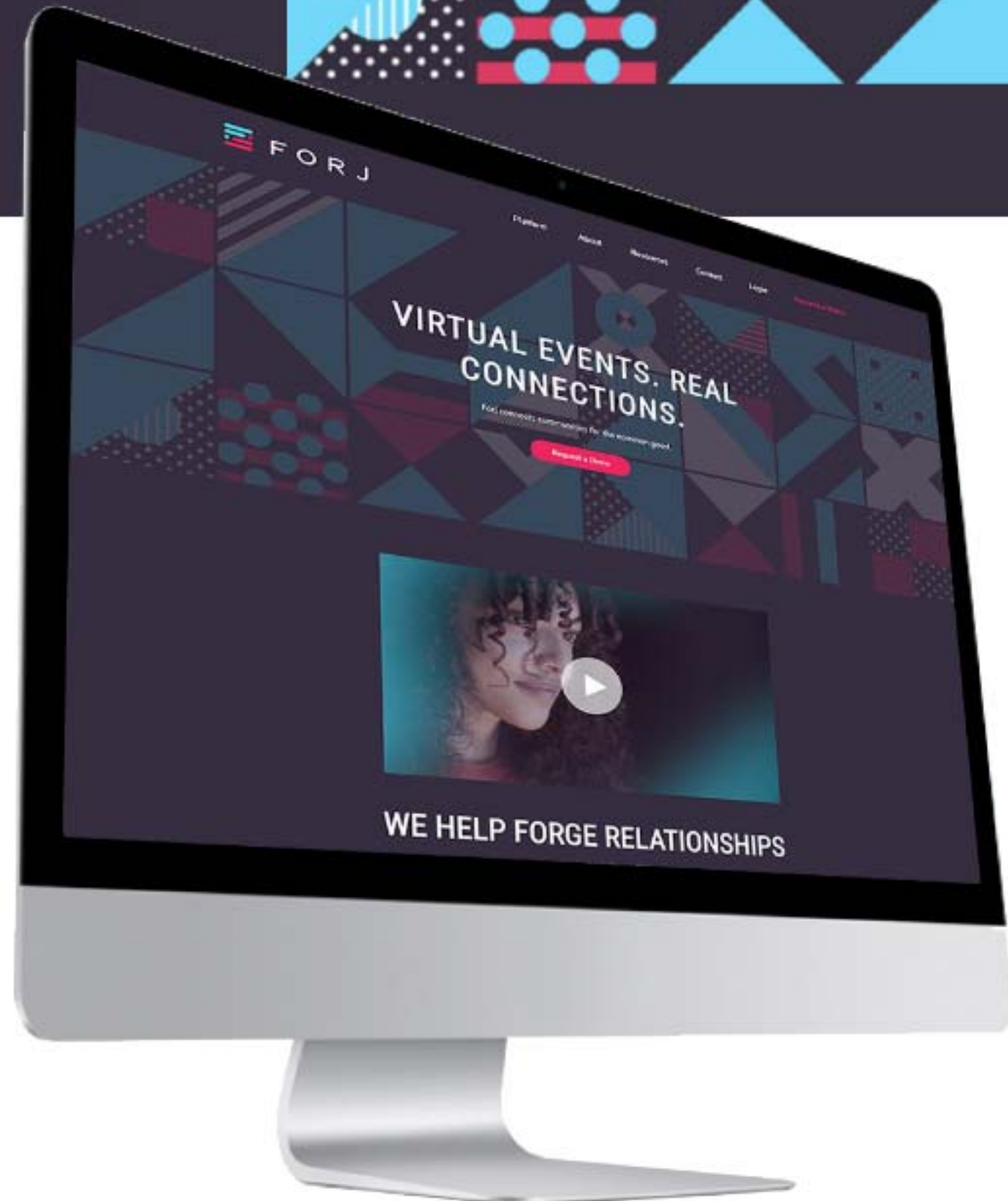
To support the rebrand, I crafted a visual identity based on the idea of diverse communities coming together for the greater-good.

The “Digital Tapestry” design-system places distinct patterns and shapes together to form one recognizable and organized brand—the perfect representation of the diverse but harmonious Forj brand, the people on its team and the community it supports.



- + Concept Development
- + Lead Art Direction
- + Brand Development
- + Strategic Thought Leadership Program Development

1

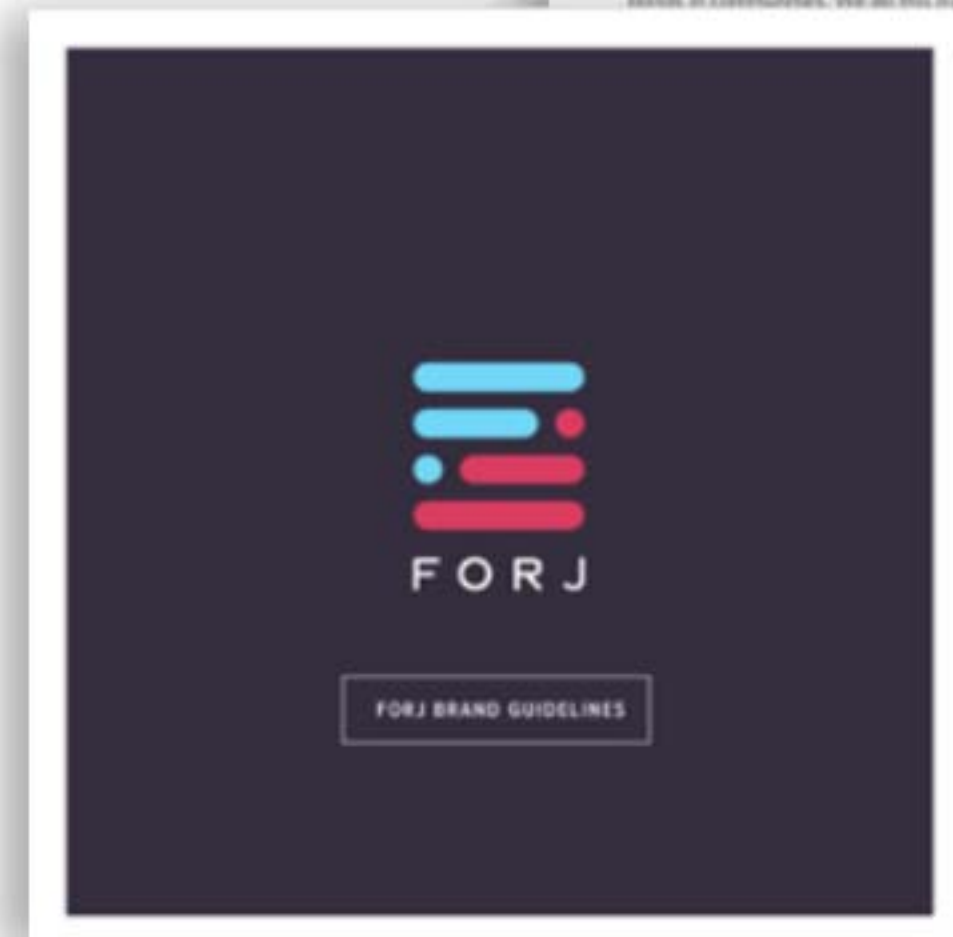
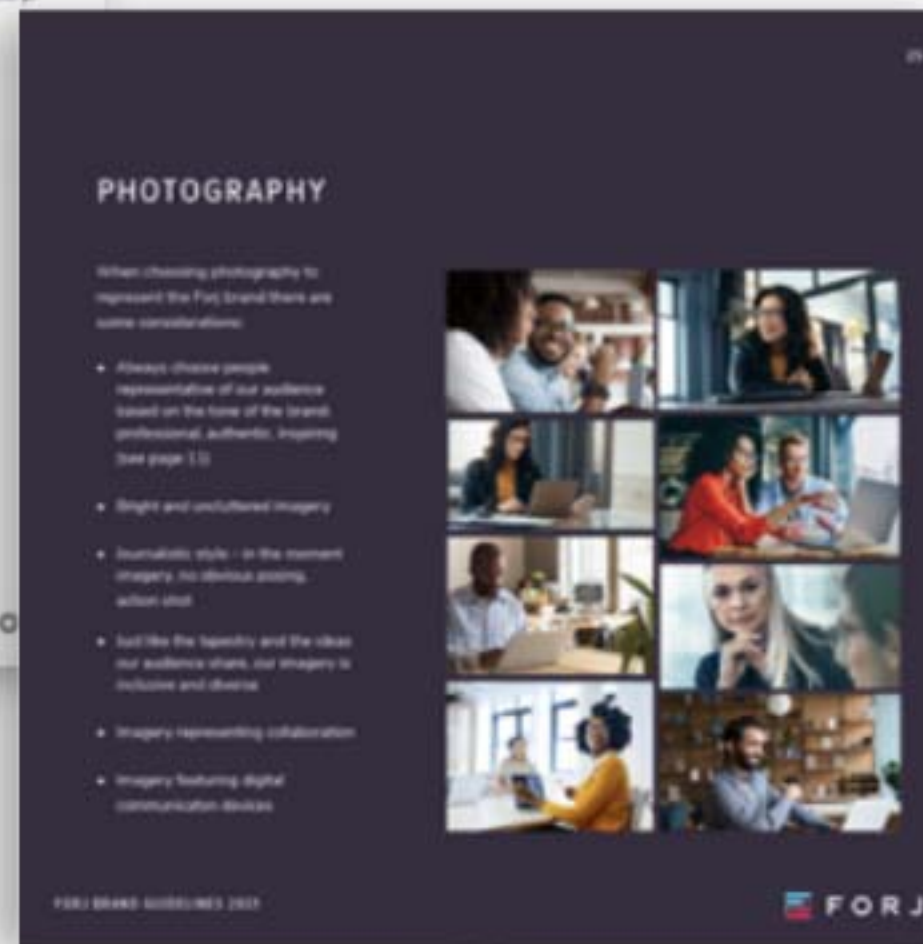
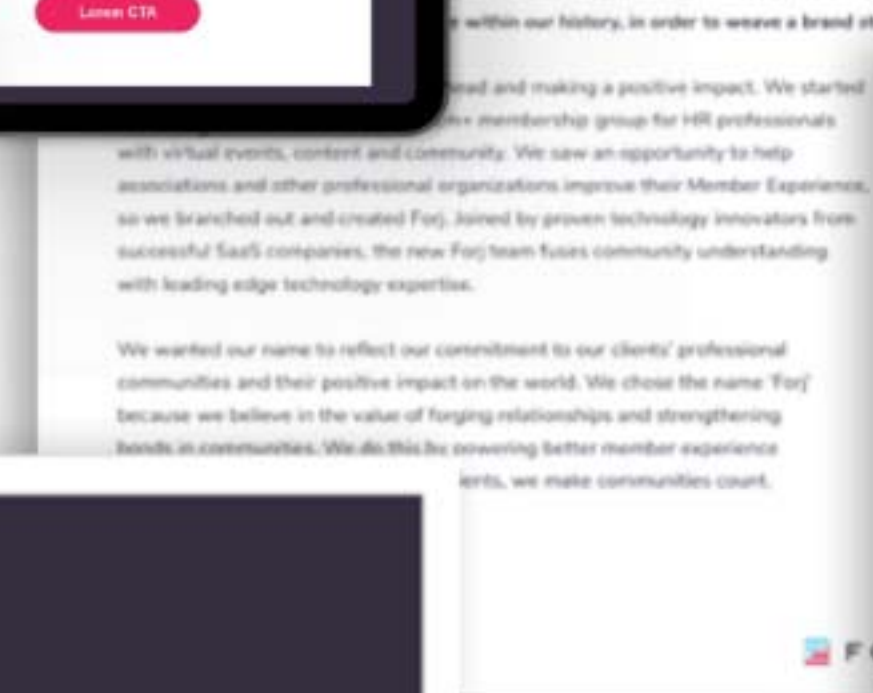


VISUAL CONCEPT

Based on in-depth research, a strategic foundation was developed to inform the new brand. The research highlighted a powerful opportunity in the space — the crowded, high-growth virtual event platform market is full of competitors selling generic functional benefits to no audience in particular, with no clear, consistent, or motivating higher-order brand purpose.

So, everything we created had to strongly deliver on the brand idea “Making Communities Count.” Accordingly, while developing the brand, I made sure everything was in alignment.

The logo represents messaging bubbles between individuals, signifying open conversation as well as 2 inverted F’s. The bold, bright colors reflect the voices of the community. Additionally, the distinct patterns making up the tapestry are used to represent the diverse individuals the platform was created for. This diversity is further represented in the photography and the innately flexible nature of the brand.



RESULTS

The rebrand won a Drum B2B Award for Best B2B Rebrand in 2022, the client, key stakeholders and the audience were all very excited and the numbers reflect that!

- Bookings are up 52%
- 17% increase in referrals to the site from social media
- 62% increase in leads from web sources (paid search, organic search, direct traffic)
- Audience size on all social platforms increased by 50%
- Interactions on all social platforms increased by 82%



NUIX

an Australian technology company that produces a software platform for indexing, searching, analyzing, and extracting knowledge from unstructured data.

The Nuix platforms' unmatched capabilities had already propelled significant growth for the company. Now, Nuix's challenge was to introduce a holistic brand positioning that enabled C-Suite engagement, the sale of bigger-ticket holistic solutions, and a whole new level of growth.



03

CONCEPT

Securing the New Information Age

Nuix had transformed its issue-specific solutions into a single platform – but the industry hadn't caught up. Most companies still approached their data with disconnected software. To positively disrupt the market and elevate the brand, we created an idea that rewrote the narrative for the entire industry.

The Nuix Ambassador introduces The New Information Age, defined by new challenges, growing threats, and unimagined opportunities. Moving between cybersecurity scenarios, he shows how Nuix connects the dots and why it's necessary to adopt a holistic solution in today's digital world.



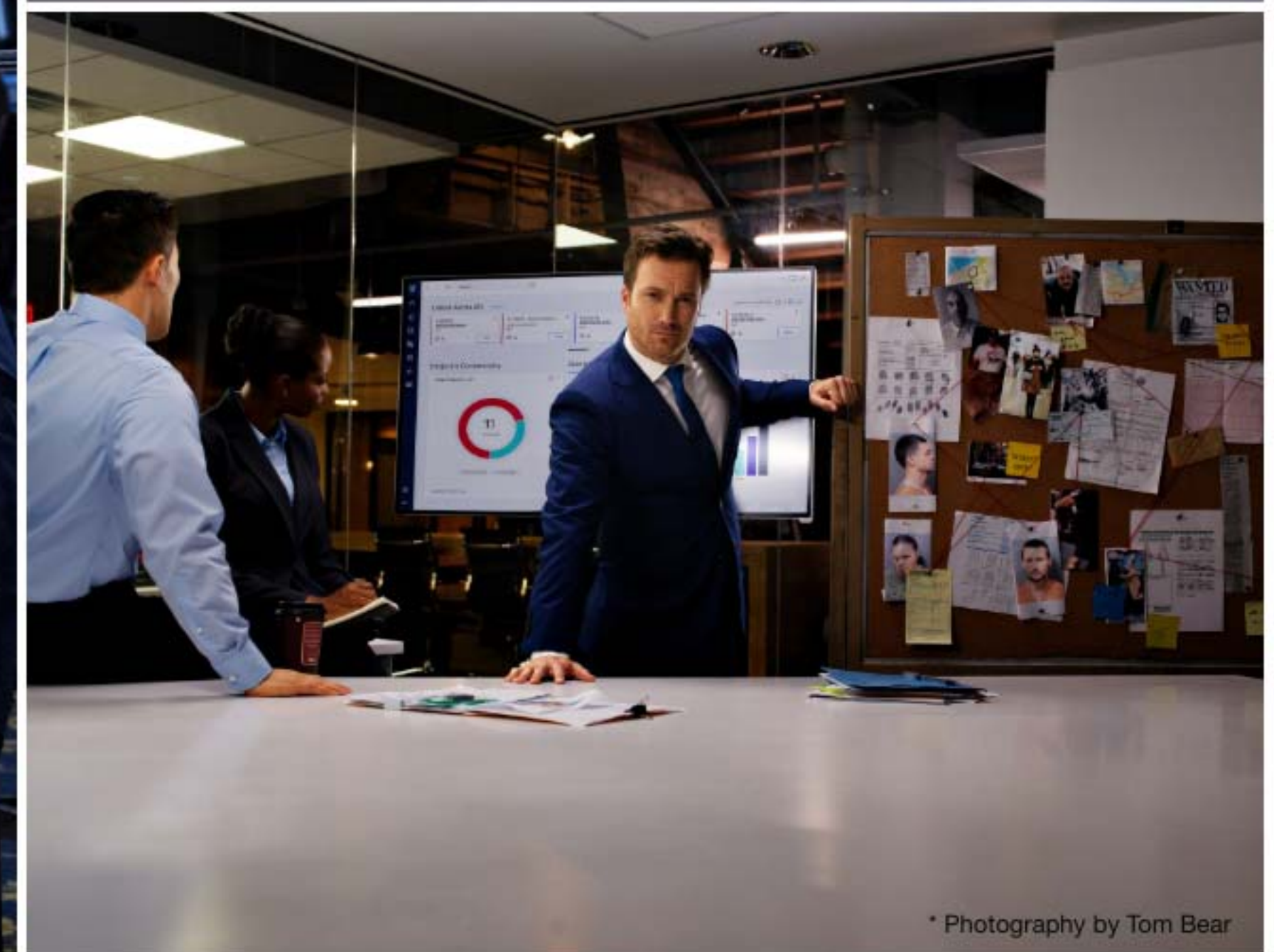
- + Concept Development
- + Art Direction
- + Photography
Planning/Casting/
Directing
- + Videography
Planning/Casting/
Directing
- + Execution
Website Design,
Social, Digital
Communications,
Print Assets



VISUAL NARRATIVE

While competitors focused on talking about the New Information Age's threats, Nuix turned the focus to solutions. We gave the platform a personality: a little bit of a badass — the confident, cool, and always in control Nuix Ambassador who always has a solve.

Using a mixture of natural and artificial light, the drama of data intelligence is brought to life in various scenarios. Placing the focus on the Ambassador poses Nuix as the architect of the solution — whether that's catching a cybercriminal, proving compliance or presenting evidence.



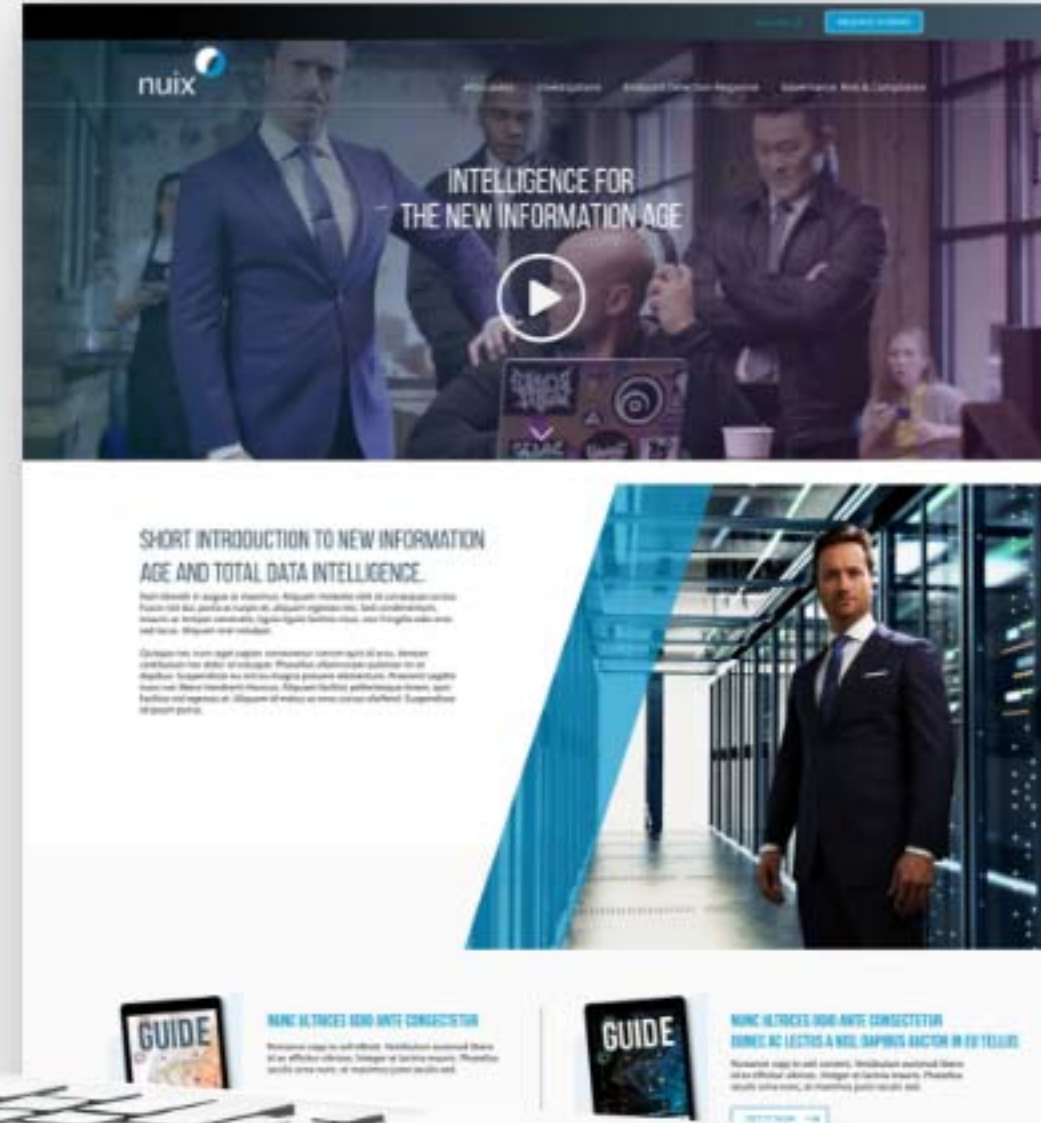
* Photography by Tom Bear



LAUNCH VIDEO

To positively disrupt the market and elevate the brand, we created a launch video that rewrites the narrative

Watch Now →



social

digital



RESULTS

The creative allowed us to make data cool, connect with, and educate the audience. The campaign far outperformed expectations, **with response rates more than 3X higher than benchmarks.**

- Landing the largest user conference in Nuix's history
- Building awareness of the Nuix brand by double digits via high-impact awareness tactics while also shifting perceptions from a point-based provider to an integrated provider of Total Data Intelligence solutions
- Delivering 5,700 MQLs and closing 200 net new logos to achieve revenue growth goals
- Delivering marketing sourced net new business revenue totaling 10% of overall company revenue



web



print

* Co-designed with Katherine Buckner | Stein IAS



NATIONAL MUSEUM OF WOMEN IN THE ARTS

located in Washington, D.C., “the only major museum in the world solely dedicated” to celebrating women’s achievements in the visual, performing, and literary arts.

The National Museum of Women in the Arts (NMWA) was founded 35 years ago on the visionary idea that there should be a national museum dedicated to women in the arts. While NMWA has built up their collections, mounted important exhibitions, and consistently created excellent programming, the last 35 years have seen monumental changes in the museum world. NMWA came to us with the need to stay relevant and carry forward their mission. We were presented with the challenge of promoting two relatively small exhibitions through a single advertising campaign.



04

CONCEPT

What is Natural?

We started by establishing a common theme between the two exhibitions: exploring the natural world.

We then made a clear choice of whom we could most effectively target in the marketing campaign.

These decisions allowed us to land on a simple but engaging question as a headline that introduced the meaning and value of both exhibitions while activating curiosity on the part of our intended marketing target with an arresting question: What is Natural?



+ Concept Development

+ Lead Art Direction

+ Execution
Print, Digital, Outdoor Advertising

+ Production
Print and Outdoor Mechanicals



FANCIFUL and FRIGHTFUL works by WOMEN you need to know.

SUPER NATURAL & ORGANIC MATTERS—WOMEN TO WATCH 2015

#Super_Natural #Women2Watch

JUNE 5–SEPTEMBER 13, 2015

1250 New York Avenue, NW, Washington, DC | nmwa.org

NATIONAL MUSEUM of WOMEN in the ARTS



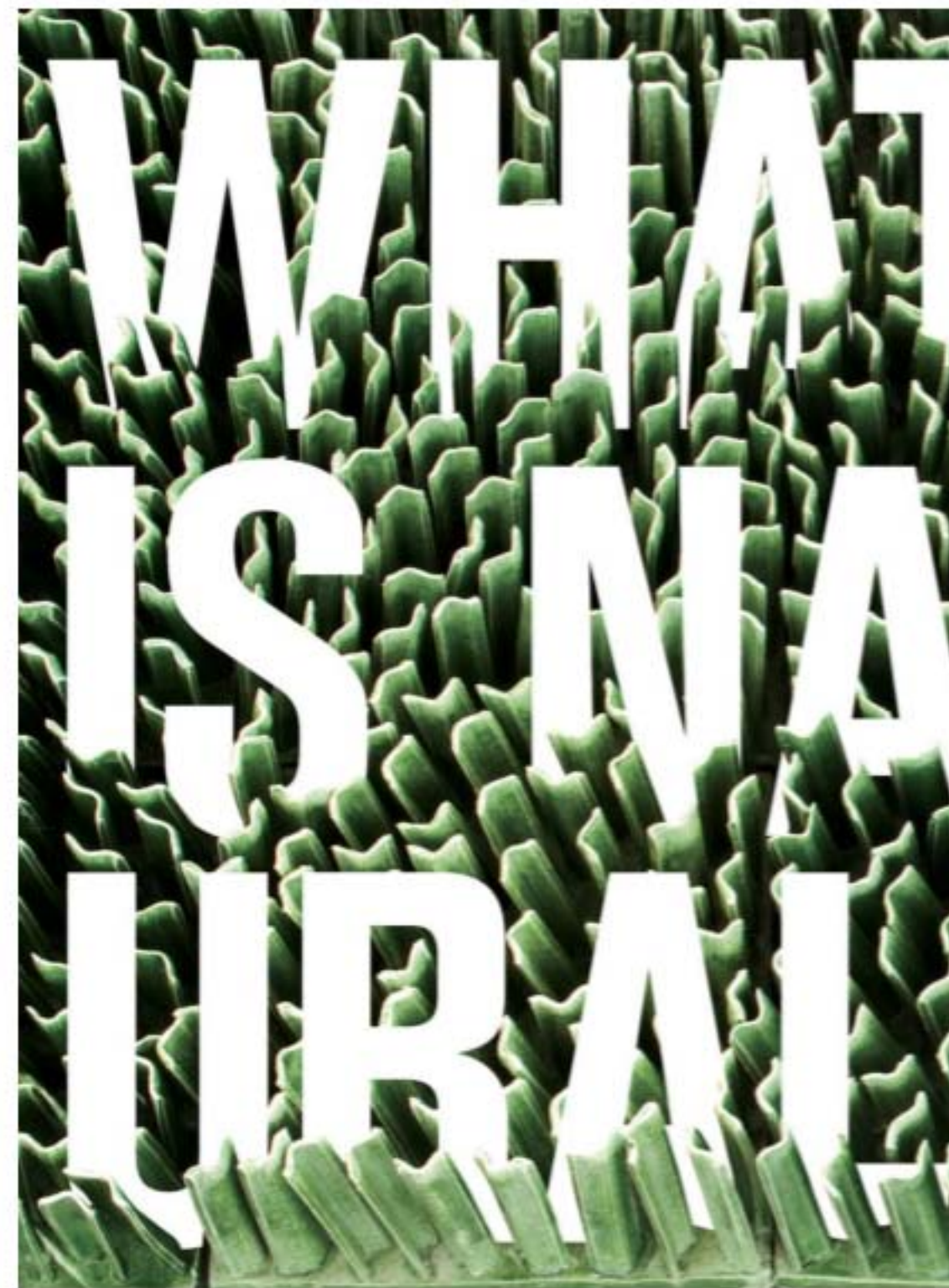
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NATIONAL MUSEUM of WOMEN in the ARTS



VISUAL CONCEPT

Strategically using the copy to lead the creative and the imagery as a backdrop allowed us to focus the exhibition advertising on a conceptual level, rather than highlighting individual works, none of which could have fully represented the diversity of these exhibitions. Choosing to have the text interact with the imagery allowed us to nod to the art's three-dimensional nature in the exhibitions.

In other words, we honed in on 'why the target audience would attend'— that being, exploring modern concepts, instead of the "what are we showing," (specific artists or artworks) such an advertisement might have drawn those who liked that particular artist to the exhibition; but, it would not have served to represent the actual value or scope of the two exhibitions together.





RESULTS

The What Is Natural campaign got particular attention in the context of a generally staid DC museum-advertising landscape, drawing significant attendance despite a very modest media buy.

Survey data showed the advertising as a key factor driving attendance.





WORLD SCIENCE FESTIVAL

an annual festival produced by the World Science Foundation, whose mission is to cultivate a general public informed by science, inspired by its wonder, convinced of its value, and prepared to engage with its implications for the future.

The World Science Festival gathers great minds in science and the arts to produce live and digital content that allows a broad general audience to engage with scientific discoveries. Over the past ten festivals, the festival has drawn over two million visitors — what they needed now was to make it accessible to millions more viewing programs online.

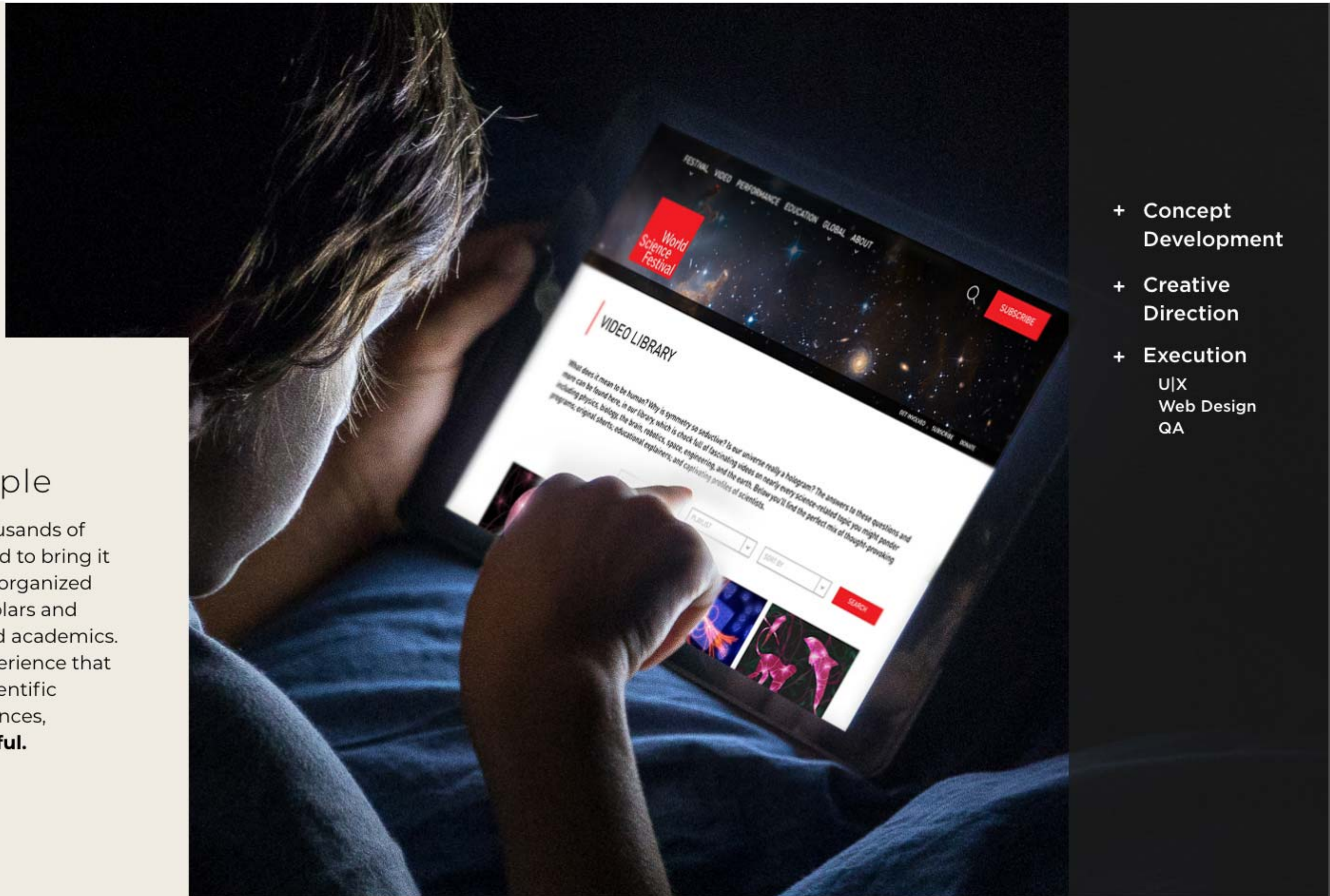


05

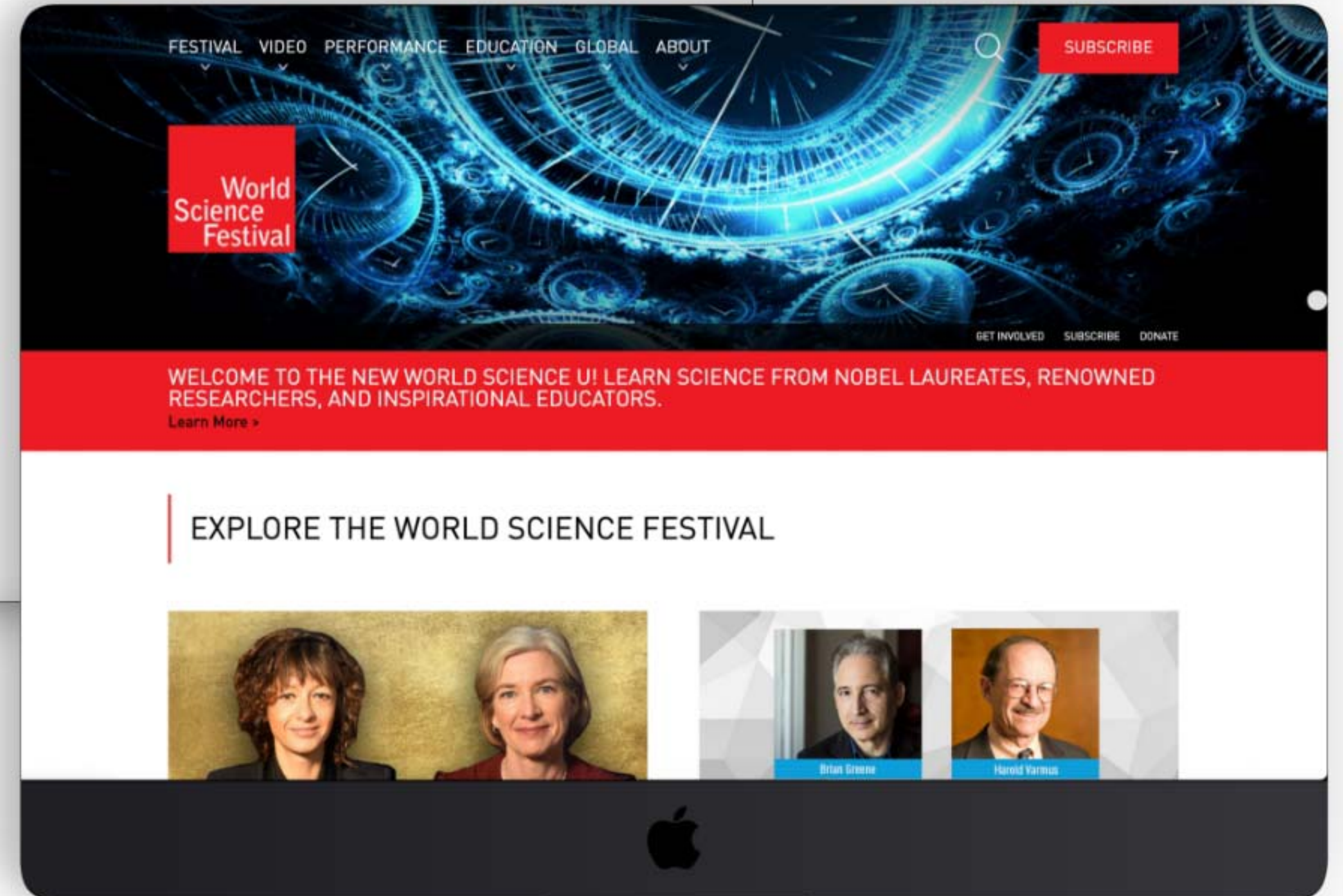
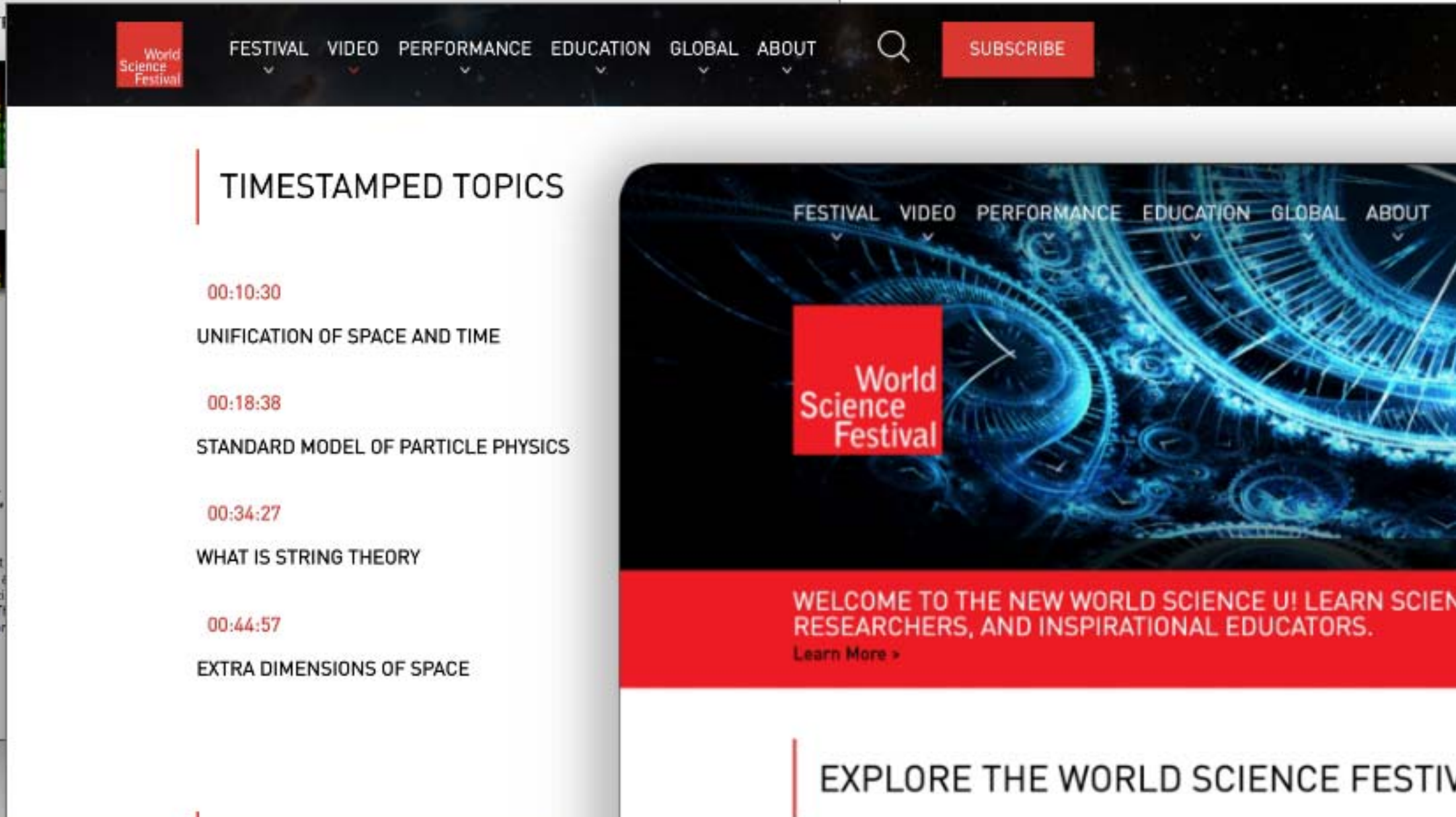
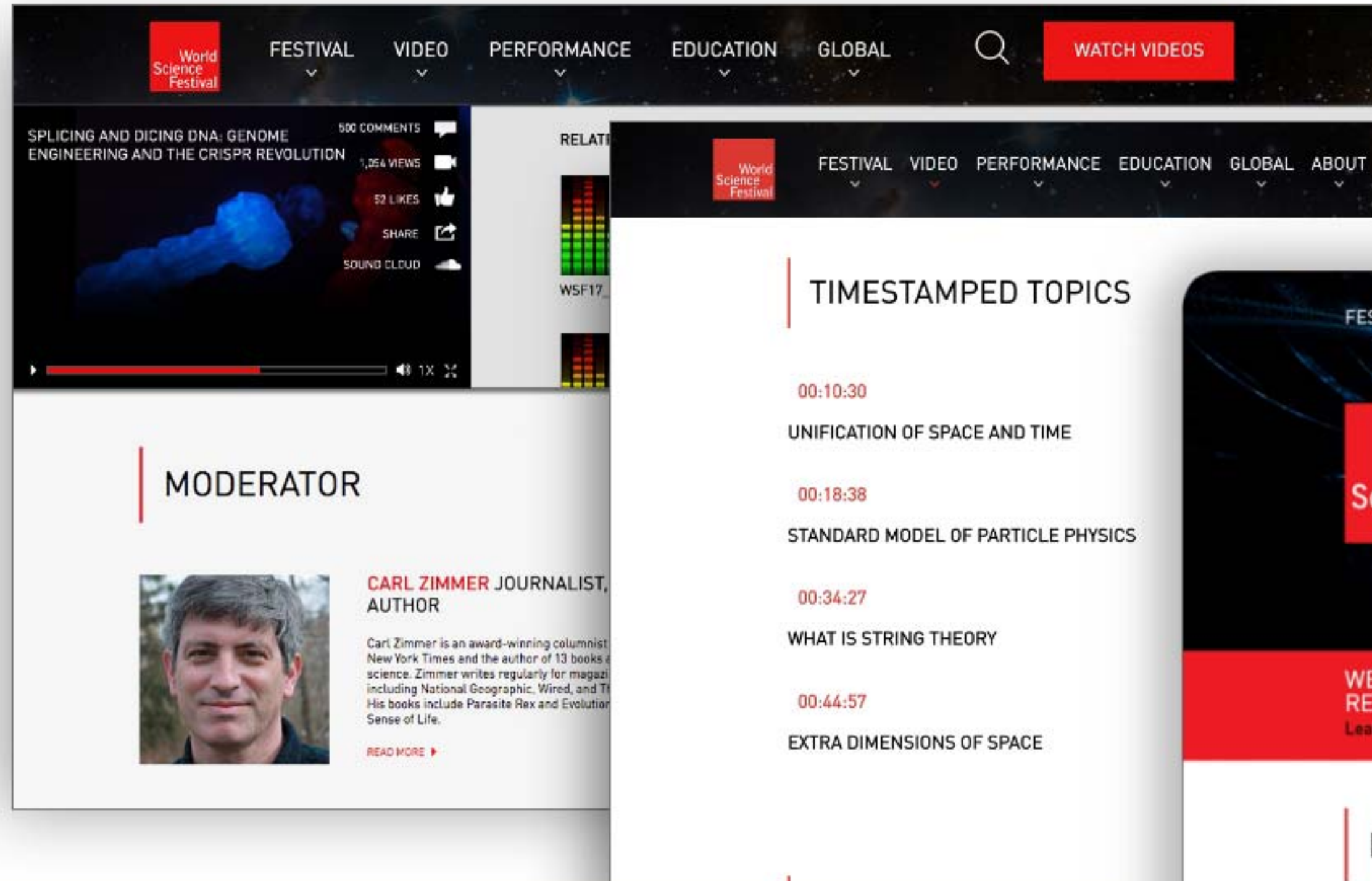
CONCEPT

Science for the People

The World Science Festival had thousands of programs archived, and they needed to bring it to the people. It needed to be both organized and whimsical, attracting both scholars and enthusiasts, useable by children and academics. All designed with a simple user experience that allowed you to filter for complex scientific theories and entertaining performances, generate revenue — **and be beautiful.**

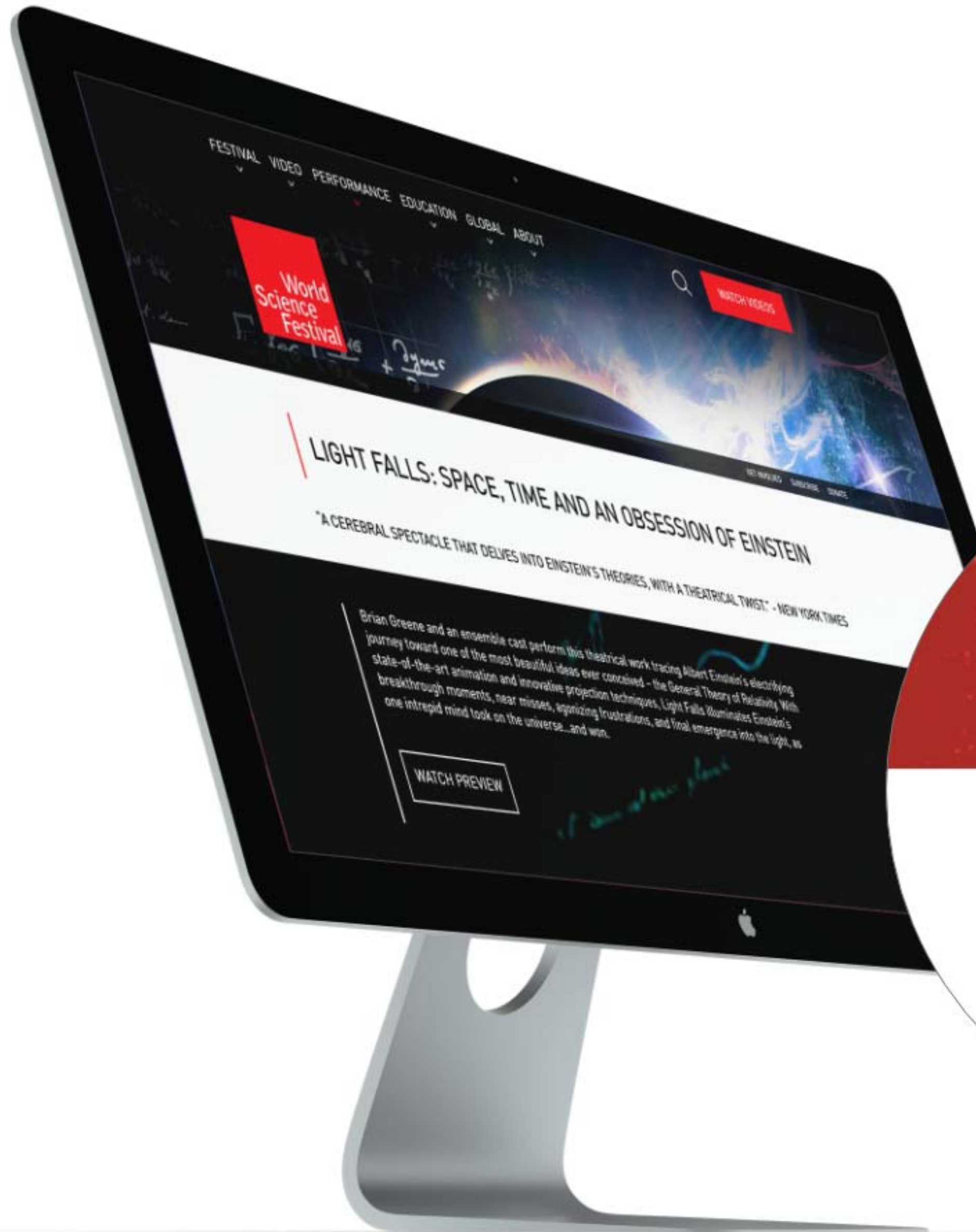


- + Concept Development
- + Creative Direction
- + Execution
 - UIX
 - Web Design
 - QA



U/X CONCEPT

The iconic World Science Festival logo inspired a simple but well-thought-out user experience with clean lines. The user experience is intentionally easy to navigate, highly accessible, and ADA compliant, an attribute becoming more important every day. Time-stamped topics and the ability to keep watching videos in the navigation bar while scrolling, were just some of the design features.



RESULTS

Since launch, over 1 million people have accessed the World Science Festival site — scientists, artists, students, and teachers have used it to gain insight into complex scientific ideas. Bringing WSF to the forefront in digital access and design and user experience in the non-profit sector.

The website won a Webby Award in 2018.

VOLUNTEER

If you're a scientist, science teacher, or artist, we're looking for you to help us bring an exhibit at City of Science to life.

EMAIL US

PHOTO GALLERY





CHATTERBOSS

is a one-of-a-kind white glove virtual assistant platform. A thought partner and dedicated resource to implement, manage, and optimize the critical aspects of their clients business.

Chatterboss needed help bringing the brand to life across various touch-points. Initially joining the team to design and launch their beta app to elevate the user experience. I've since worked directly with the CMO to establish a notable brand presence across industry events, trade-shows, print media and social media while evolving the brand to align with their distinct thought partnership positioning.



06

CONCEPT

An approachable thought leader

Chatterboss embodies partnership by prioritizing seamless communication, efficiency, approachability, trustworthiness, and innovation for their clients. They aimed to reflect these values in their app, ensuring a positive experience for both clients and assistants. Through clean design with subtle gradients, light typography, and illustrations, I elevated the aesthetic to establish strong initial client relationships. In addition to UX and design, I personally contributed to feature development, including payment, scheduling, time tracking, messaging, and more, ensuring simplicity for both clients and assistants.



- + Concept Development
 - + Creative Direction
 - + Execution
- Print, Digital, UX
Wireframe,
Prototyping,
Design



ELEVATED BRAND

With a solid client-base and a noteworthy reputation — Chatterboss needed to elevate their brand communication and overall approach to align with their thought leadership platform.

Utilizing editorial-style advertising in reputable business magazines like Entrepreneur and Forbes, we strategically positioned the founder and CEO as the face of the company, propelling Chatterboss towards its targeted market position.

This shift enabled the CEO to actively engage in speaking engagements and participate meaningfully in trade shows. I designed versatile pop-up banners that could easily be transported by a small team and be used in multiple formations, together or individually at different events—each focusing on different benefits but always telling a cohesive brand story.



ChatterBoss

Every Entrepreneur Can Have Their Dream Team

- More than just task doers—we're your thought partners
- A dedicated assistant to manage your entire remote team
- Data-driven and proven

ChatterBoss

Remote assistants for busy entrepreneurs

ChatterBoss

Why ChatterBoss Executive Assistants?

- Save Time
- Avoid Burnout
- Grow Your Business

ChatterBoss

What should I delegate?

Brings Joy

Zone of Competence

Zone of Genius

Uniquely Good at

Zone of Excellence

Get your time back with Chatterboss Executive Assistants

ChatterBoss

Remote assistants for busy entrepreneurs

Back-Up Assistant

Dedicated Assistant

Specialist

ChatterBoss

Remote assistants for busy entrepreneurs

Step 1 Find your Zone of Genius

Step 2 Leave the rest to us

RESULTS

The shift in brand positioning resulted in double the number of new clients and over 900 warm leads (over half YTD), which are directly attributed to an impactful trade-show presence and distinct UTM strategies in print and web materials.

ChatterBoss

Scaling up? We can help.

ChatterBoss Executive Assistants can help you save time, avoid burnout and grow your businesses.

[SCHEDULE FREE CONSULTATION →](#)

ChatterBoss

Maximize your productivity. Take the delegation quiz now.

60%

[FIND MY DELEGATION SCORE →](#)

ChatterBoss

Busy schedule?

Let our expert assistants handle it.

[SCHEDULE FREE CONSULTATION](#)

ChatterBoss

Maximize productivity with a hand-picked assistant

Less time stressing. More time on what you do best. Let our expert assistants handle it.

[SCHEDULE FREE CONSULTATION →](#)



ASME METRIX

The American Society of Mechanical Engineers (ASME) promotes the art, science & practice of multidisciplinary engineering around the globe.

In 2021 ASME launched Metrix an integrated events and content platform for engineers and technical professionals focused on digital transformation in industries from aerospace and automotive to energy, medical, and more. They came to us in need of a simple and evocative brand that would resonate with the professional community and set Metrix apart from ASME.



07

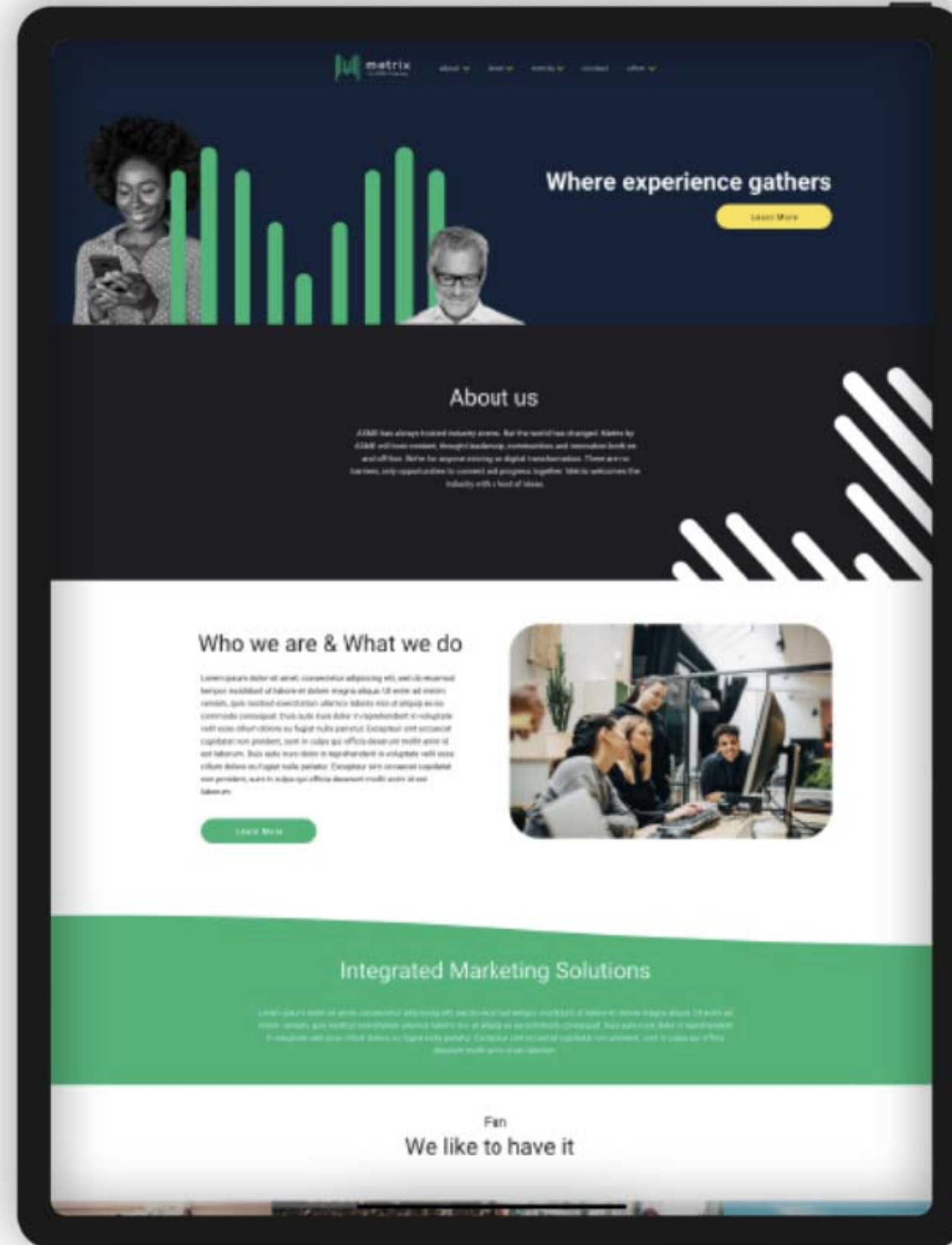
CONCEPT

A host of ideas

Metrix hosts content, events and expertise, making it the perfect host for ideas. This concept brings out the brands character traits in a way that feels welcoming. It makes Metrix feel like a friendly, inclusive and tangible place for innovation. Drawing inspiration from these characteristics, I developed a human-centric brand, characterized by bold colors and a tech-savvy aesthetic. The design incorporates black and white portraits on vibrant green, blue, or yellow overlays — while the logo is seamlessly integrated, providing a graphic treatment that conveys flexibility, fosters conversation, and encourages the exchange of ideas.

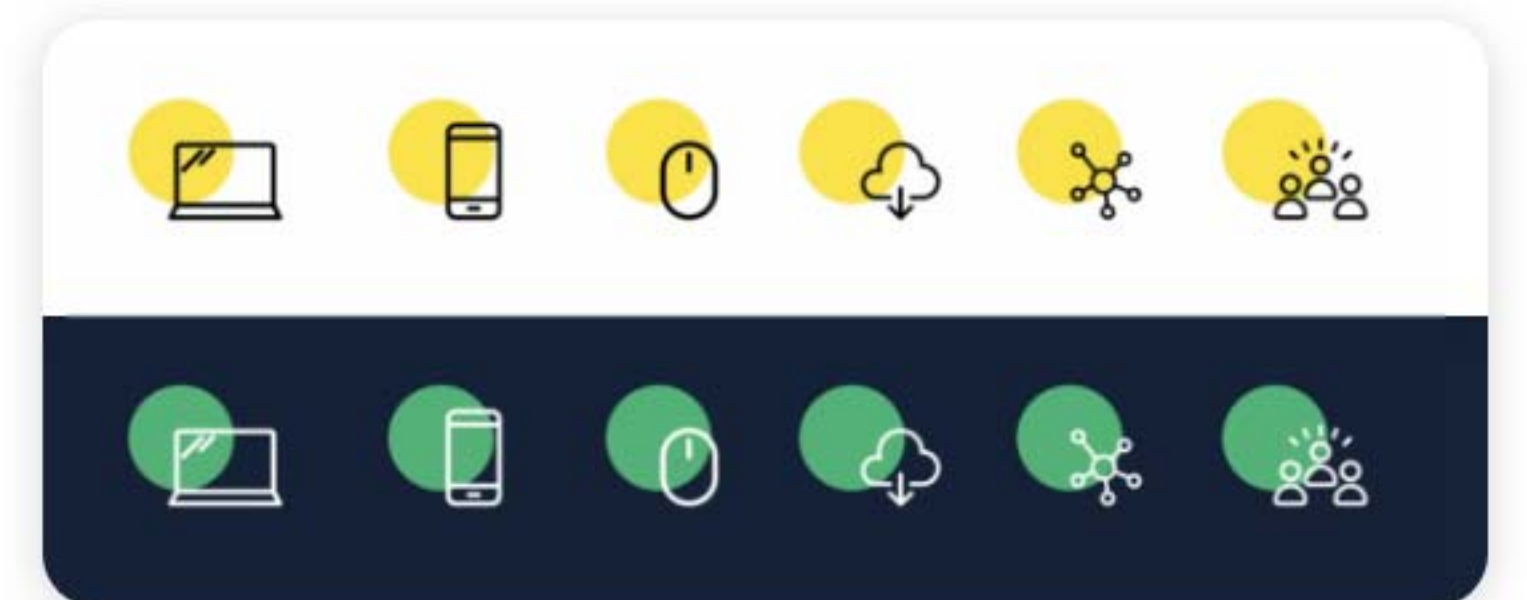


- + Concept Development
- + Art Direction
- + Execution
Brandguidelines



VISUAL CONCEPT

The Metrix logo embodies a professional yet inviting digital community, echoing our positioning statement. It cleverly forms an M, while also serving as a symbol for the amplification of voices, expertise, and community. The logo mark serves as the main graphic element, versatile enough for use with or without photography, distinctly defining Metrix across materials. The approachable yet tech-forward aesthetic extends through bespoke iconography and a balanced color palette. Admiral Blue conveys professionalism, while Bright Yellow & Digital Green add a friendly and tech-savvy tone.





RESULTS

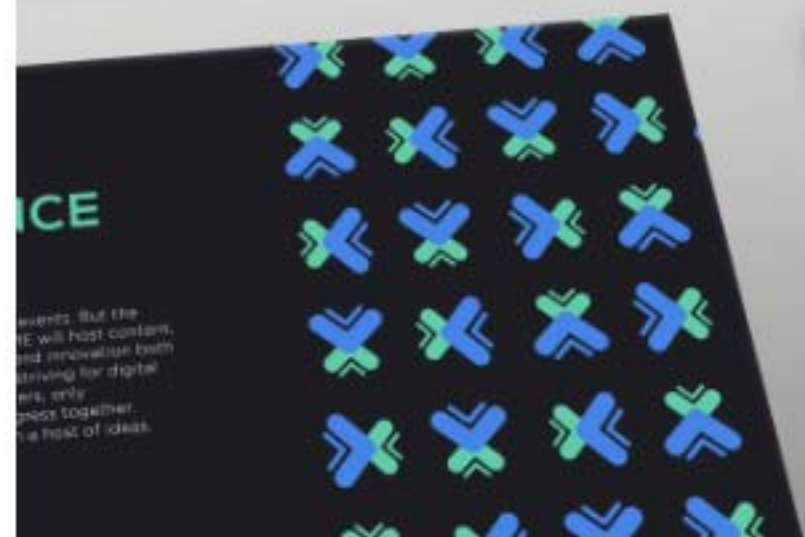
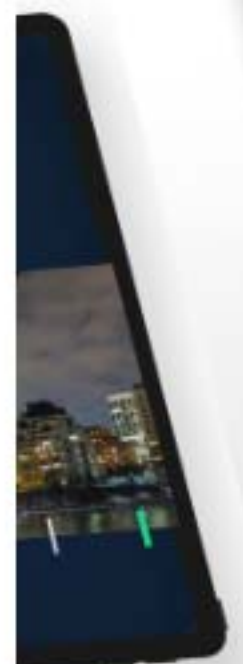
We handed over brand guidelines designed for a smooth kickoff, allowing the client to dive right in and giving them the flexibility to evolve as their brand grows. Our concept wove a compelling narrative, bringing life into the engineering space and striking a chord with the professional audience.

Impressively, we were able to craft three distinct ideas, gain client buy-in, and quickly deliver comprehensive brand guidelines – all within two weeks from briefing.



BRAND EXPLORATION

The branding process included presenting three different fully thought-out approaches for the concepts of Transformation People, Growing Further, and A Host of Ideas. Here is a glimpse into some of the other approaches I worked on.





NCR

(National Cash Register) Founded in 1864, NCR is the world's leading enterprise technology provider of software, hardware, and services for banks, retailers, restaurants, small business, and telecom.

NCR is the only company that truly understands the consumer's stream of life, collecting valuable data across every touchpoint of their daily lives (700 million a day, to be exact). NCR customers rely on their data-driven technology and services to compete in a new digital world. NCR came to us in need of a rebrand ahead of their largest ever planned conference, which was happening in less than 2 months.



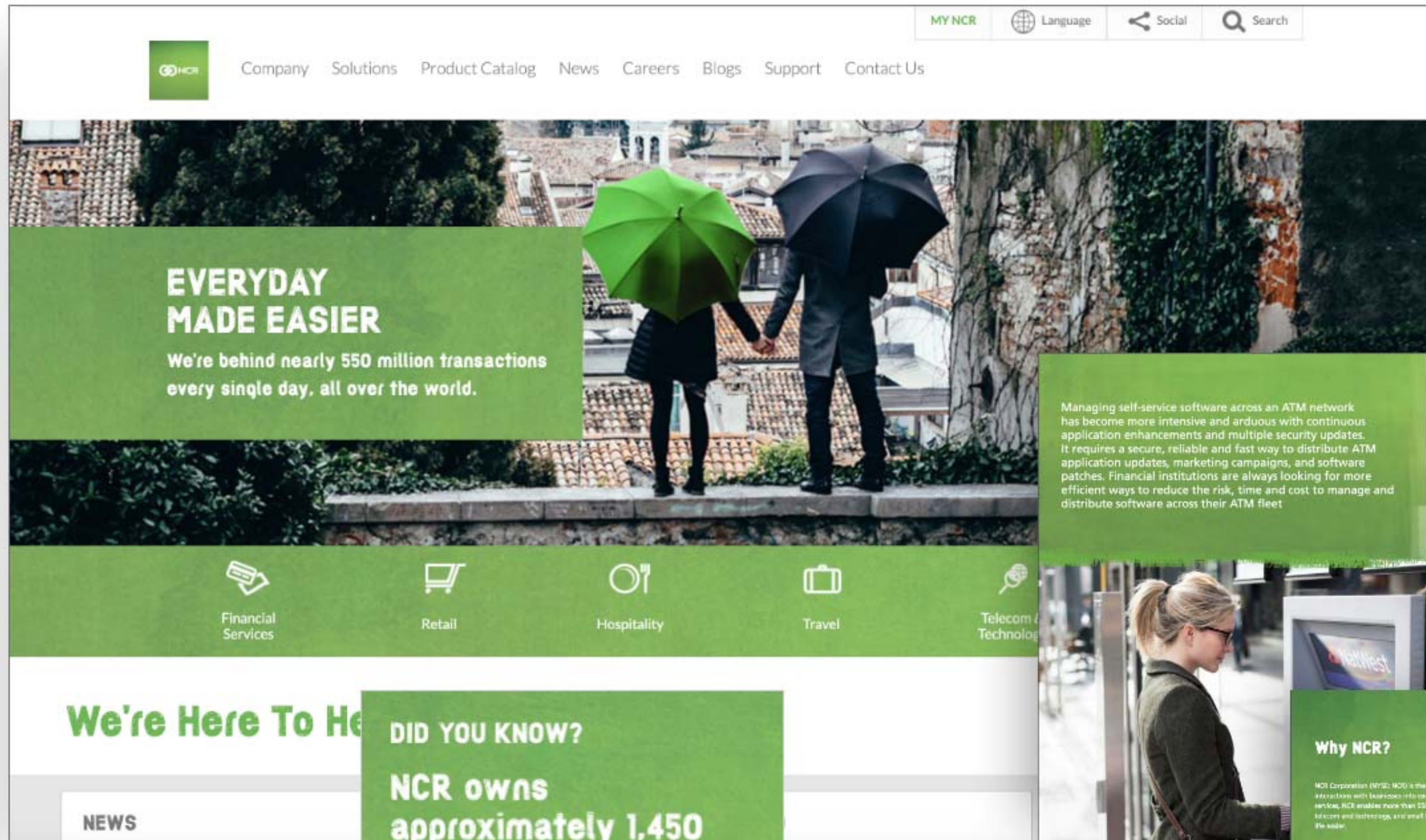
CONCEPT

The Whole Spectrum

NCR is the global leader in omni-channel solutions. The Whole Spectrum brand refresh brought this to the forefront. While the former NCR Living Green remains at the heart of the NCR brand, they now have a spectrum of colors expanding outward from it, illustrating the breadth of NCR's services. It's a fresh, exciting, clean design that speaks to the gravitas of NCR's position in the retail industry, yet retains the warmth and personability they have always possessed.



- + Concept Development
- + Art Direction
- + Brand Development
- + Execution
 - Brand Guidelines
 - Collateral Templates



EVERYDAY MADE EASIER

We're behind nearly 550 million transactions every single day, all over the world.

Managing self-service software across an ATM network has become more intensive and arduous with continuous application enhancements and multiple security updates. It requires a secure, reliable and fast way to distribute ATM application updates, marketing campaigns, and software patches. Financial institutions are always looking for more efficient ways to reduce the risk, time and cost to manage and distribute software across their ATM fleet

We're Here To Help

DID YOU KNOW?

NCR owns approximately 1,450 patents in the U.S. and numerous other patents in foreign countries.

NEWS

Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday transactions into personalized experiences. With its software, hardware, and services of choice, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Dayton, Georgia with over 10,000 employees and does business in 160 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages visitors to visit its web site which is updated regularly with financial and other important information about NCR.



BEFORE

The old NCR Living Green branding was designed to be welcoming and warm — but it lacked elegance and confidence. With an upcoming conference, it was time to re-evaluate the brand. With less than 3 weeks to complete the development, rules, brand book design, and client feedback implementation, we had our work cut out for us.



AFTER

Leveraging the idea of the spectrum lent itself to creating exciting and friendly imagery — while choosing warm-hued imagery to compliment the new cool brand colors created a great balance. In the end, we were able to create a truly distinctive brand with the use of graphic devices and colors that both elevated and kept the accessible feeling NCR didn't want to lose.



NCR BRAND GUIDELINES 2017

Print Collateral

Spectrum - Photo Overlay

The Spectrum element can be used to enhance and brand images throughout collateral. It can be used on covers, photo spreads, and featured images.

Color:
Any combination of colors can be used from either the cool or warm palette as long as they are in the correct order (refer to page 22).

Shape:
Color bands can be any width, as long as they come to a point. The point can be used to draw attention to the focal point of the image or simply to complement the image. Avoid overlaying the point on people's faces.

Settings:
The transparency setting should be set to either multiply or screen depending on the color variations in the photo being used.

Overlaying the Spectrum on Photos

Please refer to creative examples on pages 35, 40, 42 and 45 to see in layout.

21

THOUGHTFUL GUIDELINES

With less than 10 days to create full-fledged brand guidelines and less than a month for NCR to implement them across many channels — it was imperative to think through all the possible uses and give prescriptive directions on how to use all the elements together, as there would be many different designers helping roll out the brand. This included providing creative examples for everything from Data Sheets to 6- and 8-Page Brochures.

NCR BRAND GUIDELINES 2017

Visual Elements

Warm Color Theme **Cool Color Theme**

Choose one color theme per collateral piece. For longer documents with multiple sections, you can choose to alternate between color themes for each section.

Flat colors

All colors within a theme may be used in a collateral piece, plus the secondary colors shown on page 6.

Spectrum device

Note that a spectrum device from either color theme may be applied to imagery. When the device is used over a plain color elsewhere in a design, keep to the color theme chosen.

Gradients

Primary gradients may be used when the panel stretches across the full width of a page from margin to margin (horizontal) or full height, e.g. across a spread.

Gradient color blocks that are narrower than the width of a page (margin to margin) should use a secondary gradient or a flat color.

Text colors

Gradients headings should always contain a complete primary gradient unless legibility becomes an issue, in which case a secondary gradient from that color theme may be used. Gradients used as text colors within templates and should be applied to text accordingly.

<p>WARM GRADIENT (PRIMARY)</p> <p>LIME GRADIENT (SECONDARY)</p> <p>GOLD GRADIENT (SECONDARY)</p>	<p>COOL GRADIENT (PRIMARY)</p> <p>MID-GREEN GRADIENT (SECONDARY)</p> <p>BLUE GRADIENT (SECONDARY)</p>
<p>GRADIENT TITLE HEADING TEXT</p> <p>TITLE SUBHEADING TEXT (ORANGE)</p> <p>SUBHEADING TEXT (NCR GREEN)</p>	<p>GRADIENT TITLE HEADING TEXT</p> <p>TITLE SUBHEADING TEXT (LIGHT BLUE)</p> <p>SUBHEADING TEXT (NCR GREEN)</p>

7

NCR BRAND GUIDELINES 2017

Creative Examples

Case Study Example

41



CO-OP SOLUTIONS

Co-op Solutions is a nationwide credit union network supporting their members with industry-leading ATM, digital payment, security, and marketing services.

Beyond being an interbank network linking credit union ATMs in the United States and Canada, Co-op Solutions takes center stage by hosting the largest trade show for visionary credit union executives, alongside diverse thought leaders globally. This event serves as the platform for presenting findings from a year-long research project.

Earnezt was approached by Co-op with the objective of conceptualizing a theme and campaign for their THINK! event, as well as devising innovative ways to engage with their annual report.

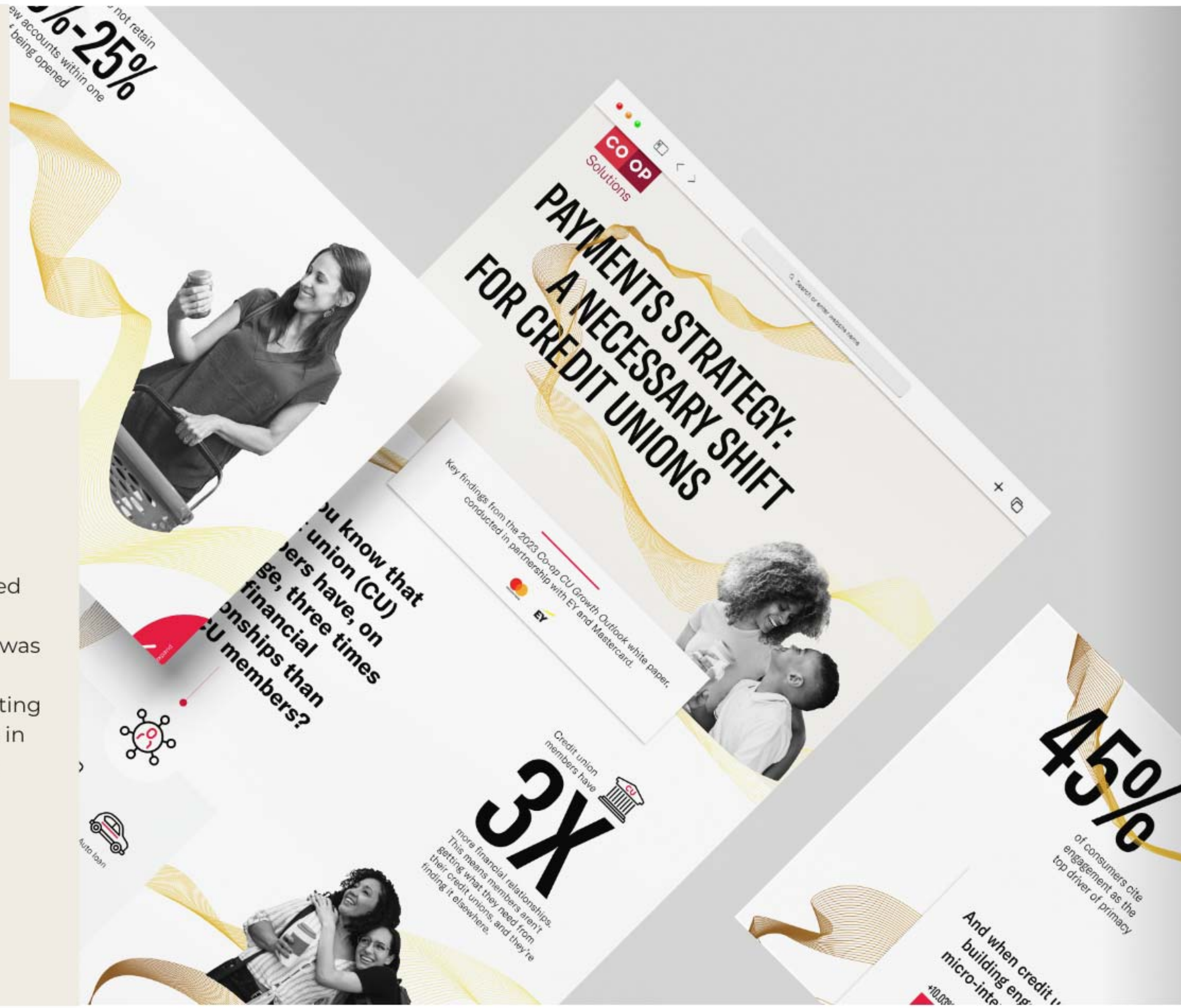


09

CONCEPT

The Golden Thread

Co-op Solutions THINK!2023 event focused on credit union members. Emphasizing the pivotal shift needed for credit unions to adopt a more human-centric approach. Our goal was to highlight the significance of payments and functionality, illustrating their impact on everyday moments in people's lives. We aimed to position credit unions as the golden thread weaving those simple moments together seamlessly for members each day.



- + Concept Development
- + Art Direction
- + Execution
 - Print report
 - Microsite design



Content & Visual Strategy

The ultimate goal was to draw credit unions into exploring Co-op Solutions' exhaustive 40-page report. To showcase the report's value, we created an engaging, visually appealing, and seamless experience that highlighted key points—without compromising on data proof points and compatibility with their existing CMS.

To achieve this, I designed a dedicated microsite for each section of the report, spotlighting key details and presenting them in a format where readers could glean valuable insights from any snippet or read the full content in a digestible manner. The inclusion of numerous charts substantiated the claims, with an option to expand for a closer look. The animated golden thread served as a visual guide, leading readers through the information as they scrolled.

Visit live site →

45% of consumers cite engagement as the top driver of primacy

42% weigh trust/personal capability as a driving factor to add new financial relationships

These micro-interactive products are exactly what members and prospects need to manage their daily lives, and that's what is earning long-term trust with the providers that offer them.

The relationship between credit unions and their members is evolving into one that's built on a foundation of capabilities, rather than character alone. As the model that credit unions have sworn by for long-term growth becomes more costly and inefficient, there needs to be a shift away from how credit unions have traditionally done business.

Customer acquisition costs (CAC) on lending and investment products are **\$400-\$600** higher per member for credit unions

And when credit unions adopt strategies focused on building engagement and convenience through micro-interactive products, they see true results:

5-year CAGR revenue growth	Average marketing spend per member in 2022
+10.02%	\$5.48
+1.45%	\$16.36

Early adopter credit unions
Credit union industry average

Even if rates are raised:

PROFITABILITY VS. ENGAGEMENT WITH A CREDIT UNION

33%

Credit unions do not retain **20%-25%** of new accounts within one year of being opened

However, credit unions can capture long-term value through micro-interactive products such as digital payments solutions that generate recurring revenue streams, while staying top of mind.

With a more holistic, member-centric approach over the next five years, CUs are expected to grow at a rate **3X** faster than the 2018-2022 period

Now is the time for credit unions to capitalize on this golden opportunity crucial that credit unions take advantage of this shift in the market, play to their own strengths while also incorporating capabilities that members have now come to expect. By building solutions around a member-centric model, credit unions can become the go-to providers for what today modern member needs from their financial partner.

This report is just a snapshot of information from Co-op's proprietary CU Growth Outlook research. To learn more, read our full *Fueling Financial Performance Through Daily Interactions* white paper.

Get the white paper

For additional insights on members' evolving definition of trust, read our report on *Micro-Interactions and Building Trust with Members*.

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Member needs are changing. They're no longer asking for personalized digital

PAYMENTS STRATEGY: A NECESSARY SHIFT FOR CREDIT UNIONS

Key findings from the 2023 Co-op CU Growth Outlook white paper, conducted in partnership with EY and Mastercard.

Did you know that credit union (CU) members have, on average, three times more financial relationships than non-CU members?

3X more financial relationships. This means members aren't getting what they need from their credit unions, and they're finding it elsewhere.

CO OP Solutions

And when credit unions adopt strategies focused on building engagement and convenience through



CO OP Solutions

BUILDING TRUST WITH MEMBERS THROUGH DAILY INTERACTIONS

Key findings from the 2023 Co-op CU Growth Outlook white paper, conducted in partnership with EY and Mastercard.

Credit unions (CU) have a long history of being there for their members. But as consumer needs have evolved and they have turned towards digital solutions, credit unions have lagged behind fintech and neobank competitors in delivering the convenient and reliable services that their members are now expecting.

66% of consumers use some form of digital payment, yet only **16%** report doing so directly with their credit union.

Instead of having a primary financial relationship with their credit union, members are stringing together different services and solutions to meet their day-to-day needs.

THE FACTS: CHANGING MEMBER-DRIVEN FINANCIAL RELATIONSHIP

View Page →

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UNDERSTANDING THE PSYCHOLOGY OF PAYMENTS

Key findings from the Co-op CU Growth Outlook white paper, conducted in partnership with EY and Mastercard.

When it comes to serving your members, it's important to understand the challenges they're up against, as well as the current psychological factors influencing their purchasing decisions.

Every member has unique goals that drive their financial decisions and influence their payment preferences. From the 2023 Co-op CU Growth Outlook research, we were able to identify and categorize these behaviors into three unique frameworks so that you can better serve your members.

1. MENTAL ACCOUNTING: DO CONSUMERS VIEW MONEY AS A SINGLE POOL, OR WITHIN SEPARATE CATEGORIES OF SPENDING?

	Budgeter	MENTAL ACCOUNTING	Non-Budgeter
CREDIT	88%		31%
DEBT	62%		38%
CASH	72%		27%

We found that members who prefer credit exhibit stronger mental accounting.

View Page →

RESULTS

The interactive data reports were the first of their kind for Co-op Solutions, underscoring their commitment to a digital-first and interactive approach. The team is thrilled by the newfound accessibility of these invaluable insights to the credit union network.

Currently, Co-op Solutions is actively tracking the adoption of findings by credit unions based on the data reports to be reported at THINK!2024



MO

RE

+

ADDITIONAL WORK

Some additional work worth mentioning demonstrating proficiency in print, outdoor, dimensional mailers, digital, and experience design.

Without including (yet) another case study, here is a collection of additional work I'm proud to have been involved with.

Some well-designed ideas are short-lived one-offs without a huge story to tell but still deserve a chance to shine — they're in here too.

Some ideas never see the light of day, but here's to thinking outside the box and having a chance to dig up those old concepts.

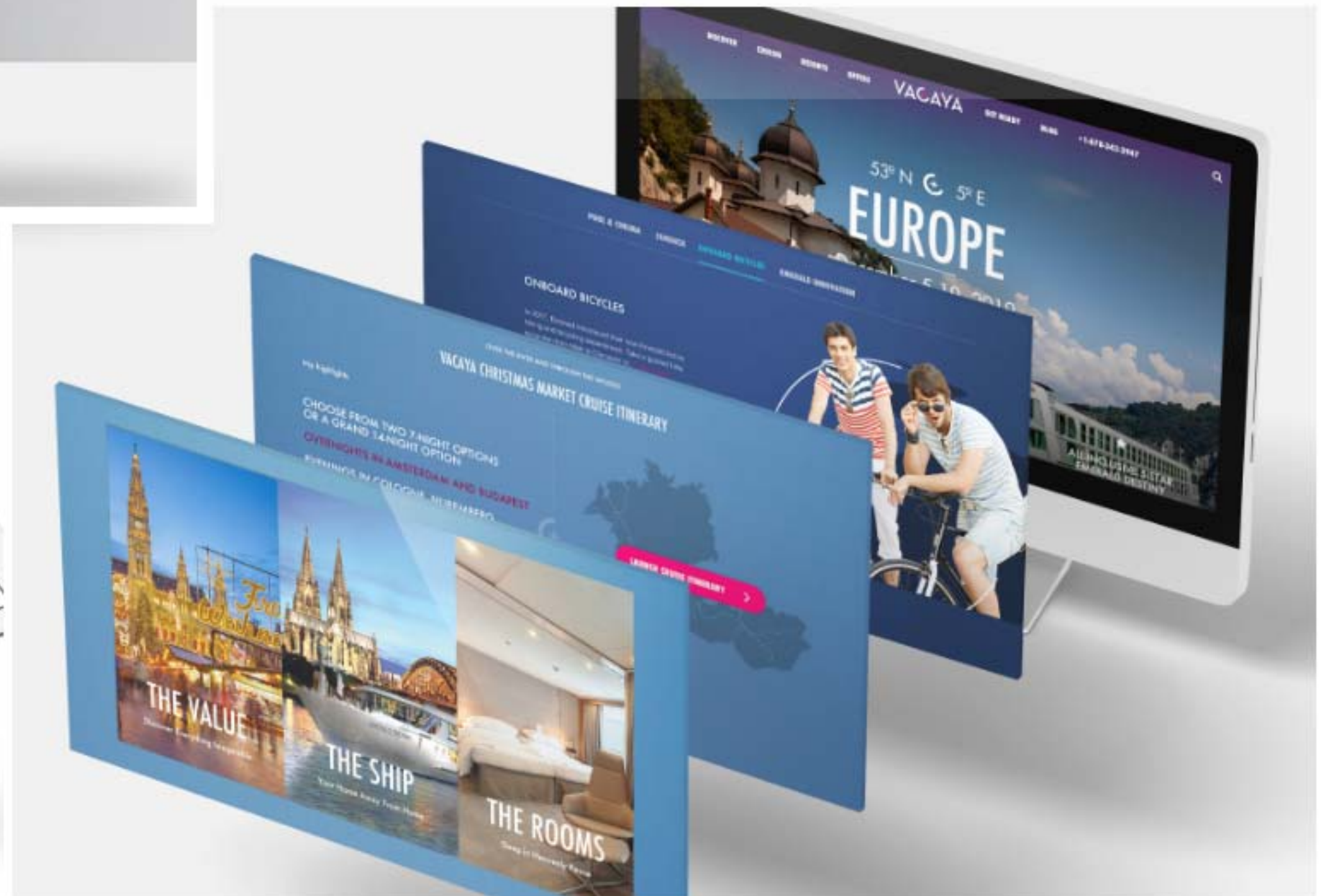
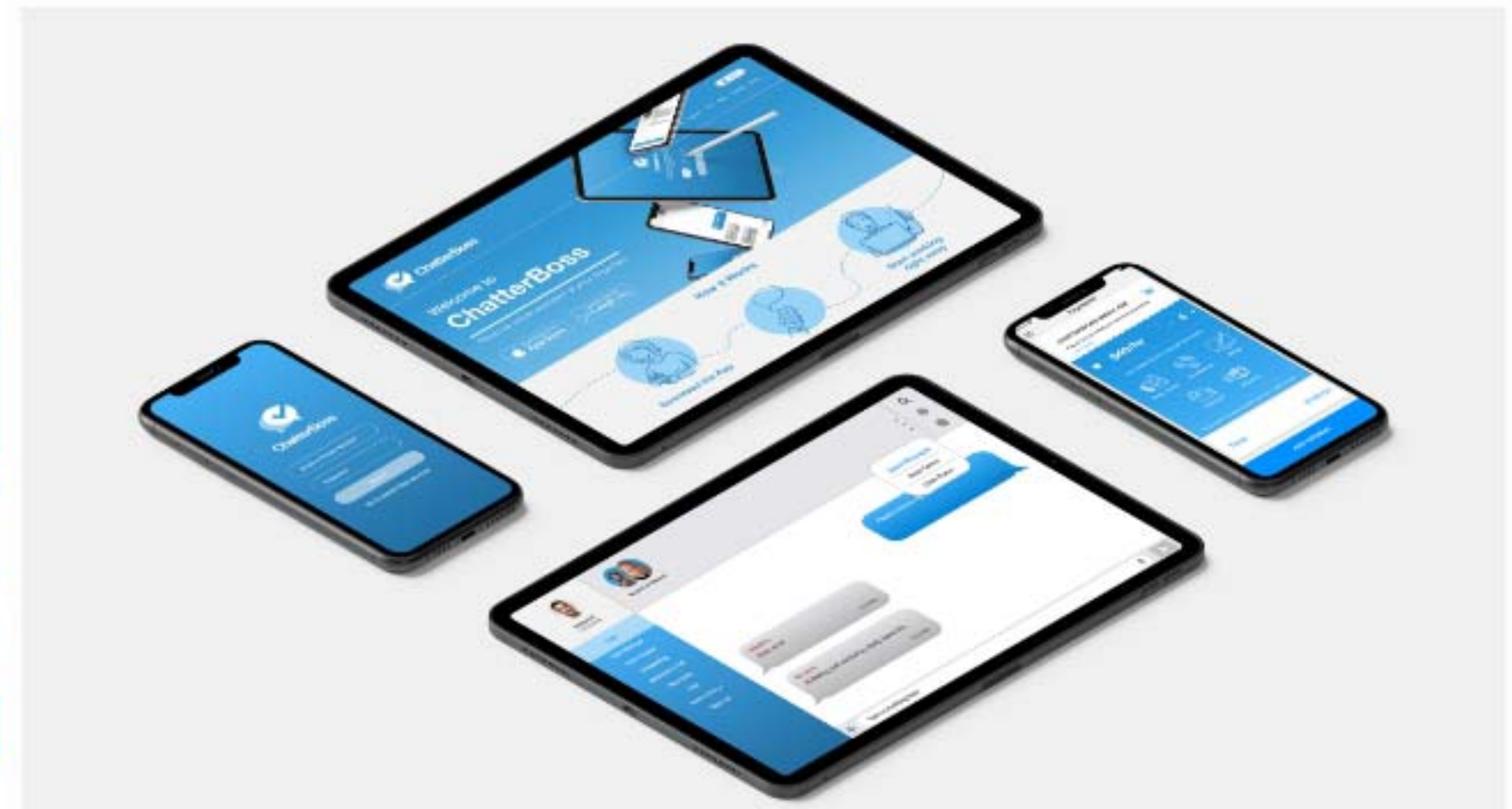


MOBILE

REAL

DIGITAL

Meeting your audience where they are means experience in websites, web/mobile apps, and mobile content - including landing pages, banners, and interactive experiences.

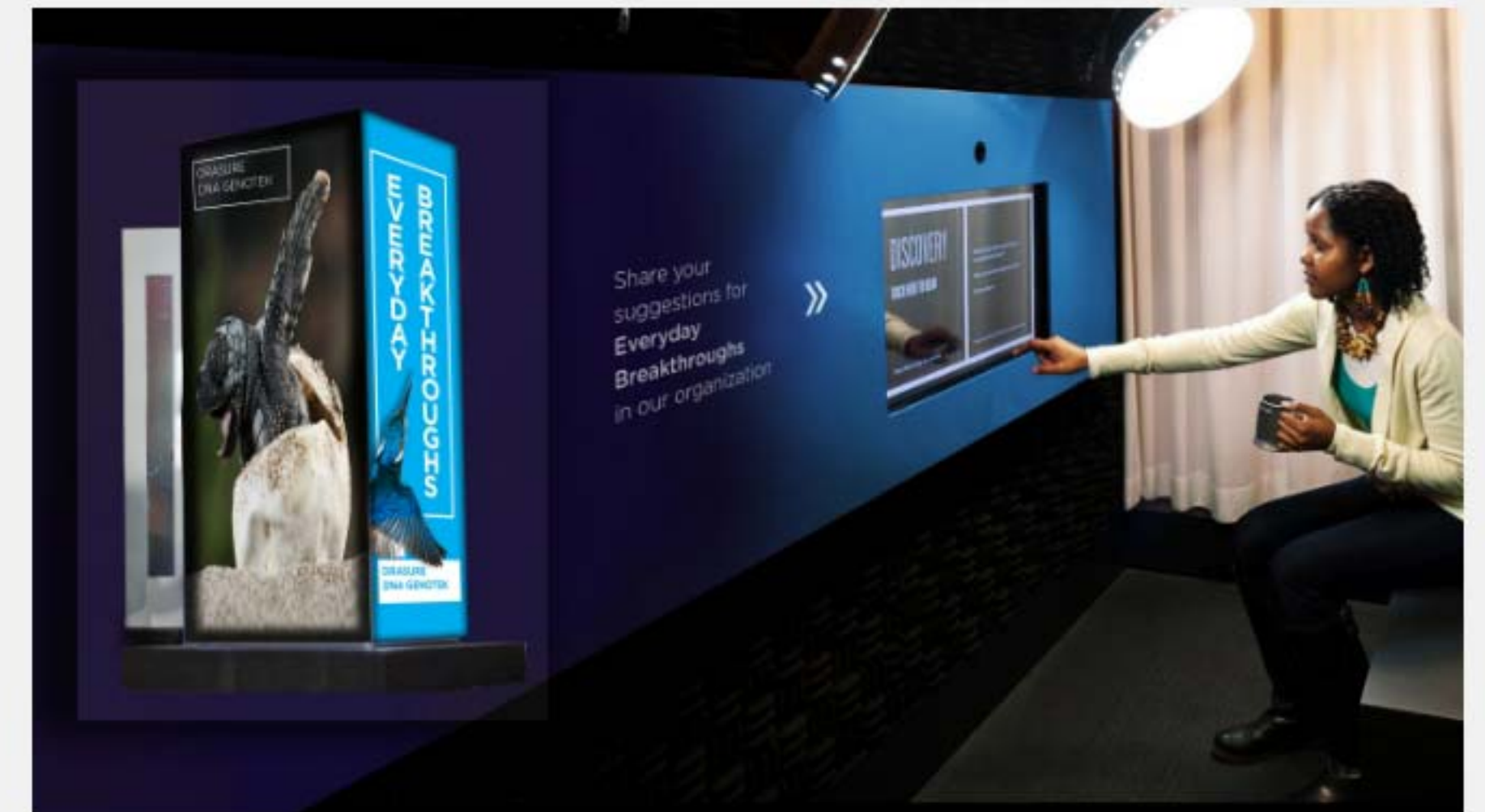
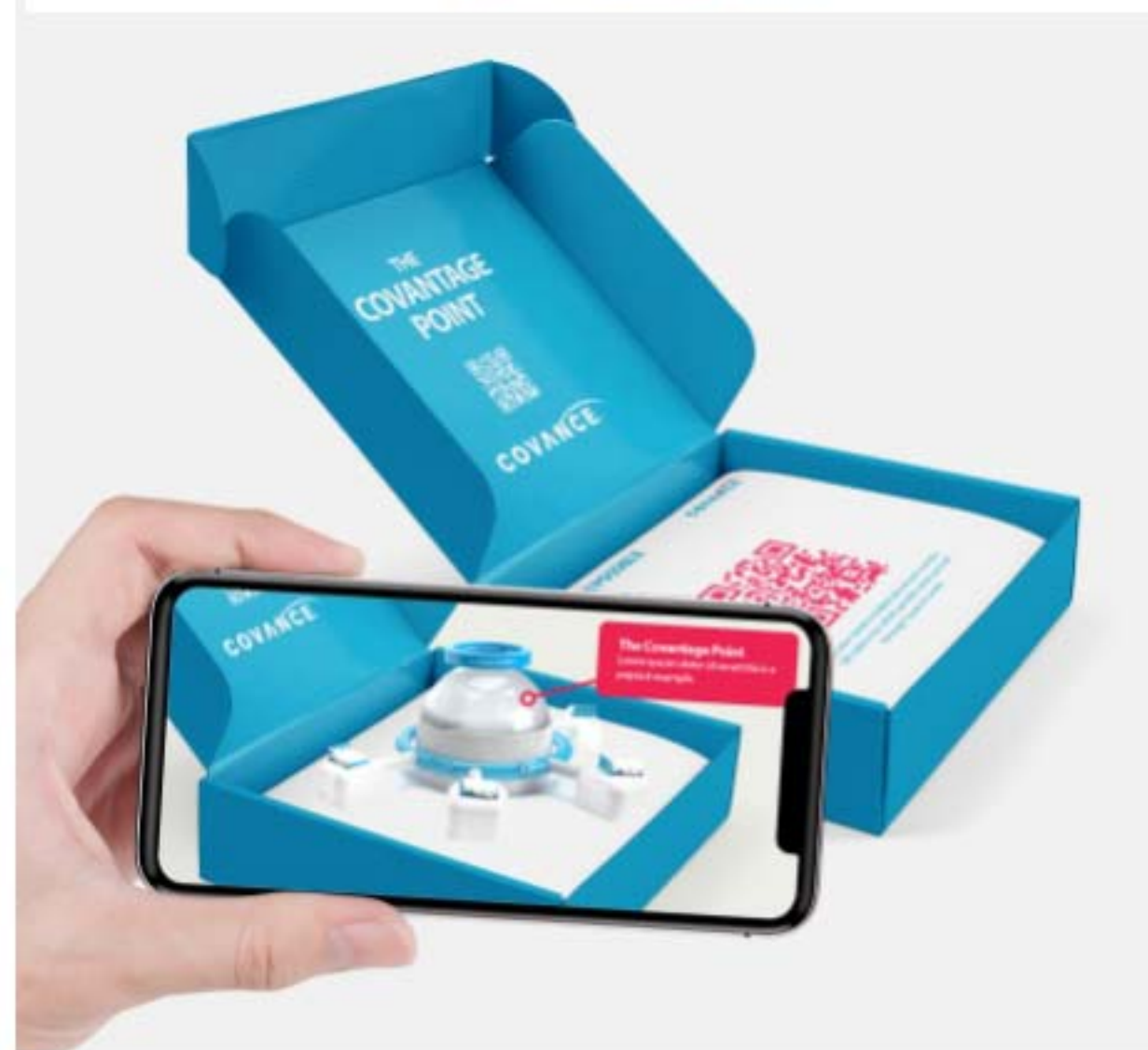




MO RE

EXPERIENCE

Brand experiences are impactful and memorable ways for companies to truly connect with their audience in a tactile and emotional way.





MO RE

CONCEPT ADLOBS

Some additional concepts developed for pitches or client briefs.

I'm in early for a call with an IT genius that's building his business from the ground up. Landing this sale would fast-track me to OD rep - and it's not going to be easy. I know he's going to push back. He'll ask plenty of questions. And he'll try to get more than he wants to give. But you know?

LISA LUBOW
—Tech Salesperson 2013

Bring it on.

The toughest job deserves the strongest content.
Sales Central

TEACH AT
THE SPEED OF
DELIGHT

The way we unite experience, technology and ambition to advance education would even make Einstein, with IMS Global, unbelievable is standard.

IMS GLOBAL

► Propel your wealth management strategies to the next level.

EVOLVE TO OPPORTUNITY WITH EVOLVED TOOLS AND DATA FROM MSCI.

MSCI

A transformation in clinical trials is finally here. You've reached the Covantage Point.

You've heard the promises. Data is going to transform how you get your drugs to market. Covance is finally delivering. Using our robust, proprietary data and deep ingenuity, Covance can provide you with the better insights into your sites and investigators, smarter recruitment, and a more empowering experience for patients. Welcome to the change you've been wanting. Welcome to the Covantage Point.

Experience it with a free protocol evaluation at Covance.com/CovantagePoint

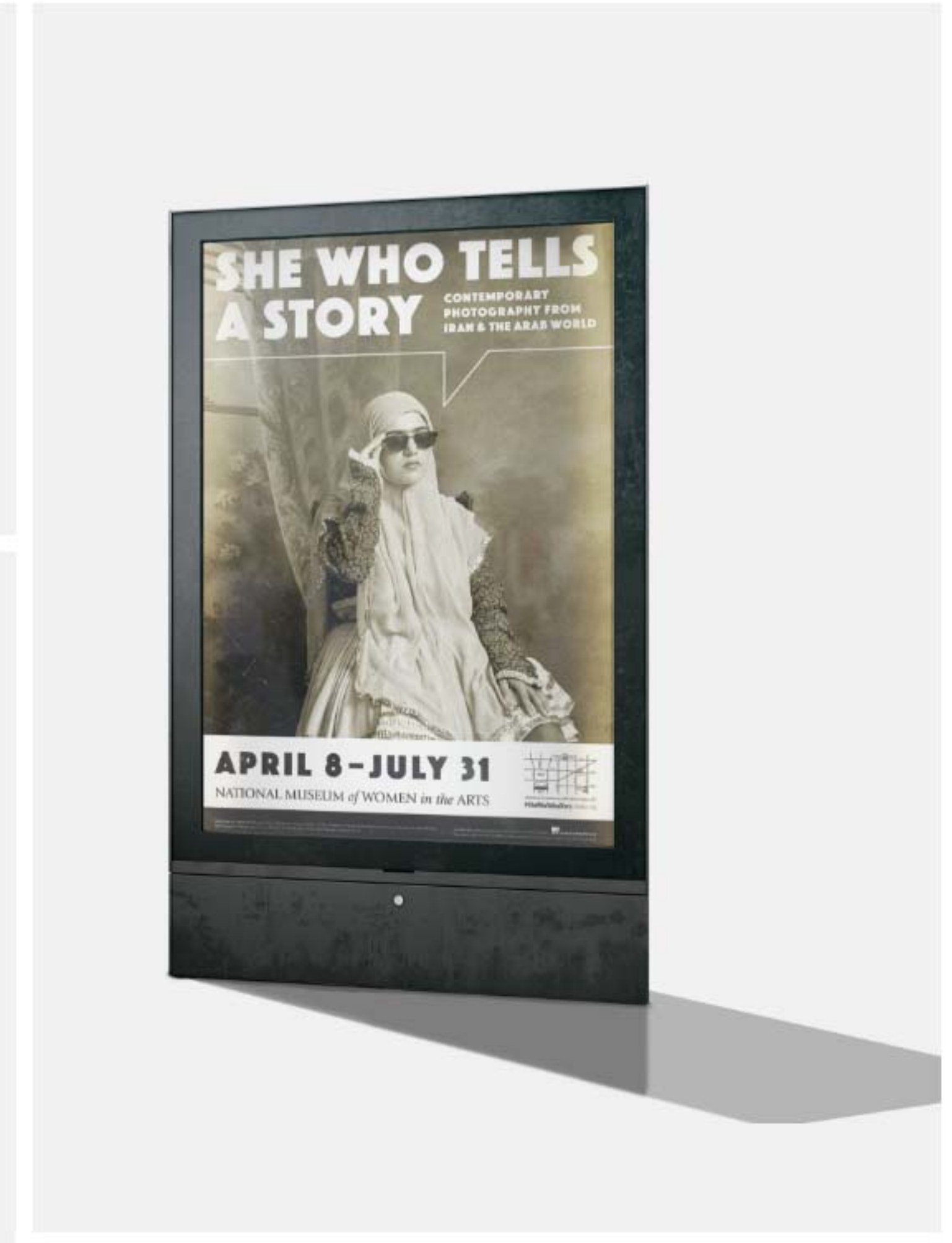
COVANCE



MORE

OUTDOOR

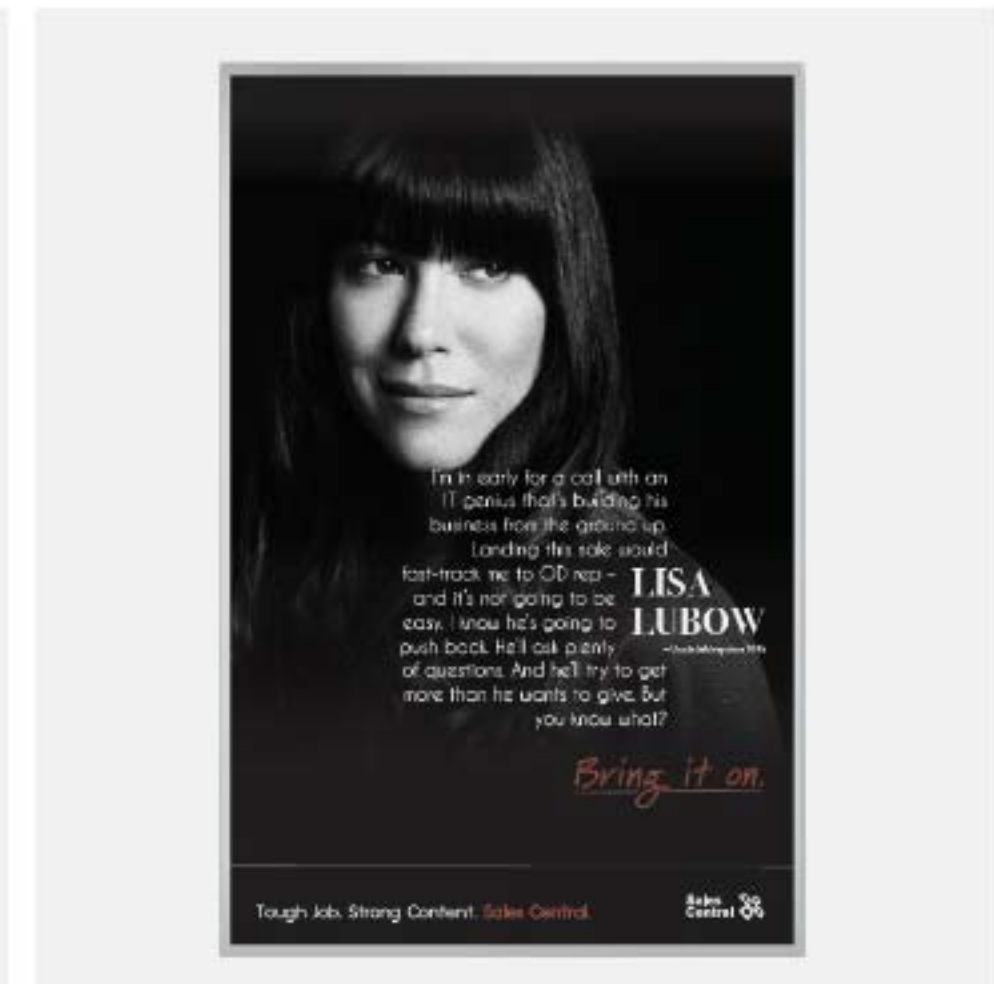
Large format, out-of-home advertising requires the creative lead to think about the environment, the audience, and the speed at which they will be interacting with the advertisements.





MO RE PRINT

A collection of brochures, tri-folds, posters, and marketing print materials, I have designed or led the creative on.





MOORE PHOTOGRAPHY

Some of the creative results from photoshoots I helped plan, direct, and manage.

