

Passionate Marketing
& Graphic Design

SAVOY
BROWN

PORTFOLIO

2020 EDITION

Layout &
Graphic
Design



SAVVY DESIGN



Hello. I'm Savoy Brown, Marketer & Graphic Designer.

INTRODUCTION

Design matters. Design not only impacts how well your product does in the market, but also the lasting impression your product has on the consumer in their home and business. Is it useful? Is it practical? Is it eye-catching? I will work closely with your team to answer these questions and help you create a long-lasting impression with your product. I provide digital graphic design with a critical eye. Great design makes products concise and personalized. With a clear brand strategy I combine all my skills to help you communicate your message, with any size project, big or small.

PROFILE

I am a Marketer & Designer with **10 years of marketing experience** using imaginative marketing approaches and **25 years in commercial arts** across various mediums. Unique collaborative and interpersonal skills. Thoughtful team-player with top-level written and verbal communication. Experienced in creating and successfully implementing new marketing campaigns and product designs to compete with market leaders. Noted for accelerating production through strict discipline and dedication.



TABLE OF CONTENTS

ABOUT ME

PROFILE & INTRODUCTION	2
Design Matters.....	2
Years of Experience.....	2
WORK EXPERIENCE SUMMARY	6
American Safety Institute.....	6
Savvy Desktop Publishing & Design, LLC.....	6
Pruitt, Humphress, Powers & Munroe.....	6
National High Magnetic Field Laboratory.....	6
Tallahassee Democrat.....	7
Harcourt, Mazer Corporation and Martini Graphics.....	7
Homes & Land	7

PROJECTS DISPLAYED

PORTFOLIO

AMERICAN SAFETY INSTITUTE.....	6
President Recommendation.....	6
Student & Instructor Course Collateral Rebuild.....	7
Supplemental Training Collateral.....	7
Car Wrap.....	8
Cascades User Guide.....	8
Website Redesign.....	9
SAVVY DESKTOP PUBLISHING & DESIGN, LLC.....	10
HD SUPPLY - CORE & MAIN	
HD Supply and Core & Main International Marketing.....	10
Core & Main - Initiative Flyers.....	10
Core & Main - Learn & Grow Course Catalog.....	12
HD Supply - Waterworks/Fire Protection Distribution Program.....	12
DUPERON CORPORATION	
Product Information Sheets.....	13
International Advertising.....	13
WEFTEC International Water Trade Show.....	14
SENSOREX	
Product Guides & Brochures.....	14
Trade Show Posters.....	15
LF MANUFACTURING	
Company Brochures & Banner Stands.....	15
HOMES & LAND	
Page Layout and Templates.....	16
TALLAHASSEE RIFLE & PISTOL CLUB	
Tri-fold Brochure and Map.....	16
PRUITT, HUMPHRESS, POWERS & MUNROE	17
Ashbrook Simon Hartley.....	17
Duperon.....	17
HD Supply.....	17
NATIONAL HIGH MAGNETIC FIELD LABORATORY	18
Open House.....	18
Signs, Displays and Events.....	19
Lobby Wall Display.....	20
Lab Brochure & Tri-Fold.....	21
Annual Reports.....	22
Periodicals.....	23
Flux.....	25

2018 - 2019

WORK EXPERIENCE SUMMARY

Marketing Director American Safety Institute

- ▶ Under a one year contract - provided direction, leadership and coordination of marketing efforts.
- ▶ Created daily social media marketing campaigns
- ▶ Provided content marketing in coherence with current SEO & SEM standards.
- ▶ Created daily social media and blog posts using Hootsuite, Social Sprout and WordPress.
- ▶ Performed competitor research and developed marketing budgets.
- ▶ Built brand awareness and positioning.

Owner/Operator Savvy Desktop Publishing & Design, LLC

- ▶ From a home office while under multiple contracts, was entrusted to create over 850 projects.
- ▶ Client list included: HD Supply, (now Core & Main), Duperon Corporation and Homes & Land.
- ▶ Marketing collateral included, but not limited to, magazine advertisements, brochures, flyers, e-mail campaigns, trade show displays and web ads.
- ▶ Cultivated relationships with clients and customized marketing and design strategies to meet their individual needs.

Project Manager of Marketing and Art Direction Pruitt, Humphress, Powers & Munroe

- ▶ Client list included multi-million level national industrial equipment manufactures within the water industry.
- ▶ With PHPM marketing procedures, successfully met progress to revenue goals and boosted client's annual revenue during recruitment.
- ▶ Successfully designed trade show booths, magazine advertisements, brochures, flyers and e-mail campaigns in multiple languages for primary and ancillary materials.
- ▶ Managed video & photography shoots and facilitated their productions.
- ▶ Primary producer of interactive corporate presentations.

Senior Art Director National High Magnetic Field Laboratory

- ▶ Enlisted by the Public Affairs Group to create a new publication, the Flux magazine.
- ▶ Nominated as lead designer for the Public Affairs Group, which resulted in the Employee of the Month Award.
- ▶ Advanced the design of Annual Reports, Mag Lab Reports, brochures, web design, event & laboratory posters and trade show-like displays.
- ▶ Creation of new brand identity throughout the laboratory.
- ▶ Supported the Biochemistry Laboratory with design and graphics.

2015 - 2018

2011 - 2015

2007 - 2011



Address

2302 Astoria Ct.
Tallahassee, FL
32303

Phone

850 591-6433

Email

savoy.brown@
savvydesktoppublishingdesign.com

Website

www.savvydesktoppublishingdesign.com

PROFICIENCIES

Graphic Design



Brand Identity



Social Media Strategy



Campaign Management



Content Creation and Storytelling



AWARDS

- ▶ National Magnetic Field Laboratory, Employee of the Month.
- ▶ Tallahassee Democrat, perfect performance appraisal.

WORK EXPERIENCE SUMMARY CONTINUED

2005 - 2007

Senior Graphic Designer Tallahassee Democrat

- ▶ Lead designer for the Special Sections department and standalone publications - Style Magazine, Xtra, Active Living, Real Estate Weekly, Home & Design, Golden Review and more.
- ▶ Collaboration with sales executives and editors to accurately transfer visual concepts and ensure they are to client's specifications.
- ▶ Directed professional photo shoots to ensure pre-planned visual concepts are met for brand identification.
- ▶ Recipient of a perfect performance review and as quoted on the review, "...changed the flow of work in the department."

1997 - 2005

Project Manager & Graphics/Writer Liaison Harcourt *(in conjunction with Mazer Corporation & Martini Graphics)*

- ▶ Built, per provided specifications, publications for Harcourt, McGraw Hill, Scott Foresman, Houghton Mifflin, Pearson and Steck-Vaughn.
- ▶ Promoted to Graphics-Writer Liaison to collaborate with executives, level editors and graphical teams.
- ▶ Acquisition of design studios that complemented textbooks which varied in style and content.
- ▶ Coordinated projects according to time deadlines and project budgets.

1993 - 1997

Shift Leader Homes & Land

- ▶ Diligently learned all aspects of image enhancement, page production, proofing and pre-press operations.
- ▶ Promotions back-to-back - Team Leader and Shift Lead.
- ▶ Monitored and a set production schedule and delegated work to multiple team leads.
- ▶ Coordinated workload of 75 employees.
- ▶ Facilitated communication between departments by leading daily meetings for workload hand-off to the next shift.

1990 - 1993

EDUCATION

**Introduction to
Digital Graphic Design**
Florida State University

Associates of Arts
Tallahassee
Community College

LINKS

LINKS

[Work Samples](#)

 [Connect to Dropbox](#)

[Website](#)

[Find out more](#) 

PROFICIENCIES

Adobe Suite



Microsoft Office Suite



Microsoft Operating System



Apple Operating System



Online Tools - Social Media





AMERICAN SAFETY INSTITUTE

800.800.7121
850.681-7233

INFO@AMERICANSAFETYINSTITUTE.COM
AMERICANSAFETYINSTITUTE.COM



850-656-0109

9009 MAHAN DRIVE, SUITE 501
TALLAHASSEE, FL 32309

To whom it may concern,

This letter is intended as a professional recommendation for Savoy Brown. Savoy was highly recommended by the hiring service we used to find quality talent. Due to his apparent value, shortly after starting with our company it was decided to hire him as a regular employee. It was agreed that his employment with ASI would be for a period of one year. This met his salary requirements and our company could benefit from his advanced marketing knowledge and graphical abilities.

During the past year, Savoy has boosted our presence on-line through all the major social media platforms, targeted mass marketing emails and print advertising. He also was instrumental in the rebrand of our company. To add, he single-handedly generated all new Instructor and Student handbooks for all our in-class driving schools. We've seen a marked increase in lead generation and sales since Savoy's efforts.

We are happy to continue to work with Savoy on a job-by-job basis, but nevertheless are sad to see him move on. He is a pleasure to work with, always professional, highly organized, has a rare work ethic that will do whatever it takes to get the job done. I believe any company would benefit from Savoy's addition.

Sincerely,

Bart W. Cassidy
Owner/President



STUDENT & INSTRUCTOR COURSE COLLATERAL REBUILD

DESCRIPTION:

Using experience in technical writing and advanced editing techniques, rewrote all 20 Instructor Manuals and Student Handbooks for three states. With the Adobe Creative Suite, redesigned and built all new collateral for online use and in-class instruction.

[Complete Project](#)

[Connect to Dropbox](#)

BOOKS PUBLISHED: 20 | ROI: book orders soared | BENEFIT: affiliate high demand



SUPPLEMENTAL TRAINING COLLATERAL

DESCRIPTION:

Researched current laws and regulations to create these newly branded supplemental sources of education for in class students. Distributed to affiliates using SendGrid email campaign software. Used in blog posts and social media.

[Complete Project](#)

[Connect to Dropbox](#)

SUPPLEMENTS DISTRIBUTED: 96 | ROI: high demand after roll out | BENEFIT: new affiliate graphic requests



CAR WRAP

DESCRIPTION:

Updated the old car wrap design to conform with the new branding put in place upon my hire.. Digitally created and supplied files, collected pricing quotes and managed the delivery and ensured integrity of work.

Old Car Design



SUPPLEMENTS DISTRIBUTED: 2 | ROI: increased lesson scheduling | BENEFIT: visibility and brand awareness

CASCADES USER GUIDES

DESCRIPTION:

In an effort to train affiliates, instructors, managers and recruiters, created separate guides for each user using the Adobe Creative Suite. Was instrumental in the testing and giving feedback to the UI team building and coding for the new site.

Complete Project



SUPPLEMENTS DISTRIBUTED: 96 | ROI: high demand after roll out | BENEFIT: increased affiliate graphic requests

DRIVE TO SAVE LIVES

WE ARE THE DRIVING FORCE BEHIND LICENSE POINTS AND INSURANCE REDUCTION PROGRAMS!

COURSE FINDER STATE PURPOSE

HELP WHENEVER YOU NEED IT

Whether you need help with enrolling, completing the course, or making sure everything gets reported afterward. Our Customer Support Team is available 5 days a week to make every step of the process easy.

NEW YORK
6-Hour Point and Insurance Reduction Program (PIRP)
This course fulfills all requirements for the PIRP and is accepted by all New York insurance companies.
REGISTER NOW
NEW YORK COURSES

FLORIDA
4-Hour First Time Driver Course & Official Online Permit Exam
This course and exam are authorized by the Florida Department of Highway Safety and Motor Vehicles and meets all requirements for your Permit.
REGISTER NOW
FLORIDA COURSES

12-HOUR
Advanced Driver Improvement Course
Drivers must complete an ADI course if their driver license was suspended in Virginia or Florida for accumulation of points, as a habitual traffic offender, non-DUI related, or by court order.
REGISTER NOW



★★★★★
Great class online, easy, convenient, full of information!

★★★★★
I had no problems with it! Got in, got done and got out!!!

★★★★★
This course was well constructed and informative. I had to call customer service on 2 occasions and that experience was as good or even better than the course. Linzy was superb! Answered all of my questions, remained professional and was very efficient and respectful of my time. I would recommend her and this course for those who need it.

★★★★★
This course was as easy as 1, 2, 3, all you have to do is read and if you are an experienced driver, a lot of it is second nature! I took it and passed on the first try! I would highly recommend this course!

ABOUT US

The American Safety Institute, Inc. (ASI) is devoted to educating drivers –both new and seasoned- in best strategies for being safe on the road. We began instructing drivers in 1992 and now have over 20 different state approved courses throughout the United States.

LEARN MORE



WEBSITE REDESIGN

DESCRIPTION:

As a beginning template for the final published site, created this mock site to begin the editing process. This effort was intended to further enhance brand awareness within the digital space by driving new website traffic and acquiring leads/customers.

FINAL SITE PUBLISHED: yes

ROI: reduced vendor cost

BENEFIT: in house design



We have been committed to our clients and their safety for over 30 years.

EMAIL US

Name:
Email:
Message:

HELPFUL RESOURCES



FOLLOW US



LET'S CONNECT!

For the latest driving related headlines & news.
Enter Email Address: **SUBSCRIBE**

RECENT POSTS





SAVVY DESKTOP PUBLISHING & DESIGN, LLC

SAVVY DESIGN

MARKETING WITH PURPOSE
DESIGN WITH MEANING

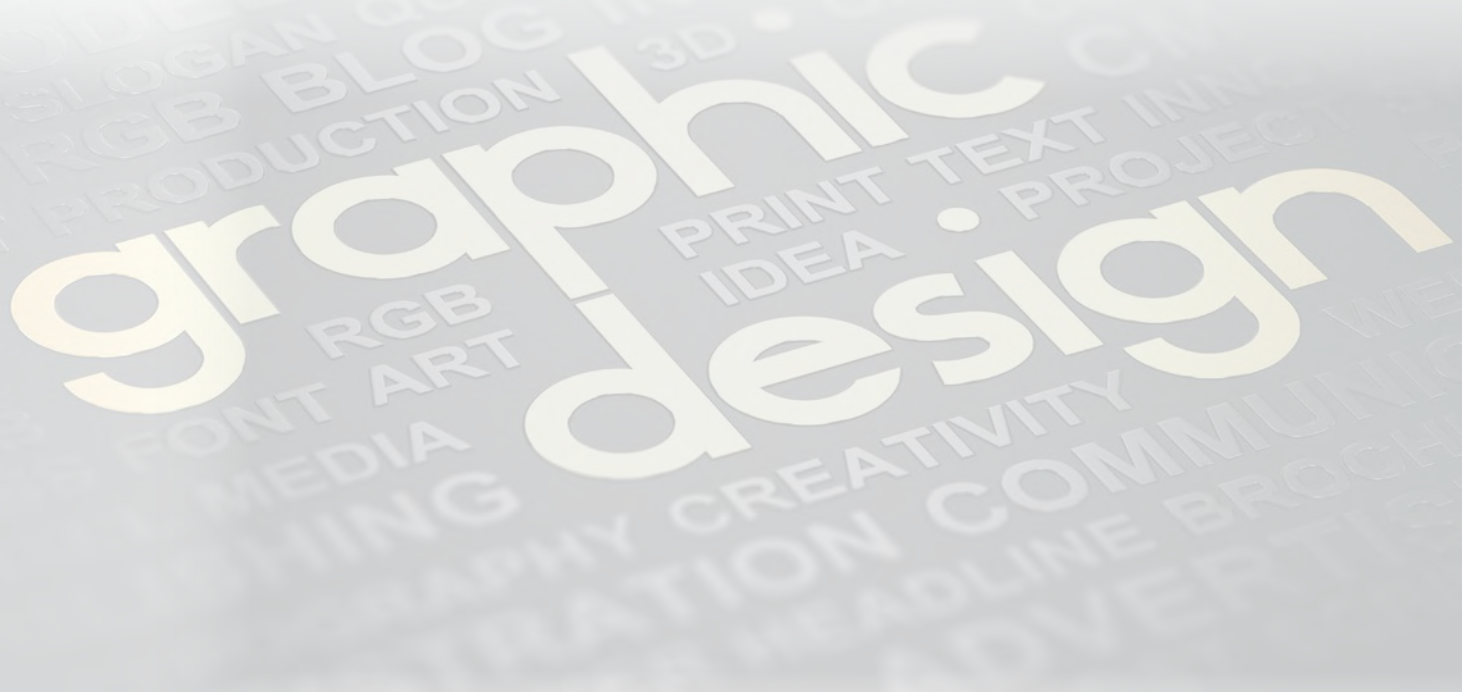
BUSINESS OWNER

PASSIONATE MARKETING & GRAPHIC DESIGN

For the past 25 years, I have helped businesses create their brand presence and achieve their goals. My process is designed to empower your brand and outfit your business with the marketing tools and graphical support needed to succeed. Let's talk today about how I can support your growth and put you on a solid track to success.

MISSION

To provide clients with an excellent product that would help represent them in a positive, creative and thought provoking way. Develop a reputation of excellence and commitment to providing creative and thought provoking projects. Designs with meaning and purpose is what is always striven for in each and every project.





HD SUPPLY AND CORE & MAIN - INTERNATIONAL MARKETING

DESCRIPTION:

Under annual renewing contracts, and with collaboration with the Director of Marketing, generated hundreds of differing types of collateral and advertisements for the U.S. and Caribbean markets. Was instrumental in rebranding efforts from HD Supply to Core & Main.

[Complete Project](#)

[Connect to Dropbox](#)

COLLATERAL PIECES DISTRIBUTED: hundreds | ROI: sales from exposure | BENEFIT: my on demand customer service



CORE & MAIN - INITIATIVE FLYERS

DESCRIPTION:

Designed from top to bottom, dozens of Initiative Flyers to hundreds of locations within the U.S. and Caribbean Islands. Side-by-side comparisons of my designs and a well-known advertising agency showed my work to be on par with current marketing trends.

[Complete Project](#)

[Connect to Dropbox](#)

USE: handouts and e-mail | ROI: sales from exposure | BENEFIT: standardized all marketing collateral



CORE & MAIN - LEARN & GROW COURSE CATALOG

DESCRIPTION:

After the successful Distribution Trainee Program, I was once again solicited by the Human Resources department design a new type of catalog called, Talent Factory. As before, designed a layout with graphical support and guidance on content structure.

[Complete Project](#)

[Connect to Dropbox](#)

USE: course program | ROI: training | BENEFIT: reliable source for graphical support



HD SUPPLY - WATERWORKS/FIRE PROTECTION DISTRIBUTION PROGRAM

DESCRIPTION:

The Distribution Trainee Program provides participants broad exposure to all roles. I was solicited by the Human Resources department to rush deliver a layout with graphical support and guidance on content structure.

[Complete Project](#)

[Connect to Dropbox](#)

USE: trainee program | ROI: recruitment | BENEFIT: rush job completion



DUPERON - PRODUCT INFORMATION SHEETS

DESCRIPTION:

Used by sales reps during their presentations to municipals. Collaborating with the Marketing Director, I created these Product Information Sheets detailing every aspect of DuPeron's lineup of manufactured equipment.

[Complete Project](#)

[Connect to Dropbox](#)

PRODUCT INFORMATION SHEETS PRODUCED: 25 | ROI: assisted in sales | BENEFIT: high demand prints



DUPERON - INTERNATIONAL ADVERTISING

DESCRIPTION:

Under annual renewing contracts, and with collaboration with the Director of Marketing, generated advertising advertisements, per advertiser's specifications, through varying magazines domestically and internationally. These were tailored with corresponding E-blasts.

[Complete Project](#)

[Connect to Dropbox](#)

ADVERTISING PIECES DISTRIBUTED: hundreds | ROI: sales from exposure | BENEFIT: my on demand customer service



DUPERON - WEFTEC INTERNATIONAL TRADE SHOW

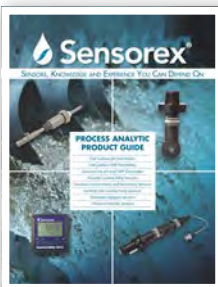
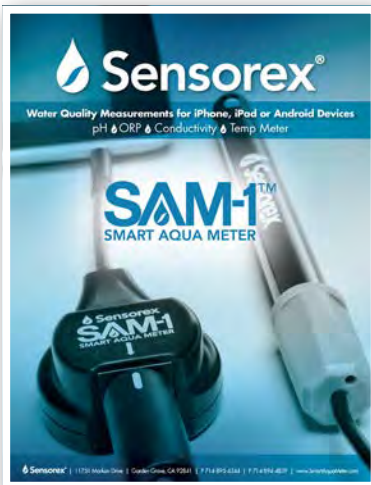
DESCRIPTION:

WEFTEC is the largest annual international water trade show. Between my previous employer PHPM, and my LLC, we have prepared concepts, planned complete booth layouts, provided graphics and attended each show since 2011.

[Complete Project](#)

[Connect to Dropbox](#)

TRADE SHOW LOGISTICS: yes | **ROI:** successful show consecutively | **BENEFIT:** exposure on an international scale



SENSOREX - PRODUCT GUIDES & BROCHURES

DESCRIPTION:

Sensorex makes real-time water quality measurement equipment. They required someone skilled in taking mass amounts of information and merging it with product imagery. These widely distributed product guides and brochures were the result.

[Complete Project](#)

[Connect to Dropbox](#)

USE: distribution to potential customers | **ROI:** assisted in sales | **BENEFIT:** high demand digitals & prints



OUR VISION

Simplifying Real-Time Water Quality Measurements

PEOPLE

- Proactive Coaching Culture
- Empowerment & Recognition
- Continuing Skills Development
- Team Performance Metrics

GROWTH

- 10% Annual Growth
- Attract Premier Sales Partners
- Increased Branded Sales

Use Your iPhone or iPad as a Powerful pH Meter

For more details, visit us on-line at www.pHmeter.com

iPad iPhone iPad

- Multipoint Calibration
- Manual or Auto Temperature Compensation
- Time/Date/Location Stamp Recording with Comments
- GPS Coordinate Recording for Field Use
- Email Data Records for Compliance and Record Keeping

Sensorex

11751 Markon Drive Garden Grove, California 92641

Online Process Solutions

- pH/ORP
- Conductivity
- Dissolved Oxygen
- Free Chlorine/Chlorine Dioxide

Sensorex

SENSOREX - TRADE SHOW POSTERS

DESCRIPTION:

After visiting Duperon's WEFTEC trade show booth, Sensorex asked that I generate posters for their small booth at the same show. Worked with their photographer to ensure that I received the best possible imagery for maximum visual impact.

Complete Project

Connect to Dropbox

RESOLUTION & PIXEL UNDERSTANDING: yes | ROI: sales from exposure | BENEFIT: my experience of trade shows

FSI FIBERGLASS STRUCTURES, INC.

300 to 1,000 bbl Fiberglass Tanks
Larger Diameter Tanks Available (now making up to 15'6")
Gumbarels
16 oz Pressure Rated Tanks
Carbon Vell & Grounding Systems
Lightning Protection Systems Available
Serving the Western US, Canada, and Alaska Regions

CALL TODAY FOR MORE INFO AND PRICING!

Rob Harris: (406) 690-9505
Jay Storgy: (406) 690-9503
Chris Barnidge: (281) 624-4002
Jamey Finstad: (254) 624-7261
Mark Nelson: (208) 512-9094

119 South Washington Ave.
Laurel, Montana 59044
Phone: (406) 528-1043
www.fiber-glass-structures.com

Lighting Protection/Prevention

FSI offers a variety of lightning protection prevention systems through lightning rods and air terminal systems. Our lightning rods and air terminals are made of aluminum or copper. Our lightning rods are made of aluminum or copper. Our lightning rods are made of aluminum or copper.

Material	Height	Weight
Aluminum	10'	1.5 lbs
Copper	10'	2.0 lbs
Aluminum	15'	2.5 lbs
Copper	15'	3.0 lbs
Aluminum	20'	3.5 lbs
Copper	20'	4.0 lbs
Aluminum	25'	4.5 lbs
Copper	25'	5.0 lbs
Aluminum	30'	5.5 lbs
Copper	30'	6.0 lbs
Aluminum	35'	6.5 lbs
Copper	35'	7.0 lbs
Aluminum	40'	7.5 lbs
Copper	40'	8.0 lbs
Aluminum	45'	8.5 lbs
Copper	45'	9.0 lbs
Aluminum	50'	9.5 lbs
Copper	50'	10.0 lbs

Oil & Water Separators

Our oil/water separators are designed to separate oil and water from wastewater. Our separators are made of fiberglass and are available in various sizes and configurations. Our separators are made of fiberglass and are available in various sizes and configurations.

Quality Bulk Right-In

FSI's fiberglass products are designed and manufactured for your specific application. Our products are made of fiberglass and are available in various sizes and configurations. Our products are made of fiberglass and are available in various sizes and configurations.

Certified Excellence

Our fiberglass tanks are manufactured to meet or exceed all API 620 specifications for the oil and gas industry. Our tanks are made of fiberglass and are available in various sizes and configurations. Our tanks are made of fiberglass and are available in various sizes and configurations.

Available Sizes

Our fiberglass tanks are available in various sizes and configurations. Our tanks are made of fiberglass and are available in various sizes and configurations. Our tanks are made of fiberglass and are available in various sizes and configurations.

Quality Assurance

Our fiberglass tanks are manufactured to meet or exceed all API 620 specifications for the oil and gas industry. Our tanks are made of fiberglass and are available in various sizes and configurations. Our tanks are made of fiberglass and are available in various sizes and configurations.

Options & Fittings

Our fiberglass tanks are available with various options and fittings. Our tanks are made of fiberglass and are available in various sizes and configurations. Our tanks are made of fiberglass and are available in various sizes and configurations.

LFM FIBERGLASS

EXPERIENCE - KNOWLEDGE - SERVICE
Fiberglass Reinforced Pipe & Structures

- Chemical Storage Tanks
- Water Storage Tanks
- Manholes and Basins
- Valve Vaults
- Air Scrubbers
- Process Vessels
- Flow, Duct and Headers
- Custom O&M Structures

ISO 9001 Certified
Over 40 years of Experience
Over 100,000 F&P Structures in Service
O&M Design and CAD Services

LFM FIBERGLASS

10 to 1,000 bbl Fiberglass Tanks
Larger Diameter Tanks Available (up to 15'6")
Gumbarels
16 oz Pressure Rated Tanks
Carbon Vell & Grounding Systems
Lightning Protection Systems Available
Serving the Western US, Canada, and Alaska Regions

CALL TODAY FOR MORE INFO AND PRICING!

Chris Barnidge: (281) 624-4002
Jamey Finstad: (254) 624-7261
Mark Nelson: (208) 512-9094

Proudly Made in the USA

119 South Washington Ave
Laurel, Montana 59044
Phone: (406) 528-1043
www.fiber-glass-structures.com

Proudly Made in the USA

119 South Washington Ave
Laurel, Montana 59044
Phone: (406) 528-1043
www.fiber-glass-structures.com

LFM FIBERGLASS

10 to 1,000 bbl Fiberglass Tanks
Larger Diameter Tanks Available (up to 15'6")
Gumbarels
16 oz Pressure Rated Tanks
Carbon Vell & Grounding Systems
Lightning Protection Systems Available
Serving the Western US, Canada, and Alaska Regions

CALL TODAY FOR MORE INFO AND PRICING!

Chris Barnidge: (281) 624-4002
Jamey Finstad: (254) 624-7261
Mark Nelson: (208) 512-9094

LFM FIBERGLASS

10 to 1,000 bbl Fiberglass Tanks
Larger Diameter Tanks Available (up to 15'6")
Gumbarels
16 oz Pressure Rated Tanks
Carbon Vell & Grounding Systems
Lightning Protection Systems Available
Serving the Western US, Canada, and Alaska Regions

CALL TODAY FOR MORE INFO AND PRICING!

Chris Barnidge: (281) 624-4002
Jamey Finstad: (254) 624-7261
Mark Nelson: (208) 512-9094

LFM FIBERGLASS

10 to 1,000 bbl Fiberglass Tanks
Larger Diameter Tanks Available (up to 15'6")
Gumbarels
16 oz Pressure Rated Tanks
Carbon Vell & Grounding Systems
Lightning Protection Systems Available
Serving the Western US, Canada, and Alaska Regions

CALL TODAY FOR MORE INFO AND PRICING!

Chris Barnidge: (281) 624-4002
Jamey Finstad: (254) 624-7261
Mark Nelson: (208) 512-9094

FSI & LFM - COMPANY BROCHURES & BANNER STANDS

DESCRIPTION:

FSI & FSM are sister companies selling fiberglass structures in the oil industry. I was asked to update their old collateral for both companies. I also generated banner stands for use in their offices and trade shows.

Complete Project

Connect to Dropbox

NEED: fresh look from old | ROI: assisted in sales | BENEFIT: high demand digitals & prints

SHELBY DOWNS
Office: 303-543-3083
Phone: 303-817-2666

8z REAL ESTATE

Boulder, CO | \$3,550,000

Monthly owner-occupied home for resale in Century 21's "Top 100" most desirable neighborhoods in the country. This is a rare opportunity to own a luxury home in a prime location. The home features a gourmet kitchen, hardwood floors, and a large master suite. The property is surrounded by lush landscaping and a private pool. This is a must-see property for anyone looking for a luxury home in a prime location.

Boulder, CO | \$299,900

Three bedrooms, two bathrooms, open floor plan, granite countertops, stainless steel appliances, hardwood floors, and a large master suite. The property is surrounded by lush landscaping and a private pool. This is a must-see property for anyone looking for a luxury home in a prime location.

Eric, CO | \$269,000

Modern 4 bedroom, 3 bathroom, open floor plan, granite countertops, stainless steel appliances, hardwood floors, and a large master suite. The property is surrounded by lush landscaping and a private pool. This is a must-see property for anyone looking for a luxury home in a prime location.

Buying, Selling, Improving, Connecting.

HOMES & LAND

OF THE DAYTONA & ORMOND COASTS

HOMESANDLAND.COM

Andy Black
Country Club Properties
Main: 386-299-7936

"As seen on the cover of Homes & Land of Daytona & Ormond Coasts"

Kimberly Chapman
Phone: 303-441-1000 (Toll Free: 800-767-0000)

NOVATO, CO \$1,880,000

Three bedrooms, two bathrooms, open floor plan, granite countertops, stainless steel appliances, hardwood floors, and a large master suite. The property is surrounded by lush landscaping and a private pool. This is a must-see property for anyone looking for a luxury home in a prime location.

HOMES & LAND
OF THE DAYTONA & ORMOND COASTS

3 Mar Azul 5, Ponce Inlet, FL 32127

\$735,000

Mediteranean, Single Family Home, Custom Built 4 bed/3 bath, 5,100 sq ft, Pool, Spa, Hardwood Floors, Granite Countertops, Stainless Steel Appliances, Hardwood Floors, Open Floor Plan, Large Master Suite, Hardwood Floors, Open Floor Plan, Large Master Suite, Hardwood Floors, Open Floor Plan, Large Master Suite.

Andy Black
Country Club Properties
Main: 386-299-7936
Office: 386-756-6105

SPRUCE CREEK

HOMES & LAND
OF THE DAYTONA & ORMOND COASTS

Traditional Elegance!

"As seen on the cover of Homes & Land of Tallahassee"

Yvonne Howell
Coldwell Banker
Phone: 904-762-1234
Office: 904-762-1234

"This golf front home located on Many Creek has every space a discerning buyer could ask for."

HOMES & LAND - PAGE LAYOUT & TEMPLATES

DESCRIPTION:

Working for Homes & Land as a Shift Leader was my first work experience in the graphics industry. 27 years later, I continue to lead their layout work. I design luxury layouts for the premium sections and provide templates for other designers to follow.

[Complete Project](#)

[Connect to Dropbox](#)

TRADE SHOW LOGISTICS: yes | ROI: successful show consecutively | BENEFIT: exposure on an international scale

SAFETY IS THE REAL TARGET!

TRPC
Offers to provide a safe, family friendly environment for our members, guests and participants at TRPC's club sponsored events and competitions. TRPC has fire extinguishers, 4 gun shot trauma kits and 2 AED's located on property for your medical safety. TRPC is a licensed and gated facility for your personal safety.

KEYPAD CONTROLLED ACCESS

FOR MEMBERSHIP INFO CONTACT INFO@TRPC.NET

LOCATED AT 146 PISTOL RANGE RD. TALLAHASSEE, FL 32305

A PRIVATE 40-ACRE GATED SHOOTING FACILITY

SAFETY FIRST SAFETY ALWAYS

THREE PISTOL RANGES

- RIFLE RANGE
- 100YD RANGE
- 200YD RANGE
- 300YD RANGE
- TRAP RANGE
- COWBOY TOWN
- STEEL PLATE HOUSE
- TEXAS STAR
- GONG

FOUNDED IN 1964

TALLAHASSEE RIFLE & PISTOL CLUB

WE ARE PROUD TO HELP SUPPORT TRPC'S YOUTH PROGRAM AND ARE THE MEMBERS

GRAB YER IRONS, GRAB YER GUN AND COME ON DOWN FOR A TROUBLE SHOOTIN' SHOOTIN' GOOD TIME!!

SPECIALLY ARE WELCOME AND ENCOURAGED. \$100 RATES APPLY AND LASTS EVERY MONTH

YOUR FACILITIES ARE OUTSTANDING AND IT SHOWS THAT YOUR MEMBERS WORK HARD TO KEEP

EVENTS ARE OPEN TO NON-MEMBERS. SEE THE NON-MEMBERS AND EVENTS PAGES ON OUR WEBSITE

TRPC IS A 100% NRA AFFILIATED CLUB

TALLAHASSEE RIFFLE & PISTOL CLUB - TRI-FOLD BROCHURE & MAP

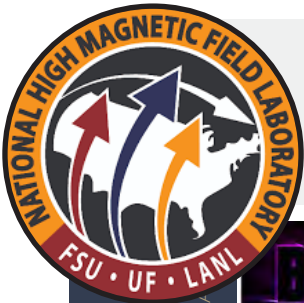
DESCRIPTION:

Asked by the vice-president of TRPC for a fun brochure - I designed, produced and managed the printing of the above displayed tri-fold for their shooting range. He is an extremely pleased client and insisted that his brochure be included as part of my portfolio.

[Complete Project](#)

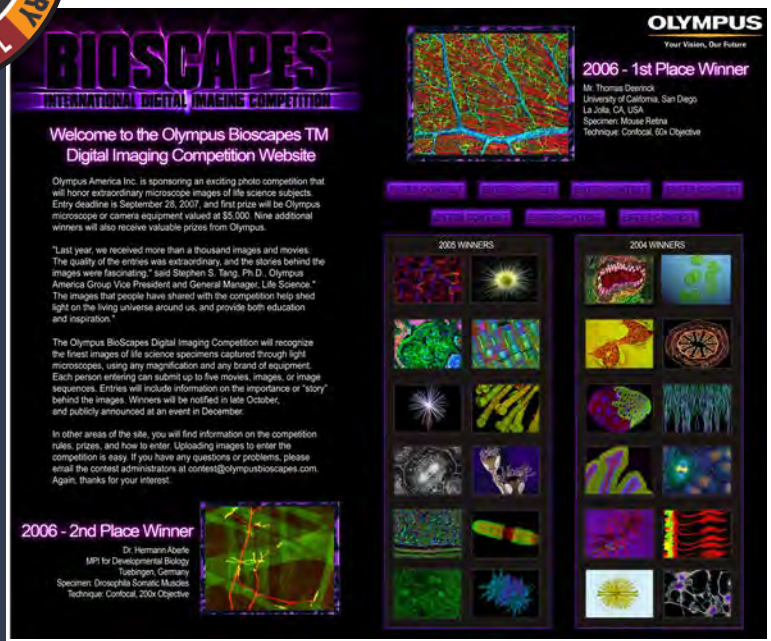
[Connect to Dropbox](#)

USE: distribution to public | ROI: exposure | BENEFIT TO ME: I became an honorary member



NATIONAL HIGH MAGNETIC FIELD LABORATORY

HIGH MAGNETIC FIELD RESEARCH F...



MAG LAB - MICROSCOPY LAB

DESCRIPTION:

In the beginning of my employment with the NHMFL, (Mag Lab), I began work in the Microscopy Lab, where I designed websites for the Lab and also for the Office of Research. As my design skill was recognized, my responsibilities increased.

[Complete Project](#)
[Connect to Dropbox](#)

PROJECT: website design | **ROI:** national exposure | **BENEFIT:** understanding of Lab's work



MAG LAB - OPEN HOUSE

DESCRIPTION:

Public Affairs holds an Open House every year. This was the largest annual public event for the Lab and all working for the Lab participated. I gave Public Affairs the ability to reach the public in a welcoming way for this prestigious event.

[Complete Project](#)
[Connect to Dropbox](#)

USE: public understanding | **ROI:** public support | **BENEFIT:** public exposure

Magnet Lab Public Affairs Group

Rooms B111-B313

In the NEWS and ON AIR

An established presence online

Reaching out to the public

Partners in our community

45T HYBRID

The World's STRONGEST Magnet

The 45T Hybrid magnet is a unique combination of superconducting and permanent magnets. It is the world's strongest magnet, capable of generating a magnetic field of 45 Tesla.

MAGNET MYSTERY HOUR

Who are the scientists who do research at Magnet Lab?

What are the mysteries of magnetism?

When: Tuesday, Jan 27, 2009, 7-8 p.m. including Q&A

Where: National High Magnetic Field Laboratory, Innovation Park, 1800 E. Paul Dirac Drive, Tallahassee, FL 32310

MAGNET MYSTERY HOUR

WITH SCOTT HANNAHS, MYTH BUSTED!

Give your sense of humor, and most importantly, your questions.

What: US Dept of Energy

When: Thursday, April 23, 2009 7-8 p.m. including Q&A

Where: National High Magnetic Field Laboratory, Innovation Park, 1800 E. Paul Dirac Drive - Tallahassee, FL 32310

MAGNET MYSTERY HOUR PRESENTS: SCOTT HANNAHS AND THE MUSTACHE OF TRUTH

Can your magnetic fields affect the local weather?

Where does the lab's money come from?

How big is the magnetic field of a research magnet?

Can magnets be used as weapons?

Word to take a registration peek at the Magnet Mystery Hour at 6:30 for our off-free cash/prize! This event is live and open to the public. Where: FSU Magnet Lab, 1800 East Paul Dirac Drive, Room 8101. When: January 19, 2009, 7 p.m. to 8:30 p.m. Contact: Amy Wright, 644-1933, wright@magnet.fsu.edu

OIL DETECTIVES: PETROLEOMICS

Ryan Rodgers of the lab's Ion Cyclotron Resonance (ICR) group will explain how scientists use very sophisticated tools to simultaneously separate and identify thousands of chemical constituents within a single crude oil sample. Dubbed "petroleomics," this new field of research has major implications for how oil companies drill for and refine natural resources.

FREE TO THE PUBLIC

What: The Magnet Mystery Hour

When: Tuesday, November 17, 2009, 7-8 p.m. including Q&A. Short hour offered at 6:30 p.m.

Where: National High Magnetic Field Laboratory, Innovation Park, 1800 E. Paul Dirac Drive, Tallahassee, FL 32310

More Info: www.magnet.fsu.edu or Amy at 644-1933

MAGNETO-KINETICS

The principle of magneto-kinetics can be applied to everything from crop sensing to moving cargo around the solar system.

Magnetic fields and eddy currents, which can rapidly produce kinetic energy, separate or process magnetic materials. This technology can search properties to shape and form metal objects without touching them, the characteristics of the technology in the precise control and extreme power that can be focused upon an application.

In this demonstration, energy is transferred from AC current to capacitance, which stores the energy as an electric field. The capacitors can discharge rapidly, because their electric current is not limited by a physical reaction rate, like batteries. When the battery is discharged, a switch/circuit is closed, allowing electrical current to flow from the capacitors to the coil winding at the base of the launcher assembly. Energy flows inductively from the capacitors into an electromagnetic field in the space around the launcher coil assembly. The rapidly changing magnetic field induces an opposing electrical eddy current in the metal ring projectile centered on top of the coil assembly. The single eddy current field repels the launcher field, but one bar magnet aligned with the ring. The resulting field field interaction rapidly accelerates the projectile thereby converting magnetic field energy into kinetic energy.

From: Science Daily

Magnet's Equation: $\nabla \cdot \mathbf{B} = 0$, $\nabla \times \mathbf{E} = -\dot{\mathbf{B}}$, $\nabla \times \mathbf{H} = \mathbf{J} + \dot{\mathbf{D}}$, $\nabla \cdot \mathbf{D} = \rho_{ext}$

Labels: Launch Projectile, Launch Coil, Launch Capacitor

What to do about **H1N1**

- Clean Hands**
Wash your hands for at least 20 seconds using soap and water or alcohol-based hand sanitizers.
- Cover Coughs and Sneezes**
Use a tissue and throw away after use.
- Avoid Contact**
Avoid close contact with those who are sick.
- Stay Away**
Stay home until 24-hours after your fever is gone.

sore throat runny nose fever lack of appetite coughing nausea vomiting diarrhea

Welcome to the... **NATIONAL HIGH MAGNETIC FIELD LABORATORY**

Visitors Please Sign-in at Front Desk

MAG LAB - SIGNS, DISPLAYS AND EVENTS

DESCRIPTION:

Working with 3D artists and scientists, I was tasked to create all public facing advertisements, as well as redesigning all displays, signs, banners, brochures, pamphlets and anything design related to the physical appearance of the Lab.

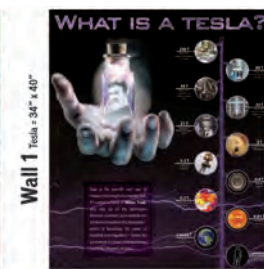
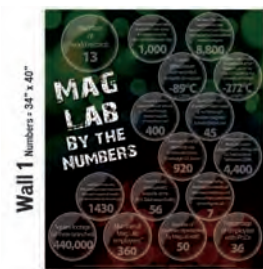
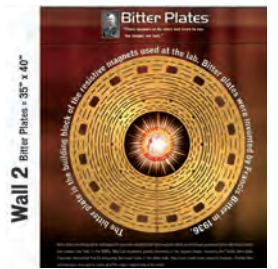
[Complete Project](#)

[Connect to Dropbox](#)

USE: distribution to public | ROI: exposure | BENEFIT: design capability



Grenoble Magnet



MAG LAB - LOBBY WALL DISPLAY

DESCRIPTION:

As part of the Mag's makeover, the main wall in the Lobby of the Mag Lab, was given to me to display the Lab's history and research. Meeting with scientists, I gathered the needed information and artwork. With the Lab's poster printers, I created this display.

[Complete Project](#)

[Connect to Dropbox](#)

USE: huge display | ROI: public exposure | BENEFIT: display to welcome the public

Magnet Research: Transforming Our World

It is a world where information is as much available as it is easy to forget. Now, more than ever, we need to know what we know. Basic science builds knowledge and understanding, which gives us the tools to solve the world's most difficult problems. Magnet research is at the forefront of this effort, and it is transforming our world.

Basic research at the National High Magnetic Field Laboratory's 100k-ohm facility:

- Explore new physical phenomena that are inaccessible to conventional methods, and create new tools to advance experimentation.
- Develop high-precision tools to make possible more effective medical diagnosis and research technology.
- Study how materials behave under conditions that they will not see in a normal state of matter.
- Develop chemical and materials research that will lead to new materials with improved properties and advanced applications.
- Develop high-precision tools to make possible more effective medical diagnosis and research technology.
- Study how materials behave under conditions that they will not see in a normal state of matter.
- Develop chemical and materials research that will lead to new materials with improved properties and advanced applications.

Among other work, researchers at the lab:

- Explore new physical phenomena that are inaccessible to conventional methods, and create new tools to advance experimentation.
- Develop high-precision tools to make possible more effective medical diagnosis and research technology.
- Study how materials behave under conditions that they will not see in a normal state of matter.
- Develop chemical and materials research that will lead to new materials with improved properties and advanced applications.

1989 The National High Magnetic Field Laboratory is established by the National Science Foundation (NSF) to provide the highest magnetic fields and most powerful magnets for scientific research in the United States.

1990 The lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1992 The lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1993 The lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1994 The lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

MAGNET LAB User Programs

Did you know?

Without its users, there would be no Magnet Lab.

The Magnet Lab is a unique facility that provides a wide range of scientific research opportunities. It is a world where information is as much available as it is easy to forget. Now, more than ever, we need to know what we know. Basic science builds knowledge and understanding, which gives us the tools to solve the world's most difficult problems. Magnet research is at the forefront of this effort, and it is transforming our world.

1995 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1996 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1998 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1999 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

2004 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

2005 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

MAGNET LAB Economic Impact

Did you know?

Without its users, there would be no Magnet Lab.

The Magnet Lab is a unique facility that provides a wide range of scientific research opportunities. It is a world where information is as much available as it is easy to forget. Now, more than ever, we need to know what we know. Basic science builds knowledge and understanding, which gives us the tools to solve the world's most difficult problems. Magnet research is at the forefront of this effort, and it is transforming our world.

1995 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1996 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1998 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1999 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

2004 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

2005 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

MAGNET LAB Economic Impact

Did you know?

Without its users, there would be no Magnet Lab.

The Magnet Lab is a unique facility that provides a wide range of scientific research opportunities. It is a world where information is as much available as it is easy to forget. Now, more than ever, we need to know what we know. Basic science builds knowledge and understanding, which gives us the tools to solve the world's most difficult problems. Magnet research is at the forefront of this effort, and it is transforming our world.

1995 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1996 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1998 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

1999 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

2004 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

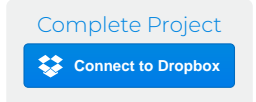
2005 The Magnet Lab is awarded the highest magnetic field award by the American Physical Society (APS) for its contribution to the field of condensed matter physics.

MAG LAB - LAB BROCHURE & TRI-FOLD

DESIGN:

As part of the total package in welcoming the public and sharing the Lab's research, I was asked to redesign the welcome packet toward visitor's of the Lab. Public Affairs scheduled group appointments for a guided tour. These pieces were the main parts of that packet.

USE: welcome packet | ROI: lab exposure | BENEFIT: educational



NATIONAL HIGH MAGNETIC FIELD LABORATORY

1800 EAST PAUL DIRAC DR.
TALLAHASSEE, FL 32310-3706
850.644.0311
www.magnet.fsu.edu

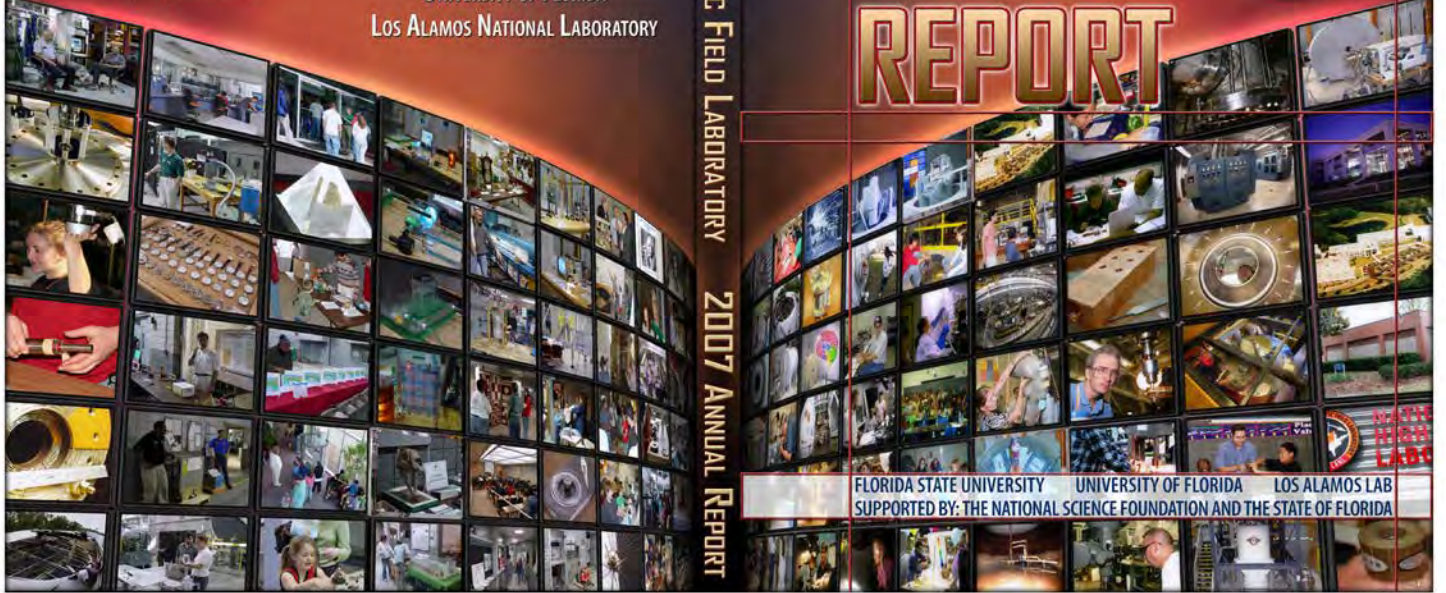
Supported by:
THE NATIONAL SCIENCE FOUNDATION
and the
STATE OF FLORIDA

Operated by:
FLORIDA STATE UNIVERSITY
UNIVERSITY OF FLORIDA
LOS ALAMOS NATIONAL LABORATORY

NATIONAL HIGH MAGNETIC FIELD LABORATORY 2007 ANNUAL REPORT

NATIONAL HIGH MAGNETIC FIELD LABORATORY

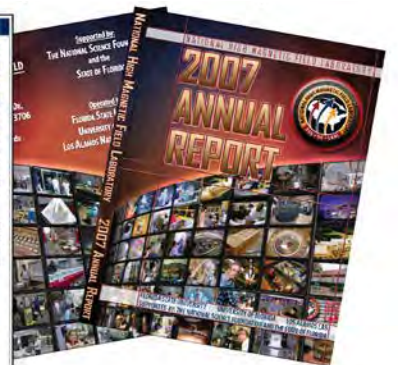
2007 ANNUAL REPORT



FLORIDA STATE UNIVERSITY UNIVERSITY OF FLORIDA LOS ALAMOS LAB
SUPPORTED BY: THE NATIONAL SCIENCE FOUNDATION AND THE STATE OF FLORIDA



2008	
TABLE OF CONTENTS	ANNUAL REPORT
Chapter 1: 2008 YEAR IN REVIEW	1
RESEARCH HIGHLIGHTS	1
Life Sciences	11
Chemistry	19
Engineering, Materials, and Technology	25
Condensed Matter Physics	35
Chapter 2: USER PROGRAMS	53
Chapter 3: MAGNETS & MAGNET MATERIALS	74
Chapter 4: USER COLLABORATION GRANTS PROGRAM	89
Chapter 5: EDUCATION	92
Chapter 6: INDUSTRIAL PARTNERS & COLLABORATIONS	99
Chapter 7: CONFERENCES & WORKSHOPS	108
Chapter 8: MANAGEMENT & ADMINISTRATION	110
Chapter 9: SCIENCE & RESEARCH PRODUCTIVITY	116
Appendix A: User Facility Statistics	127
Appendix B: Research Awards by Category	137
Appendix C: Publications & Submissions Index	144



2007	2006	2005	2004	2003	2002	2001	2000
MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS	MAGNETS & MAGNET MATERIALS
MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION	MANAGEMENT & ADMINISTRATION
USER FACILITY STATISTICS	USER FACILITY STATISTICS	USER FACILITY STATISTICS	USER FACILITY STATISTICS	USER FACILITY STATISTICS	USER FACILITY STATISTICS	USER FACILITY STATISTICS	USER FACILITY STATISTICS

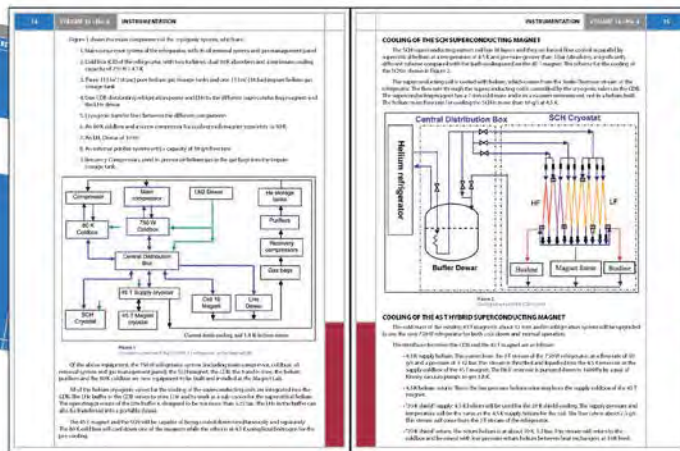
MAG LAB - ANNUAL REPORTS

DESCRIPTION:

With the success of my previous projects, I was given more research-centered work. The Annual reports took an entire quarter to prepare and was given to various groups to keep ongoing funding and solicit further support for the Lab's research.

[Complete Project](#)
[Connect to Dropbox](#)

USE: lab's yearly progress | ROI: continued funding | BENEFIT: design on par with the lab's research



MAG LAB - PERIODICALS

DESCRIPTION:

These smaller and monthly periodicals were for wide distribution to the scientific community. I was given complete freedom to revamp the look and flow of these publications to create more interest in the lab's research.

USE: wide public distribution | ROI: exposure | BENEFIT: further interest in lab

Complete Project

Connect to Dropbox



MAG LAB - FLUX

DESCRIPTION:

With the success of my previous projects, Public Affairs wanted my assistance in developing this new publication, Flux. This was printed and used digitally and was intended to put the lab's research in more layman's terms for easier public consumption.

USE: distribution to public | ROI: exposure | BENEFIT: experienced designer for new publication

Complete Project

Connect to Portfolio

with superpowers
 ...that he often compares superconductivity to a ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

Superconductivity
 ...the ...
Superconductivity
 ...the ...
Superconductivity
 ...the ...

MAG LAB - FLUX

DESCRIPTION:
 I interviewed scientists and researchers for content, worked with 3D artists to accurately convey research data and design concepts, did complete layout and followed the process through to completion by supplying files to printers and webmasters.

Complete Project
 Connect to Dropbox

CONTINUED PUBLICATION: yes | ROI: successful release | BENEFIT: well received by the public

Marketing campaigns,
email marketing, social
media and display and
search advertising.



MARKETING

SAVOY
BROWN

PORTFOLIO

2020 EDITION

Layout &
Graphic
Design



SAVVY DESIGN