

NATALIE CHANTAL LUKE

Brand Systems • Executive Communications • Creative Leadership

natalie@natalieluke.com

206.527.1540

Seattle, WA

Translating complex strategy into clear,
emotionally resonant creative **that moves
people, brands, and organizations.**

Experienced Art and Creative director leading brand systems, executive communications, enterprise storytelling, experiential programs, product launches, and organizational transformation initiatives for companies like Microsoft, T-Mobile, Google, Starbucks, Boeing, Alaska Airlines, and Seafair.

Transforms complexity into clarity through narrative, design, and communication systems that help organizations align people, strategy, and action.

SELECT CLIENTS

Microsoft • Google • T-Mobile • Starbucks • Seafair

T-Mobile #UNSTOPPABLE TOUR

MULTITACTION INTERACTIVE SHOW SYSTEM AND EXECUTIVE COMMUNICATIONS PLATFORM



05:00

#UNSTOPPABLE
TOUR 2018

05:00



Scope

Engaged by T-Mobile to design and develop the visual graphics and show system for the MultiTaction interactive platform as part of the #UNSTOPPABLE Tour. This marked the first implementation of MultiTaction technology within T-Mobile's Technology Center, requiring the creation of a cohesive visual system optimized for large-format, multi-user interactive display environments.

The engagement required translating executive communications and brand identity into a dynamic visual experience capable of functioning seamlessly within the MultiTaction platform. The system was designed to support leadership messaging while leveraging interactive capabilities to create an immersive communications environment.

Role

Creative lead responsible for designing and producing the complete visual graphics system, motion assets, and presentation content deployed on the MultiTaction platform.

Established the visual architecture and asset system required to support interactive display environments while ensuring alignment with enterprise brand standards and executive communications objectives.

Developed platform-specific visual content optimized for high-resolution, multi-user interactive displays and ensured seamless integration with the Technology Center's technical infrastructure.

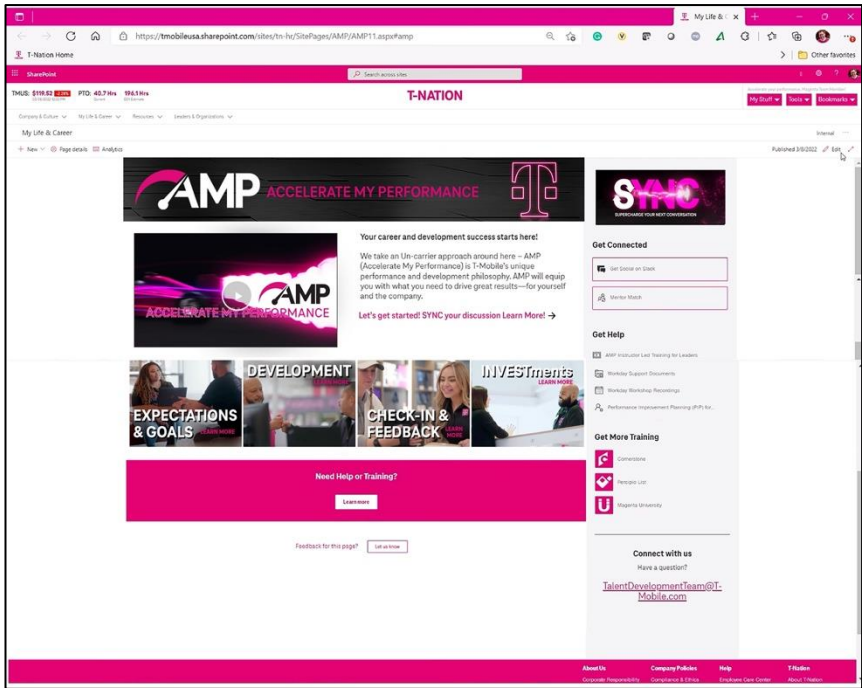
Outcome

Delivered T-Mobile's first visual communications system designed specifically for the MultiTaction interactive platform, enabling executive messaging to be presented within an immersive and interactive environment. The system successfully integrated brand identity, motion graphics, and leadership communications into a cohesive platform that enhanced engagement and reinforced organizational messaging.

The MultiTaction deployment established a new format for interactive executive communications within the Technology Center and contributed to the effectiveness and impact of the #UNSTOPPABLE Tour.

T-Mobile AMP & SYNC

ACCELERATE MY PERFORMANCE(AMP) — EXECUTIVE COMMUNICATIONS AND INTERNAL ACTIVATION



AMP

ACCELERATE MY PERFORMANCE

HOW

Step 1
Select your SYNC type and questions to the right

Step 2
Search for AMP on T-Nation for conversation guides to resources to prep

Step 3
Meet using the conversation guides and agree on commitments and next steps

Step 4
Document in Workday

Step 5
Ask for feedback, follow up, and deliver

WHEN

SYNCS are continuous and ongoing

SYNC

SUPERCHARGE YOUR NEXT CONVERSATION

EXPECTATIONS & GOALS

- What do I want to accomplish?
- What behaviors or norms are expected of me in my role?
- Why is this important to me, my team, and the business?
- What does success look like and what support do I need to get there?
- What are the action steps, milestones, and timeframes needed for the goal?

DEVELOPMENT

- What motivates you in your career?
- What do you want to do next?
- What are the 2 or 3 things you want to focus on this year to get where you want to go?
- What strengths make you successful?
- What support or resources do you need to be successful?

CHECK IN & FEEDBACK

- What do you want to achieve in the meeting?
- What updates do you want to share?
- What does your manager need to know to make you successful?
- What have I done or need to do since the last SYNC?
- What feedback, suggestions, or insights do I need from my manager?

INVESTment

- What parts of my job make me the most excited, energetic, or motivated?
- When I think about celebrating my successes, what types of recognition are the most meaningful to me?
- What career development opportunities would I like to explore?
- What do I need from my leadership, my team, or T-Mobile to feel valued and recognized?
- What would increase my engagement or development in my current role or prepare me for the future?

WANT MORE INFORMATION?

Simply scan any of the QR codes or search for AMP on T-Nation
Initiate your conversation with your manager and SYNC today!

Scope

The Accelerate My Performance Program (AMP) was a core internal initiative designed to align executive leadership, operational teams, and cross-functional departments around strategic priorities, organizational direction, and performance goals. The program required development of a cohesive visual communications system to support executive presentations, leadership meetings, and internal activations across the organization supporting executive alignment and organizational engagement across tens of thousands of employees.

This work included translating complex business strategy into clear visual frameworks that could be deployed across executive communications, leadership sessions, and program-related internal environments. The scope extended across multiple phases of the program, ensuring consistent messaging, brand alignment, and executive clarity throughout AMP activations.

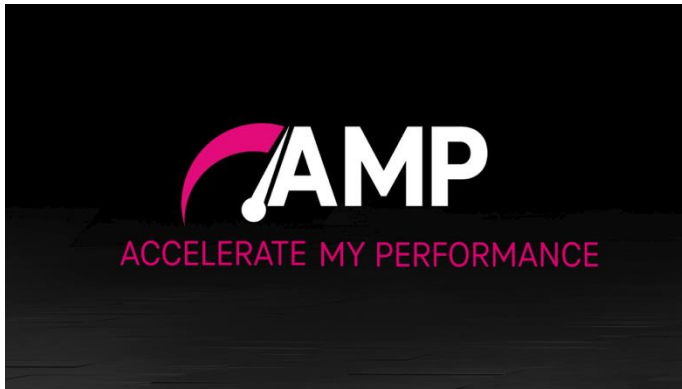
Role

Served as creative director and executive communications design lead responsible for developing the visual strategy supporting AMP. This role involved direct collaboration with executive leadership, business operations, and internal communications teams to translate strategic objectives into effective visual communications.

Provided leadership in defining presentation frameworks, visual identity elements, and activation materials used to support leadership alignment and program engagement. Ensured consistency, clarity, and alignment between executive messaging and visual execution across AMP communications.

Outcome

Enabled successful enterprise-wide internal activation of the Accelerate My Performance Program by creating a cohesive visual communications system that supported executive alignment, program clarity, and organizational engagement. The visual framework developed for AMP allowed leadership to communicate priorities effectively, reinforced program visibility, and supported adoption across multiple departments and operational teams. The work contributed to strengthening internal understanding of program objectives and facilitated consistent execution of AMP initiatives across the organization.



Key Responsibilities

- Developed visual communications strategy supporting T-Mobile's Alignment Management Program
- Designed executive presentation frameworks used in leadership meetings and program activations
- Translated strategic business objectives into clear, effective visual communications
- Partnered directly with executive leadership, business operations, and internal communications teams
- Created visual identity elements and communication assets supporting program rollout and engagement
- Ensured visual consistency and alignment across AMP-related communications and activation environments
- Provided creative leadership across multiple phases of program development and implementation
- Supported internal activation efforts by developing materials that facilitated leadership alignment and organizational understanding
- Maintained alignment with enterprise brand standards while supporting program-specific communication needs

"Natalie is a rock star! Her design talents speak for themselves, but it's her creative problem solving that really sets her apart. No matter the ask, Natalie ALWAYS delivers with out-of-the box creative thinking. She excels in all media and goes the extra mile on every project. Day or night, Natalie makes herself available and is committed to exceeding expectations. Beyond her professional talents, Natalie is just a down-right, super-cool person and I thoroughly enjoy every chance I get to work with her!"

Aimee Knox

T-Mobile

Sr. Communications Manager



Key Responsibilities

- Designed visual graphics and motion assets for the MultiTaction interactive display platform
- Developed platform-specific visual content optimized for large-format, multi-user touch displays
- Established cohesive visual framework aligned with enterprise brand identity
- Created branded motion graphics and presentation visuals supporting executive communications
- Delivered production-ready assets optimized for MultiTaction technical specifications
- Supported implementation of MultiTaction technology within the Technology Center
- Ensured seamless integration of visual content within interactive display environments
- Collaborated with internal stakeholders to align visuals with strategic communications objectives
- Enabled scalable visual framework supporting interactive executive communications

T-Mobile TEX #ALLTHETHINGS

CROSS-FUNCTIONAL EXECUTIVE COMMUNICATIONS | ENTERPRISE STRATEGY | ORGANIZATIONAL ALIGNMENT AT SCALE



Scope

Directed the global brand, communications, and activation strategy for T-Mobile's TEX (#ALLTHETHINGS) enterprise employee engagement campaign, supporting over 18,000 employees and leadership across 18 Customer Care call centers worldwide through coordinated branding, communications, physical activation, and multi-month global rollout.

Role

Served as executive communications and global program lead responsible for defining, executing, and sustaining T-Mobile's TEX #ALLTHETHINGS enterprise engagement initiative across 18 Customer Care call centers worldwide. Owned the program's global brand identity, messaging architecture, and activation systems, while directing all creative development, production, vendor management, logistics, and fulfillment to ensure consistent deployment and operational execution at enterprise scale.

Partnered directly with executive leadership and operational stakeholders to support ongoing program evolution, leadership engagement initiatives, and multi-year global rollout, delivering cohesive campaign environments, communications systems, and engagement kits supporting more than 18,000 employees.

Outcome

Successfully delivered a large-scale, enterprise campaign that unified global Customer Care organizations under a single engagement platform, strengthening leadership alignment, employee engagement, and organizational culture. Enabled consistent global campaign execution across all call centers, reinforcing T-Mobile's leadership priorities and employee recognition initiatives through cohesive brand experience and sustained engagement.



Key Responsibilities

- Led global executive communications and activation strategy for a multi-year enterprise engagement program supporting 18,000+ employees across 18 international call centers
- Defined and implemented the program's messaging architecture, narrative framework, and visual identity, ensuring alignment with leadership priorities and organizational objectives
- Partnered directly with executive leadership, Customer Care leadership, and operational stakeholders to develop communications supporting leadership engagement, recognition initiatives, and culture alignment
- Developed executive-ready communications systems including infographics, presentation environments, engagement materials, and leadership support assets
- Directed global campaign activation, overseeing timelines, budgets, vendor selection, production, and fulfillment to ensure successful deployment at enterprise scale
- Managed cross-functional coordination with event operations, logistics teams, and technical production partners, ensuring operational readiness and seamless execution across all locations
- Developed executive communications materials supporting program rollout, including internal messaging, leadership communications, invitations, and engagement content
- Oversaw global fulfillment and distribution of engagement kits, apparel, and branded materials, ensuring accurate inventory planning, sizing, and delivery across international locations
- Established scalable communications frameworks and activation systems supporting ongoing program continuity and multi-year enterprise deployment
- Ensured message consistency, brand integrity, and communications effectiveness across all global program touchpoints



TEAM of EXPERTS

★ Famous for Care ★



BACK-TO-BACK WINS



HIGHEST INDUSTRY SCORE
EVER
WE WON'T STOP

T-Mobile



Showcase your success through the B2B Champions Program.

T-Mobile® invites you to share your business mobility success story through our T-Mobile B2B Champions Program. Mobility is revolutionizing how companies do business, and T-Mobile is committed to helping our customers and partners see its full potential.

Why join the B2B Champions Program?

- Broaden visibility of your local and national brand by tapping into T-Mobile's extensive marketing and public relations engine to tell your story.
- Appeal to a new audience of potential customers by showcasing your company's innovative approach and unique application of emerging mobile technologies.
- Establish yourself as an industry leader by demonstrating your knowledge and expertise of emerging mobile technologies.
- Tell your story! People want to know how mobility helped you drive business results and better serve customers.

Next Steps: How to participate

To participate in the T-Mobile B2B Champions Program, email B2BCustomerStory@T-Mobile.com or contact your T-Mobile account representative. It's that easy!

Questions?

Contact us at B2BCustomerStory@T-Mobile.com.

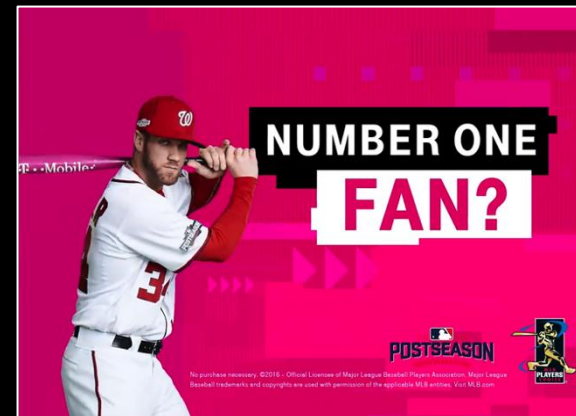
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B2B Champions Program

Your participation in the B2B Champions Program can include (please check all opportunities of interest):

- **Written customer case studies**
These in-depth, published stories feature your company's success using the T-Mobile solution.
- **Professionally developed videos**
These visual elements are engaging ways to share your story through online media channels.
- **Testimonials and references**
Share short quotes with new and potential customers about how the T-Mobile solution has helped drive innovation and deliver results within your organization.
- **Connect with influential media, analysts and industry partners**
Share your mobility experience through T-Mobile's powerful network of contacts.
- **Social media**
Go viral with your story using T-Mobile's social media network, including Twitter, Facebook and blogs featured on T-Mobile.com and other well-known, online publications.
- **Speaking engagements**
Your organization may be profiled at industry events, in webinars and featured in trade and mainstream publications.
- **Customer surveys and councils**
Provide feedback to guide T-Mobile's future business product and service roadmap.
- **Award opportunities**
Leverage your story for industry award submissions that recognize your company's innovative approach to mobility.

T-Mobile
FOR BUSINESS



IT'S A NETWORK BLITZ!

- **NEW!** Network Page on T-Nation!
- **NEW!** National Network Advocates program.
- **NEW!** Get a sneak peek at the 5G future!
- **NEW!** Neville talks network today, tomorrow and for the future.



IT'S NETWORK EVERYWHERE YOU LOOK.
FIND IT ALL ON **T-NATION**.



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SAVE \$70 PER LINE ON TOP OF T-MOBILE'S AWESOME HOLIDAY OFFERS!

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*Offer Expires 12/31/16. T-Mobile and the magenta color are registered trademarks of Deutsche Telekom AG.

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- Your MasterCard Gift Cards can be used for T-Mobile bill credits, or for what you choose anywhere MasterCard is accepted.
- Save **\$20 per line**: Waived SIM kit/activation fee for each new line on T-Mobile One or Simple Choice.

** \$50 Gift Cards and waived activation fees only available by calling 844.786.2964 to activate service. Please request promo code: STUDENT01

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TALK WITH A T-MOBILE EXPERT NOW

Please mention promo code: **STUDENT01**

See current T-Mobile Offers at www.t-mobile.com and call us to activate!

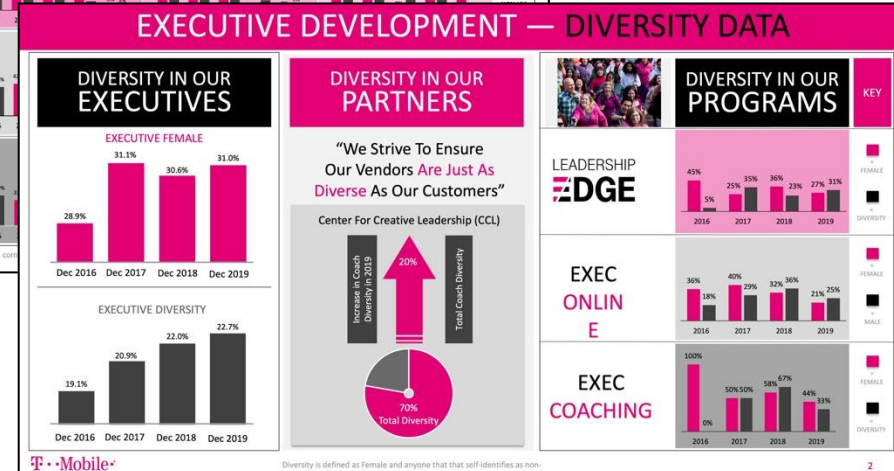
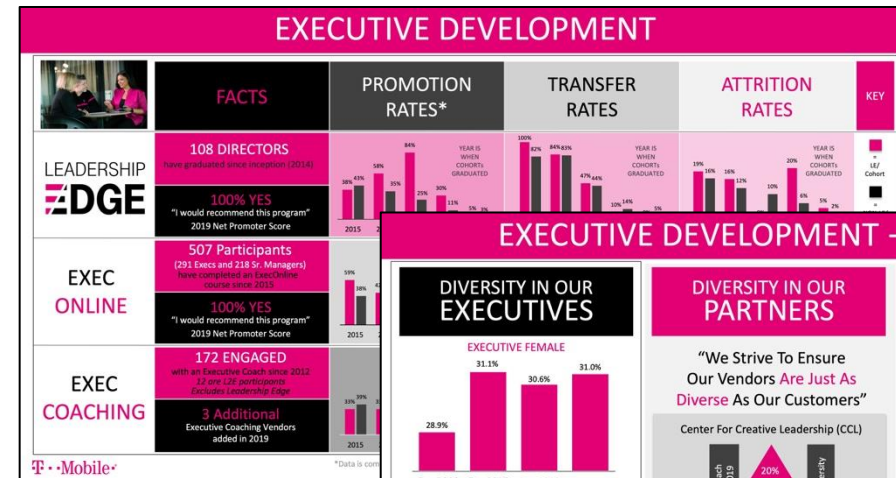
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T-Mobile LEADERSHIP EDGE PROGRAM

EXECUTIVE COMMUNICATIONS, BRAND IDENTITY, AND PROGRAM VISUAL PLATFORM



Scope

Engaged to develop the complete brand identity and executive communications framework for T-Mobile's Leadership EDGE program, an enterprise leadership development initiative designed to support executive growth, internal advancement, and organizational alignment. The engagement required establishing a cohesive visual identity and communications system capable of supporting executive presentations, leadership program materials, digital communications, and executive development content. The visual framework needed to align with T-Mobile's enterprise brand while creating a distinct and recognizable identity specific to the Leadership EDGE initiative.

The scope included development of brand standards, executive communications materials, and scalable visual assets supporting program rollout and ongoing executive engagement.

Role

Led development of the Leadership EDGE brand identity and executive communications platform, establishing the program's visual architecture and communications framework. Designed the logo, brand system, and comprehensive visual guidelines ensuring consistency across all program materials.

Created executive presentation graphics, data visualizations, and leadership communications assets supporting executive development and internal engagement. Developed brand standards documentation and scalable visual templates enabling consistent application across digital, presentation, and program environments.

Collaborated with executive leadership, internal communications teams, and program stakeholders to align visual communications with organizational objectives and leadership development goals.

Outcome

Delivered a cohesive and scalable brand identity and executive communications system for the Leadership EDGE program, establishing a recognizable and unified visual platform supporting executive development and internal leadership initiatives. The visual identity and communications framework enabled consistent executive messaging, strengthened program recognition, and supported leadership engagement across the organization. The brand standards and supporting assets provided a foundation for ongoing program communications and future expansion.

The Leadership EDGE visual platform reinforced program credibility and established the foundational brand and communications system supporting executive leadership development and program visibility across T-Mobile.

T-Mobile Enterprise Executive Communications

PRODUCT & TECHNOLOGY | EXECUTIVE LEADERSHIP ENABLEMENT



PEOPLE LEADERS CALL AGENDA			
Time	Presenter	Topic	Length
10 am	Kevin Lau	Welcome/Introduction	10 minutes
10:10 am	Kevin Lau	2021 Enterprise Strategy	10 minutes
10:20 am	Bill or Wade	Migration/XP Update	10 minutes
10:30 am	James Curl	2021 Planning Roadmap	10 minutes
10:40 am	Erik White	Q4 Delivery	10 minutes
10:50 am	Jennifer Kronberger/Carrie Long	WFT	10 minutes
11:00 am	Joseph O'Keefe	PLEs	15 minutes
11:15 am	All Presenters	Q&A	15 minutes or as long as we need



Scope

Owned executive communications supporting T-Mobile's Product & Technology, developing strategic presentations, leadership briefings, and enterprise communications used to align executive leadership, senior directors, and operational teams across multi-billion-dollar business initiatives.

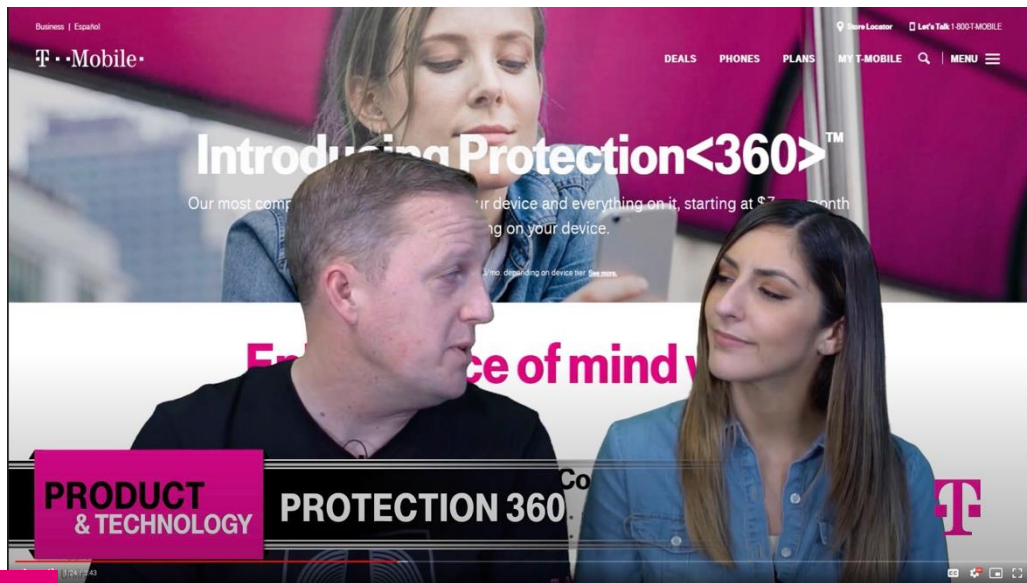
Role

Executive Communications Strategist & Visual Communications Lead

Partnered directly with executive leadership, senior directors, and cross-functional teams to develop executive presentations and enterprise briefing systems communicating strategic planning, merger integration, migration initiatives, and long-term enterprise roadmap execution.

Outcome

Enabled executive leadership to communicate enterprise strategy, migration initiatives, and operational priorities with clarity and authority. Supported executive alignment during one of the most complex operational periods in company history, including merger integration, enterprise migration, and long-term strategic planning



Key Responsibilities

- Developed executive presentations supporting enterprise strategy, migration, and operational planning
- Created leadership briefing communications used by senior executives and directors
- Designed executive communications for Product & Technology strategic planning and enterprise roadmap alignment
- Supported executive communications related to Sprint merger integration and enterprise migration initiatives
- Developed executive flash briefings and leadership communication frameworks
- Translated complex enterprise strategy, financial priorities, and operational initiatives into clear executive narratives
- Supported enterprise-wide leadership communications across business units and executive teams
- Ensured executive communication clarity, consistency, and brand alignment across leadership presentations



Natalie has been amazing to work with. She simply 'gets it'. My boss and I have really high standards and Natalie knocked it out of the park on a key project we needed to really 'wow' people with. It's been 4 weeks and people are STILL raving about the project, and it's all due to Natalie's keen eye for design and truly understanding the bigger picture of what we needed to accomplish. But Natalie isn't just business savvy, she's kind, empathetic and fair — I truly couldn't imagine working with anyone else for our design needs. I work for a company that has extremely tight deadlines for everything and she was able to flex and get us what we needed in time, even without a lot of notice. Thank you, Natalie, for going above and beyond, we adore you and your team!!

Nicole Forward
Leading Executive Development at T-Mobile



Key Responsibilities

- Developed the Leadership EDGE program brand identity, including logo and visual system
- Established comprehensive brand guidelines supporting consistent program implementation
- Designed executive presentation graphics and leadership communications materials
- Created data visualizations and executive reporting graphics supporting program communications
- Developed scalable templates supporting executive presentations and program materials
- Defined visual standards supporting digital, presentation, and print communications
- Ensured alignment with T-Mobile enterprise brand standards and executive communications strategy
- Collaborated with executive leadership and program stakeholders to align communications objectives
- Delivered production-ready assets supporting program rollout and ongoing executive engagement
- Established scalable visual communications framework supporting long-term program use

T-Mobile National Retail Executive Communications

EXECUTIVE COMMUNICATIONS LEADERSHIP | NATIONAL RETAIL DIVISION



Josh Will
SVP & Sr. Category

Josh Will is the Senior Vice President Category Officer for Best Buy Co. Inc. He is responsible for the multi-channel functions, and the development of a platform for a collection of innovative products including Mobile Phones, Health & Headphones and new businesses.

Mr. Will has over 20 years of retail and management experience, leading the categories, retail functions and overseeing the Strategic Growth Office. He is a serial entrepreneur and innovator of technology. He helped to lead Best Buy's Home Theater, Mobile Phones, and



Mike Mohan
President & COO

Mike Mohan is president and chief operating officer for Best Buy Co. Inc. In this role, he is responsible for the operations of Best Buy's U.S. and international businesses, in stores, online and in customers' homes. In addition, he leads service, customer experience, category management, merchandising, marketing, supply chain and real estate.

Mike joined Best Buy in 2004 and has served in a variety of leadership positions at the company. Most recently, he was chief operating officer for Best Buy's U.S. business.

Previously, Mike was senior executive vice president and chief merchandising and marketing officer. In that role, he oversaw the buying and thousands of store-within-a-store locations in partnership with leading technology vendors, the

expansion of Best Buy's own Magnolia and Pacific Kitchen and Home brands, the evolution of the company's private-label brands, the rise of emerging categories such as 4K UHD TVs, health and fitness devices, and smart home products.

Mike started at Best Buy as vice president of the digital imaging business group. Prior to joining the company, Mike was vice president and general merchandise manager for Good Guys, an audio-video specialty retailer that operated 79 stores in the western United States. Before that, he served in various positions at Future Shop, a Canadian consumer electronics retailer.

Mike serves as a trustee for the Boys & Girls Clubs of America and serves on the board of directors for Bloomer Brands Inc.



Jason Bonfigli
Chief Merch

Jason Bonfigli is the chief merchandise officer for Best Buy Co. Inc. In this role, he oversees the merchandising and management for Best Buy's stores including buying, pricing and promotional planning. He also leads the company's private-label team.

Jason has been a merchant at Best Buy for over 15 years, working in and leading all major product categories. He is a leader in the industry, driving Best Buy's vision to improve the retail experience for customers and solve their needs.

Attendees

Mike Mohan
Best Buy COO & President

Jason Bonfigli
Best Buy Chief Merch

Josh Will
SVP Category Merchant

Matt Stanoff
Chief Marketing Officer

Peter Ewens
Chief Strategy Officer

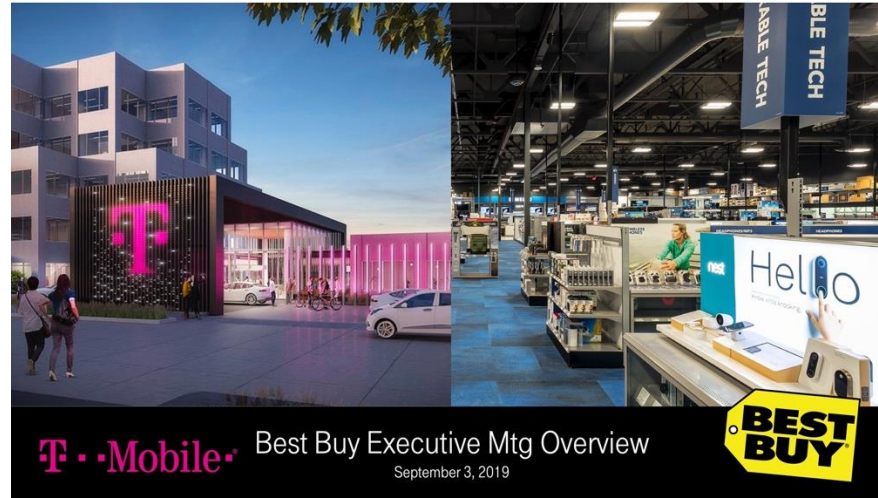
Doug Chartier
SVP National Sales

Jackson Tingley
VP National Sales

Best Buy – Close to closing its doors in 2012, the retailer reinvented itself through their “Renew Blue” Strategy. They embraced a new way to “retail” during the Amazon-effect impacting other retailers. A maniacal focus on customer experience, employees, and technology were anchors to executing the turnaround.

5 Key Pillars to Best Buy's Turnaround

1. Reinvigorate the customer experience
2. Attract “transformational leaders” and energize employees
3. Work with vendors to innovate and drive value
4. Increase the company's ROIC by growing revenue & efficiency
5. Make the world a better place through recycling efforts and giving people access to technology



Scope

Owned executive communications and presentation strategy for T-Mobile's National Retail division, supporting senior leadership engagement with the company's largest retail partners including Walmart, Costco, Best Buy, and Dollar General. Responsible for developing executive-level communications used across strategic partner meetings, corporate planning cycles, and global industry events including CES.

Role

Executive Communications Strategist & Visual Communications Lead
Served as a trusted communications partner to National Retail senior leadership, responsible for translating complex business strategy, retail expansion initiatives, and 5G rollout plans into executive-ready presentations. Supported ongoing executive engagement across multiple Fortune-level retail partnerships and high-visibility corporate events.

Outcome

Enabled National Retail Leadership to communicate strategic priorities, partnership performance, and growth initiatives with clarity and executive authority. Supported executive alignment across major retail partnerships during a critical period of national expansion, Sprint merger integration, and 5G deployment. Established long-term trusted partnership with senior leadership as a primary resource for executive communications.

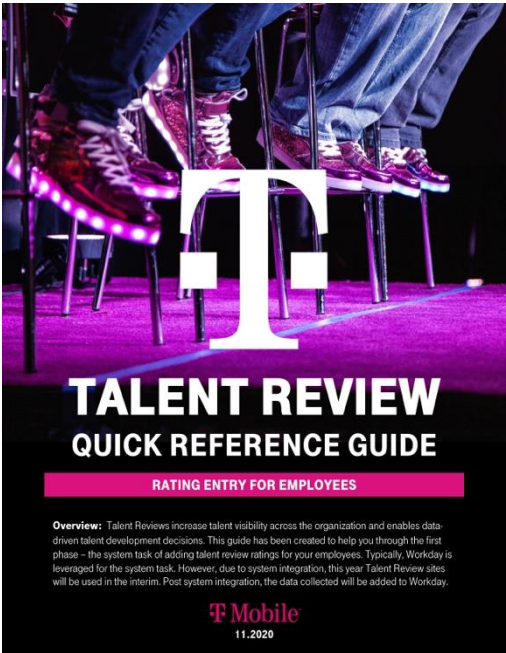


Key Responsibilities

- Developed executive communications, All Hands presentations, and leadership messaging frameworks
- Created all executive presentation materials, infographics, and visual communication systems
- Translated complex operational, technical, and financial information into clear executive-level communications
- Partnered directly with senior leadership to shape narrative, messaging, and presentation strategy
- Led communications development for enterprise All Hands, leadership meetings, and national events
- Created executive videos, supporting communications materials, and leadership engagement content
- Developed executive email communications, invitations, and leadership event messaging
- Produced branded event communications materials, executive support assets, and engagement tools
- Coordinated with event logistics teams, technical production teams, and onsite AV support
- Conducted site reviews to evaluate venue readiness, presentation environments, and technical requirements
- Provided onsite executive communications support during enterprise events and leadership meetings
- Managed presentation delivery logistics, technical coordination, and executive readiness
- Supported enterprise communications across multiple business units simultaneously
- Ensured messaging consistency, executive alignment, and successful communications delivery at scale

T-Mobile TALENT REVIEW

EXECUTIVE TALENT REVIEW ENABLEMENT — LEADERSHIP NARRATIVE FRAMEWORK & CALIBRATION



TALENT REVIEW

QUICK REFERENCE GUIDE

RATING ENTRY FOR EMPLOYEES

Overview: Talent Reviews increase talent visibility across the organization and enables data-driven talent development decisions. This guide has been created to help you through the first phase – the system task of adding talent review ratings for your employees. Typically, Workday is leveraged for the system task. However, due to system integration, this year Talent Review sites will be used in the interim. Post system integration, the data collected will be added to Workday.

T Mobile
11.2020

How To: Enter Ratings into the Talent Review Site

From the home page, follow these **6 steps** to begin evaluating your employee

STEP 1

Talent Reviews - VP

Employee ID: 12345 Employee Name: John Doe

Click on the name of the employee.

STEP 2

SharePoint

Once in the new tab, click "Edit Item"

STEP 3

Complete the form fields then hit save

STEP 4

Talent Profiles - VP

Click on your Employee ID at the bottom of the page

STEP 5

SharePoint

Once in the new tab, click "Edit Item"

STEP 6

Complete the form fields then hit save

See next page for examples of great write-ups and more!

EXAMPLES OF TYPES OF ANSWERS & INFO WE ARE SEEKING:

BACKGROUND (Educational/Certifications)	EDUCATION/CERTIFICATIONS BS in Business Administration University of Illinois, Chicago, IL 2012	AMA Sales Management Certification Certified Professional Sales Person (CPSP) Certified Professional Sales Leader (CPSL) Certified Sales Leader
KEY PRE-T-MOBILE EXPERIENCE (List up to 3 roles, no more than 20 words)	GOOD Vice President of Sales Johnny B. Events Company 5/2006 - 07/2014	WEAK Vice President of Sales Johnny B. Events Company 05/2006 - 07/2014
KEY T-MOBILE/LEGACY SPRINT ROLES (List up to 3 roles, no more than 20 words)	GOOD LENGTH Channel Director NR T-Mobile 09/2018 - 09/2020 Dallas, Texas	TOO LONG Region President Sprint T-Mobile 10/2015 - 07/2018 Ohio, Pennsylvania and West Virginia
UNIQUE STRENGTHS/SUPERPOWERS (no more than 40 words)	STRENGTHS • Forward-thinking futurist • Master negotiator • Incredible motivator • Data worshiper • Proven leader • Innovator	SUPERPOWERS • Power of Accountability • Power of Conviction • Power of Persuasion • Power of Collaboration
LEADERSHIP STYLE (no more than 40 words)	GOOD • Coach • Visionary • Humble • Democratic • Pioneer • Transformational	WEAK • Autocratic • Laissez-faire • Transactional • Bureaucratic
SHORT TERM/ LONG TERM GOALS (no more than 40 words)	SHORT TERM • Earning a new certificate or degree. • Improving my KPIs • Improving my networking and communication skills.	LONG TERM • Becoming a mentor. • Improving the company bottom line. • Becoming more proactive.

T Mobile

Talent Assessment Quick Guide

Overview: Talent Reviews increase talent visibility across the organization and enables data-driven talent development decisions. This guide has been created to help you through the first phase – the system task of adding talent review ratings for your employees. Typically, Workday is leveraged for the system task. However, due to system integration, this year Talent Review sites will be used in the interim. Post system integration, the data collected will be added to Workday.

How To Enter Ratings into the Talent Review Site

Prior to entering ratings into the system, if you would like a tool to help you think through the ratings, you can access it here:

- Access the Talent Review Site: If you are a former Sprint employee, you will be redirected to the Talent Review Site. If you are a former Sprint employee, you will be redirected to the Talent Review Site.
- The employees to review will be listed. Click you to fill out in a new tab.
- Click into the new tab.
- Once in the new tab, click "Edit Item" in the top right corner.
- Complete the form fields.
- Once finished, click the "Save" button at the bottom right.
- Repeat these steps as needed to complete ratings for all employees.

If you have questions, reach out to [Talent Development](#).

Ratings Glossary

Across all rating categories "Too New To Rate" = A

Rating	Low	Medium	High
Results Rating	Exceeds Performance Expectations (for a sustained period-of-time).	Meets Performance Expectations.	Does not meet Performance Expectations.
Leadership Rating	Consistently exceeds competency expectations for their level of leadership.	Meets competency expectations for their level of leadership.	Does not exhibit the competencies for their level of leadership.
Development Rating	Ready to promote when the right role comes up within 12 months.	Ready for targeted development to get them ready for their next big move 12-24 months.	Currently at the right level (consider separately from performance).
Rating Comments	Enter meaningful comments to support your ratings. Use this field to support the "why" behind your assessment. Do not format your notes, the formatting (including paragraph breaks) will not transfer to Workday.	Enter formal and informal developmental opportunities to close gaps and amplify results. Do not format your notes, the formatting (including paragraph breaks) will not transfer to Workday.	As you complete your ratings, check out some bases to look out for and some questions to ask yourself below.

Confirmation bias: The tendency to search for or interpret new information in a way that confirms a person's pre-existing beliefs.

Affinity bias: We gravitate toward people like ourselves in appearance, beliefs, and background. And we may avoid or even dislike people who are different from us.

Halo and Horns effects: The tendency for positive or negative impressions of a person in one area to positively or negatively influence one's opinion or feelings in other areas.

Recency bias: Judging based only on most recent performance - forgetting about the entire picture.

Primacy Bias: Focusing on information learned early on in the relationship, like first impressions.

T-Mobile Internal

Scope

T-Mobile Talent Management engaged Natalie Chantal Luke to develop an executive-ready enablement framework supporting rollout of a new enterprise Talent Review process. Vice Presidents were required to complete structured talent profiles used for leadership calibration, succession planning, and development decisions.

The initiative required translating complex evaluation criteria into a clear, visually structured guide with narrative examples and workflow instruction, enabling leaders to communicate leadership strengths, experience, and leadership style concisely within defined constraints.

This work supported enterprise transition between SharePoint and Workday talent systems, ensuring consistency, clarity, and effective executive participation across the organization.

Role

Served as Executive Communications Strategist and Enablement Designer, responsible for developing the visual and narrative framework supporting leadership talent reviews. Translated talent evaluation requirements into clear executive guidance, structured narrative models, and workflow tools.

Designed executive-ready reference materials and communication systems enabling leaders to document strengths, experience, and leadership style with clarity, consistency, and alignment to organizational competencies.

Outcome

Delivered a scalable executive enablement framework improving clarity, consistency, and quality of leadership talent profiles across T-Mobile. Enabled more effective leadership calibration discussions and supported adoption of the new Talent Review process.

The framework strengthened alignment around leadership evaluation and improved consistency of talent assessment across the organization.



T-MOBILE BUSINESS GROUP ORG CHART

SR. MANAGER PLUS



T-Mobile Confidential - Sr. MGRs: Nov 2023

Page	Manager	Area
Page 3	MIKE KATZ	Leadership Team
Page 4	MISHKA DEGHAN	Solution, Product, & SE
Page 19	GAVIN DILLON	Operations
Page 28	DAN THYGESEN	Wholesale
Page 39	JAMES KIRBY	Sales
Page 83	ROB BRUST	Business Planning & Comm
Page 84	ALLAN SAMSON	Marketing
Page 98	KIMBERLY WYMAN	Customer Care Partner
Page 104	MARK YATES	Finance Partner
Page 108	JENNY HAAG	Human Resources Partner

T-Mobile Confidential - Sr. MGRs: Nov 2023

The collage displays six virtual conference slides. The top-left slide, titled 'SALES | JAMES KIRBY', features a grid of speakers including Mike Katz (Public Business Group), Michelle Delphino (Senior Manager), James Kirby (Vice President), and others. The top-right slide, 'SALES GLOBAL WIRELINE & STRATEGIC ACCOUNTS | MIKE FITZ', lists speakers like James Kirby, Mike Fitz, and others. The middle-left slide, 'CUSTOMER SUCCESS & IMPLEMENTATION | GAVIN DILLON', shows a speaker grid. The middle-right slide, 'SALES GLOBAL WIRELINE & STRATEGIC ACCOUNTS | DAVE FALTER', features speakers like Mike Fitz, Dave Falter, and others. The bottom-left slide, 'CUSTOMER SUCCESS & IMPLEMENTATION | DAMON LOSCHIAVO', lists speakers including Damon Loschiavo, Eric Lavin, and others. The bottom-right slide, 'SALES GLOBAL WIRELINE & STRATEGIC ACCOUNTS | JOHN PLOTZ', features speakers like John Plotz, Mike Fitz, and others. Each slide includes the 'LAVIN FOR BUSINESS' logo and a footer with the date '10.10.2020'.

Owned executive communications supporting T-Mobile's Product & Technology, developing strategic presentations, leadership briefings, and enterprise communications used to align executive leadership, senior directors, and operational teams across multi-billion-dollar business initiatives.

Partnered directly with executive leadership, senior directors, and cross-functional teams to develop executive presentations and enterprise briefing systems communicating strategic planning, merger integration, migration initiatives, and long-term enterprise roadmap execution.

Enabled executive leadership to communicate enterprise strategy, migration initiatives, and operational priorities with clarity and authority. Supported executive alignment during one of the most complex operational periods in company history, including merger integration, enterprise migration, and long-term strategic planning

Beautiful design and compelling content -- that's what you'll consistently get from Natalie and her iDesign team. Their work illuminates the value of your business in creative ways that'll stick with your audience.

As a communications manager at T-Mobile, I employed Natalie on dozens of high-profile projects. Every time she delivered inventive ideas and polished communication products that consistently received praise both from senior-level executives at T-Mobile and audiences who received the information.

What stunned me most: she's fast. This brainy artist develops brilliance on the fly. She's that good. And that's hard to find!

— Simon Green

Sr. Communications Manager Microsoft



Key Responsibilities

- Designed and authored the Executive Talent Review Quick Reference Guide used by VP-level leadership to complete enterprise talent evaluations.
- Translated Talent Management requirements into a clear visual and narrative framework supporting leadership calibration, succession planning, and development decisions.
- Developed structured narrative models and examples for leadership strengths, experience, and leadership style to ensure clarity and consistency across executive submissions.
- Created executive-level workflow guidance for SharePoint-based talent profile completion, ensuring accuracy and usability during enterprise system transition.
- Defined communication standards and narrative structure to improve comparability and effectiveness of leadership talent profiles.
- Partnered with Talent Management leadership to align enablement materials with organizational leadership competencies and enterprise talent management objectives.
- Designed visually structured executive communications supporting adoption of the new Talent Review process across senior leadership.

T-Mobile HURRICANE MARIA EVENT

EVENT BRANDING, RECOGNITION IDENTITY, AND EXECUTIVE EVENT SUPPORT MATERIALS



Scope

Engaged to develop the event branding and recognition identity for T-Mobile's Hurricane Maria volunteer recognition initiative. The work supported an executive-led event honoring employee volunteers who contributed to disaster recovery and network restoration efforts.

The engagement required creating a cohesive visual identity and branded materials that could support executive presentations, volunteer recognition, and event environments. The visual system needed to reflect the significance of the initiative while aligning with T-Mobile's brand standards and organizational values.

Role

Led development of the event branding and recognition identity, including logo design and the complete suite of branded event materials. Designed executive presentation graphics and visual assets used by leadership to support recognition and communications during the event.

Developed all premiums, swag, and recognition materials, ensuring visual consistency across physical and presentation environments. Created a unified visual framework supporting the event experience and reinforcing organizational recognition of volunteer contributions. Collaborated directly with executive leadership and internal communications teams to ensure alignment with event objectives and messaging.

Outcome

Delivered a cohesive event branding and recognition system that supported executive leadership communications and volunteer recognition. The visual identity and supporting materials created a unified and meaningful event environment that reinforced T-Mobile's commitment to its employees and organizational values. The event branding successfully supported executive presentations, recognition activities, and volunteer engagement, contributing to a professional and impactful recognition experience.

Seafair — Executive Communications & Brand Systems Partner

EXECUTIVE COMMUNICATIONS, BRAND STRATEGY, AND OPERATIONAL LEADERSHIP FOR CITY-SCALE CIVIC EVENTS



Scope

Serve as a strategic executive communications and brand systems partner to Seafair, collaborating directly with executive leadership, Board stakeholders, and the Director of Marketing to design, implement, and maintain the communications, brand, and operational infrastructure supporting one of the Pacific Northwest's largest civic and media-covered event organizations.

Work spans executive communications systems, broadcast-visible brand environments, accessibility and wayfinding infrastructure, and cross-organizational operational coordination involving civilian, military, and volunteer personnel.

Role

Act as a trusted leadership partner operating at the intersection of executive governance, marketing leadership, operations, and live event execution.

Provide strategic guidance, mentorship, and operational support to marketing leadership while designing and implementing communications and environmental systems ensuring executive visibility, operational clarity, and organizational continuity across complex, multi-stakeholder environments.

Serve as both strategic architect and implementation lead, ensuring executive communications environments, volunteer coordination systems, and public-facing infrastructure operate cohesively, reliably, and at scale.

Outcome

Strengthened Leadership Continuity
Mentored and onboarded the Director of Marketing, ensuring leadership stability and operational readiness.

Preserved Operational Continuity
Stabilized a 500-person volunteer workforce through direct leadership intervention, safeguarding uninterrupted event execution.

Enhanced Operational Efficiency and Accessibility
Designed and implemented improved wayfinding and accessibility systems, increasing clarity, safety, and attendee experience.

" As a member of the Seafair Board of Directors since the end of 2020, I've been consistently amazed by Natalie's passion and dedication as she's donated countless hours and resources to Seafair. She has contributed so much, not only in goods/materials but through giving of her time, knowledge, and skills. Even more noticeably, Natalie has leveraged her professional and personal network to make invaluable connections for individuals and organizations alike. She cares so much for people, she is always showing up for everyone around her in so many ways. And don't even get me started on her design skills - she has improved Seafair assets in innumerable ways over the years."

—Emily Hayes
Treasurer, Seafair Board of Directors



Natalie & Seafair CEO Emily Cantrell

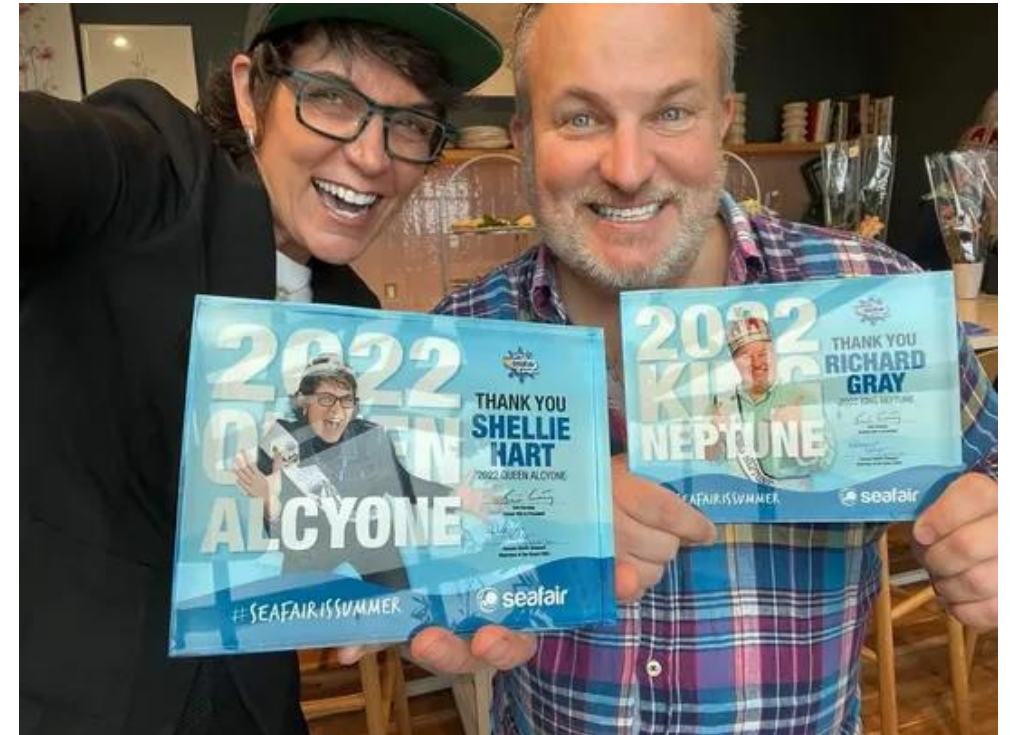


Key Responsibilities

- Directed Seafair's brand and communications strategy during a critical leadership transition, serving as the primary operational lead while onboarding and mentoring the newly appointed Director of Marketing.
- Designed and implemented executive stage environments, broadcast backdrops, and sponsor integration systems supporting live, media-covered events and executive visibility
- Devised and implemented improved wayfinding and accessibility systems, enhancing navigation, safety, and operational clarity across large-scale event environments
- Liaised directly with military leadership to align civilian and military operations, ensuring seamless coordination and compliance with safety and logistical requirements
- Stabilized a 500-person volunteer workforce during active event operations through direct leadership intervention, preserving organizational continuity
- Partnered with executive leadership, Board stakeholders, and marketing leadership to align communications strategy, operational execution, and public-facing brand presence
- Strengthened organizational resilience by establishing reliable communications infrastructure, improving operational efficiency, and reinforcing executive leadership credibility

Seafair — Seafair Volunteer Recognition & Awards Ceremony

CREATIVE DIRECTION, EXECUTIVE COMMUNICATIONS, AND GLOBAL LEADERSHIP EVENT DESIGN



Scope

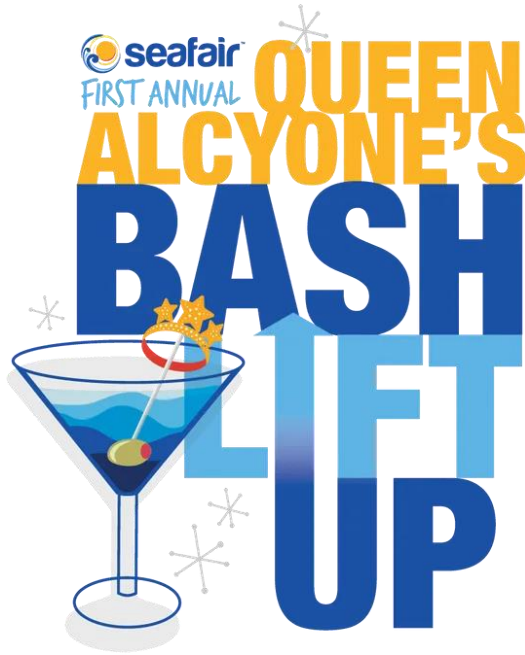
Led end-to-end strategy, planning, and execution of Seafair's official volunteer recognition and awards ceremony honoring over 500 volunteers. Secured and negotiated a donated venue and partner support under severe budget constraints while developing the full event brand identity, recognition program, and communications infrastructure.

Role

Served as executive program lead, responsible for venue acquisition, sponsor and talent coordination, event branding, and technical production. Designed all event graphics and recognition materials, coordinated logistics, secured donated talent and resources, and served as host and MC, ensuring seamless delivery and executive-level presentation.

Outcome

Successfully delivered a high-visibility, fully sponsored recognition event at minimal cost, strengthening volunteer retention, reinforcing organizational culture, and elevating Seafair's leadership credibility through professional execution and meaningful volunteer recognition.



"Natalie's logo for Seafair's new fundraiser was fresh and creative. A perfect blend of a nod to our history yet current. I would not hesitate to hire her again! She is creative, talented, and easy to work with."

— Patrick Harrison
Director of Marketing, Seafair

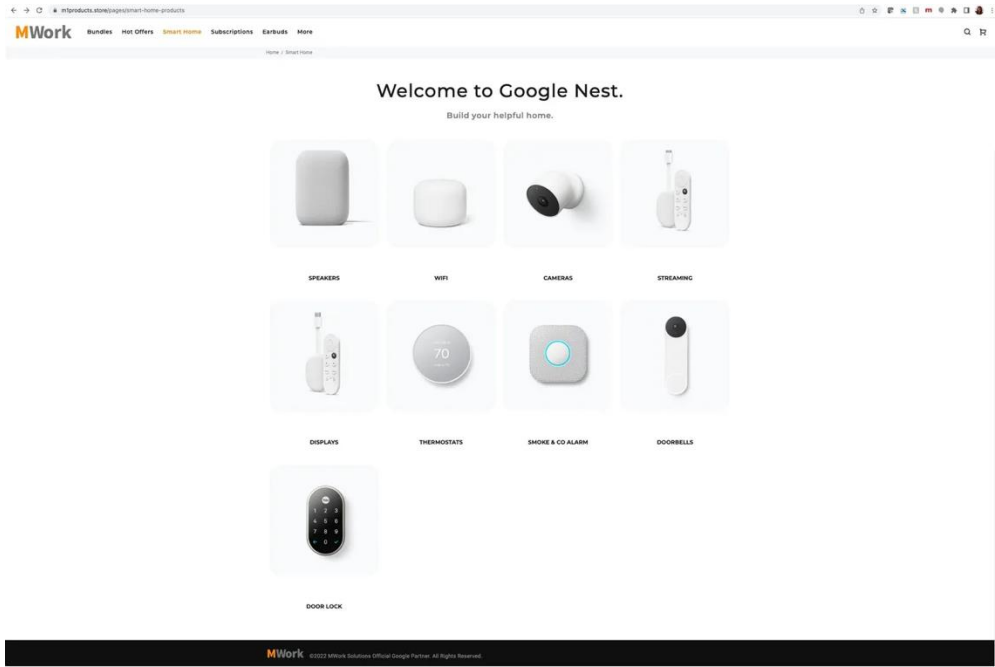


Key Responsibilities

- Secured and negotiated donated venue partnership with Alaska Airlines, enabling full event execution within limited budget constraints
- Directed end-to-end event planning, logistics, and operational coordination for a 500-person volunteer recognition ceremony
- Developed complete event brand identity, including recognition graphics, posters, awards materials, and communications assets
- Secured and coordinated donated talent, vendors, and technical resources to support live program delivery
- Designed and managed event technical production, ensuring seamless audiovisual and stage execution
- Served as host and MC, delivering live executive communications and facilitating program flow and honoree recognition
- Coordinated stakeholder participation, ensuring alignment across leadership, volunteers, sponsors, and production partners
- Ensured cohesive brand presence and professional execution across all event touchpoints

Google Nest | Exclusive Google Nest Authorized Partner Program

PRODUCT BRAND DEVELOPMENT | PARTNER ECOSYSTEM | DIGITAL COMMERCE ENABLEMENT



Scope
Led brand development and visual identity framework for Shopify’s exclusive Google Nest Authorized Partner Program, establishing a cohesive brand system supporting the launch and scale of Nest’s direct-to-consumer and retail presence within the Shopify ecosystem.

Defined strategic brand architecture, visual language, and implementation standards ensuring alignment with Google Nest’s global brand guidelines and Shopify’s enterprise commerce platform requirements.

Developed the foundational brand and communication systems enabling consistent representation of Google Nest products across partner channels, digital storefronts, and retail environments.

Role
Brand Strategist & Visual Communications Lead

Owned development of the partner program’s brand identity, including visual systems, digital implementation standards, and product presentation frameworks supporting Google Nest’s authorized partner channel.

Partnered with Shopify enterprise stakeholders and Google Nest brand standards to create scalable brand assets, communication templates, and product presentation systems supporting partner onboarding, product merchandising, and digital storefront integration. Translated Google Nest’s established global brand into a partner-specific implementation framework designed for clarity, scalability, and consistency across commerce environments.

Outcome
Established the visual and strategic brand foundation for Shopify’s exclusive Google Nest authorized partner program, enabling scalable deployment across digital commerce and retail channels.

Enabled consistent and accurate representation of Google Nest products across partner environments, strengthening brand integrity and customer trust while supporting Shopify’s broader enterprise technology partnership with Google.

Provided a unified brand system supporting product launch readiness, partner adoption, and long-term program scalability within Shopify’s commerce ecosystem.



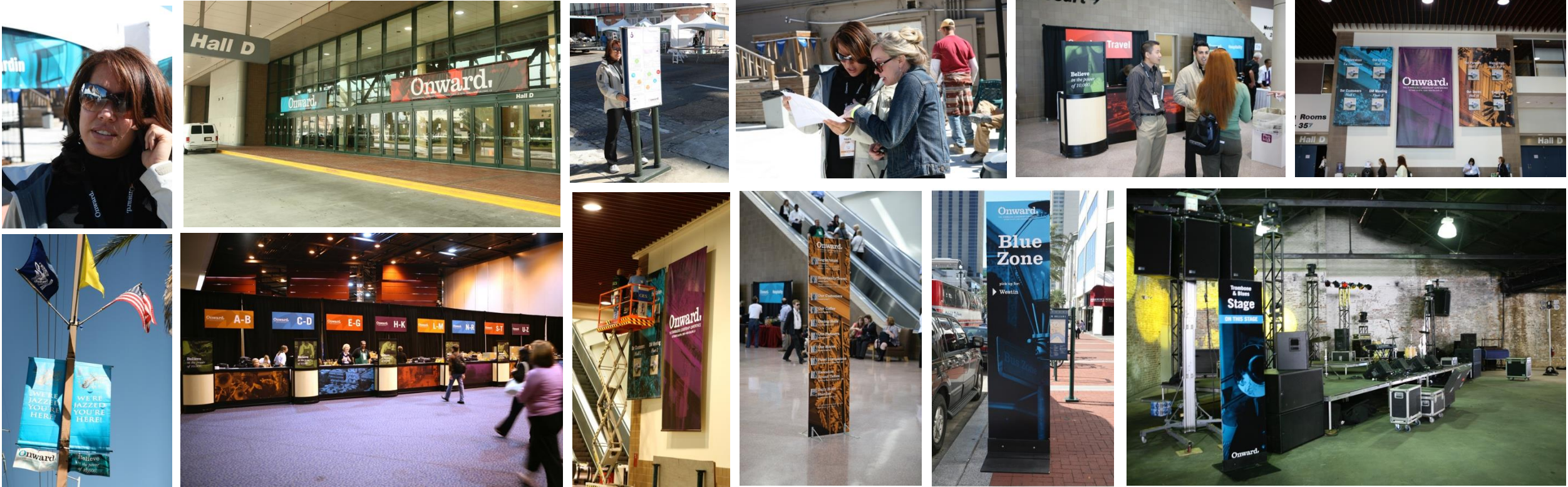
Key Responsibilities

- Led UX/UI design, content strategy, and overall product experience for the Shopify-exclusive Google Nest Authorized Partner website
- Managed frontend and backend programmers responsible for technical development and implementation
- Interfaced directly with Google Nest engineers and supply chain systems to ensure accurate product integration and operational alignment
- Directed implementation of Google Nest global brand standards within the partner commerce environment
- Developed scalable visual systems, product presentation frameworks, and content architecture supporting ongoing product expansion
- Ensured technical execution, user experience, and brand implementation aligned with Shopify enterprise commerce platform requirements
- Supported product launch readiness, partner onboarding, and long-term platform scalability



Starbucks Leadership Conference — New Orleans

CREATIVE DIRECTION, EXECUTIVE COMMUNICATIONS, AND GLOBAL LEADERSHIP EVENT DESIGN



Scope

Global leadership conference and citywide activation supporting approximately 10,000 Starbucks managers, including executive communications, environmental branding, multi-venue production, seven street fairs, and fifteen live concert events. Engagement included coordination with municipal agencies, executive leadership, vendors, and talent, as well as support for community initiatives involving approximately 4,000 Starbucks partners.

Role

Executive Creative Director and Operational Lead
Responsible for creative strategy, executive communications visual design, budget oversight, vendor coordination, and on-site operational leadership across conference venues and citywide activations.

Outcome

Successfully delivered a global leadership conference and citywide activation supporting approximately 10,000 Starbucks managers and 4,000 community service participants. Created a cohesive executive communications environment that reinforced leadership priorities and organizational alignment, while ensuring seamless execution across complex multi-venue conference programming, public activations, and live concert events. Strengthened executive engagement, supported Starbucks' partnership with the City of New Orleans, and contributed to a unified and impactful leadership experience.



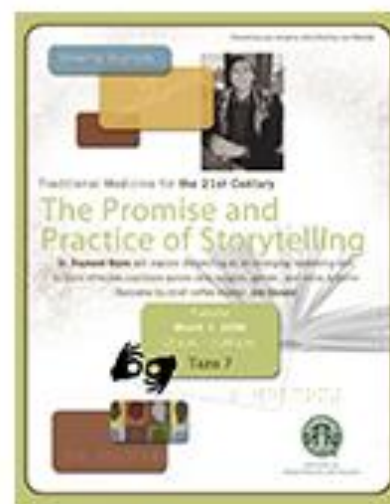
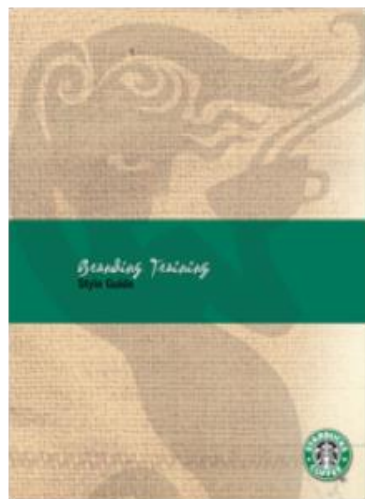
Thanks for all your creativity, persistence, & hard work on the 2008 Starbucks Leadership Conference. I had a lot of fun working with you on this event!



—Kristi Felts
Starbucks

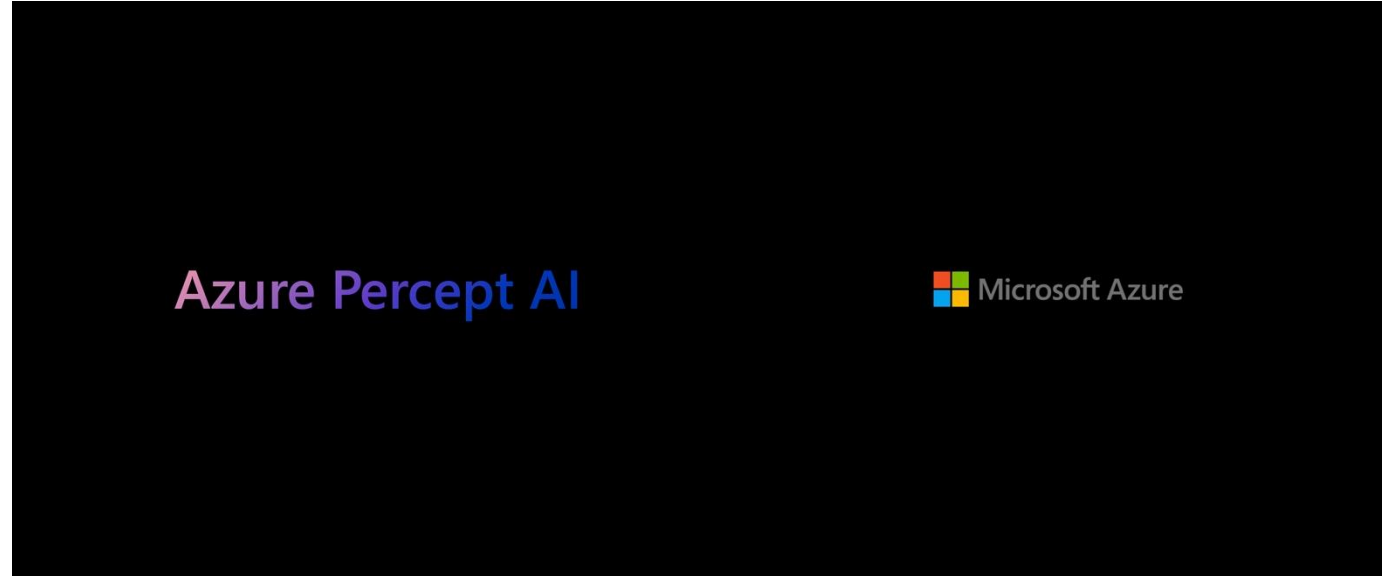
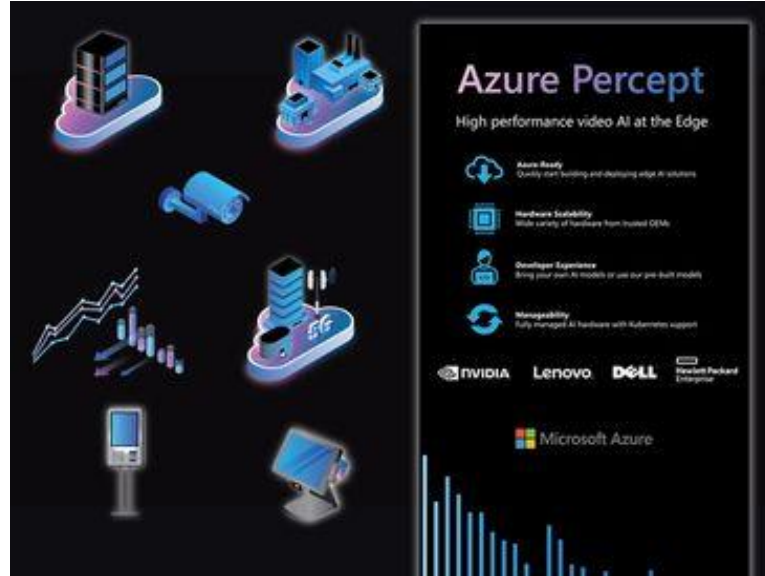
Key Responsibilities

- Served as primary liaison to Starbucks executive leadership team and internal communications stakeholders
- Partnered with City of New Orleans officials and municipal agencies to coordinate logistics, permitting, and citywide event execution
- Directed cross-functional collaboration with production vendors, staging teams, fabrication partners, and technical crews
- Managed talent coordination and production logistics for fifteen live concerts, including U2 and Bono
- Led on-site teams across conference venues, public activations, and live event environments
- Held full budget oversight, including planning, vendor negotiations, allocation management, and cost control
- Developed executive presentation visuals, environmental graphics, and large-scale branded installations
- Oversaw creative implementation and operational execution across seven street fairs and multiple venues
- Ensured alignment between executive messaging, visual communications, and operational delivery
- Provided real-time operational leadership, troubleshooting, and execution support throughout conference and public events



Microsoft Azure Percept | Visual Language & Executive Communications

PRODUCT VISUAL LANGUAGE | EXECUTIVE COMMUNICATIONS | PLATFORM LAUNCH SUPPORT



Scope

Led the creation of Microsoft Azure Percept's visual language, developing dimensional iconography, launch graphics, and branded visual assets representing the platform across product marketing, partner ecosystems, and executive communications.

Established a cohesive visual system aligned with Microsoft Azure brand standards, supporting Azure Percept's introduction as part of Microsoft's edge AI and intelligent hardware ecosystem. Developed scalable brand assets deployed across launch materials, executive presentations, and partner-facing communications supporting global platform adoption.

Role

Visual Language Lead & Executive Communications Design Partner
Created the foundational visual identity system for Azure Percept, including dimensional iconography, product graphics, and visual frameworks used across product marketing, launch materials, and executive-level communications.

Worked directly with Microsoft's CIO, maintaining a straight line of communication to support development of executive presentations, strategic decks, and visual communications used across leadership briefings, product launches, and global events.

Ensured all visual systems aligned with Microsoft Azure brand standards while clearly communicating the platform's technical capabilities, ecosystem integration, and strategic role within Microsoft's broader AI and intelligent edge initiatives.

Outcome

Established the visual language and iconography system used to represent Microsoft Azure Percept across product launch materials, executive presentations, and partner ecosystem communications.

Enabled executive leadership, including the CIO, to communicate platform strategy, capabilities, and ecosystem integration through clear, cohesive, and visually authoritative presentation systems.

Contributed to the successful launch and positioning of Azure Percept within Microsoft's Azure platform, supporting partner adoption, product understanding, and global rollout.

Azure Percept

Sense. Know. Act



Azure Percept

High performance video AI at the Edge



Azure-Ready
Quickly start building and deploying edge AI solutions



Hardware Scalability
Wide variety of hardware from trusted OEMs



Developer Experience
Bring your own AI models or use our pre-built models



Manageability
Fully managed AI hardware with Kubernetes support



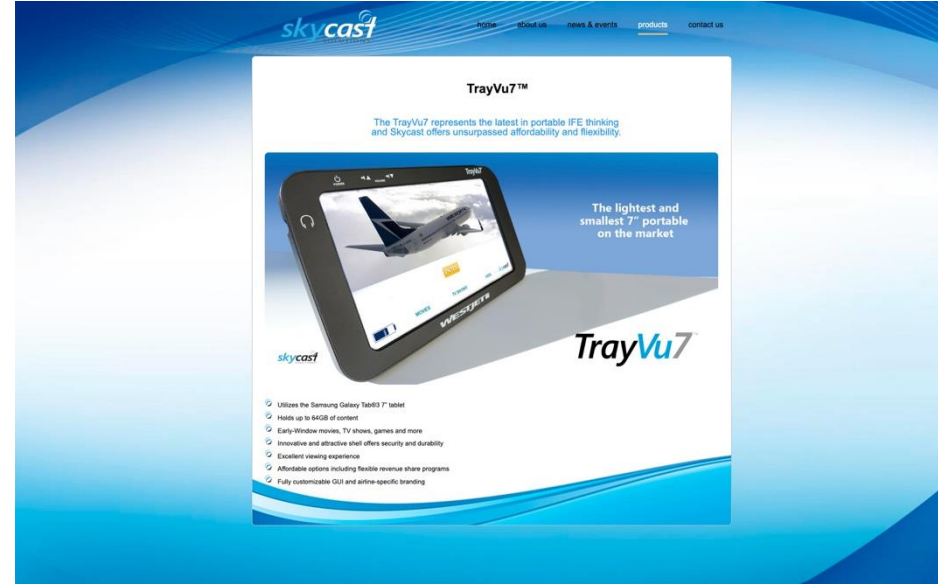
"I've known Natalie for many years and most recently worked with her on Microsoft Azure materials and visual language for highly technical enterprise communications. One of her greatest strengths is her ability to translate complex technical concepts into messaging and visuals that audiences immediately understand.

Natalie is someone I trust to get the messaging right. She combines creativity, strategic thinking, and strong execution with an energy that elevates the people around her. Beyond her professionalism and talent, she consistently makes projects stronger and communication more effective."

— George Moore
Microsoft, Principal Program Manager - Azure AI

SKYCAST SOLUTIONS

ZERO-TO-ONE BRAND, PRODUCT LAUNCH & EXPERIENTIAL SALES



Scope

Entrusted with building the SkyCast Solutions brand and product ecosystem from the ground up for a technology company entering the market without an established identity, visual language, or customer-facing system. Created the master brand, product architecture, positioning, messaging, and launch framework needed to take the company from concept to market.

Role

Developed the master identity, sub-product brands, logo systems, brand standards, product positioning, messaging architecture, UX/interface design, website, presentations, product white sheets, sales materials, photography, trade advertising, user materials, and customer communications. Built the system to work consistently across product, digital, sales, and live environments.

Outcome

Took SkyCast from no established brand or market presence to a complete, launch-ready brand and product experience. The resulting system gave the company a consistent way to present its technology across its website, products, sales process, trade shows, demonstrations, advertising, and customer communications—creating the foundation needed to launch, sell, and grow the product portfolio.

skycast SOLUTIONS™

Join the Next Revolution in IFE

Cutting Edge Portable or Embedded Inflight Entertainment Solutions

TrayVuSlim™
The latest in portable IFE

- Only portable device with stand that converts to a clip allowing full use of tray.
- Safety window movies, TV shows, children's programming and more.
- Lightweight and very slim enabling access to seated movie devices.
- Incorporates a Samsung Galaxy™ tablet offering the highest screen resolution available.
- Airline specific interface with user friendly tablet navigation.
- Complete content updating and operations support available.

TrayVu™
A step-change in embedded IFE

- Only IFE in the world incorporated into the tray.
- Lightest seat centre system available on under 200 per seat.
- Fraction of the cost of seat-back systems.
- Offers complete on board retail and on-demand ordering capability.
- No seat modification necessary.
- Units are easily swapped for simple maintenance.
- Highly upgradeable platform and full customisation for airline partners.

Join the revolution: Call us at 1.855.487.2988 or visit skycastsolutions.com.
Attending APDEX? Visit us at booth 159

Skycast is proud to partner with WestJet



"Offering our guests a dynamic inflight entertainment option like this is directly in-line with our commitment to deliver a remarkable guest experience."

— Marshall Wilnot
WestJet Vice-President
Product and Distribution

FASTEN SEAT BELT WHILE SEATED LOWER TRAY FOR NEXT CHAPTER IN IFE



TrayVu™

About Us
The TrayVu™ system was developed by airline employees who understand the shifting needs of airlines. Skycast Solutions goal is to drive ancillary revenue in a way that enhances the customer experience — being mindful of the cost and complexity challenges that airlines face. The Skycast Solutions Leadership team includes:



Bill Boyer
Co-Founder
Inventor of the iGPlayer — the world's first portable IFE — and other aviation products



Greg Latimer
Co-Founder
Ex-Alaska Airlines executive over onboard revenue, product, and marketing communications

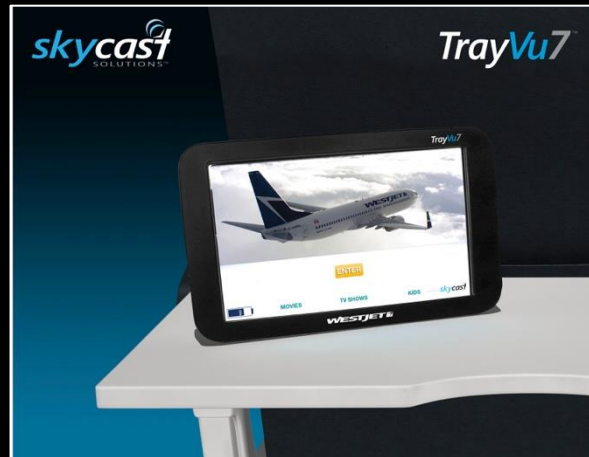


Peter Parsons
Co-Founder
Consultant, advisor and board member to aerospace and technology based companies since 1974

Let's Talk
Skycast Solutions is interested in long-term productive relationships with our airline partners. Lower your costs and multiply your onboard revenues with Skycast Solutions. Call us today at 1.855.487.2988 x 703 or email Bill.Boyer@skycastsolutions.com or Greg.Latimer@skycastsolutions.com

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WESTJET™ **TrayVu7™** **skycast**

1. Touch and swipe screen
2. Push "Enter" to get to Main Menu




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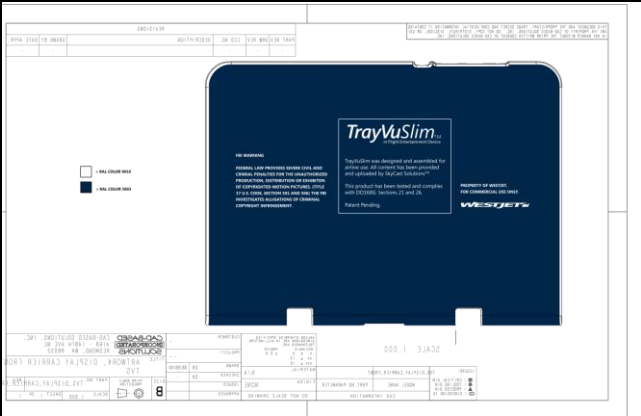
TrayVu7™

TrayVuSlim™
in Flight Entertainment Device



skycast
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Introduces a
Revolution
in IFE
TrayVu



B.Y.O.T.
Bring Your Own Tab

S.Y.O.T.
Supply Your Own Tab

Whether your passengers bring their own device onboard or you plan to provide one for them, Skycast Solutions now offers the most innovative and affordable way to make your cabin totally 'tab-friendly'. Introducing the "TrayVu™" portable IFE system and the TabCaddy™ personal device holder.

TabCaddy™
The most innovative and versatile personal device holder available.

TrayVu™
The lightest, smallest and most affordable 7" portable IFE available.

- ✓ Supports all sizes – from smart phones to 10.1" tabs
- ✓ Holds tabs securely
- ✓ Frees up tray table
- ✓ Adjustable viewing angles – simple to use
- ✓ Won't damage seats or trays
- ✓ Lightweight and easy to install
- ✓ Rugged construction
- ✓ Low cost
- ✓ Potential advertising platform
- ✓ Invites increased wi-fi uptake

There isn't a more affordable way to improve your cabin and dramatically enhance your passengers' customer experience than TabCaddy™.

- ✓ Utilizes the Samsung Galaxy Tab™ 7" tablet
- ✓ Holds up to 64GB of content
- ✓ Early-Window movies, TV shows, games and more
- ✓ Innovative and attractive shell offers security and durability
- ✓ Excellent viewing experience
- ✓ Affordable options including flexible revenue share programs
- ✓ Fully customizable GUI and airline-specific branding

The TrayVu™ represents the latest in portable IFE thinking and Skycast offers unsurpassed affordability and flexibility.

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MICROSOFT LEARNING TRAINING KITS

PRODUCT ECOSYSTEM, PACKAGING, INFORMATION ARCHITECTURE & PARTNER ENABLEMENT AT MICROSOFT SCALE



Scope

Developed the Microsoft Learning Partner kit and supporting product system spanning packaging, certification roadmaps, brochures, tip cards, posters, door hangers, mousepads, window graphics, floor banners, flyers, and partner-facing materials. Created a cohesive visual and information system that could accommodate multiple certification paths while maintaining consistency across formats and environments. The Gold Learning Partner kit brought these elements together as a physical product designed for deployment by Microsoft training partners.

Role

Translated complex Microsoft certification structures into clear visual journeys for IT professionals and training partners, including MCSE, MCSA, Private Cloud, Business Intelligence, and Database certification pathways. Developed materials that clarified progression from Associate to Expert and Master levels and helped audiences understand prerequisites, exams, training options, and advancement paths. The broader campaign system extended across sales sheets, web banners, certification presentations, video, and other partner marketing assets.

Outcome

Created a scalable product and partner-marketing ecosystem that gave Microsoft Learning Partners a consistent way to explain certification, promote training, and bring the Microsoft Learning experience into their own environments. The resulting system connected physical product, packaging, information design, partner communications, and campaign assets into one coordinated experience—making an increasingly complex certification portfolio easier to understand, promote, and use..



Rotable Exchange Programs
Lower Your Inventory Ownership Costs

Piece Part Exchange Programs
Lower Your Repair Costs

Product Improvement Programs
Lower Your Life Cycle Costs

"...the company with the most experience installing winglets gave us confidence...highest quality work...the most timely return to service...as possible."

— Lorin Sardinha
Hawaiian Airlines



Winglets



WiFi & IFE Installations and Restrooms



BSJ & VIP Interiors



Heavy Checks & Modifications



Maintenance, Repair, Overhaul

ATA Chapter 26 | Drain Valves | Lav/Water Assemblies | Lav Water Heaters | Pumps | Toilet Assemblies | Toilet Timers | ATA Chapter 28 | Cowls | Thrust Reversers | Thrust Reverse Actuators | Thrust Reverse Sleeves | ATA Chapter 27 | Carriages & Tracks | Control Mechanisms | Electro-Mechanical Actuators | Fittings & Links | Flight Control Actuators | Gear Boxes | Torque Tubes | Transmissions | ATA Chapter 32 | Landing Gear Actuators | Landing Gear Doors | Landing Gear Door Actuators | Landing Gear Installation Components | Steering Actuators | ATA Chapter 57 | Alarms | Fittings | Flap Carriages | Flap Tracks | Slats | Slat Tracks | Slats | ATA Chapter 29 | Compressors | Control Panels | Hydraulic Modules | Hydraulic Valves | Reservoirs | ATA Chapter 52 | Access Door Sealers | Cargo Doors | Counterbalances | Door Actuators | Service Doors | ATA Chapter 25 | Cargo Accessories | Coffee Makers | Packboards | Passenger Seats | Passenger Service Units | ATA Chapter 30 | Belt-ice Modules | Window Heat Controls | ATA Chapter 54 | Beam Assemblies | Brake Assemblies | Links & Pins | ATA Chapter 22 | Automotive Assemblies | Clutch Packs | ATA Chapter 28 | Fuel Control Modules | Fuel Valves | ATA Chapter 55 | Elevators | Rudder | Stabilizers | Tabs | ATA Chapter 26 | Battery Chargers | Circuit Breakers | General Annunciator Panels

ATS Component Services include:

ATA Chapter 26 Drain Valves Lav/Water Assemblies Lav Water Heaters Pumps Toilet Assemblies Toilet Timers	ATA Chapter 28 Cowls Thrust Reversers Thrust Reverse Actuators Thrust Reverse Sleeves	ATA Chapter 27 Carriages & Tracks Control Mechanisms Electro-Mechanical Actuators Fittings & Links Flight Control Actuators Gear Boxes Torque Tubes Transmissions	ATA Chapter 32 Landing Gear Actuators Landing Gear Doors Landing Gear Door Actuators
ATA Chapter 57 Alarms Fittings Flap Carriages Flap Tracks Slats Slat Tracks Slats	ATA Chapter 29 Compressors Control Panels Hydraulic Modules Hydraulic Valves Reservoirs	ATA Chapter 52 Access Door Sealers Cargo Doors Counterbalances Door Actuators Service Doors	ATA Chapter 25 Cargo Accessories Coffee Makers Packboards Passenger Seats Passenger Service Units
ATA Chapter 30 Belt-ice Modules Window Heat Controls	ATA Chapter 54 Beam Assemblies Brake Assemblies Links & Pins	ATA Chapter 22 Automotive Assemblies Clutch Packs	ATA Chapter 28 Fuel Control Modules Fuel Valves
ATA Chapter 55 Elevators Rudder Stabilizers Tabs	ATA Chapter 26 Battery Chargers Circuit Breakers General Annunciator Panels		

"Thank you for your help, we are confident of the success of our project." — J. J. Information Analyst



AVIATION
TECHNICAL SERVICES
COMPONENTS

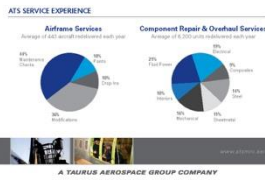


AVIATION
TECHNICAL SERVICES

OUR WORK IS OUR SIGNATURE

AVIATION TECHNICAL SERVICES
At Aviation Technical Services (ATS), we are a team of individuals who take pride in their work. We work in a customer service environment to provide quality workmanship, delivery, on project, competitive pricing and a satisfied customer to suit your specific requirements.

Our leadership role in the MRO industry has come through servicing thousands of aircraft and tens of thousands of components for hundreds of successful aircraft operators around the world. As we've worked with these operators, we have learned our operations, gained efficiencies, and found ways to provide the best possible value.



Special Capabilities – 757 Passenger to Freighter Conversions

- ATS performed the prototype and several of the 757 passenger to freighter aircraft conversions for Precision Conversions
- Precision Conversions contract with Bouillon Aviation Services (now Aviation Capital Group) and Ansel Worldwide Aviation Services
- Operators included:
 - Iceland Airlines 2 aircraft
 - TNT Airways 1 aircraft
 - Shanghai Airlines 2 aircraft
 - Ethiopian Airlines 1 aircraft



ATS Executive Overview

February 2011

ALASKA AIRLINES

BRAND TRANSFORMATION & CUSTOMER EXPERIENCE



Scope

Multi-year brand and customer experience partnership supporting Alaska Airlines and Horizon Air through significant organizational and operational change. Work connected executive brand strategy with employee culture and the customer experience across loyalty, airport, onboard, digital, partner, and operational touchpoints. The engagement spanned Mileage Plan, MVP/MVP Gold, AirCare, Alaska Air Cargo, Board Rooms, kiosks and point-of-sale, employer brand, partner marketing, digital communications, and customer-facing operational initiatives.

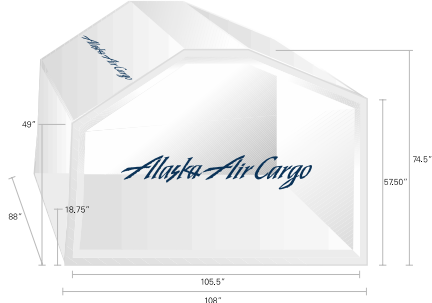
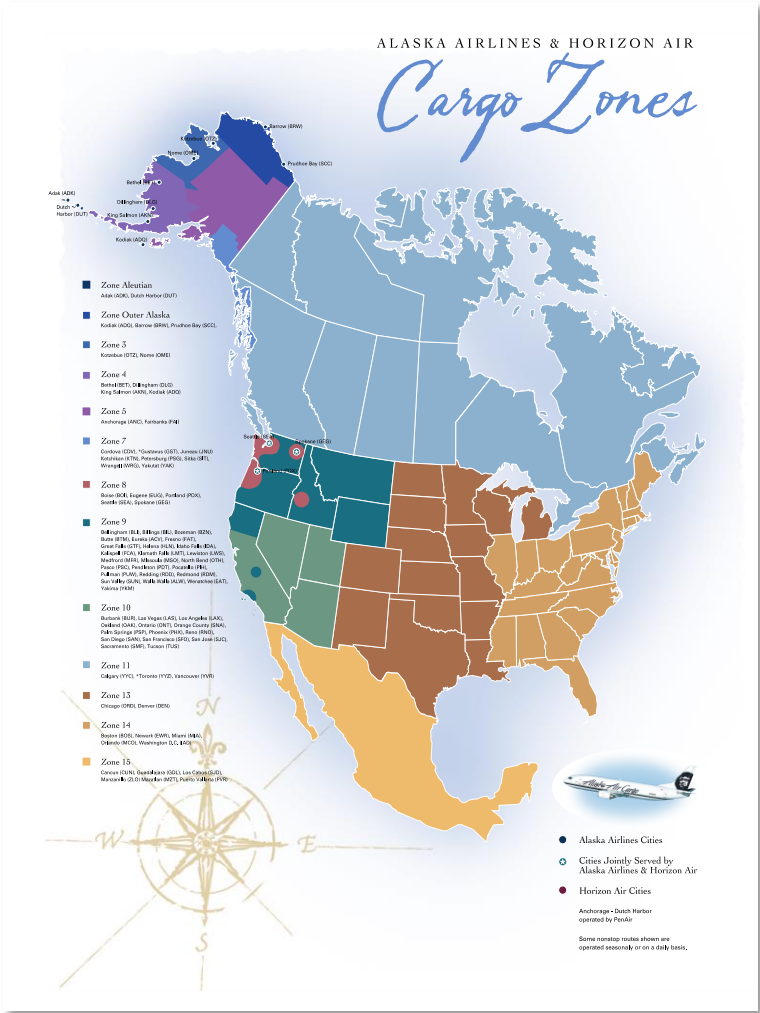
Role

Served as senior creative and brand strategy partner, working directly with executive and cross-functional leadership to translate business priorities into customer-facing experiences, communications, and scalable brand systems. Led creative strategy, art direction, experience design, and implementation across physical and digital environments while coordinating internal stakeholders, creative teams, vendors, and production partners. Helped connect leadership intent with employee adoption and customer experience so the brand promise carried through into day-to-day operations.

Outcome

Helped move Alaska's brand beyond communications into operational customer experience. AirCare was deployed system-wide, partner work sustained 10%+ year-over-year sales growth, and the Horizon transition was projected to deliver approximately \$3M in annual savings. The work created greater consistency between executive strategy, employee experience, and customer perception across a broad range of Alaska Airlines and Horizon Air touchpoints.





NET.AMERICA — Virtual Expo Medical Village

VILLAGE-TO-VILLAGE NETWORK | NATIONAL VIRTUAL CONFERENCE BRANDING & VISUAL COMMUNICATIONS



Scope

Developed the complete visual identity, branding system, and digital communications framework for the National Virtual Village Gathering, a nationwide virtual conference connecting grassroots organizations supporting seniors aging in place through community-based programs.

Role

Served as branding and visual communications lead responsible for establishing the event's visual identity, digital design system, and presentation framework, ensuring a cohesive and professional experience across all virtual conference materials and platforms.

Outcome

Delivered a unified, scalable visual brand and digital communications system that elevated the professionalism, clarity, and engagement of the national conference, enabling consistent visual storytelling across sessions, speakers, and virtual event environments.

Corporate Writing



DS3 Service

DS3 service delivers peak broadband speeds and unsurpassed reliability to put your business in front.



Product Summary

More and more businesses are seeking high-bandwidth Internet solutions for corporate data access, WAN connectivity, and performance-intensive applications. A DS3 (T3) connection provides maximum performance and service availability backed by superior service level agreements and an expert customer support team.

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Achieve new levels of performance with four symmetrical speed options from 20 Mbps to 45 Mbps. DS3 service delivers the bandwidth capacity your business needs to grow, and we go the extra mile to ensure a great experience – from site surveys and installation to maintenance.

Service Level Agreements

We stand behind your DS3 service with an aggressive service agreement (SLA) that includes 4-hour time-to-repair, 99.99% monthly service availability, installation timeframe, and data delivery targets.

Professional Installation

An expert technician conducts two appointments –a site survey to determine inside wiring needs and a return visit to your office to install your equipment and DS3 service. You don't have to worry about a thing.

24/7/365 Support

Our specialized team of DS3 support experts provides a fast response whenever you need it. We can even dispatch repair technicians after hours, on weekends, and on federal holidays to keep your business operating.

Benefits

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Expert Support
24/7/365 Support
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Creating Incredible Results Through Visual Storytelling
A visual graphics & tech deep dive

By Natalie Chantal Lake

Harnessing the power of visual storytelling can be challenging. From choosing the right tech and delivery method, to creating clear and concise messaging, to finding the right visual elements that speak to the viewer, to creating engaging content that makes a great story, the choices can be overwhelming. However, these choices can make the difference between an incredible outcome and a mediocre outcome.

Let's identify where you, the lawyer, can boost viewer participation and comprehension, whether for your client, focus group, mediator, judge, or jury, by giving them the opportunity to visually, quickly and clearly understand the case and the story. Those elements include but are not limited to:

- Selecting the right tech to work with, and understanding some of the limitations of each choice
- Creating a consistent template or brand, what that looks like, and why it matters
- Determining your ideal software platform for communication (PowerPoint, other presentation software, flip charts, and more)
- Figuring out the best way to compile, distribute and use information you have gathered
- Discovering how to use and leverage clear, concise, and engaging graphics
- Making certain you know how and when to use video and animation
- Simplifying your information into an easy-to-understand story
- Recognizing how graphics play a role in readability and case comprehension
- Leveraging the power of the software you have chosen by, for example, not filling a PowerPoint slide with small boring facts, but rather allowing the software to assist with transitions and animations, and combining this with good simple copy arranged in an easy-to-comprehend format
- Knowing what types of graphics and story pieces are needed for focus groups, mediation, opening state-

ment, and closing argument

- Taking, applying and incorporating feedback from focus groups
- Making sure you have properly prepared equipment and files for virtual trials versus in-person trials
- Recording good video and audio—even if just via your smartphone—and inserting it into your presentation
- Locating useful information from reputable sources, compiling graphics, infographics and more
- Creating an emotional response using images, motion, and graphics
- Building a Visual Contract with your audience to build easy to understand, use-centric visuals and copy that makes them more accessible and engaging, while building trust
- Humanizing your storytelling
- Estimating the ROI on graphics, visuals, and tech

If you are able to follow those basic tenets, then you have created the foundation for a great narrative delivered in a fashion that keeps the viewer engaged and participating in the story. So how does this work?

When you watch a detective story, you wait for the pivotal moment when the camera pans to the board that shows all the lines connecting pictures of the victims to the perps, and showing where the intersections of locations are. This lends credibility to the theory of how the murder or crime was committed. It remains for the viewer that the legwork was accomplished and thus the story is sold without a doubt because all other avenues have been explored.

Furthermore, if the police officer or detective takes the "investigation board" home with them, away from the office, it further cements the validity of the work shown on the board because it has become personal to the detective, making you, the viewer, buy in more deeply to the idea that the detective is on the right track, and cares deeply about the case. The investigation board sets the ground-work that their research will yield the correct answer and bring about justice.

This is the same journey we wish to take our viewers on via the graphic elements, visual communication, storyboard and tech we are using and, if done properly, can result in case-changing, winning results.

How do I get started? A high level guide to deciding what technical gear I need for a good storytelling platform

Do I need a Mac, PC, Apple iPad, or Microsoft Surface? Does it matter which one?

The short answer is you can use all the above to create and support your visual journey. Things to keep in mind when purchasing any of them is that if you will be editing using graphics-heavy software like Adobe Creative Suite, Canva, Microsoft Office, Camtasia, etc., then you will be better off using a laptop. Any designer or tech will support both PC and Mac, and the graphics will be "swappable" and usable on both. Often the bigger issue is "version of software," but this only comes into play if you are editing in a graphic-heavy program like Premier Pro on a video.

When migrating from Mac to PC or vice-versa, keep in mind that fonts will not easily migrate across platforms, especially if they are custom fonts. Even standard fonts like Arial and Helvetica (or Times New Roman) will be different on every platform. Kerning (space between the letters) and leading (space between the lines) will change from platform to platform. The only way to resolve this issue is to turn fonts into paths or create picture file formats like JPGs or PNGs.

Additionally, laptops are better for plugging in peripherals, and this includes USB devices, cameras, drawing tablets, and document presenters like an Elmo. If you will be conducting online depositions, Zoom trials, etc., use a direct ethernet line to manage load whenever possible as Wi-Fi can become unstable.

You will want a minimum of a Cat5e type cable (Cat6 and above is for 10GbE equipment, which most people are not running) and a compatible adapter for your computer. Some computers (mostly older Macs and PCs) come with this function onboard; newer Macs and PCs will need an adapter. Most often you can find an Ethernet Port in the back of your modem to plug into. Other options may include wall ports or dock ports installed on your desk or wall by your IT department or building management.

Keep in mind speeds vary, and load can be affected by camera and other devices on the Wi-Fi at the same time. Fiber Optic is usually fastest, then cable, and finally DSL. If you can afford it, it's good to have redundancies in case one service goes out and you need another.

You can always hotspot using your phone, however hotspotting using your phone only is notoriously unreliable. I highly recommend having redundancies in place, especially during a trial when your tech absolutely must work. Also keep backups on USB flash drives, and preferably run your "show" from a computer that is not fully loaded, and is fast enough to play the show without any "lag time." Think of it like bringing an umbrella. If you prepare for the worst, you will be delighted when the best happens. Make sure whatever system you are using is compatible with the court's system (laptops have far less connectivity issues than iPads or tablets like Microsoft Surface or Google Pixel Tablet). I highly recommend doing a tech run-through, and when you visit the courtroom ahead of trial, make sure to bring along the exact device you will use and, if possible, try it out.

Make a note of where all the outlets are, bring your own power strip, and make sure you have all the appropriate peripherals and attachments (like USB-C to HDMI for Apple).

By now you most likely have used Zoom in one form or another. Zoom is the online video conferencing solution preferred by King County court system. Guidelines can be found online by Googling King County Zoom Information. If you do not have a Zoom account, I highly encourage you to get one. While you can use G-Chat (for free) or Microsoft Teams, Zoom has some great features that allow you to record to the cloud, and select multiple options for recording in multiple ways (like side-by-side video or speaker only). Since files are being recorded to the cloud, it is a good idea to set your video recording preferences to default to all formats, so that you can use this for video clips during your storytelling process.

As long as you don't delete the videos from the cloud, and you have enough storage remaining in your account, you can come back again and again, to download the video, share or review it. Once you have familiarized yourself with the Zoom format, you can begin using it to interview lay witnesses, take depositions, and record meetings with clients and experts. Conveniently, Zoom has recently added an AI feature that allows you to create transcripts as well as summarize meetings and chats.

(Continued on page 20)

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Technology

Size Matters When it Comes to the Images in Your Presentation

By Natalie Chantal Lake

What are the right dimensions for your PowerPoint slides? What is the best size for images? How do you know what to choose, and what will work best?

This article explores which lay-out dimensions to choose for your presentation, the difference between DPI and PPI, and we will end with a discussion of the issues that affect image clarity, what different image file formats are, and finally how to transfer large size images.

Building an amazing PowerPoint starts with selecting the right layout dimension, one that will give you the best on-screen result, with the most audience-friendly readability and clarity. There are two basic options for PowerPoint slide layout aspect ratio: Standard (4:3) or Widescreen (16:9). Widescreen is the international standard format for HDTV, UHD, Full HD, SD digital TV, and analog widescreen TV.

This terminology can be confusing because these days "Standard" (also referred to as "traditional") is very rarely used, whereas "Widescreen" is the international standard format of HDTV and the most common ratio for computer screens and TV sets, mobile phones, DSLRs, and most modern camcorders.

The default aspect ratio for presentations in PowerPoint 2013 and newer versions is 16:9. When you print 16:9 aspect

ratio slides you will see a white border on top and bottom. For standard 8.5" x 11" letter paper your output will actually be 11" x 8.1875".

There are two technical considerations to a picture or image you need to be aware of:

Size—the term used to describe the number of pixels horizontally by the number of pixels vertically (width and height of an image), and Resolution—the number of pixels per inch that exist within the image. The higher the resolution of an image, the more detail and definition you will see.

On-screen or video, we speak in "PPI" or pixels per inch (for print materials picture resolution is measured in "DPI" or dots per inch). Knowing which image PPI to select is important when you purchase stock photography or stock video. For visual examples PPI and DPI explained, please visit: <https://www.adobe.com/learn/article/understanding-ppi-dpi-resolution.html>

An image taken by a mobile phone, for example, may have a high enough resolution to be used in a PowerPoint presentation, however if the phone is set for low resolution, or if the picture is shot in low light or poor lighting conditions, or the lens is zoomed in very far, the image may be very blurry and may not be the best option.

Sometimes you will need to zoom in on ("upscale") your image or a part of the image. Upscaling images can become a problem because you lose image resolution. This is most apparent with logos and text. Upscaling an image will often result in degradation of the image, especially around the edges where pixels and lines will become very blurry.

Unfortunately, unlike what is shown in the world of movies and television, there is currently no software available to make a blurry image sharp. Some AI tools claim to be able to help you accomplish this, but it cannot truly restore the missing pixels, and often the image will look worse than if it had been left as the original. As a general rule, it is impossible to create pixels where there are none.

Still, there are tools that can help. Suppose, for example, an image or video has a blurry license plate. A talented videophoto expert can help with the brightness/contrast and boost colors which may give the illusion of more clarity.

ity. Here is a helpful article that discusses these issues in some depth: <https://www.forensicsfocus.com/articles/can-you-get-that-license-plate/>

Circling back to your PowerPoint set-up, let's assume you selected Widescreen 16:9 as your template, and you want to find an image that fills the entire slide, edge to edge. For the image to be the perfect image to use, at what's commonly referred to as "Fullscreen," it would have to be 1920 pixels wide by 1080 pixels high (or 1920 x 1080 pixels) and a minimum of 72 DPI.

When you purchase royalty-free images you want to select a size that is a minimum 1920 x 1080 at 72DPI (most often it is labeled "L" or "HD") if you intend to use it at full screen. Smaller sizes than 1920 x 1080 at 72DPI will show up less sharp in a 16:9 PowerPoint presentation at full. Make sure you select the image size (dimension x resolution) with enough pixel data to achieve the clarity.

(Continued on next page)



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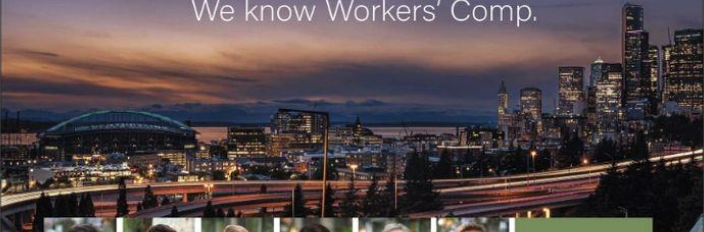
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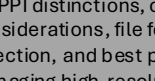
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Washington State Trial News

Creating Incredible Results Through Visual Storytelling

January 2024

Examines the strategic role of visual storytelling in litigation, including technology selection, delivery methods, and approaches for creating clear, concise, and persuasive visual communication.

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