

DREWPROFFITT

GRAPHIC / WEB DESIGNER

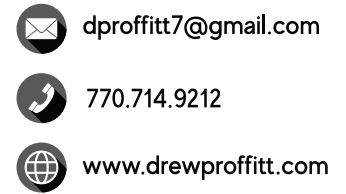
PORTFOLIO





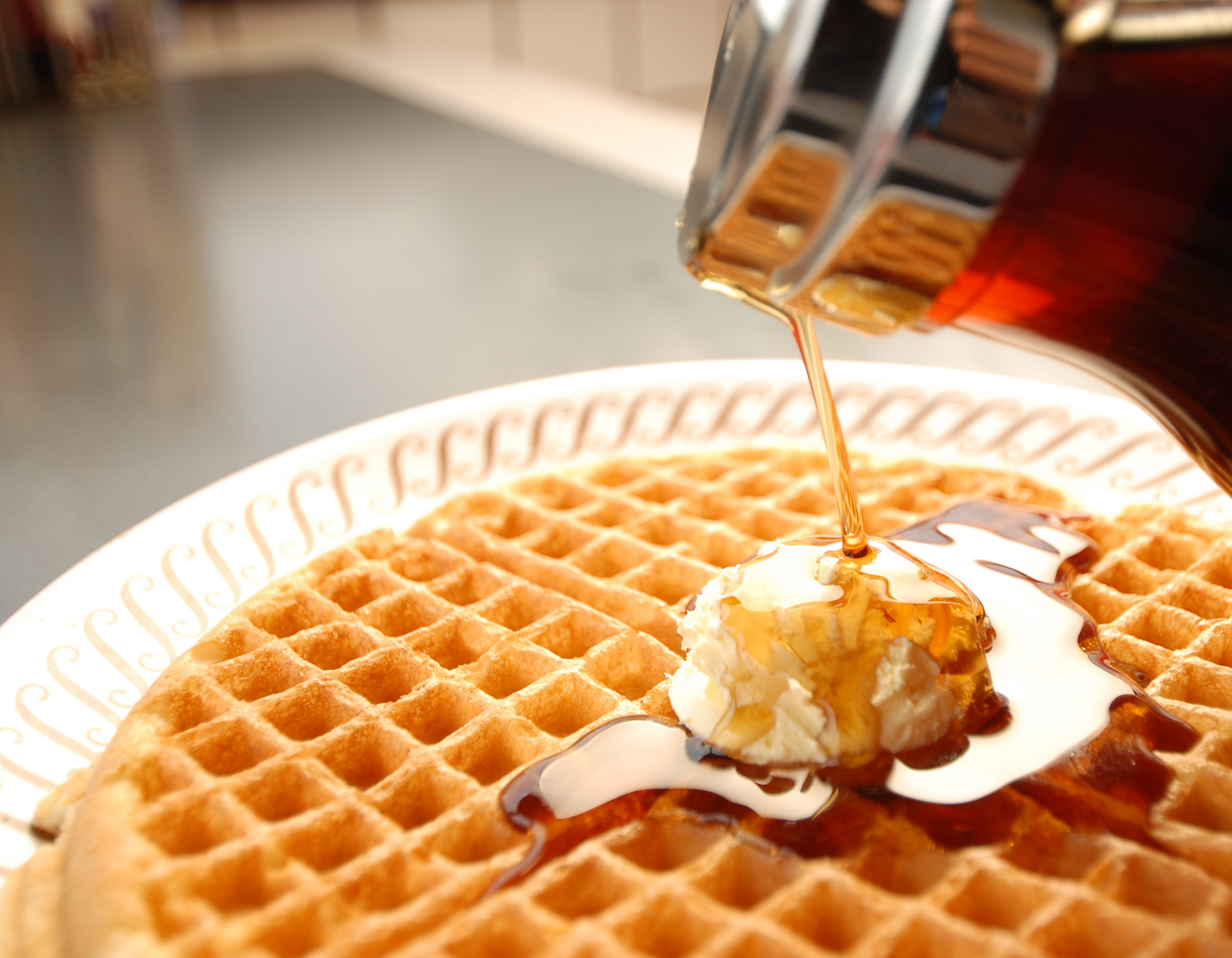
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1. PROCESS: THOUGHTFUL & EFFECTIVE DESIGN
2. BRANDING
3. BRAND MARKETING
4. CO-BRANDING
5. ENVIRONMENTAL DESIGN
6. PUBLICATION DESIGN



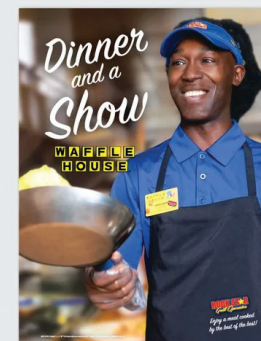
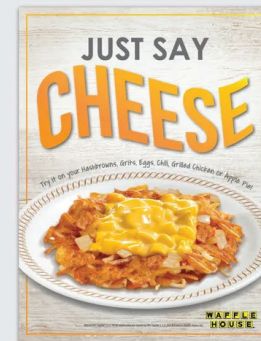
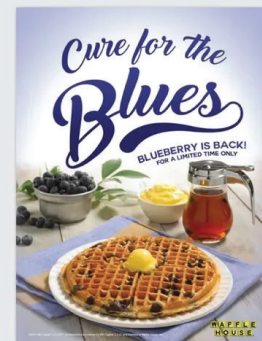
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PROCESS: THOUGHTFUL & EFFECTIVE DESIGN

Every successful design project begins with a clear objective, transforming ideas and marketing goals into compelling visual communications. For Waffle House, I collaborate with cross-functional teams to develop creative concepts, leveraging brainstorming sessions, strategic thinking, and AI-assisted ideation to identify the strongest messaging, imagery, and campaign direction. Once photography and supporting assets are secured, I bring each concept to life through thoughtful design, carefully considering typography, color, composition, and visual storytelling to maximize viewer engagement. The following projects showcase a selection of customer-facing marketing materials that celebrate the Waffle House brand while creating memorable and impactful experiences.

Adobe Illustrator, Adobe Photoshop
WINDOW CLING, POSTER, TABLE TENT, FLYER





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BRANDING

My branding projects focus on building distinctive visual identities that communicate a brand's purpose, personality, and values. From logo development and brand systems to marketing collateral and digital assets, I create cohesive designs that ensure consistency across every customer touchpoint. Each brand is strategically crafted to strengthen recognition, foster trust, and create meaningful connections with its audience.

Adobe Illustrator, Adobe Photoshop, Adobe Indesign
WINDOW CLING, POSTER, TABLE TENT, FLYER





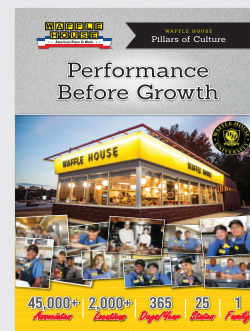
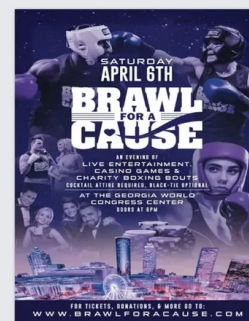
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BRAND MARKETING

Brand marketing is about creating visually compelling, strategically aligned experiences that strengthen a brand's identity and build lasting customer connections. I develop cohesive campaigns across digital, print, retail, and environmental touchpoints that ensure every interaction reinforces the brand's voice and values. By combining creative design with marketing objectives and consumer insights, I create work that not only captures attention but also drives engagement and measurable business results. From concept through execution, I focus on delivering consistent, high-impact creative that helps brands stand out in competitive markets.

Adobe Illustrator, Adobe Photoshop
SOCIAL MEDIA, POSTER, FLYER





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CO-BRANDING

I have had the opportunity to work with a magnitude of industry leading brands through co-branded design projects. I create co-branded marketing assets that seamlessly blend multiple brand identities while maintaining the integrity and standards of each partner. By aligning creative strategy with shared business goals, I deliver cohesive designs that strengthen partnerships and enhance customer engagement.

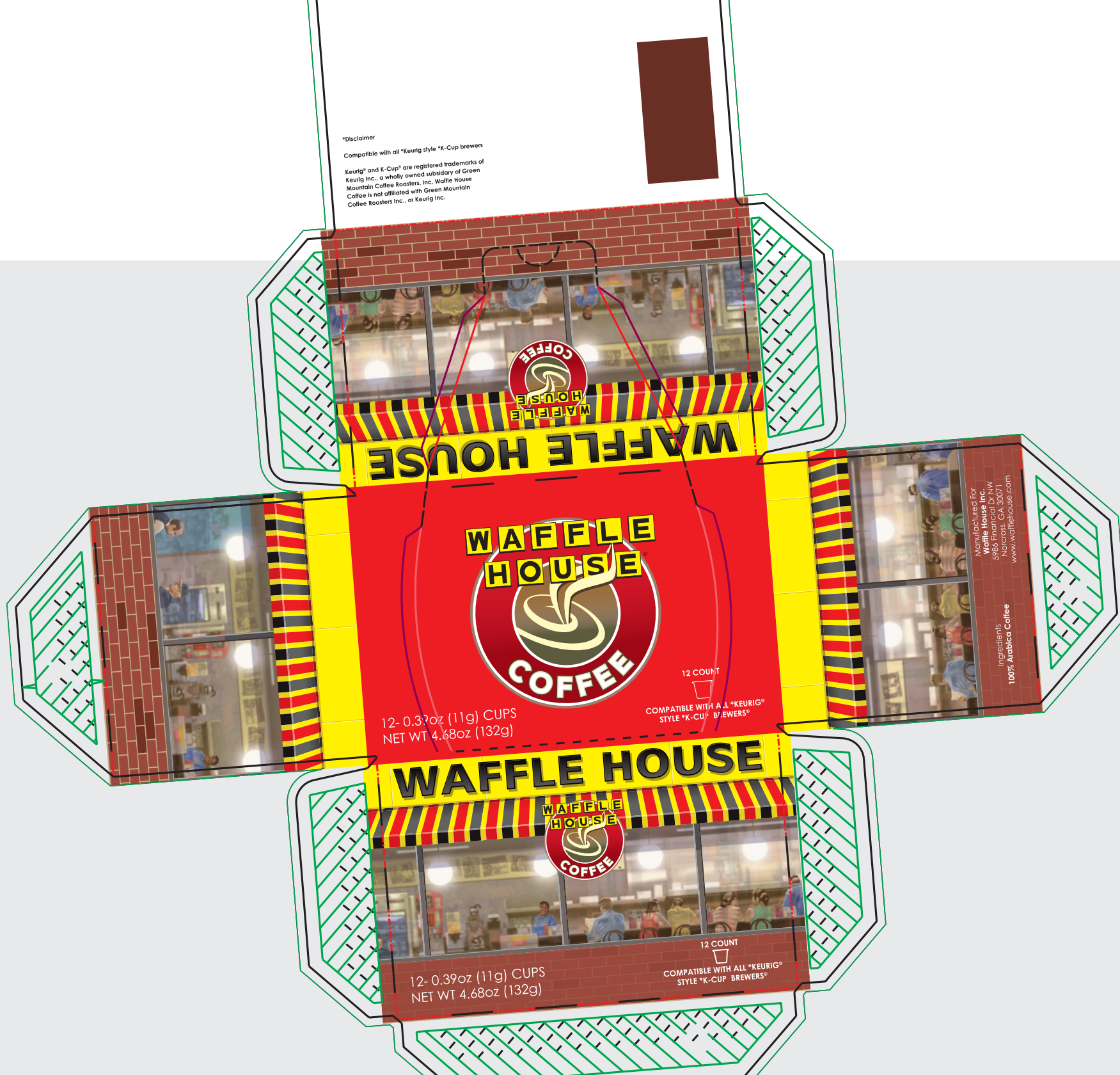
Adobe Illustrator, Adobe Photoshop

WINDOW CLING, POSTER, LIFE SIZE STANDEE, DIGITAL MEDIA, TABLE TENT, FLYER



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Keurig Inc., a wholly owned subsidiary of Green
Mountain Coffee Roasters, Inc. Waffle House
Coffee is not affiliated with Green Mountain
Coffee Roasters Inc., or Keurig Inc.



12- 0.37oz (11g) CUPS
NET WT 4.68oz (132g)

12 COUNT

COMPATIBLE WITH ALL *KEURIG®
STYLE *K-CUP® BREWERS®

WAFFLE HOUSE



12- 0.39oz (11g) CUPS
NET WT 4.68oz (132g)

12 COUNT

COMPATIBLE WITH ALL *KEURIG®
STYLE *K-CUP® BREWERS®

Manufactured for
Waffle House Inc.
5986 Financier Blvd NW
Norcross, GA 30071
www.wafflehouse.com

Ingredients
100% Arabica Coffee

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GRAPHIC / WEB DESIGNER

ENVIRONMENTAL DESIGN

My package design, merchandise, and vehicle wrap projects extend brand identities beyond traditional marketing, creating cohesive visual experiences across products and mobile environments. I develop designs that balance creativity, functionality, and production requirements while ensuring consistent brand recognition at every customer touchpoint. Each project is strategically crafted to strengthen brand visibility, engage audiences, and create lasting impressions in both retail and real-world settings.

Adobe Illustrator, Adobe Photoshop

PACKAGE DESIGN, MERCHANDISE, VEHICLE WRAP





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PUBLICATION DESIGN

My publication design work combines strong visual storytelling with thoughtful typography and layout to create engaging, easy-to-navigate print and digital materials. I design magazines, catalogs, annual reports, brochures, and editorial pieces that balance creativity with clear communication and brand consistency. Every publication is crafted with attention to detail, ensuring a polished final product that informs, inspires, and leaves a lasting impression.

Adobe Illustrator, Adobe Photoshop, Adobe Indesign
MAGAZINE SPREAD, MAGAZINE AD, BROCHURE, CATALOG

