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— — — Jill Covell



Contact

The best way to get ahold of me is by text or email.

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Just a click away

About Jill

Jill is a creative veteran marketer and graphic artist with over 20 years of experience working with large corporations and small family owned businesses. She has created materials for both domestic and international markets. Jill's portfolio includes logo designs, brand identity, ads, trade show exhibits, POS, marketing materials, training guides, and interior and exterior signage.

Jill is an easy going self starter and prides herself on sticking to deadlines and budgets. As a former sign shop owner Jill not only understands the cost of the materials but also the best materials for the job.

It has been said that her specialty is **Making your vision come to life!**

Skills

Adobe • Illustrator • Photoshop • InDesign
Microsoft Office • Word • Excel • PowerPoint
Google • Docs • Sheets • Slides • Keep

Constant Contact
Zoom
Survey Monkey

Product Training
Company Videos
Trade Show Designs

Experience

Cove11 Graphics Design Firm	• Self-employed Ventura	Present
FASTSIGNS® of Oxnard Sign Shop	• Owner Oxnard, CA	Oct 2014 - Jan 2023
SloanLED LED Manufacturer	• Global Marketing Director Ventura, CA	Oct 2007 - Sep 2014
Parker Hannifin Filtration Manufacturer	• Marketing Manager Oxnard, CA	2002 - 2007
Shell Oil Company Auto Accessories Division	• Product Manager/Designer Moorpark, CA	2002 - 2005
Amgen Bio Pharmaceutical	• Marcom/Launch Specialist Thousand Oaks, CA	2000 - 2002
Belkin Computer Accessories	• Marketing Manager Compton, CA	1992 - 1997



Listening to the customer's needs

Discovering the customer's tastes

Making them stand out in their market

Education

 University California Los Angeles
Bachelor of Arts - BA, Fine/Studio Arts

 Claremont Graduate University
Masters of Fine Art, Installation/Sculpture

 California Contractors State License Board
C45- Illuminated Sign Contractor License

Logos

Logo design is your fingerprint that tells the audience who and what you are. These can be as simple as an icon that can easily be converted in size and color to an exploration in your brand's identity. This is a very small sampling of Jill's logo designs over the years.



Library Logo

Client: Ventura Friends of the Library

Objective: Friends of the Library were looking for a colorful eye-catching logo to help them stand out inside the Ventura Library. It needed to reflect the beach community and books. The logo is used on their signage, literature, staff aprons and membership cards.



Kid Logo

Client: Young Art

Objective: Young Art a previous client who needed their logo updated. They were opening up a new division specializing in STEM programming and needed it to reflect the program curriculum while being attractive to the program's target audience, kids 5-12 years old.



Chamber Logo

Client: West Ventura County Business Alliance

Objective: The Camarillo and Oxnard chamber merged and was in need of a new logo. The logo needed to be simple to offset the long name and represent the commerce in the area - Ocean, Manufacturing and Farming.



Media Logo

Client: CAPS Media Center

Objective: CAPS wanted to evolve their logo for the local access TV Station and wanted to keep the corporate colors of orange and blue. This needed to be simple and easily transferable to all their marketing materials. They wanted the mountains and ocean in Ventura to somehow be represented in the design.

Print

Building print material able to transition to the web. Files are created for print ready or web upload.

Catalog and Handouts

Client: Temple Beth Torah

Project: Catalogs and handouts

Objective: Each year a catalog is put out that is filled with classes and events for the congregation. The client prefers to be colorful as well as professional to help elevate what is on offer. To keep the project budget friendly a version of the catalog and single handouts are created to be copier and web friendly.



Book

Client: Author Lindsey Bell

Project: Cover and typeset interior pages

Objective: Create an original book-cover using elements from the novel. This is the first of a series of books for Ms. Bell in the murder mystery genre.

Trifold

Client: CALM Art

Project: Create a trifold handout

Objective: Make an easy to read brochure that summarizes the CALM Art program. It is used as a handout for potential clients and for group events.



Displays

From table top to large trade show booths, Jill designs the space to best show the client's company. She designs the displays with flow and space in mind.



Curve Tension Fabric Display

Client: CalFire

Project: Backdrop for CalFire Graduations

Objective: Each year CalFire holds a graduation for their recruits. Needing something that could be used indoors or outdoors was important. After the ceremony the graduates use the backdrop to take photos.



Movable Display

Client: Ventura County Ninety-Nines

Project: Three-sided, rolling, changeable display

Objective: Needed a display that could be moved in Santa Paula Aviation museum when open and moved out for classes. Portion of the display was made to highlight different women in aviation each quarter. This side had to be designed to be budget friendly as they are a non-profit. On the back side is an interactive flight cockpit with dials and gears to engage the younger patrons.

Trade Show Booth

Client: SloanLED

Project: Custom Built 20' x 20' Island trade show exhibit

Objective: Clean booth design to allow heavy flow of traffic move through the space to see, touch and see the full line of sign lighting products. Booth needed to be visibly appealing from all sides and have storage for coats and bags. Built a center room with video monitors displaying applications with no sound, cabinets with see through openings for product visibility and smoke display to show how the distance the light traveled.



Packaging

Packaging was one of Jill's first favorite design challenge. Not only was she creating the artwork but she had to set it up to be manufactured in China which required adding color variance guidelines. Packaging can add layers of organization and production work including adding plot and die lines and setting up for multiple languages.

Hanging Packaging

Client: Medo/Shell Auto Accessories division
Project: Packaging for Automotive Service Center
Objective: Special line of air fresheners to be hung on rear-view mirrors after car was serviced. Packaging was done with just two colors, yellow and cyan on an offset printing press to save money since this was a give away item, they'd add more than one language to the back of the package. Projects like these are known as specialty items. This was just an example of a specialty item. Jill designed packaging for over 75 fragrances for sale in major retailers.

Lorem ipsum



Labels

Client: Vapor Forrest

Project: Creating constant labels for over 75 vape flavors for small 2 oz and 4 oz bottles. Design included setting up ready to use 9" x 11" sheets.

More Labels

Client: Mama's Bees

Project: Logo and Labels

Objective: Started with creating the logo for a bee keeper needing design and packaging guidance to sell their honey in two sizes and a tube lip balm. Also assisted in getting a website.



Box

Client: Command Communications

Project: Box with window and trifold handout

Objective: Creating a box with a window to show off the product and include room for an instruction manual. The instruction manual was created in black and white to help to reduce production costs.

Signage

As a former sign shop owner Jill has designed and built thousands of signs. Jill has a C45 Illuminated sign lighting contract license which means she not only designed the signs on screen but has a good understanding of how they relate three dimensionally. In addition to creating the concepts she often had to do technical drawings for permitting.



Station Signage

Client: California State Channel Islands University

Project: Interior signs for the food stations

Objective: Light weight hanging signs to create a market place feel. Used a PVC base with a wood veneer and acrylic overlay to create the signs to help give them dimension.



Exterior

Client: Artisan Vehicle Systems

Project: Illuminated Monument Sign

Objective: Worked with the company logo and kept the sign with a modern feel that could be illuminated at night using LEDs. The logo is faced illuminated while the Artisan letters are halo illuminated.



Interior

Client: Saalex Solutions

Project: Interior wall

Objective: Needed a way to spruce up the office and created a functional space for Proposal Bids. Work with existing Proposal Bid sign. Added hexagons with monochromatic images of the industries the company works with added a design element to keep the eye moving and add the mission statement to be ISO compliant.

Wraps

Client: Oxnard Unified School District

Project: Wrap Football Stadium Press Boxes

Objective: Needed a design that was simple and clean. Each school had different architecture and mascot. The designs for the press box needed a consistent layout/feel throughout the district. Mock-ups were created for approval and Jill assisted in the installation of the vinyl.



Branding

Having a strong brand is all in the details and consistency.

*A brand for a company is like a reputation for a person.
You earn reputation by trying to do hard things well.*

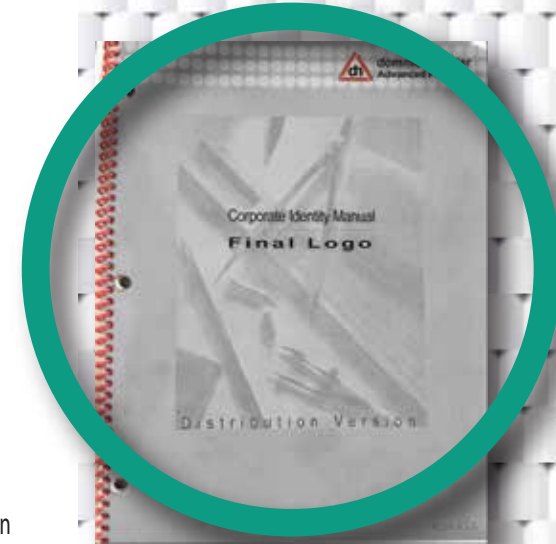
~Jeff Bezos

Brand Identity

Client: Dominick Hunter Filtration

Project: Redesign Logo

Objective: Dominick Hunter had acquired an existing filtration company and needed a new logo to embrace both companies. The triangle was used as it embraced the strength of the two companies. After designing the logo a thorough Identity Manual was created. This included not only how the logo was used but covered everything from PowerPoint templates, stationary, specification sheet layouts, uniforms and use of the logo on promotional materials.



Glamour Studios Camarillo, CA

Type of Business: Hair Salon

Signs

Project: Exterior illuminated sign and window graphics

Objective: Bring attention and keep it elegant. Bring attention to the dark windows while working within the city's sign specifications.



Handouts

Project: Print material

Objective: Create promotional coupons and double-sided menus for customers. Clean and a quick read.



Campaign

Project: Event signage

Objective: Events are just one way this salon promotes itself. They needed a "step and repeat" for taking pictures, a-frame for the parking area and a retractable for the interior making it easy to take onsite for industry shows.

Bags

Project: Merchandise bags

Objective: To keep up with the upscale image they needed bags that looked clean and easy to carry, while promoting the salon.



Serenade Apartments Oxnard, CA

Type of Business: Luxury Apartments

Signs

Project: Promotional and permanent signage

Objective: Advertising apartments and facility. After property rebranding, promotional and permanent signage was needed. They needed to stand out from 4 other competing properties close by. The corner sign and the bandit sign below were part of the ...A competitive market with 4 other properties close by also with units for lease signs needed to be inviting. The corner sign and the bandit sign pictured below were part of the promotional efforts.



Flyers

Project: Promotional

Objective: This is an example of one of the promotional flyers that highlighted the property. It featured a move-in special.

Banners

Project: Promotional /permanent

Objective: Extra large banners were placed in key areas of the property and on fencing across the way. Needed to be a quick read for motorist passing by.



Mister Softee Camarillo/Ventura, CA

Type of Business: Ice Cream Shop

Print

Project: Menus, business and reward cards

Objective: Bring attention and keeping it elegant. Bring attention to the dark windows while working within the city's sign specifications.



Signs

Project: Store Interior and Truck Signage

Objective: Menus were designed so that stickers could be used to seamlessly update pricing. All the signage including a charity board were created for both stores.

Mister Softee has a fleet of trucks that needed window insert signage. They were designed so they could be changed out for events, some had dry-erase to personalize events while others exhibited a slim down menu.



Safersonic Highland Park, IL

Type of Business: Medical equipment manufacturer

Table top shows

Project: Easy to pack set-up

Objective: Needed a professional set-up to take to small table-top events and also be able to duplicate for distributors. Retractable covers created in two sizes 11" x 17" and 20" x 40"

A branded four sided tablecloth and a table runner for distributors.



Printed material

Project: Spec Sheets, Postcards, and Ads

Objective: Product spec sheets provided benefits and the different options available. Although they are not the most creative to create they need to be consistent and easy to follow.

Postcards changed each year with a new theme to be used to invite customers to trainings and follow-up. The image/theme also would be turned into an industry 1/4 page ad.

Labels

Project: Sample Labels and Product labels

Objective: Created labels showing a partnership and provide samples for those who took the training. There were 5 different labels created. In addition Individual product labels were created for actually shipping the products.

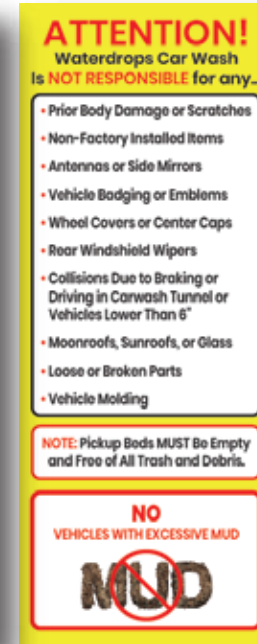
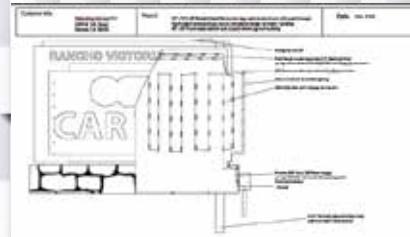
Waterdrops Express 5 Southern, Ca locations

Type of Business: Car wash

Signs

Project: Illuminated Property Signs

Objective: Create a consistent brand across 5 locations with a variety of architecture. Build architectural drawings and work with 4 different city signage codes. Additionally made templates for a manufacturer to reproduce the signs to code.



Menus

Project: Exterior signs

Objective: Designed menus for entrance of the car wash. Needed to have large lettering and easy to read. Also made price template to make changing prices easy and non visible.

Promotions

Project: Reward cards, coupons and banners

Objective: 20' banner to be up for a week at a time and to be reused as needed. Colorful promotional coupons to be given out at Chamber and other events.



SloanLED Ventura, CA

Type of Business: LED Manufacturer
Employed as Global Marketing Director
7 Years

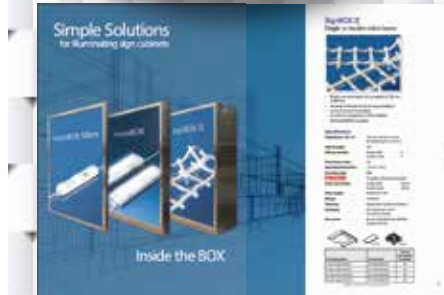
Print

Took the company from a mom and pop to a large corporate image able to visually compete with GE for the number one spot in the industry.

While there redesigned all the literature including multiple catalogs, ads, instruction manuals, forms and more.

Worked with interpreter company to produce the brochures in multiple languages.

In addition to overseeing marketing materials she also was responsible for company press, including writing articles for Sign and Digital Graphics Magazine.



Interior catalog spread



Ad for industry publications



Everything Else

Designed large trade booths for American and European markets in a variety of industries.

Worked the booth and was product spokesperson for the media.

Wrote, directed and edited training videos.

Created a company app to make it easy to estimate modules for a sign.

Initiated and over saw plug-in for Adobe and Corel Draw to install modules into a sign proposal drawings.

Taught seminars at the ISA convention (International Sign Association)

Planned and created slide decks for Sales meeting and trainings. In addition created an interactive Sales training and became the industry gold standard.

On the Mark

