



PORTFOLIO 2023

VISUAL COMMUNICATIONS +
BRAND CREATOR | DIGITAL + PRINT DESIGN EXPERT |
PROJECT MANAGEMENT EXPERT



MULTIDISCIPLINARY DESIGNER
CUSTOMER-CENTRIC
CRITICAL THINKER
DETAILED-ORIENTED

Hi, I am Tonya,

As a Creative Director with international visual communications education, I'm a versatile designer and director collaborating with both corporate and non-profit sectors. With over a decade in design and creative leadership, I've guided teams in print and digital for various industries like beauty, entertainment, healthcare, law, and more. My core belief is in purposeful design achieved through thoughtful research, helping clients tell their stories visually.

MY ROLES PRODUCING THE WORKS IN THIS ONLINE PORTFOLIO

Creative Director/ Branding Development/ Senior Graphic Designer/Print Broker

Creative Director

Supervisor in graphic design firm. Responsible for managerial tasks such as mentoring junior designers, scheduling, budgeting, brokering and overall client management.

Branding Development

Development included aligning brand with business objectives, communicating brand to target market and updating or strengthening brand as necessary.

Senior Graphic Designer

Responsible for managing all design from concept to delivery including creating original artwork and reviewing the drafts of junior graphic designers to ensure quality work.

Print Broker

Experience negotiating a wide range of print and promotional items to provide consistently high-quality materials/items with quick turn times, while understanding a wide range of production equipment to produce jobs with greater efficiency. Expert handling on-site/digital press checks, last-chance proofing step for the main purpose of achieving color accuracy.



ROLES

Creative Director

Art Director

Brand Development

Senior Graphic Designer

Print Broker



CLIENT

CITITRENDS

PROJECT

Beauty Box + PRODUCT INFORMATION CARD

DESCRIPTION

Cititrends has a young audience. The concept for this curated beauty box incorporated bright colors and a floral treatment that coordinated well with the CitiTrends brand. The box was sold in CitiTrends stores across the US.

TASK

9x6.5x2.75 Package Design
5x7 Product Information Card

ROLE

Art Direction
Senior Graphic Designer

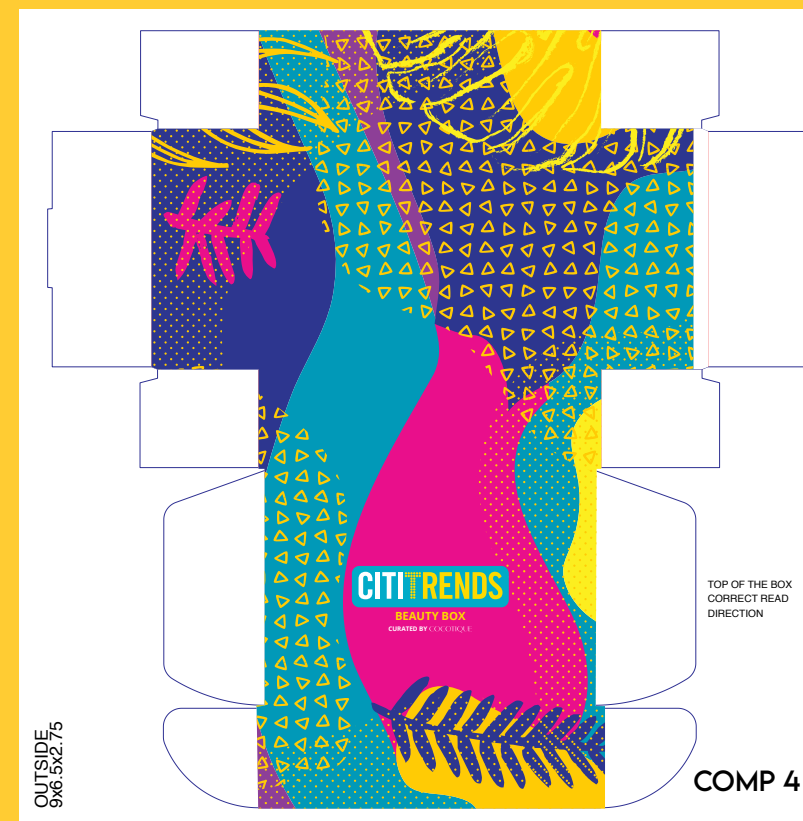
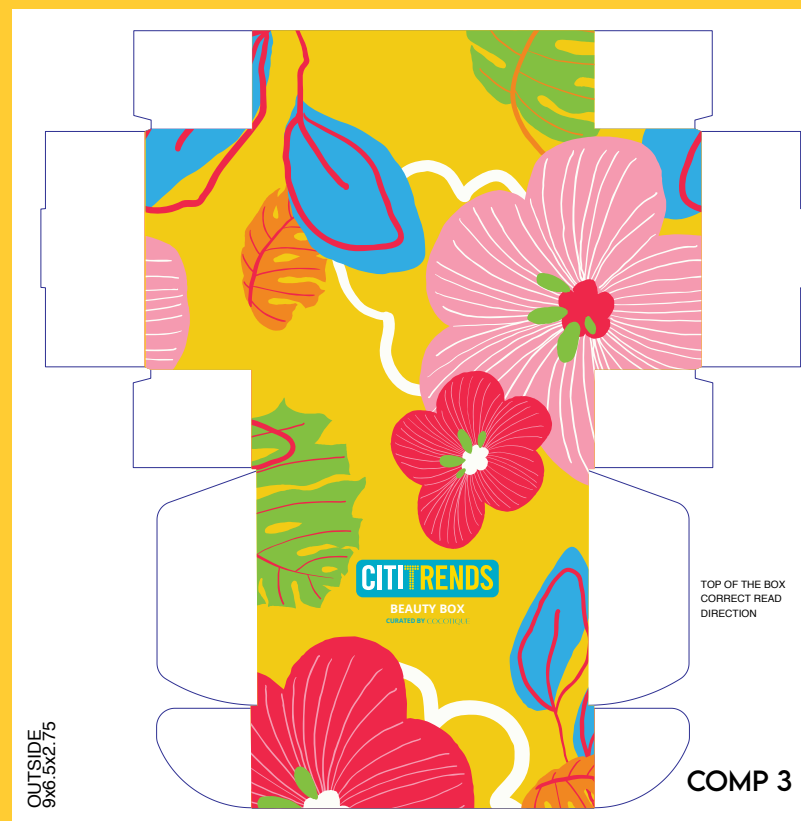
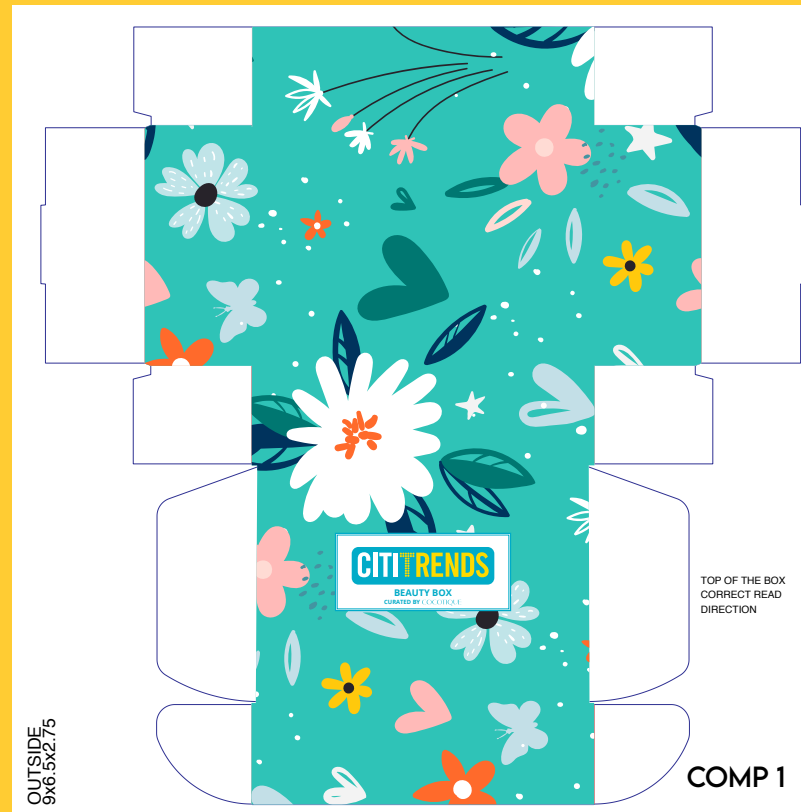




CITITRENDS BEAUTY BOX
Sold in CitiTrends Stores July 2023

THE PROCESS

Four designs were submitted that had a energetic floral concept.





OUTSIDE
9x6.5x2.75

TOP OF THE BOX
CORRECT READ
DIRECTION



THE FINAL DESIGN

9 x 6.5 x 2.75 Package Design



5X7 PRODUCT INFORMATION CARD

The product information card design incorporated design elements from the package design. The card was packaged inside the box along with beauty products.



COCOTIQUE is a deluxe beauty subscription box curated especially for women of color. We help you discover the best in beauty, self-care, wellness and lifestyle products. We're all about reminding you to #LoveYourself, #EmbraceYourMagic, and to prioritize your self-care.

Don't forget to share your love and let us know how you like your products!

[f](#)
[@](#)
[COCOTIQUE](#)
[t](#)
[@](#)
[LOVECOCOTIQUE](#)

CALLIDORA High Shine Lip Gloss (Dazzling)
Enjoy this heavenly high pigment high shine lip gloss any day of the week! Get a full coverage look with this creamy and comfortable formula without the dryness of a traditional liquid lipstick. It's the perfect way to finish any makeup look!
FULL SIZE: \$3.99 / .09 FL OZ

CALLIDORA Eye Shadow (Maue)
Create your favorite eye look with our compact 9c eyeshadow palette. Features nine highly pigmented and blendable shades in both matte and shimmer. Perfect for creating both day and night looks!
FULL SIZE: \$4.99 / .38 OZ

HYPE 7-Free Nail Polish (Last Chance)
This high quality toxic free nail polish uses 85% plant based ingredients. It's quick drying and chip resistant.
FULL SIZE: \$9.99 / .30 FL OZ

RESHMA BEAUTY Kale Face Wash
Infused with extracts of powerful plant essences, this Kale Face Wash is designed to nourish skin with a hearty dose of antioxidants that help to rejuvenate complexion and balance tone while also diminishing dryness and dullness.
FULL SIZE: \$6.99 / 5.07 FL OZ

WAKATI Water Activated Advanced Conditioner
This conditioner is activated by water, traveling natural hair's kinks, coils and curls, depositing moisture along the way. The patented finger-combable formula provides slip that unlocks tight knots and smooths rough cuticles to seal in hydration.
FULL SIZE: \$18.99 / 16.9 FL OZ

Please visit our online shop at cocotique.com/shop to find out more product details and to purchase full size products.

USE OUR EXCLUSIVE DISCOUNT CODE [CITITRENDS20](#) FOR 20% OFF ANY SUBSCRIPTION PLAN OR PAST BOX AT [COCOTIQUE.COM](https://cocotique.com)—EXPIRES JUNE 30, 2022

*The sizes noted on this card are to inform you of what the full size prices are, if you would like to purchase.

CLIENT

 **COCOTIQUE**

PROJECT

Digital Banner Ads

DESCRIPTION

COCOTIQUE is a one-stop platform to discover, try, and buy the best beauty, self-care, wellness, and lifestyle products.

TASK

Banner ads on Cocotique.com to promote products in monthly beauty boxes.
1500 x 500 pixels banner ad
800 x 800 pixels banner ad

ROLE

Senior Graphic Designer






February Urban Hydration Takeover Box

To celebrate Black History Month, we collaborated with Urban Hydration, a Black-owned hair, skin, and body care brand founded by Psyche & Vonloba Terry. Their goal is to create naturally inspired products that achieve beautiful results and are gentle enough for the entire family! All of their products feature clean, healthy, plant-based ingredients to pamper you from head to toe. We hope you enjoy our special skincare curallon this month that will pamper and treat your skin with an abundance of goodness.

[GET YOURS NOW](#)


February Urban Hydration Takeover Box

To celebrate Black History Month, we collaborated with Urban Hydration, a Black-owned hair, skin, and body care brand founded by Psyche & Vonloba Terry. Their goal is to create naturally inspired products that achieve beautiful results and are gentle enough for the entire family! All of their products feature clean, healthy, plant-based ingredients to pamper you from head to toe. We hope you enjoy our special skincare curallon this month that will pamper and treat your skin with an abundance of goodness.

[GET YOURS NOW](#)



Banner ads on Cocotique.com to promote products in monthly beauty boxes.



MAY BOX

SPREAD LOVE, KINDNESS, AND COMPASSION

This month is all about pampering yourself from head to toe to get you summer ready! We've got you covered with this jam-packed mega box filled with beauty treats for your hair, face and body. No matter what you do to beautify yourself on the surface, true beauty comes from within and having a kind heart. It emanates from your soul and lifts the spirits of everyone you encounter. We hope you go out into the world each and every day spreading love, kindness, & compassion!

* EACH BOX INCLUDES ALL OF THE PRODUCTS LISTED ABOVE + 3 SURPRISE SUBSCRIBER FAVE PRODUCTS. THIS IMAGE SHOWS ONE VERSION OF THE BOX.

[GET YOURS NOW](#)


MAY BOX

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[GET YOURS NOW](#)

APRIL URBAN HYDRATION TAKEOVER BOX

CONFIDENCE IS BEAUTIFUL

We're super excited to partner again with Urban Hydration and to introduce you to their Honey and Jamaican Black Castor Oil collections. I love that these products work for all hair types from natural, relaxed, to locs. We've got you covered no matter how you rock your hair. This month I want you to remember that no matter what's going on in your life to "Breathe in Confidence and Exhale Fear." When you're at a place of peace in your life is when you're most beautiful!

[GET YOURS NOW](#)

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[GET YOURS NOW](#)





CLIENT

Skintones

PROJECT

In-Store Product Signage

DESCRIPTION

Skintones, a cosmetic company specializing in make up for women of color. Products were sold in Walgreens Stores 2001-2005.

TASK

16 x 20 Walgreens In-Store Retail Point of Purchase Signage
11 x 5.5 Walgreens In-Store Retail Point of Purchase Signage

ROLE

Art Director
Senior Graphic Designer







CLIENT



PROJECT

Logo redesign with Graphic Standards + Design Guidelines

DESCRIPTION

Redesign of associations logo in preparation for a complete redesign. The original logo did not allow for printing other than in CMYK. Produced a graphic standards and design style guide for all departments.

TASK

Digital graphic standards and design guideline. Develop guide to promote a cohesive look and feel for all departments.

ROLE

Art Direction
Senior Graphic Designer



BEFORE



AFTER

Graphic Standards & Design Guidelines

*Advancing anatomical science
through research, education, and
professional development.*



Table of Contents

- Brand Overview 1
- American Association of Anatomists Logo 2
- American Association of Anatomists Triple A Logo Usage 3
- American Association of Anatomists Text Logo Usage 4
- American Association of Anatomists Logo Treatment Usage 4
- American Association of Anatomists Corporate Color Palette 7
- Corporate Text Font Usage 8
- Corporate Icon Text Font Usage 8
- Corporate Standard Elements 10-15
- Image Guidelines 15

American Association of Anatomists Brand Overview




Mission
Advancing anatomical science through research, education, and professional development.

New Style Guide
The American Association of Anatomists (AAA) offers its members a myriad of resources that enhance networking, research and educational opportunities in the field of anatomical science.

As 2014 begins, AAA has embarked on the dynamic process of organizational brand transformation. These changes are being implemented to produce cohesive cultural identity and externality.

These design guidelines are presented in order to give all of the publications, correspondence and promotional items developed for AAA a unified look while still allowing for creative freedom.

American Association of Anatomists Logo



2 Color Logo with text and Corporate Colors


The American Association of Anatomists logo is a stylized acronym accompanied by the name of the organization. Our logo reflects a modern revision of identities that have been used throughout our company's 100-year history.

Corporate Fonts Use in Logo


Font Used for Acronym
Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

Font Used for Text
Gothic Old Style
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~

American Association of Anatomists Logo Usage




2 Color Logo with text and Corporate Colors




Black Logo



White Color Logo



1 Color Logo Pantone Cool Gray 7 C



1 Color Logo Pantone 2736

These are the only ways the standard logo can be used in any publication, correspondence and on promotional items. These are the only color combinations that can be used.

American Association of Anatomists Triple A Logo Usage



2 Color Logo without text and Corporate Colors

Pantone Cool Gray 7 C
Pantone 2736 C

American Association of Anatomists Text Logo Usage

AMERICAN ASSOCIATION OF ANATOMISTS

2 Color Text Logo and Corporate Colors

Pantone Cool Gray 7 C
Pantone 2736 C

AMERICAN ASSOCIATION OF ANATOMISTS

Black Text Only Logo
Only to be used on literature and promotional items when imprint area is minimal.

AMERICAN ASSOCIATION OF ANATOMISTS

Black Text Only Logo

AMERICAN ASSOCIATION OF ANATOMISTS

White Text Only Logo

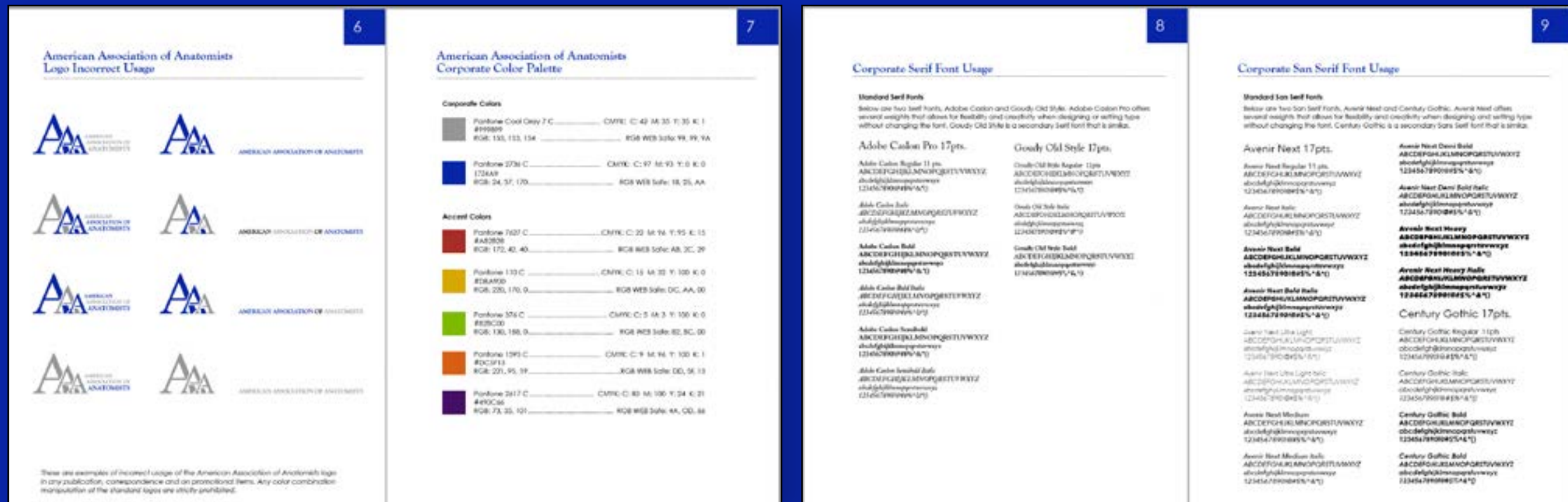
AMERICAN ASSOCIATION OF ANATOMISTS

White Text Only Logo
Only to be used on literature and promotional items when imprint area is minimal.

These are the only ways the triple A logo can be used in any publication, correspondence and on promotional items. These are the only color combinations that can be used.

These are the only ways the text logo can be used in any publication, correspondence and on promotional items. These are the only color combinations that can be used.

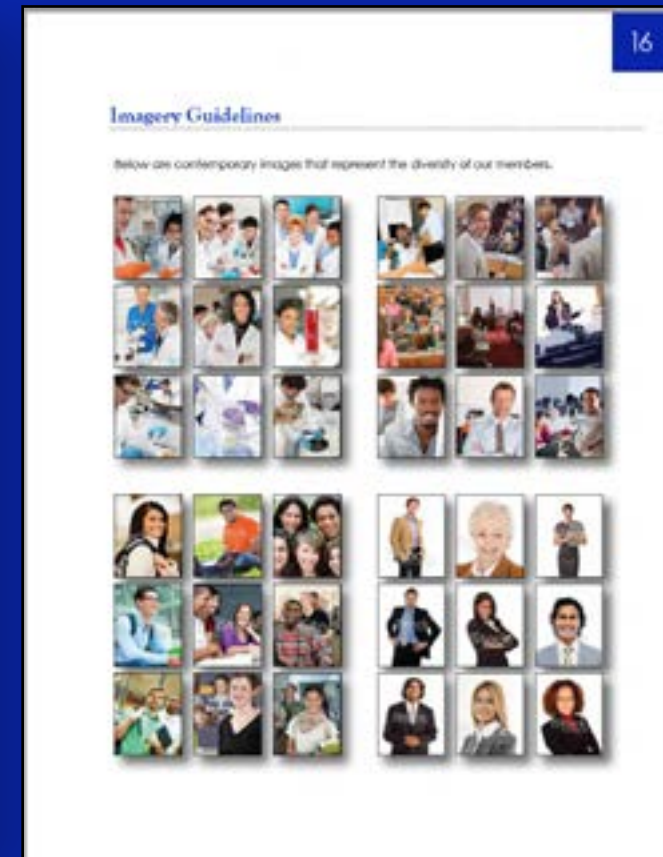
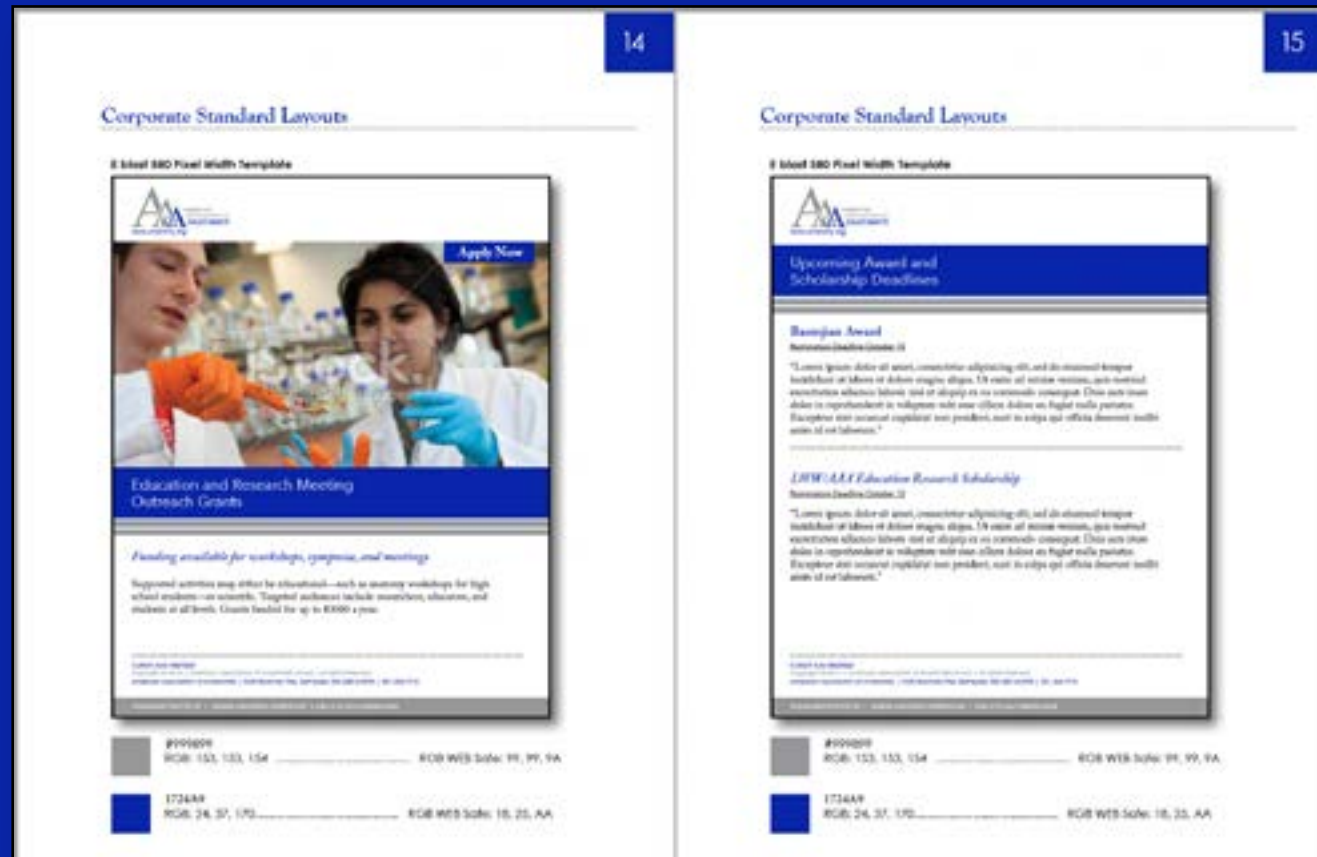
Spreads of digital document. Prints to 8.5 x 11 flat.



Spreads of digital document. Prints to 8.5 x 11 flat.



Spreads of digital document. Prints to 8.5 x 11 flat.



Spreads of digital document. Prints to 8.5 x 11 flat.



CLIENT

Ginuwine

American R&B singer,
songwriter, dancer, + actor

PROJECT

Recording Artist Media kit

DESCRIPTION

R-n-B recording artist, songwriter, dancer and actor Ginuwine needed a media kit to promote his 8th studio project.

TASK

6x9, 8-Panel, Double Gate fold marketing media kit
4/4 Color
Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer





6x9,
8-Panel, Gate fold

The layout accommodates 2 CD placements and can be used as a self-mailer. The design works in print as well as an 8-page pdf.



Size: 6x9, 8-panel Gate fold
Paper: 100 lb Gloss w/Aqueous Coating
Color: 4/4 (Color Both Sides)

The design features grown and sexy images of Ginuwine.





Each fold works as a cohesive spread.





CLIENT

H.O.P.E.

Hearing Other People's Experience

PROJECT

Book Cover + Inside Matter

DESCRIPTION

The H.O.P.E. Series is back! This time with a compilation of intriguing, heartfelt, inspiring stories that capture the true essence of college life. The stories address some of the challenges a college student may encounter but highlights the ability to overcome and the audacity to succeed.

TASK

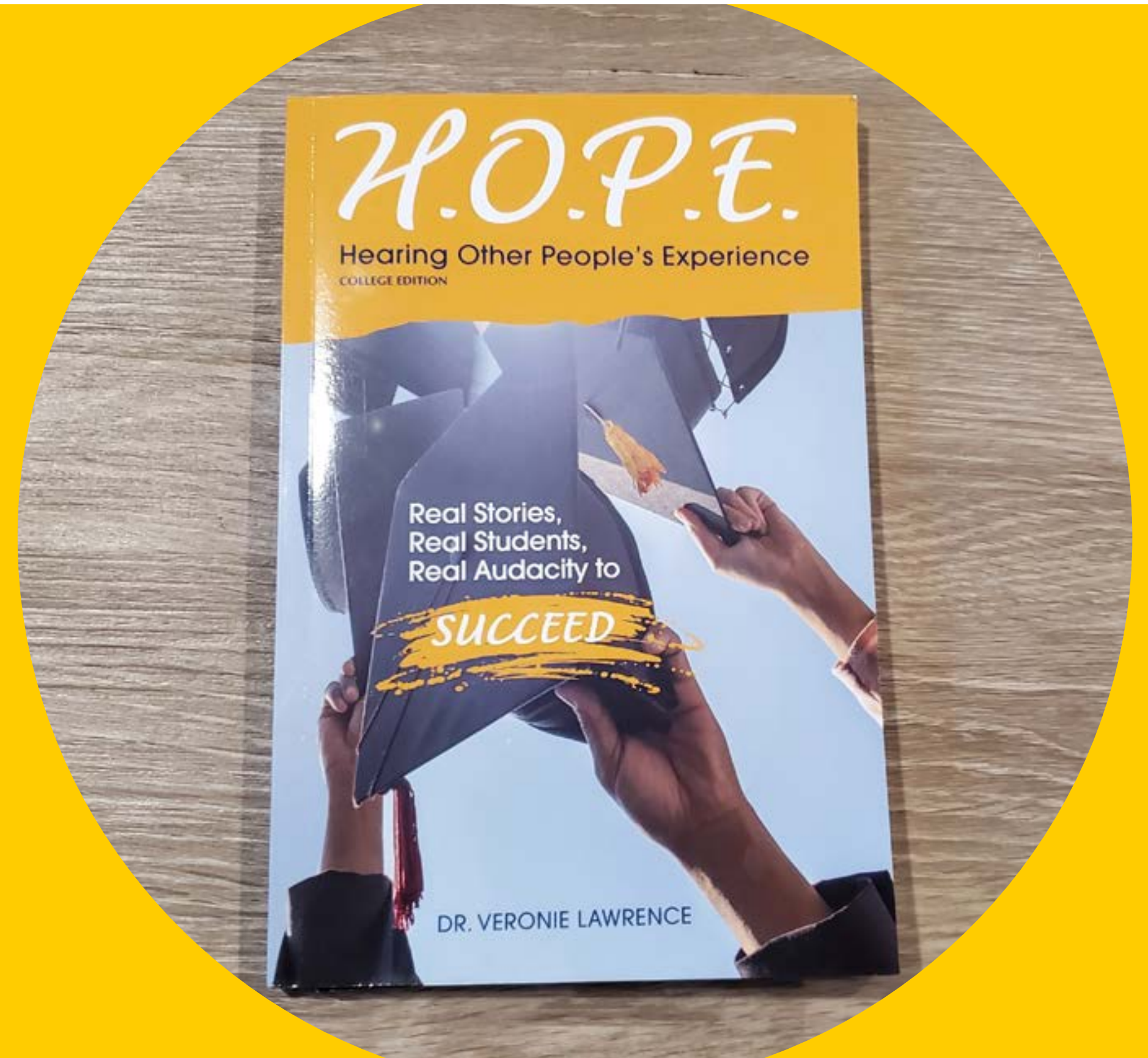
6 x 9 Publication

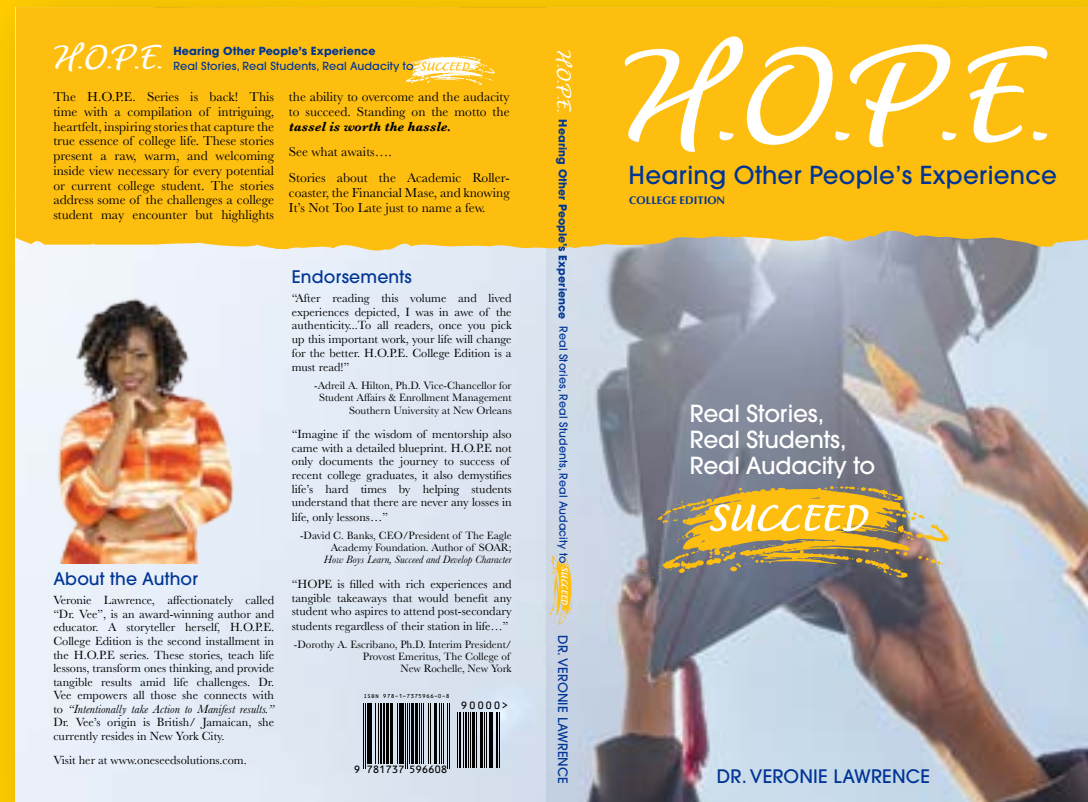
Design and layout of paperback and E-ublication to be used in an educational environment and to be sold in print and digitally.

ROLE

Art Direction

Senior Graphic Designer





The design of the cover utilized stock photography to illustrate a diverse graduate. Graduation caps was the overall theme. Each chapter header features stock line drawing illustration that coincides with the chapter focus.

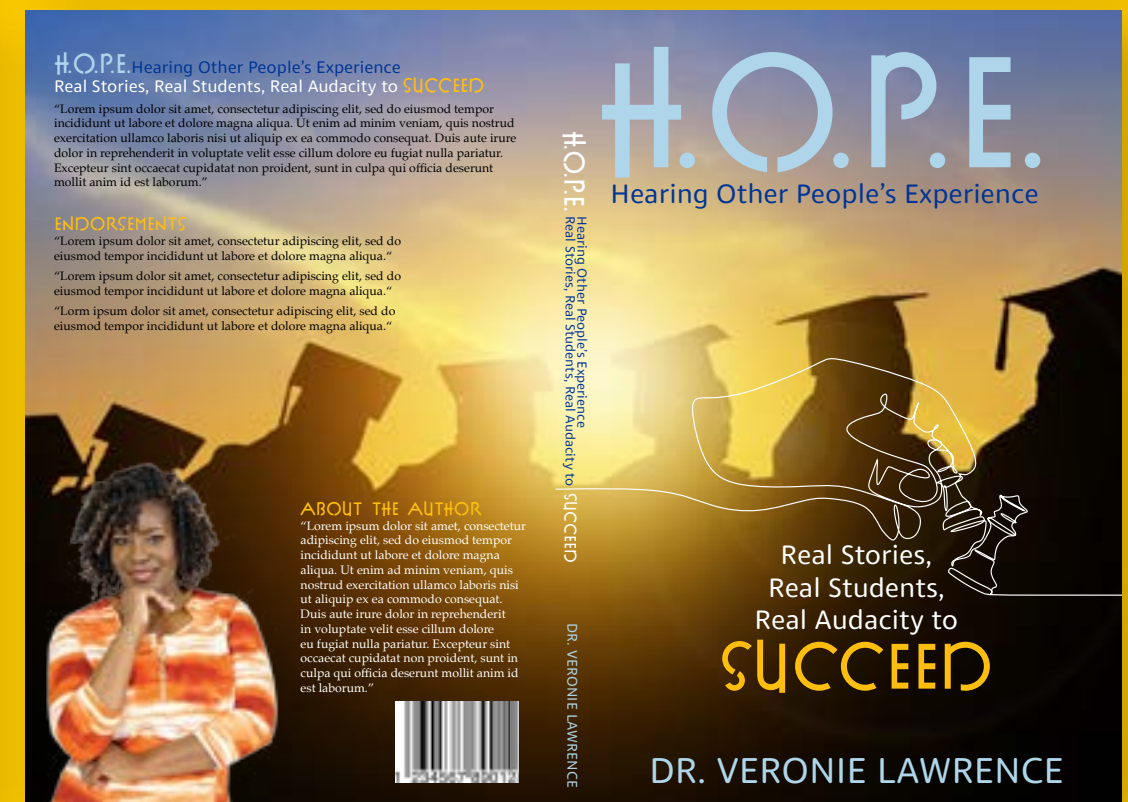
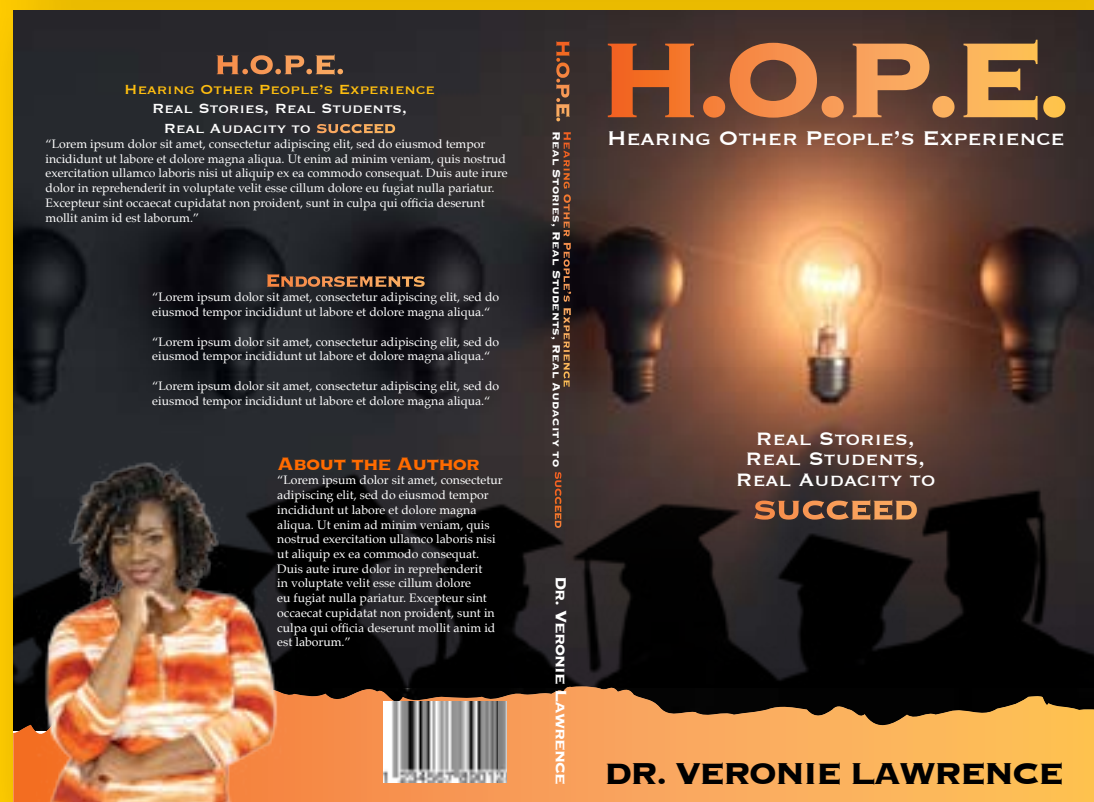
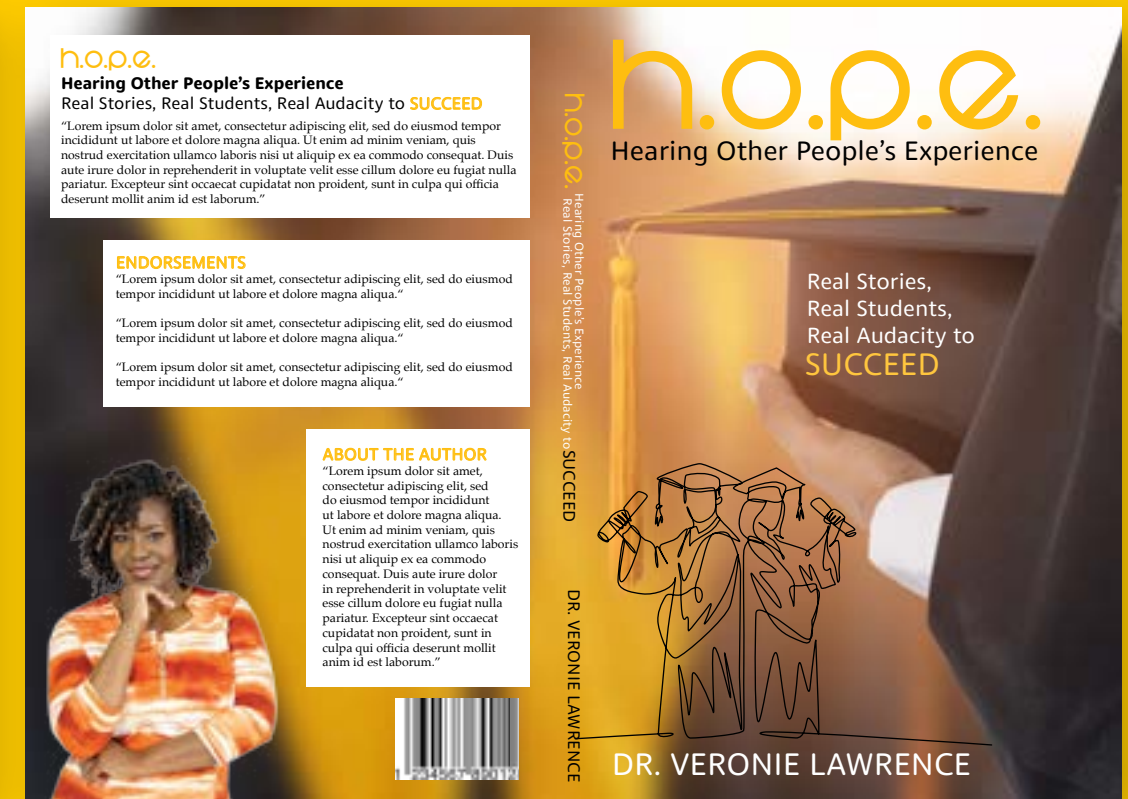
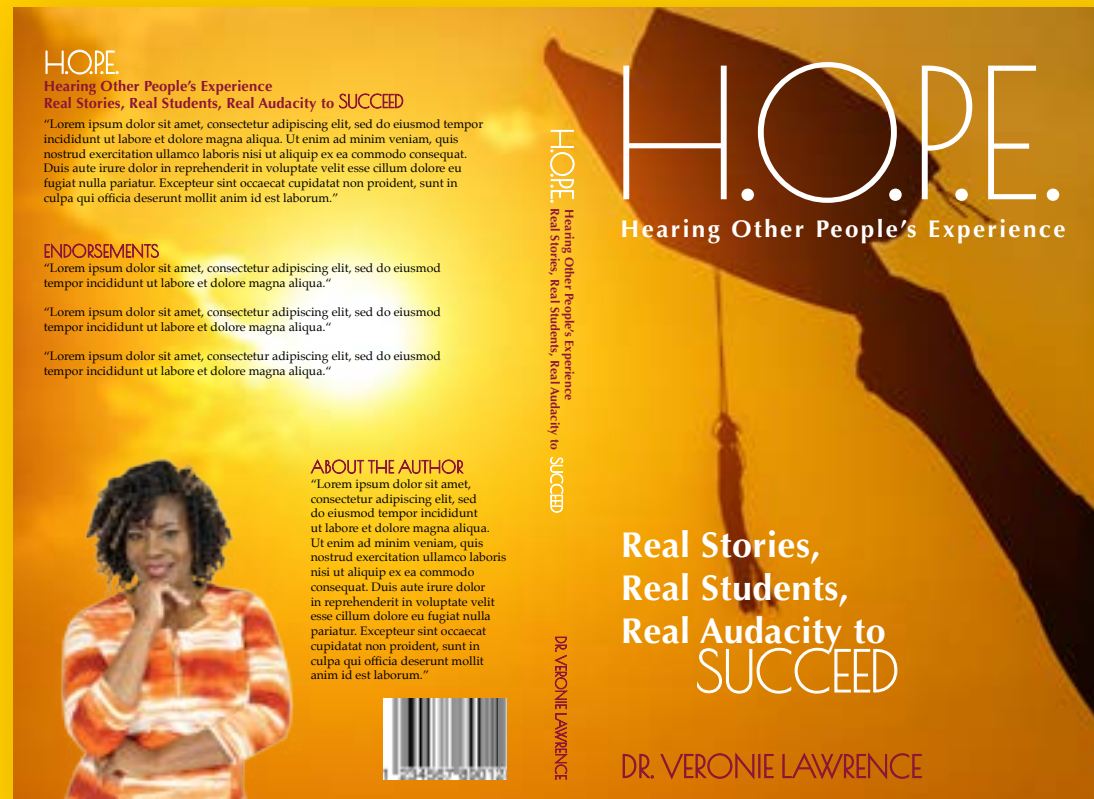
| TABLE OF CONTENTS  | |
|--|-----------|
| Preface | 1 |
| Section 1 The Academic Roller Coaster | 3 |
| It's Not How You Start; It's How You Finish! | 5 |
| Don't Count Me Out; No Means New Opportunity! | 7 |
| Do I Belong Here? | 10 |
| Keen-Ed Drove, but Not Keen-Ed Out | 12 |
| Dr. Ver's SEEDs for Academic Success | 15 |
| Section 2 Financial Maze | 17 |
| The Balancing Act | 18 |
| The Gift of Life; In the Face of Death | 20 |
| The Financing of Lights, Camera, Action! | 22 |
| Take the Limits Off! | 24 |
| Dr. Ver's SEEDs for the Financial Maze | 26 |
| Section 3 Emotional Well-Being | 27 |
| Hey God, Where Are You? | 28 |
| Education beyond Our Borders; Dreams Do Come True! | 31 |
| I Am More Than My Skin Color | 34 |
| Mind Over Matter | 37 |
| He Heard My Cry! | 39 |
| I Am Enough! | 42 |
| Dr. Ver's SEEDs for Emotional Well-Being | 45 |
| Section 4 Self-Discovery | 47 |
| Finding Self Through Education | 49 |
| The Village Beyond Home | 52 |
| The Countdown: Three Out or Figure It Out | 54 |
| The Music Behind the Academics | 57 |
| Higher Education ABCs—Adversity, Balance, and Circumstantiality | 59 |
| Dr. Ver's SEEDs for Self-Discovery | 62 |
| Section 5 Family Matters | 63 |
| A Mother's Sacrifice | 65 |
| There's No Place Like Home | 68 |
| It's About the Right Fit! | 70 |
| All in the Family | 71 |
| And 1-6-7-8—It's The Broom for me! | 76 |
| Dr. Ver's SEEDs for the Family Matters | 79 |
| Section 6 Non-Traditional Students | 81 |
| The Birds Did Not Break Me! | 83 |
| Money Will Drive You, But Education Will Keep You | 85 |
| It's a Difficult World | 88 |
| Let's Get Close! | 90 |
| Revisited with My First Love Online | 94 |
| Dr. Ver's SEEDs for the Non-Traditional Student | 94 |
| Section 7 Building Blocks of Academic Success Skills | 99 |
| Academic Success Skills | 100 |
| Cornell Note-Taking Method | 101 |
| SQR Method | 104 |
| Reading Strategies | 105 |
| Time Management | 106 |
| Time Management Self-Assessment | 107 |
| Quiz Tip: How to break down your semester | 109 |
| Study Strategies | 109 |
| Understanding your Study Cycle | 110 |
| Test Taking and Study Strategies Self-Assessment | 111 |
| Test Taking | 112 |
| Test Taking Tips for Different Exam Questions | 113 |
| Information Literacy | 114 |
| Learning Styles | 117 |
| Critical Thinking | 119 |
| Emotional Well-being | 122 |
| Financial Literacy | 125 |





THE PROCESS

Five design comps were developed utilizing stock photos and line art illustration that signified "Hope" and "graduation."





H.O.P.E. **Hearing Other People's Experience**
Real Stories, Real Students, Real Audacity to **SUCCEED**

The H.O.P.E. Series is back! This time with a compilation of intriguing, heartfelt, inspiring stories that capture the true essence of college life. These stories present a raw, warm, and welcoming inside view necessary for every potential or current college student. The stories address some of the challenges a college student may encounter but highlights

the ability to overcome and the audacity to succeed. Standing on the motto the **tassel is worth the hassle.**

See what awaits....

Stories about the Academic Roller-coaster, the Financial Mase, and knowing It's Not Too Late just to name a few.

THE FINAL DESIGN

5.5 x 8.5 Soft-back book



About the Author

Veronie Lawrence, affectionately called "Dr. Vee", is an award-winning author and educator. A storyteller herself, H.O.P.E. College Edition is the second installment in the H.O.P.E. series. These stories, teach life lessons, transform ones thinking, and provide tangible results amid life challenges. Dr. Vee empowers all those she connects with to "Intentionally take Action to Manifest results." Dr. Vee's origin is British/ Jamaican, she currently resides in New York City.

Visit her at www.oneseedsolutions.com.

Endorsements

"After reading this volume and lived experiences depicted, I was in awe of the authenticity...To all readers, once you pick up this important work, your life will change for the better. H.O.P.E. College Edition is a must read!"

-Adreil A. Hilton, Ph.D. Vice-Chancellor for Student Affairs & Enrollment Management Southern University at New Orleans

"Imagine if the wisdom of mentorship also came with a detailed blueprint. H.O.P.E not only documents the journey to success of recent college graduates, it also demystifies life's hard times by helping students understand that there are never any losses in life, only lessons..."

-David C. Banks, CEO/President of The Eagle Academy Foundation. Author of SOAR; *How Boys Learn, Succeed and Develop Character*

"HOPE is filled with rich experiences and tangible takeaways that would benefit any student who aspires to attend post-secondary students regardless of their station in life..."

-Dorothy A. Escribano, Ph.D. Interim President/ Provost Emeritus, The College of New Rochelle, New York



H.O.P.E. Hearing Other People's Experience Real Stories, Real Students, Real Audacity to SUCCEED DR. VERONIE LAWRENCE

H.O.P.E.

Hearing Other People's Experience

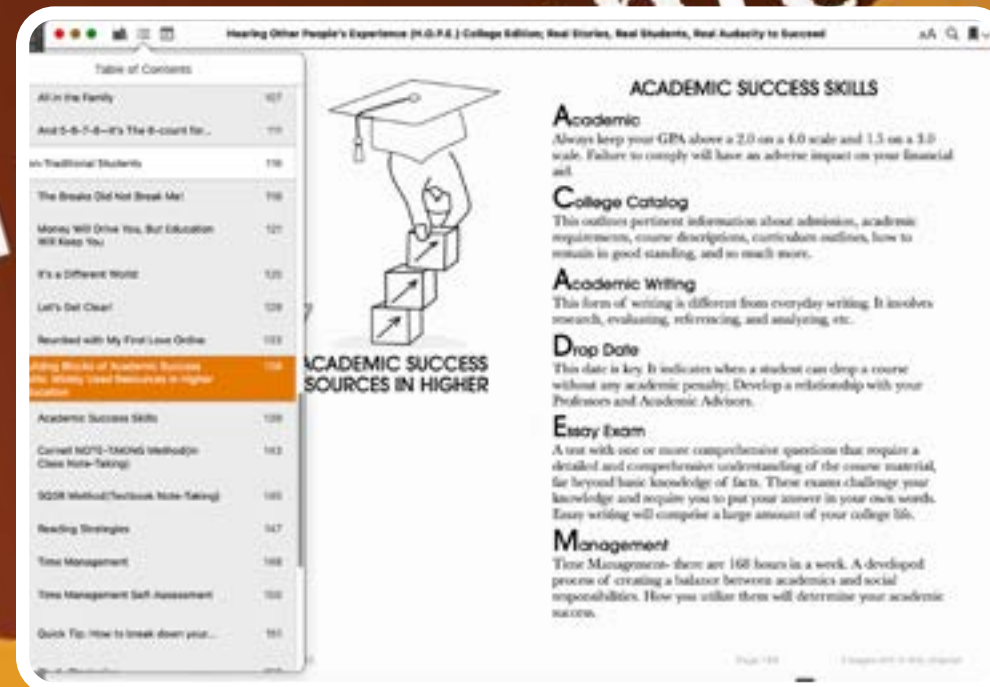
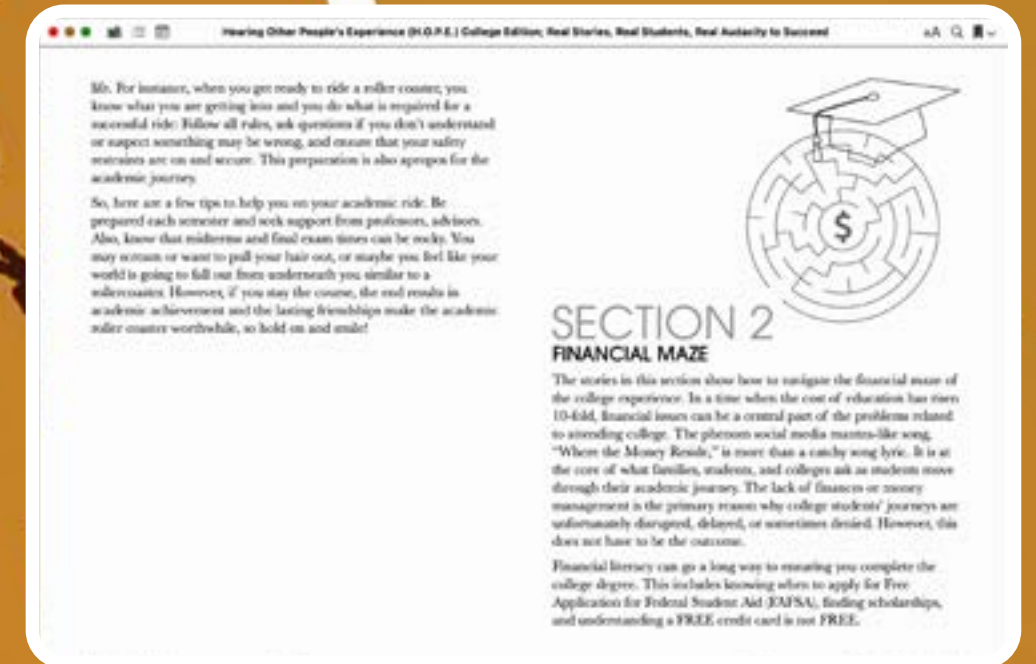
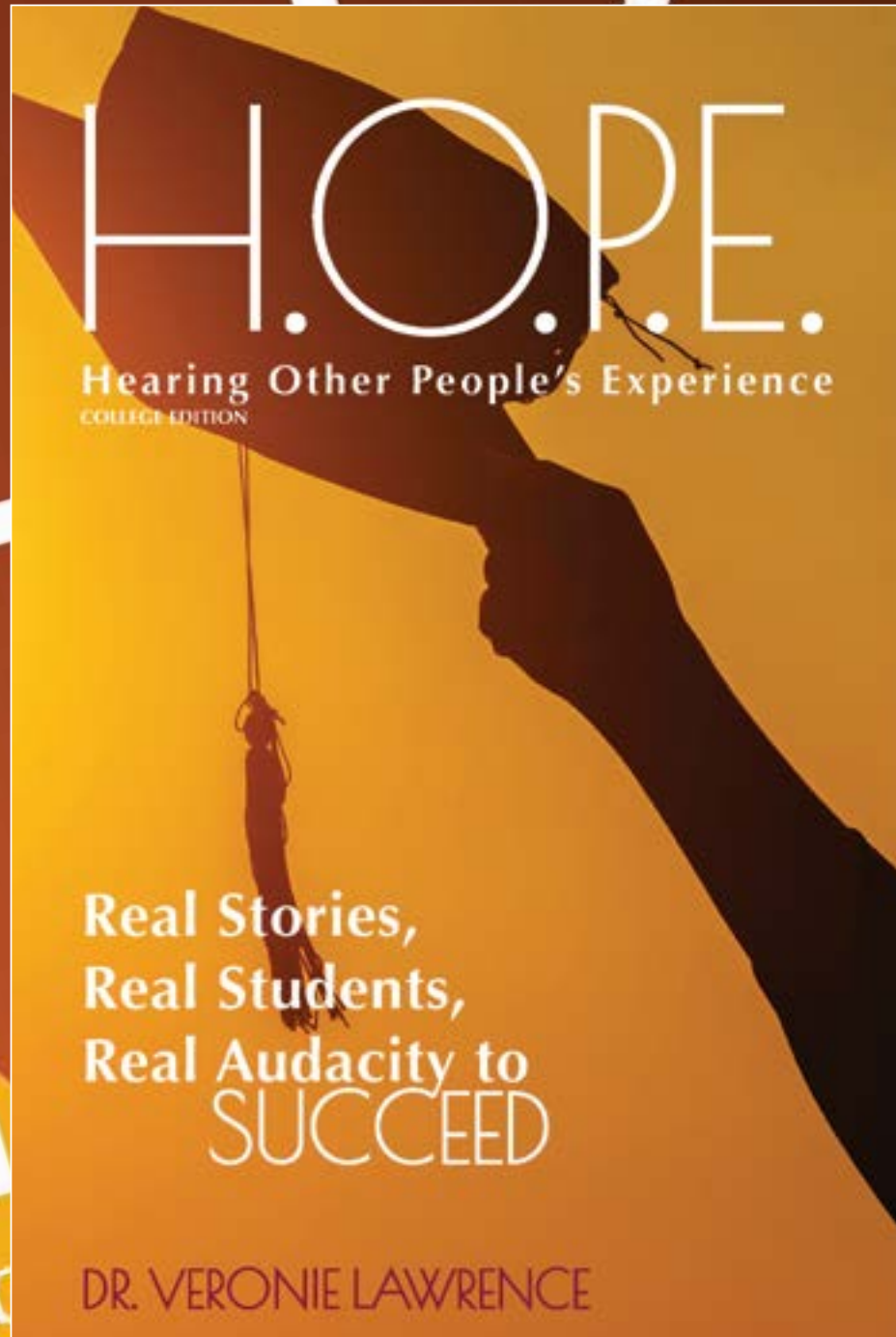
COLLEGE EDITION



Real Stories,
Real Students,
Real Audacity to

SUCCEED

DR. VERONIE LAWRENCE



An EPUB was Produced for digital publication.
The EPUB featured a different cover design.



CLIENT

*Just Right*TM
M A G A Z I N E

PROJECT

Magazine Layout + Design

DESCRIPTION

Just Right Magazine is the magazine for today's plus size, curvy woman and the people who love them.

TASK

8 x 10 Digital Layout
16-pages

ROLE

Art Direction
Senior Graphic Designer



Start every month Just Right!

Just Right Magazine is a monthly print and digital magazine for today's full figured women and the people who love us. Every issue is created to inspire beauty - inside and out and inspire creativity - in expressions of art, music, cooking, design, writing, etc. We promote health - physical, spiritual, and mental, while working to enhance, build and nurture relationships and friendships and more than friends along with self love and appreciation.

Empowerment and encouragement are for the uplifting of the WHOLE woman - Mind, Body, Soul and Spirit. Just Right will embrace, uplift, share, talk, listen, care for, teach, learn and be the catalyst for nurturing your Best you. We will walk with you in the truth of your "Just Right", whatever your season.

Pssst!
See more and share your Just Right Moments online

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Request full submission info & guidelines by emailing us with "Contributor Inquiry" in the subject line.

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note from the EDITOR

Step Into Your New!

HAPPY NEW YEAR GEMS!

Welcome to 2019. I am so excited about what this New Year will bring. Last year was good, but I am in expectation of great things for all of us Gems!

When I think of the new year coming in, I know some danced, some watched a "ball" drop, some went to church or spent a quiet evening at home as 2018 slipped away to be immediately replaced by 2019. The one constant in all of this is that something old left and something new appeared.

Life events like the birth of a new baby, a new job, a new marriage, a new hairstyle or anything that is new, there is so much excitement and also, a little fear. We are excited about loving and meeting a new life, the joy in knowing you are spending the rest of your life with the person you love and even the secret enjoyment of a new hair style that gives you that extra feeling of "I'm Cute", but this is also the question of, will I fail in this new thing?

This month Just Right encourages you to "Step Into Your New". Just like the new year came in, seamlessly, and without hesitation, that is how I encourage you to embrace your new level of Just Right. Don't hesitate, don't procrastinate, don't give in to fear, just Step. Your New is waiting.

I am Just Me, Right Now, Just Right.

Patrece Quarles
Founder, Editor in Chief
PatreceO@justrightmagazine.com @patrecequarles

Just ME Right NOW

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TOC

6 **LATRICE WIGGINS**
MS FULL FIGURED DMV-PLUS 2018

3 BEAUTY
Winter Skin Care

4 FASHION
Beauty Trends for Winter 2019

10 HEALTH
Vaginal Rejuvenation

11 NUTRITION
Is KETO for you?

12 WAIT...JUST A MINUTE
I Have A Dream

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Creative Director/Stylist: Cherie Burns @hair2style62
Makeup Artist: Maliki C @malikimua
Hair Stylist: Cherie Burns @hair2style62

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HOW TO KEEP Skin Soft and Healthy IN WINTER?

The winter months are the toughest months for skin as it brings so many challenges to your skin-care regime. The cold weather and lowest humidity level results into extreme dry air which makes our skin lose its natural moisture. The lesser intake of water is another major cause of our skin losing moisture and natural elasticity. The indoor heating system and hot baths tend to steal away the moisture from skin making it extremely dry, cracked, and wrinkled. Ignoring the skin conditions can further cause irritation, chapping, redness, itching, eczema and allergy. The additional moisturizing helps but the detailed skin care is essential to counteract these effects and keep your skin moisturized, glowing and healthy in this season. Here are some of the most important tips to try for a proper skin care in winter.

USE LUKEWARM WATER
Hot baths and steaming hot water feel superb in the chilling cold weather, but hot water can actually rip off the natural moisture of your skin making it extremely dry and chapped. It's better to use lukewarm water, especially for face and hands, to preserve the natural oil and moisture of the skin.

SELECT HIGH QUALITY AND NATURAL MOISTURIZING PRODUCTS
The natural moisturizers are very important in restoring the natural suppleness of the skin. Mostly, people tend to buy over-the-counter moisturizers from the stores which contain many chemicals and petroleum. Such ingredients can further dry up and harm the texture of your skin. It's better to buy the moisturizers that have naturally nourishing and hydrating ingredients such as Lavender, chamomile, jojoba and coconut oils. The lavish use of essential oils can soothe the dry itchy skin and make it radiant.

STAY HYDRATED
Remember that your skin needs hydration from inside out. In winter days, we switch more to the coffee, tea and other such drinks while water intake reduces a lot. Drink enough water all day long and prevent your skin from drying out and many other health problems.

APPLY MOISTURIZERS TO DAMP SKIN
Applying moisturizing product right after a wash helps to preserve the dampness and lock in the moisture of the skin. This also helps in quick healing of chapped and cracked skin. Keep the essential oils or bottle of your favorite moisturizer in your bathroom and over all the sinks to apply it as soon you take a bath or wash your hands. The intense overnight moisturizers work wonders in winter season.

PROTECT YOUR SKIN FROM COLD BREEZE
Proper protection of your skin is also essential to save your skin from losing the natural moisture. Wear gloves, scarves and socks regularly to save your body from chilling cold wind outside that can actually steal the suppleness of the skin. Using sunscreen is as important in winter as in summer because winter sun is also very damaging to skin.

INSTALL A HUMIDIFIER IN YOUR HOME
The central heating system can dry out the air that can make your skin rough, chapped and wrinkled, devoid of moisture. The best way to save yourself from the bad effects of it is to install a humidifier in your home. This will put moisture back into the air and prevent your skin from drying out and many other health problems.

EXFOLIATE YOUR SKIN
Exfoliating the skin is as essential in winter days as in summer. The moisturizers can't reach your skin if the dead cells are not removed properly. You can use high quality exfoliating products such as body scrubs for this purpose and use moisturizers immediately afterwards to see a great difference.
These tips appear very simple to follow but can work wonders to improve your skin's health, beauty and glow in the dry and dreary winter days.

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Plus Size FASHION TRENDS

& Designers for Winter 2019

It doesn't matter what your body shape or body size is, you have the right to dress up nice and feel pretty for every event and season. You can show off those beautiful curvy bodies in plus size clothing too. Plus size clothing is easy to handle as it is quite comfortable and easy to style. If you want to know how to style your plus size clothing, then you are in the right place. You can style and glam up your outfits with these hot and happening plus size fashion trends and ideas that you can rock all winter. Not only that, but let us also introduce you to some amazing brands that sell trendy and super cool plus size clothing so you can rock winter 2019 in total style. Without further ado, let's get right into it.

1. Plus Zara Short Sleeve Snake Print Design by Pink Clove
This absolutely chic Snake Print Top by Pink Clove is something that you just can't miss and definitely need to have in your closet, you can pair it with a simple skirt or palazzo pants to create a gorgeously stylish outfit.

2. Black Military Dress by 17 Sundays by 17 Sundays
Who doesn't need a "little black dress" in their closet? Whether it's about going to work, attending a ceremony, or hitting the club with your girls, this beautiful Military Dress by 17 Sundays will always be there to have your back.

3. Raven Maxi Dress by TruDiva Designs
TruDiva Designs brings to you an absolutely fabulous maxi dress called Raven which you can work with on multiple occasions; the color blocking design makes it totally up to the minute, and easy to pair with minimal accessories.

4. Bella Vintage Blue Flare Jean by Embody Women
Embody Women is the right store for any plus sized beauty looking for the right size of jeans. The store sells a variety for trendy plus sized jeans, for example, this Bella Vintage Blue Flare Jean.

5. Beautiful Babe Jumpsuit by Pop Up Plus
There is no doubt that this classy and simply beautiful Beautiful Babe Jumpsuit by Pop Up Plus will help you steal the spotlight at any party that you wear it to!

6. Side Stripe Trench Coat by Ashley Stewart
This Side Stripe Trench Coat by Ashley Stewart is basically a bright signboard displaying the words "Diva!". Doesn't it give off such fashionable vibes? And, it looks like you can make a whole outfit just with this amazing trench coat itself!

The new year has brought some amazing trends to us, and its clear that the fashion industry has paid attention to every category of clothing. If you buy your clothes from the plus-sized section, then this handy guide is just the thing for you. All that you need to know about plus size fashion trends and designers that sell clothing accordingly, we got it here so you can stay stylish all throughout this winter.

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THE ROSE THAT GREW THROUGH CONCRETE

by Latrice Wiggins

As a little girl, one of the most valuable lessons you can learn is to love yourself, despite the opinions of others. That beauty extends beyond the outer appearance, and grows from the roots of trees within. That self-love outweighs anything you can receive from a partner or significant other. That you are uniquely and wonderfully made and there isn't anyone else that exists like you. I wish I had learned these self-affirming truths in my early youth.

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I grew up in Miami, Florida where the sun was always out and flip flops and shorts are always in season. The city of "beautiful people". Ironically, I never felt like I fit in with those beautiful people. I felt like I was the ugly duckling in a pond full of swans. I have always been a fuller figured young woman. From an early age, I can remember emphasis being placed on my weight. My first lesson in the realization that weight and beauty were somehow connected in the eyes of society came during my middle school years. Although I was always chubby, my family tried to keep me active in various activities. I had been cheerleading since I was in 3rd grade, and upon entering middle school immediately tried out for the Color Guard Team! I can remember tryouts being oddly uncomfortable (maybe because I was one of the only two young ladies on the team that was chubby). I made it through, moved on to the second day of tryouts and eventually made the team. The first day of practice there were measurements that had to be taken for our uniforms.

Beauty extends beyond the outer appearance, and grows from the roots of trees within.

Photographer: Marvin Joseph @king_marvino
Creative Director/Stylist: Cherie Burns @hair2style62
Makeup Artist: Maliki C @malikimua
Hair Stylist: Cherie Burns @hair2style62

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Lead Article



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The process the caterpillar endures is not an easy one, but the beauty that emerges from the transformation is a sight to behold. I am that Kurvy Butterfly, beautiful, confident and FREE.

I can recall the director taking my measurements and making a big deal about my waist and bust size (I developed early, wearing at least a C cup bra by 6th grade). She then looked at me and said "You are such a beautiful BIG girl. If you lost a little weight you would be so much prettier". I left that encounter thinking that somehow, I wasn't deemed as pretty as the other girls because I was larger. That beauty was only attached to those that had a smaller waist size than I, therefore there was no way I would ever be noticed as one of the "beautiful people". That was the beginning of a long road of self-loathing and comparing myself to others that would eventually spiral me into a dark place.

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That moment impacted me in unimaginable ways that I didn't see until I became an adult. I can remember doing things to try to prove or make myself feel like I was just as beautiful as the other girls in my school that were slimmer. At some point, I made the connection in my head that if I couldn't be as pretty as the other girls because I was "BIG", I would have to be sexier to get the attention I wanted. One day I decided to steal my mother's high heel shoes and wear them to school with this particularly tight shirt that I found in the back of her closet. Unfortunately, that didn't bring about anything but negative attention. I quickly realized that wasn't the type of attention I wanted. I can recall feeling invisible. Feeling as if I would continue moving through life as someone that wasn't desired and unwanted due to my size. I spent most my high school years hiding behind an oversized Winnie the Pooh hoodie.



It wasn't until I entered my late 20's that I made the decision to work on loving myself. After a string of bad relationships, my best friends challenged me to look in the mirror and ask myself a very difficult question. "If you don't even love yourself, how can you ever expect anyone else to love you". I realized I was looking to other people to fill a void in my life. I wanted to be "loved" so badly, I was willing to accept it in any form just to feel complete for the moment. After taking a much-needed look in the mirror I began the process of healing myself from the inside out. I sought out a therapist and began working to uncover some of the roots that held the most pain for me in my childhood. I had always wanted to get into Full-Figured print modeling, and in the summer of 2017, I auditioned for the "Face of Torrid" competition. Although I wasn't chosen as a finalist, taking part in that experience gave me the confidence boost to continue going after my dreams. In January of 2018, I auditioned for the Ms. Full-Figured D.M.V. pageant, subsequently walking away with the titles of Rising Star and Ms. Full-Figured D.M.V. Plus Queen. Not only did I walk away from that pageant with titles and a crown, but I gained an immeasurable amount of confidence, strength, and joy that I wouldn't trade for anything

in this world. I often compare my journey to that of the butterfly. The process the caterpillar endures is not an easy one, but the beauty that emerges from the transformation is a sight to behold. I am that Kurvy Butterfly, beautiful, confident and FREE.

I've heard "falling in love with yourself is the first key to ultimate joy". We often spend so much time focusing on our flaws that we never acknowledge the beauty that exists within them. There are no two people who are created in the same image,

which means you will never meet a person that is EXACTLY like you. Your flaws are the things that make you unique. The things that set you apart from the crowd. The things that make you VISIBLE even when you feel as if you aren't. Embrace them. Love them. Fall in love with them, I promise it is the best decision you can ever make. Last week I was asked the question, "If there was one thing you could tell your younger self, what would it be"? Although there are so many jewels I would drop on the younger Latrice, there is one piece of advice that stands out in my mind. Embrace the pain, it's meant to heal you later. Although I endured years of self-doubt and insecurities, it has ultimately made me the woman that I am today. From my place of pain and self-loathing, I found my voice. I found my wings and I took flight. ■

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GET YOUR GROOVE BACK WITH VAGINAL REJUVENATION



Vaginal rejuvenation is a term used to describe several procedures related to the vagina. It is often termed as female genital cosmetic, rejuvenation or plastic surgery. The vagina undergoes several physical changes with the aging process and after childbirth. The vagina stretches with time and loses the muscle tone. Women lose their self-esteem, feel embarrassed and have reduced sexual satisfaction and prefer undergoing vaginal rejuvenation. There are many procedures that are used for vaginal rejuvenation such as Vaginoplasty, Labiaplasty, Monsplasty, Labia Majoroplasty, and clitoral hood reduction.

LABIAPLASTY
In this procedure, length is reduced of the labia minora. It is one of the most common procedures. It relieves the symptoms that women experience from tugging and twisting of their labia during intercourse or riding bikes.

CLITORAL HOOD REDUCTION
This procedure aids in reducing the excessive folds of the clitoral hood. It improves the appearance of your female genitalia.

LABIA MAJORAPLASTY
This procedure aids in the reduction of the outer, hair-bearing part i.e. labia majora in size. This procedure is chosen by people who feel that they have large labia majora or feel discomfort while riding bicycles.

MONSPLASTY
This procedure reduces the bulge of mons which has excessive fat and skin in some women. The bulge embarrasses the women when they wear tight pants or bathing suit.

VAGINOPLASTY
This procedure tightens the vagina. It is preferred by women after childbirth who have complaints of sexual dysfunction or vaginal laxity. Vaginoplasty aims to bring back the separated muscles.

WHAT SHOULD YOU EXPECT DURING A VAGINAL REJUVENATION CONSULTATION?
Discuss your surgical goals with the surgeon, tell them about your medical conditions, medical treatments or allergies. Your surgeon will evaluate your complete health status and evaluate yours for past medical history or other risk factors. The surgeon will take photographs to compare before and after pictures, they will recommend you the treatment and discuss the options with you. The surgeon will discuss the outcomes of vaginal rejuvenation with the patient along with any risks or complications. The surgeon will discuss the usage of anesthesia with you during the vaginal rejuvenation procedure.

RECOVERY AFTER VAGINAL SURGERY
After 24-48 hours of surgery, patients are advised to place frozen peas or ice pack over the incision to reduce bruising and swelling. It is encouraged to perform routine tasks if there is no irritation or any pressure over the incision site. Cotton underwear and loose clothing are essential after the surgery. After 72 hours, patients are advised to perform regular activities. For 6 weeks, patients are advised to avoid any rigorous activities and give pelvic rest to the site.

Verdict
It's natural to be nervous and anxious before having a vaginal rejuvenation surgery. It's essential to understand all the aspects of this procedure and don't be shy about asking any questions from the plastic surgeon.


BENEFITS OF UNDERGOING A VAGINAL SURGICAL PROCEDURE:

- You will feel youthful at the vaginal site
- It enhances the strength, muscle tone as well as control of the vagina
- It increases the friction and satisfaction during sexual intercourse
- It offers quick recovery

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Let's dive in and have a look at WHAT'S A KETO DIET?



The keto is a low carb, a high-fat diet which is gaining fame since the past few years among celebrities and diet conscious people. It is one of the most promising diets that make you lose weight in the fastest way. It is the most inspired diet among celebrities and athletes as it allows you to shed pounds in the most promising way along with it slows down the aging process.


This diet alters the way how your body changes the foodstuff into energy. Increased consumption of fats with low carb foods turns you into a state of ketosis where your body converts fats for fuel instead of carbs.

WHICH FOOD OPTIONS WORK WELL FOR KETO DIET?
Eat foods rich in saturated and monosaturated fats such as butter, coconut oil, ghee, fish oil, and others. Eat protein-rich foods such as fish, shellfish, organ meat, and eggs. Eat low carb foods such as vegetables. Your keto diet is mostly based on fat-rich foods, with few proteins and carbs.

BENEFICIAL EFFECTS OF KETO DIET

- HORMONAL ALTERATIONS**
It helps in shedding pounds by burning fat. This diet suppresses the hunger hormone i.e. ghrelin and increases the level of cholecystokinin which reduces your appetite, making you feel full.
- ANTI-INFLAMMATORY DIET**
It is an anti-inflammatory diet which prevents your body against major diseases.
- FUEL FOR BRAIN**
It feeds the brain and enhances the energy levels for your brain when you limit the consumption of carb-rich foods. Fatty foods rich in essential fatty acids and saturated fats enhance the functioning of your brain as it comprises of 60% fats.
- INCREASED ENERGY**
Keto diet turns your body into a state of ketosis where more mitochondria are formed by the brain that increases your energy levels.
- MAINTENANCE OF BLOOD SUGAR LEVELS**
Keto diet stabilizes the levels of insulin and lowers blood sugar levels which is very helpful for diabetic patients.

Try this ultimate keto diet now to lose weight and achieve a toned, smart body!



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Lead Article

Inside spreads of Just Right Magazine.

wait *Just* a minute...

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Can you say to yourself,
"I HAVE A DREAM"?

This month we celebrate the birthday of Dr. Martin Luther King, Jr. We take this day to remember his dream for equality and justice, not just for some, but for all. We remember his tenacity and determination because he had a dream. Dr. King impacted a nation, not just because he had a dream but because he believed in his dream.

Take a moment and visualize YOUR dream. Do you believe in your dream so much that your pursuit of it produces a powerful impact, not just on you but on those around you? Will you pursue your dream with all diligence, even if you know you may never live to see the realization of it, or the greatness of it?

If your answer is yes... simply say, in the words of Dr. Martin Luther King, Jr., **"I Have A Dream"**.

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"Where excuses END and training BEGINS"

ATF TRAINING

- ✓ Personal, Group & Online Training
- ✓ Team Strength & Conditioning
- ✓ Weightlifting Coaching
- ✓ Crossfit & Functional Fitness
- ✓ Nutritional Guidance

ALL THINGS FITNESS

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DI

If you can feel it, you can heal it.
IGNITE YOUR DESTINY

DESTINY INCEPTION
destinyinception.com

Inside spreads of Just Right Magazine.



CLIENT

Christian Service Charities of America
Human Service Charities of America
Neighbor to Nation

PROJECT

Association Annual Reports

DESCRIPTION

Convey the message of each charity within the pages of an annual report.

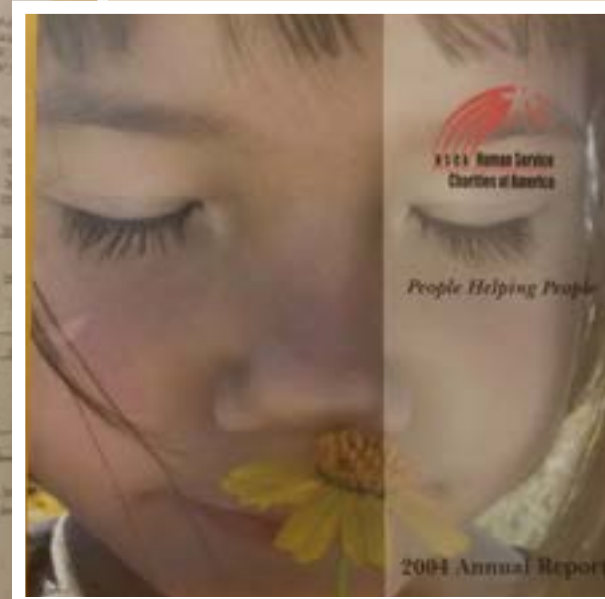
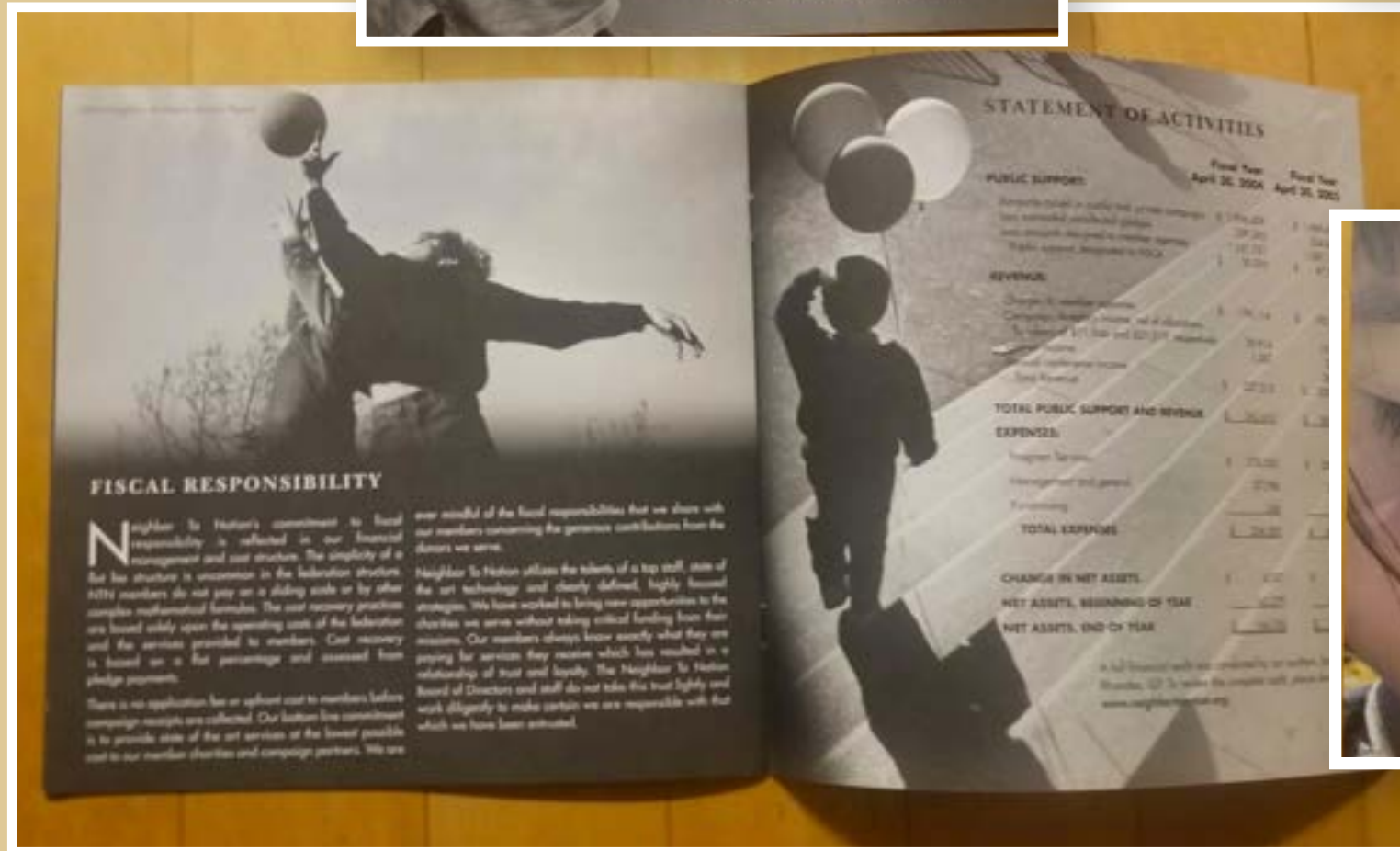
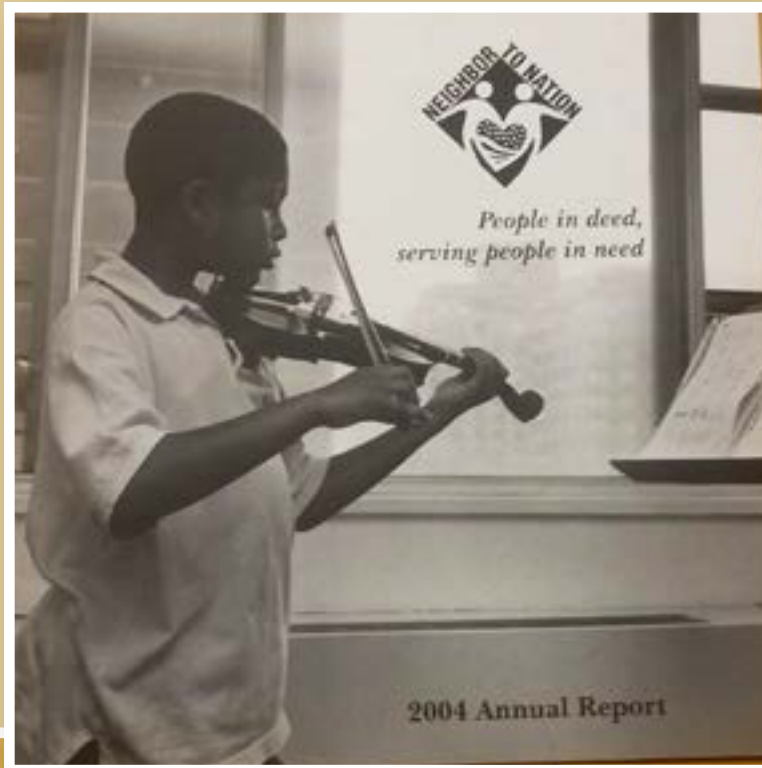
TASK

8 x 8 , 16-page Self Cover
Design annual reports for charities.
Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer





8 x 8 , 16-page Self Cover
Charity Annual Reports



CLIENT

DC Tobacco-Free Families

PROJECT

Bus Backs (Tails) Advertisement

DESCRIPTION

Highlight, WNBA Mystics player Nakia Sanford promoting a healthy active lifestyle while not smoking.

TASK

Design bus ad to attract drivers while waiting in traffic.

ROLE

Art Direction
Senior Graphic Designer





WNBA Mystics player Nakia Sanford for DC Tobacco Free Families. Ad ran on all bus routes in every Ward in the District of Columbia.





CLIENT



GIRLS
GLOBAL
ACADEMY

PROJECT

Brand Redesign

DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

TASK

Redesign the brand identity logo of Girls Global Academy.

ROLE

Creative Director
Art Direction
Senior Graphic Designer



BEFORE



AFTER



TM

GIRLS
GLOBAL
ACADEMY



Vertical



PMS 526



PMS 360



PMS Black

Horizontal



Color Representation

Purple is the color of the imagination.

Green is the color of balance and growth.

Black black means power and control.

Singular



Girls Global Academy Logo Redesign Concept 1. The redesign of the logo is a contemporary design reinterpreting the original identity by incorporating an abstract letter "G" with an abstract "globe. The globe and the letter "G" intersect seamlessly giving an interpretation that the female can thrive strong and unapologetically in the world. The branding is represented in a vertical, horizontal and singular design. The design reproduces well in full color and black and white. The concept is simplistic and will work in print, digitally, on apparel and reduces well.



PMS 526



PMS 360



PMS Black

Color Representation

Purple is the color of the imagination.

Green is the color of balance and growth.

Black black means power and control.



Girls Global Academy Logo Redesign Concept 2. The redesign of the logo is a contemporary design infusing an interpretation of the globe (the green circle) situated in the center of the powerfulness of the female, (knock out of the female symbol.) The letter "G" (again representing the girl/female) is large and surrounded by the earth/globe. The entire design speaks to the girl/female thriving in the world boldly. The branding is represented as a singular design with or without the text. The design reproduces well in full color and black and white. The concept is simplistic and will work in print, digitally, on apparel and reduces well.



PMS 526



PMS 360



PMS Black

Color Representation

Purple is the color of the imagination.

Green is the color of balance and growth.

Black black means power and control.



Girls Global Academy Logo Redesign Concept 3. The redesign of the logo is a contemporary design reinterpreting the original identity by incorporating an abstract letter "G" with an abstract "globe. The globe and the letter "G" intersect seamlessly giving an interpretation that the female can thrive strong and unapologetically in the world. The branding is represented in a vertical, horizontal and singular design. The design reproduces well in full color and black and white. The concept is simplistic and will work in print, digitally, on apparel and reduces well.



CLIENT



GIRLS
GLOBAL
ACADEMY

PROJECT

Custom sized Marketing Flyer

DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

TASK

8" Diameter Marketing Flyer
6 x 11 Direct Mailer
Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer



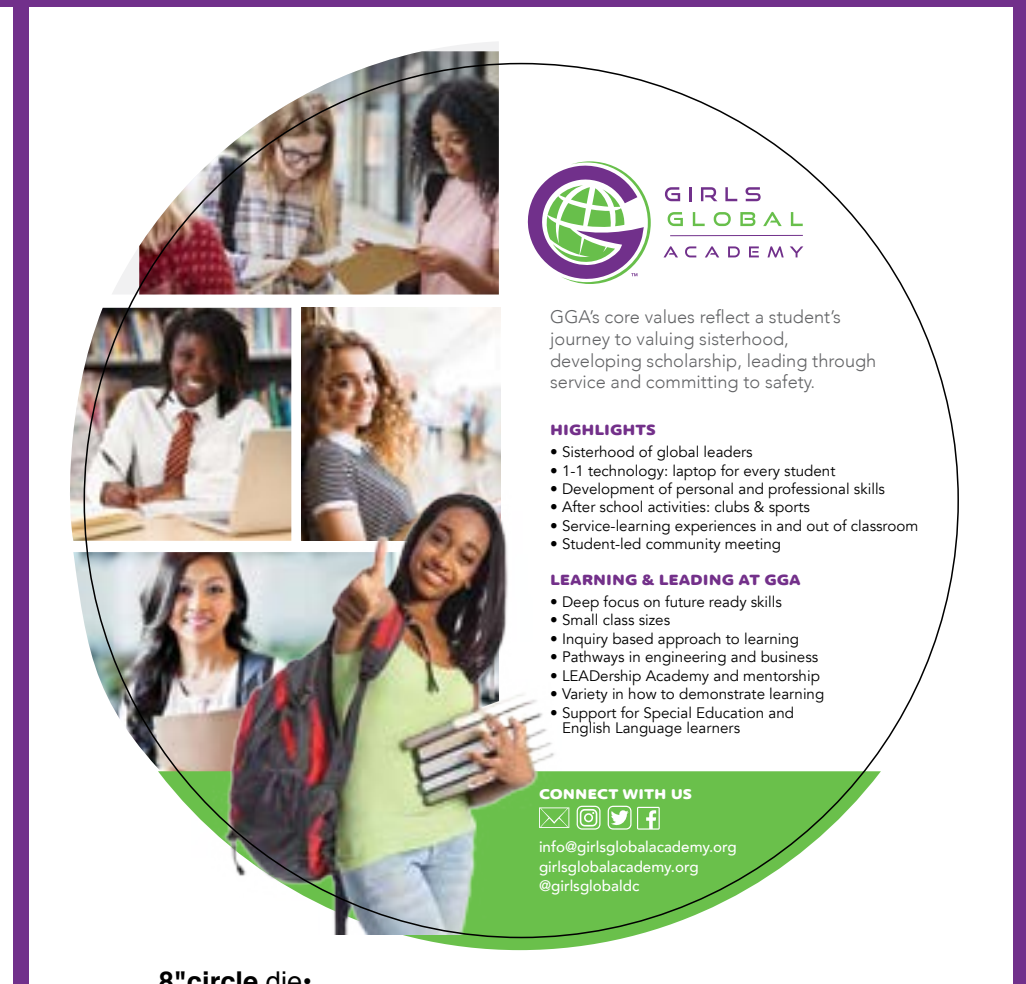


THE PROCESS

Three design comps were developed utilizing stock photos of diverse teen girls in an educational setting.

THE FINAL DESIGN

8" Diameter Marketing Flyer



8" circle die.

GIRL POWER?

WE HAVE IT.



GIRLS GLOBAL ACADEMY

We are Washington DC's first free all girls public charter high school. Now accepting applications for the 9th grade for fall 2020.

PATHWAYS
Our presence in the global community prepares girls to graduate and succeed in any path of their choosing.

LEAD
Our experiential learning and commitment to action empower girls to be the voices that inspire change.

LEARN
Our deep foundation of inquiry-based learning redesigns the learning environment for girls.

MAKE GGA YOUR #1 CHOICE

Choose GGA @
apply.myschooldc.dc.gov

February 3, 2020
Deadline for 9-12th grade applicants

May 1st, 2020
Enrollment Deadline for matched students

[APPLY TODAY]

GIRLSGLOBALACADEMY.ORG

CONNECT WITH US

✉️ 📷 📺 📧 📱

info@girlsglobalacademy.org



WHY CHOOSE?

GIRLS GLOBAL ACADEMY

Girls Global Academy (GGA) will be the premier training ground for high school girls in the areas of global citizenship, Business and Engineering in Washington, DC. Our program ignites female empowerment and develops their confidence to lead and succeed at the local or global level.

GIRLS AT GGA WILL BE PREPARED TO TAKE CHARGE OF THEIR FUTURE.

- IB & AP Courses Offered
- Personalized Career Counseling
- Personal and Professional Skills
- Strong & Supportive Network
- Senior Research Project
- Engineering and Business Pathways

BECAUSE SHE MATTERS
Girls at GGA will be prepared to take charge of their future.



[APPLY TODAY]

GIRLSGLOBALACADEMY.ORG

Place Stamp Here

SISTERHOOD
Community of girls that support and celebrate each others successes

SCHOLARSHIP
Academically challenging in preparation for post-secondary

SERVICE
Sustained involvement in community development and partnerships

SAFETY
A place where girls can just be well

THE GGA PROMISE
Balancing rigorous academic experience within a compassionate environment.




CLIENT



GIRLS
GLOBAL
ACADEMY

PROJECT

Brand Identity

DESCRIPTION

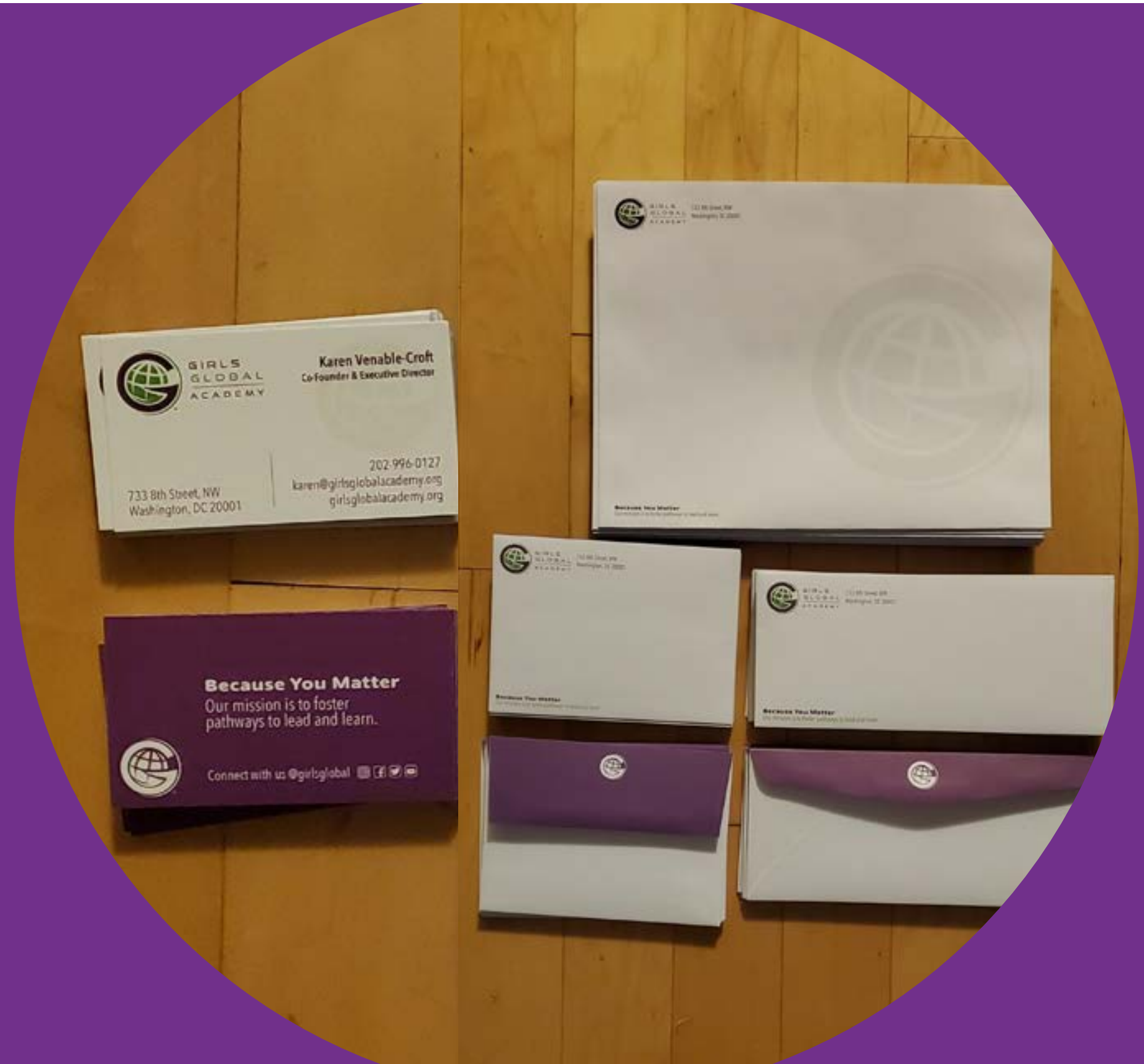
Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

TASK

Redesign the brand identity of Girls Global Academy – including logo, stationery, and business cards. Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer







CLIENT



GIRLS
GLOBAL
ACADEMY

PROJECT

Social Media Ads

DESCRIPTION

Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

TASK

1080 x 1080 pixels

ROLE

Art Direction
Senior Graphic Designer





EMPOWERING GIRLS TO SUCCEED



Choose GGA
apply.myschooldc.dc.gov

February 3, 2020
Deadline for 9-12th grade applicants

May 1, 2020
Enrollment Deadline for matched students



[APPLY TODAY]



Join us to Learn More

January 25, 2020
12:00 PM to 2:00 PM

Calvary Baptist Church
755 8th St NW
Washington, DC 20001

OPEN HOUSE



[BECAUSE SHE MATTERS]

Register Today @
bit.ly/GGAOH19-20

WHY GIRLS' SCHOOLS?



“
Girls' schools are leading the way in STEM education for women in the world. Graduates of girls' schools are six times more likely to consider majoring in math, science, and technology and three times more likely to consider engineering compared to girls who attended coed schools.
- National Coalition of Girls' Schools (NCGS)

[APPLY TODAY]

Choose GGA @
apply.myschooldc.dc.gov

WHY CHOOSE GGA?





SHE WILL BE CHALLENGED

Our curriculum is rigorous. She will be exposed to the IB Career Program, have access to AP courses, internship programs, and a senior research project.

[APPLY TODAY]

Choose GGA @
apply.myschooldc.dc.gov

WHY CHOOSE GGA?



SHE WILL BE A LEADER

Our program develops confident leaders who believe they can succeed. She will engage in service learning projects to develop her passions.

[APPLY TODAY]

Choose GGA @
apply.myschooldc.dc.gov

WHY CHOOSE GGA?



SHE WILL BE HEARD

Our small school community is about supporting agency, voice and choice. She will be a part of a sisterhood that empowers her to be heard.

[APPLY TODAY]

Choose GGA @
apply.myschooldc.dc.gov

GIRL POWER? WE HAVE IT.



Choose GGA @
apply.myschooldc.dc.gov

February 3, 2020
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May 1, 2020
Enrollment Deadline for matched students

[APPLY TODAY]

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GIRL POWER? WE HAVE IT.



Choose GGA @
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February 3, 2020
Deadline for 9-12th grade applicants

May 1, 2020
Enrollment Deadline for matched students

[APPLY TODAY]

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GIRLS
GLOBAL
ACADEMY

PROJECT

Metro Bus + Large format Ads

DESCRIPTION

Girls Global Academy (GGA) advertisements for school enrollment. Girls Global Academy (GGA) is an all-girls public charter high school in Washington, DC. They provide a diverse group of young women a global education that ignites empowerment and develops confidence to influence change for global benefit.

TASK

OutFront Media 22x21 Metro Bus Advertisement (English + Spanish)
OutFront Media 46x60 Metro Station Advertisement

ROLE

Art Direction
Senior Graphic Designer



Advertisements were placed in the Ward 6
Penn Quarter, Gallery Place and Chinatown
Metro stations and Metro bus lines.



CLIENT



PROJECT

Association Conference Collateral

DESCRIPTION

MCCA is the preeminent voice on diversity issues in the legal profession.

TASK

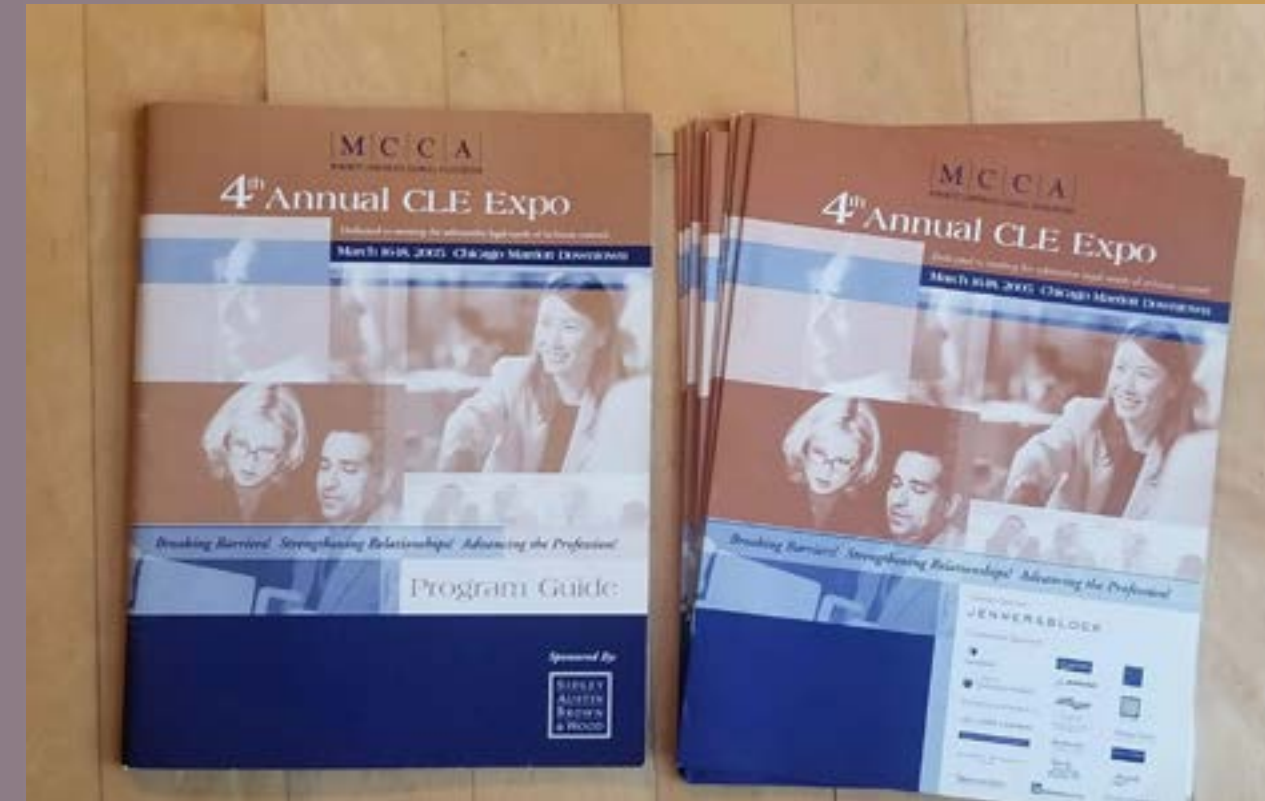
Conference Program Book
Conference Resource Guide
Conference CD Cover Design
Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer



8.5 X 11 Program Book
8.5 X 11 Resource Guide





CLIENT



PROJECT

VIP Membership Brochure

DESCRIPTION

Designed for The Sideline Restaurant extensive membership program. Challenged with devising a compact content-heavy brochure.

TASK

8.5 x 5.5 (folded), 8.5 x 22 (flat) Double Gate Fold
110 lb Cover Gloss w/spot varnish
7/7 (Color Both Sides)
Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer





About the restaurant.
Double gate fold highlighting featured decor in restaurant.
Spot varnish of flame from logo adds elegance.



The 8-panel design creates a compact brochure. Opens to reveal wealth of content.



Flame in the logo used as a spot varnish accent. Spot varnish and metallic pantes adds sophistication.





CLIENT



PROJECT

Restaurant Menus

DESCRIPTION

Design of a reusable menu, easily cleaned.
Design of condensed to go menu.
Design of kids menu.

TASK

8.5 x 14 (folded), 16 x 14 (flat) Bi-fold Menu, Laminated
8.5 x 4.67 (folded), 8.5 x 14 (flat) Tri-fold o Go Menu
5.5 x 8.5 Bi-fold Kids Menu
Printing + Fulfillment

ROLE

Creative Director
Art Direction
Senior Graphic Designer





5 MIL (.005") thickness ideal for get handled often.



Trifold to-go menu designed to accommodate main menu items. Printed on 100lb text.





Diverse sports-themed kids menu. Developed word and scrambled search. Functional and printed on matte stock for coloring.





CLIENT



PROJECT

Restaurant Advertising Media Kit

DESCRIPTION

The Sideline is a 7,500 square foot specialty sports-themed restaurant owned by former NFL player LaVar Arrington. The Sideline Experience is a celebration of 'SPORT' expressed in art, memorabilia, technology, decor, the best in service, food and beverage. This advertising media kit was designed to be stylish, informational, simplistic and functional.

TASK

6x9, Bi-fold folder
100 lb Gloss Cover w/spot varnish
6/6 (Color Both Sides)
Printing + Fulfillment

ROLE

Creative Direction
Art Direction
Senior Graphic Designer





Flame in the logo used as a spot varnish accent. Spot varnish and metallic pantone adds sophistication.

The design incorporates the decor of the restaurant.





The folder accommodates 5 inserts and business card slots. The kit can also be used as a self-mailer.



The inserts were designed as individual pages to be cost-effective and for easy updating.

