

EVAN DENIEF

GRAPHIC DESIGNER
ILLUSTRATOR
ANIMATOR

DESIGN+
CREATIVE

PORT FOLIO

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My work covers a wide array of industries and artistic disciplines, designed for large corporate clients, small non-profits, and everything in between.

Please note that some projects - like **animations** and full-length **eBooks** - are only viewable on divergentdesignco.com/my-work.

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PACKAGING & DISPLAYS

CLIENT: GOLFFOREVER

While working at Jenny Tod Creative, I had the privilege of creating packaging and endcap designs for use in Dick's Sporting Goods and PGA Superstores. I also created free-standing display units for PGA Tour events and golf specialty stores, allowing golfers to demo and get fitted for a custom GolfForever Swing Trainer.



DISPLAY ADS



CLIENT: DOMINO DATA LAB & PARTNERS

These eye-catching display ads were created for Domino Data Lab for use on their various social media accounts and promoted ads. The most common goals for these ads were customer acquisition, driving asset downloads, and promoting events.



I created these projects during my time at Jenny Tod Creative.



Find out what 99% of data execs agree is limiting your ability to hire and retain data science talent



AI costs keeping you up at night?



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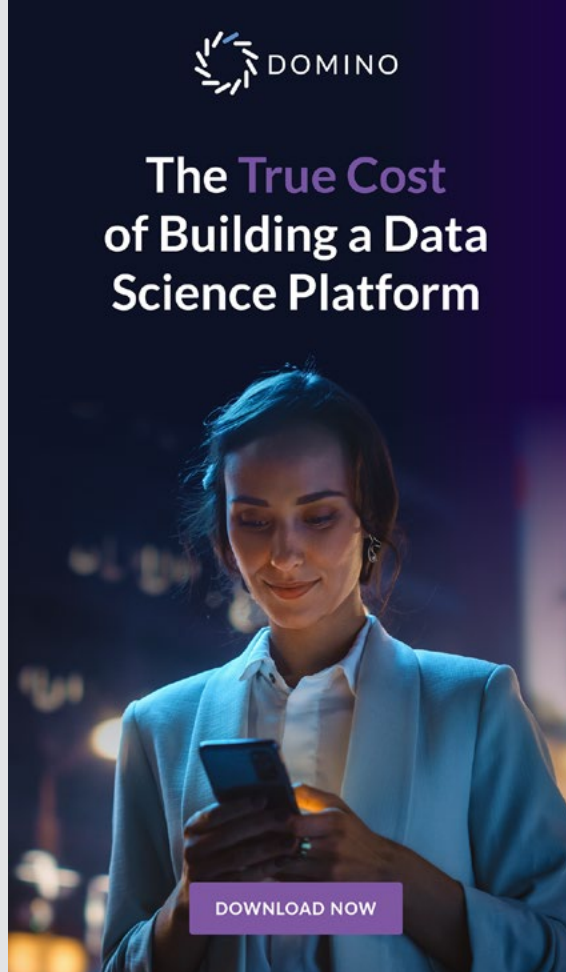
Looking forward to seeing you at

AI Summit London


June 14 - 15, 2023



The True Cost of Building a Data Science Platform

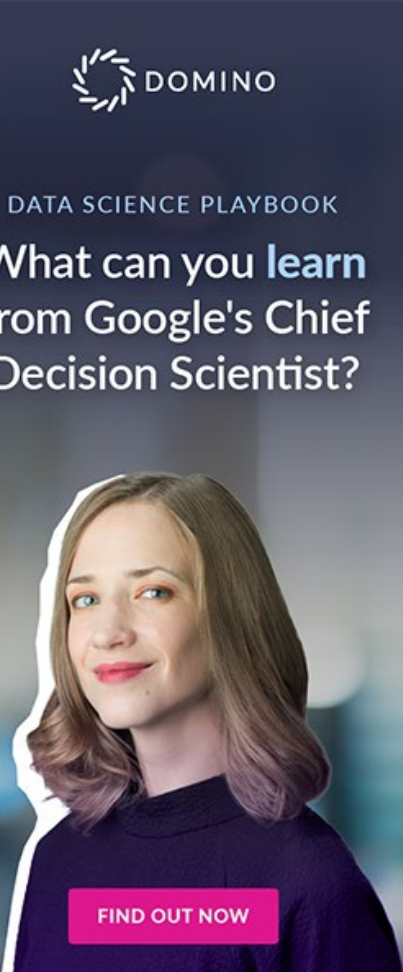


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DATA SCIENCE PLAYBOOK

What can you learn from Google's Chief Decision Scientist?



FIND OUT NOW

COLLATERAL

CLIENT: FOUR DAY RAY BREWING

While working at Jenny Tod Creative, I had the pleasure of designing many assorted pieces of print collateral for Four Day Ray Brewing in Fishers, Indiana, including:

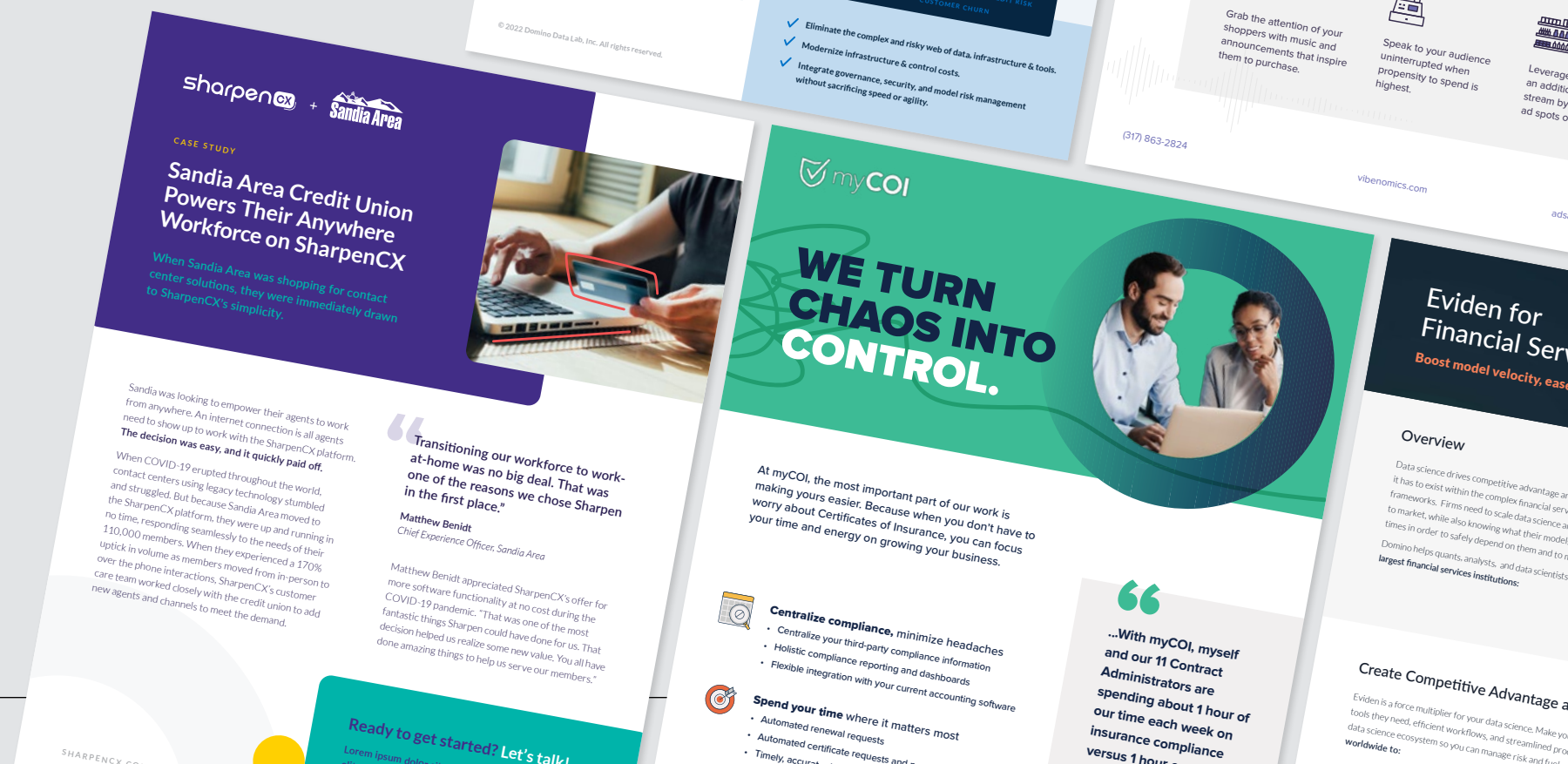
- Beer can labels
- Event photo backdrops
- Apparel
- Vinyl stickers
- Posters



ONE PAGERS

CLIENTS: DOMINO, VIBENOMICS, SHARPENCX, AND MORE

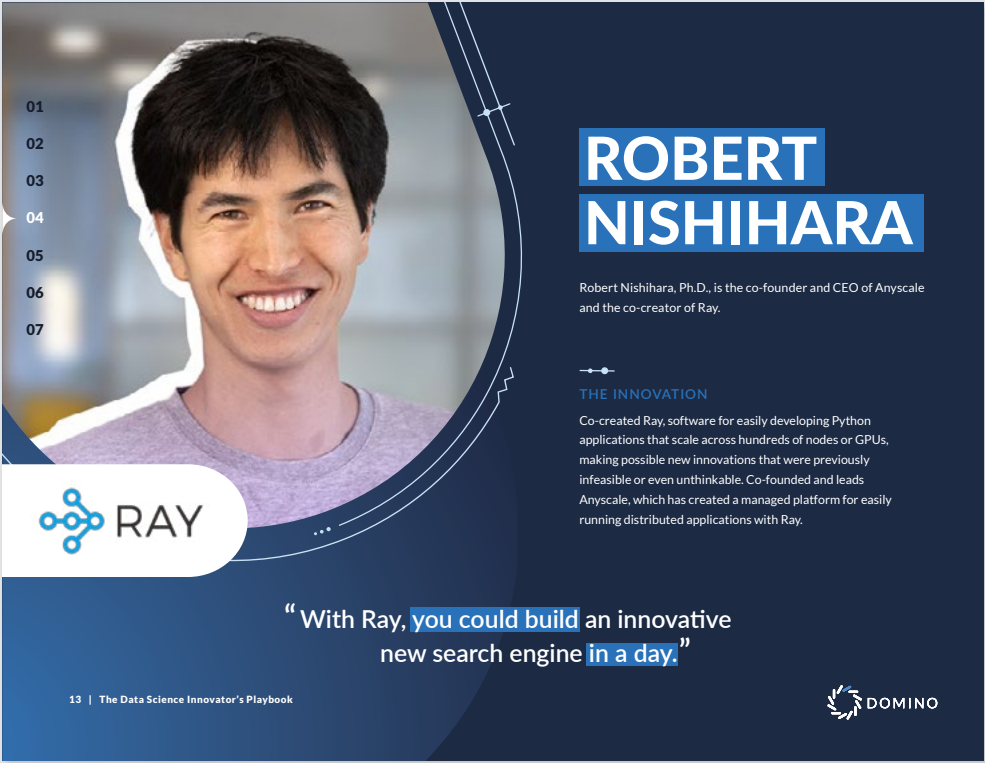
One pagers and whitepapers are an important part of telling your company's story and establishing place in the market. These modern designs are informative and memorable, and maximize the amount of storytelling per square inch. These one pagers, and many more, were made during my time at Jenny Tod Creative.



PRINT & EBOOKS

CLIENTS: DOMINO DATA LAB, MYCOI, AND MORE

Eye-catching literature is critical in our fast-paced market. These print books and eBooks were crafted to be both eye-catching and easy to digest. Clean copy contrasts with bold callouts and statement photos, making for a memorable reading experience. Produced while working at Jenny Tod Creative.



NetAppNVIDIADOMINO

How to Scale Your Data Science, AI and ML with Domino Nexus

dominodatalab.com

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dominodatalab.com

EBOOK

ADDITIONAL INSURED ENDORSEMENTS 101

Stop overlooking insurance loopholes that could cost you millions.

GETTING STARTED

Managing corporate risk can be, well, risky. Overlooked exclusions or limitations in an insurance policy can cost your company millions. Requiring additional insured endorsements represents an important loss prevention strategy for any business. These liability coverage extensions keep losses closest to the entities most likely to create them – contracted third-party companies. However, not all additional insured endorsements are created equal. Failing to understand the many distinctions generates an unnecessary exposure. When it comes to claims, knowing your coverage before you need it is critical.

Ready to bring some clarity to additional insured compliance? In this eBook, learn:

- What additional insured endorsements are and how they protect your company
- Best practices for managing additional insured endorsements
- How to avoid pitfalls commonly preventing proper additional insured coverage

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THE ENDORSEMENT IMPERATIVE

Using our simple construction example, it's easy to see why additional insured endorsements are valuable. They extend coverage to affiliated parties and protect against claims resulting from other's work. Let's use our general contractor and HVAC subcontractor to take a deeper look at the benefits.

Financial responsibility

No one wants to pay for something that isn't their fault. Additional insured endorsements transfer financial responsibility to the parties most likely to control loss risk. This accountability incentivizes quality work from our HVAC company while protecting the general contractor from paying for costly negligent acts outside of its control. The general contractor's policy also remains available for excess coverage should it be needed to avoid out-of-pocket costs.

Premium rates

Loss runs are an important part of the underwriting process. Companies with losses in the past statistically tend to have more losses in the future. Therefore, insurance companies factor in claims history to determine premiums. High losses equal higher premiums and could eventually result in the cancellation of coverage. Businesses requiring additional insured endorsements from subcontractors can better minimize their loss history to keep premiums low.

Subrogation

Subrogation is a strategy used by insurance companies to recoup the money paid for a claim by legally pursuing payment from another party affiliated with the claim. Insurers often are prohibited from subrogating against an additional insured. The safest bet for our general contractor is pairing the additional insured endorsement requirement with a waiver of subrogation to prevent loss transfers from our HVAC company's insurance provider.

Indemnification

Indemnity and additional insured endorsements often go together. With indemnity, one party agrees to make another party whole that has incurred damage or loss. However, indemnity is only as good as a party's ability to pay for the loss. When accompanied with an additional insured endorsement, our general contractor has access to the financial backing and coverage limits of the HVAC company's insurance policy for restitution.

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Additional Insured Endorsements 101 | 4

CLAIMS SUBMISSION

To wrap things up, let's focus on process. Despite anyone's best efforts, claims are inevitable. Good news – you now are an additional insured endorsement guru and did everything right to make sure your company is covered. Now it's time to file the claim. Here are a couple of easy actions to help you collect the money and get on with life.

Submit your own claim

It's tempting to trust the named insured to take care of the claim. However, when the loss goes against their policy, they may not always have your best interests in mind. Being named as an additional insured gives you access to work with the insurance company directly. Simply put, a do-it-yourself claims approach ensures it gets done.

Timeliness

Time is of the essence when it comes to claims. Submissions must be thorough, but the quicker they are submitted to the actual loss event, the more likely they are to be covered. In fact, delays could result in denials of coverage. Never delay filing a claim as an additional insured.

Educate the team

The most effective risk mitigation strategy involves everyone serving as a loss prevention expert. Before the next claim, take time to educate staff on additional insured best practices. Make sure they understand your contracts and know what to ask for when vetting third parties. The best claim is the one you prevented.

NEXT STEPS

Congratulations! You've graduated from Additional Insured Endorsements 101!

However, if additional insured endorsements still seem intimidating, myCOI is here to help. Our easy-to-use cloud-based solution protects your organization by ensuring end-to-end compliance. Increase onboarding speed and minimize risk with our automated process. Learn how myCOI's smart technology paired with skilled insurance professionals make you the expert.

Thanks for reading our tip sheet and happy reviewing!

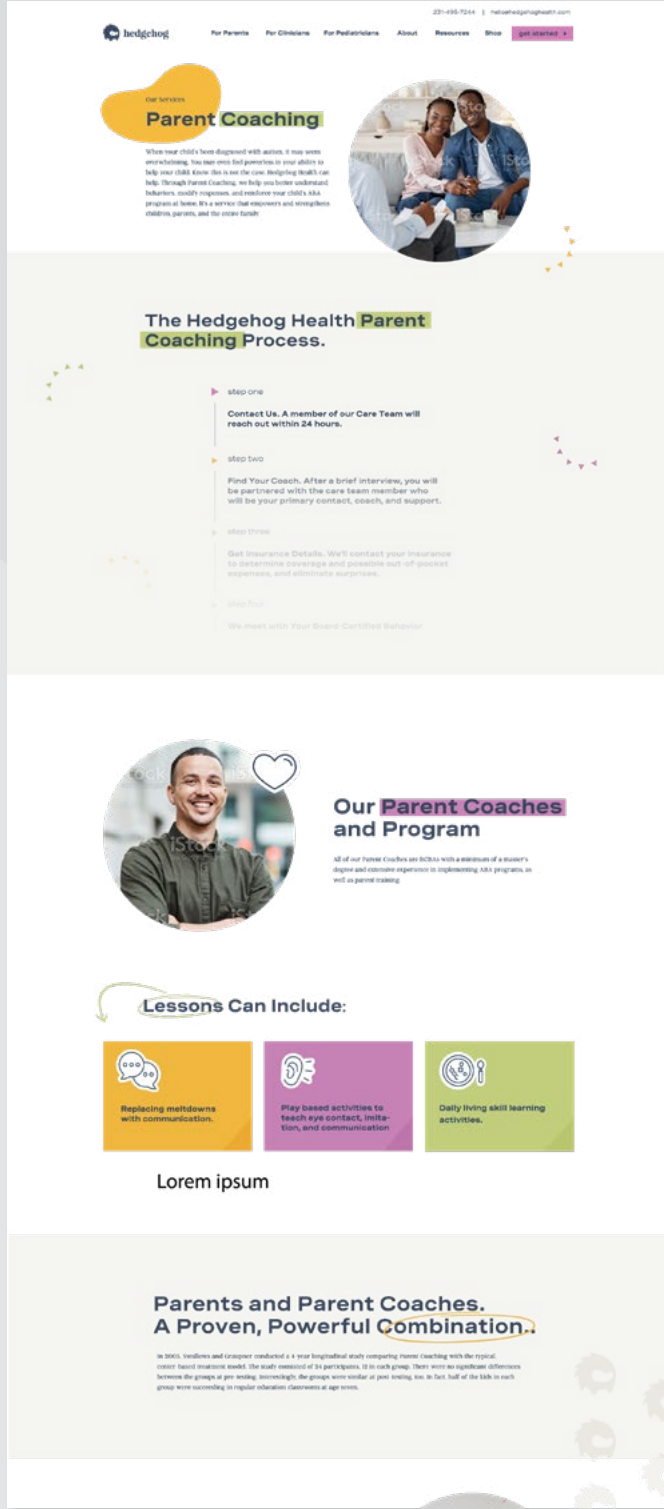
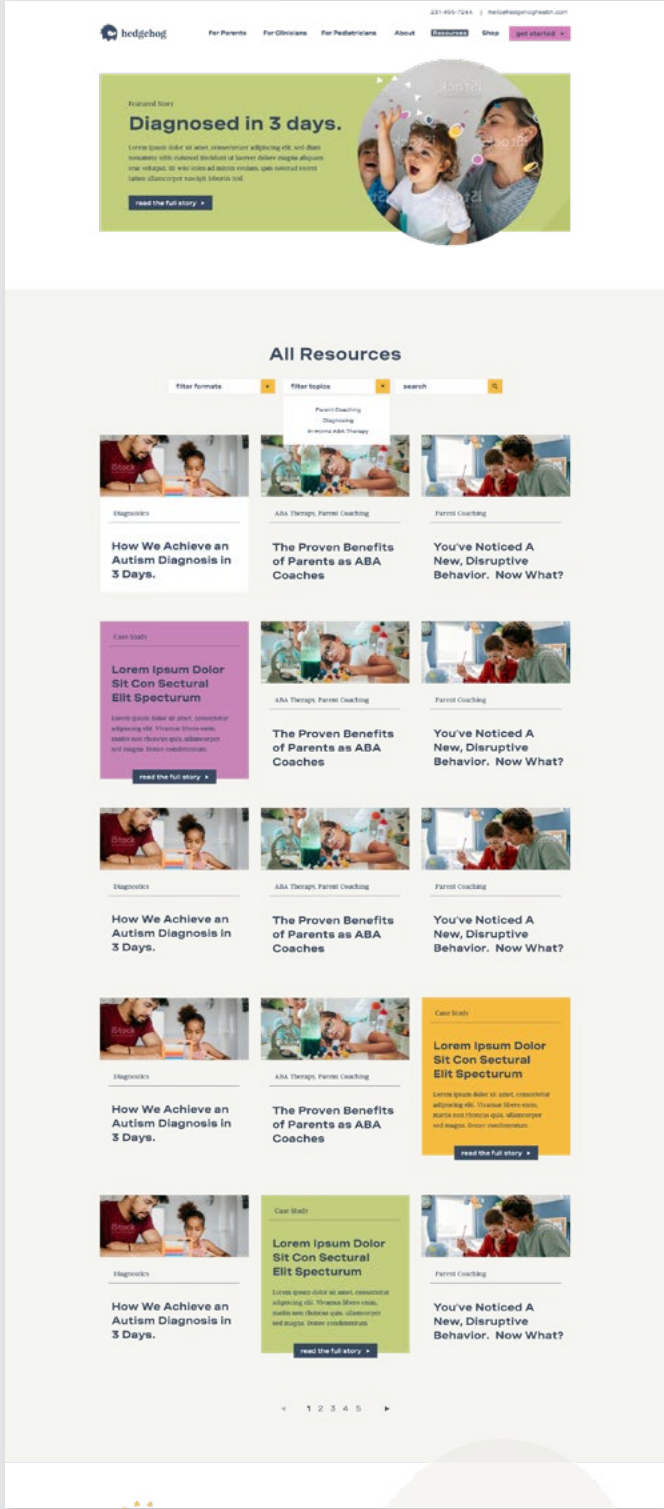
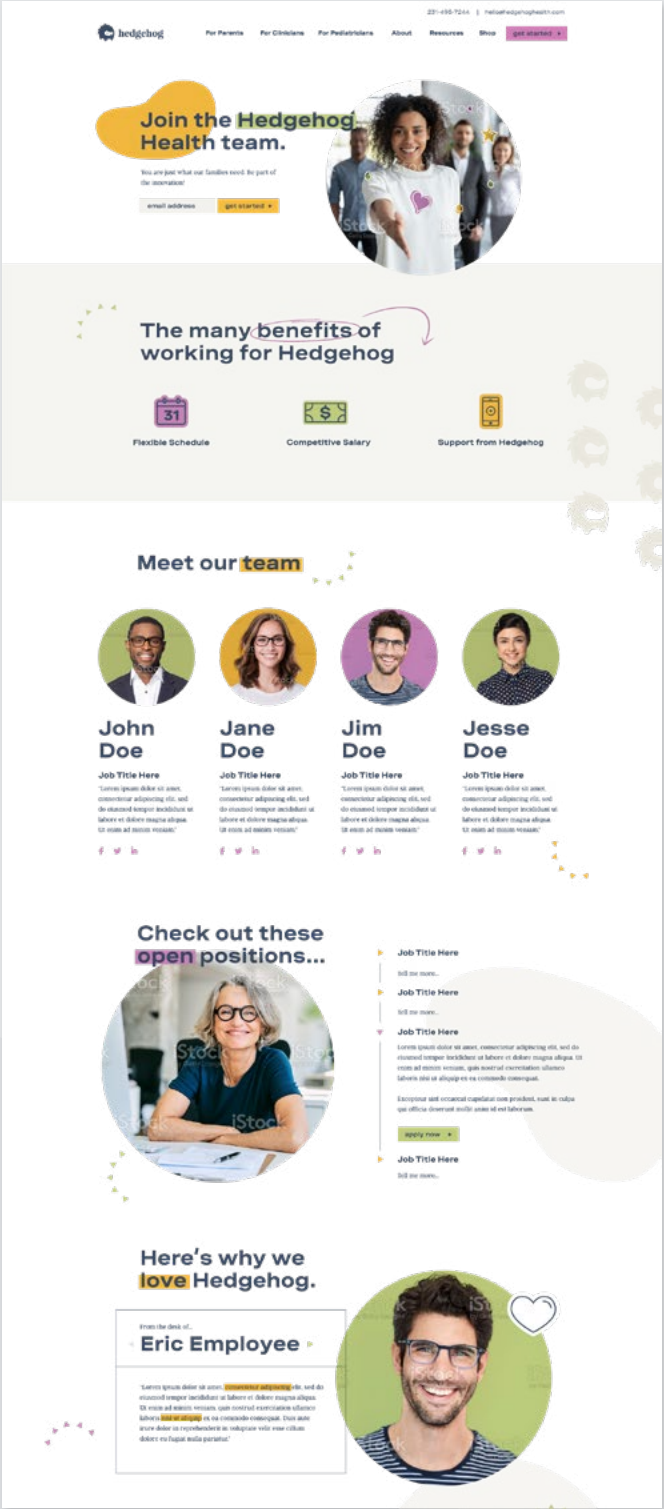
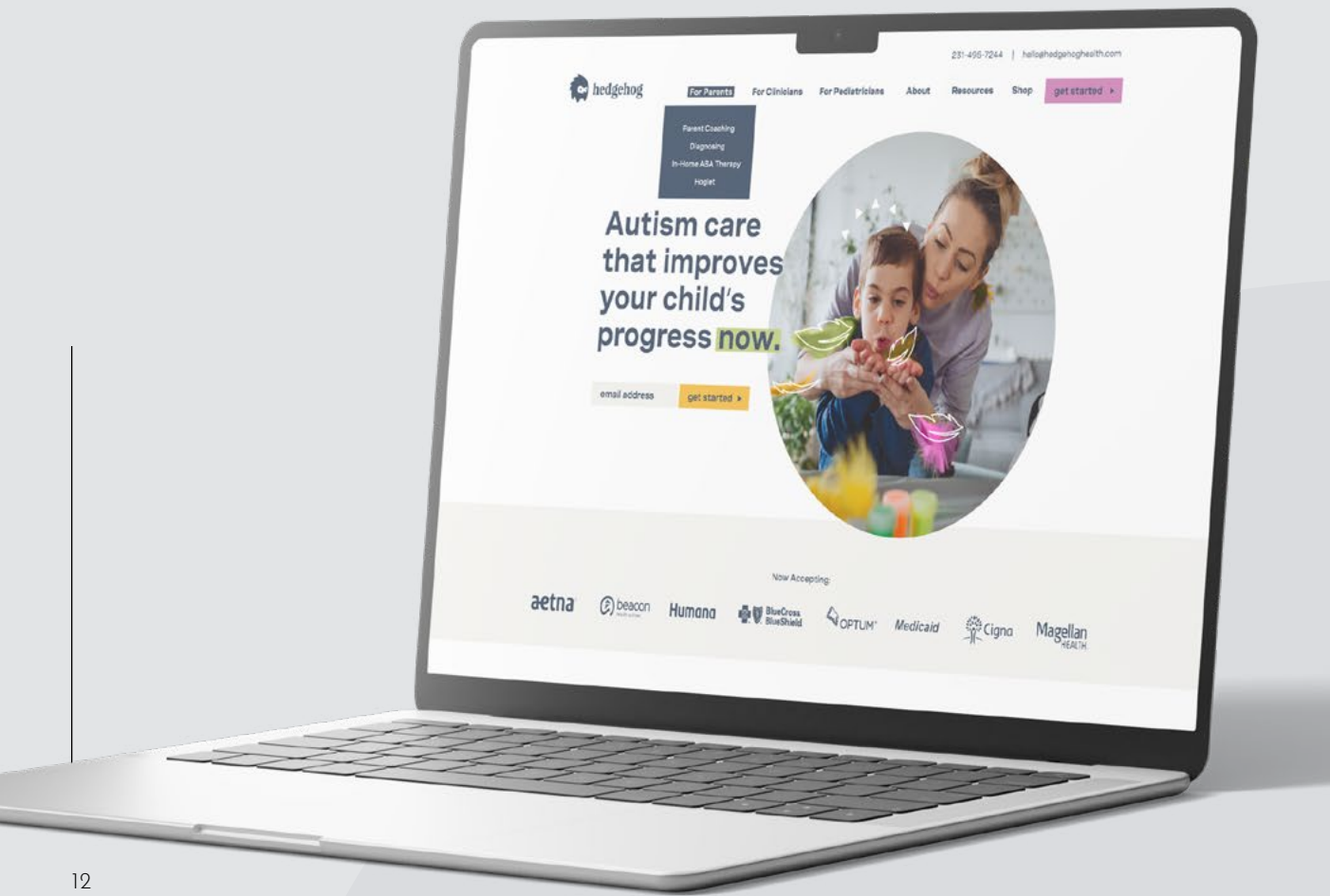
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WEB DESIGN

CLIENT: HEDGEHOG HEALTH

Hedgehog Health commissioned a redesigned website to highlight their autism care services. It would also drive sales for the Hoglet, a proprietary computer mouse for children with sensory challenges. The whimsical shapes and image containers, paired with clean lines and iconography, walk the line between professionalism and playfulness - perfect for the field of pediatric medicine. This was created during my time at Jenny Tod Creative, in collaboration with other talented designers.



BLOG IMAGES

CLIENT: LESSONLY (NOW SEISMIC)

These whimsical blog images were created for the Lessonly (now Seismic) blog each week. Every image was created with an limited color palette, chunky lineart, overlaid icons, and a repeated dot pattern. These elements created loads of personality, and a sense of cohesion across the entirety of the blog. I created this series while working at Jenny Tod Creative.



AIRPORT BILLBOARD

CLIENT: TILSON HR

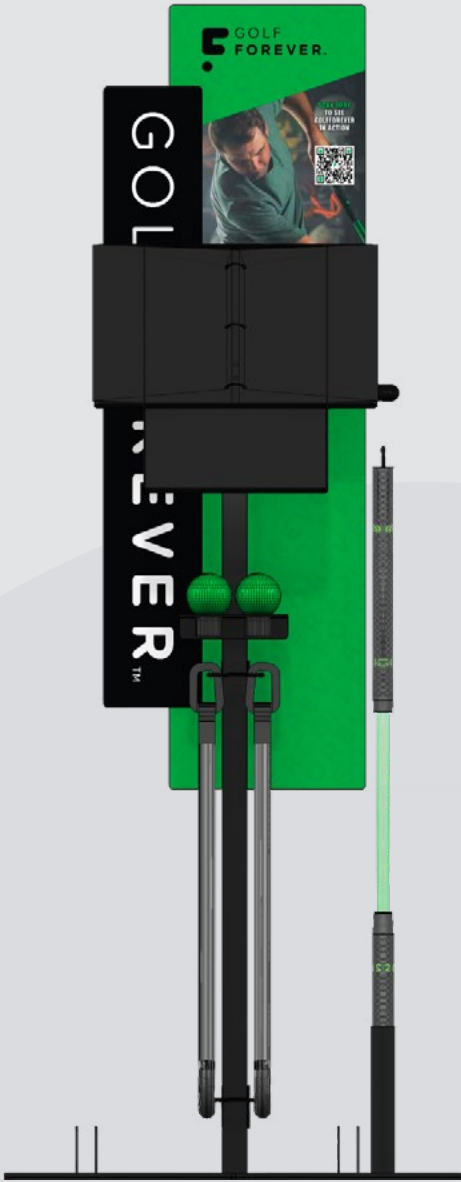
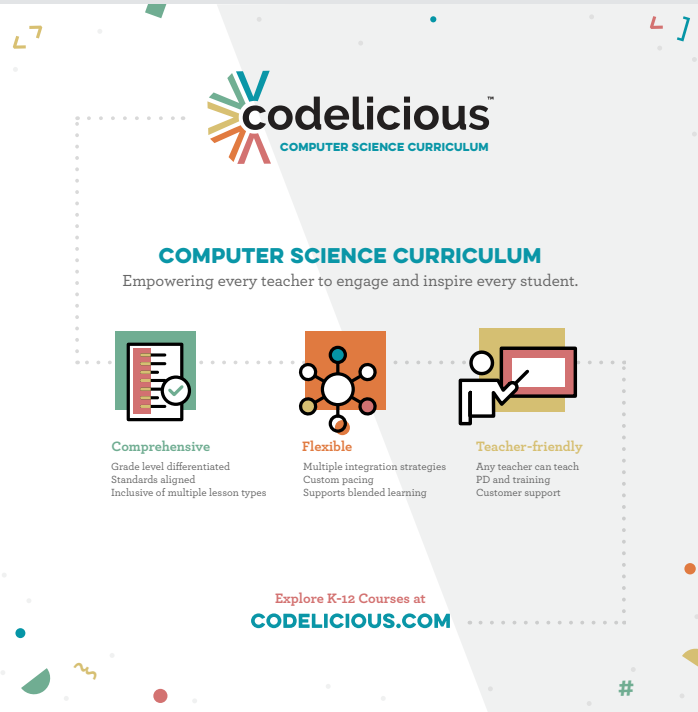
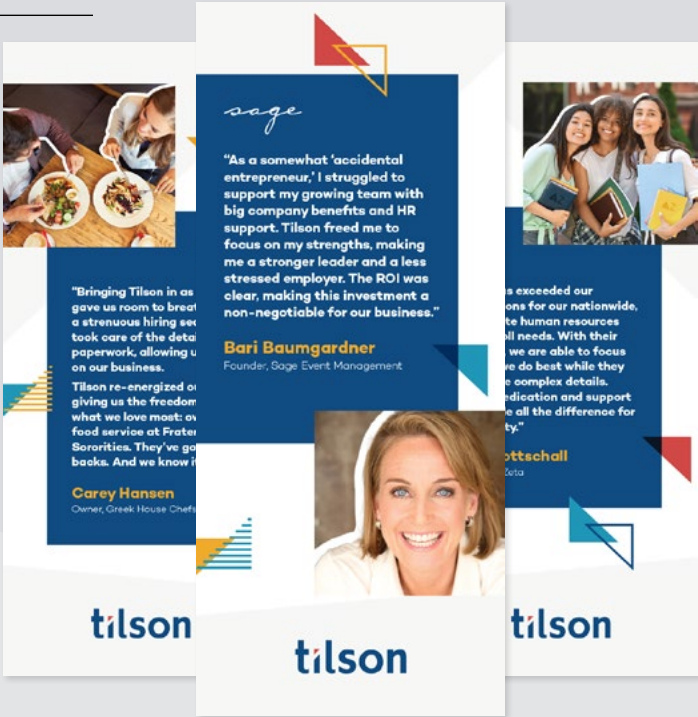
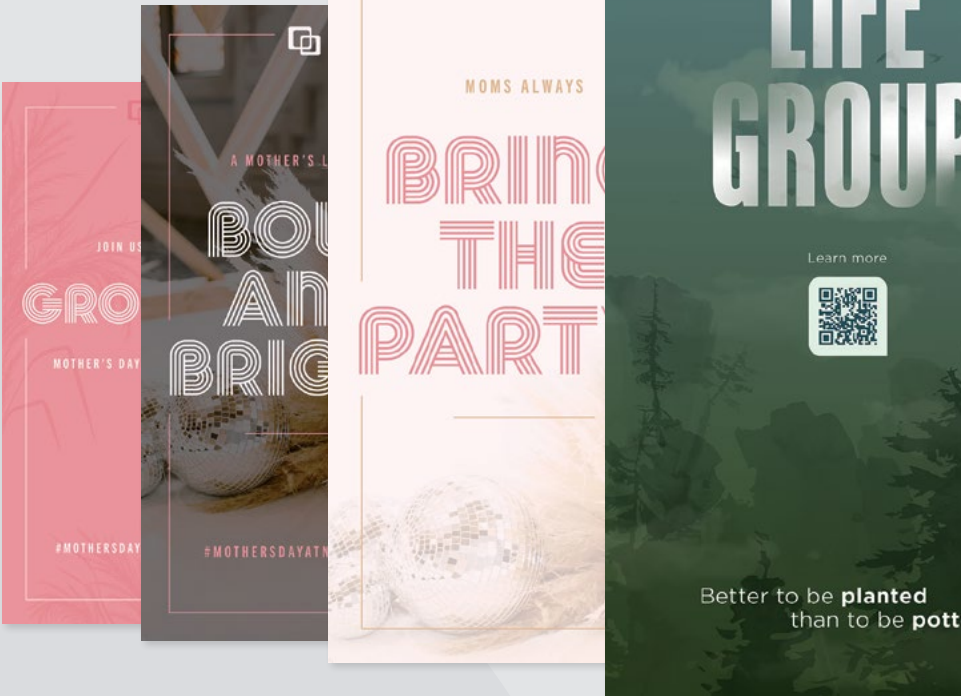
Jenny Tod Creative was given the exciting opportunity to design a billboard for display in the Indianapolis International Airport. Although the client enjoyed all three of our designs, it was my original design that got the final thumbs up, and was installed in October of 2023.



BANNERS, TRADESHOW BOOTHS & DISPLAYS

CLIENT: NORTHVIEW, GOLFFOREVER, DOMINO, COGNOTA, AND MORE

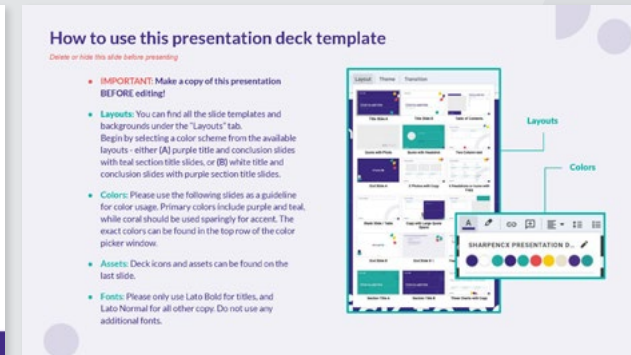
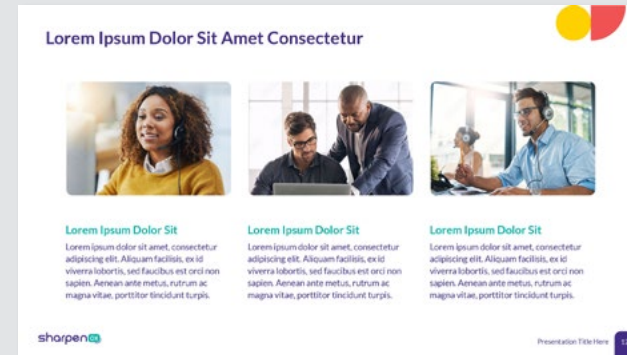
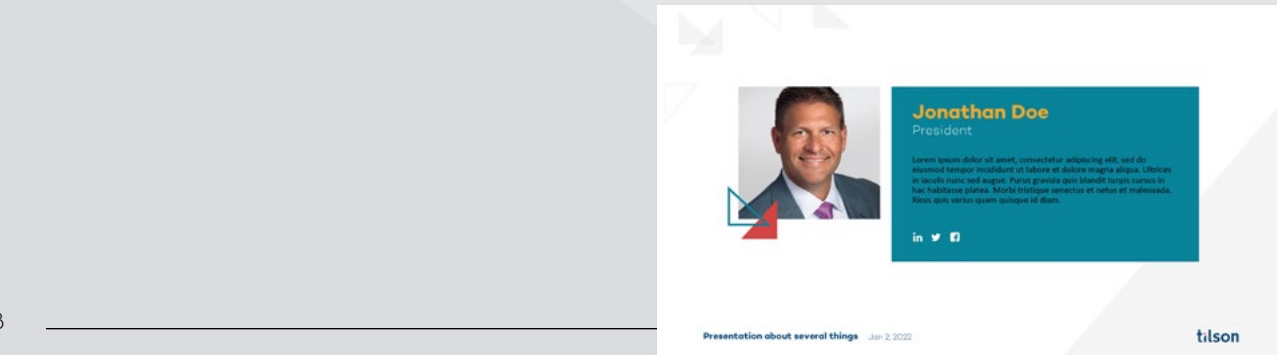
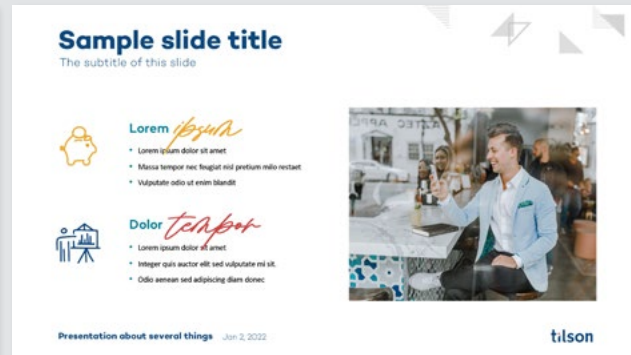
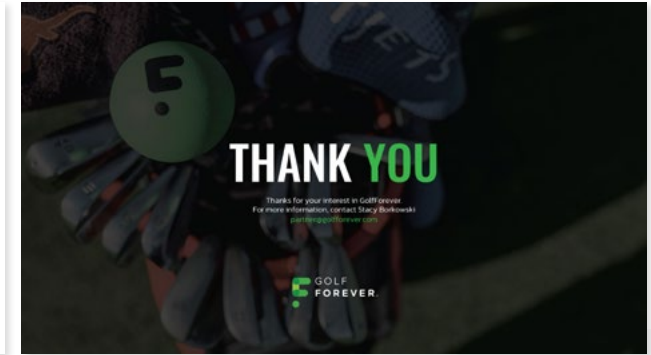
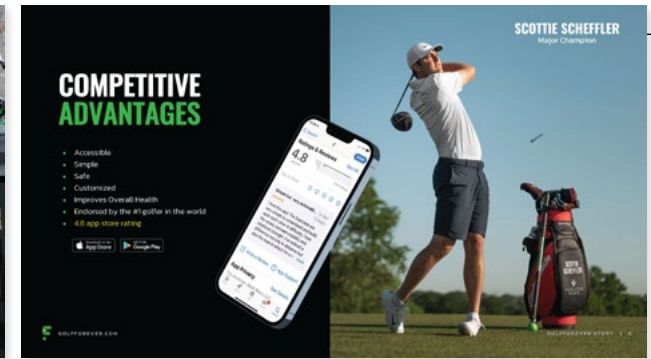
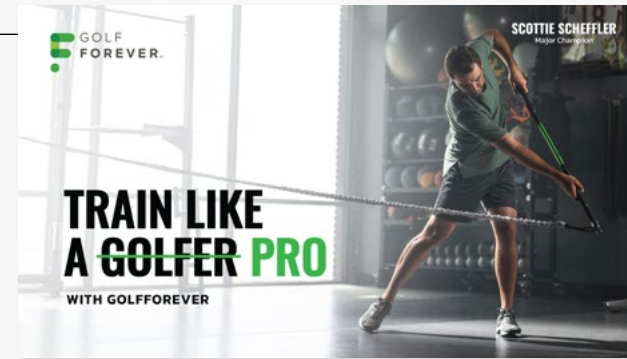
I have created a wide array of large format print designs in order to help clients fill their spaces, including church atrium banners, tradeshow booth wall wraps, golf trainer demo stations, retail endcaps, billboards, vehicle wraps, and more. All the projects seen here were made during my time at Jenny Tod Creative.



PRESENTATION DECKS & TEMPLATES

CLIENTS: VARIOUS

Professional presentation deck templates are a pillar of almost every industry. I have extensive experience creating deliverable client-facing decks, as well as internal design templates for cross-functional team members. My designs have been used for sales pitches, keynote speeches, training seminars, and more, across multiple industries. All the projects seen here were made during my time at Jenny Tod Creative.



ILLUSTRATIONS

CLIENT: VARIOUS

I am a passionate illustrator, and enjoy working in minimal vector design, as well as hand drawn character illustration. Here are a few samples of my work, many of which were produced for clients at Jenny Tod Creative.



THANK YOU!

This document represents a small portion of my artistic work. To view these projects in higher resolution, view my animation projects, and learn more about me, please visit

DIVERGENTDESIGNCO.COM