# DESIGN+ CREATIVE DESIGN DE LA COLLEGA DE LA

GRAPHIC DESIGNER
ILLUSTRATOR
ANIMATOR

# **CONTENTS**

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 <u>divergent design co.com/my-work</u>.

**GolfForever Packaging & Displays** 

Domino Data Lab Display Ads

Four Day Ray Collateral

One Pagers

**Print & eBooks** 

Hedgehog Health Web Design

**Lessonly Blog Images** 

Tilson Airport Billboard

Banners, Trade Show Booths & Displays

Presentation Decks + Templates

Illustrations

# **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.







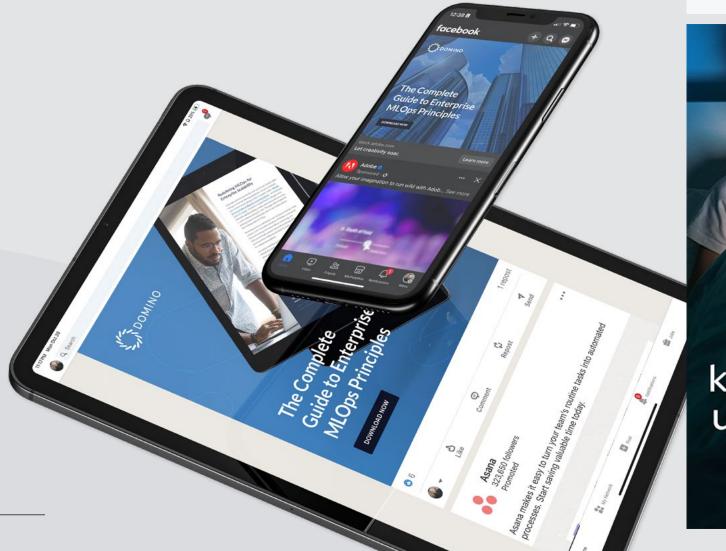


# **DISPLAY ADS**

**CLIENT: DOMINO DATA LAB & PARTNERS** 

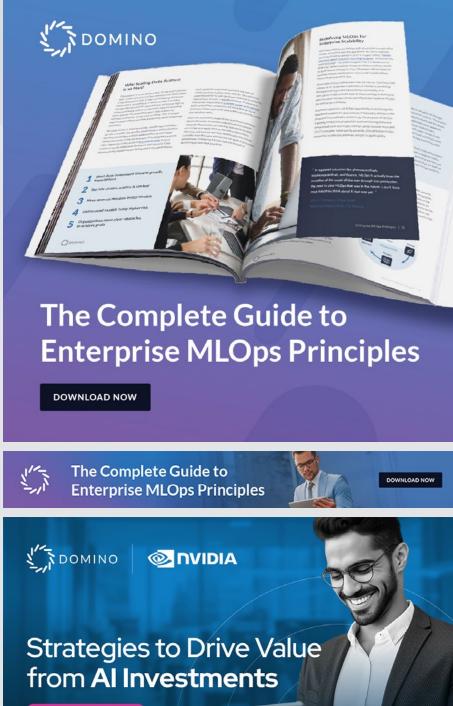
These eye-catching display ads were created for Domino Data Lab for use on their various social media accounts and promoted ads. The most common goals for these ads were customer acquisition, driving asset downloads, and promoting events.

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









Get Trend Report





# **COLLATERAL**

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

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





















# **ONE PAGERS** 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.







**⊘**my**COI** 



ma ML in Financial Services

WE TURN
CHAOS INTO
CONTROL.



V vibenomics

Making audio magic for our retail partners.

imagine the possibilities



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# PRINT & EBOOKS

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.





Today's top leaders reveal industry trends, career advice, and how to meet the world's

## **MEET THE** INNOVATORS

#### Top data science leaders share insights on their work, their careers, and the data science profession.

The genesis of this ebook was a poll that Domino Data Lab took at its 2022 Rev 3 MLOps conference, where we asked the more than 800 attendees who they thought was driving innovation in data science. More than 150 respondents wrote in the names of people they thought were advancing business and the profession in particularly innovative ways. We've interviewed their top pominations on everything from the direction of Al and machine learning to how data science is changing, and along the way, a lot of opportunity to apply Al to the business of healthcare, because even solicited career advice for data scientists from these people who are at the top of their game.

A few things are clear from these interviews. Data science departments

Similarly, in insurance, data science is now central in most business have seen tremendous growth, both in terms of the size of their teams and their centrality in answering critical questions for their businesses, and this growth is only expected to increase in the near future. This trend leaders, data engineers, MLOps experts, and IT professionals, all working is accelerating, and these innovators expected even larger gains from the together to help their companies use data, AI, and ML modeling to make smart application of data science, especially AI and ML. This is entirely

data science, ML, and Al are critical to the overall future growth of their company, with 36% calling it "the single most critical factor." In pharmaceuticals and medicine, for example, AI models are no longer confined to the chemistry of a cure, but are used to investigate all facets

consistent with other recent surveys, as well as with the other REVelate

survey findings, such as the belief held by 79 percent of attendees that

of healthcare delivery-from the impact of COVID-19 on the ability to do clinical trials to finding the best subjects for those trials, to investigating wait times and supply-chain impacts on hospitals.

As Mona Flores, Global Head of Medical AI at NVIDIA, puts it, "There is predicting and analyzing needs ahead of time can be critical to the work of doctors, nurses, and other caregivers."

decisions, and data science departments have grown from a handful of neonle to teams of hundreds, including data scientists and data science

2 | The Data Science Innovator's Playbook



#### Enterprise MLOps is a critical factor anywhere data science drives innovation.

MLOps plays in their operations, and how improvements in automating management, and data-sharing framework that make model development, many critical infrastructure tasks are dramatically increasing their ability to approval, and maintenance possible at a large scale. do more innovative work

fiddling with the tools is going down. This uncovers more opportunities in the parts of the work that are intellectually hard, not fiddly-hard. This making data science useful."

For example, many pharma, health, and life sciences companies are now using enterprise MLOPs beyond the realm of exploratory research, where it has long been popular for its ability to ease collaboration to unlock life-changing breakthroughs and to see them through their lifecycles. Enterprise MLOps is also becoming increasingly popular for

All of the data science leaders also mentioned the critical, growing role that the easy traceability, reproducibility, flexible tool access, infrastructure

Finally, all of the top innovators we profiled were enthusiastic about the As Google's Chief Decision Scientist Cassie Kozyrkov told us, "Parts of data future of data science and the chance for opportunities for people who science are hard because they're annoying, but the amount of time spent love to use data to answer key questions about everything from modeling cures for disease to the best ways to run a business. And perhaps even means that data professionals will have less reason to define themselves by career advice that many will find interesting and helpful. Data science is a the tools they use, and more reason to focus on the intellectual essence of profession enjoying a meteoric rise, and many will find great success and satisfaction chasing the answers to some of the most important problems the world faces today. We hope you enjoy the thoughts they've shared with us, with you, and with the wider data science community.

Z DOMINO



# **ROBERT**

Robert Nishihara, Ph.D., is the co-founder and CEO of Anyscale

Co-created Ray, software for easily developing Python infeasible or even unthinkable. Co-founded and leads Anyscale, which has created a managed platform for easily

"With Ray, you could build an innovative new search engine in a day."

13 | The Data Science Innovator's Playbook





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

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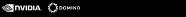
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### **ADDITIONAL INSURED ENDORSEMENTS 101**

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

#### CONTENTS

- 03 The Lingo
- Two important terms to understand
- 04 The Endorsement Imperative Why additional insured endorsements matter
- 05 The Process
- Combat risk and safeguard coverage
- 08 Contractual Relationships Easy-to-miss items
- 10 Claims Submission It's time to file the claim
- 10 Next Steps
- 11 About myCOI

#### 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



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-nocket costs.



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



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.

Loss runs are an important part of the underwriting process.



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

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.

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 yetting third parties. The best claim is the one you prevented.





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

mvCOI 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.

However, if additional insured endorsements still seem intimidating,

Thanks for reading our tip sheet and happy reviewing!





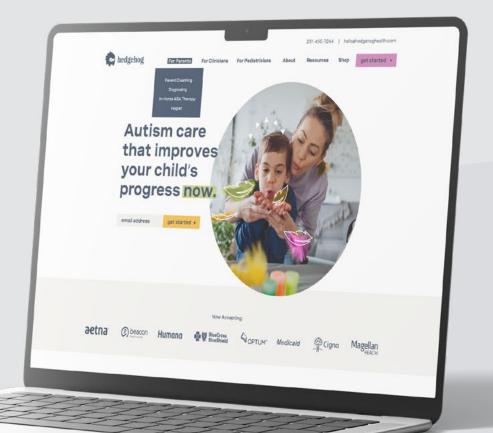




# WEB DESIGN

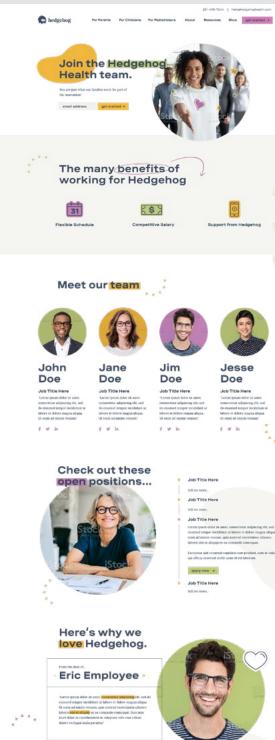
CLIENT: HEDGEHOG HEALTH

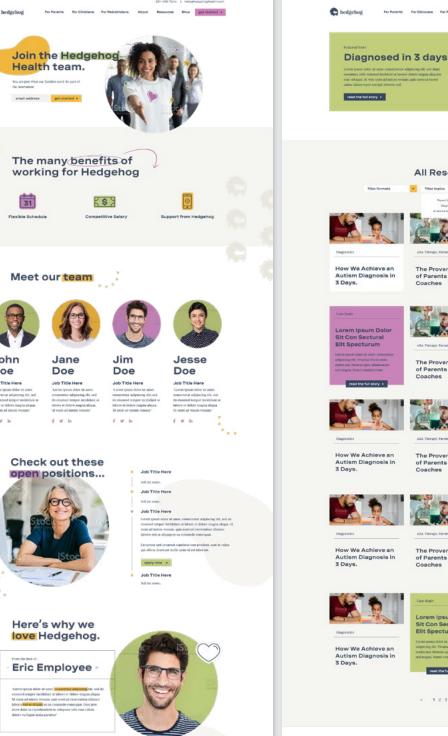
Hedgehog Health commissioned a redesigned website to highlight their autism care services. It would also drive sales for the Hoglet, a proprietary computer mouse for children with sensory challenges. The whimsical shapes and image containers, paired with clean lines and iconography, walk the line between 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.



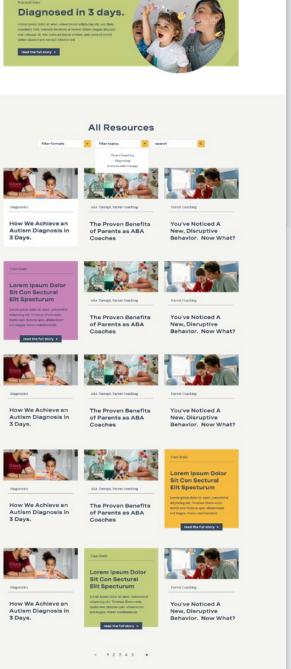


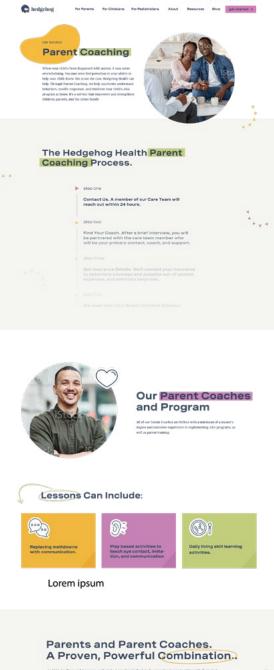










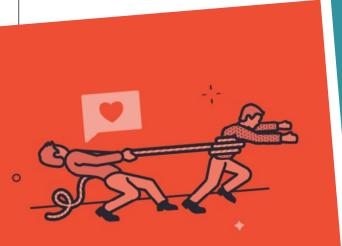


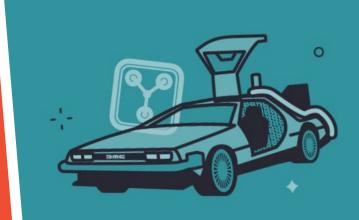
# **BLOG IMAGES**

**CLIENT: LESSONLY (NOW SEISMIC** 

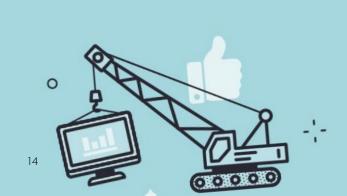
These whimsical blog images were created for the Lessonly (now Seismic) blog each week. Every image was created with an limited color palette, chunky lineart, overlayed icons, and a repeated dot pattern. These elements created loads of personality, and a sense of cohesion across the entirety of the blog.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











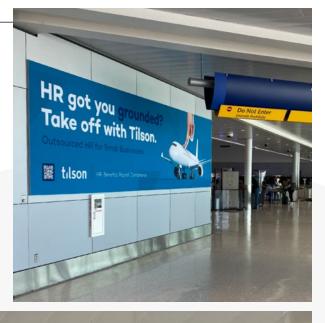


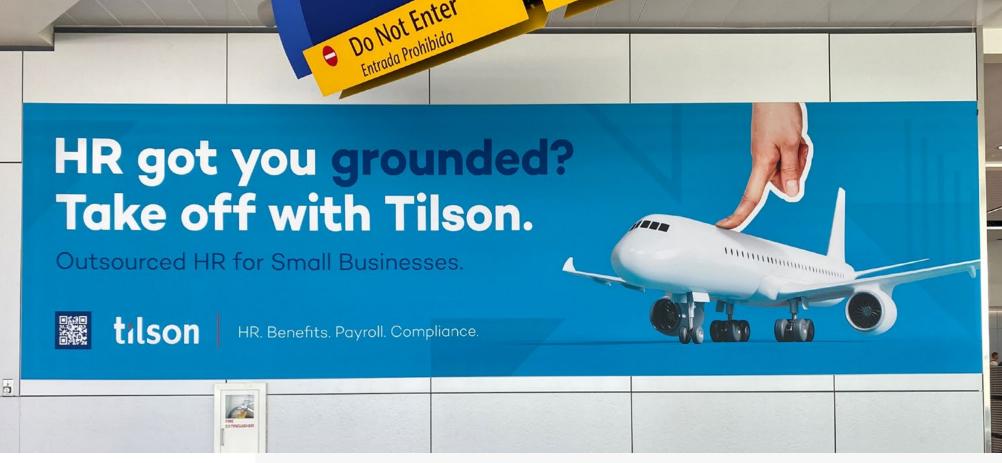


# **AIRPORT BILLBOARD**

LIENT: 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.

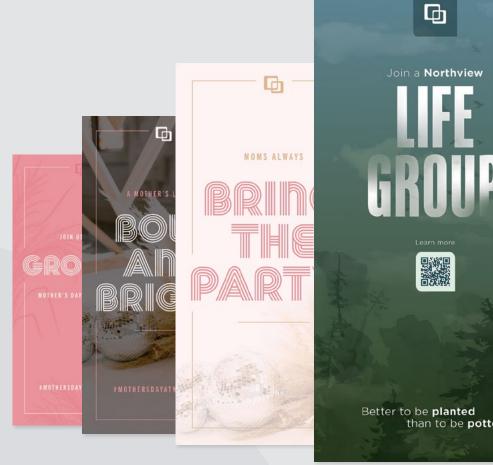




# BANNERS, TRADESHOW BOOTHS & DISPLAYS

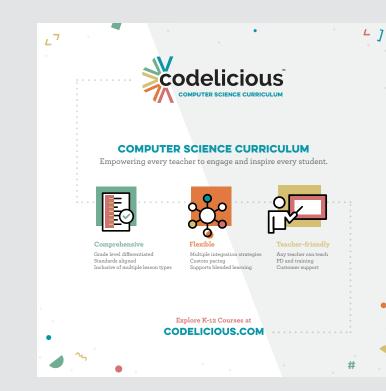
CLIENT: NORTHVIEW, GOLFFOREVER, DOMINO, COGNOTA, AND MORE

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.













FOREVER.

# **PRESENTATION DECKS & TEMPLATES**

tilson

**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.



























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BEFORE editing!

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with teal section title slides, or (8) white title and

for color usage. Primary colors include purple and tea

conclusion slides with purple section title slides

Lato Normal for all other copy. Do not use any







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# **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** 

