



INDUSTRY PORTFOLIO EXAMPLES

DEPUTY

Deputy is the ultimate, all-in-one workforce management solution that simplifies employee scheduling, timesheets, tasking, and communication.

Since its founding in 2008 in Sydney, Australia over 100 million shifts have been scheduled on Deputy, in over 100 countries, and across 245 different industries. They celebrated #21 in Deloitte's Fastest Growing Tech Startups, winner of Westpac's Innovative Business of Tomorrow 2018, and #5 in Forbes' Cloud 100 2018.

Deputy is working to make it easier for businesses and teams to schedule staff, manage leave, complete payroll and take the admin out of work so that their customers can focus on doing what they love.

There are offices around the world in Sydney, Atlanta, San Francisco, and London.

VISUAL DESIGNER: DEPUTY - APRIL 2016-APRIL 2019

DEPUTY

Responsibilities:

- All Graphic Design & Corporate Brand Management for the Americas
- Involvement in Team Development, Launch, Distribution & Management of Deputy Global Brand Guidelines (including Partner Brand Guidelines)
- Multi-Platform Social Media Design (current, as needed) & Management (2016)
- Presentation Decks - events, sales demos, internal
- Event Collateral - booths/backdrops, banners, flyers
- Partner/Marketplace Assets/Graphics
- Multi-Page Document Editing, Layout & Design
- Infographic & eGuide/Book Editing, Layout & Design
- Digital/Print Advertisement Editing, Layout & Design
- Corporate Swag/Merchandise Art Direction & Design
- Digital Asset Management
- Copy Proofreading & Editing
- Global Management of all Print Design
- Global Management of all Company Swag/Merch
- Global Management of all Digital Internal Company Assets (GSlides, etc.)
- Global Collaboration (global marketing and design teams in other regions of 10+)

Notable points:

- Designed new, trial-alternative CTAs for the blog/gated content to drive TOFU visitors to demo or chat opportunities
- Designed new ad sets/landing pages for social advertising/retargeting to improve signup rate & increase signups
- Assisted Global Partnerships team by designing marketing collateral to drive Enterprise demos
- Designed co-branded collateral kits quarterly to extend Partnership reach

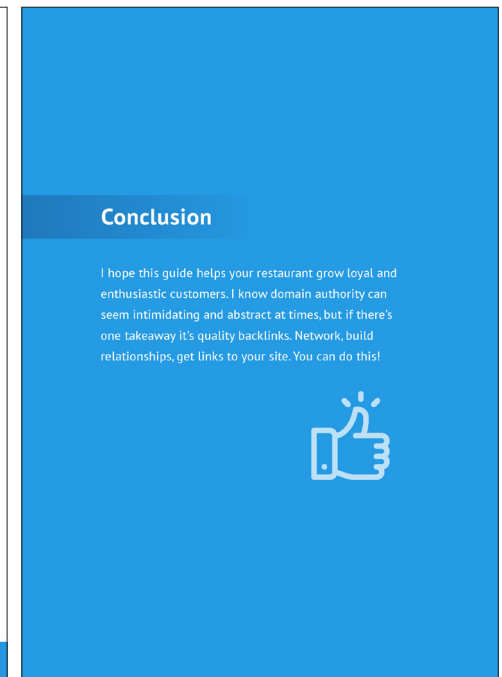
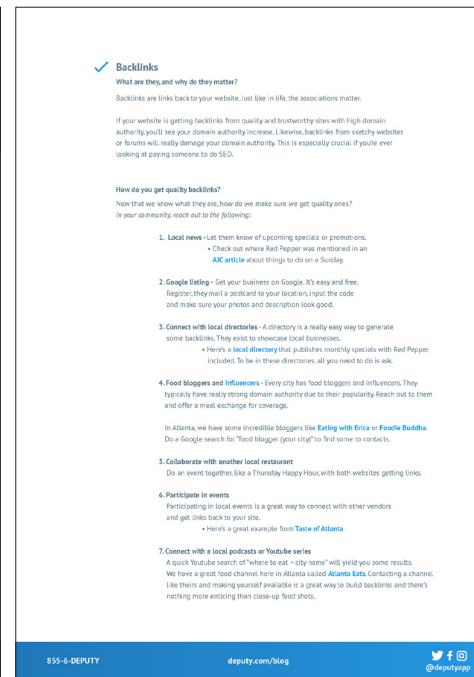
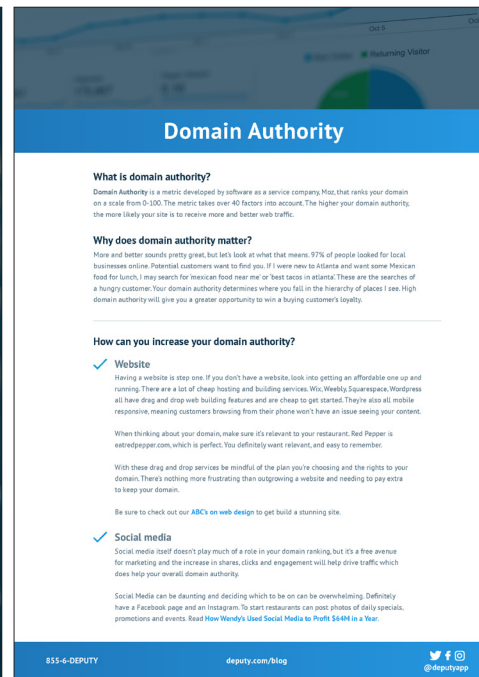
VISUAL DESIGNER: DEPUTY - APRIL 2016-APRIL 2019

EVENT MATERIALS/SWAG



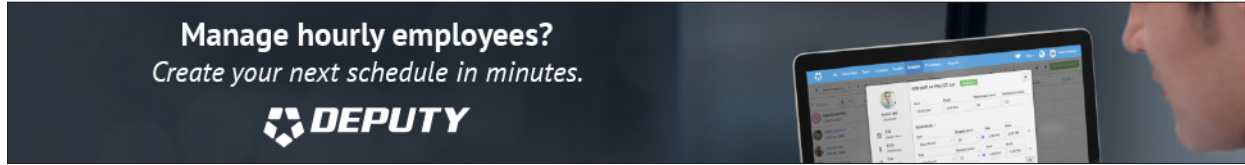
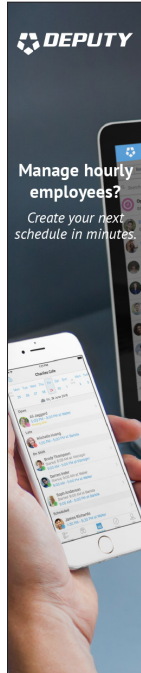
VISUAL DESIGNER: DEPUTY - APRIL 2016-APRIL 2019

MARKETING COLLATERAL (EBOOK)




VISUAL DESIGNER: DEPUTY - APRIL 2016-APRIL 2019

DIGITAL ADVERTISEMENTS




WEBSITE (POP-UP MODULES)



Manage hourly employees?
Create their schedules in minutes.

Create schedules now!

By signing up, you accept the
Subscription Agreement and Privacy Policy.



Manage hourly employees?
Create their schedule in minutes.

Create a schedule now!

By signing up, you accept the
Subscription Agreement and Privacy Policy.

FLOCK SAFETY

Flock Safety provides the most advanced security for neighborhoods.

With its 24 hour wireless cameras designed to capture license plates, Flock Safety gathers information that can be used by local police to investigate crime. Flock Safety's protection is built for all neighborhoods, from the smallest cul de sac communities to the largest subdivisions with thousands of homes.

Flock Safety is a venture-backed startup based in Atlanta, Georgia.

Responsibilities:

- Sole management of all internal/external branding
- Creative support + management of all graphic/visual/marketing design
- Creative support + management of all website design/development
- Leader in communicating conceptual ideas + design rationale
- Task/project management + coordination across multiple work functions to include content writers, software developers, and managers in order for the team to accomplish tasks on time and to clients' standards

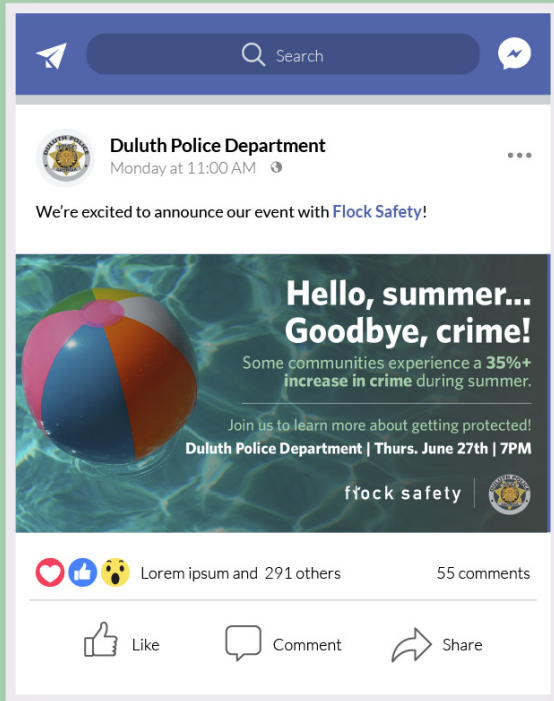
WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

EVENT MATERIALS



WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

EVENT MATERIALS



WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

PRINT ADVERTISEMENTS



**Freeze out crime
this summer.**

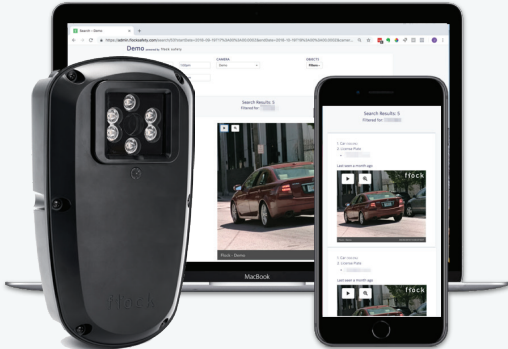
Crime rates can increase
by **35%** during the summer.

Flock Safety is the only security
camera that **solves** crime for you.

Call **678-203-1741** or
visit **flocksafety.com**

flock safety

**Capture Every Detail
Detectives Need**



flock safety

WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

PRINT ADVERTISEMENTS



STOP CRIME
and Protect Your Privacy.

87% of property crimes go unsolved due to a lack of proper evidence.

Flock Safety is a privacy-based wireless security camera that catches the evidence police need to solve 2 crimes every day.

Talk to a Safety Expert today.

Call 844-287-0940


The Camera

Your Flock system will deliver the exact evidence police need—a license plate—at an affordable price for you. Don't worry about installation or ongoing maintenance. It's all included in the price.

You own 100% of the data your camera captures. Flock will never access or share your data.

Talk to a Safety Expert today about how Flock will work for you.

Call 844-287-0940



"This is the best decision I have made as an HOA board member."

— Steven G, Vinings, GA

PROJECT PROVE IT

FREE CAMERA PILOT



We'll give you **10 cameras & 60 days** - no obligations - for you to prove Flock **will make your jurisdiction safer.**

flock safety

DIGITAL ADVERTISEMENTS

A family consisting of a man, a woman, and a young child walking together on a path at night. The man is on the left, the woman is on the right, and the child is in the middle, holding hands with both adults. The scene is illuminated by warm, low-angle light, possibly from a street lamp or moonlight, creating a soft glow.

Solve Property Crime While You Sleep

[LEARN HOW >](#)

flock safety

An aerial view of a residential neighborhood with several houses, green lawns, and trees. The houses are arranged in a grid-like pattern, and the surrounding area is lush with greenery and some colorful flowers.

Maintain Your Property Value by Solving Property Crime around You

[LEARN MORE >](#)

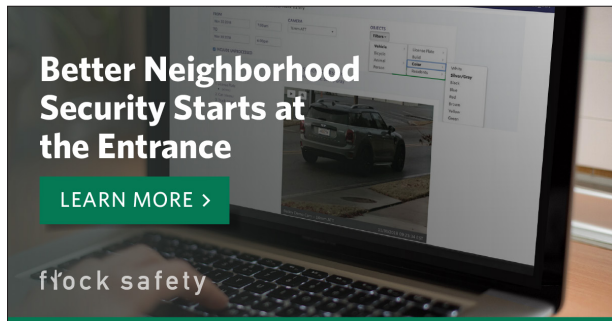
flock safety

A close-up view of a grill with several skewers of food cooking on it. The skewers contain various meats, vegetables, and fruits like tomatoes and lemons. The grill is set outdoors, and the background is slightly blurred, showing green foliage.

Solve Property Crime While You Grill

[LEARN HOW >](#)

flock safety

A close-up view of a laptop screen displaying a security interface. The screen shows a grid of camera feeds and various data points, including a car image. A hand is visible at the bottom, interacting with the laptop keyboard.

Better Neighborhood Security Starts at the Entrance

[LEARN MORE >](#)

flock safety

A woman is lying in bed, wearing a white nightgown and a pink eye mask. She has a peaceful expression, suggesting she is sleeping soundly. The background is a soft, out-of-focus white, likely a pillow or wall.

Solve Property Crime While You Sleep

[LEARN HOW >](#)

flock safety

A group of four women are gathered around a table, holding up glasses of drinks in a toast. They are all smiling and looking towards the camera. The setting appears to be an outdoor party or gathering, with greenery in the background.

Solve Property Crime While You Party

[LEARN HOW >](#)

flock safety

A group of five diverse children are sitting on a grassy area. They are all looking towards the camera with various expressions, some smiling and some looking thoughtful. They are dressed in casual summer clothing.

Better Neighborhood Security at Every Corner

flock safety

A woman and a young child are sitting on a large, shaggy rug in a room. The woman is leaning back, and the child is sitting up, looking towards the camera. The room has a bright, airy feel with natural light coming from a window in the background.

Solve Property Crime While You Make Memories

[LEARN HOW >](#)

flock safety

WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

MARKETING COLLATERAL (PDF'S/ONE-PAGERS)



flock safety

Keeping the Whole Community Safe

Flock Safety is the only infrastructure-free Automatic License Plate Reading (ALPR) system that any property can afford

Neighborhoods throughout the US are trusting Flock Safety cameras to help capture the evidence police need to solve crime, and ultimately eliminate it from their communities.

Are you ready to protect your neighborhood?
Use the promo code **Flock20** for 20% off your first year



Image Identification for Search

- Vehicle: Make, model, color
- License Plate
- People, cyclists, pets

Redbank Police Department - #1, Crabtree, Raleigh - 8/22/2018 08:51:54 PDT

"With Flock Safety's system, we were able to successfully solve an incident that in any other situation would have been a cold case."

— Detective N. Yimer, Dekalb County, GA Police Dept.

Visit flocksafety.com/community-alpr for more details

@flocksafety



flock safety

Choose Flock Safety, the camera that helps communities solve crimes.

- 70% of crimes involve a vehicle**
Capture license plates to give local police the evidence needed to solve crimes.
- Cameras integrate with your local police**
Law enforcement receives alerts when wanted cars are seen by Flock Safety cameras.
- Simple Google-like image searching**
Search by date, time, tag (partial, paper plate, out of state), vehicle type and color. See results in a video-like format.

A camera designed for scalable, community-wide coverage.

Install Anywhere
Leverage solar or electricity for power, so cameras can go anywhere you need.

Maintenance-Free
Flock Safety installs, services, and continuously upgrades your camera at no additional cost.



Accurate & Fast
Capture the information police need and wirelessly access it from the cloud in real-time.

Easy to Use
Use a Google-like search 24/7 from your phone or computer to identify vehicles in seconds.

Protects Your Privacy
Flock Safety automatically upgrades your hardware and software every year. So when you purchase them, you're stuck with last year's out-of-date tech. For free.

Dedicated Crime Stopper Team
With Flock Safety, you own all your footage. We don't share it. When you give us explicit permission, we will help you solve a crime; otherwise, we don't access your footage. Flock Safety also deletes the footage automatically every 30 days on a rolling basis.

Call us today at 866-831-5326 sales@flocksafety.com @flocksafety

Don't just know a crime happened. Solve it.

Communities that want to solve and prevent crime choose Flock Safety's camera that sees like a police detective - capturing all the vehicle details, the license plate, and a time stamp.

	flock safety	Traditional Security Cameras
Solves Crime	Time and time again, police tell us they need license plate information to solve crime. Flock Safety's camera system is designed to capture vehicle information that can help lead case closures. Our team helps solve two crimes a day.	77M Property Crimes in the US, and 87% of those go unsolved, according to the FBI. Traditional cameras may help you know if a crime occurred. But, they often don't provide the evidence police need to solve it.
Prevents Neighborhood Crime	Flock Safety keeps the whole neighborhood safe with affordable cameras that can be placed throughout the community. Our scalable coverage is proven to reduce crime by 35% to 55%.	Traditional LPR cameras have a high price tag, and surveillance camera systems can have hidden additional fees. Communities need affordable cameras to place strategically in the area to capture would-be criminals entering the area.
Captures the Vehicle "Fingerprint"	Police need a lead. Capturing every aspect of the vehicle details - type, color, license plate - gives police a lead they can track and ultimately use to solve the crime.	Cameras that rely on facial recognition to solve crime sometimes fail. If you or the police don't know the person, capturing their image doesn't help.
Simple Footage Search	Flock Safety includes 30 days of free cloud storage with every camera and unlimited user licenses to access footage. Search by date, time, vehicle type, and more in a couple of clicks.	Want to see who was in your area last week? Expect to go through hours of video footage to find the right frame.
Full Service Solution	Flock Safety professionally installs, maintains, and services your cameras. All of this is included in the price.	Traditional camera services expect you to find the location, install the camera yourself, figure out the power situation, and connect it to your WiFi.
Free Upgrades	Flock Safety automatically upgrades your hardware and software, so you'll always have the latest technology. In two years, we've upgraded our customers' hardware twice. For free.	Camera companies come out with new hardware and software every year. So when you purchase them, you're stuck with last year's out-of-date tech.
Protects Your Privacy	With Flock Safety, you own all your footage. We don't share it. When you give us explicit permission, we will help you solve a crime; otherwise, we don't access your footage. Flock Safety also deletes the footage automatically every 30 days on a rolling basis.	Some companies share and send your data with third parties at their discretion when they think they will provide you with a welcome additional service.
Dedicated Crime Stopper Team	With Flock Safety, you have a full-time team that will drop everything to help you solve a crime. And we're helping people like you solve +2 crimes every day.	Some camera companies expect you to pay extra for professional monitoring. If you don't pay, don't expect anyone to help in the event of an incident.

Contact Flock Safety to start protecting your community.

WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

MARKETING COLLATERAL (PDF'S/ONE-PAGERS)



flock safety

The Security Camera that Stops Crime

If a crime occurs, give the police the evidence they need with Flock's wireless security camera.

There are **7 million** property crimes that occur every year. Unfortunately, only **13%** of those crimes get solved, because police need more evidence. Flock Safety's license plate reading cameras give law enforcement the lead they need to solve crime.

7 MILLION property crimes occur every year

ONLY 13% GET SOLVED

-  Capture every license plate
-  Find the evidence needed in seconds
-  Trusted by law enforcement
-  Protecting homes in 30 U.S. states

"With Flock Safety's system, we were able to successfully solve an incident that in any other situation would have been a cold case."

— Detective N. Yimer, Dekalb County Police

Call us today at 866.831.5326 | sales@flocksafety.com | @flocksafety



-  **Install Anywhere**
Leverage solar or electricity for power, so cameras can go anywhere you need.
-  **Maintenance-Free**
We install, service, and continuously upgrade your cameras at no additional cost.
-  **Accurate & Fast**
Capture the information police need and wirelessly access it from the cloud in real-time.
-  **Easy-to-Use**
Use a Google-like search 24/7 from your phone or computer to identify vehicles in seconds.

\$2,000 per year/per camera, includes:

- Installation
- Maintenance
- Cloud storage
- Cellular service
- Software updates



Perfect daytime footage

Plate: CCG1408
Color: Gray
Type: SUV

Crystal clear night vision

Plate: KKM0497

"Our neighborhood had a Flock camera installed on a Tuesday, and it paid for itself by that Thursday.

This was by far the best decision I've made as an HOA board member and has far exceeded our expectations."

— Steven, citizen & HOA board member, Vinings, GA

Call us today at 866.831.5326 | sales@flocksafety.com | @flocksafety

WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

WEBSITE

The screenshot shows the top navigation bar with the 'flock safety' logo and links for 'Why Flock?', 'Who We Serve', 'Flock for Police', 'Product', 'Resources', and a 'Call Us Now' button. The main hero section features a background image of a camera and a person, with the headline '70% of all serious crimes involve a vehicle.' Below this is a sub-headline: 'Flock Safety cameras quickly & easily gather evidence the police need to solve crime. We're helping solve 2 crimes daily in communities & jurisdictions just like yours.' Two orange buttons are present: 'REQUEST A DEMO' and 'FLOCK FOR POLICE'. The lower section is titled 'WHO ARE YOU TRYING TO PROTECT?' and 'With Flock Safety, You Can Protect...'. It contains three columns: 'Your jurisdiction' (with a shield icon), 'Your neighborhood' (with a house icon), and 'Your business, school, etc.' (with a building icon). Each column includes a brief description of the service's benefits.

flock safety Why Flock? Who We Serve Flock for Police Product Resources [Call Us Now](#)

70% of all serious crimes involve a vehicle.

Flock Safety cameras quickly & easily gather evidence the police need to solve crime.
We're helping solve 2 crimes daily in communities & jurisdictions just like yours.

[REQUEST A DEMO](#)

[FLOCK FOR POLICE](#)

WHO ARE YOU TRYING TO PROTECT?

With Flock Safety, You Can Protect...

Your jurisdiction
Increase solvability around crime with infrastructure-free ALPRs in your community.

Your neighborhood
Join neighborhoods around the country that reduce crime by 30-50%.

Your business, school, etc.
Protect any area with vehicle traffic with an ALPR camera that stops crime.

The screenshot shows the top navigation bar with the 'flock safety' logo and links for 'Why Flock?', 'Who We Serve', 'Flock for Police', 'Product', 'Resources', and a 'Call Us Now' button. The main section is titled 'REDUCING CRIME' and 'What are ALPR Camera Systems, & How Do They Reduce Crime?'. Below the title is a paragraph: 'Automatic license plate readers (ALPR) are cameras that capture images of vehicles and have the technology to analyze and store the vehicle license plate characters. But, how do they reduce crime?'. To the left is an illustration of handcuffs. To the right is a list of three benefits: 'Solve crime', 'Increase police protection', and 'Get Hot Tag notifications', each with a numbered icon and a brief description.

flock safety Why Flock? Who We Serve Flock for Police Product Resources [Call Us Now](#)

REDUCING CRIME

What are ALPR Camera Systems, & How Do They Reduce Crime?

Automatic license plate readers (ALPR) are cameras that capture images of vehicles and have the technology to analyze and store the vehicle license plate characters. But, how do they reduce crime?

1 Solve crime
Unlike facial recognition technology, which is never exact, license plates are factual data and lead to public records.

2 Increase police protection
While budgets and time travel don't allow for police to "be everywhere at once", technology like Flock Safety's ALPRs do.

3 Get Hot Tag notifications
Flock's system also includes Hot Tag notifications from our cameras reading license plates that match the national wanted list.

WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present

WEBSITE

The hero section features a dark background image of a street with palm trees. At the top left is the 'flock safety' logo. To its right is a navigation menu with links: 'Why Flock?', 'Who We Serve', 'Flock for Police', 'Product', and 'Resources'. A green 'Call Us Now' button is positioned to the right of the menu. The main headline reads 'Increase Clearance Rates with the Only ALPR for City-Wide Coverage'. Below this is the subtext 'Get actionable evidence. Deter crime.' and an orange 'CALL NOW: 866-901-1781' button. A quote from 'The Atlanta Journal-Constitution' states 'Crime rates dropped 34% in Marietta, GA'. Below the quote is the text 'AS SEEN IN' and the logo for 'The Atlanta Journal-Constitution'. At the bottom, three white boxes contain logos and quotes from 'HOUSTON CHRONICLE', 'CBS', and 'San Francisco Chronicle'.

flock safety

Why Flock? Who We Serve Flock for Police Product Resources [Call Us Now](#)

Increase Clearance Rates with the Only ALPR for City-Wide Coverage

Get actionable evidence. Deter crime.

CALL NOW: 866-901-1781

"Crime rates dropped 34% in Marietta, GA"

AS SEEN IN

The Atlanta Journal-Constitution

HOUSTON CHRONICLE
License plate recognition cameras to be placed in Jersey Village

CBS
Violent crimes plummeting in a Cobb County community

San Francisco Chronicle
Snap! The local HOA just captured your license plate number

This section highlights the software's capabilities. It starts with the tagline 'DETECT MORE, SEARCH EASIER' and the main heading 'Detect More Crime. Instantly Search & Find Evidence.' Below this is a paragraph explaining the benefits: 'Leverage the NCIC Hot List or create custom alerts for plates under your investigation. Detect crime in near real time, and easily search footage to access the evidence you need - with any internet-connected device.' Two columns of bullet points describe 'Detect Crime' and 'Access Evidence' features. To the right, two laptop images show the software interface.

flock safety

Why Flock? Who We Serve Flock for Police Product Resources [Call Us Now](#)

DETECT MORE, SEARCH EASIER

Detect More Crime. Instantly Search & Find Evidence.



Leverage the NCIC Hot List or create custom alerts for plates under your investigation. Detect crime in near real time, and easily search footage to access the evidence you need - with any internet-connected device.

Detect Crime

- Connected to the NCIC Hot List & CJIS compliant
- Hot plate alerts (includes privately owned cameras in your jurisdiction)
- Create custom alerts for plates under investigation in your jurisdiction
- Filter notifications by reason codes (exclude sex offenders, include stolen tags, etc.)

Access Evidence

- Filter search by specific camera location
- Capture vehicles regardless of plate type (paper, no plate, etc.)
- Filter by Vehicle Fingerprint
 - Timeframe
 - Object (vehicle, bicycle, animal, person)
 - Vehicle characteristics
 - Plate (partial)
 - Plate type (in state, out of state, temporary tag)
 - Build & color



WEB & GRAPHIC DESIGNER: FLOCK SAFETY - APRIL 2019-present