

# design samples





Client: Virtua

Project: Design of external brochure for  
Government Affairs Department



(design studio)



**MINDS MATTER**  
THE TRUTH ON CONCUSSIONS

## What are the Symptoms of a Concussion?



### PHYSICAL

- ✓ Headache
- ✓ Nausea and vomiting
- ✓ Balance problems
- ✓ Slowed reaction time
- ✓ Dizziness
- ✓ Sensitivity to light
- ✓ Sensitivity to sound
- ✓ Fuzzy or blurry vision

### SLEEP

- ✓ Sleeping more or less than usual
- ✓ Trouble falling asleep
- ✓ Feeling fatigued or drowsy

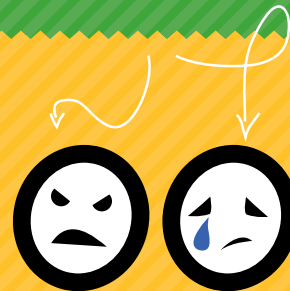


- ✓ Difficulty concentrating
- ✓ Difficulty remembering
- ✓ Confusion
- ✓ Feeling "mentally foggy"
- ✓ Feeling slowed down

### THINKING AND REMEMBERING

### MOOD DISRUPTION

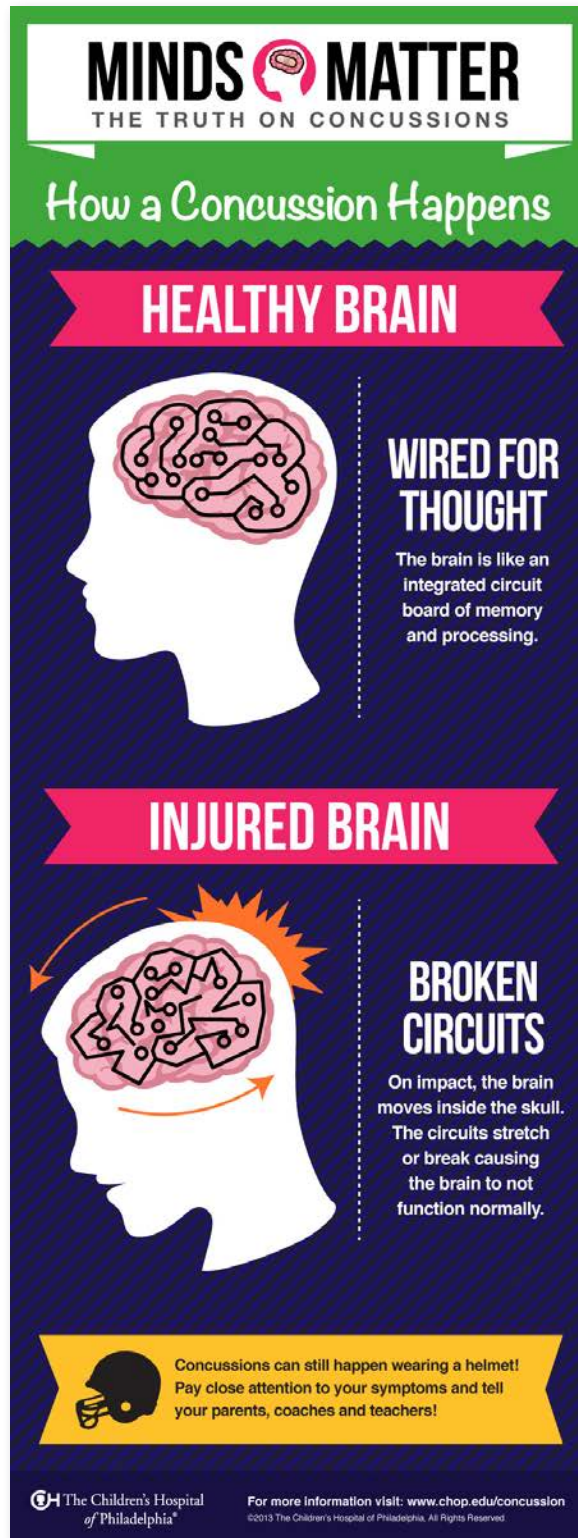
- ✓ More emotional
- ✓ Irritable
- ✓ Sad
- ✓ Nervous
- ✓ Depressed





Client: CHOP / Research & Injury Department.

Project: Infographics and Posters on Concussions



**MINDS MATTER**  
THE TRUTH ON CONCUSSIONS

### How a Concussion Happens

#### HEALTHY BRAIN


**WIRED FOR THOUGHT**


The brain is like an integrated circuit board of memory and processing.

#### INJURED BRAIN

**BROKEN CIRCUITS**

On impact, the brain moves inside the skull. The circuits stretch or break causing the brain to not function normally.

 Concussions can still happen wearing a helmet!  
Pay close attention to your symptoms and tell your parents, coaches and teachers!

 The Children's Hospital  
of Philadelphia®

For more information visit: [www.chop.edu/concussion](http://www.chop.edu/concussion)  
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Client: Virtua

Project: 2014 Healthcare Collaborations Summit

Branding / Design



8 AM to 9 AM – Pre-conference Breakfast

### Breakfast Welcome

*Michael Ross and Michael Kotzen*



**Michael Ross, Assistant Vice President, Verizon Enterprise Solutions**

Michael Ross is assistant vice president of Healthcare for Verizon Enterprise Solutions. He and his team are leading complex solution sales for voice, data and machine to machine.

Ross has 23 years in the wireless industry with a unique blend of experience that covers enterprise, business-to-business, retail, indirect and business strategy. This experience set gives Ross a diverse view of our evolving solutions strategies.

Prior to his role with Verizon Enterprise Solutions, Ross held several positions, including vice president of Healthcare & Retail Verticals for the Enterprise & Government Organization of Verizon Wireless. On the regional level, he was an associate director of Retail Stores, director of Indirect Agents and Retailers, director of Business for the Philadelphia Region — in which he was responsible for all business-to-business segments — and director of Strategy for Business Markets.

Ross earned his Bachelor of Science in business from Rowan University.



**Michael Kotzen, Executive Vice President, Virtua**

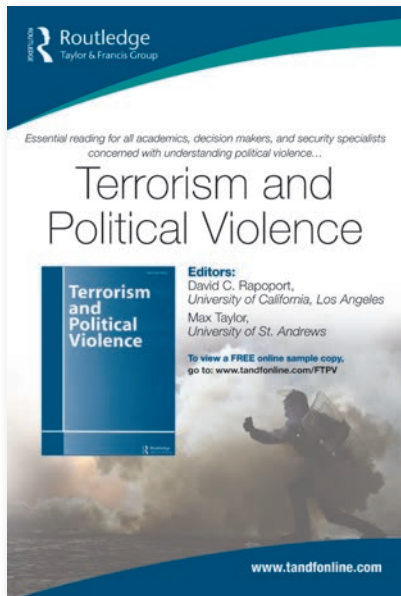
As executive vice president for Population Health Management, Michael S. Kotzen is responsible for the entire continuum of care process at Virtua, including hospitals, ambulatory, long-term and sub-acute care.

He previously served as vice president and chief operating officer of Virtua Voorhees Hospital where





Client: Taylor & Francis Group  
Project: Promotional non-mailers for  
Routledge journals



**Routledge**  
Taylor & Francis Group

Essential reading for all academics, decision makers, and security specialists concerned with understanding political violence...

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University of California, Los Angeles  
Max Taylor,  
University of St. Andrews

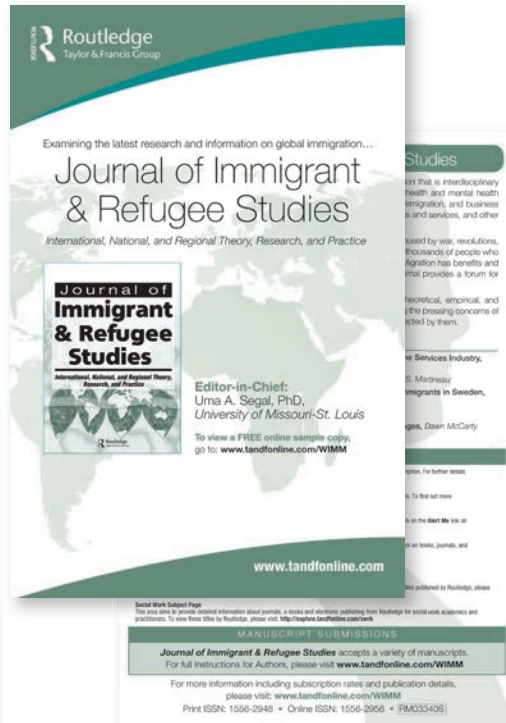
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Taylor & Francis Group

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# Journal of Information Technology & Politics

**Editor:**  
Michael Xenos  
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(design studio)





Client: BusTracks

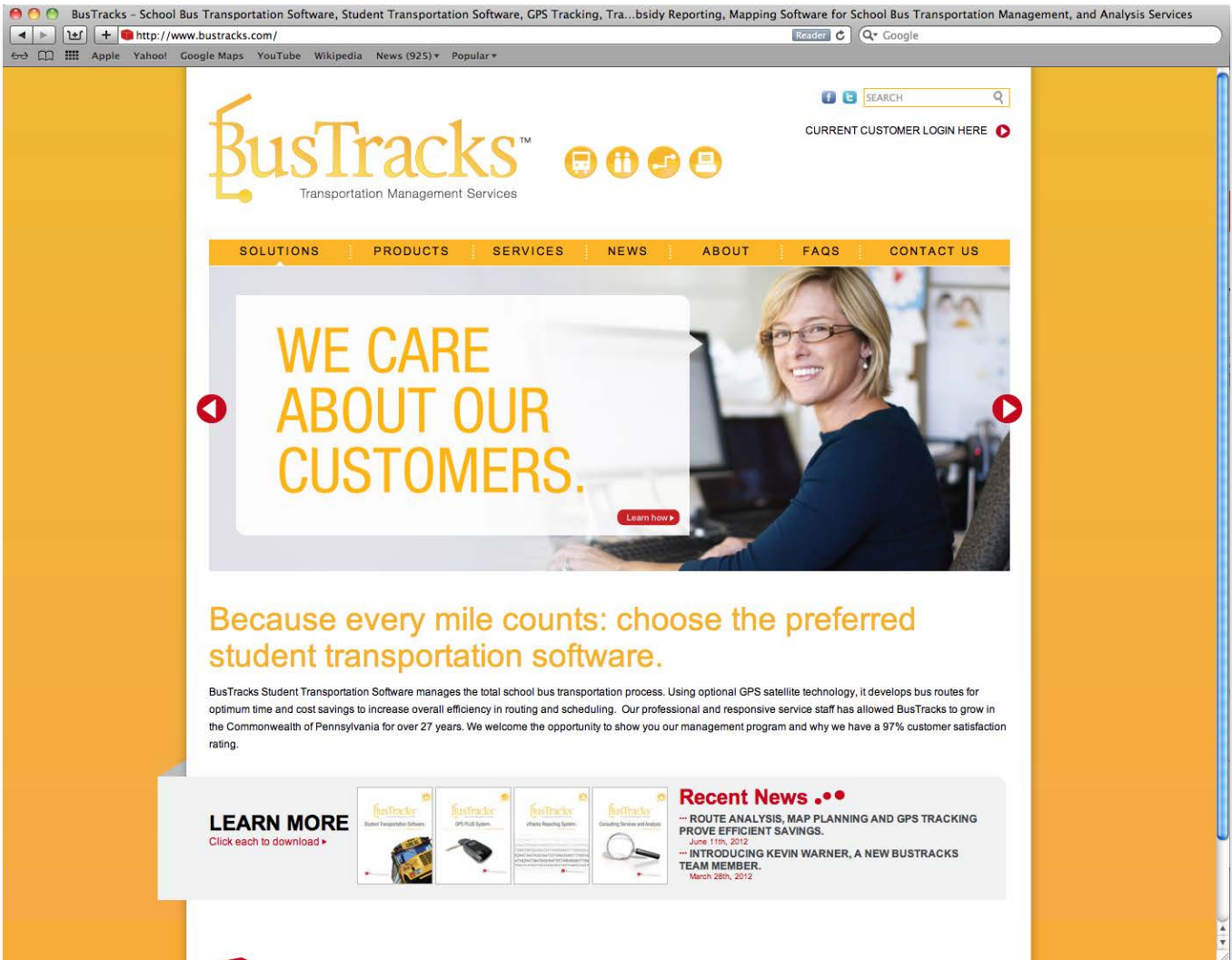
Project: Branding and website design

[www.bustracks.com](http://www.bustracks.com)



**Richard B. Sinclair** | Director of Technology  
2938 Columbia Avenue, Suite 1101 | Lancaster, PA 17603  
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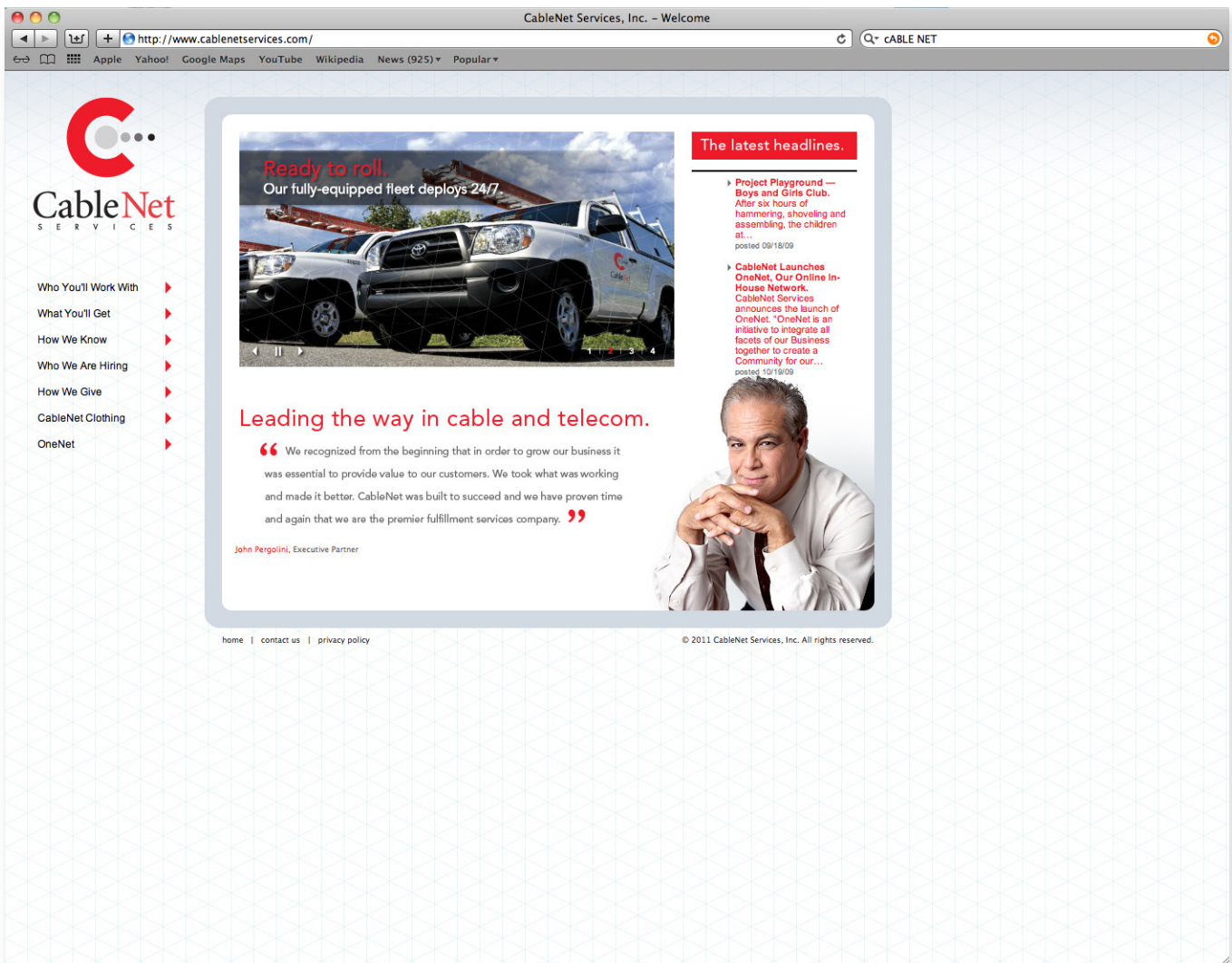
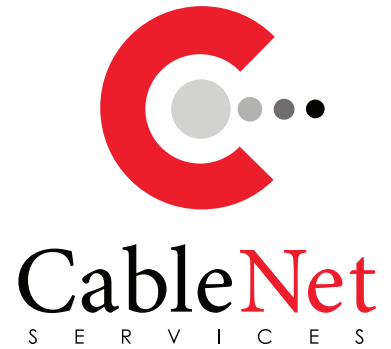


(design studio)





Client: CableNet  
Project: Branding and website design  
[www.cablenetservices.com](http://www.cablenetservices.com)



*inorder*

Client: Ann Clark, PharmD

Project: Branding and promotional design

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2 ..... *theinstructions*

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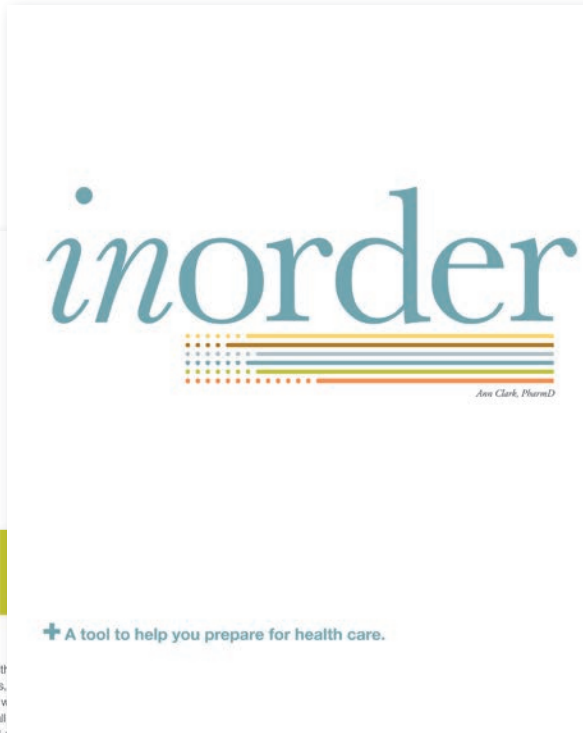
4 ..... ***theintroduction***

5 ..... *brief desc*

6 ..... *brief desc*

7 ..... *brief desc*

4



**theintroduction**

**All about InOrder.**

I created this journal/manual to help patients and caregivers approach the system in an organized and systematic way. I know that dealing with an illness, illnesses feels anything but systematic. When my Dad fell ill and one thing after another, it was overwhelming. I was not on my "game." It was a lot all I had known how everything was going to unfold, I would have developed a "system" before his first big issue. It probably would not be exactly as this, because I would not have been able to predict all of the issues that came up and even as a health care professional myself, I was unaware of all of the resources that are available to us in this Country.

So, here is that system. The cliché is that "hindsight is 20/20." This is as I developed during my Father's 2 years of battling Diabetes, Heart Disease, and 2 different Cancers all at the same time. My wish is to provide patients and caregivers a tool to:

- Maximize your time with all of the health care professionals that are working hard to care for you or your loved one.
- Acknowledge that the Health Care Providers, Specialists, and/or workers in the Health Care System are really dedicated and good at what they do! The important thing is to remember who is best at what aspect of care you are dealing with at the moment! (ex. Insurance, probably a Social Worker...Medication, the prescribing doctor, but a pharmacist is always a great resource to put it all together, especially if you are seeing multiple specialists).
- Trust your Gut!
- Second Opinions are usually encouraged and welcomed by dedicated physicians!
- Learn as much as you can, but don't put too much pressure on yourself to know everything. (Think about and appreciate how much training the experts that are treating you went through) Know enough to ask questions. (As intelligent and dedicated as they are, they are human and focused on what they love, buy what they love may not be the whole picture).

6

+ A tool to help you prepare for health care.

- Give you a place to write down your thoughts, questions, things to look up, directions and advice from your health care providers.
- Help you remember questions for your health care providers that have come up during appointments, tests, and procedures, or any time in between.
- Organize your medical care for yourself.

**This tool will not:**

- Provide a diagnosis or treatment.
- Replace the knowledge, expertise, and care that you receive from your treating physicians, nurses, and other members of the healthcare team.

+ **Reminder:** Due to shortages and demands on physicians and other healthcare professionals, you may only have up to 15 minutes per each appointment.





Client: Amphetamobile, LLC  
Project: Microsite design  
[www.ammorack.com/accp](http://www.ammorack.com/accp)

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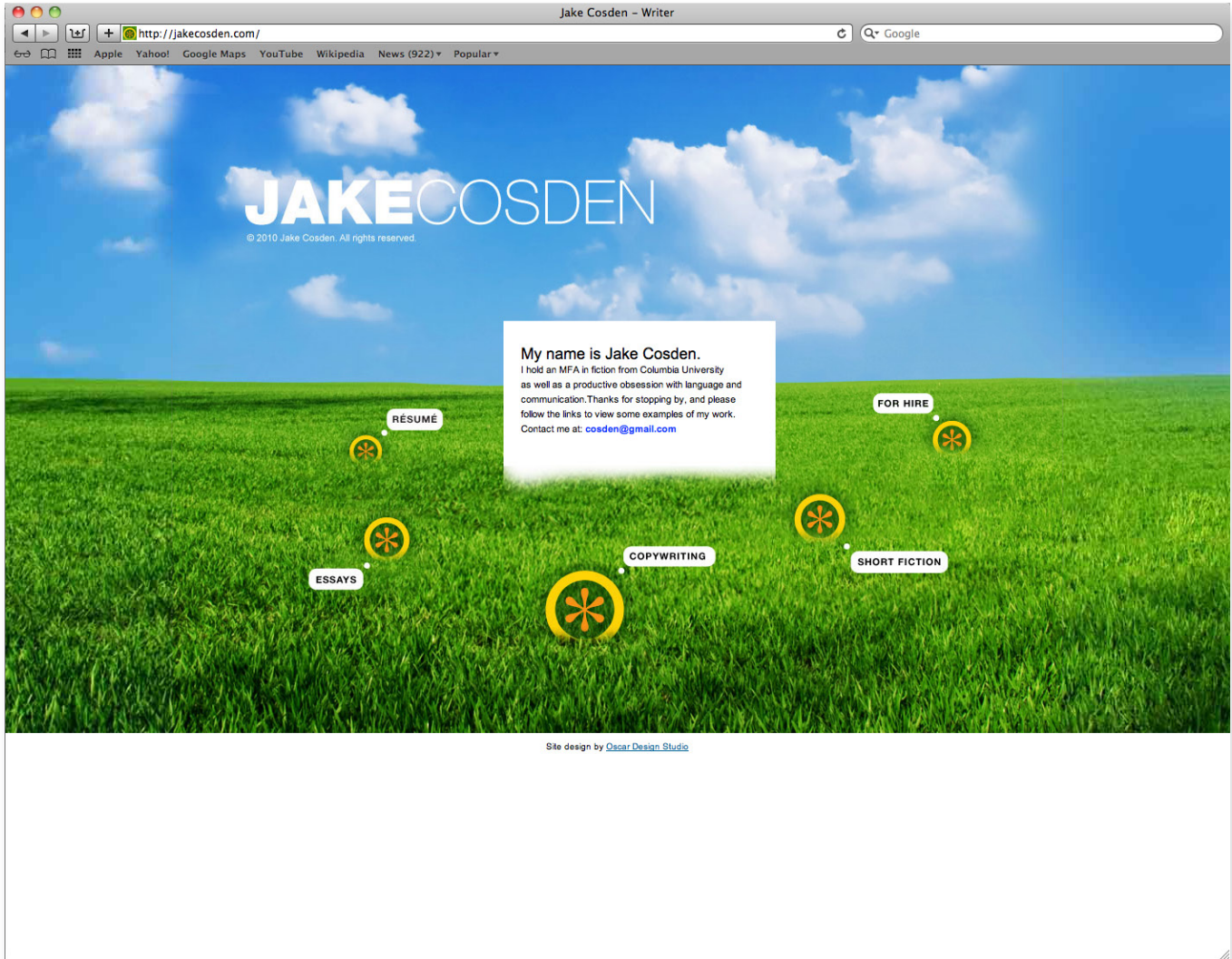


# JAKECOSDEN

Client: Jake Cosden, writer

Project: Branding and website design

[www.jakecosden.com](http://www.jakecosden.com)



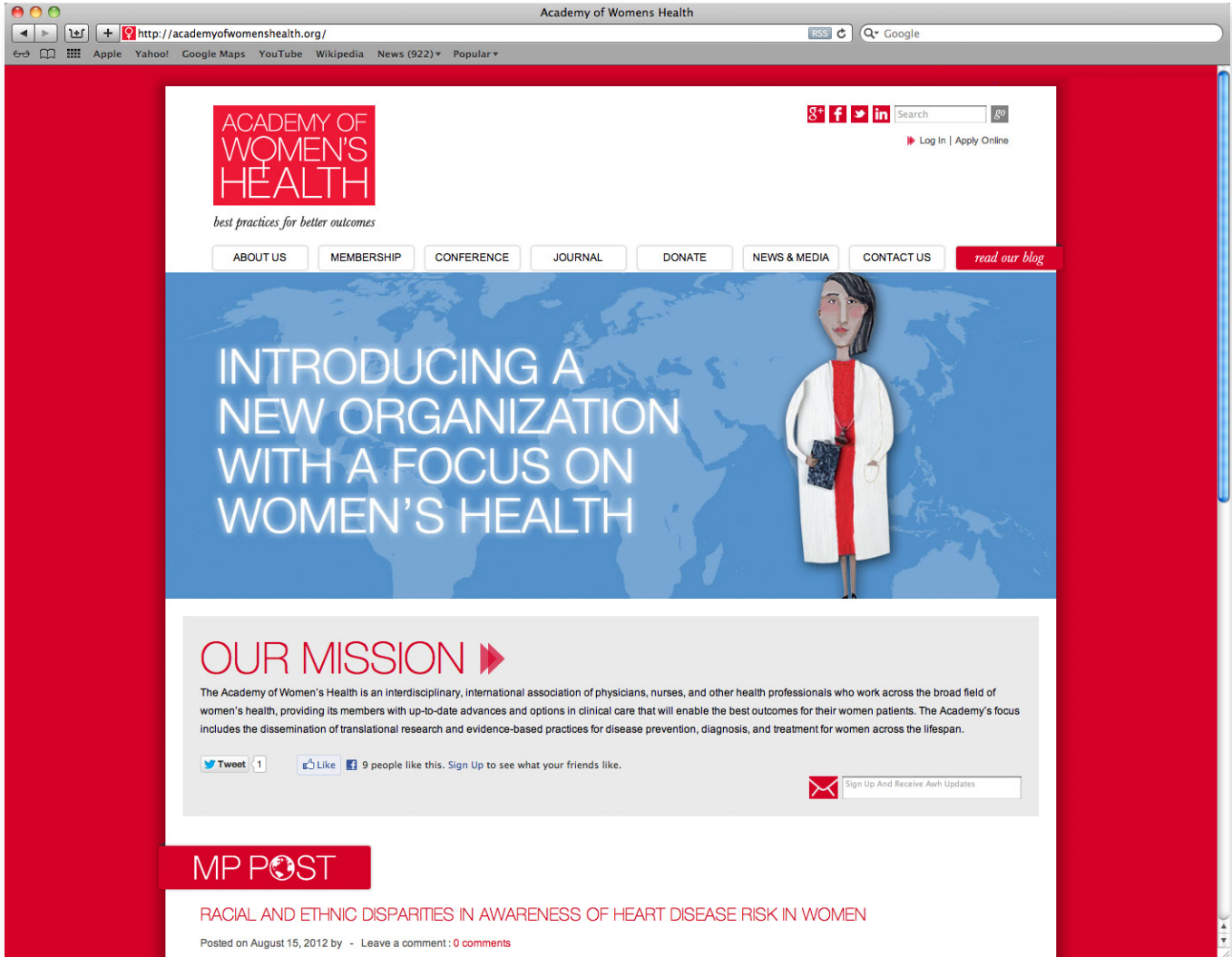
ACADEMY OF  
WOMEN'S  
HEALTH

best practices for better outcomes

Client: Academy of Women's Health

Project: Branding and website design

[www.academyofwomenshealth.org](http://www.academyofwomenshealth.org)



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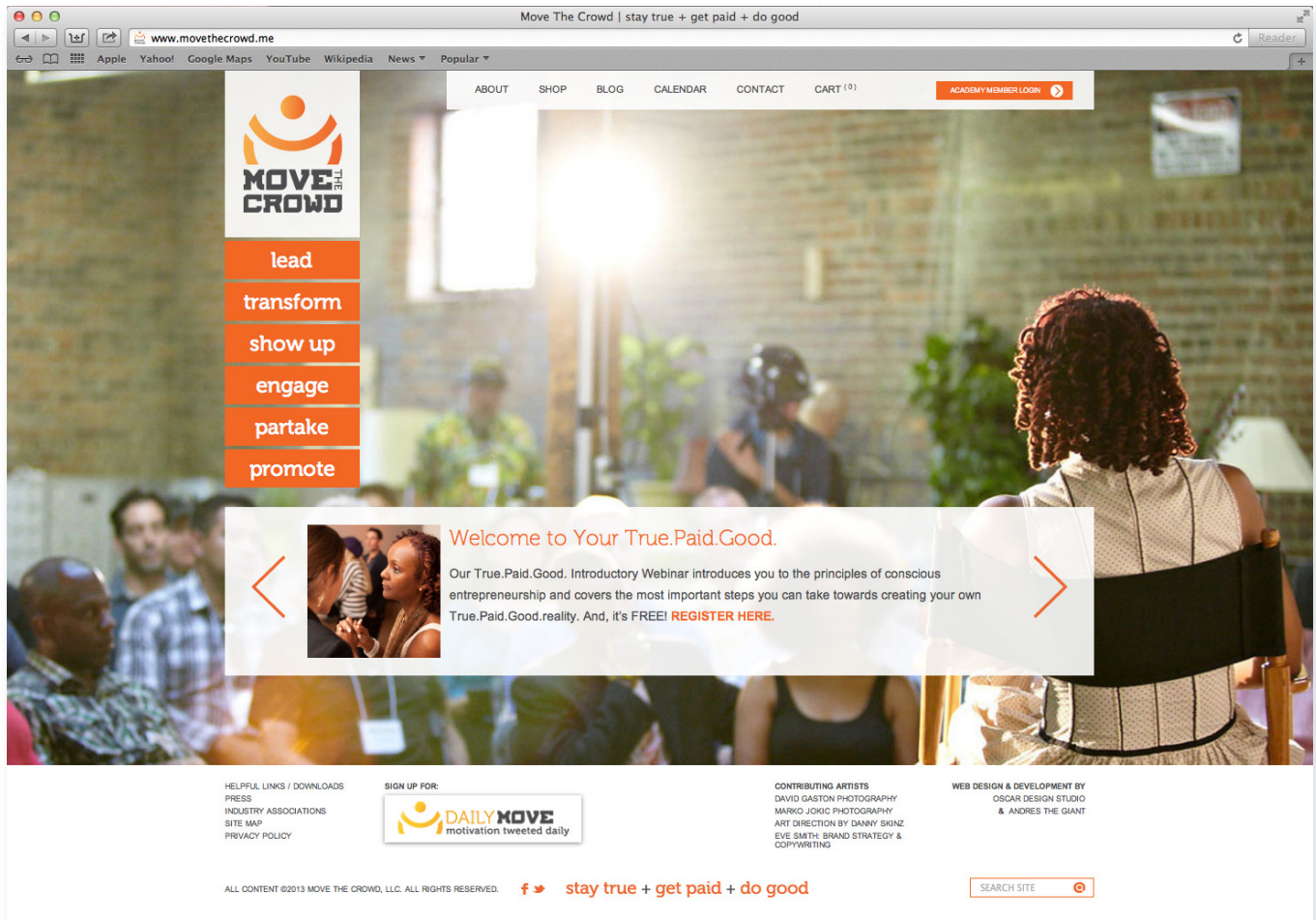
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Client: MoveTheCrowd

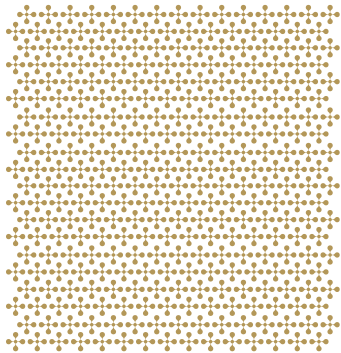
Project: Website Design and Development

[www.movethecrowd.me](http://www.movethecrowd.me)





Client: MORGIA bridal  
Project: Branding and tag design







Client: The Mildred Restaurant, Philadelphia  
Project: Branding / Menus

# *the* MILDRED



*the* MILDRED

michael dorris  
owner / general manager

c: 610-547-3434  
p: 267-687-1600  
mdorris@the-mildred.com

(design studio)

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Client: Gman (Treska, Inc.)  
Project: Branding / Ads



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PHILADELPHIA INDEPENDENT FILM & VIDEO ASSOCIATION

Client: Philadelphia Independent Film & Video

Project: Updated branding and print design



(design studio)  
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product graphic web + mobile

  
**ARTIST RARE INSTRUMENT FUND**  
INVESTING IN RARE STRINGED INSTRUMENTS

 **stylogy** *a philosophy of style*

  
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DRIVING PARTNERSHIPS FOR THE FUTURE  
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