

ALEX GOODMAN GRAPHIC DESIGN SAMPLES

PORTFOLIO FOCUS: CORPORATE, DEFENSE AND PROPOSALS

These samples illustrate some of my technical, creative and conceptual ability to provide quality graphic design.

VISUAL COMMUNICATIONS:

Over a decade of experience conveying complex ideas into compelling visual content that properly communicates concepts and utilizes key messaging.

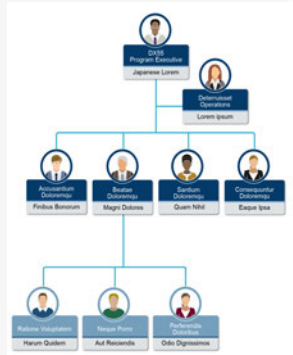
GRAPHIC DESIGN:

Highly skilled in design principles and technical concepts. Lead designer for marketing campaigns, branding, presentations, executive summaries, infographics, CONOPS, UI/UX, print and web design.

PROPOSAL & MARKETING:

Innate aptitude for understanding corporate strategy, management approach, and technical concepts for the competitive position to win.

CREATIVE IMPACT CONSULTING
<https://www.creativeimpactconsulting.com/>
alexandra.goodman@gmail.com



ORG CHART__



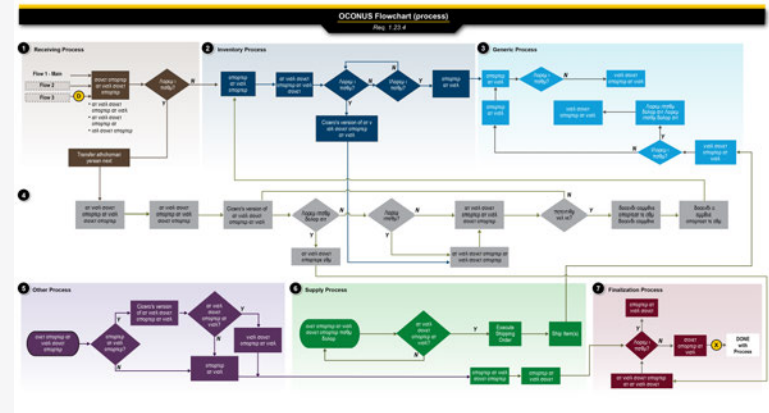
DASHBOARD__



CAMPAGIN__



CONOPS__



FLOW CHART__

ALEX GOODMAN GRAPHIC DESIGN SAMPLES [CONTINUED]

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DESIGN PROJECT MANAGEMENT:

Ability to balance multiple projects, milestones, and deadlines with grace, resourcefulness and flexibility while meeting company goals and requirements.

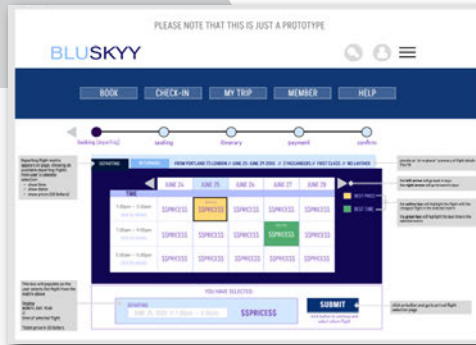
CROSS FUNCTIONAL COLLABORATION:

I collaborate with Leadership, globally distributed teams and Subject Matter Experts, ensuring all designs are aligned with strategic goals and requirements.

CREATIVE DIRECTION & CONTENT CREATION:

I bring ideas to life by helping turn complex solutions into visually compelling graphics that support mission planning.

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PROTOTYPE PAGE w/ ANNOTATION...



GANT CHART w/ CALL OUTS...

Identifier Protocol
 Internal operations should always be built in vector format to ensure crisp lines and scalability. The design of the icon should be simple and use solid shapes for legibility at small sizes. The icon and symbol must always be a solid color and may not include gradients or strokes. Color and line should be used. The combination of white or one color or color on color may be used for the icon. The identifier name and secondary text must each appear in a single color. Pantone Cool Gray 10 and Dark Gray should only be used for the identifier name above the secondary text and not the icon. Tints and shades may not be used. The internal identifier must only appear in that selection. Any request for exception should be made to the Director of Global Marketing.
 *Color or color treatment within the icon, only one color may be used for each the symbol and the circular background. White may not be added into the design. Any text colors from the Approved Colors page may be used. Designers should use discretion as to what color combination works best for readability.



2COLOR LOGO...



LOGO & BRANDING...

At vero eos et accusamus et iusto odio dignissimos ducimus

LOREM 1	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Donec pede justo.</p>	<p>Maeenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.</p>
LOREM 2	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Donec pede justo.</p>	<p>Maeenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.</p>
LOREM 3	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Donec pede justo.</p>	<p>Maeenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.</p>
LOREM 4	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam Donec pede justo.</p>	<p>Maeenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum.</p>

FEATURES & BENEFITS...