



Jack Suter
Senior Design Strategist

*Delivering creative visual solutions
to complex ideas.*

Hello, I'm Jack Suter, senior design strategist. Thank you for inviting me to present my graphic design work for you.

In my presentation today, I'm going to tell you a little bit about my graphic design background and accomplishments, my creative process, and an overview of some of the organizations and businesses I have worked with.

Then we'll take a look at samples of my work that I curated specifically for you. Bare in mind, I use the word "client" in my presentation. It really represents the person(s) that I am doing the design work for. It could be stakeholders, or an individual, such as a teacher.

So, let's begin!

My Accomplishments

20+

EXPERIENCE

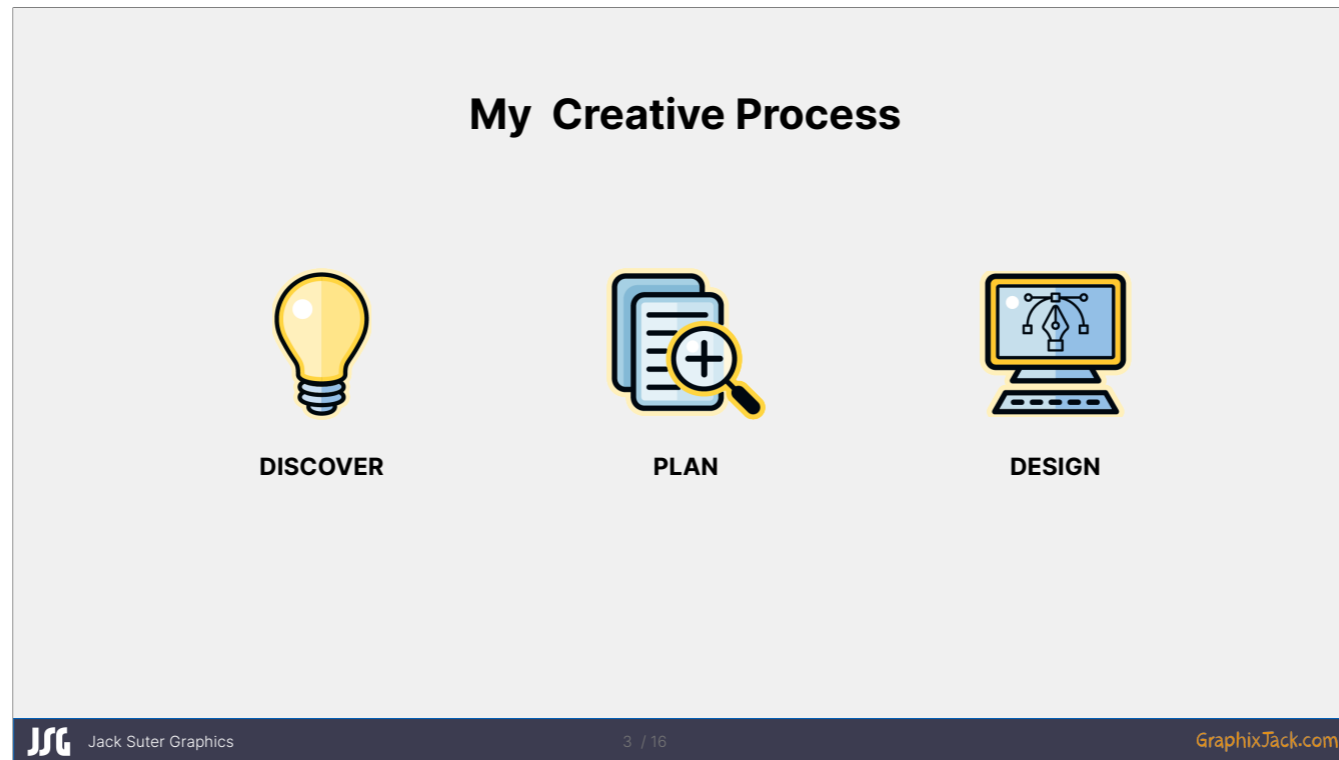


CONTRIBUTED



DIRECTED

1. I have over 20 years of graphic design experience in delivering visual solutions to modern complex creative ideas.
2. I have contributed to the branding, the design, and the organization and management of hundreds of diverse projects for multiple organizations.
3. I've led the artistic direction of numerous organization's visual communication designs, as well as overseeing and facilitating quality printers for digital and offset printing.



My creative process usually has three phases:

1. Discover Phase: Each assignment is unique—different problem have different solutions, so every assignment requires individual approaches to find the best solution. I pay careful attention to understand the goals and challenges for my client. I consider each goal of the project to identify and define the solution. I research the intended audience they want to reach, what matters most to the audience, and what information are they lacking. Key questions I ask at this phase are (The 5 W's): What are the goals? Who is this for (the audience)? Why is this needed (the purpose)? Where will this be viewed (social media, web, print design to hang up or hand out, etc...)? Finally, when will this be viewed (the due date)?
2. Planning Phase: I gather all the specifications required for the job: Media type(s), Final size(s), Style guides (if needed), Due dates, Etc...Depending on the assignment, I will develop either a Stylescape, a wireframe, or comp a design to the specs and explore design solutions with choice of fonts, colors, illustration style or photographs, and icon style. I'll also put together a detailed written "blueprint" of what I understand of the final expectations to help us agree on the direction before anything is designed.
3. Designing Phase: After everything is agreed upon—from the specs, design direction, media type, to the due date, I then get to work to design the final piece and make it look great!

Organizations and Businesses I Have Worked With



Throughout the years, I have accumulated many diverse clients ranging from public health professionals, emergency preparedness officials, school education from kindergarten to college, and local small businesses. The client logos shown here are partial, since many organizations and businesses I have worked with have concluded long ago. These show my most recent clientele and some of my most memorable.

Now on to a sample of my portfolio. But before we begin, if you have any question or comments, or would like a more in-depth look at any of my portfolio samples, please ask.

Iconography

Icon designs for infection prevention lessons.



I thought I would start with samples of my iconography (icon-og-raphy) work because icons are used world wide and so often. They're used for a word or concept that needs a quick visualization reference. Icon design is the essence of visual communication.

I've created hundreds of original icons that have been used in educational publications, user interfaces, and infographics. These icon designs for infection prevention lessons used on fact sheets and as spot art throughout lessons and student worksheets.

Illustrative Character Design

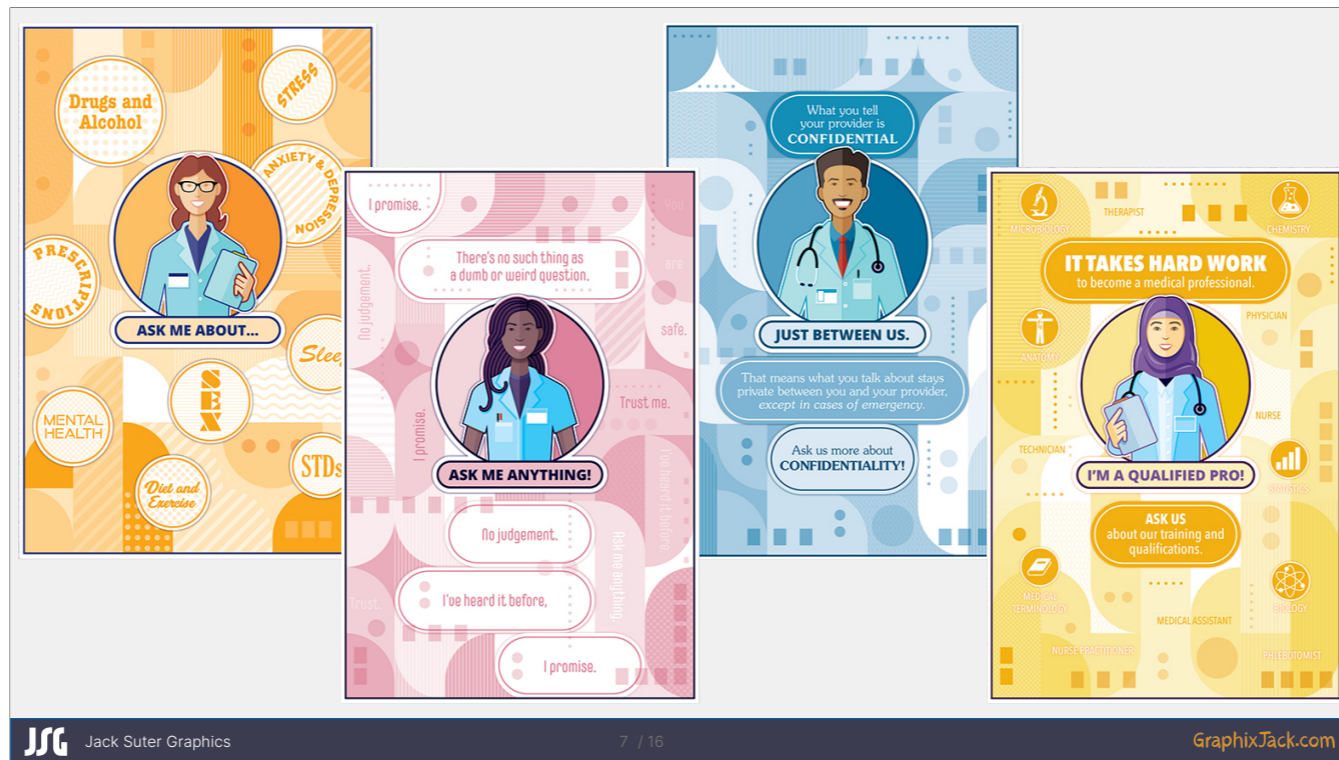
*Healthcare practitioner characters
used on posters in clinics.*



Illustrative Character Design, is one of my favorite kinds of graphic art to design.

These character designs of public healthcare practitioners were part of a four poster set I designed.

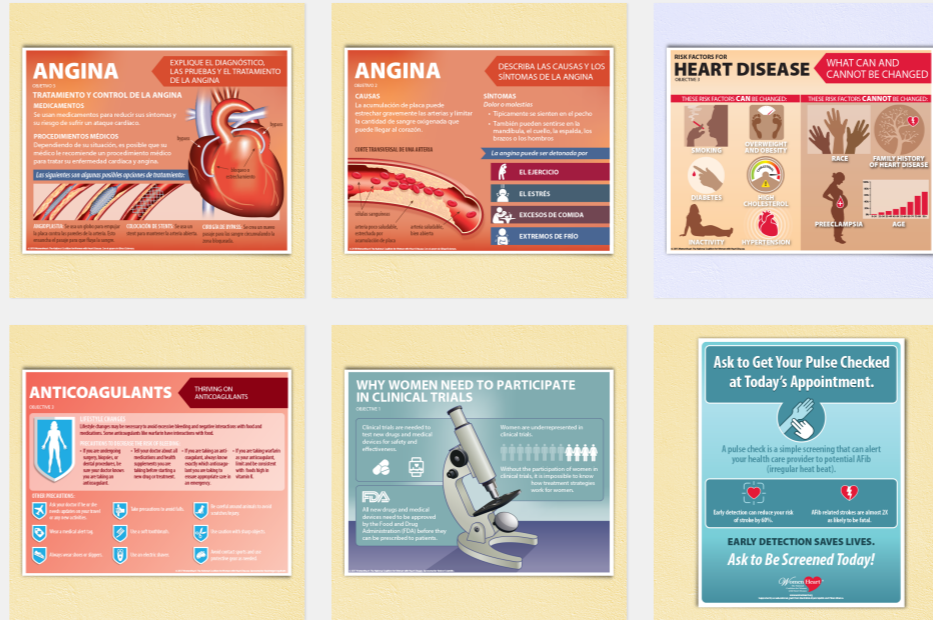
Ethnicity and diversity is very important to be seen in designs and illustrations for the education and healthcare field. Each of these character designs show this importance by having the character image of the doctor/nurse be a different sex and ethnicity.



After I designed the characters, I designed them into four posters, full of engaging patterns and meaningful words. These posters are hung in clinics and nurse's offices nationwide. They are intended to be viewed by adolescent patients as they wait to be attended on. The posters are used to let adolescent patients feel safe to speak openly and confidentially about a variety of issues and topics that they may have questions about.

Infographics

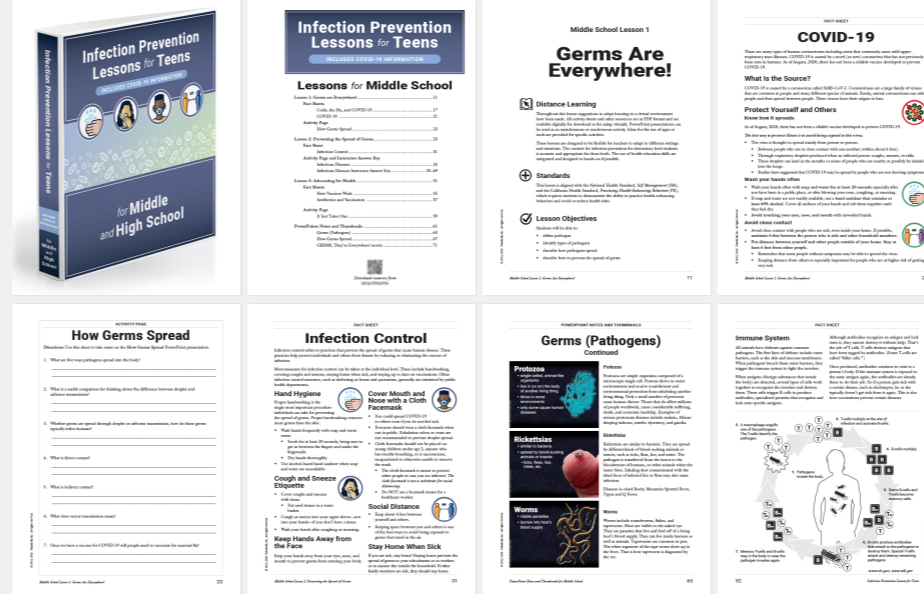
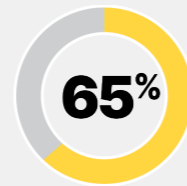
Infographic design for heart disease awareness for women.



These infographic designs were created for heart disease awareness for women. These infographics were used as handouts in clinics to help doctors explain about heart conditions and what can be done to help prevent these issues. They were designed in English and Spanish.

Page Layout

Infection prevention lessons for teens, includes fact sheets, activities, and PowerPoint presentations.



Page Layout Design, probably takes up 65% of my graphic design work in a year. It's not just page layout, it's also typography design and text styles (heads, paragraphs, lists, etc...). Multiple page documents will usually include icons, tables, lesson design, charts, and sometimes original illustrations, which I also provide. Each page and chapters becomes designs in themselves.

I designed this entire binder package for infection prevention lessons for teens.

Topics include: pathogens/germs, infection, how germs are spread, and methods of prevention.

It contains lessons, fact sheets, and activity pages appropriate for adolescents and teens students.

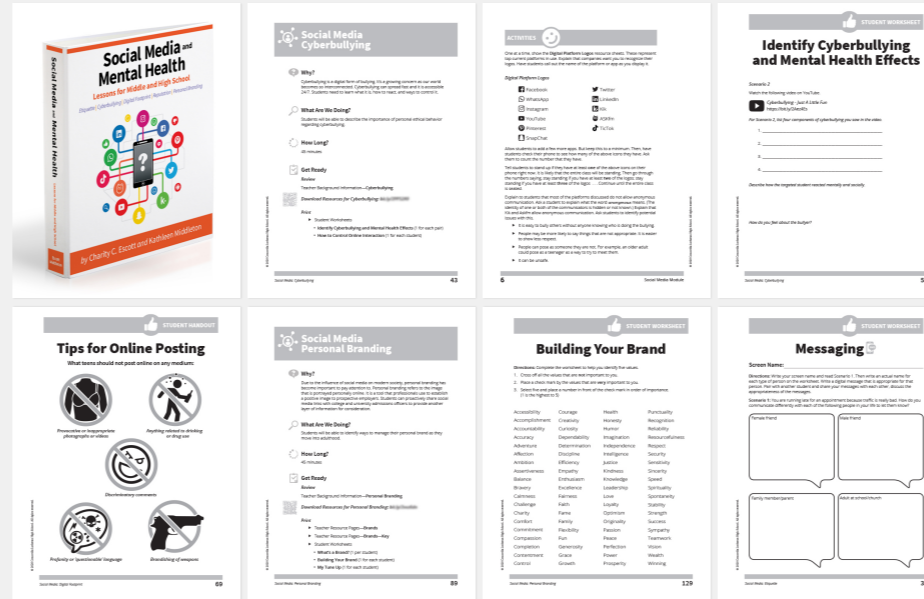
Every lesson has a distance learning adaptation, including narrated PowerPoint presentations, digital downloads for activity sheets, fact sheets, PPT presentations, and video presentations are part of the kit.

Each PDF lesson is accessibility designed and compliant to meet American's With Disabilities Act (ADA) Standards for Accessible Design. The online content is also deigned to meet the Web Content Accessibility Guidelines, also referred to as WCAG, or "We-Cag."

If you have any question or comments, or would like a more close-up in-depth look at any of these or previous samples, please let me know.

Page Layout

Social media and mental health lessons for middle and high school, includes fact sheets, activities, and student worksheets.

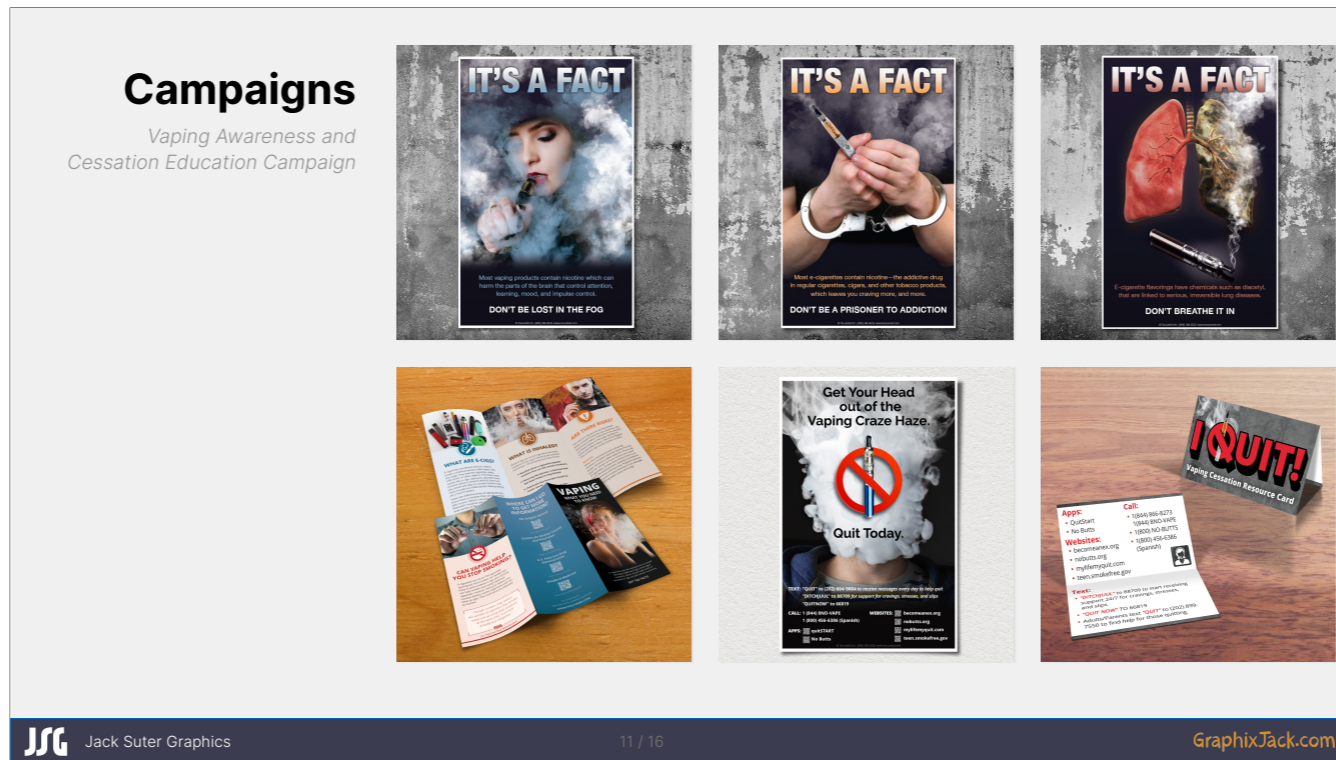


Here's another example of my page layout design.

This is for Social Media and Mental Health lessons for middle and high school students. It provides educators with lesson strategies and background information for teaching students in middle and high school.

The lessons teach students about social media user responsibilities and communicating effectively in online formats. The lessons provide background information and strategies to help students engage in positive decisions when engaging in online social platforms.

Includes fact sheets, activities, and student worksheets. All designed by me.



Vaping Awareness and Education campaigns.

I helped conceptualize, write, photo manipulate, and design the popular Vaping Facts and Vaping Cessation Campaigns for health agencies and schools nationwide.

These posters, pamphlets, frame-by-frame animations, and resource cards became a very large in-demand resource of information for many schools and clinics.

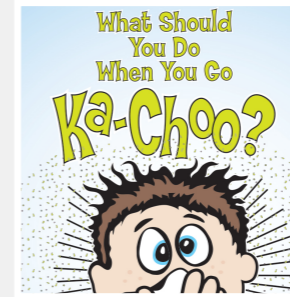
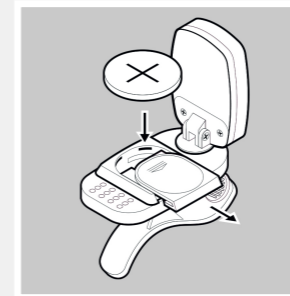
Many distributors, such as School Health, School Nurse, and MacGill School Nurse Supplies picked up on the design and sell them nationwide.

The San Diego County Office of Education had the posters and cessation cards customized for their counties which included local information on where to seek cessation help.

I also conceptualized and created short motion graphic movies for San Luis Obispo County Office of Education to help engage teens to learn about the danger associated with vaping on their Live Vape Free website.

Motion Graphics

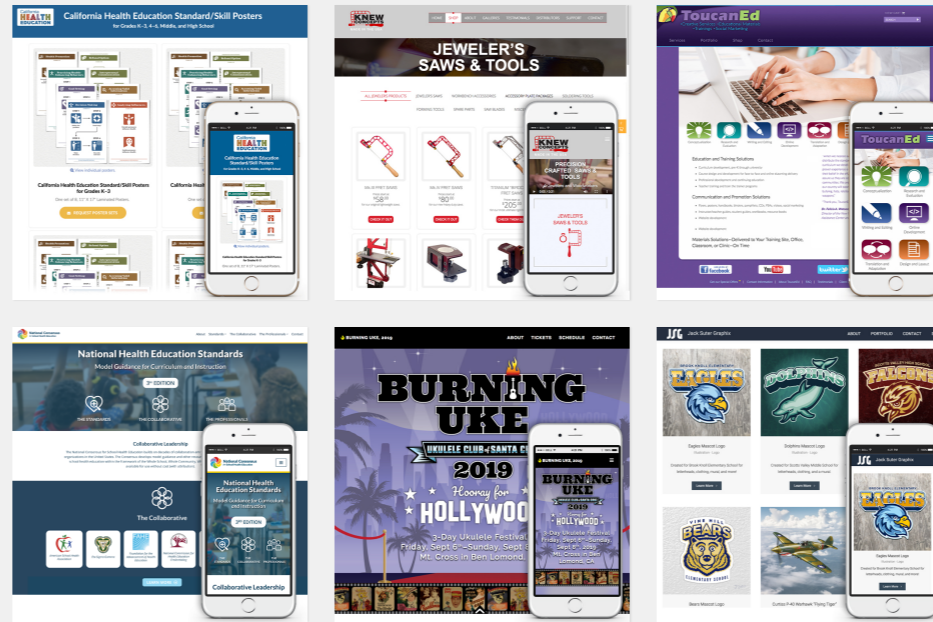
Motion graphic design and animation development using Premiere Pro and After Effects.



I have created dozens of motion graphics, animations, and videos ranging from Amazon product listing advertisements, children's education story lines, health awareness public service announcements (PSA), to in-depth video lessons for emergency management.

Website Design

Website design development using Bootstrap, jQuery, Wordpress, and Shopify.

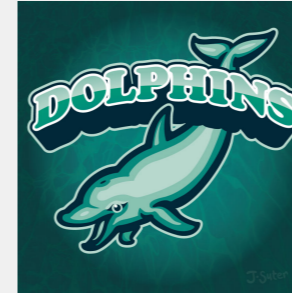


Website Design.

I held responsibility for artistic direction and management of a dozen responsive website designs, each unique in their own way. I've designed for health education, jeweler's tools, catering, and festivals.

Logo Design and Branding

Iconic symbol logos for health education and public health, and illustrative mascot logo designs for schools and small businesses.



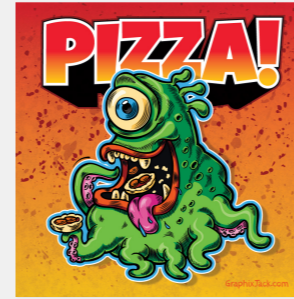
For me, there are three types of logo design I go to: acronym, symbol, and illustrative.

The health education and public health organization logo lend themselves best for the symbol and the acronym type of logo.

The illustrative mascot logo designs are best suited for schools and small businesses, where they could be printed and sold on clothing, and also printed on products to given away for free (sticker).

Other Samples

- *Technical illustration*
- *Personalized illustration*
- *Motion graphics*
- *Isometric design*
- *Video editing*
- *Email campaigns*
- *And much more!*



And lastly, here are other samples of the type of design work I've done.

- Technical illustration
- Isometric design
- Cartoons
- Personal illustration
- Motion graphics

And much more!



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GraphixJack.com

So, to sum up my presentation, I let you know a little bit about my graphic design background and accomplishments, my creative process, and an overview of some of the organizations and businesses I have worked with. And, we also looked at samples from my portfolio.

If you would like to see and learn more, please visit my website "GraphixJack.com" to see even more of my work. There's a lot to see.

Thank you for your time today.

Do you have any questions?