

SELECTED WORKS

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VIEWS

During the last 12+ years of leading (7 yrs) and teaching (5 yrs), these are the facts I've gained from observation, experience, and feedback.

- Leading from agency and enabling agency among team members to reach growth potential
- Quantitative Data helps support decision making through metrics while qualitative provides the human factors from observations and experiences
- Solutions are only as good as the information gathered and how vested the makers are in the process
- The team relies on its leadership to present the entirety of the work including the research and the data

FACTS

These metrics reflect the team's commitment to completing the work but were most excited by projects where they were empowered to explore and offer their expertise. A few of those follow.

- Over 5 years, oversaw a team that responded to ≈20,000 requests from across the agency
- The team had a satisfaction rating of 97% and delivery of projects early or on time of 95%
- The team completed projects for 20+ centers and offices including projects presented to US presidents and congress
- The team worked with subject matter experts, scientists, social media, broadcast media, engineers, and web developers, to name a few

me

I'm a confident but humble leader that seeks information from those willing to provide it. I can be direct at times but am always willing to lend a friendly ear when someone needs it. I'm a multi-directional leader that's comfortable with ambiguity. I'm a natural creative with a pioneer spirit that enjoys explorations and inspiring others. While I truly value collaborations there are times I need to think or work independently. I'm driven, adaptable, dependable, engaging, and supportive.

I am a visionary leader who sees the future, questions everything, sets direction, drives strategy and innovation, and champions progress, results, and organizational integrity.

THE WORK

COVID 19

Connect resources and stakeholders to create a more flexible style guide for agency staff to implement more easily and for audiences to better understand recommendations.

My role involved creative direction, facilitation, consultant, project owner, project management, team building.

GOAL

Create a more flexible style guide for agency staff to implement more easily and for audiences to better understand recommendations.

Quick response to fast moving information, simple but restrictive, and five different styles based on specific center need. Single style illustrations with no facial features were “too cartoony” and “creepy.”

I connected with lead stakeholders of the response, reviewed audience feedback, and consulted with staff to rework and expand a more flexible and cohesive guide with more options based on needs for different stakeholders and audiences, and more uses across different types of digital media.

COVID-19: Style Guide

July 2, 2020

Colors

GOLD CMYK: 0/37/99/0 RGB: 251/171/24 HEX: #fbbab18	GRAY CMYK: 70/64/63/64 RGB: 45/45/45 HEX: #2d2d2d	RED CMYK: 20/100/100/13 RGB: 179/0/30 HEX: #b3001e	DARK TEAL CMYK: 93/52/43/19 RGB: 0/94/112 HEX: #005e70	DARK BLUE CMYK: 100/99/23/15 RGB: 23/28/115 HEX: #171c73
LIGHT TEAL CMYK: 64/0/61/0 RGB: 36/219/148 HEX: #24db94	LIGHT BLUE CMYK: 83/75/0/0 RGB: 55/61/230 HEX: #373de6	PLEASE NOTE: Colors do not represent target demographics any longer		

Gradient Headers



Teal Location: 50
Angle: -40°



Red Location: 50
Angle: -40°

ALT USE:

In cases where headline is too long or the image has too much text, you may utilize the alternate header where Gray/Gold box and gradient color bar sit above the headline. For Print Alt Header should be minimum .25" tall and for Social 50-75px tall.

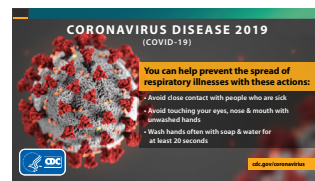
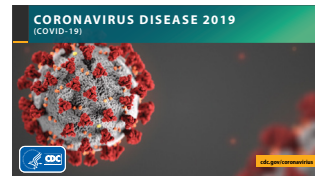


HEADLINE HERE



HEADLINE HERE

Headers must always include Gray/Gold Box and Gradient bar. For Print header should be at least .5" tall. For social header should be 125-200px tall



COVID-19: Style Guide

July 2, 2020

Sub Heads

Subhead messaging goes here

Information goes here

- Bullet 1
- Bullet 2

Subheads should be in a bold black font with gold background

Callout text goes below in gray box with Gray fill set to MULTIPLY at 50% opacity

PLEASE NOTE: This is utilized primarily on social media and materials with short messaging

URL Sign-Off

URL should always be in bottom right with bleed off the edge of document. Gold background. No rounded corners. Bold font. URL should always be listed as "cdc.gov/coronavirus"

cdc.gov/coronavirus

Fonts

Myriad Pro Light
Myriad Pro Regular
Myriad Pro Semibold
Myriad Pro Bold
Myriad Pro Black

Myriad Pro Light Condensed
Myriad Pro Condensed
Myriad Pro Semibold Condensed
Myriad Pro Bold Condensed
Myriad Pro Black Condensed

Chaparral Pro Light
Chaparral Pro Regular
Chaparral Pro Semibold
Chaparral Pro Bold

Paragraph Styles

H1 - Banner Heading

H1 - Semi

H2 - Header

H3 - Header

H4 - Header

P - Chapparel

P - Myriad

• Bullet - Chapparel

• Bullet - Chapparel

• Bullet - Myriad

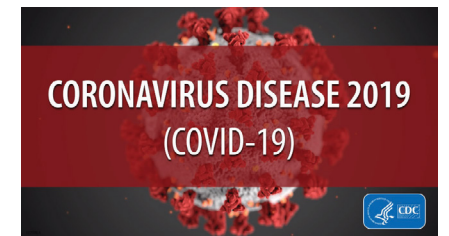
1. Number - Myriad



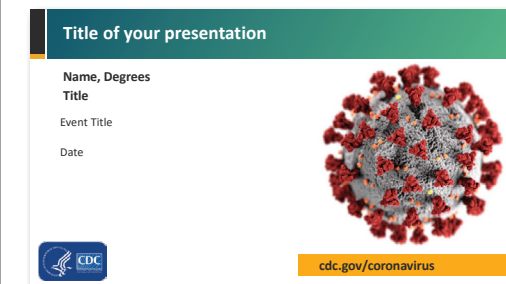
Health Alert Animation Template



COVID-19 Facts Animation

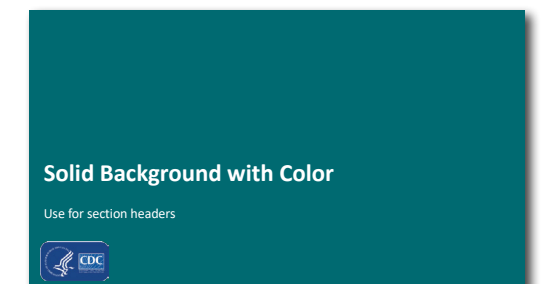


POWER POINT: Title Slide



POWER POINT: Title Slide ALT

POWER POINT: Section Header Color



POWER POINT: Section Header Watermark

Summer Camp Poster Campaign



Mother's Day/Father's Day - Road Travel Campaign



Previous Version

COVID-19

STYLE GUIDE

COVID-19: *Style Guide* | January 11, 2021

Colors

Primary Colors

Gold

CMYK: 0/37/99/0

RGB: 251/171/24

HEX: #bab18

Charcoal

CMYK: 70/64/63/64

RGB: 45/45/45

HEX: #2d2d2d

Red

CMYK: 20/100/100/13

RGB: 179/0/30

HEX: #b3001e

Dark Teal

CMYK: 0/37/99/0

RGB: 251/171/24

HEX: #bab18

Eggplant

CMYK: 100/99/23/15

RGB: 23/28/115

HEX: #171c73

Light Teal

CMYK: 64/0/61/0

RGB: 36/219/148

HEX: #24db94

Cobalt Blue

CMYK: 83/75/0/0

RGB: 55/61/230

HEX: #333de6

Secondary Palette

CMYK: 77/61/74/0

RGB: 229/126/81

HEX: #e57e51

CMYK: 20/76/99/8

RGB: 188/88/41

HEX: #bc5829

CMYK: 86/33/42/6

RGB: 0/129/138

HEX: #00818a

CMYK: 35/9/20/0

RGB: 165/201/201

HEX: #a5c9c9

CMYK: 17/13/12/0

RGB: 208/209/211

HEX: #d0d1d3

CMYK: 16/16/74/0

RGB: 220/201/99

HEX: #dccc9e

CMYK: 80/64/57/55

RGB: 37/52/58

HEX: #27343a

CMYK: 68/35/60/13

RGB: 88/126/108

HEX: #587e6c

Colors Hierarchy

size of swatch indicates ranking

Primary Colors

#005e70

#2d2d2d

#bab18

#373de6

#24db94

#171c73

#b3001e

Secondary Palette

#e57e51

#bc5829

#00818a

#a5c9c9

Tertiary Palette

#d0d1d3

#27343a

#dccc9e

#587e6c

Sub Heads

HEADLINE HERE | COVID-19 |

Subhead messaging goes here

Information goes here

- Bullet 1
- Bullet 2

Subheads should be in a regular black font, under the header. Either with light grey background, 50% opacity grey background or without background.

Callout text goes below in body image / color background with appropriate fill set to MULTIPLY at 50% opacity

PLEASE NOTE: This is utilized primarily on social media and materials with short messaging

URL Sign-Off

URL should always be in bottom right with bleed off the edge of document. Gold background. No rounded corners. Bold font. URL should always be listed as "cdc.gov/coronavirus"

cdc.gov/coronavirus

Fonts

Headline Typefaces

Myriad Pro Light

Myriad Pro Regular

Myriad Pro Semibold

Myriad Pro Bold

Myriad Pro Black

Myriad Pro Light Condensed

Myriad Pro Condensed

Myriad Pro Semibold Condensed

Myriad Pro Bold Condensed*

Myriad Pro Black Condensed

Body Typefaces

Chaparral Pro Light

Chaparral Pro Regular*

Chaparral Pro Semibold

Chaparral Pro Bold

Alternative Typefaces

Headline

Helvetica LT Std Light

Helvetica LT Std Roman

Helvetica LT Std Bold

Helvetica LT Std Black

Helvetica LT Std Light Condensed

Helvetica LT Std Condensed

Helvetica LT Std Condensed Bold*

Helvetica LT Std Condensed Black

Body

Georgia Regular*

Georgia Italic

Georgia Bold

Georgia Bold Italic

DIN 2014 Regular

DIN 2014 Demi

DIN 2014 Bold

<p>Font Pairing / Use</p>	<div> <h1>Banner Heading</h1> <h2>Supporting Text Heading</h2> <h3>Body Header 1</h3> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.</p> </div> <div> <p>Headings, H1: Myriad Pro Bold Condensed Myriad Pro Semibold Condensed</p> <p>Subheadings, H2: Myriad Pro Semibold Condensed</p> <p>Body: Chapparral Pro Regular</p> </div>	
<p>Other Styles</p>	<div> <h1>Banner Heading</h1> <h2>Supporting Text Heading</h2> <h3>Body Header 1</h3> <p>Alternative Heading Styles</p> </div> <div> <h1>Banner Heading</h1> <h2>Supporting Text Heading</h2> <h3>Body Header 1</h3> <p>Alternative Body Copy Style</p> </div> <div> <p>Headings, H1: Helvetica LT Std Bold Condensed Helvetica LT Std Roman</p> <p>Subheadings, H2: Helvetica LT Std Roman</p> <p>Headings, H1: DIN 2014 Bold DIN 2014 Demi</p> <p>Subheadings, H2: DIN 2014 Demi</p> <p>Body: Georgia Regular</p> </div>	

Header Use

3 variations of use



Grey text box: HEX #efefef, full opacity.

Grey text box: HEX #efefef, 50% opacity.

Gradient header strip, stands alone:
No grey box necessary.

Headers must always include box, left hand side.
Print header should be at least .5" tall. For social header should be 125-200px tall



HEADLINE HERE | COVID-19 |

HEADLINE HERE | COVID-19 |

HEADLINE HERE | COVID-19 |

cdc.gov/coronavirus

cdc.gov/coronavirus

cdc.gov/coronavirus

CS***** January 11, 2021

2021

COVID-19: *Style Guide* | January 11, 2021

Image Samples

size of IMG indicates ranking

EXAM ROOM

HAND SANITIZER

LAB

ON LOCATION VACCINE PHOTOSHOOT

TELEMEDICINE

08

COVID-19: *Style Guide* | January 11, 2021

Illustrations

DETAILED, GREY SCALE: Slow turnaround time

OUTLINE: Moderate turnaround time

ORIGINAL ICONS: Quickest turnaround time

LESSONS

The agency was slow to adopt digital options before C19, staff were heavily micro managed, had a “get it done, as fast as possible” process, and stakeholders often gave design staff instructions on exactly what stakeholders wanted but they needed it to be “prettier” so staff ideas were often dismissed and they were very discouraged. I had to create an environment that enabled design staff to feel confident and comfortable enough to offer viable solutions and not feel dismissed.

MPOX

Connect with lead stakeholders for the creation of a simple mark to raise awareness, but not alarming. To be prepared if a larger response is needed, I decided the team needed to create a style guide and illustration style that was relatable for the audience.

My role involved creative direction, facilitation, consultant, project owner, project management, team building, influencer.

GOAL

Create an identifying mark for the monkeypox outbreak for audiences to easily recognize CDC information in a crowded media landscape.

Keep the mark simple but not alarming. I decided the team would create a style guide and illustration style cohesive and relatable for audience to be prepared if a larger response was needed.

I formed a team then connected with lead stakeholders of the response to meet and discuss needs and concerns. I included members of the illustration team after to determine illustration style. Later, Medical Illustrators connected with subject matter experts to create scientific illustration of mpox virus. I presented the project to response leadership and guided staff to refine the work based on feedback from the client.

MONKEYPOX

MONKEYPOX

MONKEYPOX

MONKEYPOX

MONKEYPOX

MONKEYPOX

MPX

MPX
monkeypox

MONKEYPOX
RESPONSE

Iterations including
anticipated name
change or abbreviation

The logo for 'MONKEYPOX' is centered in the upper half of the image. It consists of the words 'MONKEYPOX' in a white, condensed, sans-serif typeface. The text is set against a horizontal rectangular background that features a color gradient from light orange on the left to a darker, more saturated orange on the right. The letters are evenly spaced and have a consistent height and weight, contributing to a clean and modern aesthetic.

MONKEYPOX

This auburn concept helps viewers understand the issue is becoming more serious as the gradient changes from orange to red orange. The typeface is a condensed lighter weight moving to heavier weight to indicate growth and spread. Orange helps promote understanding, change, and wisdom.

LOCKUP

MONKEYPOX

Response lockup

Tangerine

CMYK: 2/54/94/0
RGB: 242/140/46
HEX: #f28c2e

Crimson

CMYK: 20/93/99/11
RGB: 181/51/38
HEX: #b53326

Lockup colors



Lockup gradient (12 steps)

MONKEYPOX

DIN 2014 Narrow (Adobe font)

Lockup font

2

FONTS

HEADINGS

Bitter Black
Bitter Bold
Bitter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY

Din Extra Bold
Din Bold
Din Demi
Din Regular
Din Light
Din Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

FONTS: PPT / WORD DOCUMENTS

In the case a PowerPoint or Word document is created for fluid use by client/designer, use the following universal font pairings. These font pairings are solely to be used in this context and not to be used in print materials or web/social graphics

HEADINGS

Georgia Bold
Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY

Arial Bold
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

5

COLORS



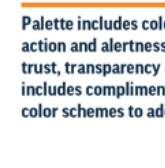
Tan

CMYK: 20/42/55/1
RGB: 204/153/120
HEX: #cc9978



Sunflower

CMYK: 0/29/73/0
RGB: 252/189/94
HEX: #fcbd5e



Aqua

CMYK: 43/9/36/0
RGB: 148/194/173
HEX: #94c2ad

Tangerine

CMYK: 2/54/94/0
RGB: 242/140/46
HEX: #f28c2e

Dark Teal

CMYK: 74/39/34/5
RGB: 74/128/145
HEX: #4a8091

Light Teal

CMYK: 56/0/23/0
RGB: 102/199/201
HEX: #66c7c9

Orange

CMYK: 6/77/85/0
RGB: 228/96/59

Med Blue

CMYK: 82/54/25/5
RGB: 59/107/145
HEX: #3b6b91

Light Blue

CMYK: 35/9/9/0
RGB: 163/202/219
HEX: #a3cadb

Dark Blue

CMYK: 96/78/46/43
RGB: 18/48/74
HEX: #12304a

Slate

CMYK: 67/51/35/9
RGB: 97/112/133
HEX: #617085

FONT PAIRINGS / USE

MAIN STYLE

Main Heading Text
Subheading Text

BODY HEADER TEXT

Body copy text: et ut aut vitium is auda alit poris consectiam quam, sitatur, optas aut velit ut et untem si tem faceat fuga. Et omnimin non reptius et issequi torepersped unt, ipit verit, akestia spere, nos magnihilit eiciunt exerem ulliciet dolum alitio del ipsunt endio officimenis plit fuga. Itat aceaqui quo qui untemque aut quo tem fugiandit, se vellabores dic tem dolupic.

Heading: Bitter Bold
Subheading: Bitter Regular

Body header: DIN Extra Bold
Body copy: DIN Regular

ALTERNATE

Main Heading Text
Subheading Text

BODY HEADER TEXT

Gia consequid et ut aut vitium is auda alit poris consectiam quam, sitatur, optas aut velit ut et untem si tem faceat fuga. Et omnimin non reptius et issequi torepersped unt, ipit verit, akestia spere, nos magnihilit eiciunt exerem ulliciet dolum alitio del ipsunt endio officimenis plit fuga. Itat aceaqui quo qui untemque aut quo tem fugiandit, se vellabores dic tem dolupic.

Heading: Bitter Bold
Subheading: Bitter Regular

Body header: Roboto Cond Bold
Body copy: Roboto Cond Light

6

ANGLES EXAMPLES

Angled edges are meant to evoke feelings of danger and convey disruption.



TEXTURE EXAMPLES

Layered texture effect elicits feelings of discomfort and grit.



SOCIAL / WEB GRAPHICS

MONKEYPOX

CDC is still gathering information about this outbreak, and who would most benefit from vaccine.

UNTIL MORE IS KNOWN, AVAILABLE VACCINE IS BEING USED FOR:

- People who've had close contact with someone who had monkeypox
- People at highest risk for exposure through their jobs, like healthcare workers, treating monkeypox patients

www.cdc.gov/poxvirus/monkeypox/response/2022/index

MONKEYPOX

Talk to a healthcare provider about monkeypox:

- If you have a new or unexplained rash. You may have fever or chills at the same time.
- If you have potentially been exposed to monkeypox in the last 21 days.

www.cdc.gov/poxvirus/monkeypox/clinicians/faq

MONKEYPOX

CDC is still gathering information about this outbreak, and who would most benefit from vaccine.

UNTIL MORE IS KNOWN, AVAILABLE VACCINE IS BEING USED FOR:

- People who have had close contact with someone who had monkeypox
- People at highest risk for exposure through their jobs, like healthcare workers, treating monkeypox patients

www.cdc.gov/poxvirus/monkeypox/response/2022/index

Social media graphics can utilize a light yellow, dark teal, or white background. Illustrations can be incased in colored circles or standalone illustrations but all must contain a textured effect.

Lockup has option to sit flush with left edge on social media/web graphics.

MONKEYPOX

If seeing a healthcare provider about monkeypox, make sure to tell them if you:

- Had contact with a person who might have had monkeypox in the 21 days before your symptoms started
- Were in an area where monkeypox had been reported

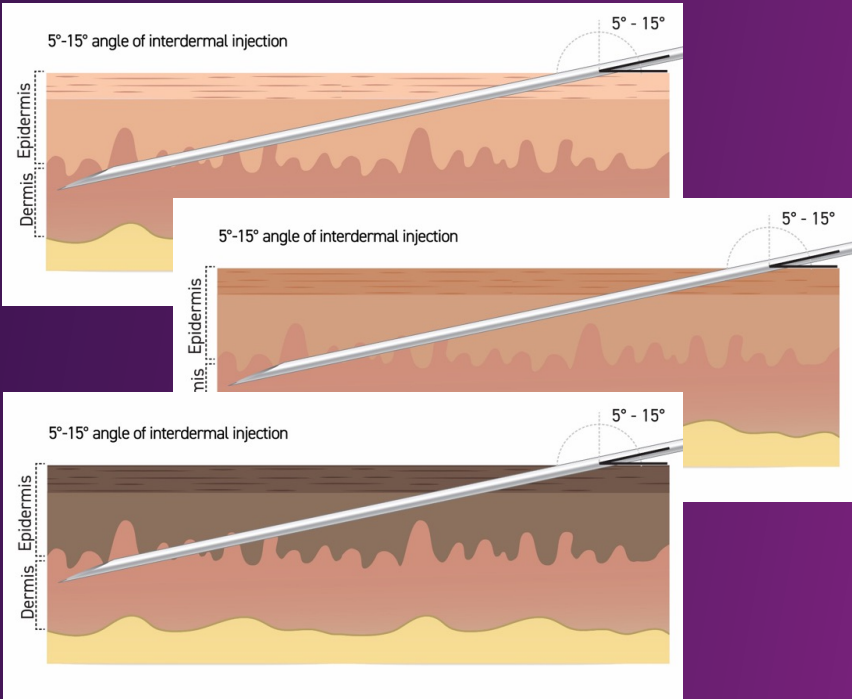
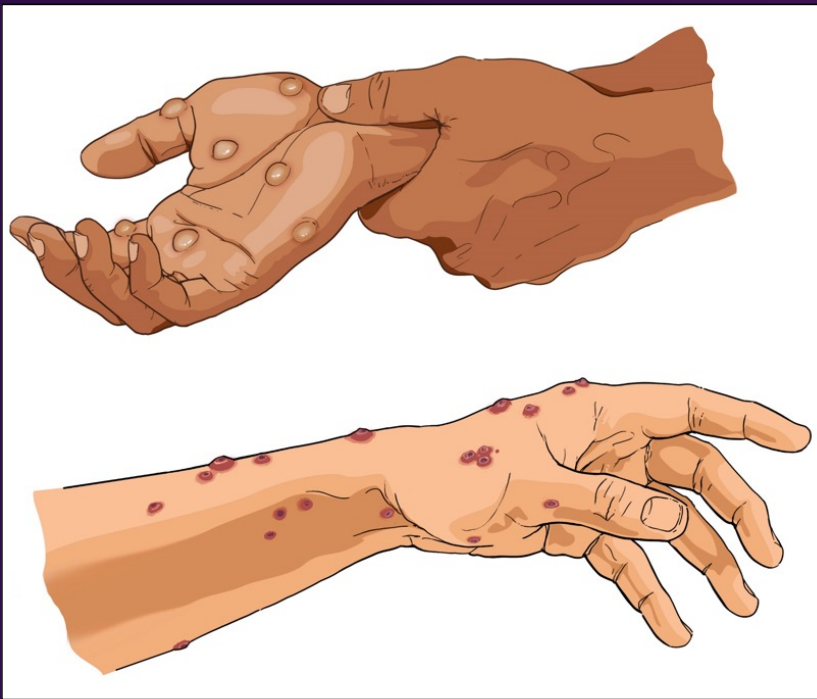
www.cdc.gov/poxvirus/monkeypox/clinicians/faq

MONKEYPOX UPDATE

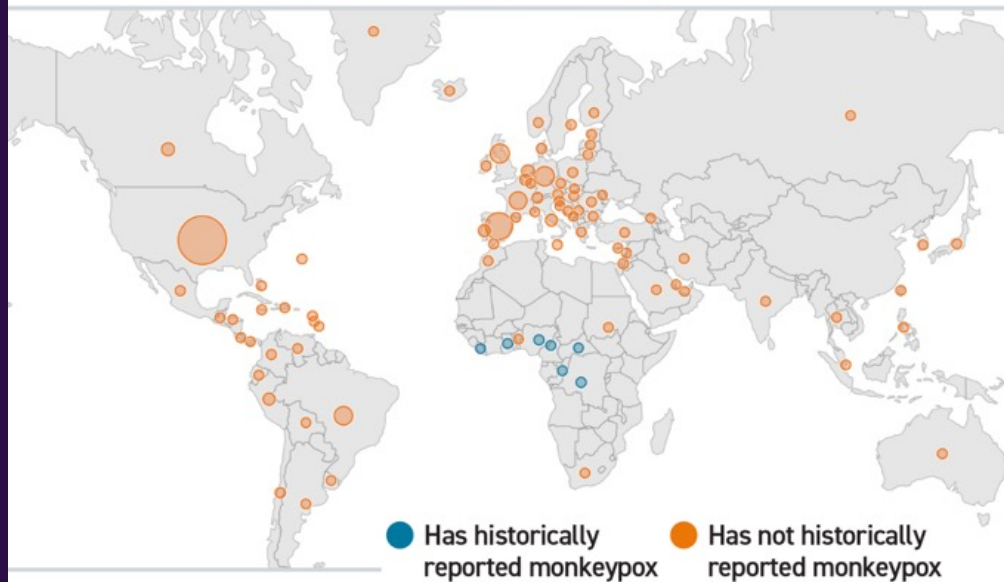
As of July 12, 10,611 confirmed or probable monkeypox cases have been identified in 48 countries, including 929 in the US.

Global Cases 10,611 US Cases 929

www.cdc.gov/poxvirus/monkeypox/response/2022/world-map



MONKEYPOX UPDATE



As of August 16, **38,019** confirmed or probable monkeypox cases have been identified in **93** countries, including **12,689** in the U.S.

Global Cases
38,019

U.S. Cases
12,689

www.cdc.gov/Monkeypox



CS332385 08/17/2022

Want to learn more about Monkeypox?



MONKEYPOX TECHNICAL REPORT



MONKEYPOX




MONKEYPOX

Vaccine Risks vs. Monkeypox Disease

For most people who have been exposed to monkeypox, the risks from monkeypox disease are greater than the risks from the vaccines.

Learn more: www.cdc.gov/monkeypox



MONKEYPOX

Planning to attend a festival or an event?

Events where attendees are outdoors, fully clothed and unlikely to share skin-to-skin contact are safer.

An indoor event where there is minimal clothing and where there is direct, skin-to-skin contact has more risk.

Learn more: www.cdc.gov/monkeypox



MONKEYPOX

How to administer a JYNNEOS vaccine intradermally

STEP 2

While pulling the skin taut, position the needle with the bevel facing up and insert the needle at a 5- to 15-degree angle into the dermis.

Learn more: www.cdc.gov/monkeypox




MONKEYPOX

CDC Recommends Monkeypox Vaccination for People Who

- Are known or possible close contacts of people with monkeypox.
- Know that one of their sex partners in the past 2 weeks has been diagnosed with monkeypox.
- Have had multiple sex partners in the past 14 days in a place with monkeypox cases.
- Have jobs that may expose them to orthopoxviruses.
 - Some designated healthcare or public health workers
 - Laboratory workers who handle specimens related to orthopoxviruses

Contact a healthcare provider for more information.

Learn more: www.cdc.gov/monkeypox




MONKEYPOX

4 things you can do if you are exposed to monkeypox:

- 1 Talk to a healthcare provider about the monkeypox vaccine
- 2 Watch for symptoms for 3 weeks
- 3 See a healthcare provider if you develop a rash
- 4 Prevent spreading monkeypox to others


Learn more: www.cdc.gov/monkeypox

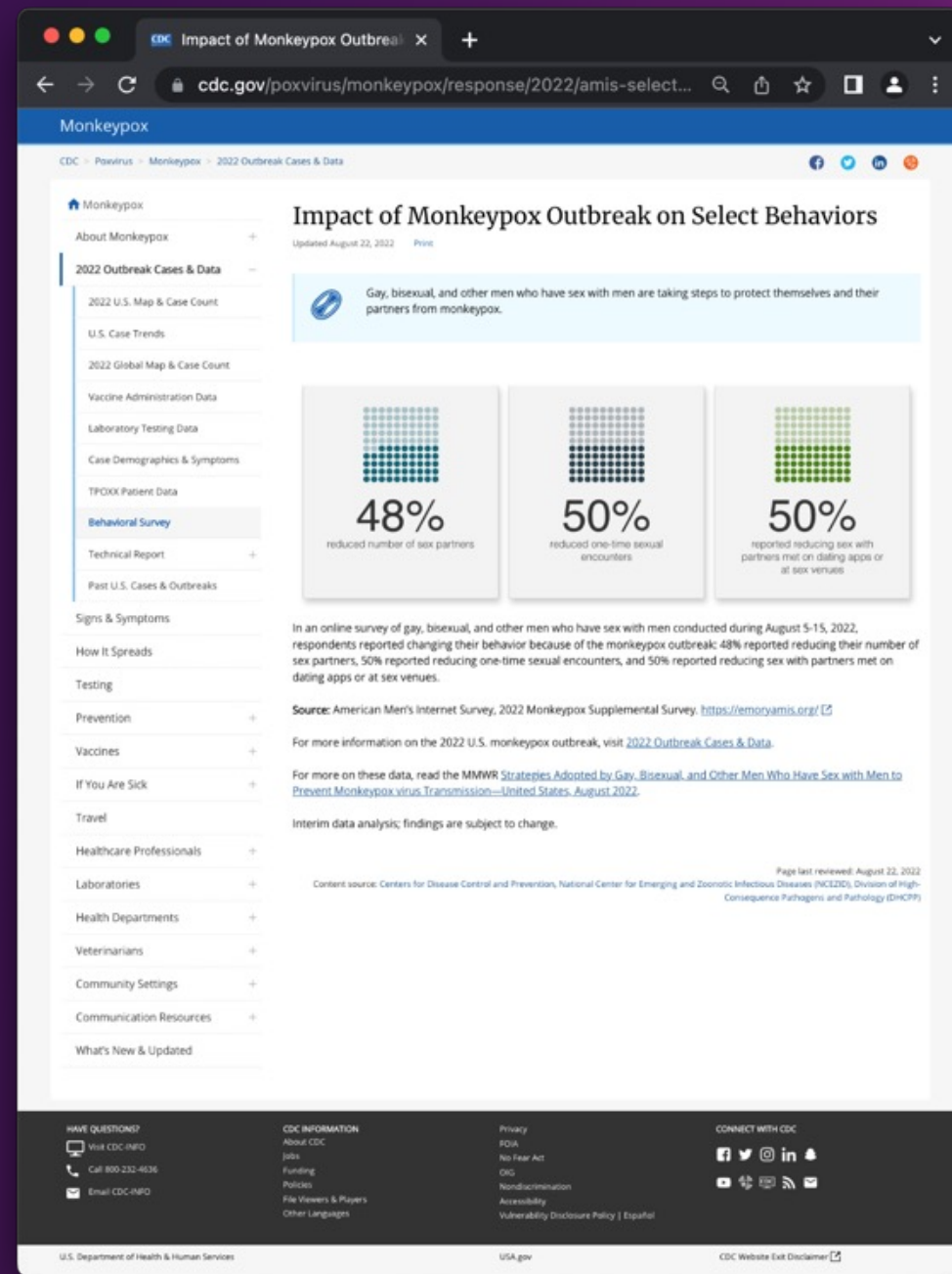
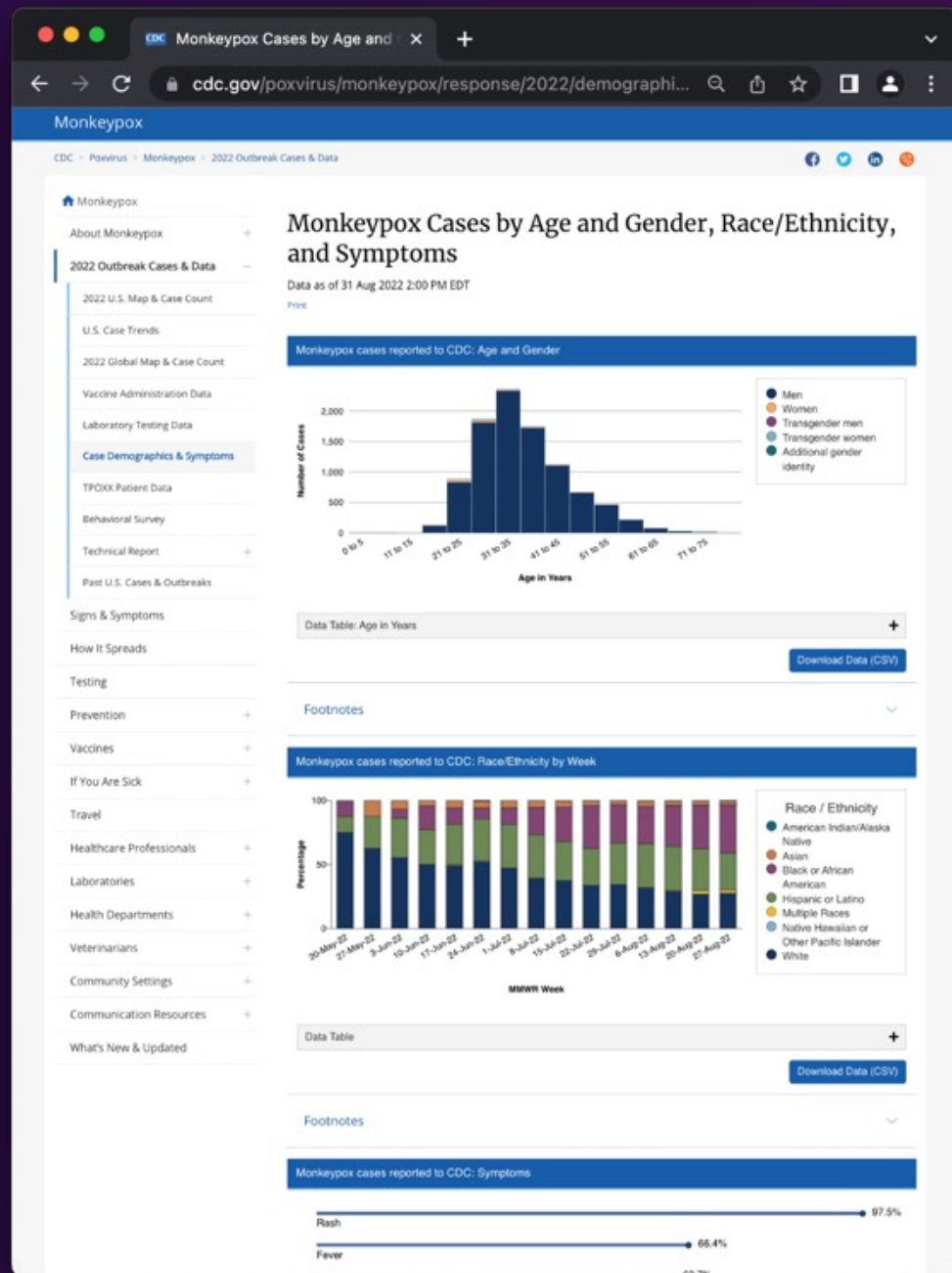
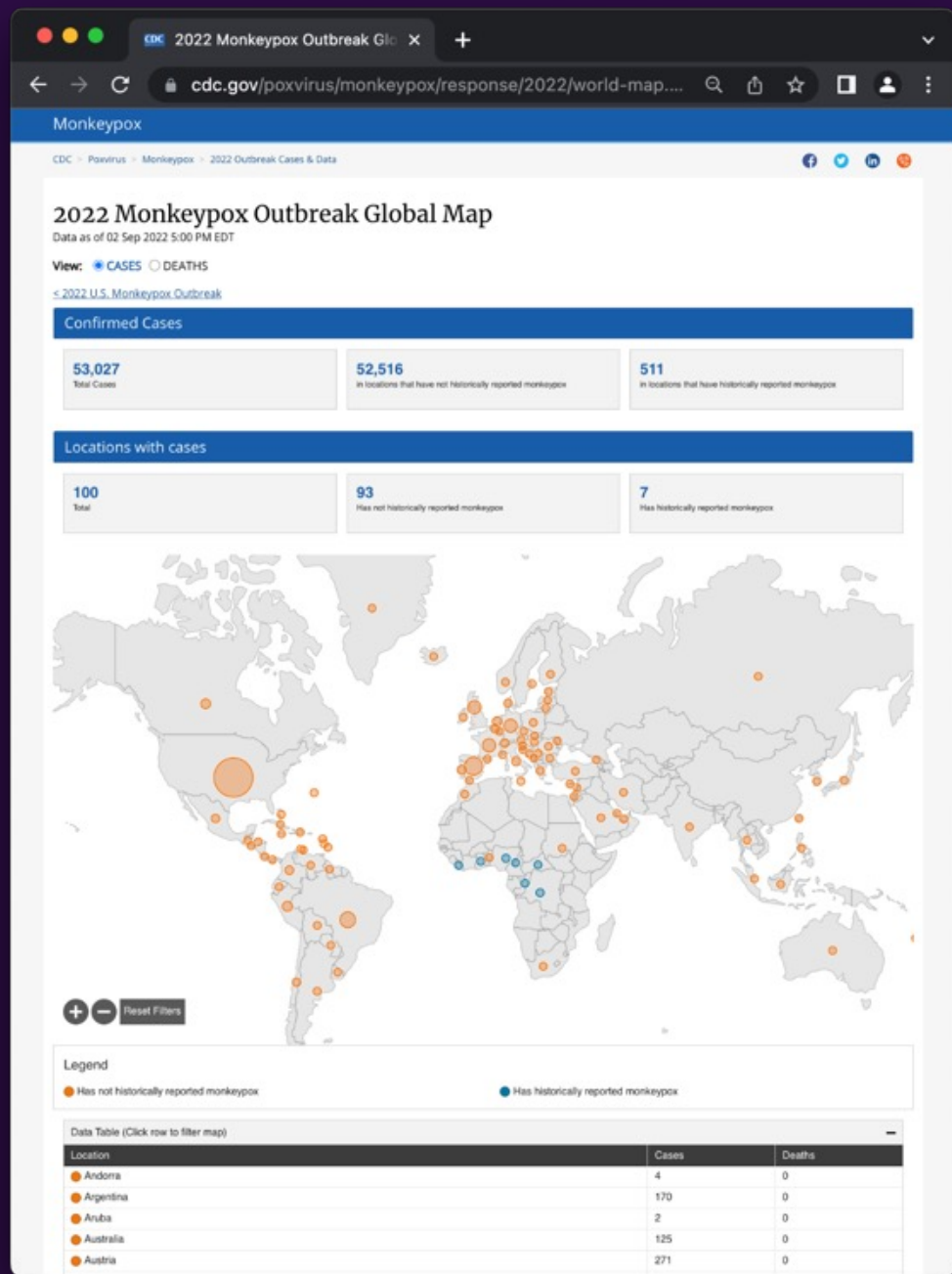


MONKEYPOX

What You Need to Know about Monkeypox if You are a Teen or Young Adult

Learn more: www.cdc.gov/monkeypox

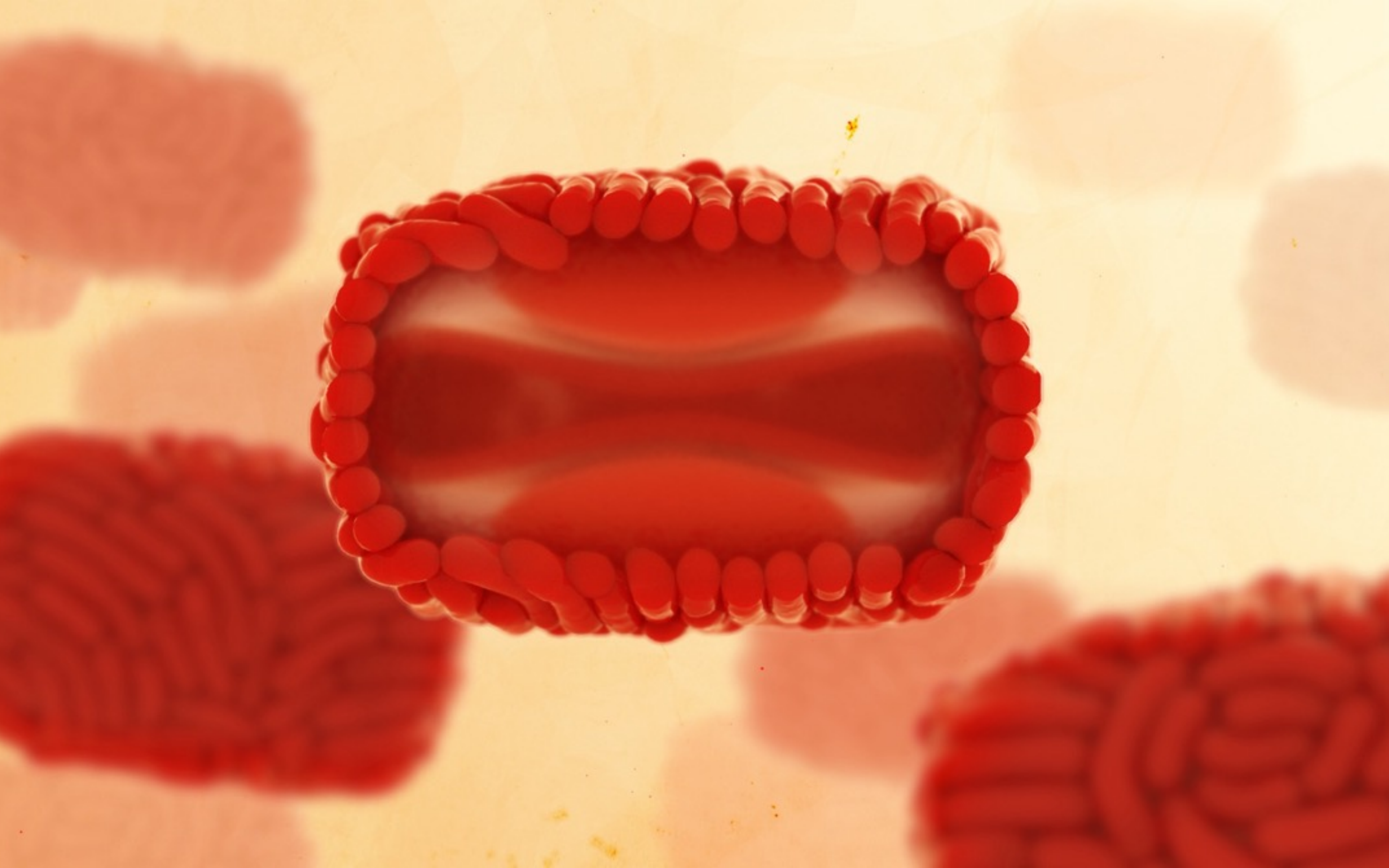




The team worked with web developers and engineers to create up-to-the-minute data viz for use on the CDC website.



The illustration team employed genAI to produce images in tight timelines, then refining by hand.



“The historical knowledge and expertise [the team] brought to the brand design process was incredibly helpful in guiding us. The time and effort they put in during the beginning of the process allowed us to have consistent visuals from the very start of the response leading to cohesive design throughout.”

—Testimonial mpox response team

LESSONS

The style guide was used for the larger response as outbreak cases grew and I monitored releases for effectiveness and feedback. Internal and external responses were positive with a 94% approval rating. Staff responded to more than 1500 requests over 1.5 years. The team enjoyed the interactions with the response team and among themselves and began to feel more like a team.

GENAI

Connect staff and resources to create a more efficient and streamlined approach to project and product launches through the use of GenAI.

My role involved transformation, executive direction, consultant, research, team building, influencer, project assignment, evaluation, collaboration, partnerships, resources builder.

GOAL

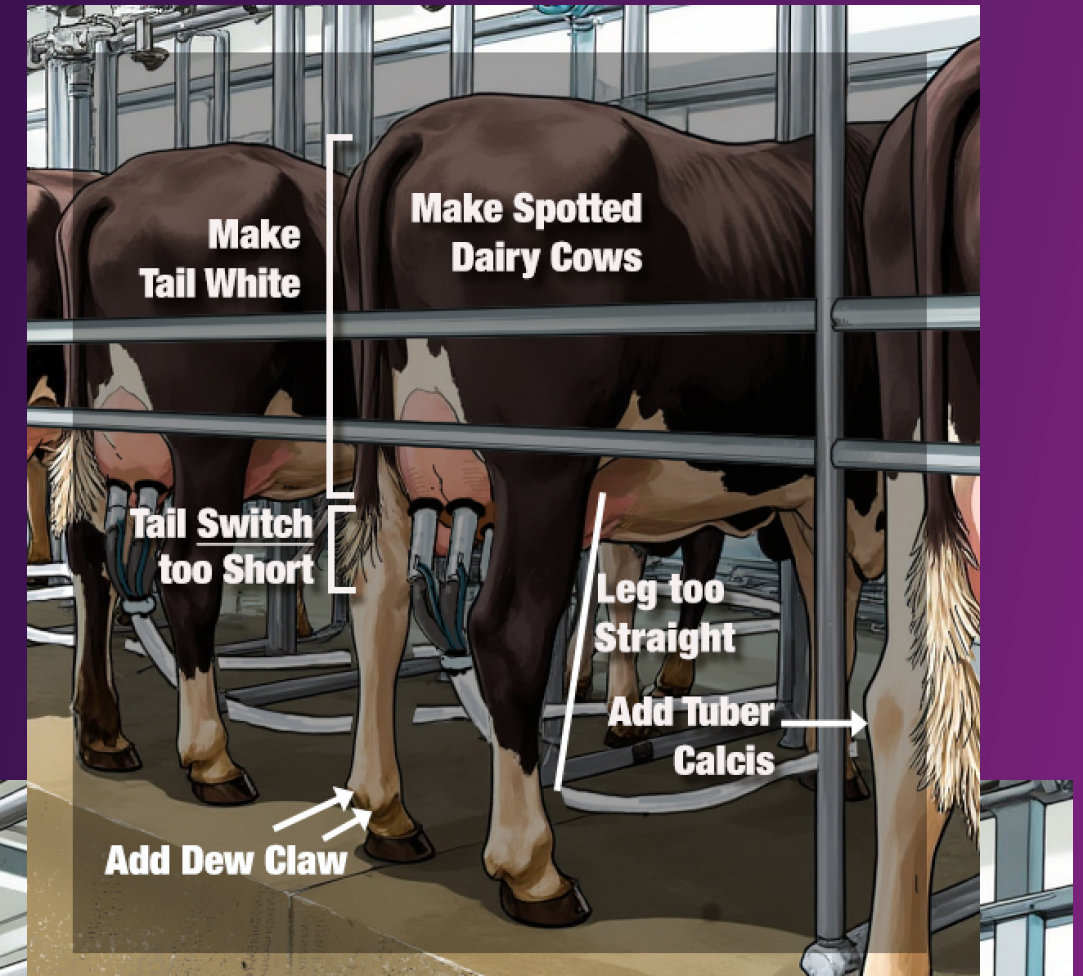
I directed team members to incorporate the use of Generative AI, refine prompt engineering skills, and experiment with different AI models such as Midjourney, Dall-E, and Stable Diffusion.

Team prompt: How might GenAI models enhance the teams' workflows more efficiently while ensuring scientific accuracy of images for use with agency products such as emergency responses and on CDC's website pages that the public and healthcare professionals rely on for important information and updates?

My goal was to help staff adopt new ways of thinking and image creation that are scientifically accurate and do not compromise ethical standards. I instructed staff to experiment and train with new tools available to streamline workflows in order to reduce to market timelines, and I managed staff concerns using GenAI as a tool explaining it is not a replacement for their knowledge, skills, or abilities.



The work became more sophisticated with time and projects. The team used stock images and genAI to create but always need the hand of a professional to complete the final deliverable.



Guidance from me, the cows and the anatomy looked incorrect and they all looked copy and paste. The team refined the work to include milking cows, Holstein cows, and corrected anatomy.



Hearing Loss



Birth Defects

01

The illustration is characterized by a gentle, soothing color palette that employs soft, calming hues to create a serene atmosphere. Utilizing a flat color style with low contrast, the image emphasizes a sense of tranquility, allowing viewers to engage with the subject matter in a compassionate manner. Key details are selectively included, focusing on the most significant aspects of the babies depicted with birth defects, while minimizing distractions. This thoughtful approach invites contemplation and understanding, fostering empathy for the experiences of these little ones.



Birth Defects

02

These images employ a bold digital painting style with rich colors and smooth gradients, creating a warm, uplifting feel. Bright yellows, deep blues, and warm oranges evoke positivity and care, softening the typically clinical portrayal of a cleft lip. In the first image, a doctor's gentle touch reinforces compassion, while in the second, the baby's direct gaze highlights innocence and resilience. The vibrant tones shift the focus from the condition to the human experience, emphasizing strength, warmth, and hope.



Birth Defects

06

The first image depicts a caring healthcare worker with a smiling infant. Soft blues and corals evoke comfort, while a storybook-like aesthetic balances detail and warmth, reinforcing a theme of pediatric care. The second image portrays a child with a cleft lip in a semi-realistic, stylized illustration. Warm peach tones complement soft features and expressive eyes, creating an inviting yet poignant feel. Loose linework and smooth shading add depth, while tousled curls enhance character.



Birth Defects

05

These illustrations blend realism with expressive brushwork, making them emotionally compelling. Color theory enhances impact—the first image contrasts warm skin tones with a bold blue-and-yellow background, symbolizing trust and warmth. The second image's softer tones highlight the child's expressive eyes, evoking innocence. This painterly style balances warmth and clarity, making the visuals engaging, relatable, and effective for healthcare messaging and advocacy.



Teams continually experimented and pushed genAI boundaries while repeatedly refining the final product.



Teams were using genAI to generate elements for videos and generated videos in AI models.

LESSONS

There was an explosion of experimentation from the team highlighting the potential and shortcomings of GenAI images. The team was hesitant to include GenAI in workflows but then quickly understood how the tools are an asset to project ideation through delivery.

I saw a reduction in project delivery by as much as 90% and as little as 70%. I discovered the tools could not take a project fully to completion and

the human hand was still needed to get the final product to acceptable levels. Use of tools started in 2023 with only a few staff members using them and by the end of Q2 2025, the tools were being used more widely across teams.

In Q2 2025, I gathered cross-functional division leadership to discuss building an agency GenAI image generation tool that could work across work areas such as social media, data viz, medical illustration, visual communications, and other areas.

LOGO and VISUAL IDENTITY

Refresh the CDC logo to retain brand recognition and update the look, and create a distinctive visual identity for audiences to easily identify information from the agency and support its mission.

My role involved executive direction, facilitation, consultant, designer, project owner, project management, team building, presenter, influencer.

GOAL

Update and refine the new CDC logo that retains visual recognition and create a visual identity that reflects and builds upon the values, and mission of the agency.

New CDC logo options needed to be tested with focus groups to determine appropriate direction. After logo completion and launch, create a visual identity to help with consistency across the agency that supports the goals such as honesty, trust, and transparency for the US public, and supports marketing efforts to launch products more quickly especially for emergency responses.

Explore options for the logo, then test logos among agency staff, focus groups, and agency leadership to bring the mark to a more contemporary state.

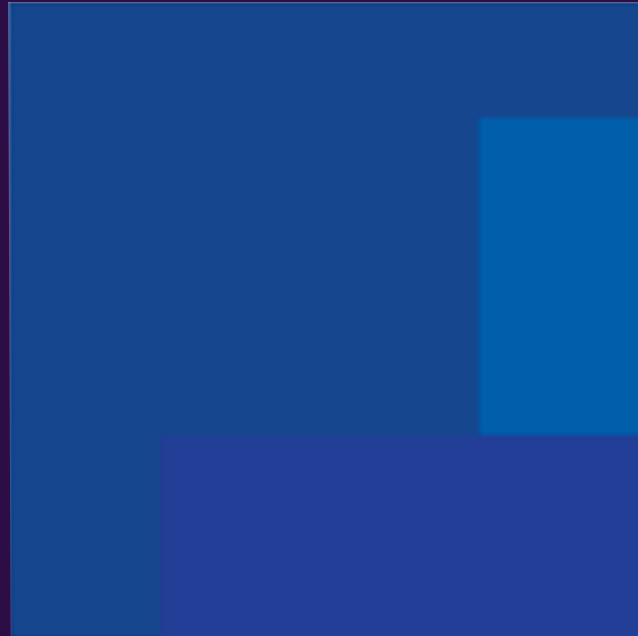
Use design practice, typography, and mathematics to support layout and effectiveness of the mark.

Explore options for a visual identity that include type pairings, color theory, and layouts and is flexible, professional, effective, and creates efficiencies for use across all CDC programs, centers, and offices.



Started with a look across
gov't agencies' logo updates

PMS 286C (former color)



RGB



CMYK Conversions

PMS 2935C (new color)



RGB

Changing the blue to a setting that has more consistent hues across conversions for different types of media but mainly for digital and blue is associated with trust.

CDC
CDC
CDC

CDC
CDC
CDC

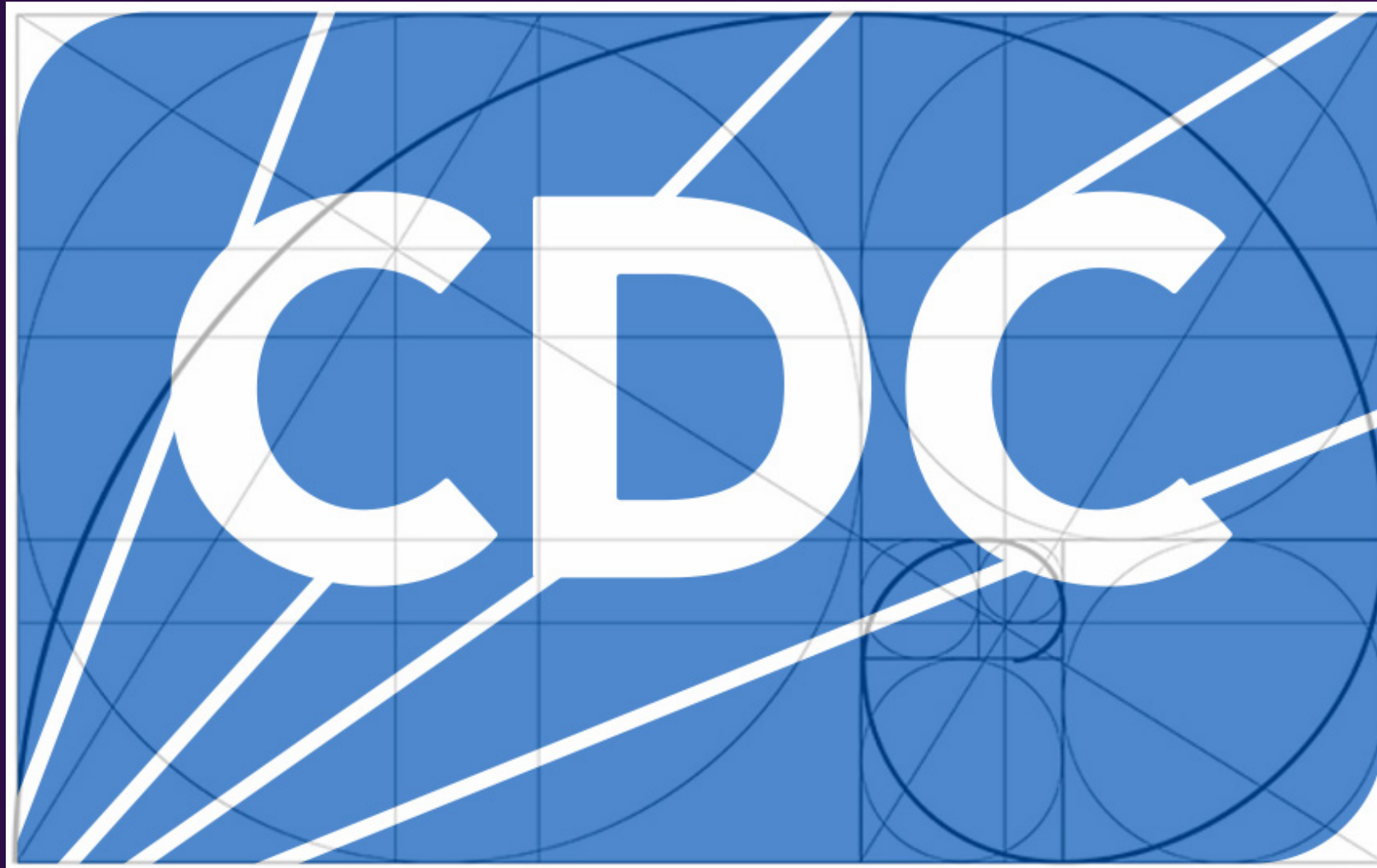
Began with Avenir Black, customized by widening aperture of “C” and rounded edges for friendlier look and rendering on digital platforms.



Exploration with no rays significantly reduces brand recognition and is too similar to other government agencies such as GSA and FDA.



Eliminating strokes from counter spaces, makes the glyphs more legible and readable at smaller sizes providing a wider range of applications.



We employed the golden section as a means to determine a strong and powerful layout and structure, that is based on the Fibonacci sequence.



The team started with conducting some environmental research highlighting the organizations we researched over a year. Our research involved analyzing their logos, color palettes, typography, imagery, and design systems.

We used these insights to inform and guide decisions, ensuring the visual identity aligns with industry standard best practices.

Roboto Nunito Sans	Roboto Medium	About CDC
	Roboto Black	Our mission
	Roboto Bold	CDC is the nation’s leading science-based, data-driven, service organization that protects the public’s health.
	Nunito Sans Light	CDC works 24/7 to protect America from health, safety and security threats, both foreign and in the U.S. Whether diseases start at home or abroad, are chronic or acute, curable or preventable, human error or deliberate attack, CDC fights disease and supports communities and citizens to do the same.
	Nunito Sans Regular and bold	CDC increases the health security of our nation. As the nation’s health protection agency, CDC saves lives and protects people from health threats. To accomplish our mission, CDC conducts critical science and provides health information that protects our nation against expensive and dangerous health threats and responds when these arise.
	Nunito Sans Light	<ul style="list-style-type: none"> • On the cutting edge of health security – confronting global disease threats through advanced computing and lab analysis of huge amounts of data to quickly find solutions. • Putting science into action – tracking disease and finding out what is making people sick and the most effective ways to prevent it. • Helping medical care – bringing new knowledge to individual health care and community health to save more lives and reduce waste.
	Roboto Black Italic	<i>“In April 2022, CDC launched an effort to refine and modernize its structures, systems, and processes around developing and deploying our science and programs. The goal was to learn how to pivot our long- standing practices and adapt to pandemics and other public health emergencies, then to apply those lessons across the organization.”</i>


Both faces chosen for the VI are contemporary, versatile in weights, and pair well together. Roboto was chosen for its geometric shapes, complemented by friendly,

open curves that create a natural reading rhythm. Nunito, with its balanced and rounded design, was specifically crafted for seamless use across digital.



The main color palette was refined and refreshed. We expanded the palette to include three secondary colors that complement CDC blue. We also included two accents and tints that would be used to highlight

important messages. Highlighting the intended emotions to evoke when used. This created a balanced and dynamic palette that reflected the multifaceted nature of our brand.



LIVING IN PUERTO RICO?

What You Need to Know About the Dengue Vaccine

What Is the Dengue Vaccine?

The dengue vaccine, known as Dengvaxia, is the first vaccine approved for the prevention of dengue disease caused by all four dengue virus serotypes in individuals aged 9 through 45 years old who are living in areas with endemic dengue. The vaccine is administered in three doses over a 12-month period.

What Is Dengvaxia?

The dengue vaccine, known as Dengvaxia, is the first vaccine approved for the prevention of dengue disease caused by all four dengue virus serotypes in individuals aged 9 through 45 years old who are living in areas with endemic dengue. The vaccine is administered in three doses over a 12-month period.

Who Should Get the Vaccine?

The World Health Organization (WHO) recommends that the vaccine only be given to individuals who have been previously infected with dengue virus. This recommendation comes after studies indicated that Dengvaxia could increase the risk of

severe dengue in those who had never been infected before the vaccination. In areas like Puerto Rico, where dengue is common, seroprevalence tests might be used to determine if a person has had a previous infection before vaccination.

Vaccine Efficacy and Safety

Clinical trials conducted across several countries have shown that Dengvaxia can prevent symptomatic and severe dengue cases in individuals 9 to 16 years old who had prior infection. The vaccine is generally safe, with the most common side effects being mild and including symptoms like headache, muscle pain, joint pain, fatigue, injection site pain, and low-grade fever.

Did You Know?

While many associate dengue risk with very young children, data from 2010 to 2023 reveals that the 11 to 19 age group experiences the highest number of dengue cases.

This increased risk may be due to greater exposure during outdoor activities and less consistent use of preventive measures such as mosquito repellent. Encouraging proactive prevention habits in teenagers and young adults is essential in reducing dengue's impact.



LIFESTYLE CHANGE PROGRAM

Preventing Type 2 Diabetes in At-Risk Adults

The National Diabetes Prevention Program

The National Diabetes Prevention Program lifestyle change program was developed specifically to prevent type 2 diabetes. It was designed for people who have prediabetes or are at risk for type 2 diabetes but don't already have diabetes.

A trained Lifestyle Coach leads the program. They help you change certain lifestyle habits, like eating healthier, reducing stress, and getting more physical activity. The program also includes group support from others who share your goals and struggles. It's delivered both in person and online. This lifestyle change program is not a fad diet or an exercise class. And it's not a quick fix. It's a yearlong program focused on long-term changes and lasting results.

Improve Your Health

The lifestyle change program can help you lose weight by eating better and being more physically active. You'll also learn how to reduce stress. All these things will help lower your risk for type 2 diabetes and having a heart attack or stroke.

Feel Better and More Energetic


Many participants say they feel better and are more active than they were before the program. Imagine having more energy to do the things you love.

Are You At-Risk?



In the United States, about 1 in 3 adults has prediabetes, and more than 8 in 10 of them don't know they have it. Without taking action, many people with prediabetes could develop type 2 diabetes within 5 years.

With type 2 diabetes, your body can't effectively use insulin (a hormone that helps glucose get into the cells of the body). You can get type 2 diabetes at any age, but certain factors increase your risk.



LIVING IN PUERTO RICO?

What You Need to Know About the Dengue Vaccine

Dengue Fast Facts

400 million dengue infections occur globally each year.

50% of the world's population is at risk for dengue.

4 serotypes of the dengue virus exist, each requiring immunity.

3 doses are required over 12 months to be considered fully vaccinated.

81% less hospitalizations in vaccinated individuals.

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How Does the Vaccine Work?


Dengvaxia is a live recombinant tetravalent vaccine developed using yellow fever vaccine technology. It contains a small piece of the dengue virus that triggers the immune system to develop immunity to the virus without causing the disease. The vaccine's effectiveness can vary based on the serotype and the individual's prior exposure to the virus.

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Surge In Reported Dengue Cases In USA


CDC Guidance to Encourage Prevention



 Dengue Outbreak Imminent!


[cdc.gov/diabetes](#)


Hi, We're DVDB.



Name Placeholder
Title Goes Here


Lorem ipsum dolor sit amet
elit quisque aliquet nunc






Name Placeholder
Title Goes Here


Lorem ipsum dolor sit amet
elit quisque aliquet nunc





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Stay healthy this season!

COVID and flu

> Everyone 6 months and older

RSV

> Everyone 75 years and older

> People ages 60 and over at high risk of severe RSV

> Pregnant people (to protect your baby)



www.cdc.gov/respiratory-viruses



Get your vaccines

RADON AWARENESS WEEK

January 27–31, 2025

“What’s Your Radon Story?”



www.cdc.gov/radon

Core Elements of Antibiotic Stewardship for Health Departments

State and local health departments: You play an important role in guiding antibiotic stewardship efforts and promoting appropriate antibiotic use.

Learn more: <https://www.cdc.gov/antibiotic-use/hcp/core-elements/health-departments.html>



RADON AWARENESS WEEK

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“What’s Your Radon Story?”



www.cdc.gov/radon

CORONAVIRUS DISEASE 2019

(COVID-19)

It is especially important for **pregnant people**, and those who live with them, to protect themselves from getting COVID-19.



cdc.gov/coronavirus

MPOX

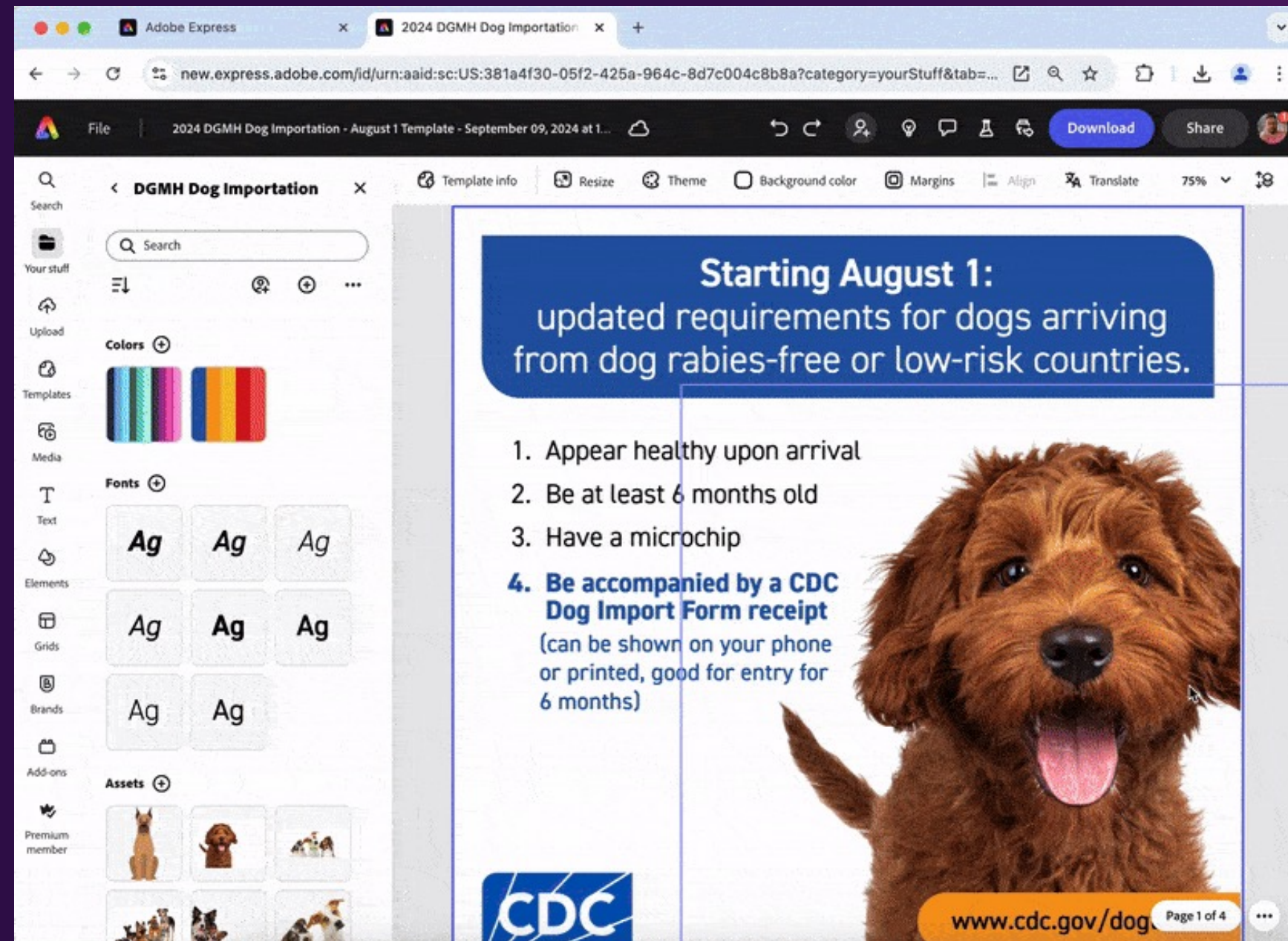
How is mpox spread from person to person?

- Direct skin-to-skin contact with a person who has mpox.
- Includes hugging, day-to-day contact through regular household activities, and sex or intimate touching
- Contact with clothing, bedding, dishes, or other objects used by someone with mpox before they’re disinfected.



cdc.gov/mpox





A planned release on Adobe Express was included for agency staff to use the visual identity templates for quicker turn around times.

LESSONS

The logo was met with skepticism but after I presented the research, data, and mathematical application behind the design decisions, the agency quickly accepted the refreshed mark and was released along with the launch the new CDC website. Audience testing proved the existence of continued brand recognition, sharing other logo options with agency staff exposed concerns but I eased resistance by focusing skeptics on qualitative and quantitative data used, and my use of mathematics to determine letter customization, angels of rays, and overall layout of the mark.

The refreshed visual identity was developed with internal users in mind and visual impact for a multitude of audiences. I guided collaborations among marketing and media team members such as social media, broadcasting, web, and news media. I approved a team idea to use Adobe Express as a tool for template distribution for staff use to support consistency. I provided the team feedback and guidance, and they created a distinctive look with a unified image that set meaningful parameters differentiating the agency's visual presence. I co-presented with a team member, it was met with high enthusiasm from agency staff of all levels.

HAPPY TO CHAT

Let's meet face-to-face, or on your favorite video conferencing tool, over your preferred beverage. Email me to organize a meet to cover more info in detail. Thank you for taking the time to look through this short body of work.

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[linkedin.com/in/ecesarrivera](https://www.linkedin.com/in/ecesarrivera)
ecesarrivera@gmail.com