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 mater 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 curt 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 seees 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.
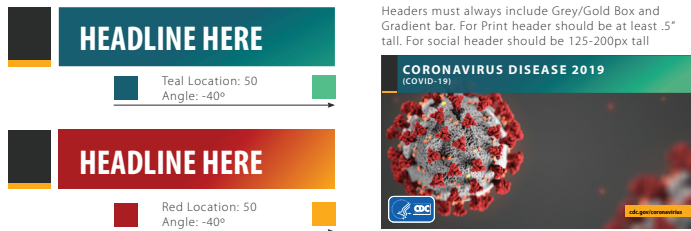
Previous Version

COVID-19: *Style Guide*   July 2, 2020
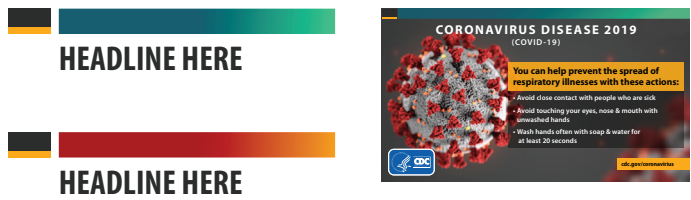
Colors

GOLD
CMYK: 0/37/99/0
RGB: 251/171/24
HEX: #fbab18

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

HEADLINE HERE
Teal Location: 50
Angle: -40º

HEADLINE HERE
Red Location: 50
Angle: -40º

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

CORONAVIRUS DISEASE 2019
(COVID-19)

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

CORONAVIRUS DISEASE 2019
(COVID-19)

HEADLINE HERE

You can help prevent the spread of respiratory illnesses with these actions:
- Avoid close contact with people who are sick
- Avoid touching your eyes, nose & mouth with unwashed hands
- Wash hands often with soap & water for at least 20 seconds

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
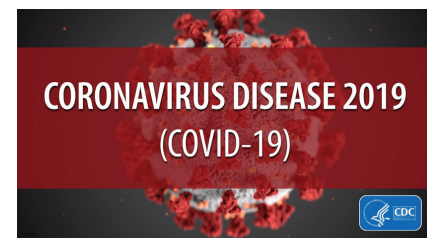# H1 - Semi

H2 - Header
H3 - Header
H4 - Header

P - Chaparral
P- Myriad
- Bullet - Chaparral
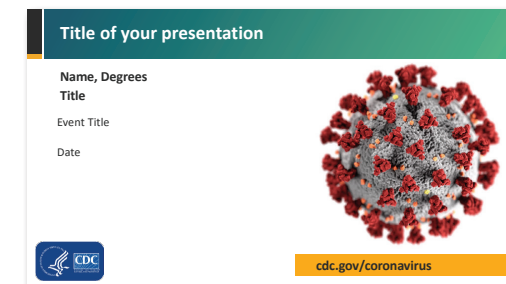 » Bullet - Chapparal
- Bullet - Myriad
1. Number - Myriad

Coronavirus disease 2019 (COVID-19) and you

Health Alert Animation Template

HEALTH ALERT:
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accums.

For More Information: **cdc.gov/coronavirus**

COVID-19 Facts Animation

CORONAVIRUS DISEASE 2019
(COVID-19)

POWER POINT: Title Slide

Title of your presentation
Name, Degrees
Title
Event Title
Date

cdc.gov/coronavirus

POWER POINT: Section Header Color

Solid Background with Color
Use for section headers

POWER POINT: Title Slide ALT
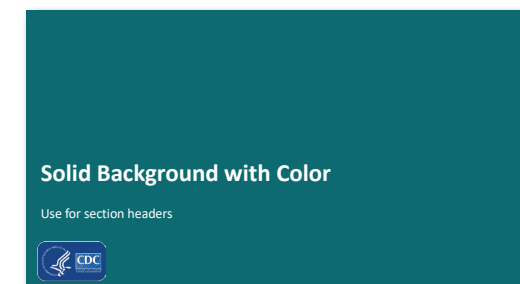
POWER POINT: Section Header Watermark

COMMON AREAS ARE CLOSED
Maintain social distancing at all times.

IT'S GOOD TO SEE YOU— BUT FROM A DISTANCE
PLEASE MAINTAIN AT LEAST SIX FEET OF SPACE BETWEEN PERSONS

MAINTAIN SOCIAL DISTANCE WHEN GREETING COLLEAGUES

KEEP AT LEAST ONE SEAT BETWEEN OCCUPANTS, IN A ZIG-ZAG PATTERN.

Max occupancy in this room:

Summer Camp Poster Campaign

DID YOU WASH YOUR HANDS?
DON'T LET YOUR GERMS GO FOR A RIDE
KEEP SPACE BETWEEN YOU AND OTHERS
DON'T FEEL WELL? TELL AN ADULT IF YOU FEEL SICK
CAMP RULES

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

If you must travel this Mother's Day
Wear a **cloth** face covering
Wash your hands or use hand sanitizer
You always protected me
Now I'm protecting you
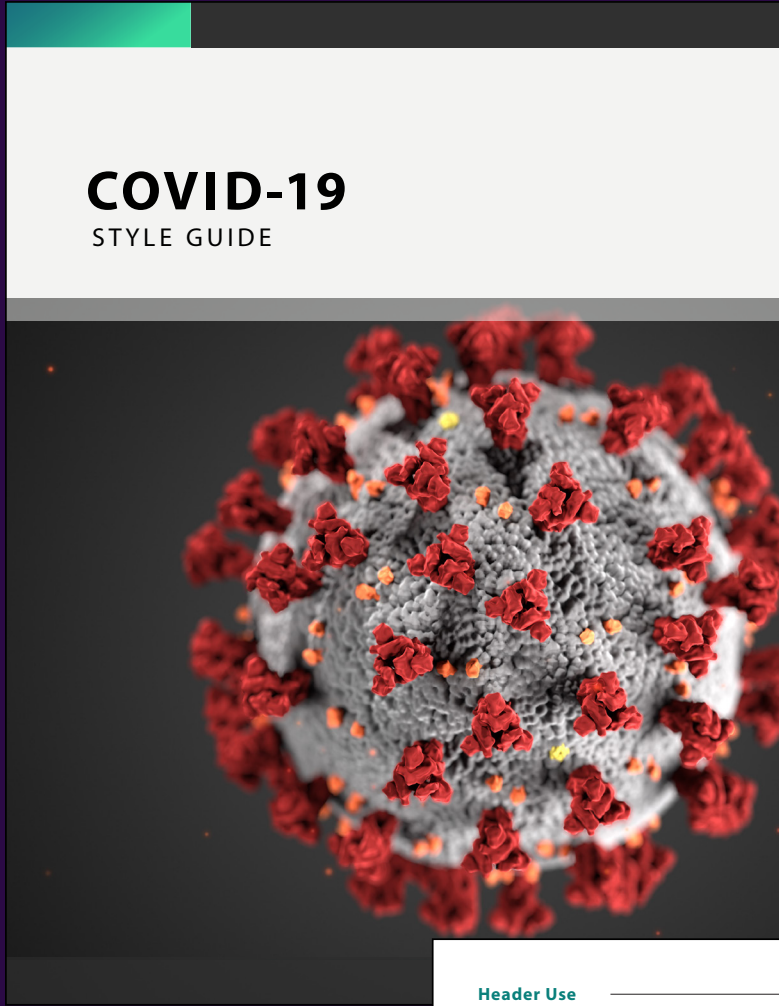
COVID-19
STYLE GUIDE

Colors

Primary Colors

Gold
CMYK: 0/37/99/0
RGB: 251/171/24
HEX: #fbab18

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: #fbab18

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: #373de6

Secondary Palette

CMYK: 7/61/74/0
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

Tertiary Palette

CMYK: 17/13/12/0
RGB: 208/209/211
HEX: #d0d1d3

CMYK: 16/16/74/0
RGB: 220/201/99
HEX: #dcc96

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 | #fbab18 | #373de6 | #24db94 |

| #171c73 | #fb3001e |

Secondary Palette

| #e57e51 | #BC5829 |
| #00818A | #a5c9c9 |

Tertiary Palette

| #d0d1d3 | #27343a |
| #dcc963 | #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

DIN 2014 Regular
DIN 2014 Demi
DIN 2014 Bold

Body

Georgia Regular*
Georgia Italic
Georgia Bold
Georgia Bold Italic

Font Pairing / Use

Banner Heading
Supporting Text Heading

Body Header 1

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.

Headings, H1:
Myriad Pro Bold Condensed
Myriad Pro Semibold Condensed

Subheadings, H2:
Myriad Pro Semibold Condensed

Body:
Chapparal Pro Regular

Other Styles

Banner Heading
Supporting Text Heading

Body Header 1

Headings, H1:
Helvetica LT Std Bold Condensed
Helvetica LT Std Roman

Subheadings, H2:
Helvetica LT Std Roman

Banner Heading
Supporting Text Heading

Body Header 1

Headings, H1:
DIN 2014 Bold
DIN 2014 Demi

Subheadings, H2:
DIN 2014 Demi

Body:
Georgia Regular

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.

Header Use
3 variations of use

Grey text box: HEX #efefee, full opacity.

50% — Grey text box: HEX #efefee, **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

Image Samples
size of IMG indicates ranking

EXAM ROOM

HAND SANITIZER

LAB

ON LOCATION VACCINE PHOTOSHOOT

TELEMEDICINE

Illustrations

DETAILED, GREY SCALE: Slow turnaround time

OUTLINE: Moderate turnaround time

ORIGINAL ICONS: Quickest turnaround time

Updated Version

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 invironment that provided 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 reaise 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.

Iterations including
anticipated name
change or abbreviation

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

COLORS

Palette includes colors that elicit attention, action and alertness while also providing trust, transparency and authority. Palette also includes complimentary and monochromatic color schemes to add visual depth.

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

Sunflower
CMYK: 0/29/73/0
RGB: 252/189/94
HEX: #fcbd5e
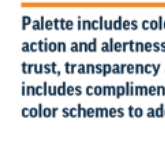
Aqua
CMYK: 43/9/36/0
RGB: 148/194/173
HEX: #94c2ad

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

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

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, aestia 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, aestia 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

Page 11 — ANGLES EXAMPLES

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

Page 12 — TEXTURE EXAMPLES

Layered texture effect elicits feelings of discomfort and grit.

Page 13 — SOCIAL / WEB GRAPHICS

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
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
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 65 countries, including 929 in the US.
Global Cases 10,611   US Cases 929

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

5°-15° angle of interdermal injection   5° - 15°
Epidermis   Dermis

5°-15° angle of interdermal injection   5° - 15°
Epidermis   Dermis

5°-15° angle of interdermal injection   5° - 15°
Epidermis   Dermis
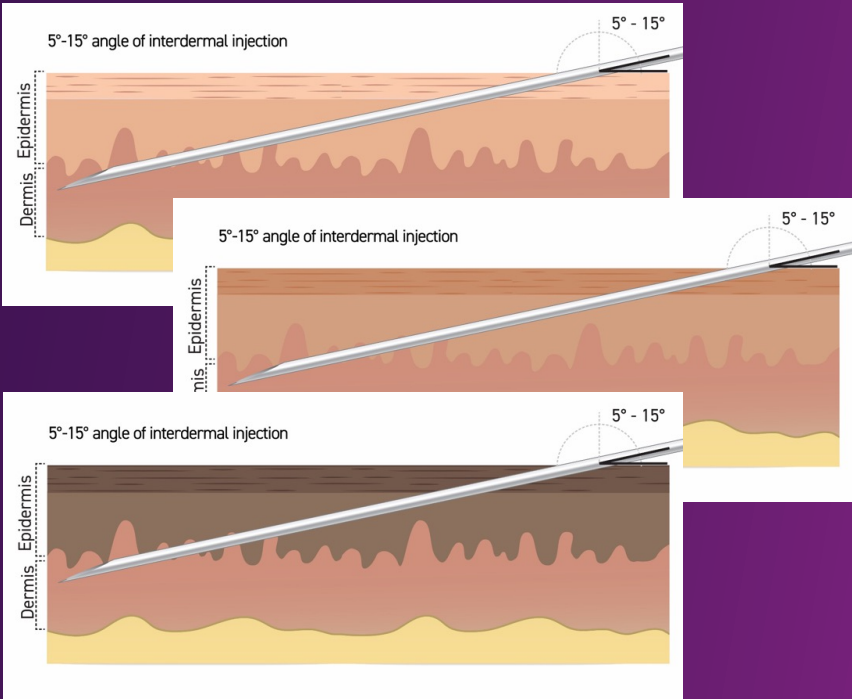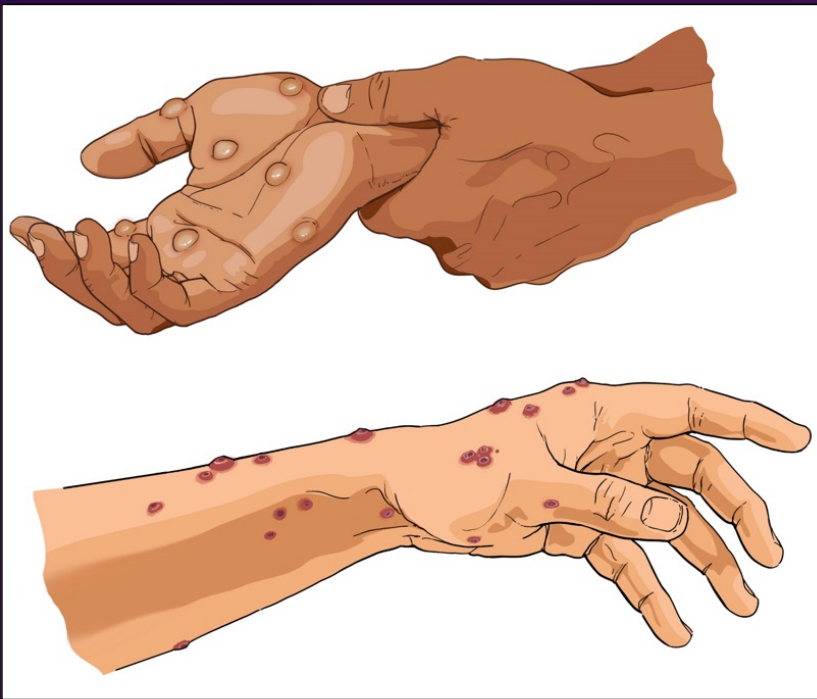
MONKEYPOX UPDATE
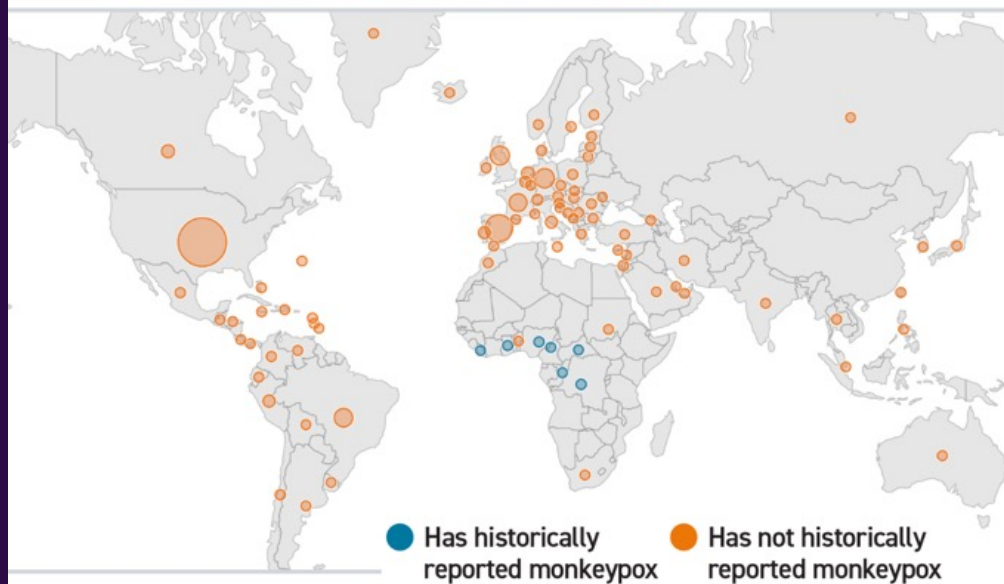
As of August 16, **38,019** confirmed or probable monkeypox cases have been identified in **93** countries, including **12,689** in the U.S.

Global Cases
38,019

U.S. Cases
12,689

● Has historically reported monkeypox
● Has not historically reported monkeypox

www.cdc.gov/Monkeypox

CS332365 08/17/2022

CDC

Want to learn more about Monkeypox?

CDC

MONKEYPOX TECHNICAL REPORT

CDC

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.

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.

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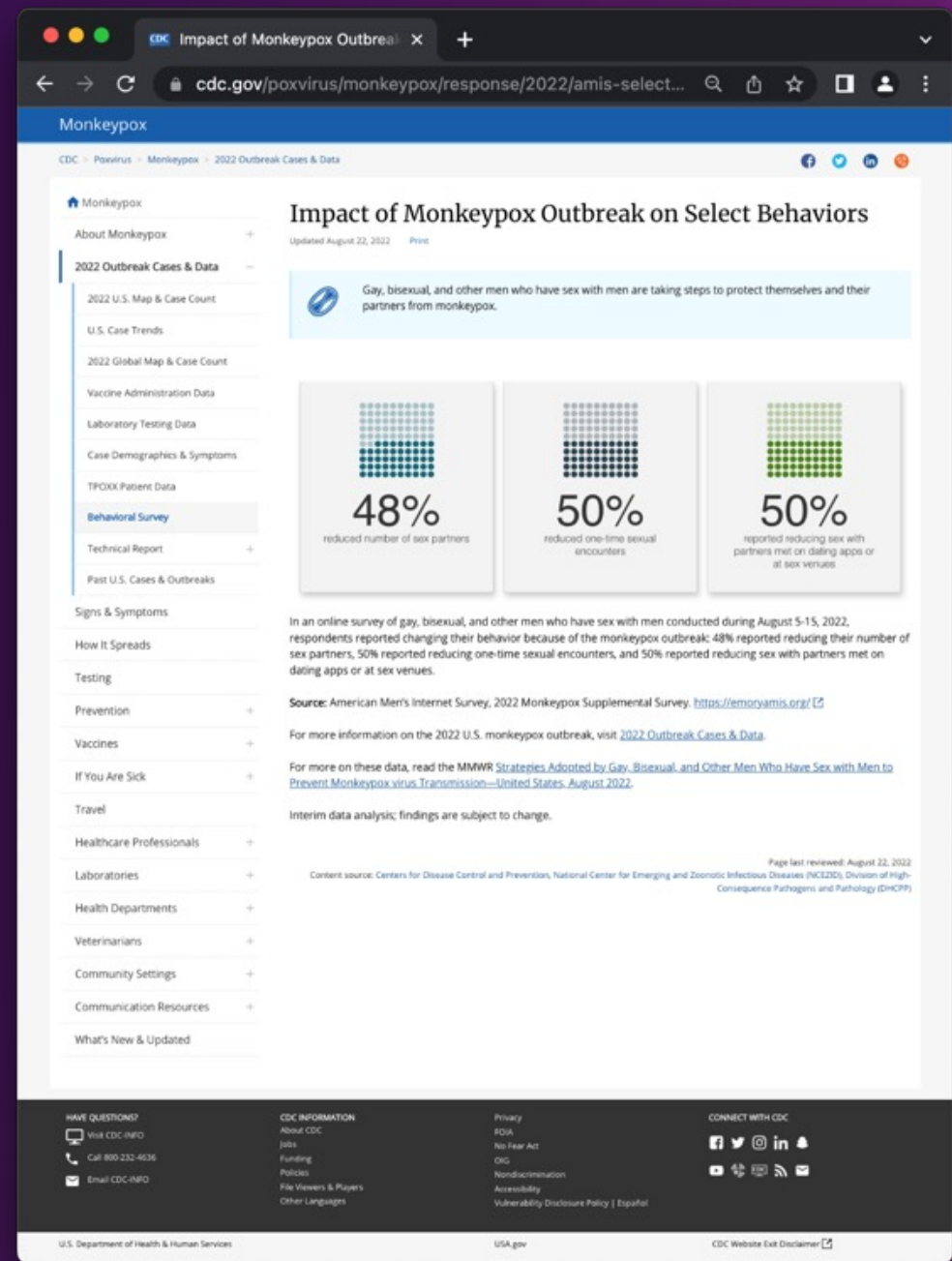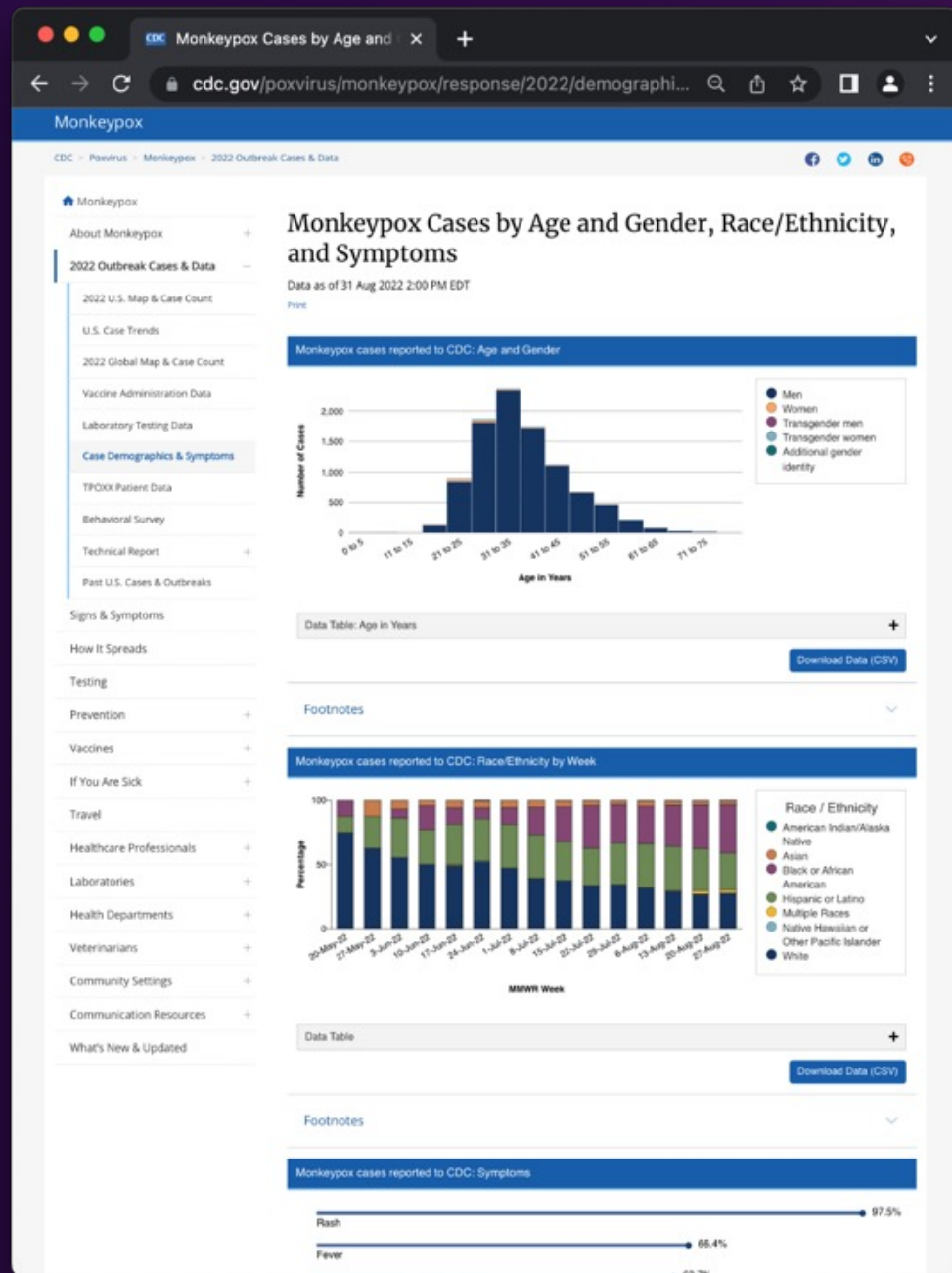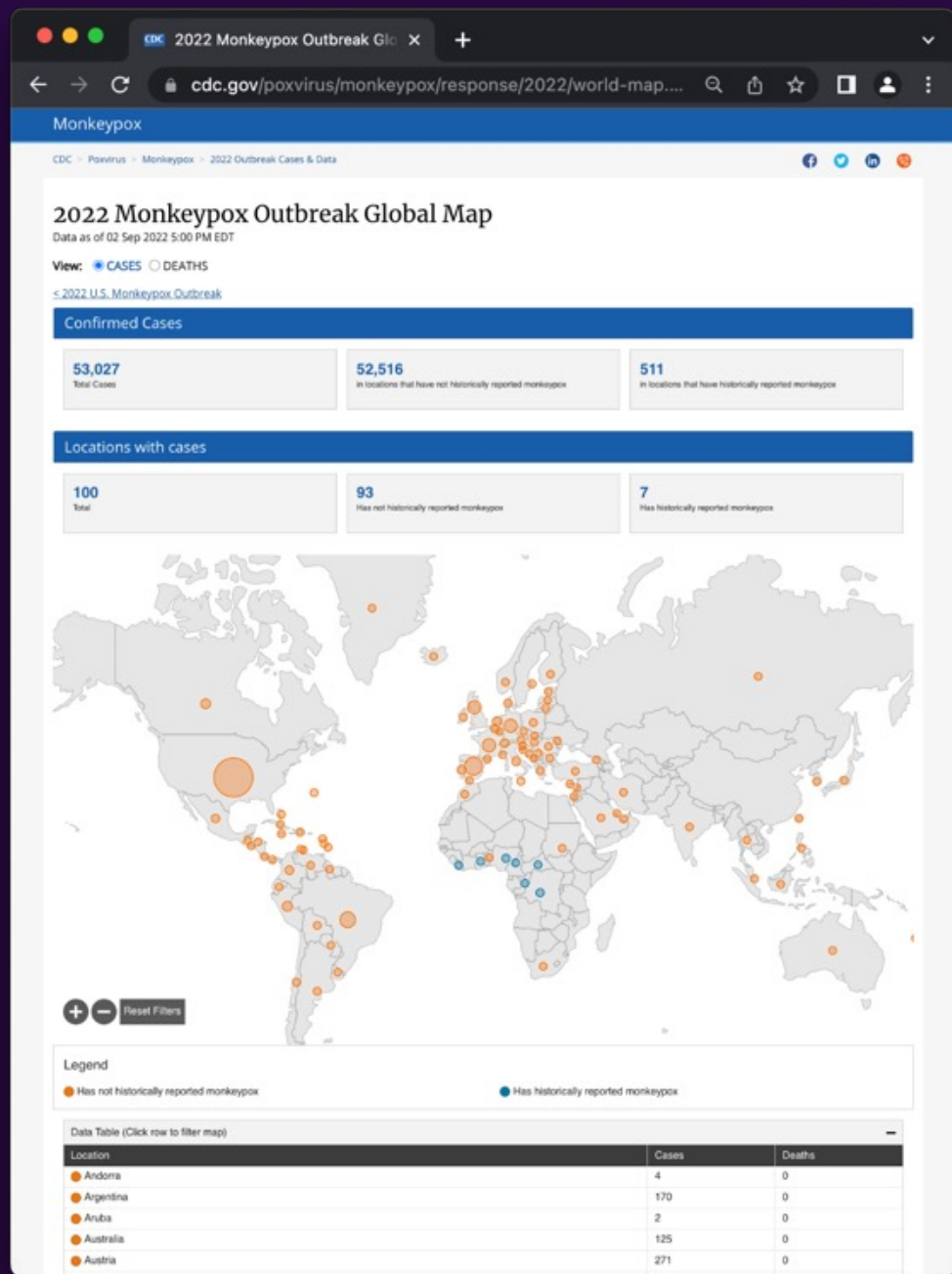
The team worked with
web developers and
engineers to create up-
to-the-minute data viz for
use on the CDC website.

The illustration team employed genAI to produce images in tight timelines, then refining by hand.
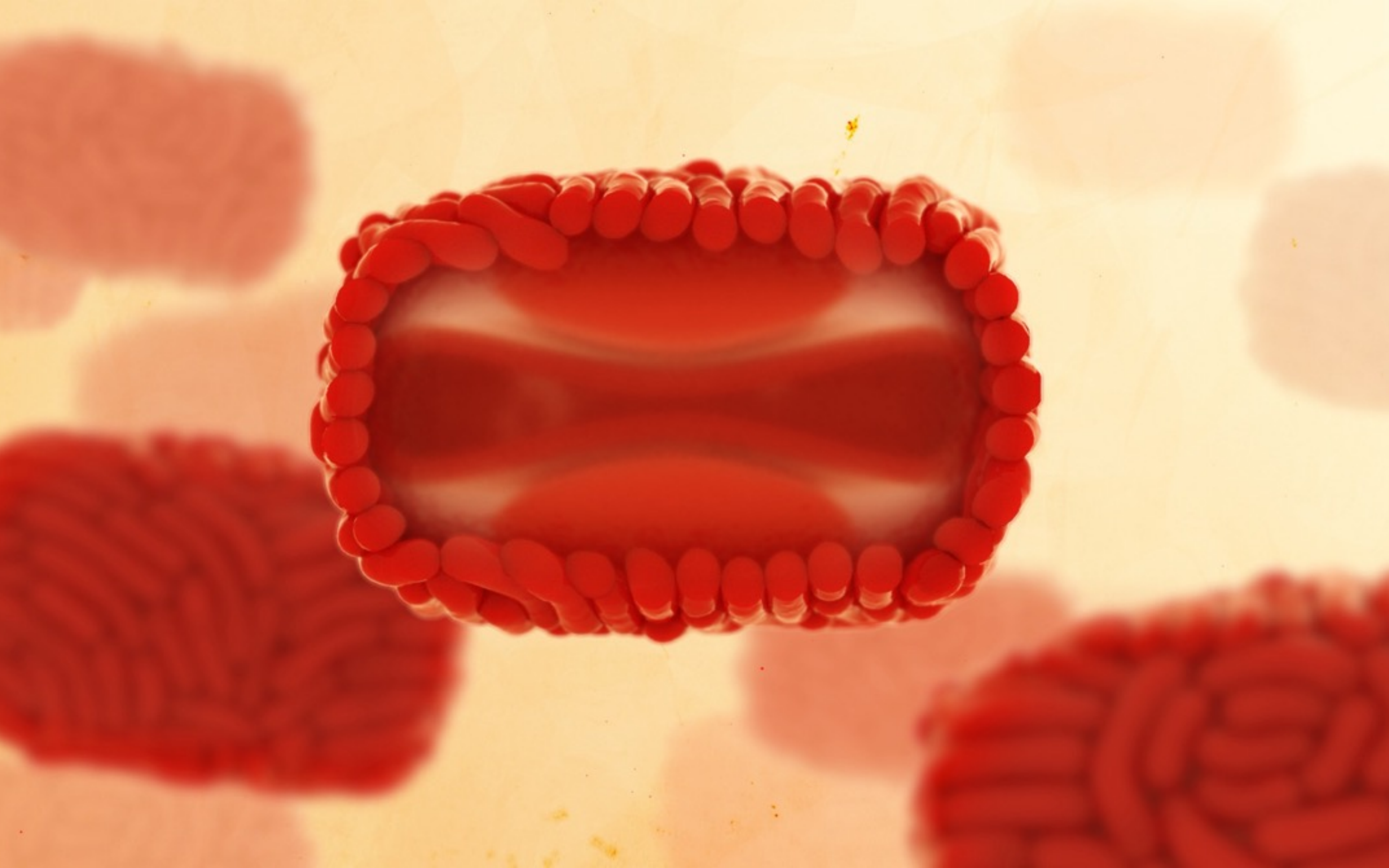
"The historical knowledge and expertise [the team] bought to the brand design process was incredibly helpful in guiding us. The time and effort they put in during the beginning of the process allowed us to have consistent visuals from the very start of the response leading to cohesive design throughout."

—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.

Make Tail White

Make Spotted Dairy Cows

Tail Switch too Short

Leg too Straight

Add Tuber Calcis

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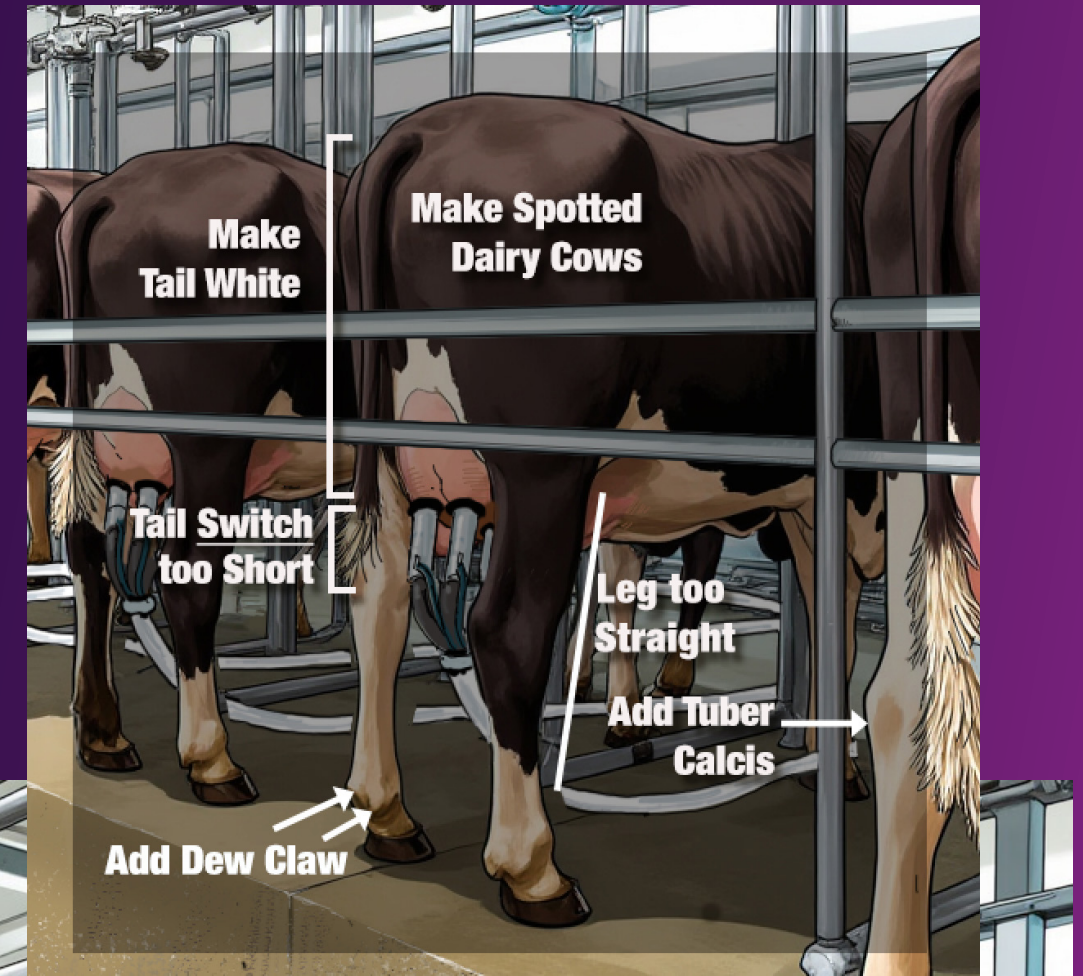
Guidance from me, the cows and the anatomy looked incorrect and they all looked copy and paste. The team refined the work to include milking cows, Holstein cows, and corrected anatomy.

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

Teams were using genAI to generate elements for videos and generated vieos 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)
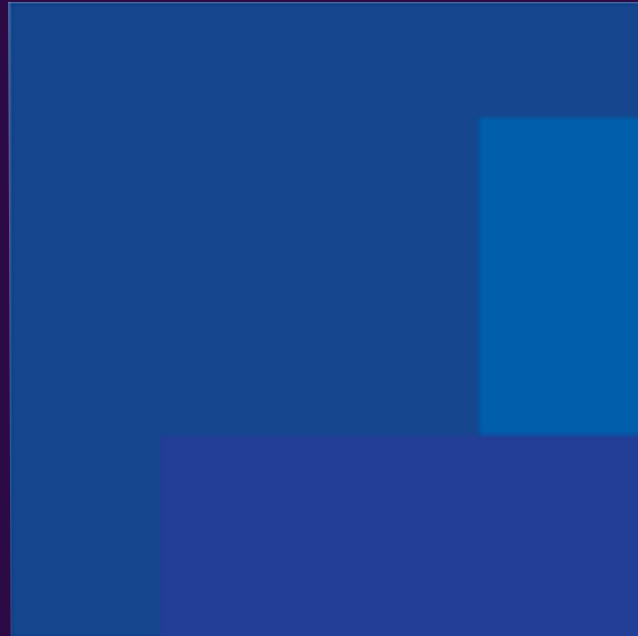
PMS 2935C (new color)

CMYK Conversions

RGB

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.

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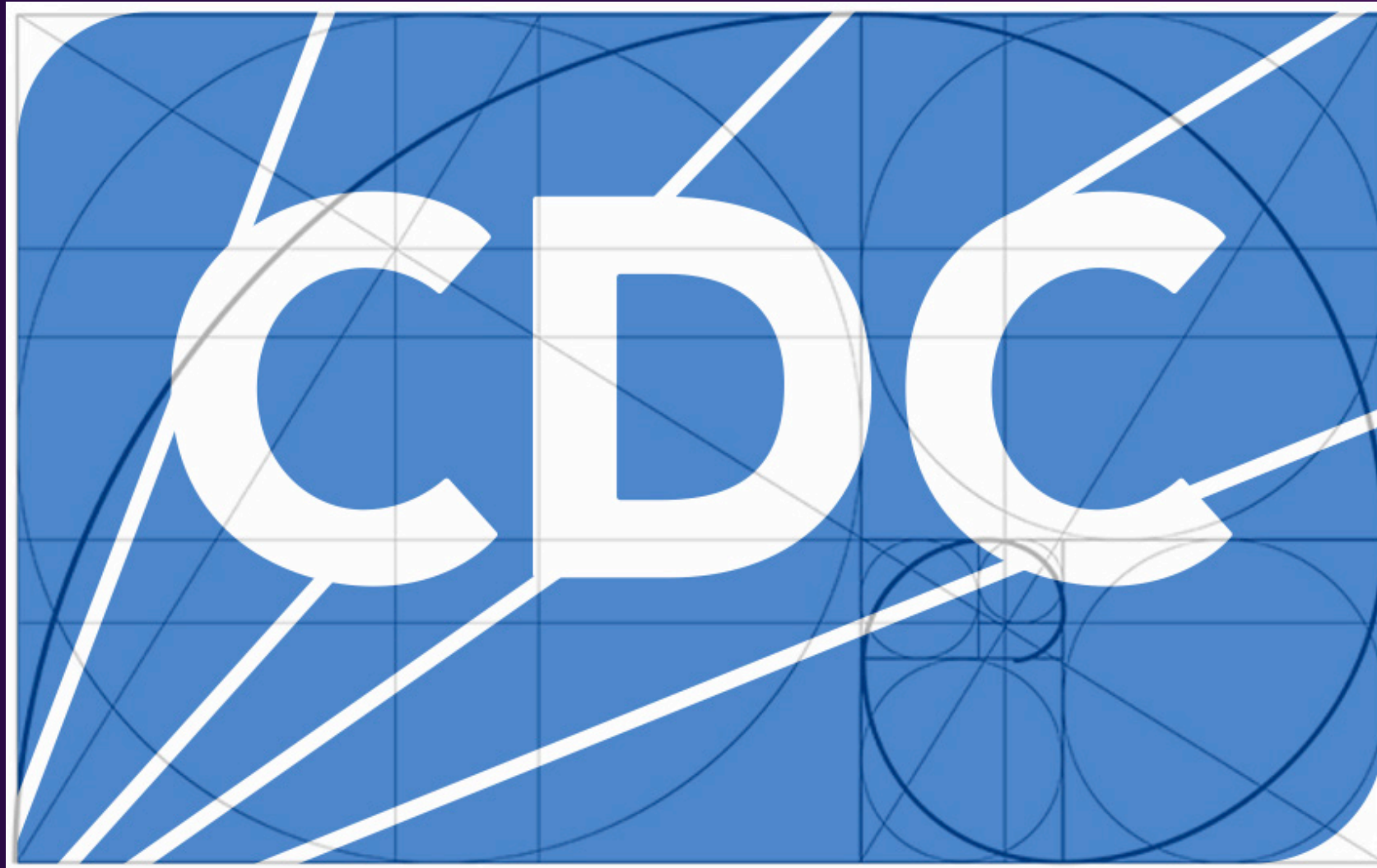
We employed the golden section as a means to
determine a strong and powerful layout and
structure, that is based on the Fibonacci sequence.

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	• 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	*"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."*

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?

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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.

cdc.gov/diabetes

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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CDC

Surge In Reported Dengue Cases In USA

CDC Guidance to Encourage Prevention

Dengue Outbreak Imminent!

MEET THE TEAM

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

Name Placeholder
Title Goes Here
Lorem ipsum dolor sit amet elit quisque aliquet nunc

Lorem ipsum dolor sit amet consectetur adipiscing elit quisque aliquet nunc a felis ullamcorper vitae facilisis sem ornare duis vel iaculis est.

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)

Get your vaccines

CDC   www.cdc.gov/respiratory-viruses

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.

Leadership, Accountability, Expertise

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

CDC

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   cdc.gov/coronavirus

RADON AWARENESS WEEK

January 27–31, 2025

What's Your Radon Story?

Have you heard about radon?

CDC   www.cdc.gov/radon

RADON AWARENESS WEEK

January 27–31, 2025

What's Your Radon Story?

CDC   www.cdc.gov/radon

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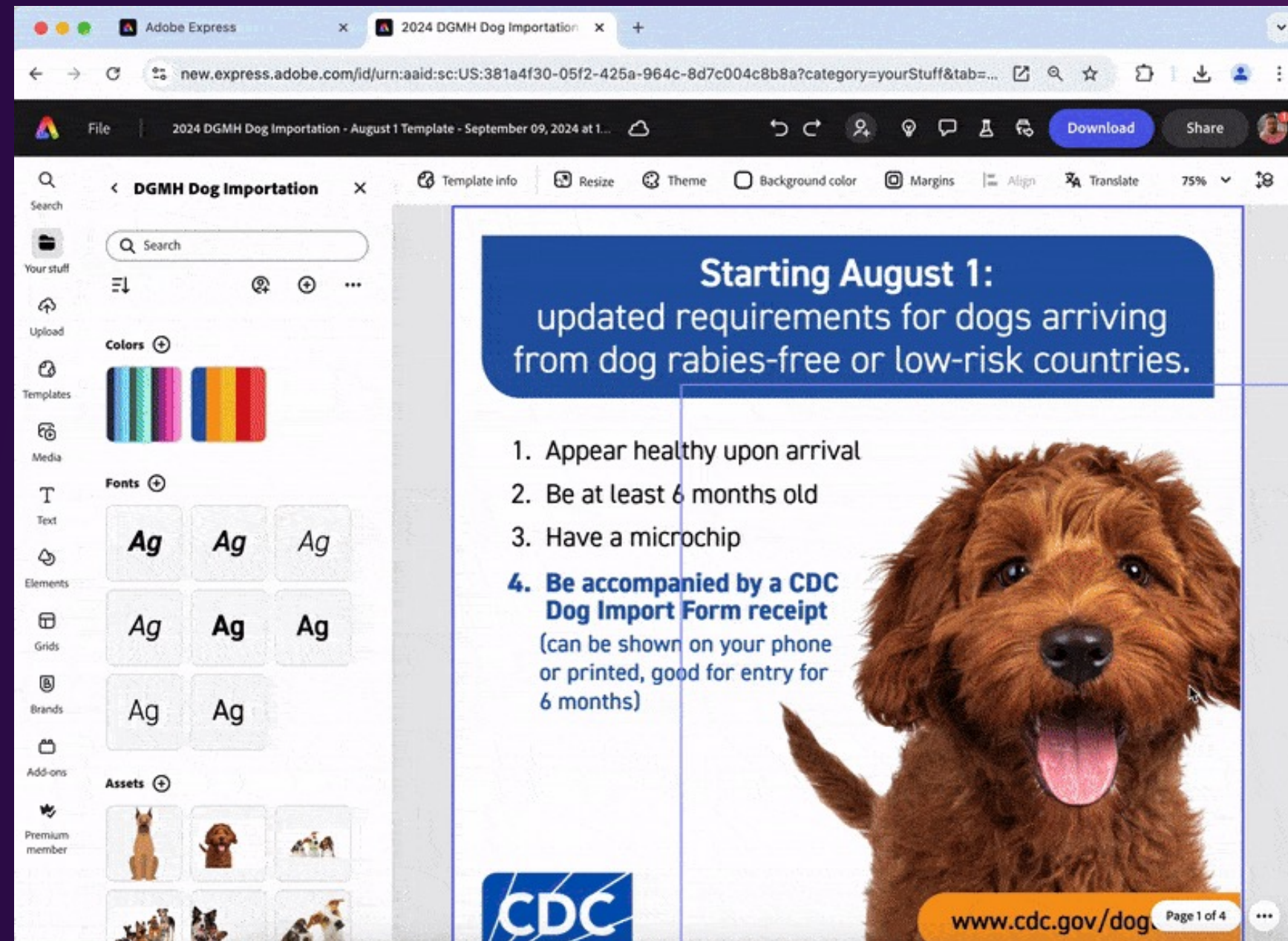
A planned release on Adobe Express was included for agency staff to use the visual identity templates for quicker turn around times.

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 copresented with a team mamber, 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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