

CARESSE AMENTA | GRAPHIC DESIGNER | PHOTO RETOUCHER | CREATIVE CONSULTANT
caresse@cladesign.com | 860 833 9811 | @plaidvanessa | @cladesign97



photo: Breck Macnab Photography

HI! I'M CARESSE

I'm an independent graphic designer, photo retoucher, triathlete, traveler, fitness instructor, and cat lover. For over two decades, I've worked with small businesses and individuals on brand development, print & digital marketing materials, and whatever else is needed to create opportunity, growth, and community.

A keen eye for visual communication, combined with strong photo retouching and copy editing skills, allow me to offer a complete design package. Whether clients are looking to brand or rebrand; need print materials; want to upgrade their website; layout a cook book; or have photos that need restoration, I'm here. I've worked with a diverse array of clients over the years, including yoga studios, nonprofits, musicians, writers, city government agencies, community organizations, and race directors.

I approach every project with integrity, seriousness, and humor — sometimes the best creative breakthroughs happen in conjunction with silliness. Sometimes a mini karaoke microphone is involved. Whatever the process, I'm passionate about helping my clients effectively communicate their brand and pride myself on maintaining powerful and long-term relationships. I may be an independent designer, but I thrive as part of a team.

In addition to design, I teach kickboxing and cycling, volunteer as a guide for disabled athletes, and chill with my five rescue cats.

I love color and breathe fonts. My favorite color is plaid.

PRIMARY EXPERIENCE

1997-present CLA design | Independent Contractor/Designer

- translate ideas and objectives into intelligent, effective collateral
- uniquely skilled in moving projects from inception through completion, on time and within budget, resulting in happy clients
- combine visual communication, strategic planning, problem-solving, relationship-building, and copywriting/editing skills in order to offer a complete design package
- social media management and content creation
- manage multiple concurrent projects while meeting deadlines
- coordinate with photographers, writers, and other vendors

DESIGN SKILLS + EXPERTISE

Proficiency with: InDesign, Photoshop, Illustrator - Writing, copy editing - Photo retouching

Working knowledge of: HTML, CSS - Microsoft Office - Photography

Bonus skills: Organized - Creative - Flexible - Quirky - Patient - Curious - Kind

SECONDARY EXPERIENCE

1997-present Fitness Instructor: cycling, barre, kickboxing, yoga, run coach

- design classes and workouts to accommodate various skill levels and learning abilities
- empower and motivate students both during class and through everyday actions
- present as professional, but also as human, because fitness is not about achieving perfection

2014-present Art+Soul Hartford | Cofounder/Organizer

key achievement: executed six successful annual markets, the pinnacle of which raised \$6000 for Protectors of Animals during the single-day event in 2017

- produce and orchestrate an annual Hartford-based artisan market, whose mission is to raise money and awareness for local causes, as part of an all-female, volunteer team
- coordinate two dozen vendors, location logistics, all print and digital communications
- cultivate community excitement and engagement through social media and word-of-mouth

2014-present Island of Misfit Crafters | Cofounder/Artist

- create funky and functional gifts using recycled, found materials and photography

CONTACT

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EDUCATION

Bachelor of Arts
Publishing
Hofstra University
1988-1991

VOLUNTEER

WHY Outreach, Inc.

Board of Directors
Secretary

Achilles Connecticut

Guide for disabled athletes

Protectors of Animals

Clean+Feed volunteer



CLIENT bhd project (2013-2023)

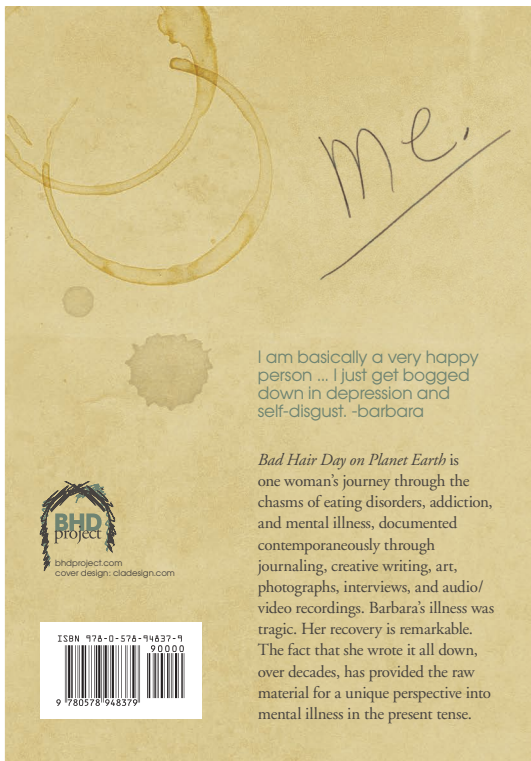
ROLES book designer/copy editor, project manager, marketing director, web designer/developer, copy writer, social media content creator

Ten years ago, my client of over a decade approached me about embarking on a book project. There was no specific direction or even a goal at that time; she simply had a story to tell.

Barbara Ruzansky is the owner of West Hartford Yoga in CT. Although many in the community see her as a successful businesswoman and model of healthy living, she spent 30 years struggling with eating disorders, depression, and addiction. She was in and out of psychiatric hospitals, unable to work, and dangerously close to suicide. Yet, in the midst of her trauma, she managed to write it all down, resulting in 6,000 pages of journal entries, letters, artwork, interviews, and audio recordings.

I worked with Barbara and an all-woman team to collect, compile, and transcribe the aforementioned artifacts; co-edit the journals; and design a 500-page multi-dimensional book, *Bad Hair Day on Planet Earth*. It's a story told in real time with minimal reliance on memory or the wisdom of the present, offering a glimpse into the mind of someone who is suffering from mental illness and trauma; someone who feels out of control.

We went on to form BHD Project, whose mission is to shed light on the inner struggle of someone in crisis and create a culture of understanding and acceptance. Through the book, a planned safe and supportive online platform, and holistic healing events, we aim to open a conversation on the intersection of mental illness, holistic healing, and creative expression.

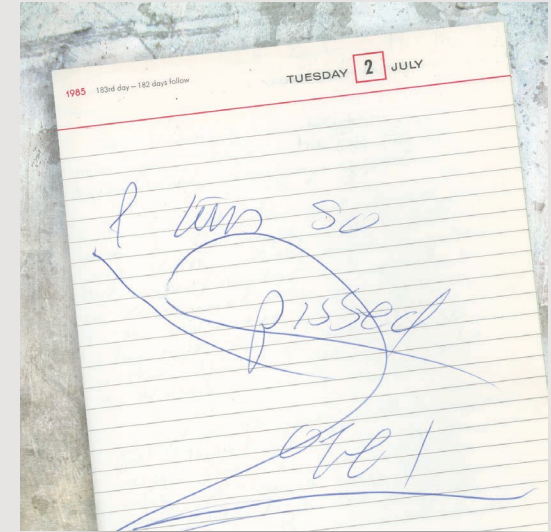
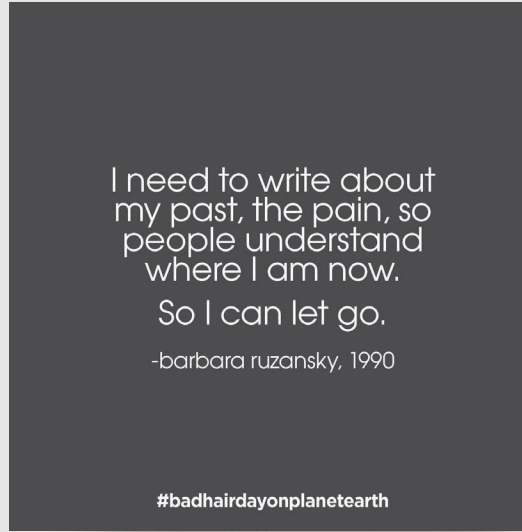


@thebhdproject



[October 20, 2022 post]

Yoga was one of the factors that helped Barbara along the path to healing. It was not a linear path, but rather, one filled with ups & downs, relapses, pain and grief, plenty of questioning, and nuggets of hope along the way. But once Barbara connected with and committed to yoga, her daily practice helped to ground her physically and emotionally.



[November 27, 2021 post]

We've all felt it. Anger. Maybe towards ourselves or another. Maybe situational. Sometimes we keep it bottled up, but that is rarely helpful. Journaling can help express anger and other overwhelming feelings in a healthy way, while also refocusing our brains through mindful and directed expression. Scribbling helps too.



BHD Project



**SATURDAY
HOT YOGA**
11:00am ... @michaeltorrantyoga

January 28
February 11
February 25

RESERVE YOUR SPOT ONLINE:
WESTHARTFORDYOGA.COM

CLIENT west hartford yoga (2001-2023)
ROLES creative director, print designer, copy writer
web designer/developer, project manager,
social media content creator, production,
photo retoucher, team confidant



**NEW STUDENT
SPECIAL!**
2 WEEKS FOR \$20

WESTHARTFORDYOGA

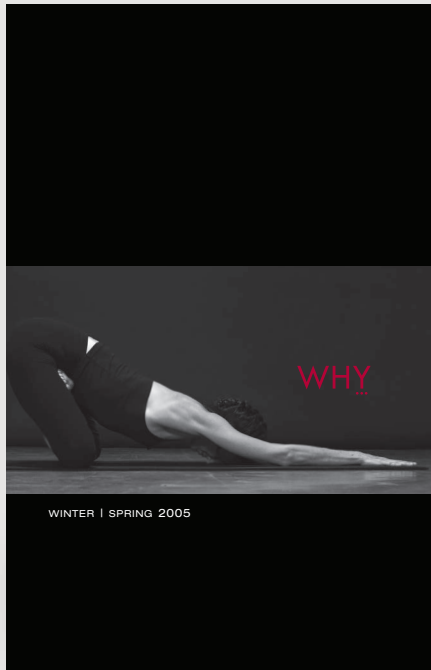
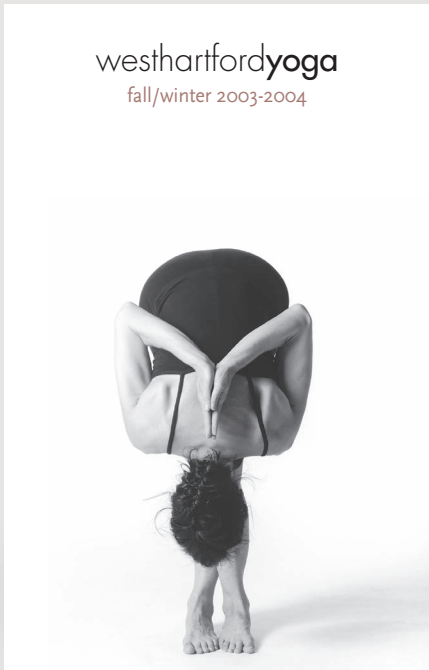
In 2001, West Hartford Yoga (WHY) was poised to open the largest yoga studio in Connecticut. After a chance meeting in one of her classes (and by chance, I mean I boldly introduced myself), I collaborated with the studio owner to create a refreshing brand identity that would stand out from others in their arena while also reflecting the simplicity and spirituality inherent in the practice. Their marketing consistently adopts the warm, welcoming colors of the studio interior while keeping the large array of information both organized and visually appealing.



NEW ARRIVAL!
HATS
2 STYLES, 4 COLORS
get your favorite at the #whyboutique ... supply is limited!

Throughout our 22-year relationship, I have maintained brand integrity as we transitioned from printed mailers to social media marketing. As the WHY vision spread, this studio with deep community roots began to offer more to their audience, including a teacher training, free classes in local parks, and an awe-inspiring and diverse unification of local yoga studios into an event we call OM Street Yoga. I have been honored to work with Barbara, WHY's founder, on every project, including her just-released book and also serving on the board of WHY Outreach, a nonprofit bringing yoga and healing into underserved communities.

My unofficial role as WHY's marketing goddess (I have an actual name tag!) involves managing and meeting all deadlines, offering creative solutions to unforeseen issues, providing support to team members, and unabashedly offering matter-of-fact professional opinions (most often when asked).



whyoutreach.org

westhartfordyoga

WHY

WHY
in the parks

whyintheparks.com

West Hartford Yoga



SATURDAY, JULY 21 ... 8:00-9:30AM

GET YOUR ASANA IN THE STREET!

Join WHY for a free, all-levels yoga class on Saturday, July 21 at the corner of LaSalle Road & Farmington Avenue, West Hartford. Parking is available in municipal lots. Bring a mat, a friend, and your best "OM"!

Call 860-953-YOGA or visit westhartfordyoga.com for more info.

#OMSTREET

ASL interpretation will be available at OM Street.



WHY happenings

SUMMER/FALL 2018

Community is a sign that love is possible in a world where people so often either ignore or fight each other. -Susan Vanier

august	september
<p>WHY in the Parks, 5:30-6:30pm Eisenhower Park - Katie Wednesdays ... 8.1, 8.8, 8.15, 8.22 Join us for free, all levels yoga classes! Bring a yoga mat, towel, and water bottle.</p> <p>Restorative Yoga/Yoga Nidra Mini Workshop, 6-7:30pm Friday, August 3 - Corinna Take yourself to a nourishing evening of supported poses, breath work, hands-on healing, and yoga nidra to bridge the gap between the work week and weekend.</p> <p>WHY in the Parks, 8:00-9:00am Fernridge Park - Jenn & Katie Saturdays ... 8.4, 8.11, 8.18, 8.25 Join us for free, all levels yoga classes! Bring a yoga mat, towel, and water bottle.</p> <p>WHY in the Parks, 8:00-9:00am Beachland Park - Sarah Sundays ... 8.5, 8.12, 8.19 Join us for free, all levels yoga classes! Bring a yoga mat, towel, and water bottle.</p> <p>Yoga for Cancer, 1:30-2:45pm Thursdays, 8.9, 8.23 - Nina A 75 minute complimentary yoga class for anyone coping with cancer—newly diagnosed, undergoing treatment, or in recovery. Free through WHY Outreach.</p> <p>Yoga for Recovery, 6-7:30pm Friday, August 10 - Jini All levels class offering physical, mental, and emotional support to those struggling with addictive behavior or in recovery. Free through WHY Outreach.</p> <p>Coma Acupuncture, 1:23-2:30pm Saturdays ... 8.11, 8.18 Dr. Kara Burkhardt Effective, affordable, high quality acupuncture in a peaceful, warm, group environment. Treatments are 45 minutes.</p> <p>Restorative Yoga, 12:30-3pm Sunday, August 19 - Corinna, Adriana & The Conduit A blend of supported poses, gentle yoga, guided meditation and hands-on healing will ease your body and mind into a deep state of relaxation.</p>	<p>Labor Day Holiday Schedule Monday, September 3 Holiday schedule at westhartfordyoga.com.</p> <p>Yoga for Cancer, 1:30-2:45pm Thursdays, 9.6, 9.20 - Nina A 75 minute complimentary yoga class for anyone coping with cancer—newly diagnosed, undergoing treatment, or in recovery. Free through WHY Outreach.</p> <p>Restorative Yoga/Yoga Nidra Mini Workshop, 6-7:30pm Friday, September 7 - Corinna Take yourself to a nourishing evening of supported poses, breath work, hands-on healing, and yoga nidra to bridge the gap between the work week and weekend.</p> <p>Free Intro to Yoga, 1-2pm Saturday, September 8 - Jude Fuel better. Get stronger. Breathe deeper. Start now! No experience required.</p> <p>Community Acupuncture, 1-2:30pm Saturdays, 9.8, 9.29 - Dr. Burkhardt Effective, affordable, high quality acupuncture in a peaceful, warm, group environment. Treatments are 40 minutes.</p> <p>Practicing for Longevity, 12:30-3pm Sunday, September 9 - Tony & Mike This workshop will break down yoga poses with an emphasis on safe options. Information about the skeletal, muscular, nervous, and other systems are included.</p> <p>WHY Outreach Community Yoga 3-4pm - Sarah & Kathryn Sundays ... 9.9, 9.16, 9.23, 9.30 The money we raise through 31 Community Yoga goes directly to WHY Outreach, a nonprofit organization that brings yoga & holistic healing to everyone, regardless of social, economic, or cultural barriers.</p> <p>Fall Intro to Yoga Series, 8 weeks Thursday series begins 9.13 - Marti Monday series begins 9.17 - Nykeli Saturday series begins 9.22 - Nina Learn the fundamentals of yoga - alignment, breathing, and relaxation techniques. Perfect for those new to yoga or wanting to reacquaint themselves with the basics.</p> <p>Yoga for Recovery, 6-7:30pm Friday, September 14 - Jen Offering physical, mental, and emotional support to those struggling with addictive behavior or in recovery. Free through WHY Outreach.</p> <p>Investment Workshop, 1-3pm Saturday, September 15 - Corinna For students looking to build strength and confidence in their inversion practice, with focus on forearm balance and tripod headstand.</p> <p>Essence Sound Meditation, 12:30-2:30pm Sunday, September 16 - John & David This unique guided meditation, combining essential oils and music, will help you connect to your wisdom and integrate that into your life.</p> <p>40 Day Restor, 6-7am 9.17 - 10.27 - Corinna & Marcia A comprehensive 8-week program of yoga, meditation, healthy eating, and personal inquiry to help re-create the life you want to live.</p> <p>Late Summer Yin & Acupuncture Workshop, 1-3:30pm Saturday, September 22 Kevin & Dr. Kara Burkhardt Transition from the fire of Summer to the coolness of Fall and counter summer-season fatigue, low energy, or lack of motivation.</p> <p>Restorative Yoga Workshop with Aromatherapy, 12:30-3pm Sunday, September 23 Corinna & Adriana A blend of supported poses, gentle yoga, guided meditation and hands-on healing will ease your body and mind into deep relaxation.</p> <p>Suffering Feeling Comfortable with the Uncomfortable, 1-4pm Saturday, September 29 Marcia & Di Horn If not properly moved through our nervous system, trauma can manifest as chronic pain, anxiety, or depression. This kundalini yoga workshop will provide you with a safe space in which you can release the suffering.</p> <p>Yoga for Back Care, 12:30-2:30pm Sunday, September 30 - Tony This meditative practice will balance the body and relieve tension, while improving circulation, posture, flexibility, and stability of the back.</p>

westhartfordyoga.com | www.westhartfordyoga.com | 860.953.YOGA | 23 brook street, west hartford ct 06110

OM Street Yoga article published in Natural Nutmeg - July 2017

Get Your Asana in the Street!

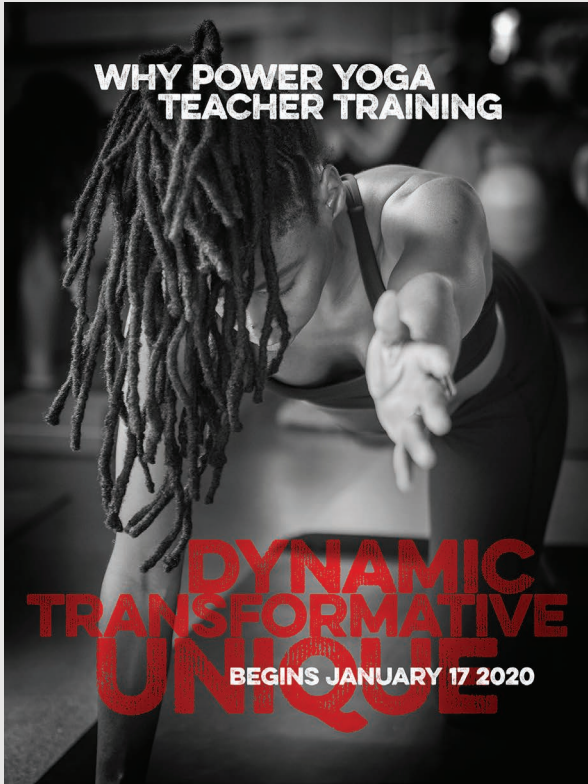
#omstreet

Free yoga on LaSalle Road!

Saturday, July 21 at 8:00am


(July 28 rain date)

westhartfordyoga.com



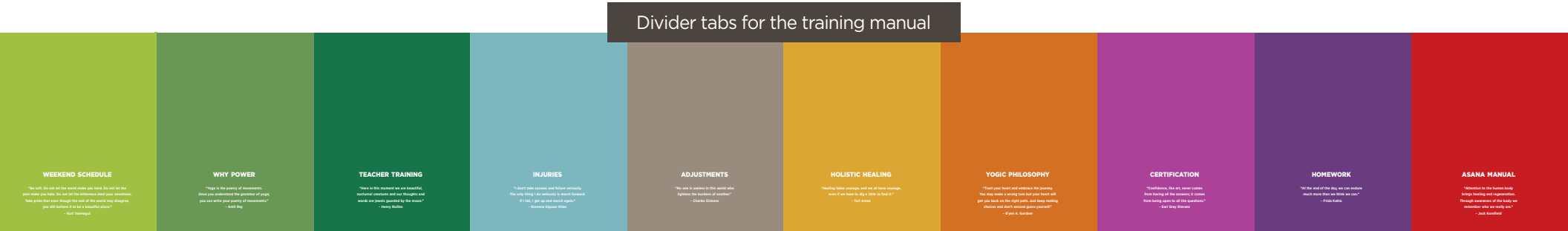
WHY POWER YOGA TEACHER TRAINING | 2020
 WITH BARBARA RUZANSKY

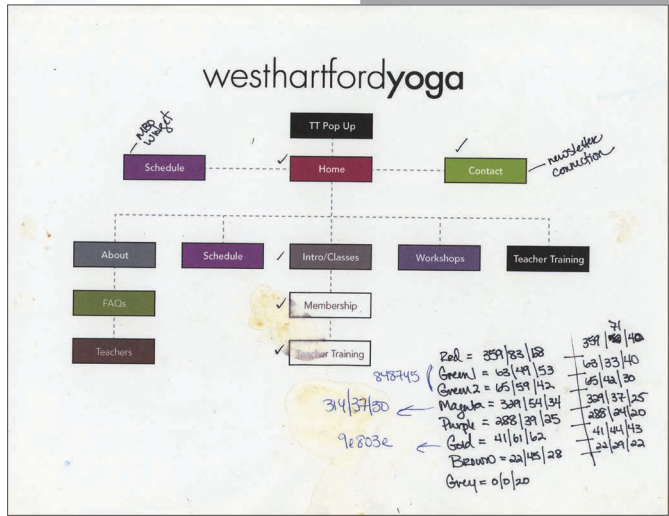
AND
 NYKKI POOLE
 JUDITH RUSSELL
 DR. PETER MEADOW
 KELLY BAY



"Your task is not to seek for love,
 but merely to seek and find all the barriers
 within yourself that you have built."
 - Rumi

WHY Teacher Training article
 published in Natural Nutmeg
 January 2023





responsive!

Home

why website

July - Jan

- mobile friendly - #1 priority responsive
- currently very text heavy
- more hyperlinked
- no need for class if not schedule hyper
- cms can translate this
- any platform needs to be MBS and Halcode & good customer
- MBS has been set to accommodate!
- contact mbs for testing

opening more like workshop

@ schedule

@ workshops

@ create

@ MBS → direct button to purchase

@ purchases

@ message → not clear to see

Six issues → maybe robots

→ calculate with

provide of words/phrases

New links dropped to be

THAS: new logos

Employment

Policy's

About US

seo → link efforts

* currently don't link workshop page, etc.

* social media link

contact mbs for testing

highlight 2-3 most important as signature

where do you link the footer → within the workshop page?

link @ bottom?

other elements of programs

link to it in different ways

Cap

workshops → combine

national/workshop trainings

why it → how to keep all info

several sections

@ what you will learn

@ data & other info

@ PDF

Cap

workshops → combine

national/workshop trainings

why it → how to keep all info

several sections

@ what you will learn

@ data & other info

@ PDF

document all references to "member"

Having Arts → extend as the

- minimal copy + graphics

- up to a landing page

- photos

- link to therapists

- buy now/book now links prominent

- highlight 2-3 most important as signature

where do you link the footer → within the workshop page?

link @ bottom?

other elements of programs

link to it in different ways



**LIFE ISN'T MEANT TO BE JUST LIVED INSIDE.
GET OUT.**

CLIENT CT Trailmixers (2006-2021)

ROLES logo + swag designer, vector manipulation

After spending several years unofficially organizing trail runs, the founder of CT Trailmixers (CTM) decided make the group an official entity. Established in 2016, CTM brings runners of all ages and abilities together to enjoy the beauty of the outdoor world. The brand pairs warm, earthy tones with a hint of brightness to mirror the bright colors often worn on the trail. A dirty footprint breaking out of the circle of nature icons completes the visual.

Having created the CTM logo, graphic standards, and subsequent swag, I continue to oversee and design all race elements, develop a consistent and playful visual style, and manage projects from concept through printing. Although I do not draw the graphics from scratch, I manipulate the vector assets in order to properly showcase each event as well as the group mission.

As a bonus, I relish the oohs and aahs from runners as they proudly display their swag on race day.



Vendor spec sheets

CT Trailmixers Fall Fling t-shirts

Brand: Sport-Tek
Color: Texas Orange

Logo Colors:
PMS 1375
PMS 368
PMS 282
White

Logo Position:
Chest, Center

Logo Size:
See below for size approximation

CT Trailmixers T-shirts - Front

Brand: Sport-Tek
Color: Yellow

Logo Colors:
White / PMS 1675
PMS Warm Gray 11

White...
Outer circle
Inner graphics
Oak leaf

PMS 1675...
Inner circle
Footprints

Warm Gray 11...
"CT Trailmixers" type
"Get Out" type

Logo Position:
Chest, Center

CT Trailmixers Hats:

Brand: OGIO
Style: Endurance Velocity Training Cap (DE651)
Hat Colors: Blacktop / Pace Yellow

Logo Colors: Blacktop = white / pms 388
Pace Yellow = white / pms warm gray 11

CT Trailmixers Hooded Wind Jacket

Brand: Sport-Tek
Color: True Royal Heather & Black

Logo Colors:
White / PMS 1675 / PMS 388

*reference photo below for logo color breakdown.

Logo Size: TBD
Position: centered left to right on left-hand side
use visual to determine how far down from top seam

Logo Size: 7" w x 1.25" h
Position: logo should start below the hood - see visual
centered left to right, back of shirt

Logo Size: 10" w x 1.75" h
Position: top of tagline is 4.5" from top edge of collar / centered left to right

CT Trailmixers T-shirts - Back

Brand: Sport-Tek
Color: Yellow

Logo Colors:
PMS 1675 / PMS Warm Gray 11

Logo Position:
Center left to right
Type begins 4.5" from top edge of collar



DGI

DONOHUE GROUP

INCORPORATED



CLIENT Donohue Group, Inc. (2018-2021)
ROLES print designer, web designer/developer
creative director, copy editor

Within a world of technical services vendors, the Donohue Group, Inc. (DGI) stands apart from its competitors as a company that is owned, managed, and staffed by professional librarians.

DGI approached me with a desire to visually reinvent their brand and also remain relevant to their current clientele. Over the course of the project, we explored ideas that complement the company's traditional roots while also emphasizing its cutting-edge intellectual personality. The result was a compelling brand package that reflects modernity, simplicity, sophistication, and quality.

The complementary responsive website allowed me to delve into my basic, but important, HTML and CSS skills in order to customize several of the pages and forms.



cladesign
860 833 9811
www.cladesign.com
www@cladesign.com

LOGO DESIGN DEVELOPMENT QUESTIONNAIRE

1. What is the full name of the business as you would want it to appear on your brand?
The Donohue Group, Inc.
2. Who is the primary target audience?
Librarians, Publishers, other vendors for library products
3. If you had to describe your business in three words, what would they be?
Dependable, Detail-oriented, Adaptable
4. What do you want your logo to accomplish?
Look polished, professional, recognizable; look different from our main competitors who are very "slick" and "modern" looking
5. Do you have a tag line? If so, would you like it stated along side your logo?
-
6. Do you have any specific imagery in mind to potentially be incorporated into your logo?
-
7. Do you have color preferences/existing brand colors?
Deep maroon/red and gold are existing
8. Are there any colors that should not be used?
Blue, pink, purple
9. What feeling or message do you want your logo to convey to those who view it?
Professional, reliable, approachable, flexible, up-to-date/current in our field
10. Are there any brands that appeal to you visually?
If yes, please provide a web address or jpeg for reference.
-

Additional Notes:
Recognizable from a distance, with a nod/wink to the fact that while we use all modern techniques, we are classically trained librarians who recognize the value of doing things the "old-fashioned way" and include those value-added elements in our work whenever we can.

DESIGN DEVELOPMENT QUESTIONNAIRE



Donohue Group, Inc.

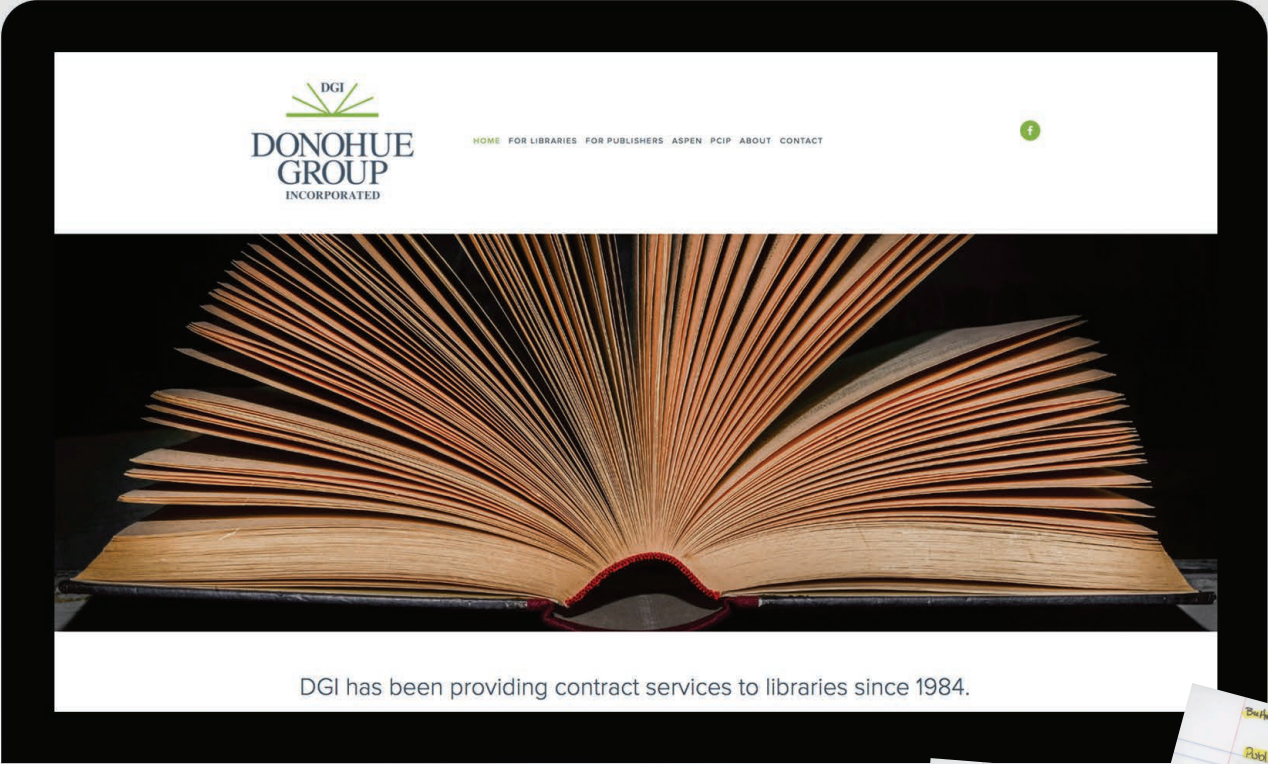
cladesign
860 833 9811
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www@cladesign.com

LOGO DESIGN DEVELOPMENT QUESTIONNAIRE

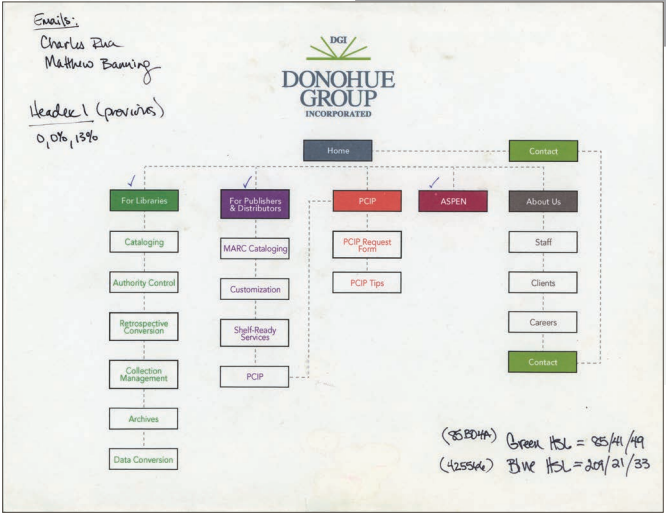
1. What is the full name of the business as you would want it to appear on your brand?
Donohue Group, Inc. (or, DGI)
2. Who is the primary target audience?
Librarians, publishers, vendors/distributors of content to librarians. Archives, historical societies.
3. If you had to describe your business in three words, what would they be?
Experienced cataloging professionals
4. What do you want your logo to accomplish?
Be instantly recognizable as the brand for quality library cataloging and metadata services. Make DGI look progressive, but also have not lost our humanism or commitment to quality.
5. Do you have a tag line? If so, would you like it stated along side your logo?
I have used: Connecting publishers & librarians, for the benefit of readers everywhere.
6. Do you have any specific imagery in mind to potentially be incorporated into your logo?
We are known as "DGI," so maybe something that incorporates the initials into a bold & modern design.
7. Do you have color preferences/existing brand colors?
Current palette is red/black/gold
8. Are there any colors that should not be used?
Not fond of pink, purple, green
9. What feeling or message do you want your logo to convey to those who view it?
We are library professionals who are forward-looking, innovative, and offer personalized, customizable services for metadata management.
10. Are there any brands that appeal to you visually?
If yes, please provide a web address or jpeg for reference.
-

Additional Notes:

DESIGN DEVELOPMENT QUESTIONNAIRE



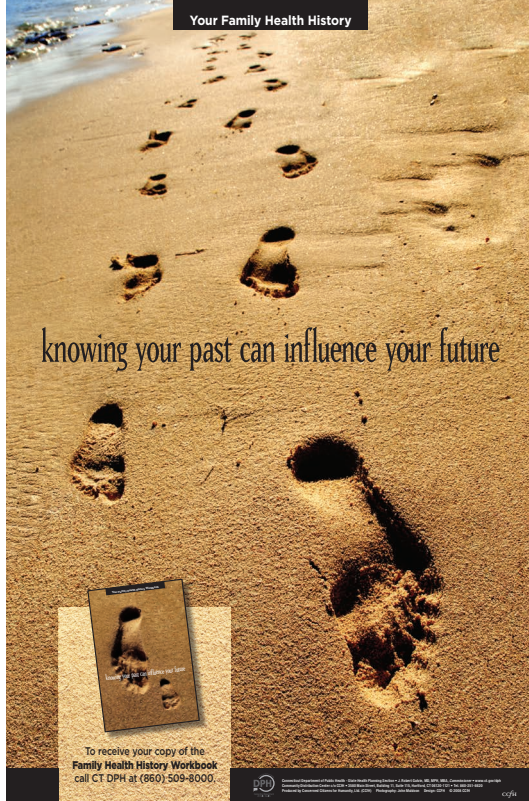
DGI has been providing contract services to libraries since 1984.



DGI website
 Pit: overall likes it some grammatical errors
 libraries: retrospective & publishers: also look for → also change on r
 home page: change new (maybe put)
 PCIP: needs "new" look use home page
 ASPEN: delete sides
 Careers: separate p
 → Remove side bars
 → Put Header photo need more techn (streamline mac ebook/audio
 if user modern ph
 Logo not standing out as much as would like
 Home Page: Stack (4)

Business → not outlined make solid color
 Publisher Page: images = replace old books modernize stack of new books stack of same books →
 PCIP Page: images = too old
 - children's books - new releases - ebook
 more info needed → next
 Email ASPEN photo to PCIP → how to upload
 Our History → new
 Staff - 1st person
 X Check → change ph
 X Contact photo → put
 (over) & represent: add 2nd header G

DGI Custom CSS
 Two columns header - Staff page
 body #page-body-wrapper #d-active (color: #8B4513)
 body #page-body-wrapper #d-active (color: #8B4513)
 body #page-body-wrapper #d-active (color: #8B4513)
 body #page-body-wrapper #d-active (color: #8B4513)
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knowing your past can influence your future



To receive your copy of the Family Health History Workbook call CT DPH at (860) 509-8000.



Connecticut Department of Public Health - AIDS and Chronic Diseases Section
 Community Distribution Center c/o CCH • 800 Main Street, Building 11, Suite 110, Hartford, CT 06103-1101 • Tel: 860-251-8620
 Developed in collaboration with Community Partners in Action's Beptel Fair program and Concerned Citizens for Humanity (CCFH)
 Produced by: Concerned Citizens for Humanity, Ltd. (CCHL) • Printing by: Stephany Domerech © 2011 ccfh

Free HIV/AIDS Care & Prevention Services



Free condoms, counseling, confidential testing, case management & drop-in centers

“I am responsible for how I live my life.”

Keep this enclosed resource guide in your wallet.

CLIENT CCFH (1997-2016)
ROLES print designer, photo retoucher, focus group observer, print production

Concerned Citizens for Humanity (CCFH) was a nonprofit founded in 1990 by a group of artists who wanted to use their creative skills to give something back to their communities. I first met the founder, Darrell, in 1997 when he approached me to seamlessly weave together photographs of a community mural. As a self-proclaimed Photoshop genius (I mean, I'd been using the program since version 1.5), and a fan of Darrell's work, I excitedly agreed and we formed a relationship that has continued beyond his retirement in 2016.

I eventually morphed from photo retoucher to print designer and focus group observer, creating powerful awareness posters and other materials to help educate communities on many of today's health and social issues such as HIV/AIDS, addiction, homelessness, violence, animal abuse, STDs, and teen pregnancy. In order to convey proper understanding of these issues, we met with people in our target populations, listened, empathized, and connected with them, so we could truly provide what they needed.



men

You can't tell if someone has **gonorrhea** by looking at them

You or your partner may be infected and not have symptoms

You can get **G** in the penis, throat or anus

G, if not treated, can cause problems such as discharge or burning when you pee

Condoms help prevent getting **G**

Anyone 13 and over can be tested and treated confidentially

It's easy to test... just pee in a cup

G is curable

Get tested 4

G

Call 860-509-7920
visit findSTDtest.org
or gytnow.org

wheteva ur style
you dnt wnt to wear G

G

to find out if **you** wearin it (gonorrhea)
get tested

See inside for details.

women

You can't tell if someone has **gonorrhea** by looking at them

You or your partner may be infected and not have symptoms

You can get **G** in the vagina, throat or anus

G, if not treated, can cause stomach pain, internal bleeding or the inability to have babies

Condoms help prevent getting **G**

Anyone 13 and over can be tested and treated confidentially

It's easy to test... just pee in a cup

G is curable

Get tested 4

G

Call 860-509-7920
visit findSTDtest.org
or gytnow.org



THE AIDS CHAIR

a call for re-engagement

The AIDS CHAIR was designed to stand as a steadfast symbol of the urgent need to re-engage and re-energize the AIDS movement. It's emergence comes at a time when the domestic agenda has shifted its focus away from the AIDS crisis, even while the destruction of human lives and communities continues unabated.

The **Red Ribbon** shape pays homage to the iconic symbol of solidarity, commitment, struggle, pain, and a shared sense of urgency which typified the early years of the AIDS movement, and is intended as a visual reminder of the critical social dialogue and hard work still needing to be done to end the crisis. To become part of the solution, go to:

www.AIDSCHAIR.org

AIDS CHAIR .org

We'll Be Here Until It's Over

cc/h

AIDS Chair project launch in Hartford, CT
December 1, 2009

if u werin it dnt be sharin it

G

to find out if u werin it (gnria)
get tested

call 860-509-7920 or visit www.findSTDtest.org

get tested 4

G

call 860-509-7920
visit findSTDtest.org
or gytnow.org

Gonorrhea campaign:
Dissemination into high schools and public transit

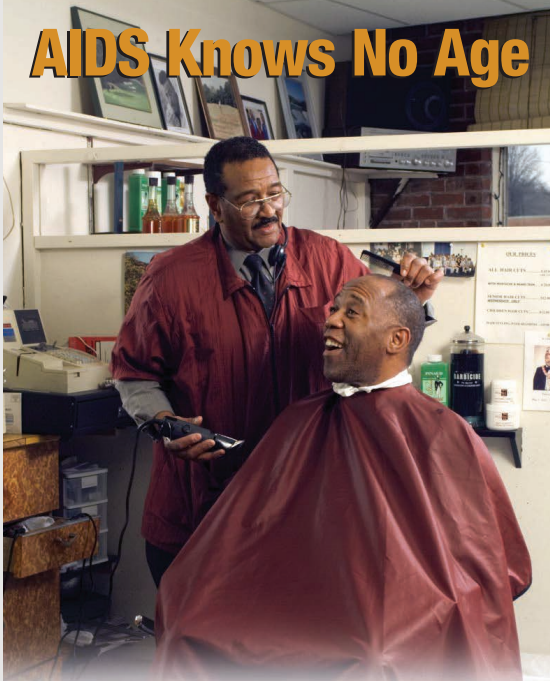
2009 HEARTSAFE campaign with DPH

Become a HEARTSafe Community and save a life

HEARTSAFE

call 9-1-1 administer CPR provide defibrillation early advanced care

AIDS Knows No Age



Alarming, one of the fastest growing groups of people being infected with HIV, the virus that causes AIDS, are those past 50 years of age!

No matter what your age, only you can prevent AIDS. Want more information? Talk to your doctor.



Supported by the Connecticut Department of Public Health, AIDS & Overlap Diseases Division
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 Connecticut Department of Public Health • 260 Summer Street, 11th Floor, Hartford, CT 06103-2121 • 860-251-4620
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Agenda: May 13 Focus Group "Over Fifty"

Room will be set up with chairs in a circle or tables with Note taker will record information on newsprint set up of Refreshments will be available
 No video or audio recordings will be made of focus group

Set up: Estelz with newsprint
 CPG information: flyers and bookmarks
 TPG business cards

Welcome: Facilitators
 □ Introduce Facilitator: Kathy for women /
 □ Introduce Note taker: Barb for women's group
 □ Observer: Carlesse from Condemned Citizens for Carlos from Concerned Citizens for

Facilitator Introduction of Roles and Purposes of
 I am _____ and I will be the _____

is to guide the process and channel our discussion for today's group. Our conversations today will be Note taker will record your ideas, statements and taking notes to be used in the production of future

I would like to thank each of you for taking time o Planning Group, better known as the CPG, eva briefly review our purpose for being here, and th you feel uncomfortable about a question, you ca

This focus group is part of a statewide inform purpose of the focus group is to find out inform HIV behaviors, what services are needed but where individuals go to find out information at

groups such as this, the CPG will be better interventions to reduce the spread of HIV/AI participate in this focus group because of th People Over Fifty. Your input, ideas and vie Centers for Disease Control and Prevention as being at risk for HIV infection. The CPG

Introduction to Questions:

- Over 10% of all new AIDS cases in the US occur in people over 50. In the last few years new AIDS cases rose faster in middle aged/older people than in people under 40. Surveys tell us this population does not see itself at risk for HIV infection, and is less likely to take precautions.
- Women are vulnerable to HIV infection than men, as are people from communities of color
- Despite perceptions, many seniors are sexually active, and some are injection drug users or share needles; therefore, their behaviors can put them at risk for HIV infection.

Explain: Sexually transmitted infections (STI) and use STI hereafter

1. What do you know about HIV?
2. What do you know about how people get HIV and sexually transmitted infections or STIs?
3. What things do people in your group do that make them more likely to get HIV/STIs?

Risk Behaviors

1. How do people protect themselves against getting HIV/STIs?
2. Who do you think that some people choose not to use condoms?
3. What is the correct way to use a condom?
4. How easy is it to get condoms?
5. What are some ways partners can talk about condom use?
6. What are some of the problems you have heard about using condoms?

Reasons for Not Using Condoms

1. What resources are available to you to get information on HIV/STIs?
2. What works well in your group that prevents people from getting HIV/STIs?
3. What are you doing to protect yourself from HIV/STIs?
4. Where are all the places that someone can go to get an HIV test?
5. What are some better ways or programs to prevent people from getting HIV/STIs?

Services That are Needed But Not Available

1. What would you like to do to protect yourself from HIV/STIs but are unable to do?
2. What makes you less likely to use HIV/STI services?
3. What makes you more likely to use HIV/STI services?
4. How much does fear that other people will believe you have HIV affect your using services?
5. If you found out that you were HIV positive or were diagnosed with HIV, what do you think your friends/family would say/do/think or act?

Where People Go to Get HIV Information

1. Where have you gone to get HIV/STI information? How successful was that?
2. Where would you like to get HIV/STI information?
3. What would be the easiest way for you to get HIV/STI information?

Thank you for your help in this process.

AIDS Knows No Age 2003 campaign

What things do people in your group do that make the

This question provided a broad range of answers from "Not using condoms" to "Drinking/Using drugs." "Not using condoms" was the most common response.

Other responses: People going out, having sex, Having an affair, getting into a car accident, At my age, I don't worry

Poor people at risk
 Don't think people over 50 don't enjoy in risky beh

• Many of the answers projected perception over 50 weren't at risk." HIV/STIs were a status and the young (who are fearless an

Do you think you are at risk for HIV/STIs if I meet
 Responses were overwhelmingly "NO". Population Am diabetic and share needles with friends who c Personally "NO"

Could involve my grandchildren or children... HIV is not a current issue for us We're still Puritanical - don't talk about thin

How do people protect themselves from getting
 Answers were fairly common: don't have sex, Practice using condom Buy Condoms (Easiest prevent, particular Shower after sex

Why do you think that some people choose n
 Answers ranged from "Don't always work," "HEARD THE TERM (HIV), but not sure what it is" "Other responses: No money Spurt of the f Spent money Not enough Religions in Fear

• This question also sparked cond condoms where seen as being use protection. Other issues raised w "Don't know anything ab "condoms not available i

People Over Fifty Focus Group Report

Four (4) People Over Fifty Focus Groups were conducted during May 2003 - two female and two male. Each group consisted of between 6-13 participants. Focus groups were conducted at McSweeney Regional Senior Center in Willimantic, CT (rural) and the Fountain of Youth Adult Day Care Center in Bridgeport, CT (urban). Each group was segregated into male and female participants for facilitation purposes.

- Total number of seniors participating in focus groups:
- 27 females (59% White, 30% Hispanic and 11% Black)
 - 14 males (36% White, 57% Hispanic and 7% Black)
 - Age range: 55-80 years, average age @ 66+
 - The Willimantic groups were 99% white with one African American male.
 - The Bridgeport groups were predominantly Hispanic.

Questions were designed to access risk behaviors, HIV/STI knowledge base, reasons for not using condoms, services needed but not available, barriers to accessing prevention services, and locations where people go to obtain HIV/STI information.

While it was requested that the facilitators use the term STI, it became immediately apparent that the participants could not identify with that term. Instead the term Venereal Disease was used in discussing sexually transmitted diseases.

Also, based on a facilitator feedback, it was noted that certain questions, especially those relating to "services needed but not available" and "barriers to accessing prevention services" were not appropriate or relevant to the targeted population and solicited few responses. Other questions were substituted to spark discussion and responses.

Why Do You Know About HIV?

Awareness in this area ranged from "Never heard about it" to understanding of modes of transmission (sex, blood, sharing needles). Myths regarding transmission were still reflected (e.g. toilet seat, tears, saliva, mosquitoes).

Other Responses: Disease;

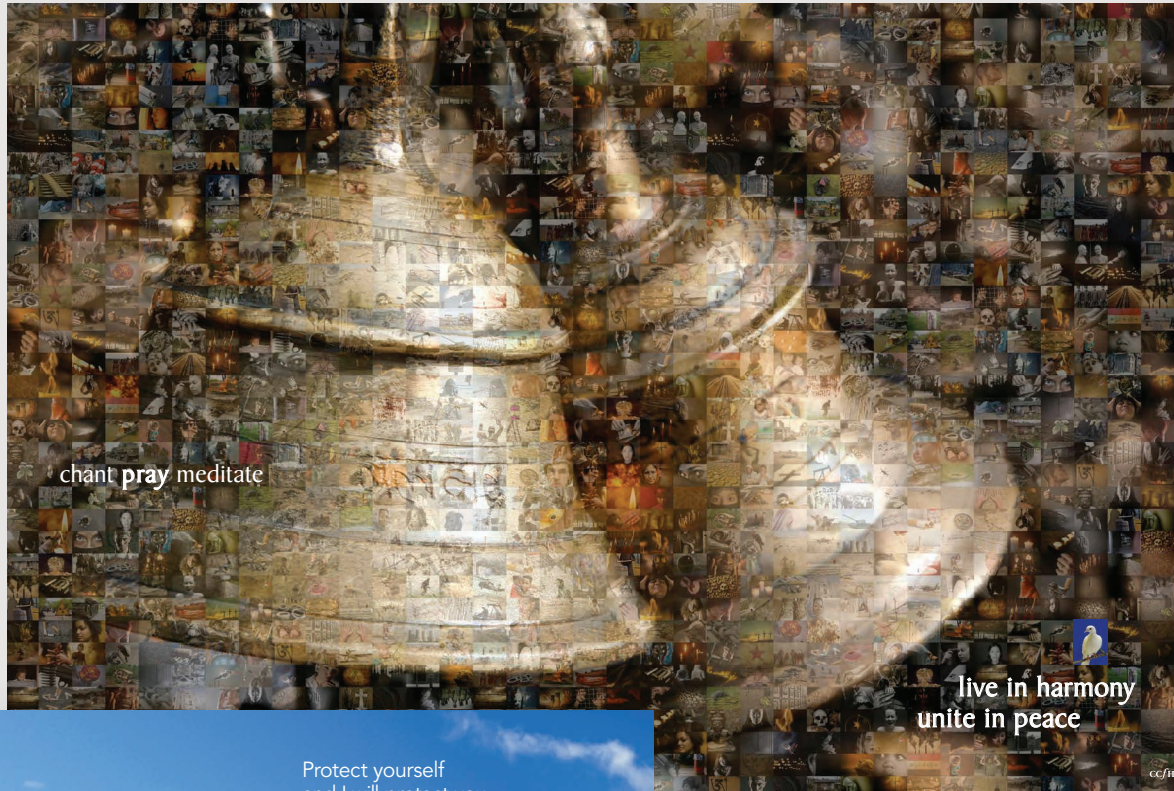
Contaminates whole family including wife; Body breaks down; HEARD ABOUT AIDS; HEARD THE TERM (HIV), but not sure what it is; Never disease (HIV); Infection from other things

How do people act HIV/STIs (STD)?

Understanding was universal: sex, blood, needles, but no mention of mother to child. Some mentioned kissing, saliva. Blood transfusions, suits, seats, teats, cuts, sharing needles (diabetic).

- Willimantic: Viagra was also mentioned as a reason for getting HIV/STIs. Women felt that men feel that women their age are not very interesting or exciting.
- Bridgeport: Sharing of needles (diabetic) was a big issue and concern.

ccfh



chant pray meditate

live in harmony
unite in peace

ccf/h



Protect yourself
and I will protect you
Get tested 

AnimalSpeak.org

HOME ABOUT US ANWR VISUALS CONTACT US

AnimalSpeak.com Vision:
This site provides a platform for animals to speak out about the dangers and threats to their wildlife habitat that currently or will exist under the proposed energy and land use initiatives before the Congress. To this end, we will regularly post high quality posters in downloadable print file formats for the activist community to distribute in opening this critical debate to the majority of general public.

Goals:

- To educate and inspire grass root activism from mainstream members within each community.
- To help shape and determine environmental policy decisions that impact our most pristine wilderness areas and the animals that inhabit them for generations to come.



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CLIENT KBDC (2004-2021)

ROLES print + web designer, print production

Not every client is looking to rebrand. When I connected with KBDC (Kitchen & Bath | Design + Construction), this woman-owned business had a logo and palette, but was ready to introduce a professional liveliness into its marketing. After the owner reached out, what resulted was years of fun for me and growth for her business.

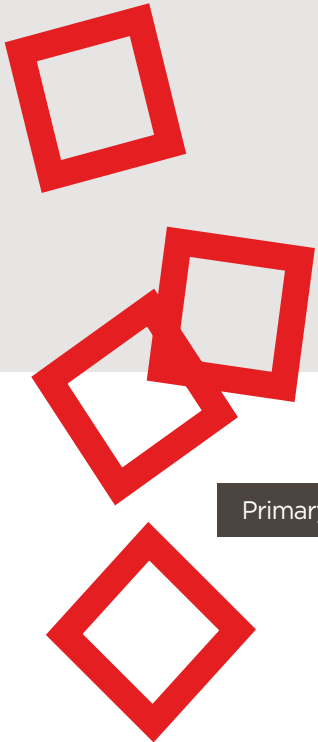
I designed and produced colorful and sometimes quirky ads, print brochures, newsletters, and flyers promoting KBDC services, and eventually designed a secondary logo to allow for greater versatility with name recognition. All keeping within the company's existing brand.

When Lorey, the owner's, vision expanded to include home furnishings, Francine Taylor strutted playfully onto the scene and I added that company's whimsical brand to my cache of KBDC designs.

After taking some time off to reconfigure her business, the owner once again approached me in 2020 and hired me to redesign the static, stagnant website. What resulted was an informative, professional, easy-to-navigate design that showcases their high-end, quality services, emphasizes their shift into a new digital process, and also reflects their personality.

KITCHEN & BATH
DESIGN+CONSTRUCTION

"it all falls into place..."



Primary, already-existing logo

KITCHEN & BATH
DESIGN+CONSTRUCTION
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Secondary logo

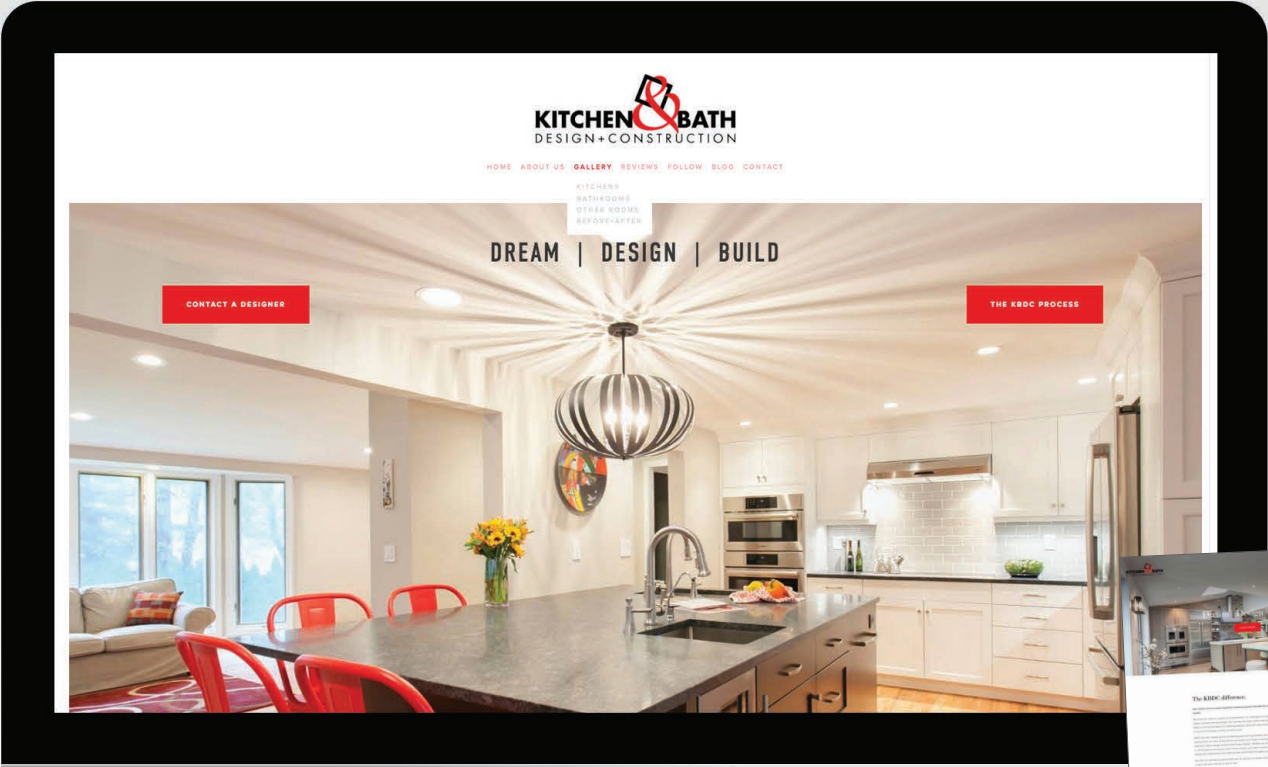
KBDC

**COOKING
OPTIONAL**
KITCHEN TOUR

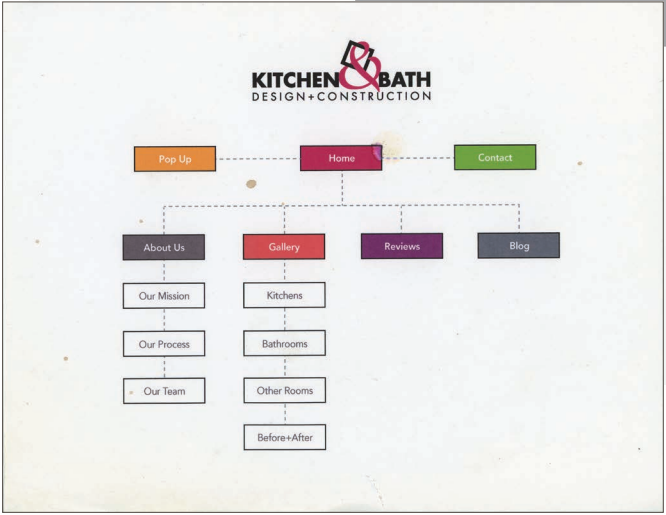
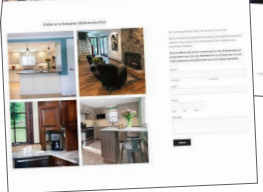
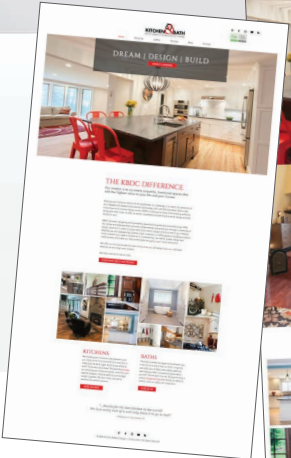
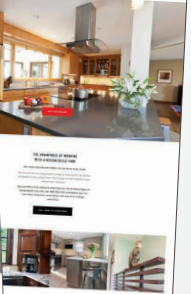
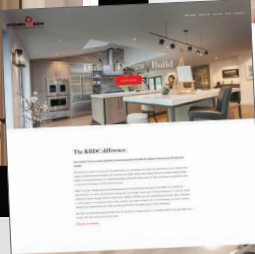
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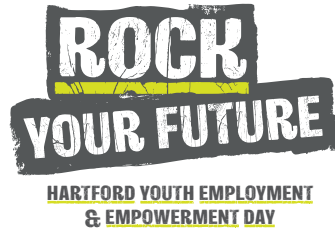
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Responsive website concepts



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