



Designers are well-equipped to help solve humanity's most complex problems—including this one.

- CINDY ALLEN

MY DESIGN PHILOSOPHY

Design is not just about aesthetics; it's a powerful tool for communication and connection. My design philosophy is rooted in the belief that design should be fun, informative, inclusive, and accessible to all.

Design should also be informative. It's the art of storytelling through visuals. Every element, from colors to typography to imagery, should contribute to the narrative. Whether I'm designing an infographic or a product label, I aim to distill complex information into easily digestible visuals that educate and enlighten. Information should be accessible to everyone, and design plays a pivotal role in breaking down barriers to understanding.

Inclusivity and accessibility are non-negotiable aspects of my design philosophy. Design should be a bridge, not a barrier. I'm committed to creating designs that consider diverse perspectives and cater to a wide range of audiences. This means ensuring that my designs are not only visually appealing but also usable by people of all abilities. Whether it's designing for individuals with disabilities or making sure that content is multilingual, inclusivity and accessibility are at the forefront of my design choices.

In summary, my design philosophy revolves around making design a delightful and engaging experience that informs, includes, and is accessible to everyone. It's about creating visuals that tell compelling stories, break down barriers, and leave a positive impact. Design should be an invitation to connect, learn, and enjoy the journey.

case studies

LUMEN LEARNING

In 2010, thanks to a game-changing grant from the Bill and Melinda Gates Foundation, Lumen Learning came to life. Their mission was crystal clear: to completely shake up the world of education for every student out there. At the heart of Lumen's vision is an unshakable commitment to creating a future where every student has the tools to succeed. This audacious goal hinges on making accessible course materials and providing topnotch professional development resources, all designed to be the driving force behind a revolution in education.

With a blend of unwavering support and empowerment, Lumen ensures that each student's unique potential is not just recognized but nurtured, allowing them to truly excel in their educational journey. As they continue on this everevolving path of progress, Lumen's story is one of significant impact, bound by an unwavering resolve to shape a more inclusive and thriving educational world for everyone.

CLIENT: LUMEN LEARNING

WORK SCOPE: Art direction, icon design, print production, e-book production

PROJECTS: Print ads, brochures, quick-start guides, creation of open-source photo library

KEY HIGHLIGHTS:

- Prioritizing diverse student representation in projects
- Ensuring printed materials are accessible to individuals with low vision and non-English speakers
- Consistent use of open-source images, aligned with the company's mission of fostering open-source resources

TIMELINE: 2015-current





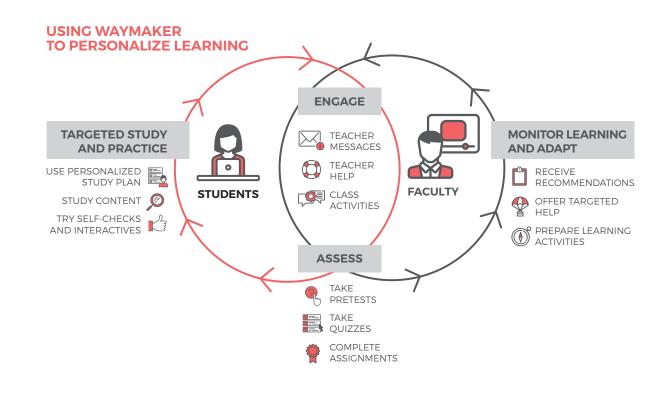


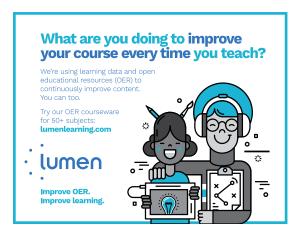












I also dived into crafting a unique visual identity by coming up with and creating custom icons. This not only made our design more clear and understandable but also gave us a distinctive look that Lumen has wholeheartedly embraced and stuck with over the timelines. Our dedication to this approach has not only strengthened our brand but has also built up an intuitive and easily recognizable visual style that really connects with our audience.

CALL THE HALLS

After the divisive 2016 election, Emily Coleman Ellsworth, a former Congressional staffer, took to Twitter to share some tips on how to get in touch with your representatives. Her tweets struck a chord and soon, Emily found herself in the national spotlight, appearing on various news programs. Her mission was to educate and empower voters about the most effective ways to communicate with their representatives in Washington, D.C.

Thanks to her frequent appearances on national news outlets, Emily's expertise gained widespread recognition, ultimately leading her to write a book. I was fortunate to be entrusted with the design of her book and all the related materials.

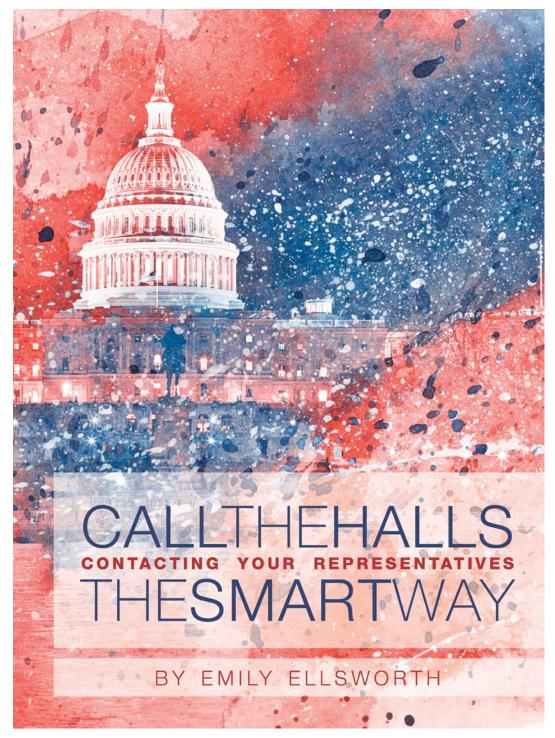
CLIENT: EMILY COLEMAN ELLSWORTH

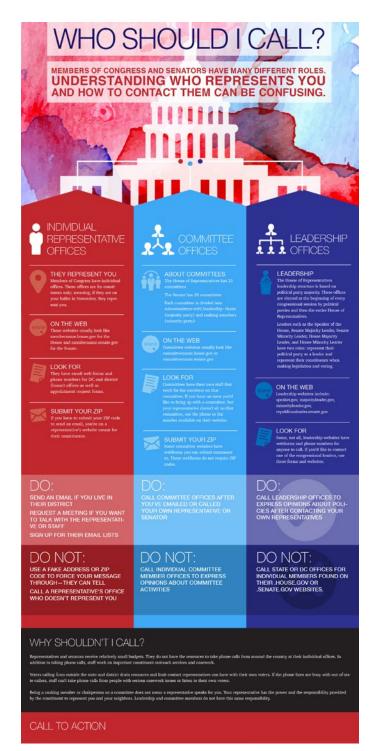
WORK SCOPE: Art direction, illustration, print production, e-book production, icon design

PROJECTS: E-book, palm cards, buttons, decals, infographic, PowerPoint slides, social media graphics, marketing materials

KEY HIGHLIGHTS:

- Embracing a mix of bipartisan viewpoints
- Crafting simplified content for enhanced comprehension









- ·CLEARLY DEFINE YOUR GOAL
- •CREATE AN ACTION PLAN BASED ON YOUR GOAL
- .KNOW YOUR REPRESENTATIVES AND THEIR STAFF
- •RESEARCH YOUR MESSAGE AND YOUR CALL TO ACTION
- •CRAFT PERSONAL AND AUTHENTIC MESSAGES

CALLTHEHALLSGUIDE.COM

As more and more folks began reaching out to their Washington, D.C. representatives, politicians started to notice a flood of calls, which even led some offices to temporarily shut down their phone lines. Seeing this challenge, Emily made sure to include information on alternative and effective ways to get in touch with representatives.



CONSENT CUES

Back in 2019, FanX, a big fandom convention in Salt Lake City, Utah, got in touch with me about a serious issue they were facing – inappropriate behavior towards cosplayers. They wanted my input on finding a solution. That's when I came up with Consent Cues, a system that allows people to signal their comfort levels without using words. It covers everything from conversations and photos to physical contact.

The great thing is that the success of Consent Cues didn't stop at FanX. It has since been adopted by a bunch of other events and conventions all over Utah, all thanks to my innovative idea.

CLIENT: FANX

WORK SCOPE: Project development, research, collateral design, booth design, web development, networking

PROJECTS: Badges, decals, signage, website, booth materials, reporting procedures

KEY HIGHLIGHTS:

- Leveraging color-coding and icons for improved accessibility, particularly benefiting individuals with visual impairments
- Incorporating space for indicating personal pronouns, fostering inclusivity and respect

TIMELINE: 2019—Present















PROMINENT FEATURES

The design is double-sided, making it super easy to switch your consent preferences seamlessly. No matter how you wear it, people can see your cues.

You've got options for attaching it too – wear it on a lanyard, with an elastic string for your cosplay outfit, or even just use safety pins.

We've made it even more convenient by havint and option to integrate icons and cues right into event badges. That means you don't need a bunch of different badges cluttering things up.

Plus, we're looking out for folks who might not speak English or have communication disabilities. Those icons and cues are here to help them too.

And to top it off, we've set up a comprehensive reporting system. If there's a consent violation, we've got dedicated personnel like event coordinators, attorneys, or the police (if needed) ready to take action right away.

QUEERMEALS

Back in 2018, I kicked off a small but mighty nonprofit right here in Provo, Utah. Our mission? To provide nourishment and essential help to LGBTQ+ folks who find themselves in crisis. And let me tell you, this mission is especially urgent in a place like Provo, where conservative religious beliefs are pretty widespread.

What's at the heart of what we do? It's all about connecting people to the stuff they desperately need, like help with housing, therapy, LGBTQ+ friendly healthcare, job opportunities, and most importantly, building a supportive community. We're basically throwing out a lifeline to those who need it most, giving them the power to tackle challenges and access the vital support they deserve in an environment that's got their back.

CLIENT: QUEERMEALS

WORK SCOPE: Art direction, web development, workflow establishment, staying current with best practices, crafting affirming and effective crisis communication language

PROJECTS: Logo, website, printed and digital collateral, social media graphics, event and festival planning and hosting

KEY HIGHLIGHTS:

- Dedicated emphasis on the trans community, demonstrated through intentional use of affirming language
- Diverse board members and advisors, prominently featuring trans and nonbinary individuals who navigate intersections of disability, race, and age

TIMELINE: 2018—Present



QUEERMEALS IS:

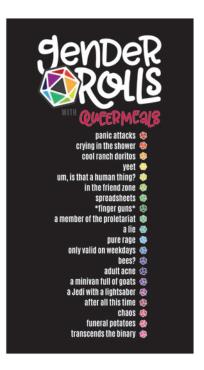
aggressively trans-priemoly • arranging for donations of nearly 10,000 pounds of food • delivering groceries each week to houseround Labto Colks in Utah County • connecting folks with approximate THERAPY INCluding after hours and on weekends • LEVINS queer folks write SAGETY PLANS • CONNECTING LIBRO FOLKS with affirming and enjoyaric employment • eating too much cheese • escorting folks to dender-appring doctors and surgeries • **Previoin9** emergency and short-term howsin9 for LGBTO folks in **Previo** • not putting up with CISHET NONSENSE · Sponsoring over two dozen Prec tatroos for LGBTQ folks · performing 1000+ hours of outreach for LGBTO folks **experiencing** suicidal ideation • visiting the BYU HONGE CODE Office with LGBTO students • really just two Pidcons in a trench coat • providing nearly 850 Pizzas for lighte folks throughout the US • Payind attention • holding private POOL PARTIES for the trans community • Wosting the Make America Gay Again BBO at Provois FREEDOM FESTIVAL · giving out 50+ first aid and coping kits to folks who struggle with SELP-HARM · sponsoring AFFIRMING SOCIAL MEDIA and billboard ads during high-stress events • LISTERINA and FIXING our mistakes • WOSTING and planning the annual sacexmas event











OUR METHODOLOGY

We tackle tough times with a strategic approach, using design, social media, and a strong network of healthcare providers. Our community is tight-knit, and we're there when people are in crisis, often due to housing or job loss. Our resources cover a wide range of needs, and we connect folks to the right help when necessary.

We've built strong relationships with various entities, from other organizations and law enforcement to local and state government bodies. Our volunteer network is a crucial part of what we do. We listen to individuals, understand their needs, and make sure they get the right support. We're not just about practical help; we also create a sense of community by inviting people to dinner with others who've faced similar challenges. It's all about empathy and understanding.

QUEERFUL

At the core of what we do is "Queerful," an ongoing initiative that's all about building stronger connections between folks and the vital resources in their local communities. Here's the scoop: we're all about encouraging people to set up these little yard pantries. They're like community hubs where you can grab some grub, check out what's happening in the neighborhood, and find contacts for important resources.

With Queerful, our goal is to create a space where everyone, no matter who they are or where they come from, can easily get the help they need. By sponsoring these yard pantries, we're nurturing a place that's all about inclusivity, empathy, and helping each other out. It's like a big group hug for the community.

CLIENT: QUEERFUL

WORK SCOPE: Art direction, workflow setup, writing, project management

PROJECTS: Logo, signage, printed and digital collateral

KEY HIGHLIGHTS:

- Focus on universal accessibility, accommodating diverse abilities and housing statuses
- Targeting communities dealing with food insecurity
- Notable emphasis on being playful, approachable, and engaging, steering away from rigidity
- Offering comprehensive guidance at every stage, including crisis management skills

TIMELINE: 2022—Present



The Queerful Pantry Project is a grassroots, crowd-sourced solution to immediate and local needs. QFPs provide a viable, low-barrier, 24/7, non-judgmental access to food while creating change and community.

GIVE WHAT YOU CAN

- Place unexpired, non-perishable, unopened food and hygiene items inside pantry.
- Donate foods you'd like to receive.
- Think of your neighbors and make sure to stock culturally-relevant foods.

TAKE WHAT YOU NEED

- If you find items inside that you need, take them.
- · Please take only those items you need.
- Only you determine your need.





FOOD BASIC HUMAN RIGHT.

WE GIVE FREELY

We give without expectations or strings. We believe compassionate, generous, trusting action is the way to compassionate, generous, trusting community.

WE CHALLENGE ASSUMPTIONS

We avoid judgement and work to embrace people regardless of gender, sexual orientation, skin color, housing or employment status, wealth, physical or mental health. We actively work to examine and eradicate our own biases that

WE PRACTICE RADICAL TRUST

We assume best intentions and recognize that truama and food insecurity lead to defensive coping skills.

WE NOURISH NEIGHBORHOODS

A Queerful Pantry is a centrally-located reminder of our neighbors' needs, creating neighborhood space for exercising compassion, trust, and mutual aid.

We are interdependent.

Our neighborhoods can make good change and we can create strong community.



		y specific foods are items that are	
		see staples and are important and	meaningful to a person
diet and emotional conne	ection to their culture.		
SOUTHEAST ASIAN			
 Jasmine Rice 	 Soy Sauce 	 Bean Thread Noodles 	Rice Flour
Rice Noodles	• Spices	 Cocorut Milk 	Sardines (Canned)
 Dry Red Bears 	 Cooking Oils 	Curry Paste	 Tapioca Flower
 Shelf Stable Milk 	 Bamboo Shoots 	 Vermicelli Rice 	 Shelf Stable Tofu
Alternatives	Baby Corn	Noodies	Squash
Fish Sauce		Oyster Sauce	
EAST AFRICAN			
 Barley 	Dates	 Red Chori Beans 	 Spaghetti Pasta
Chickpean	 Dried Fava Beans 	• Teff	 Tornato Sauce
Curry Powder	• Lentils	• Rice	• Tuna
WEST AFRICAN			
 Spices-Corinader, 	 Vinegara 	 Black Eyed Pear 	 Plantairos
Comin, Turmeric, • Red Chili Eeronel	Nuts/Seeds	Cansava Flour	Potators
	 Halal Mests 	Corn Flour	 Shea butter/oil
Canned Corn	Basmati Rice	Fufu Flour	 Tornato paste
Dates	Cooking Oil	• Milet	• Yama
INDIGENOUS/NATIVE			
 Dried Beans 	 Hominy 	 Pumpkins 	 Dried Meat (Jerky)
Grits	Peppers	Squash	 Wild Rice
LATINO			
Black Bears	Green Chiles	Poppers	 Tornatilios
Corn Tortillas	 Jalapenos 	 Pinto Beans 	 Tornatore
Crackers	Legumes	• Rice	
Avocado	• Mana	Squash	
EAST EUROPEAN			
Barley	 Buckwheat 	Millet	

logos

THE BLACK MENACES

The Black Menaces made quite a splash on TikTok in early 2022. They hit the streets of Brigham Young University, quizzing students on topics like race, sexuality, and history.

I was brought in to whip up a logo for the group and a podcast emblem that would encapsulate their mission of exposing ignorance and prejudice.

In the end, they opted to stick with their own creations, but I still have a soft spot for these designs.

CLIENT: THE BLACK MENACES

TIMELINE: 2022









THE BURGER CAFE

Back in 2014, a recent high school graduate had this wild idea to open a burger joint in a tiny spot in Medford, Oregon. He was all enthusiasm and ambition but didn't have a logo or any marketing materials.

So, what did I do? I stepped in and did it all in exchange for some delicious free burgers.

And you know what? No regrets whatsoever.

CLIENT: THE BURGER CAFE



EVERYDAY PEOPLE

"Everyday People" is a radio show you can catch on KRCL, a Utah-based media company with a strong dedication to building a more socially engaged Utah. They achieve this through locally-driven programming that encourages music exploration and active civic involvement.

Sue Robbins, the show's host, is currently serving on the Transgender Advisory Council of Equality Utah. In this capacity, she's deeply involved in shaping bills, policies, and statewide initiatives aimed at advancing transgender rights and equality.

CLIENT: SUE ROBBINS

TIMELINE: 2021

















SOLUTIONS FOR UTAH

Considering the generally conservative vibe in Utah, a bunch of politically fired-up and forward-thinking folks from the state came together to create a PAC. Their goal? To foster collaboration and open dialogue on issues impacting Utahns, while also encouraging Democrats to step up and run for state office.

CLIENT: MAT PARKE

LIVING OPPORTUNITIES

Living Opportunities, one of the big players in Southern Oregon when it comes to providing services for people with intellectual and developmental disabilities, takes care of the essentials and offers support to a diverse group of folks, regardless of their age.

Now, when we talk about developmental disabilities, we're covering a wide range, like intellectual impairments, autism, cerebral palsy, seizure disorders, and various other neurological conditions.

The logo presented here serves as a visual representation of the organization's four core areas of focus: housing, employment, coaching, and art. Each element of the logo symbolizes the commitment and dedication of Living Opportunities to these essential facets of their mission.

CLIENT: LIVING OPPORTUNITIES

WORK SCOPE: art direction, print production, web design

PROJECTS: logo, newsletter template, direct mail, website, donor

development projects



OTHER LOGO WORK



















event graphics

QUEERXMAS

In my involvement with the queer community, I noticed that not everyone had welcoming spaces to spend the holidays. So, I took matters into my own hands and began organizing "queerXmas" (initially named "safeXmas," but I wanted to avoid the overuse and misuse of the word "safe").

Here's the deal: I book hotel rooms and create a familystyle holiday gathering with all the trimmings - food, gifts, and fun activities. The whole event usually runs for about 3 days. And it's completely free.

What's cool is that the planning committee for queerXmas is composed of disable trans and nonbinary queer individuals. This way, we can make sure that inclusion and accessibility are at the forefront of our efforts. We're all about making sure everyone feels welcome and celebrated during the holidays.

CLIENT: QUEERXMAS

WORK SCOPE: event planning, graphics

PROJECTS: graphics, lanyards, printed materials, signage, social

media, web design

TIMELINE: 2015-present











event graphics, before the switch to queerXmas

22 | Jerilyn Hassell Pool Portfolio

THE UNITED NATIONS

Back in 2010, an ex-boyfriend from my high school days reached out to me. He was working for the US Department of State and was knee-deep in planning UN conferences in Africa. These conferences were all about tackling safety and security, part of the United Nations Security Council Resolution 1540 Committee.

Fast forward a bit, and well, let's just say things took a turn. He went and voted for Trump, retired to Mexico, and ended up embracing some really troubling beliefs. So, I made the tough decision to cut him out of my life.

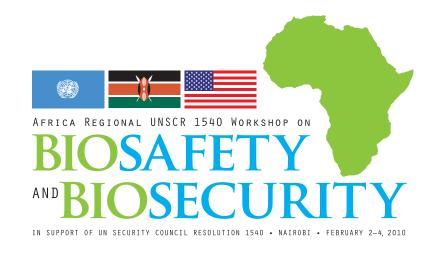
No regrets, David. But hey, those projects we worked on together were a blast!

CLIENT: DAVID MANESS

PROJECTS: event graphics

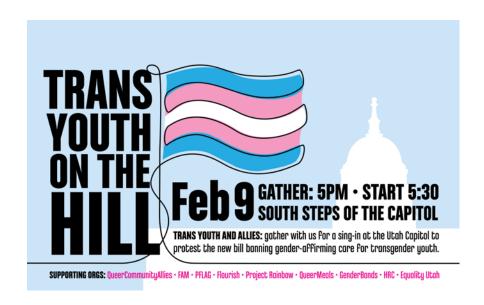
TIMELINE: 2010-2012

















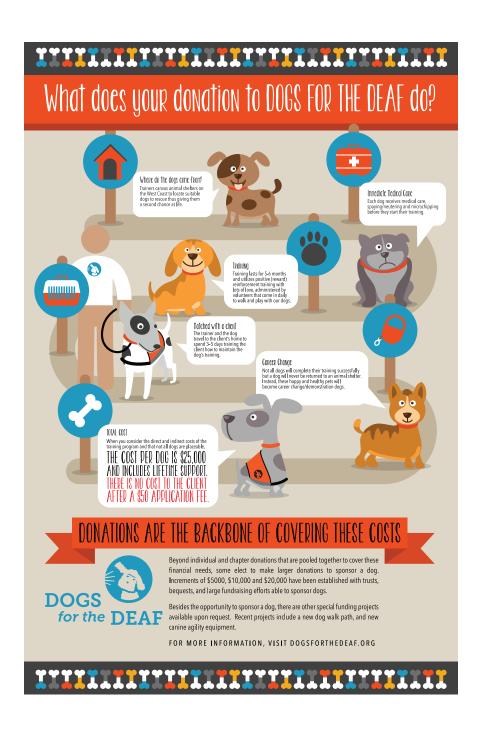
infographics



by: jerilyn hassell pool | source: aauw.org (https://www.aauw.org/2014/04/03/race-and-the-gender-wage-gap,

THE PAY GAP

I came across this mind-blowing article about the crazy differences in how much people get paid. And you know what I did? I whipped up this awesome infographic to show you just how nuts it is. I've used easy-to-understand icons and cool graphics to spell out the big gaps in income that exist between different groups of people. We're talking about gender, race, and jobs here. It's pretty shocking how these gaps are just staring us in the face. The goal? To get the word out, get people talking, and push for real solutions that can level the playing field when it comes to pay. Because everyone deserves a fair shot at fair pay, right?



DO YOU FEEL LIKE SOMEONE IS USING THE 'WRONG' BATHROOM?



posterior respect their privacy respect their identity carry on with your day

protect them from harm



DON'T:

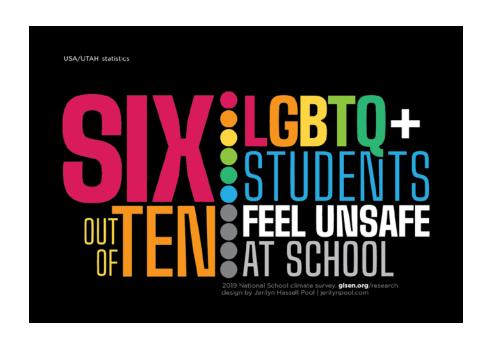
stare at them challenge them insult them purposely make them uncomfortable

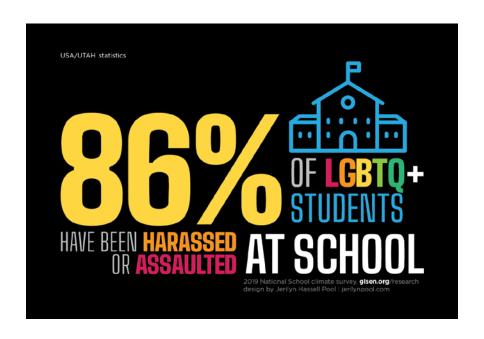
THEY ARE USING FACILITIES IN WHICH THEY FEEL SAFE. **DO NOT TAKE THIS RIGHT AWAY FROM THEM.**

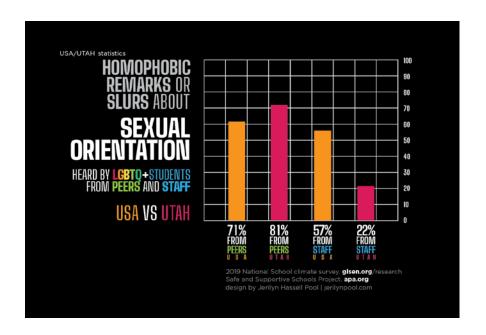
TRANS AND NONBINARY FOLKS:

YOU HAVE EVERY RIGHT TO BE HERE IN THIS FACILITY
IN THIS COMMUNITY
IN THIS WORLD

YOUR **GENDER IDENTITY**AND **EXPRESSION**ARE **VALID.**



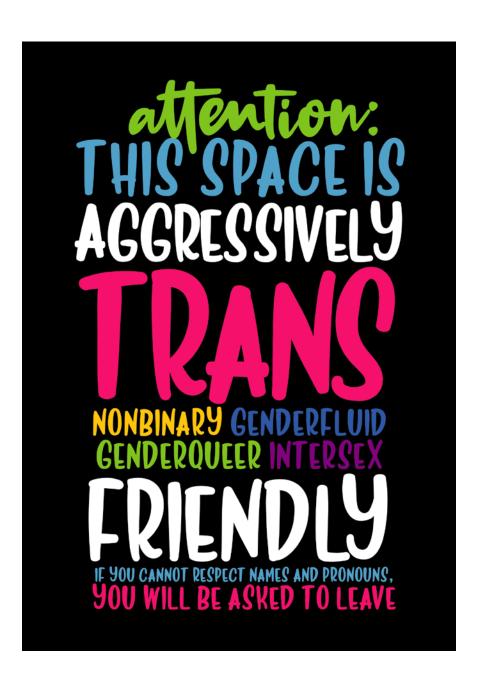




UTAH SCHOOLS

Back in 2019, I stumbled upon some shocking stats about the daily struggles LGBTQ+ students and staff were dealing with in Utah schools – we're talking about homophobia and transphobia running rampant. To spread the word and open some eyes, I decided to put together this whopping 32-page infographic. It's a visual powerhouse, packed with facts and figures that tell the real story. The goal? Raising awareness and pushing for change, because no one should have to face discrimination just for being who they are.

social media graphics



SOCIAL MEDIA

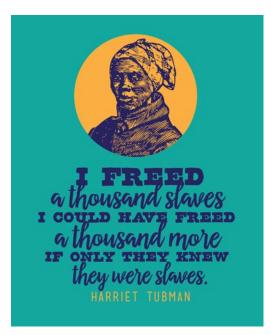
Social media graphics are the superheroes of your online presence. They're the snazzy visuals that make your posts pop, whether it's a meme that makes you laugh or a sleek promo graphic for your latest product. They're the secret sauce that grabs your followers' attention and makes them stop scrolling. With the right combo of cool images, witty text, and eye-catching design, these graphics are your ticket to social media stardom. Plus, they're not just pretty faces - they're your digital storytellers, conveying your brand's personality and getting folks to click, like, share, and engage. So, if you want to make waves in the digital ocean, social media graphics are your trusty surfboard.

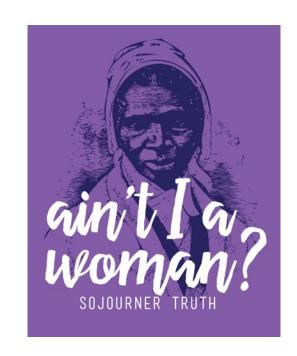








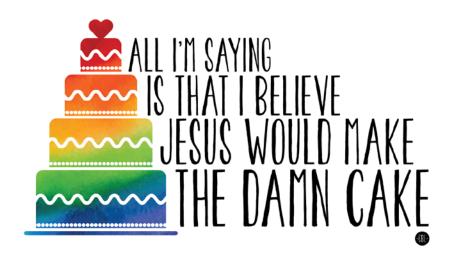














lockdown graphics







LOCKDOWN GRAPHICS

During lockdown in 2020, I discovered that the best way to get important info out there was to whip up some slick social media graphics. These bad boys are like the digital megaphones of the internet. They make complex stuff easy to understand and share. Whether it's COVID safety tips, mental health resources, or just a bit of lockdown humor, these graphics became my go-to tool for spreading the word. Plus, they're super shareable, so it's like a ripple effect - one person shares, and suddenly, your info is all over the place. It's like being a digital superhero, one graphic at a time!

























During lockdown, I whipped up 300 Zoom meeting backgrounds, featuring everything from cats to space to waterslides. I shared them online, and they became a hit, with folks sending me screenshots of them in action during their meetings.

During lockdown, I dove headfirst into creating daily coloring pages, ensuring they were available in both US Letter and A4 paper sizes to cater to international audiences. These artistic offerings transcended borders, reaching places like Japan and the UK, while also being adaptable for digital tablet coloring, providing a versatile outlet for creative expression. Additionally, I put together this batch of coloring pages by request, as a heartfelt gesture to express gratitude to service workers during these challenging times.













YOU MADE IT!

Throughout my design journey, I've been a passionate advocate for accessibility and inclusion, recognizing their transformative potential in reshaping experiences and improving lives. Through meticulous design work that embraces diverse perspectives, I've aimed to bridge gaps and empower individuals from all backgrounds and abilities. Additionally, my dedication to effective team management has fostered collaborative and innovative environments where every team member's input is valued. As I reflect on my portfolio, I see not just projects but a tapestry of meaningful impacts. I'm excited about the future, where design continues to break barriers and bring communities together.

Thank you for taking the time to explore my portfolio. If you'd like to see more of my work, please feel free to reach out. I'm eager to share more about my design journey with you.

NOTE: Excluded from my portfolio is any work related to my current employment, as it involves content that requires consent for viewing. If you have inquiries or if there's anything else you'd like to explore within my portfolio, please feel free to ask. Your privacy and preferences are always respected.

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