



JERILYN HASSSELL POOL

portfolio



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.

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

- CINDY ALLEN

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 top-notch 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 ever-evolving 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



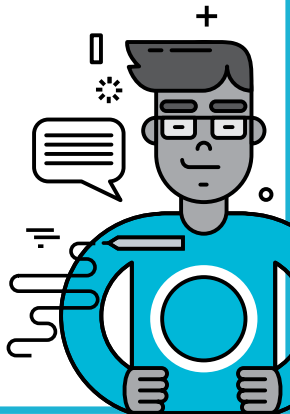


To distinguish Lumen Learning products, I formulated harmonious color palettes that complement a diverse range of skin tones.

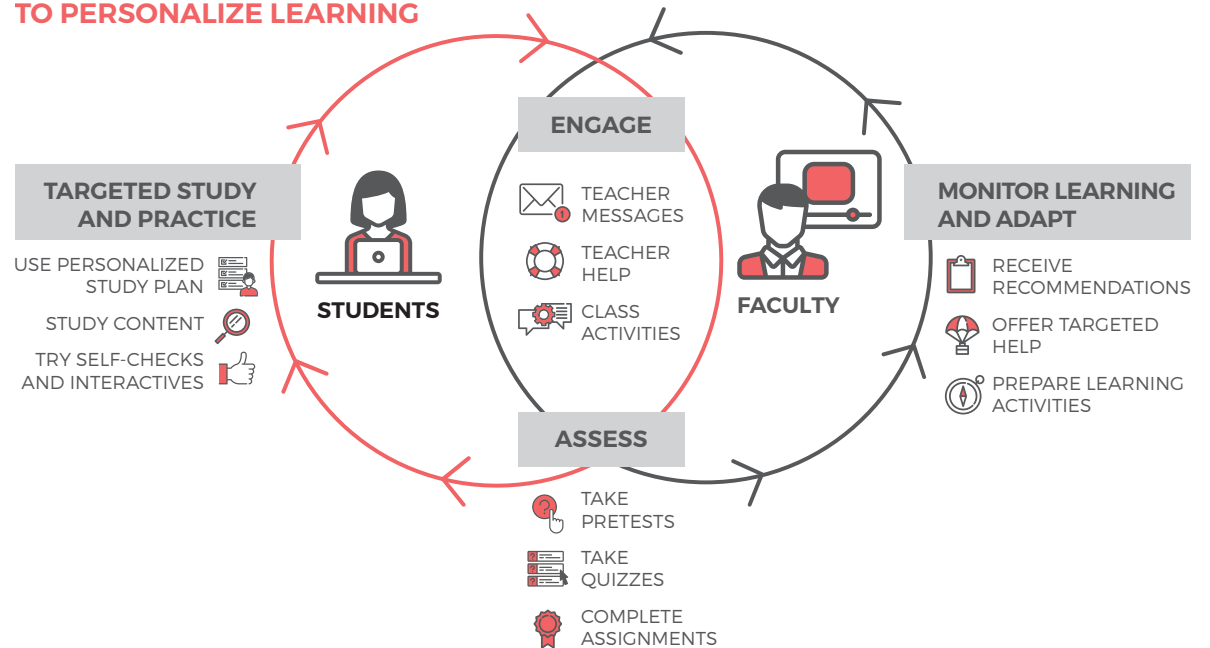
How can you choose affordability without sacrificing quality?

Lumen OHM is a low-cost, feature-rich online homework system for math with interactive textbooks, awesome LMS integration and faculty support.

Try Lumen OHM for arithmetic through calculus:
lumenlearning.com



USING WAYMAKER TO PERSONALIZE LEARNING



What are you doing to improve your course every time you teach?

We're using learning data and open educational resources (OER) to continuously improve content. You can too.

Try our OER courseware for 50+ subjects:
lumenlearning.com



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

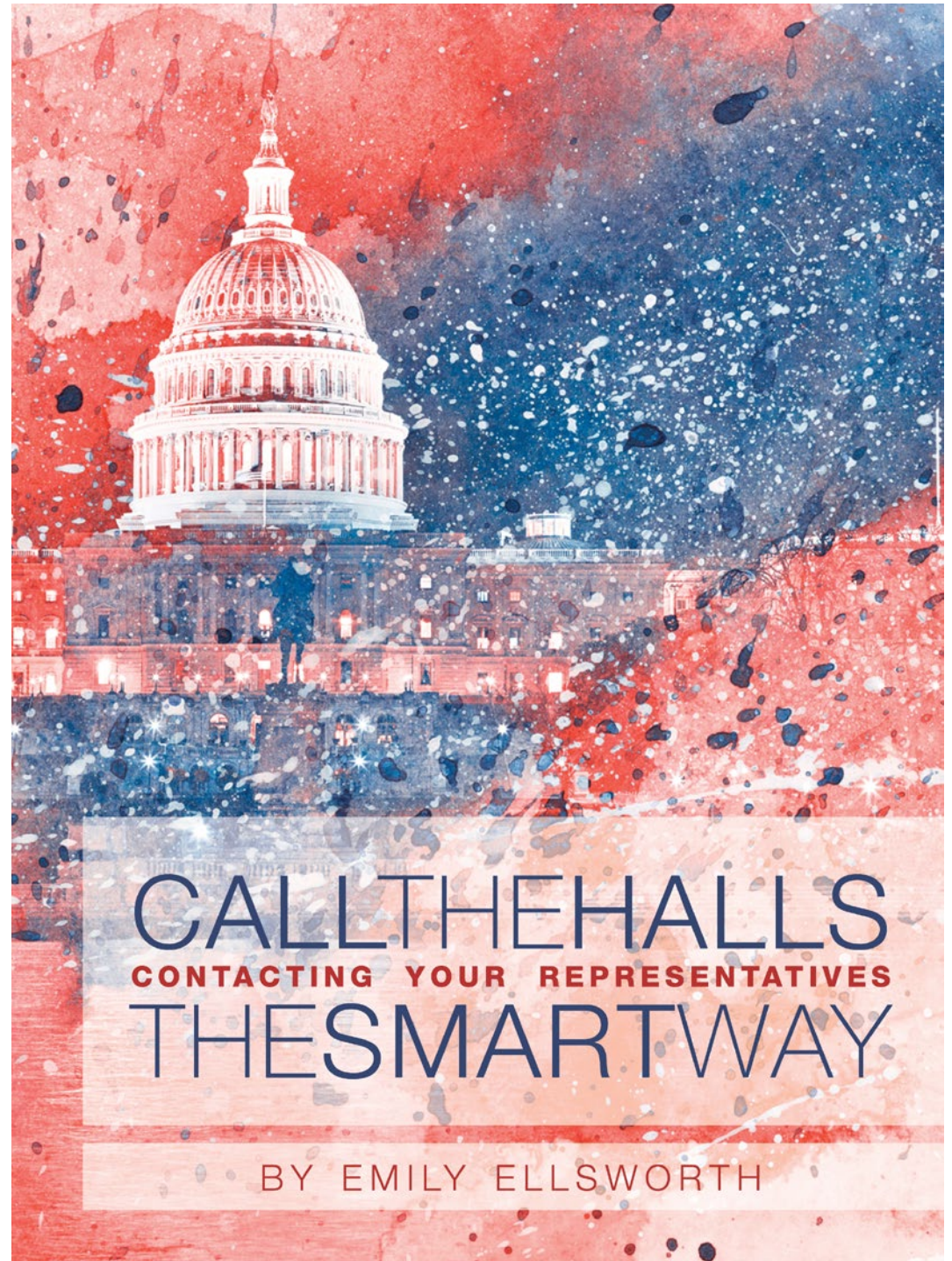
WORK SCOPE: Art direction, illustration, print production, e-book production, icon design

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


TIMELINE: 2016



WHO SHOULD I CALL?

MEMBERS OF CONGRESS AND SENATORS HAVE MANY DIFFERENT ROLES. UNDERSTANDING WHO REPRESENTS YOU AND HOW TO CONTACT THEM CAN BE CONFUSING.





INDIVIDUAL REPRESENTATIVE OFFICES

THEY REPRESENT YOU
Members of Congress have individual offices. These offices are for constituent use only; meaning, if they are on your ballot in November, they represent you.


ON THE WEB
These websites usually look like members.house.gov for the House and members.senate.gov for the Senate.

LOOK FOR
They have small web forms and phone numbers for DC and district (home) offices as well as appointment request forms.

SUBMIT YOUR ZIP
If you have to submit your ZIP code to send an email, you're on a representative's website meant for their constituents.

DO:
SEND AN EMAIL IF YOU LIVE IN THEIR DISTRICT
REQUEST A MEETING IF YOU WANT TO TALK WITH THE REPRESENTATIVE OR STAFF
SIGN UP FOR THEIR EMAIL LISTS

DO NOT:
USE A FAKE ADDRESS OR ZIP CODE TO FORCE YOUR MESSAGE THROUGH—THEY CAN TELL
CALL A REPRESENTATIVE'S OFFICE WHO DOESN'T REPRESENT YOU



COMMITTEE OFFICES

ABOUT COMMITTEES
The House of Representatives has 21 committees.
The Senate has 20 committees.
Each committee is divided into subcommittees with leadership chairs (majority party) and ranking members (minority party).


ON THE WEB
Committee websites usually look like committees.house.gov or committees.senate.gov.

LOOK FOR
Committees have their own staff that work for the members on that committee. If you have an issue you'd like to bring up with a committee, but your representative doesn't sit on that committee, use the phone or fax number available on their website.

SUBMIT YOUR ZIP
Some committee websites have webforms you can submit comments to. These webforms do not require ZIP codes.

DO:
CALL COMMITTEE OFFICES AFTER YOU'VE EMAILED OR CALLED YOUR OWN REPRESENTATIVE OR SENATOR

DO NOT:
CALL INDIVIDUAL COMMITTEE MEMBER OFFICES TO EXPRESS OPINIONS ABOUT COMMITTEE ACTIVITIES



LEADERSHIP OFFICES

LEADERSHIP
The House of Representatives leadership structure is based on political party majority. These offices are elected at the beginning of every congressional session by political parties and form the entire House of Representatives.
Leaders such as the Speaker of the House, Senate Majority Leader, Senate Minority Leader, House Majority Leader, and House Minority Leader have two roles: represent their political party as a leader and represent their constituents when making legislation and voting.

ON THE WEB
Leadership websites include: speakers.gov, majorityleader.gov, minorityleader.gov, republicanleaders.senate.gov

LOOK FOR
Forms, not all, leadership websites have webforms and phone numbers for anyone to call. If you'd like to contact one of the congressional leaders, use those forms and websites.

DO:
CALL LEADERSHIP OFFICES TO EXPRESS OPINIONS ABOUT POLICIES AFTER CONTACTING YOUR OWN REPRESENTATIVES

DO NOT:
CALL STATE OR DC OFFICES FOR INDIVIDUAL MEMBERS FOUND ON THEIR HOUSE.GOV OR SENATE.GOV WEBSITES.

WHY SHOULDN'T I CALL?

Representatives and senators receive relatively small budgets. They do not have the resources to take phone calls from around the country at their individual offices. In addition to taking phone calls, staff work on important constituent outreach services and casework.

Voters calling from outside the state and district drain resources and limit contact representatives can have with their own voters. If the phone lines are busy with out-of-state callers, staff can't take phone calls from people with serious casework issues or listen to their own voters.

Being a ranking member or chairperson on a committee does not mean a representative speaks for you. Your representative has the power and the responsibility provided by the constituent to represent you and your neighbors. Leadership and committee members do not have this same responsibility.

CALL TO ACTION



HOW TO STREAMLINE YOUR MESSAGES TO CONGRESS

- 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 having an 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:

feeding people • aggressively **trans-FRIENDLY** • arranging for **DONATIONS** of nearly **10,000 POUNDS** of food • delivering groceries each week to **HOUSEBOUND LGBTQ** folks in Utah County • connecting folks with **affirming therapy** including after hours and on weekends • **HELPING** queer folks write **safety PLANS** • **CONNECTING** LGBTQ folks with affirming and **enjoyable EMPLOYMENT** • eating **too much CHEESE** • escorting folks to **gender-affirming** doctors and surgeries • **PROVIDING** emergency and short-term **housing** for LGBTQ folks in **Provo** • not putting up with **cisHet nonsense** • sponsoring over two dozen **free TATTOOS** for LGBTQ folks • performing **1000+ hours of outreach** for LGBTQ folks **EXPERIENCING** suicidal ideation • visiting the BYU **HONOR CODE** Office with LGBTQ students • really just **two PIGEONS** in a trench coat • providing nearly **850 PIZZAS** for lgbtq folks throughout the US • **paying attention** • holding private **POOL PARTIES** for the **trans** community • **hosting** the Make America Gay Again BBQ at **PROVO'S FREEDOM FESTIVAL** • giving out **50+ first aid** and coping kits to folks who struggle with **self-harm** • sponsoring **affirming social media** and billboard ads during high-stress events • **listening** and **fixing** our mistakes • **hosting and planning** the annual **safexmas** event



WHAT'S INSIDE? *Lasagna*

INGREDIENTS: *noodles, tomato sauce, cheese, onions, peppers, eggplant, zucchini, spinach, basil*

CONTAINS: ☐ Fish ☐ Shellfish ☒ Dairy ☐ Peanuts ☐ Soy ☒ Wheat ☐ Eggs ☐ Tree Nuts

DATE: *06/09/2019*

NOTES:

you are loved
QUEERMEALS.COM



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.



QUEERful

PANTRY PROJECT

**FOOD
IS A
BASIC
HUMAN
RIGHT.**



WE GIVE FREELY

We give without expectations or strings. We believe compassionate, generous, trusting action is the way to a 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 trauma and food insecurity lead to defensive coping skills.

WE NOURISH NEIGHBORHOODS

We are interdependent.

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

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

STOCKING THE QUEERFUL PANTRY

How do I stock the Queerful Pantry? The original QFP is stocked separately. Those who wish to contribute may do so at their discretion when convenient. Demand response supply in the QFP is often empty. However, empty shelves are problematic only if no one is contributing. You might want to organize a group of friends, neighbors, or co-workers, organized a day of the month to contribute. Please note that regular supply is an effective means keeping both consumption and to stock manageable. Regular supply minimizes hoarding as well.

WHAT DO I STOCK?

Encourage your contributors to stock according to need. **Discourage charge (meat), chemicals, previously worn clothing (which adds bulk), or anything illegal.**

Buy and encourage others to buy duplicate of whatever products you use. If you eat or use it, so will someone else. If you experience either shock when buying or items, it should go inside! Staples, basic hygiene products, and canned proteins are examples of items that are expensive and important. Consider and think of your neighbors and what food they may be struggling with based on their budget and culture. Culturally relevant and preferred foods are difficult to find at food banks and are important to the nourishment of a person's soul and body.

If your stock does not turn over frequently, consider ways for helping and looking, especially during winter temperatures. Also, if your QFP will be stocked separately, you must always be able to control what's inside. A shelf or unit will allow you to maintain a safe, neat space.

What if I can't stock food? Sometimes, items will have an expiration prohibiting feeding the homeless. Let that sink in. Here: Personal care items, paper goods, etc. are not food.

Any item you would not want accessible to children shouldn't go inside.

You'll want to have light maintenance in terms of consistently checking the quality of donated items, but if occasional items may not get picked up.

Interact if your pantry is always empty. Use social media. Take photos of your empty pantry and ask folks to give. If you'd like to build up a surplus, host a food drive or a share-to-share food drive.

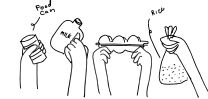
GETTING DONATIONS

Use social media. Take a photo of your empty and ask folks to give.

If you'd like to build up a surplus, host a food drive for food at an organization or business with which you affiliate. Involve your neighbors there, a share-to-share food drive maintains social distance.

Have an action instead of a yard sale. Use your social media profile and name a starting bid (even cash). You'll clear your clutter and collect donations.

Be mindful! It none of these things is a good fit for you, know that what you can do is enough and that most pantries have "seasons".



CULTURALLY RELEVANT FOODS

What are considered culturally specific foods? Culturally specific foods are items that are appropriate and unique to specific cultural/ethnic communities. These food items are staples and are important and meaningful to a person's diet and emotional connection to their culture.

SOUTHEAST ASIAN

- Jasmine Rice
- Soy Sauce
- Rice Noodles
- Spring
- Coconut Milk
- Curry Paste
- Dried Fish Beans
- Cooking Oil
- Banana Shrimp
- Vietnamese Rice
- Shell Shrimp
- Fish Sauce
- Beef Curry
- Curry Powder
- Lentils
- Rice
- Bean Thread Noodles
- Canned Miso
- Curry Paste
- Vietnamese Rice
- Shell Shrimp
- Oyster Sauce
- Rice Flour
- Sesame Canned
- Tofu
- Squash

EAST AFRICAN

- Beans
- Chickpeas
- Curry Powder
- Lentils
- Red Curry Beans
- Tofu
- Rice
- Spaghetti Sauce
- Tomato Sauce
- Tuna

WEST AFRICAN

- Beans
- Chickpeas
- Curry Powder
- Lentils
- Red Curry Beans
- Tofu
- Rice
- Spaghetti Sauce
- Tomato Sauce
- Tuna

INDIGENOUS/NATIVE

- Beans
- Chickpeas
- Curry Powder
- Lentils
- Red Curry Beans
- Tofu
- Rice
- Spaghetti Sauce
- Tomato Sauce
- Tuna

LAZIO

- Beans
- Chickpeas
- Curry Powder
- Lentils
- Red Curry Beans
- Tofu
- Rice
- Spaghetti Sauce
- Tomato Sauce
- Tuna

EAST EUROPEAN

- Beans
- Chickpeas
- Curry Powder
- Lentils
- Red Curry Beans
- Tofu
- Rice
- Spaghetti Sauce
- Tomato Sauce
- Tuna

WHO ARE THE QUEERFUL PANTRIES INTENDED FOR?

A QFP is for everyone and anyone who needs, calls, needs or drives by. Regardless of gender, sexual orientation, ability, race, housing or employment status, wealth, physical or mental health, the project shows that food is a basic right and, in community, we can share the abundance with those who might be experiencing food insecurity. In late June 2020, 27% of households with children were food insecure – meaning more than 147 million children lived in a household that struggled to afford food consistently. Food insecurity has more than tripled among households with children in 2020 (Source: The Brookings Institute).

WHAT DOES IT MEAN TO BE A QUEERFUL PANTRY HOST?

As a QFP host, you are committed to regularly stocking your QFP, keeping the pantry and the area around it clean, and asking your neighbors to support its effort too. For a pantry to become a reliable location for food, it needs to stay stocked and seen as an integral part of a neighborhood's supportive network. Pantries create community through neighbor engagement. Encourage and ask for regular donations from neighbors – post on social media and neighborhood text groups. The pantry model relies on neighbors to give and receive from it. Share the message of pantries – neighbors helping neighbors.

As a pantry host, you are co-organizing of the pantry and hold complete responsibility to be: becoming a pantry host and taking a pantry, you are opening and are responsible for planning, securing, and installing the pantry.

IS IT IMPORTANT TO CONTACT MY NEIGHBORS BEFORE I INSTALL A PANTRY?

It's essential you speak with your neighbors before installing a pantry. Explain the concept and address any concerns anyone might have. It's important your neighborhood is supportive and actively participating in keeping it stocked with food and personal hygiene products. The cost to keep a pantry stocked is manageable when it is a volunteer effort.

In most places, owner permission is sufficient to locate on private property; however, there are exceptions (notable: HOA). Do what diligence you must to feel good about proceeding.

If you decide you want your neighborhood to have and/or your drive location is on city property, go to your city's website and find "permitted." Before the permitting type must like a QFP. Ask for advice on what to permit. Do both again after the next day. What a week! Be persistent, and be prepared with answers to questions about liability and safety, right of way, and maintenance. Seeking city involvement will make implementation more labor and time intensive. The trick is to good community buy-in prior to launch.

WHERE SHOULD A PANTRY BE LOCATED?

Queerful Pantries work best in visible neighborhood and areas with a lot of traffic. For a Queerful Pantry to be successful, it is essential that the surrounding community rallies around it to keep it regularly stocked with non-perishable food items and personal hygiene products. Consider these factors:

- A location that is noticeable
- A location with lighting (street light, other exterior lighting)
- A location clear of overgrowth and the space of grass between the sidewalk and the street
- A location with a porch or door facing orientation if your neighbors are hot

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

TIMELINE: 2014



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

TIMELINE: 2019

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

TIMELINE: 2008



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 family-style 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.

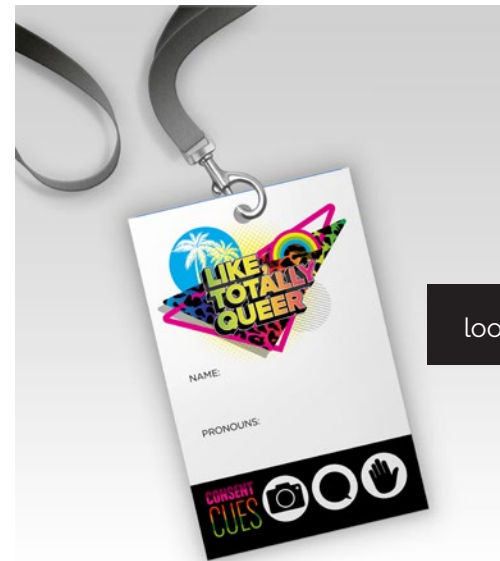
What's cool is that the planning committee for queerXmas is composed of disable trans and nonbinary queer individuals. This way, we can make sure that inclusion and accessibility are at the forefront of our efforts. We're all about making sure everyone feels welcome and celebrated during the holidays.

CLIENT: QUEERXMAS

WORK SCOPE: event planning, graphics

PROJECTS: graphics, lanyards, printed materials, signage, social media, web design

TIMELINE: 2015–present



look—it's consent cues!



event graphics, before
the switch to queerXmas

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.

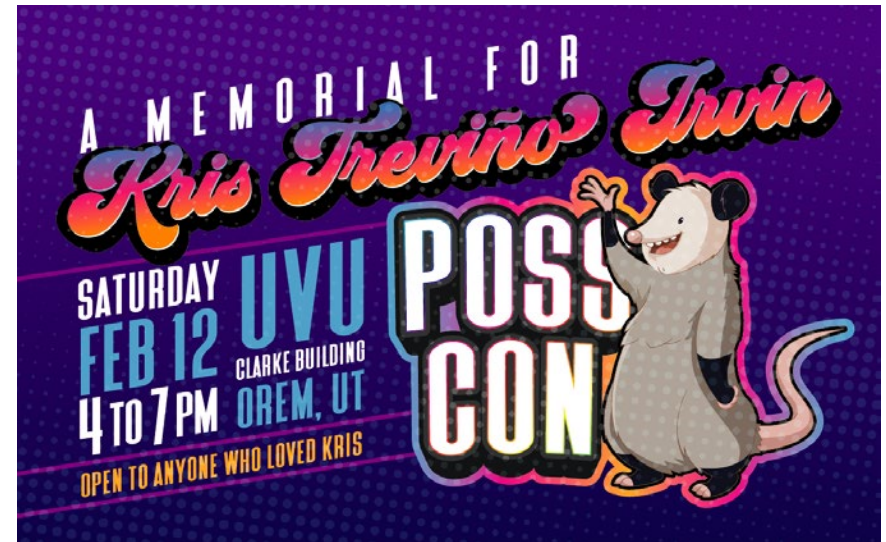
No regrets, David. But hey, those projects we worked on together were a blast!

CLIENT: DAVID MANESS

PROJECTS: event graphics

TIMELINE: 2010-2012







infographics



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?

What does your donation to DOGS FOR THE DEAF do?

Where do the dogs come from?
Trainers canvass animal shelters on the West Coast to locate suitable dogs to rescue thus giving them a second chance at life.

Immediate Medical Care
Each dog receives medical care, spaying/neutering and microchipping before they start their training.

Training
Training lasts for 5-6 months and utilizes positive (reward) reinforcement training with lots of love, administered by volunteers that come in daily to walk and play with our dogs.

Placed with a client
The trainer and the dog travel to the client's home to spend 3-5 days training the client how to maintain the dog's training.

Career Change
Not all dogs will complete their training successfully but a dog will never be returned to an animal shelter. Instead, these happy and healthy pets will become career change/demonstration dogs.

TOTAL COST
When you consider the direct and indirect costs of the training program and that not all dogs are placeable, **THE COST PER DOG IS \$25,000 AND INCLUDES LIFETIME SUPPORT. THERE IS NO COST TO THE CLIENT AFTER A \$50 APPLICATION FEE.**

DONATIONS ARE THE BACKBONE OF COVERING THESE COSTS

Beyond individual and chapter donations that are pooled together to cover these financial needs, some elect to make larger donations to sponsor a dog. Increments of \$5,000, \$10,000 and \$20,000 have been established with trusts, bequests, and large fundraising efforts able to sponsor dogs.

Besides the opportunity to sponsor a dog, there are other special funding projects available upon request. Recent projects include a new dog walk path, and new canine agility equipment.

FOR MORE INFORMATION, VISIT DOGSFORTHEDeAF.ORG

DOGS for the DeAF

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



DO:

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.**

USA/UTAH statistics

SIX **LGBTQ+**
OUT OF TEN **STUDENTS**
FEEL UNSAFE
AT SCHOOL

2019 National School climate survey. glsen.org/research
design by Jerilyn Hassell Pool | jerilynpool.com

USA/UTAH statistics

86% **OF LGBTQ+**
HAVE BEEN HARASSED
OR ASSAULTED **AT SCHOOL**

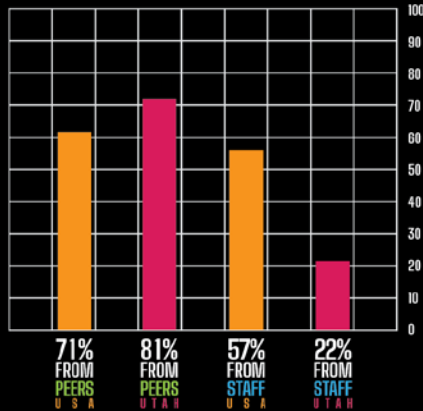
2019 National School climate survey. glsen.org/research
design by Jerilyn Hassell Pool | jerilynpool.com

USA/UTAH statistics

HOMOPHOBIC
REMARKS OR
SLURS ABOUT
SEXUAL
ORIENTATION

HEARD BY LGBTQ+ STUDENTS
FROM PEERS AND STAFF

USA VS UTAH



2019 National School climate survey. glsen.org/research
Safe and Supportive Schools Project. apa.org
design by Jerilyn Hassell Pool | jerilynpool.com

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.

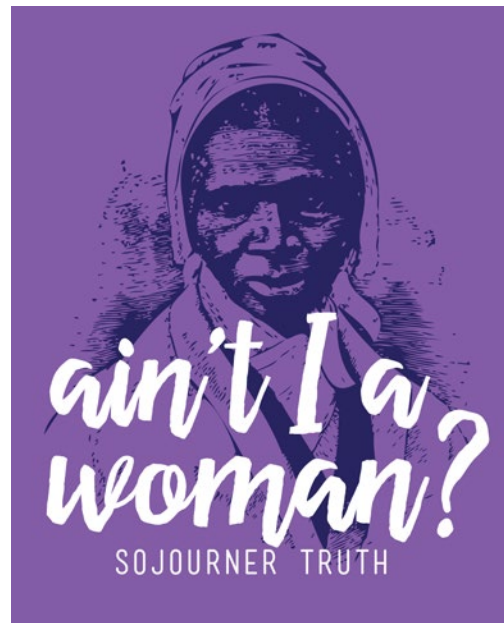
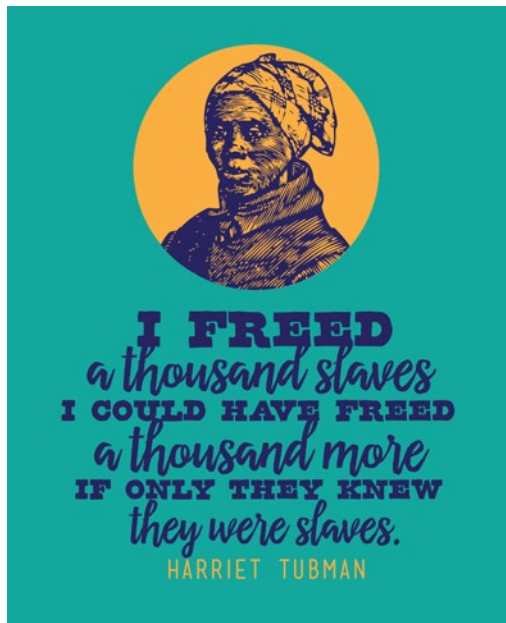
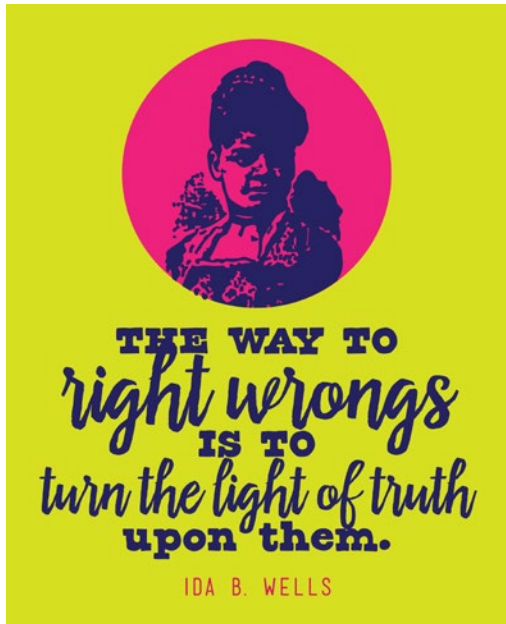
social media graphics



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.





BE CAREFUL
WHO YOU HATE
they might just be
SOMEONE
you love

IF YOU'RE STRUGGLING AND YOU NEED TO TALK TO SOMEONE, PLEASE REACH OUT.

BY PHONE:

Suicide Prevention Lifeline: 800 273 8255

The Trevor Project: 866 488 7386

Trans Lifeline: 877 565 8860

Hopeline: 877 235 4525

Your Life Your Voice: 800 448 3000

BY CHAT:

chat.suicidepreventionlifeline.org

thetrevorproject.org

veteranscrisisline.net

yourlifeyourvoice.org

BY TEXT:

Crisis Text Line: 741 741

Veterans Crisis Line: 838 255

Hopeline: 877 235 4525

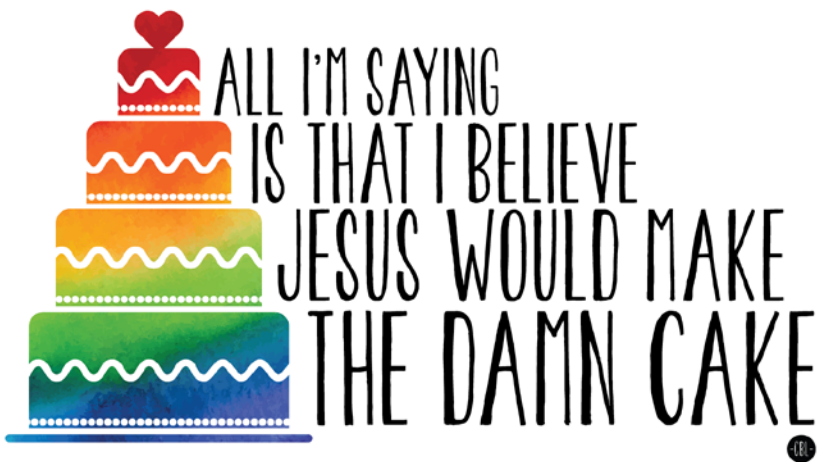
Your Life Your Voice: 20121

The Trevor Project: 202 304 1200

BY FACEBOOK MESSENGER:

[Facebook.com/crisistextline](https://facebook.com/crisistextline)

YOU ARE LOVED.
YOU ARE WANTED.



lockdown graphics

stress, anxiety,
and other
depression-like
symptoms
are common
right now.

DISASTER DISTRESS HELPLINE

CALL 800-985-5990
or TEXT TalkWithUs to 66746

TTY 800-846-8517

SPANISH SPEAKERS
CALL 1-800-985-5990 and press "2"
or TEXT Hablanos to 66746



STARTING
MARCH 1, 2021
ALL PEOPLE IN UTAH
WITH A **BMI OVER 40**
ARE **ELIGIBLE** TO RECEIVE THE

COVID-19 VACCINE



RENT'S DUE.

If the pandemic has left you struggling to pay rent,
THERE ARE THINGS YOU CAN DO NOW:

- TALK TO YOUR LANDLORD**
see if they will work with you
- OFFER A PARTIAL PAYMENT**
if you cannot pay the full amount
- TALK TO OTHER TENANTS IN YOUR BUILDING**
you aren't alone in this

If your landlord won't work with you, or you get an eviction notice:
VISIT **UtahRentersTogether.org** FOR MORE INFO

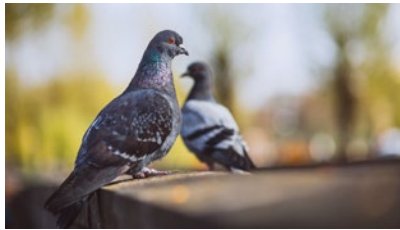
SIGN THE PETITION
ask State leaders to
put a stop to eviction:
bit.ly/3dK7nXE



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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