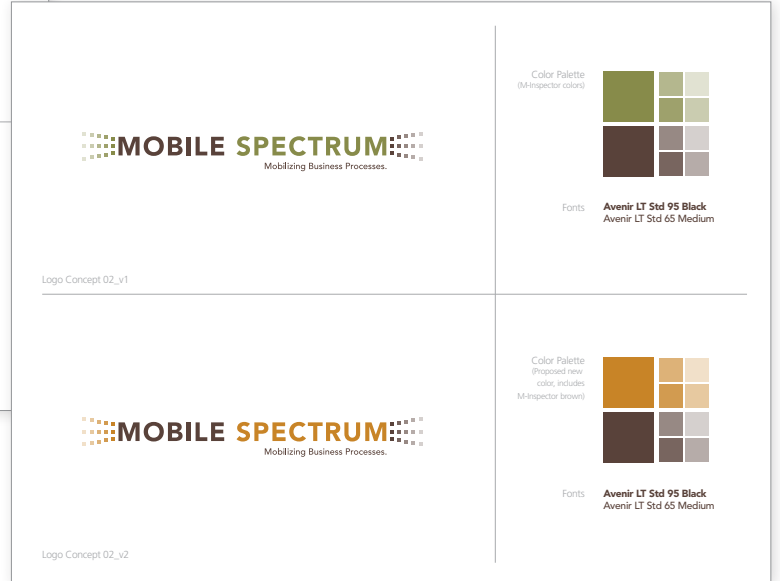


## Portfolio Samples

- 2** **Mobile Spectrum**  
A multi-use, multi-industry inspection software application needed a versatile logo to represent their applications.  
[LOGO](#)
- 3** **American Petroleum Institute**  
The American Petroleum Institute needed a branding solution for the “Securing America’s Energy Future” campaign.  
[BRANDING](#)
- 4** **Area Inspector**  
A home inspection software application needed a new logo, website design and interface design.  
[LOGO, WEBSITE DESIGN, APPLICATION DESIGN, INFORMATION ARCHITECTURE](#)
- 5** **Twilight Cakes**  
My specialty cake business needed a logo, website and overall look and feel.  
[LOGO, BRANDING, WEBSITE DESIGN/DEVELOPMENT, CAKE CO-CREATOR](#)
- 6** **Mikyung Ink**  
Mikyung Ink is a stationery and t-shirt company I started with a friend.  
[LOGO, BRANDING, WEBSITE DESIGN/DEVELOPMENT, T-SHIRT & STATIONERY CO-CREATOR](#)
- 7** **Keymind**  
Keymind needed a new website that included a graphical representation of their five phase methodology.  
[WEBSITE DESIGN/DEVELOPMENT, ILLUSTRATION](#)
- 8** **Military Health System, Department of Health Affairs**  
The Assistant Secretary of the Military Health System’s Health Affairs wanted an updated, modern website.  
[WEBSITE DESIGN](#)
- 9** **DoL, Veterans Employment and Training Service Transition Assistance Program Training (TAP)**  
The Veterans’ Administration needed a train-the-trainer course for the TAP program.  
[WEBSITE DESIGN/DEVELOPMENT, FLASH DESIGN/DEVELOPMENT, ICON DESIGN](#)
- 10** **Personal Website Redesign**  
I wanted to create a new website that was clean—both in design and in technical implementation.  
[WEBSITE DESIGN/DEVELOPMENT](#)
- 11** **Personal Fine Arts Website**  
When I redesigned my portfolio website, I decided to omit the majority of my fine arts portfolio.  
[WEBSITE DESIGN/DEVELOPMENT](#)
- 12** **“A Little Story About Me” Flash Piece**  
After wearing contact lenses for 10 years, I had to start wearing glasses. To deal with this change, I created a Flash comic.  
[ILLUSTRATION, FLASH DESIGN/DEVELOPMENT](#)



initial design concepts

# MOBILE spectrum

Mobilizing Business Processes

ERICA MEADE

erica.meade@gmail.com  
ericameade.com

problem

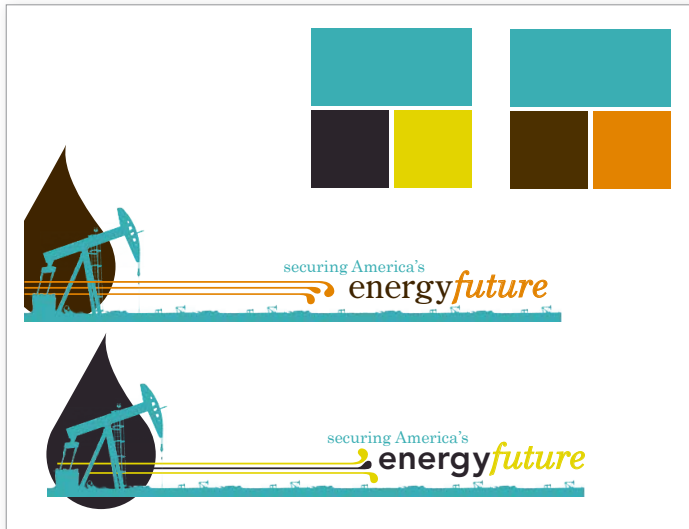
A multi-use, multi-industry inspection software company needed a versatile logo to represent their software applications. The client needed a solution within a week that would complement existing product logos and designs.

process

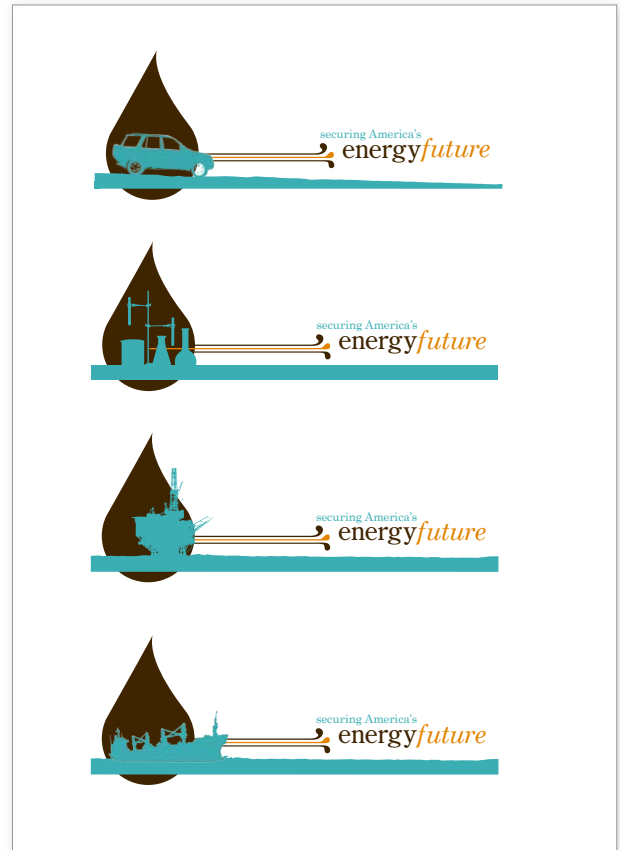
Following client completion of a branding questionnaire, extensive discussion with the client took place. From this information, I created pencil sketches and explored font choices, color palettes, and iconography, and developed two preliminary design concepts, which I presented to the client.

solution & outcome

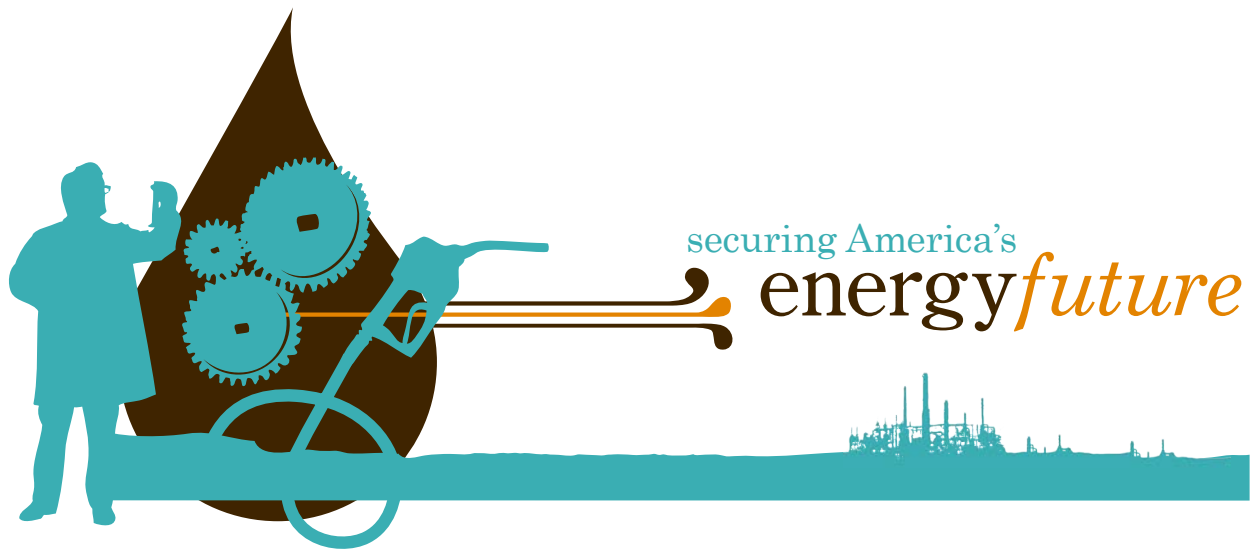
The design concept the client selected is used for tradeshow, applications and marketing materials.



initial design concept



final design concepts (various sections)



**ERICA  
MEADE**

erica.meade@gmail.com  
ericameade.com

**problem**

The American Petroleum Institute (API) wanted to educate consumers on the value of oil as a resource for America's future. As a member of the Online Advocacy team at Edelman PR, I developed a fresh design approach for the campaign website.

**process**

After researching the client's needs, I created a bold, graphical design with industry-relevant silhouettes and graphic elements.

**solution & outcome**

I created different headers for each section of the API campaign website for the Online Advocacy Team.

application interface designs

The application interface consists of several key components:

- Survey Report:** A detailed report for a home inspection. It includes customer information (File #: 01234, Name: Bob Smith, Address: 5111 Leeburg Pike, Falls Church, VA 22041) and inspector information (Name: Ted Collins, Company: Ted Collins Realty Services, Email: Ted@TedCollins.com, Phone: 703-777-9222). The report includes a 'PRE INSPECTION AGREEMENT' and a table for 'Exterior Foundation Basement' with columns for 'Material' and 'Condition'.
- Customer Invoice:** A summary of the inspection services. It includes the same customer and inspector information. The invoice table is as follows:
 

Invoice Code	Invoice Item	Cost	Discount	Line Total
001	Single Family Home Inspection	\$200.00	\$0.00	\$200.00
123	4 Bedrooms/2 Bathrooms	\$150.00	\$0.00	\$150.00
210	Radon Testing	\$50.00	\$0.00	\$50.00
Subtotal:				\$400.00
Other Discounts:				\$0.00
Tax @ 4.5%:				\$18.00
Total:				\$418.00

The website homepage features a navigation bar with links for Home, About, Contact, Directory, and Login. The main content area includes:

- Header:** Area Inspector logo and tagline 'Home Inspections Done Right.' with a background image of inspectors.
- Inspectors:** A section highlighting the company's unique web-based and mobile home inspection software, listing features like online scheduling, order management, and reporting systems.
- Buyers/Sellers:** A section providing information and resources for home buyers and sellers.
- Real Estate Professionals:** A section offering high-quality custom reports with checklists, information, and images.
- Home Inspection Information:** A section for finding inspectors, including a search form for state and zip code.
- New Inspector Toolkit:** A section for new inspectors, listing training and leads.
- Inspector of the Month:** A section highlighting a featured inspector.

web design concept



# area inspector

Home Inspections Done Right.

ERICA MEADE

erica.meade@gmail.com  
ericameade.com

problem

A home inspection software application wanted a modern and recognizable new identity, including a logo, website design and application interface design. Despite the numerous design and Information Architecture requirements, quick turnaround was essential.

process

Over the course of one week, I had to make rapid decisions regarding the creation of logo concepts, website designs and system screens. Throughout the design process, I assumed the role of Information Architect for the web application.

solution & outcome

The logo and website are in use. The application is in development and is based on my designs and IA.



**Stump Cake**  
this cake is one of our custom cakes, covered entirely in fondant.



our "paella" cake

**Hello.**

We're Jenny and Erica, the creators and bakers of all the cakes found at Twilight Cakes. We have been baking crafty cakes together since we were in high school, and recently decided that we need to make our hobby a serious business endeavor.



*Jenny & Erica*

We specialize in novelty cakes that look more like sculptures than actual desserts, though all elements are edible, and made out of fondant. Please check out our site to learn more about Twilight Cakes, and contact us with any questions, estimate requests, or general praise.

*Testimonials*



"I just wanted to say thanks again for the cake. It was awesome and delicious! It was the highlight of the day. Well, except for the getting married part. That was okay too i guess."

-Jason Mehaffey

(C) 2007. All rights reserved. home | about | portfolio | order | contact



double-sided flyer

# twilight cakes

not so ordinary cakes  
made by not so ordinary people

<p><b>ERICA MEADE</b></p> <p>erica.meade@gmail.com ericameade.com</p>	<p><b>problem</b></p> <p>After making theme cakes for friends' special events, my baking partner and I were encouraged to start a specialty cake business. The fledgling company, Mikyung Ink, needed a professional identity.</p>	<p><b>process</b></p> <p>As both the client and the designer, I had no creative limitations. After I designed the logo, I carried the design elements through our collateral materials. The website is a fun and lighthearted design, and includes a Flash header that cycles through different projects.</p>	<p><b>solution &amp; outcome</b></p> <p>Our business is still in its early stages, but client feedback has been very positive and orders are increasing. Website development is still in progress.</p>
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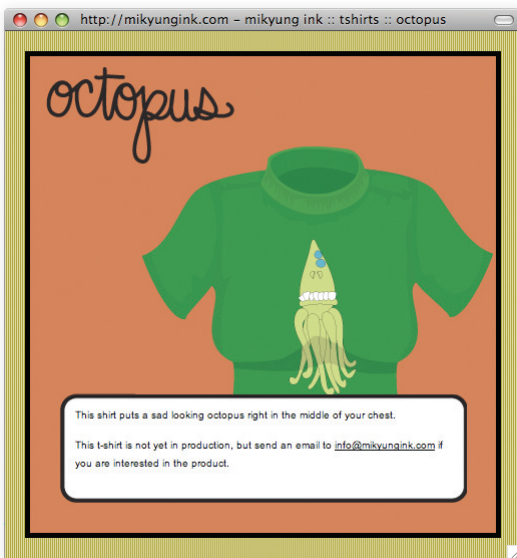


home page with alternative stylesheet



home page with default stylesheet

one of Mikyung Ink's products



ERICA  
MEADE

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ericameade.com

problem

Longing for another creative outlet, a friend and I started Mikyung Ink, a handmade stationery and t-shirt company. The company needed a name, logo, brand, and website that matched the tone of its whimsical products.

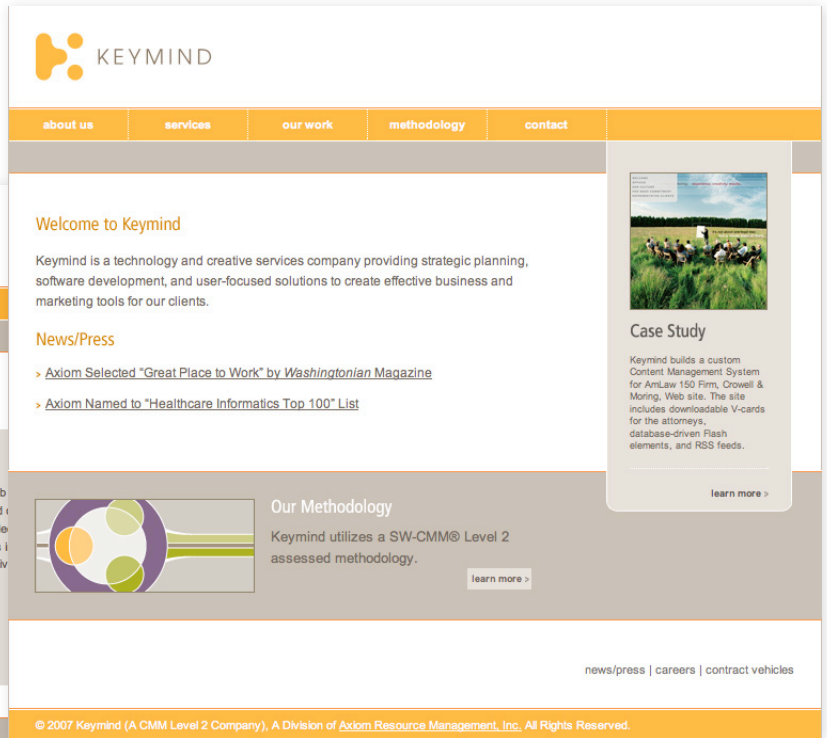
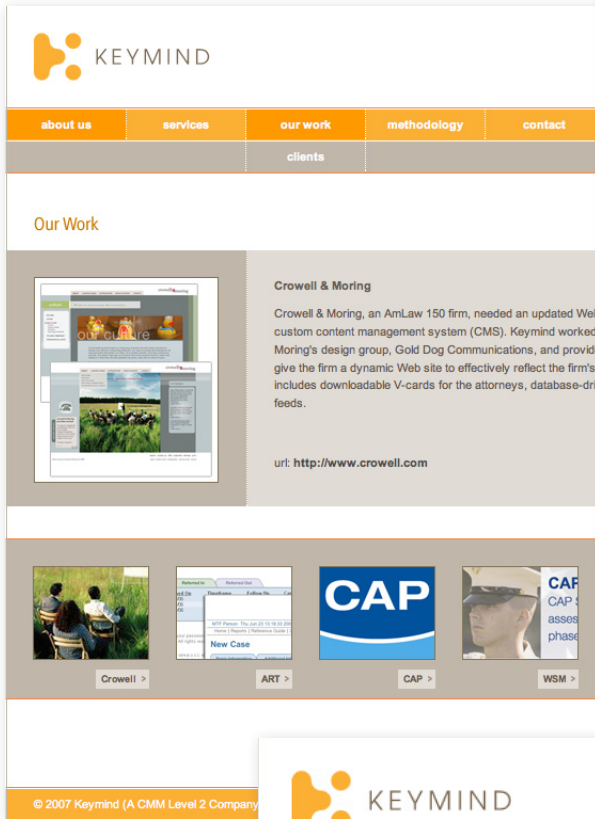
process

I created a hand-drawn logo to match the look and feel of Mikyung Ink's products. The site has two different design themes; the user can alternate between them by clicking a button and changing the stylesheet. The website is a tableless, CSS-based design.

solution & outcome

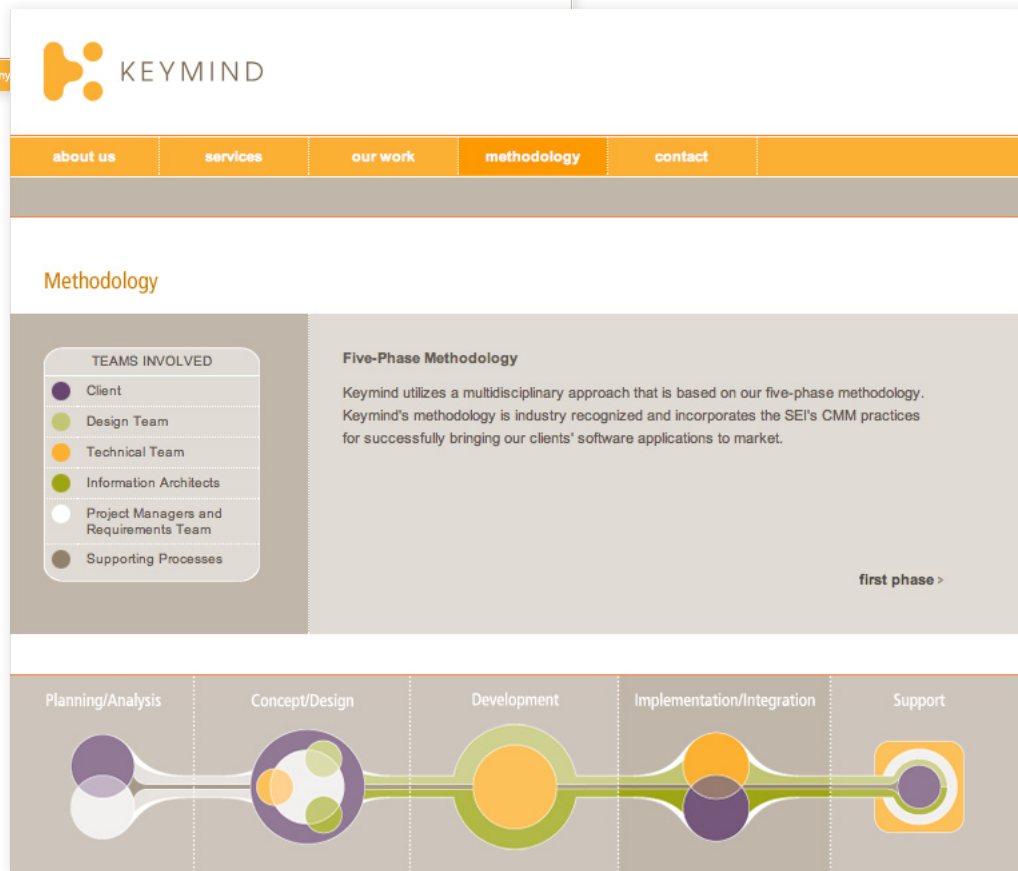
Mikyung Ink creates t-shirts and stationery that are marketed via the Internet. See www.mikyungink.com

client work portfolio



home page

methodology section



**problem** Keymind, a creative and IT services firm, needed a new website that included a graphical representation of their five-phase methodology. The Keymind logo and brand were established, so the website design needed to match the existing brand aesthetic.

**process** In collaboration with the art director and other members of the design team, I selected a color palette and created the methodology graphic. Once the graphic was complete, I began the website design and programming.

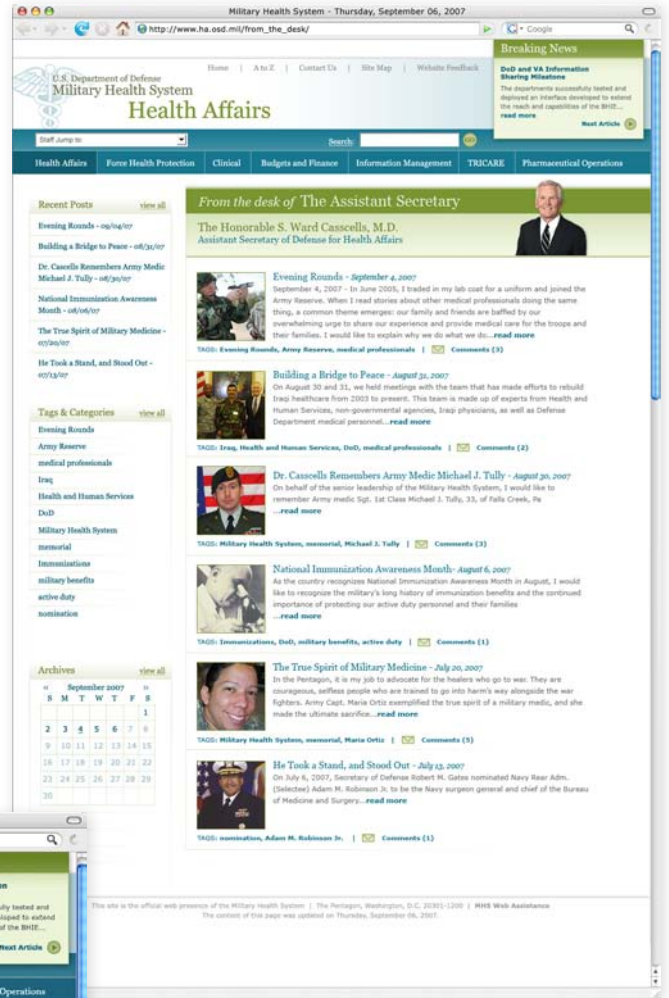
**solution & outcome** The website redesign received a lot of praise from external and internal users. The methodology graphic is used in other marketing materials and for Process Improvement Training at Keymind. See [www.keymind.com](http://www.keymind.com)

**ERICA MEADE**

erica.meade@gmail.com  
ericameade.com



sample interior page



blog index page



home page

ERICA MEADE

erica.meade@gmail.com  
ericameade.com

problem

The Assistant Secretary of the Military Health System's Health Affairs wanted an updated, modern website to represent the face of military health care. The site houses wide-ranging content that is updated regularly. The Assistant Secretary wanted to ensure that his new blog would not be lost in the constantly expanding sea of information.

process

Another designer and I worked with a team of information architects, subject-matter experts and programmers to develop two separate and unique design concepts, which included a new look and feel for the Secretary's blog as well as the website.

solution & outcome

Elements of the design are being integrated into the new Health Affairs website.



**Key Point:**  
Accomplishment statements show how you will contribute to a future employer.

**Experience**

Bob Turner  
2345 Bank Avenue, Englewood, Colorado 12345  
(123) 456-7890

**EMPLOYMENT HISTORY**

- 19XX-20XX **Security Specialist** U.S. Marine Corps
- 19XX-19XX **Warehouseman** Micro Chemical, Inc., Denver, CO
- 19XX-19XX **Security Guard** Mayfield Malls, Denver, CO

**Supervisor**  
Supervised \$10 million in highly sensitive equipment - entrusted to perform in a 24-hour period. Implemented new quality security plan that led to increased freedom of movement to employees. Directed national personnel in operational facility during the same period.

**Responsibilities**  
Helped develop and implement an effective security system - utilized to 24/7 coverage security by reducing thefts and losses.

**Investigation**  
Investigated security and safety violations and/or related incident reports - led to incident that being recognized as the "Golden Shopping Facility in the Mountain States".

**Skills**  
Military Management/Operational Skills - recognized as MCO (Most Qualified) for efficiency and security (Military, Warehouse and Offices).

Loading Completed

**Presentation Tips**

Reinforce that their career goals and the jobs they are applying for will dictate the skills that they will "sell" on their resume.

Display Slide T-3.10-28 T-3.10-28

PREVIOUS PAUSE NEXT

Flash screenshots

**TAP TRANSITION ASSISTANCE PROGRAM**

Helping veterans and transitioning service members succeed in the 21<sup>st</sup> century workforce.

Register | Forgot Password? | Contact Us

HOME

TRAINING MODULES

RESOURCES

Training Materials

Additional Resources

Related Sites

SITE MAP

Section 3.10  
**Create An Effective Resume**

Welcome to the Department of Labor, Veterans' Employment and Training Service **Transition Assistance Program Training**

**Site Purpose**  
We are pleased to announce that DOL VETS has updated Section 3.10 - **Create an Effective Resume** of the Transition Assistance Program curriculum so that every TAP Participant will have the TAP Workshop with a draft, handwritten resume. We have created this web based training tool to help you familiarize yourself with the new curriculum and provide training to help you deliver a powerful and effective seminar. You'll be able to register on this site and watch the training modules one at a time as often as you like.

**Interactive Training**  
This training is self-paced. We recommend that first time users watch the online introduction to familiarize themselves with the training set up. After that, you will be able to proceed through lessons one through eleven. At any point, you can log out and return to the training at a later time to finish viewing or review it as often as you like.

Register for the Training **Begin the Training Session**

In affiliation with:

Download Training Manual **Download Additional Material**

Copyright © 2007. All Rights Reserved.

home page

training section of website

**TAP TRANSITION ASSISTANCE PROGRAM**

Helping veterans and transitioning service members succeed in the 21<sup>st</sup> century workforce.

Welcome Back, Ashley Frazier **LOG OUT**

Not Ashley Frazier? | Edit Profile | Contact Us | Site Admin

HOME

TRAINING MODULES

Online Tutorial

Lesson 1

Lesson 2

Lesson 3

Lesson 4

Lesson 5

Lesson 6

Lesson 7

Lesson 8

Lesson 9

Lesson 10

Lesson 11

Lesson 1: Course Introduction and Message to Viewers  
**Introduction**

Section 1 of 4

Section 3.10  
**Create An Effective Resume**

Loading Completed

PREVIOUS PLAY NEXT

**ERICA MEADE**

erica.meade@gmail.com  
ericameade.com

problem

The Veterans' Administration needed a train-the-trainer course for the TAP program that was accessible to trainers world-wide. This video-based, online course had to incorporate all lessons and instructional materials from Lesson 3.10: Create an Effective Resume.

process

First I designed a website to host the training modules. From that design, I created the look and feel for the Flash training. Using video and audio assets, and client-created PowerPoint slides, I developed a tutorial and a series of eleven lessons all in Flash.

solution & outcome

This train-the-trainer course is being used world-wide to help trainers educate veterans separating from the service on how to write an effective resume.

ERICA  
MEADE

about

portfolio

resume

hello

Welcome to Erica Meade's (my) online portfolio. I am a web and graphic designer located in the DC Metropolitan area. I have many hobbies, and many interests. I was a studio art major in college, and find ways to infuse creativity into my life by baking cakes, drawing pictures, decorating my apartment, and, obviously designing websites.

My dream job is to be a toy designer.

Please feel free to contact me, at [erica.meade@gmail.com](mailto:erica.meade@gmail.com), if you have any questions about anything you see on this site.



Park's Upholstery



For this project, I worked to bring a small business (established in 1948!) online.



ERICA  
MEADE

about

portfolio

resume



ERICA  
MEADE

[erica.meade@gmail.com](mailto:erica.meade@gmail.com)  
[ericameade.com](http://ericameade.com)

problem

I wanted to create a new website that was clean—both in design and in technical implementation. I wanted to create an interface that was simple and fun, and appealing to a wide range of users.

process

I tried numerous approaches before I selected this design. Small details (e.g., the header illustration changes when a user hovers over a navigation item) and using large bands of solid color accented by vector illustrations make an effective vehicle for presenting my work and personal style.

solution & outcome

The website is live and the client (me) is happy. See [www.ericameade.com](http://www.ericameade.com)

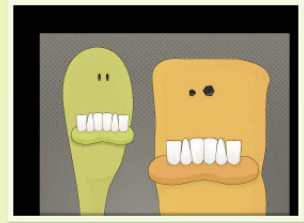


hello { THIS IS THE SECTION OF MY WEBSITE THAT HAS SOME SKETCHES FROM MY SKETCHBOOK. }

If you are looking for my professional web/graphic design portfolio, please visit ericameade.com. Here you'll find everything from cakes to craft projects to flash animations to digital illustrations. You can browse the projects divided into categories, or click to see my most recent projects above or to the right.

Please feel free to contact me, at erica.meade@gmail.com, if you have any questions about anything you see on this site.

web design concepts



TITLE: underbite friends  
 DESCRIPTION: an illustration of two different characters who share an unfortunate underbite, which is a characteristic shared by most of the characters I've created ever since my 4th year of college.

hello { THIS IS THE SECTION OF MY WEBSITE THAT HAS MY PERSONAL ARTWORK AND PROJECTS. }

If you are looking for my professional web/graphic design portfolio, please visit ericameade.com. Here you'll find everything from cakes to craft projects to flash animations to digital illustrations. You can browse the projects divided into categories, or click to see my most recent projects above or to the right.

Please feel free to contact me, at erica.meade@gmail.com, if you have any questions about anything you see on this site.

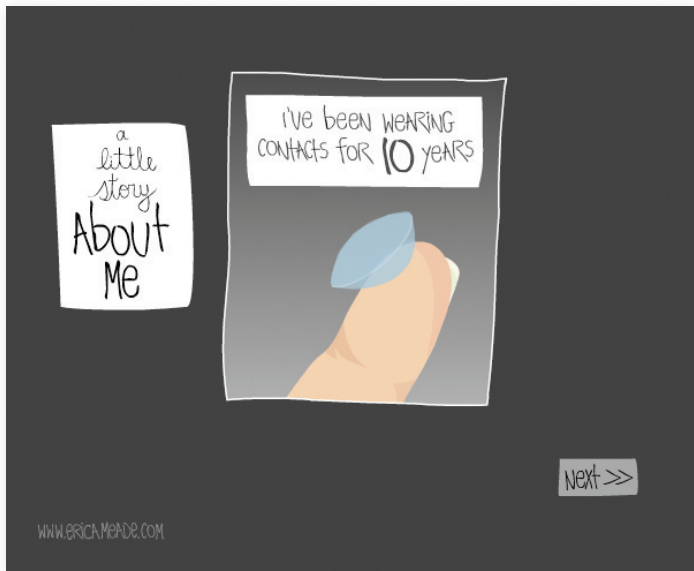


erica.meade@gmail.com  
 ericameade.com

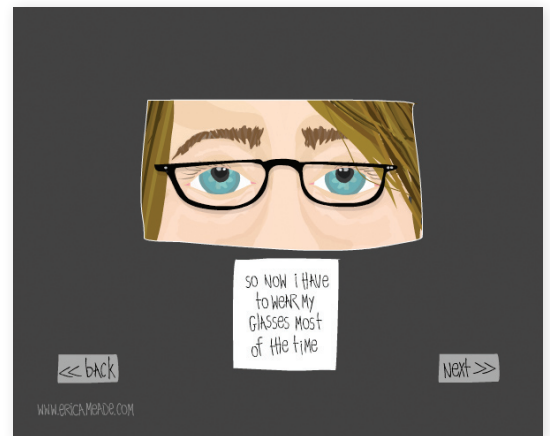
**problem** When I redesigned my portfolio website to highlight my design portfolio, I decided to omit the majority of my fine arts pieces. I still wanted a showcase those pieces online, so I designed a separate website for that body of work.

**process** I wanted a site design that used programming techniques that were accessible to an iPhone. This site uses Spry HTML/Javascript widgets to showcase my artwork.

**solution & outcome** Site development is still in progress. Anticipated launch date: March 2008.



Flash screenshots



ERICA MEADE

erica.meade@gmail.com  
ericameade.com

**problem**

After wearing contact lenses for 10 years, I had to start wearing glasses again. To deal with this loss, I created a Flash comic that explained the change in my appearance.

**process**

To chronicle my struggle with my eyes, I made some sketches as a basis for the animation that I scanned and brought into Illustrator. After converting them into basic digital drawings, I imported them into Flash and began the animation process.

**solution & outcome**

Whenever I run into people I have not seen in a few years, and they ask why I am wearing glasses, I direct them to [www.ericameade.com/aboutme.html](http://www.ericameade.com/aboutme.html), so they can see for themselves.