



DESIGN PORTFOLIO

Trusted By:



Hey, I'm DJ.



I grew up sketching concept cars and shooting black-and-white film on family vacations before catching the graphic design bug at my university newspaper. I started

honing my skills at a startup marketing agency in East Texas, and we stuck together for more than a decade.

As Creative Director, I learned far more than traditional graphic design: directing commercial shoots, leading multi-channel campaigns,

and developing branding initiatives for major commercial properties that reached full occupancy within two years. That lean environment taught me to be resourceful, adaptable, and accountable from concept through delivery.

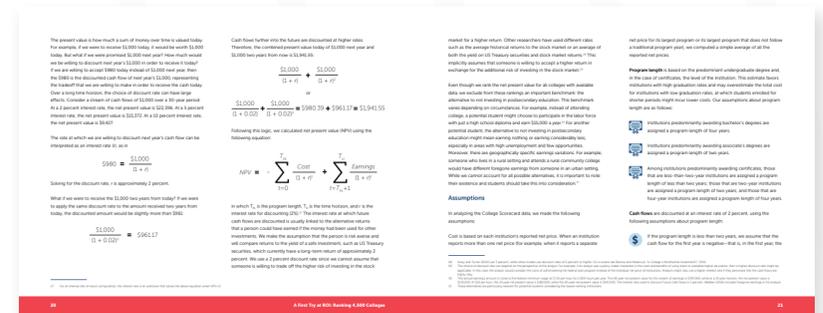
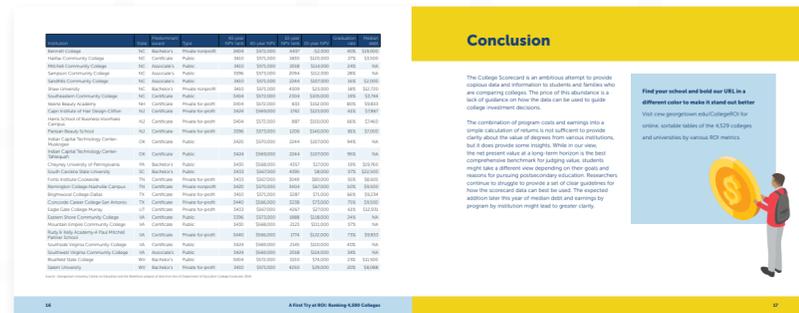
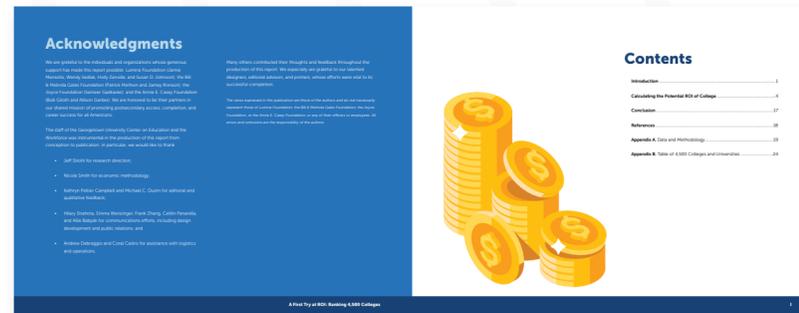
I eventually made my way to Richmond, VA, where I joined Owen Design as a Junior Art Director and dropped the “Junior” after just over a year. There, I scaled up fast: serving as primary creative lead for Vanguard’s direct mail initiatives, embedding with an 8-person marketing team to align creative direction with data-driven strategy, and leading end-to-end

execution for a Fortune 100 client. I also served as a Section 508 accessibility lead for institutional clients including World Bank Group, AARP, and Georgetown University. It’s work that has spanned everything from financial research reports to federal health policy guides.

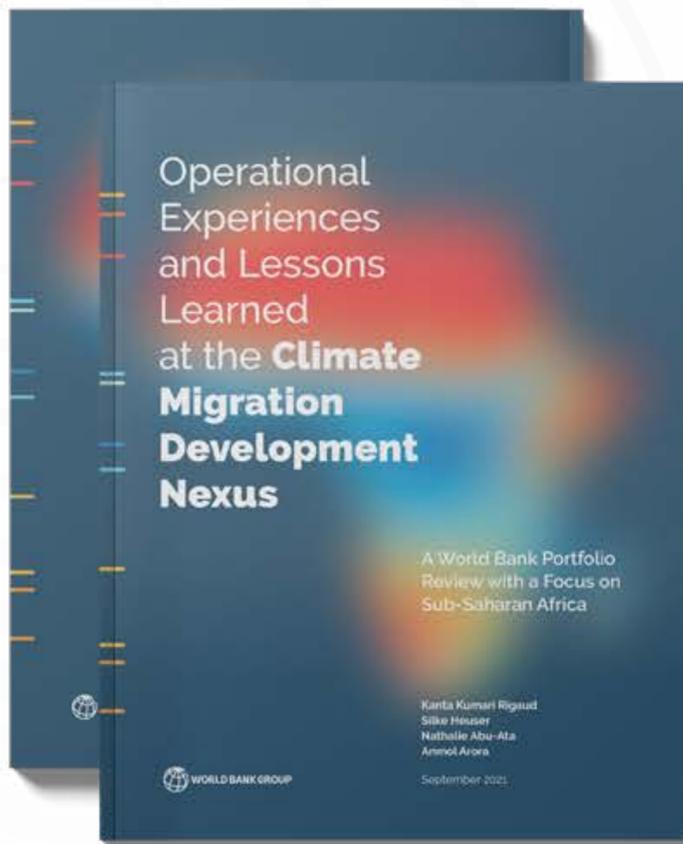
I value working relationships that are fun, friendly, and collaborative. I’m at my best in environments where thoughtful process, inclusive design standards, and long-term creative impact are valued. My best work is done for clients who put people first and embrace a bold design approach. If that sounds like a fit, I’d love to chat.

Email me: dj@djwarren.me

Georgetown University CEW Report — College ROI

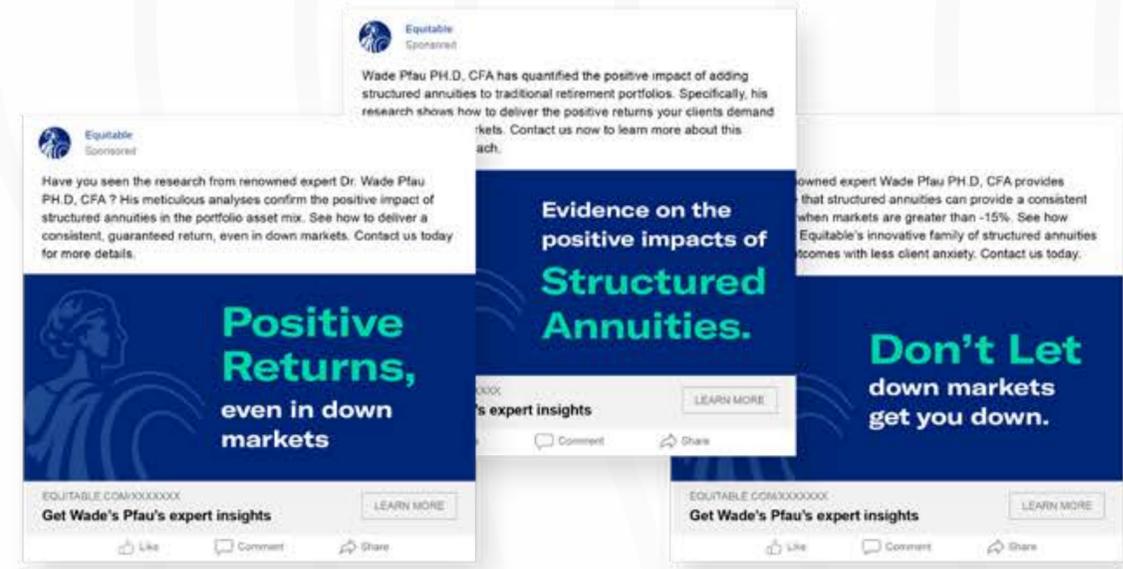
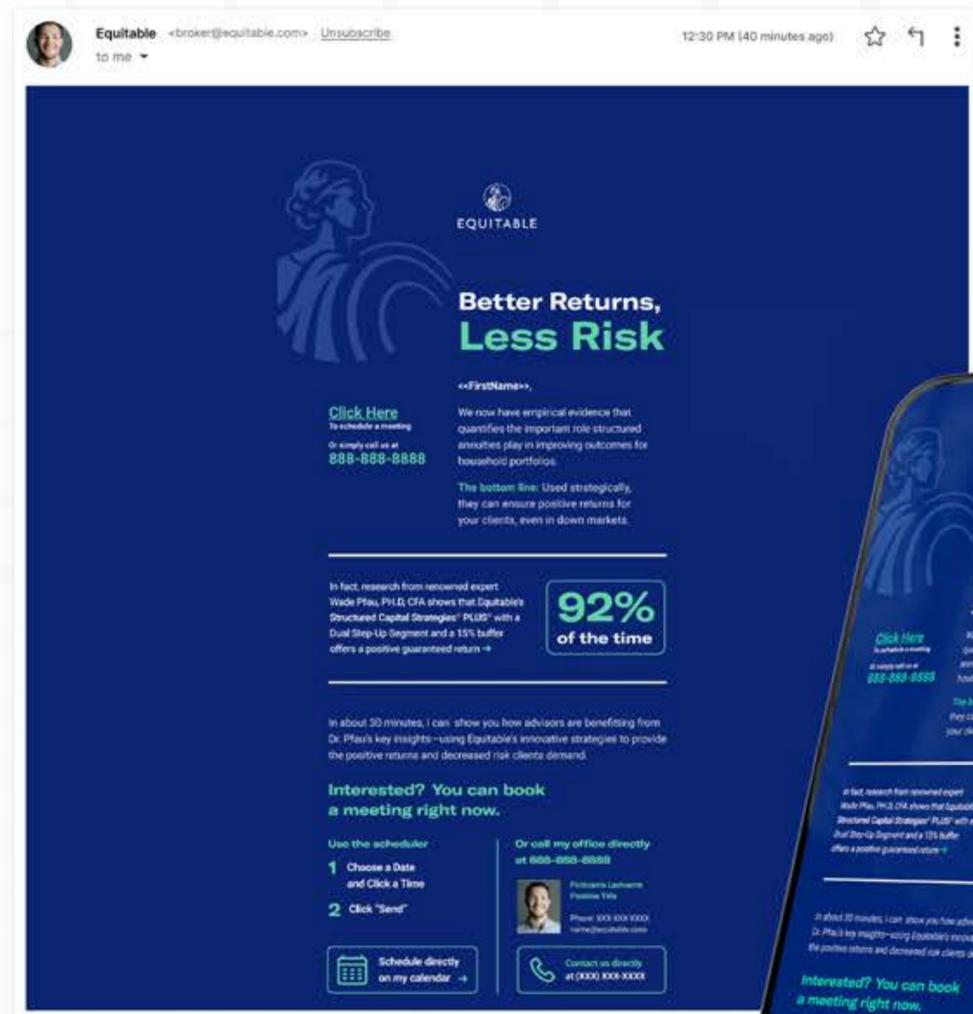


World Bank Group Report on Climate Migration



CAMPAIGN

Equitable Wade Pfau Campaign — Email, Social, Direct Mail



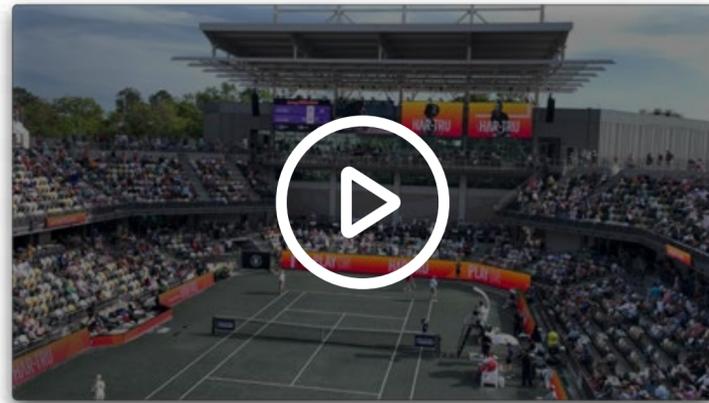
EVENT

Har-Tru 2023 Charleston Open Sponsorship

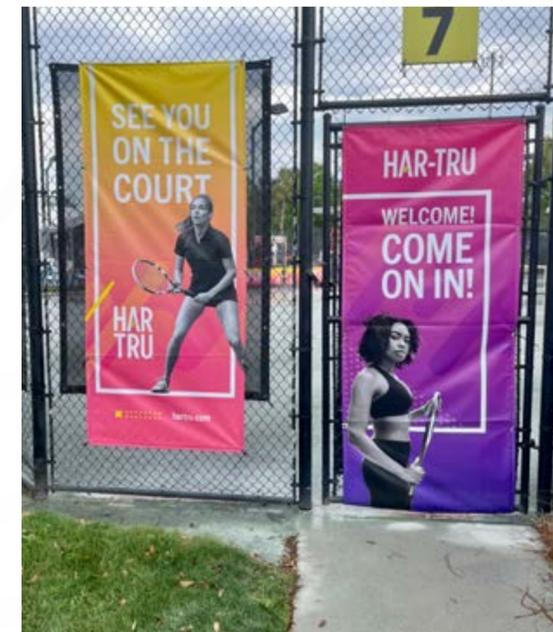
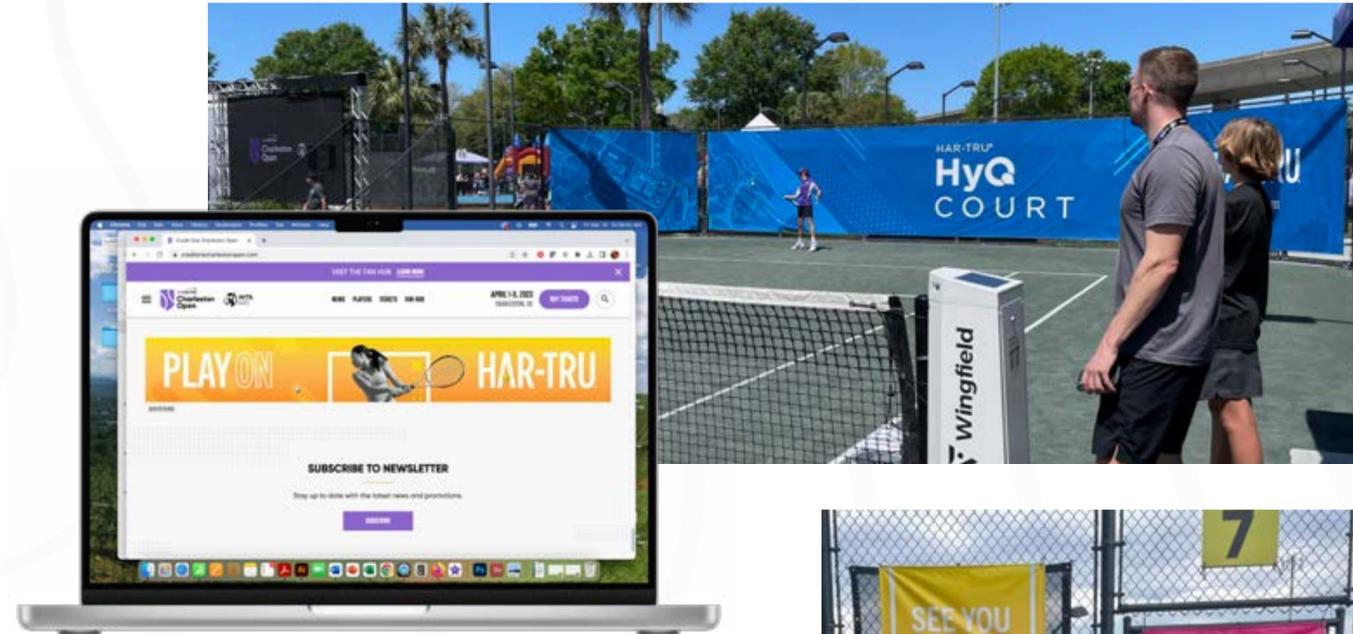


EVENT

Har-Tru 2023 Charleston Open Sponsorship (continued)



Click above to view the stadium motion graphics in action



LAYOUT & DESIGN

The Wilderness Society Newsletter

America's Wilderness
MEMBER NEWSLETTER • SPRING 2021 • VOL. XXII, NO. 1 • WILDERNESS.ORG

The Wilderness Society

A Pro-Conservation President!
Olympic National Park, Washington

With the inauguration of President Joe Biden and Vice President Kamala Harris on January 20, 2021, a window of opportunity opened for conservation, the climate and our communities. We now must put our collective imagination and passion into pursuing our vision of a future where people and wild nature flourish together, meeting the challenges of a rapidly changing planet.

It will take all of us working together to not only undo damage from the Trump administration, but also to achieve conservation gains at the scale needed to tackle the existential threats we face. We're ready to dig in with your help and with the support of the Biden-Harris administration, which is taking several steps that support the two key priorities that drive the focus of our work at The Wilderness Society.

Priority 1
Making public lands a solution to climate change and species loss.
This means ending the role of public lands as a major contributor to climate emissions by sharply reducing coal mining, as well as fracking and drilling for oil and natural gas on public lands. It also means protecting forests, to keep them working for us as "carbon sinks" that remove carbon emissions from the atmosphere. Finally, it means increasing protections for intact ecosystems on wild public lands to secure a resilient continental network of protected landscapes that will serve as habitat havens and allow species to migrate as they adapt to the changing climate.

The Biden-Harris administration is focused on addressing climate change. The President has required every federal

continued on page 2

4 FIGHT GOES ON TO PROTECT ARCTIC REFUGE **6 ISOLDE EDMISTER-GENET** **7 LEVERAGING LITIGATION FOR LASTING CONSERVATION GAINS**

The Fight Goes on to Protect the Arctic National Wildlife Refuge
Wildlife

Isolde Edminster-Genet
Youth Speak

Leveraging Litigation for Lasting Conservation Gains
New Support in Action

Have you ever thought, "I wish I could do more, but..."

1-888-736-4592
giftplanning@tws.org
wilderness.org/giftplanning

Sign up for training on wilderness news and more
www.wilderness.org/act

APPAREL

Har-Tru Souvenir T-Shirts



Feed More Food Bank Welcome Mailer



Welcome to the neighborhood!



HELLO NEIGHBOR!

We're **Feed More**, Central Virginia's food bank, and we're so glad you're here! For more than 50 years, we've worked alongside folks like you to help those experiencing food insecurity. Whether preparing and delivering healthy meals to seniors, volunteering at a mobile market or donating food or funds, it's neighbors like you who make all the difference for those in need.

We thought you might enjoy a small housewarming gift — a delicious recipe from Chef Montell, Manager of our Bayard Community Kitchen.

And if you're interested in learning more about what we do and how you might help, check us out online at FeedMore.org

Wishing you all the best,
Your Friends at Feed More

Oven Roasted Caprese Chicken with Corn & Green Beans

Ingredients

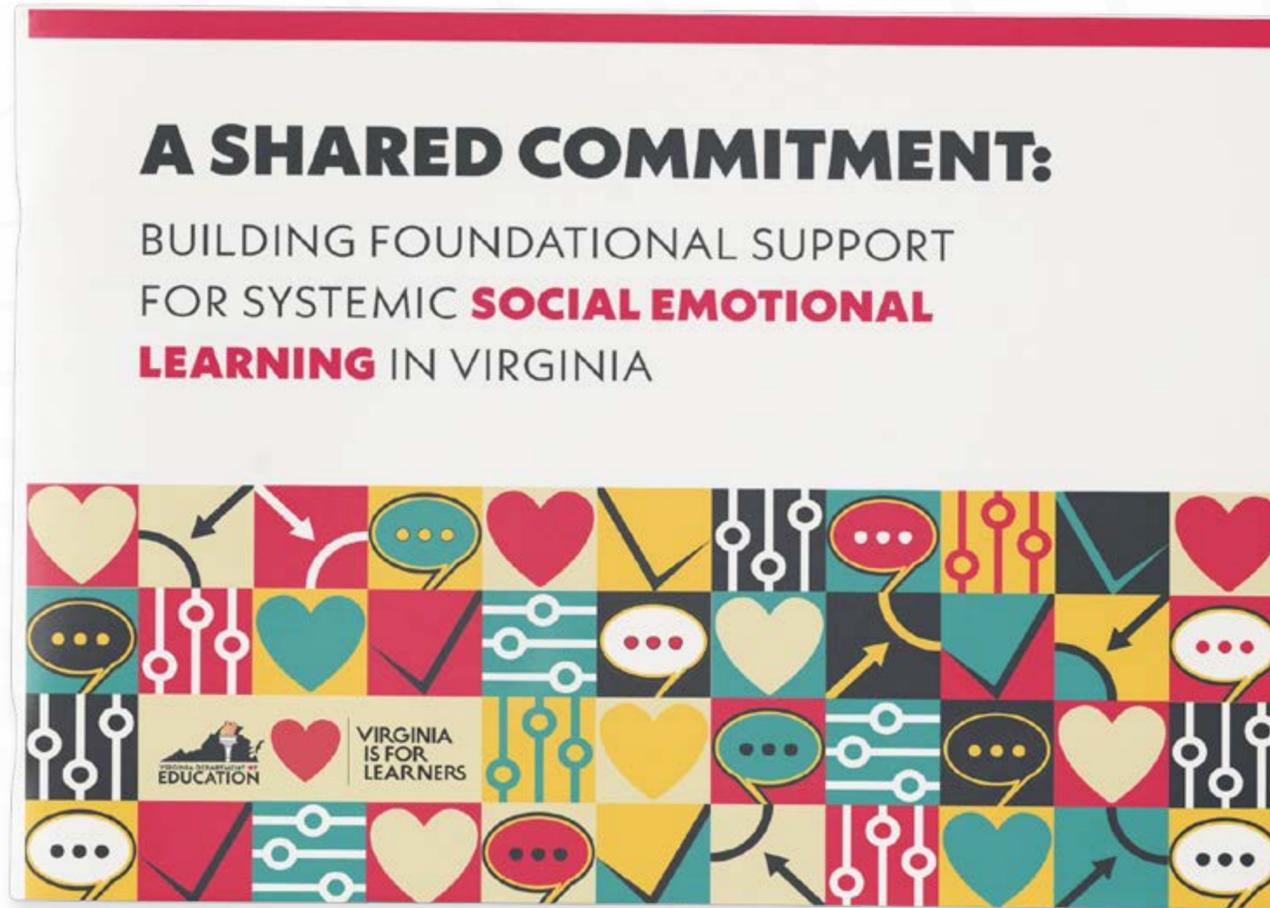
- 1 cup multi-colored grape tomatoes, halved
- 1 tablespoon olive oil
- 2 tablespoons plus 1 teaspoon olive oil, divided
- 1/2 teaspoon kosher salt, divided
- 4 small ears fresh corn, shucked and husked
- 1/2 medium green beans, trimmed
- 4 ounces, skinned chicken breasts, patted dry
- 1/2 cup shredded cheddar cheese
- 1/2 cup unseasoned butter, softened
- 1/2 teaspoon minced garlic
- 1/2 cup plus 2 tablespoons fresh chopped mixed fresh herbs (such as basil, scallion, dill or chives), divided

Directions

1. Preheat oven to 425°. Mix together tomatoes, oil, 1/2 teaspoon salt and 1/2 teaspoon pepper in a small bowl. Set aside at room temperature until ready to use.
2. Toss together corn, green beans, 1/2 teaspoon oil and 1/2 teaspoon salt, spread evenly on rimmed baking sheet. Bake for 10 minutes and remove from oven.
3. While corn mixture bakes, season chicken with 1/2 teaspoon salt and 1/2 teaspoon pepper, then high heat. Add two chicken breasts to skillet. Cook 4 minutes. Transfer chicken to a plate and repeat with remaining chicken and oil.
4. Push corn mixture to long side of baking sheet. Arrange chicken, broasted side up, along other edge. Sprinkle chicken evenly with brown corn and top each breast with 1/4 cup cheddar. Sprinkle baking sheet to cover, and bake until the internal temperature reaches 165°, about 8 to 10 minutes.
5. Meanwhile, stir together butter, garlic, 1/2 cup oil and pepper in a bowl.
6. Remove corn from baking sheet and spread evenly with 2 tablespoons butter mixture. Top butter mixture on green beans and remaining 2 tablespoons mixed herbs on tomato mixture. Spread and spoon over chicken on baking sheet.
7. Check chicken, tomatoes, green beans and corn evenly among 4 plates, or transfer to a large platter. Serve and enjoy!

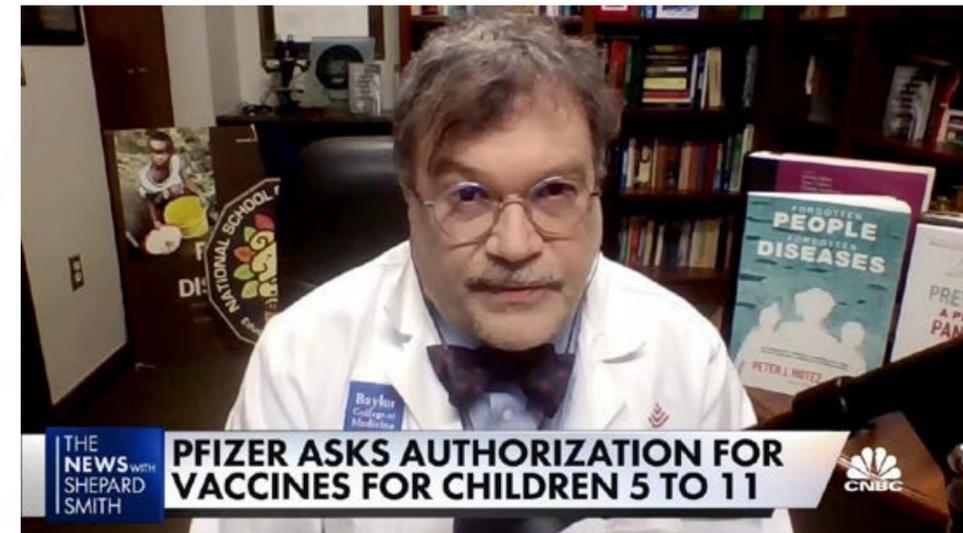
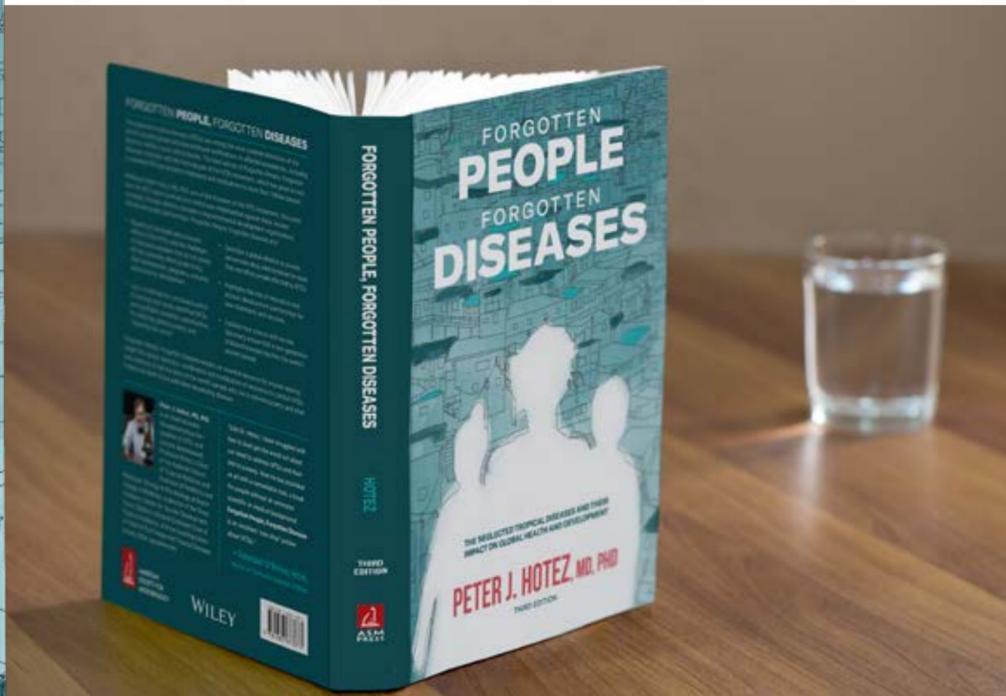
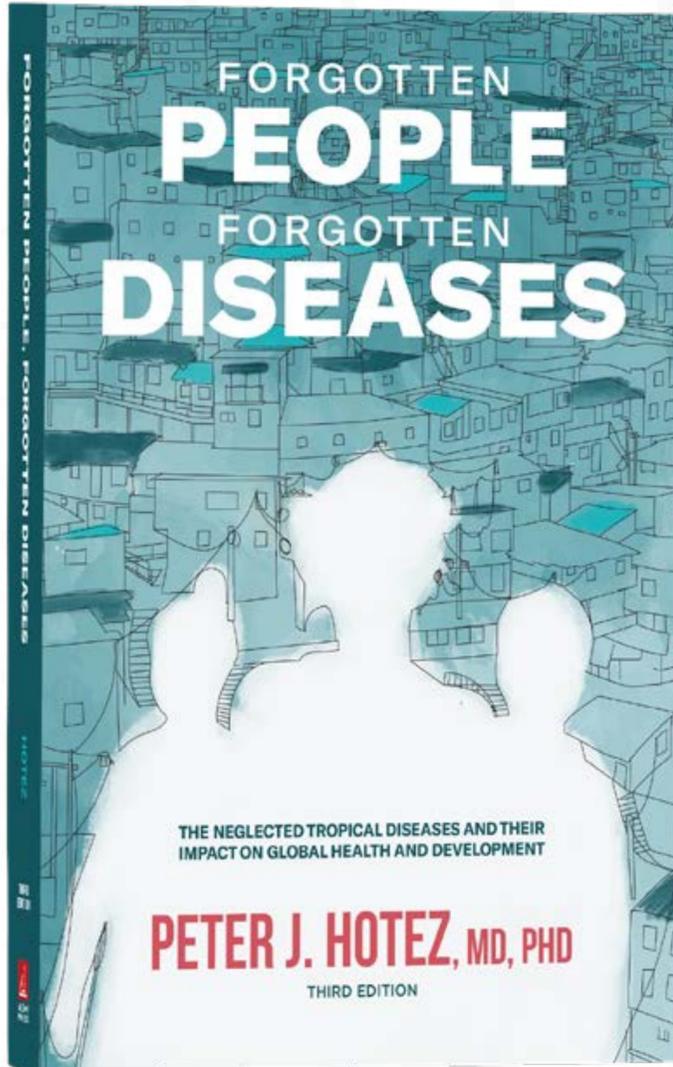


VA Department of Education SEL Guidebook



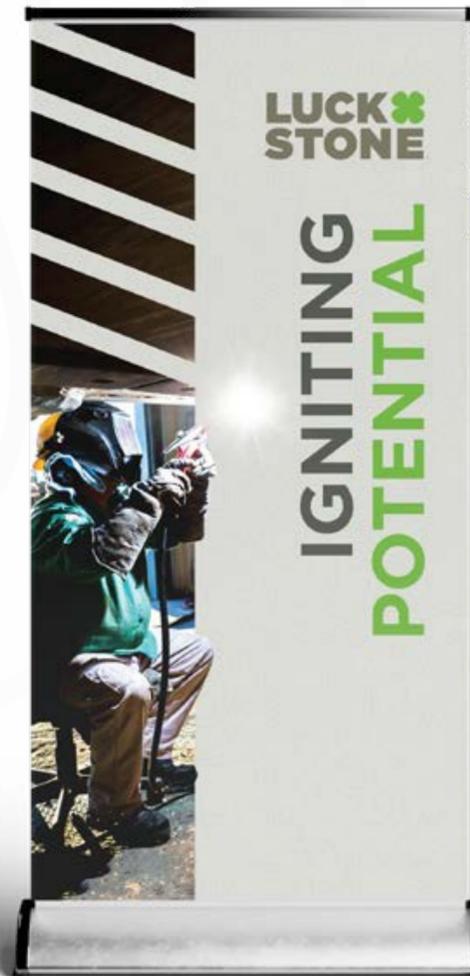
ILLUSTRATION

Forgotten People, Forgotten Diseases Book Cover



SIGNAGE

Luck Stone Retractable Banners



AARP Vital Voices Flyers

Caregiving is a pressing issue for Virginia adults age 45 and older
A Survey on Issues that Impact Virginia Adults Age 45 and Older, September 2022

- OVER HALF are currently providing unpaid care to a loved one or have in the past
- 25% Currently providing care
- 31% Provided care in the past
- 87% Caring for a loved one
- 85% Having flexibility in their schedule to care for a loved one
- Virginia adults 45+ want services that support aging in place
- 76% would prefer to receive care at home with caregiver assistance when the basic tasks of life become more difficult
- 94% think it is more difficult to increase services all live independently as long as possible

Caregiving is a Pressing Issue for African American or Black Missouri Adults Age 45+
A Survey on Issues that Impact African American or Black (AA/B) Missouri Adults Age 45 and Older, 2024

- Three in five AA/B Missouri adults age 45+ have caregiving experience
- 21% Currently providing care
- 41% Provided care in the past
- 66% of caregivers are employed while providing care
- AA/B working caregivers need financial support and emotional relief
- 85% Used their own money to provide care
- 74% Felt stressed emotionally or financially strained
- 60% Made changes to their home for their loved one
- 58% Have given up working or taken time off to provide care
- Missouri's AA/B residents universally support (91%) a caregiving tax credit to help offset the money spent caring for loved ones
- Legislation support by political party:
 - Republican: 89%
 - Democrat: 91%
 - Independent: 99%

Fast Facts of the 45-Plus

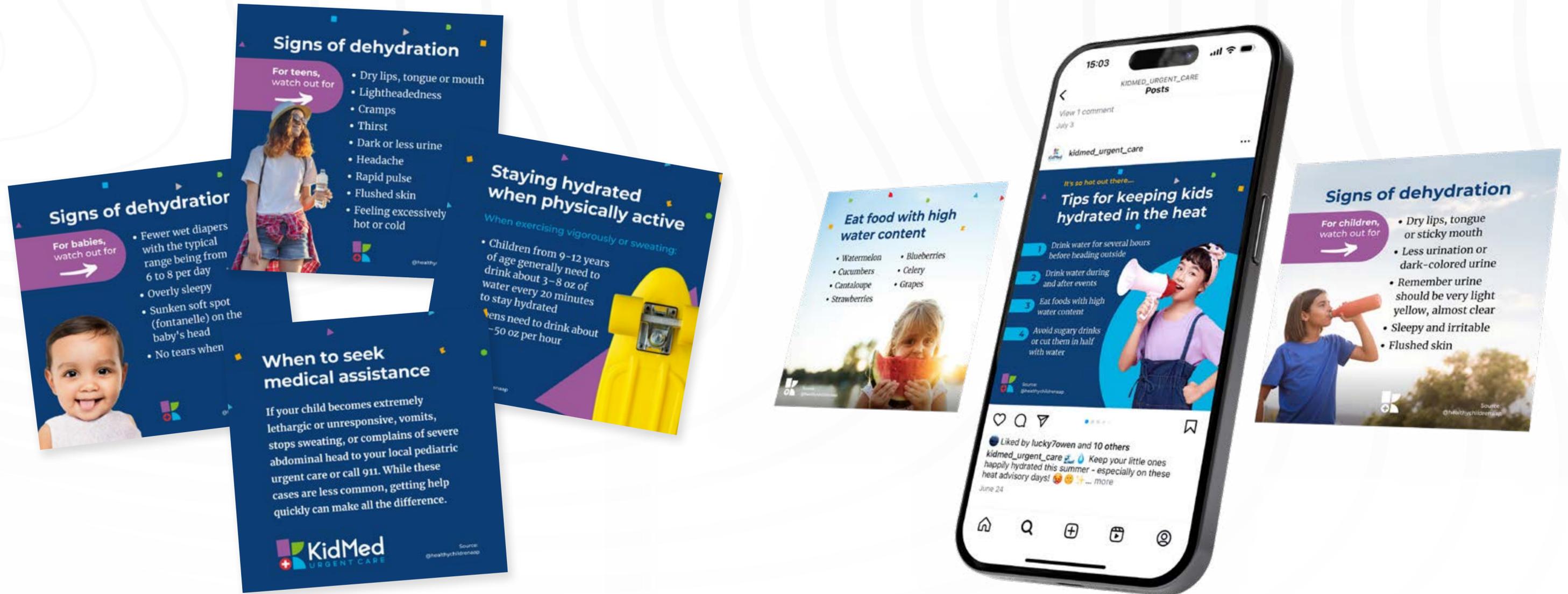
- Education:
 - Some college or less: 75%
 - 4-year college degree: 15%
 - Post-graduate study or degree: 10%
- Caregiver Status:
 - Current: 21%
 - Past: 41%
- Political Party:
 - Republican: 10%
 - Democrat: 63%
 - Independent: 26%
- Annual Household Income:
 - Less than \$50,000: 62%
 - \$50,000 to less than \$100,000: 23%
 - \$100,000+: 10%
- Status:
 - Living with partner: 34%
 - Divorced/separated: 22%
 - Widowed: 14%
 - Never married: 31%
- 41% AARP Member
- 17% Veteran
- 4% LGBTQ
- 37% Disabled
- 94% Registered to vote

Caregiving is an Important Issue to U.S. Adults Age 45+
A Survey on Issues that Impact U.S. Caregivers Age 45 and Older, 2019-2022

- 29% are currently providing care
- 30% have provided care in the past
- 41% have never provided care
- IMPORTANT ISSUES: A variety of issues are important to U.S. caregivers 45+
 - 90% Caring for a loved one
 - 86% Aging in place
 - 85% Getting around independently
 - 82% High-quality long term care
- EMPLOYMENT: Half of U.S. caregivers must balance employment with their caregiving duties
 - 51% are employed
 - 72% said having good employment opportunities in their community is important
- TELEHEALTH: Lack of high-speed internet may inhibit use of technology to aid in caregiving
 - 12% do NOT have access to high-speed internet
 - 21% said they need more education/training on how to use digital devices
- Respondent Profile: Profile of U.S. Caregivers 45+
 - Marital Status:
 - Married/living with partner: 62%
 - Divorced/separated: 16%
 - Widowed: 9%
 - Never married: 13%
 - Socioeconomic Status (SES):
 - Low: 43%
 - Higher: 57%
 - Political Party:
 - Democrat: 37%
 - Republican: 30%
 - Independent: 25%
 - Annual Household Income:
 - Less than \$50,000: 40%
 - \$50,000 to \$99,999: 30%
 - \$100,000+: 23%
 - Education:
 - Some college or less: 58%
 - 4-year college degree: 22%
 - Post-graduate study or degree: 20%
 - 34% AARP Member
 - 14% Veteran
 - 26% Disabled
 - 92% Registered to vote

SOCIAL MEDIA

KidMed Urgent Care Instagram Posts



LAYOUT & DESIGN

Project REFOCUS Flyers

Project REFOCUS
Maximizing Community Empowerment While
Limiting Potential Harm of Surveillance!

Surveillance approaches used to monitor COVID-19 and other health conditions may unintentionally place socially marginalized populations at elevated risk for harm (e.g., incarceration, deportation, loss of jobs). Yet, surveillance and monitoring systems are vital tools for achieving public health goals, including COVID-19 prevention and control. Sharing data between law enforcement and public health has been encouraged to achieve more efficiency, but different motives for each agency has put at odds the outcome of collecting such information. It is imperative that we lead with the assumption that police surveillance has historically been disproportionate in Black, Indigenous and People of Color (BIPOC) communities^{2,3,4} as well as immigrant communities,⁵ resulting in inequitable enforcement of orders and mandates. Therein lies the challenge: Coordinating police surveillance and public health surveillance can place communities at risk of criminalization and stigmatization. But these same communities are most negatively impacted by COVID-19 and other diseases so could benefit from public health surveillance.

public health problems and achieve health equity goals. While the use of surveillance raises concerns about potential stigmatization and harm of BIPOC communities, not using surveillance raises ethical issues, because the field has a responsibility to ensure underserved populations are identified and their public health needs are addressed.

It is imperative that we lead with the assumption that police surveillance has historically been disproportionate in Black, Indigenous and People of Color (BIPOC) communities as well as immigrant communities, resulting in inequitable enforcement of orders and mandates.

Addressing this conundrum with dual-use surveillance is important because approaches that criminalize or stigmatize communities can undermine their potential to identify

Project REFOCUS
Racial Ethnic Framing of Community-Informed and Unifying Surveillance

This project is led by: Howard University, Department of Communication, Culture and Media Studies and UCLA Center for the Study of Racism, Social Justice & Health. For inquiries, please contact: ProjectReFocus@howard.edu
Funding for this project was provided by the CDC Foundation. The source of this information is the COVID-19 Stigma Project, a joint project of the CDC Foundation and Howard University.

Criteria for Community-informed Surveillance that does no harm

Reimagining the role of surveillance in public health crises begins with acknowledging the harm surveillance poses for diverse communities. These five recommendations for developing surveillance systems are grounded in principles of equity:

Surveillance Strategies can be Harmful

Investigation responses require timely data to identify and target the underlying inequities to racism is critical to recognize where COVID-19 data crosses purposes surveillance systems. For example, efforts have targeted places people reside, such as public parks, but many are not in orders and mandates and may be shared, such as New York City have targeted places with high infection rates. In Los Angeles, surveillance has relied on such [COVID-19] related "hot spots."

Trends in gang injunctions illustrate the collateral effects of prosecution such as longer sentences, denial of resources, and increased racial stigmatization and inequity. If data from COVID-19 monitoring systems are used to support the generation of criminal risk profiles, then the new models will profile them as riskier.

Data obtained through social media and/or police encounters are used to generate profiles of high risk individuals and communities.

Some organizations rely on and reinforce stigmatizing racial algorithms. In predictive modeling, for instance, police use information about the people and communities who are already in a system as the basis for generating new models of criminal risk. Many such databases are becoming racially segregated in ways that mirror segregation in the built environment.

It is imperative that we lead with the assumption that communities of color are disproportionately impacted by surveillance by the police, other agencies (e.g., Immigration and Customs Enforcement [ICE]) and private corporations.

It must maintain high levels of transparency

About the system (e.g., all funding sources and stipulations)
About the data it collects and shares (e.g., data sources, levels of missing or incomplete data and data sharing practices).

It must maximize community empowerment by monitoring key drivers of inequity.

Recognize that surveillance crosses purposes with other surveillance systems.

Project REFOCUS
Pandemic Frames and
Racial Stigma in COVID-19
Media Coverage

The assessment of racial stigma in media frames helps to reconceptualize the role of media in the spread of harmful stereotypes and misinformation. By doing so, it first raises awareness of how racial stigmas are amplified during public health crises. Second, it signals to organizations not just where at-risk populations are located, but tracks how media frames may be creating additional challenges in the access to, trust in, and action on COVID-19 health messaging. Examining pandemic frames and racial stigma in media coverage helps to identify community/local needs that may present barriers to vulnerable populations participating in preventative and healthy behaviors during the pandemic.



Examining pandemic frames and racial stigma in media coverage helps to identify community/local needs that may present barriers to vulnerable populations

While current COVID-19 surveillance systems include some race and ethnicity-specific data, Project REFOCUS recommends that public health surveillance systems assess media to not just track outbreak clusters, but, also, to identify and examine racial stigma in media frames.

Project REFOCUS examined mainstream and ethnic press articles to determine how each category of media outlets covered culture, racism, and COVID-19. The following themes emerged:

COVID-19 was identified as a public health crisis that exacerbated COVID-19 health challenges among Black and Asian communities.

COVID-19 intensifies mental health challenges among minority populations.

- Social distancing and separation from family and community contributes to mental health challenges.
- High numbers of infection rates, family loss, and loss of employment contributes to mental health challenges.

Community and community centers/resources are central to minority populations.

- The church and faith centers are a safe and trusted place among Black, Latino, and Asian communities.

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Racial Ethnic Framing of Community-Informed and Unifying Surveillance

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...illustrated that public health practitioners need access to data and appropriately identify, respond to, culturally tailor, and reach historically marginalized and/or racialized populations during crises. Project REFOCUS was conceptualized as a collaborative and community-informed effort to address these populations. Recognizing the need for a system that monitors stigma impacting roles of interpersonal communication, media frames and misinformation in relation to individual and collective health behavior, input and the mediating successful response to public health crises. These factors are critical aspects of a



Print & Digital Design
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Product Design
Presentation Design

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