



DESIGN PORTFOLIO

Trusted By



My Process

Email me: dj@djwarren.me

UNDERSTAND

- Read the brief carefully: identify technical requirements, flag dependencies, and distinguish between a business need, brand-building exercise, or internal initiative
- Review past client work for established tone and aesthetics, then look outward for inspiration, particularly around any problem areas identified in the brief
- Sketch in Procreate when a logo or type treatment needs fast, unconstrained iteration

BUILD AND REFINE

- Set up artboards with all known specs before touching a single design element
- Rough in a layout and stay open to scrapping it. The right solution usually surfaces halfway through a wrong approach
- Once the design finds its spark, build everything else around it; then get eyes on it from the team and work through feedback collaboratively

FINALIZE AND DELIVER

- Accessibility audit: reading order, tagging, alt text, and color contrast
- Check alignment, color accuracy, image resolution, and color space; account for any print-specific variables
- Clean swatches and pasteboard, run a spell check, and do a final visual pass for brand alignment, ragging, and widows/orphans
- Deliver in the required format and archive packaged files for future reference

Georgetown University CEW Report — College ROI

- Collaborated with a Creative Director with an established history on the account to align on client expectations and best practices
- Data-heavy national report ranking 4,500 colleges by ROI
- Challenge: making dense statistical comparisons readable without losing credibility
- Widely shared by national media outlets upon release



LAYOUT & DESIGN

World Bank Group Report on Climate Migration

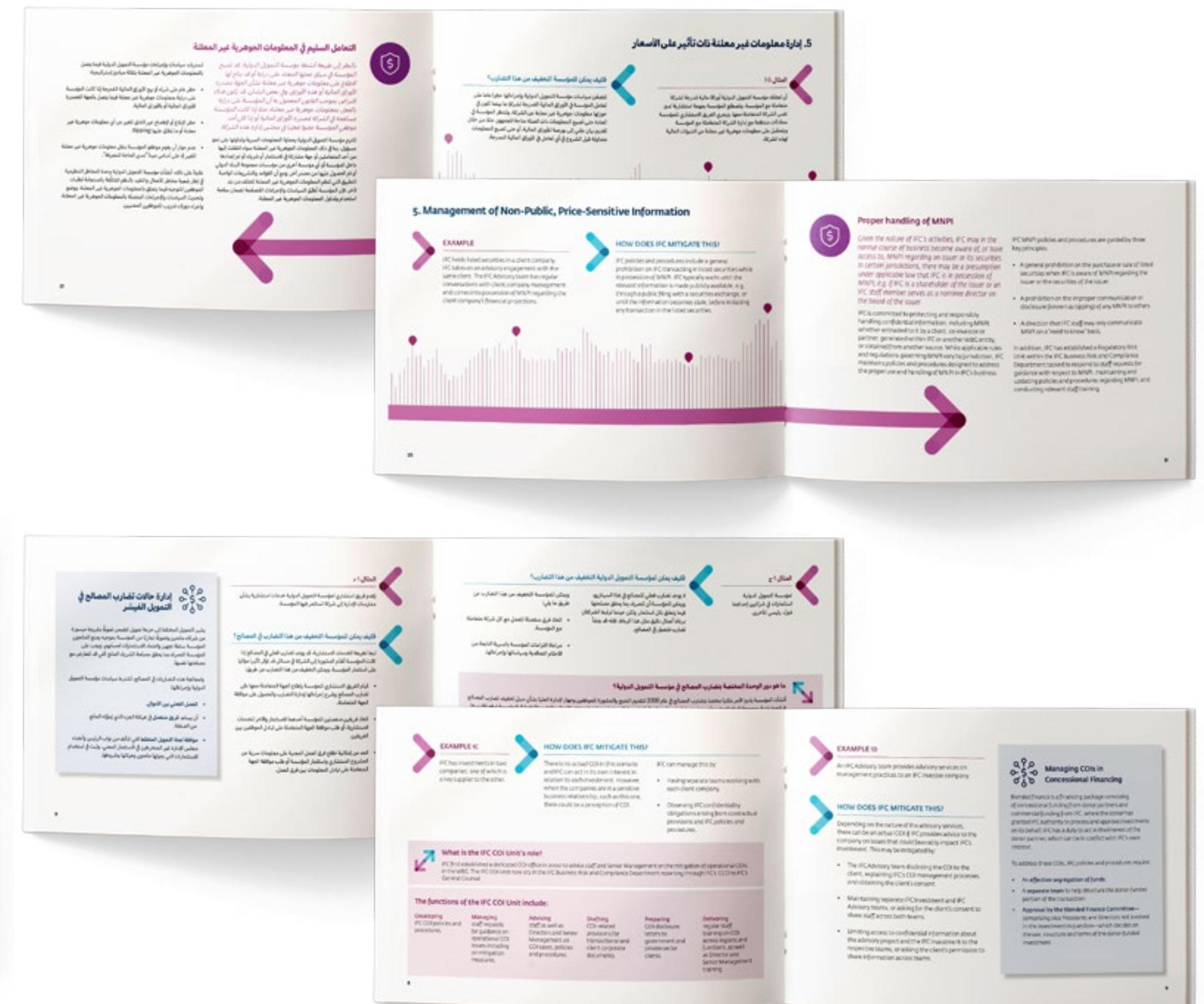
- 203-page flagship publication on climate data and policy
- Built dual print and digital table formats to serve both audiences cleanly
- Compressed final file from 118MB to under 9MB for low-bandwidth global access
- Covered by World Economic Forum and Atlantic Council; cited by Al Jazeera and Brookings
- Worked with Creative Director to align his cover design with my interior layout



LAYOUT & DESIGN

IFC Tax Due Diligence Suite

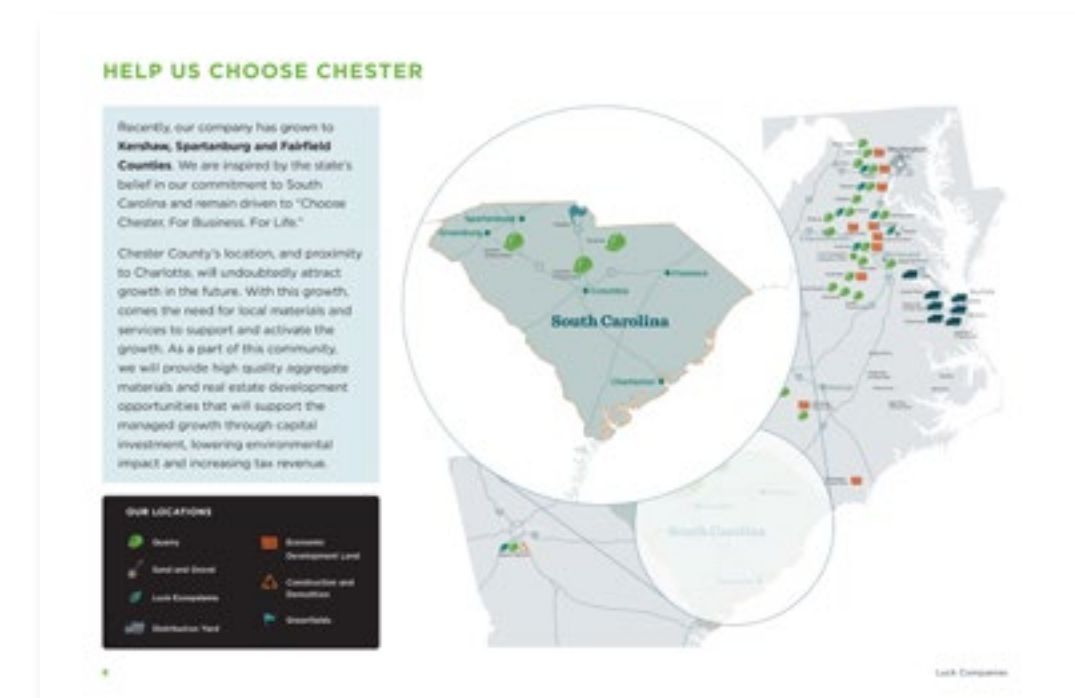
- Updated existing brochure and created multilingual translation layouts
- Continued development of the unified arrow design language built prior to my involvement
- Produced layouts in French and Spanish
- Arabic version required full RTL mirror layout using Middle Eastern edition of Adobe InDesign



LAYOUT & DESIGN

Luck Companies Chester County Rezoning Application

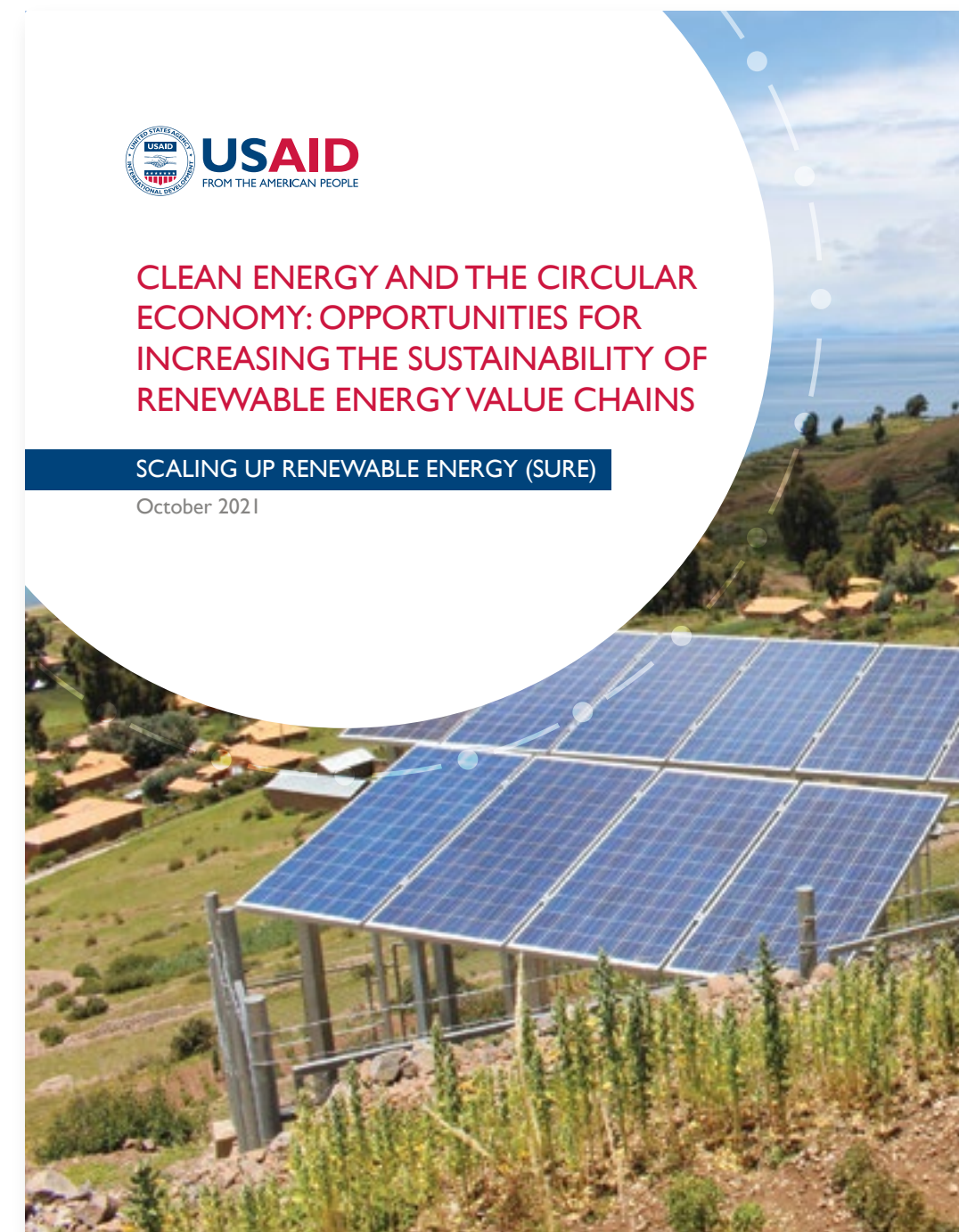
- High-stakes rezoning application for a multi-phase quarry and economic development project
- Balanced regulatory precision with community storytelling for a county commissioner audience
- Custom icons, data visualization, and infographics throughout
- Worked closely with the client to properly understand an active negotiation process
- Application approved: \$93M investment, 25 new jobs



LAYOUT & DESIGN

USAID “Clean Energy and the Circular Economy” Report

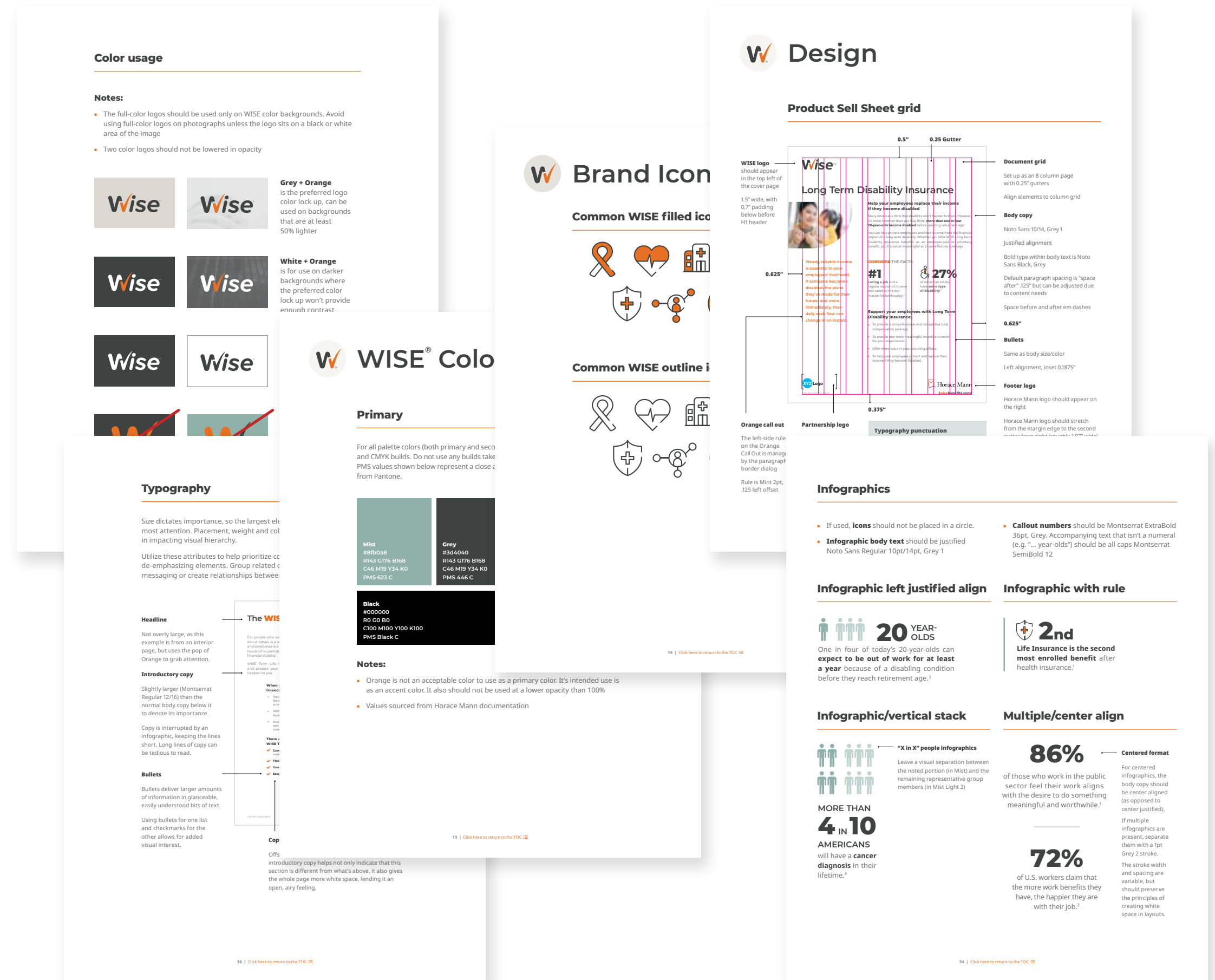
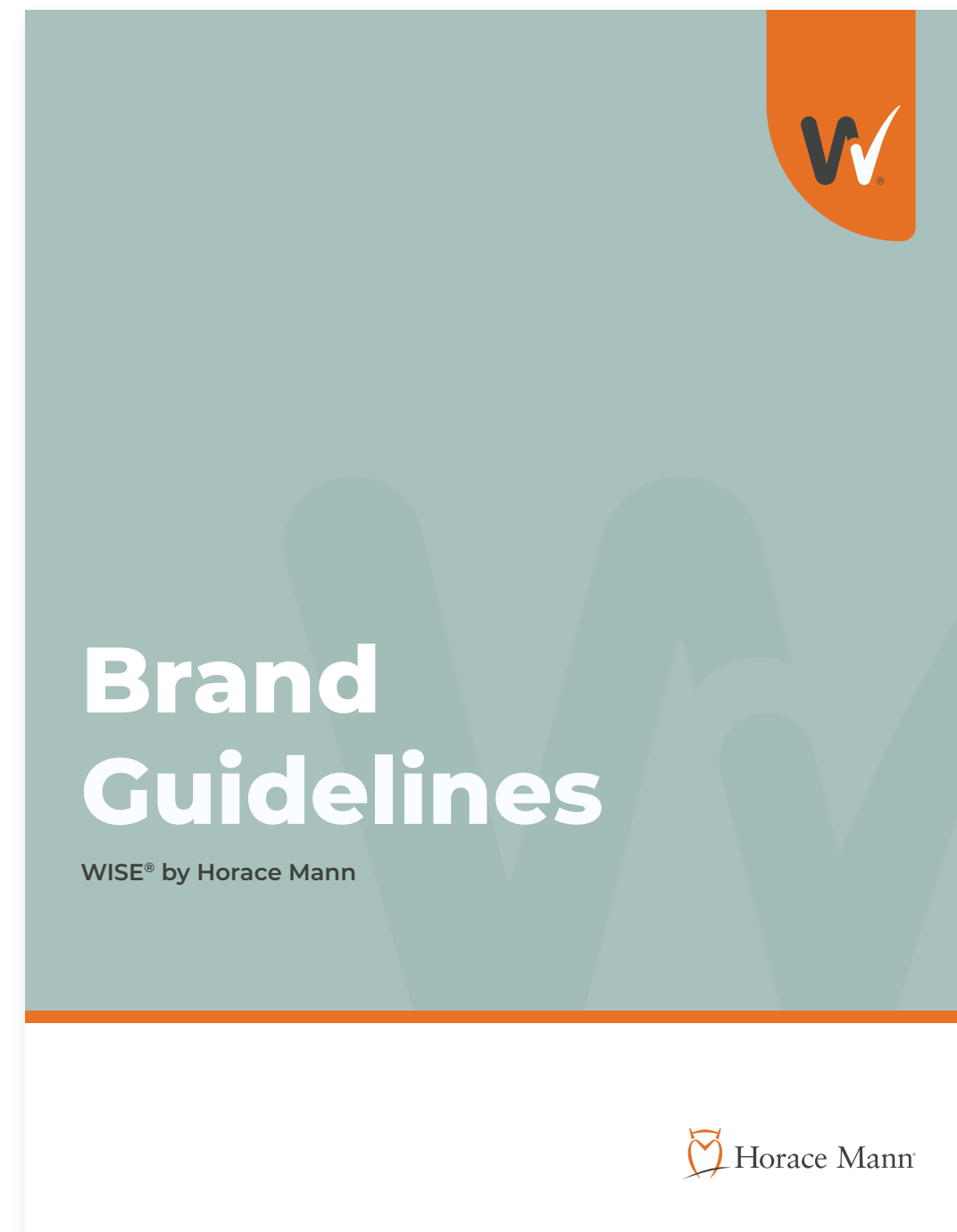
- Collaborated with a Creative Director with an established history on the account to align on client expectations and best practices
- Research report on clean energy and circular economy opportunities
- Content included data charts, comparative tables, process diagrams, and pullout statistics
- Designed for a global policy audience requiring accessible, credible layout



BRAND GOVERNANCE

Horace Mann WISE Brand Guidelines

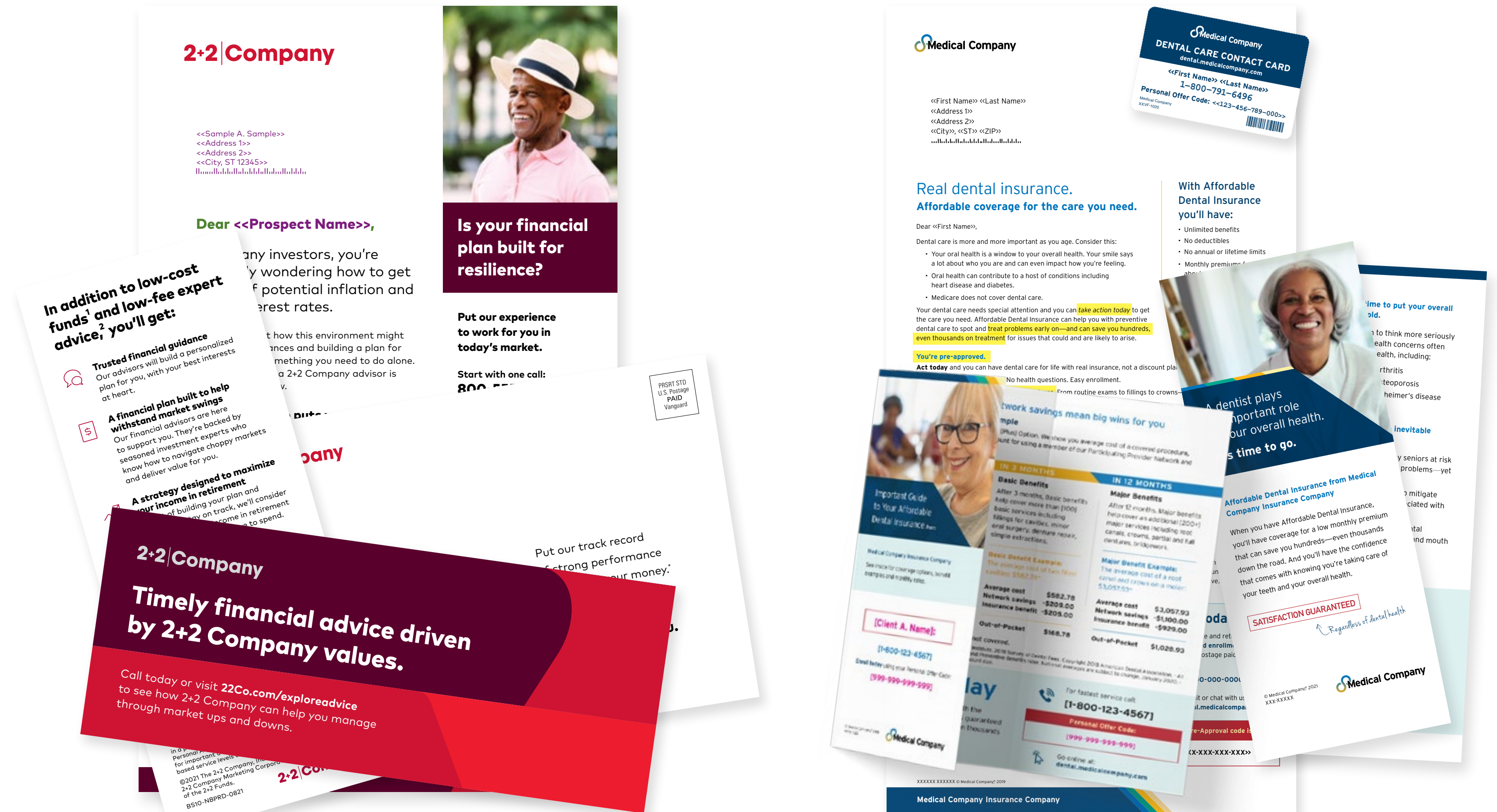
- Comprehensive brand guide for the WISE product line
- Led layout while coordinating findings from a multi-person team
- Required building new standards around existing public-facing content
- Went beyond broad standards, specifying grid structures for individual document types and exact CTA formatting



LAYOUT & DESIGN

Direct Mail Campaigns

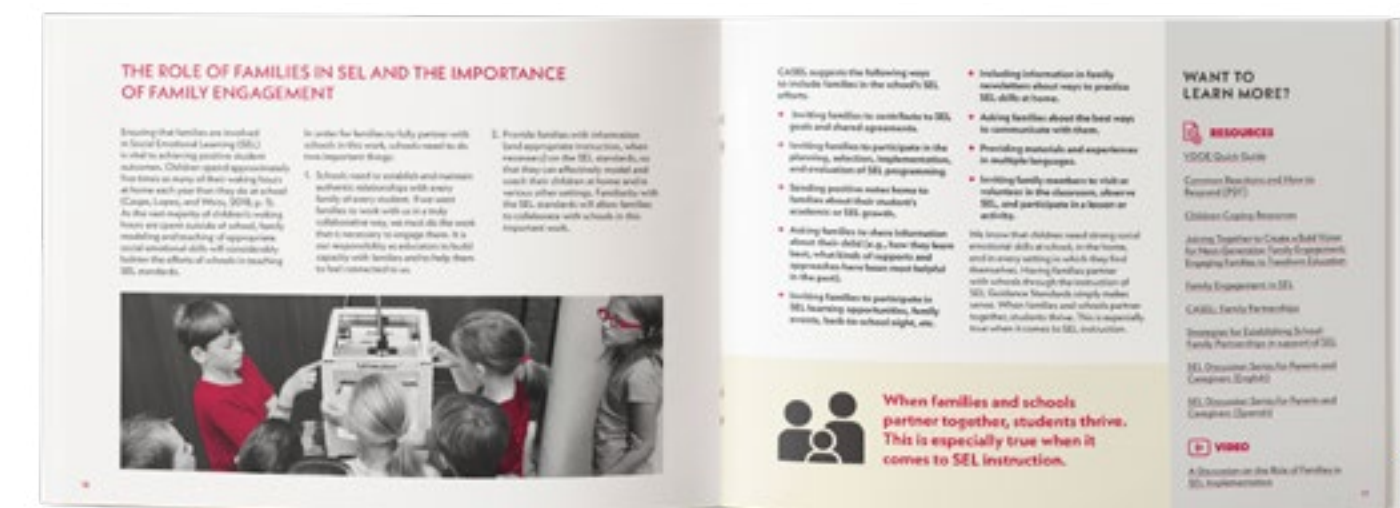
- Clients under NDA. Some details altered to protect confidentiality
- Deliverables: letters, buckslips, brochures, tip-ons, and envelopes with variable data production
- Designed to drive response from targeted investor audiences



LAYOUT & DESIGN

VA Department of Education SEL Guidebook

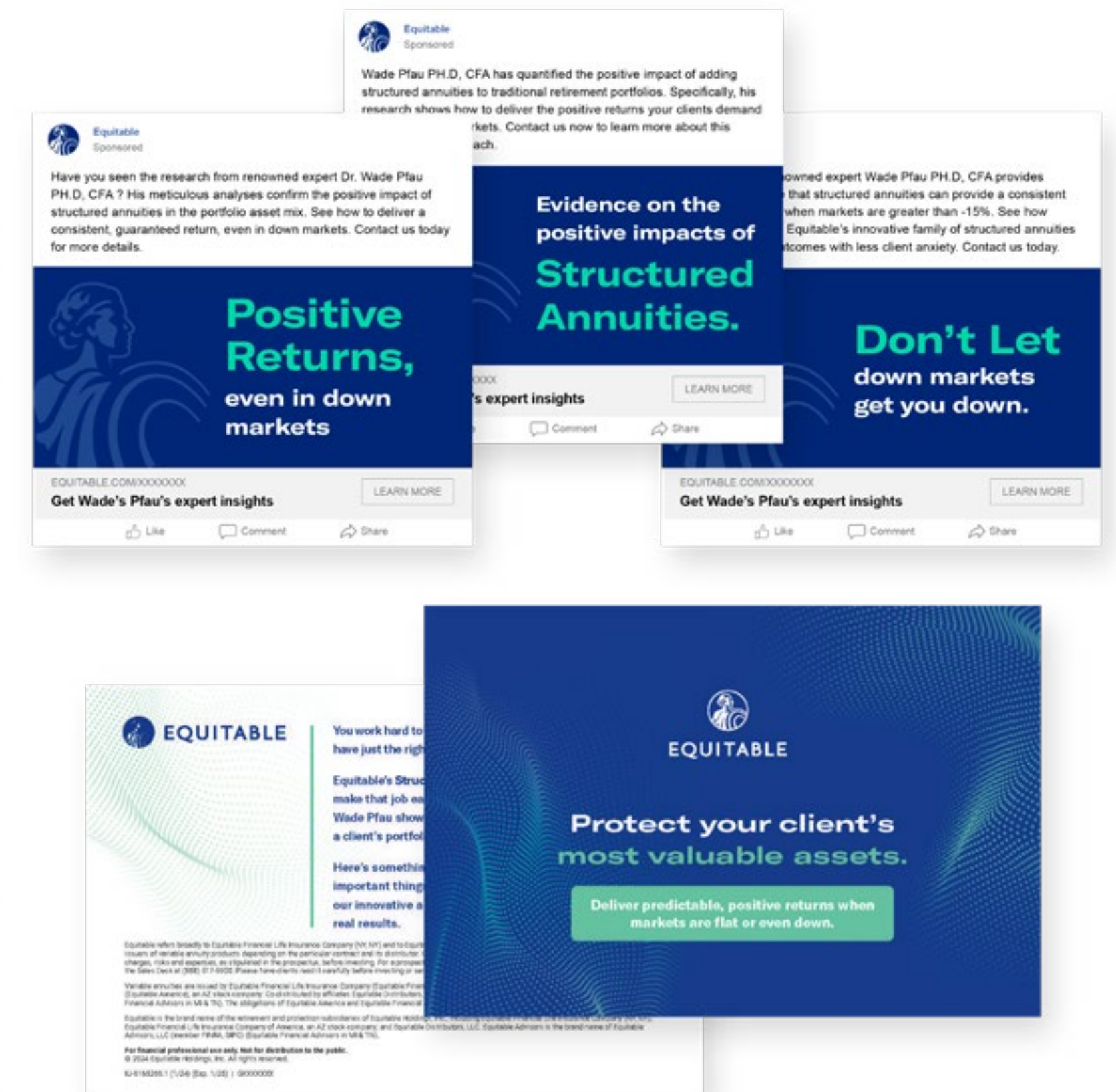
- Suite of guidebooks supporting Social Emotional Learning implementation in Virginia
- Each book targeted a specific age range of students
- Required a visual system flexible enough to feel age-appropriate while maintaining series consistency
- Developed a photo treatment style and carried it out to all imagery throughout



CAMPAIGN

Equitable Wade Pfau Campaign — Email, Social, Direct Mail

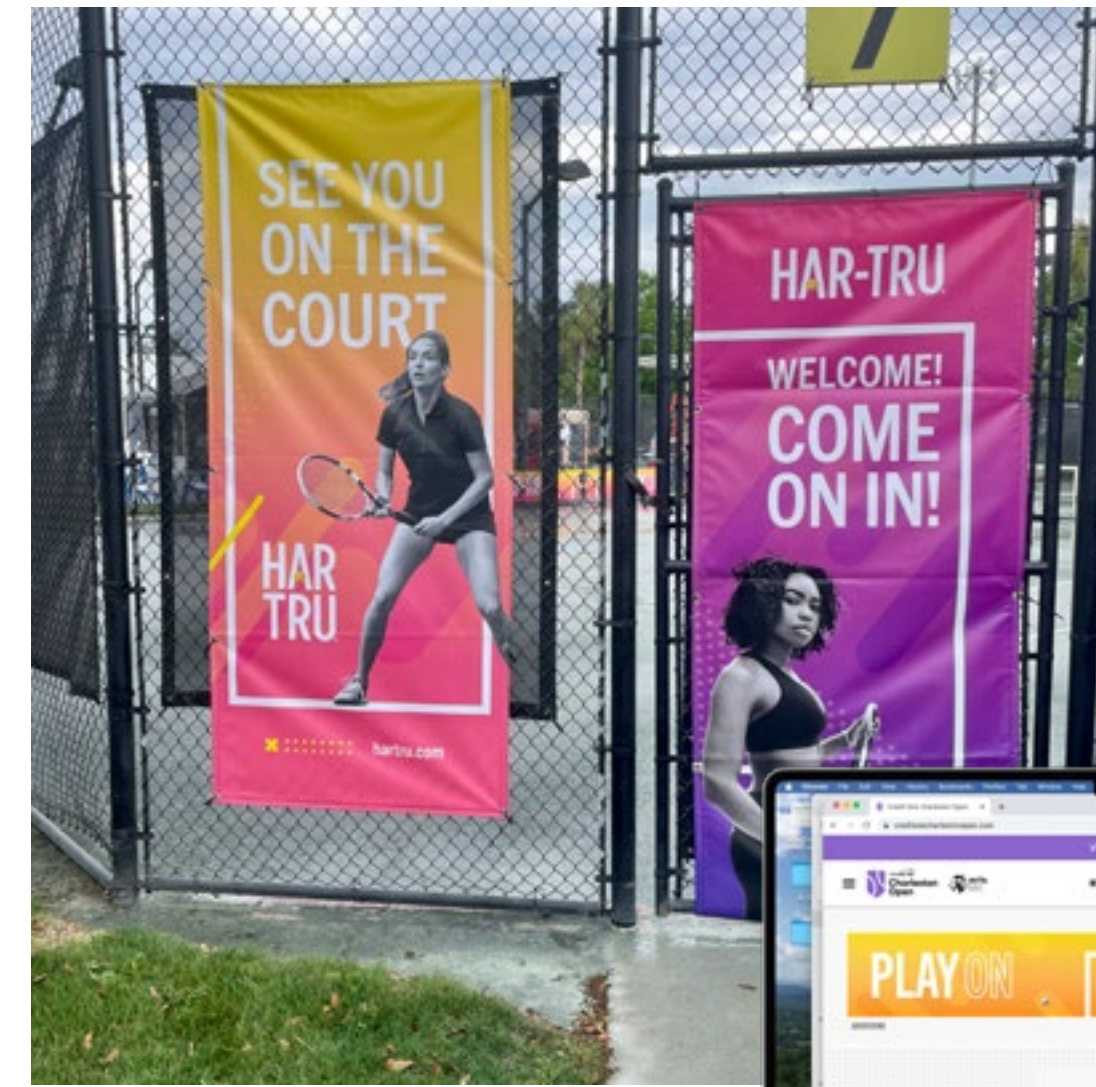
- Campaign assets for brokers to drive client engagement using Dr. Wade Pfau's expertise
- Deliverables: email layouts, social media posts, and direct mail postcard
- Selected from three competing internal concepts after presenting layouts to an 8-10 person marketing team
- Paired with an intentionally informal broker follow-up for a two-step authoritative-to-personal approach



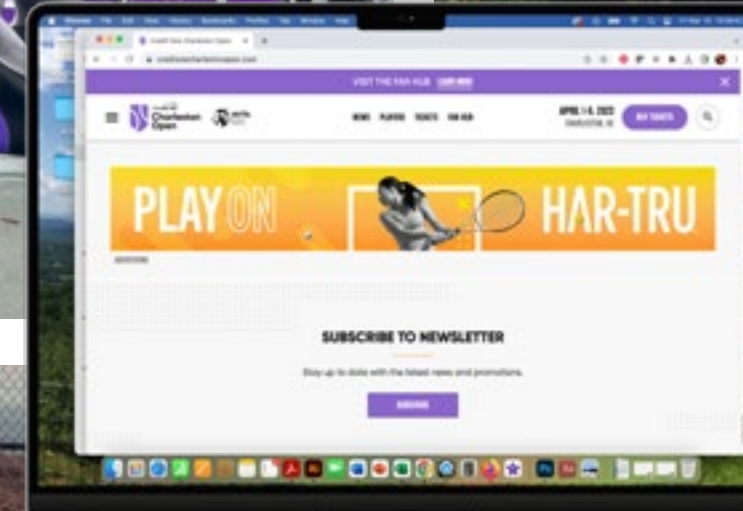
EVENT

Har-Tru 2023 Charleston Open Sponsorship

- Opportunity to reach a consumer audience beyond Har-Tru's traditional B2B market
- One of two designers who pitched concepts; my design was selected by the agency owner and Creative Director to carry forward
- Deliverables: event signage, apparel, branded booth items, stadium motion graphics



Click above to view the stadium motion graphics in action



PACKAGING

Wounded Warrior Cannabis Packaging

- Product line developed for veterans within a sensitive, heavily regulated category
- Required honoring Wounded Warrior's trusted, mission-driven brand identity
- Concepts spanned capsules, edibles, flower jars, and vape cartridges across multiple co-brand treatments
- Line did not reach production



PACKAGING

Luck Companies Branded Products and Packaging

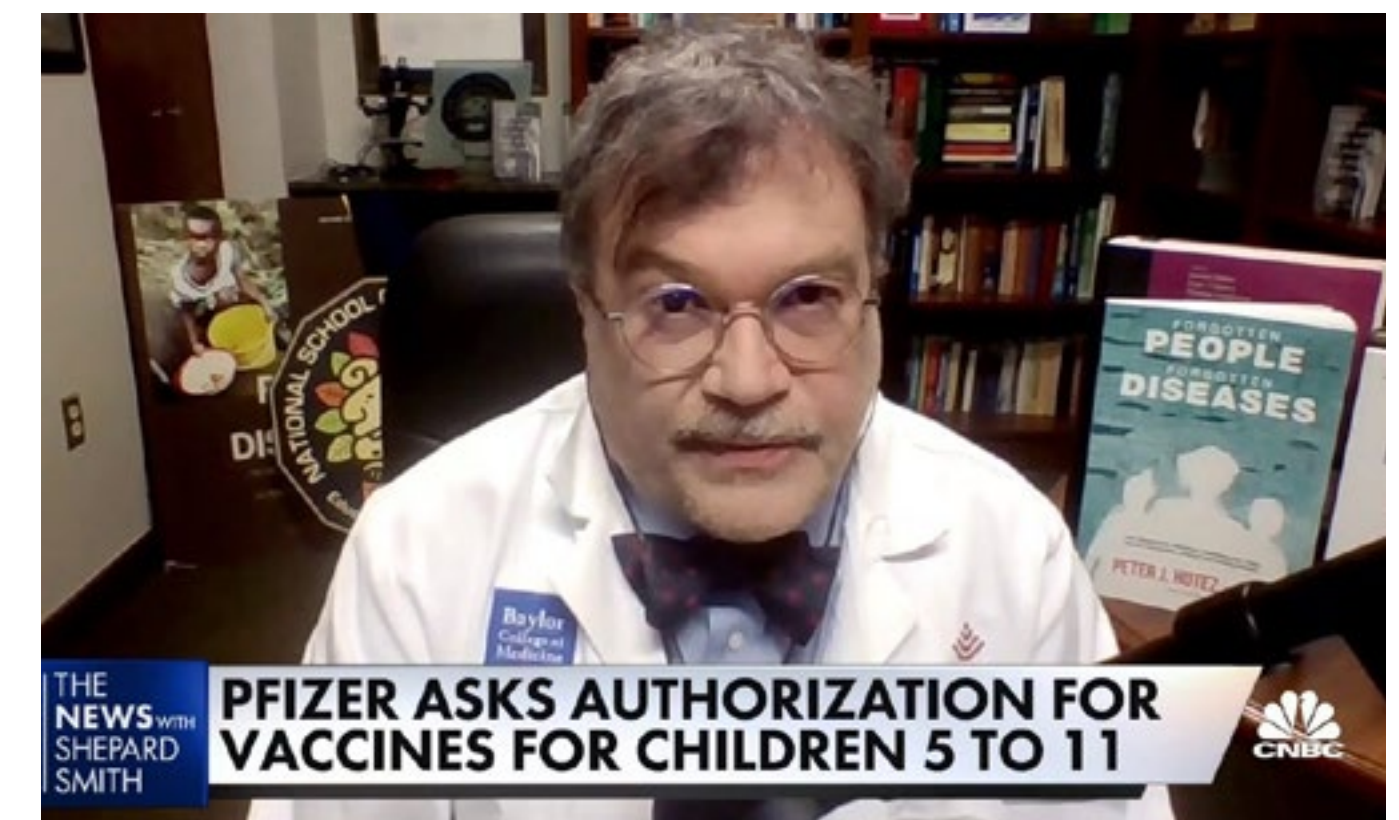
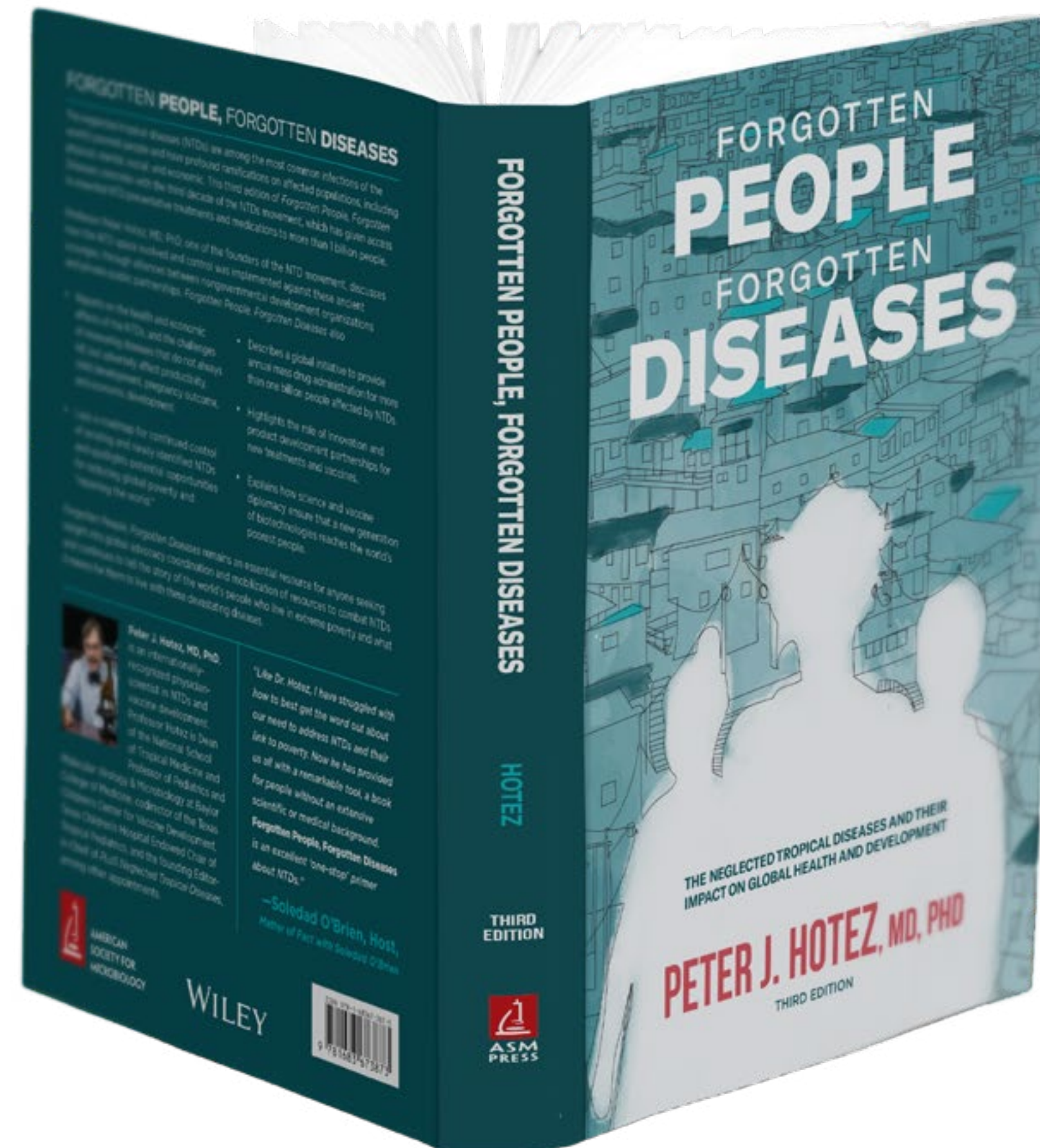
- Created branded products and packaging for Luck Companies employees and clients
- Complex die lines and printing processes were common
- Regulatory compliance needed in the case of the peanut tin



ILLUSTRATION

Forgotten People, Forgotten Diseases Book Cover

- Third edition of Dr. Peter J. Hotez's book on neglected diseases
- Required an illustration that could carry the weight of the subject matter
- Created a densely-packed neighborhood illustration where buildings and power lines form a negative-space silhouette of a mother and two children
- Cover visible during Dr. Hotez's appearances on CNN and CNBC around the book's release





Print & Digital Design
Motion Graphics & Video Editing
Product Design
Presentation Design

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