

VISUAL DESIGN PORTFOLIO

March 2023



Claire Brandt

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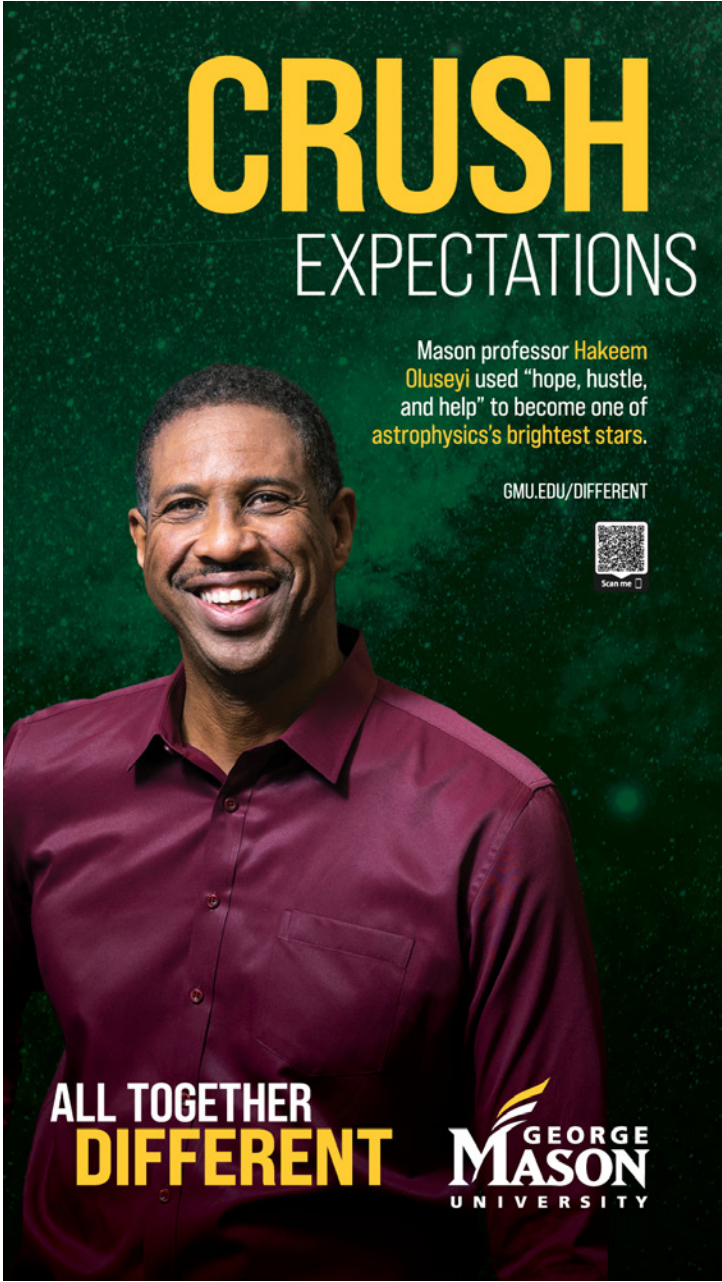
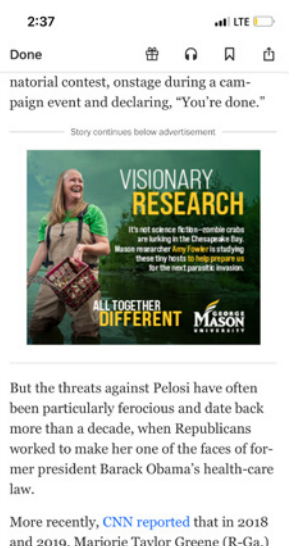
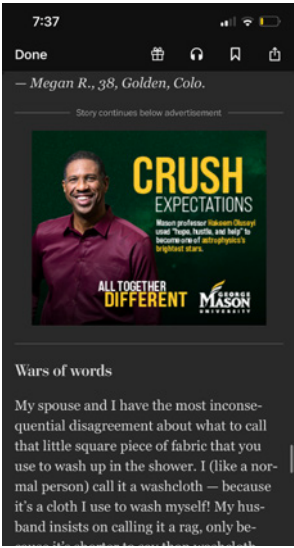
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ALL TOGETHER DIFFERENT
AD CAMPAIGN

Role: Designer

Starting from an initial direction from agency Sunshine and Bourbon, I developed design for Mason’s All Together Different ad campaign. Ads are placed throughout the Washington Post advertising network, and in National and Dulles Airports.



CLAIRE BRANDT

2023 ALL TOGETHER DIFFERENT FAIRFAX
CAMPUS WINDOW SIGNAGE

Role: art director and primary designer
I was the lead designer creating this set of seven large scale window signs. I oversaw the project from inception through working with vendor to produce high quality prints and installations.



CLAIRE BRANDT

GODEGA DESIGNS FOR
GEORGE MASON UNIVERSITY
DINING SERVICES

Role: Designer

Dining Services asked Creative Services to create designs for an electric Godega vehicle wrap. The Godega serves students and staff on the large Fairfax Campus. I was primary designer on the project and created on-Mason Brand designs for two electric vehicles.



photos by Evan Cantwell



CLAIRE BRANDT

A BEND IN THE RIVER
YOGA THERAPY BRAND
AND WEBSITE DESIGN


Role: Designer

I designed the logo, business card and
Squarespace website for a new Yoga Therapist.

A Bend in the River
YOGA THERAPY


A Bend in
the River
YOGA THERAPY

A Bend in
the River



YOGA THERAPY

A Bend in the River
YOGA THERAPY




Yoga eases the symptoms of many conditions, from depression and anxiety to the side effects of cancer treatment. I teach a variety of movement, breath and meditation techniques tailored to the individual's wellness needs.

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business cards

A Bend in the River
YOGA THERAPY

HOME WHAT IS YOGA THERAPY? MY STORY CONTACT




A yoga therapist designs a yoga program tailored to your health and wellness needs

What is Yoga Therapy?

LEARN MORE

A Bend in the River
YOGA THERAPY

HOME WHAT IS YOGA THERAPY? MY STORY CONTACT



Postures, breath work and meditation ease the symptoms of many conditions

What is Yoga Therapy?

LEARN MORE

A Bend in the River
YOGA THERAPY

HOME WHAT IS YOGA THERAPY? MY STORY CONTACT

MY STORY



“...with yoga I am able to address physical and spiritual aspects of my being, and am empowered with the tools of self healing.”

One cold February night in 1988, I trudged through the slushy streets of SOHO to get to the Spring Street Open Center. A yoga teacher named Beryl Bender was teaching a class called the Ashtanga primary series, and my sister had told me how wonderful Beryl was, and how much yoga had improved her life. Although I was in my early 20's, I was not able to do many of the poses very well. A few serious childhood accidents had left me with chronic pain and postural imbalance. Still, I left the class floating on air. I will never forget the long walk home in the dark snowy city, my body feeling both exhausted and exhilarated. From then on, I took many yoga classes and eventually attended a few Anusara teacher training sessions. Anusara yoga was a good fit for me, as it emphasized body alignment using a system of muscular loops and spirals. I taught a few yoga classes around my hometown of DC in the early 2000's.

At that point in my life I had never meditated, or had tried for five minutes and found it impossibly boring. I was also still suffering from a lot of chronic pain. In 2009, I started a new job that required me to sit and type full time. I had never had to do that much typing at a job before, and within a few months I was having severe hand pain, and my hands were swelling up. I was diagnosed with tendinitis, and given physical therapy, but it didn't help very much. Eventually I had to quit the job, and the pain and swelling in my hands lasted for two years. I was given a new diagnosis of probable rheumatoid arthritis, based on my symptoms and family history, and was offered very strong drugs for it.

Instead of taking the drugs, I decided to go deeper into my yoga practice. I saw a yoga therapist, and began incorporating meditation and breathwork into my routine. Gradually my flares stopped happening, and I was able to play guitar, tennis, open jars and do all the things that had caused pain before.

Over the years I have tried many healing modalities, but with yoga I am able to address physical and spiritual aspects of my being, and am empowered with the tools of self-healing.

I love to share this gift of yogic wisdom with others.


Om Shanti,
Lida

CONTACT LIDA

A Bend in the River
YOGA THERAPY

HOME WHAT IS YOGA THERAPY? MY STORY CONTACT

WHAT IS YOGA THERAPY?



The Deluge (The Connecticut River near Northampton) 1841 by Thomas Cole

As a yoga therapist, I design a sequence of traditional yoga postures and practices tailored to the wellness needs of the client. These could include poses to address physical issues such as arthritis, post-op healing, osteoporosis and other spinal conditions, and postural misalignment. Meditation and breathwork might also be recommended for such conditions as anxiety, depression, addiction, and the side-effects of cancer treatment.

I work as a teacher and a guide, and the client practices at home between sessions, thus strengthening their own healing skills.



CLAIRE BRANDT

KILLER WHALE TALES REBRANDING

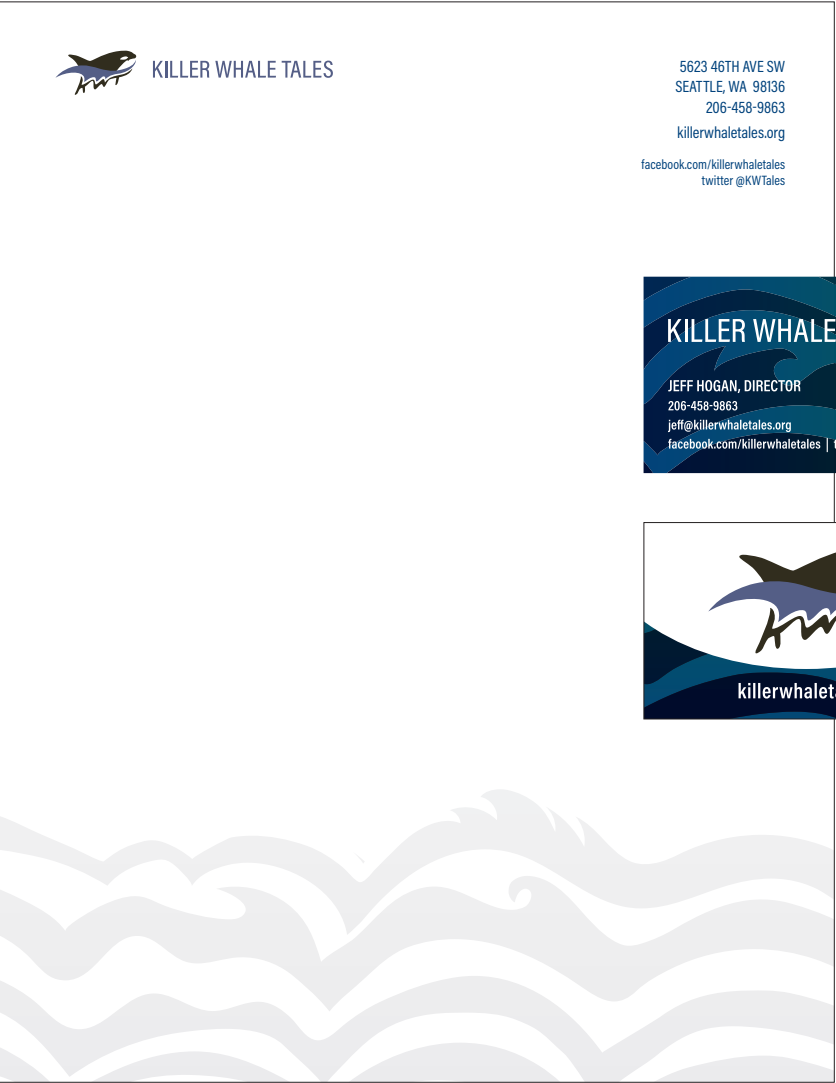
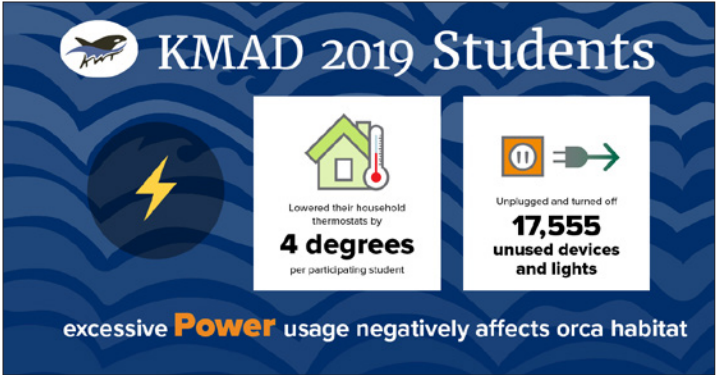
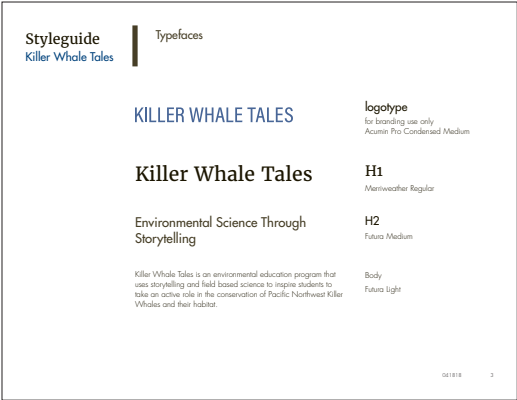
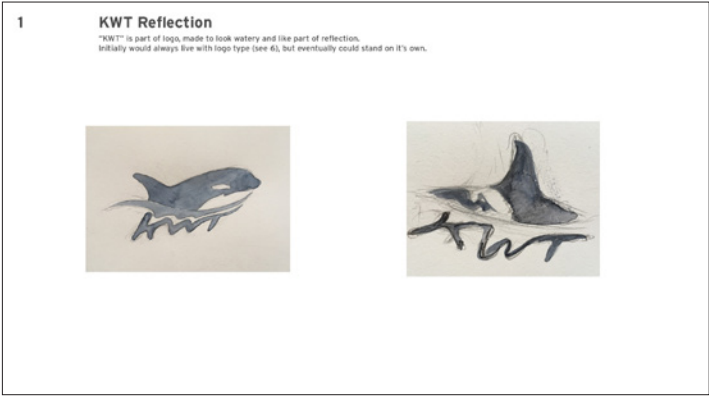
Role: Designer, Project Manager

I redesigned the branding for KWT, a Seattle-based education non-profit that uses science and storytelling to teach children about environmental conservation and the Southern Resident Killer Whale population. I was the Communications Chairperson on the KWT Board from 2016 to 2020, and I led the redesign process.

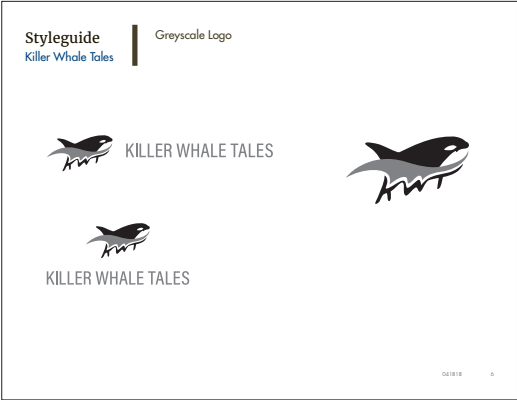
See the redesigned website at killerwhaletales.org



KILLER WHALE TALES



social media posts



brand guidelines

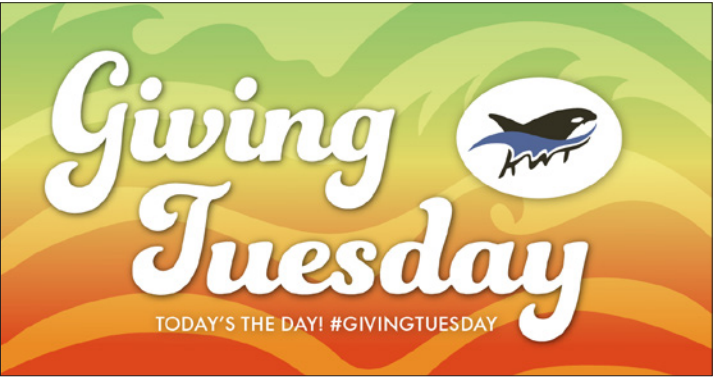
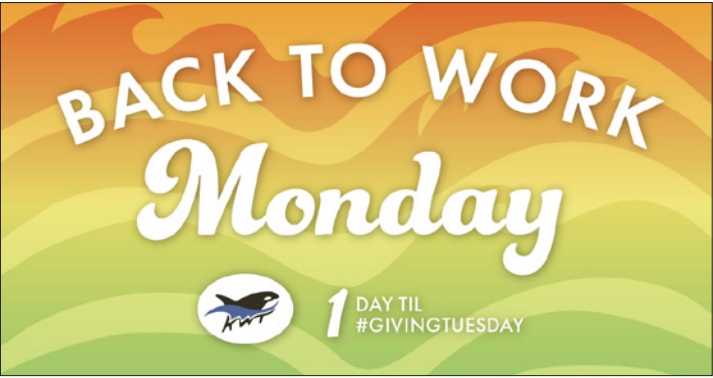
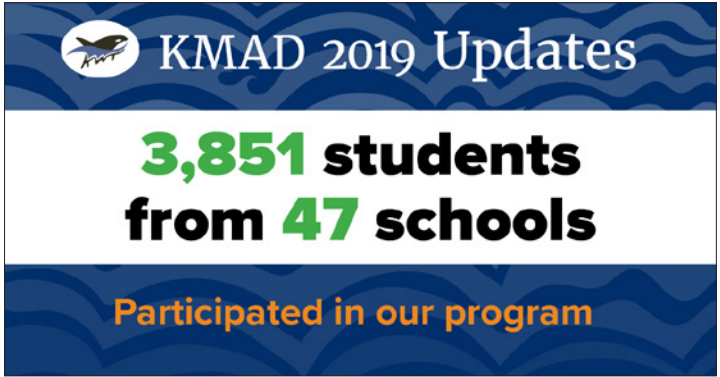
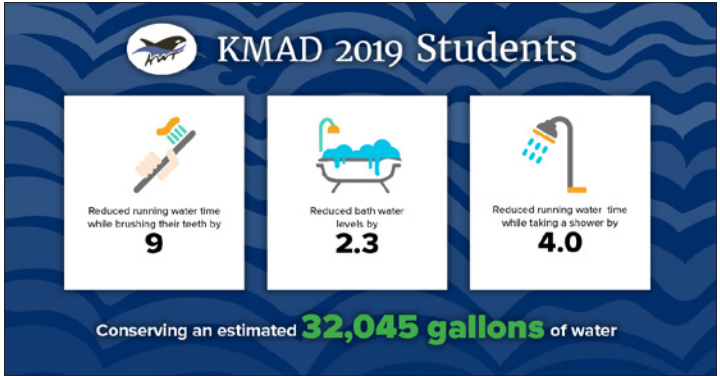
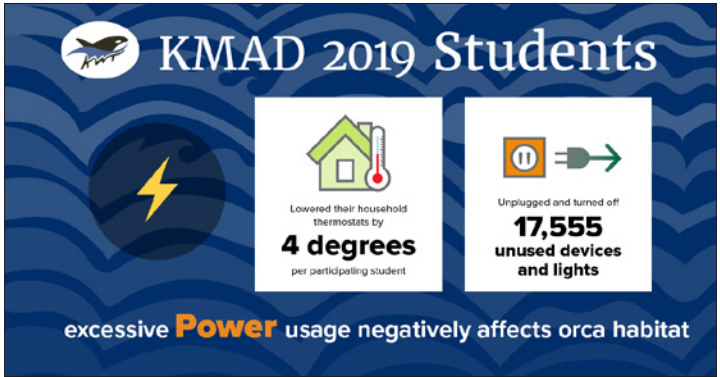
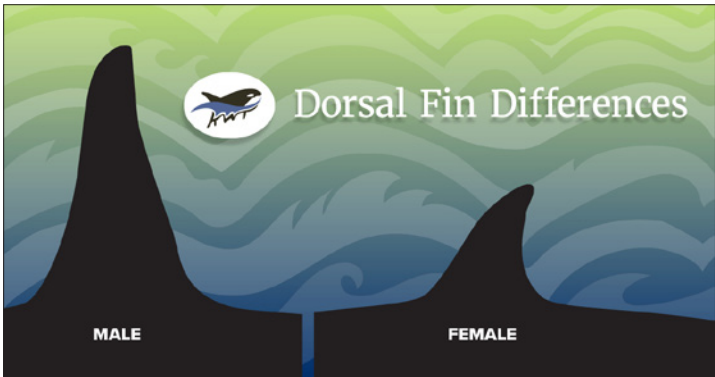
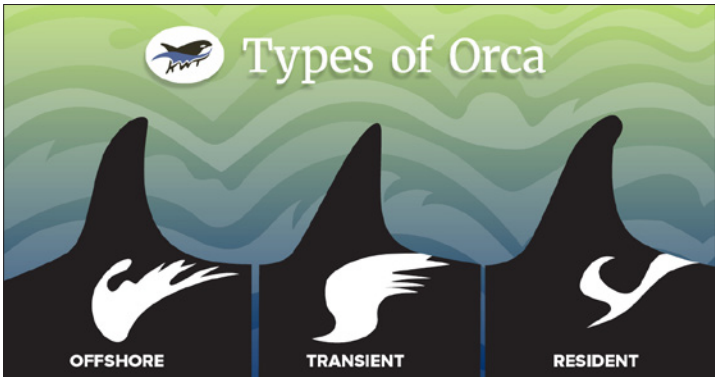


CLAIRE BRANDT

KILLER WHALE TALES SOCIAL MEDIA POSTS

Role: Designer, Communications Committee

I designed these Social Media graphics for non-profit Killer Whale Tales.



LANE POWELL BRAND ROLLOUT

Role: Designer

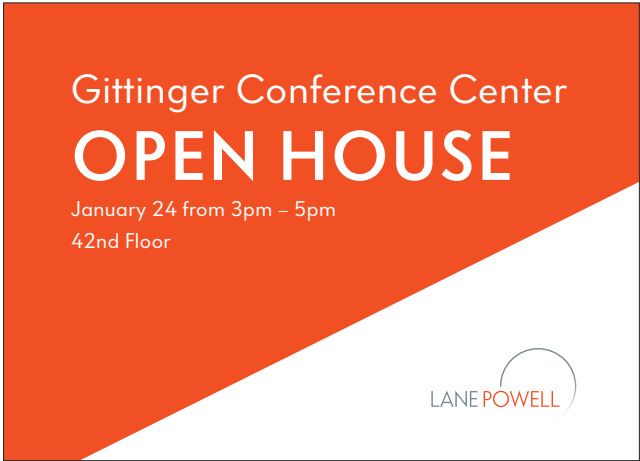
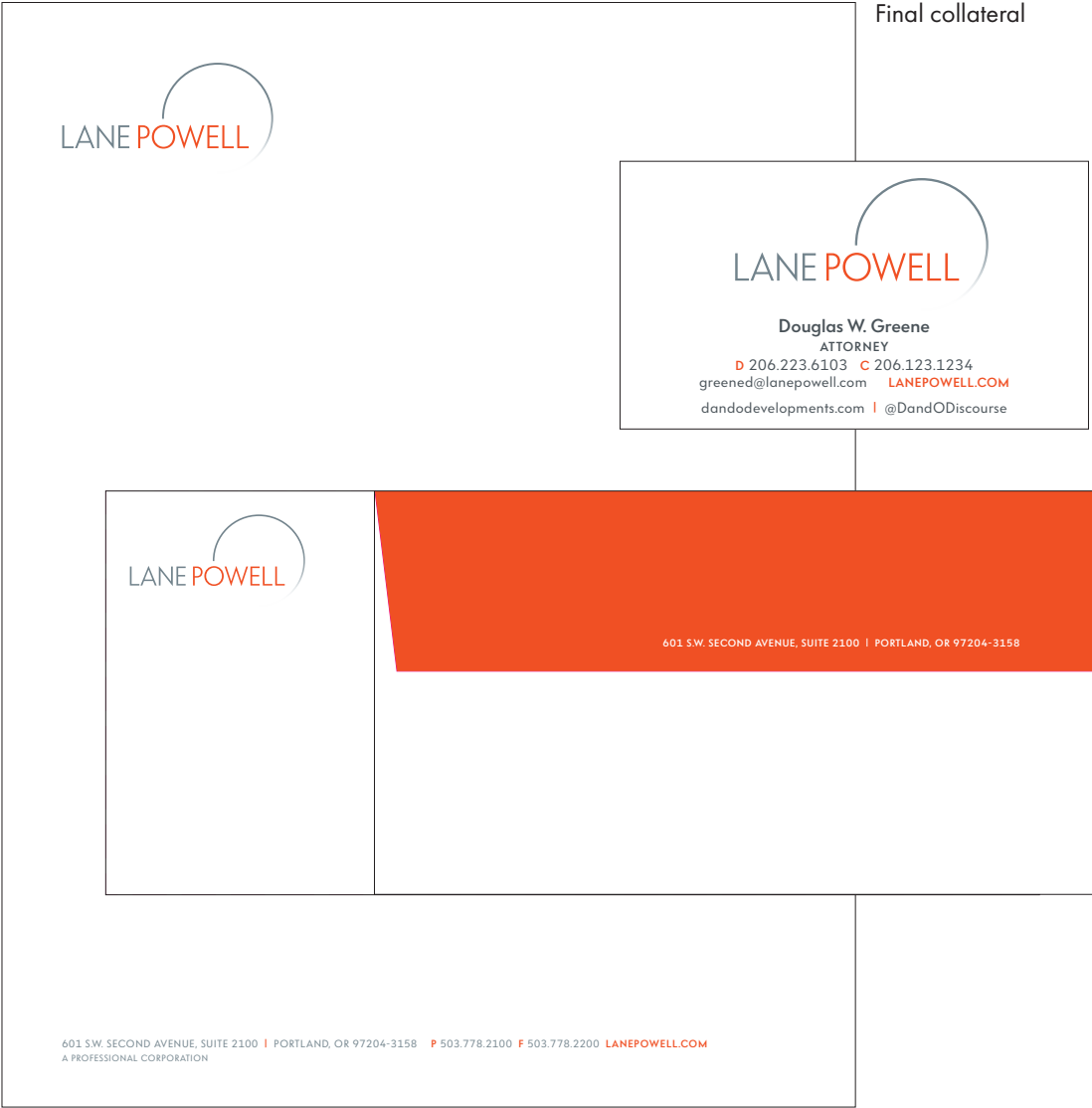
Lane Powell, a venerable Seattle law firm, worked with design agency 206 to redesign their brand. I was subsequently brought in as a contractor to roll the new branding out across print, digital and marketing for the firm.

A major part of this roll-out was working with printers on press-checks to ensure correct printing of all collateral materials: business cards, stationery, note cards, envelopes, etc. for three different offices.

Additionally, I filled all day to day design needs: event branding and collateral, marketing brochures, HTML and web visual assets and consulting on larger creative projects.



206 designed the new logo, brand guidelines and initial designs for print collateral.



Internal event print card



Design for trade-show ipad kiosk

LANE POWELL MARKETING

Role: Designer
Practice Group Tri-folds. Working with each law practice group, I designed tri-fold print pieces. These were print documents for prospective clients.

Front



Inside



Back, unfolded



Front



Inside



Back, unfolded



CLAIRE BRANDT

LANE POWELL MARKETING

Role: Designer
As the Marketing Designer at Lane Powell, I filled all day to day design needs: event branding and collateral, marketing brochures, HTML and web visual assets and consulting on larger creative projects.



NEIGHBORHOOD HOUSE
ANNUAL REPORT

Role: Designer

I designed and illustrated this long-form document while working for Vertetude.



Neighborhood House

Strong Families. Strong Communities. Since 1906.

2014 Annual Report

Our mission is to help diverse communities of people with limited resources attain their goals for self-sufficiency, financial independence, health, and community building.





Early Learning

Our Early Learning services provide a nurturing environment to promote the healthy development of young children. Neighborhood House's home visiting services provide home-based support for pregnant women, families with infants and toddlers so they can learn about and nurture their child's healthy development. Our preschool classrooms, located in Seattle's largest low-income housing communities, help children and their families prepare for future success both in school and in life.

All of our programs focus on educating young learners in ways that are developmentally and culturally appropriate while engaging families as partners in this process. We work to:

- Cultivate positive self-esteem, independence and confidence
- Help students develop strong interpersonal and socialization skills
- Hone language skills through conversations, interaction, visual clues and role-playing
- Foster young learners' genuine interest and love of the arts, natural sciences and their surroundings
- Celebrate diversity in the classroom and in the community
- Build strong relationships with parents, siblings and classmates





Youth Development

The collaborative spirit continued to grow in our youth development programs, making them strong and our program offerings more robust. We also worked to deepen the engagement of our students' families.

Our BridgeStart program, which provides case management services to high-risk middle school students, focused heavily on increasing the amount of time they spent with each student on their caseload. Using individual meetings, field trips, in-class support, and home visits, Case Managers became a central and stable figure in these students' lives, leading to higher levels of trust and deepening our impact.





50


out-of-school youth were supported in working towards obtaining their diploma or GED, accessing training and internships and finding permanent employment. In 2014, more than half of these youth were placed into jobs and internships.

131

middle and high school aged youth developed leadership skills and deepened commitment to community.

Financial Empowerment

Our Financial Empowerment Center (FEC) became fully operational in 2014. With 7 locations throughout the Seattle area, the FEC has helped over 600 residents improve, monitor and understand personal financial management. Our FEC offerings have enhanced the Neighborhood House suite of self-sufficiency services by ensuring that each housing stability and employment client has an opportunity to meet with a trained Financial Counselor.



383

people worked with a financial counselor to address debt issues.

437

people were assisted in building budgets and increasing their savings.

452

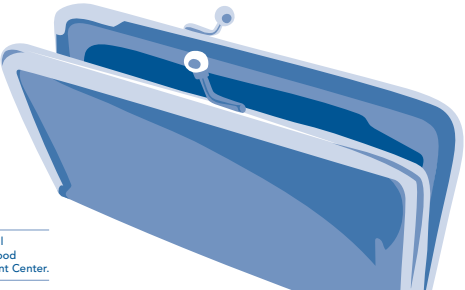
people received credit counseling to establish and/or build credit.


646

people accessed free financial counseling at the Neighborhood House Financial Empowerment Center.

Building Dreams and Investing in the Future

When Sherry first walked through the doors of the Neighborhood House Financial Empowerment Center, her face was streaming with tears. A victim of identity theft, Sherry was being hounded by creditors for purchases she never made. The phone calls wouldn't stop and she couldn't afford to hire an attorney. Sherry worried that her dream of purchasing a home was ruined. Thankfully, she saw a profile about the Financial Empowerment Center on the Seattle Channel and immediately scheduled an appointment to meet with a Financial Counselor. Her Financial Counselor advised her to file a police report, walking her through the steps. She also taught her how to protect her credit in the future and how to contact credit bureaus. Sherry took all the steps advised and continued to meet with her Financial Counselor on a monthly basis. After six months of hard work and commitment, Sherry was approved for a home loan. She no longer feels hopeless and is on her way to achieving her dream of homeownership.





Seniors

Neighborhood House has worked extensively with low-income older adults to ensure they have access to services that allow them to remain independent. In 2014, we continued to provide first language assistance to seniors, often visiting them at home, building trusting relationships and linking them to critical services like healthcare. We coordinated senior lunches, tea times, neighborhood nights and other activities that helped them meet their neighbors and get involved.

With many seniors cared for by family members, supporting family caregivers is a critical component of our work. We work with caregivers to improve their health and wellbeing while connecting them to community resources and one another. In 2014, our work with seniors and caregivers was enhanced through new partnerships aimed at increasing access to activities and having fun.





>50

low-income immigrant and refugee seniors with limited English proficiency participated in pilot field trips to destinations they had never been before.

80

caregivers attended workshops and support groups so that they could better support themselves and their elderly or disabled loved ones.

84

caregivers received assistance in creating a care plan to address their mental, physical and emotional health needs so they could better support their elderly or disabled family members.

1049


senior or disabled individuals accessed important health and senior services to live more independently and reduce their social isolation.



Employment and Adult Education

Our multifaceted employment programs helped people find and keep meaningful jobs with livable wages. Our wraparound employment case management services ensured that in addition to finding work, clients were connected to housing programs, financial empowerment services and additional support offered by Neighborhood House and other partners.

In 2014, we continued to test creative approaches to ensure we were reaching and responding to those who need us most. Our Foundations for Work program, which targets homeless job seekers, began offering free vocational training and job search assistance at local shelters and transitional housing programs. Our Healthcare Career Pathways program developed cohorts of students working towards medical certifications and degrees, creating a strong network of peer support for students to increase retention and academic success.



430

individuals improved their English literacy skills.

186


non-English speakers gained technology skills.

500

job-seekers succeeded in finding employment.

239

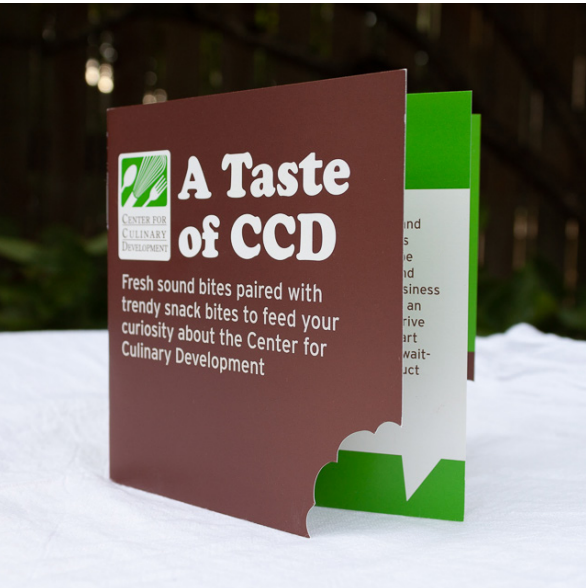
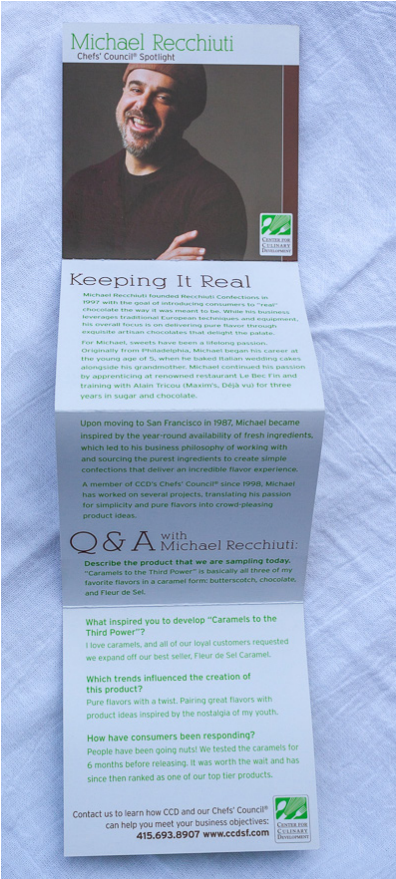
people entered into healthcare related training through our Healthcare Career Pathways program.



CENTER FOR
CULINARY DEVELOPMENT
MARKETING MAILERS

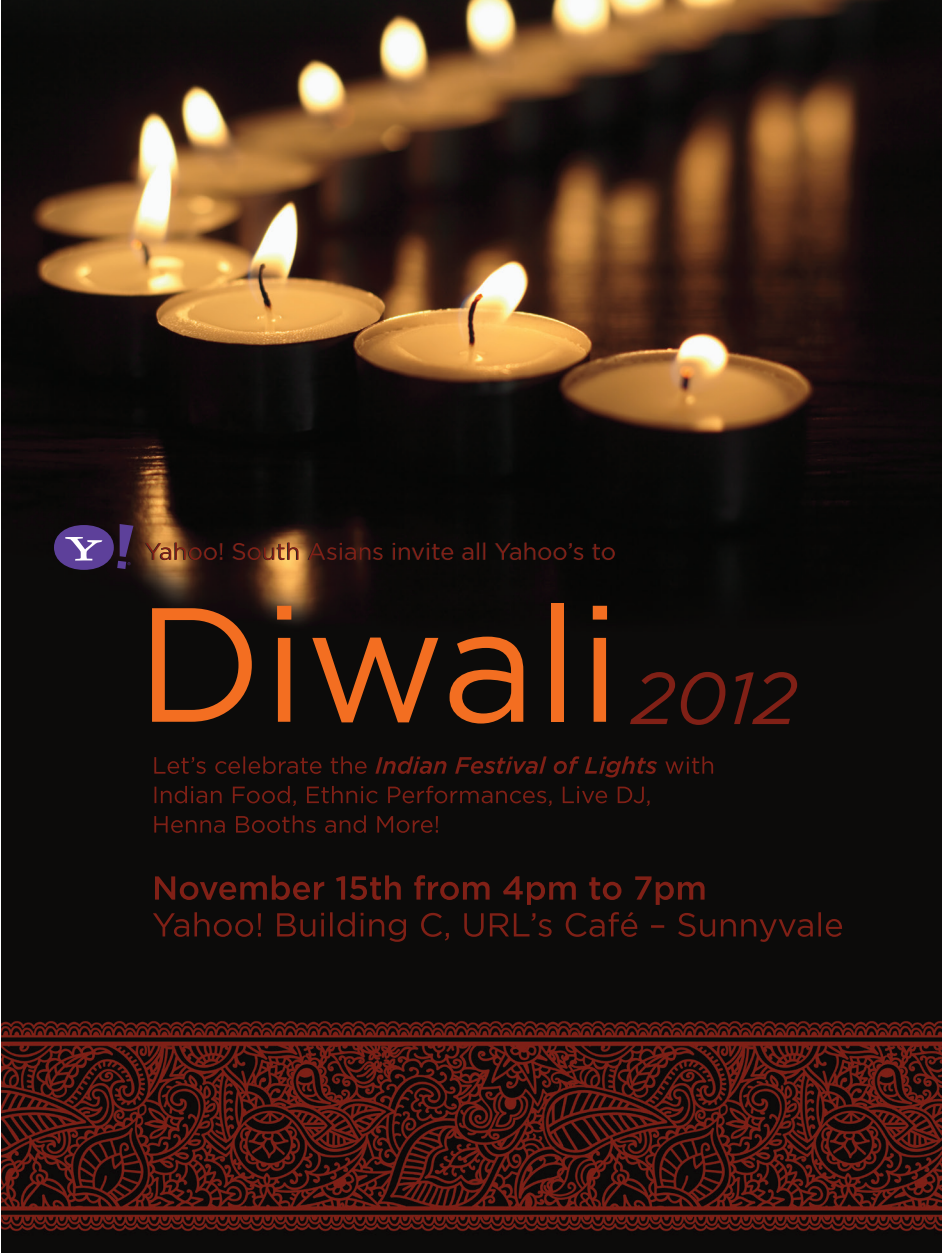
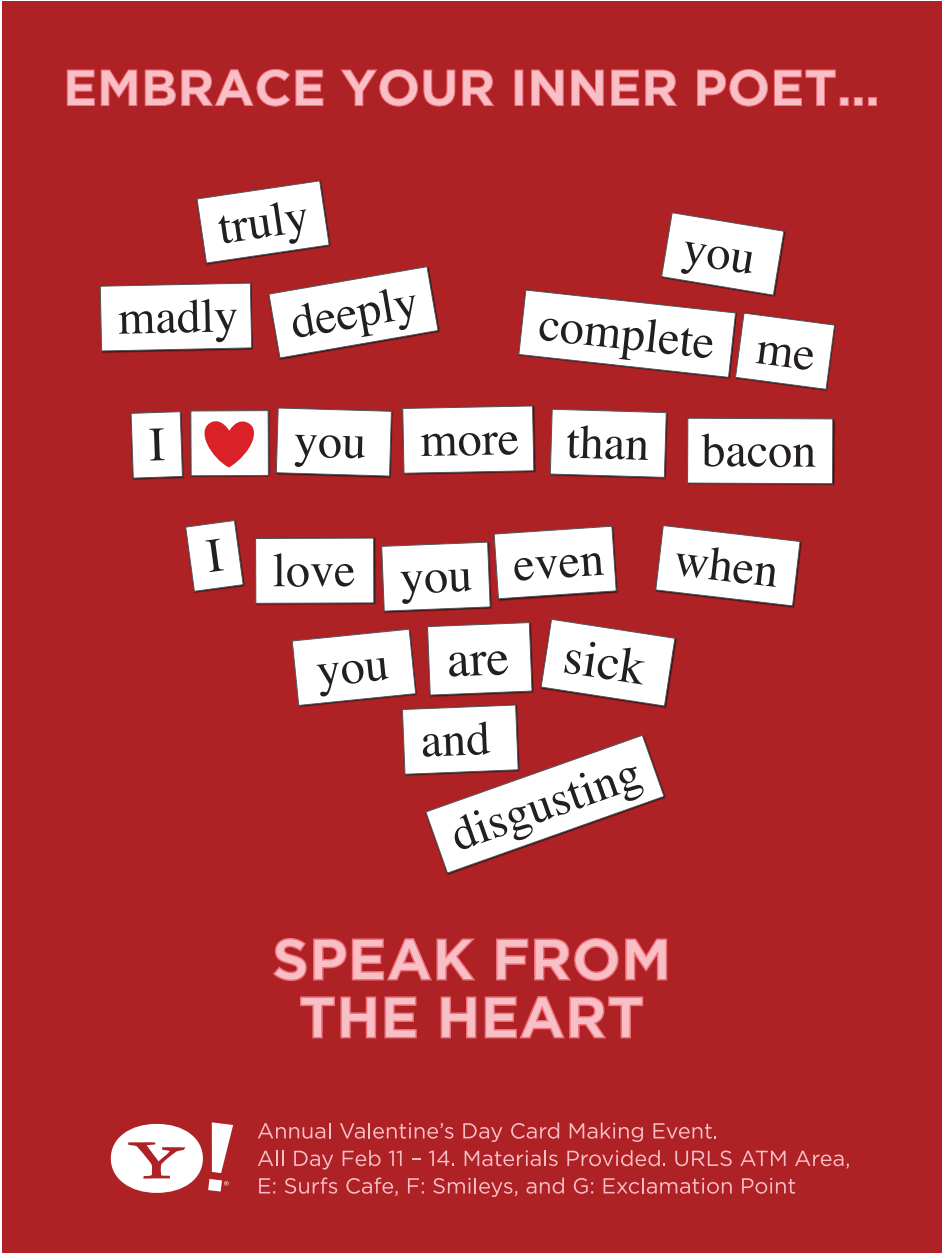
Role: Project Manager, Art Director, Designer

While Art Director at CCD, now CCD Helmsman, I ran this inter-departmental project. An inter-departmental team comprised of representatives from the Design, Marketing, Business Delvopment and Culinary teams worked together to develop the messaging, food items and creative design. These mailers were the primary marketing device for the company. I designed and produced them, working with printers and staff to assemble and mail them.



YAHOO! EVENTS POSTERS

Yahoo! Company events posters: Valentine’s Day and Diwali



CLAIRE BRANDT