



# Design Discovery

## Unveiling the Power of Visual Communication.

I embark on a collaborative journey to uncover the essence of your brand and project goals. During this discovery call, we delve deep into understanding your unique vision, aspirations, and challenges. Through engaging visuals and insightful discussions, we illuminate the path forward, exploring creative possibilities and strategic opportunities.



novcreations

# about me.

Welcome to my sales deck – where innovation meets design excellence with a purpose. Since 2016, I've been committed to pushing creative boundaries and delivering exceptional graphic design solutions that not only captivate but also create meaningful impact.

I've had the privilege of working with organizations like the Thurgood Marshall College Fund to the Congressional Black Caucus Foundation, primarily working in education and nonprofit sectors that promotes diversity equity and inclusion. My experience spans various industries, allowing me to tailor designs that inspire action, uplift communities, and drive change.

Beyond design, I'm passionate about using creativity as a tool for social good—helping businesses, nonprofits, and entrepreneurs amplify their missions. Every project is an opportunity to contribute to something greater, whether it's empowering underrepresented voices, fostering education, or supporting initiatives that make the world a better place.

As I grow, I remain dedicated to creating designs that do more than stand out—they make a difference. Whether you're a startup building your brand or an established organization refreshing your identity, I'm here to bring your vision to life in a way that resonates and inspires.



solution.



# storytelling that sticks.

I believe in the power of stories to move mountains. I go beyond traditional advertising to craft narratives that evoke emotions and ignite brand loyalty.

My campaigns spark conversations, fostering cultural relevance and turning customers into brand advocates.

I am a storyteller across all mediums – video, social media, interactive experiences – ensuring your message resonates everywhere your audience is.



novcreations

# transparency & collaboration.

We believe in open communication. You'll be involved throughout the entire creative process, with clear milestones and regular updates. We leverage Asana, a leading project management system, to keep everything organized and ensure clear visibility into every step of the project.

We value your input and foster a collaborative environment. Asana facilitates seamless team collaboration, allowing for real-time feedback and streamlined communication. Your vision combined with our expertise leads to groundbreaking results.

We celebrate successes and learn from challenges together, building a true partnership for long-term growth. Asana fosters transparency and accountability, ensuring everyone is on the same page and working towards shared goals.



services.

# individual services.

This slide showcases our pricing for individual graphic design projects. Perfect for clients who don't require a monthly retainer, you can choose the specific deliverables that suit your needs.

**Project Rate:** \$175/credit

**Estimated Project Costs:** Please note that the prices listed are estimates based on project complexity. During our initial consultation, we can provide a more accurate quote tailored to your specific needs.

**If you have specific needs that aren't currently listed, we'd be happy to discuss them. We're constantly expanding our portfolio and network to provide a wider range of services.**

Signage (1 Credit)

Flyer (1 Credit)

Social Media Graphics (1 Credit)

T-Shirt Graphics (2 Credits)

Packaging Design (3 Credit)

Brochure (3 Credits)

Direct Mail (3 Credits)

Digital Ad Graphics (3 Credits)

Logo (3 Credits)

Vehicle Wraps (6 Credits)

Presentation Design (6 Credits)

Wix Web Development (10 Credits)

Video Editing (10 Credits)

Motion Graphics (10 Credits)

Corporate Brand Identity (15 Credits)

Series of Environmental Graphics (Conference) (25 Credits)

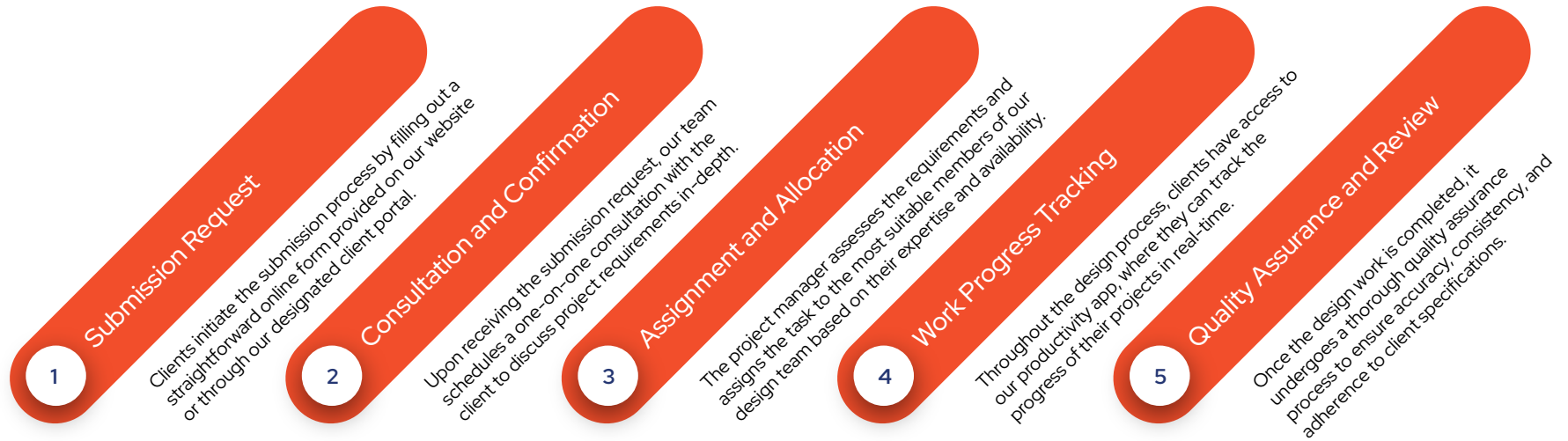


# subscription services.

	starter. (10 Credits)	growth. (25 Credits)	premium. (40 Credits)
12/5 Customer Support w/ Project Manager	✓	✓	✓
Asana Collaboration	✓	✓	✓
48/hr Turnaround Time	✗	✓	✓
Active Creative Member	✗	✗	✓
Dedicated Creative Project Manager	✗	✗	✓
	\$1250 monthly with 3 month contract	\$3125 monthly with 3 month contract	\$5000 monthly with 3 month contract



# subscription request strategy.



my clients.



novcreations

# my clients.



# work samples.

Our creative vision brought to life the Thurgood Marshall College Fund's "We Are" initiative, a powerful campaign displayed prominently in NYC's Times Square. It celebrates the multifaceted success of the African American community, dismantling stereotypes and showcasing their true potential.





# work samples.

Lyft's recruitment team came to us needing a way to stand out at career fairs. I designed retractable banners that captured attention, highlighting Lyft's vibrant culture and exciting career opportunities. The result? Lyft landed a successful recruitment tool that helped them connect with top talent.



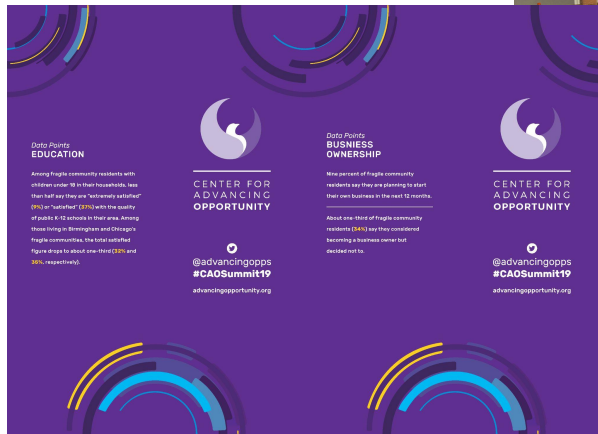
# work samples.

Our work sample featuring our collaboration with the Thurgood Marshall College Fund Annual Gala. From crafting a compelling brand identity to designing immersive environmental graphics and impactful social media marketing, our work embodies excellence, inclusivity, and empowerment.



# work samples.

The Center for Advancing Opportunities Foundation (CAO) needed a way to grab attention and spread their message at a major D.C. event. I delivered with impactful column wraps that showcased CAO's branding and mission. These weren't just decorations - the wraps served as a conversation starter, sparking interest in CAO's work and creating a lasting impression on attendees.



# work samples.

I designed a dynamic logo and branding for their Leadership Institute, along with engaging social media content. This project ignited a cohesive visual identity that attracts high-caliber students and strengthens the Institute's impact.





# Let's start A discovery call!

To ensure we can keep your creative momentum going, let's schedule a convenient call to discuss your vision. Simply click the link below to access our scheduling page, where you can choose a date and time that best suits your availability.

[Schedule Now](#)