

JIM ANDERSON

GRAPHIC DESIGN / DIGITAL & PRINT PRODUCTION

PORTFOLIO

me@jimkanderson.com / 503.975.8229

www.jimkanderson.com

PROFILE

I am Senior Graphic Designer / Digital & Print Production Designer. I am able to lead and manage projects independently. I have 20 years of experience working on a diverse range of print, digital and production design projects.

- Design and production of marketing collateral, logos, advertisements, digital content, infographics, maps, catalog, postcards, posters & signage.
- 20 years experience working in teams from concept development to print-ready digital files to final installation.
- Effective time management skills and able to manage timelines for all projects.

SKILLS

Expert knowledge of Mac and PC Platforms, Adobe Creative Cloud (InDesign, Photoshop, Acrobat, Illustrator, Lightroom), Microsoft 365 (PowerPoint, Word, Excel), Basic HTML, and WordPress.



Otto Design Works - OttoLock
Letter sized, 2-sided. Marketing and general product info sheet.
Role: layout, design & production

OTTOLOCK THE GO-ANYWHERE CINCH LOCK

OTTOLOCK™ is an all-new cinch lock for both cyclists and outdoor enthusiasts who value their gear and need a small, safe, and lightweight solution for their lifestyle.

OTTOLOCK is far more secure than a cable lock, and much lighter than a U-lock. It's extremely cut-resistant because of an engineered design that uses multiple layers of high-toughness stainless steel and is reinforced with Kevlar®. It's simple and versatile, but surprisingly stronger than meets the eye!

Available in three lengths:
18" Pro Ride, 30" All-Around, and 60" Extended

FEATURES + BENEFITS

LIGHTWEIGHT
Weighs under 1/4lb (115g). So light you won't even know you're carrying it.

COMPACT
Coils to under 3 inches diameter. Keep it in or around your saddle bag, in your pocket, or anywhere you want.

SECURE
Patent-pending stainless steel and Kevlar® band design. Unable to cut with wire or bolt cutters.

OTHER USES AND APPLICATIONS

Pricing starts at \$49

OTTO DesignWorks
www.ottodesignworks.com
#ottodesignworks #cinchlock #otto
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OTTO

OTTOLOCK THE GO-ANYWHERE CINCH LOCK

SPECS + FEATURES **TECH SHEET**

Ultra lightweight under 0.25lbs (115g)

Durable, smash-proof aluminum head

Compact coil diameter under 3" (7.5cm) with movable ladder strap for storage

Multiple-layer, stainless steel & Kevlar® bands, 3/4" (18mm) wide, coated in durable anti-scratch Santoprene® plastic

Resettable combination lock

Three lengths for a variety of uses:
18" (35cm), 30" (75cm), 60" (150cm)

PRODUCT	WEIGHT	COMPARED WEIGHT	EASY CARRY	CINCHES	MULTI-USE	SECURITY LEVEL
OTTOLOCK	115 g	●	YES	YES	YES	●●
CABLE LOCK	350 - 1200 g	●●●●●	NO	NO	YES	●
U-LOCK	1200 - 2500 g	●●●●●●●●	NO	NO	NO	●●●

Thermal formed locking teeth

Kevlar® fiber reinforced

Multi-layer, high-toughness stainless steel bands

Anti-scratch Santoprene® plastic band coating

Stealth Black OTTO Orange Flash Green

18" (45cm) 30" (76cm) 60" (150cm)

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OTTO


Otto Design Works - OttoLock
Letter sized, 1-sided. Technical product features info sheet.
Role: layout, design & production

Role: layout, design & production

ACCESSIBILITY BENEFITS	
Nothing should come between you and quality healthcare.	
	
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ACCESSIBILITY SERVICES

If you or someone you know has a hearing or vision disability or language barrier that affects their ability to communicate, Rite Aid has free services and programs that can help.




TELETYPE

If you are deaf or hard of hearing, you may contact any Rite Aid phone number, including the pharmacy, using teletype by calling 711.



VIDEO REMOTE INTERPRETING (VRI)

Video Remote Interpreting (VRI) is now available in all stores. It allows you to speak with a face-to-face or audio interpreter in American Sign Language and multiple foreign languages. If VRI is not available in your store, see a pharmacist for assistance.



LARGE FONTS

With ScriptView, your prescription labels will be printed in a large font to help you read the information with ease.¹ 18 point or larger fonts are also available for non-prescription label materials that are printed in the pharmacy. Just ask your pharmacist.

- **ONLINE PRESCRIPTION MANAGEMENT**
Stay on top of your medicine 24/7 from the convenience of your home with MyPharmacy at ilead.com. You can track your prescriptions, get your pharmacy records, and more.
- **VOICE RECORDINGS AND REMINDERS**
Your pharmacist is able to set alerts and record up to 30 seconds of prescription information for you to play back at home. Also available is ScriptTalk, a programmed chip that adheres to the bottom of your prescription. The chip has information that will be read aloud when placed on the ScriptStation device. The device will be shipped to your home at no cost to you.** Ask your pharmacist for details.
- **BRAILLE LABELING**
Individual Braille label strips can be placed on your prescriptions over the actual prescription label.* Ask your pharmacist for assistance.
- **LANGUAGE TRANSLATION SERVICES**
See pages 3-4 for our language translation guide.

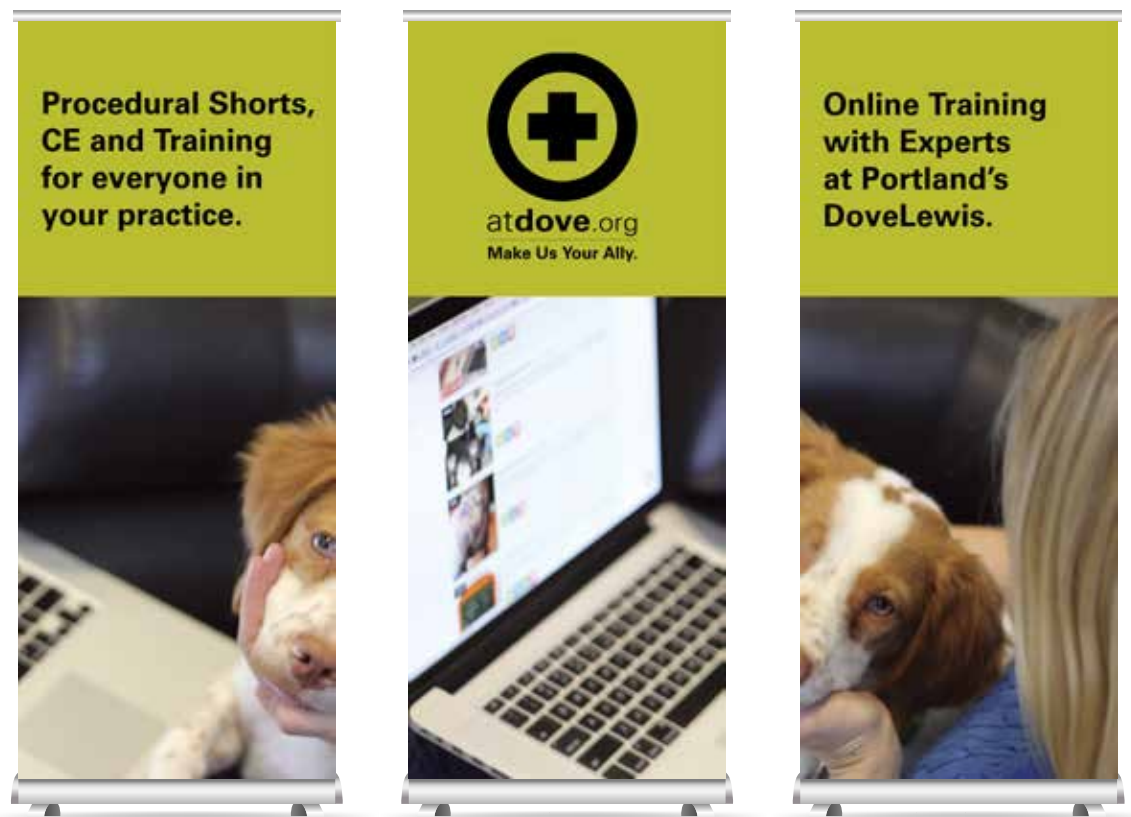
LANGUAGE TRANSLATION GUIDE	
<p>This is a language chart for all non-English speaking partners and customer to call and get interpretations. Each message reads: 'Attention: If you speak [insert language], language assistance services, free of charge, are available to you. Free of charge, are available to you. Call 1-800-XXX-XXXXX (TTY/V)."'</p>	
English	
<p>ATTENTION: If you speak [insert language], language assistance services, free of charge, are available to you. Free of charge, are available to you.</p> <p>Call 1-800-XXX-XXXXX</p>	
Hebrew	
<p>השירות הזה זמין לנאמנים, אשר מדברים בשפה העברית. שירות זה זמין לנאמנים ללא תשלום.</p> <p>השירות הזה זמין לנאמנים ללא תשלום.</p> <p>קריאה: 1-800-XXX-XXXXX</p>	
Hungary	
<p>Figyelem: az ügyvezetés, amely szolgálja azokat, akik magyarul szeretnének beszélni.</p> <p>Figyelem: az ügyvezetés, amely szolgálja azokat, akik magyarul szeretnének beszélni.</p> <p>Figyelem: az ügyvezetés, amely szolgálja azokat, akik magyarul szeretnének beszélni.</p>	
French	
<p>Attention: ATTENTION: si vous parlez français, nos services de traduction gratuits sont disponibles pour vous. Appelez le 1-800-XXX-XXXXX.</p>	
Maltese English	
<p>English: English: English: You speak English, please call the number 1-800-XXX-XXXXX.</p>	
Hebrew	
<p>השירות הזה זמין לנאמנים, אשר מדברים בשפה העברית. שירות זה זמין לנאמנים ללא תשלום.</p> <p>השירות הזה זמין לנאמנים ללא תשלום.</p> <p>קריאה: 1-800-XXX-XXXXX</p>	
Italian	
<p>Attenzione: ATTENTION: se hai lingua d'Italiano, sono a disposizione i servizi di interpretazione gratuiti.</p> <p>Attenzione: ATTENTION: se hai lingua d'Italiano, sono a disposizione i servizi di interpretazione gratuiti.</p> <p>Attenzione: ATTENTION: se hai lingua d'Italiano, sono a disposizione i servizi di interpretazione gratuiti.</p>	
Japanese	
<p>注意: 注意: 注意: もしあなたが英語を話さなければ、無料の通訳サービスをご利用いただけます。</p> <p>注意: 注意: 注意: もしあなたが英語を話さなければ、無料の通訳サービスをご利用いただけます。</p>	



The Multnomah Athletic Club - Spring Program Guidebook
Letter sized, 30-page. Guidebook and registration info for upcoming events & classes for adults and youth.
Role: layout, design & production



Nike - NikeiD iD Collections Book
10x10 in., 20 pgs. A how-to-guide for the NikeiD Kiosk which were located at Nike Towns.
Role: art direction, concept, design & print production



Dove Lewis - At Dove
3x8 ft., single sided 3-panel roll-up banners. At Dove trade show and event banners.
Role: art direction, design & print production



Otto Design Works - OttoLock
10x10 ft., trade show multi panel system. OttoLock Trade show system including broadcast graphics, props and marketing collateral.
Role: concept, design & print production

Prepare to be complimented.
We check everyone's ID.

State and federal law prohibits the sale of tobacco & alcohol products to anyone under 21 years of age.

Rite Aid does not permit solicitation of any kind on company premises or distribution of literature or printed matter.

SERVICE ANIMALS ARE PERMITTED

ACCESSIBILITY BENEFITS

We offer a variety of free accessibility tools and services which can assist people with disabilities.

We have labeling available in:

- Braille
- Large Font
- Talking Prescription Labels

RA1010BRADA 10/20

Grow with us

Explore career opportunities with the new Rite Aid today!

Scan, visit [Careers.Riteaid.com](https://careers.riteaid.com) or text Rite Aid to 97211 to apply.

STORE # 55555

12345 Anywhere Street Any Town, ST 44444
(216) 555-5555

STORE HOURS

Mon - Sun **OPEN 24 HOURS**

PHARMACY HOURS

Mon - Thurs	8:00 AM - 9:00 PM
Fri	8:00 AM - 10:00 PM
Sat	8:00 AM - 10:00 PM
Sun	10:00 AM - 6:00 PM

The Pharmacist Will Be On Break and Unavailable Between 1:30-2:00 p.m.
Pharmacist on Break, but Available for Emergencies and Counseling.

Store Manager: Tony S.

Pharmacy Manager: Scott J.

PROCEDURES FOR SAFE AND LEGAL DISPOSAL OF TRASH

Paper Confidential

No Plastic/No Sharps

- Prescription labels
- Printed images from NewGen
- Paper/Cardboard prescription packaging containing DdI
- Insurance print outs
- Receipts
- DIC Images
- Manuscripts
- Yellow notes
- Excess paper waste
- Proprietary Rite Aid communications
- Reports
- Envelopes
- Mail
- Phones
- Bulletins

Plastic Confidential

No Paper/No Sharps

- Prescription vials containing DdI
- Plastic stock bottles containing DdI

Immunization Waste

All Sharps (needles/syringes) must be placed in Sharps Container

- Any item with a 19G or smaller - Hazardous Waste Container
- All supplies other than sharps - Non-confidential Trash

Non-Confidential Trash

No Paper/No Sharps

- Glass Stock bottles (DdI removed)
- ANY METAL (including metal lids from stock bottles)
- Empty stock bottles (DdI removed)
- Discarded
- Cotton
- Empty beverage containers (single canister bottles)
- Napkins
- Paper plates
- Metal foil birth control wrappers etc.)
- Cardboard boxes
- Leaker food and containers
- Package inserts
- Plastic bags (from DC or McKesson)
- Food wrappers
- Styrofoam cups
- No biomedical or hazardous waste

RITE AID

STORE NO. 1234

IN CASE OF EMERGENCY PHONE 410-297-6000

RA1105FDEPS 12345 11/20

Pharmacy Hours

Mon - Fri 8:00 AM - 10:00 PM

Sat 8:00 AM - 10:00 PM

Sun 8:00 AM - 10:00 PM

The Pharmacist Will Be On Break and Unavailable Between 1:30-2:00 p.m.

Pharmacist on Break, but Available for Emergencies and Counseling

This store offers Video Remote Interpretation (VRI) Services

More private patient counseling is available inside or by calling your Rite Aid Pharmacist

For verification purposes, when picking up a prescription please provide the day and month of birth for the patient

Attention: Some controlled substance prescriptions will now require additional time to validate and process. Photo ID may be required. Thank you for your patience.

Dear Patients,
You have the right to know about the proper use of your medication and its effects. If you need more information, please ask the pharmacist.

Rite Aid Pharmacy - In Store Signage

Various sizes. In-store promotional or seasonal signage including variable data fields (magenta), permanent store signage featuring their new branding colors, type, elements and logo.

Role: layout, design & print production

NOW AVAILABLE!

COVID-19 VACCINE



Riteaid.com/covid-19

Sign up for
email updates
and news.

SUMMER'S
MADE IN
THE SHADE



\$299
TO
\$1499

Goodbye, irritated eyes

Redness can be caused
by allergies, eye fatigue
or contact lenses



More like aller-geeze

Discover eye drops
formulated to treat allergies



Triple team your clean

Clean, disinfect &
moisturize contact lenses



Dry eyes?

Find relief with drops,
single-use vials, gels & ointments

REDAID.COM

TENS blocks pain
signals using
electrical pulses



Help relieve pain
with camphor,
willow bark &
hemp*



*These brands have been found to be effective
in treating pain and inflammation.
For full details, see the full report.

Say "pass" to
muscle aches, joint
pain, bruising
& swelling with
arnica*



*These brands have been found to be effective
in treating pain and inflammation.
For full details, see the full report.

Get a leg up
with alternative
cramp remedies



REDAID.COM

Knowledge You Can Use,
Experience You Can Trust

Veterinarians
Technicians
Assistants
Receptionists
Managers



atdove.org
Make Us Your Ally.

Visit our digital training platform to see procedural shorts, CE and articles featuring real cases at Portland's award winning DoveLewis.






Knowledge You Can Use,
Experience You Can Trust

Emergency, specialty and critical care training with real experts, procedures, and patients in Portland's award winning DoveLewis.


See us in booth 530  atdove.org

Work ~~Harder~~ Smarter



Practice managers use our digital platform to develop smart work culture. Spend more time doing what you love and less time agonizing over team training, costly procedural errors, and HR matters.

Get smart at booth #464

Real experts, procedures, and patients filmed in Portland's award winning DoveLewis.  atdove.org




atdove.org
Make Us Your Ally.




Knowledge You Can Use,
Experience You Can Trust

Cut costly procedural errors and cultivate smart work culture with real experts, procedures, and patients in Portland's award winning DoveLewis.

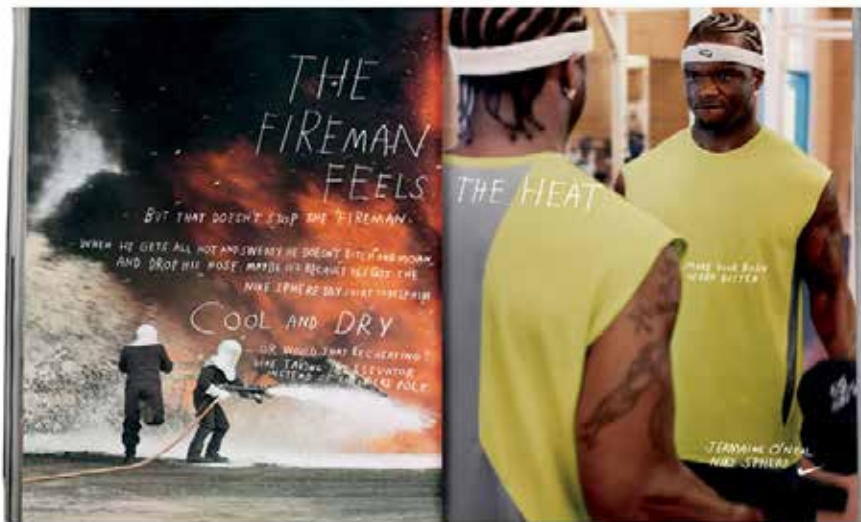


Knowledge You Can Use, Experience You Can Trust

Emergency, specialty and critical care training with real experts, procedures, and patients in Portland's award winning DoveLewis.

See us in booth 530  atdove.org

Dove Lewis - At Dove
Print advertisements in a variety of sizes and layouts for trade show guidebooks & vet industry magazines.
Role: layout, design & print production



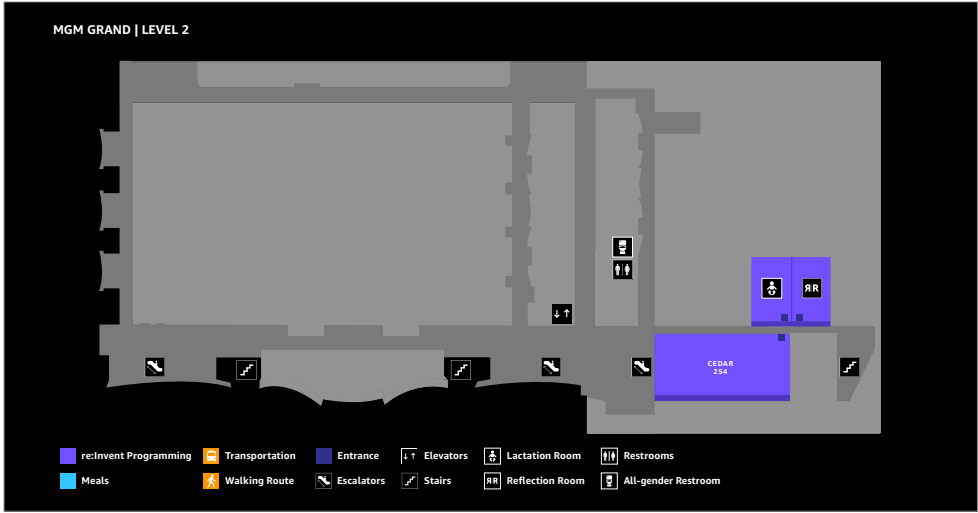
Nike - Nike Sphere
 Print ad (8x10 in.), Billboard (10x20 ft.) Campaign for Nike Sphere including magazine ads and a billboard for Nike Towns.
 Role: production artist



Good Sport Promotions - Portland & Seattle Century Bike Jersey
Sublimated bike jersey. Cycling jersey for the Portland & Seattle century bike ride.
Role: layout of (contracted illustrator) illustration, design & production

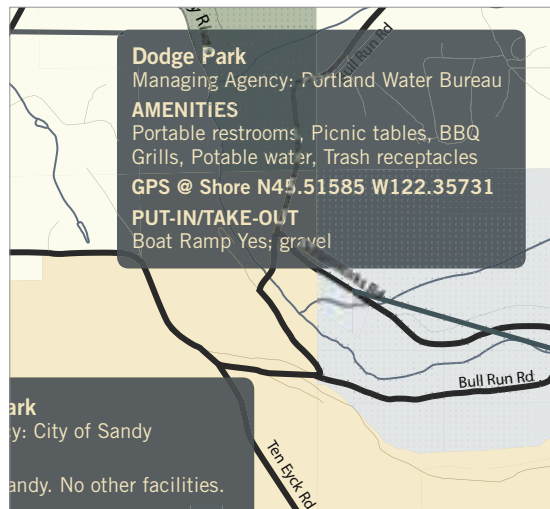
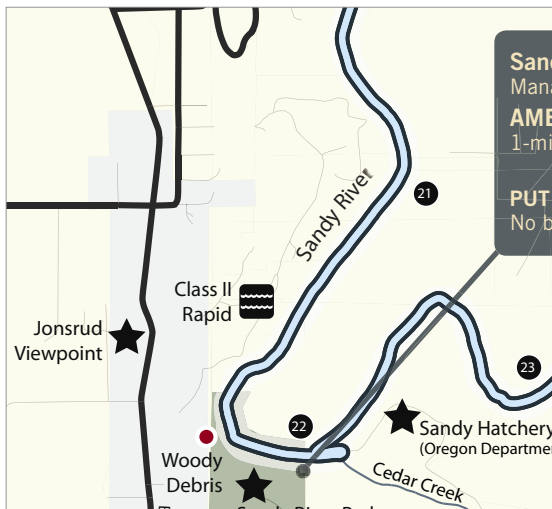
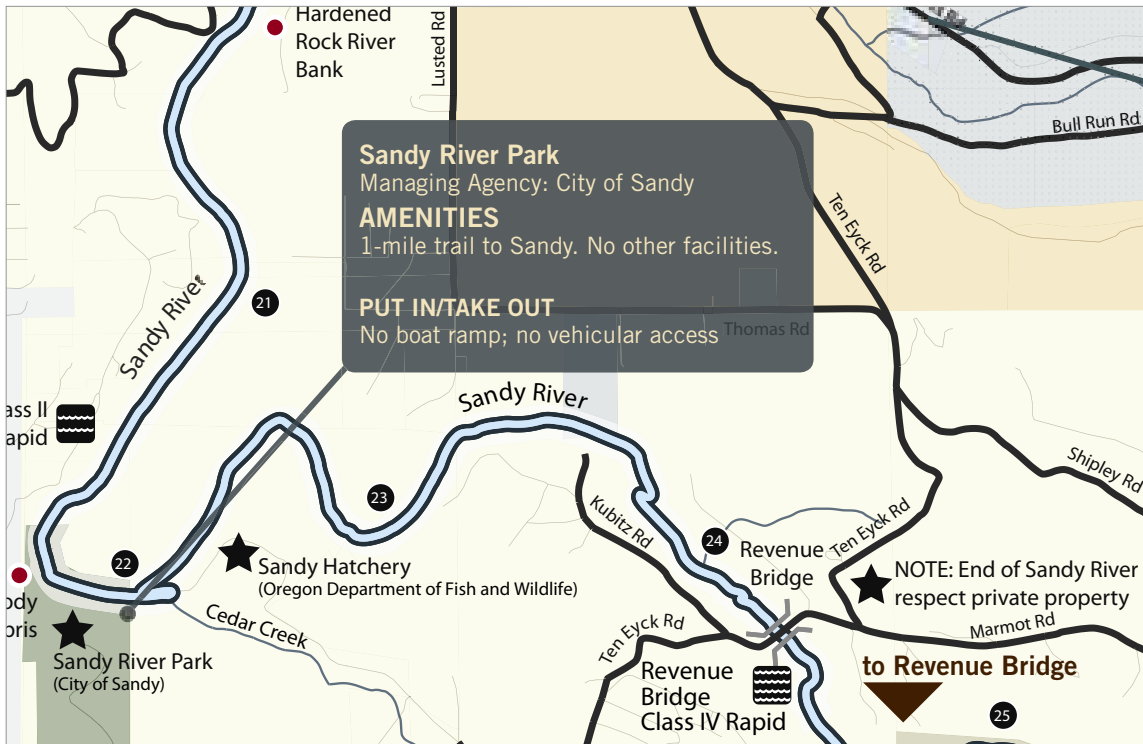


Rite Aid Pharmacy - Email
Email for mobile and desktop. Marketing & promotion for pharmacy services for COVID-19 testing.
Role: layout, design & digital production



Digital displays. Digital maps for display on screens throughout the various venues for the annual Re:Invent event.
Role: layout, design & digital production

MAPS



Sandy River Water Trail - Paddle Guide - Map Details
8x10 in., 22 pgs. Base map design exported from GIS and then the detailed features throughout the trail.
Role: logo, art direction, maps, layout, design & print production

BIKE MORE CHALLENGE



EVERY RIDE COUNTS MAY 1-31, 2017

BIKEMORECHALLENGE.COM • #BIKEMORE



The Street Trust - Bike More Challenge Poster
11x17 in., 1-sided. The Bike More Challenge promotional poster for the annual event.
Role: art direction, layout, design and print production

September 13, 14 & 15 Cascade Locks, Oregon

www.HighwayRevived.com

A CELEBRATION OF THE
Historic Columbia River Highway State Trail

TRAIL DEDICATION

SEPTEMBER 14 • 11:00 A.M.

The opening of the John B. Yeon State Park to Moffett Creek connection allows cyclists to ride from Troutdale to Cascade Locks without using the shoulder of Interstate 84.

Join the celebration along the trail and in Cascade Locks!

Walk the Bridge of the Gods - Sunday
Sunday at 10:00 A.M. the bridge will be closed to car traffic and open to all cyclists and pedestrians.

Cascade to Crown Bike Ride - Sunday
Fully-supported bike rides between Cascade Locks and Crown Point. Cyclists can choose from a range of distances. Learn more here: www.cascadetocrown.com

Friends of the Gorge Fall Weekend Campout
Spend the weekend camping with the Friends of the Gorge at the Eagle Creek Group Campground. Join guided hikes and evening campfire presentations. Register for the campout and hikes at: www.gorgefriends.org

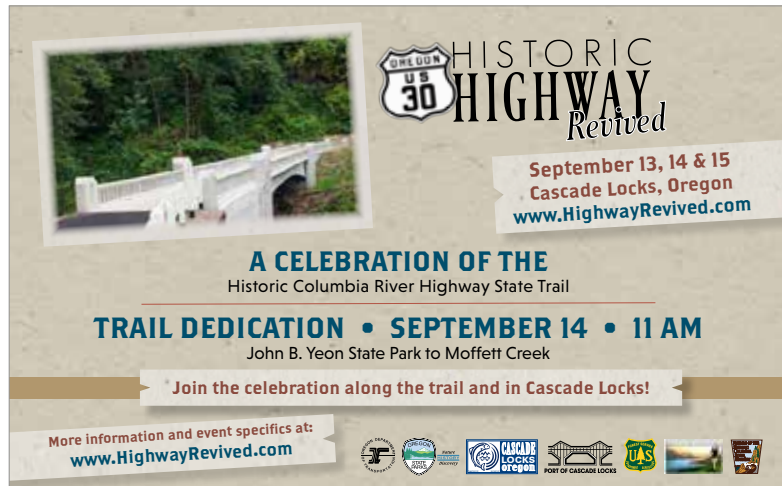
Cascade Locks - All Weekend
Celebrate in Cascade Locks on Saturday with a 5K & 10K fun run and a cruise-in car show. Fun kids' activities, highway themed art show, quilt block trail, live music and a wine & beer garden planned all weekend long.

More information and event specifics at:
www.HighwayRevived.com

Oregon Department of Transportation - Event Poster
11x17 in., 1-sided. Promotional poster for the new trail segment opening event along the Historic Columbia River Highway State Trail.
Role: art direction, layout, design and print production



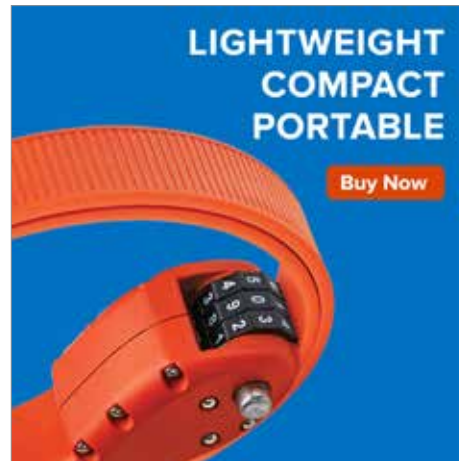
Dove Lewis - At Dove Promotional Postcard
4x6 in., 2-sided. Promotional postcard for marketing and direct mail to vet and related industry customers.
Role: layout, design & print production



Oregon Department of Transportation - Event Invite Postcard
4x6 in., 1-sided. Event invite and promotional postcard for the new trail segment opening event along the Historic Columbia River Highway State Trail.
Role: art direction, layout, design and print production



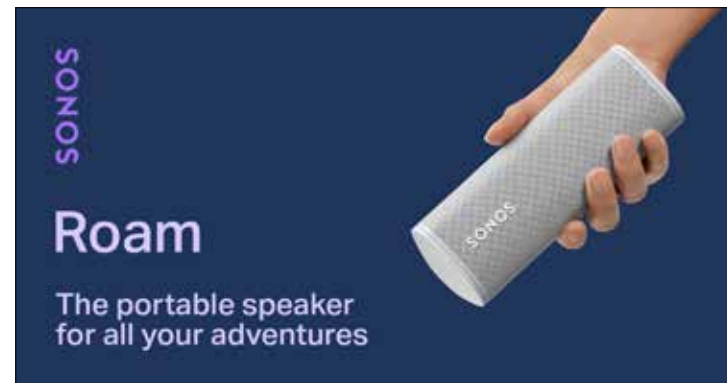
Alliance Française de Portland - Bastille Day Postcard
4x6 in., 2-sided. Event announcement and promotional postcard for the annual event.
Role: art direction, layout, design and print production



Otto Design Works - OttoLock

800x800 px. & 1920x394 px., web images & web slider images. Digital content created for special sale & updated product images for OttoDesignWorks.com website.

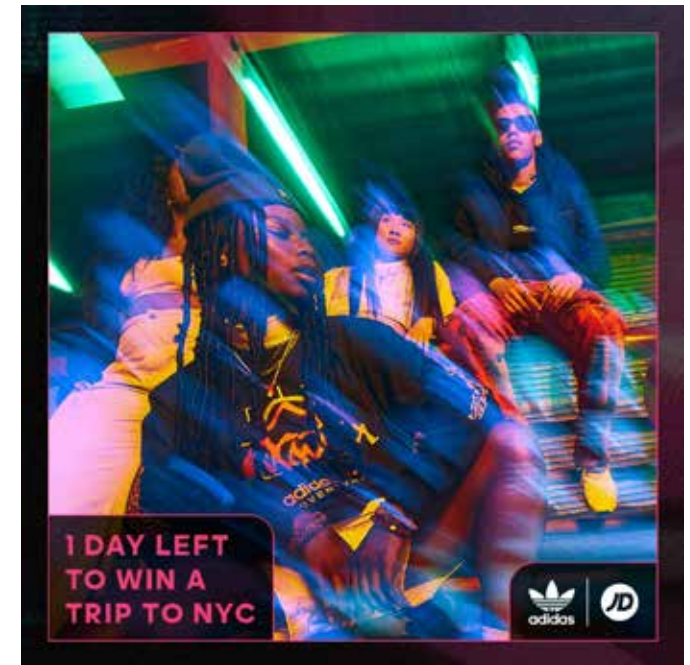
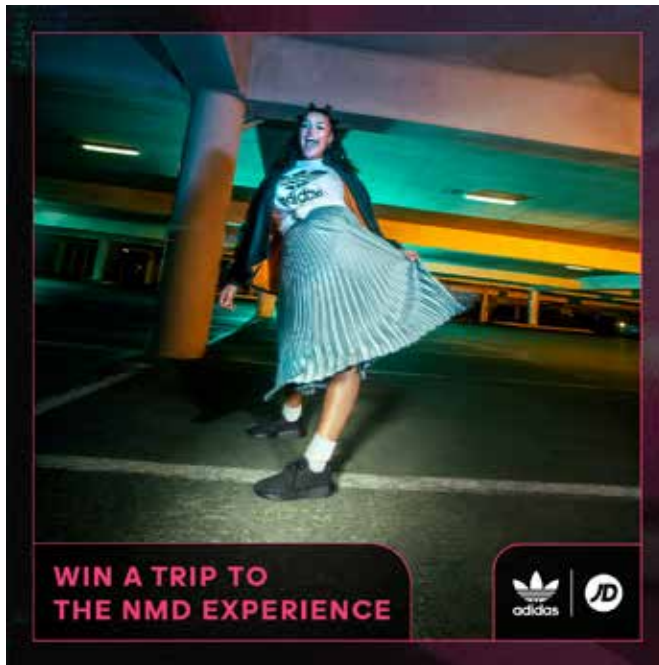
Role: photo selection, layout, design and digital production



SONOS - Social Media Campaign

Various pixel dimensions. Digital content created for their five top products along with various layouts & dimensions needed for a social media campaign.

Role: layout, design and digital production




adidas North America - Social Media Campaign

Various pixel dimensions. Social media campaign featuring a variety of different messages for a unique invite-only event.

Role: layout, design and digital production

BACKGROUND



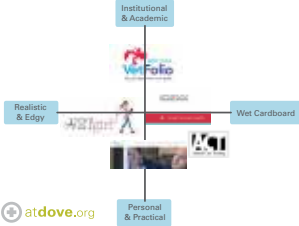
From the education department at DoveLewis Emergency Animal Hospital, a non-profit in Portland, Oregon, an online training portal was developed to leverage training videos and programs DoveLewis was already using with staff and interns.

There was an opening in the market to provide fun, engaging and relevant content in a space that had been dominated by a slow moving pedagogy, as reluctant to embrace and capitalize on psychographic and demographic shifts as it is the rapid technological advances of the information age. The service was launched as On the Floor @Dove.

4 Brand

POSITIONING

Among general practice and critical care veterinary professionals, the atdove.org is the most exciting and practical staff training tool for practice managers, with peer-to-peer advice for practice managers, staff training programs, CE and procedural instruction featuring real patients.





10 Brand

IDENTITY

After evaluation of competitor identities, it is clear that atdove.org must differentiate itself by appealing to the emotional needs of the target audience while showing itself as real, smart and trustworthy.

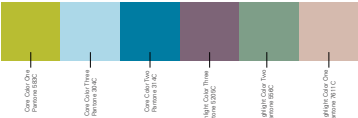
- Helpful.
- Trustworthy.
- Not salesy.
- DoveLewis Experts.
- Real and caring.
- Irreverent leaders.
- Smart colleagues.
- Friendly Portlanders.



12 Identity

COLOR


The corporate color system reflects atdove.org services, etc. The existing Dove Lewis green corporate palette has been expanded to include colors to complement. They can be used in any combination as long as the integrity of the brand is not diminished.



Color	Pantone	C	M	Y	K	R	G	B	Web #
Green	Pantone 583C	32	13	100	0	176	188	34	AABADA
Light Blue	Pantone 304C	37	0	7	0	154	217	233	99D9E8
Aqua	Pantone 314C	100	33	27	2	0	132	169	00B2AB
Mushroom	Pantone 5205C	48	64	37	9	144	117	120	907578
Moss	Pantone 556C	59	22	53	2	114	164	146	72A492
Cream	Pantone 7611C	11	27	26	0	224	188	176	DFBBB0

14 Color

GRAPHICS




20 Imagery


OUR LOGO

WHAT IT MEANS


The standard atdove.org logo is the most immediate representation of our company, our people, and our brand to the world. It is a valuable corporate asset that must be used consistently in the proper, approved forms.



1. Primary logo composition (horizontal)



2. Secondary logo composition (vertical)



3. Logo with tag line (vertical)

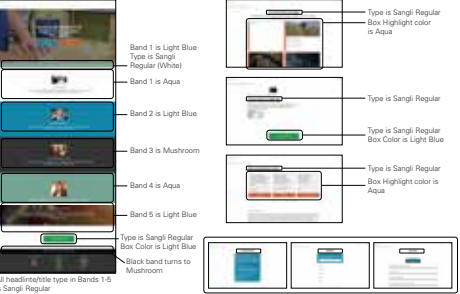
Logo 21

TYPOGRAPHY STYLE

Titles Normal Demi Sangli	LOREM IPSUM [M]orbi lobortis leo eu odio blandit, sed laoreet dui finibus.
Introduction Normal Regular Sangli	
Headline Univers Condensed	Proin pharetra consectetur ullamcorper.
Smaller Headings Univers Bold Condensed	Fusce maximus eleifend ullamcorper.
Subheading option one Univers Bold	Fusce maximus eleifend ullamcorper.
Subheading option two Univers Roman	Fusce maximus eleifend ullamcorper.
Body Univers Roman	Nulla condimentum elit a metus mattis, et pellentesque justo venenatis. Phasellus varius sodales dui ut varius. Nam pellentesque est eget orci elementum lacinia.

30 Typography

WEBSITE



Band 1 is Light Blue
Type is Sangli Regular
Box Highlight color is Aqua

Band 1 is Aqua

Band 2 is Light Blue

Band 3 is Mushroom

Band 4 is Aqua

Band 5 is Light Blue

Type is Sangli Regular
Box Color is Light Blue
Black band turns to Mushroom

All headline/title type in Bands 1-5 is Sangli Regular

Heading type on the three headings above is Sangli Regular (Black) as highlighted
Color for text boxes is Aqua (as shown - OK)

32 Application

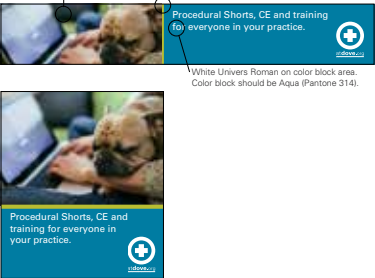
DESIGN

Use this approved photo for all ads. Do not place copy on top of any photos.

Use the Green (Pantone 583) highlight bar to separate photo and color block area.

Procedural Shorts, CE and training for everyone in your practice.

White Univers Roman on color block area. Color block should be Aqua (Pantone 314).



Application 35