

JON EWELL

CREATIVE DIRECTOR | MULTIMEDIA PRODUCER

DESIGN PORTFOLIO



I was asked to redesign the company and product logos for this health product brand when they were forced to change their name by the FDA.

I also redesigned all of the print collateral and packaging. I shot (and retouched) the product photos and I designed their new website.

Other tasks included designing an email template, brochure POP displays, business cards, banners, trade-show materials and all production design for the print products.

There is a case study for this project on my website:

Case Study



EPISODE THREE

Join us for episode three where host Darren Rowe speaks with Gabe Otte, Chief Executive Officer of Freenome. In this conversation, Gabe and Darren discuss their ground breaking technology used to detect colon cancer with a simple blood test. Freenome's multiomics platform uses machine learning and AI to detect cancer at its earliest stages. "This strategy incorporates a multidimensional view of both tumor- and immune-derived signatures that enable the early detection of cancer, instead of relying only on tumor-derived markers, which may miss the early signs of cancer."



Since our beginning in 2014, Freenome has had a clear vision—building a multi-disciplinary team with expertise in computational biology and machine learning techniques to reinvent disease management through early detection and precision intervention.

In this way, we seek to radically transform the way patients with cancer are managed, equipping people everywhere with the knowledge and tools they need to maintain a healthier life, and one day, prevent cancer altogether.

Take a look at the recently-released poster presented at the ASCO-GI conference. The data demonstrates our blood test's ability to detect advanced adenomas (AAs) at 41% sensitivity and 90% specificity, which is comparable to or better than currently available non-invasive tests for CRC screening. It also discusses how our multiomics approach enabled the detection of twice as many advanced adenomas as single assay approaches. Detecting AAs can mean cancer prevention and not just early detection!

[View the press release and infographic >](#)

Gabe Otte

Chief Executive Officer



Riley Ennis

Chief Operating Officer



Logo and page design for the Decoding Health Podcast by Cancer Guardian | Genomic life.

I'm also including some samples (above) of the iterations of the logo design.

There's a sample of the podcast available on the web site.

[Listen](#)



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A DNA sample kit sleeve design along with dielines. Our lab was Invitae so we cobranded the sleeves.

HILLCREST NEWS



PRESENT STANDARD
U.S. POSTAGE
PAID
SAN DIEGO, CA
EEDM RETAIL

Local Postal Customer

Your Neighborhood Source - Serving local communities, kids, & causes throughout Southern California.



LocalUmbrella.com

Vol. 26 No. 6 June 2017

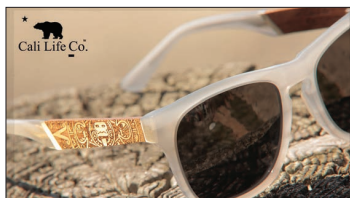
CALI LIFE CO: ART MEETS FUNCTION



Cali Life Co. Wood Sunglasses are perfect for protecting your eyes in a stylish way

Cali Life Co was formed by a group of artists who teamed up together to create an innovative brand that provides the perfect combination of art and function. They've given a modern twist to classic accessories you wear on a daily basis and San Diego is loving it.

Read more on **PAGE 10**



Although sunglasses were the catalyst that put Cali Life Co on the map, they have a wide variety of products ranging from wooden bow ties to watches, all at fairly reasonable prices

WHAT'S INSIDE...



Amazing World of Video Games
"Game Masters: The Exhibition" makes its California debut at the Fleet Science Center's new gallery. It will be the world's greatest video games, from the arcade to console and online games.



Rattlesnake Aware & Preparedness
Some helpful tips on how to avoid rattlesnake trail hikes, or anywhere else. Visit the San Diego Natural History Museum to learn more about these western creatures.



Coffee Shop Cruis
From minimalist to colorful, coffee shops are popping up around the city, each with their own personality. So many new options that we'd explore them all. **PG. 19**

CONTACT

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Newspapers I designed as editor and creative director of Local Umbrella Media. We published 24 community newspapers each month and several magazines. Each publication was mailed by zip code and advertisers could buy space on the cover and have them mailed to their business region's zip code.

NORTH PARK NEWS

Your Neighborhood Source - Serving local communities, kids, & causes throughout Southern California.

LocalUmbrella.com

Vol. 26 No. 7 July 2017

SAN DIEGO PRIDE WEEK IS UPON US!



Jorge Montero

With the arrival of one of the world's largest and most epic PRIDE celebrations, we at Local Umbrella Media want to both celebrate with, and give back to, our amazing San Diego LGBT community

Read more on **PAGE 12**

WHAT'S INSIDE...



Mingel Offers Arline Fisch Art
A retrospective view of more than seven decades of work by internationally renowned artist and San Diego resident Arline Fisch has opened at the Mingel International Museum in Balboa Park. **PG. 6**



3 Gilbert Castellanos.jpg Dream Gig for Jazz Afficionados
Swing fans won't want to miss The San Diego Museum of Art's new music series, "Portraits in Jazz," taking place on Aug. 5. Presented by acclaimed trumpeter, Gilbert Castellanos. **PG. 9**



Youth Heroes: Nick Hughes
By definition, a hero is a person noted for courageous acts, which can mean many things. Helping people is a courageous act, and so is following your dream. **PG. 17**

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North Park News
Serra Mesa Connection
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Story Ideas/Press Releases
Do you have an idea for an article you would like to see covered in this newspaper? We welcome your ideas, calendar item listings and press releases. Please contact Jon Fowl at jon@localumbrella.com

Local Umbrella Media
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Treating every client like his ONLY client!

Check out Xavier's tips on page 11.



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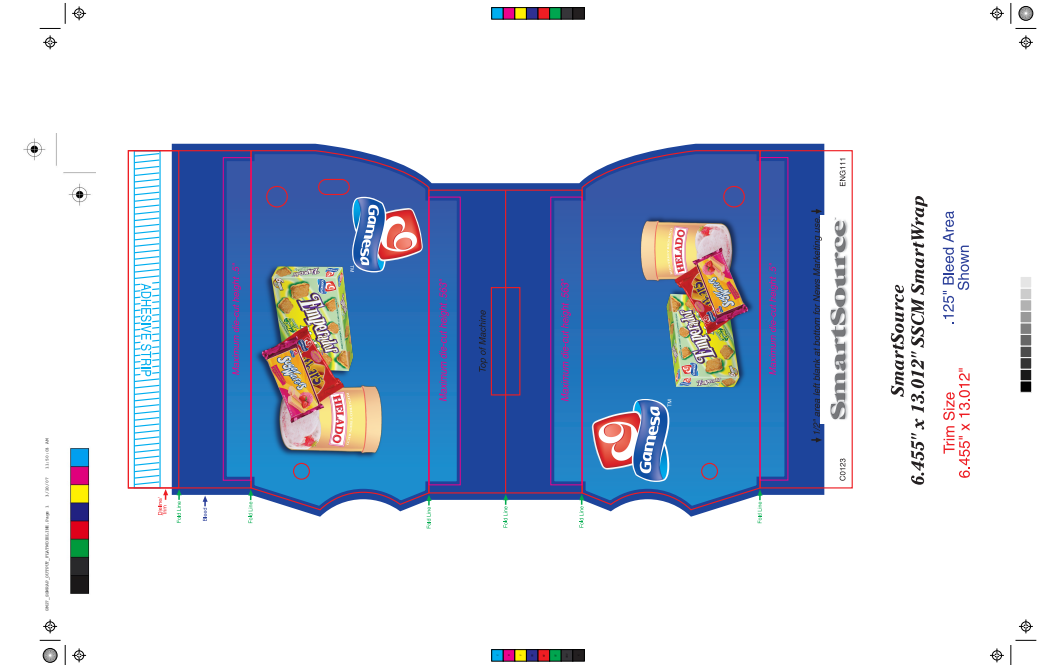


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*OFFER EXPIRES AUG. 31ST



This was part of a campaign for Gamesa, a cookie and cracker brand for Latin America by Pepsico. I was in charge of concepts, copywriting, design of the sticker packs, coupon dispensers and "Protect Your Cookies" callouts for various collateral.



MY ONLINE ACCOUNT | OFFICES | JOIN | RENEW



MEMBERSHIP

AUTOMOTIVE

TRAVEL

INSURANCE

FINANCIAL

DISCOUNTS



AAA Car Buying

Dealer Connection Home

Car Research

Locate a Dealer

How the Service Works

Build A Vehicle

Search by Make/Model

2016

Select Make

Select Make First

Get Started

Search by Vehicle Type



Sedans



Coupes



Convertibles



Green Cars



Luxury Cars



Sports Cars



Crossovers



SUVs



Trucks



Minivans



Wagons



Commercial

AAA Car Buying

The Easiest Way to Buy a Car

Buying a new car is a big deal. Next to buying a house, it's probably the largest purchase a person will ever make.

That's where AAA Car Buying's Dealer Connection comes in! We're your close, personal friend in the automotive industry. Get the inside track regarding all aspects of the buying process, including access to a select network of trained program dealerships able to provide you low, established program pricing, and a simplified buying process unavailable to the general public.

Whether you're just researching your vehicle options or ready to locate a participating dealership, the Dealer Connection is here to help.

Research Vehicles

Research Tools

Compare New Cars
Reviews and Road Tests

Manufacturer Offers
Trade-In Appraiser
Finance Calculator

Dealer Connection questions? 1-877-499-2220

Car Research | FAQs | Locate a Dealer | Contact Us | Dealer Sign-Up | Privacy Policy | Glossary of Terms

AAA Car Buying's Dealer Connection and its operator, Affinity Auto Group, LLC, do not sell vehicles or negotiate individual vehicle transactions. Affinity Auto Group pre-arranges vehicle pricing through a participating, certified dealer network. Certain vehicles may not be available for purchase due to a variety of circumstances, including, but not limited to, low inventory, high demand and/or various branded dealers choosing not to participate. Our goal is to ensure that members receive the most competitive pricing available on the vehicles that are included within the auto buying program.

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Online Account
Log In
Register
Forgot Password
Renew Membership
Upgrade Membership

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AAA Careers
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F.A.Q Search
Phone Directory
Office Locations

NEWSROOM

News & Safety
Automotive
Fuel
Legislative
Member News
Traffic Safety
Travel

AAA COMMUNITY

Twitter
Facebook

AAA MOBILE
AAA Mobile Apps

PUBLICATIONS

Highroads Magazine | Highroads TV



AAA Newsletters
Enter your email and receive
news, discounts, and more.

Email Newsletters



This was a website I designed and coded for the AAA Auto Program in Arizona.

I was responsible for the design, UX, the search filters by vehicle type, the research database and the dealer connections, by region.

The project took three months and I built the entire thing by myself and used one of our company's software engineers to help with coding the filters and configurators.



MY ONLINE ACCOUNT | OFFICES | JOIN | RENEW



MEMBERSHIP

AUTOMOTIVE

TRAVEL

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DISCOUNTS



AAA Car Buying

Dealer Connection Home

Car Research

Locate a Dealer

How the Service Works

Build A Vehicle

Search by Make/Model

2016

Select Make

Select Make First

Get Started

Search by Vehicle Type



Sedans



Coupes



Convertibles



Green Cars



Luxury Cars



Sports Cars



Crossovers



SUVs



Trucks



Minivans



Wagons



Commercial

AAA Car Buying

The Easiest Way to Buy a Car

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Research Vehicles

Research Tools

Compare New Cars
Reviews and Road Tests

Manufacturer Offers
Trade-In Appraiser
Finance Calculator

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Online Account
Log In
Register
Forgot Password
Renew Membership
Upgrade Membership

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AAA Careers
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Phone Directory
Office Locations

NEWSROOM

News & Safety
Automotive
Fuel
Legislative
Member News
Traffic Safety
Travel

AAA COMMUNITY

Twitter
Facebook

AAA MOBILE
AAA Mobile Apps

PUBLICATIONS

Highroads Magazine | Highroads TV



AAA Newsletters
Enter your email and receive
news, discounts, and more.

Email Newsletters



This was a website I designed and coded for the AAA Auto Program in Arizona.

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The project took three months and I built the entire thing by myself and used one of our company's software engineers to help with coding the filters and configurators.

**SAVE SOME ROOM
ON YOUR PHONE.**



**KNSJ MUSIC LAUNCH EVENT
SATURDAY AUGUST 12, 2017**

Social media design and copywriting for KNSJ Music.

I worked part time as a music director for a radio station for three years. It was mostly for political activism but they wanted music shows that would bring in younger volunteers so I would work on marketing campaigns, radio shows and training new show hosts.



A logo I designed for the music department of KNSJ Radio. The main logo used yellow and black colors. The central figure had a hand raised and for the music version, I put a record in his hand.

Celebrate **ABSINTHE MONTH** All September



pardon my
FRENCH
BAR & KITCHEN

REVEILLE FRAPPÉ

Pernod Absinthe
Filtered Water
Cold Brew Coffee
Simple Syrup
Mint Garnish



GREEN BEAST

Pernod Absinthe
Simple Syrup
Fresh Lime Juice
Cold Filtered Water
Cucumber Wheel Garnish



THE FRENCH PEARL

Gin
Pernod Absinthe
Fresh Lime Juice
Simple Syrup
Mint Garnish



CORPSE REVIVER #2

Gin
Lillet Blanc
Orange Liqueur
Lemon Juice
Maraschino Cherry Garnish

Design and photography for a PERNOD promotion with Pardon My French.



BOMBAY  **SAPPHIRE®**

This was a photoshop illustration for Bombay Sapphire. They were running a jewel promotion at participating restaurants and this image was used for each location to promote their events.

Mural, banner and ad design for
Pardon My French.



Design for a skin care product line called Skin Revolution. This was a spread for their print catalog and brochure.



THE PRODUCTS

Visit www.theskinrevolution.com for complete product and purchase information.

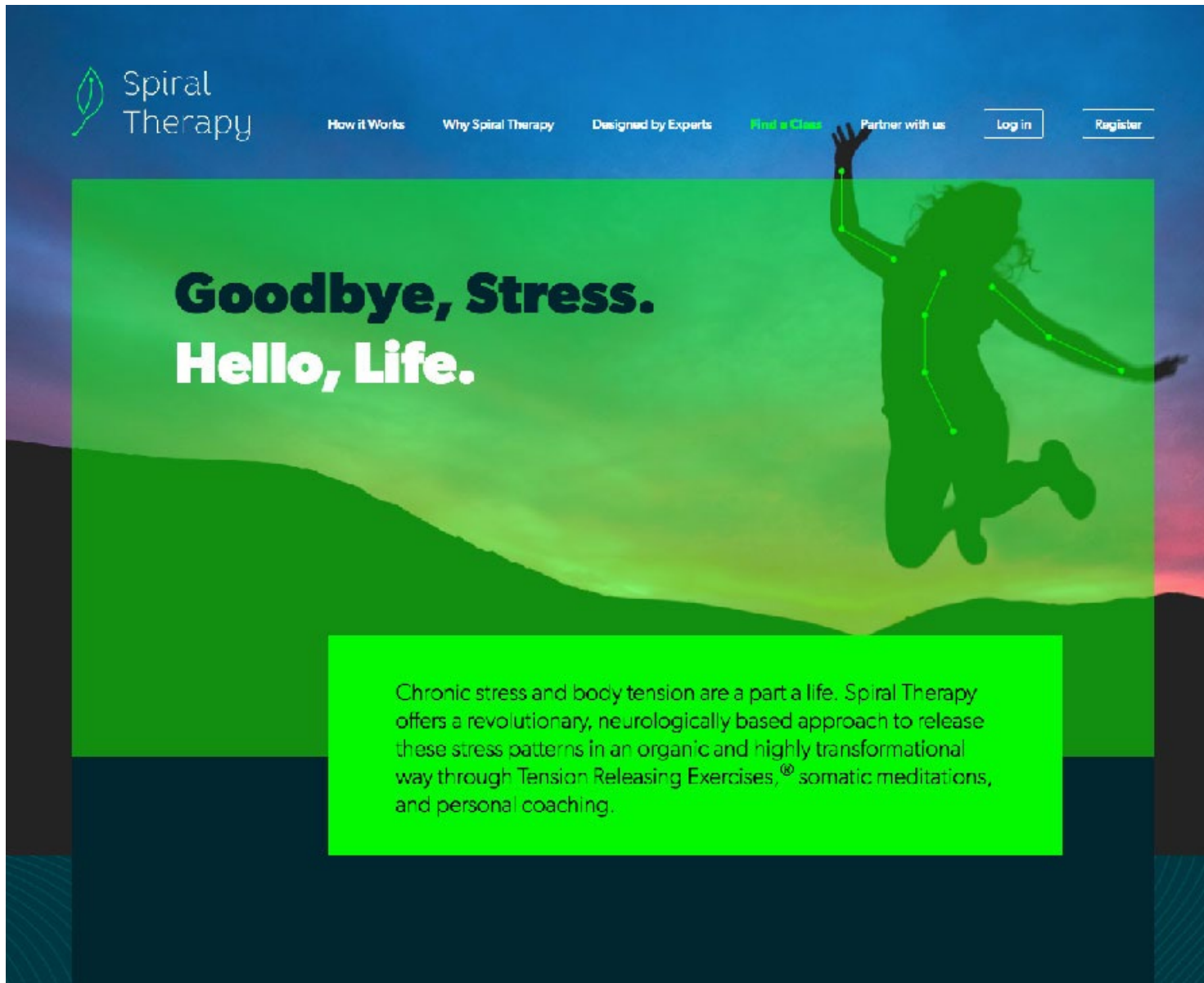
	Alpha Detoxifying Cleanser		Akasha Versatile Cream		Bioferma Enzyme Peel		Sanguine Facilitating Mask
With Local Brandy, Fresh Spices and Stimulating Capsicum		With Phyto-Endorphin Complex, Living Phyto-Plankton And Vegan Collagen		With Fresh Raw Fruit, Fermentation and Pumpkin Enzyme		With Amazon Tree Sap, Reishi Mushroom and Tamanu Oil	



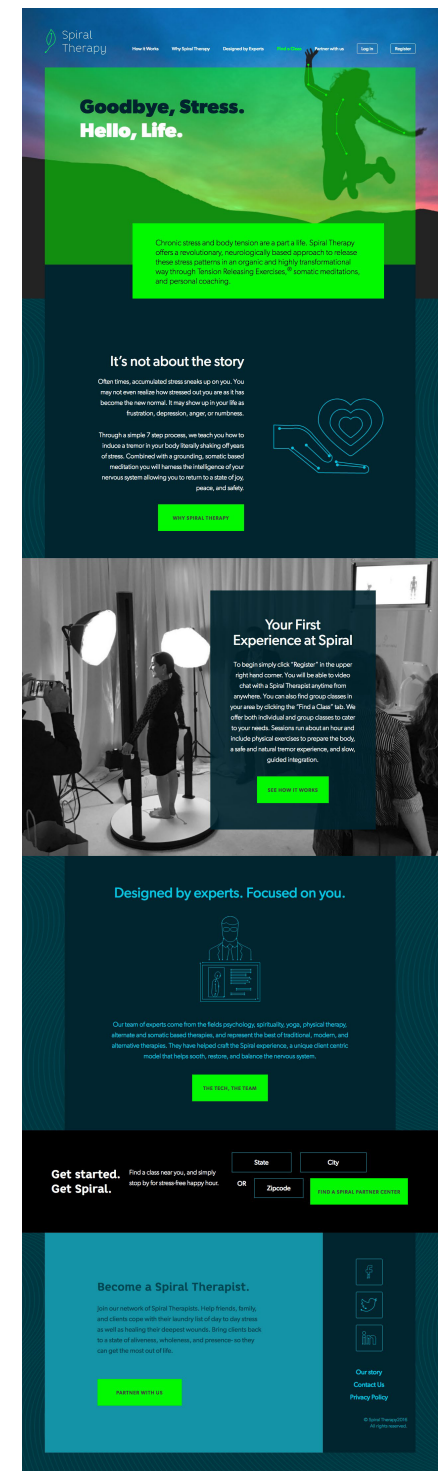
THE PRODUCTS

Visit www.theskinrevolution.com for complete product and purchase information.

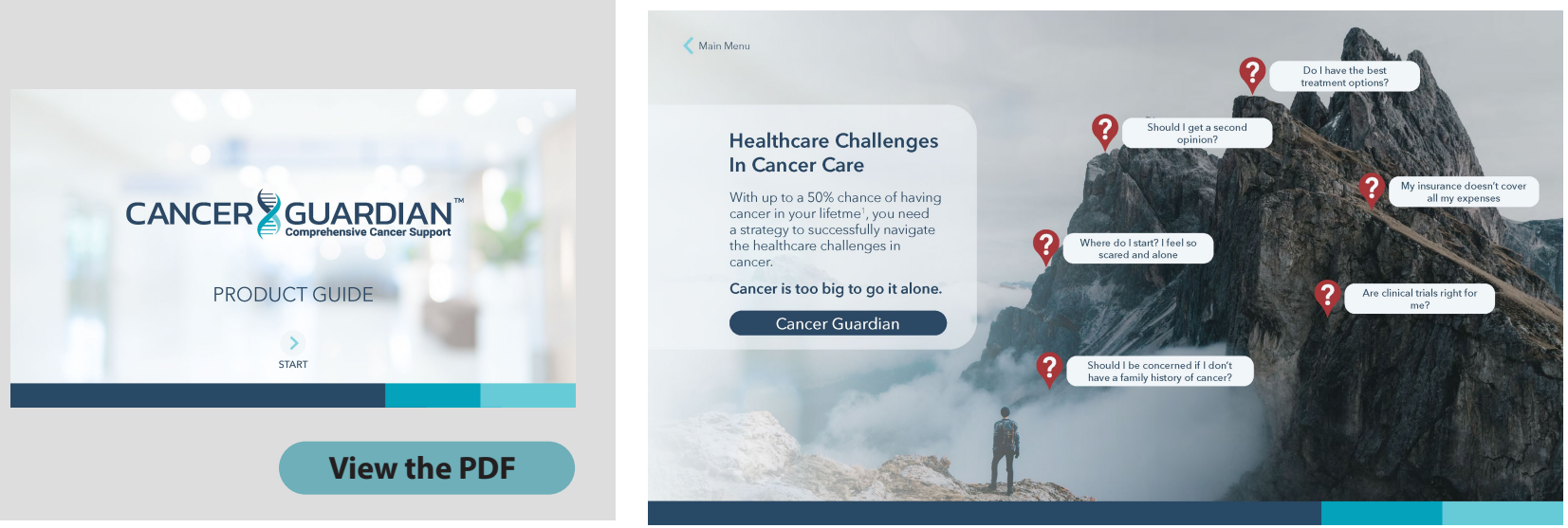
	Omega Detoxifying Serum		Lazarus Hydrating Serum		Refroage Moisturizing Serum		Aurea Solar Defender
With Lilac Stem Cells, Liposomal Antioxidants and Purifying Frequencies		With Edelweiss Stem Cell, Marrubium Vulgare Cell Culture and Ceramide		With Amazon Tree Sap, Reishi Mushroom and Tamanu Oil		With Plant Based UV Protection, Zinc Finger Technology and Astaxanthin	



A website home page and website design I created for Spiral Therapy. I also handled the coding and server management. I set this up as a single-page design and a progressive web app so users could save it on their phone and access features like a native web app.



This is an interactive, digital-only brochure designed to guide the reader through the complex features of our product. I worked on concepts and strategy, our SVP, Marketing developed the content and our designer created the layout and interactive features.



This was a persona demo and story to help patients (and potential partners) understand how the Cancer Guardian program could help them. I was involved with strategy, copywriting (co-written with our nurse navigator) and managing the designs and illustrations created by my team.



This is Julie.

Julie is a 52-year-old employee who works in San Francisco, but lives in Pleasanton.

She was recently diagnosed with breast cancer.

She received a care plan from a provider, but wants a second opinion, and is unsure about what to expect when it comes to her journey ahead.

Julie is also worried about the distance between her provider and her home, and how she will manage treatment with work and family obligations.

2

More About Julie

Julie's oncologist explained that based on her diagnosis, she should start on chemotherapy right away.

Julie prefers to think things through and understand all of her options.

She remembers how sick the chemo drugs made her mother, and doesn't want her daughters to see her in a similar state.

Second Opinion: Pathology Review

Lauren will schedule a Second Opinion Pathology Review for Julie.

Lauren is assigned as Julie's Cancer Support Specialist and will review Part I of Julie's HMA. These results will inform Part II.

During Part II of the HMA, Lauren will utilize a holistic, relationship-centered approach to identify:

1. Current resources available
2. Patient's clinical status and her understanding of it
3. Julie's priorities during and upon completion of her cancer journey

Julie alerts Cancer Guardian to her diagnosis:

- Speaks to a member of the Cancer Guardian team
- Sets up a time within 36 hours to connect Julie to a dedicated Cancer Support Specialist
- Completes Part I of the Health Management Appraisal, which assesses her level of distress and immediate needs



The Benefits of Advanced DNA Testing (Comprehensive Genomic Profiling)

Advanced DNA Testing of Julie's tumor will allow her oncologist to determine whether she is a candidate for targeted therapy.

Lauren will also email Julie and/or her treating physician the test requisition forms that her treating physician will fill out for complete genomic profiling at no additional cost to Julie.



QUESTIONS TO ASK YOUR DOCTOR

The Cancer Support Specialist offers additional questions that may be useful to discuss with Julie's provider. This will help guide the treatment plan so it aligns with Julie's goals for her treatment journey.

Lauren will review a list of useful questions to ask during her next provider visit, including: treatment intent, side effects, length of treatment, other options and follow up testing.

Julie received a link to create a Medical Records Platform account from the Cancer Guardian welcome email.

Now Julie can:

- Store and manage medical-grade information necessary for clinical decision making
- Create and share healthcare information with healthcare providers
- Maintain control of who sees her information, how many times and withdraw access when it is no longer needed
- Share images using the embedded DICOM feature of the platform; this allows Julie to share her images with her radiologist cousin who lives across the country.



The Cancer Guardian program functions as a Health Optimization Platform for Julie.



Initially, Julie has difficulty retrieving her medical records from her current clinic, with so many providers and so many systems, it can be very difficult to get them talking.

Follow Up

The Cancer Support Specialist explains that once Julie and her doctor have a treatment plan in place, they will set up another call to review what to expect, how to prepare and how to manage different side effects.



On-Site Nurse Navigator

Julie and her Cancer Support Specialist decide that a nurse from our On-Site Nurse Navigator service will accompany Julie for one appointment as part of the Cancer Guardian program.



Clinical Literacy

Since terms like targeted cell therapy, clinical trials and standard of care are new concepts for Julie, Lauren will provide an overview during their conversation and she will email additional Cancer Guardian resources that explain how they apply to Julie.



Clinical Trials and Benefits

Advanced DNA Testing can help identify clinical trials for which Julie could be a candidate.



Lauren reinforces that Julie is not alone in feeling a sense of losing control. Lauren advises Julie to expect a wide range of emotions throughout her journey.

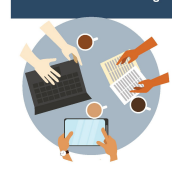
In Lauren's experience, dealing with hundreds of cancer patients, each day may bring different emotions including sadness, anxiety, happiness, gratitude and joy.



Julie is the manager of an all-male group of engineers.

Lauren refers Julie to a Cancer Guardian program that offers content on how to speak to coworkers about a cancer diagnosis.

She asks Julie to think about what she wants to communicate to her boss and her coworkers.



Julie is a single mother of two daughters in high school and does not want them to see her scared.

Lauren asks Julie to think about what she wants to communicate to her girls.

She recommends some books about sharing a cancer diagnosis with children.



Lauren asks Julie about the emotions she has been experiencing since her diagnosis.

Julie responds that she is scared.

Lauren compliments Julie on her bravery; it takes courage and strength to admit being scared. It takes a tremendous amount of strength to be vulnerable.

Julie says she has never admitted this to anyone, including herself.

She says that because she is the boss at work and at home, she is afraid that by admitting to this she will let the people around her down.



She has noticed a decrease in appetite.

Julie states that she is relieved to hear that Lauren will go over treatment side effects with her, right now, Julie says, "I just want to make sure I get the appropriate treatment plan in place."

"The important part," Lauren says, "is to have patience with your body and nurture it through food." She tells Julie that they will go over various ways to ensure that she gets enough calories and other tricks of the trade around nutrient - once Julie and her doctor decide on a treatment plan.



Julie has not been able to maintain her usual exercise routine. Julie is a runner and typically logs ten miles a week. Lately, however, she has been short of breath and tired.

The Cancer Support Specialist tells Julie that physical changes tend to accompany a cancer diagnosis and it is normal to feel frustrated.



Cancer Guardian Programs

Finally, they agree that once Julie begins her treatment, she will take part in Cancer Guardian's unique, Emotional Resilience Program that she can access from her phone at any time (even from the treatment chair).





This was for a company in New Mexico called Premium Shopping Guide that was struggling to stay afloat. They had a ton of ad business revenue coming in for their shopping guides but lost their designers and printer. I was tasked with logging in to their design computers remotely from San Diego, finding all of the files, repackaging them, fixing broken links and rebuilding many of their ads (I hired help for this part). I set up a small team and we went to work getting them back on track in one month. I mostly designed the covers and some ads, managed the designers and helped very stressed-out company owners get their business back to profitability.

HOW TO MANAGE WORKSPACES, FOLDERS, GROUPS AND BOARDS

OVERVIEW

All **Boards** are contained within a **Workspace**. **Groups** are contained within Boards, and **Group Requests** are the rows in each Group.

WORKSPACE

BOARD

Invite co-workers to your **Board** here.

The screenshot shows the Monday.com interface. On the left, a sidebar lists various workspaces and boards. The main area displays a board titled 'Marketing Service Requests'. Within this board, a group is highlighted, and a specific request is shown as a row in a table. The table has columns for Subitems, Sample Files, Status, Files for Request, Requester Name, Email, Project Description, Usage, Audience, and Content type. A 'New Request' button is visible at the top of the group.

Boards will appear in the left-hand column under the **Workspace**. If you do not see any Workspaces or Boards, you will have to ask co-workers to be invited to those spaces. You can also create your own.

You can organize your **Boards** by placing them in folders, in the left-hand column.

The screenshot shows the 'Add' button in the left-hand column of the Monday.com interface. Clicking this button opens a menu with options to create a new board, dashboard, or folder. The 'New Board' option is highlighted.

The screenshot shows the 'Personalized Views' section of the Monday.com interface. It displays various views and filters for the workspace, including a 'New Request' button and a 'Group Request' button.

The screenshot shows the 'How to Use Monday.com for Reporting' section of the Monday.com interface. It provides instructions on how to use the platform for reporting, including a 'New Request' button and a 'Group Request' button.

The screenshot shows the 'How to Use Automation' section of the Monday.com interface. It provides instructions on how to use the platform for automation, including a 'New Request' button and a 'Group Request' button.

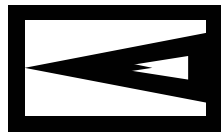
The screenshot shows the 'How to Start a Project' section of the Monday.com interface. It provides instructions on how to start a project, including a 'New Request' button and a 'Group Request' button.

The screenshot shows the 'How to Manage Workspaces, Folders, Groups and Boards' section of the Monday.com interface. It provides instructions on how to manage the platform, including a 'New Request' button and a 'Group Request' button.

The screenshot shows the 'How to Stay Organized' section of the Monday.com interface. It provides instructions on how to stay organized, including a 'New Request' button and a 'Group Request' button.

An internal guide to Monday.com I designed for Genomic Life, since I was the resident expert.

Logo Designs



JON EWELL

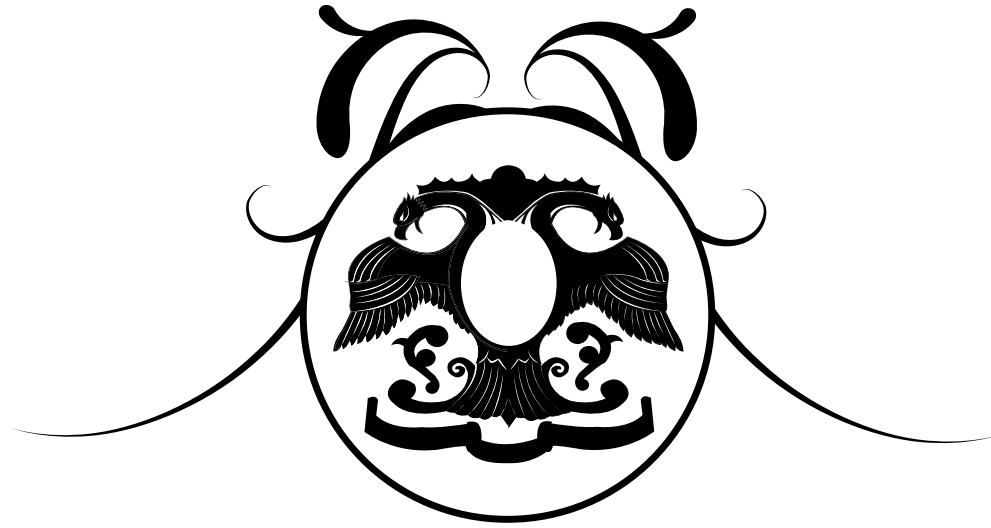
CREATIVE DIRECTOR | MULTIMEDIA PRODUCER

MONSTERMAC
ILLUSTRATED

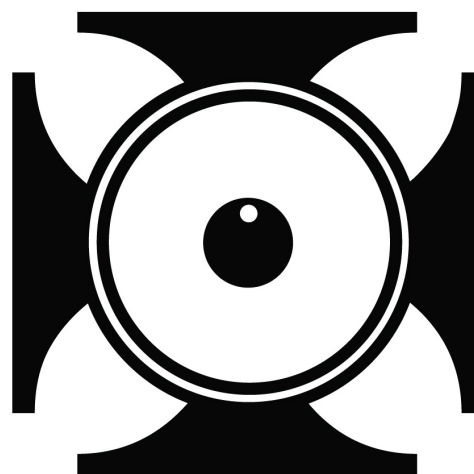
MANAGED

CLOUD SOLUTION





REFUGE



MESSENGER
MUSIC ♫ SERVICE



Innovative
commercial development

A stylized microphone icon with horizontal lines on its body and a small 'lo' logo at its base.

DECODING HEALTH

PODCAST

Featuring
DARREN ROWE

**LATIN
LOVE**

TONGUE
IN CHEEK

Sylvia★*Felice*

A decorative horizontal line of dots and a star. It starts with a small dot, followed by three medium dots, then a series of dots of increasing size from left to right, ending with a large solid black circle. A white star with a black outline is positioned between the word 'Sylvia' and 'Felice'.



Aaron Eudaley

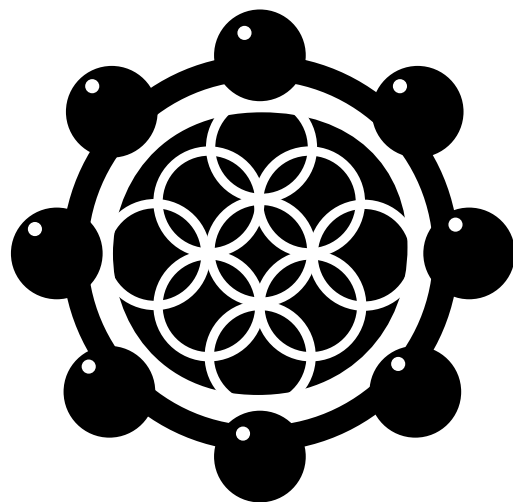
Videographer

858.568.8955

info@aaronthomasmedia.net

Portfolio/Reel: aaronthomasmedia.net





ONARASM



BLACKMORE RANCH

REFER**IT**



Happy Helpers :)



1.



2.



3.





CortisilMDXTM

HYDROCORTISONE 1% SILICONE GEL



the lynne experience

The Lynne Experience is a boutique New York City based experiential marketing and casting agency, offering high level expertise in planning, casting, and activating experiential events nationwide. We think differently and our results prove it.



APPLY NOW -



THE BLOG MARKETING CASTING OUR STORY THINK DIFFERENTLY THE BUSINESS OF THE BIZ CONTACT US

we sell brands beautifully

marketing:
if you don't
have what
it takes,



casting:
you'll
need what
it takes.



a true experiential marketing & casting agency.

our team provides a wealth of expertise which allows us to offer our customers a one stop shop for concept/program development, casting, program management, fulfillment, social media, analytics, and much more.

Our experienced management team of modeling, promotions, sales, event, and entertainment executives provide a customized hands on approach to your marketing, promotional and event needs. Our services include trade shows, on and off premise alcohol promotions, mobile tours, assisted selling retail events, festivals, concerts, flash mobs, fit models, infomercials, print ads, and more. We specialize in working with model and acting talent for casting your events. Our dedication to provide memorable, measurable, and successful experiences for our customers is our mission.

start your lynne experience.



the lynne experience

The Lynne Experience is a boutique New York City based experiential marketing and casting agency offering high level expertise in planning, casting, and activating experiential events nationwide. We think differently and our results prove it.

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