

ATALYART

Graphic Designer • Web Designer • Illustrator



Projects by type

01 NC DESTINATION POSTERS

TRAVEL POSTERS

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ONLINE ADVERTISING

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ANNUAL REPORT

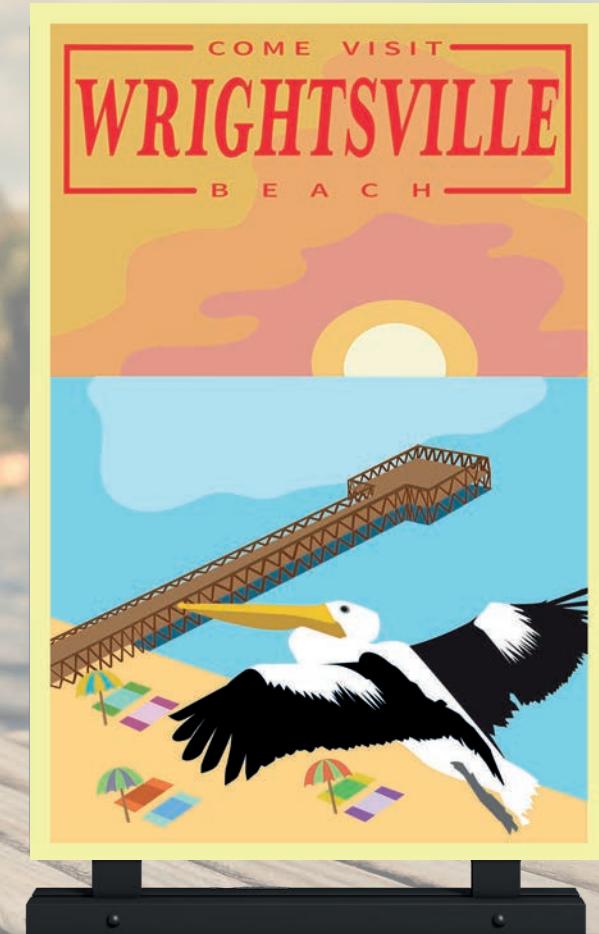
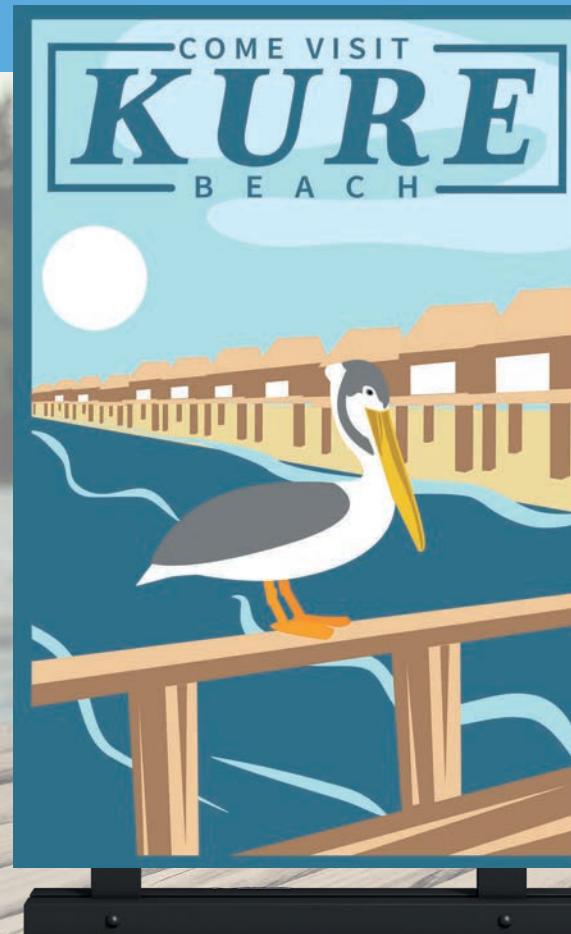
08 STREAM LINE SWIMMING

APPAREL DESIGN

NC DESTINATION POSTERS

POSTER ADVERTISING

These posters were designed to promote travel within North Carolina, highlighting four different locations. Lake Lure, Jordan Lake, Wrightsville Beach, and Kure Beach are some of North Carolina's hidden gems.



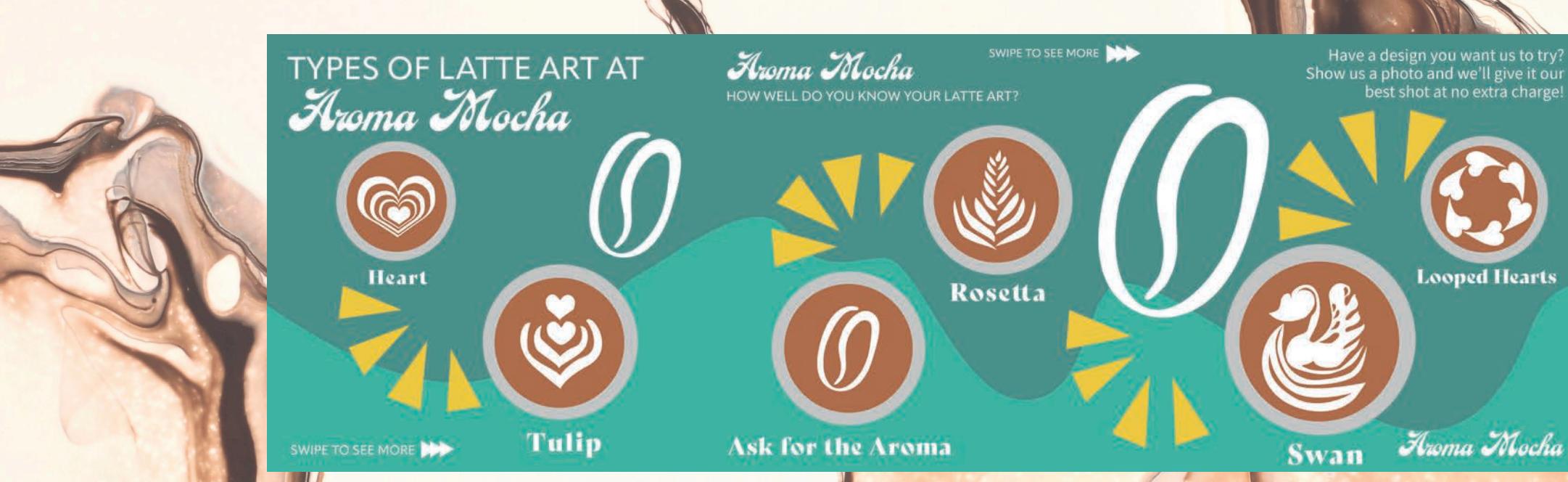
AROMA MOCHA COFFEE SHOP INSTAGRAM ADS

Aroma Mocha is a RDU based coffee shop chain. In order to reach their target audience they need an Instagram advertising campaign. This includes two carousel posts and two solo posts.

LOOKING FOR WORK?
Join the team! Want a free coffee? You'll get one every shift!
Aroma Mocha



Apply Online at AromaMocha.com



TYPES OF LATTE ART AT Aroma Mocha

SWIPE TO SEE MORE ➡️

Aroma Mocha
HOW WELL DO YOU KNOW YOUR LATTE ART?

SWIPE TO SEE MORE ➡️

Heart

Tulip

Ask for the Aroma

Rosetta

Swan

Looped Hearts

Have a design you want us to try?
Show us a photo and we'll give it our
best shot at no extra charge!

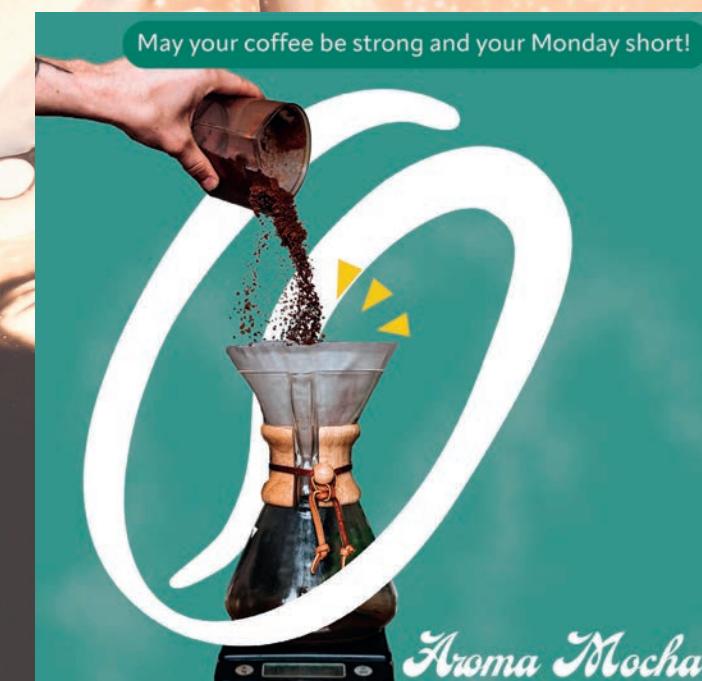


Aroma Mocha
I was taken by the power that savoring a simple cup of coffee can have to connect people and create community.

Swipe to see a deal ➡️

Aroma Mocha
Friendship means getting coffee together. Get 10% off second drink when you bring a friend!

Valid April 15-30th 2023



May your coffee be strong and your Monday short!

Aroma Mocha

ZING PACKAGE DESIGN

Zing is a grocery store brand that emphasizes their affordable pricing on everyday products. You can find them at any store, just look for the blue package and the yellow ribbon.



ELITE AUTO DETAIL ONLINE ADVERTISING

Elite Auto Detail is a high-end car detailing business. They want to market themselves to a masculine audience with 4 seasonal web ads and 2 year-around ads.



15% OFF THIS WINTER GET
Clean **Get Elite**

Nov 1 - Dec 31



EAD

A BETTER BRIGHTER *Clean* **Get Elite**



EAD

BETTER BRIGHTER
Clean
GET ELITE



Only the best
Clean this Fall
Get Elite



15% OFF
DON'T MISS OUT
SPRING CLEANING
IS HERE!
Get Elite



15% OFF
June 1 - August 31
THIS SUMMER
BIG OR SMALL!
Get Elite



NI HAO FOOD TRUCK BRANDING

Ni Hao is a specialty food truck. They exclusively sell non-alcoholic Chinese drinks. Their market is primarily adults between the ages of 23-36 who have an interest or connection to Chinese culture.

NI HAO

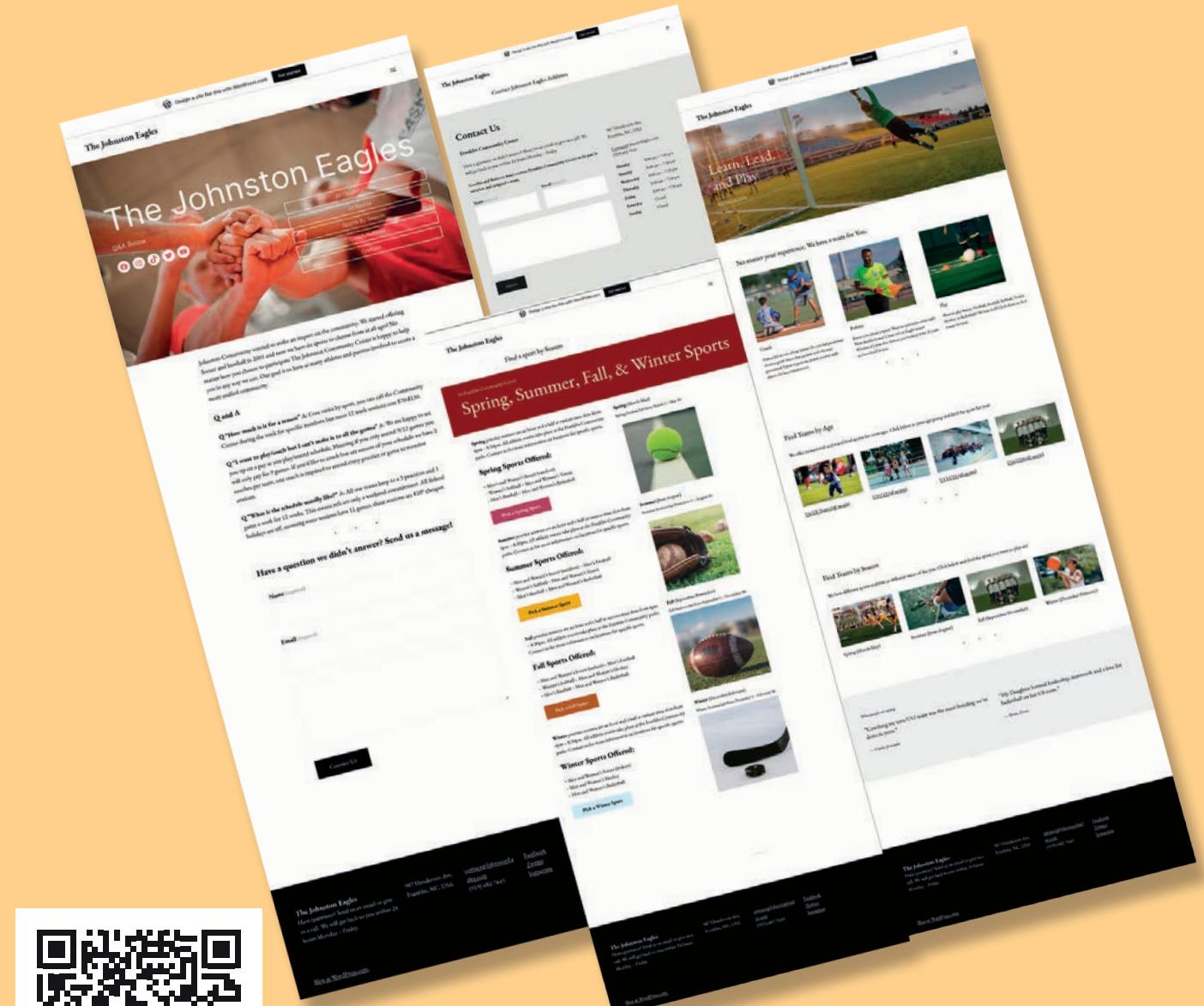
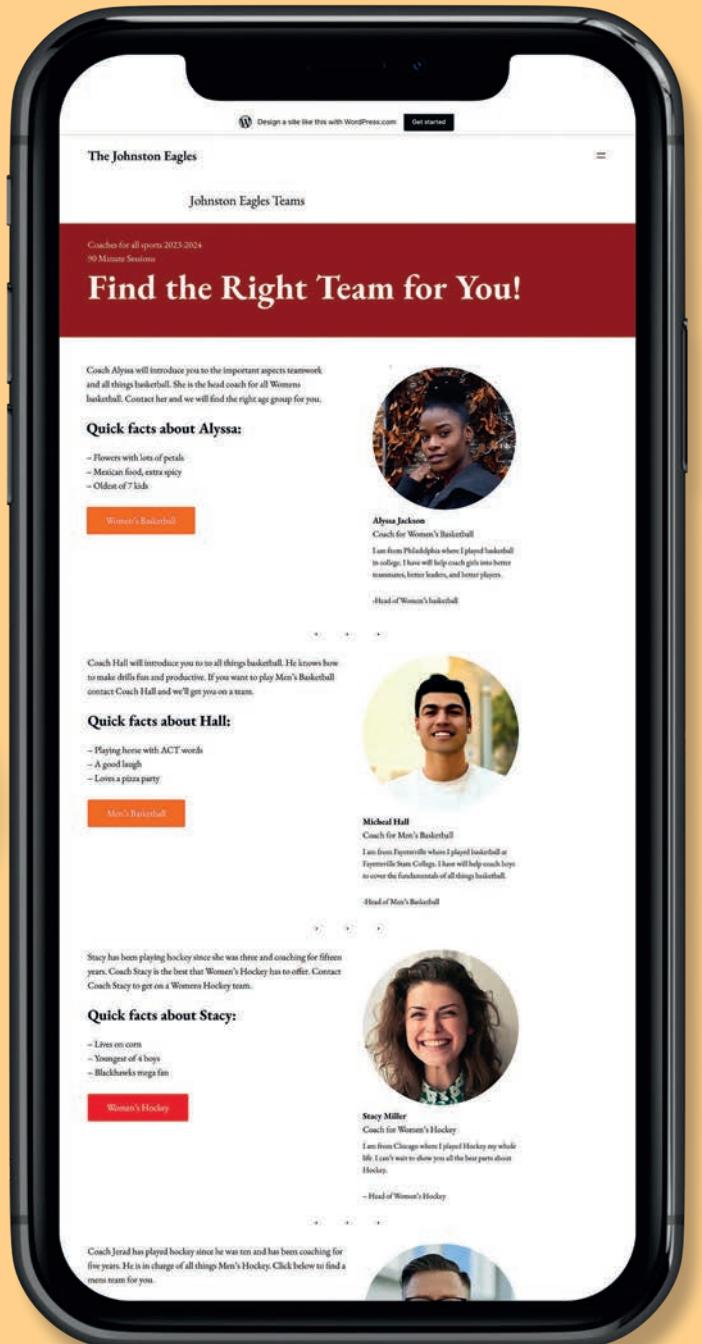
你好





JOHNSTON EAGLES

WORDPRESS WEBSITE



JENNY'S CARE ANNUAL REPORT

Jenny's Care needs a dynamic annual report. This was accompanied by a custom typeface that I designed that fit their theme for the year: "Thinking Differently."

A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z

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Jenny's Care is a personal luxury makeup brand, we can't wait for you to see all the fantastic changes we've made over the last year!

Introduction and Legal Proceedings	3-7
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See more about our fantastic board on page 8 and what they are doing.



DIVERSITY, EQUITY AND INCLUSION: WHY IT MATTERS

BY Jason Richmond

Diversity, equity, and inclusion in the workplace have always mattered, but in the year 2020, millions of people recognized the opportunity for change in a number of areas: social injustice, an unforeseen global pandemic, and the crippling effects on diverse groups – change was no longer an option – it became essential. Organizations began reconfiguring structures and establishing training programs surrounding diversity, equity, and inclusion in the workplace. Companies initiated difficult conversations about

WHAT IS DIVERSITY, EQUITY, AND INCLUSION (DEI)?

DEI is for everyone and must involve employees at every level of an organization, regardless of their differences. DEI is also seen as a competency and an asset. Rohini Anand, former Chief Diversity Officer at Sodexo and Mary Frances Winters of The Winters Group, Inc., Academy of Management Learning & Education told Forbes, “Diversity, equity and inclusion in the workplace – also known as DEI in the workplace – refers to the actions taken to establish awareness and transform attitudes, behaviors, and practices to create and sustain a diverse, equitable and inclusive environment.

WHAT IS EQUITY?

To understand DEI in the workplace, one must first understand the meaning and source of all three variables: diversity, equity, and inclusion. Each component is meant to drive real change at an individual and organizational level.

WHAT IS DIVERSITY?

A person is diverse, but teams and organizations must be. Diversity is a concept that refers to the varied composition of groups of people. Diversity allows for different identities, backgrounds, thoughts, likes, dislikes, and experiences, to name a few. The diversity of a person's identity captures many

In addition to work environment and flexibility, inclusion also respects the different styles of communication, leadership, and ways of working. In an inclusive workplace, employees should feel comfortable voicing their individual requirements must be ready to meet individual requirements. DEI is also seen as a competency and an asset. Rohini Anand, former Chief Diversity Officer at Sodexo and Mary Frances Winters of The Winters Group, Inc., Academy of Management Learning & Education told Forbes, “No longer can only entertain groups need training (e.g., white men or minorities), but rather that all employees must be included in an increasingly cross-culturally diverse world. DEI is for everyone and must involve employees at every level of an organization, regardless of their differences.

“THE IMPLEMENTATION OF EQUITY AT WORK MUST BE INTENTIONAL AND WELL-DESIGNED.”

Rene Hoffman

THE BENEFITS OF DELIVERING DIVERSITY, EQUITY, AND INCLUSION IN THE WORKPLACE

Research shows that diversity at work and gender diversity are linked, according to McKinsey & Company's study, gender and ethnic diversity are correlated with profitability, and companies committed to DEI can attract top talent, increase customer and employee satisfaction, and improve decision-making. McKinsey & Company's study also found that, on a global scale, the top-quarile companies outperform their competitors on profitability.

IN SUMMARY, SUCCESSFULLY DELIVERING DIVERSITY, EQUITY, AND INCLUSION IN THE WORKPLACE CAN LEAD TO:

- A more extensive talent pool
- Increased employee engagement and satisfaction
- Higher retention and lower turnover
- Improved decision-making
- Enhanced financial performance
- Ability to outpace the competition

THINKING DIFFERENTLY

2022 ANNUAL REPORT

JENNY'S CARE

RUMBERS

2022 ANNUAL REPORT 11
NORTH CAROLINA RATE BUREAU

BALANCE SHEET
Year Ending August 31, 2021 August 31, 2022 (Preliminary)

	2021	2022
ASSETS		
Cash & Investments (Unrestricted)	\$104,200	\$177,223
Cash & Investments (Restricted)	1,304,905	1,114,402
Assessments Receivable	15,000	10,399
Accounts Receivable	125,000	113,200
Other Assets	5,000	3,213
Total Assets	\$2,614,000	\$4,020,537
LIABILITIES & FUND EQUITY	2021	2022
Referee Insurance Payable (Restricted)	\$0.00	\$51,572
Other Benefits Payable (Unrestricted)	754,000	142,830
Other Liabilities	(17,400)	(13,620)
Total Liabilities	\$736,600	\$509,982
Fund Equity	2,614,000	2,921,555
Total Liabilities & Fund Equity	\$2,614,000	\$4,020,537

BALANCE INCOME
Year Ending August 31, 2021 August 31, 2022 (Preliminary)

	2021	2022
INCOME		
Assessments Income	\$131,912	\$13,094,446
Membership Fees Income	77,000	780,600
Late Data Reporting Charges	4,000	376,800
Delinquent ISR Charges	266,000	298,000
Policy Data Fines	346,000	1,108
Other Income	200	\$14,683,420
Total Income	\$14,683,420	\$14,267,715
EXPENSES (NET)	2021	2022
Legal, Consulting & Other Outside Services	\$8,202,400	\$7,746,611
Salaries & Administration Expenses	3,546,000	3,370,873
Other Operating Expenses	2,865,425	3,300,000
Total Net Expenses	\$15,436,400	\$13,762,873
Net Income	\$8,267,000	\$484,222

STREAM LINE SWIMMING APPAREL DESIGN

Stream Line is an apparel and accessory brand that just launched their summer collection. Stream Line is for young women ages 12-25. Having mangos, watermelons, and strawberries paired with hibiscus flowers and pastel colors communicates the girly, friendly and outgoing look of Stream Line's latest collection.



Thank You,

For looking through my work. I hope you liked it as much as I do. You can contact me by leaving me a voicemail, texting, or emailing me.

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 contact@atalyart.com

 641-780-7332



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