

Client: Justin Resnick, justinresnick@hotmail.com,

Business: PhD clinical psychologist

Details: My work is "strengths-based" and very much emotional and organic (as opposed to "heady/intellectual" or "coach-y")

Audience: couples & family

Project: Business card

Tone: Simple text, professional looking, clean font,

Previous Projects:

Doesn't like his old business card: The way my job was represented on my present card both visually and verbally is just cheap in my eyes. I don't like the font and the words that I put on it and the graphics are kitschy and look very unprofessional. See Figure 1 below.

References:

Website <https://drjustinresnick.webs.com/>

Facebook <https://www.facebook.com/Dr-Justin-Resnick-psychologist-couples-therapist-1495779070751743/>

Video https://m.facebook.com/story.php?story_fbid=10153117957530899&id=83204365898

Figure 1



Notes:

- Remove "therapy from strengths"
- Professional, Clean look
- Loved tree image on Mordy's card
- Organic and Nature
- Couples and Families

Follow up notes:

- 11/28- mountain or desert landscape – “someone who helps you navigating rough terrain.”
- Appreciated subtle and understated tree on mordy’s card
- Joshua tree
- 12/17- First card is too dominant and dramatic
- Maybe do a cliff
- 12/23-more mystery and beauty
- Card was too dark and foreboding