



CANDRA COOK-FRIED
CREATIVE DESIGN & DEVELOPMENT

2019
PORTFOLIO SAMPLES

www.CandraCook.com

FOREWORD

I have compiled a few quick samples of the design and development work I'm involved with regularly. Some items I may be unable to share due to the company confidentiality of present or previous employers/clients. For additional samples, please feel free to visit my website via www.CandraCook.com. Lastly, if you would like to see any specific items, you may contact me directly, and I can email the requested deliverables.

Email: candracook@gmail.com

Cell phone: [214.417.0503](tel:214.417.0503)

I. PROFICIENCIES

DESIGN & MARKETING

ADOBE PHOTOSHOP
ADOBE ILLUSTRATOR
ADOBE INDESIGN
ADOBE ACROBAT
ADOBE CAPTIVATE
MICROSOFT WORD
EXCEL
POWERPOINT
OUTLOOK
SHAREPOINT
WIREFRAMING/STORY-BOARDING
BALSAMIQ

AXURE
VISIO
DRAW.IO
INVISION
CREATIVE DIRECTION
PROJECT MANAGEMENT
TECHNICAL WRITING
GOOGLE ANALYTICS/REPORTING
ILLUSTRATION
ADVERTISING
INFOGRAPHICS
CASE STUDIES

DEVELOPMENT

HTML/HTML5
CSS/ LESS/ SASS
BOOTSTRAP
BULMA
JAVASCRIPT/ TYPESCRIPT
ANGULAR JS
JQUERY
NPM
NODE.JS
BOWER
GRUNT
PHP/MYSQL
AMCHARTS.JS
CHARTS.JS
MORRIS.JS
EXPRESS.JS
SEMANTIC UI
D3.JS

FONT AWESOME
MATERIAL.IO
JSON/ AJAX
JADE/PUG
DATATABLES
VISUAL STUDIO
VISUAL BASIC
GIT/GITHUB
WORDPRESS
AGILE METHODOLOGIES
KANBAN
JIRA
CLOUD FOUNDRY
ATLASSIAN/ CONFLUENCE
SEO
RESTFUL API INTEGRATION
INSOMNIA (REST CLIENT)

II. CURRENT ROLE

Company: Comcast

Title: Cybersecurity Automation Engineer

Role & Responsibilities:

Working with the Security Engineering Team, I currently act as Design Lead of internally hosted websites and applications. Tasked with understanding all graphic and web design needs, and facilitating Front-End development (HTML, CSS, Javascript, Git/Command Line, etc). Staying up-to-date on design and development trends in order to continue to learn while producing required work.

Regular use of the following software and technologies:

Agile Methodologies, Photoshop, InDesign, Illustrator, Axure, Balsamiq, Invision, Just In Mind, Visual Studio, Visual Studio Code, Github, Gitbash, Bower, NPM, Node.js, Chart.js, Morris.js, Datatables, Bootstrap, Bulma, D3 Charts, HTML, CSS, Angular, Javascript, JQuery, Font-Awesome, Grunt, Jade, Wiki page creation, user story creation, and more.



II. CURRENT ROLE (WIREFRAMES)

Below you will find a collection of clickable wireframes I've created. Each project started as this conceptual prototype and I eventually developed them into active apps which are currently in use today.

Note: Company information modified for security/privacy purposes



Comcast DDoS Services Portal:
<https://ey1h8h.axshare.com>



Comcast Insights
<https://9i1dkv.axshare.com>



Wireless Registration Portal
<https://9awqd8.axshare.com>

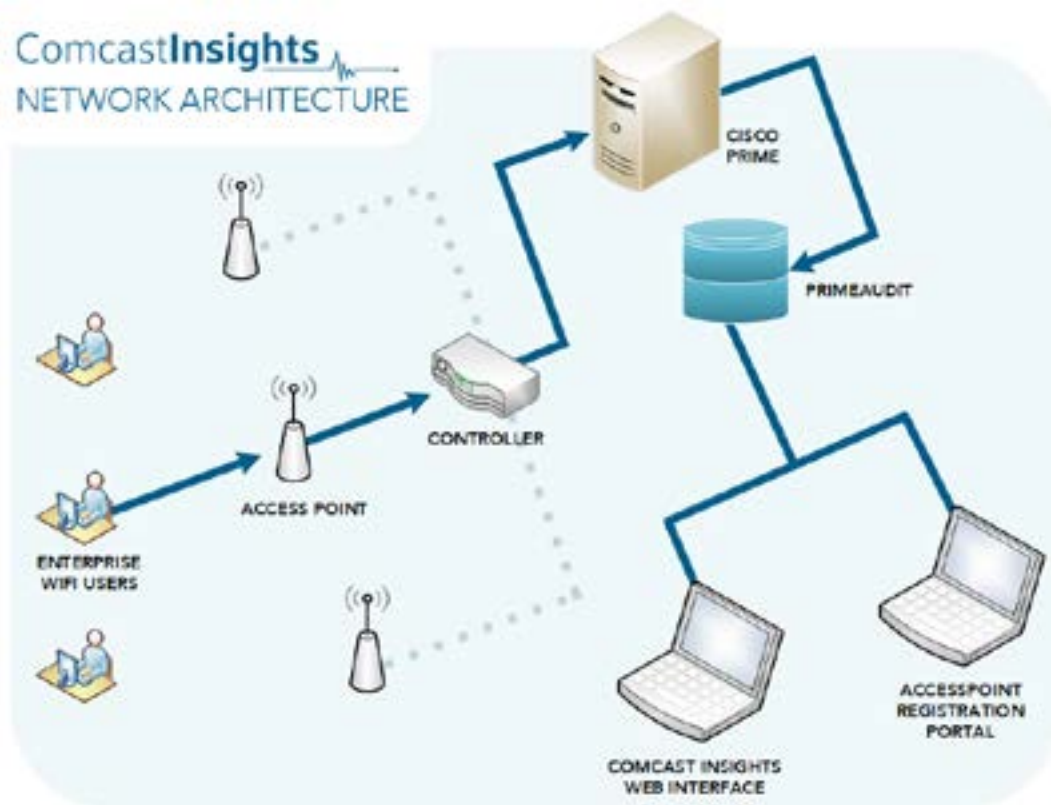
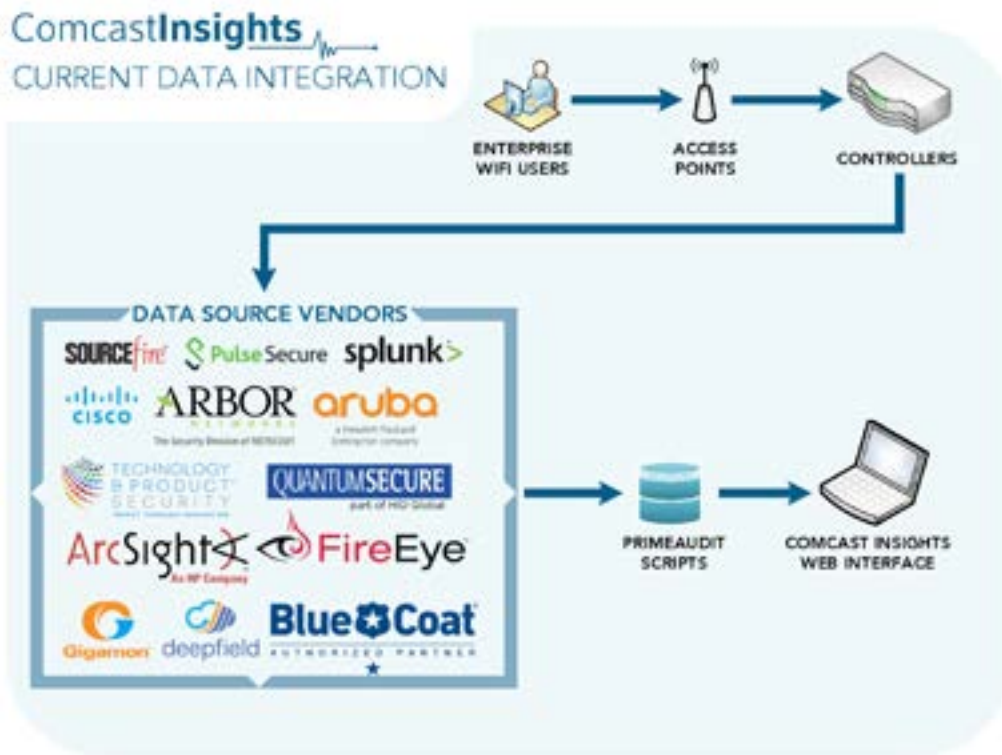


Comcast Connects
<https://70c9l8.axshare.com>



PHARM (GeoDecisions)
<http://candracook.com/samples/PHARM.pdf>

II. CURRENT ROLE (ARCHITECTURE DIAGRAMS)



III. INFOGRAPHICS

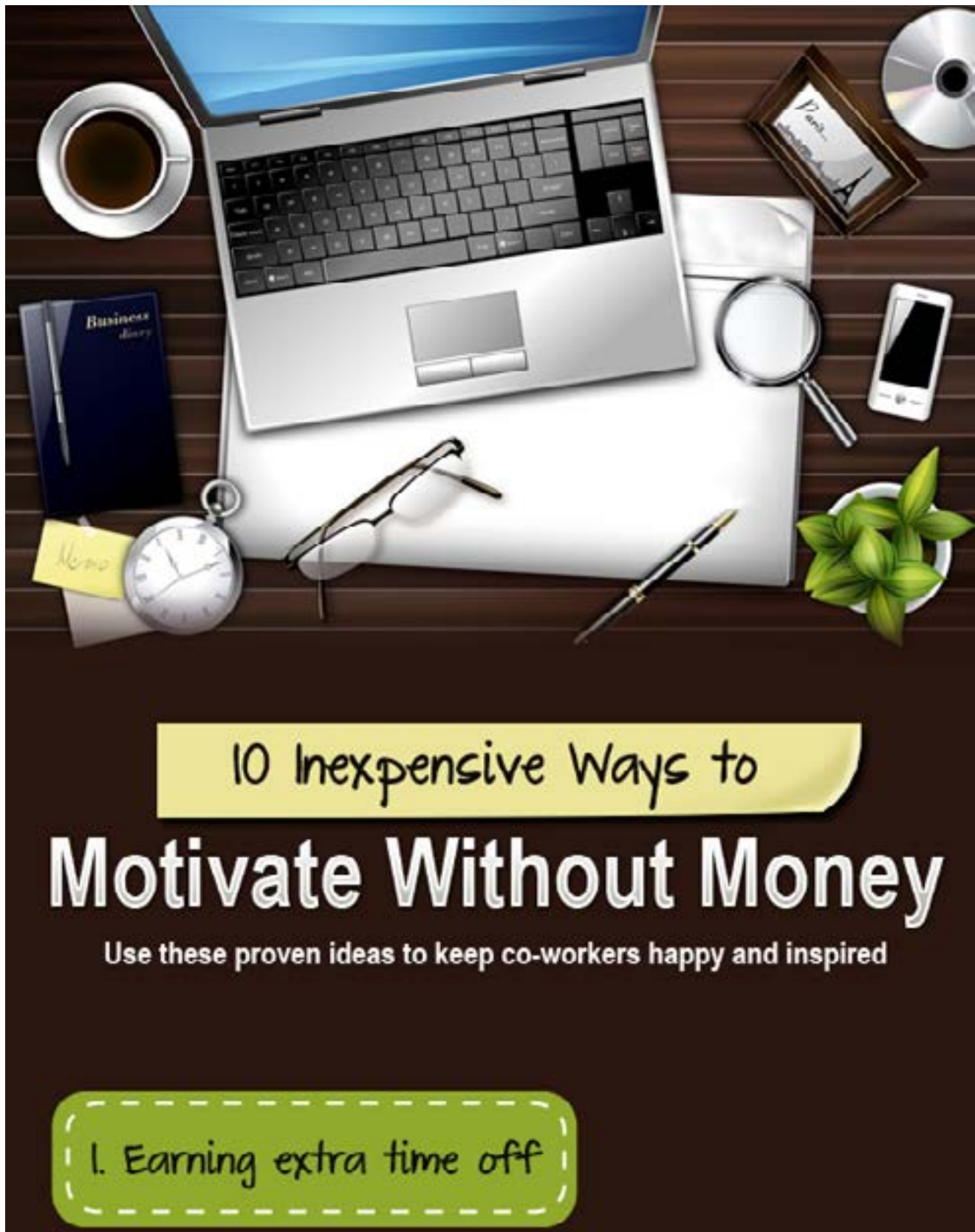
As you may know, Infographics tend to get a bit large (vertically) depending on the content. Below I've provided a smaller scaled view of a few infographics I designed. To see a larger view, follow the links accompanying each image.

URL: <http://www.candracook.com/samples/Info1.png>



III. INFOGRAPHICS

URL: <http://www.candracook.com/samples/Info2.jpg>



III. INFOGRAPHICS

URL: <http://www.candracook.com/samples/Info3.jpg>



III. INFOGRAPHICS

URL: <http://www.candracook.com/samples/Info4.jpg>



IV. NEWSLETTERS, CASE STUDIES & COPY WRITING

Sample A: http://candracook.com/samples/Newsletter_DSP_Demo.pdf

Sample B: <http://www.candracook.com/samples/whitepaper1.pdf>



Sample A*



Sample B*

IV. NEWSLETTERS, CASE STUDIES & COPY WRITING

URL: <http://www.candracook.com/samples/casestudy1.pdf>

ManageElite Success Story

Sherry Atkinson Director of Human Resources Provides Ongoing Training to More than 300 Managers with ManageElite

The **R.E. Michel Company** is all about striving for excellence. That means hiring and developing a dedicated and knowledgeable workforce.

While product knowledge and great customer relationships are core to what R.E. Michel does on a day-to-day basis, it also realizes having a strong management team to drive the company forward is key to its success.

The Problem

Sherry Atkinson, Director of Human Resources, is responsible for 1,700 employees and hundreds of managers and supervisors across more than 225 nationwide locations. Developing a training program at a large organization that has a centralized Human Resources department like the R.E. Michel Company is an equally large challenge.

The goal was to train everyone, leave no manager behind.

As Sherry explained, they were looking for a:

*“Comprehensive training tool for all managers and supervisors.
We needed a tool to offer ongoing training but it needed to be easy to access
and to the point.”*

In addition, Sherry realized:

“Other tools were too time consuming for managers.”

The Solution

Sherry and the R.E. Michel Company needed a training tool that:



About R.E. Michel Company

The R.E. Michel Company was founded in Baltimore, Maryland in 1935. Family owned and operated with more than 225 nationwide locations, the R.E. Michel Company is one of our nation's leading wholesale distributors of HVACR equipment, parts and supplies.

V. POWERPOINT PRESENTATIONS

In 2019, I had the privilege of being selected to participate in Comcast's CLEAR mentorship program. It was a great learning experience. Below is a PowerPoint presentation I put together for my internal app idea.

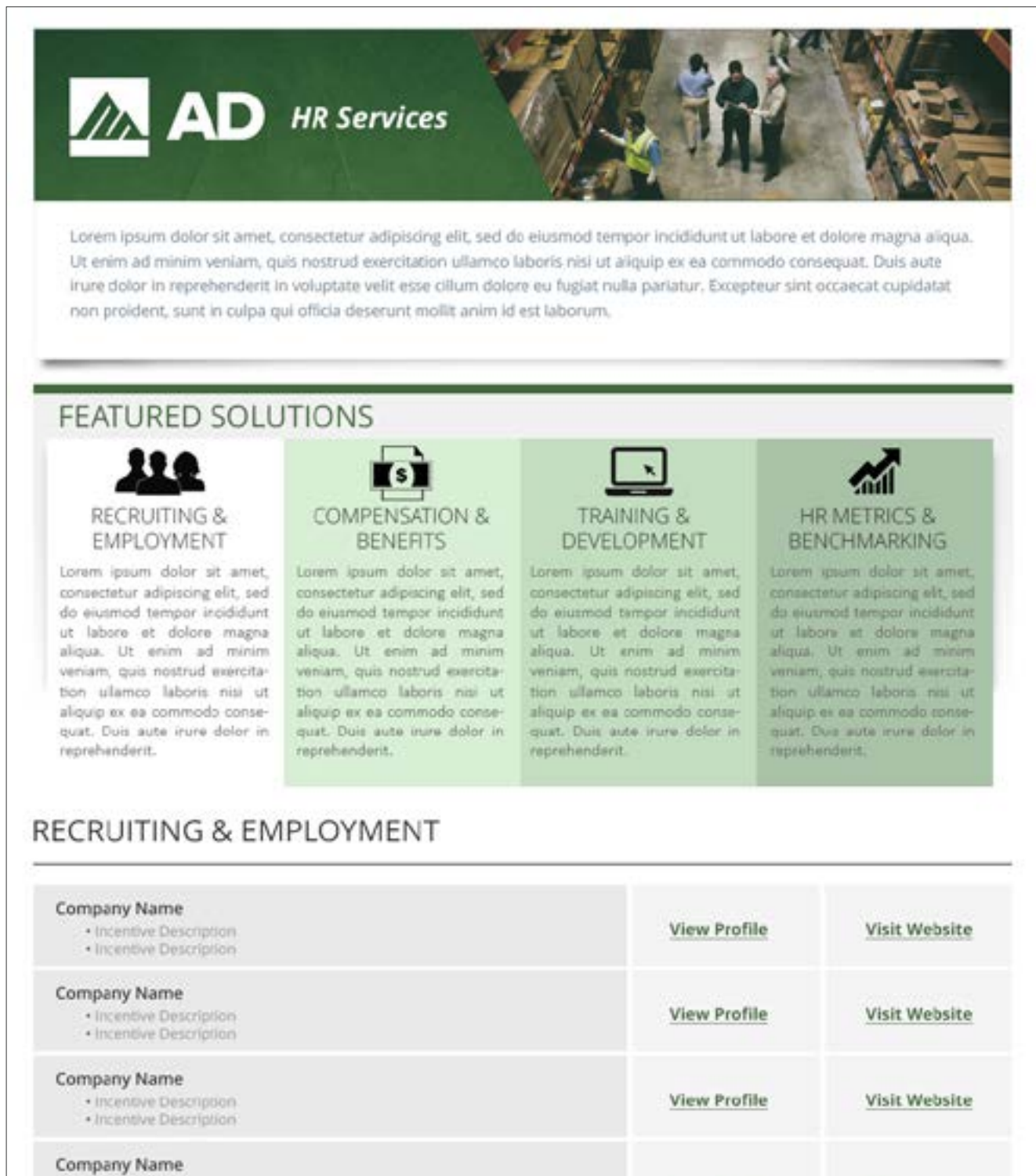
URL: http://candracook.com/samples/Sample_Powerpoint_Portfolio.pdf



VI. LANDING PAGES

I've found that creating landing pages is much more than putting imagery on a webpage. It involves critical thinking from the aspect of all users. I really like to focus on the user experience while developing the design and functionality of websites.

URL: <http://www.candracook.com/samples/hrservices>



VI. LANDING PAGES


URL: <http://offer.pbpmmedia.com/3HS/3L7>


Safety
COMPLIANCE ALERT
Resource Center


The fast read source that keeps thousands of leading safety professionals better informed and more effective

Customer Service
1-800-220-5000

Will Safety Compliance Alert help you...

**Avoid Fines?**

**Prevent Injuries?**

**Save Lives?**

See for yourself... then decide.

Before you see the decision of the case...


Start your NO-RISK subscription to this quick-read print newsletter and online resource center

First Name*

Last Name*

Title*

Company*

Email Address*

Address*


City*

Zip*

State*

Please Select

Start Now

 [PRIVACY POLICY](#)

Now that you've watched the video...
See for yourself... then decide.

1. Start your no-risk subscription
by filling out the form to the right.

2. Get immediate access
to our online resource center
www.safetycompliancealert.com

3. Receive 2 fast-read print newsletters



Your no-risk subscription is for 60 days. With your 2nd print newsletter we will send you an invoice. If you love the benefits you receive, the cost for the full year (23 issues) is \$299.

If for any reason you don't find this valuable, you can cancel by simply marking cancel on the invoice and returning it to us.

All we ask is that you do one or the other. Please let us know either way by paying the \$299 or sending back your cancelled invoice.

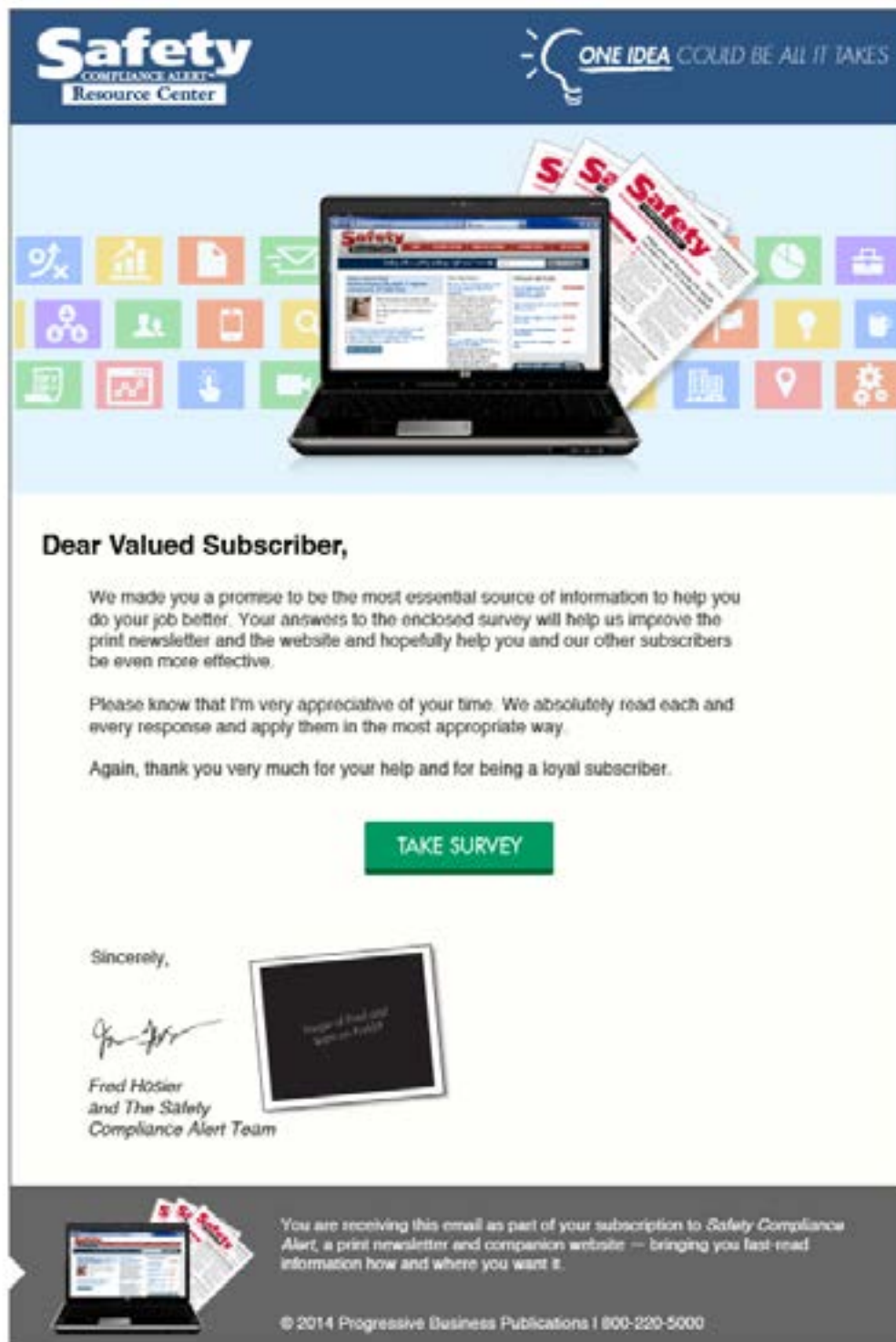
PORTFOLIO SAMPLES — 2019

15

VII. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)



My previous employer was primarily sales and editorial driven, so I had to generate several marketing items to keep our customers up-to-date. The following are a compilation of different aspects of their customer journey initiative consisting of publication renewal notices, surveys and more.


Sample 1



VII. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

Sample 2






We all have a lot on our "To Do" list.

Renew Today and receive these special benefits:

- Lock in at the lowest (your current) renewal price
- Receive an extra issue (24 issues instead of the normal 23)

And let your subscription to *Safety Compliance Alert* continue to provide ideas to help you check off the MOST IMPORTANT things on YOUR "To Do" list.

RENEW TODAY



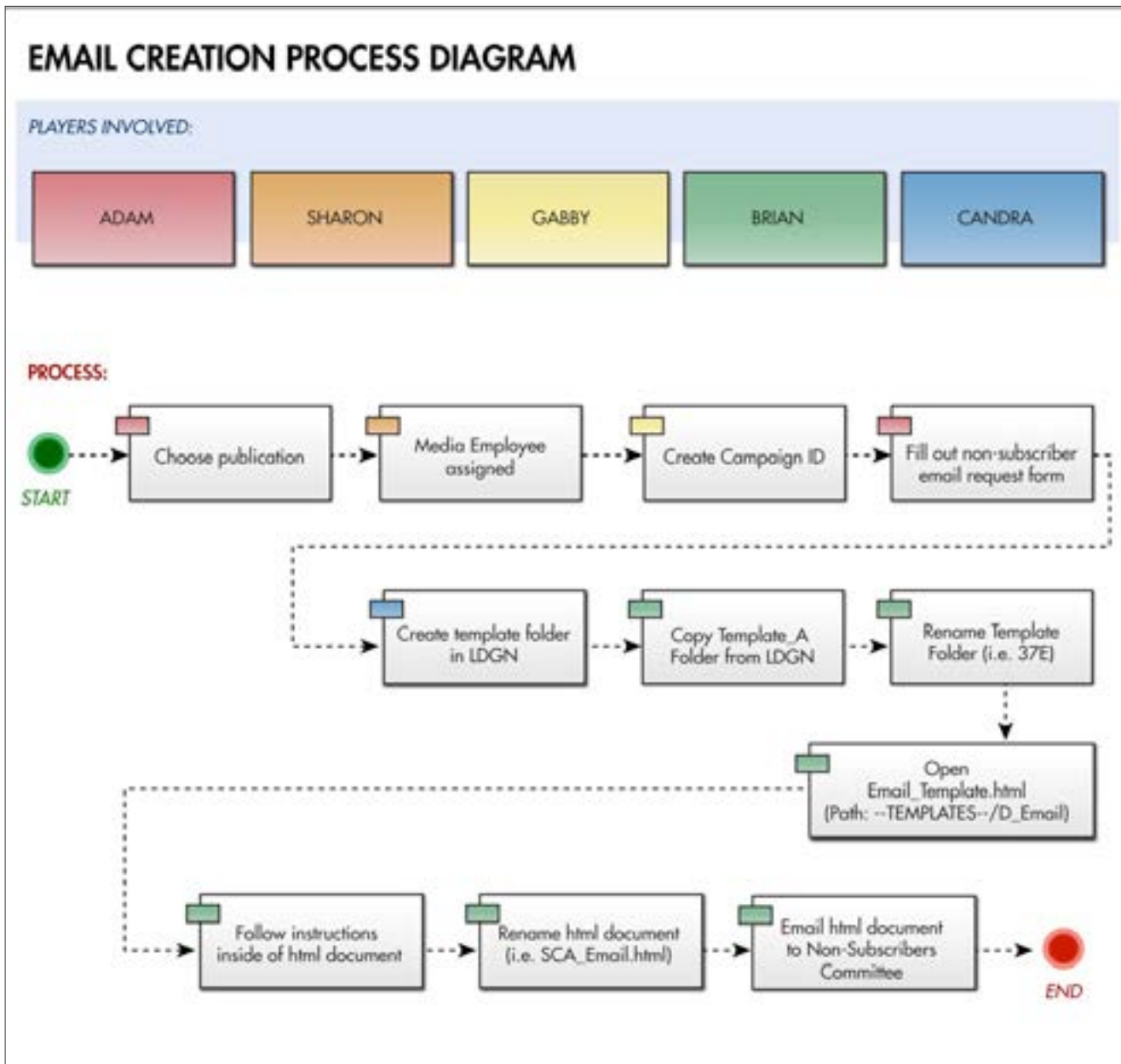
You are receiving this email as part of your subscription to *Safety Compliance Alert*, a print newsletter and companion website — bringing you fast-read information how and where you want it.

© 2014 Progressive Business Publications | 800-220-5000

VIII. PROJECT MANAGEMENT

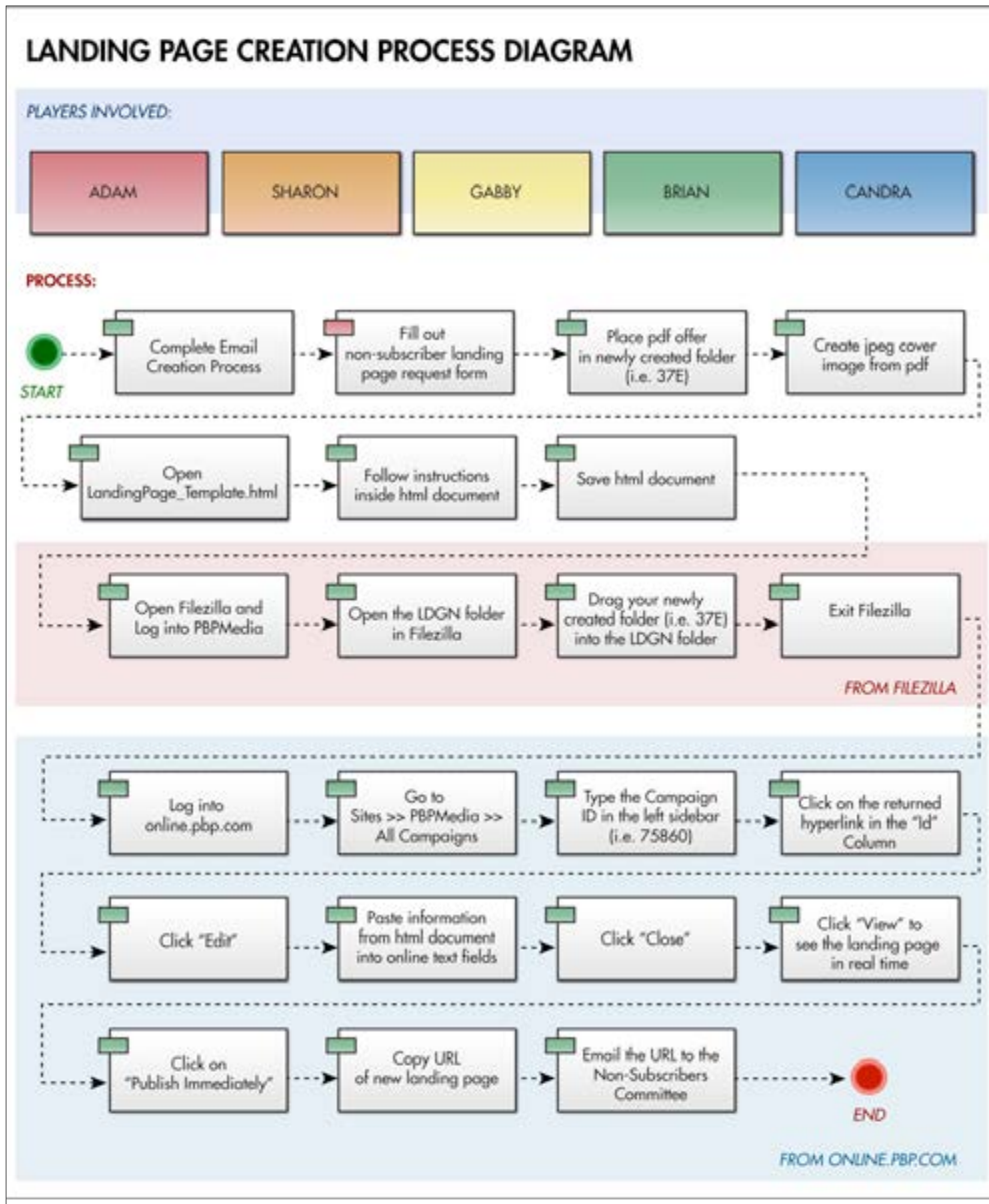
I am involved in quite a bit, albeit design or development. Oftentimes several shareholders get matrixed into various projects. It can become confusing for new players when having to explain employee-involvement. To prevent confusion, I always create a “play-book” for everyone involved. Each play-book varies from project to project, but my overall goal is to create an ease of production, and an easy-to-follow guide for future projects. Below are a few examples.

Sample Process 1



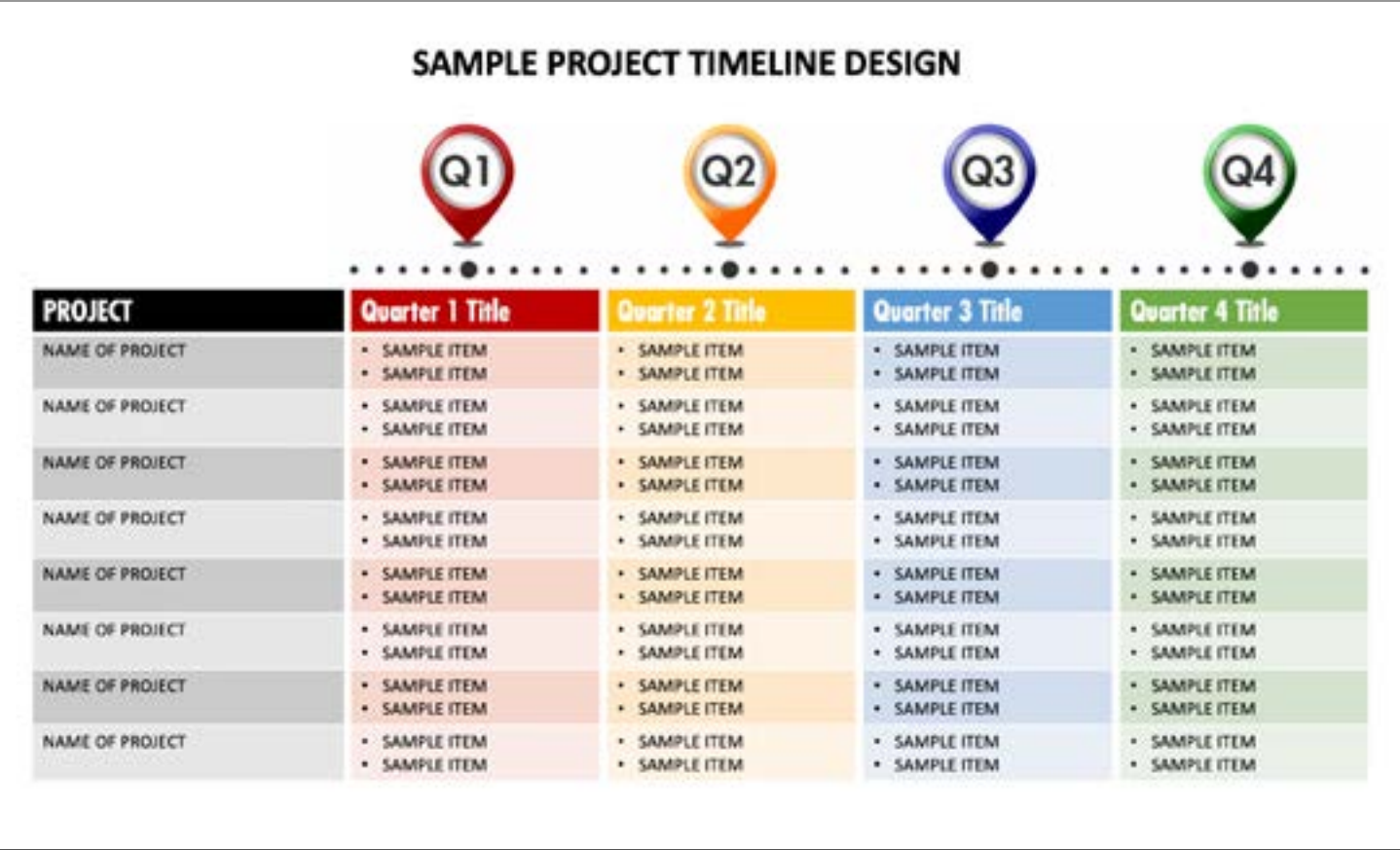
VIII. PROJECT MANAGEMENT

Sample Process 2



VIII. PROJECT MANAGEMENT

Sample Project Quarterly Timeline



Recent Project Inventory Spreadsheet

A	B	C	D	E	F	G	H
PERCENT COMPLETE	PDF COMMENT #	TASK	PAGE	PRE/POST MVP	PRIORITY	ASSIGNED DEVELOPER	TIME NEEDED TO COMPLETE
100%	E2	Change header from Name to Circuit Name	NEW CUSTOMER	PRE	LOW	Condra	DONE
0%	D1	Remove Circuit View column	VIEW CUSTOMERS	PRE	MEDIUM	Condra	1 HOUR
100%	D2	Increase pagination row view	VIEW CUSTOMERS	PRE	MEDIUM	Soransh	DONE
0%	E1	Display edited customer name	CUSTOMER PROFILE	PRE	MEDIUM	Ut Team	1 - 2 DAYS
0%	E2	Change customer ID to Customer Name	CUSTOMER PROFILE	PRE	MEDIUM	Soransh	1 HOUR
0%	E3	Bug Fix: Selected radio button for setup fee	CUSTOMER PROFILE	PRE	HIGH	Ut Team	1 DAY
50%	E4	Create active attrack calculation for customer	CUSTOMER PROFILE	PRE	HIGH	Ryan	
100%	E5	Bug Fix: Displaying DROM vs CUSTOM source	CUSTOMER PROFILE	PRE	HIGH	Ut Team	DONE
50%	E6	Bug Fix: Transfer payment plan options from backend	CUSTOMER PROFILE	PRE	HIGH	Ut Team	1 DAY
0%	F1	Form validation	CUSTOMER PROFILE	PRE	MEDIUM	Ut Team	1 WEEK
0%	F2	Add properties to Circuit API	CUSTOMER PROFILE	PRE	HIGH	Ryan	1 DAY
0%	F3	Add API data to GRE Tunnel dropdown	CUSTOMER PROFILE	PRE	MEDIUM	Vamshi	1 HOUR
0%	G1	Start Migration function	CIRCUIT VIEW	PRE	HIGH	Ut Team + Ryan	3 DAYS
70%	G2	Edit Circuit Details	CIRCUIT VIEW	PRE	HIGH	Soransh + Condra	1 DAY
0%	G3	Replace Mock Contact data with API data	CIRCUIT VIEW	PRE	HIGH	Ryan + Soransh	1 DAY
95%	G4	Add/Edit Associated contacts	CIRCUIT VIEW	PRE	HIGH	Vamshi	1 HOUR

Readiness Checklist

UI Adjustments

Bugs

IX. LOGO & STICKER CREATION



COMCAST



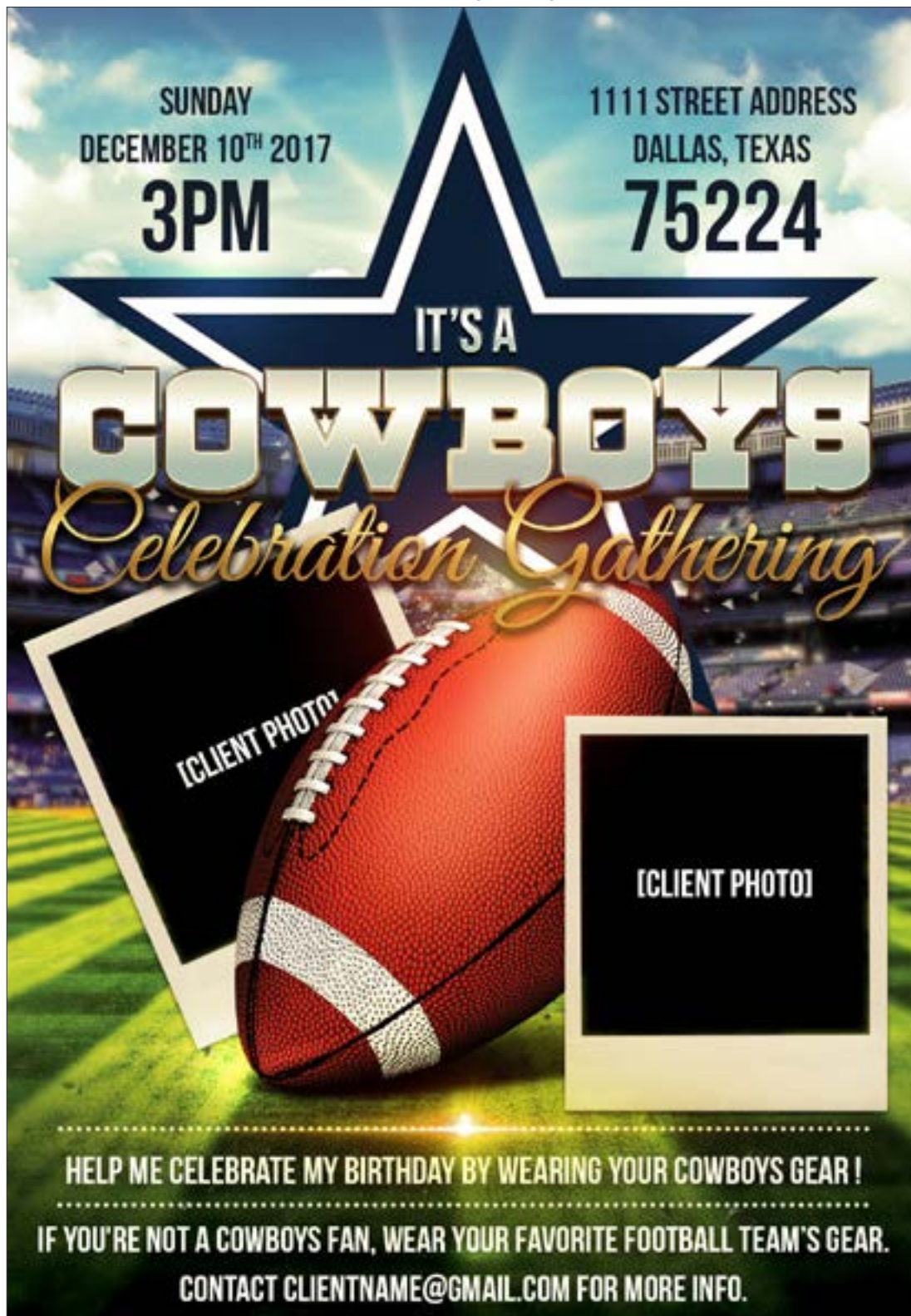
UNIFIED THREAT
— MANAGEMENT —



X. MISCELLANEOUS PROJECTS

Finally, I have gathered just a few recent graphic design projects that you may find of interest:

Birthday Flyer



X. MISCELLANEOUS PROJECTS

From time to time I also design and sell wedding items for clients in my Etsy storefront:

Wedding Invitations



X. MISCELLANEOUS PROJECTS

Banner Design



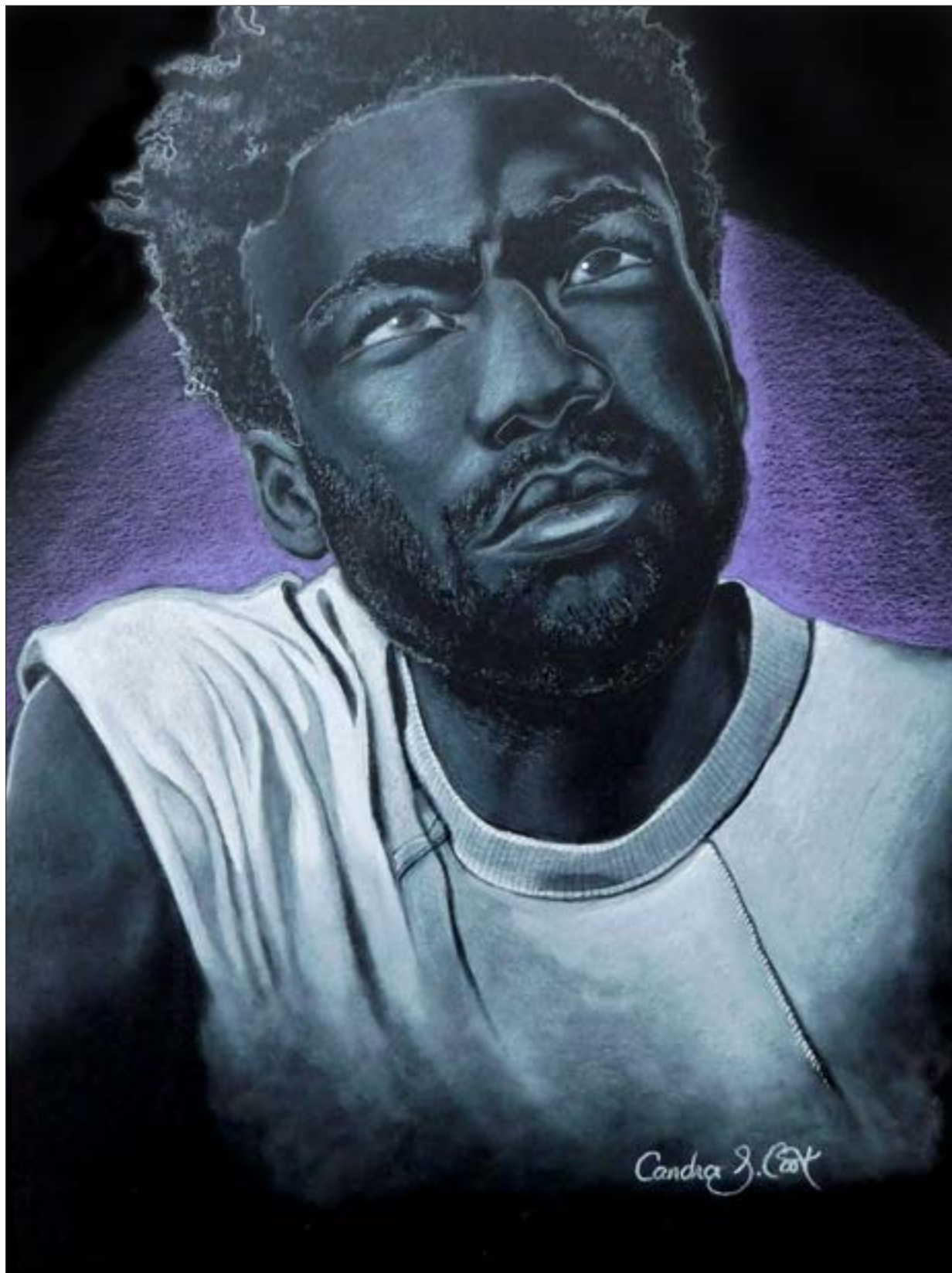
X. MISCELLANEOUS PROJECTS

Tradeshow Booth Panel



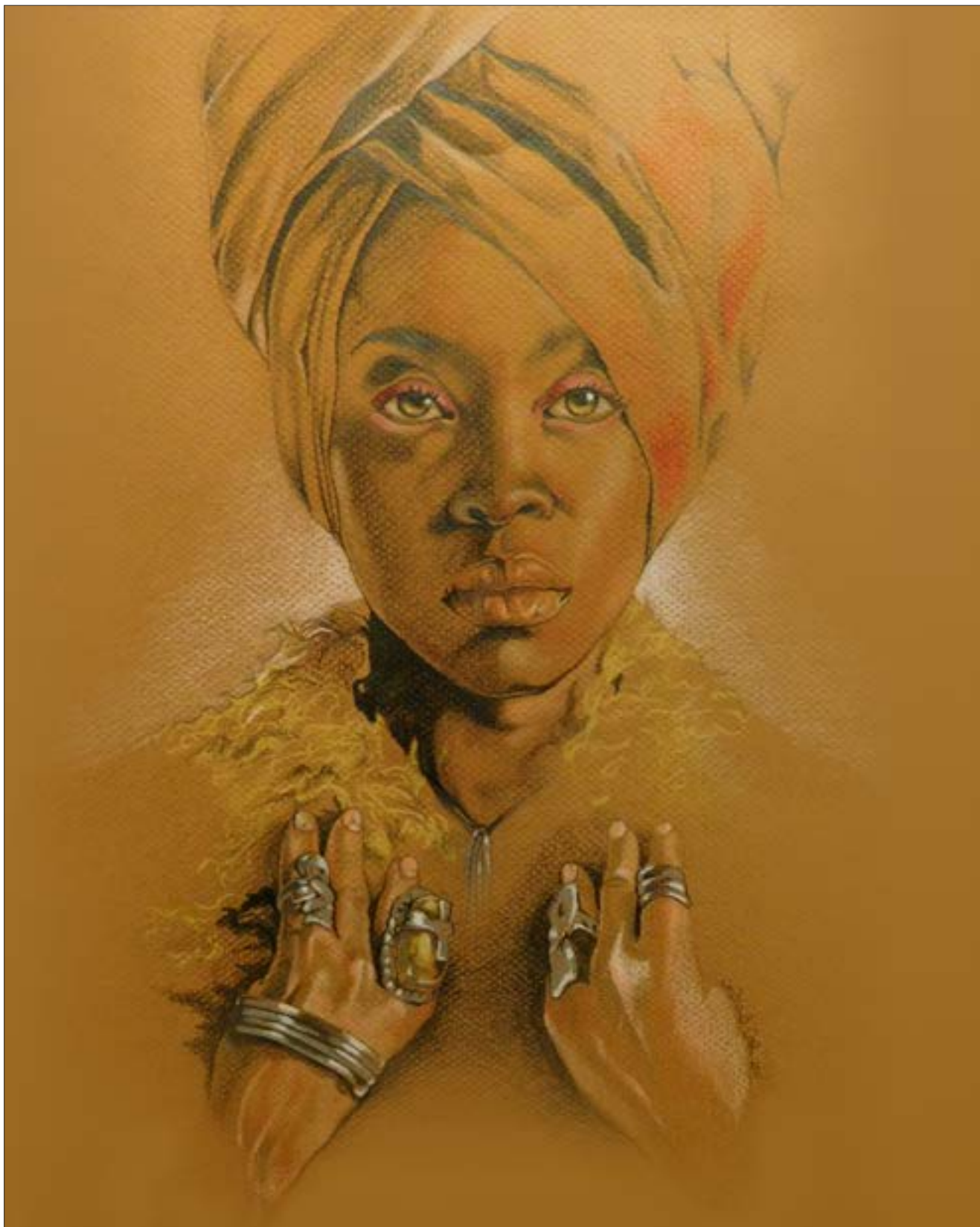
X. MISCELLANEOUS PROJECTS

Drawing (Entertainer, Childish Gambino)



X. MISCELLANEOUS PROJECTS

Drawing (Singer, Erykah Badu)



Overview

I hope this document has provided you with the necessary samples needed for your consideration. Again, if there are other materials you'd like to see specifically, please let me know and I can provide those as well. My contact information can be found below.

Website: www.CandraCook.com

Email: candracook@gmail.com

Cell phone: [214.417.0503](tel:214.417.0503)