

# **PORTFOLIO SAMPLES**

[www.CandraCook.com](http://www.CandraCook.com)

## **FOREWORD**

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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 company confidentiality of present or previous employers/clients. For additional samples, please feel free to visit my website via [www.CandraCook.com](http://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](mailto:candracook@gmail.com)

Cell phone: [214.417.0503](tel:214.417.0503)

# I. CURRENT ROLE

**Company:** Comcast

**Title:** Senior Web & UI Designer

## Role & Responsibilities:

Working with the ANSE Security 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:

*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, D3 Charts, HTML, CSS, Javascript, JQuery, Font-Awesome, Grunt, Jade, and more.*

The screenshot shows a Comcast internal dashboard titled "Comcast Undisclosed Project". The left sidebar includes the Comcast logo, a welcome message "Welcome, Username", and navigation links for "Home", "Category", and "Locked Category". The main content area features five top-level categories: "Category 1" (a stacked area chart from 2015 to 2017), "Category 2" (a list of five items with icons and "View More" links), "Category 3" (a donut chart showing "Topic 35%"), "Category 4" (a shield icon with "Coming Soon..."), and "Category 5" (a plus sign icon with "Coming Soon..."). A "RETURN TO PREVIOUS SITE" button is at the bottom left.

## II. PREVIOUS ROLE

**Company:** Affiliated Distributors

**Title:** Web Content Developer

### Role & Responsibilities:

- Creating, developing and maintaining content for the organization's web presence – via HTML, CSS, and CMS
- Executing and coordinating content based web projects and requests across departments – overseeing the request queue, and the review and approval process throughout the organization
- Maintaining a consistent look and feel throughout all web properties and ensuring that the content displayed is up to date
- Performing quality assurance testing for website and other projects
- Creating mockups, wireframes, and graphics for web and occasionally print initiatives
- Monitoring and adjusting content in support of SEO targets
- Editing and proofreading all web content
- Tracking and reporting site metrics (google analytics)
- Assisting with the ADHQ.com helpdesk with resolving website defects



Your people differentiate you from your competitor. AD HR Services makes it easy for you to recruit, motivate and develop top talent to provide a competitive advantage and help you win in your marketplace.

Today businesses are faced with a variety of HR challenges. Many companies find it more practical to partner with experts to complement their internal resources and programs.

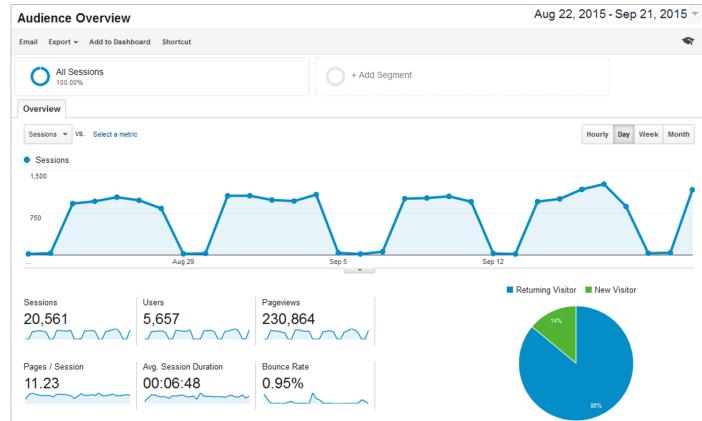
AD HR Services connects AD members with high-quality, innovative and cost-effective HR services providers.

#### FEATURED SOLUTIONS

 <b>RECRUITING &amp; EMPLOYMENT</b> Hiring people who are a good match for your positions and company culture is critically important to your business. Whether recruiting is a responsibility shared amongst your managers or you have people within your company dedicated to recruiting, AD HR Services can help.	 <b>COMPENSATION &amp; BENEFITS</b> Once you've found the right people, it's important to have pay and benefit programs that are both affordable and that drive the behaviors you're looking for, and help you retain and motivate the people you want to keep.	 <b>TRAINING &amp; DEVELOPMENT</b> Training and development is an important way to both maximize the performance of your people and build bench strength – both of which can impact factors such as customer satisfaction, revenue and profitability. This is also typically a highly valued benefit that directly impacts employee engagement and	 <b>HR METRICS &amp; BENCHMARKING</b> Through this service, you will be able to assess the "health" of your organization in areas such as leadership, culture, innovation and learning, and accountability. It can be used to give you a read on the effectiveness of your organization, enabling your leadership to discuss important talent and leadership topics.
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### III. PROFICIENCIES

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#### DESIGN & MARKETING

ADOBE CREATIVE CLOUD  
PHOTOSHOP  
ILLUSTRATOR  
INDESIGN  
QUARKXPRESS  
MICROSOFT WORD  
MICROSOFT EXCEL  
POWERPOINT  
ACROBAT  
CAPTIVATE  
INFOGRAPHICS  
CASE STUDIES

ILLUSTRATIONS  
ADVERTISING  
SOCIAL MEDIA  
PHOTO RETOUCHING  
CREATIVE DIRECTION  
PROJECT MANAGEMENT  
COPYWRITING  
BRANDING  
LOGOS  
BUSINESS CARDS  
FLYERS  
INSTRUCTION MANUALS

#### DEVELOPMENT

HTML  
CSS  
LESS/ SASS  
JAVASCRIPT  
JQUERY  
ANGULAR  
BOWER  
GIT  
JAVA  
PHP  
MYSQL  
FLASH  
FONT AWESOME  
NPM/NODE.JS  
AMCHARTS  
CHARTS.JS  
MORRIS.JS  
D3 CHARTS

VISUAL STUDIO  
VISUAL BASIC  
BALSAMIQ  
AXURE  
BOOTSTRAP  
GRUNT  
NOTEPAD++  
TEXT WRANGLER  
WORDPRESS  
DRUPAL  
ATLASSIAN  
CONFLUENCE  
JIRA  
AGILE  
WATERFALL  
ECOMMERCE  
A/B TESTING

## IV. INFOGRAPHICS

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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>



## IV. INFOGRAPHICS

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



10 Inexpensive Ways to  
**Motivate Without Money**

Use these proven ideas to keep co-workers happy and inspired

I. Earning extra time off

## IV. INFOGRAPHICS

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

The infographic features a magnifying glass focusing on the number '10' against a world map background. The title '10 Most Important Things' is displayed prominently, followed by 'we look for when hiring new managers'. Below the title, a paragraph discusses the survey results from ManageElite. A yellow callout box highlights 'Verbal communication skills' as the top priority at 97.0%, with silhouettes of two people talking in the background.

When you're thinking of promoting an employee or hiring someone to his or her critical first management position, what are the most important things you take into consideration? ManageElite asked 589 executives and managers, people who regularly make that decision, that question. Here's how they answered (percentages answering "important" or "very important"):

**1** Verbal communication skills  
97.0%

## IV. INFOGRAPHICS

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



For the most part, executives and managers are honest people. But all of us find ourselves in the position of telling a “little white lie” from time to time. ManageElite asked 1,133 executives

## IV. INFOGRAPHICS

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URL: <http://www.candracook.com/samples/Info5.jpg>



# 9 Productivity Hacks for Effective & Efficient Meetings

It's a fact...we all hate meetings.  
So here are 9 ways to keep your sanity  
and make each as efficient and productive  
as possible.

**Before the Meeting**

“Is It Necessary?”

## V. CASE STUDIES & COPYWRITING

For confidentiality reasons, much of the material I've created for Case Studies I'm unable to share. Here is one quick example of a case study created for my previous employer's ManageElite division. For the case studies, I conducted market research, composed much of the collateral, as well as the designing of all case study documents.

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.

## VI. WHITE PAPERS & NEWSLETTERS

Much like the case studies, I'm not at liberty to showcase some of the content for previous white papers and newsletters created. However, here are two, somewhat recent examples I'm able to provide.

**URL:** <http://www.candracook.com/samples/whitepaper1.pdf>

**THE  
Selling Advantage**

## Getting the Most from Trade Shows: Top 5 Tips for Success

Some view attending trade shows as a gamble. But as many poker players will tell you, it's not a gamble if you know you're going to win.

There's no denying that setting up shop at a trade show can be a big investment. But when done correctly, it's worth every penny.

Trade shows are a great way to meet and greet large numbers of prospective customers in a relatively short period of time – more than you could ever hope to reach through traditional prospecting techniques.

Your company's presence can also help strengthen relationships with existing customers by providing you with another way to interact with them face-to-face.

These best practices will maximize return you generate from attending a trade show.

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[www.TheSellingAdvantage.com](http://www.TheSellingAdvantage.com)

## L.F. Driscoll News

"The success of your projects is the foundation of our future."

### Extreme Makeover

A New Tower and Facade Replacement on CHOP Children's

**T**he new tower (l), L.F. Driscoll Co. has been recognized for its safety of the Children's Hospital of Philadelphia. The first exterior, given by the former building, is located in Massachusetts, helping grow recent projects on L.F. Driscoll's 100+ years of work on the hospital's leading pediatric hospital.

These new projects are using different types of unique steel parts of the building's exterior. One such a feature that generally never addressed until now is a replacement with aluminum cladding that adds to the exterior of the original brickwork buildings.

Below the main building of the Children's Hospital of Philadelphia was built in 1900, and features steel that uses great patterns of the windows, but includes a unique performance of brick's a combination of unique brick panels and glass windows that resemble the shape of a smiling smile. Recently, the project "began back to remodeling by day, and it looks amazing to others up high, especially when compared to the brick's old exterior wall.

Because of the unique layout, each presented by many of the components, it was not

**Skyline in Progress**

**P**rojects in Philadelphia, changing their buildings from brick to steel, the city's unique design effects and quality fabrics - steel, these have been changes on the site.

More than 100 years of engineering, it's a major step of the modern city's skyline, and L.F. Driscoll is contributing to this urbanization. Please check back for your progress in progress on page four.

## VII. LANDING PAGES & A/B TESTING

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>

AD **HR Services**

A photograph showing three people in a warehouse setting, looking at a clipboard or document. They are surrounded by shelves filled with boxes.

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### FEATURED SOLUTIONS

RECRUITING & EMPLOYMENT

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COMPENSATION & BENEFITS

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TRAINING & DEVELOPMENT

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HR METRICS & BENCHMARKING

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### RECRUITING & EMPLOYMENT

Company Name	<a href="#">View Profile</a>	<a href="#">Visit Website</a>
• Incentive Description • Incentive Description		
Company Name	<a href="#">View Profile</a>	<a href="#">Visit Website</a>
• Incentive Description • Incentive Description		
Company Name	<a href="#">View Profile</a>	<a href="#">Visit Website</a>
• Incentive Description • Incentive Description		
Company Name	<a href="#">View Profile</a>	<a href="#">Visit Website</a>

## VII. LANDING PAGES & A/B TESTING

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

The screenshot shows a landing page for "Safety COMPLIANCE ALERT™ Resource Center". At the top left is the logo with the word "Safety" in large red letters, "COMPLIANCE ALERT™" in smaller red letters, and "Resource Center" in black. To the right is a tagline: "The fast-read source that keeps thousands of leading safety professionals better informed and more effective". Further right is "Customer Service 1-800-220-5000". Below this is a main heading "Will Safety Compliance Alert help you...". Three circular icons are displayed below the heading: one with a stack of money labeled "Avoid Fines?", one with a traffic cone labeled "Prevent Injuries?", and one with a life preserver labeled "Save Lives?". Below these icons is a call-to-action button: "See for yourself... then decide.". The next section is titled "Before you see the decision of the case..." and features a large video player placeholder with the text "Watch this quick video to see all the ways we can help you". Below this is another call-to-action button: "Now that you've watched the video... See for yourself... then decide.". The main content area contains three numbered steps: 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](http://www.safetycompliancealert.com); 3. Receive 2 fast-read print newsletters. To the right of the steps is a form for starting a subscription, which includes fields for First Name\*, Last Name\*, Title\*, Company\*, Email Address\*, Address\*, City\*, Zip\*, State\*, and a dropdown menu for "Please Select". Below the form is a "Start Now" button. At the bottom of the page is a link to the Privacy Policy. On the right side, there is a blue sidebar containing text about the 60-day no-risk trial and the cost of \$299, along with a note about canceling if not satisfied.

**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...

Watch this quick video to see all the ways we can help you

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](http://www.safetycompliancealert.com)

3. Receive 2 fast-read print newsletters

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

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.

## VII. LANDING PAGES & A/B TESTING

*URL requires login credentials*

The screenshot shows the ManageElite application interface. At the top, there's a navigation bar with links for Home, ManageElite Monthly, Report, Manage Users, Account, and Contact Us. On the far right of the header is a 'Logout' link. Below the header, the title 'All Employees' is displayed in a large, bold, teal font. Underneath the title is a search/filter bar with the placeholder 'filter by group: All'. To the left of the search bar is an 'Expand' button. To the right are 'Go' and 'Reset' buttons. The main content area is a table with the following columns: Employee, Modules Completed, Presentations Completed, Quizzes Passed, Quiz Score, Extra Materials, and Last Activity. The table lists 15 employees, each with a unique email address starting with 'ccook@pbp.com' and ending with a different letter from 'a' to 'z'. The 'Last Activity' column for all entries shows the date '07/03/12'. At the bottom of the page, there's a dark footer bar containing links for Back to Top, Home, FAQ, Account, Contact Us, Privacy, Terms of Service, and Logout. Below these links, a copyright notice reads '© Manage Elite Test Server. All Rights Reserved.'

Employee	Modules Completed	Presentations Completed	Quizzes Passed	Quiz Score	Extra Materials	Last Activity
<a href="#">ccook@pbp.com</a>	5/9	1/9	8/9	2/9	2/9	07/03/12
<a href="#">devans+1@pbp.com</a>	6/9	6/9	8/9	2/9	6/9	07/03/12
<a href="#">devans@pbp.com</a>	3/9	0/9	0/9	8/9	7/9	07/03/12
<a href="#">jwalston+99@pbp.com</a>	0/9	6/9	1/9	7/9	6/9	07/03/12
<a href="#">jwalston+r1@pbp.com</a>	4/9	8/9	4/9	4/9	8/9	07/03/12
<a href="#">jwalston@pbp.com</a>	0/9	7/9	0/9	6/9	5/9	07/03/12
<a href="#">mdougherty+b@pbp.com</a>	4/9	1/9	6/9	8/9	5/9	07/03/12
<a href="#">mdougherty+c@pbp.com</a>	8/9	8/9	8/9	5/9	4/9	07/03/12
<a href="#">mdougherty+d@pbp.com</a>	4/9	8/9	4/9	5/9	3/9	07/03/12
<a href="#">mdougherty+e@pbp.com</a>	0/9	3/9	5/9	6/9	7/9	07/03/12
<a href="#">mdougherty+f@pbp.com</a>	0/9	5/9	8/9	1/9	7/9	07/03/12
<a href="#">mdougherty+g@pbp.com</a>	5/9	5/9	2/9	3/9	3/9	07/03/12
<a href="#">mdougherty+h@pbp.com</a>	5/9	6/9	0/9	7/9	0/9	07/03/12
<a href="#">mdougherty+i@pbp.com</a>	6/9	5/9	0/9	1/9	7/9	07/03/12
<a href="#">mdougherty+j@pbp.com</a>	7/9	4/9	0/9	8/9	4/9	07/03/12

## VII. LANDING PAGES & A/B TESTING

*URL requires login credentials*

The screenshot shows the ManageElite application interface. At the top, there's a navigation bar with links for Home, ManageElite Monthly, Report, Manage Users, Account, and Contact Us. On the far right of the header is a 'Logout' link. Below the header, the title 'All Employees' is displayed in a large, bold, teal font. Underneath the title is a search/filter bar with the placeholder 'filter by group: All'. To the right of the search bar are three buttons: a plus sign (+), a 'Go' button, and a 'Reset' button. The main content area is a table with the following columns: Employee, Modules Completed, Presentations Completed, Quizzes Passed, Quiz Score, Extra Materials, and Last Activity. The table lists several users, each with a collapse/expand icon (a square with a plus sign) and their email address. The data for the first few rows is as follows:

Employee	Modules Completed	Presentations Completed	Quizzes Passed	Quiz Score	Extra Materials	Last Activity
ccook@pbp.com	5/9	1/9	8/9	2/9	2/9	07/03/12
mod1	Yes	Yes	Yes	97%	Yes	07/03/12
mod2	Yes	Yes	Yes	9%	Yes	07/03/12
mod3	Yes	Yes	Yes	55%	Yes	07/03/12
mod4	Yes	Yes	Yes	50%	Yes	07/03/12
mod5	Yes	Yes	Yes	83%	Yes	07/03/12
mod6	Yes	Yes	Yes	68%	Yes	07/03/12
mod7	Yes	Yes	Yes	92%	Yes	07/03/12
mod8	Yes	Yes	Yes	54%	Yes	07/03/12
mod9	Yes	Yes	Yes	97%	Yes	07/03/12
devans+1@pbp.com	6/9	6/9	8/9	2/9	6/9	07/03/12
devans@pbp.com	3/9	0/9	0/9	8/9	7/9	07/03/12
jwalston+99@pbp.com	0/9	6/9	1/9	7/9	6/9	07/03/12
jwalston+r1@pbp.com	4/9	8/9	4/9	4/9	8/9	07/03/12
jwalston@pbp.com	0/9	7/9	0/9	6/9	5/9	07/03/12
mdougherty+b@pbp.com	4/9	1/9	6/9	8/9	5/9	07/03/12

At the bottom of the page, there's a dark footer bar with links for Back to Top, Home, FAQ, Account, Contact Us, Privacy, Terms of Service, and Logout. Below these links is a copyright notice: © Manage Elite Test Server. All Rights Reserved.

## VIII. WEB DESIGNS

Before diving head-first into coding a website, I create wireframes. Wireframes allow the client to navigate through a flat design; a site map of sorts. This makes it easy for both the designer and the client to see what works visually, and to adjust all the moving parts prior to web development. Below is a sample wireframe created for GeoDecision, a premiere spatial engineering firm in Philadelphia, PA.

<http://candracooper.com/samples/PHARM.pdf>

The wireframe shows a web-based dashboard for the Project Health and Review Module (PHaRM). The interface includes a header with a search bar, a left sidebar with a user profile (John Doe, Administrator) and navigation links (Home, Projects, New Scorecard, New Project Review, About), and a main content area.

**Main Content Area:**

- Hello John.**
- Overview**
- A detailed description of PHaRM's purpose: "PHaRM is used to capture and maintain project review information while reflecting overall project health. The goal is to focus maximum attention on projects-at-risk and less on those performing well, resulting in more efficient use of management time and improved aggregate performance."
- A note explaining project status: "Projects and their attributes are characterized as red (at-risk), amber (transitional), or green (good). The dashboard displays details for projects connected to the user's focus region and/or business line."
- A "View All Projects" button.

**Attribute Mean Values:** A table showing mean values for various project attributes over different time periods (Current, 3 Mos., 6 Mos., 9 Mos., 12 Mos., Range). The attributes listed are Overall Health, Variance, Scope, DSO (AR + WIP), Schedule, Quality, Risk Management, Communication, and Client Satisfaction.

**Aggregate Project Health:** A pie chart titled "Aggregate Project Health" showing the distribution of project health across three categories: Good (12.79%), Transitional (21.31%), and At-Risk (65.90%).

**Regions:** A table showing the percentage of projects in each region: West (40%), MidAmerica (50%), MidAtlantic (50%), Northeast (50%), and Southeast (50%).

**Business Lines:** A table showing the percentage of projects in each business line: Water (50%), Facilities (50%), and Construction Services (50%).

**My Projects:** A table showing the percentage of projects assigned to two roles: Project Principal (50%) and Project Manager (50%).

**Table Note:** "Table represents historical values over past 12 months".

**SCROLL DOWN**

## VIII. WEB DESIGNS

Most of the websites I've designed for my previous employer require login credentials. I am involved in the full life-cycle of web development for both my present and past employers. Here's a sample website I created where I was the User Experience Designer, Web Coder, and assisted with the database management. Additional web designs can be found on my website: [www.CandraCook.com](http://www.CandraCook.com)

[www.CFOandControllerAlert.com](http://www.CFOandControllerAlert.com)

The screenshot shows the homepage of the CFO & Controller Alert website. The header features the site's name in a large, stylized font with a red and white color scheme. A navigation bar below the header includes links for HOME, CASH FLOW, LEGAL, SUCCESS STORIES, MANAGEMENT, and LATEST NEWS. The main content area has a yellow banner at the top reading "NEWS YOU CAN ACT ON". Below this, a news article titled "IRS issues final repair regs: 3 ways you can capitalize" is displayed, accompanied by a toolbox icon. To the right of the news article is a sidebar titled "Other Top Stories" with a brief summary of IRS regulations. Further down the page are several columns of articles under various categories: Cash Flow, Success Stories, Managing People, Legal, Banking, Benefits, A/P, A/R, Payroll, Lighter Side, Tech, and Economic Outlook. Each category has a small icon next to its title. On the right side of the page, there are two prominent boxes: one for "Compliance Countdown" showing 31 days until W-2s are due on January 31, 2014, with a digital clock-style timer; and another for "Healthcare Update" with a green checkmark icon. At the bottom right, there is a "Financial" section featuring a chart and a table of world indices from Investing.com. The footer contains a "Compliance Check" section with a checklist icon and a "Money Savers" section with a stack of coins icon.

Meet The Editors About Us Contact Us My Account

Search Site... SEARCH

HOME CASH FLOW LEGAL SUCCESS STORIES MANAGEMENT LATEST NEWS

► NEWS YOU CAN ACT ON

**IRS issues final repair regs: 3 ways you can capitalize**

No time to lose! Changes kick in Jan. 1. Well that certainly took long enough! IRS just released its much-awaited final regs on tangible property repairs to replace the temporary regs put in place back in Dec. 2011.

And while the Taxman took its sweet old time, you won't have the same luxury if your company wants to take advantage. The new regs take effect Jan. 1, 2014... [Read More](#)

► Their forecasts are off by a mile: Could you be at risk?  
► IRS Issues rules on healthcare reporting regis  
► Every office has one – this one cost firm \$1.2M in fines  
► Preview: What T&E will look like in 2014

[More Top Stories ▶](#)

**Cash Flow**

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[See More](#)

**Success Stories**

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[See More](#)

**Managing People**

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**Legal**

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**Banking**

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**Benefits**

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**A/P**

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**A/R**

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[See More](#)

**Payroll**

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[See More](#)

**Lighter Side**

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**Tech**

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**Economic Outlook**

• Lorem ipsum dolor sit

**Compliance Countdown** 31

W-2s to employees  
January 31, 2014

07 MONTHS 08 DAYS 13 HOURS 31 MINUTES 22 SECONDS

**Healthcare Update**

The latest developments in the ever-shifting healthcare landscape

► Flu shots: Mandate or just encourage?  
► Does your first Obamacare notice contain all the required info?  
► Is this part of your wellness plan?

[See More](#)

**Financial**

Investing.com

Symbol (CFDs)	Last	Chg.	Chg. %
Dow 30	15,691.50	97.52	0.63%
S&P 500	1,763.40	16.24	0.93%
Nasdaq 100	3,356.40	34.99	1.05%
SmallCap 2000	1,095.65	16.56	1.53%
S&P/TSX	13,387.98	93.76	0.71%
Bovespa	52,248.86	-491.93	-0.93%
DAX	9,078.28	-2.75	-0.03%

Live World Indices are powered by [Investing.com](#)

**Compliance Check**

Use this update to stay on top of financial regulations from the state and IRS.

► Does your first Obamacare notice contain all the required info?  
► Work it out: Keeping your on-site gym tax-free to employees  
► Employee awards: What's deductible, what's not

[See More](#)

**Money Savers**

Check here for new strategies focused on creating sustained savings

► No-cost, low-effort ways to lower your company's energy bills this winter  
► For instant savings, unplug this

## IX. 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



**Dear Valued Subscriber,**

We made you a promise to be the most essential source of information to help you do your job better. Your answers to the enclosed survey will help us improve the print newsletter and the website and hopefully help you and our other subscribers be even more effective.

Please know that I'm very appreciative of your time. We absolutely read each and every response and apply them in the most appropriate way.

Again, thank you very much for your help and for being a loyal subscriber.

[TAKE SURVEY](#)

Sincerely,

  
Fred Hosier  
and The Safety  
Compliance Alert Team

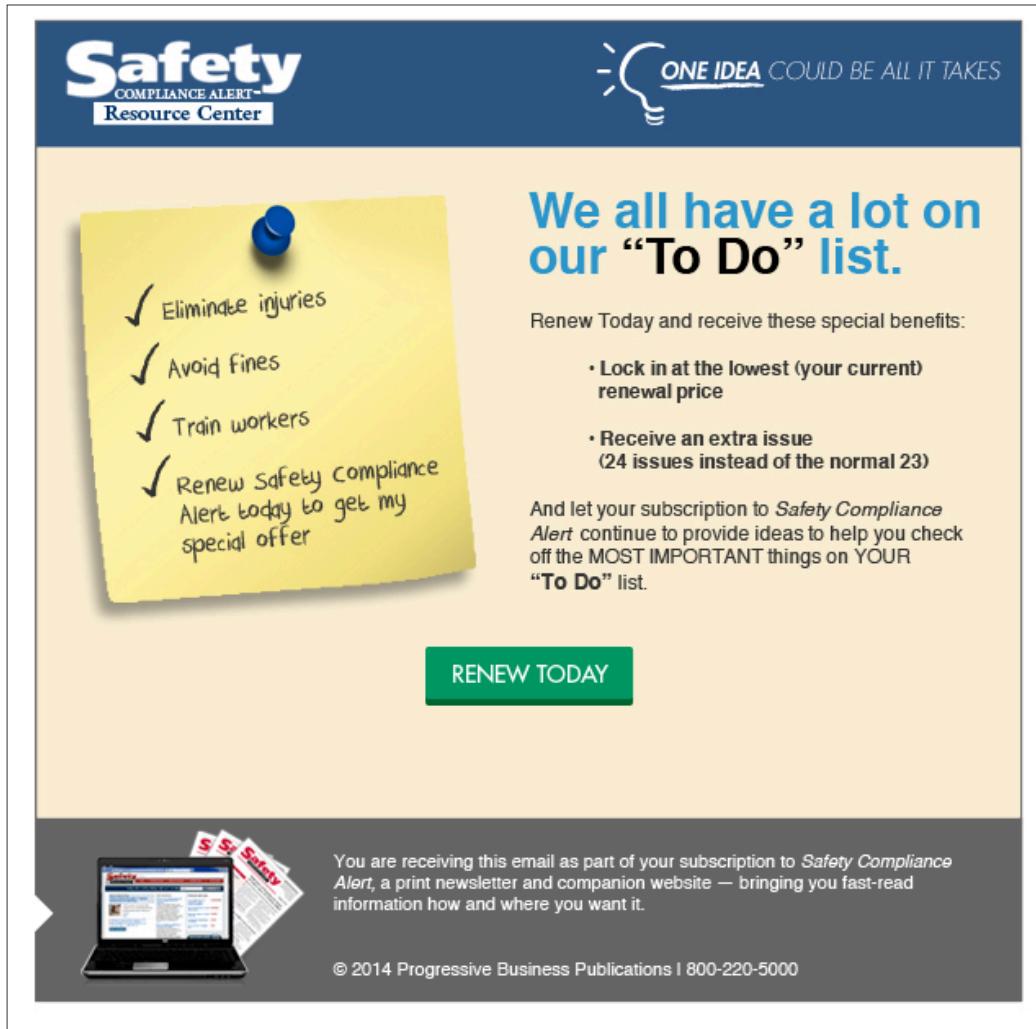


You are receiving this email as part of your subscription to *Safety Compliance Alert*, a print newsletter and companion website — bringing you fast-read information how and where you want it.

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## IX. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

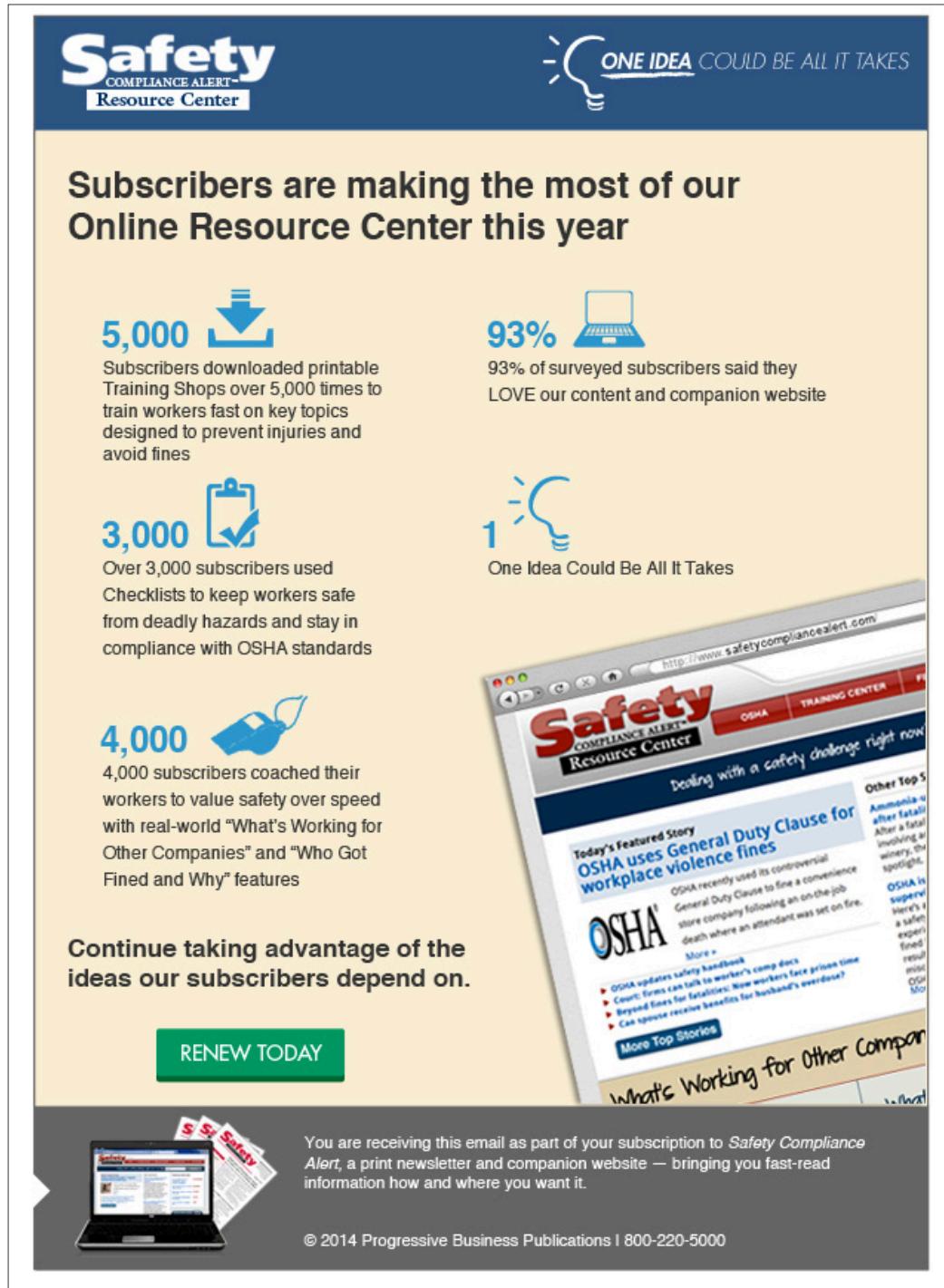
### Sample 2



The email features a blue header bar with the "Safety COMPLIANCE ALERT Resource Center" logo and a lightbulb icon with the tagline "ONE IDEA COULD BE ALL IT TAKES". The main content area has a yellow background. On the left, there's a yellow sticky note pinned with a blue pushpin, containing a bulleted list: "✓ Eliminate injuries", "✓ Avoid fines", "✓ Train workers", and "✓ Renew Safety compliance Alert today to get my special offer". To the right, the headline "We all have a lot on our ‘To Do’ list." is displayed in blue and black text. Below it, a sub-headline reads "Renew Today and receive these special benefits:" followed by two bullet points: "• Lock in at the lowest (your current) renewal price" and "• Receive an extra issue (24 issues instead of the normal 23)". Further down, another sub-headline says "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." A green "RENEW TODAY" button is centered below these sections. At the bottom, there's a dark grey footer bar showing a laptop displaying the newsletter website and a printed copy of the newsletter next to it, with the text "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." and the copyright notice "© 2014 Progressive Business Publications | 800-220-5000".

## IX. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

### Sample 3



The image shows a renewal email from Safety Resource Center. The header features the "Safety COMPLIANCE ALERT Resource Center" logo and a slogan "ONE IDEA COULD BE ALL IT TAKES" with a lightbulb icon. The main content highlights subscriber statistics: 5,000 downloads of Training Shops, 93% satisfaction with the website, 3,000 users of Checklists, and 4,000 users of "What's Working" and "Who Got Fined" features. A call-to-action button says "RENEW TODAY". Below the main content is a screenshot of the Safety Resource Center website showing news articles and navigation links like "OSHA", "TRAINING CENTER", and "Other Top 5". A sidebar on the left shows a laptop displaying the website.

**Subscribers are making the most of our Online Resource Center this year**

**5,000**  Subscribers downloaded printable Training Shops over 5,000 times to train workers fast on key topics designed to prevent injuries and avoid fines

**93%**  93% of surveyed subscribers said they LOVE our content and companion website

**3,000**  Over 3,000 subscribers used Checklists to keep workers safe from deadly hazards and stay in compliance with OSHA standards

**4,000**  4,000 subscribers coached their workers to value safety over speed with real-world "What's Working for Other Companies" and "Who Got Fined and Why" features

**Continue taking advantage of the ideas our subscribers depend on.**

**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.

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## IX. CUSTOMER JOURNEY (PRINT/EMAIL RENEWALS)

### Sample 4

**Safety**  
COMPLIANCE ALERT™  
Resource Center

### YOUR FEEDBACK IS GREATLY APPRECIATED

If you prefer filling out the survey online, visit [www.surveymonkey.com/s/SCAsubscriber](http://www.surveymonkey.com/s/SCAsubscriber)

Image of Fred and team on Forklift

Dear Valued Subscriber,

We made you a promise to be the most essential source of information to help you do your job better. Your answers to the enclosed survey will help us improve the print newsletter and the website and hopefully help you and our other subscribers be even more effective.

Please know that I'm very appreciative of your time. We absolutely read each and every response and apply them in the most appropriate way.

Again, thank you very much for your help and for being a loyal subscriber.

Sincerely,



Fred Hosier & The Safety Compliance Alert Team

#### SAFETY COMPLIANCE ALERT SUBSCRIBER SURVEY

1. How often do you read your Safety Compliance Alert newsletter?

- Right away! I can't wait for my new issue to come
- I get around to every issue sooner or later
- Only when a headline catches my interest
- I rarely have time to read the print newsletter

2. How often do you visit the SafetyComplianceAlert.com website?

- Every day
- Whenever I click one of the stories you email me
- About once a week
- About once a month
- You have a website?

3. Which of the following best describes how you visit SafetyComplianceAlert.com?

- I read the article that brought me there and then leave
- I read the article and at least one other thing
- I browse around and check out whatever catches my eye
- I go to the home page and start from there
- I don't visit the website

4. Are you receiving the "e-newsletters" (emails that feature top stories, breaking news, and links to the website)?

- Yes, and I often click the stories in it
- Yes, but I usually ignore it
- No, I don't get those emails\*

\*If you are not receiving the e-mails and would like to be added, please provide your e-mail address below:

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5. Which of the following features are the most useful?  
(Rank each, with 1 being not useful and 5 being your most useful)

\_\_\_\_ Featured Story or Latest OSHA News  
\_\_\_\_ Safety Regulations Update  
\_\_\_\_ Safety Training Center (training shops, checklists, powerpoints, quizzes)  
\_\_\_\_ Sharpen Your Judgment (eg, Guess the Outcome)  
\_\_\_\_ Trends to Watch  
\_\_\_\_ The Lighter Side  
\_\_\_\_ What's Working for Other Companies  
\_\_\_\_ Who Got Fined and Why

See Reverse Side

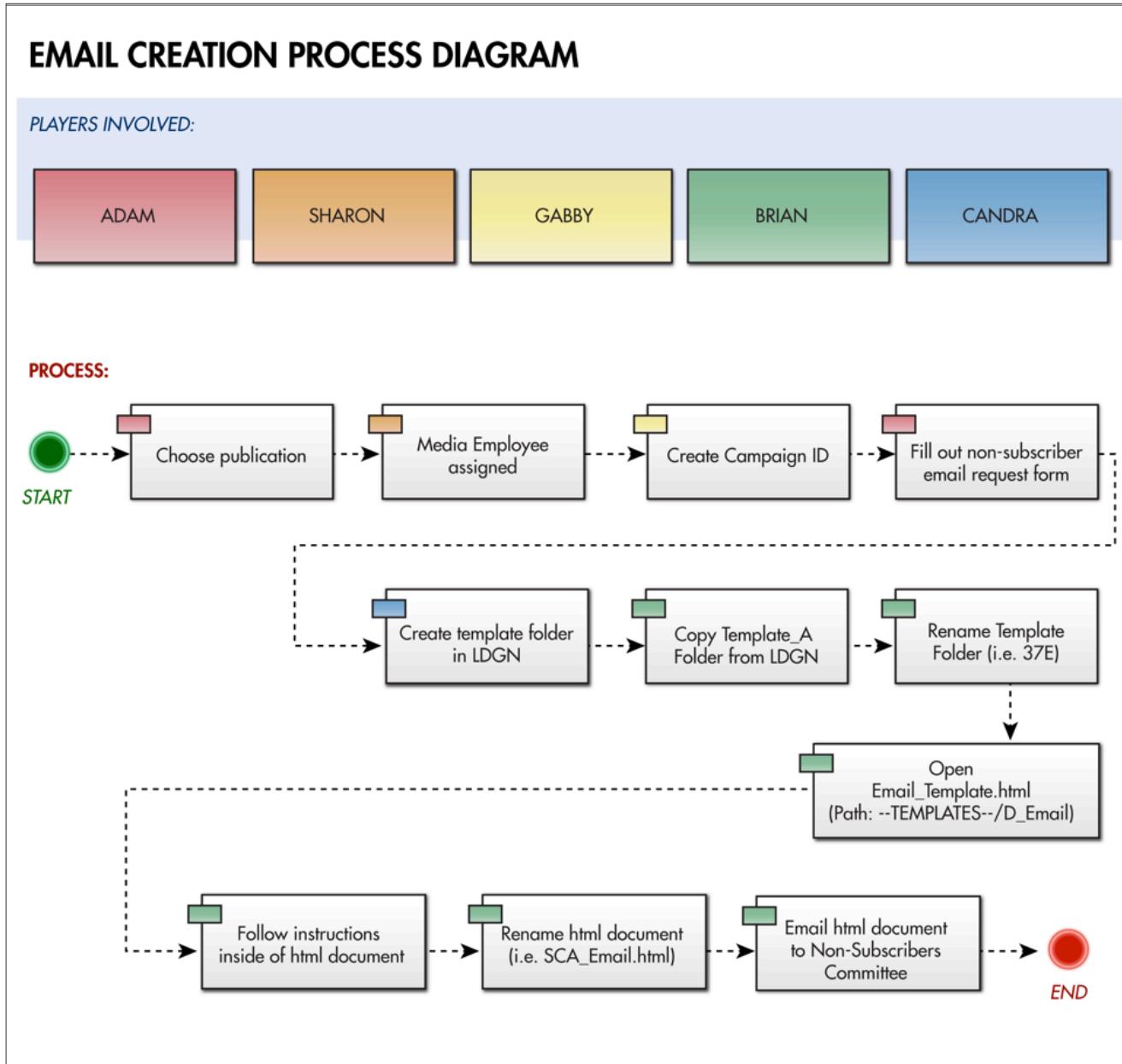
370 Technology Drive • P.O. Box 3019 • Malvern, PA 19355

 ONE IDEA COULD BE ALL IT TAKES

## X. PROCESS MANAGEMENT & FLOW CHARTS

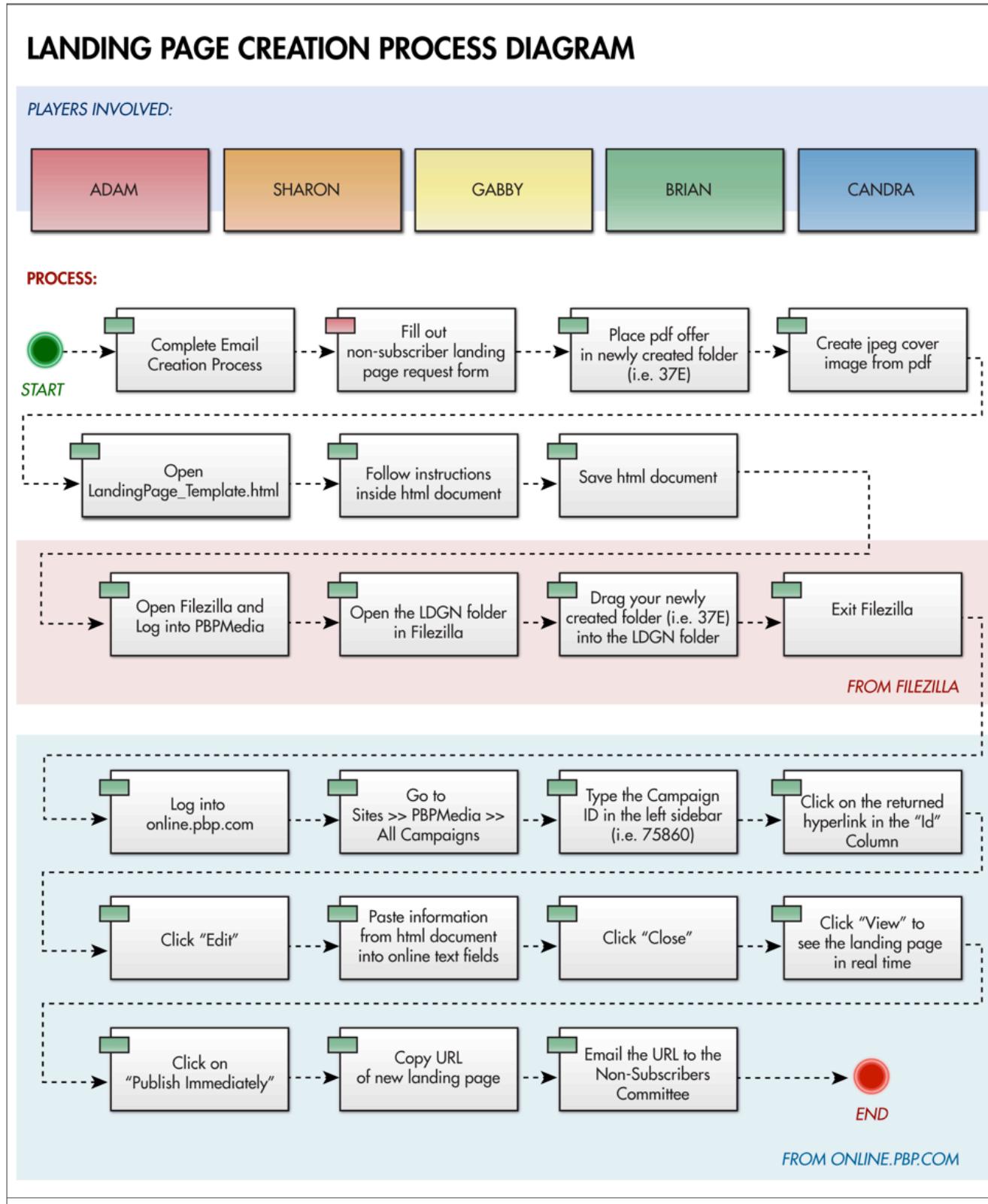
I am involved in quite a bit, albeit design or development. Oftentimes several shareholders would get matrixed into various projects. It can become confusing for new players when having to explain employee-involvement. To prevent confusion, I always create a "play-book" for everyone involved. Each play-book 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



## X. PROCESS MANAGEMENT & FLOW CHARTS

### Sample Process 2



## XI. MISCELLANEOUS PROJECTS

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

### Birthday Flyer



## XI. MISCELLANEOUS PROJECTS

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### Tradeshow Booth Panel



## XI. MISCELLANEOUS PROJECTS

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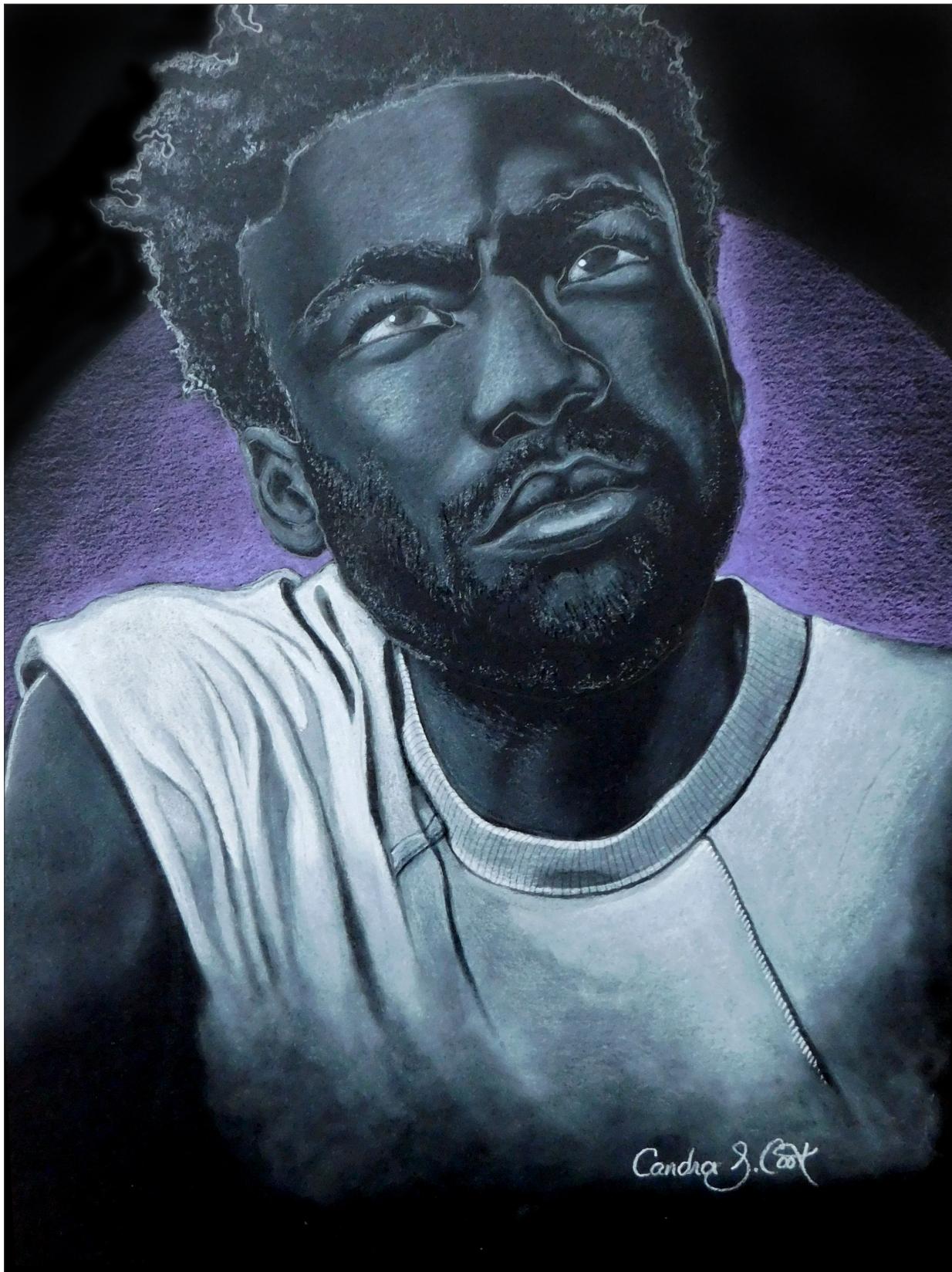
### Logos



## XI. MISCELLANEOUS PROJECTS

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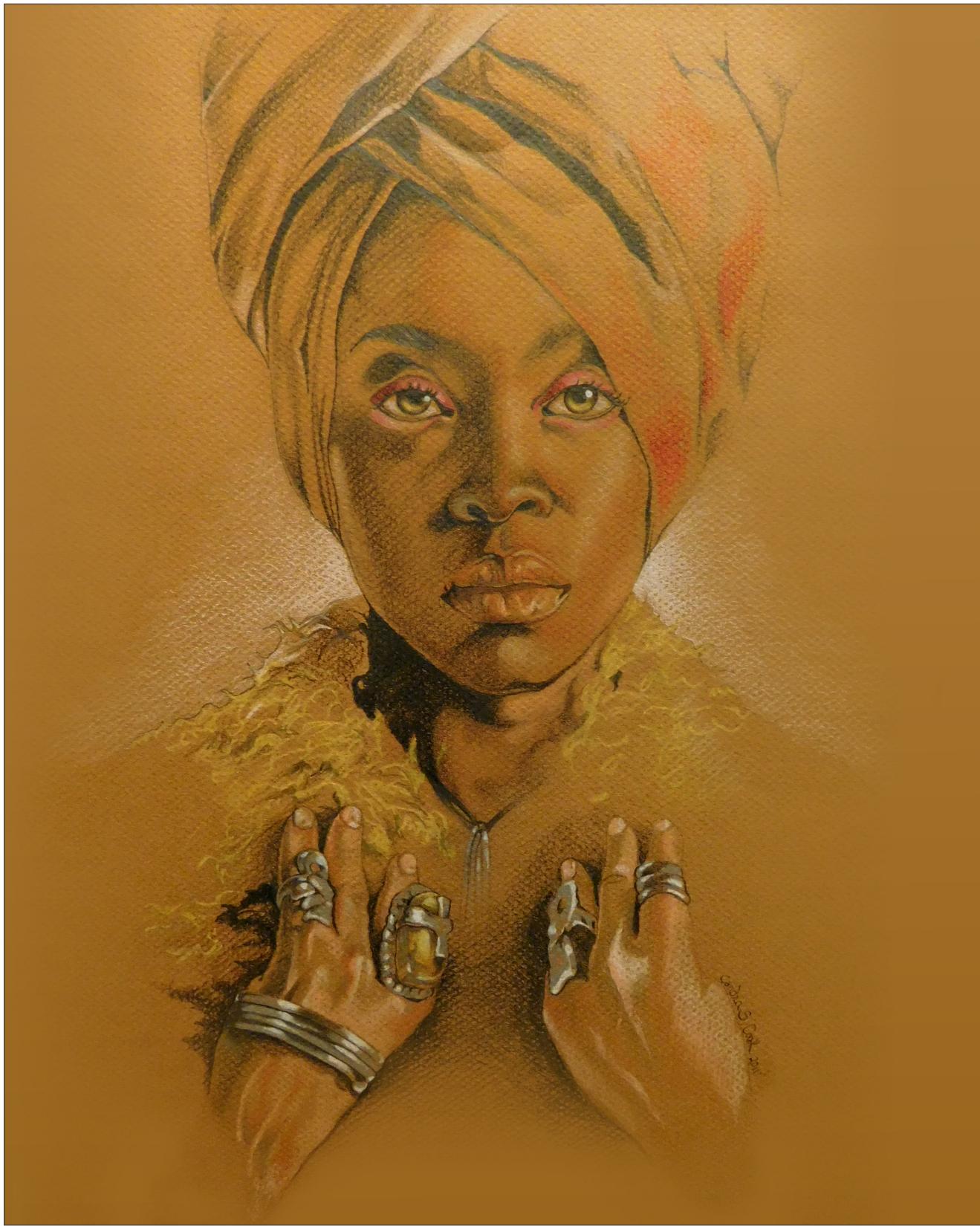
### Drawing (Entertainer, Childish Gambino)



## XI. MISCELLANEOUS PROJECTS

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### Drawing (Singer, Erykah Badu)



## Overview

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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.

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Cell phone: [214.417.0503](tel:214.417.0503)