

PORTFOLIO



Client: Maytag

Role: Project Leader, Designer, Production

Skills: Problem Solving, Creative Thinking, Time Management, Brochure Design, Floor Stand Design, Photoshop, InDesign



Project: In-store Promotions

While at BTI, I have been directly involved in assisting the Maytag brand to educate Home Depot consumers of all available brand products. The key element of this advertising campaign was a series of product driven brochures as well as its unique floor display.

I was responsible for the concept, design development and production of the brochure series including data base driven information spreads.