

ECRM BASEBALL CARDS

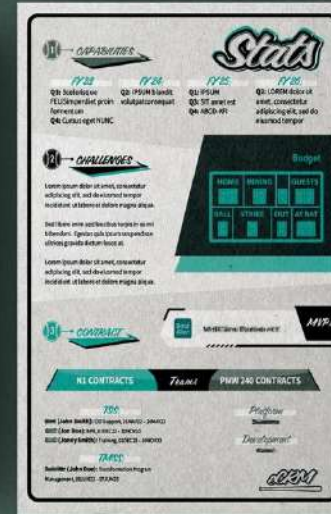
GRAPHIC DESIGN

Designed an informational card to encapsulate the essence of eCRM (Enterprise Customer Relationship Management) - the Navy's round-the-clock transactional interface providing HR support and services to recruits, Sailors, and their families.

The challenge was to distill the core details about eCRM — addressing the Who, What, When, Where, and Why — in an engaging and easily digestible format for stakeholders. Inspired by the client's suggestion, Austin transformed this information into a baseball card format, crafting multiple designs from which the client could choose the best fit.

Client: N16, MyNavyHR

Booz Allen Hamilton and Client proprietary and confidential



NAVY SAILOR PERSONA PROFILES

HUMAN-CENTERED DESIGN, VISUAL DESIGN STRATEGY

During this project, the team engaged with Navy Sailors, gathering insights through interviews and surveys about their experiences with the Navy Help Desk.

Analyzing their responses, Austin crafted persona profiles that encapsulated the prevailing challenges and sentiments of Sailors across different roles.

These personas gave his team and stakeholders a clear, digestible understanding of the Sailors' primary needs, guiding our solutions.

Client: N16, MyNavyHR

Booz Allen Hamilton and Client proprietary and confidential





PROPOSAL COVER REDESIGN

VISUAL DESIGN, BRANDING

Redesigned the portfolio cover used by the admin team for contract bidding, transforming it from a bland, outdated design into a visually compelling representation of our impactful work in the Navy sector.

The original cover lacked personality and failed to communicate the strength and significance of our contributions. I aimed to create a design that showcased Navy service members in action and aligned seamlessly with Booz Allen's brand identity.

The result was a modern, professional cover that visually reinforces the connection between our proposals and the missions they support—offering both a striking first impression and a cohesive brand presence.

Client: N16, Booz Allen Hamilton

Booz Allen Hamilton and Client proprietary and confidential



NAVY-N16_(DoD)

VISUAL DESIGN STRATEGY

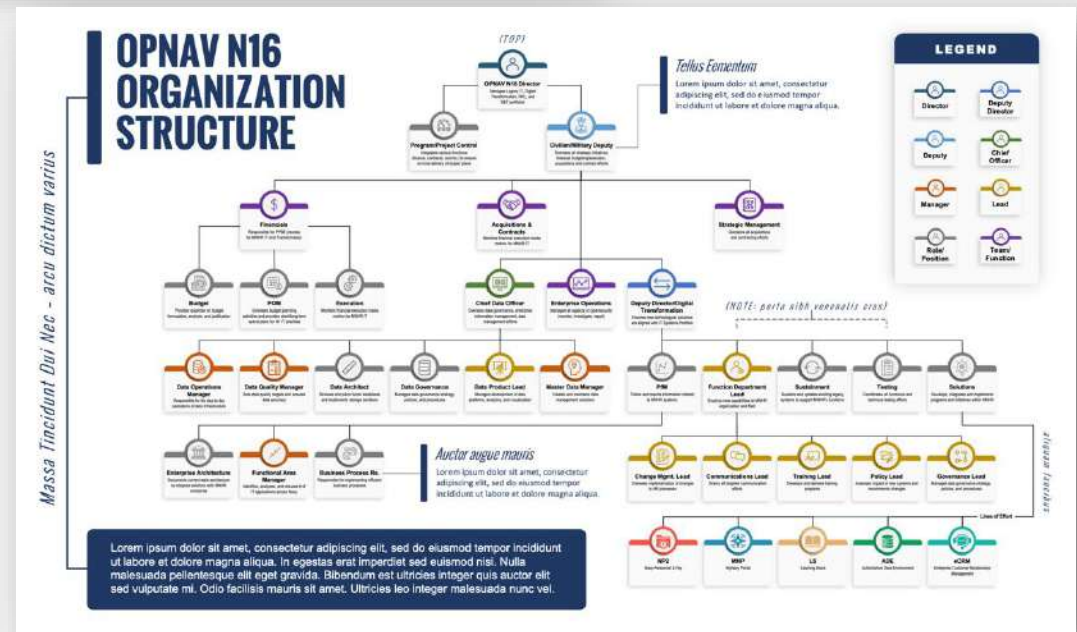
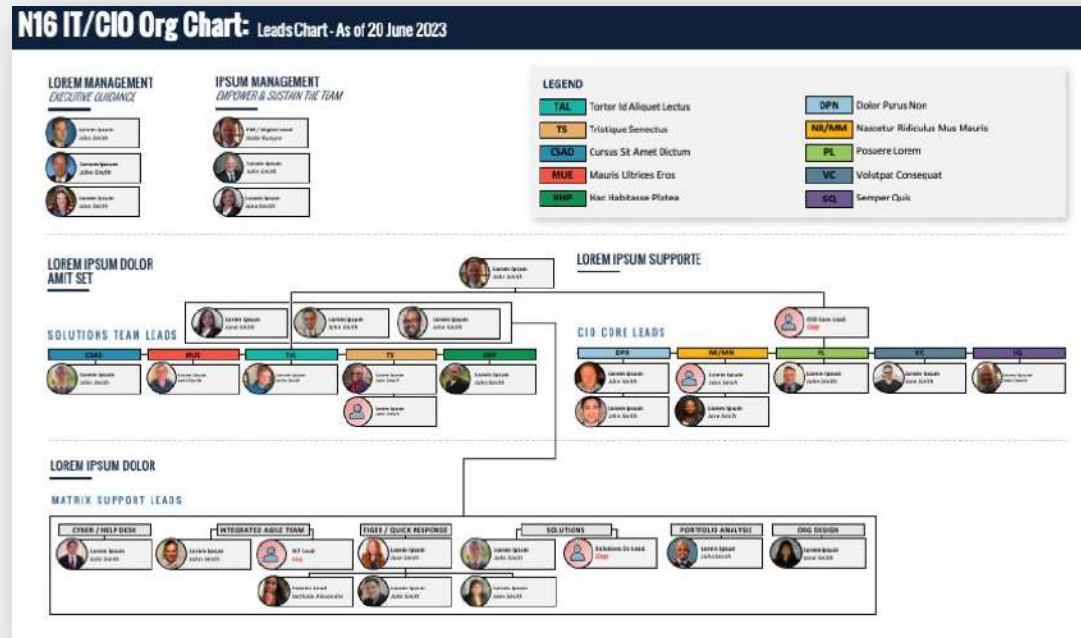
For the "Org Charts" project, Austin navigated the intricate hierarchy of the OPNAV/N16 Contracts, which comprised multiple teams, leads, and crucial stakeholders.

Recognizing the necessity for clear visual representations, he created, maintained, and updated various organizational charts spanning from administrative roles to leadership positions.

These charts were intuitive guides, enabling my team and pivotal stakeholders to swiftly grasp the organization's structure, functions, and relationships.

Client: N16, DoD

Booz Allen Hamilton and Client proprietary and confidential



NAVY (DoD)

PRODUCT TIMELINES

VISUAL DESIGN STRATEGY

Periodically assigned to develop timeline visual graphics for various projects under the contract, illustrating its extensive past and prospective future. The goal was to give stakeholders a clear and comprehensive insight into the lifecycle and progression of particular projects.

In Timelines 1 and 3, he delineated the chronological evolution and future directions of different contract projects. Specifically, in Timeline 1, he used A.I. imaging software to create visuals corresponding to significant events. Conversely, Timeline 2 featured a Horizon Model Map, constructed from data and insights collected from interviews with Navy Sailors. This map aimed to depict a consolidated growth strategy timeline, accurately forecast R.O.I. timelines, and reinforce communication and alignment in portfolio management among stakeholders.

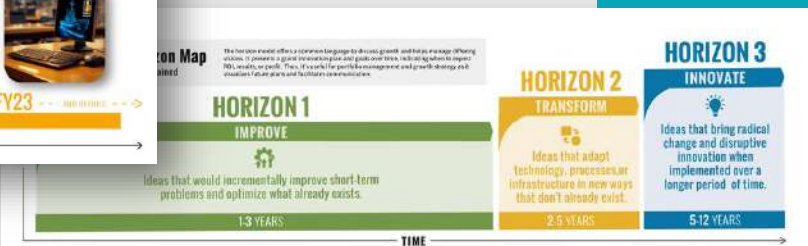
Client: N16, Navy

Booz Allen Hamilton and Client proprietary and confidential

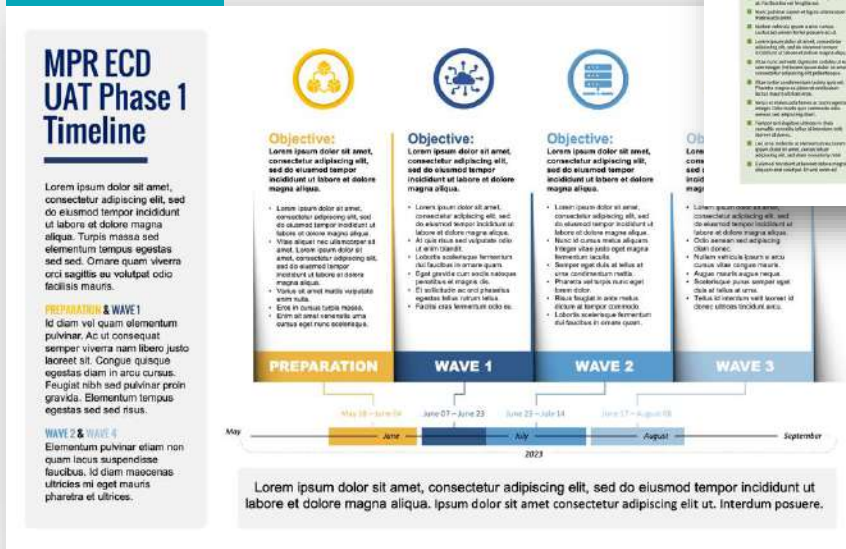
Timeline Sample 1.



Timeline Sample 2.



Timeline Sample 3.



NAVY_(DoD)

DATA VISUALIZATION

VISUAL DESIGN STRATEGY

Applying his visual communication expertise, Austin converted complex data from the client into clear, effective graphics, streamlining stakeholder decision-making. The key deliverables included:

A system implementation map outlining current and alternative environments, focusing on geographic impacts.

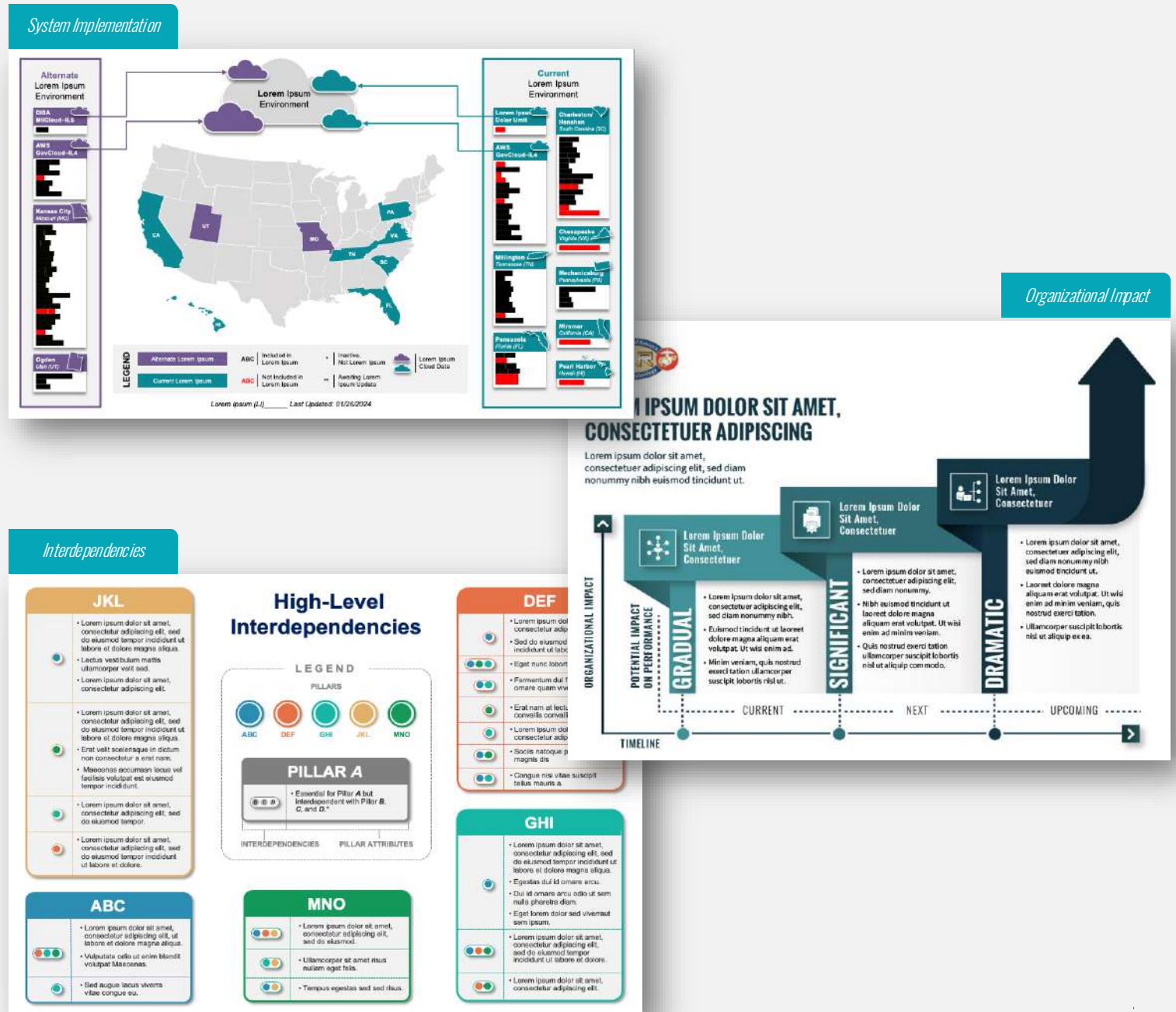
An organizational impact graphic showing process effects over time, illustrating dynamic changes.

An interdependency illustration highlighting how individual systems interact within a larger framework.

These graphics were crucial for effectively conveying essential information, significantly enhancing stakeholder understanding and engagement in the project.

Client: N16, Navy

Booz Allen Hamilton and Client proprietary and confidential





PUBLIC POLICY

BRANDING, MARKETING

For the National Industries for the Blind's Public Policy Forum, Austin designed a logo and promotional materials that enhanced visibility for this annual event, where employees who are blind advocate in Washington, D.C.

Additionally, he created six digital ads supporting NIB's Advocacy and DEI efforts to promote employment for individuals who are blind. These materials were crucial in highlighting NIB's commitment to empowerment and inclusion.



Client: National Industries for the Blind

Booz Allen Hamilton and Client proprietary and confidential

FLYERS

BRANDING, MARKETING

Additional work for National Industries for the Blind included marketing flyers, such as a redesign of their Fact Sheet Slick, which provides a one-page summary of the organization's impact with stats.

Other flyers include one promoting Section 508 Accessibility Training Courses for Department of Commerce Employees and a Warfighter flyer handout detailing some of the military textile products made by the people NIB helped employ.

85 YEARS NIB

Championing Employment

National Industries for the Blind and its nationwide network of associated nonprofit agencies are the nation's largest employer of people who are blind.

2023 BY THE NUMBERS

- 5,200+** people who are blind employed
- \$807 MILLION+** in annual revenue
- 476** veterans employed
- Nearly 100** associated nonprofit agencies across the country
- 160+** on military and federal government facilities
- 7,000+ Products** — including —
- 4,000+ SKILCRAFT® Products**
- 501(C)(3)** nonprofit organization and AbilityOne® Program central nonprofit agency

NIB.org 3000 Potomac Avenue Alexandria, VA 22305 SKILCRAFT® is a registered trademark owned and licensed by National Industries for the Blind.

NIB
NATIONAL INDUSTRIES FOR THE BLIND

Procure With Purpose

By procuring quality products and services through NIB, an AbilityOne® Authorized Enterprise, you provide meaningful employment for people who are blind, including our nation's veterans.

SKILCRAFT NIB PRODUCT & SERVICE OFFERINGS

- Product Lines**
 - Office Supplies
 - Janitorial and Sanitation
 - Maintenance, Repair, and Operating Supplies
 - Textiles
 - Niche (Tactical, Medical/Surgical, and Custom Solutions)
- Services**
 - Call Center Operations
 - Contract Management
 - Supply Chain Management
 - Section 508 Assurance
 - Administrative Support
 - Information Assurance
 - Records Management and Digitization/Scanning
- Manufacturing Capabilities**
 - Kitting, Packaging, and Assembly
 - Sewing, Design, and Custom Fabrication
 - Precision Machining
 - Plastics and Injection Molding
 - Chemical Blending and Filling
 - Dried Food Blending and Filling
 - Laser Cutting

NIB NAICS CODES

AbilityOne PROGRAM

Federal mandatory-source purchasing program authorized by the Javits-Wagner-O'Day Act

Offers thousands of quality products and services at fair market prices

Streamlines acquisition and procurement

More than 36,000 people who are blind or have significant disabilities work as part of the AbilityOne Program

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SECTION 508 ACCESSIBILITY Training Courses
For Department of Commerce Employees

85 YEARS NIB
NATIONAL INDUSTRIES FOR THE BLIND

WHAT YOU'LL LEARN

- 508 Compliance Tools**
There is no one-size-fits-all solution for 508 compliance. Learn how to use the tools and resources available to help you meet compliance with Section 508 standards.
- Personal Experiences**
Learn from people with disabilities, who explain common barriers and solutions, and how they can help you better understand the needs of people with disabilities.
- Ask the Experts**
Meet with experts who can answer your questions and help you understand the importance of 508 compliance in your work.

Why is Section 508 important?
Federal agencies are required to comply with the requirements of Section 508 of the Rehabilitation Act, which ensures that information and communication technology is accessible to, and usable by, individuals with disabilities. It is important for all federal contractors to ensure that they are aware of the law and know how to comply with it.

One-Hour Virtual Sessions **APRIL 5, 2024** **APRIL 30, 2024**
Accessible PDF Documents **Accessible Excel Documents**

Register: www.nib.org Registration Ends: March 29, 2024

EQUIPPING THE WARFIGHTER

Warfighter Equipment List:

- Helmet Cover
- Helmet Pads
- Retention Systems
- Frame Shoulder Straps
- Ballistic HAPE Pad
- Army Combat Shirt
- Modular Working T-Shirt
- Rigger Belt
- Ammunition Pouches
- Pouches
- Enhancing Tool
- Enhancing Tool Cover
- MOLE Components
- Container and Container Cap
- Hydration System

AbilityOne PROGRAM



OUR COMMUNITY HOME WEBSITE

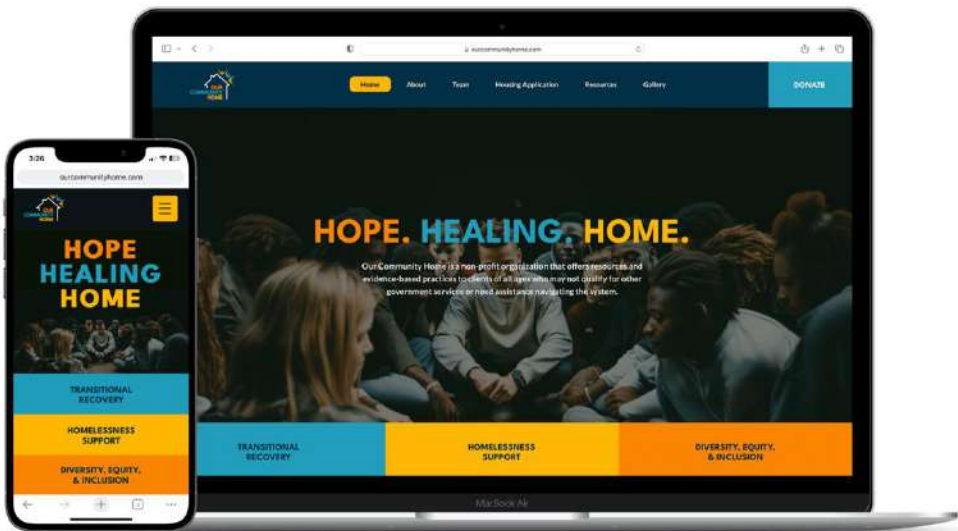
UI/UX DESIGN, SEO, BRANDING

Participating in a skills-based volunteer opportunity through Booz Allen Cares, Austin leveraged his design expertise to empower the non-profit Our Community Home, offering essential resources and evidence-based practices to underserved clients. Beyond addressing their immediate need for social media design and strategy, Austin delved deeper, identifying issues such as an unappealing logo and a website needing UX/UI enhancements and mobile optimization. He provided a comprehensive solution, including social media strategy, logo redesign, brand style guide development, website overhaul, and SEO, resulting in a vibrant brand, a streamlined logo, and a professional website poised to boost engagement and secure future funding for Our Community Home.

[Live Site](#)

Client: Our Community Home

Booz Allen Hamilton and Client proprietary and confidential





BELTWAY INK APP

UI/UX DESIGN, BRANDING, STRATEGY

During my UX Design course with General Assembly, he conceptualized "Beltway Ink" to match tattoo enthusiasts with local artists around the Capital Beltway. He devised user personas and journey maps using user interviews and surveys, bringing the app's structured information architecture to life with wireframes and prototypes. After crafting a coherent visual design emphasizing color, iconography, and typography, he conducted usability tests to refine the user experience. Continuous feedback and analytics drove iterative design enhancements, with tools like Figma, Maze, and Adobe Creative Suite aiding the process.

[Prototype](#)
[Pitch Deck](#)

General Assembly – UX Design Project

Booz Allen Hamilton and Client proprietary and confidential



BELTWAY INK APP CONT.

A. Affinity Map: Visualizes interview insights, grouping similar points to highlight key user pain points such as artist location, waitlist duration, and communication preferences.

B. Journey Map: Illustrates the user's path in seeking a tattoo artist, emphasizing critical pain points.

C. Persona Profile: Crafted from comprehensive interviews and research to represent our primary audience realistically.

D. Feature Prioritization to User Flows: Charts app feature prioritization based on impact and effort. User flows streamline the user journey from app opening to appointment confirmation.

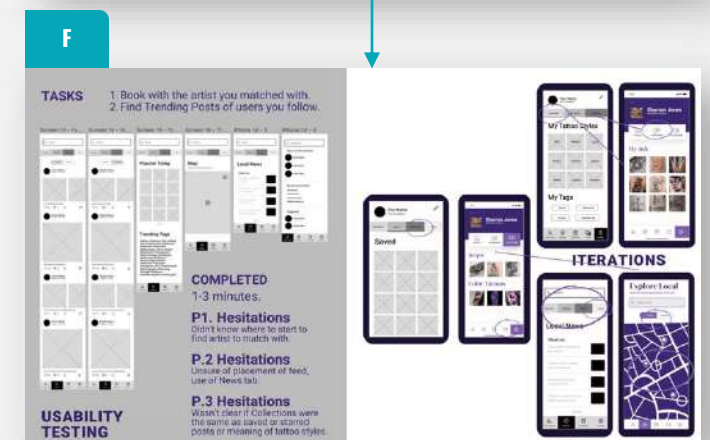
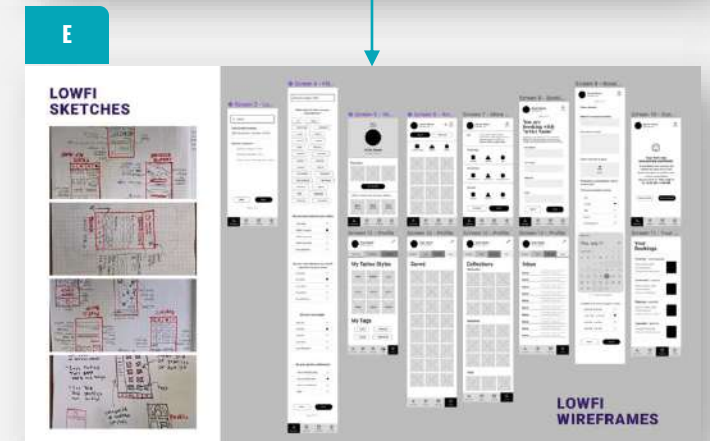
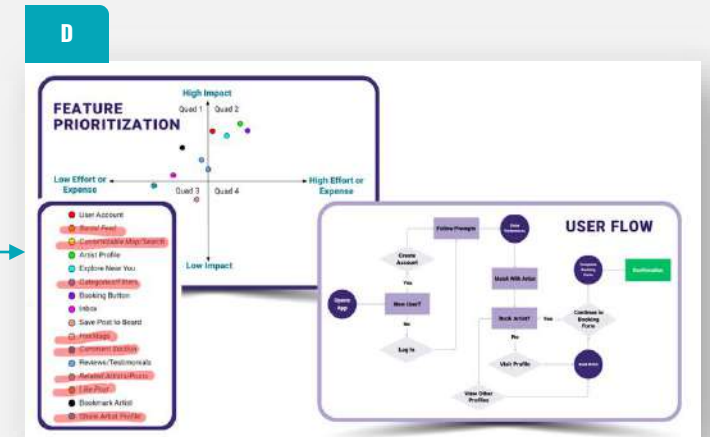
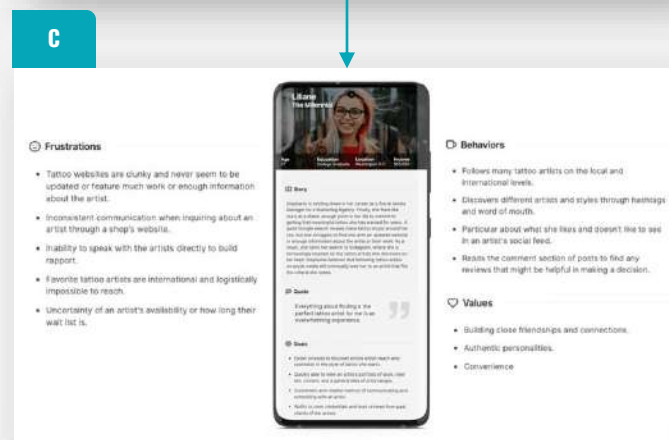
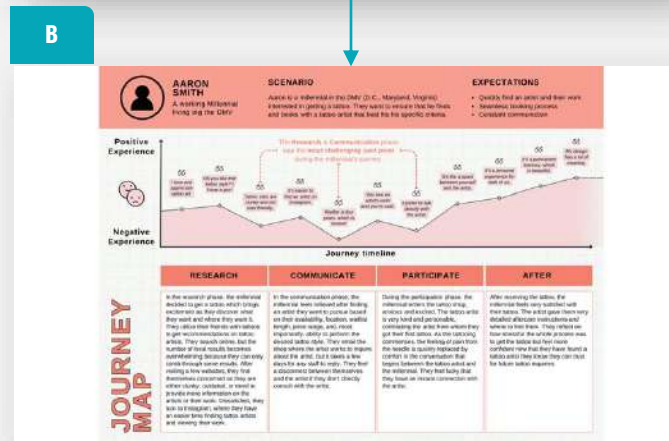
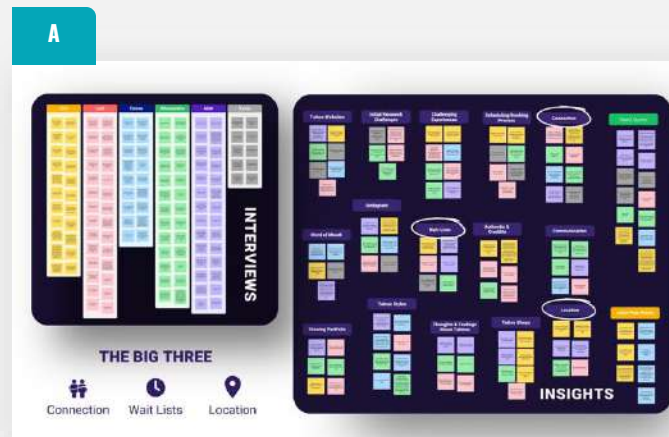
E. LowFi Sketches & Wireframes: Rapid brainstorming yielded low-fidelity sketches and Figma wireframes, forming the app's design foundation.

F. Usability Testing and Iterations: User feedback-driven improvements enhance the app's user-friendliness and effectiveness.

For more, view [Pitch Deck](#)

General Assembly – UX Design Project

Booz Allen Hamilton and Client proprietary and confidential





NOVA CAT CLINIC WEBSITE

UI/UX DESIGN, SEO, COPYWRITING

For Nova Cat Clinic, he spearheaded a digital overhaul of its website, emphasizing enhanced aesthetics and functionality. He implemented a mobile-responsive design catering to the surge in mobile users.

The site's visibility and organic search rankings were notably boosted with SEO-optimized copy. He then integrated custom graphics to fortify the clinic's brand narrative and collaborated closely with the clinic team to ensure tailored content and design solutions.

Beyond the aesthetics, he employed strategic SEO tactics to drive targeted audience engagement. Post-launch, he conducted usability testing, guaranteeing a streamlined user experience.

[Live Site](#)

Client: NOVA Cat Clinic

Booz Allen Hamilton and Client proprietary and confidential





SIGNAL ONE SECURITY WEBSITE

UI/UX DESIGN, SEO, COPYWRITING

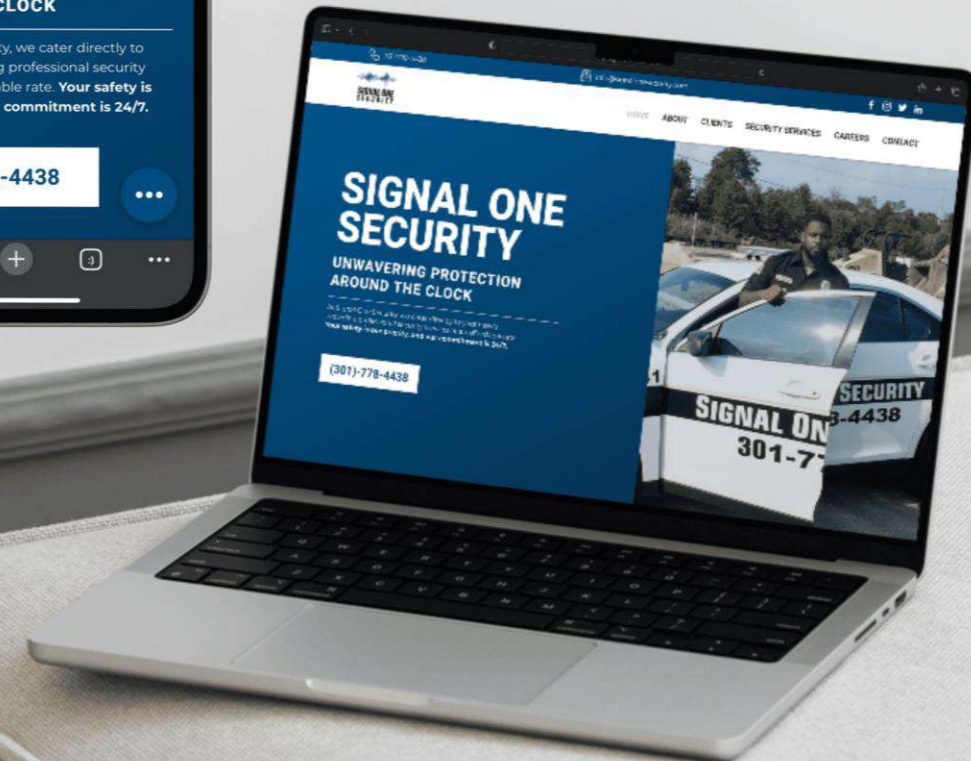
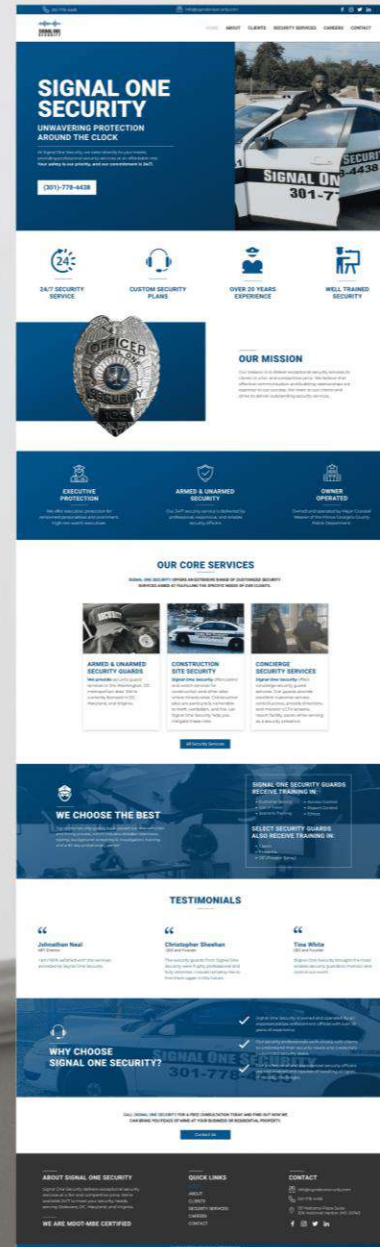
Collaborated with Major Crandall Weaver of the Prince George's County Police Department to enhance their digital presence. The company, founded in April 2018, provides top-tier security services at competitive rates, serving a diverse clientele from CEOs to A-list celebrities.

The primary objective was to revamp their website with current information and authentic imagery, replacing the stock photos from the original site. Additionally, he crafted a comprehensive brand identity to guide their visual representation and digital presence.

[Live Site](#)

Client: Signal One Security

Booz Allen Hamilton and Client proprietary and confidential



CREATIVE VISUAL DESIGN MARKETING

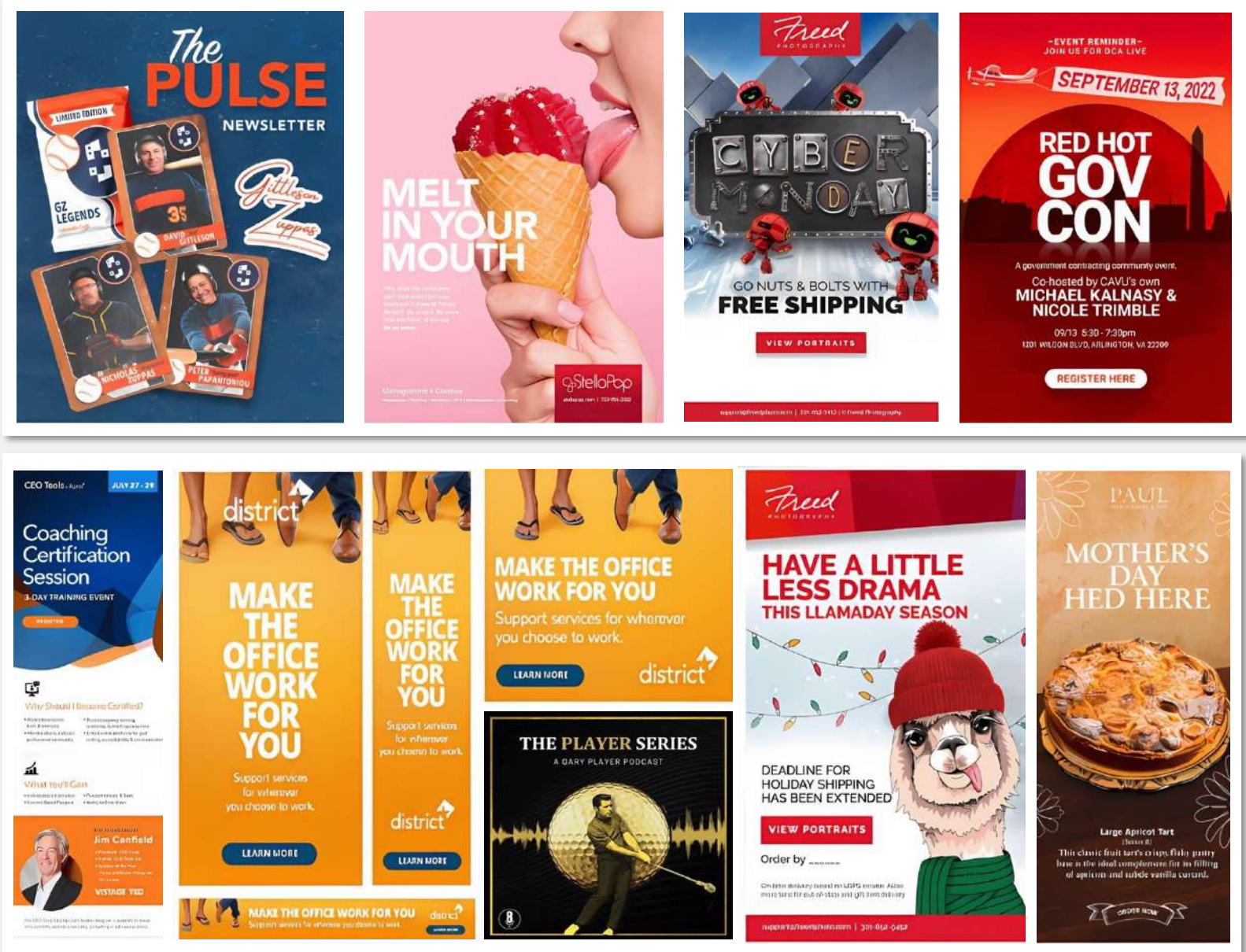
CREATIVE DESIGN, STRATEGY

He has excelled in creating compelling digital marketing materials, including digital ads, social media graphics, and web elements that align with client branding and engage target audiences.

His approach involves deep research and a solid understanding of the digital landscape to deliver designs that captivate and drive engagement. Through close collaboration with clients, he ensures each piece resonates with the brand's identity and effectively reaches viewers.

Featured Clients: StellaPop, Cavu Advisors, Freed Photography, Gittleson Zuppas, CEO Tools, Gary Player, Paul Bakery, District Offices

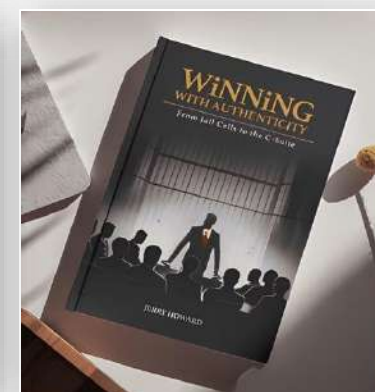
Booz Allen Hamilton and Client proprietary and confidential



PHYSICAL VISUAL DESIGN MARKETING

CREATIVE DESIGN, STRATEGY

His expertise also covers physical design, producing diverse materials such as billboards, vehicle wraps, packaging, book covers, event-branded materials, and merchandise. His designs focus on brand consistency and audience appeal, backed by thorough industry research and client understanding. His collaborative methods ensure that every physical design project reflects and enhances the client's brand, creating impactful visual experiences.



Featured Clients: HACAN, SBR, Sir Nick Faldo, The 8 Side, Good Juu Juu

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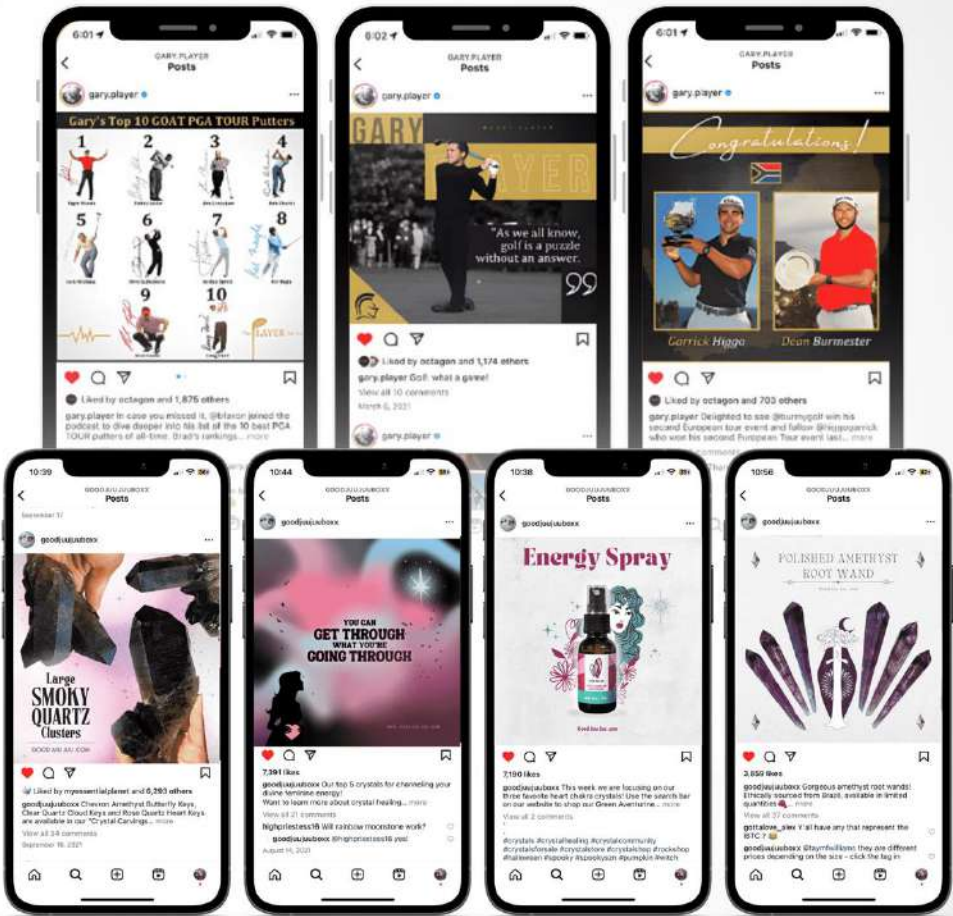
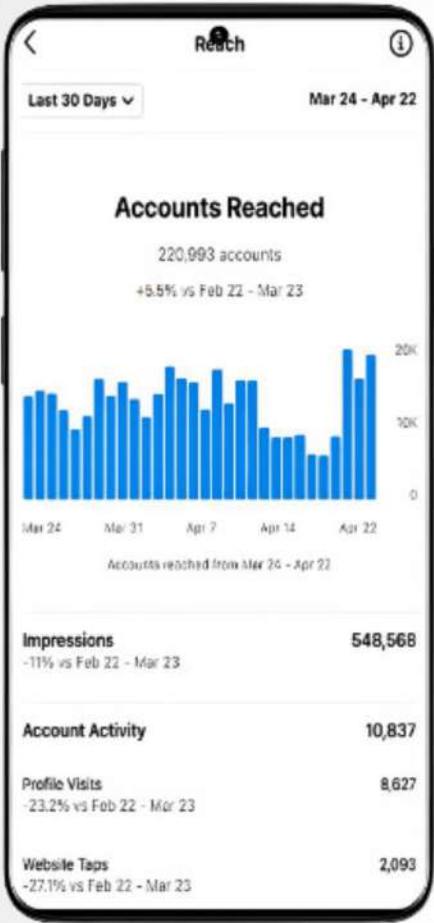
SOCIAL MEDIA MANAGEMENT

CONTENT CREATION, ANALYTICS COPYWRITING, GRAPHIC DESIGN

Social media management is a notable strength in his array of skills. He has collaborated with dozens of clients across diverse industries, meticulously curating their online presence to enhance engagement and reach and bolster the client-customer relationship.

He formulated content strategies, culminating in detailed 30-day content calendars, complemented by creative copywriting and custom graphics tailored to the client's brand. Leveraging platforms like Sprout Social, he scheduled posts and employed social media monitoring tools, enabling him to gauge the impact of each post.

This data-driven approach facilitated continuous refinements, propelling client-audience relationships and engagement to new heights.



Featured Clients: Gary Player, Good Juu Juu

Booz Allen Hamilton and Client proprietary and confidential

PRESENTATION DEVELOPMENT

STRATEGY, CREATIVE DIRECTION

With expertise in presentation development, he crafts compelling narratives. His client decks effectively convey cases to pivotal stakeholders, driving success. In Deck Sample 1, he created a captivating presentation for 'The Firepit Collective,' targeting major networks like the Golf Channel, Discovery Channel, and The Travel Channel. This innovative media venture, rooted in authentic and diverse perspectives, centers on informing, inspiring, and entertaining its audience, akin to campfire storytelling.

In Deck Sample 2, he partnered with CONNECTpreneur to deliver a 3-part Masterclass series educating entrepreneurs and small business owners on vital marketing strategies, all themed around food. His role encompassed slide design, mockups, copywriting, and content strategy, ensuring engagement and comprehension.

[Sample Deck 1](#)
[Sample Deck 2](#), [2.2](#), [2.3](#)

Featured Clients: Firepit Collective, CONNECTpreneur

Booz Allen Hamilton and Client proprietary and confidential

