

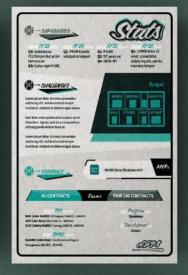
ECRM BASEBALL CARDS

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



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.



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Client: N16, MyNavyHR



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Redesigned the portfolio cover used by the admin team for contract bidding, transforming it from a bland, outdated design into a visually compelling representation of our impactful work in the Navy sector.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

A123-0123-12

IN RESPONSE TO SOLICITATION No.:

B12345-67-C-D891



SUBMITTED TO:

ABCD HIJ Norfolk Philadelphia Office Attn: Firstname Lastname Firstname.lastname.civ@us.navy.mii 123 Street Avenue, Bidg. AB Philadelphia, PA 12345-6789

SUBMITTED BY:

Booz Allen Hamilton 8283 Greensboro Drive McLean, VA 22102

CONTRACTOR INFO

TIN: 12-345678 SAM UEI: ABCD123EFGJH CAGE: 12345

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Firstname Lastname, Contracts Administrator Firstname_lastname@bah.com

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Volume I: Non-Cost Quote

July 10, 2028

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Source Selection Information: See FAR 1.234 and 5.6789

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Booz | Allen | Hamilton*



PROPOSAL COVER REDESIGN

VISUAL DESIGN, FLOW CHART

To support a data visualization tool for military personnel, I designed a one-page information sheet to explain a complex modeling process in a user-friendly format. The goal was to help clients and key stakeholders understand how our team used predictive modeling to address missing data across geographic regions.

The final deliverable broke down the problem, our solution using predictive modeling techniques, the validation process, and additional resources for deeper exploration. To enhance clarity, I also created a custom flowchart illustrating how raw data moves through the model to produce estimated results. The clean, intuitive design and visual aids helped make a highly technical process more digestible for non-technical audiences, improving client understanding and buy-in.

Client: IPPT, Booz Allen Hamilton

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Last Update: February 202X

PROBLEM STATEMENT

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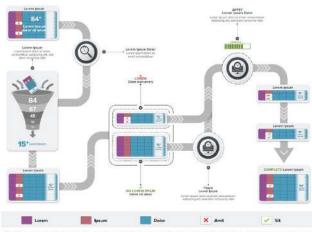


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RESOURCES

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- https://website.org/lorem/lpsum/dolor.htm
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Feature Selection and SequentialFeatureSelector Model:

- https://website.org/forem/ipsum/dolor.html
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NAVY-N16_(DoD)

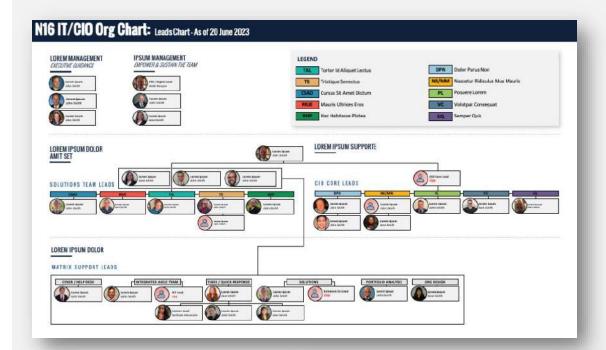
ORGANIZATIONAL CHARTS

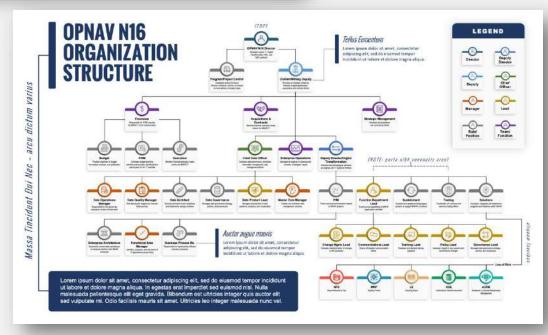
VISUAL DESIGN STRATEGY

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

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.

Timeline Sample 1 MNA & MyNavy Assignment (MNA) Overview -Lorem ipsum dolor sit amet, consectetur adipiscine elit, sed do eiusmod tempor **HOW WE** ncididunt ut labore et dolore magna aliqua. Tortor posuere ac ut consequat. Senectus et netus et malesuada fames ac turnis egestas sed. Viverra accumsan in Americal gurus to exclininary (OFQE) utricos vitus auctor
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 Terter consequat id porta (/***) nisi FUNCTIONALITY ■ ENHANCED CAPABILITIES INCEPTION OF MYNAVY Orci nulto pellentroque di prinsim enim sit ameriveneratio CMSID Re Branded as MNA · mella facilisi etian Timeline Sample 2 **HORIZON 3** INNOVATE HORIZON TIMELINE deas that would incrementally improve short-term longer period of time problems and optimize what already exists. Timeline Sample 3 MPR ECD **UAT Phase 1 Timeline** Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do elusmod tempor incididunt ut labore et dolore magna aliqua. Turpis massa sed elementum tempus egestas hereestum tacada. Sampor egat duka al willus at cons conformation ravida. Phanata setrunja municagal basen dobr. Raus haggat to pata makua alcoure at tempor comencolo. Loborita scelerraque fermenta sul favoltasa in circam quant. sed sed. Omare quam vivi orci sagittis eu volutpat odio & WAVE I ld diam vel quam elementum pulvinar. Ac ut consequat semper viverra nam libero justo lacreet sit. Conque quisque WAVE 1 Feugiat nibh sed pulvinar proin gravida. Elementum tempus egestas sed sed risus. WAYE 2 & WAYE 4 Elementum pulvinar etiam nor quam lacus suspendisse faucibus, id diem maecenas ultricles mi eget mauris Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut pharetra et ultrices. labore et dolore magna aliqua. Ipsum dolor sit amet consectetur adipiscing elit ut. Interdum posuere.

Client: N16, Navy

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:

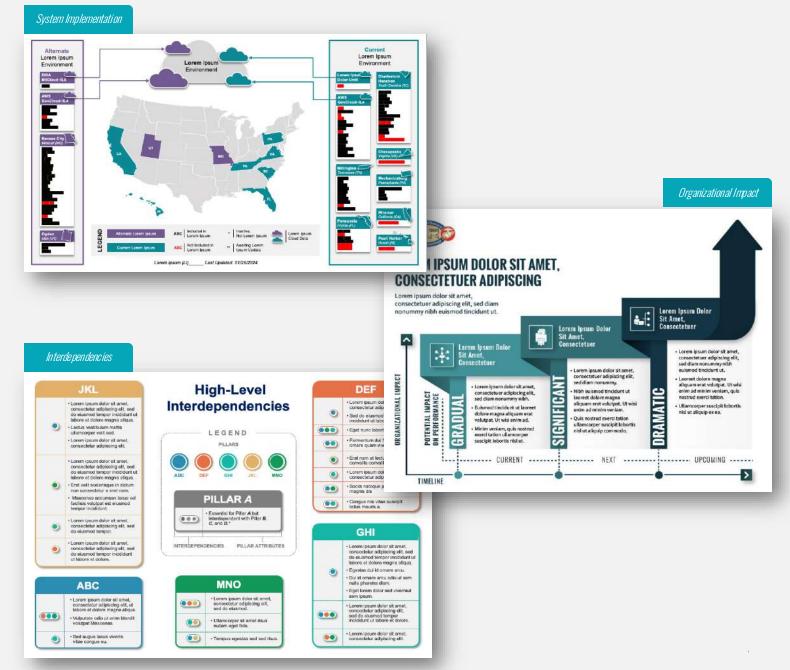
A system implementation map outlining current and alternative environments, focusing on geographic impacts.

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





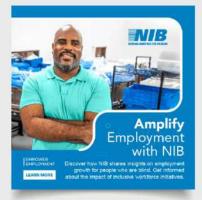
PUBLIC POLICY

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



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.



associated nonprofit

501(C)(3)

nonprofit organization

and AbilityOne® Program

central nonprofit agency

agencies across the country

7,000+

- Including -

4,000+

SKILCRAFT* Products

Products

160 +

NIB.org

Medical/Surgical, and

Custom Solutions

AbilityOne

Federal mandatory-source

authorized by the Javits-

NIB.org

purchasing program

Offers thousands of quality

products and services at

Orled Food Blending and Filling

and procurement

ABILITYONE PROGRAM

are blind or have significant

disabilities work as part of the

SECTION 508

One-Hour Virtual

Documents

Registration Ends: March 29, 2024

ACCESSIBILITY
Training Courses

851 NIB

Client: National Industries for the Blind



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.

<u>Live Site</u>

Client: Our Community Home









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.

<u>Prototype</u> Pitch Deck





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.

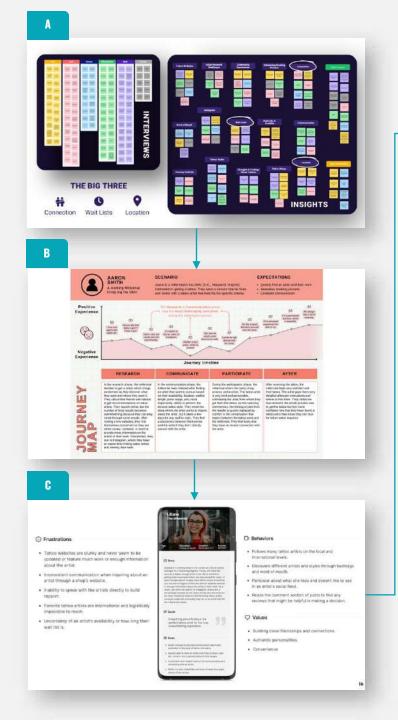
D. Feature Prioritization to User Flows: Charts app feature prioritization based on impact and effort. User flows streamline the user journey from app opening to appointment confirmation.

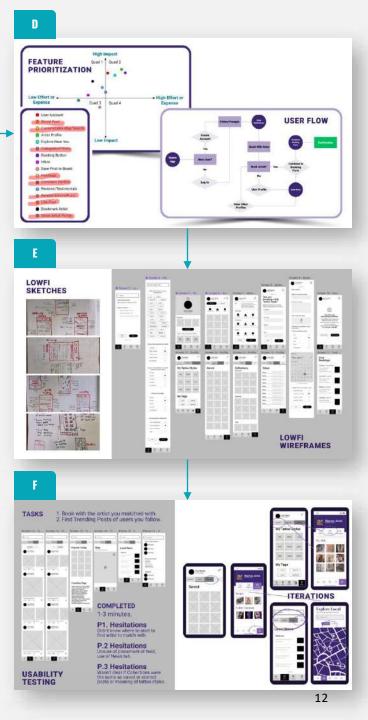
E. LowFi Sketches & Wireframes: Rapid brainstorming yielded low-fidelity sketches and Figma wireframes, forming the app's design foundation.

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







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









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

SIGNAL ONE SECURITY WE CHOOSE THE BEST



Client: Signal One Security

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





















PHYSICAL VISUAL DESIGN MARKETING

CREATIVE DESIGN, STRATEGY

His expertise also covers physical design, producing diverse materials such as billboards, vehicle wraps, packaging, book covers, eventbranded 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

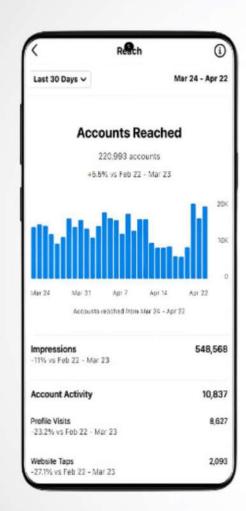
SOCIAL MEDIA MANAGEMENT

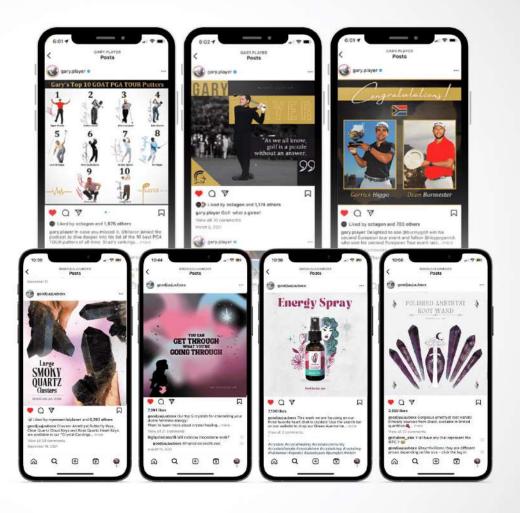
CONTENT CREATION, ANALYTICS COPYWRITING, GRAPHIC DESIGN

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

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









2.2



2.3

