



CREATIVE SERVICES GUIDE

LET'S TALK CREATIVE!

WWW.WEKIRTLEY.COM | WEKIRTLEY@WEKIRTLEY.COM

UX/WEB DESIGN

SEE CASE STUDY

I create custom websites and user experiences that will set your company or project apart from the competition. Along with the creation of **innovative and intuitive UI/UX interfaces**, I will create an engaging and memorable on-line presence that is **visually compelling and impactful**.

Services Provided: UX & Web Development | Creative Direction | Campaign Development | Wireframing | Project Management | Photography Direction



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BRAND DEVELOPMENT

SEE CASE STUDY

Your brand is your company's image and personality. I can help you design and establish your brand and its presence in print, web and video. It's important that you quickly engage and compel your target audience, so telling **your brand story is an important part of your on-line presence** in today's digital landscape.

Services Provided: Graphic & Logo Design | Campaign Development
| Pre-Press Management | Project Management | Brand Standards
| Digital Illustration | Brand Story and Mission Development



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GRAPHIC DESIGN

SEE CASE STUDY

Whether it's a logo, brochure, or any other type of graphic design project, **I have the technical and creative skills to get the job done right**, on budget, and on target. I use only the latest digital applications to **create an efficient design and production process.**

Let's Talk Creative about your next project!

Services Provided: Graphic & Logo Design | Visual Development
| Art Direction | Project Management | Packaging Design
| Digital Illustration | Pre-Press Production | Photo Selection



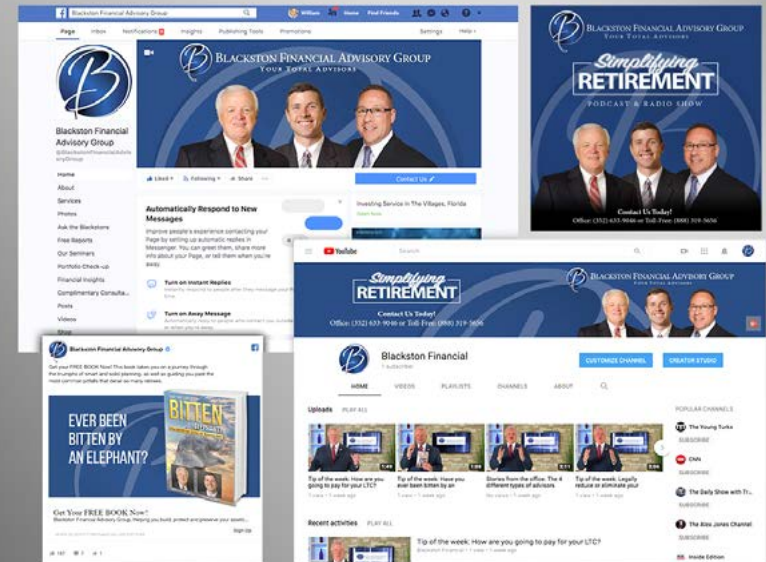
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DIGITAL MARKETING

SEE CASE STUDY

More leads. More sales. More revenue. That's the idea behind the digital marketing services that I offer. With a custom strategy, plus data-driven insights from integrated marketing platforms and data tracking, **I'll help your business impact the metrics that matter most to you.**

Services Provided: Social Media Marketing | Reputation Building | Messaging | Podcast Development | Blog Development | Social Advertising | Email Marketing | Webinar & Seminar Production | Re-targeting | Metric & Data Tracking



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VIDEO PRODUCTION



SEE CASE STUDY

Video has now become the standard for **supporting your company's on-line personality**. I can plan, storyboard, shoot and edit your next promotional video or webinar within any budget, big or small. Most videos can be shot on location at your office, or in a studio if needed.

Services Provided: Video Production | Creative Direction | Campaign Development
| Storyboarding | Project Management | Photography Direction | Location Videography
| Motion Graphics & Animation



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PHOTOGRAPHY

SEE CASE STUDY

The images that appear on corporate marketing materials such as brochures, business cards, social media sites, websites, and flyers each play a vitally **important role in the overall success of your business and brand**. I am here to help you with creating and choosing the best images **for any project or on-line presence**.

Services Provided: Digital Photography | Photo Manipulation | Photo Optimization | Photo Direction | Photo Editing | Photo Direction | Location & Studio Photography



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I have been working in the creative and design industry for over 20 years and have worked on many different types of projects, including print media, special events, video production, audio and podcast production, special effects video, web development, SEO, and UX design. I have a passion for engaging creative content, and have enjoyed working with all types of clients on all types of projects. I like all aspects of the creative and design thinking processes, and I continually learn and educate myself on the most current techniques, applications and trends.

I am also an educator and teach college level classes in design, web development, and communications. I feel it is my responsibility to give back to those who want to be in this fulfilling and exciting industry. I am also a subject matter expert (SME) in all types of digital design and communications curriculum development projects for several on-line and on-site colleges. I believe that continuing education is the foundation for being a versatile and innovative creative.

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