

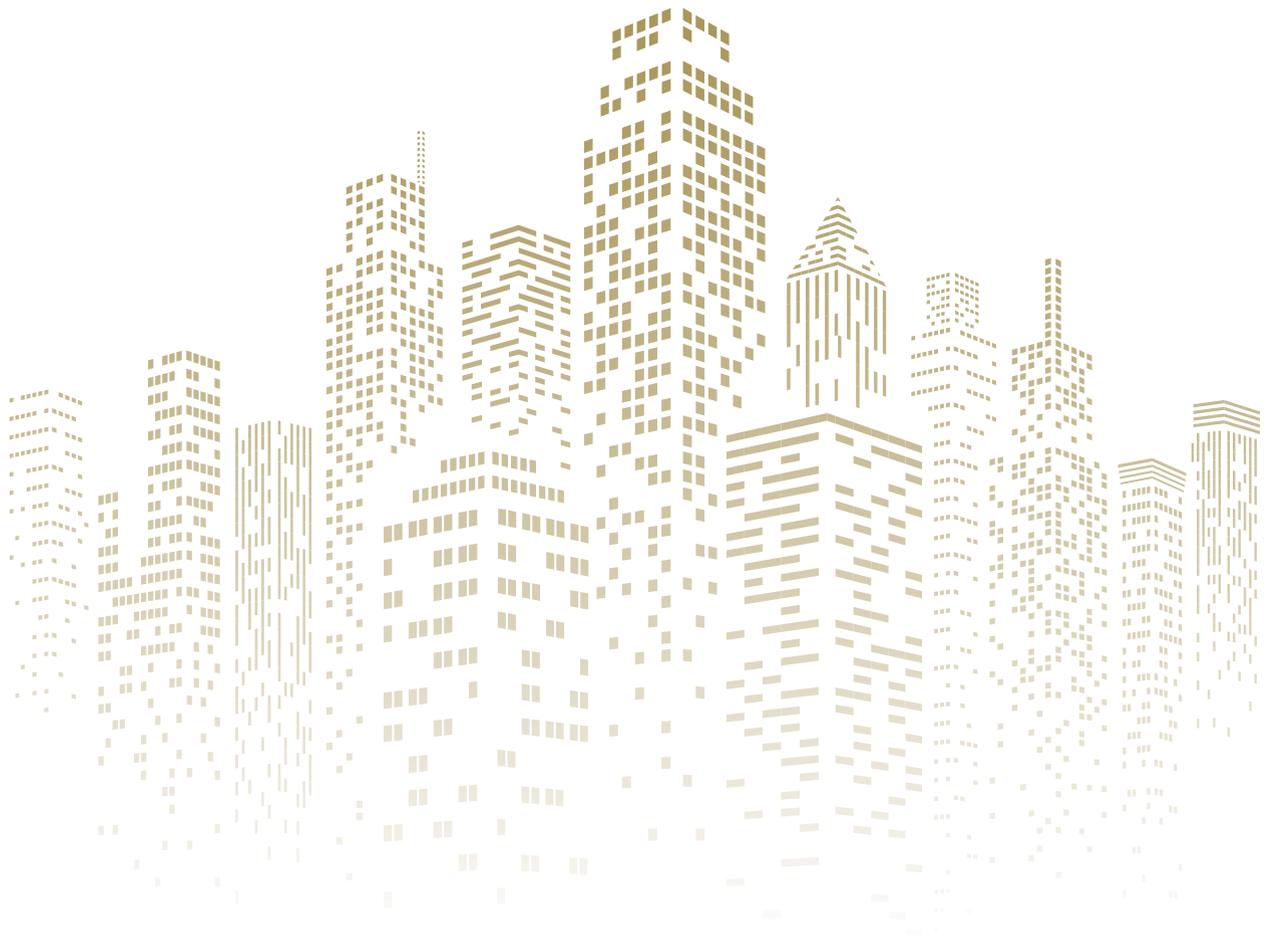


JMICREATIVE



CONTRACT DESIGNER OVERVIEW

PARTNERSHIP WITH PURPOSE



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Jason Irving

Graphic Designer

OVERVIEW

I'm Jason Irving, a freelance graphic designer who specializes in graphic design and production work for small to medium sized businesses. I work on projects for branding, print design, and digital media. Depending on your needs, you can either hire me on a project-by-project basis, as described in my graphic design services, or hire me as a contract designer for production work with an on-going duration.

This brochure is for clients who are seeking a contract designer for on-going work. If you need to complete a one-time project, please visit my website at www.jmicreative.com to review my graphic design services.

WHEN AND WHERE

I have been a full-time freelance graphic designer for more than nine years, and I work out of my home office located in Round Rock near Austin, Texas.

WHAT I DO

As a contract designer, I will work closely with a Creative Director or Team Manager in your organization to transition ideas into tangible forms of marketing collateral that will increase brand awareness. In addition to executing marketing collateral, I can also complete designs for projects specifically built for instruction, function, and information purposes.

PROJECT TYPES

I complete projects in a few graphic design categories which are branding, print design, and digital media. The list below includes projects that I have worked on as a contract designer.

BRANDING

- ▶ Logo & Brand Design
- ▶ Business Cards
- ▶ Stationery
- ▶ Press Media Kits
- ▶ Business Plans
- ▶ Presentation Folders

PRINT DESIGN

- ▶ Brochures
- ▶ Manuals & Booklets
- ▶ White Papers & Annual Reports
- ▶ Advertising & Flyer Design
- ▶ Trade Show Materials
- ▶ Package Design

DIGITAL MEDIA

- ▶ Website Design
- ▶ Social Media Graphics
- ▶ Digital Flyers
- ▶ HTML Newsletters
- ▶ Interactive & Accessible PDFs (*including PDF Forms*)
- ▶ PowerPoint Graphics



"This isn't my first rodeo..."

BUSINESS SAVVY

As the saying goes – *"This isn't my first rodeo..."* With that in mind, one of the greatest benefits of working with me is my business savvy. Obviously, you will want skill in creative work, and you should be able to gauge that by an artist's portfolio quickly. However, strip away all the creative elements of hiring a graphic designer and think about business operations for a moment. Things such as email response time, project management, and attitude. That is something you will not see in the portfolio. When you hire a designer, how do you know they will be a professional in their trade? Below are a few key points that help explain how working with JMI Creative feels like you are working with a business more than a freelance graphic designer.

EXECUTIVE PRESSURE

In business development, project lead time is a great thing to have. The more time is given to work on an idea before beginning a project, the better the results. However, in the business world, that is a luxury you may not always get. Sometimes a project comes in from a top-level executive and that project needed to be done yesterday. Having people on your team who understand that some days you just need to "earn your paycheck and get it done," can be an invaluable attribute. I have plenty of experience in dealing with those types of situations and handle those responses in a professional and efficient manner.

MICROSOFT OFFICE

There is a reason why Microsoft Office is an industry standard for business productivity software. It is a cost-effective suite of software utilized by countless organizations and individuals. The same goes for Adobe's Creative Cloud (CC). Even though Adobe's CC is the industry standard for graphic design, sometimes there is a gap between the needs of a project and the software to be used. While working with Adobe's CC is the preferred choice for graphic design, sometimes that is not the best option for the project. Ignoring that fact simply shows a clear lack of understanding for the primary goal, which is to complete the project and move on. I have and will continue to work on projects using Microsoft Office applications if the need arises.

PROJECT MANAGEMENT

Production work and creative design are gears connected to a much larger machine. With all those moving parts, deadlines should be met to ensure the overall project completion is on target, especially if additional time is needed for unforeseen adjustments. Whether a project queue gets loaded to capacity or not, it must be managed with proficiency to avoid breakdowns in project completion. There should always be a system in place to keep everything running as smoothly as possible when the projects start coming in. Defining a project management system from the beginning of our partnership will ensure that those issues will be minimized.

WHAT I KNOW

I have chosen to pursue a path of self-study for my graphic design career. I have logged countless hours of training with a continuing education service at lynda.com. Below is a snapshot of my technical abilities.

KEY

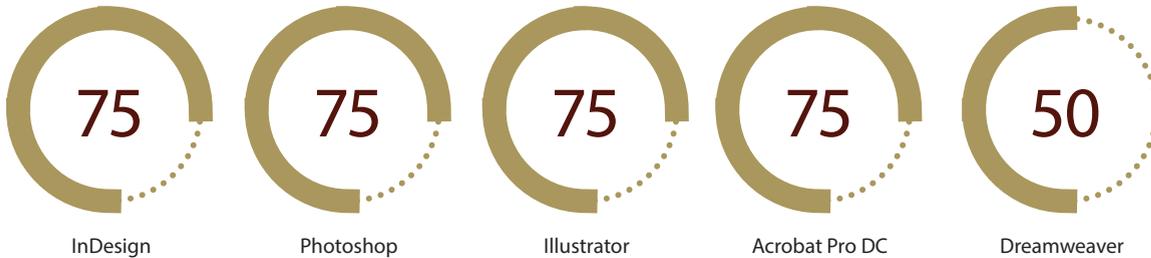
-  Skill level %
- 50 Use technology occasionally
- 75 Use technology daily
- 100 Can teach a class on technology

PLATFORM

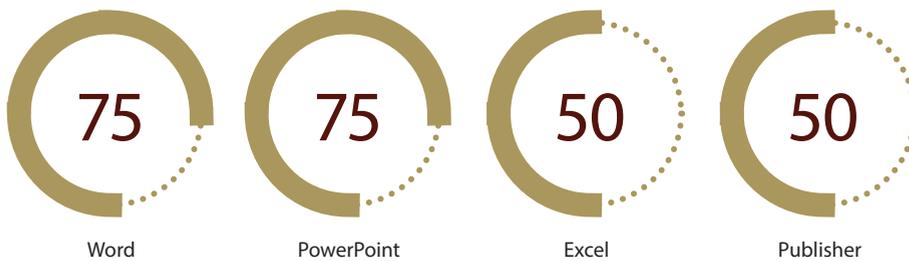
I am a Windows-based graphic designer.



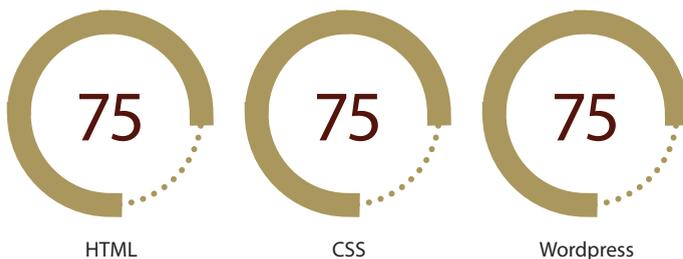
ADOBE CREATIVE SUITE



MICROSOFT OFFICE



WEB TECHNOLOGY



BILLING PROCESS

Below are standard terms set for contract design services. Additionally, I have provided some common project estimates to give an idea of how long some projects can take to complete. These are general estimates and can vary depending on the complexity of any particular project.

HOURLY BILLING

The current hourly rate is \$50 per hour. Billable time will be charged in 6-minute increments. So, for example, if I work for 1 hour 12 minutes, I will charge as such:

(1.2 hours) x (Hourly Rate)

MONTHLY INVOICES

All time spent working on projects, including meetings, project communication, etc., will be billed in monthly cycles on the 1st of every month with a timesheet. Invoices are to be paid 15 days from the invoice date.

LATE FEES

Accounts not paid in full within 30 days of the date of the invoice will incur a 1.5% late fee and every 30 days thereafter. Accounts reaching 90 days past due from invoice date will be sent to JMI Creative's collection agency.

STOCK IMAGES

The hourly rate does not include the cost of purchasing stock images or illustrations. If images need to be purchased, the additional cost will be added to the monthly invoice. Stock images are \$10 each.

RETAINER FEE

There are no retainer fees charged during the time of a contractor agreement. However, the turnaround times defined in the next section will only be available if a minimum of 2 hours of service is billed each month. If there is no billable time for any given month within the active time frame of our agreement, then that may move project request to a first come, first serve priority level and void the terms of our agreement.

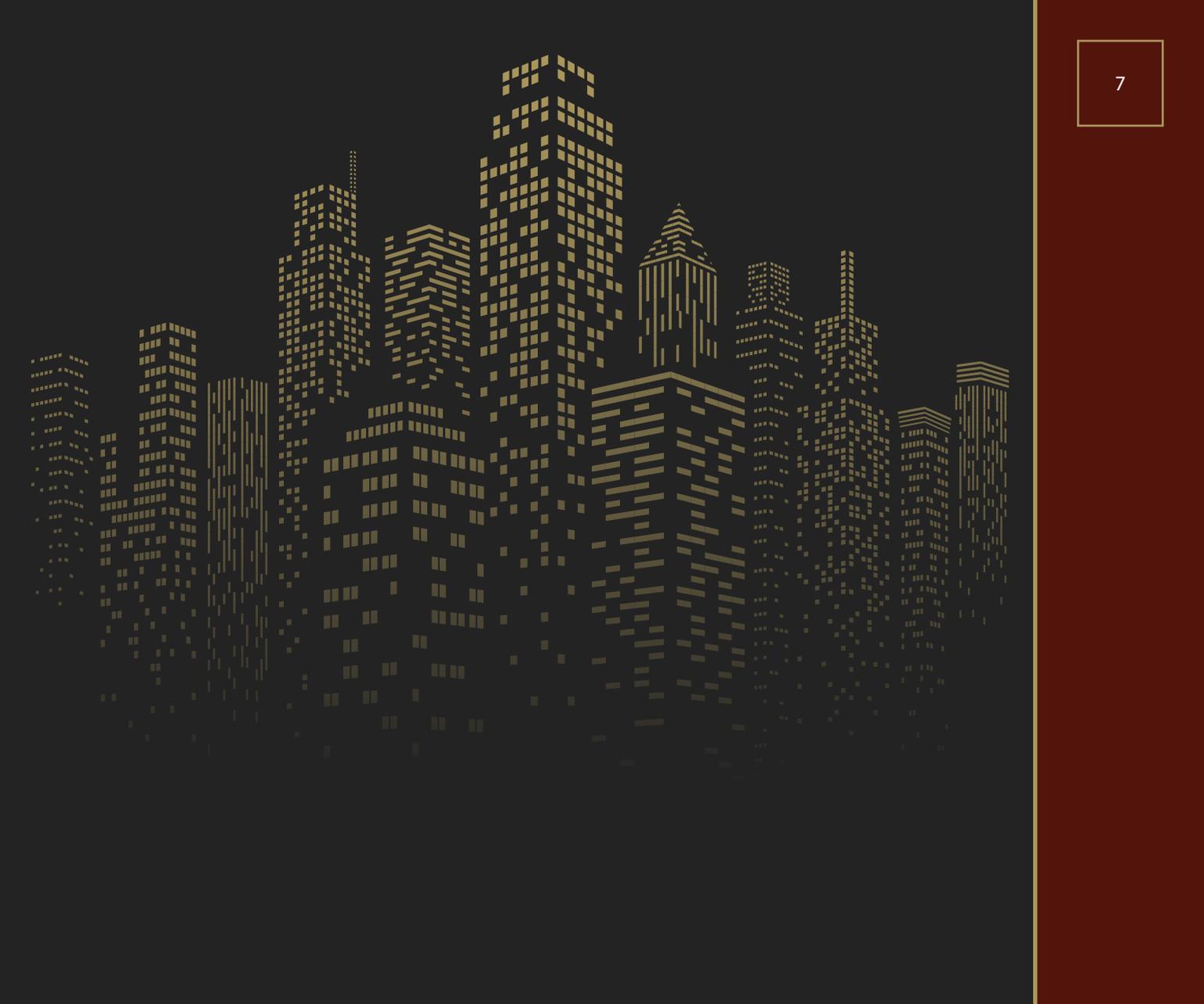
TURNAROUND TIME

Projects are deemed Priority Level 3 unless otherwise specified during the time of the project request.

- ▶ **Priority Level 1:** 24 hours (*next business day*)
- ▶ **Priority Level 2:** 2-3 days
- ▶ **Priority Level 3:** 5-7 days

COMMON PROJECT ESTIMATES

<input checked="" type="checkbox"/> 8.5" x 11" Flyer (one-sided).....	1 - 2 hrs
<input checked="" type="checkbox"/> 8.5" x 11" Tri-fold Brochure.....	2 - 3 hrs
<input checked="" type="checkbox"/> 8 to 12 Page Tabloid Booklet (Folds to 8.5" x 11")	5 - 6 hrs
<input checked="" type="checkbox"/> Logo.....	11 - 12 hrs
<input checked="" type="checkbox"/> Website.....	30 - 40 hrs



LET'S CONNECT

If you have any questions or if everything sounds good, let me know so we can setup a meeting or phone consultation to discuss possible partnership opportunities. You can contact me through www.jmicreative.com or send me an email directly to jason@jmicreative.com.

Thank you, and I look forward to speaking with you!



JMICREATIVE

WWW.JMICREATIVE.COM