QUIONA J.

BRAND IDENTITY DEVELOPER

BRAND CONSULTANT

BRANDING ARTIST

CREATIVE DIRECTOR

PRINT PRODUCTION EXPERT

Quiona J.

My name is Quiona J. and it is my extreme delight to use my artistic abilities to help bring visions to life for your business or special event. As the Director of Brand Operations, I'm the lead identity developer for all client and company brands. I also oversee all creative operations, including graphic design, print production, and creative direction for all company and client brands.

I am based in the beautiful and ever-burgeoning city of Atlanta, but with today's technology, I am able to service clients all over the world. What began as a simple gesture of a young lady helping her mother with her business has flourished into me becoming a seasoned Brand Identity Developer. By combining my passion for graphic design with my vast experiences in print production, I am living a dream come true; I have always wanted to own my own business! From keepsake mementos to creating the "just right" look for your company, brand, or idea, I remain committed to delivering quality designs that almost always exceed my clients' expectations. My design expertise includes invitations, press kits, brochures, logos, branded marketing materials, website design, funeral programs, and everything else creative. Prior to launching Chance 436 Design Studios, I spent years freelancing as a graphic artist while also working full-time in corporate America. I have also worked as a production specialist. These experiences afforded me the opportunity to perfect my craft and learn about the business side of my dream career in the industry. If you're wondering how I derived my company name, it's simple. My son's name is Chance, and 436 reflects the day he was born.

QUIONA J.

Exceptionally versatile business management professional with expertise in improving business plans, assessing risks and enhancing client relationship-building as a graphic artist and production specialist. Expertise lies in strategic planning, business solutions, and cross-functional team leadership to management various projects, including initiations, logos, press kits, brochures, logos, branded marketing materials, and funeral programs. Proficient in developing and managing various marketing projects simultaneously, successfully navigating and executing multiple large-scale graphic projects at once. More than prepared to leverage best practices of in marketing and advertisement to drive responses for clients.

- Project Management
- Business Development
- Brand Development
- Web Development
- Operational Logistics
- Production Process
- Creative Graphics
- Marketing Collateral
- Client-Facing Material
- Creative Direction

PORTFOLIO

WWW.CHANCE436CA.COM

EDUCATION

Bachelor of Science
Visual Communications
Westwood College
MAY 2007

TECHNICAL SKILLS

Microsoft Office
Adobe Creative Suite
Offset & Digital Printing
Typography
MAC & PC Platforms
Shopify
Wix
HootSuite
Later
Asana
Base Camp

PROFESSIONAL EXPERIENCE

CHANCE 436 CREATIVE AGENCY (GREATER ATLANTA, AREA)
SEPT 2017 - PRESENT
Chief Executive Officer
Direct all financial decisions of company and facilitation the operation on a day-to-day basis, delivering visual solutions and graphic design specialties, including logos, printing, typography, brochures, book designs, programs and invitations.

- Create business development opportunities and expanding existing client relationships, managing client engagements and project teams from start to finish.

- Demonstrate cutting-edge thinking, high creative aesthetic, and knowledge of marketing, advertising, and branding solutions.

- Instinctively know the client's target customer and how to design uniquely for them by taking complex information and making it visually easy to digest and understand.

THE COLLABORATIVE FIRM (ATLANTA, GA)
FEBRUARY 2022 - PRESENT

CITY OF ATLANTA (ATLANTA, GA)
JUNE 2019 - PRESENT

THE KBD GROUP, LLC (NORFOLK, VA)
OCT 2016 - PRESENT

DARRYL'S ALLEN'S PLUS (GREATER ATLANTA AREA)
NOV 2010 - PRESENT
Contract/Freelance Graphic Artist
Design and produce complex internal and external marketing and communication materials, including proving graphics, mostly for brochures, newsletters, presentations, and advertisements that exceed the client's expectations.

- Partner collaboratively with the marketing leads, client service leaders, and other internal clients and team members to deliver high-quality and timely marketing materials on miscellaneous projects.

- Focus on inception creation and verification and validation that key strategies and deliverables are being maintained on time and within client's timeframe.

- Utilize graphic software to design and product finished artwork or product, interfacing directly with the customer to edit and revise artwork as needed to produce a quality product.

- Develop 800+ graphic design projects, increasing client transactions by 60%.

MINUTEMAN PRESS OF BUCKHEAD (GREATER ATLANTA AREA)
MAY 2005 – MAR 2011
Graphic Artist/Production Specialist
Spearheaded all aspects of preparing production, preflighting files, preparing files for print, design work, troubleshooting all problems that may arise, and making customer requested alterations.

- Created custom layouts using preps for imposition for press, outputting color proofs and mock-ups for customer review and final proofs for press.

- Maintained proofing equipment, recreating customer artwork and logs, typesetting and layout, design work, outlining photos, outputting posters, and troubleshooting and correcting press issues.

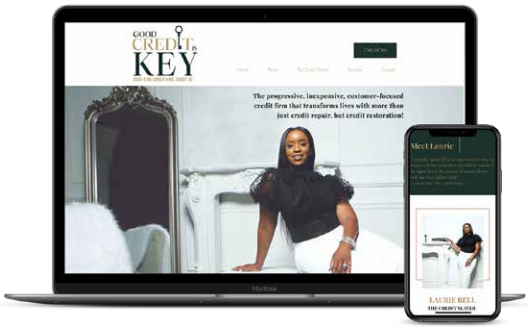
- Completed projects such as brochures, advertising, packets, textbooks, newsletters, and company guides.

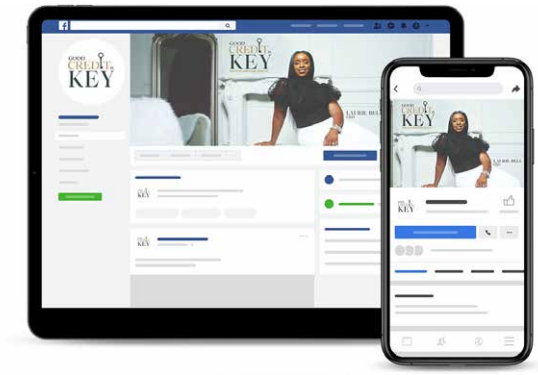
Creative Work

SMALL BUSINESS BRANDING

GOOD CREDIT IS KEY

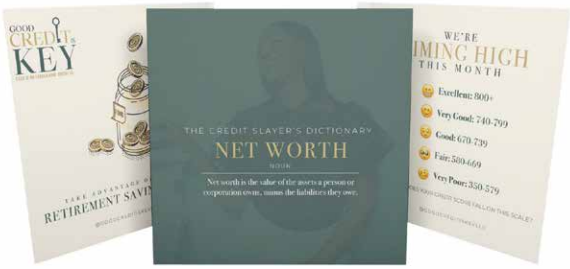
CASH IS NO LONGER KING, CREDIT IS!





Our team has all agreed...we are OBSESSED with this brand! From the colors, font, photography, content, all the way to design is fire! Not to mention how easy and sweet our client Laurie was through the process, this is definitely one of our favorites! As one of our consistent and current clients, Laurie is one of the easiest clients to work with who always shows her appreciation for our collaboration!

Go ahead, look through our work and tell us you don't love it! It was literally branding made easy.

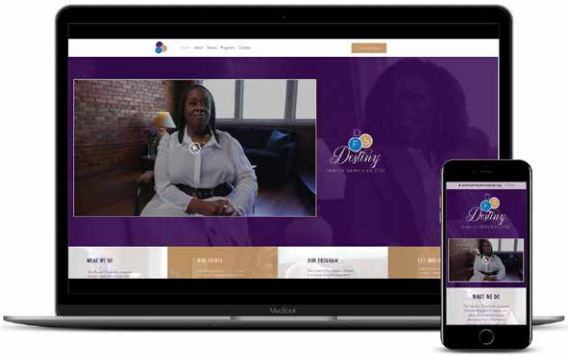


WE COMPLETED:

- SOCIAL MEDIA AESTHETICS
- LOGO DESIGN
- SUB LOGO DESIGN
- ICON DESIGN
- WEB DESIGN
- FONT SYSTEM
- COLOR SYSTEM
- PROFESSIONAL WRITTEN WEB CONTENT
- BRAND PHOTOGRAPHY
- CREATIVE DIRECTION

NON-PROFIT BRANDING

Destiny
FAMILY SERVICES CDC



Branding Image is such an important part of communication, especially for Non-Profits! As opposed to other businesses, their goals for obtaining an audience for their organization are very different. As a creative branding agency, we know how important it is for the brand message and vision to be accurately and creatively understood by their audience and potential funders, so their branding needs may look a little different.

HERE ARE SOME OF A NON-PROFITS
MAJOR BRANDING NEEDS:

Logo Designs

Website Creation

Social Media Aesthetics

Letterhead Templates

Marketing Collateral

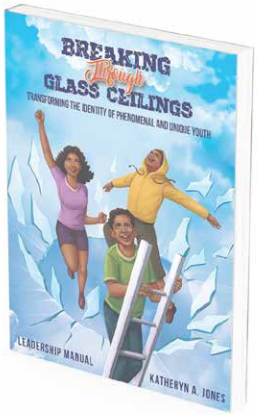
Creative Direction

Brand Photography

Brand Videography

Promotional Graphics & Much More!

All of these paint a clear picture of the purpose and the mission of a nonprofit, which helps when it comes to gaining those potential investors!



CORPORATE BRANDING

Corporate Companies are a major part of our ideal forever client plan! Just like us at Chance 436 Creative Agency love our consistency, corporate companies love it even more! They need to be consistent in all of their branding and there has to be a very clear and easily identifiable message created for their audience and investors to understand!

HERE ARE JUST A FEW CORPORATE BRANDING NEEDS:

Logo Design

Color & Font Systems

Promotional Graphics

Letterhead Templates

Business Cards

Marketing Collateral

Presentation Design

Email Design

Branding Graphics

Most corporate companies are easily recognizable and remembered by their branding and they usually don't change or manipulate their branding elements unless they really want to. A large part of their success is hinged on consumer familiarity with their branding and more than that, that branding has to make them feel something good about the company! We love to help create that just for them!

HAMPTONROADS
WORKFORCECOUNCIL
ONE REGION. ONE WORKFORCE. ONE ECONOMY.

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LET'S GO TO WORK!

QUIONA J.

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