GRAPHIC DESIGNER · HUNTSVILLE, ALABAMA

PORTFOLIO

JACKI GIL DESIGN



ABOUT MY WORK

COMPLEX INFORMATION, MADE CLEAR

I've been a working designer since 2014, on my own and as co-founder of Huntsville Design House, a full-service marketing agency. Most of my work turns research data, technical processes and scientific claims into reports, infographics, presentations and print pieces that people actually read, built to each client's brand standards and ready for production.

WHY HIRE ME?

- CLEAR COMMUNICATION & EXPECTATIONS
- ANSWERS EMAILS IN 48 HOURS OR LESS
- CLEAN & COHESIVE DESIGN STYLE
- EFFICIENT & TIMELY
- DEADLINE-ORIENTED

WHAT I BRING TO THE TABLE

LONG-FORM REPORTS

Research studies, benchmark reports and case studies up to 30+ pages, built on consistent templates so every page belongs to the same document.

DATA & INFOGRAPHICS

Charts, stat callouts, comparison grids and process flows that make dense numbers easy to scan.

PRESENTATIONS & DIAGRAMS

Executive PowerPoint decks, org charts, process flows and maps that make complex structures easy to follow.

PRINT PRODUCTION

Print-ready files for trifolds, posters, 18 × 24 large-format pieces, stationery and packaging, set up to the printer's specs, bleed and fold layout.

TOOLS

InDesign · Illustrator · Photoshop · Acrobat · PowerPoint · Word · Adobe Express

SELECTED WORK

- *01* LIGHTHOUSE RESEARCH & ADVISORY
- *02* AVIAGEN
- *03* SAM NUTRITION
- *04* BLACK CROW BUILDING CO.
- *05* PACKAGING DESIGN

01

LIGHTHOUSE RESEARCH & ADVISORY

Lighthouse is an HR and talent research firm whose surveys reach thousands of HR leaders and employees. Their product is data, so every deliverable has the same challenge: present dozens of findings clearly enough that a busy executive can get the point in a skim, while still holding up to a careful read. I design their research reports, co-branded studies, infographics, case studies and print collateral on an ongoing basis.

CLIENT
Lighthouse Research & Advisory

INDUSTRY
HR & workforce research (B2B)

ENGAGEMENT
Ongoing retainer

DELIVERABLES SHOWN
31-page research report, 24-page co-branded benchmark study, long-form infographic, case study, print trifold

Research report · Data visualization

2026 TALENT ACQUISITION TRENDS STUDY

31 pages · Landscape letter · Digital PDF

THE OBJECTIVE

turn a large survey of employers and job candidates into a flagship report that HR leaders will actually read through to the recommendations.

WHAT I DID

designed a landscape layout system with two reading speeds. A full-height blue sidebar carries one oversized stat or takeaway per spread for skimmers, and the main column holds the analysis. I built more than a dozen numbered figures (bar charts, comparison charts and side-by-side employer vs. candidate views) with consistent styling and source lines, plus section openers, pull quotes, and author and company pages.











Co-branded white paper

"RECLAIM YOUR LEADERSHIP WITH EXPERT HR SUPPORT"

24 pages · Portrait letter · Lighthouse × Insperity

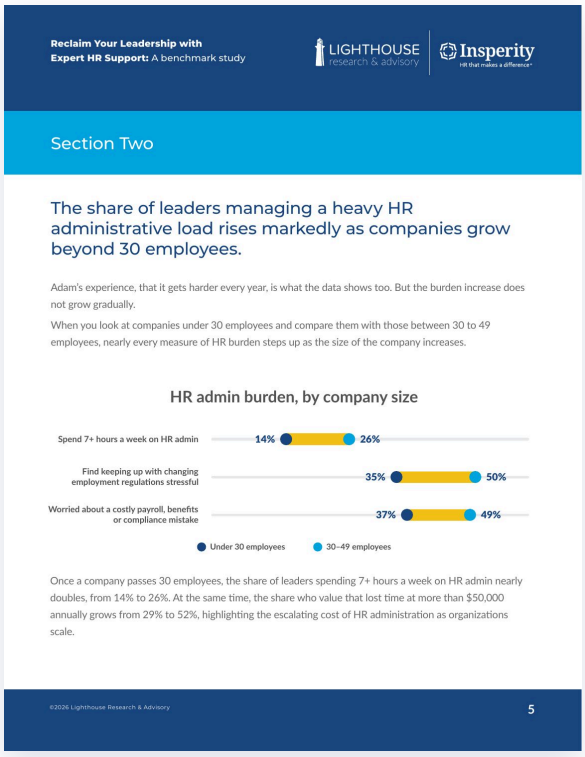
THE OBJECTIVE

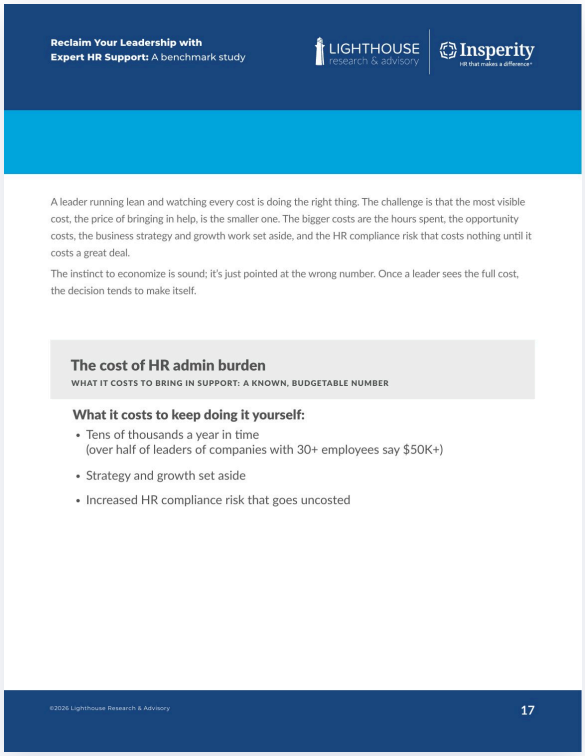
a benchmark study on the hidden cost of running HR in-house at small businesses, co-published with Insperity. It had to carry two brands without either one overpowering the other.

WHAT I DID

set up a dual-logo header and a six-section structure with color-coded section bars. Findings are broken out by company size in charts, highlighted callout boxes and pull quotes from real business leaders. The closing summary table distills the whole report into five cost dimensions on one page, which is the page most readers will screenshot.







Infographic · Case study

CAMPAIGN COMPANIONS: INFOGRAPHIC & CUSTOMER CASE STUDY

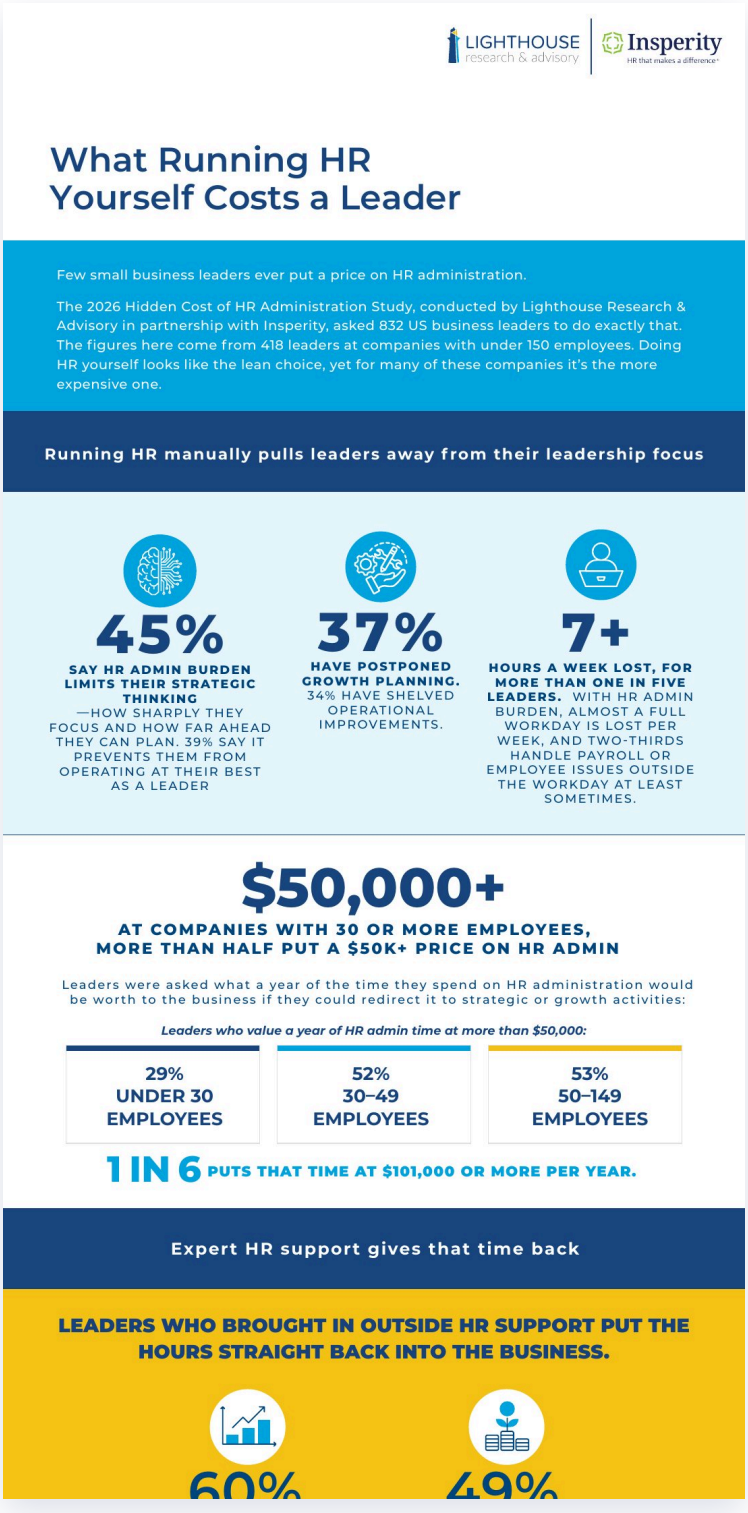
Long-form infographic, 8.5 × 25.4 in · 4-page case study, letter (first two pages shown)

THE OBJECTIVE

give the benchmark study shorter, shareable formats for social, email and sales follow-up.

WHAT I DID

condensed the 24-page report into a single scrolling infographic with a clear hierarchy: headline stats, a cost-by-company-size comparison, an icon-led results section and a one-sentence bottom line. For the companion case study on Barnum Financial Group, I built a challenge, solution and results structure with an at-a-glance fact sidebar (employees, location, industry, key outcomes) so a reader gets the story before reading a single paragraph.



LIGHTHOUSE research & advisory | Insperity HR that makes a difference®

What Running HR Yourself Costs a Leader

Few small business leaders ever put a price on HR administration.

The 2026 Hidden Cost of HR Administration Study, conducted by Lighthouse Research & Advisory in partnership with Insperity, asked 832 US business leaders to do exactly that. The figures here come from 418 leaders at companies with under 150 employees. Doing HR yourself looks like the lean choice, yet for many of these companies it's the more expensive one.

Running HR manually pulls leaders away from their leadership focus

45%
SAY HR ADMIN BURDEN LIMITS THEIR STRATEGIC THINKING
—HOW SHARPLY THEY FOCUS AND HOW FAR AHEAD THEY CAN PLAN. 39% SAY IT PREVENTS THEM FROM OPERATING AT THEIR BEST AS A LEADER

37%
HAVE POSTPONED GROWTH PLANNING. 34% HAVE SHELVED OPERATIONAL IMPROVEMENTS.

7+
HOURS A WEEK LOST, FOR MORE THAN ONE IN FIVE LEADERS. WITH HR ADMIN BURDEN, ALMOST A FULL WORKDAY IS LOST PER WEEK, AND TWO-THIRDS HANDLE PAYROLL OR EMPLOYEE ISSUES OUTSIDE THE WORKDAY AT LEAST SOMETIMES.

$50,000+
AT COMPANIES WITH 30 OR MORE EMPLOYEES, MORE THAN HALF PUT A $50K+ PRICE ON HR ADMIN

Leaders were asked what a year of the time they spend on HR administration would be worth to the business if they could redirect it to strategic or growth activities:

Leaders who value a year of HR admin time at more than $50,000:

29% UNDER 30 EMPLOYEES	52% 30–49 EMPLOYEES	53% 50–149 EMPLOYEES

1 IN 6 PUTS THAT TIME AT $101,000 OR MORE PER YEAR.

Expert HR support gives that time back

LEADERS WHO BROUGHT IN OUTSIDE HR SUPPORT PUT THE HOURS STRAIGHT BACK INTO THE BUSINESS.

60% 49%



Case Study

LIGHTHOUSE research & advisory | Insperity HR that makes a difference®

NUMBER OF EMPLOYEES
Approximately 127

LOCATION
Shelton, Connecticut (headquarters); offices in New York, New Jersey, Rhode Island and Washington

INDUSTRY
Financial services

CLIENT SINCE
2017

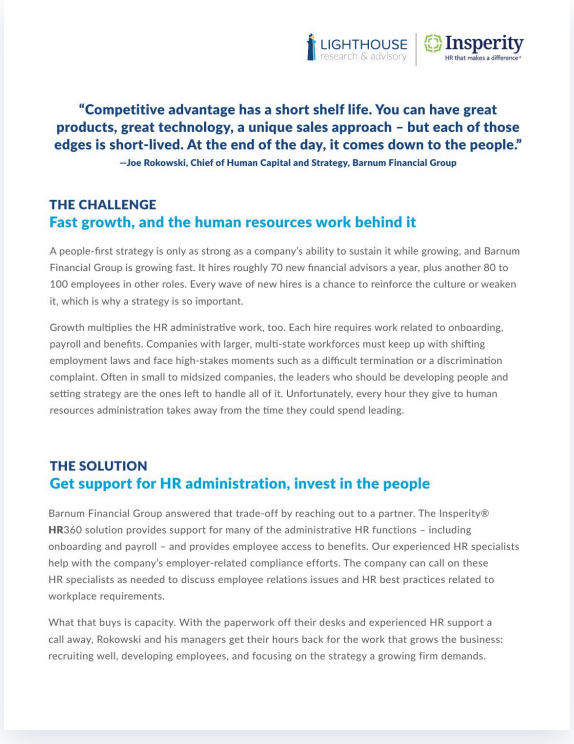
KEY OUTCOMES
- Reduced human resources administrative burden on leaders
- Access to human resources expertise
- Intentional onboarding from day one
- Stronger employee engagement and retention
- A culture built to scale with growth
- Manager and team coaching through Insperity specialists

"You have to take care of the people who take care of your clients."
—JOE ROKOWSKI
Chief of Human Capital and Strategy, Barnum Financial Group

A People-First Approach to Sustainable Growth

With Insperity supporting human resources administration, Barnum Financial Group's leaders spend their time on the people who drive the business

Joe Rokowski spent more than three decades on the revenue side of wealth management before he took charge of the people side. Two and a half years ago, he joined Barnum Financial Group, a wealth management firm in Shelton, Connecticut, as its Chief of Human Capital and Strategy. He started with one conviction: the firm's growth would depend on the people who serve its clients. For him, talent drives results and that instinct shapes how he runs the people side today. That conviction comes from a long run in the business. He spent most of it at a large financial services firm, working across finance and operations before running its trust company as president. He later consulted for banks, broker-dealers and advisory firms, then returned to full-time leadership because he missed developing people.



LIGHTHOUSE research & advisory | Insperity HR that makes a difference®

"Competitive advantage has a short shelf life. You can have great products, great technology, a unique sales approach – but each of those edges is short-lived. At the end of the day, it comes down to the people."
—Joe Rokowski, Chief of Human Capital and Strategy, Barnum Financial Group

THE CHALLENGE
Fast growth, and the human resources work behind it

A people-first strategy is only as strong as a company's ability to sustain it while growing, and Barnum Financial Group is growing fast. It hires roughly 70 new financial advisors a year, plus another 80 to 100 employees in other roles. Every wave of new hires is a chance to reinforce the culture or weaken it, which is why a strategy is so important.

Growth multiplies the HR administrative work, too. Each hire requires work related to onboarding, payroll and benefits. Companies with larger, multi-state workforces must keep up with shifting employment laws and face high-stakes moments such as a difficult termination or a discrimination complaint. Often in small to midsized companies, the leaders who should be developing people and setting strategy are the ones left to handle all of it. Unfortunately, every hour they give to human resources administration takes away from the time they could spend leading.

THE SOLUTION
Get support for HR administration, invest in the people

Barnum Financial Group answered that trade-off by reaching out to a partner. The Insperity® **HR**360 solution provides support for many of the administrative HR functions – including onboarding and payroll – and provides employee access to benefits. Our experienced HR specialists help with the company's employer-related compliance efforts. The company can call on these HR specialists as needed to discuss employee relations issues and HR best practices related to workplace requirements.

What that buys is capacity. With the paperwork off their desks and experienced HR support a call away, Rokowski and his managers get their hours back for the work that grows the business: recruiting well, developing employees, and focusing on the strategy a growing firm demands.

Print production

"ABOUT US" TRIFOLD BROCHURE

Vertical trifold · 7.25 × 15.25 in flat · Commercial print

THE OBJECTIVE

a printed leave-behind for conferences and sales meetings that covers the whole company: who they serve, their programs, the research team, their reach and the clients who trust them.

WHAT I DID

designed a vertical trifold where each panel works on its own and as part of the open spread. The outside sheet is imposed for the fold, so panels sit rotated and in sequence on the press sheet and read correctly once folded. Stats, client quotes and a logo wall give the proof points room to breathe in a small format.





02

AVIAGEN

Aviagen is a global poultry genetics company headquartered in Huntsville. The audiences are specialists: producers, veterinarians, live production managers and a large hourly workforce. My work for them falls into two groups: technical sales and field tools that translate trial data and husbandry specs, and internal HR communications that have to land with every employee, in more than one language.

CLIENT
Aviagen, Huntsville, AL

INDUSTRY
Agricultural science & poultry genetics (B2B)

DELIVERABLES SHOWN
Technical product summary, field data form, job architecture chart, HR posters, benefits mailer and guide, conference kit

Technical data · Large format

TEST PRODUCT SUMMARY & FIELD DATA FORM

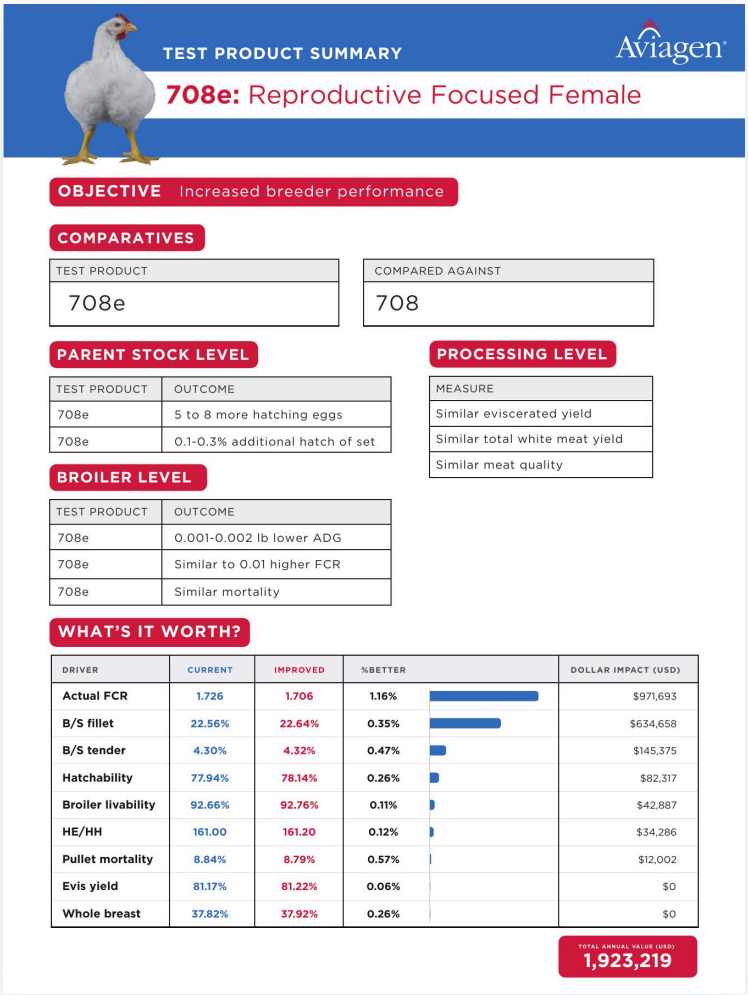
18 × 24 in each · Print and digital

THE OBJECTIVE

two tools for the technical sales team. The first summarizes a genetic product trial for customers. The second is a sheet field staff use to record a flock's house setup and check it against recommended standards.

WHAT I DID

the product summary walks from objective to results at three levels (parent stock, broiler and processing) and ends with a “What's it worth?” table. It pairs each performance driver with a bar chart and its dollar impact, then totals the annual value, so scientific data becomes a business case. The field form arranges dozens of inputs (feeders, drinkers, ventilation, lighting) in color-coded groups beside the reference tables a technician needs to compare against, with a QR code linking to upload instructions.



TEST PRODUCT SUMMARY

Aviagen

708e: Reproductive Focused Female

OBJECTIVE Increased breeder performance

COMPARATIVES

TEST PRODUCT	COMPARED AGAINST
708e	708

PARENT STOCK LEVEL

TEST PRODUCT	OUTCOME
708e	5 to 8 more hatching eggs
708e	0.1-0.3% additional hatch of set

PROCESSING LEVEL

MEASURE
Similar eviscerated yield
Similar total white meat yield
Similar meat quality

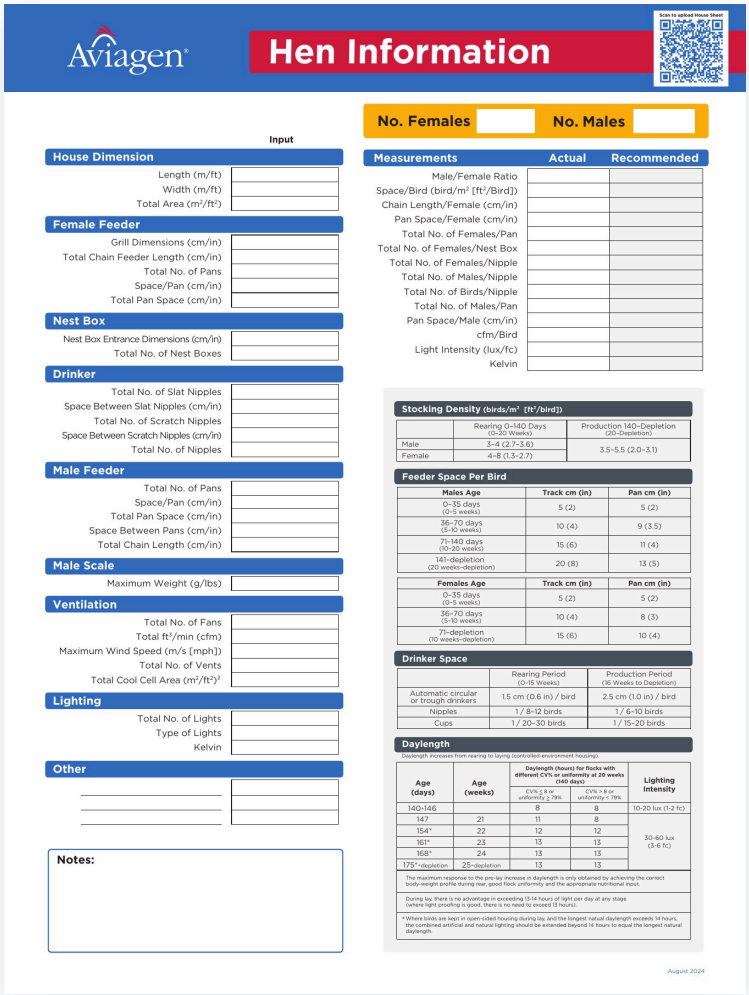
BROILER LEVEL

TEST PRODUCT	OUTCOME
708e	0.001-0.002 lb lower ADG
708e	Similar to 0.01 higher FCR
708e	Similar mortality

WHAT'S IT WORTH?

DRIVER	CURRENT	IMPROVED	%BETTER	DOLLAR IMPACT (USD)
Actual FCR	1.726	1.706	1.16%	$971,693
B/S fillet	22.56%	22.64%	0.35%	$634,658
B/S tender	4.30%	4.32%	0.47%	$145,375
Hatchability	77.94%	78.14%	0.26%	$82,317
Broiler livability	92.66%	92.76%	0.11%	$42,887
HE/HH	161.00	161.20	0.12%	$34,286
Pullet mortality	8.84%	8.79%	0.57%	$12,002
Evis yield	81.17%	81.22%	0.06%	$0
Whole breast	37.82%	37.92%	0.26%	$0

TOTAL ANNUAL VALUE (USD) **1,923,219**



Aviagen

Hen Information

Scan to upload House Sheet

No. Females **No. Males**

	Input
House Dimension	
Length (m/ft)	
Width (m/ft)	
Total Area (m^2/ft^2)	
Female Feeder	
Grill Dimensions (cm/in)	
Total Chain Feeder Length (cm/in)	
Total No. of Pans	
Space/Pan (cm/in)	
Total Pan Space (cm/in)	
Nest Box	
Nest Box Entrance Dimensions (cm/in)	
Total No. of Nest Boxes	
Drinker	
Total No. of Slat Nipples	
Space Between Slat Nipples (cm/in)	
Total No. of Scratch Nipples	
Space Between Scratch Nipples (cm/in)	
Total No. of Nipples	
Male Feeder	
Total No. of Pans	
Space/Pan (cm/in)	
Total Pan Space (cm/in)	
Space Between Pans (cm/in)	
Total Chain Length (cm/in)	
Male Scale	
Maximum Weight (g/lbs)	
Ventilation	
Total No. of Fans	
Total ft^3/min (cfm)	
Maximum Wind Speed (m/s [mph])	
Total No. of Vents	
Total Cool Cell Area (m^2/ft^2)*	
Lighting	
Total No. of Lights	
Type of Lights	
Kelvin	
Other	

Notes:

Measurements	Actual	Recommended
Male/Female Ratio		
Space/Bird (bird/m^2 [ft^2/Bird])		
Chain Length/Female (cm/in)		
Pan Space/Female (cm/in)		
Total No. of Females/Pan		
Total No. of Females/Nest Box		
Total No. of Females/Nipple		
Total No. of Males/Nipple		
Total No. of Birds/Nipple		
Total No. of Males/Pan		
Pan Space/Male (cm/in)		
cfm/Bird		
Light Intensity (lux/fc)		
Kelvin		

Stocking Density (birds/m^2 [ft^2/bird])

	Rearing 0–140 Days (0–20 Weeks)	Production 140–Depletion (20–Depletion)
Male	3–4 (2.7–3.6)	3.5–5.5 (2.0–3.1)
Female	4–8 (1.3–2.7)	

Feeder Space Per Bird

Males Age	Track cm (in)	Pan cm (in)
0–35 days (0–5 weeks)	5 (2)	5 (2)
36–70 days (5–10 weeks)	10 (4)	9 (3.5)
71–140 days (10–20 weeks)	15 (6)	11 (4)
141–depletion (20 weeks–depletion)	20 (8)	13 (5)

Females Age	Track cm (in)	Pan cm (in)
0–35 days (0–5 weeks)	5 (2)	5 (2)
36–70 days (5–10 weeks)	10 (4)	8 (3)
71–depletion (10 weeks–depletion)	15 (6)	10 (4)

Drinker Space

	Rearing Period (0–15 Weeks)	Production Period (16 Weeks to Depletion)
Automatic circular or trough drinkers	1.5 cm (0.6 in) / bird	2.5 cm (1.0 in) / bird
Nipples	1 / 8–12 birds	1 / 6–10 birds
Cups	1 / 20–30 birds	1 / 15–20 birds

Daylength

Daylength increases from rearing to laying (controlled-environment housing)

Age (days)	Age (weeks)	Daylength (hours) for flocks with different CV% or uniformity at 20 weeks (140 days): CV% ≤ 8 or uniformity ≥ 79%	Daylength (hours) for flocks with different CV% or uniformity at 20 weeks (140 days): CV% > 8 or uniformity < 79%	Lighting Intensity
140-146		8	8	10-20 lux (1-2 fc)
147	21	11	8	30-60 lux (3-6 fc)
154*	22	12	12	
161*	23	13	13	
168*	24	13	13	
175*–depletion	25–depletion	13	13	

The maximum response to the pre-lay increase in daylength is only obtained by achieving the correct body-weight profile during rear, good flock uniformity and the appropriate nutritional input.

During lay, there is no advantage in exceeding 13-14 hours of light per day at any stage (where light proofing is good, there is no need to exceed 13 hours).

* Where birds are kept in open-sided housing during lay, and the longest natual daylength exceeds 14 hours, the combined artificial and natural lighting should be extended beyond 14 hours to equal the longest natural daylength.

August 2024

Diagram · Organizational communication

JOB ARCHITECTURE CHART

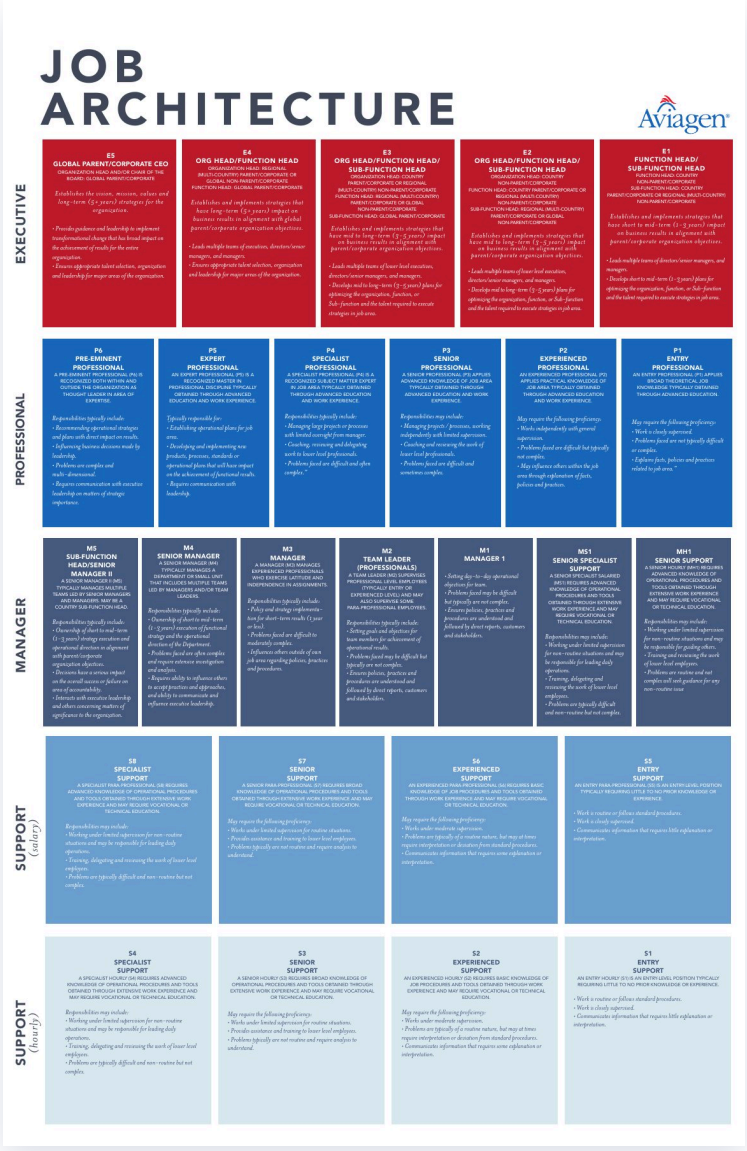
11 × 17 in · Detailed chart and one-page summary

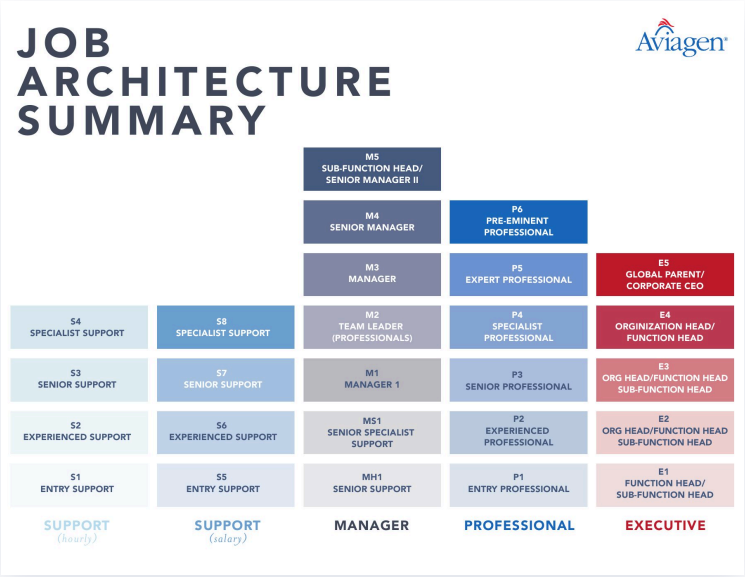
THE OBJECTIVE

show the company's entire career framework (every track, every level and how they relate) in a form employees and managers can actually navigate.

WHAT I DID

built a tiered diagram with five color-coded tracks (executive, professional, manager, and support for salaried and hourly roles), stepping from entry level up so the path between levels is visible at a glance. The detailed version holds the definition for each level. The summary strips it to codes and titles for quick reference on a wall or in a meeting.





Employee communications · Print

HR CAMPAIGN POSTERS

8.5 × 11 in + bleed · Print-ready · English and Spanish

THE OBJECTIVE

get time-sensitive HR information in front of a workforce that is often on the farm or plant floor, not at a desk.

WHAT I DID

designed posters that answer “what do I do and by when” before anything else. The goal-setting poster breaks the process into three numbered steps with deadlines in a high-contrast band. The open enrollment poster, the Spanish-language edition of a campaign for Select Genetics, leads with the enrollment dates, uses QR codes for sign-in and video help, and organizes plan changes into a scannable list. Both are set up print-ready with full bleed.





Print production · Multi-piece campaigns

BENEFITS ENROLLMENT KIT & GLOBAL SALES CONFERENCE MATERIALS

Direct-mail self-mailer, saddle-stitched guide · Pocket folder with tiered insert cards

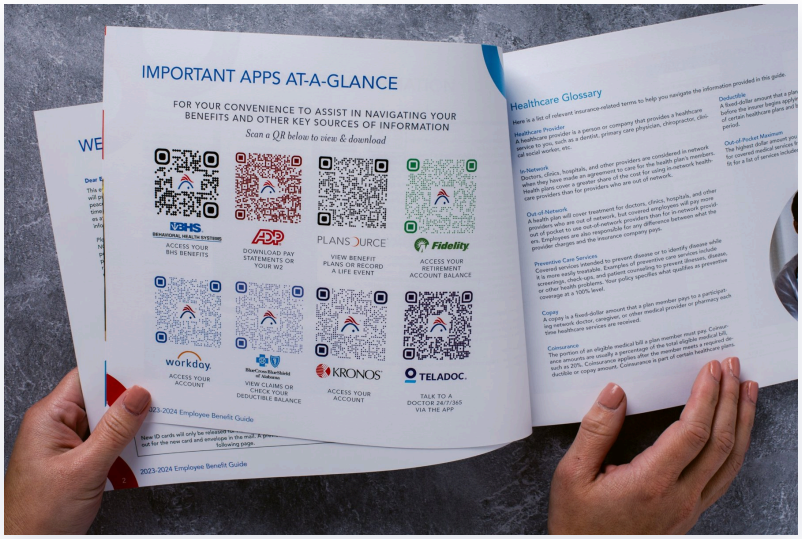
THE OBJECTIVE

two printed programs with a lot of moving parts. The first is an annual benefits enrollment campaign mailed to every employee's home. The second is an information kit for international attendees at Aviagen's Global Sales Conference in Huntsville.

WHAT I DID

for benefits, I designed a postal-compliant self-mailer with a QR code to the online guide and the enrollment deadline up front, plus a printed employee benefits guide. The guide includes an “apps at a glance” page with eight branded QR codes for the benefits platforms, and a plain-language healthcare glossary. For the conference, I created the event identity and a pocket folder with stepped, color-tabbed insert cards (welcome letter, agenda, networking and dinners), so attendees can find each section without pulling everything out.







03

SAM NUTRITION

SAM Nutrition is a Minnesota-based importer of animal health and feed ingredients. Their sales story is technical: biosecurity, import compliance, lab testing and global logistics. Their audience is feed manufacturers, producers and buyers who want proof before they trust a supplier. My job was to make that proof easy to see.

CLIENT
SAM Nutrition, Bloomington, MN

INDUSTRY
Animal health & feed ingredients (B2B)

DELIVERABLES SHOWN
Corporate presentation, trade show booth, comparison one-pager, process infographic

Executive presentation

CORPORATE OVERVIEW DECK

25 slides · 16:9 · Editable PowerPoint (selected slides shown)

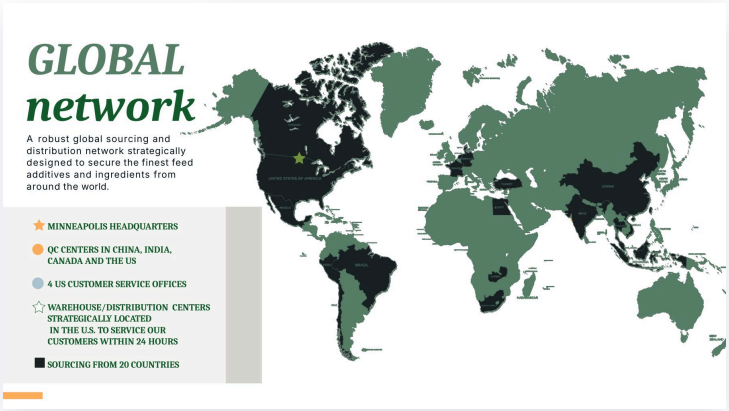
THE OBJECTIVE

give the sales and leadership team one presentation that covers who SAM is, how they reduce risk for customers and why that matters, without turning into a wall of bullet points.

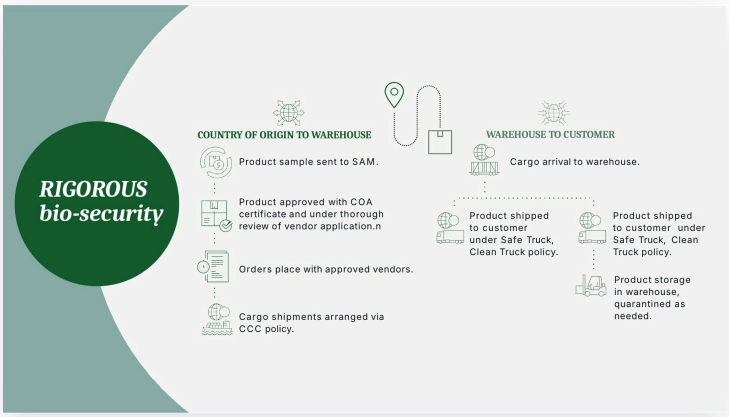
WHAT I DID

designed every slide around one idea and one visual anchor. I built a consistent system of circle-cropped photography, a custom icon set, maps of their global network and Canadian expansion, a supplier comparison table and a step-by-step biosecurity flow. I delivered it as a native PowerPoint file so their team can update figures and swap content themselves.











Large-format print · Environmental

TRADE SHOW BOOTH

L-shaped modular backwall · Fabric graphics · International poultry expo

THE OBJECTIVE

a booth that identifies SAM from across a busy expo hall and still looks like the same company as the deck, cards and sales sheets once a visitor walks up.

WHAT I DID

scaled the brand system up to a multi-panel backwall: a logo and positioning line at eye level, circle-cropped product photography across the corner, the green wave and honeycomb texture running continuously across panel seams, and the tagline along the base of the return wall. I set the artwork up as separate print panels so the graphics line up across every seam once the booth is assembled.



Infographic · Print & digital

"IS THE RISK WORTH IT?" COMPARISON ONE-PAGER

8.5 × 11 in · Print and PDF distribution

THE OBJECTIVE

show buyers, in a few seconds, why responsible sourcing matters for preventing African Swine Fever, and how SAM's import process differs from other importers.

WHAT I DID

organized 14 criteria into four categories (vendor vetting, product quality assurance, assured delivery, and U.S. permits and licensing) and set them in a check/X comparison grid against the competition. Where a checkmark undersold the point, I swapped in hard numbers: $5M liability coverage, a 100/100 safety score and a 30-day U.S. quarantine. The piece ties into the industry's "Protect Our Pigs" campaign and closes with one clear call to action.



Process diagram

MANUFACTURING QUALITY ASSURANCE FLOW

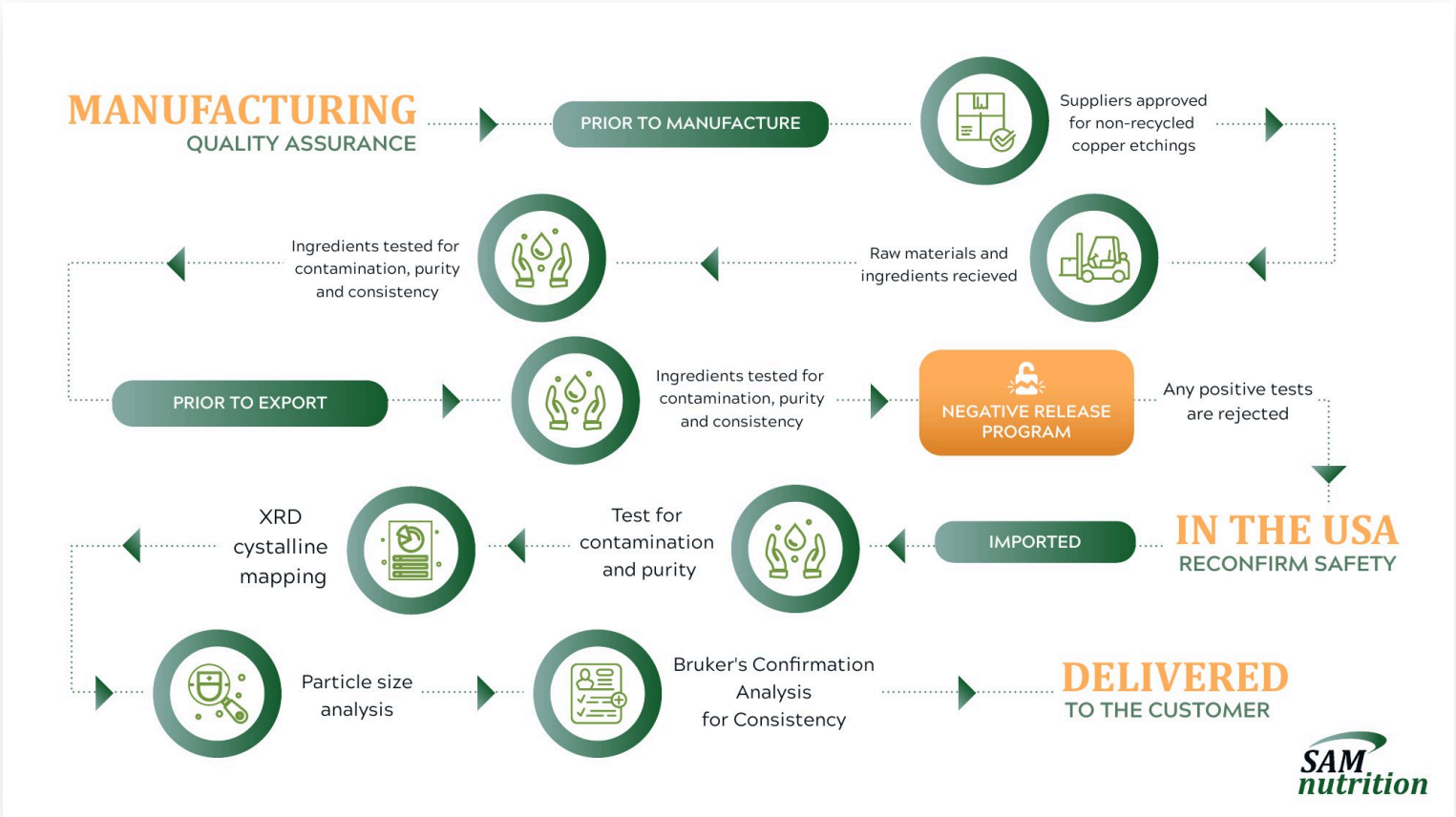
16:9 · Presentation and digital use

THE OBJECTIVE

explain a multi-stage lab testing process for a trace mineral product, from supplier approval to customer delivery, to an audience that wants the technical detail but not a 10-page spec sheet.

WHAT I DID

mapped 12 steps into three phases (manufacturing, prior to export, and in the USA) along one continuous path the eye can follow. Every testing step has its own icon. The one decision point, the negative release program, gets its own color, so the moment a failed test is rejected stands out from the rest of the flow.



04

BLACK CROW BUILDING CO.

Black Crow is a Huntsville custom home builder that came to Huntsville Design House as a new business with no identity. I created the brand from the first logo sketch, then built the system around it, from stationery and social templates to the sales materials for each home they list. It's the clearest example of how I take a visual idea from concept all the way through production, then keep it consistent across every place it shows up.

CLIENT
Black Crow Building Co., Huntsville, AL

INDUSTRY
Residential construction

ENGAGEMENT
Through Huntsville Design House

DELIVERABLES SHOWN
Brand identity, stationery, social media system, community site map

Brand identity · Print

LOGO SYSTEM & STATIONERY

Primary logo, circular badge, icon · Business cards, letterhead, envelope

THE OBJECTIVE

give a brand-new builder an identity that feels established and trustworthy, flexible enough to work on a jobsite, a hat, a letterhead and a phone screen.

WHAT I DID

designed a condensed wordmark with a crow silhouette, plus a circular badge and a standalone icon for small and square spaces. The palette (deep olive, warm stone and charcoal) is earthy without reading “rustic.” I carried it into a stationery suite with a full-height color band on the letterhead that echoes the website and social templates.



Social media system

SOCIAL MEDIA TEMPLATES

Instagram and Facebook · Square and portrait formats

THE OBJECTIVE

keep a steady stream of posts (listings, sold homes, testimonials, events) looking like one brand, even when the builder posts them himself.

WHAT I DID

built a template family: testimonial cards, “Sold” and “Under Contract” overlays, listing tiles that pair the architect's watercolor rendering with floor plans, partner announcements and a co-branded event graphic. Each uses the same type, color band and logo lockup, so the feed reads as a single system.



Map · Wayfinding

LENDON COMMUNITY PHASE 1 SITE MAP

11 × 8.5 in · Co-branded with InTown Partners

THE OBJECTIVE

show buyers which homes are available in a new neighborhood, where each one sits and how they compare, on a single page.

WHAT I DID

turned the development plat into a clean, color-coded site map. Available lots are numbered in the builder's accent color against muted blocks, streets and parks are labeled, and a matching key lists each home's name, beds, baths, square footage and address. It's co-branded with the developer's real estate partner, so both identities share the header without competing.



05

PACKAGING DESIGN

Packaging is the most production-heavy work I do. Every panel has a job: shelf impact on the front, proof points on the sides, then directions, regulatory language, compliance icons, SKU numbers and a barcode on the back. It all has to fit a printer's dieline with no room for error, and the copy has to be exactly right.

CLIENTS

NuAngel (baby & breastfeeding products) · HomTex (Microban-licensed face masks)

INDUSTRY

Consumer goods manufacturing

DELIVERABLES SHOWN

Retail cartons, all panels, print-ready to dieline

Packaging system · Print production

NUANGEL PRODUCT LINE PACKAGING

Folding carton · All six panels · English and Spanish directions

THE OBJECTIVE

a consistent family of packages for a women-owned, made-in-USA baby products company. They needed to stand out on a retail shelf and carry a lot of required information without looking cluttered.

WHAT I DID

built a packaging system in the brand's sage, blush and cream: a curved color band holding the product name, lifestyle photography on the front, a callout panel with dotted leader lines pointing to product features, and the company story on the back. Bilingual directions, "free from" claims, Made in USA and Women Owned marks, SKU numbers and a QR code to support content are all placed to the dieline so every SKU in the line follows the same layout.



Packaging · Regulatory content

MICROBAN GENERAL PURPOSE DUST MASK CARTON

Folding carton · Licensed brand · UPC and compliance marks

THE OBJECTIVE

packaging for a licensed Microban product made by HomTex. It had to follow the licensor's brand standards, explain proper use clearly, and state exactly what the product is and isn't approved for.

WHAT I DID

designed the carton in Microban's blue and orange, with use-case icons on the front and a four-step illustrated mask-fitting sequence on the side. The required precautions and disclaimers (not NIOSH approved, not a medical device) appear in plain, readable type. The back panel has the product specifications, recycling and safety icons, the Made in USA seal and the UPC barcode.





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LET'S TALK

I've been designing for over a decade, and I truly love what I do. Every day I get to help clients take their hard work (their thinking, their research and their processes) and turn it into visuals people can understand, trust and act on.

Thank you for taking the time to look through my work. I'd be glad to walk you through any of these projects, including the source files and how I set them up for print and digital production.

jacki gil

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