



Work Portfolio

Yibei Chen | 2021-2022

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Marketing Strategy
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01

Strategic Brand Consulting
Brand Identity



b+c
brandculture

Brand Strategy & Identity

Client: REVEAM

Mission: Based on Brand logo, color, and brand philosophy, creating brand collateral and merchandise kits.



Brand Strategy & Identity

Client: SWM

Mission: Creating flyers, posters, and PowerPoint Deck in three languages (Chinese, Tamil, and Italian).

Applying contents into different colors and dimensions.

Work Safety SMART

Sicurezza sul Lavoro "SMART"

Migliorare la vita di ogni giorno, costruendo una cultura della sicurezza "SMART" che possa rendere i nostri lavoratori, i nostri clienti e l'ambiente più sicuri.

SWM

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Sicurezza e Ambiente: la priorità in tutto quello che facciamo.

Mobilitarsi per un impatto immediato e un miglioramento continuo.

Affidabili e responsabili ad ogni livello dell'organizzazione.

Responsabili nel mettere in discussione le nostre azioni e quelle degli altri.

Trasparenza nella reportistica, nei sistemi di gestione della sicurezza e nella formazione.

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Working Safety SMART

安全智慧

建立安全智慧文化，提高员工、客户和环境的安全水平，改善社会生活品质。

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时刻准备，持续改进。

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Social Design

Client: Fieldpoint

Mission: Generating social posts for LinkedIn, searching photography that fits brand lifestyle and contents.



To read our perspective on the return of the Discover Boating Miami International Boat Show, visit the link above.

March 2022

Banking services provided by Fieldpoint Private Bank & Trust, Member FDIC





Whether you're seeking privacy, flamboyance or sustainability, today's yachts can be outfitted with all of the materials and amenities under the sun.

March 2022

Banking services provided by Fieldpoint Private Bank & Trust, Member FDIC



02

Experiential Design
Digital Marketing



Illustrations

Core Icons

Design System:

Always using the brand dark purple, light purple, dark teal and light teal to create the accent illustrations.

Combination of organic shapes and icons, and logo to make the user friendly cores icons. Keeping all the illustrations style in the same style, including color palettes, size, shapes.



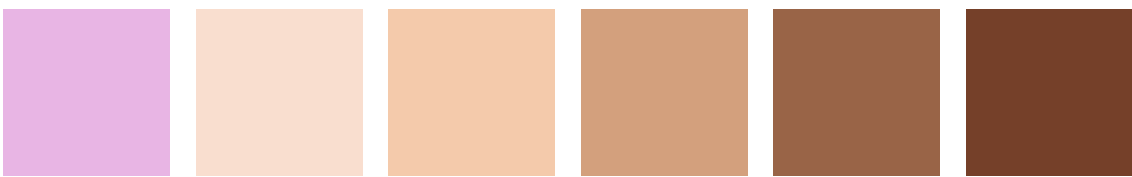
Organic Shapes



Gradient Shapes



Skintones



Shading



Vignette Illustrations

Furniture



Decor



Food & Drink



Kitchen



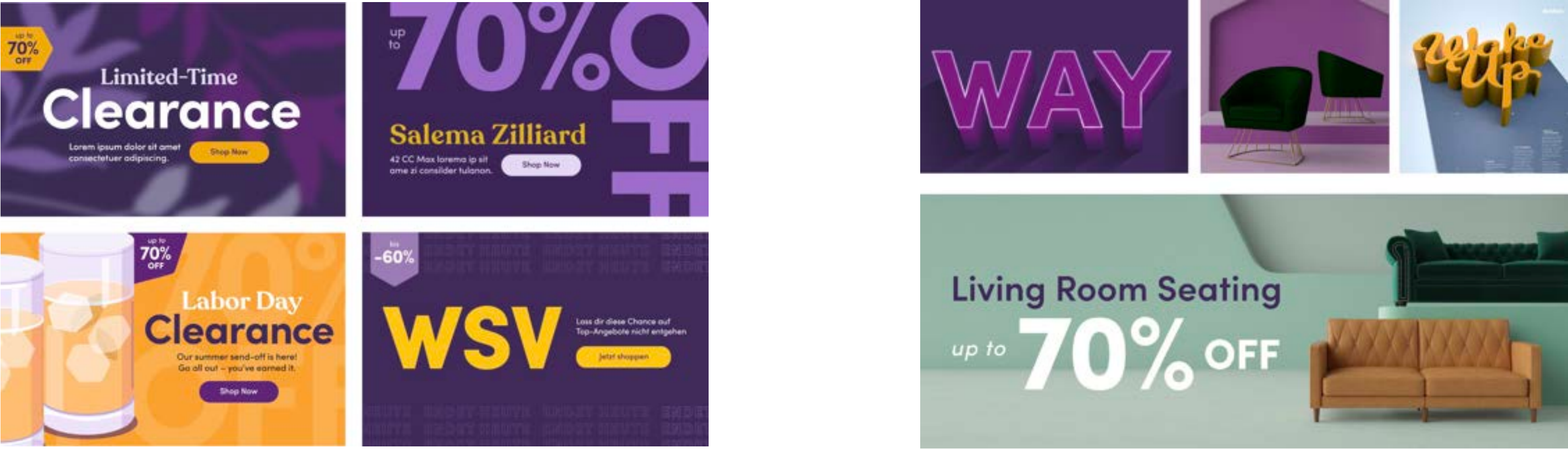
Others



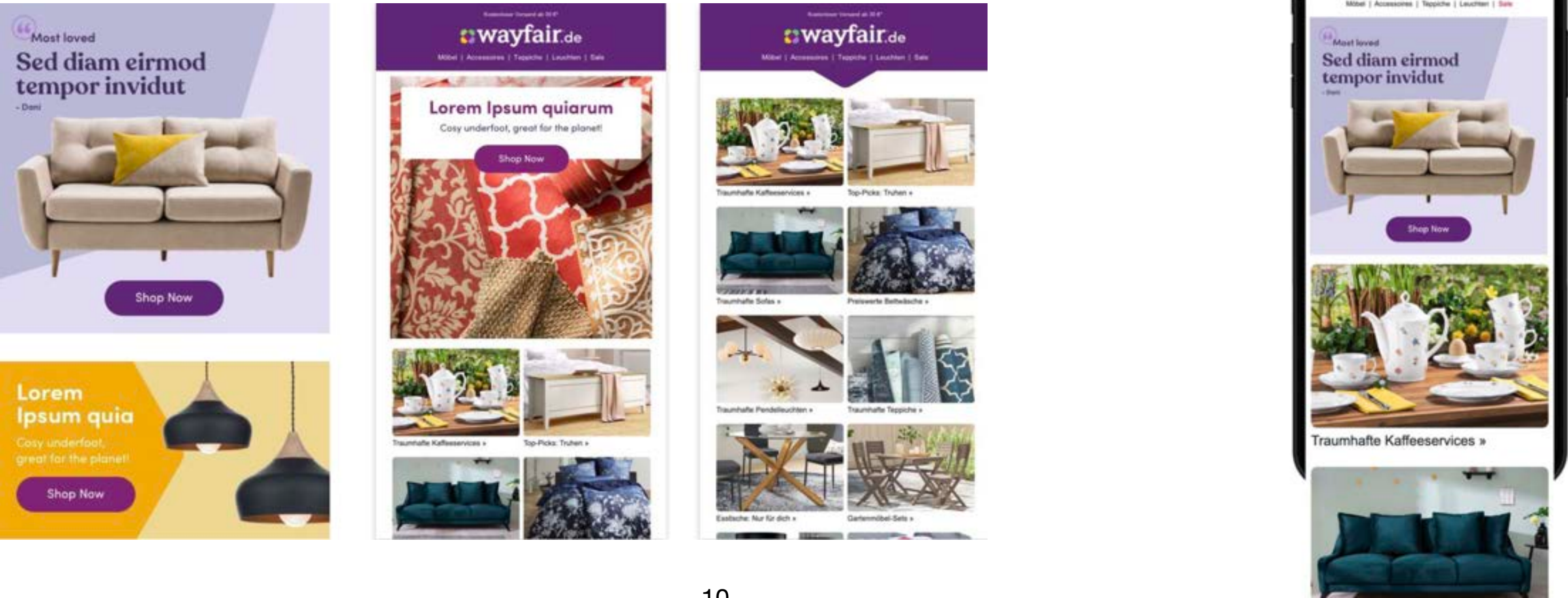
Design Direction:
Unlike the accent illustration, there is no hard and rules of what shapes, stroke weight, or colors to use. Using a combination of photo references and illustration references is the best to ensure the illustrations feel human and real.

Organic Social
Banner & Header

Digital Banner



Header



Description :

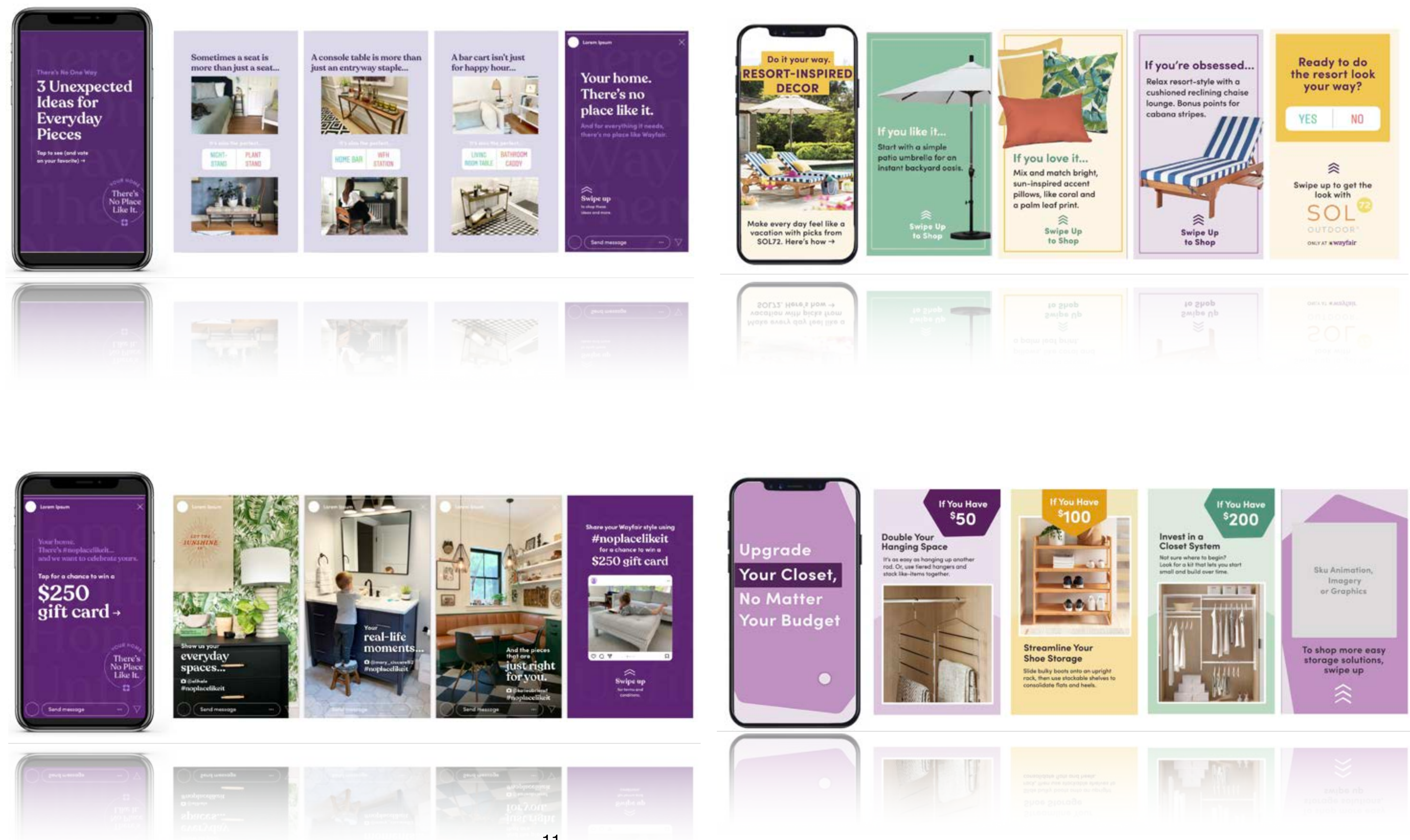
Using brand color and brand languages to create a series templates of social campaigns for promotion contents and holiday sale.

Organic Social
Banner & Header

IG Story

Description :

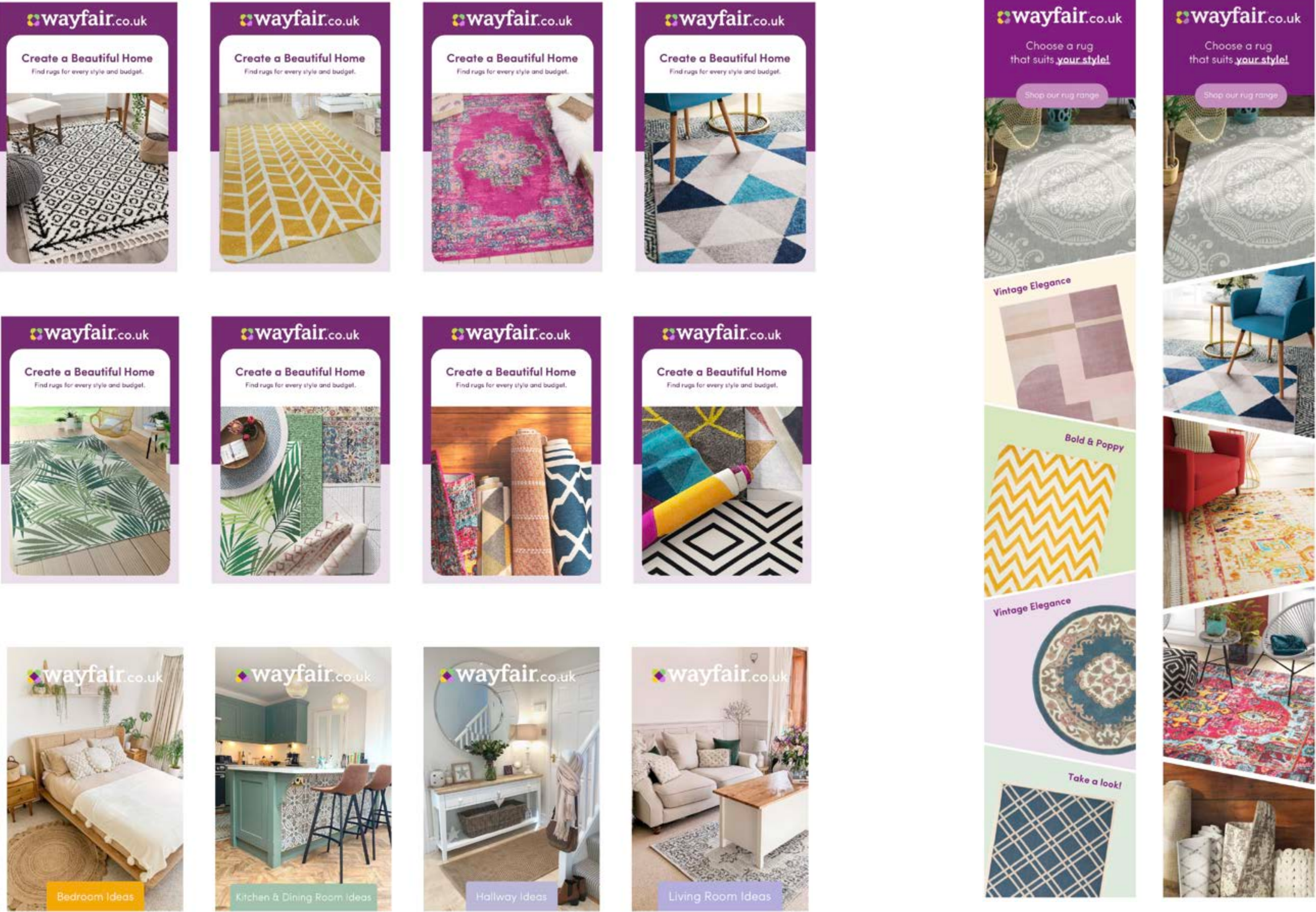
Generating social contents
and delivering life style posts
are the main components for
IG Story.



Paid Social

Pinterest

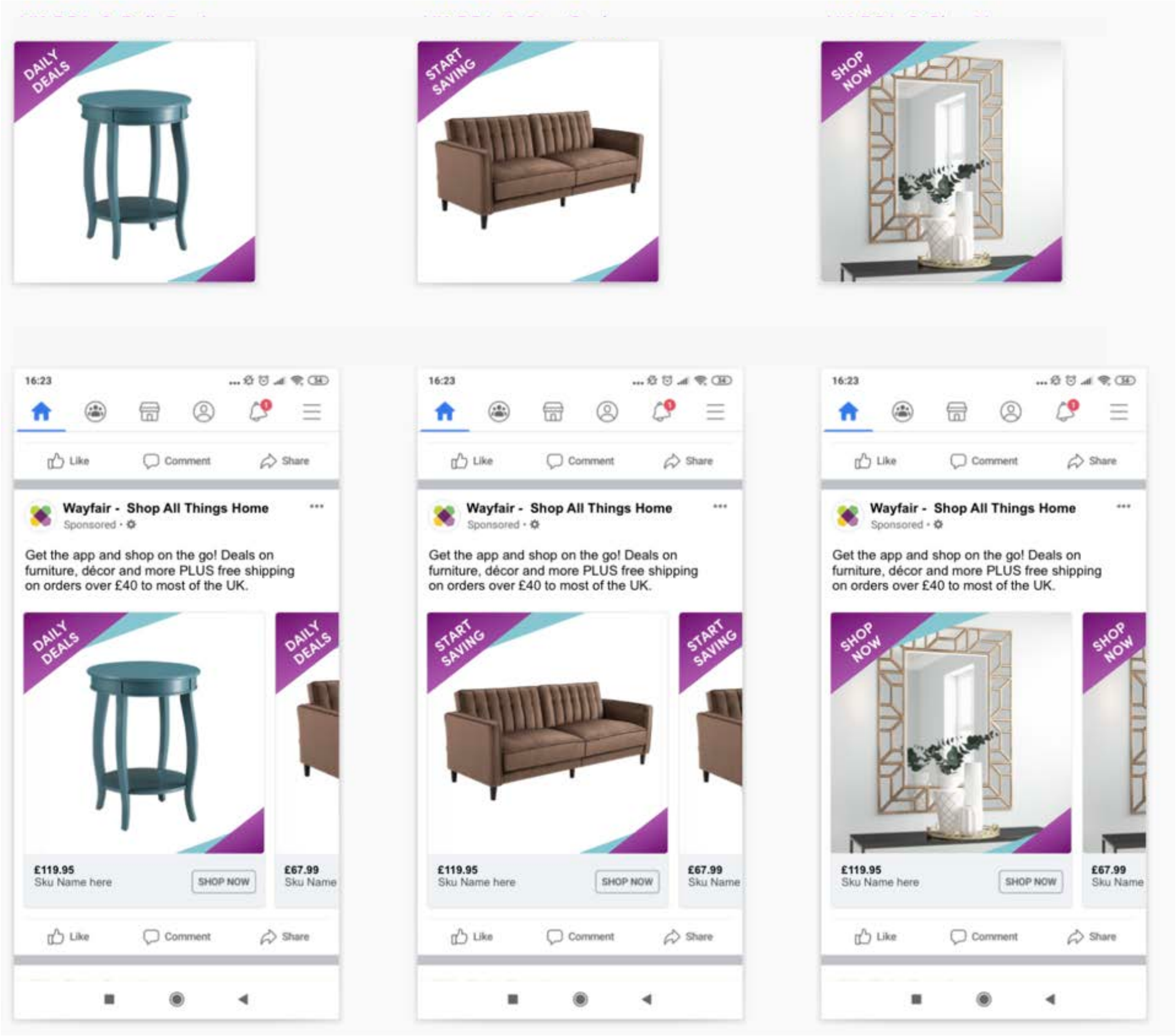
Description :
Creating templates for
Pinterest posts.



Paid Social

Facebook Campaigns

Description :
Creating templates for
Facebook posts.



03

Graphic Design
Visual Experience



Brand Guidelines

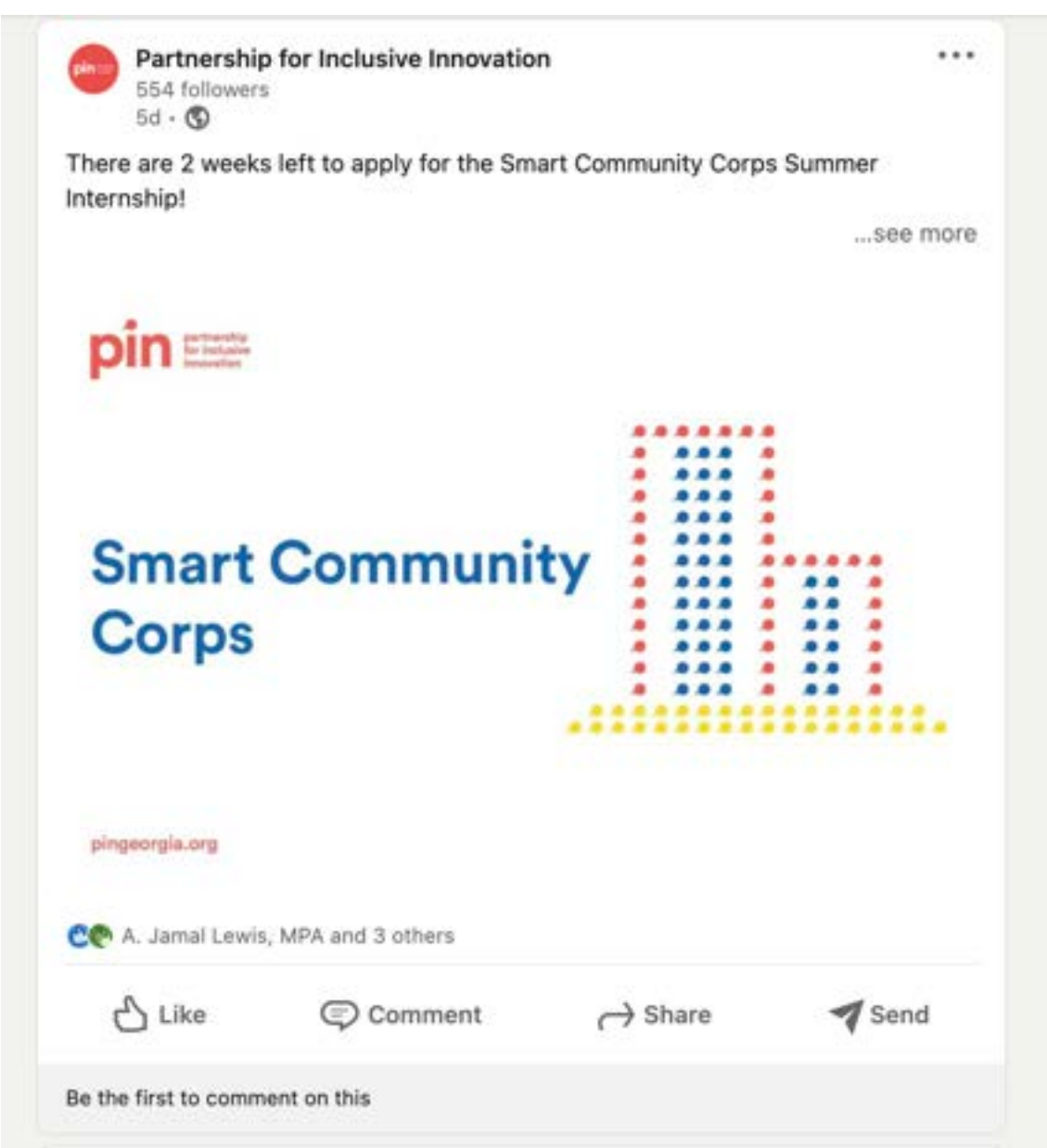
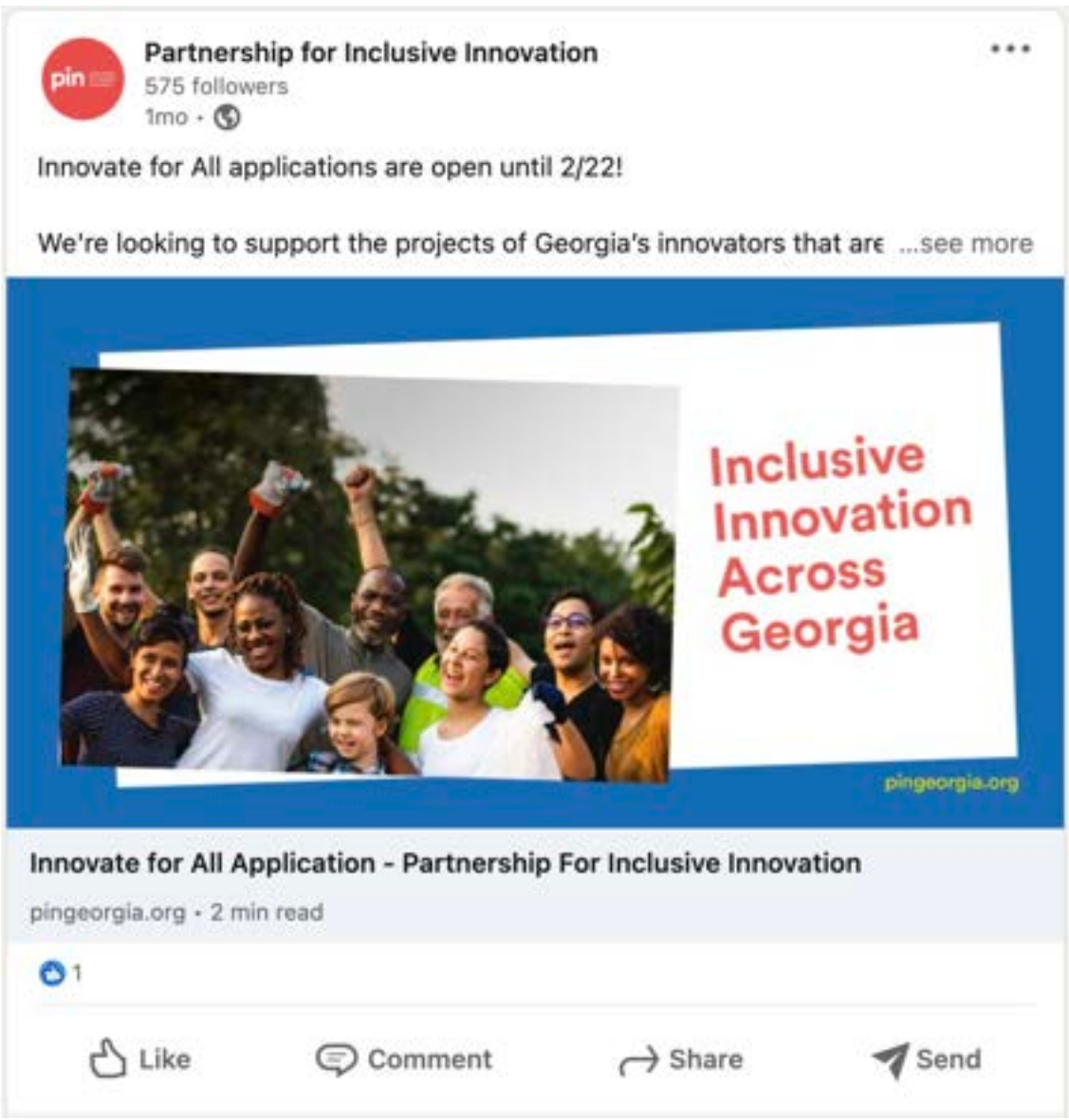
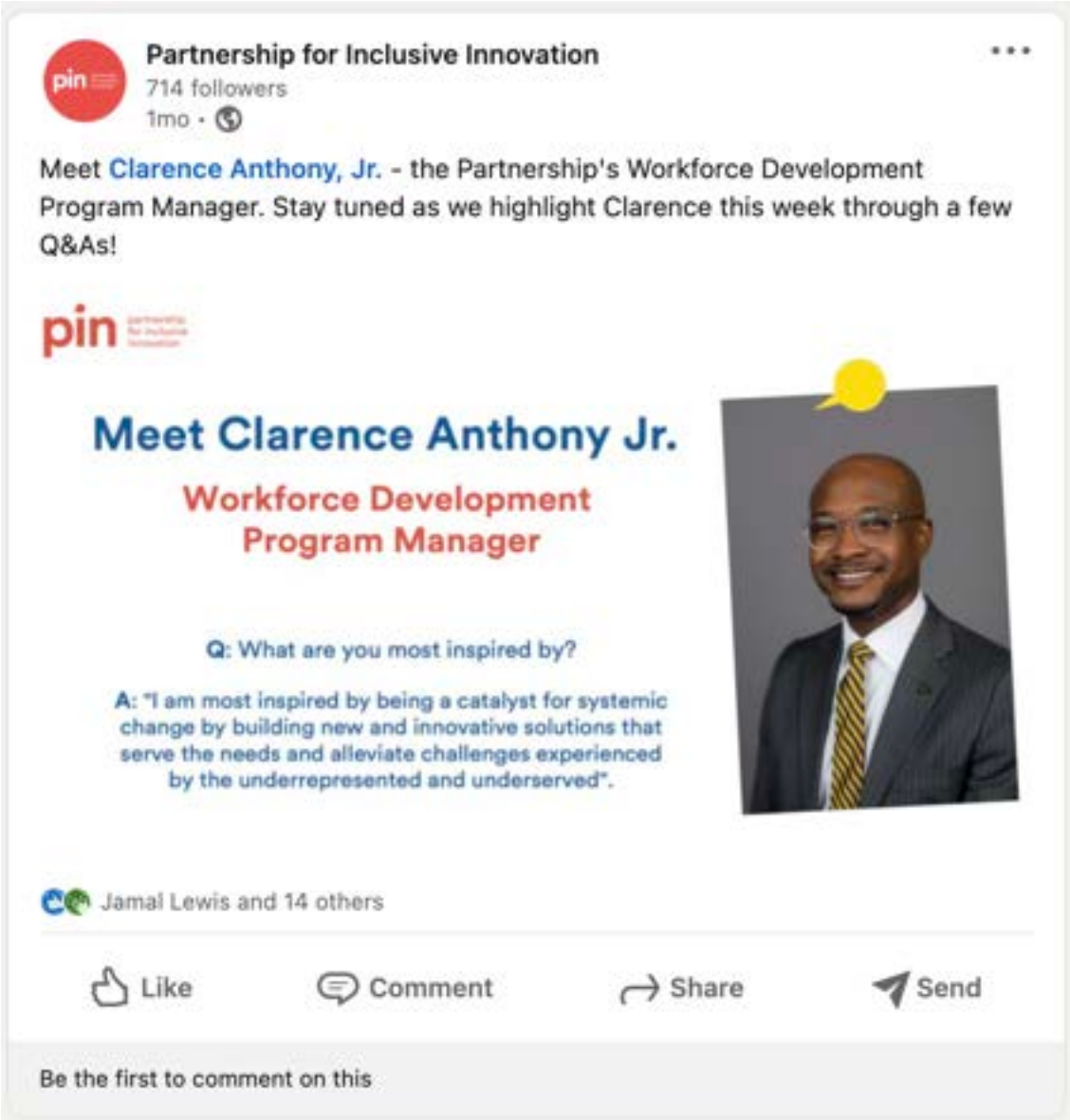
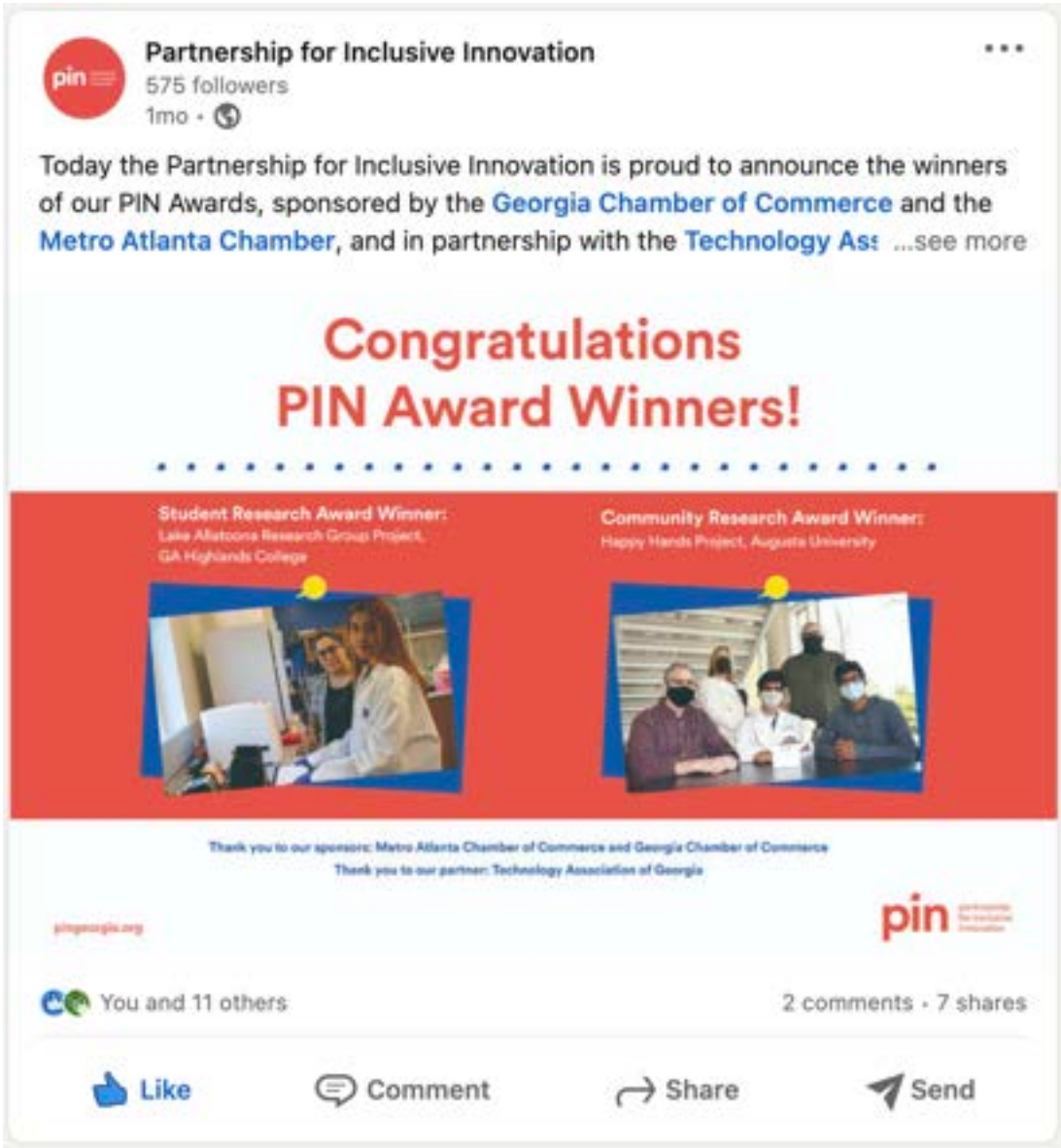


For a whole version, please visit: https://issuu.com/yibeichenorzz/docs/pin_guidelines_v22

Social Media Posts

LinkedIn Feeds

Creating social posts by using brand language and also designing appropriate along with the contents.



Social Media Posts



For more LinkedIn feeds: <https://www.linkedin.com/company/pin-georgia/posts/?feedView=all>

Layout Design

One Pager

Community Research Partnership Extension: A Georgia Smart Research Alumni Opportunity

This opportunity provides support for municipalities and researchers to continue their work from the Georgia Smart Communities Challenge.

About the Program

- Goal: expedite the projects and ideas started or planned during the initial Georgia Smart program where additional opportunity to further the project exists
 - Ex. implement technology pilots or expansions of technologies explored during the initial Georgia Smart funding period
- Alumni communities will again partner with one or more Georgia Tech (and local university) researchers as part of their project team.
- Available funding: up to \$100,000 for the team to be divided between community and researcher(s).

Applying for Funding

- Application submission period: February 1st – March 14th, 2022.
- Application length: equivalent to 6 pages or less
- Requirements: Description of need to continue work, description of project plan, proposed outcomes, budget, and letters of support
- Submission portal link

Award Expectations

- Program period: June 2022 - September 2023
- Milestones: Quarterly meetings, Community Engagement Event, and Final Presentation
- Modeling: outreach to other Georgia communities with similar needs and goals

pin partnership for inclusive innovation

Valdosta: A SMART City Without Limits

pin partnership for inclusive innovation

Project Team:
City of Valdosta, Georgia Institute of Technology, Temple Inc, and the Partnership for Inclusive Innovation

Georgia Smart Communities Challenge:
How the City of Valdosta, Georgia is Improving Traffic Monitoring and Communication for Safety, Connectivity, and Efficiency

“This project is transforming Valdosta into a smart and connected city. We are committed to creating and sustaining a smart, effective traffic control system which will result in improved traffic flow, road safety, and reduction in the number of traffic accidents,”

- Mark Barber, Valdosta City Manager

Project description

Supported by the Georgia Smart Communities Challenge, the City of Valdosta piloted a smart traffic management system connecting all 128 traffic signals, including implementation and evaluation. Emergency vehicle signal pre-emption and a corresponding app, TravelSafely, were also deployed in the community.

By the Numbers:

- 128 signalized intersections installed and configured with components
- 10 firetrucks equipped with vehicle pre-emption units
- 72 local firefighters trained on signal pre-emption
- 900 + community members engaged with the project
- 2 courses in traffic engineering developed at local university

Innovation:

- True community research co-creation partnership between two universities, a local community, private company, and a partnership
- Connected traffic signals have Valdosta prepared for future technologies

Impact:

- Improved traffic flow and road safety
- Enhanced mobility for area residents
- Reduced transit time for emergency vehicle drivers
- Connectedness between traffic signals, emergency vehicles, and driver application
- Community members actively engaged with project members
- Integrated community research co-creation and partnership
- Added educational research opportunities for new engineering program at local university
- Preparedness for future advancements and comprehensive handling of traffic

pin partnership for inclusive innovation

Partnership for Inclusive Innovation

pin partnership for inclusive innovation

One Year of the Partnership for Inclusive Innovation

1 YEAR

Our Mission

To advance established and emerging innovators for a stronger Georgia

Expand inclusive innovation.

Advance existing entrepreneurs while identifying and helping new innovators succeed.

Establish Georgia as the East Coast Tech Capital.

Find and unlock the promise of innovators who have traditionally been shut out.

Activate potential.

Achieving Inclusion One Innovation At a Time

“Our charge was to support existing hubs of innovation, nurture promising leaders and entrepreneurs, especially from communities not often included in this discussion and invest in the most promising and available technology-driven, community-based solutions. What’s really exciting is seeing how our efforts in this first year are yielding tangible results that position Georgia to achieve inclusion one innovation at a time.”

- Debra Lam, Executive Director

Helping Communities Seize Opportunities to Create Change

In 2020, Lt. Governor Geoff Duncan instituted the taskforce that would become the Partnership for Inclusive Innovation to lead coordinated, statewide efforts to establish Georgia as a living laboratory by uncovering and uplifting innovators.

Under the leadership of state of Georgia, Board Chair G.P. Bud Peterson and Executive Director Debra Lam, the organization guides efforts and pilot programs to help foster access, growth, entrepreneurship and innovation throughout the state, with the ultimate goal of achieving inclusive innovation throughout Georgia.

By the Numbers

The impact of catalyzing collaboration among the next generation of innovation leaders and the powerful ecosystem of businesses, universities and government.

5 Regional Innovation Hubs Serving Georgians	45 Communities /9 workforce areas with improved access	16 Project Sites Served by Smart Community Create Interns	29 Smart Community Create Internships Completed	27 Academics, Public-Isen/Presentations	2 Firms Approved for New Generation Farms
3 Flagship Programs Serving Georgians	16 Georgia Smart Communities	170+ Technologies Activated	693 Event Attendees	9 Business, Disruption, Social Systems	21 Capital partners secured

75 5th St. NW, Suite 3000
Atlanta, GA 30308
inclusiveinnovation@gatech.edu

pin partnership for inclusive innovation

pin partnership for inclusive innovation

Follow Us on Social Media!



Follow the Partnership for Inclusive Innovation to learn about upcoming events and the latest news on how communities and citizens are creating a future that is more equitable and resilient for all.

Thank you for your ongoing support! We look forward to seeing what we can all achieve together.

in

Visit Our Website for More Innovation News

pingeorgia.org

About

The Partnership for Inclusive Innovation is a public-private partnership comprised of the state of Georgia, private entities, and the Georgia Institute of Technology. Launched in 2020 to lead coordinated, statewide efforts to position Georgia as the technology capital of the East Coast, and under the leadership of Lt. Gov. Geoff Duncan, board chairman Dr. G.P. Bud Peterson, and Executive Director Debra Lam, the organization guides efforts and pilot programs to help foster access, growth, entrepreneurship and inclusive innovation statewide.

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Layout Design

Brochure Design

Beyond Farm-to-Fork: New Opportunities for Innovation and Inclusivity Through AgTech



pin partnership for inclusive innovation

pin@georgia.org

New Challenges Call for New Innovations

Farming has never been easy, but the modern world has created new challenges in addition to traditional threats such as pests, diseases and harsh weather. Farmers now must cope with the pressures of climate change, soil erosion and biodiversity loss on top of the evolving demands of consumers who want higher quality, fresher food and more comprehensive knowledge of the way it's produced. Add to this the expectations of regulators, food processors and retailers, and it is no mystery why the industry struggles to inspire the next generation of workers to stay in rural areas and take up the plow.

Challenges abound at every stage of the food growing cycle, and yet there are innovative efforts happening across the world to overcome these obstacles and pioneer the future of farming. Climate leaders for bioenergy, robotic milking machines and fruit pickers, droneless combine harvesters, sensors to monitor the health of the soil, irrigation systems driven by AI and farm surveillance drones are just a handful of the advanced technologies that are starting to change how farms function.

A commitment to technological innovation and to the empowerment of marginalized groups of farmers and industry workers bring tremendous hope for the future of agriculture. Here are innovative and inclusive efforts around the world that are impacting each stage of the farming life cycle.



Before You Can Work the Land You Have to Have Land to Work

In the United States, a major obstacle for today's farmers is the inability to access farmland – particularly for first-generation farmers who are not inheriting property from previous generations. Farmland is expensive and scarce, and though consumer demand for local produce continues to grow, the demand for residential developments also continues to increase. Unfortunately, many once-viable small and medium-sized farms have been shut down due to encroachment of suburban sprawl and consolidation.

275 million acres – more than 80% of American farmland and ranchland – will be transitioning ownership over the next 10 years. One organization working to ensure that this land stays in farming is The American Farmland Trust. The Trust is a national leader in protecting farmland through agricultural conservation easements. This type of easement establishes the land as its "farm value," not its "development value," making it far more affordable and opening the way for new farmers to start out or existing farmers to expand.

The Partnership for Inclusive Innovation and the Georgia Working Farms Fund provide a powerful example of innovation to protect farmland. This financing solution developed by The Conservation Fund focuses on ameliorating the rapid loss of critical farmlands in the region by acquiring farmland within 100 miles of Atlanta and placing the conservation easements on the land to permanently protect it from development and environmentally harmful practices. The land is then leased to farmers, "offering a 5- to 10-year path to ownership, targeting especially Black, Indigenous, people of color and female farmers – who have all faced historic barriers to farmland ownership." The Georgia Working Farms Fund was the first model of this innovative approach nationally and is now being replicated in other states including Illinois.



Assistant Farm Manager Deshaun Kibling of Love & Loam Farm in Kennesaw, Georgia, showing farmers of the Love & Loam Farm will ultimately own their farmland through the Working Farms Fund.

Challenges at every stage of the food cycle are being met with innovative technologies and strategic partnerships to help reduce hunger, poverty and landfill emissions while feeding a growing human population.

Improving Outcomes in Subsistence Farming

Naturally, the "farm-to-fork" cycle begins with the farmers that are working day-in-and-day-out to grow produce and raise livestock. Globally, small-scale farmers work to provide a major source of survival for impoverished rural communities. Investing in inclusive rural development and small-scale agriculture in these places can provide long-term solutions to "hunger, poverty, youth unemployment, and forced migration." Considering the rising food prices due to the global disruptions of the Covid-19 pandemic and the Russia-Ukraine war, these investments are all the more necessary.

The International Fund for Agricultural Development (IFAD), an international financial institution and specialized United Nations agency based in Rome, invests in farmers living in rural areas who are currently living below the poverty line. Their projects provide these rural farmers with access to finance, markets, technology and information. They also "promote gender equality and inclusiveness, build the capacity of local organizations and communities, and strengthen resilience to climate change."

2

A Future of Fresh Produce Free from Pests and Pathogens

Shipment and processing remain essential to the logistics of moving fresh vegetables and fruits beyond the farmstead and into kitchens. Losses in innovation offer new ways to maintain freshness and quality while eliminating harmful pathogens that sometimes lay dormant along the way. Traditional methods of food treatment have often failed to ensure the safety of fresh fruit and produce as it travels from farms to grocery stores. Major outbreaks of E. coli and Salmonella have affected stores and restaurants across the country. As farmers, distributors and retailers look for better ways to protect fresh food and consumers, innovative methods are being developed.

With the goal of providing the industry and consumers around the globe with a safe, long-lasting and highly effective solution, Resens, an innovation advanced by Georgia Institute of Technology (Georgia Tech) engineers, Orlan Falconer and Chao Shana, has been working hard to perfect a method of food treatment which preserves the natural microorganisms of produce while killing 99.9% of foodborne pests and pathogens.



Resens developed a food treatment method that preserves nutrients while eliminating the major causes of foodborne illness.

Resens utilizes a food treatment technology referred to as ECOP™, or Electronic Cold Pasteurization. ECOP™ harnesses electricity to create a gentle shower of electrons for produce to pass underneath, eliminating the major causes of foodborne illness before they have the chance to cause severe illness or death. As an added bonus, ECOP™ treatment extends shelf life by reducing yields and fungi and helps reduce food waste due to spoilage.

There is a growing gap between the technological resources available to agricultural producers and their actual effective use. Farmers need knowledge of software and hardware resources (equipment), high-speed broadband and over-the-air access to Internet resources (connectivity) and the skills training to use them. The University of Georgia – UGA Campus and Auburn-Baldwin Agricultural College develop applications and data literacy training for farmers from small to medium-sized farms to help overcome this gap.

Food to Fork Faster

After food is processed into consumable products, the chain of logistics required to successfully transport the processed foods to distribution centers and ultimately stores or restaurants can be mindbogglingly complex. Considerable planning and coordination is required to guarantee that the transportation of food makes it to these locations without spoiling and contributing to food waste.

Unexpectedly, advanced technology is transforming the supply chain. More informed and efficient decision-making is now possible through "robotics, augmented reality, artificial intelligence, analytics and cognitive technologies," all of which are being used by logistic industry giants like Ryder. Data gathered with these technologies can inform where to locate processing plants and warehouses to allow for faster delivery, as well as making tracking easier while in transit.

One innovation in farming logistics is adding smart sensors and devices into cold-chain transport containers. These help monitor key elements like location and temperature and prevent access to spoilage contributing to industrial food waste. These sensors also allow supply chain managers to monitor their goods while in transport. If the temperature or humidity level approaches an unsafe threshold, the manager can intervene and adjust the settings – or rather where in the world the goods are.

Increasing Diversity at the "Farm-to-Fork" Table

The need for greater inclusivity in the farming industry is well known, and there are a number of efforts being made to encourage the next generation of farmers from all different backgrounds. In California, the Collaborative Change Foundation has a vision of "raising and elevating LGITG+ agriculturalists through advocacy, education and networking." The foundation creates regional and national events, promotes industry leadership, empowers small-scale farmers, and provides training and mentorship. The foundation also provides support for LGITG+ agriculturalists, promotes environmental development for LGITG+ agriculturalists and connects students to agriculture companies that are leading the way in workplace equality.

Another example of inclusivity efforts can be found in the partnership between the USDA appropriated program AgAbility and agtech company Life Essentials. Life Essentials works to apply elements of agtech to help farmers and farm workers, as they gain independence on the farm. Created around many older farmers, Life Essentials develops the technology and equipment including greenhouses (GHs), tractors (THs) and other customized equipment, and then works with AgAbility to provide these products to farming communities in a financially feasible way.

Given the ever-expanding technological advancements in agriculture, it is hard to predict what the future holds will be for farmers and how their roles will change over time. One major aspiration and hope is that the emerging technology will allow for increased efficiency and sustainability on farms and throughout the entire food cycle. This improvement will be necessary to feed a growing human population worldwide. Like every before, the "farm-to-fork" process needs workers at every stage and from all different backgrounds and socioeconomic levels.

4

Expediting Ripe and Eliminating Rotten

One of the final steps in the food process is the selling of fresh food from farms to distributors and retailers. This step is full of financial challenges and can make or break a farm's ability to be profitable and sustainable long-term. One critical retail problem is the amount of perishable items that have to be thrown away when a food buyer can't be established before fresh fruit and produce spoil. In Georgia, Emory University committed to purchasing the locally sourced, fresh food grown from farmers entering the Working Farms Fund program. This results in guaranteed income for the farmers and also provides healthier and fresher food for the eventual consumers. The partnership also allows Emory faculty and students the opportunity to conduct research on Working Farms Fund farms.



Emory University faculty and students enjoy fresh food from locally sourced farms through their partnership with the Working Farms Fund program.

Reducing Food Insecurity and Waste

The farming life cycle culminates when the food is placed on one's plate for consumption. However, food waste at restaurants and other food businesses is a major problem that contributes to a significant percentage of global emissions. The 2021 Food Waste Index study indicates that 87% of all food waste occurs post-purchase.

The Center for EcoTechnology (CET) works with companies to reduce food waste, recover surplus food and divert scraps to animal farms. CET works as a liaison between businesses with food waste and businesses that can provide solutions for said food waste. In making these connections, CET empowers businesses to make informed decisions for how to decrease or divert their wasted food. One Georgia-based non-profit Good2 works toward the dual goal of mitigating food waste and providing hunger relief through innovative technology and nationwide logistics to divert waste and provide food to those who need it most. Good2 picks up restaurant and food waste and donates it to local nonprofits to meet the needs of those experiencing food insecurity. Good2 also works with certified organic waste haulers to recycle inedible food items. They help restaurants and other food businesses reinvest their entire waste management to support them in achieving their zero-waste goals.

The Future of Food

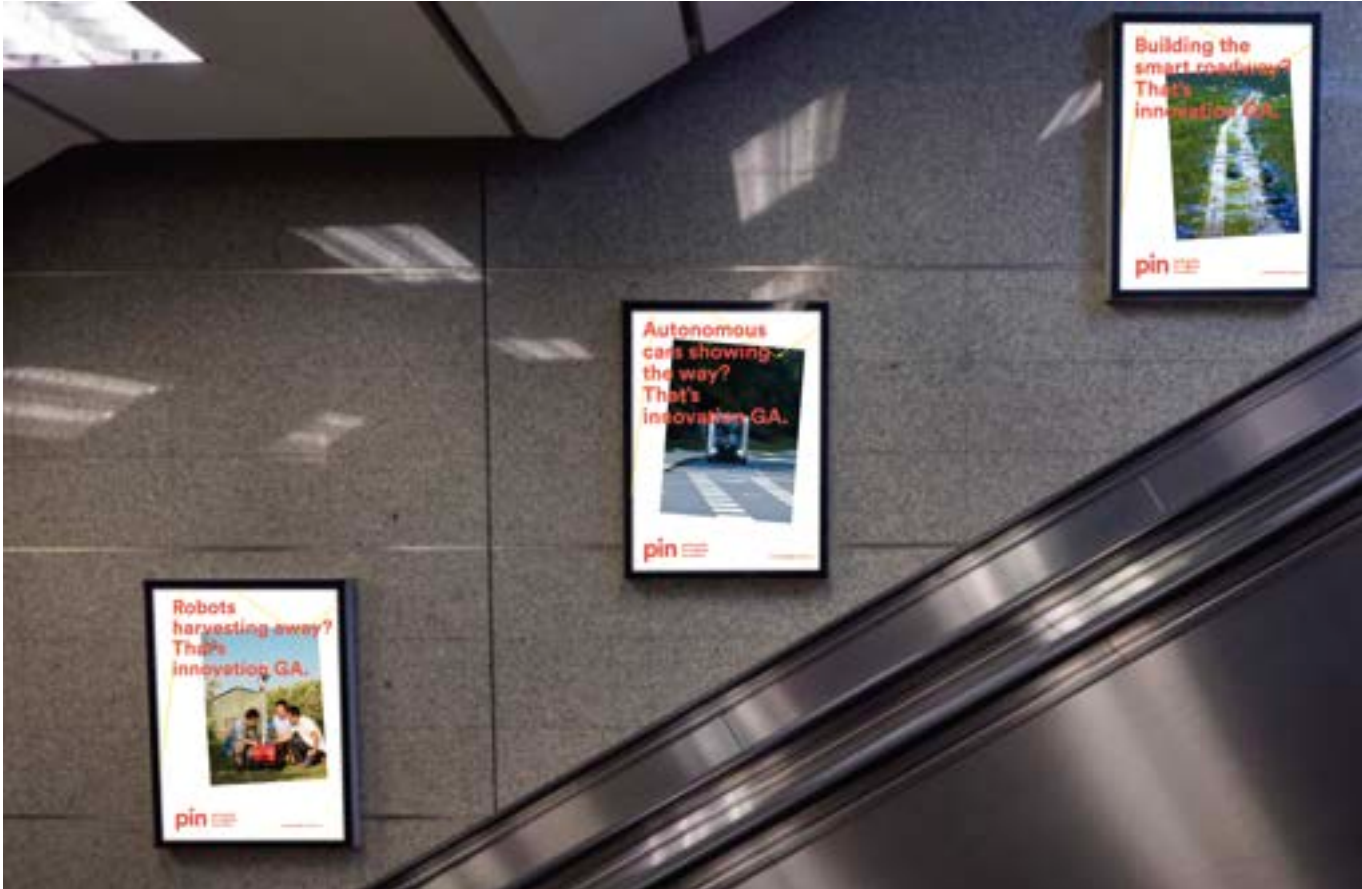
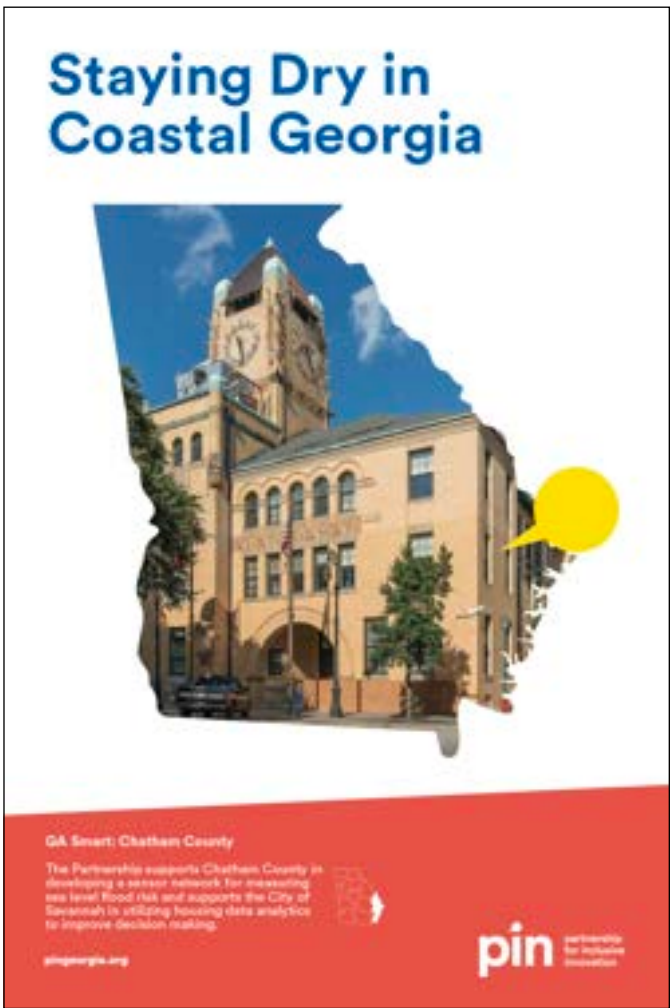
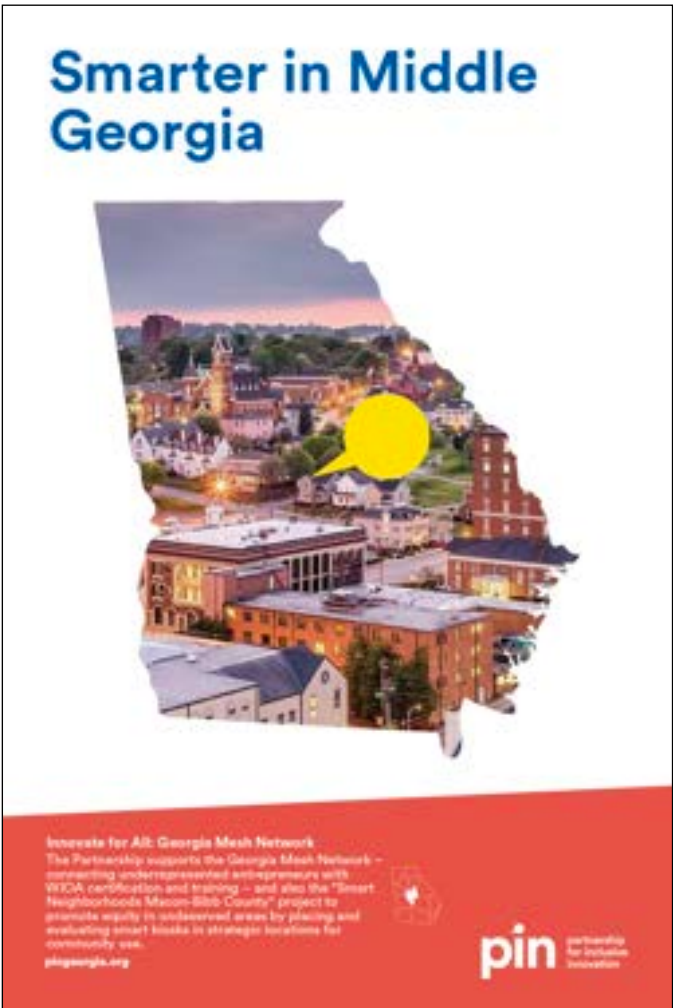
Looking at the agricultural landscape – both globally and locally – two things are clear today. First, there are a growing number of challenges that make it increasingly difficult to go from "farm-to-fork" in a sustainable and profitable way, but there are many who are advancing efforts to find more efficient ways. Secondly, and even more optimistically, there are innovative strategies and technologies being created that are not only tackling the issues, but also opening the door for a more inclusive farming community. Most importantly, when innovation is considered and applied at every stage of the food cycle, the entire local community is able to reap the benefits of that innovation. Subsequently, problems such as hunger, poverty and landfill emissions will be reduced while feeding a growing human population for generations to come.

6



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Posters



04

In-App Contents Design
UI/UX Design
Marketing Strategy
Graphic Visual Plan



 **Reframe**

Marketing Strategies

Facebook Carousel Ads

Generating social posts for Reframe App marketing, and work with copy writers. Social ads will be posted on different platforms (e.g., IG, FB) and app store. Developing web landing page, in-app illustrations, badges, and email template design.

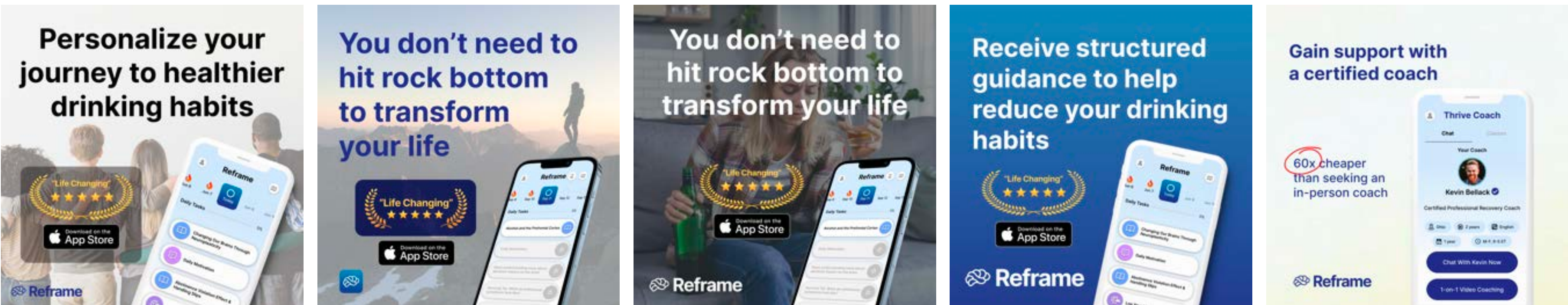
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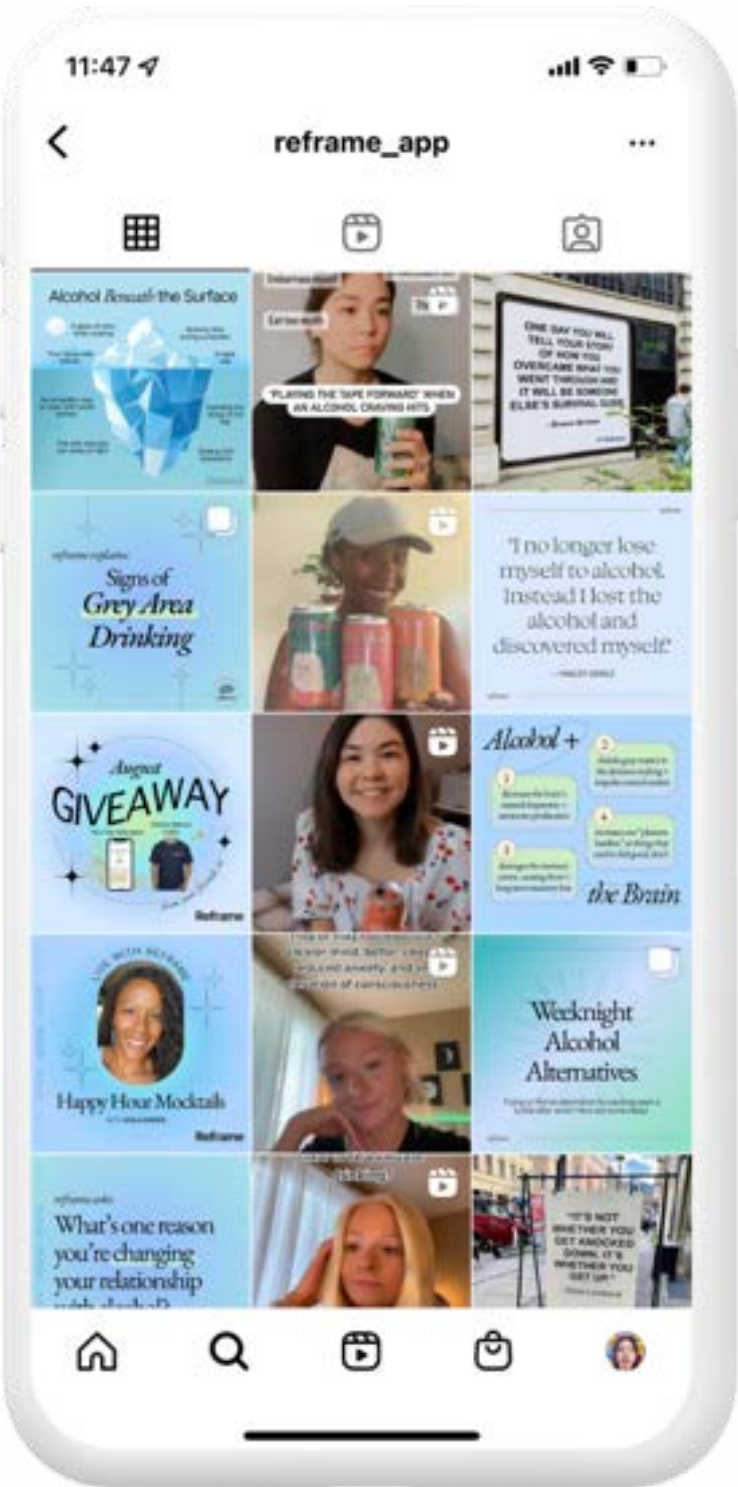


#3



Marketing Strategies

IG Posts



Alcohol + Sugar Cravings

Why so many of us turn to sugar after we quit drinking

did you know that...

UP TO 25% OF THE GENERAL LGBTQ COMMUNITY HAS MODERATE ALCOHOL DEPENDENCY

compared to 5-10% of the general population.

3 Ways That Alcohol Negatively Impacts Your Mental Health

Download the Reframe app today. @reframe_app

One day you will look back on this. And you will be proud that you didn't give up. So keep on going.

I got this!

A REFRAME IGTV SERIES

FEEL GOOD FRIDAYS

Kelsi Godwin, LCSW

Anxiety, grief, self compassion, and resilience.

@kelsigodwin.lsw

HAPPY HOUR MOCKTAILS

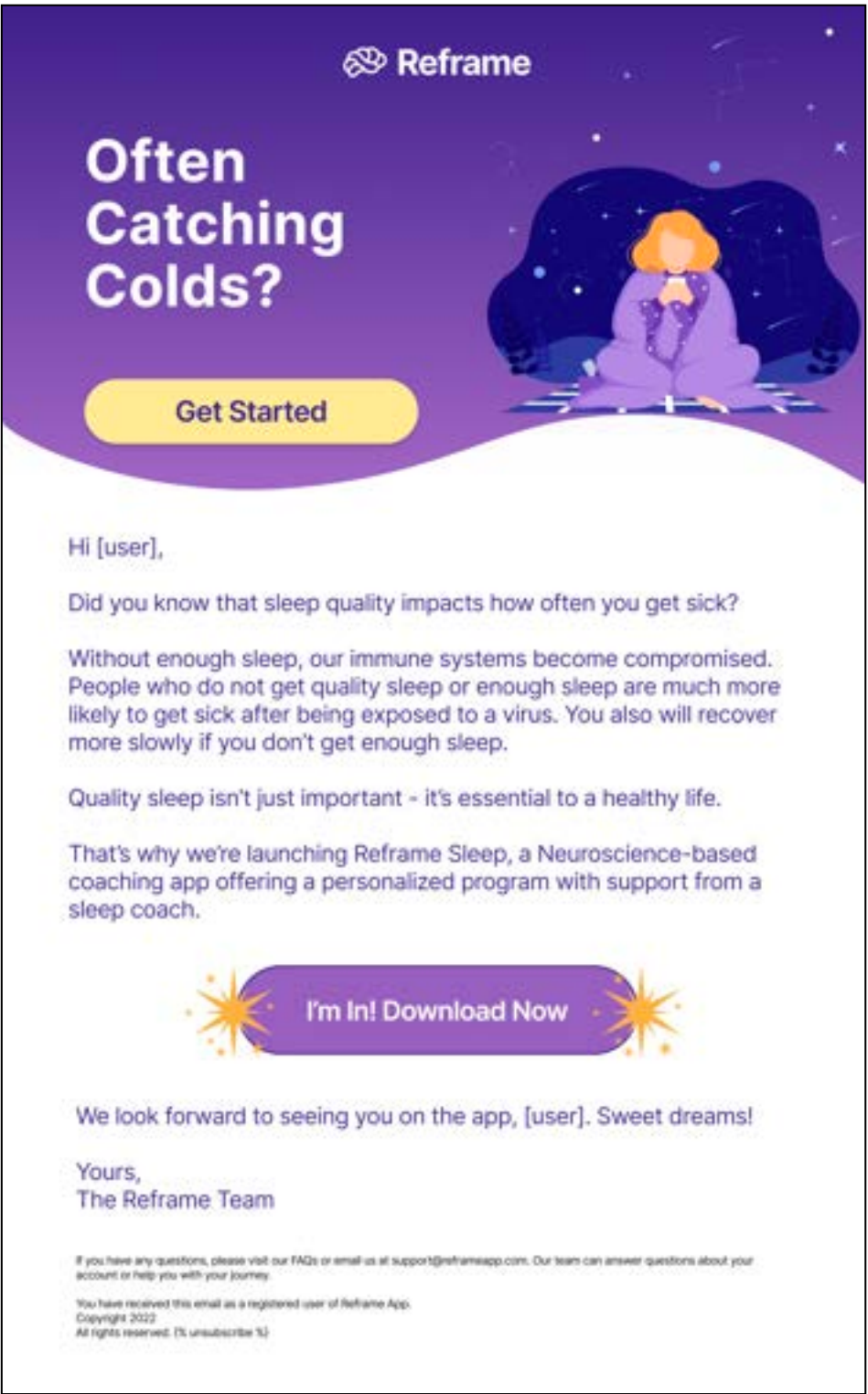
TONIGHT WITH KIOLA RAINES

FREE ZOOM MEETING TONIGHT

Support Meeting Tonight lead by Thrive Coach Kevin, for All Current Subscribers!

Check your emails from us for the zoom link! See you there :)

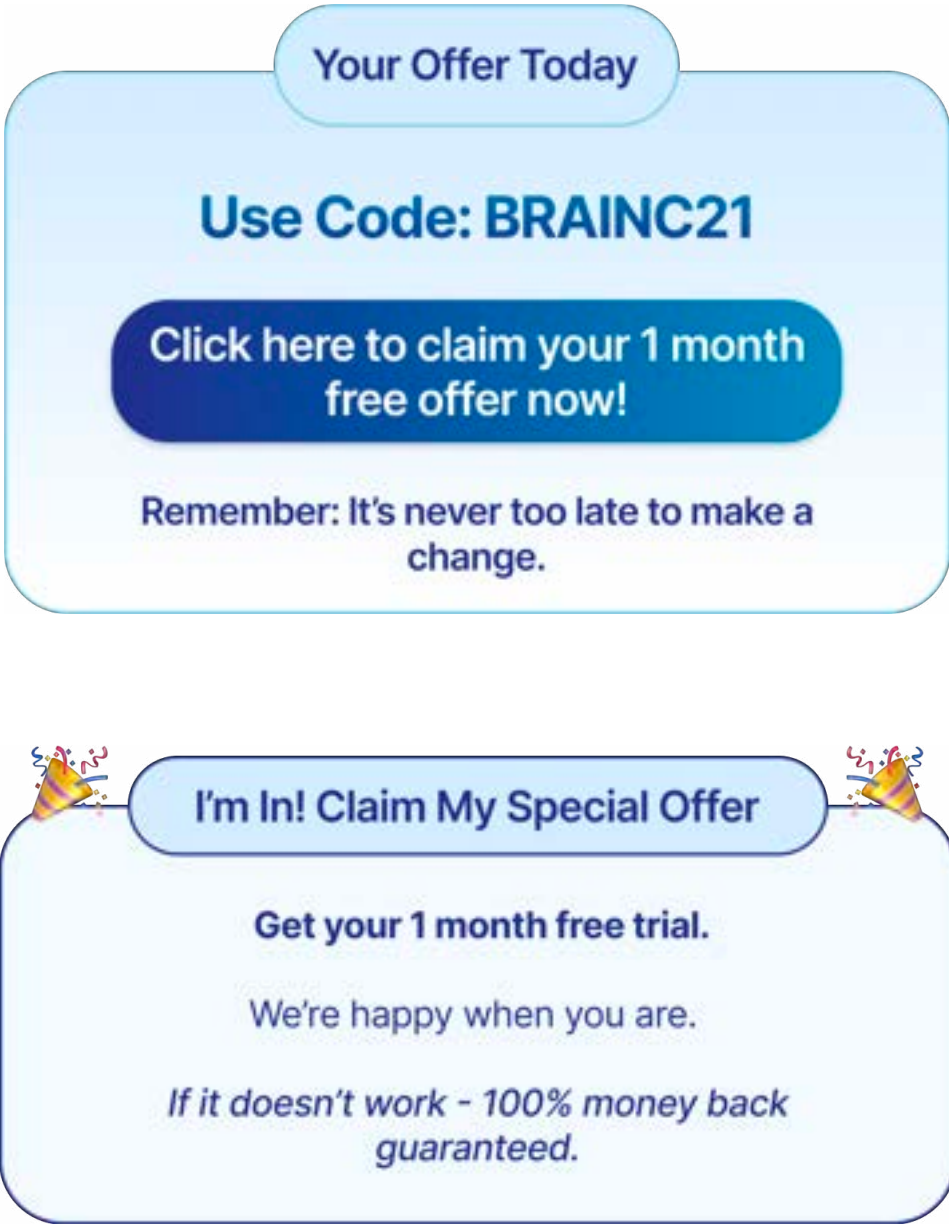
Email Design



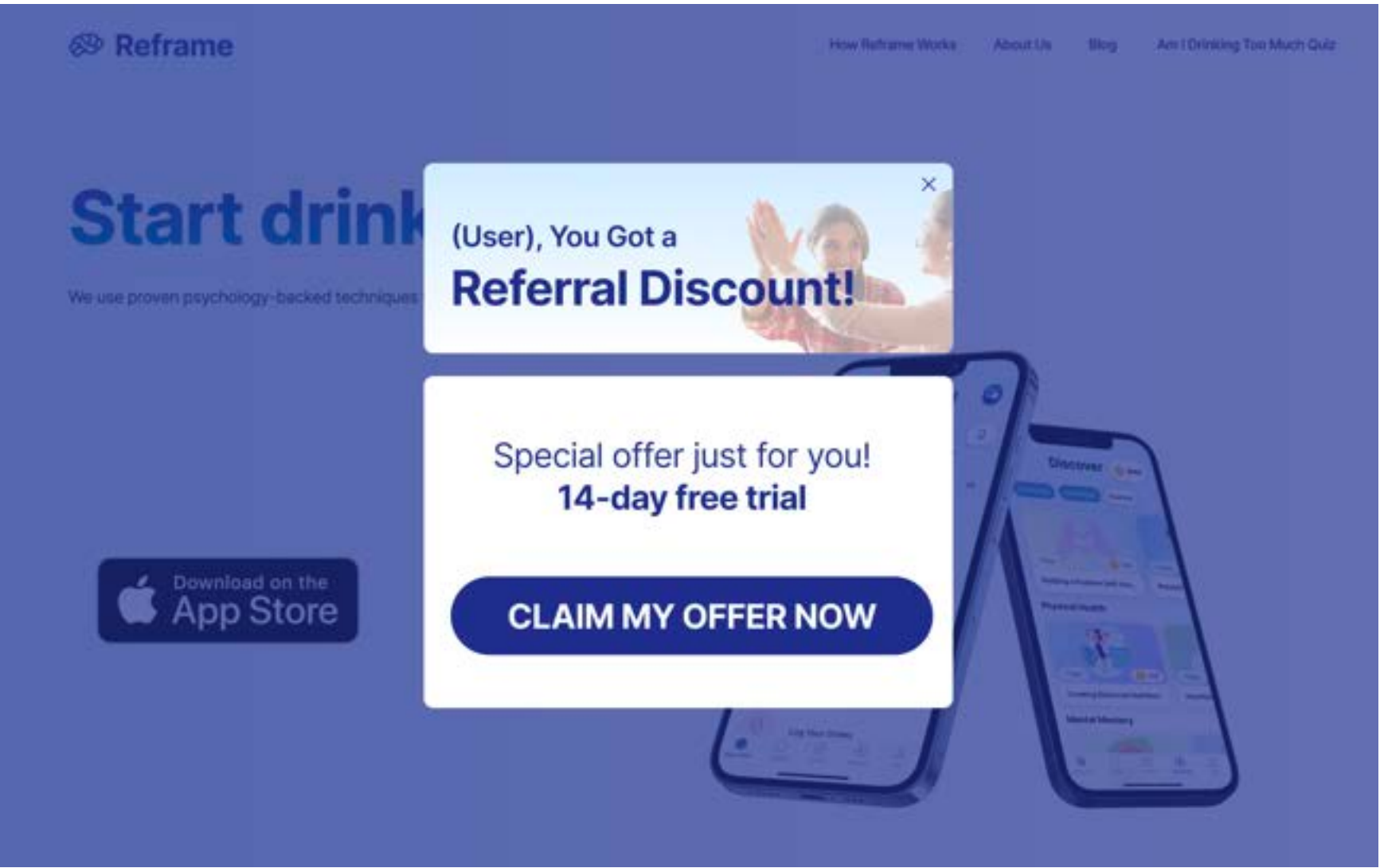
Email Newsletter



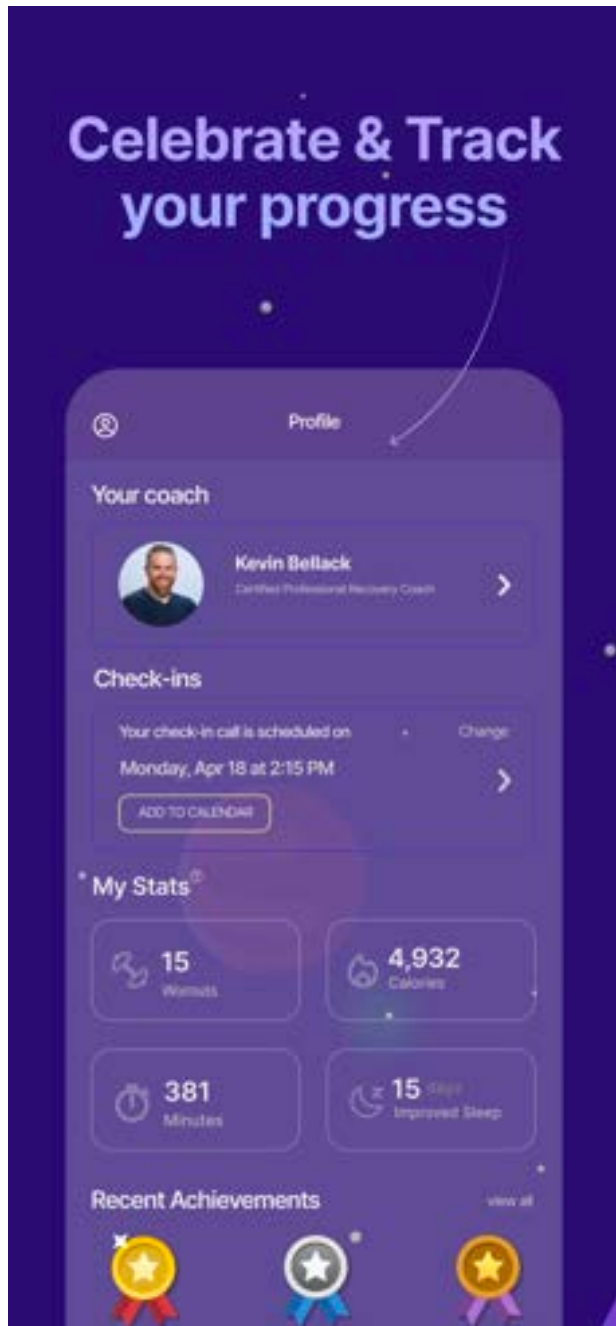
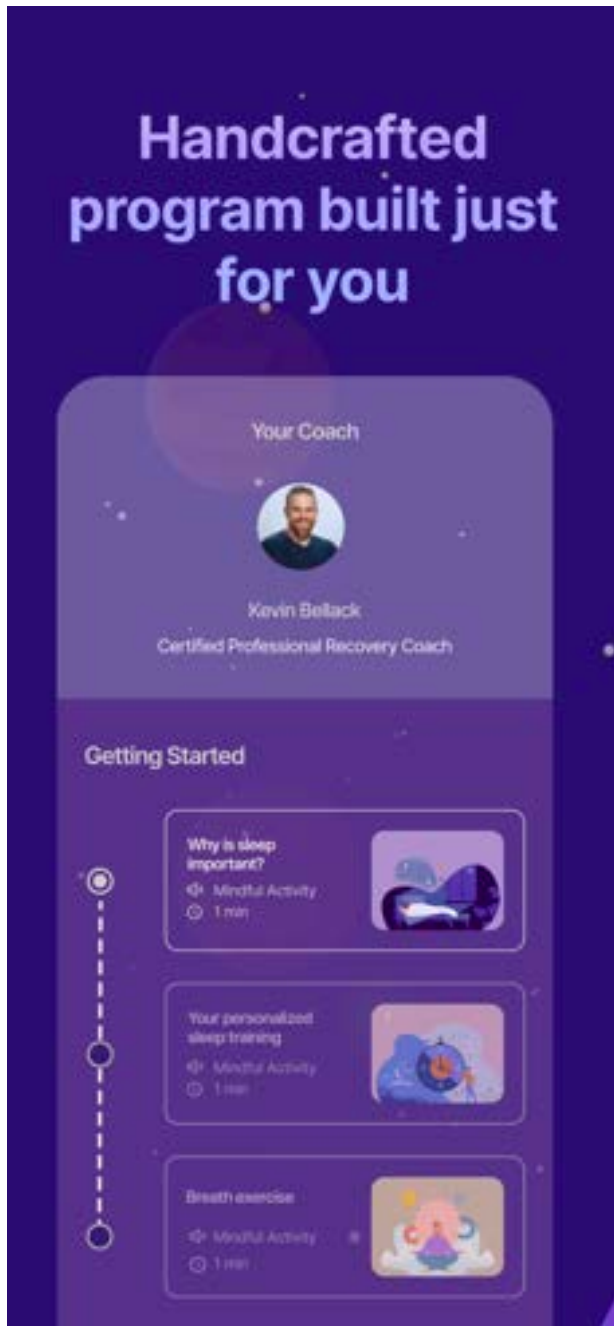
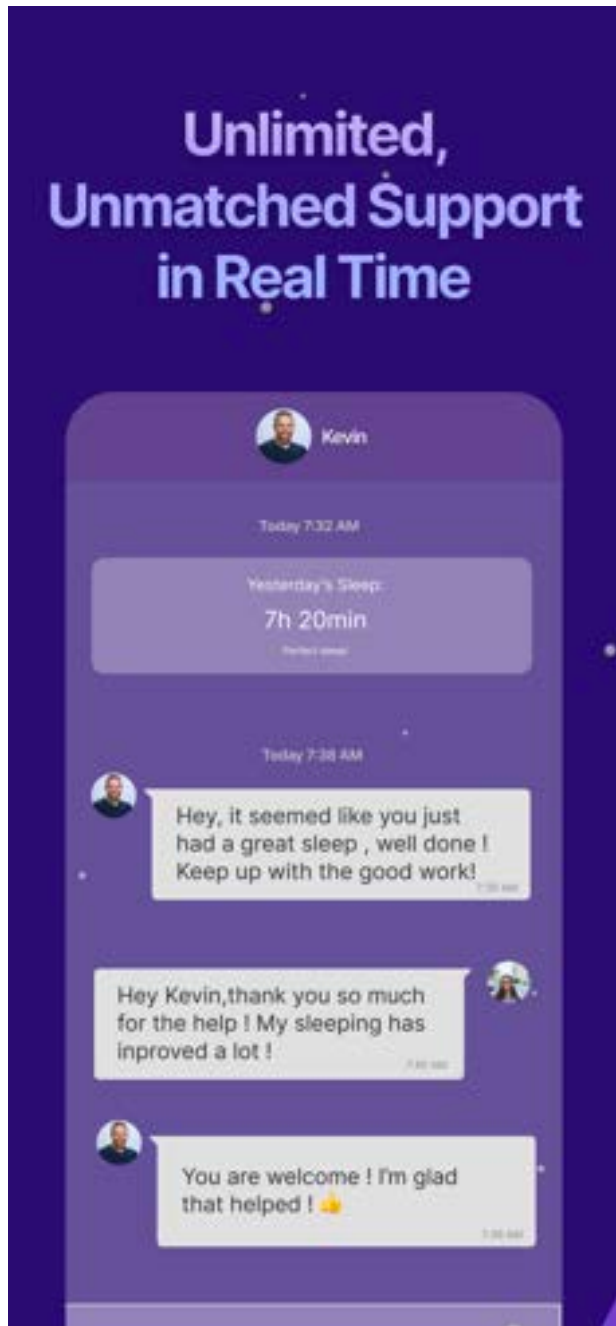
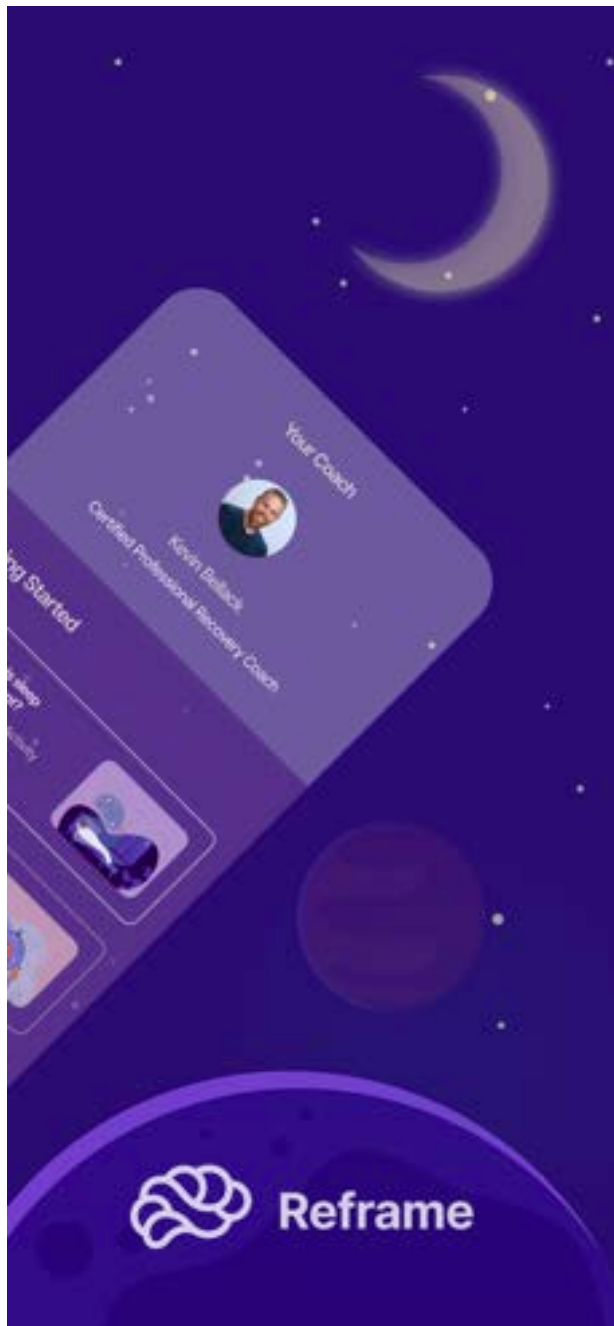
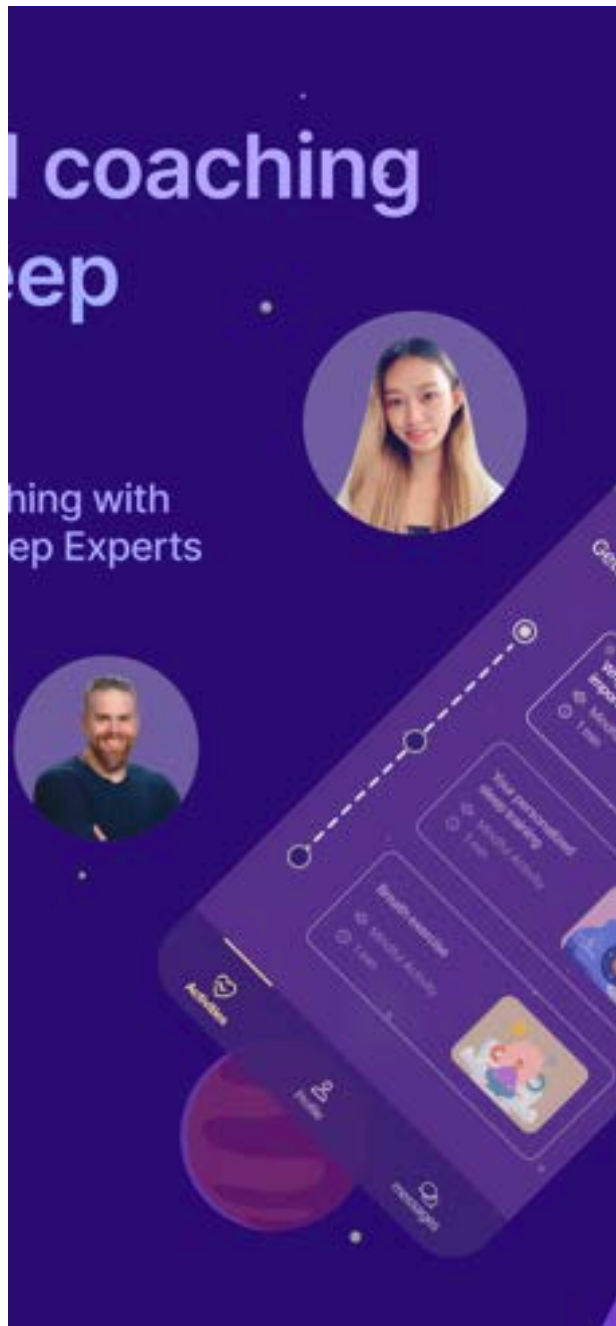
Email Codes



Web Pop-up Referral



App Store Landing Page



Thank You For Viewing

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<https://chenyibei480.wixsite.com/1996>