Graphic Design for Small Businesses

Specializing in clean visual design that doesn't exact focus — social media graphics, websites, PPT decks, downloadable whitepapers, mobile ads and more.

jessicacarlo.com

Strategy

who are you & why people
should know, like & trust you

Digital

websites that actually
work & grow your list

Identity

how your brand looks
feels & speaks

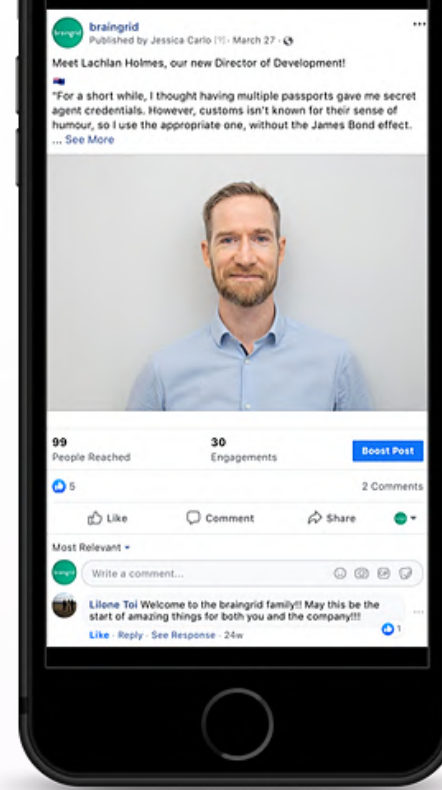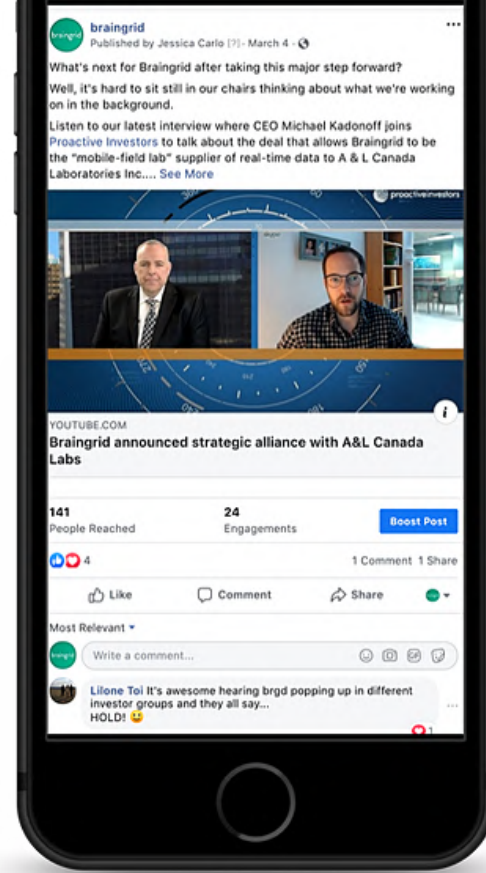# Content

campaigns, graphics,
photo, video & social

Services Offerings

Engaging residents to build their own community garden

HSC Corporation wanted to design a community garden manual that guides residents and the general community in planning and developing a community garden using the tools and supports available. Designed to enable ease of read with appropriate font type, clarity, use of visuals, clear photographs, illustrations and iconography.
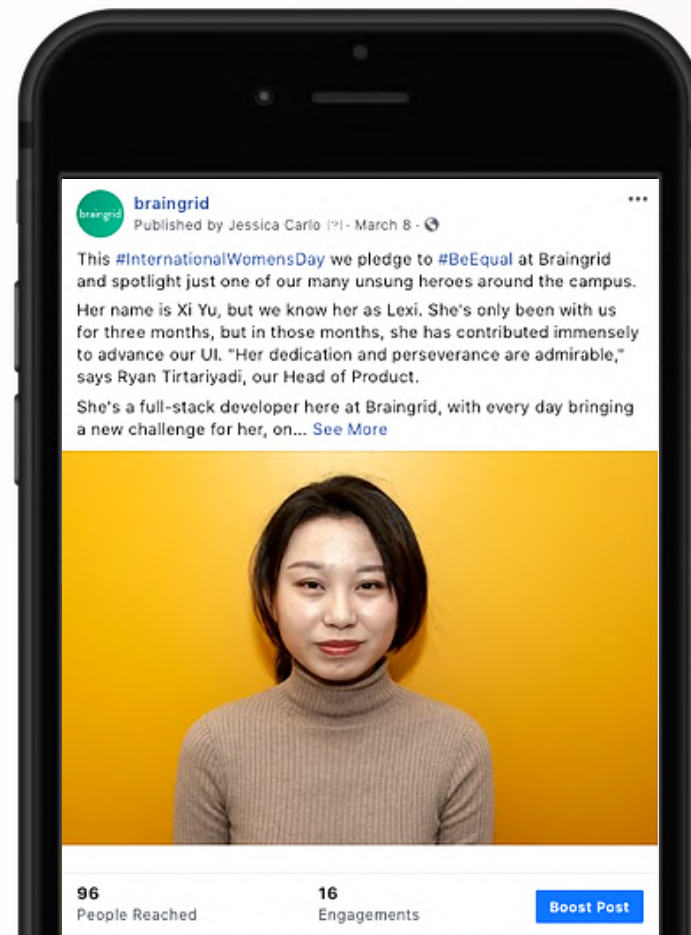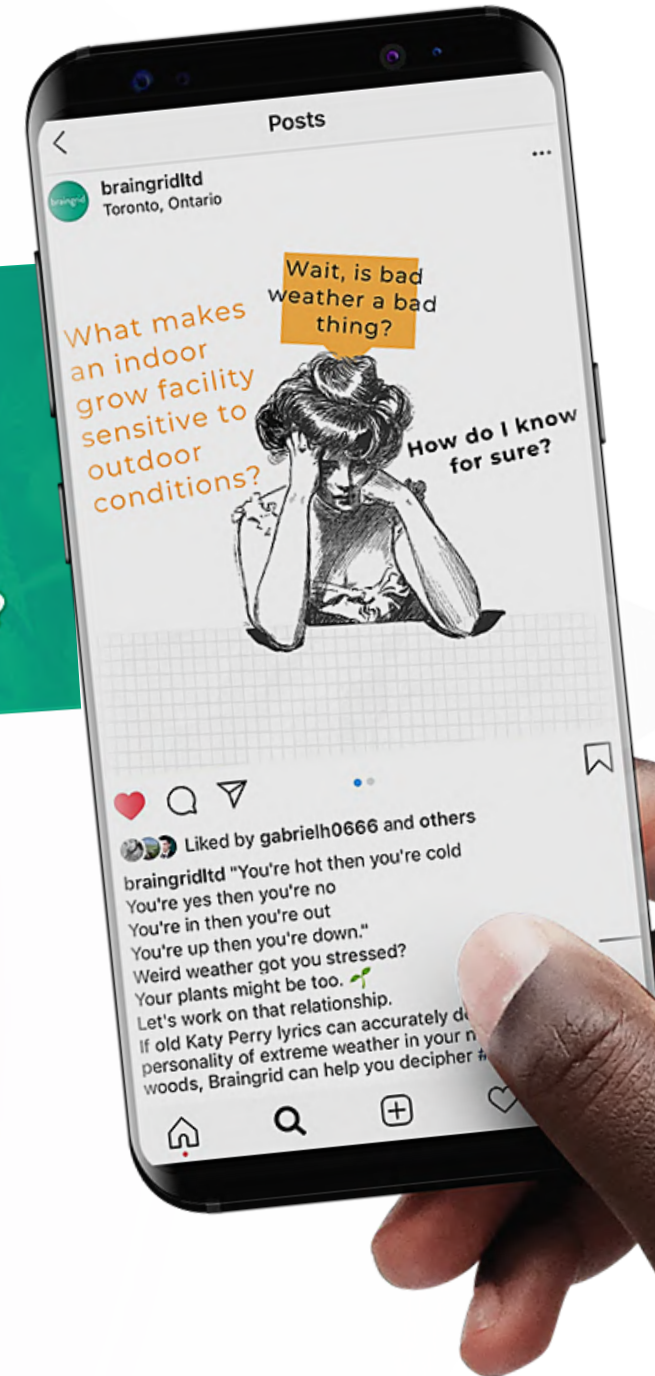

In collaboration with:
CityHousing Hamilton
& Clinton Reid, Social Capital Ventures Manager

Interactive eBook Design

Lead original content creation: photography, graphics & on-brand copy and investor-targeted marketing collateral.

Putting personality in high performance

Braingrid needed to define their brand's personality. It is the path less travelled by others tech companies and Braingrid wanted to have an attitude, to fulfill their future of being a "trusted high performance team" out to make a difference by being different.

in collaboration with:
Michael Kadonoff, CEO & Ryan Tirtariyadi, Head of Product
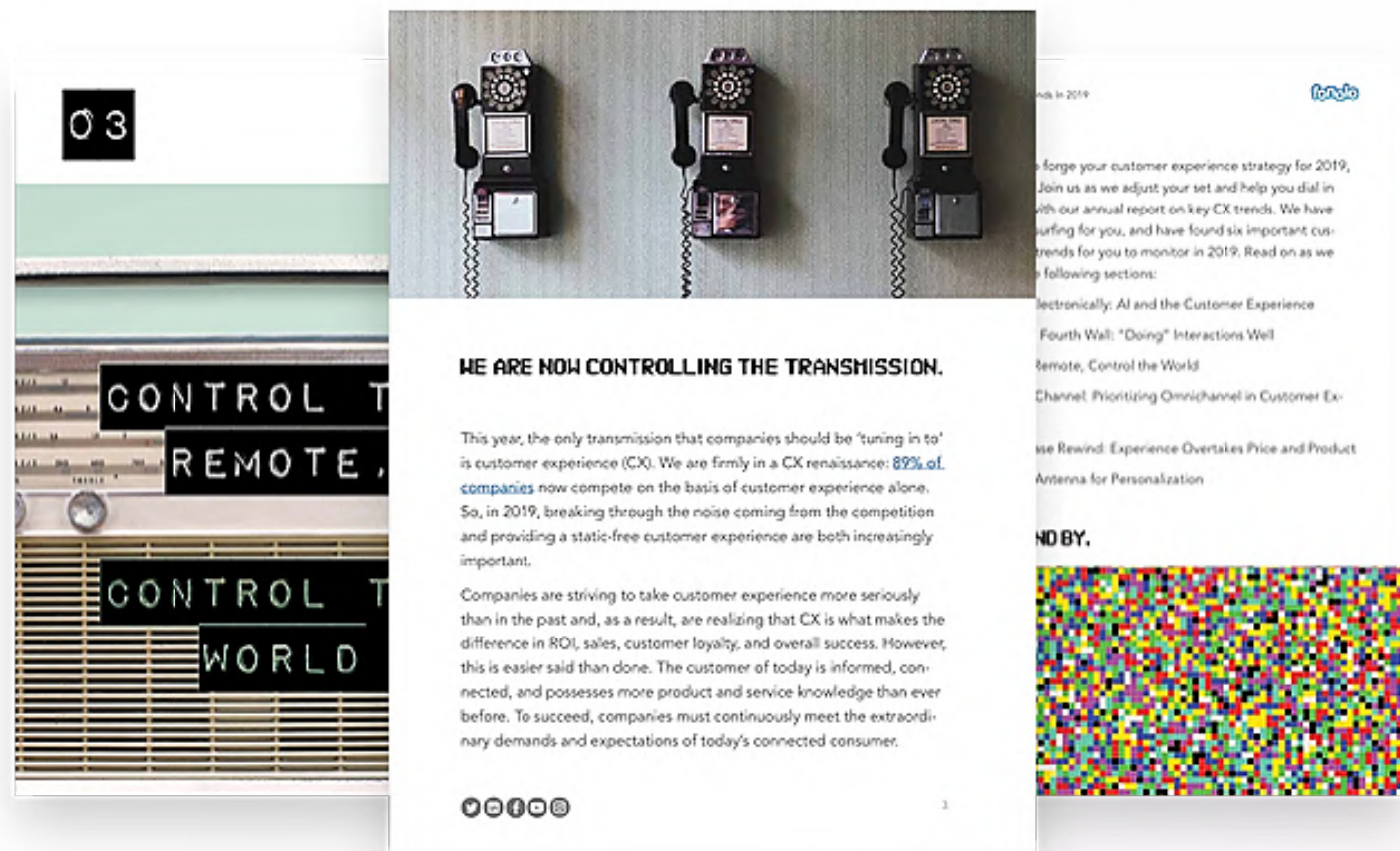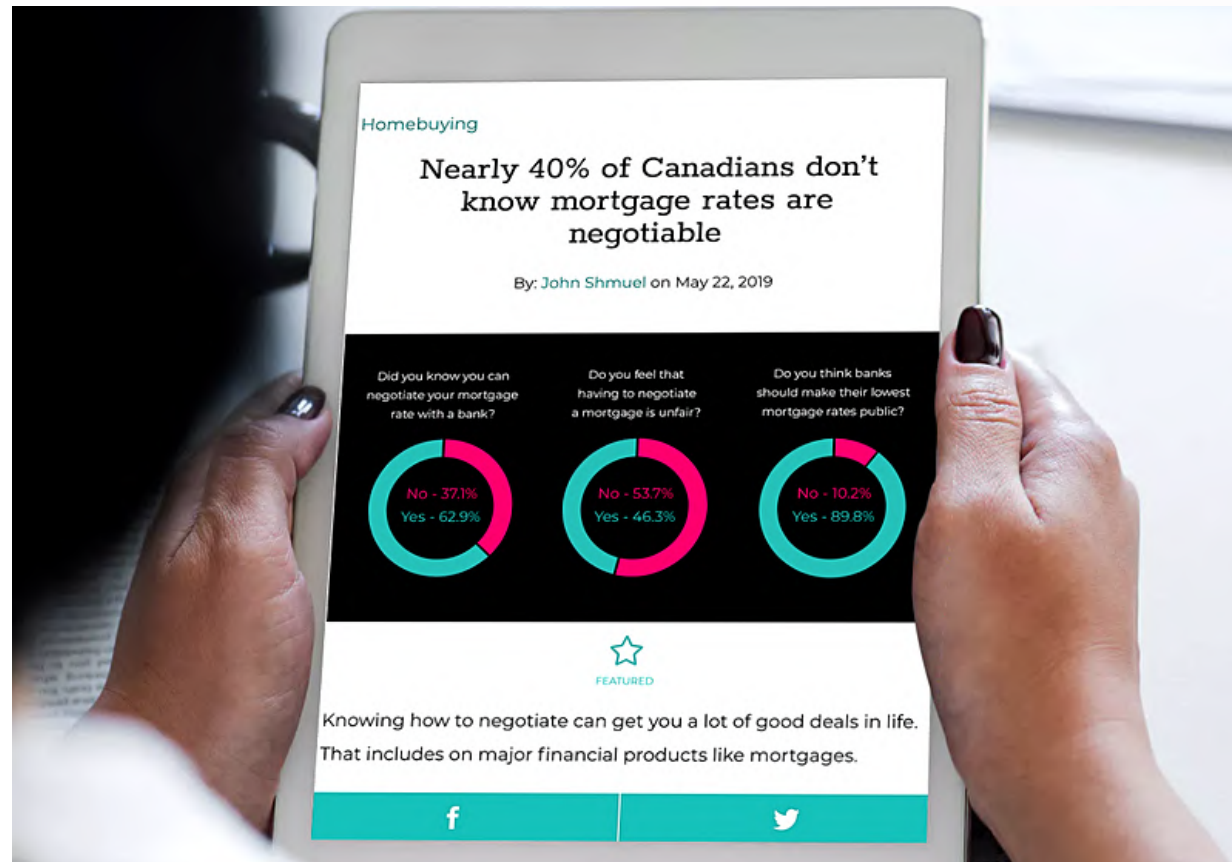
Fonolo took me on for the design of their 2019 Customer Experience report. Fonolo wanted to have fun with crisp and simple layout, accompanied by 90s retro-style tech imagery.

in collaboration with:
*Samantha Mehra, Director of Marketing*

Visualizing Canadian user data in a way that captures attention spans

Lowest Rates wanted take information, and convey it in a way that is eye-catching, vibrant and satisfies the reader enough that they can absorb the information easier than an overwhelming display of text.

In collaboration with:
John Shmuel, Director of Content
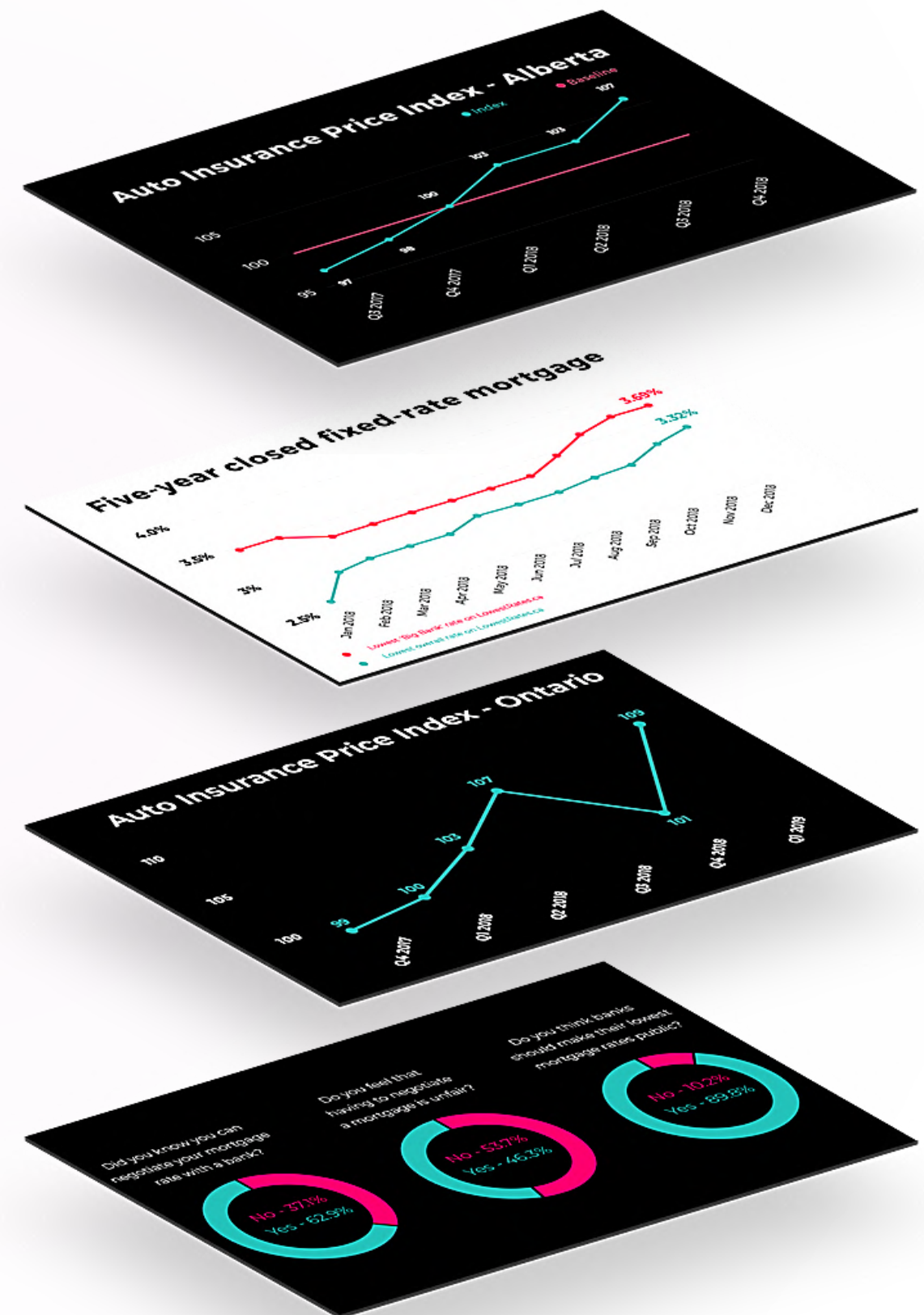
Infographics

Defining the vision of laughter yoga to foster wellbeing in seniors

The Laughing Clinic is a senior-led initiative to improve the physical and emotional well-being of the ageing population in Toronto's East End.

The collective draws on support from cluster agencies, volunteers, and grant funding streams to provide residents with free programming, activating the aging and vulnerable groups through the process.

I shaped and tested the communications strategy of the initiative, including naming, identifying brand characteristics and designing collateral to support outreach efforts. This resulted in a brand system that expresses the positive spirit and experimental approach of The Laughing Clinic.

In collaboration with: Toronto Community Housing & WoodGreen Community Services

brand identity

Improving the checkout process through a simplified user task flow.

After interviewing users to get usable feedback on the current **Young People's Theater** website, the objective was to create a plan to improve its usability.

We accomplished this by incorporating a simplified user flow leading to increased checkouts. Formative design research included interview Q & A, group brainstorming, and competitor analysis.

I developed the task flow and wire frames for a mobile and desktop experience and presented an Invision prototype for class review.

In collaboration with:

Catherine Baird

Professor, UX & UI Design @ Seneca

ui design, ux research

Contact me to explore
working with a creative partner
who shares your values.

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