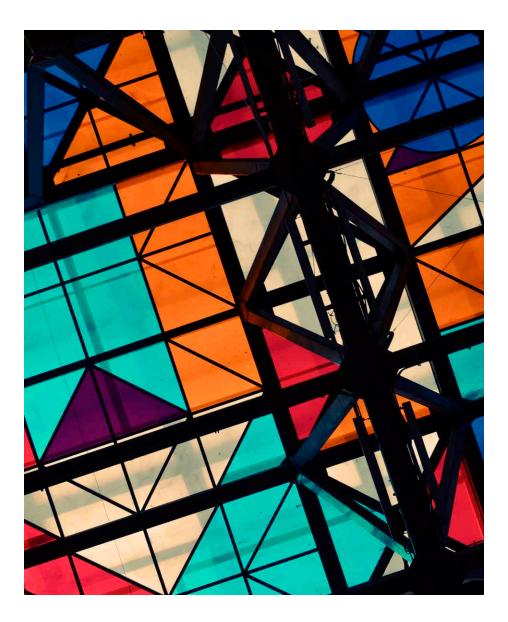
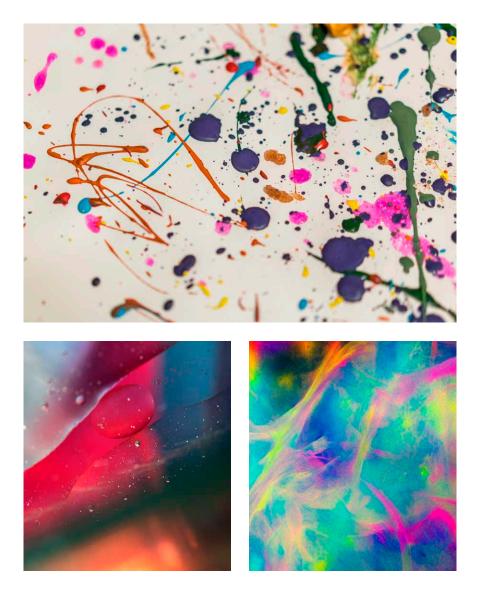
MARKETING & DESIGN PORTFOLIO

Krista M. Rundiks





Design is a way of life, a point of view. It involves the whole complex of visual communications: talent, creative ability, manual skill, and technical knowledge." - Paula Scher

LOGOS

Logo design is a vital aspect of visual branding, condensing a brand's identity into a distinctive symbol. It involves a strategic blend of graphics, typography, and color to create a memorable and versatile mark. The goal is to craft a logo that communicates a brand's essence effectively and fosters recognition across platforms, serving as a visual ambassador in the competitive business landscape.



CORPORATE BUSINESS CARDS



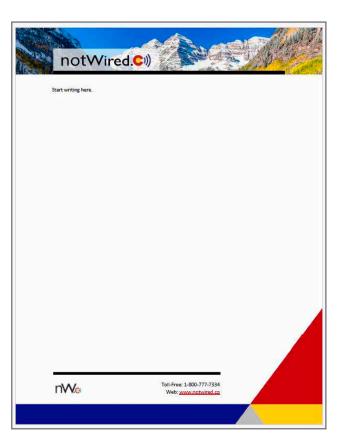




LETTER HEADS

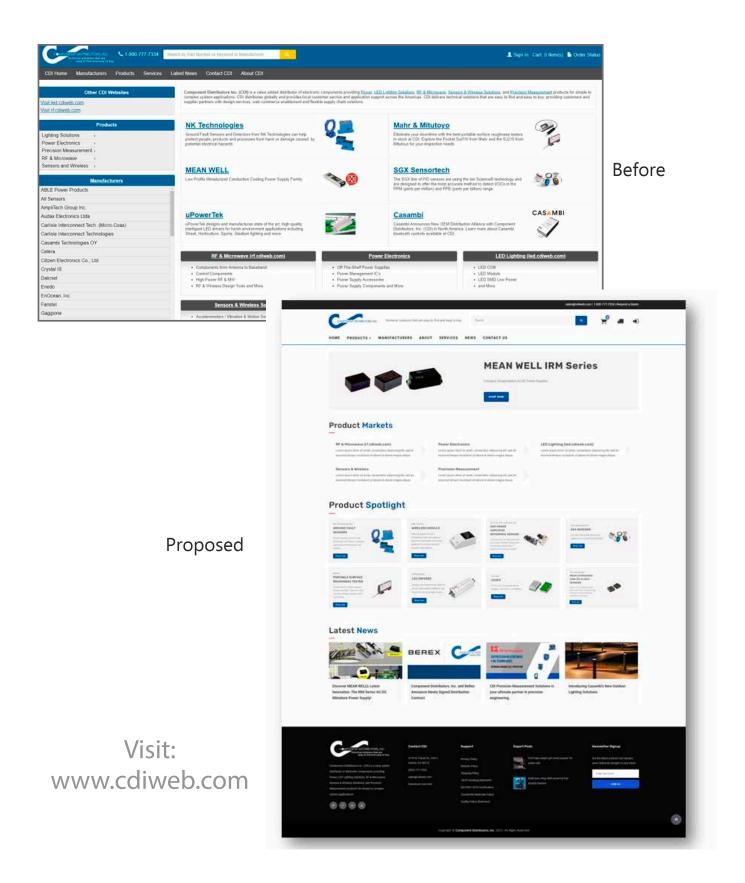
A well-designed letterhead not only imparts a sense of professionalism but also enhances brand recognition. It is an integral part of corporate stationery, contributing to a cohesive and polished image in all written interactions.

ions that are ind and easy to buy.	Technical solut easy to f	COMPONENT DISTRIBUTORS, INC. www.cdlweb.com
	[oll-Free: (800) 777-7334	aponent Distributors, Inc.
	foll-Free: (800) 777-7334 mail: sales@cdiweb.com www.cdiweb.com	Sox 13017 ver, CO 80201



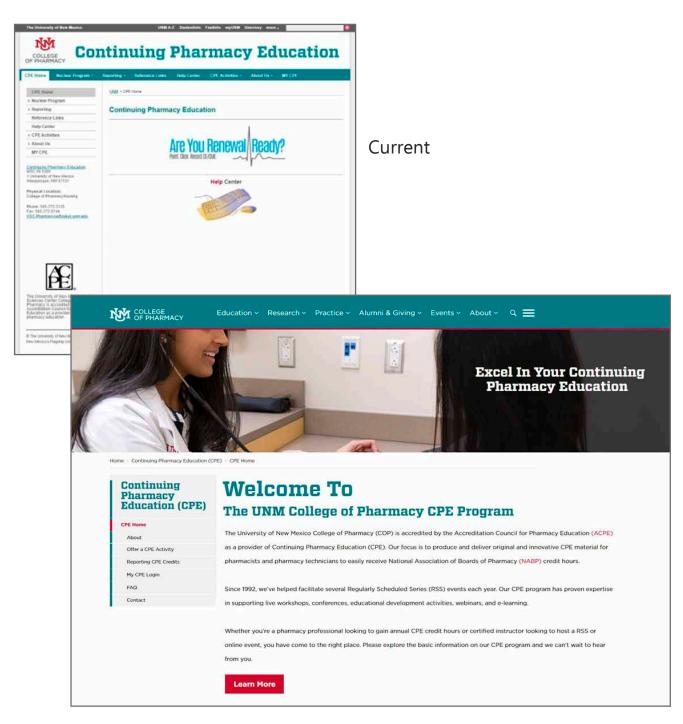
WEBSITE MOCK-UPS (RE-DESIGNS)

Website mock-ups for redesign projects involve creating visual prototypes that illustrate the proposed changes and improvements to a website's layout, structure, and design elements. Mock-ups serve as a tangible representation of the redesign concept, allowing stakeholders to visualize the anticipated changes before actual implementation.



MOCK-UPS (RE-DESIGNS CONTINUED)

Website mock-ups typically include detailed representations of key pages, showcasing the new color schemes, typography, navigation, and overall user interface. This mock-up entails showcasing brand updates for UNM's CPE program.

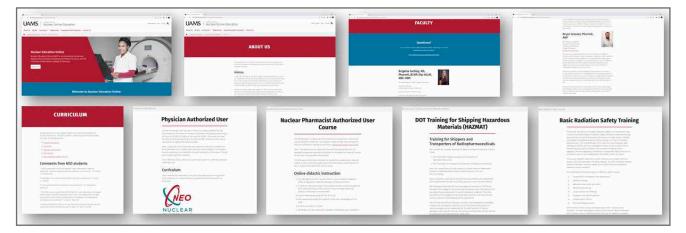


Proposed

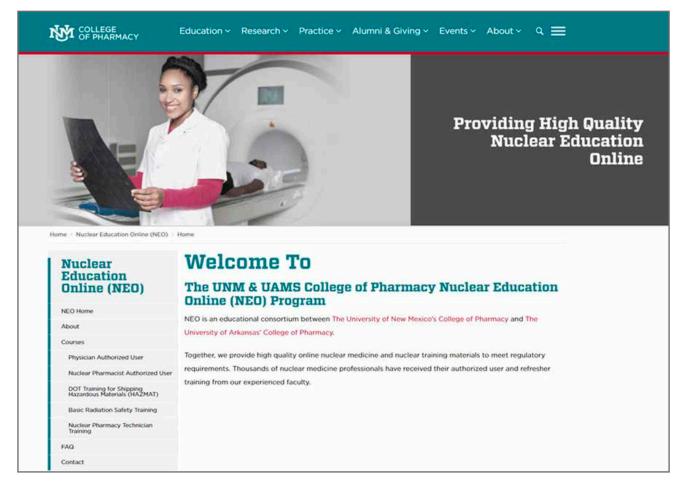
MOCK-UPS (RE-DESIGNS CONTINUED)

Website mock-ups are valuable tools in the redesign process, facilitating collaboration and feedback among designers, developers, and clients, ensuring a more informed and effective redesign strategy. This mock-up was for UNM's Nuclear Education Online (NEO) program.

Current



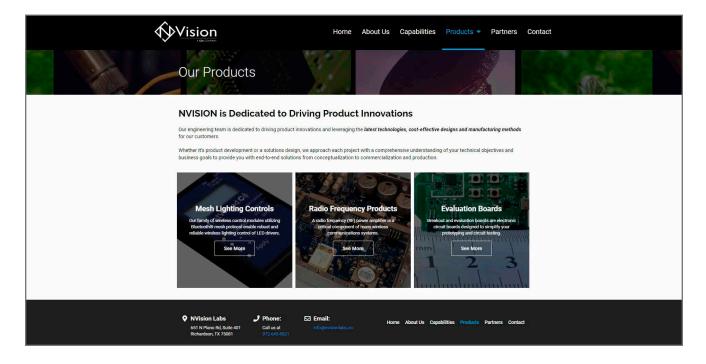
Proposed



WEB DESIGN

This website design involved crafting and organizing digital content within the WordPress platform to enhance user experience and visual appeal. The goal was to create engaging and user-friendly web pages for NVision Labs a CDI company.

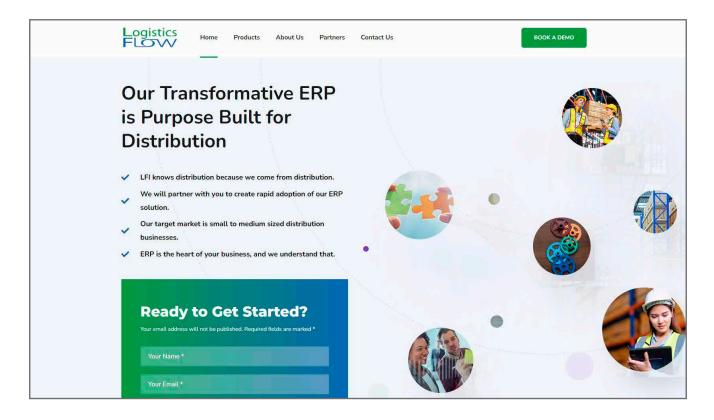


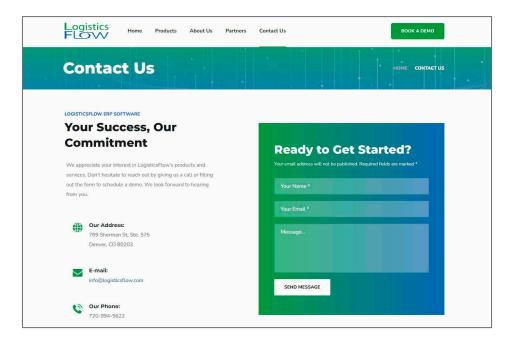


Visit: www.nvisionlabs.co

WEB DESIGN (CONTINUED)

This WordPress design delivers a seamless browsing experience across various devices and incorporates the companies branding with strong calls-to-action throughout.





BRAND BOOK

A brand book, also known as a brand guidelines or style guide, is a comprehensive document that outlines the key elements and rules for maintaining a consistent and cohesive brand identity. It encompasses guidelines for visual elements such as logos, colors, typography, imagery, and layout, as well as guidance on tone of voice, messaging, and overall brand personality. I built this brand book for New Mexico Artisans.



Business Model Canvas: New Mexico Artisans (NMA)

2.

Value Proposition

NMA is helping local

businesses digitally market

their products and services to

interested audiences through

free content creation such as

blogging as well as includes supplemental paid

advertisement packages such as digital ad space on the

official website, printed materials, email and social marketing, video creation, and featured brand narratives.

8. Key Partners

Local producers of farm fresh ingredients and goods, local producers of hand made products, local sustainable services, local cultural organizations and festivals, local crafters, local small vendors businesses.

Key Activities

6.

Key activities are attending public gatherings and events such as farmers markets, art, cultural, and music festivals, and visiting current and new businesses. Primary objective is to inform and interview artisans and obtain photos to showcase their personal stories, products, and services to prospective clients, buyers, and partners. Report of marketing statistics will be provided to the artisans & businesses and follow-ups on additional features and paid services will be provided.

7. Key Resources

Include a well-designed and fast loading website to blog featured articles, house digital advertising, and support a large number of visitors. Personnel to visit, interview, sign-up, and create content for new artisan stories. A designer who can create html emails and other digital marketing assets surrounding the paid package offerings. Content editing and digital publishing skills. Reporting metrics and data to support blogging and

advertising.

9. Cost Structure

Top costs will include web design and hosting, travel and information gathering of artisans, writing and creating content for artisans, creating & buying advertising for the overall business, paid advertising package costs for lients, reporting of advertising, software, hardware, equipment costs, and staff for future growth.

3.

Customer relationships Local artisans should expect direct lead generation from content and advertising materials, an increase in impressions and brand visibility from new and existing customers, creating new partnerships through collaborative marketing and events.

Local audiences should learn more about sustainability, handmade craftsmanship, local culture and community.

4.

Channels The NMA website will be optimized to rank organically with competitive keyword searches, utilize a paid local search campaign, utilize postcard handouts left in stores and businesses, advertised on social media such as Facebook, Instagram, LinkedIn, YouTube, Twitter.

5. Revenue Streams

Top 3 are paid advertising packages purchased by artisans, purchased brand boost and content creation, eventually artisan e-commerce opportunities, and artisan partnership events.

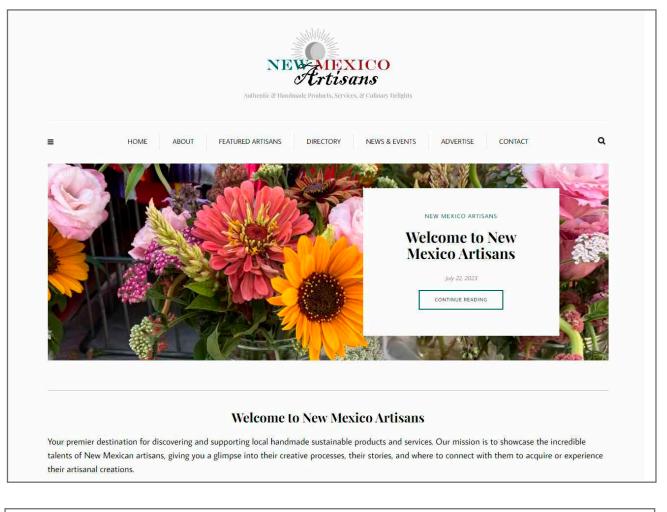
Customer Segments NMA is creating value for producers and providers of local handmade goods and services pertaining to arts, farming, culinary, hospitality, sustainability, and community sectors.

1.

NMA is creating value for interested and current subscribers and buyers of these products.

WEB DESIGN

New Mexico Artisans is a startup idea coming to fruition in mid 2024. It's a premier destination for discovering and supporting local handmade sustainable products and services.





Visit: www.newmexicoartisans.com

WEB DESIGN (CONTINUED)

This micro-site project was requested by Peace Corps volunteers in Benin, West Africa. Developed on the WordPress platform, this volunteer-driven initiative aims to enhance the digital experience and promote the agricultural association.



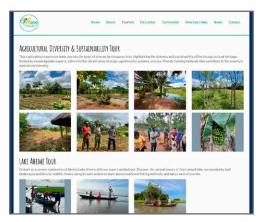
MISSION

To create a prosperous mode where sustainable agriculture contributes to poverty reduction, food security, improved nutritional health and social cohesion of the local community.

VISION

Our vision is to empower rural educators, entrepreneurs, and agricultural producers, fostering success through strategic mentorship. Together, we envision a prosperous Benin where the seeds we plant today blossom into a sustainable and resilient tomorrow.

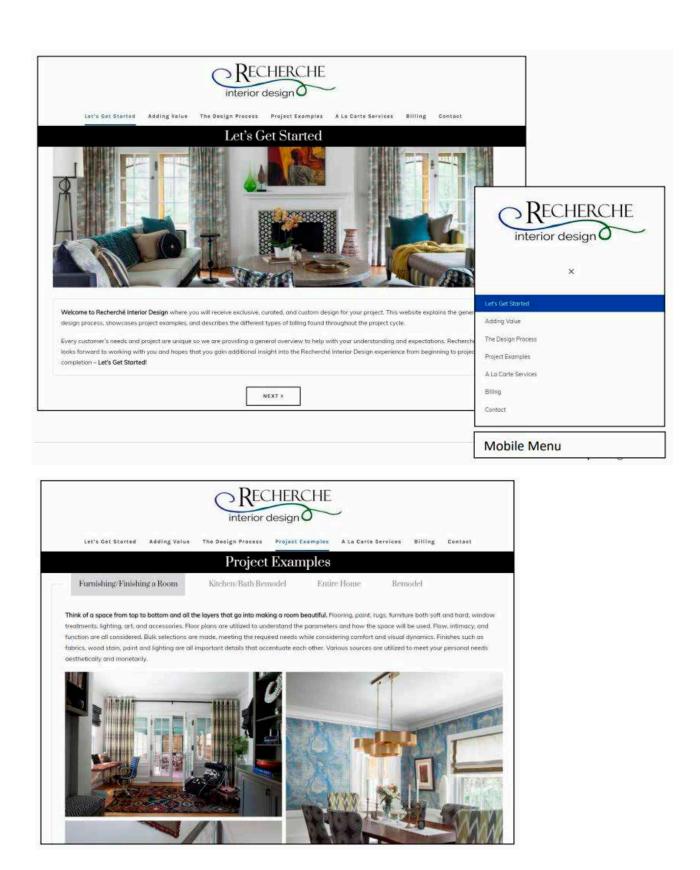






WEB DESIGN (CONTINUED)

This is a WordPress design created for Recherche Interior Design that guides both new and existing clients through the captivating journey of Recherche's interior design process.



E-COMMERCE ENABLEMENT

One of the e-commerce enablement sites built for an electronic distribution client through LogisticsFlow.

	Search by	Part # or Keyword		Q	L SIGN IN	CART: 0 ITEM(S)	ORDER STATUS
Online Store Hosted By RFMW	Home	Products-	About Us	Store Support	Return to Mar	ki Store Home	
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			0.3 up to 0.5 (2)			22 up to 25 (14)
🗃 IP3 (dBm) -	🖀 Supply Voltage \ Vd Min (V)) – 🗃 Supply Voltage \ Vd Ma	ax (V) -	🖀 P3dB (dBm) -		

Visit: https://shop.markimicrowave.com

E-COMMERCE ENABLEMENT (CONTINUED)

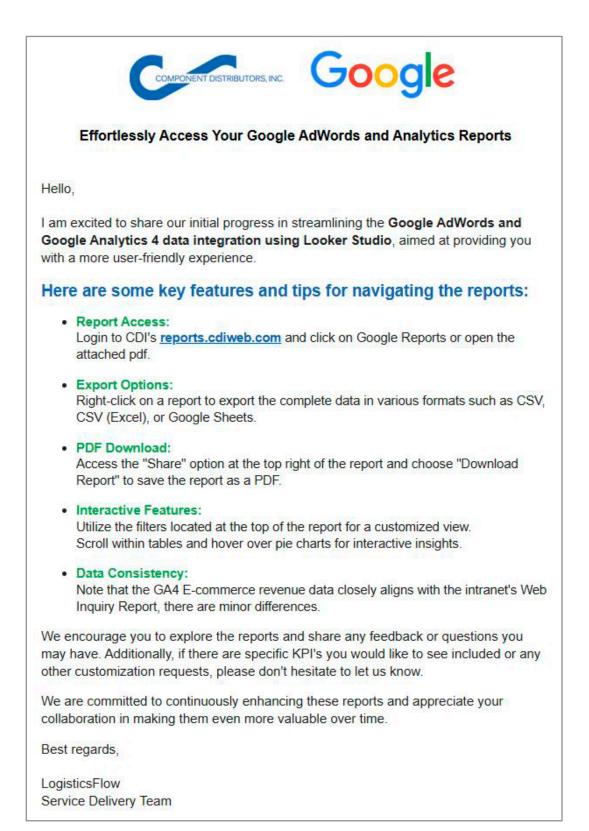
	PSemi ONLINE STORE POWERED BY: RFMW	L SIGN IN CART: 2 ITEM(S) LODGER STATUS ⊖ STORE SUPPORT
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· · · · · ·	RF SWITCHES	
	DIGITAL STEP ATTENUATORS (DSA)	
	DIGITALLY TUNABLE CAPACITORS (DTC)	
	POWER LIMITERS	
1.1.1.1	MIXERS	
	PRESCALERS	
	DIGITAL PHASE SHIFTERS (DPS)	
	MONOLITHIC PHASE & AMPLITUDE CONTROLLERS (MPAC)	
	RF EVALUATION BOARDS	
	POWER MANAGEMENT	Semiconductor Solutions
	R	pSemi, a Murata company, designs and manufactures innovative semiconductor solutions. For over 30 years, our team has taken the "impossible" and transformed it into a semiconductor industry first. Our RF and power management products are designed.
		into devices that are used by millions of people worldwide—from smartphones and cable modems to new 5G base stations.
		Search our broad product portfolio to view our high-performance RF products.
		STORE SEARCH

STORE HOME PRODUCTS - ABOUT PSEMI		Search by Part # or Ke	yword Q
UltraCMOS® High Power SPD Home>> RF Switch>> PE42820	T RF Switch		
UltraCMOS* High Power SPDT RF Switch	Availability		
PE42820	In Stock	872	
1	On Order	465	by 12/8/2023
Status: Standard Data Sheet: 🔁 RoHS Compliance: 🔈	Need products sooner?	Request a Delivery Qu	ote
The PE42820 is a HoRP [™] technology-enhanced high power reflective SPDT RF switch for use in mobile radio, relay replacement and other high performance wireless ap This switch is a pin-compatible upgraded version of the PE42510A with a wider freq power supply range, and external negative supply option. It maintains exceptional I	plications. Quantity uency and inearity Pricing	ADD TO CART	
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and power handling from 30 MHz through 2.7 GHz. PE42820 also features low insertifying hower handling, and is offered in a 32-lead 5 × 5 mm QFN package. In addition external blocking capacitors are required if 0 VDC is present on the RF ports.	1 - 100	\$32.50	
high power handling, and is offered in a 32-lead 5 × 5 mm QFN package. In addition		\$32.50	

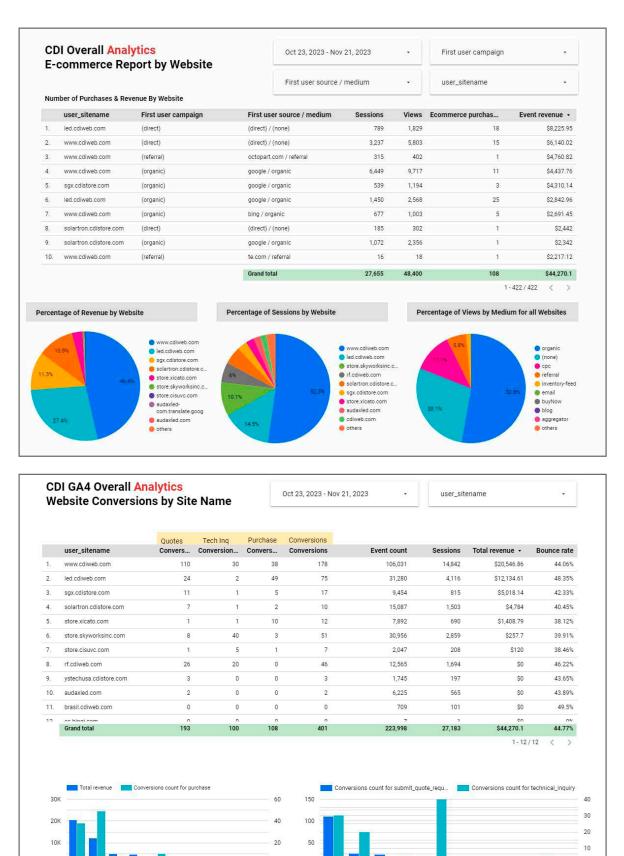
Visit: https://psemi.rfmw.com

LOOKER STUDIO REPORTS

Looker Studio Reports facilitate data-driven decision-making by providing a user-friendly interface to explore, interpret, and share meaningful insights. The reports can be customized to meet specific business needs, offering a powerful tool for organizations to extract valuable information from their data sets and drive informed strategies.



LOOKER STUDIO REPORTS (CONTINUED)



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TRADE SHOW DESIGN

Throughout my tenure at CDI, I actively collaborated with the sales team to conceptualize and execute numerous tradeshow booths and marketing materials.





TRADE SHOW DESIGN (CONTINUED)





ELA 2017 Booth

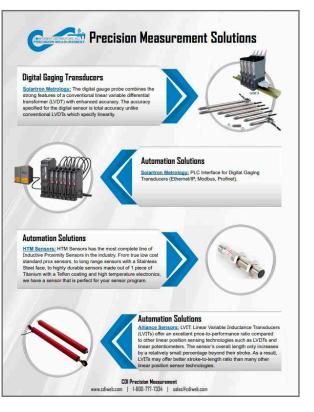
ELECTRONIC LINE CARDS



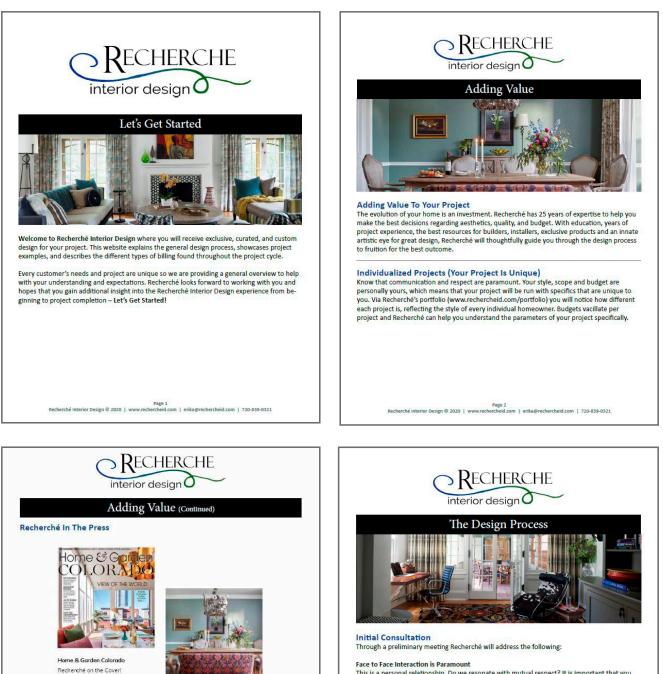
ELECTRONIC LINE CARDS (CONTINUED)







ELECTRONIC LINE CARDS (CONTINUED)



 5280 Home Jun/Jul 2020 Check Us Out on the Newsstands!



5280 Home Oct/Nov 2018 Bold & Bright Cover & Article

5280

Page 3 Recherché Interior Design © 2020 | www.rechercheid.com | erika@rechercheid.com | 720-839-0321 This is a personal relationship. Do we resonate with mutual respect? It is important that you feel educated and listened to regarding the design parameters.

Project Requirements Seeing the space in person and through joint analysis helps in understanding the work to be undertaken.

Conveying Ideas

Through visual representation we communicate as a team what your preferred aesthetic is and how that could be represented in the physical design of your space. This is a "streaming process" where concepts are initially conceived of to be later developed.

Scope

How do you personally live? What do you want to spend on your project and what is the timeline?

Page 4

EMAILS & SURVEYS





Ground Fault Relays

NK Technologies manufactures and warehouses a large selection of Ground Fault Relays to aid in your ground fault protection efforts. Begin your selection process by choosing your conductor size below.



Wanted: NEW OEM Designs and Projects!

CDI Precision Measurement Solutions offers specialized pricing and inventory programs for new designs and applications. Get started today by contacting our Engineering Team!







Thanks in advance for your feedback and the opportunity to continue serving your needs in the RF Industry. Click the icon below to begin the survey.





Your Feedback Matters - Participate In Our Anonymous NPS Customer Survey

Dear Valued Customer

Your satisfaction is our top priority at LogisticsFlow.

Please take a moment to share your thoughts in our anonymous Net Promoter Score (NPS) Customer Survey. Your feedback will help us improve our products and services

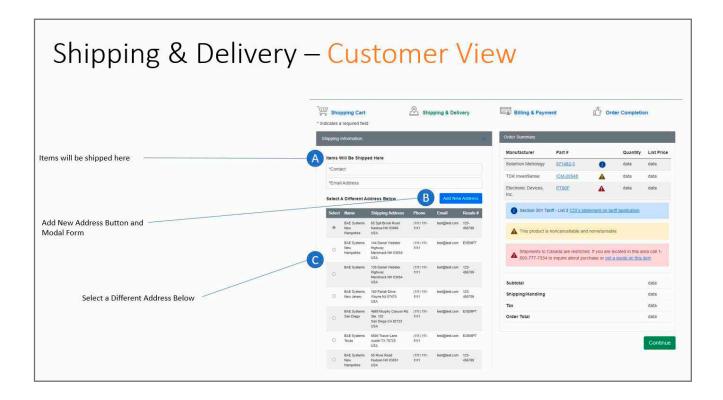
We look forward to hearing your insights

Best regards, LogisticsFlow Service Delivery Team

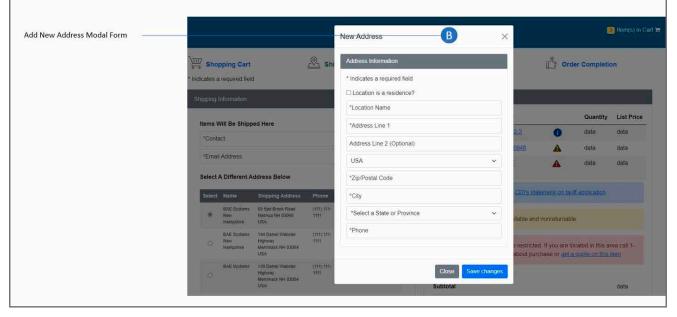
> LogisticsFlow www.logisticsflow.com

WIREFRAMES (UX/UI)

Bootstrap Customer Checkout Wireframes.

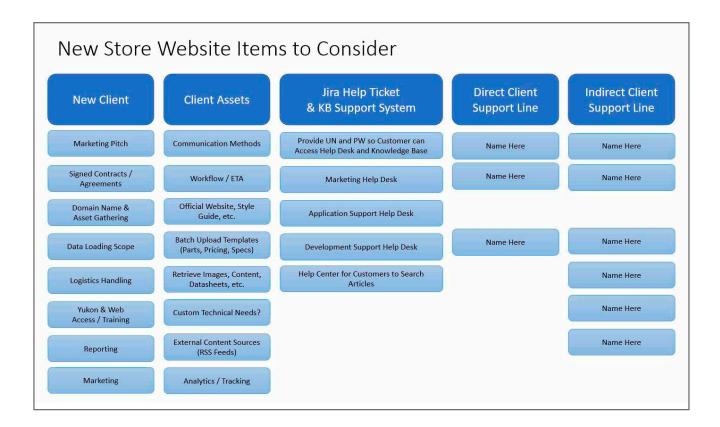


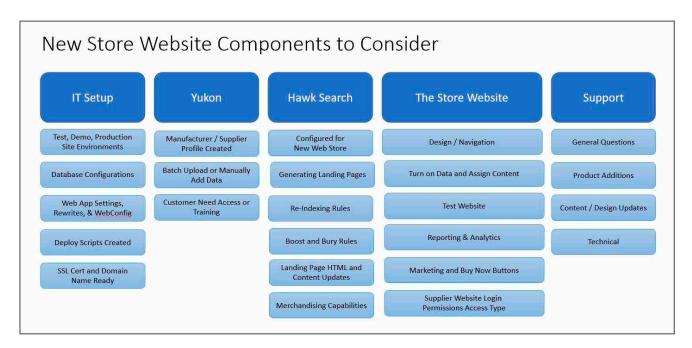
Shipping & Delivery – Customer View



WORK BREAKDOWN PROCESS

The work breakdown process involves breaking down the project scope into distinct tasks and deliverables, creating a visual representation of the project's organizational structure.





WIREFRAMES (UX/UI)

Bootstrap 5 Admin Wireframes.

Home About Support		
	Welcome to Yukon Admin T Please login below to gain access.	Fools
	Login	
	Username:	
	Enter your username	
	Password:	
	Enter your password	
	Login	
	Forgot Password? Re-	quest New User Login
	© 2024 LogisticsFlow. All Rights Reserved.	

Home About Support Admin Tools	Welcome Eric Stein. Log Out
Action Tools page, your centralized hub for managing meter to the Admin Tools page, your centralized hub for managing meters begefine needs of your organization. Cleint Setting O • Application Configuration O • Configuration Option • Configuration Option • Compary Configuration • Compary Configuration • New Freight Charge Method • Order Freight Charge Method • Country Option • Country Option	 Yukon Users Supervisor Contact Frice Loader Spec Loader
	4 LogisticsFlow. All Rights Reserved.

WIREFRAMES (UX/UI) (CONTINUED)

Request New User Login	
First Name:	
First Name	
Last Name:	
First Name	
Email Address:	
Enter your email	
Company Name:	
Company Name	
Job Title:	
Job Title	
Request New Login	

Enter your	email address below, and we'll send you a link to reset your password
	Forgot Password
	Email Address:
	Enter your email
	Reset Password
	Remembered your password? Sign in here.
	Request New User Login
	© 2024 LogisticsFlow. All Rights Reserved.

TECHNICAL MARKETING CONTENT

Example of E-Commerce Enablement Design Types and Programming Topics:

Design Type	Description	Level of Difficulty
Landing Page	Single-page design focusing on a specific product or message.	Easy to Challenging
Blog Layout	Structured layout for regular content updates, featuring articles and posts.	Moderate
E-commerce Site	Multi-page design with product listings, shopping cart, and checkout functionality.	Challenging
Portfolio Site	Display of individual or company projects with a focus on visual appeal.	Moderate
Interactive Site	Incorporating dynamic elements like animations, sliders, or user engagement features.	Challenging
Minimalist Design	Stripped-down design focusing on essential elements and white space.	Easy to Moderate
Responsive Design	Ensuring the website functions well on various devices and screen sizes.	Moderate to Challenging
Custom Graphics & Illustrations	Original graphics or artwork tailored to the website's theme.	Moderate to Challenging
Social Media Integration	Seamless inclusion of social media feeds and sharing options.	Moderate

Please keep in mind that the difficulty can vary based on the specific requirements of the e-commerce platform and the depth of customization needed.

Programming Topic	Description	Level of Difficulty
Product Listing	Creating and displaying a list of products with details.	Moderate to Challenging
Shopping Cart Functionality	Implementing the ability for users to add/remove items and proceed to checkout.	Moderate to Challenging
Payment Gateway Integration	Connecting the website to a payment processor for secure transactions.	Challenging
User Authentication	Allowing users to create accounts, log in, and manage their profiles.	Moderate to Challenging
Order Processing	Handling and processing customer orders from checkout to fulfillment.	Moderate to Challenging
Inventory Management	Tracking and managing product stock levels and availability.	Moderate
Search Functionality	Implementing an effective search feature for products on the website.	Moderate to Challenging
Responsive Design	Ensuring the website works seamlessly on various devices and screen sizes.	Moderate to Challenging
Security Measures	Implementing measures to secure customer data and transactions.	Challenging
Reviews and Ratings	Allowing users to leave and view product reviews and ratings.	Moderate

TECHNICAL MARKETING CONTENT (CONTINUED)

Dear Valued Customer,

We are excited to share important updates regarding your access to the LogisticsFlow Help Center. Our aim is to enhance your experience and provide seamless assistance. Here's how you can make the most of our Help Center:

- Submit Help Requests: Easily request assistance with any queries or issues you encounter.
- View Your Open Help Requests: Keep track of the status of your ongoing requests.
- Access Informative Articles: Find "How to" articles related to Yukon, IT, Data Load, Reporting, and Marketing to empower your knowledge.

For your convenience, the quickest way to submit a Help Request is by directly emailing us at <u>help@logisticsflow.com</u>. To ensure prompt service, we recommend following these helpful tips when submitting a request:

- Descriptive Email Title: Craft a clear and concise email subject that reflects the issue or query.
- **Detailed Help Request**: Provide us with an overview, descriptions, screen captures, documentation, and relevant content to help us better understand your needs.
- Adequate Notice: Notify us in advance for project or issue requests to ensure we can allocate the necessary resources.
- Urgent Requests: If your request is urgent or has a specific deadline, please clearly indicate this in your request.

To access the LogisticsFlow Help Center, simply visit: <u>LogisticsFlow Help</u> <u>Center (https://logisticsflow.atlassian.net/servicedesk/customer/portals</u>). Sign in using your registered email address and password. If you've forgotten your password, click on the "Forgot Password" button. For those new to our helpdesk, please request login credentials by emailing <u>help@logisticsflow.com</u>.

We are committed to continuously improving the Help Center and streamlining the Help Request process to provide you with exceptional customer service.

Thank you for choosing LogisticsFlow.

Warm regards, LogisticsFlow Service Delivery Team

MARKETING & DESIGN PORTFOLIO Krista M. Rundiks