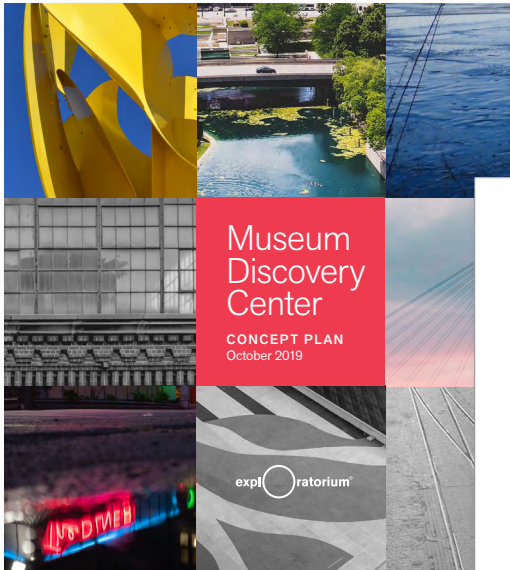


A photograph of a blue wall and a paved ground. The wall is made of vertical panels and has a white text box on the right side. The ground is paved with large, light-colored tiles. The sky is visible at the top of the image.

JenniferDurrantDesign.com

Marketing



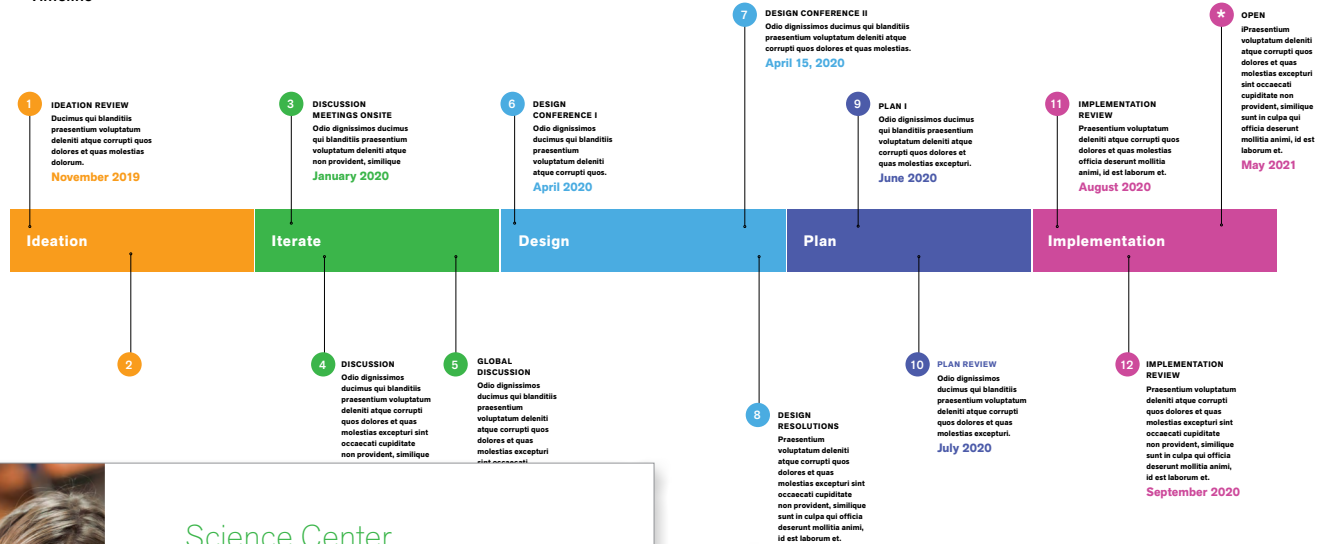
Contents

INTRODUCTION	6
STRATEGIC VISION	10
EXPERIENCE	24
ARCHITECTURE	52
IMPLEMENTATION & OPERATION	62

EXPLORATORIUM, Art Director

Worked directly with Curatorial Strategist, and designed a book/ presentation which showcases their vision for future museum ideas. Sourced images to illustrate the content. Created charts and graphs. 76-pages, 3 formats: eBook, Google Slides, and printed wire-o bound.

Timeline



Science Center

Why Museum Center?

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam.

We must expand science, technology, engineering, and math education at all ages, while helping our children and young adults become well-rounded problem solvers.

— BLUEPRINT CALIFORNIA, JULY 2019

Museum Center ipsam

> **PRÆSENTIUM VOLUPTATUM.** Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est.

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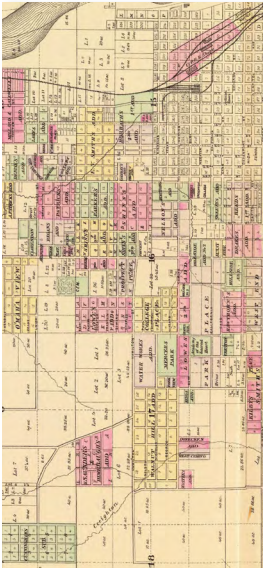
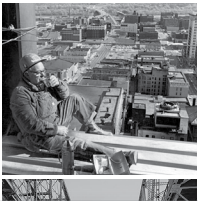
EXPLORATORIUM, Art Director / PART 2

Worked directly with Curatorial Strategist, and designed a book/ presentation which showcases their vision for future museum ideas. Sourced images to illustrate the content. Created charts and graphs. 76-pages, 3 formats: eBook, Google Slides, and printed wire-o bound.

Place

People seek authentic experiences in the places where they reside or visit. Museum Discovery Center will build upon the rich heritage of discovery, design, engineering, and construction in Greater City and State. Its focus on place will help position this city as a must-see city and attract economic development.

Communities of technologists, scientists, and industry to a global network of innovators and operating in a favorable research and business environment; this combination enabled Connecticut to rise in the 19th century and Silicon Valley with Museum Discovery Center sparking innovation and learning, Greater City in the River Valley its way to becoming a great tech and engineering hub for the 21st century.



Attendance Assumption Reference

2019 Attendance Reference	275,000	<ul style="list-style-type: none">• Based on attendance analysis of regional/national comps• ASTC(2017): 276,000 median attendance for science centers \$3-10M• Market penetration: 11% residents; 1.5% tourists
% Membership	35%	<ul style="list-style-type: none">• ASTC (2017): 30% median for science centers \$3-10M• Omaha Zoo and OCM have membership attendance >50%• Increased slightly given high membership attendance in Omaha
% School	17.5%	<ul style="list-style-type: none">• ASTC (2017): 15% median for science centers• Average across 20 selected regional/national comps is 17% Working range 15- 20%
% Complimentary	10%	<ul style="list-style-type: none">• OCM 10%; Exploratorium 13%• Average across 20 selected regional/national comps is 10%
2019 Membership Reference	8,000	<ul style="list-style-type: none">• ASTC (2017): 5,677 median for science centers\$3-10M• Relatively high membership in Omaha; Zoo >90,000; OCM >10,000

Pricing & Per Cap Assumption Reference (2019 \$)

Adult Headline Price	\$19.95	<ul style="list-style-type: none">• Based on pricing analysis of regional/national comps• Science centers price closer to zoos than children's museums
Average General Admission Yield after Discounting	85%	<ul style="list-style-type: none">• Science centers have broader range of admission categories with discounting for children, seniors, students, teachers, etc.
School Group Price	\$10.00	<ul style="list-style-type: none">• Based on pricing analysis of regional/national comps• Science centers price closer to zoos than children's museums
Average Membership Value	\$95.00	<ul style="list-style-type: none">• 75% yield on a membership headline value of \$125-130• Relatively more single/dual memberships than Zoo and OCM
Retail Spend / Visitor	\$1.50	<ul style="list-style-type: none">• Average from 20 selected regional/national comps is \$1.71
F&B Spend / Visitor	\$1.00	<ul style="list-style-type: none">• Fewer references due to concessions• Assumes F&B will be operated by KDC

NON-VISITOR / FACILITY REVENUES

Event Revenues	\$270,000	<ul style="list-style-type: none">• Average from 20 selected regional/national comps ~ \$1/ visitor• Exploratorium event revenues are \$3.60/visitor
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Museum Science Center



Visitor Journey

Learning will be joyful and collaborative at Museum Discovery Center. Visitors will embark on a transformative journey through a vibrant social space, to do and learn as individuals, to watch each other doing and learning, and to actively collaborate.

A spacious building featuring signature, large-scale environments and bold media will beckon visitors. A mix of observable and interactive exhibits will be organized by theme and clustered by content.

People will chart their own paths and make unexpected connections. Visitors will gather in collaborative spaces for talks, workshops, and pop-up experiences with scientists, artists, and engineers.

School groups will animate the Museum Science Center during weekdays. Intergenerational families will learn together on weekends. Adults will gather and mingle during special evening hours and events.

The following pages describe the threshold experience and three thematic zones. These conceptual descriptions sketch a powerful set of immersive environments and interactive experiences that visitors will encounter at Museum Discovery Center.



KIEWIT DISCOVERY CENTER

67

Representing Multi-generations of San Franciscans Since 1952.

Our company focuses on SF and their... of the local market is un... buying or selling prop... and you speak to... PK

“My partner and I just purchased our new home through BarbCo. and we couldn't have asked for a better experience! Our agent was the epitome of professionalism, class, and trustworthiness. As first-time homeowners, we relied on our agent to walk us through the entire process, and she took the time to thoroughly explain every detail and transaction to us along the way. She is a true leader in her field, and it's a pleasure to work with her. —AG.”

...the sale of my home... to finish, the... They

AMANDA MARTIN
SALES MANAGER, REALTOR®

CELL 415.600.9111
OFFICE 415.566.1112
amanda@realestatest.com
AmandaMartinSF.com
CALBRE 4080000

BARBco
BARBAGELATA GROUP

SINCE 1952

SOLD

BARBco
BARBAGELATA GROUP

AMANDA MARTIN
415.566.1112
RealEstateSF.com

2048-24th Ave.
Offered at \$1,395,000

3 2 2

First time on market in 40 years. One-of-a-kind house, renovated with exquisite details.

First Lastname
SALES MANAGER, REALTOR®
415.000.0000
name@realestatest.com

BARBco
REAL ESTATE GROUP
BARBAGELATA

BARBCO REAL ESTATE Art Director

Worked with CEO to develop new branding to appeal to new clients in a modern and genuine way while maintaining their 66-year brand equity. Brought in human element by telling the stories of clients who bought a home with the company. Rebranded and designed logo, whole signage system, social media campaigns, web banners, photography campaigns, marketing collateral, billboards, business cards, letterhead, HTML emails, newspaper ads, and managed all the printing.

BARBco
BARBAGELATA GROUP

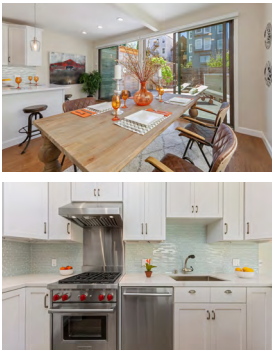
San Francisco, CA 94102 / 2381 Chestnut St. San Francisco, CA 94102 / 415.566.1112 / BarbCoSF.com

BarbCo clients
Drew and Jen Hall
in their family home.

BARBco
REAL ESTATE GROUP
BARBAGELATA

Make it fun. Make it home. Make it yours.

415.566.1112 info@realestatest.com Lic#01259825



"A local neighborhood agency was very important to us."

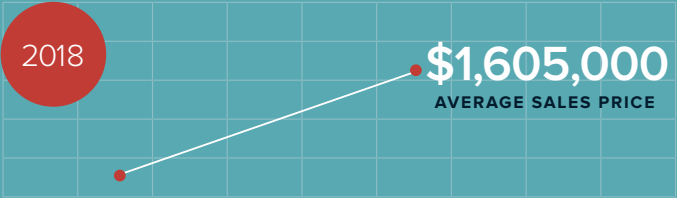
—DREW + JEN

"Always available, and extremely knowledgeable, plus consistently went above and beyond."

—PHIL + SONS



COMPLIMENTS OF Toby Jackson



\$1,513,000
AVERAGE LIST PRICE

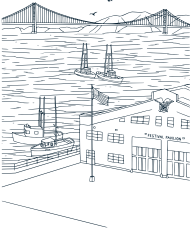
Market Conditions
Remain Strong



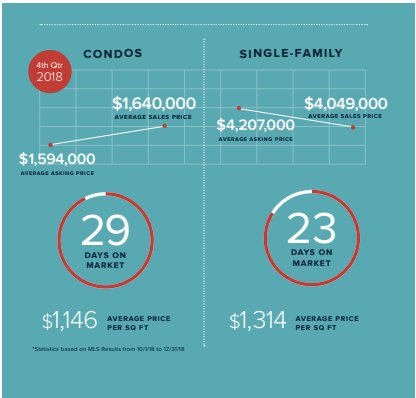
\$1,245
AVERAGE PRICE PER SQ FT



*Statistics based on MLS Results for Single Family Homes from 01/01/18 to 12/31/18



MARINA



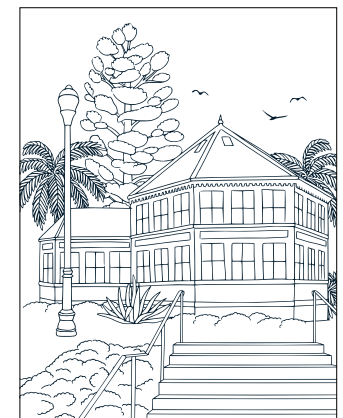
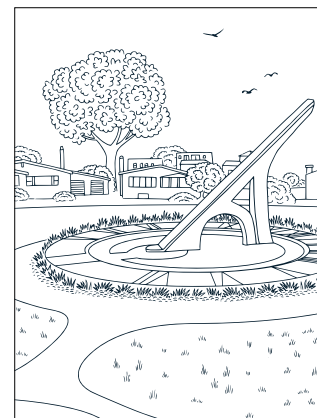
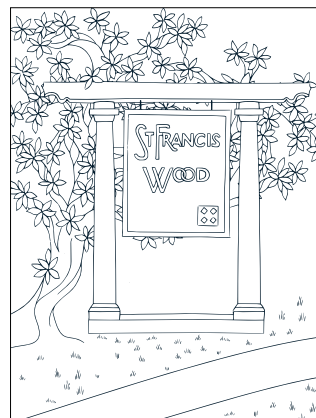
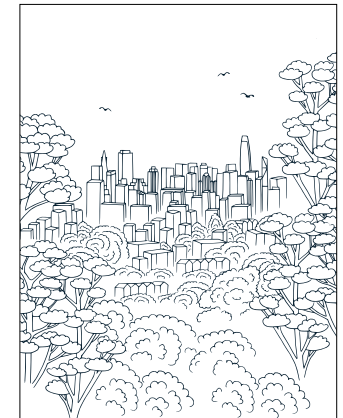
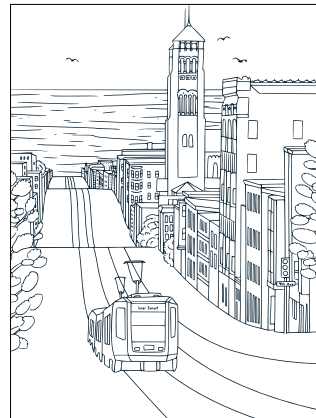
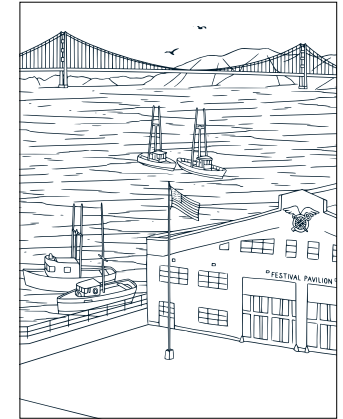
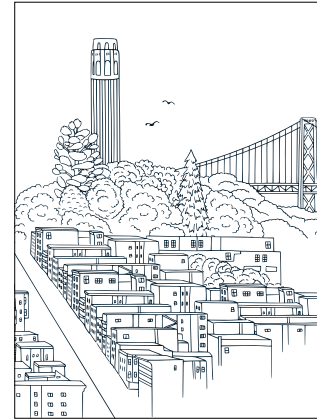
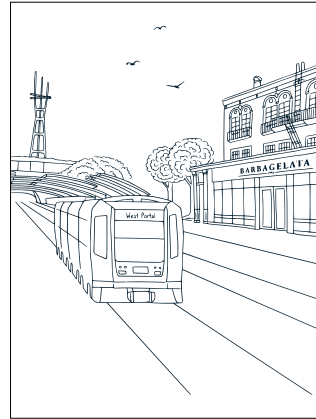
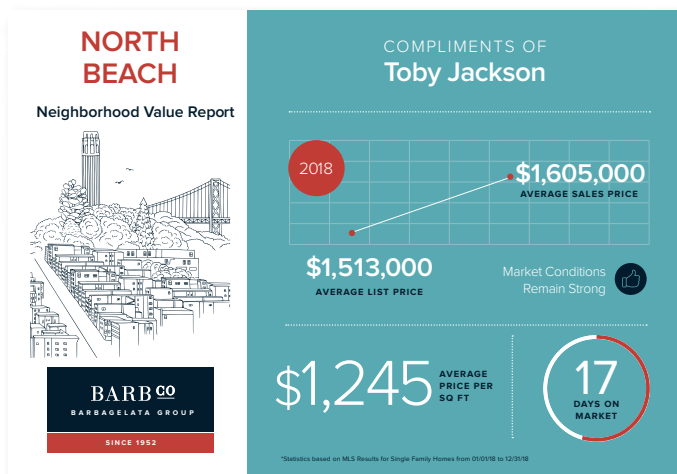
BARBCO COMPANY BROCHURE

Strategized with CEO to develop a simple and powerful message for a New Client Brochure that uses client stories and showcased homes, while providing valuable data needed to navigate in a highly competitive market.

BARBCO REAL ESTATE

Designed mailer featuring iconic illustrations of San Francisco neighborhoods. Found and art directed the illustrator to draw specific, iconic spots. For a real estate company, where *place* is everything, these warm illustrations will have many future applications: t-shirts, coloring books, etc

OUTREACH MAILER



SWAG BARBCO

The swag was created by working with the new branding art, old and new maps, and the tag line: Make it *Yours*. For a real estate company where *place* is everything, I wanted to celebrate our love for San Francisco.



Make it yours.





My Greeting

Can you hear me now?

- Use Westfield telephone _____.
- Answer within _____ rings and with a _____.
- Callers should not be transferred more than _____ times.
- Use _____ only as a last resort.

Voice Quality

Customers like to speak to people who sound professional, friendly, and confident. Use your voice qualities to communicate in a positive and powerful way.

Voice Qualities	
Expressing feeling or emotion.	
Emphasizing words and syllables.	
How high or deep your voice sounds.	
How many words you speak per minute.	
How loud or soft your voice sounds.	

Mystery Shopping Tip: Mystery Shoppers conduct random calls to our centers to evaluate if we answer the phones according to Standard #12.



The Right Words

It is important to present information in a positive and professional manner. The way we phrase our questions and responses affect the customer's feelings and emotions. Even when you are conveying unpleasant or unwanted impact can be softened when you choose your words carefully.

Positive phrasing and language have the following qualities:

- ◻ Emphasize what can be done.
- ◻ Suggest alternatives and choices available.
- ◻ Sound helpful and encouraging.
- ◻ Stress positive actions and positive consequences that can be expected.

"We have too many high-sounding words, too few actions that correspond with them."
-Abigail Adams

How to WOW

To deliver truly WOW service, we must first focus on the skills, attributes and actions that lead us to go way beyond the expected, own it personally, and win over their hearts.

WOW Benefits

List the benefits of WOW

Shoppers

Retailers

Westfield

YOU

Remember WOW our Shoppers! WOW our retailers! WOW our team members!



Be Delightful

We interact with dozens, often hundreds of customers every single day when we are at work. It may seem overwhelming at times when we think about the charge of having to WOW all of them.

There will be opportunities every day to seize a common or ordinary situation and to make it extraordinary. When we go way beyond the expected, we WOW our customers.

Reality Check

We recognize that everyone has many duties in their job, and that we also have to balance the needs of the operation. What if we attempted to escort every single shopper to their car? This would create an operational challenge and would increase costs (hiring more staff). The other point to remember is that not every customer wants to be escorted. Customers' needs vary and unexpected situations always arise.

Be Unexpected

Our goal is to be prepared to seize the opportunities to create WOW Moments. This requires us to be proactive in responding to customers, sometimes reading between the lines and anticipating their needs. Sometimes we may plan for WOW Moments, but more often than not, they will be unplanned and spontaneous. That's where the fun and freshness comes into play. You are encouraged and empowered to be creative in WOWing customers.

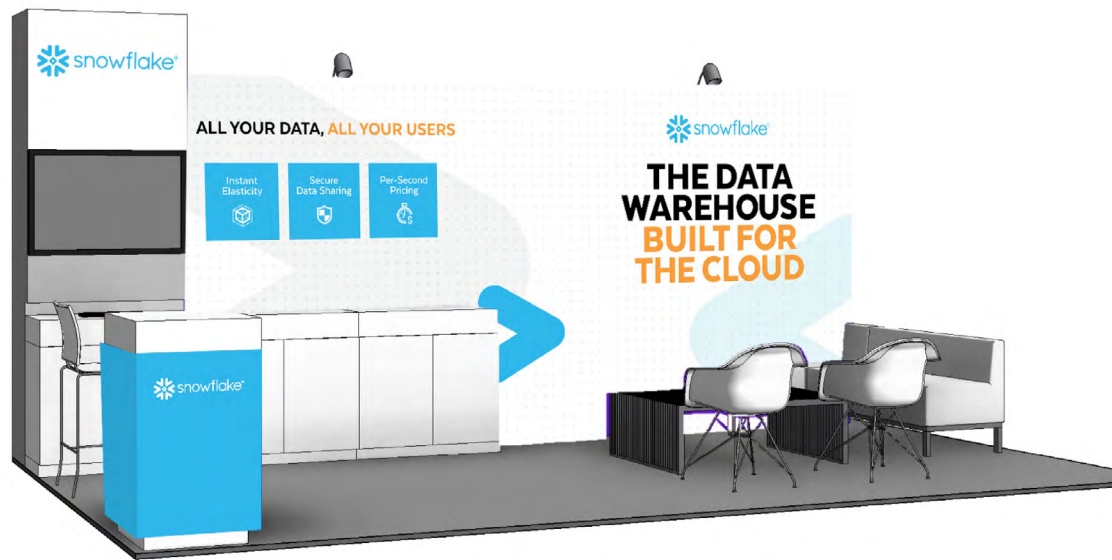
The answer is yes. Now what's the question?



WESTFIELD

Designed this 45-page training workbook—a tool to inspire and teach new employees. Worked closely with Westfield's National Training Director to make sure every detail met the specific content needs of the training workshop.

SNOWFLAKE EXHIBIT

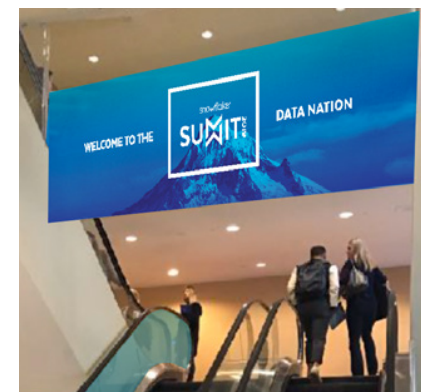


SKÖNA

Worked with team to design and produce exhibit elements email & web banners, ebooks, marketing collateral, billboards for Snowflake Summit and various exhibits.



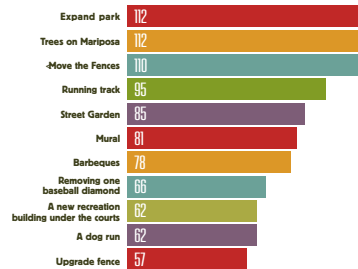
SNOWFLAKE SUMMIT EXHIBIT



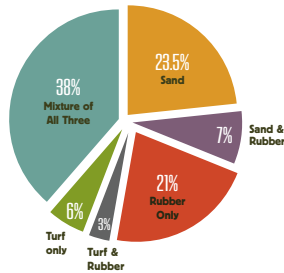


FUTURE UPGRADES

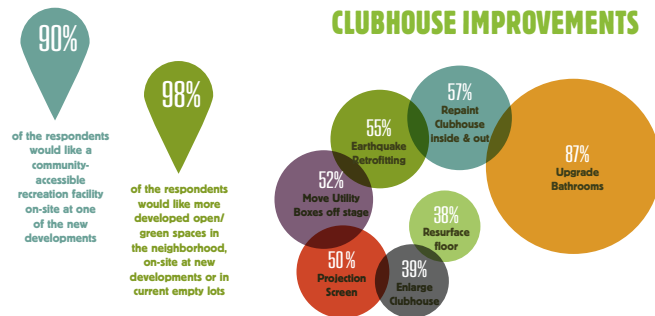
250 Responses



PLAYGROUND SURFACE



CLUBHOUSE IMPROVEMENTS



Give us your opinion fojp.tumblr.com

FRIENDS OF JACKSON PARK

Volunteered to design promotional material. Needed to educate neighbors about proposed park designs, and enlighten the neighborhood on survey results of desired park usage and needs. Created infographics from data. Created flyers, newspaper ads, posters, business cards.

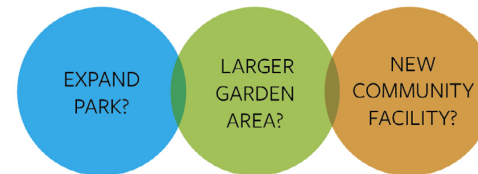


EXECUTIVE DIRECTOR
Jude Deckenbach
415.786.2427

FRIENDSOFJACKSONPARKSF@GMAIL.COM



Let's improve our park.



Speak up now.

JACKSON PARK RENOVATION COMMUNITY OUTREACH MEETINGS

- ☐ Wednesday, MARCH 16 at 7:30 PM
- ☐ Thursday, APRIL 28 at 7:30 PM
- ☐ Saturday, JUNE 18 at 9:00 AM

Jackson Park Clubhouse,
Corner of Arkansas & Mariposa Streets / ADA Accessible

Questions? Contact friendsofjacksonparksf@gmail.com



After-school and Extended Day

According to the US Department of Education, 43 percent of public elementary schools in the United States today offer school- or district-run after-school academic programs, serving more than 1.5 million students. This academic instruction—typically offered from two to five hours per week—focuses on either remediation or enrichment. Many schools and districts are partnering with Sylvan Learning to deliver comprehensive after-school and extended-day programs that are tailored to meet each school's needs and deliver academic results and not just homework support.



Summer School

Sylvan can offer a cost-effective and results-oriented summer targeted intervention program in reading and/or math. We have partnered with hundreds of schools and districts since 2005 to develop and deliver comprehensive programs customized to each partner's needs.



IEPs
are designed to
meet students'
individual needs.

Elementary School

Sylvan elementary school programs are aimed at creating a solid foundation, showing students that learning can be fun and helping them to build confidence in their academic skills. When students increase their fundamental knowledge and apply critical thinking skills, test scores rise. Students are just learning how to take tests, so learning test-taking skills is essential at this age, and Sylvan works to address this issue by helping students develop these abilities.

Elementary reading programs focus on the fundamentals of literacy such as phonetic development, vocabulary acquisition, oral fluency, and comprehension skills.

Sylvan can work with the school team to select appropriate intervention students based on school criteria and then develop a program consistent with school growth targets.

Middle School

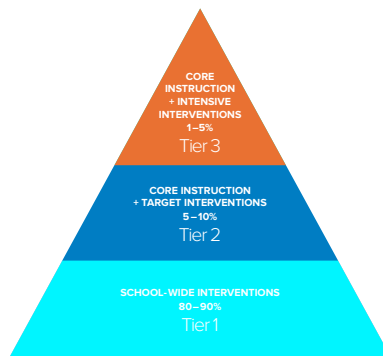
Our middle school program accounts for this critical stage in development. Many students with confidence, while trying independence and managing workload and peer relationships. Sylvan helps middle school students good about their abilities, assignments, and master a challenging subject matter supportive environment.

Middle school reading curriculum to address the particular need by combining the elements of literacy and thematic literacy.

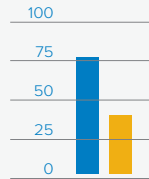
“Sylvan promised only delivered on their they were organized, with us to identify students. We were extremely pleased to look forward to working with them.”
MATT SMITH, PRINCIPAL, MARI TECHNICAL ACADEMY, VALLEJO

Intervention (RTI). A tiered approach to teaching and learning, RTI has been adopted by numerous districts in California. This approach proactively identifies and supports students in need of special services to prevent academic backsliding—and it ensures that students succeed. RTI optimizes instruction by

student progress, and calibrate instruction matched to student needs. Using a multi-tiered model of instructional delivery, RTI delivers three levels of increasingly intensive instructional and support structures for students. Sylvan intervention programs are ideally suited for Tier 1 or Tier 2: Strategic Instruction.



Sylvan Math Intervention CST Results

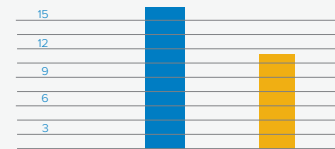


% of students with growth on CSTs
% of students with jump on performance band

Participating Schools
Marin Elementary
Roosevelt Elementary
Palma Ceia Elementary
Winton Middle School
Martin Luther King
Chavez Middle School
Franklin Middle School

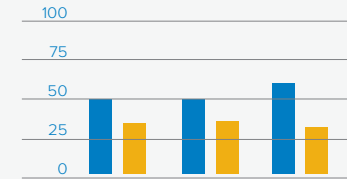
152 students

Sylvan First-Grade Reading Program Results



Based on school benchmark Development Reading Analysis (DRA)
— 75 students who started at DRA Level 4

ELA Growth Analysis Fairfield Suisun U.S.D.

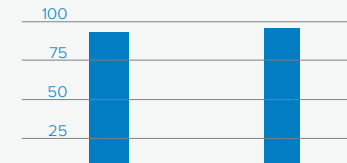


% of students with growth on CSTs
% of students with jump on performance band

The above chart represents three of the Fairfield Suisun Unified School District schools with whom we have worked with students on a contract basis in addition to students under No Child Left Behind. In 2010, all three schools were in Program

Improvement. As of the 2010–11 school year, Fairview was out of Program Improvement, David Weir was in safe harbor, and E. Ruth Sheldon was approaching safe harbor.

2012 CAHSEE Math Results/10th Grade Census



in tandem. It is particularly important for students with limited English proficiency. Sylvan's reading programs focus on those skills that support the development of core writing skills. Various writing activities are integrated throughout the program, including the use of graphic organizers that provide students with visual clues they can relate to the written or spoken words to which they are exposed. Sylvan math teachers are trained to show sensitivity to the English language learner by systematically teaching math vocabulary, reducing the use of idioms, using culturally relevant problems and illustrations, and incorporating activities that teach reading and writing skills in a mathematical context.

“I believe the continual increase in our API results from a combination of high expectations, excellent teaching, and supportive families coupled with superior targeted intervention to support our struggling students. Our partnership with Sylvan Learning is an integral component in this system.”

NANCY BLOOM, PRINCIPAL, MONTCLAIR ELEMENTARY SCHOOL, OAKLAND UNIFIED

SYLVAN LEARNING

Worked closely with Sylvan Learning team to distill the vast amount of statistical data and program information in a way that was clear for the parents looking to help their struggling child. Designed 20-page booklet and created infographics.

SKÖNA / SNOWFLAKE.COM

Worked with team at a fast pace to update [Snowflake.com](https://www.snowflake.com) by designing new pages with new photographs, building new buttons, adding new content, and creating ads. Designed content in Sketch.

Landing Page - sydney 1



"We need to become a more data-driven organization!"
CEO

"It's taking an army of people just to maintain the system! We will do our best to scale soon."
DW Manager

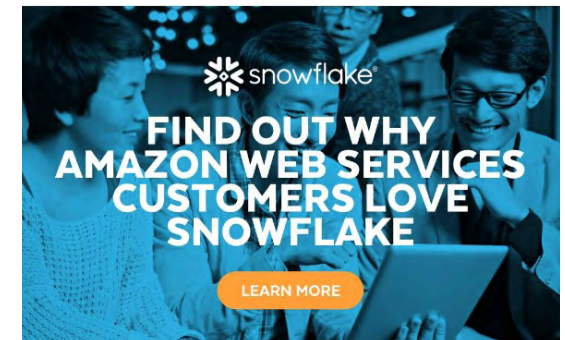
"Hang on... It's coming. We can only test during off-hours."
Dev/Test Manager

"Why is the system slow? Our data is getting stale."
Financial Analyst

"Queries have slowed down since we've added the new group... Who knows Hive?
Business Analyst

"The EDW is getting full and costing way too much to keep all of our data there."
BI Manager

“Your data engineers are spending all their time optimizing and pruning, when they can be developing actual business value.”
TEVYE KRYNSKI, Director of Data Engineering, Hotel Tonight



Instructor Lead FOUNDATIONAL



Self Paced FOUNDATIONAL




LICENSE # 930326

ITU

Construction

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REMODELING · NEW CONSTRUCTION · SEISMIC RETROFITTING



Our combined experience brings years of expertise to the job.

Three licensed, building professionals, Rony Perez, Mario Ramires, and Nicolas Hurreade have combined their experience to bring clients the best in design and construction.

REMODELING · NEW CONSTRUCTION · SEISMIC RETROFITTING

Contact

➤ LOCATION

1367 Thomas Ave. San Francisco, CA 94124

✉ CONTACT

Rony@ItuConstructionSF.com 650.207.4849

ITU CONSTRUCTIONSF.COM

Worked with small construction business to develop the identity, signage and website design on a budget. Used Square Space to create [website](#).

Areas of Expertise

REMODELING

We work on a variety of tasks for remodeling jobs: including design, permitting, demolition work—breaking down old structures and hauling materials away—in preparation for the new building. We provide a smooth building process with our team of skilled workers on the job, who often include electricians, wood workers, tilers, painters, drywall installers, plumbers and masons.

NEW CONSTRUCTION

We offer design services, or can also work with your plans to build entirely new structures from the ground up. We are able to build significant extensions to existing structures whether or not the site was previously occupied. We are fully licensed contractors, and can work directly with San Francisco's Department of Building and Planning to get your permit processed.

SEISMIC RETROFITTING

We work with our structural engineer to find the right retrofitting solution for your building—single-wall bracing, hold-down brackets, angle iron struts or foundation bolting—in order to prevent your building from being displaced from its concrete foundation, and making the building much safer and less prone to major structural damage during an earthquake.

“We loved working with Rony's team on our home remodel. They were on time and came in under budget. And, we're really happy with our new space.”

— P. HAKEN

Let's Chat.

We'd love to talk with you about your project.

Name *

First Name Last Name

Email Address *

Leave us a message *

ITU
Construction



IOANNA'S olive oil

[HOME](#)[OUR STORY](#)[WHERE TO BUY](#)[SMALL VILLAGE ENTERPRISES](#)[CONTACT](#)

Our Story

Ioanna's Olive Oil comes from the Kolimbari region of Western Crete. Because of the exceptionally high quality olive oil produced here, The European Union has designated the area as a 'Protected Denomination of Origin (PDO),' similar to a world heritage site but for olive oil. Ioanna's grove is no exception. Year after year we lovingly tend the trees, harvest the olives if we happen to be in Crete in October/November, and enjoy picnics under the shady olive tree branches during summer vacations. It is a special feeling to now see our kids now playing under the trees and helping with the harvest.



We extend an invitation for you to do the same if you visit Crete. We even challenge you to a game of Geocaching to find the prize hiding in one of the trees! Just email us for location coordinates!

IOANNA'S OLIVE OIL

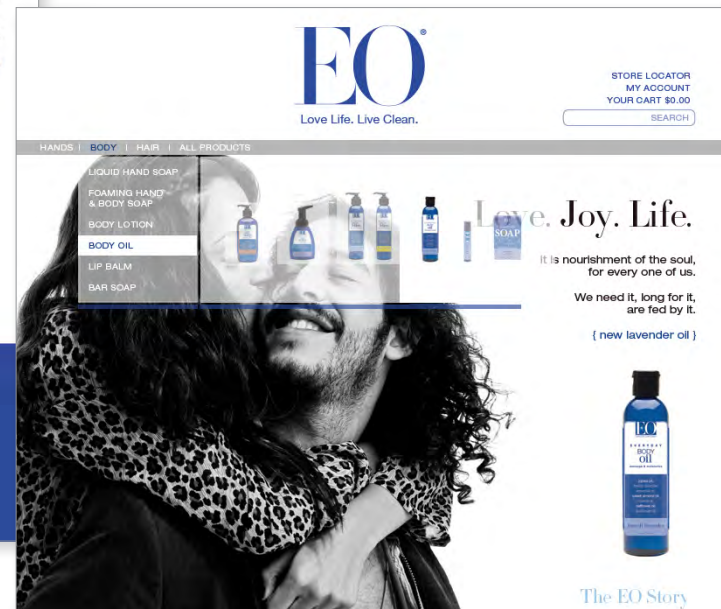
Worked with artisan business to develop the identity, packaging design, and website design for their primary product, olive oil. They sold out the season's harvest. Visit smallvillageenterprises.com to see website live.

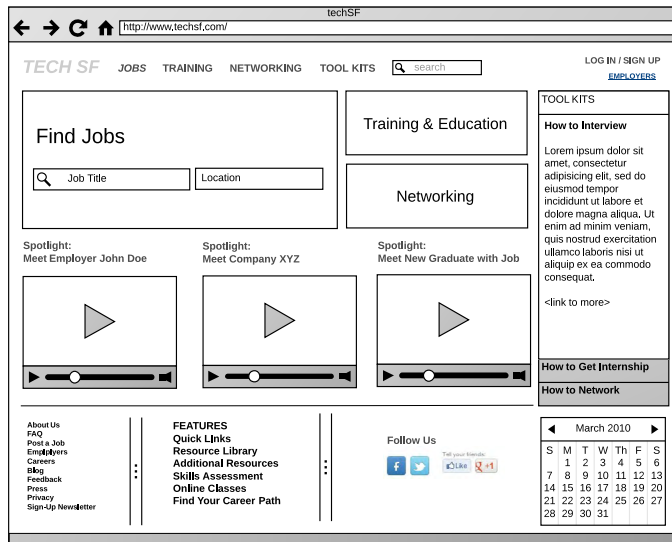


EO— ESSENTIAL OILS

Worked with creative director to make new landing and product pages in order to make shopping a better experience for the user.

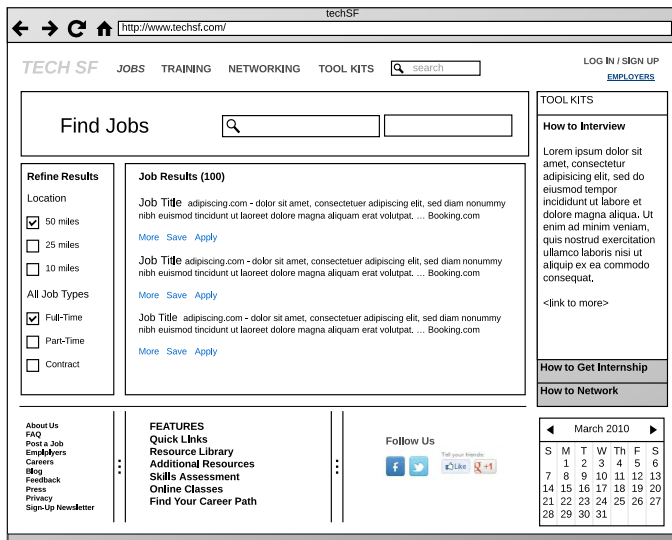
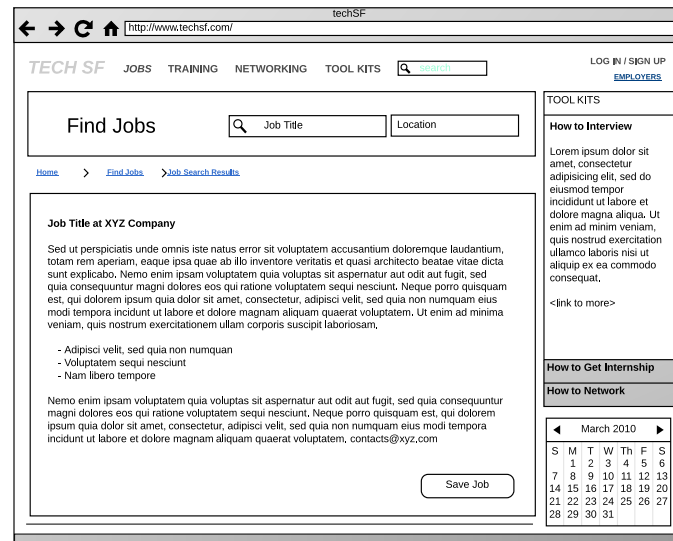
We aimed to set a warm mood and make choosing the products simple and visual.

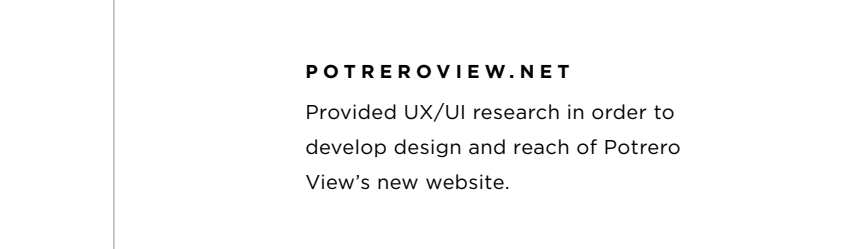
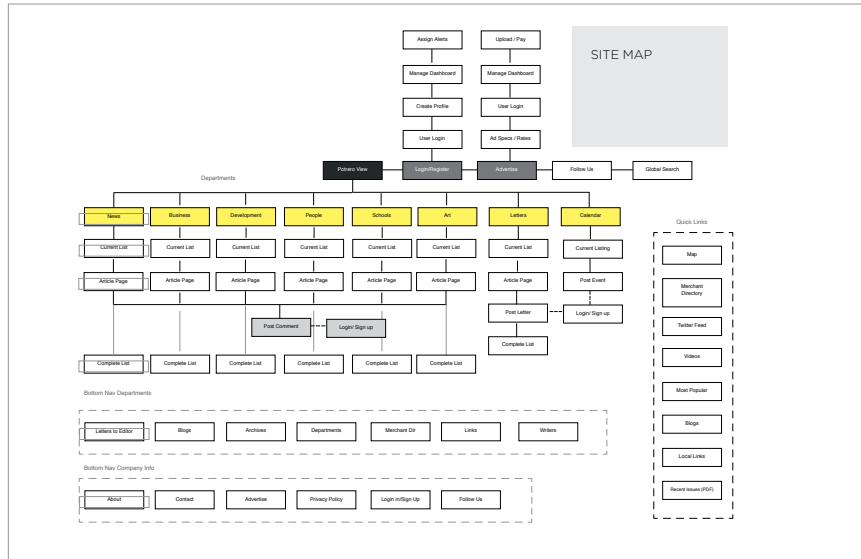




TECHSF.NET

Worked on UX/UI research to develop working wireframes for new site.





Social Media & Online Ads

LINKEDIN BANNER



SIGN-IN PAGE



WEB BANNER



SKÖNA

Worked with team to design and produce ebooks, web design and banners. *InDesign, Sketch, Invision.*



SKÖNA

Worked with team to design and produce ebooks for Paxata.

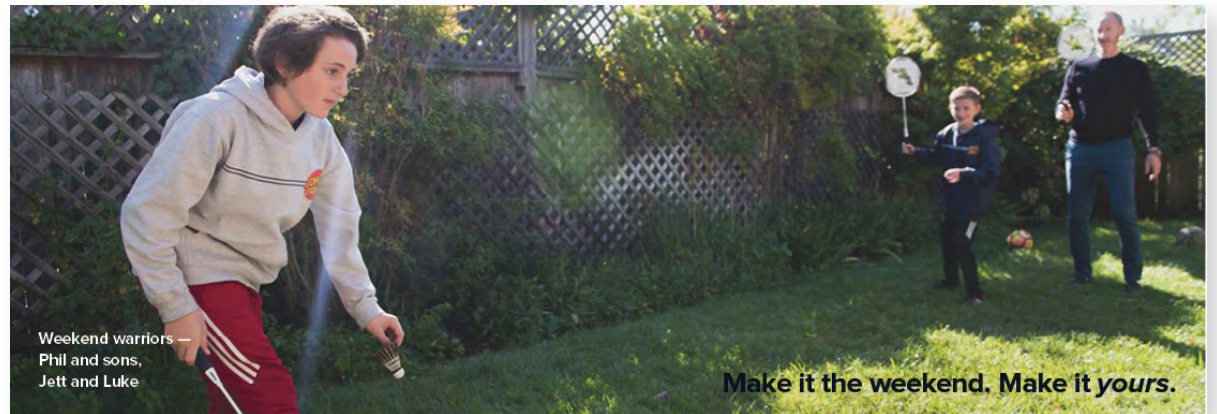
Designed chart based on data supplied by Paxata.

InDesign, Sketch, Invision.

BARBCO

Make it ***Yours*** web banners on rotation throughout year. *Sketch, Invision.*

WEB BANNERS



BARBCO

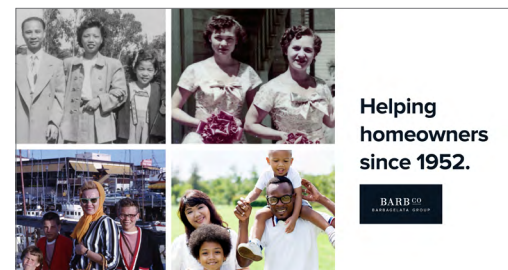
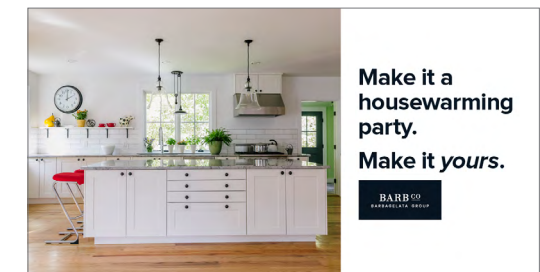
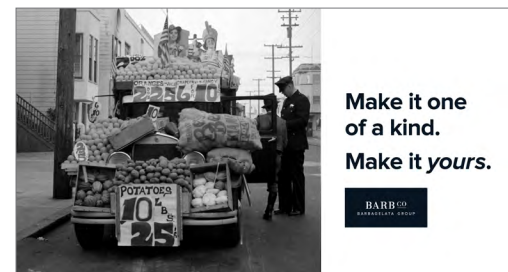
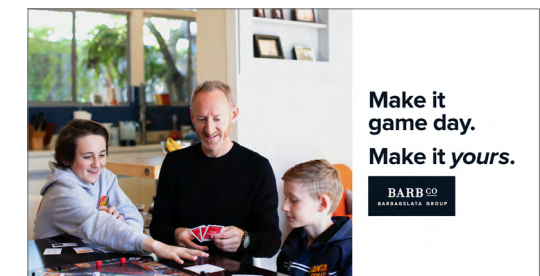
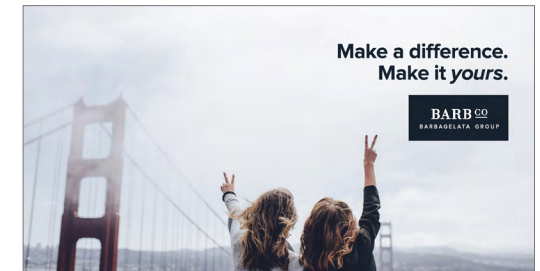
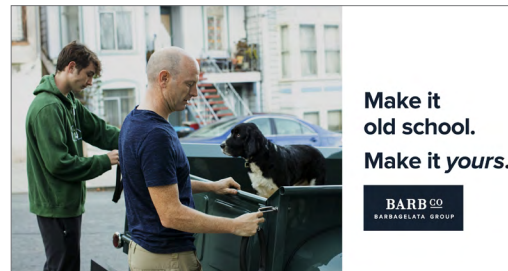
FALL/WINTER MEDIA CAMPAIGN

To reach a new demographic in a fresh way, I created a media campaign, **Make it Yours** featuring warm, friendly images of actual clients. Sourced photographer to photograph clients quarterly, as well as found relevant stock images for campaign, a series of images to connect with clients through place, life, hobbies, home, and San Francisco.

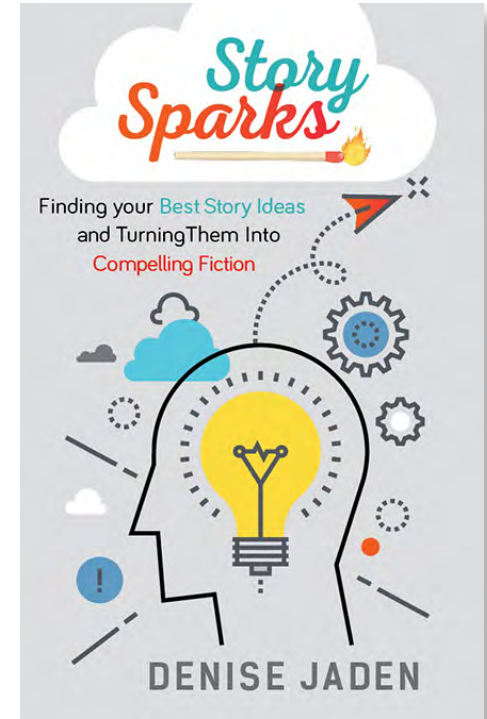
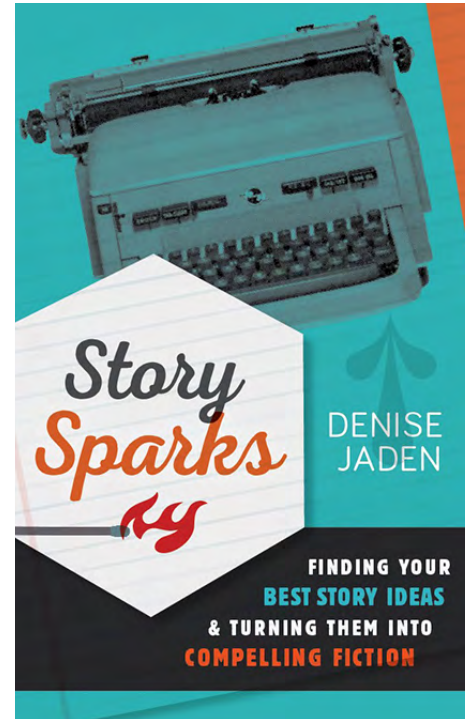
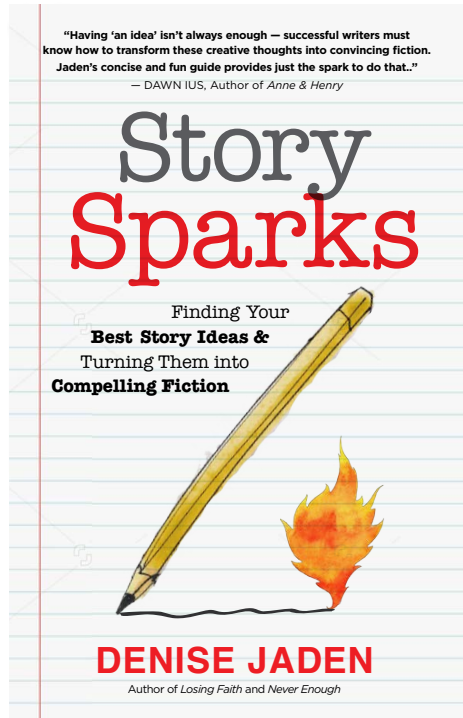
FACEBOOK LOGO



FACEBOOK ADS



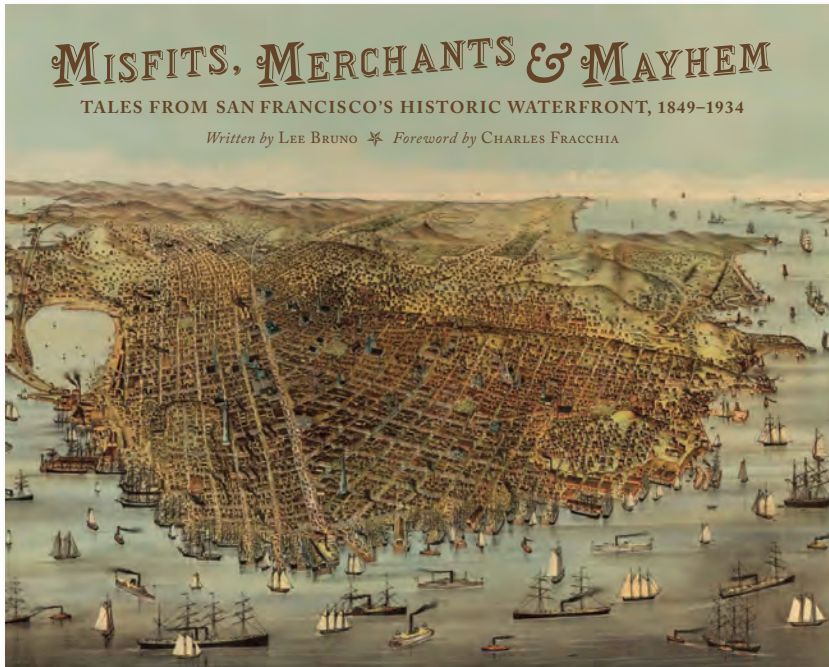
Books & Packaging



COVER CHOSEN

COVER STUDIES FOR STORY SPARKS

New World Library



LUISA TETRAZZINI *San Francisco's Songbird*

On April 21, 1905, a headline in the San Francisco Call announced that Luisa Tetrazzini had filed an embouchure complaint against her former secretary John Urbane. The evening star claimed that Urbane had stolen \$2,000 from her (or \$3,100 if her money, which had been remitted to her in Europe, had been stolen). The singer had reportedly "lost her voice through nervous excitement and now speaks in whispers."

Urbane was arrested and held in city prison charged with the crime pending his arraignment. At the time, Tetrazzini was enjoying her status as a prima donna in I Portici at San Francisco's Third Opera House. Her rigorous singing schedule delayed her testimony in the trial.

Several months later on September 3, 1905, Urbane was acquitted on the first embouchure charge when the jury found him innocent. Urbane's attorney said that his client, who had sung the role of Don Juan in a private performance of Carmen, and that Tetrazzini was a woman who had had him from his home and into hers. Tetrazzini was disappointed with the verdict and later Urbane and his attorney were able to spin the situation into more of a general, amicable quarrel between two performing artists than embouchure. It didn't help Tetrazzini's cause that she was a woman receiving money from a man whom she was romantically involved with.

Urbane, however, faced a second embouchure charge for other funds he had absconded from Tetrazzini. He was sent back to his prison cell to await his second trial. A month later, he was found innocent of the second charge of embouchure. Tetrazzini attended the trial. "The prima donna was dressed in brown costume that matched perfectly with the old gold of her hair," wrote the San Francisco Call. In the course of the trial, Urbane's attorney presented conflicting evidence to dispute Tetrazzini's claim of being seduced. One of her letters said by the defendant that "I beguiled Urbane to come to me when I gave money of this house [John Ross] to make Signor Rossi leave me." The reporter noted that "Even the dogged looking defendant smiled when Tetrazzini's



1895: Luisa Tetrazzini in costume as the title role in I Portici. The photograph is by the 1895 San Francisco Call. Tetrazzini gave a successful performance in I Portici at the Grand Opera House in 1905. (San Francisco)



MISFITS, MERCHANTS, AND MAYHEM

Designed the entire book from cover-to-cover. Edited photography. Worked with editorial team to maintain historical accuracy of images and art. *Cameron+Company, 220 pages*

CHAPTER ONE THE GOLD RUSH ERA



JASPER O'FARRELL
WILLIAM LEIDESDORFF
ISAIAH LEES
CAPTAIN THOMAS GRAY
HENRY MEIGGS
GEORGE SWEENEY &
THEODORE BAUGH



1857: This census photo taken by Arnold Genthe looks down Sacramento Street at the destruction of the morning of April 18, 1856.

1857: This census photo taken by Arnold Genthe looks down Sacramento Street at the destruction of the morning of April 18, 1856.



HOW TO PHOTOGRAPH EVERYTHING

SIMPLE TECHNIQUES FOR SHOOTING SPECTACULAR IMAGES



HOW TO PHOTOGRAPH EVERYTHING

Designed and worked as photo-editor to select over 500 photographs to illustrate the book. Worked with editorial team weekly to present ideas and work on edits.

Weldon Owen, 320 pages



TRAVEL

WHETHER IT'S A NATIONAL HOLIDAY or a small-town celebration, fireworks shows draw huge crowds who "ooh" and "aah" over each spectacular burst of light. Capturing these dazzling displays with a camera can be challenging, but with a little bit of patience and a little extra effort, you'll come home exhilarated from the evening's events with a card full of amazing images.

GETTING STARTED

Unlike many photographable opportunities, fireworks shows are often low and far between, so even if you've shot them before, it's always good to brush up on the basics. Being prepared with the right gear is, of course, critical. A DSLR or mirrorless interchangeable-lens camera provides the ultimate control over exposure and are ideal for fireworks, since conditions can change from one shot to the next. However, it's also possible to grab some good shots with a compact camera since many of them have a special fireworks mode that keeps the shutter open long enough to capture the burst of light.

Location is equally as important as your gear, so scout for a good spot early in the evening or even the day before. Keep in mind that you want to be far enough away that the fireworks pop in front of you—rather than directly above you—and be sure to stay upwind so smoke doesn't affect the clarity of your images. Fireworks tend to be unpredictable, making it difficult to set up a perfect composition. Take as many pictures as possible and experiment with your settings to work the odds in your favor of getting some great shots.

TECH TIPS

EXPOSURE SETTINGS Your exposure is dependent on the source lighting conditions, of course, but, as a rule of thumb for astrophotography, you need to use a shutter speed of 1/250 of a second, but try to keep the ISO as low as possible to avoid too much noise.

WHITE BALANCE When shooting light, it's better to underexpose the image a bit, with the intention of adjusting the color in post. However, to capture those colors, that's why astrophotographers take photos with manual white balance. If you're using a DSLR, set your white balance to daylight, auto, or flash. If you're not using a DSLR, try an astrophotography preset often found in the camera's menu or choose closely to add warmth to the image. You can also photograph a white flower's stem to serve as a reference white balance.

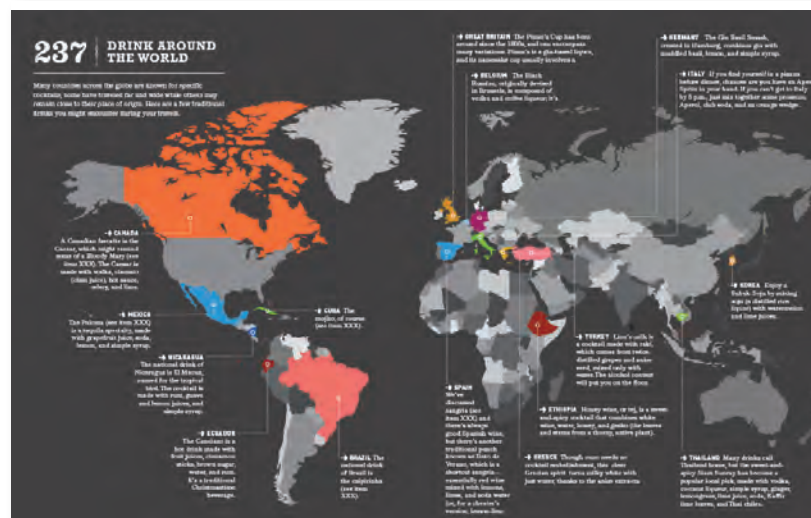
FOCUS AND METERING For astrophotography, exposure bracketing, start out with a center-weighted setting and switch to spot focus or matrix if needed. Sometimes, works best in single AF mode with sufficient control. If the focus doesn't lock in focus, try setting it manually.

TRAVEL 4



WIDE ANGLE—capture the full scene. Wide-angle lenses are great for capturing the full scene. They allow the photographer to capture more of the scene, which helps tell the story.

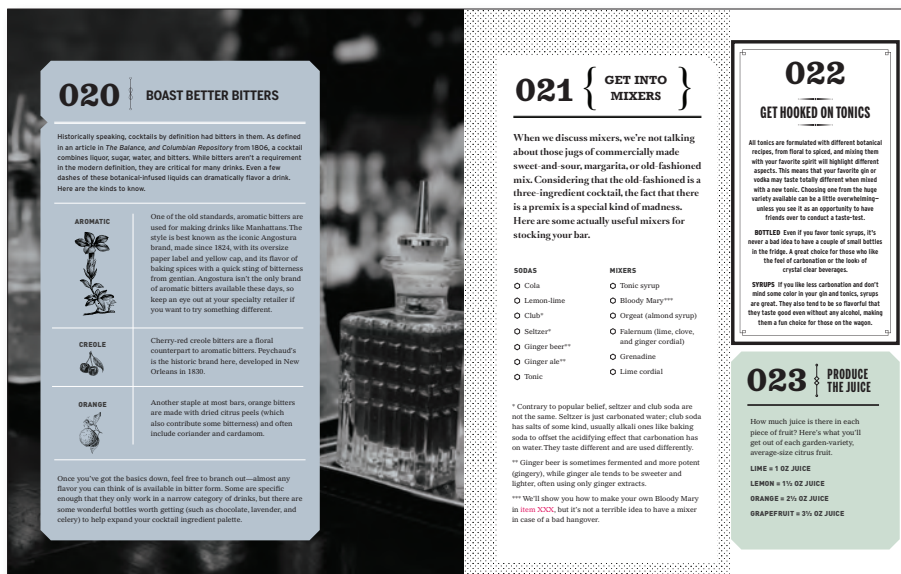




THE COMPLETE COCKTAIL MANUAL

Designed the book pages cover-to-cover with a unique layout for every page. Art directed illustrators to create illustration for processes, glasses and specific drinks. Worked as photo-editor to source photographs and work with photographers to select photographs for the book. Worked with editorial team weekly to present ideas and work on edits.

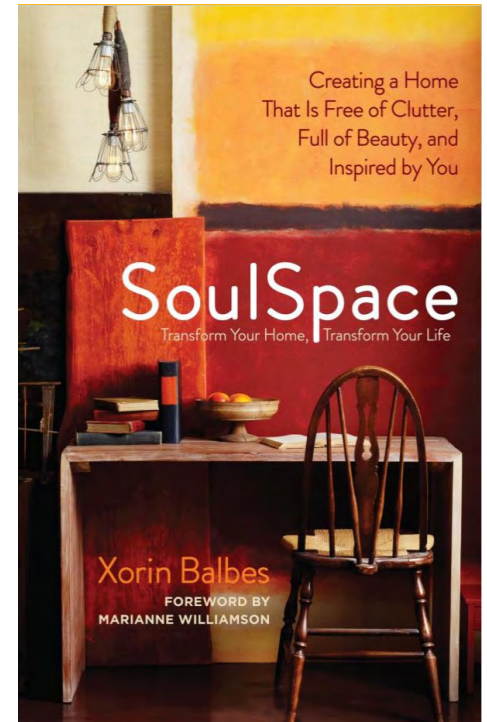
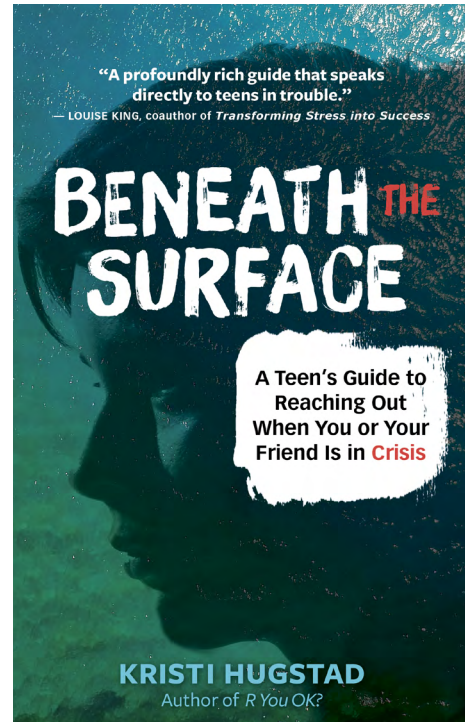
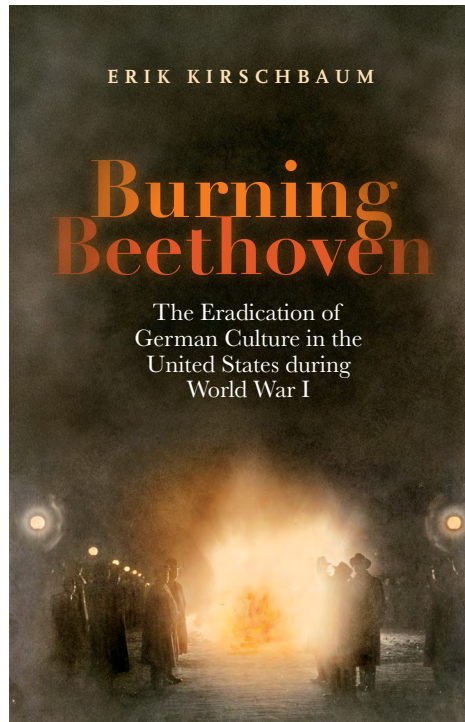
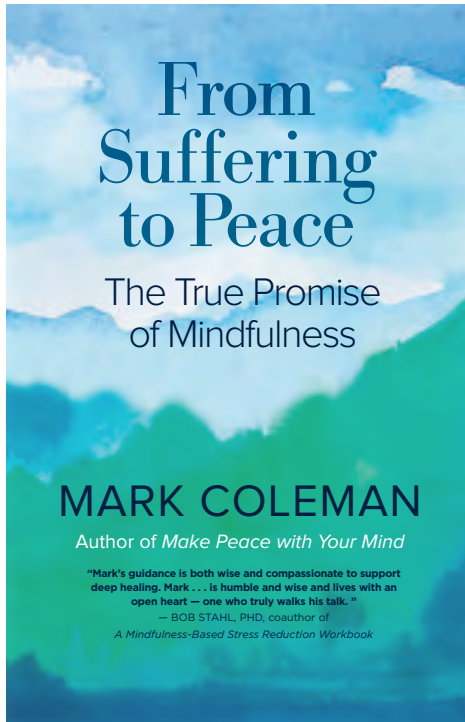
Weldon Owen, 260 pages.



049 { REFINE YOUR SUGAR SYRUPS }			
The best part of simple syrup is that it can act as a blank canvas for customization—add your own garden herbs or favorite spices to concoct some excellent cocktail combinations. Use the stovetop method of the standard 1:1 recipe for these, and, if desired, strain out the solids before refrigerating.			
FLAVOR	HOW MUCH	WHEN	NOTES
 Spices (cinnamon, cloves)	2 tablespoons fresh spices per 1 cup sugar	Add with water and sugar	You can use powdered (about 1 tablespoon per cup of sugar) although the syrup may be gritty
 Vanilla	½ bean per 1 cup sugar	Add with water and sugar	You can also use scraped vanilla pods
 Tea	1 tablespoon loose tea or 2 teabags per 1 cup sugar	Add with water and sugar	Strain carefully to remove any sediment
 Dried flowers (lavender, hibiscus)	1 tablespoon per 1 cup sugar	Add with water and sugar	Strain carefully to remove any sediment
 Citrus	Peel from 1 lemon, 1 orange, 2 limes, or half a large grapefruit per 1 cup sugar	After the syrup has been removed from heat	Strain out peels before storing in the fridge to avoid bitterness
 Ginger	4 ounces washed and unpeeled sliced ginger per 1 cup sugar	After the syrup has been removed from heat	You can make an uncooked version by blending the ingredients together, then straining
 Herbs (mint, basil, etc.)	Varies by herb, but about ½ cup of leafy herbs to ½ cup woody herbs, stems and all, per 1 cup sugar	After the syrup has been removed from heat	Herbs will get vegetal if you cook the more delicate leafy ones, so let the syrup cool slightly

THE COMPLETE COCKTAIL MANUAL - PART 2

Designed many charts and infographics to illustrate the concepts in the content. Every page is has unique design. *Weldon Owen, 260 pages.*



COVERS 2016-2019
New World Library

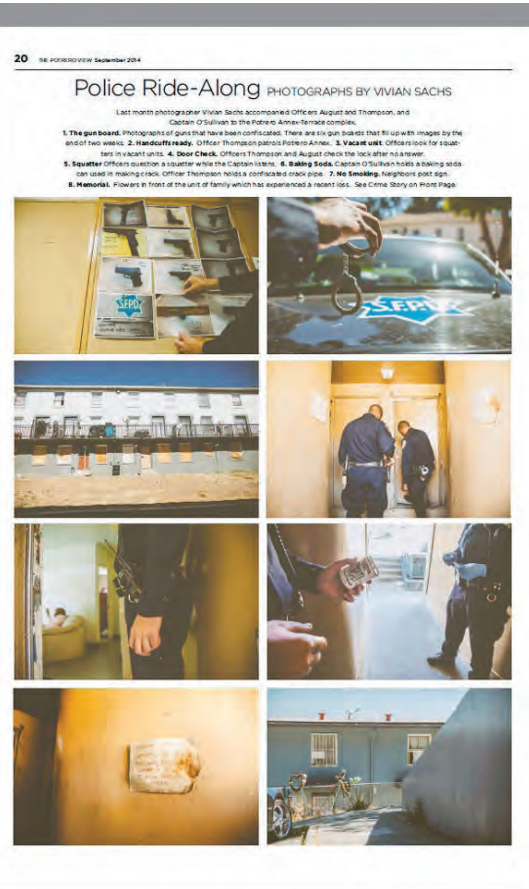
POTRERO VIEW, Designer & Photo/Art Editor

Designed 24- to 40-page monthly tabloid newspaper end-to-end. Worked as photo-editor / art director to develop and execute ideas for the visual content accompanying stories, and as stand-alone features. Recruited local artists and photographers to work pro-bono, and art directed them. Worked to elevate visual content to the next-level in an effort to attract more readers. Refined design and typography of paper overall. **Updated website monthly. Completed 38 issues.**



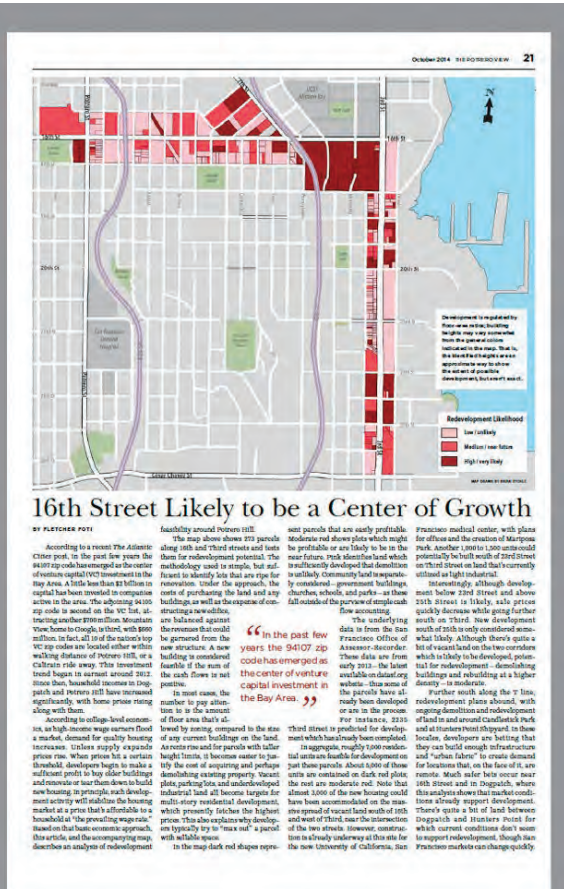
SCENTS OF POTRERO HILL PHOTOGRAPHY

Recruited Gabrielle Lurie, a local, professional editorial photographer to create an image of various spices for the front page to illustrate a story about the First Spice Company.



POLICE RIDE-ALONG PHOTOGRAPHY

Recruited Vivian Sachs, a local / bicoastal, professional fashion photographer to produce a photo-essay of a ride-along with police to a suspected drug house.



16TH STREET CARTOGRAPHY

Recruited Brian Stokle, a local cartographer, to draw maps about Potrero Hill highlighting various kinds of data. Also *Mission Bay Rises Again*, shown on next page.



GAPBODY

Merchant group was looking for a new way to package the seasonal valentine gift underwear and pajamas. Designed to feel like a hand-made card, this innovative and fun solution from kraft paper had built -in cards and was a huge hit.



CAVALLINI

Located vintage emphaera from vast collection to create unique combinations of source material. Created collages in photoshop from various emphaera. Designed packaging. Photographed product.