

***JULIA
PRESGRAVES***

Design Director

I am an award winning creative with 15 years in design and art direction. I consider myself a 360 degree designer, with experience in branding, web design, UI/UX, visual design. My passion lies in problem solving and creating unique and simple visual solutions. Because of this, I constantly immerse myself in culture, travel and the arts. I believe that to be inspired, you must be willing to look outside the everyday and appreciate the beauty in everything.



WORK

TPO

BRANDING | ADVERTISING | WEB DESIGN

As a consumer in this profit driven world, it is refreshing to see a mobile carrier that actually does some good. With TPO, 10% of your mobile bill gets donated to the charity of your choice. Crazy, right? Through our global redesign and US brand launch of the cell phone service provider, we were able to create a visual identity system that reflected TPO's goodness. This included a full redesign of their logo and branding, as well as the relaunch of their website and advertising platform.

BRAND BOOK



the people's operator

BRAND BOOK

We believe mobile connections can be used to change lives for the better, that a phone company can actually make people happy.

And sometimes pigs do fly.

SEE.



the people's operator

THINK OF OUR LOGO AS OUR COAT OF ARMS.
Or a really beautifully designed ID card. But instead of getting us into bars, it gets us recognition in people's minds.

We wanted to create a logo that not only represented the individual stories of each of our users and partners, but also one that tells the unique story of TPO and its community. Truly a network that is delivering goodness with every connection.

STRIPE USAGE

There are an infinite number of ways to use the TPO stripes. That's a lot of ways. All we ask is that the primary teal and green are used to bookend the stripes. Pretty please? Other than that, go nuts with the stripes! Flip the colors, change the widths, stretch angles, you get the idea.

LOGO

STRIPES

PRIMARY

BACKGROUND (medium green only)

CALL TO ACTION (yellow only)

Y 100 K 0
44 B 11
1409

C 0 M 0 Y 0 K 10
R 230 G 230 B 230
HEX #666666

C 0 M 0 Y 0 K 48
R 153 G 153 B 153
HEX #999999

C 0 M 0 Y 0 K 75
R 102 G 102 B 102
HEX #666666

C 75 M 68 Y 67 K 90
R 0 G 0 B 0
HEX #000000





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PREPAID PLANS
STARTING AT

\$9

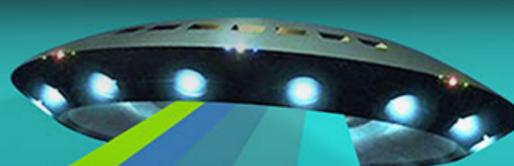
SEEMS
IMPOSSIBLE

BUT SO DID
FAX MACHINES ONCE



tpo the people's operator

Plus taxes and TPO surcharges. Restrictions apply.



**THE BEST UNLIMITED PLAN
IN THE GALAXY**

UNTIL DISPROVED BY ALIENS

tpo the people's operator



**WHEN 10% OF YOUR BILL
GOES TO GOOD**

TOO MANY SELFIES IS NEVER ENOUGH

tpo the people's operator



[STORE](#) [COMMUNITY](#) [ABOUT](#)

[MY TPO](#)

[KEEP ME UPDATED](#)



WE WANT TO RAISE BILLIONS FOR GOOD CAUSES

We're TPO, a mobile phone network that's about spreading the goodness. Good Service, good coverage, and good connections are just the beginning.



YAHOO!

EXPERIENTIAL | PRINT

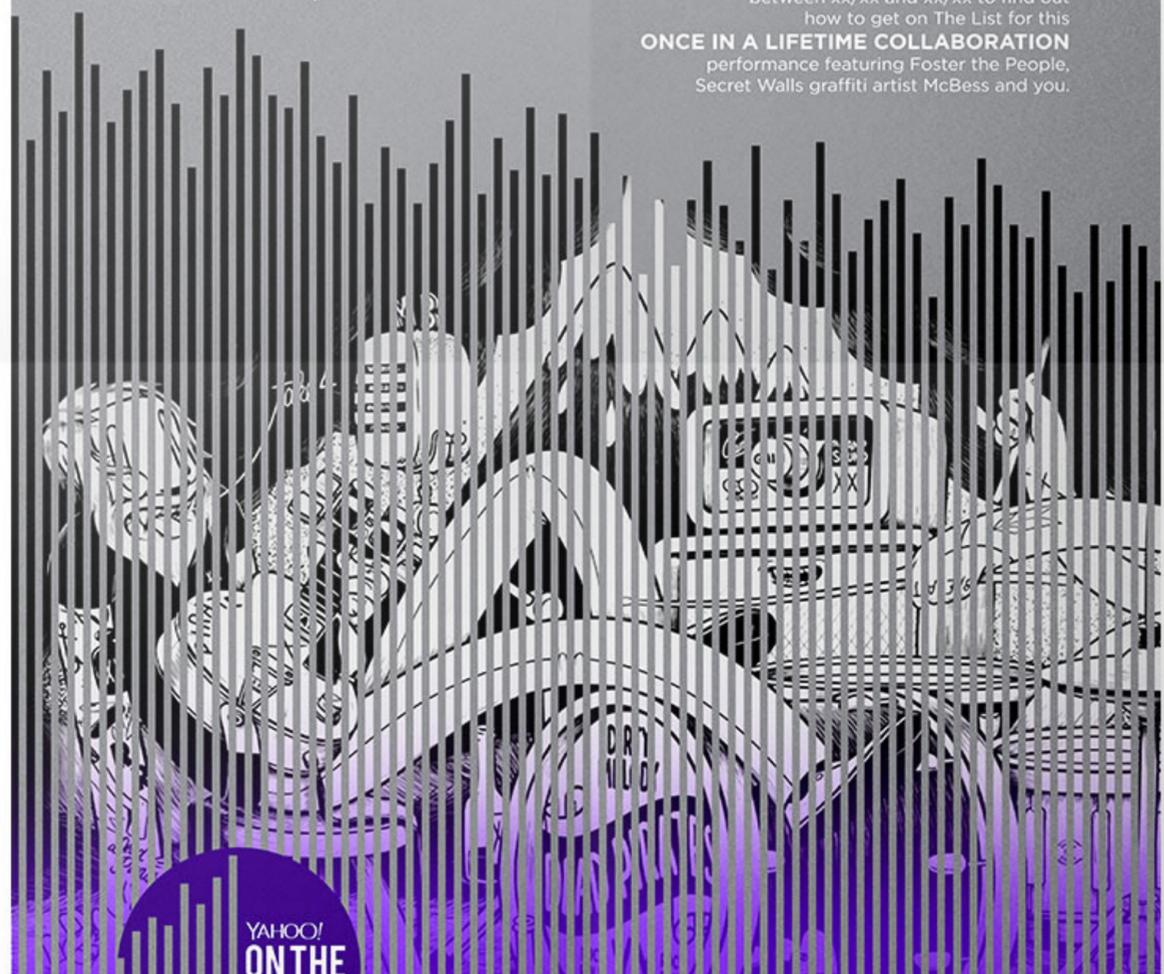
We hit the road to shift the way students look at Yahoo! At every stop, the amped up hubs engaged students by tapping into local dance groups and djs, showcasing both Yahoo! Screen and Verizon products, and rewarding students with show tickets and prizes. Over 61k students were engaged on campus, with a total of 22k new registrations. 13 campuses. 12 shows. And over 8k students who lived it live. More than 100k students were reached on campus. And millions were reached nationally with online amplification. We brought a different show to every stop and showed students across the country, Yahoo! like they've never seen it before. #liveitlive

FOSTER THE PEOPLE

X MCBESS

AUGUST 8, 2014

Find the Yahoo! OTR station on your campus between xx/xx and xx/xx to find out how to get on The List for this **ONCE IN A LIFETIME COLLABORATION** performance featuring Foster the People, Secret Walls graffiti artist McBess and you.



YAHOO!
ON THE ROAD

A DIFFERENT SHOW
AT EVERY STOP



FOSTER THE PEOPLE

X MCBESS

AUGUST 8, 2014

Find the Yahoo! OTR station on your campus between xx/xx and xx/xx to find out how to get on THE LIST for this **ONCE IN A LIFETIME COLLABORATION** performance featuring Foster the People, Secret Walls graffiti artist McBess and you.



A DIFFERENT SHOW
AT EVERY STOP

YAHOO!
ON THE ROAD





TUMBLEWEED
1981
HiWayNEON

PRESENTS
Home Of The
CAL FRY
CALFRY.COM
YAHOO ON THE ROAD
PRESENTS
SPOON
OCT 15
CALFRY.COM

YAHOO!
YAHOO.COM/ONTHEROAD
#LIVEITLIVE
verizon





VERIZON

UI | UX | MOBILE | GAMING

To showcase the speed and connectivity of Verizon to college students, we created a unique fast-paced, screen-to-screen, game that synced mobile phones to tablets. Players are tasked with shooting “beats” from the phone towards an equalizer grid on the tablet in order to hit blocks which held daily prizes like a JBL Pulse speaker or a Fitbit Flex wristband. Along the way, they’re able to unlock extra time, as well as different music tracks, changing what was playing in the area. Additionally, if they’re able to break all of the blocks in the 30 seconds, they unlocked the chance to win a Samsung Galaxy Note 10.1 Tablet.





Amplify your GAME

Play for your chance to
WIN SMART ACCESSORIES
from Verizon



SAMSUNG

Play for your chance to
WIN SMART
ACCESSORIES
from Verizon



Tap the screen
to begin



SWIPE TOWARD TABLET TO SHOOT
Trajectory is based on speed and direction.

UNLOCK DAILY PRIZES
by hitting any of the blocks.

ENTER FOR THE CHANCE
the Verizon S you've unlock

TAP PHONE
when ready to play

SAMSUNG

Read the instructions on the tablet above

TAP PHONE
when you're ready to play

verizon

Unlocked Prizes

28
seconds

NAILED IT!
You've just unlocked the chance to win **Fitbit Flex**

Chance to win the **Fitbit Flex**
UNLOCKED

SAMSUNG

verizon

You've unlocked these **SMART ACCESSORIES** from Verizon

- Jawbone Up24
- Jawbone MINI JAMBO
- JBL Pulse
- Samsung Galaxy Note

Enter your details on the phone your chance to win them.

ENTER YOUR INFORMATION BELOW
for your chance to win the prizes you've unlocked

Full name

Phone number

- I am over the age of 18
- I have read the **Official Rules**

Submit

Winners will be notified by text message. Maximum of 3 messages. No purchase necessary. Message and data rates may apply.

SAMSUNG

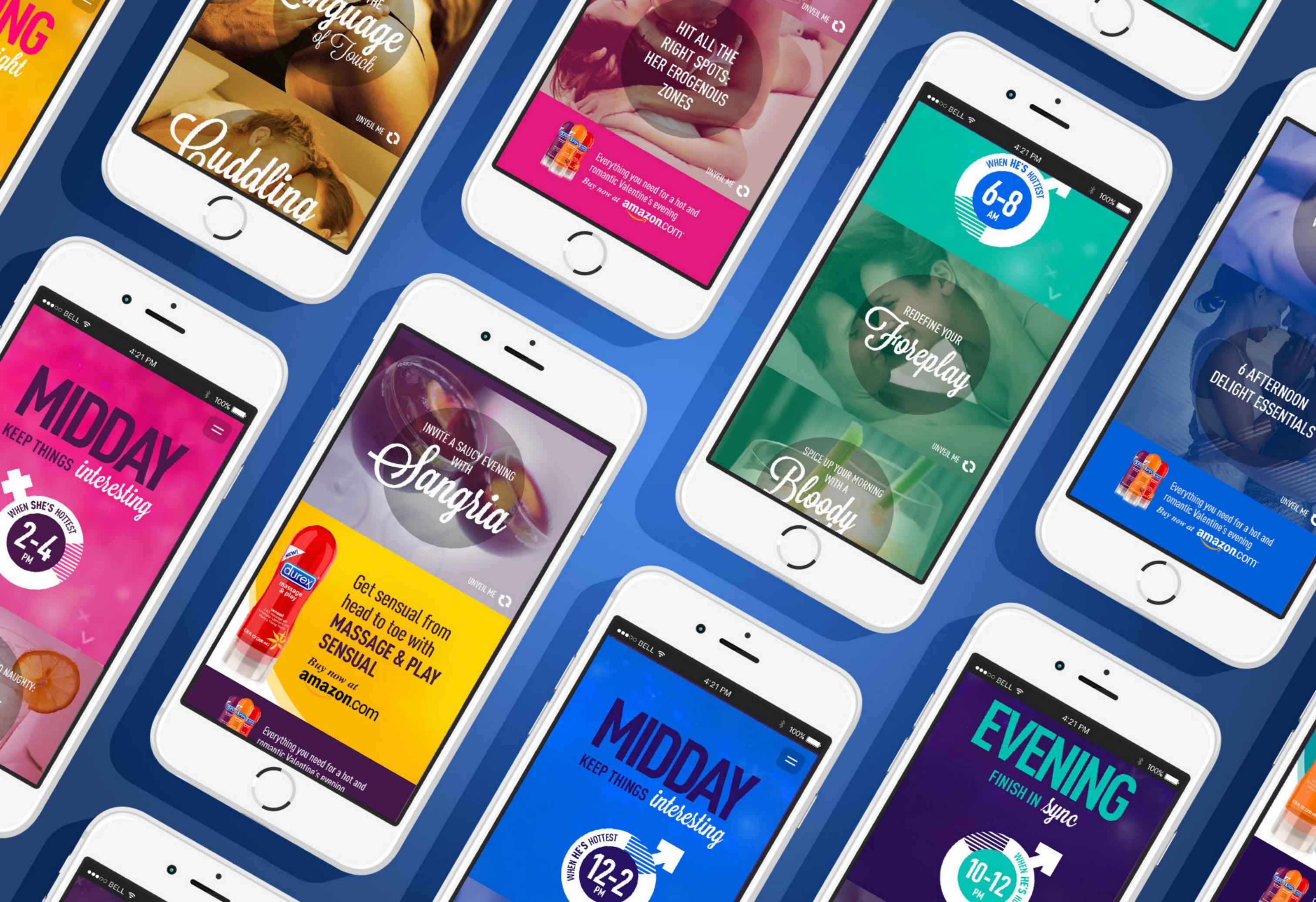
verizon



DUREX

UI | UX | WEB DESIGN

When Valentine's Day fell on a weekend, it meant not one day of love, but three. So, with Durex, we created a 3 Days of Massage and Play hub, chock full of content to inspire your Valentine's Weekend. Partnering with BuzzFeed and YourTango, we created entertaining and educational content to help you and your partner take Valentine's day farther. Banners, Facebook posts and a PR push drove traffic to the hub and the content on the hub then drove consumers to buy Durex products on Amazon to share with their partner on Valentine's Weekend.



THE *Language of Touch*

UNVEIL ME

Cuddling

HIT ALL THE RIGHT SPOTS. HER EROGENOUS ZONES

UNVEIL ME

Everything you need for a hot and romantic Valentine's evening

Buy now at amazon.com

4:21 PM

WHEN HE'S HOTTEST

6-8 AM

100%

REDEFINE YOUR

Foreplay

UNVEIL ME

SPICE UP YOUR MORNING WITH A

Bloody

6 AFTERNOON DELIGHT ESSENTIALS

UNVEIL ME

Everything you need for a hot and romantic Valentine's evening

Buy now at amazon.com

4:21 PM

100%

MIDDAY

KEEP THINGS *interesting*

WHEN SHE'S HOTTEST

2-4 PM

UNVEIL ME

7 NAUGHTY:

INVITE A SAUCY EVENING WITH

Sangria

UNVEIL ME

Get sensual from head to toe with

MASSAGE & PLAY

Buy now at amazon.com

UNVEIL ME

Everything you need for a hot and romantic Valentine's evening

4:21 PM

100%

MIDDAY

KEEP THINGS *interesting*

WHEN HE'S HOTTEST

12-2 PM

4:21 PM

100%

EVENING

FINISH IN *sync*

WHEN HE'S HOTTEST

10-12 PM

MIDDAY

KEEP THINGS *interesting*

WHEN SHE'S HOTTEST
2-4
PM



Everything you need for the perfect Valentine's afternoon
Buy now at amazon.com



7 VALENTINE'S DAY GIFTS FOR HER
(THAT YOU'LL LOVE TOO)

UNVEIL ME



READ HER
WITHOUT WORDS





EVENING

FINISH IN *sync*



Everything you need for a hot and romantic Valentine's evening
Buy now at amazon.com

Set the right tone with
THE *perfect* VALENTINE'S PLAYLIST



1. Elephant Gun

Beirut

Durex Take Her Further



Set the right tone with
THE *perfect* VALENTINE'S PLAYLIST



1. Elephant Gun

Beirut

Durex Take Her Further



MIDDAY

KEEP THINGS *interesting*



Everything you need for the perfect Valentine's afternoon
Buy now at [amazon.com](#)



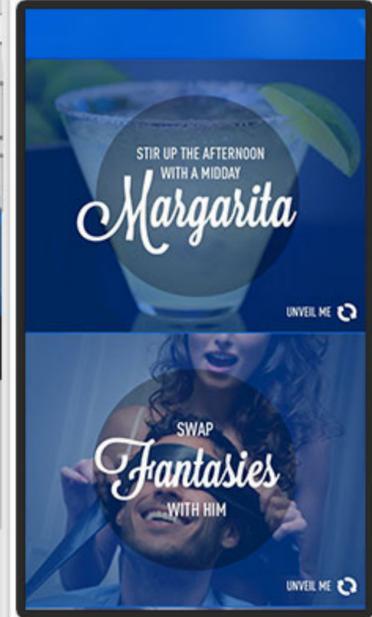
SHARE



Stir Up The Afternoon With a Middy Margarita

- Ice cubes
- 3 ounces tequila
- 2 ounces freshly squeezed lime juice
- 1 ounce simple syrup
- 1/2 to 1 teaspoon orange liqueur

Fill a cocktail shaker with ice. Add tequila, lime juice, and simple syrup. Shake until the mixture is chilled.



SEX TAPE

UI | UX | WEB DESIGN

What better way to communicate the story of the movie Sex Tape, by Sony Pictures, than by giving users their own 'oh shit' moment? To promote the film, we created a site that allows users to prank a friend into thinking that an embarrassing video of them had made its way online, and all of their friends have already seen it. The site asks the "friend" to enter the prankee's name and choose an embarrassing event (like a wild night out, work party, or a bachelorette party) and select an embarrassing scenario (like when they showed too much PDA, or got a little naked). After inputting the information, a prank page generates making it appear as though a video has been removed for containing explicit content, leaving the prankee to have their oh shit moment as they see that thousands of people have already seen it, and some of their closest friends have even commented on it.

CAMERON DIAZ

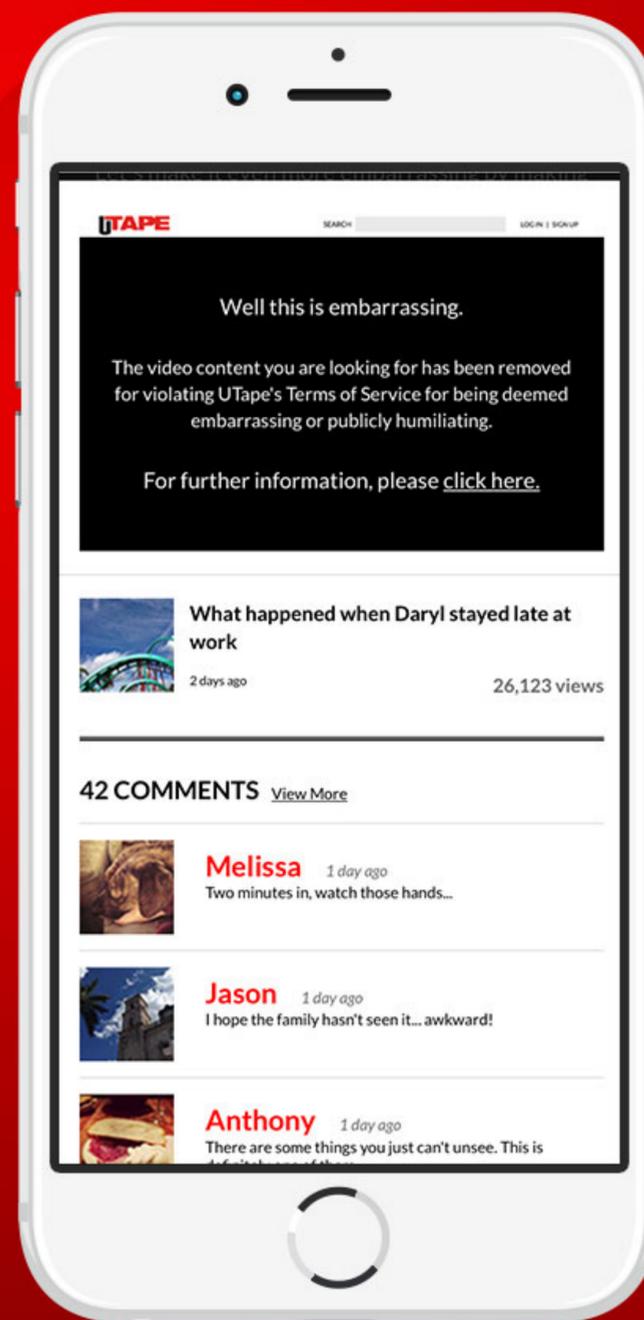
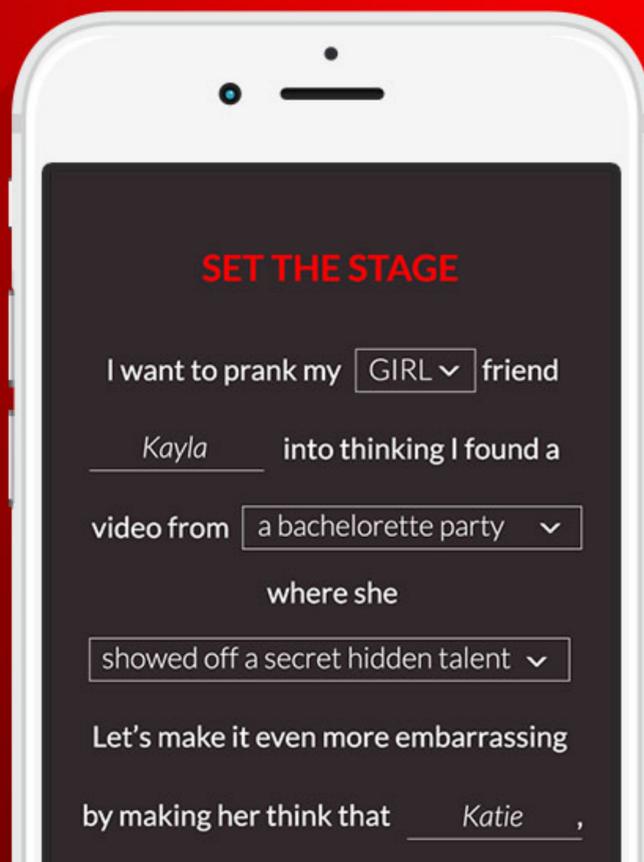
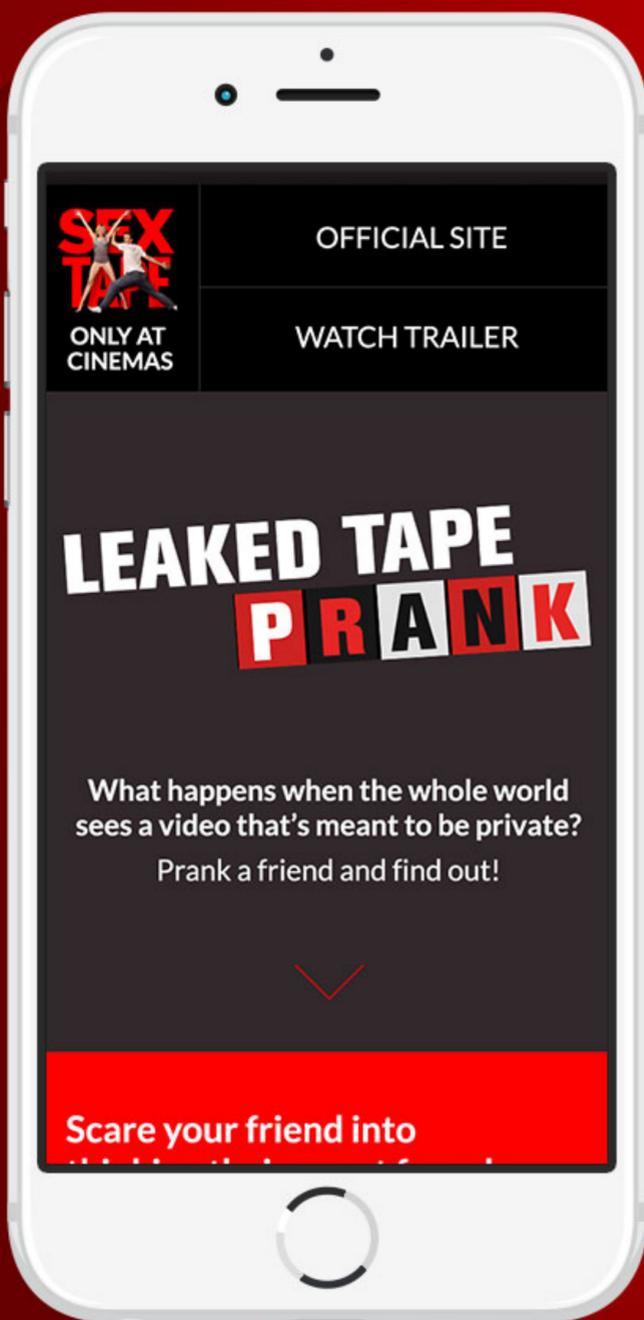
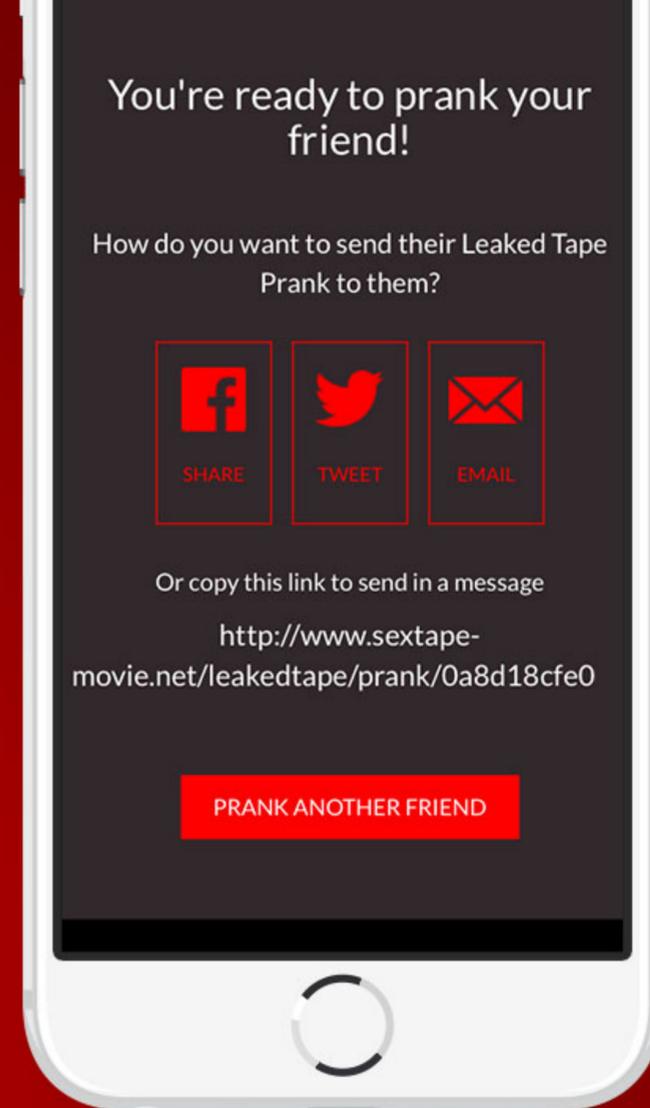
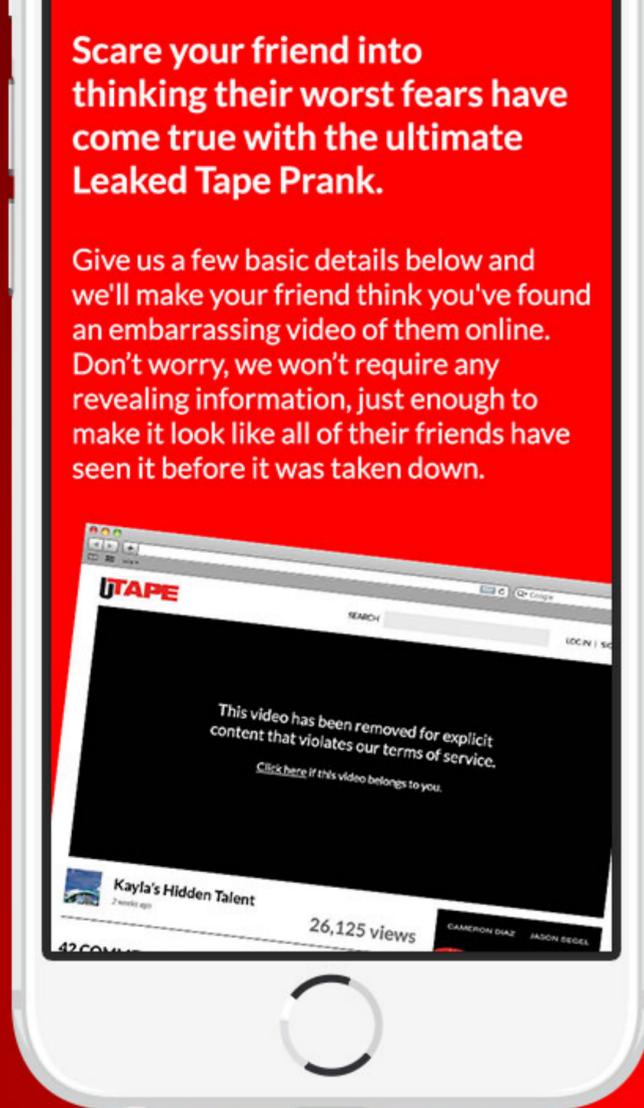
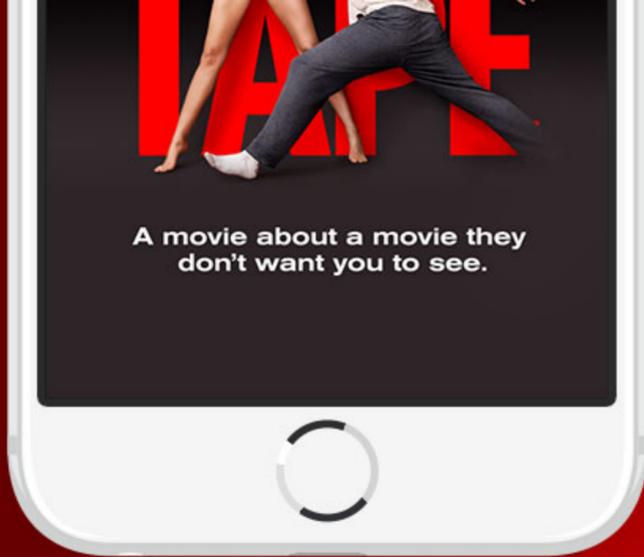
JASON SEGEL



COLUMBIA
PICTURES 
a Sony Company

A movie about a movie they
don't want you to see.


SONY
PICTURES
RELEASING
INTERNATIONAL



SET THE STAGE

I want to prank my friend

into thinking I found a video from

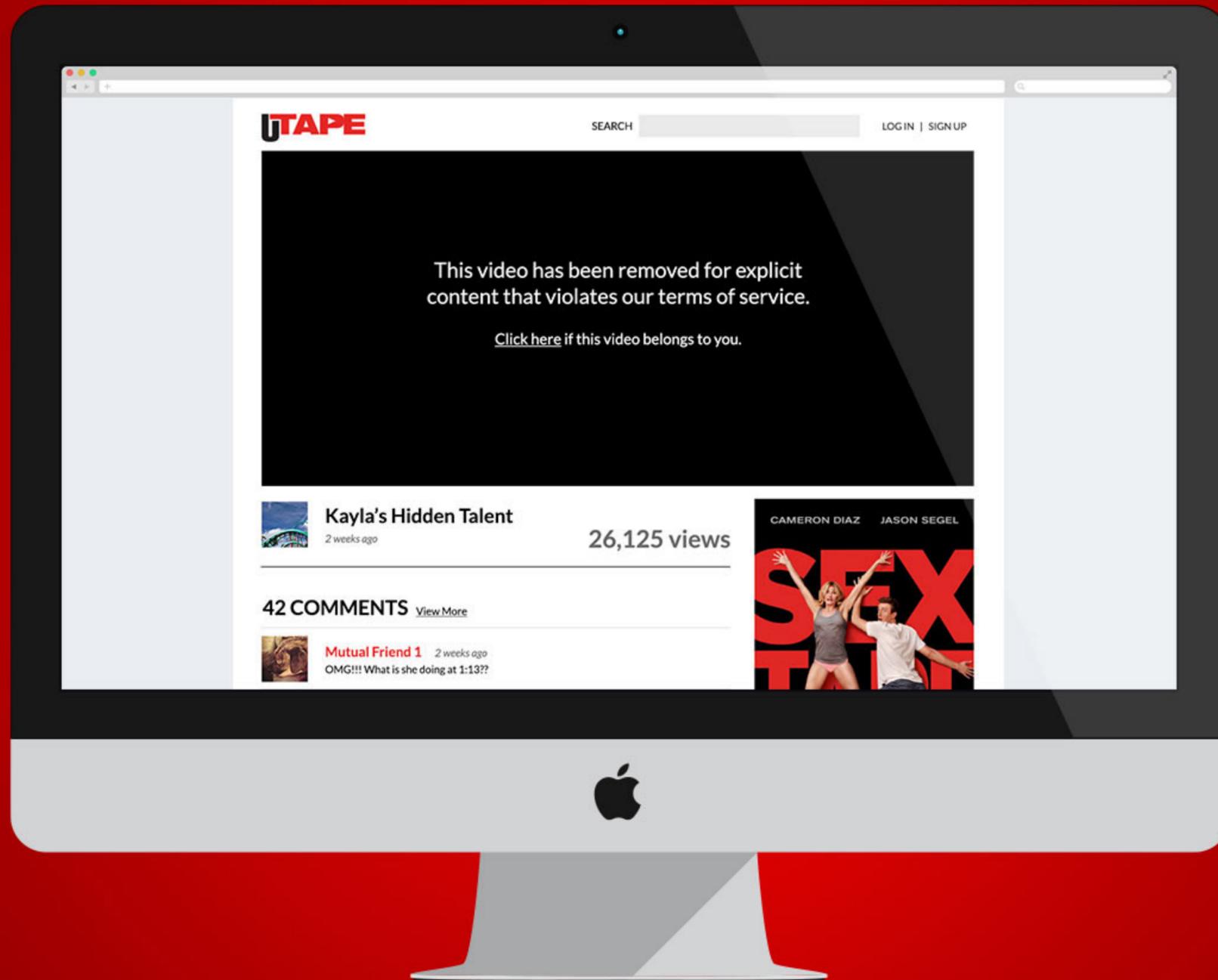
where she

Let's make it even more embarrassing by making her think that

, , ,
 and saw it.

Enter the first names of up to five friends to make it look like they've commented on the video. We won't tag anyone.

PREVIEW



This video has been removed for explicit content that violates our terms of service.

[Click here](#) if this video belongs to you.



Kayla's Hidden Talent

2 weeks ago

26,125 views

42 COMMENTS [View More](#)



Mutual Friend 1 2 weeks ago
OMG!!! What is she doing at 1:13??



LEAKED TAPE PRANK

GOTCHA!

Don't worry there's no video. Your friend just pranked you!

PRANK SOMEONE

BROUGHT TO YOU BY



[Watch Trailer](#)

42 C

SEGEL

COTY

UI | UX | WEB DESIGN

We were tasked with creating a corporate website with a luxury, portfolio feel to house all of the corporate information, as well as the entire COTY brand portfolio. We integrated a backend CMS that allowed each brand to update their page, as well as total social integration for the brands to be able to have continuous updated content.

COMPANY

AN EMERGING LEADER IN GLOBAL BEAUTY AND FRAGRANCE BUILT ON CREATIVE FREEDOM AND ENTREPRENEURIAL SPIRIT.

BRANDS

SEE OUR UNRIVALED PORTFOLIO OF BRANDS DELIVERING EXTRAORDINARY FRAGRANCE AND BEAUTY PRODUCTS.

COTY CARES

SUSTAINABLE MANUFACTURING PRACTICES AND CHARITABLE PURSUITS SUPPORT A FORWARD-THINKING ORGANIZATION.

MEDIA CENTER

WE AUGMENT THE LATEST TRENDS AND INDUSTRY INNOVATIONS IN A RAPIDLY CHANGING, GLOBAL MARKET.

NEWS FEED

COTY INC. AND DKMS HELP RAISE RECORD \$3.2 MILLION TO SUPPORT THE DKMS 6TH ANNUAL GALA: LINKED AGAINST BLOOD CANCER

[SEE MORE >](#)

Coty's unique portfolio includes some of the most coveted beauty brands. Ranging from ultra-premium luxury to entertainment and accessible to match the lifestyle of our consumers.

TOP 10 BRANDS



Calvin Klein
fragrances

Chloé

DAVIDOFF
PARFUMS

MARC JACOBS
FRAGRANCES

O·P·I

philosophy

PLAYBOY

RIMMEL
LONDON

Sally Hansen
USA NAIL EXPERT

ALL BRANDS

Filter by type

FRAGRANCES

SKIN & BODY CARE

COLOR COSMETICS

NAIL

[SELECT ALL](#)

A - D

ADIDAS
BALENCIAGA
BEYONCÉ
BOTTEGA VENETA
CALVIN KLEIN FRAGRANCES
CAVALLI
CELINE DION
CERRUTI
CHLOÉ
CHOPARD
DAVID BECKHAM
DAVIDOFF

E - K

ELITE MODELS
ESPRIT
FAITH HILL
GIÈSS
HALLE BERRY
HEIDI KLUM
JENNIFER LOPEZ
JIL SANDER
JOOP!
JOVAN
KARL LAGERFELD
KATE MOSS
KYLIE MINOGUE

L - P

LANCASTER
MADONNA
MARC JACOBS
NAUTICA
NIKOS
PHILOSOPHY
PIERRE CARDIN
PLAYBOY

R - W

SUP
STETSON
TIM MCGRATH
TONINO LAMBORGHINI
VERAWANG
VIVIENNE WESTWOOD

BRANDS > FRAGRANCE

MARC JACOBS FRAGRANCES

One of the most influential designers in the world, Marc Jacobs has changed the face of fashion with a natural instinct for what women want to wear. Loved by everyone, everywhere because everything he does reflects himself. He breathes new life and electric energy into all of his creations, translating them into a design vision that is both artistic and relatable in fashion and fragrance. His fragrances reflect his reputation for luxury, quality and effortless chic. He constantly surprises us with visionary designs and innovative concepts, creating items that become expressions of high style. Much like his iconic fashions, the fragrances have become classics in their own right.



[BRAND WEBSITE](#) | [FACEBOOK](#)

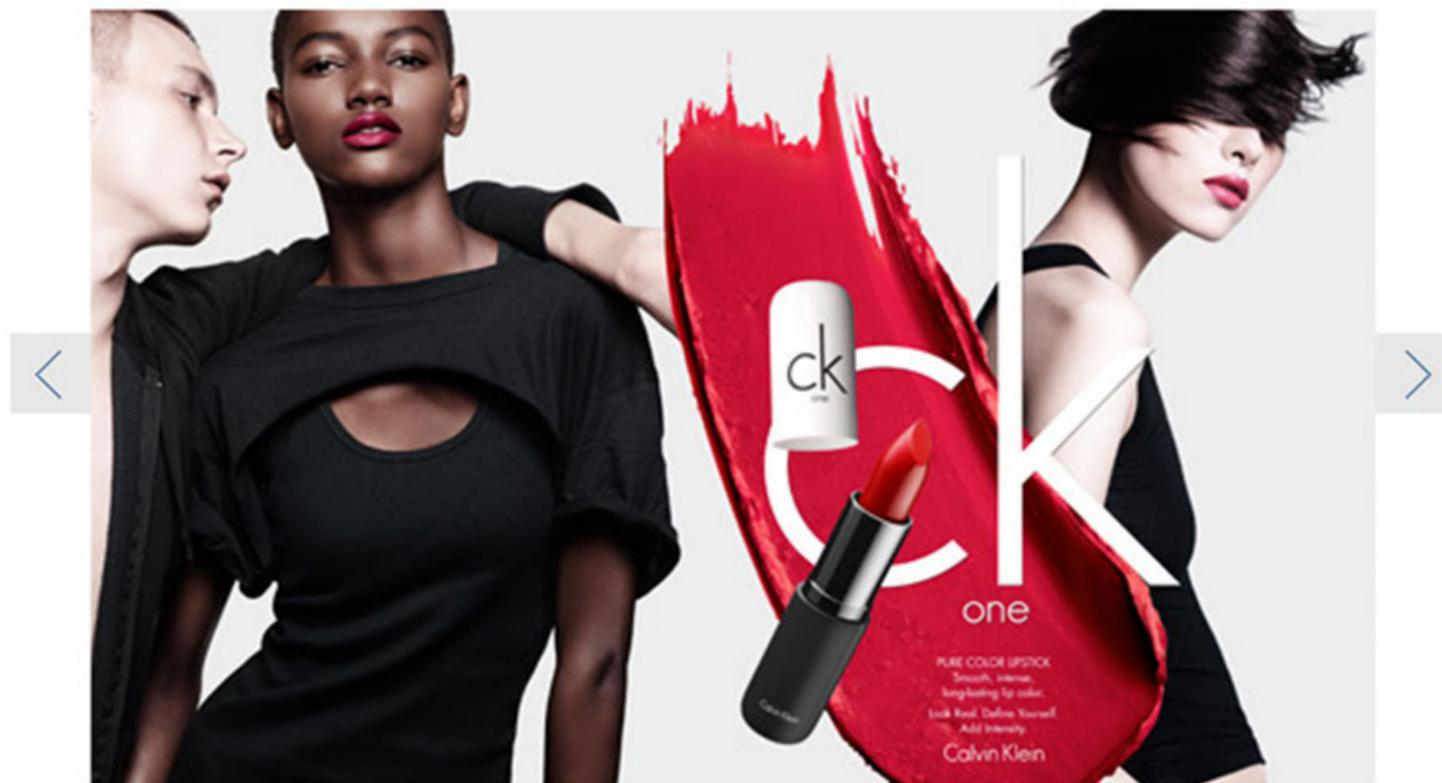


2012

INTRODUCING A NEW LINE

x

In 2012, Coty introduces ck one color cosmetics: a simplified approach to beauty that embraces individualism and defies stereotypes with innovative formulas, sleek packaging and a unique color range. Cavalli launches Roberto Cavalli Eau De Parfum.



TODAY
through
2011



2010
through
1960



1950
through
1900



2011

NEW SIGNING

x

The company signs Madonna, Elite Models and marks Kate Moss' 10th year with Rimmel.

