



**CAPABILITIES BROCHURE
SPRING 2014**





MISSION:

TO DESIGN EMPOWERING, INSPIRING, AND

*IMPACTFUL VISUAL
COMMUNICATIONS
FOR VISIONARIES*



VALUES

KNOWLEDGE

CUSTOMER SERVICE

INTEGRITY

PARTNERSHIPS

PHILANTHROPY

CONTINUOUS IMPROVEMENT

STEWARDSHIP

CORE BELIEFS

We believe in

- *Good design as a tool to help to affect positive change for communities, organizations, and individuals*
- *Design as not only a valuable service, but as a strategic partnership and way of thinking*
- *Working as partners with our clients, rather than just for them, in order to bring their visions to fruition*
- *Customers should be treated fairly*
- *Acting with integrity in all matters*
- *Investing in the communities in which we do business*
- *Our clients have voices that deserve to be heard*
- *Giving our best and continuing to work towards being the best in what we do through continuous education and improvement*
- *Providing high quality and superior work and craftsmanship*



SERVICES

Graphic Design



Illustration



Marketing Communications



*DESIGN THAT
SPEAKS FOR YOU
WHEN YOU AREN'T
IN THE ROOM*



VALUE PROPOSITION

We offer value through providing an intimate and personalized experience to each client, taking the time to listen to their needs and getting to the heart of the problem. We provide multiple solutions and give the client a product that does not feel mass-produced. We bring illustrative & artistic abilities to the table, as we are able to understand the business and organizations we work with because we've been involved in and worked with organizations like them.

CASE STUDIES

Client Name: Opportunity Hub

SITUATION:

The Opportunity Hub (O-Hub) is an co-working space in downtown Atlanta. O-Hub wanted to transform its office space and give it more of a start-up community feel by incorporating art-work and illustration on its entrance walls.

CHALLENGE:

Figure out how to implement a design solution that would fit within the office's existing infrastructure and invite a sense of community to the space.

SOLUTION:

After researching co-working trends in other cities, SeeJones Creative decided to turn O-HUB's walls into chalk boards. With the help of the O-Hub team, we painted five walls and illustrated them with hand-drawn chalk illustrations.

RESULTS:

The walls have been a big hit and conversation starter, and have helped with Opportunity Hub's further its community building goals. The main entrance wall has become a popular place for taking photos and has been a backdrop of photos with some of the notable entrepreneurs, investors, and personalities that frequent the O-Hub (and plenty of selfies, too!).



CASE STUDIES

Client Name: UUNIK Academy

SITUATION:

UUNIK Academy, a 501(c)3 organization is a rites of passage program for young males ages 10-18 in Knoxville, TN. It provides after-school and weekend youth enrichment in which the students learn academic, social, and life skills to help them grow into productive citizens. Annually, the organization hosts two conferences: Calling All Males, a city-wide youth conference, and Calling All Females, its sister conference geared toward young girls. In addition to promoting the event and encouraging youth and their parents to attend, UUNIK also launched a crowdfunding campaign to fund both events.

CHALLENGE:

SeeJones Creative has served as the design firm of choice for UUNIK Academy's programming for several years. Each year, we are faced with the welcome challenge of helping UUNIK Academy to reach its enrollment goals by deploying marketing materials that are not only attractive to students in the target age range, but also successfully communicate the benefits of the programming to their parents so that they follow the call to action and register their child(ren). UUNIK expressed an interest in "doing something different" this year, so rather than simply updating last year's materials with current information, this would be an opportunity to refresh the look and feel for the event's marketing materials. The posters would need to evoke familiarity to UUNIK's past supporters, but at the same time present a fresh outlook for prospective new attendees.

SOLUTION:

Fortunately, SeeJones Creative has had the experience of working with some of UUNIK's students in their after-school and tutoring programs as well as others like them in the past, so we are not that far removed from the target market. In addition, we conducted research on brands and events geared toward a similar demographic in an effort to provide a poster that would be relevant to the audience: the students and their parents. The call to action, "Register your child today," was featured more prominently on this edition of posters. In addition to designing print flyers to promote the event, SeeJones Creative also provided web images formatted to present a cohesive brand across all of the organization's touchpoints.

RESULTS:

Both the 2014 Calling All Males and Calling All Females conferences were said to be the most successful conferences that UUNIK has held to date, with attendance at an all-time high. Both crowdfunding campaigns exceeded their fundraising goals. UUNIK Academy thanked SeeJones Creative publically, and has contacted us to work on collateral for its annual fundraising event as well as a project that its students will be working on over the summer. SeeJones Creative has served as the design firm of choice for this organization since 2009, and looks forward to continuing a relationship through the marketing, branding, and promotion of future initiatives.

UUNIK ACADEMY PRESENTS

CALLING ALL FEMALES

YOUTH CONFERENCE 2014



RETURN to ROYALTY
Saturday, April 5

Beck Cultural Exchange Center
 Knoxville, TN
 9 a.m. - 2 p.m.

For female teens, ages 11-17

To Register: Call 865.384.4475

TOPICS INCLUDE:

- Move Your Body
- Healthy Living
- Look Into the Future
- Images of You

www.uunikacademy.org

design by SeeJones Creative, LLC • seejonetwork.com



I would like to thank Chris Jones (SeeJonesCreative) for his amazing graphic work with my flyers. This man has always came thru for all of my UUNIK ventures.

UUNIK Academy presents

THE 9TH ANNUAL

CALLING ALL MALES!

YOUTH CONFERENCE 2014

SATURDAY, JANUARY 25
 Beck Cultural Exchange Center - 1927 Dandridge Ave
 9 a.m. to 2 p.m.

Topics Include:

- Let's Get Fit: Money on My Mind
- Learning to Code: Boys to Men
- Know Your Rights: History of Hip-Hop



FOR MALE TEENS
AGES 9 to 15

Parents:
REGISTER YOUR CHILD TODAY
 Call 865-384-4475

www.uunikacademy.org

CASE STUDIES

Client Name: Kappa Chi Chapter Alumni

SITUATION:

The Kappa Chi Chapter of Phi Beta Sigma Fraternity, Inc. was chartered at the University of Tennessee on January 18, 1979. Since then, its members have gone on to develop into leaders in various fields of endeavor. The chapter was approaching its 30th year anniversary and I was the only one with a connective written history of the chapter and wanted to share it with other brothers and bring them together so that the history would not rest with me after my matriculation from the University.

CHALLENGE:

Connect a lineage of fraternity brothers that spans across the United States and encourage members to share their stories in order to preserve fraternal bonds and inspire the morale of the current undergraduates to continue the tradition.

SOLUTION:

We designed a logo and a web interface for the chapter's 30th reunion that would serve as a reference point for all of the events, as well as encourage interaction through the ability to create online profiles and leave messages for other alumni.

RESULTS:

The reunion took place and brothers were greeted by the International President of the Fraternity, who served as speaker. Brothers were said to have had a good time, and the committee is currently working on the 35th anniversary to take place in Fall 2014.



WHAT PEOPLE ARE SAYING

TESTIMONIALS

Christopher is a task-oriented and self-motivated individual who performs above expectations by beating deadlines and adding value to each project and task he undertakes. He ensures that all of a client's needs are met for a project by taking the approach of "working with" a client rather than "working for" a client.

— Jason Thompson, CEO of Fahrenheit Creative Group

Chris does excellent work and is very creative. I highly recommend this talented young man. I've worked with Chris for the past six years and have been thoroughly pleased with his service.

— Reggie Jenkins, Executive Director of UUNIK Academy

Chris worked with my company prior to Barazzo a few years ago as a design/production intern. He was very eager to learn and excited about the opportunity. While it was not a "traditional" internship and most of our communication was virtual; he was organized, self sufficient, followed instructions well and completed all tasks on time! I truly enjoyed working with Chris and as the company grows, I look forward to bringing him back on board to become a member of the team!

— Quiana Cordé, MBA, Director of Brand & Marketing at Barazzo Bags



Chris Jones rendering live art at the DunkXChange Atlanta event, part of the 2013 A3C Hip-Hop Festival



Chris Jones rendering live art outside Noni's Deli in downtown Atlanta, as part of the 2013 A3C Hip-Hop Festival

SHOWS, EXHIBITIONS, HONORS

2014

- Ignite Entrepreneurship in the Arts course; C4-Atlanta
- Alumni Interview in Tech Talent South blog
- Chocolate and Art Show; May 2014
- League of Art Entrepreneurs program/ group art show in November 2014

2013

- Tech Talent South code-immersion program
- Content Strategy for Professionals course
- Featured visual artist, 2013 A3C Hip-hop Festival
- Featured visual artist, DunkXChange

Published Work included in:

- *The Crescent*
- *CityView*
- *Alumnus*
- *Phoenix Literary Arts*



OUR PROCESS

A Meeting of the Minds

>>> *Listen* >>> *Look* >>> *Learn*

CONSULTATION

RESEARCH

ANALYSIS

>>> *Illustrate* >>> *Refine & Align*

IDEATION & PRODUCTION

REVIEW & REVISIONS

>>> *Unleash* >>> *Love*

TESTING, IMPLEMENTATION, & FEEDBACK

LEADERSHIP

CHRISTOPHER JONES

Christopher Jones is the founder of SeeJones Creative, LLC, a creative services firm that helps mission-driven organizations and visionary leaders expand their reach through impactful visual communications. Notable projects include: producing marketing collateral to promote two annual youth conferences; helping a local co-working space to build a sense of community within its space through incorporating hand-drawn chalk murals; and developing branding guidelines and logos for several non- and for-profit entities.

Christopher earned a BFA in graphic design from The University of Tennessee. He earned an MBA in marketing from Lincoln Memorial University. His career path has revolved around serving in leadership roles and providing corporate communications for non-profits, so he understands the challenges that the organizations that he works with have faced.

EDUCATION

- M.B.A., marketing concentration, Lincoln Memorial University; 2013
- B.F.A., The University of Tennessee; 2008

PROFESSIONAL AFFILIATIONS/COMMUNITY INVOLVEMENT

AIGA; National Black MBA Association; Phi Beta Sigma Fraternity, Inc.; Toastmasters ; University of Tennessee Black Alumni Council; Urban League of Greater Atlanta Young Professionals





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