

BCTD

P O R T F O L I O

Cedric Morris

cm@bctd.info

bctd.info

Cedric Morris

Graphic Designer and Web Developer

Education and Skills



www.bctd.info

cm@bctd.info

GRAPHIC DESIGNER makes innovative use of traditional media and modern technologies to fashion unique presentations that tell a story while increasing brand awareness. Outstanding talent for sensing social trends and attitudes. Engaging and proactive coworker, a welcome presence in planning sessions. Strives to improve, pursuing master's degree.

- Talent for distilling complex material into provocative promotional and visual media for special events, theme parties, seasonal campaigns, and other signage, decorative artwork, and all illustrative materials.
- Experienced collaborating with senior leadership and a diverse client list on a variety of commercial and custom projects. Comfortable working in virtual environments.
- Familiar with equipment requirements, researching supply cost and managing budget control.

Experience

Creative Director

Freelance Creative Motion Design Group
2011-Current
□ Founded freelance graphic design business to bring professional design to a personal level.

Graphic Designer

2013-Current
Visions Ink
□ Create web and print graphics for large and small credit unions across the country.
□ Clients include Johns Hopkins, DC Teachers, Howard University, and other federal banking services.

May-July 13
Westar Distribution
□ Designed web and print graphics for international shipper of specialized auto parts.

2008-Current
Notable Projects
□ Updated logo, increased brand awareness and created new menus. • El Patron Resturante
□ Designed promotional materials for special sales and events. • MD Sewing and Vacuum Center •
□ Established a corporate identity, including a web presence with SEO. • Maryland Furniture Doctor

Marketing Manager

Designer & Social Media Specialist Darnell's Mocha Lounge
2010-Current
□ Manage the identity of the brand and promote events with flyers, business cards, posters, and other printed materials. Make strategic use of social media, including Facebook, Twitter, and Wordpress.

Production Artist

Web and Print Designer Starvin' Artist Design Studio
2012-2013
□ Freelance contractor creating web and print graphics for large and small businesses.



Education

2013 Howard University
2010 Bachelor of Arts – Digital Studio
Magna Cum Laude

Prince George's County Community College
Associate of Arts – Visual Communication / Graphic Design

Skills

- Strategic Messaging
- Social Media Programs
- Adobe Creative Suite • Marketing/Promotions
- Time Management
- HTML Coding • Photography
- Advertising
- Publications



6309 Barnwood Dr
Clinton, Maryland 20735



301 385 0021

BCTD

WHAT I DO /



GRAPHIC DESIGNER makes innovative use of traditional media and modern technologies to fashion unique presentations that tell a story while increasing brand awareness. Outstanding talent for sensing social trends and attitudes. Engaging and proactive coworker, a welcome presence in planning sessions. Strives to improve, pursuing master's degree.

WHO I AM /

Greetings! I'm Cedric Morris, a graduate from Howard University. I produce elegant and original designs that excite the senses and evoke strong emotions from viewers. I challenge myself to visually tell the story behind my art while creating a conversation between color and texture that unmistakably states its purpose.

I challenge myself to visually tell the story behind my art while creating a conversation between color and texture that unmistakably states its purpose.

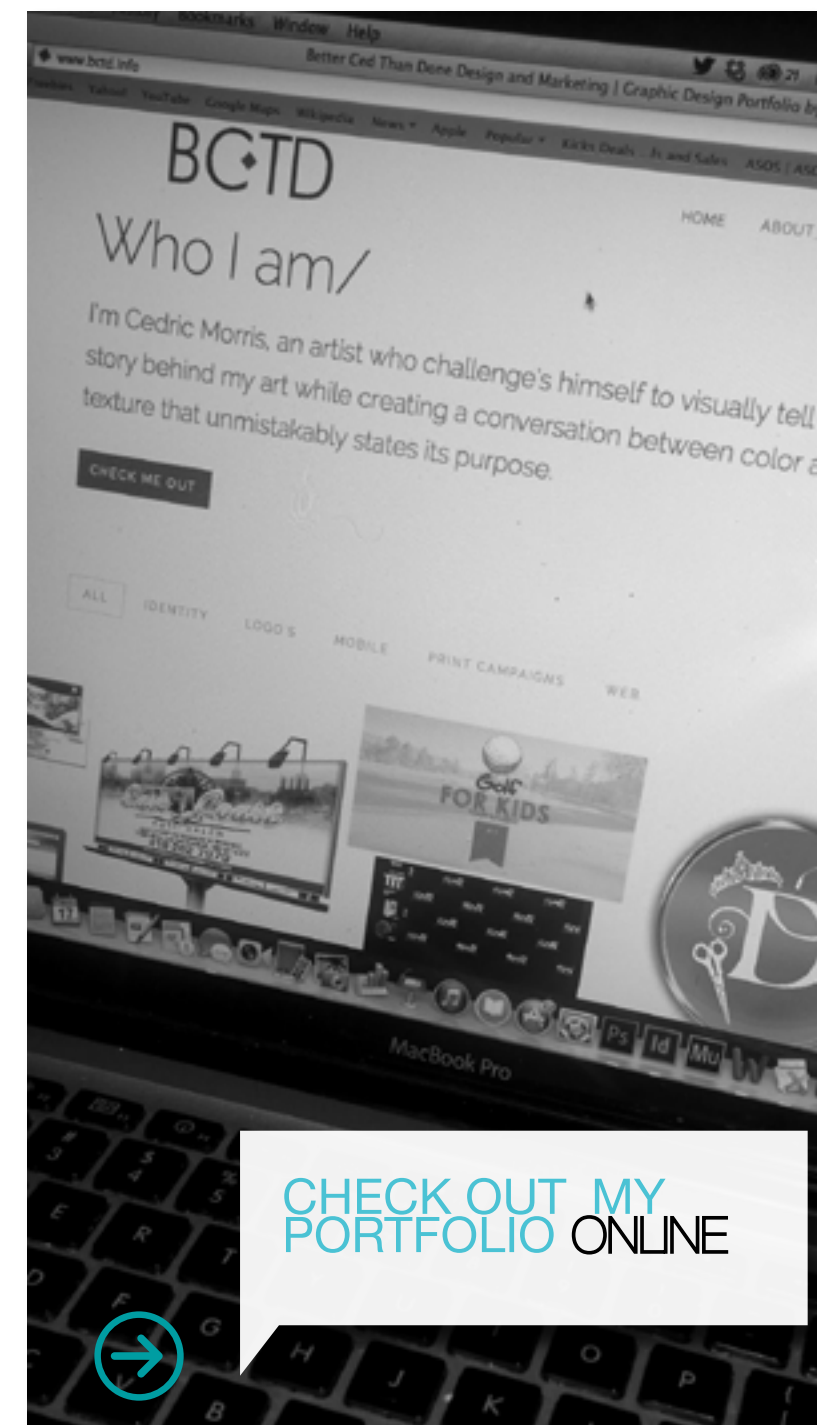
For each project, I research the client to comprehend their individual needs. I seek to understand their products, physical location, and customer base to create corporate identities that visually demand attention.

I am inclined to design with bright colors and simplistic shapes to induce a sense of stability in the companies I represent.

WHAT I'VE DONE /



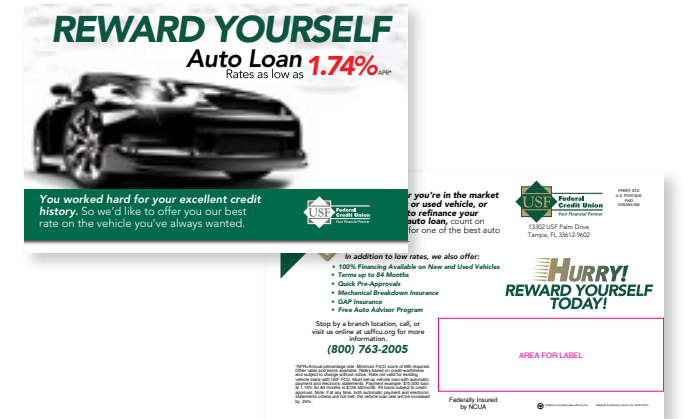
I am a creative thinker with excellent conceptual abilities, and I am eager to further my artistic career. There is no doubt that your company and exceptional facility will improve my capabilities within a professional environment, and I am confident that I can contribute meaningfully and perform beyond what is expected.



CREATE . THRIVE . REPEAT

PRINTED MEDIA

On my journey to seek out as many freelance clients as I can, I frequently am in contact with party promoters and marketing staff of small venues. Currently 4x6 and 5x7 flyers are one of the most popular ways to promote an event.

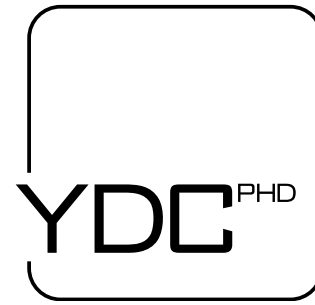


LOGOS

Here are a collection of various logos for many local businesses and events. Many follow my simplistic and bold styling while effectively conveying the emotion of the organization.



Serviceoad.com



Yvonne D Coates PHD
Educational Counselor



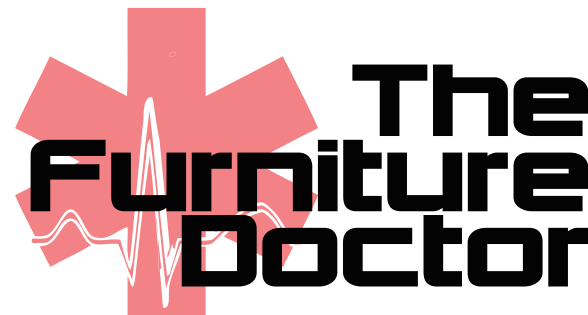
Surrattsville High School
Career Expo



Aly & Co Events



CV & Associates Rental Properties



The Furniture Doctor



Golden Glove Summer
Youth League



MMX Fitness



THE VELJANE COMPANY

Veljane Publishing Company



H.O.P.E



Synergy One Law



Custom Connect by
Eric Finn Clothiers

GOLF FOR KIDS TOURNAMENT



John Hopkins FCU sponsors the Golf for Kids Tournament, and it needed to be rebranded in order to increase

involvement. They had no design direction so I took it upon myself to research current golfing events and

companies logos to achieve my goal.

CREATIVE MOTION STUDIO



CMD is my personal freelance company,

most of my work is done under this name.

I'm small right now but hope to be a big player

in DC design!

EAST COAST AUTO SALES



East Coast Auto Sales is a small dealership in

Baltimore County, MD which I was contracted

to create a logo and outdoor signage

to represent their business.

REHAB FOCUS



Rehab Focus is a DC Metro Area based learning center

for children. I was contracted by them to create a corporate ID

package featuring a letterhead and business card. I also created a

web banner for them to hire new staff.

BANK FUND STAFF FCU

BANK-FUND STAFF FEDERAL CREDIT UNION

RATES ARE STILL LOW!
Let BFSFCU help you finance your home.

5/1 ADJUSTABLE RATE MORTGAGE

Enjoy a low fixed payment for the first five years of your loan at a low rate of **2.898% APR¹**. Thereafter, the rate will adjust annually over the remaining term.

MONTHS	RATE	POINTS	APR	PAYMENT ²
First 60	2.875%	0	2.898%	\$1,660
Next 300	2.875%		2.898%	\$1,660

¹APR stands for Annual Percentage Rate. Offer available on 30-year conforming 5/1 ARM loan amounts up to \$417,000 secured by primary residences and second homes only. Limited-time offer. This is not a guaranteed offer of credit; other terms and conditions may apply. Please ask a Loan Officer for details. Current rates are available at BFSFCU.org. Rates are subject to change.

²Payments shown do not include taxes and insurance; actual payments may be greater. Example based on \$400,000 loan. Rate is variable and can increase by no more than 2% per rate change and 6% over life of loan. Because the index in the future is unknown, the first adjusted payments displayed are based on the current index plus margin as of February 21, 2014.

LENDER

BANK-FUND STAFF FEDERAL CREDIT UNION

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Refinancing? It's time to e the rates are still low!

2.898% APR on our 30-year conforming u make the move today.

CONFIDENCE us before you go house hunting. Simply **50** or visit BFSFCU.org/mortgages to

ICE l and knowledgeable Loan Officers will step of the mortgage process.

CLOSING COSTS! e the \$500 origination fee for completed April 30, 2014.

the **Home Rebate Program³** when altor from HomeAdvantageTM for your **org/HomeAdvantage** to search h communities, and find your realtor—all

shop for finding and financing a new ing your current mortgage. Don't miss out

vary by state. Please Federal Information at Federally Insured by NCUA



MAKING HOUSING HERE

AREA FOR LABEL

5/1 ADJUSTABLE RATE MORTGAGE

LOW RATE **2.89% APR***

NO ORIGINATION FEE [CLICK HERE TO LEARN MORE](#)

* Annual Percentage Rate

B Bank-Fund Staff Federal Credit Union is a full-service financial cooperative that was chartered

for employees of the World Bank Group and International Monetary Fund and their

families. Pictured above are two loan campaigns, mortgage and auto loans. BFSFCU uses

a strict branding profile which I provided.

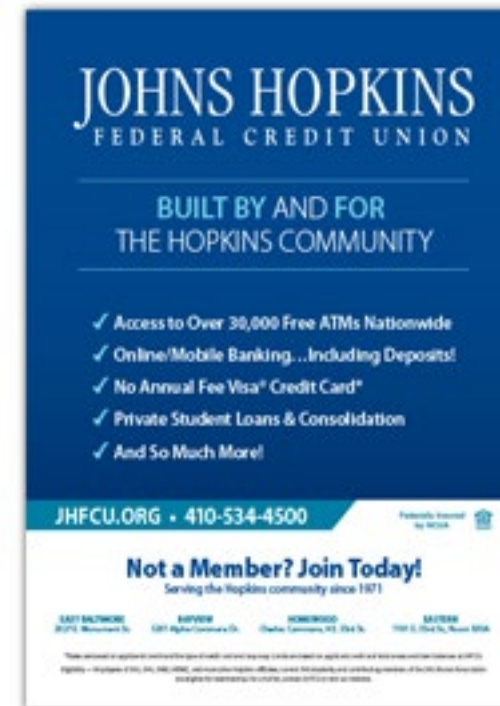
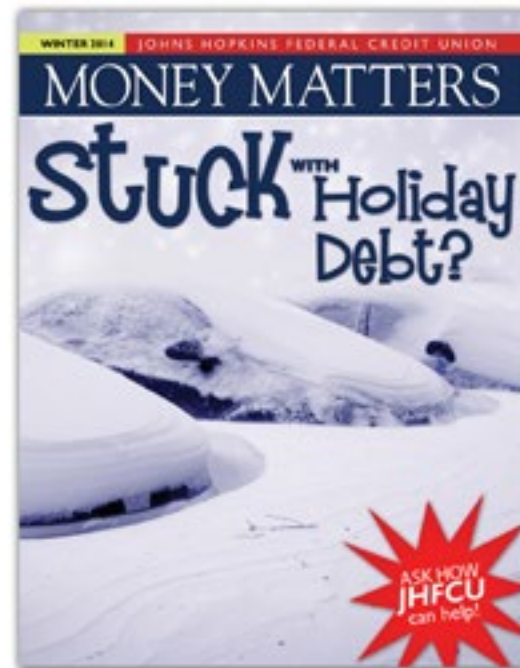
Hoya Federal Credit Union is a member-owned, not-for-profit, financial institution,

-serving the Georgetown University community. While designing for Visions Ink, I have had

many opportunities to create for Hoya FCU, I've modernized an old campaign, created their

summer 2014 newsletter, and attributed to the rebranding with a set of new account post cards.

JOHN HOPKINS EMPLOYEE'S FCU



John Hopkins FCU serves employees of Johns Hopkins University and hospital, and related

organizations. While working for Visions Ink, I provided them with branded materials

including, the winter 2013 newsletter, posters for a home equity loan campaign, newspaper

advertisement, and a branded home equity loan direct mailing letter.


BLUE FLAME FCU

Having trouble viewing our email? Try the Web version.

Your Blue Flame Credit Union

Online Branch is now...

BANKING done better!



We've re-designed the Blue Flame Credit Union website to be better than ever!

With easier access to all of our great services, we hope you'll visit again and again. Check us out today—and try our new mobile version from your favorite mobile device!

New features include:

- New Mobile Version
- Easy Navigation
- Financial Calculators
- Convenient ATM & Branch Locator Tool
- Online submission of Applications & Forms
- Resource Center with information for members of all ages

4301 Yancey Road
Charlotte, NC 28217
704-523-0075

83 Century Boulevard
Nashville, TN 37214
615-316-5655

Federally Insured by NCUA

Blue Flame Credit Union

1-888-258-3352
BlueFlameCU.org

Your Blue Flame Credit Union

Online Branch is now...

BANKING done better!



WWW.BLUEFLAMECU.ORG

Blue Flame Credit Union

We've re-designed the Blue Flame Credit Union website to be better than ever!

With easier access to all of our great services, we hope you'll visit again and again. Check us out at BlueFlameCU.org—and try our new mobile version from your favorite mobile device!

New features include:

- Easy Navigation
- Financial Calculators
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Blue Flame Credit Union

4301 Yancey Road
Charlotte, NC 28217
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83 Century Boulevard
Nashville, TN 37214
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- Convenient ATM & Branch Locator Tool
- Online submission of Applications & Forms
- Resource Center with information for members of all ages

Blue Flame Credit Union

P.O. Box 12400
Charlotte, NC 28220

1-888-258-3352
BlueFlameCU.org

Federally Insured by NCUA

Blue Flame FCU services employees and retirees of Piedmont Natural Gas and

Heritage Propane/Amerigas. While working under Visions Ink, I created a printed and web

campaign that advertised their new website's online banking features. Materials in this

promotion included an eBlast, direct mailers, and statement inserts.

EDUCATION PERSONNEL FCU



The EP Federal Credit Union was originally chartered in 1935 by 10 employees of the Bureau

of Engraving and Printing for the purpose of 'promoting thrift and providing a source of credit'

for the employees there. I have provided EPFCU with both printed and web materials while working

with Visions Ink. I designed Newsletters, Web Banners, an Annual Report, and email blasts.

UNIVERSITY OF SOUTH FLORIDA FCU

DRIVEN TO OFFER YOU THE BEST AUTO LOANS AVAILABLE

PURCHASING OR REFINANCING A NEW OR USED VEHICLE DOESN'T HAVE TO BE A FRUSTRATING EXPERIENCE

USF FEDERAL CREDIT UNION offers several services that can save you money and make your auto buying experience more enjoyable.

USF Tampa Campus Office
1362 USF Park Drive
Tampa, FL 33613

USF Marshall Field Center Office
Suite 1400
8400 140th

New Tampa Office
2360 Bruce B. Downs Blvd
Suite 102
Tampa, FL 33613

Brandon Office
710 Lakeland Drive
Suite 173
Brandon, FL 33511

USF St. Petersburg Campus Office
6101 2nd Street South
Suite 100
St. Petersburg, FL 33709

For a complete list of related branch locations, please visit our website and click on locations.

Call 352-920-2000
US Toll Free: (800) 763-2005

usfcu.org

DRIVEN TO SAVE YOU MORE!

DrivingSense™ Low Payment Alternative to Leasing

Get the low monthly payments of a lease, without all the restrictions and hidden fees. USF Federal Credit Union's DrivingSense™ Vehicle-Financing program offers payments that are considerably lower than conventional financing, but unlike leasing you own the vehicle!

- Competitive rates
- Up to 100% financing on new vehicles
- Up to 85% financing on used vehicles
- Pre-Approved Credit Drafts
- Mechanical Breakdown Insurance
- GAP Insurance

Simple apply for online or visit any branch and an auto loan officer will guide you through the process.

ON-SITE FALL CAR SALES

Which Best Fits Your Budget?

Series October 19 • 9 a.m. - 3 p.m.

Presented by AutoAdvisors

Series November 2 • 9 a.m. - 3 p.m.

Presented by AutoAdvisors

10 PAYMENTS UNTIL 2014**

• New & Used Car Models
• Pre-owned Pricing
• Dealer/Price Settle 100%***
• Trade-In Options
• Lease Financing
• Call Pre-approval of offer only

• **NO MONEY DOWN TO OWN**
• **NO CREDIT CHECK TO OWN**
• **NO SALES TAX TO OWN**
• **NO TITLE TO OWN**

AUTOADVISORS
AutoAdvisors.com

CAR SALE

Saturday, October 19
9 a.m. - 5 p.m.
Main Office Parking Lot

AUTOADVISORS
AutoAdvisors.com

CAR SALE

Saturday, November 2
9 a.m. - 5 p.m.

AUTOADVISORS
AutoAdvisors.com

CAR SALE

Saturday, October 19
9 a.m. - 3 p.m.

USF Tampa Campus
Main Office Parking Lot
Corner of 5th Park Dr. and USF Grounds
www.usfcu.org

On-Site Fall Car Sales

Which Best Fits Your Budget?

Look for the auto that fits your budget and your needs.

AUTOADVISORS
AutoAdvisors.com

On-Site Fall Car Sales

Which Best Fits Your Budget?

Look for the auto that fits your budget and your needs.

AUTOADVISORS
AutoAdvisors.com

REWARD YOURSELF

Auto Loan 1.74%*

Get the lowest rate on your auto loan. USF Federal Credit Union's 1.74% Auto Loan is the lowest rate in the market.

AUTOADVISORS
AutoAdvisors.com

On-Site Fall Car Sales

Which Best Fits Your Budget?

Look for the auto that fits your budget and your needs.

AUTOADVISORS
AutoAdvisors.com

DRIVEN TO SAVE YOU MORE!

Automatic Payments & eStatements

Save an Additional 25%*

Get the lowest rate on your auto loan. USF Federal Credit Union's 1.74% Auto Loan is the lowest rate in the market.

AUTOADVISORS
AutoAdvisors.com

DRIVEN TO SAVE YOU MORE!

DrivingSense™ Low Payment Alternative to Leasing

Get the low monthly payments of a lease, without all the restrictions and hidden fees. USF Federal Credit Union's DrivingSense™ Vehicle-Financing program offers payments that are considerably lower than conventional financing, but unlike leasing you own the vehicle!

AUTOADVISORS
AutoAdvisors.com

DRIVEN TO SAVE YOU MORE!

New and Used Auto Loans

Get the lowest rate on your auto loan. USF Federal Credit Union's 1.74% Auto Loan is the lowest rate in the market.

AUTOADVISORS
AutoAdvisors.com

Your Equity Opens The Way To Dreams.

USF Federal Credit Union

CAR BUYING is as easy as Child's Play

Let us help you purchase the car of your dreams.

HURRY!

Come Home for the Mortgage Loan That's Right for You

USF Federal Credit Union

The USF Federal Credit Union was chartered in 1959 to serve the financial needs of the staff and

faculty at the University of South Florida. This Credit Union use's a very heavy branding scheme including

the companies colors and shapes included in the logo. I provided USF with branded materials spanning,

direct mailers, pamphlets, table tents, and an entire auto loan/care sale promotion.

DISTRICT GOVERNMENT FCU



DGEFCU is a large credit union that services the District of Columbia government employees, and a host

of other supporting organizations. While working with Visions Ink, I was given the chance to design a

plethora of materials both printed and web based. This selection of work includes, multiple direct mailers, a

home equity campaign, auto loan sale, student loan campaign, and web banners for their homepage.

CREDIT UNION MORTGAGE ASSOCIATION



Purchasing or Refinancing a Home?
 Check Your Credit Status First!
 Your credit union partners with Credit Union Mortgage Association (CUMA) to offer both fixed and adjustable rate first home mortgages for up to 30-year terms. CUMA is a full-service mortgage company owned by credit unions and dedicated to serving credit union members.

Reduce the Hassle of the Mortgage Process
 Save time and money by using our efficient CU Title to handle your closing. With CU Title, 30-day funded payoffs, you can eliminate the hassle and reduce the stress of completing the home loan process. Want even more convenience? CU Title can come to you for the closing!

Loan Programs

- Conventional loans up to \$10,000
- Non-conforming jumbo loans up to \$2,000,000
- Fixed-rate loans (15, 20, or 30 years)
- Adjustable rate loans (1, 3, 5, 7, or 10 years)
- FHA and VA loans
- Reverse Mortgage loans
- HomeEquityLoan (The loan with a low "Cost" Rate Reset option)

CU TITLE
 In Partnership with
CREDIT UNION MORTGAGE ASSOCIATION
 (703) 425-1204
 (800) 231-8855
 NMLS #206727

Experience the Credit Union Mortgage Advantage
Mortgage Loans
 Purchase or Refinance with Us!

CREDIT UNION MORTGAGE ASSOCIATION
 www.CUMortgage.net
 NMLS #206727

Your credit union and CU Realty credit save you money!

Purchase?
 Have your loan preapproved before you start looking at homes. You'll be able to find the price range that best fits your budget. You may even be able to afford more house than you thought!

Refinance?
 If you're already in the home of your dreams, maybe it's time to refinance.
 • It may lower your current monthly payment
 • Change your loan product or term to best suit your needs
 • Convert to a shorter-term loan to build equity and pay off your home faster
 • Consolidate a 1st and a 2nd trust or eliminate Private Mortgage Insurance
 • Unlock the equity in your home and take cash out for home remodeling or debt consolidation.

You're just 3 easy steps away from great rates, discounted loan fees, a \$200 closing-cost credit, and a rebate at closing!

STEP 1: Get Pre-Approved
 We'll help you select just the right loan program.

STEP 2: Register
 Select a real estate agent from our pre-approved network.

STEP 3: Get Your Rebate
 Receive your rebate at closing along with an additional \$200 closing-cost credit.

Selling price of old home and/or purchase price of new home	Savings with CU Realty credit
\$100,000	\$600
\$150,000	\$900
\$200,000	\$1,200
\$250,000	\$1,500
\$300,000	\$1,800
\$350,000	\$2,100
\$400,000	\$2,400
\$450,000	\$2,700
\$500,000	\$3,000
\$550,000	\$3,300
\$600,000	\$3,600
\$650,000	\$3,900
\$700,000	\$4,200
\$750,000	\$4,500
\$800,000	\$4,800
\$850,000	\$5,100
\$900,000	\$5,400
\$950,000	\$5,700
\$1,000,000	\$6,000

Online Tools and Applications
 Visit your credit union's website to apply online and access helpful tools.

- Submit your loan application online
- Get a loan decision in as little as 30 minutes
- Check interest rates
- Obtain an accurate estimate of the closing costs for your loan
- Use "Rate Tracker" to track your target interest rate
- Access financial tools, including loan and payment calculator, qualifying worksheets and a rate-to-buy analysis.

CREDIT UNION MORTGAGE ASSOCIATION
 www.CUMortgage.net
 NMLS #206727

Need a Mortgage Loan?
 We've got you covered.
 Purchase or Refinance with Us!

Use CU Realty and receive a rebate at closing!

CREDIT UNION MORTGAGE ASSOCIATION
 www.CUMortgage.net
 NMLS #206727

Great, low rates and convenient online tools make a new mortgage or refinance with us an easy choice.

Choose from a variety of loans, including:

- Conventional and jumbo loans
- Fixed-rate loans
- Adjustable-rate loans
- FHA and VA loans (FHA available only in VA/MD/DC)
- Reverse Mortgage loans (available in VA/MD/DC only)

Plus ask about CUMA's HOME Advantage program powered by CU Realty and convenient settlement options available through CU Title.

For more information call us at 800-231-8855, or visit us online at www.CUMortgage.net.

CREDIT UNION MORTGAGE ASSOCIATION
 www.CUMortgage.net
 NMLS #206727

Credit Union Mortgage is a full-service mortgage company, headquartered in Fairfax, Virginia, and serving the entire United States.

CREDIT UNION MIRACLE DAY RUN



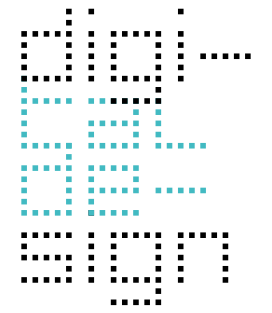
The Credit Union Cherry Blossom Ten Mile Run® in Washington, DC, credit unions and partners

nationwide have united to benefit the Children's Miracle Network alliance of premier hospitals for

children. I provided the branding for the 2013 national series of races. This included a printed

media kit to sell to sponsors, posters, and direct mailers for potential donors.

INTERACTIVE MEDIA



Chuck Brown
TimeLife Tribute



The Wave of the Future:
Interactive design.
Interactive design is
very important even
in everyday life. Even

the TV you turn on
in the morning has
some type of menu
system. While I have
not created any formal

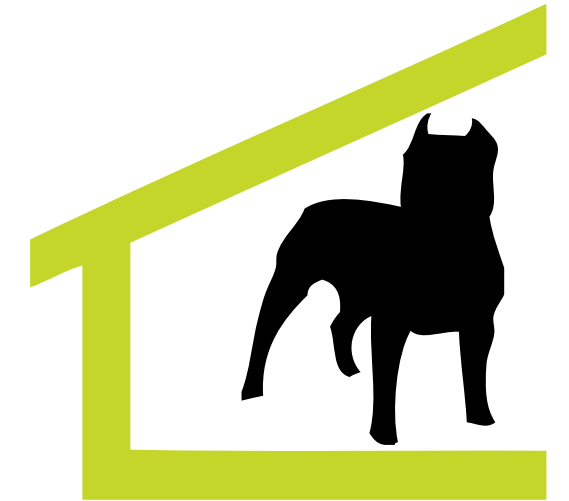
interactive designs, I
have completed Flash,
and After Effects in
a classroom setting
which has provided

with the foundations
and technical skills
necessary to complete
interactive designs in
the future.

Skills

- + Flash
- + ActionScript
- + Fireworks

GREENHOUSE KENNELS



GREENHOUSE
KENNELS



GREENHOUSEAPBT.COM

GreenHouse is a small kennel located in Washington, D.C.

GreenHouse is home of some of the best blue APBT bred in the area.

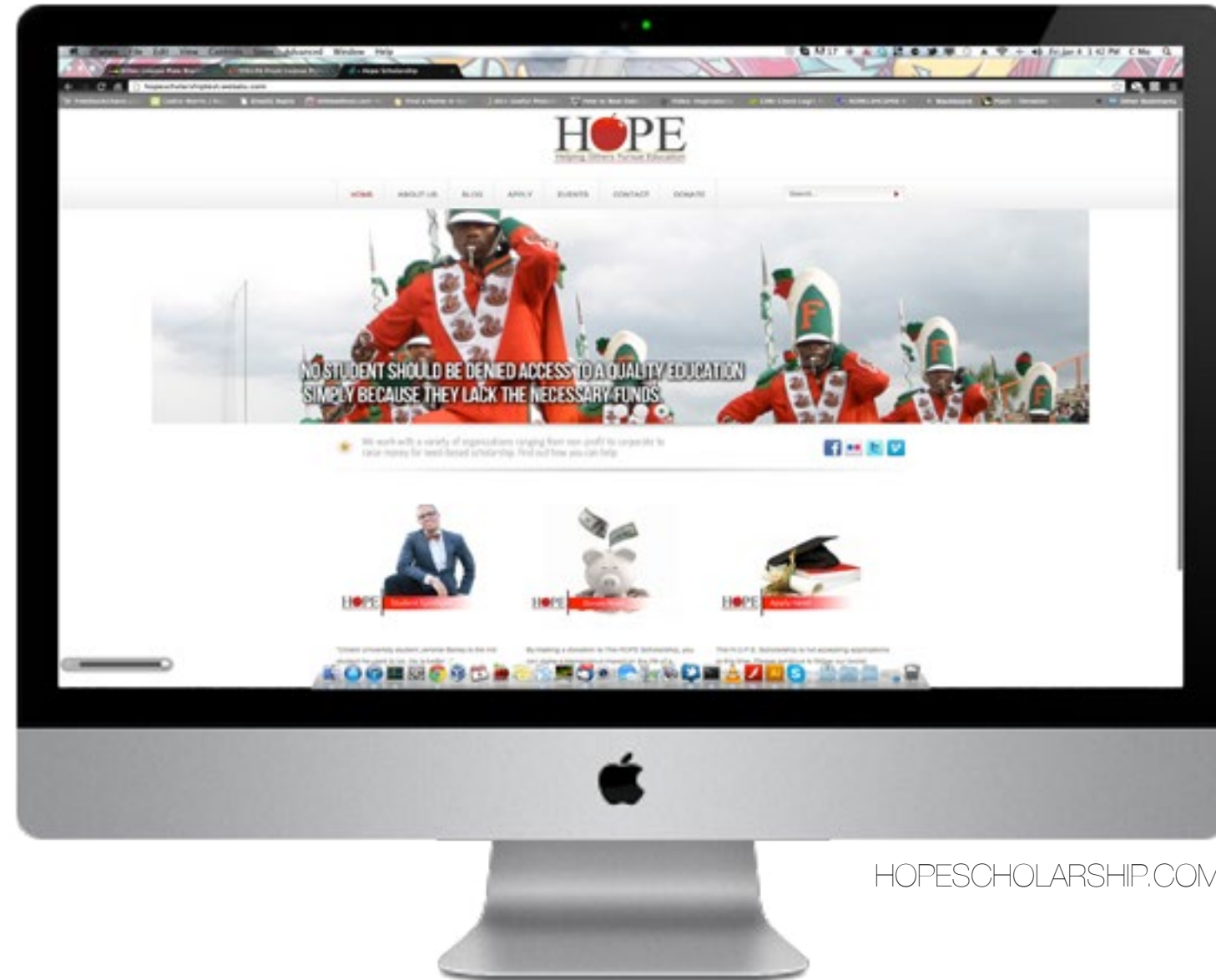
This site functions as a gallery and promotion of the kennel. The website

and listing services, gained him clients from all over the east coast.

Skills

- + HTML
- + CSS
- + Wordpress

HOPE SCHOLARSHIP



HOPESCHOLARSHIP.COM

During the summer of 2012, I was selected by the founders of The

Hope Scholarship to rejuvenate their website. I chose to create a

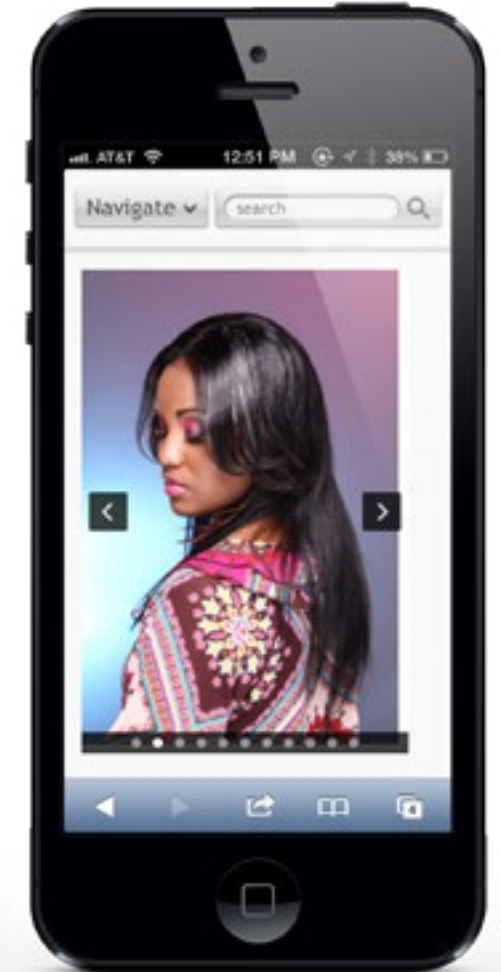
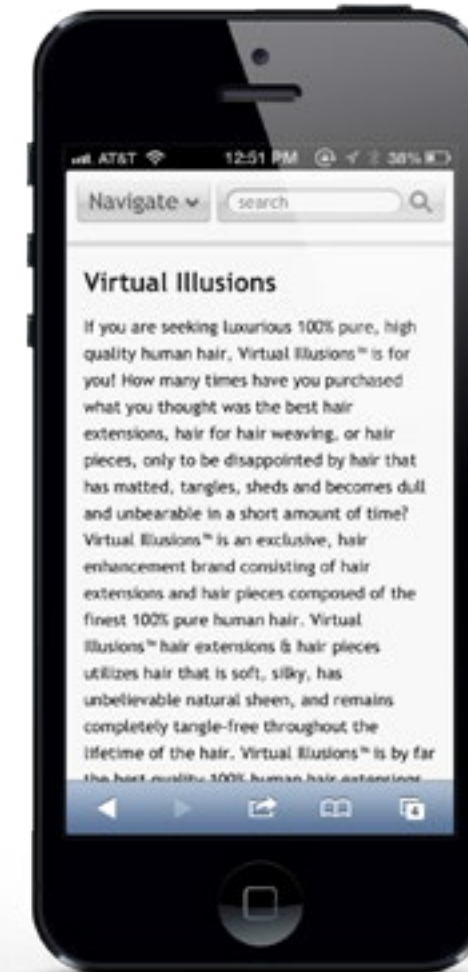
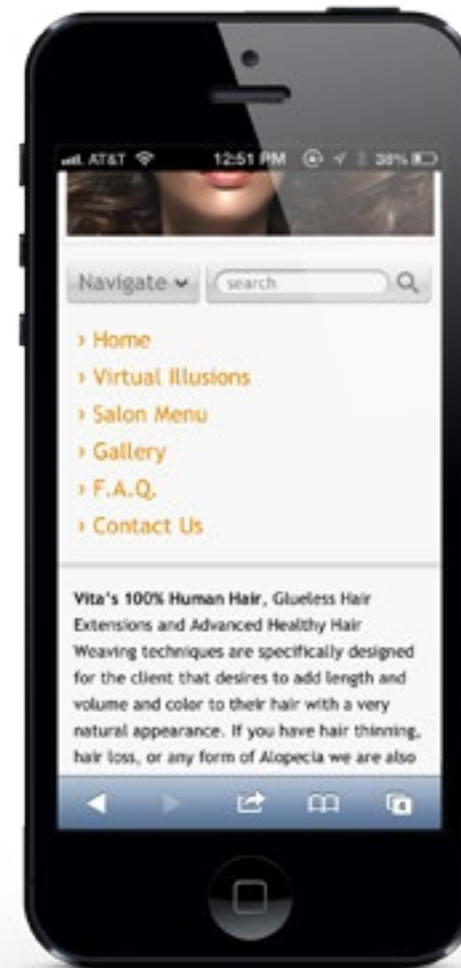
strong, clean, white-based layout with a full-screen image slider.

The website was built on Wordpress for easy management.

Skills

- + HTML
- + CSS
- + Wordpress

VITA'S HAIR SALON - MOBILE SITE



Skills
+ HTML
+ CSS
+ Mobile

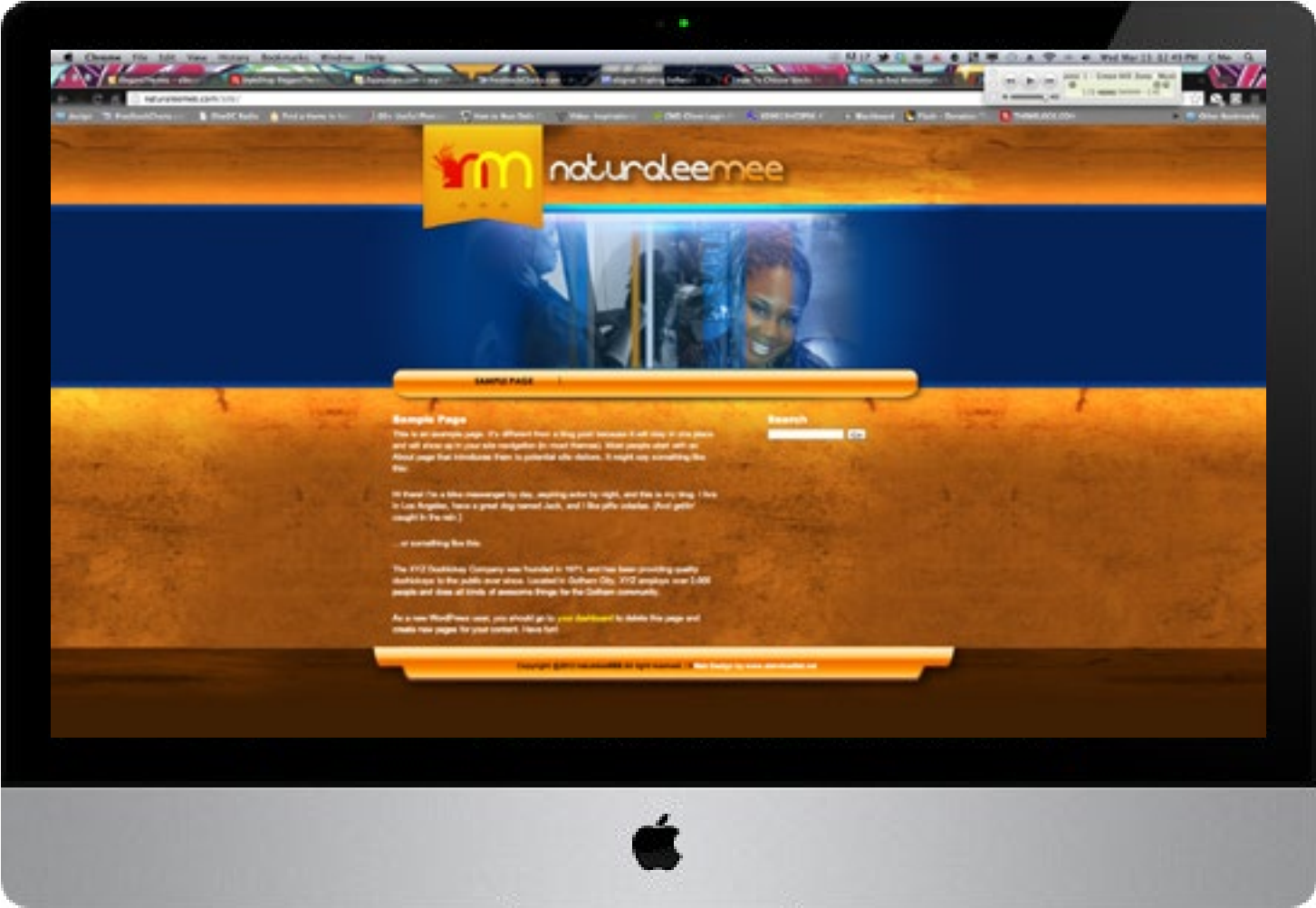
During the summer of 2012, I was contacted

by Starvin' Artist to create a mobile website

for Vita's Hair Studio which already had a

main site. I used HTML and CSS to create it.

NATURALEEMEE



NATURALEEMEE.COM

- Skills
- + HTML
- + CSS



NaturaleeMEE is a small natural hair salon based in Suitland, MD. While freelancing I was contacted to create a logo, set of business cards, and a website.

SYNERGY ONE LLC



SYNERGYONELLC.COM

Skills

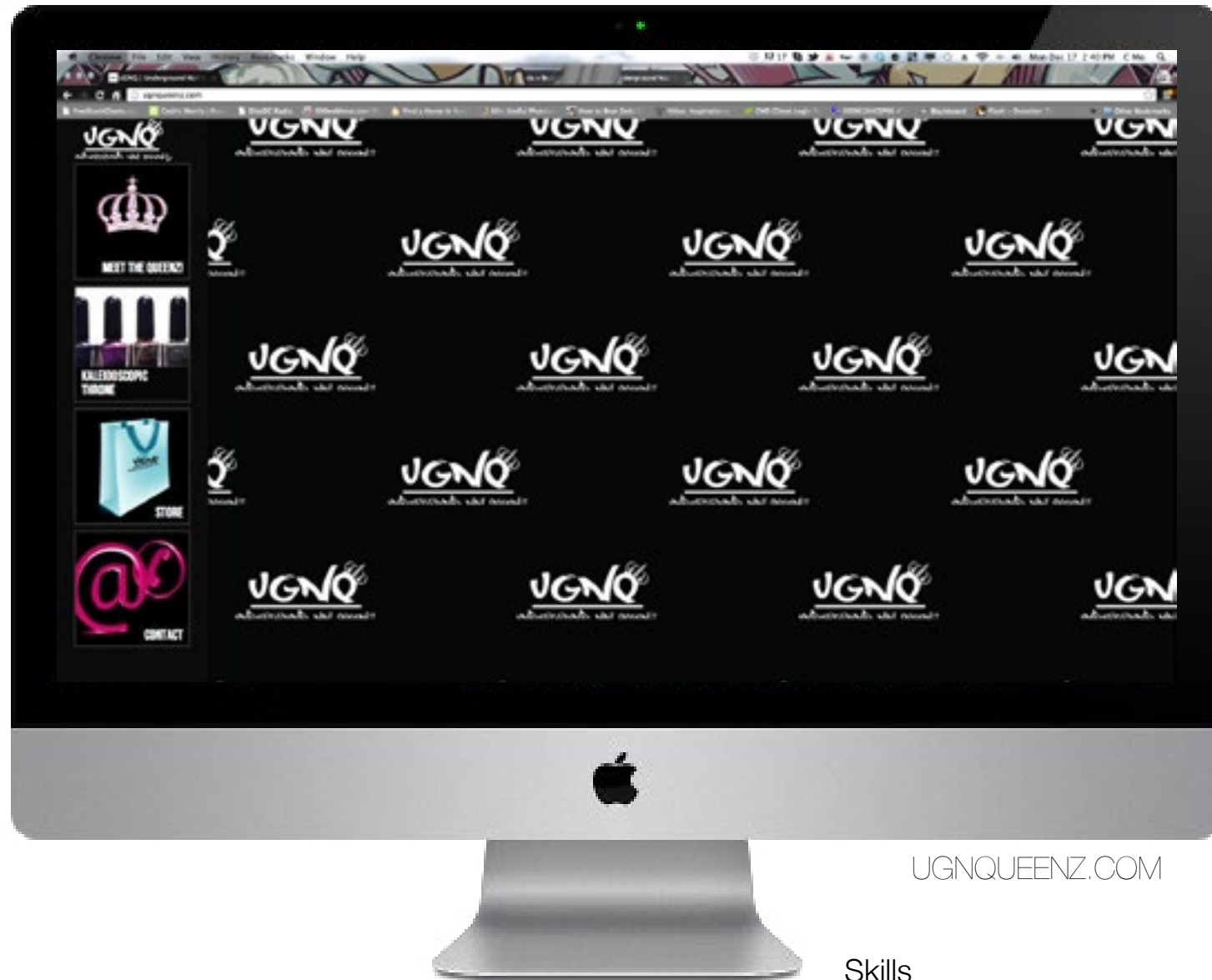
- + HTML
- + CSS
- + Wordpress

Synergy One LLC, is a non profit organization

who's identity I created. I was tasked to complete a logo, website, and a set of business cards.



UNDERGROUND NAIL QUEENZ



UGNQUEENZ.COM

- Skills
- + HTML
 - + CSS
 - + Wordpress



The Underground Nail Queenz are a chic duo that sells custom nail

polish online and at events. I created the entire identity, along

with the website that features navigation tiles instead of normal menu

items. It also features a shop section where you can purchase items.

DARNELL'S BAR - MARKETING MANAGING

Darnell's
BAR & LOUNGE



DARNELLSBAR.COM



One of my first "real" clients was and still is Darnell Perkins of Darnell's Mocha Lounge. While I also

help promote events via social media marketing, I increased the business's web presence by creating

and maintain a website dedicated to the daily functions at the bar. I chose to base this website in a CMS

format because of its need for frequent updating.