

BEN LEE

artist + designer + creative

PORTFOLIO SAMPLE

PRINT



Client: Head for the Cure Foundation

Project: 2023 Annual Report

Responsibilities: graphic design, page layout

Background:

For the 2023 operating I put together the Annual Report for the Head for the Cure Foundation. Every year the foundation decides on a 'theme' for the year's events, and I worked with the Client to build the creative/layout of the report around this year's theme/creative.



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PUTTING THE FUN IN FUNDRAISING: NOTABLE COMMUNITY EVENTS IN 2023

HERBISH GOLF TOURNAMENT

The 6th Annual Herbish Golf Tournament took place on September 11th in Midland, Texas! Organized in memory of Herb Ware III and David Farmer by their wives, Lezlye W. and Sharon F., this event continues to grow yearly. Thanks to the incredible participation of golfers, sponsors, and supporters, the event raised an impressive \$126,000!

SOUTH CAROLINA OYSTER ROAST

The 2nd Annual Team Kyle Oyster Roast and Silent Auction, hosted in Charleston, SC, brought together a close-knit community of family, friends, and team members. Launched by Jo Singleton and her family as a tribute to her late daughter, Kyle, this event significantly surpassed their fundraising target of \$15,000 for the Charleston SK Run/Walk!

TEAM DAC GIFT BASKETS

At the Head for the Cure SK in Pittsburgh on August 12th, Team DAC's Allison and Christine S. orchestrated a raffle in memory of their grandpa and dad. They meticulously curated over 35 baskets, filled with items sourced from all corners of the Pittsburgh area, ranging from gourmet treats to self-care goodies. The community's enthusiastic participation made this initiative a tremendous success, raising over \$3,500!

QUAD CITIES GOLF TOURNAMENT

The inaugural Angie Rettig Golf Outing unfolded on September 24th in Geneseo, IL, hosted by Andrea M. This event was held in support of Andrea's sister, Angie, who is currently facing a challenging battle against a brain stem tumor. United by a shared cause, family and friends came together, raising an inspiring total of over \$35,000!

FINANCES

REVENUE	
Revenue Total	\$2,702,596
EXPENSES	
FUNDRAISING EXPENSES	
Total Fundraising	\$547,407
GENERAL & ADMINISTRATIVE	
General & Administrative Total	\$302,909
TOTAL DEDICATED TO GRANTS & PROGRAMS	
Grants to Partner Brain Tumor Clinics/Hospitals	\$729,300
Grants for Pediatric Programs	\$60,000
Brains for the Cure Program (JFH and Rare Enough)	\$213,550
HFTC SK Event Connections	\$665,498
Other Programs & Staff Implementation	\$324,442
TOTAL GRANTS/PROGRAMS	\$1,974,798

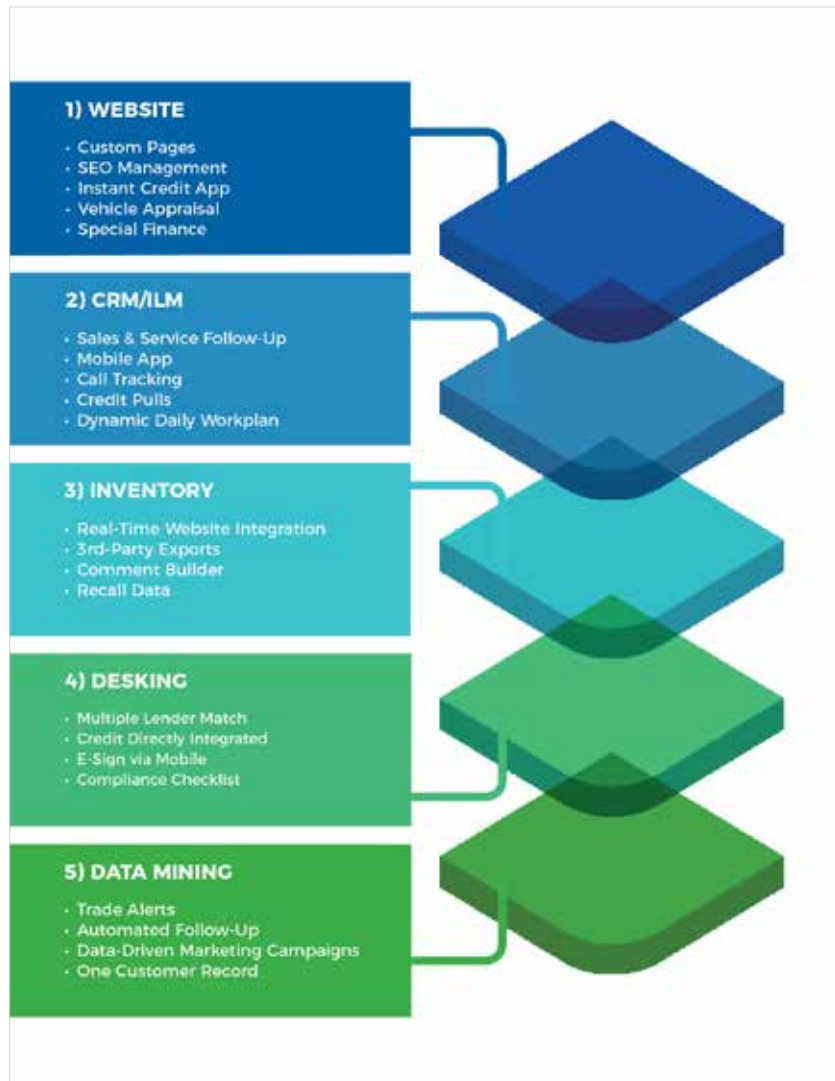
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Client: ProMax Unlimited

Project: Stack Product Guide

Responsibilities: illustration, graphic design, page layout

stack
made in ProMax

TECHNOLOGY ASSESSMENT

CRM

☐ Webinars
☐ Email
☐ Documenter
☐ Drive/Content
☐ Auto/Reports
☐ Sany
☐ Sales

☐ DealerConnect
☐ HES
☐ DealerTrack
☐ DealerScan
☐ DealerDirect
☐ New CRM Certified
☐ Other

Current Spend Per Month: \$

BDC

☐ Dealer Ad Sales
☐ CloudOne
☐ Interactive Dealer Solutions
☐ Connected

☐ Dealer Direct
☐ Dealer Inc.
☐ SprintCar
☐ Other

Current Spend Per Month: \$

Call Tracking

☐ CallMark
☐ InteractiveTel

☐ MarketCall
☐ Other

Current Spend Per Month: \$

Market Pricing

☐ VotCar
☐ VotCar
☐ DealerLogic

☐ MaxProfit
☐ Dealer Approval
☐ Other

Current Spend Per Month: \$

Data Mining

☐ AutoAlert
☐ AutoAlert
☐ DealerAlert

☐ Dealer Alert
☐ AutoAlert/DealerAlert
☐ Vehicle/Target
☐ Other

Current Spend Per Month: \$

DMS

☐ Power
☐ CCM
☐ DealerLink
☐ Telenet
☐ DealerDirect
☐ AutoAlert

☐ Auto Alert
☐ Auto/Alert
☐ FES
☐ DealerAlert
☐ Other

Current Spend Per Month: \$

Websites

☐ DealerLogic
☐ DealerLogic
☐ DealerOn
☐ Dealer Car Search

☐ AutoAlert.com
☐ DealerPro
☐ DealerConnect
☐ Other

Current Spend Per Month: \$

Credit Bureaus - Credit Hard/Soft Pulls

☐ Deal On
☐ 360Credit
☐ InPayments

☐ Capital One
☐ Other

Current Spend Per Month: \$

Inventory Management

☐ Inventory
☐ Auto
☐ RA Link

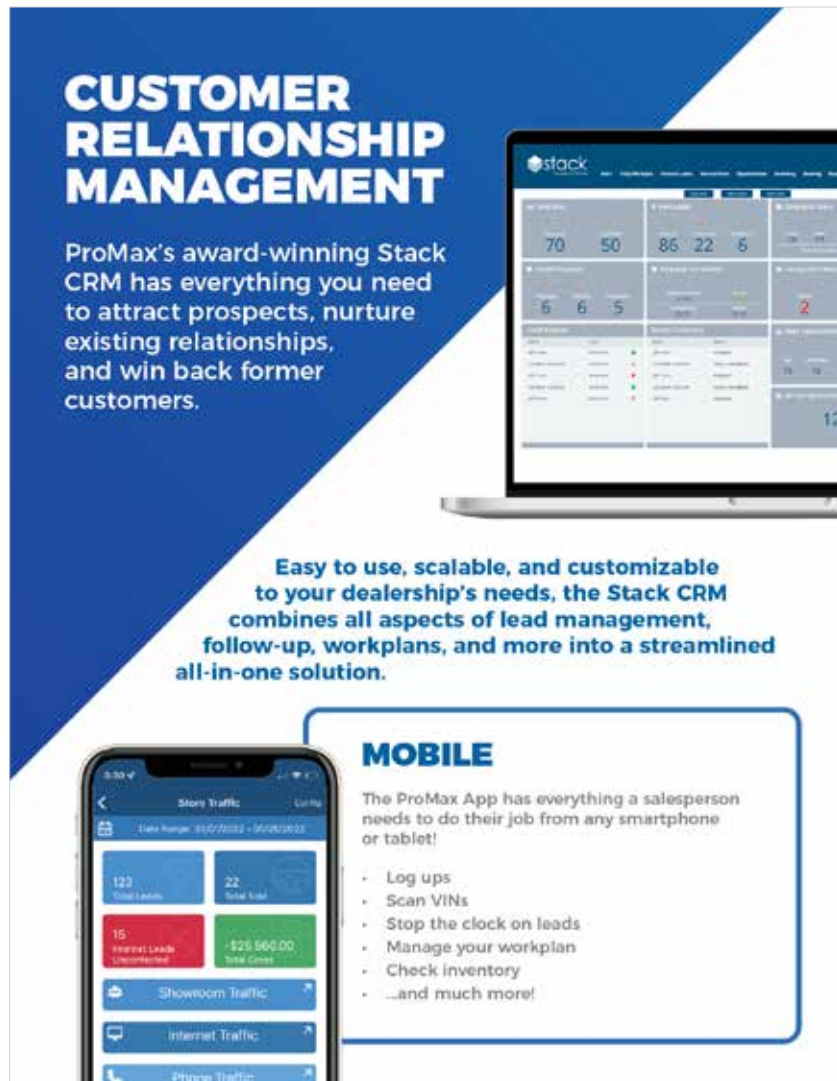
☐ Inventory Plus (Bureau)
☐ Auto/Alert
☐ Other

Current Spend Per Month: \$

TOTAL MONTHLY SPEND: \$

Background:

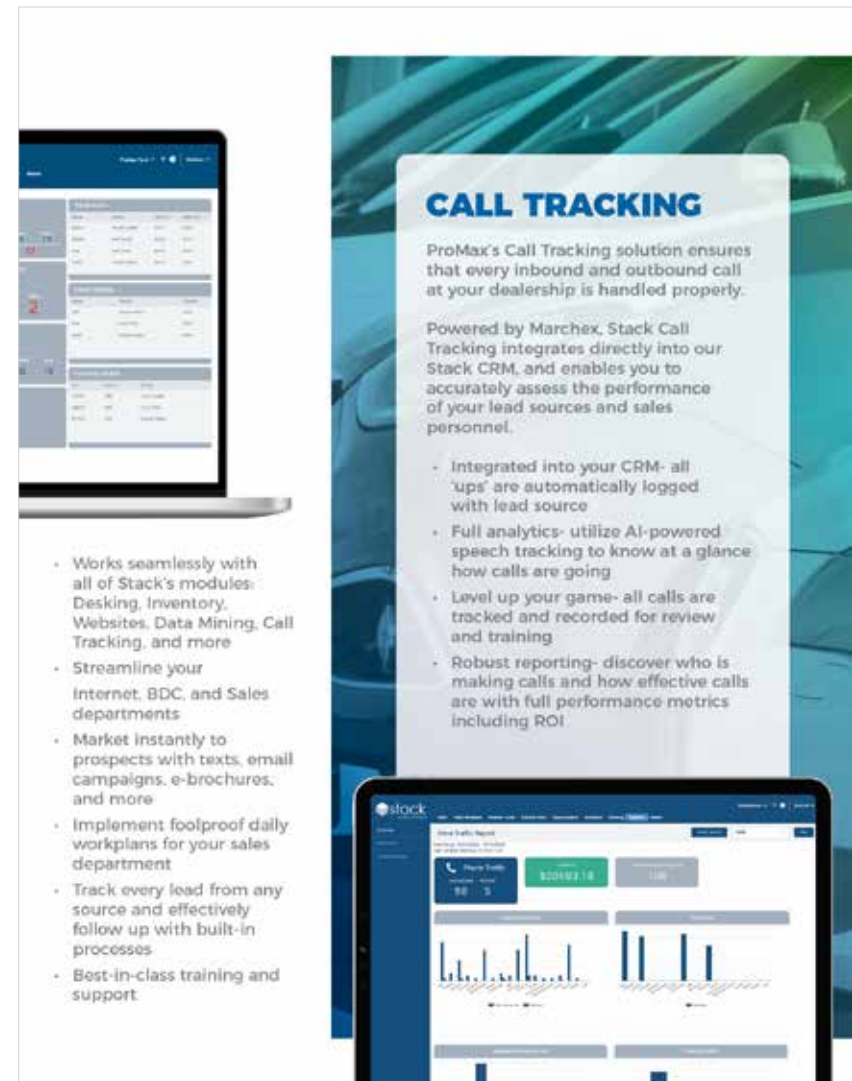
Worked with Stakeholders to create a Product Guide for their SaaS product Stack. The collateral was intended for distribution at Trade Shows for the industry. The final product was a saddle stitched book, measuring letter-size in it's final form.



Client: ProMax Unlimited

Project: Stack Product Guide

Responsibilities: illustration, graphic design, page layout



Background:

Worked with Stakeholders to create a Product Guide for their SaaS product Stack. The collateral was intended for distribution at Trade Shows for the industry. The final product was a saddle stitched book, measuring letter-size in it's final form.

INVENTORY MANAGEMENT

Stack's Inventory solution has everything you need to manage and optimize your vehicle inventory. With easily sortable data, customized reporting, and seamless integrations with all third-party lead providers and dealer websites, Stack Inventory scales for a large multi-rooftop dealer group or a single lot.



MOBILE INVENTORY MANAGEMENT

Take photos, scan VINs, and sort data from your lot or others in your group from any smartphone or tablet.



- Automatically send inventory to your website and third-party sites like AutoTrader and Cars.com
- Utilize custom reports to track everything you need: days in stock, water report, ROI, hot vehicles, and more
- Leverage automatic VIN decoding and book outs with JD Power, KBB and Black Book.
- Easily market to prospects with the fast and effective E-brochure, complete with configurable rate, term, payment, vehicle options, and more

WEBSITE

More and more of the car buying process is taking place online- is your website up to the task?

Attract consumers at the beginning of their journey with an attractive, customized Blackhawk Digital Website powered by ProMax! Easily managed and seamlessly integrated into your Stack platform, our websites have the fast load times, SEO, and design that enable you to stand out from the competition.

You name it, we can build it; tell us your vision and let us design a state-of-the-art website for you!



- Easy to Manage- our easy online management system enables you to update your website quickly and at any time of the day
- Secure, Fast & Optimized- our websites use https encryption and utilize the latest in SEO techniques to make sure your website ranks highly
- Lead Generation Plug-Ins- our robust suite of online credit and appraisal tools generate high quality pre-approved leads on your site 24/7

DIGITAL RETAIL EXPERIENCE

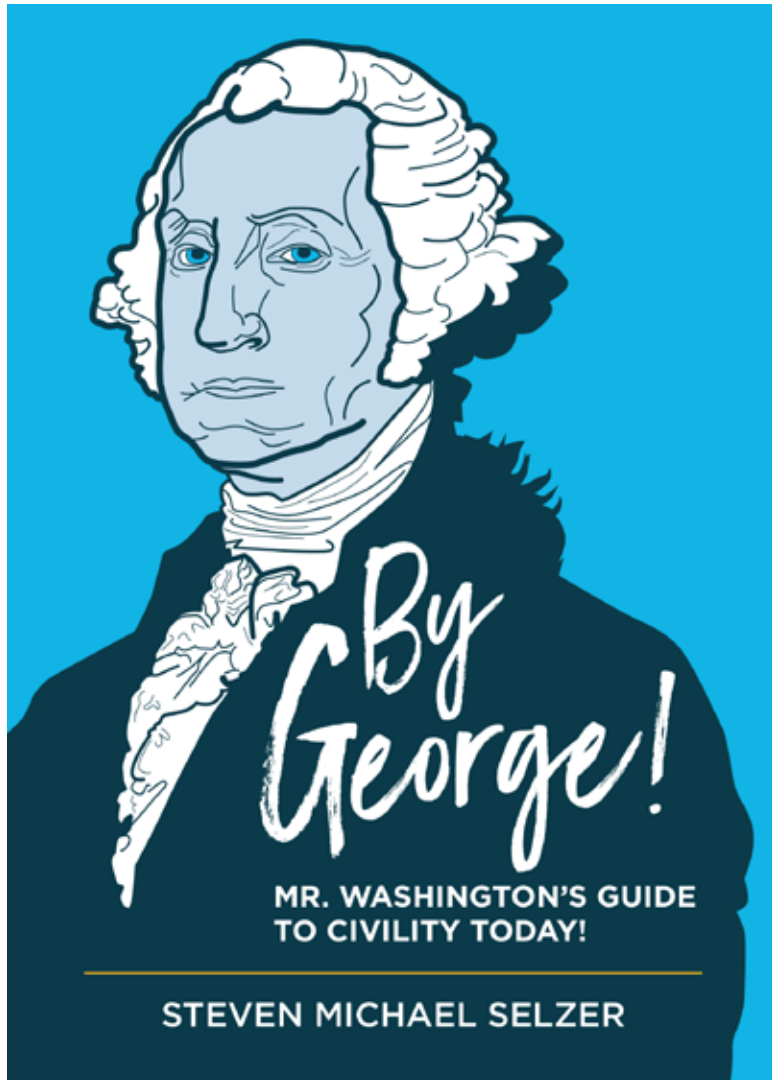


Client: ProMax Unlimited

Project: Stack Product Guide

Responsibilities: illustration, graphic design, page layout

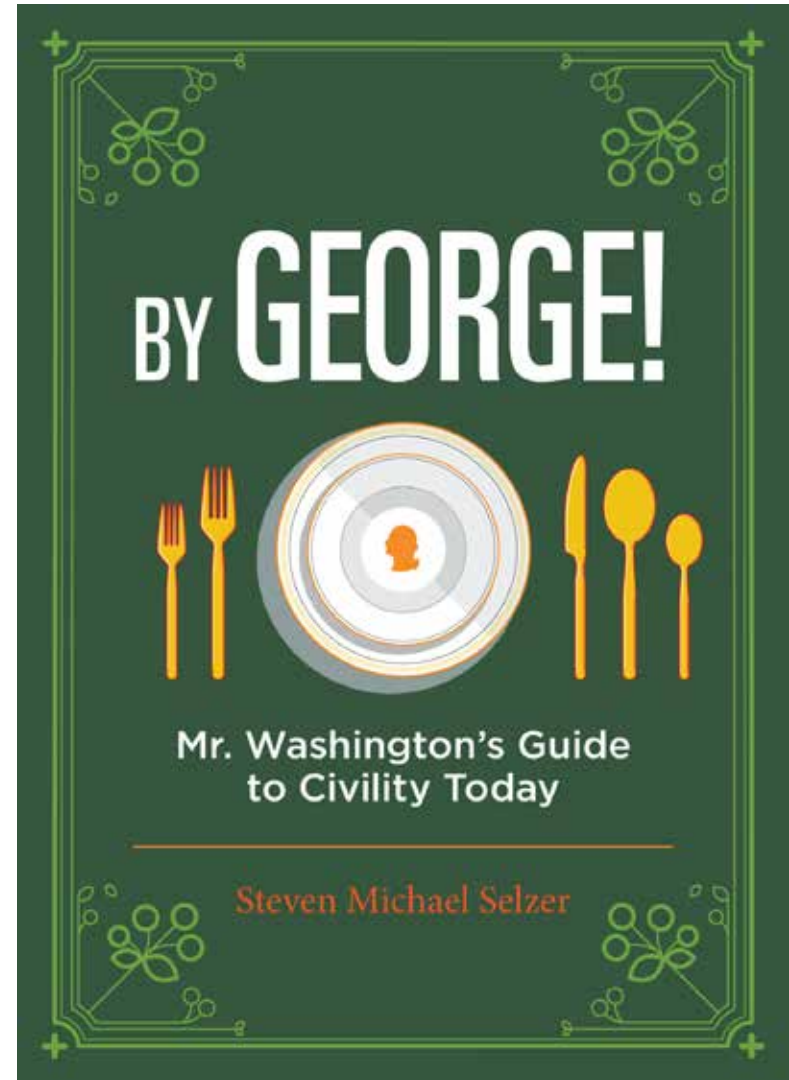
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Client: Andrews McMeel Universal

Project: 'By George!' Assessment

Responsibilities: illustration, graphic design, page layout



Background:

Part of a Design Assessment, put together concepts for Andrews McMeel Universal for a release titled, 'By George! Mr. Washington's Guide to Civility Today'.

2 concepts presented. In addition to the cover art, AMU noted they wanted to see how page layouts would work together as a spread.

• RULE 2 •

*When in company, put not your hands
to any part of the body not usually
discovered.*

For shame! George has a unique way of saying it. (In his day, "discovered" in this context meant "displayed.") All scratching and kidding aside, he has a point. No one wants to see this. The rule applies to baseball players and rock stars as well.

4

• RULE 3 •

*Show nothing to your friend that may
affright him.*

This rule is suspended during Halloween. Having served in two wars, GW saw some truly frightening events, so he no doubt knew the suffering fear can create. Just as friends don't let friends drive drunk, a friend doesn't make another friend's skin crawl, hair stand on end, or heart beat rapidly. Frightening someone is simply a cruel exercise of power - another form of disrespect. A thoughtful, civilized person thinks twice before bringing together the unsuspecting with spiders and reptiles. For those who want to indulge in the scary stuff, there are plenty of options—horror films and cable TV, just to name two.

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Client: Andrews McMeel Universal

Project: 'By George!' Assessment

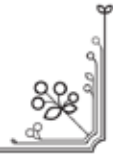
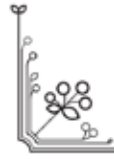
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RULE 3



RULE 4

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In the presence of others, sing not to yourself with a humming noise, nor drum with your fingers or feet.

Unless you are Tony Bennett, Celine Dion, or Ringo Starr and have mounted the stage, avoid humming, drumming, and stomping. You annoy, distract, and insult those around you. George would be pleased to know that his rule has modern applications. Letting loud music blare from your open apartment window or car radio, for example, is singularly uncivilized, as are talking and fidgeting during movies.

There are modern exceptions to this rule. Stomping, clapping, and chanting while rooting for your favorite team is acceptable in our sports-oriented culture, as long as the words do not turn profane.

Client: Andrews McMeel Universal
Project: 'By George!' Assessment
Responsibilities: illustration, graphic design, page layout

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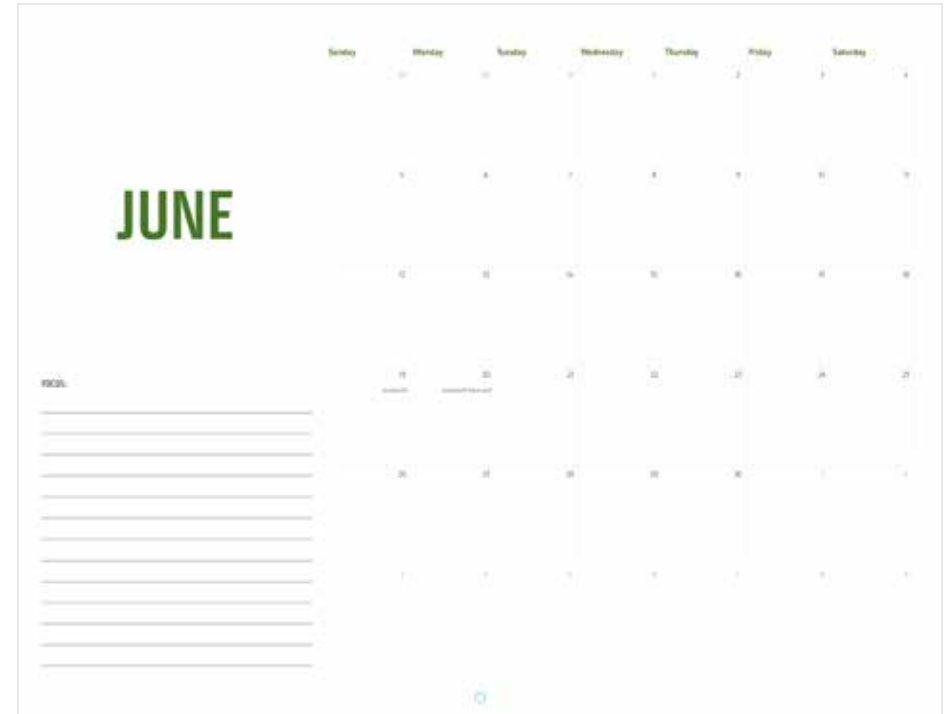
Client: John Deere

Project: Annual Calendar

Responsibilities: illustration, graphic design, page layout

Background:

Contracted by an Agency to produce an annual calendar for John Deere. The process was working with the Agency team to make sure copy and assets were in place as production started.



Client: John Deere

Project: Annual Calendar

Responsibilities: illustration, graphic design, page layout

Background:

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Client: Bemiston Cocktail Club

Project: Restaurant Menu

Responsibilities: illustration, graphic design, page layout

Background:

Bemiston Cocktail wanted to redesign their menu, and they had a specific format in mind to fit palm sized clipboards. With that, they had a checklist of items they would like to see implemented. Specifically a tavern-esque iconography of drinks in their glassware, as well as select food items. Of course the iconography implemented against the specific items, but also utilized as a pattern.



Client: ProMax Unlimited

Project: Enterprise Sales Sheet

Responsibilities: illustration, copywriting, graphic design, page layout



Background:

In a role, that almost could be considered 'brand governance' to an extent, I was responsible for not only design for a series of sales sheets, but the content as well. All of the above was done working with Sales people, or other stakeholders, regarding any particular initiative, and work to craft the messaging together.

Michigan Bankers Association Drives Engagement and Advocacy with Quick and Easy No-Code MobileUp Platform



When the Michigan Bankers Association (MBA) wanted to replace its overly-complex, custom-developed member mobile app, it chose the fast and simple, no-code MobileUp platform. The intuitive app-building tools from MobileUp make it easy for MBA to manage and promote events, publish advocacy initiatives, and boost member engagement – all in one place, all year long.



Alyssa Bouchard is a communicator, not a coder. Press releases and publications are her specialties, not iOS and Android mobile app development.

As director of communications and public relations for the Michigan Bankers Association (MBA), it's Bouchard's job to get the word out each month about the events, webinars, and advocacy issues that MBA develops and manages on behalf of its 2,300 member banks and branches.

When Bouchard decided to add a member mobile app to her web, social and email communication capabilities, she started out with a custom developed app, but found it lacking push notifications, branding flexibility, and easy-to-understand customization tools.

"We were not at all satisfied with what turned out to be a very difficult app for us to customize for our association and members," Bouchard said. "We didn't get great support from the app's custom development team, and we ended up having to do many of the customizations on our own."

Bouchard knew she needed to make a mobile app change. She selected the MobileUp association app platform and within weeks the newly reimagined and MBA-branded "MiBankers" mobile app was launched and ready for download.

"The difference working with MobileUp was noticeable from day one," Bouchard said. "MobileUp had a clear process for implementation, they were responsive and professional, and they supported us every step of the way. It's a great product and now we have a beautiful app that does everything we need and more."

Making the Case for a Member Mobile App

Like any professional association, MBA attracts and retains members through quality programming, events, publications, and legislative advocacy that keep the banking industry strong and healthy. And it must use every communication channel available to reach members where they work and live. Mobile apps have quickly become one of the most efficient and economical ways for associations to engage their members and build stronger member relationships.

"Our MiBankers mobile app is one more way for us to extend our website, email, and social channels, and add value and visibility," Bouchard said. "Our members want a simple and convenient way to stay informed and up-to-date on banking industry trends and we're giving them that through our mobile app."

MBA typically holds a number of local, regional, and statewide events every year. The MiBankers app allows members to seamlessly access registrations, event schedules and agendas, and attendee forums that facilitate collaboration and communications.

"The partnership with MobileUp has been a good fit for us. The people are very helpful, the MobileUp platform is powerful yet intuitive, and we're adding more engagement and education opportunities for our members. Our members have been pleased and so have we."

Alyssa Bouchard
Director of Communications
and Public Relations,
Michigan Bankers Association

"We've easily covered our costs and made money through our mobile app event sponsorships that run anywhere from \$5,000 to \$10,000 per event. Sponsors love the exposure, and the new revenue helps us create even better programs for our members."

Alyssa Bouchard
Michigan Bankers Association

In addition to the better member event experience, Bouchard said the MobileUp platform has also generated new sponsorship revenue opportunities for MBA.

"We've easily covered our costs and made money through our mobile app event sponsorships that run anywhere from \$5,000 to \$10,000 per event," Bouchard said. "Sponsors love the exposure, and the new revenue helps us create even better programs for our members."

Driving Mobile App Downloads and Adoption

Bouchard worked with the MobileUp client success team on a variety of strategies and tactics for launching and promoting the new MiBankers app to MBA membership, including:

- Initially targeting a 40 and younger member demographic for early adoption.
- Promoting the app in a weekly email communication.
- And creating a short explainer video walking members through the app and its features and benefits.

To keep awareness and adoption growing, Bouchard makes a point to mention the app and share the download link in all member communications and has also created new promotional signage for MBA in-person events.

The signage includes QR codes for instant scanning and downloads as members check in for meetings, making it easier for them to plan schedules, join virtual forums, and access social channels for networking, photo sharing, and up-to-the-minute meeting updates and push notifications.

Overall, Bouchard said the switch to the MobileUp platform has been a good one. She now has a mobile app she can easily customize and update on her own that doesn't require complicated coding or developer support. And MBA members appreciate the upgraded look, improved functionality, and user experience.

"The partnership with MobileUp has been a good fit for us," Bouchard said. "The people are very helpful, the MobileUp platform is powerful yet intuitive, and we're adding more engagement and education opportunities for our members. Our members have been pleased and so have we."

Michigan Bankers Association Goes Mobile for Better Member Engagement

1. The Michigan Bankers Association (MBA) is a trade association of Michigan financial institutions which currently includes more than 2,300 branches.
2. When its custom-developed member mobile app proved to be too difficult to customize and update, association leadership moved to the MobileUp platform for its ease of use, contemporary design, and all-in-one communication capabilities.
3. MBA's mobile member app adoption is growing, online and in-person event management has been streamlined, and members can access education, advocacy and event details all from the convenience of their mobile phones.



MobileUp provides a no-code member app platform that allows associations to create their own custom-branded member mobile apps. Let us show you how to take your membership engagement efforts to the next level. Visit us at MobileUpSoftware.com or call (913) 232-8099, Ext. 110 to request a demo today.


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Client: Mobile Up

Project: Michigan Bankers Association 1-Sheet

Responsibilities: graphic design, page layout

Background: In association with Brandwell Partners, worked with Mobile Up to create a 1-sheet spotlighting their client, Michigan Bankers Association. One note from this project was to include insets to give it a more editorial feel.




Your No-Code Mobile App for Events

Build a Modern Mobile App for Your Events - No Coding Necessary


Are you ready to provide your event attendees with an attractive and engaging mobile app experience?

We give you everything you need to deliver a tailored mobile app experience that highlights your brand, takes only days to build and launch, and can be used all year.




Engagement & Networking

Bring your event attendees together by encouraging users to start conversations about event related topics, share photos of the event, organize networking activities, and more.




Schedules, Sessions, & Speakers

Provide your attendees with detailed information on all aspects of your event, including event schedules, session details, speakers, and session materials.



Generate Revenue


Use your event app to generate additional revenue by selling sponsorship opportunities for push notifications, carousel placement, and sessions.



Client: Mobile Up

Project: Event App Sales Sheet

Responsibilities: graphic design, page layout



Event App

Branded Apps for Associations

We give you everything you need to build, launch and manage your event app.

Event Management

Our 'no-code' tools make creating, designing, and managing your app a breeze, so you can focus on the event itself.

Collaboration & Communication

Provide attendees and staff the ability to collaborate and share thoughts and ideas while also publishing important information using the event feed.

Zoom Integration

Use the Zoom integration to create hybrid or virtual sessions for your event.

Sponsors & Exhibitors

Show your sponsors and exhibitors how much you appreciate them by providing each of them with individual profile pages within the app.

Directories

Provide attendees with important and relevant information about fellow attendees, speakers, sponsors, exhibitors, and any venues associated with your event.

Notifications

Send important and timely updates to those attending your event. Use notifications to thank your sponsors or remind attendees about important activities.

Registration Information

We integrate with a number of registration systems that allows you to automatically populate your attendees within the app as they register.

Surveys & Polling

Gather important feedback by creating surveys that can be added to your app's home page or within individual sessions. Export the data to help you make decisions about future events.

Go Green

Reduce waste and save money by reducing the amount of printed materials offered at your event.

Billboard Carousel

Highlight and promote important aspects of your event, including sponsors, exhibitors, speakers, or other conference details in this rotating or static home page feature.

Event Website

For those without an iOS or Android device, an app-generated event website includes important information about your event such as the schedules, speaker profiles, and information on sponsors and exhibitors.

Speakers & Materials

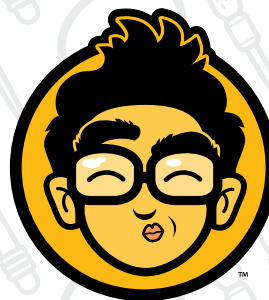
Provide speaker profiles, session schedules, descriptions, and presentation materials.

Give Your Event Attendees the Mobile Experience They Want and Expect - At A Price Point You Can Afford.



REQUEST A DEMO OR LEARN MORE AT:
MOBILEUPSOFTWARE.COM

Background: In association with Brandwell Partners, worked with Mobile Up to create a sales sheet spotlighting their event app software.



BEN LEE

artist + designer + creative



816.674.6024



benlee@yellowrant.com



www.yellowrant.com



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[@blee412](https://twitter.com/blee412)



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