

THE PORTFOLIO OF
JACOB | BENNETT





FUNBELIEVABLE BALLOONS

Funbelievable Balloons Inc. is a startup company located in Bloomington Illinois. They provide family entertainment for local charities, parties, and events. It was my job to create and help market their brand in the central Illinois region.

Work included: Logo, Web Design and Development, Mobile site, T-shirt Design, and Business Cards.

Languages/Programs used: XHTML/CSS, PHP/MySQL, Javascript/Jquery, Jquery Mobile, Photoshop, Illustrator.

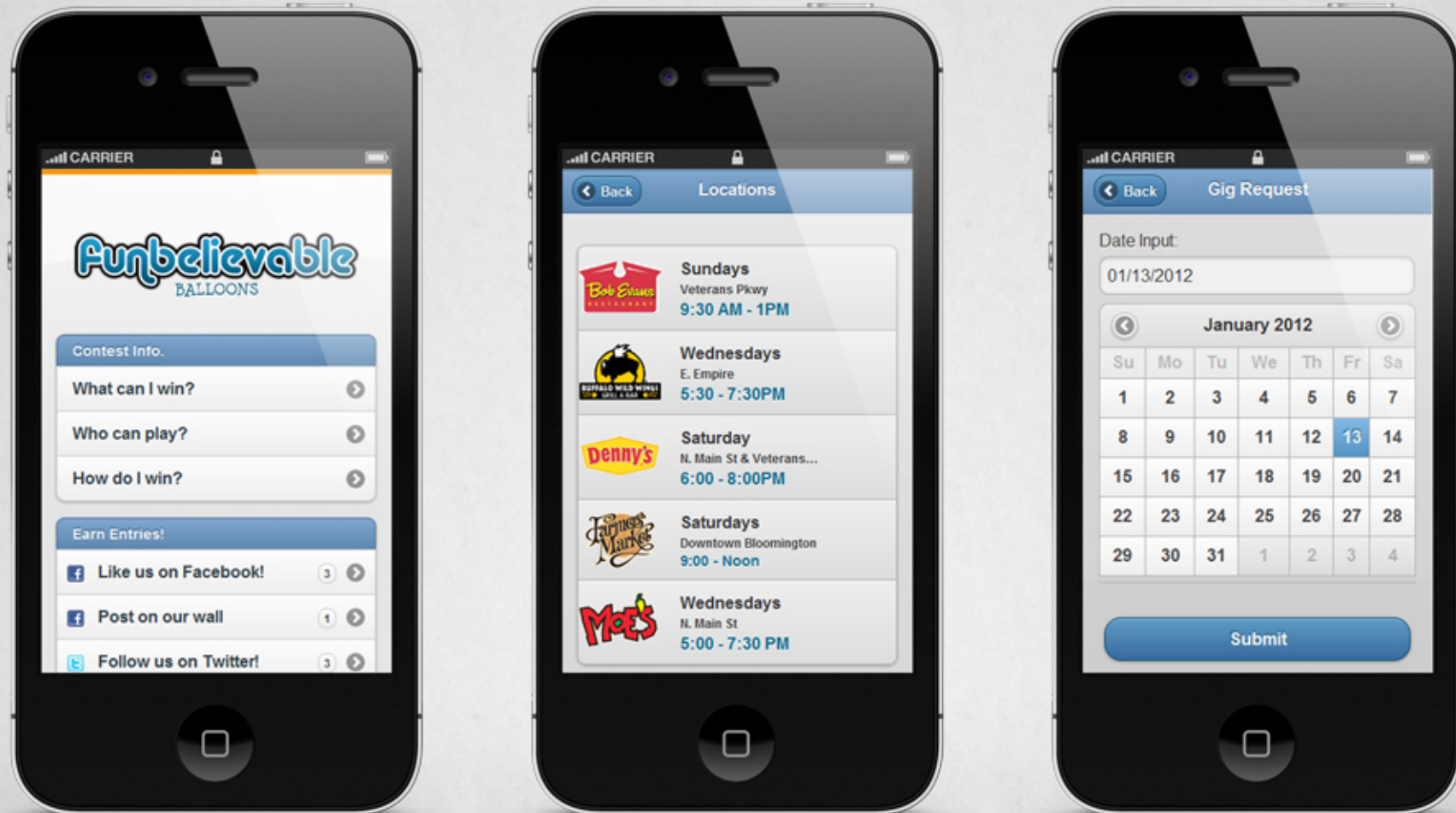


WEBSITE

FB balloons needed a way to advertise their creations while at the same time promoting their current events. This fun and engaging, kid friendly site allows the company to make a great first impression on unique visitors. The site effectively showcases the company's artists' abilities while at the same time promoting current events.

Since it's launch in Summer of 2010, the site has been used to request and schedule hundreds of balloon gigs. As a rough estimate, the site has assisted the company to gaining \$15k of revenue in a little over 2 years.

An extensive use of JQuery and AJAX makes the site extremely responsive and easy to use, lending to the amazing conversion rates it has seen.



MOBILE SITE

The mobile site was built in collaboration with the business cards in a marketing campaign that helped drive traffic to the companies social networking sites. The mobile site also gives visitors access to artist schedules, allows visitors to join the newsletter, and provides a form to request an artist for an event.



BUSINESS CARDS

Business cards are the staple marketing technique for this company so it was important to have something that would make an impression and be easy to locate. The bright colors and quality construction of the card make it easy to find in a cluttered purse or packed out wallet, while the QR code provided on the back gives customers an immediate way to find out more. The success during our mobile marketing campaign was largely due to the production of these cards.

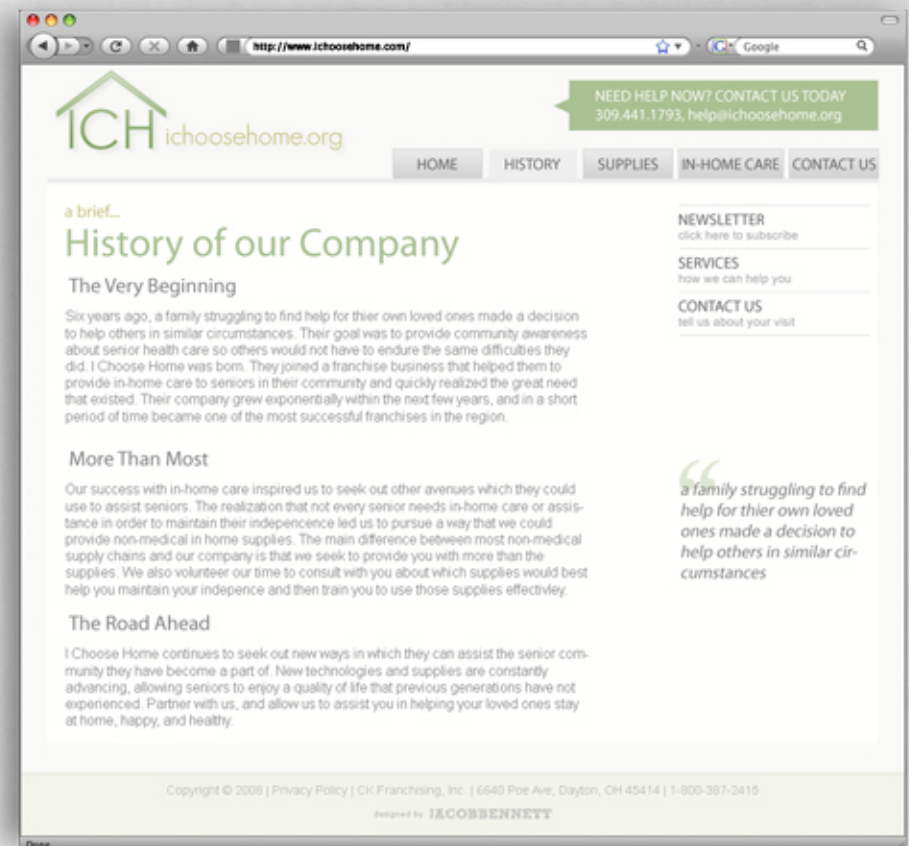
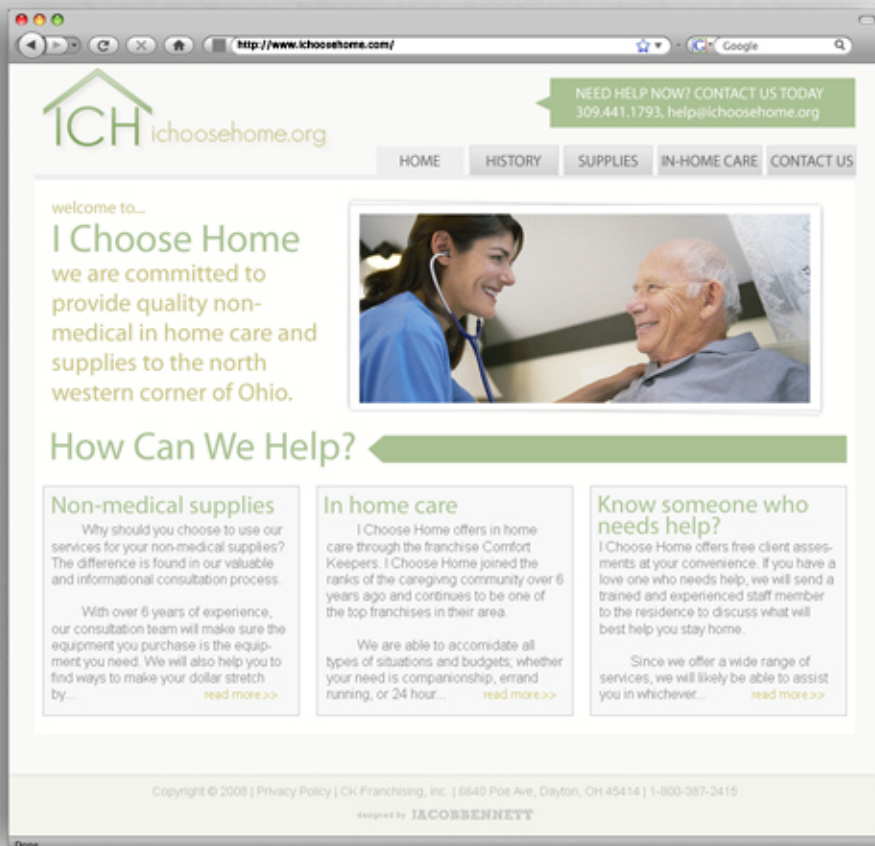


I CHOOSE HOME

I Choose Home is a company that specializes in non-medical in home care for seniors. I created a logo that was easily recognize able, would scale well, and could maintain its integrity in a monochromatic print environment.

Work included: Logo Design, Web Design and Development.

Languages/Programs used: XHTML/CSS, Javascript/JQuery, Photoshop.



WEBSITE

Being that I Choose Home is a company that specializes in non-medical in home care for seniors, I was acutely aware of the need to make the site as accessible as possible. This was accomplished by making the site easily navigable and presenting content in larger text, while thorough cross-browser and outdated browser compatibility tests were performed to ensure that everyone visiting the site could access the content with ease.



REACH

In a town whose population is largely determined by the attendance of the three colleges within its borders, Reach is an attempt by a local church to minister to its young adult demographic. This endeavor was started from scratch and I was able to assist the church in creating the necessary media to make it a success.

Work included: Logo Design, Web Design and Development, Poster and Print work.

Languages/Programs used: XHTML/CSS, Photoshop.



WEBSITE

A landing page was created for anyone that visited the site printed on the back of the handout cards. Because the demographic being reached was largely college and young adult ages who rarely have the time to eat breakfast much less spend five minutes on a web site, we decided a few pages containing succinct info. on what, where, when and why was an appropriate strategy.

who?: anyone from age 18-30 are welcome
 when?: 6:00 p.m. every Sunday night
 where?: the cellar at Calvary Baptist Church
 what?: every week will be different, but will
 always include one or all of



- Teaching of God's
- Music, praising God
- Prayer, time to talk



visit
Re

REACH 
 YOUNG ADULT GATHERING

HANDOUTS

These postcard sized handouts were created to encourage the grass roots efforts of those already participating in Reach. A colored print on the front and monochromatic print on the back allowed the church to save money on printing costs while still having an attractive card that easily conveyed necessary information.



PERSECUTED CHURCH POSTER

While focusing on the persecuted church, Reach asked me to create a poster that would serve as a reminder to them and an advertisement to others. Listed in the shape of the cross are all the countries where Christians are currently being persecuted for their faith.



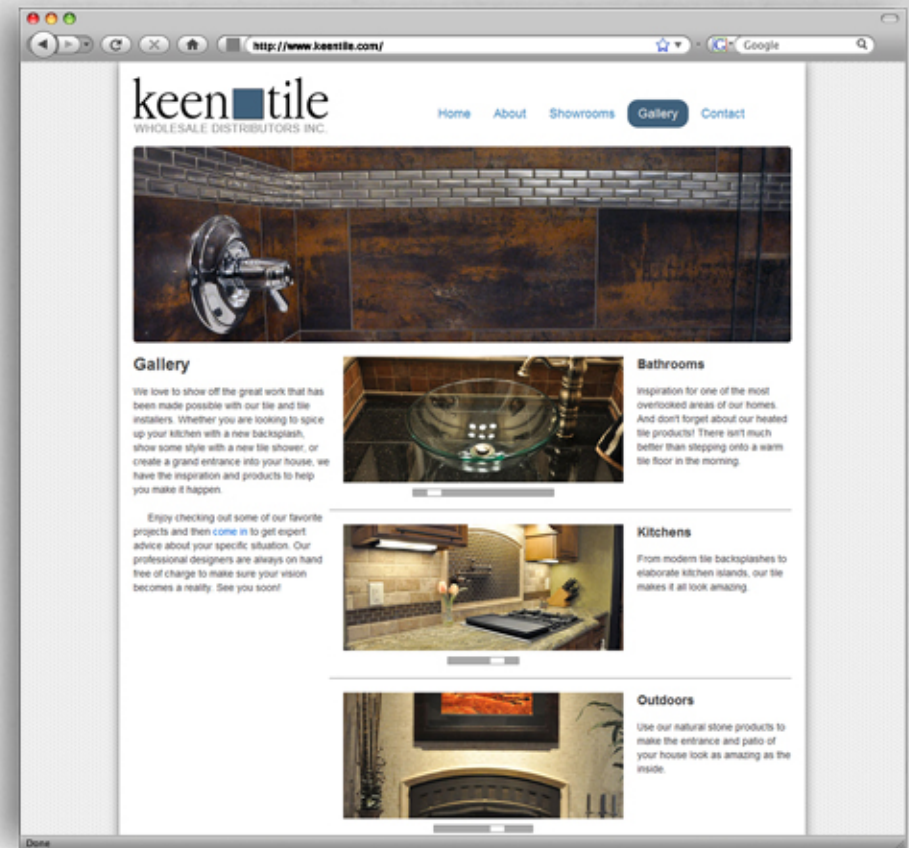
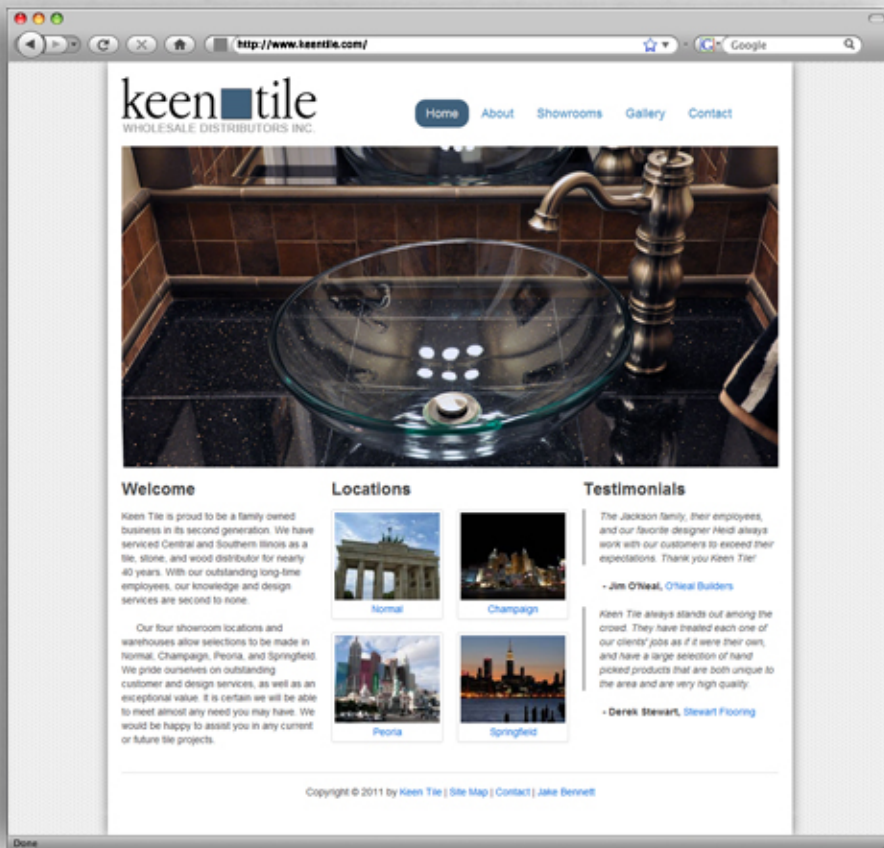
KEEN TILE

Keen Tile is a distributor specializing in tile, natural stone, and installation products. They serve the central Illinois region and have been in business for almost 40 years.

The company was in desperate need of a logo which was created to lend professionalism and credibility to their company and its product lines.

Work included: Logo design, Web Design and Development, Photography.

Languages/Programs used: XHTML/CSS, PHP/MySQL, JQuery, Google Maps API, Photoshop.



WEBSITE

Keen's previous site was lacking luster to put things kindly. I redesigned the website from the ground up and made it easier for users to get to the information they needed quickly. I also focused on proper SEO techniques to ensure their Google ratings didn't dip due to the radical changes. Lastly, I gave Keen a great gallery to feature their favorite work, and built a custom CMS for the galleries so that the owners can easily manage their images and categories.



SKP PHOTOGRAPHY

Summer is an extremely talented child and family photographer in central Illinois. When she approached me about the possibility of creating a new logo and website for her business I was ecstatic!

We decided that the logo should be simple enough to use as a watermark but unique enough to be easily recognize able. The logo was born after combining two beautiful and unique type faces with a heart accent that was hand-drawn by Summer's daughter. I think her exact words were..."Perfect."

Design work included: Logo design, Web Design and Development.

Languages/Programs used: XHTML/CSS, PHP/MySQL, Wordpress, JQuery, Photoshop.



WEBSITE

A canvas textured background with a few splashes of watercolor matching Summer's teal accent give the site a photo-realistic feel while at the same time maintaining a child friendly appearance.

We decided to build the site using Wordpress, which gives Summer the ability to easily manage all of her content including her rotating heder images as well as her galleries. Since Summer likes to update on a regular basis, this was a great fit.

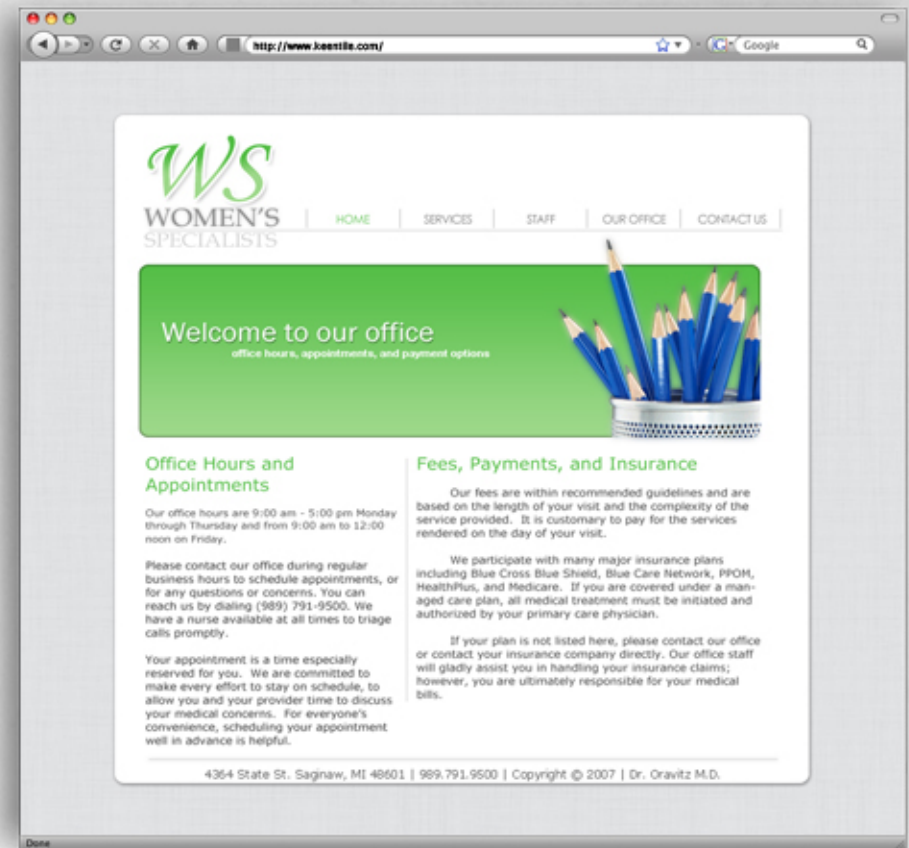
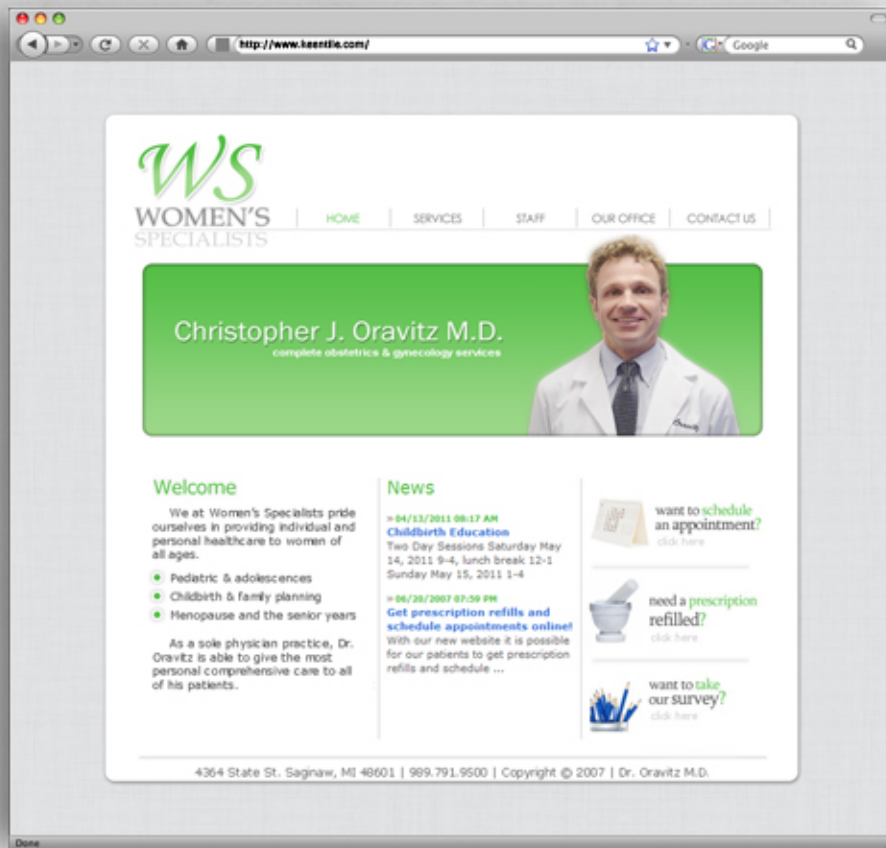


WOMENS SPECIALISTS

Women's Specialists is the practice of Dr. Oravits, an OB-GYN located in Mid-Michigan. The company needed a website that could provide their potential and current patients with pertinent info and online convenience services.

Work included: Logo Design, Web Design and Development.

Languages/Programs used: XHTML/CSS, PHP, JS, Wordpress, Photoshop.



WEBSITE

I was able to provide the practice with an informational and functional website that allows patients to schedule appointments, request prescription refills, and take surveys about the patient care they received. I also built in a wordpress blog that the office staff can use to keep their patients up to date on the latest happenings in their office such as free childbirth classes.



EMU CLOTHING CO.

This small t-shirt design company was started in a college dorm room by four roommates. A website was the perfect way for them to expand their market outside of the college campus.

Work included: Logo design, Web Design and Development, Tshirt Design, Paypal Integration.

Languages/Programs used: XHTML/CSS, PHP/MySQL, JQuery, Photoshop.



WEBSITE

A minimalist layout with great colors and humorous copy helps the t-shirts to stand out as the main feature while a touch of JQuery gives the page some fun interaction points for visitors. For security and ease of use, we decided to integrate Paypal and task it with handling transaction details, inventory management, shipping, and order status.

I also created a Wordpress blog and template matching the minimalist look of the site. This gave the guys a connection to their fans which was extremely important since exposure through their fan base and social networking was their main marketing strategy.



TSHIRT DESIGN

I was responsible for designing the tshirts and preparing the designs for print. The process was a learning experience and ended up being a lot of fun. Each tshirt has its own unique aesthetic and agenda behind it. My personal favorite was the center tee that contains the story of the company's beginnings in micro text shaped into the emu logo.

JACOB | BENNETT



CONTACT ME

CELL: 989.598.4357

EMAIL: ME@JAKEBENNETT.NET