



DESIGN SAMPLES

 RUTHEBOND.COM

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 GRAND RAPIDS, MICHIGAN

Please don't share designs without permission.

Portland General Electric - Green Future

Website design, art direction and illustrations

I was responsible for wireframing, design, and working alongside a developer to build out a website for Portland General Electric's Green Future program. I also developed custom illustrations and worked with the PGE brand team to ensure everything met their standards and accessibility requirements.

Work completed at 3Degrees with a marketing manager writing copy and contract web developer

Links in the portfolio are outlined like this!

CHOOSEGREENFUTURE.COM



Renewable energy brings us all together for good

Green Future makes it easy and affordable to match your home's energy use with renewable resources like wind and solar. Because when the planet thrives, we all do.

[View your options](#)

A small price to pay it forward

Nature was extra kind when it came to Oregon. Let's return the favor with Green Future.

- Renewable energy is the future**
That's why more than 225,000 Oregonians like you have joined Green Future.
- Here today, and here tomorrow**
Renewable energy will keep this place special for generations to come.
- Affordable - by coffee standards**
The monthly cost is usually about \$6, less than the fanciest latte.

[How it works](#)

There's more good where that came from

Enroll in Green Future and you're not just doing well by the planet. You're doing well by communities too. Through the PGE Renewable Development Fund you're helping to create local jobs and build projects right here.

[Explore the impact](#)

“It's sustainable, effortless and affordable. We have to use energy anyway, so might as well source it responsibly.”

- CHRIS L., PGE CUSTOMER

Select a plan that works for you:

MOST POPULAR

- Green Future Choice**
Match 100%
- Green Future Block**
Match a portion

Match 100% OF YOUR ELECTRICITY USE

Cost \$6.00
FOR THE AVG HOME* EACH MONTH
Price varies based on your actual usage (\$0.008 per kilowatt-hour)

[Enroll in Green Future Choice](#)

Change or cancel your enrollment at any time. *Average home uses ~700 kWh per month.

Your participation in any Green Future program:

- Supports Pacific Northwest renewable resources
- Helps fund local clean energy projects
- Gives you access to exclusive local coupons through Chinook Book

[Match 100%](#) [Match a portion](#)

No commitment issues here

Your only commitment is to the environment. When you join Green Future, there is no contract, no installation, and you're free to cancel anytime.

See our [Price, Terms and Conditions](#).

Energy
Green-e® CERTIFIED

Green Future is Green-e® Energy certified and meets the environmental and consumer protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at [green-e.org](https://www.green-e.org).

FAQS | TERMS AND CONDITIONS | PRIVACY | CONTACT

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Grammarly

Demand gen videos for enterprise customers

Grammarly was seeking a partner to create animated videos demonstrating the value of using Grammarly at an enterprise level in a series for specific verticals. I developed the design & storyboards for three videos (Grammarly for Marketing, Grammarly for CX teams, and Grammarly for Education). I worked closely with Grammarly to ensure we represented their product accurately and effectively, and our script writer to bring the voiceover to life.

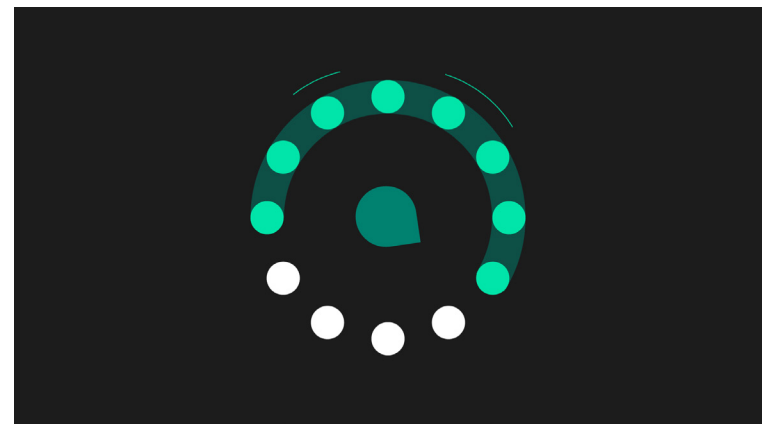
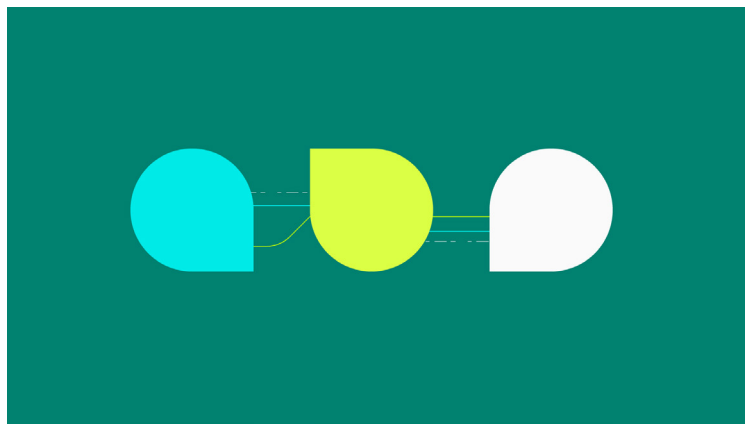
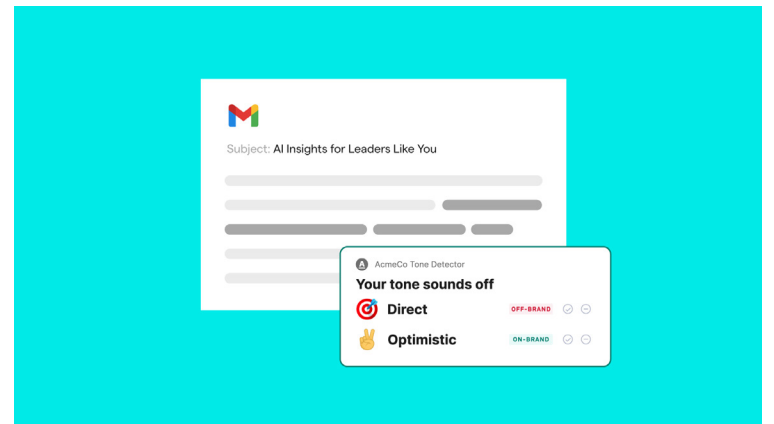
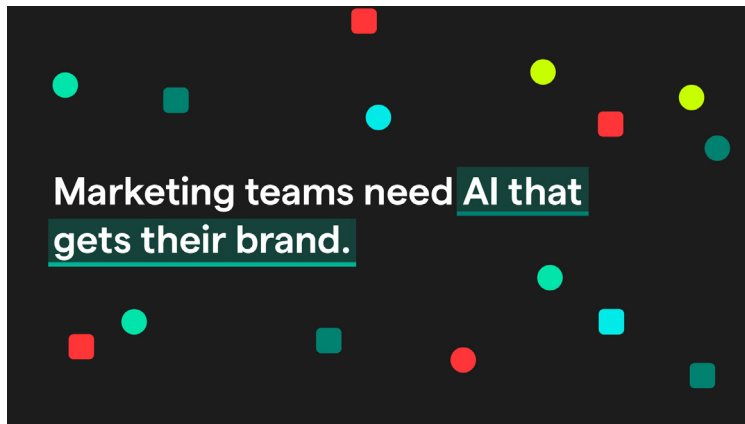
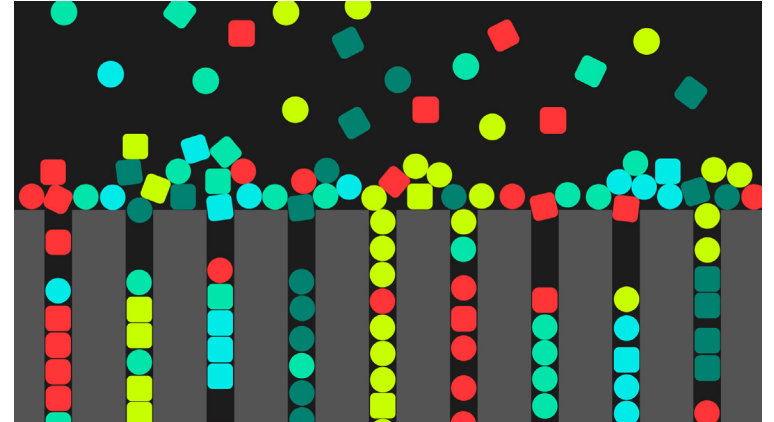
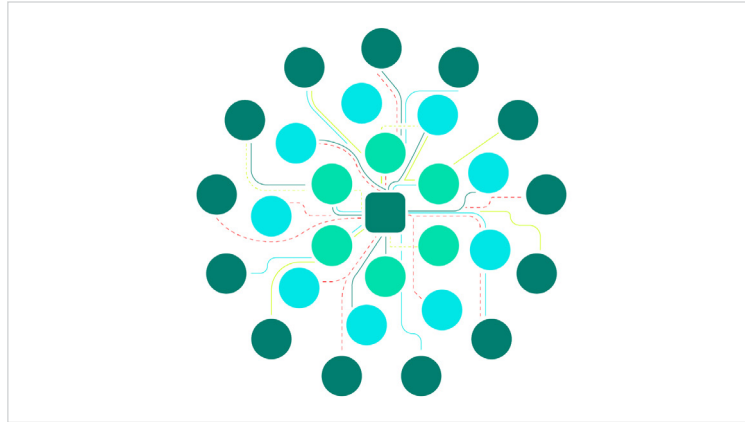
Work completed at Funnelbox in collaboration with a creative director, fellow art director (working simultaneously on two other Grammarly videos), and two animators.

WATCH VIDEOS:

MARKETING

CX TEAMS

EDUCATION



Robins Financial Credit Union Animated videos

Robins Financial Credit Union had a series of topics they wanted to communicate with members about, including online banking tools, auto loan refinancing, and the elimination of non-sufficient funds fees. I developed an illustrated style and designed storyboards for animation.

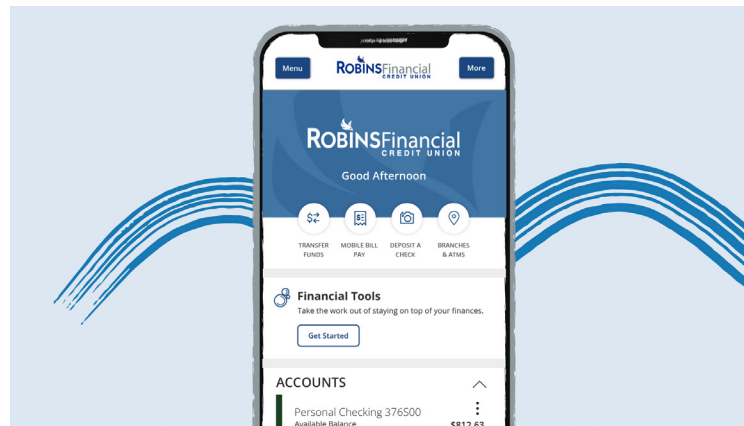
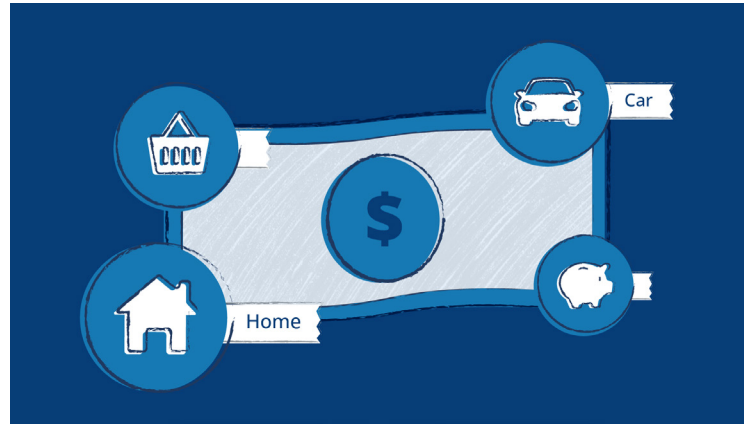
Work completed at Funnelbox alongside creative director and animator

WATCH VIDEOS:

NO NSF FEES

BANKING TOOLS

AUTO LOANS



AtoZ Wineworks
Social video series

AtoZ Wineworks had a campaign slogan (100% for All the Things) and some inspiration from Matisse art. I designed illustrations and storyboard sets for a series of short social videos, developing playful scenes to represent “all the things” for each wine, as well as an overview video featuring three of the top sellers.

Work completed at Funnelbox alongside creative director and animator

WATCH VIDEOS:

PINOT GRIS

CHARDONNAY

PINOT NOIR

OVERVIEW



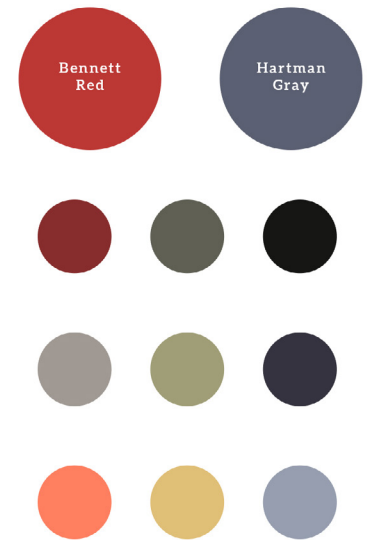
Bennett Hartman

Logo and identity redesign

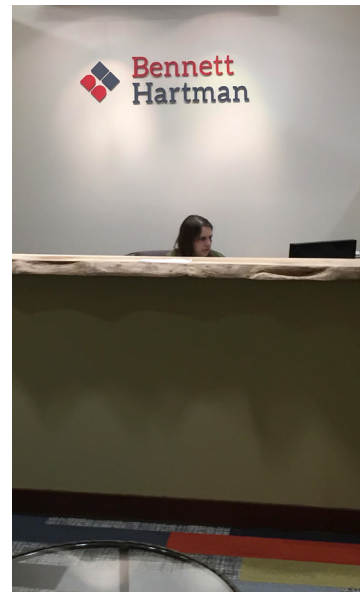
A law office was in the process of updating their name and redesigning their office. I worked closely with one of the Partners to develop a new brand identity, including an updated logo, color scheme, letterhead, business cards, as well as signage and even email signatures.

Work completed as a freelancer

BEFORE



AFTER



CASA for Kids PSA video

I illustrated and designed storyboards for a 30-second PSA recruiting volunteers for CASA (Court Appointed Special Advocate). I developed a handdrawn style and watercolor textures to mimic the feel of a children's picture book, to match with the voice of the child in the video.

Work completed at Funnelbox alongside creative directors and animator

WATCH ME!



Funnelbox SWAG

As part of the team at Funnelbox, I've been able to help refresh their brand and develop new swag. In addition to business cards, I've created sticker sheets, Scout notebooks with custom doodles, and Funnelbox socks aka FUNNELSOX!

Work completed at Funnelbox



Tusk

Animated videos

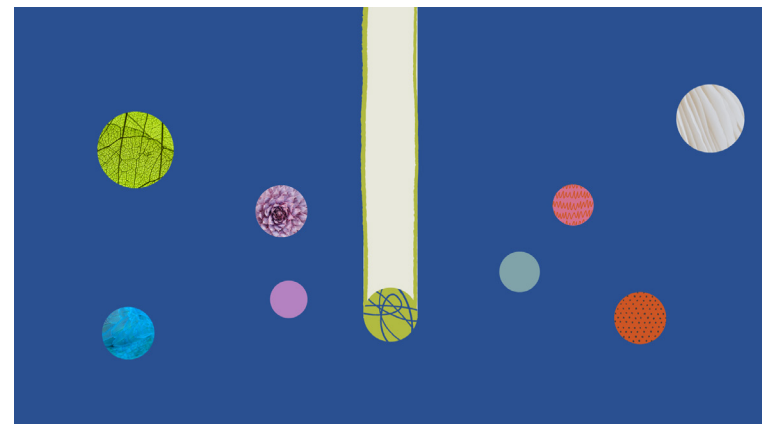
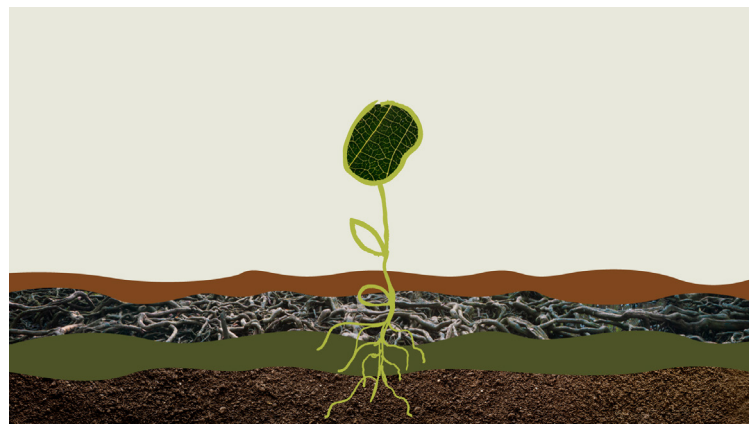
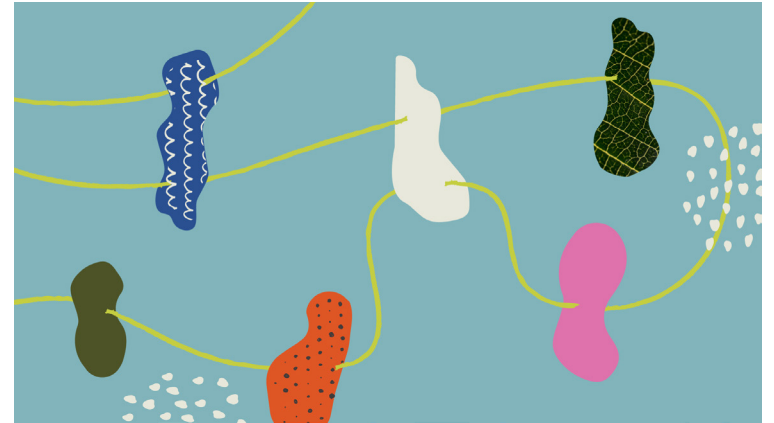
Tusk is a social change consulting firm and wanted to create a couple of videos to explain who they are and some of the work they do. We recorded voiceover of them talking with each other and paired this with animations to bring it to life. I developed the art direction and style, and designed the storyboards for animation.

Work completed at Funnelbox alongside creative directors and animator

WATCH VIDEOS:

[ABOUT TUSK](#)

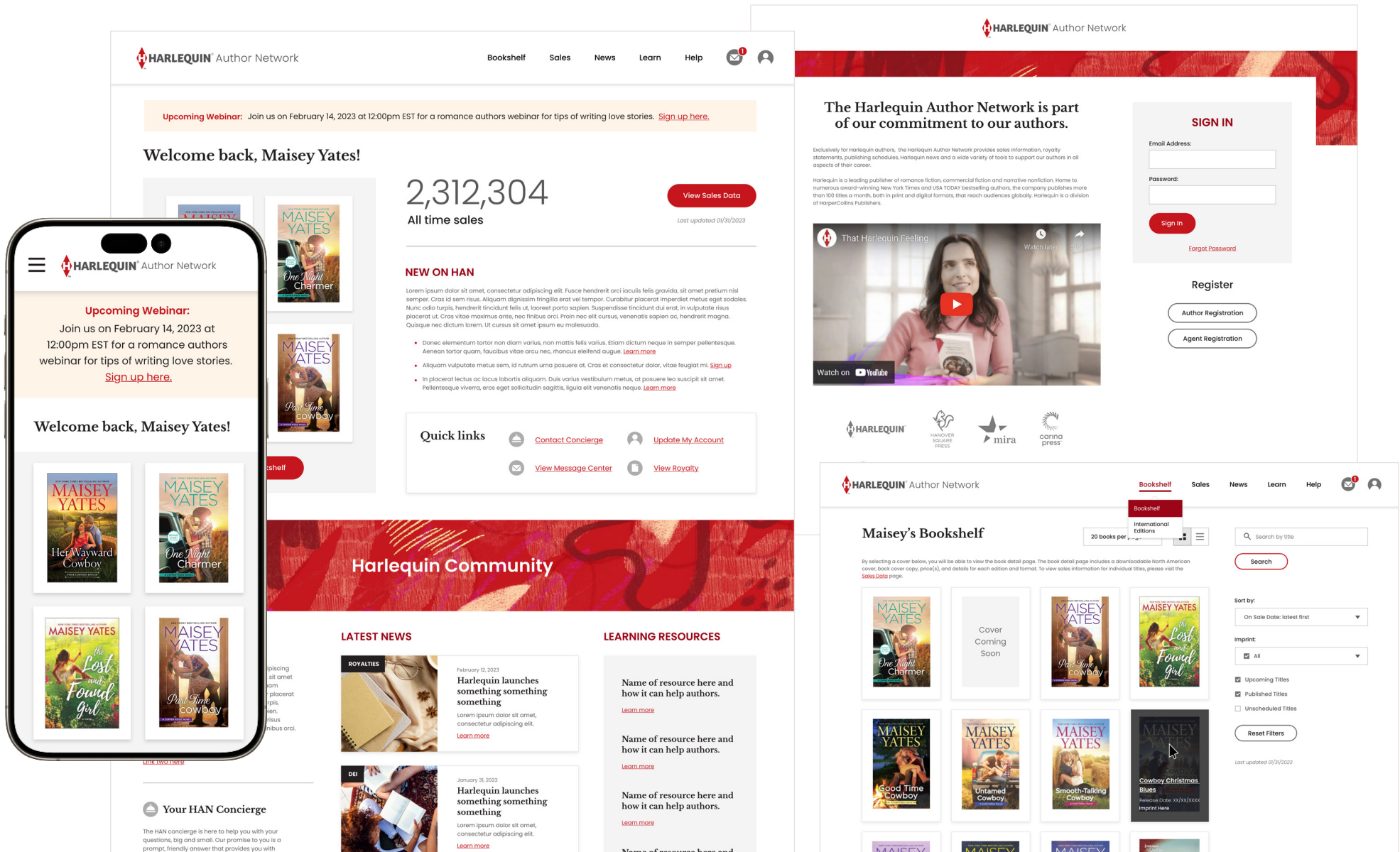
[3 HORIZONS](#)



Harlequin Author Network Website design

Harlequin Author Network was in need of a website redesign for an internal portal site where authors can retrieve all data about their books - sales, royalties, input new book information and connect with a community of authors. I worked closely with the HAN team to wireframe and design the new virtual space before handing it off to a developer team. [\(This was the old site\)](#)

Work completed as a freelancer in partnership with a developer



American Express Animated videos

American Express was seeking videos for their merchant portal to help provide information about customer disputes. Using their established illustration style and iconography, I designed storyboards to accompany the provided script and present the information in a simple and clear way.

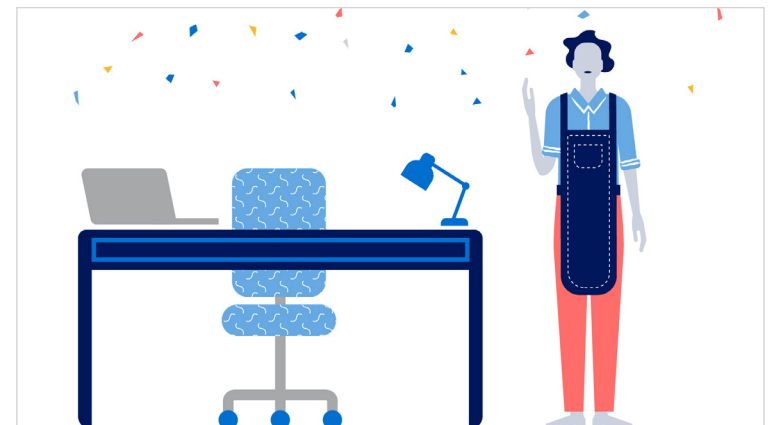
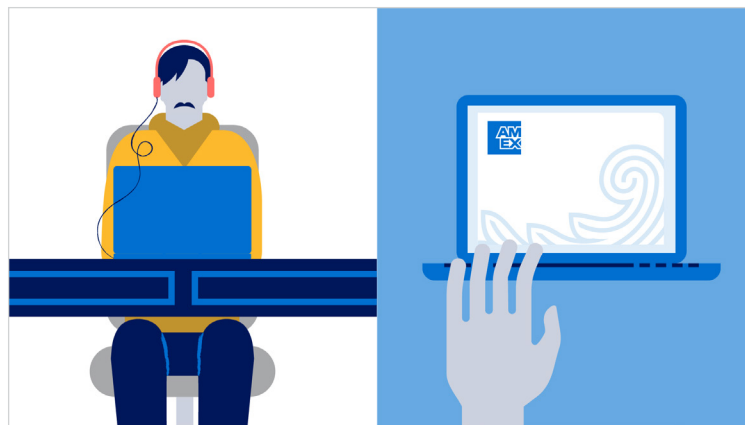
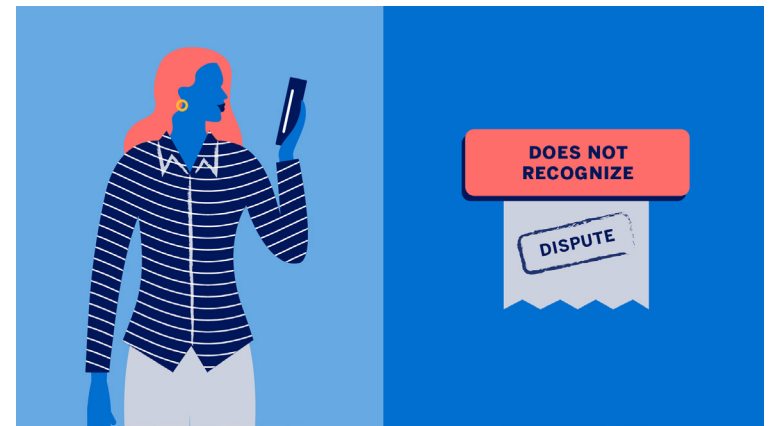
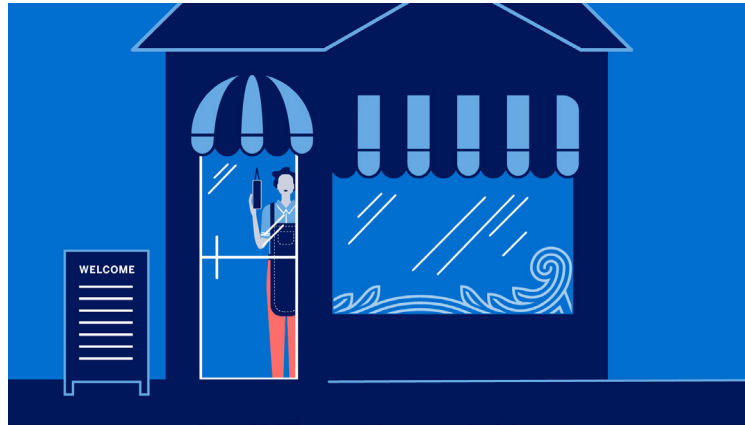
Work completed at Funnelbox alongside an agency partner and animator

WATCH VIDEOS:

DISPUTES OVERVIEW

COMMON DISPUTES

DISPUTES PROCESS



Comcast
Infographic

Comcast was partnering with 3Degrees to support two large facilities on the East Coast with 100% renewable energy and needed a visual to accompany their press release. I designed an infographic with 3D illustrations of their two buildings to help detail what the project entailed.

Work completed at 3Degrees alongside marketing director developing copy

Comcast Spectacor Advances its Commitment to Renewable Energy

Two of its primary facilities help bring Comcast Spectacor facilities to 100% renewable electricity

1 VIRTUA CENTER FLYERS SKATE ZONE
Voorhees, New Jersey

- Training facility installed onsite solar energy technology
- Comcast Spectacor will sell the renewable energy certificates (RECs) from the onsite solar and purchase national RECs to provide all Spectacor facilities with 100% renewable electricity
- Replaced a propane-powered Zamboni with an electric model

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- Replaced a propane-powered Zamboni with an electric model

With the electric Zamboni and its purchase of RECs, Comcast Spectacor is reducing its carbon footprint. The renewable electricity generation that Comcast Spectacor's REC purchase supports will avoid:

1,700+ METRIC TONS of carbon dioxide equivalent greenhouse gases annually → **370+** PASSENGER VEHICLES driven for a year

That reduction is equivalent to removing 370+ passenger vehicles driven for a year

2 WELLS FARGO CENTER
Philadelphia, Pennsylvania

Wells Fargo Center is powered by 100% wind electricity

The wind energy generated under this agreement avoids:

15,000+ METRIC TONS of carbon dioxide equivalent greenhouse gases annually → **3,300+** PASSENGER VEHICLES driven for a year

That reduction is equivalent to removing 3,300+ passenger vehicles driven for a year

These efforts are part of Comcast NBCUniversal's long-term aspirational goal of achieving **100% renewable energy**.

COMCAST NBCUNIVERSAL | SUSTAINABILITY

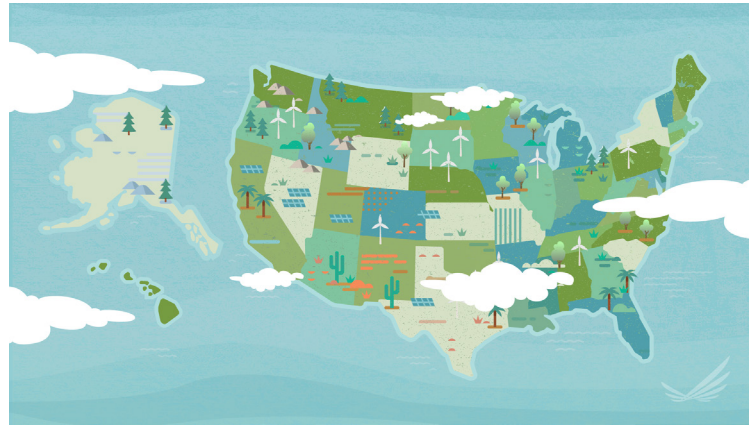
Robert Wood Johnson Foundation

Animated video

We partnered with agency Metgroup to support in delivering an animated video for the Robert Wood Johnson Foundation. The client had developed an infographic of the two bridges metaphor, but wanted to bring it to life in a full animated video. I designed and illustrated the storyboards, working with our creative director who wrote the script, and the animator.

Work completed at Funnelbox alongside creative director and animator

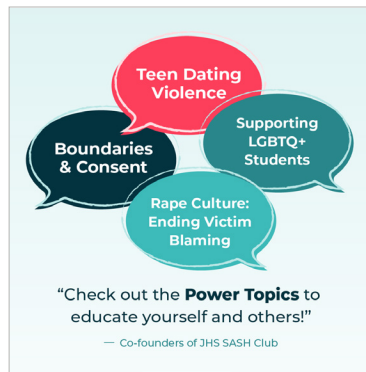
WATCH ME!



SASH Club (Students Against Sexual Harassment)
Social media graphics

SASH Club was seeking a volunteer designer to help develop some new styles for their social media graphics. I worked with them to revamp a variety of post types they could use as inspiration for ongoing series.

Work completed as a volunteer
freelancer



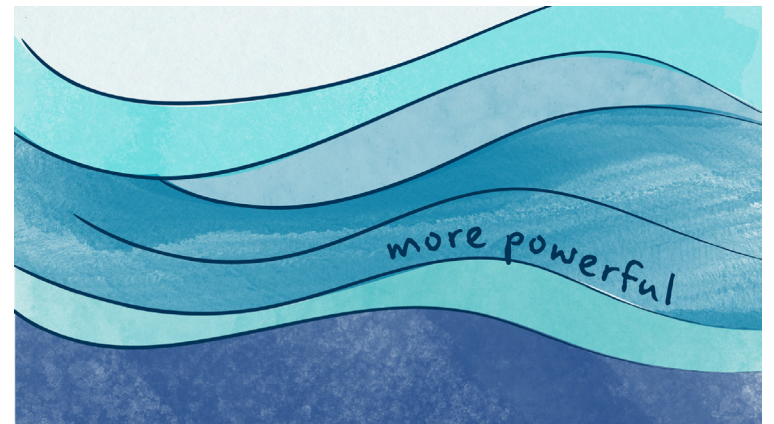
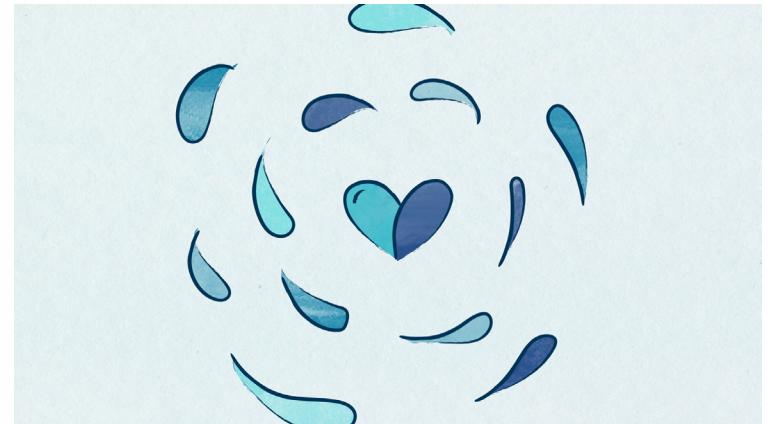
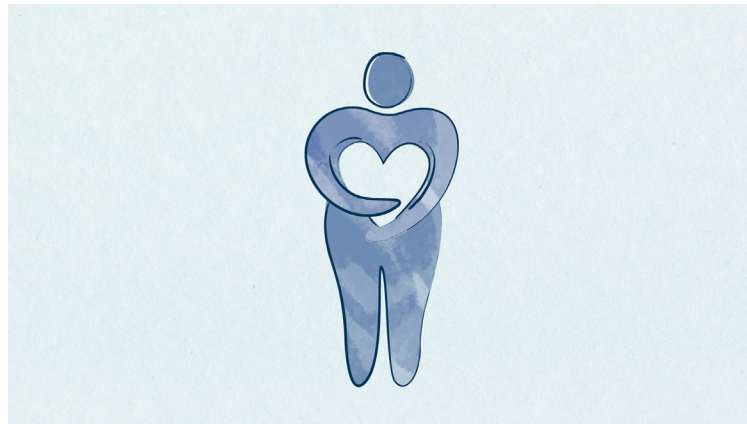
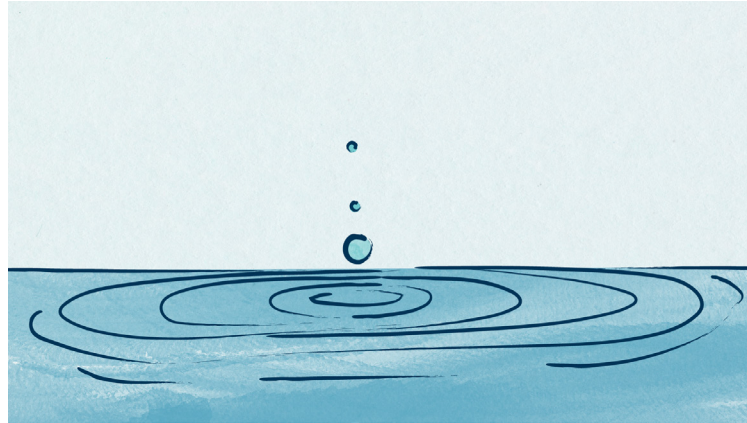
LoveBottle

Animated video

As part of a newsletter interview series, I created illustrated storyboards to accompany the voiceover of the video. Inspired by water, I developed watercolor textures in Procreate and worked with an animator to bring them to life.

Work completed at Funnelbox alongside creative director and animator

WATCH ME!



Funnelbox
Brand and website refresh

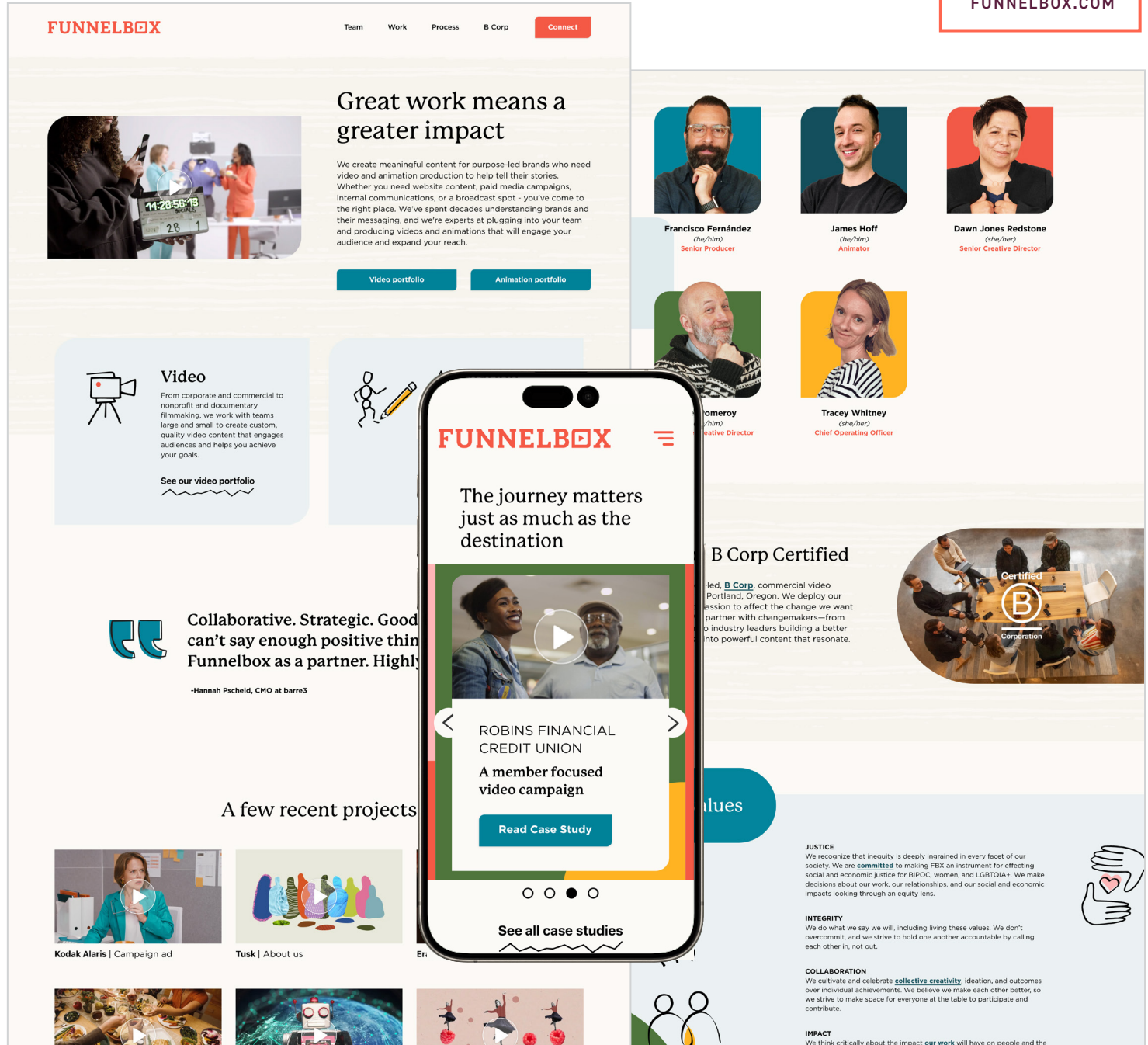
As part of the team, I was able to facilitate a brand personality workshop and design a refreshed logo and re-designed website to help better align the brand visuals with the company.

(This was the old site)

Work completed at Funnelbox with team collaboration and in partnership with a web developer

BEFORE
FUNNELBOX
VIDEO + ANIMATION THAT MATTERS

AFTER
FUNNELBOX
VIDEO + ANIMATION THAT MATTERS



FUNNELBOX.COM

Ruby Demo videos

Ruby Virtual Receptionists was in need of a video series to help demonstrate their service and expertise. I developed the art direction and designed the storyboards for the series, finding a way to show the phone conversations on screen without footage, and creating interactive ways for the narrator to take control while explaining features.

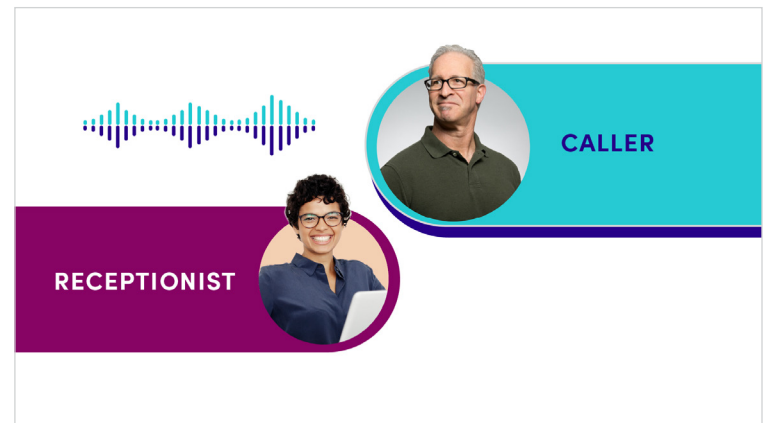
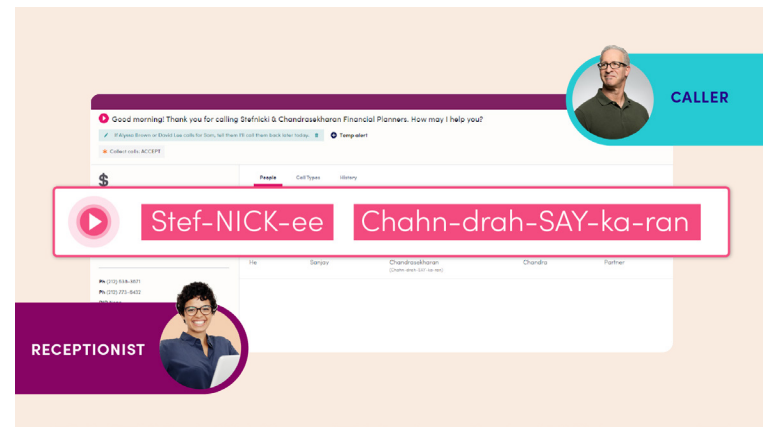
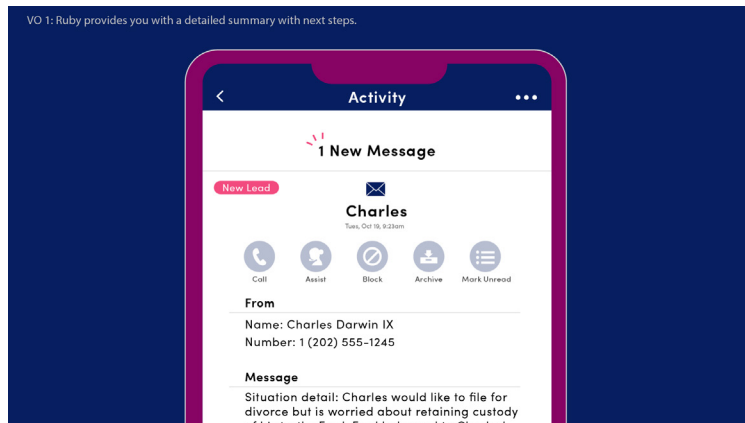
Work completed at Funnelbox alongside creative director and animator

WATCH VIDEOS:

DEMO 1

DEMO 2

DEMO 3



Hoyt Arboretum Gift shop merchandise

Hoyt Arboretum wanted to develop some new collectible tree-themed stickers, as well as items to commemorate a well-known hiking trail in Portland, OR. I developed custom illustrations based on photos and tours of the park.

*Work completed as a freelancer,
including production facilitation*



WeddingDay Magazine

Cover photoshoot art direction and publication layout & design

I designed three quarterly publications cover-to-cover, complete with layout, ad design, and photoshoot direction. I also reviewed proofs and worked directly with the printer ensuring quality standards were met.

Work completed at Monkeyhouse Marketing with photographers, writers, and managing editor.

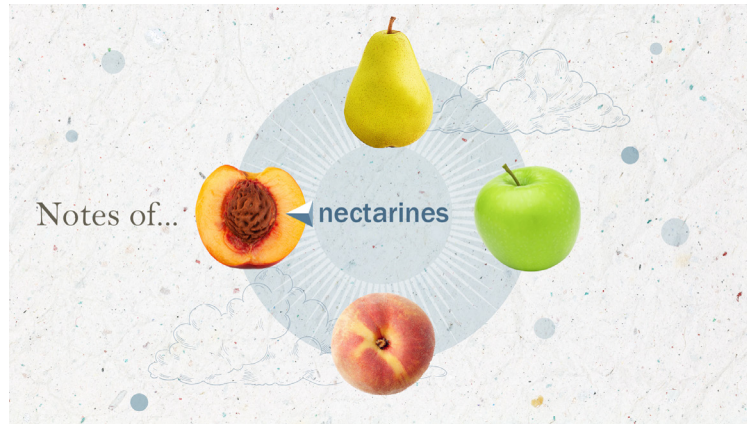


Sokol Blosser Winery
Animated video

Sokol Blosser Winery was seeking a video to promote their sparkling wine collection. They had only a little footage available, so I designed collage-style storyboards of the wine and tasting note elements to go with minimal copy.

Work completed at Funnelbox alongside creative director writing the copy and animator

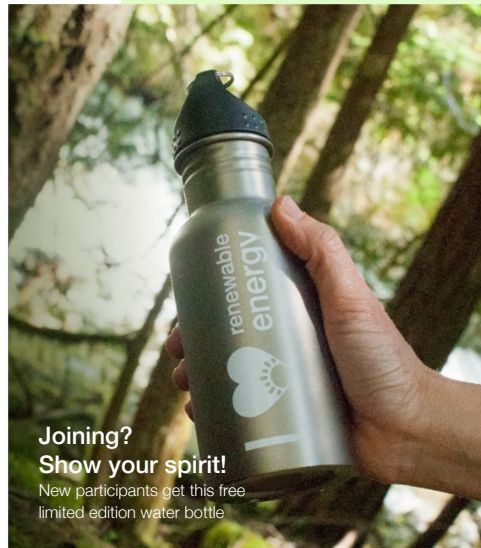
WATCH ME!



Puget Sound Energy
Direct mail

Direct mail layout and design targeted to utility customers to enroll in a renewable energy program.

Work completed at 3Degrees alongside marketing director



Yes! I want to support renewable energy!

[CustomerName]
[StreetAddress]
[City], [State] [Zip]



100% match (Varies monthly based on your home's electricity usage; \$2 = 200 kWh of renewable energy. For the average PSE home it will cost about \$10 more per month.)
OR match a portion of your monthly energy usage:
 \$1 per month (minimum) \$10 per month
 \$6 per month Other \$_____ (\$4 minimum + any increment of \$2 per month)
 \$8 per month

Daytime telephone number (used only to confirm your information) _____ I don't want a water bottle

_____ Send program news via email

There is no contact, you can cancel at any time.

Email _____

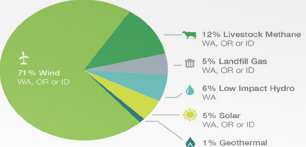



Dear Neighbor,

These days climate change is on every mind. It's a big challenge. But the good news is that we can tackle it from all sides. Drive less, shop with reusable bags and recycle. Even the electricity we use everyday provides a way to help solve this problem and rise to the occasion.

The smart, clean choice

PSE Green Power is a way for you—homeowner or renter—to choose clean, renewable energy with nothing to install or maintain. This electricity is made right here in the Pacific Northwest using power generating resources readily available in our own backyard. We're talking about sunshine, cool breezes, low-impact hydro and even stinky methane gathered at dairy farms and landfills.



- 12% Livestock Methane WA, OR or ID
- 5% Landfill Gas WA, OR or ID
- 6% Low Impact Hydro WA
- 5% Solar WA, OR or ID
- 1% Geothermal OR or ID


The resources used to make PSE Green Power will not run out and have dramatically lower pollution rates than fossil fuels. For 2017 Green Power is made up of:

A powerful choice for just pennies a day

Participation starts at just \$4 more per month. We also have a 100 percent option if you want to match all of your usage—for the average home using 1,000 kWh each month, it would be about \$10 more.

The extra cost is added to your bill and the clean energy is added to the power grid on your behalf. It's as simple as that.


Your house without



Annual electricity emissions:
12,420¹ lbs of CO₂e

\$92.95 / month**

Your house with




Annual electricity emissions:
2,31¹ lbs of CO₂e

\$102.95 / month**

*Carbon footprint based on the difference between the PSE Green Power mix and Year 2015 PSE fuel mix. Green-e Energy does not certify or verify carbon emissions claims or methodologies for calculating emissions related to biomass. **Based on the average PSE customer usage of 1,000 kWh/mo.




Green Power resources come from the Pacific Northwest




Resource type:
■ Low Impact Hydro
■ Wind
■ Landfill Gas
■ Livestock Methane
■ Solar

Map based on 2016 historic data. Find out more about specific projects at pse.com/greenpower

There couldn't be an easier way to:

-  Lower your carbon footprint
-  Support independent renewable energy makers
-  Take a stand against climate change

Fill out and return this card to **enroll today**



PSE Green Power is Green-e Energy certified, and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. Learn more at green-e.org.

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 58

POSTAGE WILL BE PAID BY ADDRESSEE

PUGET SOUND ENERGY
GREEN POWER EST-10E
PO BOX 97034
BELLEVUE WA 98009-9734

Cisco
Employee internal campaign

In an effort to reduce energy waste, Cisco wanted to promote an annual employee campaign reminding employees to shut down equipment over the holidays. I designed digital signage, digital badge, flyers and signage concepts for their promotion efforts. I developed playful illustrations of robots (machines) being sleepy to help the materials stand out.

Work completed at 3Degrees with marketing manager



Are you ready for the Annual Shutdown?

We saved \$600,000 in electricity costs globally during last year's shutdown

Search FY17 Annual Shutdown in Jive to learn more >>>

#CiscoShutdown

Powering down matters

During last year's shutdown, we reduced our carbon emissions by 2,900 tons - that's equivalent to planting 69,663 trees

Search FY17 Annual Shutdown in Jive to learn more >>>

#CiscoShutdown

Shut down and save the planet

During last year's shutdown, we reduced our carbon emissions by 2,900 tons - that's equivalent to taking 613 cars off the road

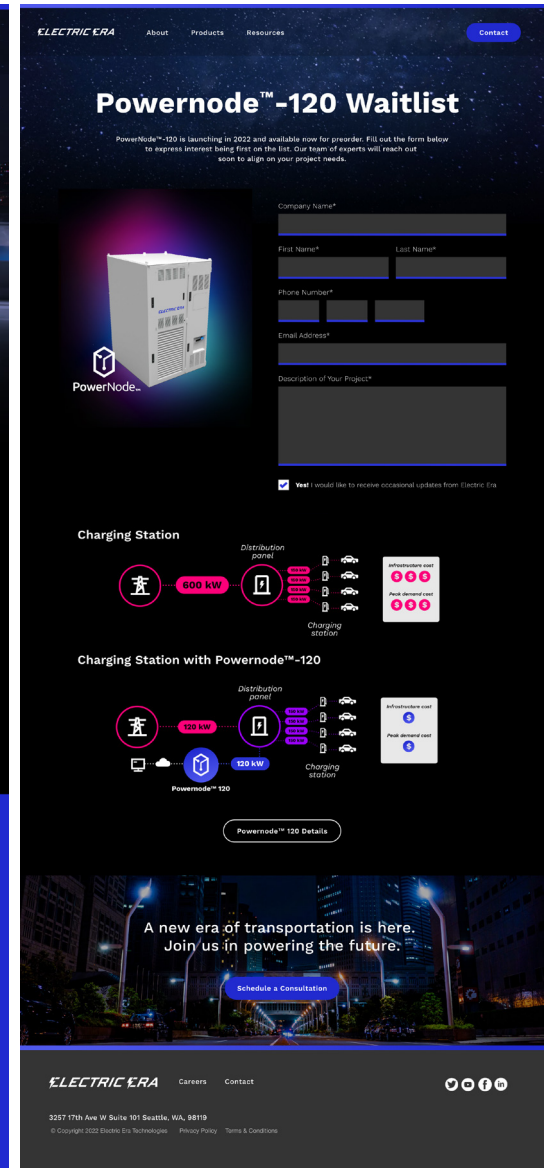
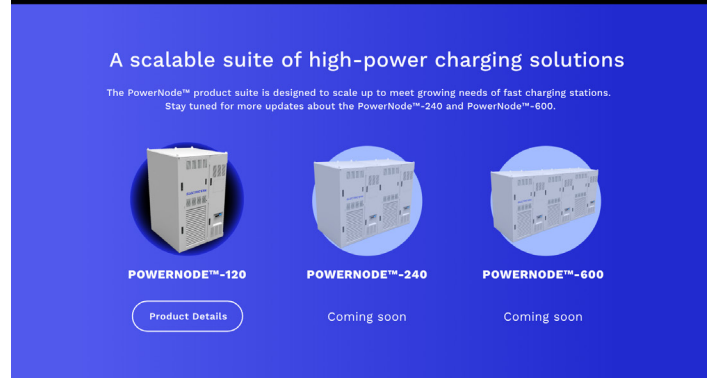
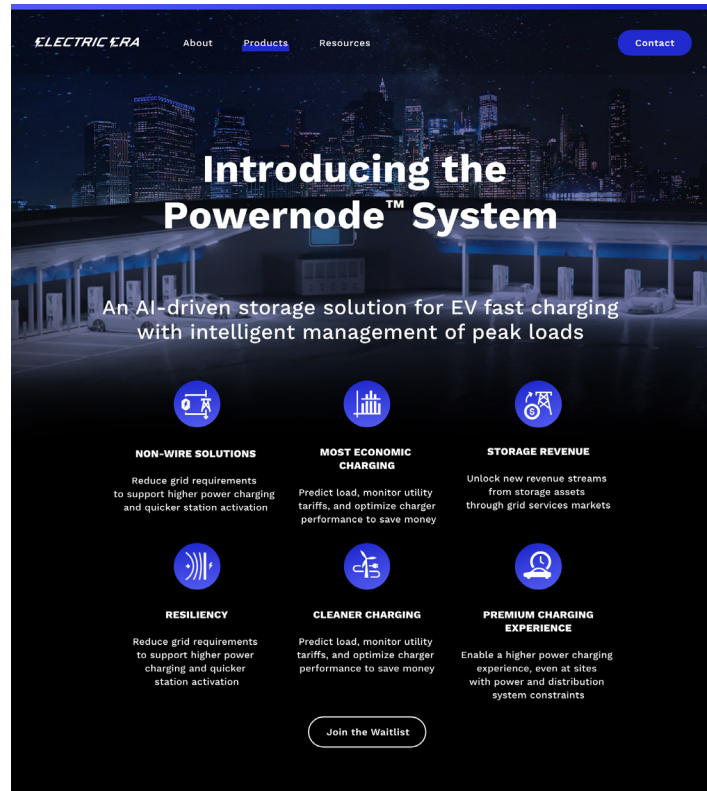
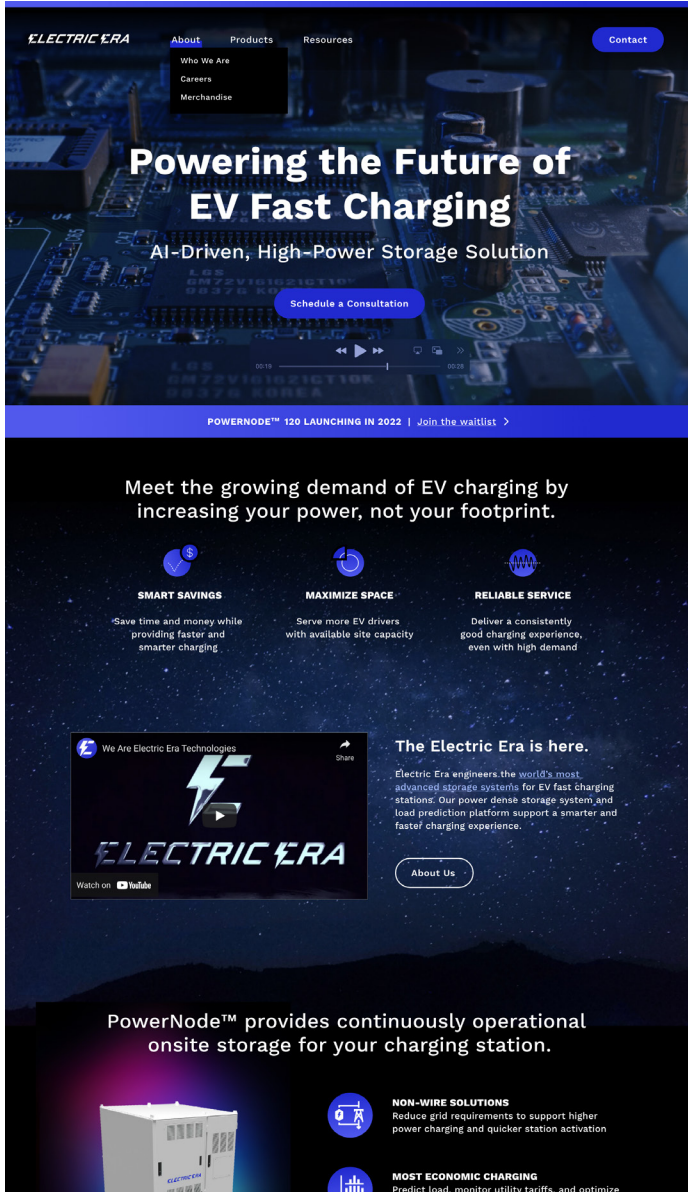
Search FY17 Annual Shutdown in Jive to learn more >>>

#CiscoShutdown

Electric Era
Website design

Electric Era was in need of an updated website. I wireframed and then designed the site, including photoshopped imagery, iconography, and infographics, working within the constraints of the Squarespace platform alongside a developer.

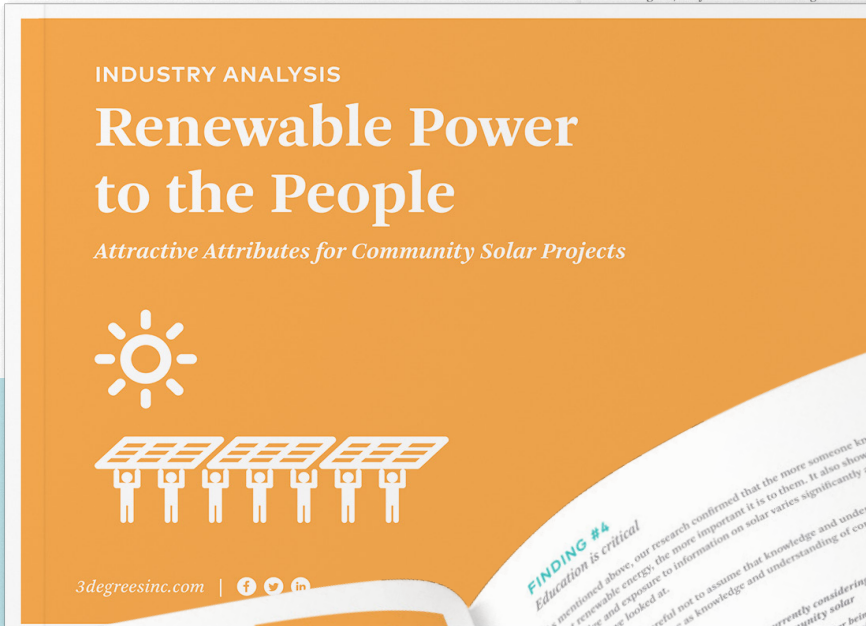
Work completed as a freelancer along with a developer building on Squarespace



Community Solar Industry Analysis Whitepaper

I created thought leadership downloadable assets at 3Degrees, such as this one related to Community Solar Projects. I was responsible for layout and design, including development of infographics.

Work completed at 3Degrees alongside marketing manager developing copy



FINDING #3 Not all savings are created equal

Although signing incentives have a lower value to the customer than short contract lengths, they can still have a significant impact on participation. The research shows that signing incentives can increase participation by 10.5%. And signing incentives can move certain



People tend to place greater value on near-term rewards as compared to rewards in the future.

If their utility bill they wanted covered, the larger the savings. But it is not that much better. In fact, only 100% of the bill covered only more than 1%.

having a higher portion of your bill covered, the larger the savings. But from a human perspective, economists have proven again that people prefer near-term rewards as compared to long-term rewards. This should be considered when designing incentives for consumers (who theoretically act in their own best interest).



Because people don't sign long-term contracts for products they don't understand, education is critical.



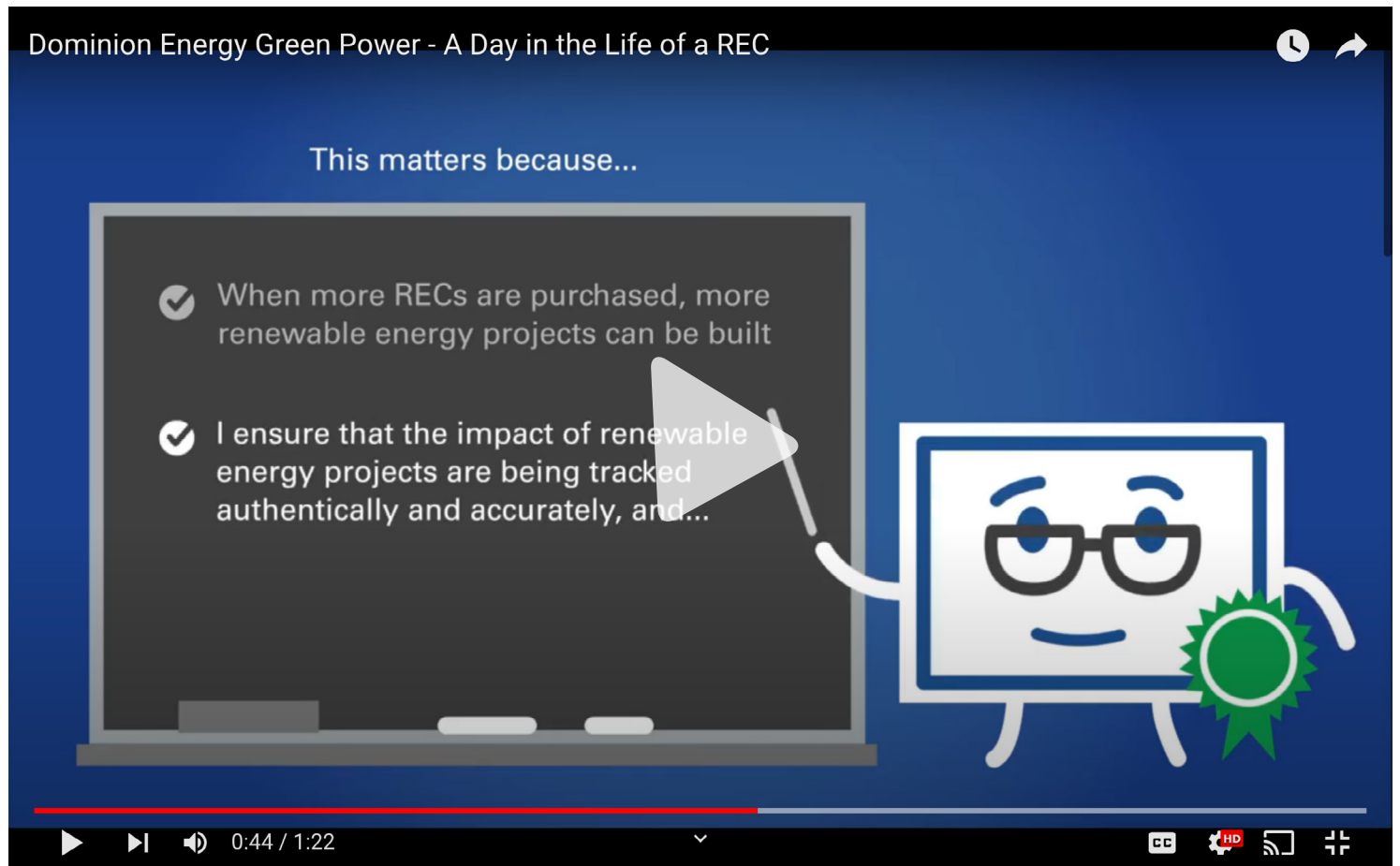
Day in the Life of a REC

Animated video

I designed and animated a video to help explain what a renewable energy credit was for Dominion Energy's Green Power program.

Work completed at 3Degrees alongside marketing manager developing copy

WATCH ME!



Art Beat

Billboard and poster

CONTEST WINNER

During college, I entered a design contest to develop the event poster/billboard for an annual art festival in my city and my design was chosen.

*Work completed as a freelancer/
contest entrant*



Send More Love

Brand and product design (stationery and stickers)

I created Send More Love during COVID and have kept it running ever since. It's a playground for me to create cute designs in the form of stationery and stickers and share my love of snail mail. I work with production partners to produce my designs, and manage the shop on Etsy.

Work completed for myself

