

Design Portfolio

April Miller

I'm April Miller, a DMV based graphic designer with over 20 years of experience across a range of industries. My specialties are graphic design, art direction, branding, creative strategy, web design, motion graphics, and social media.

Full Design Portfolio and project details can be found online at:
aprilmillerdesign.com/portfolio

Info

April Miller Portfolio
Graphic Design
2024

Contact

millera@gmail.com
804-982-7906

I build meaningful
design solutions with
purpose & value.

Areas of Expertise

GRAPHIC DESIGN

This is my passion, from print to digital collateral, I've crafted innovative design solutions for over 20 years. My expertise, paired with the unique ability to communicate a clients vision, makes me the perfect candidate for all of your design needs.

Print Media/Brochures
Digital Ads
Editorial Design
Creative & Art Direction
Content Strategy
Content Creation

IDENTITY & BRANDING

Using research and study of current trends, I create original brands that ensure my clients representation stands out from the competition. Whether it's designing an impactful logo, website, or other brand assets, I help clients carve out a distinct style and increase their brand recognition within the market.

Brand Strategy & Positioning
Logo & Visual Identity
Brand Audit/Refresh
Copy writing
Photography Direction

SOCIAL MEDIA

In today's world the influence of social media in constantly increasing. Recognizing this as a priority, I offer an innovative approach to all social media elements. I maximize the use of all social platforms to establish brand awareness, improve sales and increase website viewership.

Research and Insights
Audit & Planning
Art Direction
Content Creation
Template Design
Animated GIFs
Video Editing

WEB DESIGN

For over a decade, I've created and launched a variety of websites. From concept development to implementation, I managed all aspects of web projects including image selection, page layouts, navigation as well as regular maintenance and updates.

Website Design & Development
Wireframes & Prototypes
App Design
Motion Graphics & Video

Skills

ADOBE CREATIVE SUITE

Adobe Creative Suite
Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Adobe After Effects
Adobe Dreamweaver
Adobe Acrobat
Adobe Premiere
Adobe Media Encoder

MICROSOFT OFFICE

Microsoft Word
Microsoft Excel
Microsoft PowerPoint
Microsoft OneNote
Microsoft Outlook
Microsoft Teams

SOCIAL MEDIA

FaceBook
Instagram
YouTube
LinkedIn
Canva

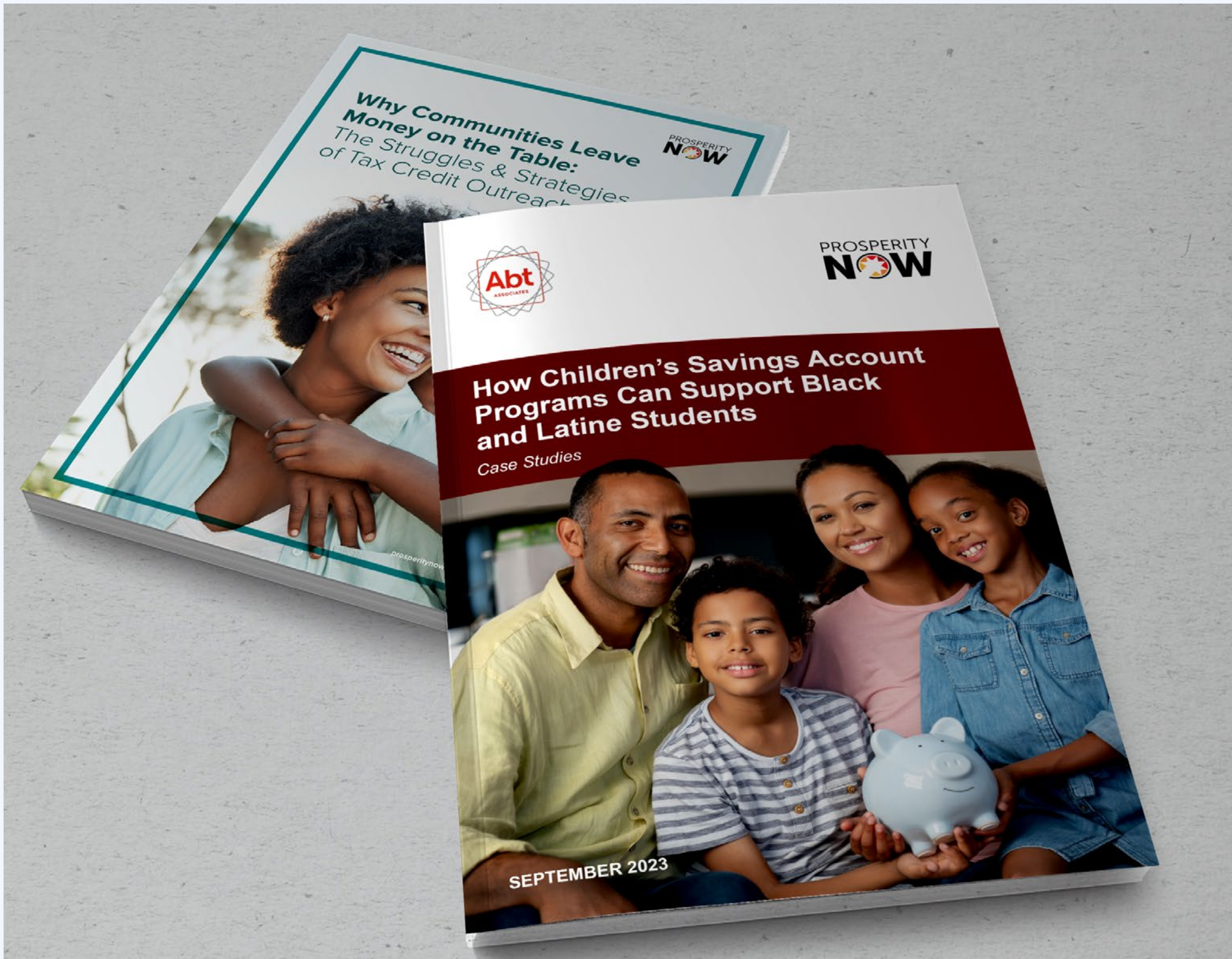
Selected Work

01 Publication Design

Prosperity Now Reports & Briefs

During my time at Prosperity Now as Senior Graphic Designer, I worked on over 24 publications that were published to Prosperity's resource library online. I worked with departments such as: Policy, Applied Research, Network Building and Communications. Many of the layouts include custom infographics, curated photography, iconography, charts and tables.

Client: Prosperity Now
Industry: Non-profit
Project Type: Print + Digital Resources





02

Advocacy Campaign

Camp Prosperity

Camp Prosperity is a three-part virtual learning series designed for local advocates, service providers, and practitioners who are passionate about advocating for stronger financial security in the communities they serve. I designed the custom graphics and illustrations for these webinars, which included: hero graphic, email banner and three sets of social media graphics for each week of the series.



Client: Prosperity Now
Industry: Non-profit
Project Type: Webinar & Social Media Resources

JOIN US FOR

CAMP PROSPERITY '23

CHANGING THE TIDES OF ADVOCACY

Turning Insights Into Action:
Data-Driven Policy Solutions



Courtney Battle
DIRECTOR, STRATEGIC
PARTNERSHIPS & MEMBERSHIP
HOUSING ASSOCIATION OF
NONPROFIT DEVELOPERS (HAND)



Tonantzin Carmona
DAVID M. RUBENSTEIN FELLOW
BROOKINGS METRO



Jackson Voss
CLIMATE POLICY COORDINATOR
ALLIANCE FOR
AFFORDABLE ENERGY

 **DATE: JULY 18**

 **TIME: 2:00 – 3:30PM**

PROSPERITY**NOW**

  9.5k

15k Comments

 Like  Comment  Share

PROSPERITY
NOW

JOIN US FOR

CAMP PROSPERITY '23

CHANGING THE TIDES OF ADVOCACY

JULY 18	Turning Insights Into Action: Data-Driven Policy Solutions
JULY 25	Breaking Through the Noise: Strategies to Amplify Voices in Advocacy
AUGUST 1	Redefining Your Role as an Advocate: Owning Imposter Syndrome

 **TIME: 2:00 – 3:30PM**

  9.5k

15k Comments

 Like  Comment  Share

JOIN US FOR

CAMP PROSPERITY '23

CHANGING THE TIDES OF ADVOCACY

Breaking Through the Noise:
Strategies to Amplify Voices in Advocacy



Vanna Cure
ASSOCIATE DIRECTOR, ADVOCACY
PROSPERITY NOW



Kelli Garcia
DIRECTOR OF POLICY
NATIONAL INSTITUTE FOR
REPRODUCTIVE HEALTH



Sara Miller
SENIOR POLICY ANALYST
HOPE POLICY INSTITUTE



Don Owens
VICE PRESIDENT,
COMMUNICATIONS & COMMUNITY
PROSPERITY NOW

 **DATE: JULY 25**

 **TIME: 2:00 – 3:30PM**

PROSPERITY**NOW**

  9.5k

15k Comments

 Like  Comment  Share

JOIN US FOR

CAMP PROSPERITY '23

CHANGING THE TIDES OF ADVOCACY

In the spirit of the summer camps of our youth, this year's Camp Prosperity sets sail as an opportunity to sharpen your advocacy skills and become a more effective champion for your community.

Camp Prosperity is a three-part virtual learning series designed for local advocates, service providers, and practitioners who are passionate about advocating for stronger financial security in the communities they serve. At Prosperity Now, we firmly believe that anyone can become a powerful advocate for change. If you missed this year's camp, we have each sessions' recording and presentation here.

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PROSPERITY**NOW**

03 Annual Report

Prosperity Now

Client: Prosperity Now
Industry: Nonprofit
Project Type: Digital / Online Report



04

Social Media Graphics

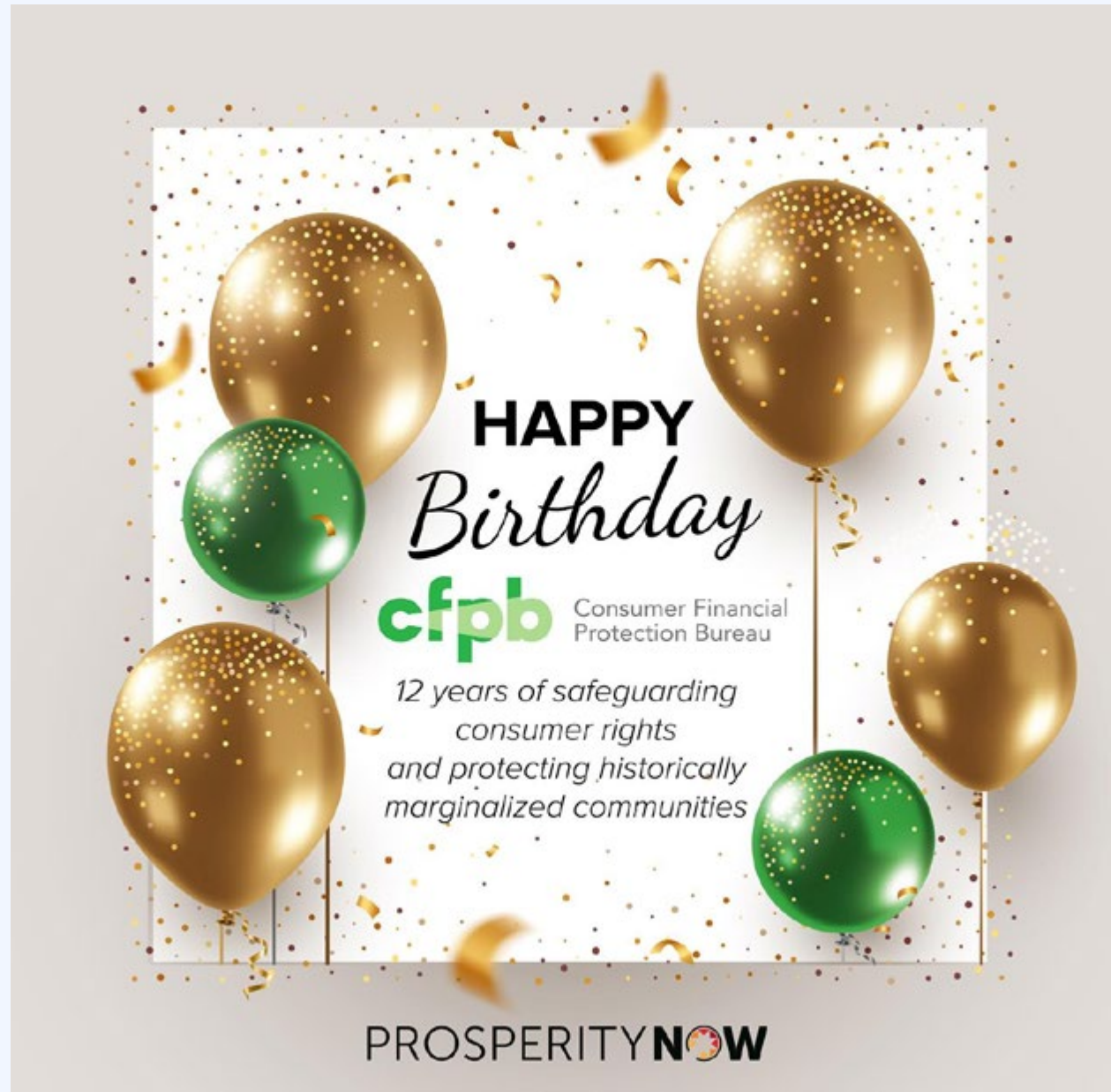
Prosperity Now

Client: Prosperity Now

Industry: Nonprofit

Project Type: Social Media Banners & Posts





REGISTER TODAY

Learn and Grow Webinar Series:

Strengthening Black and BIPOC Entrepreneurship Serving CDFIs

May 3 Leveraging Capital for Community Impact: Overcoming Financial Constraints in CDFIs
2:00 pm – 3:30 pm EDT

May 8 Understanding the Ecosystem: Strategies for Long-Term Financial and Programmatic Planning for CDFIs
2:00 pm – 3:30 pm EDT

May 17 Data-Driven Strategies for BIPOC CDFIs: Overcoming Challenges and Maximizing Impact
2:30 pm – 4:30 pm EDT

PROSPERITYNOW prosperitynow.org/events

An illustration of a green money tree with gold dollar signs as leaves. Three people are shown: one sitting on a branch, one standing next to a ladder leaning against the tree, and one standing at the base of the tree. The background is a bright yellow-orange gradient.

#ForEveryKidsFuture

RSVP TODAY

FOR EVERY KID'S FUTURE: INVESTING TODAY IN BABY BONDS

TUESDAY, JUNE 13, 2023

9:00-11:00 AM EST

**U.S. CAPITOL VISITOR CENTER, SVC 202-203
CAPITOL HILL | WASHINGTON, DC**

KEYNOTE SPEAKER
SENATOR CORY BOOKER (D-NJ)

prosperitynow.org/baby-bonds | [@ProsperityNow](https://twitter.com/ProsperityNow)

A circular portrait of Senator Cory Booker, a Black man with a beard, wearing a suit and tie.

PROSPERITYNOW

Webinars

Building High-Impact Nonprofits of Color:

AN OPEN TRAINING SERIES

Sessions

DAY 1 Effective Communication Strategies Rooted in Equity
Tuesday, September 12

DAY 2 Intentional Board Development and Management
Wednesday, September 20

DAY 3 How to Cultivate and Grow Fundraising Strategies
Tuesday, September 26

DAY 4 How to Map out a Strategic Vision
Wednesday, October 11

TIME: 10:00 AM - 12:00 PM ET

A photograph of a diverse group of four people (three men and one woman) smiling and looking towards the camera. They are dressed in professional attire.

Minneapolis, MN

SAVE THE DATE

BUILDING PATHWAYS FOR
BLACK, INDIGENOUS, LATINE,
& AANHPI MINNESOTANS
TO OWN HOMES

Wednesday, May 31, 2023 • 1:00 – 5:00 PM

PROSPERITYNOW Global Asset Management
Wealth Management

A photograph of a family of four (a man, a woman, and two young girls) smiling and holding a set of keys. They are standing in front of a house.

05 Spark

Employee Magazine

Spark is a quarterly employee magazine that celebrates the Stantec brand, culture and accomplishments. I collaborated with the executive leadership team on relevant topics related to Stantec's strategic plan and core values. Spark was launched quarterly in email format from Stantec's President/CEO to staff. I provided print copies and circulated the publication to offices across the US & Canada.

Client: Stantec
Industry: Corporate
Project Type: Magazine Layout + Infographics





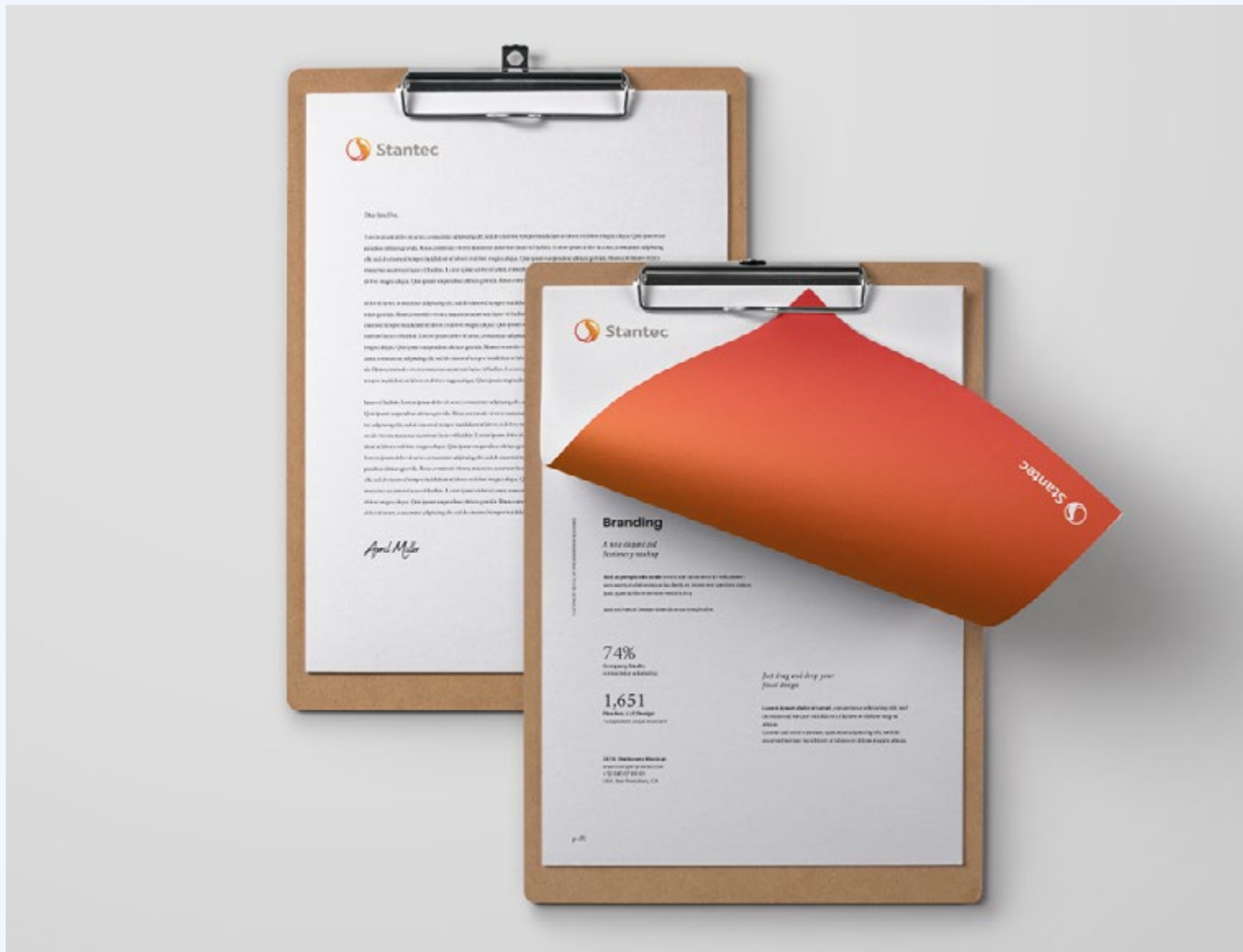




06 Stantec Identity

For this project I worked in conjunction with Stantec's corporate team of designers to develop Stantec's visual brand identity. We established brand identity guidelines which showed the components of Stantec's visual identity and how they come together to create the distinctive look and feel of Stantec. This was distributed to over 13,000 employees to use as the basis for all design projects. The document also outlines the color palette, logo guidelines, imagery do's and don'ts and iconography. Other elements designed included promotional products, mug, stickers, letterhead and notecards, etc.

Client: Stantec
Industry: Corporate
Project Type: Branding / Identity, Print + Digital



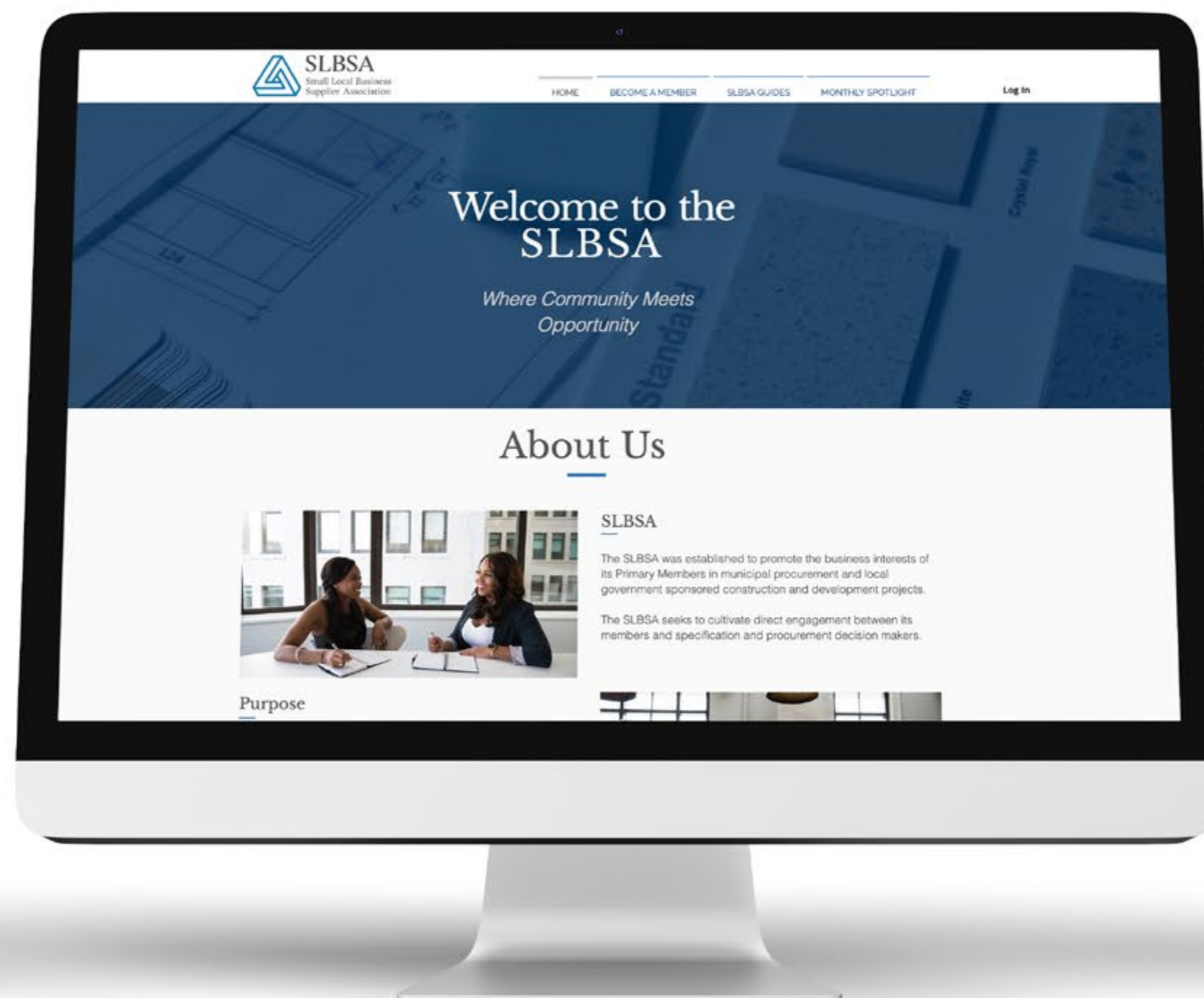
07 SLBSA

Logo & Brand Identity Design + Website

The SLBSA originated to foster direct engagement between small local business members with specification and procurement decision makers. I was brought on board to design and produce all branding/identity materials for the company. This included logo design, branding guidelines, promotional materials, brochures, letterhead, business cards and their website.

Client: Small Local Business Supplier Assoc.
Industry: Small Business
Project Type: Print + Web







08 Annual Report

Internal Company Report

For this project I collaborated with Stantec’s corporate team in Edmonton, Alberta to showcase the company’s annual successes, reached goals and growth. Specifically, our team was committed to presenting the data in a visually appealing way through the use of infographics paired with clean, minimal layouts and bold project photography.

Client: Stantec
Industry: Corporate
Project Type: Print + Digital Report & Infographics

09

Education Sector Graphics

Trade-show & Sector Materials

For this project I joined forces with Stantec's corporate Higher Education team to develop sector materials for showcasing the vast portfolio of buildings and interiors Stantec has designed. The goal was to showcase many of the mixed-use spaces that students could utilize throughout their college career. These sector materials were used at trade-shows and conferences, as well as for project examples for proposal submissions in the pursuit of new clients.

Client: Stantec
Industry: Education
Project Type: Architectural Practice Sector Materials



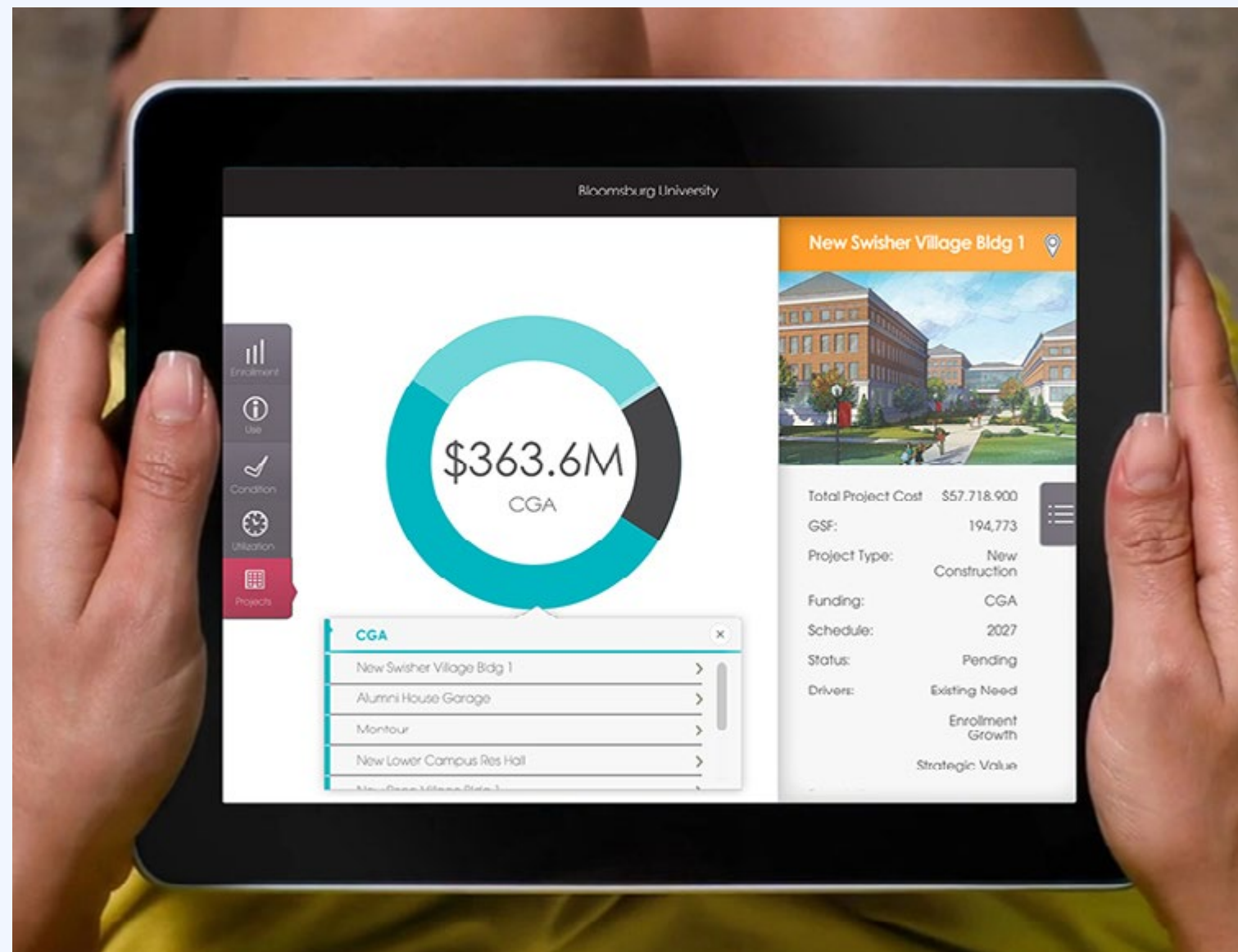
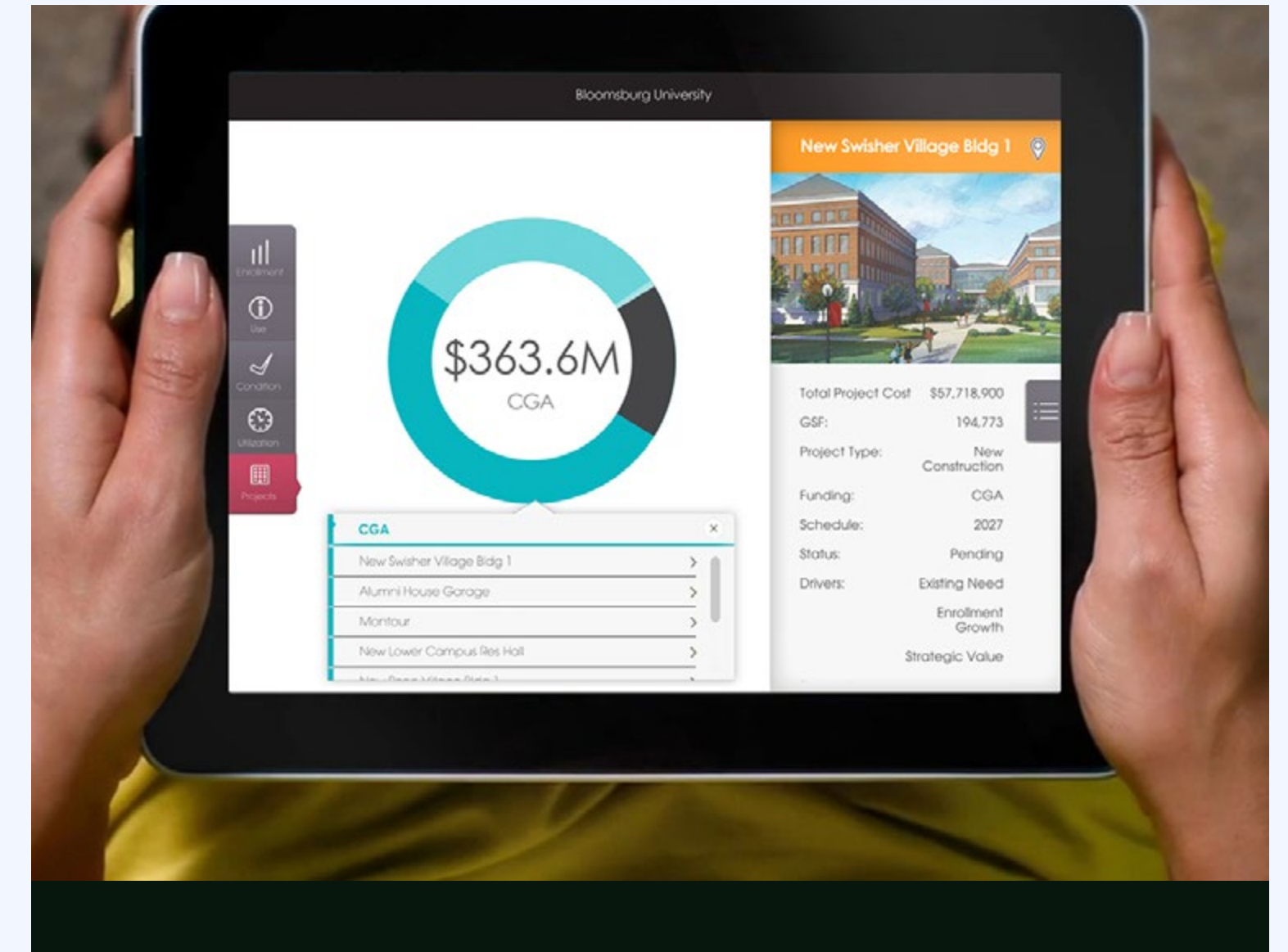


10 Bloomsburg University

Campus Master Plan & App Design

I teamed up with the Campus Planning group, based in Pittsburgh, PA to develop the App design and Campus Master Plan for Bloomsburg University. As the dedicated Lead Graphic Designer for this project, I created all visual components including infographics, icons, color standards and layouts. The final Campus Master Plan, App Design and Promo Video were all delivered ahead of schedule with the highest quality standards for our client.

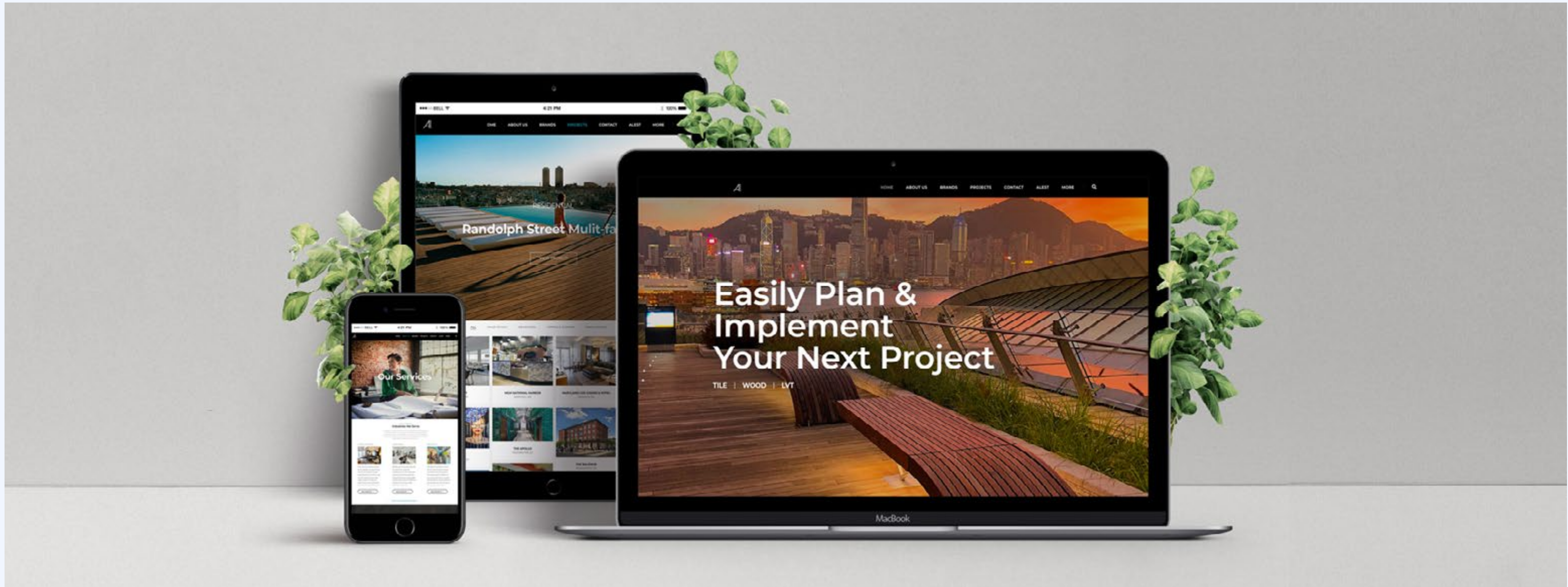
Client: Bloomsburg University
Industry: Education
Project Type: Print + App Design



Color Standards & Icons



As the Graphic Designer of the Campus Master Plan cohort, I constructed a five point color rating scale to denote buildings status and characteristics. The Building Condition Key graphic shows this scale on each factoring category icon which also ties in with the corresponding site plans. My objective was to provide a clear and concise representation of the integrity of campus building conditions.

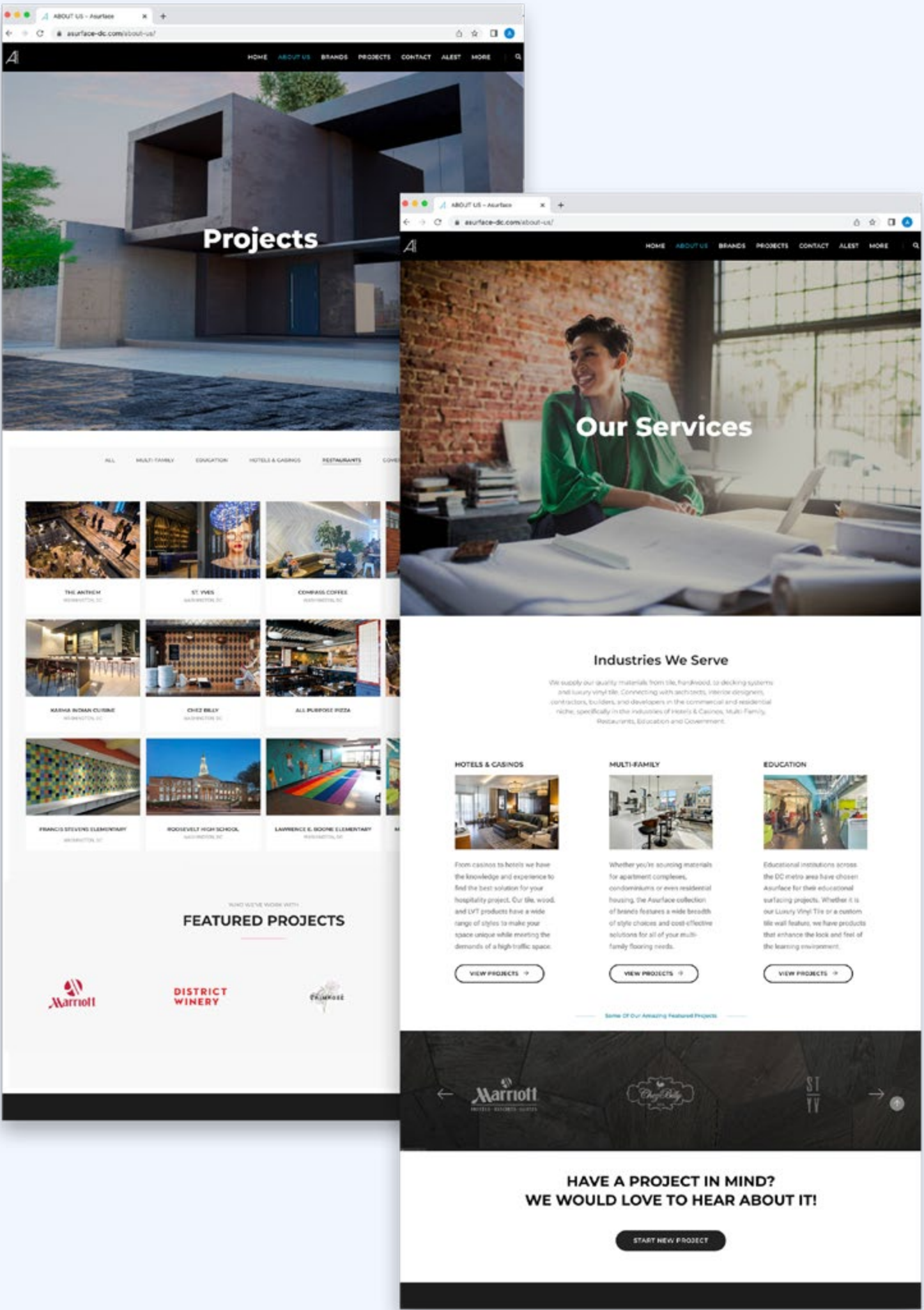


11 Asurface Website

Website Design & Implementation

As the Project Manager and Designer for this website re-brand, I created all new aesthetics, updated project photography, authored new employee profiles and revised all web copy throughout the site. I completed both front and back-end work on this web project, from initial wire frame plans to final coding of the website.

Client: Asurface
Industry: Small Business/Interior Design
Project Type: Website / Copywriting



12

Cool Commute

Poster Design

This poster design was fashioned to encourage staff members to shift to less carbon-intensive forms of travel. The intent was to challenge employees such as Hybrid workers, to commute to the office by traveling on foot or cycling. Posters were distributed company wide across the US and Canada. I incorporated all of the new iconography from the recent re-brand initiative to make the larger typography forming the words, PEDAL, LACE, CATCH.



Client: Stantec
Industry: Corporate
Project Type: Poster Design



13

Movement Conference

Merchandise and Promotional Materials/Signage

As lead designer I created all conference collateral including: member handbook, tote bag, name badges and lanyards, singage, stickers, conference merchandise, sweatshirts/tee shirts etc. and staff apparel. As project manager I led the team with all aspects of production from initial conceptual storyboards to mechandise delivery.

Client: Lighthouse Ministries
Industry: Ministry
Project Type: Print + Merch

