

TRACY DWYER

Graphic Designer
tracylyndwyer@yahoo.com
518.573.0535
tracydwyer.art

Portfolio

Your Story Matters & Recovery Happens Here

Project Goal:

Create an empathetic and uplifting visual identity and website to celebrate Recovery Month.

Summary:

My first task was to design a postcard and tabletop sign for the sole purpose of recruiting residents of CT to share their recovery stories that would later be the focus of the Recovery Happens Here campaign. The look and feel of 'Your Story Matters' collateral needed to provide background and clear instructions on uploading a video testimonial while also marrying with the visual branding of the Recovery Happens Here campaign. The logo, website and supporting social media graphics created a visually cohesive and easily recognizable branding.

The Celebrating Recovery Month campaign successfully engaged the community and encouraged individuals to share their recovery stories. The online platform received an overwhelming response, with a diverse range of stories submitted. Social media engagement skyrocketed, and the campaign's hashtag trended throughout September of 2023.

AGENCY:

Daydream Communications

CLIENT:

Department of Mental Health & Addiction Services, State of Connecticut

APPLIED SKILLS:

Illustration
Graphic Design
Website Design
Website Development

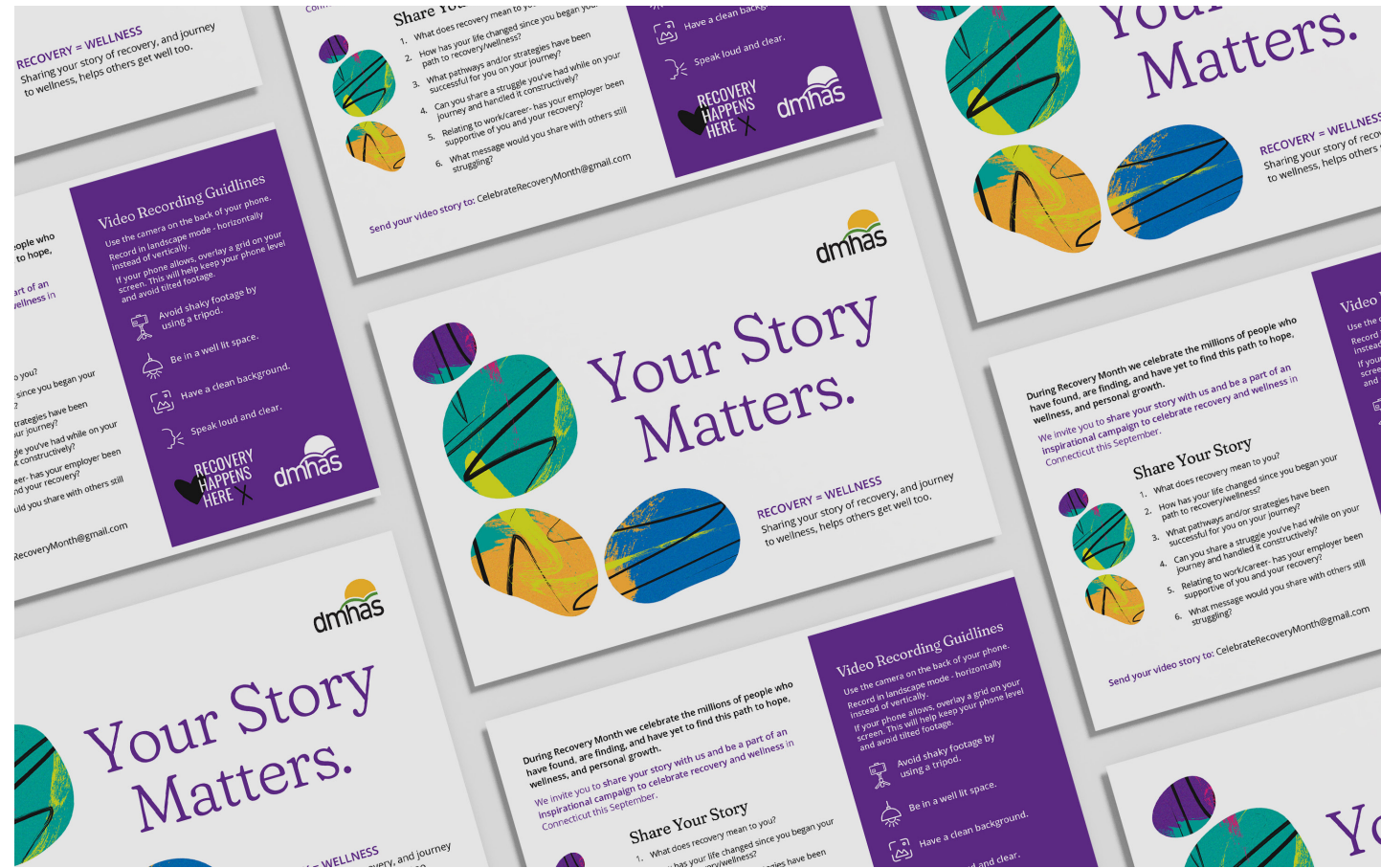
MADE WITH:

Illustrator
Indesign
WIX



View Website: www.recoveryhappensherect.org

Postcard & Logo



Campaign assets on social media





View Website: www.beeyoutifulwellness.com

Bee Youtiful Wellness

Project Goal:

Design a cheerful visual identity and website for a new metaphysical wellness company in New York's Hudson Valley.

Summary:

Bee Youtiful Wellness, LLC is a Metaphysical Wellness company located in New York's Hudson Valley. The name is a fun play on words with a special meaning for owner Brittany Desole. She offers a wide range of services including yoga, reiki, sound healing, breath work and meditation. My designs and visual identity brought her vision to life and provided the website, marketing collateral and support graphics she needed to kick-start her business.

CLIENT:

Brittany Desole

APPLIED SKILLS:

Graphic Design
Illustration
Website Design
Website Development

MADE WITH:

Illustrator
Indesign
Photoshop
WordPress



OK To Talk About It

Project Goal:

Create an friendly and approachable visual identity and website for a mental health awareness campaign.

Summary:

Ok to Talk About It is a campaign designed to break the stigma around discussing mental health. Assets for this campaign were created in both English and Spanish and included a website, OOH, digital ads, animation, social media graphics, emails, and video.

AGENCY:

Daydream Communications

CLIENT:

The Hub CT

APPLIED SKILLS:

Animation
Illustration
Graphic Design
Website Design
Website Development

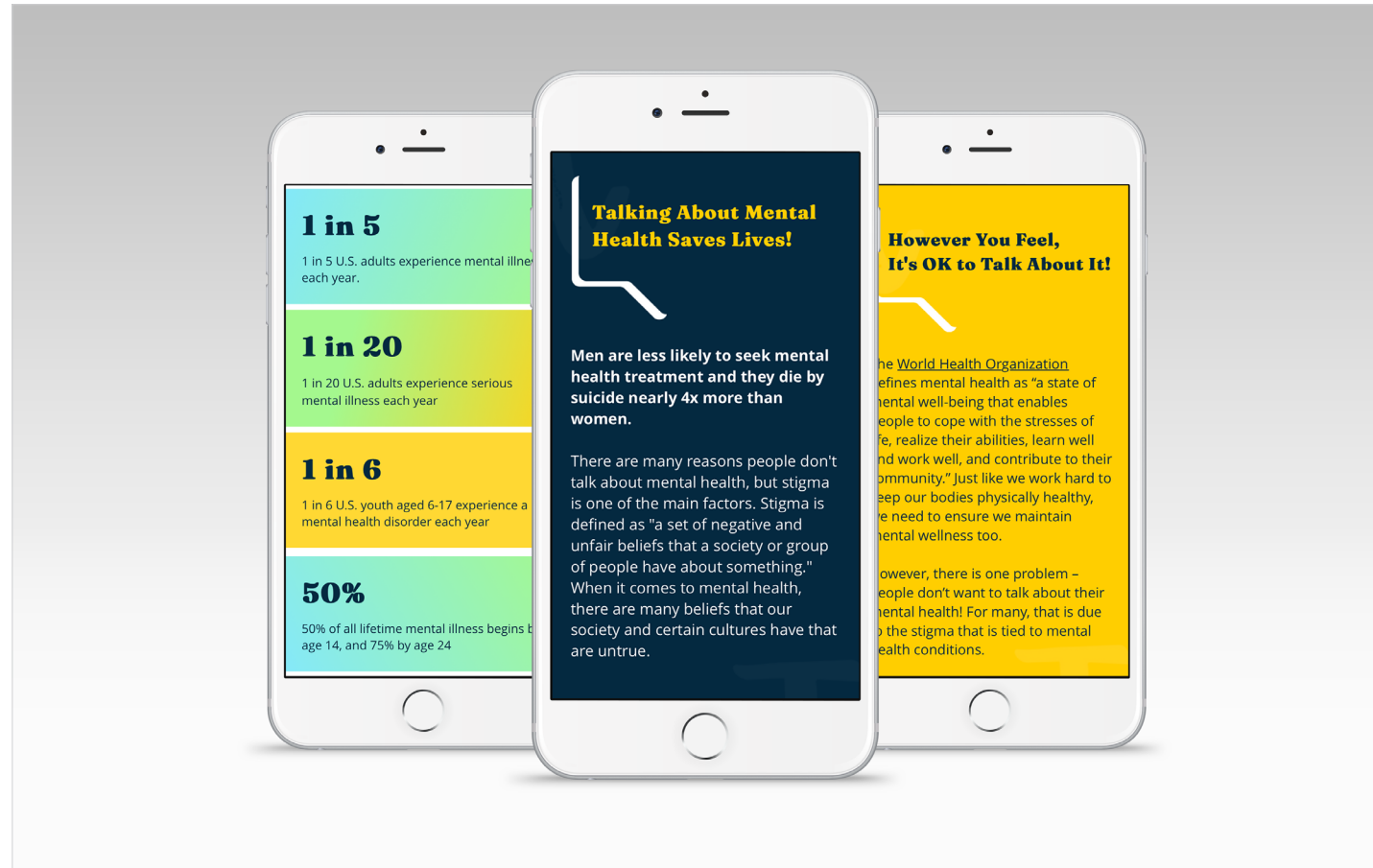
MADE WITH:

Illustrator
Indesign
Photoshop
After Effects
WIX

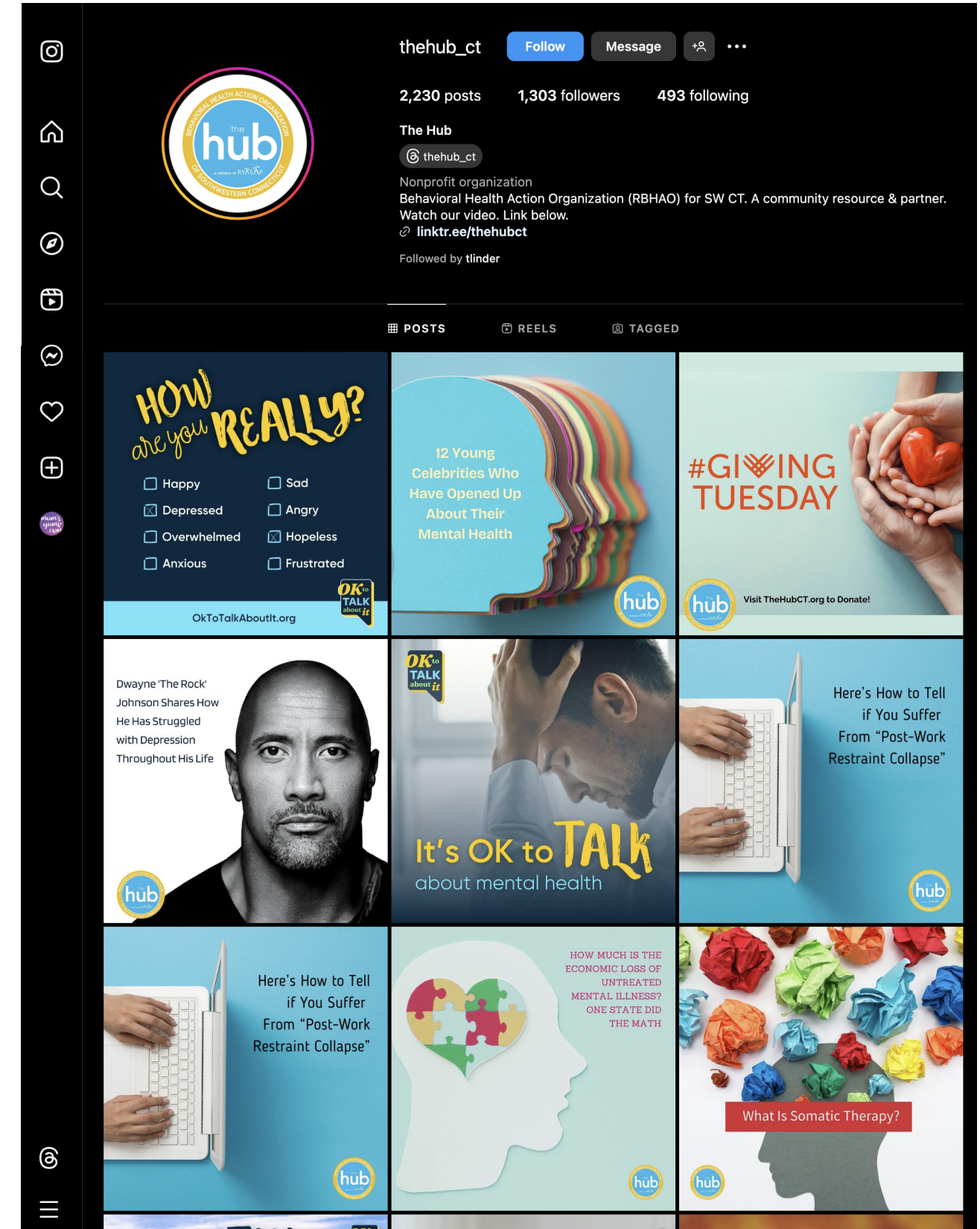


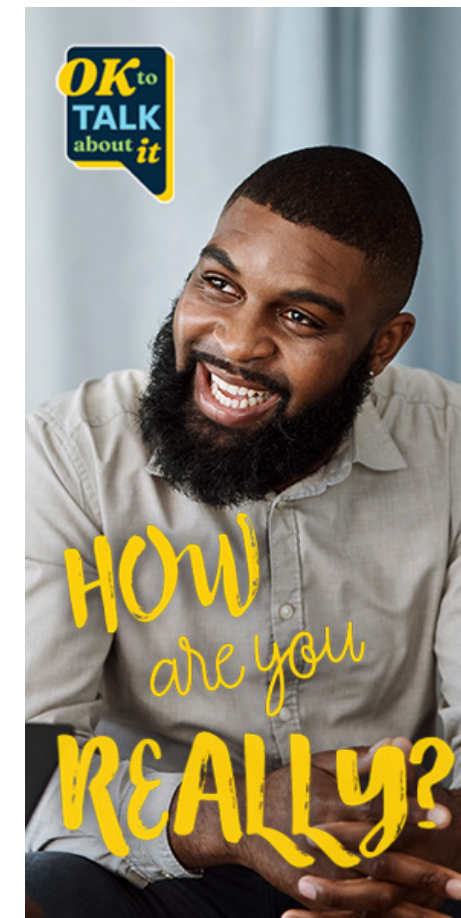
View Website: www.oktotalkaboutit.org

Mobile Layouts & Logo



Campaign assets on social media





A-NATION MEDIA

Project Goal:

Design and develop a WordPress website for company promotion

Summary:

A-Nation is a crypto currency company founded by director Chuck Russell and actor Kade Vu. The original website was farmed out to a team in India and the client was very unhappy with the quality of the build and lack of communication with the developers. I rebuilt the site to their specs and worked with the client to finish designing and adding functionality to suit their needs and vision of the brand.

Social media graphics were created to help teach visitors about cryptocurrency and the language used in the industry.

A one sheet and other marketing materials were designed for use at trade shows.

CLIENT:

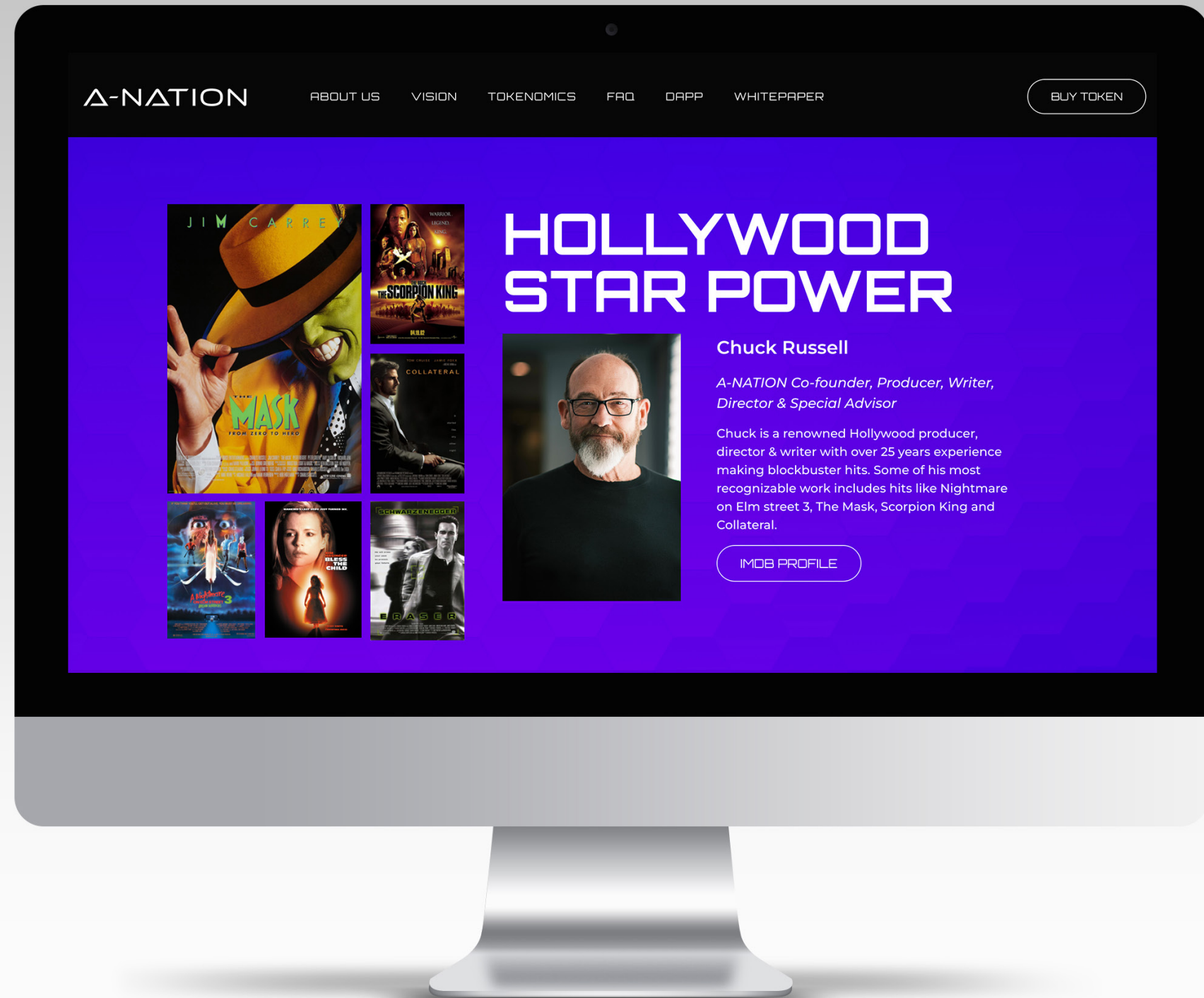
A-Nation Media

APPLIED SKILLS:

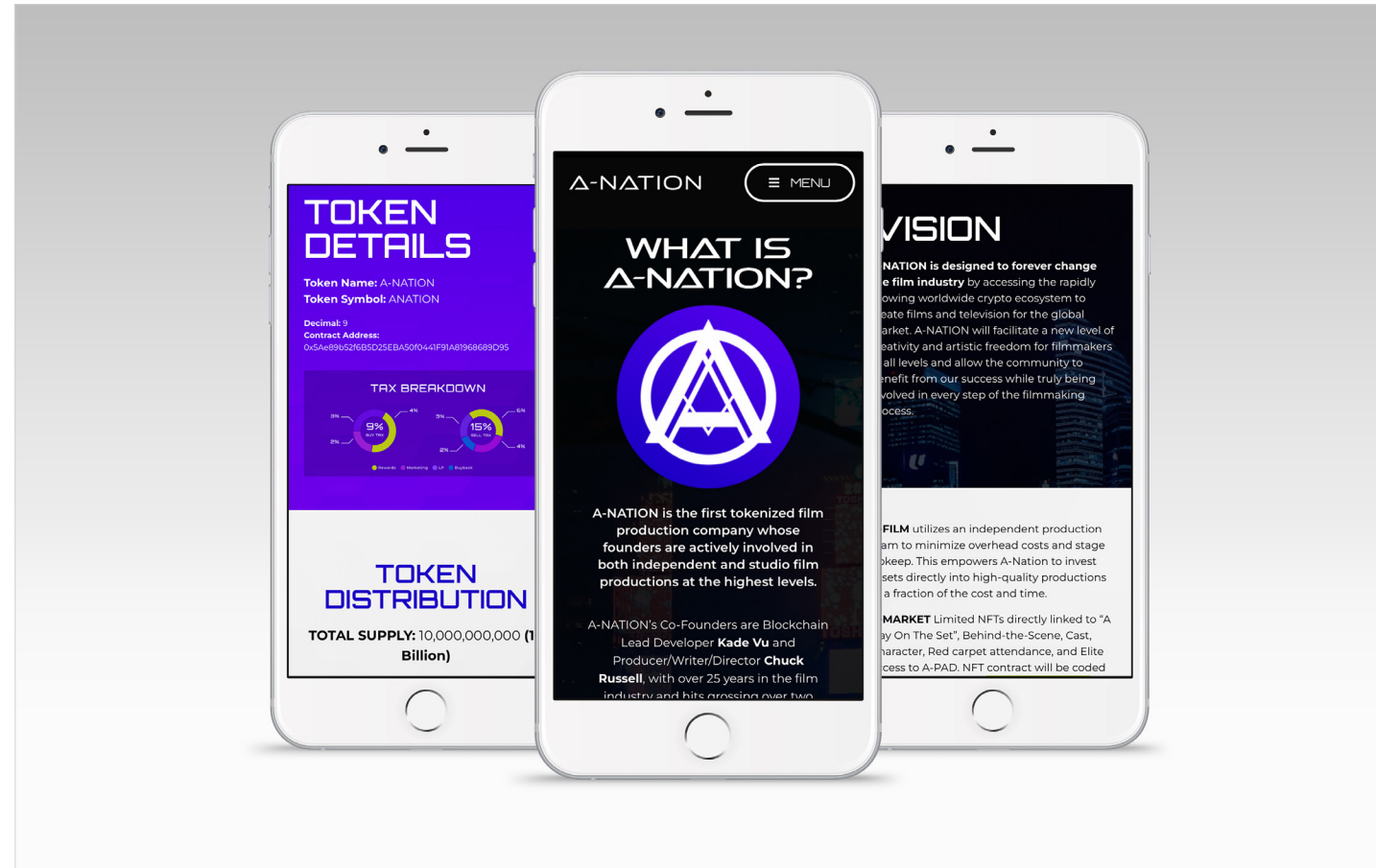
Graphic Design
Website Design
Website Development

MADE WITH:

Adobe XD
Indesign
WordPress




View Website: anation.media



A-NATION'S CRYPTO WORD OF THE DAY

Blockchain




LEARN CRYPTO LINGO AND BLOCKCHAIN CONCEPTS

Blockchain is a constantly expanding database, including various transaction blocks. In the case of NFTs, blockchain is the foundation for building the NFT platform. Some of the reliable platforms that support NFTs are decentralized applications or dApps.

Source: 101blockchains.com

So, the platforms tailored initially as centralized platforms could counter the basic objective of blockchain in various ways alongside imposing the influence of centralized party controls. Blockchain introduces decentralization and data integrity benefits.

Source: 101blockchains.com



A-NATION


TRANSFORMING THE FILM INDUSTRY BY ITEGRATING BLOCKCHAIN TECHNOLOGY

MISSION


To encourage greater opportunity through the engagement of top artists and technicians as well as a new generation of actors and filmmakers without the traditional limitations of the film business.

ABOUT

Traditionally, the film industry has operated on a power-broker model. Original content will be developed with the global market in mind. To accomplish this goal, A-NATION developed its own solutions through film finance, vertical integration, cost-savings, middlemen reduction, faster payments, piracy protection, and reclamation of one's privacy. A-NATION will power all phases of the film making process from script development forward. The tokenized function of A-NATION will create liquidity and promote independent funding within the film industry.



Chuck Russell
A-NATION Co-founder, Producer, Writer, Director & Special Advisor



Kade Vu
A-NATION Founder, Actor, Producer & Writer

FEATURES

BUSD REWARDS – 10% of overall tax, 4% from buys, 6% from sells are returned to holders in BUSD rewards enabling holders to earn rewards dependent on buy, transfer, and sell volume rather than token price.

AUTO-LIQUIDITY – 4% or more of overall tax, automatically goes to liquidity, allowing for easier trading and price stabilization.

AUTO-BUYBACK WITH MANUAL BURN – 4% of overall tax is used to buyback tokens with a manual burn mechanism benefiting price action.

LOCKED LIQUIDITY POOL – The Liquidity Pool will be consistently locked with the ability to utilize decentralized voting to control the locked liquidity by the community of holders.

HIGH STAKING REWARD – Token holders who stake will be rewarded with ANATION tokens at a daily rate of 0.08% interest. The auto-compounded daily interest also results in an annual reward yield of over 30%.

BOX OFFICE REWARDS – BUSD rewards equivalent to 5% of net profits from the box office will go back to holders based on the number of tokens held but more importantly, rewards those that held the longest.

DECENTRALIZED VOTING – An IPFS (interplanetary file system), decentralized storage system will be used to poll token holder base.

TOKEN/NFT GATED-ENTRY – A section of the A-NATION website will require private wallets to connect directly with the dapp, in order to access the privileged info in these sections including but not limited to footages, behind the scene, rare interviews, location scouting, or stunt rehearsals. Holders need to either hold a certain amount of tokens or a contract in form of an NFT.

SOLUTIONS – Transparency, anti-piracy, democratization, decentralized voting, reclamation of one's privacy.

TAX BREAKDOWN

9% BUY TAX

- 3% Rewards
- 2% Marketing
- 3% LP
- 4% Buyback

TOKEN DISTRIBUTION

TOTAL SUPPLY: 10,000,000,000 (10 Billion)

- 15%
- 15%
- 20%
- 30%
- 8%
- 5%
- 5%

GOALS

2022 > FIRST FILMS
Begin development and production on films backed by crypto, proofing of system.

2023 > FILM SLATE + ECOSYSTEM
5+ films and all projects besides A-CHAIN on Ecosystem are launched.

2024 > A-CHAIN: NEW ERA
A-Nation's Ecosystem onboards to it's own blockchain becoming a case study due to it's new status as an organization of governance.

website: anation.media



Grumpy Old Man Brewery

Project Goal:

Design a logo and labels for craft brewery using a provided illustration.

Summary:

I provided a logo, color palette and label mockups for Grumpy Old Man Brewery. The logo was a collaborative effort with portrait artist, Sean Fitzgerald. He provided the original drawing of Ray, the “grumpy old man” which became the center piece of this project.

CLIENT:

Grumpy Old Man Brewery

APPLIED SKILLS:

Illustration
Graphic Design

MADE WITH:

Illustrator
Photoshop



NYC Subway Line

Project Goal:

Design black and white ice skate graphics featuring select subway stop icons that can be applied to multiple t-shirt colors, suitable for all ages.

Summary:

NYC Subway Line is a licensed MTA retailer, creating subway themed clothing and accessories sold around the globe. This ice skate graphic was designed specifically for Rockefeller Center Ice Rink in New York City.

CLIENT:

NYC Subway Line

APPLIED SKILLS:

Illustration
Graphic Design

MADE WITH:

Illustrator
Photoshop



Bonafide Data Rescue

Project Goal:

Design an two color logo with a graphic that is unique and visually communicates the type of services provided.

Summary:

Bonafide Data Rescue was created in 2017 but they needed a logo that was unique and visually communicated the type of services the company provided. A color palette and two logo lockups were created for use online and in print.

CLIENT:

Bonafide Data Rescue

APPLIED SKILLS:

Graphic Design
Typography

MADE WITH:

Illustrator
Photoshop



Stratford Youth Alliance Logo

Project Goal:

Connecticut Youth Alliance seeks a visual identity and graphical logo to promote the group within their community.

Summary:

Stratford Youth Alliance champions substance use prevention and mental health awareness. Members ages 10-18 participated in a moodboard meeting choosing colors, imagery and a font style they wished to incorporate into the final logo design.

CLIENT:

Stratford Partnership for Youth and Families

APPLIED SKILLS:

Graphic Design

Typography

Illustration

MADE WITH:

Illustrator

Photoshop



TRACY DWYER

Graphic Designer
tracylyndwyer@yahoo.com
518.573.0535
tracydwyer.art

Thank You!