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TERREL
Cohen GRAPHIC DESIGNER



BUSINESS CARD

Client:

Minic Precision INC.

Credits:

Agency: BaseZero Studios LLC.

My Role:

Production design

Media:

Website, Digital

Link:

www.minicprecision.com

SILVER KRANE - 2017

My art director put me in charge of designing business cards for an internal service between BaseZero Studios and our partners at HTH Consultants. This internal service was geared towards tradesmen that either needed help in marketing, financial guidance or both. My goal was to design a business card that encompassed the same tone and feel as the website we created. I came up with a design that used curves, colors and other stylistic elements that mimic the website very well. Our target audience was very impressed with the final product and made their appreciation known at a golf course networking event.



BUSINESS CARD



LETTERHEAD



LOGO

Client:

Career Place

Credits:

Personal Project

My Role:

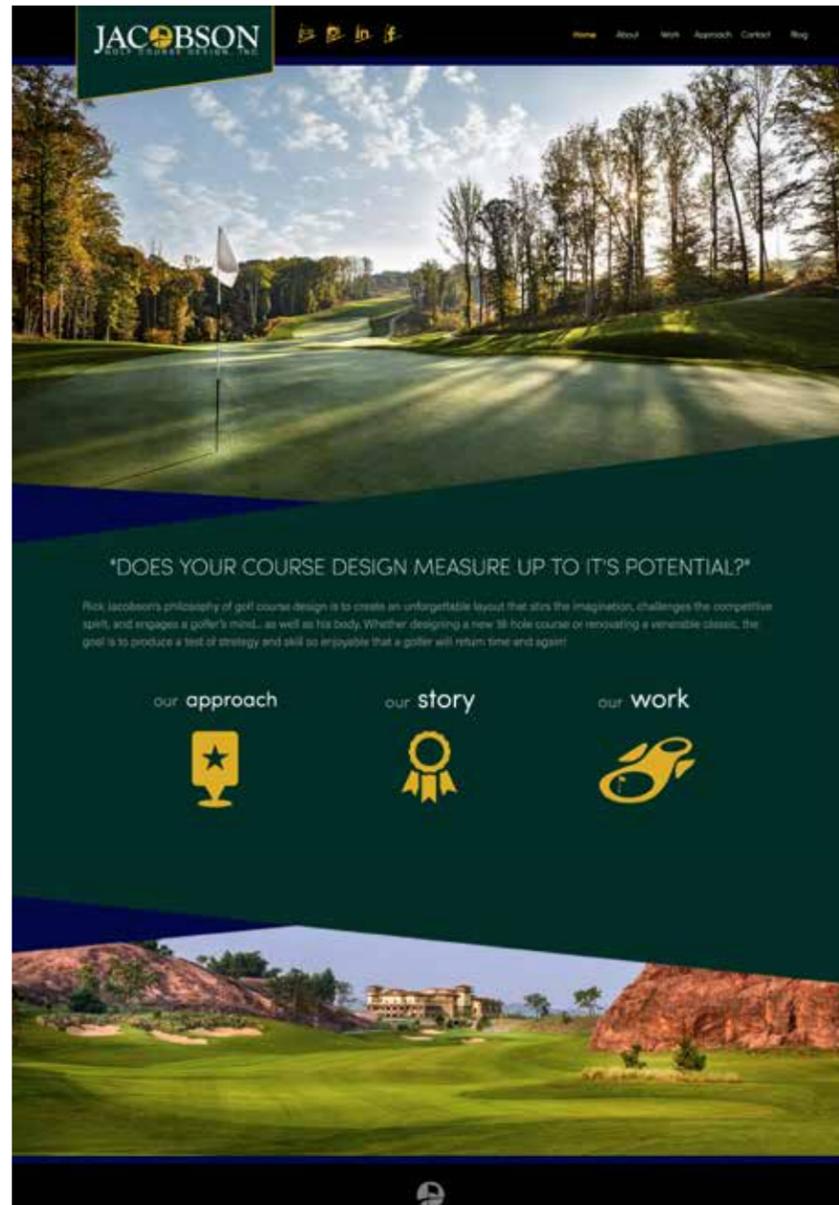
Production, Designer

Media:

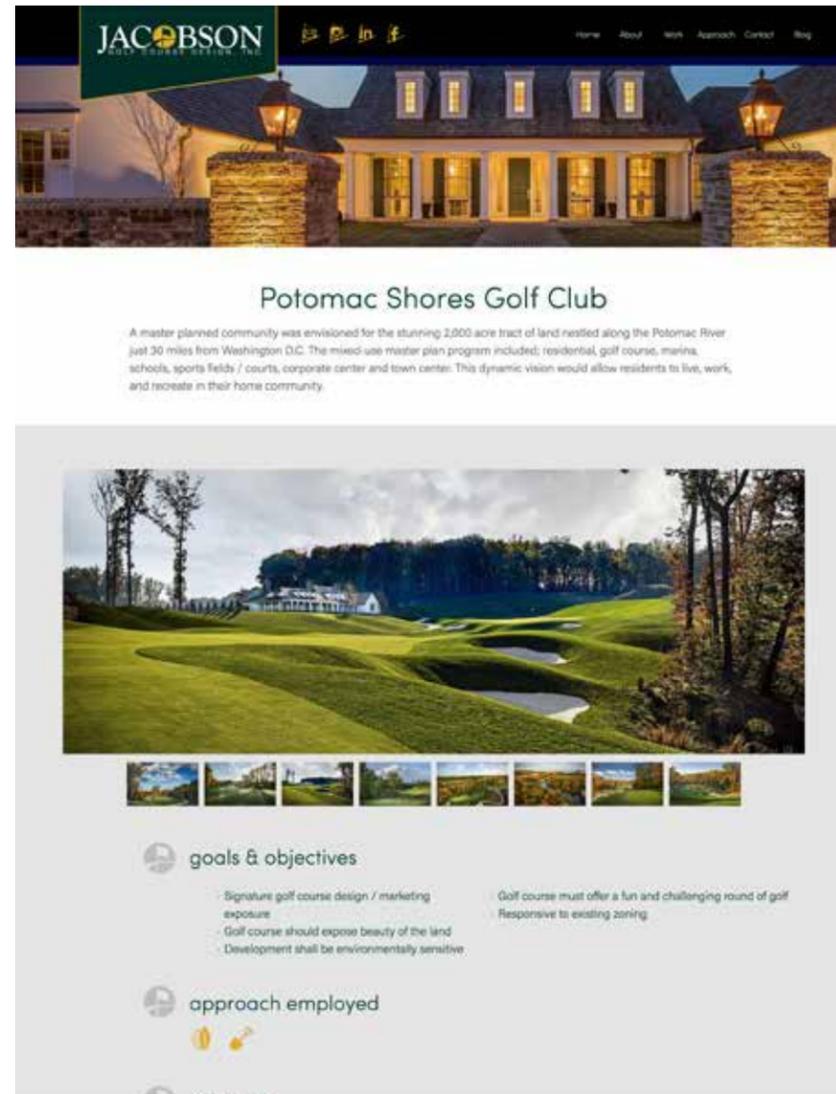
Print, Branding

CAREER PLACE - 2014

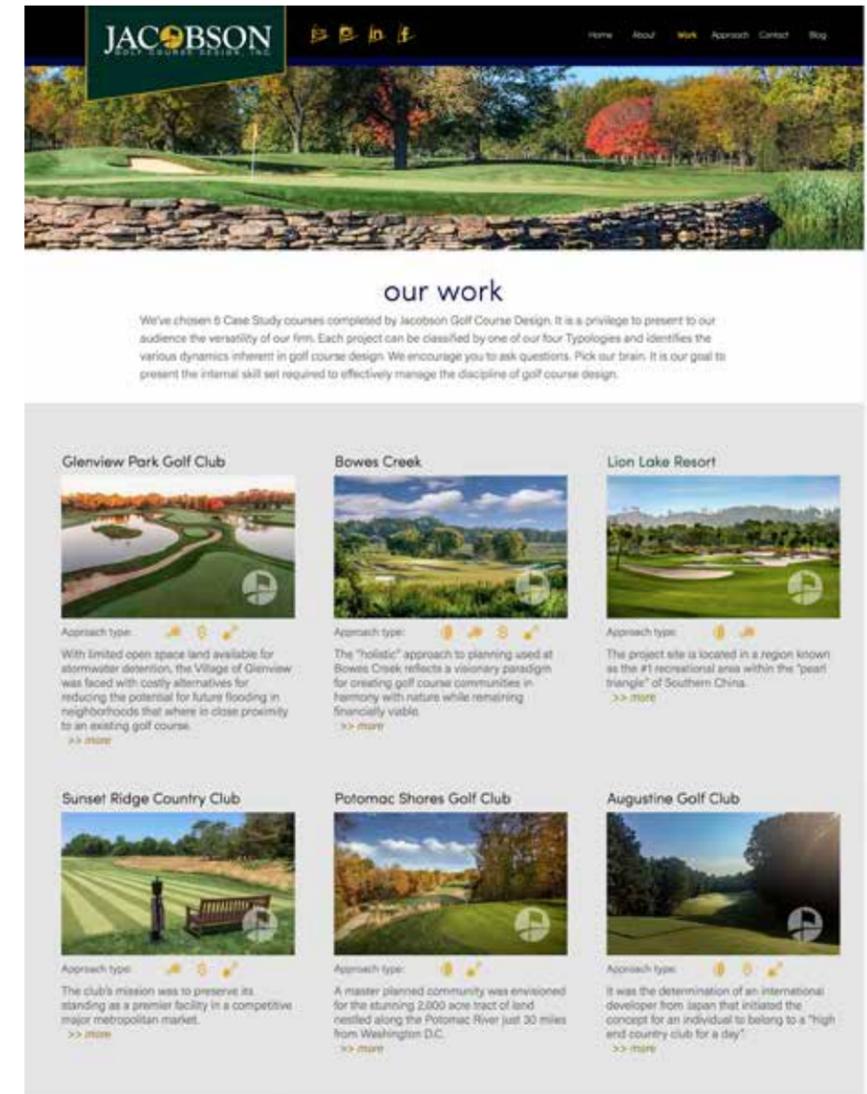
The goal of this project was to redesign the Career Place logo, letterhead, and business cards. The logo and brand image as is didn't tap into a new target audience the undergraduates and graduates who are looking for advice on their career path. In order to achieve this goal, I used fun bright colors and dynamic placement of type and graphics in the composition to convey bright friendly place to learn. I also research the word career path and came up with arrows and lines for the logo and brand image. The meaning behind this was to convey a person's journey or path in finding a job or career for them.



HOMEPAGE



POTOMAC SHORES PAGE



WORK PAGE

Client:
Minic Precision INC.

Credits:
Agency: BaseZero Studios LLC.

My Role:
Production design

Media:
Website, Digital

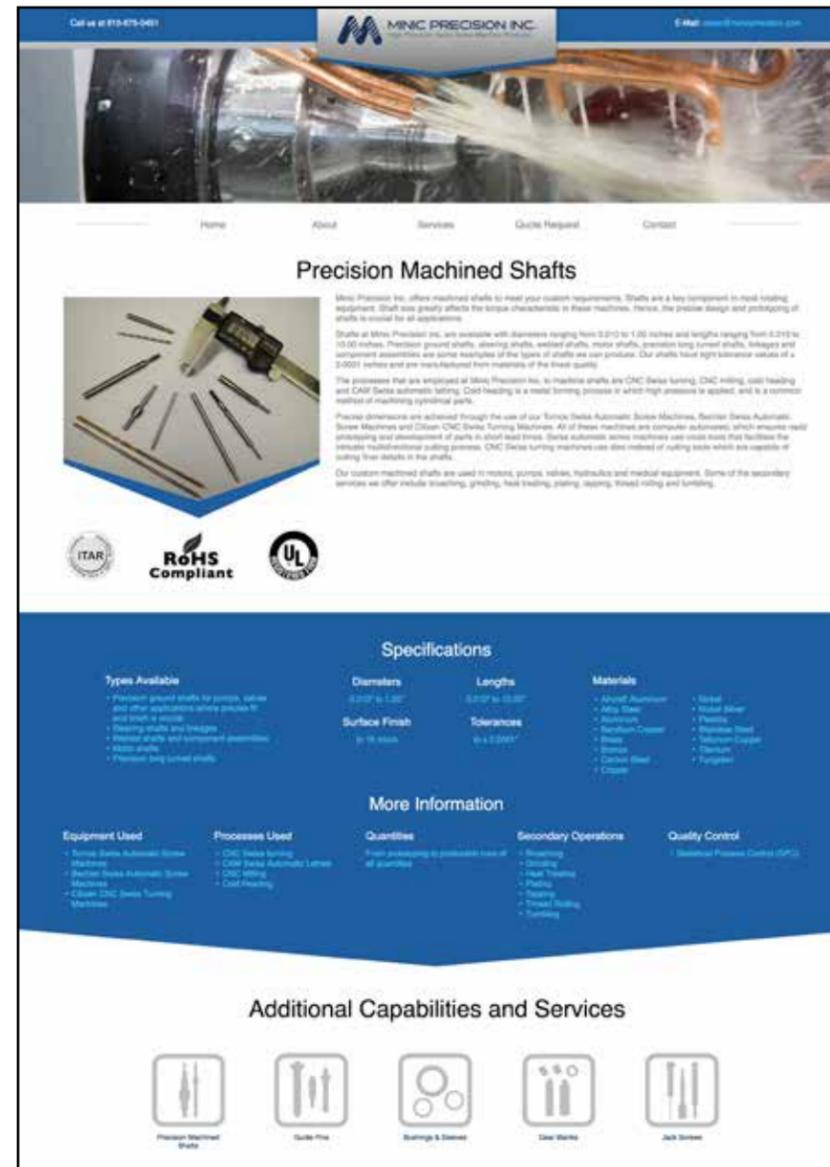
Link:
www.minicprecision.com

JACOBSON GOLF COURSE DESIGN - 2017

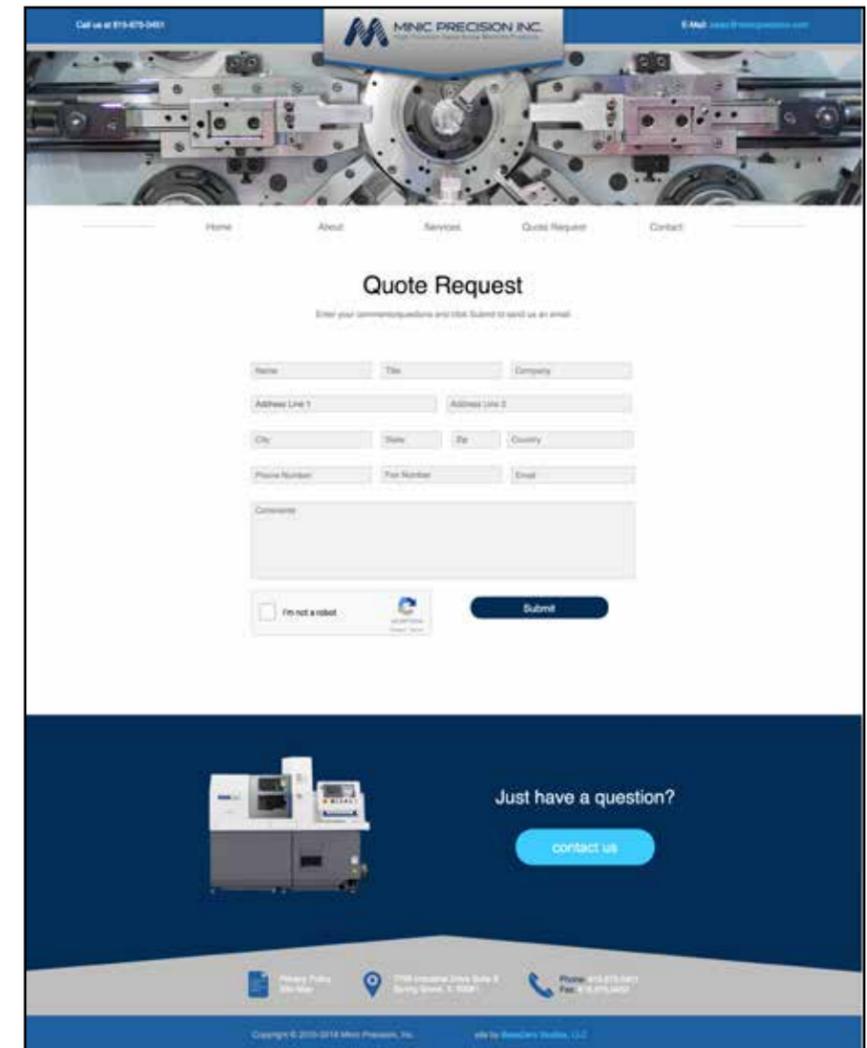
The client wanted their website to use modern trends that not only enhanced the appearance of the website but also educated users on the importance of golf course design development and renovation process. To accomplish this goal, we implemented an open design concept. This concept utilizes dynamic photos that capture the mesmerizing landscape which, entices users to figure out how the course was developed. Consequently, putting increased emphasis on the design projects and processes that go into designing pristine golf courses. The client's website before the update wasn't up to current web standards. Because of this, the client's site didn't feel innovative enough to attract their target audience.



HOMEPAGE



PRECISION SHAFTS PAGE



QUOTE PAGE

Client:
Minic Precision INC.

Credits:
Agency: BaseZero Studios LLC.

My Role:
Production design

Media:
Website, Digital

Link:
www.minicprecision.com

MINIC PRECISION INC. - 2017

Overall, we updated a manufacturer's website with the latest web design trends to stay on top of competitors. The problem was that the client's current website didn't reflect any modern design trends for the UX and UI design flow for browsing the website. Some of the steps that we took to make it appear more modern were to add negative space around the content. This added element establishes the hierarchy of the web page, which allows users to identify between the title, content, imagery, and navigational links. Additionally, we were able to make the website accessible via mobile devices. Because in the 21st. century everyone who has a smartphone uses not just to make calls but to go on the Internet to look up information. Finally, we cut some navigation flow to make it easier for the user to find information quickly.

HALLORAN

Power Equipment



HALLORAN

Power Equipment



HALLORAN

Power Equipment



HALLORAN

Power Equipment



DIGITAL DESIGN SKETCH

HALLORAN

Power Equipment



HALLORAN

Power Equipment

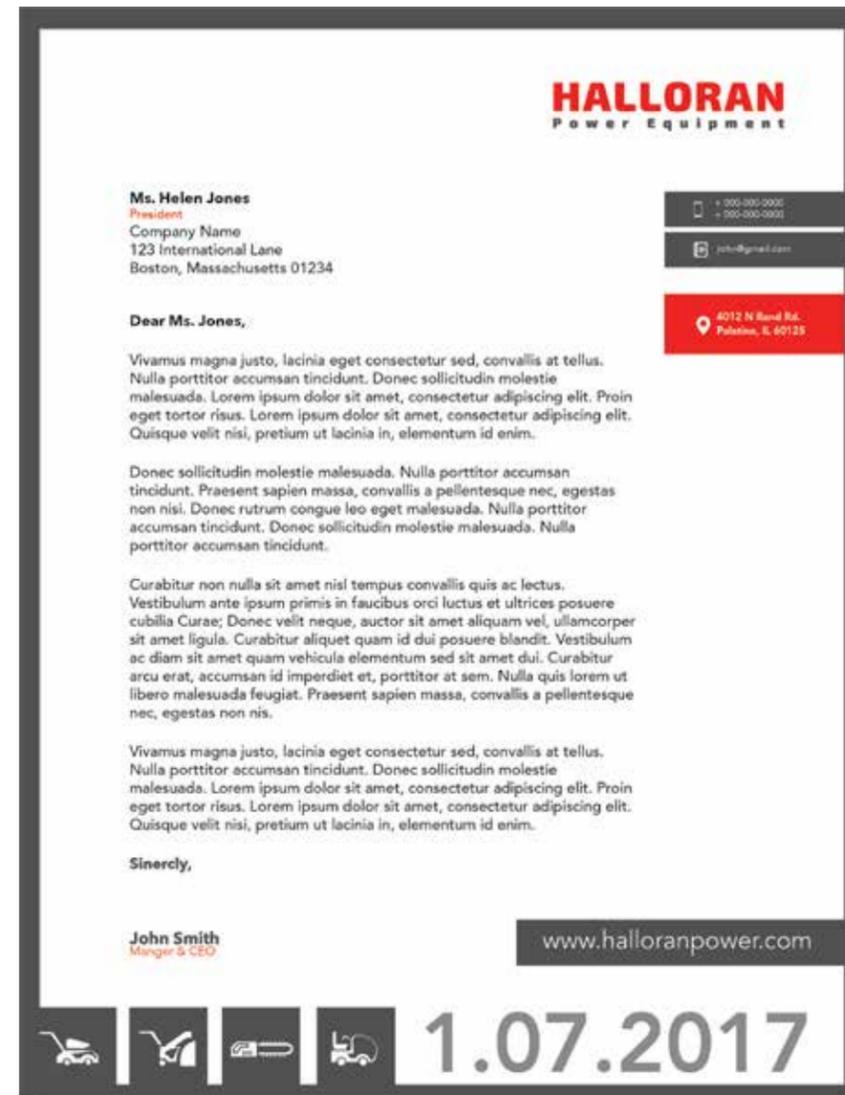


FINAL DESIGN





BUSINESS CARD



LETTERHEAD



ENVELOPE

Client:
Halloran Power Equipment
Credits:
Personal Project

My Role:
Production, Designer
Media:
Print, Branding

Halloran Power Equipment - 2014, 2017

In this project, one of the main problems that I saw was the brand didn't have a cohesive design that carried over throughout the logo and brand layout designs. Another problem was that the logo was out of date and needed to be redesigned with modern design trends. The steps that I took was to research their vendors like SCAG, Gravely and Red Max lawnmower equipment to find elements to use. My solution was to create a logo and layouts that has some elements of machine like curves and shapes in the icons, typography, and layout. The colors that I picked conveys power and passion for the work that they do and the love they have for their customers. With these changes, I believe that the redesign will attract new customers. This in return will give the brand unity in color and style.



HOMEPAGE



SECOND PAGE

Client:
Shaw's Crab House

Credits:
Personal Project

My Role:
Production, Designer

Media:
Website, Digital Prototype

SHAW'S CRAB HOUSE - 2015

In this personal project, I wanted to redesign Shaw's Crab House website to fit the roaring 20's theme of quality and class to enhance the restaurant's web appearances in a modern way. The problem was the website theme didn't match the atmosphere of the restaurant guest experience. Through my research in the roaring 20's, I notice that a lot of print designs were following art deco style. The solution was to use ornament elements that tie the feeling of the interior of the restaurant and the overall serves experience for the guest. With these changes I believe both the design and guest experience carries the roaring 20's theme.