

HELLO
WORLD!

Graphic Design Studio – Los Angeles, CA

But first, community.

Founded on our passion for education,
Hello World is dedicated to design, and
committed to supporting our community.

we're all about making dreams come true!
yours, mine, and ours.



A note from our founder.

Before I founded Hello World Studio in 2023,
I was fortunate enough to traverse many roles in
the design industry including freelancer, in-house,
agency, art director and community builder.

While the following slides are in large part my
personal work product in the above roles, you can
expect the same level of product (if not better)
from our team at Hello World as we continue to
grow. So if you like what you see, let's get started!

A handwritten signature in black ink that reads "Krislam Chin". The signature is fluid and cursive, with a small smiley face at the end.

Krislam Chin
Proud Educator & Design Nerd



what makes us unique?

we put our emerging designers first.

as a work-based learning studio, we integrate emerging designers fully into the design process, pairing them with experienced directors for hands-on learning and fair compensation during their education. working with us means you're vital to our mission of nurturing the next wave of design talent.

presentation design & strategy

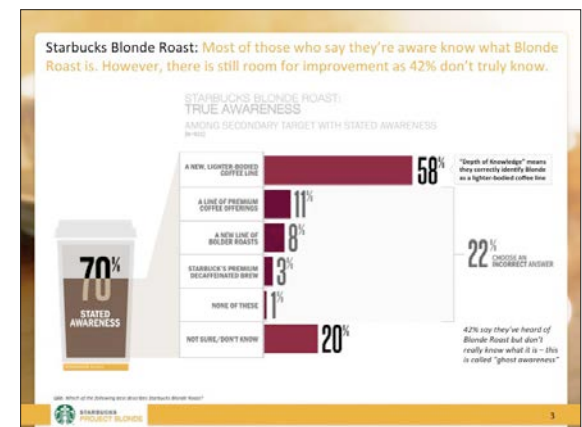
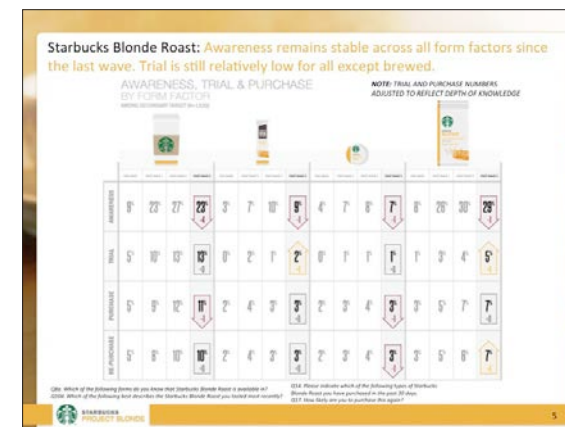
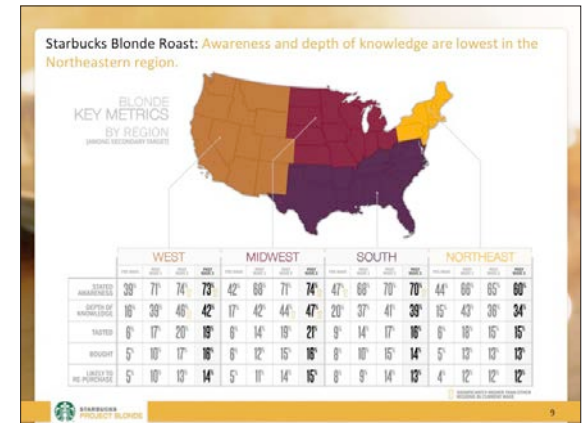
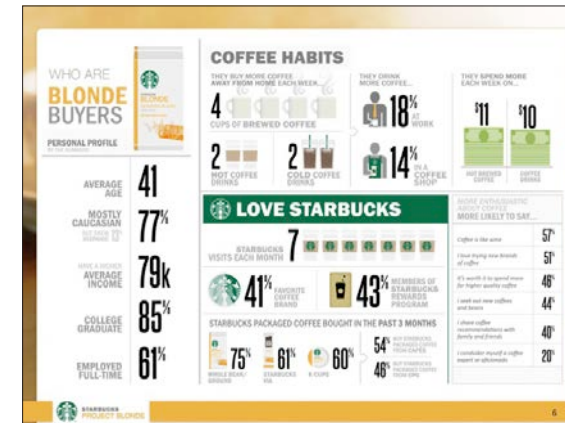
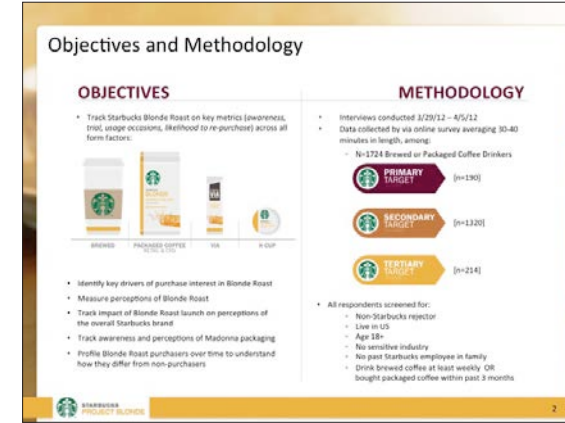
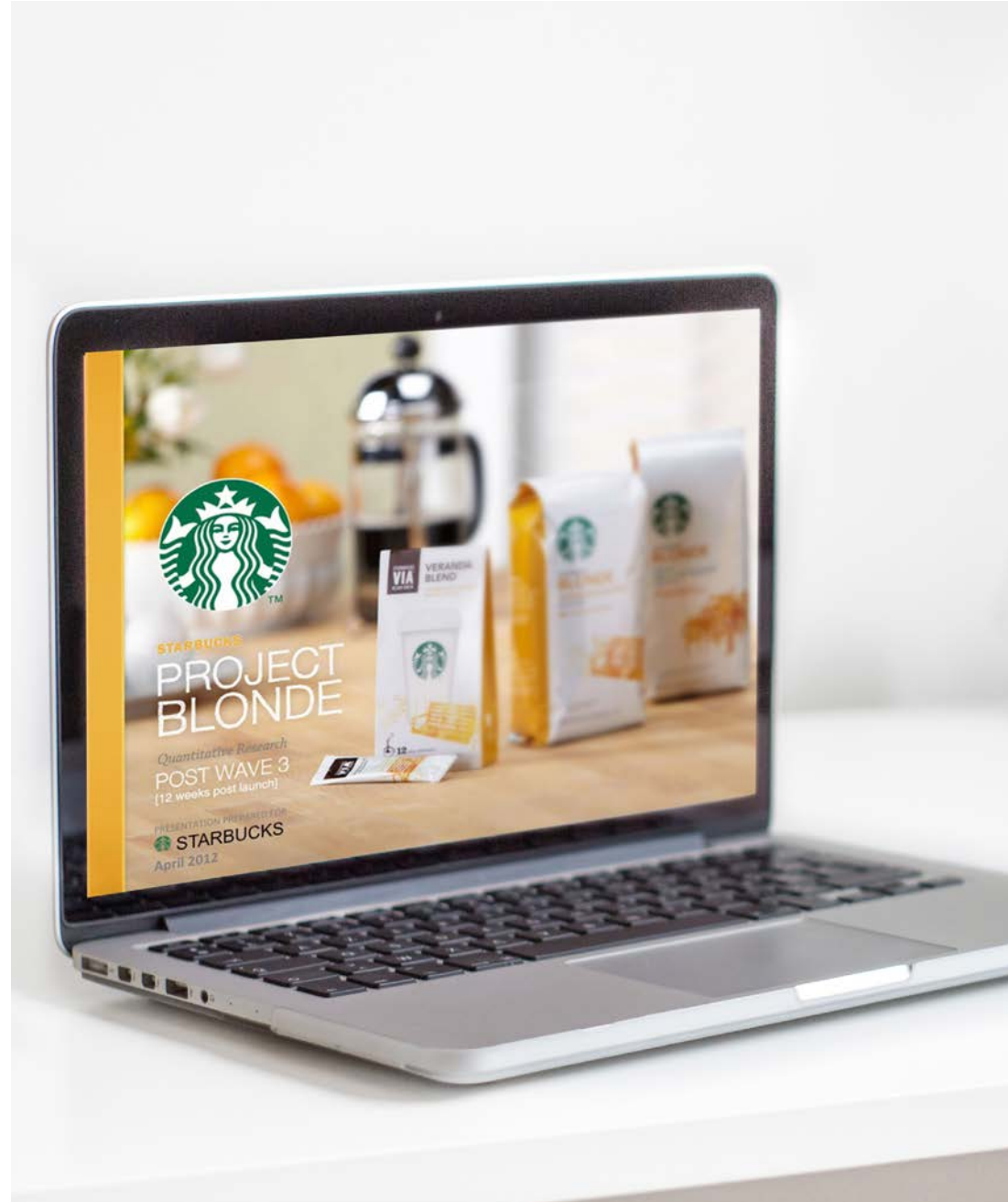
The following slides showcase comprehensive presentation design and strategy efforts, encompassing pitch decks, market research, and successful launch campaigns.

CLIENTS INCLUDE: STARBUCKS, LOGITECH, ACTIVISION, THE CHILDREN'S PLACE
DISNEY ANIMATIONS STUDIO, VIACOM CBS, SCOPELY, AND MINDBODY.



sampled powerpoints

Quantitative market research for the Starbucks launch of the Blonde Roast.



sampled powerpoints

Market segmentation for Logitech regarding keyboard and mouse users.

Logitech
Mice/Keyboard
SEGMENTATION
May 2012

hypothesis
the fine arts building • 811 west 7th street, suite 600, los angeles, california 90017 usa • +1 213 333 7900 • hypothesistagroup.com

Segment 1

34% SHARE OF

SEGMENT THEMES

- TRENDSSETTING:** First to own tech products (29%); Uses Twitter (40%)
- CREATIVE & STYLISH:** Does video editing & graphic design (34%/31%); Wants device to reflect sense of style (44%)
- MOVES WITH ME:** Uses computer around town (others' homes: 30% at work: 26%) & on lap/in bed (46%/42%)

OWNERSHIP

\$158 ANNUAL ACCESSORY SPEND (More likely to own LOGITECH CONTROL DEVICE)

73% LAPTOP OWNERSHIP, 72% DESKTOP OWNERSHIP, 29% TABLET OWNERSHIP

WE THINK THEY'D LIKE: Apple, BOSE, BMW, dwell, JACK SPADE

COUNTRY DIFFERENTIATORS: Like the idea of a control device made by a designer they like

Segment 2

20% SHARE OF

SEGMENT THEMES

- PREMIUM:** Will pay more for quality device (90%)
- PRODUCTIVE:** Uses computer for MS Office (Word: 86%); Device quality impacts productivity (83%)
- IN-THE-KNOW:** Conducts most research before buying (53%); News junkies
- BRAND CONSCIOUS:** Brands are worth paying more for (77%)

OWNERSHIP

HIGHEST ANNUAL ACCESSORY SPEND \$180 (More likely to own LOGITECH CONTROL DEVICE)

86% LAPTOP OWNERSHIP, 75% DESKTOP OWNERSHIP, 24% TABLET OWNERSHIP

WE THINK THEY'D LIKE: AmazonPrime™, LEXUS, NORDSTROM, CNN

COUNTRY DIFFERENTIATORS: Compatibility in hardware & software more important; Value mobility

Segment 3

18% SHARE OF

SEGMENT THEMES

- MOBILE:** Uses laptop at coffee shops & bookstores (34%/29%)
- CONSCIOUS:** Health-conscious and eco-conscious (32%/21%); Values solar-powered and recycled materials (50%/34%)
- LESS TECH-ENGAGED:** Own fewer tech devices; Don't do research

OWNERSHIP

\$76 ANNUAL ACCESSORY SPEND (More likely to own LOGITECH CONTROL DEVICE)

85% LAPTOP OWNERSHIP, 64% DESKTOP OWNERSHIP, 13% TABLET OWNERSHIP

WE THINK THEY'D LIKE: P, P, PRIUS, Crate/Barnet, American Apparel

COUNTRY DIFFERENTIATORS: Segment does not exist in Europe; Mobile values attach to Segment 2; Power management values attach to Segment 3.

Segment 4

19% SHARE OF

SEGMENT THEMES

- DEVICES SHOULD LAST:** Only replace when device breaks (77%); Wants ultra-durable keyboard (69%)
- PRACTICAL & PARTICULAR:** Will pay more for device that meets needs (59%); Has specific preferences (53%)
- EASY TO USE:** Works without extra software (64%); Values compatibility (88%)

OWNERSHIP

\$64 ANNUAL ACCESSORY SPEND (More likely to have PURCHASED a second/first device, but over 2 YEARS AGO)

89% LAPTOP OWNERSHIP, 51% DESKTOP OWNERSHIP, 11% TABLET OWNERSHIP

WE THINK THEY'D LIKE: Verizon, Panda/Browser, Costco, REAL SIMPLE, SHAKER

COUNTRY DIFFERENTIATORS: More focused on looks that convey simplicity; More likely to value a control device that is comfortable for a long period of time

Segment 5

9% SHARE OF

SEGMENT THEMES

- FAMILY ORIENTED:** Has kids and shares computer with family (65%)
- VALUE-CONSCIOUS:** Price deciding factor (83%); Won't spend more on a device (30%)
- BASIC USER:** Use default control device (51%); Little computer expertise (15%)

OWNERSHIP

LOWEST ANNUAL ACCESSORY SPEND \$38 (LESS likely to be a recent control device purchaser; LOW tech ownership)

80% LAPTOP OWNERSHIP, 67% DESKTOP OWNERSHIP, 9% TABLET OWNERSHIP

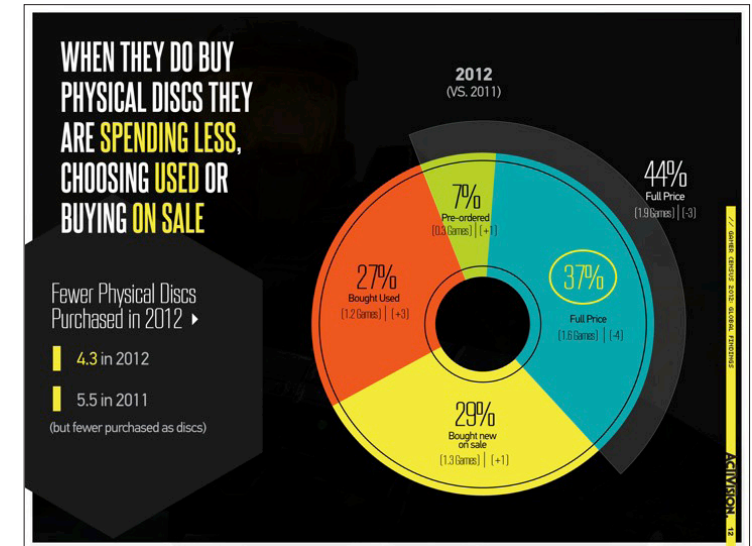
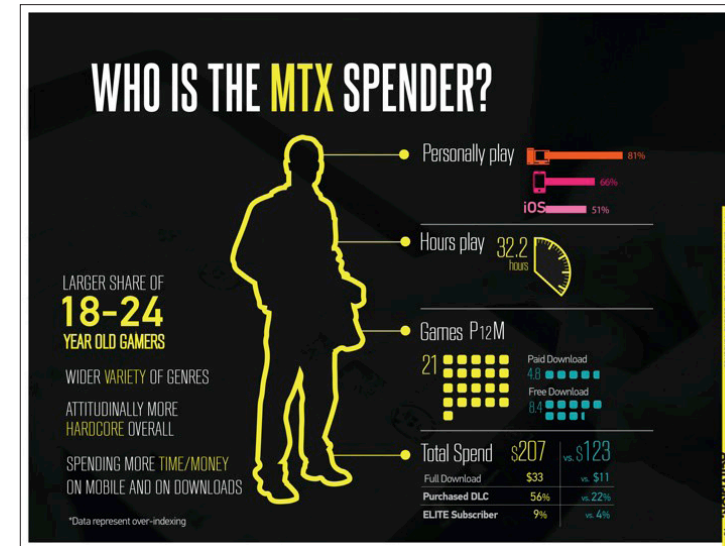
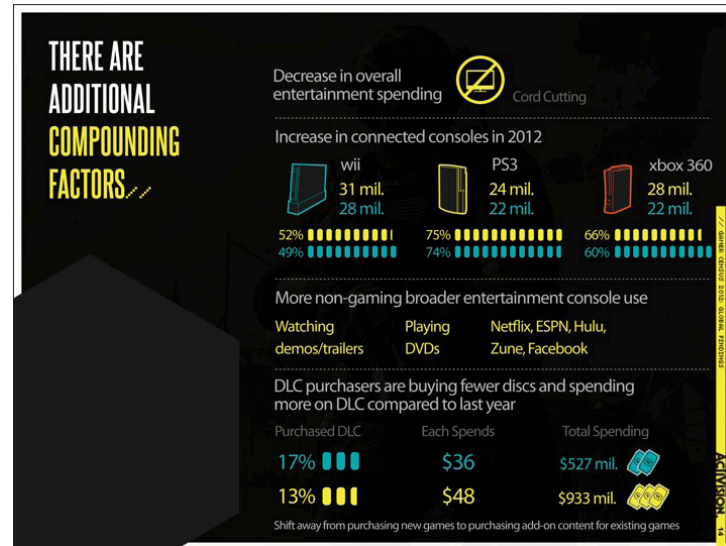
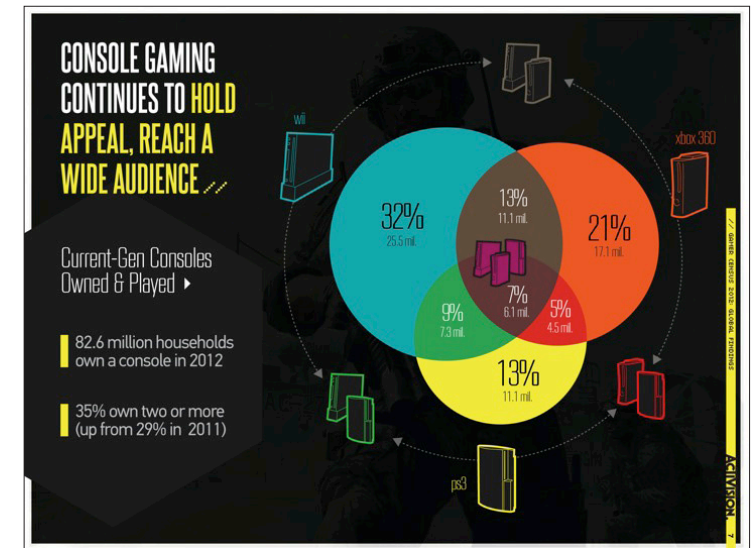
ASSOCIATED BRANDS: Walmart, HONDA, Mobile, OLD NAVY

COUNTRY DIFFERENTIATORS: Power management fits in with cost considerations; Compatibility is a key value

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sampled powerpoints

Gamer census built to identifying global users for Activision.



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sampled powerpoints

Brand tracker for The Children's Place that identifies purchasers and their shopping habits.

THE CHILDREN'S PLACE
Brand Tracker
February 2012

hypothesis
the fine arts building • 811 west 7th street, suite 600, los angeles, california 90017 usa • +1 213 533 7000 • hypothesigroup.com

Key Findings

Brand Perceptions

- The Children's Place is highly regarded. It is highly regarded by female consumers shopping for children's clothing apparel. Add support.
- However, the brand has lost ground on a couple of key areas:
 - Value. Perceptions are softer for x, y, z
 - Standing out from the crowd. Shopper perceptions have softened when it comes to TCP offering styles that make it distinct from other brands.
- Of note, the brand is getting credited for offering different styles for big and little kids. The expansion of the Newborn section in some locations no doubt could have contributed to this.

Who are TCP Purchasers?

TCP Key Metrics

- 26 Mention TCP Top-of-Mind*
- 21 TCP Share of Wallet*
- 2.95 Visits to TCP P12M*
- 5.05 TCP Purchases in P12M*
- 9 Have MyPLACE Card*
- 38 MyPLACE Rewards member*

Favorite Family Activities

- Have dinner at home together
- Sit around and talk
- Watch TV
- Listen to music
- Cook
- Play with toys

Top Influencers on Kids' Clothing Purchase

- Coupons
- Seeing in retail store
- Store website
- Circular
- Child asked for item

Also purchase at...

- 62 TARGET
- 51 Walmart
- 47 KOHLS

More likely to purchase at...

- 53 carter's
- 37 GYMBORE
- 30 macy's

Children's Apparel Purchases: Shopping In-Store vs. Online

The bulk of children's apparel and accessory purchases continue to be at the store, but online purchases are not insignificant.

83% of Purchases are In Stores

17% of Purchases are Online

Online purchases are higher among...

- Moms (19%)
- \$100K+ income HH (22%)
- TCP Purchasers (21%)

Source: December 2011 Brand Tracker Q190. Think about all the purchases you made in the past year for children's clothing and accessories. What percentage of all your purchases were made in the stores vs. made online?

Share of Wallet

Percent of Past Year Mean Spend at Retailer

\$520* (mean spend past 12 mos)

Walmart	17%	Target	14%	Kohl's	12%	Gap	7%	Gap	7%	Gap	7%	Gap	4%	Gap	4%	Gap	3%	Gap	3%	Gap	2%	22%
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Other retailers: Carter's, Sears, Babies 'R' Us, Best Dicks for Kids, Burlington Coat Factory, Justice, Cray & Co., Foot Anzures, The Gap, Old Navy, Gap, Gymboree, Macy's, Kmart.

Source: December 2011 Brand Tracker Q19. What percent of that... was spent at each of the following stores? *Note: based on self-reported spending

Methodology

Target Consumers

- N=2,100 per wave
- 70% Moms
- 30% Gifters (Non-Moms)
- Female head of household age 18-72
- Purchased clothing/shoes for child 0-10 in past 6 months
- Will purchase clothing for child 0-10 in next 6 months
- Involved in decision to purchase children's clothing

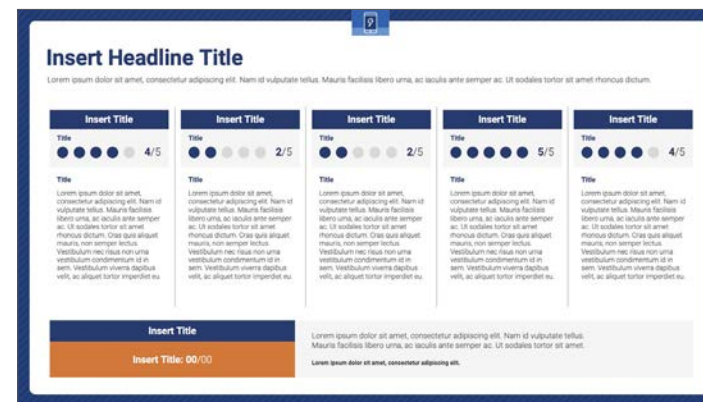
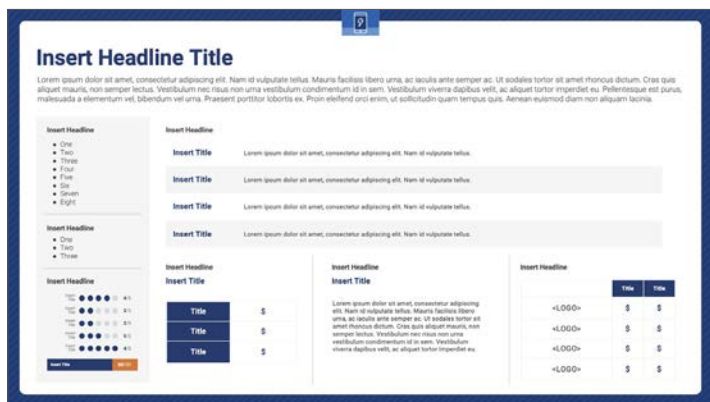
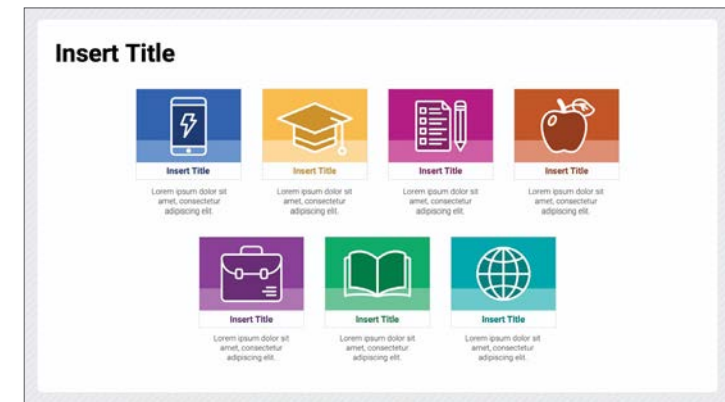
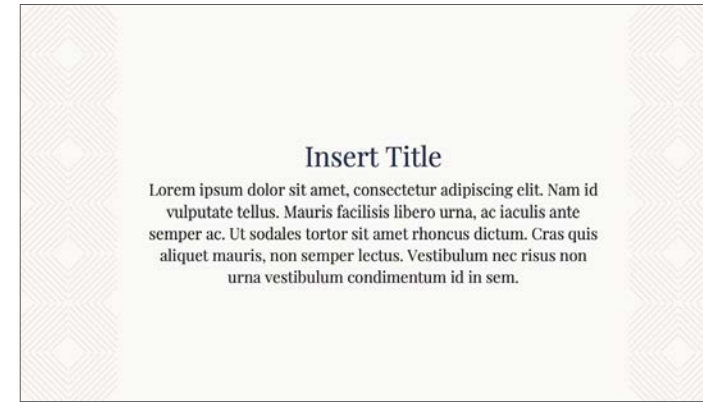
Method

- Online survey
- 20 minutes
- Data collected bi-annually (June and December)
- Data weighted to reflect nationally representative ethnic distribution within Moms and Gifters

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sampled powerpoints

Market segmentation for an education platform.

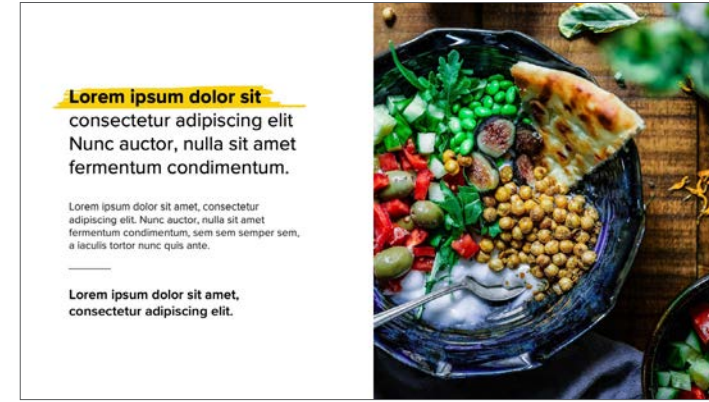
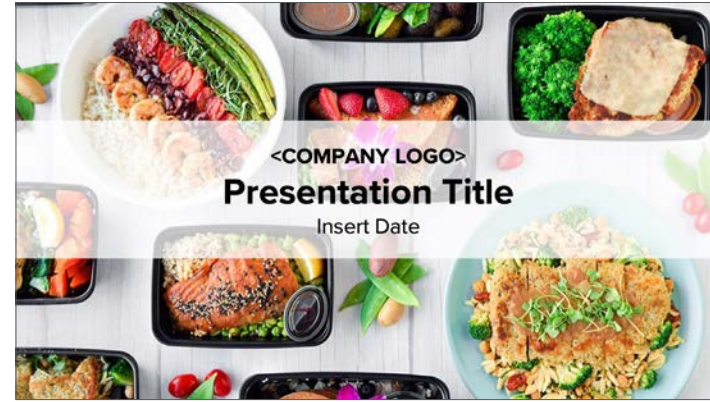


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sampled powerpoints

A pitch deck for a healthy food subscription company.

Series Funding



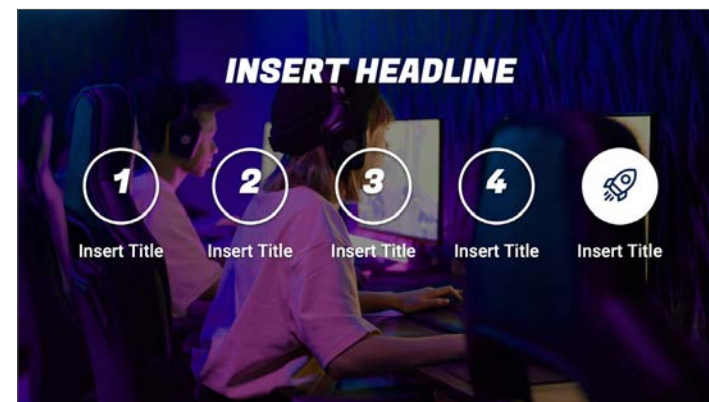
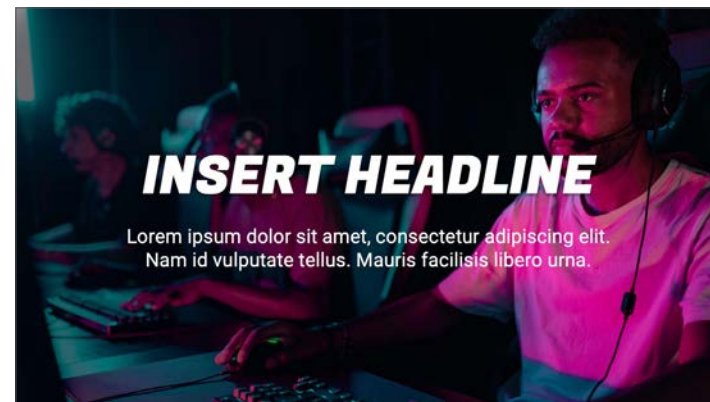
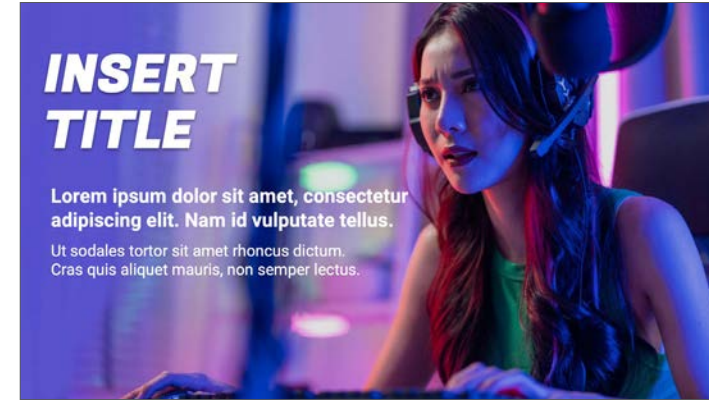
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sampled powerpoints

A pitch deck for video game community platform.

Seed Funding



sampled powerpoints


A pitch deck for healthcare platform.

Series Funding

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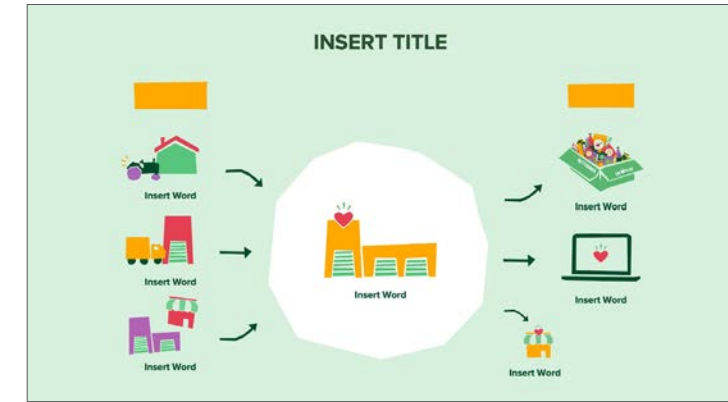
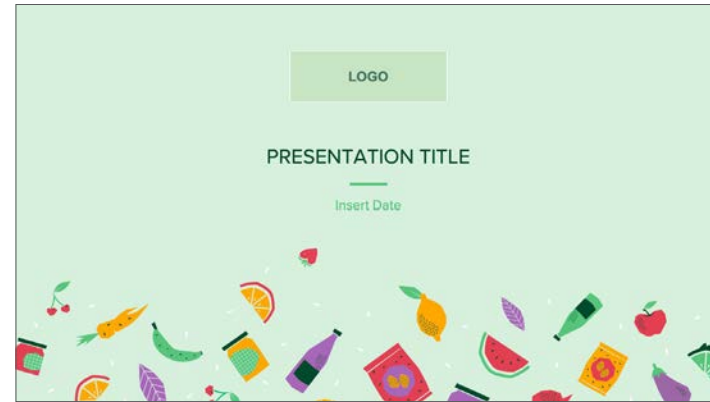
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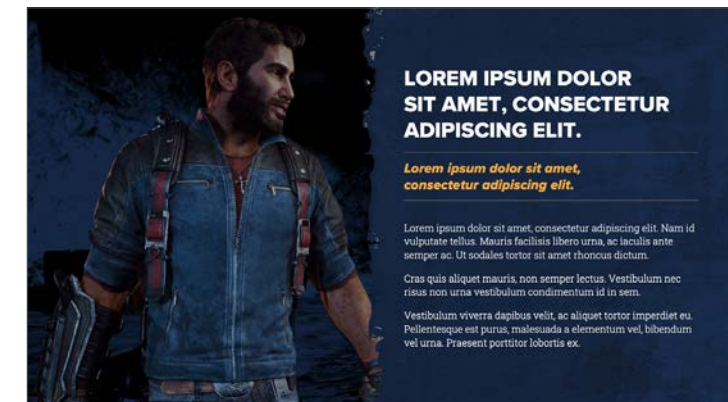
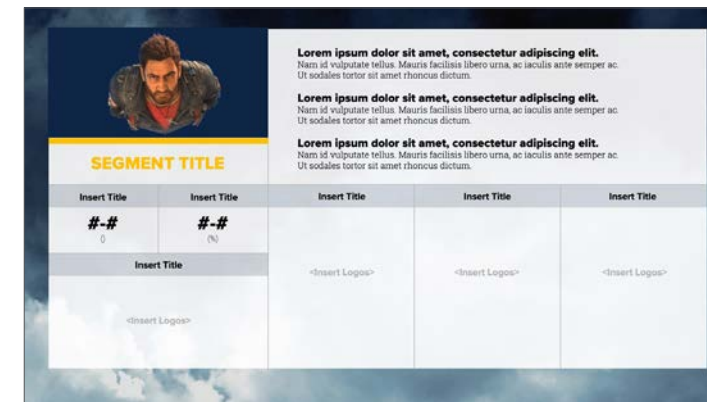
A pitch deck for a food recycling company.

Series Funding



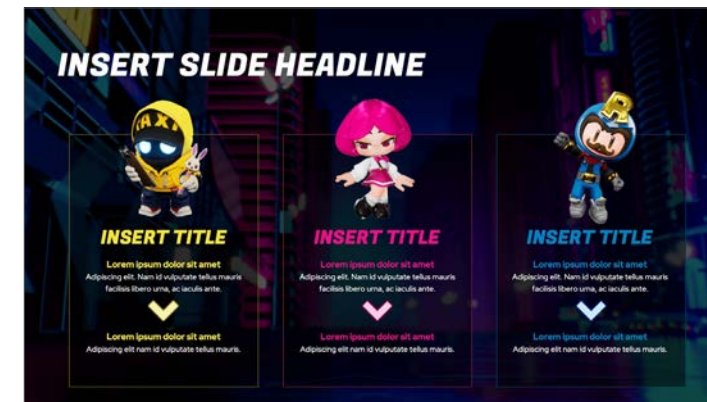
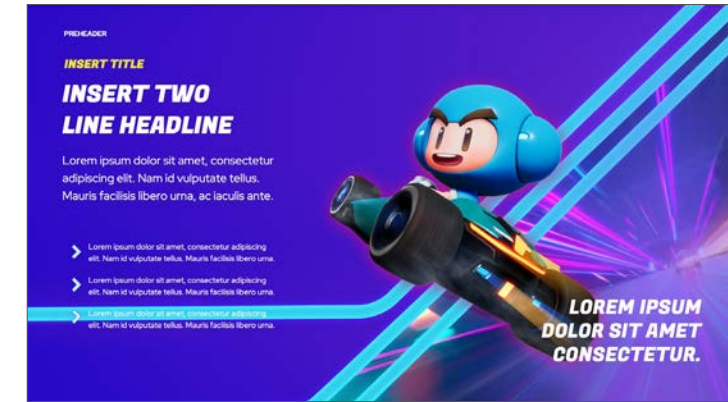
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Launch campaign deck for Just Cause 4.



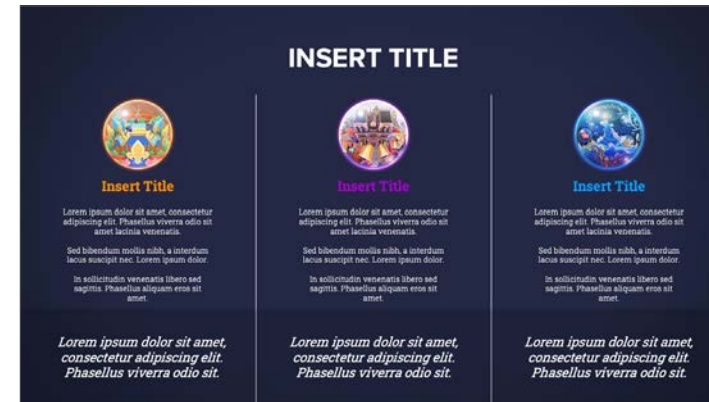
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Launch campaign deck for KartRider Drift.



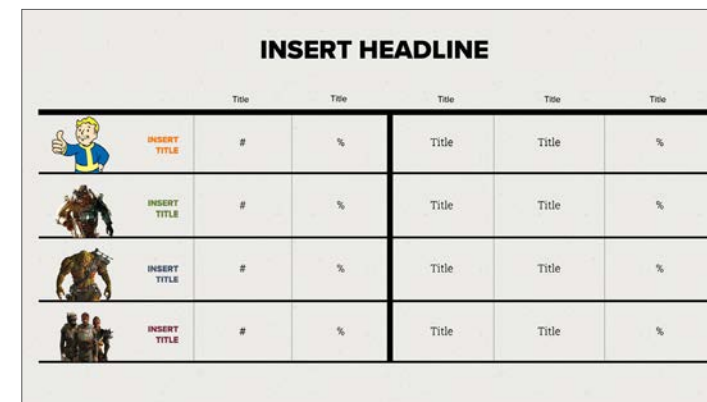
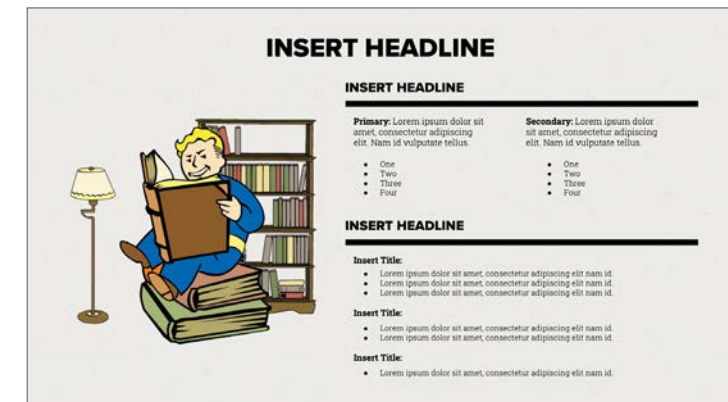
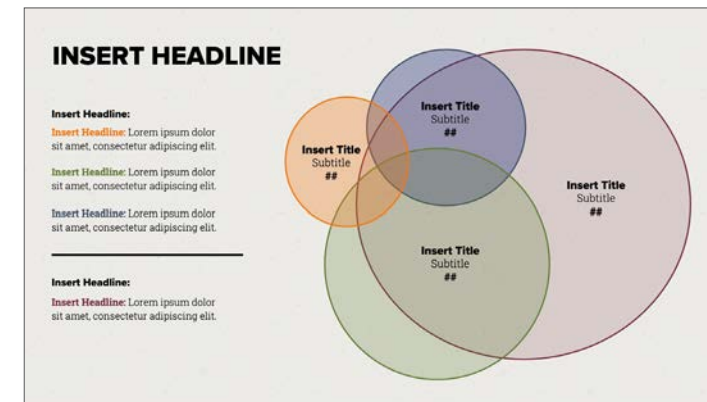
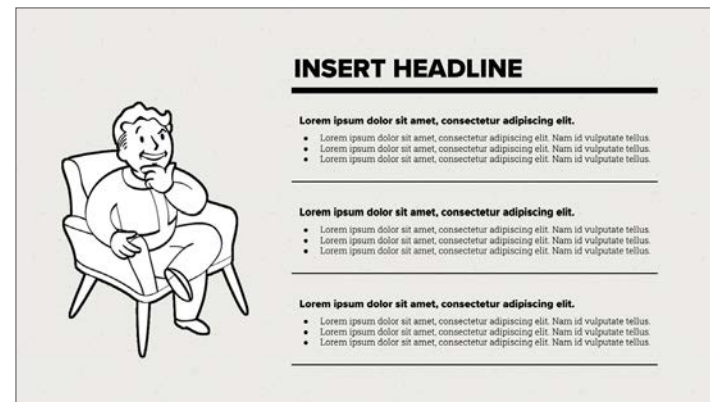
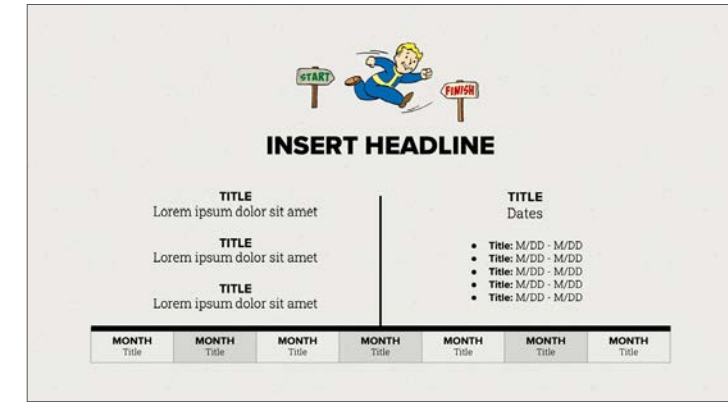
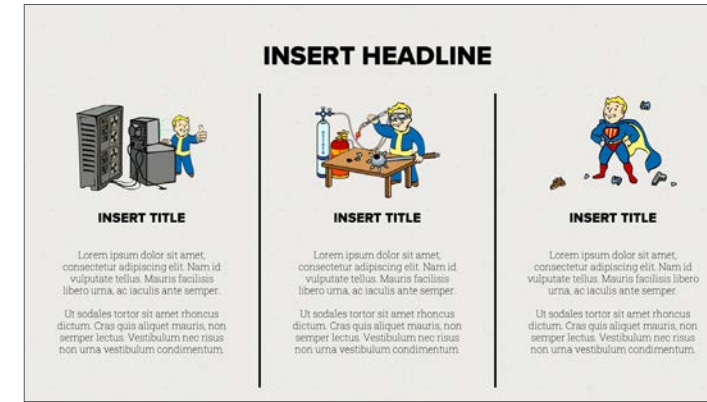
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Launch campaign deck for Kingdom Hearts.



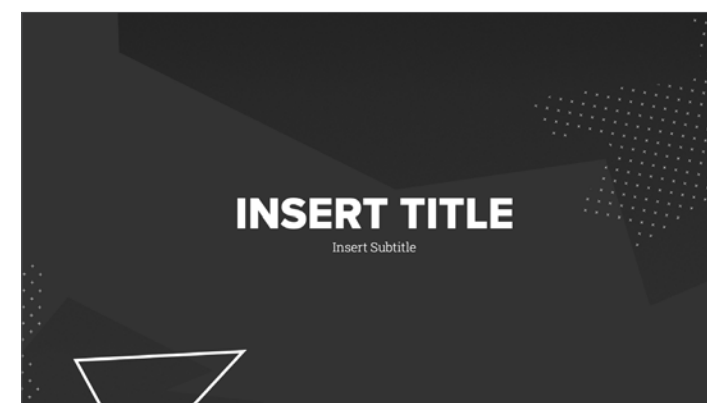
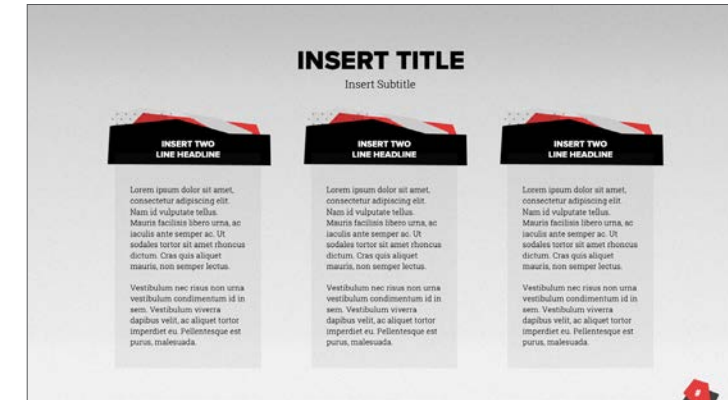
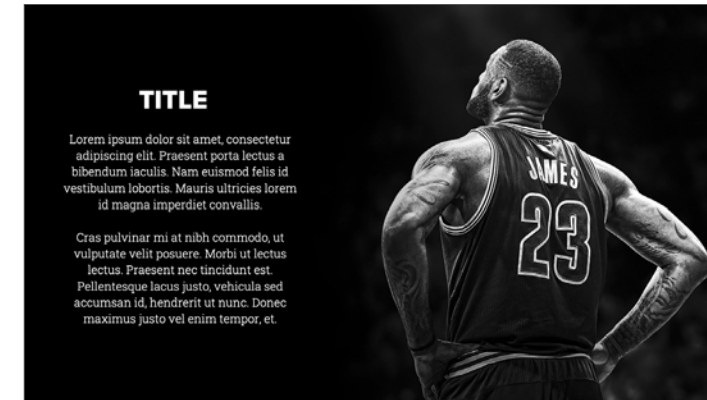
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Launch campaign deck for Fallout 4.



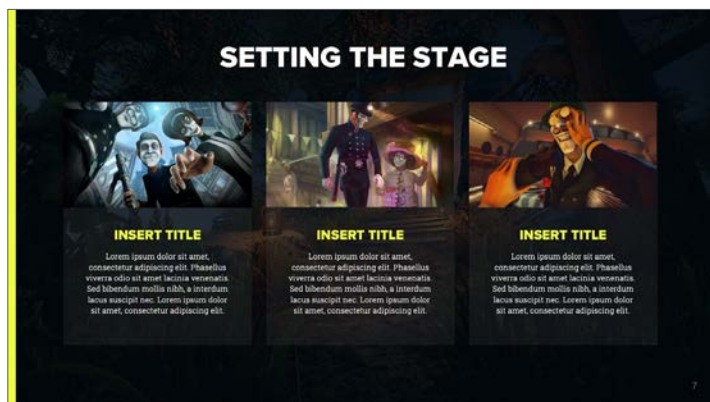
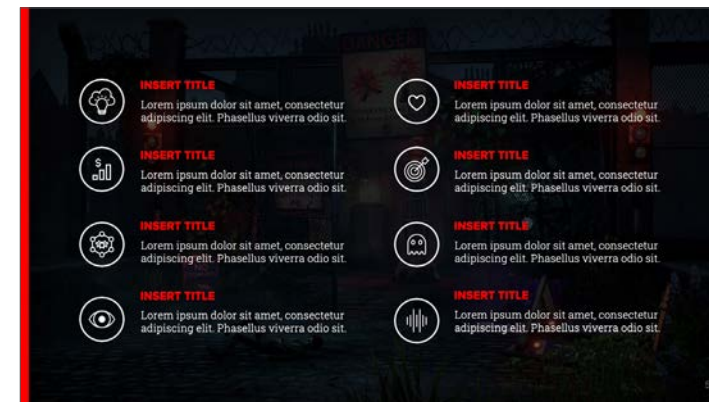
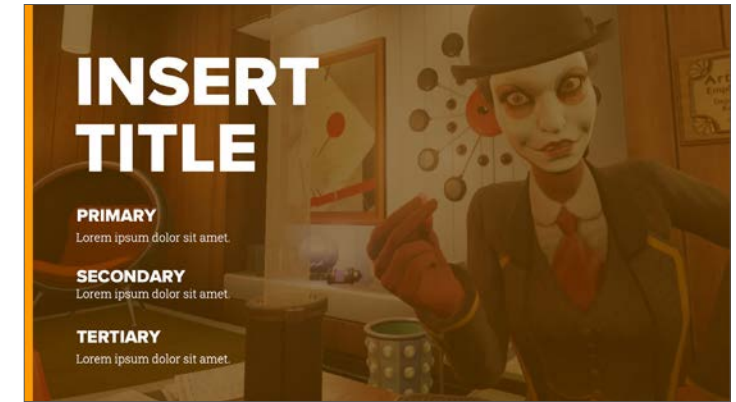
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Launch campaign deck for NBA2K19.



sampled powerpoints

Launch campaign deck for We Happy Few.



successful presentations = happy clients!

Due to the sensitive nature of this kind of work, we are unable to share additional presentations projects.

However, below are the types of presentation we work on.

sales pitch deck

keynotes and conferences

ipo road shows

market research:

qualitative & quantitative

fundraising (series A-C)

learning and development

internal communications

CLIENT TESTIMONIALS

Krislam's ability to help tech junkies like myself, shape a story, present the story and engage people's elephants have been a critical component of my professional success. Krislam is proof that "presentation" really IS everything. If you're not getting your story across through your presentation, either for budget request, buy-in, or to affect change, you're going to fail.

Jason Loomis, Chief Information Security Officer

Krislam understands the benefits of an effective presentation. She not only knows how to design compelling slides, but she is attuned to the business objectives to develop a compelling story. Krislam is relentless and will advocate for you and your business.

David Sobie, CEO & Co-Founder@ Happy Returns at PayPal

Krislam is one of the rarest, sought after design talents in the business world - an insanely talented graphic artist with fine-tuned critical business thinking skills. She knows how to take complex, long-winded content and transform it into beautifully designed, easy to read pieces of presentation mastery, unlike anyone I've ever worked with in my career. 10 out of 10 on the recommendation scale!

Brent Freeman, Founder & President@ Stealth Venture Labs

Krislam brings an unparalleled level of passion to delivering presentation impact with creative quality at pragmatic speed. She is consistently able to take in information at the velocity of C-Suite thinking and turn around quality work in instances where most would need double the time. In all cases she brings ease and grace to the iterations that are needed, understanding the audience impact objectives and how best to deliver them creatively and simply. Krislam is an equally practiced teacher and learner. She is able to help others understand the principles of great design, learn the tools to execute and innovate, and she is deeply experienced in pulling clear direction out of ambiguity. I've worked with Krislam as a member of my team and as a resource hired and recommended to others on a project basis. She's a delight and the end product is always an A!

Roxane Lukas, Chief People Officer

graphic design & brand identity

The following slides illustrate the multidisciplinary projects;
from brand identity, data visualization, art direction, and printed/digital assets.

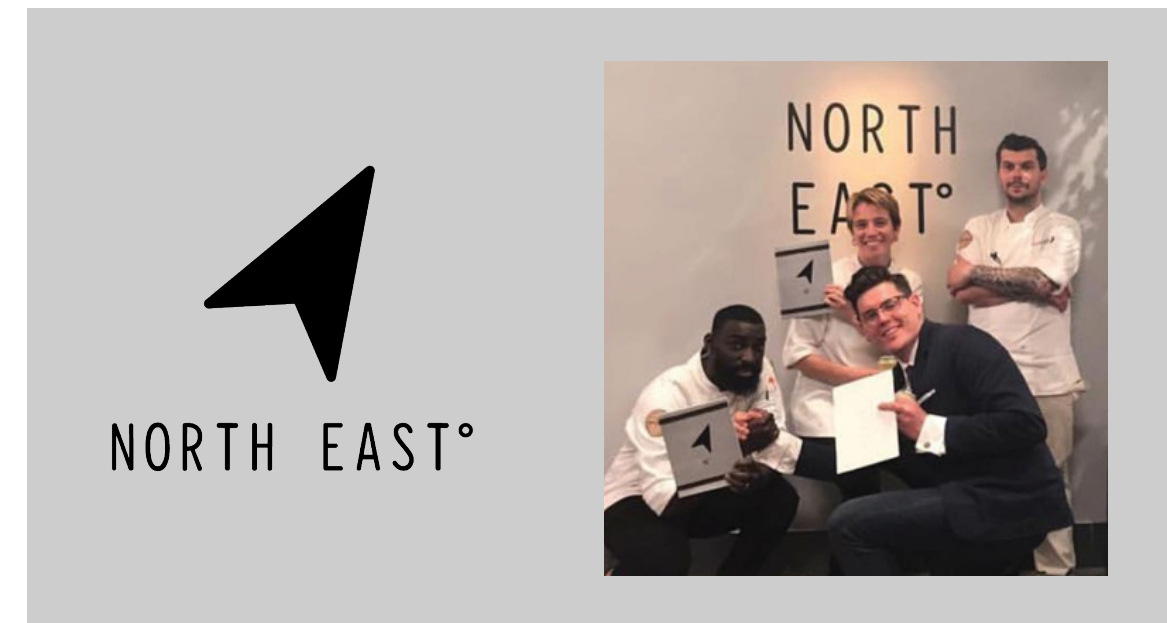
CLIENTS INCLUDE: TOP CHEF SEASON 16, TECHSTYLE FASHION GROUP,
HAPPY RETURNS, AND THE 92ND AND 93RD ANNUAL ACADEMY AWARDS.



GRAPHIC DESIGN & BRAND IDENTITY

bravo top chef season 16

Krislam Chin was the creative director in Top Chef Season 16, completing three distinct brands in the 48-hour restaurant challenge, "Restaurant Wars."



batavia city school district

Worked closely with the Batavia School District in New York to re-brand their district identity.

This project included a complete brand audit and exploration to ensure brand continuity across all platforms and schools – Jackson Primary, Middle School, High School, and John Kennedy Intermediate.



OLD LOGO



NEW LOGO



BRAND ELEMENTS

Brand elements are the basic building blocks for communicating who we are as a school district. They consist of our letter "B" in a circle container with the individual school names. Any use of the brand elements should be approved by bcsccommunications@bataviascd.org.

PRIMARY CITY SCHOOL DISTRICT LOGO

CITY SCHOOL LOGOS

CLEAR SPACE & POSITIONING
Clear space is the area around the logo that should remain clear of any competing text or imagery. Always use the letter "B" from the logo as a spacing reference. The gray border and dashed outlined represented minimum clear space. It is not for design replication.

MINIMUM SIZE REQUIREMENTS
To ensure our branding elements are legible, they must be reproduced at their minimum size or larger. If you are unsure of how to apply the size requirements to your design needs/applications, please reach out to bcsccommunications@bataviascd.org.

Version 01 – August 2022

FONT FAMILIES

In order to keep all of our digital and printed materials cohesive with the Batavia City School District brand, we recommend you ONLY use the following fonts.

PRIMARY FONT FAMILY	GOOGLE PLATFORMS	SYSTEM FONT
<p>Font: Proxima Nova (via Adobe Fonts)</p> <p>ABCDEFHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#%&'*()</p>	<p>Font: Proxima Nova (via Google)</p> <p>ABCDEFHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#%&'*()</p>	<p>Font: Arial (via System Font)</p> <p>ABCDEFHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 !@#%&'*()</p>

COLOR PALETTE
Our primary color palette is comprised of the three traditional Batavia City School District colors: **blue, black, and white**. The secondary palette may also be utilized for communications, documents, and digital media, but only the primary palette should be used with our core brand elements.

PRIMARY PALETTE	SECONDARY PALETTE
<p>Blue: #0056b3</p> <p>Black: #000000</p> <p>White: #ffffff</p>	<p>Red: #e31a1c</p> <p>Orange: #f19400</p> <p>Green: #008000</p> <p>Purple: #6a3d9a</p>

Version 01 – August 2022

ACCEPTABLE USE EXAMPLES

The examples below represent acceptable applications of our brand elements in communications, documents, and digital media. There may be special cases where our branding elements need to be applied in ways that are outside our guidelines—in these cases, please reach out to bcsccommunications@bataviascd.org for guidance.

FULL-COLOR APPLICATIONS

SINGLE-COLOR APPLICATIONS

Version 01 – August 2022

APPAREL

Batavia City School District brand elements may be used on apparel. The examples below indicate acceptable uses of our branding on preferred apparel colors.

The examples below illustrate how our brand elements may be used for apparel. All apparel must be approved prior to production.

For assistance with setting up files for your apparel vendor, or for approval of your apparel design, please contact bcsccommunications@bataviascd.org.

PROMOTIONAL ITEMS

Our brand elements may be used on promotional items, however, the branding guidelines must be followed. Please refer to page XI for acceptable use examples.

The examples below illustrate how our brand elements may be used for promotional items. All items must be approved prior to production.

If you have a question about the acceptable use of our brand elements on promotional items or wish to have a promotional item approved, please contact bcsccommunications@bataviascd.org.

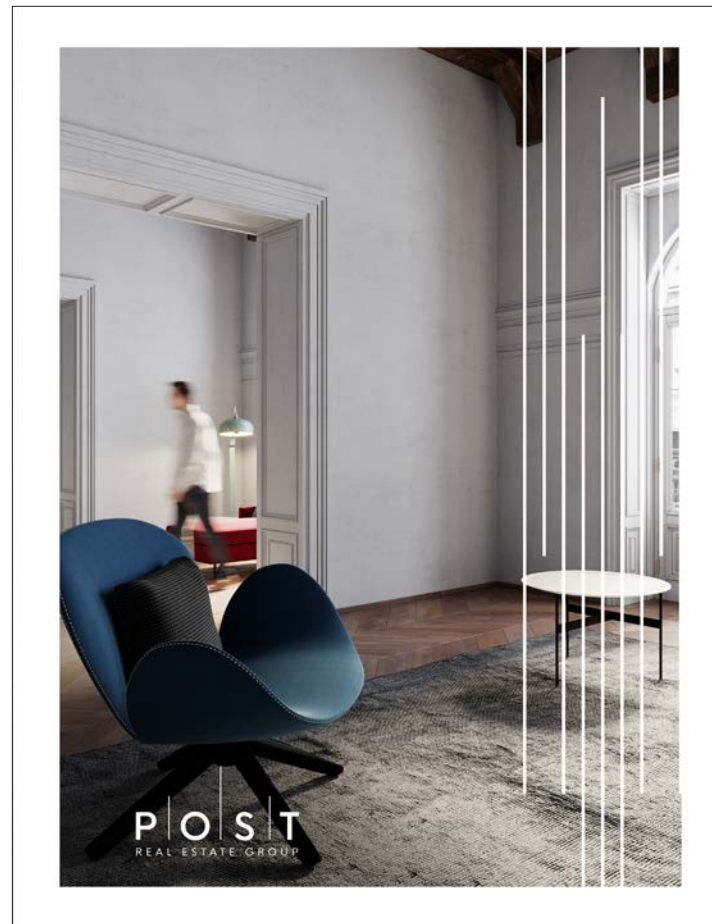
Version 01 – August 2022

GRAPHIC DESIGN & BRAND IDENTITY

post real estate group

POST is a real estate investment and management company based in Beverly Hills. Worked closely with the team to create a new brand identity.

The new logo references their work with buildings, and the linear treatment can be used across the brand application.



PROPOSED DIRECTIONS – CONCEPT #6 MOVING FORWARD

POST
REAL ESTATE GROUP

#1 BOLD

POST
REAL ESTATE GROUP

#2 MINIMAL BOX



#3 ARCHITECTURE

POST
REAL ESTATE GROUP

#4 LINEAR



#5 CORNERS

POST
REAL ESTATE GROUP

#6 BUILDINGS



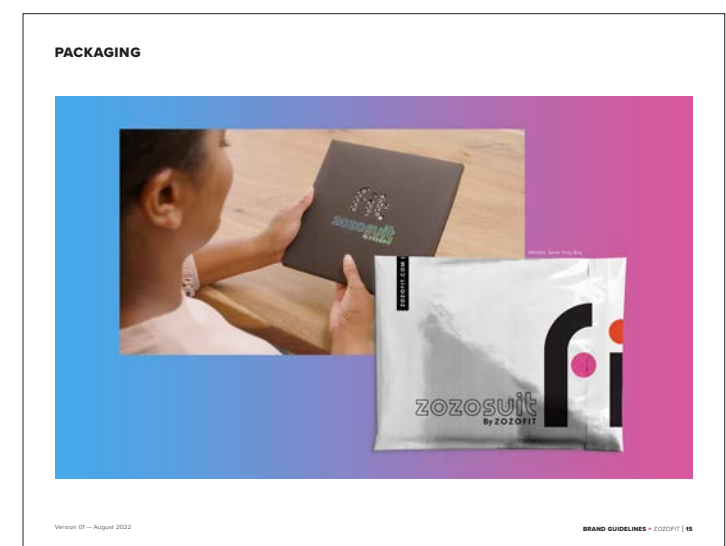
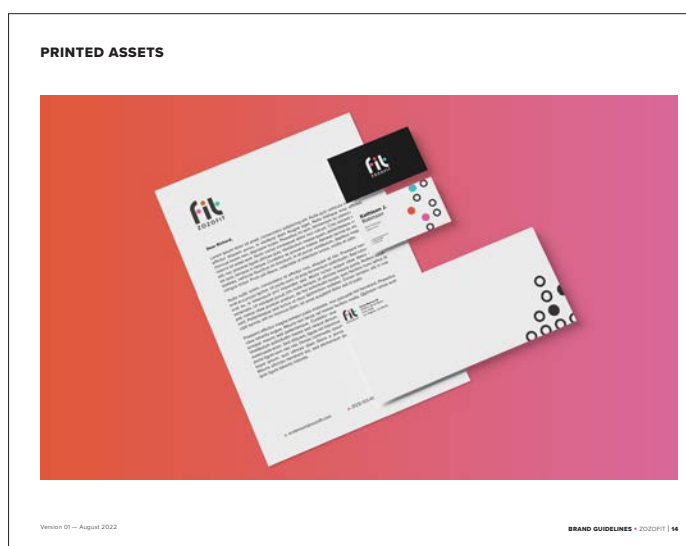
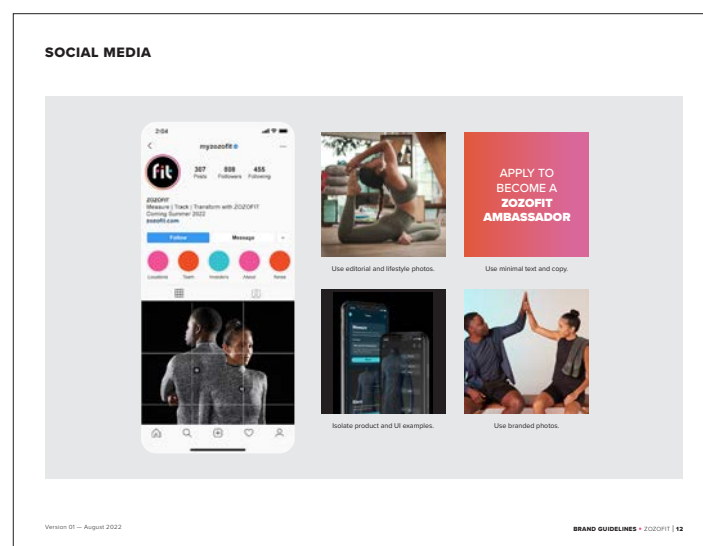
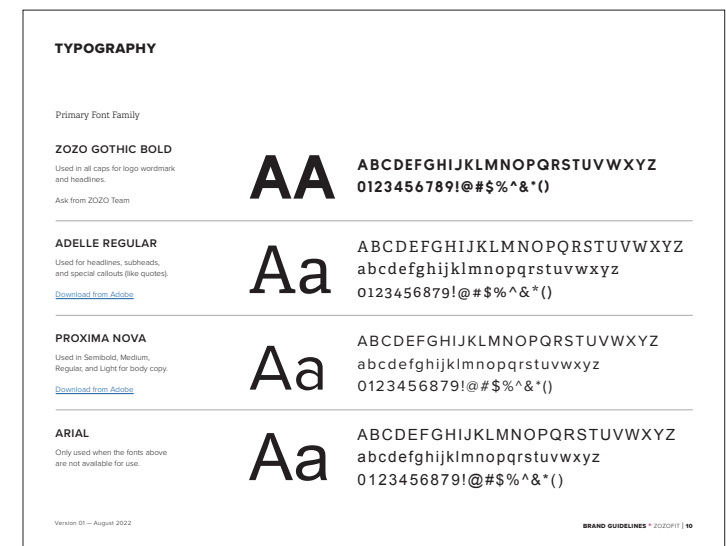
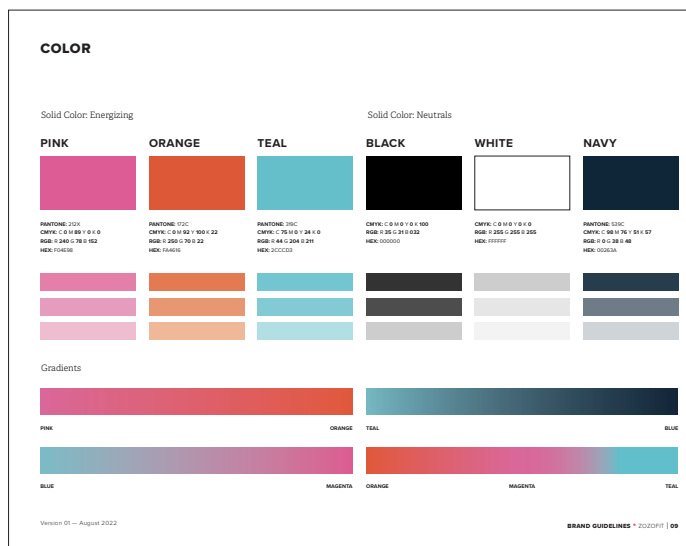
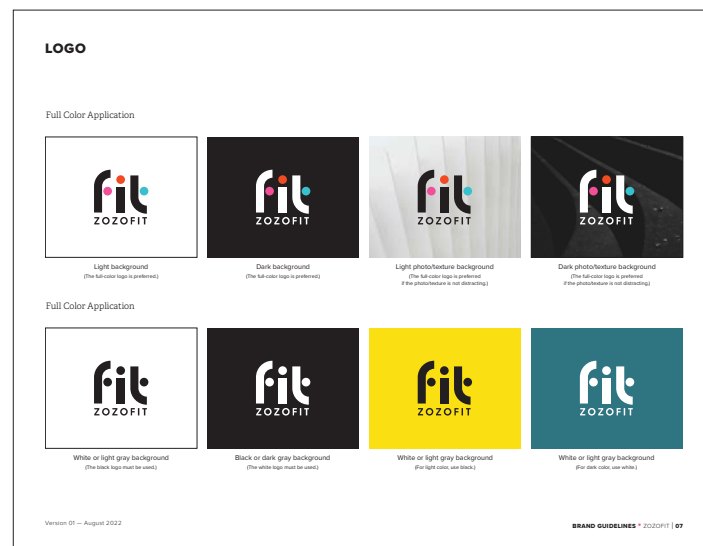
#7 CONDENSED



#8 ICONOGRAPHY

ZOZOFIT styleguide

ZOZOFIT is the world's first easily portable, extremely affordable at-home 3D body scanner. The team needed a new art direction with their existing logo, which included a style guide.



GRAPHIC DESIGN & BRAND IDENTITY

techstyle's leap conference

Leap is an annual TechStyle Fashion Group global executive leadership conference. This campaign required both digital and printed assets.



sampled infographics

Infographics for Happy Returns that illustrate B2B and B2C marketing assets, and explain the benefits of Happy Returns.

h^o

Returns Happen: A Growing Opportunity for Retailers

One of the biggest challenges with online shopping is the returns process. Not only do most consumers say it's the most unpleasant part of the online shopping journey but retailers often lose many lucrative customers at this critical point in the experience. Happy Returns conducted a proprietary online survey of 1,800 online fashion shoppers to understand shopper attitudes toward returns and what retailers can do to improve the returns experience.

Returns Are Painful Today

- 73%** of shoppers say the return experience is their **least favorite** part of the online shopping journey.
 - vs. 15% of shoppers who say "waiting" is the worst part.
- 64%** said they **return items or churn** when they receive items that **disappoint them**.
- 39%** said they **avoid shopping** at that retailer again.
- 37%** said they kept the item but **never use it**.

28% of shoppers say they **shop less online** than they would otherwise because they don't want to deal with the **hassle of returns**.

Printing and packaging are problems for returns.

- 62%** of shoppers **don't even have 24/7 access to a printer**.
- 44%** of shoppers under 30 say it's a **hassle to print out return labels**.
- 41%** of consumers say it's a **hassle to repack things in a box or package to mail back**.

- 56%** of customers are **much more likely** to shop at a retailer that offers **free returns** with an **immediate refund** and **no printing or a return label or repackaging** of the returned item(s) needed.
- 29%** of customers are **somewhat more likely** to shop at a retailer that offers **free returns** with an **immediate refund** and **no printing or a return label or repackaging** of the returned item(s) needed.

Shoppers prefer store returns.

51% of shoppers under 30 say they **prefer returns in stores**.

- vs. 7% who say they prefer returns by mail.

Perfect Returns

While the process of returning an item is unpleasant for so many shoppers, consumers also gave feedback on opportunities for improvement.

Here were the most-requested features of the ideal returns experience:

- No Cost For Return**
- Immediate Refund**
- Ability To Drop Off At Local Store**
- Allow A Return Without A Receipt**

h^o Happy Returns[®]

Happy Returns provides comprehensive return solutions for the world's leading online and omni-channel retailers and their customers. With Happy Returns' Full Stack Returns, retailers offer customers a best-in-class branded online return and exchange flow as well as the maximum flexibility for returning purchases. Shoppers enjoy multiple ways to return: in-person via Happy Returns' nationwide network of 350+ Return Bar locations, through the retailers' own stores, or by carrier. Happy Returns provides aggregated shipping and logistics across all channels with optimized disposition to destinations of the retailers' choice; all with comprehensive reporting and analytics. The result is a world class experience for customers (NPS® of 95) with maximum value for retailers.

For more information on improving your returns experience email info@happyreturns.com

h^o

History of Happy Returns

In the last year and a half Happy Returns has transformed e-commerce by solving the #1 pain point of online shopping - returns.

1.9M Closed seed financing from Upfront, Lowercase, Maveron

NOVEMBER 2016 Happy Returns Company

APRIL 2016 TRADESEY

AUGUST 2016 launches 1st Return Bar in Santa Monica, CA in partnership with e-tailer Tradesey

SEPTEMBER 2016 Investment by Westfield Connected Commerce accelerator

NOVEMBER 2016 Opens 2nd and 3rd Return Bars at Westfield properties in SF and LA, where Happy Returns is offered by mall Guest Services teams

DECEMBER 2016 Begins accepting returns for Eloqui and announces partnership with Mocerich to expand outside of CA and open Return Bars in Chicago, Washington, D.C.

JANUARY 2017 Begins accepting returns from Shoes of Prey

FEBRUARY 2017 Opens first Return Bar with Simon at Houston Galleria

APRIL 2017 EVERLANE Begins accepting returns from Everlane

MAY 2017 Neighbory Opens first non-mall Return Bar inside of home goods boutique Neighbory in Chicago

\$4.0M

Brian Spoly, invests and joins company Board of Directors

JUNE 2017 Opens Return Bar in Palo Alto, CA

CARBON38 Begins accepting returns from Carbon38

10 Return Bars rolled out in 3 new cities

Taubman Opens first Return Bar with Taubman malls

JUN - AUG 2017 Rapid expansion of Return Bar network to malls and boutiques in new cities, bringing total network count to 40 locations in 14 cities

40 Nationwide Locations

SEPTEMBER 2017 Funding Announced

announces signed agreement to open Manhattan flagship at Rockefeller Center

TECOVAS, city chic, chubbies

Chubbies, City Chic, Jaanuu, Paul Evans, and Tecovas join the network

Company Stats

- 40 locations
- 14 metro areas
- 91 lifetime NPS
- 4 retail partnerships: Simon, Mocerich, Westfield, Taubman
- 24% growth of return volume from Jan - Aug 2017
- 18 Happy Return Employees
- 200 trained Returnistas
- 22 most items returned in a single transaction
- \$13,000 most expensive item returned - Hermes Birkin Bag from Tradesey
- 21 most repeat visits by a single shopper returning items

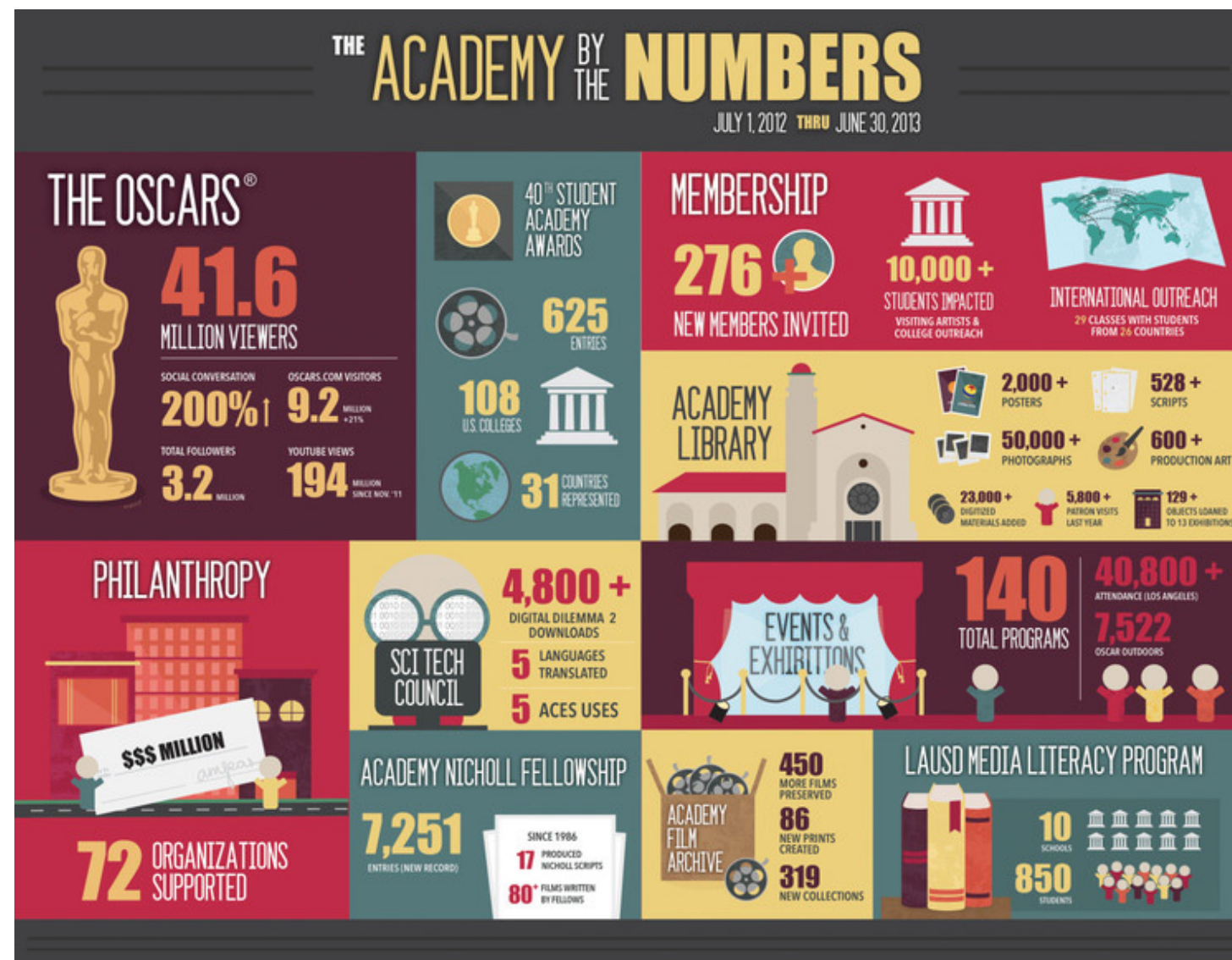
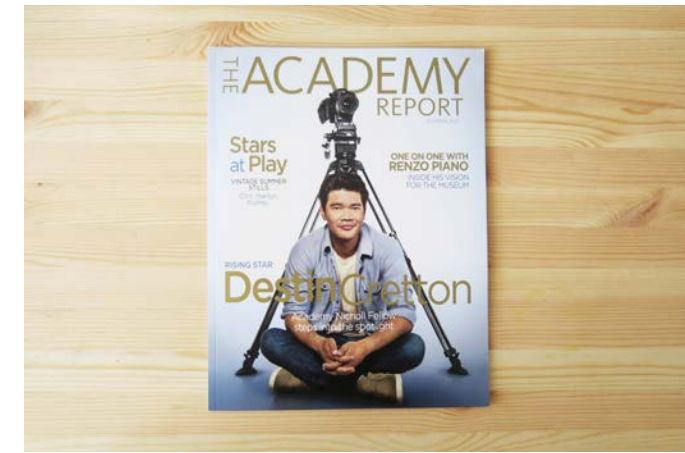
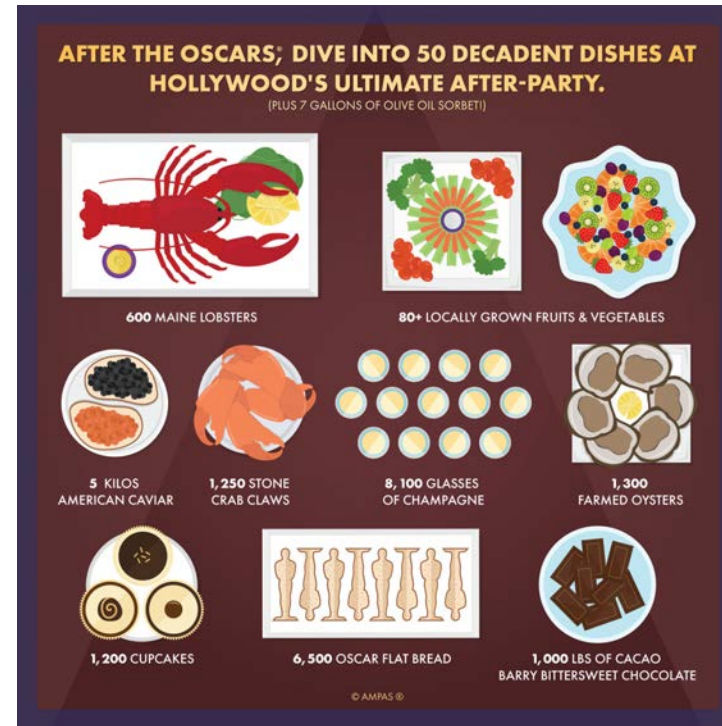
learn more at happyreturns.com

Selected slides have been exported at a low resolution, and any content/data have been altered, masked, and blurred out and are intended for illustrative purposes only.

GRAPHIC DESIGN & BRAND IDENTITY

sampled infographics

Infographics for 85th Academy Awards.
This data provided insights into the
behind the scenes of the show/organization.



Selected slides have been exported at a low resolution, and any content/data have been altered, masked, and blurred out and are intended for illustrative purposes only.

GRAPHIC DESIGN & BRAND IDENTITY

the 2020 oscars show

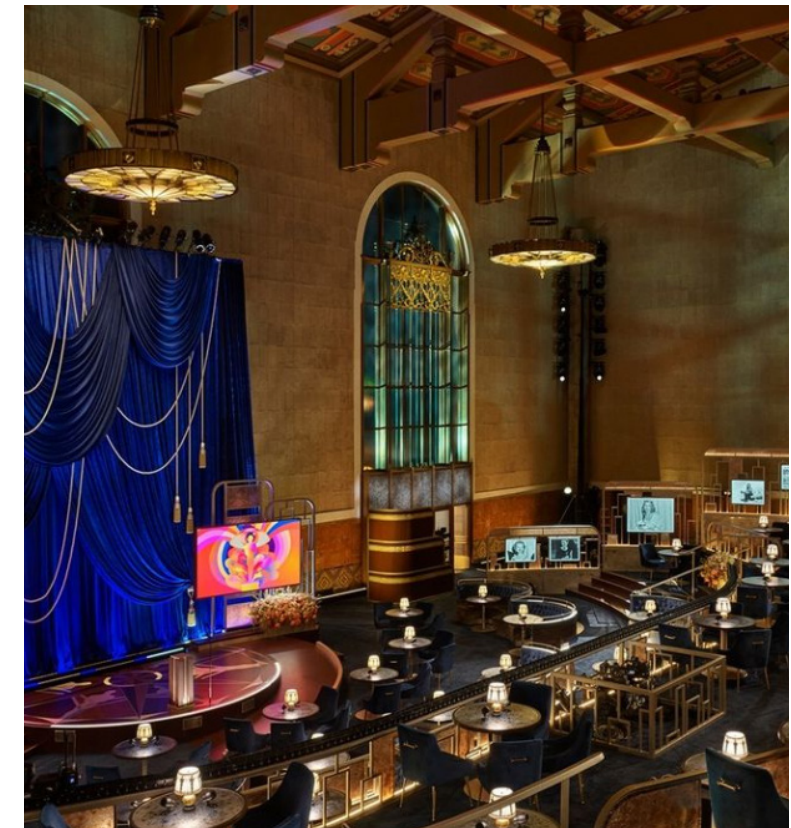
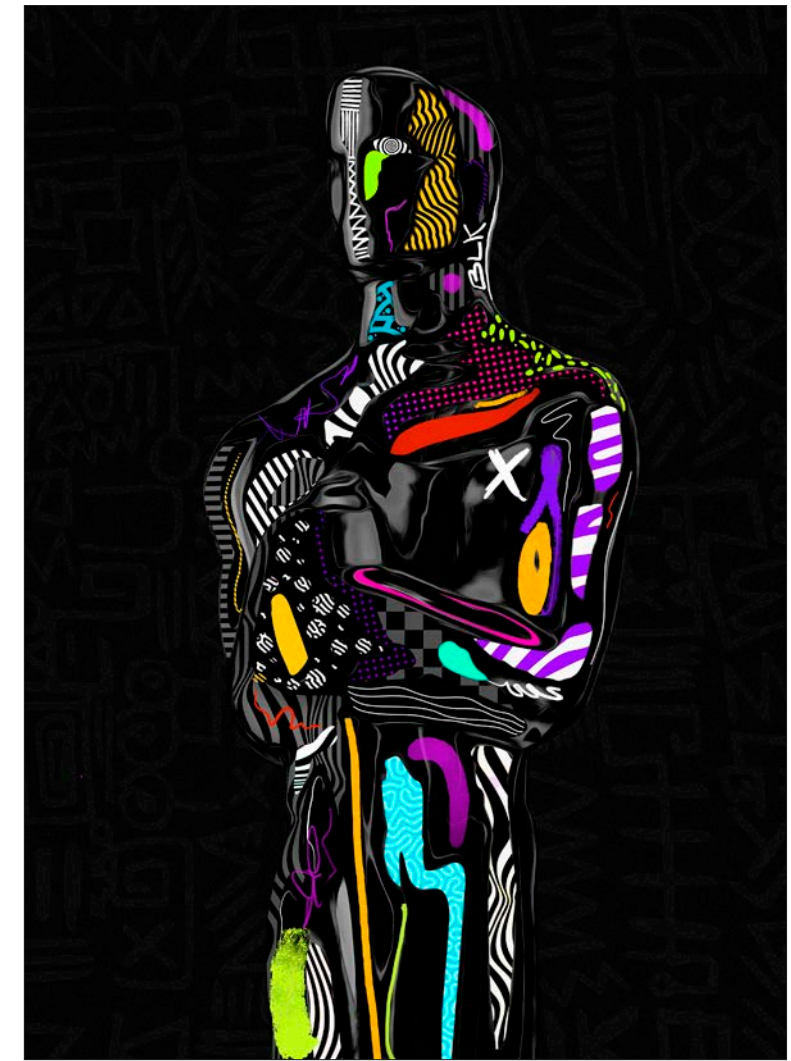
Oversaw the art direction for digital and printed assets for the 92nd Annual Academy Awards (2020)



GRAPHIC DESIGN & BRAND IDENTITY

the 2021 oscars show

Oversaw the art direction for digital and printed assets for the 93rd Annual Academy Awards (2021)



GRAPHIC DESIGN & BRAND IDENTITY

community college of los angeles

Social media graphics for paid and organic posts to boost engagement in enrollment.

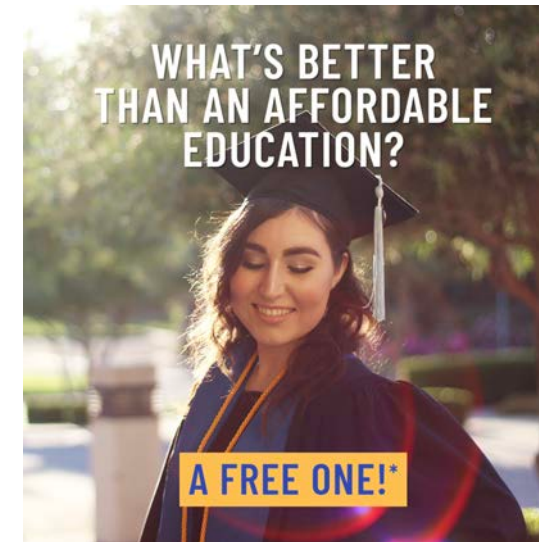


White coats welcome.
Start your health care career at CCLA.

CC LA



CALIFORNIA NEEDS WELDERS



WHAT'S BETTER THAN AN AFFORDABLE EDUCATION?
A FREE ONE!

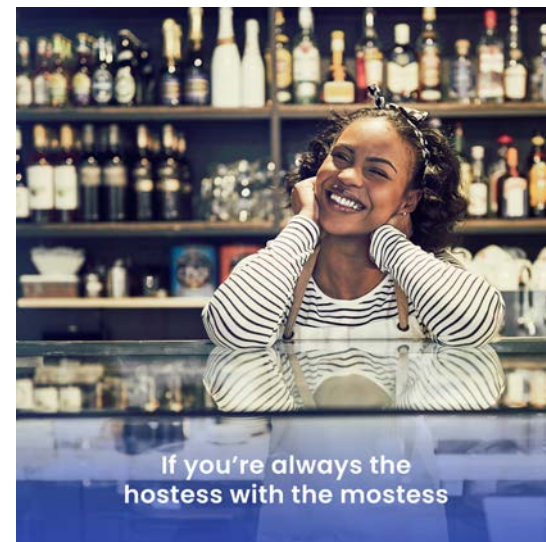
Welcome to **PASADENA CITY COLLEGE** CC LA



3 FUN FACTS

- There are **92 academic areas of study** at PCC.
- PCC is recognized as one of the **best community colleges in California.**
- Location, location, location! Pasadena is located by the beautiful San Gabriel mountains and the campus features auditoriums, theaters, shops, a radio station, and art gallery.

Founded: 1924
Located: 1570 E Colorado Blvd
Mascot: Lancer
Colors: Red and gold



If you're always the hostess with the mostess

Then maybe **Hospitality and Hotel Management** is your path!

Check out hospitality programs at these schools:

- LONG BEACH CITY COLLEGE
- MOUNT SAN ANTONIO COLLEGE
- PASADENA CITY COLLEGE
- RIO HONDO COLLEGE
- WEST LOS ANGELES COLLEGE

CC LA

CC LA

WOULD YOU RATHER YOUR COLLEGE EMPHASIZE:

QUALITY

AFFORDABILITY

With CCLA, you don't have to choose. Get personalized, one-on-one attention from professors.

CC LA

WOULD YOU RATHER GO TO SCHOOL:

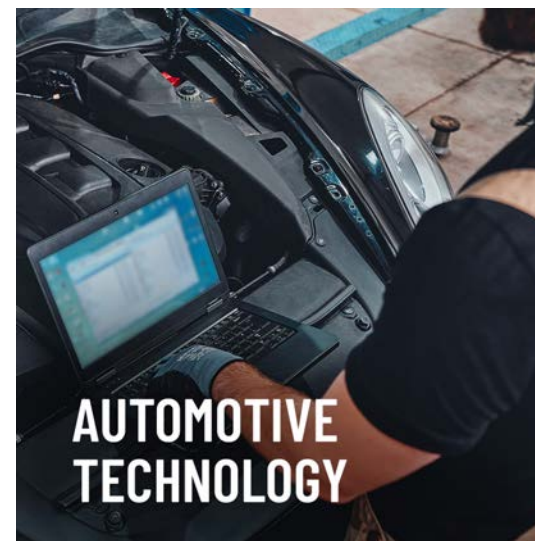
ONLINE

ON CAMPUS

With CCLA, you don't have to choose. Enroll virtually or in-person today.



GET YOUR CAREER MOVING WITH AUTOMOTIVE FOCUSED CLASSES AT CCLA



AUTOMOTIVE TECHNOLOGY



ALTERNATIVE FUELS

ACCELERATE YOUR CAREER AT CCLA.
ALL CLASSES \$46 PER UNIT

GRAPHIC DESIGN & BRAND IDENTITY

marketing material for zozofit

Printed and digital assets for ZOZOFIT, an at-home 3D body measurement technology developed by ZOZO, Inc

fit ZOZOFIT

THE FIRST AFFORDABLE AT-HOME 3D BODY SCANNER

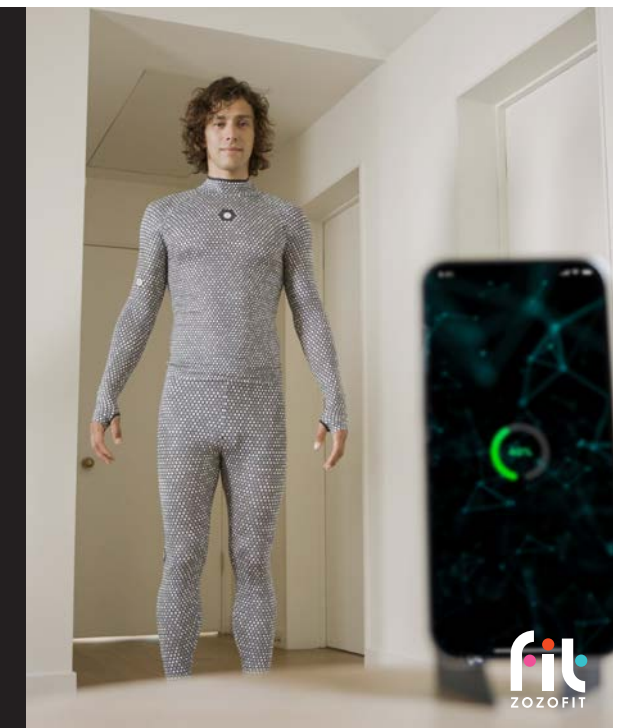
How ZOZOFIT Works

- Suit Up**
Get into your ZOZOSUIT and stand six feet from your phone
- Scan**
Open the ZOZOFIT app to scan using your phone's camera
- Track**
View your 3D body scan and measurements
- Transform**
Repeat every 2-3 weeks to see your progress

A NEW MEASURE OF FIT
The best way to track your progress

Scan the QR code for **\$15 off your ZOZOSUIT** and **unlimited scanning**

@myzozofit
zozofit.com



4"x 6" Promo Card for SXSW

fit ZOZOFIT

A NEW MEASURE OF FIT

- Scan**
Capture highly accurate 3D body scans in less than 2 minutes.
- Track**
Tracks body measurements easily and safely.
- Transform**
Visualize changes in your body, 1/4 inch at a time.

"Named One of Time Magazine's Best Inventions"

*ORIGINAL VERSION OF ZOZOSUIT WAS CHOSEN IN 2018

ZOZOFIT is cutting-edge technology that allows for precise 3D body measurement using the unique ZOZOSUIT. You can use ZOZOFIT from the comfort of your home or while you're at the gym to accurately track the results of your fitness activities. So whether your objective is gains or losses, maintenance, or reaching a lifelong goal, we're with you every step...and every scan.

THE BENEFITS OF ZOZOFIT

- Puts the Power of 3D Scanning Technology Right in the Palm of Your Hand
- Provides Measurement Insights So You Can Take Control of Your Health
- Empowers Users to Track Their Fitness Progress in Innovative Ways.

Latest Features

- Free App with Unlimited Scans
- Precise Measurements for Over 20 Key Locations on the Body
- 360° Rotatable 3D Image of your Body
- Graphs to Track Changes
- Share Function to Send Data Directly to Others
- Body Fat Percentage

"ZOZOFIT is a game changer in measurement tracking. The suit is easy to wear and you can get a 3D body scan in the time it takes to do a 360 turn. Track your changes over time and see exactly where your strong points and areas of opportunities are."

RODNEY LOZIER
Certified Functional Strength Coach, NASM Certified Sports Performance Coach, Certified Personal Fitness Trainer, Level 1 Weightlifting Coach, Los Angeles, CA

LET ZOZOFIT SHAPE YOUR FUTURE

For more information, please visit our site at www.zozofit.com

GET SOCIAL WITH ZOZOFIT

Facebook Instagram @myzozofit #myzozofit

fit ZOZOFIT

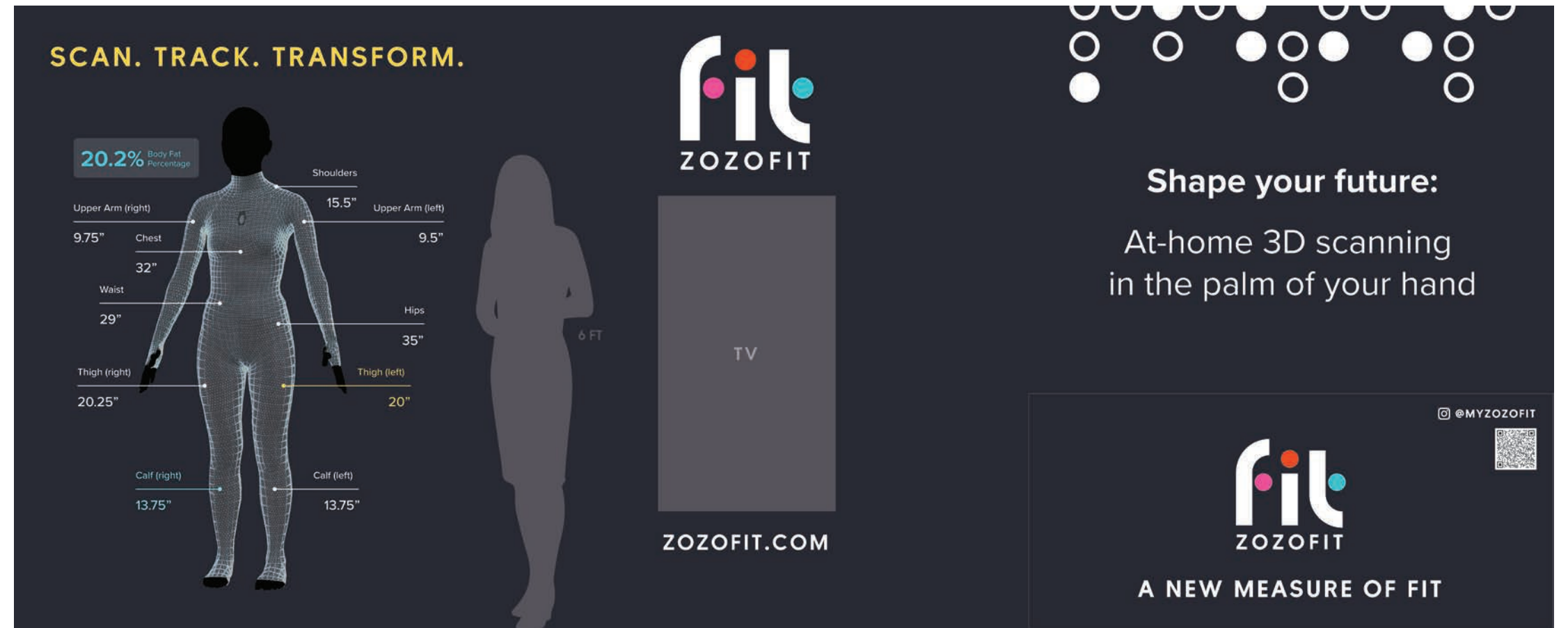
SCAN | TRACK | TRANSFORM

4.5" x 5.5" Brochure for SXSW

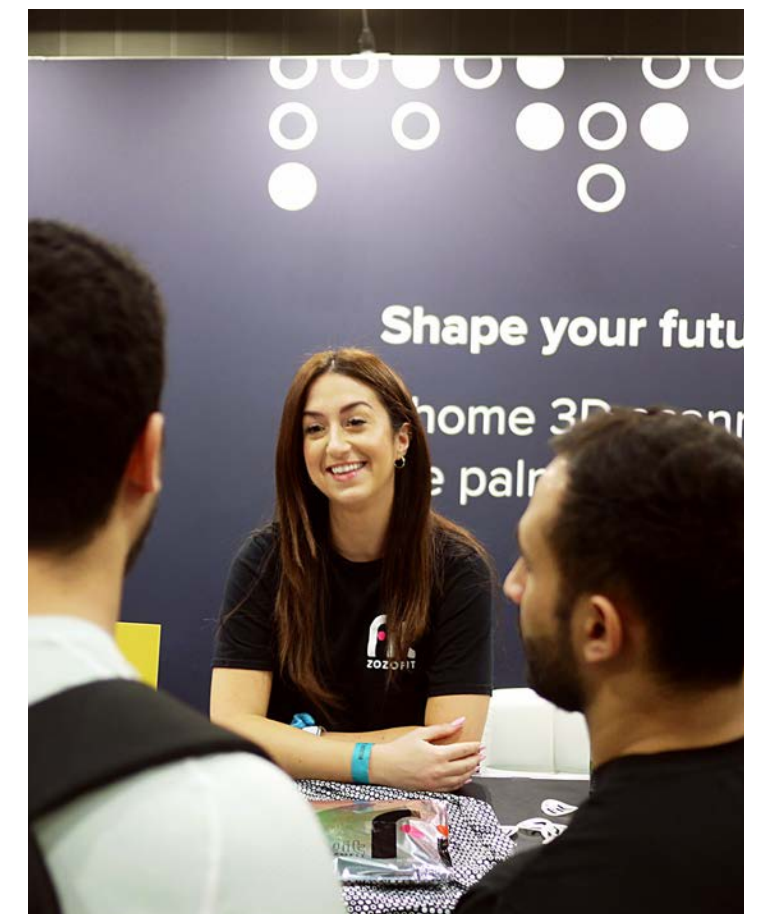
GRAPHIC DESIGN & BRAND IDENTITY

marketing material for zozofit (cont.)

Created printed and digital assets for ZOZOFIT, an at-home 3D body measurement technology developed by ZOZO, Inc



Fit Expo Booth Design (234 3/16" W x 95 1/16" H)



GRAPHIC DESIGN & BRAND IDENTITY

email marketing for bala

Marketing mails for the weighted bracelets company Bala Bangles (as seen on Shark Tank!)

bala

The Movement Store
Featured Brands



SHOP THE MOVEMENT STORE

Arrae
bala
BEAST
Intelligent Change
BEYOND YOGA
DEUZ
SAYZ
VITRUVI

The Best of The Best

Find everything you need to feel your best at The Movement Store.

Here we've partnered with our favorite wellness lifestyle brands to bring you a one stop shop for all things movement.

SHOP BALA

As seen on...

VOGUE *New York* Esquire

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LET'S BALACIZE

bala

Get To Know The Play Mat Towel



SHOP THE PLAY MAT TOWEL

Designed To Take On Your Sweatiest Practice

Introducing The All New Play Mat Towel!

The perfect ride along for any sweaty mat routine: yoga, pilates, and heated room exercises.

Available Now In Color Matched Shades

Charcoal, Blush, Sand, Sea and Sage so you can mix and match colors to your Play Mat



Ultra Absorbent

made of the highest quality materials - 50% recycled polyester, 30% polyester, 20% nylon and ultra-grippy silicone nubs to prevent slipping.

Pairs Perfectly



SHOP BALA

As seen on...

VOGUE *New York* Esquire

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LET'S BALACIZE

bala

Built For Speed

Introducing The New 5mm Play Mat

SHOP BALA



Introducing the new 5mm Play Mat, the lightweight alternative to the beloved Play Mat Plus (8mm).


SHOP THE PLAY MAT

Available Now in Extended Colors you can choose from Charcoal, Blush, Sand, Sea, and Sage!



Under \$100, but still made of a high grade polyurethane top-coat with a natural, FTC certified, tonal rubber base.

At 5mm thick, the new Play Mat is lighter than our Play Mat Plus, and is designed to be your travel friendly going places mat.



The Play Mat's first-of-its-kind partial shape will ensure that you stand out at your next hot yoga class.




Mix and match with your Bala faves for even more play time fun.

As seen on...

bala

Reintroducing: Balacize

A Workout Experience Like No Other



START BALACIZING

Sign Up Today For A 14 Day Free Trial

Reintroducing Balacize, the first and only workout platform powered solely by Bala products.

Explore mind-bending workouts guided by inspirational instructors. Choose your activity, whether you want to Sweat, Sculpt, Flow, or Unwind, and get moving like never before.

Signing up is quick and easy. Get a 14 day free trial today and choose your subscription.

MONTHLY	ANNUALLY
\$19.99 Per Month	\$14.99 Per Month <small>Billed Annually at \$179.88</small>
SELECT PLAN	SELECT PLAN

Come one, come all
Balacize is designed for all fitness levels and workout types.

LET'S BALACIZE

As seen on...

VOGUE *New York* Esquire

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LET'S BALACIZE

bala

Balacize
Workout By Activity

Sweat, Sculpt, Flow, Or Unwind

START BALACIZING

Choose The Way You Want To Move

Get what you want out of your workout with our Balacize activities: Sweat, Sculpt, Flow, and Unwind. There's truly something for everyone - find the movement that's right for you.

Workout with them today and get a 14 day free Balacize trial and choose your subscription plan.

MONTHLY	ANNUALLY
\$19.99 Per Month	\$14.99 Per Month <small>Billed Annually at \$179.88</small>
SELECT PLAN	SELECT PLAN

LET'S BALACIZE

Sweat

Turn up the heat to improve cardiovascular health and burn fat. From cardio and HIIT to boxing and dance.

EXPLORE SWEAT

Flow

Strengthen and lengthen. Improve flexibility, balance and strength. From yoga and stretching to Pilates.

EXPLORE FLOW

Sculpt

Improve muscle definition, and increase overall strength. From weight lifting and Pilates to calisthenics and HIIT.

EXPLORE SCULPT

Unwind

Improve mindfulness, awareness, and relaxation. From meditation and breathwork to restorative recovery.

EXPLORE UNWIND

HELLO
WORLD!

Thank You! | krislamchin@helloworldstudio.com