



JACKIE

ROYDS

G R A P H I C D E S I G N E R

2022 PORTFOLIO

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DESIGNERS TODAY

style. substance. soul.

In March of 2020, Jackie became the graphic designer for Designers Today magazine while working at Bridgetower Media. Designers Today is an interior design magazine that publishes throughout the year and has amassed a following of around 25,000. Designers Today focuses on interior design for residential projects as well as business strategies and practices for readers. Several of the issues Jackie worked on were featured at High Point Market which is the largest home furnishings industry trade show.

While working on Designers Today, Jackie worked closely with the editors to make layouts that best fit the content and showcased the beautiful imagery used throughout the magazine. She would completely design the editorial layouts throughout the magazine, placed ads prepared by the advertising team, prepared the pages for print, sent pages to the printer, and prepared a digital copy of the magazine.



DESIGNERS

style. substance. soul.

TODAY



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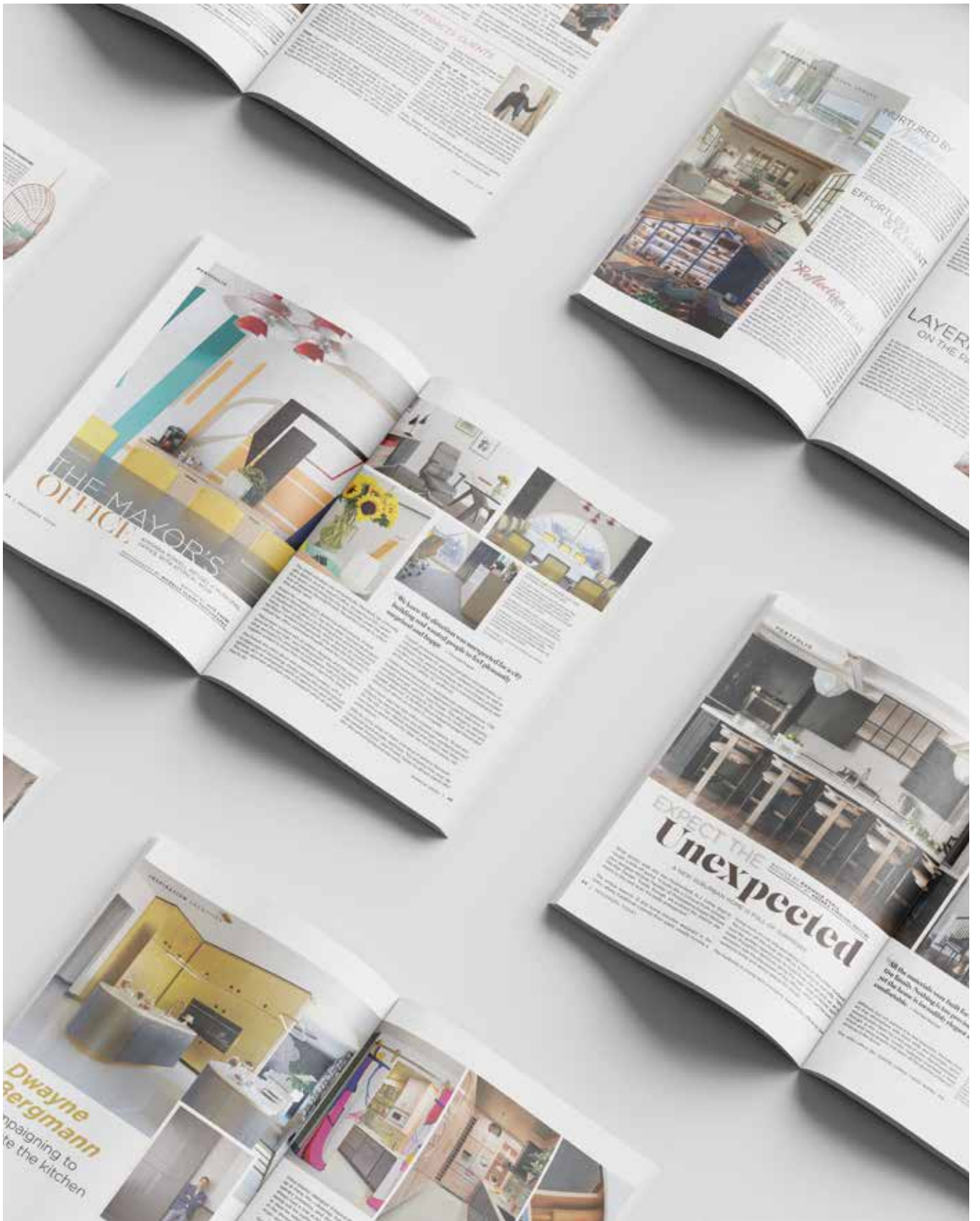
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1 **Mainly Baskets** (center) is filled with colorful, soft, woven pillows, including round, square, and rectangular. The Mainly Baskets collection is available in a variety of colors and patterns.

2 **Neo Home & Garden:** A modern, minimalist wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

3 The **Vintage** (center) is a classic, elegant wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

4 **Smart Wood's** (center) is a modern, minimalist wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

5 From **Surya** (center) collection, this elegant, modern wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

6 **Neo's Home Collection** (center) is a modern, minimalist wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

7 From **Uttermost's** (center) collection, this elegant, modern wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

8 **Bloomington's** (center) is a modern, minimalist wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

RESOURCES (LIGHTING)

1 From **Arteriors** (center) collection, this elegant, modern wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

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INSPIRATION CLOSET CASE

Beyond the Closet

Ideas of Order



California Closet was founded in Southern California in 1988 and is a leading provider of closet systems. The company has a long history of providing solutions that help people maximize their space and create a more organized and functional home.

San Diego, California-based California Closet is a leading provider of closet systems. The company has a long history of providing solutions that help people maximize their space and create a more organized and functional home.

Every custom organization solution we create with our clients — big or small — is designed to address the way they live at home. We focus on custom solutions that not only meet the potential of space throughout the whole home, but also make our clients' lives and give them the best — and most — solutions to what matters most.

The skyrocketing surge in social media and popular cable shows that celebrate the 'then & now' factor of organization have certainly impacted the focus on home storage and order in the home. — San Diego

How did California Closets expand to COVID-19?

We created a community of like-minded customers and professionals. You can see our ability to ensure the health and safety of our customers and employees. We made it clear that

we matter how our clients wanted to work with us — whether it was online, by phone, by video conference or in-person — and we were able to support them.

What are customers asking for now?

There's definitely a heightened interest and enthusiasm for order now that people aren't just living at home, but in many cases are also working from home, exercising and participating in more leisure time. We're seeing more requests for solutions that help people maximize their space and create a more organized and functional home. This is especially true for home offices, home gyms and multi-purpose spaces that perhaps need to double as office spaces, gym, or work rooms where multiple tasks must be completed.

How did the Martha Stewart partnership come to be?

The Everyday System is an exciting partnership that brings together the design and organizational expertise of our industry leader, Martha Stewart, with the expertise of our industry leader, California Closets. This partnership is a testament to our commitment to providing the best solutions for our customers.



From **Arteriors** (center) collection, this elegant, modern wooden chair with a high back, made of solid wood and available in a variety of colors and patterns.

and benefits. The Everyday System is a flexible storage solution that can grow with a customer, particularly one who is working. Designed for closets, media, home offices and garages, the Everyday System has only one requirement: space. Unlike our only product with that feature, the Everyday System is flexible and grows.

Tell us about your design consultant?

The consultant is a professional who is trained and experienced in the design and installation of closet systems. They are responsible for assessing the customer's needs and providing a solution that meets those needs. They are also responsible for ensuring that the customer is satisfied with the final result.

What is California Closets' relationship to the design trend?

California Closets is a leader in the design and installation of closet systems. We are committed to providing the best solutions for our customers and ensuring that they are satisfied with the final result. We are also committed to providing the best value for our customers and ensuring that they are satisfied with the final result.

On the Case for Space



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Mood Maker

A NEW LIGHTING SYSTEM HELPS HOMEOWNERS BE MORE ALIGNED WITH THEIR CIRCADIAN RHYTHMS



When it's time to go to bed, the lights dim and the temperature drops. In the morning, the lights brighten and the temperature rises. This is the circadian rhythm, the body's natural 24-hour cycle. A new lighting system helps homeowners align with this rhythm.

After talking in one with a home in the morning and being in the afternoon, the homeowners turned to interior designer Ben Adams of a Design Group to make it their own. They wanted not only modern materials, including wood, but also lighting that would be functional, including recessed lighting, but also creating the right mood, becoming more in step with their circadian rhythms.

"I didn't want any going to have the opportunity to have a mood lighting system that was able to change the color and temperature," says Adams, who has used LED products in past projects.

With L&L's Easy Light system, controlled by Ben's smart home system, the homeowners can now adjust the color and temperature of their lights from anywhere in the house, and even from their smartphones.

Ben used a 2-in-1 light fixture that could provide ambient lighting and task lighting. The home has big windows, and the system allows to provide light with the natural light coming in from these windows.

"One of the key factors that impact people's well-being and their health," Benoff says, "is when you spend the first three hours of the morning, and when you spend the last three hours before you go to bed, that's when your system for that circadian rhythm is the most active. So when that circadian rhythm is the most active, that's when you should be using light."

The recessed lighting lighting to bedrooms, as well as recessed LEDs for a shared reading bench in the living area, as well as recessed lighting to the main living area, as well as the bedrooms that had ambient lighting.

Benoff also included lighting, the home also includes decorative fixtures from Tommaso and Hudson Valley Lighting. Outdoor lighting from another company is also used in the home.

Customized System

"Getting the best of both worlds" in home lighting is not always easy. The home has so many different levels of use. By changing the spectrum of lighting, homeowners can create a mood that is perfect for the time of day.

Each room of the home has its own lighting, and the system allows to change the color and temperature of the lights from anywhere in the house.

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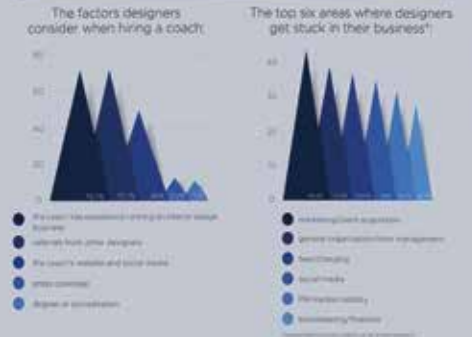
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BUSINESS COACHING

Designers Speak

Designers have a lot to offer when it comes to business coaching, according to designers. From a coaching session, other reasons include networking, expanding their business, and making new contacts. Of getting business on a new level, 33% of designers who responded, 25% were coaching with a coach, and 33% of those were coaching with a coach from a coach.



Designers who have a coach should implement a coach. Designers who have a coach should implement a coach. Designers who have a coach should implement a coach. Designers who have a coach should implement a coach. Designers who have a coach should implement a coach.

The coaching continues

THREE MORE EXPERTS OFFER A COMPREHENSIVE MENU FOR THOSE LOOKING TO GROW

Debi Cassell

Cassell (@debicassell) is a designer, author, and business coach and a speaker at various events. She is the author of the book "The Art of Designing a Business." She has been coaching through a coaching program called "Designing a Business" for over 10 years. She offers a free webinar on her website. The webinar is about how to get started in the design business. She will be speaking about how to get started in the design business. She will be speaking about how to get started in the design business.

Melissa Bell

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Sandra Park

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Pet Age





In March of 2021, Jackie took over as graphic designer for Pet Age magazine while working at Bridgetower Media. Petage is the most requested trade magazine in the pet industry. Pet Age has been delivering product information and practical advice for retailers, groomers, manufactures, and other pet care professionals for over 50 years. Pet Age has had celebrity appearances from several big names including Rachael Ray, Martha Stewart, Bobby Flay and more.

While working on Petage, Jackie would set up the entire magazine by first making a dummy layout that detailed where editorial content would go as well as all the ads sold for the magazine. Once the dummy layout was done, Jackie would put the magazine layout together, place ads prepared by the advertising team, prepared the pages for print, sent pages to the printer, and prepared a digital copy of the magazine. Jackie also created an in-depth template for the magazine as well as a complete style guide.



An exclusive conversation with the celebrity cook, author and philanthropist.

BY KYLEA A. POZIN

Rachael Ray has been in the limelight for decades, from her first television show, *Rachael Ray*, to her most recent TV show, *Rachael Ray's Favorite Eats*. She's also an author, a philanthropist, and a dog lover. In this exclusive conversation, Ray opens up about her life, her career, and her love for her dog, Scout. She also shares some of her favorite recipes and tips for keeping your dog healthy and happy.

When I was a kid, I was always a dog person. I remember being in the car with my mom and my dog, and we were stuck in traffic. I was bored, so I started talking to the dog. I remember being in the car with my mom and my dog, and we were stuck in traffic. I was bored, so I started talking to the dog.

It's not the one with people who have been told they're not good enough. It's the one who has been told they're not good enough. It's the one who has been told they're not good enough. It's the one who has been told they're not good enough.



Ziggy Marley on music, family and responsible pet products.

BY KYLEA A. POZIN

Born in Jamaica in 1960, Ziggy Marley is the son of reggae legend Bob Marley and the late Judy Marley. He is a musician, actor, and social activist. In this exclusive conversation, Marley shares his thoughts on his career, his family, and his love for his dog, Scout. He also shares some of his favorite recipes and tips for keeping your dog healthy and happy.

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SMALL ANIMAL NUTRITION

SPECIAL ADVERTISING SECTION



MEET MARTHA

Lifestyle expert Martha Stewart pairs a new Canopy Canine for pet CBD line.

BY OLIVER A. POLIN
Martha Stewart has always been a dog lover. In her 2018 book, "The Dog's Best Friend," she wrote about the benefits of dog ownership, including the ability to reduce stress and improve mental health. In her new book, "The Dog's Best Friend 2.0," she shares her expertise on how to care for your dog's health and well-being. She also introduces her new Canopy Canine for pet CBD line, which is designed to help dogs with anxiety and other behavioral issues.

COVER STORY
Have been practicing my fitness routine in my backyard. I've been a dog lover since I was a child. I remember the first dog I owned, a golden retriever named Max. He was my best friend and taught me so much about life. I have a dog now, a golden retriever named Max. He was my best friend and taught me so much about life. I have a dog now, a golden retriever named Max. He was my best friend and taught me so much about life. I have a dog now, a golden retriever named Max. He was my best friend and taught me so much about life.

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Photo: iStock.com/StephanieL

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EXCLUSIVE

BOBBY FLAY & NACHO
IT'S A CAT-THING

2021
DOG GUIDE



THE CAT'S TIME

Bobby Flay calls attention to cat nutrition with Taste by Natcho.

BY OLIVER A. POLIN
When he finished Taste by Natcho, a new book about cat nutrition, Bobby Flay was excited. He has always been a cat lover, and he wanted to share his expertise with other cat owners. The book covers everything from nutrition to behavior, and it's a great resource for anyone who loves their feline friend.

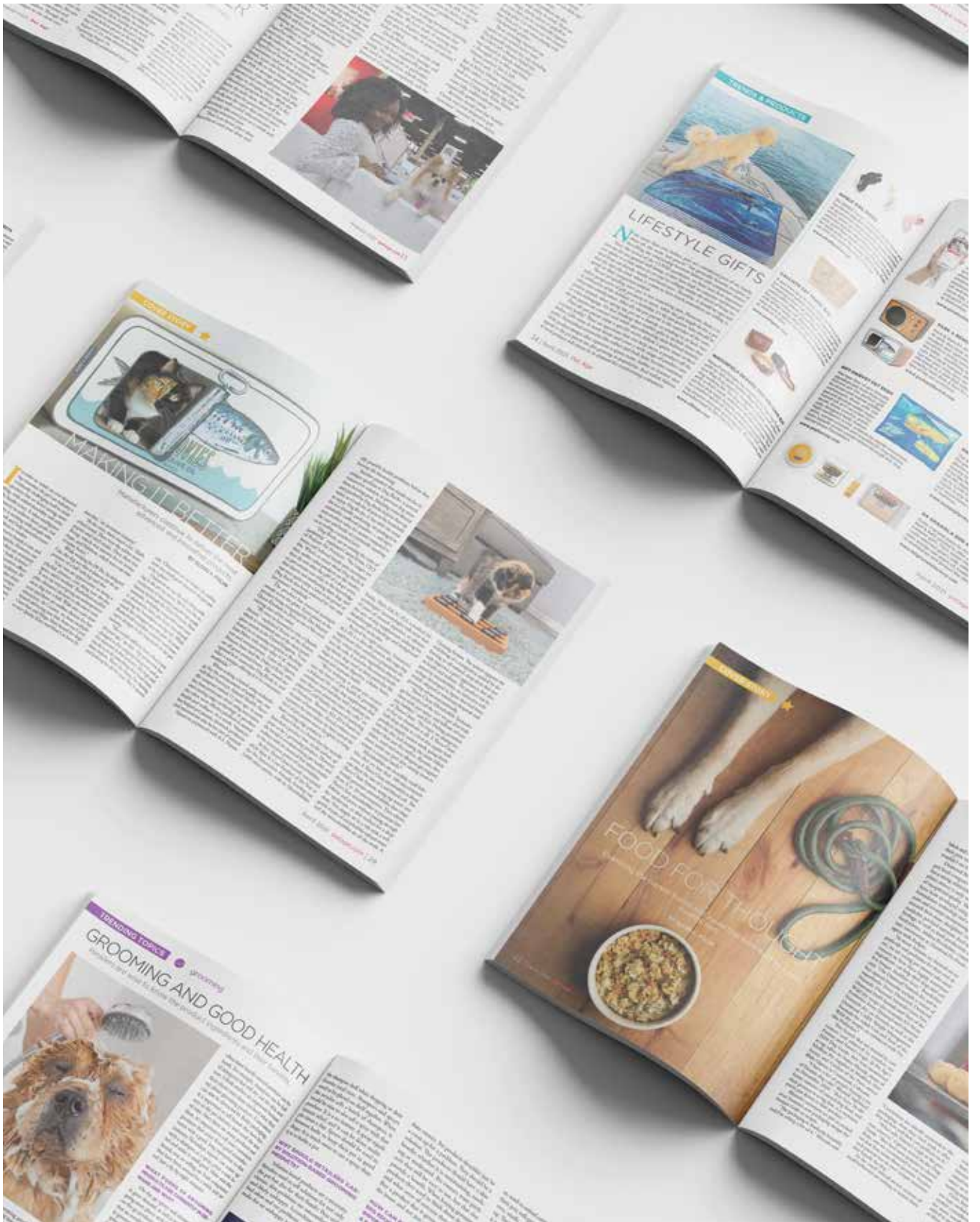
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SCBIZ



In spring of 2020, Jackie became the graphic designer for SCBiz Magazine while working for Bridgetower Media. SCBiz Magazine is a quarterly publication that publishes across the entire state of South Carolina. SCBiz covers complex topics, opportunities, and challenges that South Carolina's business leaders are facing and has the mission of being SC media go-to for economic growth.

When working on SCBiz Magazine, Jackie would put together a dummy layout that included all the editorial content and ads sold for the publication, put together the layouts, place ads prepared by the advertising team, prepare pages for print, send pages to the printer, and prepare a digital copy of the publication.





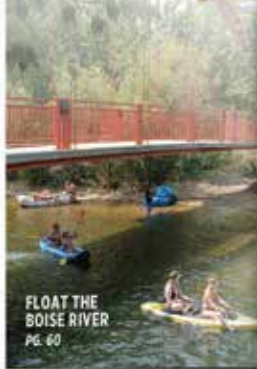
IDAHO **BUSINESS** REVIEW



While COVID-19 may have slowed down some businesses in 2020, it certainly didn't seem to slow down visitors to Idaho's great outdoors. Idaho's state parks have rebounded from COVID according to Idaho State Parks & Recreation's Public Information Specialist, Chelsea Chapman, in early 2022. "Having second visitation — and expectations for later are getting louder and louder than previous years." "Several of our parks, like Cascade and Providence, include an issue with our camping. And if this up and had, we would have a significant increase in visitation to make a considerable improvement," she said.

The National Area Chamber of Commerce and Tourism Bureau reported that visitation has increased and there is a possibility to add it all in the number of tourists returning to the city in their second increase. April visitors, said it had more but they would, so more people wanted to be in a tent and make it more difficult. For those of us with kind memories of another wonderful visit to the beauty of Idaho's outdoor settings, we have seen a lot of people who have returned to Idaho's outdoors since they left as early as they could. The Spring has become almost a necessity — not just a month, but a year in person (especially between Memorial Day and Labor Day). If you haven't booked a visit up to this month, it is a great idea to start planning now. Idaho is a pretty good mix of not being as busy as some of the other areas when you're having the all Idaho State Park (the percentage of camping spots are by about 30% full).

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Idaho's Spuds

The Idaho potato is one of the most important crops in the state. It's a \$1.5 billion industry, and it's a major export. The state produces more than 50 million tons of potatoes each year. The potato is a versatile crop. It can be used in a variety of ways, from french fries to potato chips to potato flour. The potato is also a healthy food. It's high in fiber and potassium. It's also a good source of vitamin C. The potato is a versatile crop. It can be used in a variety of ways, from french fries to potato chips to potato flour. The potato is also a healthy food. It's high in fiber and potassium. It's also a good source of vitamin C.

Work of Idaho

The work of Idaho is the backbone of the state. It's the people who work in the state who make Idaho what it is. The work of Idaho is the backbone of the state. It's the people who work in the state who make Idaho what it is.



While working on the special publication team at Bridgetower Media, Jackie worked on several special publications for the Idaho Business Review. Throughout the year, IBR publishes targeted special publications that include travel guides for Idaho, awards for construction projects done in Idaho, womens honors, and more.



When working on the special publications for IBR, Jackie would start by making a dummy layout that detailed where the editorial content would go as well as all the ads sold for the publication. Once the dummy layout was done, Jackie would put the special publications layout together, place ads prepared by the advertising team, prepare the pages for print, send pages to the printer, and prepare a digital copy of the publication.

PERSONAL WORK



While attending UW Stout, Jackie designed the logo and packaging for a brand of cat shampoo.

Maü was designed to stand out against the rest by focusing on the health of consumers' pets while remaining affordable with an upscale feel because consumers that use cat shampoo want the best for their pet.

Maü looks back at the Ancient Egyptians

who are well known for their worshiping of cats. The name "Maü" is directly derived from the Egyptians; it is what Ancient Egyptians called cats. The logo itself is also directly related to the Ancient Egyptians. Two cats, representing the two goddesses, Bastet and Mafdet, that were often shown in feline form, are used to shape a pyramid.



Mau premium cat shampoo has been specially formulated with natural ingredients that gently clean and condition. Mau contains proteins that help enhance and add shine to any long hair kitten or cat's fur.



MAU
Cat Shampoo

16 Fl. Oz (472ML)

DIRECTIONS
*Best for Long Hair Coat's

1. Brush Coat
2. Saturate coat with lukewarm water.
3. Massage a small amount of shampoo into coat. *Avoid getting shampoo in Cat's eyes and ears.
4. Rinse coat with lukewarm water.
5. Gently towel dry.
6. Once coat is dry, brush coat again.



Mau premium cat shampoo has been specially formulated with natural ingredients that gently clean and condition. Mau contains proteins that help enhance and add shine to any short hair kitten or cat's fur.



MAU
Cat Shampoo

16 Fl. Oz (472ML)

DIRECTIONS
*Best for Short Hair Coat's

1. Saturate coat with lukewarm water.
2. Massage a small amount of shampoo into coat. *Avoid getting shampoo in Cat's eyes and ears.
3. Rinse coat with lukewarm water.
4. Gently towel dry.
5. Once coat is dry, brush coat.



Mau premium cat shampoo has been specially formulated with natural ingredients to help treat and prevent fleas and ticks all while keeping your kitten or cat's coat soft and healthy.



MAU
Cat Shampoo

16 Fl. Oz (472ML)

DIRECTIONS
*Best for prevention and treatment of fleas and ticks

1. At first sign of fleas or ticks, brush out coat.
2. Saturate coat with lukewarm water.
3. Massage a small amount of shampoo into coat. *Avoid getting shampoo in Cat's eyes and ears.
4. Rinse coat with lukewarm water.
5. Gently towel dry.
6. Once coat is dry, brush coat again.
7. Repeat every three days as needed.

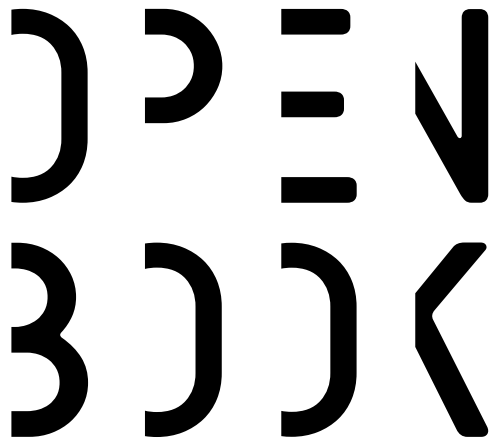


PREVIOUS LOGO

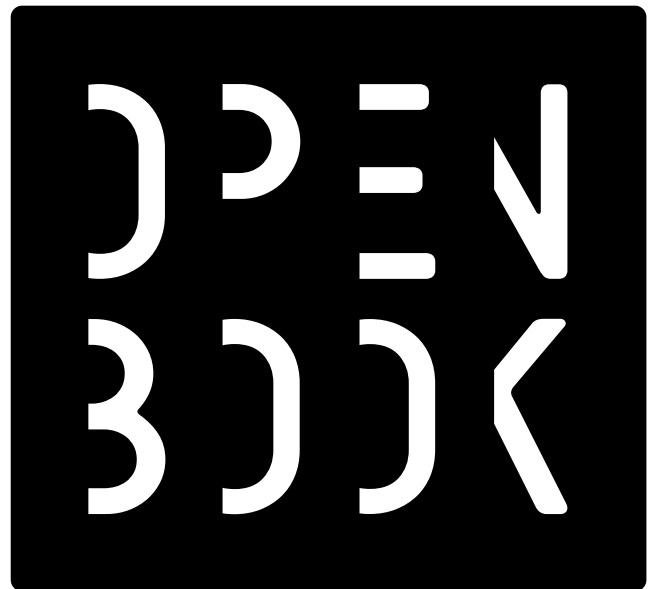


Open Book

NEW PRIMARY LOGO



NEW SECONDARY LOGO



Open Book is another project Jackie designed while attending the University of Wisconsin - Stout. The project was to take a real life logo and redesign it. Jackie chose Open Book which is a non-profit organization located in Minneapolis, Minnesota.

It is a space for anyone and everyone that is interested in or inspired by literary and book arts. This project set out to rebrand Open Book to modernize it and bring more attention to the organization. Design inspiration came directly from the building Open Book is located in.



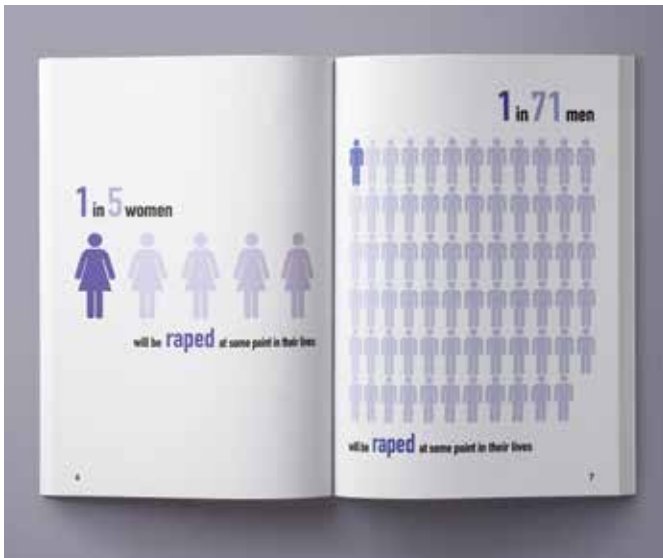


It Happens is an informational booklet on Sexual Assault and Rape that Jackie designed in a publication design class she took while attending UW Stout.

The aim of the book is to take the complicated subject and communicate the objective truth about it in a way that has clear understanding and is approachable

to viewers.

The book is divided into two sections: the first section focuses purely on the statistics of sexual assault and rape, the second aims to humanize the subject by sharing some of the posts real victims shared with #WhyIDidntReport.



@absinthefather 6:27 PM - Sep 17 2015
 @absinthefather Because I was scared no one would believe me because he knew exactly what to say to make people trust him. Because he was the golden boy because he was outgoing and charismatic and everyone loved him. Because he manipulated me it made me believe it was my fault.

@MuelierSheWrote 1:48 PM - Sep 17 2015
 How long did it take you to tell someone? 14 years

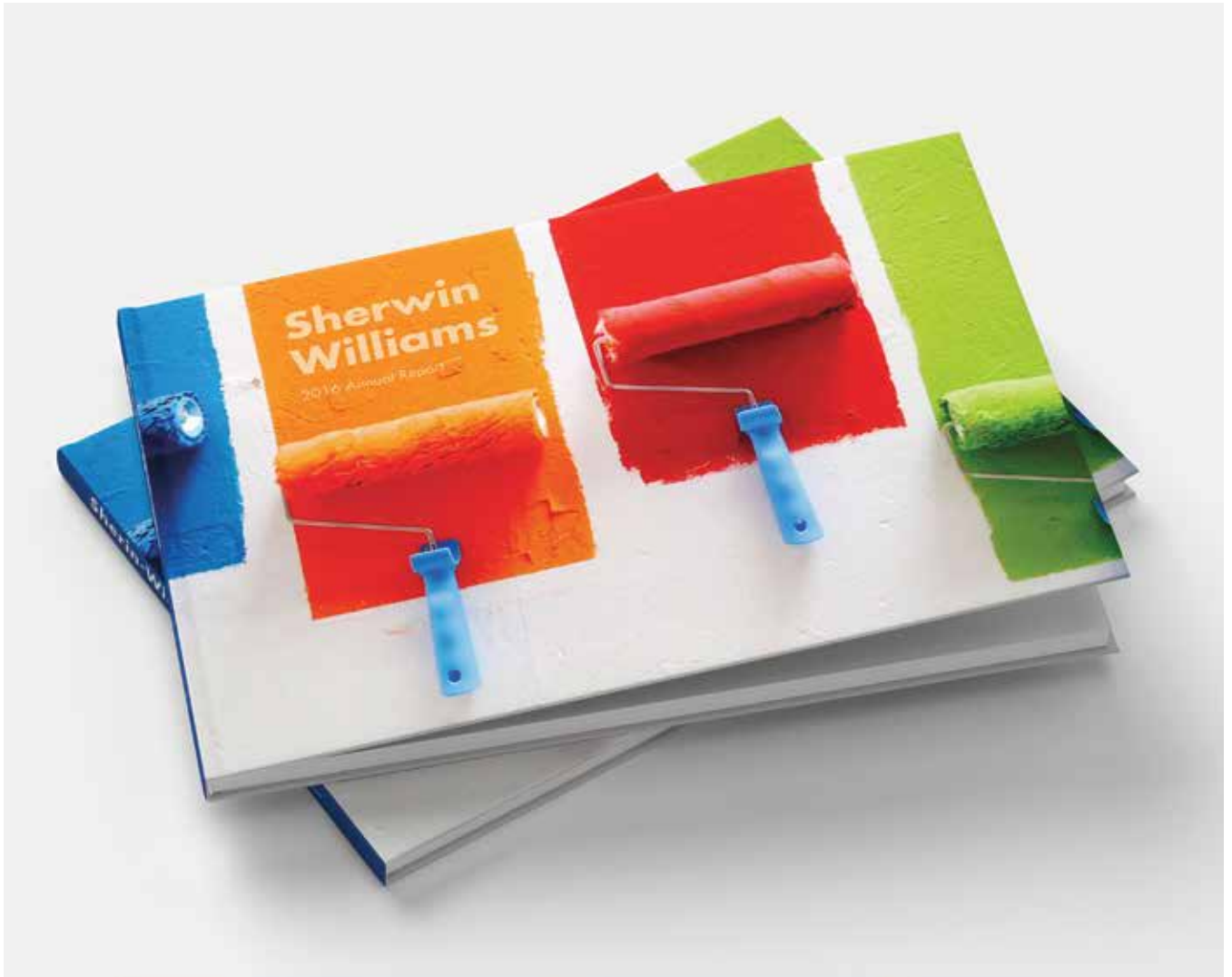
@shanbody 7:16 AM - Sep 17 2015
 @shanbody The person I told the morning after it happened said, "Don't be naive, what did you think was going to happen?" So I stopped calling it rape and started calling myself names instead.

It takes great courage to overcome all current obstacles to come forward.

The National Sexual Assault Hotline: 800-656-4673

Sources:

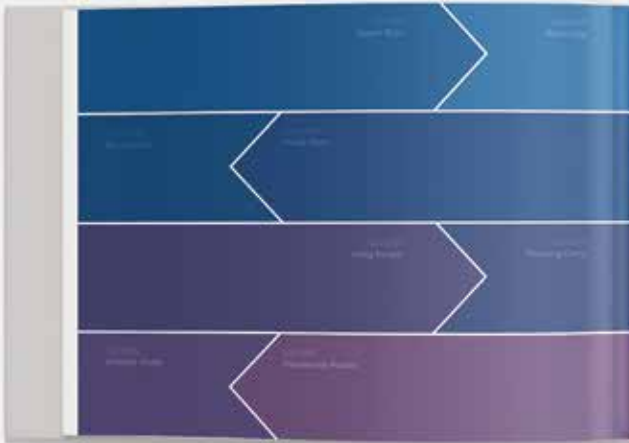
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This Sherwin-Williams Annual Report was designed by Jackie while in her publication design class at the University of Wisconsin - Stout.

Most major companies publish annual reports so shareholders and other interested parties can have a comprehensive report on the company's

activities from the previous year. This annual report for Sherwin-Williams combines information design, colorful photography, and a good selection of the paint colors Sherwin-Williams has to offer to make it exciting and approachable for those interested parties.



The Sherwin-Williams Company was founded by Henry Sherwin and Edward Williams in 1866. Today, we are a global leader in the manufacture, development, distribution and sale of paint, coatings and related products to professional, industrial, commercial and retail customers.



65.7%
of total sales

<p>Products Sold</p> <p>Paints, stains, coatings, mobile applications, wallcoverings, floor coverings, spray equipment and related products.</p>	<p>Major Brands Sold</p> <p>Barnes/Walworth, Cabot's/Cole, Color Guard™, Duronite/Minck, Emerald, Hammerite®, HCN® Paints®, and Rust-Oleum®</p>
<p>Markets Served</p> <p>Do-it-yourselfers, professional painting contractors, home builders, property maintenance, hospitals, architects, and interior designers.</p>	<p>Outlets</p> <p>4,183 Paint Store Group stores primarily in the United States, Canada, Mexico, and Puerto Rico.</p>

hued.

hued. Jackie designed for her senior showcase while attending UW Stout. She focused her entire last semester on the project.

hued. was designed as a subscription based hair dye box that consumers would get to help with their at home hair dyeing needs. It was designed to help make the

experience easier and more customizable, with a focus on getting the best and brightest hair colors.

For the project, logos were designed as well as posters and a very in depth book going over the entire process including the initial mood boards all the way to market research,





hued.

Subscription Boxes

Starter Box
The hued. starter box is the first box users will receive. It includes reusable items such as a mixing bowl and brush that users will need to help in the hair dyeing process. It will also include the color of hair dye they selected and anything else needed for dyeing their hair, such as bleach, developer, and more.

Color Refresh Box
The hued. color refresher box is the box users will receive if they like their previous color and would like to rejuvenate the color to keep it looking vibrant.

Complete Color Change Box
The hued. complete color change box is one users get when they want a completely different color. It will include the new hair color they select along with anything else they will need such as bleach.

How hued. works:

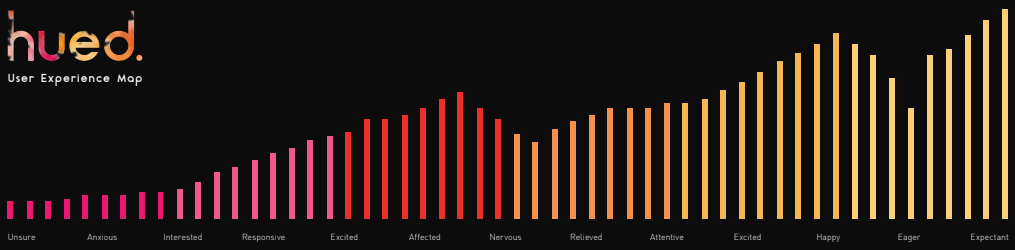
- ### 1. Fill out hair profile and preferences

With our short questionnaire, users build their personal hair profile. Users answer a variety of questions about hair, including texture, length, and previous color experiences, as well as personal preferences for dye formula such as vegan dye or chemical-free options.
- ### 2. Select your color

Once a hair profile and user preferences are entered, the next step is to select the color the user wants. There are a variety of hair color options ranging from natural colors, like blonde or brunette, to more fun hues like purple, green, blue, and more.
- ### 3. Select subscription options

Hued. is a subscription hair color service that customizes boxes to fit the needs of each head of hair, no matter how often it changes. Users can decide to get a box that refreshes their current color or can decide to do a complete color change. With hued., each box it to DYE for!

hued. User Experience Map



Awareness	Consideration	Acquisition	Process	Assessment	Follow-up
<ul style="list-style-type: none"> User wants to dye hair. Considers best way to get hair dyed. Going to Salon is expensive and going to a beauty supply store is intimidating. 	<ul style="list-style-type: none"> Browsing Instagram and sees an advertisement for hued. hair dye subscription box. Click link to find out more. Starts creating a profile by answering simple questions about hair and product preferences. Starts browsing through the many hair color options from natural to unnatural colors. 	<ul style="list-style-type: none"> Selects desired hair color. Selects between Basic and Advanced box options. Goes through checkout process, made easier by paying with Apple Pay. Waits 7 to 14 business days before the box arrives. 	<ul style="list-style-type: none"> Open box to find clear step by step instructions on the proper way to dye hair. Start process, following instructions carefully. 	<ul style="list-style-type: none"> Finish process and blow dry hair to assess how well it turned out. The color turned out exactly as user wanted. Hued. box arrives after user's specified time so they can refresh their color. Shares Instagram picture of new hair color with #gethued. Friends ask where hair was dyed, user tells them about hued and their experience. 	<ul style="list-style-type: none"> Several weeks pass, after following provided color keep tips, user wants to redye their hair. Hued. box arrives after users specified time so they can refresh their color.

THANK YOU

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