

Simeon Powers

GRAPHIC DESIGN PORTFOLIO

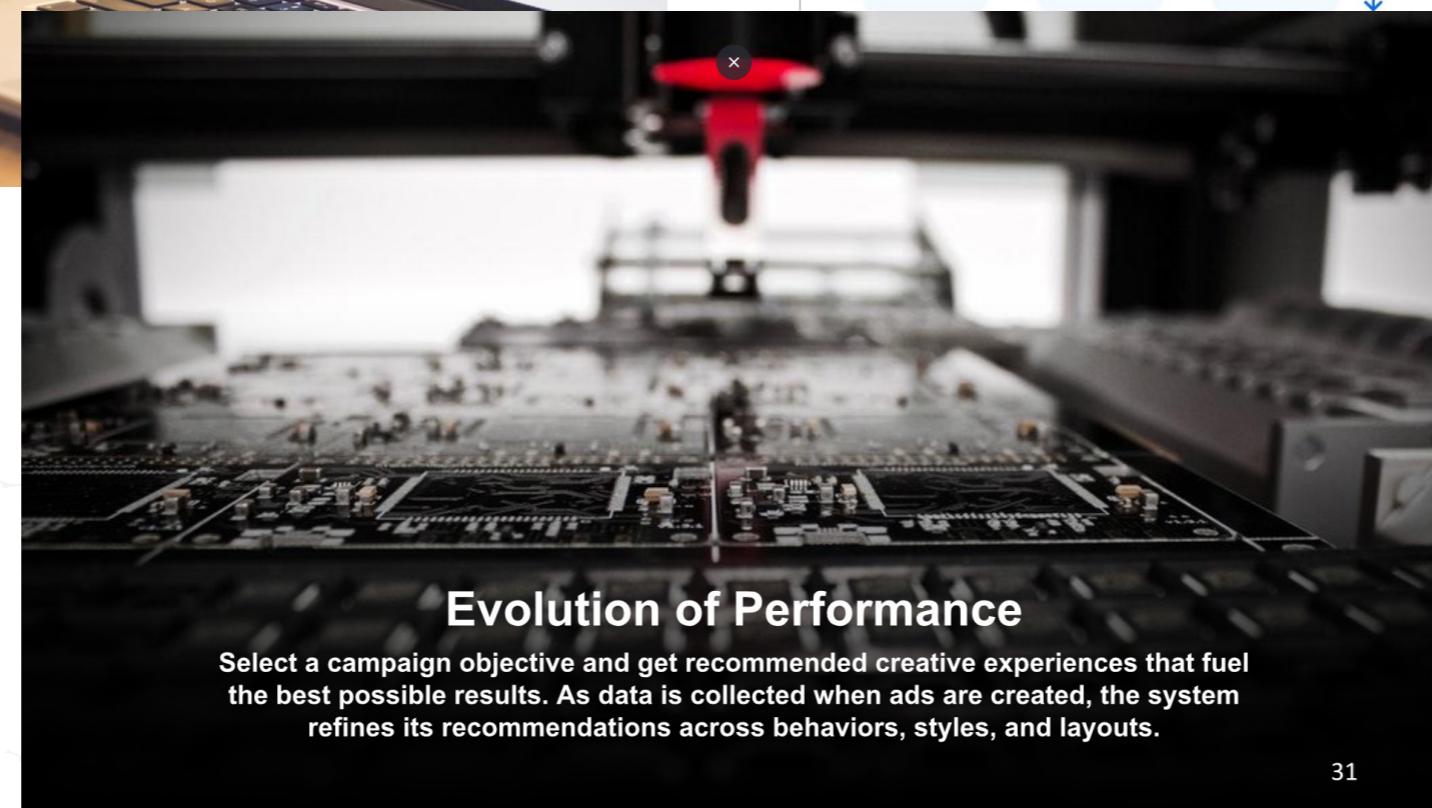
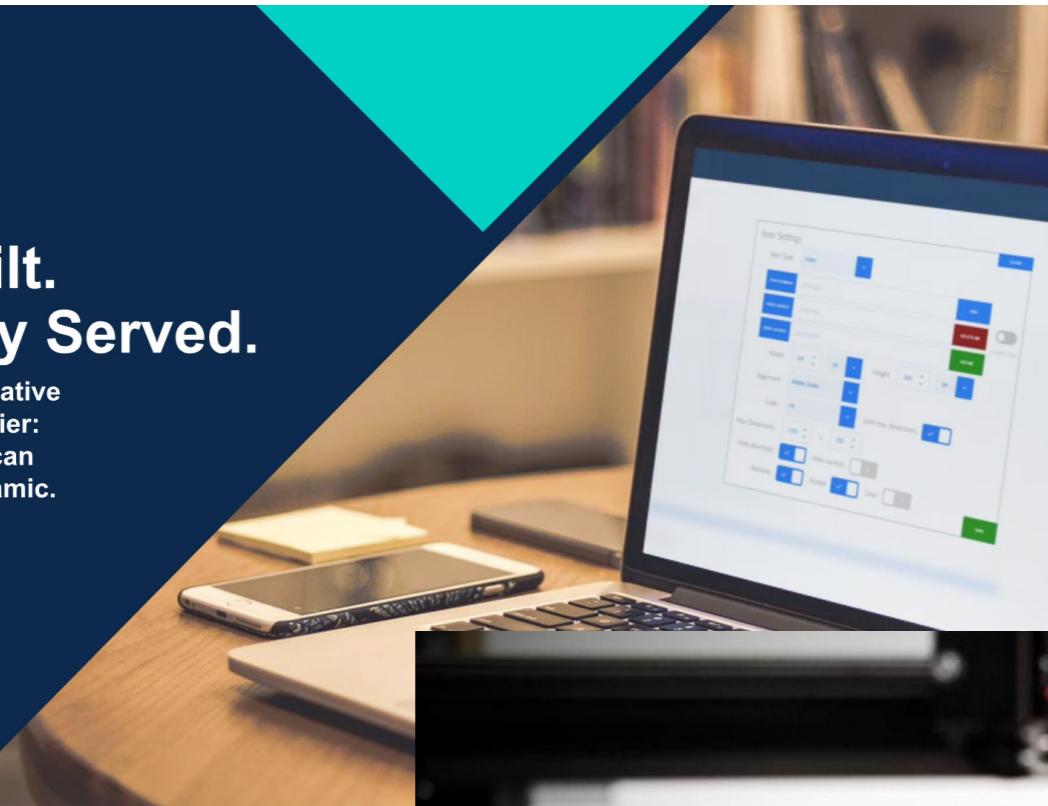


SIZMEK



Simply Built. Intelligently Served.

Setting up Dynamic Creative ads has never been easier: with a single click you can set an object to be dynamic.



Manhattan Project

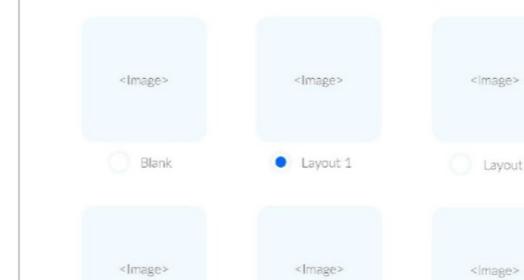
Let's lay it all out there...

Available Layouts

PANEL NAME: Banner

SAVE

Behavior Prototype



Your Panels For the sake of organization the 'Layout' is considered a mandatory 'Panel' here.

Banner	
My First Panel	
My Second Panel	

Moving on, to the Content Assembly Line

Presentations and wireframes created with Powerpoint and Adobe XD to improve platform performance, documentation, and the creative authoring process.

Ad Builder 360 View



Sizmek

An Immersive Experience

- Video and Image
- Accelerometer Supported Movement
- VR Support
- Customizable viewing angle

Product release updates were presented monthly with simplified title slides that cleanly portray the new features.

Ad Builder Store Locator

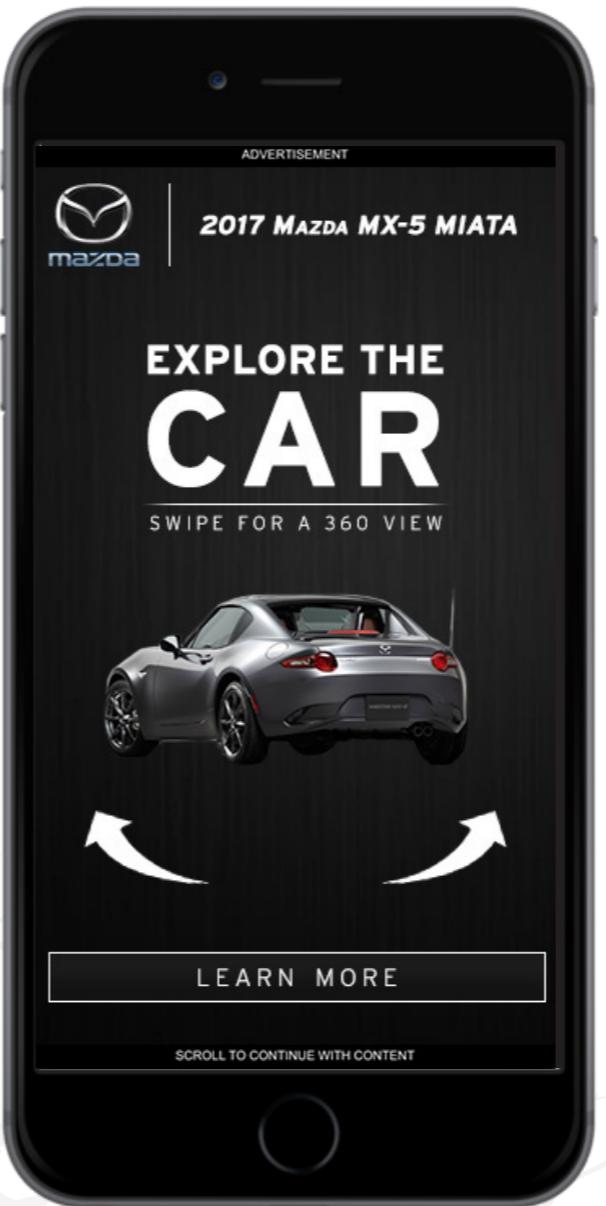
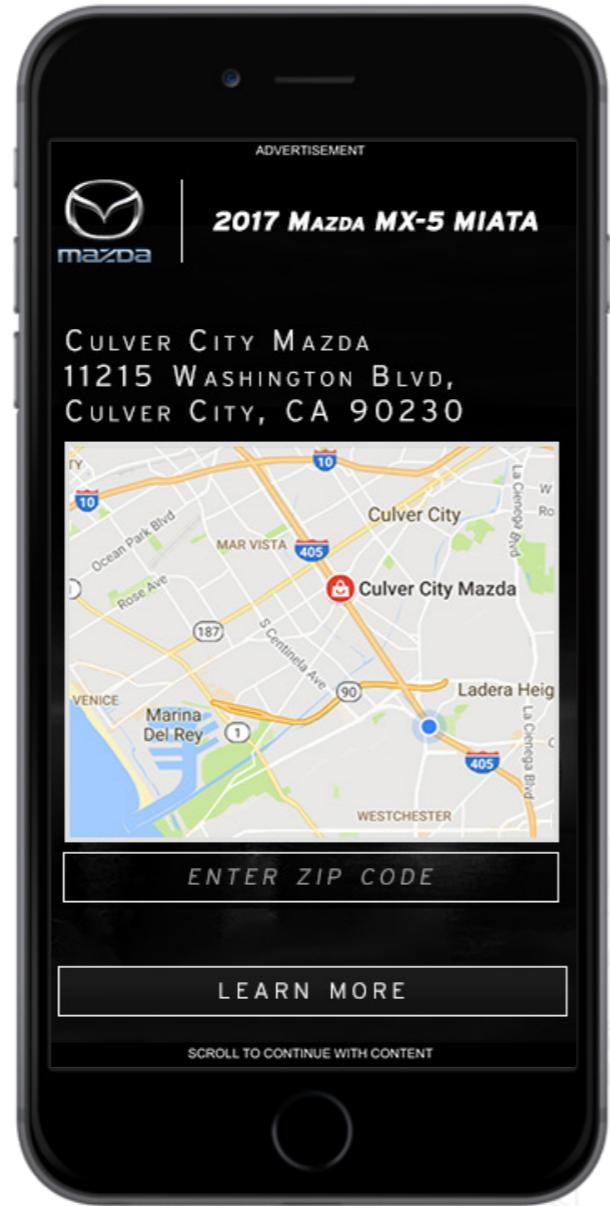
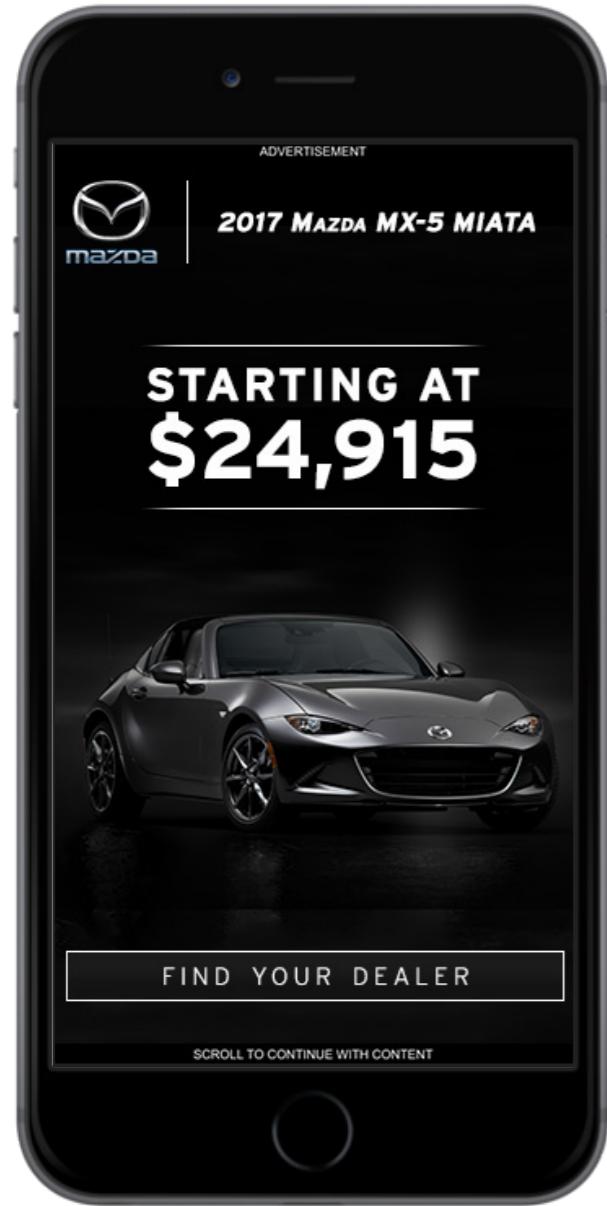
Shopping Simplified

- Templated .CSV setup for easy upload and management
- Zip Code Lookup and User Location
- Get Directions, Call, Open Map buttons
- Premium cost - \$.30 incremental CPM

Sizmek



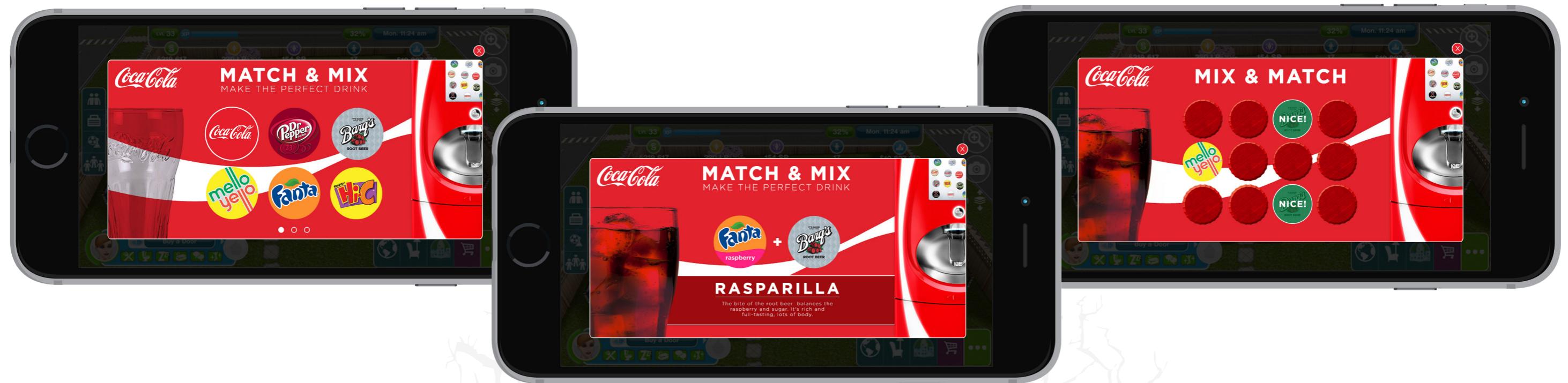
5



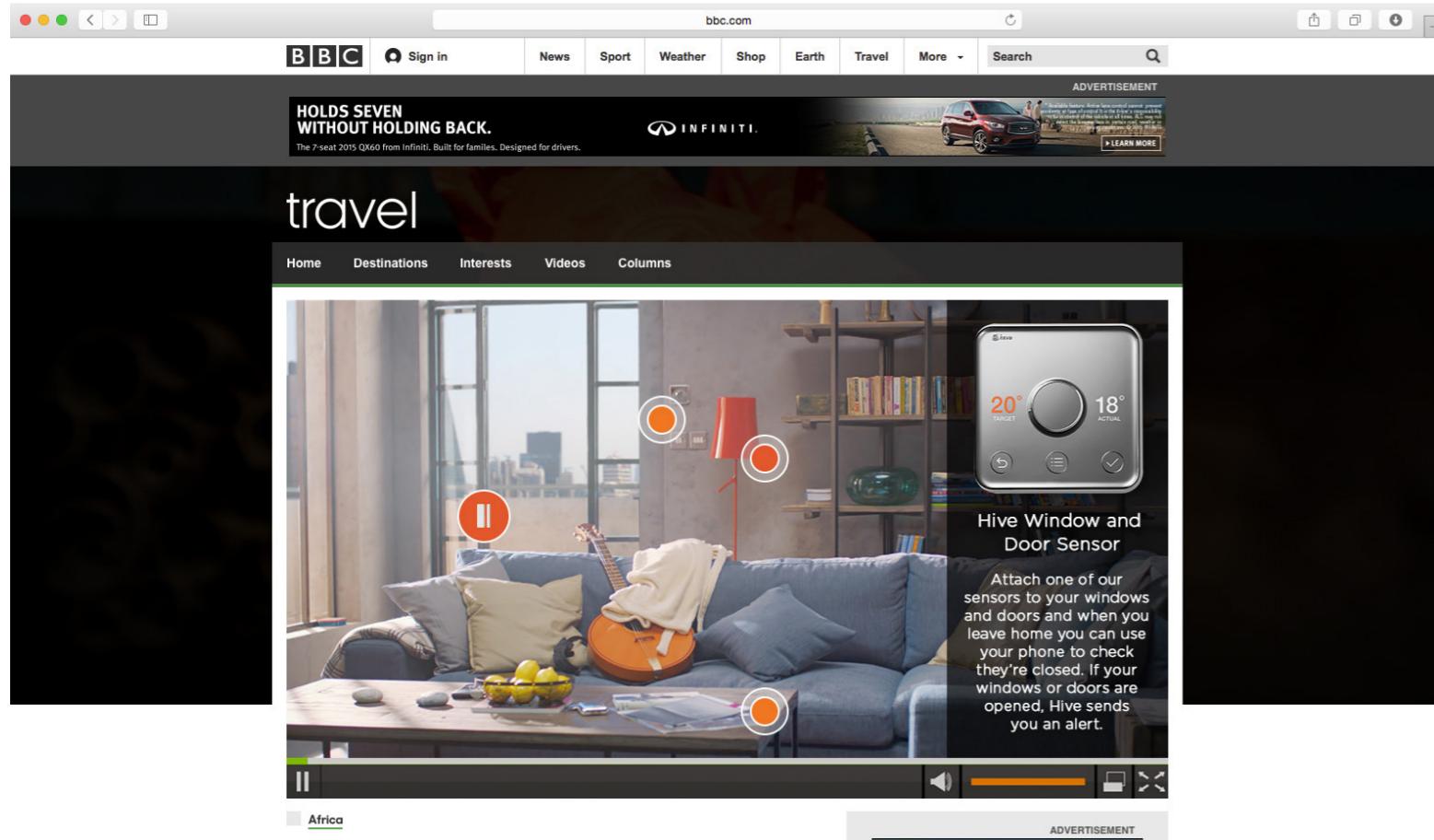
Local dealership lookup, 360 viewer, and dynamic pricing mock ups that helped develop this account into a primary dynamic product user.

Billboard banner showcasing a designer centric offering and highlighting a craftsman's approach to the CX-5.

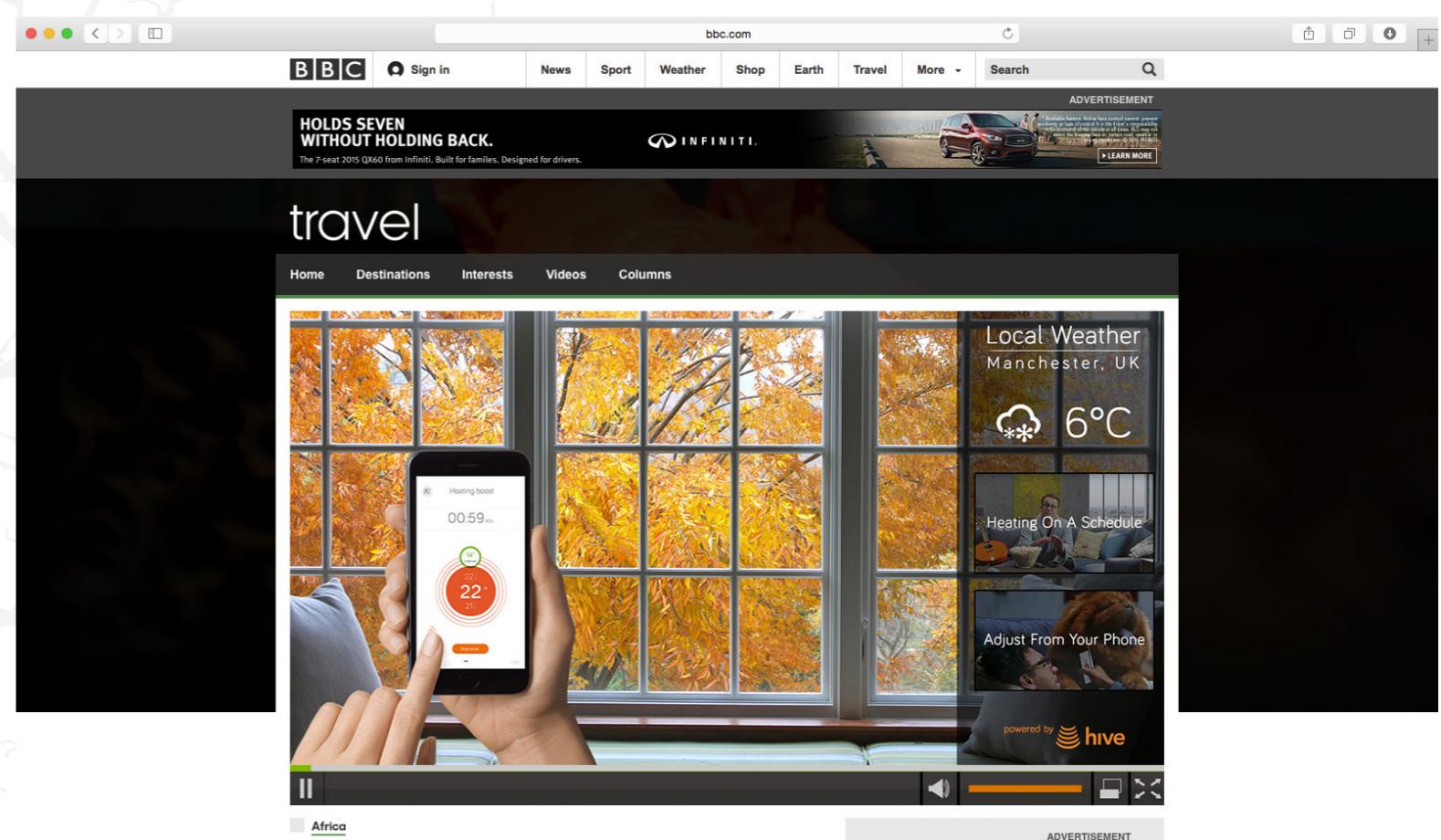




Coca Cola inApp promotional game run inside of The Sims. Users were served two options, one to play a matching game and the other to mix their own drink complete with a description of what they've made.



Hive interactive video with hotspots to engage users in learning more about how Hive systems can make their lives easier and save them money.



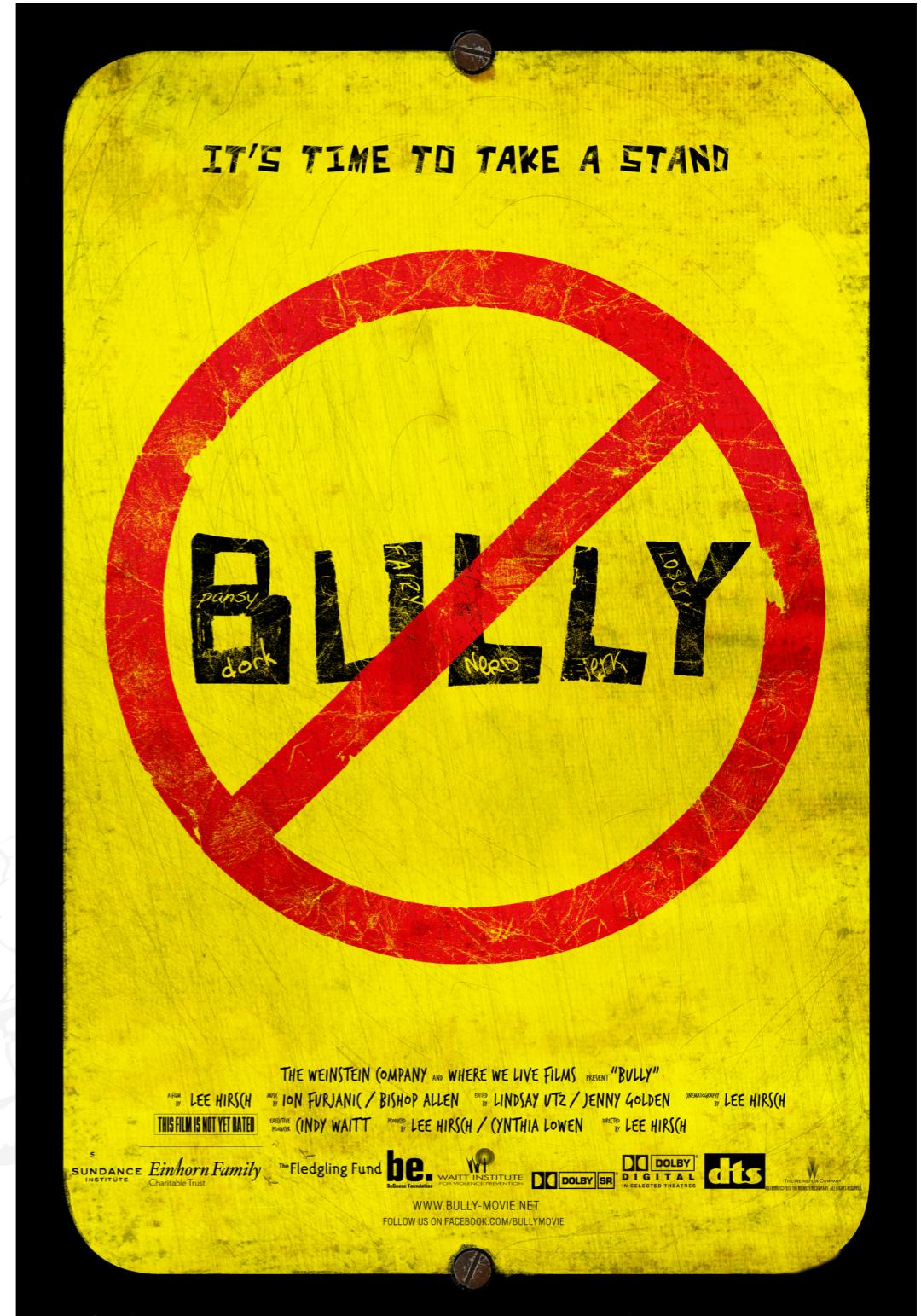
Videos were also layered with dynamic creative to create a unique experience based on the weather of their location.

THE BULLY PROJECT

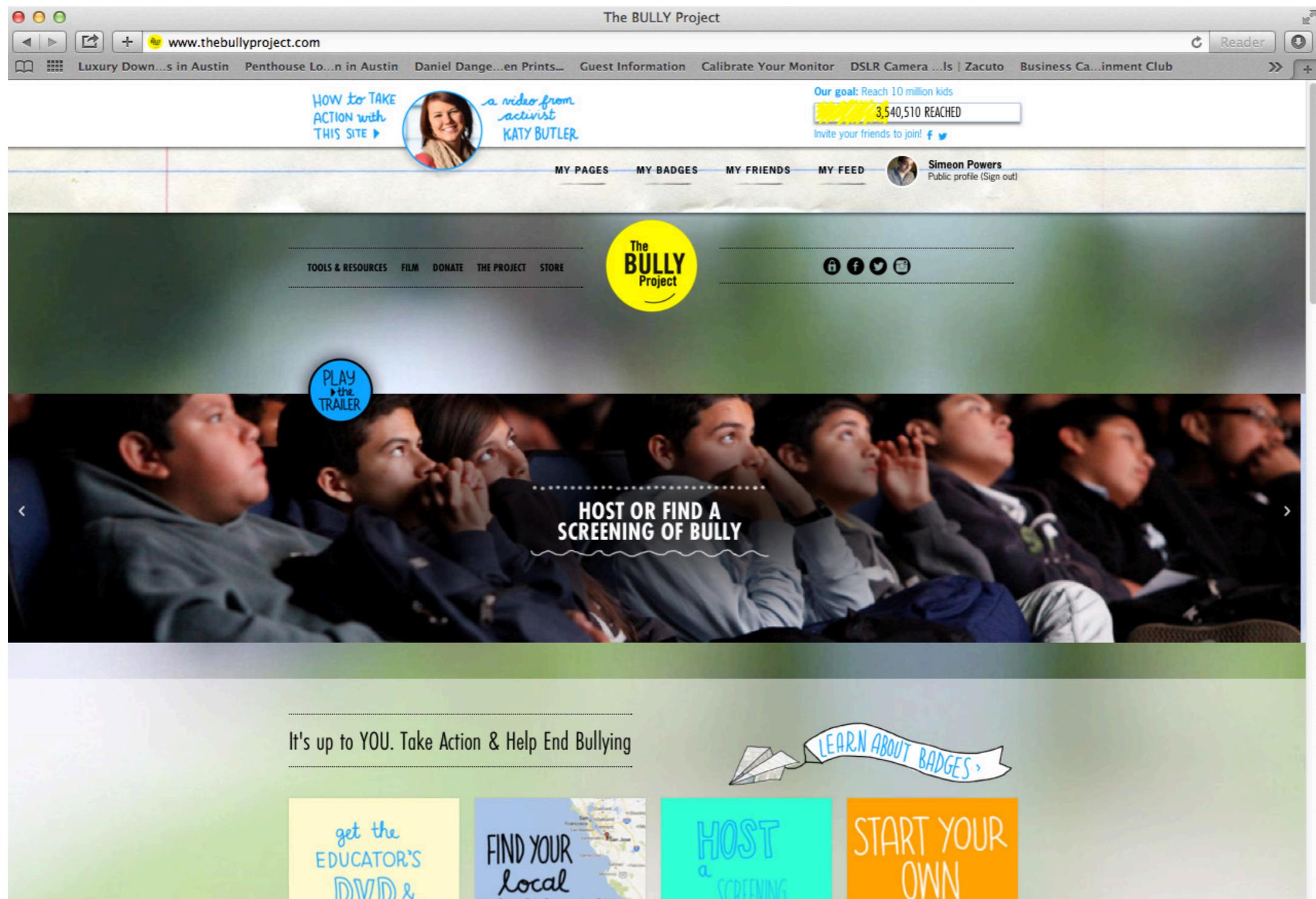




Hero image for reaching company goal of having one million kids view the film for free.



Official one sheet.



Website for The BULLY Project hosted tools and resources for making a change in your community. Also functioned as a safe space where people with similar stories and histories of abuse could share and receive support from each other.

See it live: www.thebullyproject.com

The BULLY Project

Order the DVD now on Amazon!

781,928 likes

Houston King, Sarah Melina Foudy and 8 others like this.

The BULLY Project

What have you been up to?

Whew...that was a long week. If it was a tough one for you, too, you should probably WATCH THIS and Let. It. Go.

#TGIF

(1) The BULLY Project

Twitter

Instagram

YouTube

Story → Empathy → Action

348 Shares

The BULLY Project, Anna Tran, Lori RobertsKalczynski, Amelinda Monge and 4,500 others like this.

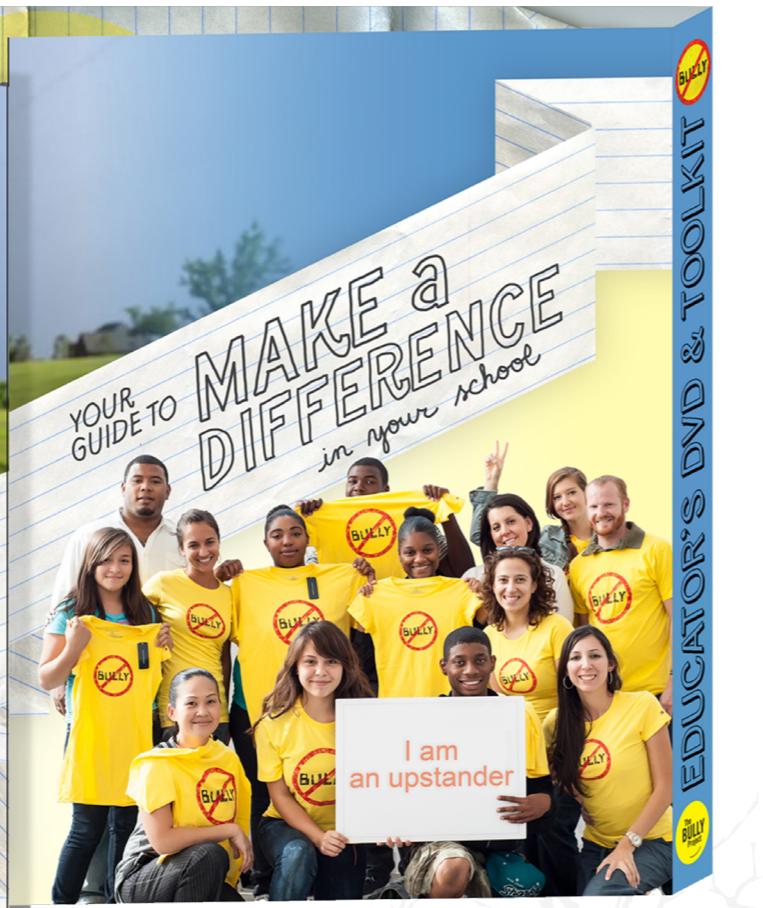
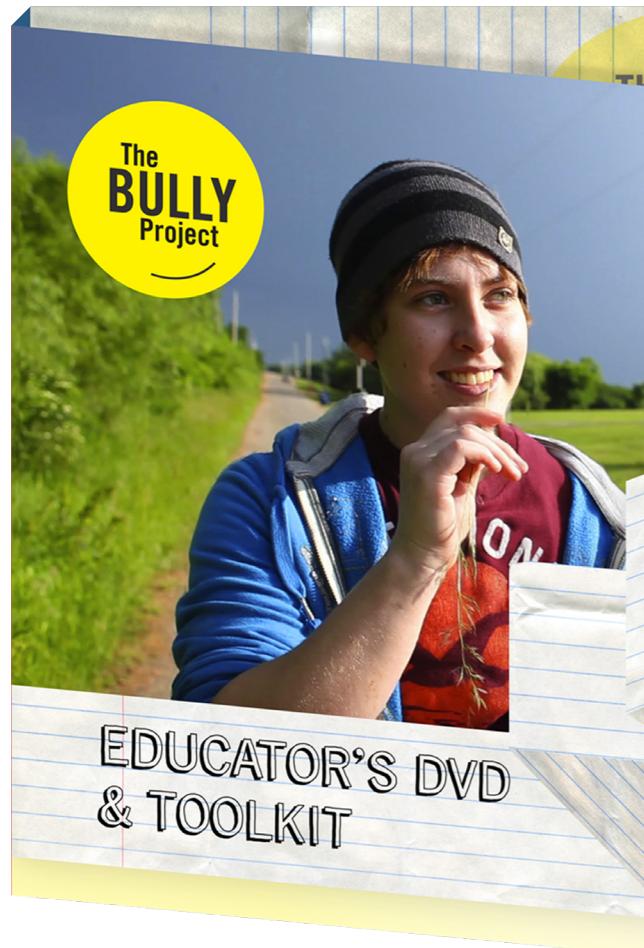
Write a comment...

Gary Kirkham Thank you. Very moving.

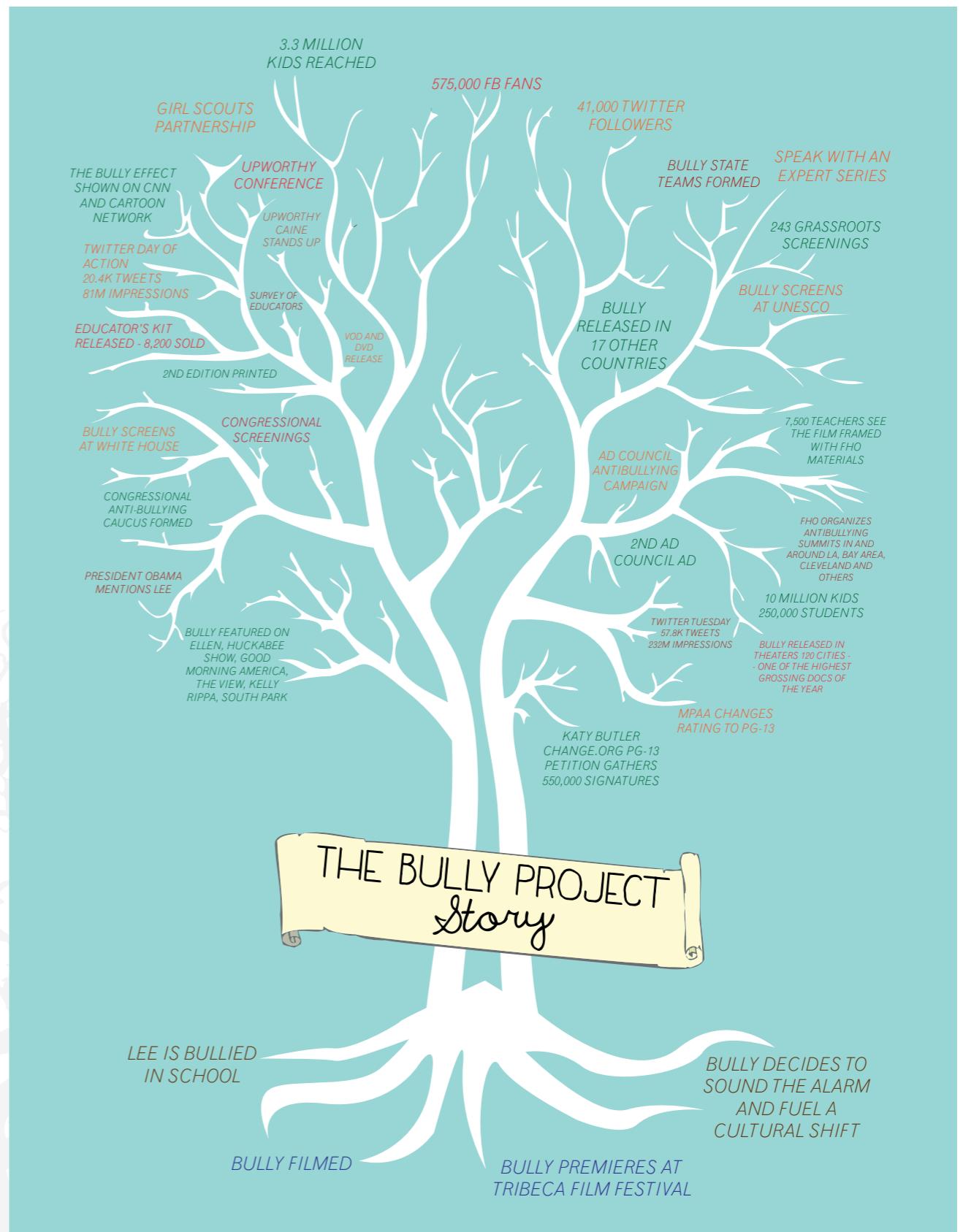
Heather McGee Beautiful

98,528 people reached

Facebook cover and timeline posts.



DVD case with supplemental materials for developing bullying prevention techniques in schools and communities.



Promotional illustration for The Bully Project's accomplishments and used in funding proposals to illustrate the story of the company. Later developed into a limited edition poster that was sold on the store.

BULLY IGNITES A CALL TO ACTION



Iconography: Microphone, White House, Computer monitor.

Text:

- Our work was profiled in the documentary special, The BULLY Effect, seen by over 2 million people on CNN and The Cartoon Network.
- Hundreds of feature stories and reviews nationally on print and TV.
- Featured on Ellen, Good Morning America, The View, Live with Kelly and Michael, Morning Joe, The Huckabee Show, and many more national programs.
- Praised by the President and screened at the White House.
- Inspired the creation of the Congressional Anti Bullying Caucus.
- Resolution by US Conference of Mayors to screen in all member cities.
- One of the largest Facebook communities of any independent film with almost 325,000 likes and 60,000 regularly engaged.
- 550,000 signatures captured to support Bully rating campaign on Change.org.
- 2 Twitter days of action, creating 300 million impressions.

CREATING IMPACT

Of the tens of thousands of screenings of BULLY these are some highlighted examples of impact.

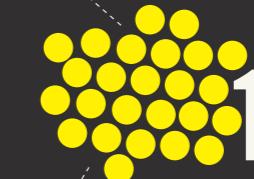


SALT LAKE CITY
After over 12,000 students in Utah saw BULLY, The SLC School District decided to continue the initiative and will show all incoming 7th graders annually- 2,000 each year.

VICTORIA, AUSTRALIA
After the film's release, The Department of Education in Victoria sent copies of BULLY to 2,250 schools and developed resources in conjunction with TBP.

SAN FRANCISCO
A 2 day Anti-bullying Summit accompanied 17,000 Bay Area students seeing BULLY. San Francisco Mayor Lee, San Francisco and Oakland superintendents, U.S. Attorney for N. California and Lieutenant Governor Newsom participated in a widely covered series of screenings, speeches, and workshops.

10 MILLION KIDS
1 CHILD MATTERS, 1 MILLION MAKE A DIFFERENCE

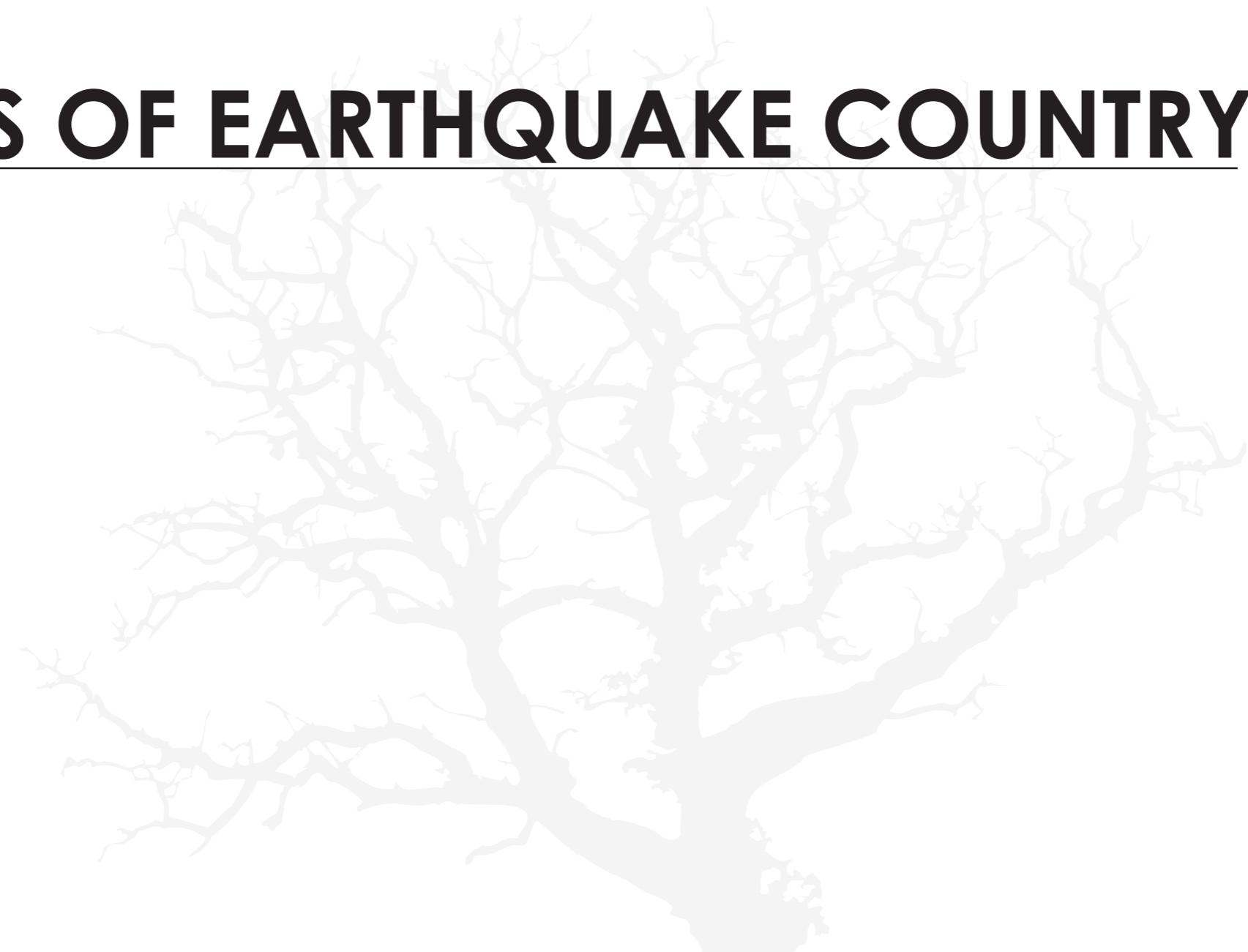


10 Million Kids surpassed its goal of showing BULLY to almost 2.5 million kids to cause a shift in consciousness at schools.

We sent 250,000 students to see BULLY in theaters and have reached 2.3 million kids via our Educational Kits- A comprehensive package to help fuel SEL reform in schools and communities.

10 Million Kids delivers expert materials and training for educators on how to integrate the urgent message of the film into their classrooms, and provides outlets for students and parents to respond to personal incidents of bullying.

HEROES OF EARTHQUAKE COUNTRY



INFORM & ENGAGE
WITH THE
**DOCUMENTARY &
EDUCATOR'S TOOLKIT**

The Quake Heroes documentary brings to life the most destructive earthquake in U.S. history, with true stories of people who helped their neighbors, along with the firefighters, reporters, and scientists who responded to the emergency. This Educator's Toolkit complements the film by providing lesson plans aligned to Next Generation Science Standards, preparedness resources, and guidelines for organizing a Teen CERT club at your school. We're all in this together.

Are your students prepared to survive and recover?

SAFETY TIP
Put a flashlight and shoes in a bag and tie it to your bed, so you can find it after the earthquake.

STEP #2
Plan to be safe. Organize a Teen CERT club.

TOOLKIT CONTENTS

- DVD of "Quake Heroes" film and additional content
- Lesson Plan: "ShakeAlert" Earthquake Early Warning
- Lesson Plan: Earthquake Shaking is in 3D!
- Seven Steps to Earthquake Safety
- Great ShakeOut Earthquake Drill Manual for Schools
- Take-Home Earthquake Safety Resources

FEMA resources included FREE:

- How to Prepare for an Earthquake
- Teen CERT: Launching and Maintaining the Training
- Protect Yourself During Earthquakes (Poster)

QUAKE HEROES

SC/EC
AN NSF+USGS CENTER

Blue Tavern

State Farm

SIMPSON
Strong-Tie

SAFE-T-PROOF

USC

Earthquake Country Alliance

QUAKE HEROES

**ARE YOU READY
TO HELP OTHERS?**

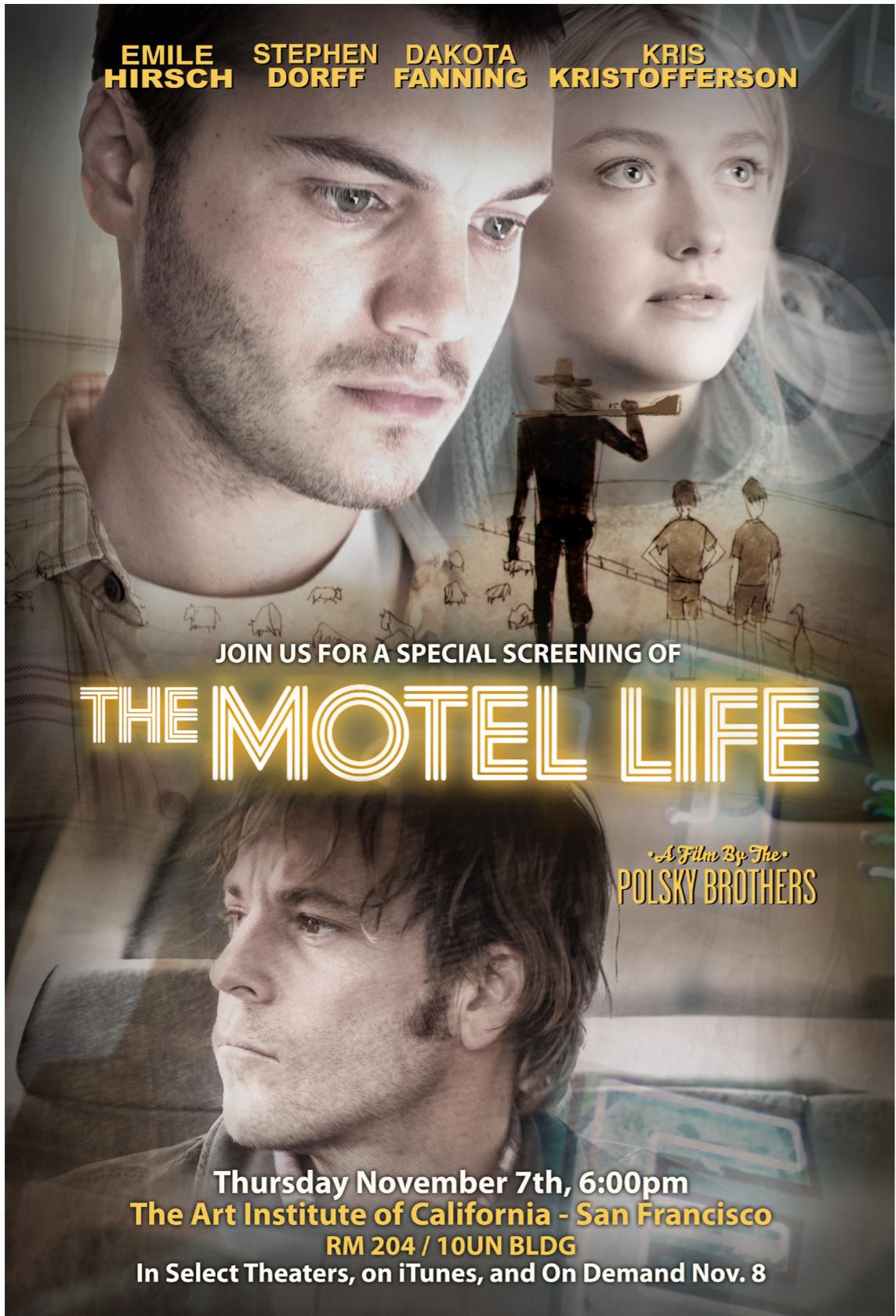
PREPARE SURVIVE RECOVER

PREPARE SURVIVE RECOVER

Freelance project in which I created a DVD and toolkit design that includes resources on emergency preparedness during an earthquake disaster. Developed in collaboration with the Southern California Earthquake Center, this kit lays out easy steps towards being prepared for when the next large scale disaster hits.

THE MOTEL LIFE





Promotional poster for advance screenings before theatrical release.

The Motel Life

Fanning and Kris Kristofferson

Genre Drama, Suspense, Thriller, Indie

Directed By Alan & Gabe Polsky

http://themotellifefilm.com/

WATCH IT ON FB NOW!

#TMLStory

We're on Instagram

InstaTML

PHOTOS

ALAN AND GABE POLSKY ARE BROTHERS, WHICH MAY EXPLAIN WHY "THE MOTEL LIFE," THEIR FIRST FORAY INTO DIRECTING, IS SUCH AN AFFECTING PIECE OF FILMMAKING.

- STEPHANIE MERRI, WASHINGTON POST

Read the full Washington Post review here: <http://wapo.st/16KcqAq>

AVAILABLE NOW on iTunes and On Demand <http://bit.ly/1diwTNr>

Sponsored

1 Million Free Pizzas secure.checkout.visa.com Visa Checkout and @Pizza Hut are ready to dish out 1 million free pizzas. Pay with Vis...

The Motel Life shared a link. November 18, 2013 near Los Angeles, CA

The Motel Life

#TMLStory

We're on Instagram

InstaTML

PHOTOS

READ what The Wall Street Journal is saying about Dakota Fanning and The Motel Life: <http://on.wsj.com/1gupTik>

AVAILABLE NOW on iTunes and On Demand <http://bit.ly/1diwTNr>

WHENEVER SHE SMILES, A WORLD THAT'S WOEFULLY WRONG SEEMS BRIEFLY RIGHT.

- JOE MORGENTERN, WALL STREET JOURNAL

The Motel Life Alternate Poster design #1 by Mike Smith, who also did the

Facebook timeline posts.