

JESSIE  
WYLLIE

CREATIVE TEAM  
LEADERSHIP +  
VISUAL DESIGN

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**ART DIRECTION** for creative teams

**VISUAL DESIGN** for digital & print

**EVENT** campaign marketing

**BRAND DEVELOPMENT** & strategy

**STRATEGIC PROCESS** & workflow design

**B2B & B2C** communications

## CYCLING CAMPAIGN

Group Health

### Story

Cycling campaign to promote healthy activity in the community. Partnership with Cascade Bicycle.

### Role

Design  
(Art direction by Mike Dieringer)

### Deliverables

Limited edition screenprint poster,  
print ads

\*\*\* 2010 \*\*\*

HOW In-House Award Winner  
Samples available

YOU  
*never forget*  
YOUR  
FIRST  
LOVE



Get back that feeling at  
[www.cyclingforhealth.org](http://www.cyclingforhealth.org)

 GroupHealth

© 2009 Group Health Cooperative

print ad

YOU  
*never forget*  
YOUR  
FIRST  
LOVE



Get back that feeling at  
[www.cyclingforhealth.org](http://www.cyclingforhealth.org)

 GroupHealth

poster

## CONTRIBUTION IMPACT MAILER

### Story

Post-donation communication for a Group Health Foundation fundraiser for childhood immunizations

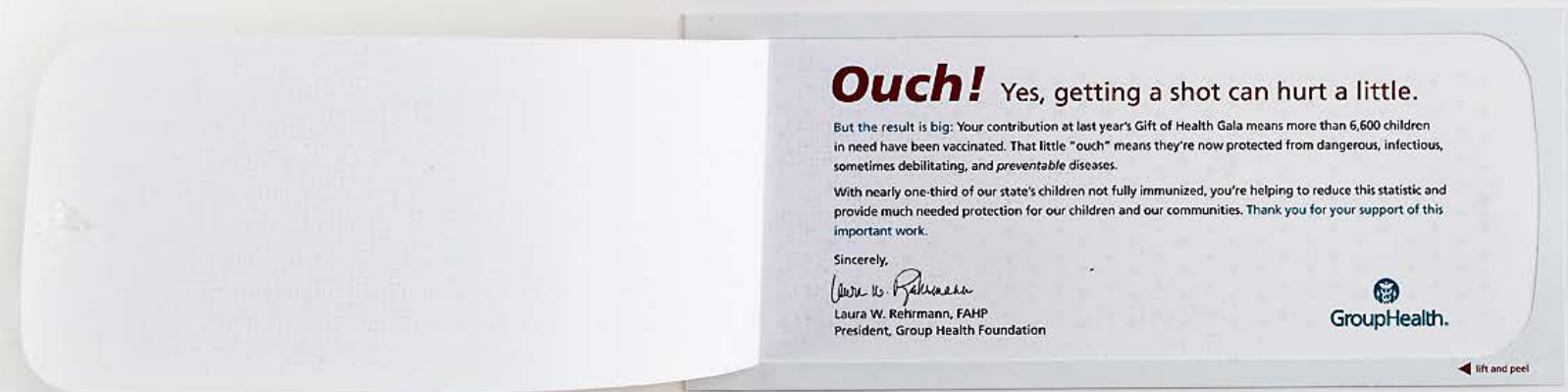
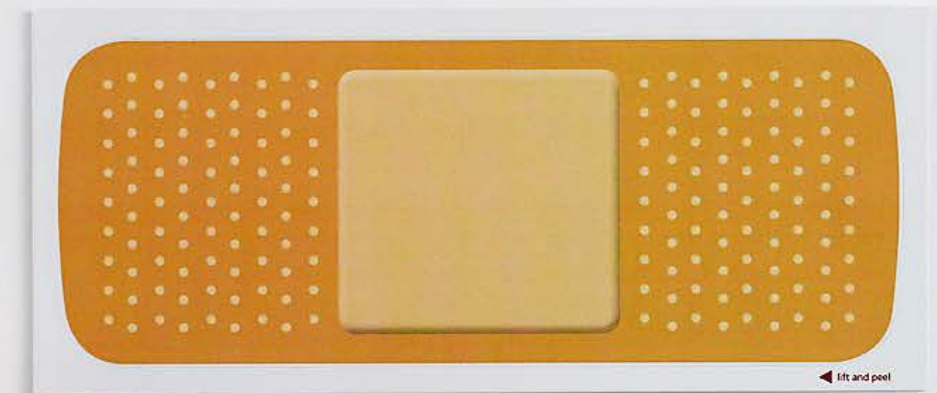
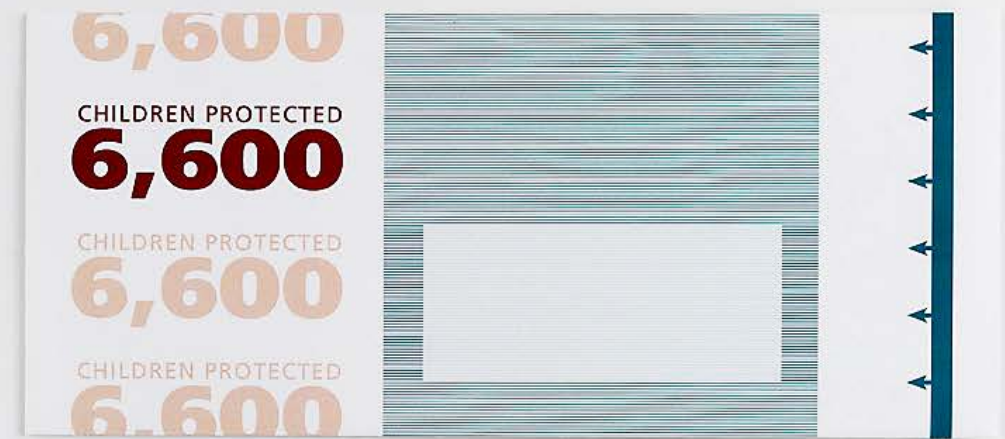
### Role

Concept, art direction, design

### Deliverables

Direct mail bandage envelope with peel back card.

\*\*\* 2011 \*\*\*  
IN-HOUSE AGENCY FORUM  
Award Winner  
Samples available



## DIRECT MAIL

Occupational Health  
Exam Service

### Audience

Public service industry employees.  
Awareness mailer for certification  
exams at Group Health - even if  
they're not a member.

### Role

Concept, design

### Deliverables:

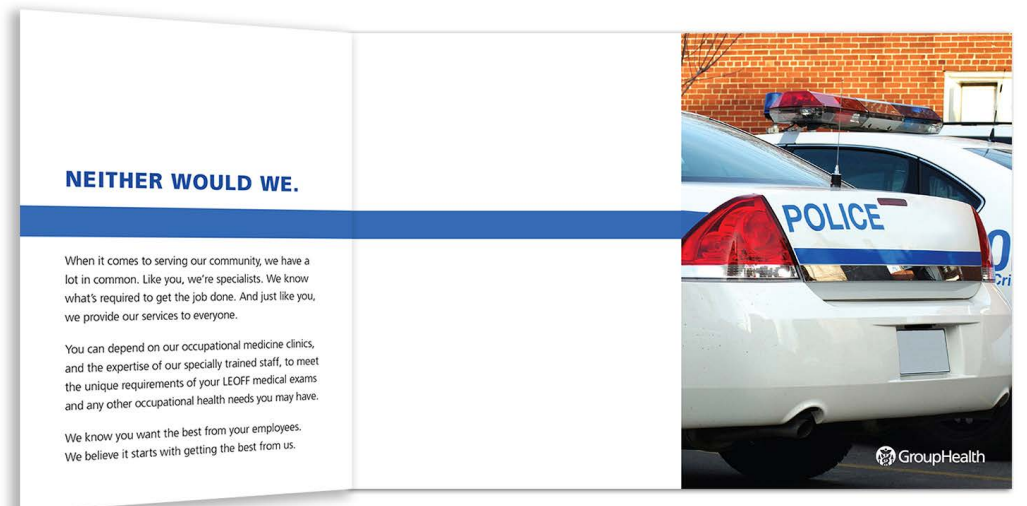
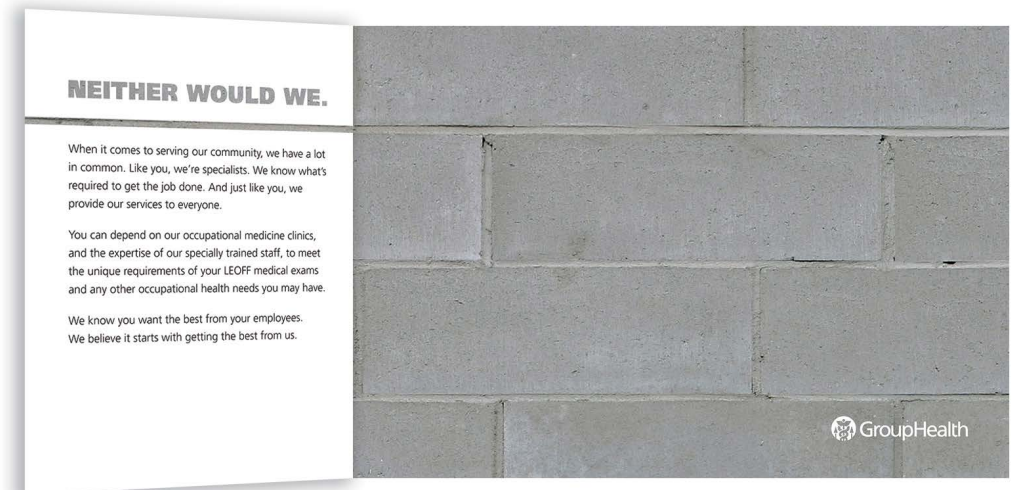
A series of postcards targeting bus  
drivers, firefighters, and  
police officers

\*\*\* 2009 \*\*\*  
GD USA Award Winner  
Samples available

Front



Open panel



## GALA INVITATION SUITE

Group Health Foundation

### Story

Annual fundraising event for causes supported by the Group Health Foundation. Travel theme, set in the 1930's following a fictitious explorer with a revealing discovery. Correspondence to the audience is part of the storyline, as if they were good friends with the traveler, financing his mission.

### Role

Concept development, engineering, some illustration

### Deliverables:

Turkish fold invitation, event book and envelope



## PRODUCT CATALOG Burley Design Cooperative

### Story

Burley operated as a worker-owned cooperative from its inception in 1978 until June 2006, when the company converted to a private corporation. It has since then discontinued bike production. This is one of the last catalogs I created prior to the sale of the company, section spreads shown here.

### Role

Everything from concept pitch to final production - including photoshoot coordination and direction.

### Deliverables

32-page product catalog, images for various media applications.

### Burley Recumbents



Burley recumbents are ideal for recreational fitness riding, touring and commuting. The heads-up, ergonomic riding position of Burley recumbents is not only more aerodynamic, it is also designed to eliminate the discomfort that some people experience with traditional bikes. The above-seat steering and carefully dialed geometry make the bikes easy and intuitive to ride.

Nothing beats a Burley for performance and style. Whether your goal is to find a more ergonomic fitness bike, a relaxed commuter, or a quick and nimble performance bike, our line of recumbents is perfectly suited to your needs. Burley's recumbents are all easy to ride, and the adjustable steering mast with ergonomic shifters and brake levers eliminates common problems associated with traditional bicycles. Burley's Megadjust aluminum seat frame and base are firm for support yet lightweight and breathable, while allowing for individualized adjustments tailored specifically to the rider's needs.

- 1 The geometry of each Burley recumbent is specifically tuned for optimal efficiency while maintaining a comfortable riding position.
- 2 Burley recumbent seats, handlebars and stems are infinitely adjustable to achieve a perfect custom fit for the rider.

### Burley Single Bikes



Designed and built by master craftspeople, every Burley road bike shows our dedication to making timeless products that will provide years of fun, excitement, and satisfaction. These bicycles are designed to ride great wherever you choose: the evening crits, weekend stage races, century rides, or lunchtime sun-tanning rides (our favorite); the only limit is your imagination.

Manufactured in Eugene, Oregon, each frame is built by hand by people who are passionate about their craftsmanship as well as about cycling. Our frame designs are engineered for the perfect ride—lightweight, comfortable, and responsive. We select some of the highest quality components available to ensure reliable performance and function. Our lifetime frame warranty also ensures that your new bike will never let you down.

- 1 Burley road and touring bike frames are manufactured using the highest quality True Temper OK Platinum air-hardened tubing for superior strength and reduced weight. Our attention to detail and hand-built craftsmanship is evident in each frame that is precisely designed. Single-pin welds are skillfully applied for strength and beauty.
- 2 The geometry of our bikes has been carefully chosen for the type of riding you do most. Our road frames are designed for performance, using a larger diameter, thicker wall tube in the main triangle to produce a more efficient and lighter frame without sacrificing the superior ride quality of steel. Our touring bike frames are built to travel long distances, with a more relaxed fit for comfort and reliable handling.
- 3 Burley's electrostatic powdercoat combines technology and craftsmanship to create a tough as nails finish. Unlike liquid finishes that rely on primers for adhesion, powder is electrostatically charged and applied in an oven at temperatures around 375 degrees. The result is an attractive, durable high-quality finish. Plus, powdercoating is environmentally friendly - precisely pollution-free!

### Burley Trailers



**The World's Finest Child Trailers**

At Burley we are committed to building the highest-quality family cycling products in the world. We have been designing, testing and manufacturing child trailers for over 27 years in Oregon's Willamette Valley. While your kids are enjoying the fun and comfort of a Burley trailer, you'll appreciate the peace of mind that comes from knowing they're riding in the safest bicycle trailer made.

Burley trailers are versatile. With easy-to-use jogger or walker accessories, Burley trailers can go wherever you and your children want to take them - for a run, a stroll in the park, or a walk around the block.

Designed for everyday use, Burley trailers are not only some of the lightest on the market, they are also the sturdiest and most stable. Because of the minimal weight, precise hitch positioning, and specially engineered wheels, you will barely notice that you are pulling a Burley trailer. Even at speed, our trailers track with precision.

All Burley Trailers Exceed the American Society for Testing and Materials Safety Requirements. In fact, Burley Testped create these safety standards. Burley's in-house testing protocols are the toughest in the industry, ready for the safety of the children riding in our trailers.

*So few things last as long as a Burley, and that it something to be proud of in this throw-away, disposable society!* - Phillip Holland

### Burley Tandems



What better way to share the joy and thrill of bicycling than with a tandem! As a world-premier builder of tandems for over 18 years, Burley's passion shines through with these elegant, precision hand-crafted steeds. You can choose from our lightweight and race-ready aluminum tandems, high-end steel and mountain tandems, or our family-friendly tandem. Whether you're a first-time tandem, or a seasoned team, Burley has tandems to fit every lifestyle.

- 1 The fork is a key component of any bicycle frame - and even more important in a tandem. Top steel and the alloy back and alloy fork blades, and correct endcap and headset. Burley steel and alloy tandem forks are specifically designed for tandems - they deliver solid, precise handling while at the same time being lightweight, strong and durable.
- 2 Burley's hand-crafted tandem frames are durable, reliable and true to form. Our precision, period top and lateral tubes deliver a stiff, precise frame that's beautiful to behold. Each Burley frame is individually precision-machined by Burley's skilled machinists.
- 3 Burley's frames feature single-pin welds which, while being more difficult to execute, yield the strongest frame possible and are nothing but a beautiful sight to behold. Our durable and elegant powder coat is precisely applied resulting in a long-lasting finish.

## PRODUCT CATALOG Burley Design Cooperative

**Story**  
Burley operated as a worker-owned cooperative from its inception in 1978 until June 2006, when the company converted to a private corporation. It has since then discontinued bike production. This is one of the last catalogs I created prior to the sale of the company, section spreads shown here.

**Role**  
Everything from concept pitch to final production - including photoshoot coordination and direction.

**Deliverables**  
32-page product catalog, images for various media applications.

**aluminum**

The dramatic weight reduction and increased rigidity of aluminum combine for all-out tandem performance. Burley designs aluminum frames that are 30% lighter and more than 20% stiffer than other tandems. Dramatically quicker acceleration and faster, easier climbing are noticeable benefits. Combine the highly efficient chassis with the world's best tandem forks and the result is superior tracking, faster cornering and confidence-inspiring braking.



**Protek**

The Protek is a tandem bicycle that is built for speed and efficiency. It features a lightweight aluminum frame, a custom-designed chainstay, and a custom-designed seatpost. The Protek is built for speed and efficiency.

**10/20/30**

Open to the world of tandem with the 10/20/30. It's the 10, 20, and 30. It's a tandem bicycle that is built for speed and efficiency. It features a lightweight aluminum frame, a custom-designed chainstay, and a custom-designed seatpost. The 10/20/30 is built for speed and efficiency.




**Toss**

The Toss is a tandem bicycle that is built for speed and efficiency. It features a lightweight aluminum frame, a custom-designed chainstay, and a custom-designed seatpost. The Toss is built for speed and efficiency.



**men's road bikes**

The rear triangle is one of the defining features of Burley road frames. The custom-drawn straight chainstays provide lateral stiffness, assuring that all the power put into the pedals is translated to the rear wheel, not lost to frame flex. The s-bent seatstays provide comfortable vertical compliance to take the edge off those rough roads. It just goes to show that you CAN have the best of both worlds.



**Wolf Creek**

Wolf Creek is one of the classic road rides in Oregon. It includes epic climbs, challenging descents, winding curves and incredible vistas. Our Wolf Creek bicycle was designed with this popular course in mind. Burley's lightweight steel frame, coupled with Shimano Dura-Ace components, an Alpha Q full carbon fork, and locally built Bull's Head wheels will allow you to tame even the toughest climbs, carve the tightest corners, and enjoy the incredible view.




**Pine Grove**

Cruising past a small white chapel on a gently curving, wooded downhill road - the Pine Grove lives up to the beautiful road route it is named after. This bicycle features the same Fran Tempur OCF aluminum frame as our popular Wolf Creek model, but with a locally built Bull's Head wheelset, a custom Burley carbon fiber fork, and a custom Burley carbon fiber fork. This bike is the perfect introduction to the classic road ride.



**Fox Hollow**

Heading south out of Eugene, Oregon, you can ride Fox Hollow Road - a short, tree-lined road with gorgeous views of the Willamette Valley. Inspired by the spectacular road, we designed the Fox Hollow to deliver the performance needed to ride here light weight, stiff, nimble-handling, comfortable in and out of the saddle, and durable. The 2006 Fox Hollow comes equipped with Shimano's Dura-Ace components, Ritchey Pro handlebars, stem and seatpost, Alpha Q carbon fork, and Veloxus Circuit wheels.



**6 Trailers**



**d'Lite**  
The Highest Quality Trailer On The Road

The d'Lite features the ultimate in comfort and safety for your child. Soft, pliable seats specially designed to accommodate your child's helmet offer passive suspension that protect against even the biggest bumps in the road. The d'Lite is designed with larger windows for easy viewing and a large cargo area. Easily attaches to the optional walk'n roller or jogger kit for use wherever you and your family want to go.




**Solo**  
The Ultimate in Single Child Transport

You can walk it, jog it, or tow it behind your bike. Your child will ride in the comfort of a padded harness and seat with an adjustable sunscreen. Burley's superior stability means that you and your child can confidently join your club rides, jog on the roughest terrain or compete in the most aggressive after-season sales at the mall.



**swb**

With nimble, sure-footed handling, these bikes are perfect for the racer in you. The short wheelbase configuration and engineering that maximizes pedaling efficiency result in a stiff and responsive frame while maintaining a comfortable ride. With carefully-tuned steering geometry and optimized weight distribution, Burley's SWB bikes feature superb handling at all speeds - balanced, quick and natural.



**Hepcat**

Low, light and fast. The HepCat's custom designed aluminum fork, Ti alloy carbon cranks, Shimano XTII components and Schwabe Marathon Sicks will have you scuttling a tune to your smooth cadence, as you sail down the road in harmony with the world around you.




**Django**

Like the HepCat, the Django is a cutting-edge performance incubator, but with a more accessible price tag. The Django features the same finely-tuned frame geometry with a complete specification packed for performance, fun, fun, and value. Enjoy ground-hugging cornering, smooth power delivery, all day comfort and the speed that comes with a responsive, aerodynamic machine.



**Canto**

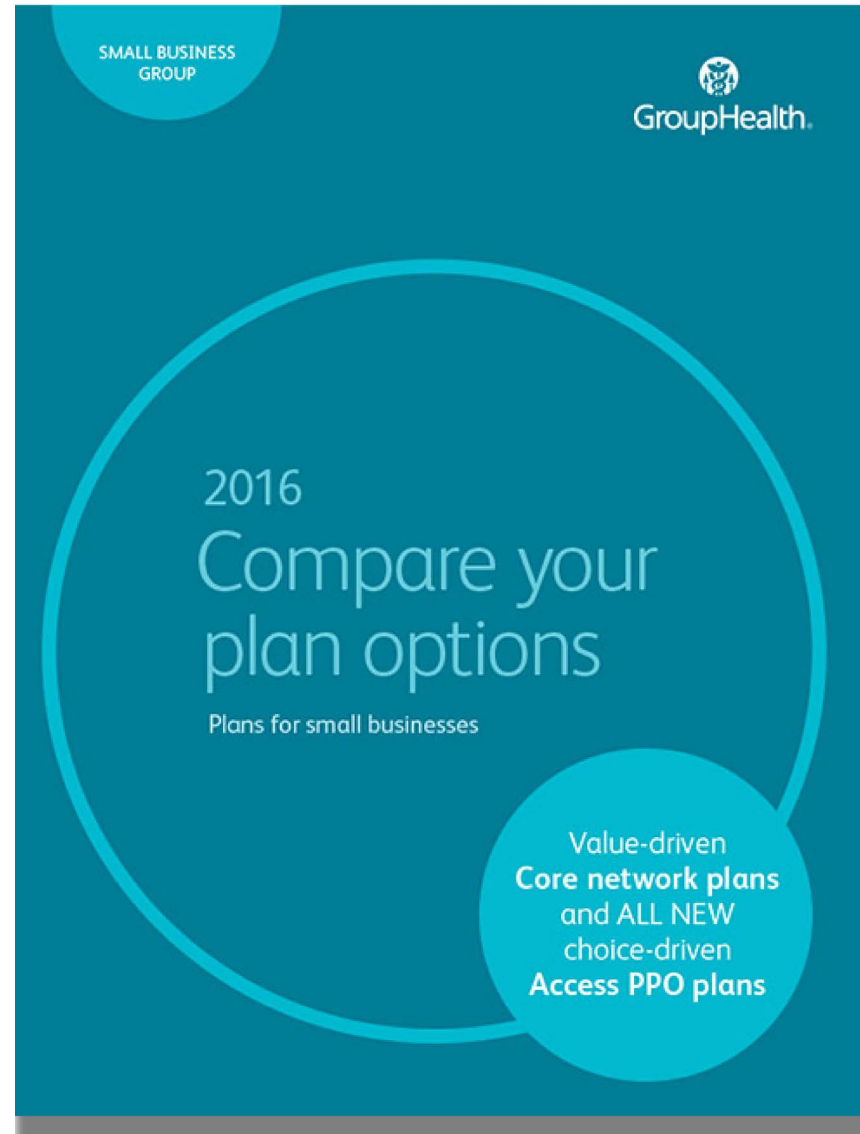
Convertible Wheelbase Bicycle - the Canto uses a simple and robust indirect steering system to place the steering mast as close to the angle of the steering axis as possible. The result is a natural steering and handling feel. With the Canto's convertibility, you can enjoy the lightweight, crisp handling of a short wheelbase or the comfortable, relaxed ride afforded by a longer wheelbase. The choice is yours.



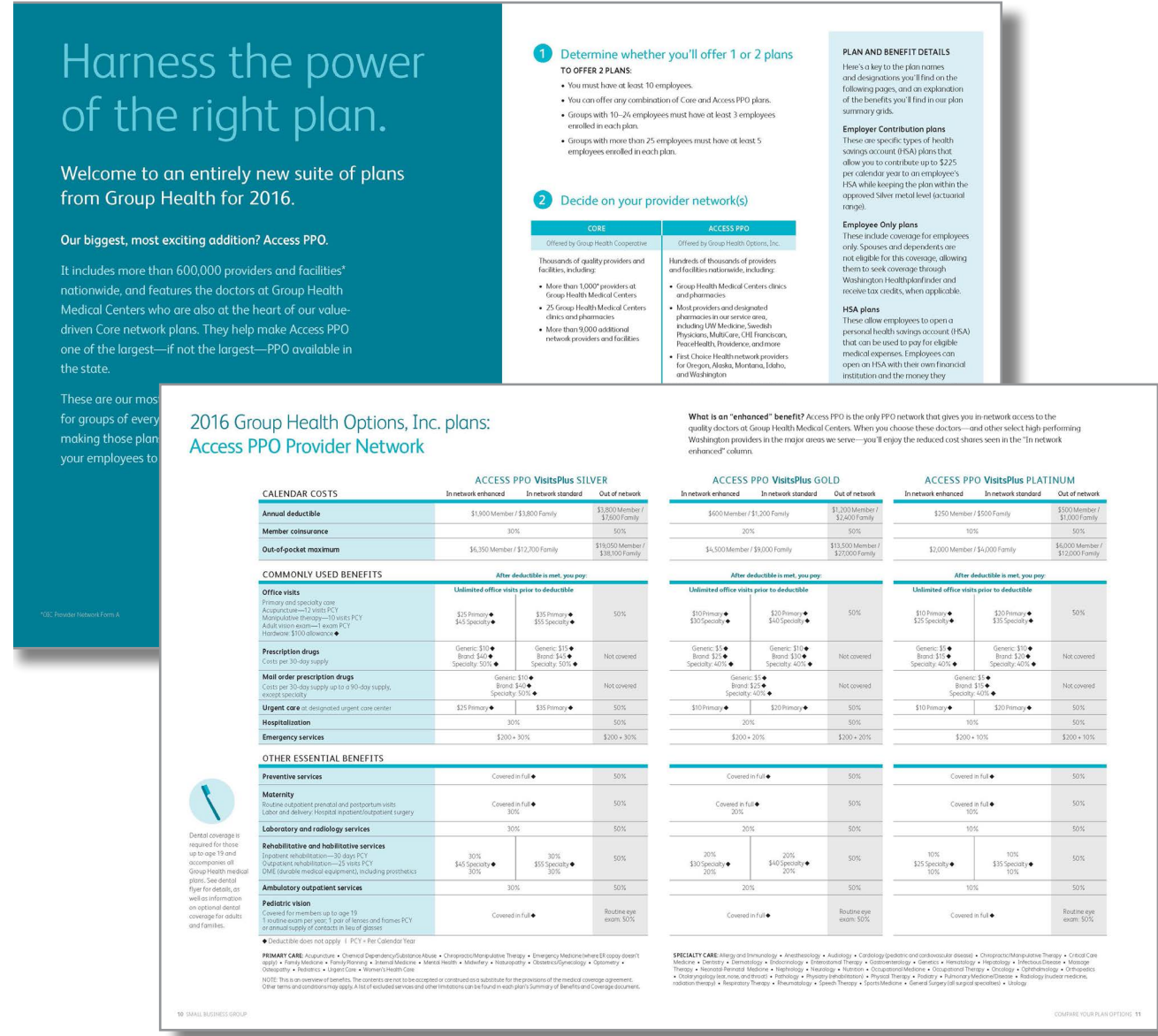
## SALES BROCHURES

### Health Plan Benefits

- Audience**  
Small business (1-50 employees)
- Role**  
Concept, art direction, design
- Deliverable**  
16-page brochure



Cover



Interior spread + one plan page



## SALES BROCHURES

### Health Plan Benefits

#### Audience

B2B, small and large groups

#### Role

Concept, art direction, design

#### Deliverable

Single page product info flyers

**SMALL BUSINESS GROUP**

**Thank you for your interest in Group Health**

## Let's get started

- 1 Take a look at our "Compare your plan options" brochure to find a plan with the right blend of provider choice, benefit coverage, and costs.
- 2 Use this checklist to ensure you're submitting everything required to get started.
  - Signed employer application
  - A copy of employer's license to do business in Washington state
  - Signed enrollment form for each employee wanting coverage
  - Enrollment forms for former employees who are COBRA eligible
  - Waiver form for each eligible employee declining coverage (mandatory for groups of 1-3 employees; recommended for groups of 4+)
  - If a self-employed or a sole proprietor applying as a group of 1, there must have been employment by the same small employer/group for at least 12 months prior to applying for coverage. Submit verification that at least 75 percent (or 51 percent for agricultural businesses) of income has been derived from the business.
  - If a group of 1-3 subscribers, show proof of being a business by submitting the tax documentation forms listed in the enclosed Underwriting Guidelines (Employer Guidelines, Section 4).
- 3 If you have any questions or would like a quote, call the Group Health Small Business Group sales executive listed on the enclosed business card or call us at 1-800-542-6312 and choose option 3.

We think you'll find the breadth of our plans and the quality of our service second to none. But we don't stop there. Because, when it all comes down to it, it's about getting care, easily, the way you want it. Here's how we make access to care, ease-of-use, and choice a priority for our members.

- Included with all plans regardless of where you get your care
- Included when you get primary care at Group Health Medical Centers
- Convenient public services \*Not covered by insurance

Coverage provided by Group Health Cooperative or Group Health Options, Inc. 15-SBG-1079-03 2015-08

**WELLNESS SOLUTION**

### Pricing for biometric screenings

Biometric screenings are a...  
These screenings are a...  
engaged...

GroupHealth.

**Take the next step in worksite wellness.**  
Choose a package that fits your budget.

Give your employees a chance to get ahead.

To get started, contact your producer or account manager, or call our Sales Department at 1-800-542-6312. Our wellness consultants can help you select a package that matches your organization's needs and budget.

#### How healthy are your employees? Hold a biometric screening event this year and find out

Group Health Wellness Solution can help you put on a health screening event at your workplace that gives you and your employees important information about their health.

Group Health Wellness Solution makes it easy to plan, promote, implement, and evaluate a worksite biometric screening event. Here's how it works:

Once you've scheduled a biometric screening event, we will provide you with resources to help make your event successful—from tips and an event checklist, to collateral and on-site support.

You provide the place and the people who are interested in getting screened. If you have to cancel or reschedule, please give four weeks notice to avoid a fee. We're here to help make your biometric screening event seamless from beginning to end.

#### Benefits of health screenings

- Your employees will get a chance to get their blood pressure, blood glucose, cholesterol, and more checked. They'll get the results on the spot, plus a personal explanation from a health professional of what the numbers mean, and a personal health report to take home.
- You'll receive an aggregate report that shows your employees' top health risks—important information that can help you plan targeted wellness events or programs in the future.
- Knowing the risks can help your employees avoid chronic diseases—and help you manage your health care costs.

WELLNESS SOLUTIONS	ON-SITE BEHAVIOR-CHANGE COACHING
<ul style="list-style-type: none"> <li>Wellness Workshops</li> <li>On-site coaching sessions, 15 minutes per individual</li> <li>Sessions address goals, barriers, and action plans</li> </ul>	<ul style="list-style-type: none"> <li>\$500/day</li> <li>20-participant minimum</li> </ul>

Program details

See how we can help you every step of the way

(continued)

## MATERNITY

Kasier Permanente

### Story

Information packet for newly pregnant patients

### Role

Associate Creative Director

### Deliverables:

Take-home folder with checklists and newsletters



## From the bump to the baby

Resources for your pregnancy, every step of the way



**BirthDayNews**

**SECOND TRIMESTER**  
Getting comfortable 2

**BirthDayNews**

**THIRD TRIMESTER**  
How to deal with common symptoms 2

**BirthDayNews**

**AFTER DELIVERY**

Newborn screenings	2
At home with your new baby	3
Caring for you body after giving birth	4
Handling emotional changes	5
Getting back in shape	6

**Congratulations on your pregnancy!**

This is the start of an incredible journey. BirthDayNews here to help you understand the changes your baby will go through during the next nine months to help you feel empowered to care for your baby and to ask your doctor questions along the way.

**What to expect: your changing body**

Every part of your body changes during pregnancy. Such as weight gain and frequent urination, are caused by growing baby. Others are caused by changing hormones, especially emotional ups and downs and changes in sleep. Love and emotional support are important right now. Friends, and ask for help when you need it – even if it's having a hard time holding in the waiting room during a checkup. Unless your health care provider says otherwise, you can have sex. Be sure to discuss how you're feeling about your partner. Some women experience an increased interest in sex; others have a reduced interest. Both are normal.

**Your baby's first few weeks**

By 4 weeks, your baby's heart, brain, lungs, and eyes are forming. By the end of week 12, your little one is up to 10 inches long.

**Welcome to your second trimester!**

This issue of BirthDayNews will give you an overview of the things to expect during the next few months.

**Take time to enjoy your pregnancy**

Take this time to enjoy your pregnancy – you'll probably find your second trimester to be the easiest. Your second trimester's risk of miscarriage drops dramatically. Your body is hard at work growing your baby. You're still gaining weight – about a pound each week. Eating well is important for you and your baby's health. It's important not to skip meals to lose weight. Follow your health care provider's advice on eating and weight gain.

**What's happening with your body**

Your breasts may start to leak a whitish fluid called colostrum (breast milk). This might continue for the rest of your pregnancy. Your breasts are getting ready to breastfeed.

You may notice short, rhythmic motions that can last for several minutes. This means your baby has hiccupped! You don't need to do anything. They'll stop soon and won't hurt either of you. You may notice that your baby kicks and stretches more. You may see your baby squirming under your clothes.

**Baby's movement and position**

By the eighth month of your pregnancy, your baby weighs about 6.6 pounds and is about 16 inches long. You may notice that your baby has fewer turning movements. Instead, you'll feel more kicks from one side to the other. When your baby is most active, you'll feel at least 10 movements in a two-hour period. If you don't feel any movements, call your pregnancy care team.

At 34 to 36 weeks, your health care provider will begin to check your baby's position. Most babies settle into a head-down position. However, some babies stay in a bottom-first (breech) position. If your baby has not turned head-down, your health care provider may try to turn the baby.

After 38 weeks, your provider will see you every week until you give birth. He or she may check your weight and blood pressure, your uterus, do a pelvic exam, and listen for your baby's heartbeat.

**Your baby's almost here!**

You're now in the last trimester of your pregnancy. BirthDayNews will help you plan your labor and delivery. If you have other children, we've included information on how to prepare them for your new baby.

**Congratulations on the birth of your baby!**

This last issue of BirthDayNews offers some helpful information to prepare you for baby's first days and weeks.

**Tips for your hospital stay**

**Keep your baby safe**

All hospital staff members wear identification badges. Don't let your baby leave your room with anyone not wearing an ID badge. If someone you don't know wants to take your baby from your room, turn on the nurse call light.

**Prevent infection**

Your baby's immune system is still developing. People who touch your baby should wash their hands first, and anyone with a cold should avoid visiting.

**Wear your ID wristband**

You and your baby will have wristbands with matching numbers. Let your nurse know immediately if your or your baby's wristband is missing.

**Limit visitors**

You need to rest in the hospital, and get to know your baby. Of course, your partner may come and go at any time. Other visitors should come during visiting hours only when you invite them. And when you get home, try to limit your visitors for the first few weeks so you don't get too tired.

**Ask questions**

Let the hospital staff know what you need or if you have questions about caring for your baby. They will help you prepare for taking your baby home.

**KAISER PERMANENTE**

## OUR LADY OF THE LAKE

Pro bono design for a Catholic school

### Story

Our Lady of the Lake Catholic school needed some updated stationery and banners.

### Role

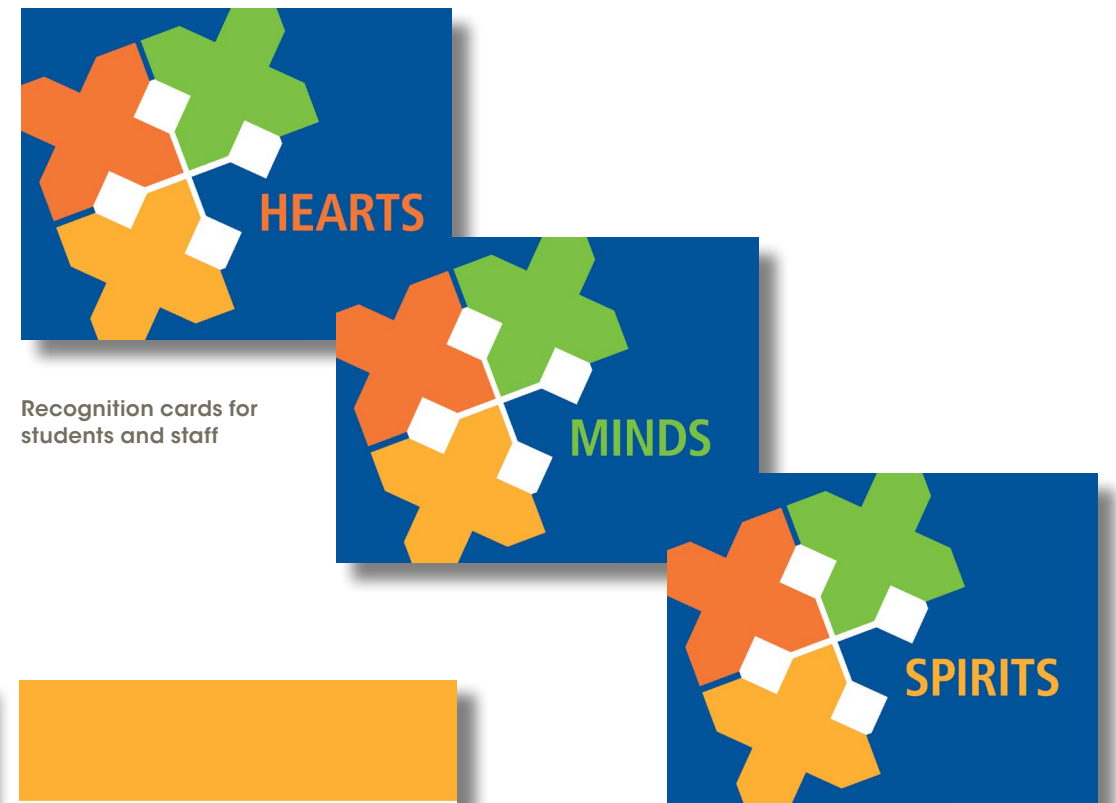
Art direction, concept, design, production

### Deliverables

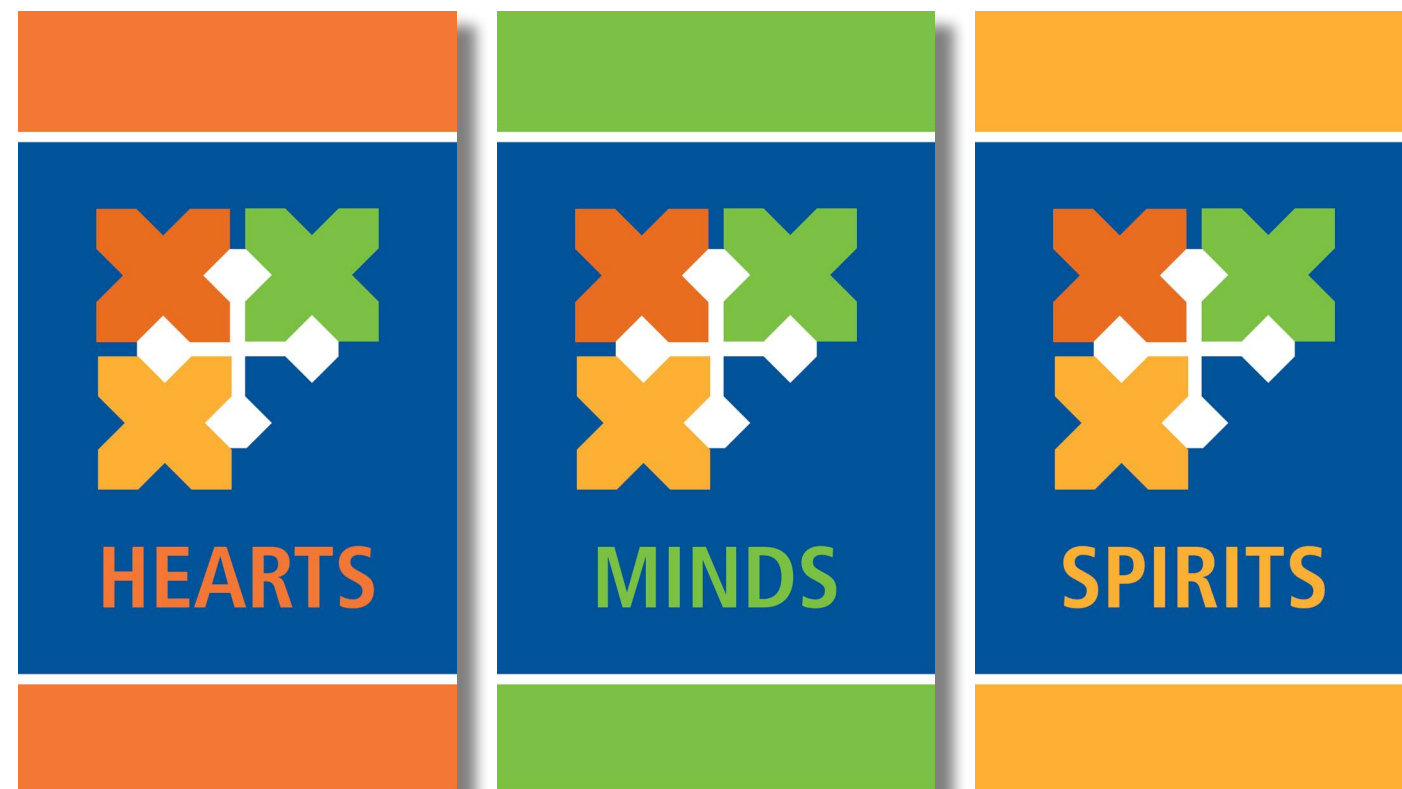
Thank you cards, stationery, banners.



Corporate notecard



Recognition cards for students and staff



Large banners, printed on vinyl