

Corie Cox ● Creative Portfolio

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Hi!

I am a creative problem-solver, specifically in visual design and art direction. I know how to take communications strategy to the next level through images and the stories they tell.

No ego, just brand. I understand creative briefs, client desires, and how users interact with designs, both print and web. I'm an expert with typography, color theory, user experience, accessible design, and all the other details that make campaigns and one-offs soar. I love the challenge of working within brand stewardship guidelines, multi-departmental needs, and budget.

I'm energized by a great brainstorming session with a team, as well as by sitting down with a blank page and a sharp pencil.

Here are just a few highlights from my work ...

Institutional magazine redesign

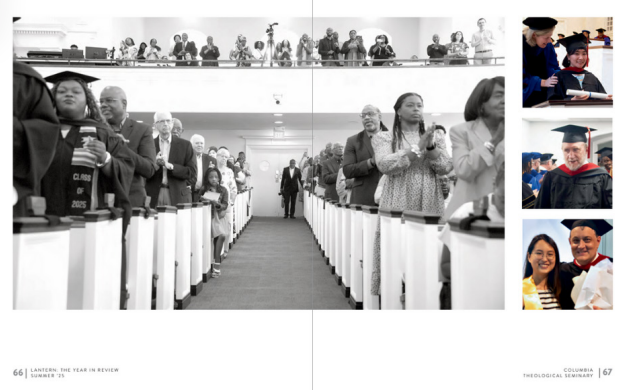
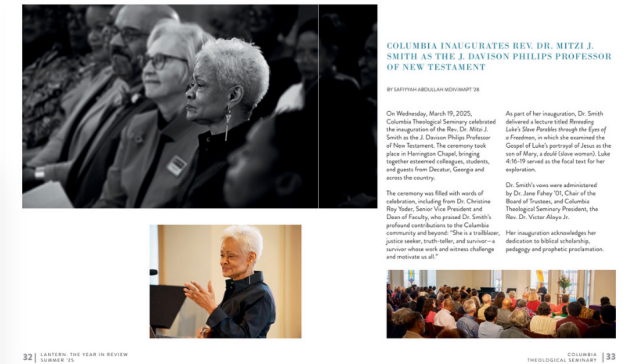
The institutional magazine had not changed much since the 1970s. An institutional communications audit revealed that the audience wanted to feel more connected to the institution. Both internal and external audiences claimed to not know “who Columbia is.”

The Problem: The magazine, *Vantage*, was largely a donor-centric piece and was not utilized by Admissions. The focus on established donors alienated new alums and potential students. Faculty had limited buy-in as to the publication’s usefulness.

The Solution: Creating an editorial advisory board with representation from all parts of the institution’s community, we were able to rethink the ways this piece could benefit all stakeholders. We tied all the stories included in the issue to the Core Values adopted by the community and approved by the Board of Trustees. We showed how the seminary lived into the values editorially, including more photos of students, more stories about on-campus activities, an enhanced calendar inviting folks to join activities, and increased student-written articles.



The Outcome: The initial response was all positive. The Strategic Communications office received multiple calls and emails in the days following the drop praising the publication. (That had not happened before.) The Admissions team loved the magazine and asked for additional copies to use in their recruitment activities.



Project 2

Celebrating while honoring all perspectives

Feedback from African-American faculty regarding an upcoming event was not positive.

The Problem: The institution planned on celebrating a historic connection with the town of its origin. Although the institution is currently a diverse and welcoming place, racism is part of the DNA of many southern institutions, this one included.

The Solution: We removed certain words, like “heritage,” from our marketing, and expanded the scope of the messaging to include more modern history, honoring accomplishments of the community through more recent (diverse) times. We actively brought alums and students into the conversation, asking them to share favorite faculty quotes. The visual story still reflected history, through period-reminiscent illustrations, but the messaging was inclusive.

The Outcome: The invitation and graphics for the collateral pieces were well-received by the entire community. The quotes gathered from alumni were used to create a “church fan” reflecting the



“big revival tent” atmosphere of the event. The fans are still used, as well as sought out by new students, on campus after several years.



Project 3

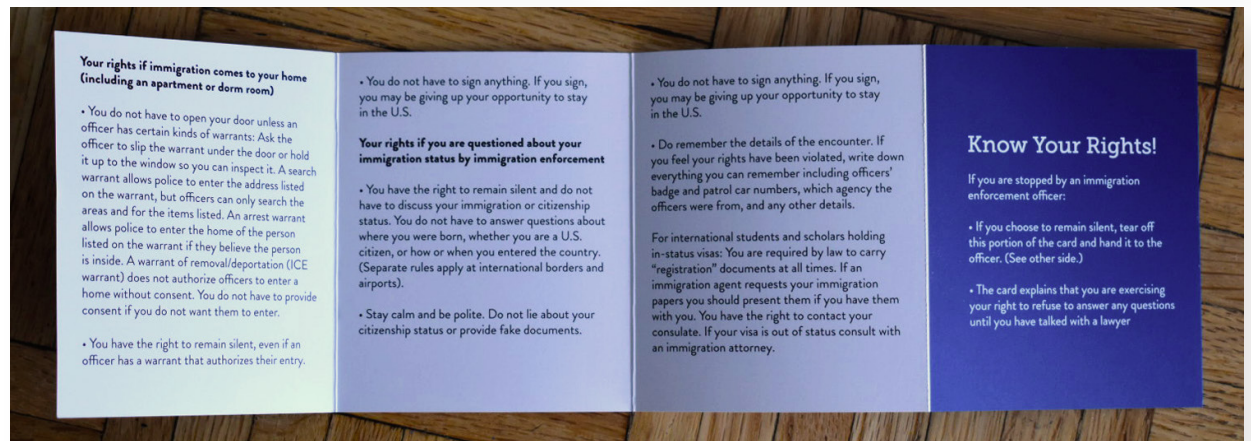
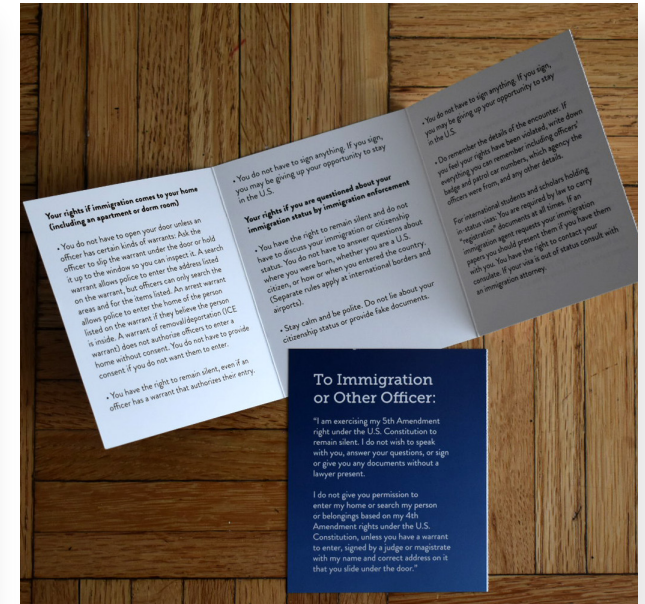
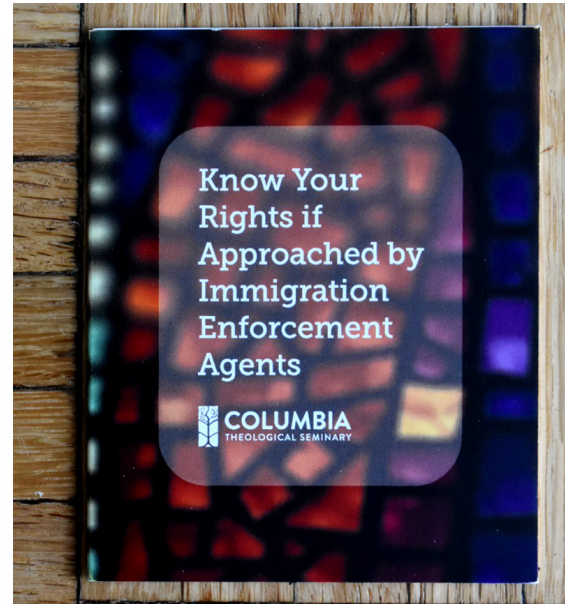
Creating a piece students can use to feel safe

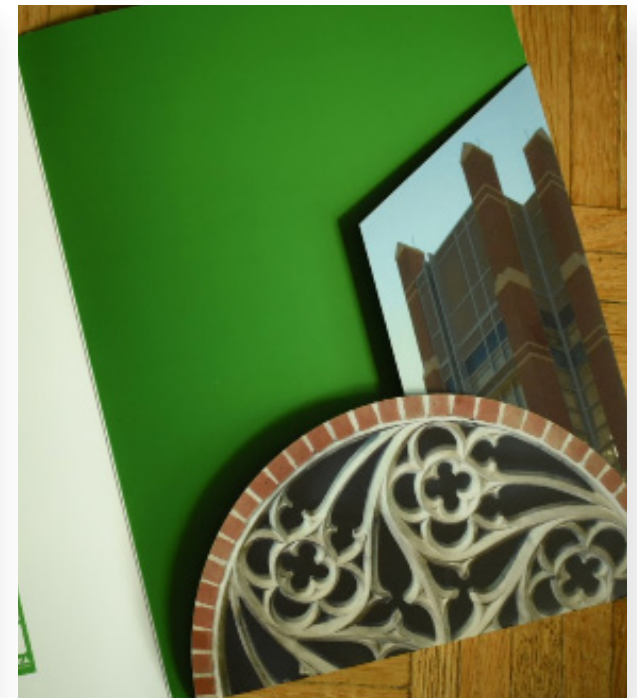
With an international student population of over 50%, faculty, staff and students wanted and needed clear instructions

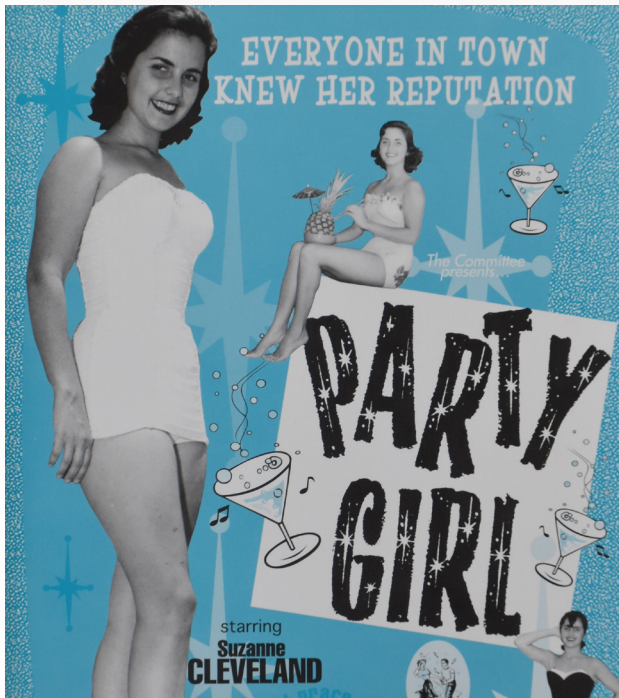
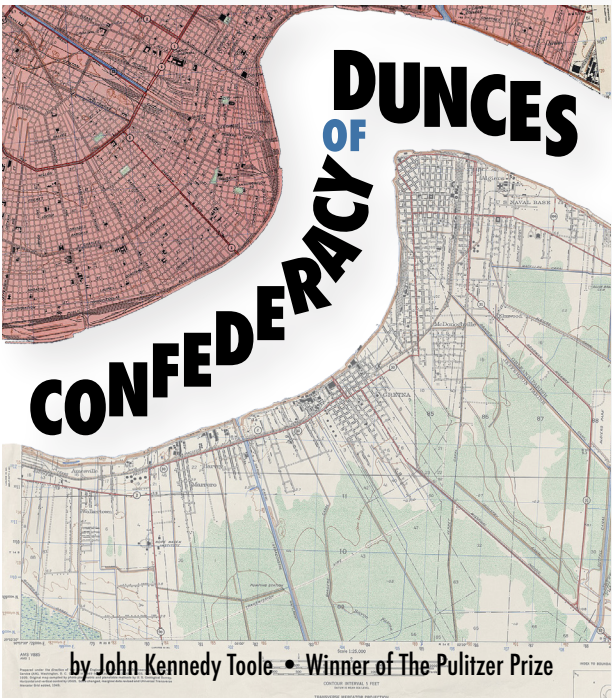
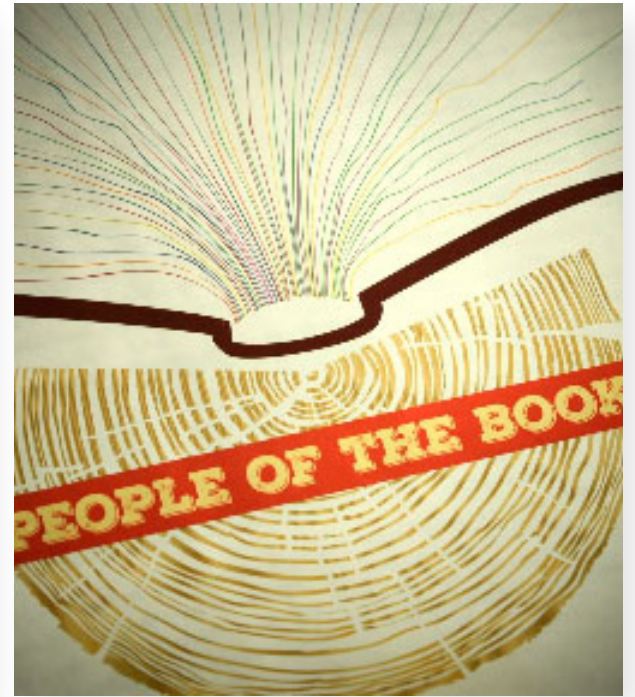
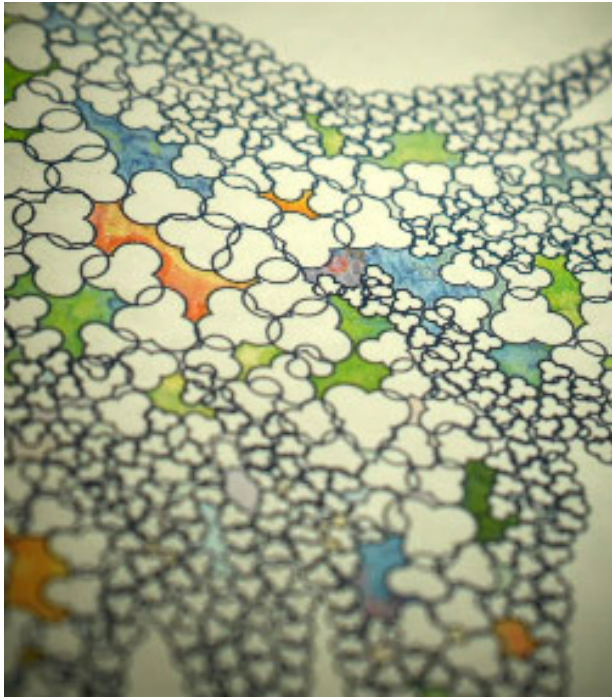
The Problem: An increase in ICE raids across the country made the community feel unsafe. With a high international student population, most of those students from Africa, the institution offered multiple training sessions with lawyers. It was a lot of information to remember. We needed a way to provide that information, actionable and legal next steps, all in a format the community would use.

The Solution: Working with the legal teams, we created a pocket-sized brochure with info, contacts, and a removable card to hand law enforcement officials should the need arise.

The Outcome: The brochures were exceptionally-well received and were reprinted a few times since people were often grabbing the brochures to carry around with them. They were made available in all the buildings for students to pick up. The sense of community on campus was apparent.







Thank you!

This has been just a small sample of the work I've done.

If you'd like any more work or to talk about what you see here, or to tell me more about your needs please reach out.

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