Hi there! It's Yvonne.

Please kindly peruse these slides for a better idea of the work that I have created for my current place of employment.

Weekly sale flyers for our client stores are a huge part of what I do. These usually take up about



Different stores have different requests in terms of format, so design limitations can vary. For example, some may only have their flyers printed in black & white, while others may want smaller ads printed in full color.

More Frosty Good Deals Inside!

Regardless, I do my best to ensure that our clients are happy with the work they are receiving, and that they feel it reflects their store and brand personality perfectly.

SUPERMARKET

SUPERMARKET

\$349

\$549

\$149

\$349

\$499

Own \$129

Own \$299

Food Club Brot

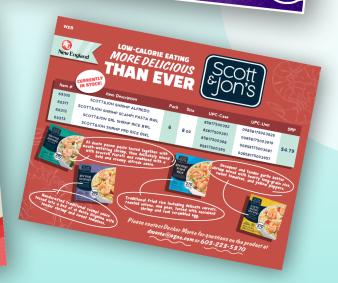


Sell Sheets are advertisements sent out in both digital and print format to client stores, usually to promote new items that we have stocked or will be stocking in our warehouse.









Along with some Sell Sheets come their corresponding banner web ads. These are posted to the company portal to either encourage clients to view our Sell Sheets or as an alternate method of providing information about new items.



To the right is a recent large-scale project that I had been tasked with. My department sometimes holds "contests" to determine the designer best fit to take on a new project. As I was the designer selected to move forward with this vehicle wrap design, I was given the great opportunity to have my work on the roads of New England.

This wrap design was created for AGNE with the intention of promoting the company to potential new client stores.

This is currently an ongoing project that is in the printing and application stage with an external vehicle wrap and decal company.



I create "packages" of grocery store window signs seasonally for stores to choose from throughout the year. These are printed in a large format and placed behind store windows to help drive foot traffic.



I have also created...

- Event signage
- Directional, safety & regulatory signage
- Appliance wraps/decals
- Booklets, zines, and guidebooks
- Culinary menus
- Logos & branding for new stores
- Infographics
- Slide decks

Thank you for taking the time to view my work.

If you have any questions, don't hesitate to reach out to vonsimdesign@gmail.com

Sincerely, Yvonne