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Date: September 29, 2021

To: Penn Creative, Jenny Strauss and Sierra Skidmore

Subject: Freelance Graphic Designer and Illustrator

Hello Jenny and Sierra,

My name is Travis Tom and I am an independent contract designer and illustrator providing creative services for print and web from a home studio in Augusta, GA. I earned my BFA in graphic design from the University of Georgia and have 27 year of experience in the industry. Some of my work is nationally recognized and published in a few magazines and books. Please review my online portfolio to see my work:

www.tntomdesign.com

I am seeking to line up more work to keep my work flow consistent. Currently I have only a few projects on my plate. I would be interested in any assignments for logo and branding projects, icon design, spot illustrations and infographics. I am also capable in print and have some background in user-interface design (for web and a few apps) and social media banners. When I worked for a resort client, I would use inDesign to layout a template for an email campaign, then hand it off to a programmer (I have very little experience working directly in MailChimp or other services although I could learn it as it is template built).

For web sites, I learned some html coding to be able to produce and manage my portfolio web site and a few other informational sites (recently I designed and produced www.NewMingWah.com for a restaurant). I redesigned their logo, designed dine-in and takeout menus and provide social media banners upon request for them. Although I do have a Square account, I have not used this platform to design a web site. For slide decks, I have worked directly in KeyNote and export PowerPoints for clients. I have no experience in animation or motion graphics.

My passion is stylized illustration and iconography and my icon work is published in a few books including the university text book, "Graphic Design Solutions", by Robin Landa (2013) and "1000 icons, symbols + pictograms" by BlackCoffee for Rockport Publishers. The past few years I have been creating personal digital illustrations for instagram (@tntomdesign) and growing my illustration portfolio.

I have worked with a few different design studios as a freelancer over the years and I hope we can collaborate and work on fun and challenging assignments together.

Thank you for your time and consideration.

Best Regards,

Travis Tom