



LEE ADAMS NORRIS

SELECTED WORKS | PORTFOLIO

ADVERTISING

3-D Campaign

The Adcom Group, Inc.



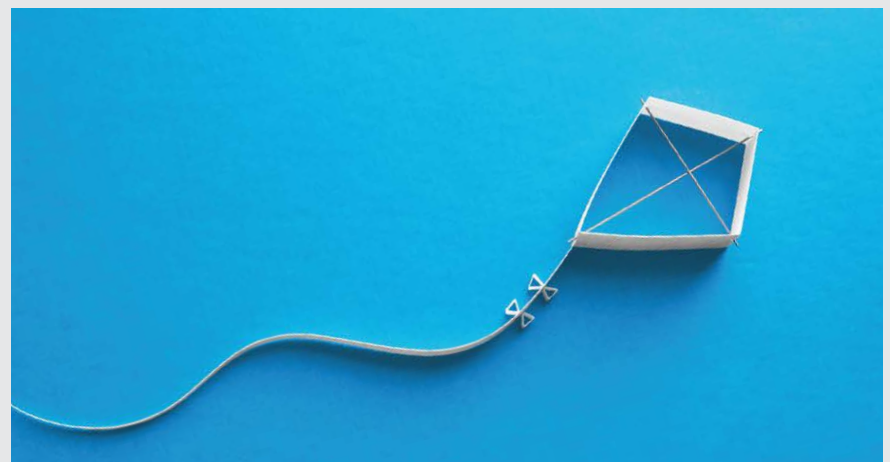
Every life deserves world class care.

Cleveland Clinic competes in a world of health-care providers that struggle to market themselves with a uniquely distinct look and feel. The use of custom designed imagery will provide great value by clearly separating our local print campaign from other providers... and for that matter, from all other advertisers. It speaks to the time and effort Cleveland Clinic gives to every procedure and patient, with a visual sophistication.



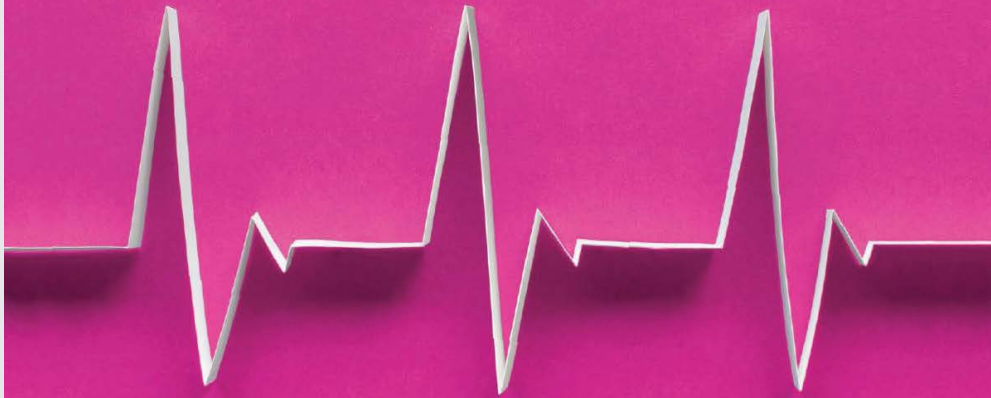
With this in mind, we developed a creative approach distinguished by handcrafted artworks. Unique images created from paper are formed into easily identifiable shapes or objects, and then photographed as dimensional art.

In addition to being one-of-a-kind, the handcrafted element lends a human touch to the brand, with artwork that conveys meticulous attention to detail and an approachable, personalized touch.



After passing through a round of comparative testing this campaign stood apart from the other ads for a number of reasons, but most notably participants scored highly the balance of information and positive perception.

Ranked #1 in
heart care again.
And again.

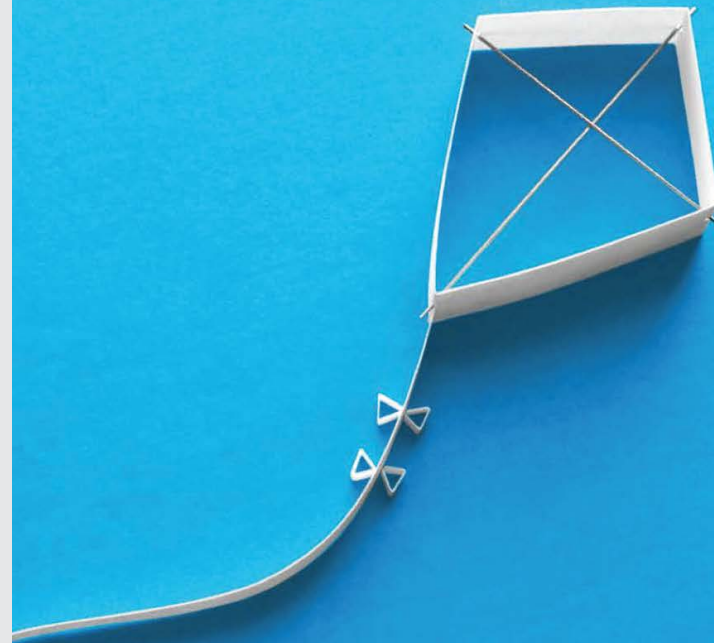


Same-day
appointments
216.44HEART
clevelandclinic.org

 **Cleveland Clinic**
Every life deserves world class care.

World class children's care,
where you live and play.

300 pediatric physicians. Over 30 area locations.



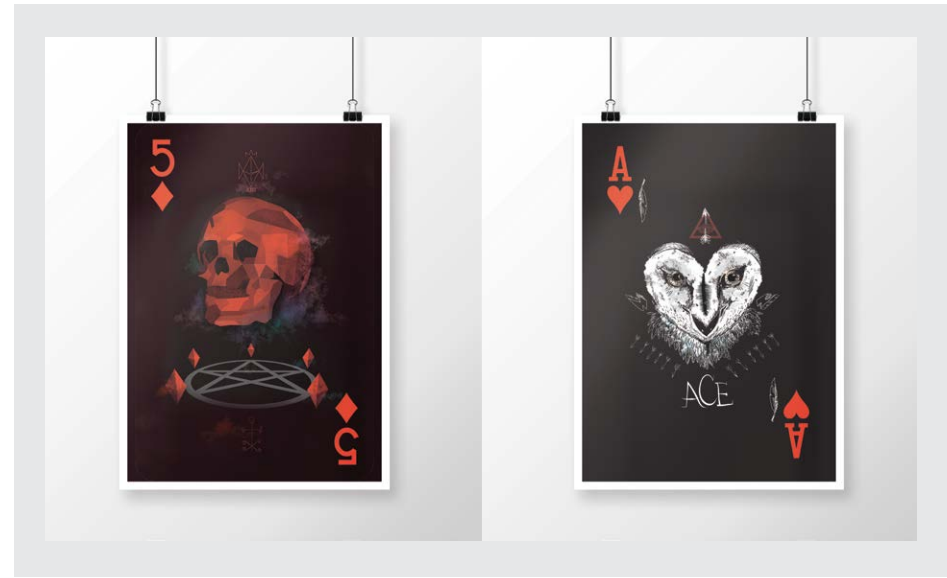
Same-day
appointments
216.444.KIDS
clevelandclinicchildrens.org

 **Cleveland Clinic**
Children's

ILLUSTRATION



As a craftsman, I tend to favor illustration and printmaking skill-sets. I have won a number of awards in design communities for Illustration work and have been featured in several publications, including 'Design for Obama' and 'Iron This.' I am a Threadless award winning t-shirt designer and have been featured on Shirt Punch and Woot for several illustrations.



I have worked for a number of years with an international collective of artists called The Black Rock. Through this collaboration I have had merchandise and apparel created and sold world-wide.



PICK YOUR POWERS

GETTING YOUR OWN SUPER POWERS IS EASY. JUST BROWSE OUR GREAT SELECTION OF POWER-UP OPTIONS & PICK THE ONE THAT SUITS YOU BEST. REMEMBER POWERS DON'T COME CHEAP & OFTEN LEAVE ONE DISFIGURED OR EMOTIONALLY SCARRED — ALL WHILE PUTTING YOUR LOVED ONES AT RISK.

BIRTHRIGHT
OCCURRENCE: UNKNOWN
POWERS: ELEMENTAL, GENETIC & GENERIC SUPER POWERS
NOTES: TO QUALIFY, CHECK PAPERS TO SEE IF YOU ARE ADOPTED

EXPENSIVE GADGETS
OCCURRENCE: FOR WEALTHY ONLY
POWERS: NONE
NOTES: INHERITED MONEY FROM DEAD RELATIVES CAN LEAD TO ISSUES

ANCIENT ARTIFACT
OCCURRENCE: IN HARD TO FIND PLACES
POWERS: TIME & SPACE TRAVEL, COOL WEAPON
NOTES: DON'T LOSE ARTIFACT, EVER.

MYSTIC ARTS
OCCURRENCE: WAY TOO COMMON
POWERS: DEMONIC SUMMONS & ALTER-REALITY TRAVEL
NOTES: DEALS WITH DEMONS CONTAIN HIDDEN CLAUSES

GAMMA RADIATION
OCCURRENCE: UNCOMMON
POWERS: SUPER STRENGTH & INCREASED SIZE
NOTES: ANY CLOTHING YOU WEAR MAY TURN PURPLE

CHEMICAL ACCIDENT
OCCURRENCE: EVERYDAY
POWERS: SIZE, SPEED, REGENERATION
NOTES: VERY EASY TO GET B-LIST POWERS WITH THIS METHOD

TOXIC OOZE
OCCURRENCE: IN SEWERS
POWERS: BECOME PART MAN, PART ANIMAL
NOTES: CAUSES STRONG CRAVINGS FOR PIZZA



DESIGN MANAGEMENT



CREATIVE BRIEF

15006 - PERSPECTUS LOGO DESIGN

Company Name Perspectus Architecture
 Account Lead Marissa Fratanonio
 Creative Lead Lee Norris
 Website www.perspectusarch.com
 Job # 15006
 Date Created 4/27/20

Primary Objective(s)

- Create a new logo design, and provide light visual identity guidelines for Perspectus Architecture
- Update the identity to appear more contemporary and in-line with brand attributes
- Build a mark that carries the brand's story or history along with it.

Challenge

Perspectus Architecture is looking for Adcom's design team to create an updated and refreshed logo design and identity kit, along with the associated rules for use. The mark ideally should be a departure from the existing one, but carry the history and story of the brand with it - and align with the new brand platform being developed. The client has given some initial direction, and will need to review in rounds as we get closer.

Target Audiences

This mark is being developed to express the entirety of the brand for any audience seeking to partner, hire, work for, or contract Perspectus Architecture. It is less audience specific in it's message, as it seeks to exude pure brand marketing.

Insights

- The client team has attempted this project before, but feels it needs outside views.
- The existing mark is not viewed favorably by many.
- Existing mark uses the circle element to represent having a unique "point" of view.

Project Requirements

- 3-5 Final Logo Options for Client
- Roughs/comps for process sharing
- Rationale for design strategy
- Single page layouts for each design presented.

Timeline Overview

- 🔍 Kick-off: April 28th 2020
- 📅 Design: Through May 3th 2020
- Production: NA
- 📅 Client Review: Week of May 4th
- 🕒 Client Presentation: Week of May 11th

Key Documents

- 📄 Client mark-ups Moodboard #1
- 📄 Client mark-ups Moodboard #2
- 📄 Working Brand Platform

Messages Delivered

The client team has been gravitating towards holding a position that articulates how well they balance design, with outstanding service. Design should always (and literally) come first in the brand's expression, and their is interest in exploring their unique view and dichotomy in the new mark.

Notes

Visual metaphors expressing "viewpoints" or "service" or "high design" all seem to fall in line.
 The visual language should be wide enough to apply to a number of tactics. Never forgetting the mark will need to reduce to 1 color and small for all blueprints and construction drawings.

Brand Personality & Expression

Design First

Service Oriented

Empathetic

Proactive

Curious

“ We understand being selected as stewards of culture, of health, and of history puts us in a unique position. This means we need to be approachable and measured, to foster trust and collaboration, and to remain confident in who we are and what we can do. Highly energetic, we turn our passion into solutions - excited about each new space and the ideas we can populate them with.

Visual Expressions

Type Styles

Modern

Classic

DESIGN FORWARD

SANS-SERIF

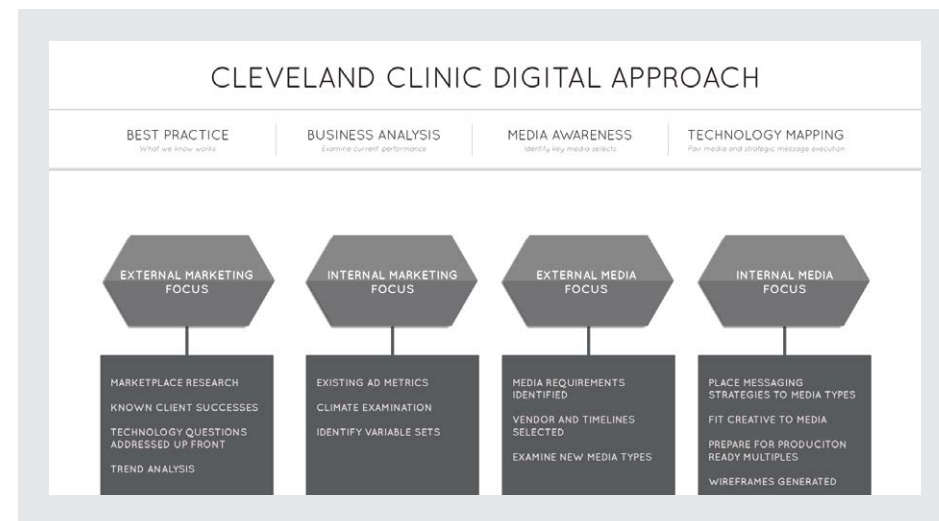
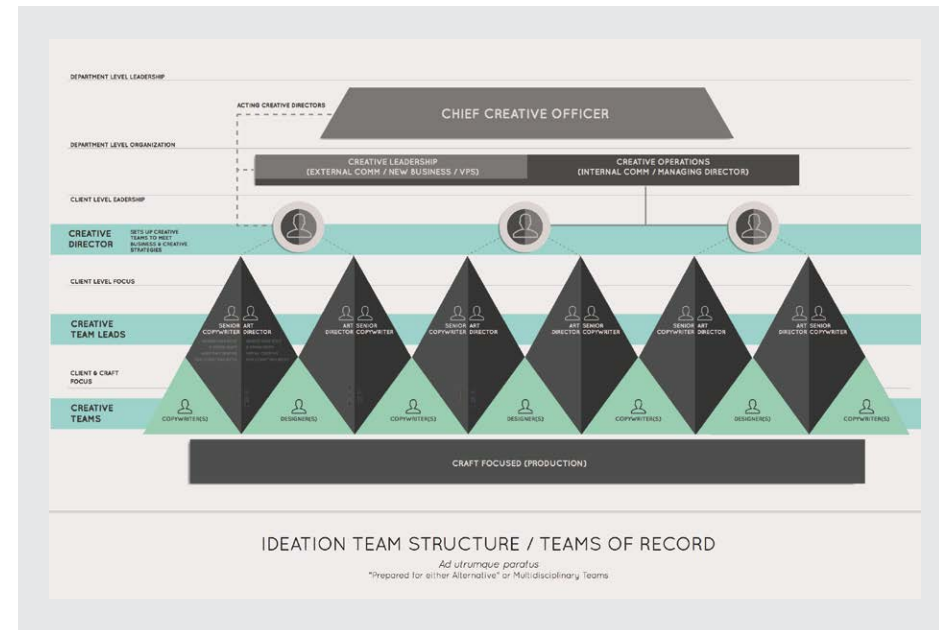
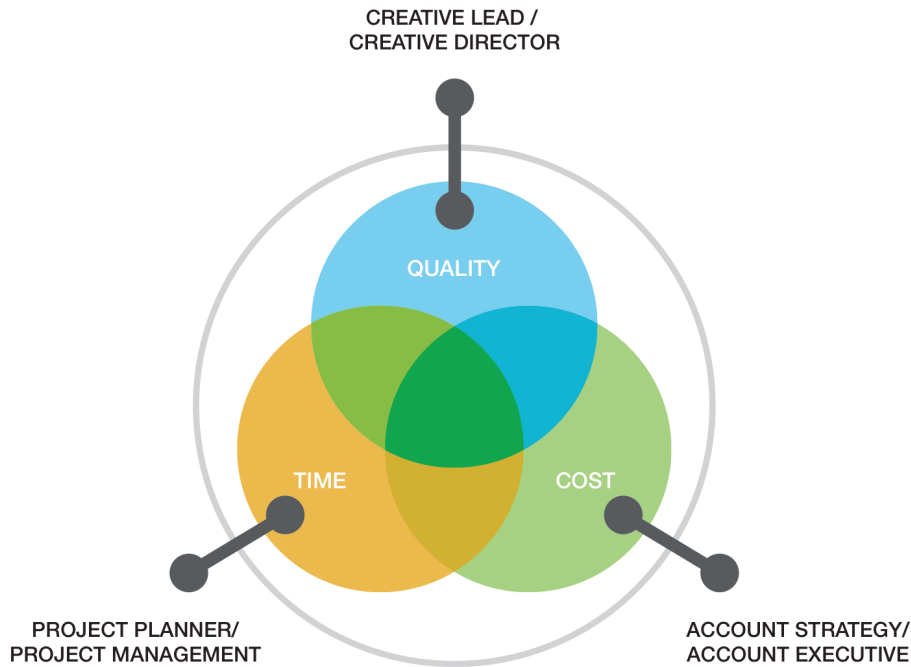
Colors

Sophisticated palette with limited use of bold colors. Avoiding use of current red.



A majority of my time over the past 10 years has been in setting, operating, and leading operational design changes and the management associated with creative teams. I believe guiding a collaborative team of writers, designers, and developers requires a unique approach to the talent and motivators and work to create understandable but inclusive processes for all teams.

VISION TEAM MODEL



Often these works are used as foundation setting tools within the agency. Helping my clients and internal partners relate to the skills and employees responsible for output leads to a significantly higher quality of creative output. Operational design works at the macro and micro levels helping to paint a clear picture of roles and interactions of processes.

IDENTITY DESIGN



SUGAR
BEAR
STUDIO



U&A
UNICORN AND
ASSOCIATES
(A)typical Agency



PRIMARY - FULL COLOR MARK



HORIZONTAL ALT - FULL COLOR MARK



HORIZONTAL ALT - NO GRADIENT MARK



PRIMARY - B&W MARK



PRIMARY - NO GRADIENT MARK



HORIZONTAL ALT - B&W MARK



BRAND FONTS

OSTRICH SANS MEDIUM

[HTTPS://WWW.THELEAGUEOFMOVEABLETYPE.COM/OSTRICH-SANS](https://www.theleagueofmoveabletype.com/ostich-sans)

CYCLONE

[HTTP://WWW.TYPOGRAPHY.COM/FONTS/CYCLONE/OVERVIEW/](http://www.typography.com/fonts/cyclone/overview/)

GRADIENT SAMPLE



WEB: E6008C
CMYK: 0C 100M 0Y 0K



WEB: 53208C
CMYK: 80C 80M 26Y 13K
PANTONE: PANTONE 269 - C



WEB: C4C7C9
CMYK: 22.7C 16.7M 16.2Y 0K
PANTONE: PANTONE 427 - U



WEB: 80808C
CMYK: 46.5C 31.2M 35Y .78K
PANTONE: PANTONE 443 - C



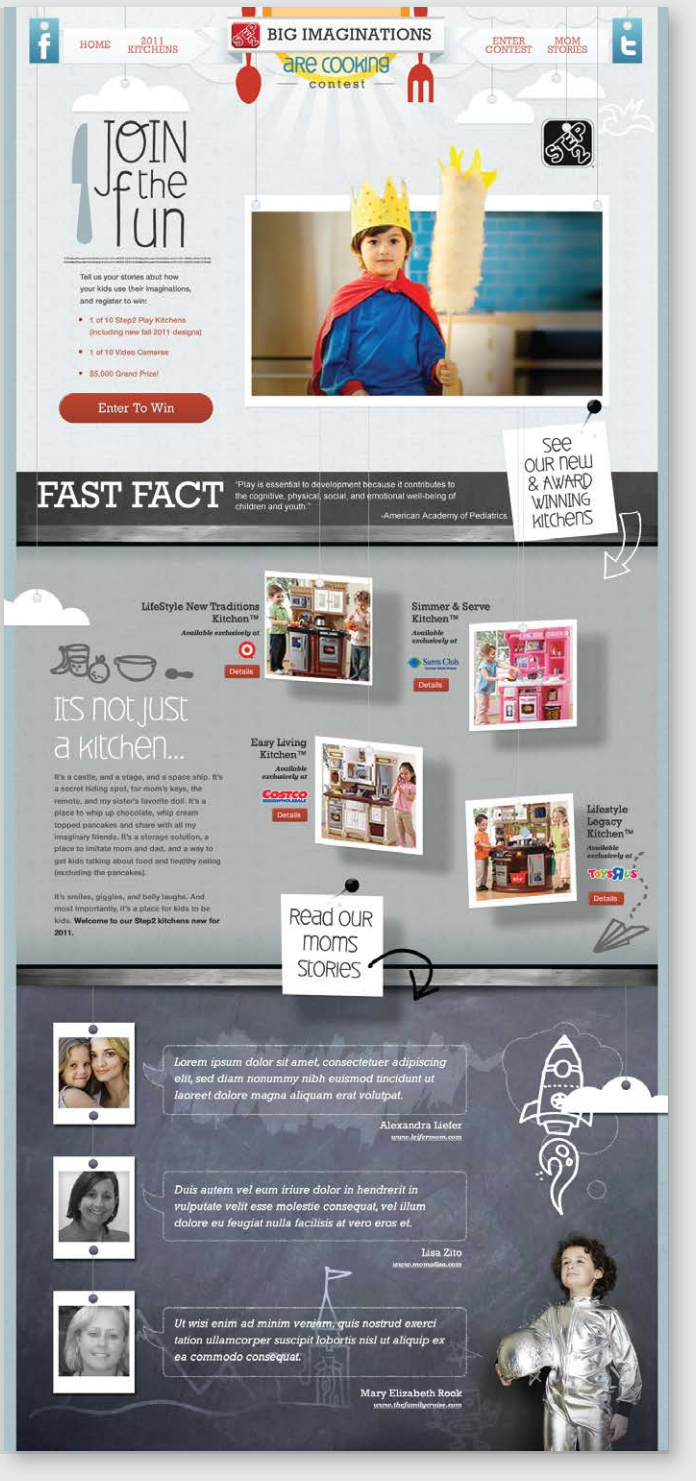
SASSY TWEETRESS STYLE GUIDE V1.0



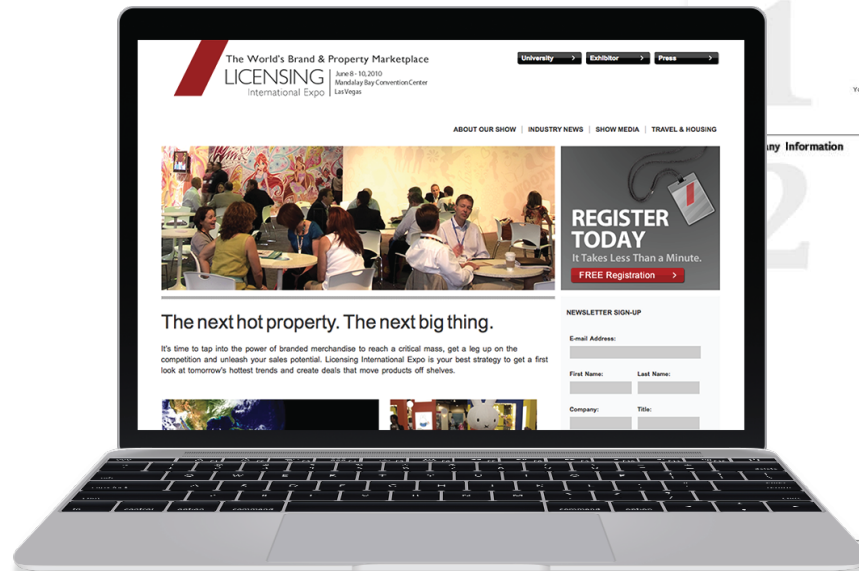
Pairing nicely with an illustration background, I am often leading the charge on identity design challenges. I work to create unique and own-able brand marks that are also pragmatic and ready to use in any environment (or custom designed for a specialized one). Good brand documentation is critical to long term success, and working from mood board through style guide with the client, gives a lot of confidence in the long term adherence to the brand.

DIGITAL DESIGN



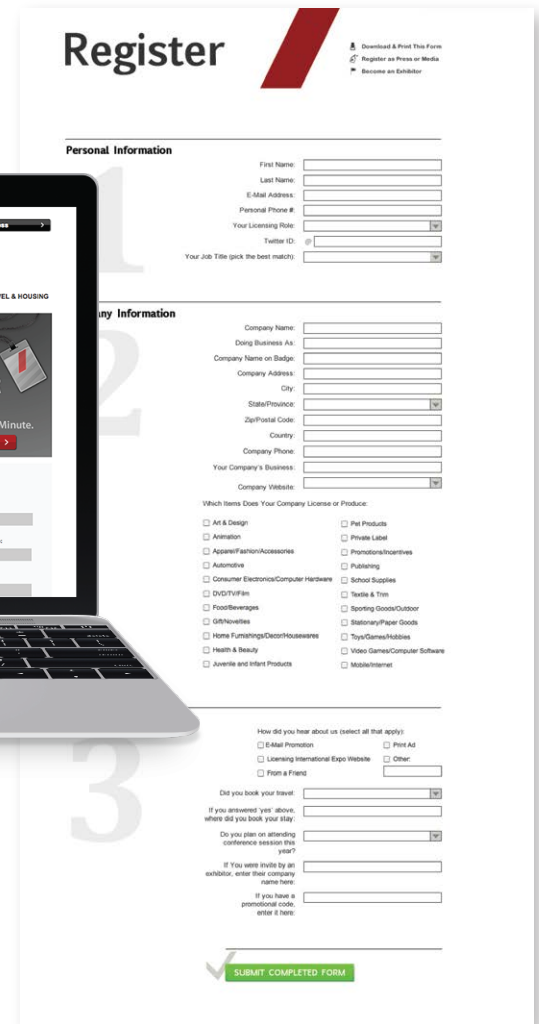


Good engaging design feels custom built. This Step2 page for a contest highlights the joy parents see in their kids play - and invites them to share and win.



LICENSING
International Expo

Often a good interactive layout is a matter of simplifying the complex. The Licensing Expo design shown here cleaned up a large amount of unnecessary information and streamlined the registration process from thirteen pages down to one.





Insights & Trends

Leading the way for growing businesses.

INDUSTRY

CHALLENGES

OUR EXPERTISE

INDUSTRIES

Retail
Transportation
Technology

All Industries

CHALLENGES

Need to Grow
Need to Expand
Optimize Process

All Challenges

COLLAPSE

DISCOVERING



FIND A GE EXPERT FIND ADVANCED SEARCH

WHAT'S ON TODAY

- 10:00 AM** Jeff Bornstein, CFO GE Capital
Building a Robust Financial Planning Organization
[Attend](#)
 - 12:00 PM** Andy Markowitz, Director of Global Digital Strategies
What's Happening with Social Media
[Attend](#)
 - 6:00 PM** Customer Spotlight
Alex Ryan, CEO Duckhorn Wines
Managing for Super Growth
[Attend](#)
- [View Complete Schedule](#)

OUTFITTING

- PLANNING YOUR START
- ONLINE TOOLS
- RESOURCES
- NEED ASSESSMENT
- SOFTWARE TOOLS
- LIVE HELP



THE SOUND OF Success

Taylor Guitars



Insights & Trends

Leading the way for growing businesses.

INDUSTRY

CHALLENGES

OUR EXPERTISE

EXPAND

DISCOVERING



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OUTFITTING

- PLANNING YOUR START
- ONLINE TOOLS
- RESOURCES
- NEED ASSESSMENT
- SOFTWARE TOOLS
- LIVE HELP

CONNECTING

- Join Our Network
- Search Executives
- See Who's Online Now



DISCOVER THE BENEFITS OF A TRUE COMMITTED PARTNER

Get a GE Expert to Help Your Business Today

GET STARTED

CHARTING



GET THE 2011 SURVEY

TRAILBLAZERS



CONNECTING

- Our LinkedIn Group
- The Facebook Fan Page
- Meet Others on ZING



ayout is a matter
k. The Licensing
e cleaned up a
sary information
stration process
o one.



imagination at work

IDENTITY & BRAND STRATEGY



FELLOWSHIPS IN APPLIED STUDIES

REAL-WORLD APPLICATION OF ACADEMICS

Hathaway Brown's Fellowships in Applied Studies is where the potential in our young women is truly ignited. Students are released from their classroom confines to pursue field experiences of their choice and acquire skills that matter most in the real world.

CELEBRATED COMMUNITY

LIFE-LONG LEARNING & GIVING BACK TO OTHERS

The pursuit of excellence is an eternally burning passion for all Hathaway Brown stakeholders – from alumni and sponsors, to partners and parents. Our community lives to support, expand, and celebrate the ambitions of our girls. Lighting the way, now and forevermore.

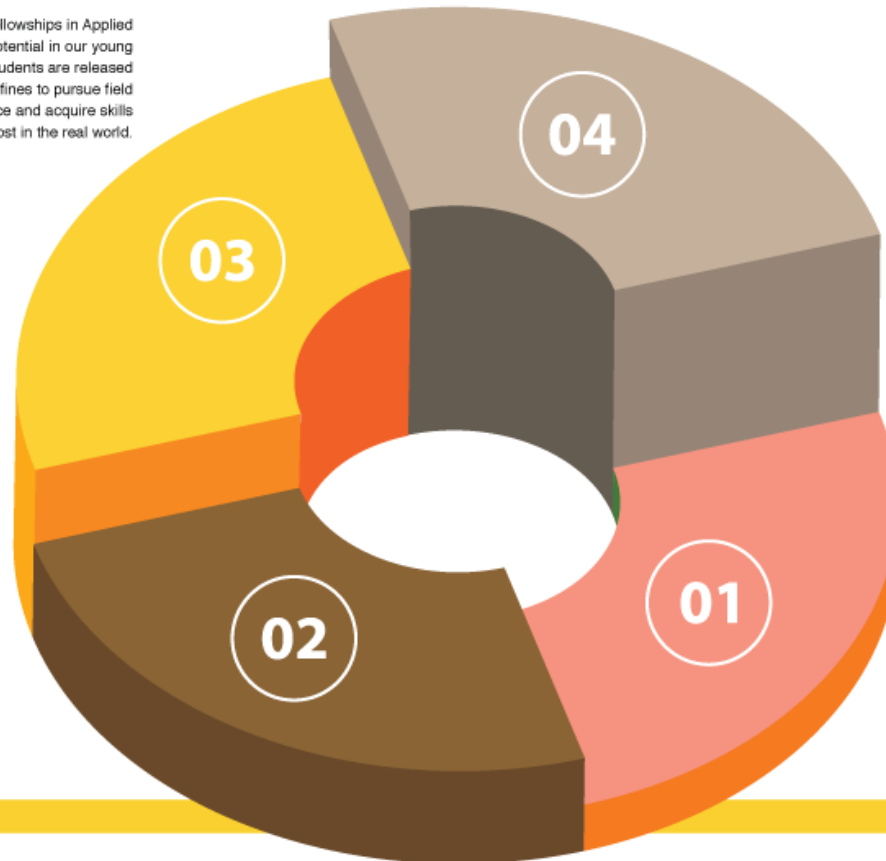
LEARN FOR LIFE

SIGNATURE PREPARATORY APPROACH

EMPOWERED GIRLS

OUR UNIQUE STUDENT PERSPECTIVE

Our girls are a vessel of untapped energies that ready them to rise boldly. Held safe and supported within an all-girls learning environment, they grow up believing that they can do anything because they see other Hathaway Brown girls achieving their goals every day.



DISTINGUISHED CLASSROOMS

THE FOUNDATION OF LEARNING

The core curriculum at Hathaway Brown provides a solid foundation upon which our students can build their knowledge, skills, and confidence. Our classrooms, educators, and scholastic spaces uphold our school's promise and nationally recognized standing for academic excellence.

YOUR BRAND HEALTH MONITORING COMBINED WITH PERFORMANCE

FINALLY EXPLORE YOUR BRANDS

- ◆ AWARENESS
- ◆ PREFERENCE
- ◆ SENTIMENT
- ◆ STICKINESS

ALL IN CONTEXT WITH OTHER EXISTING CAMPAIGN AND OPTIMIZATION EFFORTS



In 2020 I soarheaded a product R&D initiative to create brand health dashboards in Tableau that help connect performance marketing metrics with key brand indicators to generate a rolling updatable brand score with regularly launched surveys.



In 2017 The Adcom Group expanded its service offerings to more consultative models as the demand for more strategy lead creative increased. Moving from the lead of the creative department to formalizing the offerings in a new Brand and Audience Strategy team became my new role within the organization. Working with recognizable regional and national brands such as GetGo, Papa John's, Velosano, Ridgid Tools, Big Brothers and Big Sisters, and Lubrizol - I produced brand strategy guidelines, foundational documents, messaging matrices, and set overall strategies in place that created new opportunities and impacts in market.

OTHER BRAND PLATFORMS & STRATEGIES DEVELOPED FOR:



CLEVELAND CLINIC / VELOSANO BRAND

LEE ADAMS NORRIS / IDENTITY & BRAND STRATEGY



EZRack by reusability **New 2023 Shipping Regions**

We're growing to help you save.

With our new territories, we're poised to better cover your needs this next season. And with easy rental and sales options, you can spend less time on shipping and more time tending to your customers.

- ✓ EZRack handles rack recovery, just notify us and we do the rest!
- ✓ Efficiently load and unload trucks, and save time and money on shipping.
- ✓ Maximize payload capabilities – no more shipping empty space!

In Your Retail Backyard

LOU'S, TRACTOR SUPPLY, FISK, SiteOne, MENARDS, CALLOWAY'S

With over 75% of Florida covered, there's a good chance we can recover from your location.

EZRack by Reusability

Pricing

	With Bottom Shelf	No Bottom Shelf
2-Level Rack	\$51.49	N/A
3-Level Rack	\$56.49	\$53.49
4-Level Rack	\$66.49	\$63.49
5-Level Rack	\$76.49	\$73.49

Add'l Level Pricing Available

Start Shipping Today!

www.ezrack.com sales@ezrack.com 877-977-7225

Bad Boy Crate Return

Username*
TS + "Your Store Number" + @Reusability.com

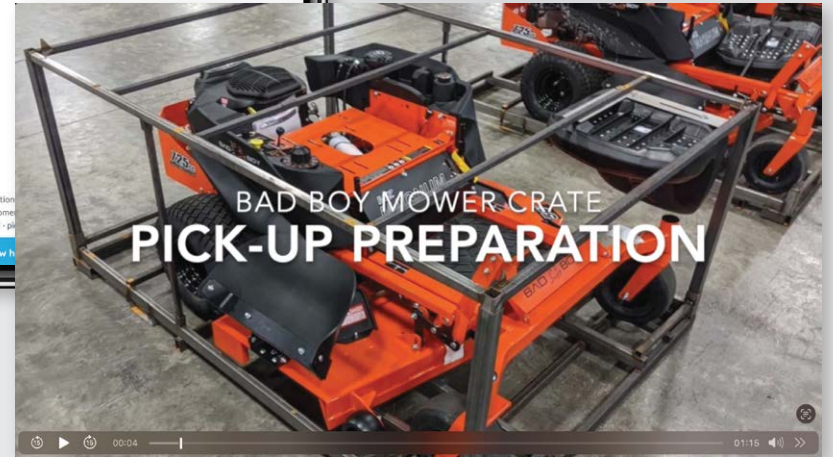
Please complete this required field.

Submit

Having Trouble Signing In?
Here's a quick tip to remember your login.

- ✓ Check that your username includes TS + "Your Store Number" + @reusability.com
- ✓ Example username: TS1234@Reusability.com
- ✓ Username is NOT case sensitive.
- ✓ Your password on the following screen is set by your company and included in program instructions provided by your company. It IS case sensitive.

Reusability
reusable packaging solutions



Starting in 2022, I took over the reins of marketing as the senior team lead at Reusability, and it's sister brand EZRacks. With a large focus on marketing and adding reusable packaging into circular supply chains, while reducing emissions and waste in a number of key industries, I worked in a VC start-up model quickly launching new brand materials for Reusability while maintaining ongoing efforts from the older EZRack brand. Notably we won the best tradeshow booth design for one of the largest plant tradeshow globally in 2023 for EZRack and won the Tesla Powercell and Badboy Mowers Packaging accounts for Reusability.

RESUME

IAN

LEE ADAMS NORRIS

NICE TO MEET YOU.

IM LEE, A BRAND & PERFORMANCE MARKETER
WITH OVER **20+** YEARS IN BRINGING BRANDS TO LIFE.

Driven by a passion for creating, leading, coordinating, and learning with marketing teams with a focus on meaningful art and messages for any audience type.

EXPERIENCE

DIRECTOR OF MARKETING REUSABILITY — 2022 - 2023

In this role I was focused on sales and marketing opportunities for returnable transport packaging in circular supply chains and logistics. In this senior leadership role I reported to the CEO, and maintained the activities related to our established nursery rack system (EZ Rack) while growing into new lines for expansion. For those new targets I established baseline audience research, KPIs in Hubspot and in our EOS system - helping to tether the brand ideals to our real world activity. Helping sales to win clients including Bad Boy Mowers and Tesla Motors (powercell packaging) using an ABM strategy and direct email sequences to target accounts lifting close rates 125% over the last year. I also oversaw department P&L including oversight of multiple outside agencies and packaging deisngn partnerships - while reporting to investors and the board as part of our leadership team.

SENIOR DIRECTOR (BRAND & PRODUCT) PAMEE — 2021 - 2022

At PAMEE I oversaw the foundational marketing and product development efforts for a start-up SaaS application that was built to connect community leaders and organizations with humanitarian resources to change lives. As Sr. Director, I was spoiled to oversee both the brand and performance marketing activities (setup in Hubspot), along with the internal team overseeing product development, designed and wrote and built the primary application. Unfortunately the company folded before release due to our development team missing target launch windows.

DIRECTOR OF BRAND PLANNING & MANAGING CREATIVE DIRECTOR THE ADCOM GROUP — 2010 - 2021

As Managing Creative Director, I worked alongside company leadership to guide and build brand and creative teams/plans for all brand focused work. The bulk of the work included assessing performance and KPIs for creative staff, establishing roles and departmental hierarchy, working with business leads on pitches, evaluating creative quality and actively designing and writing for the teams. I was fortunate to have work with hundreds of Cleveland's best writers and artists through my tenure at Adcom. I also built a large understanding of differing marketing styles based on product and services offerings for national brands (including Cleveland Clinic, Giant Eagle & GetGo, Ridgid, Daimler, Hathaway Brown, Freightliner, Cleveland Browns, The Foundry, and Sherwin Williams). I would finish my tenure at Adcom helping build and launch both the brand consulting/audience research deprtments and offerings.

GROUP MARKETING MANAGER ADVANTAR PUBLISHING / LICENSING EXPO — 2007 - 2010

Responsible for the marketing and advertising efforts supporting the Licensing International Trade-show, held annually in Las Vegas. Creating meaningful experiences for attendees and exhibitors. In 2009, we had increased web traffic by 500%, with over 80% of all Advanstar registrations handled by the system we developed.

USER INTERFACE DEVELOPER AMERICAN GREETINGS — 2004 - 2006

Worked on eGreetings. Bluemountain.com, and AmericanGreetings.com. In this role, I led the charge for web standards implementation and CSS-driven design, moving the sites away from old table only approaches. I moved our software "Create-&Print" to an on-line application, and designed the primary AmericanGreetings.com interface in 2006.

EDUCATION

WASHINGTON UNIVERSITY ST. LOUIS

Bachelor of Arts, Givens School of Architecture — 2002



SERVICE

LAKWOOD PUBLIC ART TASK FORCE BOARD MEMBER 2015 - PRESENT



SPACES ART GALLERY VOLUNTEER 2021 - 2023



LAND studio BOARD MEMBER 2012 - 2021



landscape art neighborhoods development

RELEVANT SKILL-SETS

Design Management
Process and resource management
for design related projects

Front-End Design
CSS, HTML5, Javascript
(limited), PHP (limited)

Design Software
Adobe Suite, C4,D

Business Software
Microsoft Office Suite, Prezi,
OmniPlan, OmniGraffle

CRM Management
Hubspot, Marketo, Salesforce, Goldmine

Art & Design
Illustration, UI/UX, Wireframes,
Construction/Blueprints, Event
& Booth Plans

CONTACT ME

HOME
1464 Spring Garden
Lakewood Ohio 44107

PHONE
1-216-288-4882

EMAIL
Lee@Lee-Norris.com

More details and
portfolio online at:
WWW.LEE-NORRIS.COM