

A painting of a wooden post with a chain and green leaves against a blue sky. The post is dark brown and has a chain of metal links hanging from it. The leaves are various shades of green and are attached to a vine that winds around the post. The sky is a light blue with some white clouds. The overall style is painterly and somewhat abstract.

Creative Highlights By
Serena Bales

www.designsbyserena.com

Employment at

TRI-NORTH BUILDERS

Serena
2011

SENIOR GRAPHIC DESIGNER

Madison, WI ▪ February 2006–2013

- Designed, coordinated, updated, and finalized all company marketing collateral that adhered to Tri-North's branding specifications.
- Creative support and project management by working closely with the company's' personnel to develop timely, high-quality, and competitive marketing proposals. Coordinated all materials submitted from project managers, estimators, officers, copywriters, administrators, architects, and outside sources.
- Art directed and lead designer for the companies 30th anniversary party.
- Budgeted, scheduled, and kept track of all print vendors and suppliers for proposals, marketing projects, and in-house company documents.
- Photographed company projects and also hired, directed, and scheduled professional photographers.
- Prepare files for print and conduct press checks

Results: Cut down the processing time in the delivery of personalized marketing brochures sent to clients from 4 days to 1-2 days. During recession worked as a team member to keep the company in the black with numerous projects awarded. 30th anniversary fundraiser raised about \$40,000 for area non-profits.

Teamed with: architects, copywriter, project managers, estimators, superintendents, subcontractors, executives, vendors, printers, photographers, and clients.

Clients: National retail, local commercial. and industrial companies.

SKILLS

PC platform

Software Used

Adobe CC

- InDesign
- Photoshop
- Illustrator
- Acrobat

Microsoft

- Word
- PowerPoint
- Excel
- Outlook

Autodesk

- Revit Architecture

Job Duties

Design

- Pre-press
- Layout
- Color correction

Art Direction

- Project/team lead
- Photo direction
- Vendor selection and coordination
- Budgeting
- Scheduling and timelines
- Press checks and approvals

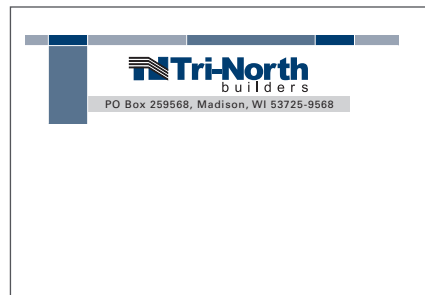
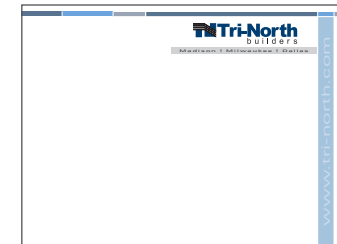
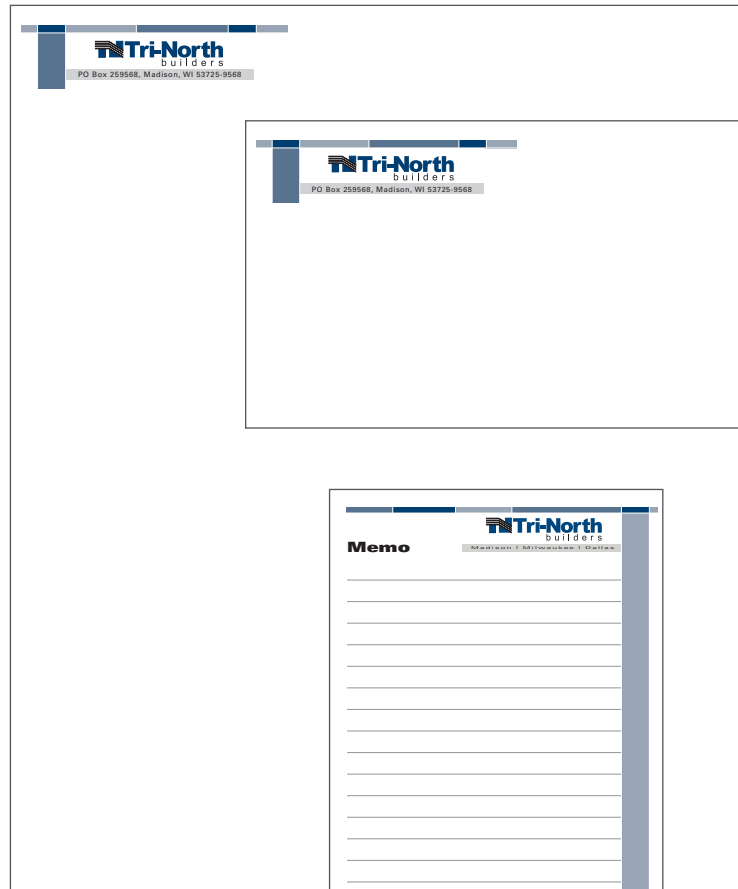
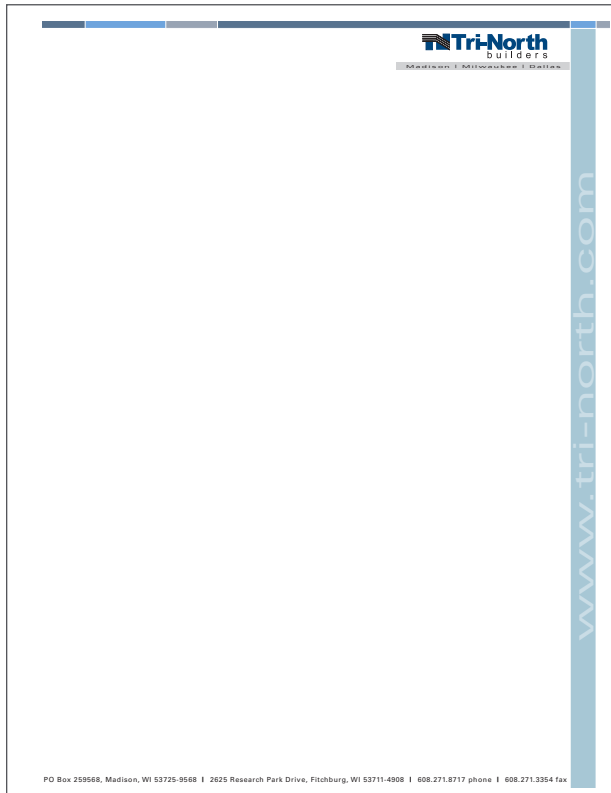
Illustration

- Concept sketching
- Technical and realistic
- Digital and traditional
- 2D & 3D

Additional

- Brand development & management
- Marketing and project related research
- Concept development
- Proposal coordination

STATIONERY



Tri-North builders Retail Division



Orvis, Middleton, WI

608.271.8717 | www.tri-north.com

Green Building Leader®

Designed a series of brochures for Tri-North Builders. These brochures were created to touch on all the market sectors Tri-North works in which are retail, commercial, healthcare, hospitality and sustainable. Tri-North used these brochures to send to existing and new clients, tradeshow, and company hosted seminars.

The brochures were created as a landscaped spread that was folded in half. Each was printed professionally on glossy 100 lb paper, in full color (CMYK + PMS color), with a varnish print on the photos and for the TN on the back cover.

Tri-North builders Hospitality Division



Grand Geneva, Lake Geneva, WI

608.271.8717 | www.tri-north.com

Green Building Leader®

Tri-North builders Commercial Division



608.271.8717 | www.tri-north.com

Green Building Leader®

Tri-North builders Sustainable Services



608.271.8717 | www.tri-north.com

Green Building Leader®

Tri-North builders Healthcare Division



608.271.8717 | www.tri-north.com

Green Building Leader®

BROCHURE DESIGN



This project was the start of a series of industry specific fliers that were created to promote and provide information to existing and potential clients, tradeshow, seminars, meetings, and networking events.

Benefitting partners through deep experience and personal attention for over 30 years

Experienced Staff

- ▶ Top industry professionals in data center sector
- ▶ High staff retention rate ensures consistency and dedication
- ▶ Key Team Members:
 - Jason Koziar, Senior Project Manager - Commercial Construction
 - 18+ years of experience
 - Deep experience in Data Centers
 - Steve Harms, Pre-Construction Services Director
 - 30+ years of experience
 - Fully integrated design/build capabilities
 - Tom Thayer, President/CEO
 - 36+ years of experience
 - 700+ Project Executive projects

Risk Elimination

- ▶ On time delivery, every time
- ▶ History of hitting all schedule markers - eliminates business interruptions and fast tracks speed to market
- ▶ Impeccable safety program and record
- ▶ GMP training and experience
- ▶ Expertise in seamlessly managing the specific requirements of working in facilities with ongoing operations
- ▶ *Minimizing Production Disruption for Over 30 Years*

Cost Control

- ▶ Conscientious open book process
- ▶ Careful research and historical and market data maximizes budget accuracy

National Reach

- ▶ Multi-state presence with 5 locations across the U.S. & Canada
- ▶ Strong reputation as industry leader nationwide

Capabilities

- ▶ Capabilities in small and large projects
- ▶ Flexible delivery methods
- ▶ Design-build expertise
- ▶ Retail communications capability

Superior Service

- ▶ Average of 80-85% repeat business based upon strong past performance
- ▶ Culture of partnering with clients in long term success goals
- ▶ Available 24/7
- ▶ Award-winning
 - 2012 Silver Winner, Best General Contractor - Corporate Report Wisconsin
 - 2011 Corporate Citizenship Award - Corporate Report Wisconsin
 - 2010 Contractor of the Year - Wisconsin Builder Magazine
 - 2009 Industrial Project of the Year (Danisco in Madison, WI) - Midwest Construction

Tri-North
We are your partner.

Benefitting partners through deep experience and personal attention for over 30 years

Experienced Staff

- ▶ Top industry professionals in all sectors
- ▶ High staff retention rate ensures consistency and dedication
- ▶ Key Team Members:
 - Tony Haddad, Senior Project Manager - Industrial Division
 - Deep experience in food & dairy industry
 - Speaks 3 languages
 - Steve Harms, Pre-Construction Services Director
 - 30+ years of experience
 - Fully integrated design/build capabilities
 - Tom Thayer, President/CEO
 - 36+ years of experience
 - 700+ Project Executive projects

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Tri-North
We are your partner.

Tri-North Builders proudly supports Homes for Our Troops.

This holiday, Tri-North Builders honors our military personnel by donating to Homes for Our Troops. This non-partisan, non-profit organization provides severely wounded service members of our military with specially-adapted homes.


Tri-North proudly supports Homes for Our Troops and encourages you to do the same. For more information, please visit www.homesforourtroops.org.



Tri-North builders
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Green Building Leader

When hospitality, quality, and the environment intersect...



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Congratulations Urban League on your 40th Anniversary



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Green Building Leader

Constructing Majestic buildings for your entertainment or your business.



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Green Building Leader

Tri-North congratulates Rogers Cinema for rolling out the red carpet for 35 years.



Tri-North builders
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Building a Greener Fitchburg.



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Green Building Leader

EVENT GRAPHIC DESIGN



INVITATION

30
YEAR ANNIVERSARY 1981-2011
Tri-North
builders
30 YEARS, MANY STORIES

September 16th, 2011

Gala held at **Tri-North Builders Corporate Headquarters**
Starts at 6:00 p.m.

Featured Evening Event
The MadTown Chef Showdown Competition
Appetizer competition between five local chefs using ingredients grown in Wisconsin. All guests will be able to vote on their favorite.
6:00 – 8:00 p.m.

Chefs
Dan Fox, The Madison Club
Brian Hauke, Merchant
Peter Robertson, RP's Pasta
TBD
TBD

Silent Auction
6:00 – 9:00 p.m.

September 17th, 2011

Golf Outing
The Legend at Bergamont, Oregon, WI
Scramble to begin at 1:00 p.m.
Shuttles from Tri-North to the golf course begin at 10 a.m.

Evening Dinner
The Legend at Bergamont Club House
Dinner to begin at 7:00 p.m.

Dress for both events is business casual.

A weekend in support of four wonderful non-profit organizations.

UCP United Central Power, variety, Urban League, REAP FOOD GROUP

GALA PROGRAM

30
YEAR ANNIVERSARY 1981-2011
Tri-North
builders
30 YEARS, MANY STORIES

A weekend in support of four wonderful non-profit organizations.

UCP United Central Power, variety, Urban League of Greater Madison, REAP FOOD GROUP



Art Directed and designed all materials for Tri-North Builder's 30th Anniversary celebration. Another Tri-North employed designer designed the event's logo. Designed the save the date invites, invitations, a 40 page gala program, multiple window vinyl clings, interior and exterior banners, email blasts, thank you letters, sponsorship brochure, golf outing signage, silent auction sheets, and all misc. documentation needed for this event.

Postcard and Email Invites

Email Invites

Design an email invite regarding TEAM Companies' Data Center Strategy Seminars. Three seminars were hosted in three different cities so just the location had to be different on each.



Postcard

Designing a postcard invite about a ground breaking ceremony that would be sent to all of TEAM's clients and potential clients in the Madison and Milwaukee areas. The postcard was to help create interest in TEAM's new data center. The client sent out 300 post cards. The groundbreaking ceremonies outcome was a success with more than 150 in attendance along with television media coverage.



Who: Please join TEAM Companies, TDS, and Tri-North Builders

What: Data Center Strategy Seminar

Where: Wingate Inn
1614 Technology Parkway
Cedar Falls, Iowa

When: Wednesday, **June 8th, 2011**
3:00 p.m. – 4:30 p.m.
Tours of the TEAM/TDS data center following the seminar at 4:30 p.m.

Topic Summary

Data centers have evolved from long term stable investments to rapidly changing flexible environments. As changes in technology occur almost daily, changes in data center requirements also need to be updated.

This seminar will discuss the key data center strategy success factors **you need to know** when making a data center transformation, including: consolidation, transformation, migration, moves, external solutions, or other related transitions.

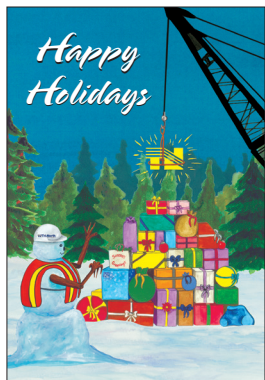
The discussion will focus on the key drivers related to a successful data center strategy including:

1. How important is it to understand my "Current State Baseline"?
2. What is considered proper planning?
3. What are the factors involved in capacity planning?
4. Should we complete IT upgrades during a data center migration?
5. What level of resources do we need to complete a data center transformation?

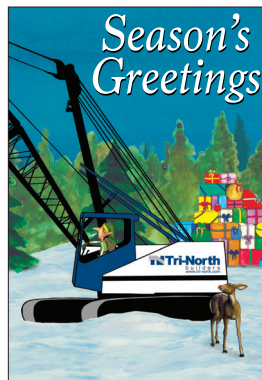
Please RSVP by May 31st

Contact **Staci Jackson**
800.728.8326 ext. 1175
staci.jackson@teamnet.net





2008



2009



2010

Created a company Christmas card in 2008 for Tri-North Builders. I started out by creating the background as a watercolor painting and decided to continue it with the presents and snowman. The crane is a pen and ink drawing that I did a few years back. I scanned each piece of artwork and created a working document in Photoshop. In 2010 I added the bobcat and trailer and both were created in Illustrator and then brought into Photoshop. The reference photos for both the bobcat and job trailer were taken from the shop's bone yard. The rock and pond were created in Photoshop. All the elves and the deer were purchased from BigStock stock photos. After the first card was created and was such a success I was asked to continue the story for the following two years. 2008 and 2009 Christmas cards were printed by a local printer and the 2010 was used as a email blast by Creative Company for Tri-North.



Serena Bales

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Serena
2008