



BILL PICKERING

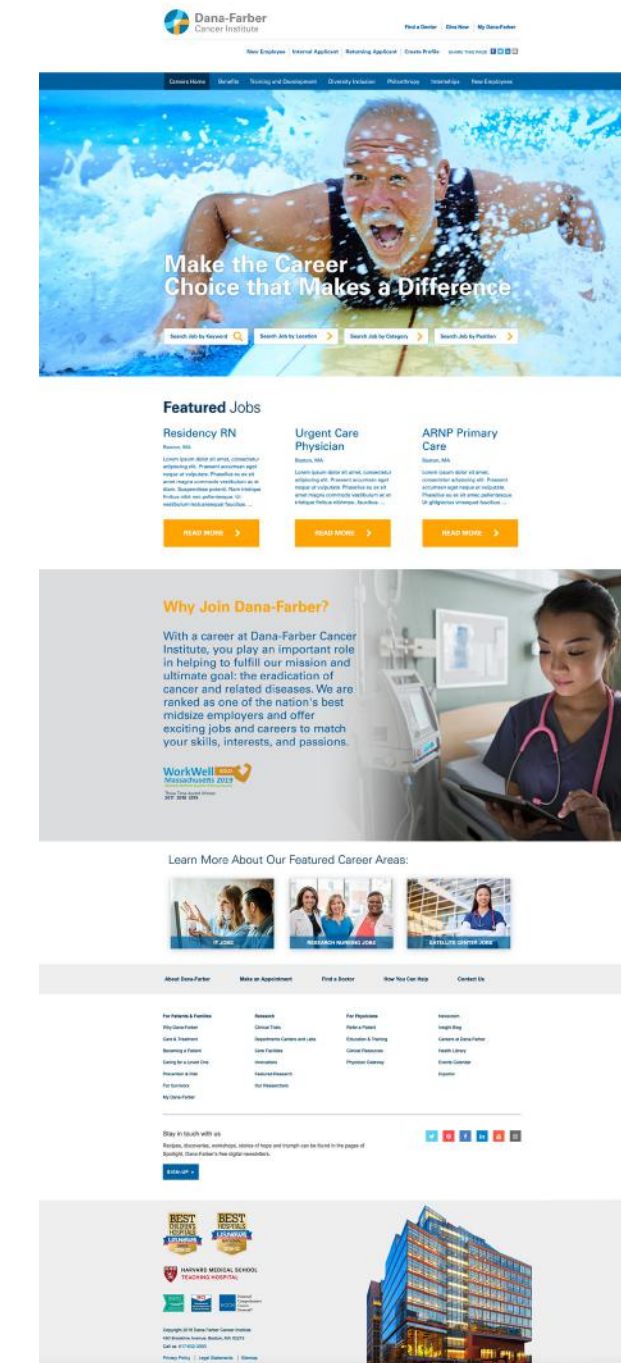
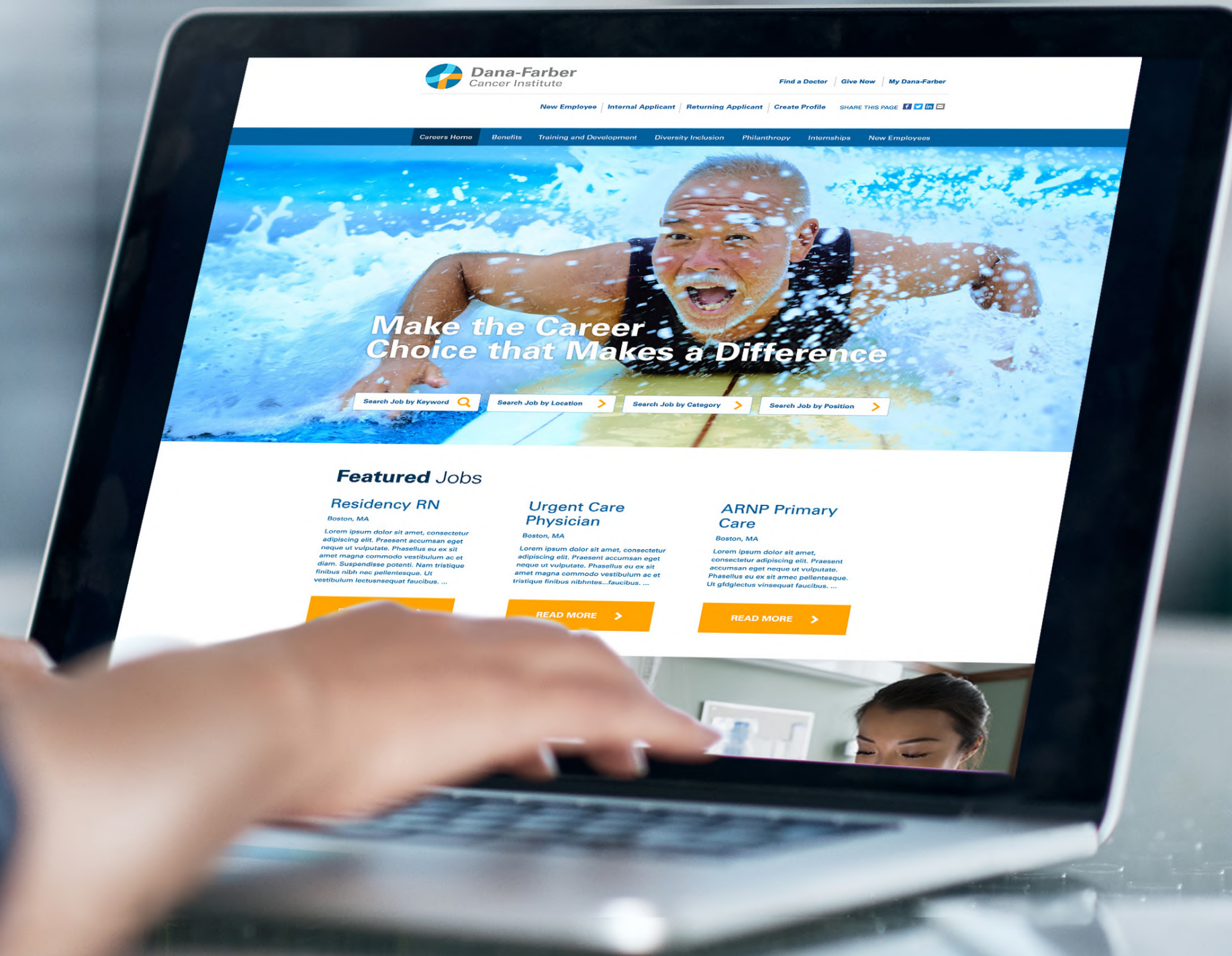
2 Eli Whitney Street
Westborough
508-414-2607

01. DANA-FARBER WEBSITE

Dana-Farber was looking to update their website. Focusing on the recruitment portal, we utilized eye-catching lifestyle photography and a layout constant with corporate communications. Using best practices, we were able to provide exactly what the client was looking for. A more advanced search option, a polished look, and a more user-friendly interface.

CLIENT
Dana-Farber Cancer Institute

ROLE
Creative Manager |
Sr. Art Director | UX Designer





02. BGE - BALTIMORE GAS AND ELECTRIC COMPANY

BGE - Baltimore Gas and Electric Company is a subsidiary of the Exelon Corporation and Maryland's largest gas and electric utility with very strict brand guidelines. The challenge was to promote the Ecobe Smart Thermostat product and BGE's Peak Rewards program. We wanted to push the limits of design while keeping a consistent look and feel throughout the website, social media, video, direct mail, and email campaigns. The solution was updating the current illustrative style to a more contemporary isometric design while incorporating the Ecobe brand and the energy saving solutions BGE provides. We did this of course, using all of the brand colors and fonts defined in the brand standard guidelines.

CLIENT
BGE - Baltimore Gas and
Electric Company

ROLE
Creative Director | Illustrator
Sr. Art Director | Copywriter

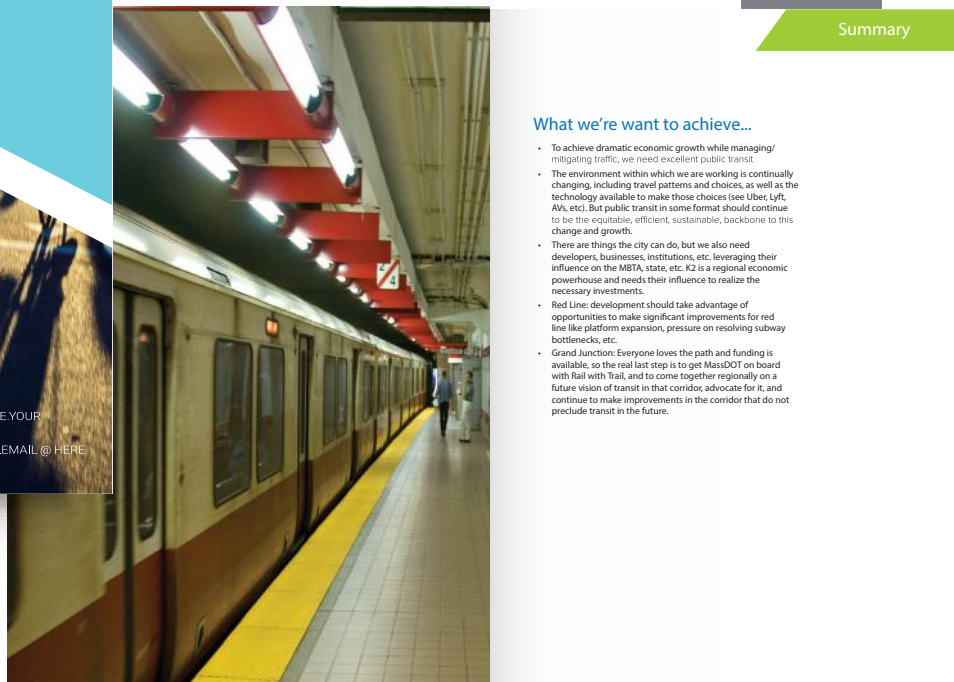
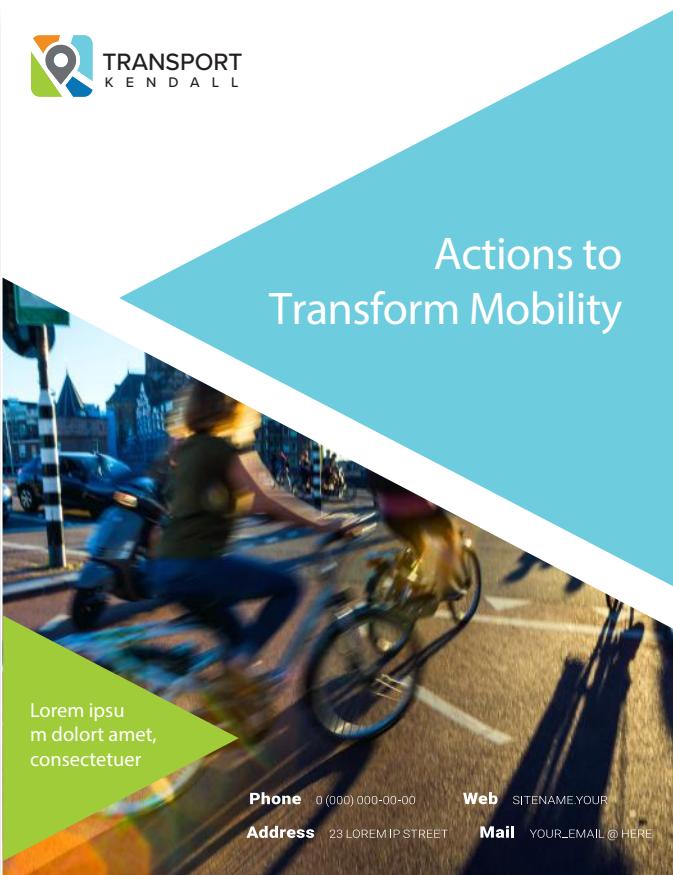
03. BOSTON CHILDREN'S HOSPITAL

Boston Children's Hospital wanted to create sophisticated large format displays for their sponsored Boston Investment Conference. They requested that we use photos of real-life actual patients and somehow incorporate the city of Boston. The solution was to integrate both, in a stylistic way. The combination of layered photos of Boston with the patients of BCH did the trick.

CLIENT
Boston Children's Hospital

ROLE
Creative Director | Re-toucher
Sr. Art Director |





**TRANSPORT
KENDALL**

04. MIT - TRANSPORT KENDALL

MIT - Transport Kendall needed a brand and supporting materials including website, brochure, and Powerpoint creative. We wanted to use a unique design and create a consistent look/feel that could be carried throughout all mediums. The brand utilized the corporate color pallet, integrated the streets surrounding the headquarters, that ironically form the letter "K". The map pin icon was also used in the logo to enhance the "transport" and mobility.

CLIENT
MIT - Transport Kendall

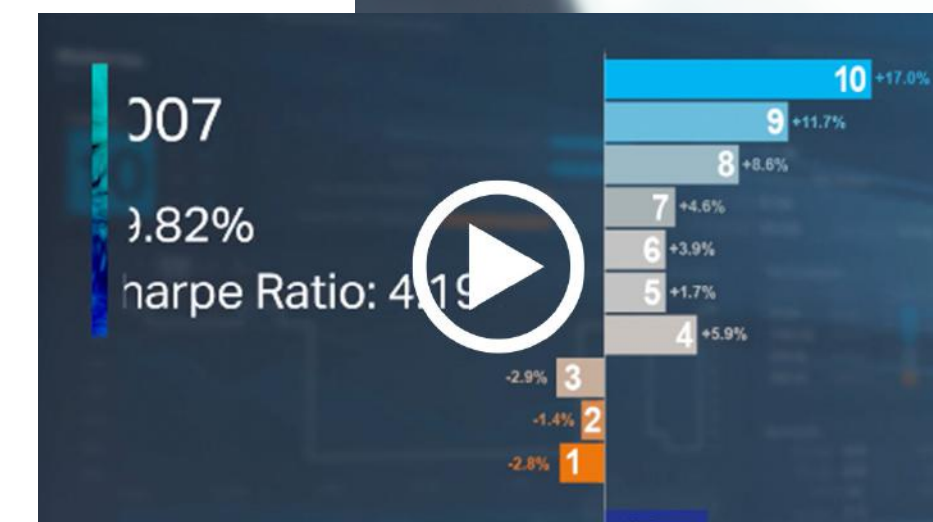
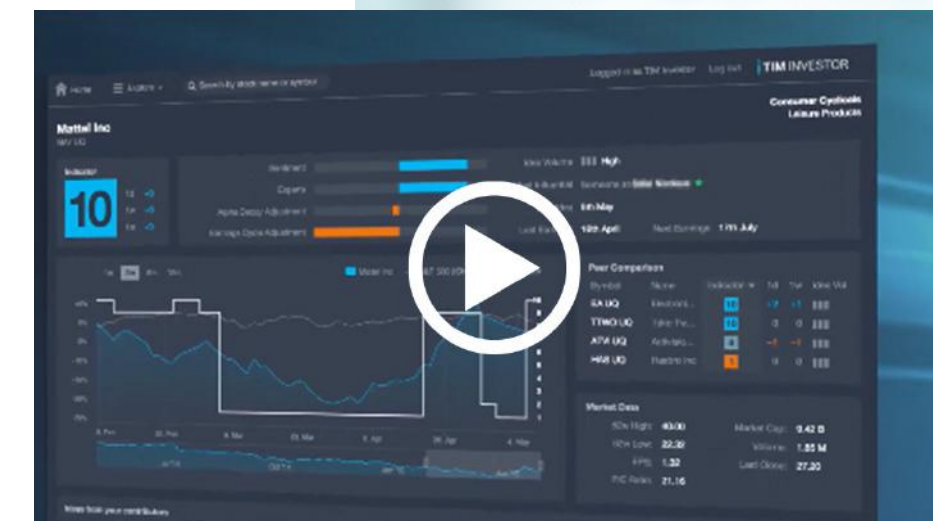
ROLE
Creative Director | Illustrator
Sr. Art Director |

05. TIM GROUP

TIM Group is the world's largest trade ideas network. They specialize in the electronic distribution of trade ideas and investment recommendations through an independent platform. TIM Group asked for a video to highlight and explain how their robo financial advisor platform worked. We created a simple, beautiful, yet informative solution using Adobe After Effects highlighting all of the functionality of their platform. So much so, when seeing the entire seamless integration of the end product in this video, the head engineer was literally brought to tears.

CLIENT
TIM Group

ROLE
Creative Director |
Sr. Art Director |



A screenshot of a contact page for TIM GROUP. It features the TIM GROUP logo at the top left, a play button icon in the center, and contact information for AMERICAS and EMEA/U.K. at the bottom right. The background is dark with a teal gradient.

TIM GROUP

Contact TIM Group
Request more information
and learn if you qualify
for a complimentary trial

AMERICAS
+1 (844) 207 1445

EMEA/U.K.
+44 (0) 20 7553 5000

visit www.timgroup.com/investor



What do you get when you cross PET synthesis with a time machine?

Accelerated synthesis. The FastLab way. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate vae moie consequat, vel illumcumsum et justo odio dignissim qui blandi praesent luptatum zzril.

GE Medical Systems
genmedical.com

light travels at 186,000 miles per second
cheetahs can achieve speeds of 59.85mph

The World Land Speed Record Stands at 763.035mph
The fastest person on earth was recorded at a top speed of 27.1 miles per hour.

A three toed sloth has a ground speed of 0.07 mph
a greyhound runs at over 35mph, the mechanical hare it chases travels at 75mph faster.
HUMANS WALK AT 3.2MPH
snails move on average at a speed of 0.000007mph

a hummingbirds wings beat 90 times a second while it appears stationary
THE FASTEST SPEED BY A MANNED SPACECRAFT TO ORBIT THE EARTH IS 24,791MPH




27.1 miles per hour



FAST Lab Accelerates PET Synthesis to Maximum Speeds.

Accelerated synthesis. The FastLab way. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ulper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate vae moie consequat, vel illum dole eu feugiat nulla facilisis at ve.



GE Medical Systems
genmedical.com

FastLab


light travels at 186,000 miles per second
cheetahs can achieve speeds of 59.85mph

The World Land Speed Record Stands at 763.035mph
The fastest person on earth was recorded at a top speed of 27.1 miles per hour.

A three toed sloth has a ground speed of 0.07 mph
a greyhound runs at over 35mph, the mechanical hare it chases travels at 75mph faster.
HUMANS WALK AT 3.2MPH
snails move on average at a speed of 0.000007mph

a hummingbirds wings beat 90 times a second while it appears stationary
THE FASTEST SPEED BY A MANNED SPACECRAFT TO ORBIT THE EARTH IS 24,791MPH

59.85 miles per hour

imagination at work 

Speed that counts. Activity that matters.

06. GE - FAST LAB

GE was looking to highlight the enhanced speed of their Fast Lab. It accelerates PET synthesis to maximum speeds in a new interesting way. The solution, create a cool illustrative design based on unique factual statistics from other life examples of speed. For example “light travels at 186,000 miles per second”, “The fastest person on earth was recorded at a top speed of 27.1 miles per hour”, and “cheetahs can achieve speeds of 59.85mph”. Not only was this campaign fun and educational, it also combined the amazing speed of GE’s Fast Lab. The unique speed stats, also tied in their tag line “Speed that counts. Activity that matters”.

CLIENT
GE -Fast Lab

ROLE
Creative Director | Illustrator
Sr. Art Director | Copywriter

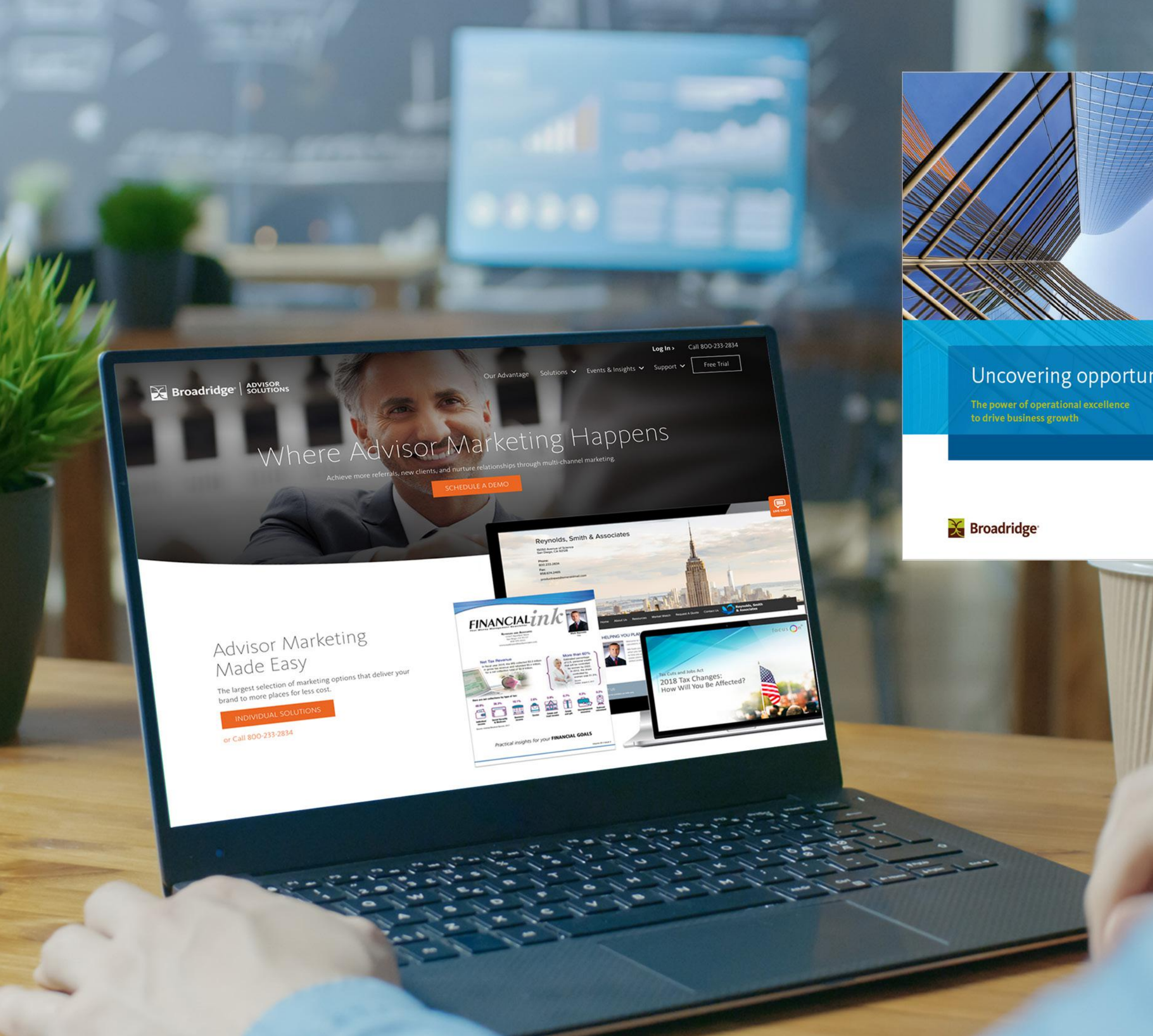
07. BRAND STRATEGY

A series of brand marks. While each project is different, working closely with stakeholders to articulate their brand mission and carry their core values through to the brand mark.

ROLE

Creative Director | Illustrator
Sr. Art Director |





08. BROADRIDGE - ADVISOR SOLUTIONS

Broadridge - Advisor Solutions needed a complete re-brand. This consisted of developing a brand strategy and a method for incorporating all the Broadridge subsidiaries under the Broadridge corporate umbrella. We produced websites, over 150 videos, email campaigns, info-graphics, social media posts, The online and mobile application required a complete UX and UI workflow and design.

CLIENT
Broadridge - Advisor Solutions

ROLE
Creative Director | Illustrator
Sr. Art Director | Animator

09.

BETH ISRAEL DEACONESS MEDICAL CENTER

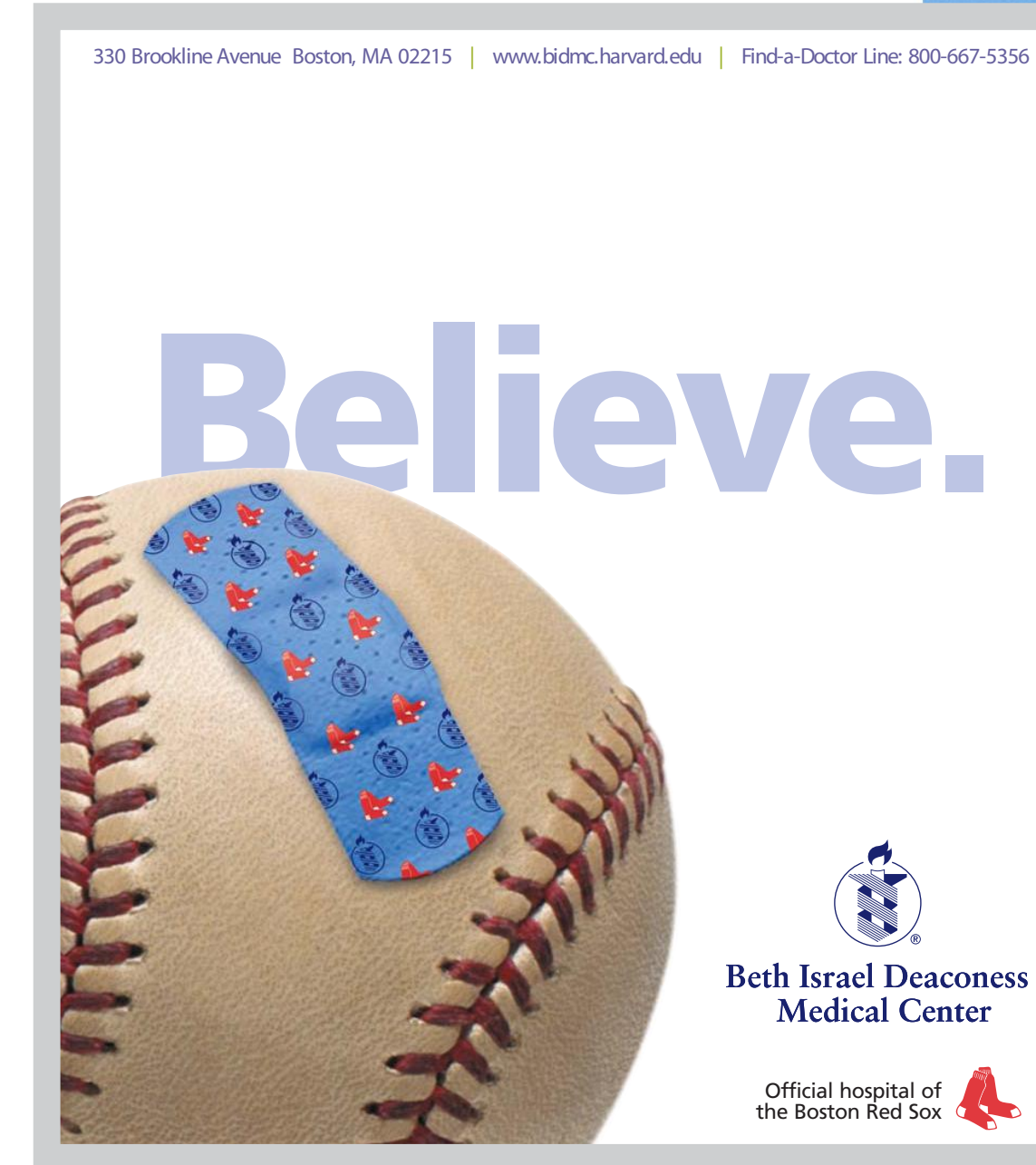
Beth Israel Deaconess Medical Center wanted to highlight their relationship with the Boston Red Sox. They are the official hospital of the Boston Red Sox. During one of the Sox run at the World Series, the "Believe" sports cry could be heard around the city. BI felt the same exact way about their exceptional healthcare. Placing a Red Sox logo band-aid on a baseball hit this one out of the park! The campaign banners adorned 60 light poles up and down the streets of Boston.

CLIENT

Beth Israel Deaconess
Medical Center

ROLE

Creative Director | Re-toucher
Sr. Art Director | Copywriter



10. YOUR COMPANY?