

Simeon Powers

GRAPHIC DESIGN PORTFOLIO



SIZMEK



Simply Built. Intelligently Served.

Setting up Dynamic Creative ads has never been easier: with a single click you can set an object to be dynamic.



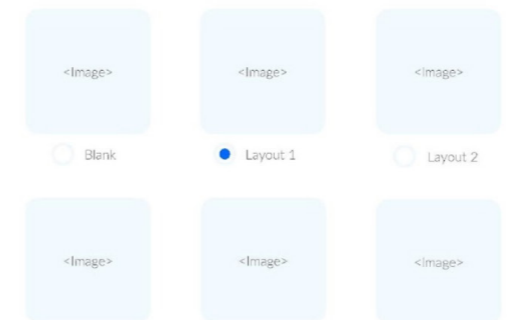
Manhattan Project

Let's lay it all out there...

Available Layouts

PANEL NAME: Banner SAVE

Behavior Prototype

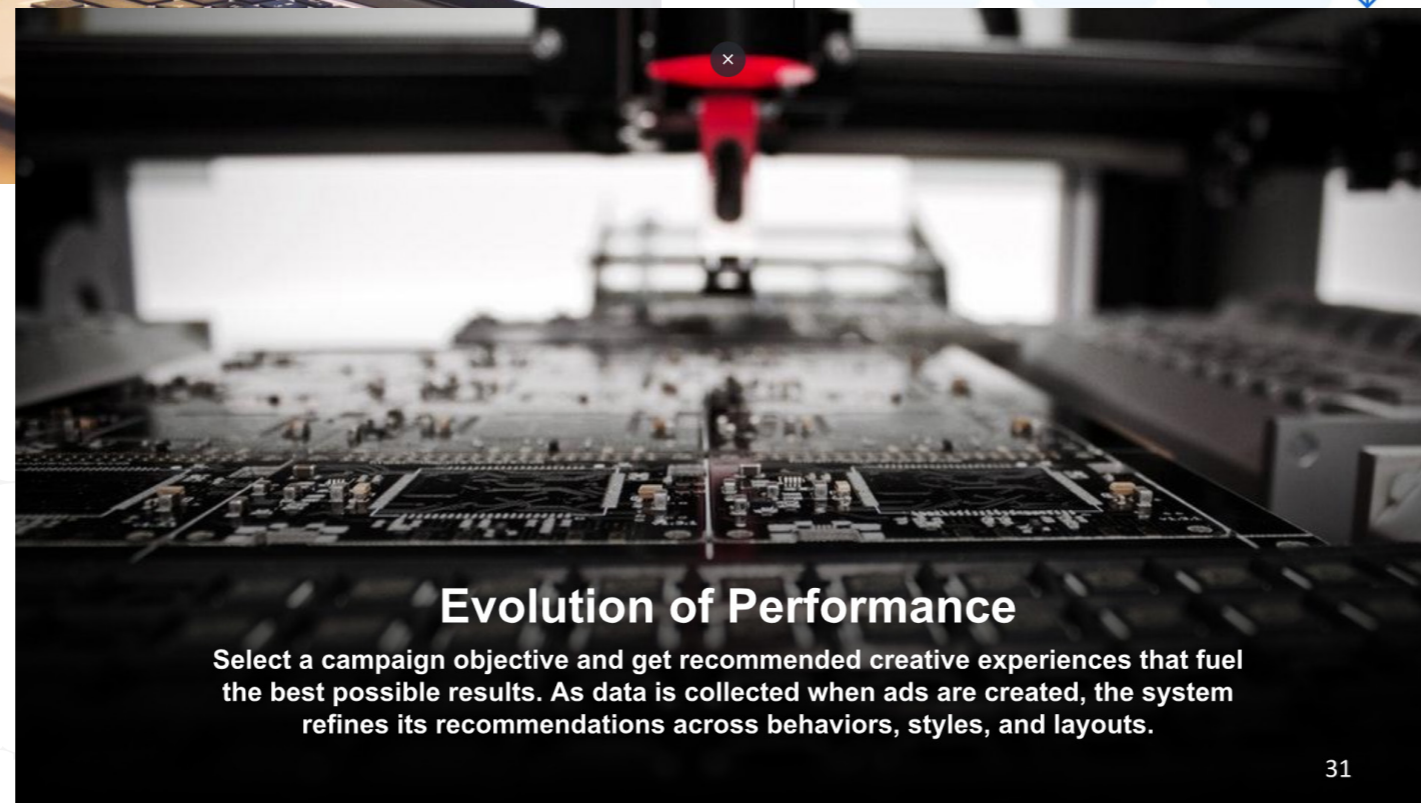


Your Panels

For the sake of organization the banner is considered a mandatory "Panel" here

Banner	EDIT ME	SET TO BLANK
My First Panel	EDIT ME	SET TO BLANK
My Second Panel	EDIT ME	SET TO BLANK

Moving on, to the Content Assembly Line →



Evolution of Performance

Select a campaign objective and get recommended creative experiences that fuel the best possible results. As data is collected when ads are created, the system refines its recommendations across behaviors, styles, and layouts.

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Presentations and wireframes created with Powerpoint and Adobe XD to improve platform performance, documentation, and the creative authoring process.

Ad Builder 360 View



An Immersive Experience

- Video and Image
- Accelerometer Supported Movement
- VR Support
- Customizable viewing angle

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Product release updates were presented monthly with simplified title slides that cleanly portray the new features.

Ad Builder Store Locator

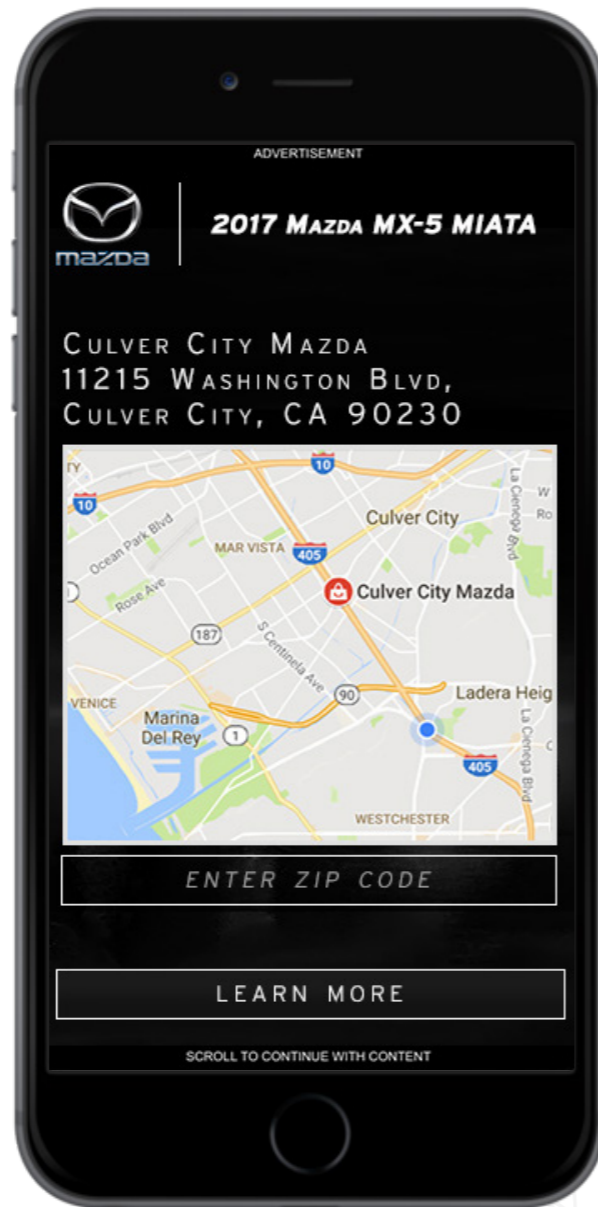
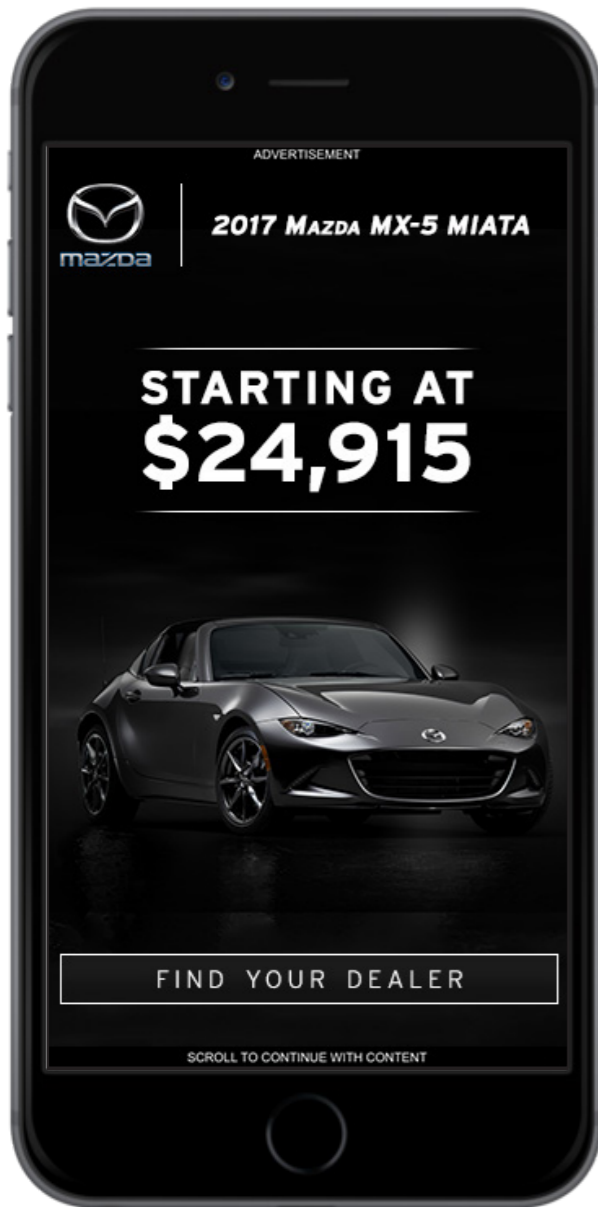
Shopping Simplified

- Templated .CSV setup for easy upload and management
- Zip Code Lookup and User Location
- Get Directions, Call, Open Map buttons
- Premium cost - \$.30 incremental CPM

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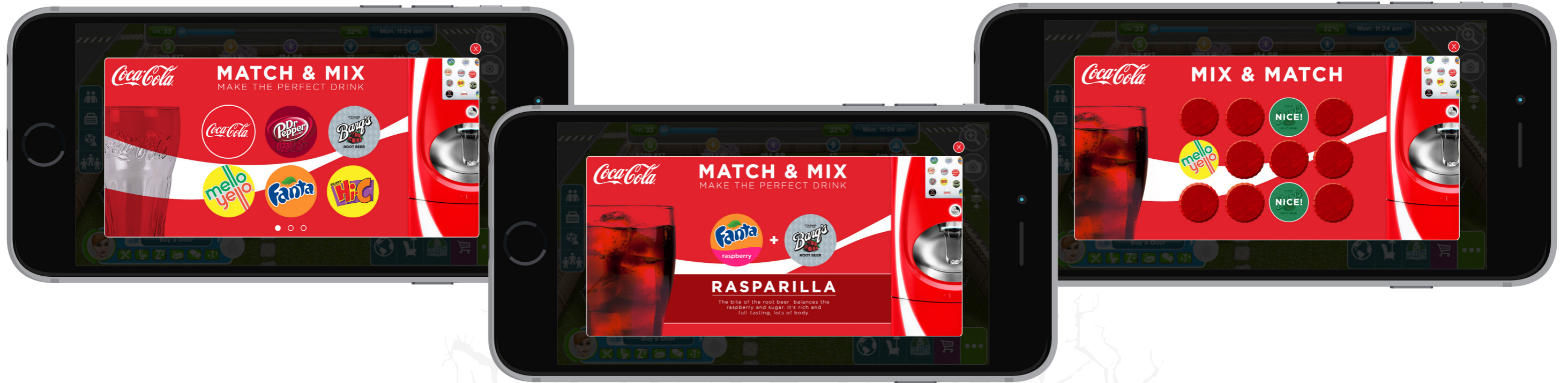
5



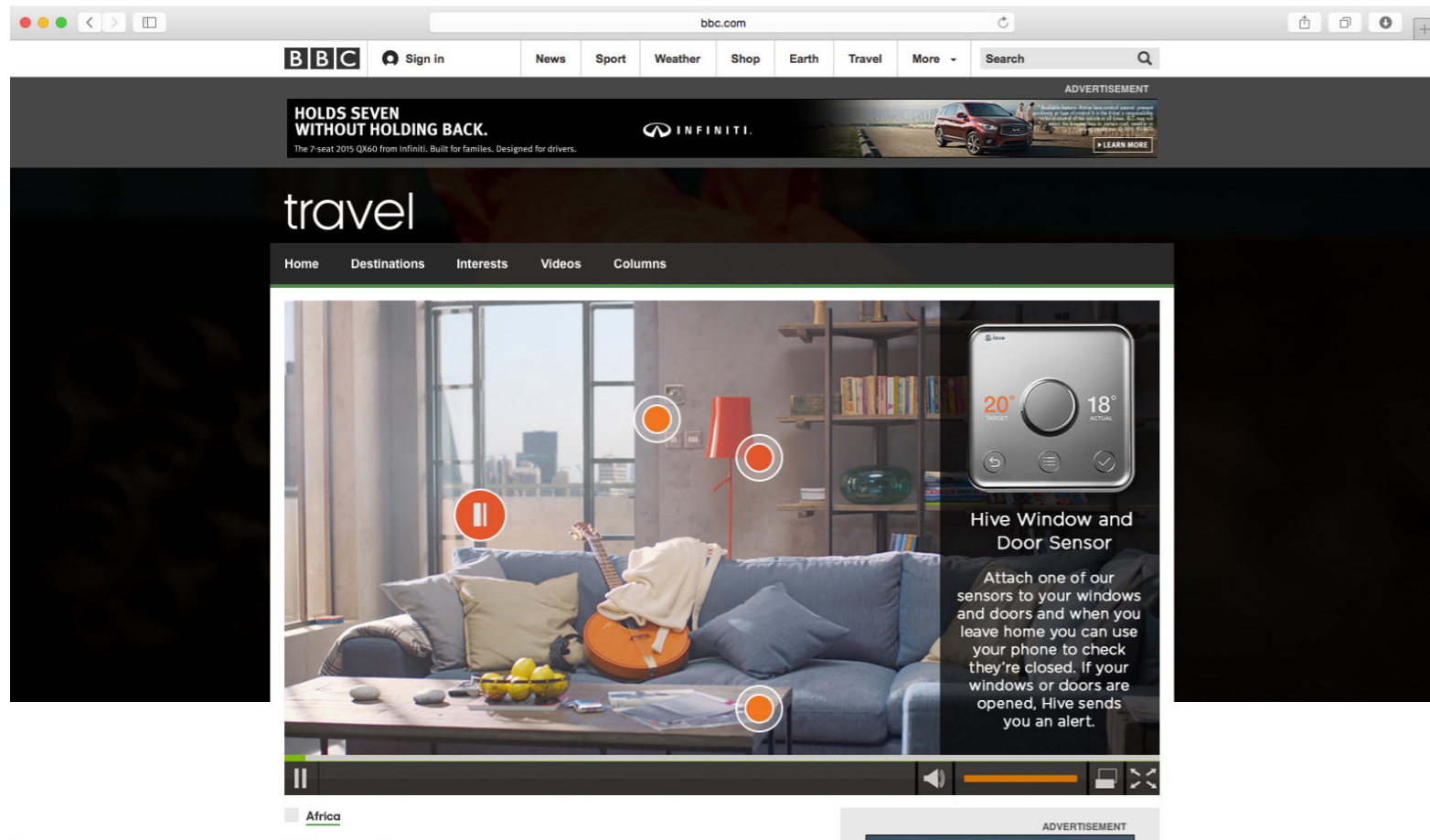
Local dealership lookup, 360 viewer, and dynamic pricing mock ups that helped develop this account into a primary dynamic product user.

Billboard banner showcasing a designer centric offering and highlighting a craftsman's approach to the CX-5.



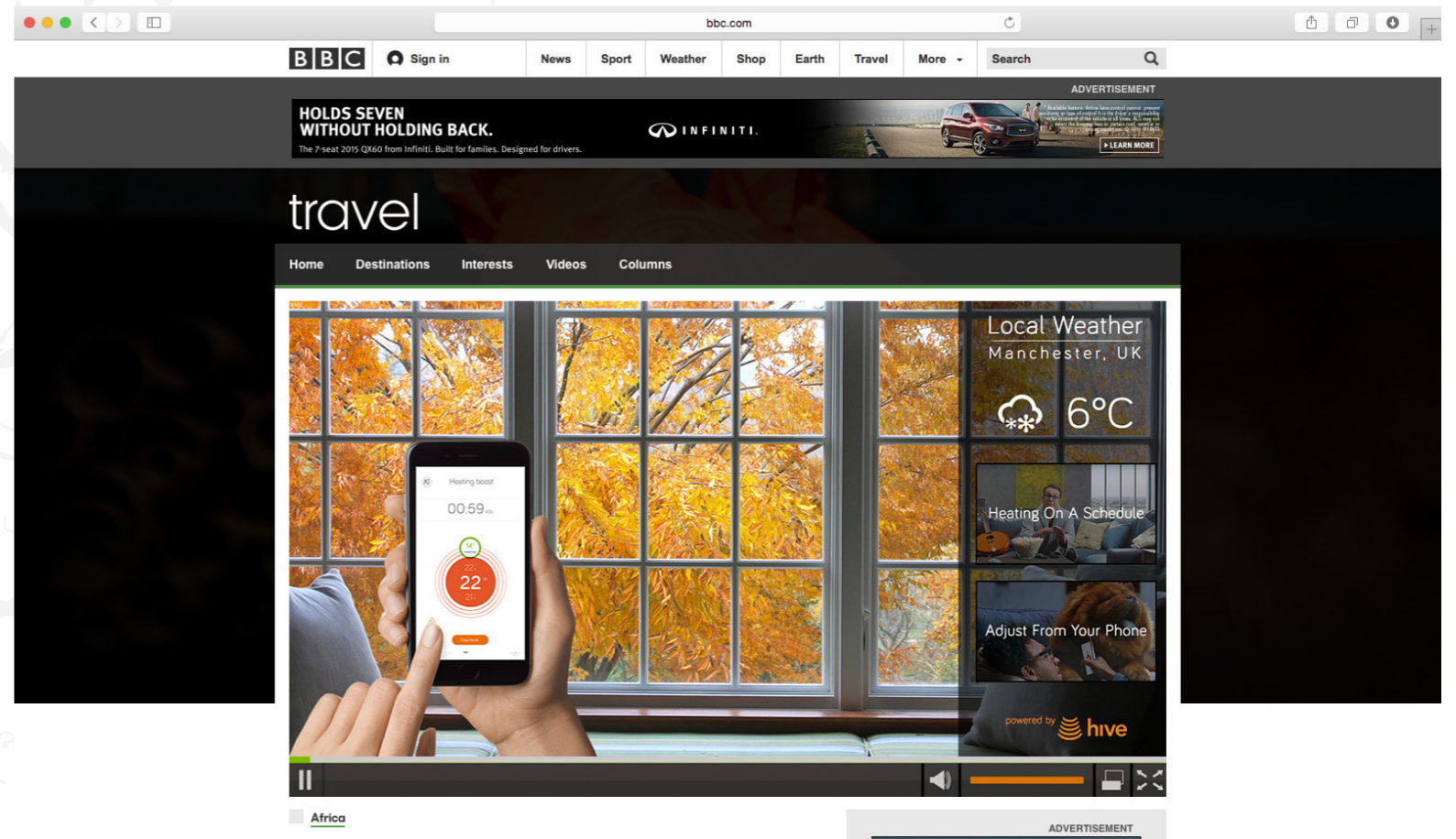


Coca Cola inApp promotional game run inside of The Sims. Users were served two options, one to play a matching game and the other to mix their own drink complete with a description of what they've made.



Hive interactive video with hotspots to engage users in learning more about how Hive systems can make their lives easier and save them money.

Videos were also layered with dynamic creative to create a unique experience based on the weather of their location.



THE BULLY PROJECT

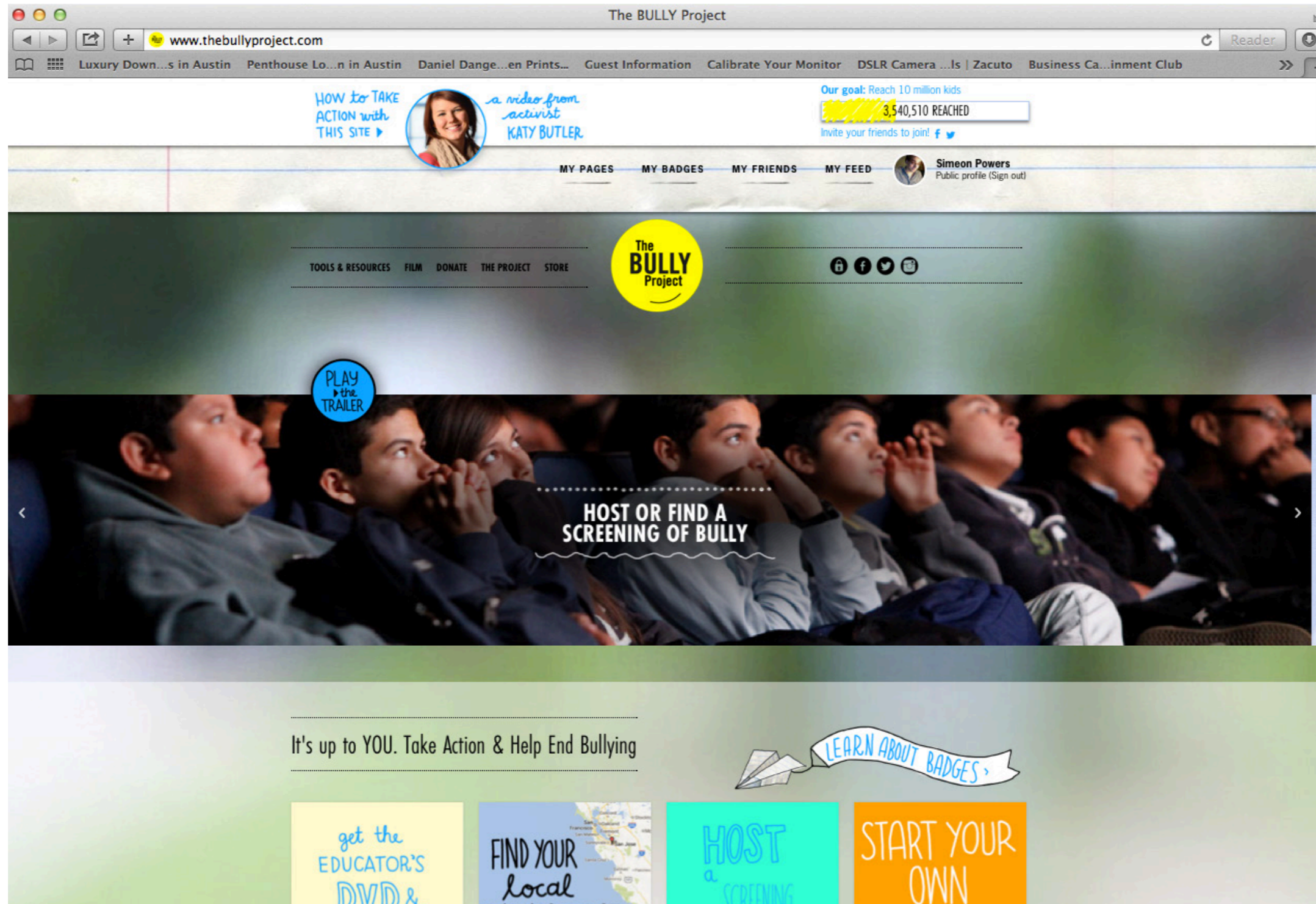




Hero image for reaching company goal of having one million kids view the film for free.

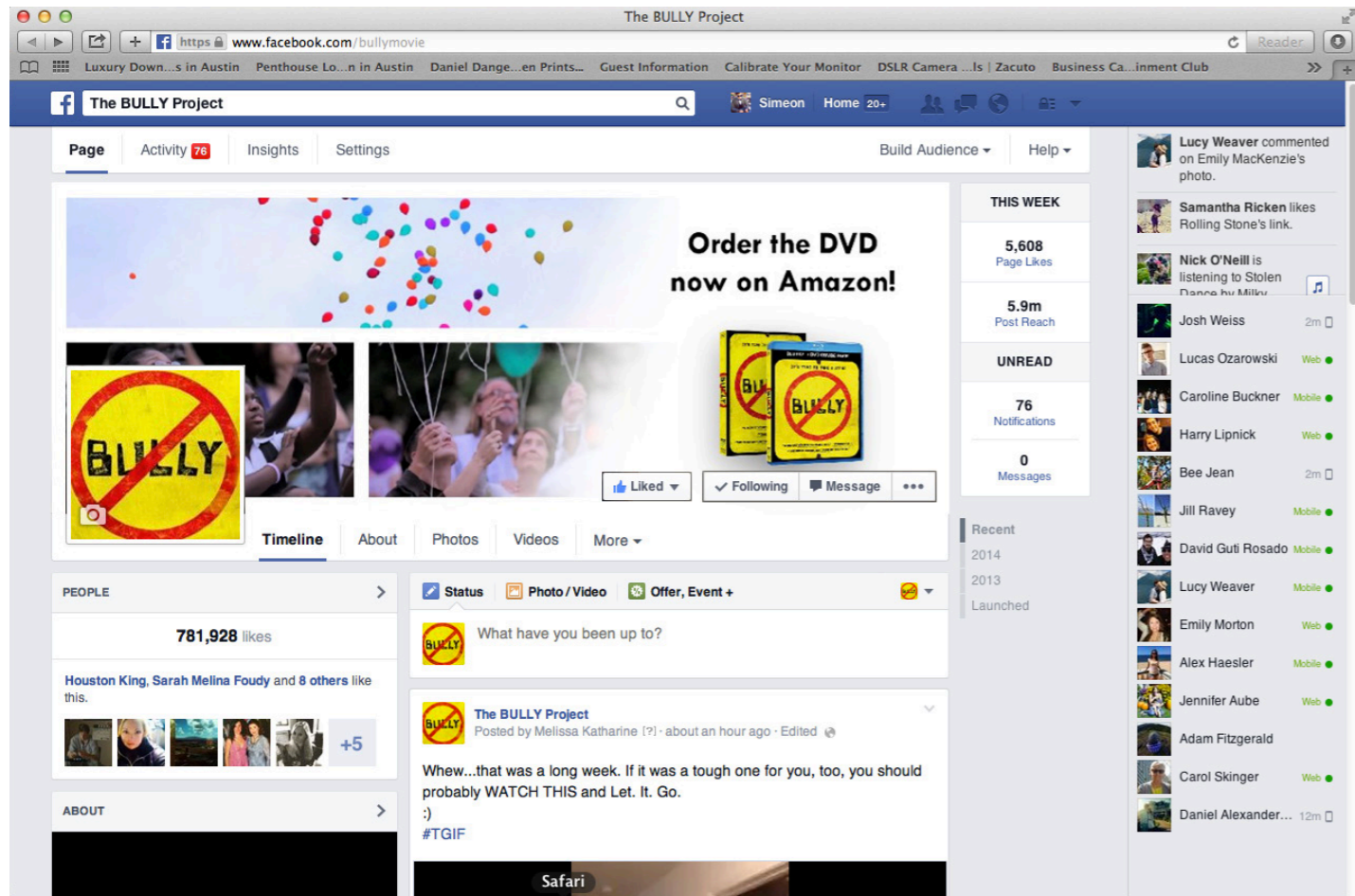


Official one sheet.

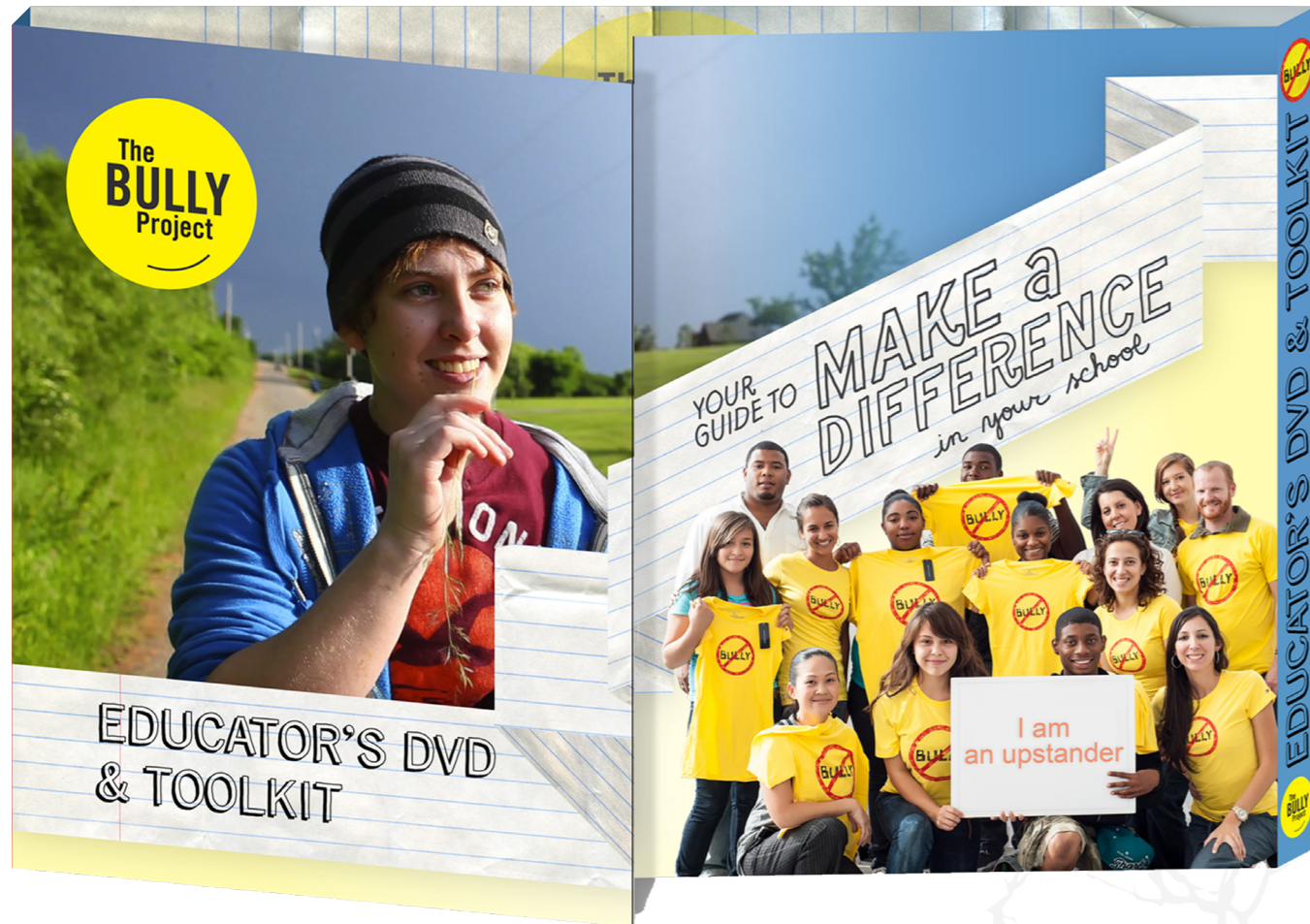


Website for The BULLY Project hosted tools and resources for making a change in your community. Also functioned as a safe space where people with similar stories and histories of abuse could share and receive support from each other.

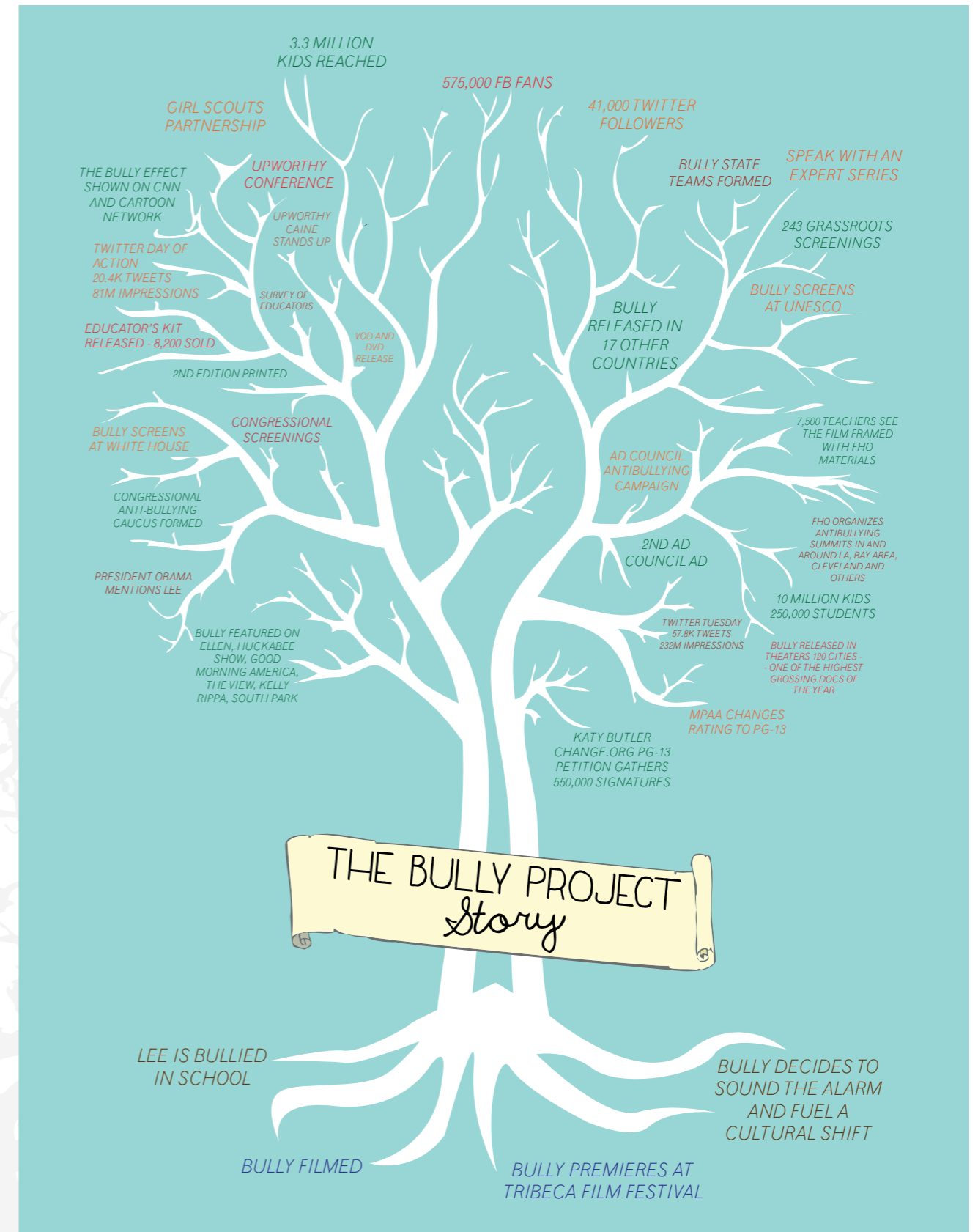
See it live: www.thebullyproject.com



Facebook cover and timeline posts.



DVD case with supplemental materials for developing bullying prevention techniques in schools and communities.



Promotional illustration for The Bully Project's accomplishments and used in funding proposals to illustrate the story of the company. Later developed into a limited edition poster that was sold on the store.

BULLY IGNITES A CALL TO ACTION





Our work was profiled in the documentary special, **The BULLY Effect**, seen by over 2 million people on CNN and The Cartoon Network.

Hundreds of feature stories and reviews nationally on print and TV.

Featured on Ellen, Good Morning America, The View, Live with Kelly and Michael, Morning Joe, The Huckabee Show, and many more national programs.

Praised by the President and screened at the White House.

Inspired the creation of the Congressional Anti Bullying Caucus.

Resolution by US Conference of Mayors to screen in all member cities.

One of the largest Facebook communities of any independent film with almost 325,000 likes and 60,000 regularly engaged.

550,000 signatures captured to support Bully rating campaign on Change.org.

2 Twitter days of action, creating 300 million impressions.


CREATING IMPACT

Of the tens of thousands of screenings of BULLY these are some highlighted examples of impact.

SALT LAKE CITY
After over 12,000 students in Utah saw BULLY. The SLC School District decided to continue the initiative and will show all incoming 7th graders annually- 2,000 each year.

VICTORIA, AUSTRALIA
After the film's release, The Department of Education in Victoria sent copies of BULLY to 2,250 schools and developed resources in conjunction with TBP.

SAN FRANCISCO
A 2 day Anti-bullying Summit accompanied 17,000 Bay Area students seeing BULLY. San Francisco Mayor Lee, San Francisco and Oakland superintendents, U.S. Attorney for N. California and Lieutenant Governor Newsom participated in a widely covered series of screenings, speeches, and workshops.



10 MILLION KIDS

1 CHILD MATTERS, 1 MILLION MAKE A DIFFERENCE

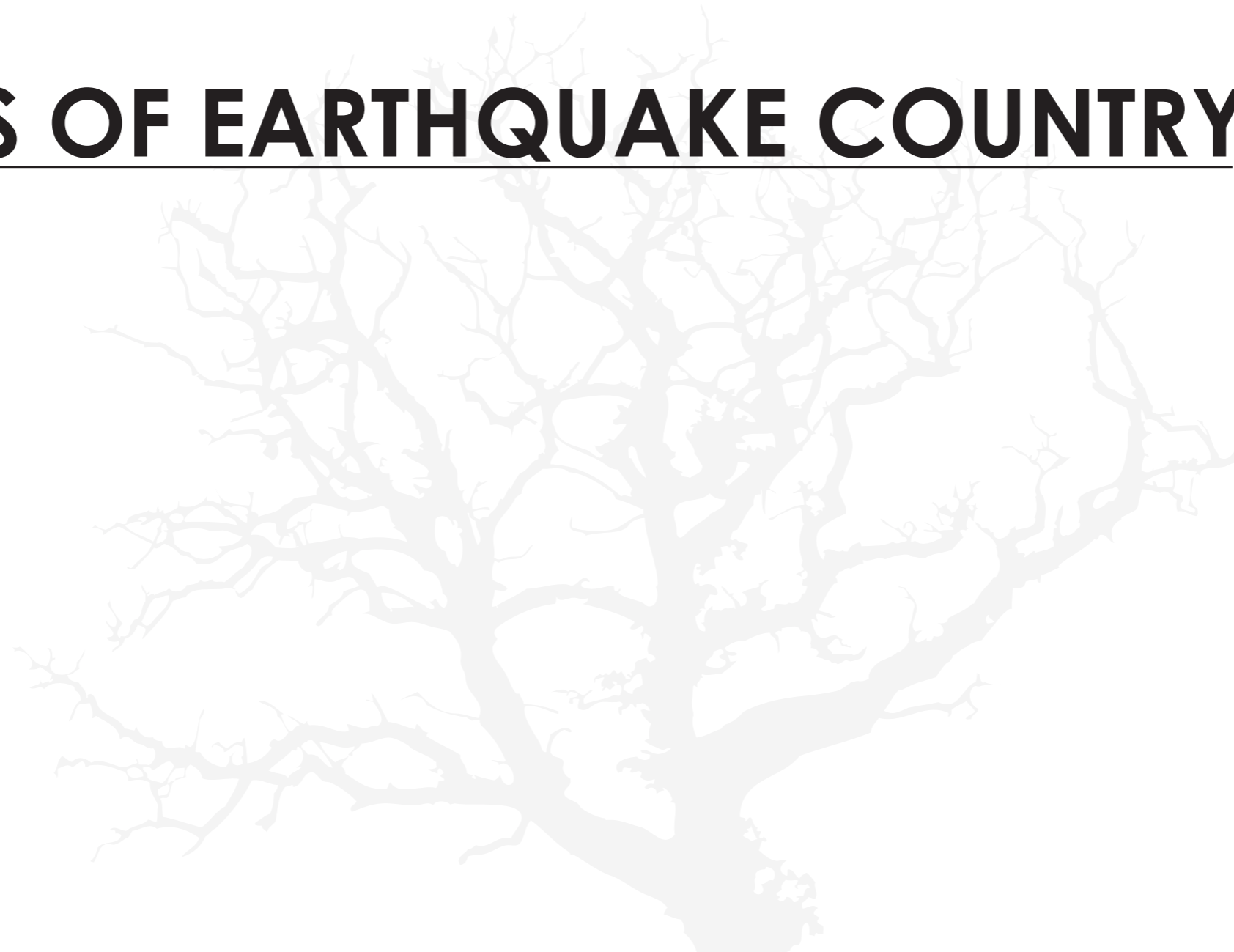
10 Million Kids surpassed its goal of showing BULLY to almost 2.5 million kids to cause a shift in consciousness at schools.

10 Million Kids delivers expert materials and training for educators on how to integrate the urgent message of the film into their classrooms, and provides outlets for students and parents to respond to personal incidents of bullying.

We sent 250,000 students to see BULLY in theaters and have reached 2.3 million kids via our Educational Kits- A comprehensive package to help fuel SEL reform in schools and communities.

Funding and potential partnership presentation slides.

HEROES OF EARTHQUAKE COUNTRY





INFORM & ENGAGE
WITH THE
DOCUMENTARY & EDUCATOR'S TOOLKIT



The Quake Heroes documentary brings to life the most destructive earthquake in U.S. history, with true stories of people who helped their neighbors, along with the firefighters, reporters, and scientists who responded to the emergency. This Educator's Toolkit complements the film by providing lesson plans aligned to Next Generation Science Standards, preparedness resources, and guidelines for organizing a Teen CERT club at your school. We're all in this together. Are your students prepared to survive and recover?

SAFETY TIP
Put a flashlight and shoes in a bag and tie it to your bed, so you can find it after the earthquake.



STEP #2
Plan to be safe. Organize a Teen CERT club.



TOOLKIT CONTENTS

- DVD of "Quake Heroes" film and additional content
- Lesson Plan: "ShakeAlert" Earthquake Early Warning
- Lesson Plan: Earthquake Shaking is in 3D!
- Seven Steps to Earthquake Safety
- Great ShakeOut Earthquake Drill Manual for Schools
- Take-Home Earthquake Safety Resources

FEMA resources included FREE:

- How to Prepare for an Earthquake
- Teen CERT: Launching and Maintaining the Training
- Protect Yourself During Earthquakes (Poster)



BUFFY, a young newlywed who jumps into action after her apartment complex collapses, works with her husband to rescue neighbors out of upper windows with a firehose. They later are championed on national news.



LARRY, a firefighter with LA County Fire Dept., and Urban Search And Rescue (USAR) team Captain, surveys the damage from a helicopter and leads the rescue at the Northridge Meadows Apartment Building.



ANA, an off-duty nurse and single mother living near Granada Hills Community Hospital, works with overwhelmed staff and limited resources to provide care to people with a wide range of injuries.



REY, a firefighter with the City of LA Fire Dept., crawls into a collapsed concrete parking structure to rescue Salvador from beneath the rubble. Rey keeps Salvador calm for eight hours until he can be rescued safely.



KEN, an earthquake scientist working in the USGS Pasadena office when the earthquake hits, is one of the first scientists to gather data on how the earth moved, while dealing with the technological limitations of the time.



JACKIE, a reverend with Faithful Central Bible Church, organizes her congregation and partner organizations to respond to the needs of many families in the South LA area, which was far from the epicenter yet heavily impacted.










QUAKE HEROES

QUAKE HEROES

ARE YOU READY TO HELP OTHERS?








PREPARE SURVIVE RECOVER

PREPARE SURVIVE RECOVER

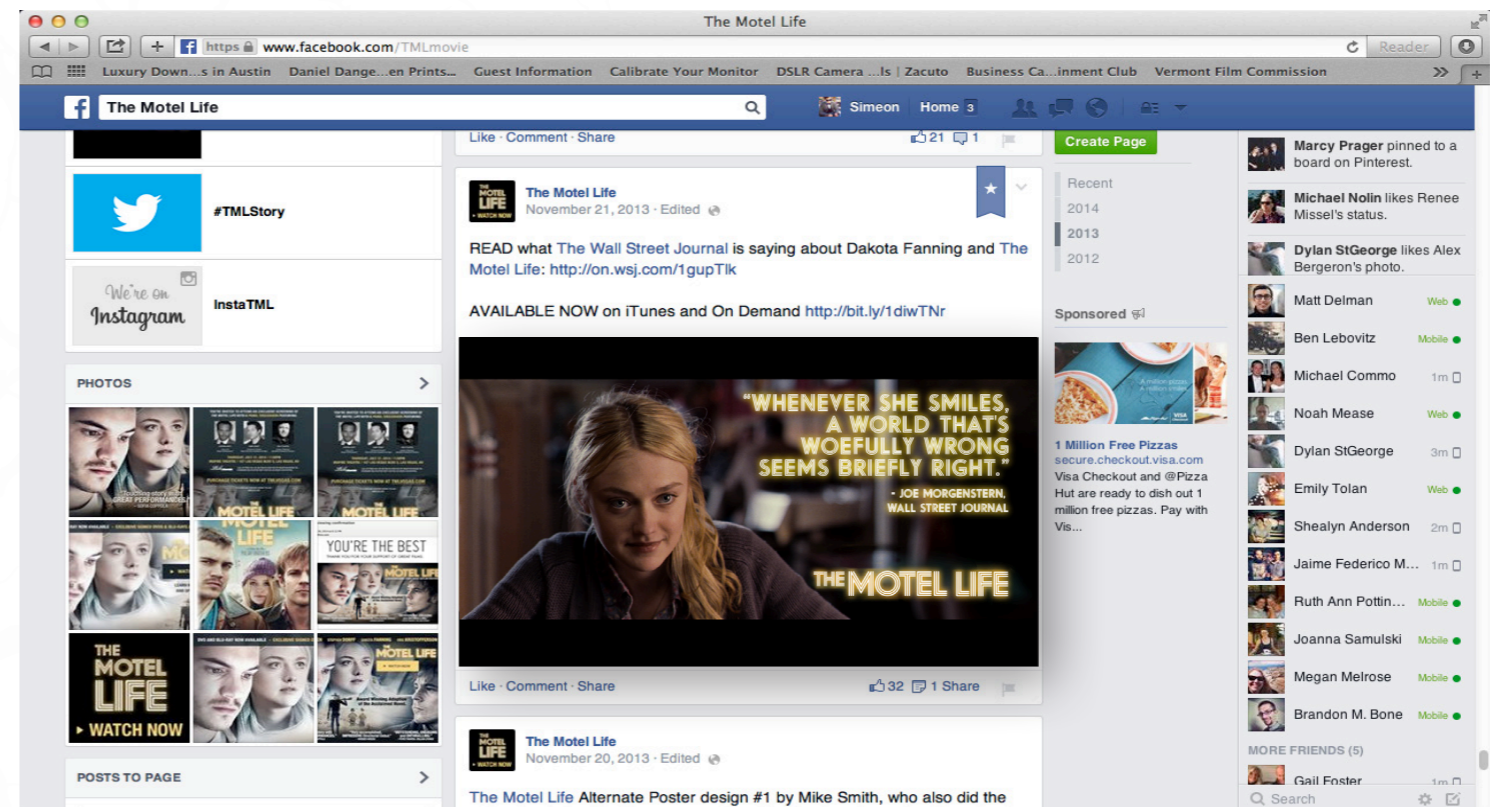
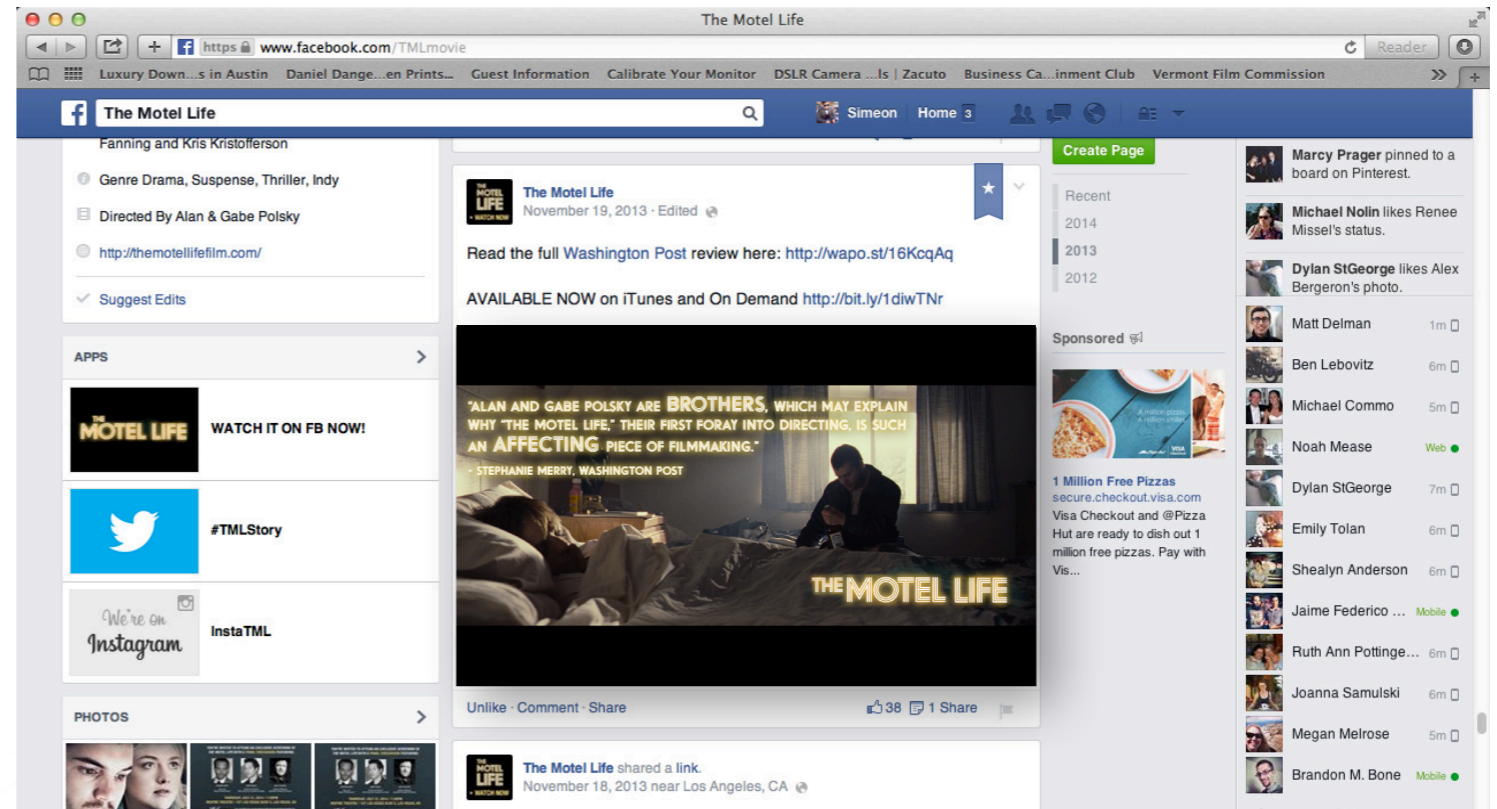
Freelance project in which I created a DVD and toolkit design that includes resources on emergency preparedness during an earthquake disaster. Developed in collaboration with the Southern California Earthquake Center, this kit lays out easy steps towards being prepared for when the next large scale disaster hits.

THE MOTEL LIFE





Promotional poster for advance screenings before theatrical release.



Facebook timeline posts.