

LAURA SLIPSKY

Design Samples





Your new family tradition starts here.



SIGN UP

OUR STORY

At Rose Bay Boats we feed the explorer, the guide, and the fun seeker in all of us. Our family's passion for boating and fishing started years ago with a small, wooden skiff. The pride and love we had for that boat resonates today in all of our designs. We want you to feel that same exuberant pride of ownership we felt—whether it's your first boat or your tenth.



QUALITY

Our designs were birthed from experience on the water and extensive conversations with master guides and sportsmen. We use the highest quality materials and strict attention to detail because Rose Bay Boats is more than a company; it's our family legacy. We've also added the special touches families enjoy so you can share your love of the water with the next generation.

'All of us have in our veins the exact same percentage of salt in our blood that exists in the ocean, and, therefore, we have salt in our blood, in our sweat, in our tears. We are tied to the ocean. And when we go back to the sea—whether it is to sail or to watch it—we are going back from whence we came.'

- JOHN F. KENNEDY

Listen to your instincts and return to the water.
Adventure awaits with Rose Bay Boats.

LAUNCHING IN EARLY 2018

Be the first to know when place holder place holder.

SIGN UP



Rose Bay Boats - Site Design

Rose Bay Boats is a new company that needed a succinct landing page while it gains new business.

[Click to see live site](#)

**Positioning statement
or current featured
promotion goes here.**

[Learn More](#)

Announcing new announcement feature

Looking for announcements from GenFed? Look no further. They are sliding right in front of your eyes. If this whets your appetite for more, don't be shy. Go on and keep reading.

[Read More](#)



For individuals

Free Checking
Auto Loans
Credit Cards
Home Equity Loans



For businesses

Business Checking
Tax Planning
Small Business Services



Services

Mobile Access
Financial Planning
Savings & Investments
Insurance



About GenFed

Membership
Community Involvement
Who We Are
Locations & Hours

Routing Number: 2412-7326-9
Copyright ©2016 GenFed Financial. All rights reserved.
Federally insured by NCUA. Equal Housing Lender.



Your interest at heart



GenFed Financial- Site Design

The company had been using a template website design and wanted a fresh look and needed a content analysis. Their current brand guides only specified the brand colors blue and yellow. This site redesign will provide them with specific imagery guidelines and additional highlight colors.



Community Credit Union - Brand Development and Site Design

This small and scrappy credit union underwent a rebranding process with us and continued with a new website, while still waiting an official launch, few changes were requested from initial designs. Focusing on a youthful audience, the brand and site make use of bright colors, hand drawn graphics and energetic imagery.



LAURA'S Jet Set June +ONE



home away

13 vs 18
DAYS DAYS

number
of flights

14

airport &
air time

54 ³/₄
HOURS

M	T	W	Th	F	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1				

■ = FLIGHT — = AWAY

6 STATES, 16 CITIES/TOWNS/VILLAGES

NORTH CAROLINA: RALEIGH // DURHAM // CARY // MORRISVILLE*

ILLINOIS: CHAMPAIGN // URBANA // CHICAGO*

TEXAS: DALLAS* // HOUSTON*

OKLAHOMA: OKLAHOMA CITY // NORMAN // EDMOND

NEW MEXICO: ALBUQUERQUE // SANTA FE // PLACITAS

GEORGIA: ATLANTA*

*AIRPORT ONLY

3 RENTAL
CARS



2 VIDEO
SHOOTS

6 cast
replacements

Travel Infographic, Personal Project - Concepting and design

I don't always travel this much in one month, but when I do, I make an infographic of it.



[Click to watch video](#)

Personal Loan Campaign - Design, scripting, storyboarding, VO direction

This campaign included a :15 pre-roll, website takeover and digital retargeting ads. Personal loans can be used for a wide variety of needs, but many people don't consider them when they need to borrow money. For this campaign, we repackaged them as summer vacation loans to emphasize this particular use and it ran midsummer to target end-of-summer vacation planners.

Never stop
loving what you do.

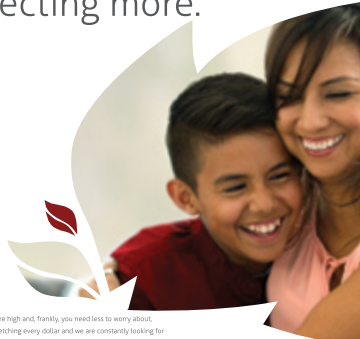
Not everyone can say their job improves their lives, but we can. Our expertise comes through in our friendly smiles. (Maybe that's why people like working here.) We're always happy to help, but that doesn't mean that we're not serious about growing your savings and getting the best rates possible on loans. At MCT Credit Union, when the members succeed, we credit union succeeds.

This is the spirit that drives us. Never resting on our laurels, always building on our knowledge, looking ahead for what's next and loving the challenge. It's just in our nature.



MCT
Credit Union
Never stop growing.

Never stop
expecting more.




Your expectations are high and, frankly, you need less to worry about, not more. You're stretching every dollar and we are constantly looking for ways to make it easier.

Our Kansas checking accounts let you earn higher dividends, be reimbursed for ATM fees, and earn cash back. And, let's be real, we know at some point, everyone needs to borrow.

That doesn't mean you should pay an arm and a leg for it. A late fee here, an overdraft there. These things happen, so pay less for them. These are just a few of the ways we help you make the most of your money.

Keep those expectations high and know when you bank at MCT Credit Union, you've got one less thing to worry about.



MCT
Credit Union
Never stop growing.



And suddenly,
things get real.

It happens fast. One day you're making meals for one and the next a new pair of eyes is looking up at you. And in that moment, you know, things won't slow down from here.

As you strive to make things better than your parents had it, we'll be the partner you need. We'll help you understand your options. Our products are designed to help you make the most of what you have, and our team's focus on financial education means you'll feel confident in the choices you make.

It's your turn to make the big decisions. When things get real, MCT Credit Union will be there to help you through them.



MCT
Credit Union
Never stop growing.



Never stop growing.
MCT Credit Union

Mission:
MCT has a passion for
our members' financial well-being
by responsibly delivering the most
innovative products and services
in a fun, friendly atmosphere while
creating member loyalty.

Vision:
**the community's
first choice**
today and tomorrow.

Our Brand

Our brand is a reflection of the world we live in, what we're passionate about, and how we make a difference in our members' lives.

From behind the counter to in the community, everything we do brings the MCT brand to life. So let's show everyone that happiness, happiness and customer value is a natural result here. The things we consider second nature - honest fees, honest savings, smiling members first - make us a strong difference for the people we serve. That's a story that is worth telling.

Our Logo


We're proud that our logo is deep and our branches are strong. Our logo represents our story, of how we first grew from serving local clients to serving a vibrant community that is colorful and alive.



MCT
Credit Union
Never stop growing.

Creating Member Loyalty™

Creating Member Loyalty™ (CML) is a program that increases engagement from credit union staff and members alike. We're using CML to enhance our organizational structure and culture through training, planning, and continuous education. Why? Because when employees become more invested in their work, they're empowered to create a better experience for members. Our program will help us improve our work and create more loyal members.



Thank God It's Monday

Friday gets a lot of love, but shouldn't you feel just as happy and motivated about right to work at the start of the week at MCT as before you should.

This is a place where culture changes what all of us can do and everyone has something to contribute. Monday was something to celebrate. When you see what you're doing, it can create positive results for the entire organization.

We encourage all of our employees to read "Thank God It's Monday" by Kristine Edwards. This book was the inspiration for our People Team, a group that helps with this initiative to develop initiatives that support the value of a people workplace.



Staff Celebrations

The more you look for ways to praise others and customers like, the more you find to celebrate. That's why we hold our weekly staff appreciation meetings and announce an Employee of the Quarter. We don't have one staff member's success story, but the power to inspire and motivate. We also know that having fun and being enthusiastic makes us a valuable member of the team created by Thank God It's Monday and Creating Member Loyalty. That's why our culture keeps growing stronger.

Credit Union Brand Refresh - Design, copywriting, brand development

At the time of this refresh, we had worked with the client for five years, having originally created their brand at the beginning of our relationship. It was time to revisit the research and visuals, updating them for new audiences and contemporary tastes. We maintained the fun and cheerful aspects of the brand, but created a more sophisticated visual vocabulary to work as the main brand "home base". Shown here are the brand boards and a sample of pages from the internal culture guide.



Click to watch :30
[“That Could Have Gone Better: Lending”](#)



Click to watch :15
[“That Could Have Gone Better: Auto Loans”](#)



Click to watch :15
[“That Could Have Gone Better: The MCT Difference”](#)

“That Could Have Gone Better” Awareness Campaign - *Concept, design, script, storyboarding, direction*

When there isn't budget for a custom shoot, we get creative with animation, a sprinkle of stock photos, and a dash of stock footage. The concept is playful and fun, using relatable life events that sometimes go awry to how MCT Credit Union is always the right choice.



Holiday Credit Card Mall Campaign - Copywriting, design, direction

Above, centercourt bulkheads displayed messaging, as well as diecut floor clings, foodcourt table wraps, and trompe l'oeil elevator door wraps. This campaign proved successful, with the credit union receiving 700 applications following mall installation, outdoor, digital and branch tactics.



BONUS PAGE: Various Illustrations and Logos

Top - Branded employee t-shirt design, Charity race shirt design

Middle - Logo samples

Bottom - Logo, Loan stamp, North Carolina and South Carolina birds and flowers



BONUS PAGE: Image Manipulation

Top - Illustration for elevator wrap, Photo composite for movie theatre ad

Bottom - Photo composite for recreational vehicle loans

LAURA SLIPSKY

laura@lauraslipsky.com