



DELANEY LUMPKIN

2023 Elire Internship Review

MultiMedia Graphic Design Intern

Office Name Tags

Ideation

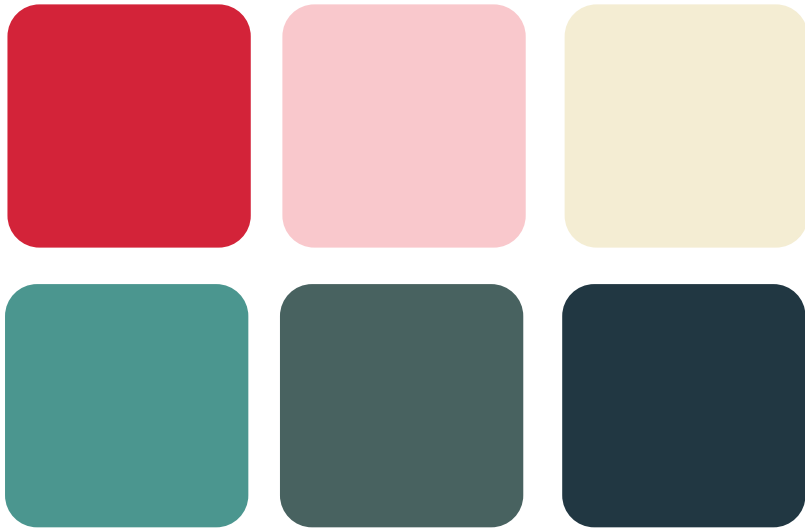


Final



Elire Marketing Stickers

Stickers used for Elire's marketing team and other internal events. I created a fun color palette that complimented Elire's ruby red along with funky and retro fonts. I incorporated Elire's hashtags into the stickers to encourage and uplift Elire employees while they work.



Elire Marketing Stickers



Day in the Life Video

Day in the life video created to promote Elire consulting career at college fairs and other recruiting events. I worked alongside Elire's marketing intern, Jordan, to brainstorm how we can accurately showcase what working at Elire looks like. I hoped to capture what coming into Elire's office looks like by filming a consulting intern around the office.

My goal was to make this video short yet engaging making it a good resource for Elire's recruiting team to use. I'm very happy with the outcome as I feel it represents Elire's culture accurately.

Watch Here



Success Story Template

Success Stories are created to highlight Elire's successful partnerships with clients. I was tasked with creating a new more innovative template to house these stories. Emma and I created a couple of versions, including both one- and two-page versions, as well as a heavier and lighter copy version. I was able to create a new logo for the stories and as well as an illustration which played with Elire's linework.



Social Graphics

Throughout the summer I was asked to create various graphics for Elire's social posts. These graphics announced important events or milestones for Elire. I created these in Canva and used Elire's brand guide or clients' brand guides for reference.





Understand the Requirements

Evaluate System Compatibility

Enable Real-Time Indexing

Identify Key Tables and Columns



Configure Real-Time Indexing Options

Test and Validate

Monitor and Fine-tune

elire



Join Elire at

CloudWorld 2023

September 18th - 21st in Las Vegas, NV

ORACLE
CloudWorld

elire

PeopleSoft Oracle NorthWest Summit Presents

Seattle Spring 2023 Summit

May 31st - June 1st, 2023



ELIRE INC.

CONFERENCES RECAP:

Empowering Financial Excellence



Social Video Animation

Short video animation promoting Elire's Living up to Potential Webinar. I was tasked with creating a brief video to highlight what the webinar will involve. I wanted to challenge myself by only using Elire's three check graphic, I did so by keeping four checks in each screen and animating them in various ways. This allowed for consistency and for the text to remain the main focus throughout the video.

Watch Here



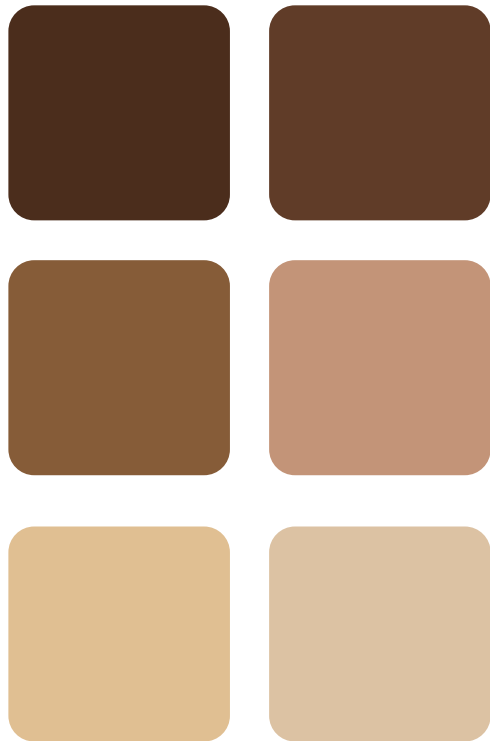
Illustrations

I was asked to add to the existing library of illustrations built out by our main graphic designer, Emma, and past interns. These illustrations were mostly used in the eBook I created but also are intended for future use at Elire. All the illustrations clothing use Elire's branding. Illustrations were created to use in social posts or for larger projects with the goal of humanizing Elire's brand.



Character Set

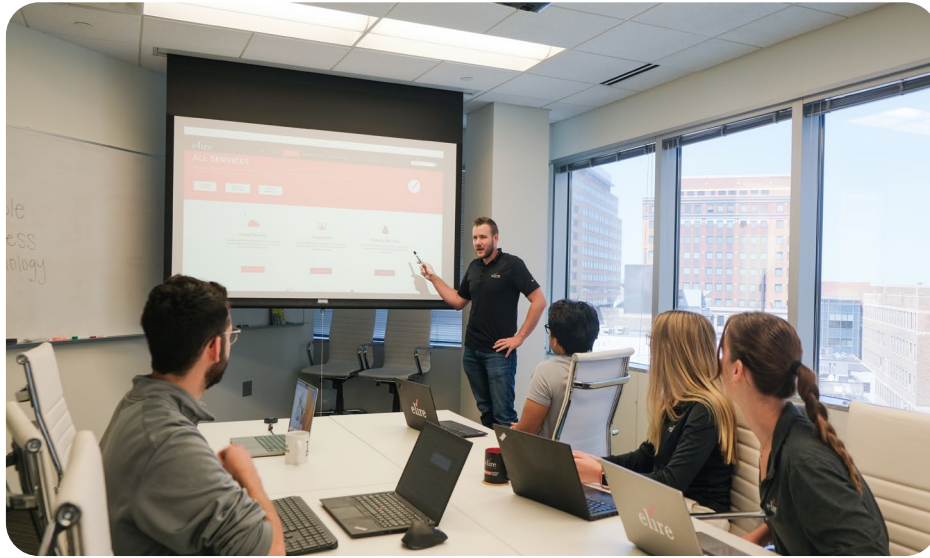
Emma and I worked together to create a set of characters that represent Elires staff and clientele. I also focused on creating a skin tone pallet to add to the character set.



Stock Photography

One of my goals this summer was to build out Elire's stock photography, with hopes of moving away from photography not taken at Elire. I began by brainstorming and looking for inspiration. I then photographed Elire's staff while they were working in office. My vision was to capture staff in their element working collaboratively or in other spaces to showcase Elire's hybrid workforce.





eBook & Promotional Assests

One of the projects I worked on this summer was an eBook with Jordan, a marketing intern. Once I received the copy from Jordan, I began looking at our past eBooks created by Emma and past interns. My goal was to keep this eBook consistent with our other eBooks but create some variety. I was able to play into the pixels theme and create custom illustrations for this eBook. I was also able to create a few social posts for the eBook. I enjoyed working collaboratively with Jordan on this project.

Read Here

