

# STATUS

INTERNATIONAL

A Personalized Branding Experience

## Your Creative Concierge

From our headquarters in Washington, D.C., STATUS receives and fulfills hundreds of requests via email, phone and through our digital concierges platform. Requests range from event signage to all-inclusive brand DNA development. Either way, we are that tangible differentiator of service that sets your company apart from the rest.

Hey, BRUCE! I need a presentation by Friday 12pm.

Check your email in 48 hours.



Web



Graphics



Photo



Social



Advertising

Work Featured By



# Not Your **Average Agency**

## Industry-leading Turnaround Time

We use global time zones to your benefit by collaborating on design and development work with international talent 24 hours a day, allowing us to be twice as productive.

## Creative Talent in Every Global Time Zone

By arranging our backend systems like global banks, we are able to double our productivity by using the global citizens of the design world and collaborating amongst various time zones.

## No Contracts—Milestone Billing.

Skip the contracts. We create and charge for every deliverable milestone. You can choose whether to move on or stay within the STATUS Branding family along the way.



## Timothy Robertson, Founder

Timothy J Robertson is a creative entrepreneur who decided to allow the world to become his classroom and life to become his teacher.

Timothy had an early start to entrepreneurship after starting his first business at 13 years old, selling mobile phones and accessories. He and a few other friends turned an initial \$50 investment into \$10,000 in gross revenue by high school graduation. During that time Timothy realized that he had no interest in sport and other activities, so business took over as the sport of choice.

His vision for STATUS is one that helps businesses increase their perceived value by modernizing their branding design and creating a user-centric experience.

Currently, he is being mentored by 6 world-class businessmen and women that desire to prove the power of entrepreneurship through him.

Timothy always says, "I strongly believe that I can do all things through Christ who strengthens me, and my years of experience in business and entrepreneurship have proven as much."

10

Designers + Strategists

40+

Combined Years of Experience

6+

Countries Served

22k+

Graphic Resources



## How **STATUS** Works

- 1 Identify Goals**  
& Rediscover the Passion that Drives You
- 2 Create a Strategy**  
Detail the Design Components
- 3 Follow the Plan**  
Connect the Dots with Strategy

# Visual Impact + Proven Marketing Strategies

Click a Title below to Open Link →



## Web



Xfinity 1 VOICE Event Landing Page →



Mavericks Docuseries Movie Website →



Microtriggers Corporate Client Website →



## Graphics



UDC Equity Imperative Proposal Design →



McLaren of Sterling Advertising Mockups →



Strong Youth Strong Community Designs →



## Photo/Video



Forever Diaz Micro Experiences →



Homefree USA Event Motion Flyer →



Identity Marketing Online Course →



## Social



NBA Off the Court Social Media Kit →



Council on Criminal Justice Social Posts →



Xfinity 1 VOICE Gospel Brand Assets →



## Advertising



No Kid Hungry National Campaign Analytics\*



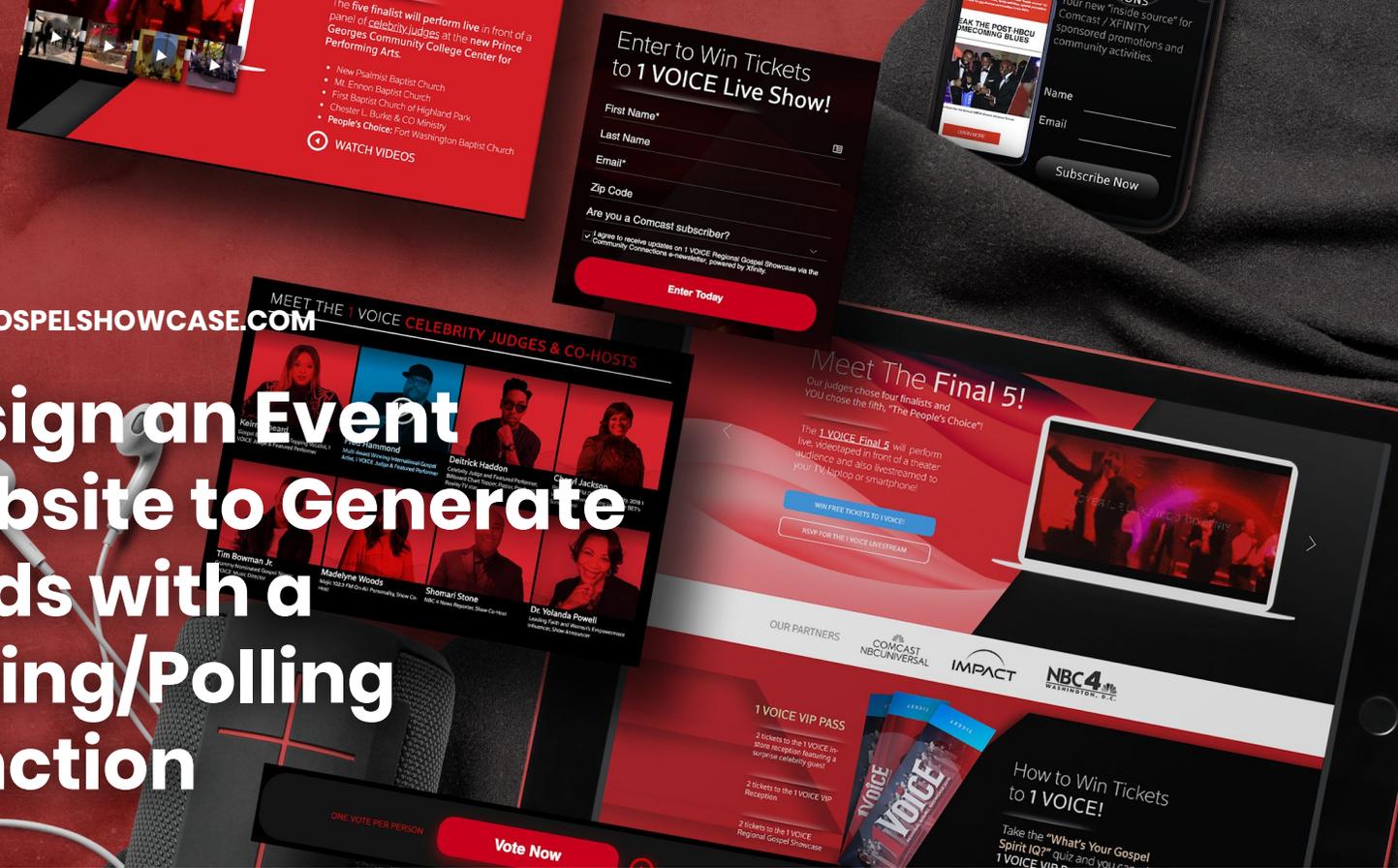
BMW of Sterling Service Welcome Screens\*



Everfi Banking National Campaign Templates →

TVVOICEGOSPELSHOWCASE.COM

# Design an Event Website to Generate leads with a Voting/Polling Function



## Client:

Buoyant Partners Xfinity

## Category:

Web Design, Creative Direction

## Timeframe:

14 days each iteration

## Platforms:

Wix, Figma

## Results:

2000+ leads from ad creatives, Xfinity Video on Demand presence, 80% engaged audience, Celebrity Participation

## Project Components

### Corporate Logo

Due to copyright and trademark barriers, the logo had to fit the design scheme of existing branded events and feature the original Xfinity logo in as the main sponsor for the showcase. We were required to use the Xfinity Brown font (used for all advertising applications).

### Landing Pages

We designed a series of event landing pages that featured standard event information including Choir Voting, Branded Quiz, and the Introduction to the Celebrities. The landing page had strong call to actions and bigger, bolder, branded designs that visually drove visitors to action.

### Voting Lead Generation

We were created the designs for the client's ad campaign called "The People's Choice" which drove church members to vote for their favorite choirs. The five figure advertising budget drew in crowds of a few thousand to vote on the poll we created using "iPoll" to poll the users and generate leads and contact information.

### Event Signage

The designs culminated into event signage deployed to print. The signs, banners, tags, and other collateral were blown up and placed throughout the new performance arena to guide and inform visitors.

FOREVERDIAZ.COM

# Enhance the Online Beauty Experience to Attract Upscale, Professional Audience

## Client:

Forever Diaz

## Category:

Creative Direction, Photography, Web Design

## Timeframe:

60 days

## Platforms:

Photoshop, Lightroom, Wix, Figma

## Results:

Redesigned 2020 Service Booking web experiences, billboard and window advertising, increased service bookings,

## Project Components

### Booking/Service Website

We developed a newly, refreshed booking website to bring in a new, younger clientele. The booking website featured 60 services which we categorized and created a database to house the details. This was followed by Help and FAQ aids such as Explainer Videos and a Live Chat function.

### Photoshoot, Retouching

We designed the photoshoot to present the salon in a professional, sexy light. The photoshoot was conducted by photographer, Matthew Sams and traveling makeup artist, Mary Sams. Full lighting and backdrop was installed in-shop. The images were retouched using Adobe Photoshop and Lightroom.

### Advertisements and Billboard Signage

We extended our usefulness by designing additional window signage to capture foot traffic and new customers. We designed window signage and prepared mail-in postcards for local neighbors with a credit toward their next appointment when they bring in the postcard.

### Explainer Video:

We never wanted the client to feel out of the loop without having their questions answered so we created an Explainer Video to give a quick introduction into the new branding and services. The video sits on the Booking page where transactions occur.

MIX66.COM

# Rebrand a Movie Media Project for Hollywood Executives and Investors



## Client:

Mavericks

## Category:

Creative Direction, Web Design

## Timeframe:

14 days

## Platforms:

Photoshop,, Wix, Figma

## Results:

Consulted with celebrity actress, Michael Michele, to rebrand docuseries for press and publicists, hollywood media executives

## Project Components

### Media Website

We designed a branded media experience for the critically acclaimed docuseries, Mavericks, produced by celebrity and actress Michael Michele and Writer, Chris Jenkins. The web experience consisted of: **Trailer, Past Episodes, About the Filmmakers, About the Series** pages.

### Press/Media Kit Design

We designed a branded media/press kit inspired by aviation. We designed backgrounds and small graphic elements to signify prestige and sophistication that would speak to Hollywood publicists, press releases, and media outlets including national film award series

### Expedited Service

The initial design was designed in fourteen days due to the speed of the press. We started with an approved wireframe and style-guide, then deployed the design blocks to Wix.

### Branded Web Experience Design

The web experience consisted of: Trailer page featuring a Picture-in-Picture video frame with an image slider background that changes with the video and moves with the video background transitions. We also included a Past Episodes Video Channel directly on the site that works as a house for content.

WWW.MICROTRIGGERS.COM

# UX Design for an Enterprise focused eCommerce Brand

## Client:

Buoyant Partners, IVY Planning Group, MicroTriggers

## Category:

UX Design, Creative Consulting

## Timeframe:

30 days

## Platforms:

Wix, Figma, Envato

## Results:

Consulted with CEO and COO, Increased sales revenue by 1.5 multiple, Created an online engaged audience

## Project Components

### Enterprise Website

We designed an enterprise grade, eCommerce website for a very large corporate diversity firm that sells a proprietary branded product, MicroTriggers. MicroTriggers website was designed to educate and sell interested firms.

### Interactive Lead Generation

The landing page features an interactive quiz and lead generation that test user's knowledge and requires their contact information input to receive their result and a unique offer.

### Branded Product Mockups

The client had product designs from previous years and did not want to redesign each product for MicroTriggers, so we designed a product mockup using Adobe Photoshop and using previous designs overlaid on modern, photorealistic product mockups.

### Brand Consulting

Consulted with CEO and COO to plan and connect main brand to satellite brands and install unique design using photo filters, color gradients, product categories, product mockups, etc.



# Interactive Advertising Mockups Presentation for Executive Board

**Client:**

Rolls Royce of Sterling

**Category:**

UX Design

**Timeframe:**

30 days

**Platforms:**

Wix, Figma , Envato

**Results:**

Presented to Rolls Royce of Sterling Executive board, Lead a New York software development team to prototype a 3D AR car presentation

## Project Components

**Mobile App AR Presentation**

We partnered with the New York software development company, Zyndo, to develop an Augmented Reality app that would give salesmen an opportunity to explain the product from a mobile device. The cars were the centerpieces as users clicked through the various parts to discover interactive information.

**Interactive Lead Generation**

Conceptualized a lead generation quiz, “Discover Your Spirit Animal” to distinguish the buyer personas of the McLaren, Rolls Royce, Lamborghini, and Harley-Davidson brands under the Sterling Supercar stable.

**Web Presentation**

We used our trademarked branding process, Identity Marketing, which uses internal discovery to find points of differentiation, to create a web experience that segment luxury buyers of the brands in an interactive way.

**Ad Mockups**

We designed a fresh, new ad set that showcased McLaren’s sophistication with the array of new model releases. The ads made the center of the promotion the car of course with tech overlays that spoke to the technology focused car.