HAYLEE REAM
DESIGN PORTFOLIO
Stampin’ Up! • Magazine
May 2013
• Art direction of front and back cover
• Hand letter chalk graphics
• Press check
The Art of Kissing

Just as you kiss, kissing is stamping two images. After stamping one stamp, stamp the other stamp, then remove the stamps before stamping the image on cardstock. The clean stamp will pick up some of the ink, leaving a faint image behind.

Kissing is a technique used in design to create a clean and precise inked image. It is used in the creation of greeting cards, invitations, and other projects where a clean, precise image is desired.

Some of the techniques used for kissing are:
- everything: choose, paint, mix, blend, stack, layer
- the opposite way: layer, blend, mix, paint, choose
- the opposite: mix, layer, paint, choose, blend
- your shadow, your image
- or your own image
- for your own design
- for your own stamping

Example:
- for your own stamping
- for your own design
- for your own color
- for your own image
- for your own shadow
- for your own layer
- for your own mix
- for your own paint
- for your own choose
by INVITATION only

GUESTS SEE THE INVITATION LONG BEFORE THEY SEE YOU ON YOUR WEDDING DAY—SO, WHETHER YOUR STYLE IS RUSTIC, ELEGANT, MODERN, OR RELAXED—YOUR INVITATION NEEDS TO MAKE THE FIRST IMPRESSION.

1. PUT IT IN A BOX
   Think outside the box and put your invitation in a box. It's a nice little surprise. The invitation sits inside a uniform, but certainly modern, fun, and cute box. The box holds the invitation, hand-torn edge flowers, and celebration and ceremony cards. Tuck a few more flowers and a little tag to make it an invitation like no other!

2. POCKET IT
   Lemon drop yellow makes the perfect invitation envelope. A hand-painted little detail in shades of blue and yellow give it a beach feel. It's an invitation that brings itself to an elevated insert option. In this pocket, guests will find inserts showing an RSVP card as well as information on local activities and attractions.

3. SET THE PATTERN
   Choose a pattern that sets the tone for your event. Whether it's modern, organic, or geometric—it can be in whole event together. Use the patterns as a background or accents on the invitation or to tie the envelopes. It can be bold or subtle and our designers can make your pattern a popular folded card.

4. ADD METALLIC TEXTURE
   The silver embossed paper is a staple addition to this best selling vertical pocket card and is what makes it memorable. Sparkle embellishment at the top gives it a special feel. Add a personal touch, hand address the envelopes.

5. GIVE IT FEELING
   Play to your guest sense of touch with an invitation that is letter pressed! A perfect method for the wording is pressed into thick cotton paper. Pink and gray gives the perfect invitation a more relaxed feel while keeping it classy.

Hey Hay Designs • Magazine Article, Southern Utah Bride Magazine
March 2011

- Article layout and design
- Design and assembly of all sample invitations
- Collaborate with writer
- Photography styling and layout
A note from Shelli

First, we’d like to thank you all for coming and celebrating this exciting milestone—25 Years of Making a Difference!

When we started Stampin’ Up!, we knew there was a great need for an outlet to help people make a difference in their lives. It was a simple, easy, and affordable way to make a difference—whether it be in our communities, in the lives of others, or even in our own lives. The idea was to create a product line that was not only beautiful and practical, but also affordable and accessible to everyone.

 через 25 лет мы могли бы не только продать свою продукцию, но и сделать это по доступной цене, которая была доступна каждому.

One of the things that I’ve always been passionate about is helping people find their unique voice and sharing it with the world. Whether it be through words, art, music, or even just sharing a simple message, I believe that every person has the ability to make a difference in their own way. And when you share your story with others, you give them the opportunity to connect with something that speaks to them.

That’s why Stampin’ Up! is so special. It’s more than just a company; it’s a community of people who are committed to making a difference in the world. And I’m so grateful to be a part of such an amazing team of people who believe in the power of creativity and making a difference.

Thank you for being part of this journey and for making a difference in the world. You make every day better, and I can’t wait to see what the next 25 years have in store for us!

Contents

STAFF PRESENTERS
LOVE NOTES
DEMONSTRATOR PRESENTERS
GENERAL AGENDA
EXPO DAY ACTIVITIES & PLANNER
MAP
NOTES

Stampin’ Up! • Convention Workbook
June 2013

• Workbook layout and design,
25 unique pages
MAKE STUFF

Ok, maybe we aren’t all as amazingly crafty as our Pinterest board would have us believe. But seriously, what if you could order pre-designed project kits—the heaven-sent answer to your creative needs?

Apostrophe S provides DIY project kits for makers of all skill levels—novices too! That means you get everything you need in the box to effectively create your project (besides common household items like a glue gun, scissors, etc.). Just use the easy-to-follow video instructions created for each kit—we totally have your back.

MAKE FRIENDS

An Apostrophe S Make & Mingle is the perfect reason to get together with your friends, take a break from the kids, and be creative without all the stress of conventional crafting. It’s simple and fun because our DIY is DIY (Do-It-Together). At the Make & Mingle you’ll find the kit you pre-ordered waiting for you like a birthday present! Enjoy making your project while you gab and giggle with your friends, and don’t be surprised if you totally lose track of time. No sales pitch, no guilt, no buyer’s remorse—just you rocking your project!

To learn more, visit www.apostrophes.com

MAKE MONEY

Ready to make a little extra cash through your creative interest?

Apostrophe S offers you an opportunity to earn extra income without the pressure of working for someone else or the investment required to start a small business from scratch.

Join the fun for $50 and receive the official welcome kit. We don’t believe in a “complicated” commitment—you set up parties, help people create, and place an order every 90 days to stay active. Simple, flexible, and super easy—that’s it, really.

JOIN US

Purchases in $50 welcome kit and place one order every 90 days to stay active.

GET REWARDED

Earn a kickback from buying or selling products.

<table>
<thead>
<tr>
<th>Sales Range</th>
<th>Kickback</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0 – $499</td>
<td>20%</td>
</tr>
<tr>
<td>$500 – $999</td>
<td>25%</td>
</tr>
<tr>
<td>$1,000 +</td>
<td>30%</td>
</tr>
</tbody>
</table>

Earn lifestyle points when you or your group buy or sell product. Earn one point for each dollar of your personal sales and two points per dollar of your group sales. Lifestyle points are redeemable for a variety of great gift cards from awesome places like Target, Starbucks, and Amazon.

<table>
<thead>
<tr>
<th>Personal Sales</th>
<th>1 point = 1 point to use toward lifestyle rewards</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group Sales</td>
<td>2 points</td>
</tr>
</tbody>
</table>
Stampin' Up! • Convention Invitation
March 2013

- Invitation layout and design
- Instagram frame concept
Hey Hay Designs • Wedding Invitation Suite, May 2016

- Custom invitation design
- Laser cut
- Assembly of invitation
Hey Hay Designs • Wedding Invitation Suite, February 2011

- Custom invitation design
- Assembly of invitation
Hey Hay Designs • Birth Announcement, February 2012

- Custom invitation design
- Assembly of announcement
THE FUTURE IS BRIGHT AT DSU

Join us for a TECHNOLOGY OPEN HOUSE at the renovated SMITH COMPUTER CENTER

SEPTEMBER 22, 2016
6:30-8:00 PM

Participate in hands-on activities for all ages at our newly remodeled facility. See what’s happening in technology and innovation at Dixie State University.

DESIGN • CODE • CREATE

Dixie State University • Open House Invitation, August 2016

• Illustration
• Custom design
• Collaborate on logistics of light functionality
• Assembly of invitation
Apostrophe S • Stitch of Luck
January 2015

- Illustration of product
- Laser cut
- Approve all kit components
- Photography styling
Apostrophe S • Mr. Bones
July 2015

- Creation of inspiration board
- Research and hire illustrator
- Offer feedback to illustrator
- Make necessary adjustment to artwork for production
- Laser cut
- Approve and source all kit components
Apostrophe S • Christmas Tree Countdown, October 2015

- Creation of inspiration board
- Research and hire illustrator
- Offer feedback to illustrator
- Make necessary adjustment to artwork for production
- Laser cut
- Approve and source all kit components
Stampin’ Up! • Undefined Stamp Carving Kit, June 2013
• Logo, hand carved stamp
• Package design
• Postcard design
Stampin' Up! • Internal Logos
2012–2014

- Illustration
- Type face alteration
Stampin' Up! • 25 Year Logo

July 2012

- Sketch ideas and variations of logo concept
- Convert pencil sketch to vector artwork
- Fine tune spacing and letter shapes under the direction of manager and art director
- Create unique logo for every half inch the logo is represented
- Create unique logo for four languages
Hey Hay Designs • Business Branding
May 2013

- Blog header and sidebar graphics and button design
- Business card design
- Re-brand of all social media sites
Hey Hay Designs • Business Branding
February 2017

- Logo
- Business materials

AMBER QUILTS

LONGARM QUILTING & quilting services
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Instagram: @amberquilts
Website: amberquilts.com
Hey Hay Designs • Website Design
May 2013
• Logo
• Website layout