

# A Portfolio

**This page is the interior page that is used to provide a buffer between the cover and the rest of the portfolio. Therefore, it has been intentionally left blank**

# About Me



## Ely Carter-Williamson

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Raleigh, NC

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## Education:

AAS Advertising and Graphic Design  
Wake Technical Community College  
Raleigh, NC  
Attended August 2021-August 2023

## Certifications:

Design Basics  
Advanced Graphic Design  
Design Portfolio  
Graphic Design  
Web and Graphic Design

## Minor Certifications

Hubspot: Social Media Marketing  
Hubspot: Inbound Marketing

## Experiences:

### DoorDash:

Courier (Independent Contractor)  
December 2021-Present

## Volunteer Experiences:

Waynesborough Model Railroad Club:  
Social Media Content Creator (Volunteer)  
March 2022-Present

## Skills:

Adobe Creative Suite/Creative Cloud  
(Photoshop, Illustrator, InDesign, Premiere,  
Acrobat, After Effects)  
Microsoft Office, Microsoft Windows,  
Mac OS, HTML/CSS, Wordpress, Most  
Consumer Web Builders, Photography

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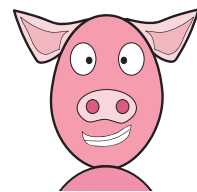


## 6: NFRP Postcards

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The future of rail transportation is here at Railcon. Railcon allows people to witness the past, present, and the future of rail transportation in the US all in one huge location at the North Carolina Transportation Museum in Spencer, NC. It also allows rail companies to promote, tease, and reveal their future products to the general public and even some potential clients willing to invest in said products.

*Discover With Us*

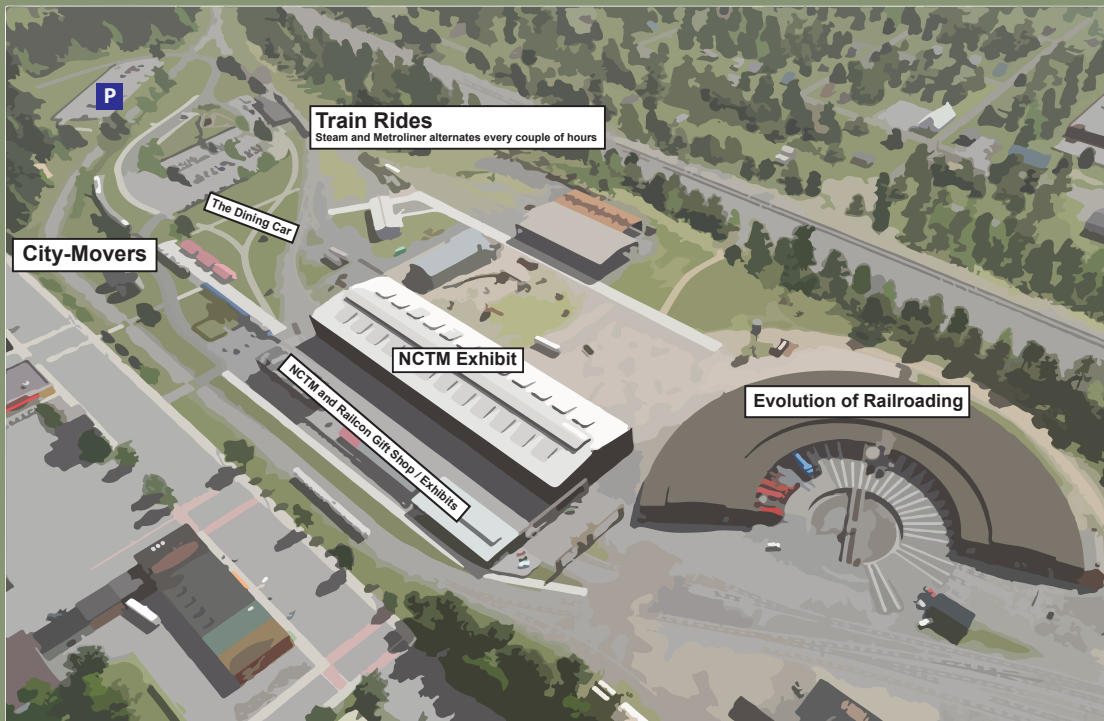


Visit [www.railcon.com](http://www.railcon.com)  
or scan the QR Code for More Information,  
Tickets, and Special Promotions

North Carolina Transportation Museum  
Spencer, NC  
May 23rd-May 26th 2025

# A convention about the future of rail transportation

## The Future Awaits You,



SCAN HERE  
FOR EXHIBIT  
INFORMATION



### WARNING:

Please be safe around  
railroad tracks as trains will  
run through the museum.  
Obey safety signs and crews.  
No trespassing on private  
property and NS main-line.

Violators will be asked to  
leave the event with  
**NO REFUNDS PROVIDED!**

### Train Ride Schedule Sat-Mon

Steam: 9am, 10am, 1pm, 2pm, 5pm, 6pm

Metroliner: 11am, 12pm, 3pm, 4pm.



### OPENING STEAM EXCURSION

RALEIGH, NC to SPENCER, NC

Friday Morning at 7:30am

Arrival by 10:30am

Steamed by Bio-Coal powered

**SOUTHERN RAILWAY 2-8-0 722**

Courtesy of Great Smoky Mountains Railroad, North Carolina Railroad,  
Norfolk Southern Corporation, and Bio-Coal Fuel Solutions.

Top: A Pamphlet/Program/Map designed to  
guide patrons to the convention.

Right: Promotional Hat found at the gift shop  
or online store.

Opposite Page Left:  
Magazine Advertisement commonly seen in  
publications like Railway Age or TRAINS.



# IVELLPC

Ivell Computers (or IvellPC) offers a variety of economic personal computers for more than three decades. Their products have been popular with both business and home crowd thanks to their packed features and great performance for an low price. The Akoya series (shown here) Ivell's media powerhouse and is capable of watching movies and TV shows, listening to music, surfing the web, creating with Adobe Creative Suite, writing important documents, the list goes on and on.



Top and Lower Right:  
Yes, this is indeed a true tangible IvellPC laptop with the branding in full force.

Upper Right (and opposite page):  
The sticker spec sheet commonly seen on newly purchased PC's

Opposite Upper Right: IvellPC's OEM desktop wallpaper in it's natural habitat.





An economic-level computer brand



## IVELL *Akoya* Senta



- 1.7 GHz Intel Celeron M Processor
- Microsoft Whistler Freestyle
- 1 Year of Free Bonzi NetAlert
- 2GB Memory
- DVD + CD/RW Combination Drive
- 15" LCD XGA Screen
- ATI Graphics Card
- Microsoft Office 12
- 1 Year of DVDbuilder Pro
- 2.4GHz Wireless
- SD/MMC Card Slot
- S-Video Out to TV



# THE BAR

The Bar is a line of natural soap bars designed for young males aged 18-35 with grotesquely humorous packaging and a personalized social media presence online with it's own online shop for consumers to buy their finest soaps.

How did we manage to fit the scent of an entire national park into one soap bar?




**Glacier Falls**  
Alaskan Glacier Mineral Clay  
Bar bar of all natural soap bar

**NOW AVAILABLE in 10 scents!**

THE BAR

To purchase our products, for product updates, or to say hello, Scan this QR Code, or visit us at [www.TheBar.com](http://www.TheBar.com) or on TikTok





## A brand of natural soap bars

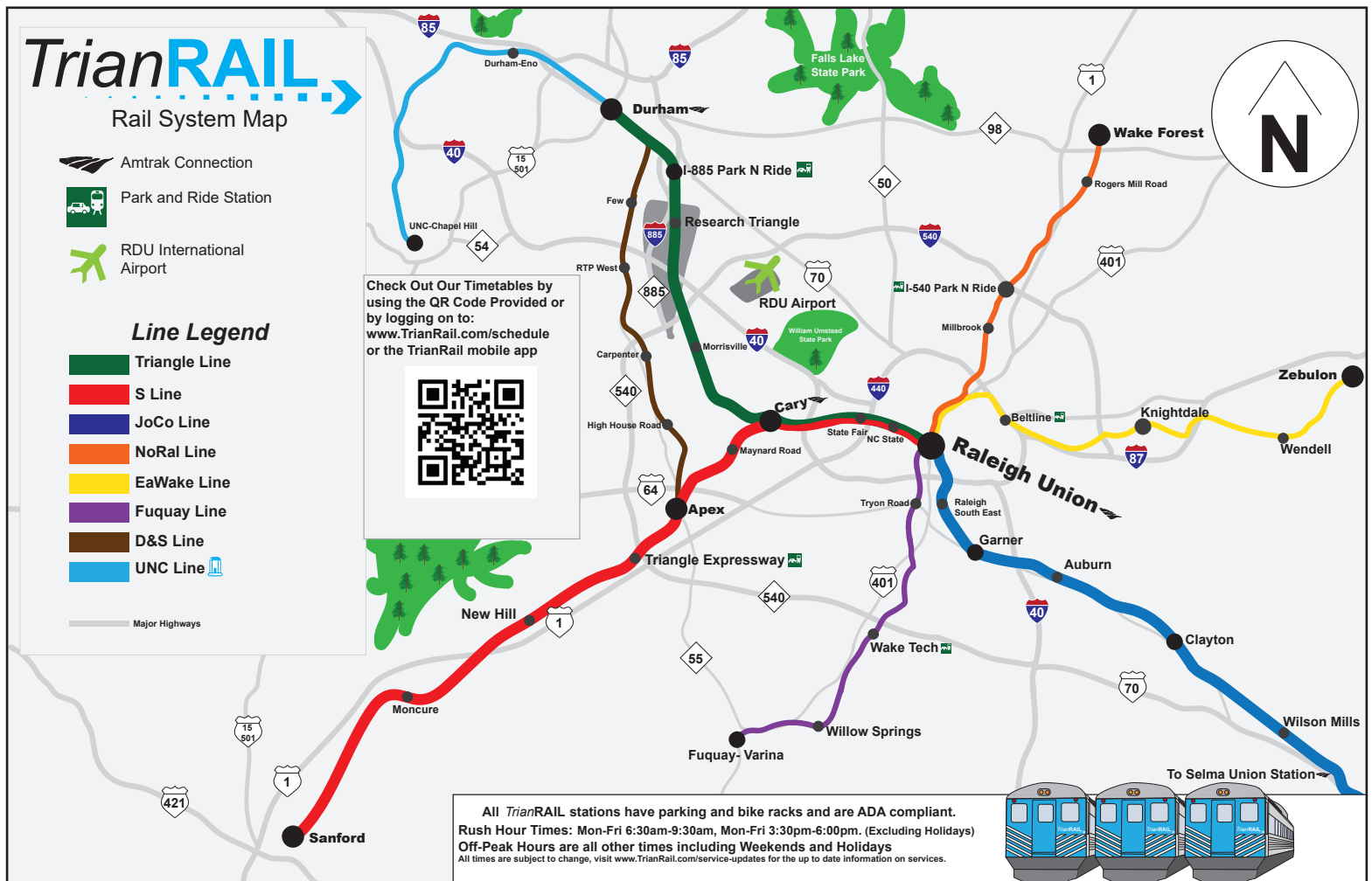


Left: An natural and scenic advertisement to convince the audience to buy their products. The QR code was added to send costumers their website and social media via those redirect link sites.

Top: The packaging and the soap bar for one of the many scents The Bar provides to their consumers. Inside each package is a soap bar engraved with their logo-mark just like what was featured on the box.

# TrianRAIL

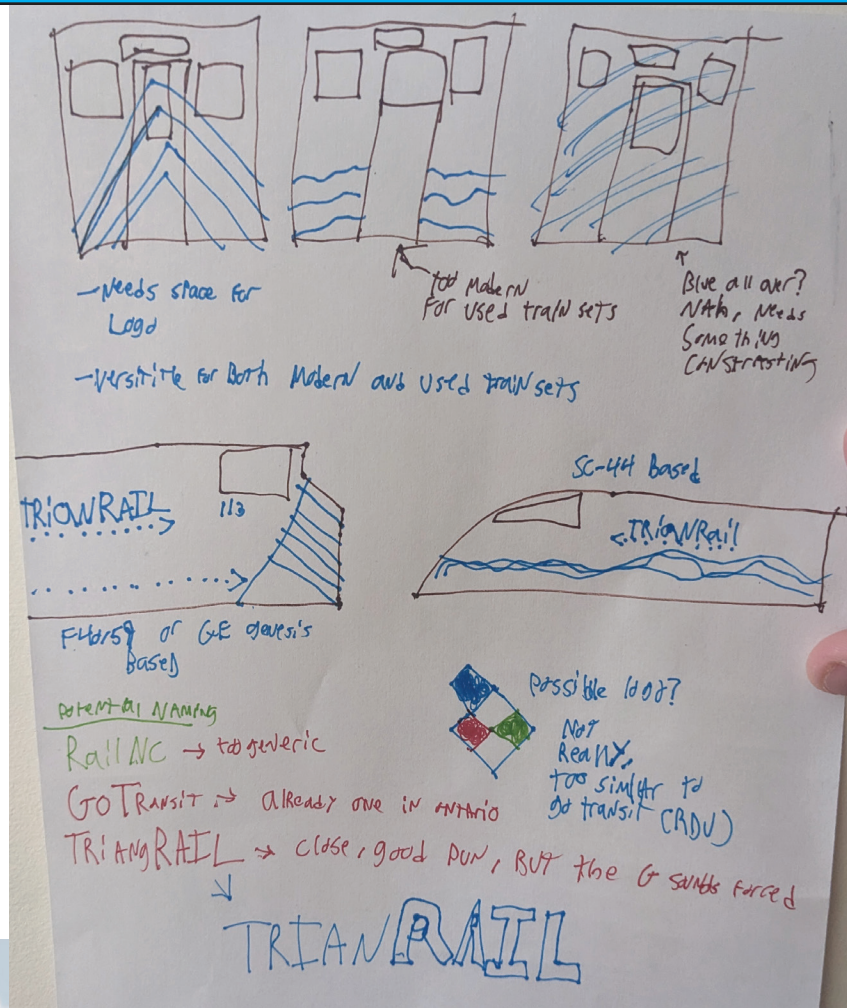
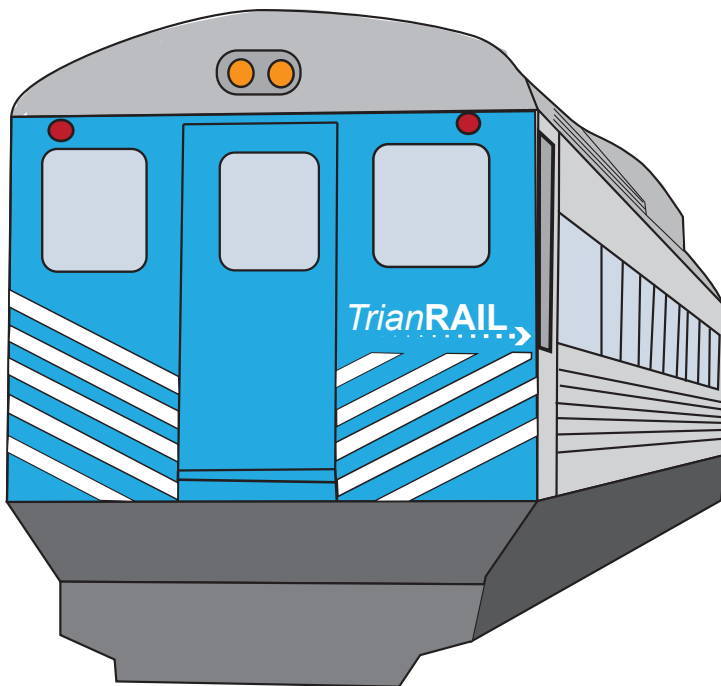
Tired of bumper to bumper traffic? Don't want to pay the absurd parking in Downtown Raleigh? Then TrianRail is right for you! TrianRail is an extensive commuter rail network based in the Raleigh-Durham area serving an wide extensive range of communities throughout the Research Triangle from as far west as UNC, east as Selma, as far north to Wake Forest and as far south as Sanford.



Top: TrianRail does serve a wide-range of communities with Raleigh Union Station as the main hub for all major lines throughout the system and beyond.



# An commuter rail network based in the Raleigh-Durham area



Top Right: Ideation Sketches, notes, scrapped names and liveries, and alternative looks for different equipment.

Left: Mock-up of the proposed livery based on an classic Budd RDC Diesel Multiple Unit locomotive. These would probably power the smaller branches of the system.

Top Left: As seen on the map, the RDC artwork is used in maps, timetables, social media, and advertising along with their mainline brethren.





We all know the lifestyle of the rich and famous. It's something that we as a society dream of, but what if we were able to have a taste of that lifestyle? Introducing Prime, a premium grocery brand made out the best ingredients the world has to offer.



Top: A glamorous bottle of Merlot Delegation made out of the elegant wine grapes of Napa, Naples, and Bordeaux, perfect for an romantic night out, or needing a glass after a long and stressful day. It'll feel like you're sipping the entirety of Napa Valley.

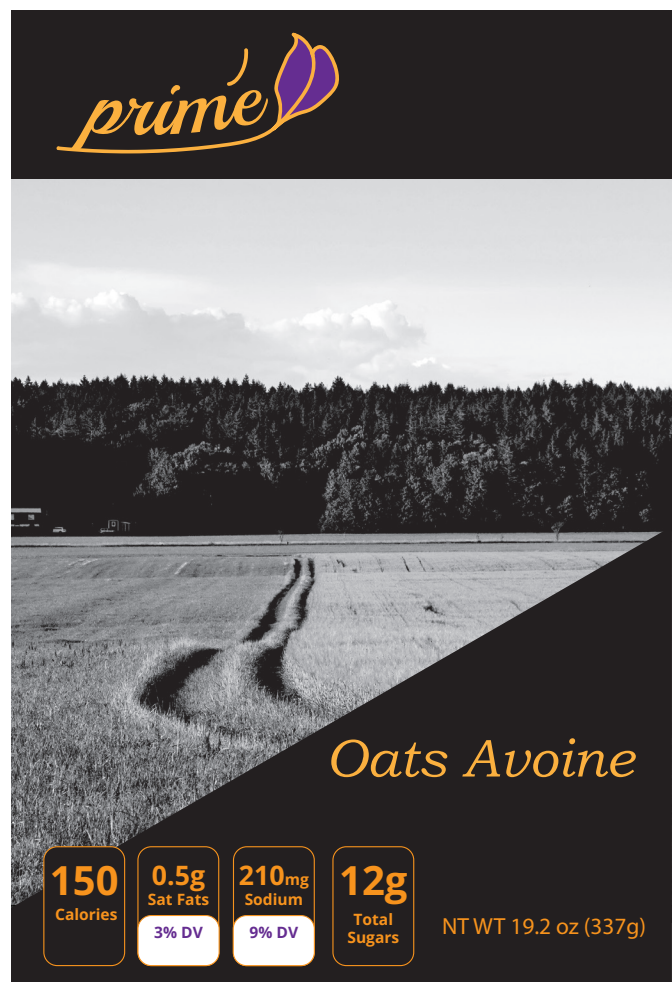


## An high end grocery lineup of products



Left: This can't be a grocery brand of any level without any sort of soft beverage representation. Orange Petiller is all natural orange soda based on The Alps, Aspen, or British Columbia that is very similar to another "all natural" brand of soda known as Zevia.

Right: Part of a balanced breakfast, Oats Avoine is a ready to eat cold cereal made from the highest of quality oat fields of Northwest Europe. The cereal itself, a mixture of Cheerios and Special K of which it has the shape of Cheerios and the healthy benefits of Special K.



# National Freight Rail Promotions

How does one convince people that freight railroads still have a place in the supply chain? The answer, is to bring out the postcards. With the Pantone color sheets, the locomotives pop out in color against the greyscale backdrops to focus on the backbone of our nation's supply chain.





Series of postcards promoting freight railroad services

*Climb Aboard*



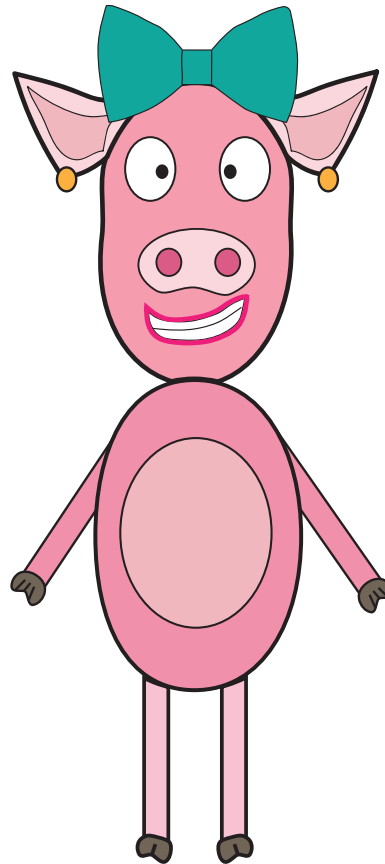
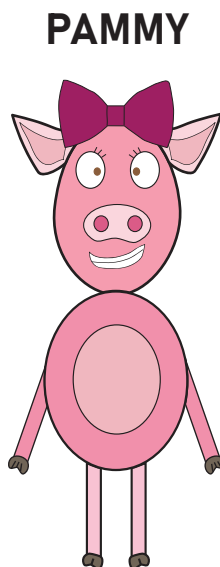
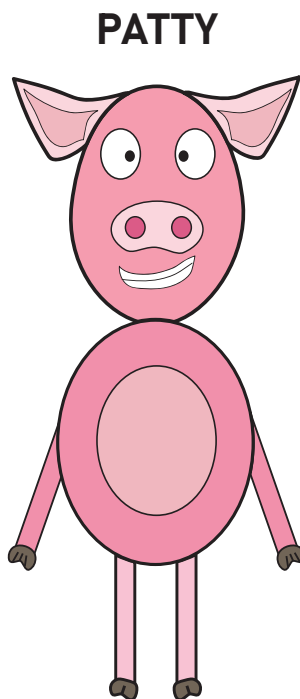
*All Aboard*



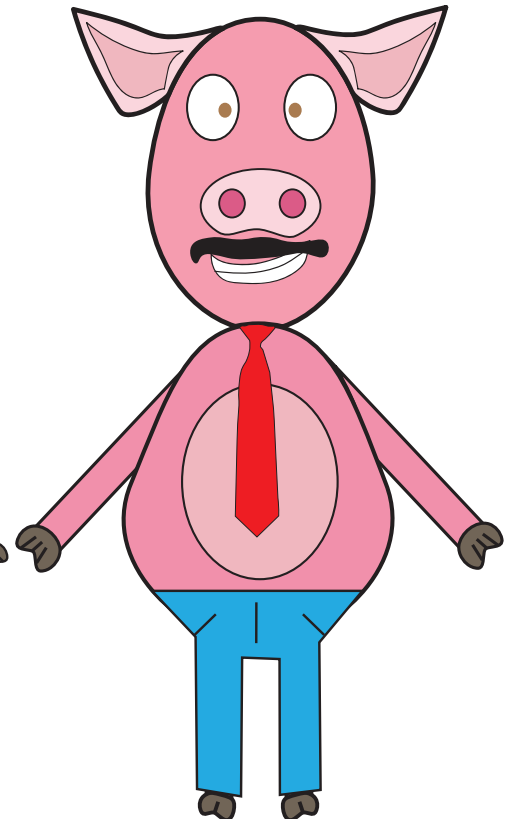
# Patty Pig Goes To Town

Are you ready for an Oink-tastic adventure with your best friend Patty Pig? Join Patty Pig, Pammy Pig, and their parents Ma and Pa Pig as he explores his community and the various types of places, jobs, and people that inhabits both Patty's town and our town as well. Your kids will enjoy this fun action-packed junior adventure and develop problem solving skills, thinking skills, geography skills and having fun at the same time all in one fun packed game.

## MEET THE FAMILY



**MA PIG**



**PA PIG**

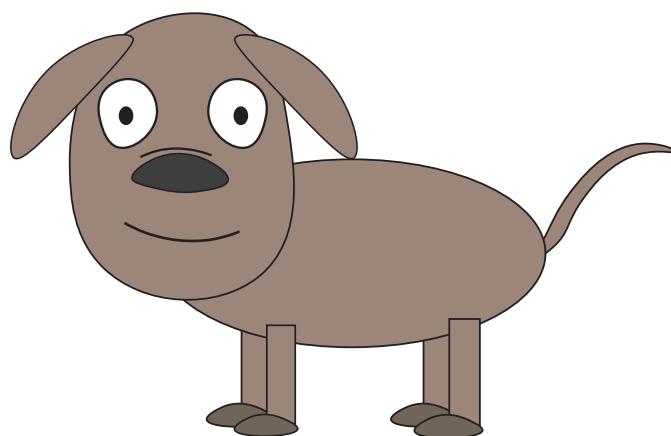


A Children's video game featuring an all star cast of Pigs



And introducing the newest most loyal member of the Pig family.

# RANGER



# North Valley Health Link

North Valley Health Link is a health insurance company that protects the community from insane hospital bills. With it's lower than the competition insurance rates, more family oriented atmosphere, and their presence in the local community, they also have a more personalized social media presence on Facebook, Twitter, and Instagram. These series of social media posts reflect the personalization of the brand as a valued part of the community with relatable imagery, important health tips, and how easy it is to sign up for NVHL online and over the phone without ever leaving your home.





## A family of social media posts promoting health insurance



Opposite Page and Top:  
It's easy to become part of the NVHL family and it shows that with various people from different backgrounds being able to enjoy the benefits from the health insurance provider.

Right: The post seen on a mobile device helps promote the firm's reliable and relatable customer service team for whenever a user has an issue with payments, asking a question on something, or when they need help starting up their account.





So, this is the very end of this portfolio, and I want to thank you for reading this book (or this PDF document if you received the PDF file.) It's been a fun ride showing you what I can do, whether that'll be Social Media ads for Instagram, making packaging for an grocery brand, or even developing an entire public event.

If you would like to contact me about anything, just look below for my contact information and I can't wait to start working with you.

Sincerely Yours,  
**Ely Carter-Williamson**

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