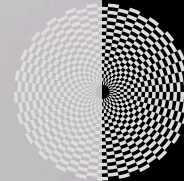
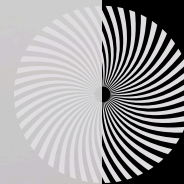


# GRAPHIC DESIGN

## PORTFOLIO



### KIM WALTERS

I'm a Graphic Designer based in Washington State, however my clients span all over the Globe.

I have over sixteen years of experience in the various fields of graphic design.

ABOUT ME

# KIM WALTERS

- I specialize in print and layout design for brochures, annual reports, ads, social media banners, and other long-form materials.
- I started a business called Font Regard.
- I have a BFA in Graphic Design from Central Washington University



*Mural I designed and painted in Shimonoseki, Japan*



*Branding workshop I facilitated in Croatia*

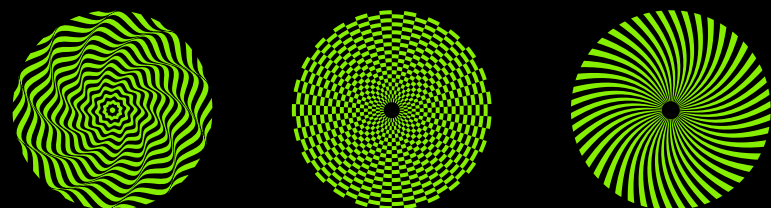




Table 2. Estimated Effects of Principles of Restorative Aquaculture on Environmental Benefits, Relative to Each Other.

		WATER QUALITY	HABITAT PROVISION	CLIMATE MITIGATION
1	SITING AND ENVIRONMENTAL CONDITIONS	HIGHER	HIGHER	HIGHER
2	SPECIES CULTIVATED	HIGHER	HIGHER	HIGHER
3	CULTIVATION GEAR	LOWER	HIGHER	LOWER
4	FARM MANAGEMENT PRACTICES	HIGHER	MODERATE	MODERATE
5	INTENSITY AND SCALE OF CULTURE	HIGHER	HIGHER	HIGHER
6	SOCIO-ECONOMIC FACTORS*	HIGHER	MODERATE	HIGHER

\*In this table, this refers to the current potential for payment for ecosystem benefits



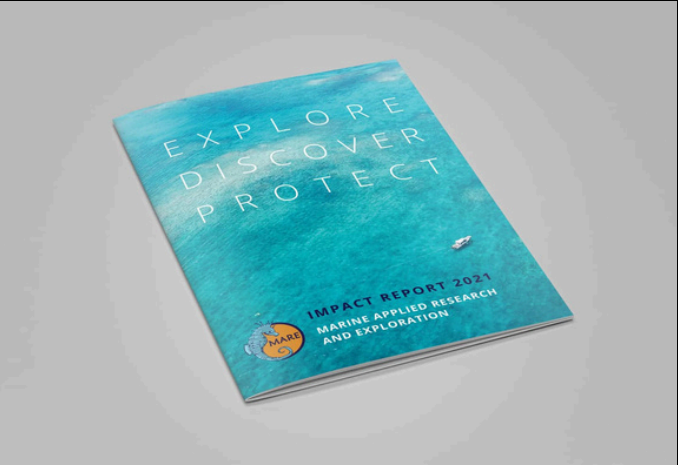
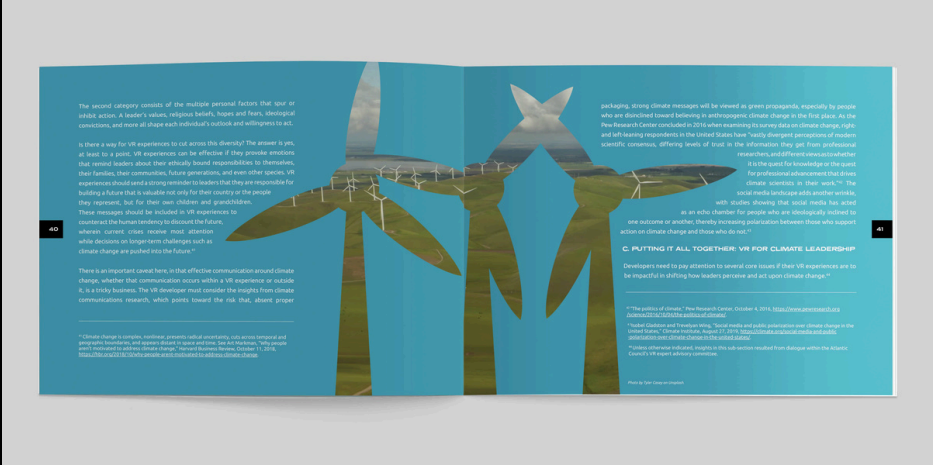
My strength lies in layout and print design, but I'm well-versed in web and digital projects too, making me a flexible and well-rounded designer.

# LAYOUT DESIGN

Layout projects for non-profits, using InDesign. Full project PDFs are available to look through upon request.









## GRAPHIC DESIGN

I've created brochures, one-pagers and other marketing materials for a variety of clients. Typically I used InDesign, but I will use Canva upon request.



### Introducing Subscription Scale:

An exclusive, invite-only community designed to connect industry experts with entrepreneurs who are passionate about launching or scaling a subscription business. We designed this network for top tier leaders who want valuable insights on how to build exponential growth via recurring revenue. Whether you're in the early stages of growth, or looking to take your revenue to the next level, Subscription Scale will fundamentally change the way you think about your business.

**Adam Levinter** - CEO of Scribbase, and founder of Subscription Scale.

Adam Levinter is the founder, & CEO of Scribbase. Widely regarded a "subscription expert", he is also the author of The Subscription Boom: Why an Old Business Model is the Future of Commerce (2023). His thought leadership has been featured in the NY Times, Forbes, Axios, the Washington Post, and more. In addition to his entrepreneurial ventures, Levinter serves as a lecturer at the University of Toronto, an advisor with Bain & Company, and the host of 2 popular podcasts: 'Shopify Masters' and 'Entrepreneurs Exposed'.

[Book a Call](#)

### Why Subscription Scale?

Scaling a subscription or membership business can be overwhelming. It's hard to know how to develop a clear strategy, while making sense of which systems, tools, and resources are most cost effective and useful. To address these points, we've built the most exclusive community of experts and leaders like you to help navigate this puzzle, so you can scale your subscription model fast, and get on a path to recurring revenue and financial freedom.

### Program Overview

**Live workshops** to provide you with practical knowledge and skills, addressing current challenges and questions in real-time.

**Expert guidance** from Adam Levinter on key subscription and membership model best practices.

**Real-time access** to the 'Subscription Scale' Slack community for consistent interaction.

A copy of Adam's book, 'The Subscription Boom' with hundreds of subscription use cases, from Amazon to Netflix and beyond.

### Subscription Scale is for business owners looking for:

- ✓ **Greater Control**  
Learn the tools, tips, and best practices to effectively grow your business.
- ✓ **Expert Advice**  
Join our weekly, live discussions with industry experts and entrepreneurs.
- ✓ **Financial Freedom**  
Empower yourself to achieve financial freedom using subscription as a strategy.
- ✓ **Minimal Commitment, Maximum Rewards!**  
Access the advice you need, on your own schedule, with our flexible membership policy.

Mentioned In:

The New York Times Forbes The Washington Post AXIOS

**You're in good company.**  
Some of our clients and partners

SleepCountry BAIN & COMPANY SUBTA HAIRCLUB shopify

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## BRAND ELEVATION THE CLIMB ROUTE

### 2033 • IMPACT

**Brand:** Global Change Agent for Positive Change  
**Team:** 55+  
**Clients:** Multinational  
**Services:** Strategy, Culture, Change  
**Programs:** Company impact programs  
**Revenue:** \$44M  
**Tagline:** The leader in elevating meaning at work and realizing positive changes in the way we work.

### 2024-2025 • CLARITY

**Brand:** Clarify positioning and messaging. Nationally recognized brand, global capacity to support clients, account growth, client acquisition beyond 2nd connections.  
**Team:** ~10 ppl + global advisory network  
**Clients:** Mid-Fortune 100 but focus on mid-market.  
**Service Model Refinement:**

- Clarify offerings / website
- Increase ACV (Average contract value)
- Increase Referral %
- Nurture partner channels

**Programs:**

- Consistent social presence
- Enhance LMS

**Revenue:** \$5M

### 2018 • EMBARK

**Senscient** founded Concinnity  
**Team:** ~3 ppl  
**Clients:** Emerging Markets - Mid Size  
**Services:** Consulting: Change Mgt., Operations, and investor preparedness  
**Programs:** Launched podcast  
**Revenue:** Grew to \$500K by 2021

### 2023 • PIVOT

**Brand:** Rebrand to Senscient  
**Team:** ~6 ppl + advisor network  
**Clients:** mid-size and won over 3 Fortune 100s  
**Service Model Expansion:**

- Acquired Culturology
- Expanded Proprietary IP
- Developed assessments and learning courses
- Launched & Sold LMS Platform
- Developed marketing strategy

**Programs:**

- New marketing
- CRM launch & first email marketing campaigns

**Revenue:** \$1M

### 3HAG: 2027 • SCALE

**Brand:** Go-to brand recognition for Change & Culture. Adjacent BCG, McKinsey, Bain, etc.  
**Team:** 10+ ppl + global advisory network (referring business)  
**Clients:** Consulting: Values Aligned Purpose-driver Leaders (C-Suite or Key Influencers)  
**Service Model Evolution:**

- Certifications
- ARR 10% from LMS
- Strategy - Culture - Change

**Programs**

- Book publications (JNA)
- Regular publications / speaking engagements
- Women youth leader program

**Revenue:** \$10M

**YOU ARE HERE**

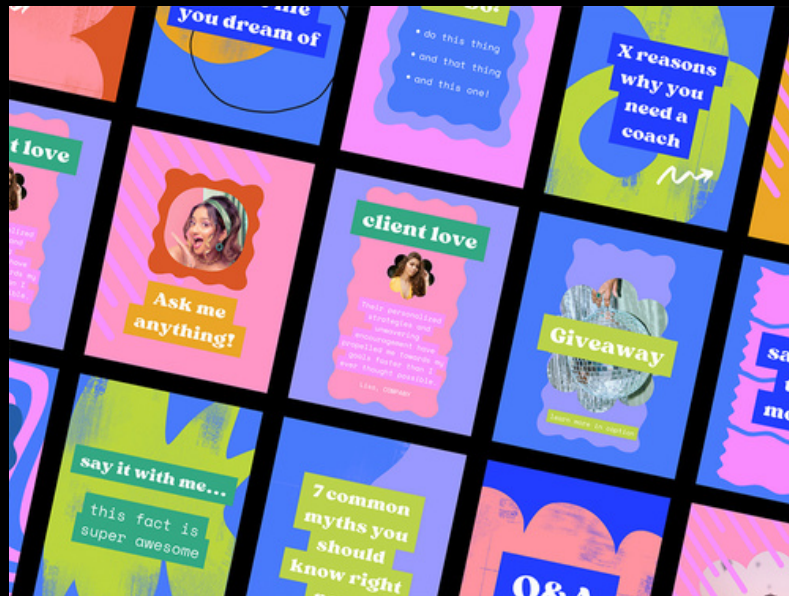
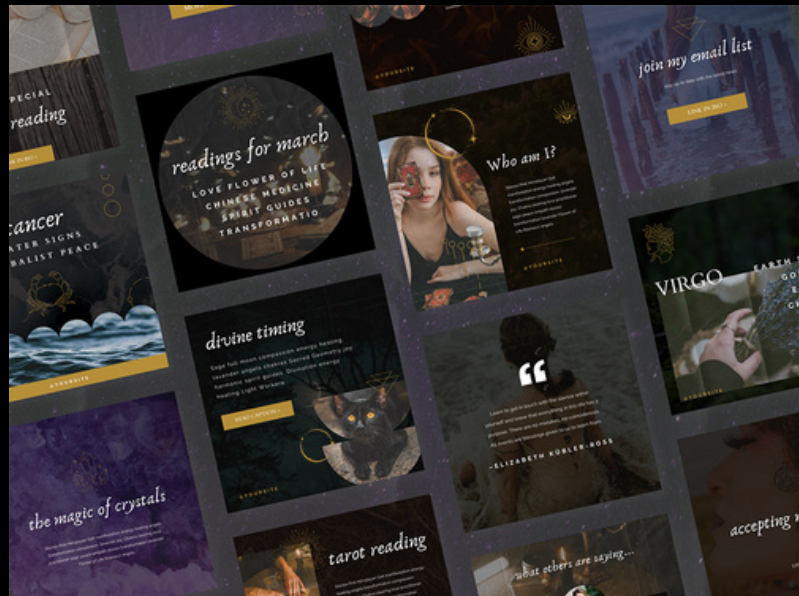
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## WEB BANNERS


Google and social media banners, using Photoshop and Canva




EXPERIENCE  THE NEW BUICK  
PRESIDENTS DAY EVENT

**BUICK ENCLAVE**  
**\$5,000 CASH BACK**  
ON SELECT VEHICLES IN STOCK THE LONGEST.\*

[VIEW ALL OFFERS](#)



 EXCELLENCE MOTORS

**GMC**  
PRESIDENTS DAY  
EVENT


2015 SIERRA 1500

**0% APR**  
— FOR —  
**5 YEARS**  
FOR QUALIFIED BUYERS\*


[LEARN MORE](#)




EXCELLENCE MOTORS

EXPERIENCE  THE NEW BUICK  
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**GMC** PRESIDENTS DAY EVENT

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FOR QUALIFIED BUYERS\*



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**GMC** PRESIDENTS DAY EVENT

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EXPERIENCE  THE NEW BUICK  
PRESIDENTS DAY EVENT

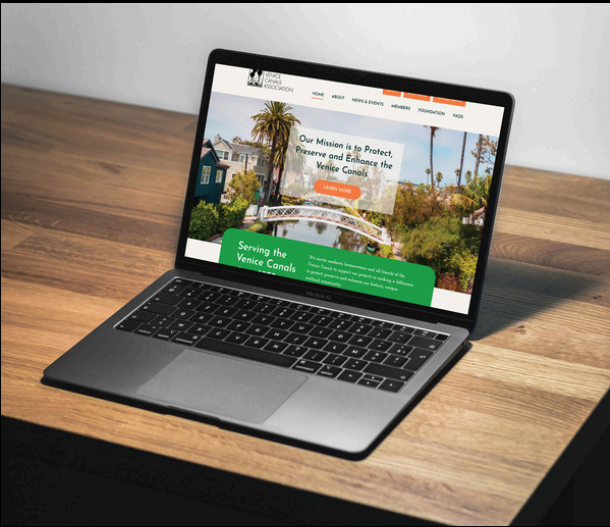
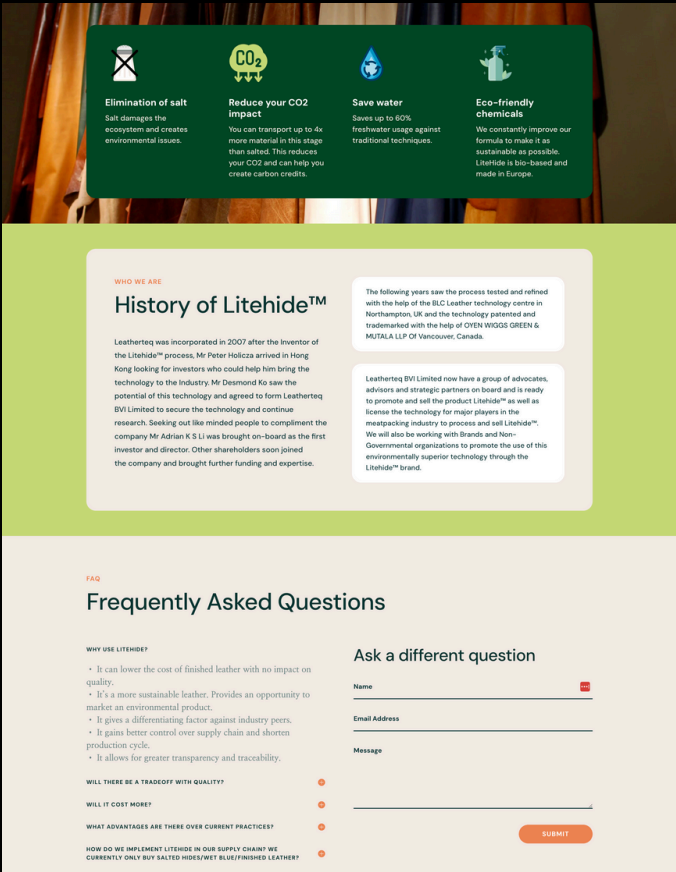
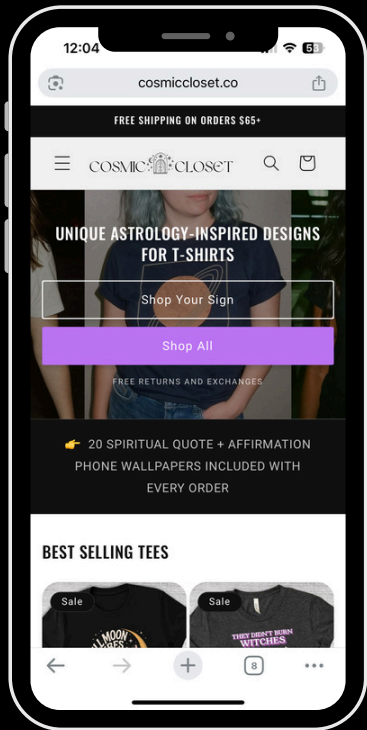
**BUICK ENCLAVE**  
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 EXCELLENCE MOTORS [VIEW ALL OFFERS](#)

# WEB DESIGN

I have experience building websites in Wordpress, Shopify and Showit. As well as creating mockups in Figma.





“

Kim is an outstanding designer, incredibly professional and easy to work with! As a creative director with over 20 years of experience, I've worked with many designers, and all I can say is that Kim is one of the best: she is very creative as well as detail-oriented, a pleasure to work with, a great communicator, and I enthusiastically recommend her for your projects.

**Alison Bradley** | Wacky Puppy Design

“

Kim was conscious of my needs from the very start and took the time to understand my brand and its values. Kim then put together a stunning logo and color scheme that perfectly captured the essence of my brand.

Not only was Kim incredibly talented, but Kim was also lovely to work with. Kim was always available to answer my questions and was willing to make changes until I was completely satisfied with the final product.

**Megan Bailey** | Shed and Shift

[Read more reviews on my UpWork profile.](#)

# WORK *WITH ME*



WEB

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[kim@fontregard.com](mailto:kim@fontregard.com)

