



LPcreations

VISUAL MARKETING

medical + corporate + government



ONE-OF-A-KIND VISUAL PRODUCTS

Corporate Identity: Logos & Branding
Creative Visual Marketing Campaigns
3D Virtual Graphic Environments
Product Proposals & Presentations
Graphic Educational Models
Brochures & Posters
Trade Show Displays
Marketing Collateral
Custom Client-Based Photography
Teaching & Class Instruction
Printing and Procurement Services

NAICS CODES AND SERVICES

| | |
|--------|-------------------------------|
| 541430 | GRAPHIC DESIGN SERVICES |
| 541613 | MARKETING CONSULTING SERVICES |
| 541921 | PHOTOGRAPHY STUDIOS, PORTRAIT |
| 541922 | COMMERCIAL PHOTOGRAPHY |
| 611610 | FINE ARTS SCHOOLS |
| 611710 | EDUCATIONAL SUPPORT SERVICES |
| 711510 | INDEPENDENT ARTISTS |
| 812921 | PHOTOFINISHING LABORATORIES |

DUNS # 080020934 CAGE # 7GV59

LINSEY PIZZULO, MFA, CEO

Phone: 301.859.4937

Website: lpcreations.org

Government Website: lpcreations.us

Email: info@lpcreations.org

LPcreations LLC IS A CERTIFIED WOMAN OWNED

SMALL BUSINESS headquartered in the DC metro area.

Our company offers critically focused specialties that have been successfully practiced in the medical, corporate, and government industries for over six years. LPcreations designs the whole visual story and builds exciting and effective creative foundations for new ventures, pre-existing companies, and contract vehicles.

MISSION AND OBJECTIVES

By creating one-of-a-kind imagery through skilled fine art expertise, LPcreations designs tailor-made products that portray clients' unique stories.

These custom products play vital roles in helping achieve targeted marketing and business objectives in specialized industries. LPcreations strives to bring sincere dedication and high-level tailor-made deliverables to every organization.

NOTABLE PREVIOUS AND ONGOING CLIENTS

National Intrepid Center of Excellence

Surgeon General of the Navy

Med-Label Inc.

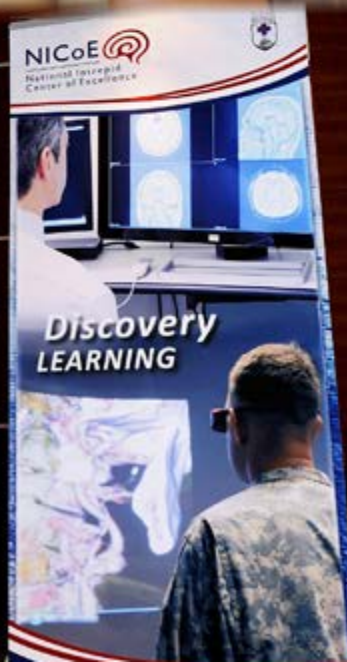
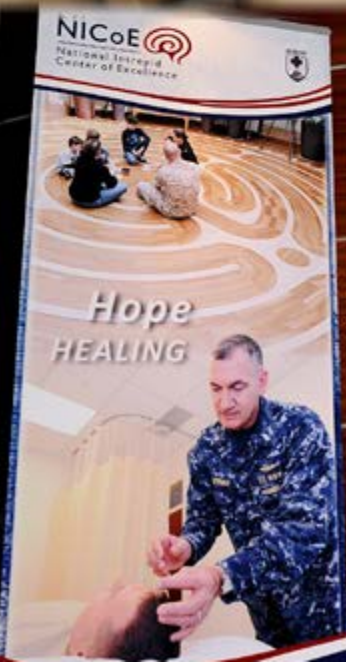


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PORTFOLIO EXCERPTS:

View Full Portfolio at www.lpcreations.org

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AT A GLANCE

LPcreations LLC is a Certified Woman Owned Small Business headquartered DC metro area, and was established in May of 2007 by Linsey Pizzulo. LPcreations offers a wide array of talents ranging from fine arts and photography to high-level design, and skills that span a variety of other disciplines including communications, science, writing, language and history.

Ms. Pizzulo holds a terminal Master of Fine Arts degree from Boston University. Her high-level talent and training has contributed to her refined ability to utilize multiple skillsets when creating one-of-a-kind marketing pieces for the medical, corporate, government and contracting arenas. Clients of LPcreations span a wide spectrum of diversities with niche specialties that require unique visual marketing products to accomplish short and long-term growth.

BACKGROUND

Linsey M. Pizzulo - Linsey completed her Bachelor of Fine Arts Degree in 2002 from Boston University. In the spring of 2008, she attained her graduate degree and graduated Magna Cum Laude from Boston University with a Master of Fine Art degree in Design. Her MFA degree is the terminal degree for her field which allows her to teach at collegiate level.

In 2010, Linsey Pizzulo accepted a government sub-contracting position with a new a new state-of-the-art installation which was being created to support the growing need to understand Traumatic Brain Injury within the Military Health System. This new institute named NICoE (National Intrepid Center of Excellence), was built onsite at the Walter Reed National Military Medical Center, for service members suffering from Traumatic Brain Injury.

Linsey forged the visual foundations and marketing cornerstones necessary for NICoE's story to be told. She created branding, visual marketing campaigns, photography, 3D virtual graphics and environments, and was responsible for procuring the products after designing them. She worked across directorates and disciplines at the NICoE to develop a large variety of visual products. In addition, she also created a foundation for NICoE's healing art program and formally instructed patients with TBI in montage painting classes.

One of Linsey's most rewarding career achievements was the design and procurement of the illustrious NICoE (Admirals) Coin in 2011. This prestigious honor was awarded to her three years later as acknowledgement for her creative achievements at NICoE.

Linsey is notable for delivering exceptional communication skills, verbal and written; and she is often recognized for a high-energy, yet balanced, communication style. She "connects" with doctors, senior executives and military flag officers. Linsey is well known for being highly skilled at creating tailor-made products based on the specific and demanding client needs. She has often been referred to as the ultimate "Creative Guru", having an ability to execute last minute executive decisions under challenging time parameters. Linsey Pizzulo through LPcreations is highly recommended to bring sincere dedication and high-level tailor-made deliverables to any organization.



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TESTIMONIALS:

NICoE TESTIMONIAL MOVIE CLIP

The following movie clip was shot at the NICoE farewell ceremony held on 7/29/15.

www.lpcreations.org/nicoeceremony.mp4

“Linsey is an extremely creative, passionate and quality-conscious professional, dedicated to giving her clients the best she has to offer,” said Joseph M. Land, Sr., Program Manager. “It has been an incredible pleasure to be her manager. She has my highest recommendation as a graphic designer, educator and creative supervisor.”

JOSEPH M. LAND, SR. - 5/1/2015

President, Liberty Communications, LLC

“I recruited Linsey to work with me at the National Intrepid Center of Excellence (NICoE) as our resident graphic artist and creative designer in the Education and Training Directorate. She is exceptionally competent, conscientious and creative. She handles all aspects of assignments, assessing and attending to client needs and interests, attending to details from design to production, and producing deliverables on time. She always met or exceeded expectations. After I left the NICoE, Linsey continued to serve in supporting Strategic Communications and all other directorates and functions of the Center as chief creative consultant and designer. She has been a valuable asset and comes highly recommended.”

DR. ROBIN HARVAN - 6/22/2013

“Linsey,

I just wanted to take a moment to thank you for all of your dedicated hard work on the posters for our staff. The posters were top notch. I know it takes a lot of work to get things so perfect. We are so lucky to have you on our team.”

SARAH KASS, CAPT, USN - 4/22/2013

“Dear Linsey,

It has been such a pleasure working with you and even better getting to know you! You are such a talented artist and NICoE is so lucky to have you. Everything you do is beautiful!”

KAREN LIVORNESE, CDR, USN - 4/15/2015

“Hi Linsey,

Wow! Five years at NICoE. The professional portraits you took of me landed me a part on House of Cards as a Supreme Court Justice. However, I had a conflict so they cast me in a different role that had high visibility. Thank you so very much!”

MICHAEL WALKER - 4/6/2015

17 August 2015

To Whom it may Concern,

I am writing a letter of enthusiastic support and heartfelt appreciation for Ms. Linsey Pizzulo, an outstanding Graphic Arts Designer, and a terrific person, with whom I've had the pleasure of working alongside for over two years as Department Chief, and now the Director for the National Intrepid Center of Excellence (NICoE) at Walter Reed National Military Medical Center (WRNMMC), Bethesda Maryland.

Although a contractor, Ms. Pizzulo has actually worked at the NICoE in a full-time capacity since early 2010, before the facility even opened its doors for patient care. She originated the initial branding and marketing projects for this brand new organization. She has also been instrumental in helping to retain the focus of the NICoE program towards the pleasing and soothing aesthetic which is so important for our patients who come here, many suffering from Psychological Health (PH) concerns in addition to Traumatic Brain Injury (TBI). Additionally, Ms. Pizzulo continued to set new standards in her design work through the years, as exciting and innovative techniques for branding and marketing of this very unique and cutting edge clinical research institute kept evolving.

As part of the NICoE Outreach Program, Ms. Pizzulo created graphics and banners used during presentations at national meetings. She was instrumental in creating the templates and logos used in both internal and external messaging. She provided the graphic expertise necessary to stake a claim in the huge electronic media universe; her designs from over five years ago still as fresh and informative now as when initially unveiled. Extending beyond just print and electronic media, Ms. Pizzulo was also the designer of the NICoE "Command Coin," a military tradition usually reserved for senior ranking officers and institutions due to their complexity and need for outsourcing of the work. In this case, being developed "in house" resulted in significant cost savings and significant input from staff and patients. One of my proudest moments as a Director is when I can share a coin with an employee or guest as a token of friendship and appreciation. It was truly wonderful for me to have the honor of presenting Ms. Pizzulo a NICoE coin upon her departure, and for her to tell me "I designed that coin!"

Ms. Pizzulo will be greatly missed. There was not an event or ceremony at our facility that was not documented with professional quality visual images. I am reminded of that now when the smart-phones come out during important moments these days; nothing compares with Ms. Pizzulo's images and attention to aesthetic detail!

In summary, I would strongly recommend Ms. Linsey Pizzulo to anyone, whether public or private, small government facility or large agency, medical or otherwise commercial organization or professional endeavor. Her wealth of experience, both working at NICoE as well as at numerous other organizations highlighted in her "LPCreations Portfolio" makes her extremely good at what she does and a true asset to any team.

With Regards,



Walter M. Greenhalgh MD
Captain, Medical Corps, United States Navy

EDUCATION

- **Master of Fine Arts (MFA) Graphic Design (Terminal Degree)**
Boston University, Boston, Massachusetts
September 2006 - May 2008
Magna Cum Laude
Grade Point Average: 3.88/4.0
- **Bachelor of Fine Arts (BFA) Graphic Design with Fine Arts concentration**
Boston University, Boston, Massachusetts
September 2003 - May 2006
Minor: Art History
Magna Cum Laude
Grade Point Average: 3.5/4.0

LONG-TERM CLIENT EXPERIENCE:

CLIENT:
NATIONAL INTREPID CENTER OF EXCELLENCE
Bethesda, MD

- **Creative Specialist**
3/1/2010 to 7/31/15

NICoE MOVIE OVERVIEW

For an overview of the broad scope of work created for this client, please view the short movie.

CLICK BELOW

lpcreations.org/nicoevideo.mp4



www.lpcreations.org

SKILLS AND PROJECT ACCOMPLISHMENTS: NICoE OVERVIEW

Overarching corporate visual development and campaigns, large scale branding and product development, specialized CTD Development (CAREN Technological Design) graphic design, photography, fine art and teaching

DESIGN

- Designed official NICoE Logo
- Designed official NICoE Coin; a meritorious military award given to staff for exemplary service
- Created Official Branding Guide
- Created and maintain NICoE official branding
- Designed the NICoE Patient Notebook
- Created NICoE 2D Patient Maps
- Created NICoE 3D virtual rotating building
- Created 2 NICoE exhibition displays
- Created 2 NICoE exhibition banner displays
- Design posters, flyers, banners, brochures, programs, and marketing material for education, clinical, research and public affairs directorates
- Design, coordinate and oversee production of all NICoE research posters
- Maintain and update NICoE Research Display
- Design research presentations
- Design official NICoE business cards and all individualized staff templates for staff members
- Design official Public Affairs marketing material (including graphic models)
- Created NICoE Interdisciplinary Graphic and the new Patient Centric Model
- Design the accepted template for current NICoE 1.0 website
- Design new web template for the NICoE 2.0 website
- Photograph thousands of photos for articles, NICoE ceremonies, events, portraits, and staged shots
- Create organize and maintain NICoE Photo Library
- Provide web team with graphics, mastheads and all current photographic content
- Provide creative services across all directorates at NICoE to support NICoE mission

Reference slides 2- 24 at www.lpcreations.org/visualmarketing

PHOTOGRAPHY

- Photograph all NICoE events and specific photographic requests
- Photograph retirement and promotion ceremonies
- Photograph content for publications and articles
- Photograph content for website usage
- Photograph year round holiday events and activities
- Photograph requested distinguished visitor tours
- Photograph rooms, layouts, and medical equipment
- Photograph custom requests
- Upload photos and maintain NICoE Photo Library for archival usage

Reference slides 2- 25 at www.lpcreations.org/lphotography



CAREN - COMPUTER ASSISTED REHABILITATION ENVIRONMENT

Specialized CTD Development (CAREN Technological Design)

- The CAREN is a state of the art virtual reality environment system that is used for research and clinical diagnosis of patients with Traumatic Brain Injury at the NICOE

- Modify and create new graphics to complete the NICOE CAREN park environment
This application is used to assess and diagnose balance and vision problems in patients
- Develop all graphics for CAREN supermarket virtual environment
This application allows the CAREN to be used in a revolutionary way by allowing free range exploration of a virtual environment. Patient is able to make cognitive choices by making personal selections and feedback is acquired from patient's cognitive functions regarding those selections.
- Work collaboratively to develop new virtual environments and 3D graphics for CAREN system
- Collaborate with CAREN teams at NICOE, Walter Reed and Naval Health Research Center in San Diego
- Discuss project objectives and helps to define project parameters
- Meet regularly to discuss progress and provide/gather feedback
- Set appropriate deadlines that result in timely and efficient deliveries
- Act as a liaison to other DoD CAREN sites and interested collaborators to develop virtual environments
- Provide specifications about graphic and software requirements
- Discuss system limitations and develop graphic based solutions
- Generate graphics and virtual environments that are compatible with the CAREN software

Reference slides 12- 14 at www.lpcreations.org/visualmarketing

TEACHING AND ARTISTIC INSTRUCTION

- Developed the visual foundation for the Healing Arts Program at NICOE resulting in reduced symptoms and holistic treatment sessions for patients with TBI
- Introduced montage painting into the 2-week patient wellness program curriculum
- Taught montage painting sessions to patients with Traumatic Brain Injury
- Met with worked with patients one-on-one for additional instruction after classes fine art and design

SHORT-TERM PROJECT EXPERIENCE

CLIENT: MASLOW MEDIA GROUP, BETHESDA MD

- **Creative Designer**
01/2014 - 03/2014
- Designed visual branding campaign from one of a kind custom photography and painting compositions
- Designed custom montage masthead and subsequent branding pieces

Reference slide 29 at www.lpcreations.org/visualmarketing

CLIENT: PLAYERLEAK, ROCKVILLE MD

- **Creative Designer**
06/2014 - 08/2014
- Shot custom photography for new social media sport application
- Designed web application splash page and main frame web page

Reference slide 28 at www.lpcreations.org/visualmarketing



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CLIENT: SURGEON GENERAL OF THE NAVY, WASHINGTON D.C.

- **Creative Designer**

03/2013 - 06/2013

- Designed Hand Transplant Brochure with custom painted compositions
- Created educational models detailing hand transplant procedure

Reference slide 26 at www.lpcreations.org/visualmarketing

CLIENT: RAH CONSULTING, FLANDERS, NJ

- **Creative Designer**

11/2009 - 01/2010

- Designed recommendation report for the US Department of Defense, Future NICOE Education Directorate
- Presented mockups of report designs and completed final printing of report

Reference slides 13 -14 at www.lpcreations.org/media

CLIENT: WESTPORT CORPORATION, PINEBROOK NJ

- **Creative Designer and Photographer**

03/2009 - 05/2009

- Shot product photography of wallets, handbags, purses and displays
- Retouched and pathed photos of product photography
- Constructed comprehensive layouts for new product lines and displays
- Designed catalog page layouts
- Created package designs for new mens leather wallet line.
- Hand crafted and mounted items for comprehensive displays
- Completed projects in timely fashion meeting fast paced deadlines

Reference slides 1 - 5 at www.lpcreations.org/media

CLIENT: FRENKEL BENEFITS, NEW YORK, NY

- **Creative Designer and Photographer**

02/2009 - 05/2009

- Developed new creative concepts for health campaigns.
- Shot action and still life photographs
- Created photo montage compositions
- Designed mastheads, flyers posters and postcards for 2009-2010 health campaigns
- Retouched photographs
- Presented campaign imagery to client
- Designed page layouts
- Uploaded and organized work on the FTP server
- Completed projects in timely fashion meeting fast paced deadlines

Reference slides 30-36 at www.lpcreations.org/visualmarketing



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CLIENT: FRED ASTAIRE DANCE STUDIOS, NJ FRANCHISE

- **Creative Designer**

09/2008 - 09/2009

- Designed program and layout for In the Heights dance exhibition
- Designed banner and poster for In the Heights dance exhibition
- Designed entire program and layout for Jersey Boys dance exhibition
- Designed poster and flyers for Jersey Boys dance exhibition
- Designed Dancing Like the Stars exhibition invitation for Smile Forever Foundation
- Presented mockups of pamphlets and programs for subsequent shows

Reference slide 15 at www.lpcreations.org/media

CLIENT: ST PAUL INSIDE THE WALLS, MADISON NJ

- **Creative Designer**

11/2009 - 01/2010

- Designed CD cover for young adult Christian albumn
- Designed poster for young adult Christian albumn
- Completed projects in timely fashion meeting fast paced deadlines

Reference slide 16 at www.lpcreations.org/media

CLIENT: DOVE CHOCOLATE DISCOVERIES, MOUNT ARLINGTON, NJ

- **Creative Designer and Illustrator**

02/2009 - 04/2009

- Designed posters, flyers, agendas, schedules, and ID tags for annual sales meeting
- Updated sections of company website
- Created hand drawn illustrations for cookie cutter tools
- Worked with printers to proof print material for production
- Completed projects in timely fashion and met fast paced deadlines

Reference slide 17 at www.lpcreations.org/media

CLIENT: MED-LABEL INC., FLANDERS, NJ

- **Creative Designer**

09/2007 - 11/2013

- Designed labels for medical sterilization
- Designed logo for company
- Designed stationary monthly flyers and pamphlets
- Completion of projects in timely fashion meeting fast paced deadlines

Reference slide 18 at www.lpcreations.org/media

CLIENT: IN BUONA SALUTE MAGAZINE, EL DORADO HILLS, CA

- **Creative Designer**

06/2008 - 08/2008

- Designed magazine spreads for multiple issues of magazine
- Designed layouts and promotional flyers
- Uploaded layouts to FTP server

Reference slide 16 at www.lpcreations.org/media



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CLIENT: NARLA NEWS, QUEENSLAND AUSTRALIA

- **Creative Designer**

05/2007 - 08/2007

- Designed marketing collateral
- Designed monthly newsletter for Narla News
- Created hand-drawn illustrations for newsletter and website

CLIENT: ST DAVID'S SCHOOL, NEW YORK, NY

- **Portrait Photographer**

09/2009 - 05/2009

- Photographed 8th grade class portraits
- Performed photo editing and adjustments of portraits
- Photographed 8th grade graduation party hosted by St. Davids
- Performed photo editing and adjustments of shots taken

Reference slide 43 - 44 at www.lpcreations.org/media

CLIENT: SAIL CARIBBEAN, BRITISH VIRGIN ISLANDS

- **Travel Photographer**

06/2007 - 08/2007

- Photographed Sail Caribbean's summer programs for brochures, calendar and website usage
- Photographed students on programs in ecological, recreational, habitational and collaborative settings
- Lived aboard sailboats with students enrolled on various programs
- Served 24 hour a day role as a counselor in addition to photographic responsibilities
- Managed and organized photos on daily basis
- Photographed candid, posed, scenic, and action photographic shots

Reference slides 41 - 59 at www.lpcreations.org/lphotography

CLIENT: NORTHEAST EDITING INC., JENKINS TOWNSHIP, PA

- **Illustrator**

05/2009-07/2009

- Created 50 line drawn illustrations to be used for childrens' educational testing booklets
- Scanned drawings digitally and formatted correctly to size and proportions needed
- Completed illustrations in timely fashion meeting fast paced deadlines

Reference slide 45 - 50 at www.lpcreations.org/media



LANGUAGE, COMMUNICATION, AND COMPUTER SKILLS

WRITING SKILLS

- Creative Writing
- Thesis Documentation Writing
- Advanced Research Paper Development and Writing

LANGUAGE SKILLS

- English - Fluent - reading writing and speaking
- Italian - Advanced - reading, writing and speaking
- Spanish - Conversational - reading, writing, and speaking

OPERATING SYSTEMS

- Mac OSX - Windows XP

SOFTWARE

- | | |
|------------------------|-------------------|
| - Adobe Creative Suite | - Dreamweaver |
| - Adobe Illustrator | - Microsoft Word |
| - Adobe ImageReady | - PowerPoint |
| - Adobe InDesign | - Quark |
| - Adobe Photoshop | - Google Sketchup |
| - Coral Draw | - iMovie |
| - MAYA | - 3D Sweet Home |

TRAINING SUBJECTS

Linsey has led specialized training and classes in the following disciplines:

- Graphic Design
- Fine Art - Painting Drawing, Sculpting, Printmaking
- Photography
- Corporate Design Education: The Do's and Don'ts of Design in the Business World
- Visual Communication and Marketing
- Art History



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AWARDS:



On July 23, 2015, Linsey Pizzulo was awarded the NICoE Coin by CAPT Greenhalgh in recognition of the creative foundational contributions she has made to the National Intrepid Center of Excellence