

# DEREK CLAUSSEN

The examples in this portfolio are a visual representation of only a fraction of the projects I've had influence on. As a servant leader, I've been hands-on/hands-off, in board rooms, implemented software systems and been a part of almost every aspect of business operations. In these places, I've proven my ability to build and guide high-performing creative teams, drive cohesive brand and content strategies, and deliver impactful, people-centered marketing solutions that elevate both team culture and business outcomes. Let's talk.



THESE ICONS INDICATE  
SPECIFIC REQUIREMENTS  
FOR EACH PROJECT



PROJECT DETAILS INCLUDE  
WHICH TEAMS WERE PART OF  
THE COLLABORATIVE EFFORTS

CALL ME



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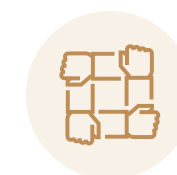
## CAMPAIGN

# MEMBERSHIP ACQUISITION, RETENTION & REINSTATEMENT

Designed and art directed a new membership campaign targeting both prospective and existing customers. This was in conjunction with a new membership pricing model that was to be announced. During the project, I collaborated cross-functionally to develop strategic concepts and cohesive visual executions. I also led the work through creative review, incorporating stakeholder feedback to ensure alignment with business objectives. Finally, I presented final designs to marketing managers and senior leadership, securing approval for launch across multiple customer touchpoints.



STRATEGY



COLLABORATION



DESIGN



PRESENTATION

## TEAMS INVOLVED

Content Strategy  
Creative Services  
Customer Engagement

Leadership  
Marketing

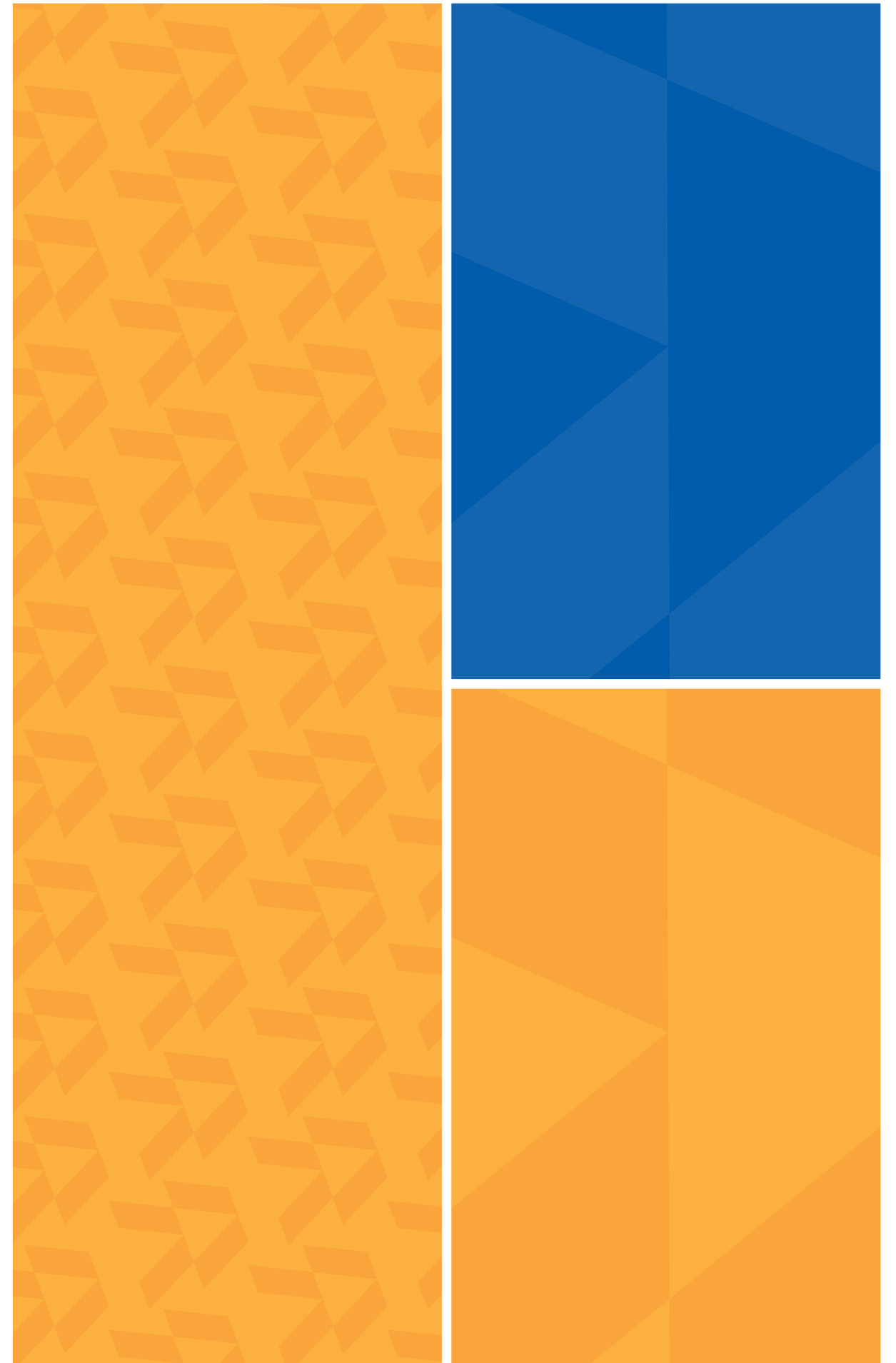
# Your Life's Work

*is Our Sole Mission*

Join the RSNA  
*Community*



RSNA®





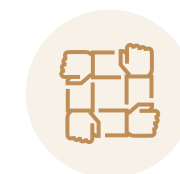
## CAMPAIGN

# MEMBERSHIP ACQUISITION, RETENTION & REINSTATEMENT

Led the design and art direction of a subsequent membership campaign centered on the phrase, “Driven by Purpose”, introducing a refreshed visual language and messaging framework. Developed original graphic assets to articulate the new direction and ensured consistency across touchpoints. Collaborated cross-functionally and guided the work through creative reviews, presenting refined solutions to marketing stakeholders and leadership for alignment and approval. Final assets included new typefaces, color palette, graphic components and imagery.



STRATEGY



COLLABORATION



FRESH DESIGN

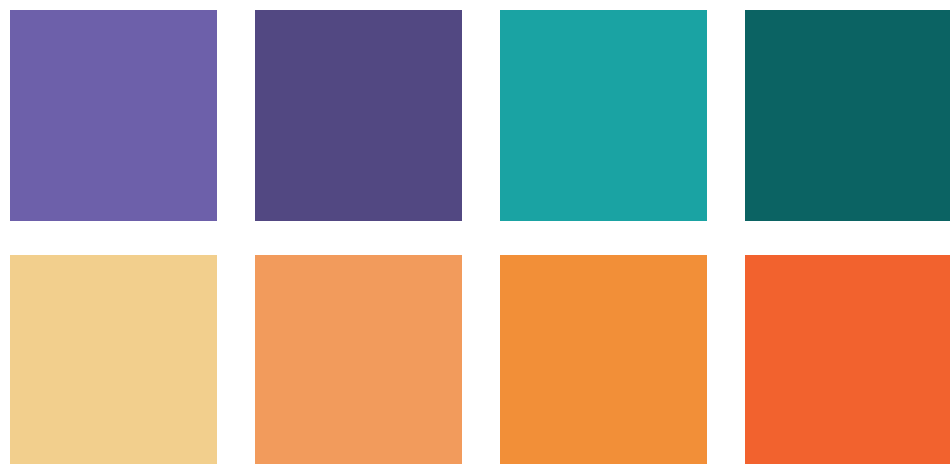


PRESENTATION

## TEAMS INVOLVED

Content Strategy  
Creative Services  
Customer Engagement

Leadership  
Marketing



**DRIVEN *BY*  
PURPOSE**



**RSNA<sup>®</sup>**

*Together, We Are Radiology*

**JOIN TODAY**



**RSNA<sup>®</sup>**

**DRIVEN *BY*  
PURPOSE**

*Together, We Are Radiology*

**JOIN TODAY**



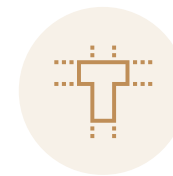
## BRANDING

# AASM SLEEP™

Led the design and art direction of AASM Sleep™, a telemedicine platform developed by the American Academy of Sleep Medicine (AASM) to enhance patient access to sleep medicine services. It featured a full design system, web design and graphic component development for a public-facing application. The platform included tools for sleep tracking, questionnaires, and integrated with Fitbit sleep data, ensuring comprehensive care for sleep disorders. All visual components were uniquely created and displayed through print, web and experiential.



MARKET  
RESEARCH



LOGO  
DESIGN



PROJECT  
MANAGEMENT



WEB  
DESIGN

## TEAMS INVOLVED

Information Technology  
Leadership  
Marketing  
Subject Matter Experts

### CLEAR SPACE

The clear space for the horizontal and vertical logos differs slightly.

#### HORIZONTAL

The clear space for the horizontal logo is the distance between the rightmost edge of the icon and the leftmost edge of the 'S'. This distance, perfectly square and solid white, should surround all four sides of the logo whenever it is used, as shown.

#### VERTICAL

The clear space for the vertical logo is the width of the 'e'. This distance, perfectly square and solid white, should surround all four sides of the logo whenever it is used, as shown.

*The clear space shown applies to all color variations of both the horizontal and vertical logos, as detailed on the following page.*



### ICON-AS-LOGO

In certain applications, it is necessary to remove the wordmark and use the icon only. **EXAMPLES**

#### INCLUDE

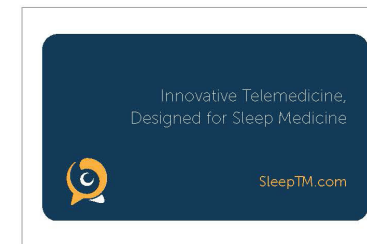
- Potential app icon
- The favicon of the website
- Social media profile photos
- Designs where space is limited (*web ads, email headers, PowerPoint slides, business cards, etc.*)
- Watermarks
- Exhibit Signage



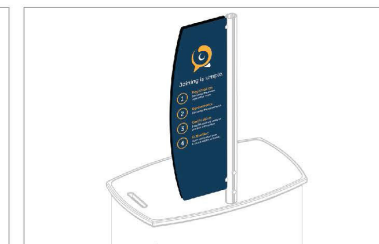
Potential App Icons



Social Media



Business Cards



Signage

### COLOR USAGE

To maintain a consistent brand, it is beneficial to know the ways in which AASM SleepTM colors are typically paired with one another. For example, white may be the primary color, with all shades of blue, yellow, and gray equally used throughout. Other times, the background may be dark blue and the text will be bright white or bold yellow. This look is very impactful.

*On occasion, it may be necessary to completely "break the mold" and use color in a new way. Do this sparingly. Be sure to accompany these types of color choices with reasoning as to why they specifically benefit a project.*



*If using a solid orange background in a design, all artwork placed on that background should be white.*



### ICON LIBRARY

#### MODERN, BOLD, FLAT

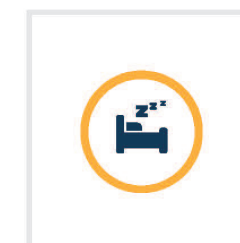
This icon library has three components. The circle stroke, the icon itself and a small detail to symbolize a shine or light—on left side of icons.

Combined, these icons will add another layer of creativity to simple copy and call-outs. Used throughout design for print and web will create consistency and reinforce AASM SleepTM branding.

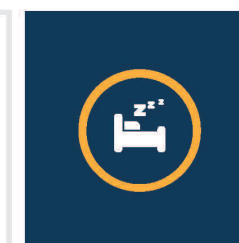
#### SLEEP TELEMEDICINE

While these icons represent a wide range of things, emphasis is placed on communicating ideas related to sleep medicine and telemedicine.

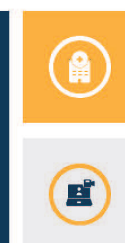
*Being the niche and new field that sleep telemedicine is, there will be situations where new icons must be created. Use your best judgment based on design, color, and space in examples given.*



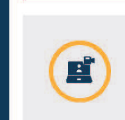
Correct usage on white:  
Orange circle, blue icon



Correct usage on branded blue:  
Orange circle, white icon



Correct usage on branded orange:  
White circle, white icon



In instance of gray background:  
Orange circle, orange icon, blue icon



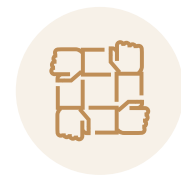
## INFOGRAPHICS

# RSNA NEWS

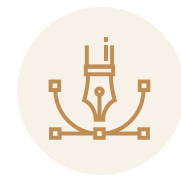
Designed and art directed a series of infographics for Radiological Society of North America's official publication—*RSNA News*, translating complex medical and AI-related topics into clear, visually engaging narratives. For example, I developed an infographic on mitigating bias in imaging AI, simplifying concepts such as dataset diversity, validation, and equitable outcomes into accessible visual frameworks for a clinical audience. All infographics required collaboration with the editorial team to ensure accuracy, clarity, and alignment with publication standards.



STATISTICS & DATA



COLLABORATION



VECTOR ILLUSTRATION



EDUCATION

## TEAMS INVOLVED

- Content Strategy
- Communications
- Creative Services



*Thank you for your patience, empathy, persistence, and attention to detail throughout this long process. Your positive attitude was unwavering, and it guided us gracefully through some pretty trying times.*

**We Promise to**

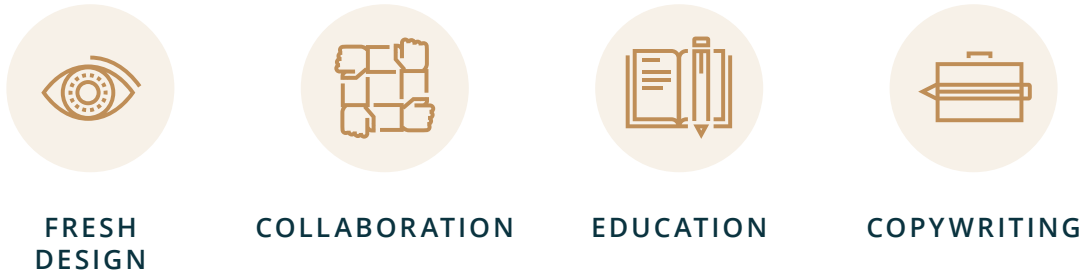
- Work as a team to ensure a smooth and transaction from start to finish
- Exceed expectations by being solution-based
- Make every effort to be proactive and limit stress
- Provide exceptional service by being honest, knowledgeable, understanding and attentive
- Give our clients such an outstanding experience they will always think of, and recommend, The Ristine Team to friends and family for any real estate need

RELATIONSHIPS | INTEGRITY | RESULTS

**COLLATERAL**

# KELLER WILLIAMS REALTY

Designed and art directed a comprehensive seller's guide for Keller Williams Realty, translating the home-selling process into a clear, engaging narrative. Developed custom layouts and original graphics to simplify key steps, market considerations, and best practices. Collaborated with stakeholders to ensure accuracy and brand alignment, delivering a polished brochure that supports agents in effectively communicating value to prospective sellers.



**OUR TEAM**

The Ristine Team believes in offering full service real estate to our clients. We have a dedicated team of professionals to assist you in every aspect of your real estate experience. Because of our full team of specialists, we have more time and resources to devote to you.

RISTINETEAM.COM | 630.665.1000

**KEY MARKET FACTORS**

The proper balance of these factors will expedite your sale.

- PRICE**  
Pricing your home properly from the start is the deciding factor on how long it will take to sell it.
- TIMING**  
Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.
- LOCATION**  
Location is the single most important factor in determining the value of your property.

RELATIONSHIPS | INTEGRITY | RESULTS

**CONTRACT TO CLOSE**

Contract Review	Inspections & Negotiation	Repairs & Appraisal	Resolution & Financ.
<b>Contract Acceptance</b>	<b>Quiet Period</b>	<b>Successful Closing</b>	
Legal Review: Property	Legal Review: Contract Compliance	Legal Review: Loan & Title	
5 business days	10 business days	10 calendar days	
30 Calendar Days			

*Jeff Ristine and his crew did a great job. Very thorough and fast!*

RISTINETEAM.COM | 630.665.1000

**TEAMS INVOLVED**

Ownership  
Subject Matter Experts



RSNA®

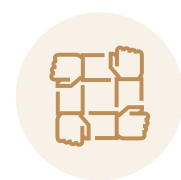
## EXPERIENTIAL

# RSNA ANNUAL MEETING REDESIGN

As the Art Director from RSNA, I got the opportunity to work with Sparks Marketing and in-house teammates to reinvision the annual meeting attendee experience. Over the course of 1.5 years, teams concepted and developed a design system and meeting experience that would reach over 40,000 annual attendees. The project examined materials, activations stations, learning experiences, educational opportunities and networking pods to name a few.



STRATEGY



COLLABORATION



FRESH DESIGN



PRESENTATION

### TEAMS INVOLVED

Corporate Relations  
Creative Services  
Sparks Marketing LLC.

Marketing  
Meetings

RSNA® AI Theater

WELCOME  
RSNA® CONN

RSNA® Discover

Discovery Theater

Discovery Theater  
NEXT SESSION  
RSNA 2023



RSNA®

RSNA®

