

Jill Applegate “Miss Jill”, GDCO

Chief Graphic Design Communication Officer: Brief Resumé

A publication designer, specializing in visual presentations of executive summaries.



Miss Jill has extensive experience in the financial world (Wall Street, etc.) and the world of communication-by-design (Marketing and Advertising).

In spite of her serious reading disability, Jill passed the New York State Regents. Her extraordinarily high Math scores carried the day.

After she graduated from college specializing in Mathematics, she did “puts” and “calls” for a Wall Street hedge fund using an adding machine and a yellow tablet. She must have done something right — her annual bonus was three times that of her predecessor and equal to more than half her salary. She was also Director of Personnel.

While in New York, she also worked for Merrill Lynch and on Madison Avenue for Carl Ally Advertising, when Carl Ally was the #2 trend-setting ad agency in the U.S. Wells Rich Greene was #1.

Miss Jill also spent a year with friends touring Europe and the USSR in a VW bus. She drove through Checkpoint Charlie, both directions.

She was Events Editor for the *Marin Independent Journal*, prior to opening her own publication design firm, The Creative Type.

The Creative Type has been in business for 32 years. Her clients ranged from The Tom Peters Group’s “employee training program” to designing and producing the game boards Clorox used in their 12-region national sales training program — SIERRA. Her primary client for over 10 years was Kaiser Medical Centers, Health Education.

Miss Jill designed and created the Visceptual Graphics and page layouts for Retrac.com.

Miss Jill is one of the few Visceptual Graphics specialists in the US. Her work helps management explain strategic concepts, which can get the left-brain-oriented moving and the right-brain-oriented up-to-speed.

Persuade	Inform	Educate	Inspire	Communicate
Business Plans & Proposals 	Catalogs & Booklets 	How-to Books 	Brochures & Invitations 	Presentation Aids
Text-dominant publication design that is expected to persuade the reader can be a challenge — the material needs to be presented in a pleasing manner with an intuitive progression to keep the reader interested and engaged in your message. Ease of understanding and assimilation reflect on your organization's competency. The Creative Type has been successfully designing new business proposals and business plans for over 15 years. Just recently, a CPA firm was once again awarded a large contract helped by our proposal layout.	Designing booklets cost-effectively requires an understanding of printing processes. The Creative Type designed Health Education booklets for Kaiser Permanente for over 12 years. They worked for five different Kaiser Medical Centers, met their budget target, and was responsible for overseeing the printing, bindery and delivery — ready for distribution. Per copy price was well below their competitors. Booklets ranged in size from 24–56 pages and 10,000–35,000 copies of each were produced.	How-to books are one of our specialties. The layout and design influences the readers' ability to read-and-do and be successful. The Creative Type has designed two better-sellers: <i>Gold Gold, How to Prospect for Gold!</i> and <i>Flyfishing: First Cast to First Fish</i> . To be successful, the cover design needs to stand out on bookstore shelves so that it is selected from a vast array of competing publications. <i>“Gold Gold”</i> has sold over 86,000 copies, and <i>“Flyfishing”</i> has sold over 54,000 copies.	Brochures & invitations are direct-response marketing tools that should inspire the reader to take action — immediately. Our experience has ranged from retail sales brochures to celebrity charity golf tournament invitations, including dinner and an auction. Our response factor on our direct-response marketing brochures has averaged four times industry standards, with a high of 44%. Our charity golf tournament invitations inspired a sell-out every year. There was even a waiting list to join in the fun!	In order to communicate effectively , presentation aids need to present the benefits of your concept quickly and easily. Our “Big Picture” Presentation graphics quickly show viewers how the components of the proposed strategy relate and inter-act with each other, and how they predictably produce the desired ROI. Our clients range from The Tom Peters Group’s “employee training program” to designing and producing the game boards Clorox used in their 12-region national sales training program.

Specialties of THE CREATIVE TYPE



A One-Room Schoolhouse

Building 21st Century Top-Tier Employment Perspectives and Intellectual Capabilities/Competencies that earn Degrees of Strategic Adaptability.

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“By failing to Prepare, you are preparing to fail.”
Ben Franklin