

# porterfolio inc.

Are you looking to improve how your brand communicates and competes? Porterfolio can help!

Porterfolio is the freelance company of award-winning graphic designer Carolyn Porter. For seventeen years Carolyn has helped clients large and small connect with their customers through high-quality print communications. Carolyn can help with graphic design, art direction, message development and information design – all backed up by expert production and thorough project management. Project types include:

- Books
- Display graphics
- Identity systems
- Product literature
- Brochures
- Event materials
- Technical collateral
- Publications

## BIOGRAPHY

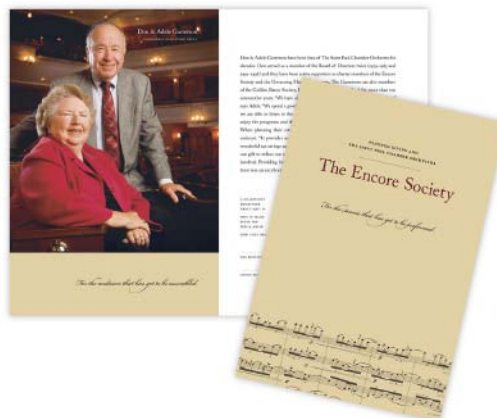
Carolyn graduated Summa Cum Laude from the University of Wisconsin-Stout with a B.A. in Graphic Design. She studied a semester at Middlesex University in London and over the years has continued her education with advanced specialty classes.

After returning from London, where she lived for nearly a year after college, Carolyn worked at a small graphic design firm, at a mid-sized advertising/design agency and as part of an in-house corporate design team. These environments exposed Carolyn to a wide variety of client and project types, which allowed her to hone the design, production and management skills needed to start her own successful business. Porterfolio was incorporated in 2001.

Carolyn takes great pride in providing thoughtful, intelligent solutions that connect with the target audience by combining emotional images, engaging copy, classic styling and custom design elements.



**GUIDEPOINT BROCHURE**  
Guidant Corporation



**ENCORE SOCIETY BROCHURE**  
The Saint Paul Chamber Orchestra

**PORTERFOLIO  
CLIENT LIST**

- Travelers Insurance
- St. Catherine University
- Hamline University
- Prime Mortgage
- The Saint Paul Chamber Orchestra
- White Bear Lake Area Historical Society
- The Business Bank
- Guidant Corporation (now Boston Scientific)
- California Society for Healthcare Risk Managers
- Residential Mortgage Group
- The Saint Paul Foundation
- A growing number of small business clients



**SALES KIT**  
Travelers Insurance

**IDENTITY  
AND MARKETING  
COLLATERAL**  
Prime Mortgage

**WHAT CLIENTS  
HAVE TO SAY**

“You are one of the most talented designers I have ever worked with and have made me look good to clients more times than I can count.”

“You are absolutely the most dedicated and reliable freelancer I’ve ever worked with.”

“Your level of expertise, project management skills, and customer service is superior to anyone I can ever remember working with.”

“We simply could not have accomplished the project without your creativity and responsiveness.”

“You’ve taken something that is incredibly complex, that few people can get their heads around and distilled it into the most beautifully designed piece. You nailed it.”

“Your help is always worth what we pay for it. I’m glad we found you.”

Learn more at [porterfolioinc.com](http://porterfolioinc.com)

**CONTACT**

Contact Porterfolio today to discuss how Carolyn can help your brand communicate and compete!

Carolyn Porter | Porterfolio, Inc.

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