

Welcome!



Hello



AH HA Creative partners with schools, education organizations, small businesses, entrepreneurs and non-profits who are ready to grow.

You have a vision and you're ready to grow. Whether your business is a full-time gig, a side-hustle or a passion project just coming to be, you can prosper—as long as you have the right support.

Your potential customers seek out brands that are consistent, engaging, and honest. You need to craft your brand to resonate with your target audience. This is no easy feat. It takes time, talent, creativity, and persistence to do it right, and let's face it, your to-do list is already a mile long.

AH HA Creative helps you seamlessly create a brand that shines so that you stand out, and keep your eye on what matters most: your life, your business and your customers.

Are you ready? Me too.





Nice to Meet You

I help you create, improve and amplify your branding and design so that every customer or client sees you and knows, feels, in an instant...

AH-HA! This is exactly what I need.

I do things differently than other designers.

I know from experience that every great brand is powered by unique personalities. I like to get to know you, your needs, your instincts, and your work. This knowledge and connection naturally lights the way to your best brand.

As a small business owner, I get what works and what doesn't. I balance timeless, sophisticated design directions with real world insights so that your brand communicates intentionally and authentically with your audience.

You can count on me to be with you every step of the way. My own business and brand grew around friends and family, and I carry that loyalty and dedication with me. By the time your project launches, chances are we'll be friends.

Welcome to the family.

FOUNDED:

June 2005

I WORK WITH:

Educators & Schools
Business Owners
Creatives
Authors
Consultants
Designers
Architects & Builders
Start-ups

SELECT CLIENTS:

Leadership + Design
Impact Public Schools
June Labs
Biokleen
Arts People
Clarkbuilt
Bike Index
Envision Schools
Sellwood Montessori



A Little About Me



Aubree Holliman

Owner
Creative Director
Graphic Designer



I wanted to be an English major but my educator parents wanted me to leave college with a marketable skill, so I switched to Education. As passionate as I was (and still am) about learning and education, I realized I didn't want to be a high school English teacher.

For years I had poured over *Print* and *How* magazines, loving the letterpress posters and high concept book jackets and simple, clean logo designs. Sometime after college, between coaching JV soccer and substitute teaching, I realized that design could be a job. A career even. And I totally wanted to do it.

I enrolled at the Art Institute of Seattle and seven months later became the in-house designer for The Burnsteads, a residential builder. Over eight years, I art directed photo shoots for corporate ad campaigns, designed environmental graphics for model homes, created more flyers and brochures than I can count, talked paper samples and production options with vendors, developed logos (one was etched into a boulder!) and served as the gatekeeper of The Burnsteads brand and all its affiliates.

In 2010, I moved to Portland, OR and AH HA Creative became my full time job. I am grateful for every day that I get to help folks transform their businesses with my skills, experience and knowledge. There's nothing more rewarding than doing what I love to give a client that ah ha moment that transforms their business from good to great.

When I'm not working, I enjoy cycling, reading, listening to live music, cooking (and eating!), watching soccer, traveling and spending time with family. I live in a tiny SE Portland apartment with my two kids above a taco joint, a coffee shop AND an ice cream parlor.





Let's work together

Here are some of the services I offer my clients:

IDENTITY

- Logo Development
- Brand Platform
- Re-Branding
- Brand Consulting
- Illustration

WEB

- Web / Blog Design
- App Graphics
- E-Commerce
- Email Campaign
- Social Media

PRINT

- Ad Campaign
- Collateral
- Packaging
- Infographics
- Media Kit

**If you don't see what you need, let's discuss! This is a general list of offerings but by no means is it set in stone.*





How we work together

To ensure great results with every project, I've fine-tuned my creative process.
Here's how it works!

1. THE CONVERSATION

We assess your needs, wants, goals, budget and timeline to make sure we are a good match. Once we've agreed to work together, details are finalized, contracts are signed and a deposit is made, we can begin our creative journey.

2. THE DISCOVERY

You receive a questionnaire that prompts you to share important details about your business. Based on your responses, I may ask you further questions about your brand and needs. This discovery content plays an important role in your brand goals and messaging.

3. THE EXPLORATION

We explore your visual inspirations. I help you collect typography, colors and imagery that you feel works with your ideal brand aesthetic. I want to see what you're naturally drawn to, so that the final product resonates with your unique personality.

4. THE WORK

With a solid foundation and clear goals in place, I roll up my sleeves and get to work. I create some initial comps for you to review and then it's your turn to provide honest, detailed feedback. I prompt you with specific questions to make sure our creative executions are meeting the needs of your business goals. We do this a few times to make sure we get it right.

5. THE LAUNCH

Once we complete the revisions, it's time to finalize the work and release your vision into the world. You are billed for your remaining balance and as soon as the final payment is received, I send you a Dropbox link to access your final files. It's time to celebrate!

We're going to work hard but it's going to be a lot of fun. And when that website launches or you hand out that first business card with your new logo, it's not the end. It's just the beginning of a beautiful relationship.



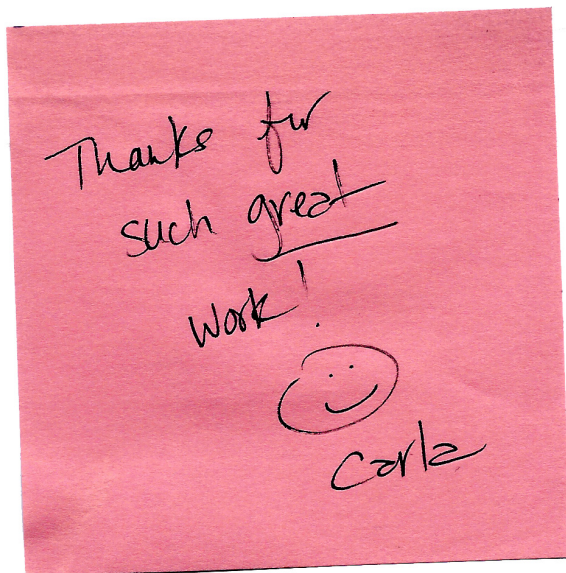


What My Clients Say

You can only say so many great things about yourself, right?
Now, it's time to hand the mic over to a few of my satisfied clients.

"In many years of collaborating on website design I have never worked with a designer who was able to translate my ideas into such visually evolved and easy-to-interact-with drafts (the technologies Aubree uses to track the process are excellent). She brought ideas to life using clear vision and direct, timely, communication and we met the deadlines for the project!"

HEATHER BLACKBIRD, ARTS PEOPLE



CARLA SILVER, LEADERSHIP + DESIGN

"The whole experience was pretty great, from concept to final product. Aubree "got" what I was looking for even though my initial descriptions and concepts were kind of murky. She kept us on track and delivered the final infographic despite my insane schedule. The response on this has been great, the graphic instantly received a lot of attention and continues to pop up in our regular work and communications. It'll tie into some projects we're doing later, too, but has laid a good foundation for what comes next."

BRYAN HANCE, BIKE INDEX



FAQs



1. I HAVE A PROJECT IN MIND. WHAT'S THE PROCESS?

Contact me with your details and we'll discuss your project first over email and then via phone or Skype so we can get to know each other better. During our discussion, we'll cover deliverables as well as pricing. Once we've ironed out the details, I'll send you a proposal to review and approve with a contract to follow!

2. WHAT IS THE TIMELINE LIKE FOR MY PROJECT?

Timelines vary depending on the scope and deliverables of your project but on average, branding packages usually take 4 to 6 weeks to complete. Blogs and websites take 8 to 12 weeks from start to finish, including design and development. If you have a set deadline that needs to be met, please let me know right away and I'll do my best to accommodate you.

3. HOW MUCH DOES IT COST?

The short answer, "I don't know yet." The long answer: once we have had a chance to discuss your specific needs, budget and timeline, I will provide a proposal for how we can work together to achieve your business goals and ultimate success.

4. WHAT DO I GET AS A DELIVERABLE WHEN HIRING YOU?

You receive the final file formats of your project and delivery as specified in our contract. You **don't** get the work product or native files created to produce your final designs. Native files are a separate entity/product from the design. If you do want the native files, we can discuss the necessary requirements and additional payment necessary to make that happen.

5. WHAT APPLICATIONS/PLATFORMS DO YOU USE?

I use Adobe Create Suite for the majority of my design and print work. Depending on your online needs, I recommend Squarespace for the most basic online presence and Statamic for sites that require greater functionality and flexibility. Whether you need a traditional website, blog or portfolio, I can make it happen. Need of a different platform? Let's discuss!

6. DO YOU WORK WITH CLIENTS AROUND THE COUNTRY?

Yes! Though I'm based in Portland, OR, I've worked with clients down the street as well as across the U.S. I'm accustomed to working remotely and thanks to technology, it's easier than ever to stay connected. Remember, I'm always just an email, phone call or Skype call away.





Let's Get Started



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Thanks!

