

Hello!

MY NAME IS KATNEY BAIR

The following pages show my graphic design samples for consideration for the Creative Services Lead (Graphics Designer III) open position at the City of Portland Water Bureau.

These samples demonstrate my experience creating visual content that is easy to understand and accessible to people with diverse cultural, educational and economic backgrounds and abilities.



Sample 1

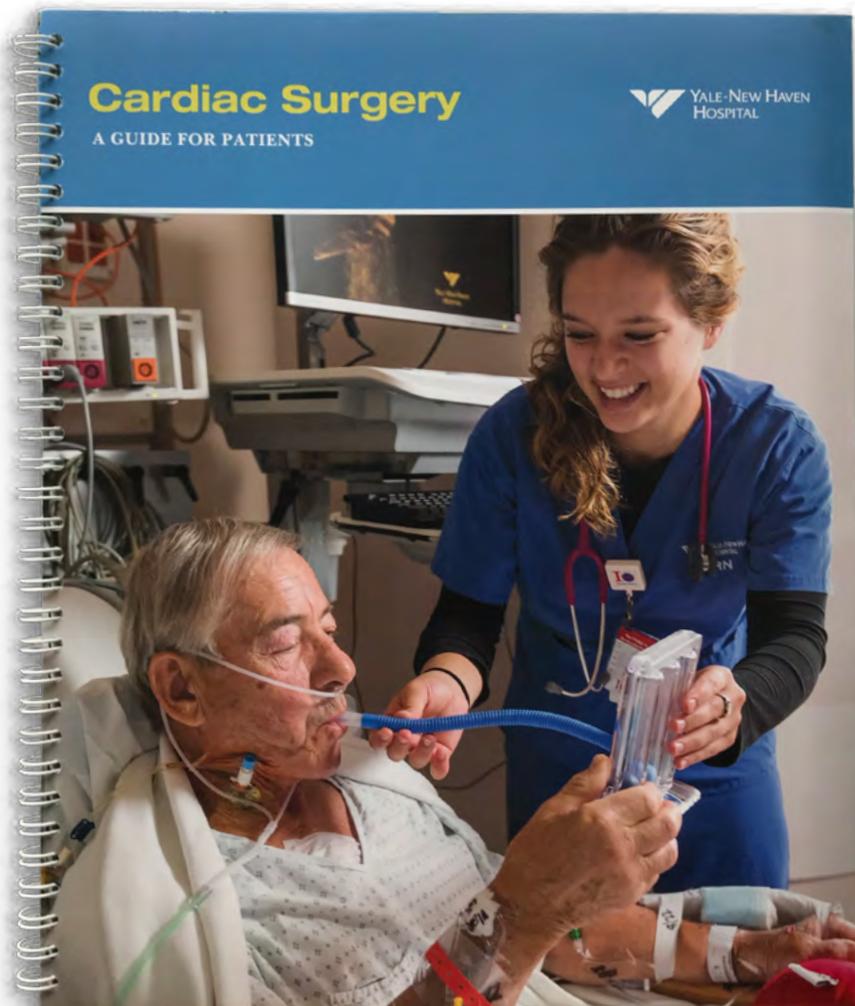
MULTI-PAGE BOOKLET

Yale New Haven Hospital Cardiac Surgery Guide for Patients

An example of a multi-page booklet that adapted complex medical information into visual content that is easy to understand and accessible to people with diverse cultural, educational and economic backgrounds and abilities.

I designed this 64-page spiral bound, tabbed booklet with pocket folder to support cardiac patients with different types of heart disease explore the treatment options available to them at Yale New Haven Hospital, the teaching hospital for Yale University.

Content includes anatomical illustrations, campus map, glossary of technical terms and consistent typographic hierarchy to help patients navigate and locate information relevant to them. Photos of actual staff and patients represent the diverse population found at this non-profit community hospital. This book was produced in English and Spanish.



Yale New Haven Hospital Cardiac Surgery Guide for Patients - Interior pages

YOUR HEART



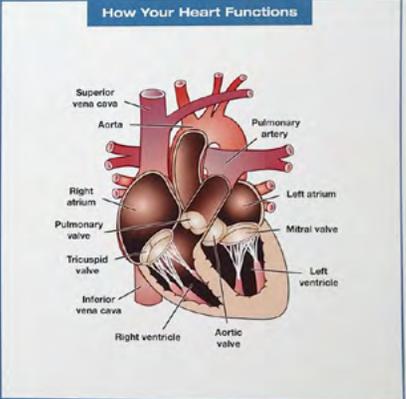
Your heart

Your heart is a muscular pump that moves blood throughout your body. In an adult at rest, the heart pumps about 5 to 6 liters of blood per minute. At peak exercise, it is capable of pumping up to 30 liters of blood per minute! It sends oxygen-rich blood under high pressure through muscular vessels called arteries. Thin-walled vessels called veins return oxygen-depleted blood back to the heart and lungs to be recharged with oxygen.

The four cardiac chambers
Your heart consists of four chambers. The two "upper" chambers are called *atria* and passively collect blood from the body (right atria) and lungs (left atria). The two more muscular "lower" chambers are called *ventricles* and pump blood to the lungs (right ventricle) and body (left ventricle). The left ventricle pumps oxygen-rich blood through a thick tube called the *aorta*, and the right ventricle pumps oxygen-depleted blood to the lungs through a thinner-walled tube called the *pulmonary artery*.

The aorta
The adult aorta is a muscular-walled tube that is about the same diameter as a garden hose in most adults and carries oxygen-rich blood from the left ventricle to the rest of the body. The aorta is divided into four major segments: the *ascending aorta*, the *aortic arch*, the *descending thoracic aorta* and the *abdominal aorta*.

How Your Heart Functions



The four cardiac valves
The heart has four one-way valves within it that keep blood moving forward.

- The **tricuspid valve** permits oxygen-depleted blood returning from the body to flow from the right atrium into the right ventricle.
- The **pulmonary valve** permits oxygen-depleted blood to be ejected from the right ventricle into the lungs to be replenished with oxygen.
- The **mitral valve** permits oxygen-rich blood from the lungs to flow from the left atrium into the left ventricle.
- The **aortic valve** permits oxygen-rich blood to be ejected from the left ventricle through the aorta to the rest of the body.

1-1
1-2

PREPARING FOR SURGERY

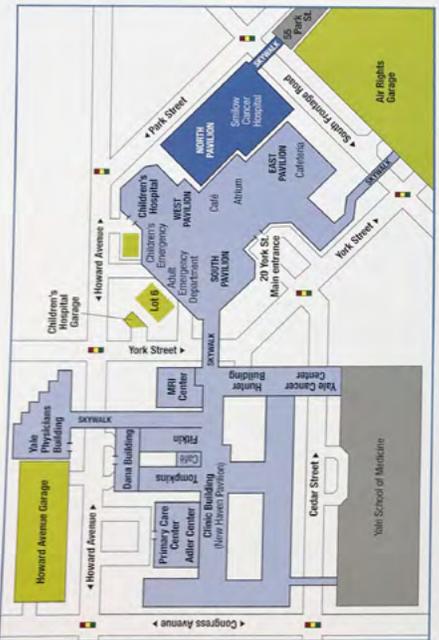
IN THE CTICU

STEP-DOWN UNIT

GOING HOME AFTER SURGERY

FINDING ANSWERS TO YOUR QUESTIONS

GLOSSARY AND REFERENCES



Directions, parking and accommodations

Directions, parking and accommodations

DIRECTIONS to main entrance, 20 York Street
1-95 traveling north Exit 47 to Route 34 west to Exit 3. The Air Rights Garage entrance is immediately on your left. You can enter it from North or South Frontage Roads, or York Street.

1-91 or 1-95 traveling south Exit 1 to Route 34 west to Exit 3. The Air Rights Garage entrance is immediately on your left. You can enter it from North or South Frontage Roads, or York Street.

For valet parking at the main entrance Follow 1-95 or 1-91 directions above to Route 34 west to Exit 3. Left at the second light onto Park Street. Left at second light onto Howard Avenue. Left at next light onto York Street. Left into the circular driveway at the hospital's main entrance (20 York Street). See valet parking attendant.

Wilbur Cross Parkway (Rte. 15) traveling south Exit 59 immediately after tunnel. Right at end of ramp. Merge left onto Whalley Avenue at light. Stay on Whalley until you see signs for Yale-New Haven at Park Street. Follow signs. Park in the Air Rights Garage. Enter from North or South Frontage Roads, or York Street.

Merritt Parkway (Rte. 15) traveling north Exit 37 to Route 34 east into New Haven. Right onto Ella T. Grasso Boulevard (Route 10)

and left onto South Frontage Road (Legion Avenue). Follow hospital and Route 34 signs. Park in the Air Rights Garage.

Route 1 (Boston Post Road) traveling east After crossing Ella T. Grasso Boulevard (Route 10), turn left onto Davenport Avenue. When Davenport crosses Howard Avenue, it becomes York Street. The hospital's main entrance is on the left. Parking is straight ahead in the Air Rights Garage spanning York Street.

Directions telephone line For pre-recorded directions to various buildings and parking areas at Yale-New Haven Hospital, call **203-688-1234**.

PARKING
YNIH encourages patients and visitors to use valet parking or park in medical center garages staffed by the hospital's protective services staff.

Parking rates
Call the hospital parking office to inquire about current rates — the valet rate or the garage rates — at **203-688-2823**. The hospital parking office is open Monday-Friday, 7:30 a.m. - 4 p.m.

Parking garages
Air Rights Garage (over York Street) Patients and visitors may park 24 hours a day in the

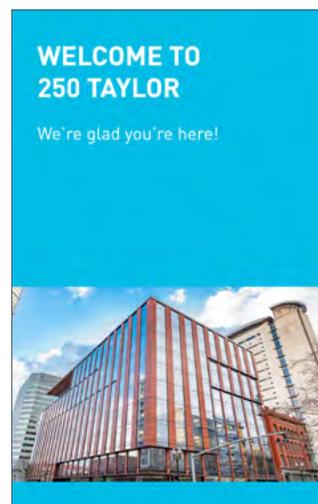
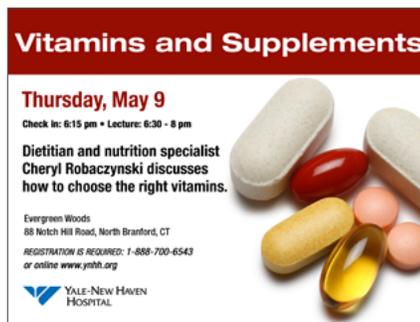
13 - 1

Sample 2

DIGITAL AND SOCIAL MEDIA GRAPHICS

- Concordia University
- Portland Wind Symphony
- Yale New Haven Hospital
- NW Natural Gas

Examples of content adapted for digital use/social media.



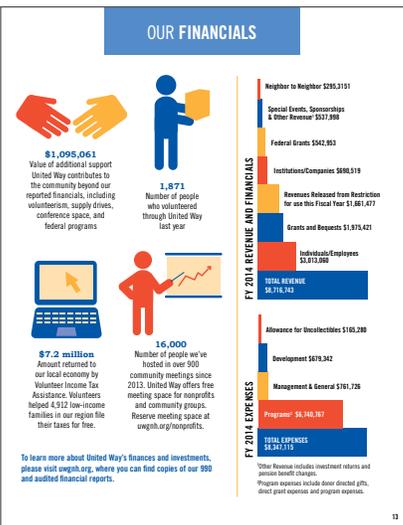
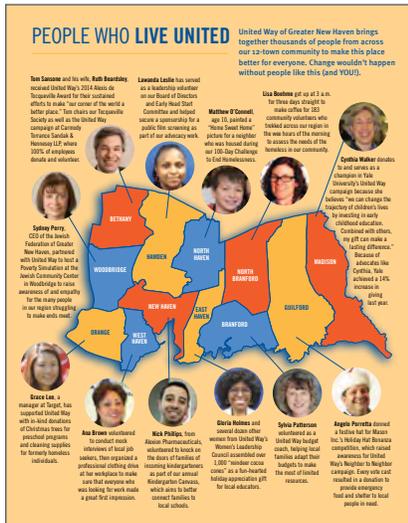
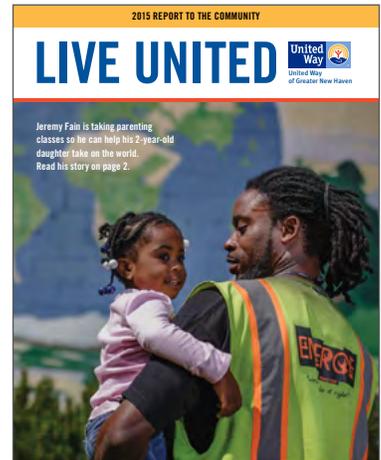
Sample 3

INFOGRAPHICS

United Way Live United Report to the Community

Illustrations that communicate either social concepts that aren't easily communicated through a photograph.

Every year the United Way of Greater New Haven produces a 24-page report that highlights their programs, partnerships, donors and results. I created infographics to support the written content and provide graphic interest throughout the document. Report followed United Way national brand standards.



Thank you!

I APPRECIATE HAVING THE OPPORTUNITY TO
SHARE SAMPLES OF MY WORK WITH YOU

You can see more examples of my work at
katneybair.myportfolio.com

