

Anastacia Barleva

design *portfolio*

About me

Senior creative professional with 15+ years of experience in brand strategy, art direction, and visual design, with strengths in typography, photography, and scalable design systems.

Anastacia is experienced in leading complex creative initiatives from concept through implementation across print and digital.





Professional *experience*

Anastacia Barleva Design LLC	Creative lead & designer Collaborated with industry-leading organizations to develop distinctive visual identities, implement brand design systems, create templates, social media strategies, data visualization, investment decks, and a wide range of marketing materials.	<i>Sep 2016-Present</i> Key clients International Rescue Committee, LexisNexis, Savills North America, Corcoran Group, Nutrafol, Marcus & Millichap, Whitewall Magazine, Atla/Cosme, as well as many others.
Personalis Inc.	Lead brand designer consultant Identified the need to strengthen the existing brand , proposing a strategic refresh to improve consistency and scalability. Initiated the refinement of brand guidelines , building durable design systems for consistent application across print and digital.	<i>Oct 2025-Jun 2026</i> Oversaw implementation , partnering with clinicians, internal stakeholders, and agency teams to ensure brand consistency. Established durable framework , reduced one-off design decisions, created a clear foundation for future growth.
United Nations Federal Credit Union	Senior brand designer Key contributor to a foundational brand redesign launching an on-time, on-budget website. Developed robust, durable brand guidelines ensuring consistency, clarity, and cohesion across all visual and messaging touchpoints. Initiated a brand photography strategy , directing international photoshoots with five-figure budgets from concept to execution.	<i>Feb 2023-Oct 2025</i> Designed and launched 100+ branded assets ensuring consistency across all channels. Built strategic design systems and templates which established continuity across digital and print collateral, reports, tradeshow, signage, and other public-facing assets. Cultivated partnerships with global vendors to uphold brand consistency and quality across creative projects.

Marcus & Millichap

Lead graphic designer

Apr 2014-Sep 2016

Designed marketing materials and templates including decks, proposals, email campaigns, flyers, and a range of promo content.

Managed an in-house team of copywriters, researchers, and financial analysts to produce impactful, marketing collateral.

Marchon Eyewear

Graphic designer

Jun 2012-Apr 2014

Created original marketing materials for high-end licensee brands such as Nike, Valentino, Lacoste, as well as other brands.

Collaborated on photoshoots, assisted with asset production for corporate campaigns, delivered creative marketing designs.

Education

Bachelor of Arts, Studio Art & Art History

University of Massachussetts, Boston

CREATIVE DIRECTION

BRAND DEVELOPMENT

PRINT & DIGITAL

STRATEGIC DESIGN

FIGMA

PHOTOGRAPHY CURATION

ADOBE CREATIVE SUITE

MICROSOFT OFFICE 365

BRANDFOLDER & OUTFIT



Brand expansion *durability & scale*

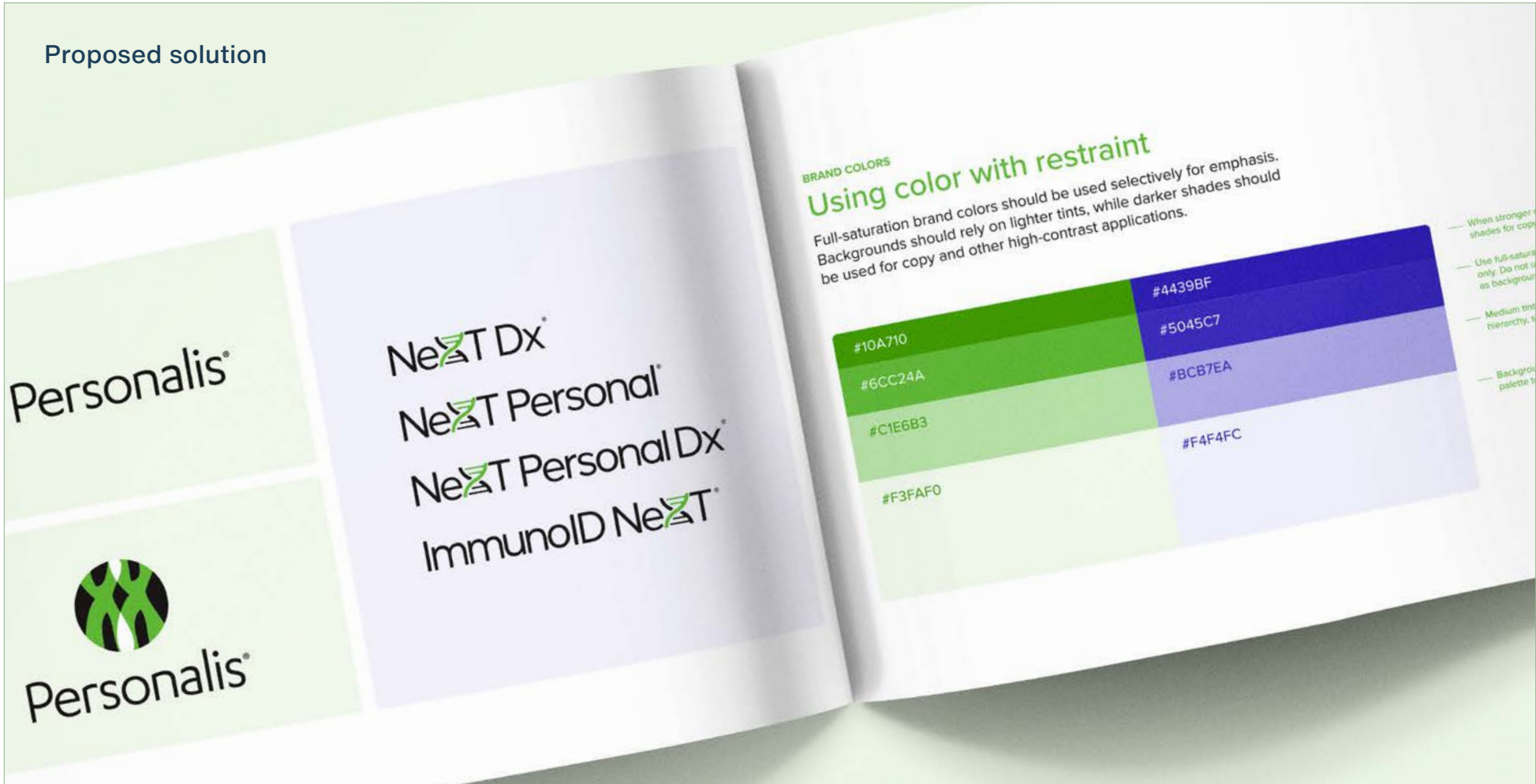
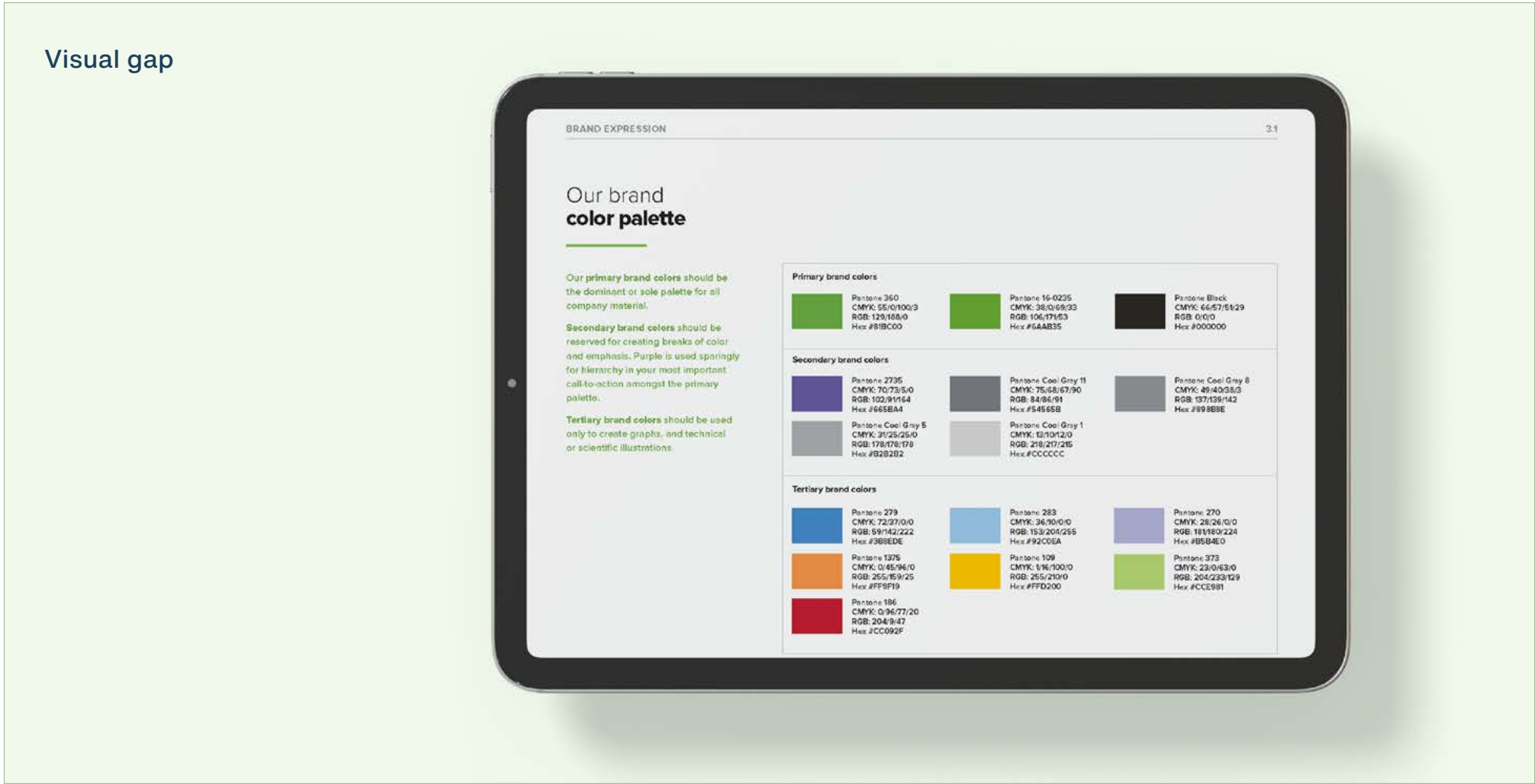
Overview

Personalis had a strong existing brand foundation, but its growing range of product, clinical, marketing, and executive materials called for a more scalable visual system.

Anastacia led the refinement of brand guidelines, color, product identity, and reusable marketing templates, creating a more durable and consistent system while preserving existing brand equity.



- Context
- By reinforcing existing core brand elements, Personalis’ evolved identity strengthens the design system for greater precision, consistency, and long-term scalability across print and digital.
- Process
- In collaboration with 300 Feet Out, the NeXT product logo family moved toward lighter, more precise treatments that feel more cohesive and closely connected to the master brand.
- Outcome
- The resulting system created greater cohesion across the NeXT product family while strengthening its connection to the Personalis master brand.





Brand colors

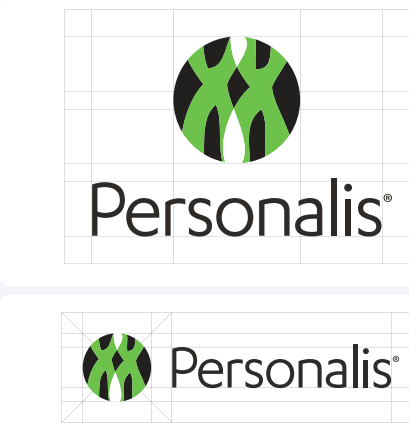
Brand colors define structure, hierarchy, and brand presence across materials. They are non-clinical and do not carry measurement, risk, detection, or outcome meaning.

- Usage rules
- Brand colors may be used freely in editorial layouts, navigation, covers, diagrams, and section dividers.
 - Brand colors must not be used to represent biological states, detection results, or clinical meaning.
 - Large color fields should favor greens; violet should appear with restraint and intent.
 - Core Black remains the default for body copy and data labels unless contrast requires otherwise.

DIGITAL HEX #6CC24A RGB 108, 194, 74	DIGITAL HEX #5045C7 RGB 80, 69, 199	DIGITAL HEX #224F1F RGB 34, 31, 31
PRINT Pantone 360 C CMYK 58, 0, 91, 0	PRINT Pantone 2101 C CMYK 70, 73, 5, 0	PRINT Pantone Black C CMYK 0, 0, 0, 100

Clear space

Clear space defines the minimum area surrounding the logo that must remain free of other visual elements. Maintaining clear space ensures legibility, visual integrity, and consistent brand recognition.



Brand colors

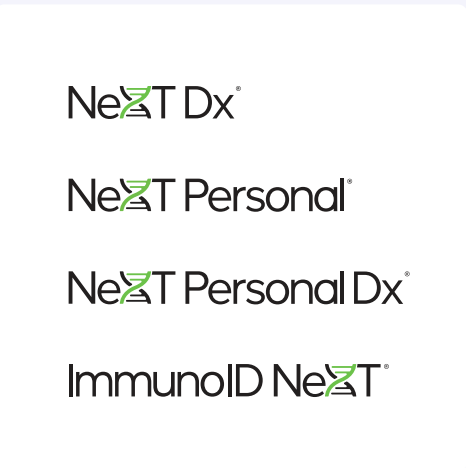
Full-saturation brand colors should be used selectively for emphasis. Backgrounds should rely on lighter tints, while darker shades should be used for copy and other high-contrast applications.

Do not use full-saturation brand colors as backgrounds.	#6CC24A	#5045C7
	#33CC66	#5D63CC
	#8FD175	#6B6200
	#9CD685	#7B70D4
	#ABD994	#8B7ED9
Medium tints may be used selectively.	#B5E0A3	#93B0D0
	#C1E683	#A19BE1
	#CDEBC2	#AEA9E5
	#DAF0D1	#BCB7EA
	#E6F5E0	#9C6EE
	#F3FAF0	#7D4F2
Light tints only for backgrounds.		#E4E2F6
		#F2F1FB

Product logos

Our product and services logos purposefully share a consistent look and feel to strengthen and promote the Personalis core brand recognition.

To achieve consistency it is important the product logos are displayed correctly according to these guidelines. The two color "Master" version should always be first choice, unless the production method allows for only one color. Do not attempt to redraw or alter the product logos.



Visual gap



Context

Personalis needed a flexible template system that could support a wide range of clinical, marketing, and executive communications while maintaining brand consistency.

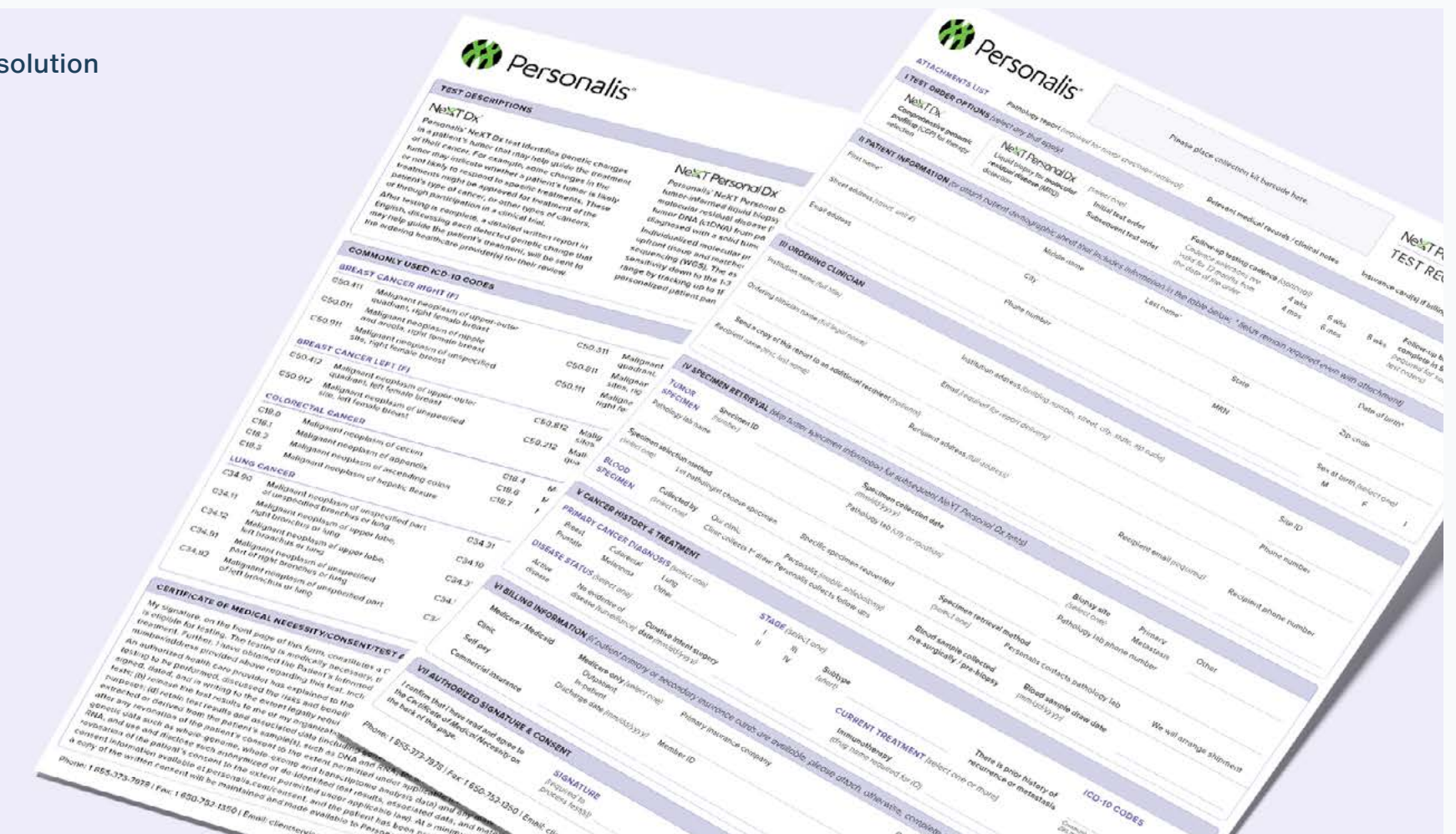
Process

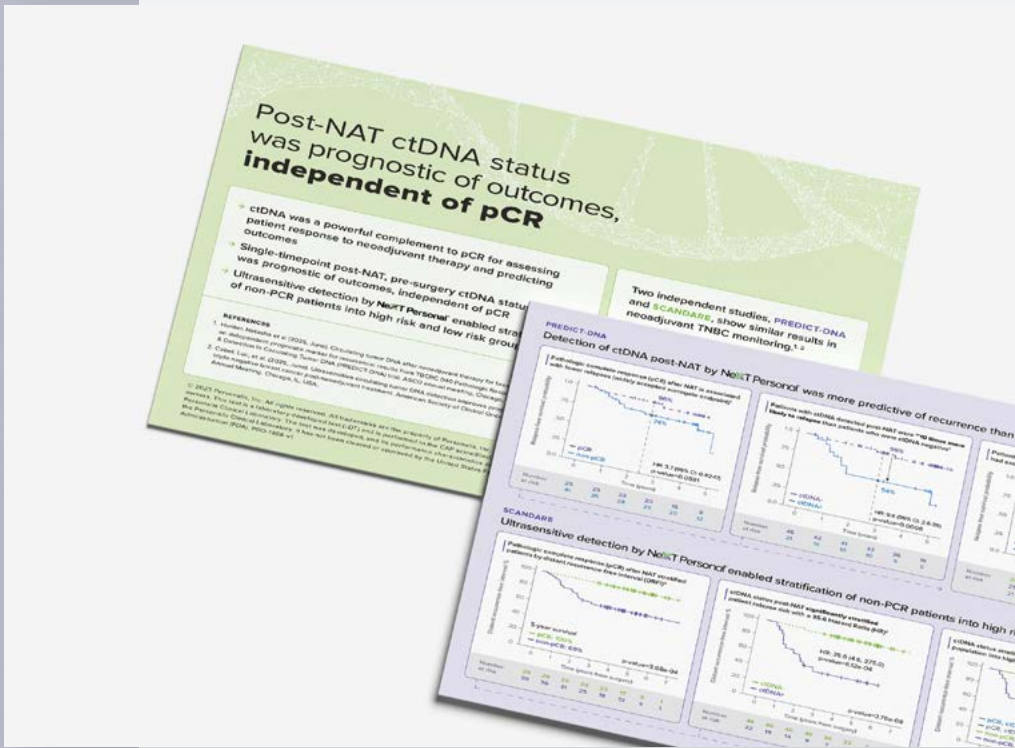
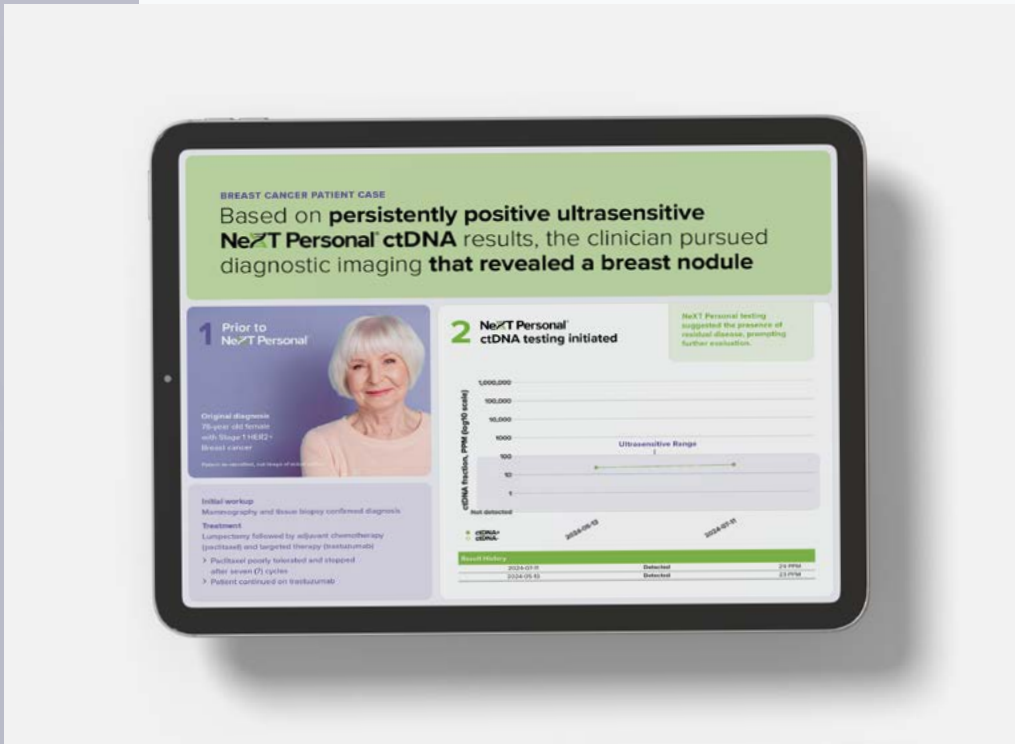
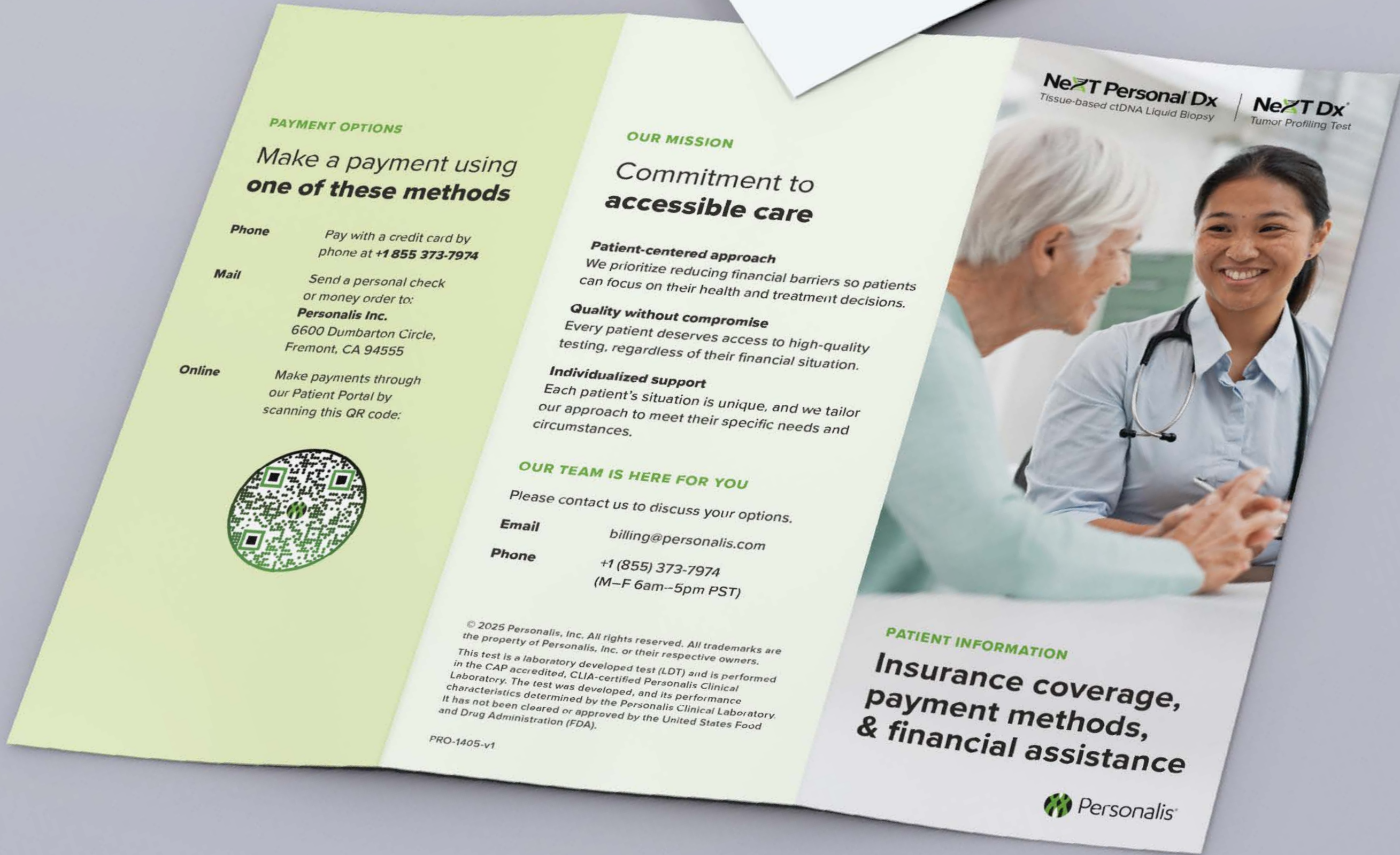
Working closely with researchers, clinicians, cross-functional team members, Anastacia developed a scalable asset system across presentations, patient case materials, brochures, forms, and other recurring communications, using clear hierarchy, modular layouts, and repeatable design standards.

Outcome

The resulting system reduced one-off design decisions and enabled faster, more consistent content creation across print and digital.

Proposed solution







Brand photoshoot concept & *design*

Overview

Recognizing the need to align UNFCU's leadership portraits with its refreshed brand identity, Anastacia led the creative direction for a new photography initiative.

From concept to execution, she oversaw each stage of the process. The final imagery now anchors UNFCU's website, establishing a cohesive visual foundation for the brand.



Context

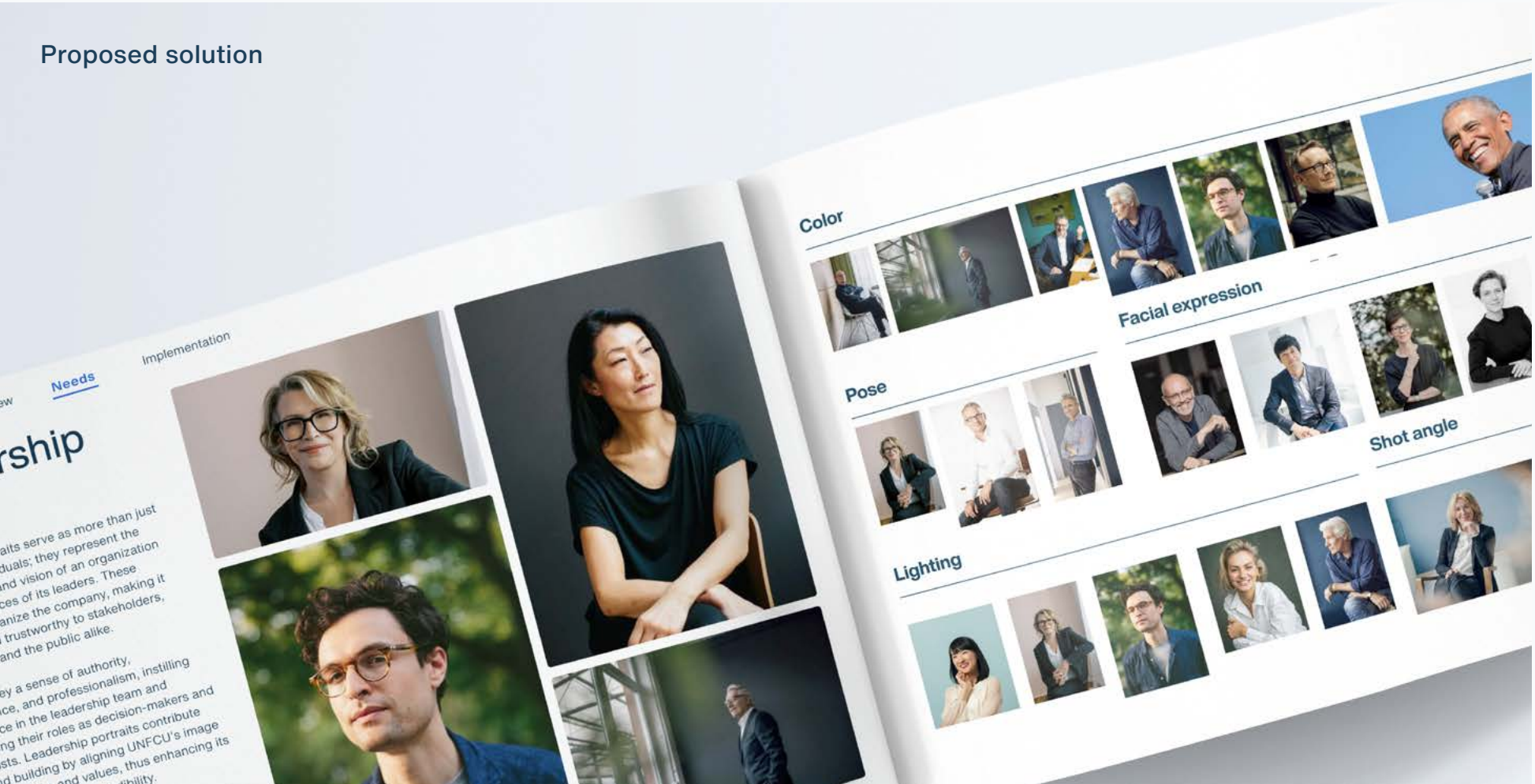
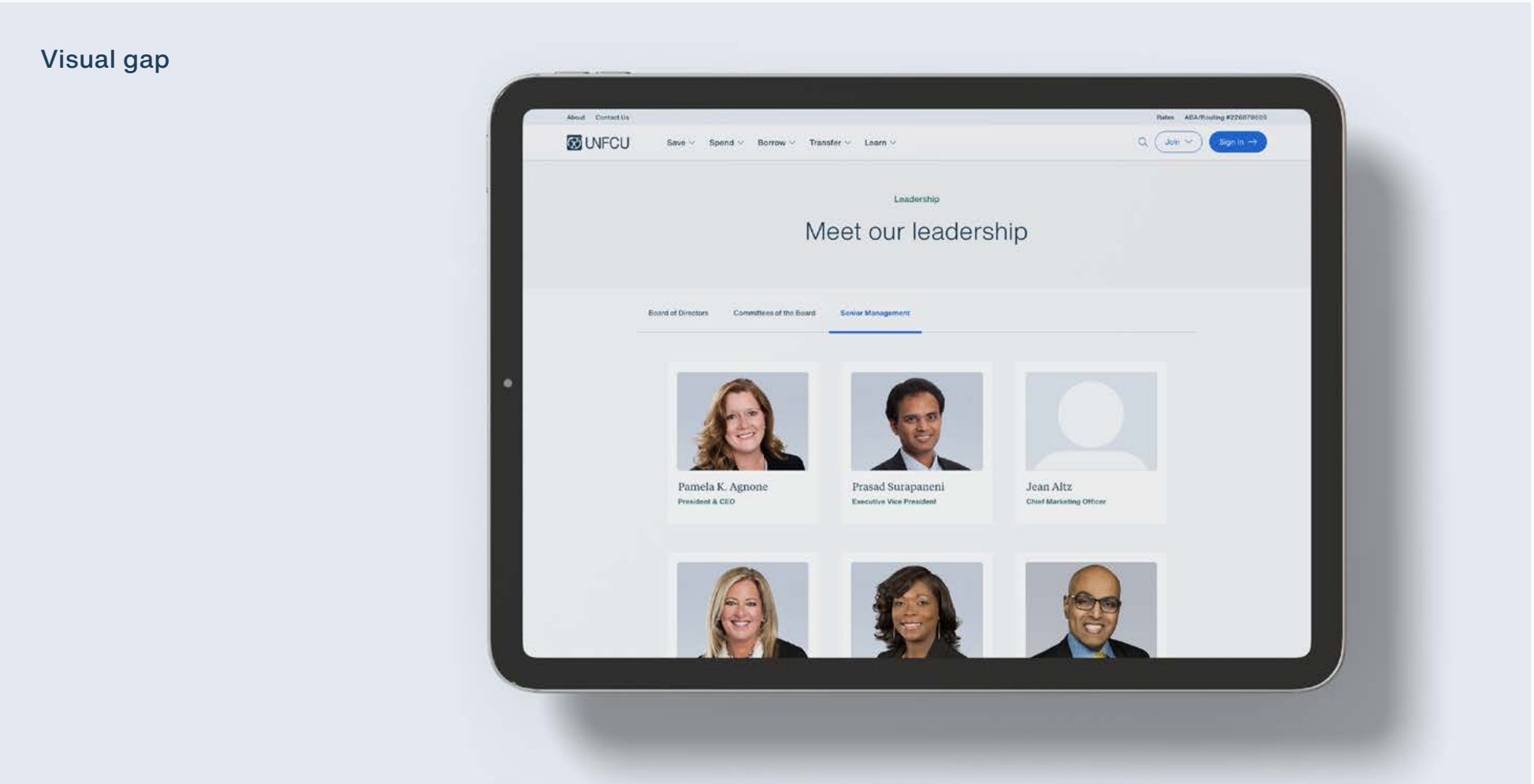
UNFCU’s website refresh established a modern identity, but leadership portraits needed to catch up. Anastacia redefined the visual language to balance trust, professionalism, and approachability, developing a clear photo direction with standards for tone, lighting, and composition.

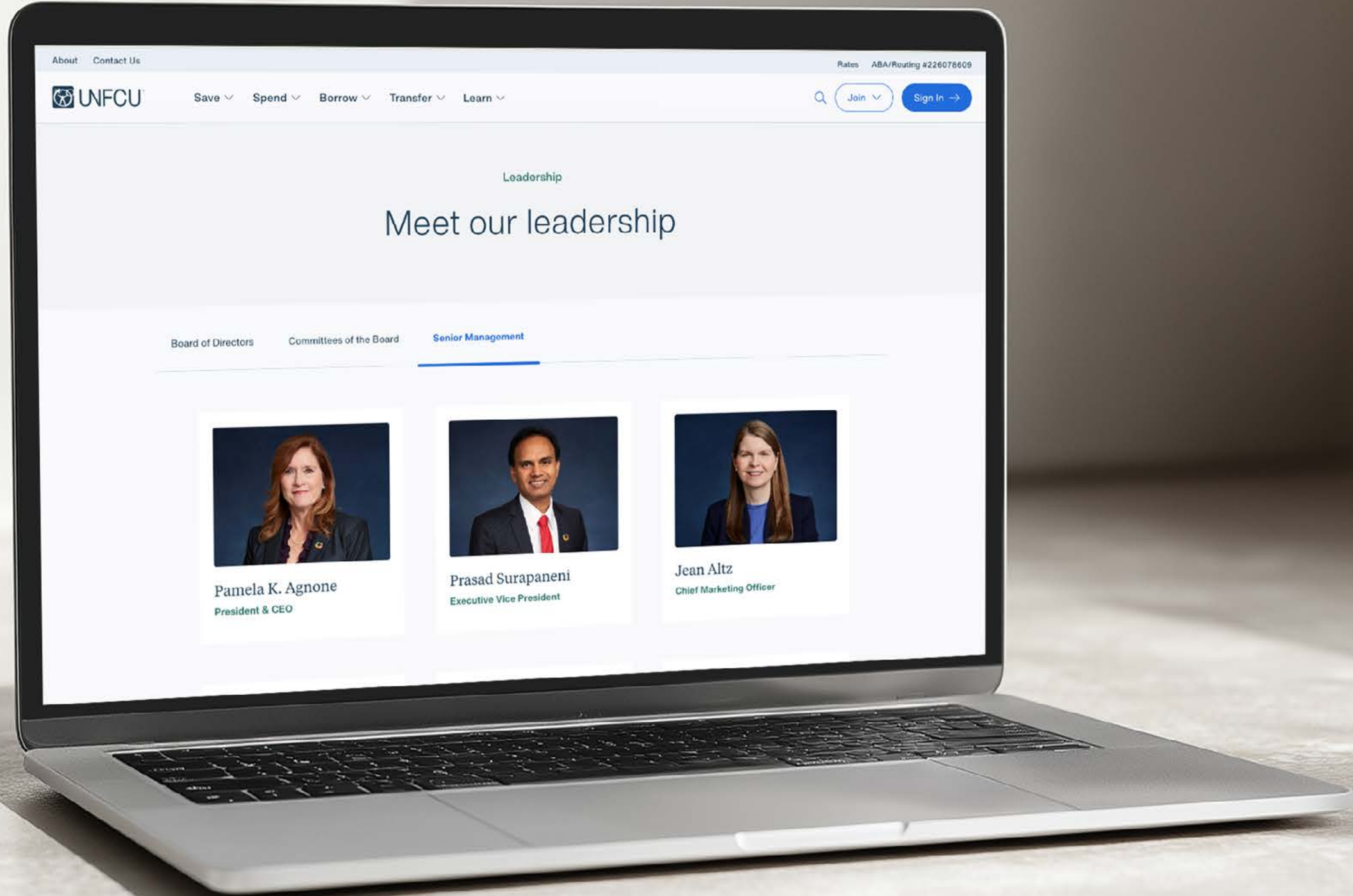
Process

Partnering with photographer Maegan Gindi, she led every stage from concept to post-production, ensuring portraits that feel authentic, confident, and enduring.

Outcome

The final images now unify UNFCU’s website, marketing, and corporate materials with a cohesive and lasting expression of leadership.





Overview

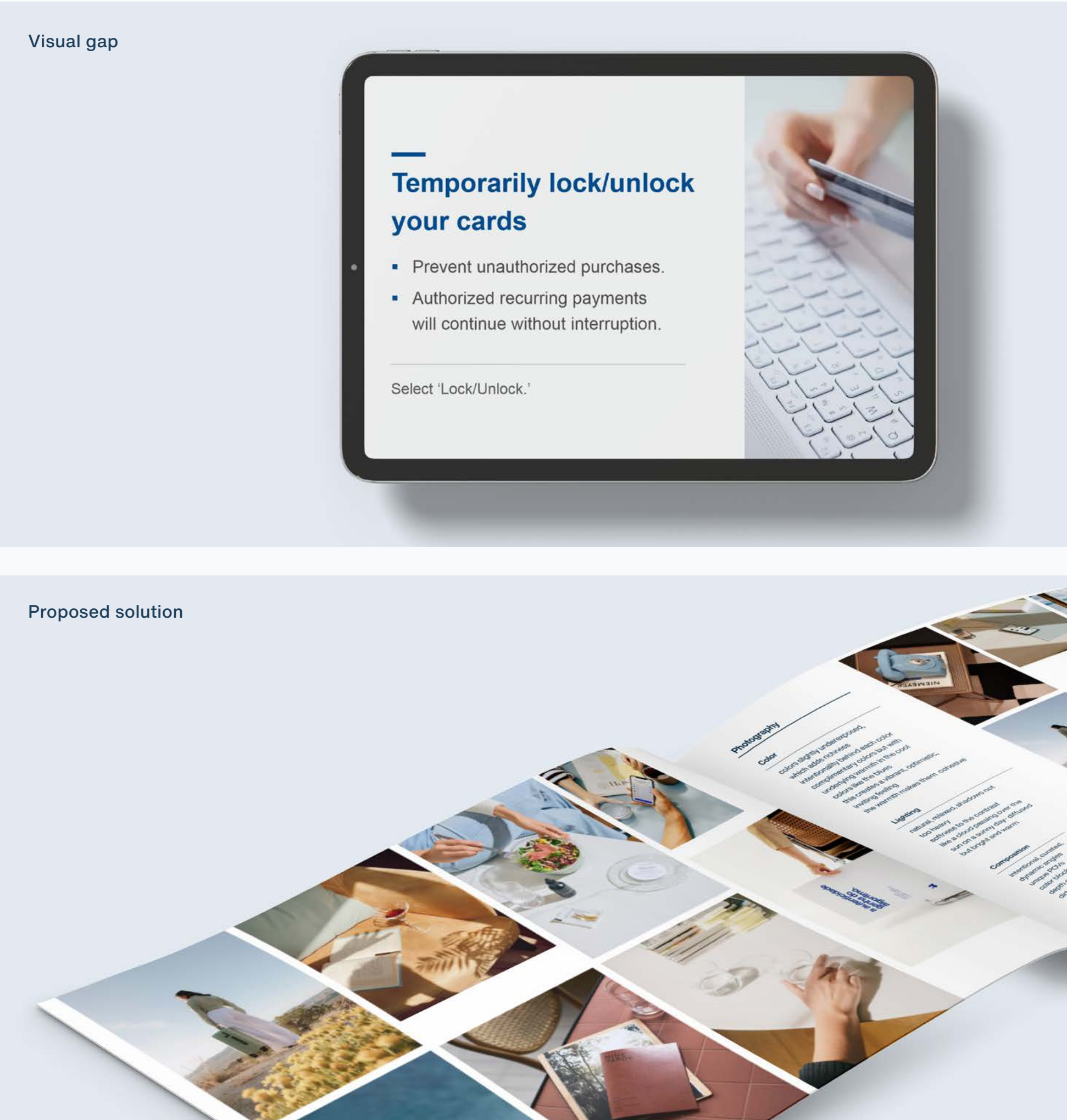
UNFCU’s Elite Credit Card imagery needed a stronger story to match its travel and lifestyle focus. Recognizing the gap, Anastacia led a new photoshoot in Rome, chosen for its connection to UNFCU’s local office and its natural alignment with the card’s luxury positioning.

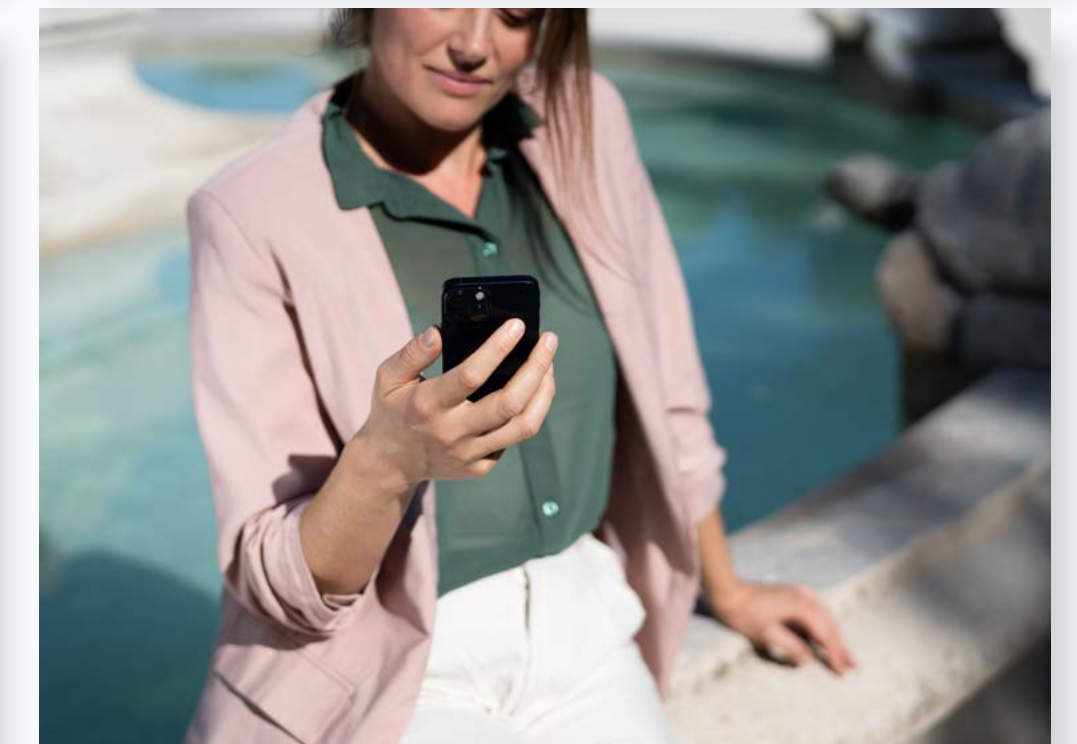
Process

Working with Claudia Gori, local photographer, Anastacia directed every stage of production, from virtual location scouting to selecting models and curating wardrobe styling.

Outcome

The resulting images capture sophistication, wanderlust, and authenticity, elevating the visual narrative of UNFCU’s premier card offering.





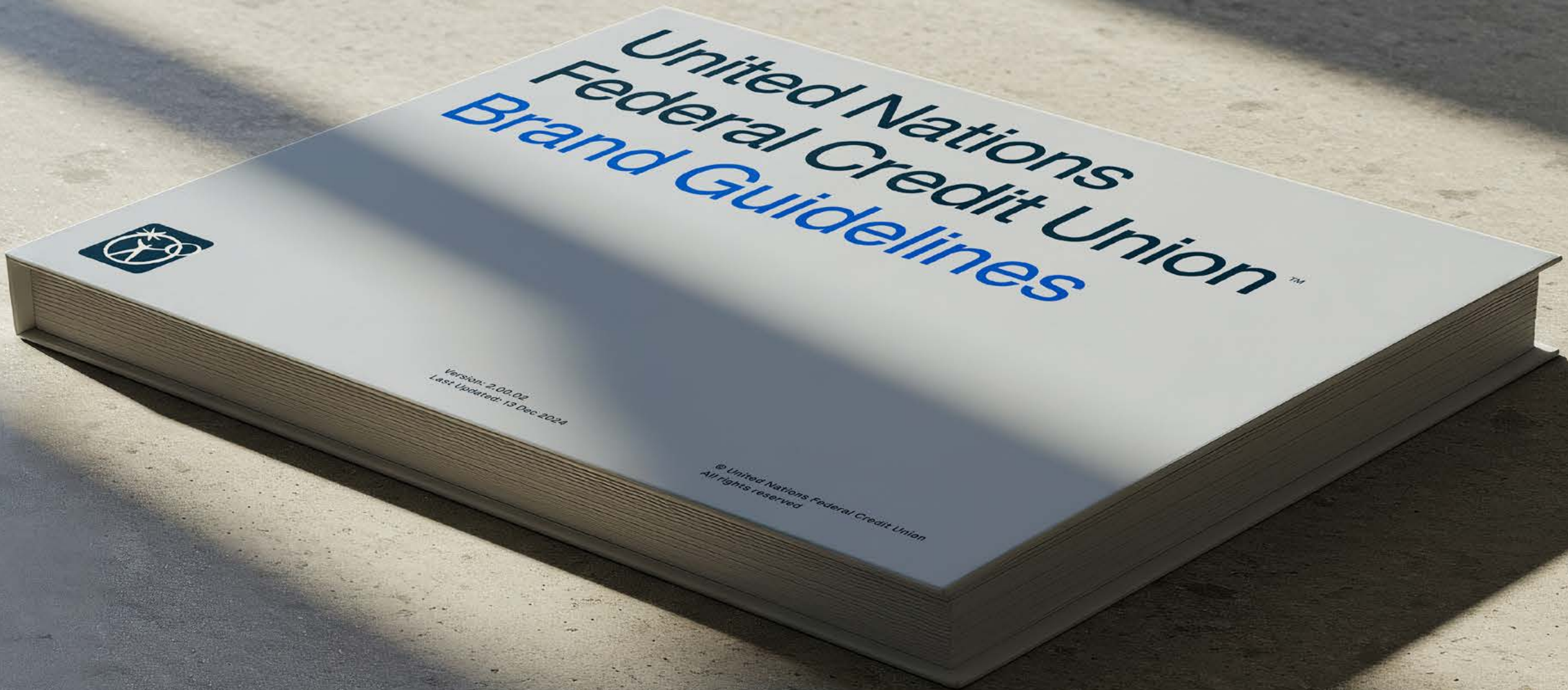


Presentations, reports & *decks*

Overview

Anastacia designs presentation systems across diverse industries, organizing complex information through clear hierarchy, visual cadence, and brand-consistent storytelling.





05UNFCU Brand Guidelines

1Brand overview

Preface	06
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Introducing UNFCU	10

08Brand overviewUNFCU Brand Guidelines

Our mission: Serving the people who serve the world[®]

Everything we do is dedicated to the service of our members and their work to maintain global peace and security. It is this member-centric philosophy that is at the heart of everything we do. It is what keeps us focused and aligned. It is what enables us to understand and care for the global UN community better than any other financial institution.

By ensuring that all our work reflects our mission, we build deeper, more meaningful relationships with our members, and in turn serve them better.

21LogoUNFCU Brand Guidelines

Logo clearance

When placing other elements or partner symbols near our logo, use the UNFCU abstract mark to measure adequate clearance.

- Our primary and secondary logos can be used side by side or stacked with partner logos.
- Please be respectful to partner organizations by consulting their brand guidelines for logo requirements.
- The height or width of logos should be relatively equal when spacing logos in a grid.
- Include a minimum space approximately the height or width of the UNFCU abstract mark between logos in a grid.
- For audiences that are unfamiliar with UNFCU, please send partner organizations our secondary logo for use in lockups.

26ColorUNFCU Brand Guidelines

Primary palette

Our primary palette reflects a deep connection to the United Nations. Each of these three colors conveys a feeling of peace of mind, security, and optimism.

- The primary blues should be used before any of the secondary colors in a sequence, such as a chart.
- Elite Navy is best used as the typeface color for written content on white or light backgrounds. It can also be used as a secondary background color to differentiate content on a page.
- UN Blue should be used to highlight important text, links, and for buttons. It can be used as a background to establish an optimistic tone.
- Peace Blue and its tints are best used as background elements.

Elite Navy HEX: #003366 RGB: 0, 51, 102 CMYK: 100, 10, 40, 50 PANTONE: 285 C, 286 U	UN Blue HEX: #0070C0 RGB: 0, 112, 192 CMYK: 100, 50, 2, 1 PANTONE: 293 C, 293 U	Peace Blue HEX: #B8D0FF RGB: 184, 208, 255 CMYK: 60, 20, 10, 10 PANTONE: 649 C, 649 U
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33TypographyUNFCU Brand Guidelines

Type hierarchy

Written information is easier to follow when it includes a clear visual delineation of headlines and body copy. The example type hierarchy on the right provides a clear visual difference between each headline and body content.

- To standardize our look-and-feel across all office materials, always use the font settings for headlines and body copy provided in Corporate Marketing developed templates.
- Always use Arial for UNFCU Microsoft Office templates.
- For major public correspondence, such as a formal announcement on letterhead, work with the Corporate Marketing department for design execution.

Headline 1 – 18 pt
Global banking for global citizens
Headline 2 – 16 pt
Global banking for global citizens
Headline 3 – 14 pt
Global banking for global citizens
Headline 4 – 12 pt
Global banking for global citizens
Text – 10 pt
Global banking for global citizens
Text – 8 pt
Global banking for global citizens
Text – 6 pt
Global banking for global citizens

43PhotographyUNFCU Brand Guidelines

Image categories

Our photography depicts the world we aspire to build: one in which our members are financially healthy and supported with secure, sustainable banking solutions. We do this by presenting calming settings that use stable ecosystems and a soft, textured sky as supportive characters in our story.

Our photography consists of four categories:

- Our places & textures:** Landscapes, villages, urban areas filled with green vegetation and calming clouds.
- Our people:** Optimistic, diverse, collaborative, and distinguished members and colleagues.
- Our banking solutions:** Global, digital, mobile, and frictionless financial products.
- Portraits:** Friendly professionals with greenery or blue sky as a background.

Resources for sourcing photography:

- Download pre-approved UNFCU photography from our [Brand Asset Library](#).



Secure global banking for global citizens

2024 Annual Report



Secure. Global. Banking. Our mission is to serve the people who serve the world. Amid ongoing global change, we are even more deeply committed to our members' financial health and resilience.

1. Report of the Chairperson of the Board →
2. Report of the President & CEO →
3. Financials →
4. Report of the Supervisory Committee →

2024 Annual Report 3

President & CEO report

Periods of rapid global change remind us of how much value there is in stability. Throughout 2024, as conflicts emerged or evolved in many corners of the world, we were steadfast in our commitment to delivering financial peace of mind for you, our members.

Despite global uncertainty, our Credit Union remained strong and secure, enabling our members to save, spend, borrow, and transfer confidently.

We managed our member assets conservatively through a changing economic environment to deliver record earnings of \$40 million.

Along with reinvesting earnings back into the Credit Union for reserves and improved services, we were able to return \$9.3 million to members in the form of Member Loyalty Rewards. A new Diamond reward tier was added to recognize our longest-tenured members with our highest extra dividend rewards and fee rebates.

Significant improvements to Digital Banking were an important initiative made through the reinvestment of earnings. Guided by direct feedback from our members, we enhanced the mobile experience for easier management of your accounts from around the globe. We paid particular attention to transfers and payments, knowing that members rely on us for simple, fast payment options to meet needs including tuition payments and support to family members overseas.

We enabled over 800,000 outgoing transfers in 2024 – a record number. Meanwhile, we increased our capacity to provide you with reliable and prompt help and support.

With a cutting-edge new technology platform in place for increased efficiency, our Contact Center answered your voice calls 63% faster and your emails 44% faster.

For Spanish-speaking members, we are increasing our language capabilities within our Contact Center by recruiting native



2024 Annual Report 5

Consolidated statements of financial condition

As of 31 December 2024

	2024	2023
Assets		
Cash and cash equivalents	\$ 415,121,217	\$ 121,188,724
Investments	2,661,051,987	2,486,182,264
Loans held for sale	6,099,380	2,143,739
Loans, net	5,514,279,589	5,095,968,197
Mortgage servicing rights	6,395,471	4,339,811
Accrued interest receivable	27,634,811	22,389,463
Property and equipment, net	96,618,031	100,009,367
National Credit Union Insurance Fund deposit	67,272,115	62,449,605
Other assets	112,014,036	82,346,111
Total assets	\$ 8,910,282,207	\$ 7,971,719,261
Liabilities & members' equity		
Liabilities		
Members' deposits	8,170,113,782	7,251,426,088
Accrued expenses and other liabilities	75,192,282	54,612,072
Total liabilities	8,245,306,064	7,306,038,160
Members' equity		
Retained earnings	798,103,915	715,688,297
Accumulated other comprehensive loss	(11,019,068)	(10,146,178)
Total members' equity	667,084,847	665,682,101
Total liabilities & members' equity	\$ 8,910,282,207	\$ 7,971,719,261

Consolidated statements of income

Years ended 31 December 2024

	2024	2023
Interest income		
Interest on loans	\$ 229,331,207	\$ 179,938,205
Interest on investments and cash equivalents	52,048,420	56,207,123
Total interest income	281,379,627	236,145,328
Interest expense	96,036,064	92,969,887
Net interest income	185,343,563	143,175,441
Provision for (recovery of) credit losses	9,090,000	(610,000)
Net interest income after provision for credit losses	176,253,563	143,785,441
Total non-interest income	64,738,854	56,232,203
Total income net of provision for credit losses	240,992,417	200,017,644
Non-interest expense		
Salaries and benefits	115,119,552	104,038,073
Operations	62,176,378	55,748,491
Occupancy	6,180,686	6,211,446
Provision for tort/liability loss	—	29,372,264
Total non-interest expense	183,476,616	195,369,274
Net income	\$ 62,515,801	\$ 44,678,370

2024 Annual Report 8

Financials

Ensuring safety and soundness at UNFCU is undertaken with responsible operational practices, marketplace vigilance, and attention to protecting members' assets.

Our strategic and cooperative approach delivered solid financial results in 2024. Moreover, these actions represent the foundation of how we serve the personal financial needs of members, now and in the future.



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Supervisory Committee Report

The Supervisory Committee (the "Committee") is primarily responsible for assisting the UNFCU Board of Directors in fulfilling its oversight responsibility. The Board is responsible for providing an independent appraisal of the safety and soundness of the operations and activities of the Credit Union.

In carrying out this responsibility, the Committee oversees the Internal Audit Department, which reports functionally to the Committee and administratively to the President and CEO of UNFCU. Primarily through the work of Internal Audit, the Committee (i) monitors compliance with the policies established by the Board of Directors; (ii) evaluates the adequacy and effectiveness of the system of internal controls established by UNFCU management; (iii) investigates and responds to written member inquiries referred to the Committee; (iv) reports an independent certified public accounting firm to conduct an audit of UNFCU's financial statements; and (v) reviews the policies and procedures of the audit engagement including its scope, fees, and auditor independence matters.

The Committee itself does not prepare financial statements or perform audits. Its members are not the certifiers or auditors of UNFCU's financial statements. The Committee engaged the independent certified public accounting firm of Doernz Mayhew to audit and render an opinion as to whether the UNFCU financial statements for the period 1 January 2024 through 31 December 2024 fairly present, in all material aspects, the financial position of UNFCU.

Doernz Mayhew has completed its audit, which was performed in accordance with auditing standards generally accepted in the United States of America. Its unqualified opinion, along with the Credit Union's audited financial statements, are available on the Credit Union's website at: unfcu.org/2024/Financials

Members can be further reassured by our commitment to conducting business as a good citizen of the world. We took additional action on 14 of 17 Sustainable Development Goals (SDGs). Highlights included reducing single-use plastics, increasing volunteerism, and engaging in philanthropic initiatives to alleviate poverty. At UN headquarters, we hosted our 7th United in Sustainability (UIS) Summit for the credit union industry. In sharing best practices on including the SDGs, we grew the UIS Network beyond 200 participants, driving economic growth and community development.

The UNFCU Foundation supported 19 grant partners whose vital programs benefited more than 57,000 marginalized women and youth.

Access to quality education, critical healthcare, and training programs in agribusiness, social entrepreneurship, and bridging the digital divide transformed lives.

In 2024, we conducted over 340 financial management sessions for our members, which spanned webinars, symposia, and hands-on Digital Banking demonstrations. These briefings empowered members to gain effective strategies and safeguards at every stage of life.

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Access to quality education, critical healthcare, and training programs in agribusiness, social entrepreneurship, and bridging the digital divide transformed lives.

I want to recognize the Board of Directors, volunteers, management, and staff for ensuring that our progress today continues to support members' financial journeys tomorrow. Looking ahead to 2025, the UN International Year of Cooperatives, we will continue to be driven by our UN founders' vision and our members' purpose. Thank you to our members for your confidence in allowing us to remain steadfast in our mission, "serving the people who serve the world" as a mandate against ever-changing tides.

Thomas Penelope
Chairperson of the Board

The UNFCU Foundation supported 19 grant partners whose vital programs benefited more than 57,000 marginalized women and youth.

Access to quality education, critical healthcare, and training programs in agribusiness, social entrepreneurship, and bridging the digital divide transformed lives.

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Volunteers

Board of Directors
Thomas Penelope, Chairperson
Charles M. Adams, Vice Chairperson
Betty Paul Robinson, Treasurer
Adriana de Oliveira, Assistant Treasurer
Wendy Byrnes, Secretary
Ana Maria Alvarez, Director
Barbara Martinez, Director
Marlene S. Muegge, Director
Lynn Rossmore, Director

Committee Chairpersons
Thomas A. Moore, Chairperson
John Anne Hays, Vice Chairperson
John Lewis, Director

Loan Review Committee
Francesca Jost, Chairperson
Suzanne Bhatnagar, Member
Nora Rypke, Member

Nominating Committee
Charles Adams, Chairperson
Anna Maria Winkler, Member
Sophie Winkler, Member

Supervisory Committee
Paul Grossman, Chairperson
Dr. David Ross, Secretary
Robert Fink, Member
John Roper, Member
Helen Winkler, Member

Senior Management

John Lewis, President & CEO
Thomas A. Moore, Executive Vice President
David Bessette, CPA, Senior Vice President, Finance
Prasad Sankaranarayanan, Senior Vice President, Chief Information Officer
Lynn Rossmore, Chief Lending Officer
Lynn Rossmore, Chief Human Resources Officer
Kathleen Rossmore, Chief Risk Officer
Katherine Penelope, Chief Digital Officer
Marlene S. Muegge, Chief Legal Officer
Christopher Mayhew, CPA, Chief Investment Officer
William Thomas, Chief Member Operations Officer
Robert Grossman, CPA, First Vice President, Investment Management
Helen Cade, First Vice President, Finance
James Cade, First Vice President, Strategic Planning
David Bessette, First Vice President, Global AML & Sanctions
Francesca Jost, First Vice President, Enterprise Applications & Services
Suzanne Bhatnagar, First Vice President, Infrastructure
Nora Rypke, First Vice President, IT & Security
Tom Kasper, First Vice President, Compliance & Regulatory
Lynn Rossmore, First Vice President, Internal Operations
David Bessette, First Vice President, Mortgage Operations & Servicing
Robert Fink, First Vice President, Global Card Solutions
John Roper, First Vice President, Global Talent Management

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Challenge

Solution

Business models

Team

Expertise

Urban Stash2

Challenge

As urbanization accelerates and cities like New York grow more dense, space is becoming the ultimate luxury.

In this era, storage has been transformed from a convenience into a fundamental amenity of 21st-century living.

Yet, the way we manage space has not caught up with modern needs:

Urban apartments strain to accommodate modern living: Residents are increasingly constrained by limited storage within their homes, compromising their quality of life.

Storage solutions are outdated and inaccessible: Existing storage facilities are often located far from the urban core, making them impractical for today's fast-paced, convenience-driven lifestyle.

Vast untapped potential in urban infrastructure: Many buildings possess underutilized spaces — especially in basements and cellars — that sit idle, representing a missed opportunity to unlock new revenue streams and deliver valuable services to residents.

Challenge

Solution

Business models

Team

Expertise

Urban Stash4

Solution

Urban Stash is revolutionizing the self-storage industry by unlocking the hidden potential in New York City's underutilized spaces.

By transforming cellar and basement areas in existing buildings into affordable, on-demand self-storage units, we're not just providing a solution to urban storage challenges — we're creating new value where none existed before.

Our easy-to-use online platform allows users to rent these units on a monthly or annual basis, offering convenience and flexibility. At the same time, landlords benefit from a fresh, untapped revenue stream that boosts their property's value and increases its Net Operating Income (NOI).

We reimagine space in the city and turn forgotten corners into profit centers.

— Ran Sahar

Challenge

Solution

Business models

Team

Expertise

Urban Stash7

Expertise

We are real estate operators

- Operated and managed over 1,000 furnished rooms and short-term rentals
- Deep knowledge in customer acquisitions and customer service

Our vast network

- Extensive broker relationships in NYC
- Existing partnerships with more than 100 property managers, local contractors, and real estate vendors to drive operating efficiencies and cost saving

We are tech experts

- Platform structure enables operational scale and expansion
- Tech enabled services to streamline operations and cost savings
- Mastered self-storage tech stack solutions (PMS, CRM, etc.)

Challenge

Solution

Business models

Team

Expertise

Urban Stash3

The challenge of the future is evident. We need to redefine urban living by transforming underused spaces into smart, accessible storage solutions that meet the demands of a modern, space-conscious world.

Challenge

Solution

Business models

Team

Expertise

Urban Stash5

Business models

	Revenue-share model	Lease model
Sign a partnership agreement	✓	
Sign a lease agreement	—	✓
We design and construct self-storage units	✓	✓
Landlord covers the upfront cost (Cost for 40 self-storage units is ~\$70K)	✓	—
We handle all marketing and sales efforts	✓	✓
The profits are shared 50/50 (Make ~50% more than lease)	✓	—
Landlord benefits from increased property value and additional income improving their NOI	✓	✓

Challenge

Solution

Business models

Team

Expertise

Urban Stash6

Contact

Feel free to reach out — we're here to answer any questions you may have.

Or Goldschmidt
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or@goldschmidt@urbanstash.com

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ran@urbanstash.com

whitewall
Media Kit
2017-2018

Whitewall
Media Kit

Mission Statement

Whitewall is the best contemporary art and luxury lifestyle magazine dedicated to exploring the worlds of art, design, fashion, and lifestyle through interviews with leading artists, designers, and visionary minds.

Media Kit | whitewall

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Publishing Timeline : US

SPRING 2017	SUMMER 2017	AUTUMN 2017	WINTER 2017-2018
The Art Issue	The Design Issue	The Couture Issue	The Luxury Issue
APRIL 2017 40,000 Copies	JUNE 2017 40,000 Copies	SEPTEMBER 2017 40,000 Copies	NOVEMBER 2017 40,000 Copies
Specs Deadline: Mar 24 Internal Deadline: Mar 31 Out Date: Apr 21	Specs Deadline: May 14 Internal Deadline: May 20 Out Date: Jun 13	Specs Deadline: Aug 4 Internal Deadline: Aug 11 Out Date: Sep 1	Specs Deadline: Oct 13 Internal Deadline: Nov 3 Out Date: Nov 21

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Industry Praise

"I am a fan of Whitewall. In my humble opinion, the magazine has brought back Andy Warhol's interview from the 60's... but even better, on a higher level because it has depth, it's informative and quite frankly, it's extremely good looking."

— Peter Dinklage, Designer

"To me, Whitewall is the magazine of the moment: beautiful and relevant."

— Anna Dello Russo, Designer

"It's the new magazine that you have to read. Inside, every single person that there's a story on, is somebody I want to read something about. And they are people that other magazines are not writing about but should be."

— Peter Dinklage, Designer

"I am so impressed! I could not put down the magazine!"

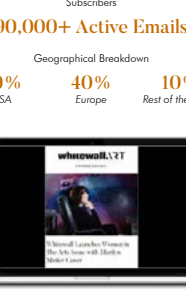
— Rebecca Costello, Artist & Designer

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Social Media

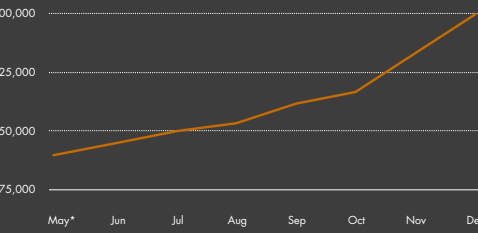


E-Newsletter



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Whitewall.art : Projected Monthly Uniques



*May 2017 : 120,000 Monthly Uniques

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Whitewall.art Digital

Whitewall.art acts as the main digital platform under the Whitewall umbrellas. As a destination site, it offers advertisers the opportunity to align themselves around premium content through standard banner placements, video units, branded content, e-newsletter sponsorships, and social media engagement.

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WHITEWALL *Presents* - Branded Content Opportunities

- Article About the History & Culture of the Brand
- Interview of the Designer or CEO of the Brand
- Factory Visit (Process of Creation, Behind-the-Scenes)
- Article About the Flagship Store's Design & Architecture
- Article About the Brand's Latest Collection or Capsule Collection



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Thank you, *let's connect*

I'm always open to new connections, collaborations, and creative partnerships that lead to meaningful work.

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