
JON EWELL
CREATIVE DIRECTOR | MULTIMEDIA | DESIGNER



Large format booth graphics our marketing team designed. We have several booth designs used at various conferences.


Ambry Genetics
Setting the St d
for Genetic Te
I really like the approach to having the option of including limited evidence genes. Part of my job is to educate the patient about what those are, and what information is and isn't available. Some patients are comfortable living in that gray area. Many aren't.
Ambry Genetics

NORTH PARK NEWS

LOCAL UMBRELLA MEDIA

North Edition - Your Neighborhood Source - Serving local communities, kids, & causes throughout Southern California.

LocalUmbrella.com Vol. 27 No. 6 June, 2018

WHAT'S BEHIND THE WHITE EAGLE ?



Danny Fitzgerald and Chris Roberson, Founders of ENDEAVOR with artist Dana Toon.

Wondering what's behind the white eagle on the corner of North Park Way and Grim Avenue? We've tracked down who's behind it, and their story. Meet Danny Fitzgerald and Chris Roberson, Founders of ENDEAVOR who have committed to Community Building Beyond Development. Read more on **PAGE 11**

UPTOWN BICYCLES ESTD 2011

YOUR LOCAL BIKE SHOP

NORMAL HEIGHTS: 3437 ADAMS AVE. / 619.283.1926
BANKER HILL: 2665 5TH AVE. / 619.795.7222
WWW.UPTOWNBICYCLES.COM

25% OFF* SERVICE

*EXPIRES JULY 30TH 2018. NOT VALID WITH ANY OTHER OFFER.

A cover and the masthead from when I was editor and designer for the local newspaper publisher Local Umbrella Media. I would layout 12 newspapers each month. We printed 24 total so another designer would do the other 12. I was also the editor so I would contract the writers and ad sales teams to finish each issue.

We can had common pages that would repeat in each issue but we would need at least 12 pages of original content in each neighborhood paper.

I was also in charge of making sure everything printed correctly. One mistake could cause thousands of dollars.

No pressure.

LOCAL UMBRELLA MEDIA

Adams Ave News
Bay Park Connection
College Area Connection
Hillcrest News
IB Connection
Ken-Tal News
Mission Hills News
North Park News
Serra Mesa Connection
South Park News
Bay HO Connection,
Clairemont Connection,
Community Hub – 4S Ranch N
Community Hub - 4S Ranch S
Community Hub – Del Sur
Community Hub – Santaluz
El Cajon Blvd Connection,
Mira mesa Connection,
Seaside Courier – Carlsbad
Seaside Courier – Encinitas
Tierrasanta Connection
La Mesa Village News
Mira Mesa Connection
Mount Streets News
Rancho Penasquitos Connection
Seaside Courier – Carlsbad
Seaside Courier – Encinitas

Local Umbrella Media
- your neighborhood source -

Group Publisher
Brad Weber
Brad@LocalUmbrella.com

Editor
Jon Wesley Ewell
jon@localumbrellamedia.com

Art Director
Chris Baker
cbaker@sandiegometro.com

Lead Writer
Jeanne Rawdin
rawdinjeanne@gmail.com

Writers/Columnists
Bart Mendoza
Delle Willett
Jen Coburn
Sara Wacker
Nina Ruud
Beau Schmidt
Leo Christopher
Lisa Howe

Photography
Sande Lollis
Jim Childers

Media Consultant
Tom Shess

Advertising
Brad Weber
Brad@LocalUmbrella.com

Letters/Opinion Pieces
Local Umbrella Media encourage letters to the editor and guest editorials. Please address correspondence to Brad@LocalUmbrella.com. Please include a phone number, address and name for verification purposes; no anonymous letters will be printed. We reserve the right to edit letters and editorials for brevity and accuracy.

Story ideas/Press Releases
Do you have an idea for an article you would like to see covered in this newspaper? We welcome your ideas, calendar item listings and press releases. Please contact Jon Ewell at jon@localumbrella.com

Local Umbrella Media
3401-A Adams Avenue #162,
San Diego CA 92116

The entire contents of this newspaper is copyrighted, 2018, by Inspired Systems, LLC. Reproduction in whole or part is prohibited without prior written consent. All rights reserved.



Besides layout, design and print mechanical set up I would also do a lot of photo retouching. The dress in these photos was a bright red so we needed to change it to blue.

I was able to easily convert the dress color using channel mixing in Photoshop. You would never know the image had been altered.



















"Jon's approach to graphic design is edgy and modern, with a elegant twist. He has the ability to take your vision and make it a reality. A pleasure to work with!"

– Alissa Huber, iStik, Inc.





Packaging design for an old company called Istick. I designed the packaging dielines and I also created a realistic mockup of the Ipod product in Photoshop.







An older project for Sony through an agency I worked for. I was involved with designing the print mechanicals for a print ad, digital banner ads and DVD packaging.



New branding and package design for a physical therapy product called Cortisil MDX.

I was involved with designing the product brand and the corporate brand. I also designed all of the new packaging, print collateral and the new website.

PREMIUM

Shopping Guide

PremiumShoppingGuide.com



ALBUQUERQUE INTERNATIONAL BALLOON FIESTA®
2017

Santa Fe Metro Edition
October 2017 / November 2017

RESTAURANT SECTION
Page14

PREMIUM SHOPPING GUIDE
IS AVAILABLE
AT SMITH'S & ALBERTSONS

HELP US SUPPORT
THE SANTA FE FOOD DEPOT.
TO FIND OUT HOW
YOU CAN HELP
GO TO PAGE 00.

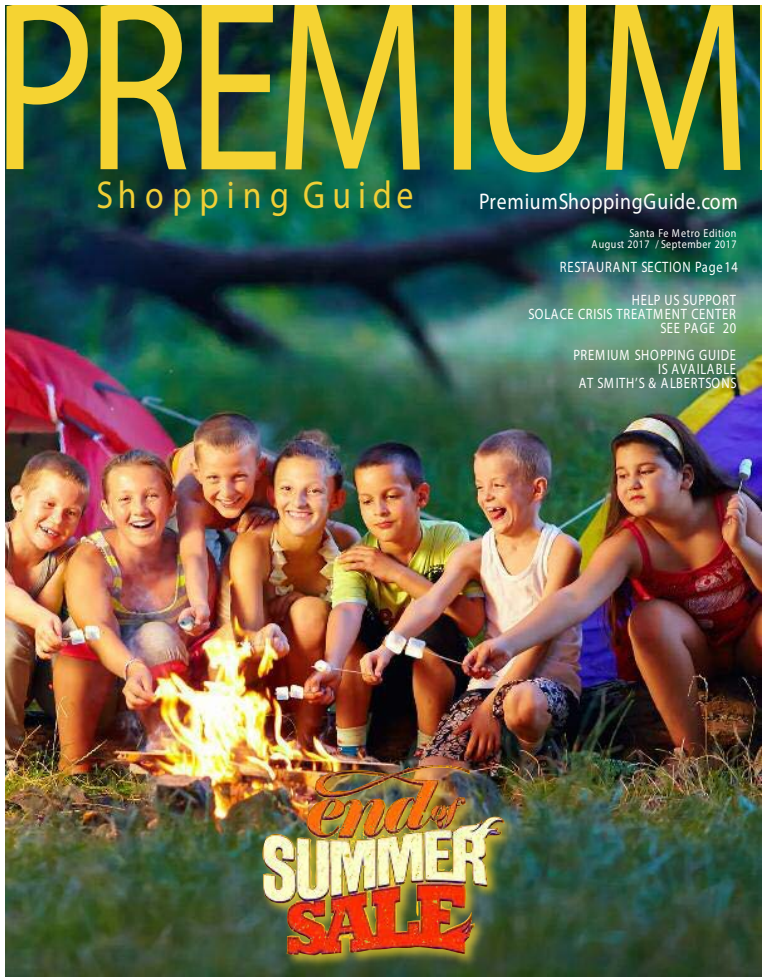
YOU CAN SAVE
100'S OF DOLLARS
EVERY MONTH
WHEN YOU DINE OUT
BY JOINING
THE PREMIUM
MEAL DEAL
SEE PAGES 16 &17
FOR DETAILS

SUPPORT CHILDRENS HOSPITAL
AND ORDER A PERSONALIZED
LETTER FROM SANTA FOR YOUR
FAMILY, FRIENDS
AND CHILDREN
SEE PAGE ?? FOR DETAILS

WIN A WEEKEND FOR 2
IN TAOS IN OUR
GETAWAY GIVEAWAY CONTEST
SEE PAGE ??? FOR DETAILS

FIND US @
premiumshoppingguide.com
WHERE YOU CAN PRINT OUT
ALL OF THE OFFERS
IN THIS ISSUE.

Balloon Fiesta Poster Created By
New Mexico Artist David Gonzales



The Premium Shopping Guide in New Mexico hired me to collect all of their production files (hundreds of ads) remotely and fix all the linked images, repair proxies and redesign many items. I also had to quickly layout the magazines so they could get their printing back online.

It took me four weeks but we got them rolling again. Production design saves the day, again.





An example of how I would mock up vehicle wraps for our client (Sony) so they could see what the wraps would look like for their experiential event vehicles.



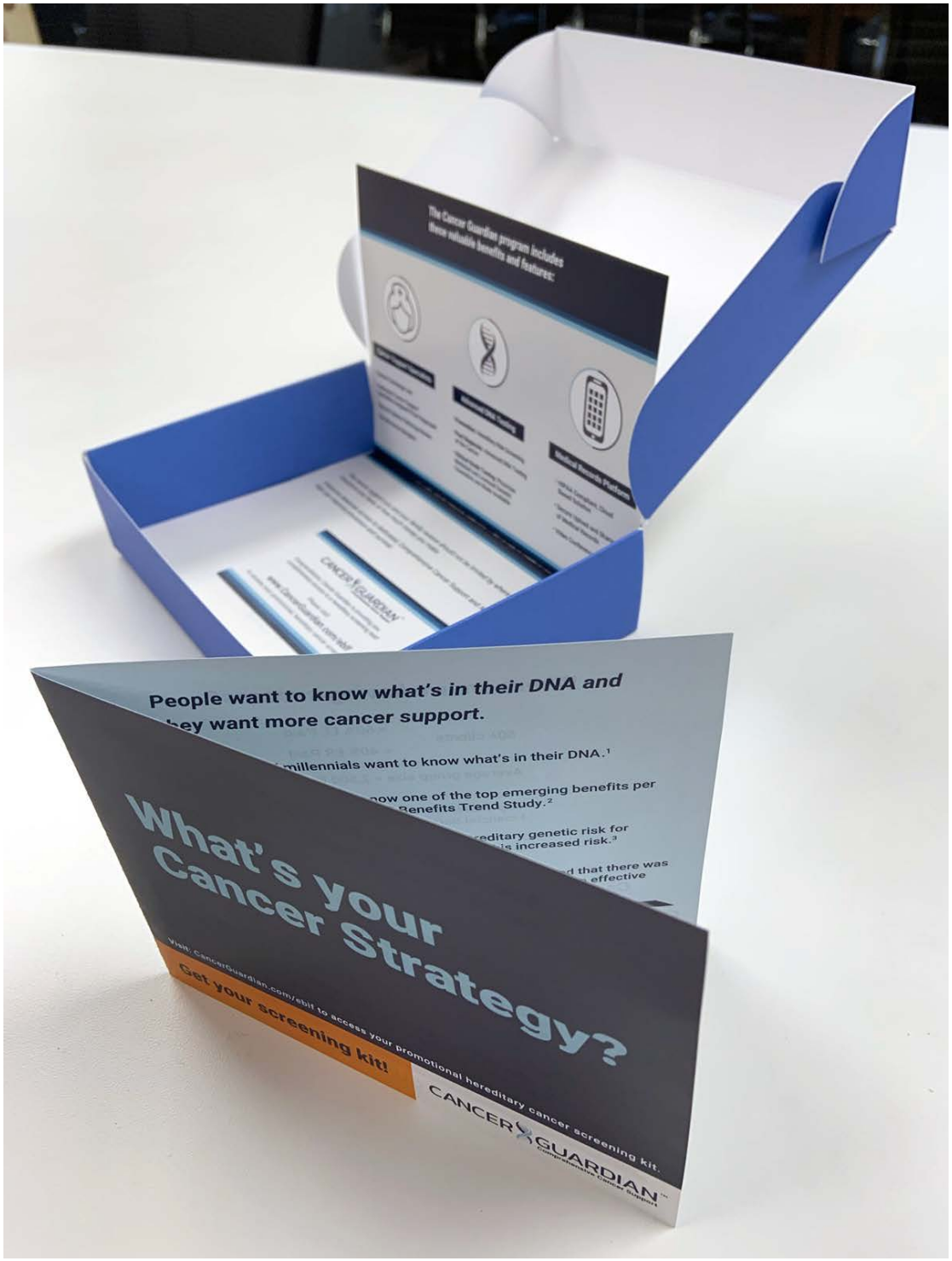
An illustrated logo I created for Gamesa cookies. A PepsiCo brand for Latin America.

A promo I developed for Cancer Guardian.

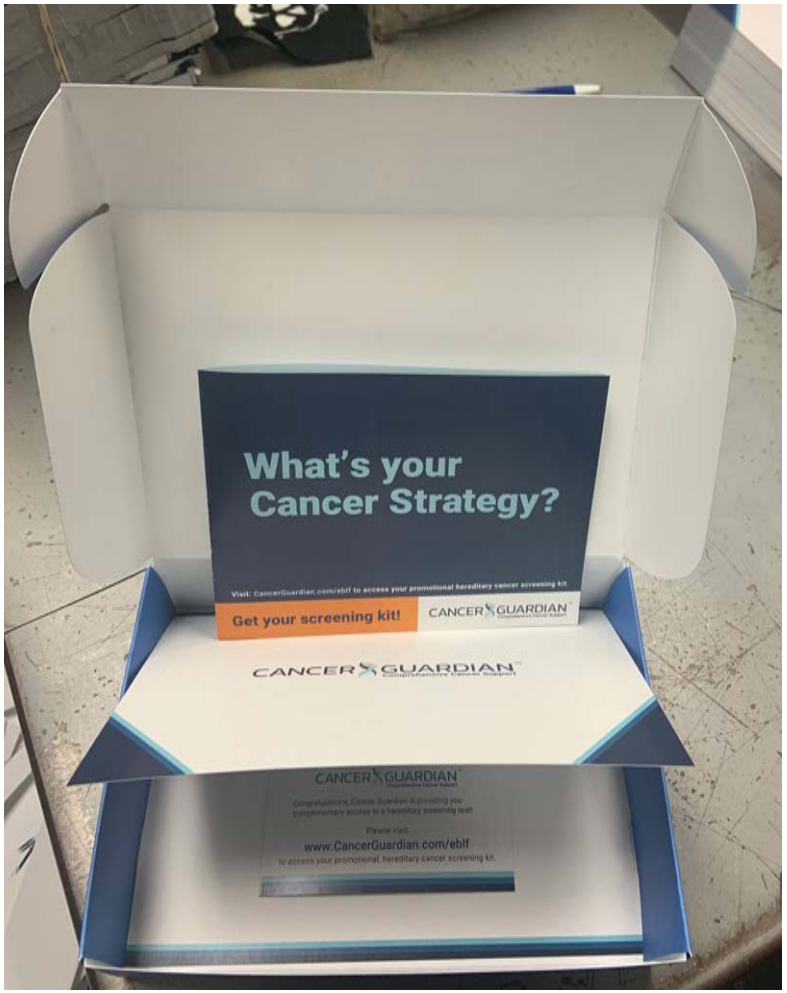
They didn't have a tangible representation of their product (an employee benefits insurance add-on), nor did they have a large budget, so I came up with a custom box printed with their branding and several printed inserts that described their product.

It worked. They had boxes to hand out at the conference and eventually we raised ~ 30 millon dollars in series B fundraising.

They are now called Genomic Life.

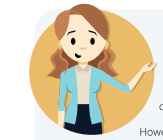








Behind the scenes images of my "proof of concept" development in my graphics lab at the office.



EVERY EMPLOYER FEELS THE IMPACT OF CANCER

ENABLE AND EMPOWER YOUR ORGANIZATION.

The current healthcare landscape limits the access to many advanced services and technology that can have a significant impact on an individual's outcome.

However, employers have the opportunity to change the current narrative.

Take decisive action by providing your employees with personalized cancer navigation support, dedicated resources, and Advanced DNA Testing that will help guide them through their cancer diagnosis and treatment, improving their odds of survival.

By deploying a Cancer Strategy within your organization, you can help your employees when they need it the most.

CANCER GUARDIAN™
Comprehensive Cancer Support

American Cancer Society

Cancer Guardian and the American Cancer Society are collaborating to drive more research dollars to find better treatments for cancer.

Enrolling 1 million people in Cancer Guardian will result in $600,000 being donated annually to the American Cancer Society.

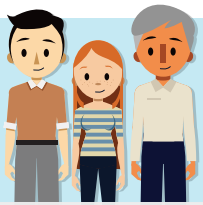
By offering this program your company will also be helping in this fundraising effort.

The American Cancer Society does not endorse any product or service.

References

1. A S Ahmad, N Ormiston-Smith and P D Sasieni, British Journal of Cancer volume112, pages943–947 (4/3/15)
2. "The State of Cancer Care in America, 2014: A Report by the American Society of Clinical Oncology" Journal of Oncology Practice Vol 10 Issue 2 (2014) Pages 120..122, (11/12/18) \
3. https://www.cancer.org/content/dam/cancer-org/research/cancer-facts-and-statistics/cancer-treatment-and-survivorship-facts-and-figures/cancer-treatment-and-survivorship-facts-and-figures-2014-2015.pdf
4. https://www.liebertpub.com/doi/pdf/10.1089/pop.2010.0014
5. Stephen S. Raab, Dana M. Grzybicki, CA CANCER J CLIN 2010;60:139–165
6. https://www.cancer.org/cancer/breast-cancer/understanding-a-breast-cancer-diagnosis/breast-cancer-survival-rates.html
7. https://www.cardinalhealth.com/content/dam/corp/web/documents/publication/CardinalHealth-2018_Oncology_Insights_June.pdf
8. Wamberg Genomic Advisors Cancer Survey of 204 cancer patients and nonprofessional advocates fielded by Survey Sampling International (SSI), 2018. Available at: http://www.managedhealthcareexecutive.com/leukemia-and-lymphoma/most-troubling-part-cancer-treatment-patients.

Contact the Cancer Guardian Team to start the discussion.



855.WAMBERG (926.2374)

info@cancerguardian.com

4330 La Jolla Village Dr. Suite 230
San Diego, CA 92122

cancerguardian.com

Wamberg Genomic Advisors is not an insurance company and Cancer Guardian Comprehensive Cancer Support Service is not an insurance policy. The Service does not provide payment or reimbursement of payment for treatment costs of any kind nor will it provide compensation for any financial losses suffered by members. Its sole obligation is to provide the services described in this brochure.

CANCER GUARDIAN™
Comprehensive Cancer Support
Powered by Wamberg Genomic Advisors

CANCER STRATEGY

GUIDE *For your company*

This e-book outlines the challenges of the current cancer landscape, and new solutions available for employers, their employees, and family members.

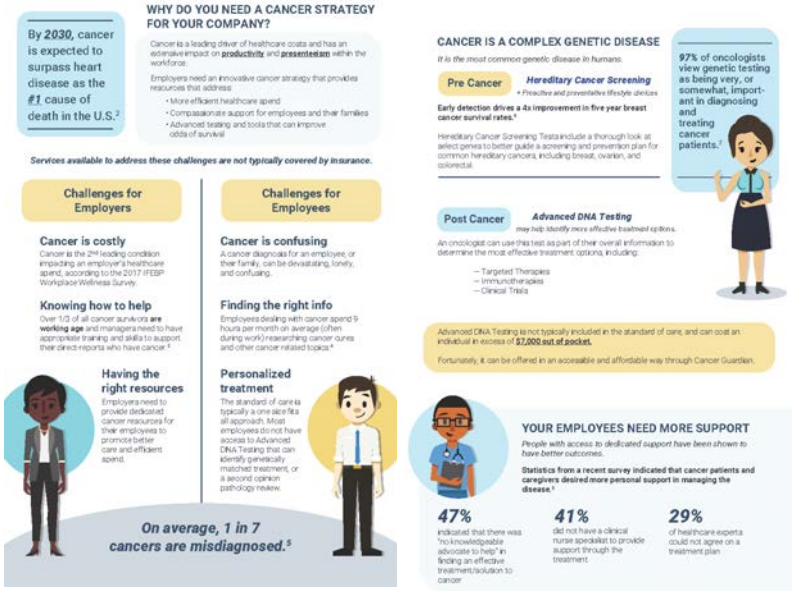


50% of Western populations born today are likely to develop cancer *in their lifetime.*[1]

Developing a corporate cancer strategy for your employees



This was a four-page digital booklet we designed for a conference handout. We printed thousands of these for our sales team to hand out at conferences across the US.



By *2030*, cancer is expected to surpass heart disease as the *#1* cause of death in the U.S.[2]

WHY DO YOU NEED A CANCER STRATEGY FOR YOUR COMPANY?

Cancer is a leading driver of healthcare costs and has an extensive impact on **productivity** and **presenteeism** within the workforce.

Employers need an innovative cancer strategy that provides resources that address:

- More efficient healthcare spend
- Compassionate support for employees and their families
- Advanced testing and tools that can improve odds of survival

Services available to address these challenges are not typically covered by insurance.

Challenges for Employers

Cancer is costly
Cancer is the 2nd leading condition impacting an employer's healthcare spend, according to the 2017 IFEBP Workplace Wellness Survey.

Knowing how to help
Over 1/3 of all cancer survivors **are working age** and managers need to have appropriate training and skills to support their direct reports who have cancer.[3]

Having the right resources
Employers need to provide dedicated cancer resources for their employees to promote better care and efficient spend.

Challenges for Employees

Cancer is confusing
A cancer diagnosis for an employee, or their family, can be devastating, lonely, and confusing.

Finding the right info
Employees dealing with cancer spend 9 hours per month on average (often during work) researching cancer cures and other cancer related topics.[4]

Personalized treatment
The standard of care is typically a one size fits all approach. Most employees do not have access to Advanced DNA Testing that can identify genetically matched treatment, or a second opinion pathology review.

On average, 1 in 7 cancers are misdiagnosed.[5]

CANCER IS A COMPLEX GENETIC DISEASE

It is the most common genetic disease in humans.

Pre Cancer — ***Hereditary Cancer Screening***
+ Proactive and preventative lifestyle choices

Early detection drives a 4x improvement in five year breast cancer survival rates.[6]

Hereditary Cancer Screening Tests include a thorough look at select genes to better guide a screening and prevention plan for common hereditary cancers, including breast, ovarian, and colorectal.

Post Cancer — ***Advanced DNA Testing***
may help identify more effective treatment options.

An oncologist can use this test as part of their overall information to determine the most effective treatment options, including:

- Targeted Therapies
- Immunotherapies
- Clinical Trials

97% of oncologists view genetic testing as being very, or somewhat, important in diagnosing and treating cancer patients.[7]

Advanced DNA Testing is not typically included in the standard of care, and can cost an individual in excess of **$7,000 out of pocket.**

Fortunately, it can be offered in an accessible and affordable way through Cancer Guardian.

YOUR EMPLOYEES NEED MORE SUPPORT

People with access to dedicated support have been shown to have better outcomes.

Statistics from a recent survey indicated that cancer patients and caregivers desired more personal support in managing the disease.[8]

47% indicated that there was "no knowledgeable advocate to help" in finding an effective treatment/solution to cancer

41% did not have a clinical nurse specialist to provide support through the treatment

29% of healthcare experts could not agree on a treatment plan



A retail palette topper I designed for Nestlé through an agency.







Nestle Palette Topper



A bilingual mailer/coupon booklet I designed and prepared for print for Nestlé through an agency. We printed over 100,000 booklets that were mailed to addresses in the US and South and Central America.

SFAug2017Sept2017.qxp_PSG Book Spreads 2016 7/17/17 11:37 AM Page 29



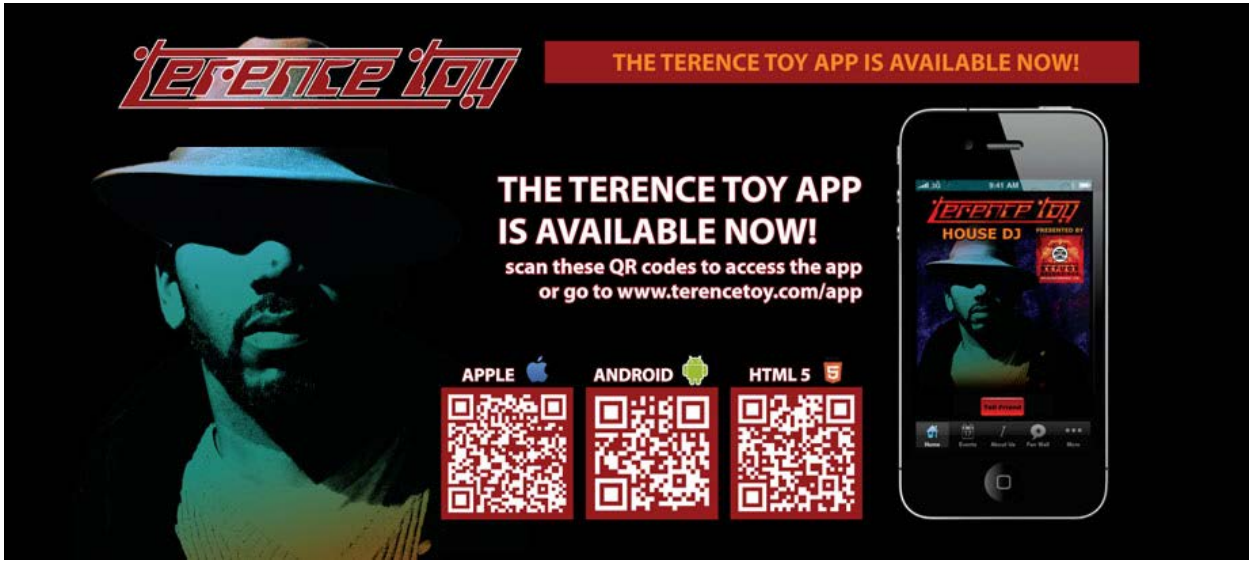
A cover design print file for SantaFe.com in Santa Fe, NM.







A retouching and design project for a Los Angeles DJ where I took a snapshot and turned it into a branded graphic, both in color and black and white. We then used it on all of his branding.



Military • Competition • Law Enforcement





PIERCE TARGETS

Complete All Weather Target Systems

www.piercetargets.com

TABLE OF CONTENTS

PAGE# 2 6'X6' IVORY BLANK MATERIALS

PAGE# 4 6'X6' IVORY PLASTIC TARGETS

PAGE# 6 6'X6' IVORY CARDBOARD

PAGE# 8 6'X6' COMPETITIVE PLASTIC

PAGE# 10 6'X6' COMPETITIVE CARDBOARD

PAGE# 12 SILHOUETTES

PAGE# 14 NATIONAL GUARD TARGETS

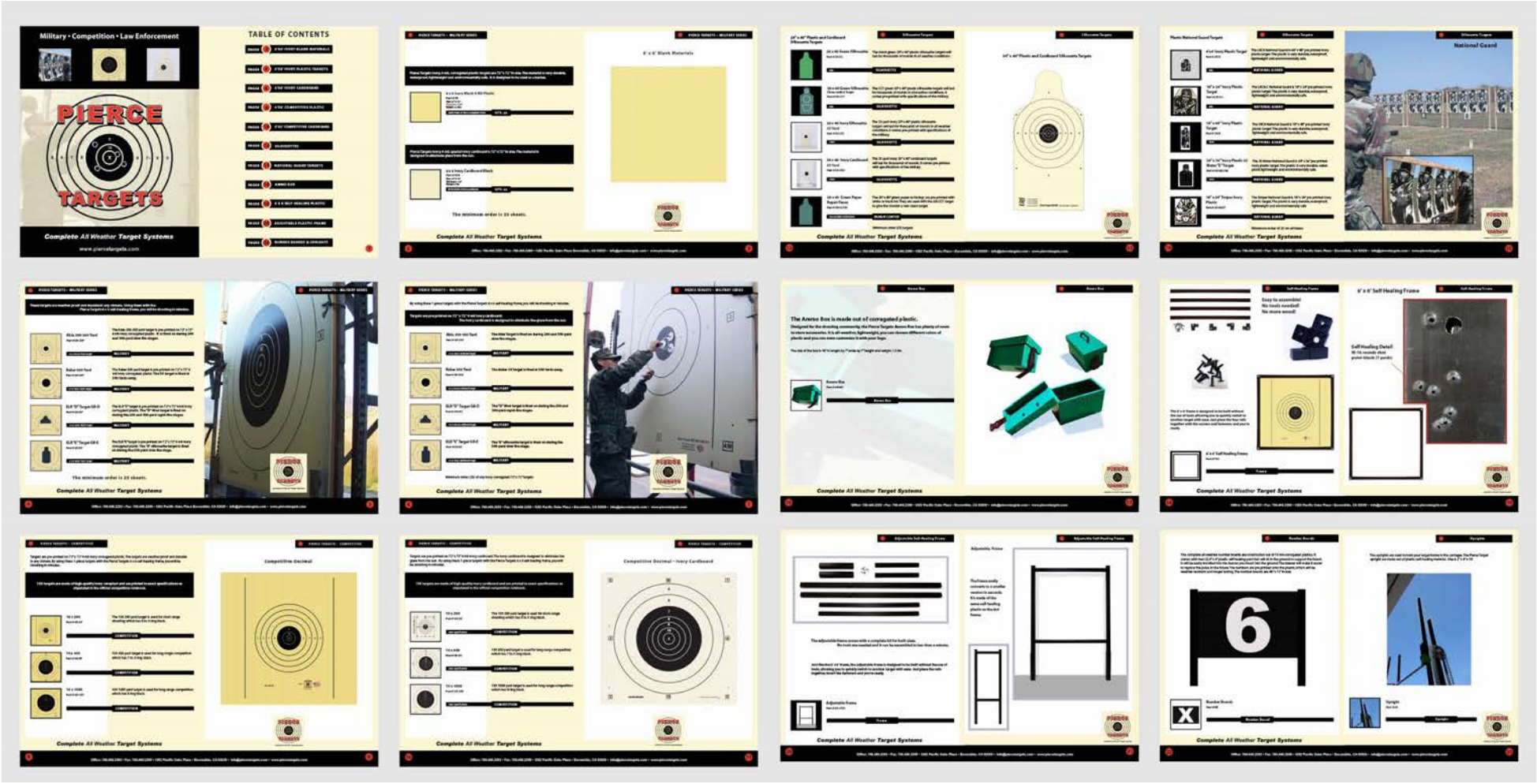
PAGE# 16 AMMO BOX

PAGE# 18 6 X 6 SELF HEALING PLASTIC

PAGE# 20 ADJUSTABLE PLASTIC FRAME

PAGE# 22 NUMBER BOARDS & UPRIGHTS

Catalog cover I designed for Pierce Targets.



Pages for the catalog.

Pierce was a company that started as a print shop. I was hired as their design director but I also wanted to learn more about large format printing so they flew me to Florida for two weeks to train on their Virtu Large format printer (see next page). I spent two weeks learning hands-on from their engineers on how to print on any substrate and also how to troubleshoot and run the machine. It was a great experience.



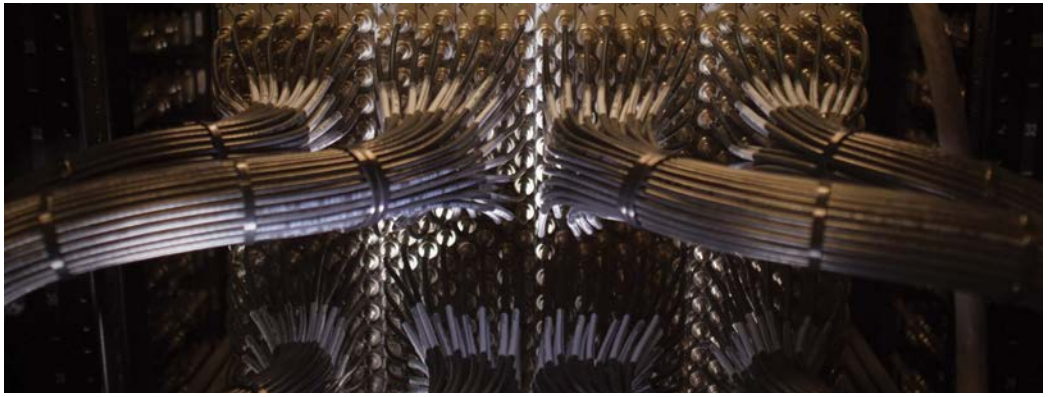


A brochure I designed for Pierce Printing and a photo of the printer I was trained to use. It was created by a mattress company in Florida that wanted to print directly onto their materials. At the time it seems they would be a leader in their field but after the 2008 economic crash, many companies did not make it. This was one of them.

TV MAGIC inc
Broadcast, A/V & New Media Solutions

A page from a catalog I designed for TV Magic. They had amazing photos of their artful cable design. These were fun to work with.













A poster I designed for a local event promoter. Also an image of the printed results.



MANAGED
SOLUTION

Bottom of the 9th

- Provide exceptional service to everyone
- Respect the ones around you and respect yourself
- Always listen and be heard
- Chilvary, caring and common sense should be without limit
- Constantly generate new strategies and creative approaches
- Expect the unexpected, be agile and respond
- Operational Transparency
- Say what you do, do what you say
- Make your mama proud



- cloud power
- unified communications
- desktop/systems management
- content management & collaboration
- virtualization
- identity management & security
- managed services

managedsolution.com

MANAGED
SOLUTION

Bottom of the 9th

- Provide exceptional service to everyone
- Respect the ones around you and respect yourself
- Always listen and be heard
- Chilvary, caring and common sense should be without limit
- Constantly generate new strategies and creative approaches
- Expect the unexpected, be agile and respond
- Operational Transparency
- Say what you do, do what you say
- Make your mama proud



managedsolution.com

This was part of a series of corporate posters I designed for Managed Solution. I also designed the character/mascot "Manny" (seen on the right). You can learn more about him by viewing my illustration portfolio.

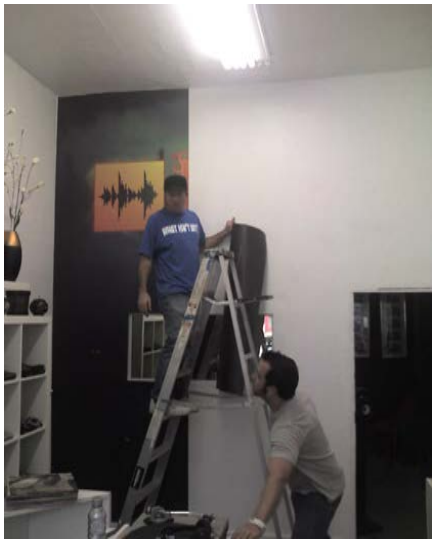








This was a large format project for a retail store in downtown San Diego. I created an original illustration and we printed and installed a mural for the store. We also created signage and additional window decals for them (next page).



Beginning of installation



Test print for mural





Front store signage.

Window Decal sign for the odd window shape of the building









An illustration I created in Photoshop, and print piece for a Bombay Sapphire promotion at a restaurant.



An event poster I created as part of an ongoing campaign for a local radio station. I also created and printed banners, business cards and created websites, logos and radio show promos for this station.

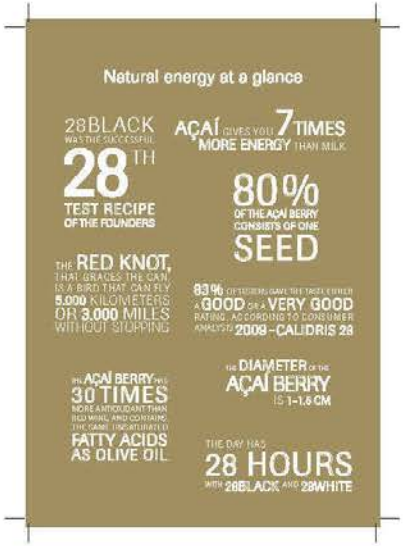




A banner I designed and a photo of the printed piece.















A full page ad printed layout for 28 Black.











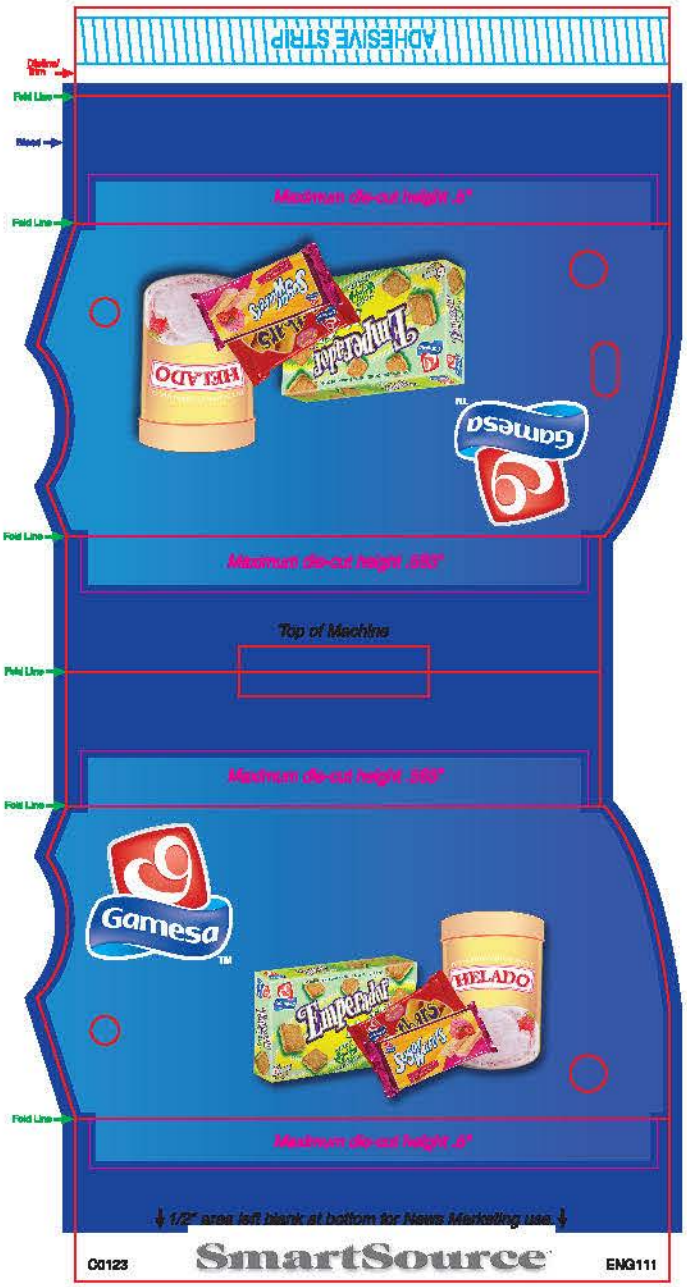


Retail larger format floor displays I designed and printed for Saladitas.



A sticker pack I designed with contour cut lines for Gamesa.

A retail coupon dispenser graphic I designed along with the print mechanical set up.



SmartSource
6.455" x 13.012" SSCM SmartWrap

Trim Size
6.455" x 13.012"

.125" Bleed Area
Shown











More retail floor displays I designed and printed for Gamesa.





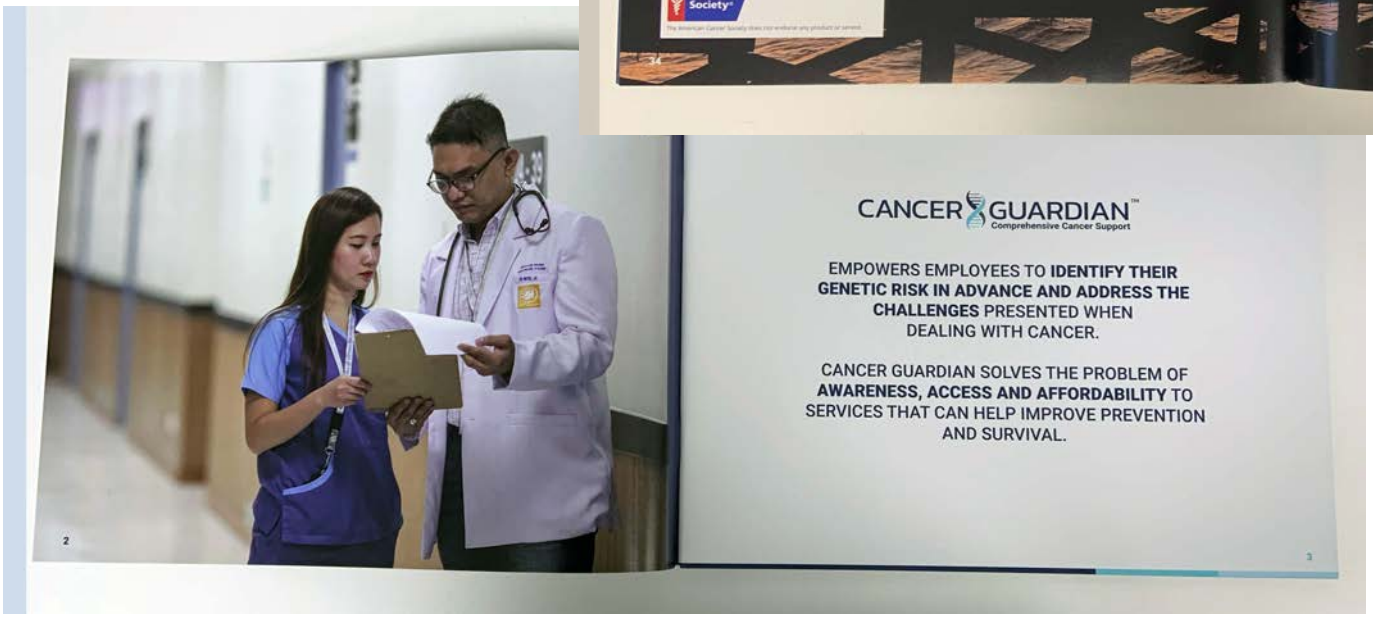
Packaging design for Invitae and Cancer Guardian. The contract ended after I designed the packaging on the left. On the right is a photo I took of the final package print featuring only Invitae branding.

A brochure I designed and set up for printing for Cancer Guardian.

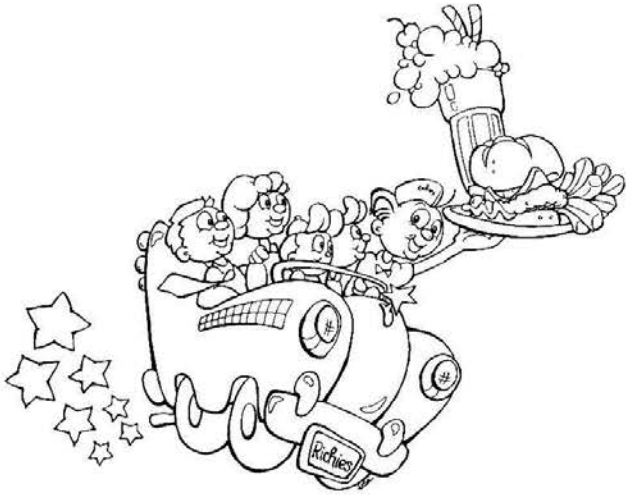
We printed thousands of these to hand out at conferences across the USA.







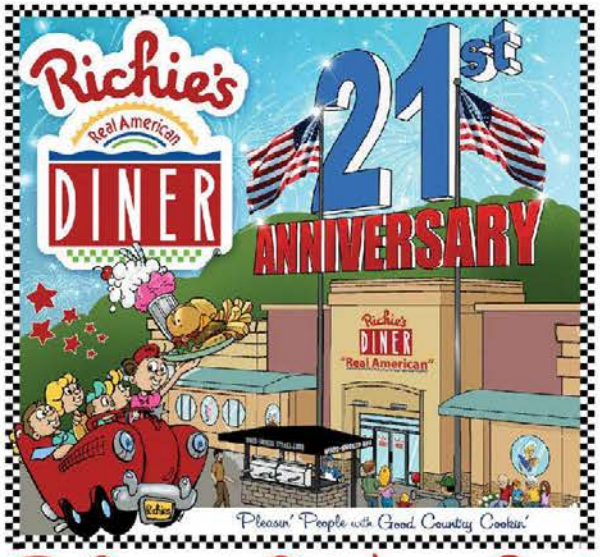

Richie's
Real American
DINER
20th
ANNIVERSARY
Richie's
DINER
"Real American"
WOOD-SMOKED STEAKS & BBQ
WOOD-SMOKED BBQ
Richies











"The Spirit of the Real American Diner"



Process steps for the design and illustration I created of this 20th anniversary T-shirt for Richie's Diner in Murrieta, CA. They liked the design so much, they used it for 5 years. I never got a photo of the t-shirts.



Custom t-shirt designs I created and set up for printing.





Custom t-shirt designs I created with custom illustrations and a BTS sketch.














T-shirt designs created for Orca Arms


ORCA
ARMS


ORCA
ARMS


ORCA
ARMS


ORCA
ARMS




ORCA
ARMS


ORCA
ARMS


ORCA
ARMS


ORCA
ARMS


ORCA
ARMS

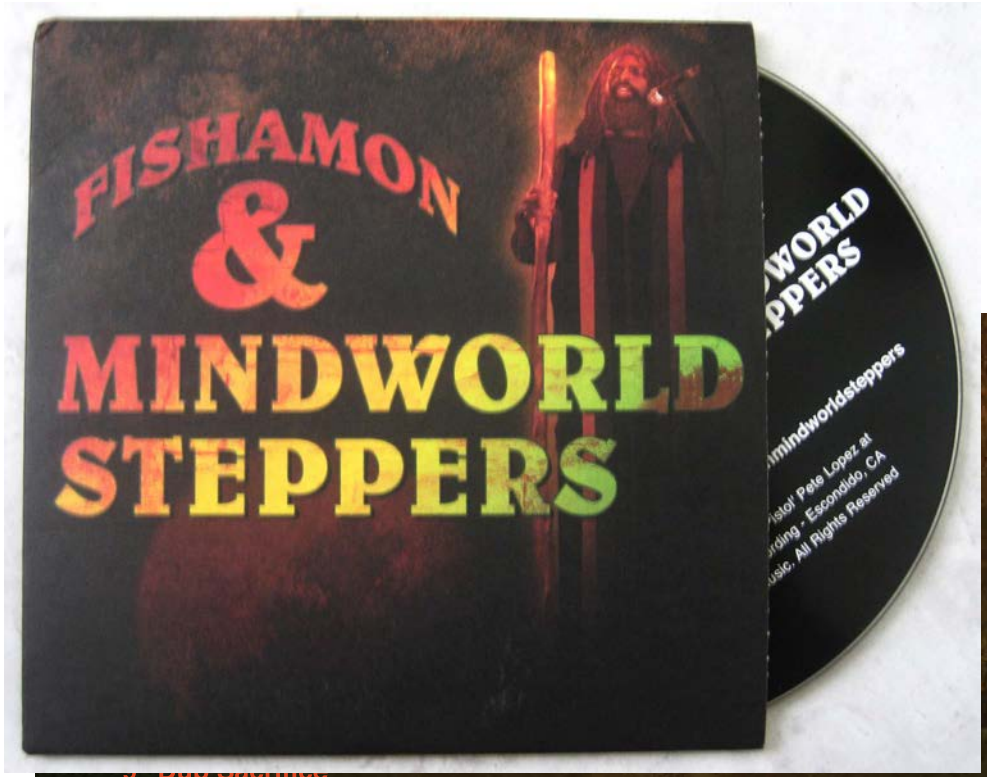

ORCA
ARMS


NEVER
LEAVE
HOME
WITH
OUT
IT
ORCA
ARMS


ORCA
ARMS

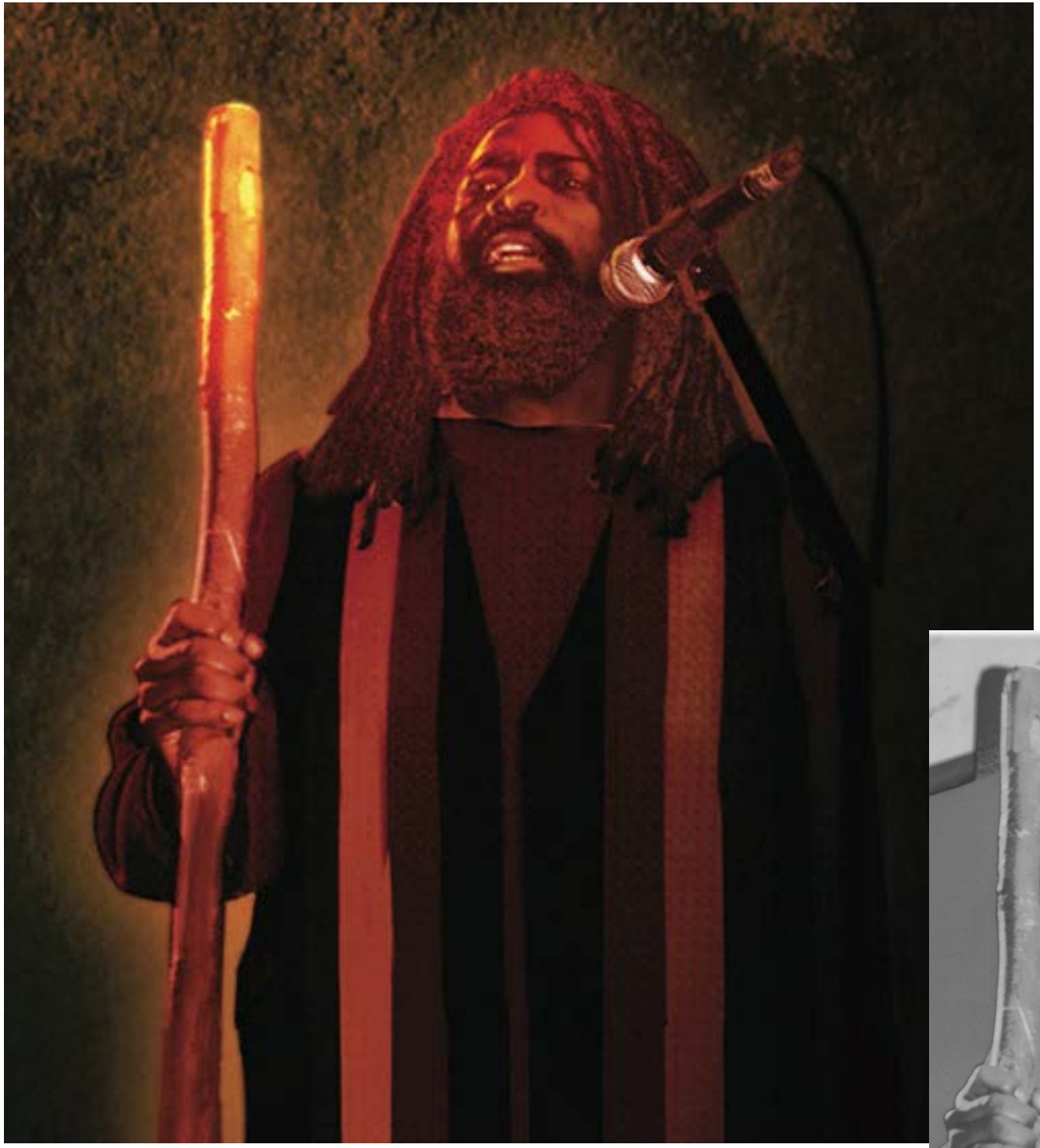

ORCA
ARMS


ORCA
ARMS



CD packaging design for a local band.

For this project, all they had was a black and white xerox print of the lead singer, so I created a colorful digital illustration and then used it for the CD packaging.







ASK YOUR DOCTOR IF HYBRISIL TOPICAL SCAR TREATMENT IS RIGHT FOR YOU.

Indications and Usage

HybriSil™ topical gel is indicated for the relief of pruritic and inflammatory manifestations of corticosteroid responsive inflammatory dermatoses including those associated with the formation of scar tissue.

Important Safety Information

Before using HybriSil™ prescription scar treatment or any topical corticosteroid, you should receive the following instructions:

This medication is to be used as directed by the physician. It is for external use only. Avoid contact with the eyes.

Do not use this medication for any disorder other than for which it was prescribed.

The treated skin area should not be bandaged or otherwise covered or wrapped in a way that could prevent the air from reaching the skin.

Should you experience any adverse reactions see your physician.

Safety in pediatric patients has not been established.

As with any topical corticosteroid, prolonged use may increase the amount of medication that is absorbed into the body. In some cases, this may suppress the "HPA axis" which controls the body's response to stress. This effect can be reversed by discontinuing treatment.

Patients may also experience adverse skin reactions, including burning, itching, irritation, and dryness.

HybriSil XC

Crescendo Therapeutics, LLC
Vista, CA 92081
www.hybrisil.com

1. Su CW, Alizadeh K, Boddie A, Lee RC. *The Problem Scar.* Clin Plast Surg. 1998
2. English RS and Shenefelt PD. *Dermatol Surg* 1999; 25:631-638
3. Bayat A et al. *BMJ* 2003; 326:88-92
4. Sarig Tse Ahn, William W. Menaio, Thomas A Mustoe. Arch Surg- Vol 126, April 1991
5. Mustoe TA et al. Plast Reconstr Surg 2002; 110:560-571.



Brochure holder, retail display I designed and printed for HybriSil.







3D Retail display designs for Nestlé



Welcome to the most advanced cancer support program of our time.

With the average person having up to a 50% chance of being diagnosed with cancer in their lifetime[1], it is no surprise that we have all been touched by cancer, either personally or through friends and loved ones.

The cancer journey can be emotionally, physically, and financially devastating, but fortunately, you have Cancer Guardian.™

Cancer Guardian is an innovative support program that can help in the prevention and management of cancer by combining the power of advanced DNA testing with the personalized support of expert cancer care resources.

1. Lifetime Risk of Developing or Dying from Cancer Basic Facts.American Cancer Society, 2019.

Starting today...

You have access to valuable services that can help in cancer prevention and support longer, healthier lives. From Day 1 of membership, you can enjoy:

Cancer Information Line – staffed by oncology experts. Ask cancer related questions and discuss concerns, risk-mitigation strategies, or care-giving guidance.

Hereditary Risk Screening Test – understand your genetic risk for developing hereditary cancers, cardiovascular diseases, and more. With a simple saliva collection kit, this test covers 147 genes for clinically informative inherited mutations.

Medical Records Platform – a secure, platform that allows you to store medical records for any condition and share with your medical team at any time.



> *"This benefit, out of all the point solutions out there, rises to the top of my list based on the support, resources, and top-quality experts. It was a life-saver for me as a caretaker for my dad."*
>
> **Deb Smolensky,**
> Cancer Guardian Member

If diagnosed...

If you or your enrolled loved one become diagnosed with cancer, contact Cancer Guardian. A dedicated Cancer Support Specialist will be assigned and will develop a personalized program with you and your medical team to optimize health outcomes along each step in the cancer journey. Expert support resources include:

- **Comprehensive Genomic Profiling**
- **Expert Pathology Review**
- **Clinical Trial Navigation**
- **Financial Navigation**
- **On-site Nurse Advocate**

Let's get started.

We want you to get the most from your Cancer Guardian membership.

Contact us today to access your **Day 1 member benefits.**

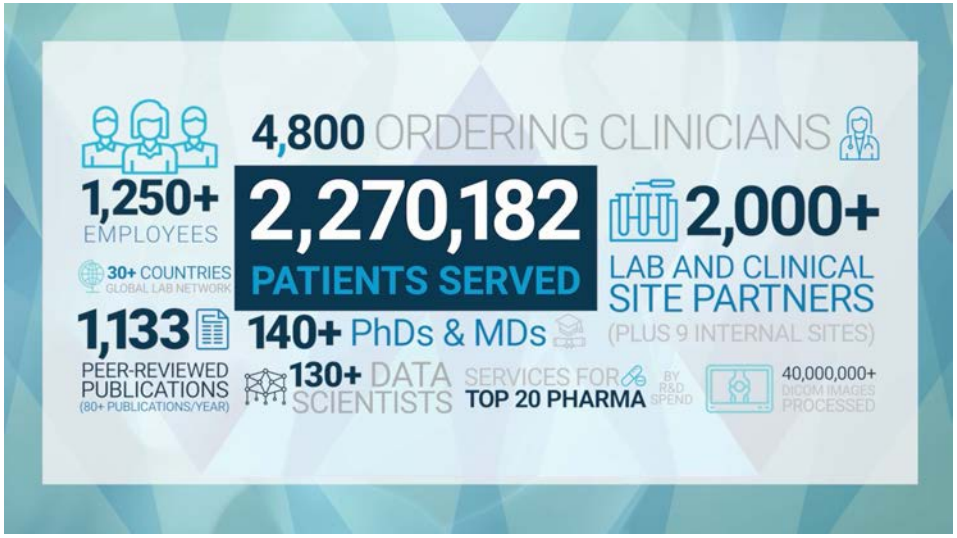
844-MYGENOME
MemberServices@GenomicLife.com

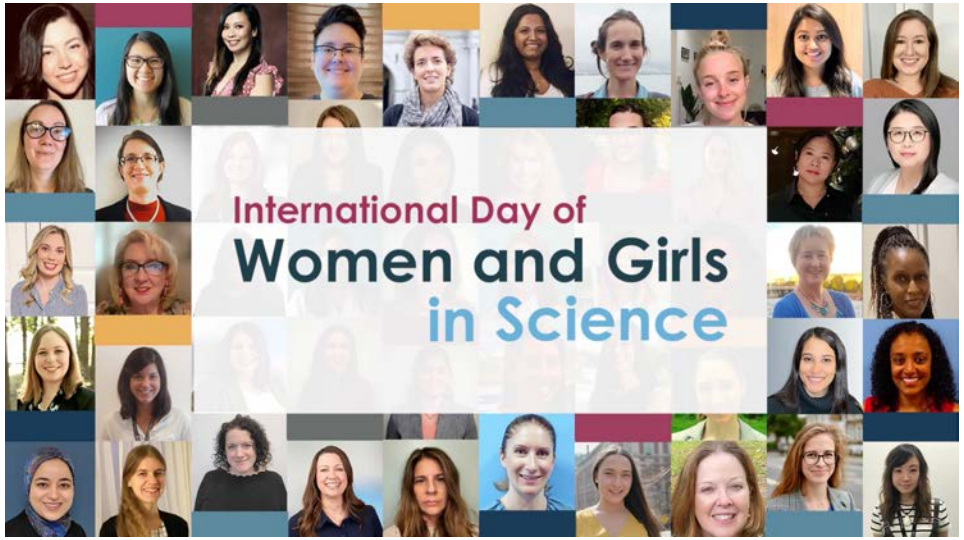
Legal Disclosure: Genomic Life™ is not an insurance company and Cancer Guardian™ is not an insurance policy. The Service does not provide payment or reimbursement of payment for treatment costs of any kind.
Privacy and Confidentiality: Genomic Life™ takes your privacy very seriously. No identifiable protected health information is provided to any third party without your expressed written consent.
For more information on our Terms & Conditions and Privacy Policy, please visit www.genomiclife.com

A print brochure designed for Ambry Genetics.



An experiential photo booth I designed and built for Ambry Genetics Lab Week. It was a hit.









Some screen shots for recent multimedia social media projects. Take a look at the Motion Design and Multimedia tabs on my website to see more of these.