



Web & Graphic Design

Brand Strategy

Germantown, TN



California Department of
State Hospitals

Anthony Gonzalez

Plant Operations
Electrician Supervisor

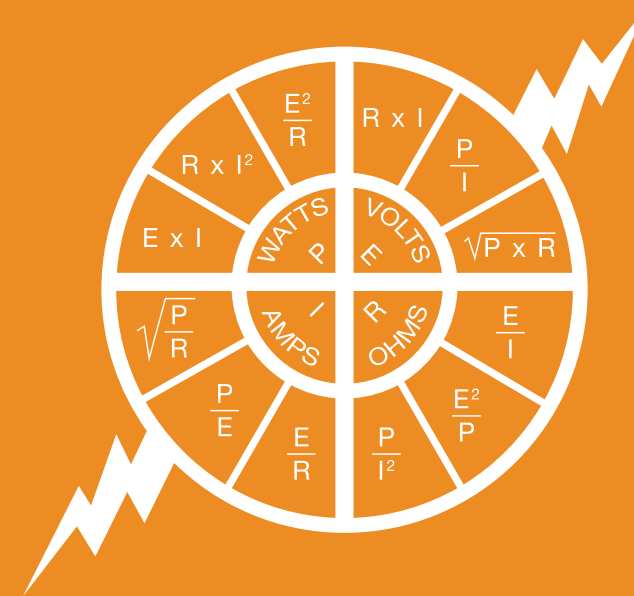
DSH-METROPOLITAN

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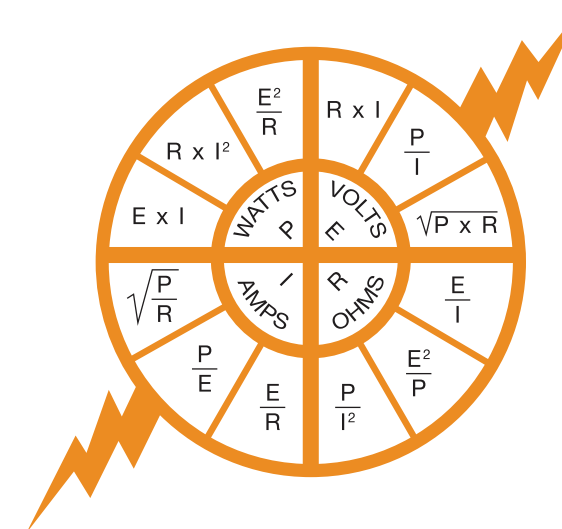
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University of Memphis, 2024 Memphis Tigers Football Poster
+ Overall Athletic Branding Campaign Series for 2024-25



University of Memphis
2024 Athletics Campaign (all sports)
Selected portions shown of women's soccer



MEMPHIS

FOOTBALL

9.2
901 GAME

9.9

9.14
NAVY

9.23
IN ST. LOUIS

9.30
2003 TEAM REUNION

10.13

10.21

10.28

11.4
HOMECOMING

11.11

11.18
SENIOR DAY

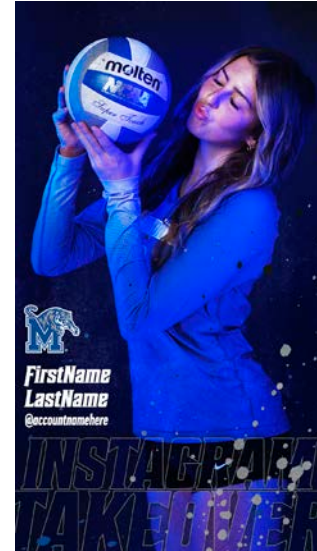
11.24
OR 11/25

12.2

Blue Cards - Home // *AAC
Scan QR code for tickets
Or visit [GoTigersGoTix.com](https://www.memphistigers.com)

2 0 2 3 M E M P H I S F O O T B A L L

University of Memphis, 2023 Memphis Tigers Football Poster
+ Overall Athletic Branding Campaign Series for 2023-24



University of Memphis
2023 Athletics Campaign (all sports)
Selected portions shown of volleyball



Memphis™



2 0 2 2 M E M P H I S F O O T B A L L » Y E A R O F T H E T I G E R

SEPT 3
STATE

SEPT 10*
N

SEPT 17
901 GAME
T

SEPT 24
PARENT & FAMILY GAME
M

OCT 1*
HOMETOWN HEROES
T

OCT 7*
UH

OCT 15*
B

OCT 22*
C

NOV 5*
HOMECOMING
UF

NOV 10*
Tulsa

NOV 19
SENIOR DAY
UNA

NOV 26*
M

DEC 3
A



*AAC // BLUE SLASHED-HOME // FOR TICKETS, CALL 901.678.2331 OR SCAN QR CODE



University of Memphis, 2022 Memphis Tigers Football Poster
+ Overall Athletic Branding Campaign Series for 2022-23

2022-23
MEMPHIS
WOMEN'S
BASKETBALL
SCHEDULE

NOV. 1 vs RUST COLLEGE (EXH)

NOV. 7 vs COLUMBIA

NOV. 12 vs HOWARD

NOV. 16 vs MIAMI (OH)

NOV. 19 @ SIUE

NOV. 22 @ SOUTHERN ILLINOIS

NOV. 25 vs ST. JOHNS

NOV. 26 vs INDIANA

SEASON OPENING
HOME STAND

WELCOME
LAS VEGAS
NEVADA

OWN THE
MOMENT

DEC. 3
@ SOUTH CAROLINA

GEAR UP
FOR CONFERENCE

DEC. 8 vs NORTH CAROLINA CENTRAL

DEC. 10 vs MTSU

DEC. 13 @ TOWSON

DEC. 17 vs SAINT LOUIS

DEC. 21 @ XAVIER

DEC. 30 @ TEMPLE

JAN. 3 vs EAST CAROLINA

JAN. 6 vs SMU

JAN. 11 @ SOUTH FLORIDA

AAC TIP-OFF

JAN 16 @ CINCINNATI

JAN 24 vs TEMPLE

JAN 25 @ EAST CAROLINA

JAN 28 vs SOUTH FLORIDA

FEB 1 vs HOUSTON

FEB 4 @ WICHITA STATE

FEB 11 vs UCF

FEB 15 AT HOUSTON

PREP FOR MARCH

FEB 18 @ TULSA

FEB 22 VS CINCINNATI

FEB 26 @ SMU

MARCH 1 VS TULANE

MEMPHIS WOMEN'S BASKETBALL
2022-23 SCHEDULE

Nov. 1 Rust College (Exh.)	Dec. 30 @ Temple
Nov. 7 Columbia	Jan. 3 East Carolina
Nov. 12 Howard	Jan. 6 SMU
Nov. 16 Miami (OH)	Jan. 11 @ South Florida
Nov. 19 @ SIUE	Jan. 14 Cincinnati
Nov. 22 @ Southern Illinois	Jan. 21 Temple
Nov. 25 vs St. Johns	Jan. 25 South Carolina
Nov. 26 vs Indiana	Jan. 28 South Florida
	Feb. 1 Houston
	Feb. 4 @ Wichita State
	Feb. 11 UCF
	Feb. 15 @ Houston
	Feb. 18 @ Tulsa
	Feb. 22 vs Cincinnati
	Feb. 26 @ SMU
	March 1 vs Tulane

2022-23 MEMPHIS MEN'S BASKETBALL

BR
NEX

VS

X.X » X.P.M

LOCATION

ESPN

AMERICAN ATHLETIC CONFERENCE

OFFENSIVE
PLAYER OF THE
WEEK

FIRSTNAME
LASTNAME

AMERICAN ATHLETIC CONFERENCE

HONOR ROLL

Firstname Lastname

2022-23 MEMPHIS MEN'S BASKETBALL

GAMEDAY

VS

X.X » X.P.M

FEDEXFORUM

ESPN

VS OPPONENT / DATE / TIME / LOCATION

STARTING LINEUP

Firstname Lastname Year Pos	Firstname Lastname Year Pos	Firstname Lastname Year Pos	Firstname Lastname Year Pos	Firstname Lastname Year Pos
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MEMPHIS MEN'S BASKETBALL

VS OPPONENT / DATE / TIME / LOCATION

FINAL

000

000

INSTAGRAM
TAKEOVER

Firstname Lastname

@accountname

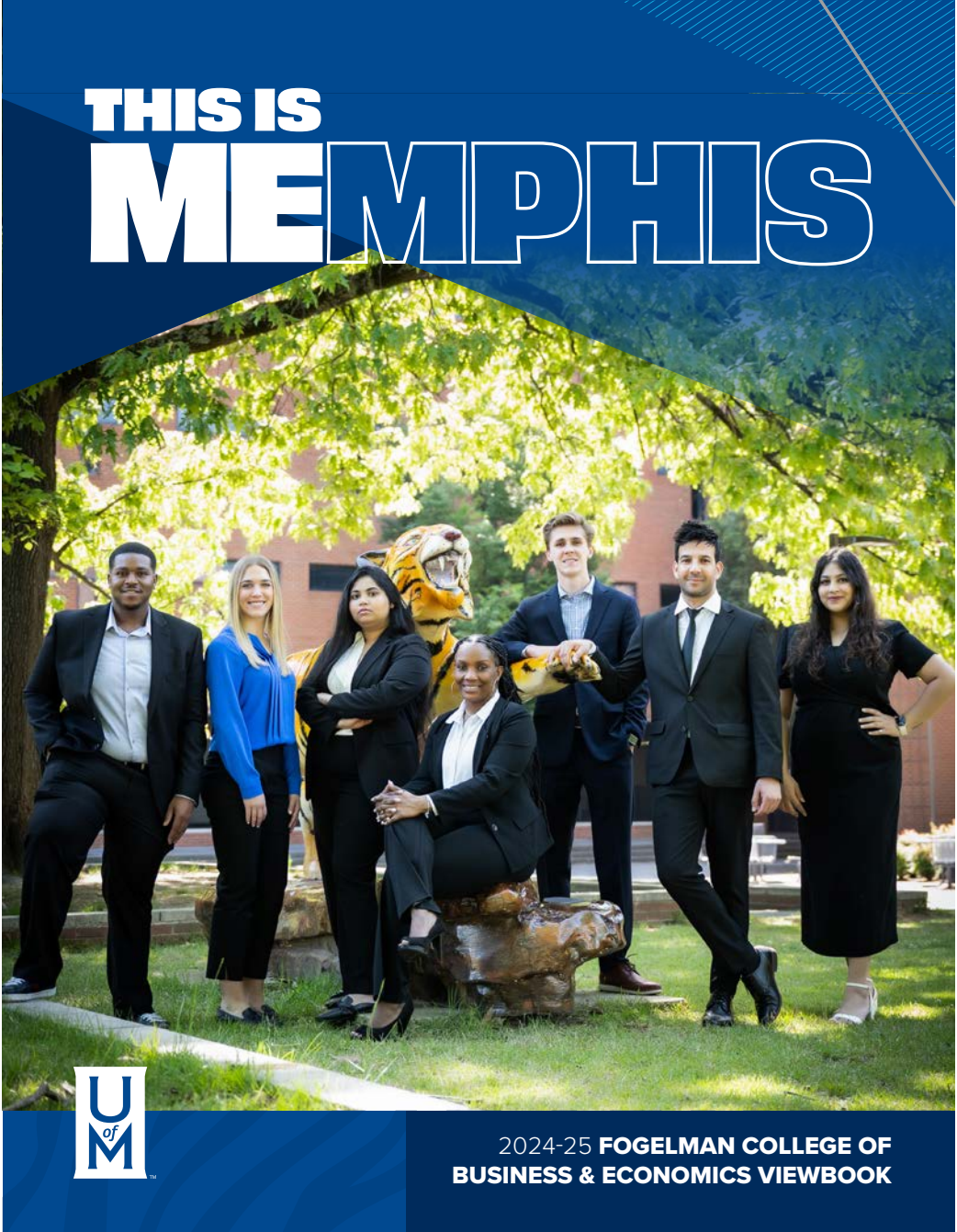
University of Memphis, 2022-23 Athletic Branding Campaign for all sports
Selected portions shown of Men's/Women's Basketball

THIS IS
MEMPHIS

THIS IS
MEMPHIS

THIS IS
MEMPHIS

THIS IS
MEMPHIS



University of Memphis, "This is MEmphis" 2024 bridge campaign type treatment & concept



UofM Alumni Spotlight

BOB CANFIELD:

RUNNING *for a* CAUSE

By Jeff Hulett

When Bob Canfield attended Memphis State College in the mid-1950s, there were 4,000 students and the campus hardly resembled what it is today. It is the pride and support from people such as Canfield that has played a vital role in the growth of the University of Memphis ever since, as the institution has evolved into one of Tennessee's two flagship public universities.

"I first started at Memphis in September 1955 and was actually a part of getting the school's name changed to Memphis State University," Canfield said. "We thought it gave the school a more prestigious name, which was good for everyone. It was a fun effort and, fortunately, we were successful."

Canfield studied marketing and served in the ROTC. Upon graduation in May 1959, he joined the Air Force and served 22 years, three active duty and 19 in the reserves. He retired as an accomplished Lieutenant Colonel.

In 2003, the Air Force Academy presented him with its Lifetime Achievement Award, an honor that is cherished by Canfield and his family. After active duty in the Air Force, Canfield put his marketing degree into action. He worked at John Hancock Financial Advisors for more than 35 years, making several stops around the country before settling just outside of Boston in Hudson, Massachusetts, with his wife, Suellen, and two children, Rob and Paige.

With the New England area becoming home base for the Canfields, Bob's professional sports rooting interests became the Patriots, Celtics and Red Sox. But at the collegiate level, his loyalty has remained all Memphis Tigers.

"As I've moved around the country, I've always stayed in touch with the University of Memphis and my peers," Canfield said. "I've been president four

times with alumni groups in several cities, including St. Louis, Little Rock, Atlanta and Boston."

Running is another passion for Canfield, who has participated in numerous races across the U.S. to honor Suellen, who died suddenly in 2001 from a brain aneurysm. When she passed, the family donated organs, helping others receive transplants they desperately needed.

Moved by the impact this had on the recipients and their loved ones, Canfield has been an active advocate for organ and tissue donation ever since. In addition to running to raise awareness, he's dedicated his time to volunteering, raising money, serving on committees and speaking to groups about New England Donor Services.

In December 2022, Canfield walked the St. Jude Half Marathon for the 11th time. When he crossed the finish line,

he was greeted by many friends and family applauding and thanking him for his dedicated service and support to such a worthy cause. It was his 36th half-marathon, proudly completed with the University of Memphis represented atop his head.

"I always wear my Memphis hat when I run," Canfield said.





University of Memphis, Engineering Golf Cart Wrap

#1



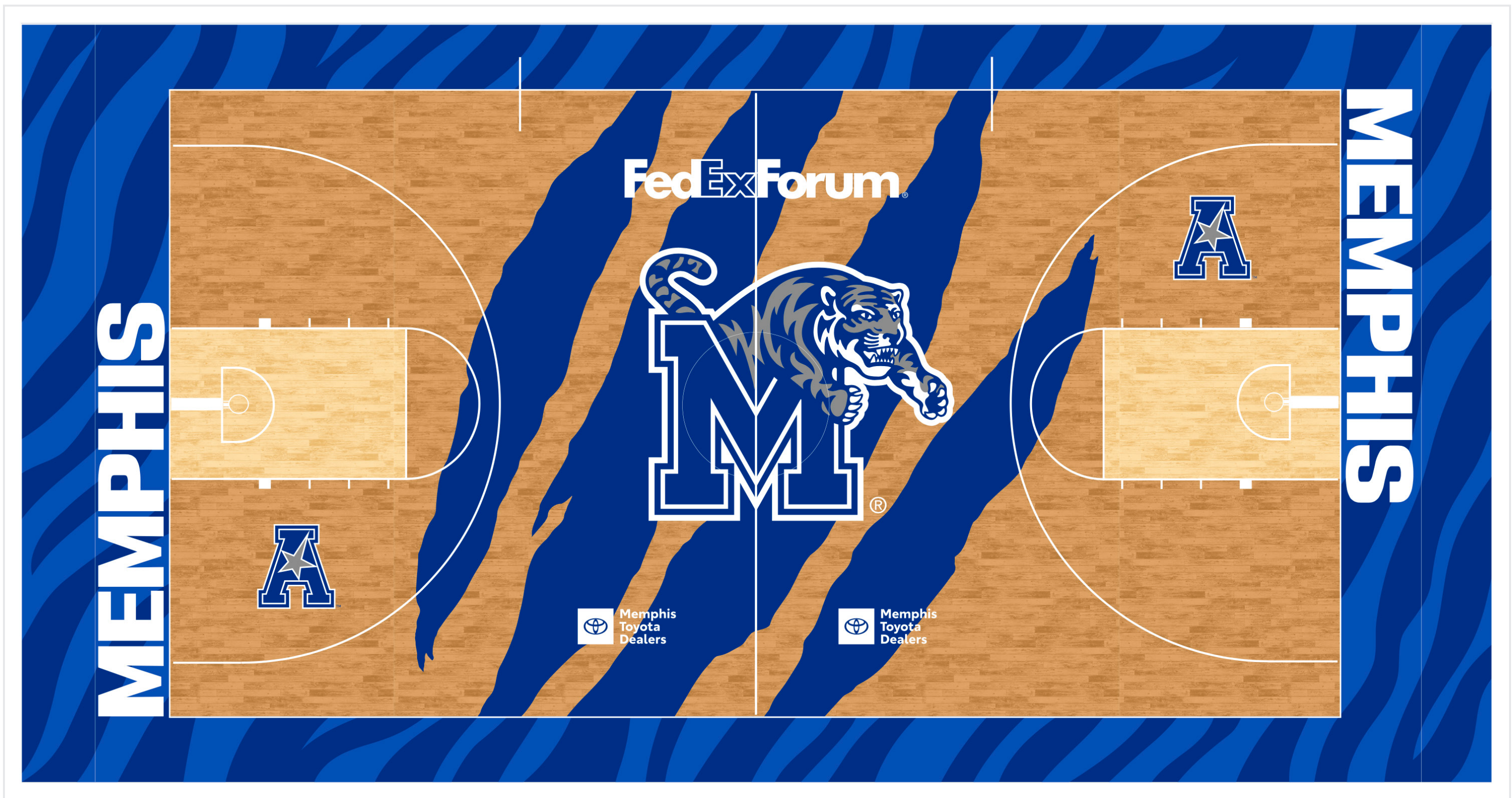
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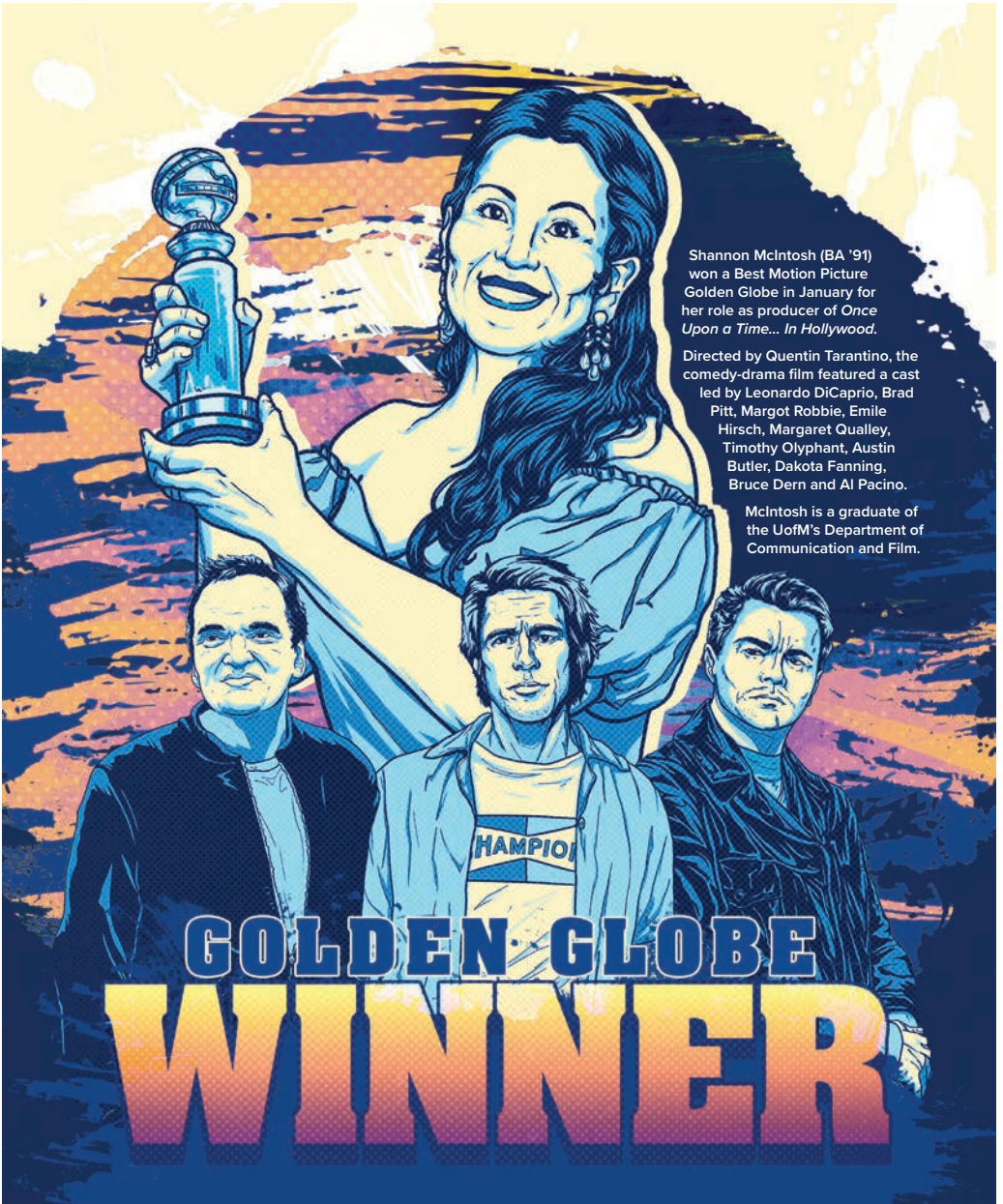
#3



MPD, Squad Car Designs



University of Memphis, 2022-24 Memphis Tigers Basketball Court



Various UofM Magazine Single Page Design/Illustration

Are you at risk for **Peripheral Arterial Disease (PAD)**?

These questions can help us determine the need to be screened for PAD and better assess your vascular health.

Risk factors that increase the chance of PAD

Are you 50+ years? ☐ YES ☐ NO
Did you/do you smoke? ☐ YES ☐ NO

Have you been diagnosed with any of the following:

- Diabetes? ☐ YES ☐ NO
- Chronic Kidney Disease? ☐ YES ☐ NO
- High Blood Pressure? ☐ YES ☐ NO
- High Cholesterol? ☐ YES ☐ NO

Symptoms that may be signs of PAD. Do you...

Experience tiredness, heaviness or cramps in leg muscles that worsen with walking? ☐ YES ☐ NO
Have toes/feet that are pale or discolored? ☐ YES ☐ NO
Have leg/foot pain that disturbs sleep? ☐ YES ☐ NO
Have sores or wounds on your toes, feet or legs that heal slowly or not at all? ☐ YES ☐ NO
Have a leg or foot that feels colder than the other? ☐ YES ☐ NO
Have thick, yellow toenails that aren't growing? ☐ YES ☐ NO

The more questions you answered with YES, the greater your risk of PAD.

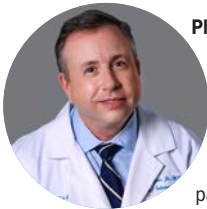
At Zenith Vascular & Fibroid Center, we specialize in the **detection** and **treatment** of PAD.



Jacqueline A. Majors, M.D. is at the forefront of cutting-edge advancements in the field. Dr. Majors has also performed minimally invasive carotid repair and multiple endovascular interventions as the first vascular surgeon in Tennessee.

Dr. Majors has a passion for saving limbs and preventing amputations. She has extensive experience and success at complex endovascular interventions—restoring blood flow to patient's legs to heal wounds and stop pain.

Dr. Majors is committed to delivering transformative outcomes, preserving limbs, and enhancing overall quality of life.



Phillip T. Zeni, Jr., M.D. is the founder of Zenith Vascular & Fibroid Center. He is a double board-certified Interventional Radiologist with over twenty years of experience serving patients in the greater Memphis metropolitan area. Dr. Zeni has been

recognized with multiple awards for providing excellent patient care as a leader in the medical community for over two decades.



Zenith Vascular & Fibroid Center
Phone (901) 779-5000 • Fax (901) 339-9600
zenithmemphis.com



PAD

Peripheral Arterial Disease
Discover a New Path to Vascular Wellness



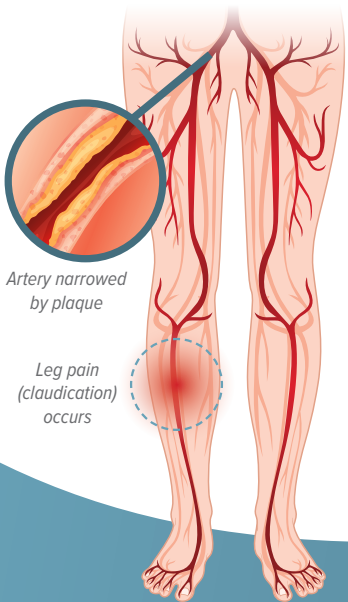
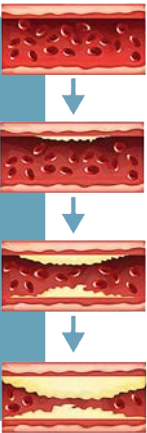
ZENITH
VASCULAR & FIBROID CENTER

Peripheral Arterial Disease

The Basics of Peripheral Arterial Disease

Peripheral arterial disease (PAD) is a common yet serious disease affecting more than **8.5 million people** in the US.

The condition is a result of plaque build-up in the arteries, which can harden and block blood flow to the limbs.



The dangers of PAD extend well beyond difficulties in walking, and the consequences can be very serious.

The risk of developing a **non-healing sore** of the legs or feet is increased. In severe cases, these sores can develop into areas of **dead tissue (gangrene)** that ultimately require **amputation** of the foot or leg.

The **amputation rate** among patients with the worst form of PAD—**critical limb ischemia (CLI)**—is estimated at **25%**.

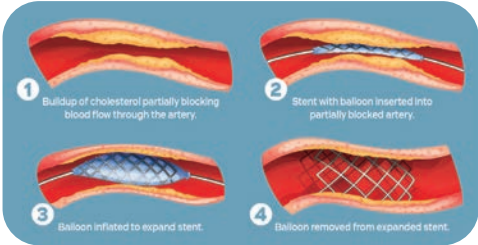
Don't wait to get screened for PAD.



Evaluating and Diagnosing PAD

Zenith Vascular utilizes advanced diagnostic techniques to detect PAD accurately. Our experienced medical professionals employ non-invasive tests such as ankle-brachial index (ABI) measurements and ultrasound imaging to assess blood flow and determine the best course of treatment.

For more information, visit: zenithmemphis.com



PAD Treatments

Angioplasty- A minimally invasive procedure where a balloon is inflated inside a blocked artery to restore blood flow.

Stent - A minimally invasive procedure where a tiny tube is placed in the artery to keep it open.

Atherectomy - A minimally invasive procedure that utilizes a catheter (a thin, flexible tube) to remove plaque from a blood vessel.

Bypass Surgery - A surgical procedure that uses a blood vessel or synthetic tube to bypass blockages in the artery.



Take the First Step Towards Vascular Wellness

Don't let PAD hold you back from living your life to the fullest. Contact Zenith Vascular today and let our compassionate team guide you toward a healthier and more vibrant future.



ZENITH

VASCULAR & FIBROID CENTER

Phillip T. Zeni, Jr., MD, FSIR

Interventional & Vascular Physician/Medical Director

w (901) 779-5000 • f (901) 339-9600 • zeni@zenithmemphis.com
5645 Murray Avenue Ste. 102, Memphis, TN 38119



- Peripheral Arterial Disease (PAD)
- Uterine Fibroid Embolization (UFE)
- Prostate Artery Embolization (PAE)
- Genicular Artery Embolization (GAE)

zenithmemphis.com



The Mediterranean Diet

How healthy is a Mediterranean diet?

A Mediterranean diet plays a vital role in boosting your heart's health. It can greatly help reduce chances of heart attack, stroke, and other serious diseases. It combats obesity and diabetes, and can even improve your thinking and memory as you age.

The Mediterranean diet is backed by research that directly links these heart-friendly foods to their many medical benefits—including supporting a longer lifespan and preventing serious disease.

4 major ways a Mediterranean diet benefits your heart health.

1. Helps keep cholesterol levels healthy.
2. Enhances your body's ability to absorb blood sugar.
3. Cools off damaging inflammation.
4. Helps arteries stay flexible and resist plaque buildup.

What's in a Mediterranean diet?

- Olive oil as a primary fat source.
- Legumes, such as peas, beans and lentils.
- Whole grains.
- Fruits and vegetables.
- Nuts.
- Fatty fish, occasionally poultry.



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Exercise and Vascular Health

Benefits of Regular Exercise

Engaging in regular exercise has a lot of benefits for your body and is proven to have a positive impact on vascular health! It's not just good for your veins and arteries—you entire body can benefit. It keeps your thinking, learning, and judgment skills sharp.

Exercising is even more beneficial when you also eat heart-friendly foods, maintain a healthy weight, and avoid smoking. Starting good habits today can keep issues at bay.

Regular exercise helps:

- ✓ Maintain a healthy weight
- ✓ Reduce the risk of cardiovascular disease
- ✓ Improves learning
- ✓ Sharpens decision making
- ✓ Releases endocannabinoids, improving mood
- ✓ Improves sleep

What do I need to do?

Regular activity can be moderate to vigorous intensity aerobics combined with strength training. Exercise 3-5 times a week with a goal of 75-150 minutes/week.

- **Moderate intensity aerobics** the heart rate and cause sweating. These can include yard work, walking briskly, casual biking, ballroom dancing and more.
- **Vigorous-intensity aerobics** increase the heart rate. They also cause sweating and heavy breathing that limits talking. These can include jogging, hiking, fast cycling, jump rope, and much more.
- **Muscle-strengthening activities** can be things such as weight lifting, yoga, sit-ups, push-ups and so forth. These activities increase balance, strength, and prevent osteoporosis.

How can I exercise regularly?

- Select enjoyable activities
- Work out with a friend
- Encourage family to join in
- Track progress with a daily journal

Need some gear?

Check out our online shop for exercise gear to get you started!
Visit zenithvascular.com/shop
Or scan the QR code



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VASCULAR & FIBROID CENTER

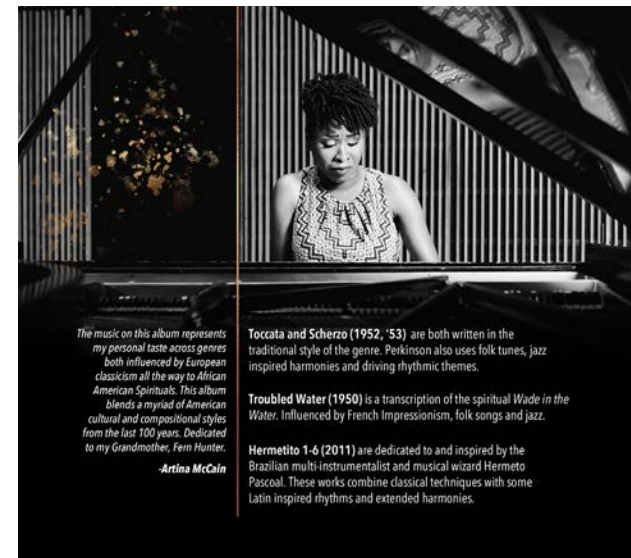
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Zenith Vascular & Fibroid Center, Various Print Work, 2024

Diet & Exercise 2-sided flyer



The McCain Duo, 2020-2021
CD+ Case insert designs





Senior Show, PETWA Identity + Branding, 2017

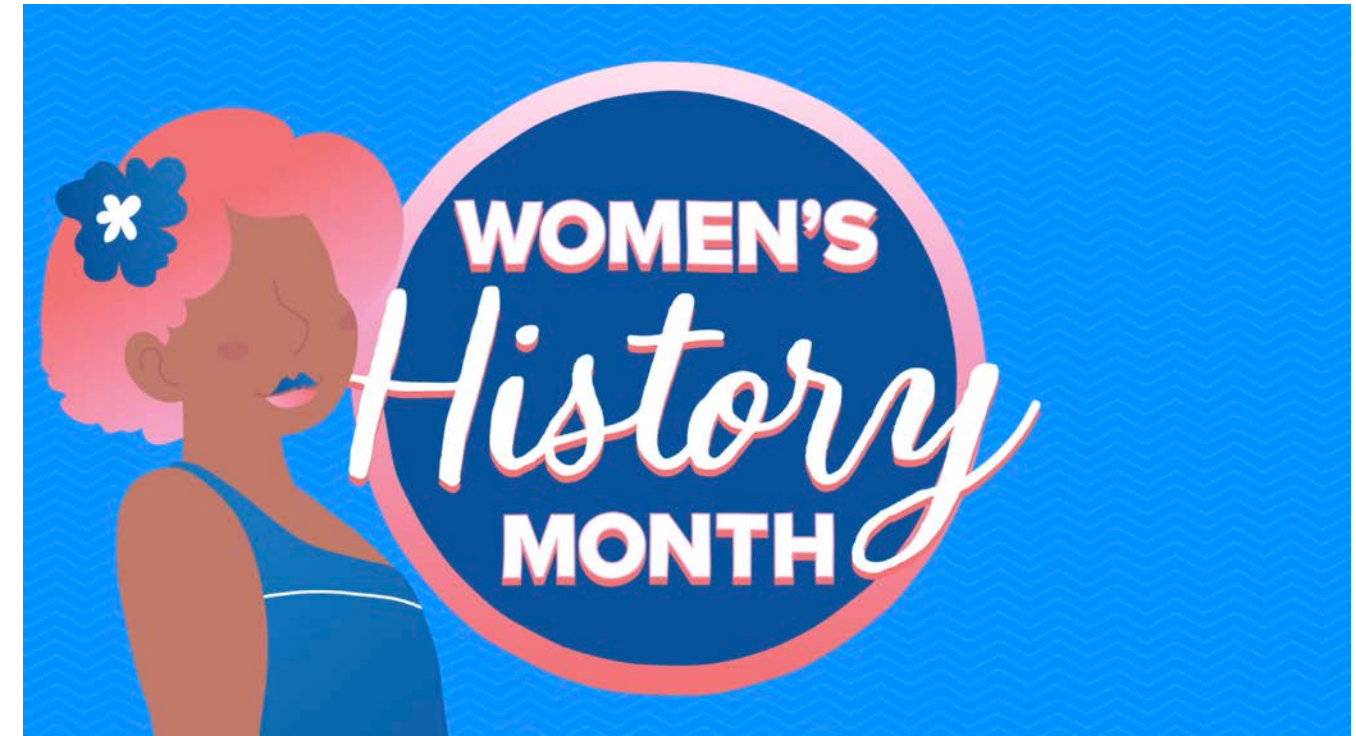
Logo, viewbook, poster, identity suite, branding sheet, banner, packaging, animation

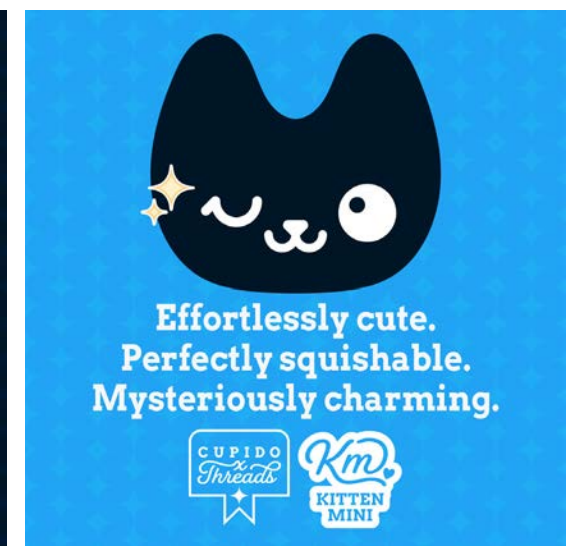
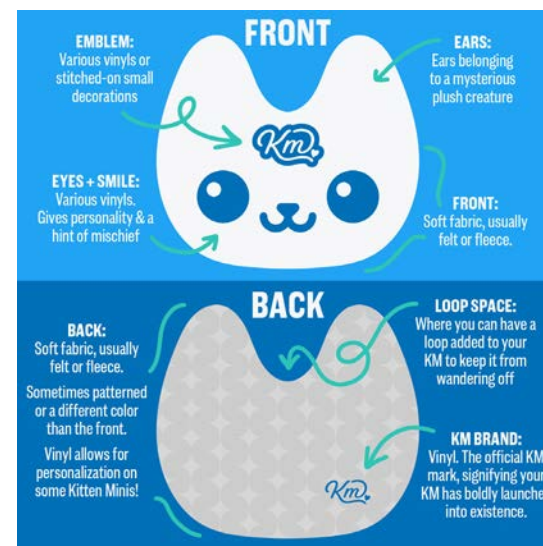


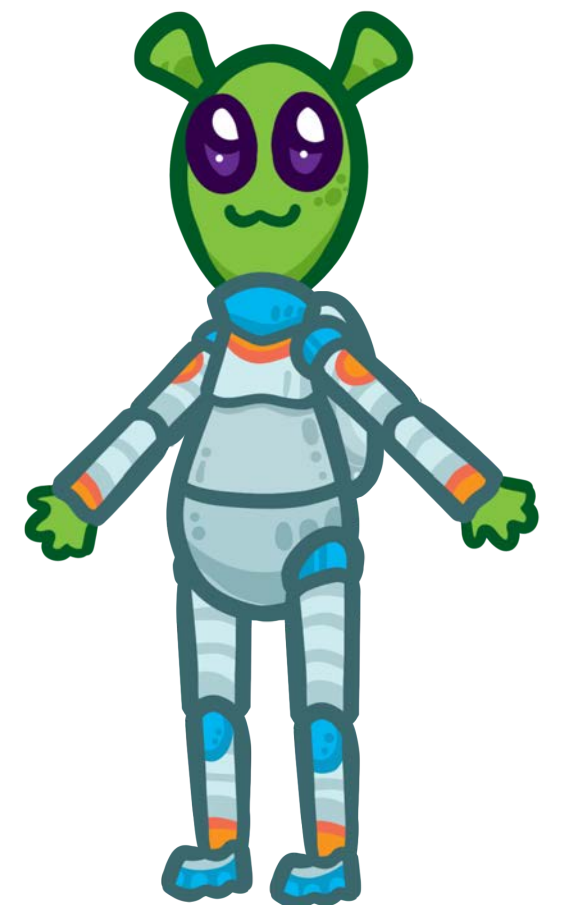
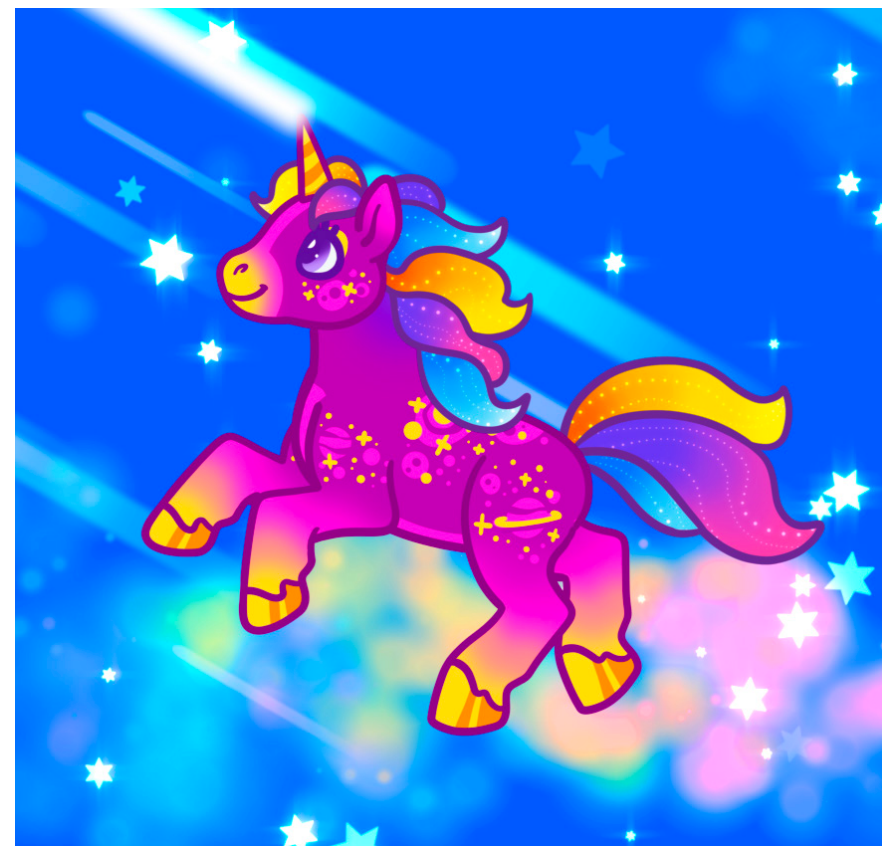
University of Memphis, T-Shirt Design



ElAyudante Illustrations + Pin/Patch Mockups







Collierville Arts Academy, 2023 Student Showcase
Original illustrations + animated digital scenery



Memphis Comic and Fantasy Convention, 2015-2024
Various illustrations, mascot design and promotional materials