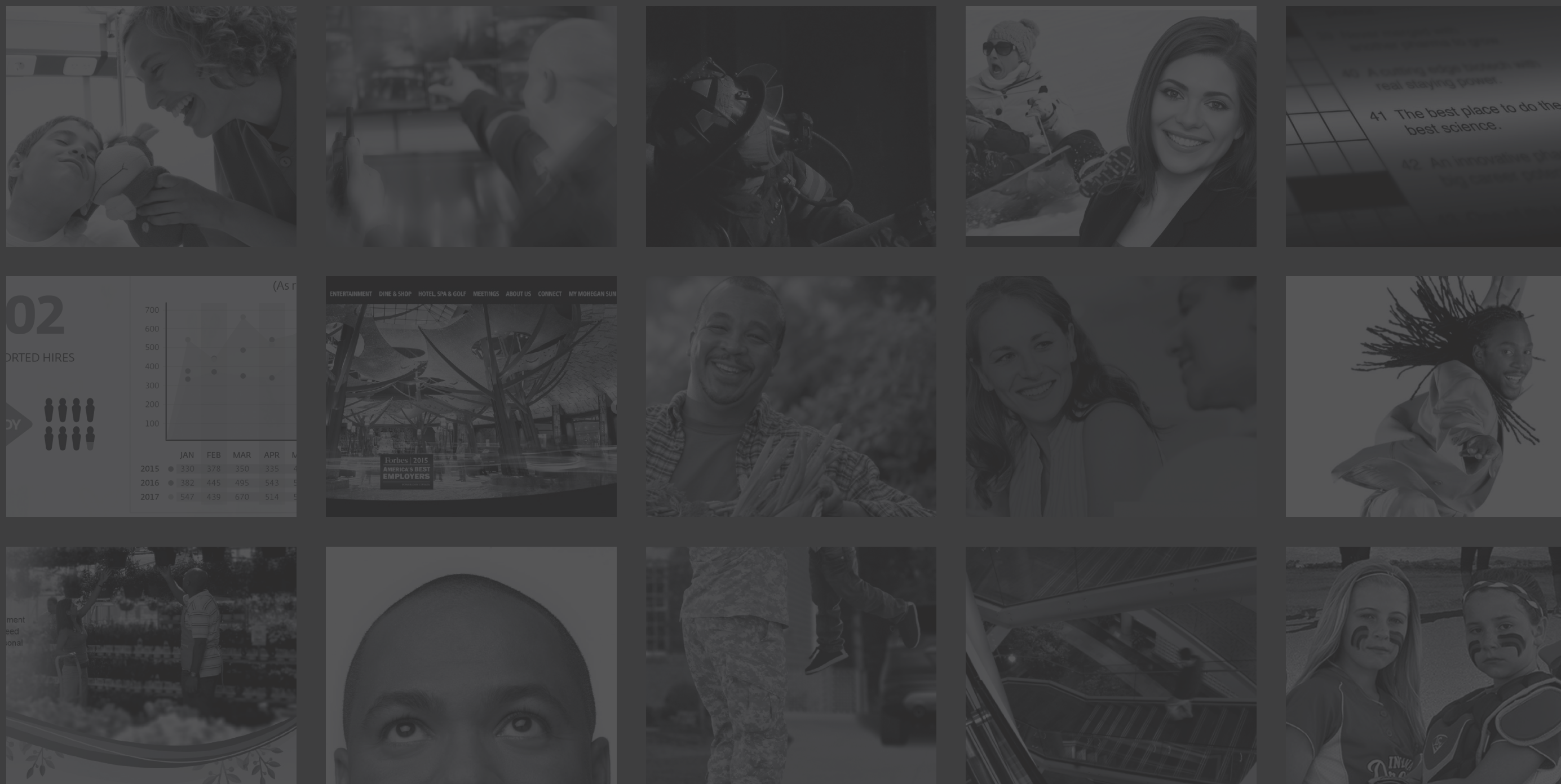




# Glenn Larsen ■ Portfolio

Art Direction / Graphic & Multimedia Design

13842 Driftwood Drive ■ Carmel, IN 46033 ■ 317 590.9615 ■ glenn\_larsen@mac.com ■ glenn-larsen.com





## WORK STRONGER

KNOWING YOUR FUTURE, AND THEIRS, WILL BE TOO.

When your mission and vision is as bold as advancing the health and well-being of our nation's children, you're off to a strong start. So, what's even **STRONGER**? How about supporting it with all the research, resources and resolve to make that vision a reality?

At Children's National Health System, our strength comes from giving our best to all those we serve. It's true of the exceptional quality healthcare we provide patients and families, and of the extraordinary careers we offer.

When you're ready for a stronger opportunity, we're ready for you.

Learn more and apply now at:  
[childrensnational.org/careers](https://childrensnational.org/careers)

 **Children's National**™



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 Children's National



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When you're ready for a stronger opportunity, we're ready for you.

Learn more and apply now at:  
[childrensnational.org/careers](https://childrensnational.org/careers)

 Children's National

**Children's National Health System** / Trade Advertisements

Original Concepts Based on Existing Client Brand ■ Art Directed ■ Photography Sourcing ■ Color Correction & Image Composition ■ Presented to Internal Executive Team





Your talent delivering life-changing impact every day.

## This is Real

You're smart, driven and experienced. You've got what it takes to thrive, in even the most challenging situations. Own it. You deserve an opportunity that matches your level of passion and potential. That career path only leads one place – here to us. JPS Health System is home of the area's only Level 1 Trauma Center, and the best place for your nursing skills to help those in the greatest need.

### Oncology Nurses

What's the real secret to success? Find the place that keeps pushing you – in the right way. This is JPS. Join us.

Apply now at: [jobs.jpshealthnet.org](https://jobs.jpshealthnet.org)




Your compassion revolutionizing how healthcare is delivered.

## This is Real

Let's keep it real. You chose a career in healthcare so you can make a difference in people's lives. But that difference should be as positive as possible – for everyone. At JPS Health System, we thrive on big challenges, and love working with people who aren't. We know the power of talent fueled by kindness, and the joy that comes from giving our best to help others.

### Radiation Technologists

What's the real secret to success? Find the place that keeps pushing you – in the right way. This is JPS. Join us.

Apply now at: [jobs.jpshealthnet.org](https://jobs.jpshealthnet.org)




Your passion creating a path to a better future.

## This is Real

When a health system's guiding principles are "Own it," "Seek joy," and "Don't be a jerk," – that's about as real as it gets. With the area's only Level 1 Trauma center, and a patient acuity intensity like nowhere else, JPS Health System doesn't need to put a shiny façade on the kind of impact you can make with us. Real people with talent, making real, life-changing differences every day – that's the opportunity you've got here.

### Security Officers

What's the real secret to success? Find the place that keeps pushing you – in the right way. This is JPS. Join us.

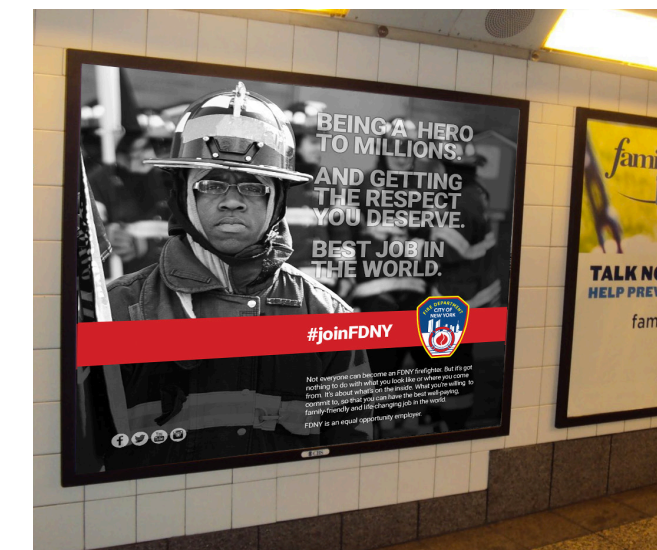
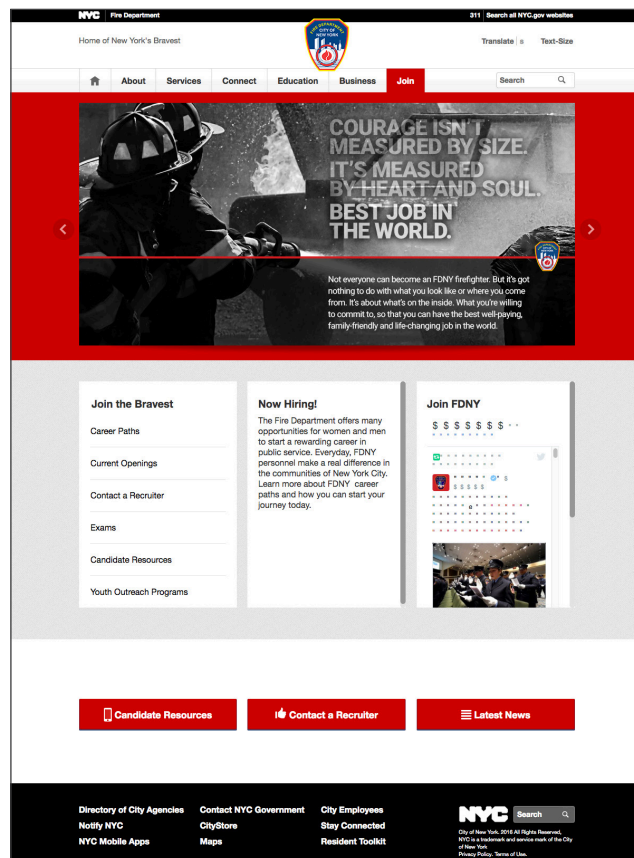
Apply now at: [jobs.jpshealthnet.org](https://jobs.jpshealthnet.org)



## JPS Health System / Employer Brand Refresh Concept Boards

Original Concepts Based on Existing Client Brand ■ Art Directed ■ Photography Sourcing ■ Color Correction & Image Composition ■ Presented to Client ■ Concept Selected for Employment Brand





## FDNY / Employer Brand Refresh

Original Concepts ■ Art Directed ■ Color Correction & Image Composition from Client's Photo Library ■ Presented to Internal Executive Team ■ Concept Selected for Employment Brand Refresh





**“ I WAS NEVER  
AFRAID OF  
TAKING  
CHANCES.”**

**LIVE YOUR PASSION. CREATE THE FUTURE.**

When you were young, not even the sky was the limit. Anything was possible. Well, guess what? It still is.  
At Allstate, we're looking to take technology further, to use advanced innovations to do the unimaginable.  
And we're seeking the kind of visionary leaders who can dream big and deliver even bigger results.

[allstate.com/careers](https://allstate.com/careers)

 **Allstate**  
You're in good hands.

**Allstate** / Trade Advertisement

Original Concepts Based on Existing Client Brand ■ Art Directed ■ Photography Sourcing ■ Color Correction & Image Composition ■ Presented to Internal Executive Team





A cure for the common career.

As one of the largest biotech facilities in the world, we offer unprecedented opportunities for scientists to do great things. Add to that a whopping amount of creative freedom and the chance to work with knowledge achieved through cutting-edge genomics efforts, and it's no wonder we've reached a level of excellence other pharma only dream of.

A cure for the common career? You could say that.

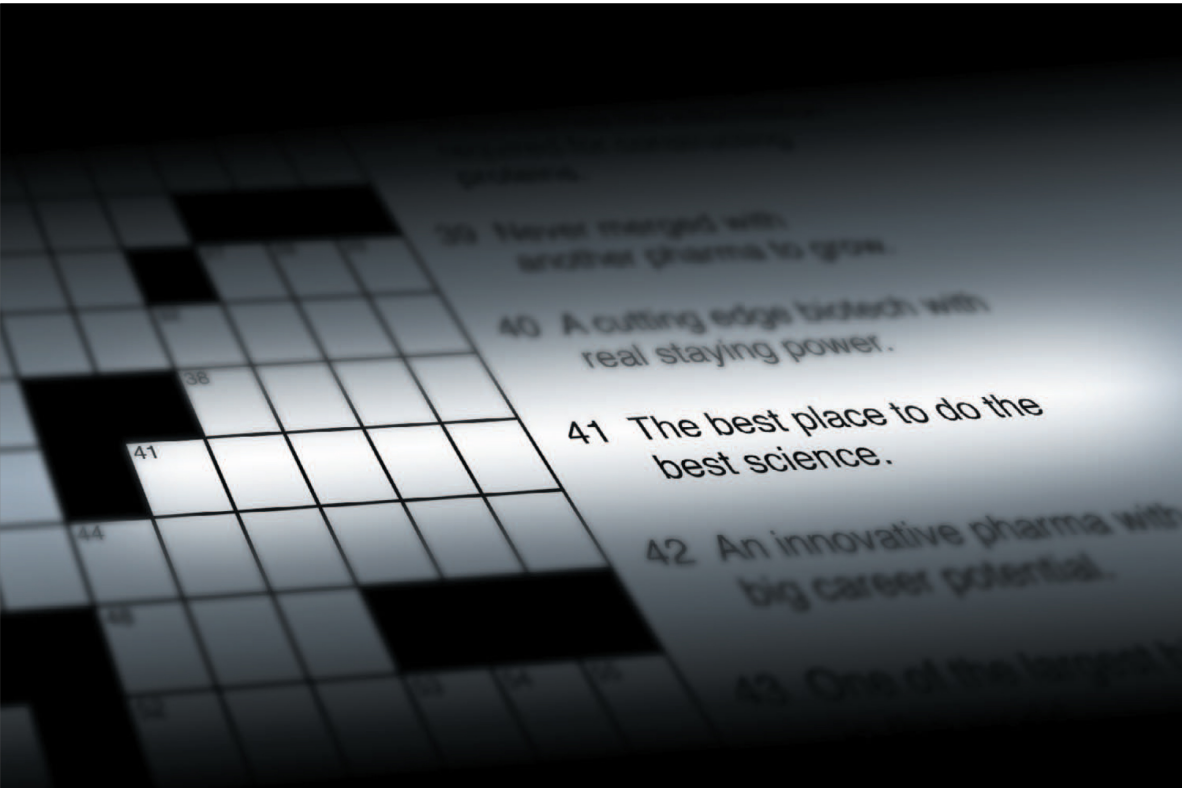
We are an equal opportunity employer who recruits, hires, trains, and promotes persons in all job titles without regard to race, color, religion, national origin, age, disability, or veteran status. ADJOCCHBH



[www.lilly.com/careers](http://www.lilly.com/careers)



Answers That Matter.



The Answer Is Lilly

Beyond our presence in pharma, we're one of the world's largest biotechs with a developing presence in genomics. Revolutionary efforts like these will propel our scientists to the forefront of the industry, here in the US and in our facilities around the globe. And we've never had to merge with another company to accomplish any of this.

The best place to do the best science? The answer is Lilly.

We are an equal opportunity employer who recruits, hires, trains, and promotes persons in all job titles without regard to race, color, religion, national origin, age, disability, or veteran status. ADJOCCHBH



[www.lilly.com/careers](http://www.lilly.com/careers)



Answers That Matter.



How some measure contributions.

How we measure them.

At Lilly, the contributions of our scientists are measured in ideas, advancements and breakthroughs. That's why here, you'll find an environment fueled by creative freedom. Where the best minds in science expand their knowledge through cutting-edge genomics and shared expertise. And as one of the largest biotech facilities on the globe, we have the resources and know-how to turn ideas into pharma solutions that truly can change the world. Join us on this journey of discovery and make your contributions count.

We are an equal opportunity employer who recruits, hires, trains, and promotes persons in all job titles without regard to race, color, religion, national origin, age, disability, or veteran status. ADJOCCHBH



[www.lilly.com/careers](http://www.lilly.com/careers)



Answers That Matter.

# Eli Lilly / Discovery Chemistry Trade Advertisements

Original Concepts ■ Art Directed ■ Photography Sourcing ■ Color Correction & Image Composition ■ Presented to Client ■ Concept Selected for Discovery Chemistry Division



# Hilton Grand Vacations

Q1-Q3 2017 Recruitment Highlights

## Hires At-A-Glance

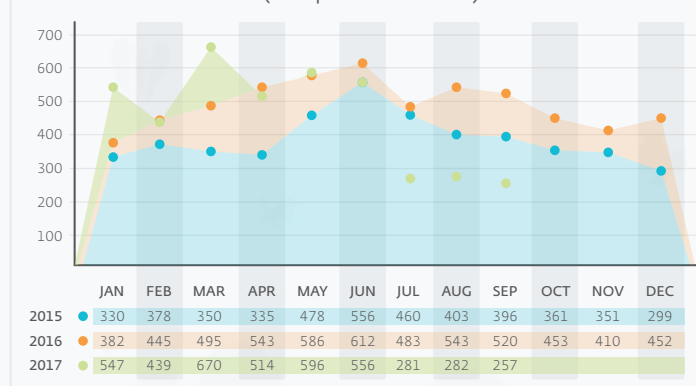
4,802

TOTAL ATS-REPORTED HIRES



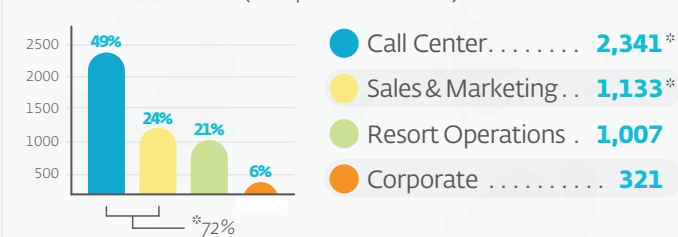
## Hires by Month

(As reported in the ATS)



## Hires by Area of Talent

(As reported in the ATS)



## Top Performing Media by Hires



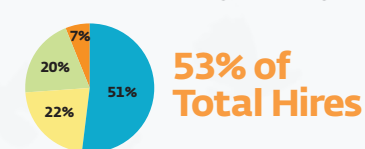
|               |       |
|---------------|-------|
| M-Cloud       | 1,037 |
| Google        | 524   |
| SmartMedia    | 523   |
| CareerBuilder | 115   |
| HCareers      | 68    |

\* Data represents all HGV US Hires (Call Center, SGM, RO & Club), and reflects hires in Taleo, not actual start dates.

## Tracked Media At-A-Glance

2,551

MEDIA ATTRIBUTED HIRES



|                     |       |
|---------------------|-------|
| Call Center         | 1,305 |
| Resort Operations   | 570   |
| Sales and Marketing | 514   |
| Corporate           | 162   |

\* Break down is based on Areas of Talent as identified in the ATS.

## Media Cost-Per-Hire

\$141



Q1-Q3 2016

## Hodes Recruitment Activity

### Florida Hospital AT-A-GLANCE

3,648

TOTAL HIRES

1,441

HIRES FROM TRACKED MEDIA

\$265

AVERAGE MEDIA COST PER HIRE

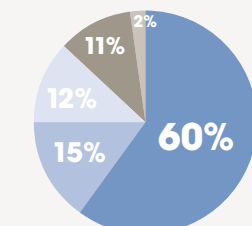
### WINS

- 49% of hires from media with lowest cost-per-hire
- 40% of all hires from tracked media
- 26% quarter over quarter increase in hires from tracked media

### OPPORTUNITIES

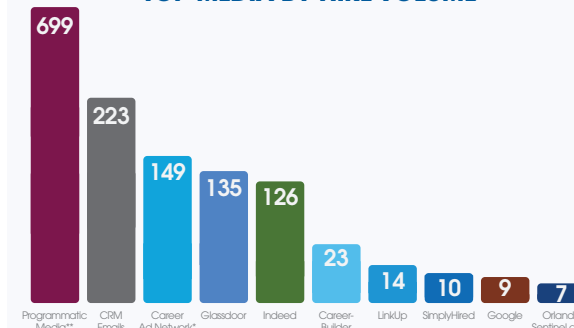
- Reduced underperforming media that is significantly above average cost-per-hire
- Increased use of customized email campaigns in the CRM
- Implemented personalized homepages for Nursing, Graduate Nursing, Rehab and Pharmacy
- Increased use of video on social

### HIRES BY MEDIA TYPE



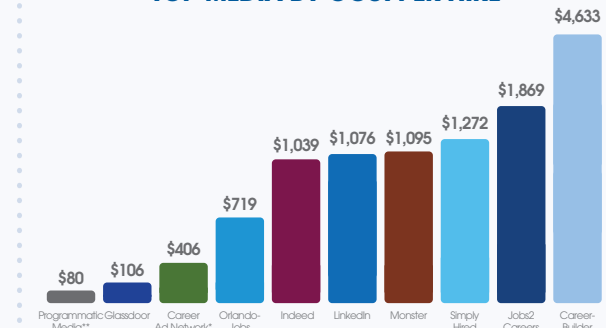
- Digital Media
- CRM Email
- Traditional Job Boards
- Pay-per-click
- Niche Sites

### TOP MEDIA BY HIRE VOLUME



\* Advertising Network for Jobs

### TOP MEDIA BY COST-PER-HIRE



\*\* Automated/optimized media buying by targeting specific audiences & demographics vs. buying specific sites

### FINDLY CRM EMAIL OVERVIEW

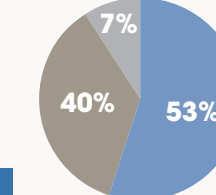


|         |                         |
|---------|-------------------------|
| 724,355 | Emails Delivered        |
| 47%     | Open Rate               |
| 8%      | Click-Through Rate      |
| 4,825   | Application Completions |

### CAREERS WEBSITE AT-A-GLANCE

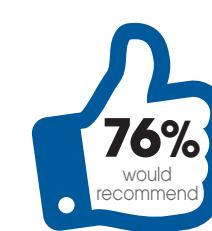


|         |                                |
|---------|--------------------------------|
| 7.7     | Page Views Per Visit           |
| 147,310 | Completed Applications via CWS |
| 4.7     | Average Time/Minutes per Visit |



- Desktop
- Mobile
- Tablet

### GLASSDOOR REPUTATION ANALYSIS

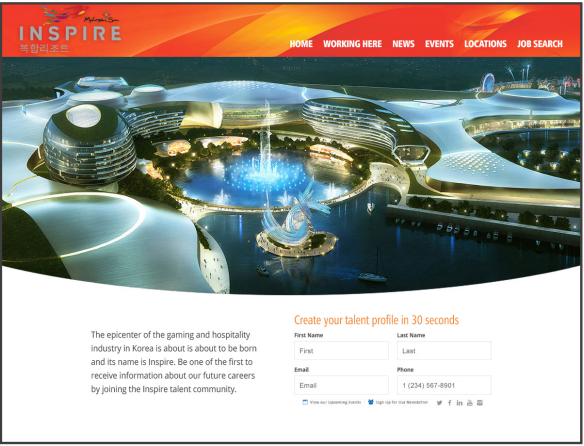
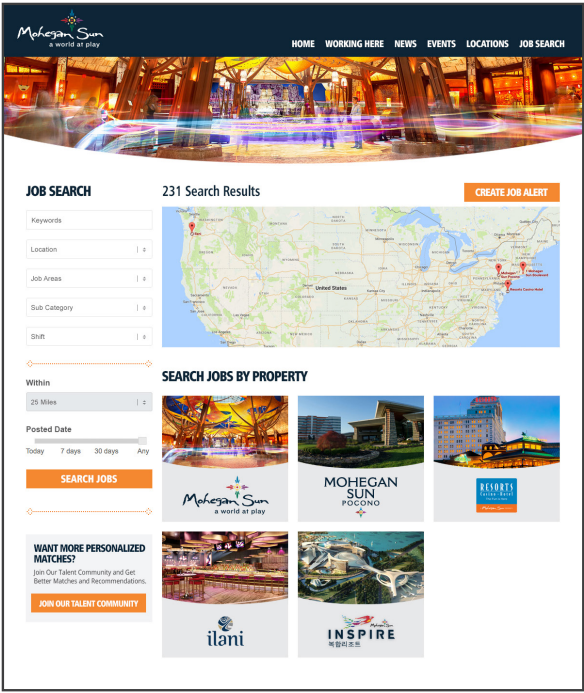
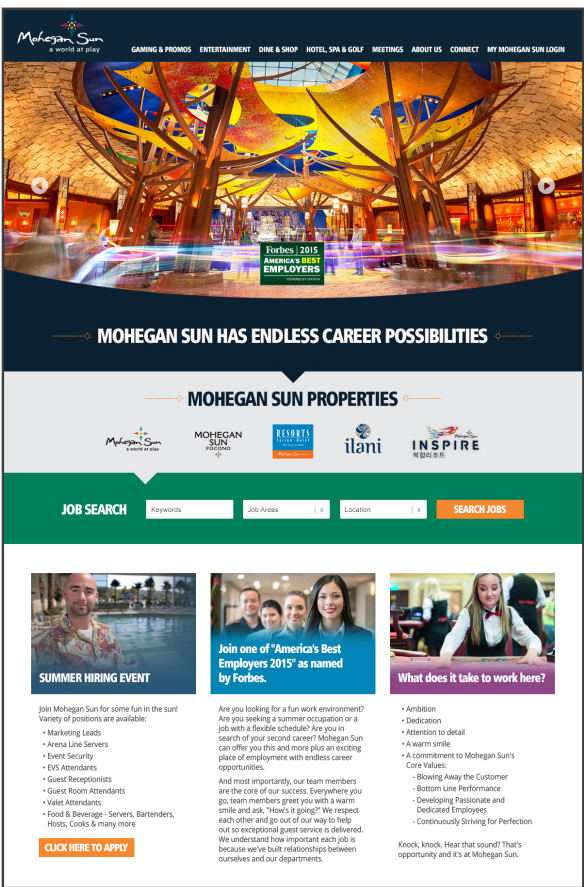
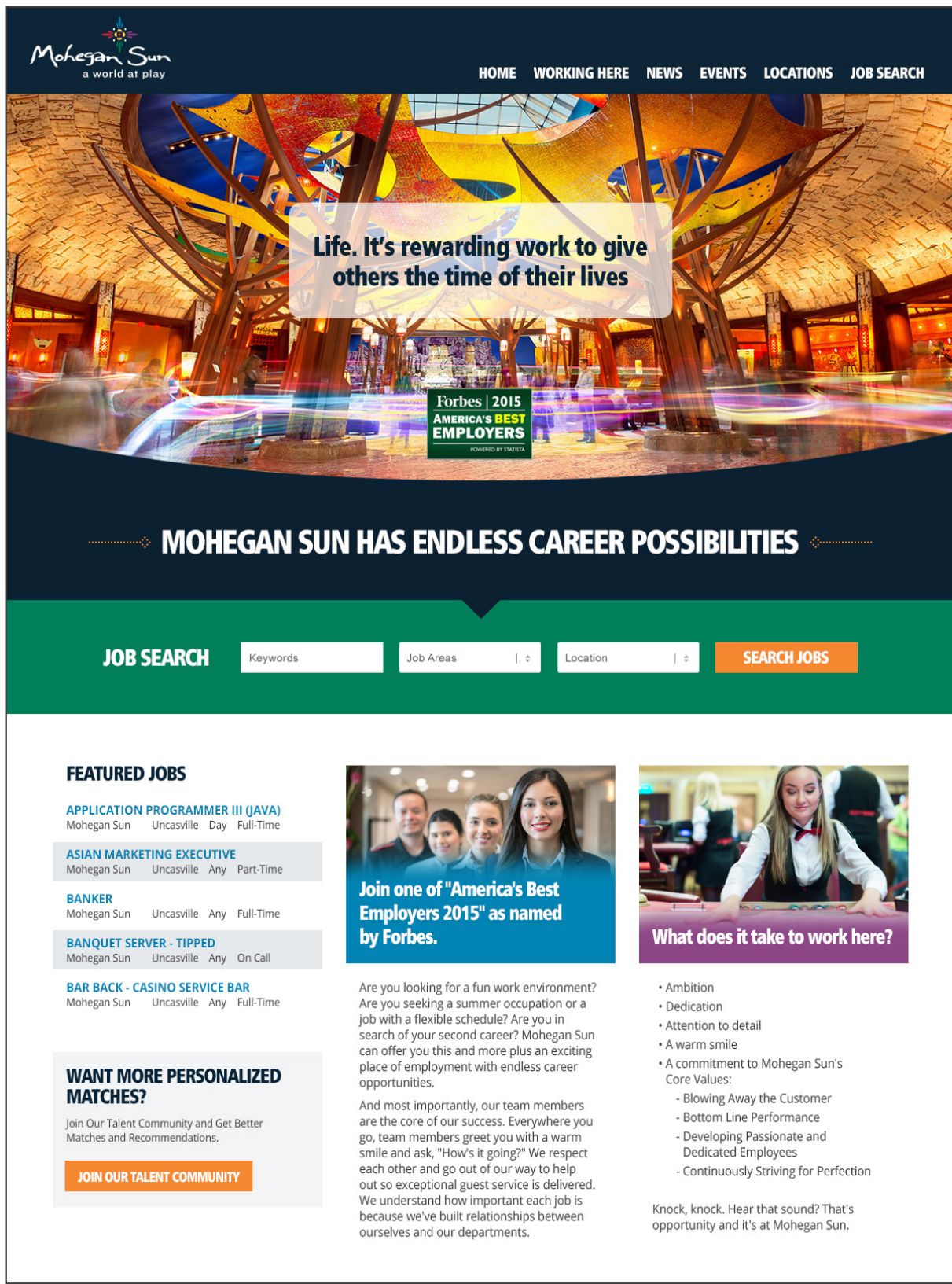


Overall Rating: 3.9 out of 5  
94% CEO Approval  
69% Positive Overview

## Hilton Grand Vacations & Florida Hospital / Infographic Design Samples

Concept ■ Art Directed ■ Illustrated & Image Composition ■ Presented to Internal Executive Team Quarterly

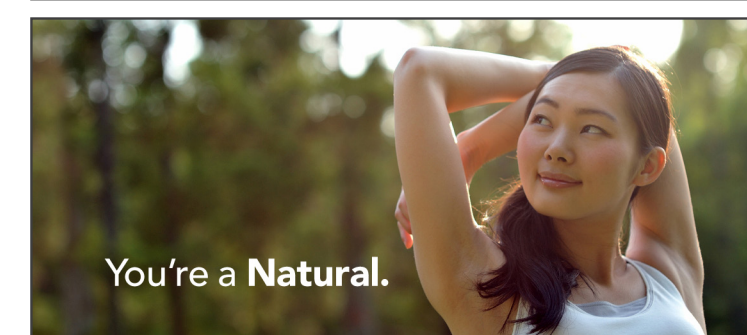
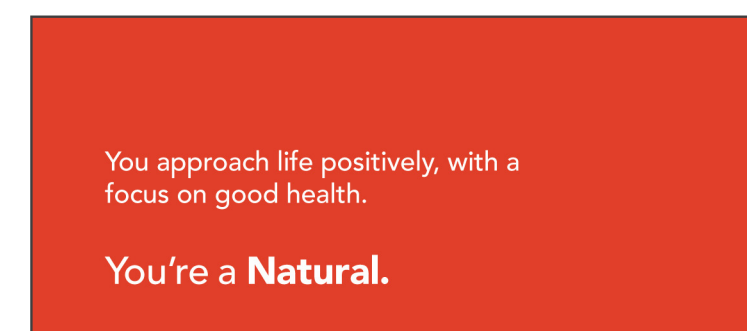
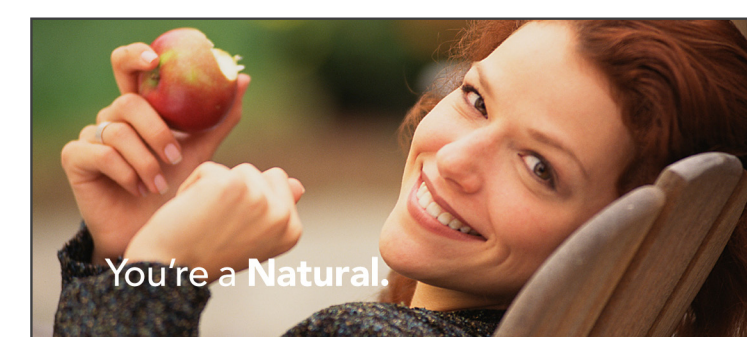
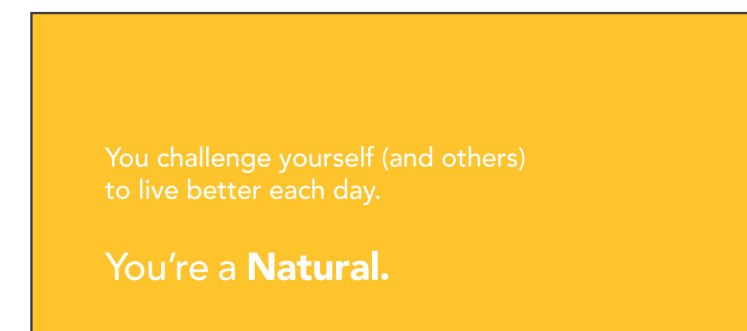
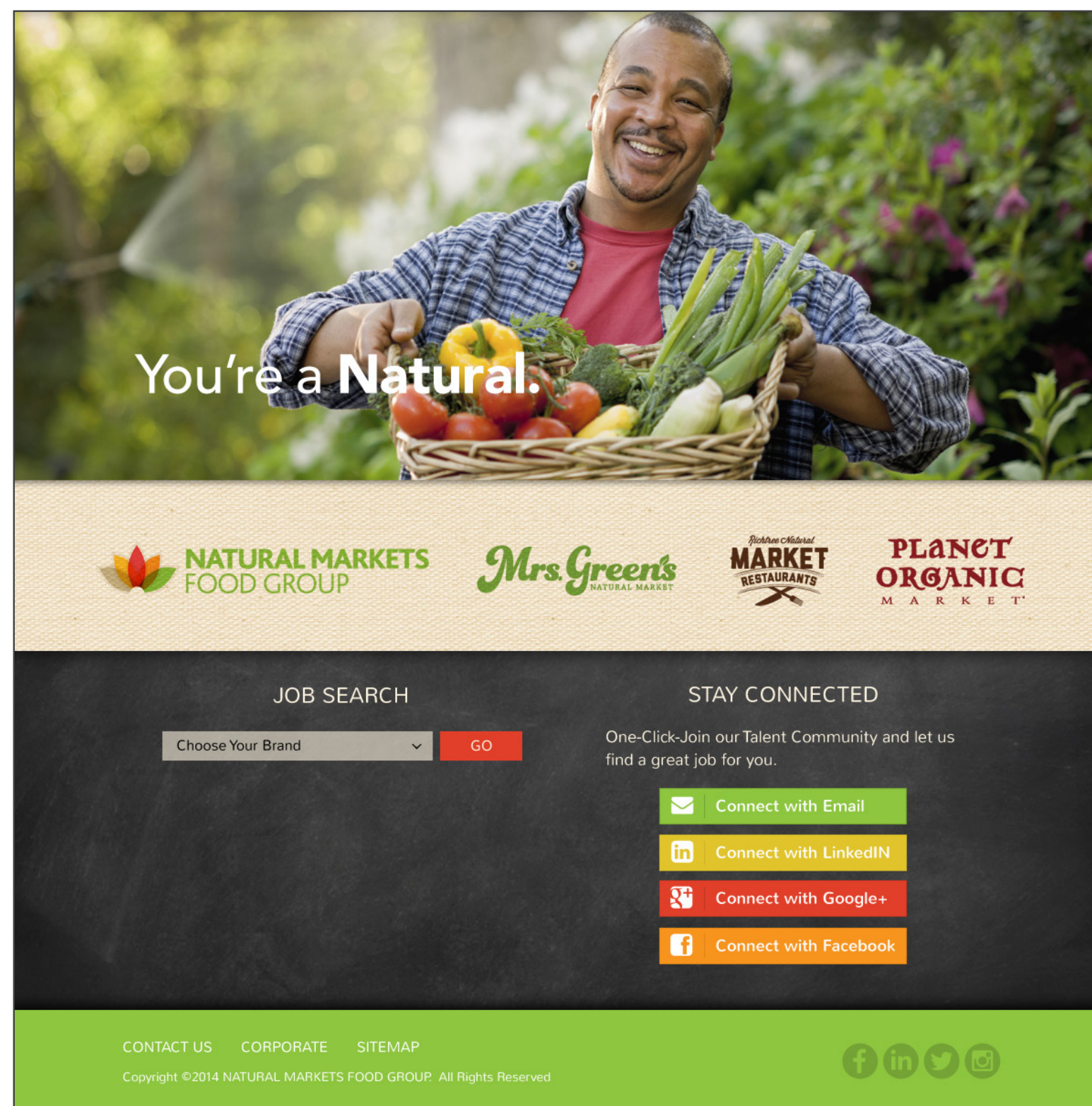




# Mohegan Sun / Careers Web Site

Original Concepts Based on Existing Client Brand ■ Art Directed ■ Color Correction & Image Composition from Client's Photo Library ■ Presented to Internal Executive Team

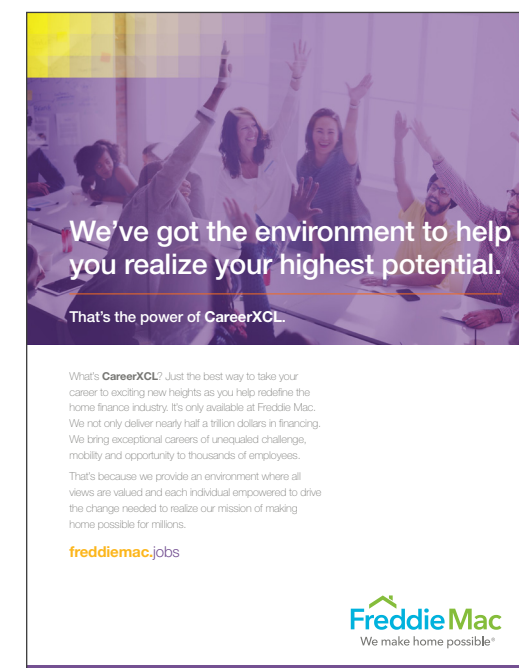
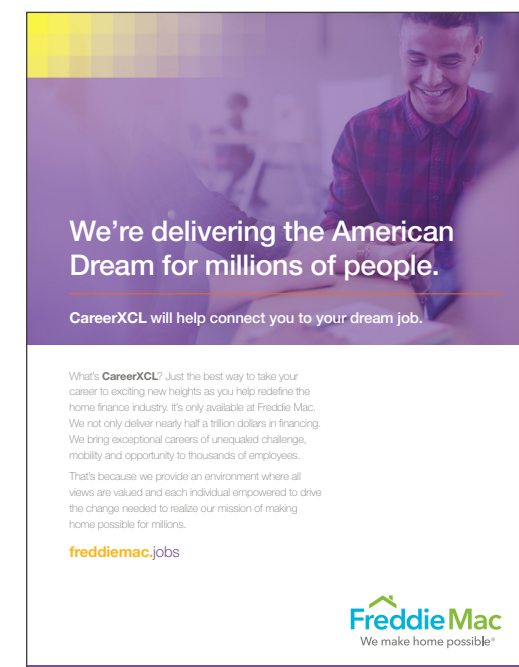
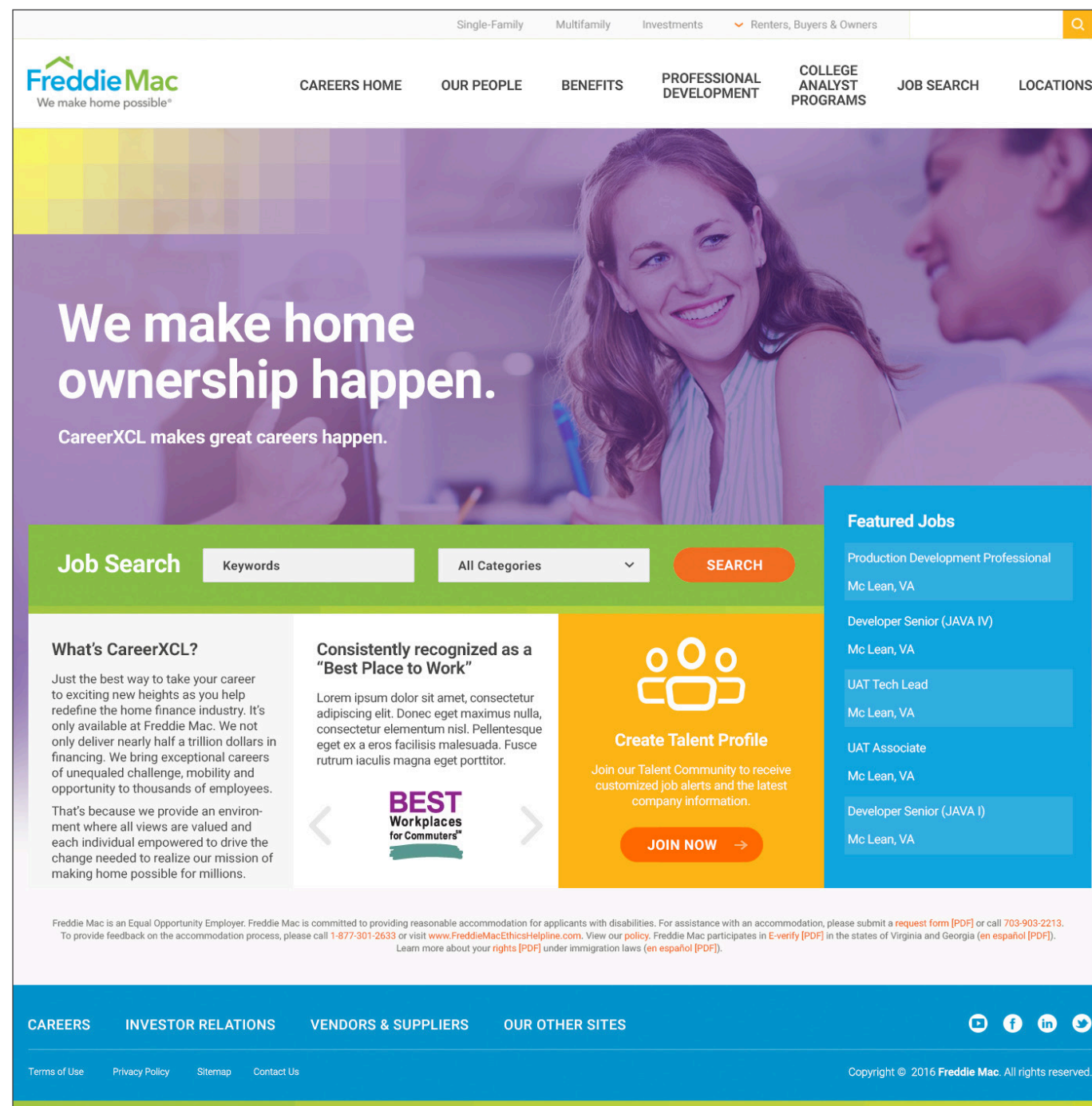




## Mrs Greens / Careers Web Site

Original Digital Concepts Created to Fit an Existing Client Template ■ Art Directed ■ Photography Sourcing ■ Color Correction & Image Composition ■ Presented to Internal Executive Team





## Freddie Mac / Apply Updated Employer Brand to Recruitment Materials

Original Concepts Based on Existing Client Brand ■ Art Directed ■ Color Correction & Image Composition from Client's Photo Library ■ Presented to Internal Executive Team

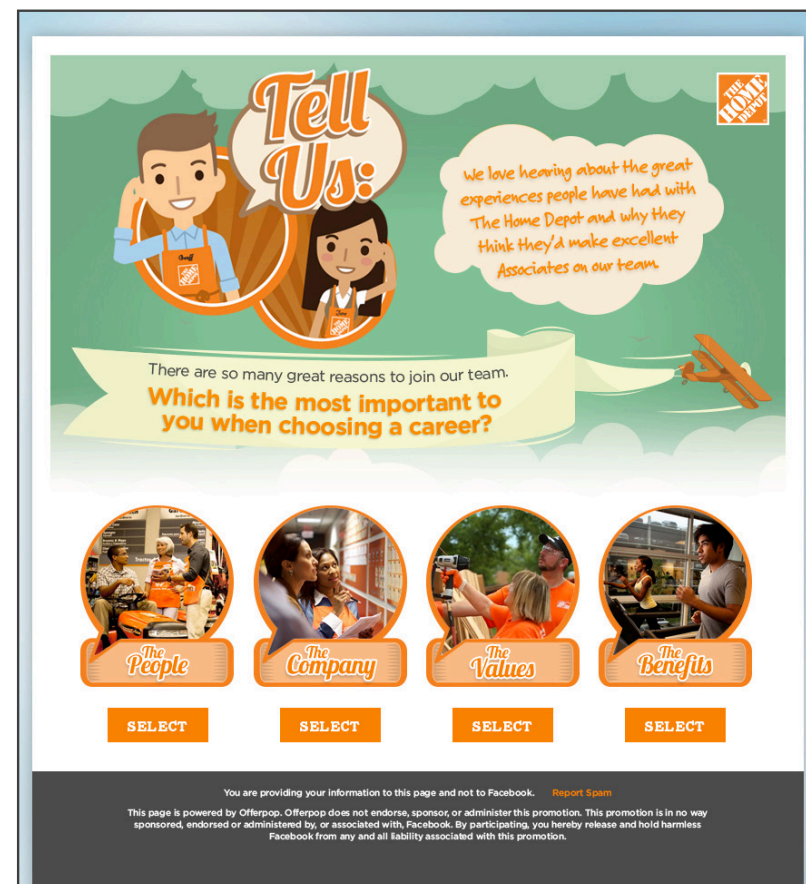
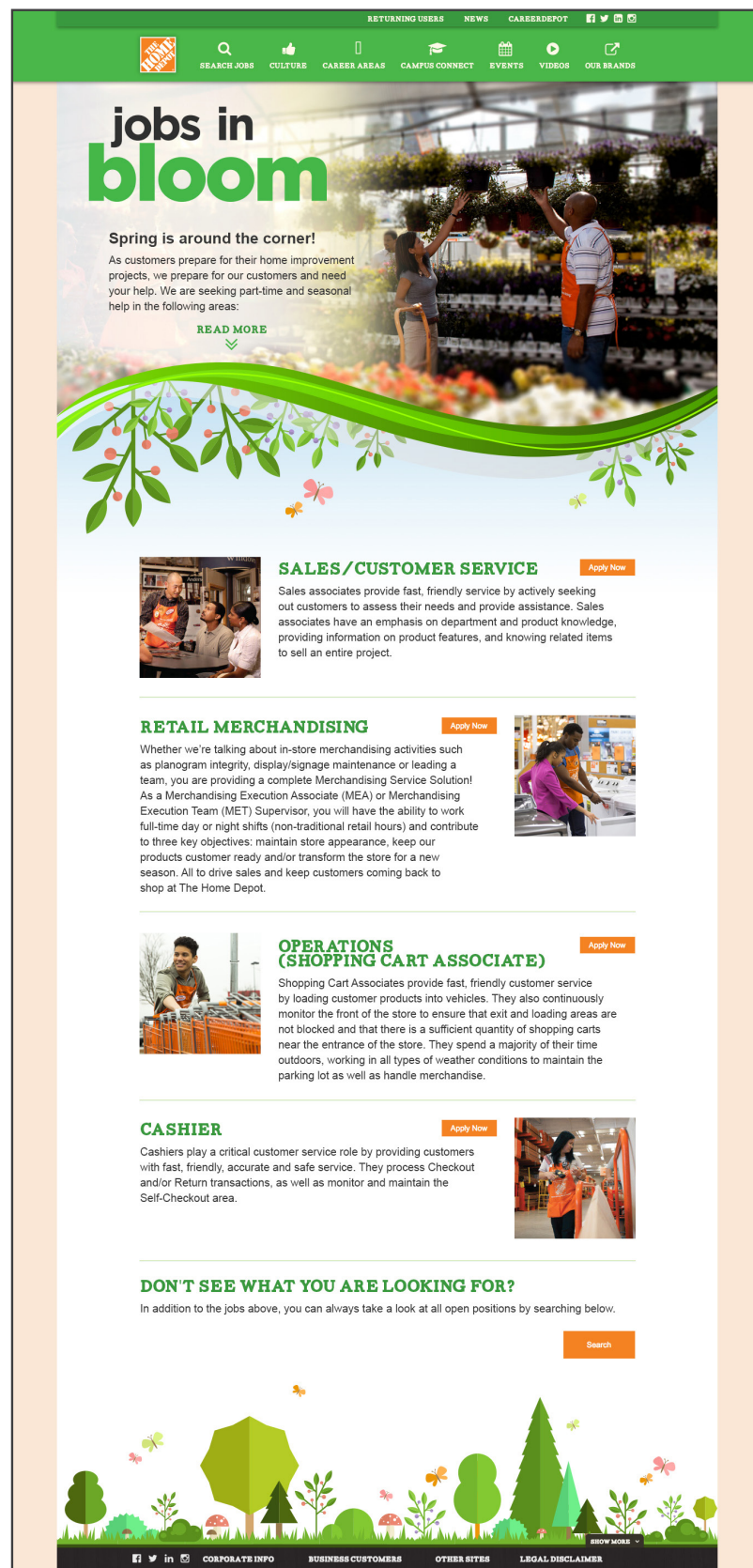
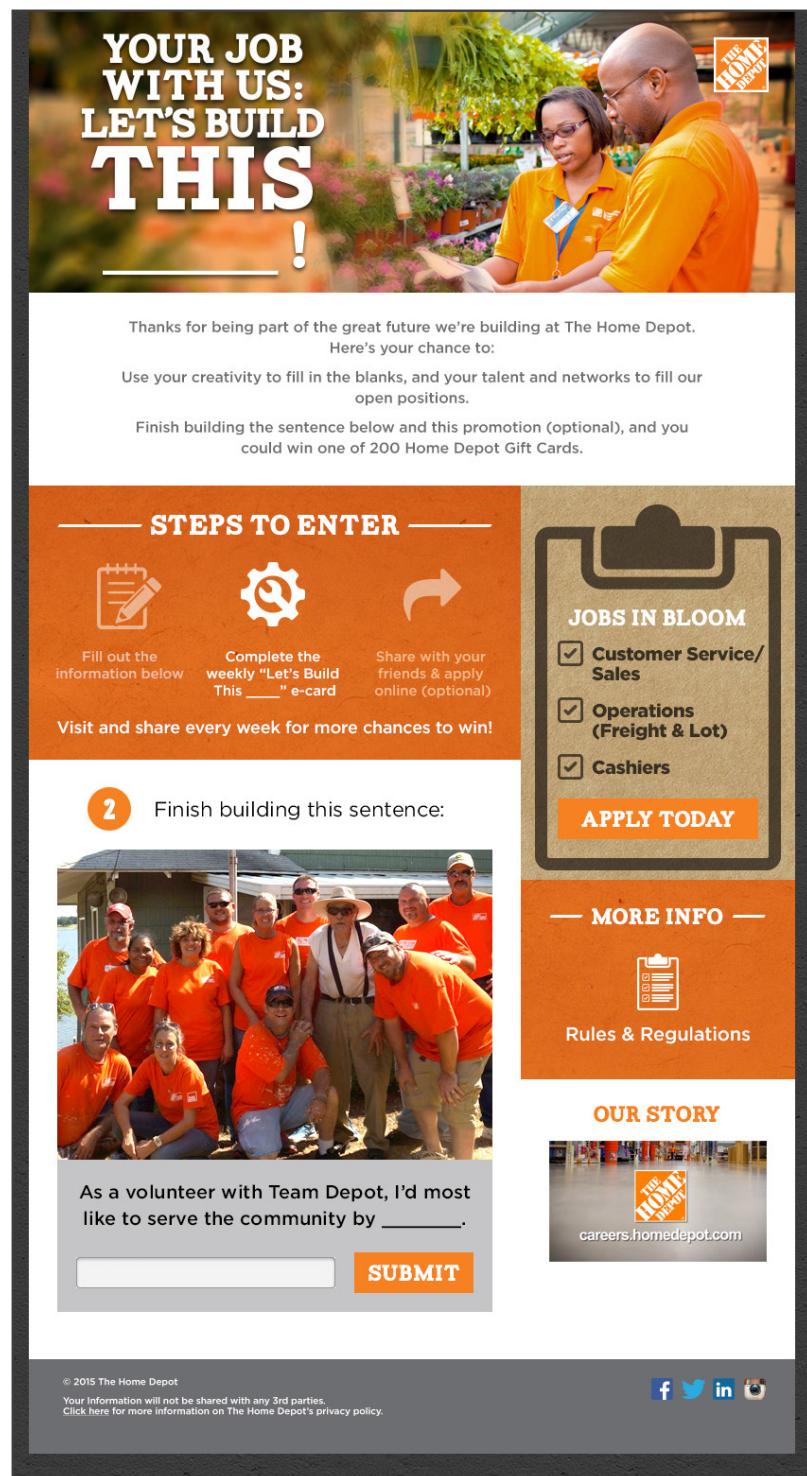




## Motorola / Complete Employer Brand Including Employer Brand Guidelines

Creative Directed Original Concept ■ Model Search & Selection ■ Directed On-Location Photo Shoot ■ Approval of Final Photography ■ Managed all Design & Production Work





## The Home Depot / Various Web-Based & Social Media Promotions

Concept ■ Art Directed ■ Illustrations ■ Color Correction & Image Composition from Client's Photo Library ■ Presented to Internal Executive Team





## OUR TEAMWORK > ANY OBSTACLE

UNITEDHEALTH GROUP EMPLOYEES – A FORCE GREATER THAN ANY CHALLENGE

Operations Support Manager, Ted Brinkman, and Service Manager, Rao Vaddiparti, lead the two teams in UnitedHealth Group IT working to maintain optimal performance of myuhc.com. Ted and his colleagues manage site infrastructure, while Rao's team is responsible for overall application maintenance and support. Together, they work with various technical teams to provide 24/7 coverage, ensuring a dependable, positive experience for myuhc.com's 9.5 million registered users. Their commitment to the site has earned each the nickname "Mr. myuhc" from colleagues.

As the myuhc.com user base continues to grow, maintaining the site's capacity and stability is critical to meeting consumer needs and expectations. Ted and Rao are ready for the challenge of keeping myuhc.com a valuable tool for providing members with the resources they need to live healthier lives, and adding new features to make it greater than ever before.

To learn more about Ted Brinkman, Rao Vaddiparti and their work on myuhc.com, visit [greaterUHG.com](#) today.

> THERE'S SOMETHING GREATER AT WORK HERE™

## A FUTURE > THE PAST

### THE BIGGER YOUR DREAM, THE BETTER WE FIT.

UnitedHealth Group has no small ambitions. We're out to make the health care system work better than it ever has for more people, in more places.

We're taking on some of the toughest challenges in our country, serving people who often have nowhere to turn and no one to help.

We need you. Because our future will take big dreams, big ideas and a lot of hard work.

Of course, that's what makes this a dream job.

Can you help us make health care work **greater than** before?

Pull up a chair, and let's talk.

Discover more at [unitedhealthgroup.com/careers](#)

> THERE'S SOMETHING GREATER AT WORK HERE™

Diversity creates a healthier atmosphere. equal opportunity employer M/F/D/V. UnitedHealth Group is a drug-free workplace. Candidates are required to pass a drug test before beginning employment. | © 2008 UnitedHealth Group. All rights reserved.

## ACHIEVING > EXPECTED

### GO AHEAD. TELL YOUR PARENTS YOU'VE DECIDED TO CHANGE THE WORLD.

Looking for a great way to make your mark? By helping to solve some of the toughest challenges that face our country.

UnitedHealth Group may not be the most prestigious company in the Fortune 500. We're working to make the health care system perform better for more people, in more ways than ever.

Being out – and being the only one out – can be **greater than** it's ever been. And that drives us to work harder than we ever imagined.

At UnitedHealth Group, you'll be using your head. Not to solve your head. Not to create a difference. Your ideas that'll make your dream.

Learn more at [unitedhealthgroup.com/careers](#)

## PERFORMANCE THAT'S > EVER

### BIG DREAMS ARE GREAT. BIG IDEAS EVEN BETTER.

Health care can work better than it ever has. It's an idea that inspires. The dream of being greater at UnitedHealth Group. It's the way we think and the way we work.

A group of people who think about what they're working for. Because it will take big ideas and better tools to get the job done.

The more you look at us, the more potential you'll see for changing the industry and saving our lives. We have the idea, the resources and the people that it takes.

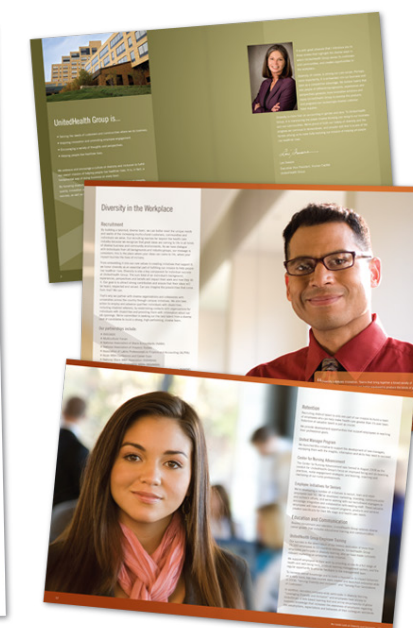
The potential of health care can be **greater than** ever. It depends on people like you.

Visit us at [unitedhealthgroup.com/careers](#)

## OUR COMPANY IS > THE SUM OF ITS PARTS

### WHERE INDIVIDUALITY AND INNOVATION COME TOGETHER.

> THERE'S SOMETHING GREATER AT WORK HERE™



# UnitedHealth Group / Complete Employer Brand Including Employer Brand Guidelines

Concept ■ Art Directed ■ Model Search & Selection ■ Directed On-Location Photo Shoot ■ Approval of Final Photography ■ Managed all Design & Production Work





**At Ford, we've been working with America's veterans since WWI.**

Ford Motor Company has always been an innovator in business, and our commitment to the military is no exception. Our founder, Henry Ford, started hiring veterans in 1919, decades before most companies ever realized the value that veterans can bring to the workforce.

Like our veterans, Ford never gave up when times got hard. We stayed steady on our mission to give Americans what they expect from Ford. Pride, integrity and toughness are ingrained in our culture. Veterans, reservists and military spouses will feel right at home here. Take your career further with Ford Motor Company.

**Search & Apply for Salaried Jobs Online**  
[careers.ford.com](http://careers.ford.com)  
 Be sure to visit our Transitioning Military page

Connect with us and be part of the growing Ford community at  
[Facebook.com/FordMotorCompanyCareers](https://www.facebook.com/FordMotorCompanyCareers)  
[twitter.com/FordCareers](https://twitter.com/FordCareers)  
[linkedin.com/company/ford-motor-company](https://www.linkedin.com/company/ford-motor-company)

Ford Motor Company is an equal opportunity employer committed to a culturally diverse workforce. All qualified applicants will receive consideration for employment without regard to race, religion, color, age, sex, national origin, sexual orientation, gender identity, disability status or protected veteran status. Ford Motor Company also is committed to take affirmative action to employ and advance in employment such persons.

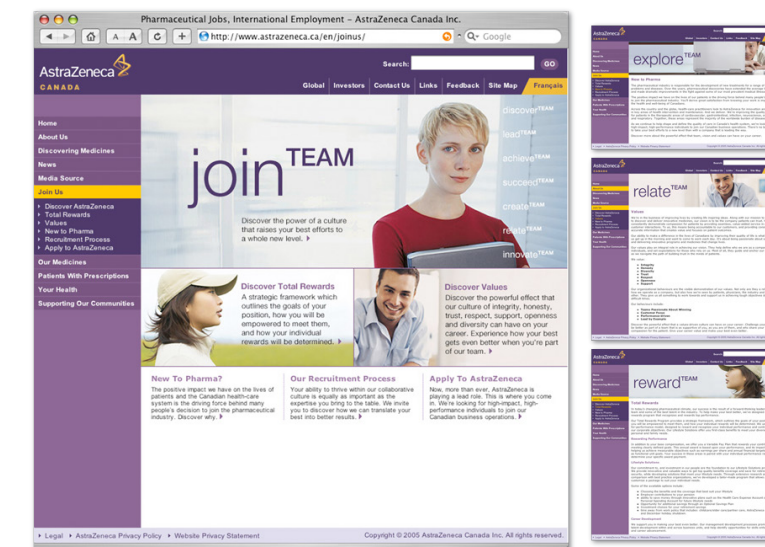
**Ford**  
Go Further



## Ford Motor Company / Veterans Materials

Concept ■ Art Directed ■ Color Correction & Image Composition (final cover image composed of four separate shots) ■ Managed all Design & Production Work





# AstraZeneca / Employer Brand

Original Concept ■ Creative Directed Overall Project ■ Managed Design & Production Work

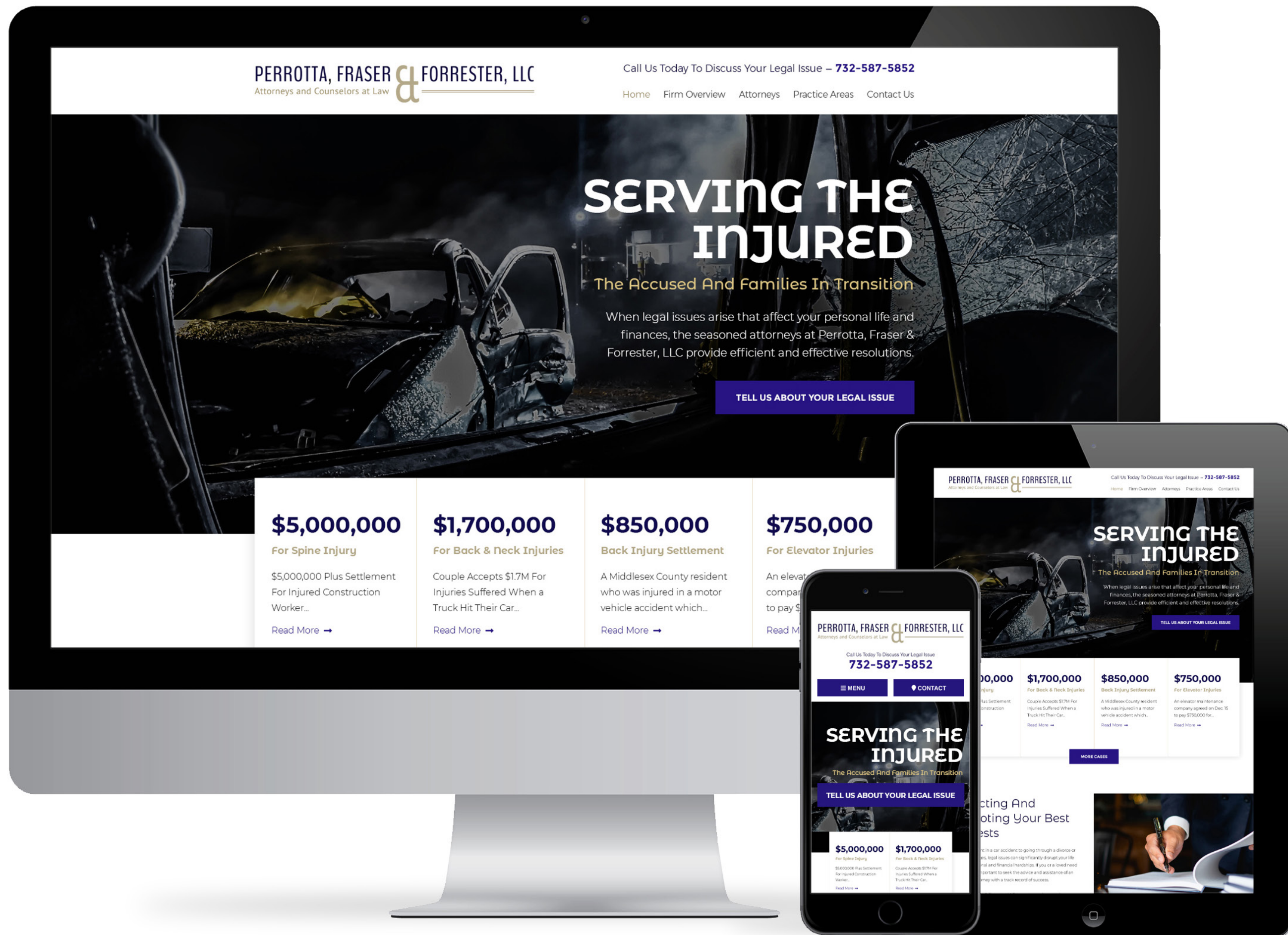




## Terrazas Henkel, P.C. / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team

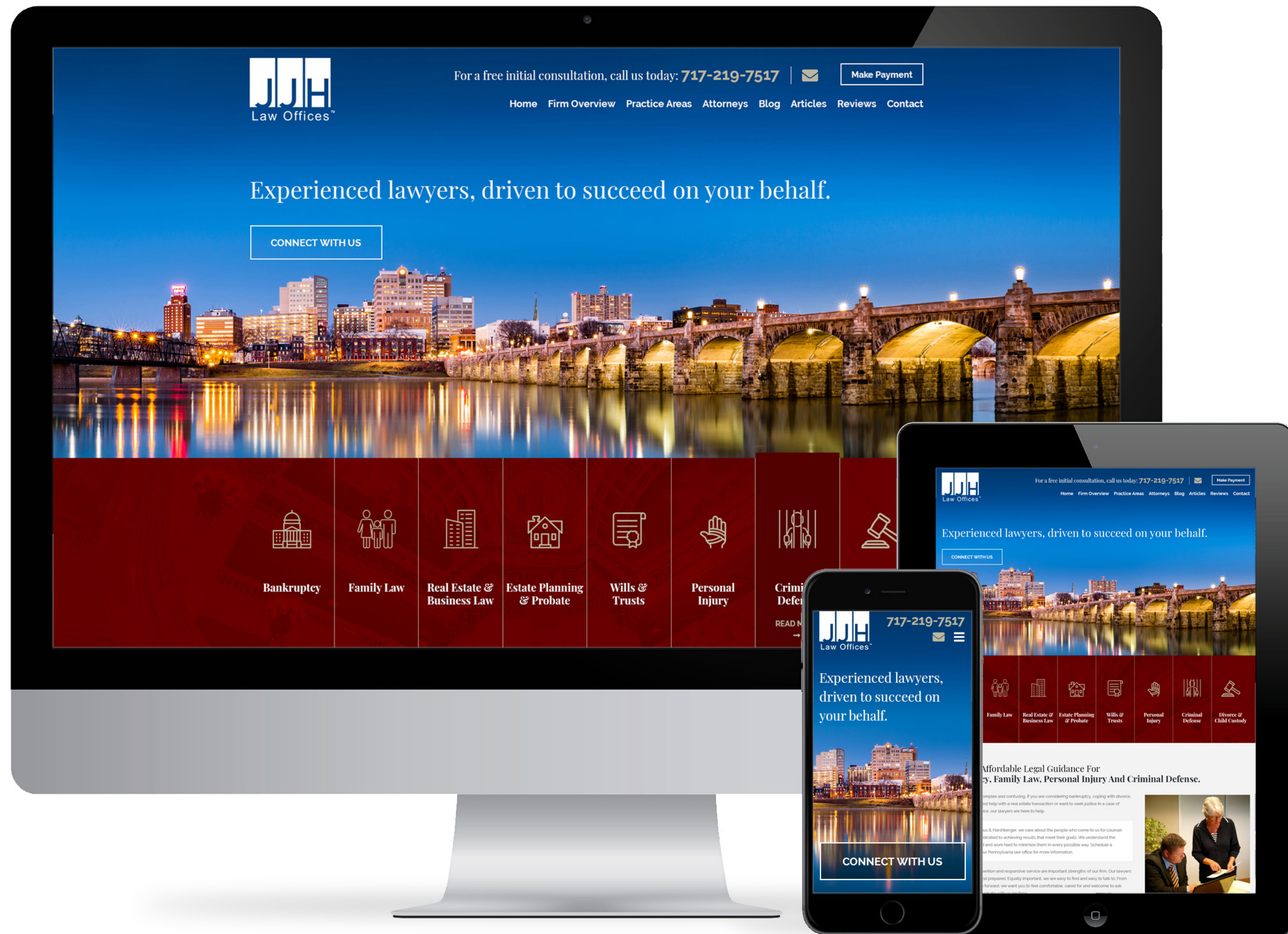




## Perrotta, Fraser & Forrester, LLC / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team

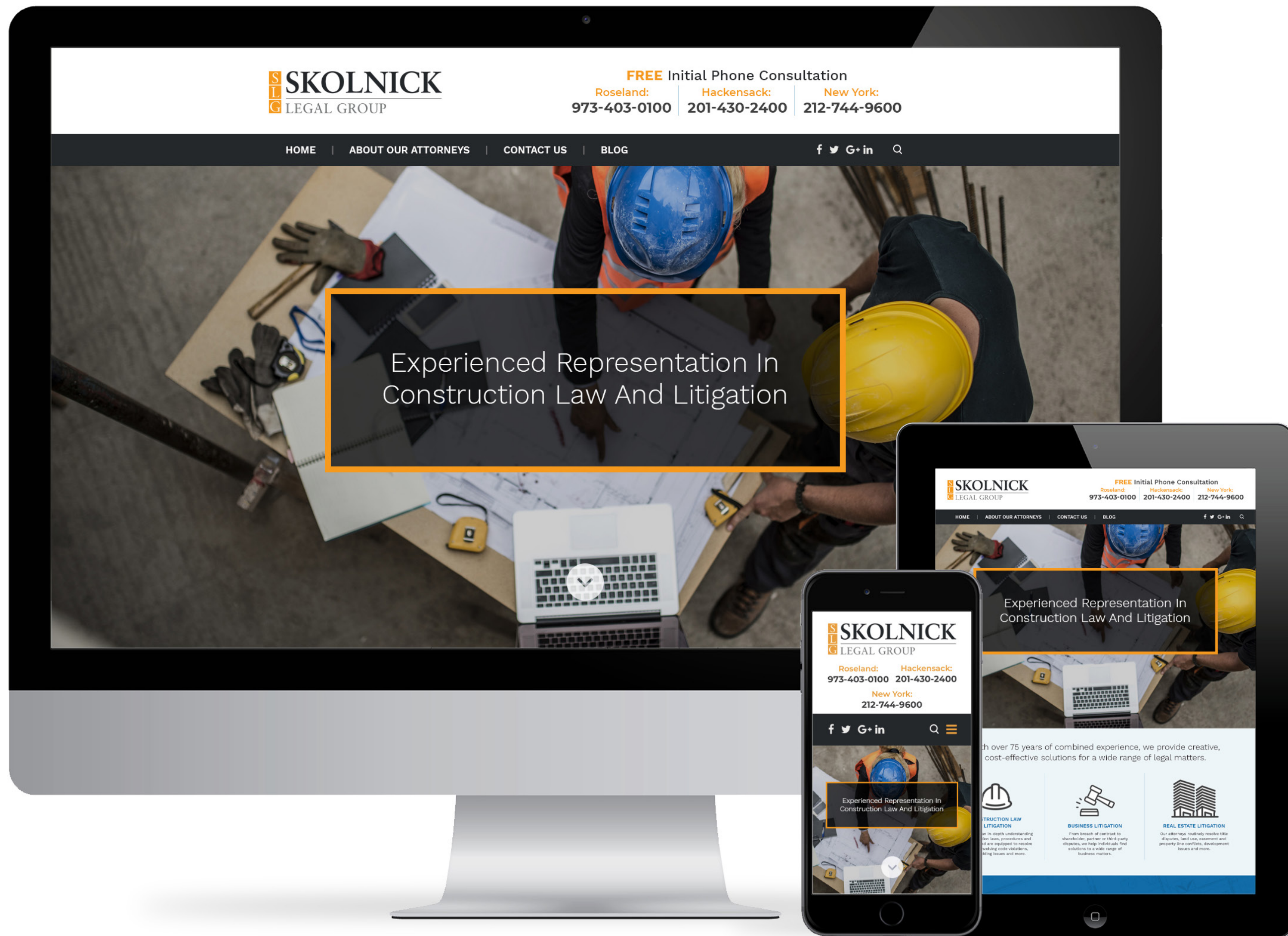




## Jacobson, Julius & Harshberger / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Color Palette Creation ■ Site Composition ■ Work With Development Team





## Skolnick Legal Group P.C. / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team





## Sokol & Foster, P.C. / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team

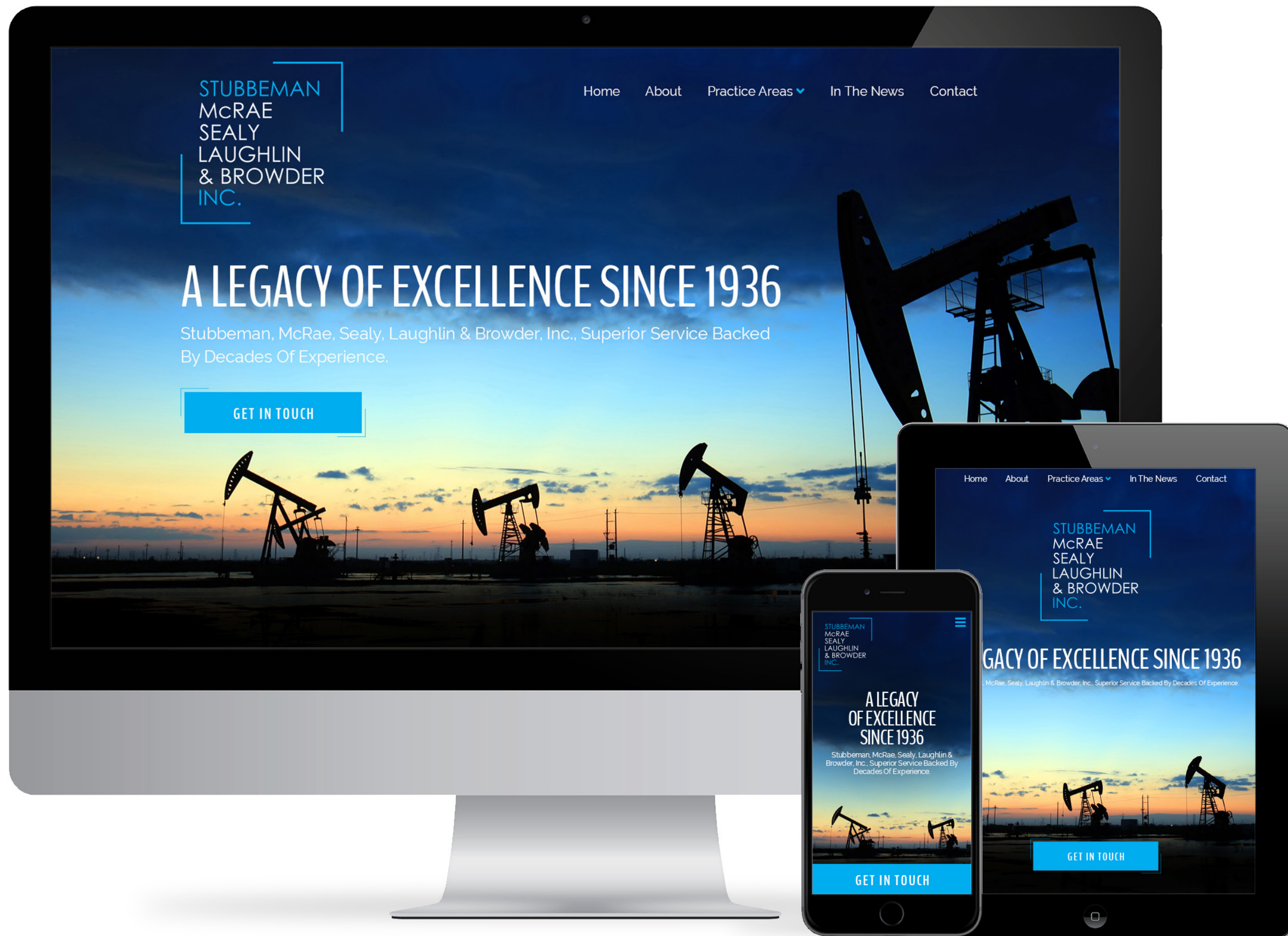




## Wolf Mueller Law / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team





## Stubbeman, McRae, Sealy, Laughlin & Browder, Inc. / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team





## The Smith Firm, P.C. / Law Firm Website Design

Client Consultation ■ Developed Creative Brief ■ Art Directed ■ Sourced Photography ■ Site Composition ■ Work With Development Team





## Indiana Dreams / National Championship Team Banner

Concept ■ Art Directed ■ Shot All Photography ■ Color Correction & Image Composition ■ Produced Final Banner



CareerCompass



VIRGO  LAW



Logos & Marks / Assorted Clients

Concept ■ Art Directed ■ Illustrated