



**Brian Oakley**

Graphic Design • Illustration • Animation

Hey there! Thanks for taking a look at my work. Please feel free to browse through this document to get a glimpse into my creative content. Additional work can be found at [www.brianoakleyart.com](http://www.brianoakleyart.com).



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# Direct Mail

**RESERVED FOR DIRECT MAIL**  
2/28/24

**WINTER PRE-SALE STOCK UP NOW**

**20 Lb Road Runner™ Pet Friendly Ice Melt**  
Requires Fewer Applications Than Rock Salt  
Melts Down To -15°F  
216088  
Pallet Of 100 Bags  
List \$20.00/bag  
**\$13.77/bag**

**50 Lb Road Runner™ Ice Melt**  
Requires Fewer Applications Than Rock Salt  
Melts Down To -15°F  
130448  
Pallet Of 50 Bags  
List \$16.60/bag  
**\$15.61/bag**

**50 Lb Traction Melt™ CI Ice Melt**  
Acts As A Corrosion Inhibitor  
Melts Down To 0°F  
130427  
Pallet Of 50 Bags  
List \$14.40/bag  
**\$11.92/bag**

**50 Lb Green Scapes™ Ice Melt**  
To Kill Ice, Snow, and Vegetation  
Melts Down To -10°F  
130459  
Pallet Of 50 Bags  
List \$14.40/bag  
**\$13.66/bag**

**50 Lb Excel Calcium Chloride Ice Melt**  
Achieves 94-97% Purity  
Melts Down To -25°F  
130461  
Pallet Of 50 Bags  
List \$22.20/bag  
**\$20.98/bag**

**hdsupply**

**PRE-ORDER AND SAVE**

USE SOURCE CODE **KU7**

Save On Ice Melt By The Pallet\* And Up to 20% Off Select Winter Essentials

MOBILE APP | 1.800.431.3000 | hdsupplysolutions.com

# Flyer

**hdsupply**

**WINTER PRE-STOCK UP NOW**

Save Up To 20% On Select Winter Essentials

**PRE-ORDER AND SAVE\***

Save On Ice Melt By The Pallet And Protect Your Property This Winter

USE SOURCE CODE **HA7**

- No Liftgate or Pallet Fees
- Free Curbside Delivery to Your Property
- One Pallet Minimum
- Pet-Friendly Ice Melt Now Available

**Chapin® 100 lb. Professional Ice Melt Spreader**  
544401  
List \$299.99  
**\$303.28**

**Bigfoot™ 18" Poly Snow Dozer Reinforced Poly Blade**  
111978  
List \$28.64  
**\$26.83**

**Bigfoot™ 25" Poly Snow Pusher Metal Edge**  
111979  
List \$29.69  
**\$29.27**

Shop now at [hdsupplysolutions.com](https://hdsupplysolutions.com)

\*Use Source Code HA7. Expires October 30, 2022. Limitations apply. Cannot be combined with any other offer. Tax is not included in shipping. See order method type of ice melt product within the same shipment. Product not on app or our mobile app to access property specific pricing. Registration may be required. Discount calculated on list price.

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**3 EASY WAYS TO ORDER** | MOBILE

Shop now at [hdsupplysolutions.com/offers](https://hdsupplysolutions.com/offers)

**3 EASY WAYS TO ORDER** | MOBILE APP | 1.800.431.3000 | hdsupplysolutions.com

50 Lb Road Runner™ Ice Melt  
Requires Fewer Applications Than Rock Salt  
Melts Down To -15°F  
130448  
Pallet Of 50 Bags  
List \$16.60/bag  
**\$780.34/pallet**

50 Lb Traction Melt™ CI Ice Melt  
Acts As A Corrosion Inhibitor  
Melts Down To 0°F  
130427  
Pallet Of 50 Bags  
List \$14.40/bag  
**\$595.99/pallet**

50 Lb Green Scapes™ Ice Melt  
To Kill Ice, Snow, and Vegetation  
Melts Down To -10°F  
130459  
Pallet Of 50 Bags  
List \$14.40/bag  
**\$683.10/pallet**

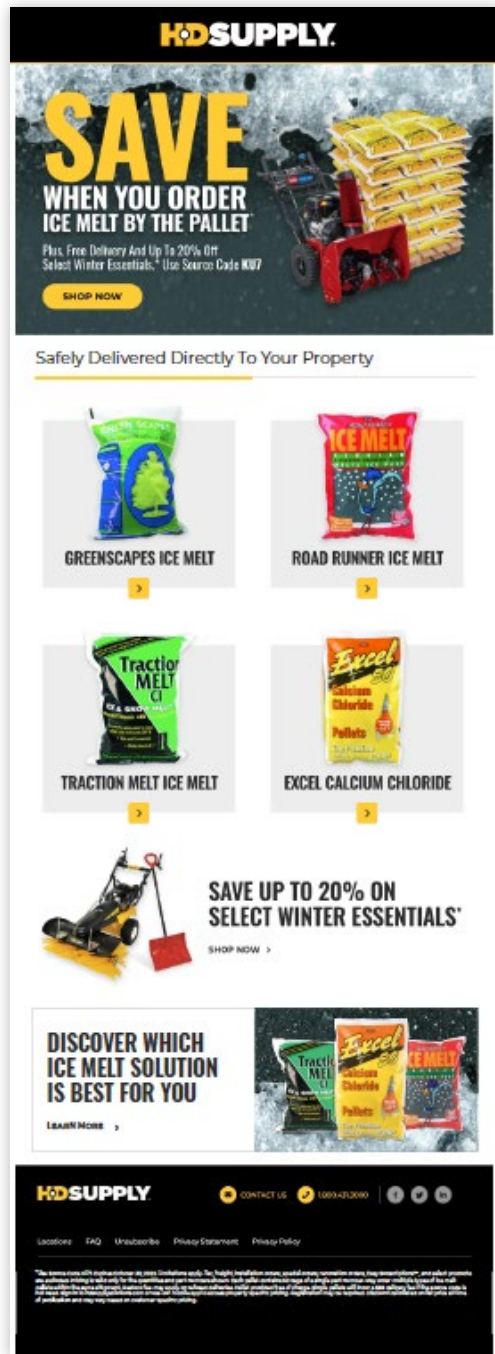
50 Lb Excel Calcium Chloride Ice Melt  
Achieves 94-97% Purity  
Melts Down To -25°F  
130461  
Pallet Of 50 Bags  
List \$22.20/bag  
**\$1,125.22/pallet**

# Ice Melt Growth Play

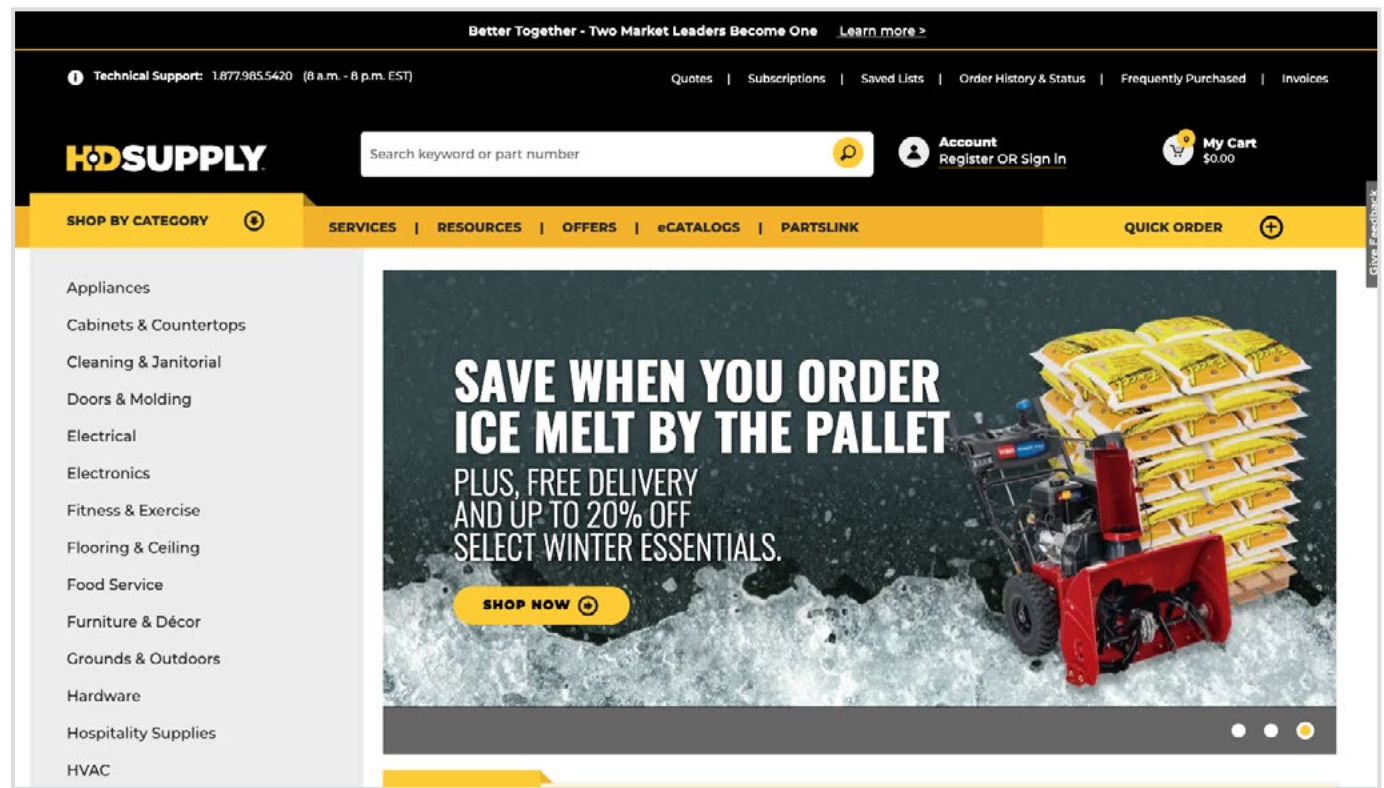
Print | Onsite | Email

For this growth play I was responsible for executing the direct mail and flyer components, email designs and coding, as well as the onsite asset creation and coding for the onsite images.

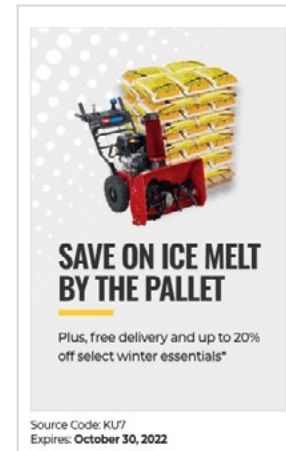
# Email Mock-Up



# Landing Page



# Onsite Images

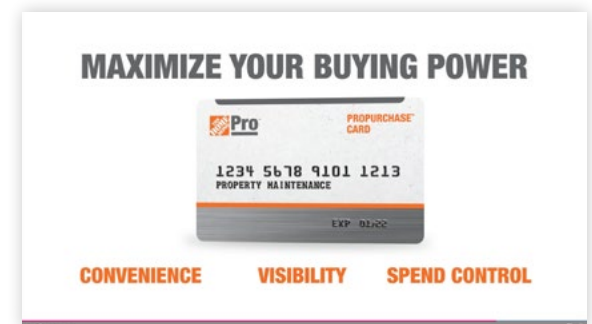
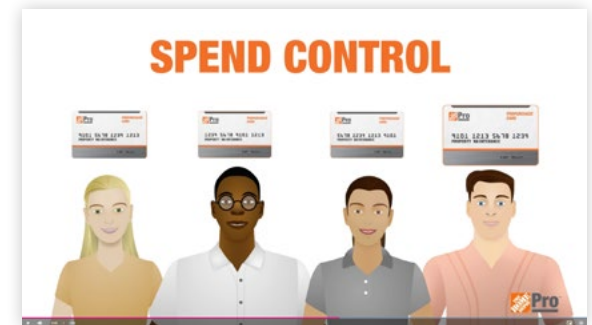




# ProPurchase Card Video

## Animated Video

The link above will direct you to the existing video that I designed and animated for the introduction of the new ProPurchase Card. I was responsible for seeing the production through from conception to completion, while gathering insight and feedback from several marketing leadership partners.

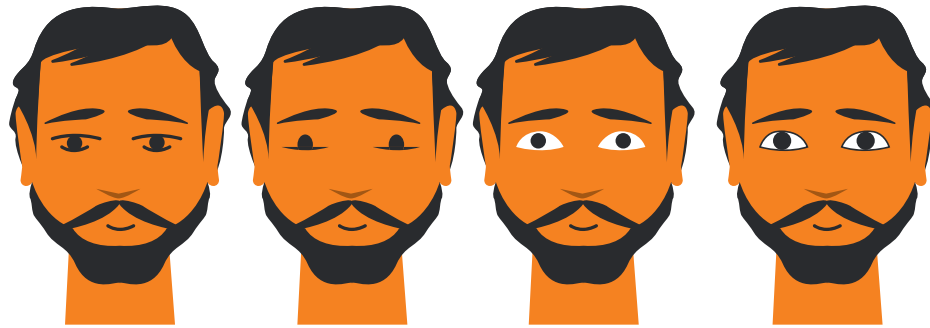
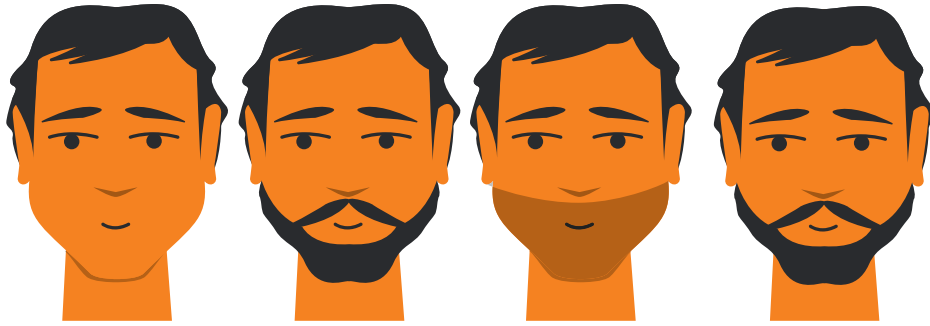




# StockWise

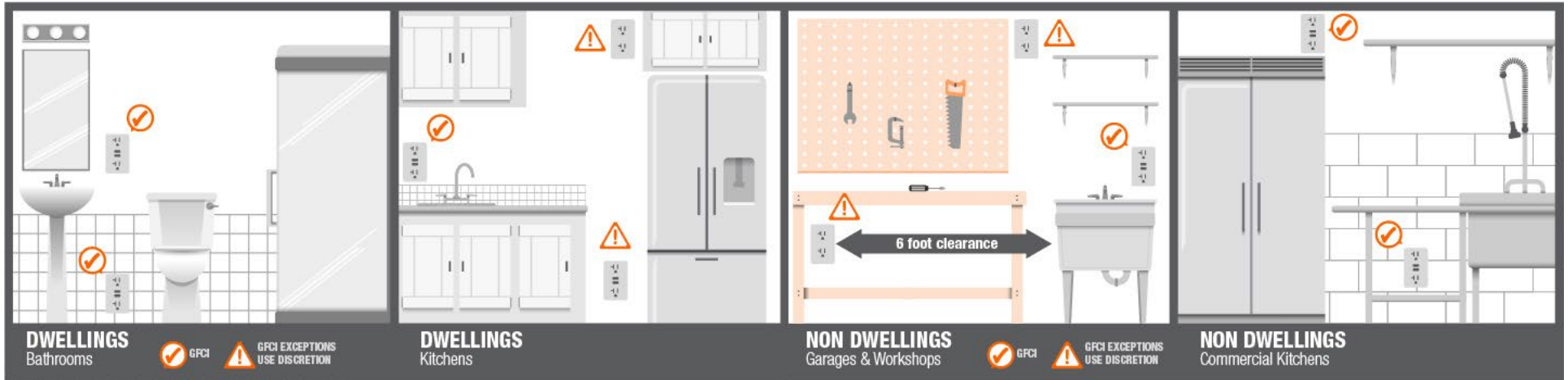
## Animated Explainer Video

The elements on this page were created for a motion graphic video to explain the StockWise Inventory Management program. Adobe Illustrator was used to create the assets that were later animated in Adobe After Effects. Above are a few of the illustrated assets, and to the right are screen captures from the final animation. The adjacent page has character hairstyles and facial feature explorations for the animation. All elements were designed to brand standards.



Character Features and Hair Style Concepts

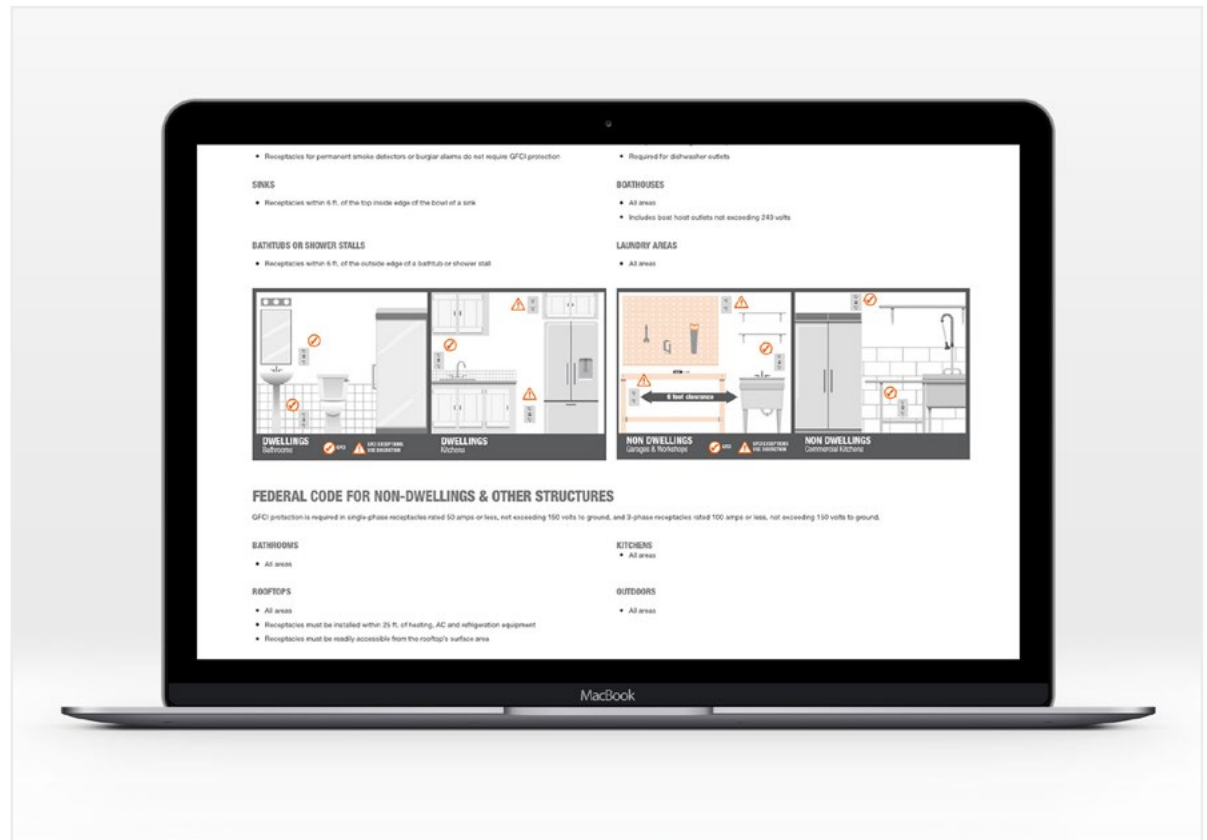
Final Character For Animation



# GFCI Illustration

## The Home Depot Pro

This piece is an infographic created to highlight GFCI Requirements for Dwellings and Non-Dwellings for the THD Pro website.







1.



2.



3.



4.



5.



6.



7.

## Branding/Logo Design:

### Assorted Projects

- 1: THD Pro Tech Support Badge
- 2: THD Pro (OSS Logo)
- 3: THD Pro (Pro Digital Team Logo)
- 4: Juiced! (Citrus Cel Anim. Festival)

- 5: Elemental Sea Dragons (Band)
- 6: Daily Grind (Personal Project)
- 7: Reneenee (Crafter/Baker)
- 8: Taylor Visions (Aerial Videography)



8.



## THD Pro Holiday Card

I was presented with the opportunity to design a 2020 holiday card to send to our THD Pro partners. I created a little set using plumbing and machine parts with a few other items I had around my studio. I constructed the set, props and character, then lit and photographed the set for the card. The final typography was added in InDesign.





**Get \$25 off your order of \$250 or more now through June 30, 2019.\***

Use This Unique Promo Code

\*Maximum \$250 Order. Order by 6/30/19 only. See site for restrictions apply.

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# THD Pro

## Guide & Postcard

A bulk of the design work I create consists of direct to consumer guides, catalogs, flyers and postcards. The current page has several views of an appliance buying guide and a postcard I was responsible for creating.



**WE POWER PROS TO DO MORE**

At The Home Depot Pro™ Multifamily, our job is helping you do yours. As the wholesale distribution division of The Home Depot®, we are uniquely positioned to help drive your business with more than 40 years' experience serving the multifamily industry. Count on us to deliver the quality products your residents demand and the innovative business solutions and services you need to manage your business, improve efficiency and increase your net operating income (NOI).

**Pro**

**We Power Pros To Do More**

**Improve Resident Retention**  
Property maintenance is a 365 day-a-year focus. We have the pro-grade maintenance, repair and operations products you need to get the job done right, every time. Keep your property in top condition, up to code and your staff ready to address everyday challenges with our professional training and technical support experts. They are an extension of your team, there to provide product recommendations and advise on changing trends, industry insights and regulations.

**Increase NOI**  
Leverage the power of The Home Depot for unrivaled access to the quality national and private label products you need to help keep resident satisfaction high and operating costs low. Find the quantities you need at the personalized wholesale pricing your property deserves – from special, contracted rates to volume discounts and rebates. Keep your business moving forward with our mobile app and simplify spend control with our powerful online reporting tools. Streamline your inventory processes with our Stockwise® inventory management programs designed to help you reduce carrying costs, decrease shrinkage and realize savings through product standardization and just-in-time replenishment.

**Get More Done Everyday**  
Find efficiencies and improve daily operations. We have the supplies, installation and project management support you need to speed up small projects and simplify standard and major renovations. Expedite orders with free, next-day delivery direct to your property. Our national network of distribution centers and 2,200+ store locations provide national reach with a local focus, providing unmatched convenience and product availability. Gain added shopping flexibility using your Pro credit line with the ProPurchase™ card – accepted at any Home Depot store location nationwide and homedepot.com.

The Home Depot Pro Multifamily means business. And we're here to serve yours.

**Here to Help**

**Customer Service - 800-345-3000**  
[ProMultifamily\\_CustomerCare@homedepot.com](mailto:ProMultifamily_CustomerCare@homedepot.com)  
Weekdays 8 a.m.–8 p.m., Saturdays 8 a.m.–4 p.m. EST  
Facilities are closed the following dates:  
May 31, July 4, September 6, November 25 and December 25, 2021

**Department Contact Information**

Department	Phone	Fax	Email	Hours (EST)
Customer Service	800-345-3000	800-220-3291	<a href="mailto:ProMultifamily_CustomerCare@homedepot.com">ProMultifamily_CustomerCare@homedepot.com</a>	M-F 8am-5pm; Sat 8am-4pm
Special Orders	800-345-3000	800-357-0320	<a href="mailto:ProMultifamily_SpecialOrders@homedepot.com">ProMultifamily_SpecialOrders@homedepot.com</a>	M-F 8am-5pm; Sat 8am-4pm
HVAC Support	888-498-0439	-	<a href="mailto:ProMultifamily_HVACSupport@homedepot.com">ProMultifamily_HVACSupport@homedepot.com</a>	M-F 8am-5pm
Technical Support	888-723-2459	-	<a href="mailto:ProMultifamily_TechnicalSupport@homedepot.com">ProMultifamily_TechnicalSupport@homedepot.com</a>	M-F 8am-5pm
RenovationsPlus	866-863-3628	-	<a href="mailto:ProMultifamily_RenovationsPlus@homedepot.com">ProMultifamily_RenovationsPlus@homedepot.com</a>	M-F 8am-5pm
Pro Paint Program	855-639-5779	855-639-5773	<a href="mailto:ProMultifamily_Paint@homedepot.com">ProMultifamily_Paint@homedepot.com</a>	M-F 8am-5pm
Installations Team	855-639-5779	855-639-5773	<a href="mailto:ProMultifamily_Installations@homedepot.com">ProMultifamily_Installations@homedepot.com</a>	M-F 8am-5pm

# Marketing Pages

## Catalogs

I was responsible for project managing the marketing pages for all segments of the 2021 THD Pro catalogs. Working with several creative partners, I was able to execute these pages from conception to completion while also keeping the project on schedule. Pictured to the left is the physical THD Pro multifamily catalog. Pictured above are a series of spreads that were created for the multifamily segment catalog.

## Pro Power At Your Fingertips

Time is money. Make the most of it with our free web tools and mobile app.

**Favorite Lists**  
Keep regularly ordered items organized by project, department, season and more.

**Workflow Solutions**  
Bill account alerts, create purchase orders and set approval rules.

**Budgeting Tools**  
Create and manage budgets, view details and gain insight into spending behavior.

**Order Tracking & Invoice History**  
Access invoice order details, reviews and proof of delivery.

**Online Quotes**  
Generate a quote online, then save, print, approve and place your order.

**Custom Catalogs**  
Custom Catalogs. Create a catalog with custom pricing for your most used or promoted key items.

**Business Analytics & Reports**  
Get historical and industry benchmarking on sustainable products, overall account performance and more.

**Bin Labels**  
Print free color-coded labels to stay organized and simplify inventory.

**Compare Products**  
See item features side by side to choose the products that best fit your need.

**Mobile Access**  
Keep our website tools at your fingertips. Order products faster than ever with our barcode and item number scanning features.



**Discover more. Visit [HomeDepotPro.com/Multifamily](http://HomeDepotPro.com/Multifamily) today.**  
Call 800-345-3000 to set up a web login for online and mobile app access.

## Organize, Manage & Replenish

### STOCKWISE<sup>®</sup> Inventory Management Solutions

Making your inventory work for you is simple with StockWise<sup>®</sup> solutions from The Home Depot Pro.

Whether it's free bin labels that expedite ordering or our SupplyWare<sup>®</sup> program that streamlines your MPO product check-in and check-out process, our customizable solutions allow you to better manage your inventory, improve productivity and reduce costs.

#### Organize

**Product Identification**  
The critical first step toward maintaining the right product mix and building your just-in-time inventory replenishment. Work with your Sales Professional or visit our website to determine the most important products for your stock locations.

**Bin Labels**  
Organize your inventory and easily access products with our free online Bin Labels tool. Each color-coded label includes the product's part number, description, image and barcode for quick and intuitive identification.

#### Manage

**Shop Management Program (SMP)**  
This program provides custom stockroom solutions for improving inventory efficiencies through location organization and technology. From special racks and bin boxes to advanced inventory management tools, these solutions deliver proven improvements in inventory visibility, cost control and staff productivity.

**SupplyWare<sup>®</sup>**  
Accelerate your inventory check-in and check-out process with our comprehensive inventory management system. SupplyWare manages inventory min/max levels, provides real-time visibility to your stock levels and usage and automates ordering and replenishment.

#### Replenish

**Mobile Scan-to-Order**  
Our free mobile app includes all of the convenient features of our mobile website, plus it enables you to quickly order items by scanning product barcodes on your bin labels or LPIC codes on product packaging—all without specialized equipment.

**HomeDepotPro.com/Multifamily**  
This is your ultimate business solutions resource for the key essentials you like to keep on hand. Simply log into your account to access everything from Favorites Lists to workflow and reporting tools.

**To discover which solution is right for you, contact your Sales Professional.**

## Renovations...Plus More

Whether you need to speed up small projects, simplify standard remodels or streamline major renovations, RenovationsPlus can help. We've got the supplies, installation and project management capabilities you need—regardless of project size or complexity. Turn to our renovation experts for trend and legislation insights to efficiently transform your spaces for maximum NOI and to enhance your property's appeal.



## RenovationsPlus

866-863-3628 [renovationspluspro.com](http://renovationspluspro.com)

## Property Updates Made Easy

#### Speed Up Small Projects

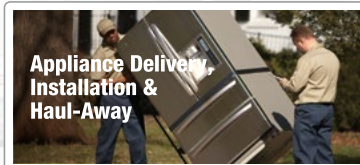
- Door and window installation
- Appliance installation
- Interior and exterior painting
- Flooring installation
- Bulk product selections
- Just-in-time project supplies

#### Simplify Standard Remodels

- Kitchen services
- Bathroom and kitchen remodeling
- Lighting and electrical rewiring
- Breakroom and clubhouse refresh
- HVAC installation and repair

#### Streamline Major Renovations

- Dedicated project management
- Budget management
- Contracted labor services
- Code and legislation guidance
- Free consultations



### Appliance Delivery, Installation & Haul-Away

Upgrade appliances. Add value. Request worry-free appliance services and earn the NOI your property deserves.

#### Let Us Do The Heavy Lifting

- Direct delivery
- Complete installation and cleanup
- Easy haul away
- Product selection
- Comprehensive testing
- Industry-leading warranty support


#### Get One-Day\* Installation on

- Refrigerators
- Ice makers
- Ranges and hoods
- Microwaves
- Dishwashers
- Washers and dryers

**Call us today at 855-639-5779 for special pricing on products and labor.**

## Coast-to-Coast Coverage & Convenience

Get the products you need to get the job done quickly with The Home Depot Pro. Our 2,200+ store locations, 75+ distribution centers and army of logistics experts and freight handlers are ready to work for your business, nationwide.




**Free Next-Day Delivery\***

### MEET PROPURCHASE: SHOP IN STORES OR ON HOMEDEPOT.COM

Pay With Your Existing Pro Credit Line.

- More Ways to Shop**  
Replenish your supply orders from The Home Depot Pro with shopping on HomeDepot.com or at The Home Depot store nationwide, all applied to your existing Pro credit line.
- Expanded Product Selection**  
Access to more of the products you need, the faster and easier, all at our Pro stores to help you get the job done.
- One Account Billing**  
Access to more of the products you need, the faster and easier, all at our Pro stores to help you get the job done.
- Multiple Cards & Spend Controls**  
Replenish multiple spend of all employees across multiple locations. Each card on your account can be set up with various spend limits that you control.
- Earn Pro Xtra Rewards**  
Plus, through the Home Depot Pro Xtra loyalty program, get even more benefits with your ProPurchase card, including exclusive Pro savings, point rewards, national spend control and more.



**Contact your Sales Professional or call 800-401-7299**

## Committed to Our Industry and Community

The Home Depot Pro is grateful for your trust and understands the responsibility that comes with doing business. That's why we are committed to doing things better every day—providing disaster relief, investing in trade associations, constantly improving the sustainability of our products and operations, building a great place to work for our 400K+ associates and giving back to the communities we're proud to call our own.

#### Diversity & Inclusion

The foundation of our commitment to diversity and inclusion was established nearly 40 years ago, along with our core values. Respect for all people is a top priority for the company, and maintaining The Home Depot's competitive advantage is directly tied to how well our associates reflect the diversity of our customers and the communities in which we operate.

We also know that the best way to serve a diverse customer base is to ensure diversity and inclusion within our ranks and our supply chain. Since 2003, The Home Depot has actively sought a diverse set of suppliers in our sourcing and procurement processes.

#### \$50M to Train 20K Tradespeople by 2028

The Bureau of Labor statistics estimates that there are currently 400K open jobs requiring plumbers, carpenters, electricians and HVAC specialists. And this number is growing. As part of this community, we are committing \$50M to train 20K+ tradespeople to help fill the industry pipeline by 2028.

#### Honoring & Serving Veterans

We salute our military veterans—including the 35K+ veterans that call Home Depot home. In support, The Home Depot Foundation has invested \$330M+ to veteran-related causes since 2011. This investment has helped improve more than 47K veteran homes and facilities in 4,500+ cities. In 2018, we pledged \$20M more and set a course to invest half a billion dollars by 2025. And like those who serve, we are just getting started.





## Work on the Go

Order the way you want. Stay organized. Keep your business moving with The Home Depot Pro mobile app.



#### Scan-to-Order

Log in. Save time. Order exactly what you need with mobile scan-to-order. Just tap the barcodes icon on the app, choose to scan by barcode or product number, scan and add to cart.

- Catalogs
- Brochures
- Bin labels

Scan what you need, order exactly what you want.

#### Powerful Mobile Tools

- Real-time product availability
- Real-time pricing
- Favorite list
- Custom catalogs
- Order approval
- Order tracking
- Transaction history
- Item # and barcode scanning



Search "Multifamily" to download our app.





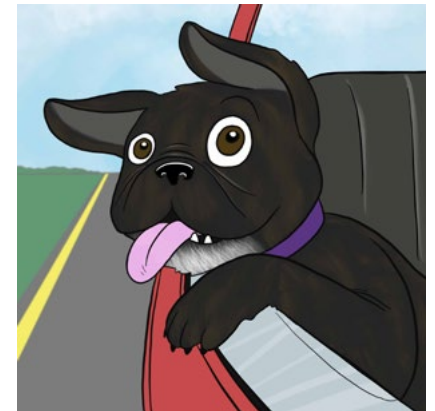
# Style Frames & Characters

## Kennetic Productions

I was hired by Kennetic Productions to illustrate characters and locations for a motion graphics piece that was being created for the Jacksonville Public Library. While meeting with the client to discuss the scope of the project, I suggested using UPA (United Production of America) style for the piece. The client loved the idea, so I designed the elements in that style and created all of the vector assets for the final piece in Illustrator.



# Assorted Illustrations



## Children's Book Illustration

Miracle of Moe and Stella & Moe's Big Adventure  
Aurora and the Lost Chip (Next Page)

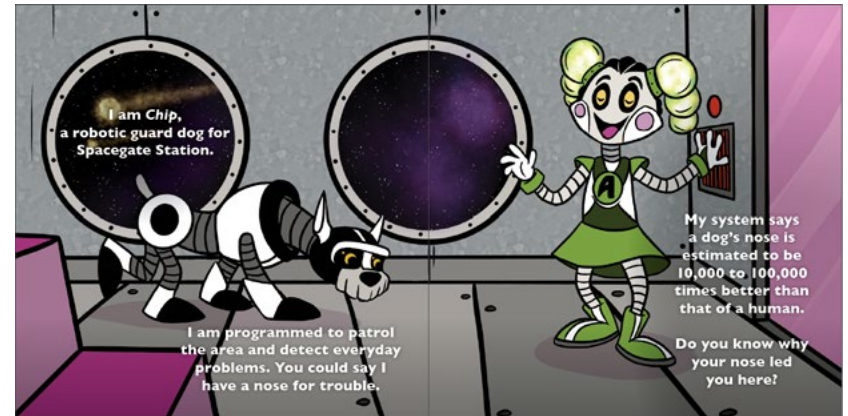


# Aurora and the Lost Chip



Written By **Rebecca Miller**

Illustrated By **Brian Oakley**



I am **Chip**,  
a robotic guard dog for  
Spacegate Station.

I am programmed to patrol  
the area and detect everyday  
problems. You could say I  
have a nose for trouble.

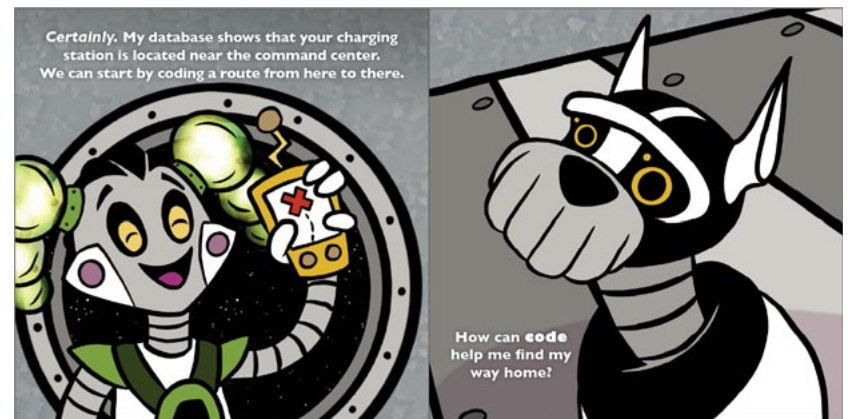
My system says  
a dog's nose is  
estimated to be  
10,000 to 100,000  
times better than  
that of a human.

Do you know why  
your nose led  
you here?



**Code** is a set  
of instructions that  
computers understand.  
It's basically how humans  
tell a computer or a  
robot dog what to do.

Do you mean  
instructions like  
how to fetch the  
mail or when to  
bark at trouble?



**Certainly.** My database shows that your charging  
station is located near the command center.  
We can start by coding a route from here to there.

How can **code**  
help me find my  
way home?



**Brian Oakley**

Graphic Design • Illustration • Animation

 @boaktree