

jeffclicks

J E F F D U R A N D P O R T F O L I O

SPRING 2025



Hello!

My name is Jeff Durand, and this presentation is a little about me—my interests, my creative work, and my passion for connecting with people. Let's begin with what I have been working on at a few very different places over the past few years.

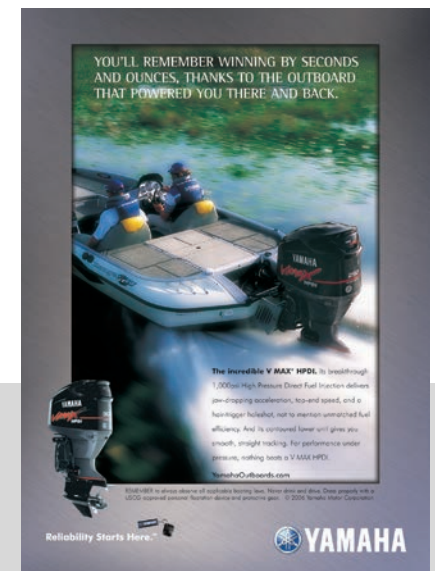
My career started like that of many graphic designers—at a couple of advertising agencies—before transitioning into the corporate communications world with my most recent employer, Kohl's. Each of these roles provided invaluable learning experiences, with incredibly talented colleagues, tight deadlines, and clients who entrusted us with projects ranging from high-visibility campaigns to everyday essentials like stationery.

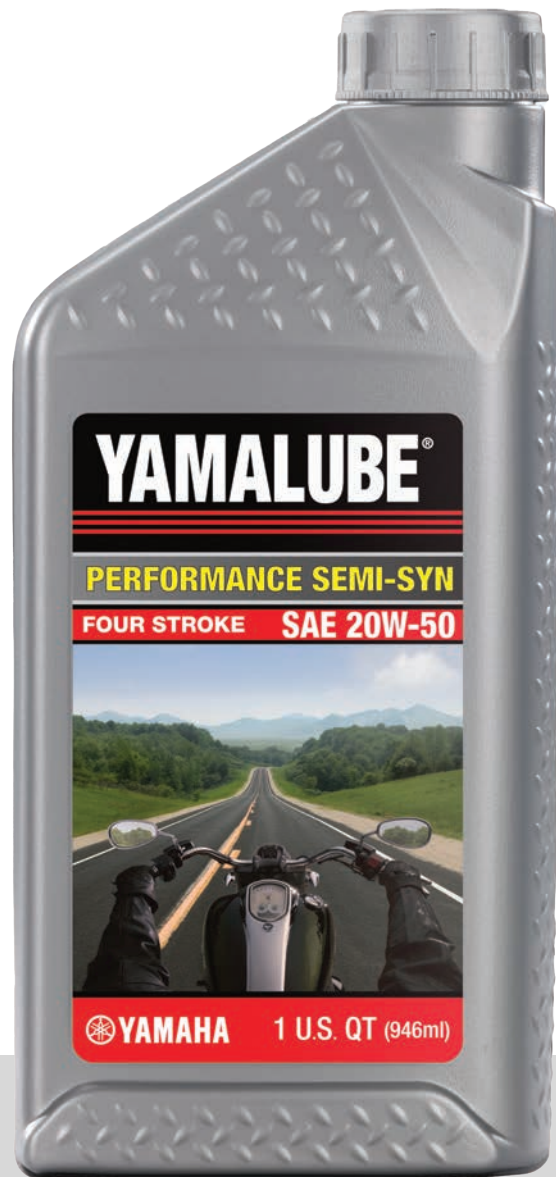
Some of the clients I've worked with include Waukesha Engine, Carma Labs (Carmex), Yamaha Outboards, Yamaha Parts, Aurora Health Care, Kohl's, and others. Each taught me valuable lessons on effectively reaching the public and internal stakeholders while maintaining the client's voice and brand identity.

Let's jump in!



This highly successful ad series was a concept my writer and I developed. It immerses the reader in the scene, evoking a sense of adventure and making them feel as if they could step into the location. You'll notice that the talent is looking off into the distance, sparking curiosity about what lies beyond the horizon. The photographic style, which was contemporary at the time, utilized Photoshop to achieve a bold, oversaturated, and slightly dreamlike, illustrative effect.





Yamaha Parts – Yamalube

For Yamaha Parts – Yamalube, my role involved concept creation and the execution of a new line of labels for the North American (NA) engine oil market. The campaign was so successful that the series ran from 2008 until 2022.

I worked directly with the Director of Marketing for NA Yamaha Parts to develop the new bottle and logo, centering on the idea of inspiring users to get back out on the open water, open road, or whatever adventure awaited them.

The following pages showcase examples of concepts, production work, photography, POS materials, and more.





early concepts

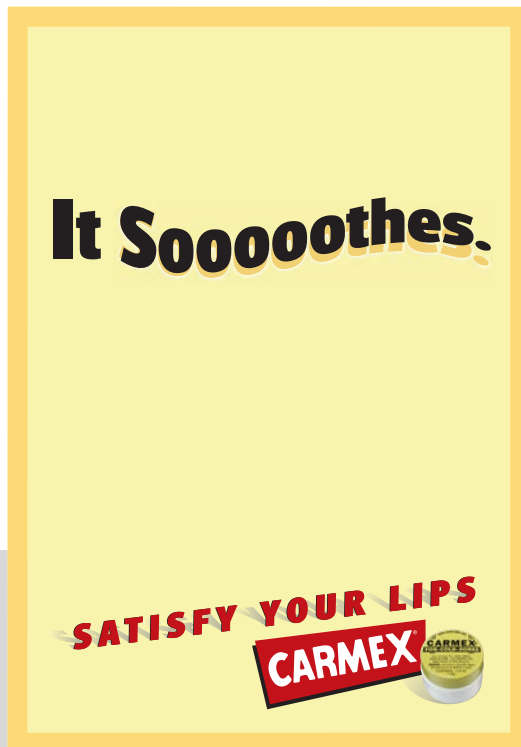


Carmalabs – Carmex

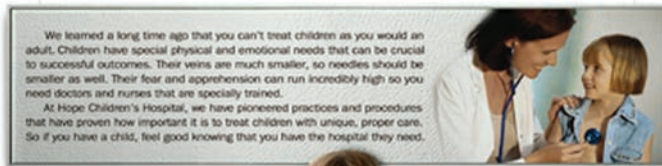
Carma Labs, the maker of Carmex Lip Balm, enlisted my agency to develop a guerrilla marketing campaign to introduce their new messaging: “It Heals. It Tingles. It Soothes.”

We created posters, magnets, billboards, and ads, all centered around this simple yet impactful message. I contributed to the concept development and specifically designed the It Soothes piece, as well as the “Satisfy Your Lips” logo.

The campaign was highly successful, garnering media attention from NY media outlets, Ad Age, the Milwaukee Journal Sentinel, and others.



Low-Res version -- lost to time



Not all equipment in an adult hospital is suited for a child.



Every child deserves Hope. Advocate Hope Children's Hospital

Advocate Aurora

For this client, my role was to develop a series of campaign ads emphasizing why Aurora Advocate Children's Hospital is the best choice for pediatric care, rather than an adult-focused facility.

The concept on the left, which I believed was the strongest, was ultimately not selected. Instead, I created the two ad versions shown below. I personally love the bottom designs as well and believe they effectively achieved our goal. The fluid movement of the shapes conveys a sense of safety, representing doctors, experts, staff, and parents working together as one.

Advocate Hope Children's Hospital
Powerful medicine. Compassionate care.

Your child may not care if her doctor is nationally recognized, but you will.

- Robert Rosencrans, M.D.
Pediatric Surgeon
- Joan Cramer, D.O.
Director of Pediatric
Cystic Duct Abnormal Program
- Mark Hollenbeck, M.D.
Pediatric Surgeon
Department of Pediatric Surgery
- Shelley Piller, M.D.
Director of Plastic Surgery
- Andy Swamy, M.D.
Director of Pediatric
Endocrinology
- Thomas Weber, M.D.
Director of General Surgery

Learn more about our new additions at www.advocatehealth.com/hope

Advocate Hope Children's Hospital is pleased to introduce six new additions to its medical staff. These accomplished physicians are exclusive to Hope and specialize in unique areas including pediatric surgery, oncology, cystic duct anomalies, trauma and endocrinology. Their depth of experience and expertise will help Hope provide an even greater level of care to kids in Illinois and across the Midwest.

For more information or to make an appointment, please contact Advocate Hope Children's Hospital at 1-800-3-ADVOCATE (1-800-333-8622) or visit www.advocatehealth.com/hope

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Advocate Hope Children's Hospital
Powerful medicine. Compassionate care.

She deserves extra special care. That's why we've added several accomplished specialists.

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Pediatric Surgeon
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Director of Pediatric
Cystic Duct Abnormal Program
- Mark Hollenbeck, M.D.
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KOHL'S®

During my 15.5 years at Kohl's, my role evolved significantly. I began in HR, creating PowerPoint templates for training materials and photographing in-store, corporate, and field work processes. This included documenting tasks such as loading a tractor-trailer, packaging products for shipping, and assisting customers at a jewelry counter. Additionally, I captured images of store layouts to ensure compliance with planograms, optimize product displays for easy shopping, and document store conditions for internal reviews.

At the same time, my role expanded into event and portrait photography, covering conferences, PR initiatives, and philanthropic events such as the Susan G. Komen Breast Cancer Awareness Walk, Kohl's volunteer initiatives, and celebrity social events.

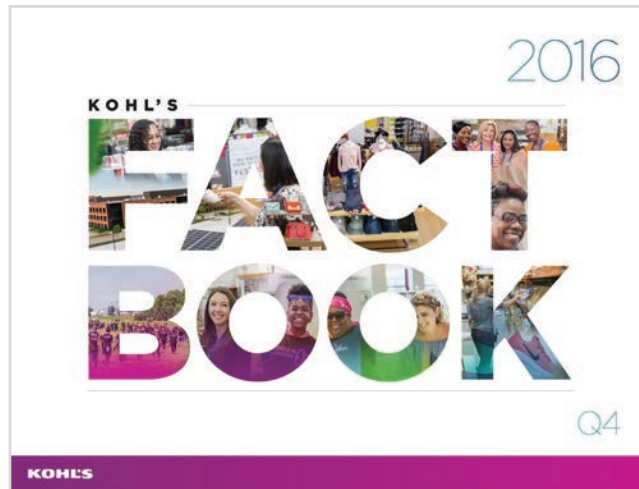
In my most recent role, I was a Visual Communications Designer on the Internal Communications Team, collaborating with Marketing and Public Relations. My responsibilities included:

- **Corporate Portraits:** Photographing employees from the CEO to coordinator level.
- **Internal Media Production:** Creating animated Kohl's TV spots for break room screens.
- **Digital & Print Design:** Designing web banners, email mastheads, financial fact books, and the ESG sustainability report.
- **Event Photography:** Capturing company events for quarterly meetings with the operating committee, CEO, and special guests.

For on-location photoshoots, both locally and out of state, I worked closely with internal clients to:

- Develop a budget for talent.
- Create a shot list and gather talent waivers.
- Hire makeup artists, stylists, and crew.
- Coordinate travel and meals.

On set, I served as either a lead photographer or co-directed shoots with a colleague. I directed talent, captured photos, selected and edited images, exported assets in various formats, and managed file delivery and archiving.

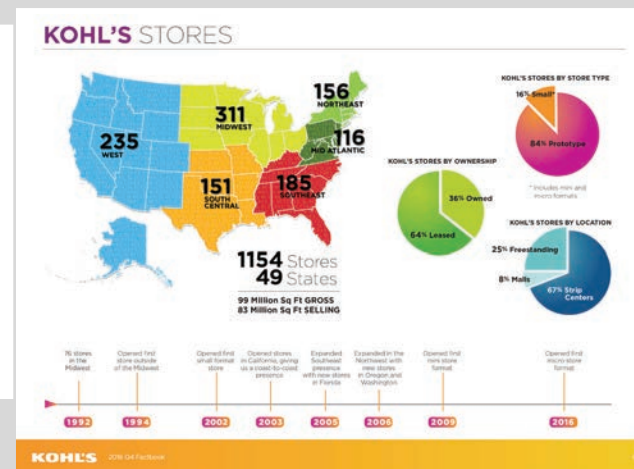
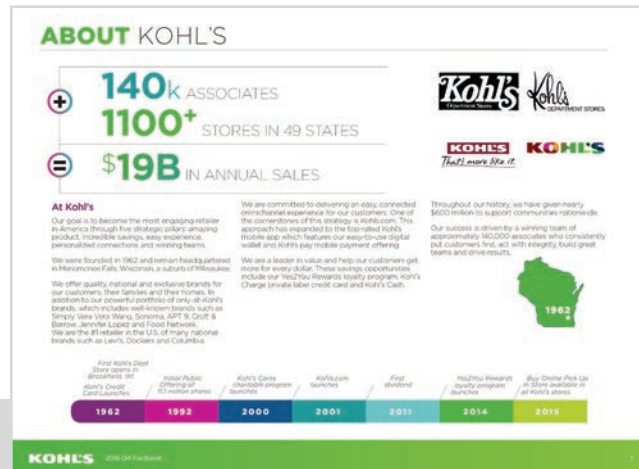


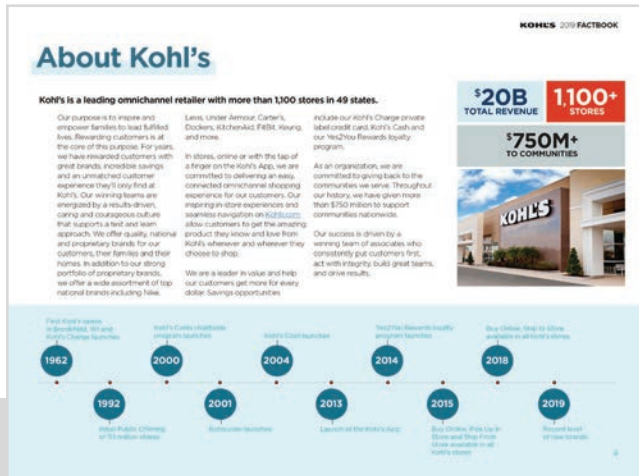
Kohl's Design -- Factbook

The next two pages showcase samples of my design work from my time in both the HR Department and the Marketing Internal Communications Department. These roles focused almost exclusively on digital content creation.

For over 10 years, I was responsible for designing the Kohl's Factbook, a comprehensive guide to the company. This publication served as an introduction to Kohl's, featuring financial data, business insights, associate headcount, store locations, credit centers, distribution centers, and the design center. It also included brand news—both national and proprietary—operating committee bios, contact information, and quarterly results.

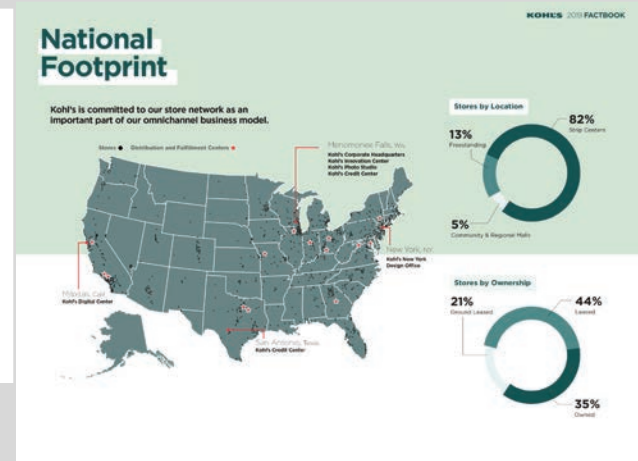
Compiling this report required collaboration with multiple departments. With the assistance of one financial analyst, I handled the design, layout, photography, flow, and overall production of the Factbook. It was a major undertaking, involving multiple concepts, iterations, and updates throughout the process.





Each year, the Factbook was completely redesigned, but the core content remained largely the same. It featured updated financial data, changes in store headcount, and brand additions or departures, while maintaining a consistent structure. Some years emphasized new initiatives—such as the launch of Kohl's Cash and its rewards program—but overall, the content followed a familiar format.

One of the main challenges was working within the branding and color guidelines set by the Marketing Department. For years, color choices were strictly dictated—sustainability-related content had to use a specific gray/blue, while Kohl's Cash was always represented in green, leaving little flexibility for creative variation. However, for this particular year, I was able to introduce yellow as an accent color, incorporating it throughout the book to enhance visual interest.





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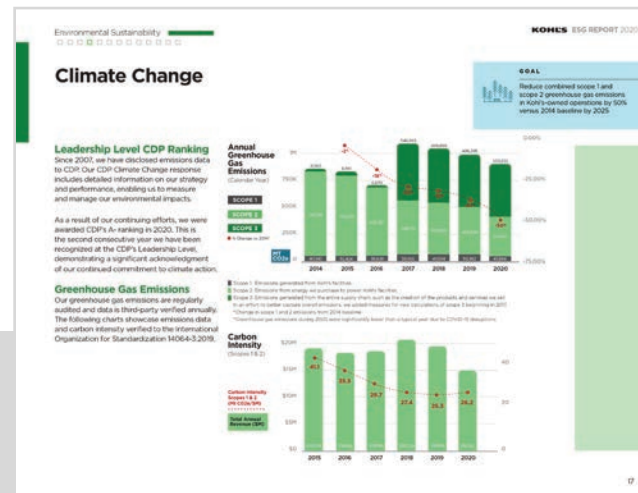
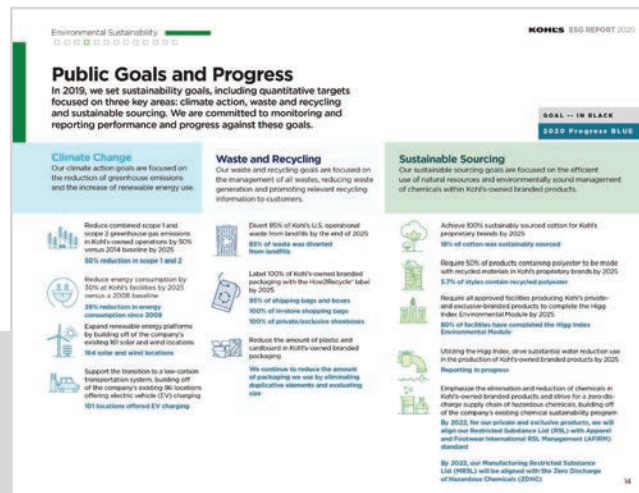


Kohl's Design -- ESG Report

The Environmental Sustainability Governance (ESG) Report was a project I began working on in the mid-2010s. Far more detailed than the Factbook, it covered a wide range of topics, from workplace rights in the U.S. and global factories to philanthropy, DEI initiatives, environmental impact, product safety, and threat response. The report also tracked company metrics and long-term goals, including diverse supplier investments and environmental textile chemical targets. Some data points were highly granular, such as the percentage of recycled trash bag waste per business unit.

I collaborated with two PR team members and my direct manager, while content was sourced from every department. As the final step in the process, I handled content design, layout, data input, photo capture, asset sourcing, corrections, hyperlink creation, and final production.

Over the years, the report grew from 60 pages to over 90, but in 2024, it was reduced to 75 pages, largely due to social media backlash against DEI initiatives. Completing the report took 5–6 months, involving 40+ versions and hundreds of revisions.



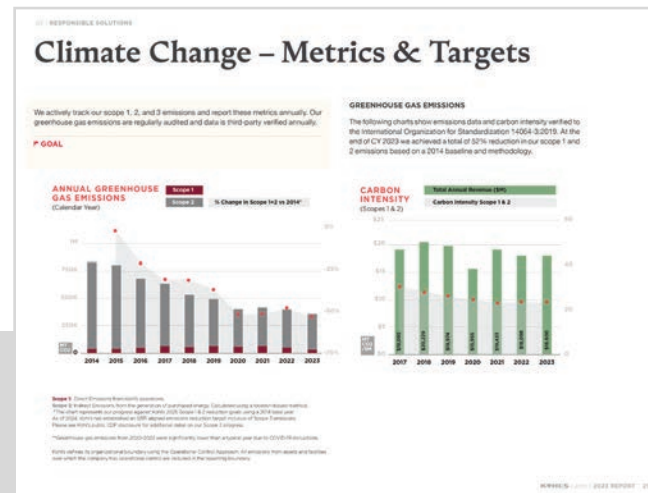


Kohl's Design -- ESG Report

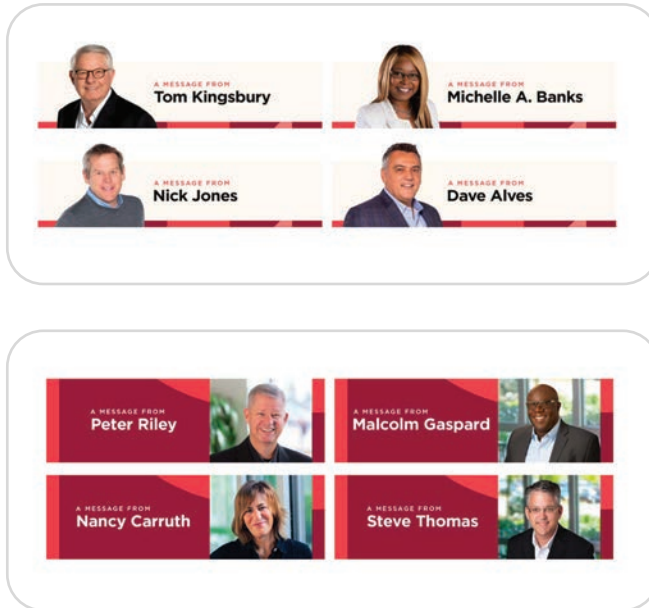
The 2023 ESG Report, launched in August 2024, was particularly challenging to produce. That year, we had a new CEO and were emerging from a hostile takeover attempt by an aggressive investor group. Additionally, our branding had undergone a major shift—from a vibrant, colorful aesthetic to a more muted, retro-inspired palette of burgundy (internally called “berry”) and tan. While this new look worked well in some layouts, the lack of accent colors made designing graphs and charts difficult. To ensure clarity and ADA compliance, we ultimately incorporated additional colors.

The report's primary headline typeface was Denim, while Gotham remained the standard for body copy, subheadings, and all other text.

Due to social pressures, much of the DEI-related content was removed just days before the deadline. Some sections were condensed, while others were eliminated entirely, reducing the report from 95 pages to 73.



Masthead branding and Portraits



Web banner ad



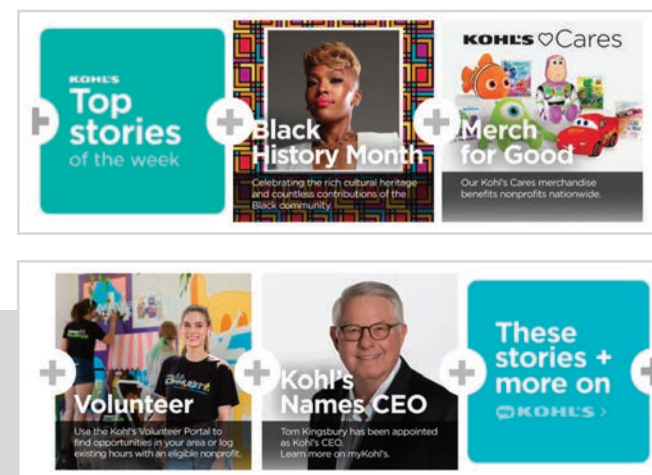
Kohl's Design -- Digital

As a designer in Internal Communications, my role was a blend of photography and design. I captured portraits, which were then used in mastheads for the operating committee and other company leaders. Each masthead had a distinct design tailored to different leadership groups.

Additionally, I created web banner ads and Kohl's TV spots—short, 15-second video clips in a 1:1 ratio that played in break rooms at stores and other Kohl's locations. These were strictly for internal viewing and not accessible to the public.

Much of my work came from our internal employee website, myKohls.com. This included hero images for articles, photoshoots for editorial content, interactive quotes, and carousel designs.

Kohl's internal TV ad



Agenda

01

Marketplace Update:
Coronavirus, Our People
and Our Business
Marc Chini

02

2020 HR Priorities
Marc Chini

03

Recognition
Mari Steinmetz, Shanan Lesselyoung

04

Hot Topics
Marc Chini, Annette Adams,
Mari Steinmetz, Shanan Lesselyoung,
Kate Beck

05

Q&A
Marc Chini, Annette Adams, Mari Steinmetz,
Shanan Lesselyoung, Kate Beck

06

Close
Marc Chini

Kohl's Design -- Keynote

In my role, I created quarterly Keynote presentations for leaders across the corporate office. Some presentations allowed for more creative design, while others were more technical and subject-focused, tailored to specific business groups. Due to the nature and timeliness of the content, changes and or delivery of content was very last minute with changes including day off very commonly.

HR PRIORITIES FOR THE BUSINESS

Organizational Development

Guide the development of redesigned organizations to ensure smooth-running operations and drive leadership development

Diversity

Strengthen our focus on diversity in both recruiting and awareness throughout the business and ensure it is viewed as a critical element of our culture

Succession Planning

Strengthen the depth of our pipeline for key leadership roles and critical assignments to enhance our ability for internal succession

Benefits

Design market-based programs that attract and retain talent and provide for associate well-being

Preserving Financial Position

Operating Performance

- Net Sales declined 13% in Q3 2020, yet showed significant sequential improvement from Q2 2020
- Efforts to improve gross margin showed great progress in Q3 2020
- SG&A expense declined 8% in Q3 2020
- Inventory reduced 26% in Q3 2020

Financial Liquidity

- Strengthened financial position with cash of \$1.9 billion at end of quarter
- Fully paid off \$1 billion revolver balance in Q3 2020
- Strong operating cash flow year-to-date of \$910 million
- Reduced capital expenditures by 61% year-to-date 2020
- Plan to reinstate a dividend in the first half of 2021



Store Labor Savings

(2017-2019)

Our OE savings to date* have been driven by efficiencies related to enabling mobile technology, removing workload, process engineering and reducing fixed coverage

The majority of the next generation of savings will come from significant technology enablement of traditional brick-and-mortar processes



Salesfloor Savings: \$24M

- Reducing fixed coverage
- Improved technology



Operations Savings: \$18M

- Increased productivity through enhanced mobile apps, processes, and equipment



Commerce Savings: \$17M

- Increased speed of transaction
- Consolidating points of commerce
- Self checkout & pick up/looker tests



Leadership and Workforce Savings: \$32M

- Reshape workforce (e.g., increased FT headcount)
- Store Management structure changes based on reduced B&M traffic
- 2020 - Increased leader span control (+12M savings)
- 22% multi store leader reduction
- 500 fewer SM and ASMs
- 21% LP Leadership reduction

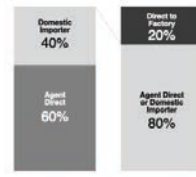
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Direct to Factory (DF)

Longer-term, we have an opportunity to build the capability to in-house sourcing to drive additional savings

\$30M - \$60M

Savings Opportunity



*Estimate based on 2019 COGS

\$775M

Initial Estimate of Direct to Factory Eligible COGS*

4-8%

Typical Savings on Eligible COGS

- Kohl's manages the end-to-end sourcing and supply chain
- Kohl's handles factory & cost management
- Creates balance among sourcing channels: Domestic Importers, Agent Direct, and Direct to Factory
- Note: Longer-term opportunity

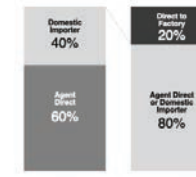
31

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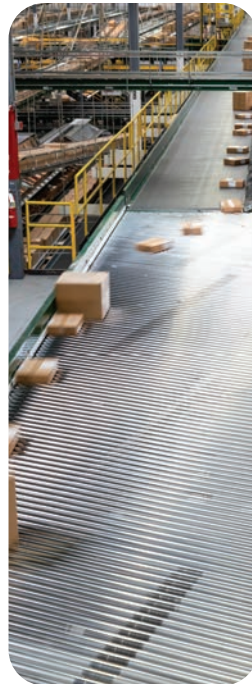
Kohl's Photography

In my role, over the years my tasks started as HR focused then shifted to more marketing and public relations based photography. These next two pages are but a very tiny sample of favorites. I ordered, researched, learned various camera bodies, lenses, software, accessories from tripods, lighting, tethered capturing, color correction, location scouting etc.

Some favorites include a portrait I took of then CEO Michelle Gass that appeared in the Wall Street Journal. Other favorites are from events with celebrities who often visited and spoke at Kohl's events.



Kohl's Photography





Kohl's Photography





Personal Work

Outside of work, I enjoy taking photos of mostly non-people scenes, listening to music, reading about, and using fountain pens. I am a collector of small items for desks, but not obnoxiously so, though my wife may differ in that opinion. For 13 years I photographed weddings, and still do the occasional family or senior session. I like to learn about different things, so when people talk about what media platform they like, I really can't live without Youtube. Whether its learning a new skill, watching a TED talk, attempting to learn welding, or much more silly things, I love it.



