

CHRISTINA HERMAN PORTFOLIO



PROJECT 01

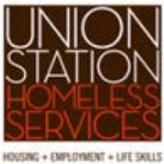
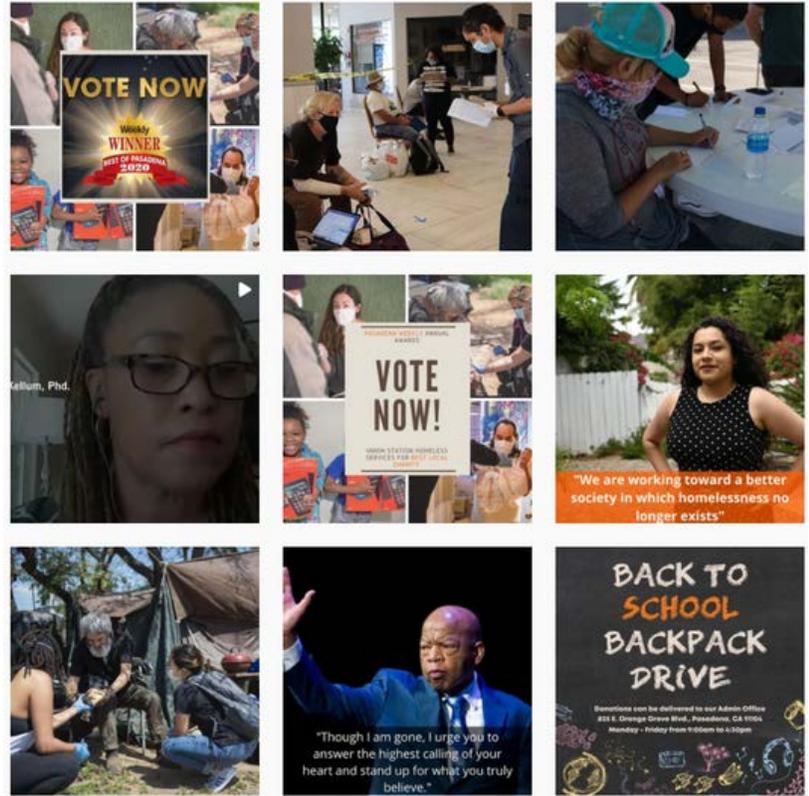
Union Station Homeless Services (USHS) marketing management

When I first joined USHS, their branding was incohesive across social media, printed marketing collateral and their website. One of my major projects over the past year has been to elevate and unify their brand and communications across multiple platforms.

BEFORE: THE CHALLENGES

The challenges I came across with Union Station Homeless Services' marketing included:

1. Individuals across the agency producing content that was not brand-aligned
2. Lack of brand cohesion on social media (many different colors and fonts)
3. Agency not represented well on their website (incomplete or poorly designed pages lacking compelling images and information)



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AFTER: MY SOLUTIONS

In my role at USHS, I:

1. Created a Marketing and Communications Style guide that outlines in detail the fonts, colors and logos everyone in the agency should use in their outreach materials
2. Elevated the social media strategy to be more cohesive and brand-aligned
3. Redesigned the website to be more visually appealing, user-friendly, search engine optimized and responsive
4. Each page on the new site has a clear Call-to-Action above the fold

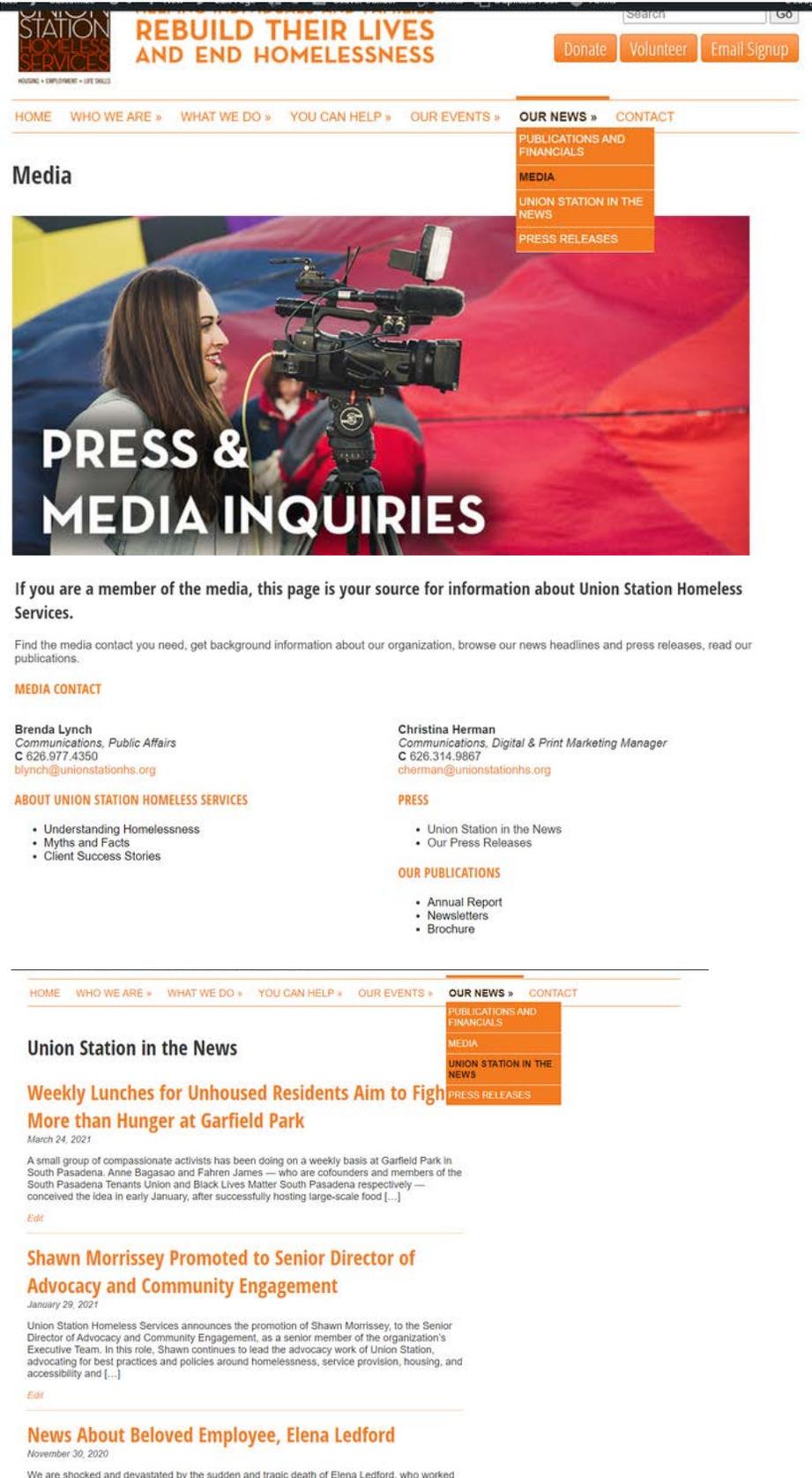


CASE STUDY: NEWS PAGES

On the old USHS website, the media contacts, press release, and news updates were spread across several pages.

The user experience suffered because:

1. There was a section of links and resources that did not look important or prominent
2. The pages lacked photos and were thus not visually compelling or engaging
3. With content spread out in different locations, it was difficult for users to find the information they were looking for
4. Information about the Advocacy Program was not included anywhere on the site
5. There were no footers on any pages



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PUBLICATIONS AND FINANCIALS
MEDIA
UNION STATION IN THE NEWS
PRESS RELEASES

Media



PRESS & MEDIA INQUIRIES

If you are a member of the media, this page is your source for information about Union Station Homeless Services.

Find the media contact you need, get background information about our organization, browse our news headlines and press releases, read our publications.

MEDIA CONTACT

Brenda Lynch
Communications, Public Affairs
C 626.977.4350
blynch@unionstationhs.org

Christina Herman
Communications, Digital & Print Marketing Manager
C 626.314.9867
cherman@unionstationhs.org

ABOUT UNION STATION HOMELESS SERVICES

- Understanding Homelessness
- Myths and Facts
- Client Success Stories

PRESS

- Union Station in the News
- Our Press Releases

OUR PUBLICATIONS

- Annual Report
- Newsletters
- Brochure

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Union Station in the News

Weekly Lunches for Unhoused Residents Aim to Fight More than Hunger at Garfield Park

March 24, 2021

A small group of compassionate activists has been doing on a weekly basis at Garfield Park in South Pasadena. Anne Bagasao and Fahren James — who are cofounders and members of the South Pasadena Tenants Union and Black Lives Matter South Pasadena respectively — conceived the idea in early January, after successfully hosting large-scale food [...]

[Edit](#)

Shawn Morrissey Promoted to Senior Director of Advocacy and Community Engagement

January 29, 2021

Union Station Homeless Services announces the promotion of Shawn Morrissey, to the Senior Director of Advocacy and Community Engagement, as a senior member of the organization's Executive Team. In this role, Shawn continues to lead the advocacy work of Union Station, advocating for best practices and policies around homelessness, service provision, housing, and accessibility and [...]

[Edit](#)

News About Beloved Employee, Elena Ledford

November 30, 2020

We are shocked and devastated by the sudden and tragic death of Elena Ledford, who worked

CASE STUDY: NEWS PAGES

On the redesigned USHS website, the media contacts, press release, and news updates are streamlined together into a single News Room. An Advocacy section has been added to highlight the important policy work staff is doing.

The user experience is improved because:

1. Resources and links are featured prominently above the fold
2. Media contacts are easy to find
3. News stories and press releases are consolidated into a single "In the News" section with photos
4. A "Featured Story" highlights an impactful partnership
5. There is a footer on every page



MEDIA CONTACTS	PUBLIC AFFAIRS & COMMUNICATIONS: Brenda Lynch 626.977.4350 blynch@unionstationhs.org	SOCIAL MEDIA & WEBSITE UPDATES: Christina Herman 626.314.9867 cherman@unionstationhs.org
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IN THE NEWS



AMANDA GREEN PROMOTED TO CHIEF OPERATIONS OFFICER May 5, 2021 | Press Releases

Pasadena, CA April 12, 2021 – Union Station Homeless Services announced today that Amanda Green has been promoted to Chief Operations Officer reporting directly to CEO Anne Miskey as senior member of the organization's Executive Team. In this new role, she...
[read more](#)

CHANGING THE NARRATIVE SERIES: BROKEN SYSTEMS, NOT BROKEN PEOPLE Apr 27, 2021 | Press Releases

The rise in homelessness is the result of decades of policy choices, not bad choices by those experiencing homelessness. Due to the impact of COVID-19, the number of homeless will skyrocket. Now is the time to refocus attention on making fundamental changes to the...
[read more](#)



WEEKLY LUNCHES FOR UNHOUSED RESIDENTS AIM TO FIGHT MORE THAN HUNGER AT GARFIELD PARK Mar 24, 2021 | Union Station in the News

A small group of compassionate activists has been doing on a weekly basis at Garfield Park in South Pasadena. Anne Bagasac and Fahren James — who are cofounders and members of the South Pasadena Tenants Union and Black Lives Matter South Pasadena respectively —

FEATURED STORY

DONATION OF CHROMEBOOKS HELP HOMELESS ADVOCATES BRIDGE THE DIGITAL DIVIDE

Today, not having access to the internet means not having a connection to critical information and lifesaving services. Helping bridge the technology divide for those who are experiencing homelessness, a donation of 40 Dell Chromebooks to Union Station Homeless Services is making a major difference.

Answering the call to help provide technology to those who need it the most, Glen and Natalie Kraemer, Hirschfeld Kraemer LLP and Xantron, raised the funds to donate the 40 Chromebooks.

The laptops will be distributed to members of Union Station's Lived Expertise Advisory Council (LEAP). LEAP is a diverse group of current and formerly homeless individuals. Following the guiding principle "nothing about us, without us," this panel of experts advises Union Station Homeless Services' Board of Directors and staff on issues related to service provision, advocacy and policy. Additionally, Union Station clients living in bridge housing facilities will have access to some of the Chromebooks to support their journey as they transition into permanent housing and rebuild their lives.

"We are always looking for ways to diminish the digital divide," said Anne Bisagno, President of Xantron. "Providing laptops to Union Station was a wonderful way to make that divide just a little smaller."

CONTACT US
825 E. Orange Grove Blvd.
Pasadena, CA 91104
Monday – Friday, 8:30 AM - 5PM
T: 626-240-4550
info@unionstationhs.org

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UNION STATION HOMELESS SERVICES



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ANNUAL REPORT

2020-2021



PROJECT 02

Naked Hippie Snacks Rebranding

Naked Hippie Snacks was in need of a complete rebrand of their company and website redesign to look more professional, reach more people and increase sales.

BEFORE: THE CHALLENGES

The challenges with Naked Hippy Snacks included:

1. A logo and packaging design that was not appetizing or appealing
2. A website that was not well-functioning or visually compelling



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INGREDIENTS

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Let's Get Naked



Discover the Naked Hippy Difference



Certified Organic Ingredients

For those who want to lead a healthier lifestyle, the first step is to rid your diet of pesticides and switch to eating organic foods.

Research has shown that pesticides are terrible for the environment and cause serious health issues including cancer



High in Omega-3

Omega-3 fatty acids are essential to our health, but we don't eat nearly enough of them. A diet rich in omega-3, found in all of our bars in the forms of flax seeds, walnuts, oatmeal, peanut butter and pumpkin seeds, has been shown to reduce



No Soy, No Whey Vegan Protein Bars

Looking for soy-free vegan protein bars that are also low in sugar, high in fiber, organic and, most importantly, delicious? Look no farther than Naked Hippy Snacks High on Protein bar. These healthy protein bars are made of an impressive

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CONTACT US

Naked Hippy Snacks
13700 Foothill Blvd., #922404
Sylmar, CA 91342

AFTER: MY SOLUTIONS

My solutions were to:

- Hire an artist to design a new logo under my direction
- Design new packaging
- Redesign the website with a fresh look and clear calls to action
- Product photography

