

Jamie Somerton — Senior Multidisciplinary Design & Creative Direction

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# PREMIUM DESIGN MEMBERSHIP

SOMERTON  
CREATIVE

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# INTRO

Jamie Somerton is a senior multidisciplinary brand designer & entrepreneur based in Toronto. With a diploma in Art and Design from George Brown College, he has had a successful career spanning over 15 years in the creative industry, including founding Somerton Creative in 2016.



## Brand experience

Allied Properties, Bacardi, Bramalea City Centre, Brookfield Properties, Cadillac Fairview, Carlsberg Canada, CF Sherway Gardens, Exchange Tower, First Canadian Place, Gambles Produce, Go Fresh, Grey Goose, Kronenbourg 1664, Market & Co., Marvel, Molson Coors, Morguard, Nickelodeon, OLG, Oxford Properties, Prairie Vodka, Pump Hospitality Group, Shoppers Drug Mart, Somersby Cider, Southern Glazer Wine & Spirits, Square One, The Food District, The International Centre, Upper Canada Mall, Yorkdale

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# WORK

<https://somertoncreative.com/work>

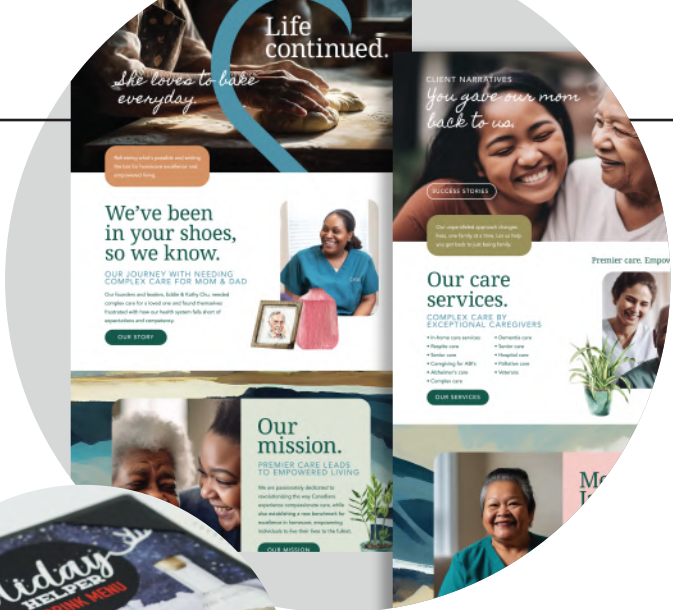


## MARTINI MONDAYS



Brand design  
Brand guides  
Logo design  
Websites\*  
Digital media  
Social creative  
Email graphics  
Info graphics  
Pitch decks  
Ad campaigns  
Motion graphics  
Print media

Brochures  
Trade show  
Package design  
Direct mail  
Poster/POS design  
Menu design  
Signage  
Wayfinding  
Copywriting  
Concept ideation  
Consulting  
UI/UX



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\* Website development via WIX platform. Excludes hosting and domain name fees. Web design only also available.

# HOW I WORK

I'm available for a monthly fee. I complete projects one at a time within a few days, on average. No long-term commitment.

I believe in the recurring value of relational vs. transactional, providing serial transformations to continuously support your brand. You get reliable access to a senior level multidisciplinary designer for less than the cost of hiring a junior, and I get recurring monthly income. It's a win—win!

# BENEFITS

## High value

Senior level design for less than the cost of hiring a junior

## Diversified skill set

15+ years experience means access to a spectrum of skills

## Consistency

Consistent high quality design every time

## Streamline

Remove the cost of managing multiple freelancers

## No waiting

On-demand access to a senior designer when you need it

## No meetings

No meetings needed via a simplified request approach

## Party invite

Invite your entire team to Trello to make design requests

## Insurance

I'll get it right and save time more than a less experienced designer

## No commitment

No long-term commitment. Plans with option to pause.

## Scalable

I scale with your need, simply pause when you're done

## Month Block

\$4,995/mo.\*

### **Paid monthly**

- + 1 month term
- + One request at a time
- + Unlimited brands
- + Unlimited users
- + Unlimited stock photos via Adobe Stock
- + Pause and resume when needed
- + Option to cancel at end of month term

## Quarterly Block

\$4,495/mo.\*

### **Paid quarterly**

- + 3 month term
- + One request at a time
- + Unlimited brands
- + Unlimited users
- + Unlimited stock photos via Adobe Stock
- + Option to cancel at end of quarterly term

\* Subject to HST.

### Why wouldn't I just hire a full-time designer?

The annual cost of a senior-level designer surpasses \$100,000 + benefits. However, you might not always have sufficient work to keep them occupied. The monthly plan allows you to conveniently pause and resume your subscription whenever necessary.

### Who are the designers?

You'll exclusively be working one-on-one with me. I believe in the value of our on-going relationship and my investment in understanding your business to best deliver incredible results.

### Do I have to wait days for revisions?

Not usually. I like to take care of small revisions right away so that we can move to your next project. But larger rounds of revision, or addendums to the original request, may take another few days, on average.

### Is there a limit to how many requests I can have?

Once subscribed, you're able to add as many design requests to your queue as you'd like, and they will be delivered one by one.

### How does the pause feature work?

The monthly block plan allows you to pause if there are no more tasks in the queue. If I've completed all your tasks in 3 weeks and you don't have any additional tasks, you can pause the plan and resume the remaining week when you're ready.

### Do you take meetings?

Typically, meetings are not needed as the request process is streamlined through Trello. However, I understand that there are circumstances where having a discussion could be easier and will be accommodated as needed.

### What if you get sick or take holidays?

If I am sick for a prolonged period of time or have booked holidays and I am unable to continue sending deliverables within 2-3 day window, I will offer an extension on your subscription term or subsidize your current or next month. Notice of holidays will be provided to clients at least 4 weeks in advance to allow us to plan accordingly and not have any critical tasks hanging.

### How fast will I receive my designs?

On average, most requests are completed in just 2-3 days. However, more complex requests can take longer (i.e. brand guides/development, websites, photography). I will update you on ETA upon receiving request.

### How do I request designs?

I'll invite you to Trello where you can add as many design projects as you'd like, choose the one you want me to work on next, and approve once complete. While requests are handled one at a time, you can build a task queue, allowing you to pause tasks and switch to more urgent ones as necessary.

### Are there refunds if I don't like the service?

Due to the high quality nature of the work, there will be no refunds issued. However, I'm committed to working with you to ensure you receive an end product that you are 100% satisfied with. You can cancel your plan at the end of your plan term.

### What happens if my project needs to exceed my term?

Typically, if work will exceed the month term, you'll need to renew for another month in order to continue receiving services. However, if you are not planning to renew, I will offer a grace period of 1 business day beyond the term to wrap up an open project. You cannot request new tasks during the grace period.

# FAQ

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