

LITTLE JACKET

Design and Stuff

BORN: August 2004

STAFF SIZE: 7

THEME SONG: Chariots of Fire by Vangelis

FAVORITE COLOR OF SKITTLES: Orange

OFFICES: 2

Cleveland

2026 Murray Hill Rd.
103A
Cleveland, OH 44106
216.373.6979

Brooklyn

592 Johnson Avenue
Brooklyn, NY 11237-1305
646.485.0600

PARTNERS:

Ken Hejduk –

Started Little Jacket straight out of graduate school, received immediate national recognition and opened a New York office in 2005.

Equally comfortable in digital, print, experiential and environmental design disciplines.

Great strategist, design thinker, and an adjunct professor at Kent State University.

Likes to cook.

Roger Frank –

Twenty or so years experience in marketing communications, with 16 great years at Marcus Thomas LLC.

Known for honing crystal clear messaging, believes the future of marketing communications will be shaped by smaller, smarter firms.

Resists the idea that the pun is returning as an effective writing tool but is not afraid to use it when nothing else works.

Likes when Ken cooks.

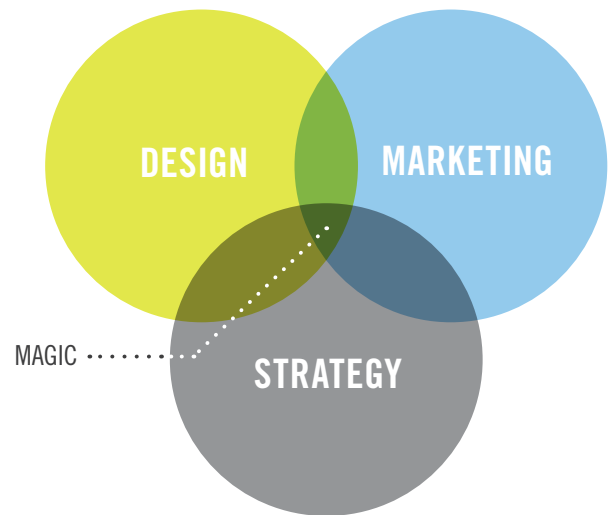
Joey Parlett –

A founding partner of Little Jacket and largely responsible for coming up with the company name.

Currently runs the NYC office, recognized as not only as an outstanding art director and illustrator, but as a very-gifted fine artist who is constantly working on his craft.

We can't figure out if he is weird or brilliant.

WHERE WE FIT IN THE UNIVERSE:



OUR PROCESS:

<< **Discovery** >>
<< **Analysis** >>
<< **Design** >>
<< **Testing** >>
<< **Refinement** >>
<< **Execution** >>
<< **Deployment** >>
<< **Measure** >>

Our process is cyclical, not linear. This approach allows us to fully implement a better solution that we may discover late in the project's time line.

A FEW OF THE ORGANIZATIONS WHO WE HAVE WORKED WITH:

20x200	MTV
American Greetings	New Balance
BioEnterprise	Open Doors Academy
Cleveland Clinic	Sundance Channel
Cleveland RTA	Team NEO
Death and Taxes Magazine	University Hospitals
Discovery Channel	Village Voice

RECOGNITION:

We are fortunate to have won many awards in our short history. The list includes everything from Addys and AIGA awards to the coveted pages of Communication Arts and Print's Regional Design Annual. We have also been published in numerous books including Logo Lounge and the Logo Lounge Masters Series.

Full portfolio and references available upon request. Contact Ken Hejduk: ken@little-jacket.com or 216.373.6979