



Flexibility. Creativity. Commitment. What you can expect.



Design for Your Business

LAURA COOPER



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Skills

- Branding & Identity
- Integrated Outreach Campaigns
- Graphic Design/Infographics
- Illustration
- Multi-media Presentations/Video
- Design/Layout/Publications
- UX/Web Design
- SCORM Conformant and Section 508 Compliant Interactive Courseware
- ADA/508 Compliance

Short Profile

I established a creative consultancy in 1997, providing strategy, design and production management for print, web, and social media marketing and brand positioning. I've done it all (well almost). I leverage my unique experience as a Big 4 consultant and grass-roots contributor to create the best solutions to meet clients' needs. Over the course of my career, I've been fortunate to work with big and small corporate, government and non-profit agencies alike. In my roles as Designer, Illustrator, Art Director and Creative Director, I've overseen integrated advertising and outreach campaigns across emerging channels, print, digital and social. I've lead re-branding and design efforts for large-scale, corporate identity systems, and I am a seasoned eLearning design professional. I love solving problems and making things beautiful. I want to help, give back—make the world a better place. I believe design can do that.

TESTIMONIALS

"I have worked with Laura in support of the Computer/Electronic Accommodations Program (CAP)... Laura has been the CAP Brand Manager for almost 14 years, helping it become the most recognized government program in the disability community. Her creativity, business acumen, understanding of marketing concepts, and ability to apply the right ideas in the right way set her apart from others I have worked with. Additionally, she is able to provide incredible graphic design capability, training materials to manage stakeholder engagements, while continually learning about the needs of internal and external customers to make recommendations for improvements to content. I could not provide a higher recommendation for Laura. She communicates clearly, provides timely deliverables, and consistently exceeds expectations in difficult and rapidly changing environments."

– John Sanders, Senior Project Manager at ABS Group

"I've worked with Laura on branding, re-branding, advertising, marketing, exhibition, illustration, writing, editing, online training and eLearning, video, web, photo shoots and social media projects. Laura has a strong background in 508 compliance, accessibility and design for people with disabilities. She has experience with NGOs, non-profits, government agencies and corporate clients. Regardless of the type of project, Laura consistently delivers creative solutions, always meets her deadlines, and is committed to her clients and their projects. I highly recommend Laura and Cooper Design for creative, results-oriented solutions."

– Linda Redmond, Project Manager at Insignia Federal Group

"Laura is exceptional in all aspects of brand creation, strategy and management. Her ability to synthesize the many aspects of a business's elements and create a coherent strategy that can be executed and managed through its evolution is incredible. She has an innate talent for bringing the value and humility of your business to the forefront every time. She always gets it right."

– Wayne Zinn, Chief International Operations at Spirit of America; Non-Profit



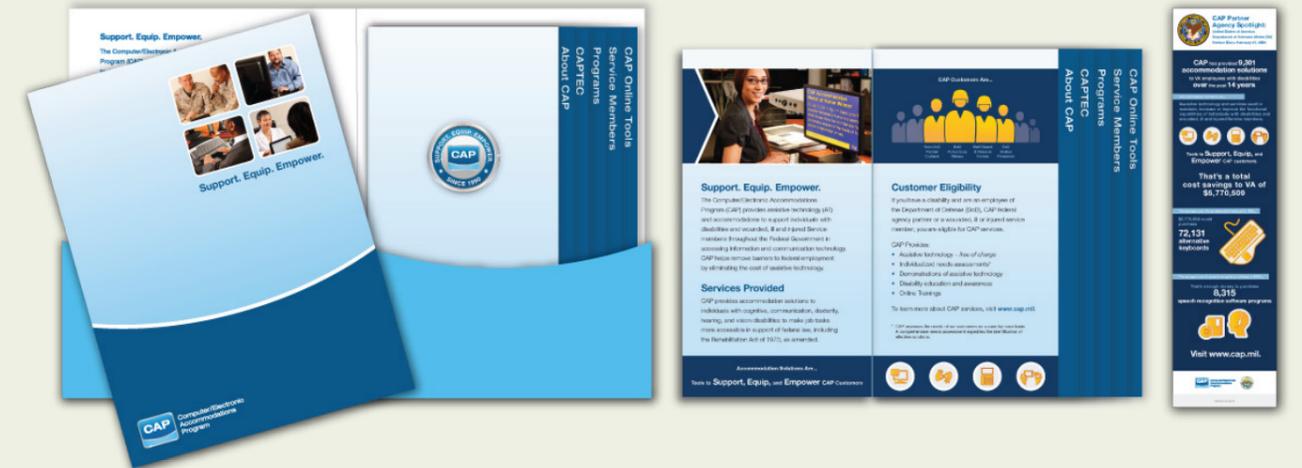
The Department of Defense Computer/Electronic Accommodations Program

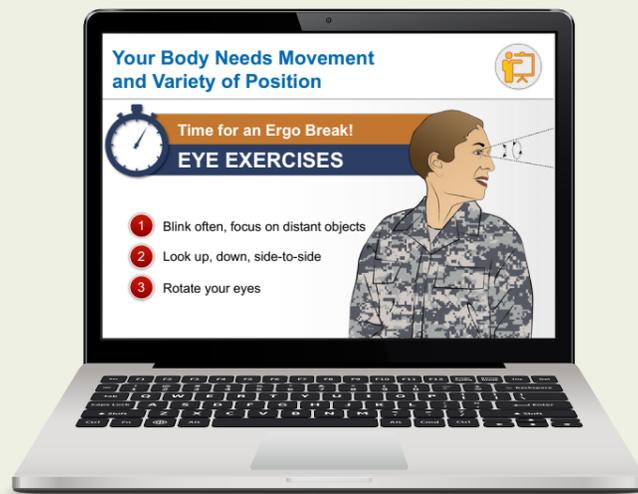
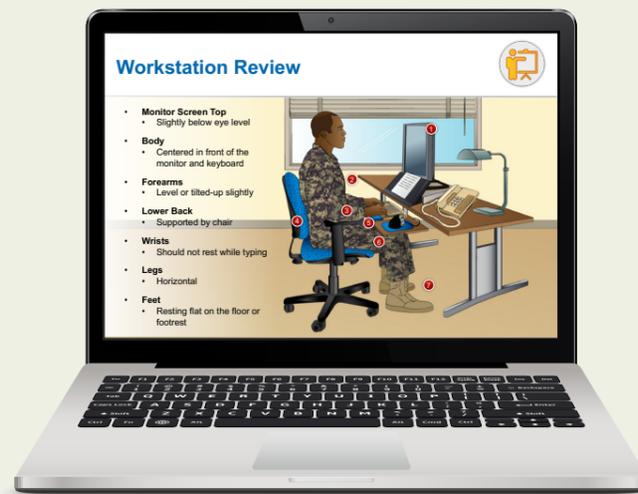
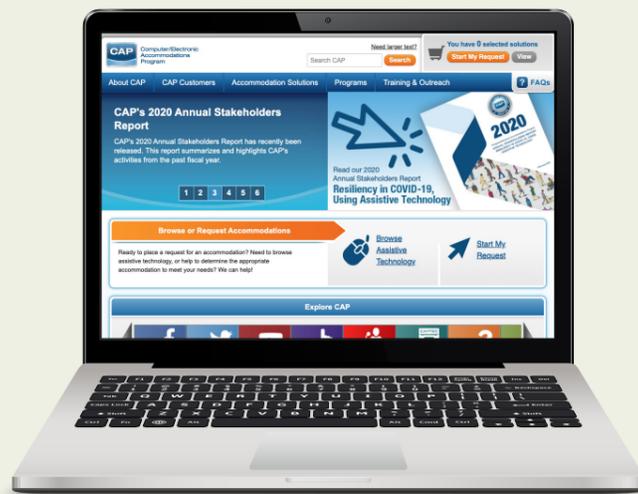
2005-Present

Lead the branding, identity and design support services for the world's largest centralized disability accommodation program.

- Brand Strategy & Identity Design
- Integrated Outreach Campaigns
- Graphic Design/Infographics/Illustration
- Booth and Exhibit Display Design
- Multi-media Presentations/Video
- Design/Layout/Publications
- UX/Web Design
- ADA/508 Compliance

01





Potential Accommodations for Back Pain

CAP can provide tools to help alleviate back pain caused by conditions such as arthritis, degenerative disc disease, or a spinal injury. For more information, please contact CAP at www.cap.mil.

- Lumbar Support:** Lumbar support devices are used to assist individuals who have dexterity limitations by allowing an individual to position their workstation at the most appropriate location. This tool provides the ability to change the height, angle, and tilt of the platform these devices sit on. *Picture: 3M DH48 In-Line Document Holder*
- Document Holder:** Document holders are used to assist individuals who have dexterity limitations by allowing an individual to position their workstation at the most appropriate location. This tool provides the ability to change the height, angle, and tilt of the platform these devices sit on. *Picture: Banana Board Keyboard Tray w/ 22" Track Plasma Arm (Ball Bearing)*
- Keyboard Trays:** Keyboard trays are used to assist individuals who have dexterity limitations by allowing an individual to position their workstation at the most appropriate location. This tool provides the ability to change the height, angle, and tilt of the platform these devices sit on. *Picture: Banana Board Keyboard Tray w/ 22" Track Plasma Arm (Ball Bearing)*
- Monitor Arms:** Monitor arms are used to assist individuals who have dexterity limitations by allowing an individual to position their workstation at the most appropriate location. This tool provides the ability to change the height, angle, and tilt of the platform these devices sit on. *Picture: Biometric Conform Dual Monitor Arm*
- Telephone Headsets:** Telephone headsets and handsets are used to assist individuals who have dexterity or hearing limitations that prevent them from accomplishing essential job tasks. Telephone headsets provide the ability to speak on the phone without holding the handset, and can provide additional amplification of the voices heard over the phone. *Picture: Plantronics CS540 Headset System w/ HL10 Handset (Ltr)*

Computer/Electronic Accommodations Program (CAP)
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Video: 703.627.4861 Email: cap@cap.mil, www.cap.mil

CAPtions

February 2021
News Bulletin of the Computer/Electronic Accommodations Program
U.S. Department of Defense, Defense Human Resources Activity

Volume 1

- Blanket Purchase Agreement (BPA) Updates _____ 1
- New Administration and the Disability Community _____ 2
- Network, "TakeIt? Take an ErgoBreak!?" _____ 3
- COVID and Cognitive Limitations _____ 3
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- Rheumatoid Arthritis Awareness _____ 4

Blanket Purchase Agreement (BPA) Updates

With an expansive list of over 600 assistive technology (AT) solutions on its BPA, CAP procures accommodations for individuals with blind or low vision, cognitive, communication, deaf or hard of hearing, and dexterity disabilities. When manufacturers discontinue products, CAP acts quickly to identify new solutions and ensure we provide effective and appropriate accommodation solutions to our customers. Examples of recently discontinued and new products are:

- Plantronics Voyager Stereo 4220 UC headset – a wireless headset with up to 12 hours of battery life that covers both ears. A wired alternative to consider is the Andros NC-6 UltraHigh Head Mounted Microphone – a noise-canceling headset that covers a single ear, which may be more beneficial for individuals who can't have both ears covered.
- CAP also said goodbye to the LiveScribe Echo – a smartpen that allowed an individual to electronically record verbal information while taking notes during meetings or other activities. A potential alternative is the LiveScribe Symphony, which has some additional features like auto-synchronizing your notes to the cloud and being able to interact with Android and iOS.

CAP often updates the BPA list on our website, www.cap.mil, to reflect these new products. Updates happen frequently, so we recommend that you check the website throughout the week to ensure you are referencing the latest information. Additionally, always feel free to contact CAP for help identifying the most appropriate AT solution.

The Accessibility shortcut panel can be accessed by pressing **Command + Option + F8**. From here, users may quickly turn accessibility options on or off.

Ease of Access Options For Macintosh

Vision

Hover Text enables users to more easily view text that is too small to read. To enlarge paragraphs or captions, hover over the text and press Command. The selected text will be displayed in large, high-resolution print. Users can also choose the text and font for this display.

VoiceOver gives users auditory descriptions of their screens. This feature is compatible with braille displays and supports multiple language options.

Dark Mode allows users to change the color scheme and contrast options for their desktop and built-in apps. Users can enable grayscale, invert colors, or choose from a range of color filters designed for different forms of color blindness.

Siiri is integrated into many of these built-in apps, allowing users to give their computers commands using just their voices.

Zoom is the built-in magnifier that allows users to enlarge their screens up to 20 times. Users may also magnify their cursors.

2016 Annual Stakeholders Report Reaching Milestones

Computer/Electronic Accommodations Program

U.S. Department of Defense
Defense Human Resources Activity

Service Members

Building upon word of mouth and recommendations from contacts at the DLRoverse TriCare Health Clinic, Service members across all branches of the U.S. military benefitted from the 4,398 accommodations provided in fiscal year 2016 through CAP's Service Member Initiative. This initiative was designed to cover active duty Service members, including Guard or Reserve who are on active orders, including the 10 orders.

Continuing to work with representatives at military treatment facilities (MTFs) and wounded warrior programs, CAP participated in 8 on-site briefings, technology demonstrations and needs assessments across military facilities throughout the U.S. For example, members of CAP's Service Member Initiative traveled to San Diego, California in April to provide briefings and needs assessments to military officers in the area. CAP's Service member team also traveled to Tennessee and Texas, in Milington, Tennessee, our staff provided a training session for the Bureau of Naval Personnel.

In September, CAP traveled to Fort Hood to participate in National Disability Employment Awareness Month event and work with Speech Language Pathologists at the National Intrepid Center of Excellence.

Accommodations

The Department of Defense established the Computer/Electronic Accommodations Program (CAP) in 1990; this new program would centralize both human and financial resources to provide reasonable accommodations to assist with the growing use of computers and electronics in the federal workplace. CAP founders Justin C. Gilman, former DoD Disability Program Manager, and Claiborne D. Houghton, former Acting Deputy Assistant Secretary of Defense for Equal Opportunity, understood that removing barriers to providing accommodations would be critical for federal employees with disabilities to support the DoD mission.

Currently, CAP provides assistive technology, needs assessments, training, accommodation and accessibility services to fulfill the accommodation needs of federal agencies, their customers with disabilities, and wounded, ill and injured Service members. However, the DoD remains our largest customer base receiving 6,659 accommodations.

Our success is based on our ability to understand our customers' needs, requirements and expectations.

Total Accommodations: 14,253

Accommodations Profile by Customer Group

2017 Annual Stakeholders Report #MakingGoodHappen

Computer/Electronic Accommodations Program

U.S. Department of Defense
Defense Personnel and Family Support Center

Our Accommodations

Accommodations can be the key to helping individuals with disabilities complete essential job functions and tasks. Accommodations can also provide employees the opportunity to retain valuable employees, and promote diversity within the workplace. CAP can provide assistive technology (AT) as a form of reasonable accommodation to federal employees with disabilities, and wounded, ill and injured service members. As a centrally-funded Department of Defense resource, CAP accommodations are provided at no expense to the individual or agency. This allows CAP to equip employees with a cost-effective way to support a positive work environment for individuals with disabilities. CAP provided a record breaking 13,584 accommodations to 5,747 employees in the Department of Defense, and 2,338 accommodations to 1,127 employees in CAP's 69 federal partner agencies for a total of 16,232 accommodations to 6,874 employees with disabilities in FY17. CAP attributes the increased number of requests submitted to our user-friendly request process and increased engagement efforts. Customers can easily access the request form on our website, and the in-depth descriptions of the AT CAP can provide gives insight to a customer who may have questions about a specific product. If a customer is unable to determine which products will most effectively assist with completing their essential job tasks, a needs assessment may be beneficial. During the needs assessment process, a CAP representative tailors the request process to an employer's individual needs in order to identify the appropriate AT tools. CAP has conducted a total of 1,052 needs assessments in 2017, assisting customers to receive AT designed to meet their specific needs. CAP recognizes the importance of an impactful and secure accommodation request process, and the positive relationship with our customers and stakeholders allows CAP to continue providing a record breaking number of accommodations.

Computer/Electronic Accommodations Program Our Accommodations

Our Engagement

This year, CAP experienced substantial growth due to the development of dynamic engagement strategies. This gave CAP access to a broader audience to create widespread awareness about the products and services CAP can provide. CAP created an innovative engagement approach geared toward reaching the public through social media, outreach materials, events and the Computer/Electronic Accommodations Program Technology & Evaluation Center (CAPTEC). CAP relies on impactful engagement, and the advancement of CAP's engagement efforts proved to be favorable.

#MAKINGGOODHAPPEN

Social Media and Website

One way CAP promotes engagement is through social media. CAP social media also saw growth in engagement, with Facebook gaining a total of 198 followers, 394 Twitter followers and 12,124 YouTube views. This year, www.cap.mil had a total of 115,513 website visits. Our website and CAP social media platforms yielded a 33 percent increase in engagement from FY16, in part due to the use of multimedia content that highlighted interesting and engaging content within the disability community. CAP integrated the initiatives of partner agencies and disability industry influencers to provide customers with valuable information outside of CAP's scope, such as the Social Security Administration's Ticket to Work Program, the Job Accommodation Network (JAN) and the Employer Assistance and Resource Network on Disability Inclusion (EARI). Additionally, CAP hosted a Twitter chat and participated in four others to increase engagement with agencies who share CAP's goal in enabling individuals with disabilities and service members to maintain, increase or improve their functional capabilities. Overall outreach engagements for FY17 allowed the CAP message to reach the wide audience of 705,963 who may benefit from CAP.

Computer/Electronic Accommodations Program Our Engagement

2020 ANNUAL STAKEHOLDERS REPORT RESILIENT IN COVID-19, USING ASSISTIVE TECHNOLOGY

Computer/Electronic Accommodations Program

February 2021

U.S. Department of Defense
Defense Personnel and Family Support Center

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MISSION
Provide assistive technology and accommodations to support individuals with disabilities and wounded, ill and injured Service members throughout the Department of Defense in accessing information and communication technology.

VISION
Empowered people accessing information and technology to positively impact work, rehabilitation, and customer experience throughout the Department of Defense.

Needs Assessments

CAP's Pentagon Technology and Evaluation Center (CAPTEC) was closed during half of FY20. CAP remained vigilant as a resource and assessment center through telephonic and virtual assessments. CAP conducted 613 needs assessments, 205 were done in person at CAPTEC and 67 were done remotely by CAPTEC staff. CAP's ability to be both an expert source for accommodation and assessment information has contributed to our success. Additionally, CAP helped identify assistive technology accommodations for 440 civilian employees and 104 Service members via needs assessments.

CAP works directly with the customer and the agency's reasonable accommodations program manager to identify a solution in an efficient and timely manner, saving federal funds and preventing or shortening the duration of work stoppages and interruptions.

613 Needs Assessments Conducted
\$613,000 DoD Savings

CAPTEC Assessments
205 In Person Needs Assessments
67 Remote Needs Assessments

“The equipment enables me to function better and more comfortably when working on tasks and projects. It has made my ‘outlook’ so much clearer...pun intended. Thank you so very much.”
Air Force Audit Agency (AFAA) employee

7,546 Total Accommodations by Disability

- 50% Dexterity
- 24% Cognitive
- 18% Vision
- <1% Communication
- 8% Hearing

Computer/Electronic Accommodations Program



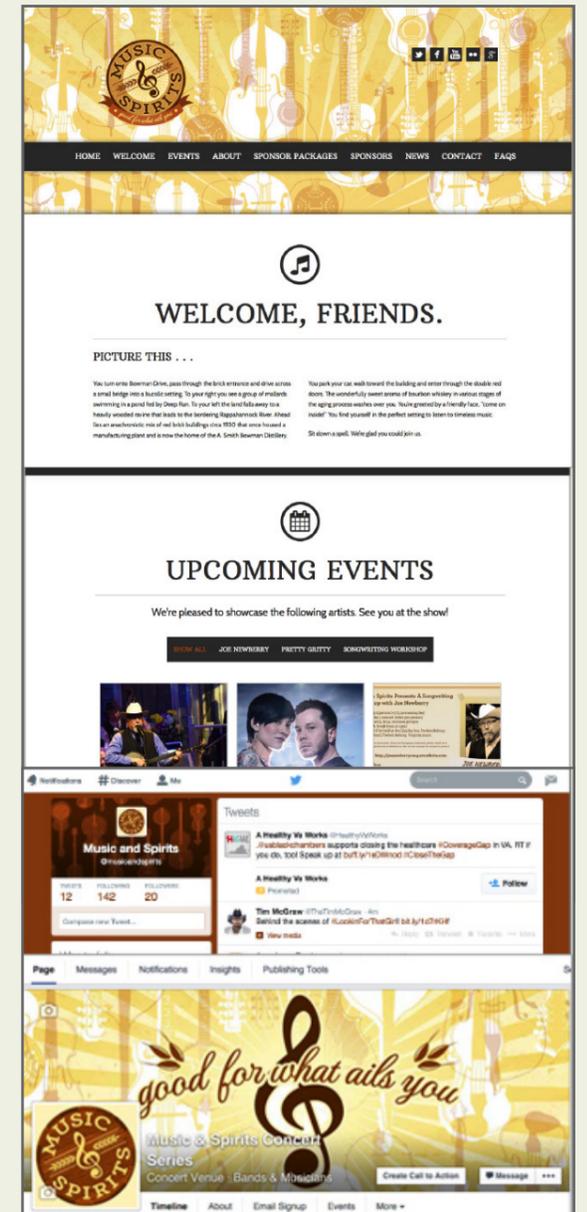
Keep the Music Playing Music and Spirits Concert Series

2014-Present

Lead the branding, identity design, marketing and promotions for local non-profit concert series.

- Brand Strategy & Identity Design
- Integrated Outreach Campaigns
- Graphic Design/Illustration
- Booth and Exhibit Display Design
- Design/Layout/Promotions
- UX/Web Design

02





Let's Work! California Transition Alliance

2020

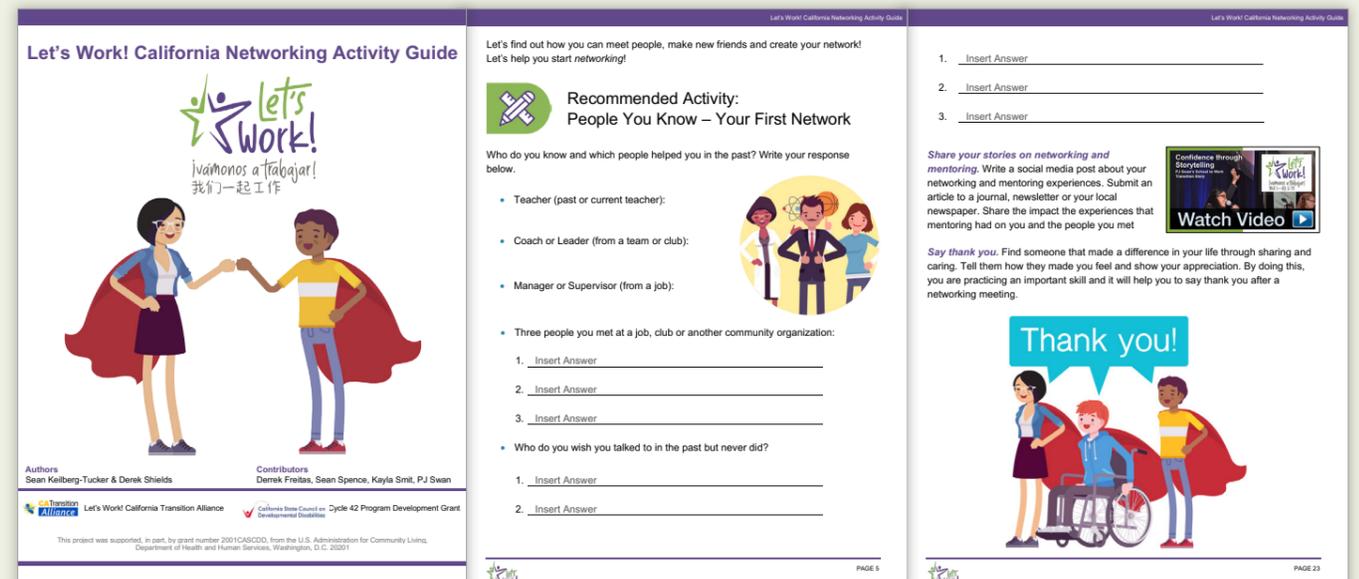
Logo and collateral design. Let's Work! is a unique video-based initiative of the California Transition Alliance designed to increase access to information for Californians with intellectual and developmental disabilities (I/DDs), their families and supporters to obtain competitive integrated employment (CIE).

- Logo Design
- Promotional Materials Design
- Design/Layout/Networking Guide
- PowerPoint Template
- ADA/508 Compliance

03



Play Trailer from Inclusion Films





Axiom Resource Management, Inc.

1998-Present

Independent contractor serving Axiom, Keymind and their clients. Projects include in-house, corporate and government client work.

- Brand Strategy & Identity Design
- Integrated Outreach Campaigns
- Graphic Design/Infographics/Illustration
- Booth and Exhibit Display Design
- Multi-media Presentations/Video
- Design/Layout/Publications
- SCORM Comformant and Section 508 Compliant Interactive Courseware
- UX/Web Design
- ADA/508 Compliance

04

The Axiom Standard

COVID-19 NEWS & HELP

IN THIS ISSUE

- 3 Announcements, Reminders and Things Good to Know
- 4 Tips for Working From Home During the COVID-19 Pandemic
- 5 Caring for Critics and Other Good Deeds
- 5 Axiom Contacts

Announcements

Contingency Plans: Axiom's corporate leadership continues to meet and discuss contingency plans should any work assignments or contracts be impacted due to the COVID-19 situation.

Health benefit eligibility: Axiom's health plan is relaxing the 90-hour per week eligibility requirement as per the plan due to COVID-19 relief.

DHHS Conference: The 2020 DHHS conference has been cancelled due to COVID-19. The Military Health System is focused on providing exceptional medical care to its military members and the American people during the challenging time. We will look forward to DHHS 2021.

Rest in Peace: It is with great sadness we announce the passing of Kevin Dwyer, an Axiom client and former employee. Our thoughts are with the Dwyer family and all those touched by his loss.

The Axiom Standard

Challenges

Lack of routine: Team members expressed that they are struggling to establish a routine with telework. Encourage your staff to create a daily routine, which tends to ensure maximum productivity. Go to bed and get up at a consistent time, exercise, shower, and get out of your apartment!

Missing face-to-face contacts: One of the challenges with working remotely on a full-time basis is missing out on those spontaneous, informal hallway conversations. The information gained during those brief, impromptu interactions can be invaluable to provide context for a project, help fill in gaps, and clarify priorities. To help address this challenge, use video conferencing more often or establish a regular team check-in.

Workload balancing: We are looking for creative solutions to keep staff members engaged, especially those that support facilities, receptionist/administrative, and direct clinical functions. Staff members are developing Coarses of Action (COA) to help define ways to support contacts and projects, especially those where the missions are not as clearly defined, or we have the flexibility to be creative with how we support the clients. When requirements have shifted, many tasks have been creatively reorganized.

IT/Helpdesk support: Not being able to provide face-to-face assistance to help "coach" users through issues has been challenging. To resolve this, the Helpdesk procured "Team Viewer" so they can help troubleshoot remotely.

Accessing/understanding benefit information: HR created a "Frequently Asked Questions" fact sheet to consolidate COVID-19 related employee benefit information into one document. It includes some health benefit reminders and some new pieces of information regarding 401k, as well as your rights under the "Family First Coronavirus Response Act." The FAQs were sent via email on 4/16/20.

The Silver Lining and Good News

Better communication and transparency! Teams are being disciplined about staying connected through frequent, deliberate touchpoints, meetings and status checks. The result is better communication and transparency among Axiom, our clients, and prime contractors.

We are productive...a lot can be done from home!

- Axiom's team of coders in San Diego is fully functional and able to continue their analysis due to the swift acquisition and implementation of additional remote security tools.
- The EQIP team is completely operational and the CAC process is moving forward.
- Our THP team is directly supporting the COVID-19 response, providing clarity on what the health plan is covering, drafting answers, and providing health plan updates. They are answering to the "Covid Action Team" to help triage inquiries and concerns about COVID-19 related issues.

There are growth opportunities! Team members are identifying new business and short-term opportunities.

The Axiom Standard

IN THIS ISSUE

- 2 Hire Vets Medallion Award Winner!
- 2 Tips for How to Reduce Pandemic Stress
- 3 Meet Axiom's Product Effectiveness Team
- 4 Need a Distraction? Follow NASA's Space Crew-1 Mission
- 5 Get to Know Axiom's Accounting Team
- 7 Fall in Love with Fall
- 8 Helpful Reminders

The Axiom Standard

SURVEY SAYS...

IN THIS ISSUE

- 2 The Results Are In! COVID-19 Work from Home Survey
- 5 Corporate Events Update We Will Celebrate Again...Soon!
- 5 Axiom Undergoes Successful Surveillance Audit for its QMS
- 6 Happy Anniversary! 20 years with AXIOM
- 9 Team Update from Peter Holstein
- 9 Team Update from Frances Barry
- 10 Crossword Puzzle Challenge
- 11 Top 10 reasons you should take a vacation during the Pandemic!

THE JOY ISSUE

The Axiom Standard

THE RESULTS ARE IN! COVID-19 WORK FROM HOME SURVEY

SURVEY SAYS...

1. Routines have been upended.
 - a) Gained the Corona 15 (91%)
 - b) Developed a new fitness routine? (42.9%)
 - c) Other (26.1%)
2. Everyone has been looking for ways to entertain themselves. What's your go to?
 - a) YouTube (9.5%)
 - b) TikTok (11.9%)
 - c) Other (78.6%) - "Legos!"

"Did not see a selection for 'all of the above'...We've been calling it the "Quarantine 19..."

The Axiom Standard

IN THIS ISSUE

- 2 Joy (Issue): a feeling of great pleasure and happiness.
- 4 Congratulations and Bravo!
- 5 Welcome AXIOM's New Hire!
- 6 Jovetta Dials and his COVID Adventure
- 7 Happy Anniversary!
- 8 Team Shoutout!

The Axiom Standard

Love Edition

IN THIS ISSUE

- 2 Love in the Time of COVID
- 3 Dear Desk, I Love and Miss You
- 4 What We Love About Working With...
- 5 Team Update from Rachelle Ann Rusitanonta
- 6 We Love Our Axiom Masks

The Axiom Standard

What We Love About Working With...

Peggy Cox: I love working with Peggy for multiple reasons. I appreciate her "cinder" while she she "bargain" makes me to work harder/ to help when I need her expertise. I'm convinced that Peggy never sleeps!

Peter Holstein: What I love about working with Peter is that he truly puts his people first: whether you're experiencing a personal problem, challenge, or childcare problem, whenever you have going on in life, he always will prioritize your well-being so you can come back to work the best version of yourself.

Frank Lee: In addition to being an exceptional leader in general, what I love about working with Frank Lee are his constant, helpful, and personal analogies. They always speak the truth and make us laugh!

Russ Hill: Russ's positive energy and all-around upbeat persona makes the everyday experience at Axiom. Interacting with Russ is distinctly fun because of his humor and wide-ranging knowledge on all sorts of interesting topics.

The Axiom Standard

Take Your Child to Work Day Photo Contest

IN THIS ISSUE

- 2 COVID-19 Touch Point Update
- 2 Take the COVID-19 Mask Project a Hit!
- 3 Axiom on Track to Maintain ISO 9001:2015 QMS Certification
- 3 Hello from Dustin Ewing in Beautiful Aurora, CO
- 4 Take Your Child to Work Day Photo Contest
- 5 JTAGIC Team Update
- 6 Report from Axiom-Retirement-Land
- 7 Axiom Supports the COVID-19 Relief Bill



gipht

2019

Branding and identity consulting and design services for a woman-owned small business start-up.

- Brand Consulting & Identity/Logo Design
- Web Design
- Business Card Design

05

gipht →



gipht →

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Founder and CEO

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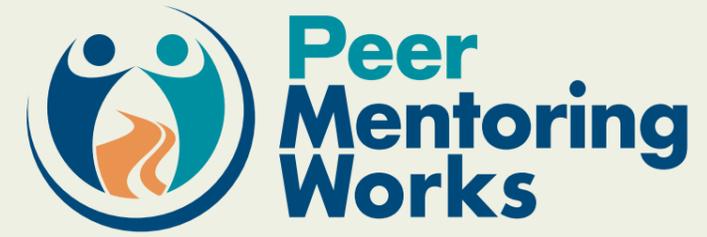
Peer Mentoring Works

2020

Assembled and lead the re-branding, identity and design support team.

- Identity/Logo Design
- Collateral Materials
- Design/Layout/Networking Guide
- PowerPoint and Word Templates

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Play Video to Learn About Peer Mentoring Works

