



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



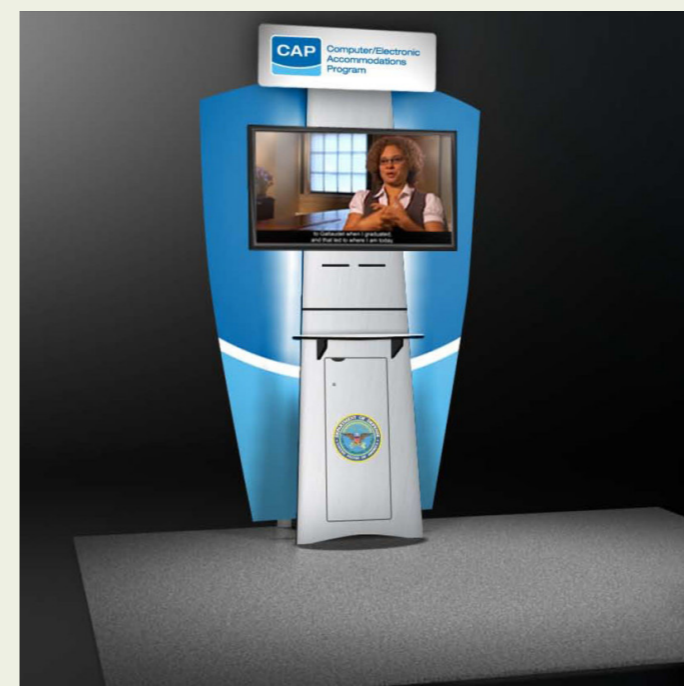
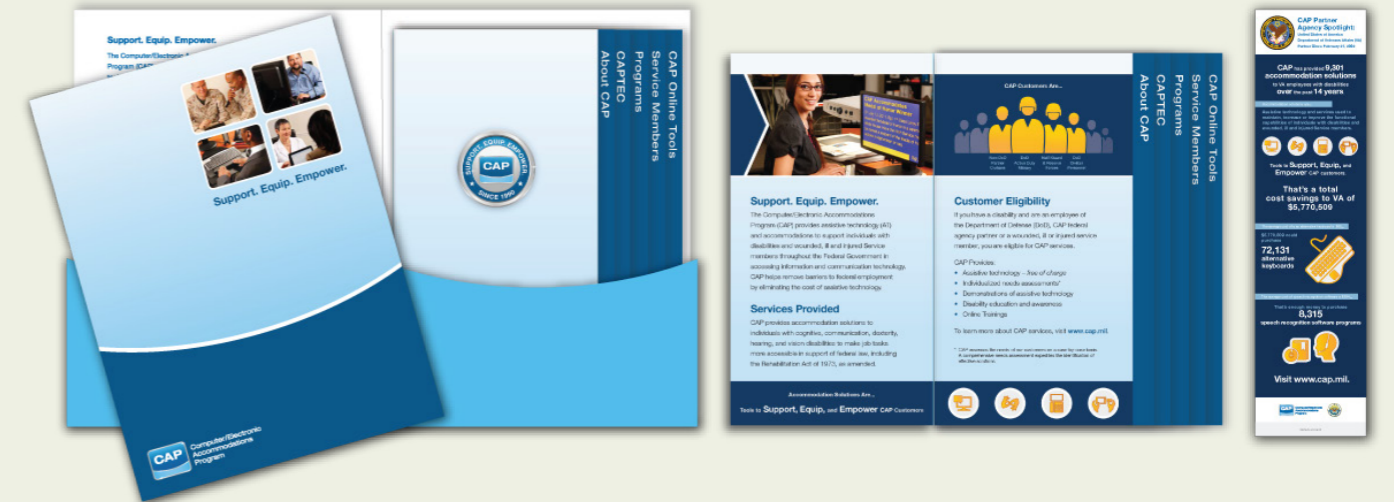
## The Department of Defense Computer/Electronic Accommodations Program

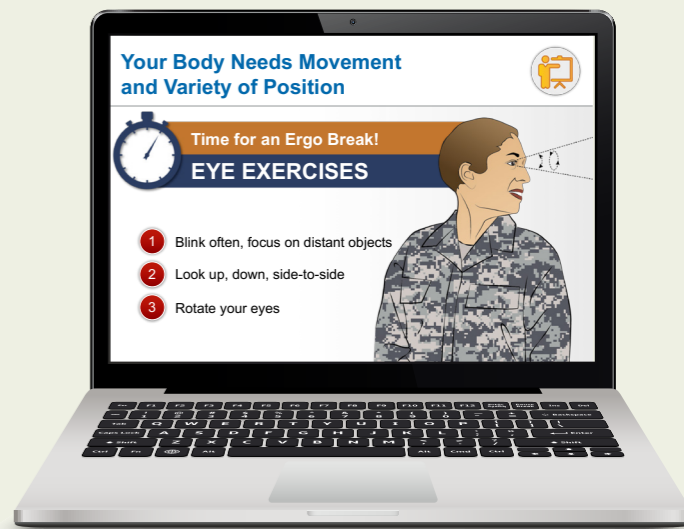
### 2005-Present

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

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### 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](http://www.cap.mil).

- Lumbar Support:** Lumbar support devices are used to assist individuals who have dexterity limitations by allowing an individual to apply various levels of support to specific locations on their back or pelvis while working from a seated position.
- Document Holder:** Document holders are used to assist individuals who have dexterity limitations by allowing an individual to position their monitor at the most appropriate location, height, orientation, and angle based on their workstation setup and job requirements.
- Keyboard Trays:** Keyboard trays are used to assist individuals who have dexterity limitations by allowing an individual to position their keyboard and mouse in the best position for them with an arm attached to the underside of the desk.
- Monitor Arms:** Monitor arms are used to assist individuals who have dexterity limitations by allowing an individual to position their monitor at the most appropriate location, height, orientation, and angle based on their workstation setup and job requirements.
- 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.

## 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
- New Administration and the Disability Community
- Network, 'Nah? Take an ErgoBreak!
- COVID and Cognitive Limitations
- Telework and COVID-19: CAP's Response
- Rheumatoid Arthritis Awareness

**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.

### Ease of Access Options For Macintosh

From the login window, Mac users can access commonly used accessibility options by navigating to **Login Options** and selecting **Accessibility Options**. From here, users can select the accessibility options they wish to enable and then click **Apply**. The options selected will be enabled in the login window for all users of that Mac. Applied keyboard or switch settings will be applied in the login window for all users of that Mac as well.

**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, 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.

Continuing to work with representatives at military treatment facilities (MTF) 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 employees with disabilities, and wounded, ill and injured Service members. However, the DoD remains our largest customer base receiving 6,659 accommodations.

**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. 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, our 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

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.

7,546 Total Accommodations by Disability

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

### 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

Computer/Electronic Accommodations Program Our Needs Assessments



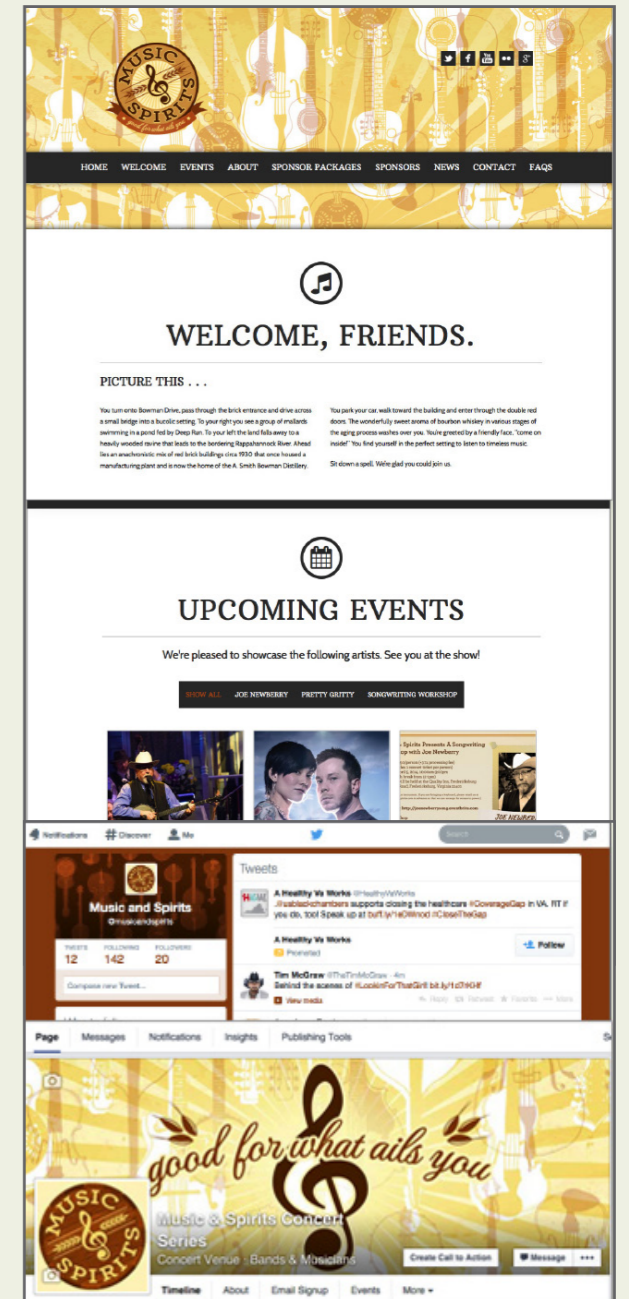
## Keep the Music Playing Music and Spirits Concert Series

### 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

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## Let's Work! California Transition Alliance

2020

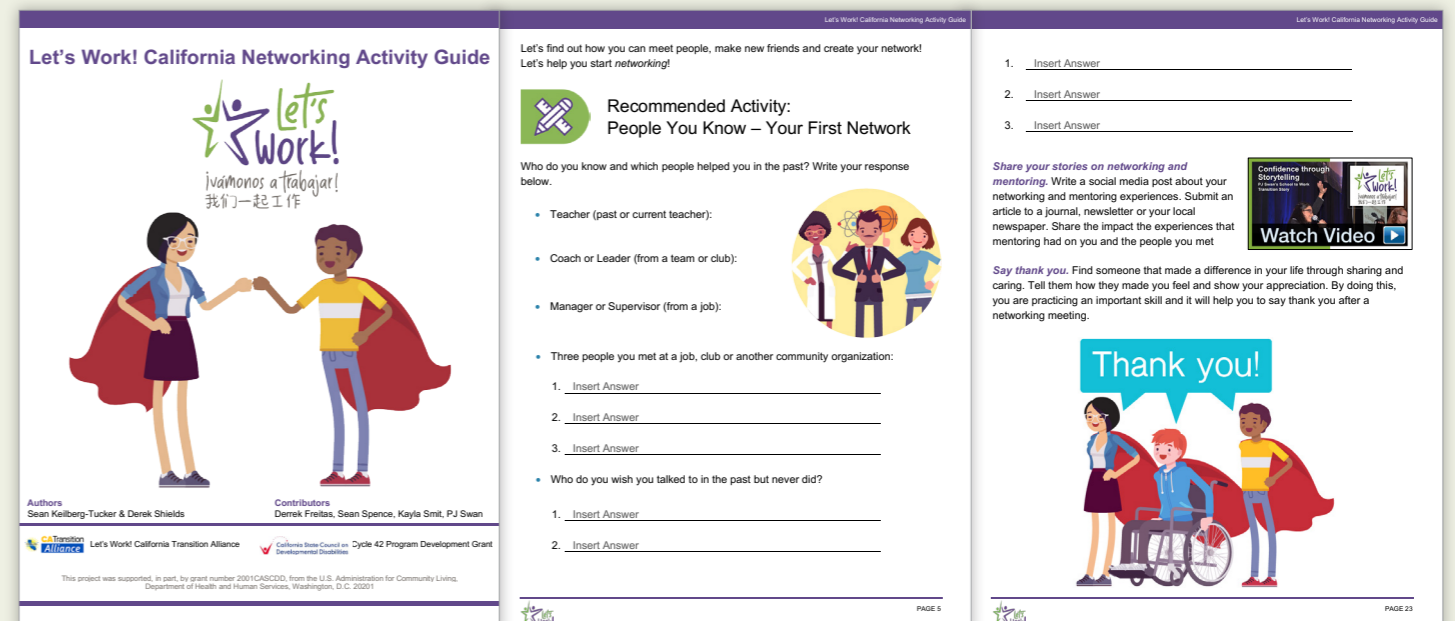
Logo and collateral design. Let's Work! is a unique video-based initiative of the California Transition Alliance designed to increase access to information for Californians with intellectual and developmental disabilities (I/DDs), their families and supporters to obtain competitive integrated employment (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 Coaches 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 Results Are In! COVID-19 Work from Home Survey**

We asked, you answered! Check out the results of Axiom's very official, scientific-based COVID-19 Work from Home survey. The survey goal was clear, we wanted to find out what folks have been up to. How are you spending your time locked at home? Well, after crunching the numbers and analyzing the data, some clear trends emerged. Enjoy seeing what your fellow Axiomites have been up to, and thank you to everyone who participated!

**1. Routines have been upended.**

- a) Gained the Corona 15 (91%)
- b) Developed a new fitness routine? (42.9%)
- c) Other (26.1%)

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

**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!"

# The Axiom Standard

## THE JOY ISSUE

**IN THIS ISSUE**

- 2 Joy (Issue): a feeling of great pleasure and happiness.
- 4 Congratulations and Bravo!
- 5 Welcome AXIOM's New Hire!
- 6 Jovette 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

**What We Love About Working With...**

Hopefully you've picked up on the theme for this issue: LOVE. Here are just a few things folks shared and what they love about working with their manager.

**Peggy Cox:** I love working with Peggy for multiple reasons. I appreciate her "cinder" while she she "bargains" me to work. She is always saying "I love you" to me. She is always saying "I love you" to me. She is always saying "I love you" to me. She is always saying "I love you" to me.

**Peter Holstein:** What I love about working with Peter is that he truly puts his people first. Whether you're experiencing a personal problem, whether you're a childcare provider, whether you're a parent, he will always be there to provide you with the support you need to get through it.

**Frank Lee:** I love about Frank Lee is that he is a person that truly cares about his employees. When tough times come, he is always there to cheer me up. He always makes me feel like I have a personal connection with every team member. I have experienced every issue a person can have as a Project Manager and Frank Lee has always been there to support me and provide me with the best version of myself.

**Russ Hill:** Russ's positive energy and all-around upbeat personality 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

# The Axiom Standard

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**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

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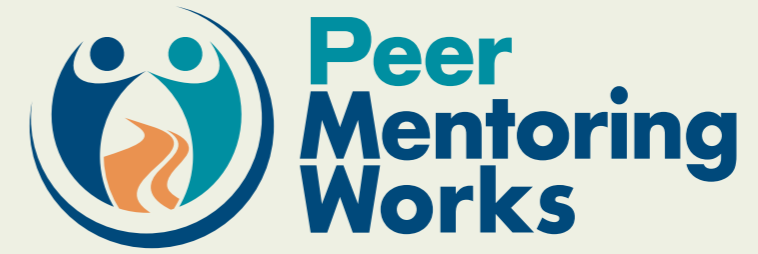
## Peer Mentoring Works

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

