

Jennifer Flynn

Design Portfolio

Business Design - Package Design - Illustration - Digital Design

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<http://mu-art.org/jgflynn/>

Business Redesign

Original:



Initial ideas:



Applebee's Redesign Business Redesign - Styleguide - 11 x 14 in

This project was to redesign Applebee's logo and overall brand design for my business design class. I choice Applebee's as my brand to redesign since I did not like its current branding. I shifted its branding to resemble a more friendly, family run style restaurant. I wanted to make the branding feel more welcoming and happy

<http://mu-art.org/jgflynn/>

Client: Applebee's PRIMARY LOGO AND IDENTITY GUIDELINES



Primary Logo

Color



Monochrome



Small Version



Small Version



Notes: The back stripes are the only place the light green and light yellow appear. The 'stem' of the 'apple' is a lighter stroke (1pt), than other strokes in the logo (which varies between 1.3 and 1.5 pont).

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COLOR SPECIFICATION

Dark Green H:80 S:82 B:61 R:121 G:156 B:62 C:58 M:22 Y:100 K:4 #231f20	Light Green One H:83 S:30 B:86 R:195 G:220 B:154 C:25 M:1 Y:50 K:0 #c3dc9a	Light Green Two H:82 S:25 B:88 R:204 G:224 B:164 C:21 M:1 Y:42 K:0 #cce0a9	
Light yellow H:60 S:2 B:98 R:250 G:250 B:245 C:1 M:0 Y:3 K:0 #e82629	Red H:359 S:84 B:91 R:232 G:37 B:40 C:2 M:98 Y:94 K:0 #f9f9f2	Brown H:23 S:77 B:60 R:153 G:80 B:35 C:29 M:73 Y:100 K:22 #9a5224	
Black H:346 S:11 B:14 R:35 G:31 B:32 C:0 M:0 Y:0 K:100 #231f20	White H:0 S:100 B:0 R:0 G:0 B:0 C:0 M:0 Y:0 K:100 #ffff	Light Gray H:207 S:0 B:93 R:236 G:236 B:237 C:6 M:4 Y:4 K:0 #eeced	Dark Gray H:52 S:1 B:87 R:222 G:222 B:220 C:11 M:8 Y:10 K:0 #ddddd

FONTS USED IN LOGO

Montserrat Bold
1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNPOQRSTUVWXYZ

Pasifico Bold
1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNPOQRSTUVWXYZ

SOCIAL MEDIA LOGO & STYLE SPECIFICATIONS

Social icons		Slogan	Eating good, in your neighborhood.
Full 'Apple Drink' Icon		Texture Used in Branding	

DON'T ABUSE YOUT LOGO



Applebee's Outdoor Advertisements

Advertisements created for my Applebees brand redesign. Made for a variety of environments, such as outdoor and indoor posters, pole posters, billboard, and building signage.

Business Redesign - Advertisements



Client: Applebee's
OUTDOOR ADS



Jennifer Flynn





CLIENT: Applebee's
GIFT CARDS, COASTERS, MUG AND BAG



Jennifer Flynn



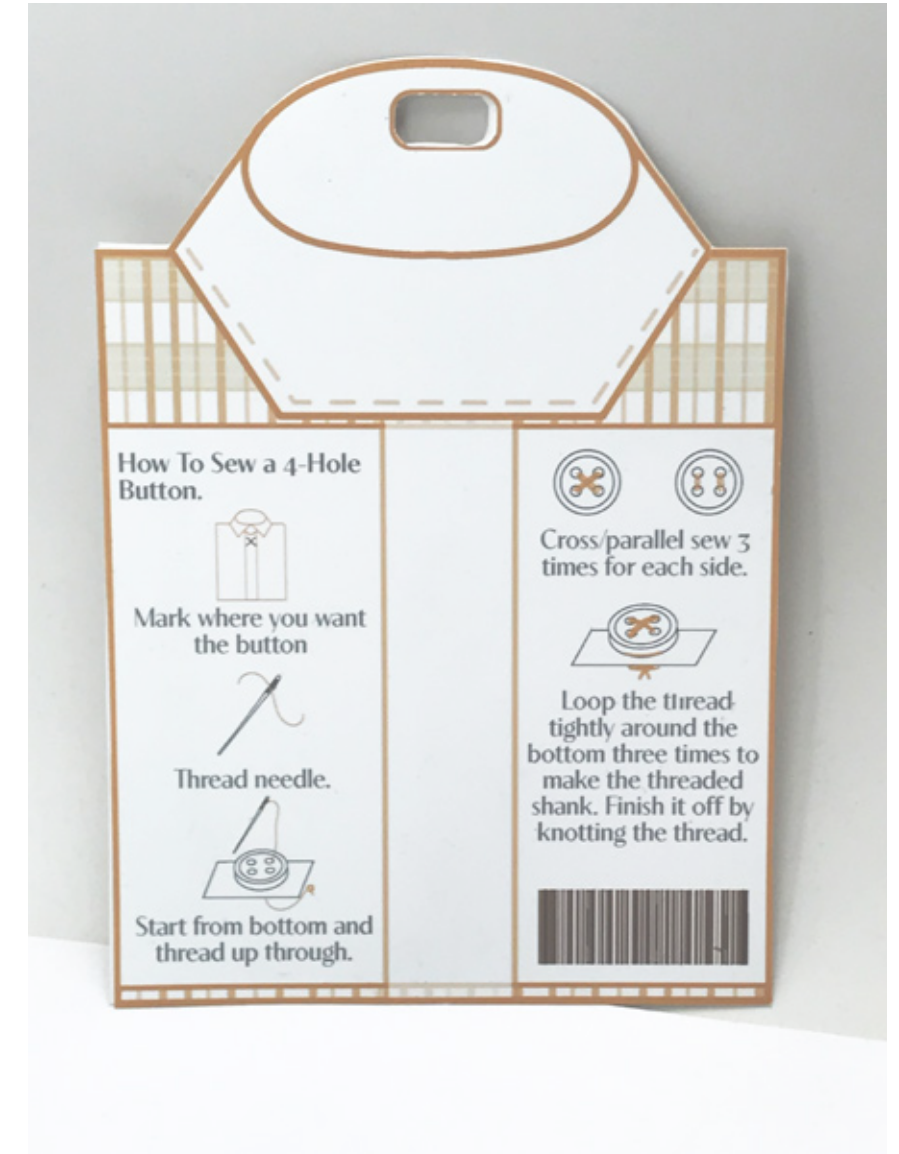
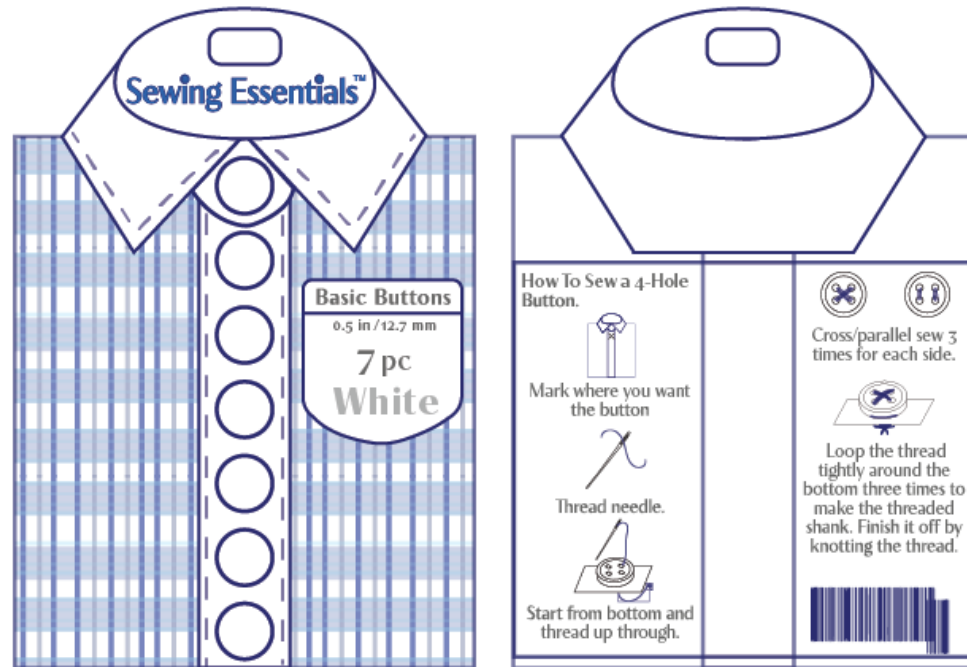
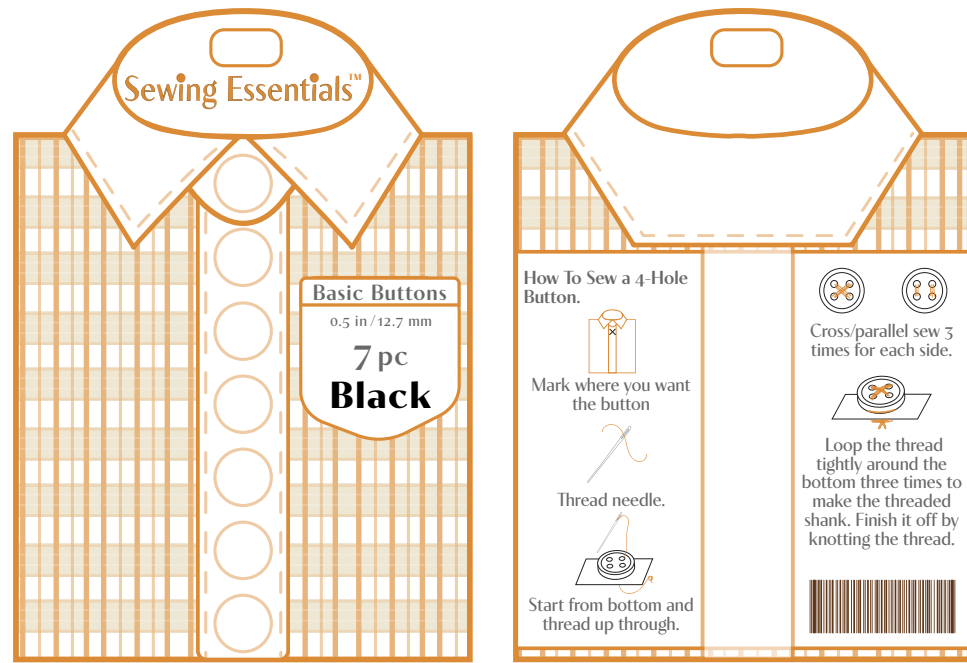
Applebee Merchandise and Mailer

Business Redesign – Physical Coasters, Gift Cards and Mailer

Applebee's merchandise and mailer based off of my redesign. Physical mailer includes coupons that can be used both online or in person. Coasters are double sided.



Package Design



Sewing Essentials Package Design - Thick Paper Package - 6 x 4 in

Sewing Essentials, a package designed for sewing buttons. The package was designed to look like a shirt, in order to relate to the product, the sewing buttons. Featuring both a black and white button version. Buttons would be threaded into the back of the package for easy removal. Also features instructions on how to sew a button on the back of product.

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White Rabbit: White Wine Package design - Paper Stickers - 6 x 4 in

Mock-up for a fictional wine brand called Wonderland's. Types of wine would be based off of different characters from the classic book, 'Alice in Wonderland'. In this case, 'White Rabbit (White Wine). It features a quote from the book on the back. There are three stickers. Front, back and the top of bottle cap.



Nature Flows Package design - Paper Sticker, Chipboard Box

Fictional eco-friendly menstrual pads brand. Pads, package and sticker all made with biodegradable materials. Box mock-up is created with chipboard. Label created with limited colors to use less ink and dyes. Box opens from the bottom and the top, so that container would be easy to use.

<http://mu-art.org/jgflynn/>



Type Design

Golden Type Poster

Type specimen Poster made for the type font , Golden Type. The type face Golden type, was created by one of my favorite artists William Morris. The goal was to display the history of the type, along with how it looks with the entire alphabet.

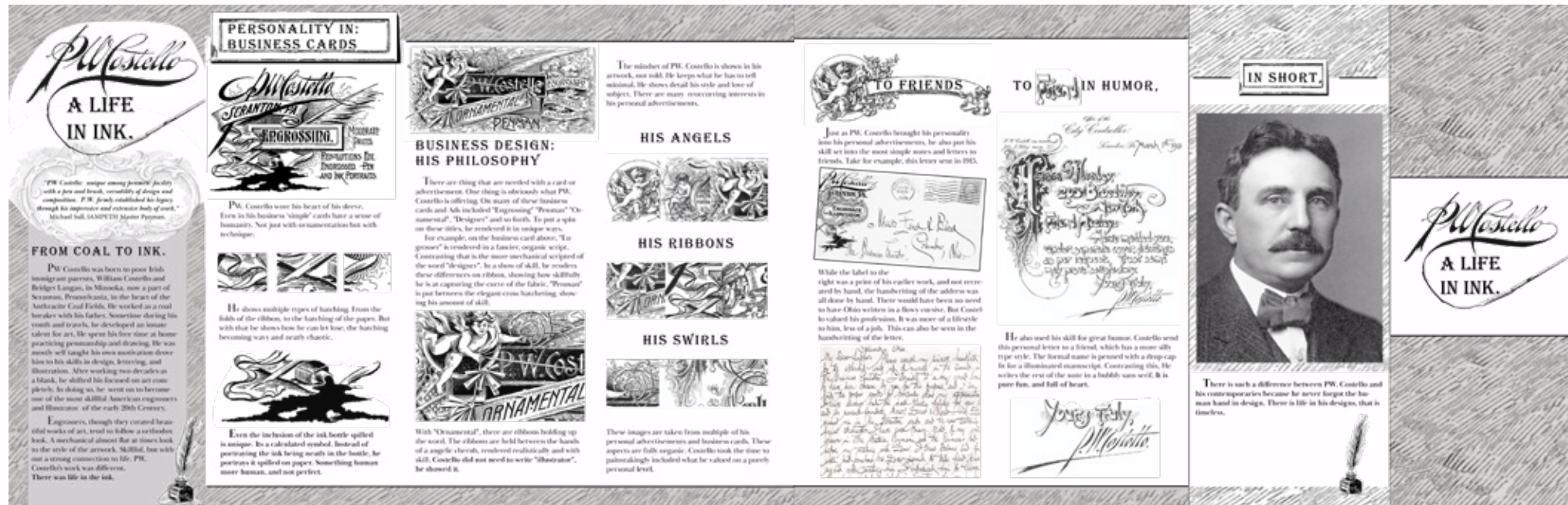
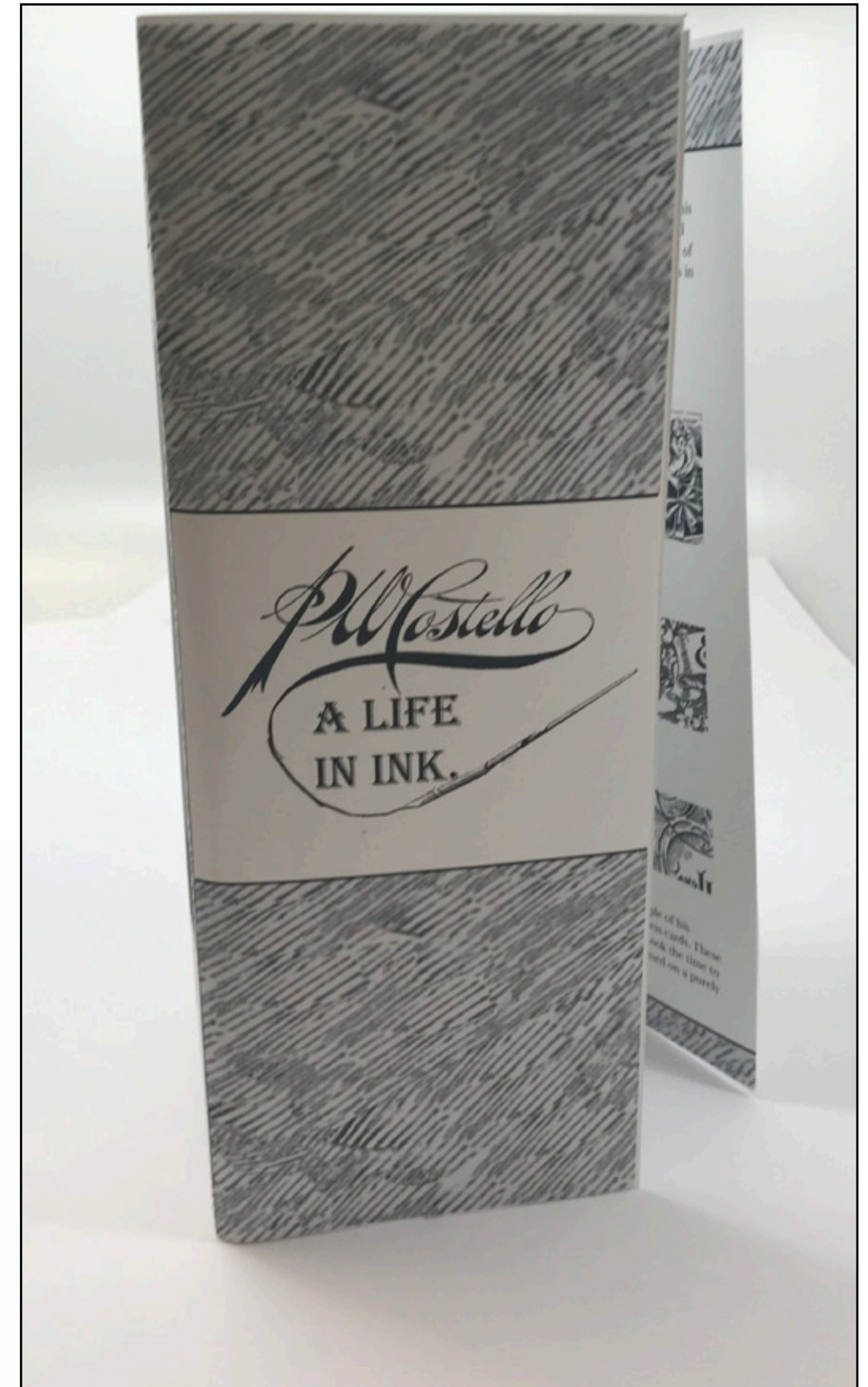
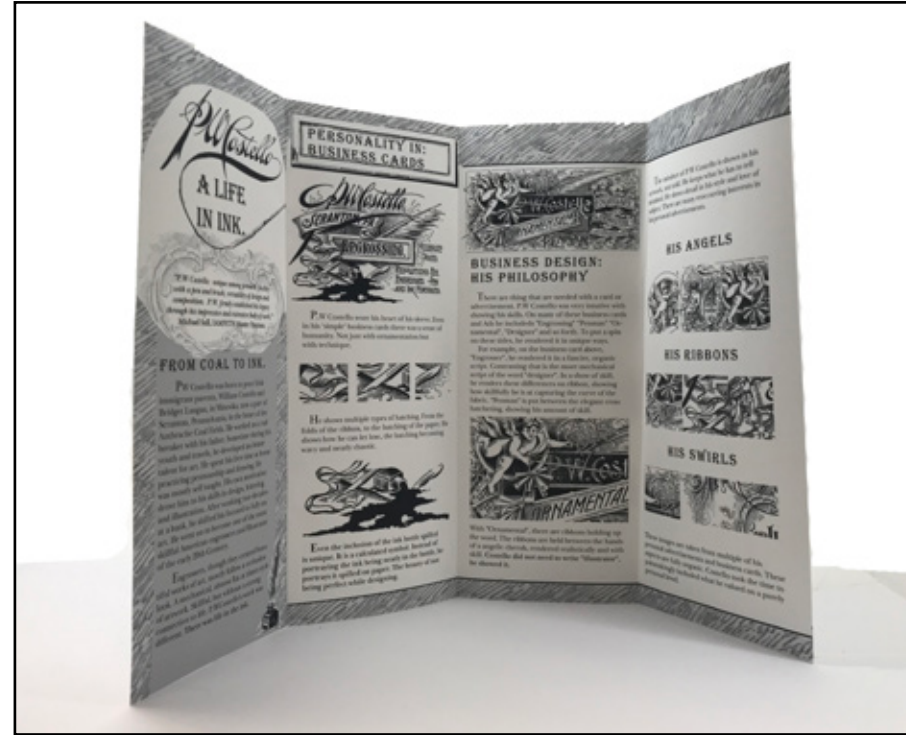
Type - Poster - 11 x 17 in



A life in Ink, PW Costello

Brochure focused on the Engraver, PW Costello. This Informational brochure was created as a class assignment. Features a deep examination of details into his art style. Includes selections from his various art projects.

Type - Brochure - Medium size



TDC Call for entry Mock-up

Student work, not officially for TDC. The mailer is foldable so that it can be sent in the mail, or placed on a table, without it needing to be fully spread out. It was designed based around the modern TDC logo.

Type - Print - 11 x 17 in



Enter original professional or student work designed in 2021 in any of the following categories:

PRINT & DIGITAL

- Advertisements & Advertising Inserts
- Annual Reports & other Financial Reports
- Books
- Book Jackets/Covers
- Brochures & Direct Mail
- Calendars
- Catalogs
- Identity
- Editorial - Magazine, Newspaper, Newsletter
- Exhibits/Displays/Point-of-Purchase/Signage/Architectural and Dimensional Design
- Experimental/Fine Art/Unpublished
- Logos/Trademarks/Symbols
- Miscellaneous - Announcements, Invitations, Cards, Menus, etc.
- Mixed Series - Print, Digital, Environmental
- Packaging
- Posters
- Self-Promotion
- T-Shirts/Apparel
- Digital Media - Web sites, Apps, eBooks, etc.
- Movie Titles
- Motion - TV

International Discount:

We invite type designers and graphic designers who are residents of the following countries to enter the TDC competitions for a reduced fee. Use the coupon code: friends. The reduced fee is a 50% discount on the current entry prices. This discount is available through January 13.

The countries that receive the international discount are:

Albania, Albania, Algeria, American Samoa, Angola, Anguilla, Antigua and Barbuda, Argentina, Armenia, Azerbaijan, Bangladesh, Belarus, Belize, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Burkina Faso, Burma, Burundi, Cambodia, Cameroon, Cape Verde, Central African Republic, Chad, Chile, China, Colombia, Comoros, Democratic Republic of the Congo, Republic of the Congo, Cook Islands, Costa Rica, Cote d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Djibouti, Dominica, Dominican Republic, Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Fiji, French Guiana, French Polynesia, Gabon, The Gambia, Gaza Strip, Georgia, Ghana, Grenada, Guadeloupe, Guatemala, Guinea, Guinea-Bissau, Guyana, Haiti, Honduras, Hungary, India, Indonesia, Iran, Iraq, Jamaica, Jordan, Kazakhstan, Kenya, Kiribati, North Korea, Kuwait, Kyrgyzstan, Laos, Latvia, Lebanon, Lesotho, Liberia, Libya, Lithuania, The Former Yugoslav Republic of Macedonia, Madagascar, Malawi, Malaysia, Maldives, Mali, Malta, Marshall Islands, Martinique, Mauritania, Mauritius, Mayotte, Mexico, Federated States of Micronesia, Moldova, Mongolia, Montenegro, Montserrat, Morocco, Mozambique, Namibia, Nauru, Nepal, Netherlands Antilles, Nicaragua, Niger, Nigeria, Niue, Northern Mariana Islands, Oman, Pakistan, Palau, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Puerto Rico, Reunion, Romania, Russia, Rwanda, Saint Helena, Saint Kitts and Nevis, Saint Lucia, Saint Pierre and Miquelon, Saint Vincent and the Grenadines, Samoa, Sao Tome and Principe, Saudi Arabia, Senegal, Serbia, Seychelles, Sierra Leone, Slovakia, Slovenia, Solomon Islands, Somalia, South Africa, Sri Lanka, Sudan, Suriname, Swaziland, Syria, Tajikistan, Tanzania, Thailand, Togo, Tokelau, Tonga, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan, Turks and Caicos Islands, Tuvalu, Uganda, Ukraine, Uruguay, Uzbekistan, Vanuatu, Venezuela, Vietnam, Wallis and Futuna, West Bank, Yemen, Yugoslavia, Zambia, Zimbabwe.

Please note that the country of residence is the criterion rather than country of origin.

Communication Design Fees | Rules

Early Bird: Entries submitted by Midnight EDT December 31, 2021
Single Entry \$45 (US) TDC Members
\$60 (US) Non members
Series Entry \$75 (US) TDC Members
\$90 (US) Non members
Standard: Entries submitted by Midnight EDT February 28, 2022
Single Entry \$60 (US) TDC Members
\$75 (US) Non members
Series Entry \$90 (US) TDC Members
\$105 (US) Non members

Late: Entries submitted March 1, 2022 – April 15, 2022

Single Entry \$75 (US) TDC Members
\$70 (US) TDC Student Members
\$90 (US) Non members
\$85 (US) Non member students
Series Entry \$105 (US) TDC Members
\$100 (US) TDC Student Members
\$120 (US) Non members
\$115 (US) Non member students

Publication/Hanging Fees:

All winners will be charged a publication/hanging fee for being included in the book and the traveling exhibitions.

Single Entry \$80 (US) TDC Members
\$115 (US) Non Members
Series Entry \$130 (US) TDC Members
\$160 (US) Non Members

Forms of Payment

Payment must be submitted with entries. It may be in cash, traveler's checks, money order, or charged to American Express, Visa, or MasterCard. If payment is made by check, money order, or traveler's check it must be in U.S. dollars and drawn on a U.S. bank.

STUDENT WORK:

• Unpublished work produced by students in design classes

COMPETITION CHAIR

• Doug Clouse

JUDGES

• Chelsea Cardinal

GQ, New York

• John Gall

Random House, New York

• Gery Cencer

Istanbul

• Pum Lefebure

Design Army, Washington, DC

• Mike Rigby

R/GA, New York

• Alisa Wolfson

Leo Burnett, Chicago

• Garson Yu

yU+co, Los Angeles



Illustration Work

Party of the Littles

Fantasy environment illustration. Based on 'Chasing Giants', a personal graphic novel idea. This illustration focus on how these little people celebrate.

Illustration - Fantasy Enviroment 24 x 18 in





the Wood Word. Marywood University's Online News Source

HOME ABOUT CONTACT US ADVERTISING MULTIMEDIA

News Opinion Arts & Entertainment Community Sports

OPINION: Vetoing Congressional Term Limits

Photo credit: Jennifer Flynn

Opinion Editor Emma Rushworth explains why Congressional term limits are not a cure for our government.

Emma Rushworth, Opinion Editor
October 15, 2020

The idea of term limits for Congress is almost as old as our country, with the first legislative proposal in 1789. Over 80% of Americans in a 2018 McLaughlin poll were in favor of term limits for Congress. As recently as 2016, Donald Trump was promising term limits to "drain

BookLash: Is "The Handmaid's Tale" a scary prediction of the future?

Who's Who on Campus: Meet Dean of the College of Arts and Sciences Dr. Jeffrey Johnson

Popcorn Picks: "Spencer" is a boring movie about an extraordinary person

SLIDESHOW: Class of 2022 Commencement Ceremony

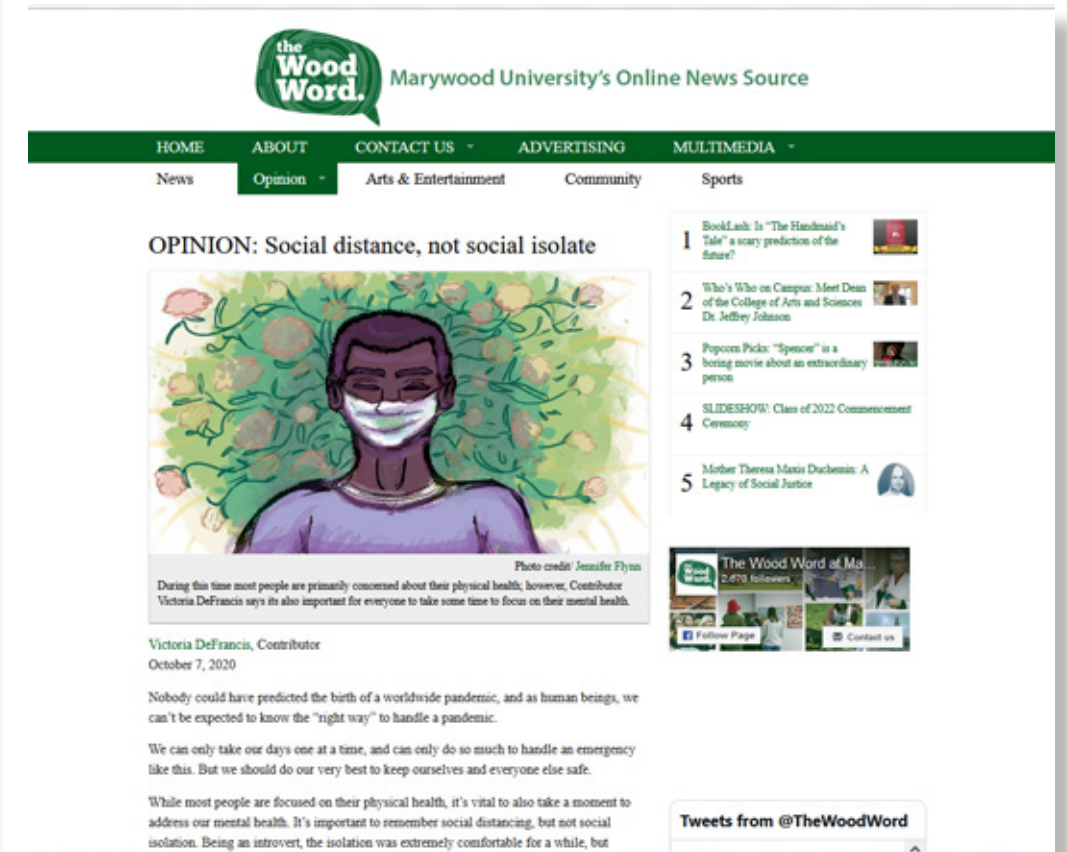
Mother Theresa Maxis Duchemin: A Legacy of Social Justice

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OPINION: Vetoing Congressional Term Limits Illustration - The Wood Word - Digital

Wood Word Article illustration for 'OPINION: Vetoing Congressional Term Limits. This is an illustration is for an article talking about congressional term limits and how they should be vetoed. One of my first graphics created for The Wood Word, Marywood University electronic newspaper.



OPINION: Social distance, not social isolate Illustration - The Wood Word Article - Digital

Graphic illustration for the article 'Social distance, not social isolate'. This was made during the first year of school after COVID-19 hit, in which Marywood University was operating under a hybrid school schedule. The focus of the article was on how to keep yourself mentally healthy during hybrid learning and restrictions on social gathering.

<http://mu-art.org/jgflynn/>



Nature Nate: Stomp Lanternflies!

Educational Poster on the invasive insect, the Spotted Lanternflies. Created for my social impact design class to raise awareness about the insect. Poster is aimed at a younger audience with a mascot, 'Nature Nate'.

Illustration - Print Poster - 17 x 22 in

ONLY YOU CAN STOMP LANTERNFLIES!

NATURE NATE
Here to explain all things nature!

What is a Spotted Lanternfly?:
In America, a spotted lanternfly is an invasive species of insect. Invasive insects are not native and have no natural prey or predator. Spotted lanternflies damage our farms, and even the trees and plants in your neighborhood.

Life Stages:

EGG STAGE WET-DRY
From September to May, these eggs can be found on tree bark, rocks, and vine leaves. They have a mud like texture.
TELL A TRUSTED ADULT!
If seen, tell an adult to go to the PennState Extension website, to learn how to remove these eggs!

EARLY STAGE NYMPH
From May to July, the insect is black with white dots. It can only jump at this stage.

LATE STAGE NYMPH
From July to August, the insect becomes bigger and more red.

ADULT STAGE
From July to December, the spotted lanternfly is red and brown with some black on its lower wings.
At this stage, the insect is able to fly, rather than just jumping.

Where Have They Been Spotted?
Spotted lanternflies have been seen in 14 states. They have been seen in Southern PA, and been spreading across PA since around 2014.
Spotted lanternflies hitchhike on car wheels. If you live in an area where they have been spotted, check your wheels before traveling.

Report
If you see a lanternfly in the PA area, use the QR code to report it. If seen in other states, visit that state's agriculture department website.

Most Importantly, Stomp The Spread!

Stomp!
The best way to stomp them is by walking towards them as normal, and stomping it as you step.

Or Spray, Then Stomp!
If you have trouble killing lanternflies, try spraying them before stomping. You can stun them with a mixture of water and dish soap.

Spread The Word!
Stomp the lanternfly spread! Share your knowledge with friends and family!



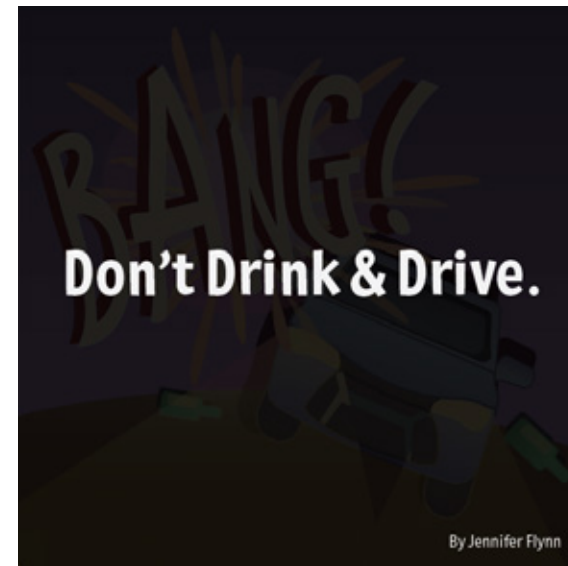
Collateral Design

Penn Dott: Don't Bring the New Year With a Bang

Student work PSA warning against drunk driving during the New Year. This is student work and was not created officially for Penn Dott. This campaign was created for a variety of formats. Included is an Instagram social media post, a PSA bumper sticker, and a PSA poster.

Collateral - Print and Digital - 11 x 17 in Poster

Social Media Posts:



Billboard:



<http://mu-art.org/jgflynn/>

Poster:



Night Watch: Subscription Seed Kit

A fictional subscription kit centered around bat conservation. The main focus is three different seed packs that are based on native plants that attract bats. The kit also includes a seed planting brochure guide, two bumper stickers, and three regular stickers in the box. Created for my social impact class.

Collateral- Box: 6.5 x 9 in, Folded Brochure: 6 x 8 in , Seed Packs: 3 x 4 in



About Night Watch

IMPORTANT!
Bats are no more dangerous than any other wild animal. But as with any wild animals, do not disrupt, tease or handle wild bats. Bats and their roosts are protected by law, which means it is illegal to harm or disturb them. Once up, a bat box cannot be opened legally without a licence. For more information on bats and the law contact or call the Pennsylvania Game Commission: 1-833-PGC-WILD.

Night Watch™ has been working for 5 years to provide gardeners with the best information and seeds in order to create bat friendly gardens. We prize our bat friends, who deal with both habitat and food loss each year. Night Watch™ works with expert gardeners and naturalists to create the best kits to suit your gardens. Our subscription delivers you our best seeds and products every month, 20% of our profits from each subscription box goes to the charity Bat Conservation International. We work hard to make sure all our products are shipped in the most environmentally friendly way possible. Printing done with environmentally friendly inks and paper. Subscriptions can be canceled at any time.

Have questions? Contact us!
Email: NightWatch@gmail.com
Website: NightWatch.com
Help phone number: (908)-342-8987
Pennsylvania Game Commission: 1-833-PGC-WILD

Need More Bat Info? Use QR code to get more information on Bats in PA.

Night Watch 2022
First Round
Flower Planting Guide

About Flowers:

The most important thing about planting is understanding what the plant needs. With this first round of planting, we at Night Watch™ have selected a small range of flowers. These are fairly easy to grow, and are perfect to start planting in this early fall period. In making a perfect garden for plants, you need a good start. These plants are fairly easy to grow and maintain. They are all native plants. Beyond bats, bees and butterflies will also enjoy the benefits of these plants.

Goldenrod
Plant Type: Herbaceous perennial
Sun Exposure: Full, Partial
Soil Type: Average to infertile, well-drained
Hardness Zone: 2a-8b (USDA)

This is a native species of Goldenrod that is not invasive to the area. Easy to grow, requires little maintenance. Gold in color. Grows 1.5-5 ft. tall.

Evening Primrose
Plant Type: Herbaceous, biennial
Sun Exposure: Full, Partial
Soil Type: Moist, well Drained
Hardness zone: 4-9 (USDA)

Evening primrose can grow rapidly and self seed. Be careful to keep it from taking full control of the garden. Yellow in color. Grows 6-12 inches.

Wild Hydrangea
Plant Type: Shrub
Sun Exposure: Full, Partial
Soil Type: Moist, well Drained
Hardness Zone: 4-9 (USDA)

Wild hydrangea keeps it's white color, no matter the PH of the soil. Grows fast and can tolerate drought. Wide leaves. Grows 5-6 feet tall.

Ideas for layout

These plants can be planted in blocks of area or separately. Goldenrod and Hydrangeas grow the tallest, so we suggest putting them behind the evening primrose for better view of all plants. These plants are not picky with soil, making them easy to arrange as needed.

Examples:
Square Layout
Rectangle Layout
Triangle Layout

Night Watch 2022©



Web Design

STYLE GO: Style guide and Personas

'STYLE GO' is a fictional digital closet app. For this project, I created Personas in order to visualize who the targeted audience would be for the app. Along with a prototype app created in XD, I also created a style guide.

Web Design - Photoshop and XD



Main Header- 60 px
Alt Header- 65 px

Header 2
Header 3
Navigation text 1
Navigation text 2
Body text 1
CITA 1
CITA 2

Icons:



Buttons (Inactive/Hover/Active):




Color Palette:



Logo:





Sara Nickson
17 years old
Junior in highschool

Sara loves fashion magazines and Ticktock. She enjoys following fashion trends, watching videos on fashion, and goes to the mall frequently. She also loves shopping online. But Sara realizes that her shopping habbit spends a lot of money. She is worried about her spending habits. Sara is trying to find a medium between saving money, while not giving up on her passion for fashion. She recent got a part time job, So she would really apperate a app that help her track her clothes, while also keeping track of how much she spends.

Passion for Fashion

Tech Skills

Time Commitment

Goals:


- To be able better keep track of the clothes shes has.
- To have a wishlist to keep her purchases on track.

Desired features:

- To be able to set a budget with her personal wishlist.
- To be able to filter fully through her closet to better track what she has.

Frustrations:

- App's organization system being frustrating and too complicated.
- Lack of simple budget tracking methods in app.



Todd Miller
21 years old
Freshmen in College

Todd is a simple guy. He likes clothes that are practical and good for function. He mostly buys clothes that are simple or athletic. He likes hiking and also is on his college's track team. He does not go shopping often. His girlfriend is interested in fashion. He wants to impress her by dressing better. But Todd is not good with fashion. He has trouble matching things due to his color blindness. He would like an app that is simple and color-blind friendly.

Passion for Fashion

Tech Skills

Time Commitment

Goals:

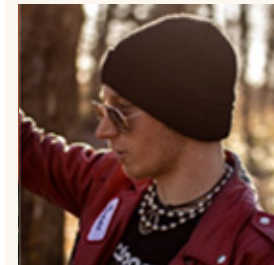
- To be able to view his wardrobe simply.
- To be able to improve his fashion style.

Desired features:

- Suggestions on clothing pairing.
- Color matching suggestions.

Frustrations:

- App being too brand focus.
- App being too focused on getting him to buy more clothes.
- Hard to use app.



Alex Smith
27 years old
Record Shop Owner

Alex loves alternative fashion and music. He often goes to music festivals and has helped run some local music festivals in his area. He loves DIYing his clothes and shares his hobby with his friends. Recently, he will be moving to a new apartment. To make his move easier, he wants to give away some of his clothes to his friends. He would love an app that would make it easier to keep track of the clothes he wants to keep and make it easier to show his friends the clothes he plans to give them.

Passion for Fashion

Tech Skills

Time Commitment

Goals:

- To be able to keep track of all the clothing he has.
- To be able to make a wish for new DIY projects.

Desired features:

- To be able to easily share his clothing in detail with his friends.
- To be able to easily organize his closet

Frustrations:

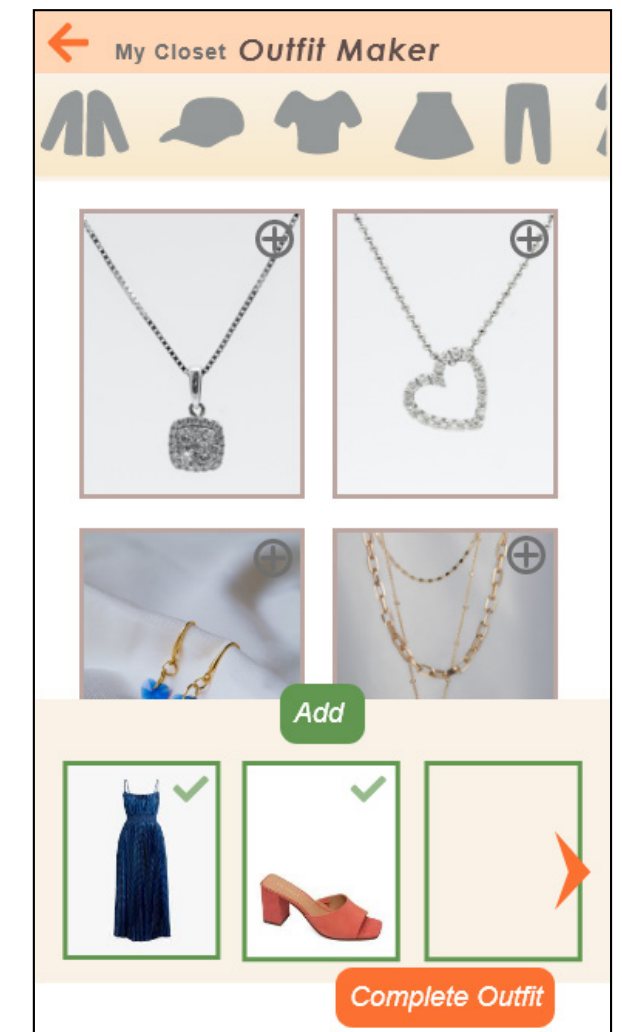
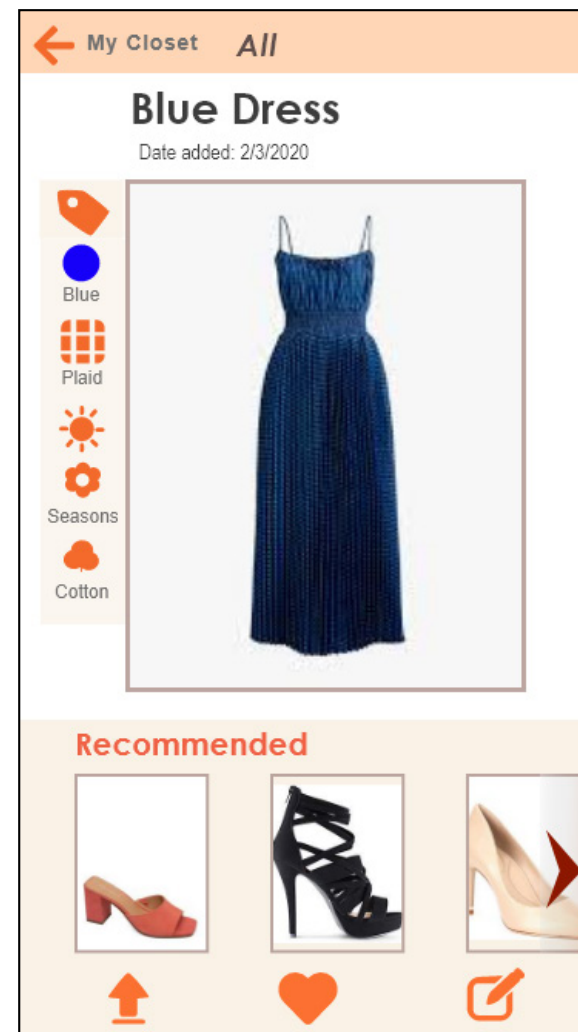
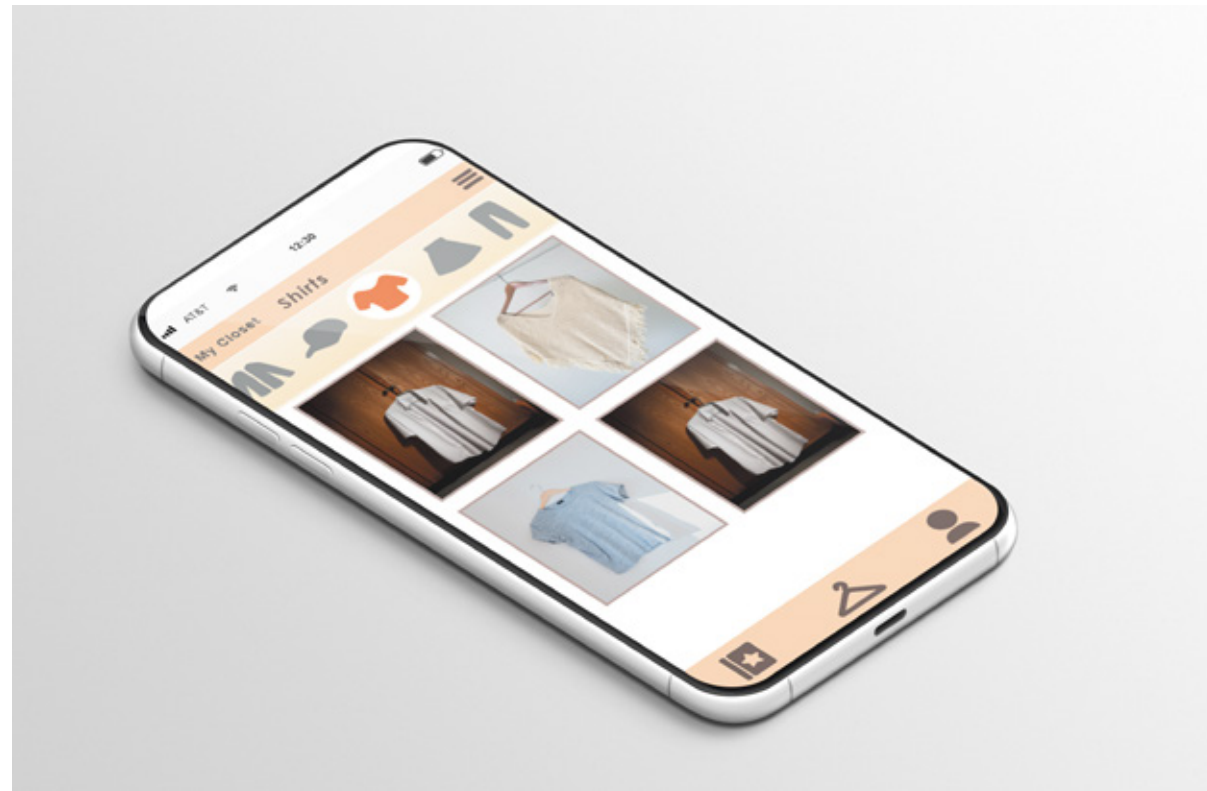
- Hard to share clothing items on app with those without app
- App being too much like instagram.



STYLE GO: App

'STYLE GO' is a fictional digital closet app. The app is designed to be simple and intuitive, with a easy to learn system. Other features included a tagging system, outfit combo recommendations, and color sensitivity settings.

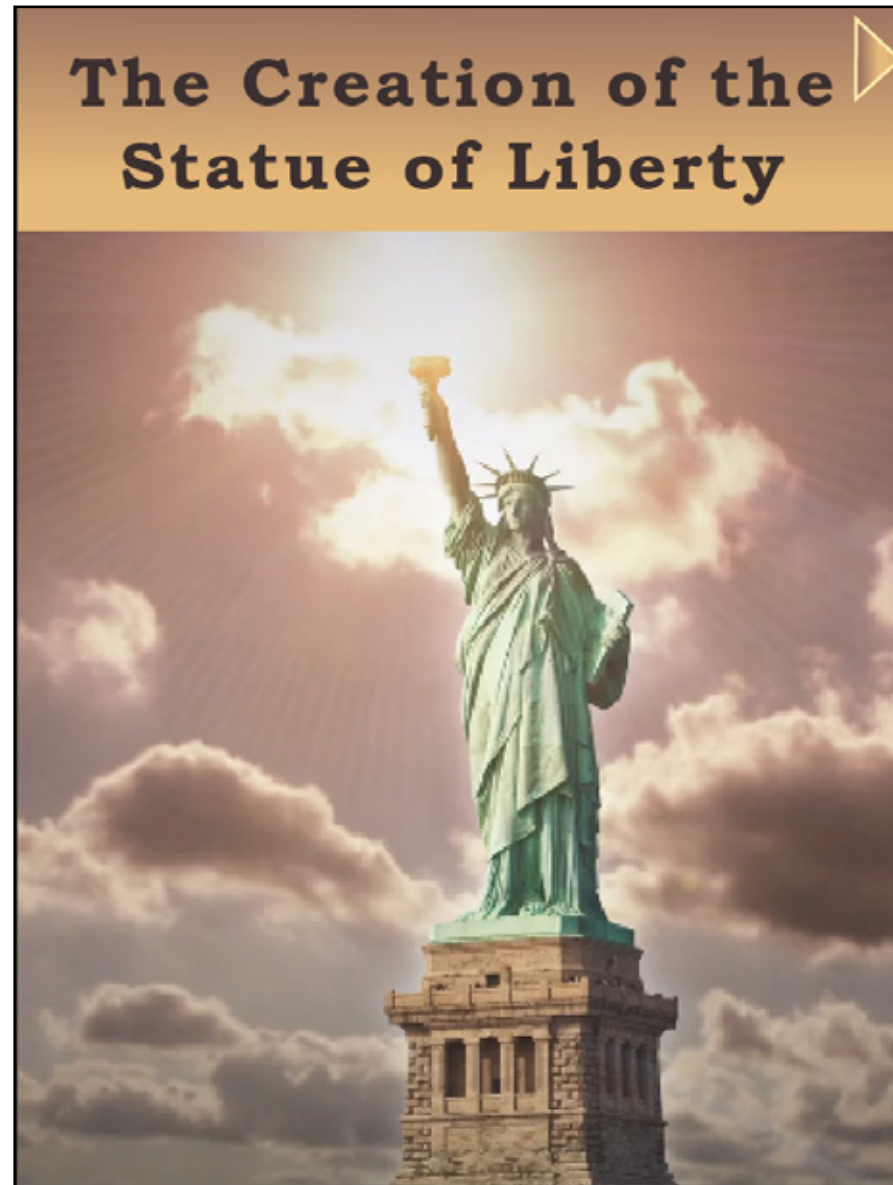
Web Design- App Design - Adobe XD



Interactive PDF: The Creation of the Statue of Liberty


'The Creation of the Statue of Liberty' is a Educational interactive PDF. Aimed at a general audience, the interactive PDF Includes fun simple animations and interactive elements. It features a mix of historical photographs and stylized illustrations. It can be viewed through the button bellow (made primarily to be viewed on desktop and tablets).

Web Design - Interactive PDF - 8.5 x 11 in




USA and Fundraising

It took the help of a many people to raise the money....



"...Keep, ancient lands, your storied pomp!" Cries she With silent lips. "Give me your tired, your poor, Your huddled masses yearning to breathe free, The wretched refuse of your teeming shore. Send these, the homeless, tempest-tost to me, I lift my lamp beside the golden door!"
-The New colossus

Emma Lazarus
An American poet who wrote the sonnet "The New Colossus" as a contribution for one of the many raffles raising money for pedestal. Lazarus eventually became so well known, that many years later, the sonnet was added as a plaque.



New York World

JOSEPH PULITZER

JOSEPH PULITZER, publisher of the New York World, a New York newspaper, announced a drive to raise \$100,000 for the statue. He pledged to pledged to print the name of every contributor, no matter how small the amount given.

This pledge captured the publics interest. From school classrooms, to veteran groups, everyone was raising money for the statue. With help of these donations, the pedestal was finally finished.

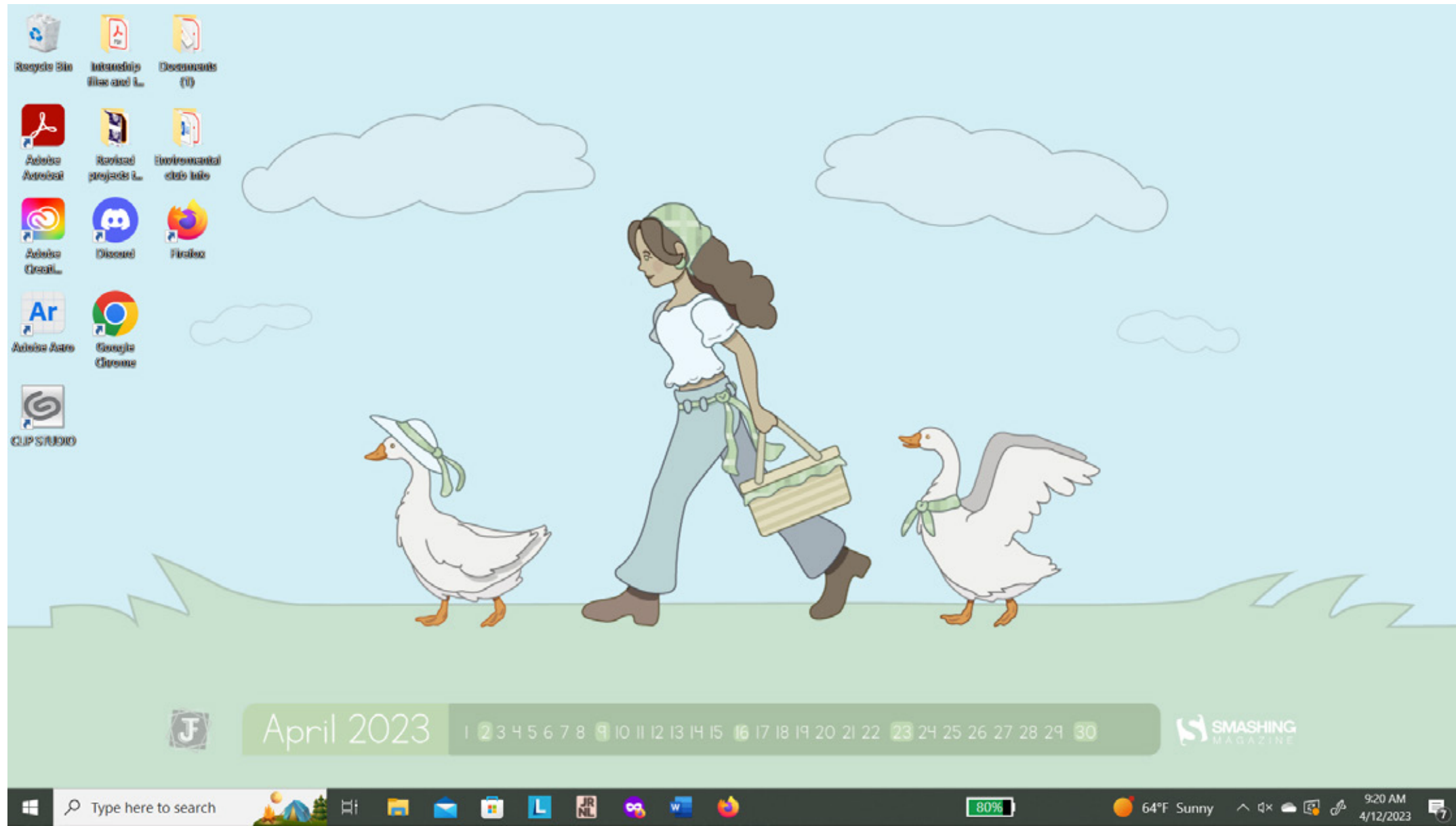
Construction: 1883-1886

Assembly

Step 2

Next, they took out the pieces. Despite being carefully packaged, some pieces had to be refashioned to fit correctly.





Goose Picnic Web Design - Wallpaper - Illustrator- Multiple Screen Sizes

Winning April 2023 desktop and phone wall paper. Created for Smashing magazine's April design competition. Wallpaper inspired by spring time, fashion and nature. It was featured alongside other winners as a free to download wall paper on smashingmagazine.com. Created in multiple different

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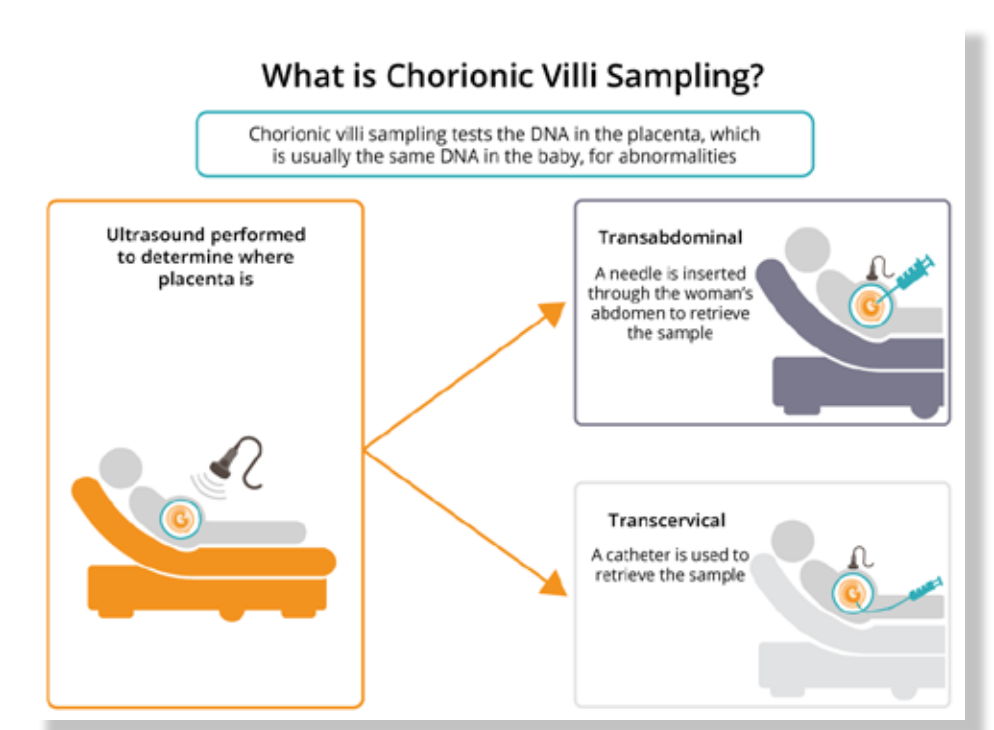
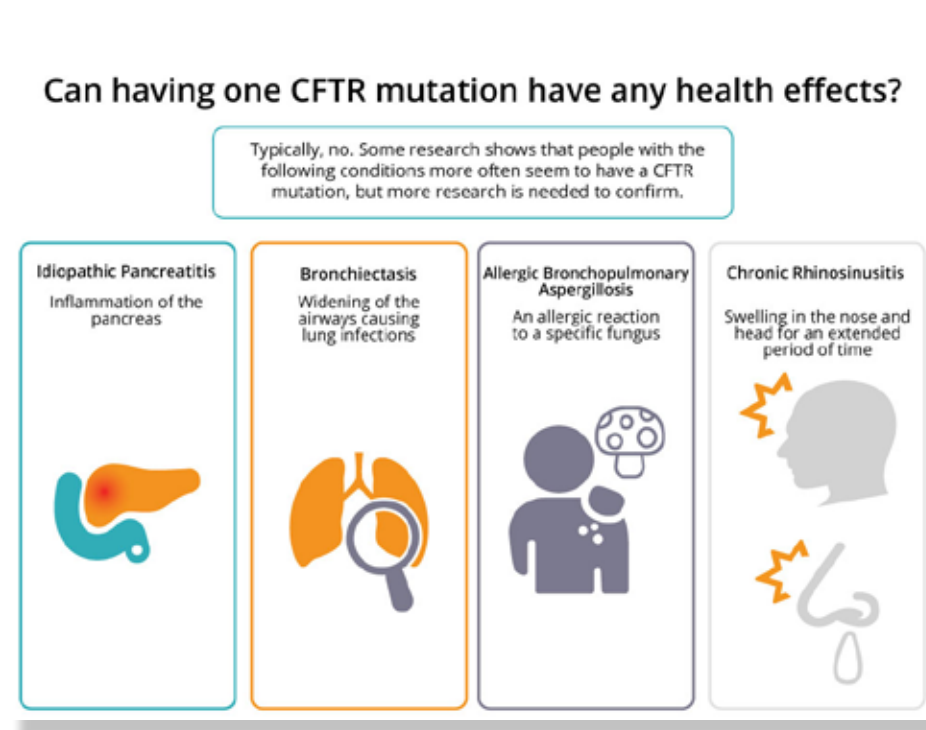
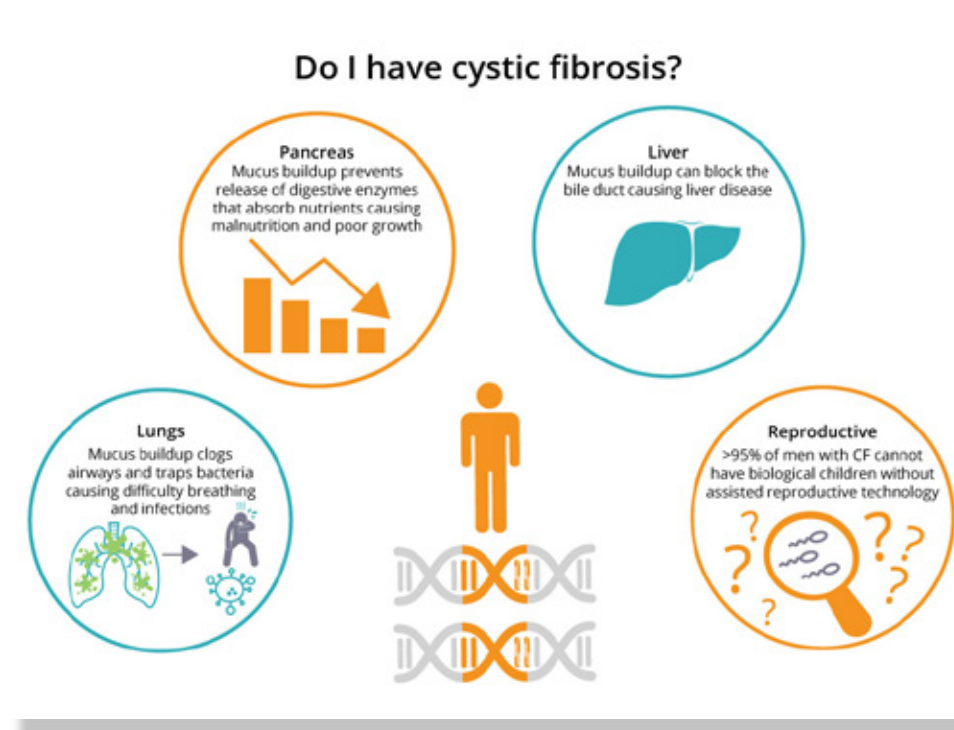


Work Experience

MJH Life Sciences: Medical Power Point Slides

Medical Slides for Client during internship at MJH Life Sciences . Over the summer of 2022, I worked as a intern at MJH Life Sciences. In part, some of the work MJH does is creating medical slides, based on instructions from various clients. I worked within the client's color guidelines, and both created and edited icons provided to me to best get across the information.

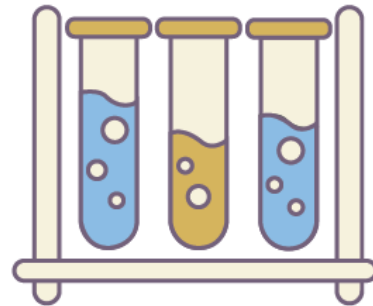
Work Experience - Digital - PDF Slides



MJH Life Sciences: Icon creation

Internship work at MJH Life Sciences. Icons were created for a Targeted Oncology Magazine article. I created this set of icons based on information given and the color palate of the brand.

Work Experience - Print - Published Magazine



In an interview with *Targeted Therapies in Oncology™* following the Twitter exchange, Hamid discussed key takeaways from the chat, including the ways he would treat the patient discussed in the case.

Targeted Therapies in Oncology™:
What did you think of those poll results? Do you agree with the overall response?

HAMID: I do agree with the overall response. [Although HHIs] make a lot of sense and they target the hedgehog pathway and mutations very well, what we found is a difficulty [tolerating them] for an extended period of time. Given the severe disfigurement, morbidity, and mortality of locally advanced or metastatic BCC, we've been forced to utilize these drugs. They come with significant [adverse] events [and] a frequent dose hold, and we've been throwing our hands up in the air. What you are seeing now is a therapy that makes sense. Basal cell carcinoma has the highest mutational burden of any solid tumor, and therefore, it indicates a high chance of response to immunotherapy—with immunotherapy showing greater duration of response and persistence than targeted therapy [with how familiar we are] with immunotherapy through PD-1 inhibitors and other solid tumors. It just makes sense.

How do you stratify basal cell carcinoma to determine treatment options?

I look at those patients who are at a high risk for recurrence and discuss with them clinical trials that are available. I should mention that there are adjuvant clinical trials. In basal cell carcinoma, there's one being run now by Regeneron for high-risk lesions, those with nodal involvement, perineural

involvement. And those [trials] will help us understand the role of adjuvant therapy. This is a paradigm that's being utilized in other solid tumors [for which] we've seen responses to immunotherapy, including renal cell carcinoma and melanoma. So it just makes sense. Those who have recurred multiple times post radiation and surgery are the [patients] that even if they're amenable to surgery are going to recur again. So those are [patients for whom] you would initiate an earlier systemic therapeutic option.

Considering that the patient we discussed has a high risk for recurrence, what would be some available treatment options?

[The] neoadjuvant approach has been looked at in clinical trials with hedgehog pathway inhibitors, and we've seen a high response rate in disease control. I think that's one way you think about decreasing the morbidity of surgery. So neoadjuvant approaches, whether they be with hedgehog pathway inhibitors or immunotherapy with checkpoint inhibitors, look to decrease the morbidity of a surgical procedure or radiation. They're completely indicated in places where surgery would be reformative. They're completely indicated in places where you don't think that you can give radiation or surgery; those are usually near the area of the eye where they may lead to difficulties with vision, etc. And they make sense in a scientific manner, which is to say that if I had a patient like this, I'd look for a clinical protocol where the disease is biopsied, treatment

is given, and the response is noted. And we can look through the pre- and post biopsies, blood, and look for predictive or prognostic markers that may help us be able to fashion bespoke therapies for our [patients with] locally advanced and metastatic [BCC].

Can you expand on the unmet needs in this space? What ongoing efforts are there to improve care for these patients?

We don't have a lot of information in regard to predictive markers. We don't have a lot of information in regard to prognostic markers. We don't have enough adjuvant and new adjuvant trials to help us. We've seen that these nonmelanoma skin cancers have high tumor mutational burden, [so my thought process for] basal and squamous cell carcinoma is the same—that they can be used for [combination] therapies to increase response rate and increase durability of response.

What would you consider the main takeaways of the tweet chat?

I think it's a great option to utilize a platform to bring these patients in. When we did the trials with HHIs, patients who had never seen a medical oncologist came out of the woodwork. These were patients who received significant disfiguring surgeries and radiation in a multitude fashion over and over again. They were getting [surgeries that disfigured them] or radiation was falling them, and they have now come into a pathway that has multidisciplinary care available for these patients. TT

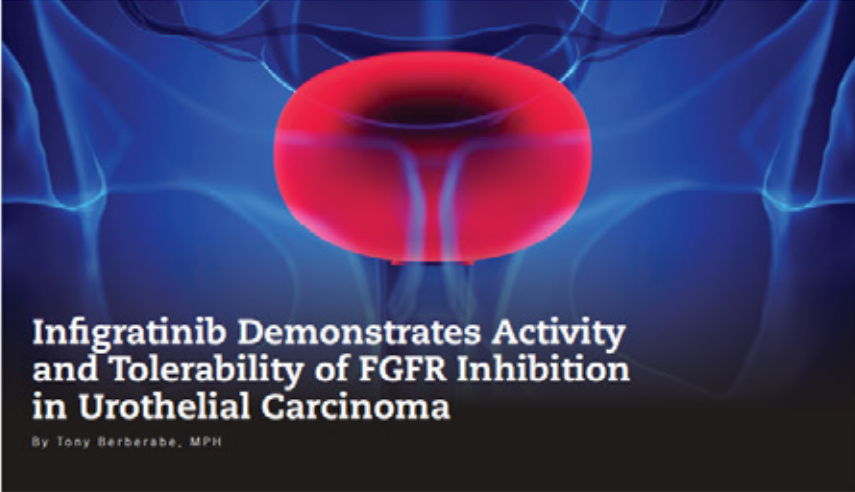
MJH Life Sciences: Magazine Layout

Magazine spread for Targeted Oncology Magazine. I worked on layouts for several different magazines under the MJH Life Sciences brand, each with their own brand styles. This is one of many spreads I made for Targeted Oncology Magazine. I worked within brand guidelines and found images that matched the articles subject, as well as retraced figures as needed.

Work Experience - Print - Published Magazine

UPPER TRACT UROTHELIAL CARCINOMA

CONFERENCE COVERAGE 2022 AUA ANNUAL MEETING




Infgratinib Demonstrates Activity and Tolerability of FGFR Inhibition in Urothelial Carcinoma

By Tony Berberabe, MPH

METASTATIC CASTRATION-RESISTANT PROSTATE CANCER

UPPER TRACT UROTHELIAL CARCINOMA

CONFERENCE COVERAGE 2022 AUA ANNUAL MEETING



PARP and AR Inhibitor Regimen Improve Efficacy in mCRPC

By Lisa Astor

METASTATIC CASTRATION-RESISTANT PROSTATE CANCER

INTERIM RESULTS FROM a biomarker-informed preoperative study of infgratinib (Bosutinib), an oral inhibitor of FGFR1-3, demonstrated substantial activity and tolerability in patients with localized upper tract urothelial carcinoma (UTUC), according to findings from a phase 1b trial (NCT04228042).

A total of 12 patients with *FGFR3* mutations were enrolled, with 11 patients deemed evaluable, according to investigators. Nine patients completed therapy, and 2 continued on treatment as of the data cutoff; however, 2 patients experienced toxicities that resulted in dose reductions, and 2 patients discontinued treatment. One patient discontinued treatment because of fatigue, and 1 patient discontinued because of liver injury. Four of 9 patients (44%) who completed therapy showed tumor reduction that ranged from 25% to 83%. From a clinical perspective, 2 patients who were scheduled to undergo nephroureterectomy were able to be treated through endoscopic management.

Sarena F. Matin, MD, the Monteleone Family Foundation Distinguished Professor with tenure in the Department of Urology at The University of Texas MD Anderson Cancer Center in Houston, presented findings during the 2022 American Urological Association Annual Meeting. Investigators reported that

all responders had *FGFR3* mutations and that most nonresponders had a prior history of bladder cancer, with 1 patient having a *FGFR3-TACC3* fusion. Four patients who were biomarker negative did not have a response.

Patients with low-grade or localized cisplatin-ineligible high-grade UTUC who were candidates for either ureteroscopic management or nephrectomy/ureterectomy were enrolled from May 2021 to February 2022. Eligibility requirements included having a glomerular filtration rate of 30 or greater, sufficient biopsy tissue that could be used for mutational analysis, and a tumor map for residual tumors after biopsy and ablation. Patients were ineligible if they had a primary malignancy within 3 years, uncontrolled bladder cancer, or impaired gastrointestinal function that affects the absorption of oral infgratinib.

Patients received 2 cycles of 125 mg oral infgratinib for 21 days of a 28-day cycle. After completing the second cycle, patients underwent tumor mapping based on ureteroscopic or nephrectomy/ureterectomy. The primary end point was tolerability, and the secondary end points were objective response based on tumor mapping, circulating cell-free DNA analysis, expression of markers, and *FGFR3* alteration type. Targeted sequencing was conducted using

a NovaSeq 6000 solid tumor panel accounting for 610 somatic alterations including 33 fusions.

Previously, infgratinib had demonstrated activity in patients with metastatic urothelial cancer (response rate, 25.4%), specifically in patients with metastatic UTUC (response rate, 50%).¹ A phase 2 expansion study that evaluates additional cycles of the agent is underway. **TT**

REFERENCES

1. Matin S, Astor L, Shah A, et al. Interim results from a phase 1b clinical trial evaluating tolerability and activity of FGFR inhibitor in localized upper tract urothelial carcinoma (UTUC). Presented at: 2022 American Urological Association Annual Meeting, May 13-16, 2022, New Orleans, LA. Accessed May 16, 2022. <https://doi.org/10.1093/ajcp/ajab010>
2. Dizon N, Rosenberg B, Hoffman-Cansino J, et al. Infgratinib in upper tract urothelial carcinoma vs urothelial carcinoma of the bladder and association with comprehensive genomic profiling/outcome. *J Clin Oncol*. 2019;37(11):1145-1150. doi:10.1200/JCO.2018.37.1145

For more urothelial carcinoma coverage including presentations made during the 2022 ASCO Annual Meeting and other published studies, visit [TARGETEDONC.COM/LINK/1834](https://targetedonc.com/links/1834)

NI RAPARIB (ZELULA) IN combination with abiraterone acetate (Zytiga) and prednisone showed signs of promising efficacy and a manageable safety profile among patients with metastatic castration-resistant prostate cancer (mCRPC) and homologous recombination repair (HRR) gene alterations who had progressed on prior treatment with an androgen receptor (AR)-targeted therapy, according to findings from the phase 2 QUEST trial (NCT03431350).¹

In results presented in a poster at the American Urological Association 2022 Annual Meeting, the triplet regimen resulted in a composite response in more than half of all patients (56.5%, 90% CI, 37.5%-74.2%).

The study authors, led by Kim N. Chi, MD, a senior research scientist at Vancouver Prostate Centre, a medical oncologist at BC Cancer in Vancouver, and a professor in the Department of Medicine at the University of British Columbia, explained in their study that they expected that targeting both the PARP and AR oncogenic pathway may enhance efficacy in mCRPC, and the QUEST trial is part of a larger program to investigate the combination.

The QUEST trial began in March 2018 and enrolled adult patients with mCRPC and HRR

gene alterations who received 1 line of therapy with a next-generation AR-targeted agent and an ECOG performance status of 0 or 1 (FIGURE). Patients were divided between 3 cohorts based on their HRR gene alterations: biallelic *BRCA1/2* alterations (n = 8), monoallelic *BRCA1/2* alterations (n = 9), and other monoallelic alterations (n = 6). All participants received all-oral 200 mg niraparib plus 1000 mg abiraterone acetate and 10 mg prednisone daily.

Composite response rate (CRR) and the severity of adverse events (AEs) were the primary end points of the trial, and secondary end points included objective response rate (ORR), circulating tumor cell (CTC) response rate, and radiographic progression-free survival (rPFS). CRR was defined as the quantity of patients with an objective response, overall CTC response, and/or prostate-specific antigen (PSA) decline of at least 50%.

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MJH Life Sciences: Online Article Advertisements

Web advertisements created during internship at MJH Life Sciences. I created a series of web advertisements based on PTCE online CE articles as a part of my internship. I worked within the establish guidelines on format and information to create new advertisements in a range of formats.

Work Experience - Web - Online advertisements



ONLINE CE ARTICLE
2.5 CREDITS

Advancements in Safe and Effective Treatment for **Bipolar I Disorder**

INCLUDES PATIENT COUNSELING VIDEO VIGNETTES AND A PHARMACIST ALL-STAR CHALLENGE POSTTEST.

This activity is supported by an educational grant from Alkermes.

PTce



Advancements in Safe and Effective Treatment for Bipolar I Disorder

INCLUDES PATIENT COUNSELING VIDEO VIGNETTES AND A PHARMACIST ALL-STAR CHALLENGE POSTTEST.

ONLINE CE ARTICLE
2.5 CREDITS

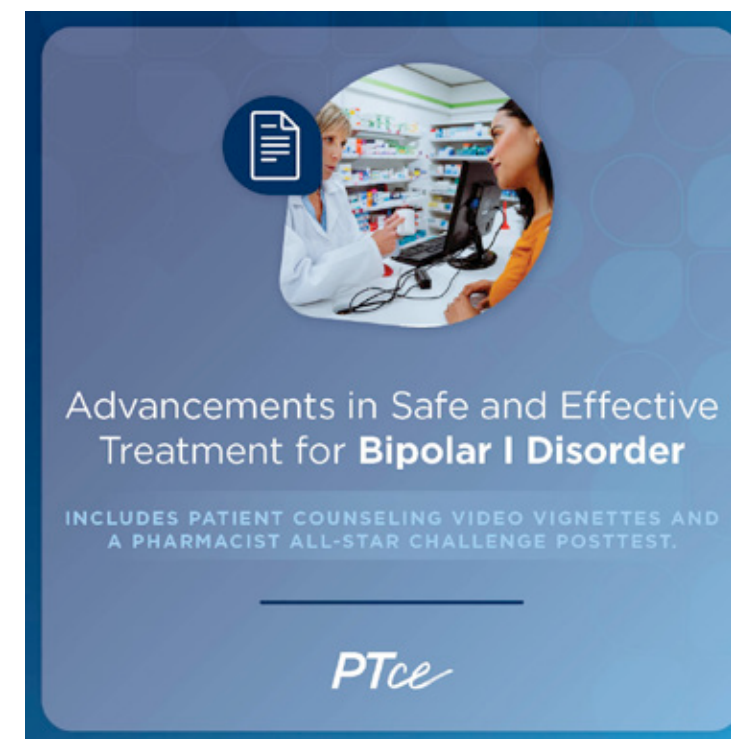
CLICK TO PARTICIPATE



ONLINE CE ARTICLE
2.5 CREDITS

Advancements in Safe and Effective Treatment for **Bipolar I Disorder**

INCLUDES PATIENT COUNSELING VIDEO VIGNETTES AND A PHARMACIST ALL-STAR CHALLENGE



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Advancements in Safe and Effective Treatment for **Bipolar I Disorder**

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Thank You!

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