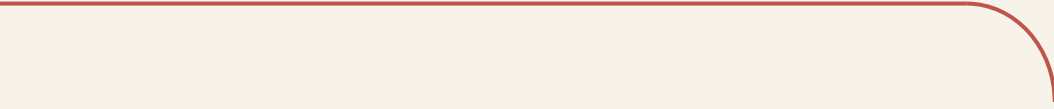




CCS Designers Pool

For Mentees & Mentors

Developed by Content & Creative Strategy
v. February 6, 2025



Content & Creative Strategy team (CCS)

As part of Corporate Communications, the CCS team has a unique, horizontal view across the enterprise.

We endeavor to help teams align their stories about the work they are doing with our company mission and brand standards whether it's with words, design or multimedia.

What is the Designers Pool?

The Designers Pool is a program consisting of a group of associates who are interested in learning design paired with Content and Creative Strategy Team (CCS) designers being their mentors.

We would utilize this pool of designers (mentees) for smaller projects, and we (design mentors) would art direct them throughout the entirety of the project, teaching them tips and tricks, design theory, and design software skills.

Benefits of being involved:

Gives the mentee a structured, supportive way to learn and apply new skills to take back to their teams

Enables the mentee to deliver polished, on-brand communication materials

With time and productivity at a premium, it's no surprise that business leaders want their teams to become more fluent in the art of visual communication. Amid information overload and with everyone on a team not necessarily in the same place or even the same time zone, visual communication can enable productivity, alignment and collaboration. (Source)

Current design mentors



Mounika Sues

- Trevecca grad
- Starbucks: Caramel Iced Coffee w Oatmilk
- Morning person
- Dogs = cats
- Favorite brand color(s):



Allie Johnston

- VCU grad
- Starbucks: Vanilla Sweet Cream Cold Brew
- Morning person
- Dogs > cats
- Favorite brand color(s):



Samantha Williams

- Mercyhurst University grad
- Starbucks: Matcha Latte
- Morning person
- Cats > dogs
- Favorite brand color(s):



Current design mentees



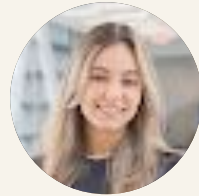
Mentee: Alyssa Tassi

Sr. HR Associate • HR Products and Data

Mentor: Mounika Sues

Areas of interest: Pulse, UX

[Portfolio: Coming soon](#)



Mentee: Emily Alexander

Sr. Project Manager • CI&I

Mentor: Allie Johnston

Areas of interest: Pulse, UX, Design principles

[Portfolio](#)



Mentee: Alex Stevens

Sr. Project Manager • ESM - TOH

Mentor: Sam Williams

Areas of interest: Pulse, Decks, Event branding

[Portfolio](#)

Mentor + Mentee

What does a **mentor:mentee engagement model** for **creative work** look like?

Steps for mentor + mentee pairing

- Determine candidate (criteria in choosing)
- Pair candidate mentee with a designer mentor
- kickoff meeting with mentee's manager to determine areas of interest and time commitment
- Determine appropriate 1st project based on mentee's software and skill level
- Set up regular meetings based on project deadlines

Mentor + mentee engagement

- Determine time commitment (ex: Quarterly to year-long commitment option or Weekly or bi-monthly pull ups)
- Measure success by delivering up to 2 projects
- Learn 1-2 areas of interest (Basic design principles, Capital One Brand, Illustration, Logos, Pulse, Deck strategy and design, Vessel & Email content best practices)
- [Mentorship resources](#)

Post program completion

Complete retro w/ mentee and manager for continued learning > determine new areas of learning > renewal of time commitment OR completed/roll off

Designers Pool Pilot

(Emily Alexander)

Here is an example of the work of a design mentee through the Designers Pool. Emily Alexander (mentee) dipped her toes in design work out of necessity for her team. She came onto the Designers Pool Q4 2024 with an interest in learning design. Allie Johnston mentored Emily Alexander through creating a user-friendly, on-brand (refresh) pulse site. Throughout this project, Emily was able to polish her pulse skills, UX, and familiarize herself with C1's Brand Refresh. Emily has renewed her time commitment to the Designers Pool for 2025 cycle.

