TODAY'S PROGRESS
WAS YESTERDAY'S PLAN

Who would build a great lodge without first making sure he had enough trees to finish it?

CODE NYC

Creative Design / Brand Strategy / Solution Building

CODE NYC®

BRAND EXCLUSIVELY

MEDIA KIT

CONTENTS
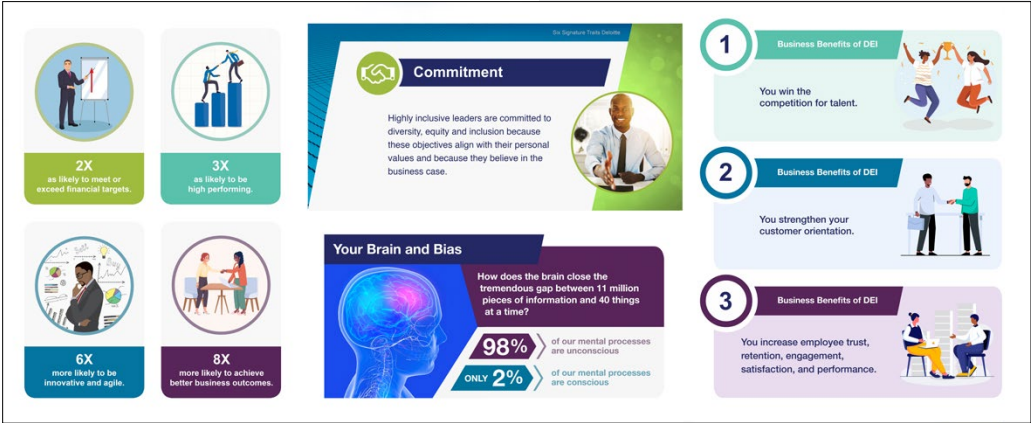
BCT PARTNERS, LLC
Video Presentation Graphics

AUGUST - 2023

SOTC NEWARK, NJ
Cole Media
Bar Chart Graphics

APRIL - 2023

CITY UNIVERSITY OF NEW YORK
Sub-contracted/Niles Advertising
Banner Design Layout

WHO WE ARE

CodeNYC®, LLC was established in 1994 out of a demand in the marketplace for original content, and has become a trusted resource in brand development for print and web based platforms.

The company offers creative design solutions for businesses that involves a combination of understanding the client's brand, its audience, and the goals they aim to achieve.

"As a solution builder, I enjoy problem-solving and finding innovative ways to address challenges hands-on."

NINA Y. COCHRAN | President
CodeNYC®, LLC

SPECIALIZE IN STRATEGY,
BRAND DEVELOPMENT,
AND VISUAL DESIGN.

CORE VALUES

SERVICES THAT CONNECT WITH PURPOSE

INTEGRITY

We place quality as high priority before quantity. Our focus is solution driven.

INNOVATION

We foster innovative ideas that create unforgettable experiences.

"There's more to birthing a vision... Transformation is taking place #inside-out #destiny #purpose" – **CodeNYC, LLC**

WHAT WE DELIVER

Projects are prioritized and built to meet targeted deadlines with focused attention to every detail. Setting the tone in developing a brand, we provide the concept, visual content and creative writing, that converts to the final product – e.g. advertisement, infographics, packaging, logo creation, website or whatsoever required for the task at hand.

BRAND IDENTITY

Developing the visual and verbal elements that communicate the essence of your brand, including logos, colors, typography, and brand voice.

PROMOTIONAL DESIGN

Brainstorm ideas for promotional campaigns that align with the brand's objectives. Includes designing visually appealing content for advertisements, social media posts, videos, infographics, etc.

PRINT DESIGN

Brochures, posters, signage, displays, labels, packaging and other print materials for offline promotion.

WEBSITE DEVELOPMENT

1. Create user-friendly and visually appealing websites that reflect the brand's identity and values. 2. UI/UX Design that enhances the overall user experience by designing intuitive interfaces and user flows.

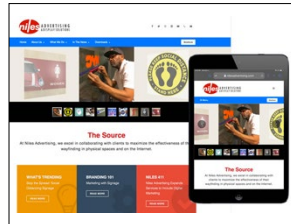*"What use are words without a vision?"* – **CodeNYC, LLC**
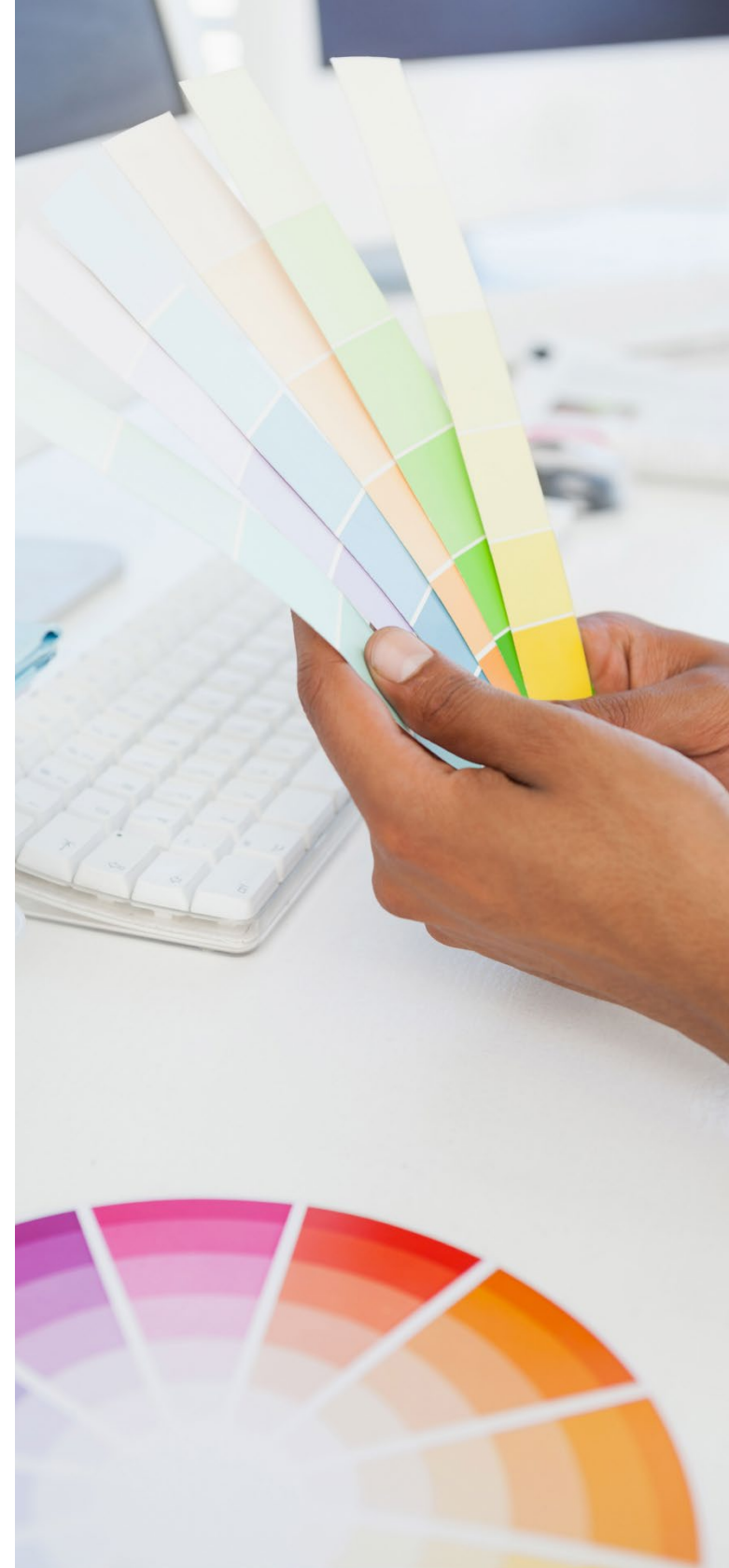
PRINT & WEB BASED SERVICES

We package brand solutions uniquely customized for each client to advertise their business.
Displayed below are some samples of our works.

01

02

03

04

05

06

07

08

09

10

01 / Our Mobility Future
02 / Niles Advertising
03 / Clarisel Media
04 / Slammin Red
05 / City University of New York

06 / Island Delicious
07 / Brain Institute of America
08 / Donald Byrd
09 / Actor Victor Cruz
10 / Xotics Haircare

Logo design
Website Design
Banner Design
Custom Art
Press Kit

TESTIMONIALS

We aim to provide excellent service. Read what satisfied customers are saying about CodeNYC, LLC and it's President. "The ultimate compliment are repeat clients." – Nina Y. Cochran

CONTACT US

📞 (917)806-7320

✉️ creative@codenyc.net
www.codenyc.net

"Nina provides excellent service and was able to help us build our website from the ground up. It has been a big change from us trying to do it ourselves with website templates and the response has been noticeable. She continues to aid us with any updates we require."

Jemon Council
PROJECT MANGER
JAJ Contract Furniture, Inc.

"We've worked with Nina for many years. She excels in her designs and really gifts the client their vision."

Shera McFarlin
VICE PRESIDENT
McFarlin Design

"We are currently outsourcing our branding and outreach campaign to CodeNYC, LLC. The design initiatives inspired by the founder of CodeNYC, LLC, uniquely captures the initiatives developed by the Institute. We will continue to work with CodeNYC, LLC as we expand the Institute to develop unique logos, favicons, and branding initiatives for both digital and print media."

Brian D. Adams, PhD
PRESIDENT/CEO
Brain Institute of America

EXPERIENCE

Nina Y. Cochran

Provide strong and clear vision for clients looking to establish an identity and communicate company message to broad audiences. Expertly facilitate all areas of production from graphic design to final output.

Skilled and highly trained print media professional with 32+ years of experience and proven ability to provide print and digital designs within dynamic and fast-paced environments.

BACKGROUND

Effective in creating successful branding and marketing tools for various industries, executing design through layout, custom art, digital media, and logo/web development.

Develop advertising for digital and print; including websites, signage, banner ads, and print collateral.

PRESIDENT/CEO
CodeNYC, LLC

1994 - Present

Delivered highly successful production elements for several worldwide-recognized companies including Hilton, Proctor & Gamble, Dolce and Gabbana, Gucci, H&M, Reebok, and Pernod Ricard. Laid out designs for Anthem Blue Cross Blue Shield ensuring that client's standards and guidelines were appropriately followed.

PRODUCTION ARTIST
TAG WORLDWIDE INC.

2013 - 2016

Anchored as a trusted graphic designer and prepress production specialist, producing packaging media for Sony Music Entertainment. Partnered with Art Directors and Production Managers in communicating through editing process and transmittals of final products to customer. Contributed design and technical expertise throughout.

PREMEDIA GRAPHIC ARTIST
SONY MUSIC ENTERTAINMENT
RR Donnelley/Vertis Inc.

2004 - 2010

REFERENCE

/ www.linkedin.com/in/nina-cochran-9179446

HELP
BUILD
BRANDS

PRODUCTION

CodeNYC takes personal interest in unifying businesses to obtain access to relevant services that help them successfully reach their ideal market.

For example, we're currently producing several logo brands, custom design work and press-ready art for Kingdom Tribe apparel (shown at right). The company owned by Alex Gonzales and Frances Hernandez, plan to officially launch their apparel line this coming Spring/2024.

Our partnering relationships include a network of printers, distributors, communications media, photo imaging resources, copy editors and the likes.
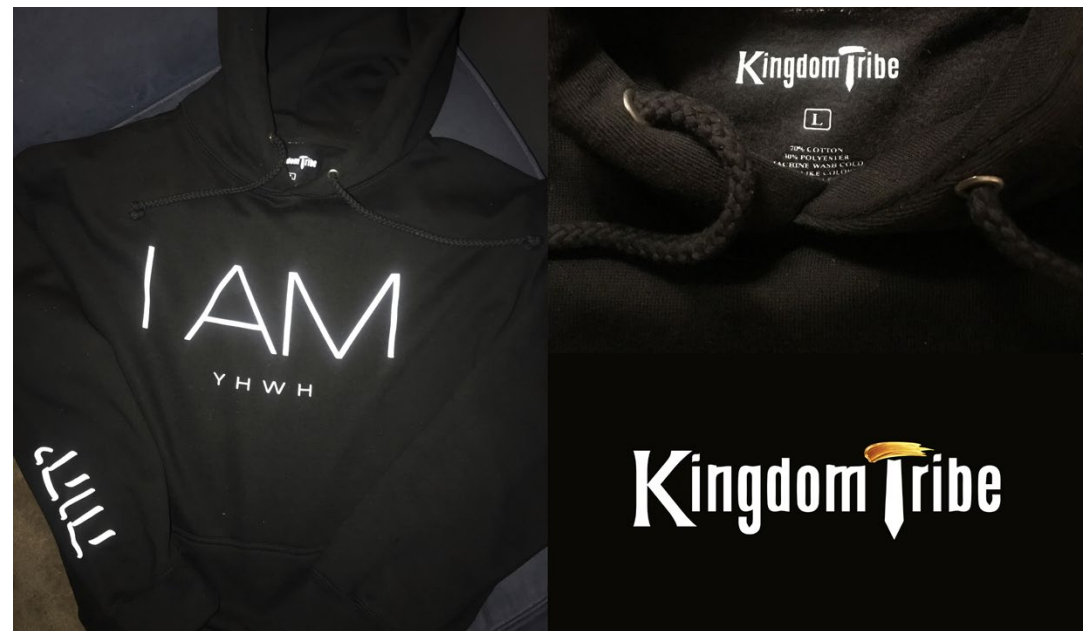
COLLABORATIVE VENTURES

Signage Distributor

Apparel Graphics

Entertainment Media

Print Production

GOING AHEAD

CodeNYC's future projections is to continue creating collaborative business ventures, while generating skilled jobs that will help boost and revitalize the community.

"The Best is Yet to Come..."

CODE NYC®

BRAND EXCLUSIVELY