

# JC Ospino

## Senior Creative Strategist / Project Lead

JC possesses over 20 years of international marketing and design experience, gained through his tenure at prestigious advertising agencies in Vancouver. Throughout his career, he has developed a diverse skill set, ranging from brand management to creative design, with a strong emphasis on strategic marketing communication and implementation. JC has successfully managed graphics operations, web development, and online marketing programs. He brings extensive expertise in printing, trade show environments, usability analysis, and user interface design.

In addition to his broad skill set, JC has excelled as an experienced project manager and team leader. He has been responsible for training and overseeing both internal and external agile teams. Since 2005, JC has served as the Senior Creative Strategist for Global Co-branding initiatives at Ashoka, showcasing his ability to drive creative strategies for international partnerships. Furthermore, since 2018, he has been a trusted Senior Creative Consultant to the World Bank, providing valuable insights and guidance in the marketing domain.





# clients

THAT CAN SPEAK FOR US





We

# build brands and customer experiences that are valuable to people

we understand the process to communicate brands  
through creative and differentiated experiences from  
place to place, need to need, screen to screen

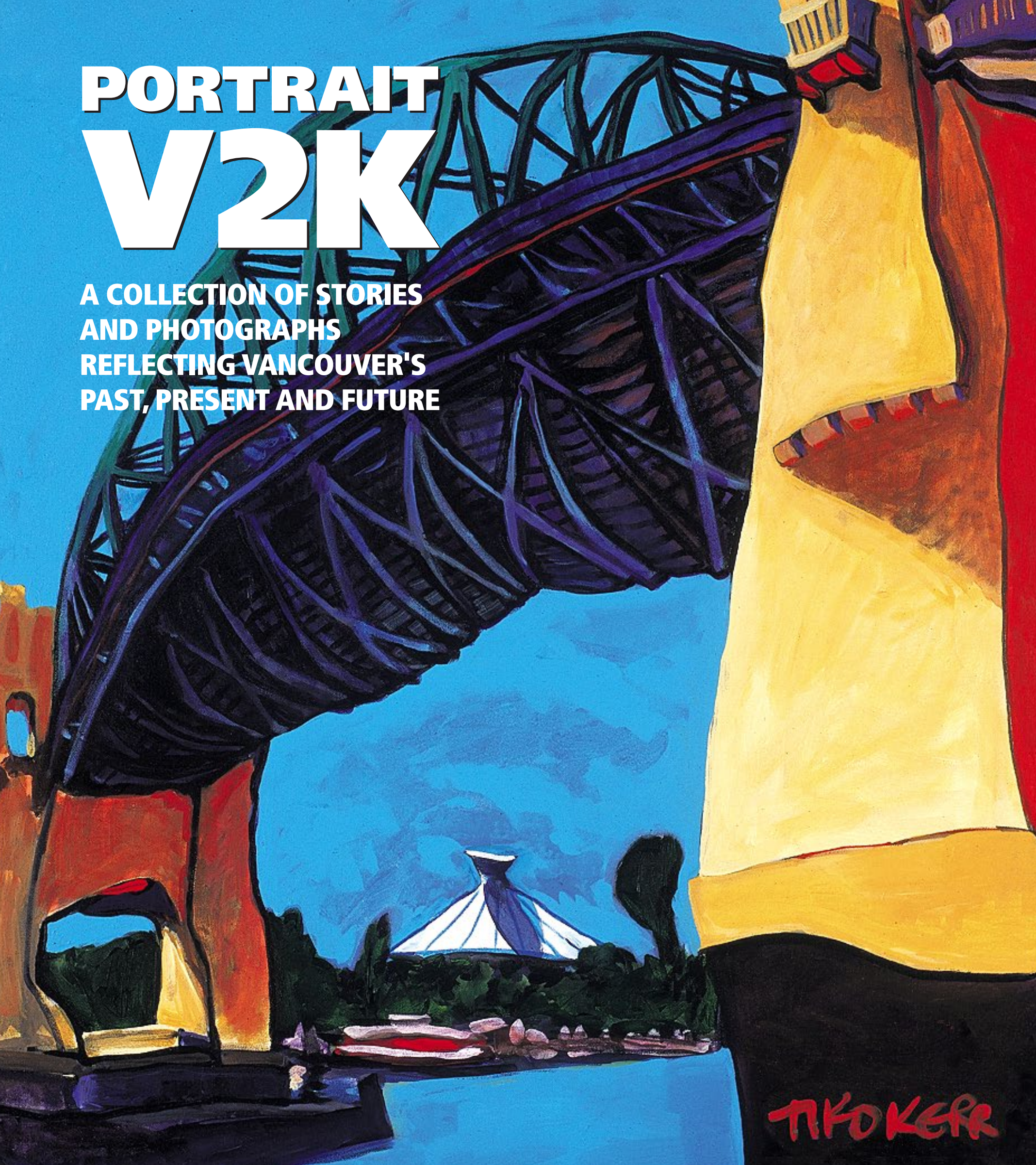


- Business Model Strategy
- Positioning
- Naming Strategy
- Brand Strategy & Development



# PORTRAIT V2K

A COLLECTION OF STORIES  
AND PHOTOGRAPHS  
REFLECTING VANCOUVER'S  
PAST, PRESENT AND FUTURE



The City of Vancouver  
Millennium Project

- Positioning
- Naming Strategy
- Brand Strategy & Development
- Collateral Design
- Print Advertising Design
- Signage and Public Displays

**Client:** City of Vancouver  
**Contact:** Barbara Constantine  
**Launch Date:** January 1999

The “**Portrait V2K**”, was a community focused event celebrating the millennium. We planned, developed, produced and coordinated a one year campaign which included DM, Mobile Advertising, Movie theatre advertising, banners, and electronic presentations to promote participation in this turn of the century project that presented memories and experiences of Vancouver and its residents from 1900 – 2000.







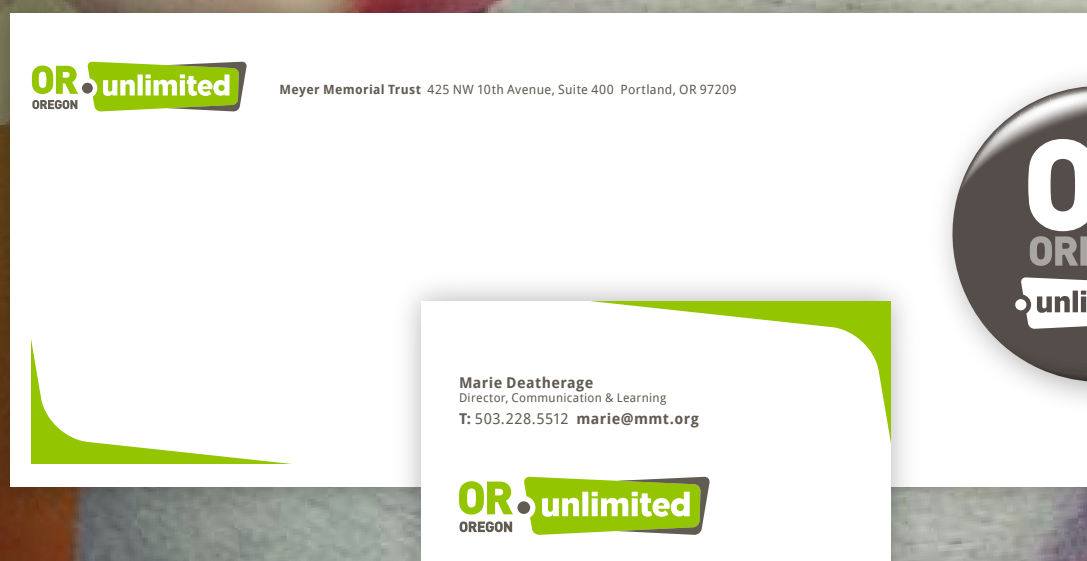
- Brand Strategy & Development
- Positioning
- Collateral Design
- Merchandise

“

JC and his team jumped in with both feet, challenged my thinking in ways that improved the end result and delivered gracefully on a challenging timeline. The project was better for having them as part of the team.”



**Jensie Miksich**  
[jmiksich@contextpartners.com](mailto:jmiksich@contextpartners.com)  
Marketing & Creative Director  
Context Partners  
Portland, OR





- Positioning
- Brand Strategy & Development
- Collateral Design
- Print Advertising Design
- Signage and Public Displays

**Client:** Selkirk College / **Contact:** Delyse Sylvester

**Launch Date:** September 2005

“

Following a competitive tender JC and team were selected to work with us on the identity creation of Selkirk College as we had the need to amalgamate our campuses in Nelson, Castlegar, Trail, Nakusp, Grand Forks and Kaslo and position Selkirk college as the leader in education for the West Kootenay and Boundary regions of British Columbia.

We chose JC to rebrand the college because of both his strategic abilities and acumen and his excellent reputation for design and branding. His creative mastermind exceeded our expectations, helping us to successfully integrate all campuses into the Selkirk College brand umbrella and designed all our major communications collateral on time and within the agreed budget.

We are delighted to say that our brand identity has and continues to aid Selkirk College. The impact has been great and we would have no hesitations in recommending JC and team.”



**Delyse Sylvester**

[delyse@social-currents.com](mailto:delyse@social-currents.com)

Marketing Director  
Selkirk College (1996 – 2004)

Selkirk  College



Our Renewed Vision to 2011

SELKIRK AT THE CONFLUENCE

[www.selkirk.ca](http://www.selkirk.ca)



Economic Architecture

Project

- Positioning / Target Messaging
- Online Strategy
- Web development
- Online Competition Development
- Social Media Campaign

**Client:** Economic Architecture – Brookings Institute / **Contact:** Stuart Yasgur

**Launch Date:** October 2021

Economic Architecture

Project

“**1 of 4**  
people get qualified  
for subsidized housing.”

**Audra Wilson**

President & CEO of the  
Shriver Center on Poverty Law

Economic Architecture

Project

**Do you have  
an innovation**  
addressing  
structural  
racism in the  
**housing market?**

Economic Architecture

Project

background

about us

events

CHALLENGE



# Valuing Homes in Black Communities

Advancing a new generation of innovations to  
address structural racism in the housing market.

## It is time for change.

### It is time for innovative solutions.

Over 3.2 million owner-occupied homes in  
Black-majority neighborhoods across America  
have been collectively devalued by \$156 billion.

Brookings have launched a Collaborative  
Innovation Challenge with a \$1M prize fund to  
support the most promising structural  
innovators addressing structural racism in the  
US housing market.

Are you an innovator committed to racial equity in the housing  
market? Take part in our challenge and join a network of movers  
that can revolutionize the value of homes in Black communities.

### The Problem

We started with a deep exploration of the  
current realities facing Black-majority  
communities.

RELATED TOPICS →

### The Mapping

Next, we mapped the landscape of current  
innovators breaking new ground in the  
housing market.

INNOVATORS' MAP →

# JOIN our challenge

apply by January 13, 2022

Stay current, sign up for latest news and updates

Your Name

Your Last Name

Please enter your email

SUBSCRIBE



Economic Architecture

Project

Economic Architecture

Project

**3.2**  
**million**

**owner-occupied homes**

Economic Architecture

Project



**have been collectively devalued by**

Economic Architecture

Project

**\$156** **billion**

**in Black-majority neighborhoods**

Economic Architecture

Project

**it is time for**  
**change!**

Economic Architecture

Project

**The Valuing Homes in  
Black Communities  
Challenge is launching on**

**09.28.2021**

Economic Architecture

Project

**time for**  
**change!**

**The Valuing Homes in  
Black Communities  
Challenge is launching on**

**09.28.2021**







- Creativet Messaging
- Online Strategy
- Web development
- ADA compliance implementation
- Social Media Outreach Campaign

**Client:** Social Currents – Disability Without Poverty / **Contact:** Rebecca Pauls  
**Launch Date:** June 2022

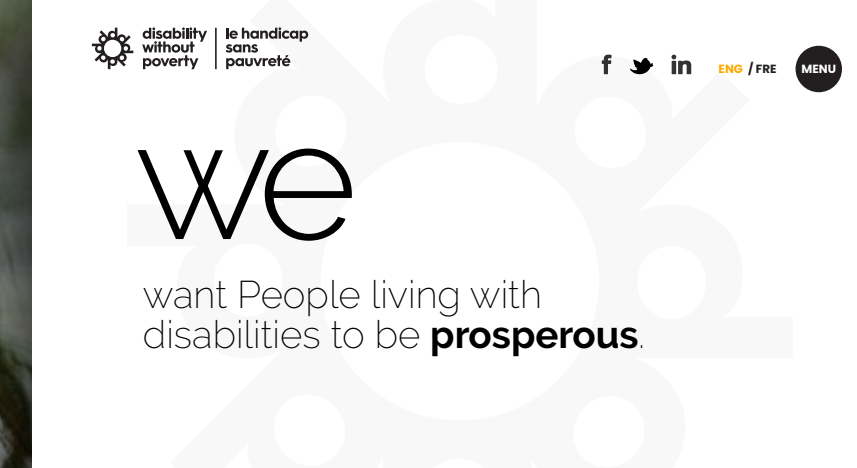
“

We are deeply touched and humbled by your incredibly generous commitment and support to us and the Disability Without Poverty Movement. There is no way that we could have done this without you.

Ending poverty for people with disabilities is going to take all of us – and the whole Social Currents crew has given us a beautiful and accessible way to share our hearts, ideas and passion for the work to connect with other people.”



**Rebecca Pauls**  
Disability Without Poverty Initiative







- Concept Creation / Visuals
- Creativet Messaging
- Design and Layout
- Infographics Designs
- ADA compliance implementation





# supporting children with disabilities through the inclusive education initiative

PROGRESS REPORT / July 2021 to June 2022

Multi-Donor Trust Fund No. TF073248

Picture Courtesy: World Bank



INCLUSIVE EDUCATION  
INITIATIVE



# Including Women and Girls with Disabilities in World Bank Operations

**Toolkit** | March 2023



THE ROLE OF TRANSPORT  
IN **SUPPORTING WOMEN  
TO EXERCISE THEIR RIGHTS**  
TO WORK, HEALTH AND  
EDUCATION

ANALYTICAL NOTE

ending learning poverty:

what will  
it take?







Disability-  
Inclusive Citizen  
Engagement

TECH-  
NICAL  
NOTE

CITIZEN ENGAGEMENT  
and SOCIAL ACCOUNTABILITY  
GLOBAL SOLUTIONS GROUP

**NO DATA,  
STORY**  
Indigenous Peoples in the Philippines







# GLOBAL PARTNERS **FORUM** 2019

SOCIAL ACCOUNTABILITY AND THE CHALLENGE *of inclusion*

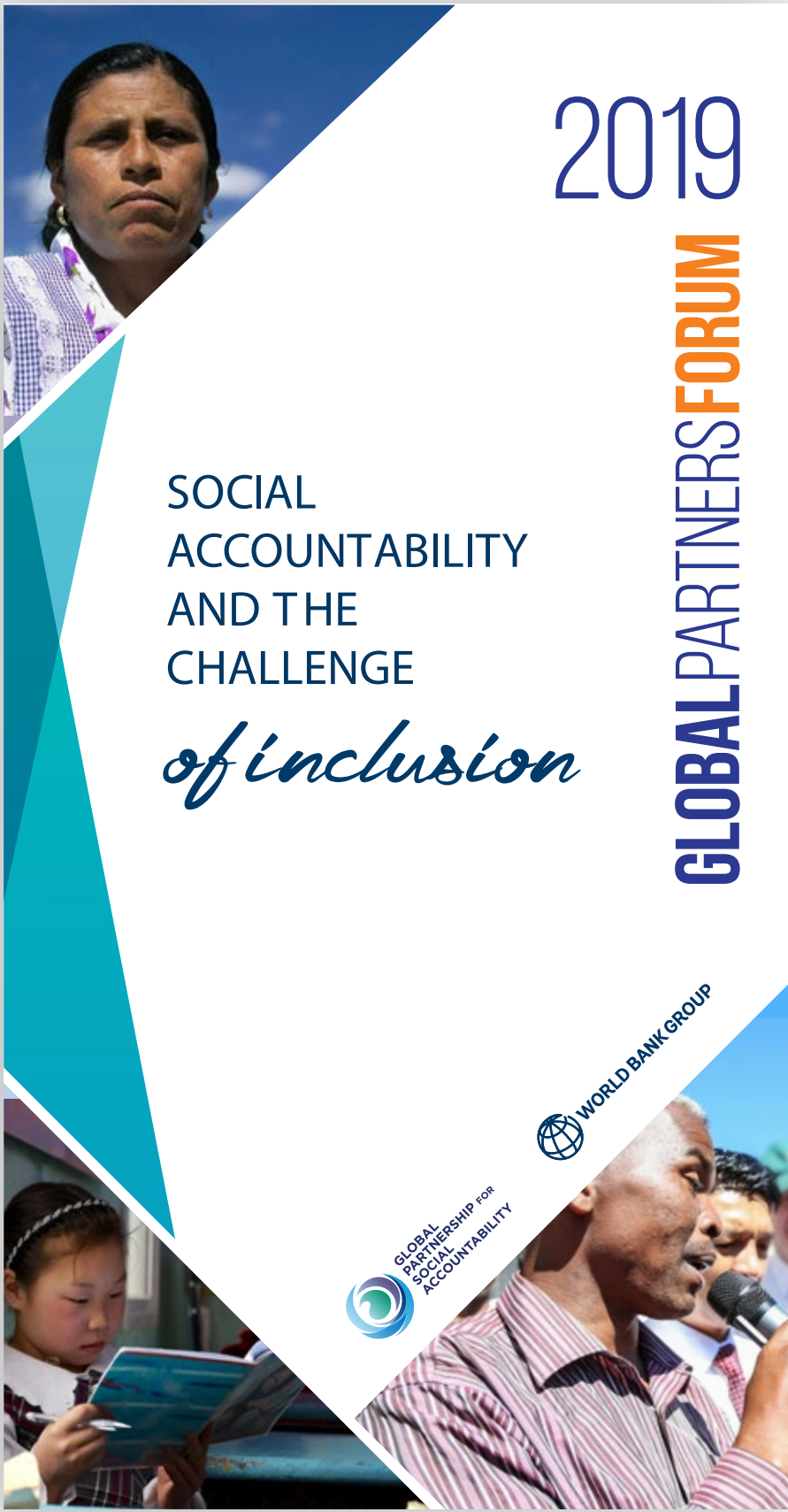
IN PARTNERSHIP WITH:

**OPEN SOCIETY  
FOUNDATIONS**

**HUMAN RIGHTS  
AND  
DEVELOPMENT**  
TRUST FUND











#### who we are

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#### grant making

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#### learn & connect

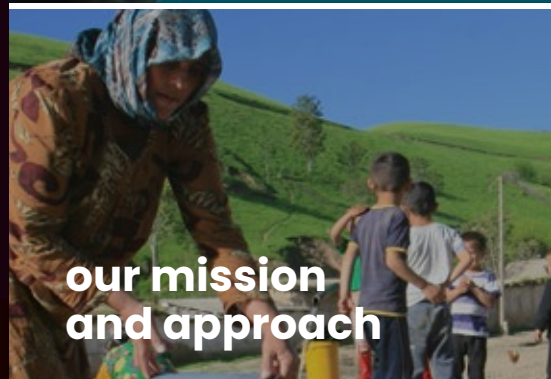
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# social accountability

The GPSA supports a new generation of collaborative social accountability efforts.



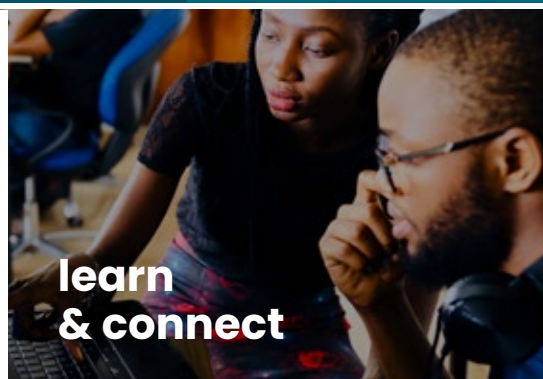
PLAY VIDEO



#### our mission and approach



#### grant making



#### learn & connect

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## 2021 GLOBAL PARTNERS FORUM

### 7th GPSA Global Partners Forum

This year's Forum will focus on the role of social accountability in COVID-19 response and recovery, ensuring accountability of COVID-19 funds and strengthening health systems. Join 300+ practitioners to discuss the role Civil Society Organizations can play.

VISIT THE GPF SITE



#### who we are

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#### grant making

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#### learn & connect

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### grant selection process

Grant Making / Grant Selection Process

### calls for proposals

## The GPSA announces six new projects from its fourth global call for proposals!

The Project Proposal Papers (PPPs) are available for a public commenting period.

[VIEW THEM NOW](#)

**The GPSA supports grantees by investing in their capacity building and providing implementation support,** to ensure effective and sustainable implementation and uptake beyond the life of the grant.

Through facilitation and brokering, the GPSA promotes meaningful engagement between government counterparts, World Bank Task Team Leaders and CSOs for joint problem solving. With GPSA and World Bank support, CSOs have improved capacity to engage meaningfully and collaboratively in policy making and implementation to strengthen social risk management and close service gaps for vulnerable populations.

**The GPSA provides technical support to grantee CSOs in the following way:**

- Technical assistance for strategic & adaptive project management to respond to changing contexts, challenges and opportunities and learning from experience.
- Scaling up GPSA projects' social accountability models. We increased our engagement with projects selected in the Fourth Call for Proposals to identify the most promising pathways to scale.
- Technical assistance to build coalitions for reform.
- Supporting media engagement in social accountability processes.
- Monitoring & Evaluation for improved project strategies and impact, including ongoing independent evaluations of closing projects.

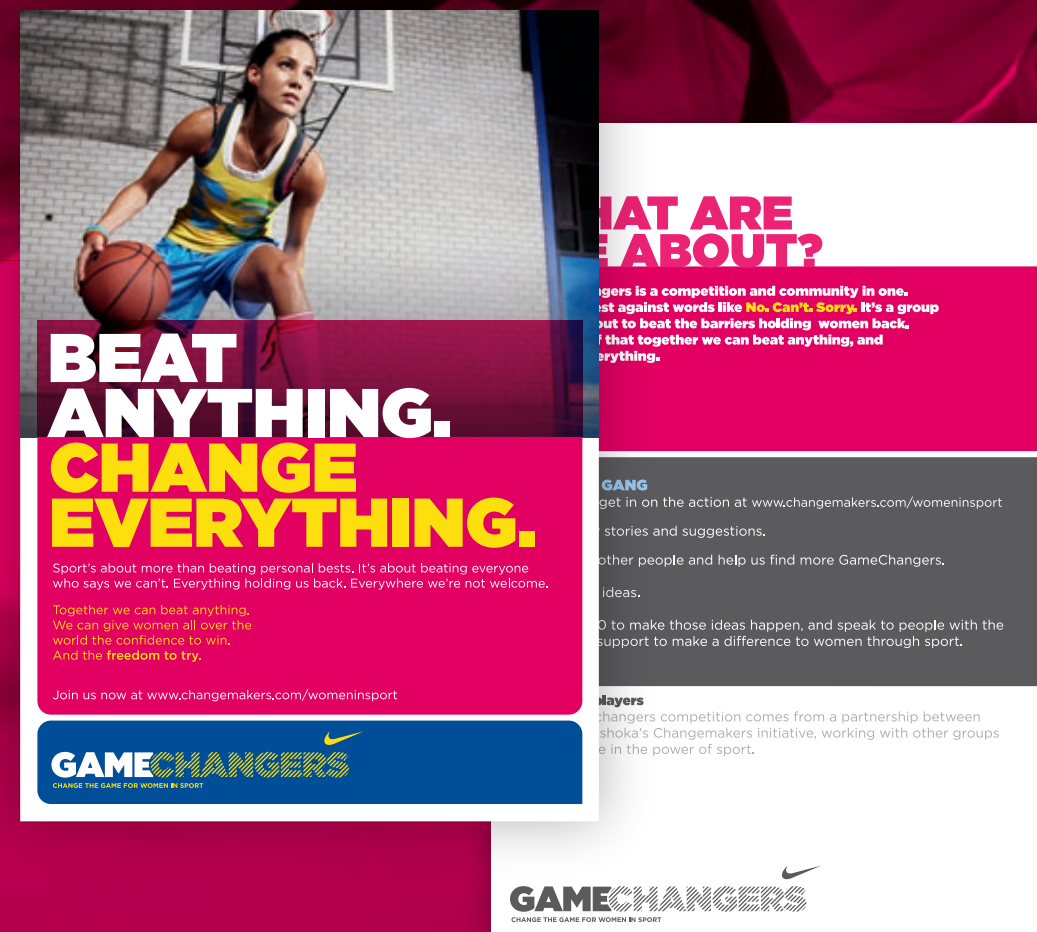




# BEAT ANYTHING. CHANGE EVERYTHING.

Sport's about more than beating personal bests. It's about beating everyone who says we can't. Everything holding us back. Everywhere we're not welcome.

Together we can beat anything.  
We can give women all over the  
world the confidence to win.  
And the **freedom to try.**



- Naming Strategy
- Co-brand Development
- Collateral Design
- Print Advertising Design
- Signage and Public Displays

**Client:** Ashoka + Nike  
**Contact:** Kris Herbst  
**Launch Date:** April 2010  
**Budget:** \$15,000

Join us now at [www.changemakers.com/womeninsport](http://www.changemakers.com/womeninsport)





# End poverty.

Less than one percent of what the world spent every year on weapons was needed to put every child into school by the year 2000—yet it didn't happen.

LET'S GET STARTED



**Innovations for health**  
Solutions that cross borders



**Citizen media**  
A global innovation competition

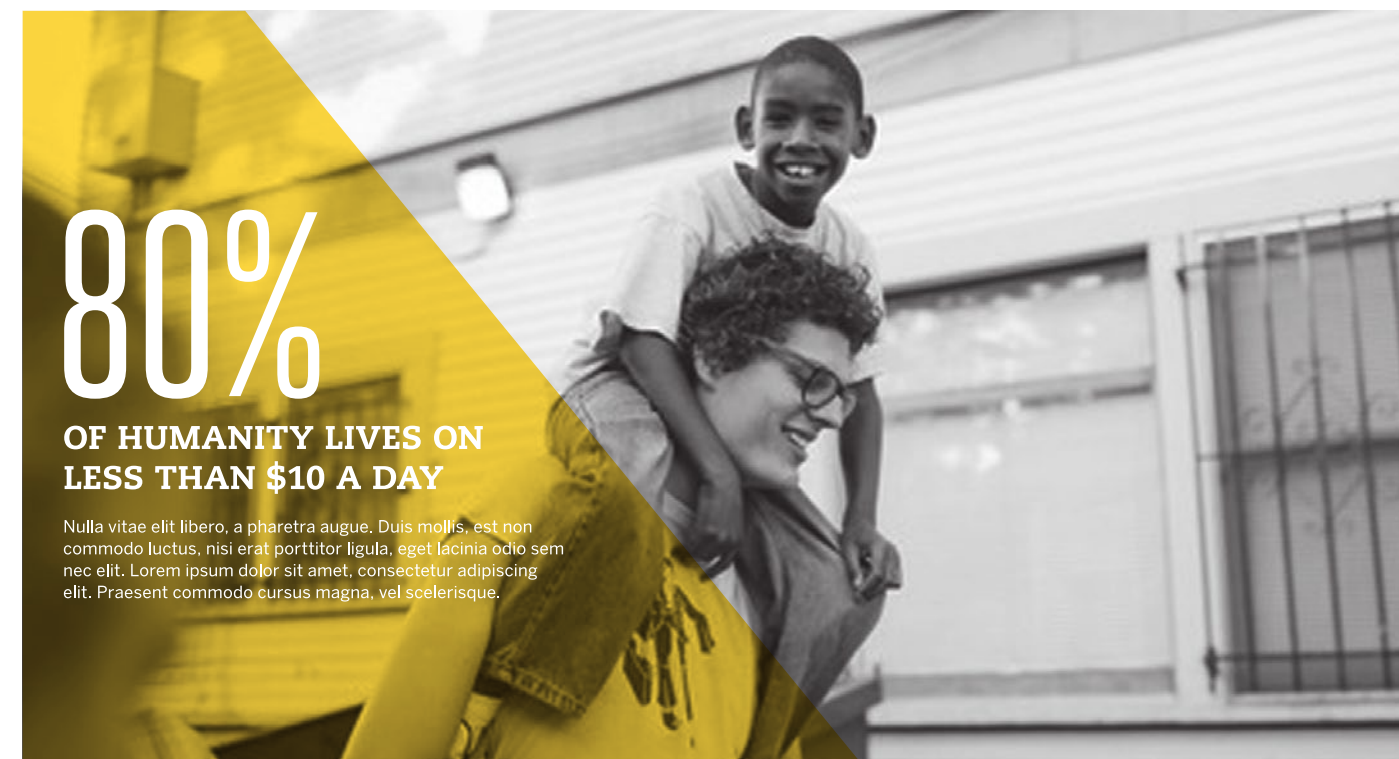


**Economic opportunity**  
Create a world that works

## innovation



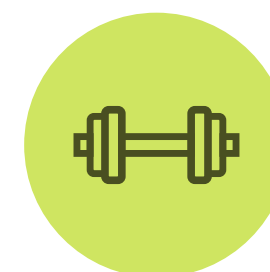
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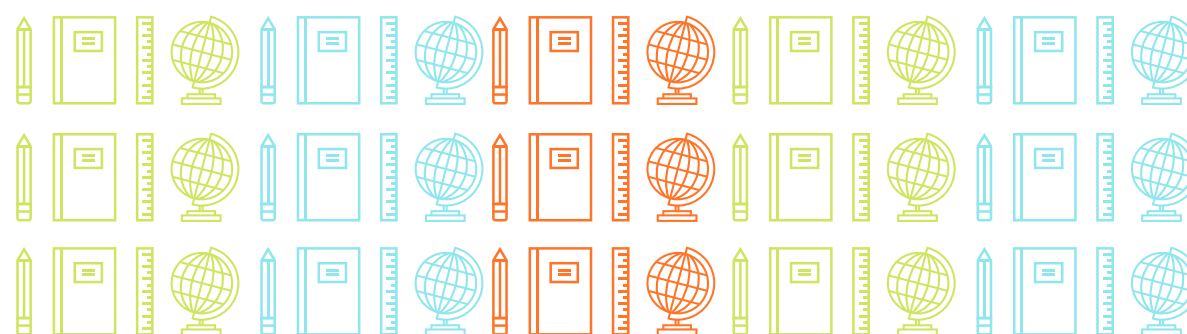
# 80%

OF HUMANITY LIVES ON  
LESS THAN \$10 A DAY

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**Gamechangers**  
Changing lives through football



# 10,000

**KIDS RECEIVED  
SCHOOL SUPPLIES**

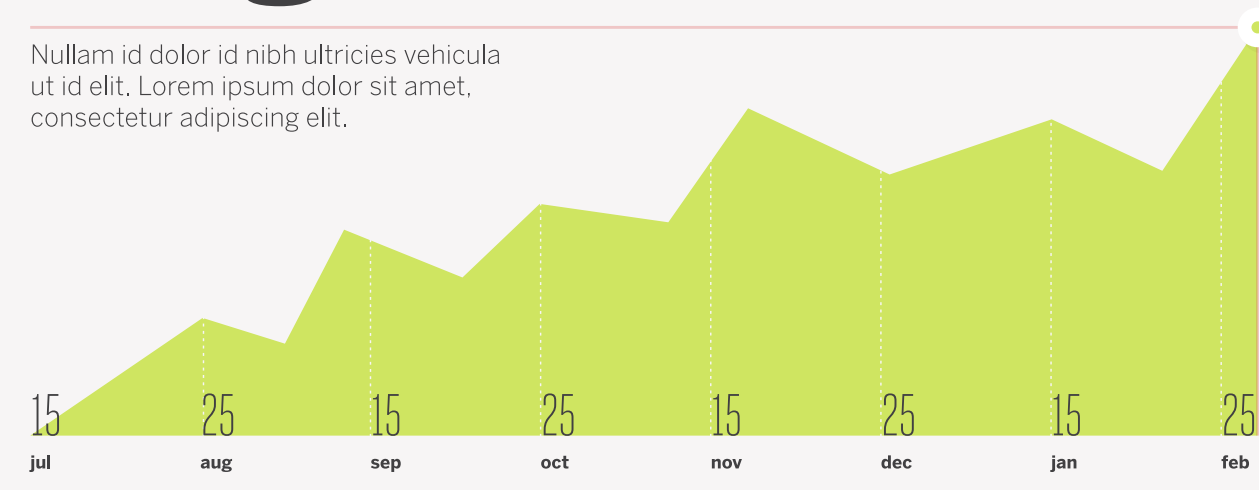
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changemakers

## Progress

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DATE FEB 10, 2012  
AVERAGE \$85,641





FULL ECONOMIC CITIZENSHIP



Valeria Budinich,  
Chief Entrepreneur  
Full Economic  
Citizenship

// FULL ECONOMIC CITIZENSHIP (FEC) PROVIDES EVERY CITIZEN THE OPPORTUNITY TO EXERCISE HIS OR HER ECONOMIC, SOCIAL AND CULTURAL RIGHTS. TO ACHIEVE FEC, A CITIZEN MUST HAVE ACCESS TO THE ESSENTIAL PRODUCTS AND SERVICES REQUIRED TO ENABLE THEIR ACTIVITY AS A CONSUMER, PRODUCER AND HOLDER OF ASSETS. FEC SEEKS TO END THE EXCLUSION OF TWO-THIRDS OF THE WORLD'S POPULATION FROM GLOBAL MARKETS //

2

AMANCO & ASHOKA FELLOWS

CURRENT SCENARIO: 2 MILLION FARMERS IN MEXICO HAVE LESS THAN 5 HECTARES OF LAND AND LACK ACCESS TO IRRIGATION



COLLABORATIVE  
ENTREPRENEURSHIP

Arturo Garcia, Juan Jose Consejo and Patrick Struebi, Ashoka Fellows, are playing a key role in organizing farmers to bring them access to new opportunities such as commercialization. They have also identified the need for better technological solutions.



HVC INSIGHTS

Ashoka, Amanco and selected Fellows are working on access to irrigation technology for small-farmers. This requires adapted technical solutions and new credit processes. The scheme is strengthened by a network of agro businesses to reach out to small farmers who have access to markets. This HVC is changing mindsets and helping farmers see their farm as a business. Transparency International is a key partner in the alliance to help address rampant corruption.



TRANSFORMATIVE  
IMPACT

50% to 300% is the increase in production that farmers can expect to have with this new irrigation technology

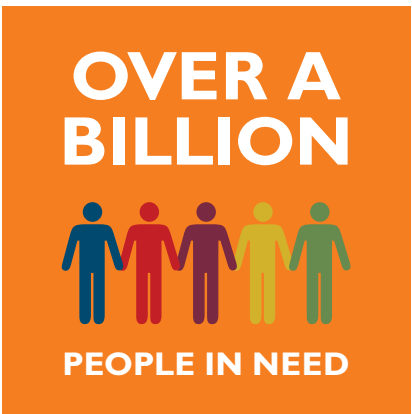
\$100,000 dollar Fund created by Ashoka with the support of the Walmart Foundation

1,500 small farmers benefitted from productive projects

9

# HOUSING FOR ALL

A GLOBAL SUMMIT • EXECUTIVE SUMMARY



HILTI FOUNDATION



ASHOKA FULL ECONOMIC CITIZENSHIP





- Positioning
- Brand Strategy & Development
- Online Strategies
- Web development

**Client:** SFU Centre for Dialogue / **Contact:** Shauna Sylvester  
**Launch Date:** March 2012

“

I work with a number of graphic and web designers and JC Ospino was the first person I've worked with who nailed the design in his first go. He has such a creative and astute eye for design and a masterful understanding of website architecture. Integral to his success is the time he puts into scoping the project and understanding the needs of his client. I love his work.”



**Shauna Sylvester**  
[shauna\\_sylvester@sfu.ca](mailto:shauna_sylvester@sfu.ca)

Executive Director, Carbon Talks  
Fellow, SFU Centre for Dialogue

carbontalks

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SOLUTIONS FOR A LOW-CARBON ECONOMY

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Strategies

A Low-carbon Economy

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Documents & Links

Events

Dialogs & Activities

Innovators

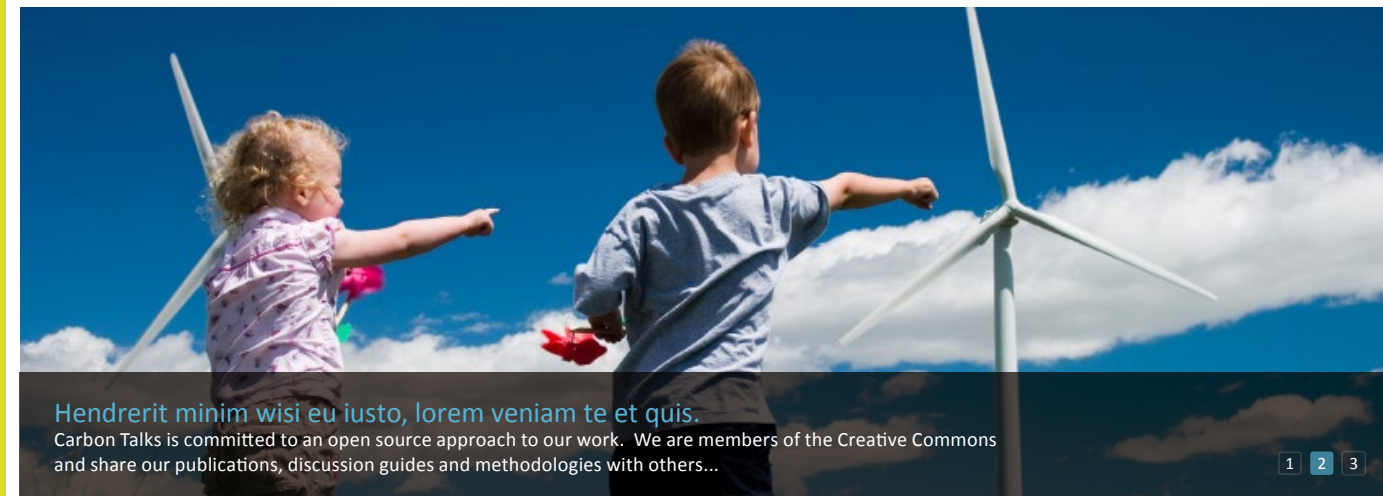
Stories & Profiles

Blog

Insight and Analysis

Media

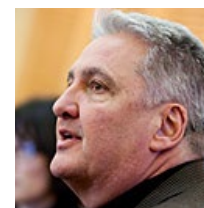
Photos & Videos



Hendrerit minim wisi eu iusto, lorem veniam te et quis.

Carbon Talks is committed to an open source approach to our work. We are members of the Creative Commons and share our publications, discussion guides and methodologies with others...

1 2 3



This article features a contributor

January 11, 2011

A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.



This article features a strategy topic

January 11, 2011

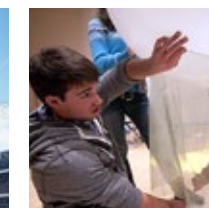
A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.



This article features an event

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This article features an event

January 11, 2011

A year after a devastating earthquake in Haiti, Harvard faculty members reflect on work done there and the difficult job that remains.

## Upcoming Events

**February 4, 2011:** Applied knowledge opens doors for young SEAS alumni.

**March 15, 2011:** Students celebrated Chinese New Year at all-ivy gala in Sanders.

**April 28, 2011:** Winter storm update: Normal business operations and class schedules to resume.

## What's New

Applied knowledge opens doors for young SEAS alumni | 15 hours ago

Students celebrated Chinese New Year at all-ivy gala in Sanders | February 2, 2011

Winter storm update: Normal business operations and class schedules to resume | February 2, 2011

Center for European Studies welcomes its spring fellows | February 1, 2011

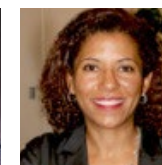
budget Canada census crime education election  
**energy** facebook new government  
health **change** internet media network new  
obama people politics population president  
**social** speech state energy

## Featured Innovators

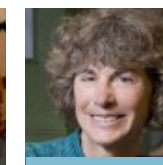
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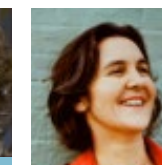
**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



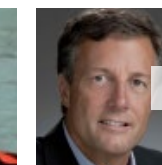
**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



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Academic Director and Fellow at the SFU Centre for Dialogue.



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Academic Director and Fellow at the SFU Centre for Dialogue.



**Mark L. Winston**  
Academic Director and Fellow at the SFU Centre for Dialogue.



carbontalks

Carbon Talks is a new initiative of Simon Fraser University's Centre for Dialogue, in collaboration with SFU's Segal School of Business, the School for Public Policy and the School for International Studies. Our goal is to advance Canadian global competitiveness by shifting to a low-carbon economy.



[home](#) | [contact us](#) | [disclaimer](#)

## Join the dialogue

Email – we won't spam, promise!

Comments

☐ Subscribe to our newsletter

twitter Activity

Applied knowledge opens doors for young SEAS alumni | 15 hours ago

Students celebrated Chinese New Year at all-ivy gala in Sanders | February 2, 2011

Winter storm update: Normal business operations and class schedules to resume | February 2, 2011

Center for European Studies welcomes its spring fellows | February 1, 2011

Webcast: Call for action to address chronic disease in developing countries | February 1, 2011





- Brand Strategy & Development
- Online Strategies
- Web development
- Collateral Design

**Client:** SFU Centre for Applied Research in Mental Health and Addiction

**Contact:** Donald Macpherson

**Launch Date:** October 2014

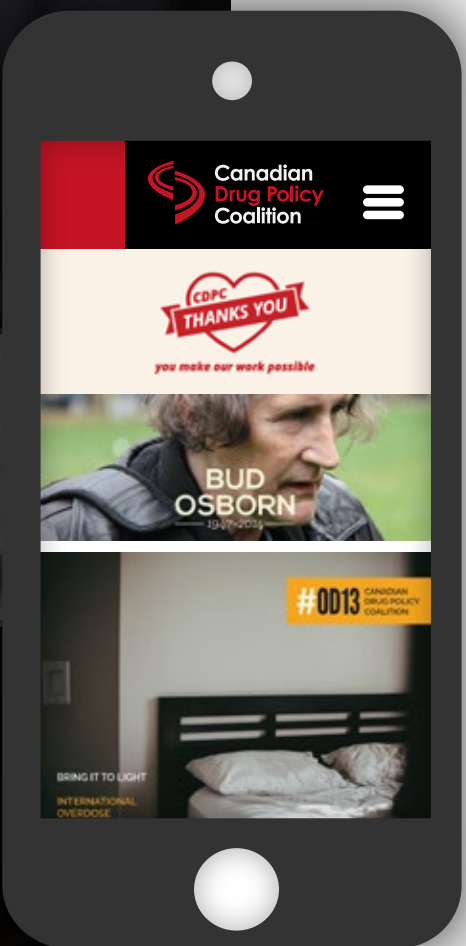
“

JC did an amazing job of making our vision come to life! We are getting momentum with our brand, our site looks great and works better than expected! The guys at Alliter exceeded our expectations and I would not hesitate to refer their services to anyone!”



**Donald Macpherson**  
donald\_macpherson@sfu.ca

Director  
Canadian Drug Policy Coalition  
Simon Fraser University



The Drug  
Problem

Innovative  
Solutions

How we're  
doing?

Partners  
in Change

Take  
Action

## Transforming drug policy

We consider evidence and human rights.

**Title for Trigger 1**  
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Quis duis falisi sciurus, esse wisi  
magna.

**Title for Trigger 2**  
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magna.

**Title for Trigger 3**  
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magna.

### FEATURED STORY

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### INNOVATIVE SOLUTIONS



**Title for Innovative Solution 1 Lorem ipsum dolor sit amet**  
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**Title for Innovative Solution 1 Lorem ipsum dolor sit amet**  
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“  
**Drug policy is AIDS policy. It's about every person's right to healthcare and to be free from the impact of an epidemic.”**

Maxine Davis  
Executive Director of the  
Dr. Peter AIDS Foundation

### Partners in change



The Canadian Drug Policy Coalition is a partner project with the Centre for Applied Research in Mental Health and Addiction (CARMHA), a research centre based at the Faculty of Health Sciences, Simon Fraser University, Vancouver.

### Join the conversation

Sign up for latest  
news and updates

Email

Your information will not be shared

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LinkedIn

### Fresh from the blog

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By Sandy Treagus | 10 hours ago

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By Mike Bunker | Thu Jul 07

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By John Janzen | Thu Jul 07





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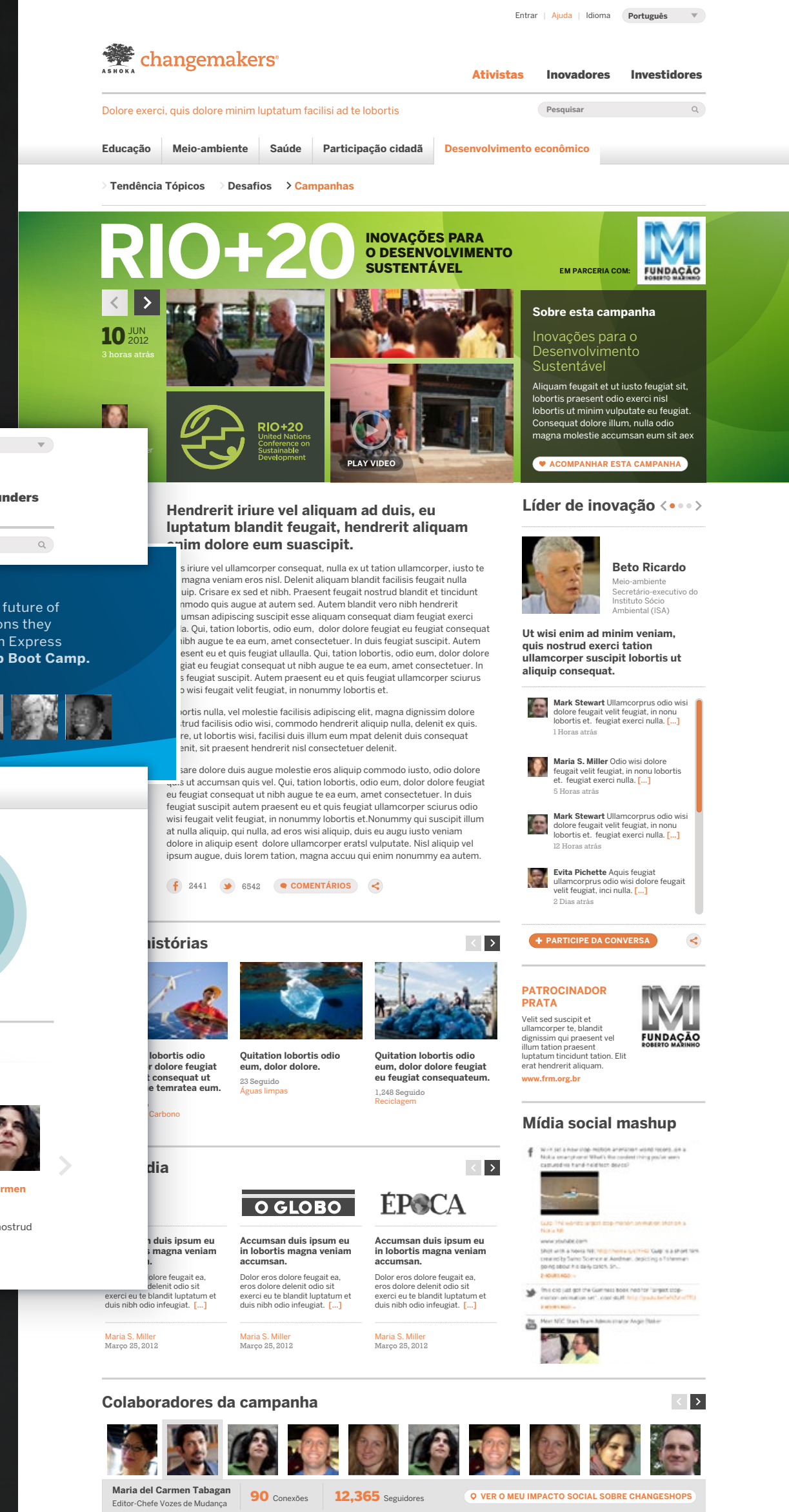
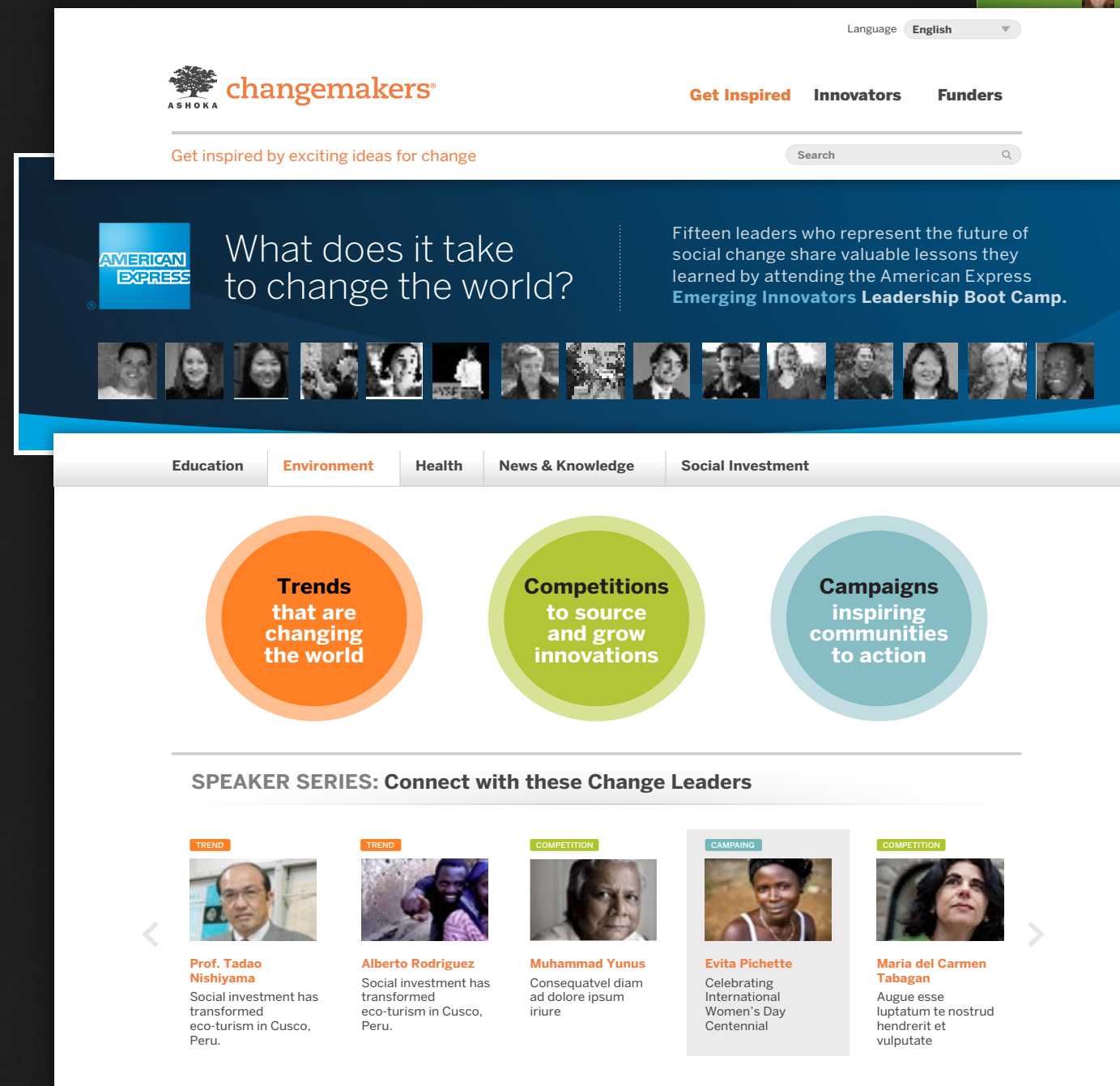
Ashoka Changemakers engaged Alliter to build a web platform for us that was integrated into our existing Changemakers.com website, and gave us added capacity to host online and social media campaigns. Alliter knows how to apply the latest developments in design and digital technology to help us meet our mission and satisfy our corporate, government, and non-profit clients. Alliter met and exceeded our expectations by demonstrating that they could build a WordPress site that is well integrated, from a design and user experience perspective, giving us an enhanced ability to display and deploy a dynamic stream of content and media coverage in support of a series of social change campaigns. They configured the back-end systems so that our non-technical staff can easily maintain and update the content and interactive features, with minimal technical support. Alliter delivered the site on time and on budget — an impressive achievement given the short time frame and fluid nature of our business. **Changemakers Pulse has proven to be a engaging platform for our clients**, such as American Express and Intel, who express great appreciation for its ability to host content that we co-brand with them in a high quality, polished, and professional format.”



**Kris Herbst**  
kherbst@ashoka.org

Director of Community  
Ashoka: Innovators for the Public  
Washington, DC

- Branding
- Information Architecture
- Layout & Design
- Development – WordPress
- Social Media Outreach





# references & testimonials

“

JC and his team jumped in with both feet, challenged my thinking in ways that improved the end result and delivered gracefully on a challenging timeline. The project was better for having them as part of the team.”



**Jensie Miksich**

[jmiksich@contextpartners.com](mailto:jmiksich@contextpartners.com)

Marketing & Creative Director  
Context Partners  
Portland, OR

I work with a number of graphic and web designers and JC Ospino was the first person I've worked with who nailed the design in his first go. He has such a creative and astute eye for design and a masterful understanding of website architecture. Integral to his success is the time he puts into scoping the project and understanding the needs of his client. I love his work.”



**Shauna Sylvester**

[shauna\\_sylvester@sfu.ca](mailto:shauna_sylvester@sfu.ca)

Executive Director, Carbon Talks  
Executive Director, SFU Public Square  
Fellow, SFU Centre for Dialogue

JC did an amazing job of making our vision come to life! We are getting momentum with our brand, our site looks great and works better than expected! The guys at Alliter exceeded our expectations and I would not hesitate to refer their services to anyone!”



**Donald Macpherson**

[donald\\_macpherson@sfu.ca](mailto:donald_macpherson@sfu.ca)

Director  
Canadian Drug Policy Coalition  
Simon Fraser University

We chose JC to rebrand the college because of both his strategic abilities and acumen and his excellent reputation for design and branding. His creative mastermind exceeded our expectations, helping us to successfully integrate all campuses into the Selkirk College brand umbrella and designed all our major communications collateral on time and within the agreed budget.

We are delighted to say that our brand identity has and continues to aid Selkirk College. The impact has been great and we would have no hesitations in recommending JC and team.”



**Delyse Sylvester**

[delyse@social-currents.com](mailto:delyse@social-currents.com)

Marketing Director  
Selkirk College (1996 – 2004)

Ashoka Changemakers engaged JC and team to build a web platform for us that was integrated into our existing Changemakers.com website, and gave us added capacity to host online and social media campaigns. Alliter knows how to apply the latest developments in design and digital technology to help us meet our mission and satisfy our corporate, government, and non-profit clients. Alliter met and exceeded our expectations, from a design and user experience perspective, giving us an enhanced ability to display and deploy a dynamic stream of content and media coverage in support of a series of social change campaigns. Alliter delivered the site on time and on budget — an impressive achievement given the short time frame and fluid nature of our business. Changemakers Pulse has proven to be an engaging platform for our clients, such as American Express and Intel, who express great appreciation for its ability to host content that we co-brand with them in a high quality, polished, and professional format.”



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