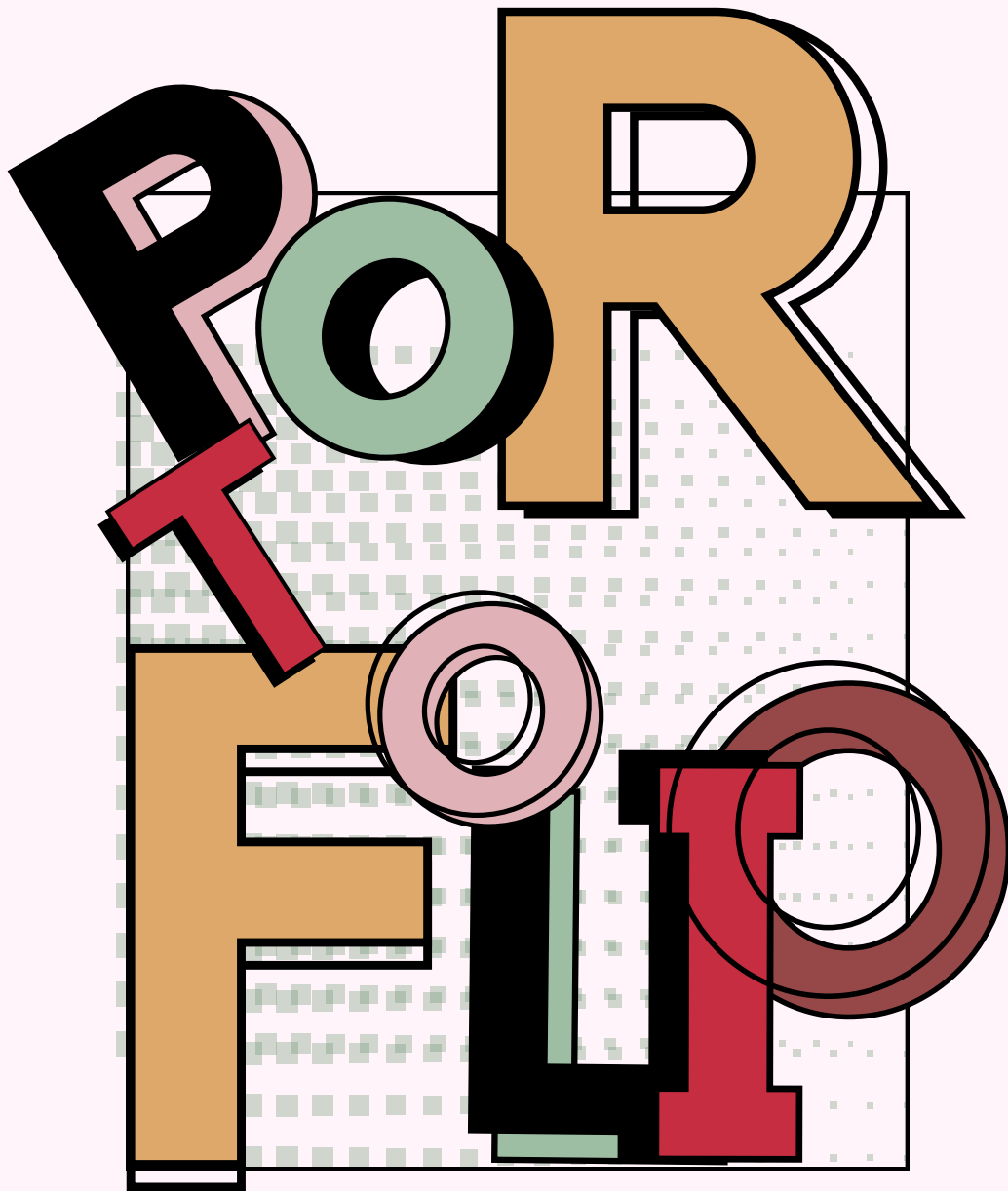


MY DESIGN



BLAKE A. HALL

WELCOME

Hi, I'm Blake! I'm a recent graduate of Loyola University Chicago with a major in multimedia journalism and minor in entrepreneurship.

I'm a natural-born photographer and writer from Indianapolis living in Chicago. My journey began at just four years old, when my uncle handed me a professional camera and taught me the basics. Since then, my passion for photography has flourished, fueling my creativity and deepening my love for storytelling—whether through a lens or with words. Having the gift of gab and a drive to capture moments, pursuing a career that lets me express myself creatively felt only right.

Although I'm just getting started, take a peak inside to see some of my work thus far.

EDUCATION

LOYOLA UNIVERSITY CHICAGO, CHICAGO, IL
Multimedia Journalism Major; Entrepreneurship Minor
August 2020 – May 2024

NORTH CENTRAL HIGH SCHOOL, INDIANAPOLIS, IN
August 2016 – May 2020

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ADOBE INDESIGN

Magazine Design

This a magazine I designed for a class from scratch, with inspiration from Kristen Noel Crawley. I designed and produced a newspaper throughout the semester.

The magazine was a beauty magazine, hence it was called *Beauty Beat*.



ADOBE INDESIGN

Chicago-bred Beauty Paves the Way for the Next Generation

The KNC Beauty founder's educational business venture, KNC School of Beauty, provides invaluable insight for a new generation of Black beauty entrepreneurs.

By Biana Betancourt

Kristen Noel Crawley wants Black women to not just lean in to the beauty industry, she wants them to disrupt it entirely.

Starting last year, the KNC Beauty founder, known for her cult-favorite lip, eye, and face masks, and essential Supa Balm, partnered with Revlon to provide completely free virtual educational courses for entrepreneurial Black women venturing into the highly competitive—yet lucrative—beauty industry. Aptly titled KNC School of Beauty, Crawley hosts a series of panels and discussions featuring the beauty world's most influential trailblazers in the hair, makeup, skin care, and wellness industries. The curriculum is crafted to empower budding entrepreneurs with invaluable insider advice about building a beauty business.

Attendees will also have a chance to receive a \$10,000 grant courtesy of Revlon for their soon-to-be brands. For Crawley, the concept of the beauty school is centered on her firm belief that every industry—not just beauty—should believe and invest in the inherent power and cultural influence of Black women. By sharing her personal insight of creating her own brand from the ground up, as well as the experiences from her fellow industry colleagues, Crawley hopes to inspire a new generation of Black women in beauty to bet on themselves.

Today, the KNC School of Beauty returns with a dynamic lineup of girl bosses, including Brooke DeVard, Olamide Olowe, Karen Young, and Chandra Coleman Harris, with discussions hosted by Crawley herself. Below, we speak with the beauty founder about how

her school came to be and how she hopes to see Black women shape the industry from this moment forward.

We learned more about this venture in our exclusive interview:

What inspired you to create the School of Beauty program? Why was this something that you decided Black women beauty entrepreneurs needed?

I was inspired to create KNC School of Beauty at a time when I felt our community needed advice and empowerment from within. It was at the height of the Black Lives Matter movement this past summer that I decided to develop this initiative further and connect with other successful Black female entrepreneurs at the top of the beauty industry. I wanted to secure a platform for us to speak on the trials and tribulations of building a business within a market that is discriminatory towards both women and people of color. I felt there was an audience here that could use the advice we have to impart to the next generation of budding entrepreneurs and really turn it into action.

I've been so thankful to my longtime partner, Revlon, who absolutely stepped up to the plate and has been a huge support from the beginning. They've provided a 10K grant as part of the prizes for each of our School of Beauty sessions, and it's been such a major cornerstone in the opportunities we're able to provide here. I want other Black women to know that they can build something larger than themselves that will leave a legacy for generations to come.



Kristen Noel Crawley for WWD Magazine
PHOTO BY DAN DOPERAISKI

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The KNC girl is the girl who wears Jordans and Chanel bags. She's the girl that goes to ComplexCon or fashion week, but isn't super dolled up.

— Kristen Noel Crawley

Kristen Noel Crawley took the world by storm with her Insta-worthy millennial pink lip masks. The beauty mogul is best known for being the brains behind KNC Beauty, a brand that prides itself on clean, cruelty-free products and is highly praised by Hollywood royalty and influencers everywhere.

Crawley is well aware of the difficulties that come with being a Black businesswoman and entrepreneur. Drawing from the Black Lives Matter protests that made giant waves during the height of the pandemic last year, she launched the KNC School of Beauty initiative as a free educational program designed to empower BIPOC business owners in the beauty world.

Split into multiple online sessions, the classes combine Crawley's own experience along with lessons from industry professionals and specialists to provide business lessons and insight on how to break into the industry.

New product launches are in the pipeline for fall — namely a scrub set in time for the holidays and “the ultimate lip-care kit,” said Crawley. She is also planning to release an eye mask without retinol — perhaps with CBD — as well as full face masks and an exclusive lip-balm flavor for Violet Grey.

Asked what's currently exciting her in the fashion world, Crawley said, “Not much.”

“A lot of my friends are running the fashion industry,” she continued. “Matt Williams, for example. I go back with these people for over 10 years. It's great



to see Heron [Preston] and it's obviously great to see Virgil and Ye [Kanye West] with all the Yeezy stuff. My husband, as well. He has his brand, Just Don, that he just started doing full collections [for] — no more just hats and basketball shorts. It's really great to see all of my friends winning. Like Giorgia [Tordini] and Gilda [Ambrosio] from The Attico, who I've known for a really long time. Gilda was one of the best street-style stars and now has one of the best brands. That's why I like to support my friends rather than big houses that are probably always gonna be around. That's what's exciting for me right now: the moment that we're in.”

She revealed the product at ComplexCon Chicago in July and almost sold out the first day. She was just as in-demand as her product, it seems, as she lost count of “how many times I FaceTimed with guys' girlfriends” at the convention.

ComplexCon has been upping its beauty offerings — via Urban Decay, GCDS and Nail Swag — in recent iterations. The convention is still male-dominated, but there's an uptick in women attending, according to Crawley. Those women are exactly who she is targeting with KNC Beauty.

“The KNC girl is the girl who wears Jordans and Chanel bags,” she said. “She's the girl that goes to ComplexCon or goes to fashion week, but isn't super dolled up.” KNC Beauty is sold at Net-a-porter, Neiman Marcus, Urban Outfitters, Cos Bar, Violet Grey and as of a few weeks ago, Sephora and online at



Kristen Noel Crawley for WWD Magazine
PHOTO BY DAN DOPERAISKI

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beauty beat | 7

CANVA

The newsletter I recreated and produced weekly for the Children's Museum of Indianapolis during my summer 2022 internship.

*Please note photos are blacked out due to Museum privacy restrictions.

StarPoint Tribune

Week Two Issue - June 20-24, 2022

This past week's theme: Summer STEM

Summer STEM

Science, technology, engineering, and math came alive for your camper during this exciting camp week as we shook, spun, flipped, and flew through learning. Campers experienced a roller skating field trip, a first for StarPoint, to get a firsthand look at physics in motion.

Next Week at a Glance:

Monday: Dinosphere Exhibit

Tuesday: Art with Barb

Wednesday: Indiana State Museum Field Trip

Thursday: Coprolite Dissection

Friday: InfoZone/TechZone

StarPoint is proudly supported by:

Lilly Endowment, Inc.
A.W. Clowes Charitable Foundation
Downtown Optimist Foundation
Green BEAN Delivery

Week Three Lunch Menu:

Monday - 6/27	Tuesday - 6/28	Wednesday - 6/29	Thursday - 6/30	Friday - 7/1
WOW Butter Sandwiches	Nacho Cheese Sunflower Seeds	BBQ Chicken Patty Sandwich	Turkey Bologna & Cheese Sandwich	Yogurt/Cheese Stick
Baby Carrots	Carrot Snacks	Celery Sticks	Cucumber Coins	Carrot Sticks
Fruit Punch	Apple Juice Box	Grape Juice Box	Fresh Apple	Grapes
Crackers w/ Sandwich	WG Tortilla Chips	Whole Grain Bun	Whole Grain Bun	Whole Grain Corn Muffin
Non-fat Milk	Non-fat Milk	Non-fat Milk	Non-fat Milk	Non-fat Milk

Campers are allowed to bring their own lunches. **ALL** items must be peanut-free.
*All provided lunches are peanut-free, nut-free, and pork-free.
**Lunch menus are subject to change without notice.

In accordance with federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, this institution is prohibited from discriminating on the basis of race, color, national origin, sex (including gender identity and sexual orientation), disability, age, or reprisal or retaliation for prior civil rights activity.

Gleaners Food Bank

StarPoint at The Children's Museum will be partnering with Gleaners Food Bank this summer for their Summer Meals for Kids program.

This program provides one box of food per camper per week and will be distributed at dismissal time. It is designed to help families cover the weekend gap that families often experience during summer as they rely on camp and school to provide meals while their children are at the school/camp. The boxes will be distributed every Thursday.

StarPoint Camp Celebration

Who: All Campers and their Families
When: Friday, July 8 from 5:15-7:30 p.m.
Where: The Children's Museum of Indianapolis (park in garage and meet in Welcome Center)

On the last day of camp, all campers (from all weeks!) and their families are invited to join us for an evening of food and fun. Camp will be extended until 5:15 p.m. that day so families can meet their Week 4 campers at the celebration. Several galleries will be open for exploring and dinner will be provided in the Food Court starting at 5:30 p.m.

Please RSVP by Friday, July 1, to let us know if you are coming:
<https://www.surveymonkey.com/r/StarPointRSVP2022>



This Week's Spotlight

Books Sent Home:

Ada Twist and the Perilous Pants
by Andrea Beaty
(Trains)

Invention Hunters: Discover How Machines Work
by Karwin Briggs
(Polar Bears)

Superstars of Science: The Brave, The Bold, and The Brainy
by R.G. Grant
(Race Cars)

InfoZone/TechZone Materials:

Book Recommendation for All Campers:
Someone Build the Dream by Lisa Wheeler

Software Recommendation:
Trains:
Trainz.com—A free website that uses clicking and dragging skills to create beautiful virtual sand art.

Mental Blocks—A building game that challenges campers to use their creativity, critical thinking, collaboration, and communication skills.

Polar Bears and Race Cars:
Liquid Sketch—An iPad App that challenges campers to engineer paths to progress to new challenges.

Scratch Jr.—A free coding site that teaches basic programming skills.

Make it at Home:

Ice Cream in a Bag

What You'll Need:

- 1 cup of milk of choice
- 1 tablespoon sugar
- 1/2 teaspoon imitation vanilla
- 1 gallon sized bag
- 2 sandwich bags
- 4 cups of ice
- 1/2 cup ice cream salt/water mix
- 1 plastic spoon

What You'll Do:

- Pour the milk, sugar, and vanilla into one sandwich bag. Remove as much of the air as possible and seal the bag.
- Place the bag of the ice cream mixture inside the other sandwich bag and seal that bag.
- Place the ice and rock salt inside the gallon bag. Place the double-bagged ice cream mixture in the gallon size bag and seal it shut.
- Shake the bag for 8-10 minutes or until the ice cream mixture has solidified.
- Ice cream can be eaten right away or stored in the freezer.

Visiting Artist: Ashley Nora

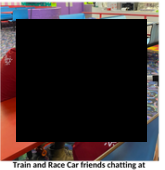


Ashley fell in love with drawing when she was just six years old and at nine, created her first portrait with color pencils. In 2019 she made the bold decision to leave her career in science to pursue art full-time! Ashley is experienced in acrylics, mixed media, sculpture, and oils and hopes to continue perfecting additional techniques. Ashley worked with the campers to create oil paint galaxies for a STEM-centered art lesson.

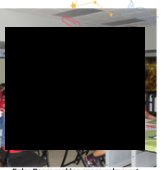
Learn more about Ashley and her work here:
<https://www.childrensmuseum.org/visiting-artist-program>



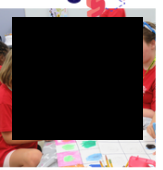
Week Two in Action:



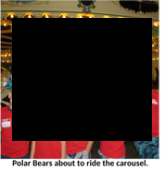
Trains and Race Car friends chatting at Skateland.



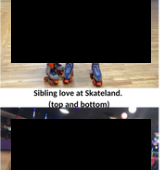
Polar Bears making space galaxy art.



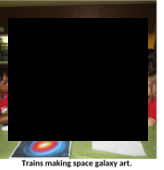
Trains and Ms. Katie making geometric art.



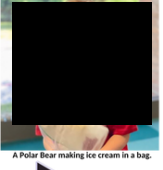
Polar Bears about to ride the carousel.



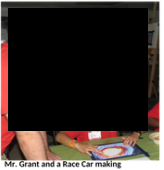
Sibling love at Skateland. (top and bottom).



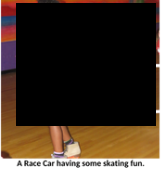
Trains making space galaxy art.



A Polar Bear making ice cream in a bag.



Mr. Grant and a Race Car making space galaxy art.



A Race Car having some skating fun.

CANVA+SOCIAL MEDIA

Work I did for the Central Indiana Regional Transportation Authority's (CIRTA) social media account.



CANVA

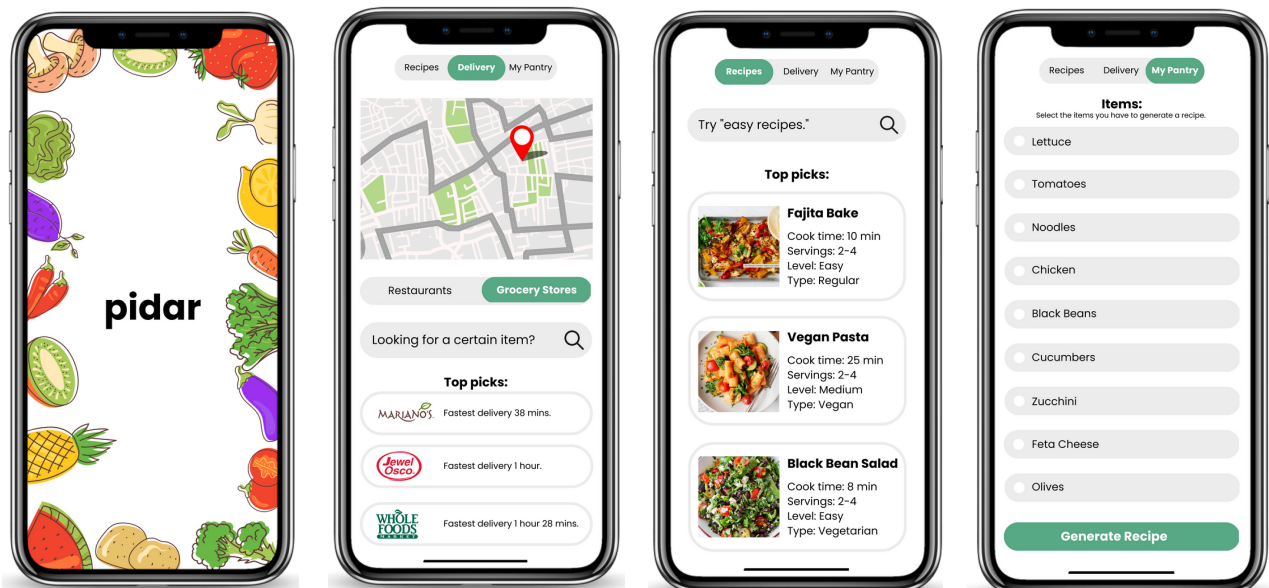
Various content created for different social media platforms and projects.



Example of content I create for Loyola School of Communication.

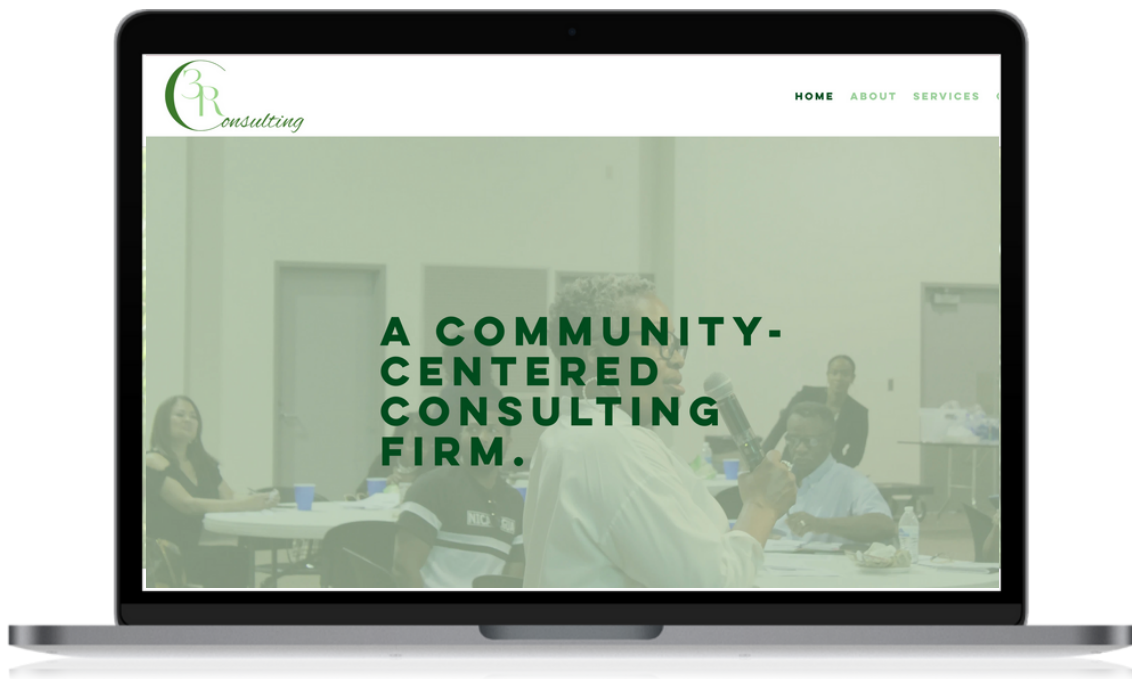


An app mock-up I did for a potential food delivery service



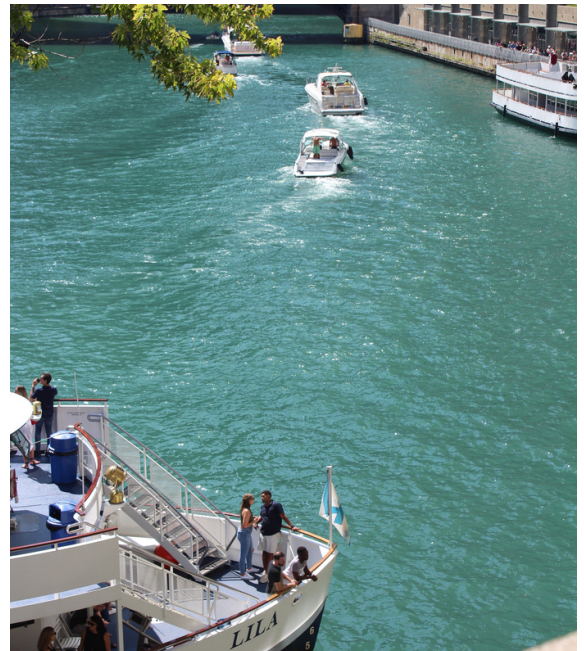
WEB DESIGN+ BRAND DEVELOPMENT

Logos, brand kit, and website I designed for a consulting company as an independent project.



PHOTOGRAPHY

Included are photos I have taken that capture the essence of Chicago.



PHOTOGRAPHY

Included are portrait and concept photoshoots I have done

