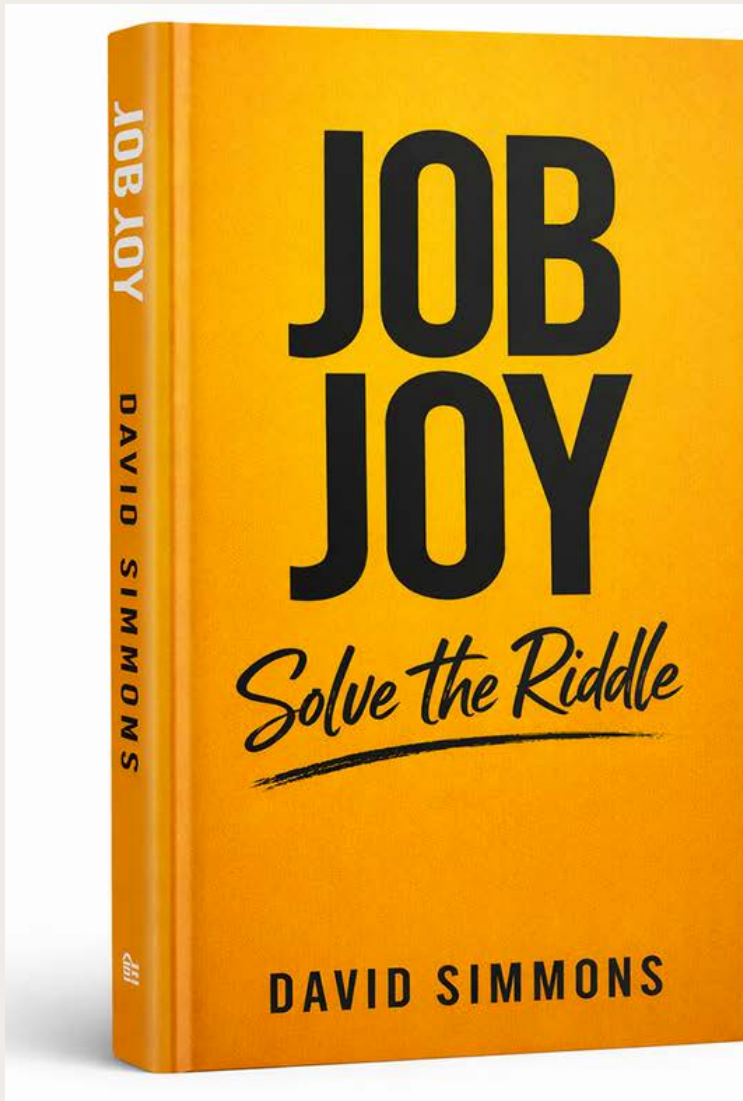




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amazon

CASE STUDY

JOB JOY

Book Cover Design, AI-Assisted Creative Development & Publishing Campaign



ANTHONY SIMMONS

Packaging & Production Designer
Retail Packaging | E-Commerce | Multi-SKU Systems
From Concept to Shelf

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🌐 ASimmons.info
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📍 Cumming, GA

Client
Independent Author

Client
Publishing

Prepared By :
Anthony Simmons

03/2026 - Current



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Company First Project

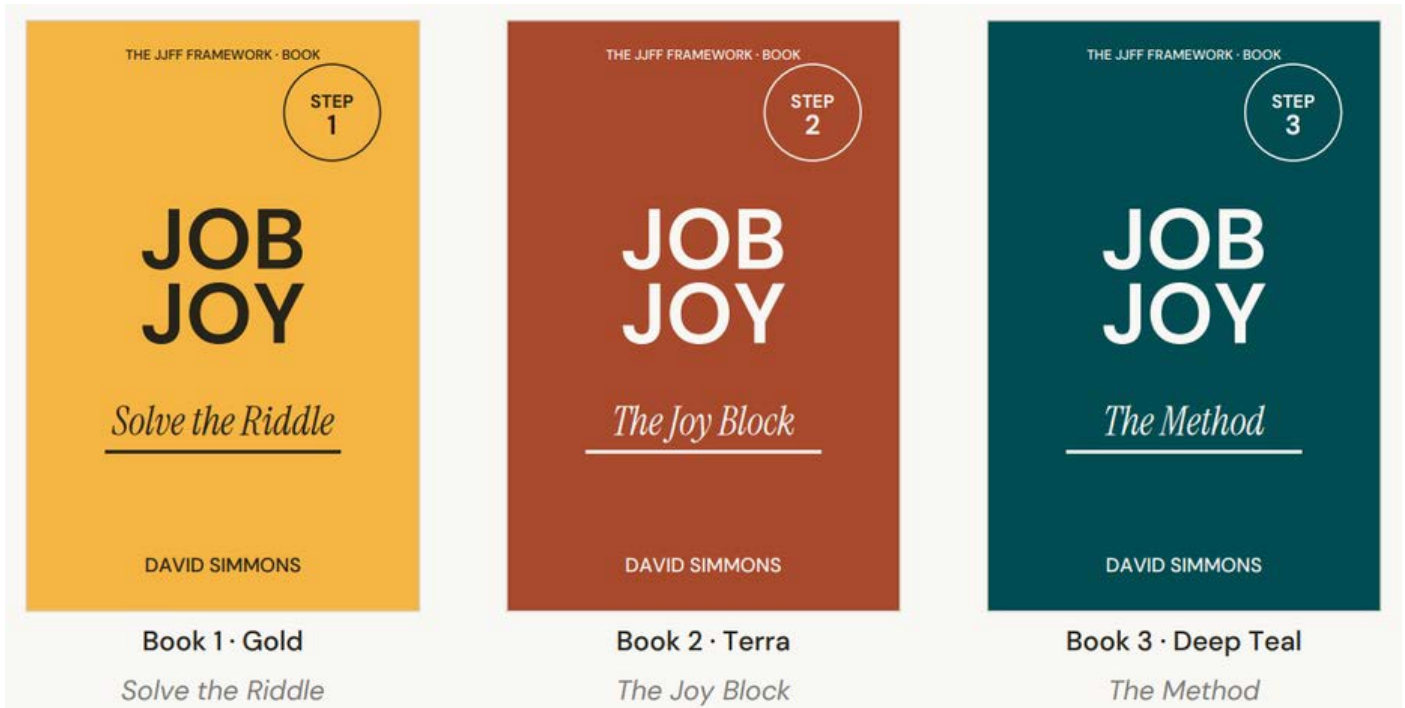
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Company Second Project

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Company Third Project

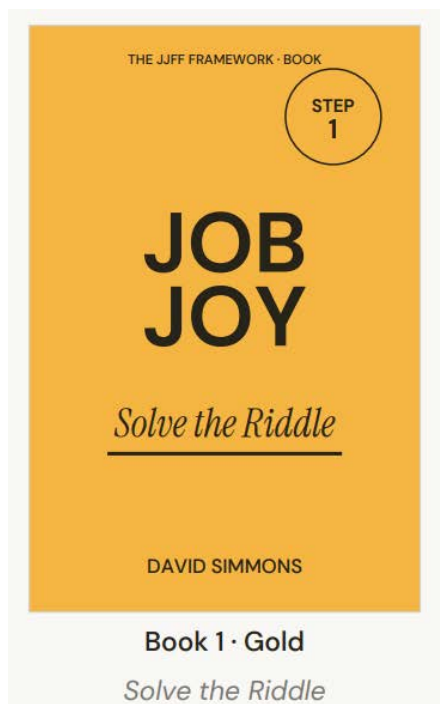
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02 PROJECT OVERVIEW

MY ROLE

Creative Direction | Design | Production



Client

Independent Author

Industry

Publishing

Deliverables

- Book Cover
- Typography
- AI Exploration
- Marketing Campaign
- Amazon Assets

Software

Illustrator

Photoshop

InDesign

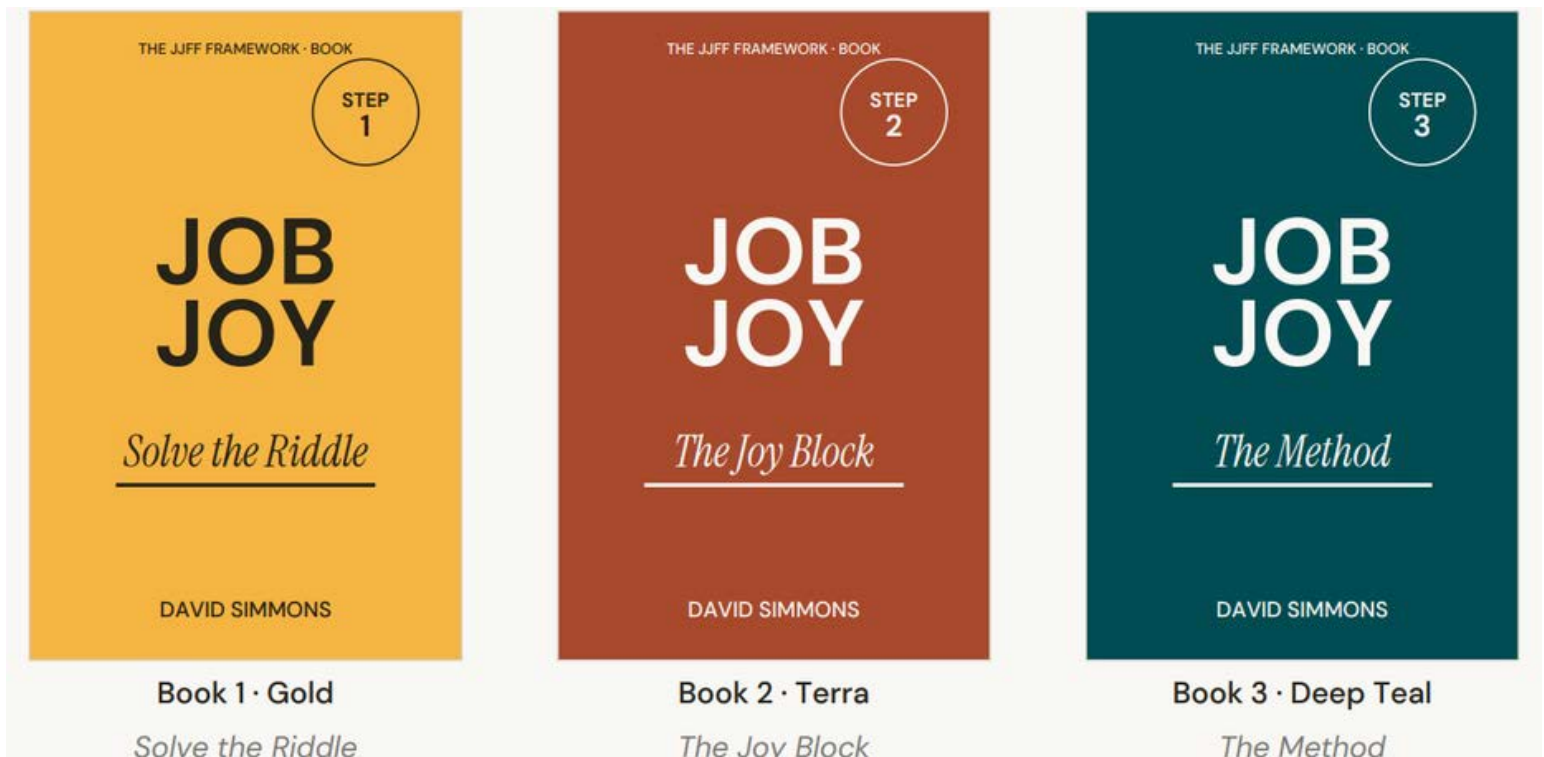
Firefly

ChatGPT



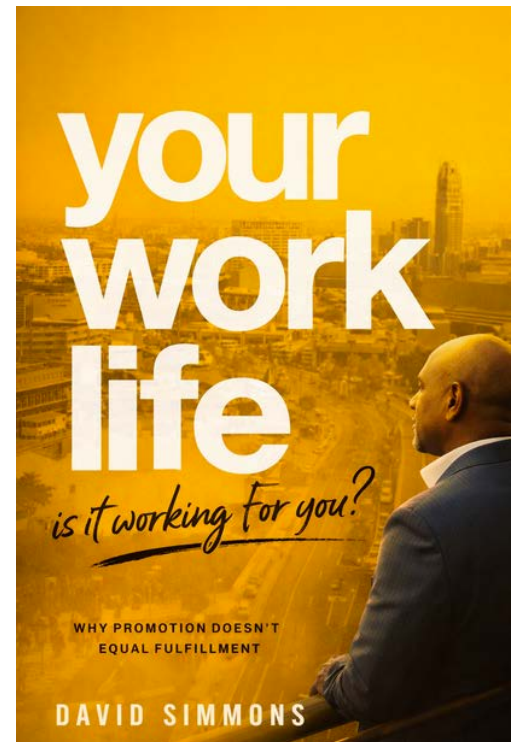
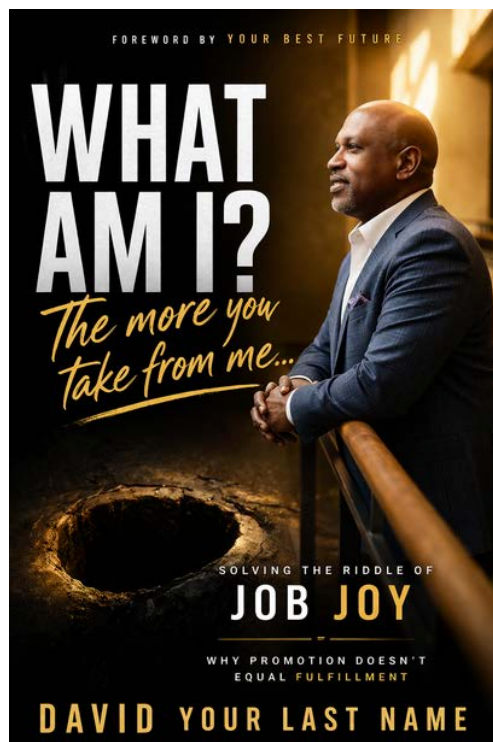
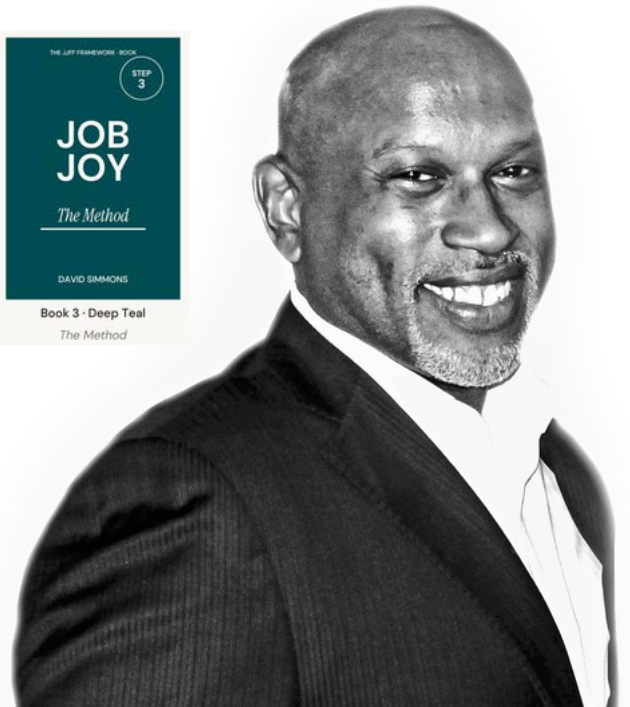
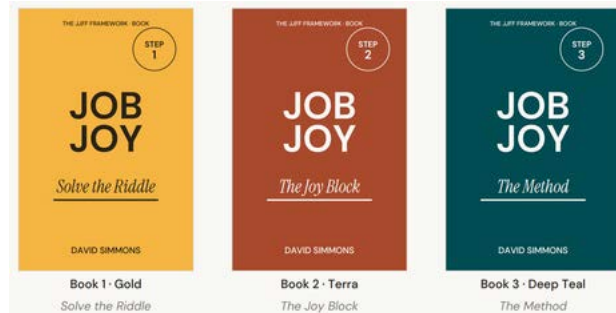
03 CHALLENGE

- 01 One large spread
- 02 Discuss
- 03 Client Goals
- 04 Audience
- 05 Business Problem
- 06 Constraints
- 07 Success Criteria



04 RESEARCH

Mood Boards
Competitor Covers
Typography
Publishing Trends
Color Studies
Inspiration



05 STRATEGY

Gather Explanations

Meaning Purpose

Discovery

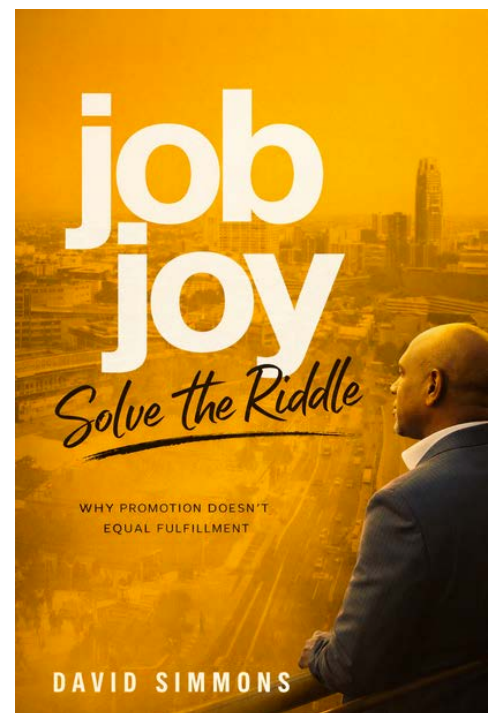
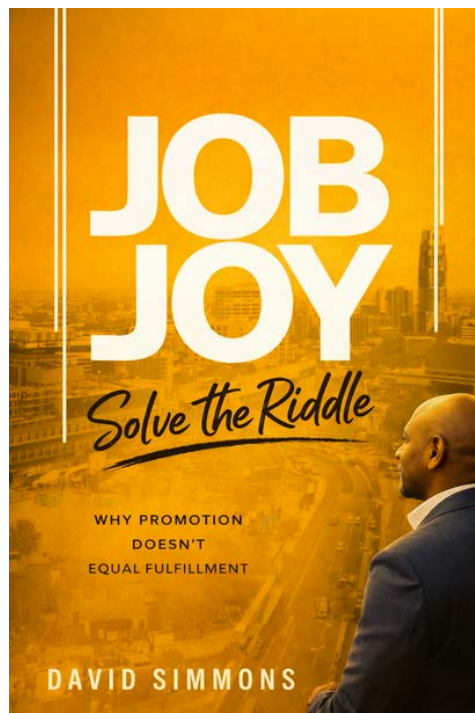
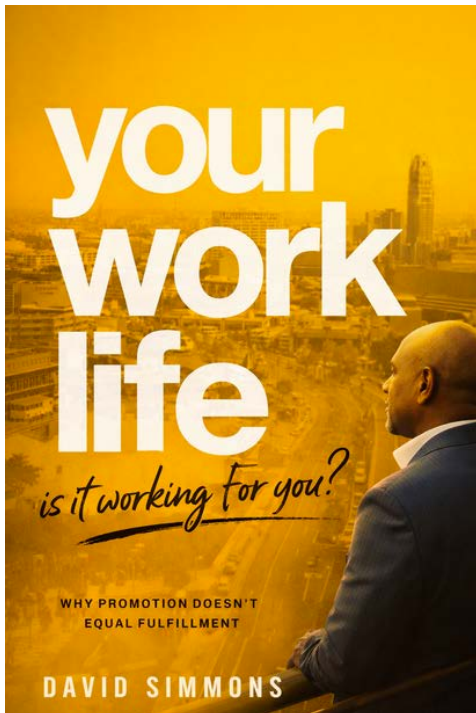
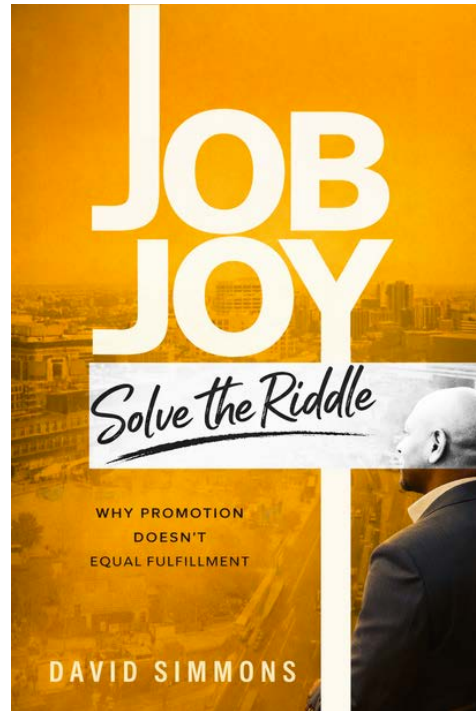
Design Direction

Typography

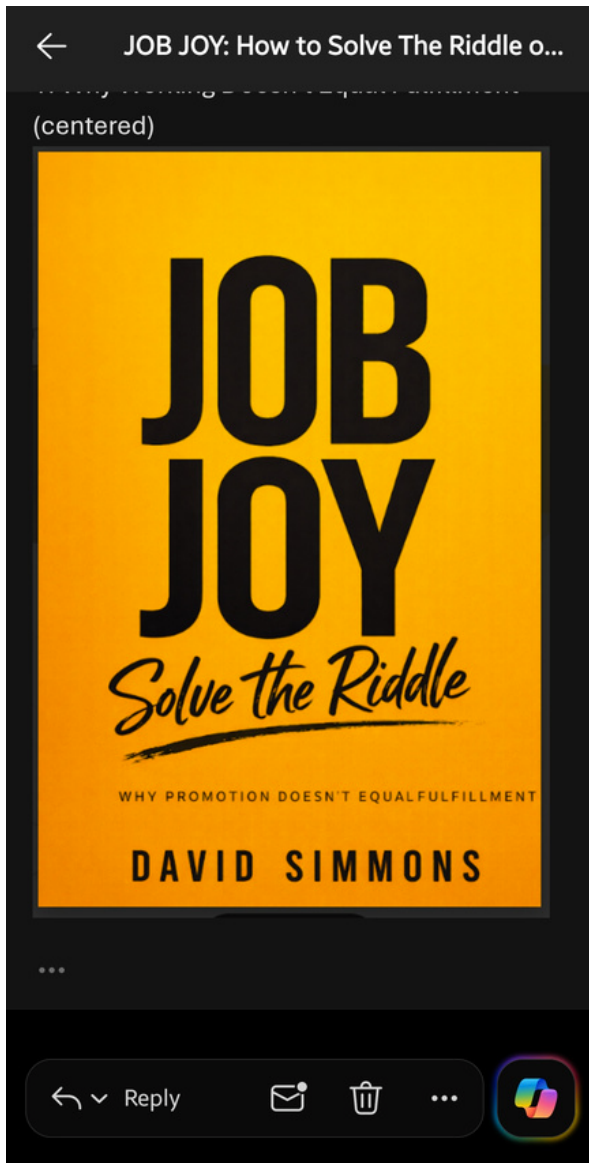
Hierarchy

Visual Storytelling

Brand Positioning



06 CONCEPT EXPLORATION



01

SELECT FAVORITE SECTIONS

02

UPDATE WITH AI CONCEPTS

03

REVISIT REJECTED COVERS

04

COLOR TESTS | TYPOGRAPHY TESTS

05

KEEP / USE ALL DOCUMENTED NOTES

06

USE AI CONCEPTS, NOTES, EMAILS & AUTHOR MESSAGE TO GATHER STORY MEANING

As

07 DESIGN DEVELOPMENT

Walk through

Version 1



Version 2

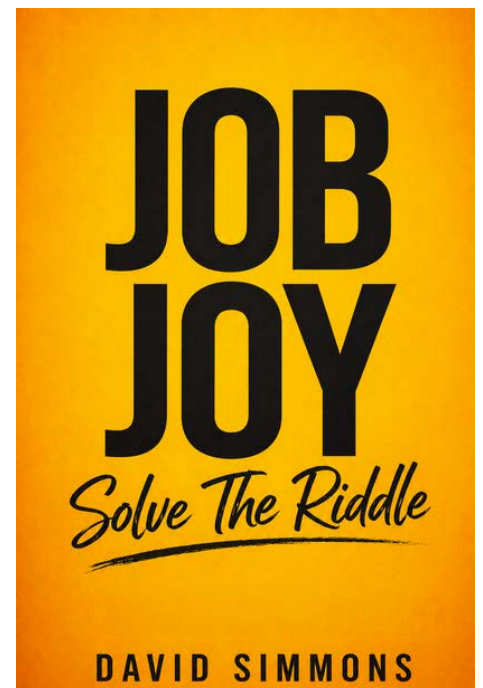
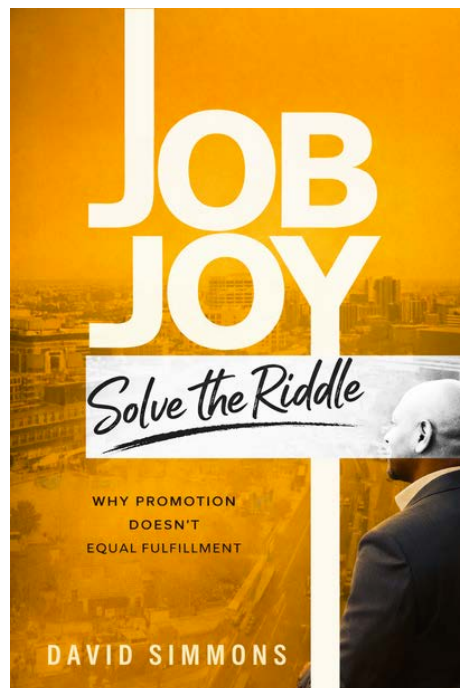
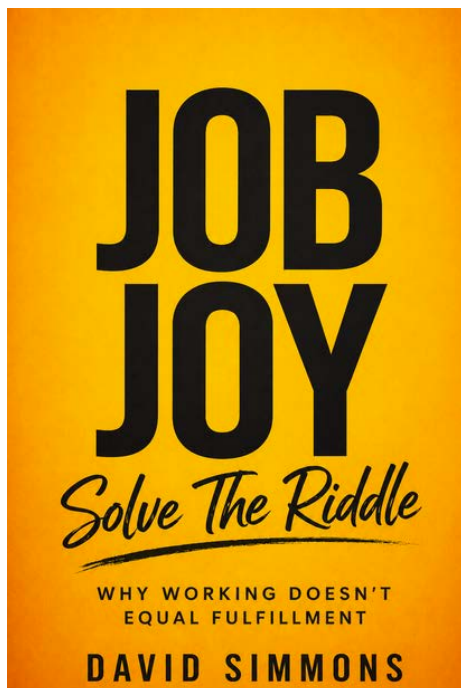
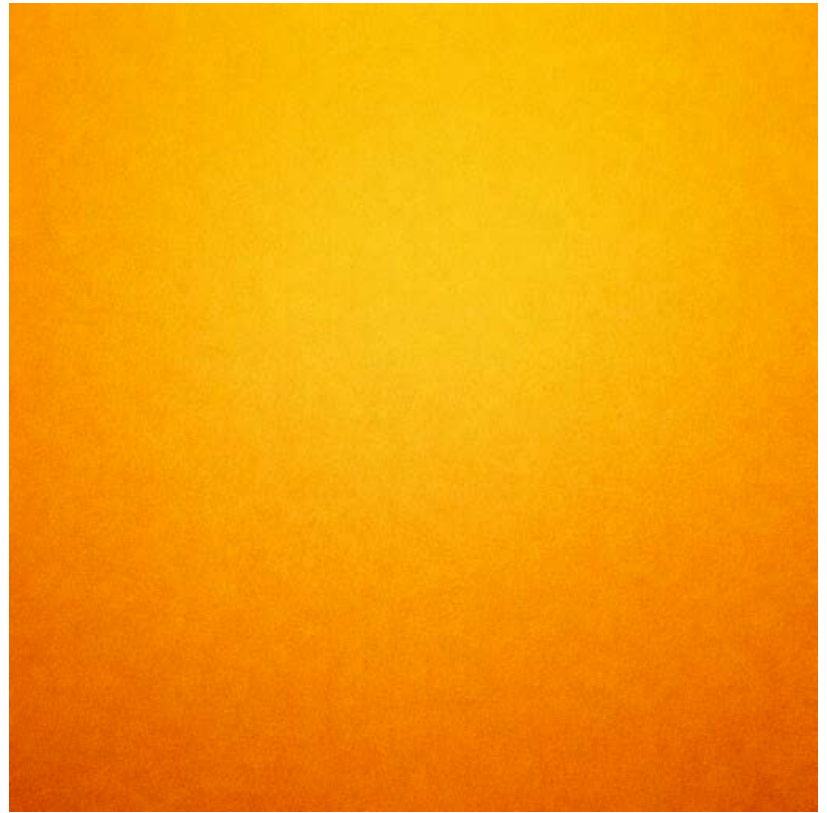


Version 3



Final

With explanations for every major decision.



08 PRODUCTION

Show technical execution.

Include

Print Specs

Trim Size

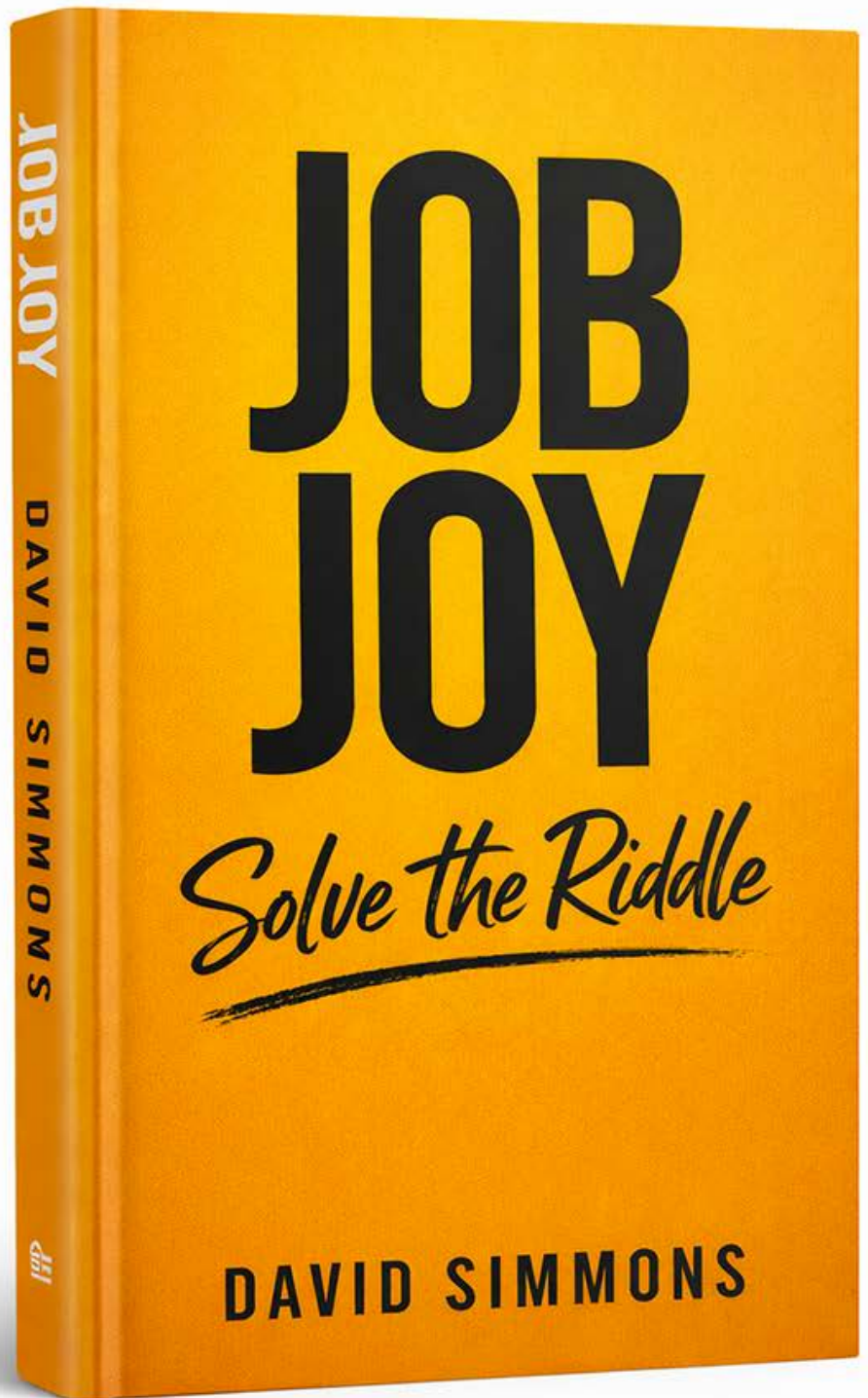
Bleed

Color Profile

Export

Mockups

Production Files



09 MARKETING ASSETS

Show

Amazon Graphics

Facebook Ads

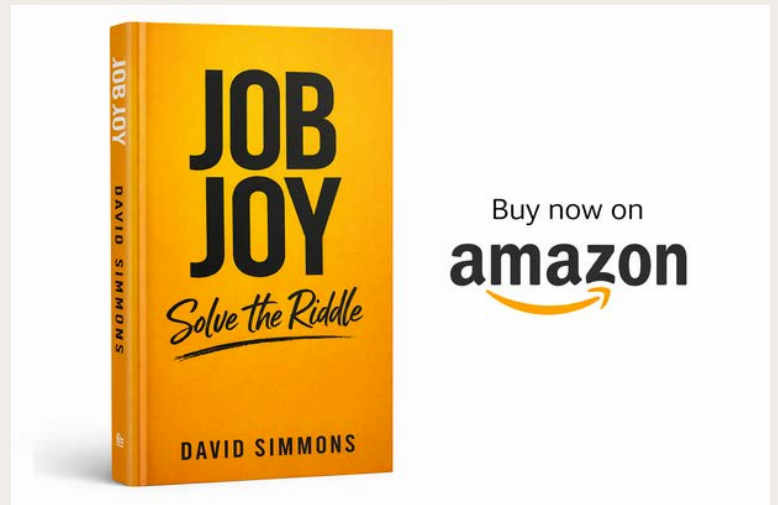
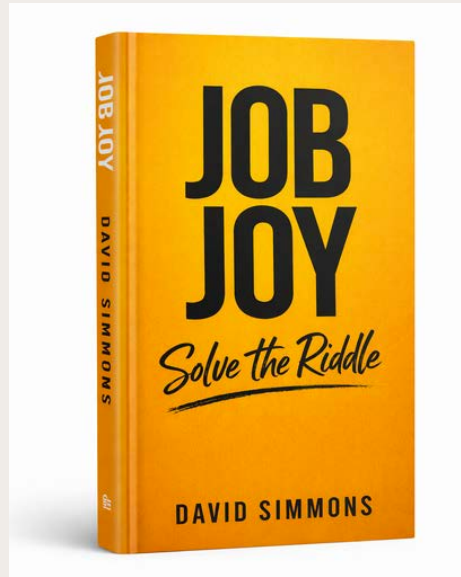
Instagram

Website Banners

Launch Graphics

Email Signature Add

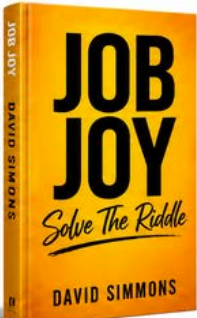
3D Mockups



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DAVID SIMMONS

Chief Beliefs Officer

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 david@therelatableexecutive.com

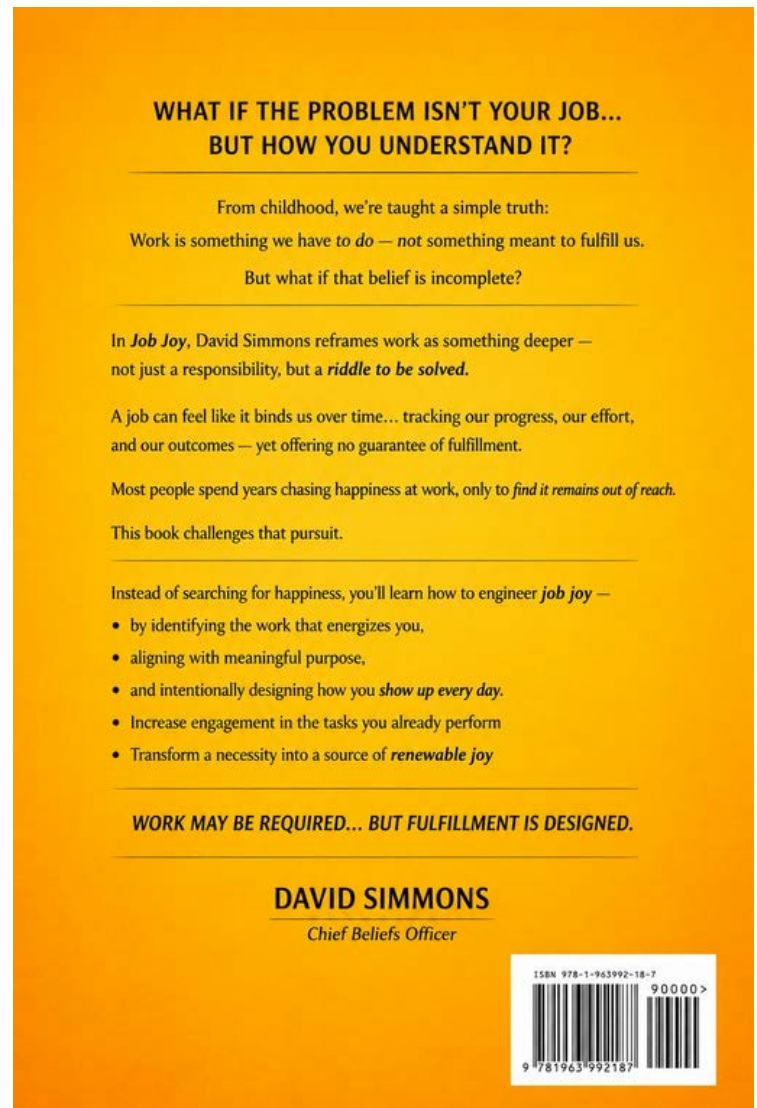
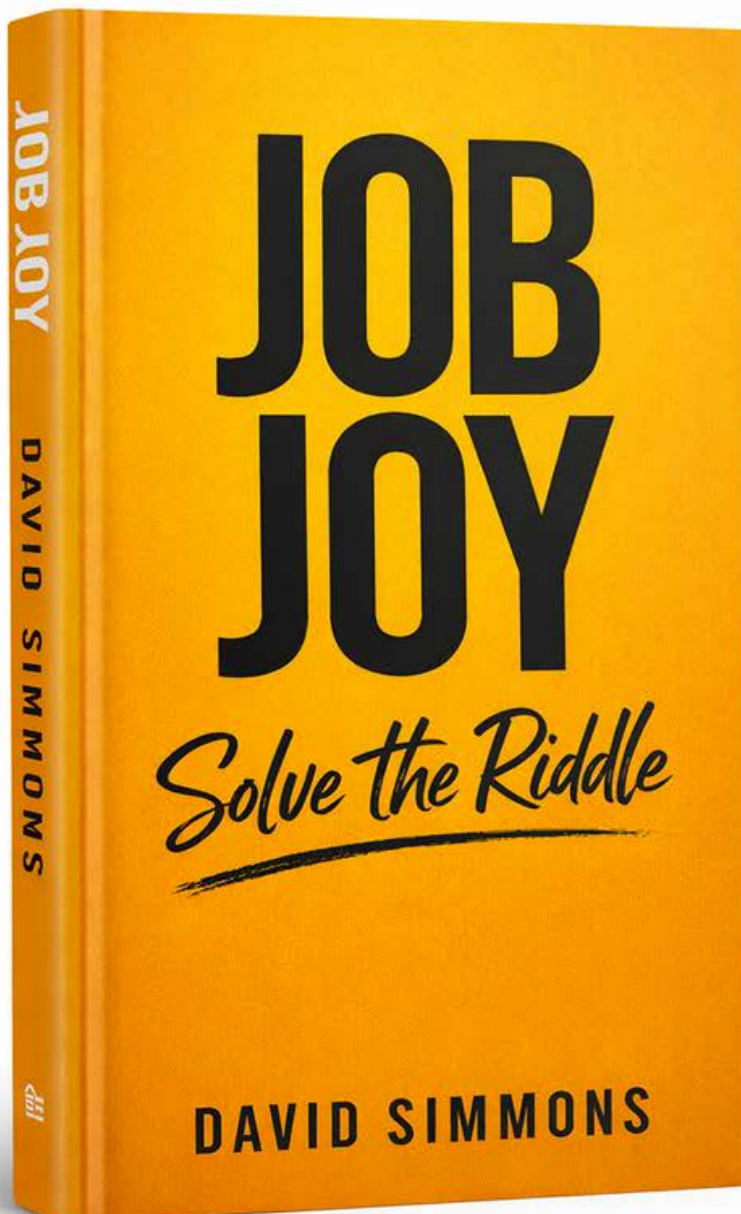
 therelatableexecutive.com



10 FINAL DRAFTS

Results

- Explored 20+ cover concepts and typography refinements
- Developed the visual identity for an entire three-book framework
- Simplified the front cover by removing nonessential messaging
- Created a repeatable branding system using color, texture, and typography across the series
- Delivered print-ready cover, full wrap, Amazon launch assets, promotional graphics, and marketing collateral

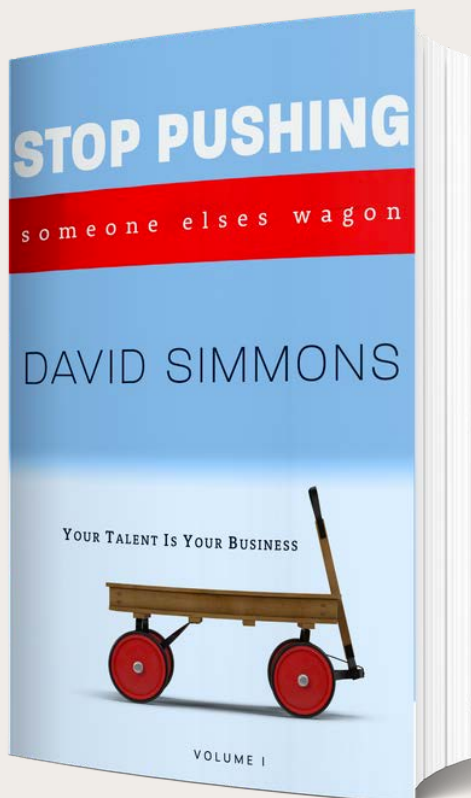


11 REFELCTIONS -- OTHER WORKS



A MAN ON A CLEAR MISSION

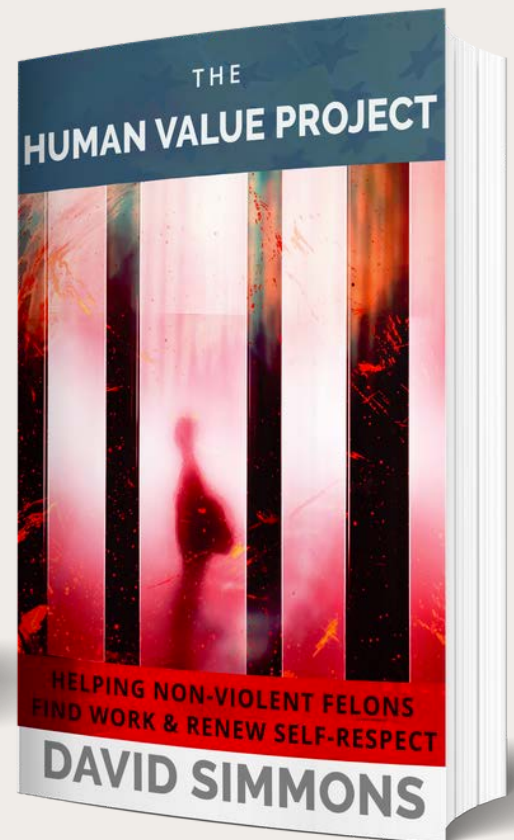
HUMAN VALUE PROJECT



Project Name -
Insert Project Name Her
Date -
April, 2020



Project Name -
Human Value Project
Date -
November, 2021



Project Name -
Human Value Project
Date -
May, 2023

THANK YOU



ANTHONY SIMMONS

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