

# CAPABILITY STATEMENT

## TDDM (TRANSLUCENT DESIGN & DIGITAL MEDIA)



### ABOUT TDDM

TDDM is a Jacksonville-based creative agency built on community, strategy, and storytelling. We partner with small businesses, nonprofits, and entrepreneurs to design brands that connect and inspire. By combining creative direction, design expertise, and multimedia production, we help organizations elevate their visual identity, communicate their mission, and grow their impact.

### AT A GLANCE

#### Business Information

##### Business Name:

Translucent Design, LLC  
DBA TDDM (Translucent Design & Digital Media)

##### Owner:

Rivkah Walton

##### Core NAICS Codes:

541430 – Graphic Design Services  
541613 – Marketing Consulting Services

Design that connects brands,  
people, and purpose.

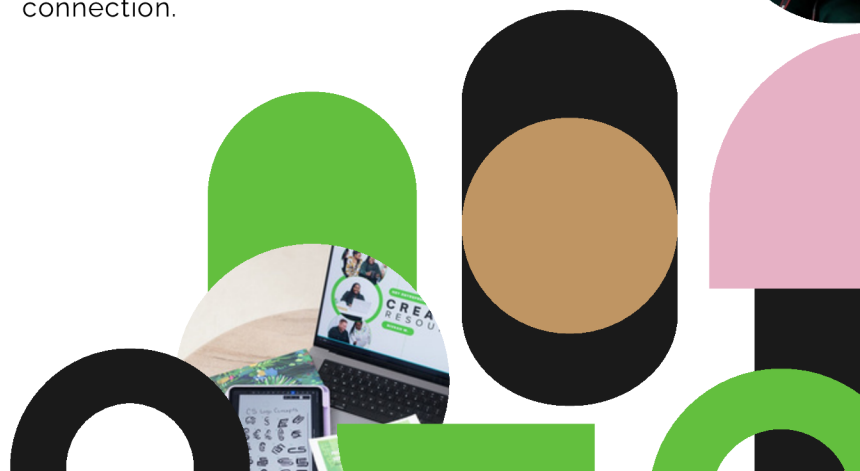
### CORE COMPETENCIES

- **Branding & Identity Design** – Strategy, logo systems, and brand guidelines that reflect purpose and positioning.
- **Web Design & Digital Experience** – Custom, user-friendly websites designed for conversion and storytelling.
- **Marketing & Creative Strategy** – Campaign development, digital marketing, and content planning.
- **Content Creation** – Photo, video, and social media content through services like Content Days.
- **Print & Presentation Design** – Professional collateral, proposals, and presentations that communicate clearly and consistently.

### DIFFERENTIATORS

TDDM is a Jacksonville-based creative agency built on community, strategy, and storytelling. We partner with small businesses, nonprofits, and entrepreneurs to design brands that connect and inspire.

- **Community-Focused:** Deep roots in Jacksonville with a mission to elevate local voices and businesses.
- **Multimedia Expertise:** Seamless design across branding, web, photo, and video for cohesive brand storytelling.
- **Efficient & Flexible:** Streamlined workflows like Two-Week Websites and Content Days deliver high-quality results fast.
- **Collaborative & Purpose-Driven:** Every project is grounded in strategy, creativity, and authentic connection.





## ABOUT THE FOUNDER

### Rivkah Walton

Senior Brand Designer & Founder, TDDM

Rivkah Walton is a multidisciplinary designer and strategist with over eight years of experience helping brands grow through purposeful design and storytelling. As a certified art educator and Senior Brand Designer, she combines artistry, strategy, and business insight to create visuals that connect and inspire.

Her work spans nonprofit, healthcare, education, and small business sectors, developing cohesive brand systems, websites, and creative campaigns that elevate each client's story and impact.

### Credentials & Expertise

- BFA in Graphic Design & Digital Media, University of North Florida
- Minor in Art History, University of North Florida
- Certified Art Educator, State of Florida
- 8+ Years in Freelance & Agency Design
- Specialties: Brand Strategy, Web Design, Marketing, and Creative Direction

## PROFESSIONAL EXPERIENCE & COLLABORATIONS

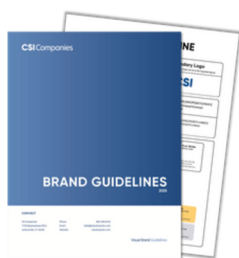
Rivkah has collaborated with agencies, businesses, and organizations across Florida and beyond, including:

- Hen House Marketing – Creative strategy and campaign design
- Wingard Creative – Contract brand and marketing design support
- Format Agency – Digital and print brand development
- Alpha-Omega Miracle Home – Brand identity and website redesign
- CSI Companies – Senior Brand Design for large-scale initiatives
- Local Entrepreneurs & Nonprofits – Branding, marketing, and content creation for community-focused businesses

Her design experience includes everything from digital media and print campaigns to websites, photography, and branded video content – always focused on clarity, connection, and impact.

## PROJECT GALLERY

A curated selection of TDDM and freelance work, showcasing brand identity, digital design, and content creation for local and national clients.



## PAST CLIENTS & PROJECTS

