



Maternal, Infant, and Early Childhood Health and Home Visiting

SEVEN GENERATIONS

HEALTHY MOMS, HEALTHY BABIES, HEALTHY FAMILIES



**Branding
Logo
Options**

**Concept:
From the
Roots**

Crystal Florez

(White Earth Ojibwe/ Chicana) was born and raised in the Pacific Northwest. She considers herself an "urban Indian", but still maintains ties to her reservation in Minnesota.

Never aspiring to college, Crystal received her GED at North Seattle College and continued to work multiple jobs as the sole-provider of her household. An artist at her core, her love of arts allowed her admittance to Cornish College of the Arts.

She shifted her academic focus to American Indian Studies and graduated from UW in 2014. Studying abroad twice; in Ghana and Ecuador. She was recruited for the Master of Public Administration (*Tribal Governance emphasis*) program at the Evergreen State College, graduated in 2016.

Throughout her academic and professional career, she has worked and devoted her time to helping others succeed and building up communities, specifically in higher education and K-12. She values the adversity and hardships she's had to deal with, noting that it's made her a stronger and wiser person.

Currently, she serves as the Executive Legislative Assistant to Senator John McCoy, where she hopes to gain more policy expertise and contribute to programs that inspire young people to be more involved in government and increase civic engagement and advocacy opportunities for community organizations. Much of the work she does is driven by her sincere desire to spark change and share knowledge within her community.

Option 1



Option 2



Option 3



Crystal Florez

A note from Crystal- thank you for allowing me to help communicate your important work through visual communications. I know first-hand that the work you do is invaluable to our communities and I'm honored to have such a deep connection to you all, and this important work.

