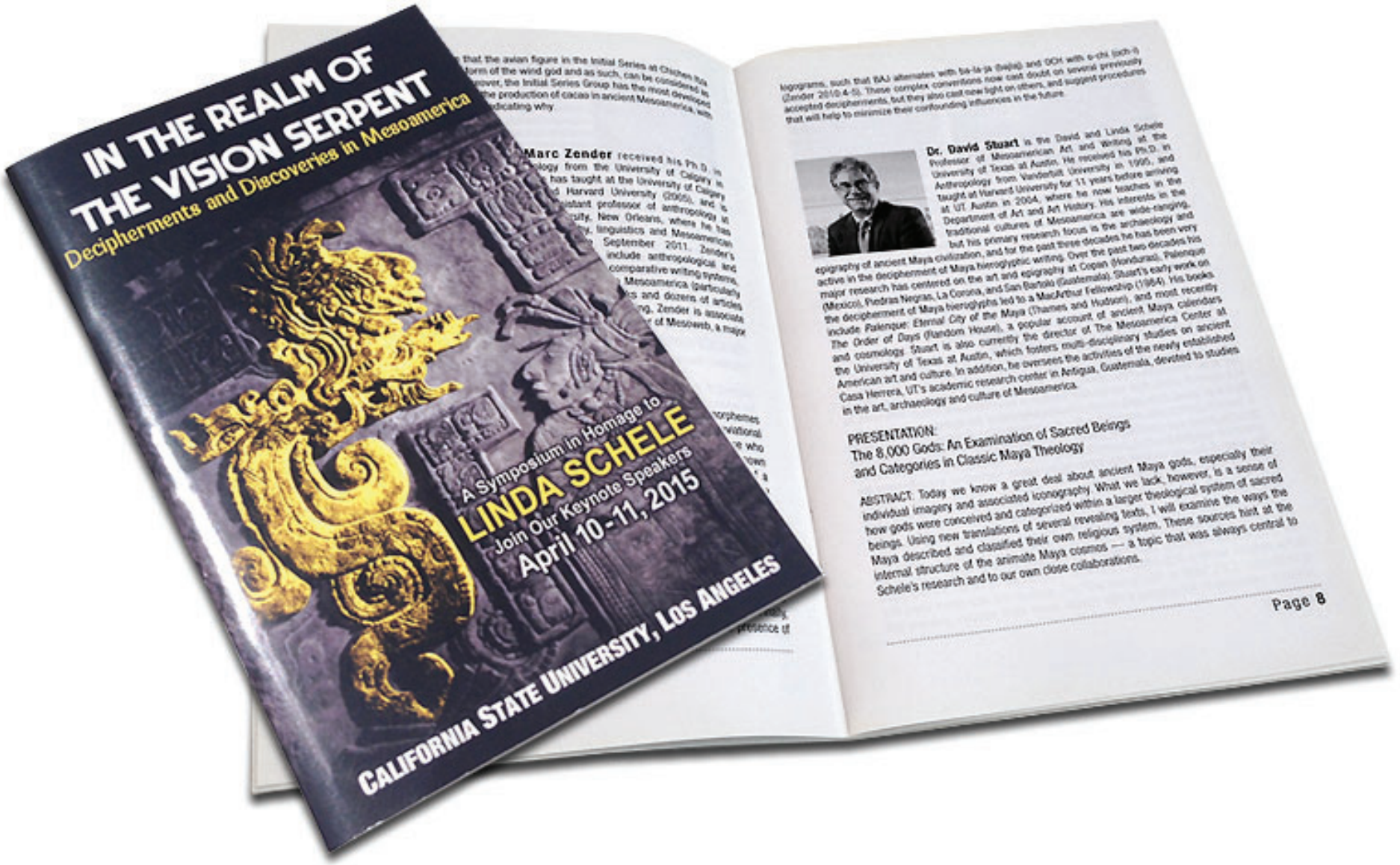
Nestle

Nestle hired me as a graphic consultant to design a variety of sell-sheets for slected products. I submitted an informal and playful layout I designed by merging graphic components in a backgroud tiff file, importing into Adobe Illustor to add layout type over and export as a final pdf file to deliver to the client. The sell-sheet was later approved and used in a marketing campaign by the company.

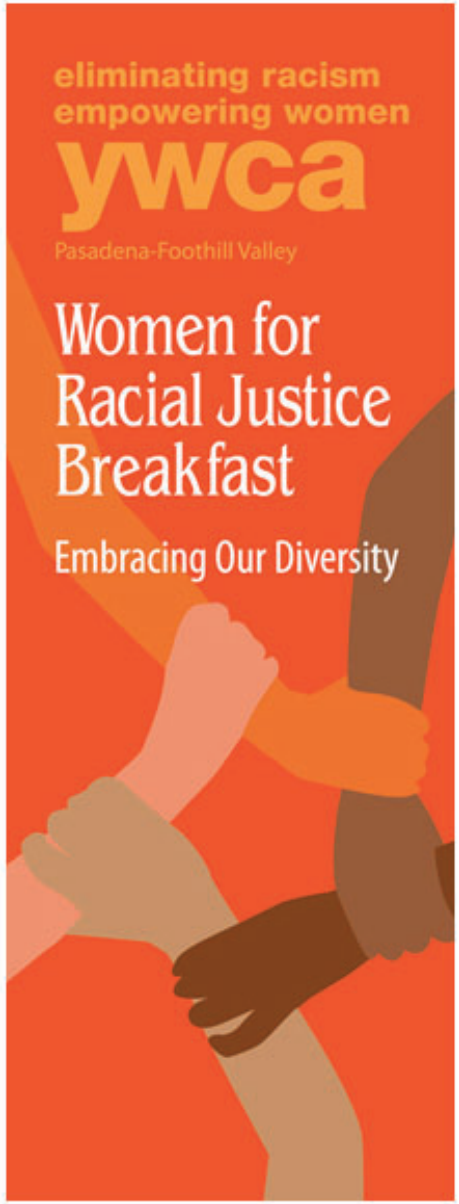
Nestle

Using Nestle's established branding for Wonka Sweet Tarts, I redesigned a new Sweet Tarts logo in Illustrator seen above, designed the approved packaged art above for print and made the 3D prop seen to be used in web eBlasts and for campaign booth events.



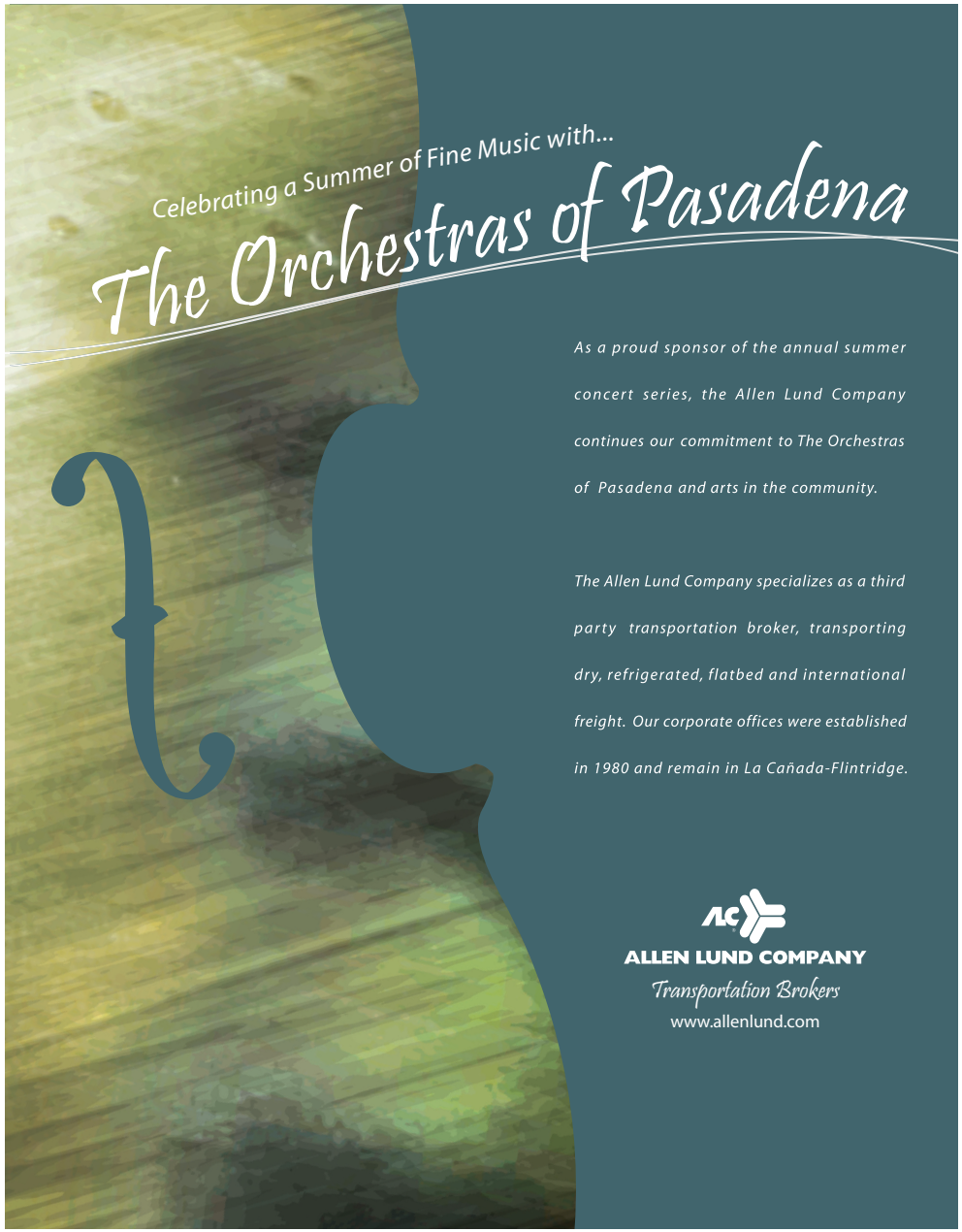
Cal State University Los Angeles

The University's Art Department enlisted my services to design this 4 color spined guide as a permanent template for their annual symposium event. I collaborated with faculty conceptually on several designs for both the back and front covers. The selected design for the guide was assembled electronically by me in Adobe In-Design. I composed both back and front covers as a single page and imported into In-Design for export as a final hi-res pdf file for print. This template is currently used annually as the standard In-Design template to compose new symposiums in.



YWCA

I offered my services to the YWCA organization to collaborate, conceptualize and design a 6 foot vinyl banner for an upcoming organized event. Both large scale panels were designed by me using Illustrator, I also illustrated the approved front panel hands artwork in Adobe Illustrator and prepared the file electronically for print.

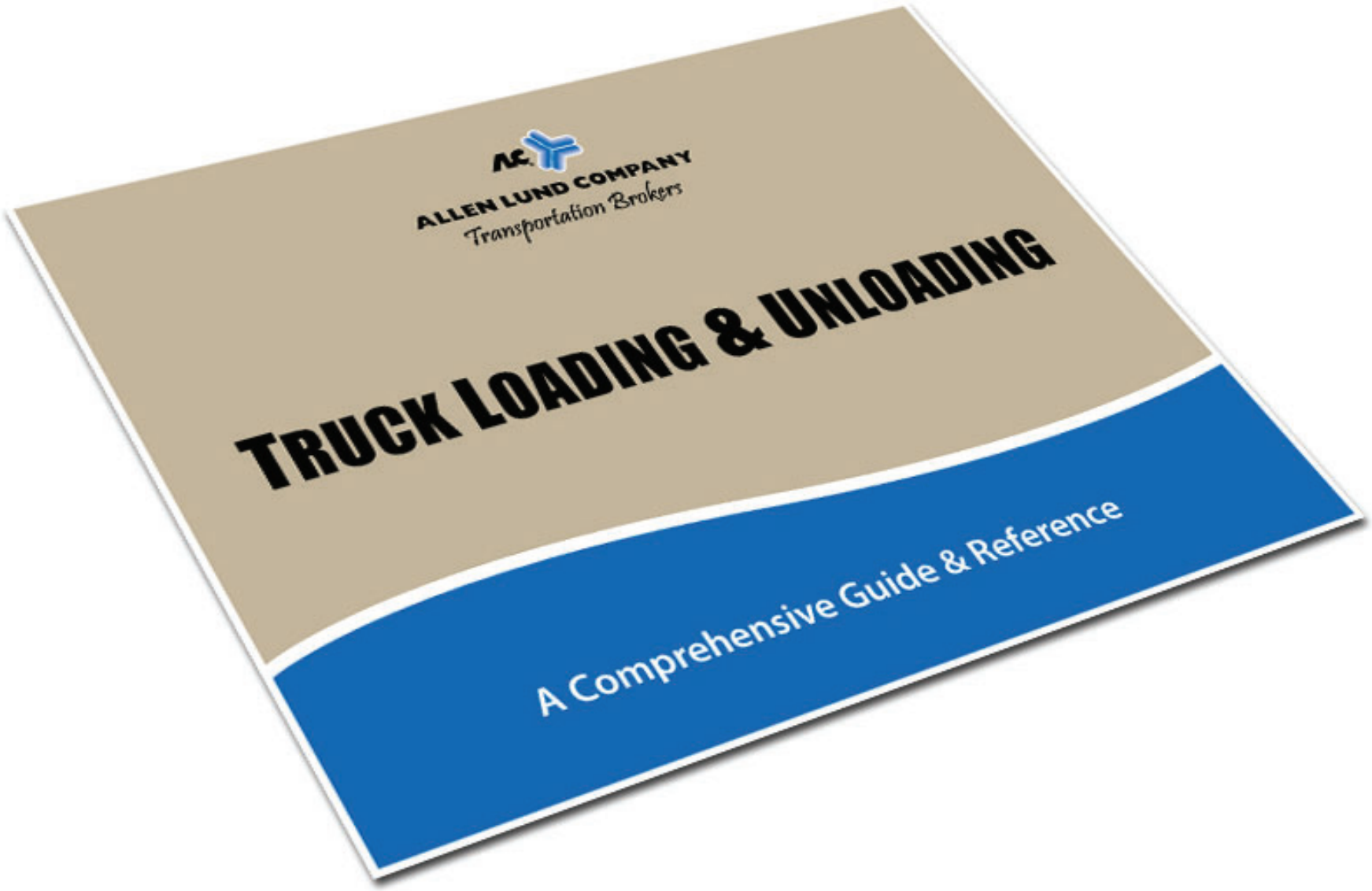


Allen Lund Company

I was responsible for conceptualizng the design above for a full-page ad for publishing in a magazine. I chose to use a violin shape, the fonts, and other graphic components seen to create the ad and produce the right mood complimenting the piece. The ad was designed in Adobe Illustrator.

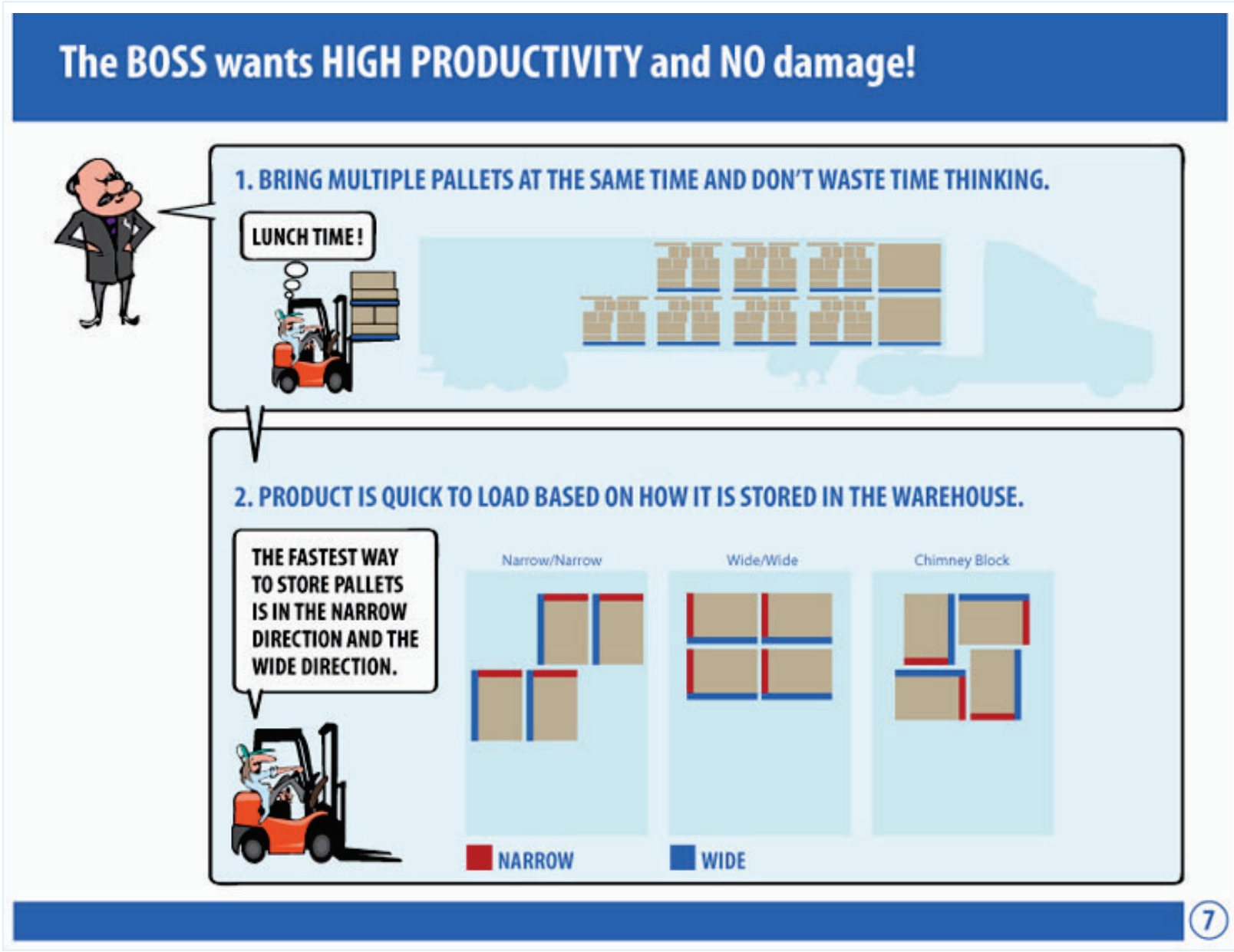
Allen Lund Company

This multi-paged brochure was designed for a company with an established red white and blue corporate color scheme. I was asked to design a new brochure utilizing corporate colors and include imagery that emphasized their client services. I first redesigned the company logo and designed a dynamic new look to effectively communicate their business model. The project was designed entirely in Adobe In-Design for print.



Allen Lund Company

I designed this full color entertaining reference guide to increase warehouse employee awareness and decrease company liabilities. I persuaded corporate to allow the use of characters I designed and illustrated for the guide to personalize content and mimic a graphic novel. The idea used entertaining approaches to convey content clearly, visual comprehensive diagrams contrasted right and wrong ways removing doubth in floor procedures and decreased the number of accidents. A master electronic pdf of the guide was created and distributed to the company's 23 office locations in the U.S. and was considered a complete success. This reference guide was designed by me in Adobe Illustrator.



Allen Lund Company

Page 7 of the reference guide visually demonstrates some of the graphic elements used in engaging readers. Soothing colors, entertaining characters, and clear diagrams were specifically designed to encourage reading the saftey material.

Allen Lund Company

The semi truck above was used as a cost-effective means to designing new event booths each year. I was asked to art direct the design for a new vehicle wrap with images that compliments the company's business model and included their corporate color palette. I chose the American flag to establish corporate colors and composed a montage of imagery, with the assistance of junior designers, for all 5 sides of the vehicle.

Allen Lund Company

From the front of the semi, I designed imagery on the right side to be visually consistent with the left adhering to the company's business model.