

Bring back the MEMORIES  
of  
**HOME BAKED GOODNESS**

with America's favorite chocolate chip cookie RECIPE:

**Nestlé TOLL HOUSE  
Cookie Crumbles**

And appeal to the cookie lover in all of us!




**3 REASONS TO TRY**  
Nestlé TOLL HOUSE  
**Cookie Crumbles**

(not counting that big smile on your face)

- 1 Cookies are America's favorite dessert right after ice cream. (Technomic 2002)
- 2 Chocolate Chip is the #1 cookie flavor hands down. (Nestlé Foods MRD and A&U Study)
- 3 Nestlé Cookie Crumble pieces marry the top two desserts together

**Piggy-back on**  
ONE OF THE *brands* THAT CONSUMERS *love* MOST

Nestlé TOLL HOUSE is one brand that America can't get enough of.  
Nestlé TOLL HOUSE has made the best-tasting morsels for 50 years running.  
Nestlé TOLL HOUSE is the #1 chocolate chip cookie recipe made at home.

.....●.....

Ask your Nestlé representative about our mouth watering  
merchandising materials and fun promotional ideas.





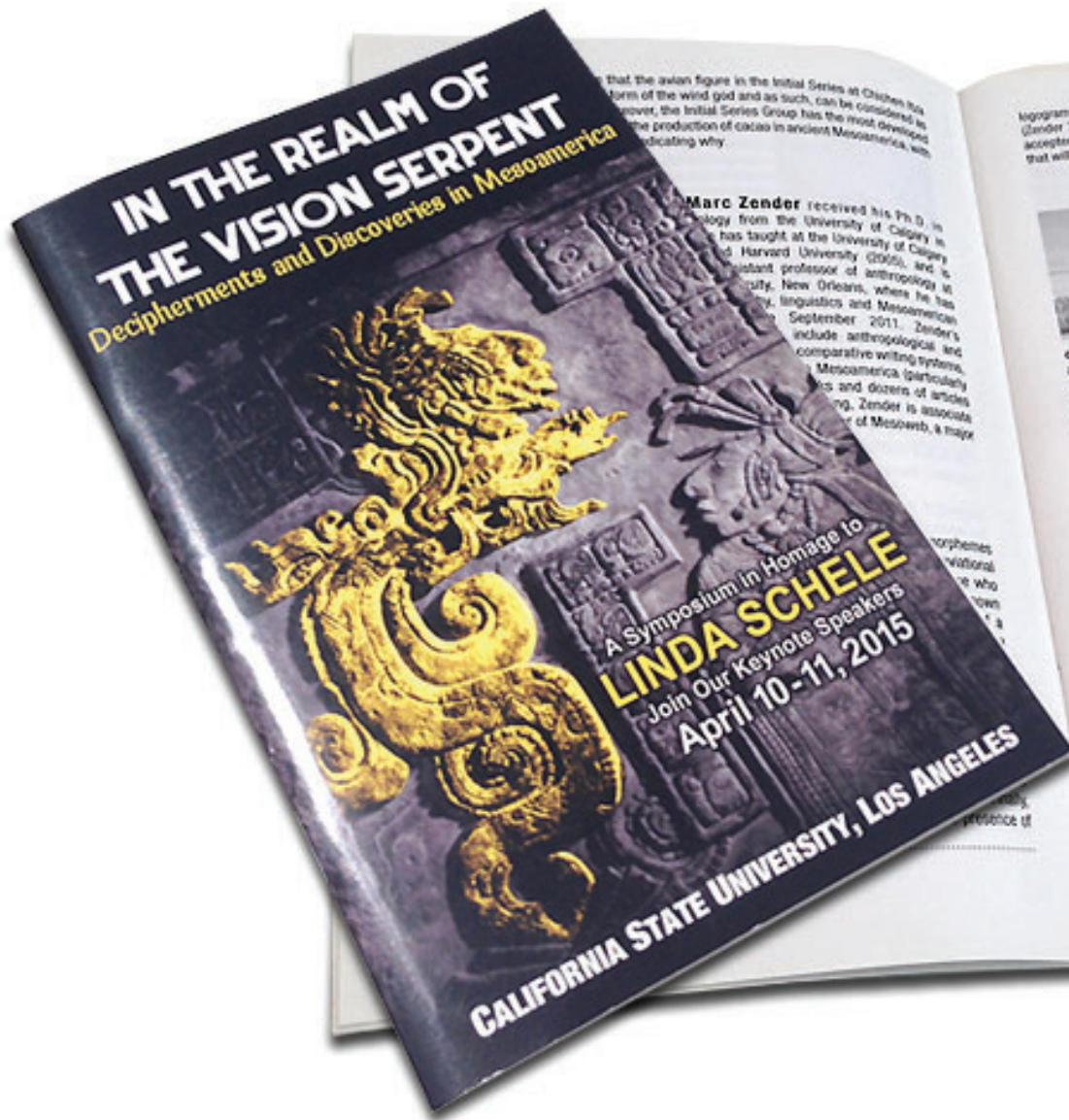

## Nestle

Nestle hired me as a graphic consultant to design a variety of sell-sheets for selected products. I submitted an informal and playful layout I designed by merging graphic components in a background tiff file, importing into Adobe Illustrator 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.

that the avian figure in the Initial Series at Chichen Itza, in the form of the wind god and as such, can be considered as a serpent. However, the Initial Series Group has the most developed iconography of the production of cacao in ancient Mesoamerica, with the cacao tree and cacao beans, indicating why

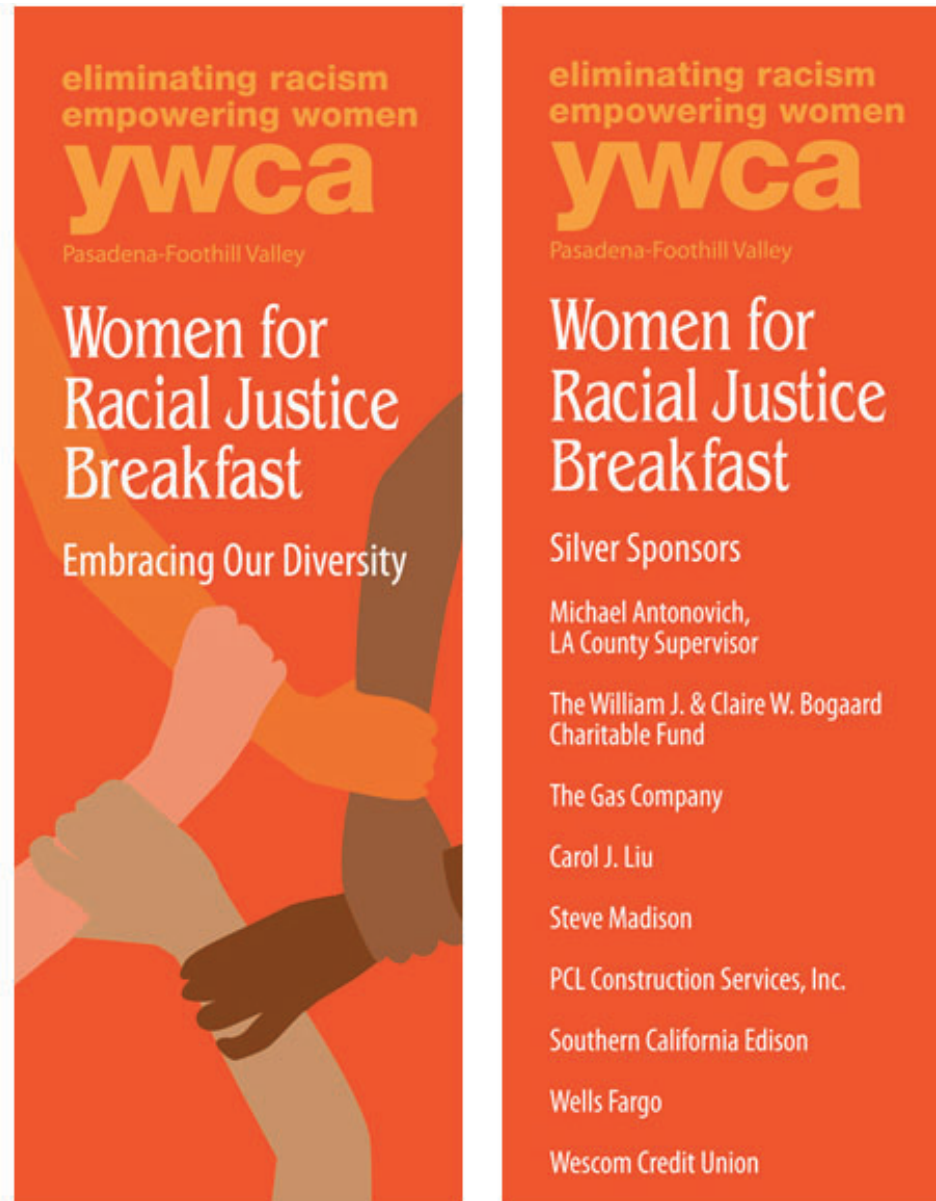
Marc Zender received his Ph.D. in Linguistics from the University of California, Berkeley. He has taught at the University of Calgary in Canada and Harvard University (2005), and is currently an assistant professor of anthropology at Louisiana State University, New Orleans, where he has been since September 2011. Zender's research interests include epigraphic, linguistic, and archaeological studies of Mesoamerican writing systems, particularly Maya hieroglyphic writing and decipherment. Zender is also the author of *Mesoamerican Writing Systems* and *Decipherment of Ancient Maya Hieroglyphs*. Zender is an associate professor at the University of New Mexico.



**Dr. David Stuart** is the David and Linda Schele Professor of Mesoamerican Art and Writing at the University of Texas at Austin. He received his Ph.D. in Anthropology from Vanderbilt University in 1995, and taught at Harvard University for 11 years before arriving at UT Austin in 2004, where he now teaches in the Department of Art and Art History. His interests in the traditional cultures of Mesoamerica are wide-ranging, but his primary research focus is the archaeology and epigraphy of ancient Maya civilization, and for the past two decades his major research has centered on the art and epigraphy at Copan (Honduras). Stuart's early work on the decipherment of Maya hieroglyphs led to a MacArthur Fellowship (1984). His books include *Palenque: Eternal City of the Maya* (Thames and Hudson), and most recently *The Order of Days* (Random House), a popular account of ancient Maya calendars and cosmology. Stuart is also currently the director of The Mesoamerica Center at the University of Texas at Austin, which fosters multi-disciplinary studies on ancient American art and culture. In addition, he oversees the activities of the newly established Casa Herrera, UT's academic research center in Antigua, Guatemala, devoted to studies in the art, archaeology and culture of Mesoamerica.

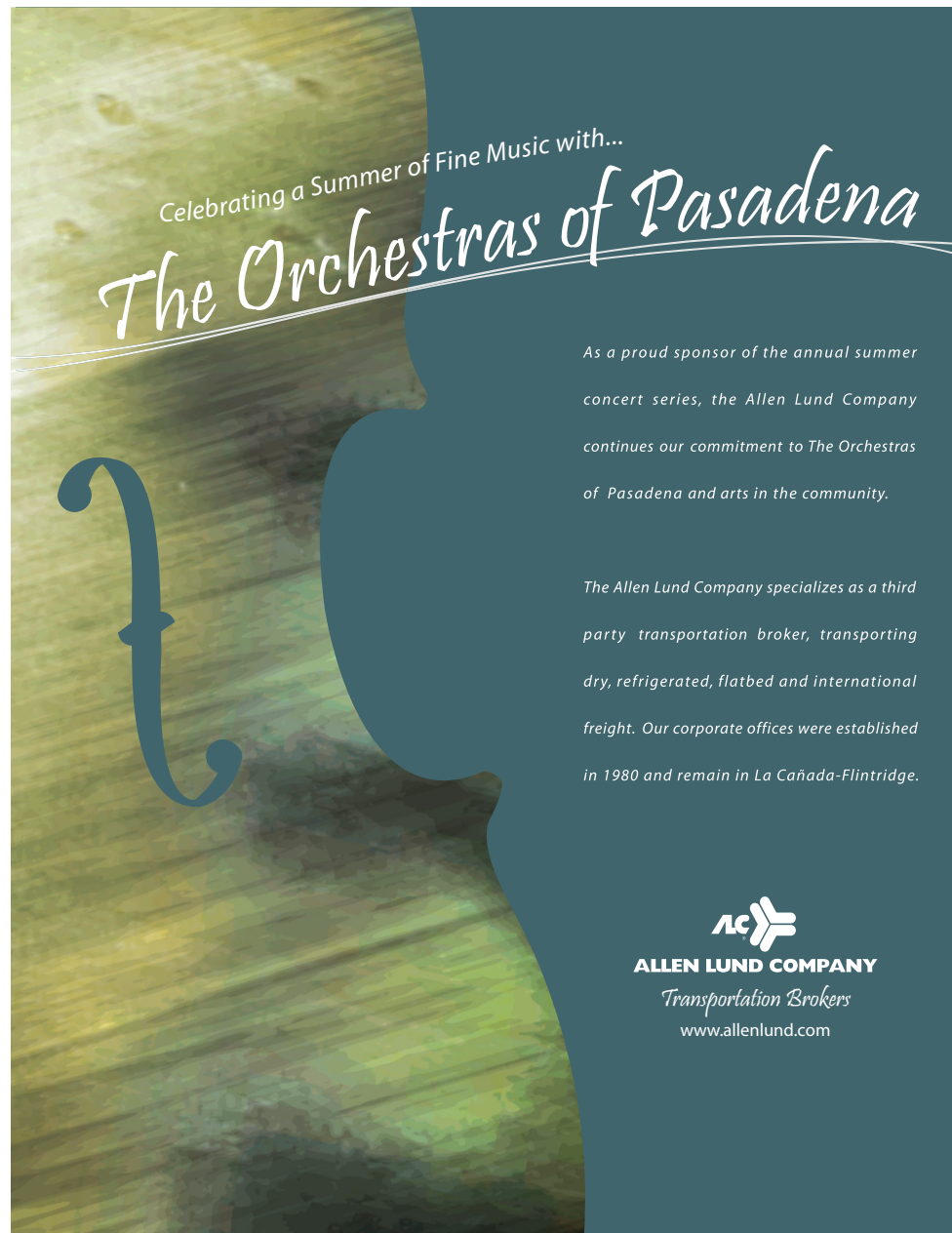
### PRESENTATION: The 8,000 Gods: An Examination of Sacred Beings and Categories in Classic Maya Theology

**ABSTRACT:** Today we know a great deal about ancient Maya gods, especially their individual imagery and associated iconography. What we lack, however, is a sense of how gods were conceived and categorized within a larger theological system of sacred beings. Using new translations of several revealing texts, I will examine the ways the Maya described and classified their own religious system. These sources hint at the internal structure of the animate Maya cosmos — a topic that was always central to Schele's research and to our own close collaborations.



## 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**

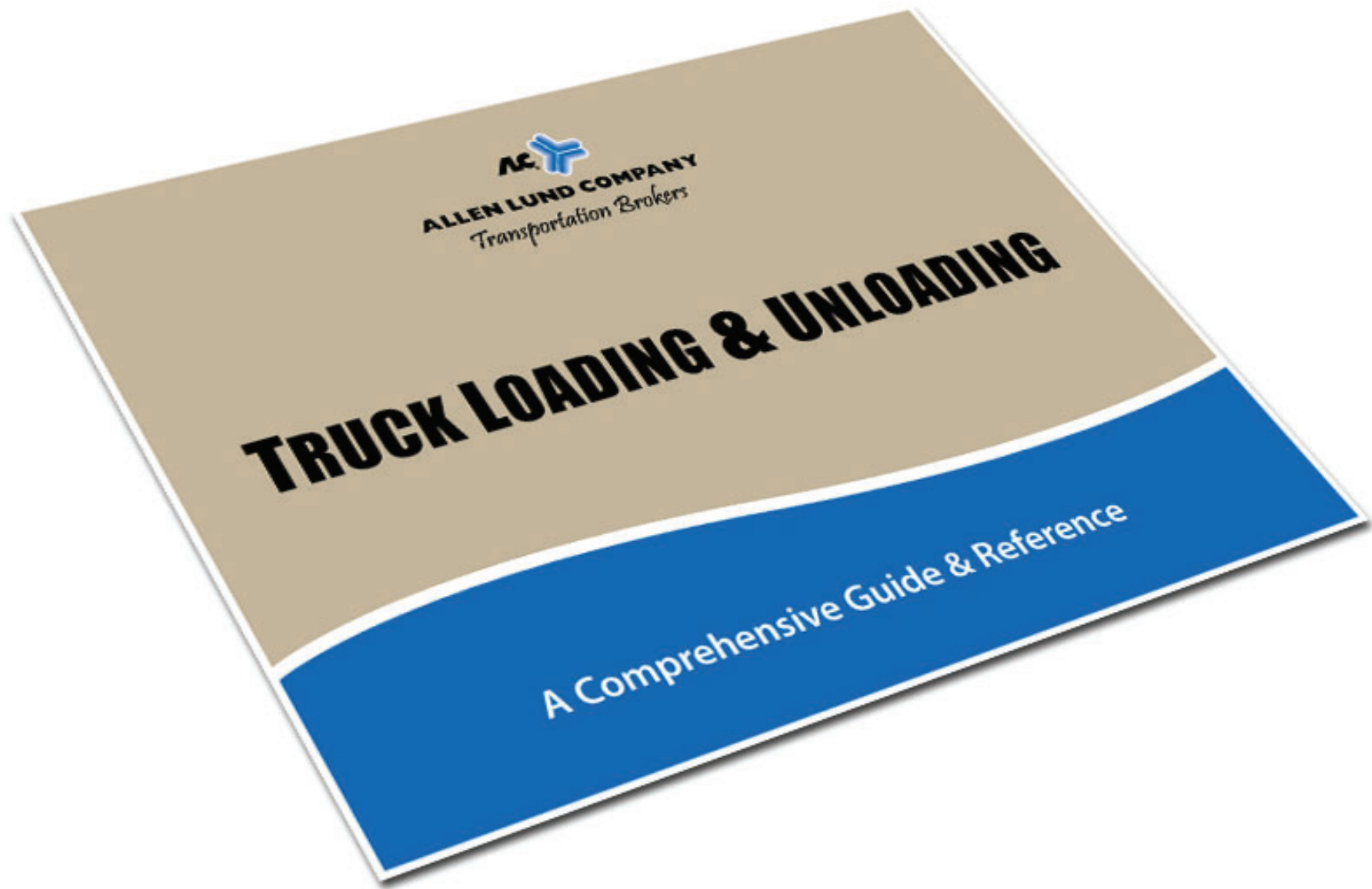
I was responsible for conceptualizing the design above for a full-page ad for publishing in a magazine. I chose to use a violin shape, the fonts, and other graphic components seen to create the ad and produce the right mood complimenting the piece. The ad was designed in Adobe Illustrator.



## **Allen Lund Company**

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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**

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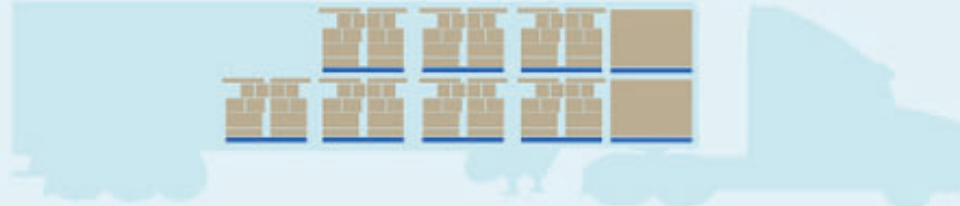
I designed this full color entertaining reference guide to increase warehouse employee awareness and decrease company liabilities. I persuaded corporate to allow the use of characters I designed and illustrated for the guide to personalize content and mimic a graphic novel. The idea used entertaining approaches to convey content clearly, visual comprehensive diagrams contrasted right and wrong ways removing doubt 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.

# The BOSS wants HIGH PRODUCTIVITY and NO damage!



1. BRING MULTIPLE PALLETS AT THE SAME TIME AND DON'T WASTE TIME THINKING.

LUNCH TIME!

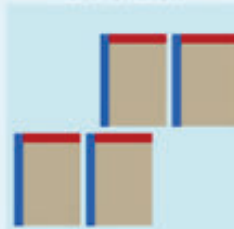


2. PRODUCT IS QUICK TO LOAD BASED ON HOW IT IS STORED IN THE WAREHOUSE.

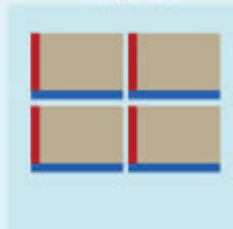
THE FASTEST WAY TO STORE PALLETS IS IN THE NARROW DIRECTION AND THE WIDE DIRECTION.



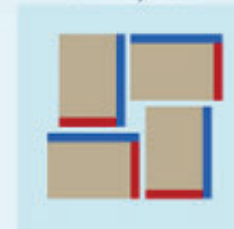
Narrow/Narrow



Wide/Wide



Chimney Block



 NARROW

 WIDE





### **Allen Lund Company**

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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**

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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.