

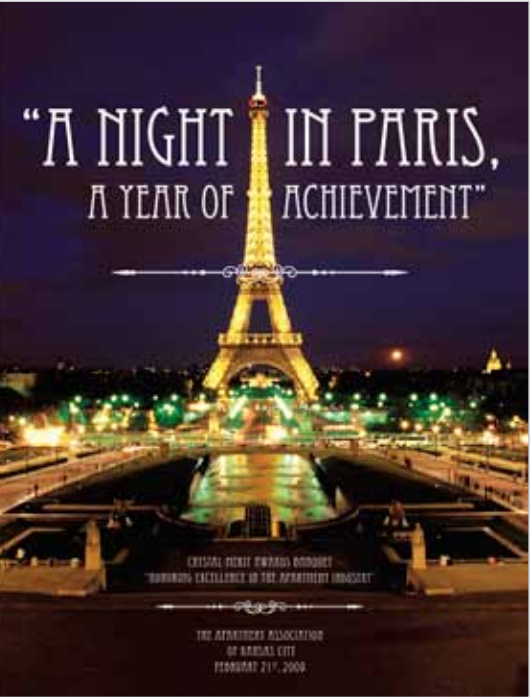
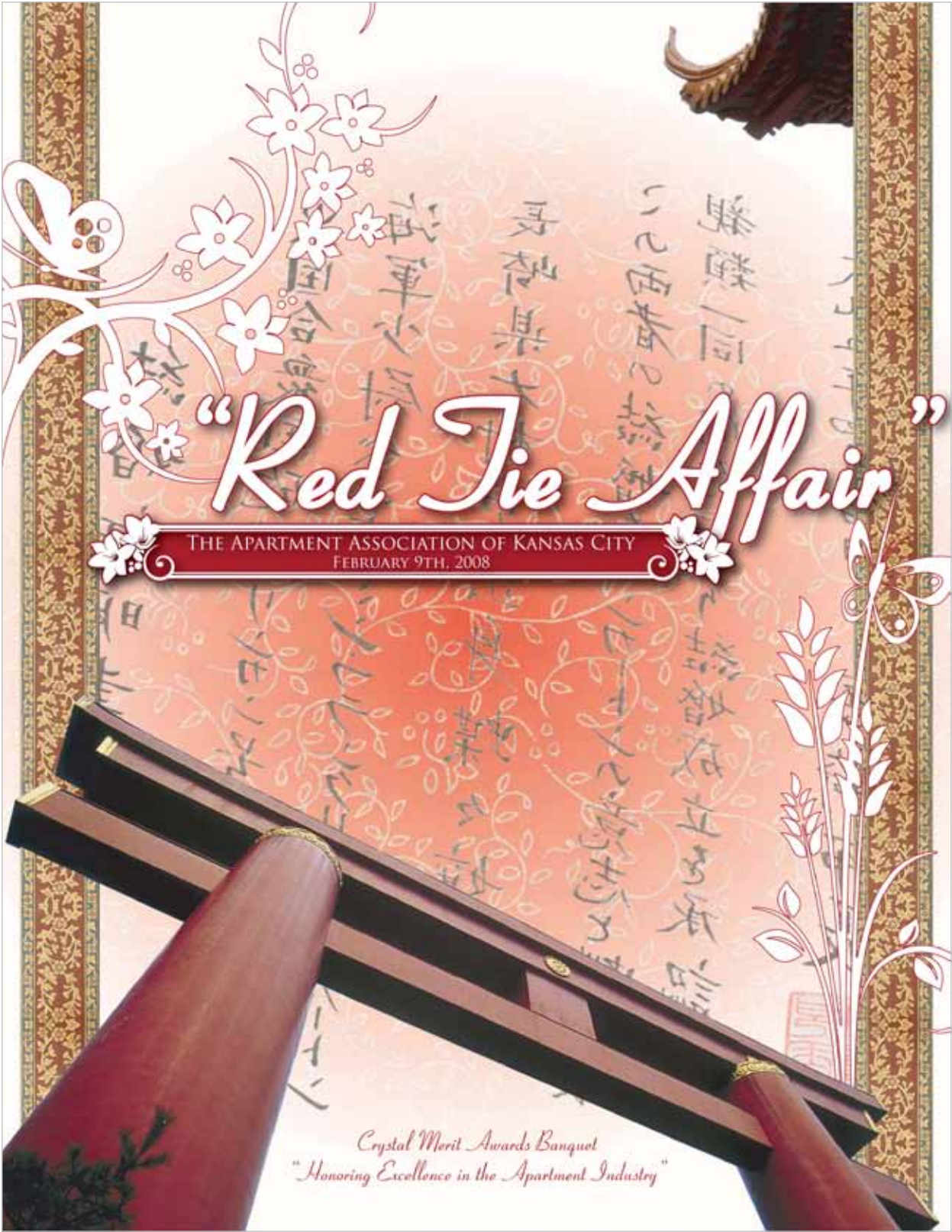




Left: Cooper Square of New York, New York supplies upper scale residential living for many portions of New York City. One Hanson Place is just one of many buildings that require a resident manual book including book covers, divider sheets, and content. Often these companies will not supply any materials except for their global source on the web. This project demanded research of the company and a similar look to their existing branding. Multiple versions were created to narrow down a final solution for the brand new residential One Hanson Place's Resident Manual.

Right: Crystal Merit Management organizes an annual awards ceremony in the apartment association of Kansas City. 2007's event took on an oriental theme with the title, "Red Tie Affair," while 2008's theme was "A Night in Paris." The guidelines for both these projects were completely open. As the designer this opened up a vast amount of exploration. The project consisted of a brochure, ceremonial invitation, rsvp and ticket.

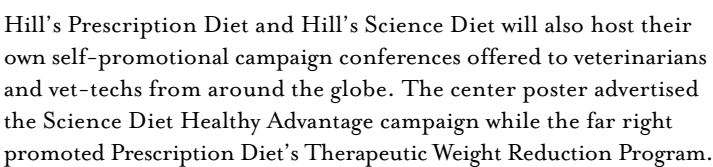
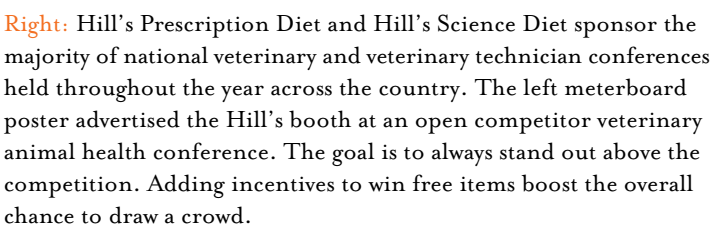
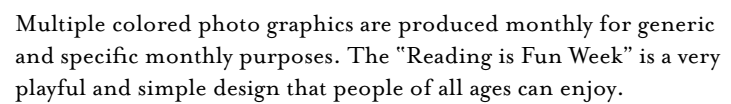
The left version is my preferred design before the headline type was later vetoed to a more script-like typeface. The final solution kept the typeface shown on the invitation to the right.



ILLUSTRATUS

cooper square book covers

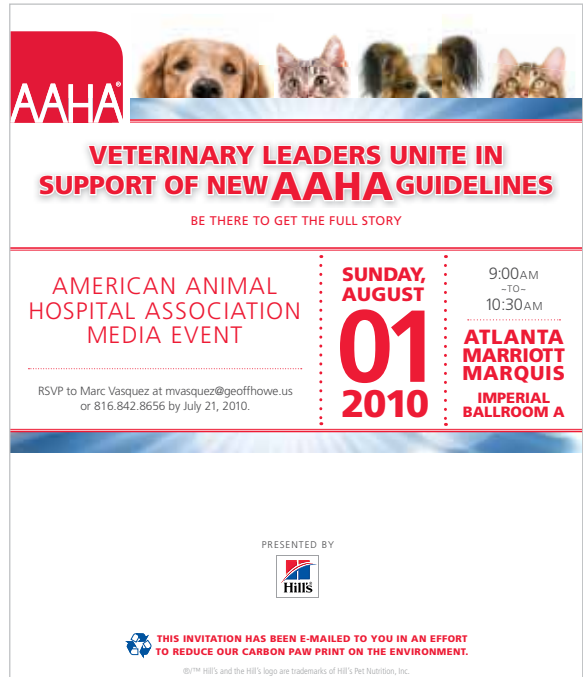
crystal merit brochure / invite





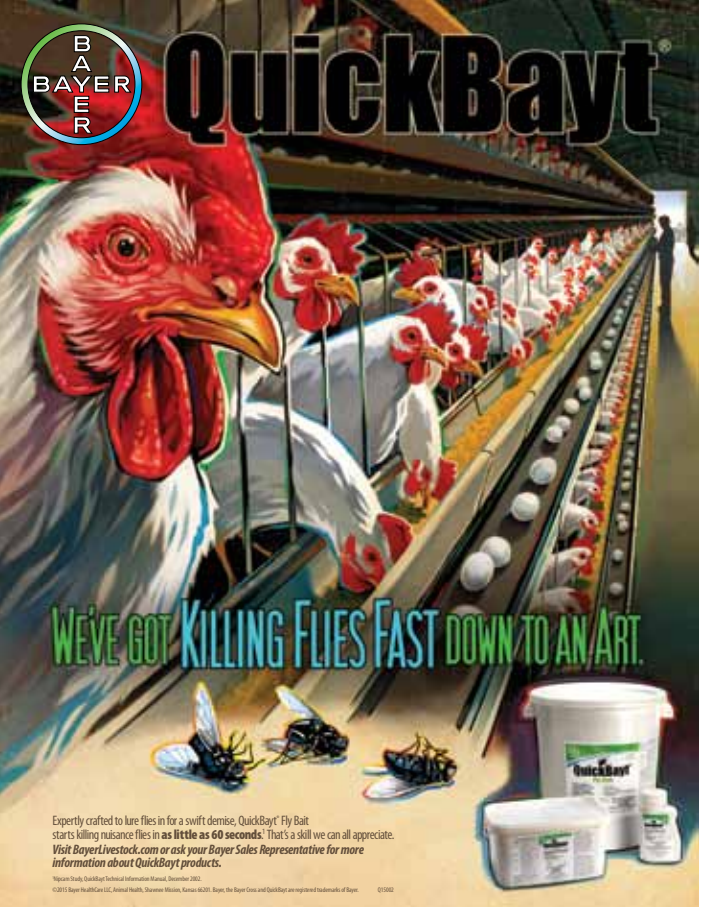
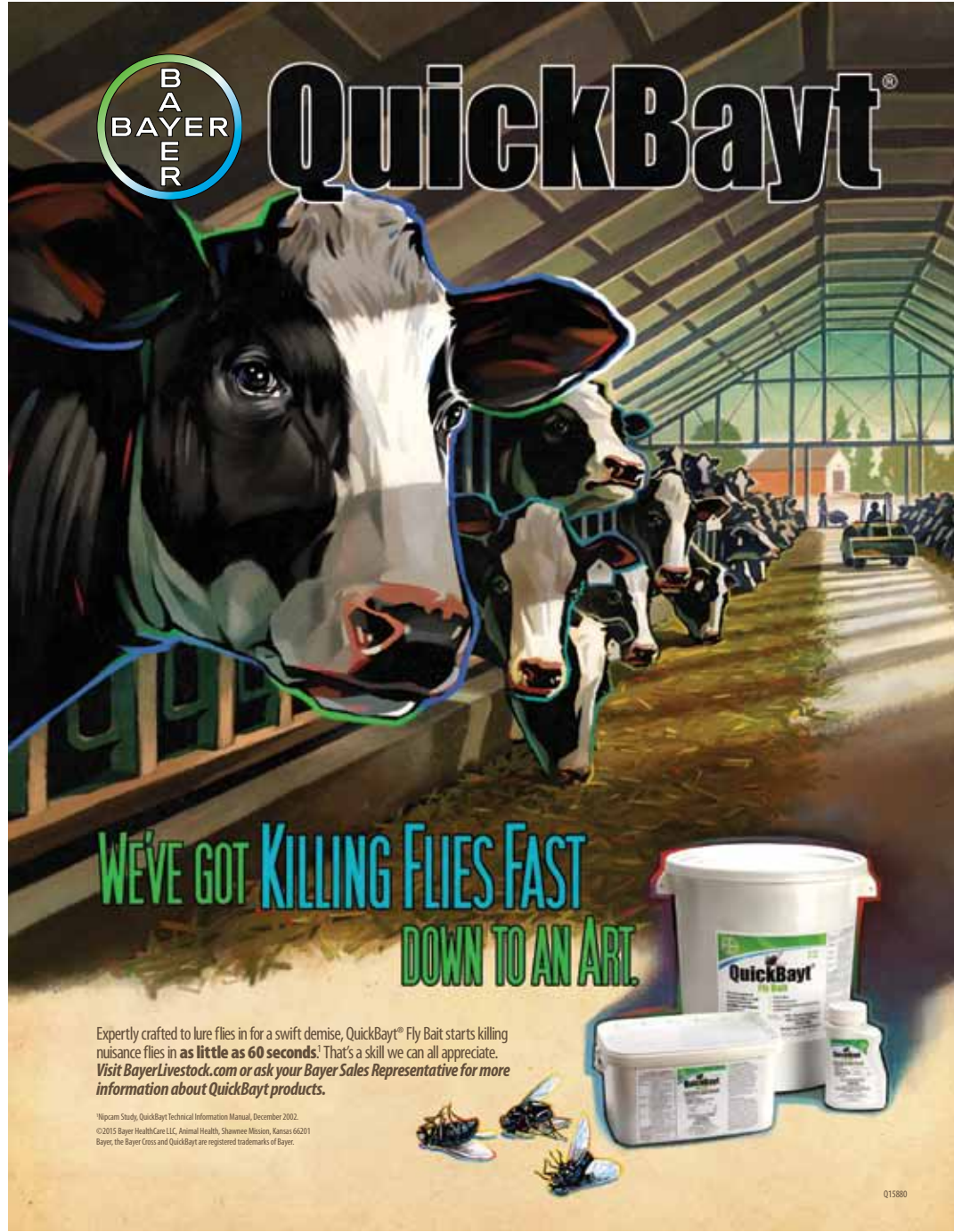
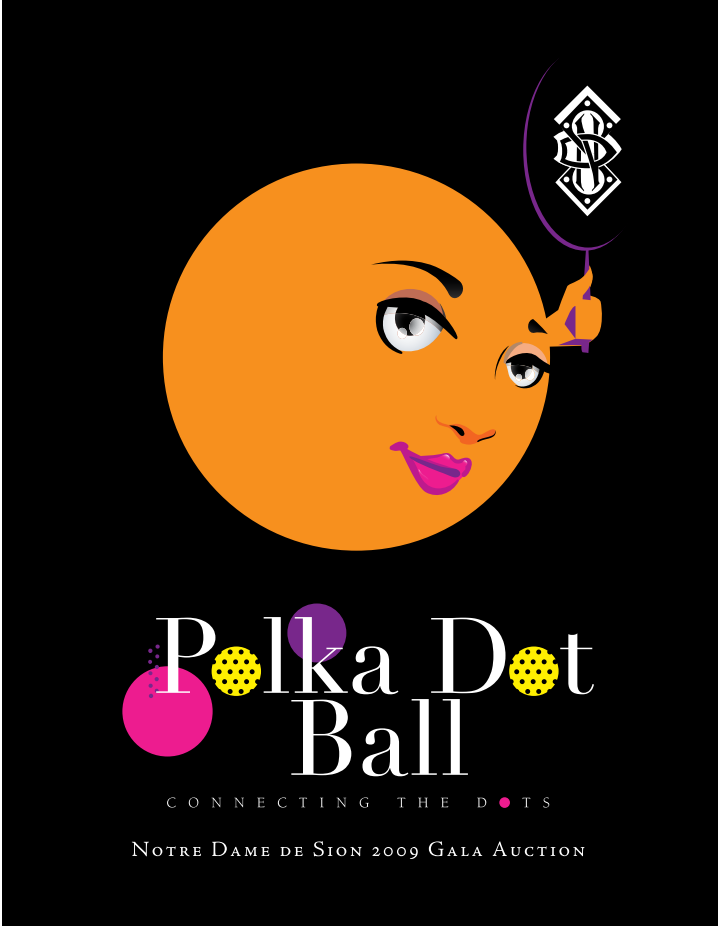
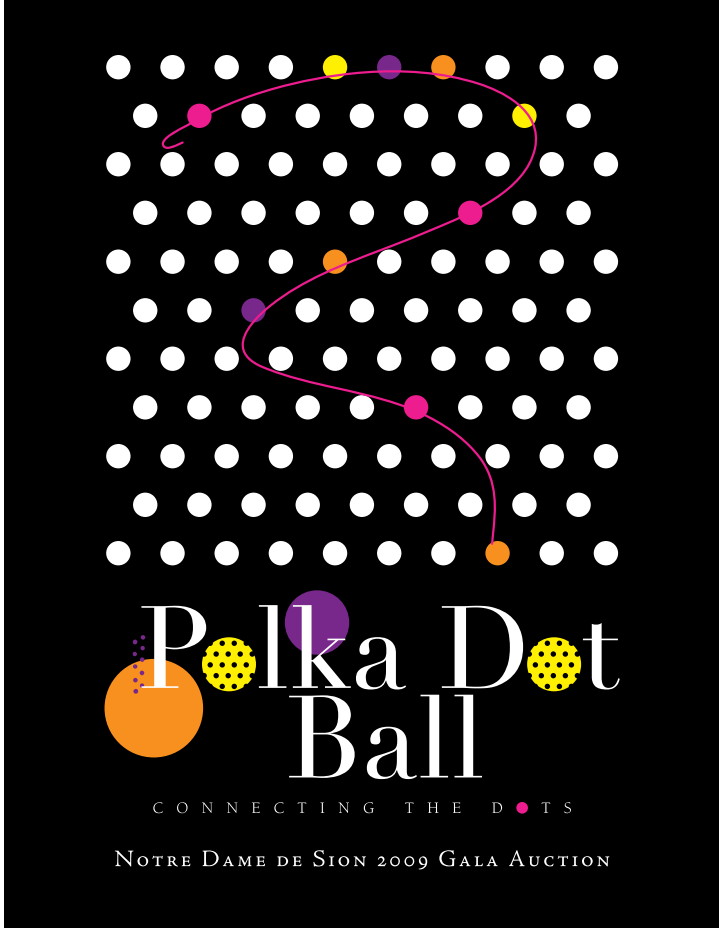
Left: Hill's Prescription Diet j/d is just one of many sub-brand food options pertaining to your dog's specific health needs. Prescription Diet j/d attacks arthritis and strengthens the joints of canines. This ad campaign consisted of multiple pieces ranging from sales ads, posters, consumer collateral to clinical promotions. Shown above are three promotional ads geared toward the consumer. I worked directly with the art director to achieve the best solution possible. You may find these ads in magazines and veterinary clinics.

Right: Throughout the first few years of working with Geoff Howe (later to be bought out by Greyhealth Group) I tackled various design tasks all involving Hill's Prescription Diet and Hill's Science Diet. These tasks vary from consumer to clinical promotion. Both involve design of posters, sales aids, invitations, conference collateral, power points, static screen images, web banners, etc. Displayed across the spread are examples of what you might find at veterinary clinics, magazine ads or conference booths. Heavy brand knowledge is essential to maintain consistency throughout.



HILL'S PD / HILL'S

j/d joint arthritis campaign
various promotional ads



Left: The Polka Dot Ball was an auction hosted by Kansas City's Notre Dame de Sion, all girls catholic school. This was a non profit auction supporting the charitable community of Kansas City. This project consisted of the usual suspects of branding in color and type. Designing a logo was my first priority to implement in all collateral pertaining to this auction. I offered multiple options, two of those variations shown on the right were adequate but not chosen.

The collateral design consisted of a logo, posters, bumper stickers, invitations, auction card and bar signs. Above are two poster options with the cropped bar sign in the center.

Right: A large duration of my employment working at Greyhealth Group had been focused working on Bayer Animal Health; both consumer animal and farm animal. Bayer consistently requires trade ads for a wide variety of magazine publications. These are recent examples advertising QuickBayt fly bait for dairy, equine and poultry. Once approved, these trade ads will require monthly resizes pertinent to the advertorial publication. I was very thankful to work with the illustrator, Jeff Foster, for this campaign.

Bayer will often request large scale advertising for conferences. Printing large scale requires technical skills to properly enlarge photos without losing image quality. The enlarged environmental banner was executed to perfection with the manure compost clearly addressing the necessity of QuickBayt fly bait's use.

POLKA DOT BALL / BAYER ANIMAL HEALTH

posters

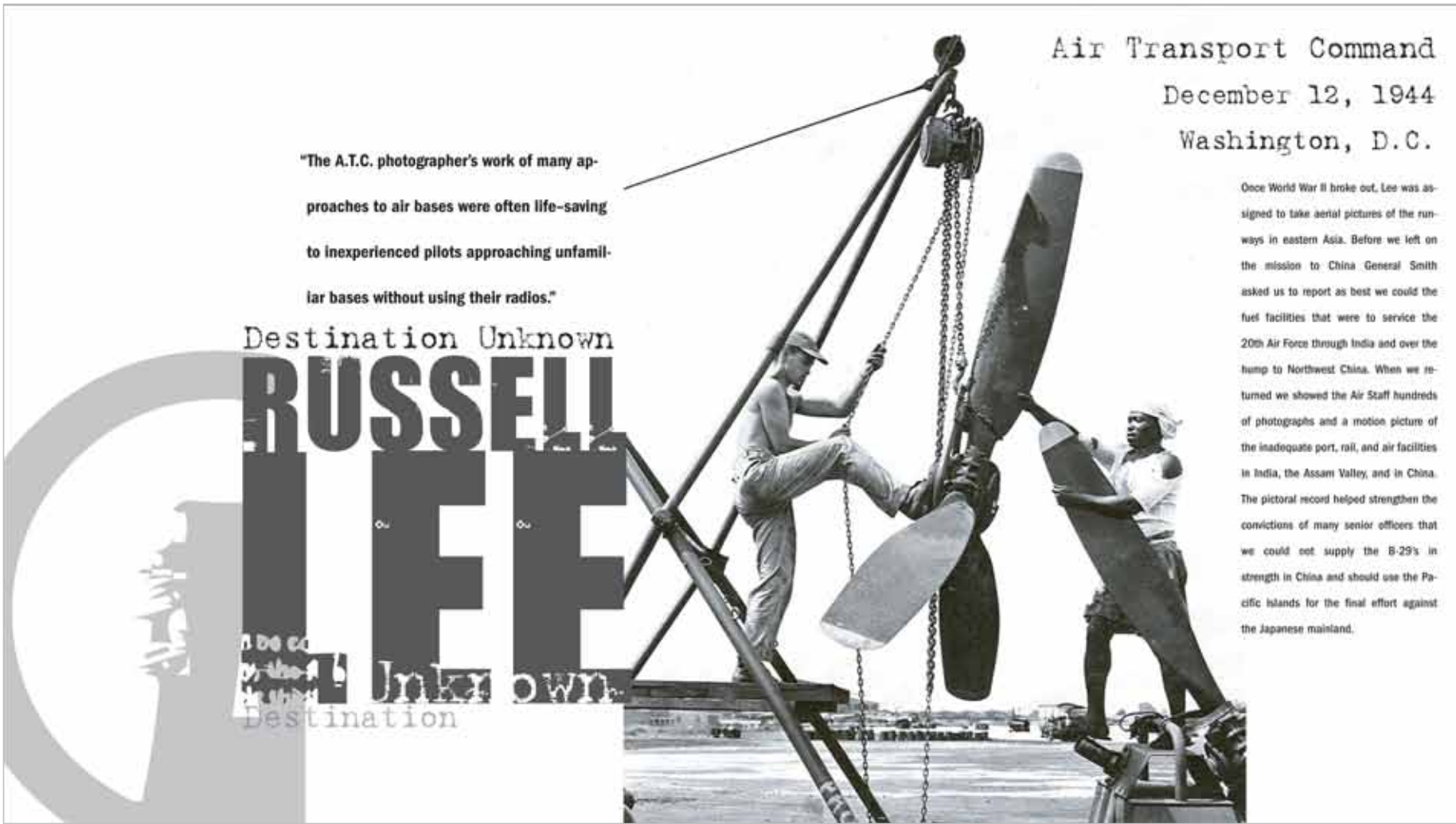
trade ads / large scale banner



Left: This assignment was to create multiple communicative banners that our client could select for their personal newsletters. These state banners are directed toward the specified state location. Each banner illustrates what you might expect if you were to live or visit this region. They require extensive research over the state's criteria and origin. Generally, my first step was to research the state flag and expand its elements somehow into the banner. These banners are always fun to design because I was allowed free liberty in direction.

Right: Every year Northland, a national apartment and residential association, holds a conference. These folders hold all the necessary material for each individual. I especially enjoyed this marketing opportunity to expand my creativity to its fullest. I was given only a theme and had free direction. 2007's theme was "Make Magic Happen." I went through a specific procedure to narrow down the direction that is more pertinent and delivered several examples. Only the front cover is shown for the 2007 edition.

2008's edition was geared toward expansion. Over the year of 2008, Northland had grown exponentially so their theme was "United We Stand, Together We Grow." Shown are just two examples in direction that I took. Both take a direction of many individuals working together to create the operating whole. Front and back are displayed.



Left: The Russell Lee poster assignment was very direct. It simply consisted of two posters; one including a photographer of your choice and the other mimicking the photographic poster with only variations of typography. The project brought great attention to detail and precise typeface selection.



Right: The elongated newspaper ads to the right were only a single selection in a part of my brand identity study called "Poseidon's Oasis." The three pieces were dedicated to product, imagery and service that my created business will deliver. Each piece should stand alone as one yet create an overall look to stand equally next to each other. This project required creative writing and design.

Discover your own degree of Tranquility

Traditional Design Stand Tank & Hood

A sturdy counter, heavily built shell, or desktop may serve the purpose, but for most aquariums, the best solution is a stand specifically designed to hold it. Saltwater is heavy—8.5 pounds per gallon. Even a modest 40-gallon glass tank filled with water, coral gravel, and rock can easily weigh 350 to 400 pounds depending upon the rock. Poseidon's Oasis offers a variety of sizes for built-in stands that will hold tanks ranging from a 50-inch length, 300-gallon tanks, to 48-inch length, 150-gallon tanks.

The full hood, which both encloses the lights and covers the top of the aquarium, is a good choice if one recognizes that a common cause of fish death is specimens hanging out of an uncovered tank.

For safety's sake, we offer better hoods that are a built-in glass acrylic "lens," or sheet, between the lights and the water. Exposed bulbs often tend to become encrusted with salt and occasionally may break—or even explode—if bumped or splashed with water while blistering hot. Although such occurrences are rare, a lens helps reduce this hazard. At the same time, this clear sheet must be kept clean and free of salt buildup—otherwise light transmission will be reduced.

\$169.99 to \$249.99*

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3460 Tranquil Dr.
Seattle, WA 98199
www.poseidons-oasis.com

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Dreams are renewable.

No matter what our age or condition, there are still untapped possibilities within us. Discover your own utopia of exotic seafloor and various aquarium utilities at Poseidon's Oasis.

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Create an Exotic Marine World

Setting up a saltwater aquarium is an exciting endeavor—creating an exotic marine world in miniature—and with some basic preparation and planning it should be neither confusing nor intimidating. Although there will be more steps here than in establishing a new ordinary freshwater tank, many of the techniques are the same.

Poseidon's Oasis offers a program to help educate those who are interested in achieving the fullest potential with their newly-acquired saltwater tank. We urge you to spend some time thinking about the tank you want to create. Do some informed research before simply diving in.

Once every species and object is decided upon, our professionals are glad to assist you with any of your further questions or problems. We begin giving a broad display of how you want to spend your budget and then move into arrangement, water testing, and successful water filtration. Setting up the tank is the last procedure and we have many exotic tips to enhance your brand new tank.

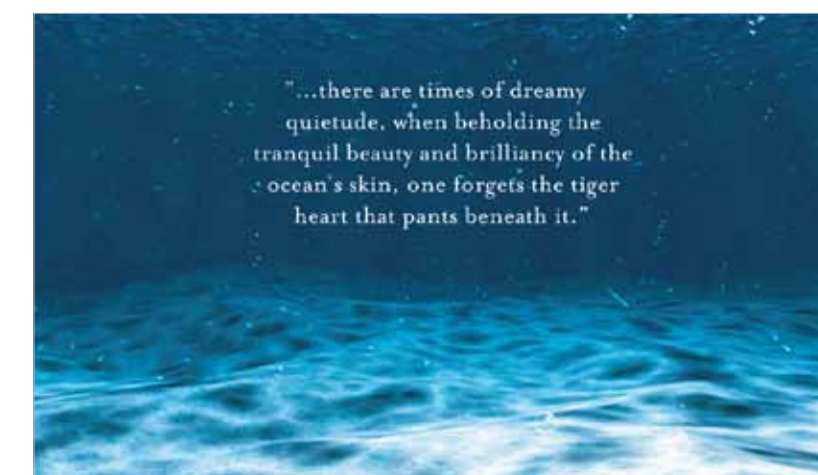
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Left: Above are a variety of logos, graphics and concept art that I've created for various projects. The "Poison Control" logo was designed for KU's medical staff. The logo must advertise to all varieties of harmful toxins. The "Polka Dot Ball" was a charity auction hosted by Kansas City's Notre Dame de Sion. Many options were created — the simple bottom option was chosen from the two displayed. The two "Happenings" graphics are titles to a generic number of area events of newsletters. The colors are chameleon colors that change from month to month. For example this version of "Happenings" is the February issue so it took on a theme of Valentine's Day. June would take on much warmer colors like yellow, orange and its complementary blue. The "Ray Gun" is a personally branded brass stamp for use within my pottery hobby. The two bottom right icons were designed for holytools.com. The right icon represents their primary "Holy Greazer" product sold on the site.

Right: This brand identity project is a mock exotic aquatic store called "Poseidon's Oasis." The entire project is a kinetic design geared toward an upper scale, mid-life to retired life style. This project demanded great attention to detail and creative writing. It consisted of three newspaper ads, packaging and a complete stationary set (cover letter, secondary letter, back of both letters, mailing labels, business cards and envelopes, creation book, logo and products that the business would sell).

Package design required extensive research of multiple packaging forms and designs. This project required vast studies about package and sales production. Each product is sold in its own individually designed package. I chose to design four separate products plus the shopping bag. Enclosed are brine shrimp eggs, water filters, thermometer and water heater.





Left: A small group of friends and I decided to take on the challenge of creating a game application for personal devices. The group consisted of a project manager, front end developer, back end developer and creative director. I took on the opportunity as creative director. The creative director was tasked with game ideas, conceptual art, execution of art while working directly with the front and back end developers. Our game was called "Puzu". To summarize, the main character Puzu, a small deranged squirrel monkey, was intent to gain his freedom back to the wild by consistently being tossed aside from zoo to zoo for bad behaviour. In the end there would be no other zoo to incarcerate Puzu.

Above are desirable power up icons to further progress Puzu's skills. Left to right, top to bottom: Fire, Freeze, Power, Poison, Spread, Ammo, Sonic Blast, and Stage Clear.

Right: A friend approached me in need of a website with immediate turnaround time. His father had invented a few tools to quickly manage utility task vehicles (UTV) and promoted on his Facebook page. The public interest resulted in holy-tools.com. This website enables him to easily display an operational video, manage product sales, distribution, FAQs, contact information and business hours.

Holy Tools had an inventive idea that would save them hours of time, and help prolong the use of one their favorite toys. We introduce to you — 'The Holy Greazer.' This is the maintence tool that will save hours of assembly time. Get any unwanted dirt, grime and water out of your wheel bearings after a days ride, easily and efficiently. This product works with your Polaris RZR (900/1000) and Polaris Ranger model vehicles. Thanks to the 'Holy Greazer', you can grease your UTV's wheel bearings without the removal of the axle or CV joint!

