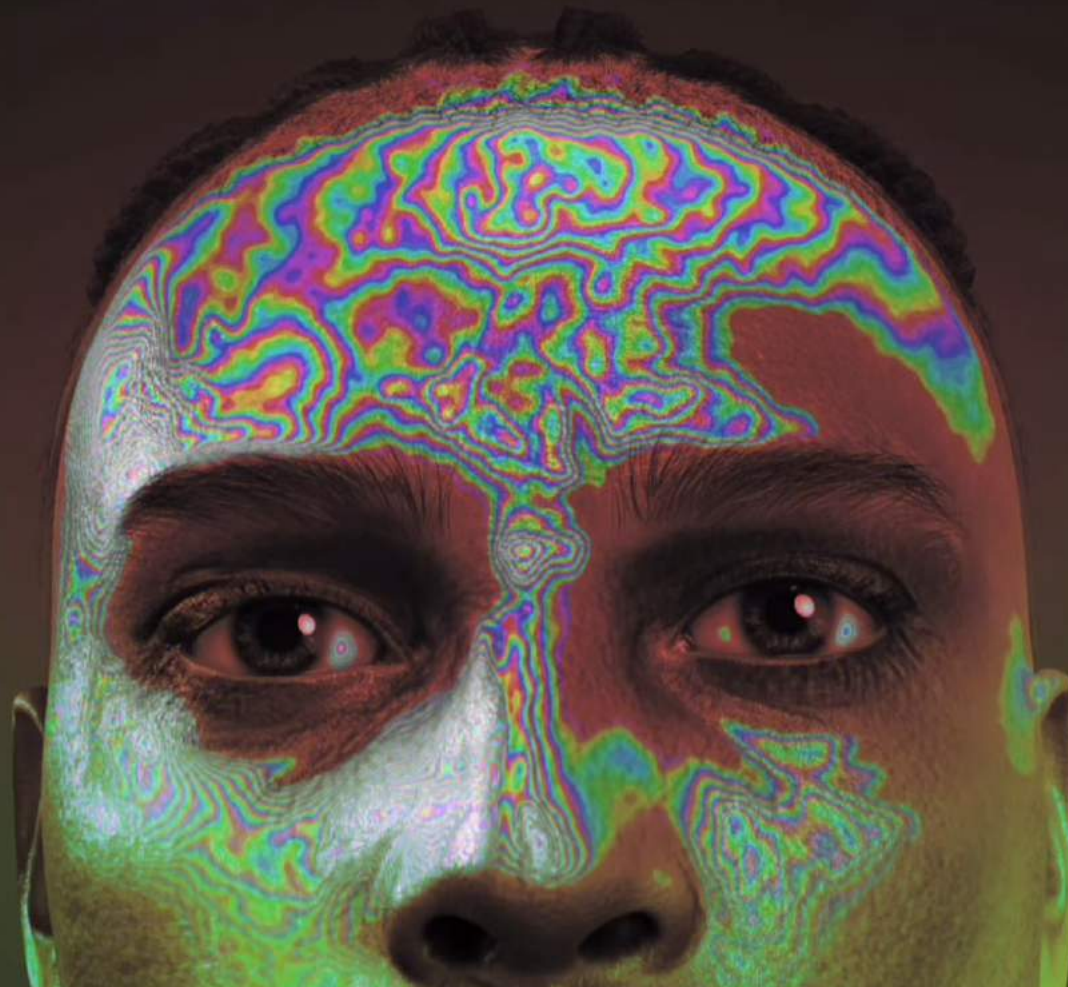




VIDEO PORTFOLIO

LINK: [HTTPS://TINYURL.COM/43HN7MBR](https://tinyurl.com/43HN7MBR)



Brief

The primary goal was to leverage brand guidelines to enhance the quality and consistency of design projects. By adhering to a set of well-defined brand standards, the aim was to improve the overall art direction, ensuring that each design not only met the brand's visual and messaging criteria but also pushed creative boundaries in executing innovative ideas.

Challenges

Maintaining brand consistency was challenging as I managed both the creation of 3D models and editing. Ensuring a cohesive brand voice across various platforms, I aimed to align all design elements with the brand's identity. Guiding the creative process, I focused on delivering designs with clear messages and strong visual impact. Balancing creativity with brand guidelines, I navigated between innovation and adherence to the brand's core values, all while personally handling the intricate tasks of 3D modeling and video editing. This endeavor underscored the complexity of blending originality with brand consistency.

Goals

The strategy involved a meticulous analysis and application of brand guidelines across every design project, utilizing them as a detailed roadmap to consistently reinforce the brand's identity. This approach informed a more refined and impactful art direction, where insights from the brand guidelines directed every creative decision, ensuring each project effectively communicated the intended message. Moreover, the constraints imposed by the brand guidelines were embraced as a catalyst for innovation, encouraging creative exploration within set boundaries. This fostered the development of novel and engaging ways to convey the brand's message, while meticulously adhering to its established visual and messaging standards.

Solutions

The process began with an in-depth analysis of the brand guidelines, which served as a roadmap for all creative endeavors. This ensured a thorough understanding of the brand's core values and visual language, which was critical for maintaining consistency across all designs. Regular reference to these guidelines throughout the design process helped in making informed decisions that reinforced the brand's identity.

Art Direction / Concept Execution



Amazon Ember Display is slightly rounded to soften the letterforms and make messages more visually approachable.

It comes in 5 weights: Light, Regular, Medium, Bold, & Heavy. Italic versions are not available at this time.

This typeface is intended for display copy, headlines & logos.

Amazon Ember Display

We enable the triumph
of the everyday hero.

A to Z

A to Z

A to Z

A to Z

A to Z

AMAZON BRAND GUIDELINES Typography—Amazon Ember Display

All customer facing materials should use either Ember or Ember display as its primary typeface.

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD

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abcdefghijklmnopqrstuvwxyz
0123456789

AMAZON BRAND GUIDELINES Typography—Amazon Ember

Amazon Ember is a custom-designed typeface commissioned by Amazon for use on amazon.it and Amazon brand applications. Ember was designed and hand-crafted for optimal readability on a broad range of digital devices, including mobile, web and 10-foot UI. Ember is a Humanist-inspired face that carries on Thin, Light, Regular, Medium, Bold, Heavy and Extra Italic counterparts.

This typeface is intended for body copy and small text.

THIN

Cleris aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Duis eget quam neque. Aliquam malesuada vitae eros id facilisis. Quisque a risus non lorem egestas tempor et eget felis. Nulla fermentum neque et lorem ultrices, nec hendrerit ullam efficitur. Etiam nunc lorem, lacina et auctor ac, blandit tempor orci. Pellentesque tristique fringilla dolor, sit amet, tribus mauris pretium.

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REGULAR ITALIC

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BOLD

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MEDIUM ITALIC

Vivamus blandit sodales imperdiet. Etiam vitae varius velit. Duis tempor semper augue nec vulputate. Pellentesque augue turpis, egestas vel tristique in, rutrum eget risus. Praesent in quam ac nisi dictum feugiat. Integer ac velit tristique, interdum urna in, faucibus ipsum. Pellentesque ultrices lacina nunc eget pellentesque. Morbi tempor sem eget gravida egestas vel orci in suscipit.

REGULAR

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HEAVY

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HEAVY ITALIC

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AND WHEN IT DOES, KNOW THAT WE WILL BE THERE

A LIFE CAN CHANGE IN A MILLION DIFFERENT WAYS

IN A BLINK OF AN EYE

blink

an amazon company



Brief

Developed with the vision of dismantling traditional beauty standards, Unity seeks to create a space where beauty is defined by the individual, catering to a broad spectrum of identities, expressions, and skin tones. This brand is specifically designed to resonate with young adults aged 18 to 25, a demographic known for its progressive values, desire for authenticity, and keen interest in brands that actively contribute to social change.

Branding

UNITY

Challenges

Addressing the primary challenges of this branding project required a strategic and meticulous approach to ensure aesthetic coherence and alignment with the brand's overarching goals. By diving deep into the brand's core values and target audience, we carefully curated each visual element—from color palettes and typography to imagery and layouts—to ensure harmony and relevance. Leveraging the strengths and navigating the weaknesses of Adobe Suite products, including Adobe Dimension, enabled us to craft designs that were not only visually striking but also strategically aligned with the brand's message.

Goals

The primary objective of this project was to carve out a distinctive style within the crowded cosmetics industry—a style that embodies simplicity yet commands immediate attention and distinguishes itself from competitors. The aim was to craft an aesthetic that is both minimalist and striking, balancing the fine line between understated elegance and memorable impact.

Solutions

By leveraging the unique strengths and navigating the limitations of various Adobe Suite products, including Adobe Dimension, a comprehensive and integrated approach was adopted. This allowed for the optimal use of each software's capabilities, from creating complex 3D models in Dimension to refining graphics and layouts in Photoshop and Illustrator. This strategic utilization of the Adobe Suite's diverse tools enabled the crafting of a cohesive and visually appealing solution that met the project's objectives.













Type / Poster Project

Brief

The primary objective of this project is to artfully merge my expertise in drawing with the nuanced art of typography, aiming to produce a compelling series of portraits that not only showcase individuality but also exhibit a cohesive visual theme. The challenge lies in striking a perfect balance between the raw, emotional expression captured through hand-drawn portraits and the structured, communicative power of typography. To achieve this, I plan to adopt a Chrome-like aesthetic across the series, providing a sleek, reflective quality that binds the pieces together with a sense of futuristic continuity.

Challenges

The most challenging aspect of this project was achieving seamless compatibility among all design components. This involved a detailed process of ensuring that every element, whether an image, text, or specific design detail, was neither disproportionately large nor small in comparison to the others. Central to addressing this challenge was the strategic use of Photoshop, which became an invaluable tool in my arsenal.

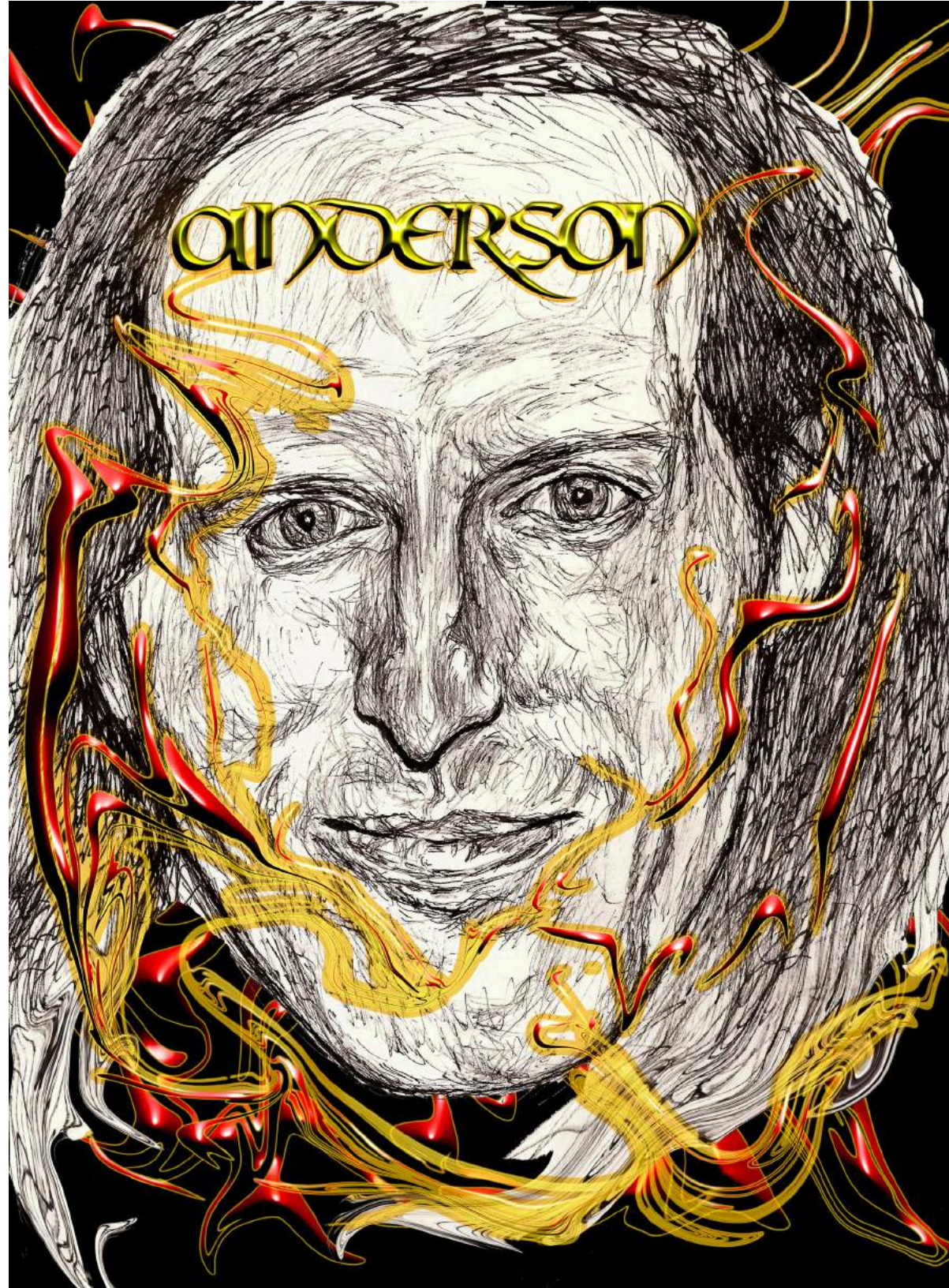
Goals

The main goal of this project was to develop a distinctive style for the posters, one that harmoniously marries the selected typeface with the imagery used. This endeavor required a meticulous approach to ensure that both digital elements and hand-drawn work blended seamlessly, creating a unified and appealing visual narrative. The challenge lay in achieving a perfect balance where the typography and images not only complement each other but also enhance the overall aesthetic. This involved experimenting with various techniques and styles to ensure that the digital components interacted flawlessly with the tactile qualities of the hand-drawn elements. The aim was to craft posters that stood out for their cohesive style, where the interplay between typeface and image was both natural and striking, thereby elevating the visual impact of the final design.

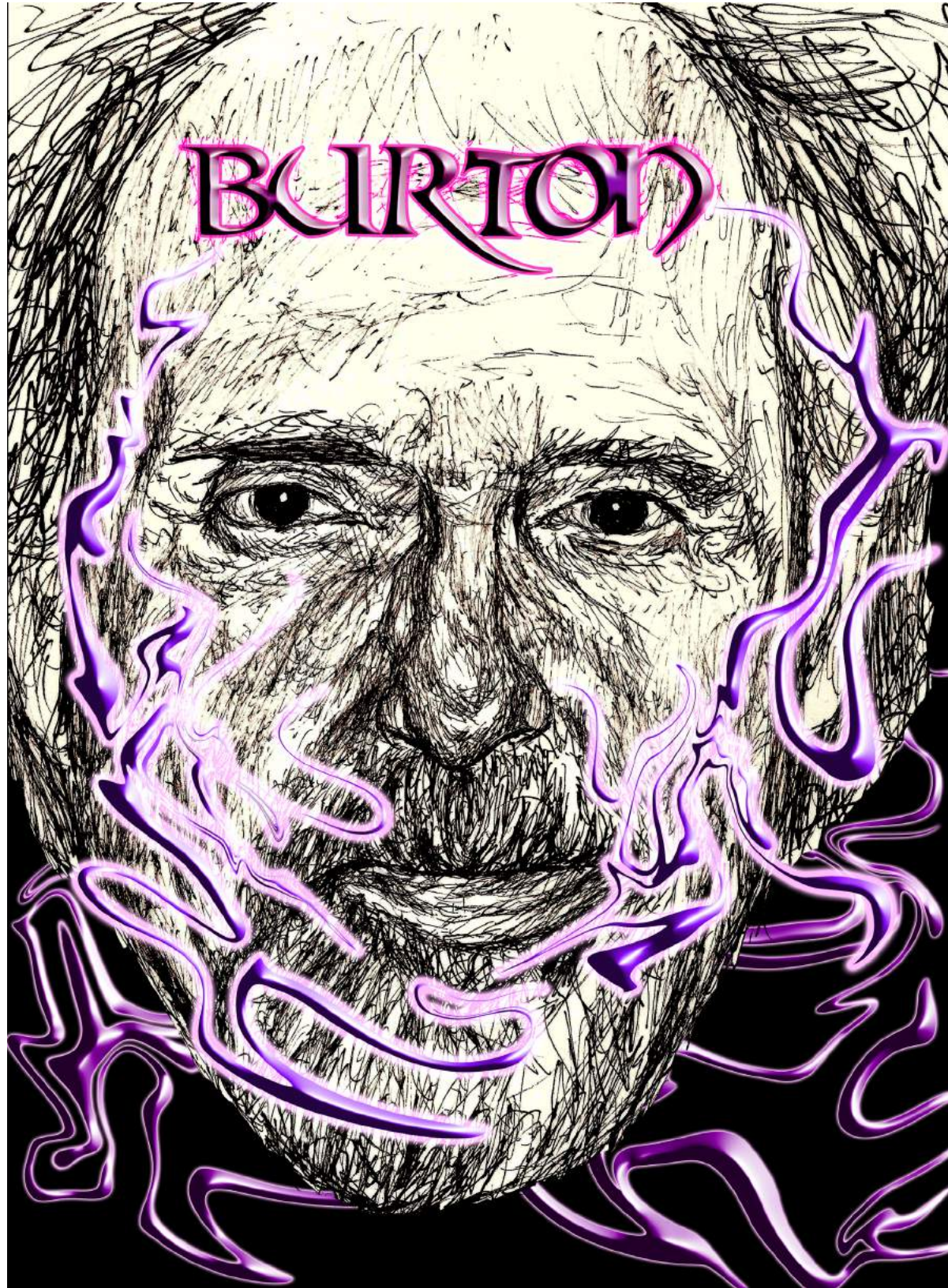
Solutions

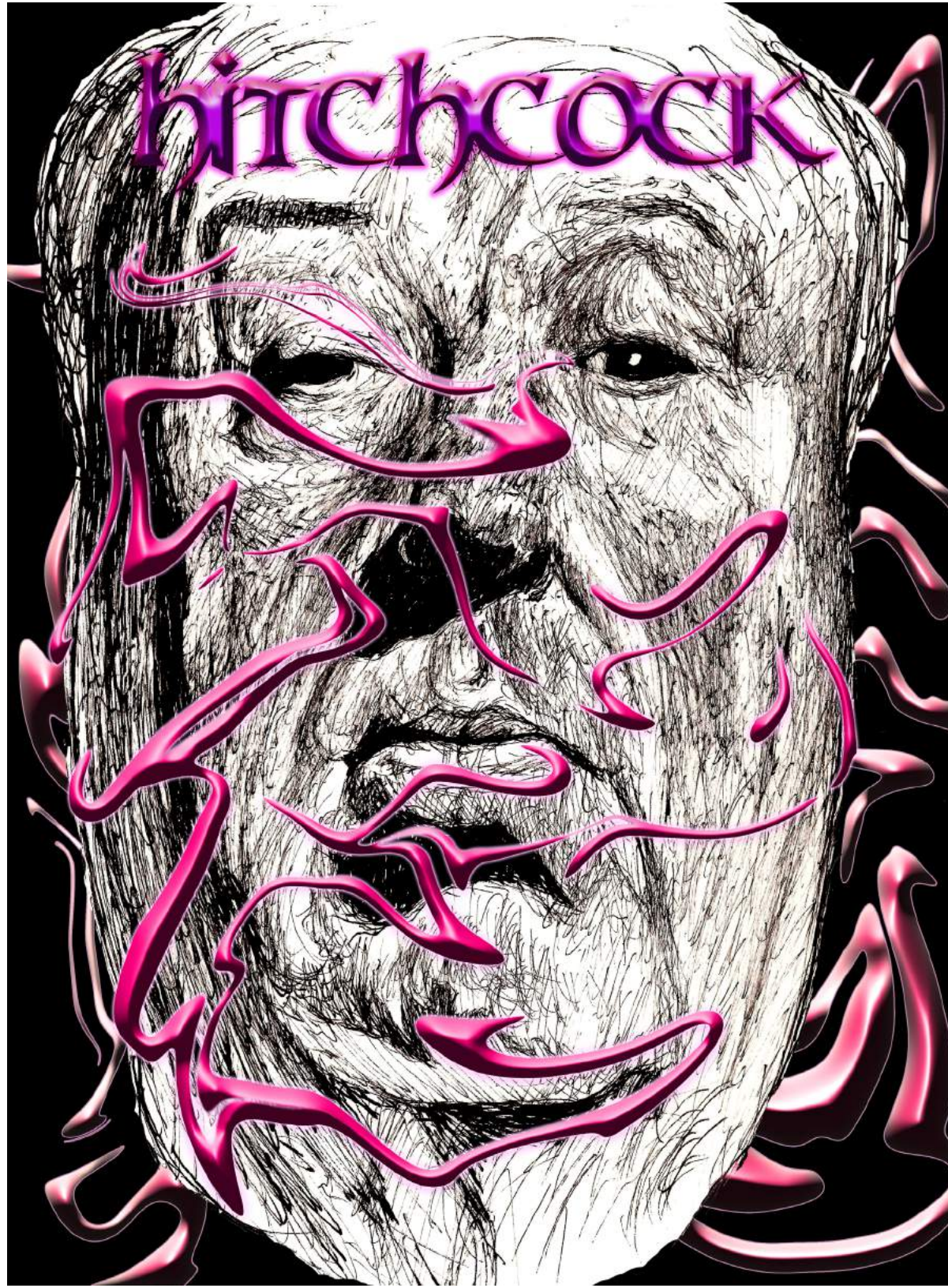
I ventured beyond the conventional boundaries by experimenting with an array of colors and effects. This exploration allowed me to enrich the foundational idea, introducing dimensions that not only expanded its core but also infused it with a depth and complexity previously unimagined. Photoshop's advanced features allowed me to meticulously adjust and fine-tune each element for perfect balance. For example, ensuring that the chosen font did not overpower or fade into the background of the overall portrait required precise manipulation of text size, weight, and spacing. Photoshop's versatility in handling layers and its comprehensive toolkit for text and image editing enabled me to experiment with various configurations until I found the ideal match.

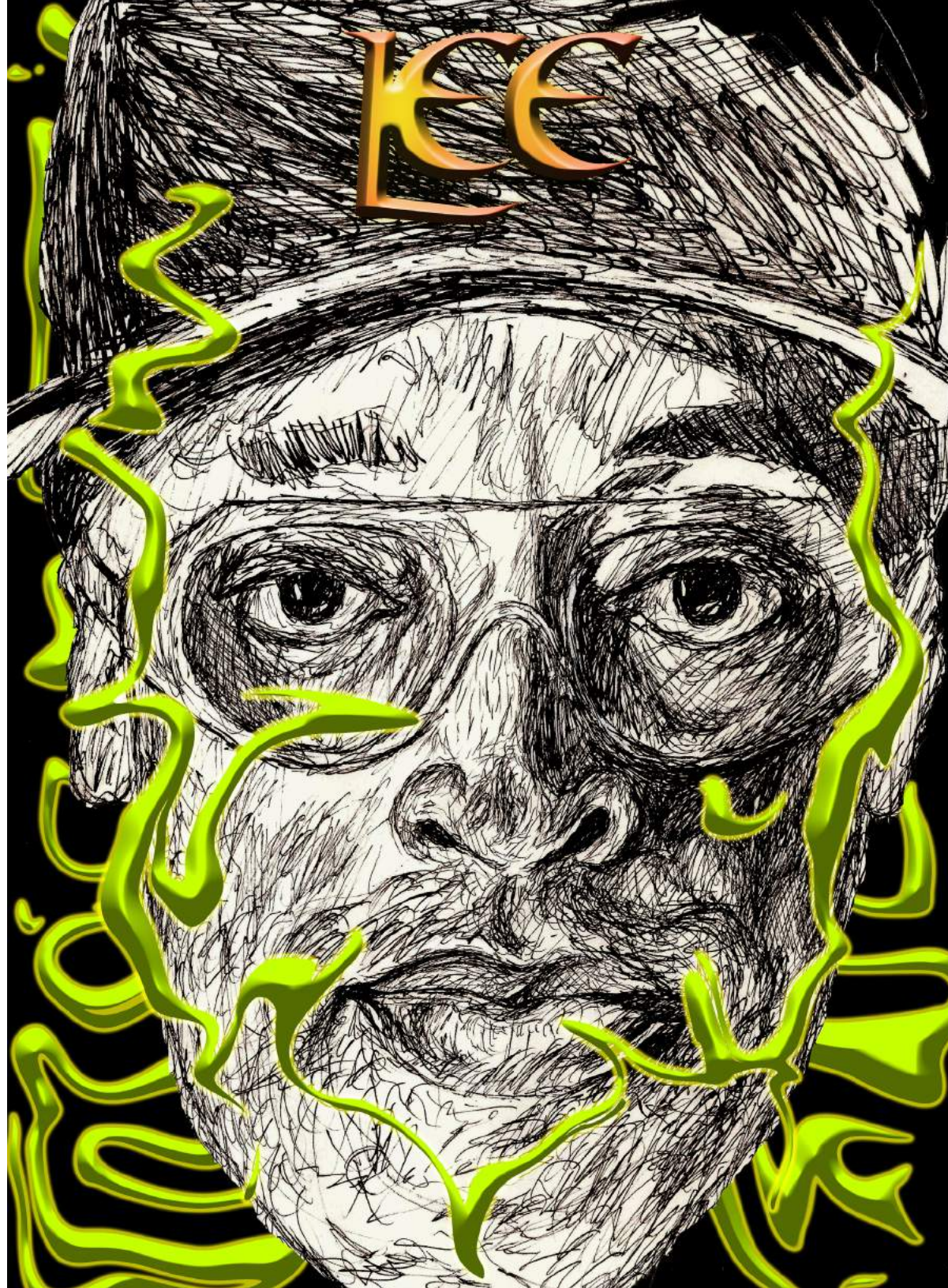


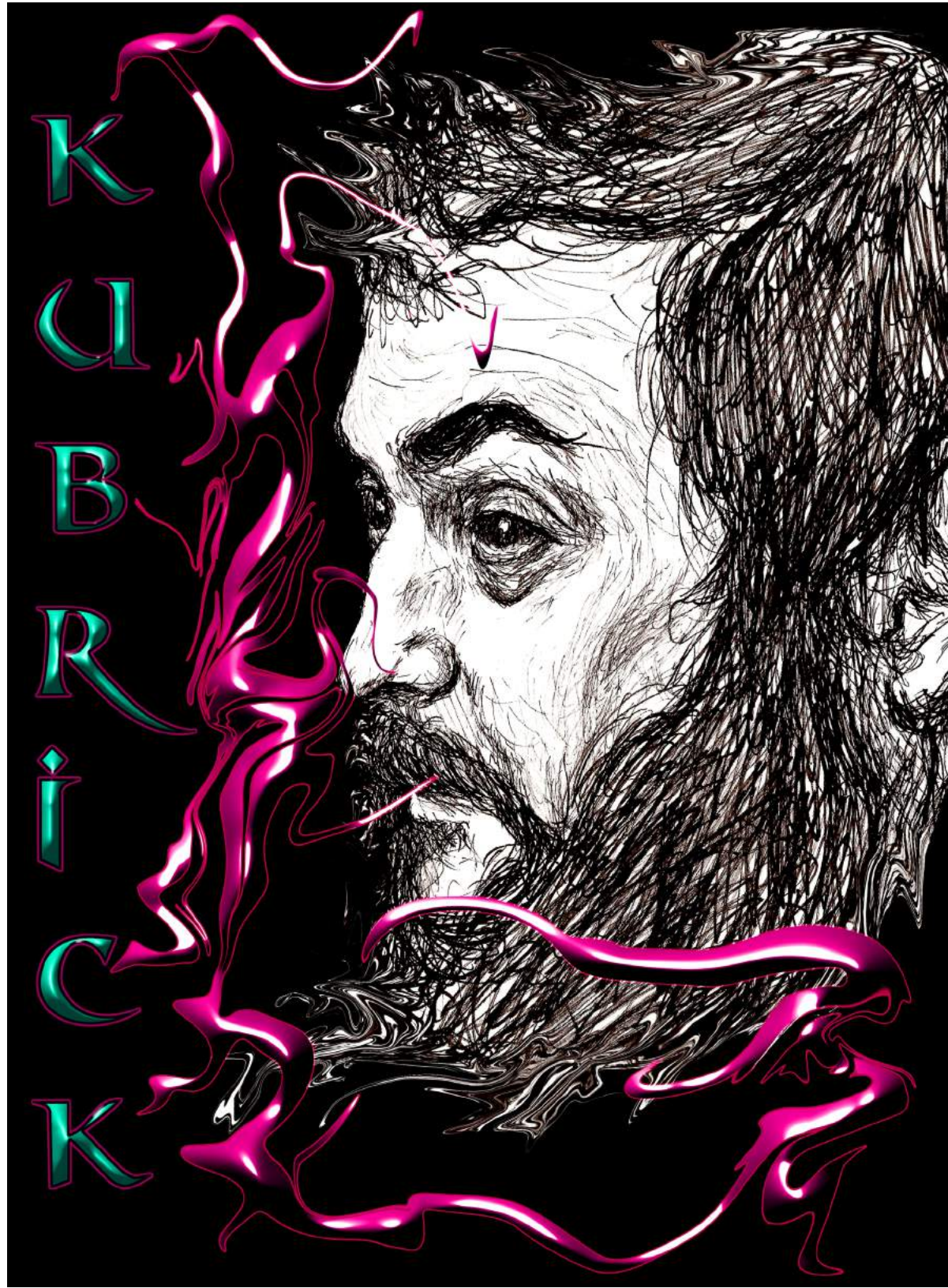


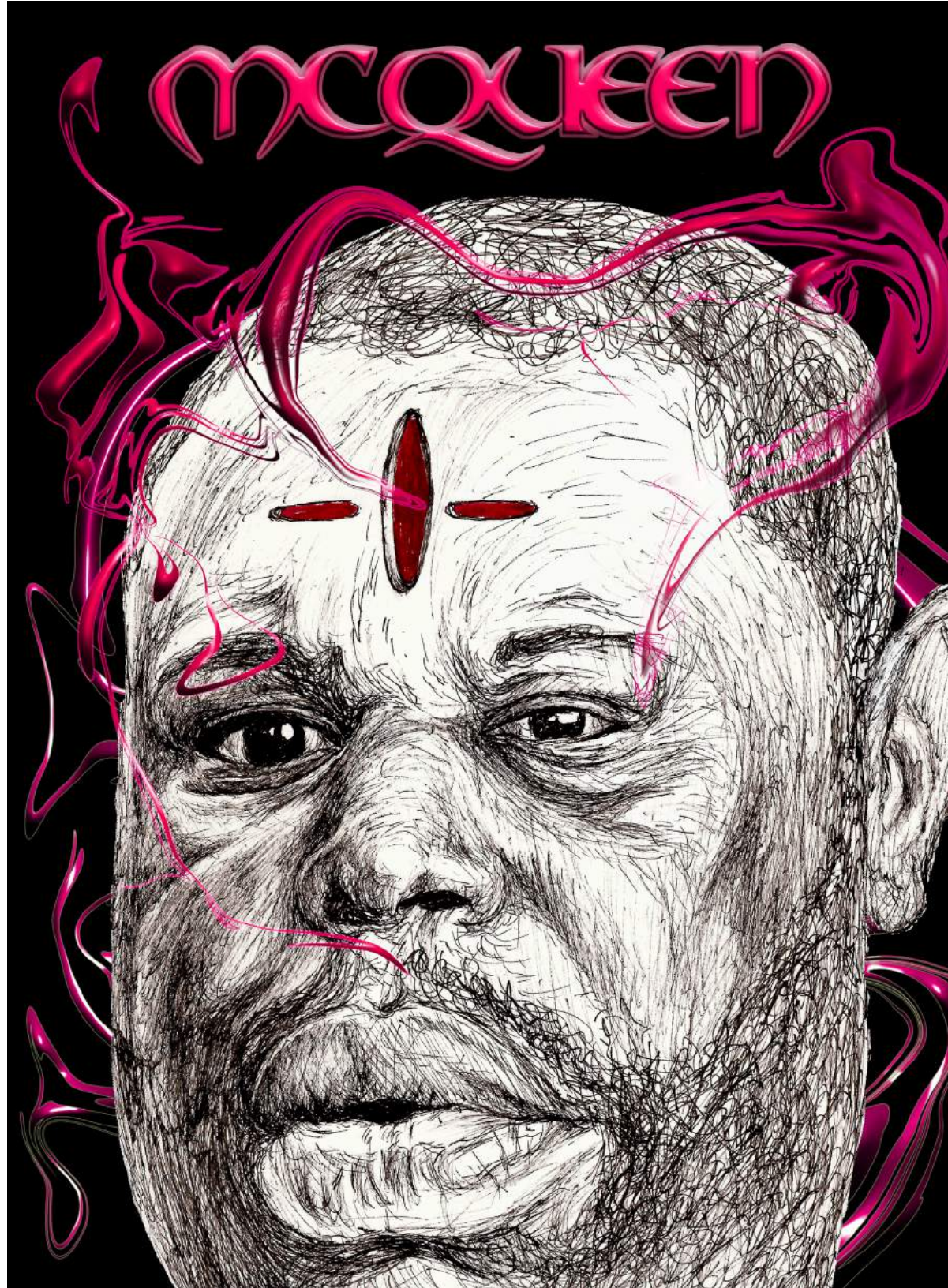
BURTON











mcQUEEN



Brief

During my academic journey, I explored a rich variety of artistic disciplines, seamlessly integrating traditional fine arts with contemporary digital design. This broad curriculum allowed me to dive into an array of mediums, techniques, and conceptual frameworks, significantly enriching my art and design knowledge. My experience was marked by engaging in a diverse mix of projects, from competitions and personal endeavors to classwork. Each project served as a practical application of theoretical knowledge, fostering a hands-on learning approach that sharpened my creative skills and prepared me for the multifaceted challenges of the art world.

Challenges

The most challenging aspect of my educational journey was the ongoing pursuit of innovative solutions within the strict confines of each project's specific guidelines. This endeavor required a vast reservoir of creativity and a disciplined approach to ensure that my artistic ventures stayed true to the project's requirements. Navigating the delicate balance between creative freedom and guideline adherence was a complex task. It demanded a deep understanding of the briefs, meticulous attention to detail, and the capacity to think creatively within the established boundaries. This process honed my ability to produce work that was both original and compliant with the set criteria, a skill crucial for navigating the intricacies of the art and design landscape.

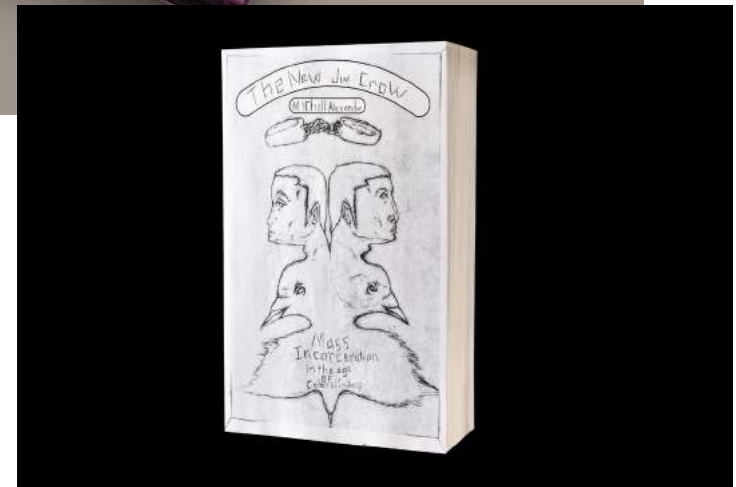
Goals

The core aim of these projects was to embark on an exploration of new and innovative methods within the creative process, all while adhering to the specific guidelines laid out by the professor. This endeavor required a delicate balance between pushing the boundaries of conventional artistic practice and maintaining a strict alignment with the project's overarching objectives.

Solutions

To overcome these challenges, I began my process with the usual step of drafting preliminary sketches. This allowed me the freedom to experiment with innovative design concepts while staying true to my distinct artistic style. These sketches laid the groundwork for further experimentation and the development of my ideas. Subsequently, I moved these refined concepts into the comprehensive suite of Adobe Creative Cloud tools, utilizing the precise digital capabilities of Photoshop, Illustrator, and other applications within the Adobe ecosystem. This step facilitated the seamless realization of my designs, merging the initial creative visions from my sketches with the sophisticated functionalities offered by Adobe's software. This process enabled a harmonious blend of creativity and digital precision, embodying innovation across various media.

Miscellaneous Projects

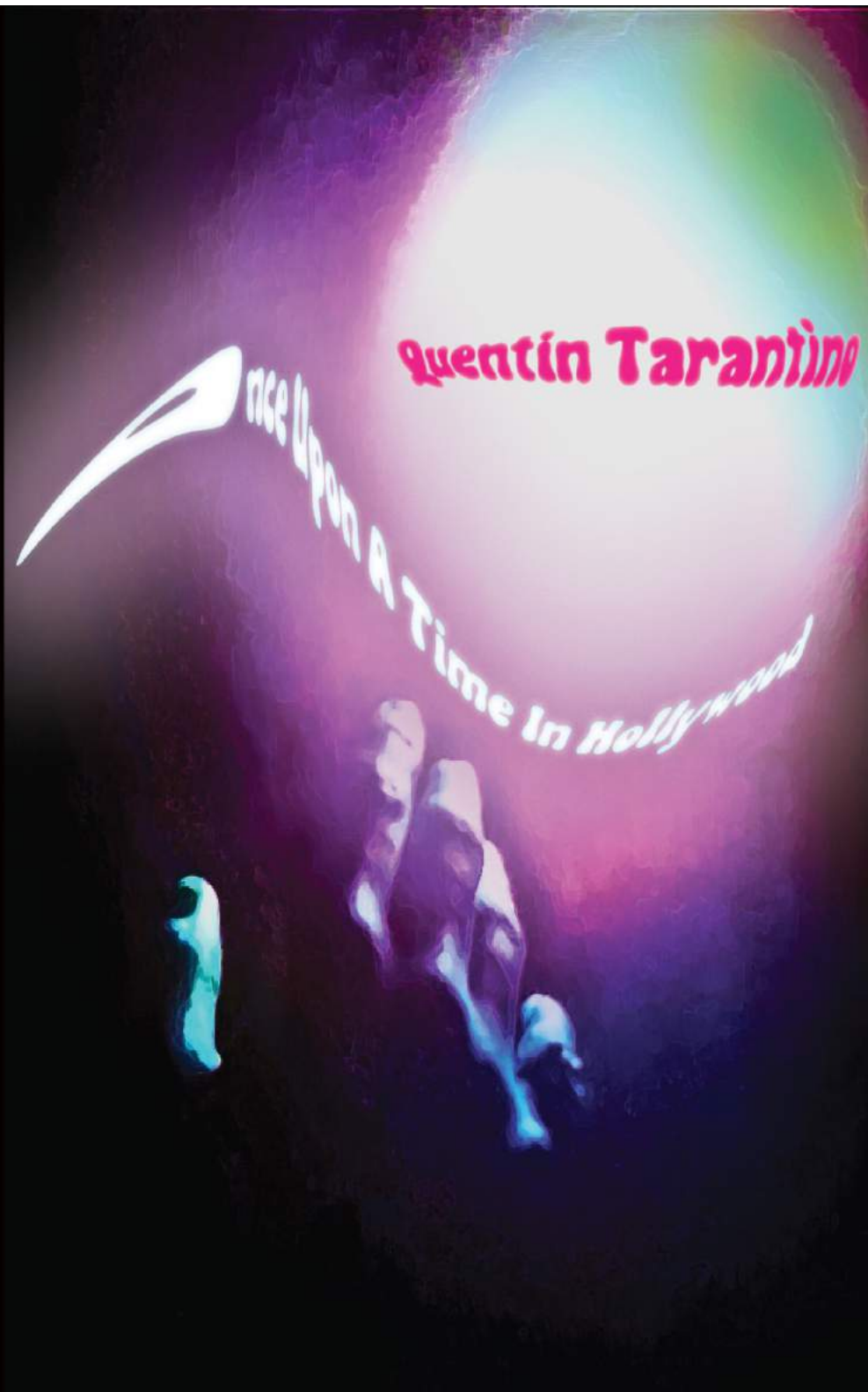


Actor
Rick Dalton gained fame and fortune by starring in a 1950s television Western, but is now struggling to find meaningful work in a Hollywood that he doesn't recognize anymore. He spends most of his time drinking and palling around with Cliff Booth, his easygoing best friend and longtime stunt double. Rick also happens to live next door to Roman Polanski and Sharon Tate -- the filmmaker and budding actress whose futures will forever be altered by members of the Manson family.



ONCE UPON A TIME IN HOLLYWOOD

QUENTIN TARANTINO

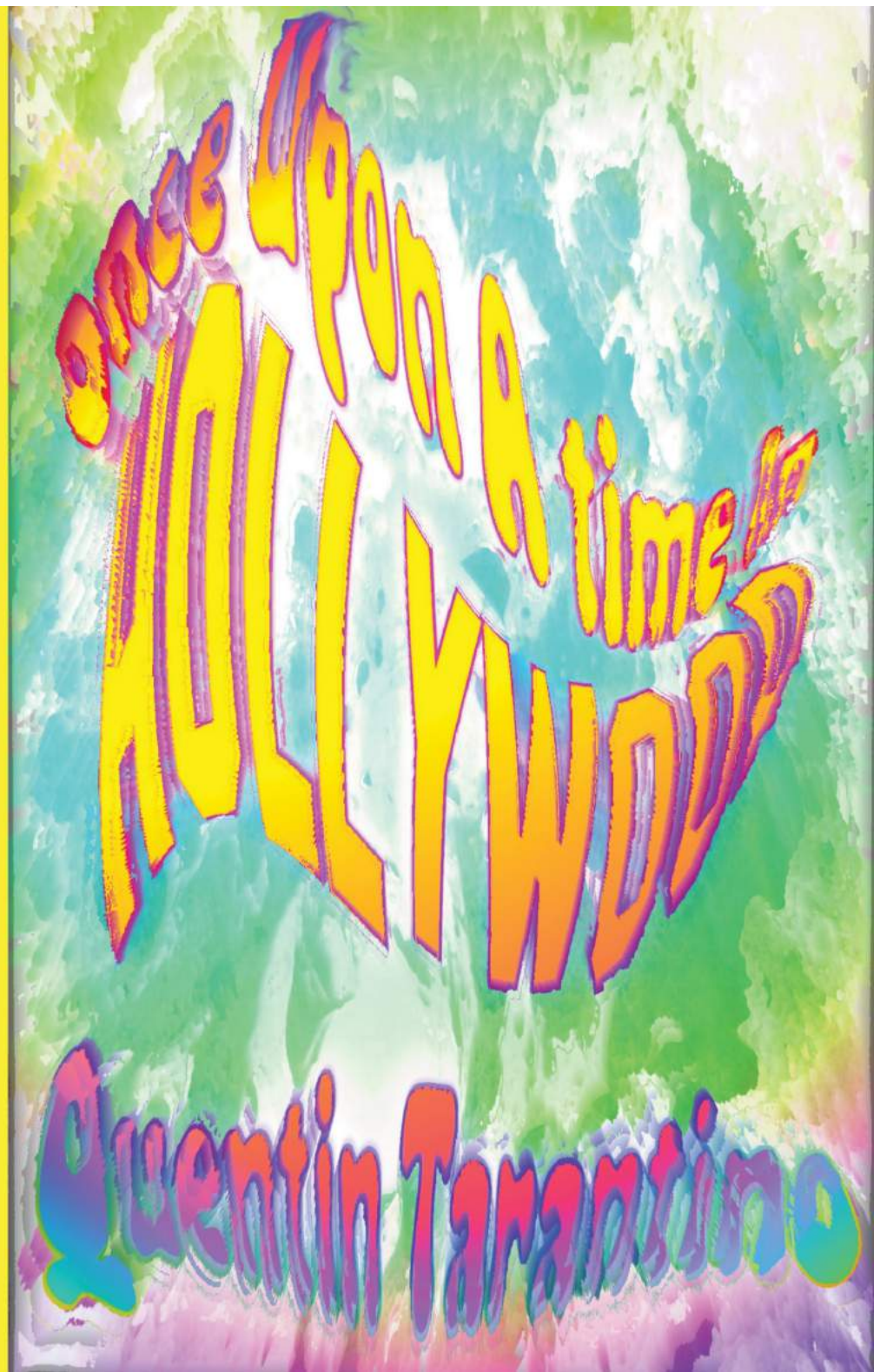


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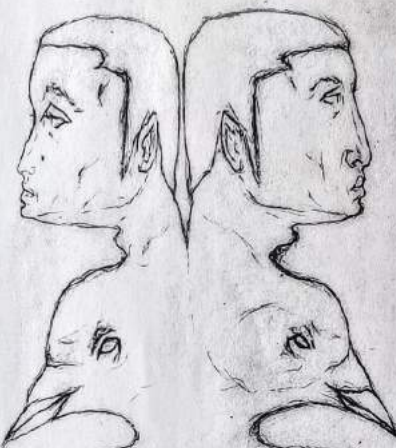
ONCE UPON A TIME IN HOLLYWOOD

QUENTIN TARANTINO

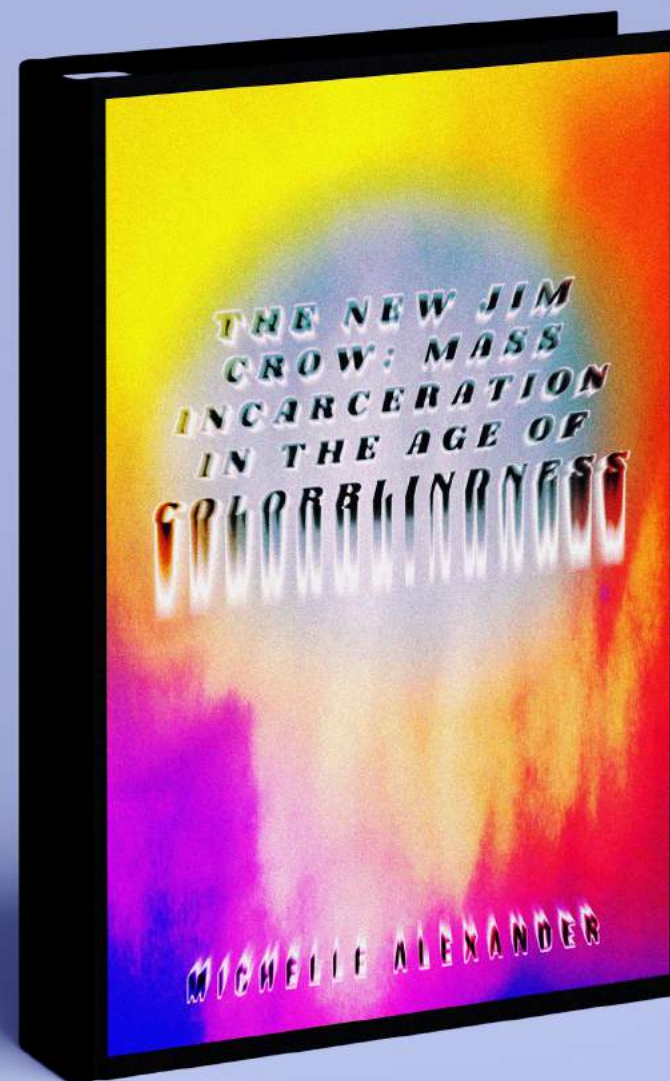


The New Jim Crow

Michelle Alexander



Mass
Incarceration
in the age
of
colorblindness

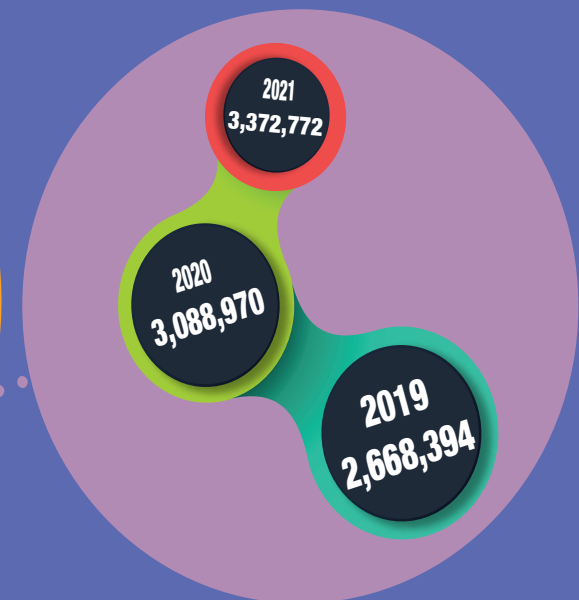
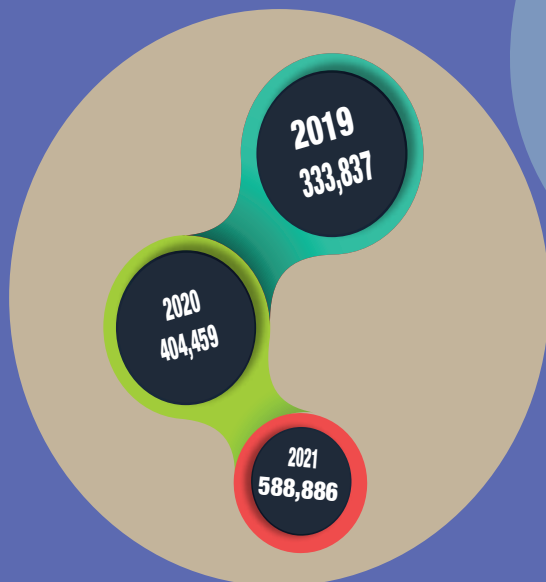
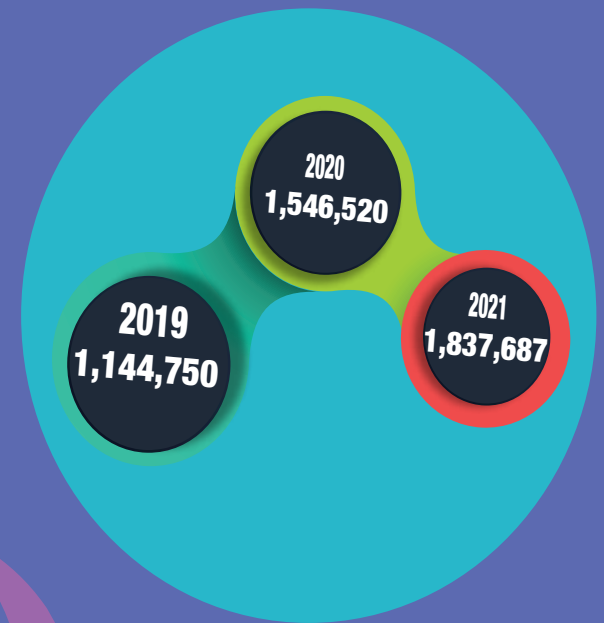






Financial Highlights

Fiscal 2021 was an exceptional year for Take-Two. We delivered a diverse array of content, provided innovative ways for our audiences to remain captivated and engaged, and enabled our communities to stay connected with family and friends. We achieved record operating results, including Net Bookings of approximately \$3.6 billion – representing 19% growth compared to the prior year – and Net Cash from Operating Activities of \$912 million. Net revenue grew 9% to \$3.4 billion.



Brief

The initiative focused on creating a unique apparel line complemented by distinctive graphics, emphasizing a strong preference for hand-drawn artwork. The aim was to blend traditional artistry with contemporary design trends to produce a collection that stands out for its originality and personal touch.

Challenges

The primary challenge was to seamlessly integrate hand-drawn elements into apparel and graphic designs in a way that appeals to modern aesthetics while preserving the authenticity and charm of traditional artwork. Balancing the intrinsic variability of hand-drawn art with the consistency required for brand identity and product line coherence posed a significant challenge.

Goals

To uphold authenticity in design, it was paramount that the hand-drawn essence of the artwork remained a focal point in the final product, imbuing each piece with a unique artistic signature that sets the brand apart. Achieving consistency across products involved meticulously blending hand-drawn art throughout various apparel items to maintain a unified aesthetic that reflects the brand's vision.

Solutions

The strategic integration of hand-drawn artwork commenced with carefully choosing and refining sketches that vividly captured the essence of the brand, ensuring these designs were adaptable for use in apparel and various graphics. This crucial step involved digitizing the selected hand-drawn pieces, enabling further manipulation, scaling, and seamless incorporation into a variety of product designs. To maintain a cohesive design language across the brand's offerings, I developed a unified framework that accommodated the diverse expressions of the hand-drawn art. This framework was established through the creation of consistent color palettes, themes, and motifs inspired by the initial sketches, guaranteeing uniformity throughout the product line while still highlighting the distinctiveness of each item. This approach ensured that every piece not only aligned with the brand's identity but also retained its own unique charm and appeal.

Apparel / Graphics

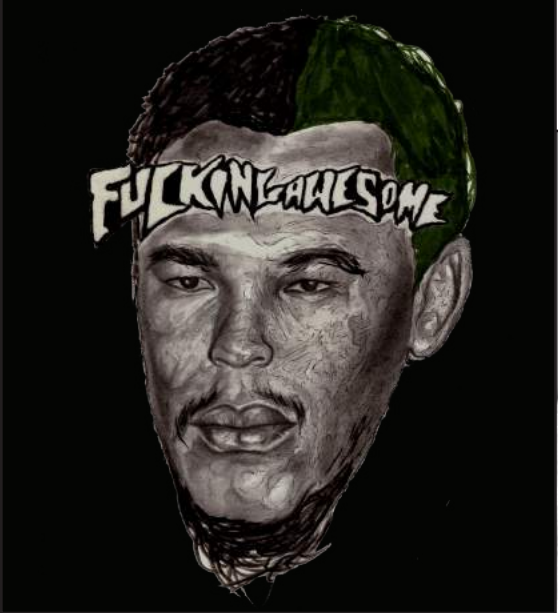




WHEN DEVELOPING DESIGNS FOR APPAREL, I ENGAGE IN A MULTIFACETED APPROACH TO ENSURE CREATIVITY AND PRECISION IN MY WORK. AT THE HEART OF MY DESIGN PROCESS LIES A PREFERENCE FOR BEGINNING WITH HAND-DRAWN SKETCHES. THIS INITIAL STEP ALLOWS ME TO CAPTURE THE ESSENCE OF MY VISION IN ITS RAWEST FORM. FOLLOWING THIS, I TRANSITION THE ARTWORK INTO THE DIGITAL REALM BY CONVERTING THESE DRAWINGS INTO SVG (SCALABLE VECTOR GRAPHICS) FILES. THIS CRUCIAL STEP SERVES AS A BRIDGE BETWEEN TRADITIONAL ARTISTRY AND MODERN DIGITAL TECHNIQUES, ENABLING ME TO LEVERAGE THE POWERFUL EDITING CAPABILITIES OF ADOBE ILLUSTRATOR. IN ILLUSTRATOR, I METICULOUSLY REFINE AND ENHANCE THE DESIGN, ADDING DEPTH, DETAIL, AND PROFESSIONAL POLISH THAT ONLY DIGITAL TOOLS CAN PROVIDE. THIS METHODOICAL APPROACH ENSURES THAT EACH PIECE OF APPAREL I DESIGN IS NOT ONLY VISUALLY APPEALING BUT ALSO EMBODIES A PERFECT BLEND OF ARTISTIC INTEGRITY AND DIGITAL SOPHISTICATION.











Brief

This project is all about mixing video and 3D art in new ways, aiming to shake up digital art. It's focused on creating an immersive experience, where real and virtual worlds blend through a unique aesthetic style. The main goal is to craft a series of videos that showcase dynamic 3D scenes and characters, all tied together with a cohesive visual theme. It's less about interaction or telling a story and more about mastering a distinct look and feel that connects all these videos. This is about flexing creative muscles to make different elements look good together, setting a vibe that's both innovative and relatable.

Challenges

Navigating the complexities of blending 3D elements with video is a formidable challenge, especially when juggling multiple software platforms to achieve a seamless integration. The task demands not only a deep understanding of each tool's capabilities but also the skill to harmonize them, ensuring a cohesive and realistic outcome. Another significant hurdle is maintaining audience engagement without relying on traditional narrative structures, focusing instead on visual cohesion and innovation to capture viewers' attention. The project sets out to carve a unique niche in the densely populated digital art landscape, requiring a fresh and inventive approach to stand out. This endeavor calls for a sophisticated mastery over a diverse range of software, each contributing to the creation of a unified aesthetic that bridges the gap between the virtual and the real, all while captivating the audience in a non-narrative, visually driven experience.

Goals

The primary objective is to blend video and 3D art in innovative ways, showcasing technical mastery across 3D modeling, animation, and video production. This initiative aims to create an immersive experience that captivates the audience, pushing the boundaries of what's possible within digital art. A key goal is to introduce a standout piece to the art direction portfolio, emphasizing exceptional creativity, technical skill, and a commitment to exploring new territories in art and design. The focus is on pioneering new techniques and visual styles, aiming to set new benchmarks in how video and 3D elements can be harmoniously integrated to craft visually stunning and engaging content.

Solutions

Implementing user testing phases provided valuable feedback on viewer engagement, guiding iterative improvements to the project. Embracing cutting-edge technology was key, as I equipped myself with the latest software and hardware to push the digital art envelope. This approach not only placed the project at the forefront of digital art capabilities but also allowed me to exploit the full creative potential of each tool, setting a new benchmark for integrating diverse digital mediums.

Video / 3D Animation

Links

Video 1: <https://youtu.be/Pagap99PyIc>

Video 2: <https://youtu.be/xyNMJ5giZVg>

