

Lello!

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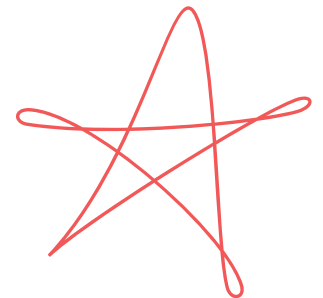


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The Normal Tarot

Making your day a little more magical whether you like it or not.

101 black ink illustrations (plus formatting, card back design, and box) for an original deck of tarot-sized cards envisioned by The Caretaker; illustrations were based on their written descriptions. Published by The Publishing Goblin, Seven Asmund.

This has been printed twice, (including a second, darker edition with luminous silver foil) and is currently available via print-on-demand.

[buy the print-on-demand original deck](#)

[buy the print-on-demand darker deck](#)

publishinggoblin.com



The Normal Tarot



In addition to the card illustrations, layout, box, and back designs, I also created two enamel pins. The skull is based on the card back, inspired by The Caretaker's signature skeleton character.

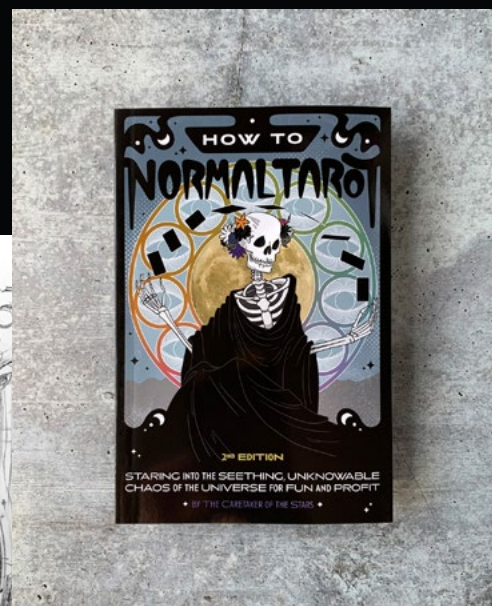
The sigil is the author's personal symbol, à la The Artist Formerly Known as Prince.



The Normal Tarot

Guide book cover

I also designed and illustrated the cover for the book that accompanies the gold edition of the deck.



The cover was inspired by an Alphonse Mucha painting, and the funky typeface with different widths is Typofonderie's Anisette, which gives the feel of the words an interesting combo of outer spacey sci-fi, art deco, and weird while staying legible.

[buy the book](#)

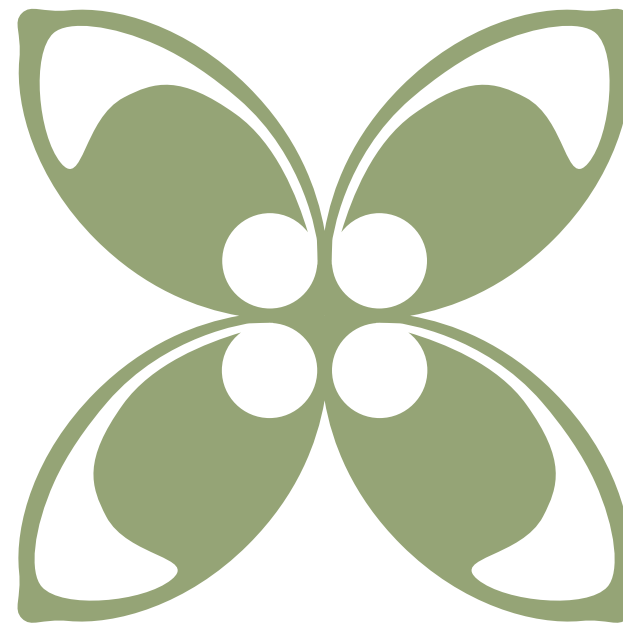


Smith Family Soapworks

A family-owned small business in Southern California.

Identity design, label design, illustration, and flat-lay product photography for Smith Family Soapworks, a handmade bath and body company focused on olive oil-based products.

The logo (and its specific shade of green) is based on an olive blossom, olive oil, and an olive itself.



Alternate lockup for use on specific pieces of packaging.

Smith Family
SOAPWORKS

Smith Family Soapworks

Custom illustrations helped communicate each scent, especially important in an online environment where the customer can't actually smell the products. Drawn by hand using a Wacom tablet, in Photoshop.



Smith Family Soapworks

Packaging and product photography

I created an extensive array of package designs for dozens of individual products including bar soap, liquid soap, shave soap, sugar scrubs, lip balm, lotion sticks, and more. Some scents (e.g., raspberry, wild rose) were only used for one product, while others (lavender, lemon verbena) were applied across several.

I used flat-lay product photography to feature key ingredients, for use on retail website and social media.



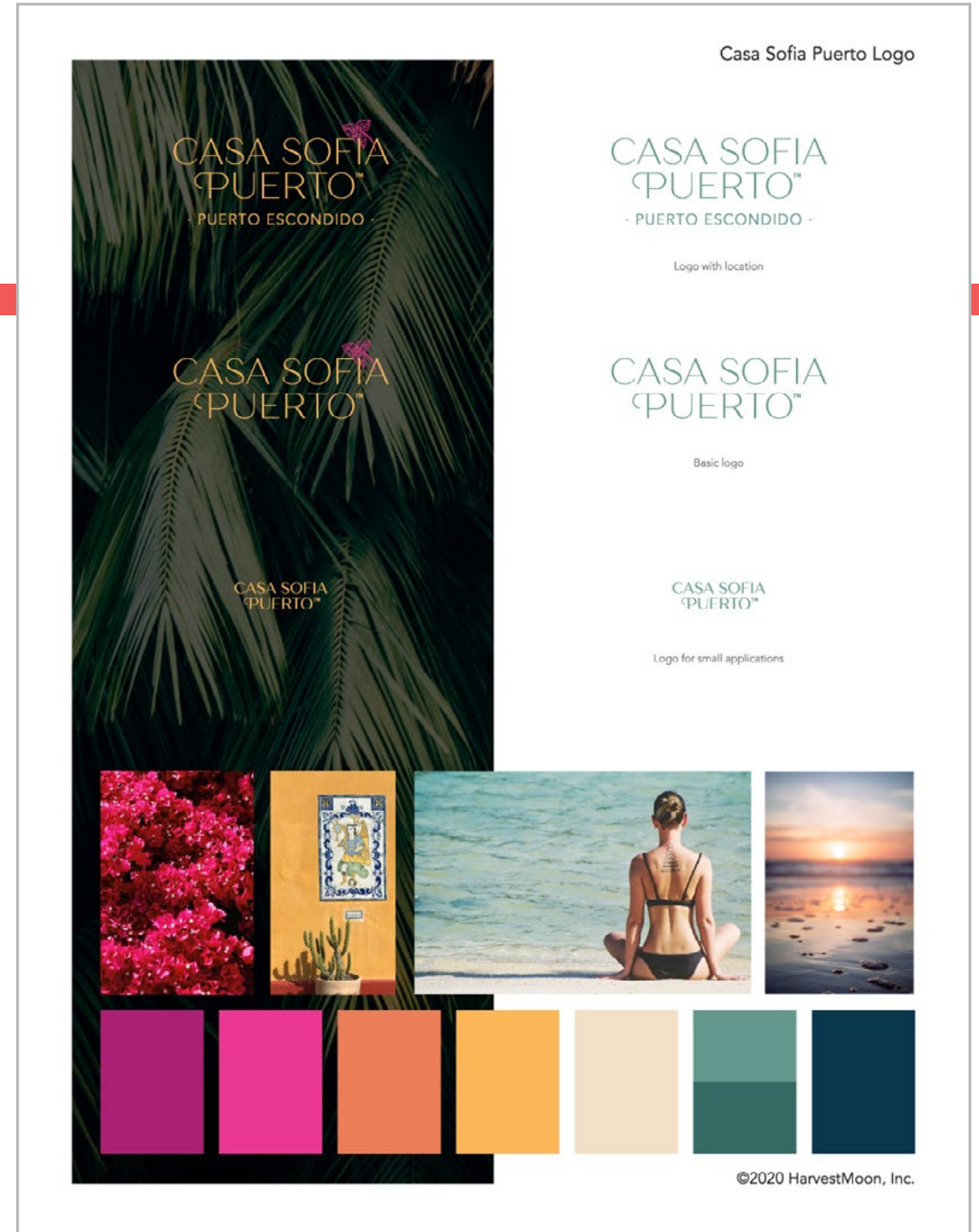
Casa Sofia Puerto



Paradise awaits at Casa Sofia in Puerto Escondido.

Identity, website, and trifold brochure design for an upscale vacation rental in Puerto Escondido, Oaxaca, Mexico. The typeface "Quiche" by Adam Ladd provided a unique, sophisticated feel.

Photos of the property were supplied by the client. This work was done for HarvestMoon, Inc.



Casa Sofia Puerto

Brochure

The trifold brochure showcases the best photos of the property and the house's recently-refreshed interior design, plus information about the staff, geographic location, and available local activities.

Outside



Casa Sofia Puerto is a short 15-minute drive to downtown Puerto Escondido, known for relaxing beaches, world-class surfing, friendly locals, and laid-back fun!

- Fishing, surfing, scuba diving and snorkeling or unguided reefs
- Whale, dolphin and sea turtle watching
- Touring the Laguna de Maniátipac mangrove lagoon, combining kayaking, bird watching and swimming in the phosphorescent waters
- Spa treatments, yoga classes, and wellness activities

Your own private retreat
Located in an exclusive community with private access gate and 24/7 security.
Home rental services include our Mexican chef, kitchen staff, housekeeper and concierge.
Sleeps up to 15 guests, making it the perfect place for both local parties, small groups and corporate retreats.
For a complete list of amenities and Steve's favorite things to do, visit our website: www.CasaSofiaPuerto.com

A beachfront villa in the ultimate tropical destination

CASASOFIAPUERTO.COM • 805.674.6713

Inside



¡Bienvenido!
Paradise awaits at Casa Sofia!

Puerto Escondido, known as the "hidden port," is truly a secret tropical treasure. And there's no better place to seek your own personal retreat than Casa Sofia Puerto.

This classic Spanish ranch-style casa sits nestled among Mexican palms with ocean frontage on a stunning stretch of beach. Beautifully constructed from stucco and native hardwood, the house opens to a thatched, vaulted ceiling and Saltillo tile throughout. The villa features five bedrooms, four of which have ocean views, each with an air conditioner and private bathroom. The spacious pool is just steps away, complete with lounges, colorful umbrellas and your very own palapa for retreat from the sun.

Spoil yourself and family at Casa Sofia ... a blissfully idyllic retreat that you will return to year after year.

Find us on Instagram at [casasofiapuerto](https://www.instagram.com/casasofiapuerto)

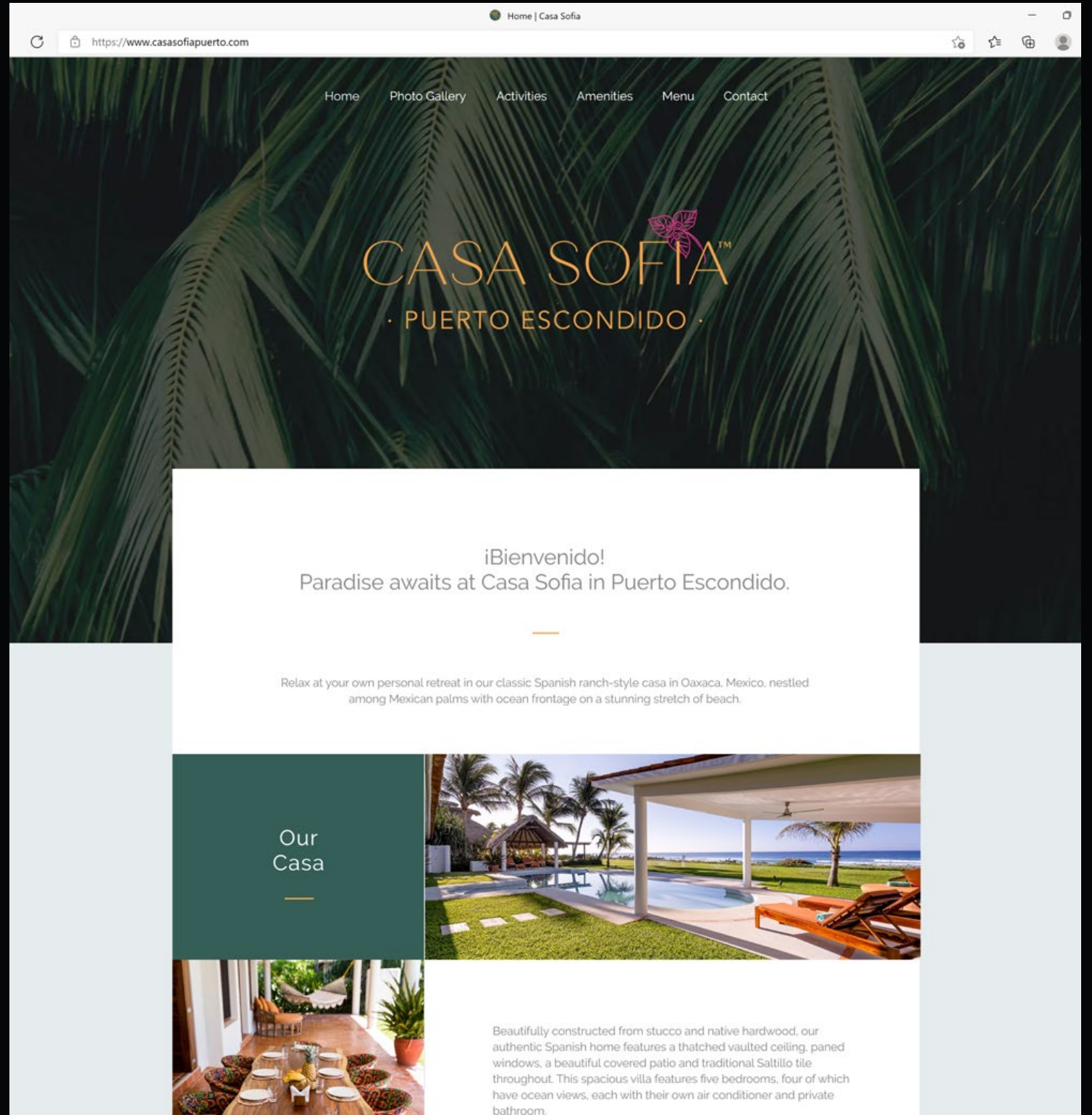
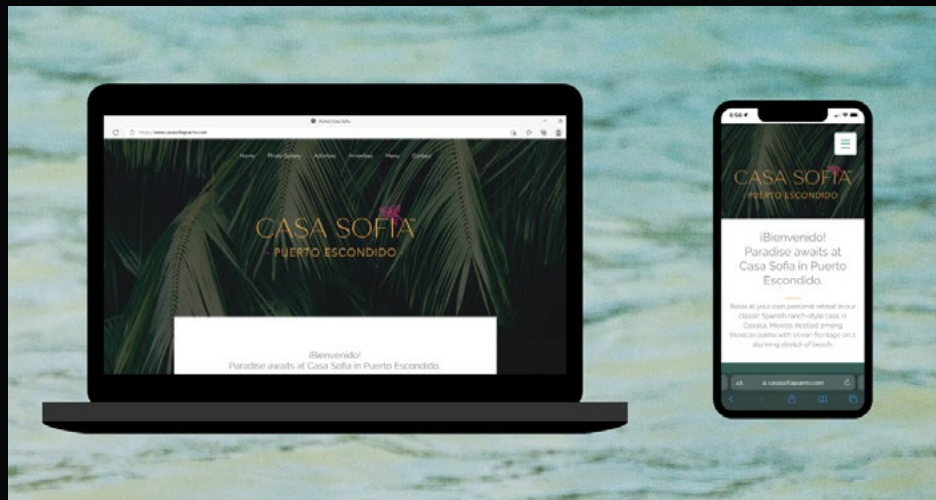


Casa Sofia Puerto

Responsive website

I built the website in Wix, per the client's request, so that they and their staff could easily maintain and update it themselves. It's fully responsive and looks great on both desktop and mobile.

[visit casasofiapuerto.com](https://www.casasofiapuerto.com)



The Bukachevsky Center

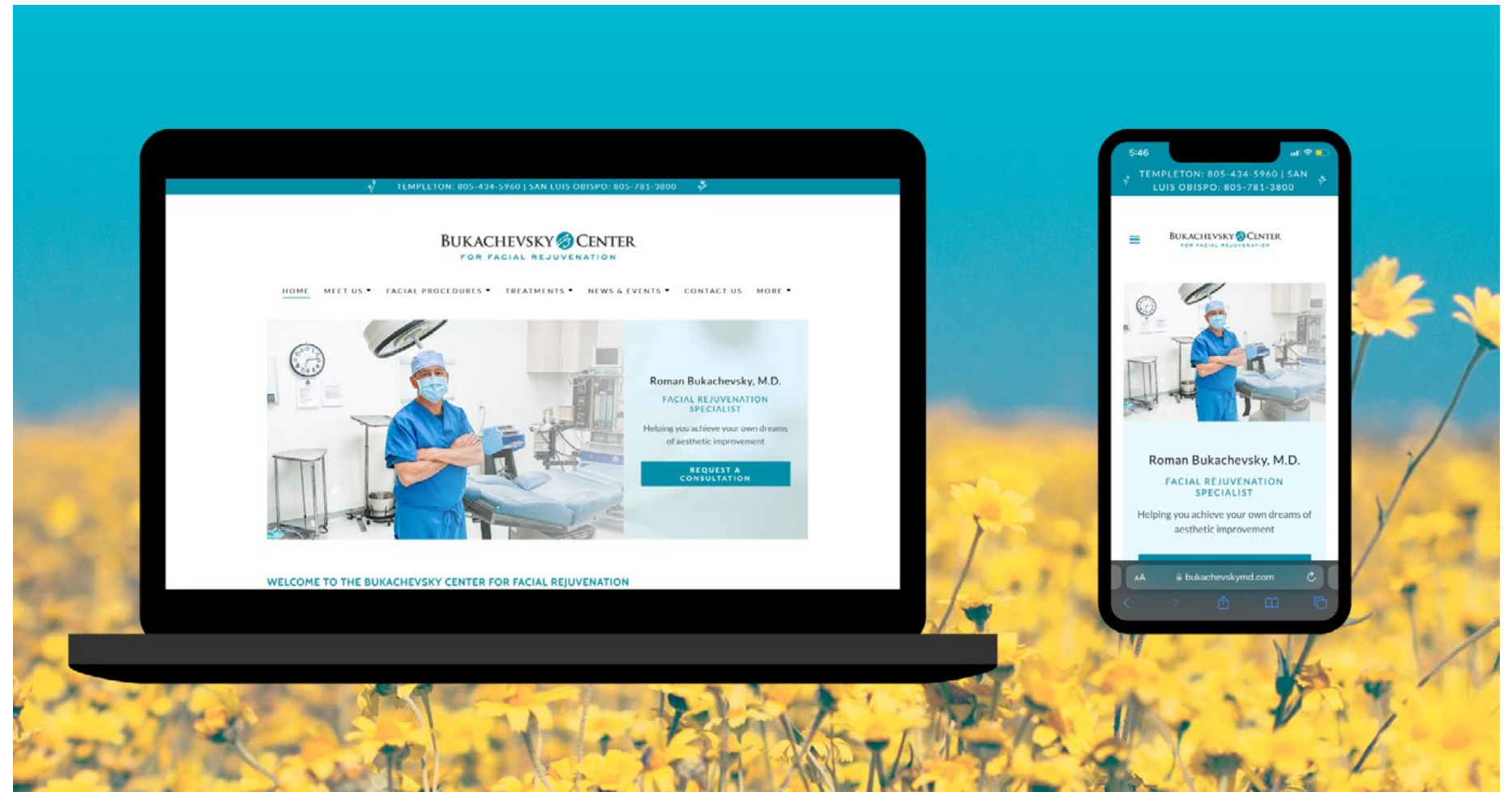
The premier facial rejuvenation center on the Central Coast.

Website and ad campaigns (emails, flyers, social media posts) for a Central Coast skin care clinic focused on facial rejuvenation.

I built the website using GoDaddy Website Builder so that the client and their staff could easily maintain and update it themselves. It's fully responsive and looks great on both desktop and mobile.

Some of this work was done for HarvestMoon, Inc. I have retained this client after HM shut down in December and have continued to work for them in a freelance capacity.

[visit bukachevskymd.com](http://bukachevskymd.com)



Mammoth Brewing Company

Welcome to altitude!

I've designed a large number of bottle and can labels for Mammoth Brewing Company, a craft brewery in Mammoth Lakes, California. The natural environment surrounding the town (including Yosemite National Park), the local flora and fauna, and the wide variety of recreational activities available there are all key elements of the MBC brand.

This work was done for HarvestMoon, Inc.



Three bottles from MBC's seasonal sour series, each featuring a different fruit. These were done with a limited color palette for screenprinted ceramic ink.



A bear among the clouds

Many of the bottles I worked on for MBC are done with ceramic paint that's screen printed directly onto the glass, then fired. This necessitates a limited color palette, which is always a fun and rewarding challenge.

For their 25th anniversary, the client wanted something really special, and we landed on a black bear made of cloudy blue sky, inspired by a Magritte painting, the famous local black bear population, and Mammoth Lakes' dramatic day and night skies. Ceramic Decorating Company did a fantastic job with the printing, nailing the subtle differences between the blue colors.



Blues and brews in the High Sierra

Each year, Mammoth Brewing Company brews a commemorative beer to celebrate their annual Mammoth Festival of Beers & Bluesapalooza. Some of the labels I've done for them are shown here; others are in the Bluesapalooza section of this PDF.

These designs are also used for t-shirts and other merchandise sold at the festival and the brewery's tasting room.



Mammoth Brewing Company

Years and years of craft beers

Additional examples of labels I did for Mammoth Brewing Company's Mammoth Festival of Beers & Bluesapalooza commemorative brews. One includes a scannable Spotify code that takes you to a playlist I put together featuring artists who performed that year.

MAMMOTH BREWING COMPANY

WELCOME TO ALTITUDE
BREWED & BOTTLED AT 8,000 FT IN THE HIGH SIERRA WITH PRISTINE MOUNTAIN WATER. VISIT US AT OUR TASTING ROOM OR ONLINE www.MammothBrewingCo.com

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS

UPC
goes here

CA CASH REFUND

The 23rd Annual
Mammoth Festival of Beers & Bluesapalooza

HAZY INDIA PALE ALE
MAMMOTH BREWING COMPANY
22 FL. OZ. MAMMOTH LAKES, CA 1 PINT 6 FL. OZ.

2018 LIMITED RELEASE
HAZY IPA

The 23rd Annual Mammoth Festival of Beers & Bluesapalooza is upon us and let's celebrate another festival milestone with this juicy hazy IPA filled with every hop we have here at MBC. With a mild bitterness and a soft mouthfeel, this beer was aged on 25 lbs of French Oak chips that complement the citrus and floral flavors of the myriad of hops we used to help haze this beer just for you! Raise a glass to the lazy days of summer in the High Sierra. Cheers!

OR

7% ALC BY VOL

Listen to the amazing lineup! Scan this code with the Spotify app on your phone to hear the Bluesapalooza 2018 playlist.

MAMMOTH BREWING COMPANY

BREWED AND BOTTLED AT THE HIGHEST ELEVATION BREWERY ON THE WEST COAST. WHEN IN MAMMOTH LAKES VISIT OUR TASTING ROOM, OR VISIT US ONLINE www.MammothBrewingCo.com

GOVERNMENT WARNING:
(1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS

UPC
goes here

CA CASH REFUND

WHERE THERE'S SMOKE

SMOKE & CHILE ALE
BLUESAPALOOZA 2013

MAMMOTH BREWING COMPANY
22 FL. OZ. MAMMOTH LAKES, CA 1 PINT 6 FL. OZ.

2013 LIMITED RELEASE
WHERE THERE'S SMOKE SMOKE & CHILE ALE

For this year's Bluesapalooza beer we decided to play with fire and smoke. Using an American Amber as a base beer, we spiced it up with Rye malt and Chileno peppers from Baxter's Ranch, grown in the Eastern Sierra. To counterpoint the rye and chile flavors, we blended Crystal, Honey, Munich and Beech Wood smoked malts together in our mash tun. This beer is mild in heat and all about the smoke and chile flavor.

7% ALC BY VOL 30 IBU

Mammoth Brewing Company

Mammoth Brewing Company

Pack it in, pack it out

In recent years, MBC has started packaging some of their beers in aluminum cans, both 16 and 19.2 oz. This allowed us to create full-color labels with metallic elements using a combination of illustrations and photographs.

Sierra Wave sunset photo is by Christopher Balladarez.



The Alleyman

Welcome to the Alley

When the Alleyman's tarot was crowdfunded, it broke records as the most highly funded and backed tarot Kickstarter ever at over \$1.4 million. The Publishing Goblin curated the 137-card deck by licensing a hundred-plus cards from current artists, from museums, and from other old sources.

I created these three cards over the next few pages especially for the original deck, one of its booster packs which was tied to the podcast, and a sequel deck, The Alleyway Tarot.



For the first card, I was allowed free rein to illustrate whatever I wanted, front and back. The Fountain takes full advantage of the printer's foil stamping options, and also features matching turquoise foiled edges. It was exciting to be featured alongside so many other fantastic designers and artists!



The Alleyman



Pen and ink

"Monologues in the Dark" is based on The Alleyman Podcast's fifth episode, "The Myth, Alive" in which the protagonist delivers a one-person show from an empty stage to a lone audience member. To capture the spooky vibes, I went with an Edward Gorey/Charles Addams-inspired illustration style and everyone's favorite horror typeface, ITC Benguiat. The back design is based on the terrazzo flooring outside our local movie theater, built in the 1940s.



The Alleyman

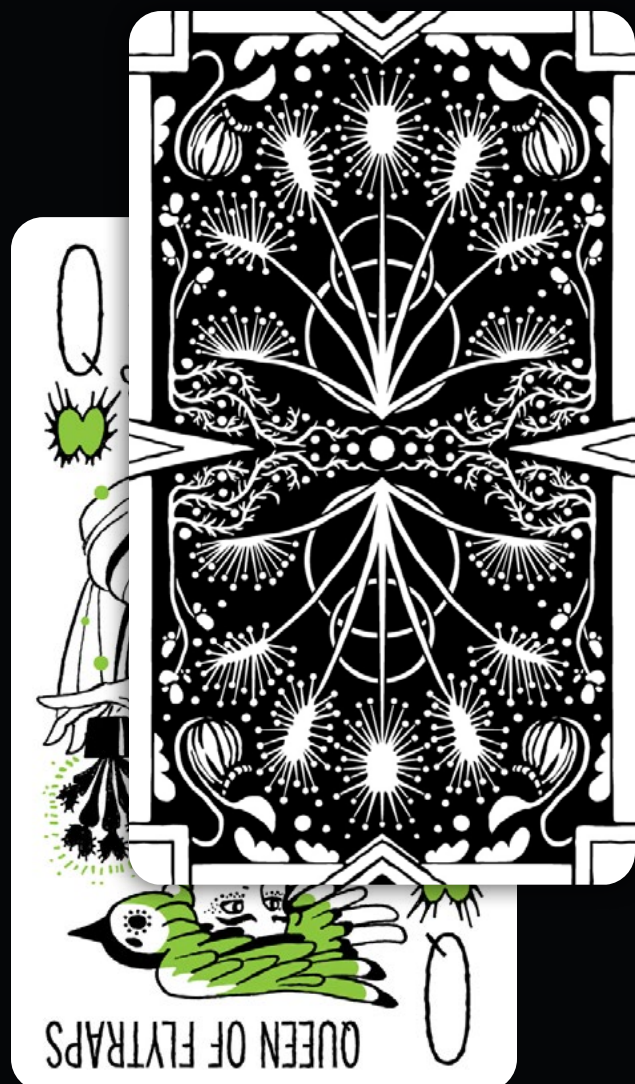
Playful playing card

Most recently, I created a single card from a theoretical deck with an alternate set of suits based on carnivorous flora—this is the Queen of Flytraps. The illustrations are inspired by Aubrey Beardsley's Art Nouveau-era work and classic Bicycle playing cards.

The back features more varieties of carnivorous plant: sundews, pitcher plants, and bladderworts.

This card was part of the most recent Alleyman Kickstarter campaign, and can be found in The Alleyway Tarot along with 100+ other mismatched cards.

[preorder the alleyway tarot](#)



Dirty Sauce

Small-batch beard oil for sensible gentlemen

Dirty Sauce Beard Oil is made with natural ingredients and sold locally in Mammoth Lakes. As an aesthetician who specializes in classic barbering, the client wanted an old-fashioned vibe with a contemporary attitude, and we decided to differentiate between scents using splashes of color (in addition to the scent names on the sides of the bottles: rosemary, cedar, and lavender).

This work was done for HarvestMoon, Inc.



I created a logo using Splendor by The Designers Foundry, which was perfect for the brand's vintage feel.

Dirty Sauce



Making a splash

The clear, adhesive labels conform to all FDA and Weights & Measures labeling requirements, and feature a space at the top for the client to sign each bottle with silver sharpie, included especially at her request.

The tiny skulls flanking the tag line are a subtle nod to the client's favorite band, My Chemical Romance. Amber bottles further emphasize the brand's vintage nature while also protecting the product from UV rays, which can degrade cosmetics.



Product photography and editing

I photographed all three bottles for use on their social media and website. The photos feature each scent's botanical ingredients and the client's scissors.



Dirty Sauce

Small Craft Cruising

When you dream of a 50' cruiser, but your bank account points you to something just larger than a dinghy

Small Craft Cruising is a YouTube channel focused on the adventures available to those in possession of a boat that is on the smaller end. I created a versatile logo for them that can be used online, in meatspace, and especially on merch.





True north

The typeface, Acier Bat, has a ton of personality, and calls to mind semaphore and maritime signal flags, for a playful nautical reference.

The little sailboat mark combines its sail with a compass point, due to the channel's focus on travel, and it reproduces well at small sizes—perfect for an avatar, favicon, or small piece of merchandise such as an enamel lapel pin.



Infinite Music

Inspiring kids for life

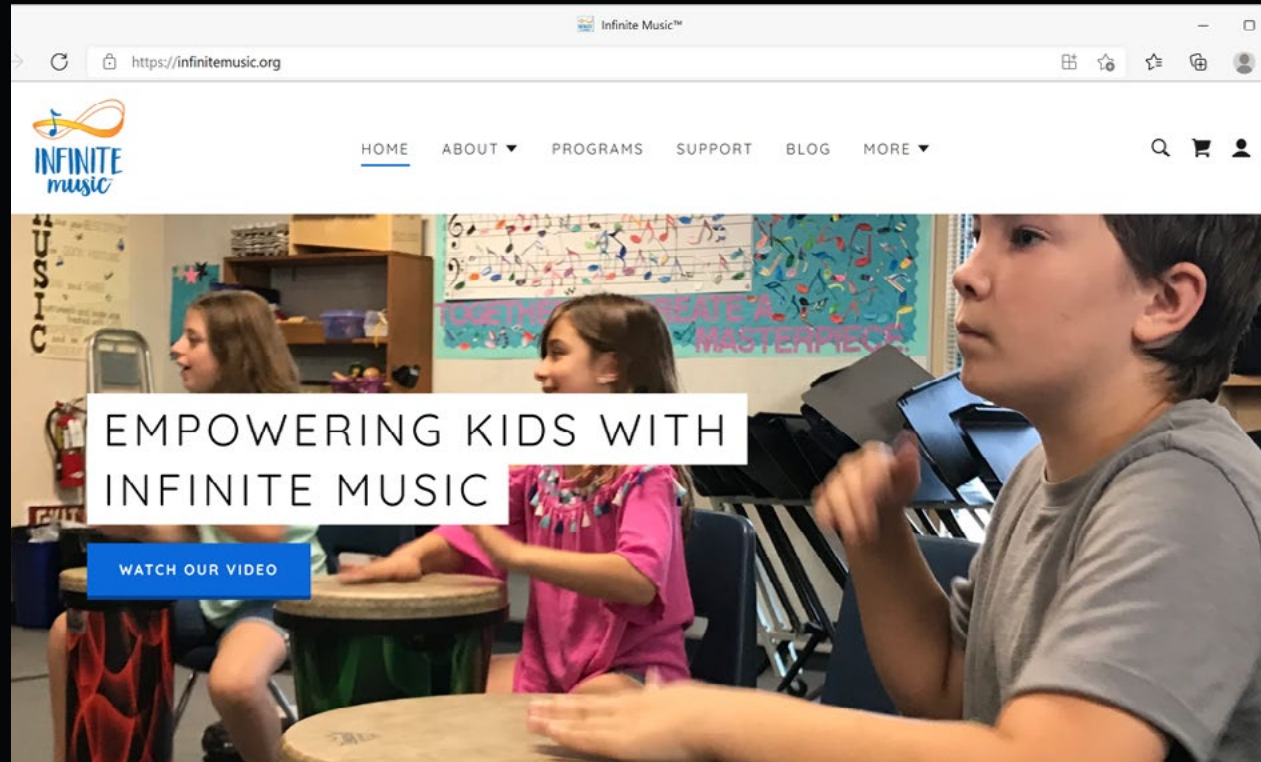
Logo, website, merchandise, brochure, and other projects for local music education nonprofit.

The client wanted to strike a balance between playful and respectable, so that the identity would appeal to parents, kids, and donors. The grassroots origins of the organization were also important, so they needed to avoid anything too corporate-looking.

For the logo, we combined the literal symbols for music and infinity (suggesting a musical staff), and paired them with the playful Garden Grown typefaces by Cultivated Mind.

This work was done for HarvestMoon, Inc.





Infinite Music is a 501(c)3 educational nonprofit that provides youth, especially those in underserved communities on California's Central Coast, the chance to experience the transformative power of music through education, appreciation, and performance.



Why Music Matters

Research confirms that young people who play music do better in school and in life.

[READ MORE](#)



Our Programs

Our programs are focused on innovative learning that exposes young people to a variety of musical genres with programs held during and after school.

[LEARN MORE](#)



Support

By supporting Infinite Music, you are opening a whole new world for kids who deserve music in their lives.

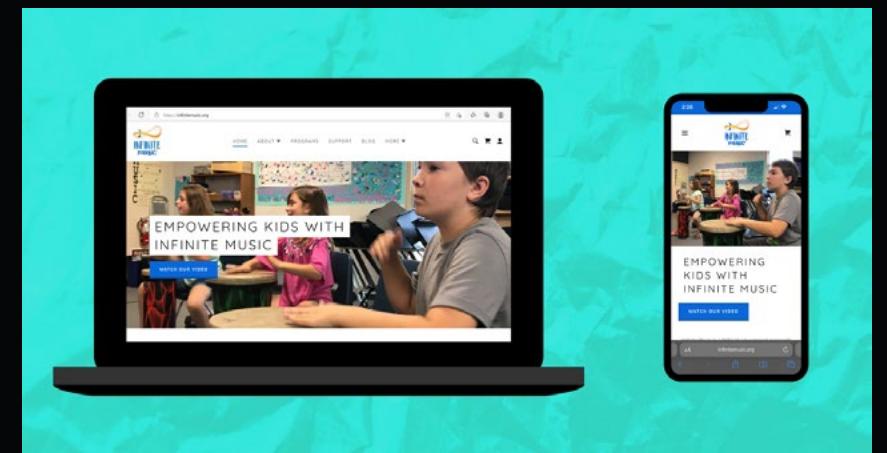
[GET INVOLVED](#)

Back to basics

Per the client's request, I built the responsive website with GoDaddy Website Builder, so they can maintain and update it themselves. It's fully responsive and works well on both desktop and mobile.

This was a great opportunity to feature tons of photos of all the students IM has provided lessons and/or instruments for. I kept the layout clean and simple, featuring the brand's signature bright blue color on buttons and other accents, to really let the photographs shine.

[visit infinitemusic.org](https://infinitemusic.org)



Helping kids realize their full potential



Nurturing inner talent



Boosting confidence and self-esteem



Building academic and social success

Keep the music playing

Infinite Music believes that sustainable music-making programs can unite whole communities like few other things can. All it takes is funding and support.

Learn how you can support the cause. There are infinite ways to give.

Donate Online

www.InfiniteMusic.org

Mail a Check

PO Box 1133
Morro Bay, CA 93443

Get in Touch

T: 888.285.5893, ext. 4
E: support@infinitemusic.org

Follow Us

Use the hashtag
#SupportInfiniteMusic

@InfiniteMusicFoundation

@RBInfinitemusic

@infinitemusicfoundation



INFINITE music™

Inspiring Kids for Life



Infinite Music

Trifold brochure

We created this trifold brochure to distribute at fundraisers, performances, and other events. The images are a mix of stock photography and actual pictures of IM students.

Elevating young lives through music

Infinite Music™ is a 501c3 educational nonprofit that provides youth, especially those in underserved communities on California's Central Coast, the chance to experience the transformative power of music through education, appreciation and performance.

Music Unifies Us

Research shows that children who participate in quality music programs go on to earn higher test scores and attend college more often than their peers who do not. Yet many young people face a lack of accessibility or affordability in music education and therefore miss out on music's lifelong learning skills: the ability to be creative, to communicate effectively, to think critically, and to collaborate.

Music is the springboard to learning for all students, regardless of academic level, language, or socioeconomic status. **Since 2013, Infinite Music has been focused on developing innovative, robust music programs with early, ongoing, and equitable access for all youth.**



Our programs

Makin' Music After School™

Students participate in ongoing small group lessons from qualified music instructors in ukulele, guitar, percussion, voice, rhythm & movement, and harmonica in a fun, judgment-free environment. Instruments are provided, and students can take them home and practice. Makin' Music After School is a meaningful music education experience for young people to experiment, interpret, and explore.

Infinite Music Gives™

Infinite Music invests in music projects where they are needed most: a college scholarship to a deserving music student, helping an under-funded school band with instruments, helping youth with special needs receive music lessons, and much more. Infinite Music is committed to supporting a diverse range of musical genres, styles, and techniques that help young people thrive musically, personally and socially.

Infinite Music UpBEAT Conversations™

Accomplished musicians have a unique opportunity to inspire kids. Infinite Music enlists the support of professional musicians to present workshops on technique and the role music has played in their lives. The result: enlightening performances, inspiring talks, and the chance to make a positive impact in the lives of kids.



Infinite Music



Merchandise



Enamel lapel pin, shaped like a guitar pick.

Screenprinted t-shirt designs, sold as merch at fundraising events or given to volunteers.



Fundraising campaign

Graphic for a recent fundraising campaign centered around The Dave Brubeck Quartet's iconic song "Take Five" featuring photos of Infinite Music students playing various instruments. To embrace the 1950s jazz vibe, I took inspiration from Saul Bass's work, especially his opening credit animations and posters for *Vertigo* and *The Man with the Golden Arm*.

A musical family

Logos for Infinite Music's four main programs, each with a different educational focus. The logos needed to fit within the existing IM brand while communicating their own fun, exciting voices. Like the main logo, these needed to appeal equally to parents, students, and supporters.

Bright colors, bold type, and cut paper shapes hit the perfect chord.

Infinite Music



Bluesapalooza

Blues and brews in the High Sierra

The Mammoth Festival of Beers & Bluesapalooza is an annual craft beer and music event in Mammoth Lakes, California. Over the last 26 years, this has grown from a grassroots event in Mammoth Brewing Company's parking lot to a four-day party among the pines, with more than twenty bands and seventy craft brewers.

I was tasked with updating the festival's logo. Since the full name of the event is fairly long and unwieldy, most people refer to it simply as "Bluesapalooza." Since the location is what really sets it apart from other music and beer events, I decided to also emphasize the name of the town.

The display face is Abraham by The Designers Foundry, which features some fun, funky ligatures and letter variations that create a nice rhythm and give the wordmark personality.

This work was done for HarvestMoon, Inc.

MAMMOTH
FESTIVAL OF BEERS AND
BLUESAPALOOZA™

Bluesapalooza



A blues bear jamboree

I designed this art poster with screenprinting in mind. It was sold both as a poster and a t-shirt.



According to the team at the merch tent, this shirt sold out almost immediately. I was lucky to get one for myself!

The three black bears illustrate key elements of the event—the craft beer bear wears a hop hat and a pretzel necklace and is holding a beer tasting glass.

The flower crown bear holds a turquoise fender stratocaster, a reference to the event's old logo, and the classic blues bear plays a harmonica and washboard.

The Minaret mountain range is featured small at the bottom, and fir trees provide the backdrop (just like in real life).



This doodle-style poster features elements from the event, the town of Mammoth Lakes, and the surrounding landscape and outdoor activities.

Since I built all elements of this poster in Adobe Illustrator, the illustrations were easy to separate out and use in other applications, such as the program, website, food voucher, and more.



Bluesapalooza

Additional posters

More Bluesapalooza posters from over the years. Figure 1 started with chalk pastels on a blackboard, photographed with instruments, wood chips, craft beer, and a boulder to bring the viewer into the venue. Figure 2 was a rough, scrungy approach. Figure 3 captures the warm glow of the main stage among the pines at night.

Figure 1



Figure 2



Figure 3



I hand-drew this detailed illustration in Adobe Illustrator using a Wacom tablet, so it could be easily resized for use on banners and other large-scale applications. We got a lot of use out of the pine needles as a background pattern.

Bits and bobs

Over the years I did a massive amount of work for this event: banners, LED wall slides for the main stage and monitors placed around the venue, video editing, plus tons of ephemera: social media, emails, wristbands, lanyards, media passes, enamel pins, tickets, tote bags, flyers, programs, commemorative beer labels, shirts, and more. The photos on this page show a small sampling thereof.



Thank you
for looking!

Not The End!

(Please visit my social media accounts for updates and additional examples of my work.)

 [@worm.dark](https://www.instagram.com/worm.dark)

 [@wormdarkart](https://twitter.com/wormdarkart)

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