

**People I've worked for,
and the things that I have done for them.**

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Jager Di Paola and Kemp Design

- Art direction and design implementation
- Leading project teams and mentoring designers
- Implementing brand strategy/Living Brand
- POV/Ideation for clients in a multitude of categories
- Development of studio promotional materials

In addition to these I have worked to build a vibrant and inspired creative culture within JDK's design team and the studio as a whole. When needed I have dabbled in everything from video capture and editing to web and multi-media creation.

People I've worked for, and the things that I have done for them.

AK/Burton

- Print advertising development and execution
- Brand Strategy
- Photo-shoot ideation and direction

American Eagle

- POV/Ideation creative platform

Black Diamond

- Brand Strategy
- Apparel launch ideation and execution
- Creative platform
- Dealer and consumer collateral development

Burton snowboards

- Brand Strategy
- Ideation and execution of campaign platforms
- Photo-shoot ideation and direction
- Concept and execution of multiple board graphics

Brisk iced tea

- Packaging redesign

Cinemax

- Ideation and execution of campaign platform

Dave Matthews Band

- Tour tee and poster concepts
- I realize this doesn't do much for my street cred

Epicquest

- Brand Strategy
- Creative platform ideation and implementation
- Online, print, and direct to consumer collateral
- Brand guidelines

Forum Snowboards

- Snowboard graphic art direction
 - Retailer and consumer collateral development
 - Print, online, and catalog look and feel
 - Creative platform
 - Logo and word mark development
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People I've worked for, and the things that I have done for them.

Giant bicycles

- Brand strategy
- Creative platform concept, direction, and design
- Print, digital and retailer communications
- Photo-shoot ideation and direction

Lucasfilms

- Brand strategy
- Brand Standards
- Audience segmentation and illumination
- Brand session invite and collateral

Merrell Shoes

- Creative platform
- Online and print collateral
- Direction of online product videos

MTV

- Logo designs VMA
- Advertising collateral

New era cap

- Print collateral 59/50
- Sub-brand creative platform

Nike SB

- Graphic tees

Nike Running

- Creative platform for SisterOne
- Photo-shoot planning and direction
- S1 limited collateral
- Niketown S1 launch presentation

Outdoor Research

- Logo and word-mark redesign

Sobe Beverages

- Packaging/bottle design (Sobe essential)
- Packaging/bottle design (LifeWater)

Sram/Rock Shox

- Branding/Redesign (Reba)

Xbox 360

- Creative platform
 - Print and online launch collateral
 - Console packaging concepts
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