



PORTFOLIO

GEO ROCABADO

2024

VISUAL DESIGN





I have been designing for eight years, shooting photography for three years, and studying UI/UX design for six months. I love graffiti, architecture, and food. My art is inspired from culture and I always embrace boldness in simplicity. The pieces in this portfolio reflect my experiences. My expertise is in brand development, with an understanding of UI/UX design. So thankful to be able to do what I love with incredible people. Enjoy.





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BLOCWORK

GRAPHIC DESIGN

Bonfire Bbq is a restaurant that required an entire re branding including consistent and cohesive visual assets across various platforms such as websites, social media, and advertising materials.



BONFIRE BARBECUE	
BOOZE	
DOMESTIC	
BUD LIGHT 16 OZ ALUMINUM BOTTLE.....	\$3
BUDWEISER 16 OZ ALUMINUM BOTTLE.....	\$3
MICH ULTRA 16 OZ ALUMINUM BOTTLE.....	\$3
MILLER LITE, MILLER HIGH LIFE, COOR'S BANQUET, COOR'S LIGHT, PBR, YUENGLING.....	\$2.50
IMPORTS	
MODELO ESPECIAL.....	\$3
CORONA, PACIFIC, HEINEKEN, HEINEKEN MA 0.0%.....	\$3.50
CRAFT SELECTION	
OLD NORTH LAGER.....	\$4
NEW BELGIUM FAT TIRE.....	\$4
GLUTINY VOODOO RANGER.....	\$4.50
SIERRA NEVADA TORPEDO.....	\$4.50
HIGH LAND BREWERY CRAFT ALE.....	\$4.50
AVL IPA.....	\$5
BISMAN PALE ALE.....	\$4.50
BELL'S TWO HEARTED.....	\$5.50
ROBUST PORTER.....	\$5
CIDERS & SELTZERS	
ANGRY ORCHARD.....	\$4.50
16 OZ CAN BOLD ROCK IPA.....	\$4.50
16 OZ CAN CRISPIN DRY.....	\$5.50
16 OZ CAN WHITE CLAW.....	\$4.50
12 OZ CAN GINGER'S REVENGE.....	\$6
12 OZ BOTTLE ANDERSON VALLEY COSE.....	\$4.50
(SEASONAL) 12OZ CAN	
11AM-11PM 828-255-0020 PLEASE DRINK RESPONSIBLY & DON'T DRINK AND DRIVE. BARTENDERS ARE PREPARED TO CALL YOU A CAB OR GET AN UBER USING YOUR PHONE'S APP	

STARTERS	
QUESO DIP CHEESE, TORTILLA CHIPS, JALAPENOS	\$6
CAMPFIRE FRIES HANDCUT FRIES, QUESO, JALAPENOS, BEANS, SLAW, BRISKET TIPS	\$11
FRIED PICKLES FRESH PICKLES, SERVED W/ RANCH	\$8
SMOKEHOUSE WINGS W/ CARROTS & CELERY	
6 PIECE.....	\$7
12 PIECE.....	\$13
BRUNSWICK STEW CUP.....	\$4
BOWL.....	\$6
OKRA FRIES SERVED W/ BBQ RANCH	\$7

Salads	
DRESSINGS: BLEU CHEESE, RANCH, CAESAR, VINAIGRETTE	
HOUSE ROMAINE, GREENS, TOMATOES, ONIONS, CUCUMBERS, SHREDDED CHEESE	\$7.50
CAESAR ROMAINE, BRUSSEL SPROUTS, PARMESAN CHEESE, FRIED ONION STRINGS, CROUTONS	\$9
BIG BLEU ARUGULA, CHOPPED BRISKET, SMOKED BLEU CHEESE, GREEN APPLES, ONIONS, PIMENTO PEPPERS BLEU CHEESE DRESSING	\$11

SIDES	
QUICK PICKS.....	\$2.50
HAND CUT FRIES, CHOPPED SLAW, ZAPPS CHIPS, HUSHPUPPIES, COWBOY BEANS, TATER TOTS	
PREMIUM.....	\$3.50
STREET CORN, BRUSSEL SPROUTS, OKRA FRIES, MAC CASSEROLE, JALAPENO CHEESE GRITS, TRIPLE GREENS	



PLATES	
SERVED W/ TWO SIDES & HUSHPUPPIES PREMIUM SIDES +\$1	
PORK.....	\$11
BRISKET.....	\$16
RIBS.....	\$17
FAMILY STYLE.....	\$30
(PORK, BRISKET, RIBS, WINGS, HUSHPUPPIES W/ 4 SIDES)	
CHICKEN.....	\$12
TURKEY.....	\$12
SEITAN.....	\$15
WING'S (6).....	\$13.50
POUNDS	
PRICE PER POUND SUBJECT TO CHANGE	
PORK.....	\$13
BRISKET.....	\$18
RIBS.....	\$28
CHICKEN.....	\$15
TURKEY.....	\$15
SEITAN.....	\$16
MEAT SMOKED DAILY	
COOKED TO ORDER + VEGETARIAN	

WE GOT THE SAUCE! CHOOSE 2 W/ EVERY MEAL
KC HONEY, SC MUSTARD, BONFIRE, ENC, WNC, BARN BURNER, REAPER, BUFFALO

SANDWICHES	
SERVED ON A BUN W/ ONE SIDE	
BARBECUE.....	\$8
CHOICE OF PORK, SMOKED CHICKEN, TURKEY, BRISKET + \$2	
BURGER.....	\$10
ANGUS BEEF, CHEDDAR CHEESE, LTO, KETCHUP, MUSTARD, DUKE'S MAYO	
CACKALACK.....	\$10
FRIED CHICKEN OR MEATLESS PATTY, SLAW, PICKLES, HABENERO MAYO	
PORK SLAM.....	\$13
PULLED PORK, HAM, BACON, SLAW, PICKLES, QUESO, BONFIRE SAUCE	
PIM CLUB.....	\$10
SMOKED TURKEY, LETTUCE, TOMATO, DUKE'S MAYO, PIMENTO CHEESE, BACON, SERVED ON TEXAS TOAST	
CUBANO.....	\$9
PULLED PORK, HAM, SC MUSTARD, SWISS CHEESE, PICKLES	
THE PACKER.....	\$12
SMOKED BRISKET, BRUSSEL SPROUTS, APPLE BUTTER, MAYO, CHEESE SAUCE, ON TEXAS TOAST	
DARK CRYSTAL.....	\$10
SHREDDED SEITAN, SLAW, KC HONEY	
BEYOND MEAT BURGER.....	\$12
BEYOND MEAT, LTO, AMERICAN CHEESE, KETCHUP, MUSTARD, DUKE'S MAYO	

SWEETS	
SEASONAL COBBLER W/ ICE CREAM.....	\$6
NANNER PUDDING.....	\$4

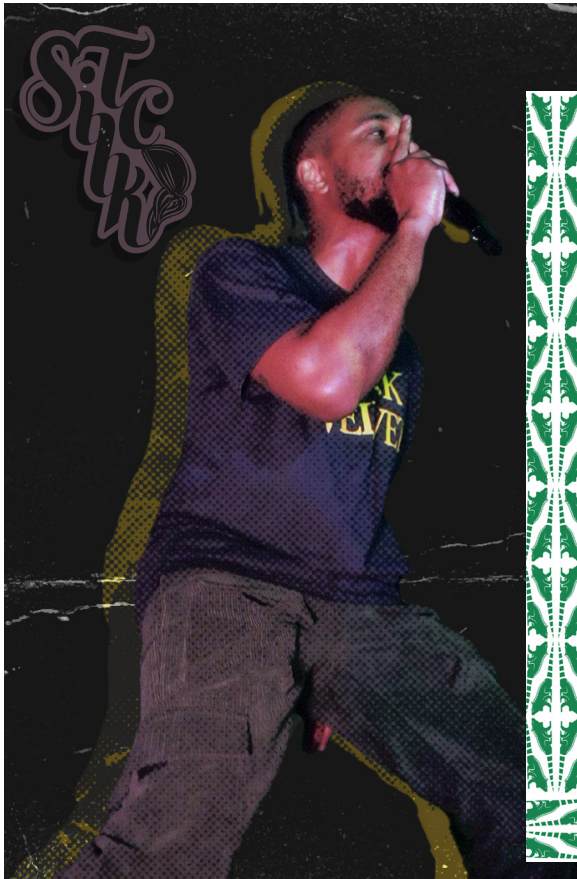


THANK YOU

*CONSUMING RAW OR UNDERCOOKED MEATS, POULTRY, SEAFOOD, SHELLFISH, OR EGGS MAY INCREASE YOUR RISK OF FOODBORNE ILLNESS ***DISCLAIMER: WHILE WE STRIVE TO MEET YOUR DIETARY NEEDS WE CANNOT GUARANTEE ANYTHING FRIED WILL BE 100% GLUTEN FREE*

FREELANCE

Whether designing posters, flyer's, logos, or digital content, my goal is to contribute positively to the clients growth and visibility through thoughtful and visually engaging solutions. This work includes promotion for music artist TC Silk and his record label Vacation Forever.



PULP COMPANY



CONCEPT DESIGN

Pulp company is a restaurant concept for a Juice and Acai Market in Asheville North Carolina.

PULP
COMPANY



Pulp Company is a fruit market and wellness cafe concept inspired by the recent popularity in Acai and the health benefits. The approach is inspired from the beautiful colors and freshness of fruit.



PLAYERS CIRCLE

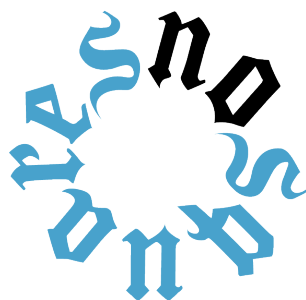


PLAYERS' CIRCLE

Players' Circle is a professional sports management firm in Wales. I had the pleasure of working on pieces for multiple professional soccer players throughout the United Kingdom.



Recent commissioned work includes logos, hats, sweaters, sweatpants, t-shirts, socks, gym equipment and other visual elements that encapsulate the essence of the brand.

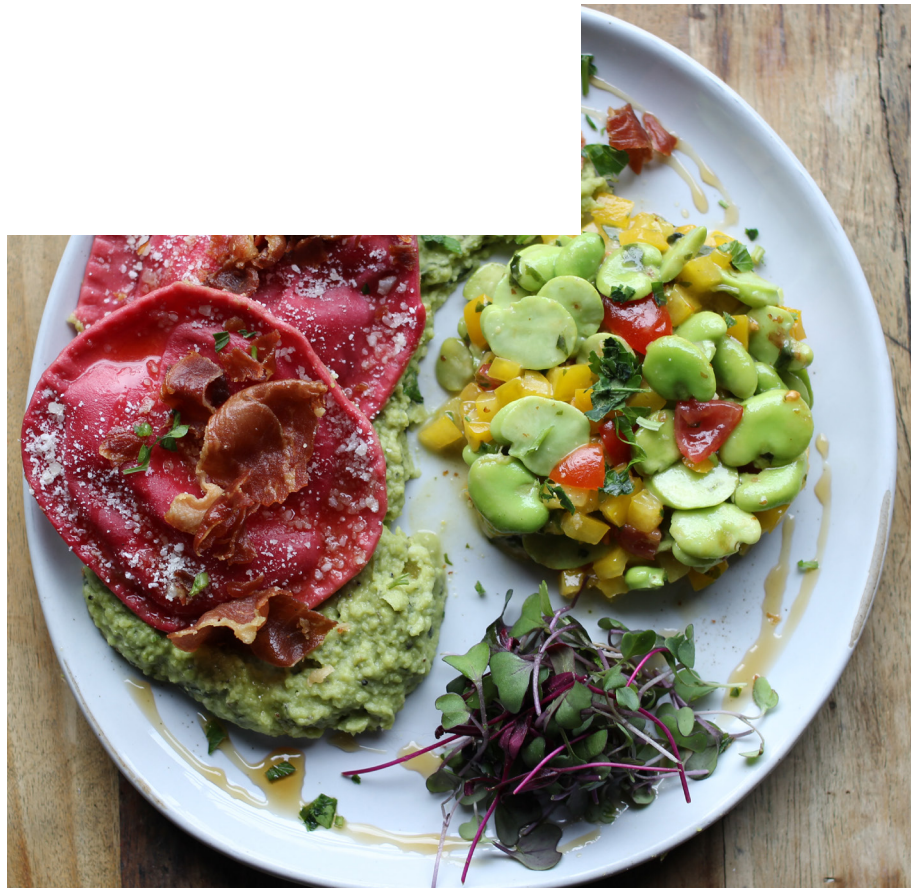




Strada is a restaurant in Asheville NC with a long standing reputation for authentic Italian cuisine. I worked to elevate the brand identity through graphic design, social media, and photography. ■

STRADA ITALIANO

MARKETING





GEMELLI
WINE & FOOD



STRADA ITALIANO

ANTIPASTI

Tuscan Stuffed Figs 7/13
Basil Whipped Goat Cheese Stuffed Calymna Figs wrapped in Prosciutto, served with Arugula & Chianti reduction

Mussels 14
Choice of Garlic White Wine, Plum Tomato or Vodka Cream Sauce. Spiced Mild, Medium or Hot ADD: House-made pasta 5 or Pasta 7

Calamari Fritti 12 (GF)
Golden Crisp Calamari served with Zesty Basil Pesto Plum Tomato Sauce & Lemon

Arcanini 9 (GF)
Three fried Mozzarella & Risotto balls served with Sherry Tomato Cream Sauce Pecorino Romano & Balsamic Reduction

Burrata Fresca 14
Fresh Mozzarella with a creamy center served with Basil & Roasted Garlic marinated Heirloom Tomatoes. Topped with a crispy Garlic Smoked Sea Salt served with grilled Ciabatta(5)

Piccola Strada Board 20
Chef's Choice of Artisan Meats & Cheeses served with Seasonal Preserves, Marinated Pickled Vegetables, Imported Olives, Spicy Mostarda & Crackers

Serving You
WITH LOVE

INSALATE

Strada Insalata (GF)
Small & Large 12
Spring Mix, Red Onions, Grape Tomatoes, Cucumbers & Mediterranean Olives

Greco Salad (GF)
Small & Large 12
Chopped Romaine Hearts with Grape Tomatoes, Pepperoncini, Red Onions, Cucumbers, Artichoke Hearts, Mediterranean Olives, & Feta Cheese Served with Red Wine Herb Vinaigrette

Caesar Salad (GF)
Small 7 Large 10
Chopped Romaine Hearts with House-made Caesar Dressing & Parmesan Crisps

House-made Dressings
Creamy Parmesan Peppercorn, Caesar, Red Wine Herb Vinaigrette & Balsamic Vinaigrette

PIZZA

Johnny Aversano 28

Stuffed Pie with Salami, Prosciutto, Sweet & Spicy Sausage, Green Bell Peppers, Red Onions Herbs, Ricotta, Provalone & Mozzarella served with House Marinara

No Modifications for 14" Specialty Pies. 10" (GF) Substitute Available

Fig & Goat Cheese 18
Roasted Garlic Oil Base, Prosciutto Goat Cheese, Mozzarella, Fresh Basil Sherry Marinated Calymna Figs

Margherita 17
Seasoned Crushed Tomato Sauce Fresh Mozzarella & Basil

Papa Fred 18
Seasoned Crushed Tomato Sauce Salami Spicy Italian Sausage, Cherry Peppers Grape Tomatoes Herb Ricotta & Mozzarella

Carly Marie 18
Olive Oil Base, Herb Ricotta, Spinach, Fresh Mozzarella Artichoke Hearts, Roasted Garlic & Fresh Basil

The Ranford 21 V
Seasoned Crushed Tomato Sauce Vegan Goat Cheese and Mozzarella Roasted Red Peppers, Grilled Red Onions Mushrooms & Vegan Beyond Meatballs

BUILD IT!
Choose From: 10" (12), 14" (16), 10" (16)

Cheese
10" (2), 14" (3)
Feta, Fresh Mozzarella, Goat Cheese Herb Ricotta

Vegetables V
10" (1.25), 14" (1.75)
Mushrooms, Figs, Grilled Red Onions Spinach, Tomatoes, Pesto, Basil Arugula, Roasted Red Peppers Mediterranean Olives, Roasted Garlic Artichoke Hearts, Cherry Peppers Vegan Goat Cheese

Meat
10" (1.75), 14" (2.25)
Pepperoni, Prosciutto, Sweet Sausage Spicy Sausage, Salami, Bolognese, Meatballs

FRESH Bread
Ciabatta 3
Garlic Ciabatta 4
House-made Bread 6

Please Read!

SIGNATURE DISH

GLUTEN FREE

VEGAN OPTION AVAILABLE

GLUTEN FREE OPTION AVAILABLE

ZUPPE

Tuscan Formaggio 6
Caramelized Onions Beef Broth, Sherry Crostini & Provalone Cheese

SIDES

Gluten Free Options Available for all sides

Sautéed Spinach 5

Sautéed Broccolini 7

Risotto del Giorno 5

Potato del Giorno 4

Vegetable del Giorno 5

Del Giorno items are a daily highlight of seasonal offerings

Brunch
CROSTINI MENU 10-2

* These items are cooked to order. Consuming raw or uncooked Meats, Poultry, Seafood, Shellfish or Eggs may increase your risk of food-borne illness.* We will gladly split checks up to 8 ways.

TRADITIONAL ENTREES

Tuscan Duck & Figs* 26 (GF)
Seared Local Duck Breast served with Risotto, Vegetable del giorno & Two of our Famous Prosciutto Wrapped Tuscan Figs Stuffed with Basil Whipped Goat Cheese. Topped with a Chianti Reduction

Bistecca Chianti* 28
Brown Sugar Rubbed 12oz Hand Cut Ribeye, Veal Demi Glace & Chianti Reduction served with Broccolini & Potato Del Giorno

Salmon Dal Giardino 27 (GF)
Grilled Salmon topped with Bruschetta of Tomato Lemon & Scallions. Served with Risotto del giorno, Arugula & Micro Greens

Marsala: Chicken 20 Shrimp 22
Chicken or Shrimp braised in Marsala & Mushroom Blend Veal Demi-Glace. Served with Potato & Vegetable del giorno

Picatta: Chicken 20 Shrimp 22
Chicken or Shrimp Sautéed in White Wine Lemon Sauce & Capers. Served with Risotto & Vegetable del giorno

Chicken Parmesan 22 (GF)
Breaded Chicken served with House-made Spaghetti Marinara, Topped with Mozzarella

Eggplant Parmesan 20 (GF)
Breaded Eggplant served with House-made Spaghetti & Marinara, Topped with Mozzarella



DESSERTS

Classic Cannoli 6/12
Crispy Pastry Shell, Hand-filled to order with Ricotta & Chocolate Chip Filling

Tiramisu 9 (GF) Tiramisu 10
A Cerrato Family Recipe. Several Generations in the Making. A House Favorite

Sorbetto 7 (GF V)
Seasonal Flavors Prepared by Asheville Chocolate

Chocolate Torte 8 (GF)
Pure Chocolate Decadence

Spumoni Bomba 8
Chocolate, Pistachio & Strawberry Gelato in a Chocolate Shell, Drizzled with White Chocolate

NY Cheesecake 8
Creamy & Smooth Classic Cheesecake atop a Delicious Graham Cracker Crust

* These items are cooked to order. Consuming raw or uncooked Meats, Poultry, Seafood, Shellfish or Eggs may increase your risk of food-borne illness.* We will gladly split checks up to 8 ways.

PASTA

All Pasta Dishes can Prepared with @ Pasta +4

La Faldia alla Panna 17

House-made La Faldia Ribbon Pasta, Tossed in a Creamy Parmesan, Provalone & Cracked Black Pepper Sauce

Portofino* 26

Calamari, Salmon, Mussels, Clams & Shrimp in a Tomato Sage Broth with Fresh House-made Squid Ink Linguini. Spiced Mild, Medium, or Hot

Shrimp Basilica 20

Shrimp Sautéed in a Delicate White Wine Sauce with Lemon, Roasted Garlic & Roasted Red Peppers, served over House-made Basil Linguini

Grilled Florentine Ravioli 15/19

Spinach & Ricotta Blend Ravioli on a bed of Arugula, with Sherry Tomato Cream Sauce Balsamic Reduction & Pecorino Romano

Short Rib Bolognese 22

Choice of House-made Spaghetti or Ziti Rigate with Braised Beef Short Rib, Ground Veal, Beef Pork, Sautéed Mushrooms, Veal Demi Glace Three Wine Blend & Plum Tomato Sauce

Tortellini Alla Vodka 17

Imported Tri-Color Cheese Filled Tortellini In a Creamy Tomato Basil Vodka Sauce served over Fresh Spinach

Pasta Marinara 14 V

Choice of House-made Spaghetti or Ziti Rigate Topped with our Rustic Plum Tomato Sauce & Pecorino Romano

Lasagna 18

Trio of Ground Veal, Beef & Pork, Ricotta Provalone & Mozzarella Cheeses, Lasagna Sheets, Topped with House Marinara

Vegan Lasagna 22 V

Gluten Free Lasagna Sheets, Beyond Meat Bolognese, House-made Almond Ricotta & Marinara, finished with Vegan Cheese

ADD:

100% Beef House-made Meatballs 8
Sweet Italian Sausage 8
Italian Chicken Sausage 9
Grilled Shrimp* 8, Grilled Chicken* 7
Local Duck Breast* 18, Salmon* 15
Beyond Meat Vegan Meatballs 9

Sauces:

Bolognese Sauce 6, Marinara Sauce 3
Sherry Tomato Cream Sauce 5
Vodka Cream Sauce 5

AFTER DINNER

Locally roasted Coffee & Espresso available

The Mountain Express 15

Espresso martini with Baileys Vanilla Vodka Espresso Grind & Godiva Liqueurs

Dreamsicle 13

Baileys, Tuaca, Triple Sec, Orange Flower Water

BLOC WORK

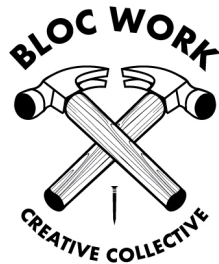
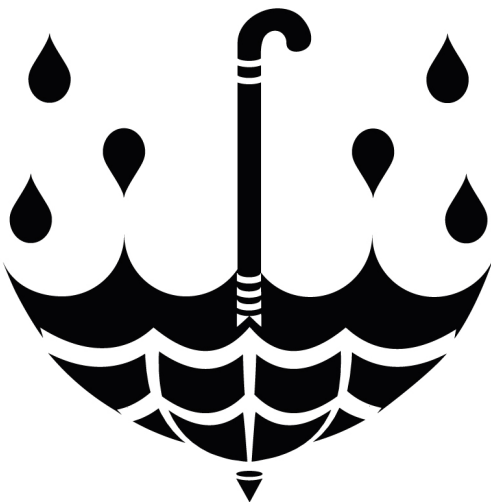


Blocwork is my street wear clothing concept and platform that has enabled me to forge meaningful relationships within the design industry. Through this venture I've had the opportunity to collaborate with talented artists, designers, and creatives who share a passion for urban culture and aesthetic innovation.

PRIMARY LOGO



ALTERNATE LOGOS



PRINT

CMYK #231F20
RGB 35 31 32



CMYK #B2B1B2
RGB 178 177 178



CMYK #FFFFFF
RGB 255 255 255

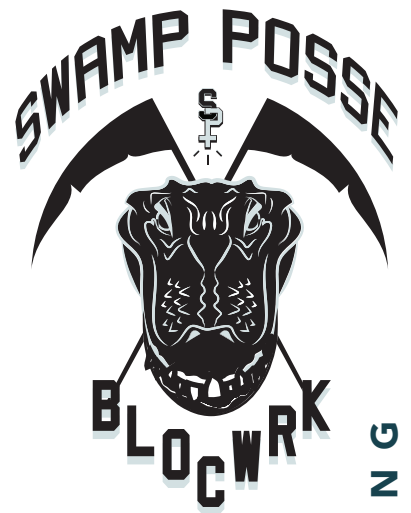


CMYK #07B19F
RGB 7 177 159





A Quality Product



BRANDING





**THANK
YOU**

BLOCWORK.US

