

# 2009 Portfolio



Welcome to our portfolio for 2009.

Please visit the website regularly for new work.





# 2009 Portfolio

## IDENTITY, COLLATERAL, LARGE FORMAT, ILLUSTRATION



This is an ongoing project for a store owner who originally just needed a logo, business cards, flyers, a website and some type of bold sign-graphics to enhance the retail space.

I developed a concept for the business cards and a skyline image for the in-store graphics; the skyline is actually a visualization of an audio wave pattern.

The store was a record music store in the past and it still features music for sale (the owner is a talented San Diego DJ named Markalan), but art and fashion are the primary focus.

Mark liked the blue with green fog and the logo with hot colors, so that's been an on-going palette; we're playing around with new color options for 2009 and beyond, but the blue/green with yellow/orange is definitely part of his brand.

We finished the design quickly after only a few revisions and large format graphics specialist Scott of Immedia Solutions printed and installed the mural.

FeelLit is a fun project I always look forward to a call from Mark looking for something new. The store has been open almost a year and it's growing and thriving even in this difficult economy.

# 2009 Portfolio



IDENTITY, COLLATERAL, LARGE FORMAT, ILLUSTRATION



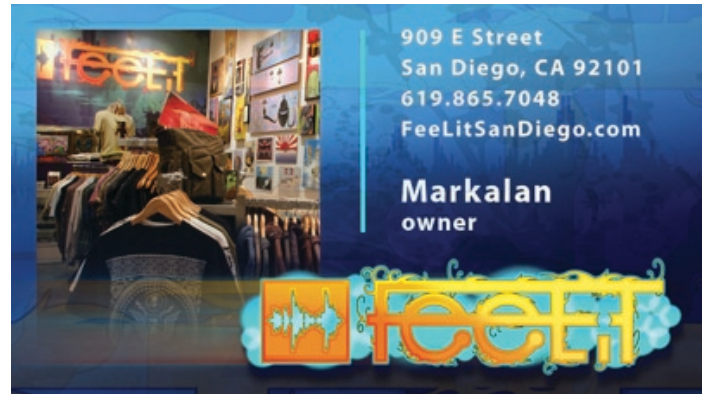
Installing the mural

The original design before printing the mural

# 2009 Portfolio



## IDENTITY, COLLATERAL, LARGE FORMAT, ILLUSTRATION



Above is the new business card design. All of the designs have kept the original look of the first series of collateral, but we have added some new design elements for 2009

This is a new promotional flyer. Mark delivered some new photographs that he took since the store has changed a lot in its first year, so I wanted to make sure and incorporate them in the design allowing potential new customers to see what the store is about.



CREATIVE RETAIL  
909 E Street  
San Diego, CA 92101  
619.865.7048  
FeeLitSanDiego.com

# 2009 Portfolio



IDENTITY, COLLATERAL, LARGE FORMAT, ILLUSTRATION



Above is the new window graphic I designed. It works very well along with the large mural on the interior wall of the store to attract customers who may be walking by outside.

To the left is a new sticker design that will be distributed all over the city.



# 2009 Portfolio

## CONCEPT ILLUSTRATION, ADVERTISING DESIGN

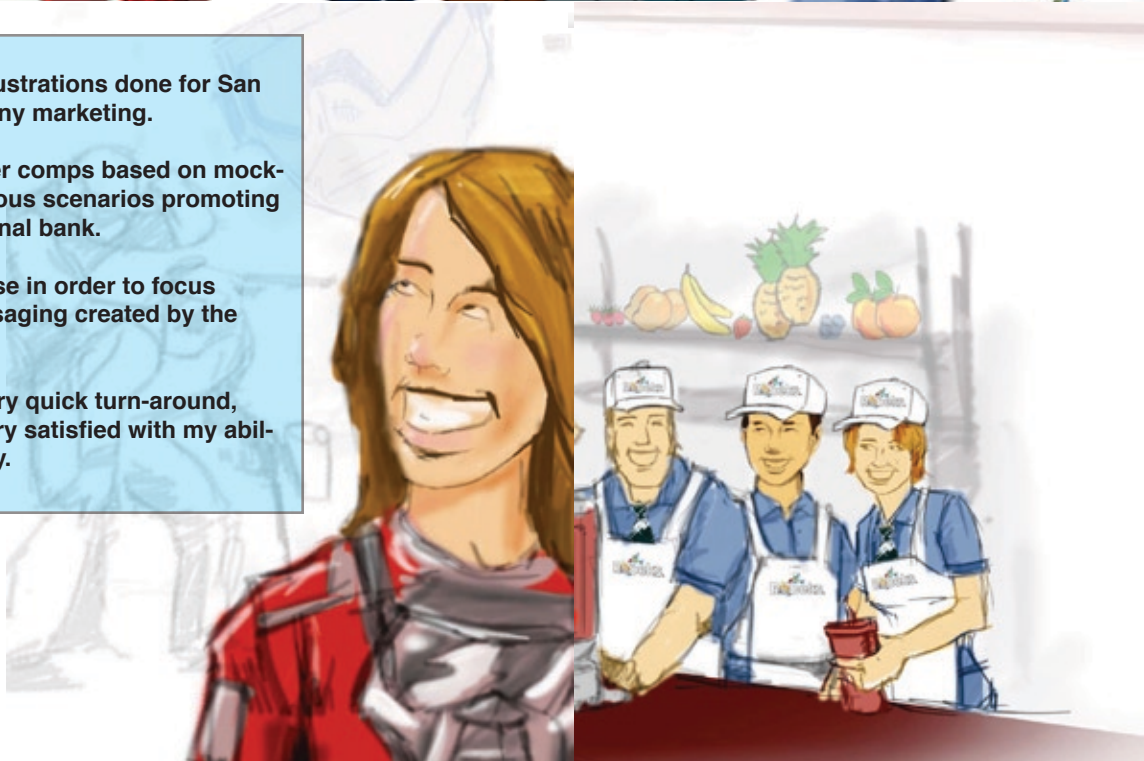


These are concept illustrations done for San Diego agency Epiphany marketing.

They asked for marker comps based on mock-ups provided for various scenarios promoting team work for a regional bank.

We kept the style loose in order to focus on the excellent messaging created by the Epiphany team.

This project was a very quick turn-around, and the client was very satisfied with my ability to finish so quickly.



# 2009 Portfolio



## CONCEPT ILLUSTRATION, ADVERTISING DESIGN

"I'm so friendly with Sue and Joe in the La Mesa branch, we're well beyond handshakes. Now it's all hugs."

- John Yoo, Owner, Robeks in Mission Valley

**THRILLED.**

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Where Business Gets Done. **TORREY PINES BANK**

"I'm so friendly with Sue and Joe in the La Mesa branch, we're well beyond handshakes. Now it's all hugs."

- John Yoo, Owner, Robeks in Mission Valley

**ON YOUR TEAM.**

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Where Business Gets Done. **TORREY PINES BANK**

"Paintball is a fast-moving industry. Torrey Pines Bank keeps up with us and then some."

- Rhonda DeHaan, Owner, DYE Precision

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Where Business Gets Done. **TORREY PINES BANK**

Here are the final presentations prepared by Epiphany's creative team.

"Paintball is a fast-moving industry. Torrey Pines Bank keeps up with us and then some."

- Rhonda DeHaan, Owner, DYE precision

- John Yoo, Owner, Robeks in Mission Valley

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**COME ON BOARD.**

2003-2009  
\*\*\*\*\*  
CELEBRATING 5 YEARS

Where Business Gets Done. **TORREY PINES BANK**

DOWNTOWN • CARMEL VALLEY • LA MESA • GOLDEN TRIANGLE • SYMPHONY TOWERS • KEARNY MESA • CARLSBAD • TORREYPINESBANK.COM

Member FDIC

"I'm so friendly with Sue and Joe in the La Mesa branch, we're well beyond handshakes. Now it's all hugs."

- John Yoo, Owner, Robeks in Mission Valley

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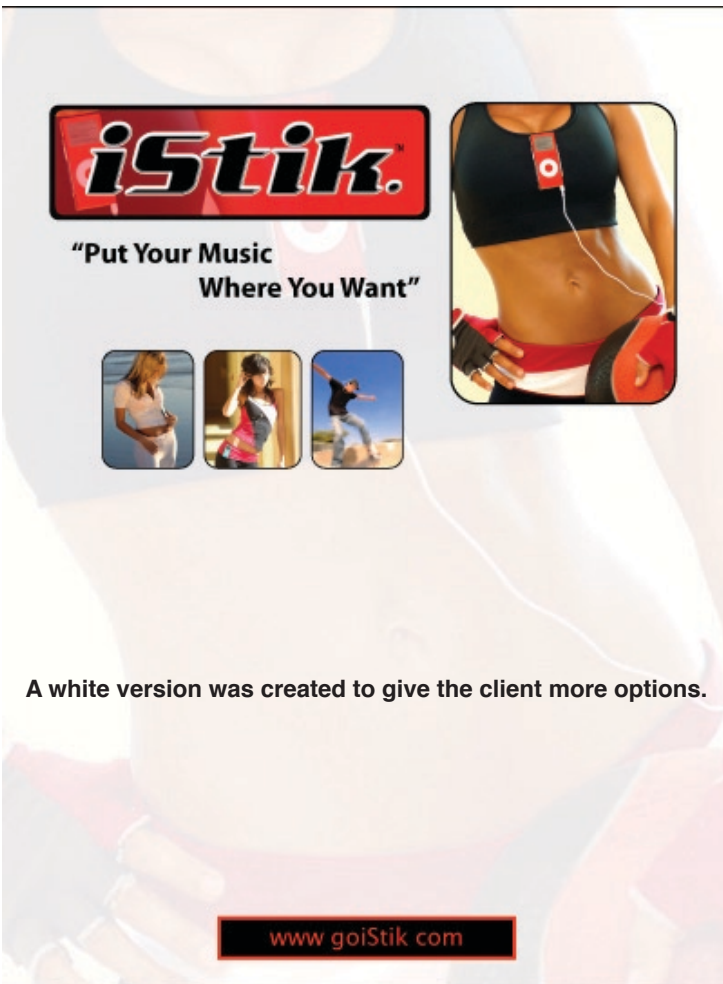
DOWNTOWN • CARMEL VALLEY • LA MESA • GOLDEN TRIANGLE • SYMPHONY TOWERS • KEARNY MESA • CARLSBAD • TORREYPINESBANK.COM



# 2009 Portfolio

## PRINT DESIGN, PACKAGING

The original packaging

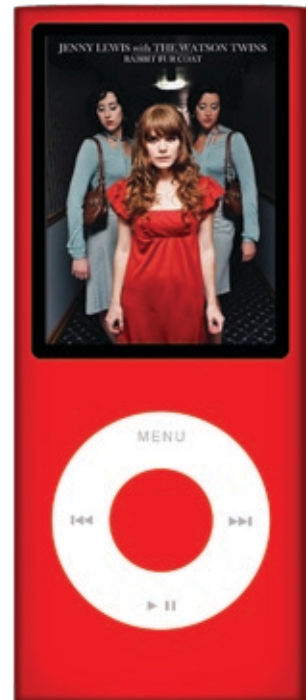


istik is an innovative product for Ipod; they asked me to update their packaging with a fresh new look incorporating new images.

I created three versions for three different products as well as mock images of the nano for the box inserts. I also set-up the files for production delivering mechanicals for vendors in the US and China.

The ipod nano image was created in Photoshop using the exact dimensions of the Ipod.

A white version was created to give the client more options.



They had a nice photo of a previous version but we were able to save the client some money by cropping the image so it shows how the product works, even for the newer version.

# 2009 Portfolio



## PRINT DESIGN, PACKAGING



These are the last group for the current version of the nano. We created all new packaging using new images. I was involved with retouching the images, design and mechanicals for production.





# 2009 Portfolio

## ILLUSTRATION, DESIGN

I wanted to create some t-shirt designs to submit to various companies. I know another artist who works for Osiris shoes so I thought I would come up with a few concepts to submit to them. After I finished, I liked the concept too much to sell it to someone else.

I plan to use the design for one of my personal projects. When the time comes I'll just replace the Osiris icons with my own.

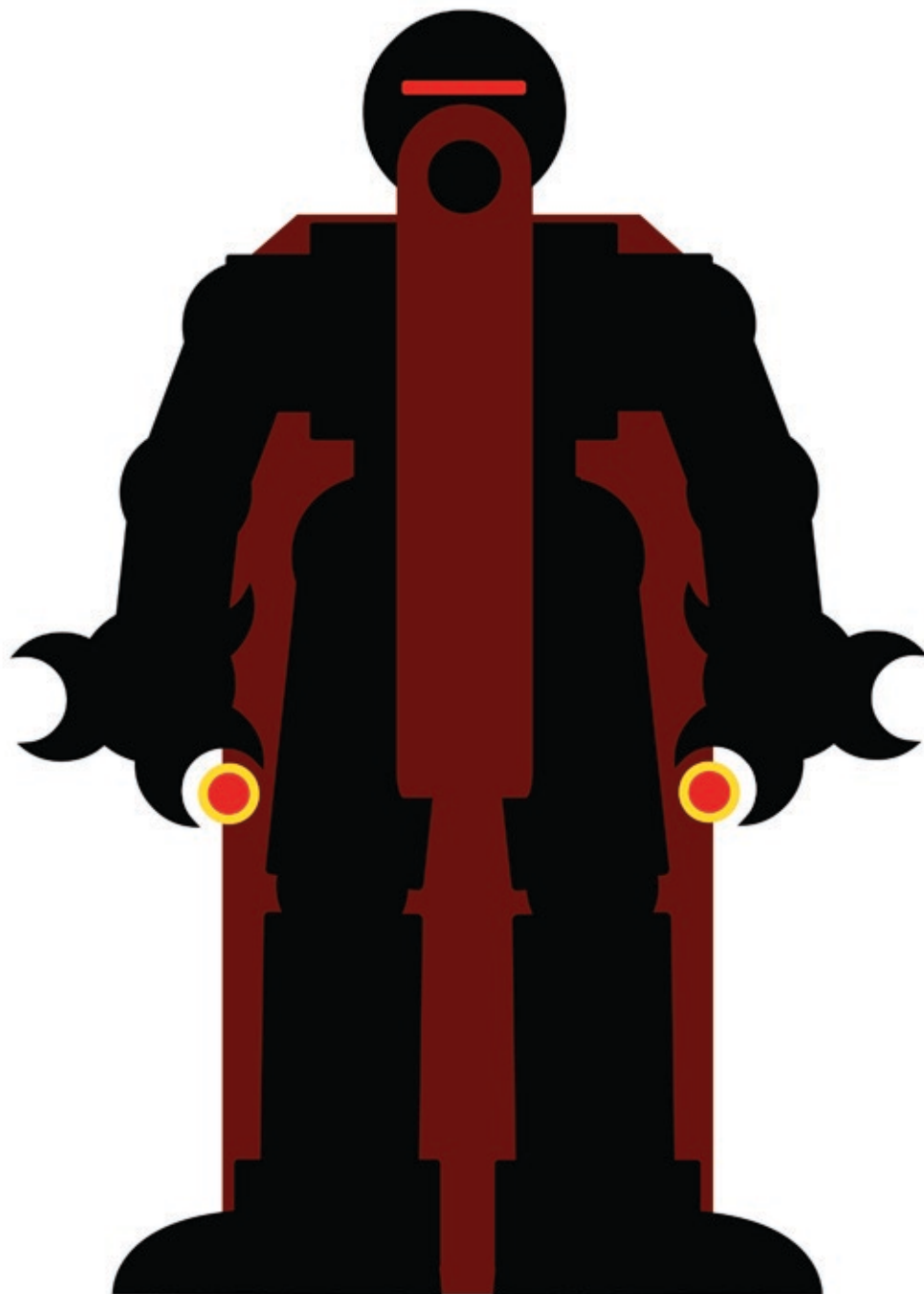


There are Osiris icons (robot, sword and custom text) throughout the illustration.

# 2009 Portfolio



ILLUSTRATION, DESIGN



## ILLUSTRATION, DESIGN



Agent Orchid is a San Diego nightclub and burlesque event. They needed a logo, handbills, posters, web promos and print ads.

Above are some of the concepts leading up to the final logo at the top of the page.

# 2009 Portfolio



## ILLUSTRATION, DESIGN



Agent Orchid presented a series of shows with the very unique Los Angeles band Toledo. This group puts on an amazing show.

I created an original illustration of Toledo, some of the dames and shadows of the band (The Cats) in the background.



The illustration before it was added to the design.





# 2009 Portfolio

## ILLUSTRATION, DESIGN

**LEGO**  
**3THW**  
 THREE THA HARD WAY

21+  
091908

DUB  
HIP-HOP  
BREAKS  
HOUSE  
FUNK  
DUBSTEP

**FREE**  
New Mix CD  
by 3THW  
included!

BLOCK-ROCKING BEATS PROVIDED BY:  
**EDDIE TURBO**  
**JON WESLEY**  
**ATOM MATTER**

threeTHAhardway.com  
 21+ w ID • 9pm-2am \$5 cover @ Kava Lounge 2812 Kettner Blvd.

These Lego characters were created to (loosely) resemble the three djs.



3THW or Three Tha Hard Way is a monthly event in San Diego.

The three djs throw themed parties that feature mix CDs and downloads plus tons of great guest performers and music giveaways.

I designed a website to go with the look of this particular project.



**LEGO**  
 21+  
091908

DUB  
HIP-HOP  
BREAKS  
HOUSE  
FUNK  
DUBSTEP

**3THW**  
 THREE THA HARD WAY

FRIDAY SEPTEMBER 19TH

BLOCK ROCKING BEATS PROVIDED BY:  
**EDDIE TURBO**  
**JON WESLEY**  
**ATOM MATTER**

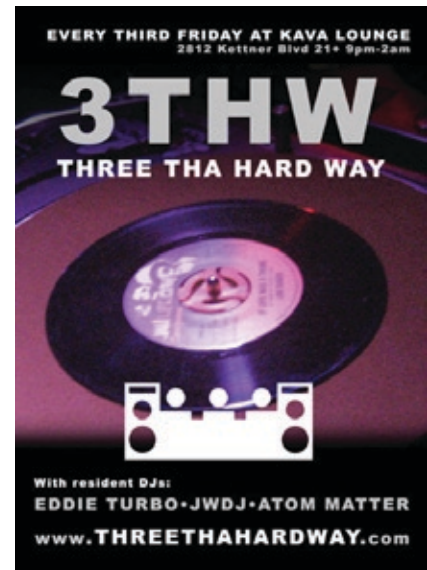
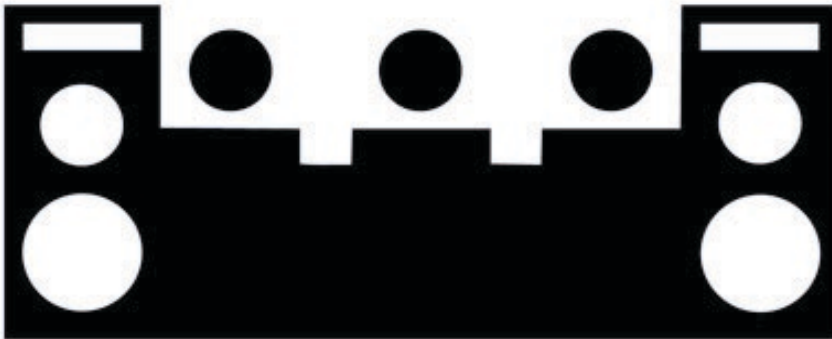
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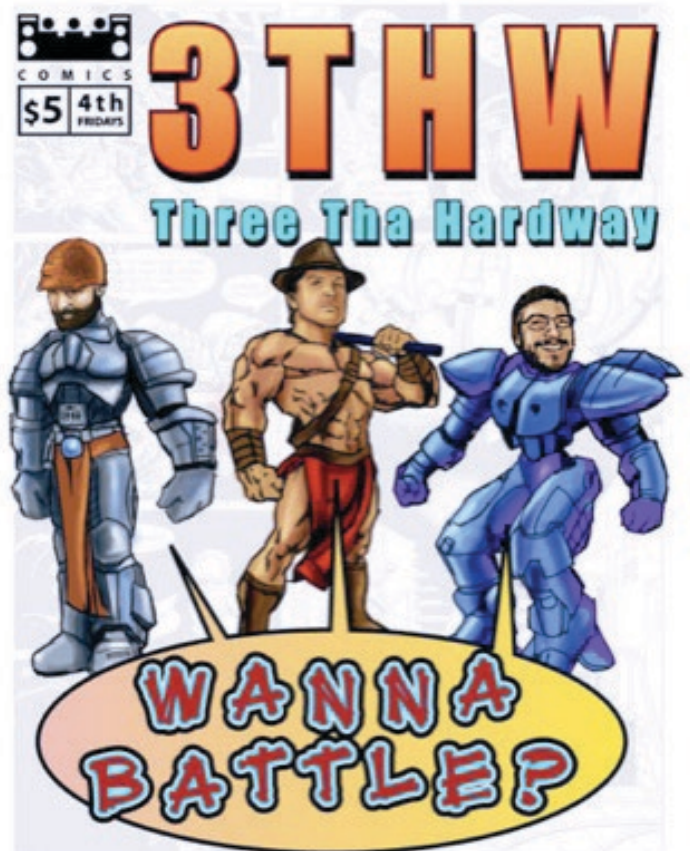
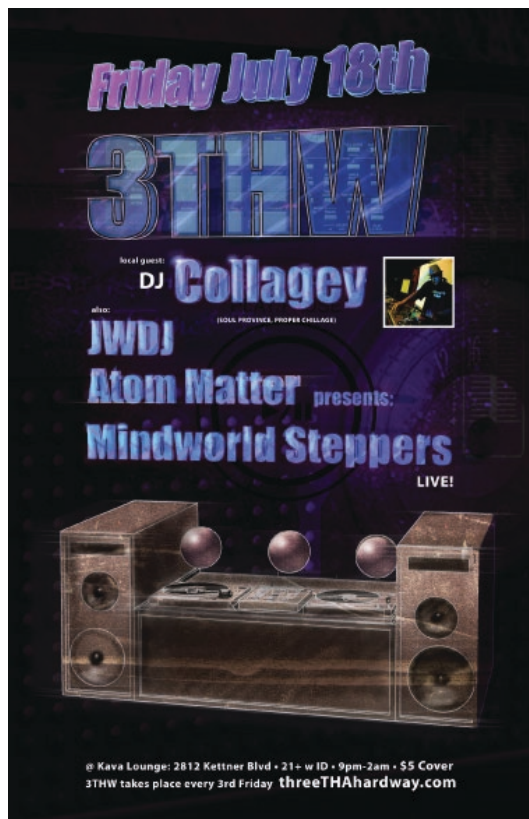
# 2009 Portfolio



## ILLUSTRATION, DESIGN



Various other projects for 3THW included the original logo design, fliers, a comic-con promotion, posters, banners, stickers, a web site and much more.





# 2009 Portfolio

## ILLUSTRATION, DESIGN



This was a Photoshop design created for an urban zine called Origami. The theme was revolution.

# 2009 Portfolio



ILLUSTRATION, DESIGN, CHARACTER DESIGN, CONCEPT ART



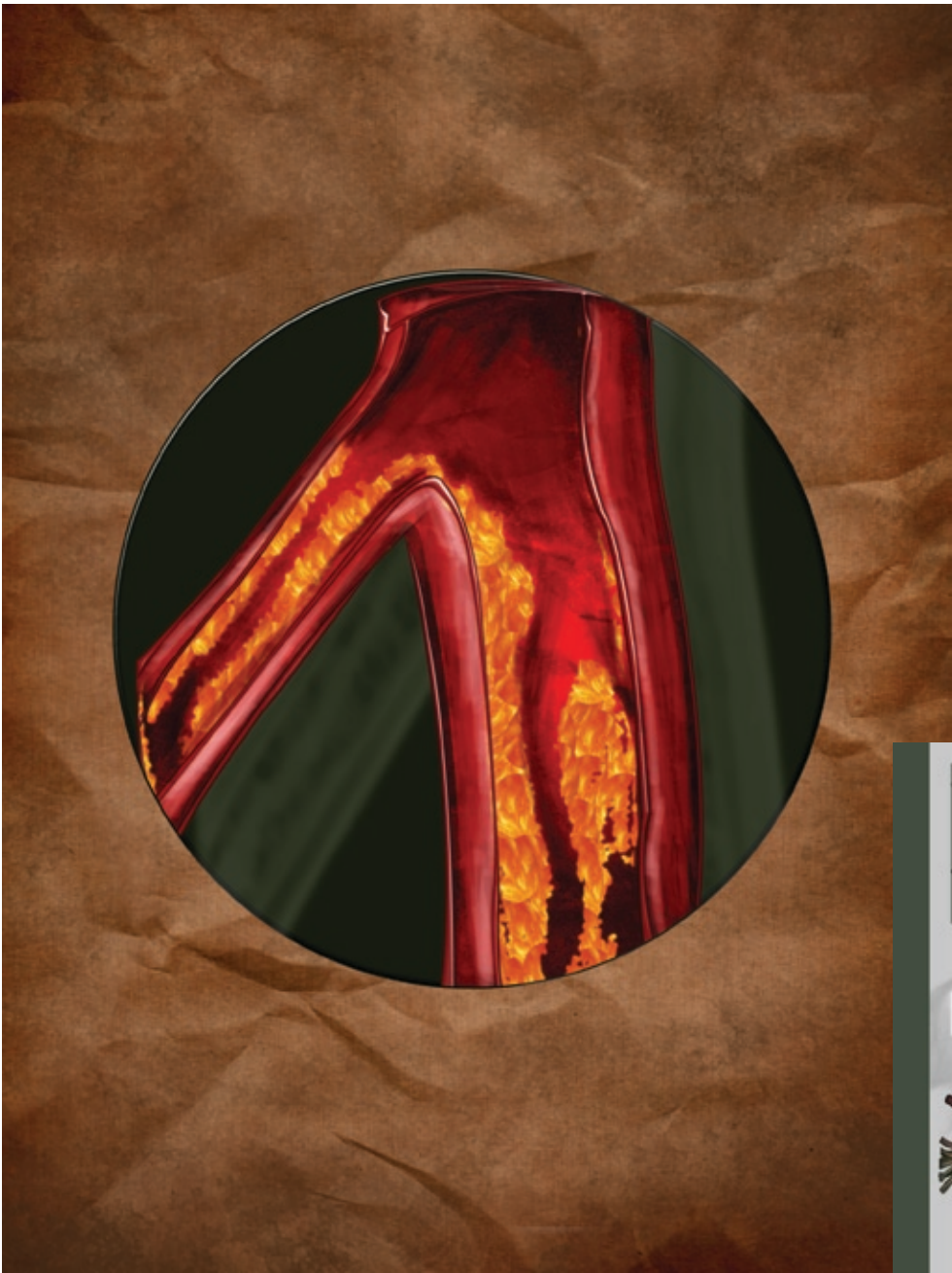
I created a character for famous stuntman "Super" Joe Reed. There were plans for a bunch of comic characters representing his team, which will come later, but this piece was made very quickly for a presentation.

This was drawn and colored in Photoshop with a tablet, it took about 45 minutes to complete.



"Super Joe" Reed

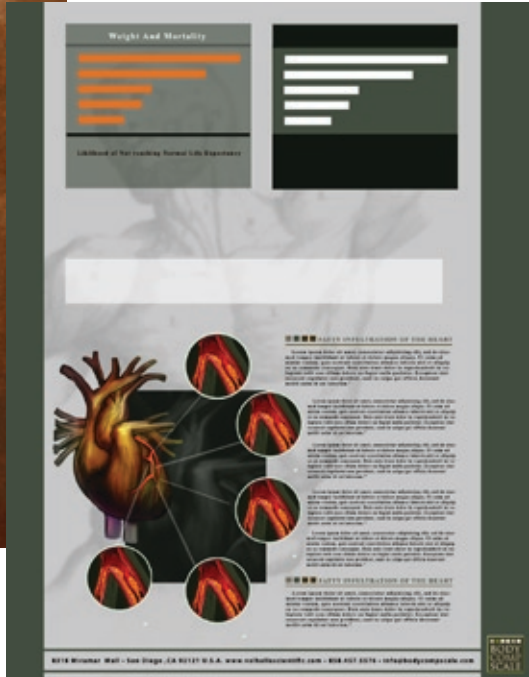
## ILLUSTRATION



This was a project where I was contracted to develop medical illustrations for a company that sells a machine to measure body mass.

The brief called for special detailed sections that would highlight a specific problem area.


As an extra service, I would also create mock layouts (below) to help them see how the illustrations would look on the page.



# 2009 Portfolio



## ILLUSTRATION



The veins were enlarged to show the problem area detailed in the second illustration.

An anatomical illustration of a human heart, viewed from a slightly elevated, anterior perspective. The heart is rendered in a realistic style with a color palette of reds, oranges, and yellows, set against a dark background. The major blood vessels, including the aorta and pulmonary artery, are clearly visible. A specific area of the heart's surface, where a network of veins is located, is highlighted with a bright yellow glow. A blue text box is overlaid on the right side of the heart, containing the text: 'The veins were enlarged to show the problem area detailed in the second illustration.'



# 2009 Portfolio



Thank you for taking the time to look at our work. We constantly add new stuff to the website and portfolio, so please check back often.

You can reach us anytime at [info@jwecreative.com](mailto:info@jwecreative.com)

