Wayfinding / Design

Client: University of Southern California (USC)

Initially photographs were taken of all proposed walk and bikeways on campus. Next, I created a custom sharrow symbol, which maintained the USC look and could be utilized not only along approved pathways, but also to create wayfinding signage throughout campus.

This project required great time management, client direct servicing, and expeditious delivery of high quality final product. This design far exceeded the clients expectations and is currently in use throughout the campus of USC.
Pro-Bono Design

Client: Huntington Beach Fire Department (HBFD) Honor Guard

I was approached by a representative of the Huntington Beach Fire Department (HBFD) and was asked to create a new city-wide flag that could represent all stations and make it debut while carried in the City of Pasadena Tournament of Roses Parade by the Huntington Beach Fire Department Honor Guard.

Of course I proudly accepted and created first the flag you see to the right, and later the arm patch you see below and to the right. The pictures were taken during and after the parade where this flag was first flown.
Pro-Bono Design

Client: Huntington Beach Fire Department (HBFD)

I was asked to create 2 station pride patches. One for the Hazardous Materials (HAZMAT) team with Station 46 and the other for the team at Station 44. Both required direct client servicing, as well research with developing the requested designs.

HAZMAT Pride Patch

Station 44 Pride Patch
Client: Meyer Coatings Inc.

The purpose of this “LEED” sheet was to showcase how a company could benefit by hiring this contractor.

All images were gathered onsite during and after job completion.

How Can You Generate LEED Points? We Can Show You.

**Exterior Painting**
- **MR Credits 3.1 and 3.2**
- **Green Seal GS-11** (2 Points) Requirements for paints
  - Applicator of compliant paints, stains, coatings and wall coverings.
- **MR credit 9 Facility alterations & additions.**
  - 1.1-1.4 (1 Point) Option B exterior point

**Interior Painting**
- **ECS Credits 3.4 & 3.5 (1Point + 1 Point) Occupant Comfort: Daylight & views**
- **High Reflective Low light absorption paints, (SS-NLR)**
- **MR Credits 1.1 - 1.3 (3 Points) Sustainable Purchasing/Groceries**
  - Sustainable Purchasing Grocery Supplies (SS-1446)
  - Sustainable Purchasing Grocery Supplies (SS-1445)
  - Sustainable Purchasing Grocery Supplies (SS-1447)
- **SS Credit 7.1 (1 Point) Heat Island Reduction: non-roof**
  - Various coatings for roof and roof top mechanicals.
- **Wood Refinishing**
  - **MR Credit 2.1.2.3 (2 Points) Sustainable Purchasing/Durable Goods**
    - Products refinished (reuse) to avoid destruction & divert from landfill.
- **Metal Refinishing**
  - **MR Credit 2.1.2.3 (2 Points) Sustainable Purchasing/Durable Goods**
    - Products refinished (reuse) to avoid destruction & divert from landfill.

**Metal Furniture Refinishing**
- **MR Credit 3.1 and 3.2**
- **Green Seal GS-11** (2 Points) Requirements for paints
  - Applicator of compliant paints, stains, coatings and wall coverings.
- **MR Credit 8 Solid waste durable goods.**
  - 1 Point Refinishing not destroying (reuse).
  - Products reused, salvage rates (diverted from landfill).

**Solar Reflective Index (SRI)**
- **SS Credit 2 (1 Point) Building exterior**
  - Exterior paints that reduce internal energy consumption.
- **Solar Reflective Index (SRI)**
  - **Green Seal GS-11** (2 Points) Requirements for paints
  - Applicator of compliant paints, stains, coatings and wall coverings.

**Interior Wall Coatings**
- **SS Credit 6-GS-11 (1 Point + 1 Point)**
  - Various interior wall coatings that reduce energy consumption.
  - Zero V.O.C. paints, GS-11.

**Exterior Wall Coatings**
- **SS Credit 6-GS-11 (1 Point + 1 Point)**
  - Various exterior wall coatings that reduce energy consumption.
  - Zero V.O.C. paints, GS-11.

**Exterior Wall Coatings**
- **SS Credit 6-GS-11 (1 Point + 1 Point)**
  - Various exterior wall coatings that reduce energy consumption.
  - Zero V.O.C. paints, GS-11.

**Exterior Wall Coatings**
- **SS Credit 6-GS-11 (1 Point + 1 Point)**
  - Various exterior wall coatings that reduce energy consumption.
  - Zero V.O.C. paints, GS-11.

**Exterior Wall Coatings**
- **SS Credit 6-GS-11 (1 Point + 1 Point)**
  - Various exterior wall coatings that reduce energy consumption.
  - Zero V.O.C. paints, GS-11.
Marketing / Layout Design

Client: Meyer Coatings Inc.

The purpose of this project was drum up business by highlighting many of the available services, as well as certifications, qualifications, and various other points that set this company apart from other contractors.

All images were gathered onsite both during and after job completion, while all featured facts were collected during a sit-down interview with client.
Marketing / Layout Design

Client: Meyer Coatings Inc.

The purpose of this project was for various clients of Meyer Coatings Incorporated to share their experience working with this company for all their building upgrade and repair needs.

The intent of this marketing effort was to create an opportunity for prospective clients to contact former customers and get their feedback, as well as see how they too could benefit from hiring this contractor.

All photographs were taken onsite during and after jobs were completed.
Branding / Marketing

Client: Corduroy Cruisers™

This project first involved creating a logo design for this new product. Next, I photographed the product and through the use of Photoshop, I branded the product with proposed colors and sports teams themes.

This was followed with the creation of a C-fold brochure, a One-sheet, business cards, and a Powerpoint presentation for the purpose of marketing and presenting this new product idea.
Client: Tabletops Unlimited

This project first involved designing a die-line, which would later be utilized to create the packaging for a Christmas tree themed candy jar.

Next I generated a “live area” indicating how I needed to the product to photographed. Once I received the images and chose the best shot, I cleaned it up and placed it into an established background for this product line.

This required a precise working path, proper lighting and shadow effects, color-correction, image repair, and a composition that looked both convincing, as well as visually appealing.
Client: Tabletops Unlimited

This project first involved designing a die-line, which would later be utilized to create the packaging for a 4-Piece Ceramic Mixing Bowl Set.

Next I generated several “live areas” indicating how I needed to photograph the product. Once I received the images and chose the best shots, I cleaned them up and placed them into an established background for this product line.

This required a precise working path, proper lighting and shadow effects, color-correction, image repair, and a composition that looked both convincing, as well as visually appealing.
Package Design / Print Production

Client: Tabletops Unlimited

This project involved the introduction of a new line of cutting boards. Packaging had to be created that was unique to the product, while also adhering to existing branding guidelines.

All photos were selected from the client website and approved for use. They also had to be cleaned, color-corrected and cropped. This required, proper lighting and shadow effects, image repair, and a package design that looked visually appealing and contained all of the required information.

Ultimately, this would be wrapped around the cutting board and displayed upright on store shelves.
Package Design / Print Production

Client: Tabletops Unlimited

This project involved the introduction of a new line of cutlery. Packaging had to be created that was unique to the product, while also adhering to existing branding guidelines.

All product photos had to be cleaned, color-corrected, and removed from their backgrounds. This required a precise working path, proper lighting and shadow effects, image repair, and a two-sided package design that looked visually appealing and contained all of the required information.

Ultimately, the pieces would be mounted to the boards with zip ties.
Client: Tabletops Unlimited

This project first involved taking an existing package design and updating it with new product specifications, updated logo, and an overall theme pertinent to this new cookware line.

Each pan photo was cleaned, color-corrected, and cropped. This required a precise working path, proper lighting and shadow effects, image repair, and a composition that looked both convincing, as well as visually appealing.

What’s more, the spine image needed the background extended, allowing for accompanying text to fit in the designated left-to-middle area.