

# suburban

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## Breast Cancer Awareness Poster

The concept was to create an image of comfort and support, but also to address the issue of both female and male breast cancer without alienating either side.



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## Necklace pendant designs

The pendants were designed to be pure fun and playfully ridiculous. The pendants were cut from acrylic to keep the flat feel and emphasize the silhouettes.

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## Raconteur experimental book

The concept was based on an interview with my mother about her first couple of years in the US. One of her first jobs was at a sewing factory, where she had an accident with the powerful industrial sewing machines. This became the inspiration for the cover (both the gauze and blood scraped typography).

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dotdotdot  
where imagination leads...

## “dot dot dot” logo design

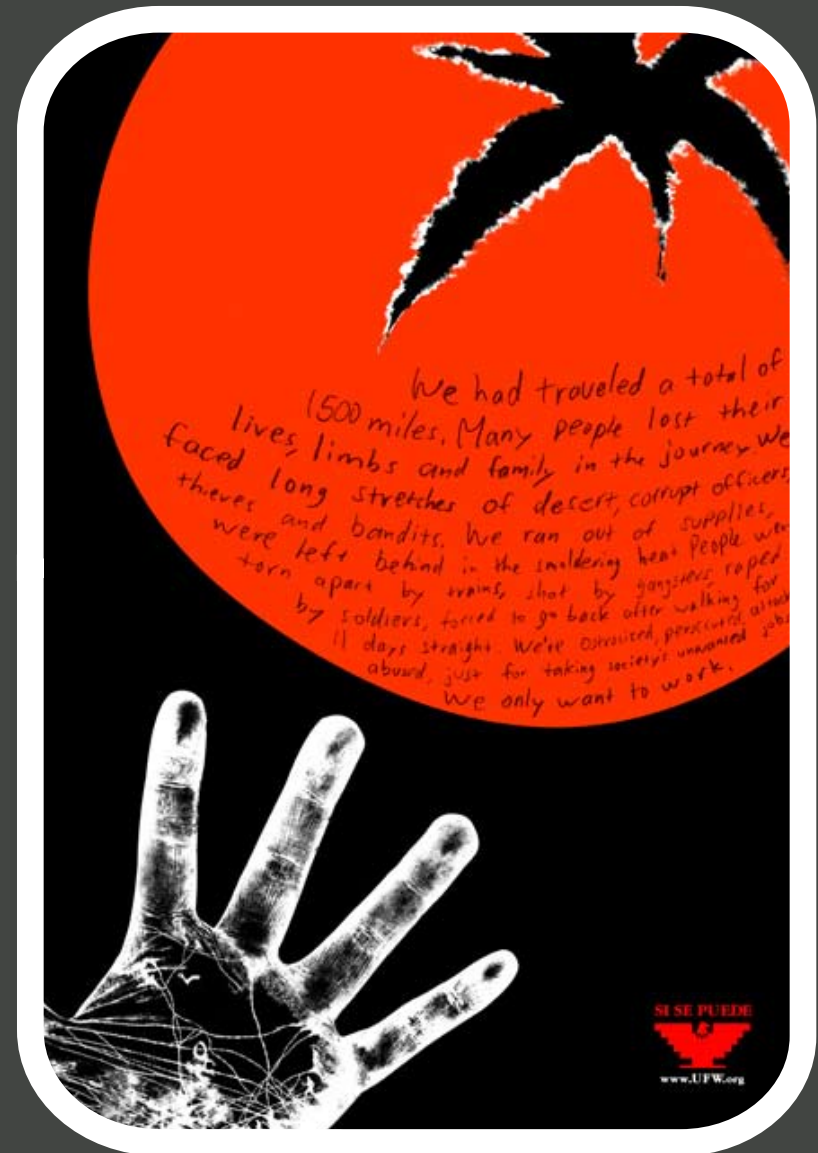
This was the winning logo for the first annual “dot dot dot” digital media festival, put together by the Cal Poly Pomona art dept. This was one of those cases where the first sketch stuck with me throughout the whole process, and ended up working out in the end.

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## UFW poster

The concept for the poster was to create a dramatic image by exaggerating scale and contrast. The hand first reads as reaching for the tomato, drawing the viewer to the story of a displaced worker trying to earn a living. The tone in the story comes across as a bit scathing (feels like being slapped in the face), which then changes the entire image.



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naked.  
juice



## Naked Juice logo & package redesign

A lot of inspiration comes from observing products and thinking how I would change the packaging. In this case I felt that if the company is going to be playful with the name, everything else should be just as playful. The fig leaf tag acts as its own censor, leaving the consumer no choice but to strip it down to the bare bottle (I hope everyone blushes during this little bit of innocent innuendo).



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## Beamish logo & packaging redesign

Another "I can do this better" project. The brand claims to be the only Irish Stout still brewed in Ireland, so it deserves a bold look to match such a bold statement. The logo is a stylized coat of arms representing Cork, Ireland, the location of the original founding brewery.

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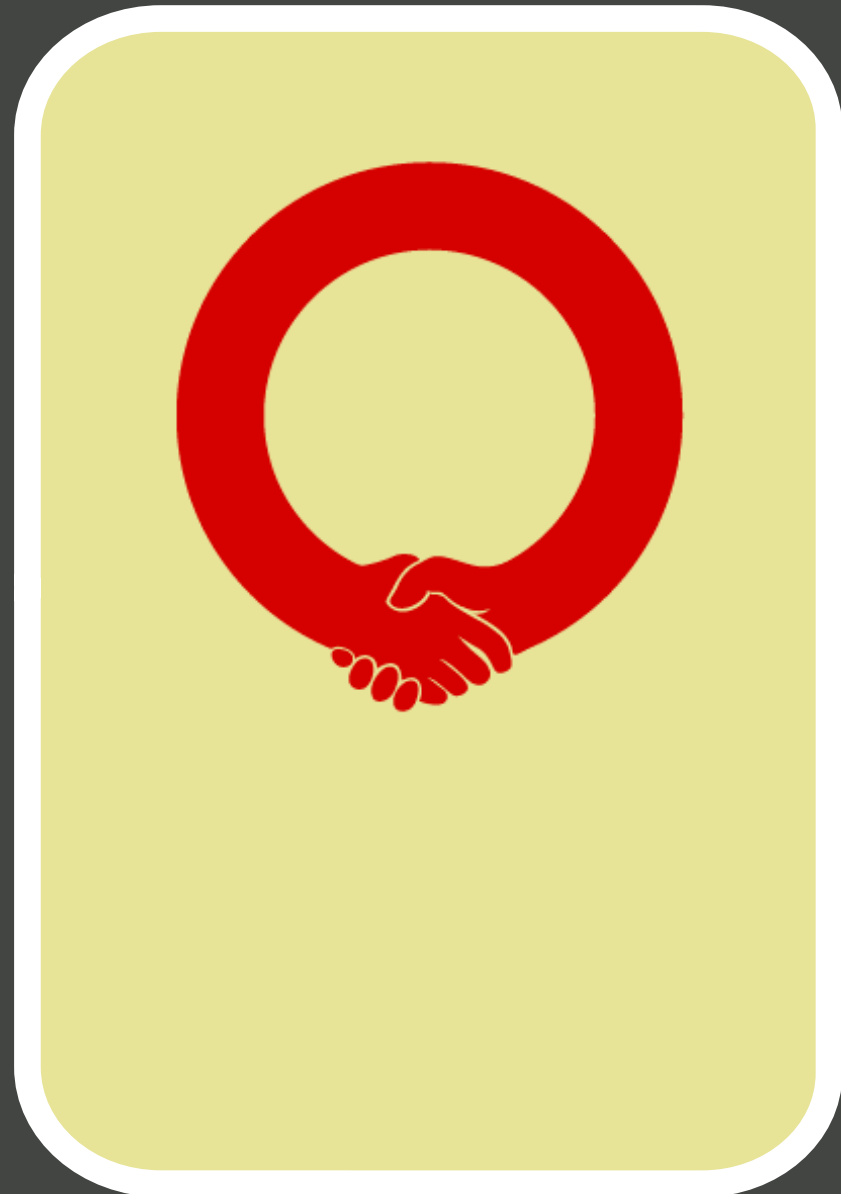


## Gill Sans Glasses

"A pair of spectacles is rather like a g; I will make a g rather like a pair of spectacles." - Eric Gill, *An Essay on Typography*. I never figured out if Gill was being sarcastic when he said this, but that became the inspiration. Take an existing typeface and turn it into something tangible. Having a sense of humor was what this project was all about.

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## Experimental Type

Originally meant to be a single page illustration, the continuing series observes human interaction through hand gestures (some more civil than others).