



956.408.8591

TONY@DIGITAL-STRIKE.NET

Welcome to my portfolio. This document is a representation of my work during my time in the academic, personal, and freelance fields. The works here are centered around the print industry, branding, illustration, and web designs. My main focus is to showcase what I have produced while at the same time raising my expectations and experience over the course of time.

This portfolio showcases the following types of work:

- 3 event posters
- 1 product mockup
- 1 set of logos
- 1 package design
- 1 branding design
- 2 digital artwork images
- 1 typography design
- 1 web design set
- 1 page layout set
- 3 campaign design
- 1 set of badge designs
- 1 ad design



FLOW AT ANIME MATSURI

EVENT POSTER

Work Type

Academic (2012)

Description

This was made for my visual communications course during my time in college. This concept is a fictitious poster for a real event located in the city of Houston, Texas. The target audience for this event are people ranging from their teens to their mid 30s. The high use of the red is to reflect the color of the Japanese rising sun which represents the country that the band FLOW originates from.

Software Used

Adobe Photoshop

★ ★ ★ ★ ★ ¡¡¡LA GRAN PELEA DEL AÑO!!! ★ ★ ★ ★ ★

OTOÑO INFERNAL EN LA ARENA MEXICO

TINIEBLAS JR.
Y ATLANTIS

VS

LIZMARK JR.
Y HATOR



DOMINGO 17 DE NOVIEMBRE 8:30 P.M.

BOLETOS DE VENTA EN TAQUILLA | BOLETOS EMPEZANDO A 50 PESOS | PUERTAS ABREN A LAS 8:00 P.M. | 5325-9000



PRESENTADO POR:



ARENA
CIUDAD DE MÉXICO

OTOÑO INFERNAL

EVENT POSTER

Work Type

Freelance (2012)

Description

This poster was designed for a client in the city of Brownsville who was seeking to promote an event. While the original design wasn't too great in regards to the original layout and typography choices, the decision to remake the poster was made once I had finished the original. I based it off a classic lucha libre style poster and its captions were put in Spanish due to the traditional Mexican background that these sporting events tend to have. I opted with selecting a variation of browns to bring out the classic feel of the lucha environment.

Software Used

Adobe Photoshop
Adobe Illustrator
Adobe InDesign



WASHINGTON SKATEBOARD DECK

PRODUCT MOCKUP

Work Type

Freelance (2013)

Description

This piece was put together during my final academic year for my digital studio course in college. The idea here was to get inspired by a currency-based theme that the professor had suggested. I decided to use the iconic George Washington dollar face and add a punk feel to it by splattering a layer of paint on the background. The combination of green and yellow with the red stripes works in letting the colors stand out more than any other color selection. My professor really enjoyed the way it turned out considering he's a surfer. I am glad that he enjoyed it as much as I did too.

Software Used

Adobe Photoshop

Academic



Personal



LOGO COMPILATION

LOGO DESIGN

Work Type

Academic/Freelance (2011-Present)

Description

This is a compilation of both academic and freelance work I've done during my logo design course as well as throughout my time as a freelancer. The logos on the academic side will be listed on top and all my personal logo work is on the bottom. Many of these academic designs were fictitious logos to real city agencies. My personal work consists of various designs made for local partners as well as my own personal logo.

Software Used

Adobe Illustrator
Adobe Photoshop

ESPECIAS LA MEXICANA

PACKAGE DESIGN



Work Type

Academic (2013)

Description

This little piece of work here was made for one of my college courses based on the instructions given my the professor to create a mock food package. Considering my love for Mexican food and spices, I decided to come up with this piece. I went with warm inviting colors rather than something too dull or vibrant. I chose the browns, yellows, and oranges to reflect both on the Mexican feel as well as an American Southwest ambience

Software Used

Adobe Illustrator
Adobe Photoshop



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<http://ryo-wolffe.deviantart.com>

DIGITAL PEAR

DIGITAL ART

Work Type

Academic (2011)

Description

Made in my early college courses, this is the class where I began to polish up on Adobe Photoshop. Prior to this course I knew a few techniques within the program and learned many new skills during my time in this class.

This project here was the creation of a still life I had on hand. I was asked to create an all digital painting and seeing as this is the first thing in front of me I went on to create a pear. The image itself was made using various brushes, textures, and brush orientations.

Software Used

Adobe Photoshop

TWIN FOOLS THE HERO

DIGITAL ART

Work Type

Personal (2014)

Description

This project was commissioned for a cosplayer and friend from Vancouver, Canada. I proceeded to create an abstract version of his photograph. The project itself was started on Adobe Illustrator and finished off in Photoshop. I created the vibrant background to have my original abstract image have a boost and stick out more.

Software Used

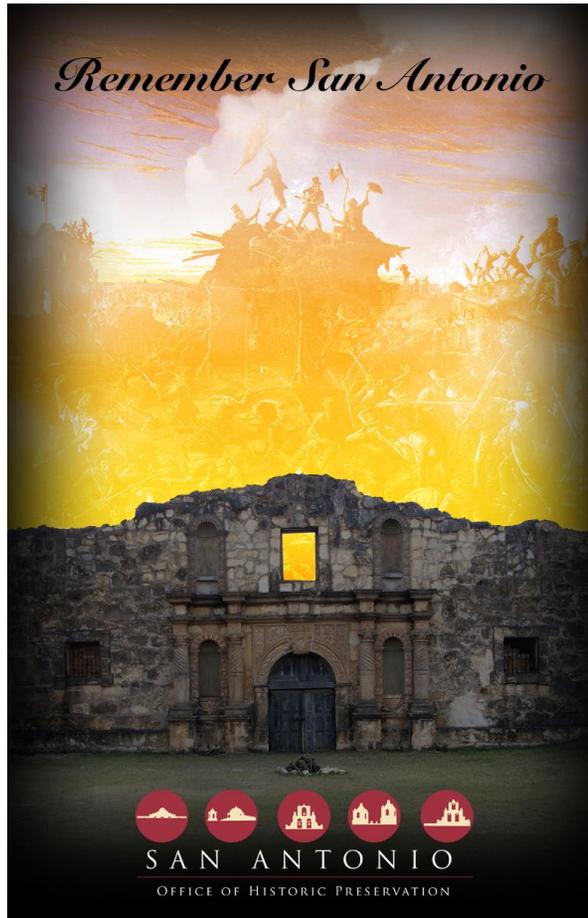
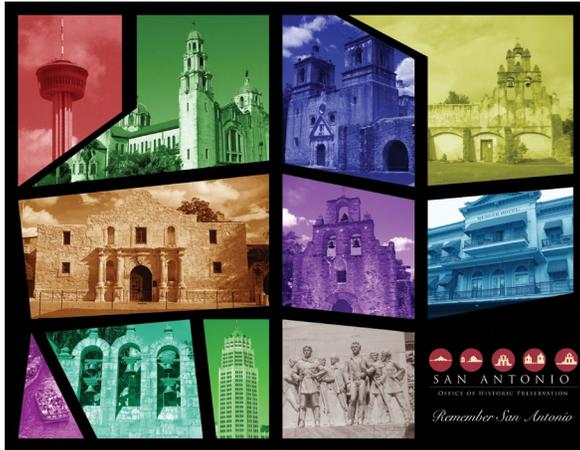
Adobe Illustrator
Adobe Photoshop





SAN ANTONIO

OFFICE OF HISTORIC PRESERVATION



SAN ANTONIO OFFICE OF HISTORIC PRESERVATION BRANDING

Work Type

Academic (2013)

Description

This here is a project that I created during my one of my final college courses. The professor had asked the class to create the branding to an already existing agency. Because of my passion for history and the fact that I reside in the city of San Antonio, I decided to give this agency a but of a branding overhaul.

I decided to incorporate the best of history with the greatness of the city's tourism into the work seen here. The logo bears the image of the five San Antonio missions and the poster bring the best of the history of the State of Texas.

Software Used

Adobe Illustrator
Adobe Photoshop

We the People
 IN ORDER TO FORM
 MORE PERFECT
 UNION
 ESTABLISH JUSTICE
 INSURE DOMESTIC TRANQUILITY
 PROVIDE FOR THE COMMON DEFENSE
 PROMOTE THE GENERAL WELFARE
 AND SECURE THE BLESSINGS OF LIBERTY
 AND SECURE THE BLESSINGS OF LIBERTY, DO ORDAIN AND
 ESTABLISH THIS
 CONSTITUTION FOR THE
 UNITED STATES OF AMERICA

GEORGE WASHINGTON * JOHN ADAMS * THOMAS JEFFERSON
JAMES MADISON * JAMES MONROE * JOHN QUINCY ADAMS
 Samuel Adams * Josiah Bartlett * Carter Braxton * Charles Carroll * Samuel Chase * Abraham Clark * George Clymer * William Ellery * William Floyd * Benjamin Franklin * John Jay * Gerry * Button Gwinnett * John Hancock
 Benjamin Harrison * John Hart * Joseph Hewes * Thomas Heyward Jr. * William Hooper * Stephen Hopkins * Francis Hopkinson * Samuel Huntington * Thomas Jefferson * Francis Lightfoot Lee * Francis Lewis * Philip Livingston
 Thomas McKean * Arthur Middleton * Lewis Morris * Robert Morris * John Morton * Thomas Nelson Jr. * William Parson * Robert Treat Paine * John Penn * George Read * Isaac Rodney * George Ross * Benjamin Rush
 Edward Rutledge * Roger Sherman * James Smith * Richard Stockton * Thomas Stone * George Taylor * Charles Thomson * Nathaniel Tilton * George Walton * William Waight * William Williams * John Witherspoon * James Wilson * Oliver Wolcott * George Wythe
ANDREW JACKSON * MARTIN VAN BUREN * WILLIAM HENRY
HARRISON * JOHN TYLER * JAMES KNOX POLK * ZACHARY
 Abraham Baldwin * Richard Bassett * Gunning Bedford Jr. * John Blair * William Blount * David Brearly * Jacob Broom * Pierce Butler * Daniel Carroll * Jonathan Dayton * John Dickinson
 William Few * Thomas Fitzsimons * Nicholas Gilman * Nathaniel Gorham * Alexander Hamilton * Jared Ingersoll * William Jackson * Heriel of St. Thomas * Junifer * William Samuel Johnson
 Rufus King * John Langdon * William Livingston * James Madison * James McHenry * Thomas Mifflin * Gouverneur Morris * William Paterson * Charles Pinckney * Charles Cotesworth Pinckney
 Richard Wells Spaight * Hugh Williamson * Thomas Yancey * Patrick Henry * Abigail Adams * William Allen * Benedict Arnold * John Jay * John Paul Jones * Henry Knox * Paul Revere * Nathan Sargent
TAYLOR * MILLARD FILLMORE * FRANKLIN PIERCE * JAMES
BUCHANAN * ABRAHAM LINCOLN * ANDREW JOHNSON
 Susan B. Anthony * Betsy Ross * Francis Scott Key * Harriet Tubman * Frederick Douglass * Harriet Beecher Stowe * Martin Luther King Jr. * George Washington Carver * W.E.B. Dubois
 Louis Armstrong * Mordecai Renshaw * William Clark * Sacagawea * El Whitney * Di Whitney * Alexander Graham Bell * Thomas Edison * Ethan Allen * William Allen * Stephen Fuller Austin
 Charles Brantley Aycock * Edward Lewis Barrett * William Henry Harrison Beadle * Thomas Hart Benton * Francis Preston Blair * William Elmer Birch * William Jennings Bryan * John Burke
 John Caldwell Calhoun * Lewis Cass * Zerahiah Chander * Dennis Chavez * James Paul Clarke * Henry Clay * John H. Chittenden * George Clinton * Jacob Cullamer * Jabez Lamar Monroe Curry
ULYSSES SIMPSON GRANT * RUTHERFORD BIRCHARD HAYES
JAMES ABRAM GARFIELD * CHESTER ALAN ARTHUR

Jefferson Davis * Philo T. Farnsworth * Father Damien * Robert Fulton * James Zachariah George * George Washington Glock * John Gorrie * Nathaniel Greene * John Campbell Greenway * Ernest Gruening * Hannibal Hamlin * Wade Hampton * John Hanson * James Harlan * Sam Houston * John James Ingalls * King Kamehameha I * Phillip Kearny
 Helen Keller * John E. Keenan * Thomas Starr King * William King * Rosebio Kim * Samuel Jordan Kirkwood * Robert M. La Follette * Jason Lee * Robert E. Lee * Robert H. Livingston * Crawford W. Long * Lucy Pierce Long * Janyques Harquette * Patrick Anthony Moran * Ephraim McDowell * Esther Robert Myers * Julius Sterling Morton
 Julius Sterling Morton * Oliver Hazard Perry Morton * Mother Joseph * John Peter Gabriel Mollenberg * Francis Harrison Pierpont * P. P. Jay * Jeannette Rankin * Henry Mower Rice * Will Rogers * Urah Wilton Rose * Charles Marion Russell * Florence R. Sabin * Maria Sanford * Sequoyah * Father Junipero Serra * John Sevier * James Shields
 George Laird Shoup * Edmund Kirby Smith * John Stark * Alexander Hamilton Stephens * Richard Stockton * John Swigert * Jonathan Trumbull * Zebulon Vance * Lewis Wallace * Joseph Ward * Washakie * Daniel Webster * Joseph Wheeler * Edward Douglass White * Marcus Whitman * Frances E. Willard * Roger Williams * Sarah Muenster * John Winthrop

STEPHEN GROVER CLEVELAND * BENJAMIN HARRISON * STEPHEN GROVER CLEVELAND * WILLIAM MCKINLEY
THEODORE ROOSEVELT * WILLIAM HOWARD TAFT * WOODROW WILSON * WARREN GAMALIEL HARDING
 Brigham Young * William Alexander * Robert Anderson * Lewis Addison Armistead * John Armstrong * Henry Harley Arnold * Henry Atkinson * William Brainbridge * Nathaniel Prentiss Banks * Joshua Barney * Tasker Howard Bliss * Omar Nelson Bradley * Preston Bruce * Jacob Jeannies Brown * Franklin Buchanan * Andrew Carroll Burnside * Edward Richard Sprigg Calhoun
 Don Carlos Buell * Benjamin Franklin Butler * Isaac Perdue Carson * Eugene Asa Carr * Henry Beebe Carrington * Samuel P. Chatham Carter * Joshua Leavens Chamberlain * Claire Lee Channell * George Rogers Clark * Mark Wayne Clark * Wesley K. Clark * Louis Bligny Clay * Patrick Dargy O'Leary * James Clinton * Jason Johnson Cox * Thomas Lincoln Crittenden * George Crook * Samuel Bismarck
 William H. Cushing * George A. Custer * John D. Highland Johnson * Benjamin Oliver Davis * Charles Henry Davis * Henry Dearborn * Stephen DeCATter * George Dewey * General John D. Edwards * Samuel Francis Bunt * John Anderson Early * Richard Stoddard Howell * David Glasgow Farragut * Bradley Allen Fisher * Andrew Hall Foote * Nathan B. Forrest * Gustavus F. Fox * Frederick Funston * Ivarius Gates
 Alfred H. Greenwood * Alexander M. Haig Jr. * Nathan Hale * Henry H. Halleck * William Frederick Hayes Jr. * Winfield S. Hancock * William J. Harsh * William S. Harney * William B. Hazen * Joseph Hooker * Ezekiel Hopkins * Oliver O. Howard * John Adams Howell * Isaac Hull * Johann Kapp * Philip Kearny * Stephen H. Kearny * William W. Kimball * Ernest J. King * Joseph Lane
 James Lawrence * William B. Lewis * Henry Lee * Stephen B. Luce * Douglas MacArthur * Thomas MacDonough * Francis Marion * George C. Marshall * Henry Thomas Mayo * George B. McCall * John L. McHenry * James B. McPherson * George Meade * Hugh Morner * Nelson A. Miles * Robert Mifflin * William Mitchell * Daniel Morgan * William Mumfry * Audie Murphy * Richard B. Myers

JOHN CALVIN COOLIDGE * HERBERT CLARK HOOVER * FRANKLIN DELANO ROOSEVELT * HARRY S. TRUMAN
DWIGHT DAVID EISENHOWER * JOHN FITZGERALD KENNEDY * LYNDON BAINES JOHNSON * RICHARD
 Chester W. Nimitz * George S. Patton * Matthew C. Perry * Oliver H. Perry * Oliver H. Perry * John J. Presiding * Alfred P. Sorenson * John Pope * Colin Powell * Edward Probst * Rufus Putnam * John A. Rawlins * Hyman G. Rickover * Matthew B. Ridgway * Brian James Robinson * John Rodgers * William S. Rosecrans * William T. Sampson * U. S. Vernam Schwarzkopf * Hugh L. Scott
 Winfield Scott * Raphael Semmes * Robert G. Shaw * Philip H. Sheridan * William T. Sherman * Charles D. Stedman * William S. Sims * Holland M. Smith * Walter R. Smith * Raymond I. Spruance * Harold B. Stark * Joseph H. Stilwell * James Bond Stockdale * George Stoeneman * John Sullivan * Maxwell H. Taylor * Alfred H. Terry * George H. Thomas * Jonathan H. Wainwright * Henry Walker
 Artemus Ward * Anthony Wayne * Albert J. Isaacs * William C. Westmoreland * Abraham Whipple * William Henry West * Charles Wilkes * James Wilkinson * General John A. Wigles * John Jaynes Wilkes * Leonard Wood * William Jenkins Worth * Alvin Cullum York * Bulley Madison * Sarah Polk * Abigail Fillmore * Mary Todd Lincoln * Edith Wilson * Eleanor Roosevelt * Jacqueline Kennedy
 Sandra Via Telle "Lady Bird" Johnson * Hillary B. Clinton * Rosa Parks * Malcolm X * Cesar Chavez * Buzzy Aldrin * Neil Armstrong * Michael Collins * John Glenn * Francis B. Scurie * Michael J. Smith * Ellison S. Sizoo * Judith A. Resnik * Ronald E. McNair * Gregory B. Jarvis * S. Christa McAuliffe * S. Christa McAuliffe * Rick B. Husband * William C. McLeod * Michael P. J. Anderson
 Han Raman * Kalpana Chawla * David H. Brown * Laurel Hair Saba Park * Sally Ride * Jim Philip Sosa * Jabe Ruth * Albert Einstein * Mark Twain * John Young * Elvis Presley * Brille Wright * Silver Brindle * Walter E. Byham * Amelia Earhart * Lucille Ball * Shirley Temple * Earl Warren * Sandra Day O'Connor * Tom C. Clark * Tom C. Clark * Sonia H. Sotomayor * John C. Roberts * Elena Kagan

MILHOUS NIXON * GERALD RUDOLPH FORD * JAMES EARL CARTER * RONALD WILSON REAGAN * GEORGE
HERBERT WALKER BUSH * WILLIAM JEFFERSON CLINTON * GEORGE WALKER BUSH * BARACK HUSSEIN OBAMA

OLD GLORY IN TYPE TYPOGRAPHY

Work Type
 Academic (2013)

Software Used
 Adobe Illustrator

Description

With a desire to create a type-based concept, I decided to piece the American flag using type. The text in the blue field is the preamble to the Constitution and each star its the name of every state. The top two white strips are the names of the founding fathers. The third row features the names of prominent people during the American Revolution and well known figures of the African American community. The fourth white stripe and the top half of the fifth stripe feature the name of every state's top figure. The fifth and top half of the sixth stripe feature the names of renowned people in the United States Military. The lower half of the final white stripe are the names of Americans who provided their services in the film, music, literature, science and education, fallen astronauts from the Challenger and Columbia missions as well as the names of several famed First Ladies. The red stripes feature the names of all the American Presidents.



NEWS AND UPDATES



Welcome to my site, a place where I can exhibit my work and a bit about myself and what I do. Digital Strike is the name I've taken during my time as a cosplayer (costumer) and have continued to use it as my artistic alias. While I do function as a freelancer and contract-based artist, I am always open to being recruited to work for anyone provided that the environment allows a flexible, professional, and engaging experience for both parties to work in harmony.

MY OTHER PLACES ON THE INTERNET

 <p>MY LIFE AS A COSPLAYER</p> <p>I'm a cosplayer and active convention attendee. You can see this slice of my life here. The name Okumura was adopted from Blue Exorcist characters Rin and Yukio Okumura.</p> <p>DIGITAL STRIKE COSPLAY</p>	 <p>BEAR WITH THE MESS</p> <p>Giving the site an overhaul takes time and effort especially when its one person running the whole thing. In the meantime, feel free to visit my social media pages!</p> <p>VISIT</p>
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NOV. 2015

FIRST UPDATE

First thing's first! This is a new design to my already existing website. The reason for the update was to give it a fresh new feeling and to lighten up on the old design. I was also notified that some changes wouldn't hurt and well, here's the result. The site is quite uniform in look and it works very well with my identity and personal brand. Also, my professional life and my hobby lives have been separated from each other and this allows me to keep my focus on my work.



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PERSONAL WEBSITE WWW.DIGITAL-STRIKE.NET

WEB DESIGN

Work Type

Personal (2012-Present)

Description

This is my website which serves both as my personal blog, hub, and also my personal portfolio. The site itself is made via Adobe Muse which has the capabilities of supporting HTML, CSS, JQuery, and other forms of Javascript. While code is not my personal strength, the site itself allows me to focus on the design aspects and it runs both desktop and mobile platforms.

Software Used

Adobe Illustrator
Adobe Photoshop
Adobe Dreamweaver
Adobe Muse

CAFE Jardin

El Sabor de Matamoros...
Sin ir a Matamoros



1224 E. 14th Street y Van Buren
Brownsville, Texas, 78520
956-909-2159

CAFE Jardin

Desde 1972, Cafe Jardin ha servido a la comunidad ofreciendo una amplia y exquisita seleccion de comida mexicana. Un agradecimiento especial a Don Isidro Avila y a Doña Paulina Contreras de Avila fundadores de este negocio. Ahora pueden disfrutar sus deliciosos platillos con el sabor de Matamoros sin ir a Matamoros.



Gracias por su Preferencia



CAFE JARDIN MENU

PAGE LAYOUT

Work Type

Freelance (2013)

Description

Cafe Jardin is a Brownsville-based restaurant that asked for my assistance in creating their new menu. The color scheme reflects the owner's favorite team, Club America and the yellow gives it that warm inviting feeling that the restaurant offers its customers. I used the photos while I had taken on my various trips to the city of Matamoros, Mexico where the business originates from.

The project was closely administered by the business owner and was done to his exact specifications

Software Used

- Adobe Illustrator
- Adobe Photoshop
- Adobe Dreamweaver
- Adobe Muse

Almuerzos

Huevos al Bañil	2.99
Huevos a la Mexicana	2.99
Huevos con Chorizo	2.99
Huevos con Ejote	2.99
Huevos con Jamón	2.99
Huevos con Migas	2.99
Huevos con Nopales	2.99
Huevos con Papas	2.99
Huevos con Salchicha	2.99
Huevos con Tocino	2.99
Huevos Divorciados	2.99
Huevos Estrellados	2.99
Huevos Rancheros	2.99
Huevos Revueltos	2.99
Huevos Tibios	2.99
Huevos Tirados	2.99
Huevos a la Jardín	2.99
Huevos a la Mariano	3.99
Huevos con Chicharron	3.99
Huevos con Espinacas	3.99
Huevos con Machacado	3.99
Guayin	2.99
Guayin Especial	3.99
Papas a la Mexicana	2.99
Papas con Chorizo	2.99
Avena	2.99
Pancakes (2)	2.99

Tortillas de Harina

Tortilla de Harina (Sola)	1.00
Tortilla de Harina con Mantequilla	1.25
Tortilla de Harina con Huevo	2.75
Tortilla de Harina con Aguacate	2.50
Tortilla de Harina con Bistec	3.75
Tortilla de Harina con Carne	3.75
Tortilla de Harina con Carne Guisada	3.75
Tortilla de Harina con Deshebrada	3.75
Tortilla de Harina con Pollo	3.75
Tortilla de Harina Sincronizada	2.99

Sandwiches y Gorditas

Hamburguesa con Papas	3.99
Club Sandwich con Papas	2.99
Sandwich con Jamón con Queso	3.75
Gordita de Mantecca con Huevo	2.50
Gordita de Mantecca con Carne	3.00

Pan

Pan	1.00
Biscuit con Mantequilla	1.25
Gordita de Don Chilo	1.25
Pan Blanco	1.00

Extras

Orden de Jamon, Tocino, o Frijoles	0.75
Orden de Papas	1.50

Comidas

Albondigas	3.99
Asado de Puerco	3.99
Barbacoa	3.99
Barbacoa Mexicana (Ranchera)	3.99
Bistec a la Mexicana	4.50
Bistec a la Plancha	4.50
Bistec Ranchero	3.99
Caldo de Pollo	3.99
Caldo de Res	3.99
Caldo Tlalpeño	3.99
Chile Poblano Relleno (Queso)	4.50
Chile Poblano Relleno (Carne)	4.50
Chile Poblano Relleno (Mixto)	5.00
Chuleta de Puerco	3.99
Enmoladas	3.99
Enchiladas (Americanas)	3.99
Enchiladas (Mexicanas)	3.99
Fajita a la Mexicana	4.50
Fajita a la Plancha	4.50
Fajita Ranchera	4.50
Filete de Pescado	3.99
Filete a Mojo de Ajo	3.99
Flautas	3.99
Guisado de Res	2.99
Menudo (Chico)	3.99
Menudo (Grande)	3.99
Nopales con Carne Molida	3.99

Picadillo	3.99
Plato a la Tampiqueña	5.50
Pollo a la Jardinera	3.99
Pollo a la Mexicana	3.99
Pollo con Calabaza	3.99
Pollo con Fideo	3.99
Pollo en Crema Champiñones	3.99
Pollo en Mole	3.99
Pollo en Salsa	3.99
Pollo Frito	3.99
Pozole	3.99
Tacos de Barbacoa (4)	3.99
Tacos de Bistec (4)	3.99
Tacos de Deshebrada (4)	3.99
Tacos de Pollo (4)	3.99
Tamales de Pollo (4)	3.99
Tostadas	3.99

Bebidas

Aguas Frescas	1.75
Cafe	1.00
Chocolate con Leche	1.50
Jugos	1.50
Nescafe	1.25
Refresco en Botella	1.75
Refresco en Lata	1.50
Te Caliente	1.25
Te Helado	1.75

2004



2014

JAMES PACE HIGH SCHOOL

CLASS OF

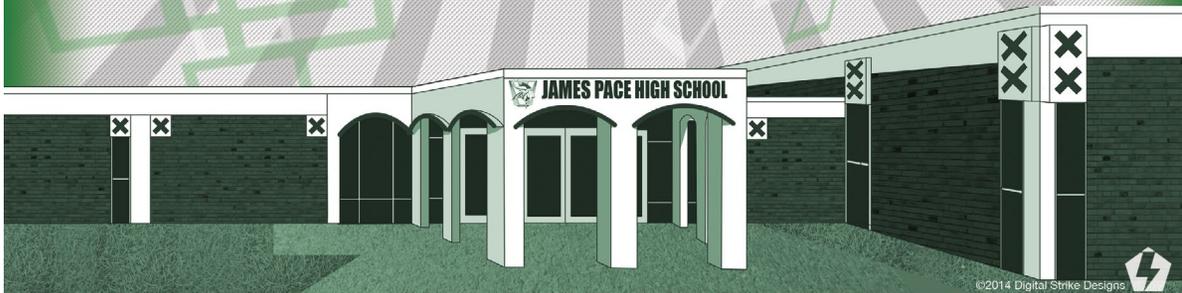
2004

**10 YEAR
REUNION**

June 27 2014
6:00 p.m.

Cobbleheads

3154 Central Blvd,
Brownsville, TX 78520
(956) 546-6224



©2014 Digital Strike Designs

**PACE HIGH SCHOOL
CLASS OF 2004
10TH YEAR REUNION**

EVENT POSTER

Work Type

Freelance (2014)

Description

Ten years after my high school graduation, I was approached by my former senior class president who was interested in my work and asked for my volunteering. I agreed to creating this poster which was used throughout various parts of social media and several in town locations. I wanted to keep the consistency in both the color scheme selection as well as the amount of fonts used in the image.

Overall, I am quite content with the work seeing that my fellow alumni were very pleased with the result.

Software Used

Adobe Illustrator
Adobe Photoshop
Adobe InDesign



SAN JAPAN MAID CAFE

CAMPAIGN DESIGN

Work Type
 Joint Freelance (2014)

Description

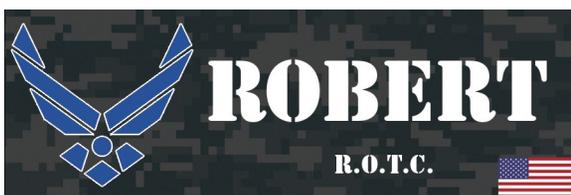
This was my first joint project between a fellow illustrator and myself. Commissioned by San Japan, a local anime convention for the maid cafe department, we were quite determined into getting something that would cater to their needs as well as get our creative flow going. The illustrator handled the maid drawings while I was in charge of the layouts, backgrounds, typography and overall design. The actual designs were mass printed for over 12,000 attendees in program books, posters, menu cards, and even in display boards.

Our major accomplishment in this project was seeing one of the display boards featuring the work be auctioned off to benefit the San Antonio Battered Women and Children's Shelter.

Software Used

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Paint Tool SAI





STARBUCKS PARTNER NAME TAGS

BADGE DESIGNS

Work Type

Freelance (2015)

Description

While being a barista at Starbucks Coffee, the company adopted a more flexible dress code which allowed the employees to have more customized name tags. Because of this flexibility, I've been able to have the necessary freedom to create work-related material for our name tags. The tags vary in design. From company themed to custom designs, each partner at my store is able to identify themselves to our customers.

Software Used

Adobe Illustrator
Adobe Photoshop
Adobe InDesign



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**STARBUCKS®
OPEN FORUM**

THURSDAY **JUNE 18**
10 am - 3 pm
@ The San Antonio Food Bank

Food Bank Community Service Project
10 am - 12 pm

Open Forum: Trade Show & Leadership Panel
12 pm - 3 pm

San Antonio Food Bank
5200 Old Hwy 90 West
San Antonio, TX 78227




Follow us on Twitter
@BBAROPENFORUM

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STARBUCKS OPEN FORUM CAMPAIGN

CAMPAIGN DESIGN

Work Type

Contract (2015)

Description

Commissioned by Starbucks Coffee Company South Central Region, I was asked to come up with a campaign design. This project consisted of a flyer, a poster, and tip bag insert notes.

The project has been featured in Starbucks stores in the greater San Antonio area, the Hill Country, the Gulf Coast, and the Rio Grande Valley.

Software Used

Adobe Illustrator
Adobe Photoshop
Adobe InDesign



SAN JAPAN SWEETNESS MAID CAFE

CAMPAIGN DESIGN

Work Type

Joint Freelance (2015)

Description

After the success of the first time that San Japan had with our work, my colleague Edgar Caballero and I were taken up to do the maid cafe work for this year. San Japan has been around for 8 years and being that this year's theme is an 8-bit video game theme, we were both asked to create a project highlighting pixels, sprites, and gaming elements while still maintaining the look and feel of a maid cafe.

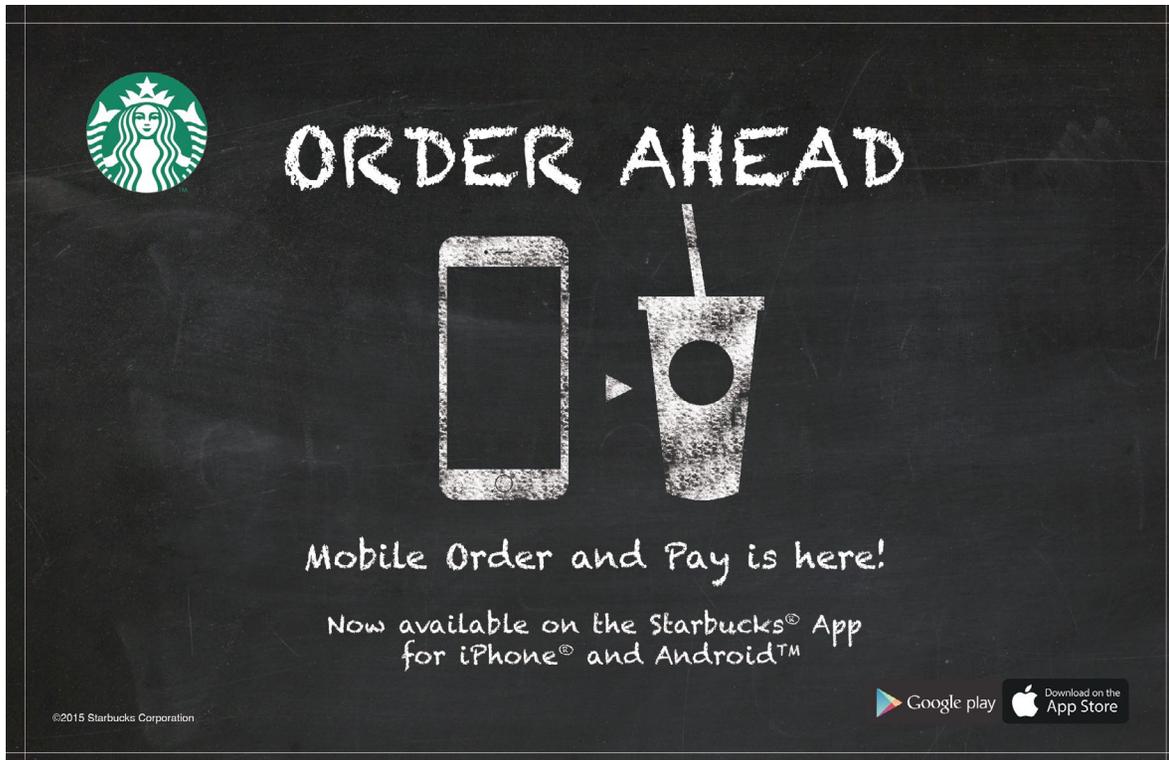
San Japan is San Antonio's largest anime convention with an expected attendance of 18,000+ people in 2015.

Software Used

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Paint Tool SAI

STARBUCKS MOBILE ORDER & PAY

AD DESIGN



Work Type

Contracted (2015)

Description

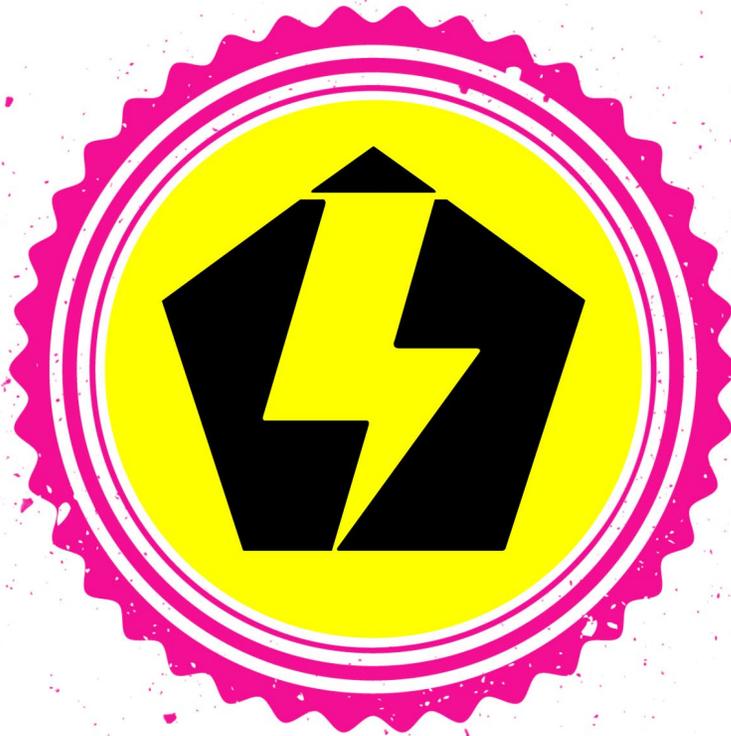
After working for the BBAR region of Starbucks Coffee, I was approached to create an advertisement for the local newspaper in regards to the new mobile order and pay app that the company launched earlier in 2015.

The hiring district manager asked that I create something similar to what baristas would do in their chalkboards so I proceeded to cook up a design that would fit these specifications.

Overall, the regional directors and district manager have been very satisfied with this work and will be looking to create more work for the company.

Software Used

Adobe Illustrator
Adobe Photoshop
Adobe InDesign



THANK YOU
FOR YOUR TIME