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Anticoli Brands, Inc. Logo

Illustrator and Designer

©Anticoli Brands (used with permission)

Project Notes: The owners of the local Anticoli's restaurants wanted to start developing a private label line. The logo is meant to embody the heritage of the Anticoli's name while showing a sense of looking toward the future. The strong blue color, the arch shape (representing their restaurant experience), and the "A" set in a serif typeface represent the heritage and strength of their brand while the rays of light and name set in Futura represent the future/looking forward.



Dorothy Lane Market Eat Local Logo

Designer

©Dorothy Lane Market, Inc. (used with permission)

Project Notes: Developed for DLM's Eat Local campaign. "eat local" is set in lowercase Weisbang to convey a more relaxed and laid back feeling. The period at the end of "eat local" represents Dayton (home to Dorothy Lane Market), while the outer two green circles that encompass the text and frame the logo represent the origination point of local food defined in the mission statement: "Food locally grown or raised within a 250-mile radius of Dayton (Ohio)". One month into the campaign it appears to be very successful and popular with customers.



HOWiezine HZ-9 Pages

Illustrator and Designer

©Nicholas J. Nawroth

Theme: Myths & Legends.

Project Notes: "HOWiezine is a limited edition, handmade collaborative book project created by HOW forum members, also known as HOWies. There is a theme and participants create two pages based on their interpretation of that theme. Only participants are eligible to receive a copy of the HOWiezine, and when they're gone, they're gone." (quoted from www.howiezine.com) I have always tried to incorporate mythology into my design work whenever possible, and this theme was the perfect chance for me to take a classic fairy tale and twist it ever so slightly to give it something new, yet familiar.

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The Easy Way Out Website Redesign

Designer and Illustrator; Web Coding and Photography by Patrick Arnold

©The Easy Way Out (used with permission)

Project Notes: The owner of The Easy Way Out personal chef services wanted to update her website. Her previous site was not getting updated and did not have the structure necessary to accommodate her new offerings such as the classes she teaches at Dorothy Lane Market's School of Cooking. Since the chef's specialty is Latin American cuisine, I kept the color palette warm and drew the pattern by hand in illustrator to give a more authentic Latin American feel to the site. I kept the design simple and clean to showcase large photos of the chef's beautiful recipes. The chef is very pleased with the end result; she felt that we successfully achieved the objectives outlined in the creative brief.

SPRINGTIME IN PARIS

Pastry Show

THURSDAY, APRIL 17, 2008 • 7-9 P.M.
DLM SPRINGBORO

- * Taste our newest spring pastries in addition to our new Stuffed Baguette Sandwiches
- * Sample a selection of fine wines and Belgian Ales
- * View demonstrations by Pastry Chef Ghyslain and the DLM Pâtisserie staff
- * Enjoy the debut of our new Killer Brownie® Gelato

BUY YOUR TICKET TODAY!
\$35 in advance at our Service Booth or \$40 the day of the show.

DOROTHY LANE MARKET
www.dorothylane.com • www.dlmmarket.com

SPRINGTIME IN PARIS

Pastry Show

Thursday, April 17, 2008 • 7-9 p.m.
DLM Springboro • \$40

ADMIT ONE

SPRINGTIME IN PARIS

Pastry Show

Thursday, April 17, 2008 • 7-9 p.m.
DLM Springboro • \$40

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DLM Springboro • \$40

ADMIT ONE

DOROTHY LANE MARKET

Dorothy Lane Market Pastry Show 2008 Poster and Tickets

Illustrator and Designer

©Dorothy Lane Market, Inc. (used with permission)

Project Notes: DLM hosts an annual Pastry Show featuring authentic French pastries developed in-store by their staff of pastry chefs. This year, I based the design on the theme of "French café". I illustrated the icons and carried the design through all the various pieces used to promote the show: posters, tickets, banners, signage, and a book handed out to each attendee.

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KEY ATTRIBUTES

Creative, funny, curious, smart-working, organized, intelligent, efficient, neat, leader, teacher, productive, practical, self-motivated, conceptual thinker, visualizer, dreamer.

INFLUENCES

Art Deco, Art Nouveau, Egyptian art, Japanese art & culture, comic books, cartoons, Anime, nature, Michelangelo, Leonardo, Van Gogh, Monet, Albert Einstein.

ABILITIES

Design, Illustration, Photography, Photo Retouching, Art Direction, Branding, Packaging.

EXPERIENCE

Director of Graphic Arts, Dorothy Lane Market, Inc., 1998–Present. Responsible for all graphic design and branding duties for the company, including: private labels, collateral materials, signage, photography, art direction of in-house associates, print vendor selection and communication.

- Developed the in-house graphic designer position at DLM and built the department from the ground up to include another designer, part-time photographers, a small photo studio, a large format inkjet printer, and the latest creative software.
- Updated the company's previous identity system
- Improved and implemented the private label branding in all categories and subcategories.
- Acted as photographer for many collateral materials, publications, and web applications as needed.
- Designed and assisted the web team in the redesign of the consumer website and corporate intranet.
- Developed and art directed the photography for the online mail order catalog.
- Art direct one full-time designer.

Independent Designer, 2006–Present

HOW Design Conference, 2005–2008

HOWiezone Contributor, 2007–Present (Covers Issue 12, May 2008)

Member of the Creative Postcard Club, September 2003–Present.

Illustration of original poetry given as wedding gifts, 2001–Present.

EDUCATION

Sinclair Community College CIS 134: Macromedia Flash, Spring 2006.

Sinclair Community College Degree in Visual Communications conferred June 1997.

Joe Kubert School of Cartoon & Graphic Art September 1992.

SOFTWARE

Adobe Photoshop, Illustrator, InDesign, Adobe Flash, Adobe Acrobat, Quark Xpress, Dreamweaver, and Microsoft Office.

REFERENCES

Available upon request.



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