

THE DMA 20 / 21
PORTFOLIO EXPERIENCE



DM ANDERSON
design + branding + illustration

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CLICK ON EACH TO VISIT

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INSTAGRAM. [@dmadbi](https://www.instagram.com/dmadbi)

WEBSITE. dmadbi.com

Mailing information may be
provided upon request.

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TURNING NOISE IN TO COMMUNICATION





HELLO & WELCOME! I AM DAVID M. ANDERSON.

DESIGNER. DIGITAL ILLUSTRATOR. STRATEGIST.

"Looking back, thinking forward." These words have been my core - my ethos - as a designer. Our world is made of design - the looks of our phone, the shape of our cars, the patterns on our shoes - and the quality of design around us shapes our future. As I forge ahead on my ever-evolving path as a designer, I often look to the great design works of the past and strive to understand their success as works of visual communication. Similarly, I immerse myself in the challenges set before me by my clients. I inhabit them - experience them - whenever possible. This enables me to gain the insights needed to provide meaningful solutions. I then search for the intersection of the needs of my client, the constraints of the brand, and the design strategies that have proven to evoke the desired reaction from our target audience. It is at that intersection that my creativity is set ablaze. As the son of an architect and interior designer, my creative and problem solving spirit runs deep.

Throughout my career I have become known amongst my peers as driven, ambitious, and as a leader that is unafraid to push the envelope when given the opportunity. To every project I bring a sharp, detailed eye and push myself - and my team - for quality execution. I strive to deliver assets that empower my client and that works holistically to solve their visual communications challenge. I prescribe to the idea that 'less is more' but that mindfulness in execution can be the difference between 'less' looking lazy and untrained or masterful and well planned. I often find inspiration in conceptual design sketches, 1920's-1950's advertising, modern architecture, and the 1980's international style. Cassandre. Wright. Foster. Scher.

*There is truly no greater thrill than solving visual communications challenges. It's time to get to work. **Let's get to it together.***

***What was my first design love?** The French Liner SS Normandie. When I first saw her - to see that such a gorgeous piece of design could serve to better the world - that was the moment I knew I wanted to pursue a career in design. What was your first design love?*



1 EX PERT. IENCED.



Work History

RELEVANT EXPERIENCE

- 2005
2021

VISUAL DESIGNER + BRAND CONSULTANT
DM Anderson design + branding + illustration ("DMA+DBI") | Oroville, CA

Successfully delivered customer-facing print and web assets including advertising, presentations, other branding assets, identity systems, and corporate websites with an emphasis on user experience. Facilitated asset production such as brochures, cards, and packaging. Provide consultation on branding and content strategy. Provide monthly web security and maintenance management services.

TYPICAL PROJECTS: Logo, web, & presentation design. UI/UX. Design audits, content, & brand consultation.
- 2015
2016

CREATIVE DIRECTOR + ASSOCIATE DEVELOPER
Sochule, Inc. | Chico, CA

Lead a design and dev team of up to 6 individuals from multiple countries (Croatia, Philippines, US) on a daily basis. The team successfully delivered web, print, and app development projects (UI/UX) to clients across the country (including City of Las Vegas, Colusa Casino, Team Heart). Coordinated print asset & packaging production. Provided design audit services and consultation to clients.

TYPICAL PROJECTS: Branding, web, & packaging design. UI/UX (iOS, WatchOS, Android) & deck design.
- 2012
2014

SPECIAL PROJECTS LEAD, Butte College Architectural Database ("BCAD")
Butte-Glenn Community College | Oroville, CA

Delivered an archive of 40,000+ scanned blueprints. Developed image restoration & distribution procedures using Adobe Photoshop and Bridge. Built file distribution network facilitating both Apple and Windows machines. Managed a team of 3-5 that aided in scanning blueprints and conducting QA checks.

TYPICAL PROJECTS: Presentation & infographic design. Image restoration & process development.
- 2010
2011

MARKETING + DESIGN CONSULTANT
USS Hornet Museum | Alameda, CA

Conducted brand audits and developed a marketing strategy to address strategic weaknesses. Coordinated with business dev team to plan and produced on-site events (~300-3,000 attendees). Managed outgoing messaging including PSAs, advertisements, and press releases.













TYPICAL PROJECTS: Event, presentation, & web/social media design. Market analysis. Brand consulting.
- 2004
2006

GRAPHIC DESIGNER + INTERNET SALES MANAGER
San Francisco Honda | San Francisco, CA

Cofounded Sales Ambassador Program, working directly with the CEO to tailor program to 8 different target demographic segments. Successfully managed corporate events (20,000+ attendees) leading teams of 10 or more, and was responsible for asset packages of \$100,000+.

TYPICAL PROJECTS: Weekly ads for Bay Area publications (total circ. ~2.4million). Event planning & asset design. Biweekly online coupon sheets. Management of vehicle displays in SF Bay Costco locations.

EXPERIENCE BY INDUSTRY*

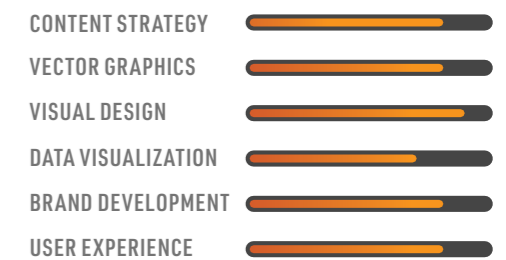
- » Service 
- » Publishing/Editorial 
- » Tech 
- » Architecture 
- » Manufacturing 
- » Automotive 
- » Photography 
- » Retail 
- » Gaming 
- » Fashion 
- » Education 
- » Real Estate 

**Based approximately on amount of projects delivered throughout career.*

SOFTWARE PROFICIENCY



SPECIALIZATIONS



COMPETENCIES

- HOLISTIC DESIGN STRATEGY
- COLLABORATION
- DETAIL ORIENTED
- SELF MOTIVATED
- QUALITY MANAGEMENT
- PROBLEM SOLVING
- DATA ANALYSIS

EDUCATION

- ART SCHOOL**
ART INSTITUTE OF CALIFORNIA,
SACRAMENTO
Graphic Design, BS
- COLLEGE**
BUTTE COLLEGE
AS, Graphic Design
AA, Applied Drafting Tech
- INTERNSHIP**
STUDIO TEN, SF
Web design internship
(2003-2004)



Client Highlights



Testimonials

GERRY DE LA ROSA, TEAM DORYAN

“David possesses a unique and well-thought out vision when it comes to his work. Through a visually-pleasing palette, David has created marketing assets for our organization that exceeded our expectation. He took a vision of what we wanted, and turned it into the look and feel of our organization. Not only does he listen to his clients, he provides a feedback and expertise that is refreshing and well-versed. Aside from a clean design palette, David also provides a comprehensive marketing and branding skill set that is an asset to any organization he is involved with. David’s keen eye and attention to detail reiterates our belief that there are still design professionals that still take pride in their work and believe in presenting their best work possible. David brings a need to go above and beyond and it definitely shows in his work.

FELICIA HSIEH, USS HORNET MUSEUM

David was instrumental in bringing about the USS Hornet Museum’s “*Heroes of the Pacific*” event with HBO’s screening of episode 10 of “*The Pacific*” mini-series. The quality of his work was extremely high and creative. His knowledge of naval history, marketing, event planning, social networking is unparalleled and made it a successful and meaningful event. It turned out to be the largest and most encompassing tribute to veterans at the museum in a long time and made it for a very memorable night for all those who attended. This event would not have been possible without him. HBO and I were very impressed.

DEAN GURR, CREATIVE IMAGING CENTER

David is a very knowledgeable and contemplative individual. I found him to be very open to collaboration and brought many fresh ideas to the table. Through his graphic arts and marketing background he contributed greatly to many of our marketing efforts. If you’re looking for someone who can verbalize his vision and you give him the room to run with it, David is your man.”



THEY SAY IN A PORTFOLIO THAT
**"THE WORK
SHOULD SPEAK
FOR ITSELF."**

I SAY, "YOUR PORTFOLIO SHOULD BE AN
ENGAGING EXPERIENCE ABOUT YOU."

I. COLLECTIONS



SUMMARY

Top Row: (Left to right) TixWriteoff.com (Castro Valley, CA), Kelp Sea Paper, Co. (Monterey, CA), Warehouse Workers Union Resource Center. (Los Angeles, CA)

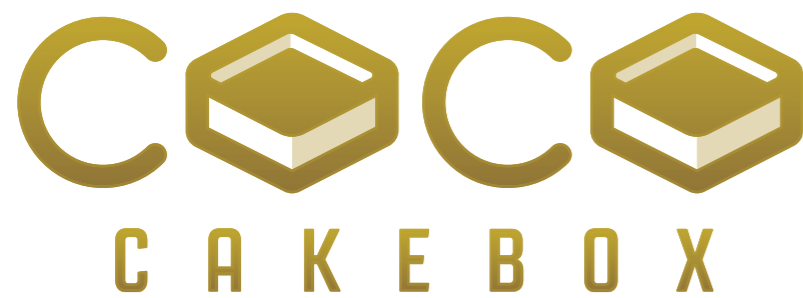
Bottom Row: (Also left to right) Western Woods, Inc. (Chico, CA), Art Institute of California: Sacramento (Sacramento, CA), Aircraft Carrier Hornet Museum (Alameda, CA).



SUMMARY

Top Row: (Left to right) LIV by Fashion Dangerous (Los Angeles, CA), Kingfisher Grilling Co. (Auburn, CA)

Bottom Row: (Left to right) CoCo Cakebox (Solo, Java), Positively Sweet Chocolatier (Portland, OR), Team Doryan (Los Angeles, CA).





Digital Illustration ^{AI}

Butte College USGBC-ACM Student Group Promo Poster Series

ARCHITECTURE THAT INSPIRES FUTURE GENERATIONS

The Challenge: To design a series posters with the goal of increasing group membership. Each piece was to feature a structure that achieved high efficiency (LEEDS) standards. It was also to feature buildings that demonstrated ambitious design while achieving their improved performance. Additionally, each piece was to outline details for upcoming events.

The Design Approach: In order to successfully grab the eye of students, the majority of each piece was filled with a bold color gradient framed in white. Each piece of architecture was then drawn with just simple white lines and simple shading to emphasize the design itself and tying into architectural rendering.



Digital Illustration ^{AI}

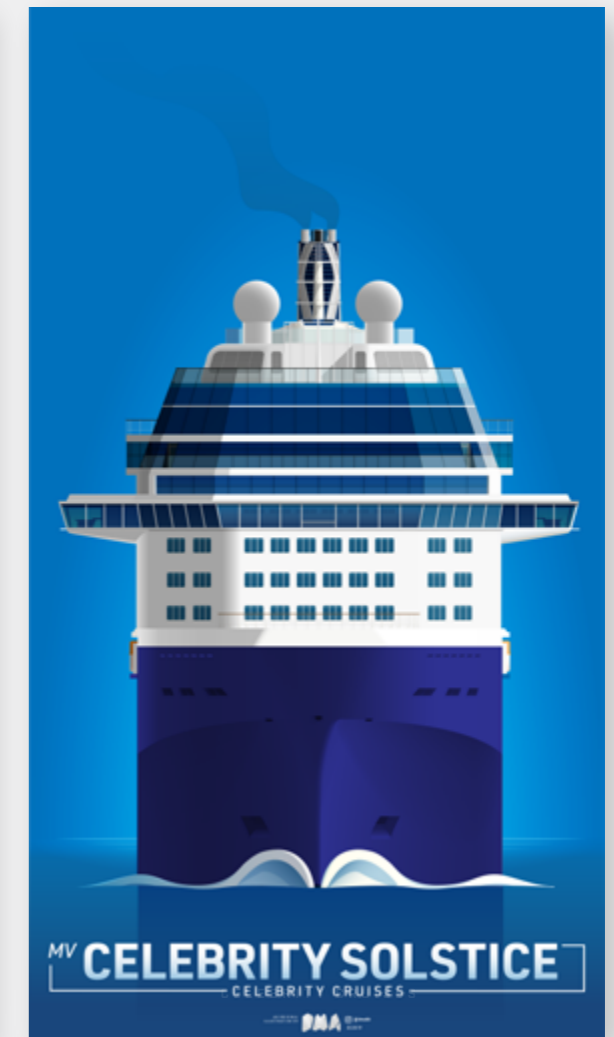
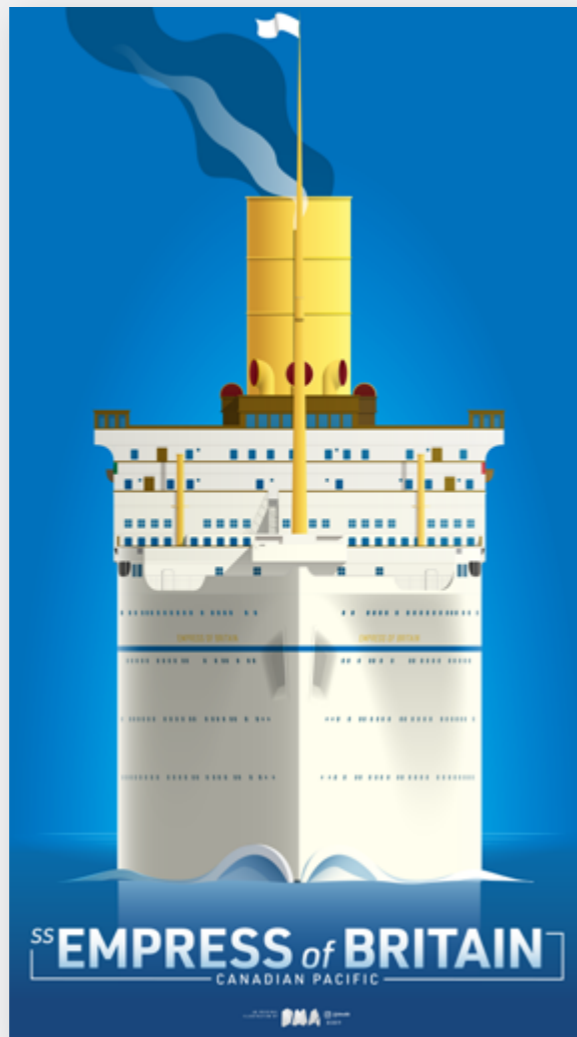
Classic Liner Poster + Social Media Series

HONORING DESIGN - AND TRANSPORTATION - ICONS

The Challenge: To create a series of pieces that can be illustrated in a single evening. Each piece will feature a stylized representation of a famous ocean liner or cruise ship.

The Design Approach: Being a personally initiated series, I decided to illustrate these pieces using an art deco like style using Adobe Illustrator. This is my preferred illustrative style and

I wanted to expand my familiarity with it. To meet the challenges, I decided to use "head on" views of the ships. This allowed each piece to be simple yet distinctive. The proportions of the pieces were to make them work well as posters and Instagram posts. This series is ongoing with more great ships on the way.



Which one would you choose? I am a big fan of the Normandie myself. Her design represents the art deco style at its finest! Although, Titanic is a close second.



A LOOK INSIDE MY PROCESS

Classic Liner Poster Digital Illustration Series
Designed using Adobe Illustrator

SUMMARY

As previously mentioned, the challenge behind this series was to illustrate each piece within the span of a single evening (post typical business hours) using Adobe Illustrator. To achieve success with this challenge I would need to gain proficiency with new tools in the program. I would also need to challenge my workflow and my speed at using vector techniques.

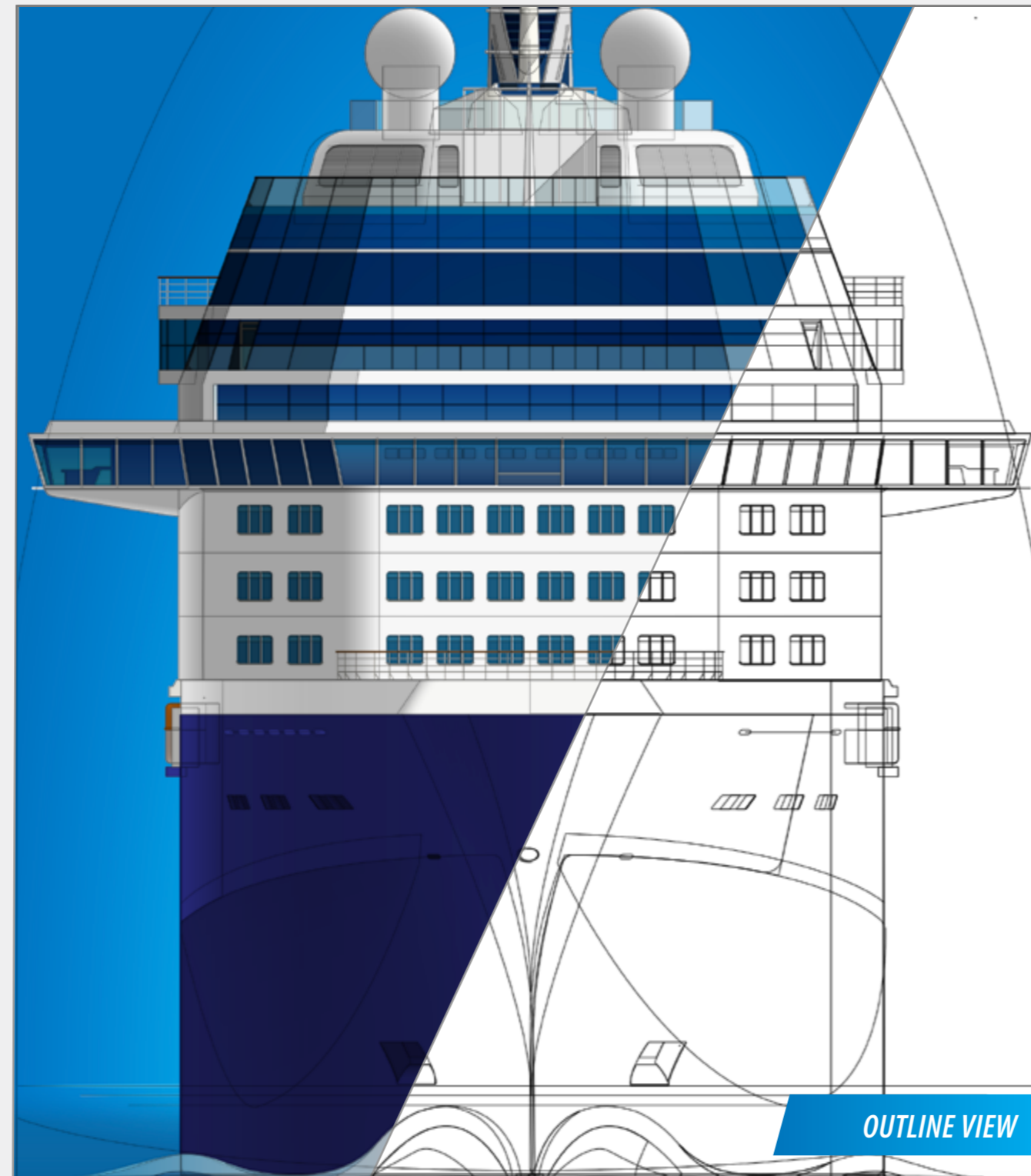
Each vessel was researched in advance so that I would be able to capture detail, shadow, and color with an acceptable level of accuracy.

KEY CHALLENGES

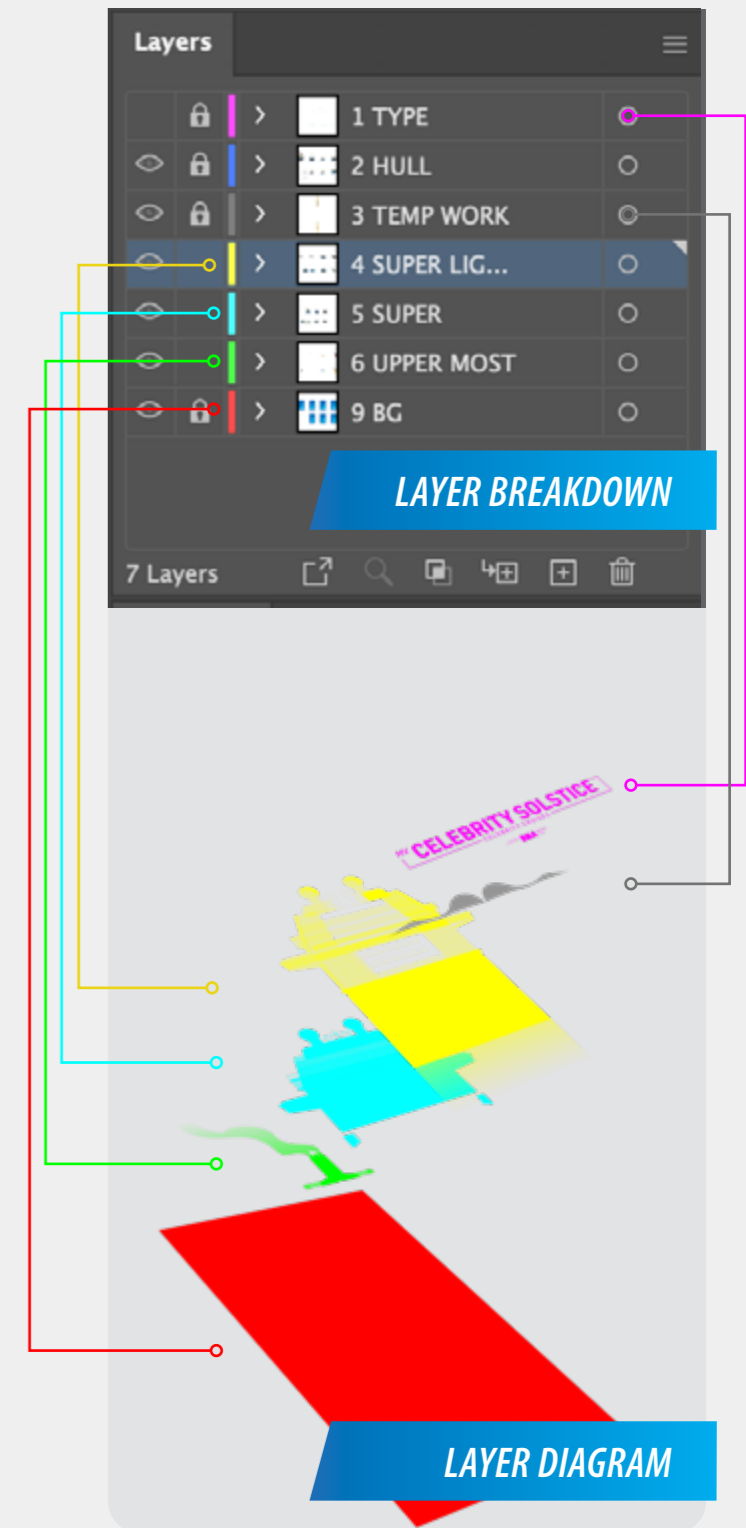
- ▶ To increase proficiency with color blending & shape-blending techniques.
- ▶ To improve my workflow within Adobe Illustrator.
- ▶ To apply shade and detail without making each piece deviate from the target style.
- ▶ To increase my level of performance when using vector-based tools and techniques.

OUTCOMES

- ▶ I was able to complete each piece in this series within the target window.
- ▶ I was able to increase my proficiency within Illustrator.



▲ Celebrity Solstice Classic Liner poster.



Digital Illustration ^{AI}

Architecture Icons (Night) Poster Series

LIGHTING UP THE NIGHT WITH GORGEOUS ARCHITECTURE

The Challenge: To create a series of architectural pieces based on the 'Architecture Icon' series featured on the next page. Each icon interpretation was to be taken further in detail and scope. Each piece was also to be illustrated using vibrant, modern pop art color pallets in a night time scene that would result in a final piece that works well as both a poster and as a graphic T-shirt. *[Showing 4 from a 12 part series.]*

The Design Approach: To meet the challenges set for this series I had to strike a unique level of detail for each building - balancing between realism and the desired pop art style. A lot of time was dedicated to deciding on color. Each color had to properly express the essence and culture of each building and had to effectively show detail all the while pair well with the night time city lighting. Illustrator was chosen as I feel using vector-based tools would best achieve the desired outcome.



Icon Design AI

Architecture Icons from around the world

ICONS OF GLOBAL ARCHITECTURE

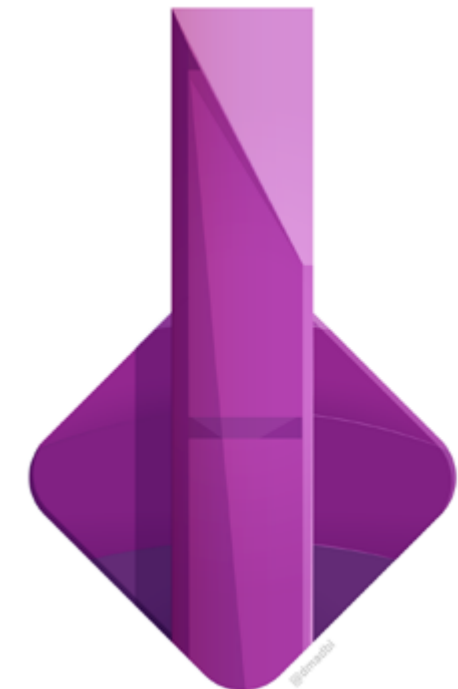
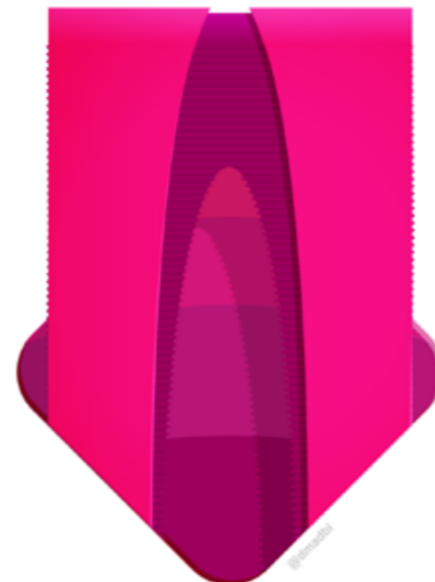
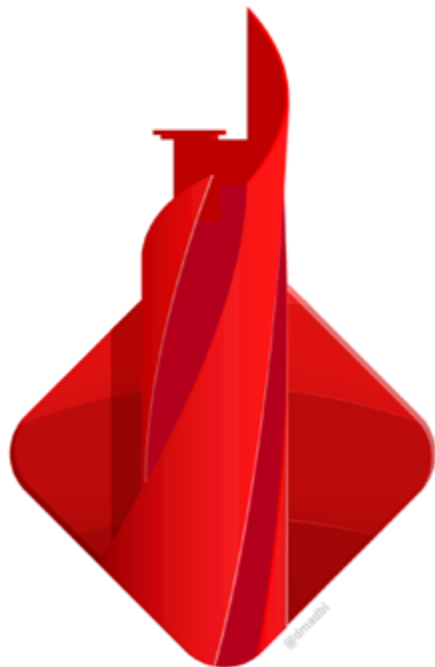
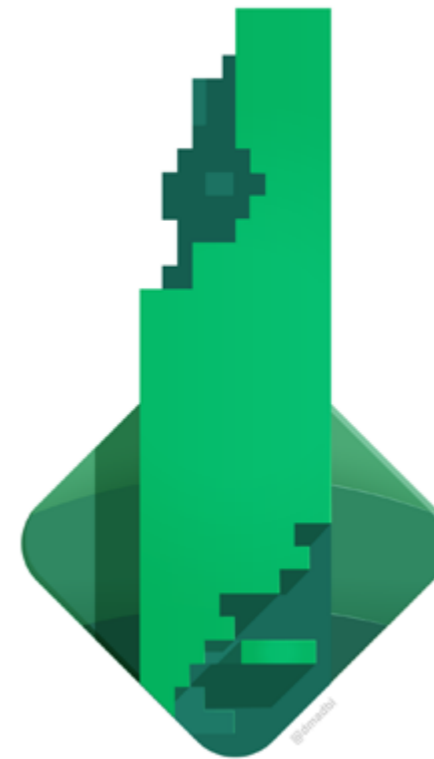
The Challenge: To create a series of icons that would capture the essence of timeless design icons from around the world. Each building - new or old - must be a design that is unique and that contributes to the advancement of architectural design. *[Showing 5 from a 15 part series.]*

The Design Approach: To meet the challenges for this series and to maintain quality at any scale, I illustrated these pieces using Illustrator. To capture the culture and essence of each building - while keeping a simple design approach front and center - I decided to limit each piece to just one color and its associated tints and shades.

SUMMARY

Top Row: (Left to right) *Capital Gate*, Abu Dhabi; *Maha Nakhon*, Bangkok

Bottom Row: (Left to right) *Made Gakun Spiral*, Hagoya; *Gate to the East*, Suzhou; *Torre Reforma*, Mexico City



Icon Design ^{AI}

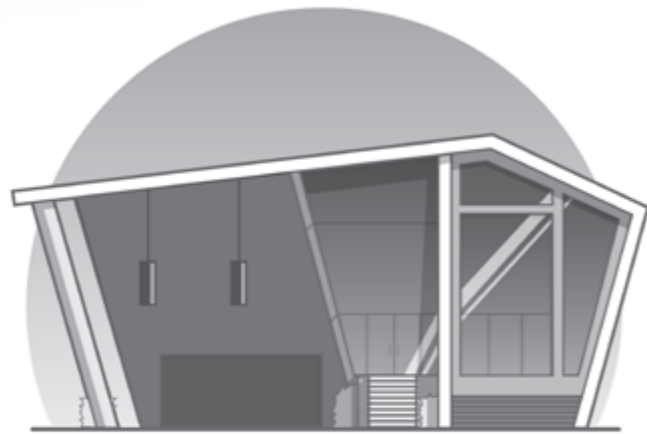
“THE HOME” instagram architecture design series

NOT YOUR TYPICAL SUBURBAN HOME

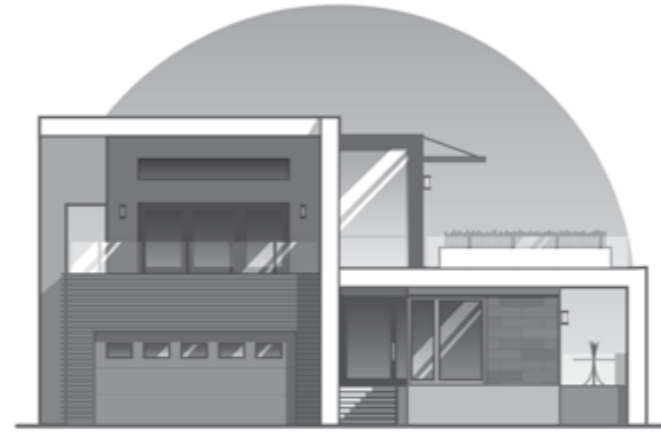
The Challenge: To create a series of unique home designs that can be designed in a single evening and would display effectively on Instagram [and eventually other platforms].

The Design Approach: With this series to be designed for both Instagram and print, Illustrator was my tool of choice. The designs were kept in greyscale so that each piece retains

focus on the design itself and does not become distracted with ideas such as color, precise material representation, etc. The unique appearance of each home was influenced by my love of science fiction and by the drive to push the limits of residential architecture and defy home design convention. This series is ongoing.



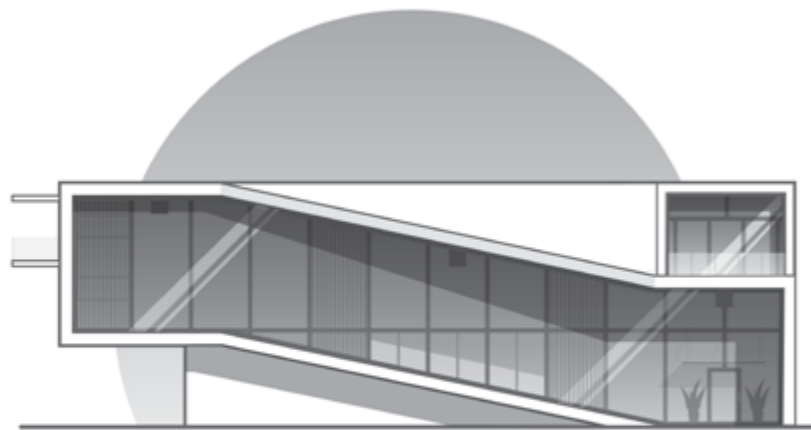
H O H M E
DESIGN CONCEPT 1



H O H M E
DESIGN CONCEPT 2



H O H M E
DESIGN CONCEPT 3



H O H M E
DESIGN CONCEPT 4



H O H M E
DESIGN CONCEPT 5



H O H M E
DESIGN CONCEPT 6

My theme of architecture. I have always been fascinated with the intersection of design and inhabiting the life that design provides. That design is not part of life but that life is made of design. Despite my interest in conceptualizing structures, I have never been interested in pursuing the rigid field of architecture.



Web Advertising Ps Ai

Multi-size Web Campaigns

REACHING AUDIENCES

Here is a collection of multi-sized web advertising campaigns that I have designed for clients including marketing and design firm SocialMedia 180, business travel app HelloTel, VPN connection box Anonabox, and San Francisco Honda.

WEB & MOBILE APP DEVELOPMENT
CUSTOM BACKEND PLATFORM
eCOMMERCE SOLUTIONS



SocialMEDIA 180

LEARN MORE AT socialmedia180.com

◀ SOCIALMEDIA 180 BRAND INTRO CAMPAIGN (SOCHULE, INC.)

eCOMMERCE SOLUTIONS
CUSTOM BACKEND PLATFORMS
WEB/MOBILE APP DEVELOPMENT



SocialMEDIA 180
Strategy | Development | Management


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eCOMMERCE SOLUTIONS
CUSTOM BACKEND PLATFORMS
WEB/MOBILE APP DEVELOPMENT

SocialMEDIA 180
www.socialmedia180.com

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Voted Best In Travel.
HELLOTEL NOW ON APPLE WATCH



Download on the App Store

Voted Best In Travel.
HELLOTEL NOW ON APPLE WATCH



Download on the App Store

HELLOTEL APPLE WATCH CAMPAIGN (SOCHULE, INC.) ▶

HelloTel
On Your Wrist.



HelloTel
NOW ON APPLE WATCH

Download on the App Store

HelloTel
On Your Wrist.



HelloTel
NOW ON APPLE WATCH

Download on the App Store

◀ HELLOTEL IOS UI REDESIGN CAMPAIGN (SOCHULE, INC.)

Stunning new look.
SAME AMAZING APP.



HelloTel
www.hellotelapp.com

Download on the App Store

Stunning new look.
SAME AMAZING APP.



HelloTel
www.hellotelapp.com

Download on the App Store

Stunning new look.
SAME AMAZING APP.

Download on the App Store

▶ 2006 HONDA CIVIC INTRO CAMPAIGN (SF HONDA)

The all new 2006 **CIVIC** **SAN FRANCISCO**



HONDA
(415) 441-2000

anonabox PRO
Travel Safely



- » Portable Internet Privacy
- » Unblock Web Censorship
- » Wireless Connectivity
- » Spoof Your IP Location

buy now

anonabox PRO
Travel Safely



- » Portable Privacy
- » Unblock Web Censorship

buy now

ANONABOX PRO PRODUCT INTRO CAMPAIGN (SOCHULE, INC.) ▶

anonabox PRO
Private Internet



- » Browse Web Privately
- » Deter Hackers



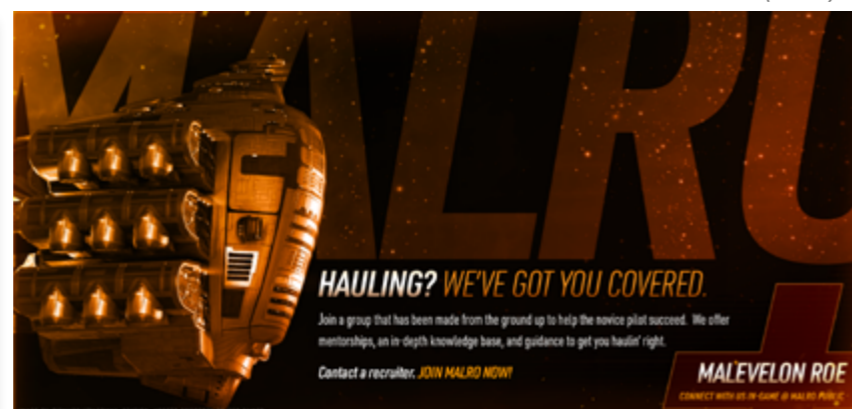
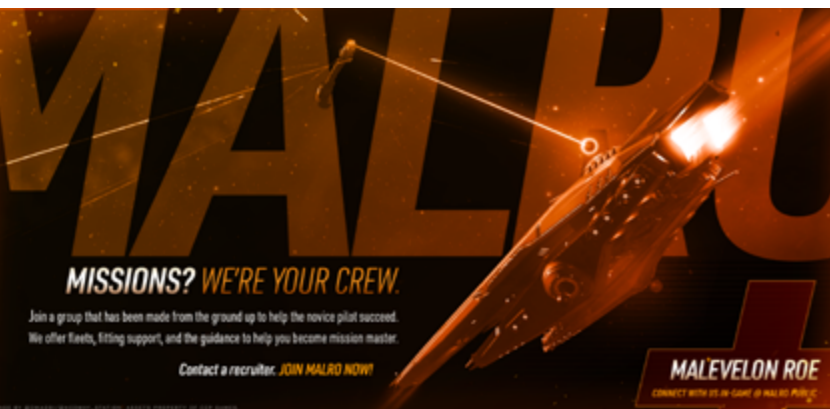
Web Advertising

Web Ad Banner Series

KINGFISHER GRILLING CO. | FACEBOOK BANNERS (2 OF 15) ▼



MALRO ONLINE GAMING COMMUNITY | TWITTER BANNERS (2 OF 16) ▼



HEDWAY BROADCAST NETWORK ONLINE GAMING NEWS SITE | MULTI-PLATFORM BANNERS (2 OF 8) ▶

SPREADING THE WORD ONLINE

Presented here is a sampling of web banner series that I designed for clients to use across social media platforms. These samples represent series designed for Kingfisher Grilling, CCP Games 'Eve Online', Western Woods, and online gaming communities MALRO & HBN (HEDWAY Broadcast Network).

CCP GAMES EVE ONLINE NEW PRODUCT FEATURE TOUR | TWITTER BANNERS (2 OF 16) ▼



▲ WESTERN WOODS 2021 BROCHURE SHARE IMAGES | MULTI-PLATFORM BANNERS (2 OF 24)





SAN FRANCISCO HONDA
Fast Service, Fair Prices, Friendly People

Service Department
Parts Department

WELCOME Home 2007

Lower Cost of Ownership at San Francisco Honda!

At San Francisco Honda we'll service your vehicle according to manufacturer guidelines. We do not engage in the over-inflating practice of unneeded fluids, or treatments that only increase the cost of servicing your Honda, earning Honda's long established reputation of being one of the most reliable, most affordable to own cars in America.

<p>Express Service</p> <p>Standard Service (oil, filter, fluids, tire rotation, safety inspection, multi-point inspection, and 20-point safety check)</p> <p>\$39.95</p>	<p>San Francisco Honda</p> <p>FREE Timing Belt with a 375k Warranty!</p> <p>Timing belts require replacement every 60,000 miles, depending on the model. They are one of the most expensive parts of your car. At San Francisco Honda, we'll replace your timing belt for free!</p>	<p>"No Risk" Alignment Special!</p> <p>We will inspect your vehicle's suspension, steering, and tire settings, offering the best wheel alignment technology. In addition, we'll adjust your suspension to meet your driving needs.</p> <p>\$89.95</p>
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Three service locations for your convenience!

San Francisco Honda - 10 South Van Ness Avenue at Market Street - (415) 441-2800 - www.sfhonda.com

REACHING AUDIENCES

Here is a sampling of advertisements for clients such as Redwood Empire, Western Woods, San Francisco Honda, and Art Institute of California: Sacramento.



Summer's Here. Get the Best Deck with Treated Lumber.

Make your house a home that lasts with Redwood. Decks made of Redwood keep their handsome appearance longer than other woods due to its natural stability, resisting warping, cupping, and splitting. This means deck boards will stay flat and stay in place. This means deck boards will stay flat and stay in place, making your deck the perfect place to spend your summer and many summers to come.

We have a grade of Redwood suitable for every kind of project. We offer a wide selection of different Redwood grades including, MeritBoard Heart, Clear Heart B, Construction Heart, Deck Heart, and much more.

Call us for information on sizing or other options.

Redwood Empire



MAKE YOUR DECK A DESTINATION WITH PAKARI.

Pakari Thermally Modified Decking is the innovative choice for your next decking project. Pakari TMD begins its life as clear moulting grade Radiata Pine, each piece is sourced exclusively from FSC certified tree plantations. Then, with the help of a cutting edge Thermal Modification technology, our raw lumber is brought to extremely high temperatures - improving the wood on a molecular level. The result is a product that is more durable, straighter and lighter than unmodified wood.

Better still, it is all natural and chemical free. You're welcome.

Learn more about Pakari at westernwoodsinc.com.

Pakari TMD is a Wildlands Urban Interface Certified Product. Get this great product and more exclusively at Western Woods.

Call 800.833.8167 Visit www.westernwoods.com Like Us on Facebook

WESTERN WOODS



ORDINARY DECK. BUT THEN YOU USED PAKARI.

Pakari Thermally Modified Decking is the innovative choice for your next decking project. Pakari TMD begins its life as clear moulting grade Radiata Pine, each piece is sourced exclusively from FSC certified tree plantations. Then, with the help of a cutting edge Thermal Modification technology, our raw lumber is brought to extremely high temperatures - improving the wood on a molecular level. The result is a product that is more durable, straighter and lighter than unmodified wood.

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Call 800.833.8167 Visit www.westernwoods.com Like Us on Facebook

WESTERN WOODS



discovering PACKAGING DESIGN

Also presents the 17th **EXCHANGE**

Don't miss out on this rare opportunity! Seating will be limited to 60 guests and will be provided on a first come, first serve basis. Your support will be provided for the workshop. But each student will need to bring their own lunch. Your support will be provided for the workshop. But each student will need to bring their own lunch. Your support will be provided for the workshop. But each student will need to bring their own lunch.

Attend and boost your resume!

Learn the principles of general implementation for packaging design. Meet with Paul Page, Owner of Page Design Group, on the presentation of packaging design. Meet with Paul Page, Owner of Page Design Group, on the presentation of packaging design.

Presented by **The Art Institute of California - Sacramento**

Graphic Design
Teresa Proctor, Academic Director



MAKE YOUR DECK A DESTINATION WITH PAKARI.

Pakari Thermally Modified Decking is the innovative choice for your next decking project. Pakari TMD begins its life as clear moulting grade Radiata Pine, each piece is sourced exclusively from FSC certified tree plantations. Then, with the help of a cutting edge Thermal Modification technology, our raw lumber is brought to extremely high temperatures - improving the wood on a molecular level. The result is a product that is more durable, straighter and lighter than unmodified wood.

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Call 800.833.8167 Visit www.westernwoods.com Like Us on Facebook

WESTERN WOODS



SAN FRANCISCO HONDA
Fast Service, Fair Prices, Friendly People

Parts Department

Summer's here
And the San Francisco Honda parts crew has what you need to get the most out of your Honda this season!

Get Ready for Summer Vacation
Now at **20% off**
On All New Products!

San Francisco Honda
Genuine Honda Oil Filters
Buy Six **\$5.50** Each
Reg \$9.99

San Francisco Honda
Honda Power Equipment Generator Sales Event!
EU1000 **\$688.75**
EU2000 **\$1,000.00**
EU3000 **\$1,899.00**

San Francisco Honda
Honda Sports Utility Sale
ALL ITEMS NOW AT Liquidation Prices!

San Francisco Honda
Household
Now **\$5 off**
Reg \$29.99

Open 7 Days A Week For Your Convenience!

San Francisco Honda - 10 South Van Ness Avenue at Market Street - (415) 441-2800 - www.sfhonda.com



WESTERN WOODS

IT'S NEVER TOO LATE TO START **BUILDING SMARTER TODAY FOR A SAFER TOMORROW.**

BUILDING WITH WESTERN WOODS WUI CERTIFIED LUMBER YOU WILL BE.

LEARN MORE WITH OUR 2021 WUI PRODUCTS BROCHURE.

GET YOUR COPY NOW. SIMPLY SCAN THE QR CODE TO BEGIN. You can also get a copy - and much more - by visiting us at our website: westernwoodsinc.com

CELEBRATING 50 YEARS OF FAMILY, QUALITY, PASSION.

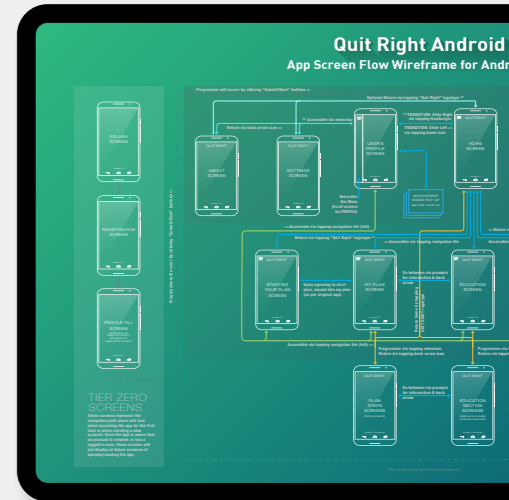
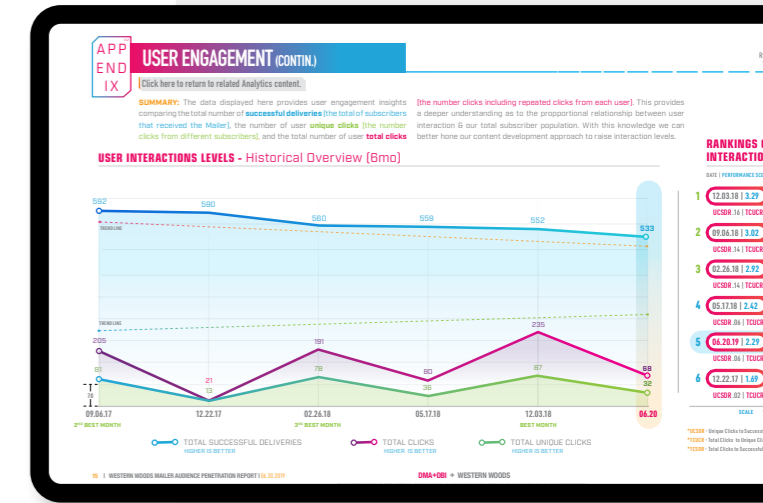
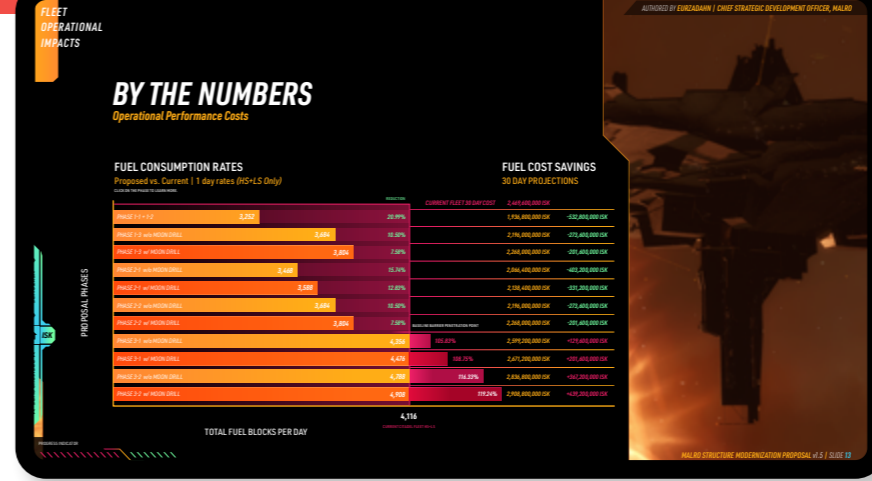
Call us 800.833.8167 Visit www.westernwoods.com Facebook Twitter Instagram YouTube





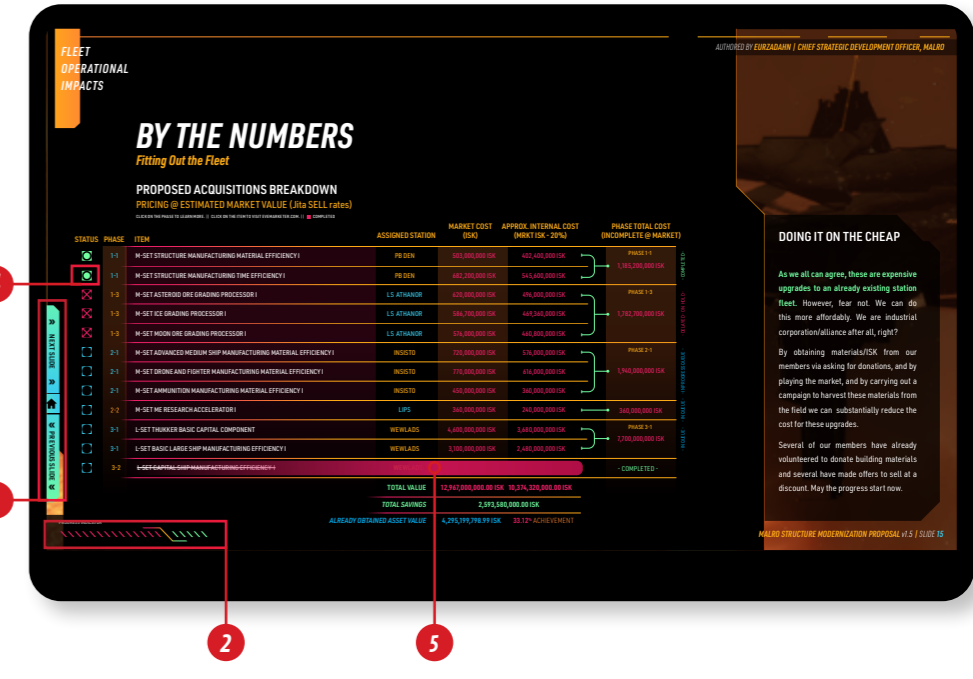
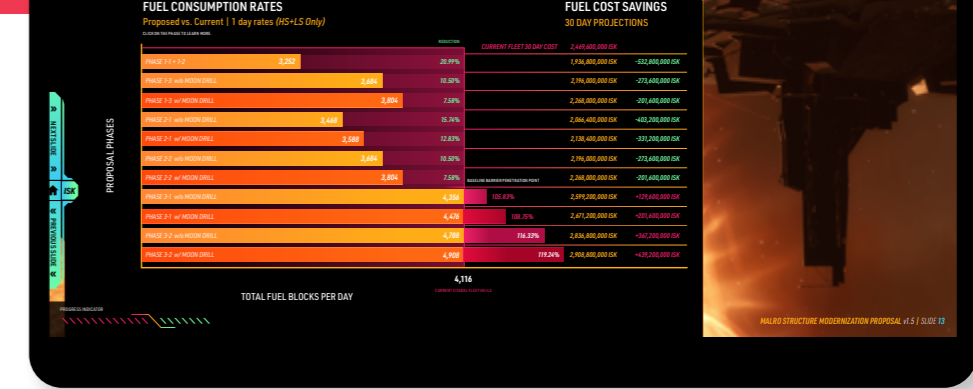
NO BORING PRESENTATIONS ALLOWED

Presented here is a sample from presentations tailored to meet different design needs as well as different customer types. Each presentation is designed with interactive features, making it easier to use than your typical presentation; allowing each piece to provide a more enjoyable, more effectively brand driven, user experience. Amongst the samples provided here are presentations that have been designed for external customers as well as those designed for internal customers.



A LOOK INSIDE MY PROCESS

Presentation Design + User Experience
Produced using Adobe InDesign



ENHANCING THE EXPERIENCE

I believe that presentations are to be more than a delivery system for data and information: They are meant to be an experience that's built using effective UI/UX and narrative principles. With each project I challenge myself to deliver a product that engages - *that resonates* - with viewers and delivers content without provoking feelings of anxiety or overwhelm. Once provoked, they are lost and are no longer taking in the important content being presented.

To engage with viewers I employ design strategies such as progression indicators (see below), iconography, and color coding to inform them as to their progress in the presentation, to stimulate them, and to tie content together. I also encourage we introduce interactive elements such as navigation links, interactive maps, responsive button actions, forms, etc.



LEGEND

1. Page progress indicator, color coded
2. Page progress indicator, color coded
3. Interactive, responsive menu
4. Interactive element (check boxes)
5. Interactive chart elements (buttons linking to online content) with responsive states.



BEING BOLDER.



REMAIN OPEN TO THE
**EXPERIENCE OF
THE JOURNEY.**

LEARNING FROM FAILURE IS ESSENTIAL TO
ACHIEVING THE IDEAL RESULT.

II. CASE STUDIES



Case Study Ps Ai Id

“Reviving the Hornet” Campaign
USS Hornet Museum

CLIENT SUMMARY

The USS Hornet Museum is a military history, technology, and space museum based in the San Francisco bay area. The museum is located aboard the historical World War II aircraft carrier, USS Hornet - famed for its successful military record as well as its role in the Apollo space program.

THE CHALLENGE

- ▶ To increase annual attendance by 10%.
- ▶ To modernize the brand identity and evaluate the range of current branding assets.
- ▶ To consult on how to take better advantage of newer technology to improve the visitors experience.

MY ROLE

- ▶ Market Researcher
- ▶ Special Projects Designer
- ▶ Design & Branding Advisor
- ▶ On-site Events Coordinator

APPLIED SKILLS

- ▶ Art Direction
- ▶ Brand Strategy
- ▶ Strategic Content Development
- ▶ Graphic + Web Design
- ▶ Market Analysis



Proposed brand identity system




Proposed Logomark modernization



Reusable shopping bags + tote bag



“Reviving the Hornet” Campaign 
REBRANDING GUIDE
Interactive PDF + print



SOLVING THE CHALLENGE

To start, we had to gain understanding of the current Hornet visitor and get an understanding of how many there are like them in the greater Bay Area. As a result of my research and numerous interviews with Museum staff, board members, and visitors, I presented a rebranding guide that summarized the local target audience demographics, identified organizational brand weaknesses, and a plan on how to achieve their desired outcomes, Recommendations improved updating the look and feel of the brand, improving experience assets and tools, and a detailed fundraising strategy to fund all of the proposed work.

While this was in development I worked with the Hornet Business Development staff with event planning, design, and promotion. One such event was “Heroes of the Pacific,” sponsored by HBO. At this event, with an attendance of around 500 guests, we premiered the series finale which we presented with WWII survivors featured in the show, guest speakers, a silent auction, and special on-site events.

THE RESULT

Regretfully, Museum leadership felt that the plan was more ambitious than they were comfortable with and funding for my position and the “Reviving the Hornet” initiative was not renewed.





CLIENT SUMMARY

Western Woods is a manufacturer and distributor of wood construction products based out of Chico, California. As of 2019, the company expanded into producing their own line of lumber products to strengthen their position within the lumber industry.

THE CHALLENGE

- ▶ To modernize the brand identity & the entire range of branding assets.
- ▶ To shift the target audiences perception of the wood industry from old and environmentally harmful to that of tech embracing, sustainable, and progressive.
- ▶ To consult the Client on how to use new technologies to better achieve marketing goals and reinforce new brand image.

MY ROLE

- ▶ Marketing Consultant
- ▶ Copy Writer
- ▶ Designer (Web, print, etc.)
- ▶ Brand Strategist
- ▶ Photographer
- ▶ Production Coordinator

APPLIED SKILLS

- ▶ Art Direction
- ▶ Brand Strategy
- ▶ Graphic + Web Design
- ▶ Content Strategy
- ▶ Copy Writing
- ▶ Market Analysis



Service + Product Line logomarks





2021 Brochure Cover

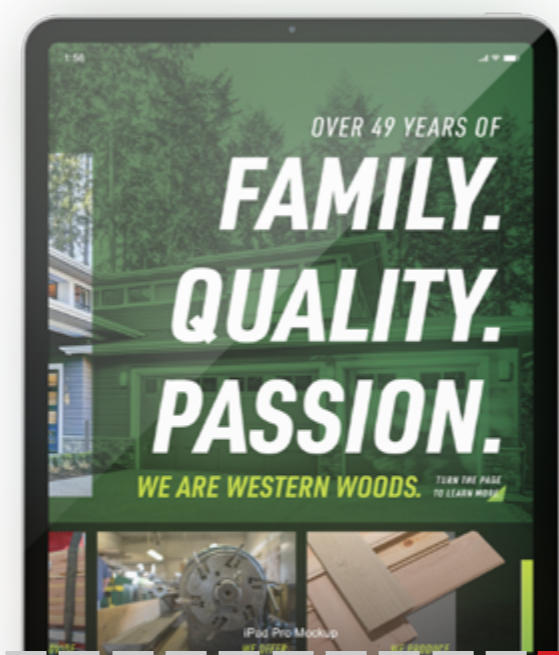


Interior spreads, Product Brochure



COVID SAFE Plastic QR Quick Pass Cards

Interactive PDF Edition





Printed Product Brochures

PRODUCT MINI BROCHURES

Featuring ENDURAWOOD™, INTEGRAWOOD™, PROFORMAWOOD™, RUSTIC RIDGE™, and other CAL FIRE Compliant lumber products. Interactive versions available online.

CUSTOM PRODUCT ICONS

Here is a selection of icons made for promoting different features and applications of the featured products. These are featured in both brochures and on the company website.

Product Applications
(4 of 18)



Framing



Fencing



Trim



Cornerboard

Product Options
(3 of 8)



Tight Knot



Clear



Custom Patterns



Interactive PDF Brochure





MailChimp eNewsletter



Magazine Ads



Merchant Magazine Covers





Lumber Bags/Wraps Design Diagram

SOLVING THE CHALLENGE

To achieve such an extensive perception change - of company and industry alike - over a dozen hours of research was conducted. This enabled me to gain a deeper understanding of the lumber industry, its environmental impacts, and ongoing sustainability efforts. To gain deeper insights into Western Woods, what their key differentiators were, and where they wanted to go in the future, I conducted interviews with key messaging staff including leadership and sales team members. Armed with this information, I developed a multi-year road map that would introduce the modernized brand to the market and that would outline a phased deployment of new brand assets. This was repeated with the introduction of new products in 2019.



Employee Graphic Tee Shirts

The roll out of the updated brand was deliberately phased. We started by redesigning the brand identity system and by constructing a new brand voice. A new website and a brochure line immediately followed. This enabled us to rapidly acquaint customers with the new look and feel. We then followed with assets such as employee gear, lumber bags, swag items, and an online content marketing strategy. Each year we continue to roll out new marketing initiatives that expand and affirm the new brand voice and market position.

THE RESULT

The brand modernization has been well received by both internal and external customers alike. To back up their sustainability claims, Western Woods installed an \$850,000 solar farm to power their HQ facility. As of 2020 the company signed national sales and distribution contracts with chains (ACE Hardware, Home Depot) for the first time in their history.



Product Line Card (Interactive Digital Edition)



Case Study Ps Ai Id

TEAM DORYAN

CLIENT SUMMARY

Team Doryan is a Los Angeles based non-profit launched with the aim of helping families with children battling cancer. The mascot, an adorable little turtle - was inspired by the namesake for the organization - Doryan. Sadly Doryan passed away battling cancer at the young age of 6. This inspired his family to launch the Team Doryan so that they can help families cope with battling this devastating illness.

THE CHALLENGE

- ▶ To redesign & improve to the current brand identity.
- ▶ To consult the Board of Director on design and advertising and produce approved assets.

MY ROLE

- ▶ Marketing Consultant
- ▶ Copy Writer
- ▶ Designer (Web, print, etc.)
- ▶ Brand Strategist
- ▶ Production Coordinator

APPLIED SKILLS

- ▶ Art Direction
- ▶ Brand Strategy
- ▶ Graphic + Web Design
- ▶ Content Strategy
- ▶ Copy Writing



Proposed Primary Logomark + Slogan

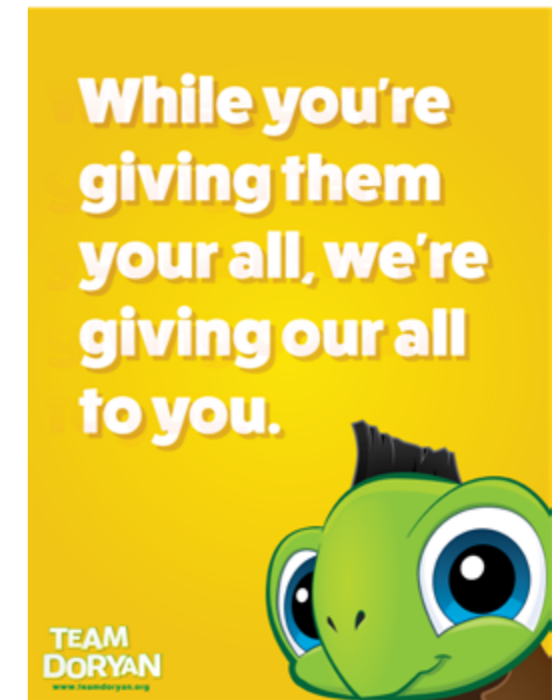


Proposed Secondary Logomark





Landing page for temporary website



Promotional Posters (2 of 8)



'Coming Soon' icon



Team Member Graphic Tee

SOLVING THE CHALLENGE

After gathering all of the reference material for Team Doryans current brand identity, I began brainstorming ideas on how we could take the foundations of the brand and elevate it to a more professional standard. A key challenge was to design an updated brand identity that would work effectively across a wide variety of assets and applications.

To bring the updated mascot to life, I referenced photos of little Doryan. Considering his importance to the brand, it was important that I capture his energy and desire to help others in this character. Coupling that energy with the style of popular cartoon characters, I strove to create a mascot that resonated with young children.

Once the mascot and logo was finalized and approved, we began to develop assets that would be used to support the brand identity. This included banners and shirts for events, web and social media assets, and brochures.

THE RESULT

While the brand modernization was being developed, the Team Doryan and I had reached unreconcilable creative differences and the project was suspended before completion. Thankfully it ended, however, on positive terms.

TAKE AWAYS

The key take away I gathered from this project, and it's failure, was that when working with a Client that is so heavily emotionally invested into the project, that the creative process has to be far more flexible and understanding than usual. It requires greater patience with the increased

emotional, and sometimes irrational, decision making process. Do the work, but take greater steps to make sure that both sides have equal understanding of the financial implications of such decision making approach so no parties feel betrayed or let down.



THANK YOU

*FOR YOUR TIME AND
YOUR VISIT!*



THE DMA 20 / 21
PORTFOLIO EXPERIENCE



DM ANDERSON
design + branding + illustration

[CLICK HERE TO RETURN TO THE BEGINNING](#)