

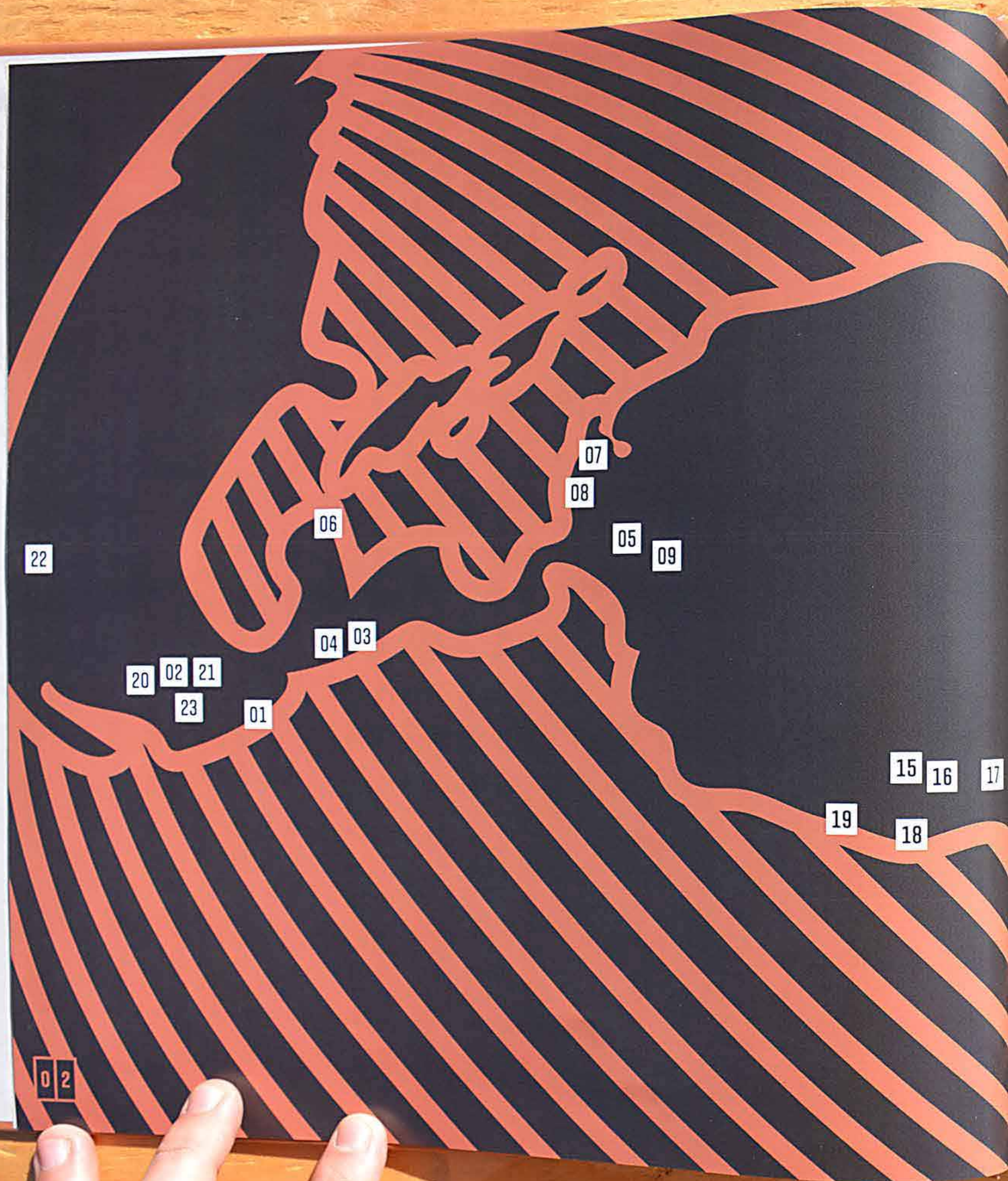
TK
22

TWO THOUSAND & TWENTY TWO

22 was like one of those rare sequels that lived up to the hype. Design-wise, it was prolific. A couple simple changes to my mindset towards the end of 2021 resulted in a

creative process with less hesitation and more/faster ideas. And this yearbook is a testament to that, pieces focused on the journey itself rather than any end result.

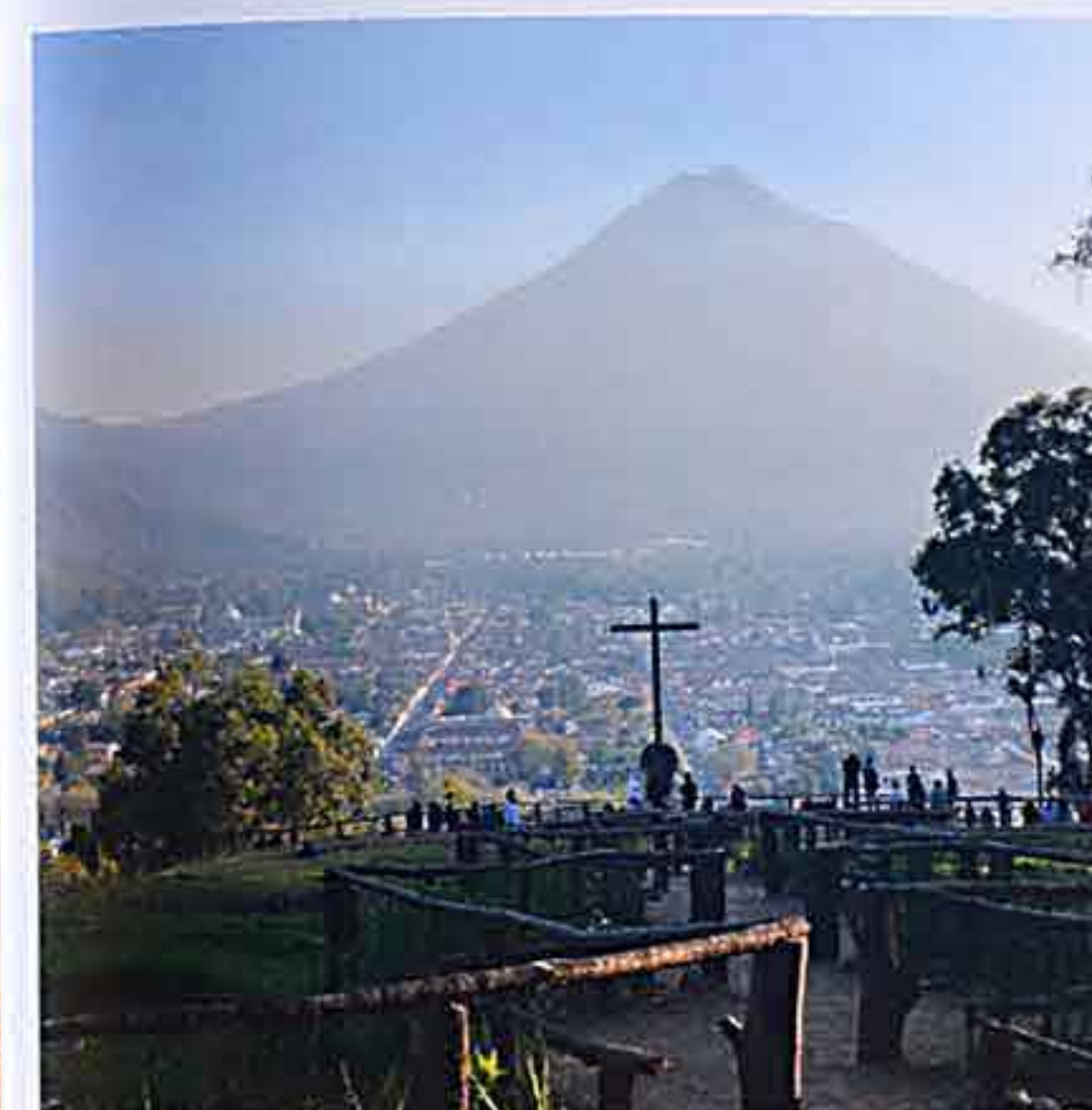
Travel-wise, it was exhausting, yet productive. This is one I will remember vividly - enough new experiences and new people to fill two years of memory. Avanzo con Alegria.



- 01: Puerto Escondido
December 13 - 31, 2021
- 02: San Luis Potosí
- 03: Antigua Guatemala
January 17 - February 4, 2022
- 04: Lake Atitlán (Panajachel + San Juan La Laguna + San Marcos La Laguna)
February 4 - 12, 2022
- 05: Volcán Acatenango + Antigua Guatemala + Guatemala City
February 12 - 15, 2022
- 06: Medellín
February 15 - March 1, 2022
- 07: Cancun
March 1 - 2, 2022
- 08: Santa Marta + Tyrone
April 3 - 9, 2022
- 09: Cartagena de Indias
April 9 - 14, 2022
- 10: Bogotá
April 14 - 19, 2022
- 11: São Paulo
April 19 - 25, 2022
- 12: Rio de Janeiro
April 25 - May 7, 2022
- 13: Buenos Aires
May 7 - 24, 2022
- 14: Valparaíso
May 24 - 31, 2022
- 15: Santiago de Chile
May 31 - June 4, 2022
- 16: Ollantaytambo + Aguascalientes + Machu Picchu
June 6 - 9, 2022
- 17: Cusco
June 9 - 17, 2022
- 18: Ica
June 17 - 19, 2022
- 19: Lima
June 19 - July 5, 2022
- 20: Family trip (Guanajuato + San Miguel de Allende + Ajijic)
July 9 - 16, 2022
- 21: Mexico City
July 21 - 26, 2022
- 22: Merica'
- 23: Morelia
October 30 - November 6, 2022



22-01: routine eruption at Guatemala's Volcán de Fuego



22-01: New Year's in San Luis Potosí

22-01: escaped animals at Gonzalo's house, San Luis Potosí

22-01: the densest Christmas decorations I've ever seen, Casa de Ana Maria, Antigua Guatemala

22-01: iconic Calle del Arco with el Volcán de Agua in the background, Antigua Guatemala

22-01: Volcán de Agua rising above Antigua Guatemala as seen from Cerro de La Cruz

22-01: Jonas selfieing with a chicken bus, Antigua Guatemala

22-01: colorful and foresty neighborhood, Antigua Guatemala

22-01: me and one of the best Airbnb hosts, Ana Maria, Antigua Guatemala

22-01: aggressive inclines, Antigua Guatemala

TRUINDO / 453 / BUFFALO / OWL / AVIATION / www

[illegible][illegible]

Truindo is a premium pre-roll cannabis concept. 'Indo' meaning indoor, and 'Tru' meaning grown the right way. These guys wanted a brand that stood above some of their industry's silliness, a genuine product to be taken seriously. But why, 453? That's the true amount of kilograms in a pound (.453), and the Truindo folks believe in providing exactly the quantity of product advertised, nothing less.



B



Concept 1



Truindo



TRUINDO

Concept 3



Chosen concept

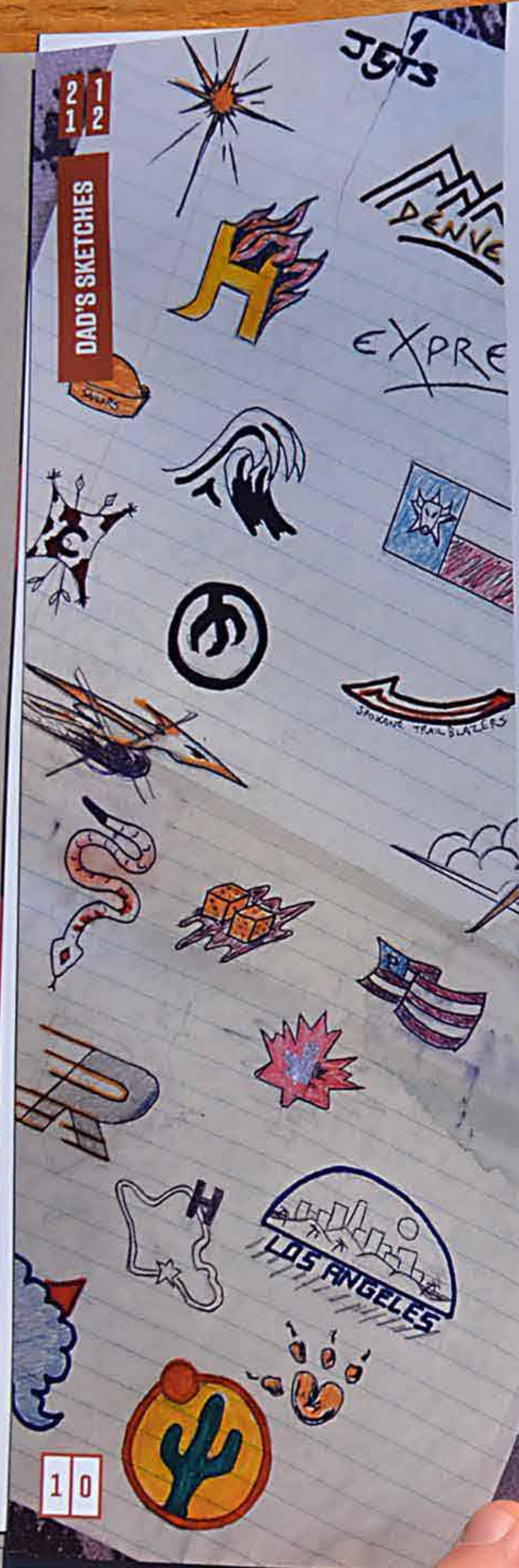
Truindo



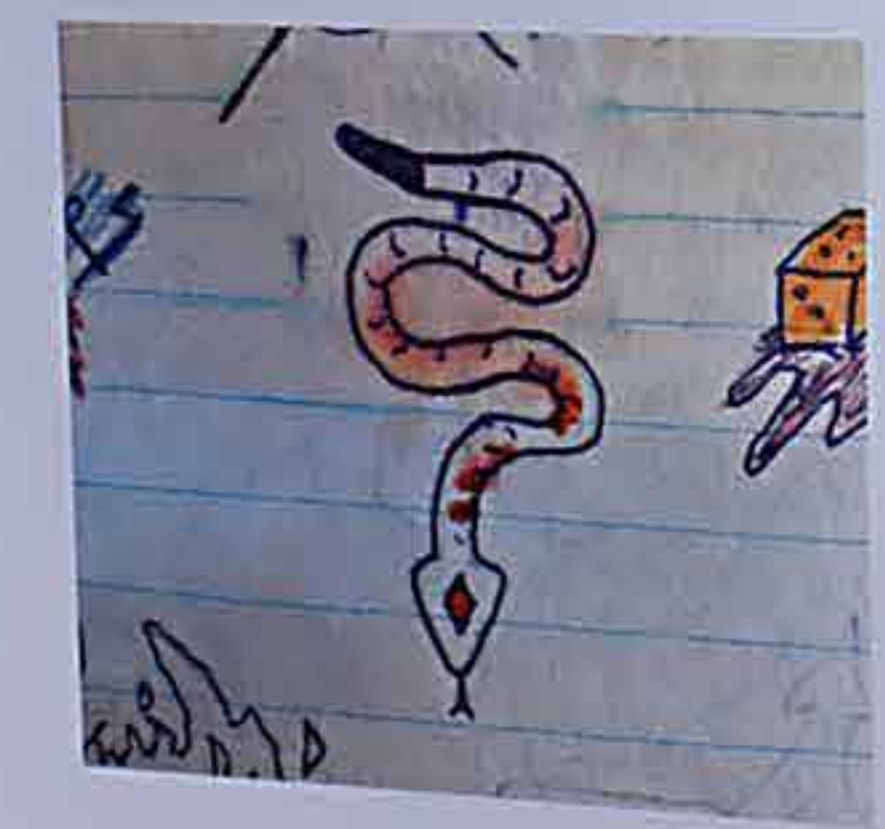
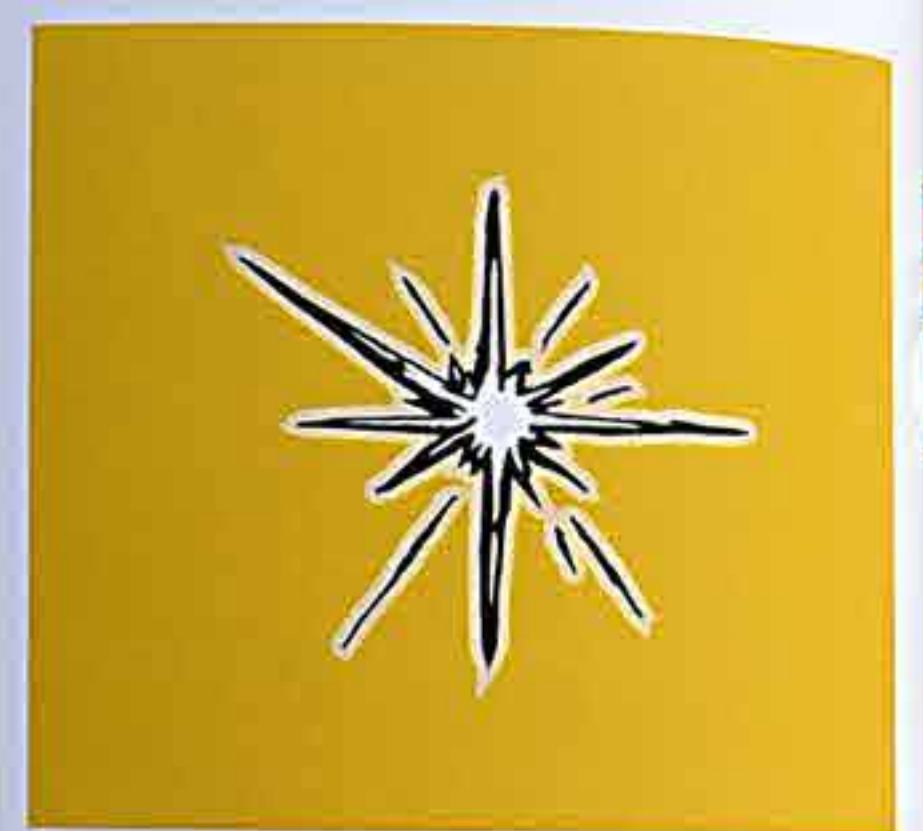
08



09



These are sketches my Dad drew in the 90's of fictional hockey teams. Even without formal training, he had a great handle on logo fundamentals. And, somewhat bewildering, I never saw these designs as a kid, yet I see a huge similarity in my own work today. In fact, I've attempted some of these ideas verbatim without knowing it. I decided to develop a couple of them digitally. The goal here was to recreate them as vector art while still maintaining the hand-drawn integrity of the original design.



21-12
That's So Colorado



& ETCETERA

SHIPWRECK
• SUPPLY CO. •

21-12
Shipwreck Supply Co.



22-01
Shipwreck Dripped

KRYPTONITE
TATTOO REMOVAL

2018:
Kryptonite Wordmark

KRYPTONITE
TATTOO REMOVAL & DERMAFX

22-01:
Kryptonite Revision

Boom! This is Modernize My Site, and they're all about developing kick-ass, sexy websites. I've been good friends with Sterling & Angelina for awhile now, and it was an honor to take on their rebrand. Logo designers know, three-word names are a daunting design task. Can they be stacked and where do they break? Luckily, this idea of truncating modernize into two easy to read parts (Modern/ize) made a lot of sense. The end result is a unique and flexible mark that isn't too wide. And ultimately, even though I wanted to see this in a powder blue, I threw in the towel and waved the purple flag.

MODERNIZE
MY SITE



Concept 1

modernize
my site



Concept 2

MODERN
IZE MY SITE



Concept 3

MODERNIZE

MODERNIZE

MODERNIZE

MODERN
IZE MY SITE

MODERN
IZE MY SITE



MODERN
IZE MY SITE

MODERNIZE MY SITE

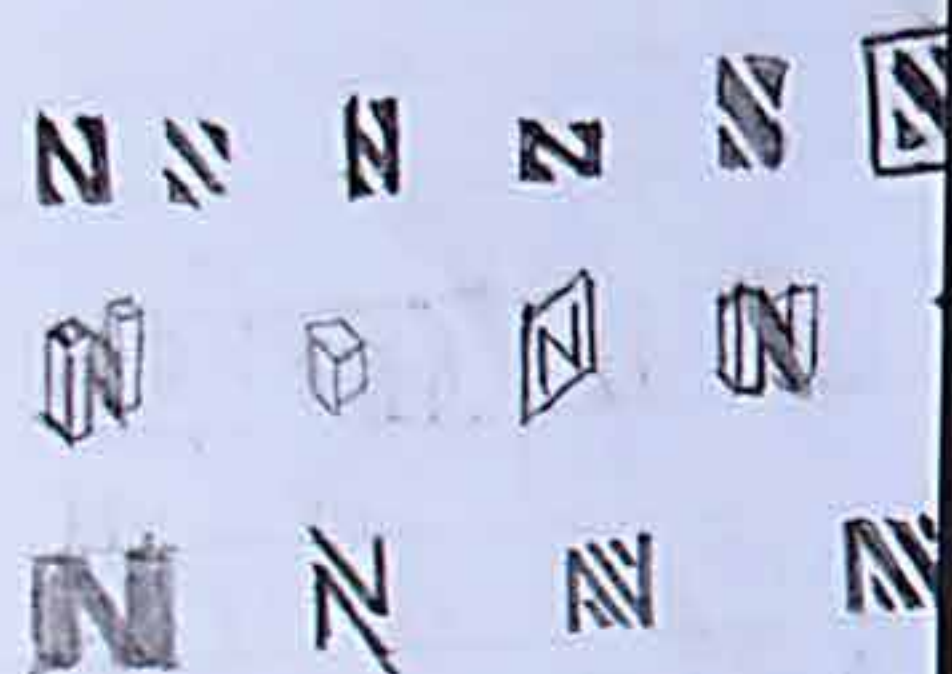


color: PURPLEHAZE !important;



I'm feeling
!important

NOELL



NOELL



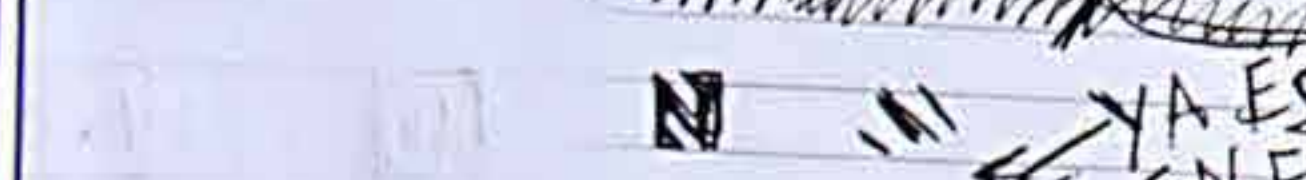
NOELL



NOELL



NOELL



NOELL

I was salivating at the idea of this one. A deck maker that's name starts with the letter N? A letter that can be easily depicted by deck lines stretching upper left to bottom right? It was a home run, no matter what concept we generated, it was going to work. And you know what, perhaps that icon has been created before. Doesn't matter - it was the correct solution through and through.

N

N

N

A1

B1

B2

N

N

N

C1

C2

C3

N

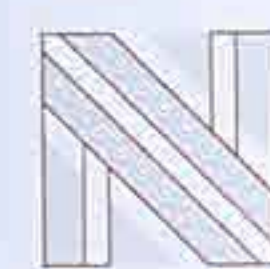
N

N

D1

D2

E1

NOELL
OUTDOOR LIVING

N

Concept 1

NOELL
OUTDOOR LIVING

N

Concept 2

NOELL
OUTDOOR LIVING

N

Concept 3



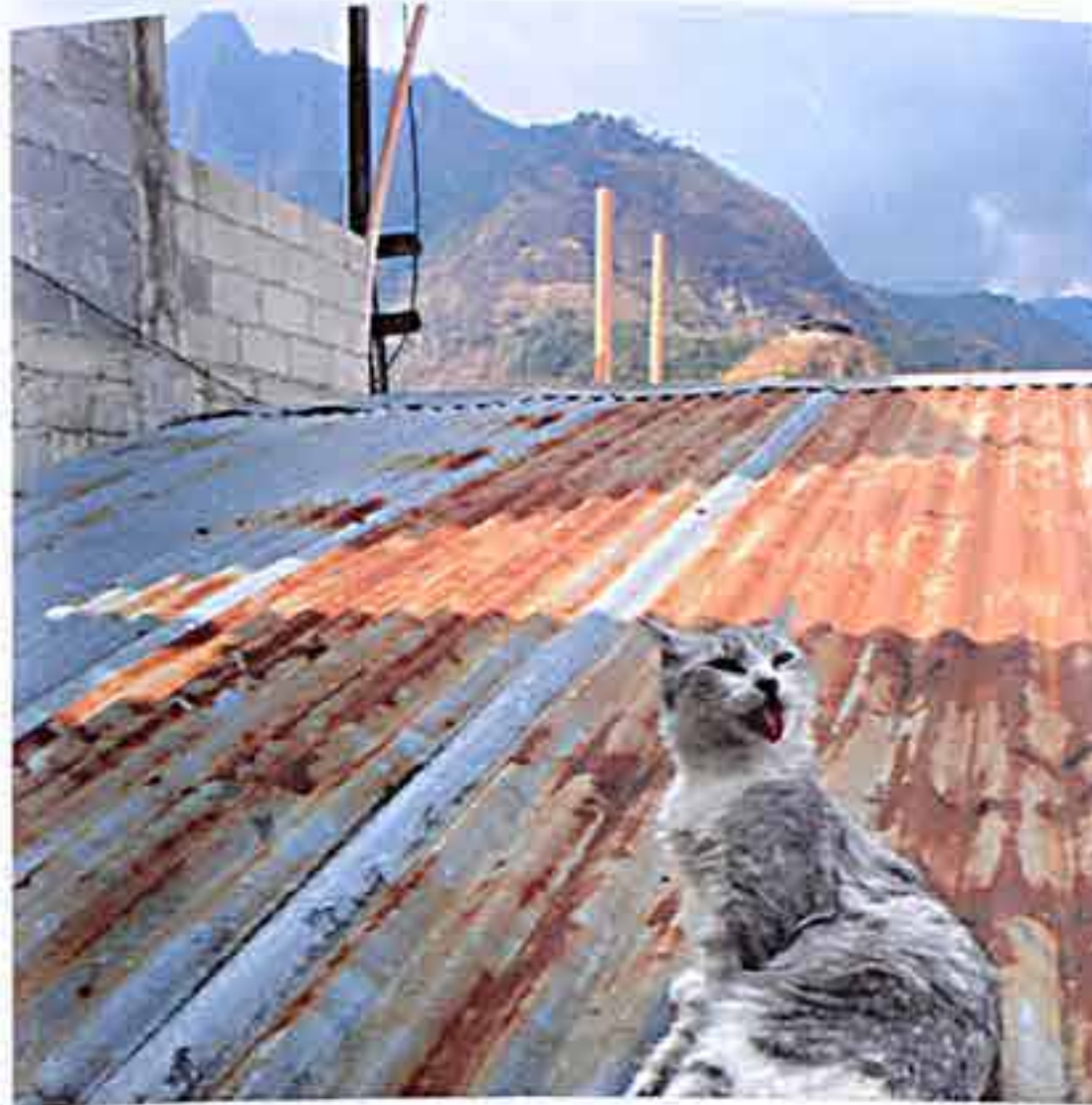
22-02: just a street pup taking a nap at sunset, Lake Atitlán

22-02: welcome docks to San Juan La Laguna

22-02: caught him making a face, San Juan La Laguna

22-02: we, influencing, San Marcos La Laguna

22-02: Anita and I half way up Volcán de Acatenango



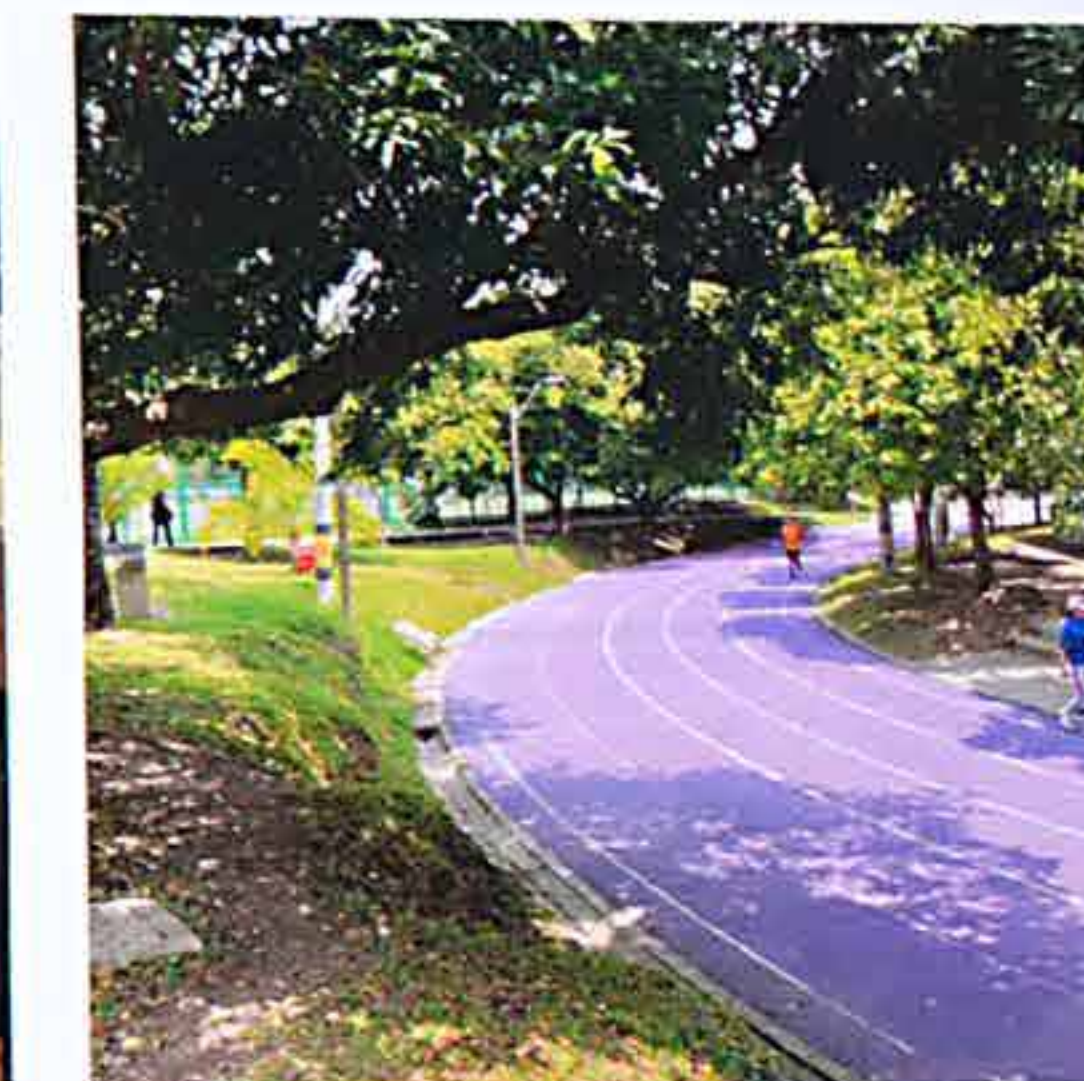
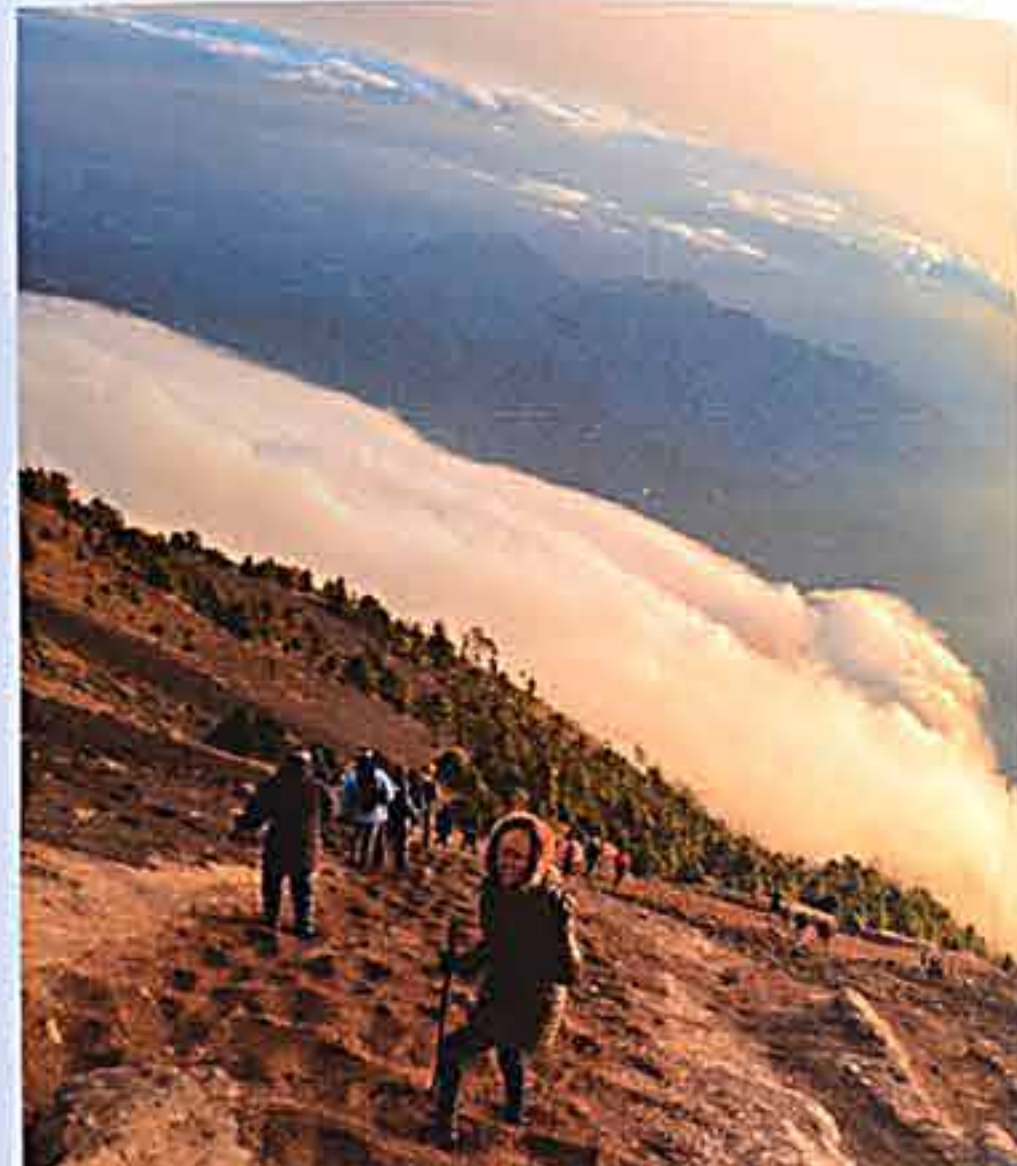
22-02: Volcán de Fuego eruption glowing through a cloud.

22-02: bounding down Acatenango's lava rocks like it was the moon

22-02: Colombian hockey practice, Medellín

22-02: Isaac and I, El Poblado, Medellín

22-02: kick-ass sports facilities open to the general public, Medellín



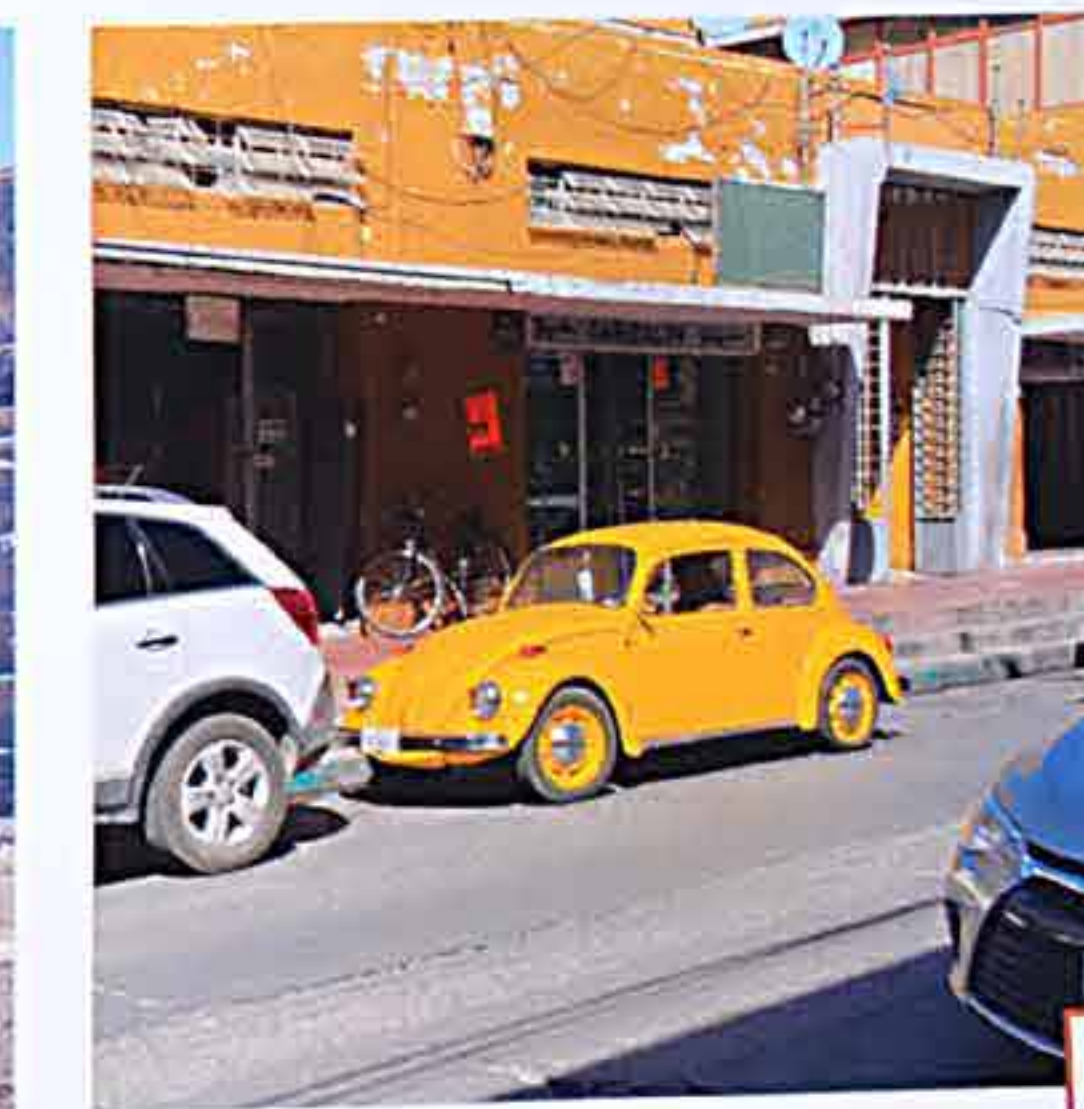
22-02: Piedra del Peñol, Guatapé

22-02: gondola lifts providing transportation to some of Medellín's denser neighborhoods.

22-02: favelas around Comuna 13, Medellín

22-03: Cerro de San Pedro mine, San Luis Potosí

22-03: bicho amarillo, San Luis Potosí



& ETCETERA

ALEXANDRIA BREWING COMPANY
FOURTH
ANNIVERSARY

22-02
Alexandria Brewing Company Fourth Anniversary

ALEXANDRIA BREWING COMPANY

FOURTH
ANNIVERSARY

RE-RELEASE OF OUR ORIGINAL 80A STOUT
SATURN ASCENDS
BOTTLED AS ★ ORIGINAL
★ BLACK FOREST CAKE, AND
★ RASPBERRY BIRTHDAY CAKE
FOLLOW US ON SOCIAL MEDIA AS WE ANNOUNCE MORE LIMITED BOTTLE RELEASES LEADING UP TO THE EVENT
& LIVE MUSIC
DREADED MONS
CHRIS FROM 1992
MIKE MOROSKI
JOHN BERTON & THE DREAM

MAY 21ST, 2022 | DOORS OPEN AT 11AM

platinum



PG

PLATINUM

22-02
Platinum Group

78

platinum



22

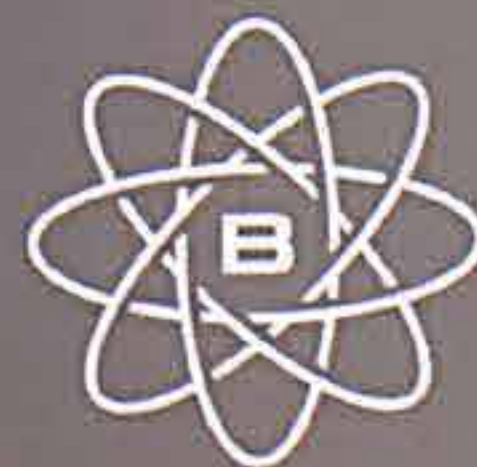


CLEP Current Logo



22-02
CLEP Redesign

ALES



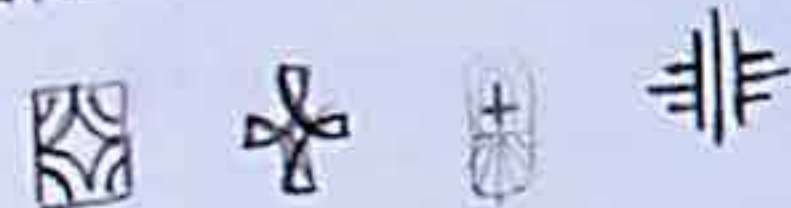
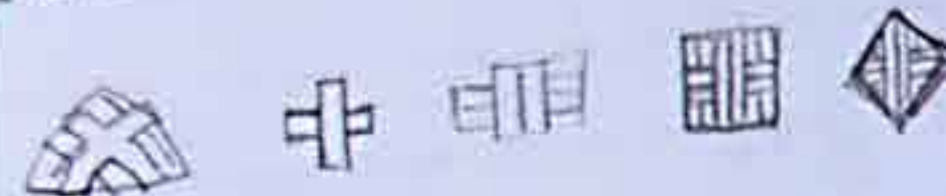
BLUE HALO | ALES

202



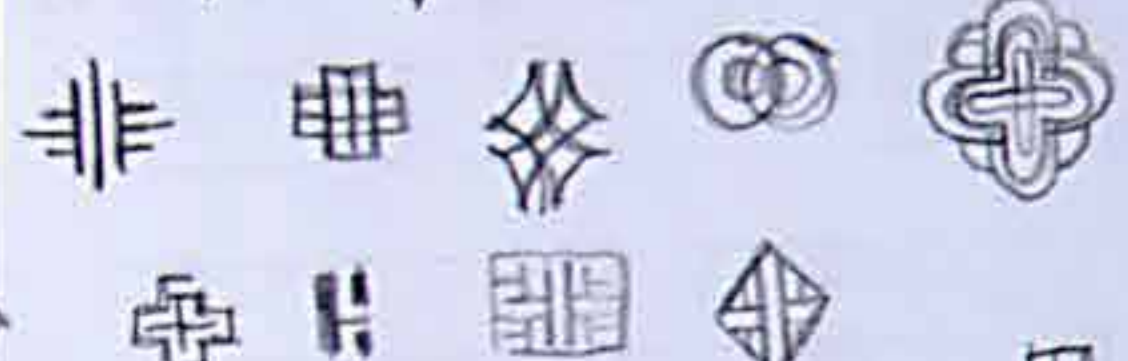
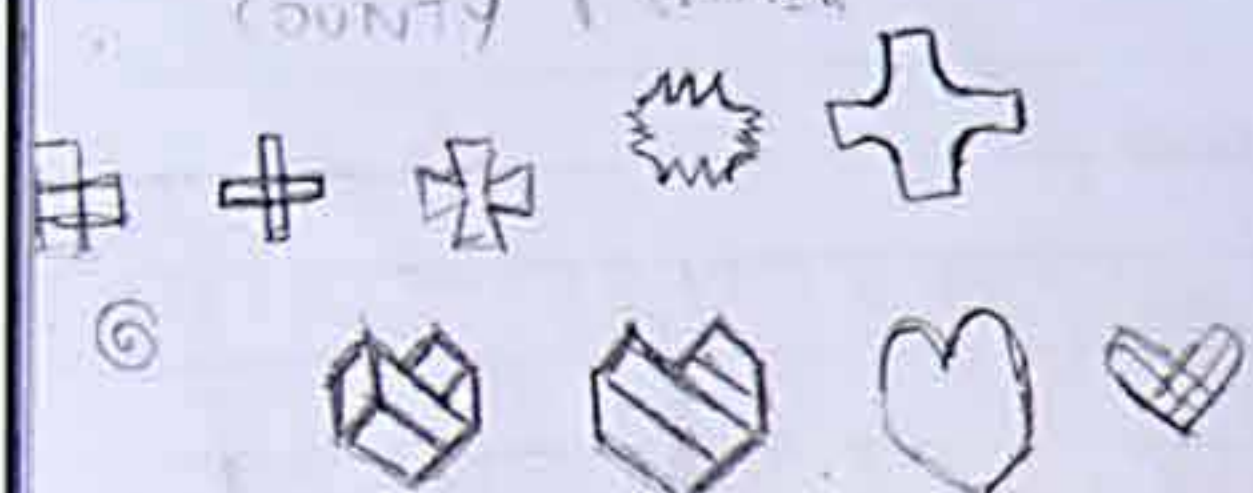
23

ELLSWORTH EW +



ELLSWORTH

ELLSWORTH

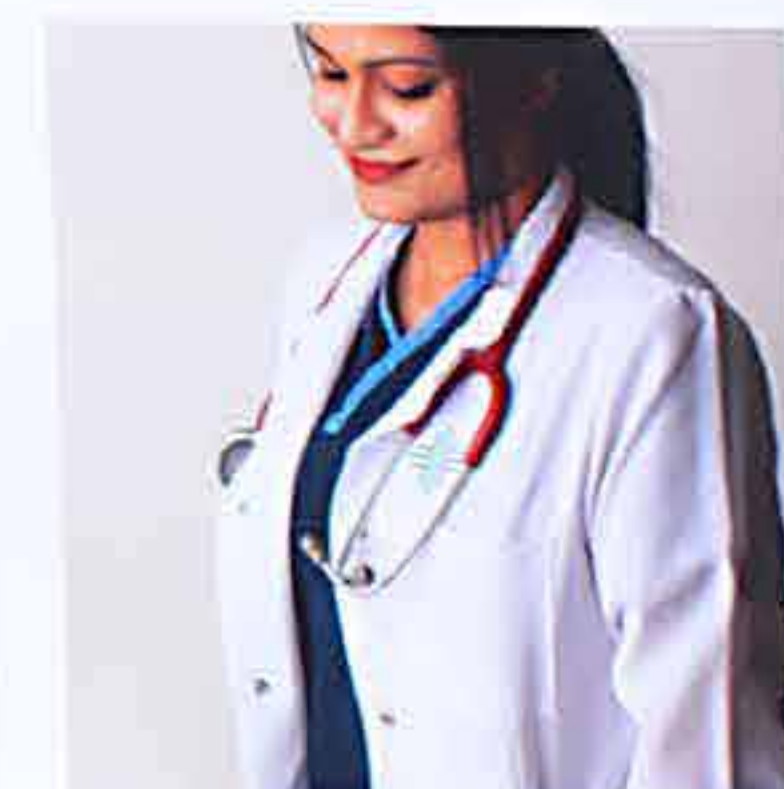
ELLSWORTH
COUNTY MEDICAL CENTER

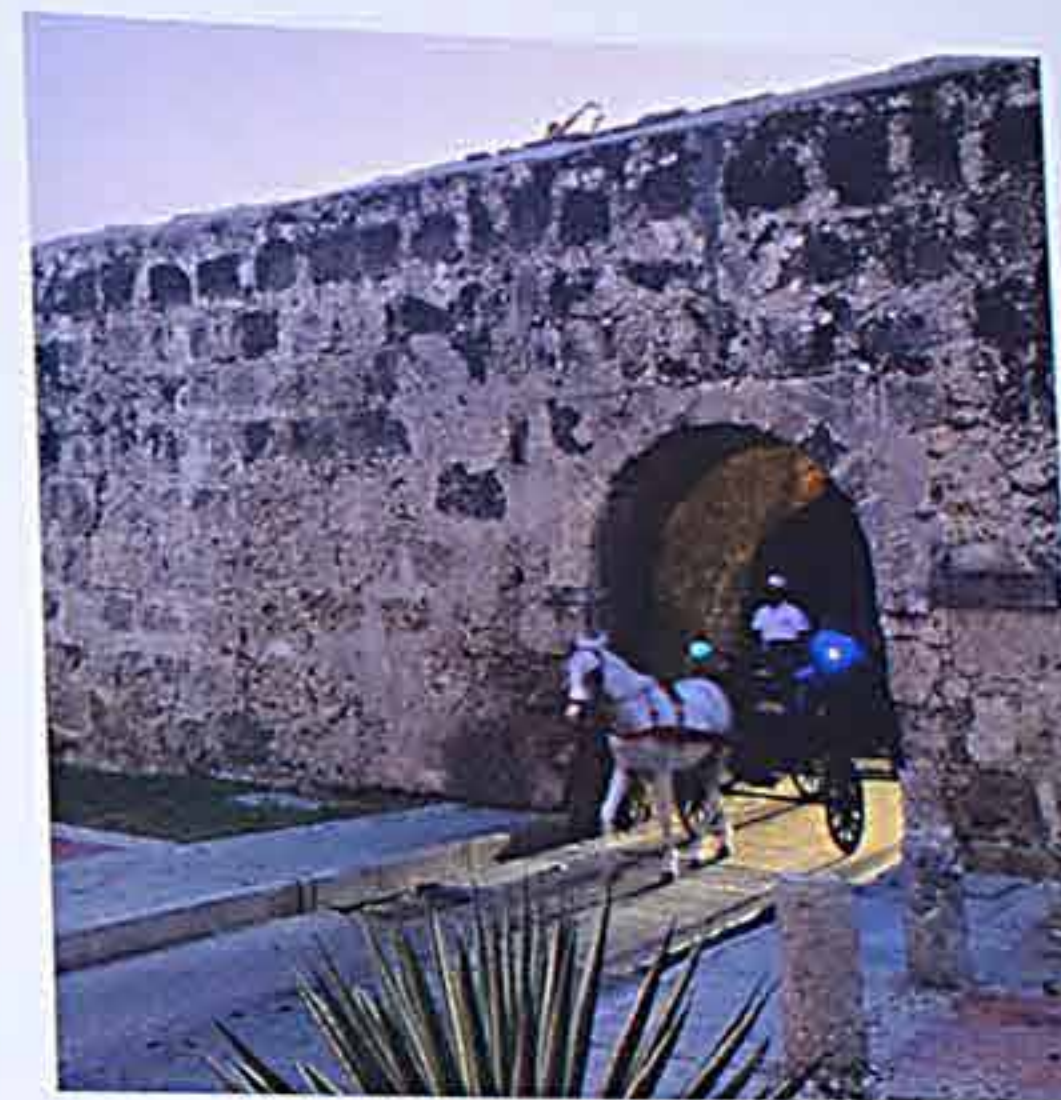
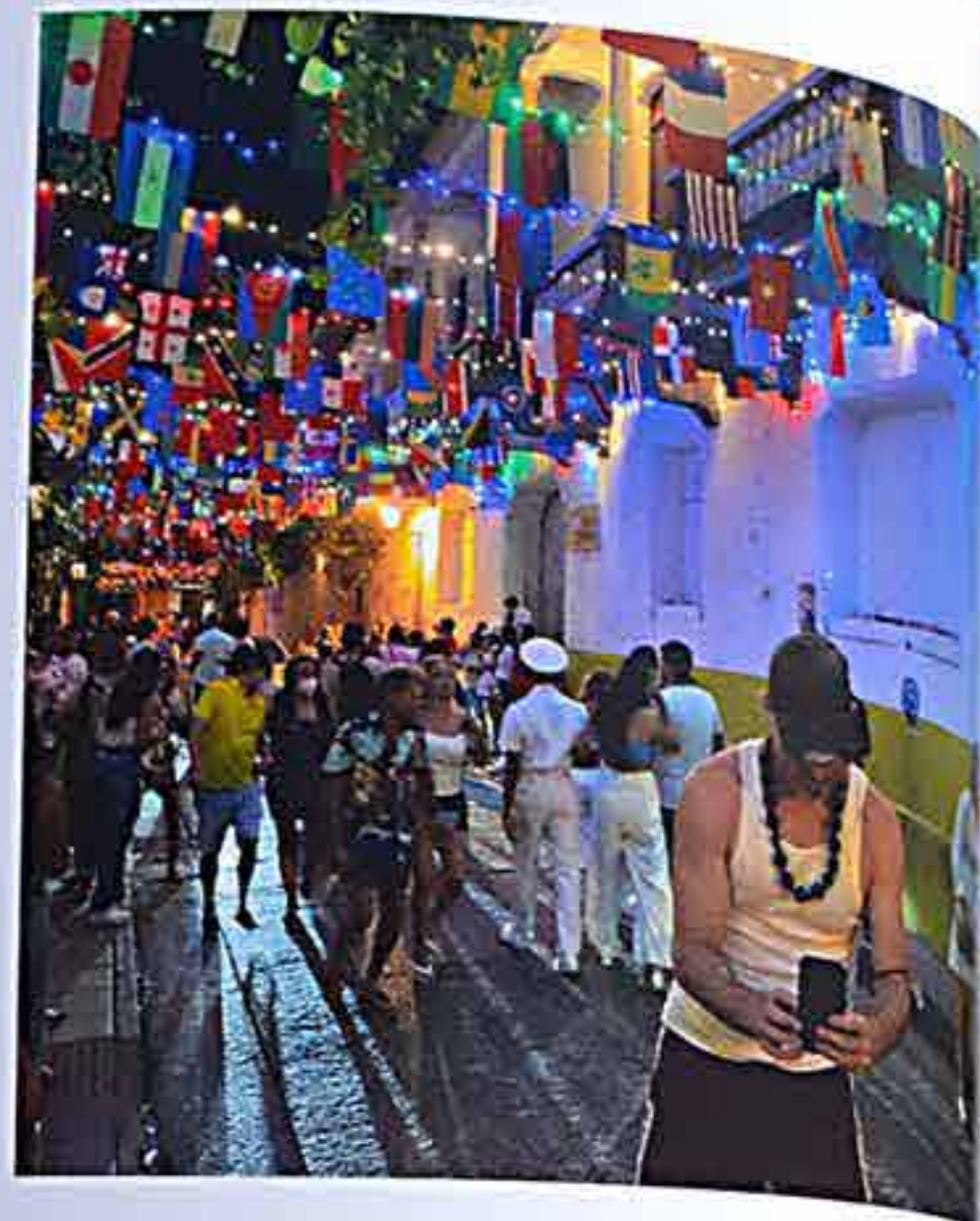
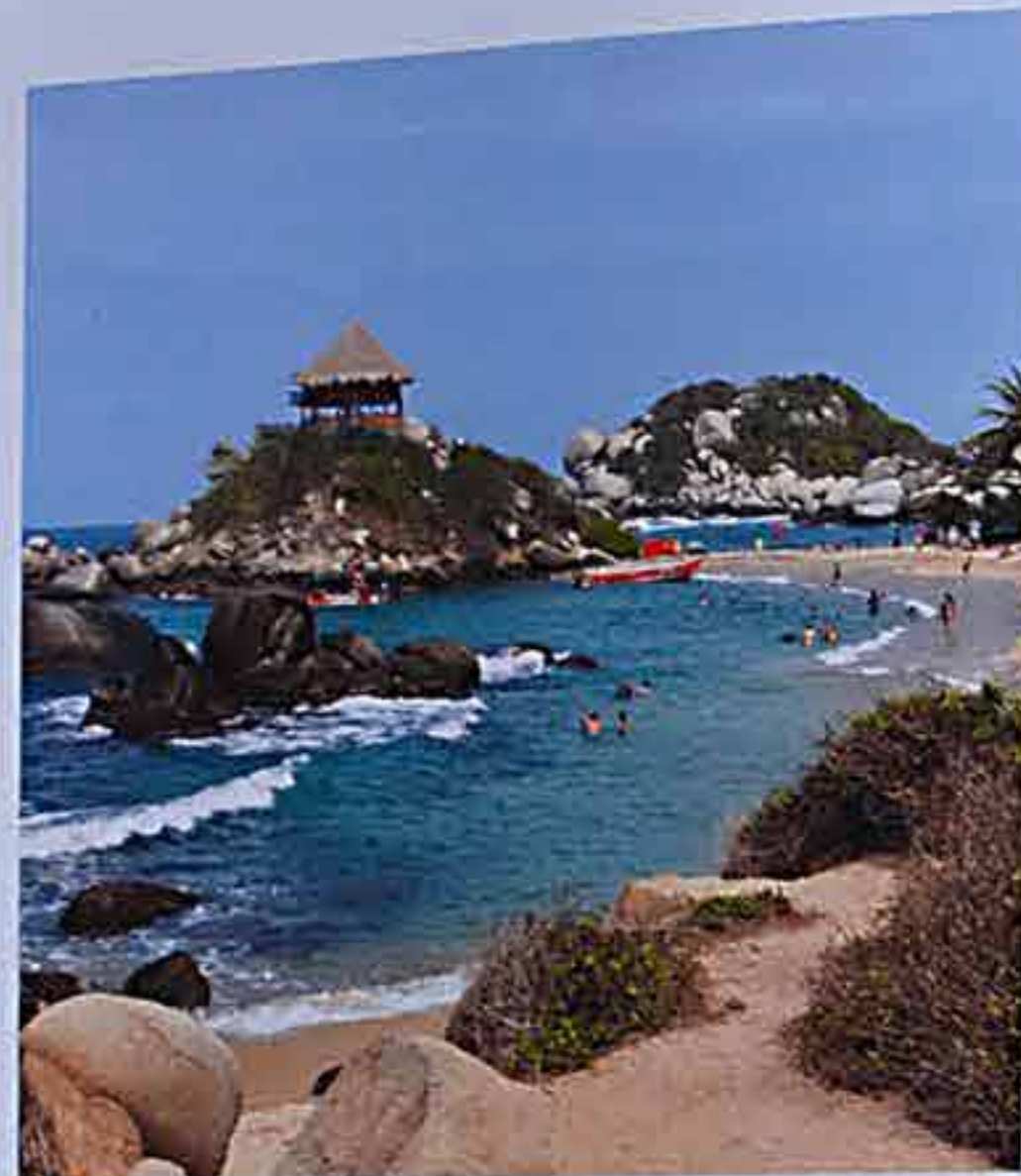
It was an honor to represent Ellsworth County Medical Center in a hefty logo redesign with Modernize My Site. Ellsworth is a critical access hospital in central Kansas, but don't let their rural location fool you - this clinic has equipment and professionals on par with the larger regional hospitals. This design features two key pieces of symbolism: 1) the universal medical cross, and 2) overlapping crop fields.

More on color: these green & blue highlights are battling for supremacy left to right with a neutral, mixed teal in the center. None of these colors individually are very vibrant, but together, they create a compelling combination.

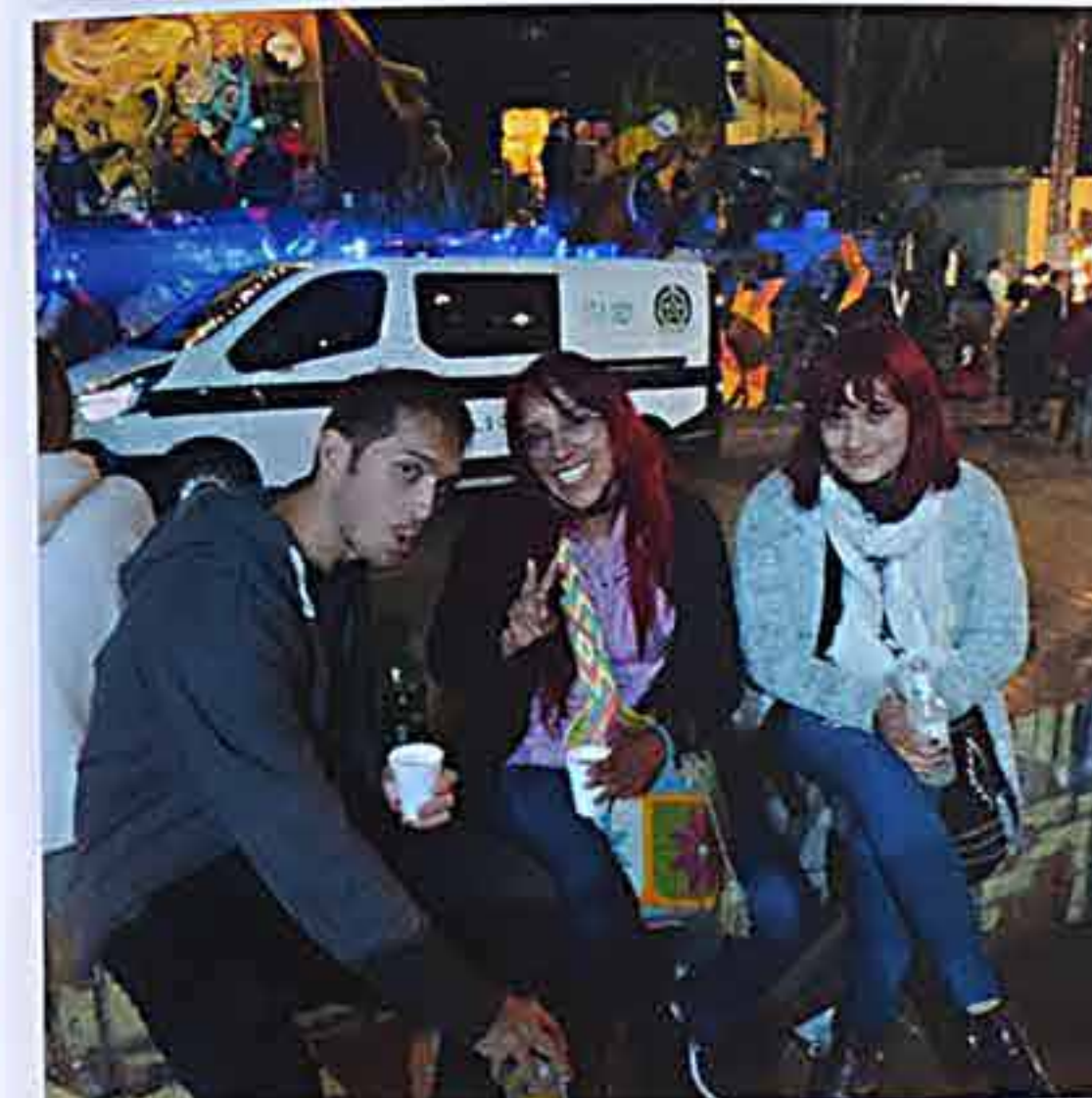
Ellsworth County
Medical Center

Chosen concept

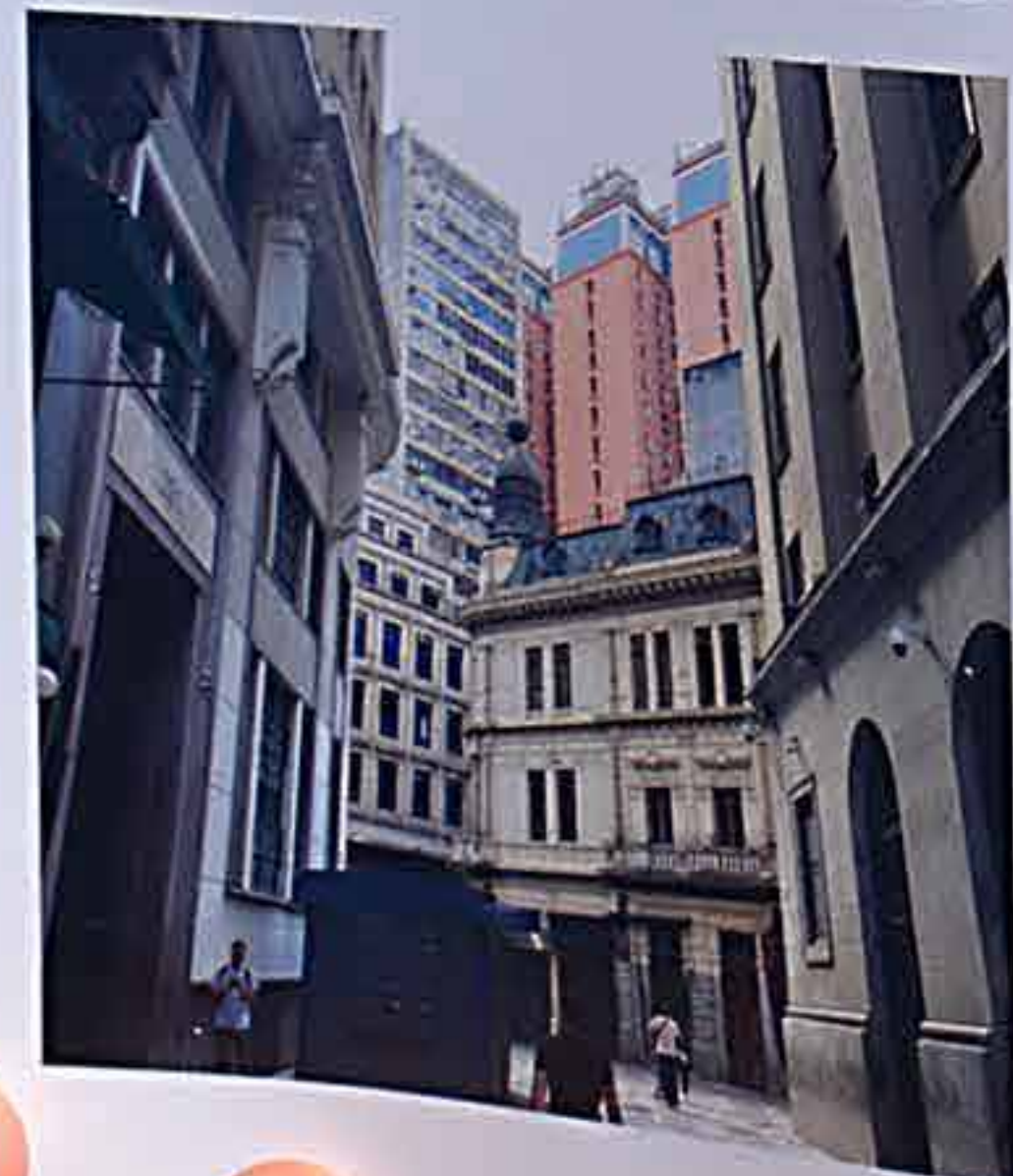
Ellsworth County
Medical CenterCutting edge Medical Tech,
right here in Ellsworth.Ellsworth County
Medical Center



22-04: Insanely hot work space, Santa Marta
 22-04: Iconic beach, Tayrona
 22-04: Robby from NY, Cartagena
 22-04: Colorful & historic Getsemani neighborhood, Cartagena
 22-04: Cartagena de Indias, Colombia's walled city with a ton of Caribbean history



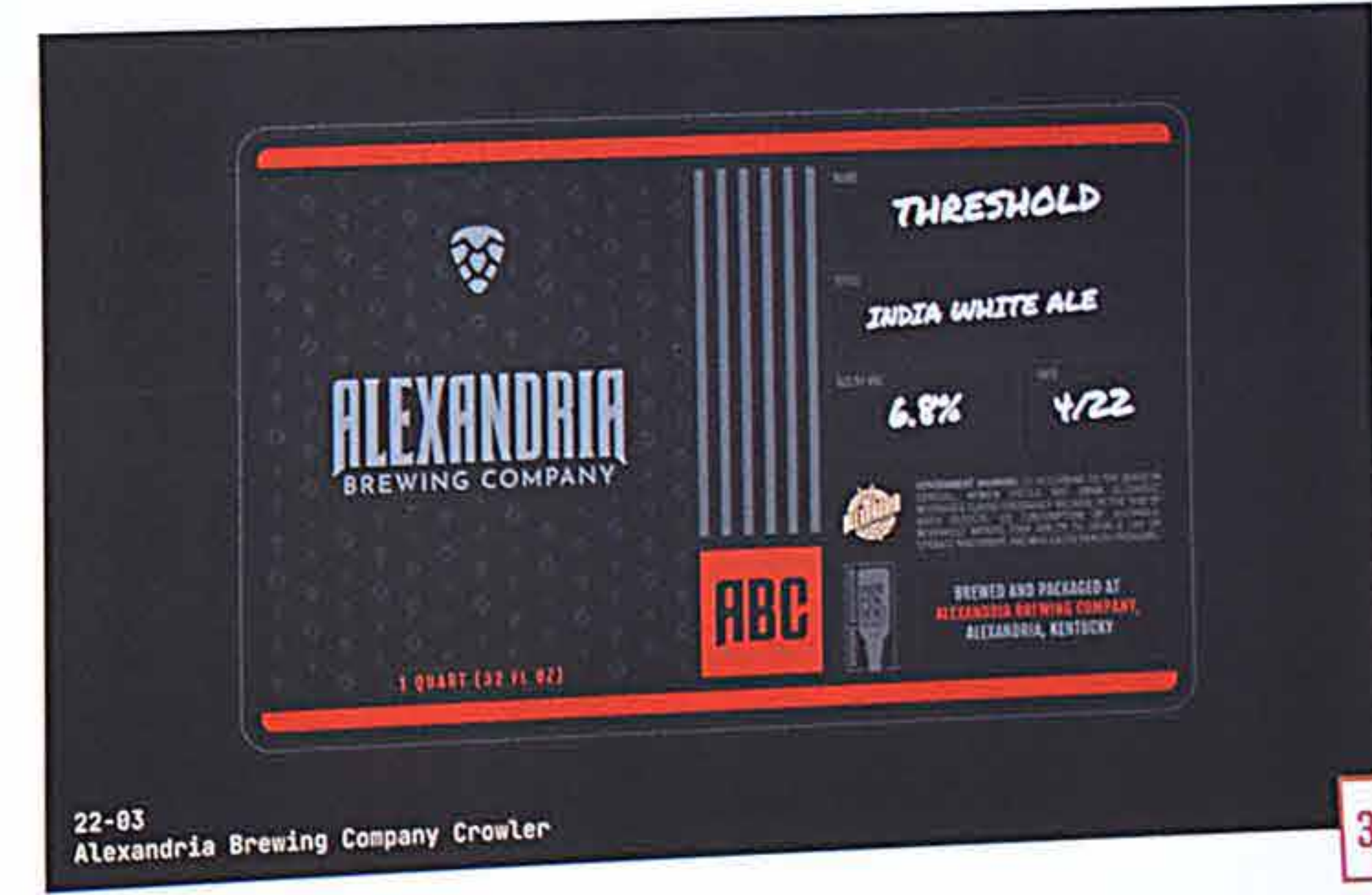
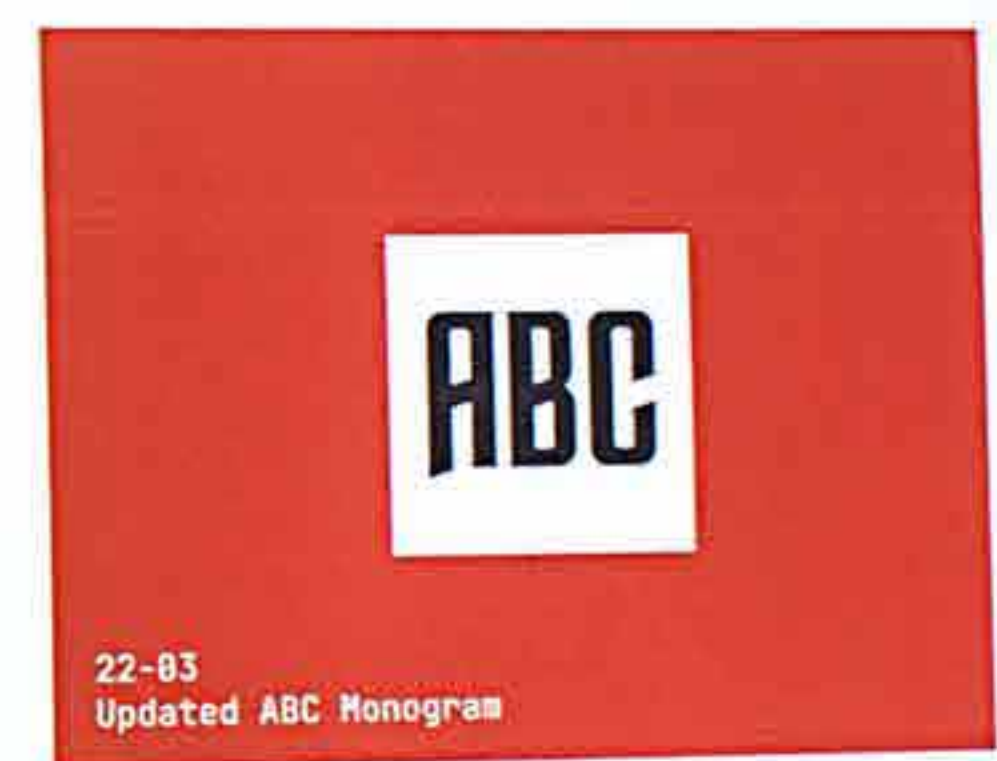
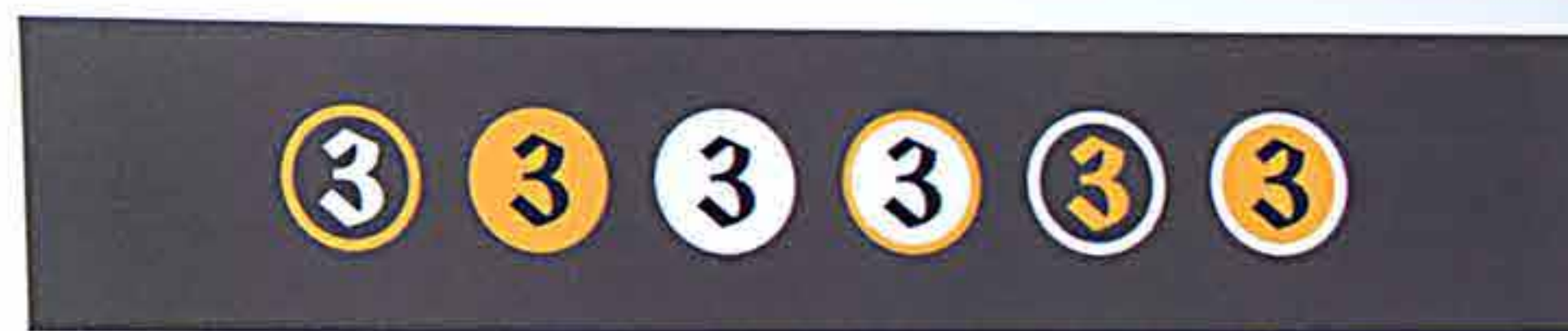
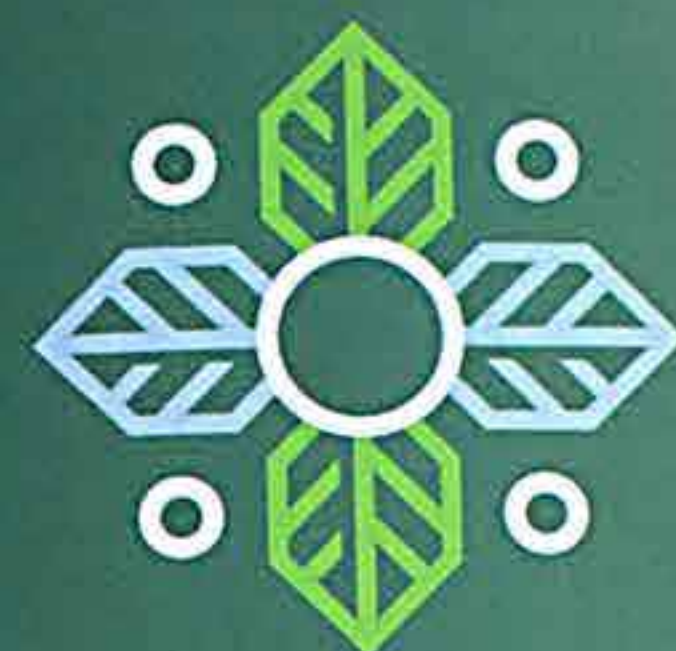
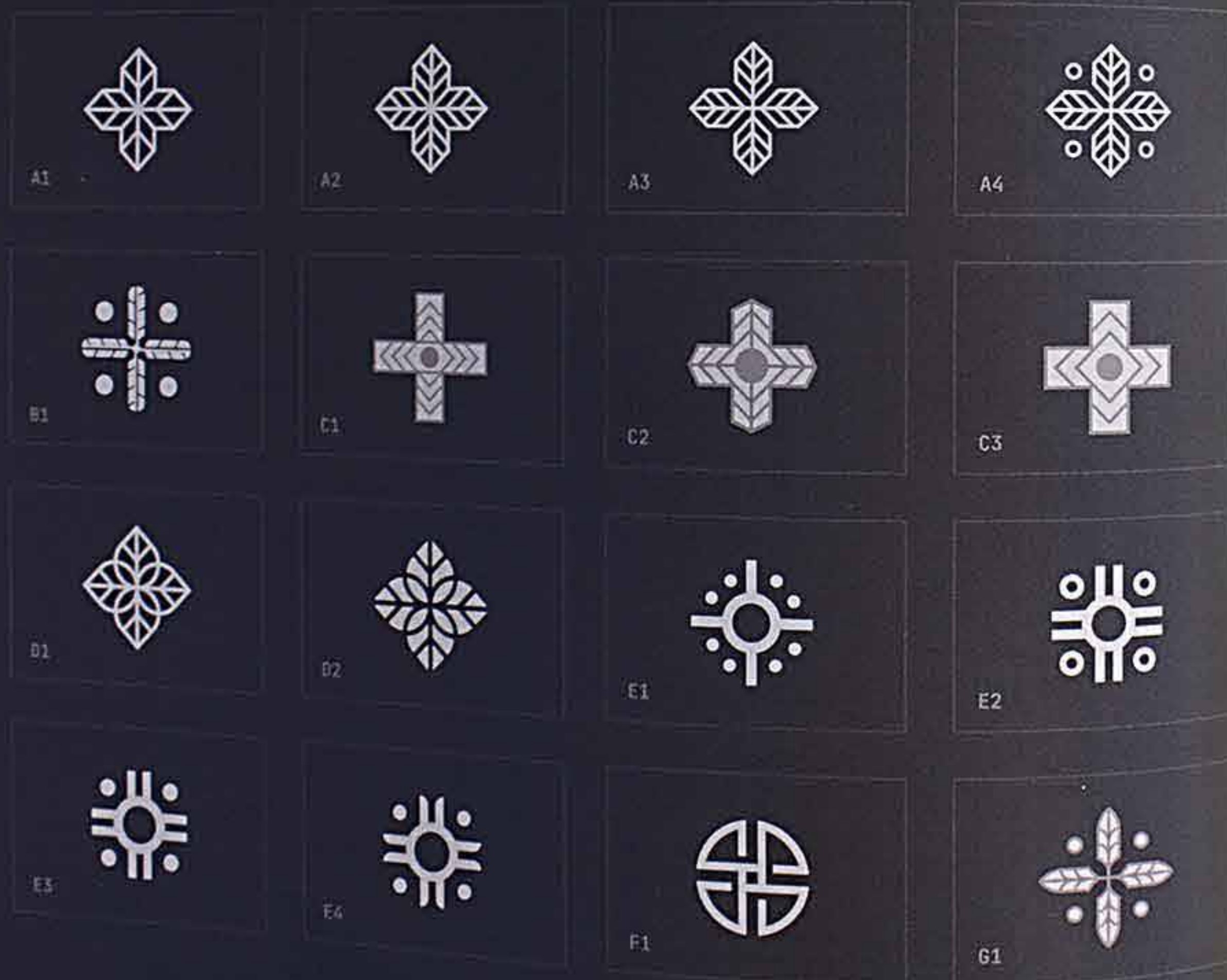
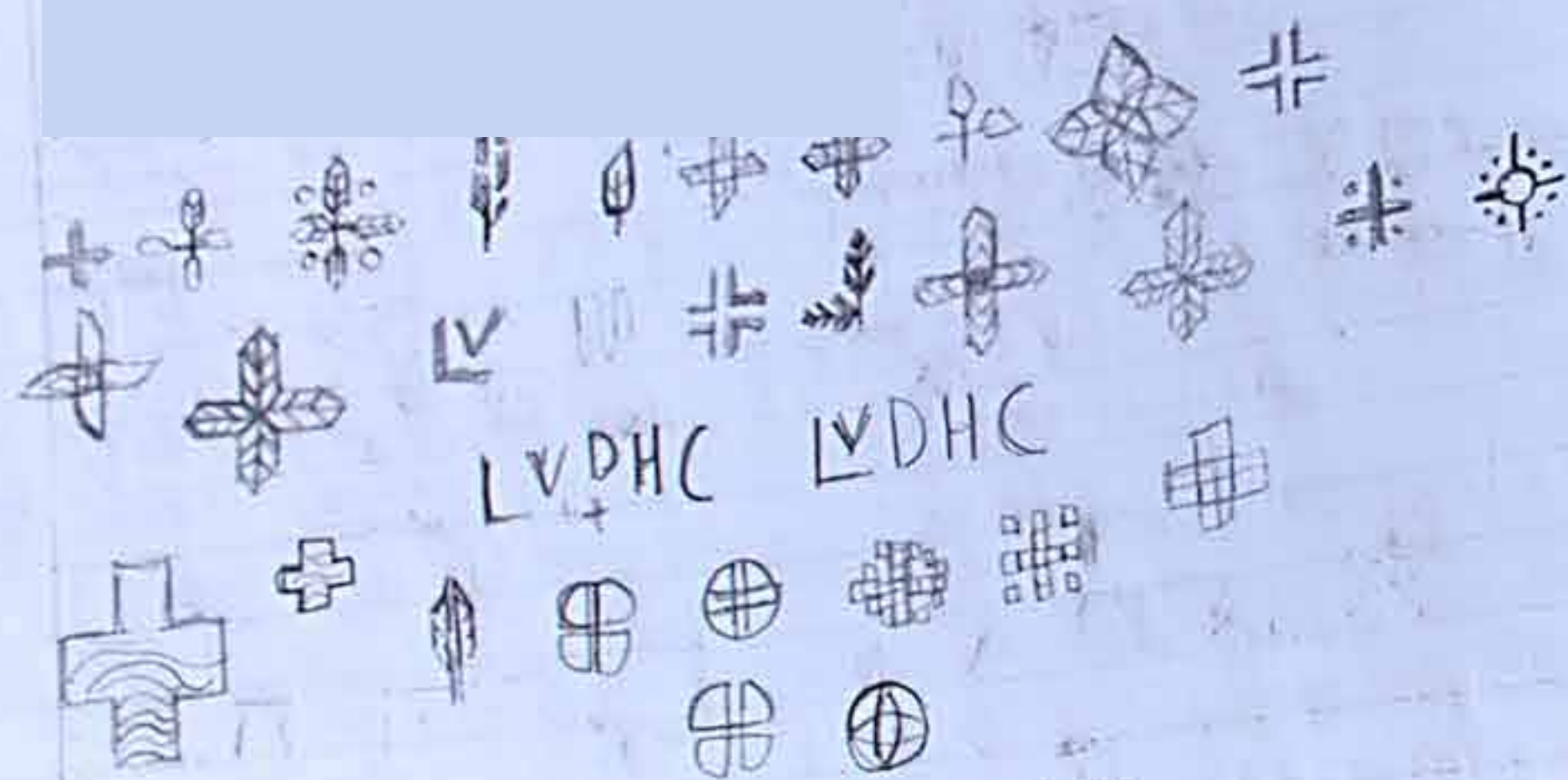
22-04: Catedral de Santa Catalina de Alejandria rising above Cartagena
 22-04: Blending in at Castillo de San Felipe de Barajas, Cartagena
 22-04: Bogotá, where the graffiti was abundant
 22-04: Plazoleta Chorro de Quevedo, Bogotá
 22-04: Catedral de Sal, former salt mine turned cathedral, Zipaquirá



22-04: the heart of Daniel's house, São Paulo
 22-04: Downtown, São Paulo
 22-04: Brazilian Carnival in São Paulo, rescheduled to April because of a COVID breakout in February, what a coincidence
 22-04: Basílica de Nossa Senhora do Carmo, right outside my window, São Paulo
 22-04: Carnival music, stomping, and chanting at the communist pizza party, São Paulo

Handwritten notes and sketches including 'WW', 'W', and various wavy line patterns.





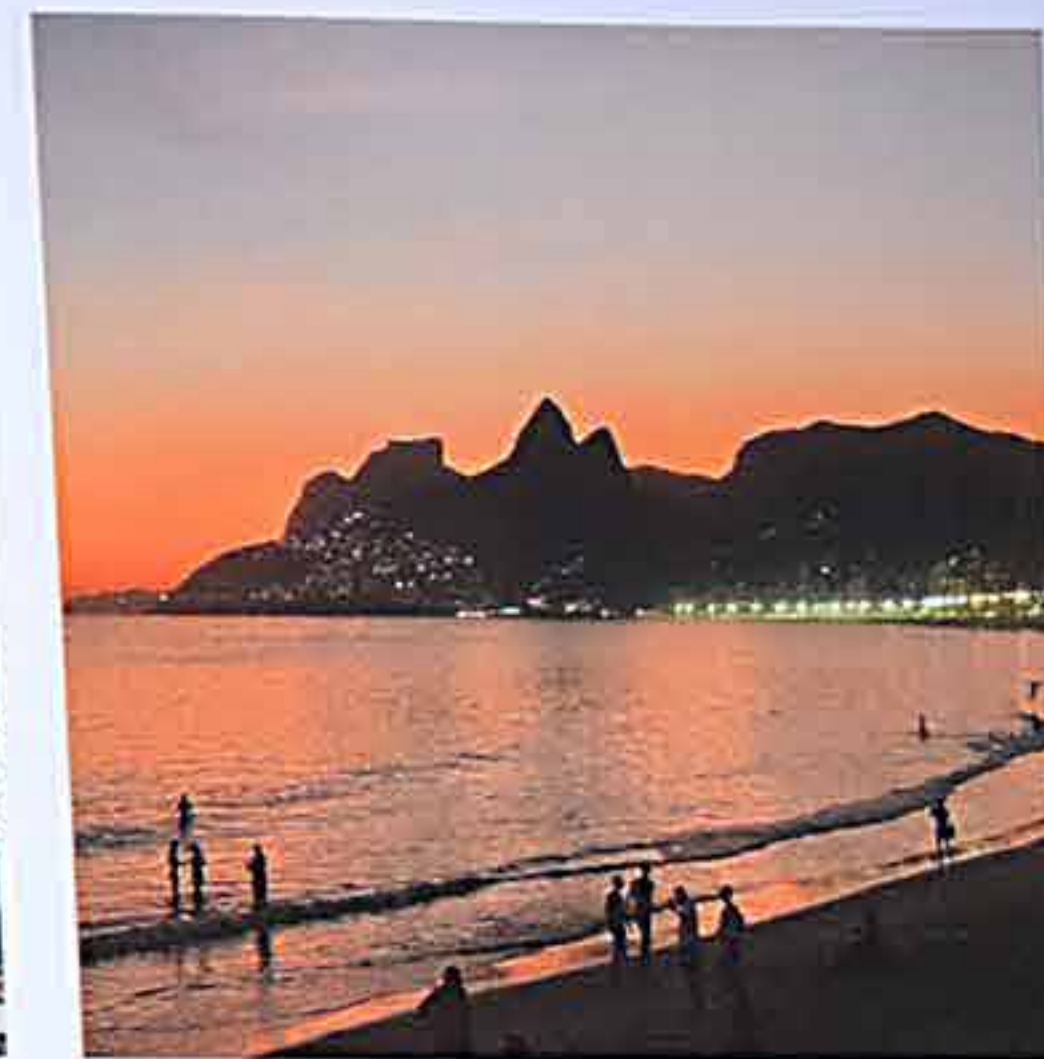
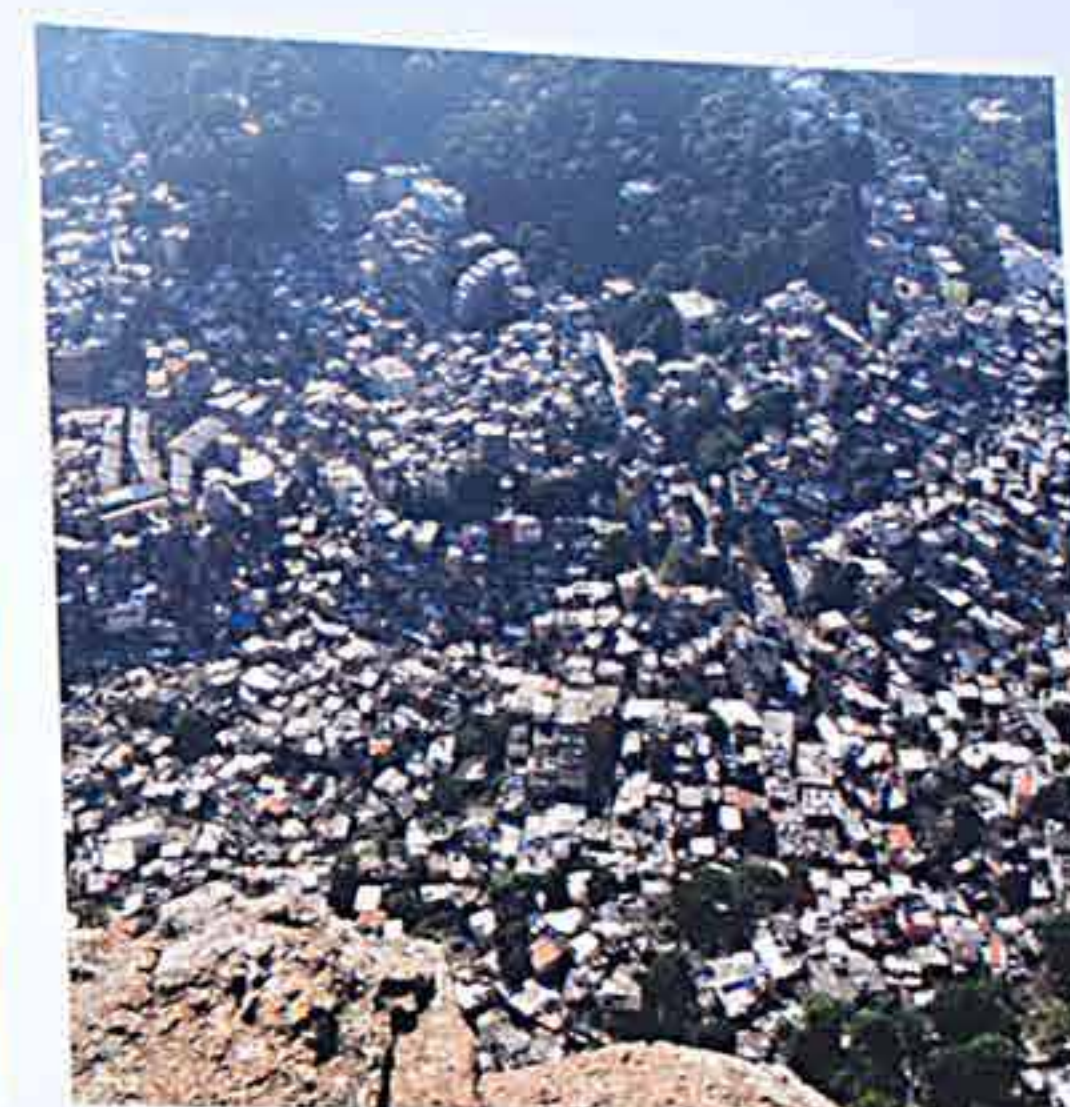
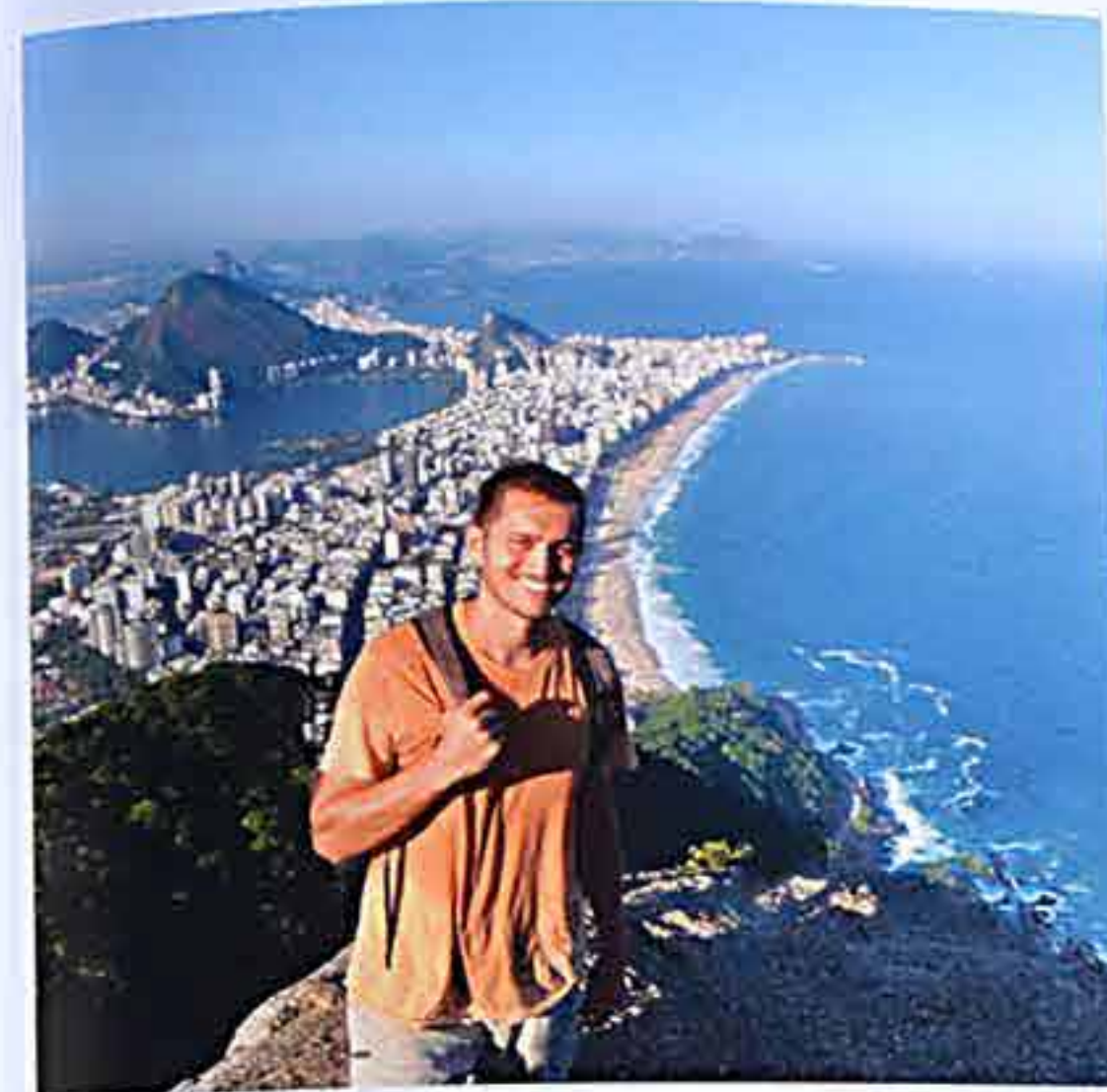
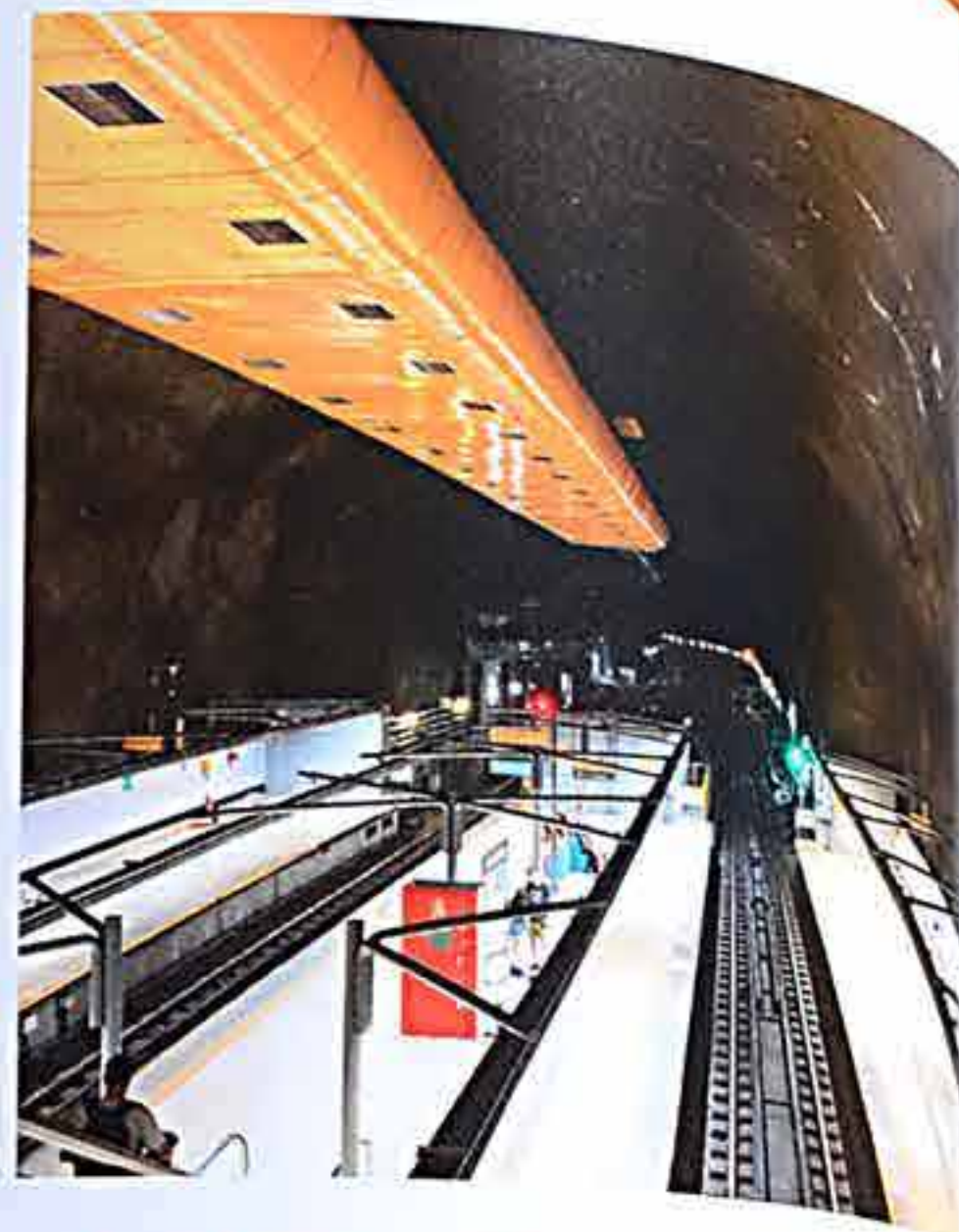
22-04: Vicky, a terror of a cat,
Rio de Janeiro

22-05: surprisingly nice subway under Ipanema
with the jazziest bossa nova elevator music

22-05: epic hike atop Morro Dois Irmãos,
Rio de Janeiro

22-05: Rocinha from above, the largest favela
in Brazil

22-05: iconic Ipanema at sunset



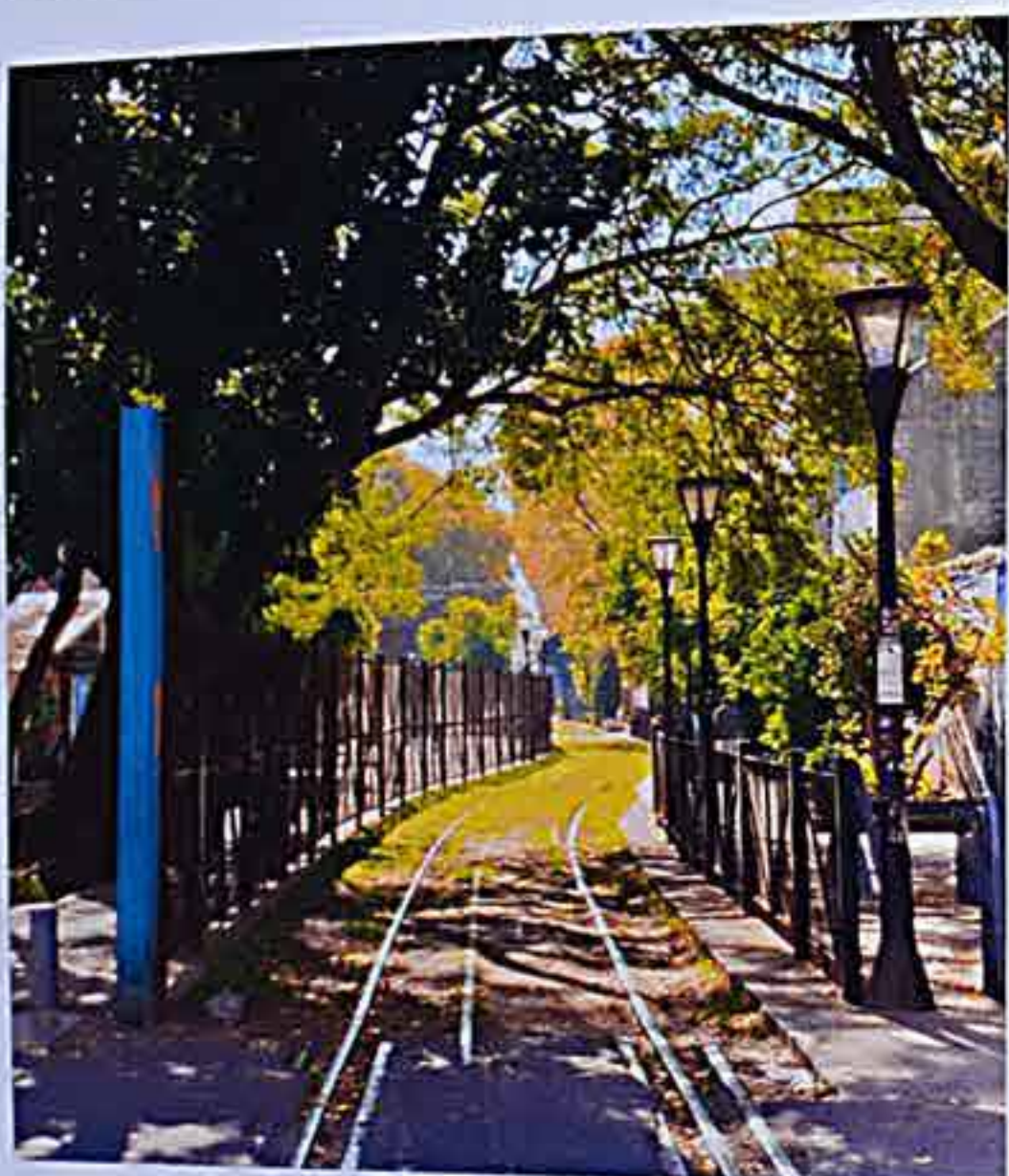
22-05: Fall time in May, La Boca,
Buenos Aires

22-05: Andres and the tastiest Choripán
you'll ever find, Buenos Aires

22-05: fancy Buenos Aires architecture, like
Europe in the Americas

22-05: living and working like a hipster
in San Telmo, Buenos Aires

22-05: Franco, Ainoa, and I in front of
Buenos Aires's Obelisco



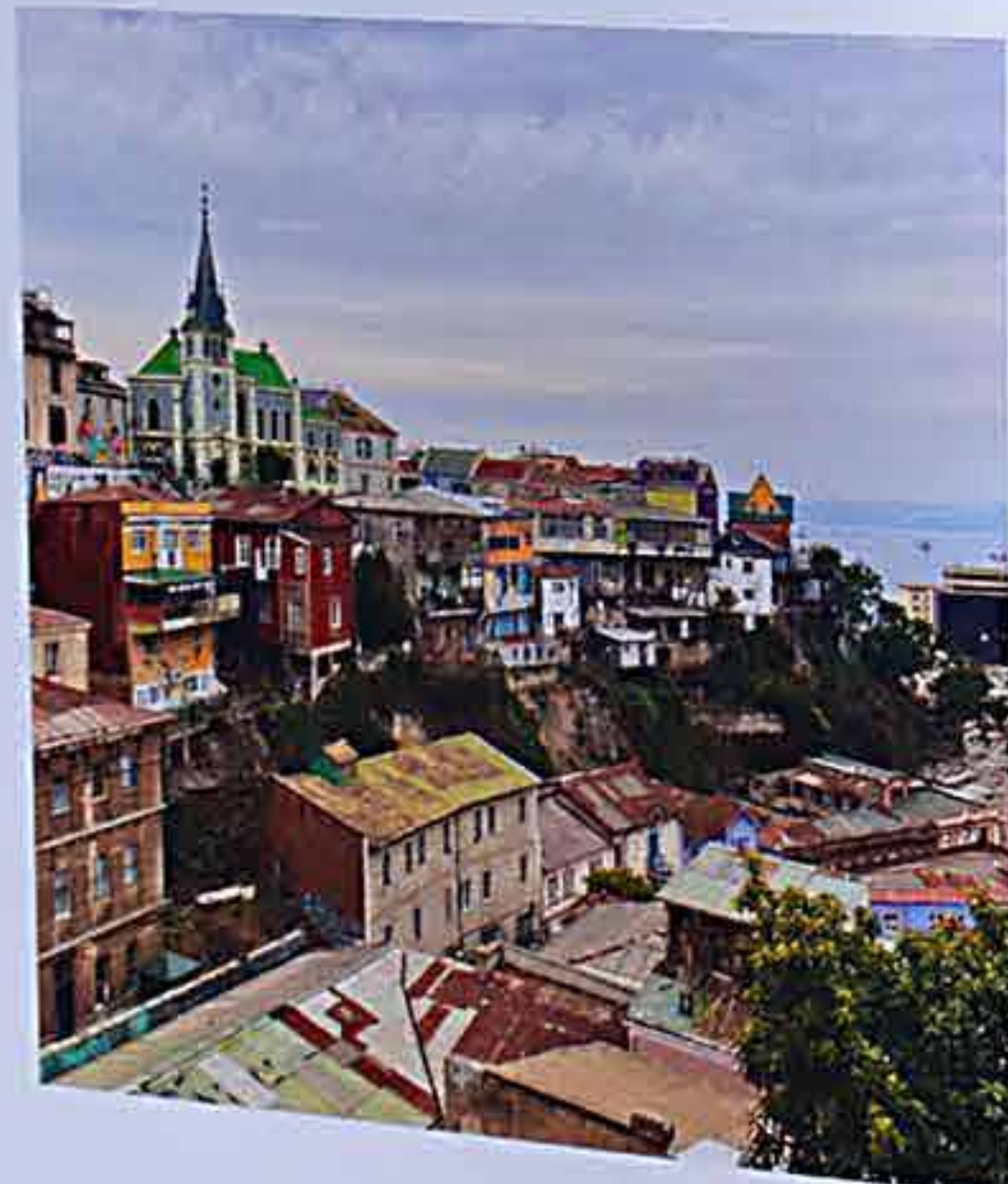
22-05: stunning views around Cerro Alegre
above the port of Valparaíso

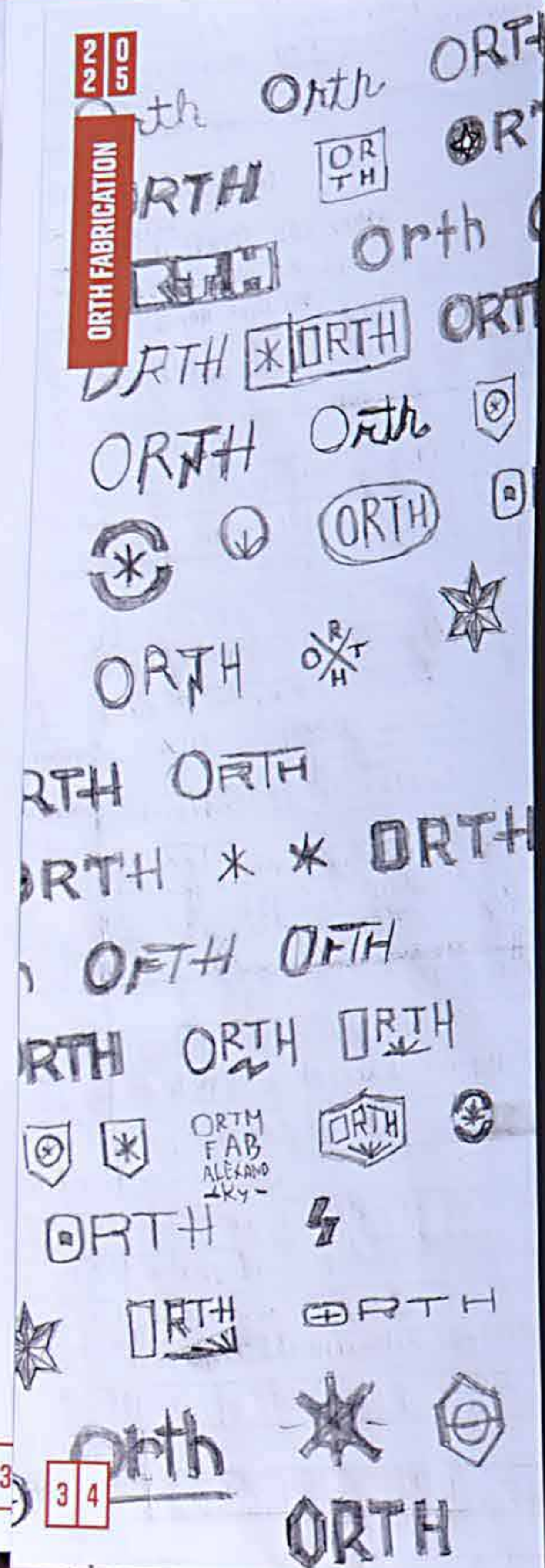
22-05: just one of many cool looking doors in
Valparaíso

22-05: iconic corrugated metal facades in
Cerro Alegre, Valparaíso

22-05: me, cold and homeless-looking,
Valparaíso

22-05: red roofs from above Cerro Polanco,
Valparaíso





*ORTH

B1

ORTH

B1

*Orth

F1

ORTH

B1

ORTH

J1

*ORTH

C1

*ORTH

E1

ORTH
FABRICATION

G1

*ORTH

XX

*ORTH

J2

Orth Fabrication is that all-american welding shop out of Alexandria, Kentucky. This client was a huge fan of vintage designs that look cool on a t-shirt. So, we had a lot of fun and generated way more plausible concepts than was necessary. Really, any one of these initial ideas could have worked. In the end, we went with a rounded throwback style, something that translated well into a variety of alternate marks.

*ORTH
FABRICATION

Concept 1

*ORTH
FABRICATION

Concept 2

ORTH
FABRICATION

Concept 3



*ORTH

Chosen concept



ORTH
FABRICATION



V01



V02



V07



V10



V03



V04



V08



V11



V05



V06



V09



V12

205

READY FORCE LOGISTICS

RF RF RF RF
RF RF RF RF
RF RF RF RF

RF

RF

RF

RF

RF



READY
FORCE

RF

38

US LEATHER CLEANING

205



US LEATHER
CLEANING

Concept 1

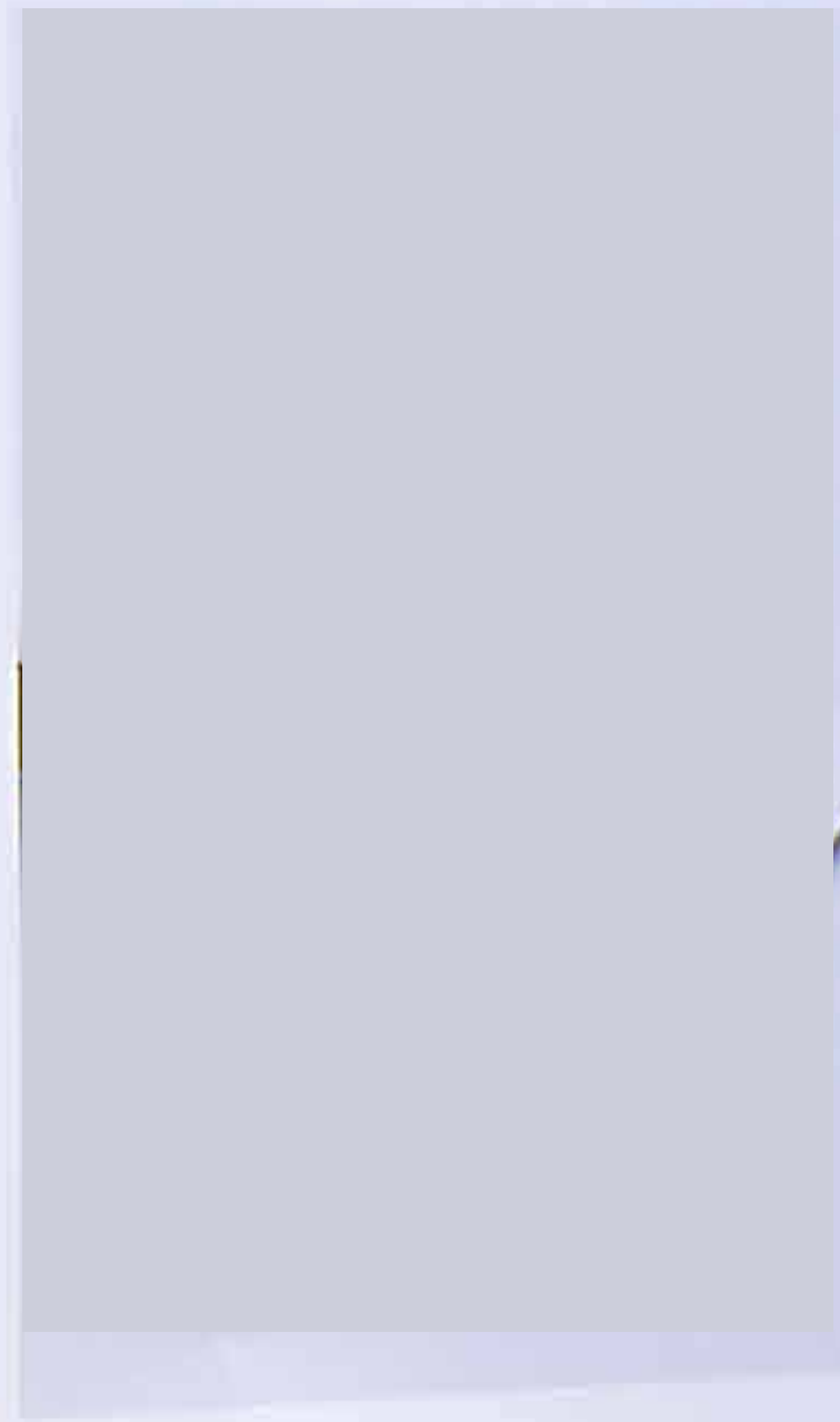
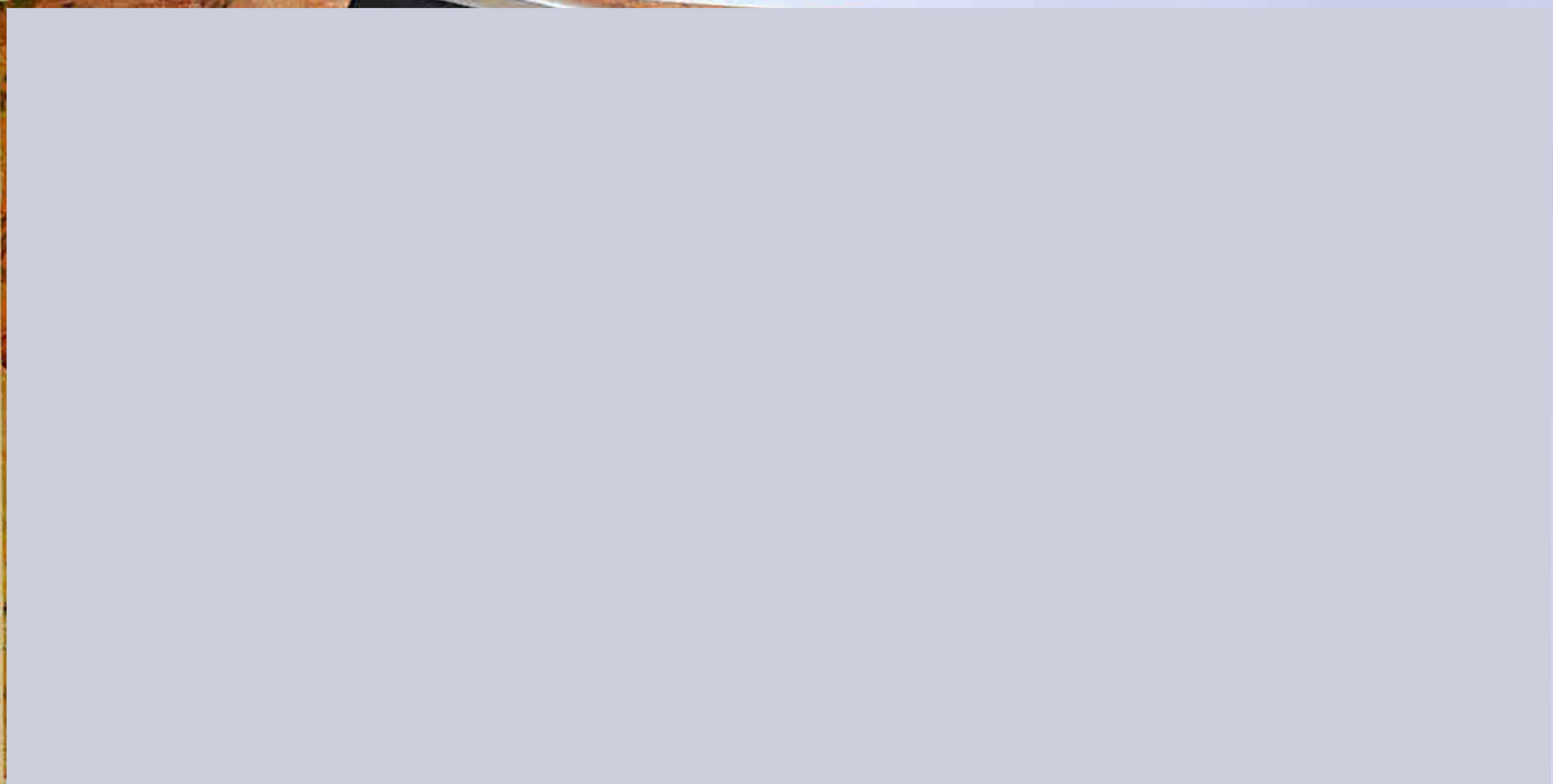
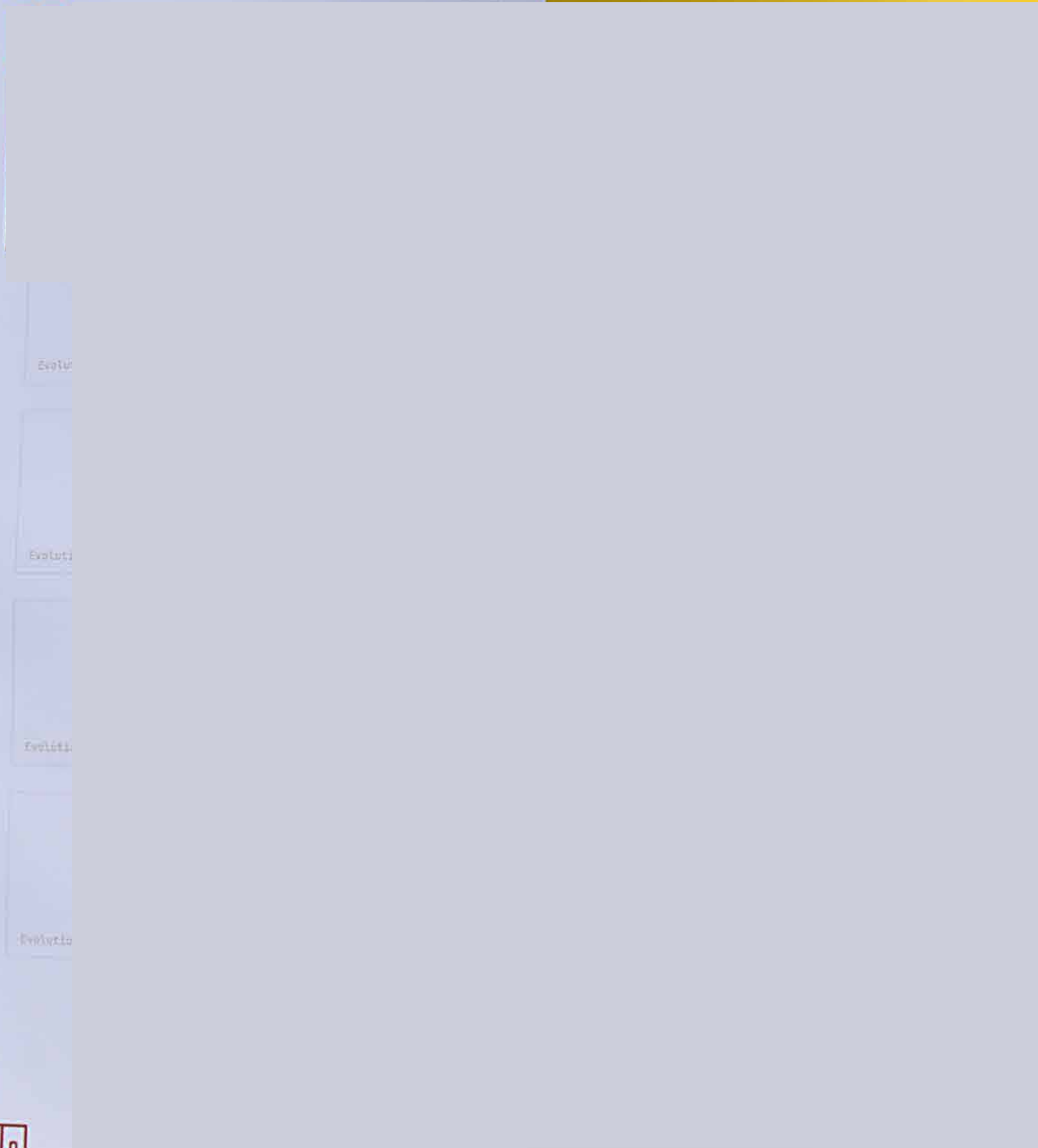
U.S. LEATHER
CLEANING

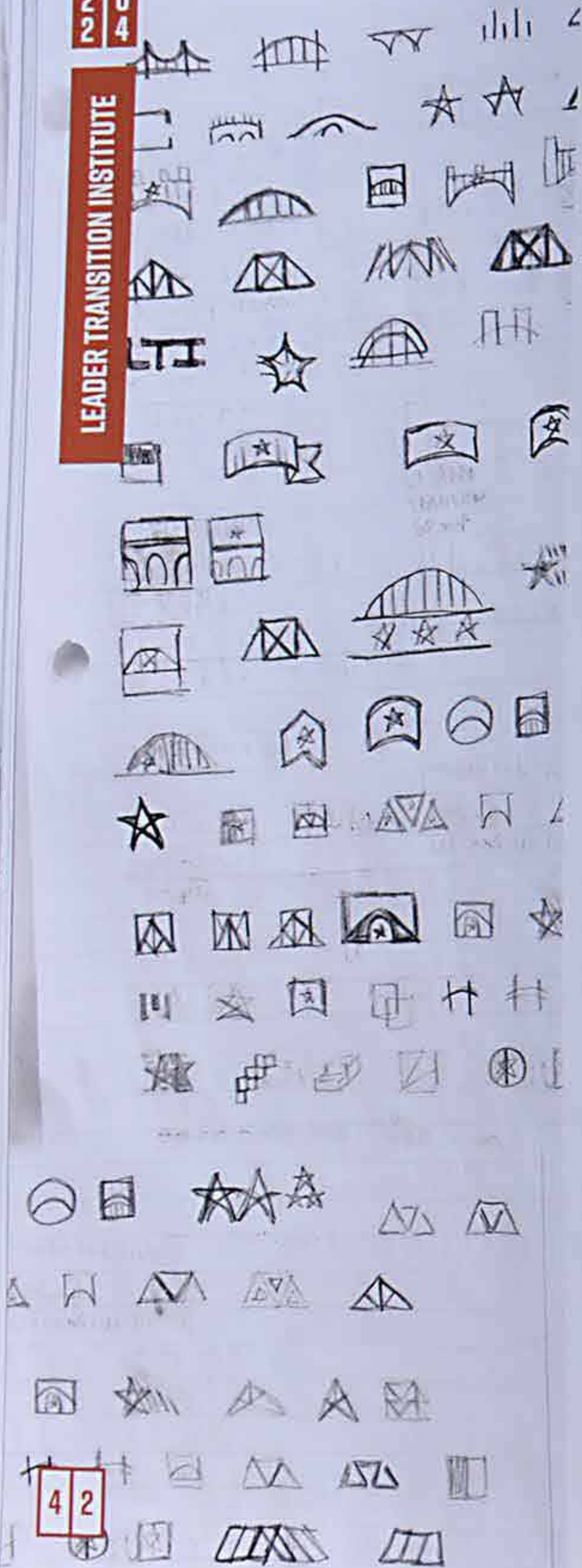
Concept 2



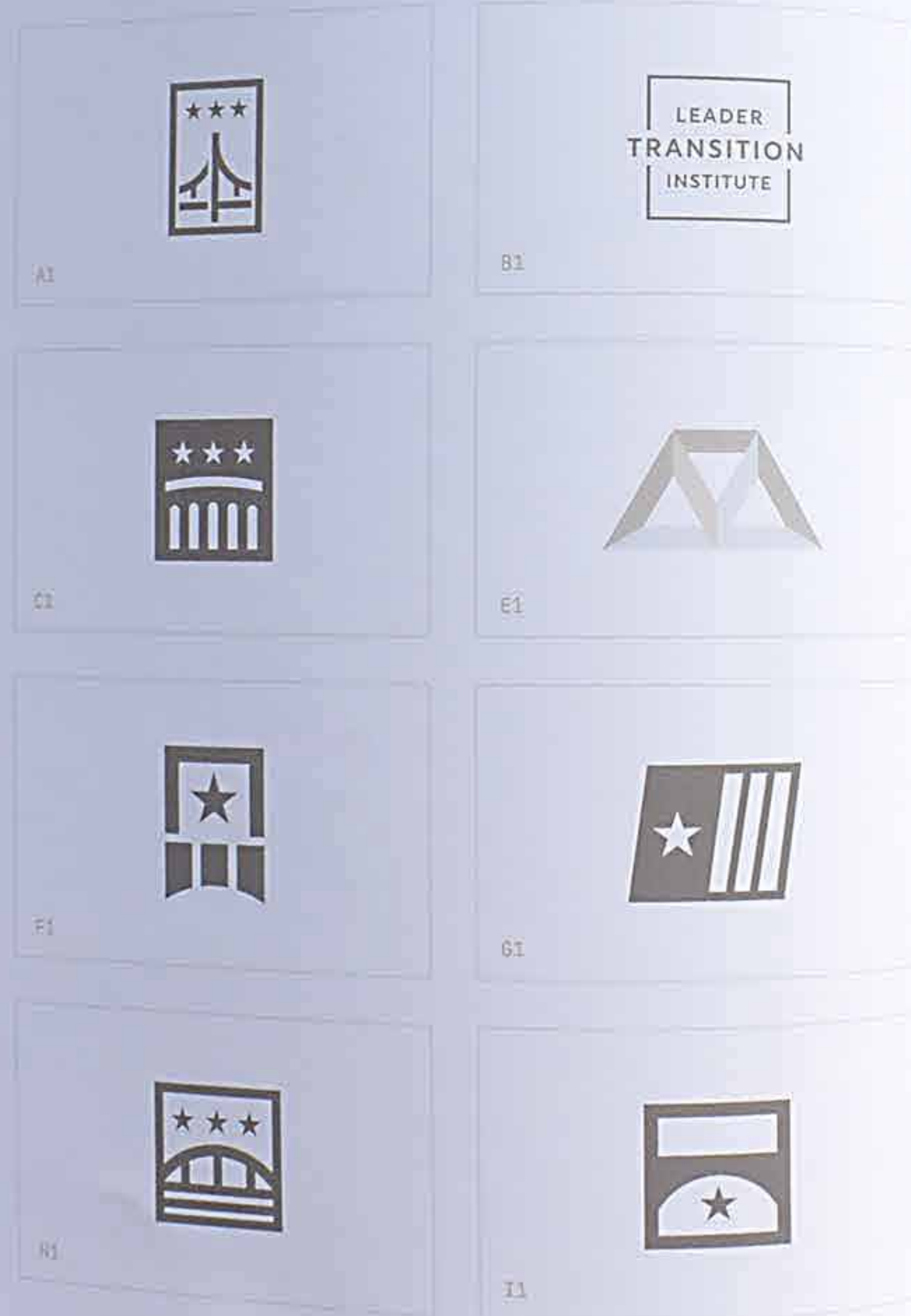
39

12+110





I was thrilled to join Annie Brock & her team at LTI, a non-profit helping Veterans, first responders, and their spouses 'bridge' the gap between service and civilian life. These folks were completely fired up for this project. First hand, I saw their compassion for the Veterans. Really, they lay everything down to support, often filling large gaps left by the military's standard transition programs. And ultimately, the passion shows in the work we created together. This was a big one!

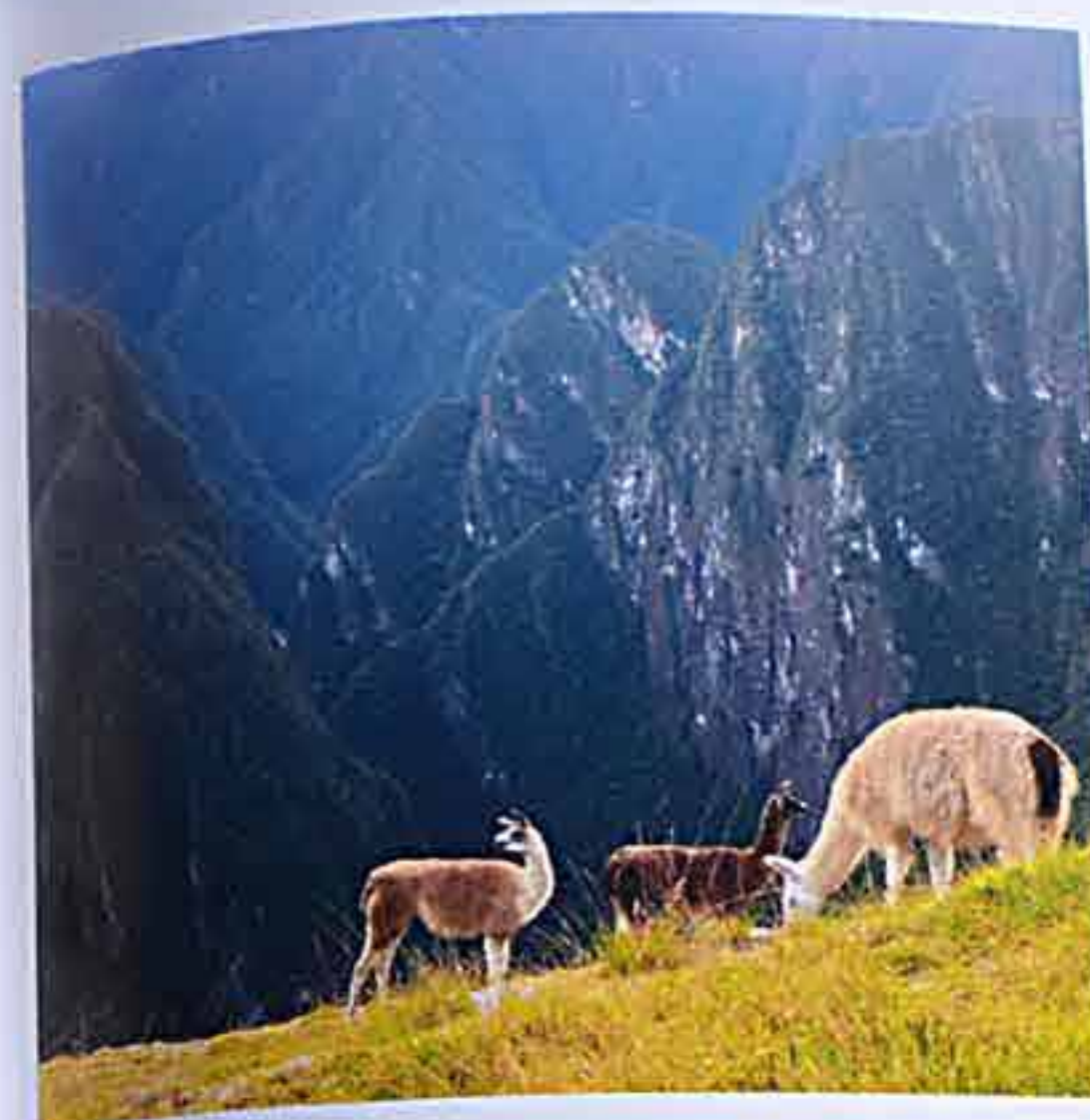


Chosen concept



LEADER TRANSITION INSTITUTE





22-86: Jake, the friendly peruvian dog allergic to chicken, Lima

22-86: view from above Ollantaytambo

22-86: german shepherds are the same everywhere, Ollantaytambo

22-86: llamas chilling atop Machu Picchu

22-86: local dog population with mostly mohawks, Aguas Calientes/Machu Picchu

22-86: some tall mountain in the Andes, Peru

22-86: Cusco, home of the Incas and brutal elevation (11,158ft)

22-86: me after eating a couple handfuls of coca leaves, Montaña de Siete Colores (17,188ft)

22-86: street violence, Cusco

22-86: Anita kidnapping an island kid at the man-made Uros islands on Lake Titicaca near Puno

22-86: sand dunes above the Huacachina oasis in Ica

22-86: Sasha, Anita, and I atop the Ica dunes after our guide ran out of gas

22-86: some rando at the famous Kennedy Cat Park in Miraflores, Lima

22-87: jetty & restaurant next to Playa Makaha as seen from the Miraflores bluffs, Lima

22-87: me, learning to surf & completely smoked from paddling

TROVE LIFE TRAVEL POSTERS



22-03



22-04



22-05



22-06

Off and on (for nearly three years!) I've been developing travel posters for a children's book illustrator, Trove Life. These folks really understand the rich experiences that come with travel, and we were a perfect match. Plus, I got paid for illustrating travel posters, the exact medium that got me started as a graphic designer. How cool.

TEXTURE PRACTICE

206



I call this guy 'Cactus Face', and together, we worked on a texture technique using scatter brushes. It's a terrific way to control your texture with a lot of customization; however, it's much more time and CPU intensive than alternate methods.



Surf Peru uses a traditional grain approach and turned out to be a real ace of a design. You might not think it, but Peru has a rich surf culture. It's even referenced in The Beach Boys' 'Surfing Safari'.

207

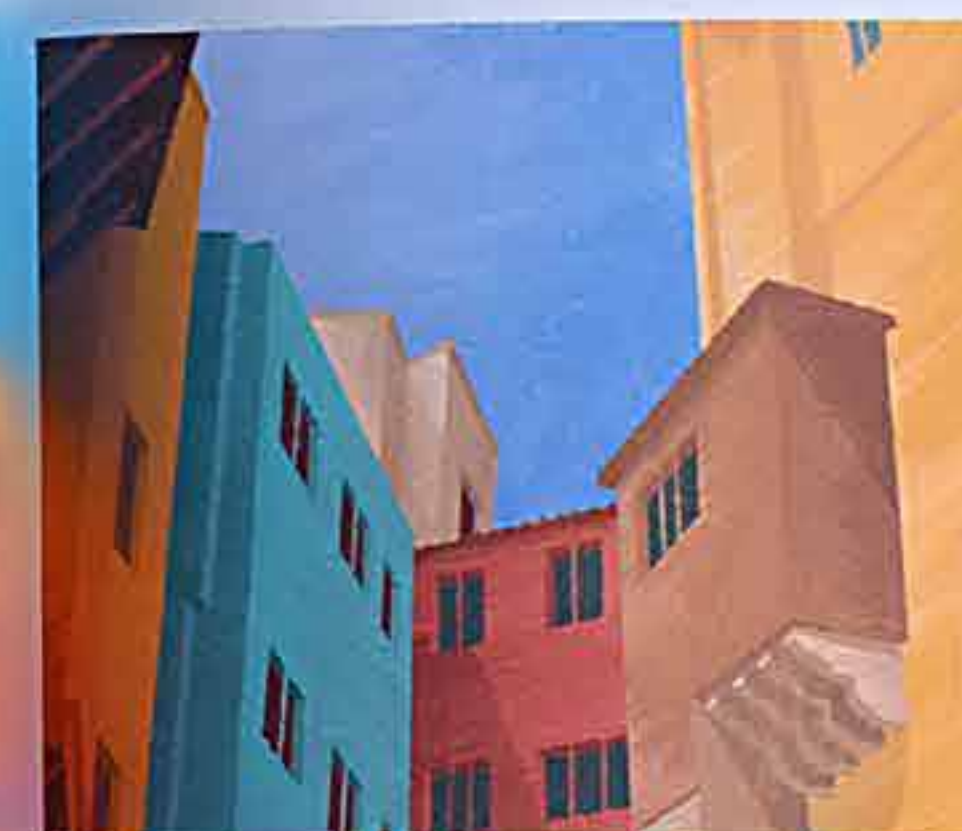
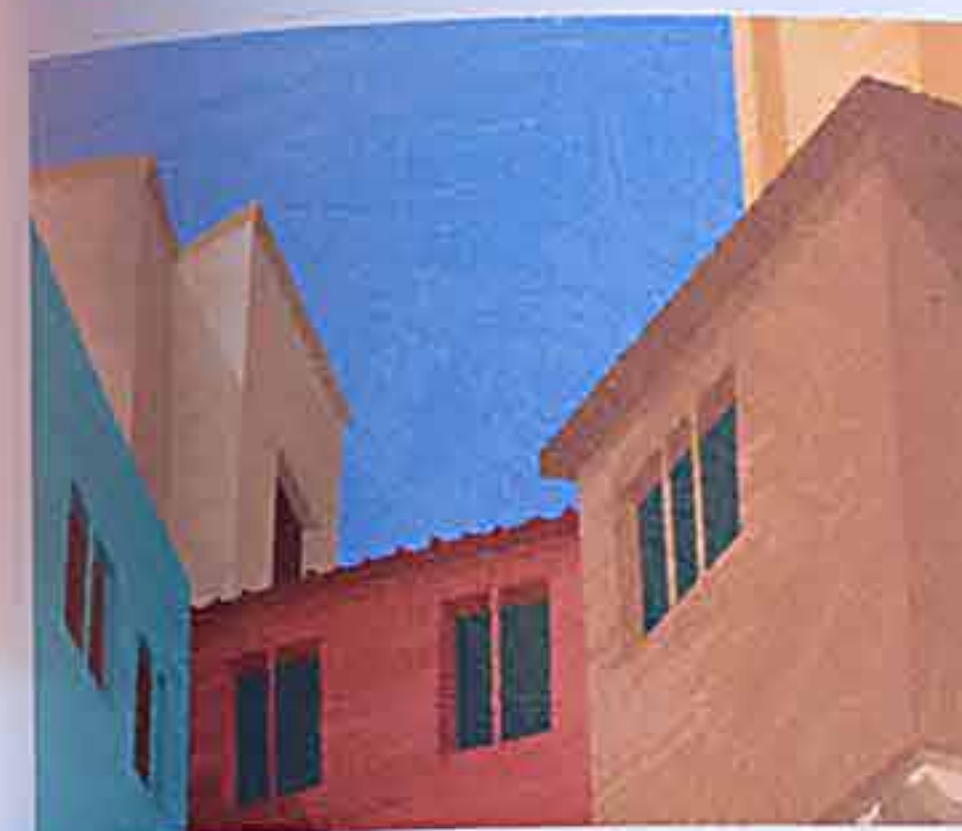
VISITA GUANAJUATO



I was inspired for a new challenge. And, this composition (depicting Guanajuato, Mexico) was just that, more detailed than ever, and hand-crafted with some new techniques that give it an organic look. For my AI nerds, here's how the technique went down: copy and paste shape, make above shape darker or lighter, make mask, place a charcoal brush line within mask, increase line weight to stretch brush horizontally to a ridiculous degree (that's the texture effect), angle the line perpendicular to the direction you want the texture, cap it off with a roughen distort & grain layer.

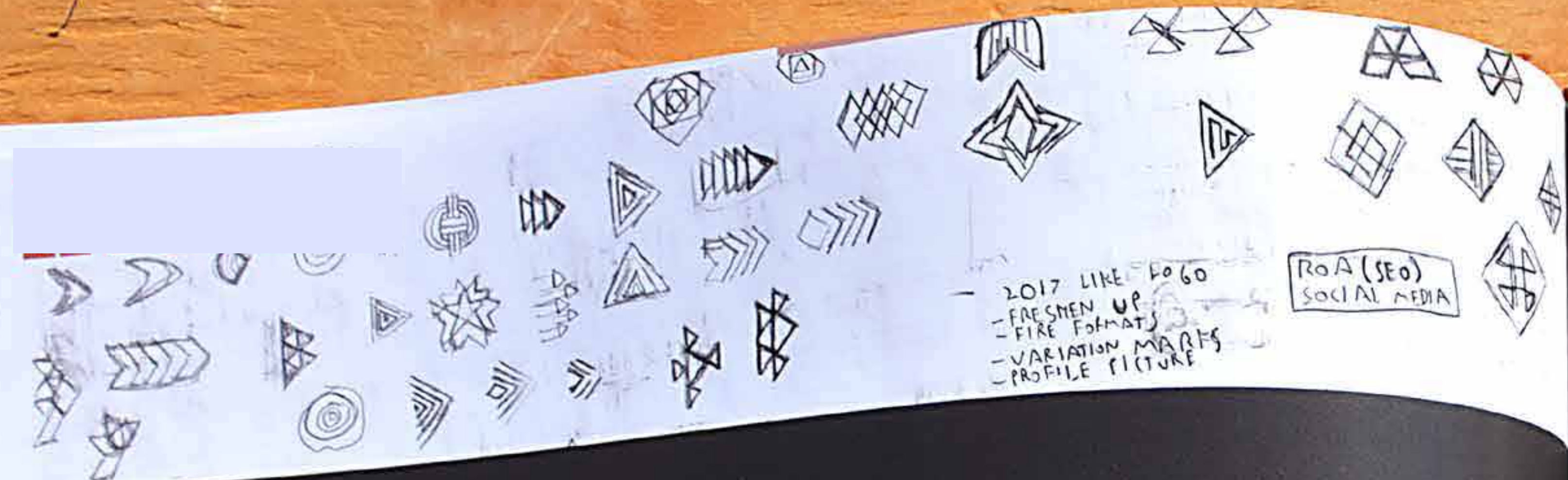


50



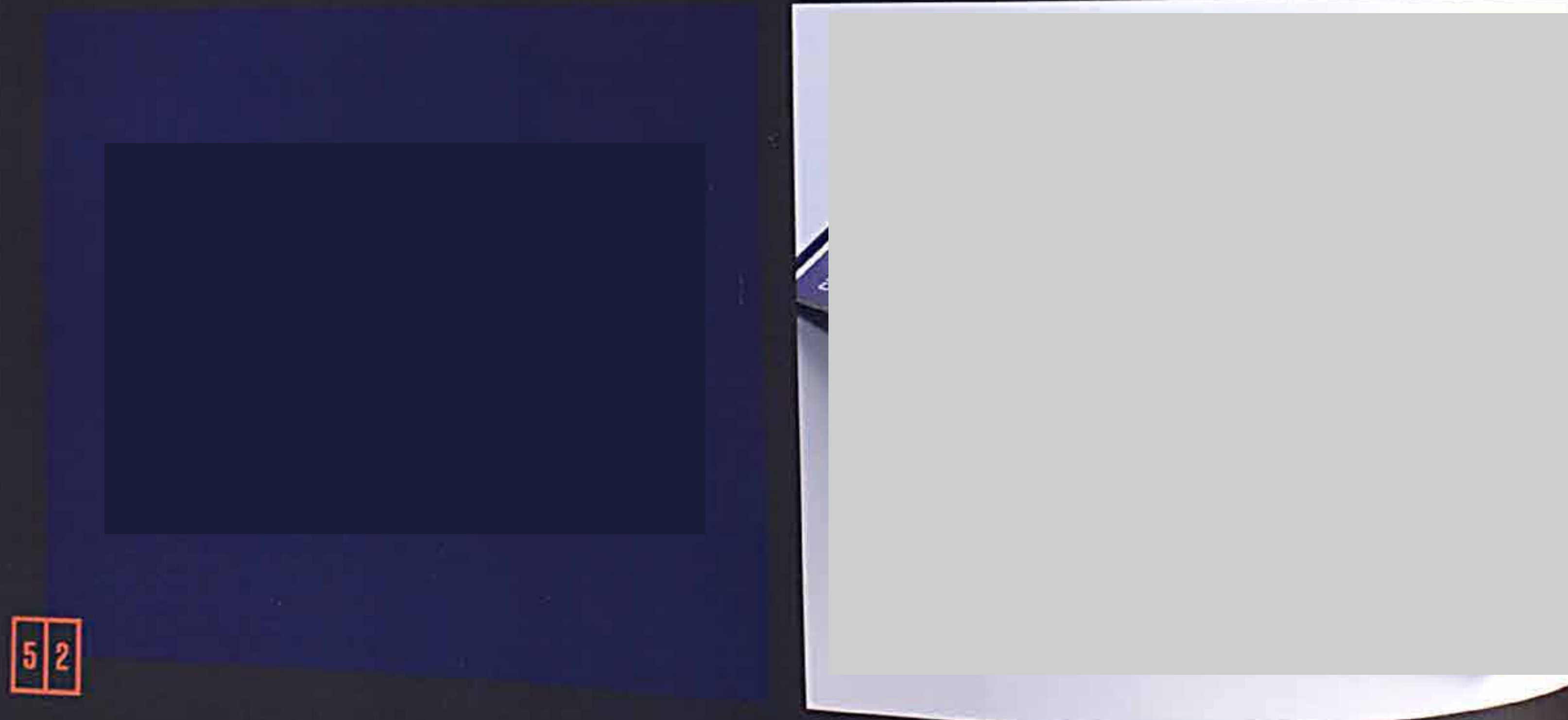
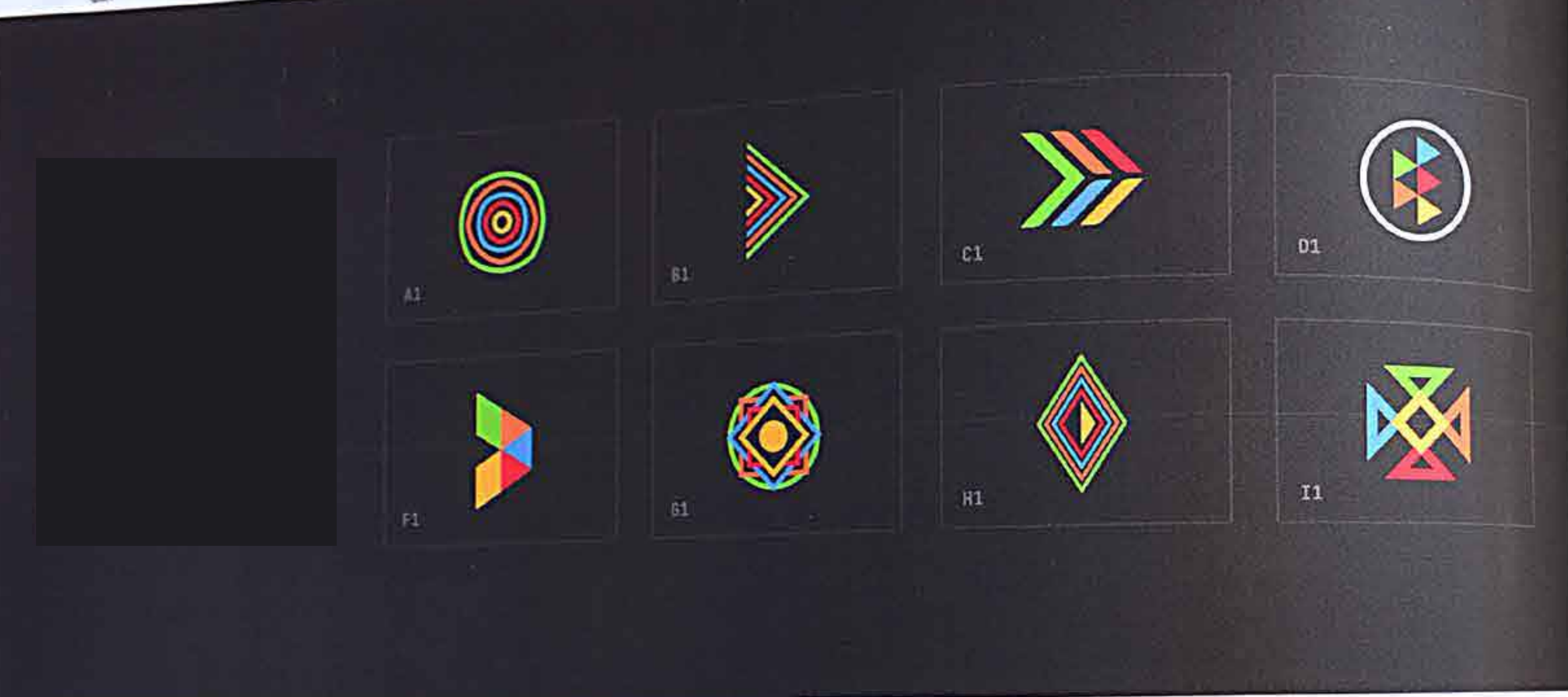
51

12/11/10



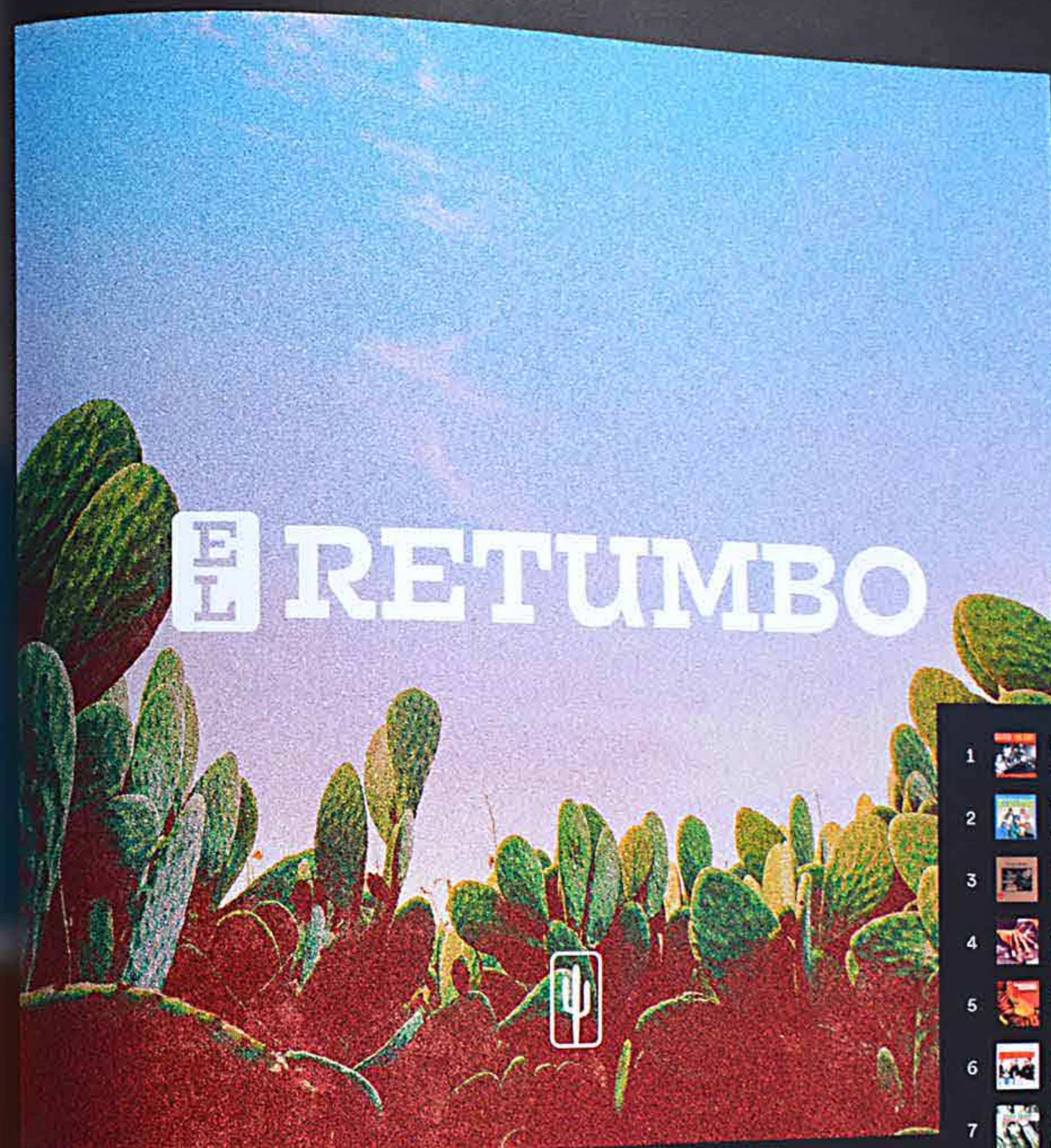
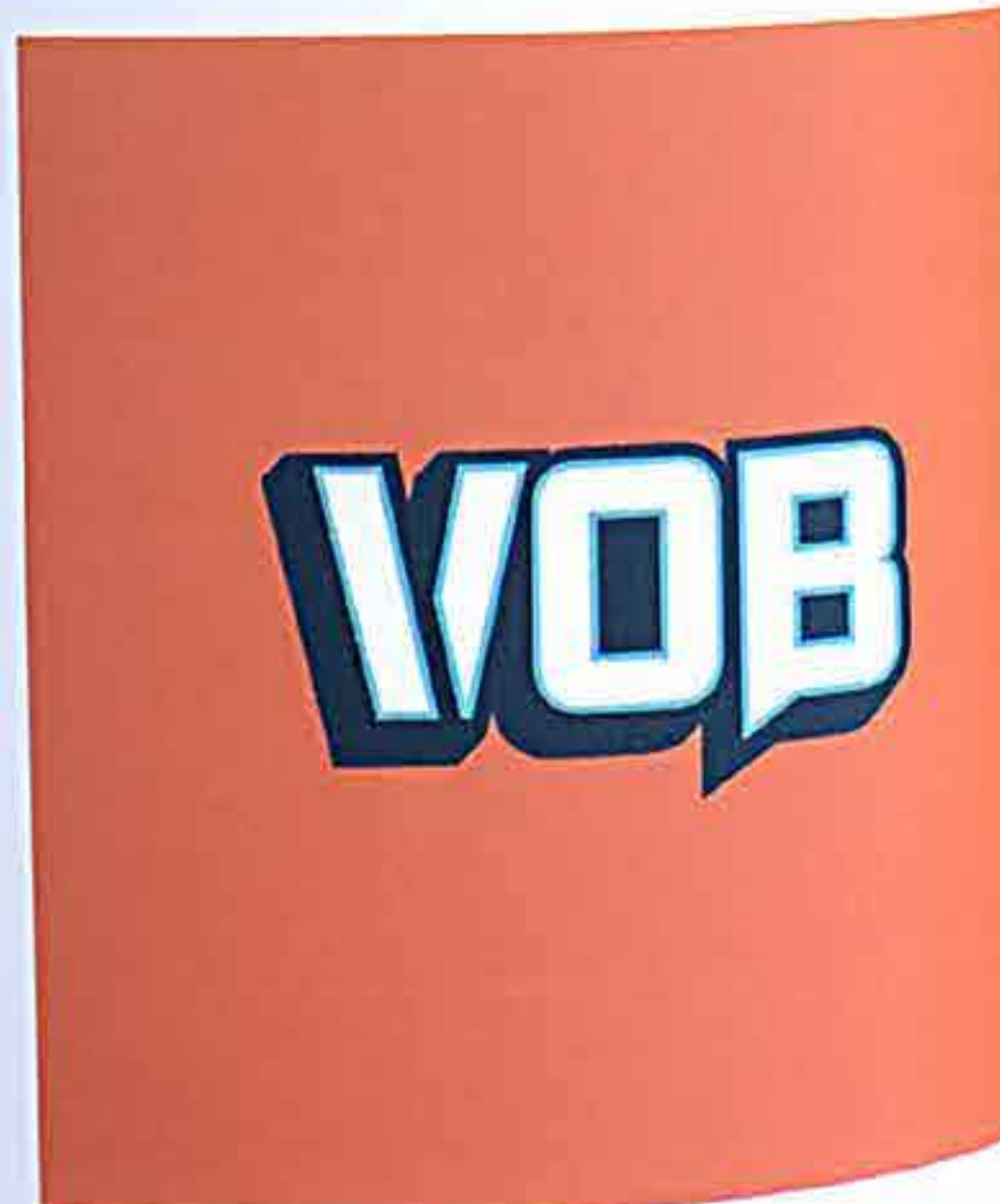
2017 LIKE POGO
- FRESHEN UP
- FIRE FORMATS
- VARIATION MARKS
- PROFILE PICTURE

RoA (SEO)
SOCIAL MEDIA



VOB VOB VOF FVOB
VOB VOIB V V VOB
VOB VOB
VOB VOB
VOB Vob.

warm clothing (layer), rain jacket



Rumbling guitars & vintage vibes.

- 1  **Rumble**
Link Wray & His Ray Men
- 2  **Woolly Bully**
Sam The Sham & The Pharaohs
- 3  **You Wreck Me**
Tom Petty
- 4  **Sleepwalk**
Santo & Johnny
- 5  **Conquistador**
Guantanamo Baywatch
- 6  **Come A Little Bit Closer**
Jay & The Americans
- 7  **Green Onions**
Booker T. & the M.G.'s
- 8  **Tequila**
The Champs
- 9  **Rebel Rouser**
Duane Eddy
- 10  **Spirit In The Sky**
Norman Greenbaum

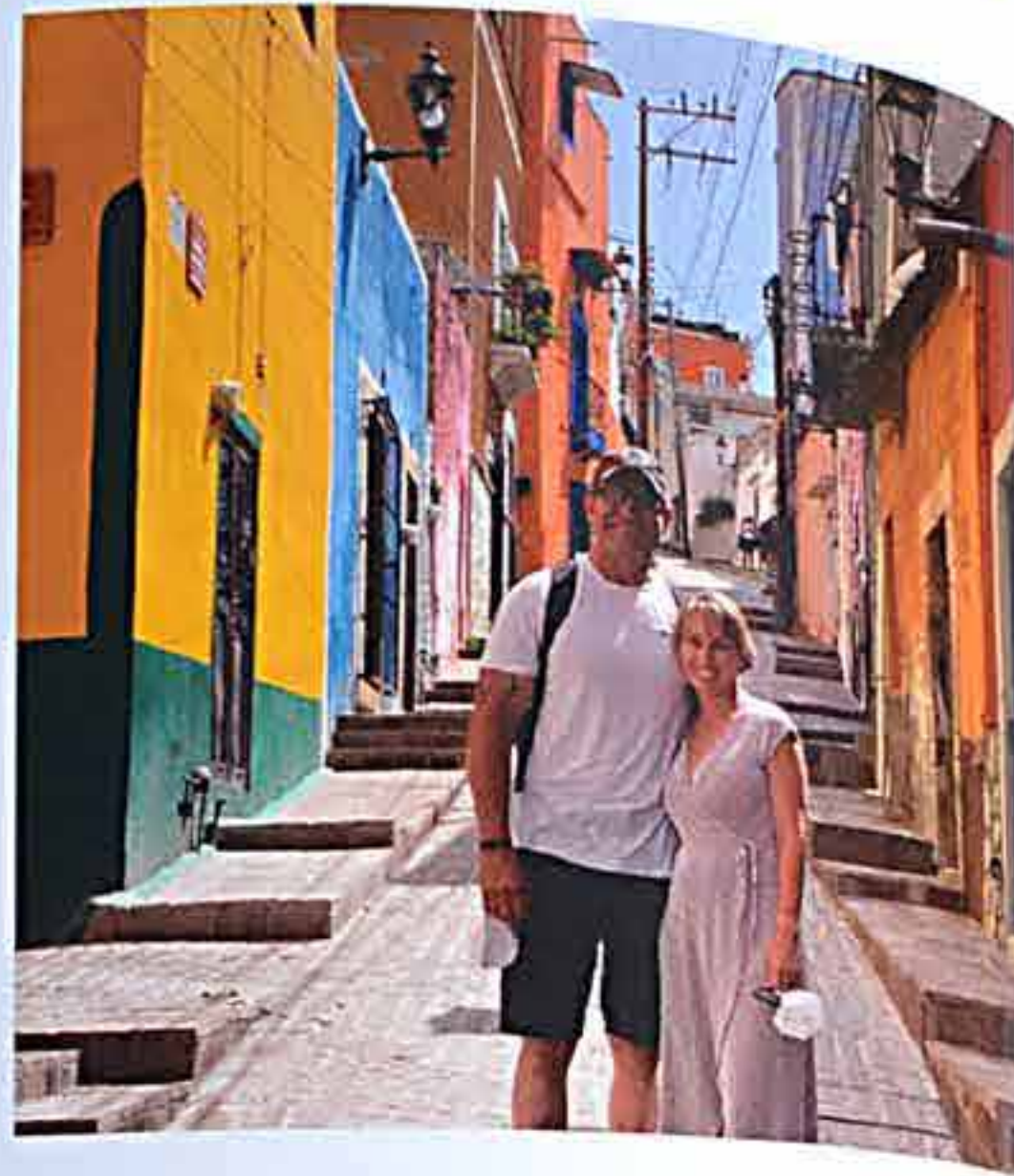
22-07: the surprise birthday party I never saw coming - really, it was epic

22-07: Mom & Derek in front of one of my favorite streets in Guanajuato

22-07: underage drinking at Guanajuato's reggae bar

22-07: DJ, Chris, and I, just an afternoon at the skate park in Ajijic

22-07: drunk kayaking, Lake Chapala



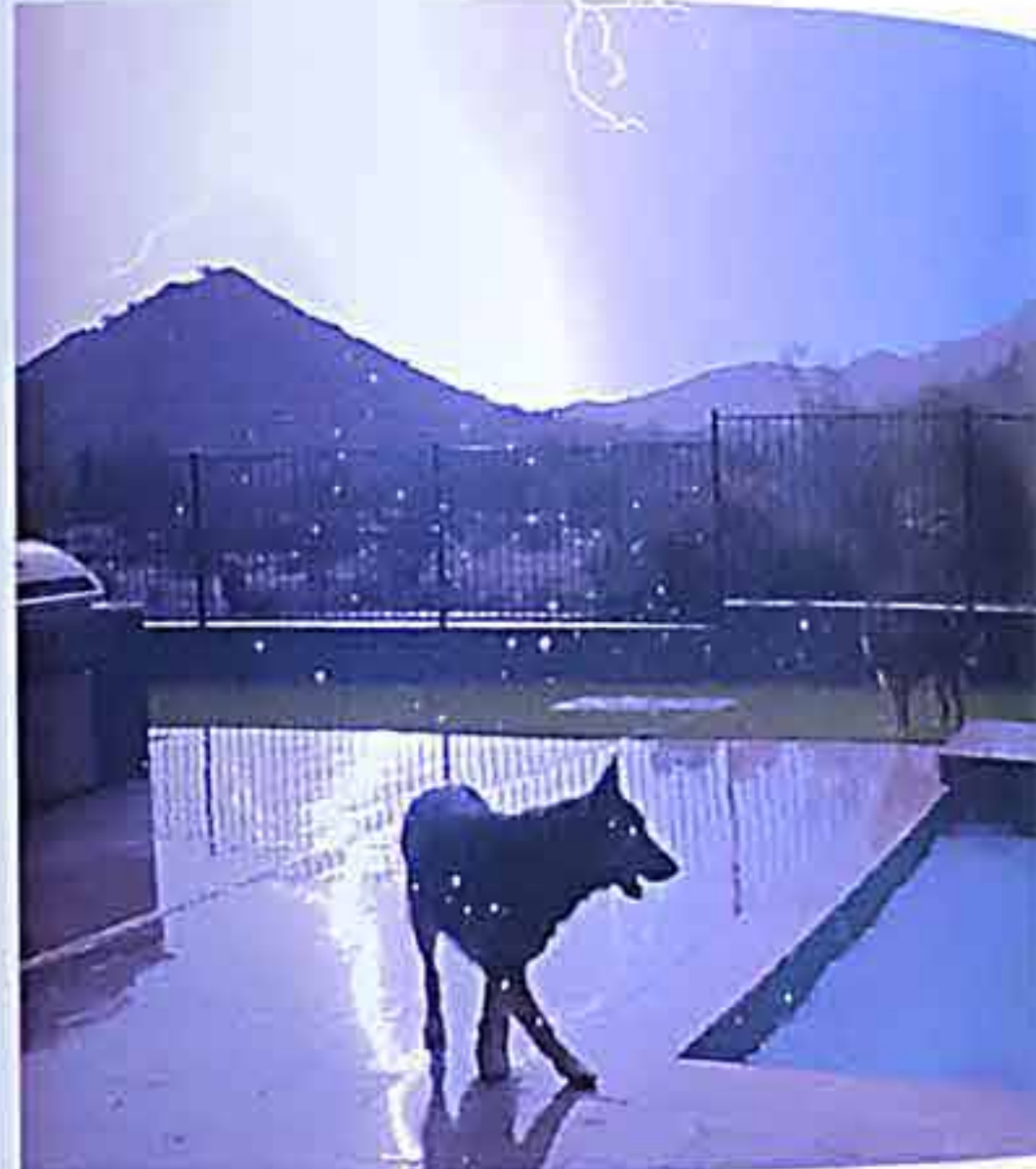
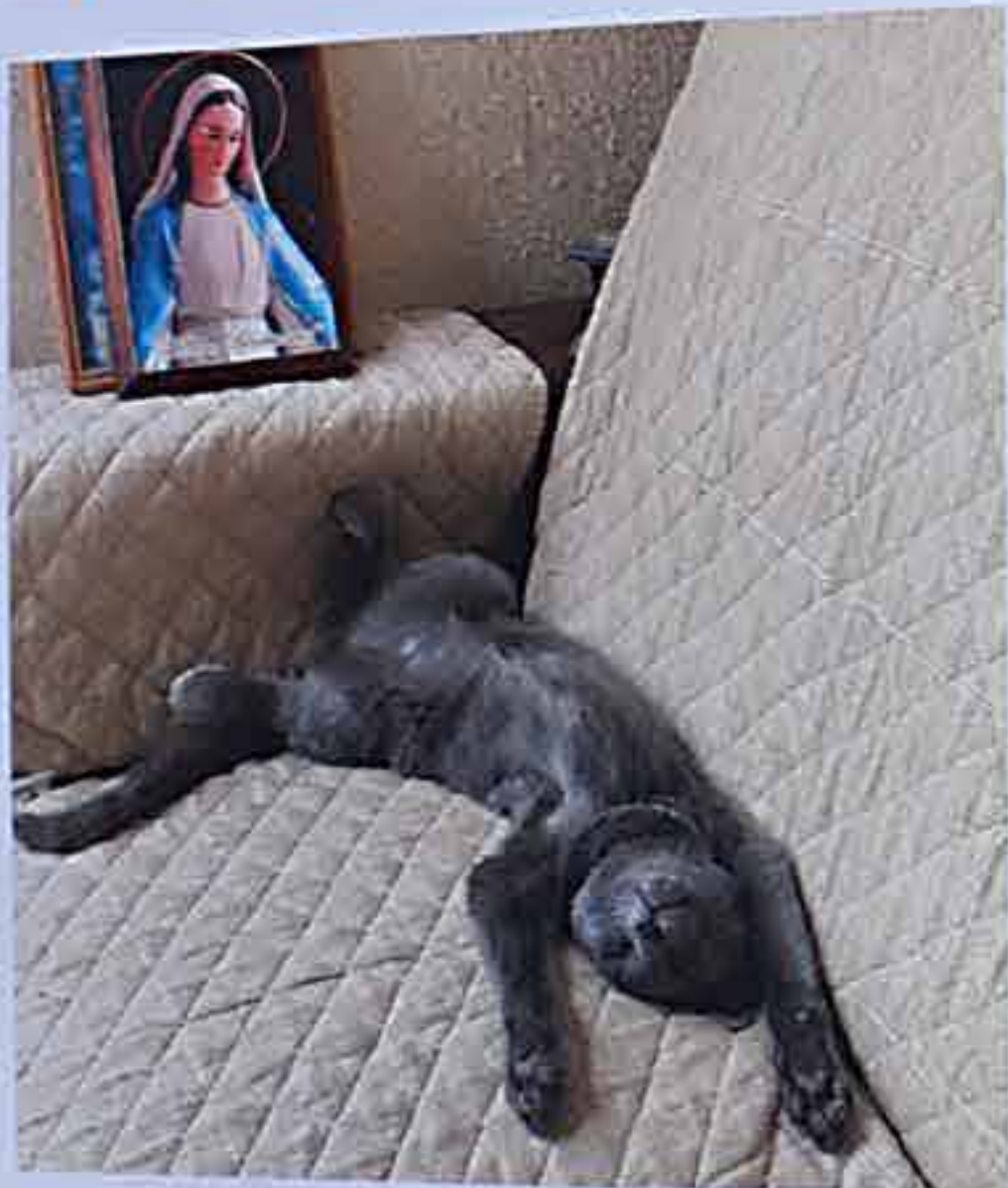
22-08: Danta, the devil cat basking in God's love, San Luis Potosi

22-09: Keno & Kuma, caught in the light of a late night monsoon storm, Queen Creek

22-08: quick stop at Circle K while pedaling across town, Chandler

22-08: Pops overboard, Camp Verde

22-09: that time Colin shot an ace, Colorado Springs



22-09: head first, Costa Mesa

22-10: Dia de los Muertos decorations in the Pasaje Hidalgo, Morelia

22-10: boat ride to Isla de Janitzio in the middle of Lake Patzcuaro

22-11: Dia de los Muertos velación, Tzintzuntzan (try to pronounce that)

22-11: Dia de los Muertos closing fireworks, Morelia



But hold up, didn't we just see something like this a couple months back? Yep! This is U.S. Leather Cleaning's sister company, LeatherCareUSA. Both of these businesses are run by Sunshine Cleaners out of the Cincinnati area, which has been owned and operated by the Schwegmann family since 1946, an incredible feat. This creative process yielded some truly terrific ideas, a real strong grouping of wordmarks and badges.

**LEATHERCARE
USA**

62



01



51

LEATHER CARE
USA

62

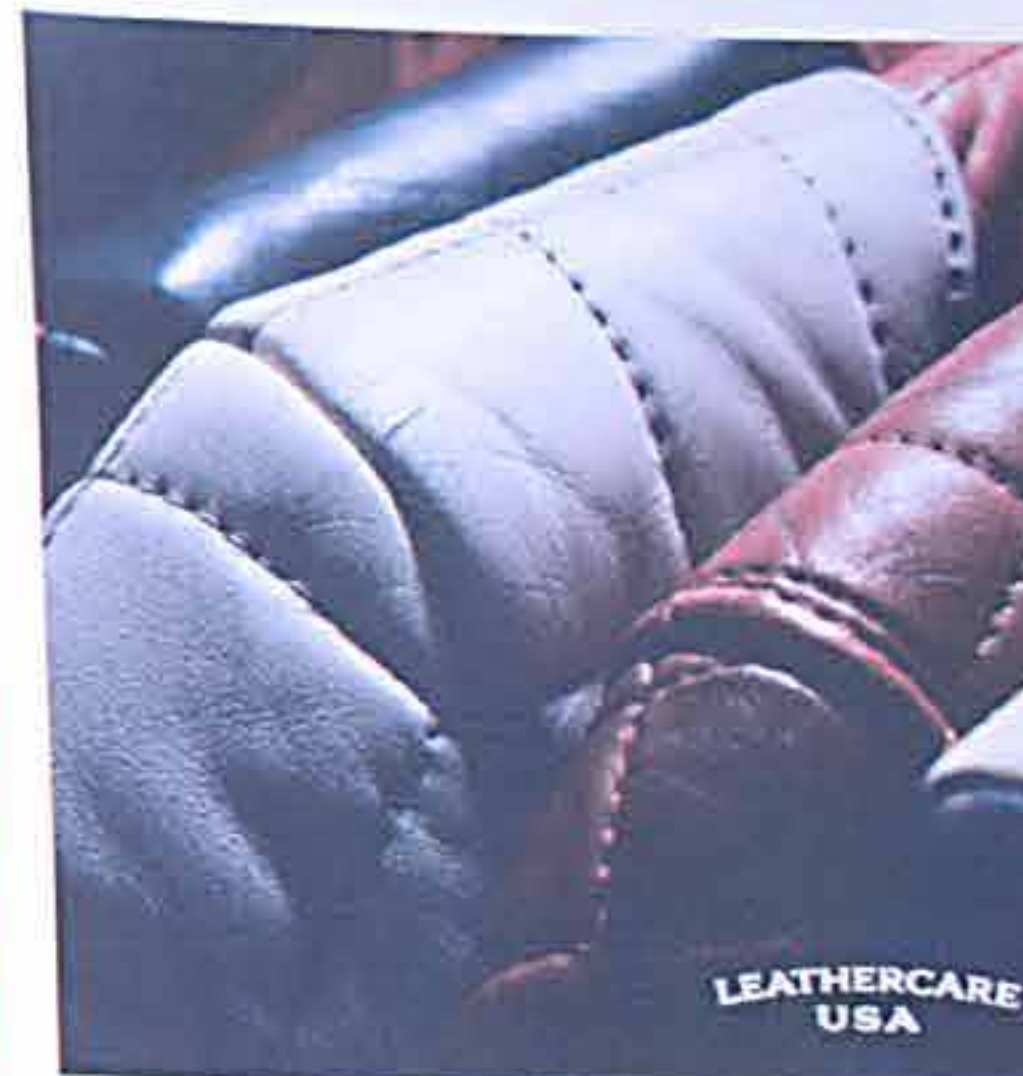
Leather
CARE USA

4



Concept 1

**LEATHERCARE
USA**



Concept 2



Concept 3

LEATHER CARE
USA



2029

ROCK HARBOR RESEARCH INSTITUTE

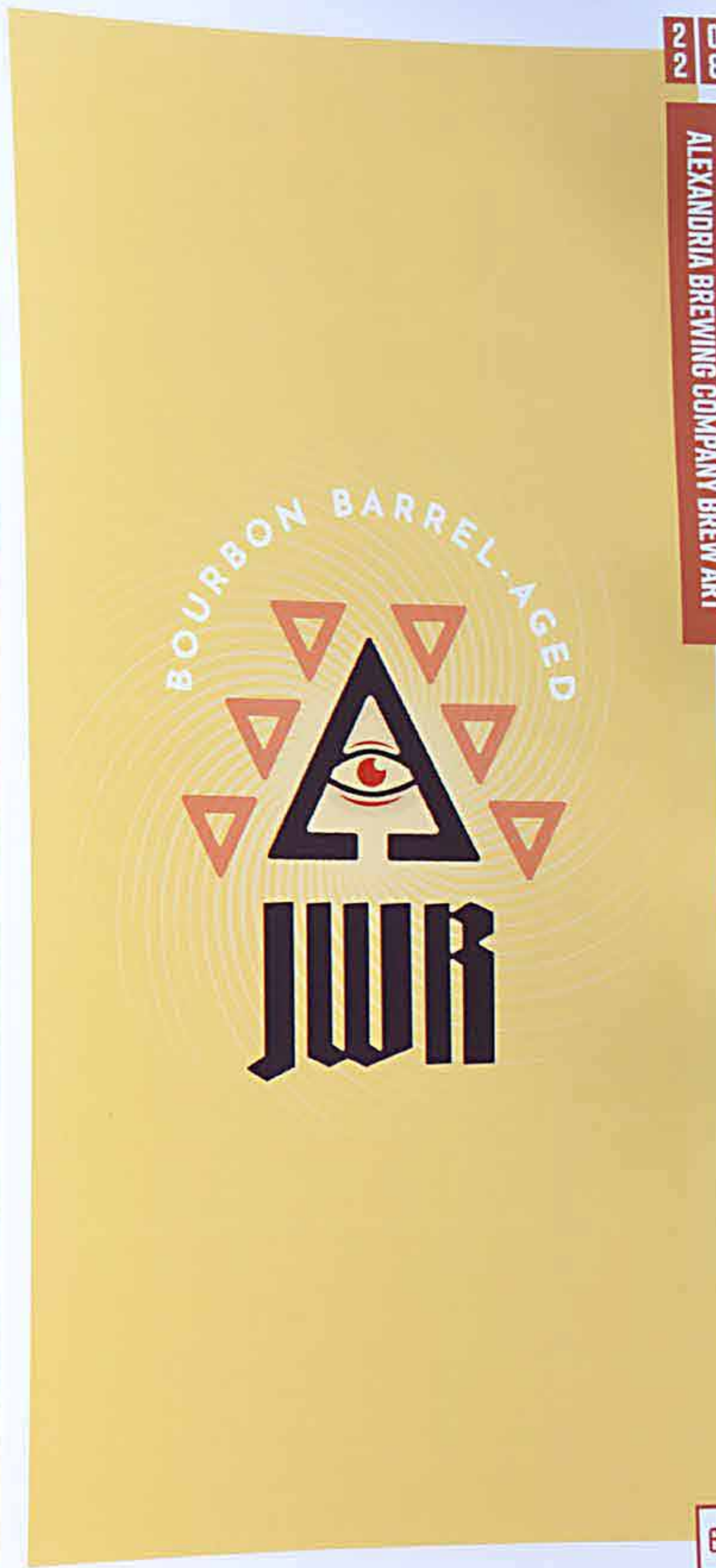
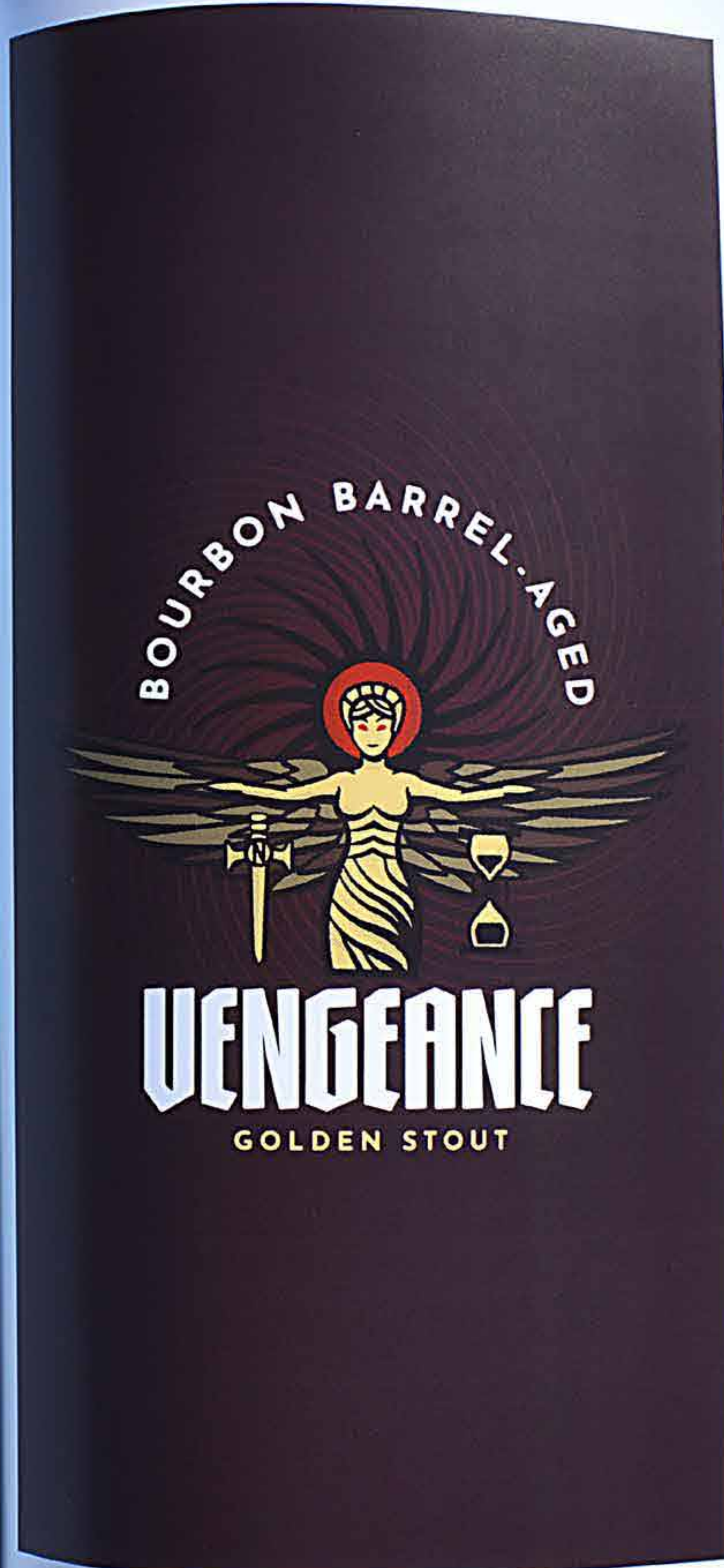


60



2028

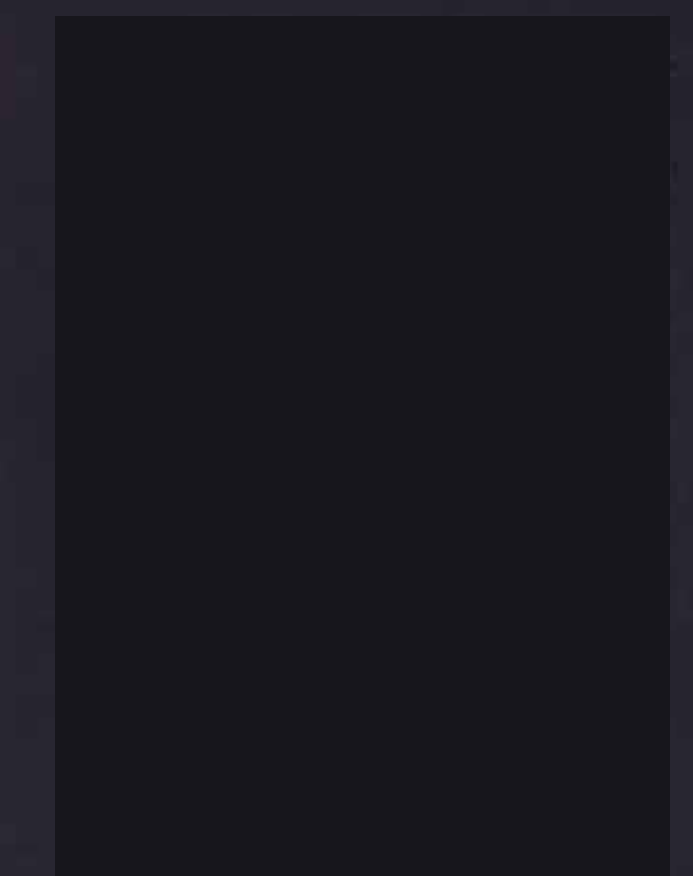
ALEXANDRIA BREWING COMPANY BREW ART



61



Step 9
 (EXTERNAL)
 SCALE 1



A1



A2



B1



C1



E1



E2



G1



H1



H2



I1

Chosen concept



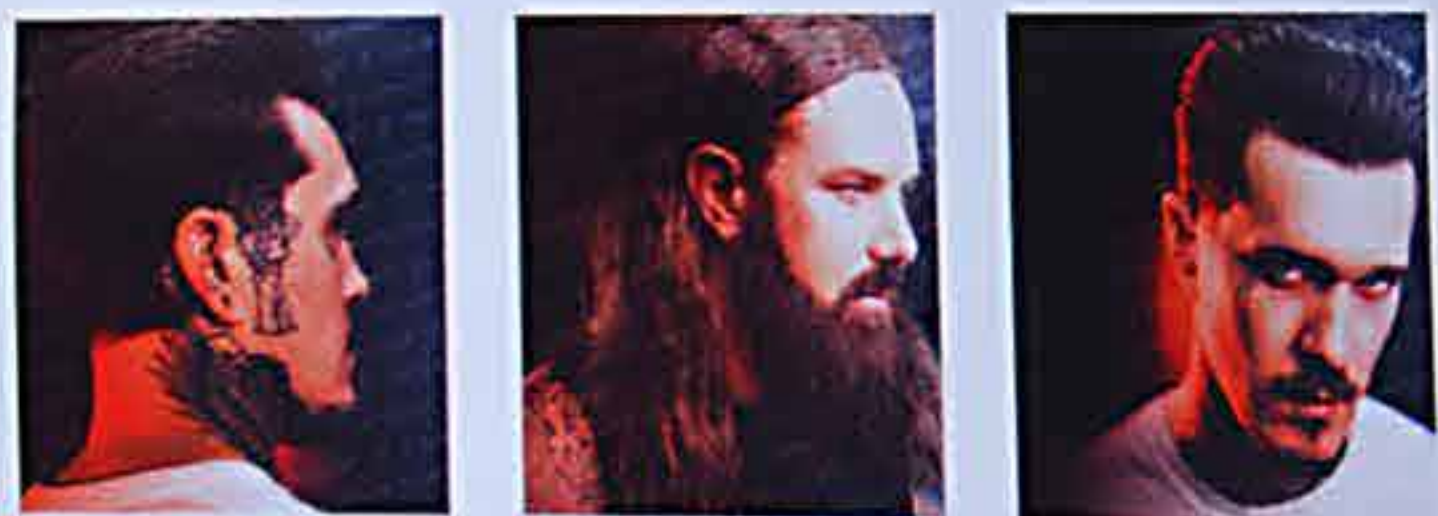
& ETCETERA



22-08
Fiesta Llama

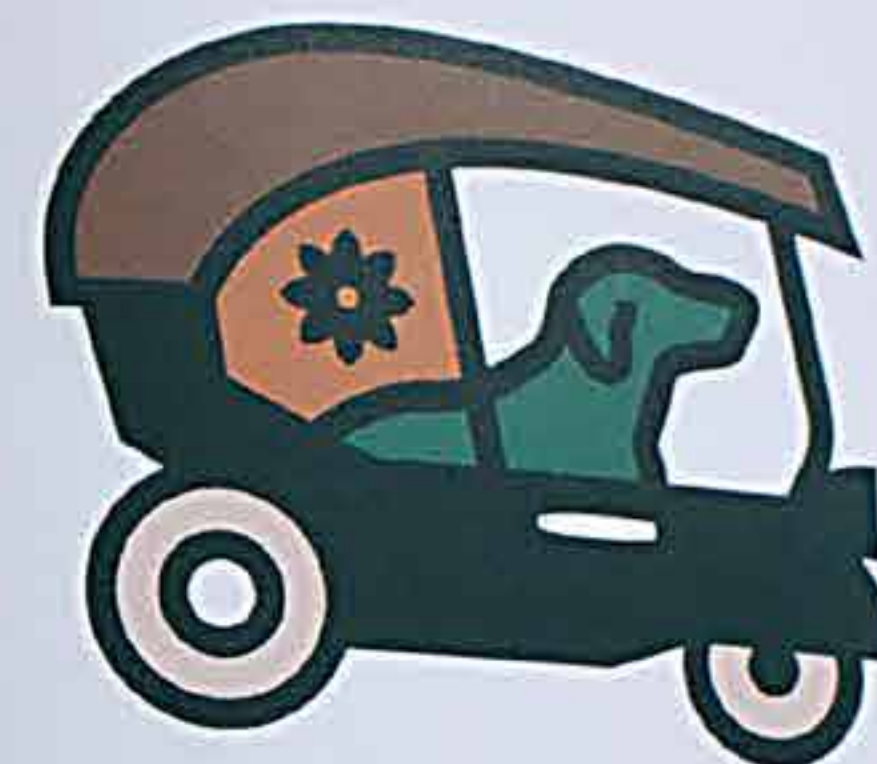
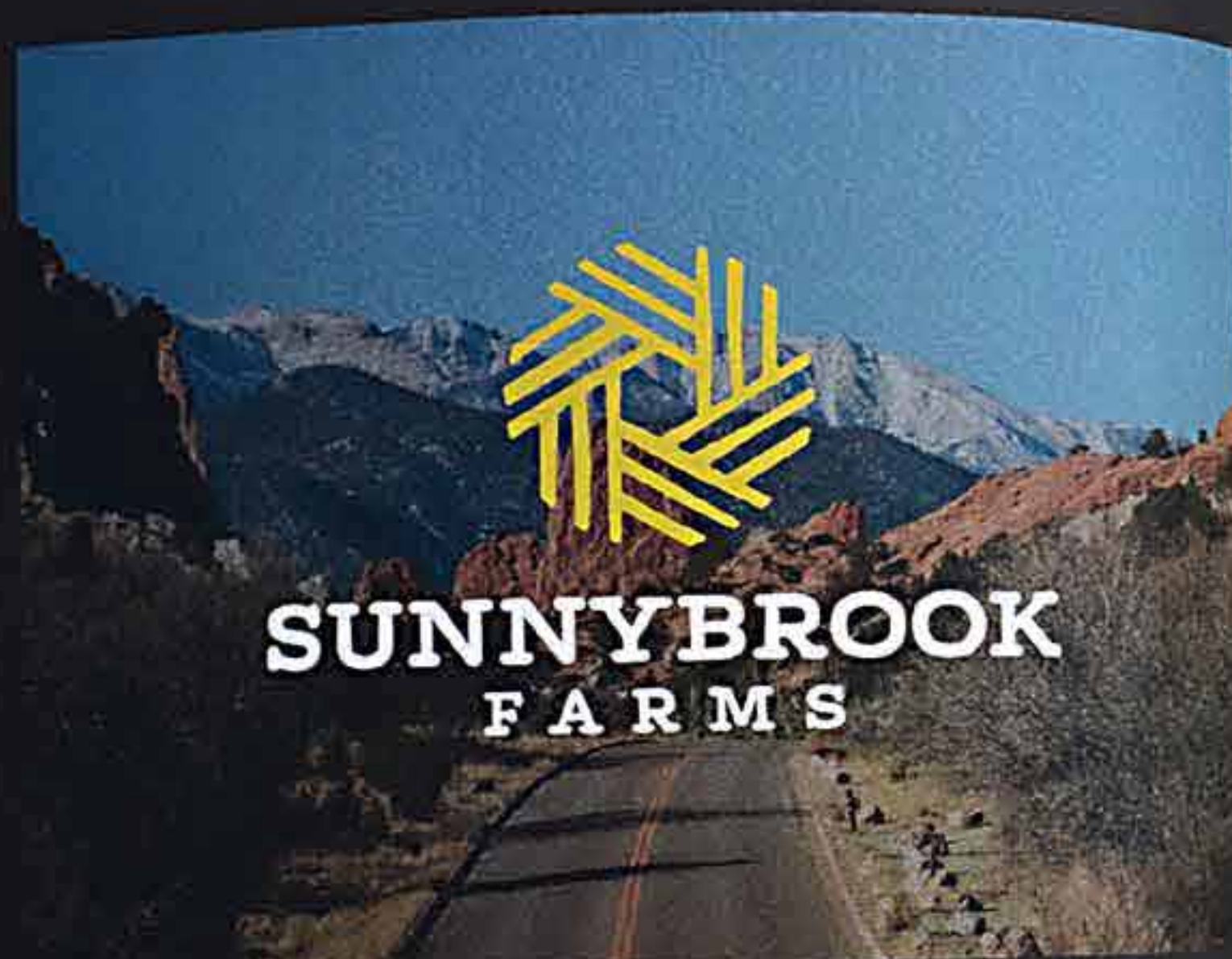
SHIPWRECK
SUPPLY CO.

22-08
Shipwreck Supply Co.



6 4

22-09
Sunnybrook Farms



22-09
Tucker's Tuk Tuk

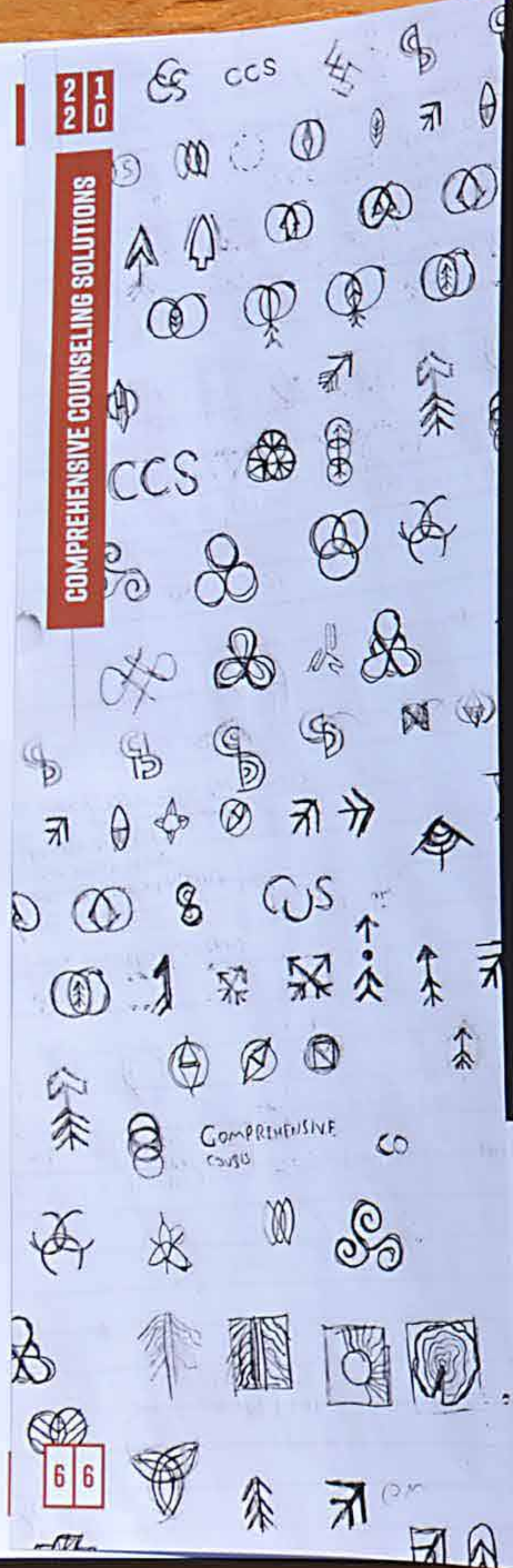


TUK TUK
COFFEE



22-19
Palmer Johnson Icon

6 5



Chosen concept





22-18: Consultorio de Anita

101

