

A man with a beard and sunglasses, wearing a dark jacket over a green shirt and khaki pants, is walking on a rocky shore. He is holding a camera in his right hand. The background is a dramatic sunset or sunrise over the ocean, with a warm, golden glow in the sky and water. The overall mood is serene and adventurous.

2025 PORTFOLIO

Art Director • Design • Development

Multidisciplinary designer and developer with extensive experience spanning print, digital, web, and interactive media. A systems thinker who considers how each design decision aligns with broader brand strategy, business objectives, user behavior, emerging technologies, and long-term scalability.

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ABOUT

Refined by years of experience.

A young lion will chase anything that moves. But with time, instinct sharpens into strategy. It learns to wait, observe, and act with precision. That's how I approach creative work—not with raw energy, but with refined control earned through experience.

I'm always growing.

Bold ideas are just the beginning. What sets my work apart is how those ideas are shaped—how a layout is fine-tuned to guide the eye, how a message is softened to hit the right emotional note, how pacing, spacing, and structure all quietly support the bigger goal.

I've been in enough high-pressure rooms and fast-paced projects to know when to push and when to pause. That kind of refinement doesn't show up in the layers of design or in sections of code—it shows in how the final piece feels: confident, clear, and built to last.

That's the edge experience brings.

THINKING

My work considers the entire system.

Among a sea of skilled, professional designers with overlapping strengths, one truly invaluable yet often rare trait is systems thinking—the ability to see how design fits into a larger ecosystem of brand, business, user behavior, technology, and long-term scalability.

While many can design a beautiful layout or build a smooth interaction, few can:

- Anticipate how that design decision impacts downstream marketing, development, accessibility, analytics, or long-term brand consistency
- Ask the strategic “why” before the aesthetic “how”
- Create frameworks and modular systems that evolve with a business, rather than one-off deliverables

This mindset bridges the gap between design, business, and operations—transforming a designer from a visual contributor into a strategic partner. It's subtle, often invisible in a portfolio, but massively valuable in practice. That's me.

ABOUT SENIOR LIVING

Branding Overview

AboutSeniorLiving.com is a no-cost senior care referral service in Southern California and Northern Idaho. It helps families navigate senior living options—assisted living, memory care, board and care, and in-home support—with expert, compassionate guidance rooted in empathy and trust.

Brand Positioning

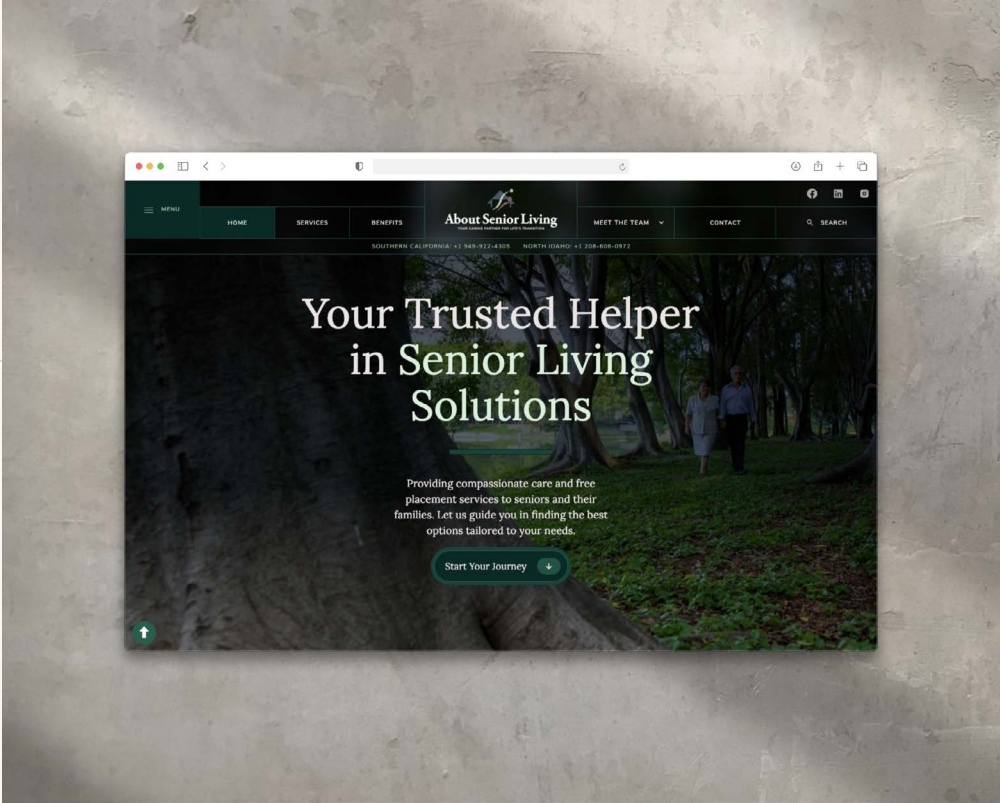
Trusted partner in senior care transitions, offering personalized and stress-free guidance.

Visual Identity & Messaging

Warm, approachable design with clear, empathetic messaging like “Your Trusted Helper in Senior Living Solutions.”

UX/UI Design

- Navigation: Easy access to service categories.
- Responsive: Optimized for all devices.
- CTAs: Prominent prompts like “Start Your Journey.”



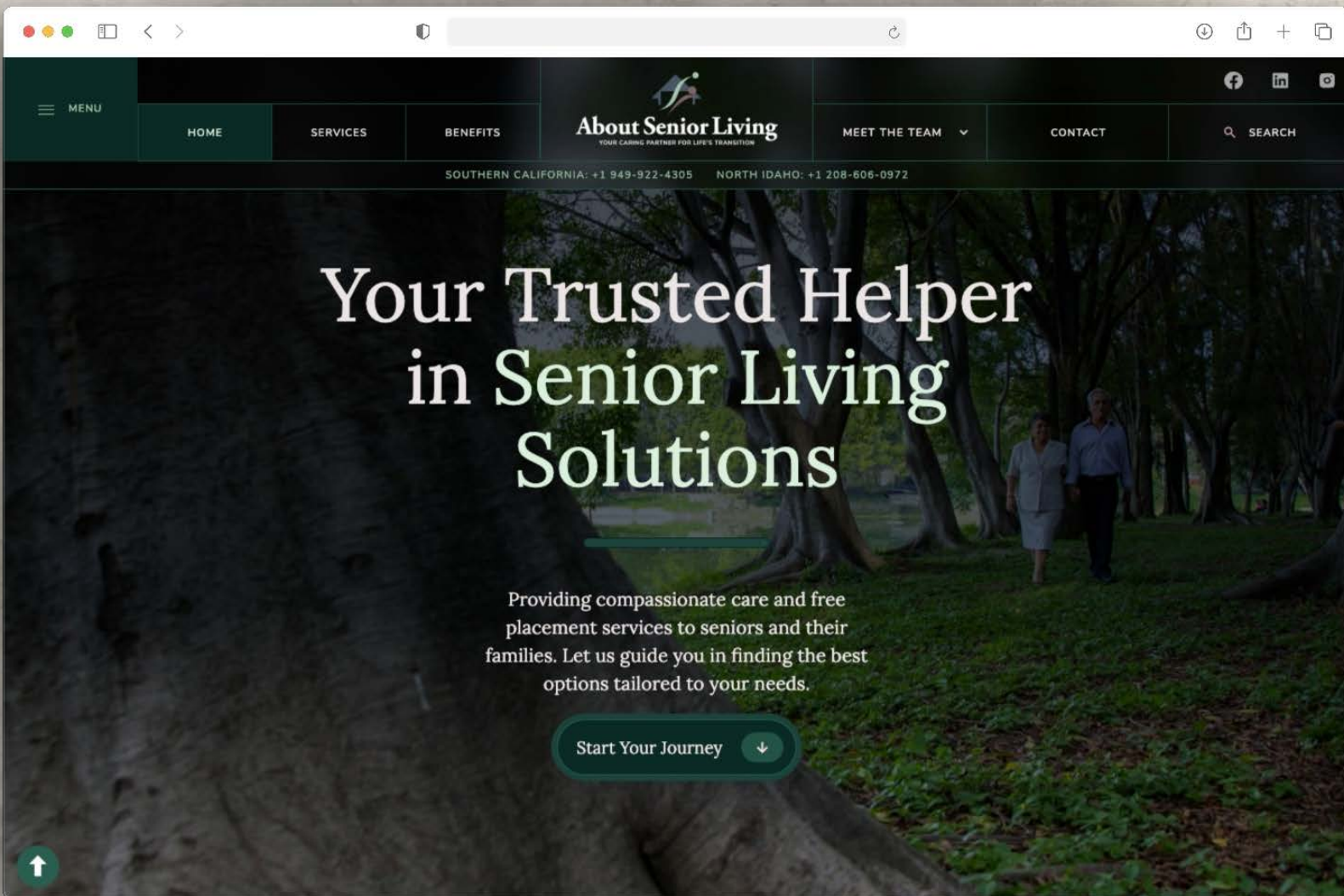
Content Strategy

Clear, informative content answering common concerns; includes testimonials and process details to build trust.

SEO & Lead Generation

Search-optimized with targeted keywords and structured data; integrated forms and booking tools to drive conversions.

Project	Web Design & Development
Website	https://aboutseniorliving.com
Industry	Healthcare



JAIDED AESTHETICS

Brand Overview

[JaidedAesthetics.com](https://jaidedaesthetics.com) is a modern medspa offering injectables, skin treatments, and wellness services designed to build confidence through visible results and expert care.

Brand Positioning

A trusted space where self-care meets clinical precision—focused on real outcomes, not overdone aesthetics.

Visual Identity & Messaging

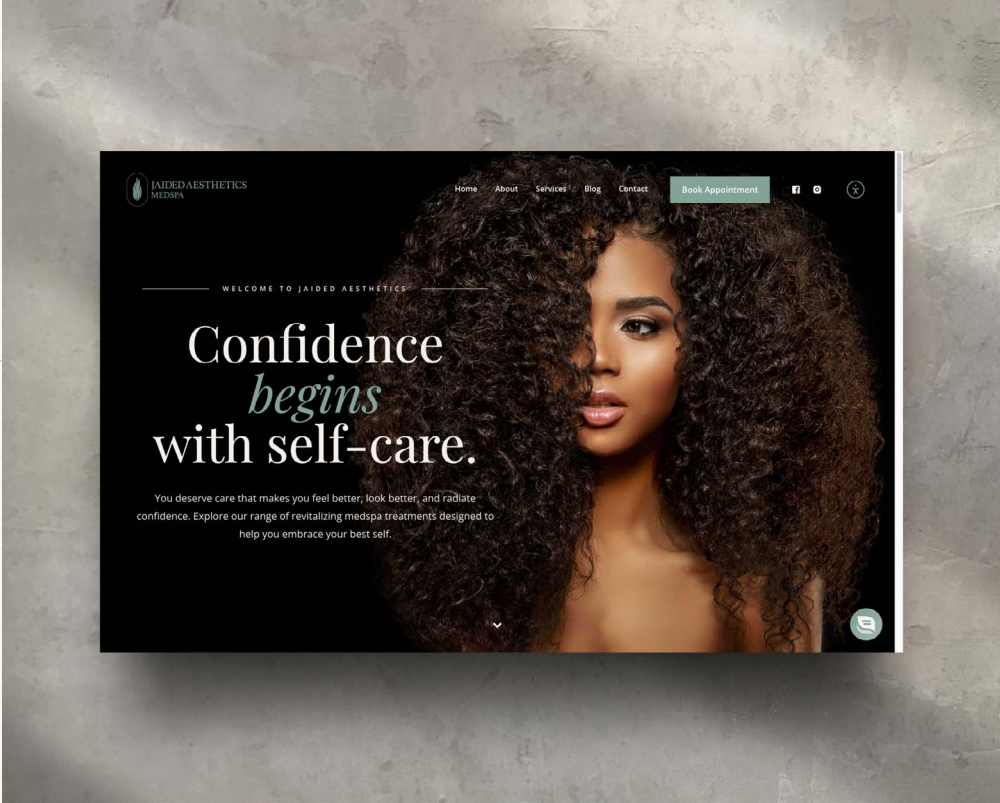
Clean, luxe visuals paired with empowering, down-to-earth messaging like “Confidence begins with self-care.”

UX/UI Design

Service-forward navigation, mobile-optimized layout, and clear CTAs like “Book Now” and “Get in Touch.”

Content Strategy

Concise service details, authentic testimonials, and educational

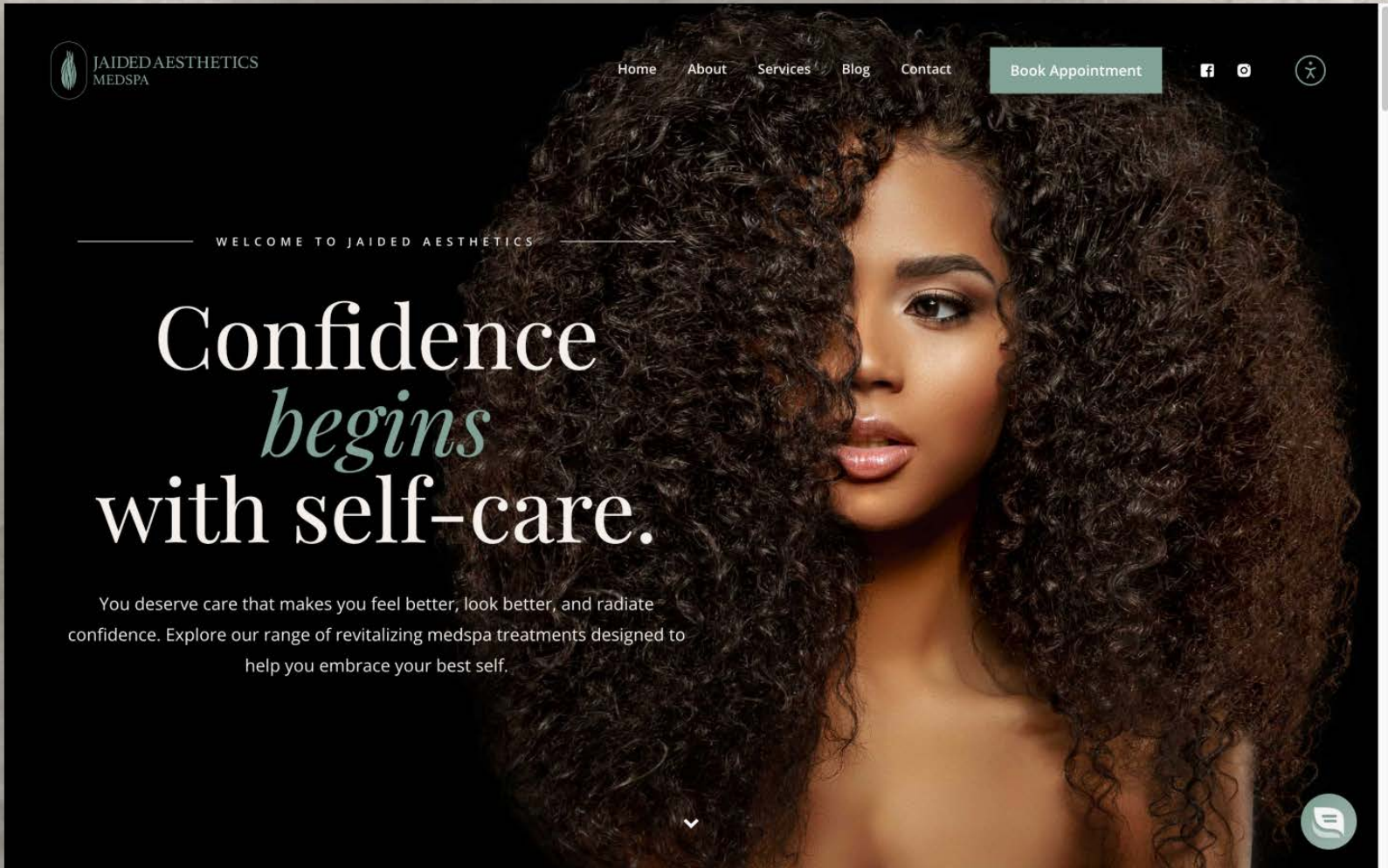


blog content that builds trust and authority. Every piece of content is crafted to be approachable yet informative—speaking directly to client concerns, treatment expectations, and aftercare.

SEO & Lead Generation

Search-optimized pages with strong CTAs and integrated booking tools to drive discovery and conversion.

Project	Web Design & Development
Website	https://jaidedaesthetics.com
Industry	Healthcare



GENESIS MOTORS

Strategic Banner Redesign

I replaced cluttered, traditional layouts with a clear visual hierarchy to elevate brand prestige and focus.

Each banner followed a top-down structure:

- Genesis Logo – Immediately establishes trust
- Hero Vehicle Image – Spacious, bold G70 imagery for visual impact
- Offer Messaging – Concise, campaign-aligned text (e.g., “Year-End Event”)
- Call to Action – A sleek full-width bar, signaling luxury and confidence

Unified Campaign System

Banners shared a consistent structure and tone:

- Reinforced Genesis’s premium feel
- Centered the vehicle as the hero
- Mirrored Genesis’s larger brand guidelines

Platform Fit & UX Focus

- Designed for IAB formats (leaderboard, MPU, skyscraper)



- Optimized for high-res, fast-loading display
- Elements placed for elegance, clarity, and compatibility

Outcome

A modern, high-performing banner system that boosted engagement and clearly positioned Genesis as refined, innovative, and design-driven.

Project	Banner Ad Design & Development
Industry	Healthcare



EXCLUSIVE OFFER

2020 GENESIS G70



EXPLORE

LEGAL



2020 GENESIS G70

G70 2.0T RWD

EXCLUSIVE OFFER



EXPLORE

LEGAL



THE GENESIS
YEAR END SALES EVENT
2019 GENESIS G70 2.0 RWD

EXPLORE

LEGAL





2019 GENESIS G70 2.0 RWD

\$0 \$0 \$0

DOWN
PAYMENT

FIRST MONTH'S
PAYMENT

SECURITY
DEPOSIT

\$439 MO. | 36 MOS. | PLUS \$1,000

19,000 MILES/ YEAR, EXCL. TAX, TITLE & LICENSE. NO SECURITY DEPOSIT. ENDS XX/XX-
/XX. FOR WELL-QUALIFIED LESSEES.

EXPLORE

LEGAL



MODEL SHOWN PRICED HIGHER.

PGN AGENCY

Brand Overview

PGN Agency is an award-winning Detroit-based marketing firm known for direct-response campaigns and proven results. It has created tailored programs that align with the Harley lifestyle and rider mindset.

Brand Positioning

Respected partner for Harley-Davidson dealers, offering culture-driven marketing with measurable sales impact.

Visual Identity & Design

Quad-fold brochure with bold, angular layouts, Harley-inspired orange and black palette, and confident typography evoking grit and motion.

Creative Details

Included custom hand-drawn Harley sketches in each footer—adding craftsmanship and brand authenticity.



Messaging Strategy

Spoke directly to dealers with opening line: “Now... Let’s Talk Harley.” Highlighted PGN’s 15+ years of dealer success,

Call to Action

Closed with a message from PGN’s president and bold CTA: “Let us create a program that’s guaranteed to increase your sales.”

Project	Brochure Design and Print
Industry	Advertising Agency



■ BillBoards

What advertisement can be placed in a high-traffic area and continue to be viewed 24-hours a day, 365 days per year? There can only be one answer: an outdoor billboard.

Each day, our billboards are driving record numbers of Harley-Davidson customers to dealerships all over the country. Whether used as a directional or to create awareness, we're at the forefront of billboard design and technology.

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MORE TORQUE FOR YOUR MARKETING

■ Postcards

Killer Concepts, awesome photography and great copywriting are important elements of any direct-mail piece. But, there are more subtle rules that allow a postcard or letter package to break through the clutter and become a "must-read."

We know these rules – and we have put them to work successfully for Harley-Davidson dealers for over 15 years.



PGN Agency
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Royal Oak, MI 48067
248-414-6860
www.pgnagency.com
pete@pgnagency.com

■ Word-Of-Mouth

Question: What is the #1 form of advertising?

Answer: Word-of-mouth.

PGN takes word-of-mouth advertising one step further – what we call "controlled word-of-mouth" advertising. Our treatments of creative, production and media are all designed to re-direct the client-to-customer flow of information to a more natural and effective customer-to-customer communication.

Ken Schmidt of Harley-Davidson had this to say about word-of-mouth: "Because our bikes are so visually and audibly compelling, when you get a bunch of them together there's going to be excitement and curiosity. Add to that the fun associated with motorcycling, and you've got natural word-of-mouth promotion. In a very real sense, our customers are the sales force." Here's a guy who knows what he's talking about.

In the above newspaper ad, PGN expanded on its own personal experience to create this award-winning campaign. "We had just talked with our media rep whom we met through our common interest in riding. As we continued to connect the dots to other riders, the idea was born."

The campaign brought unusual benefits. "The street-buzz was awesome. Buyers would come into the store with their own family ties. We're continuing the campaign each month with a new list of customers."

P&N
MARKETING RESULTS





TYPE S

Brand Overview

Horizon Brands builds innovative consumer product lines across lifestyle and automotive markets. In partnership with Formula Drift champion Vaughn Gittin Jr., they launched a poster campaign to promote TYPE S Underglow LED Lighting at a national motorsport event—merging product visibility with motorsport culture.

Campaign Purpose

Designed as a collectible and marketing piece, the poster aimed to capture the bold energy of drifting while spotlighting TYPE S in action.

Visual Execution

Featured Vaughn Gittin Jr. with vibrant underglow lighting. High-contrast retouching, cinematic lighting, and sharp composition drew focus to the product without overshadowing the athlete.

Typography & Layout

Used bold, condensed fonts and a clear hierarchy to reflect drifting's speed and intensity. Visual flow guided viewers from brand to product to athlete.



Brand Integration

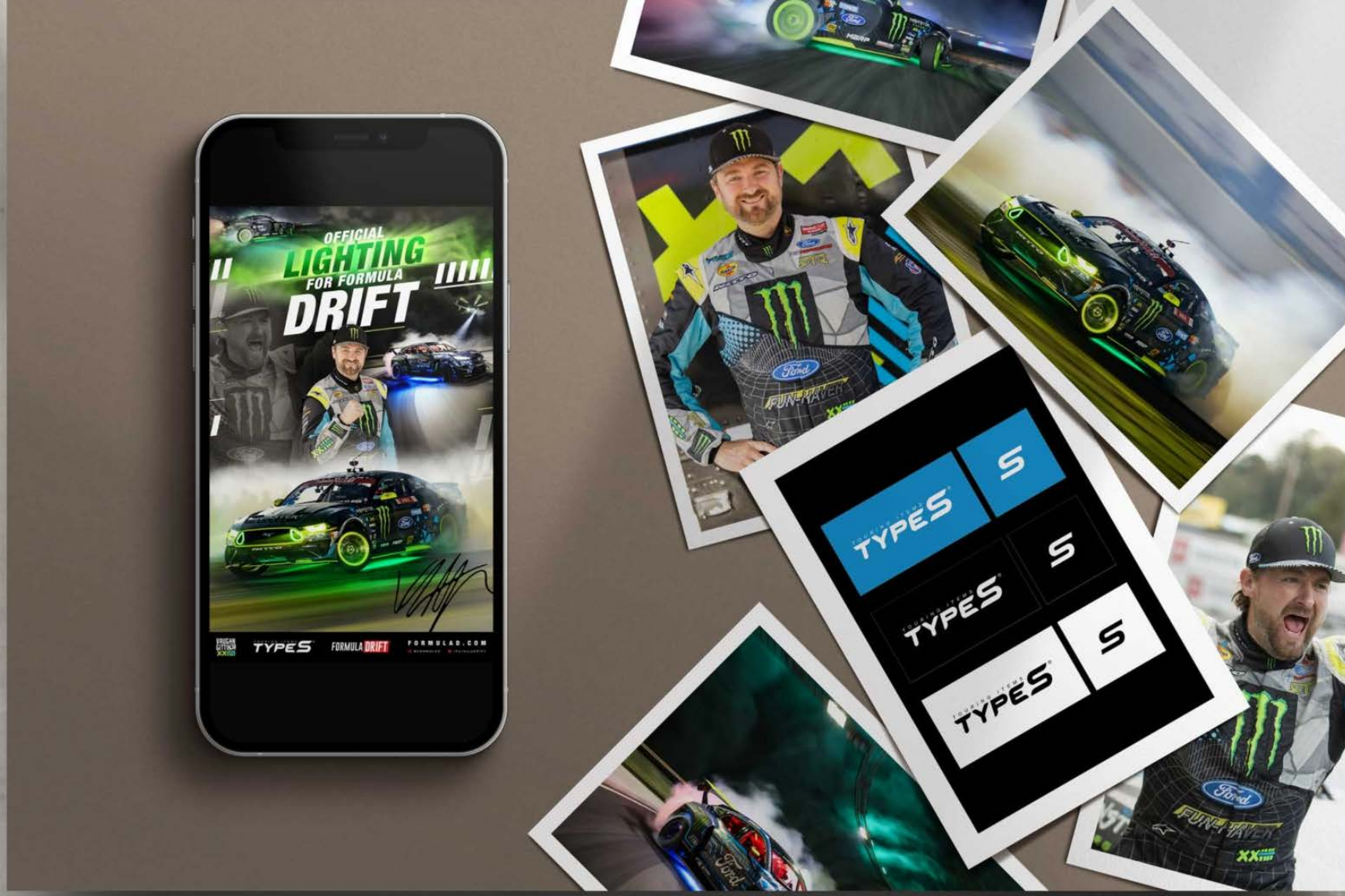
Retouched assets to align with Horizon's style guide, ensuring consistency in lighting, color, and logo placement.

Outcome

The poster delivered a high-impact, brand-compliant visual piece—successfully blending fan appeal with strategic product promotion.

Project	Poster Design & Print
Industry	Motorsport





GENESIS MOTORS

Brand Overview

To support the launch of the redesigned Genesis G90, the brand needed a refined hero image for Instagram—one that reflected its minimalist, luxury-forward aesthetic and positioned the G90 as the pinnacle of elegance and engineering.

Visual Objective

Create a sophisticated, black-and-white hero image that highlights form, texture, and design without distraction.

Retouching & Composition

- Removed complex reflections and background clutter
- Rebuilt architectural elements and rebalanced the frame
- Applied tonal refinements to emphasize the G90’s sculpted form and signature grille

Stylistic Treatment

Converted to black and white to align with Genesis’s timeless brand tone—shifting focus to light, contrast, and material.

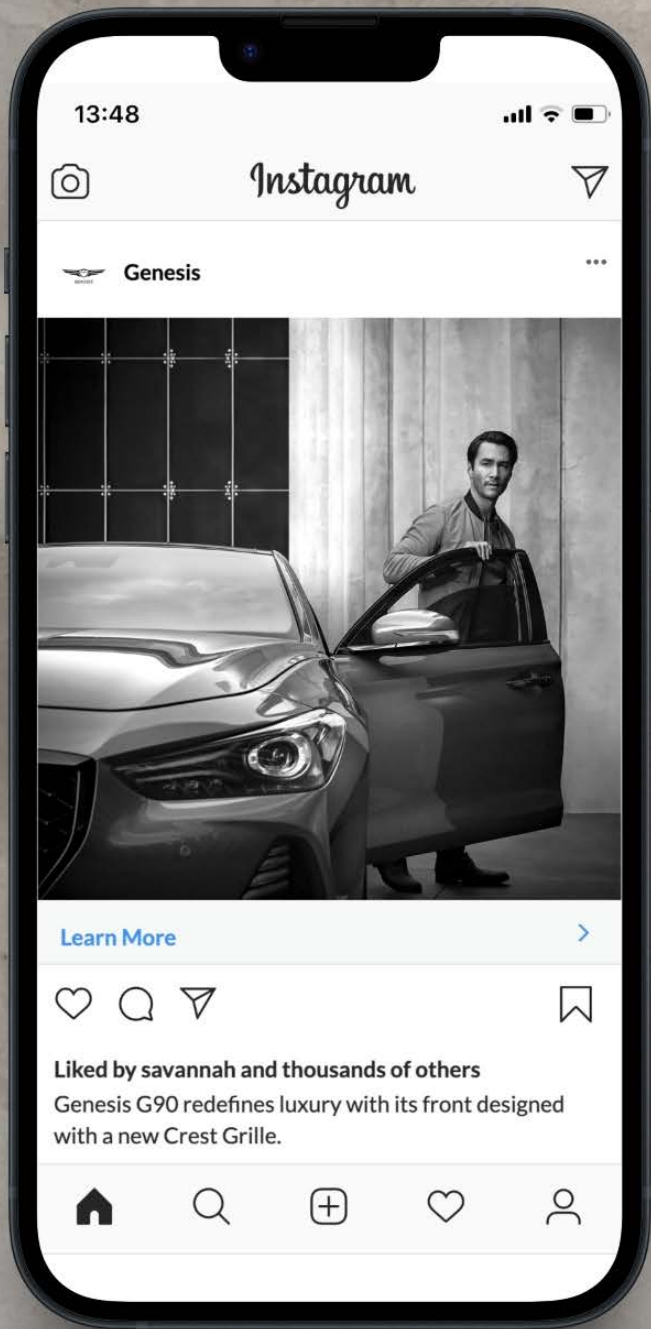


Outcome

Featured on Genesis’s official Instagram, the final image captured the G90’s elevated presence and reflected the brand’s commitment to visual precision and high-end storytelling. This project reflects my ability to combine technical precision with brand sensitivity—delivering imagery that not only meets luxury standards but enhances the emotional impact of the product at first glance.

Project	Banner Ad Design
Industry	Automotive





GENESIS MOTORS

Brand Overview

Genesis launched a digital banner campaign for its Signature Event, aiming to drive engagement while reinforcing its premium, modern-luxury positioning.

Brand Positioning

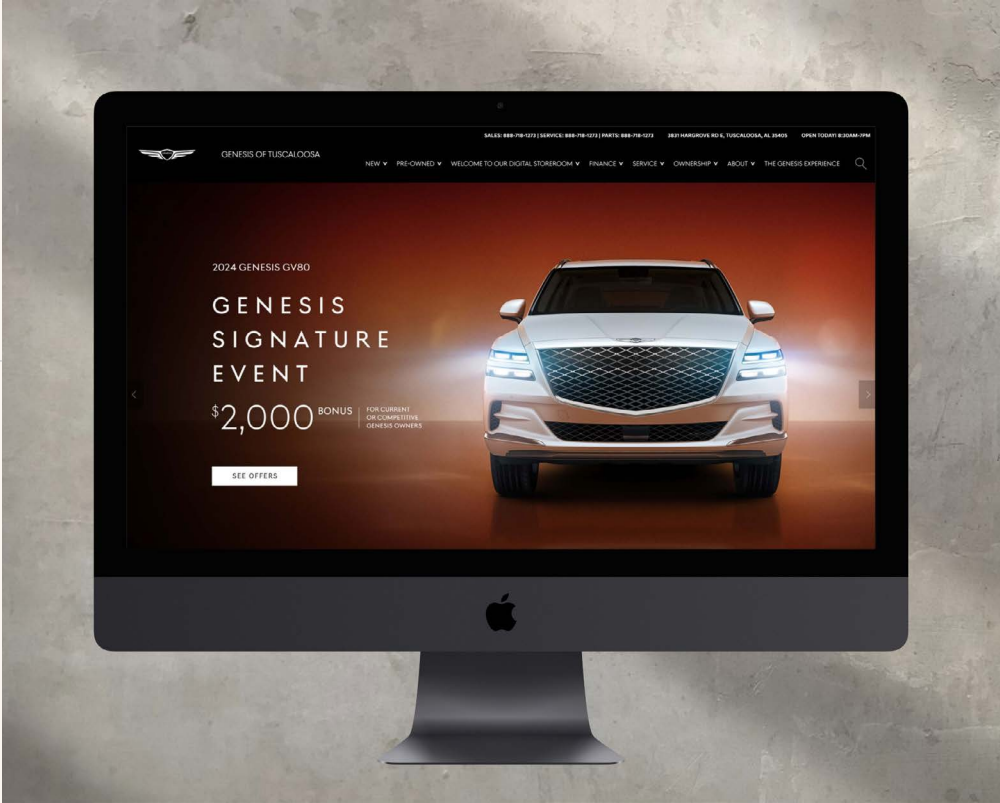
Luxury without compromise—pairing sleek design with exclusive offers to attract performance-driven, upscale buyers.

Visual Identity & Messaging

Elegant, minimal layouts featuring high-res vehicle imagery, refined typography, and aspirational CTAs like “Explore Offers.”

UX & Design Strategy

Responsive banners in multiple formats with subtle animations; all elements aligned with Genesis brand standards for a seamless cross-platform experience.



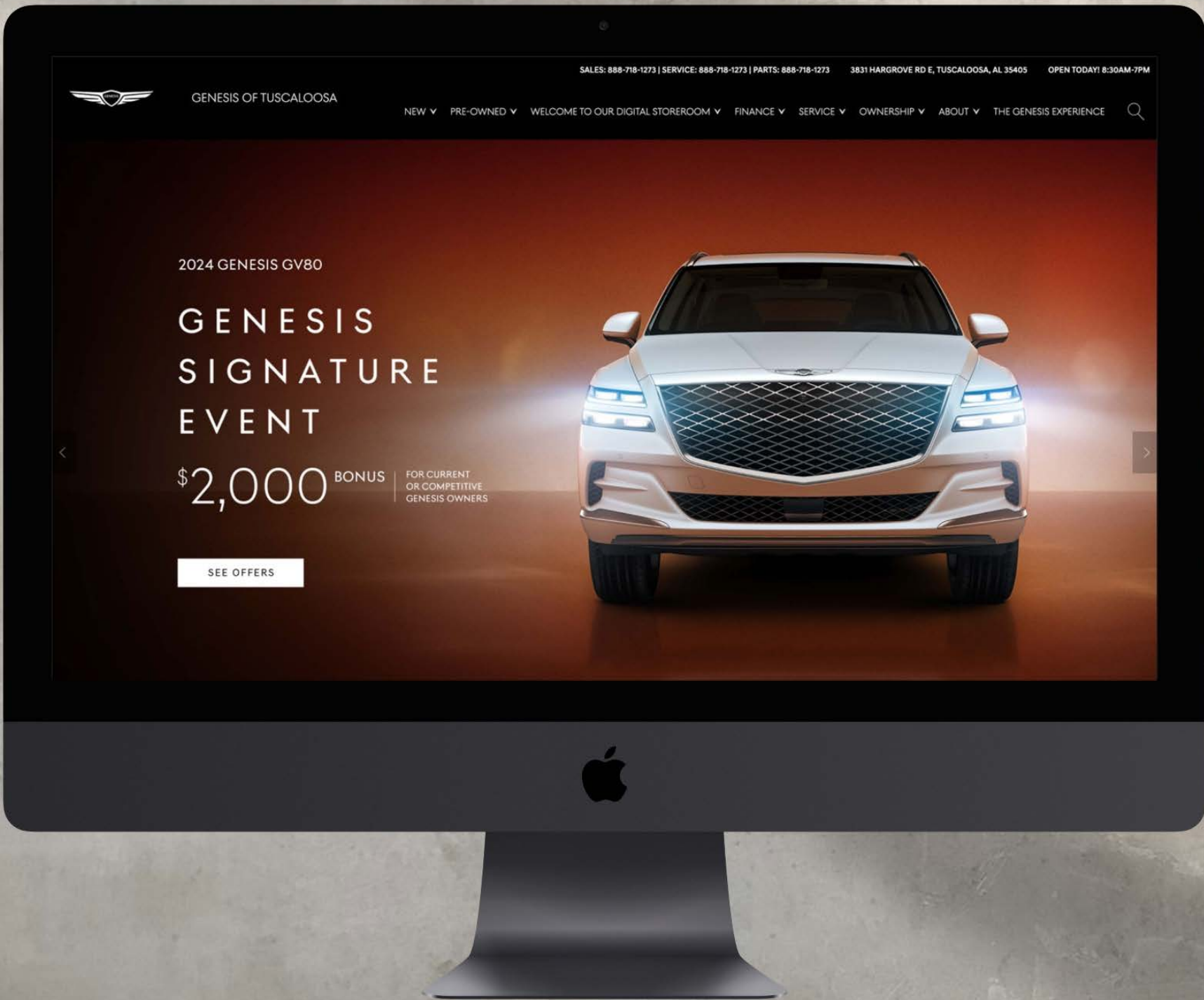
Performance Optimization

Automated production of localized variations with optimized assets (HTML5, JPG, GIF) for faster deployment and consistent performance.

Result

Visually polished banners that elevated brand image while supporting clicks and conversions across digital channels.

Project	Banner Ad Design
Industry	Automotive



2024 GENESIS GV80

GENESIS SIGNATURE EVENT

\$2,000 BONUS | FOR CURRENT
OR COMPETITIVE
GENESIS OWNERS

SEE OFFERS



GENESIS SIGNATURE EVENT

2024 GENESIS GV80

\$2,000

BONUS

FOR CURRENT OR COMPETITIVE
GENESIS OWNERS

SEE OFFERS



Current registered owners of a vehicle distributed by Genesis Motor America or of a qualifying competitive vehicle can receive a \$2,000 Valued/Competitive Owner Bonus when purchasing or leasing a new 2024 Genesis GV80 from new retail stock. Not all customers will qualify. Customer must provide proof of ownership of a vehicle distributed by Genesis Motor America or qualifying competitive vehicle. See your Genesis Retailer for program details and a list of qualifying competitive vehicles. Incentive amounts are subject to change without notice. Bonus must be applied to the amount due at signing. Offers may not be combined with other special offers except where specified. Please see your Genesis Retailer for offer details. **Offers end 2/29/24.** Preproduction models with optional features shown.

2024 GENESIS GV80

GENESIS SIGNATURE EVENT

\$2,000

BONUS

FOR CURRENT
OR COMPETITIVE
GENESIS OWNERS



Current registered owners of a vehicle distributed by Genesis Motor America or of a qualifying competitive vehicle can receive a \$2,000 Valued/Competitive Owner Bonus when purchasing or leasing a new 2024 Genesis GV80 from new retail stock. Not all customers will qualify. Customer must provide proof of ownership of a vehicle distributed by Genesis Motor America or qualifying competitive vehicle. See your Genesis Retailer for program details and a list of qualifying competitive vehicles. Incentive amounts are subject to change without notice. Bonus must be applied to the amount due at signing. Offers may not be combined with other special offers except where specified. Please see your Genesis Retailer for offer details. Offers end 2/29/24. Preproduction models with optional features shown.

GENESIS SIGNATURE EVENT

\$2,000

BONUS

FOR CURRENT OR COMPETITIVE GENESIS OWNERS

2024 GENESIS GV80



SEE OFFERS

Current registered owners of a vehicle distributed by Genesis Motor America or of a qualifying competitive vehicle can receive a \$2,000 Value/Competitive Owner Bonus when purchasing or leasing a new 2024 Genesis GV80 from new retail stock. Not all customers will qualify. Customer must provide proof of ownership of a vehicle distributed by Genesis Motor America or qualifying competitive vehicle. See your Genesis Retailer for program details and a list of qualifying competitive vehicles. Incentive amounts are subject to change without notice. Bonus must be applied to the amount due at signing. Offers may not be combined with other special offers except where specified. Please see your Genesis Retailer for offer details. Offers end 2/29/24. Preproduction models with optional features shown.

GENESIS MOTORS

Brand Overview

Genesis Motors—Hyundai’s luxury division—needed striking hero images for dealer sites (e.g., Genesis of West Houston) to announce new models, boost excitement, and steer visitors to inventory or reservations.

Objective

Translate national luxury messaging into dealer-level assets that convert.

Visual & Messaging

- High-res photography of G80, G90, GV70, GV80, and full-lineup scenes
- Bold headlines (“The All-New [Year] Genesis G80”), aspirational sublines, clear CTAs (“Reserve Yours”)
- Cinematic lighting, balanced copy, pixel-perfect desktop/mobile fit

Dealer Customization

Editable overlays for local promos, real-time inventory tags, and dealership names.



Outcome

Heroes fueled early reservations, amplified new-model buzz, and kept Genesis’s premium image intact at every dealer touchpoint—showcasing my ability to blend luxury storytelling with performance-driven design.

Project	Homepage Hero Design
Industry	Automotive



THE ALL-NEW 2021 GENESIS
G80

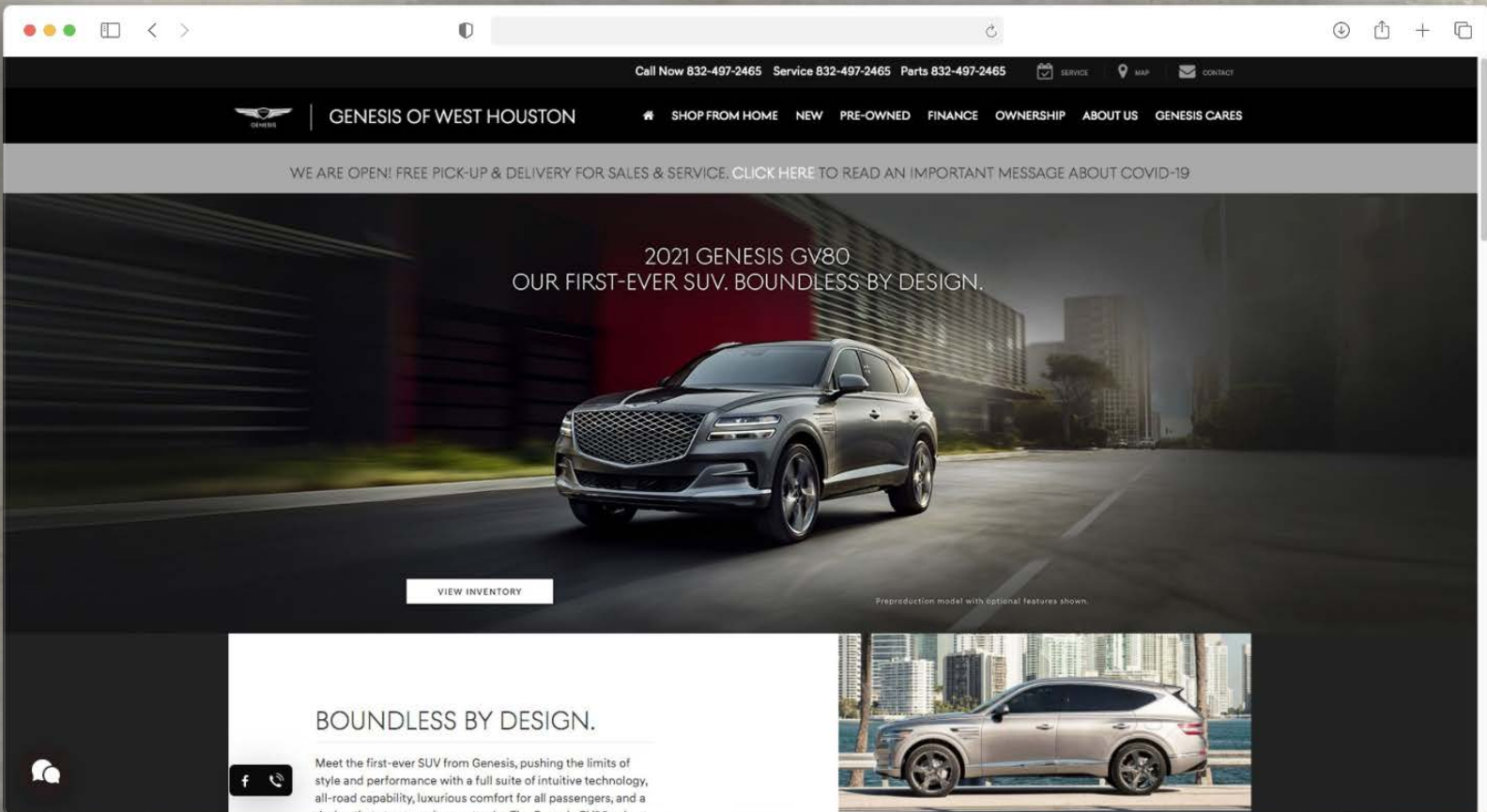
DRAMATICALLY DIFFERENT.

Equipped with an exciting array of intuitive technology and safety components, the fully redesigned G80 offers a dramatically enhanced driving experience. Coming Summer 2020.

RESERVE YOUR GENESIS G80

Preproduction model with optional features shown.
Initial availability limited.





2020 GENESIS G80
MOST DEPENDABLE MIDSIZE PREMIUM CAR



[VIEW INVENTORY](#)

For J.D. Power 2020 U.S. award information,
visit [jdpower.com/awards](https://www.jdpower.com/awards) for more details.

MOST DEPENDABLE
MIDSIZE PREMIUM CAR



#1 RANKED LUXURY BRAND FOR INITIAL QUALITY,
4 YEARS IN A ROW



[VIEW INVENTORY](#)

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#1 RANKED LUXURY BRAND
IN LONG-TERM QUALITY

#1 RANKED LUXURY BRAND
FOR INITIAL QUALITY,
4 YEARS IN A ROW



FREQUENTLY ASKED QUESTIONS

What are you most skilled at?

I'm highly skilled at bridging creative vision with strategic execution—whether that's through brand design, digital campaigns, or high-performing web experiences. I bring a strong eye for detail, a refined design sensibility, and the ability to create systems that scale. My work consistently balances aesthetics, clarity, and purpose.

Are you open to hybrid or in-office?

Yes, I'm open to hybrid or in-office opportunities—especially when they foster creative collaboration, deeper team integration, and stronger project outcomes.

Have you held any leadership roles?

Yes. I've served as a lead across various projects—guiding designers, developers, and cross-functional teams. I've helped shape creative direction, mentored junior talent, and played a key role in decision-making processes across internal and client-facing initiatives.

Have you presented concepts to clients or stakeholders?

Absolutely. I've regularly presented creative work to clients, internal stakeholders, and executives—translating design thinking into clear, compelling narratives that align with business goals. I'm comfortable owning the room, adapting feedback in real time, and building consensus around strong ideas.

CONTRIBUTION



A thoughtful skillset, ready to be put to work.

Every great hire is a gift of value—skills, perspective, and purpose. What I bring isn't just experience, but thoughtful, refined work that makes an impact. If you're looking for someone who delivers more than expected, let's connect.

All Projects

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