



# Brandon Alexander Stanley

2026 Portfolio 



# Hello! My Name Is Brandon A. Stanley

🌐 Colorado USA

## ABOUT ME

I'm a multidisciplinary creative director and designer specializing in branding, retail experiences, digital & physical products, and visual storytelling.

Over the last several years I've helped shape the creative direction of Dardano's Shoes and its growing family of brands through a combination of environmental design, graphic design, web development, marketing campaigns, and customer experience strategy. My work sits at the intersection of

physical and digital design, building cohesive systems that extend from retail spaces and packaging to websites, campaigns, customer platforms, and so much more.

Whether developing a flagship retail environment, launching a new coffee brand, or designing an integrated marketing campaign, my goal is always the same:

Create experiences that feel intentional, memorable, and built for real people.



# Experience Timeline

View Full Resume Here: [BrandonAStanley.com/About](https://BrandonAStanley.com/About)

## CORE SKILLS

Brand Design  
 Creative Direction  
 Retail Design  
 UI/UX Design  
 Front-End Development  
 3D Visualization  
 Marketing Design  
 Print Design  
 Environmental Graphics  
 Marketing Planning  
 Data & Analytic Direction

## WORK EXPERIENCE

Creative Director  
 Sep 2022 - Present  
 Dardano's Shoes & Vento Coffee

Marketing Manager & Graphic Designer  
 Sep 2021 - Sep 2022  
 Dardano's Shoes & Vento Coffee

Graphic Design/General Business Intern  
 Jan 2021 - Aug 2021  
 GigSmart

Graphic Design Peer Tutor  
 Oct 2018 - Dec 2020  
 Rocky Mountain College Of Art & Design

## EDUCATION

Bachelor Of Fine Arts In Graphic Design  
 Graduated In 2021  
 Rocky Mountain College Of Art & Design

## TOOLS

Design Applications



Ad Platforms



Coding & Web Building Applications



Management Applications



AI Applications



## AWARDS & PUBLICATIONS

Best Of Colorado Portfolio Review  
 Earned In 2017  
 Portfolio Review Scholarship (RMCAD)  
 Earned In 2017  
 Blue Waves • Published In Birdy. Issue 49  
 Dardano's • Footwear Insight • 2023 Issue



## PROJECT 1

# Dardano's Broomfield Flagship

Designing a 14,000-square-foot retail destination that blends footwear, coffee, service, and customer experience into a unified brand environment.

- 14,000 SQ FT
- 50+ Brand Partners
- Custom Fixtures
- Environmental Graphics
- Interior Design



# The Challenge

Dardano's was expanding into a new flagship location and needed an environment that reflected over 80 years of craftsmanship while creating a modern retail experience capable of supporting future growth.

The challenge extended beyond aesthetics. The space required custom merchandising systems, branded environments, integrated technology, and a customer journey capable of serving multiple product categories without sacrificing clarity or comfort.



# Designing the Experience

I developed fixture concepts, environmental graphics, brand integrations, and visual merchandising systems that allowed more than 50 partner brands to coexist within a cohesive retail experience.

Special attention was given to sightlines, navigation, lighting, and material selection to ensure customers could comfortably explore the space while maintaining strong product visibility.



## PROJECT 2 Vento Coffee Branding & Design

Creating a coffee brand from the ground up through identity design, environmental design, packaging, menus, and digital experiences.

- Logo Design
- Menu Design
- Website Design
- Environmental Graphics
- Interior Design
- Marketing Strategy



The final environment transformed a conventional retail space into an immersive flagship experience that elevated both customer engagement and brand perception.

The result is a destination designed to support discovery, comfort, and long-term growth.

# Brand Identity

The Vento identity was built around movement, warmth, and heritage.

Inspired by the Italian meaning of "wind," the visual system uses flowing typography, nostalgic influences, and a refined color palette to create a brand that feels both timeless and approachable.

To honor the founders' family heritage, the brand was named Vento, the Italian word for wind. The visual identity reflects motion, fluid craftsmanship, and a deep appreciation for the coffee ritual.

**Typography & Flow:** The custom, fluid typeface features organic transitions where the "V" and "T" sweep through the wordmark like a gentle breeze.

**The Iconography:** The letter "O" doubles as a subtle, stylized pour of latte art, anchoring the logo firmly in the specialty coffee space.

**Asset Versatility:** Developed a robust design system including a primary wordmark, a clean geometric alternative, and a highly compressed "V" monogram optimized for digital favicons, square social profiles, and small-scale merchandise stamping.



# Brand Applications

A successful identity must function beyond the logo. The Vento system was extended across menus, signage, packaging, merchandise, and environmental graphics to create a consistent customer experience across every touchpoint.



## Menu Design

To keep the menu fresh and operational efficiency high, I designed an adaptable digital menu board system that rotates across four seasons.

Optimized distinct visual hierarchies for the Morning Menu (focusing on high-volume breakfast pairs) and the Afternoon Menu (focusing on specialty espresso and atmosphere).



## Directional Signage

Directional signage at the drive-thru coordinates traffic flow while maintaining strict brand consistency. The layout offers a small footprint to avoid obstructing driver sightlines.



# Storefront Statement Piece

A massive, stylized environmental graphic featuring the iconic Colorado Flatirons and Denver skyline. It doubles as a landmark photo-op for passersby and incorporates a clear call-to-action, successfully guiding customers through the shared entrance.



# Digital Experience

The brand experience extended online through a custom-built Shopify implementation featuring loyalty integration, online ordering, and POS connectivity. Paired with a DoorDash integration for higher brand and ordering visibility.



# Specialty Drinks Marketing Campaign

Every seasonal menu drop introduces three exclusive drinks, backed by a fully integrated marketing and merchandise blitz designed to incentivize trial and repeat visits.

**Targeted Creative Ads:** Developed eye-catching digital and social media assets tailored around the unique flavor profiles of each new drink.

**Limited Merchandise & Collectibles:** Designed custom, hyper-limited apparel runs and collectible stickers given away with every promotional drink purchase to build community hype.

**Print Campaign:** To maximize the campaign's impact, I designed print collateral such as postcard punch-cards incentivizing customers to try all three new seasonal drinks to earn a free reward.



PROJECT 3

# Dardano's Catalogs

A seasonal print catalog designed to showcase premium footwear collections through strong typography, editorial layouts, and product storytelling.

Winter Catalog 2025



Summer Catalog 2024



Fall Catalog 2023



Summer Catalog 2023

## Revitalizing Direct Mail: Data-Backed Strategy & Design, Precision Targeting That Delivered a 19x Return

30k+

**Mailed Hyper-Local Targeting** - We refined the distribution list to a tight 10-mile radius around each storefront, utilizing historical redemption data and in-store tracking trends to focus strictly on high-intent demographics.

3.03%

**Response Rate Engagement Lift** - By refreshing the visual hierarchy and merchandising strategy, we achieved a 20% increase in response rate over the previous year's catalog benchmark.

178k+

**Revenue Generated Direct Sales Impact** - Total revenue directly attributed to catalog redemptions during the campaign window, driving significant foot traffic and online conversions.

19.73x

**ROAS High-Efficiency Spend** - An exceptional return on ad spend. For every \$1.00 invested in design, printing, and postage, the client saw \$19.73 in return.

## Multi-Brand Coordination & Compliance

To maximize project ROI, I coordinated directly with key vendor partners to secure co-op advertising funds, significantly offsetting production costs. This involved designing distinct vendor spreads that adhered to strict national brand guidelines, successfully navigating the approval process with external creative teams to unlock the budget.

HOKA

PIKOLINOS

features

DARN TOUGH

Obōz

UGG

SOREL

new balance

BAS

PROJECT 4

# Packaging Design

**Tactile Engagement** - Designed with an integrated Velcro closure to encourage physical interaction, allowing sales staff to easily demonstrate product quality without damaging the packaging.

**Structural Integrity** - A custom-engineered dual-fold architecture that secures the heel in place, ensuring a premium presentation while hanging or on display.

**Modular Efficiency** - Utilizes a strategic labeling system to streamline production. By using universal templates for crew and low-cut styles, we significantly reduced manufacturing costs while maintaining brand consistency.

## Scaling from Concept to Shelf: Engineered for Performance & Retail Impact

3,000+

**Units Initial Market Launch** - Successfully managed the end-to-end production and quality control for an initial 3,000-unit order, establishing a robust supply chain foundation for the Dardano's brand.

<\$0.23

**Per Unit Manufacturing Optimization** - Collaborated directly with Chinese manufacturers to optimize thread density and pattern engineering. This technical refinement achieved high-performance compression and targeted arch support while maintaining an industry-leading cost-efficiency of under \$0.23 per unit.

30+

**SKUs Scaled Product Line** - Developed and transitioned over 30 unique, high-fidelity sock designs into full-scale manufacturing, ensuring design consistency and technical specifications across a diverse product catalog.

4

**Custom Solutions Immersive Packaging Experience** - Engineered four bespoke packaging solutions to differentiate the brand in a crowded retail space. This included 1-pack and 2-pack configurations featuring a never-before-seen Velcro closure that allows customers to feel the product quality without damaging the box, creating a tactile and premium unboxing experience.




# Destination Sale

A 5-week liquidation strategy designed to clear seasonal inventory through a synchronized ecosystem of direct mail, paid media, and automated lifecycle marketing.

Key Highlights:

- **Omni-Channel Execution** - Orchestrated a cohesive sale utilizing printed postcards, email marketing, and targeted social ads.
- **Data-Driven Recovery** - Analyzed real-time redemption lag mid-campaign and deployed automated email triggers to nudge users who abandoned their coupons.

274k+  In total revenue with an 8.07x overall return on ad spend. The automated email intervention alone successfully recovered \$60k+ in sales.



## Campaign Deep-Dive

● Email | ● Postcard | ● Ads | ● Launch

	Mon	Tue	Wed	Thu	Fri	Sat	Sun
WEEK 1	Aug 18 Sale Launch VIP Announcement Email Main Audience Announcement	19 Meta Broomfield Traffic Campaign Meta Denver Traffic Campaign	20 Main Audience Email Campaign #2	21 Google PMAX Campaign Setup Postcard Mail Drop (First Half)	22 Main Audience Email Campaign #3 In-State Audience Email Campaign #1	23 Meta HOKA Sale Traffic Campaign	24
	25	26 HOKA Sale Email Postcard Mail Drop (Second Half)	27 Newspaper Ad	28 Brooks Sale Email	29 Main Audience Email Campaign #4	30 Birkenstock Sale Email	31 Newspaper Ad
WEEK 3	Sep 1	2 Halflinger Audience Sale Email Halflinger Main Audience Sale	3	4 Meta Brooks Sale Traffic Campaign	5 Main Audience Email Campaign #5	6 Dardanos.com Postcard Ads	7
	8	9 In-State Audience Sale Email #2	10 Dansko Audience Sale Email	11 Fall Footwear Full Priced Email (Women Styles) Fall Footwear Full Priced Email (Men Styles)	12	13 Taos Audience Sale Email	14
WEEK 5	15 Sale Launch Increase Savings Email #1	16 Meta Increase Savings Awareness Campaign	17 Increase Savings In-Store Email #2	18 Increase Savings VIP Email #3 Increase Savings Main Email #3	19	20 Increase Savings (Last 48 Hours) Email #4	21 Increase Savings (Last 24 Hours) Email #5

# Customer Portal Architecture

Revamping the post-purchase experience. I executed a full-stack overhaul of Dardano's customer account ecosystem, transforming a legacy, friction-heavy interface into a seamless loyalty hub.

Key Highlights:

- **Zero-Friction Entry** - Replaced frustrating forms with a modern, user-friendly interface backed by custom validation logic.
- **Dashboard Integration** - Gamified the user experience by integrating complex purchase history data with a transparent rewards UI to clearly show active points and tier status.

## Turning Usability Into Retention

The challenge wasn't just visual; the underlying architecture made it difficult for users to self-manage their rewards. I re-engineered the customer portal from the ground up, integrating complex purchase history data with a seamless rewards UI. This full-stack intervention bridged the gap between e-commerce transactions and brand loyalty, resulting in a seamless post-purchase experience that encouraged users to return, redeem, and repurchase at a significantly higher rate.

+20%

### Increase in New Sign-Ups -

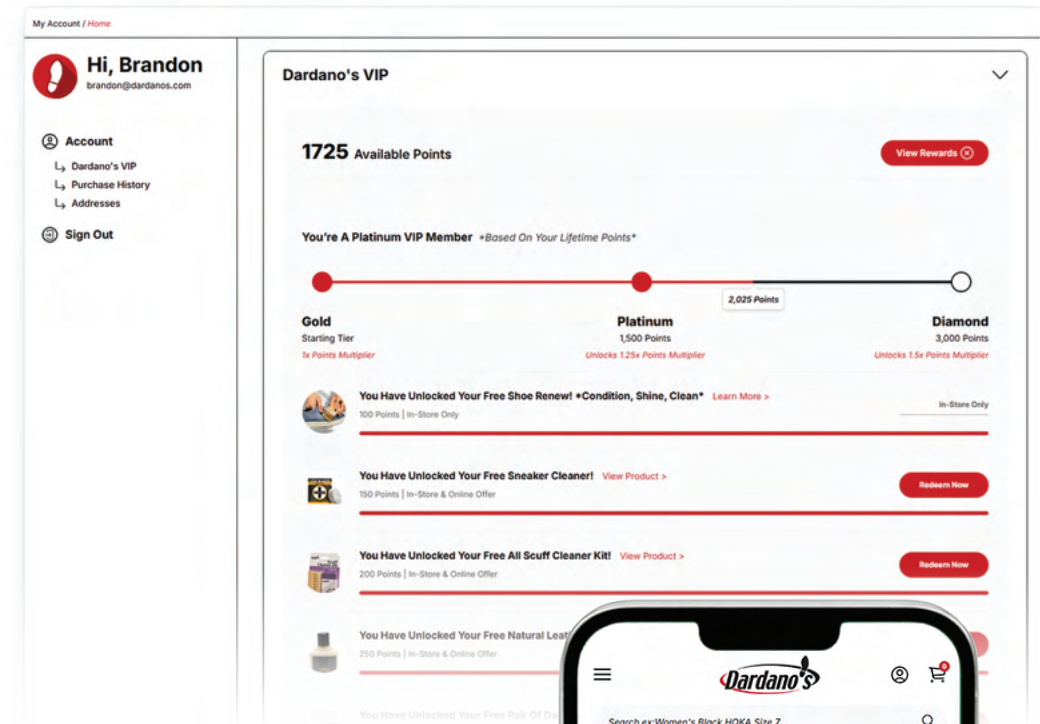
By simplifying the account creation flow and clearly displaying VIP benefits on the signup page, we significantly lowered the barrier to entry for new users.

+15M

**Loyalty Points Redeemed** - Making points visible and easily accessible on the main dashboard directly correlated with an increase in reward redemption and repeat purchases.

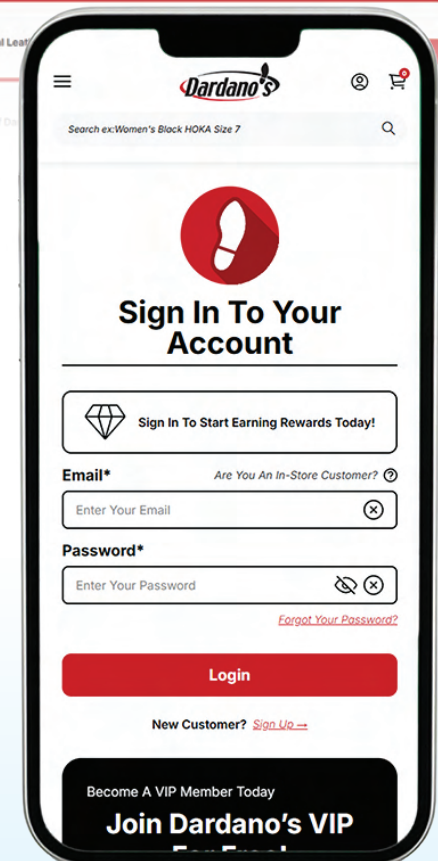
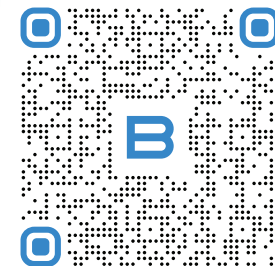
+110k

**Active VIP Members** - A transparent dashboard that clearly shows points and tier status gamified the experience, encouraging users to log in more frequently to check their progress.



## Experience The Ease Of Use & Difference In A Closed Simulation

Visit <https://www.brandonastanley.com/all-projects/account-page-2026> Or Scan The QR Code Below



# The Strategy Behind The Work

Building cohesive systems at the intersection of physical and digital design.

## 1. Research & Discovery

Before jumping into visual design, I analyze the landscape. By reviewing historical data, understanding the target demographic, and evaluating what competitors are doing in the space, I can identify the unique opportunities where a brand can truly stand out. This ensures every project is grounded in intentional strategy and built to solve real problems.



## 2. Exploration & Ideation

I rarely stop at the first good idea. Whether I am conceptualizing a massive retail environment, engineering custom product packaging, or mapping out an omnichannel campaign, I build multiple creative directions. Exploring a wide range of solutions allows me to test boundaries, uncover blind spots, and discover the most effective path forward.

## 3. Prototyping & Polish

Once a clear direction is chosen, I move into detailed execution. This phase is all about bringing the concept to life through high-fidelity UI mockups, 3D visualizations, or physical structural prototypes. I focus heavily on typography, material selection, and visual hierarchy to ensure the design is as functional and seamless as it is beautiful.



## 4. Feedback & Iteration

Great design thrives on collaboration. I review the polished concepts with key stakeholders and vendor partners to gather actionable feedback. We refine the details together, optimize for manufacturing and usability, and finalize the assets to ensure the end result meets strict brand guidelines while driving a tangible return on investment.

## Ready to Build Something Intentional?

Great design thrives on collaboration and clear strategy. Whether you are looking to revitalize a brand, launch an integrated campaign, or craft a cohesive system from the ground up, I am always looking forward to the next challenge.

LET'S CONNECT



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