

Selected Work

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Logo Design

I worked with Nimlok Chicago for this project. They wanted to showcase thier creativity, purpose, and longevity with this logo. It was important for NSPIRE to have its own identity but have some connection to the nimlok brand. These were a few of my favorite versions. The “n” design was made to have variations that would change to show growth and reflect the changing company.



The Traveling Teacup

Place Your Cares in the
"Tea of Forgetfulness"

Benetta Rodgers
773-209-8487



holistic loose leaf teas

tea tastings

home × dinner parties × spa parties

fundraisers × business meetings

music or dance recitals × book club

parent club meetings × special gatherings



schedule your
tea sitting today

Design & Photography

This project was for a unique company that offered a tea bar. Ms. Rodgers asked for a elegant and earthy design. Loose leaf tea was provided to be used in the design. I not only was the designer & photographer on this project but the tea cup shown was handmade by me as well.

Logo Design and Brand Identity

I had the joy of working with Erin for over 5 years. I worked very hard to capture her bubbly, loving nature juxtaposed with her deep commitment and professionalism with her business. Erin's goal for her marketing material was to show peaceful joy. I loved using the bright colors and playful fonts.



Erin Kelly

Licensed Massage Therapist ☯ Yoga Instructor
773.569.1015 ☯ erin_e_k@yahoo.com

Joy is Strength

☯ Mother Teresa ☯



class lead by Erin Kelly

licensed massage therapist
& certified yoga instructor

☯ all are welcome, no experience necessary ☯

773 569.1015 | erin_e_k@yahoo.com

Design

This was a fun project. Atom Banana was looking for a simple backdrop for their Tradeshow booth. They wanted something fun that would catch your eye among the chaos of the event. The existing fun and bright logo was great to design around and the Yellow really stood out on the crowded show floor.



Design

This was a promotional campaign that Nimlok Chicago was using to stir up excitement for upcoming tradeshows. There was a series of games and quizzes on social media. This was the “game show” themed email blast I designed to accompany. Clicking on the door took you to one of three landing pages. The ‘loser’ pages featured links to customer satisfaction case studies.



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Sorry!

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[download the full case study](#)

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YOU WIN!!!

Get 20% off your exhibit graphics order AND free shipping!


We look forward to working with you!

See what one IMTS 2012 exhibitor had to say about their experience with us:

"Nimlok Chicago provided incredible customer service with a tremendous amount of creativity to work with us in a constantly changing process. The results were an award-winning booth and a working relationship that will continue for a long time."

- Chris DeRus, Amstar General Manager

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*Must sign contract with Nimlok Chicago by 12/31/13 to qualify



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Design

This Tradeshow backdrop a bit of a challenge. The client was very nice and really passionate about this project. They wanted so much information and images worked into the design I wasn't sure if it was possible while keeping a clean and organized look. I am so glad I pushed myself to incorporate all the elements they wanted; the client was happy and I was able to push the boundries of my creative problem solving skills.

Packaging

I worked with Toray to create a portable set of their popular UltraSeude collection. A ring set with a hard cover and back was a simple and functional solution. Toray was looking for a set for their sales team out on-site, the rings with the hard cover allows for easy addition or subtraction from the collection, as well as reinforcing their branding. I helped ensure that the color with the polypropylene lamination would match the existing marketing pieces Toray previously released of this product.





Packaging

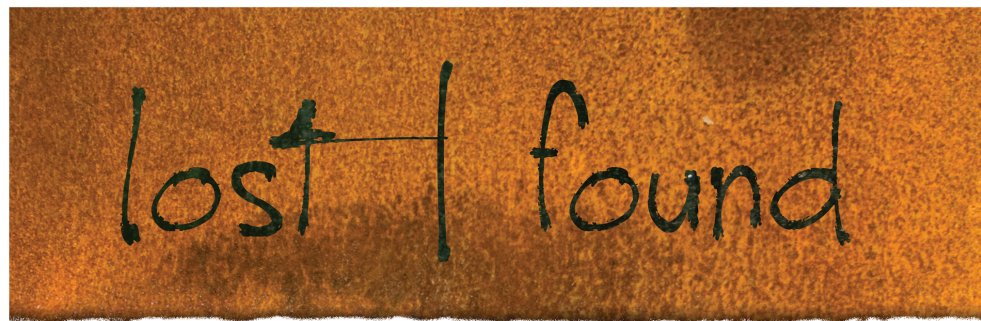
I really enjoyed working with Restoration Hardware's marketing team to create these swatchbook and slipcase. The goal was to offer the client a large choice of fabrics without overwhelming them. These would also be displayed in-store so they would have to work within the style of the store.

We created a set of boxes for different collections. Instead of choosing an Arrestox book cloth or similar we worked with the fabric mill and our packaging partner to cover the piece in Restoration Hardware's custom dyed upholstery linen.

Packaging

I worked with the Williams Sonoma Inc.'s Packaging and Marketing team to make these swatch boxes intended for Interior Designers and other industry people to showcase cross-brand coordination of upholstery fabrics. I assisted my sales team and our packaging partner, working within the budget to create a sleek and inexpensive box.





local artists, found objects, recycled materials

EXHIBIT DATES | July 24 thru August 7, 2013

ARTIST RECEPTION | Saturday, July 27, 3-4pm

Hosted by

Lost Treasures Resale Shop

12761 S. Western Avenue, Blue Island
LostTreasuresResale.com

12840

GALLERY

Curated by 12840 Gallery | 12840Gallery.com

Design & Photography

12840 Gallery is a Pop up that changes location with each show. This show included artist from as far as Poland. I thought the ephemeral rust really talked to the subject matter. The background is also one of my photographs.

Photo Restoration

This project was for the Adrian Dominican Sisters. The photograph was folded and in a book for several years. Using Photoshop I was able to restore some of what was lost to age.

Before



After





Production

For this BIC booth I was the Art Coordinator. I worked with BIC Project Managers, Art Directors and Graphic's team to ensure their vision for this booth and the artwork provided matched. On press we discovered the colors for this job were more vibrant than the printer's ICC profile was able to handle. I worked with production to create a custom profile to make all the vibrant colors pop.

Production

I was the Art Coordinator on this Fuji Tradeshow Booth. I worked with Fuji's Graphic's team to ensure their vision for this booth and the artwork provided matched. With large booths like this one I am always vigilant with organization to ensure proper graphic panel placement. Proper mural alignment and color matching across substrates was a challenge however the client was impressed with the finished booth.



Production

I was the Art Coordinator on this booth for ID. I worked with ID's Graphic's team to ensure their vision for this booth and the artwork provided matched. This project included some unusual elements such as the custom colored plexiglass which I had to color match the dye sublimated elements.



Design

This was a very involved project. This client was installing these graphics onto walls in thier main lobby, along the hallway, and into thier conference rooms. There were 3 main features; the history wall, the testimonial wall with word collage, and the Tree house rules. The Tree house rules consisted of a printed back drop, die cut frosted plexigass with vinyl lettering applied.

