



## List of Selected Projects

### Look & Feel Designs Web Projects

Art Direction/Design

#### Qualcomm Internet Marketing Campaign Ad Banners Spring 2004 \*

Establish "Look & Feel" for internet marketing's campaign, creating animated gif templates for production & art directing flash animation.

#### NATJA Chicago Conference & Marketplace 2004 website Spring 2004 \*

Design look for North American Travel Journalists Association's Conference website, reflecting the charm and sophistication of Chicago. Also designed glossy cover and set design parameters for brochures' content.

#### cook-inlet.com web site redesign Spring 2004 \*

With Creative Director's direction, design look for an energy supply trading company, based in Century City, CA.

#### contessa.com web site redesign Spring 2004

Provide one of the looks for Spring 2004 redesign for Contessa Food Products, leader of top quality shrimp.

#### Excalibur Halloween Treats E-mail Blast October 2003 \*

Based on existing look, design & build E-mail Blast for Excalibur Las Vegas Hotel, Resort and Casino.

#### Monte Carlo Seasonal Web Promotions Popup and Landing page 2003 \*

Concept, design & build homepage seasonal web exclusive promotionals for Monte Carlo Resort & Casino.

#### Monte Carlo Winter Escape Banner Campaign Ad Banners 2003 \*

Concept, design & animate multiple banners under vendor specifications to promote property via the web.

#### Avery Online Product Sell Sheets Projects April 2003 \*

.Created "Look & Feels" for a couple of flash movies, based on storyboards, for Spring's launch.  
.Created "Look & Feels" for some of the sell sheets for Spring's launch.

#### travelworldmagazine.com website redesign fall 2002 \*

Branded identity and designed the online travel, food & wine magazine's site.

#### Easton Online Product Sell Sheets Fall 2003 \*

Design look for some of Easton's Baseball product sell sheets, adhering to print and current online branding.

#### lasports.org web site design launch summer 2003 \*

Design look for a non-profit organization promoting professional & amateur activities in the L.A./Orange County region. Implement design standards for dynamic driven content.

#### Johnny Rockets E-mail Blast Spring & Summer 2003 \*

Carry through existing online branding for templates monthly E-mail blast, promoting online specials.

#### kidswb.com web site design 2000 - 2002 \*

Played a key role in build out Fall 2000 & Spring 2001 site redesigns (HTML & CSS).  
Also, responsible for daily updates, focusing on bi-monthly contests, seasonal features, games, TV promotions.

### Production Work Web Design

**Balancing design looks with production work, here's a list of sites I was involved with production, utilizing Photoshop, Illustrator, Image Ready and BBEdit (Hard Code HTML and CSS), in a team setting.**

Contessa Food Products Spring 2004 <http://contessa.com/>  
Pala Hotel & Casino summer 2003 <http://www.palacasino.com/>  
Circus Circus Hotel & Casino spring 2002 <http://www.circuscircus.com>  
Excalbur Hotel & Casino summer 2002 <http://www.excaliburlasvegas.com>  
LG Mobile Phones spring 2002 <http://www.lgmobilephones.com>

### Print (CMYK) Art Direction/Graphic Design

#### NATJA Conference & Marketplace Glossy Cover. January 2004 \*\*

.Design Glossy Cover for conference brochure. 8.5"x11" 4 color print job single varnish job.  
Quark/Photoshop/Illustrator  
.Set visual parameters for inside pages.

\* You can view a sample of this project in the portfolio > web section.

\*\* You can view a sample of this project in the portfolio > print section.