

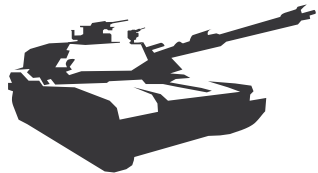
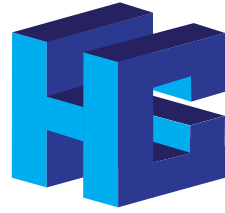


# Welcome

## Portfolio

### Design Categories

- Advertising
- Branding
- Collateral
- Illustration
- Internet
- Packaging
- Publications



KITE BRIGADE LLC



## Branding

### Logo designs

Shown here is just a small sampling of the many logos I have created for a wide variety of companies, events, associations and products. I enjoy the challenge of finding the balance of a simple yet unique mark.



## Packaging

### Decosse Customs

Decosse is a high-end custom ski, snowboard and kiteboard manufacturer, but needed to dramatically improve their graphics to match the quality. The examples above are some of the various new designs that were big hits with clients.



## Packaging

### CD and DVD Labels

This is a collection of various CD and DVD labels. Designing in this circular format with the center circle hole is always a special challenge but can be worked seamlessly into the design as you can see in the "Smoke" CD (top and center).





## Packaging

### Video Box Covers

Above is a collection of video box cover designs created for Noyes Productions' Dysfunctional Superheroes action snowboard films. Hidden below are more Noyes covers and Twenty Inch Video Productions BMX action film covers.



# Packaging

## Gates Corporation

Gates programmers developed an entire product line to aid belt drive designers. I was hired to create the series of product logos, application icons, installation icons and screens for both the desktop & handheld applications shown here.

**Design Flex<sup>®</sup> Pro<sup>™</sup>**

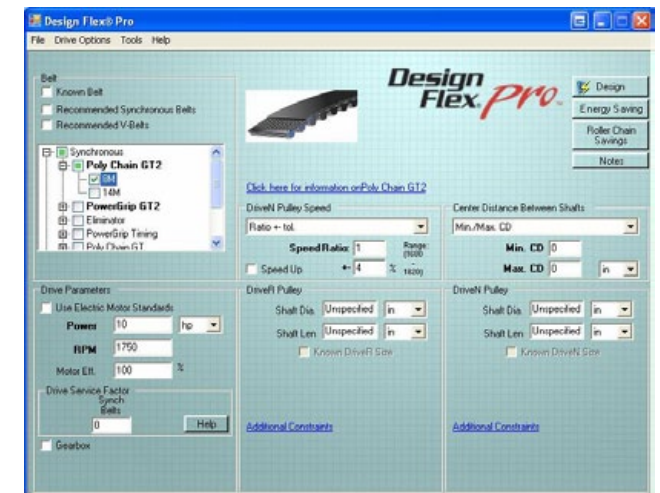
**Design Flex<sup>®</sup> 2Go!<sup>™</sup>**

**Design IQ<sup>™</sup>**

**Design View<sup>™</sup>**

**F**

**Q**







# INTRODUCING THE NEW '08 OZONE INSTINCT

## Treat yourself to an Instinct Test Drive

Test drive the 3rd generation 2008 Instinct range and feel the difference.

See why the world's leading snowkite company is quickly finding a dedicated group of riders on the water too.

For Demo Days and Authorized Testing Center information contact us at [windzup.com](http://windzup.com) or call (435) 462-5303.

### Choose From 3 Distinct Models



#### 3 struts (3, 5, 7, 9, 12, 14m)

For both Entry-level and Advanced riders wanting a forgiving freestyle and wave riding kite. It is also affordable without compromising quality.



#### 5 struts (5, 7, 9, 11, 13, 15m)

Freeride and Wakestyle. A proven all-round kite suited for a wide range of riders. It is fun to fly, has huge pop and is fantastic in the waves.



#### 7 struts (7, 9, 11, 13m)

Monster Hangtime and Speed. This kite is easy to fly, stable, has improved feeling in the bar and will deliver huge jumps for any solid rider.



One-pump inflation on all '08 models

Improved relaunching and anti-invert bridle

Molded chicken loop with easy quick-release

Four colors on all '08 models



For more info on the improved 2008 kites and feature-packed control bars, download the brochure with designer notes and specs at [flyozone.com](http://flyozone.com)

## Advertising

### Ozone Kiteboarding - Magazine Ad

Getting people to try the newest model kites is a challenge, so the focus was to introduce the new kites features and let customers know where to test them. The competition among the many kiteboarding manufacturers is intense, so an eye-catching and progressive appearance for the ad were important.

# Advertising and Packaging

## Liquid Sky - TimeManager®

Following the success of the Kitelauncher device, Liquid Sky developed this simple yet ingenious time saving device for kiteboarders to contain and keeping their lines organized.

The magazine ad was designed to do two things: Introduce their new product to the market and highlight the benefits of the tool.

We designed this cost-effective and attractive package to complement and display the TimeManager® device on racks in retail shops.



**RIG LESS...  
RIDE MORE.**

**“One of the most innovative products of the year.”**

*No line tangles or checking your lines. Ever again!*

- KEEPS LINES ORGANIZED/UNTANGLED
- REDUCES RIGGING AREA BY 90%, RIGGING TIME BY 70%
- IDEAL FOR SMALL/CHALLENGING LAUNCHES & BOAT LAUNCHES
- CONVENIENTLY FITS IN BOARD SHORTS WHEN RIDING
- SMALL, FLEXIBLE, LIGHTWEIGHT
- CLIPS ONTO YOUR KITE BAR FOR EASY STORAGE

KITEBOARDING LINE TOOL  
**TIME MANAGER**



MSRP: \$20US

PERFECT FOR THE HOLIDAYS!

FOR SALES AND PRODUCT VIDEO  
GO TO [WWW.KITELAUNCHER.COM](http://WWW.KITELAUNCHER.COM)

**LS**  
LIQUID SKY KITEBOARDING  
TECHNOLOGIES

PATENT  
PENDING





# Advertising

## U.S. Open SKM - Posters and Flyers

An eye-catching poster was created to announce the upcoming event and help promote the various sponsors involved. Poster and flyer sizes were printed to advertise and give away as commemoration of the event.

**U.S. OPEN SNOWKITE MASTERS 5th Annual**

Skyline, Utah  
Feb 27 to Mar 1, 2009  
Races • Prizes • Cash Purse


Details at [SnowKiteMasters.com](http://SnowKiteMasters.com)    [info@windzup.com](mailto:info@windzup.com) • 435-462-5303

**SPONSORS:** OZONE, KITEUTAH, POWER KITES, MASTIC, WINDZUP, ROSSIGNOL, DRIFT SNOWKITE MAGAZINE, DAKINE, KITEWORLD MAGAZINE, FLYSURFER, zeal optics, BEST KITEBOARDING.COM, KiteSites.com, Willow Creek Inn



# TONY SCHUMACHER NHRA Top Fuel Driver

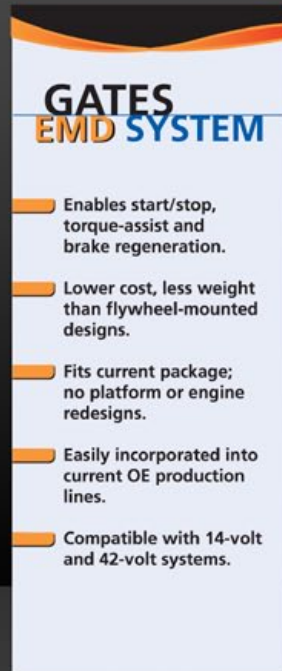
**6-Time National Champion**

<p><b>PERSONAL</b>  <b>Born:</b> December 25, 1969  <b>Hometown:</b> Park Ridge, IL  <b>Resides:</b> Chicago, IL  <b>Spouse:</b> Cara  <b>Children:</b> 3 (Anthony, Michael, Jacqueline)  <b>Hobbies:</b> Cigar aficionado, fly-fishing, hockey</p>	<p><b>CAREER</b>            Top Fuel Champion (1999, 2004, 2005, 2006, 2007, 2008)            2008 most Top Fuel victories in a single season            2008 achieved most ever Top Fuel category wins            2007 clinched world championship with final pass of final race of the year            2006 won the national championship with "The Run" which required not only winning the last race of the year but setting a national record</p>	<p><b>DRAGSTER</b>            500 cid aluminum hemi engine (8,000 horsepower)            Best quarter mile elapsed time – 4.437 seconds            Best finish line speed – 337.58            0 - 100 mph – .8 seconds            Belts and Hose – Gates</p>	 <p>1551 Wewatta St.            Denver, CO 80202  <a href="http://www.gates.com">www.gates.com</a></p>
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## Advertising

### Gates - Tony Schumacher Hero Card

Top fuel champion Tony Schumacher gives out these high quality "Hero Cards" with his statistics and signature. The Army is his biggest sponsor, so Army-yellow and camouflage was incorporated in this promotional piece.



## Advertising

### Gates Corporation - EMD Trade Show Booth

Gates developed a revolutionary belt driven starter/generator system and needed a hi-tech trade show exhibit to introduce the new product. I developed three relatively economical stand-alone panels and two podiums to allow salesmen and customers to interact easily.





# Collateral

## Gates - Import Products

The Gates brand is well known in the automotive industrial industries, but many import car specialists did not realize how many OEM parts are manufactured by them. We designed this brushed metal binder for the sales team to demonstrate the range of quality aftermarket parts available from Gates for import car models.

**Advertising/Marketing Tactics**

**New Packaging**

Gates conducted extensive research on the import marketplace to ensure the very best market strategy. We researched a number of different topics, took our findings and implemented them within our strategic tactics.

**Research findings: What do technicians want to see on packaging?**

	Import Specialist	Independent repair shop
Warranty statement	61%	21%
Brand Name	77%	75%
Manufacturer name	71%	68%

**Advertising/Marketing Tactics**

**New Advertising!**

Research showed the import market wants data and facts. That is precisely what the tactics are for the Gates advertising and media campaign. Ads, like the one below offer the import audience information, data and facts. Editorials, articles and product highlights will provide further information to the import market.

Underneath the biggest names in imports.

**you'll find Gates.**

- Scion
- Subaru
- Suzuki
- Toyota
- Volkswagen
- Volvo
- and more!





# Media Kit

Your **ALL ACCESS** Pass to **LIVE** Entertainment

**Introduction**

Built to meet the needs and busy lifestyles of today's technologically savvy consumers, All Access Live features live streams, professional productions and advanced interactive content distributed to online, television and mobile networks. Reaching the masses, All Access Live is a virtual pass to any event with audience appeal; from comedy clubs to live music venues and even local karaoke bars - From New York to Seattle and everything in between, All Access Live is your destination for high quality live entertainment.

**Table of Contents**

- ▶ Introduction
- ▶ Mission Statement
- ▶ Who Uses All Access Live?
- ▶ Event History
- ▶ Channel Partners
- ▶ Marketing & Technology Trends
- ▶ Demographics
- ▶ Online Advertising Benefits
- ▶ Banner and Video Advertisements
- ▶ Advertising Campaigns
- ▶ All Access Live Directory
- ▶ Sponsorships & Product Placement
- ▶ Products & Services
- ▶ Additional Services
- ▶ Statement of Quality
- ▶ Contact

Your **ALL ACCESS** Pass to **LIVE** Entertainment

## Collateral

**All Access Live - Media Kit**  
 Building the All Access Live brand and gaining online advertisers was paramount. I improved their "Pass" logo and designed a clean, professional media kit for the sales team. It was both printed and sent out as a PDF with links and bookmark navigation.



TODAY'S BEST IMAGING



**Krash  
Bassett**

**President**

P.O. Box 1294  
WAKE FOREST, NC 27588-1294  
919.562.6090  
KRASH@KRASHPRODUCTIONS.COM



P.O. Box 1294  
WAKE FOREST, NC 27588-1294

## Collateral

Krash Productions - Stationery  
Custom logo design with associated stationery  
- letterhead, business card, envelope and  
compact disc tray card.



WWW.KRASHPRODUCTIONS.COM  
P.O. Box 1294 • WAKE FOREST, NC 27588-1294  
919.562.6090



# Legacy Communications Inc.

Fly with us into a wireless future



Solutions

Service

Satisfaction

**TOLL FREE [877] 633 5800**  
Statewide Customer Connection



www.legacycomm.com

## Collateral

### Legacy Communications - Product Brochure

I was hired by Legacy's marketing firm to design this thirty-page brochure featuring their extensive technical services and communication products.



**LEGACY COMMUNICATIONS, INC.**

Legacy Communications, Inc. invites you to visit our **NEW Showroom & Staging Center**. Legacy Communications, Inc. is proud and excited to be opening our NEW Showroom & Staging Center at our North Metro facility.

**New Showroom**  
Legacy Communications' new showroom offers a unique hands-on opportunity for customers. The showroom displays an array of products from Legacy Communications' vendors, allowing customers to demo products and collect useful information, all at the same time, in a comfortable and confident setting with the decision to work with Legacy Communications.

**The Staging Center**  
The Staging Center allows customers to witness actual systems in action at Legacy Communications' location. Professional technicians completely construct any large system: communication, safety or security at the Legacy Communications site, making sure it's performing properly before installation at the customer's location.

**Training Sessions**  
Legacy Communications provides customer training sessions at the Staging Center and Showroom, allowing clients to learn system operations on-site, eliminating on-site location disturbance.

**Superior Customer Service** has established Legacy Communications' unique position in today's marketplace. Customer satisfaction is paramount at Legacy Communications, and expertly trained **Customer Service Representatives** are dedicated to ensuring customer's needs and expectations are met and exceeded. A toll-free statewide Customer Connection (1-877-633-5800) is available to help meet the immediate needs of customers by offering instant access to trained professionals. Legacy Communications understands the value of customer's time, and will continue to strive to serve clients in a professional and timely manner.

**Legacy Communications' Installation Department** has over 70 combined years in the communications, safety and security industries.

**Legacy Communications' Installation Technicians** are specialists with broad experience on complicated trunking and repeater site requirements as well as in police, emergency vehicle and dispatch installations. Legacy Communications' technical installers have also become proficient in the installation of CCTV, Earth Access and a number of other safety and security products.



**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

**System Integration and Engineering Department** combine the technical knowledge and experience required in the design and construction of simple and complex systems. Our S&E Engineering team studies, creates data and provides one or multiple solutions for new and existing systems. Legacy Communications' S&E Engineering team follow a proven process leading to a successful on-time program implementation. After customer approval, systems are built, tested at the new staging center and delivered to the customer in a turn-key fashion.




**MOTOROLA**  
Authorized Two-Way Radio Dealer

**Features:**

- Programmable
- High-low power
- Scan
- CSQ, PL, DPL
- Voice Channel Storing
- V-Find Technology
- Private Line Capability
- 15-2000 Channels
- Single and Multiple Channels
- Large Control Buttons
- DTMF Keypad
- Call Alert
- Talkback Interconnect
- Numbers Display
- Dual Mode Capability
- Talkaround
- Flash Monitoring
- Back Call Logging
- Battery Guard
- Emergency Button / Ejector
- Color ID
- Radio to Radio Charging
- Low Battery Alert
- 1 Year Standard Warranty
- 2 Year Warranty

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

**Motorola Mobile Two-Way Radios**  
Motorola Mobile Two-Way Radios are generally reserved into some type of vehicle. These service devices are used to send voice or data messages within their coverage area or beyond. Mobile radios allow many of the same benefits as portable radios but with a greater output of power. Some of the higher power radios available can support up to 110 Watts of power, increasing the amount of usable range. Mobile radios use external



**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

of a local supplier.

Legacy Communications features an extensive portfolio of products and services in the wireless industry. The industry and demands of today's marketplace require ever-increasing safety and security, and Legacy Communications provides the expertise and knowledge to ensure economical, accessible wireless response to such needs. High tech solutions should mean more than just hardware and software installation. Legacy Communications provides complete solutions by working with clients to meet their specific wireless system requirements.

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

production knowledge and service, effectively troubleshooting problems and creating solutions for any wireless needs.

**SERVICE**  
The Legacy Communications' Technical Staff has over 200 years of cumulative experience. Technicians are equipped with state-of-the-art testing instruments, allowing Legacy Communications to troubleshoot and correct most problems within 24 to 48 hours. The technical capabilities of Legacy Communications allow the most complex component level repairs to be accomplished locally with proficiency and unsurpassed reliability. Only the finest

function of a local service provider is the ability to respond, repair and maintain the customer's complex systems. Legacy Communications maintains and troubleshoots complete multiple channel trunked systems, multi-trip repeaters, microwave systems and radio towers on the Colorado plains and the highest peaks of the Rocky Mountains.



**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection

LEGACY COMMUNICATIONS, INC. offers extensive technical support, lower maintenance personnel and access vehicles - including a Snow Cat - to insure year round responsiveness. A fleet of service vehicles provides customers with fast, professional service as all facilities they may be encountering. Legacy Communications' field technicians have the training, resources, and authority to solve the customer's problems on the spot, and more importantly, get them up and running to avoid potentially disruptive situations.

**LEGACY COMMUNICATIONS IS THE PROFESSIONAL CHOICE**  
Legacy Communications consistently demonstrates the expertise and initiative required to stay on top in a fast-changing, competitive world. Businesses depend on our communications and security systems to keep them profitable and safe. Legacy Communications provides the technical resources and management needed to respond quickly to system problems and immediately correct malfunctions. As a leading edge provider of wireless products and service, Legacy Communications operates under a company pledge of superior service.

**LEGACY COMMUNICATIONS, INC.**  
TOLL FREE [877] 633 5800  
Statewide Customer Connection



## Collateral

### Accenture

When Accenture moved into their brand new building in downtown Denver, they hired me to create two directories. They have many visiting and contract employees that need instant access to a variety of services and information.



SPECIAL TRANSIT  
PRESENTS

# REV IT UP!

2007

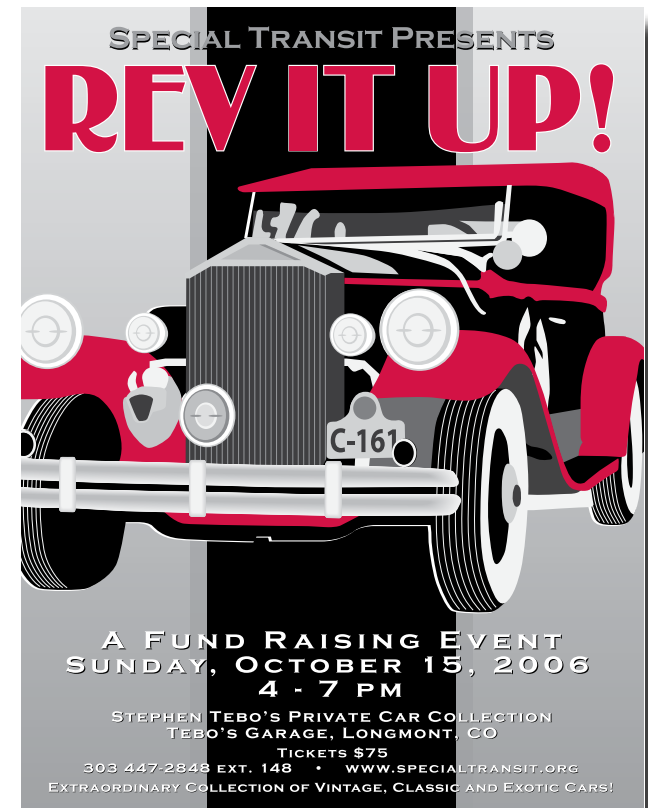


A FUND RAISING EVENT  
SUNDAY, OCTOBER 14, 2007  
4 - 7 PM

## Illustration

### Special Transit - Posters and Flyers

I was commissioned to design the posters and flyers for these fund raising events featuring philanthropist Stephen Tebo's amazing private car collection. The illustrations of these unique vehicles are not clip-art. I created them from scratch, based on the few images available of these particular models.



SPECIAL TRANSIT PRESENTS  
**REV IT UP!**

A FUND RAISING EVENT  
SUNDAY, OCTOBER 15, 2006  
4 - 7 PM

STEPHEN TEBO'S PRIVATE CAR COLLECTION  
TEBO'S GARAGE, LONGMONT, CO

TICKETS \$75

303 447-2848 EXT. 148 • [WWW.SPECIALTRANSIT.ORG](http://WWW.SPECIALTRANSIT.ORG)  
EXTRAORDINARY COLLECTION OF VINTAGE, CLASSIC AND EXOTIC CARS!

# skin esthetics



[home](#) [special services](#) [treatment menu](#) [appointments](#) [contact](#)

## welcome to skin esthetics

### What makes Skin Esthetics the best choice for you?

Skin Esthetics was founded in June 2008 by AP Kaminsky—licensed Esthetician and Colorado native. Her goal was to create a clinical, knowledgeable and professional environment (not a spa or salon) in order to focus exclusively on skin care.

*"I take pride in the amount of personal attention I give to the needs and concerns of each client. It is important for me to be able to educate my clients on how to achieve, protect and maintain beautiful, healthy skin."*  
— AP Kaminsky

Ms. Kaminsky believes that healthy skin can be achieved with good, consistent professional care and individually prescribed preventive home care. Note that Skin Esthetics does not use heavy chemical peels because you can achieve amazing results without such aggressive measures.

Skin Esthetics proudly uses **dermalogica**,  
the leading professional skin care line in the industry.



serious skin care therapy

## Internet

### Skin Esthetics - Internet Home Page

A professional appearance was needed for the sole proprietor of this newly established dermatology office. Using professional photography, elegant type and soothing colors created an inviting and assuring presence.

# CoBIZ INC

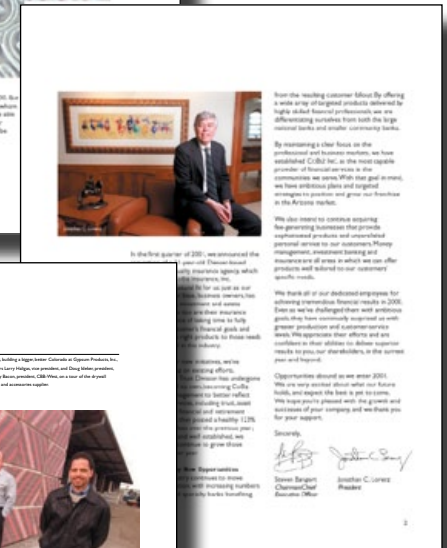


## 2000 ANNUAL REPORT

# Publications

## CoBiz Inc. - Annual Reports

CoBiz Inc. was badly in need of a revamp of their annual report. The new, classy designs featured an introduction, letter from the CEO, inspiring customer profiles and of course, financial data!







# GatesConnection

Spring 2005

A publication of the Fluid Power Division of Gates Corporation • (303) 744-1911 • www.gates.com

## Attendees get Gates Connected at CONEXPO 2005

By Jason Caldwell  
Hydraulics Product Marketing  
jcaldwell@gates.com



Visitors to the Gates Fluid Power Booth at CONEXPO 2005 learned about Gates products and services by exploring numerous interactive workstations.

More than 124,000 industry professionals from around the world attended this year's 2005 International Exposition for Power Transmission (IFPE) and CONEXPO-CON/AGG trade expositions in Las Vegas, Nevada. The joint conference, held March 15-19, 2005 at the Las Vegas Convention Center, featured the latest equipment, product innovations and technological advances of the construction, construction materials and power transmission industries.

The Gates Fluid Power Booth gave attendees access to the industry's leading people, products and services. Visitors to the booth learned about Gates products and services by exploring numerous interactive workstations. These included: Full Torque Nut, Quick PIC and AIM, Truck and Bus, Safe Hydraulics, Quick-Lok, Product Application, MegaTuff, Crimpers, DesignConnect and the Customer Solutions Center. The most popular workstations were Quick-Lok, MegaTuff and Full Torque Nut.

Another great benefit of exhibiting at the trade show was the leads generated at the Gates booth. Staff made contacts with attendees employed in top management, equipment management, sales and technical fields.

Most importantly, many of these attendees expressed their immediate need for Gates products. In addition to visitors to the Gates booth, there was an increase in online visitors to the Fluid Power pages of the Gates website during the months of March and April. The top two areas of interest were DesignConnect and e-Crimp.

As a follow-up to the leads generated at the CONEXPO-CON/AGG show, we've completed qualification of the booth attendees and have sent letters, along with requested literature and information, to those attendees. The

qualified leads have also been submitted to the online sales leads program, [www.gatesleads.com](http://www.gatesleads.com).

In addition to breaking the all-time record attendance number and setting a new record for international attendance, IFPE 2005 was also the largest in the show's history in terms of exhibit space. Gates plans to exhibit at the next IFPE and CONEXPO-CON/AGG show, which will take place in 2008. If you have any comments or feedback on the IFPE show, please e-mail Jason Caldwell at: [jcaldwell@gates.com](mailto:jcaldwell@gates.com).

## New Fluid Power complex continues Gates spirit of innovation

By Rob Huber  
Industrial Sales  
rhuber@gates.com



The new Gates Customer Solutions Center opened for full operation on May 12, 2005. Housing 45 engineers, scientists and technicians, the Center's capabilities include product research, development and training.

This state-of-the-art technical and training center offers solutions in the form of innovative, problem-solving new products and services that not only improve our customers' equipment, but provide for an overall enhanced experience with Gates.

The training center serves as an assembly place for comprehensive technical training that will continue Gates leadership role in the Fluid Power industry. The Center's primary training classroom boasts auditorium seating for 23 people complete with integrated computers at each station to enhance the learning experience. Additionally, students can get the most out of their application engineering learning experience by using the hands-on machinery in the mobile equipment training bay.

The Center features a hose assembly fabrication lab that houses all Gates crimp equipment, a cleanliness lab to demonstrate hose cleanliness best practices and a multi-purpose room that can be used as a classroom or a training area.

A training team has been working to build a comprehensive curriculum that will include product, engineering, technical, sales and operations practices. In addition, workshops and certifications are being designed to provide a worthwhile training experience.

The 87,400-square-foot facility resides on a 10-acre site in a suburban business park southeast of Denver, CO. At full capacity, the Center will employ 60 engineers, technicians and scientists.

# Publications

## Newsletters

Newsletters are an effective vehicle for getting current information to company employees and/or customers. They are versatile since they can be printed and/or distributed as a pdf via email or downloadable from a website. Here are some samples of newsletters that I've worked on over the years.





INSIDE: 2009 GEAR GUIDE • SNOWKITING AT RESORTS • THE MAKING OF PROJECT: CLOUD NINE

# DRIIFT

## SNOWKITE MAGAZINE

Fall 2008



### THE ULTIMATE Ride Guide LOCATION DIRECTORY



ALASKA ADVENTURE ■ VIDEO REVIEWS ■ INTERVIEW: ROB WHITTALL  
SNOWKITE SUMMIT ■ CROSS OVER TO SNOWKITING

## Publications

### Drift Snowkite Magazine

The sport of kiteboarding has a unique and amazing offshoot called snowkiting. I realized there was a niche and a lack of dedicated attention to snowkiting that was not being filled by existing kiteboarding magazines. The premiere issue was read in 89 different countries around the world in it's first year. It is available for free to subscribers at [www.driftsnowkitemag.com](http://www.driftsnowkitemag.com).





## Publications

### The Kiteboarder Magazine

One of the main reasons that kiteboarding draws the attention of participants and spectators is the amazing scenery. Each month, kiteboarders can look forward to the breathtaking photography showcasing the sport in the Kiteboarder Calendar.







Thank You  
Thank You  
for viewing  
my work.