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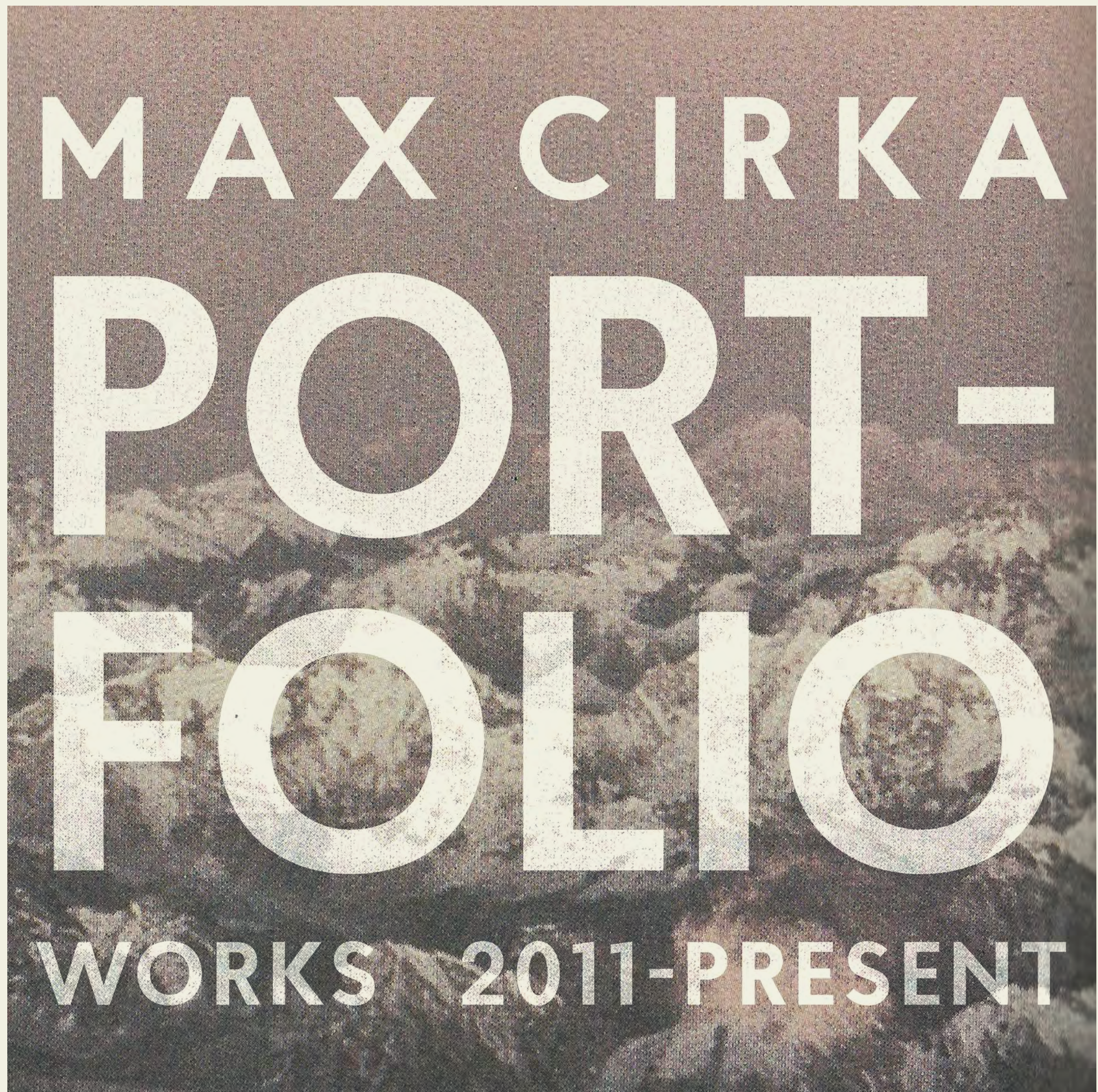
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PAPERBLANKS LTD. OVERVIEW

CLIENT PROFILE:

Paperblanks is a world-renowned company who “create products that inspire creativity, empower expression and celebrate special moments.” In the early 1990s they began producing journals that were sought after for their high-quality covers and paper that brought joy to anyone who wrote on it. Today they specialize in the development of a wide variety of products including journals, planners, canvas bags, puzzles and bookmarks to name a few.

The following pages highlight some of the work that I’ve developed with them over the years.

LIFESTYLE PHOTOGRAPHY



Aurelia Flexi with Model, 2019

PRODUCT, PACKAGING & POINT-OF-SALE DESIGN & BRANDING



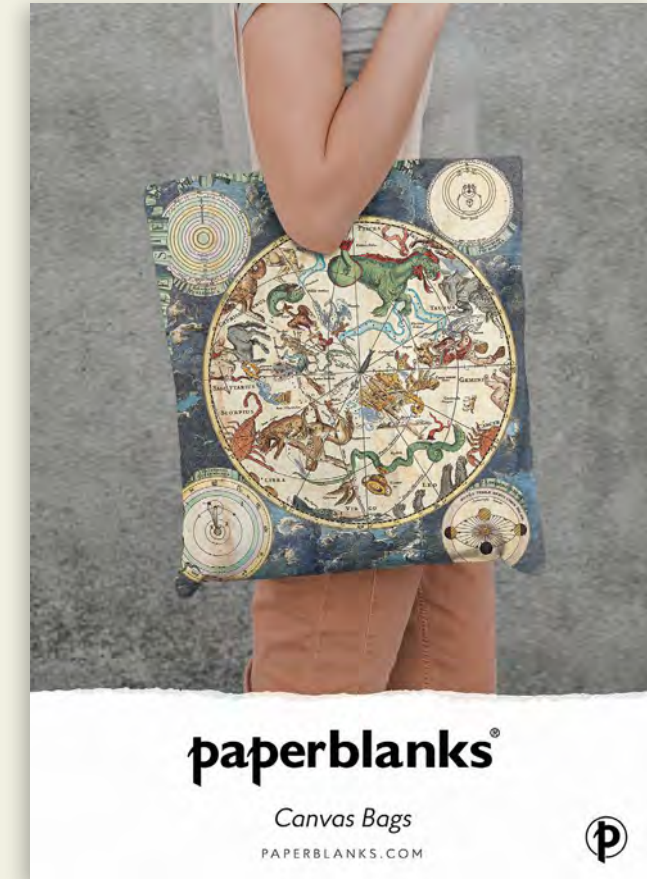
Playing Cards, 2023



Puzzle Box Packaging, 2020



Canvas Bag Packaging & Product, 2020



Canvas Bags Poster, 2021



Notebook Packaging Labels, 2019



Pen Loop Packaging & Display, 2020



Bookmark Packaging & Display, 2020



Logo & Icon Design, 2019

PAPERBLANKS

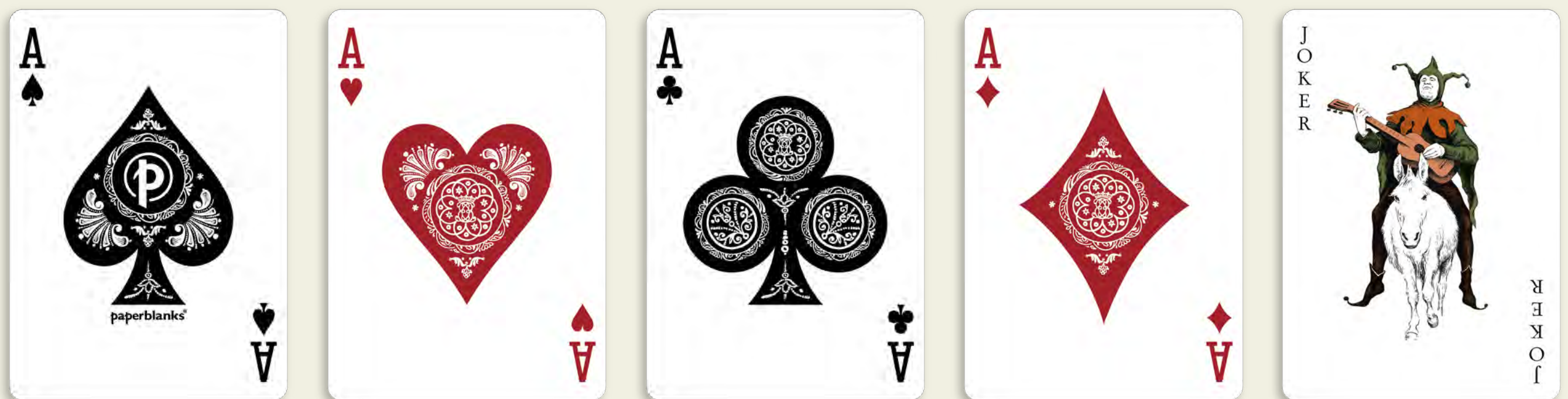
PLAYING CARDS: PRODUCT & PACKAGING DESIGN



Golden Pathway playing card slip case with ace card
Card artwork shown in background
Photography courtesy of Paperblanks Ltd.
2023



Clockwise from left: Pinnacle, Aurelia, Golden Pathway and Azure
Playing card packaging with face cards and artwork



Ace cards and Joker card

DESIGNER CREDIT:

- 01 Playing card packaging slip case design (for first season release, future seasons are designed by the Graphics Team)
- 02 Design of Ace cards and Jokers and customized colouring and graphic elements for Kings, Queens and Jacks
- 03 Custom illustration for the Joker's face and colouring for Joker's clothing and guitar
- 04 Packaging (dieline and graphics) and product pre-press preparation for mass-production

PAPERBLANKS

JIGSAW PUZZLES: PACKAGING DESIGN & POINT-OF-SALE



Madame Butterfly, Esprit de Lacombe Jigsaw Puzzle
Photograph courtesy of Paperblanks Ltd.
2020



Firebird, Birds of Happiness Jigsaw Puzzle
Photograph courtesy of Paperblanks Ltd.



DESIGNER CREDIT:

- 01 Jigsaw Puzzle packaging box design (all artwork and actual puzzle designed and provided by the Graphics Team)
- 02 Design of promotional poster found inside the box
- 03 Preparation of print files for all available packaging and point-of-sale items for mass-productions



Humming Dragon, Android Jones Collection Jigsaw Puzzle
Photographs courtesy of Paperblanks Ltd.

PAPERBLANKS: MORE PRODUCTS

PENCILS



Above: Asterix & Obelix, Celestial Planisphere, Michelangelo, Handwriting, Monet, Water Lilies

DESIGNER CREDIT:

- 01 Product design for the four pencils featured on the left (remaining pencils are developed by the Graphics Team)
- 02 Development of display solutions for both 4-packs (below) and a 64-pack of singles
- 03 Packaging design (dieline and graphics) and product pre-press preparation for mass-production



Right: 4-pack display design and mass-production print file development 2024

CANVAS BAGS



Canvas bags promotional poster

DESIGNER CREDIT:

- 01 Product development and design, including the inner zipper pocket with artwork credit.
- 02 Packaging design (dieline and graphics) and product pre-press preparation for mass-production
- 03 Poster design



Jules Verne canvas bag (front and back) with hang tag, 2021

BOOKMARKS & PEN LOOPS



Bookmark packaging, Violet Fairy, Lang's Fairy Books

DESIGNER CREDIT:

- 01 Packaging design (dieline and graphics) and preparation for mass-production
- 02 Retailer display development and design



Bookmark Packaging & Display, 2020



Pen Loop Packaging & Display, 2020

PAPERBLANKS

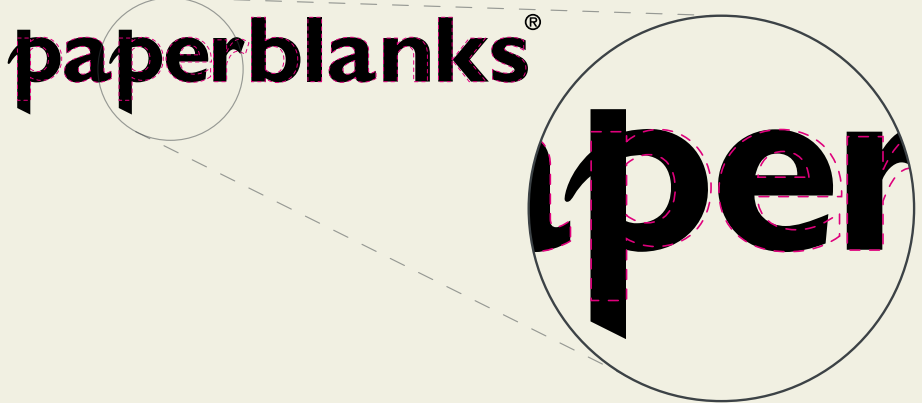
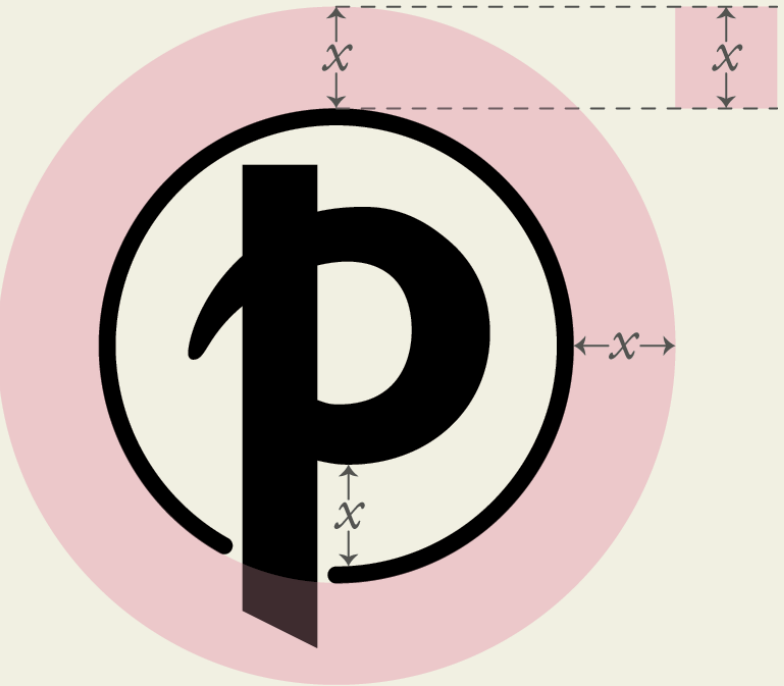
BRAND DEVELOPMENT



Notebook Packaging Labels, 2019

DESIGNER CREDIT:

- 01 Development of a brand colour palette and implementation into packaging (left) and logo standards (right)
- 02 "Iconic P" design and redesign of logo as well as spacing requirements and other restrictions to maintain brand consistency



Iconic P with core brand colours and best-selling Paperblanks designs, 2019



Logo & Icon Design, 2019

LIFESTYLE PHOTOGRAPHY



Aurelia softcover notebook with Model, 2019



Gold Inlay Collection, 2019



Arabic Artistry, 2019

A SHELL IN THE PIT

CUSTOM ARTWORK



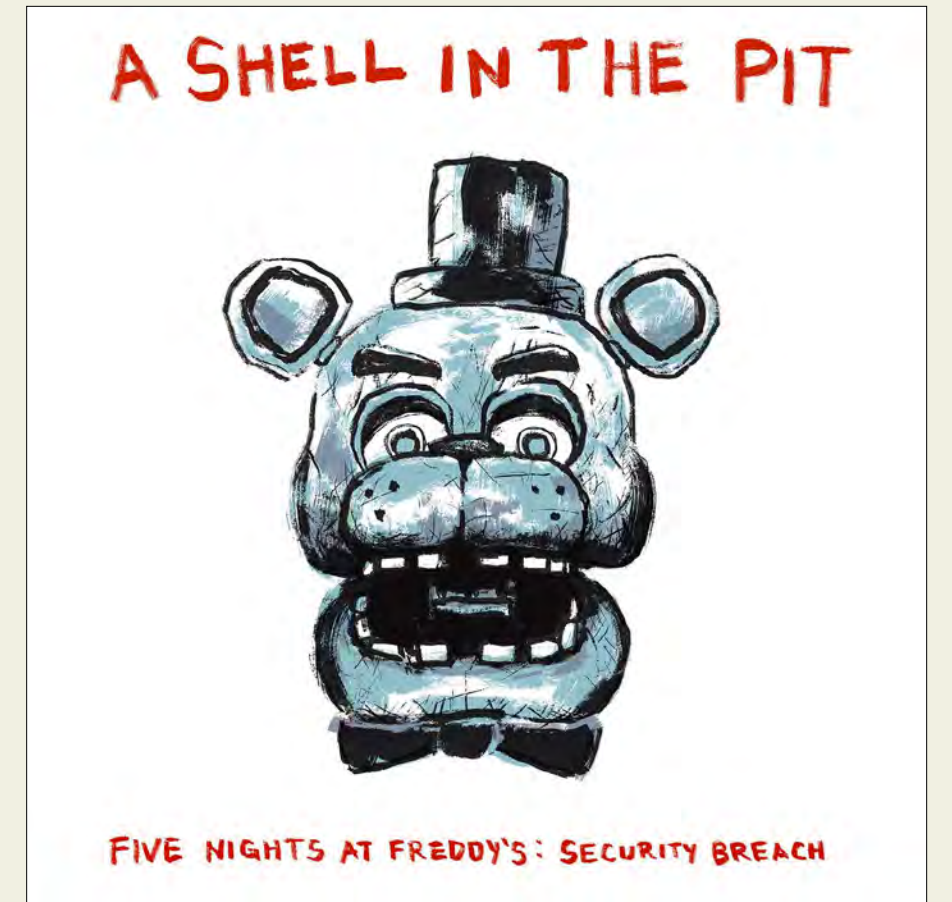
A Shell In The Pit block print, 2021

CLIENT PROFILE:

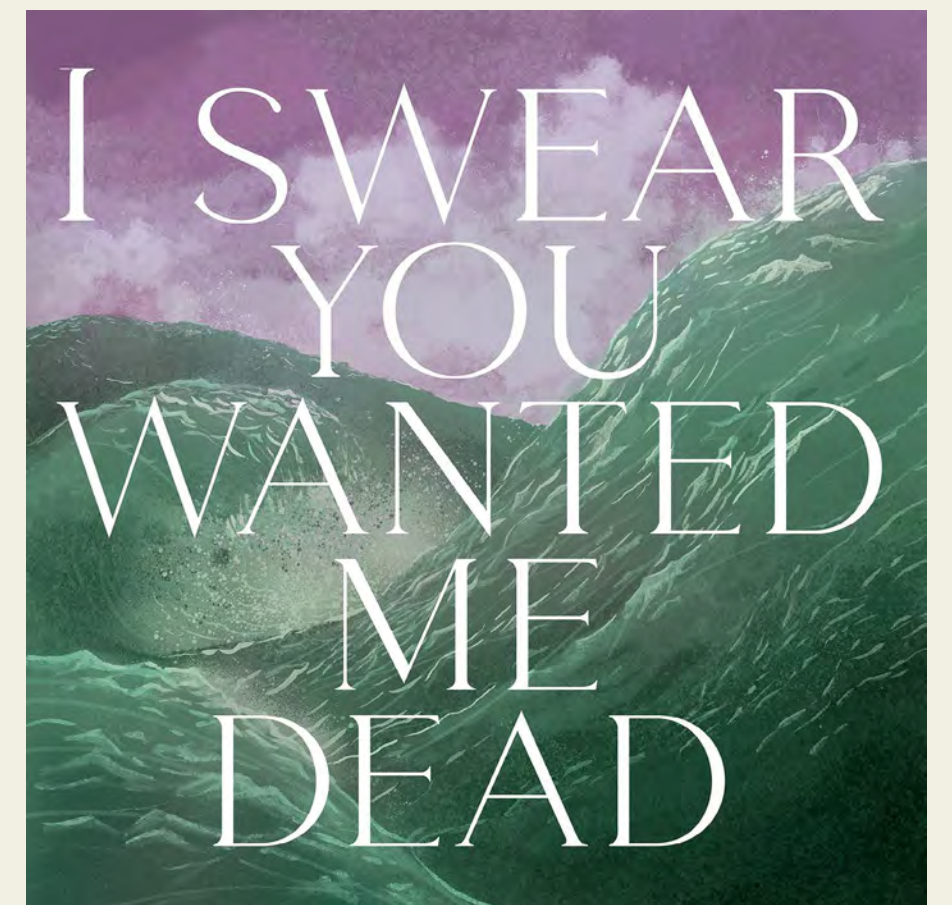
A Shell in the Pit (ASITP) is a Vancouver-based company that provides audio direction and composition for a variety of games, including Rogue Legacy 1 & 2, Night in the Woods, Wandersong, Five Nights at Freddy's: Security Breach, Sneaky Sasquatch, Smarter Every Day, The Callisto Protocol, and many more.

DESIGNER CREDIT:

Along with the custom block print (left) I created, which was turned into a rug for the ASITP headquarters, I also provided custom artwork for studio albums (right) and developed logos for *Fish Game* (see following page).



Five Nights At Freddy's: Security Breach album artwork



I Swear You Wanted Me Dead album artwork

A SHELL IN THE PIT

FISH GAME



Fish Game logo design, 2023



1.



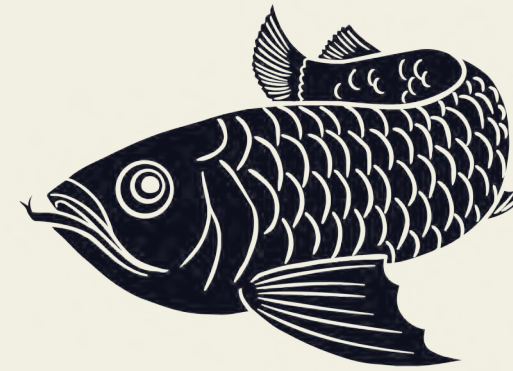
2.



3.



4.



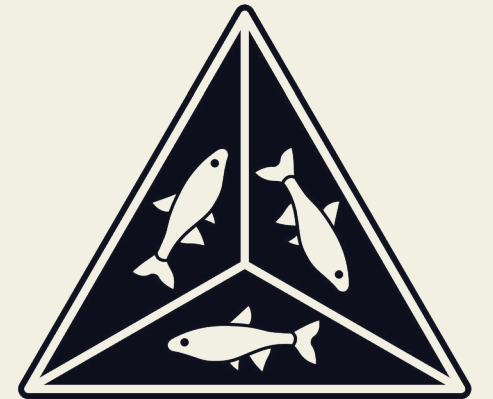
5.



6.



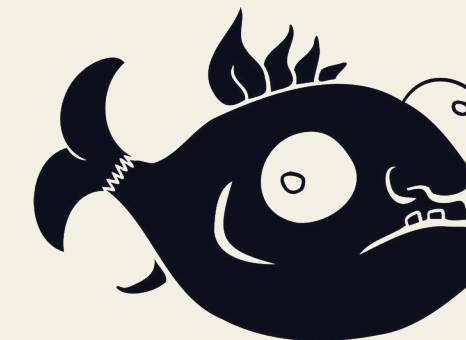
7.



8.



9.



10.



11.



12.

Fish Game in-game store logos, 2023-24

1. Aaliyah's Angels 2. Alpha Betta House 3. Cichlid Paradise 4. Lily's Livebearers
5. Monique's Monsters 6. Pet Start 7. Shop of Little Horrors 8. Tetra Town
9. The Jungle 10. Weird Pal 11. Goldie's Goldies 12. Fish & Cheaps

MTA/MGK

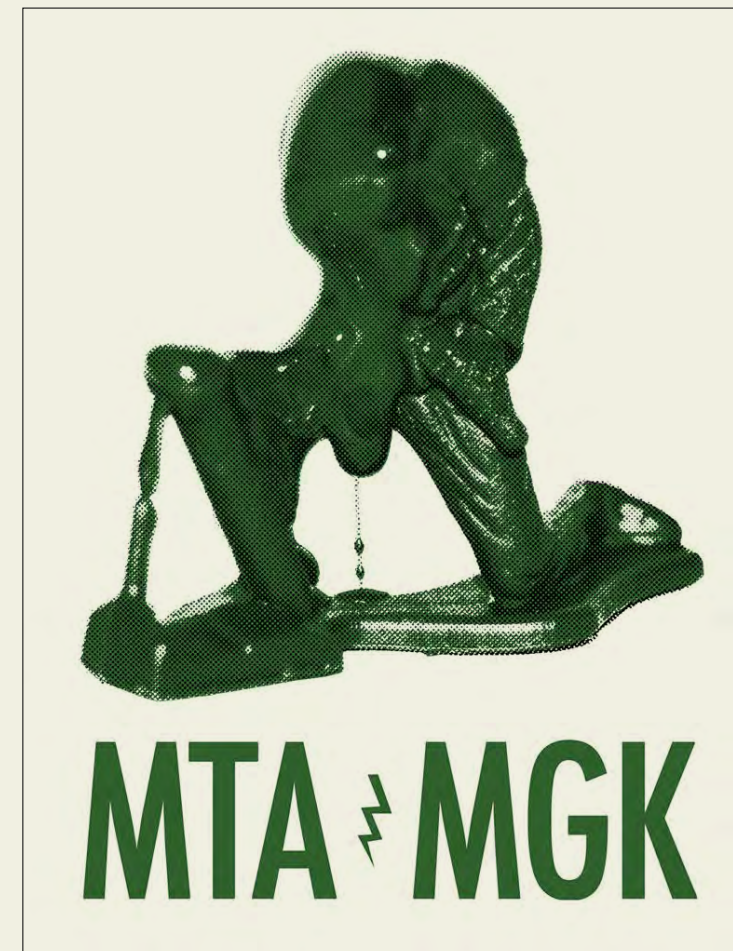
BRANDING, LOGO DESIGN, ILLUSTRATION & POS



Promotional advertisement featuring myself and my business partner, circa 2011



Poster for pop-up shop



Melting Toys Away graphic and logo design, 2011



MTA/MGK hand-painted logo

ABOUT THE COMPANY:

MTA/MGK (aka Motha's Magik) was a street wear brand that was formed between myself and few friends who shared a passion for graffiti and street art. This was expressed through playful imagery, themes of ephemerality and occasionally politically-motivated graphics.

I provided a number of logo variations and artwork that would be featured on a variety of t-shirts. We ran a pop-up shop for a brief period during the summer of 2011 that featured our clothing and several works from local painters and printmakers.

Although the venture was short-lived, it provided a lot of experience on how (or how *not* to) run an apparel company. It was also great exposure for my art and a great opportunity to freely explore logo and brand development, promotional aspects of campaigns and events as well as learn about the pre-press and printing production process.



Logo variations, from left to right: Motha's Magik graffiti logo, MTA/MGK Maze logo, mta/mgk retro logo

MTA/MGK

APPAREL DESIGN & LIFESTYLE PHOTOGRAPHY



Lifestyle promotional photos, circa 2011



1.



2.



3.



4.



5.



6.

Apparel Design

Top row: 1. *Hands* (first t-shirt hand-printed by yours truly) 2. *Lego Wizard* on blue shirt 3. MTA/MGK Brush on yellow shirt
Bottom row: 4. *Melting Toys Away* with green logo 5. *Motha's Magik Luckies* on white tank top 6. mta/mgk retro logo on blue tank top