

# Alexander Kirts

Graphic Designer (This is my portfolio)

## PROJECTS INSIDE INCLUDE:

-  Web Design
-  Logo Design
-  Brand Development
-  Storyboarding
-  Illustration
-  Animation
-  Character Design
-  Photographer
-  Wireframe Development
-  UI Design
-  Print Design
-  Art Direction

## PERSONAL DETAILS

7500 E Quincy St. #F304  
Denver, CO 80237  
(712) 389.0935  
[alex.kirts@gmail.com](mailto:alex.kirts@gmail.com)

Tack Architects needed a website that could showcase their work as well as elevate their brand to the professional standards of the company. After meeting with them and figuring out their needs, I was tasked with designing the website, making it responsive and working with developers to implement the final product.

View website at: [tackarch.com](http://tackarch.com)



**TACKING** REFERENCES MOVEMENT BASED ON THE ONSET OF EXTERNAL FACTORS, ADAPTING AND PREVAILING TOWARDS A SET PATH.

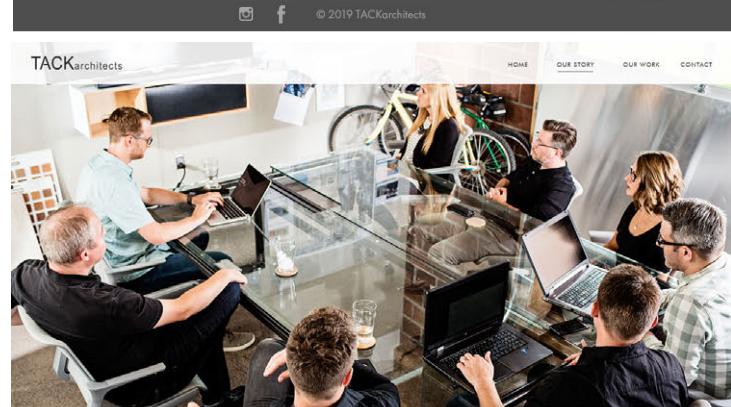
True of our work, TACK creates a course of action, or method, in order to achieve a goal, adopted through rigor and critical thinking.

[WATCH VIDEO](#)

© 2019 TACKarchitects

HOME OUR STORY OUR WORK CONTACT

2922 N. 61st Street, Studio 1 Omaha NE, 68104 • 402.505.9778 • info@tackarch.com



**WE CRAFT INSPIRED SPACES BY INTEGRATING OUR CLIENT'S VISION INTO PHYSICAL REALITY.**

Our projects stand the test of time by blurring the line between classic and modern design, creating a product that is strikingly different and uniquely yours. No matter the scope, our finished projects reflect the personality and journey of each client we work with.

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**AMBER PHARMACY**



**ARTHOUSE**

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TACKarchitects

MENU 



**WATCH VIDEO**

**TACK IS AN OMAHA-BASED STUDIO FOUNDED IN 2011 BY JEFF DOLEZAL, REBECCA HARDING AND CHRIS HUSTON.**

We combine diverse experiences to create unique spaces and exceed our client's expectations through thoughtfully curated projects. By prioritizing trust and confidence in our project process, we have raised the bar of client service and satisfaction. We solve problems by challenging convention, maximizing client investment, and introducing a project to new heights of existence.

A Midwest firm with national experience, we connect with a wide range of clients through a passion to convey the flow of concepts to results. Our design philosophy blends notions of craft, tectonic expression, sustainability, and contextual specificity, while working hard to understand our client's objectives, budget, culture and mission.

Our collective goal is to get back to the heart of architecture by documenting experiences and details through tangible design that conveys a timeless story and personal vision of each client we work with.

**CHRIS HUSTON** AIA, LEED AP

**PRINCIPAL**

**Education:** Bachelor of Science in Architectural Studies, University of Nebraska-Lincoln, 1996  
Master of Architecture, University of Oregon, 2000

In order to create a great project, Chris Houston believes client communication is key. This focus on customer service is what has made Chris known through 15 years in the architecture industry. He has worked in a variety of markets, including educational, retail, corporate offices, museums and civic projects. Communication and listening to the needs of a client is the foundation of Chris's project process. He feels sustainability is synonymous with responsibility and is committed to bringing sustainable principles and strategies to every project. With a passion for integrating sustainable design into his projects, Chris is an invaluable asset to TACKarchitects as the sustainability resource for clients and staff.

[LEARN MORE](#) 

**WHAT IS YOUR PHILOSOPHY ON GOOD DESIGN?**

Tacking, a sailing term, references movement based on onset of external factors, gently adapting and prevailing towards a set path. Tack creates a course of action, or method in order to achieve a goal, especially one adopted through rigor and critical thinking.

**WHAT INSPIRES YOU IN ARCHITECTURE?**

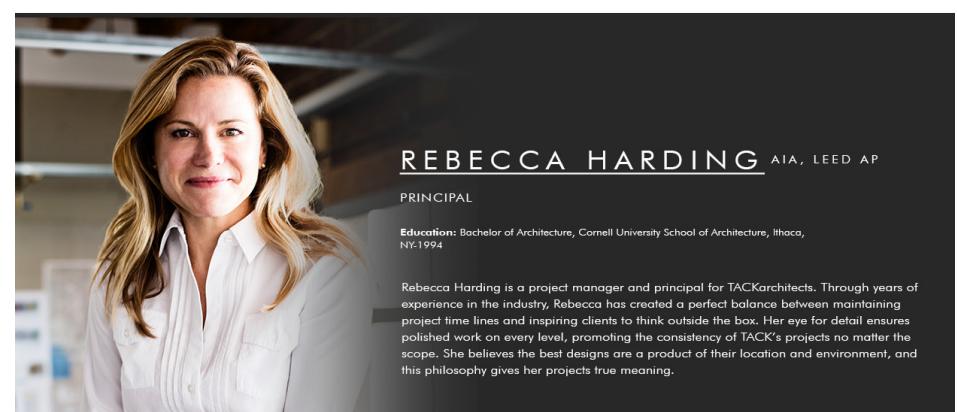
Tacking, a sailing term, references movement based on onset of external factors, gently adapting and prevailing towards a set path. Tack creates a course of action, or method in order to achieve a goal, especially one adopted through rigor and critical thinking.

**REBECCA HARDING** AIA, LEED AP

**PRINCIPAL**

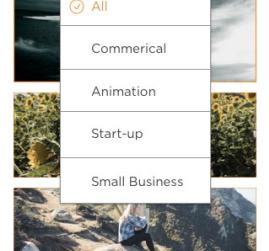
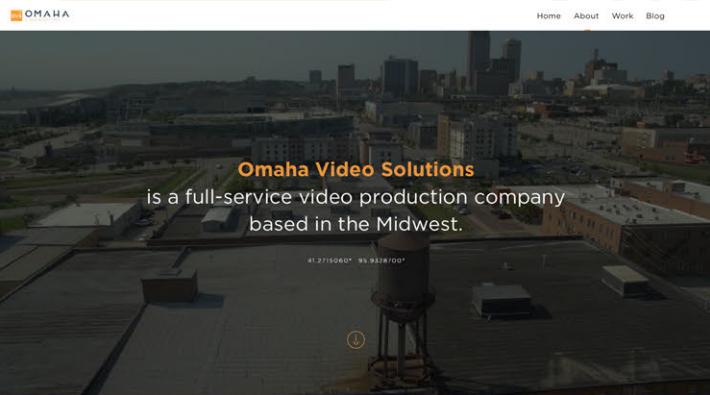
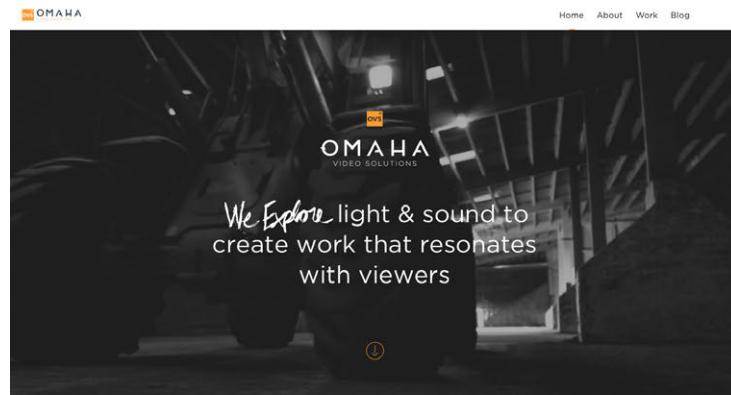
**Education:** Bachelor of Architecture, Cornell University School of Architecture, Ithaca, NY 1994

Rebecca Harding is a project manager and principal for TACKarchitects. Through years of experience in the industry, Rebecca has created a perfect balance between maintaining project time lines and inspiring clients to think outside the box. Her eye for detail ensures polished work on every level, promoting the consistency of TACK's projects no matter the scope. She believes the best designs are a product of their location and environment, and this philosophy gives her projects true meaning.



Omaha Video solutions needed an overall brand refresh, a web portfolio and a blog. The old website and logo were stale and at the time not communicating what OVS could do visually with video. After a logo redesign I was also tasked with designing a site that showcased the work in a fun, modern way. Not only did the new site communicate the brand standards better but it also attracted more higher profile clients.

View website at: [omahavideosolutions.com](http://omahavideosolutions.com)



**Hot Off The Reel**

- 
- 
- 

[View All](#)

**Our Company Goal**

Omaha Video Solutions (OVS) has been producing videos for businesses and organizations in Omaha, Des Moines, Kansas City and surrounding areas since 2009. We are passionate about making great films for our clients and everything that goes into the process.

We aim to capture and inspire your audience through the big picture and the details.



## We Make Content

Learn more about the rest of our products and services below

**STARTUP CONTENT**

[Learn More](#)



**FULL-PRODUCTION**

[Learn More](#)

**ANIMATED SHORTS**

[Learn More](#)

**SMALL BUSINESS?**

[Learn More](#)

**We Make Content**

- STARTUP CONTENT**
- FULL-PRODUCTION**
- ANIMATED SHORTS**
- SMALL BUSINESS?**

**Featured Blog Post**

**15 Tips To Increase Your Adwords Profits**

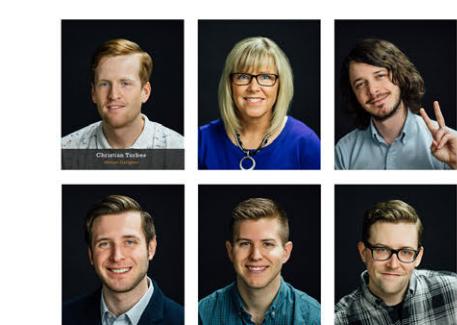
About 64% of all online teens say that do things online that they wouldn't want their parents to know about...

[Keep Reading](#)

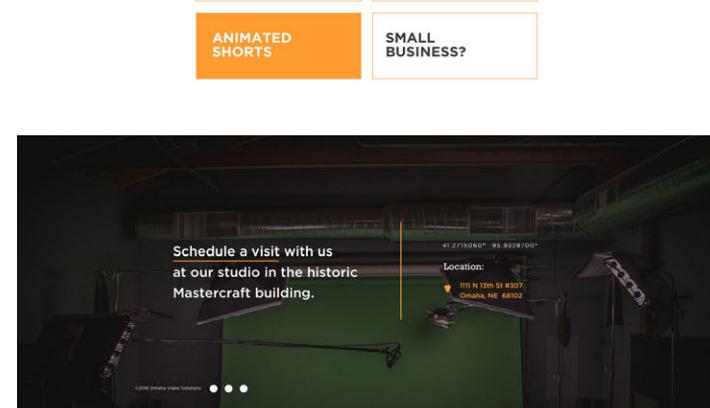
**Schedule a visit with us at our studio in the historic Mastercraft building.**

Location: 1111 N 13th St #307 Omaha, NE 68102

[Work with Us >](#)



## Our Studio



My Event Is The Bomb needed a website refresh. Developed about 9 years ago the site looked very dated. Working with the team I was able to design them a fun, approachable, mobile friendly site that played off their fun style and used their current brand as a platform. Not only did I design the site I also helped coordinate and implement marketing material that was needed for the site. (i.e photos, video)

View website at: [myeventisthebomb.com](http://myeventisthebomb.com)

**MYEVENTISTHEBOMB**

**YOU'RE THE BOMB**

MYEVENTISTHEBOMB is a boutique experiential agency that elevates the social experience of events with awesome photo tech and a passion for fun.

**PLAY VIDEO**

**Lights. Camera. Social.**

Your guests will look amazing in the glow of our high-fidelity ring light, capturing moments they'll love to share. HALO® is our super social, interactive photo booth with a modern, high-tech twist.

**Learn how it works**

**Powered by Simplicity.**

Your guests don't need to wear a robot suit or peer through a VR headset to enjoy the moment. The best experiences in life are simple, good times with friends. A great event should be fun and allow everyone to participate. Our photo activations do just that, and they do it flawlessly.

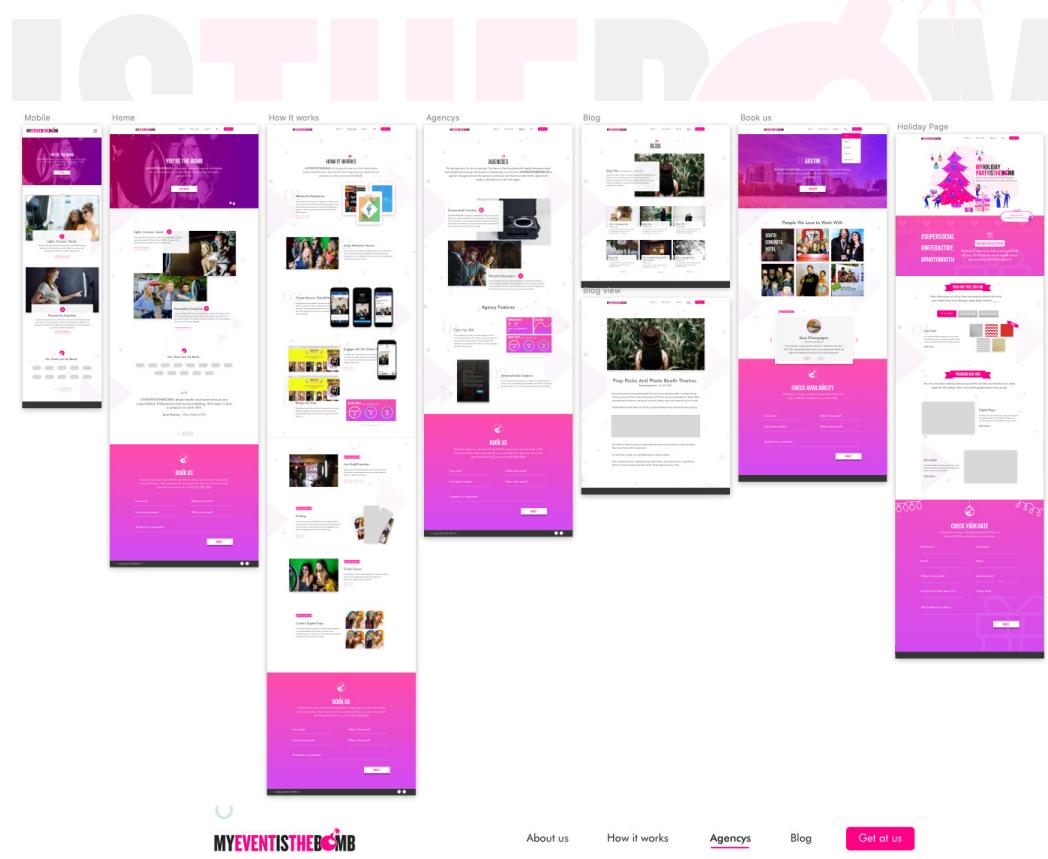
**Learn more about us**

**Our Clients are the Bomb.**

**Powered by Simple Booth.**

MYEVENTISTHEBOMB's photo booths and event services are unparalleled. Professional and accommodating, their team is also a pleasure to work with!

Jane Hervey | Boss Babes ATX



About us   How it works   Agencies   Blog   Get us

## AGENCIES

We get agencies. It's not an easy job. You have a client to please with rapidly changing needs and everything has to go well because a relationship is on the line. MYEVENTISTHEBOMB offers special managed services for agencies so that you don't have to make frantic, last minute vendor calls before an event ever again.

### Guaranteed Inventory.

MYEVENTISTHEBOMB is backed by Simple Booth®, giving us access to the latest in new products and ability to scale up for large, multi-city campaigns with minimal notice. If you don't know exactly how many units you'll need or all the dates you'll need them, we can guarantee inventory throughout the year to make sure you have your bases covered.

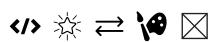


### Brand Ambassadors.

We have a trusted network of professional and charismatic brand ambassadors who can engage with guests at the photo booth and create a personal connection to your brand for each visitor. Just provide the key points for them to highlight and they'll work their magic. It's one less thing you have to worry about.

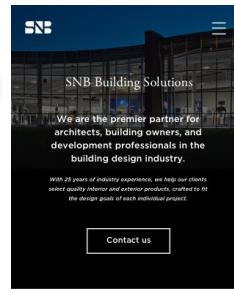
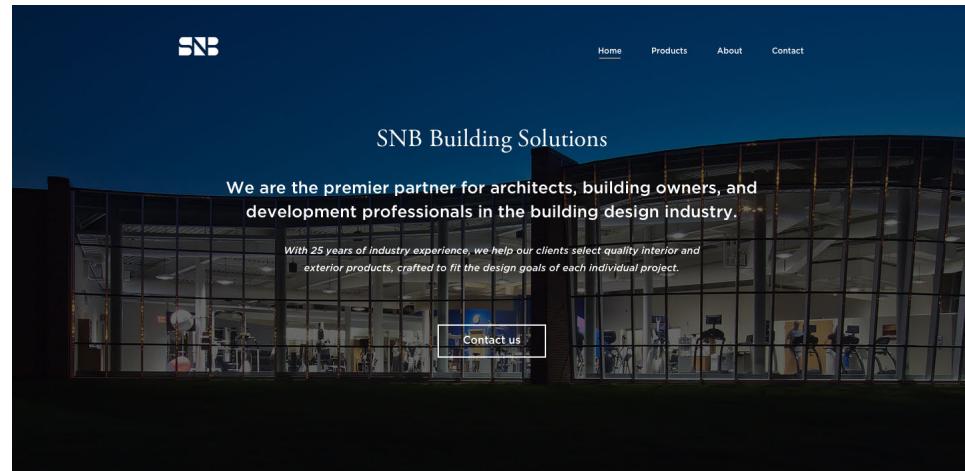


BUILDING SOLUTIONS



SNB Building Solutions is a construction material manufacturer. They needed a website that was professional, easy to use and most of all showcased their building materials. After learning their needs and meeting their team I was able to design desktop and mobile solutions that covered those goals.

View website at: [snbuild.com](http://snbuild.com)



#### | Our Vision |

SNB Building Solutions has worked alongside architects, building owners, and contractors to provide quality interior and exterior building solutions. As industry experts, our clients rely on us to provide cost-effective and visually appealing solutions that can be tailored to a variety of commercial and residential building projects. We pride ourselves in being a reliable and innovative design

partner, working alongside our clients from the first meeting to the final steps. From innovative exterior solutions, to interior design, we seek to not only meet our client's goals, but to exceed their expectations with each and every project.

#### | Featured Products |

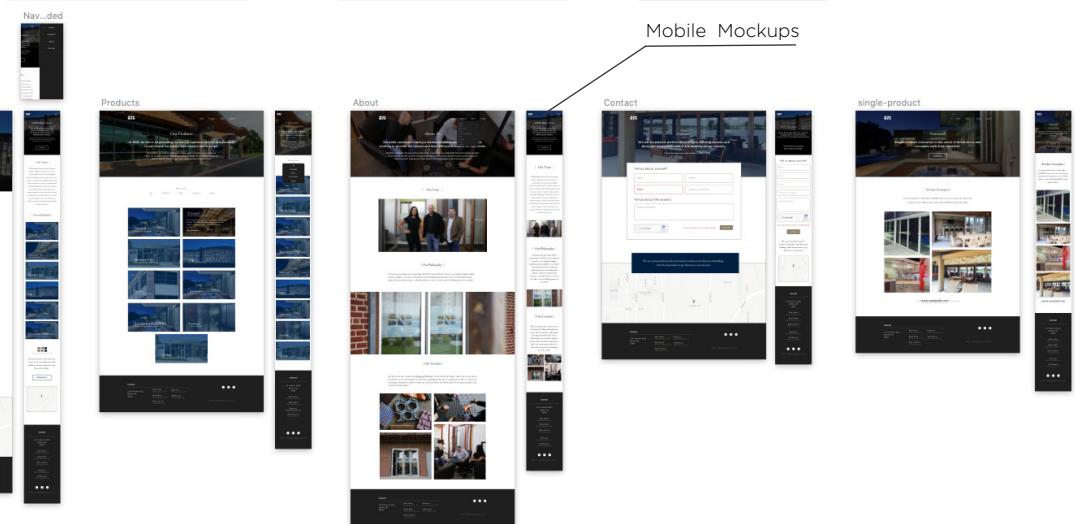


Every project has its own vision, but our process for providing top-notch building solutions remains the same from start to finish.

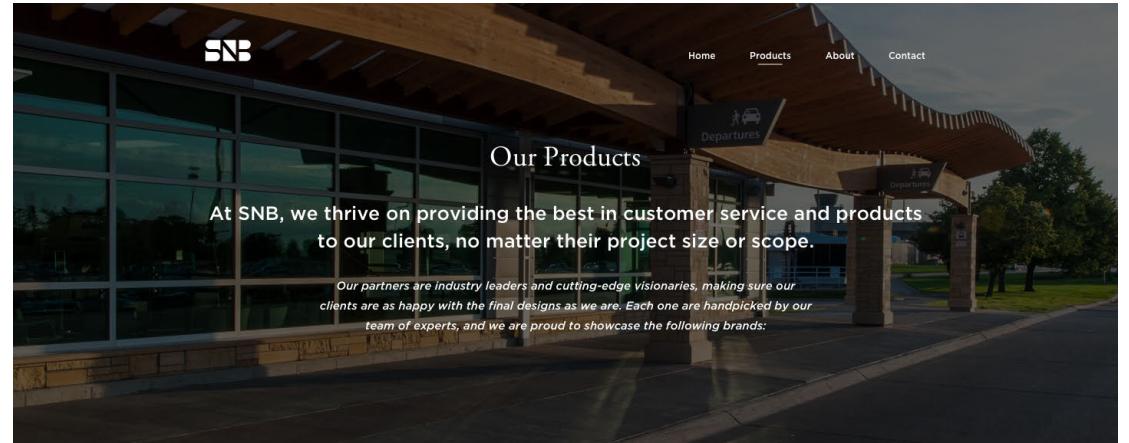


Every project has its own vision, but our process for providing top-notch building solutions remains the same from start to finish.

#### | Contact us |



Mobile Mockups



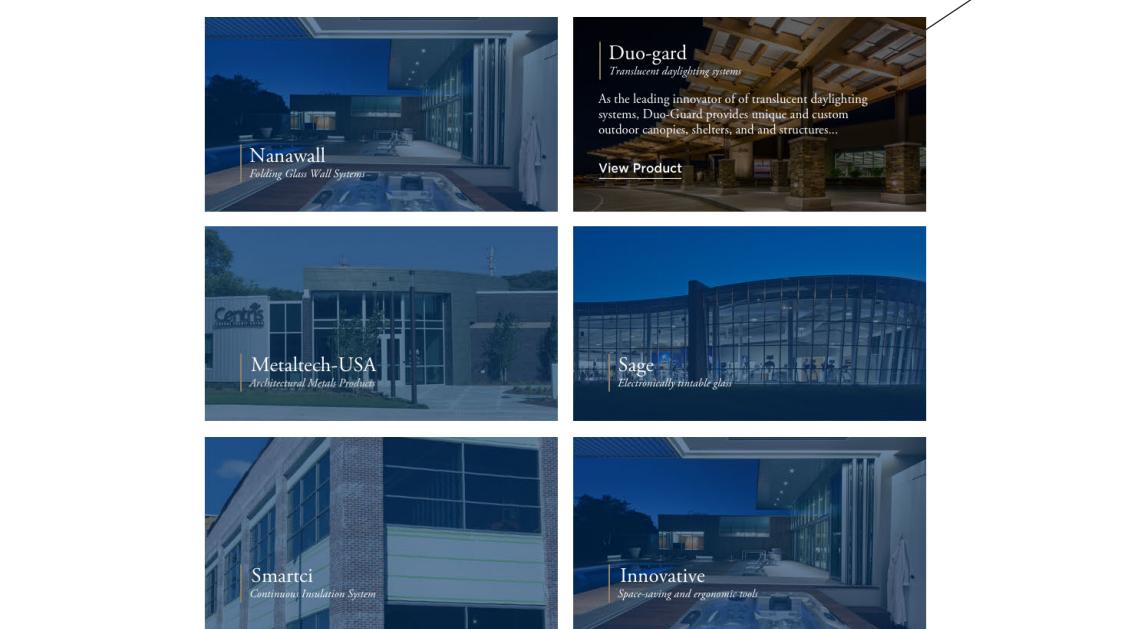
#### Our Products

At SNB, we thrive on providing the best in customer service and products to our clients, no matter their project size or scope.

Our partners are industry leaders and cutting-edge visionaries, making sure our clients are as happy with the final designs as we are. Each one is handpicked by our team of experts, and we are proud to showcase the following brands:

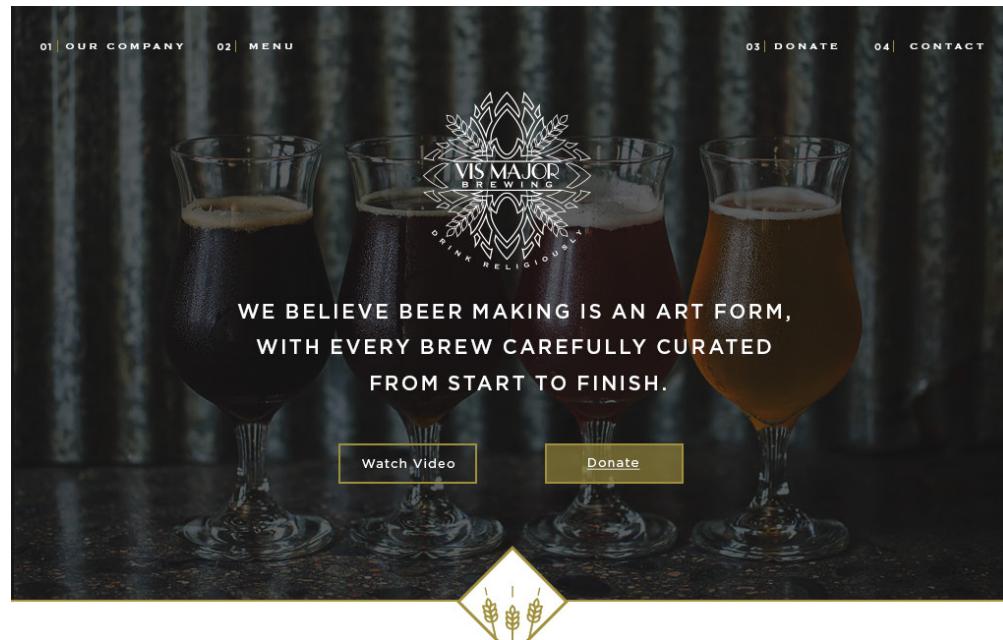
Filter by type.

All      Outdoor      Glass      Insulation      Metal



Hover Transition

Vis Major Brewing is a young brewery in Omaha, NE that needed a website that showcases their products and also promoted their kickstarter page for a new brewery location. After meeting with the team I was tasked with designing a mobile friendly "one-page" site that showcased their work, gave customers an avenue to donate and allowed users to learn about the people behind the beer. I also helped coordinate marketing material that I need for the site and for the kickstarter page. (i.e beer photos, kickstarter video.)



|01

**VIS MAJOR**

## A STORY BEHIND THE NAME

The name Vis Major, Latin for "Act of God," is inspired by the history of fermentation by Belgian farmers. At the end of harvest, farmers would crush and boil remaining grains and leave them in open casks. Wild yeast unknowingly blew in, fermenting the wort, but they believed it was an act of God that turned it into beer.

• DRINK RELIGIOUSLY.

**ABOUT US**

Vis Major Brewing is co-founded by husband and wife team, Tom and Lindsey Clements. VMB strives to create a community-centric brewery, producing quality beer with balance, character and complexity. We strive to push the palate of the true craft beer drinker by treating beer making as an art form, pouring our passion into pints. Like any home-brewer, we began with an IPA kit in 2011, with Tom advancing to brewing all-grain a year later. Through extensive collaboration and experimentation we have 5 flagship recipes and many more lined up to rock the Omaha market.



|02

**THE FAMILY**  
Vis Major's beer Menu

Flagship Beers   Seasonal   Specialty Series   Limited Release

\* Beers available year round

Amen American Wheat 5.4% ABV	Psalm Saison 8.9% ABV	Convert Citra IPA 7.5% ABV	9th Plague Black IPA 8.5% ABV	Almighty Stout 8.5% ABV
An unfiltered wheat designed with a rich, malty body in mind, and crisp, citrus flavor. A beer so drinkable, you'll want to throw your hands up and holler, AMEN!	An Imperial Saison, captures the zesty-spiced characteristics of a traditional saison while amplifying the malty body and creamy head, resulting in a high-gravity thirst quencher.	Designed as a SMASH beer, using a Single Malt and Single Hop, the Convert IPA beautifully showcases all that the Citra hop has to offer! With an appearance of pale yellow, the aroma and flavor capture the luscious tropical, floral and citrus notes with balance, crisp clarity, and subtle bitterness. If you didn't love IPA's before, this is sure to make you a believer.	This Imperial Black IPA was named after the ninth plague of darkness scourging the Egyptian's in Biblical times. Bold dark malts with roasted chocolate flavor create a sweet foundation while paired with bold bittering hops for the finish. We love a good IPA even when it's a bit sinister.	A chocolate oatmeal stout with a velvety smooth mouth-feel and rich chocolate finish. The balance of aroma and flavor makes it easy to savor year-round.

|03



|04

**CONTACT US**

Simple Booth's website is always changing. We are constantly adding new features and creating new products. Also, we look at how customers are using our site and constructively edit aspects where there is confusion. I am tasked with designing, photographing and editing all marketing efforts related to SB's website. I also work with our dev and sales team to make sure the look and functionality is meeting all of Simple Booth's customers needs.

View website at: [simplebooth.com](http://simplebooth.com)

**Set up a photo booth or selfie station in minutes**

You've got an iPad. You found this page. Congrats! You're halfway to setting up a DIY photo booth for your live event. This photo booth setup uses iPad's front-facing camera so guests can get a live preview and simply tap the screen to start creating awesome photo layouts or GIFs with different filters. They can even share or print photos!

Just follow these five simple steps to make your own photo booth

### 1. Acquire the App

The majority of photo booth apps are made for personal use, not for hundreds of photo hungry guests. And many have a limited set of features. Simple Booth's HALO photo booth app is anything but your typical photo booth app. It was designed to continuously run at live events and is packed with premium features like customizable graphics, online galleries, photo booth effects, Live Feed, and more. The HALO app makes setting up a DIY photo booth fun and easy.

[Learn More](#)

### 2. Install the iPad

For agencies, brands and businesses, we recommend our HALO light ring hardware, which you can learn more about [here](#). But if you're a DIYer, there are a lot of great cases you can slap your iPad into. The key is to get one that can be mounted. We recommend the iShot case, which has a clamp on the back that can easily be attached to the pole on a light stand. And you can pair it with Bestlight, which allows you to adjust both brightness and color temperature. We also recommend using the light with a Mini Ball Head for extra flexibility when making adjustments.

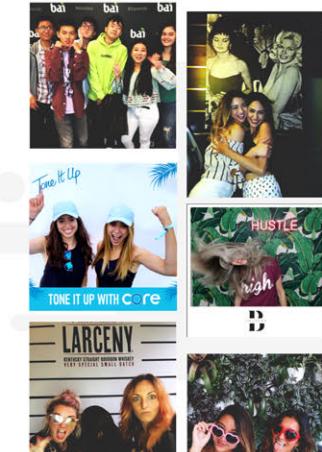
By the way, we know that the Light Stand we're recommending is mega tall, but shorter light stands may not have a riser that's thick enough to support the iShot case.

**How to set up a selfie wall for your business**

Everyday, customers are taking selfies in your business. But are you engaging and participating with them? In today's competitive environment the shopping experience matters to consumers, just as much as what they end up buying. What will drive your customers to return?

One of the easiest ways to join in on the photo fun and differentiate your business is to set up a selfie wall. Selfie walls are areas of a business designed to be photographed and shared, and are hugely popular with both consumers and businesses alike.

Here's how you can do it, in just 3 simple steps.



### 1. Design a creative background

Give customers a reason to take more selfies with visually appealing backgrounds. Your selfie wall background should reflect your brand and be fun for people to pose in front of. Get creative so your guests will rave about it online with their photos and your hashtag!

**2. Choose the right placement**

Observe where you see people taking photos and where your high trafficked areas are. This is a great place for a selfie wall! It's a bonus if the spot has good lighting, especially natural daylight.



### 3. Make it shine with a selfie station

Your selfie wall can be supercharged by adding a selfie station. Not all selfies turn out great. With a selfie station, the selfie becomes hands-free and automated. Guests are attracted by

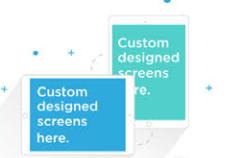
**Branded touch points**

Simple Booth makes stamp on every part of the experience. Reinforce your brand from the moment guests see the booth to when their friends see it shared online.

[Watch Video](#)

**Tap to Start**

Invite guests to interact with your own full-screen call-to-action.



### GIF and Layout Designs

Brand every photo from the booth with your own logo and overlay.



### Messaging

Write the [outgoing email](#) and [text message](#) content that guests receive with their pictures.



**Gallery**

Place graphics at the top and bottom of the gallery with optional links and custom colors

#### MORE FEATURES



[Galleries](#)

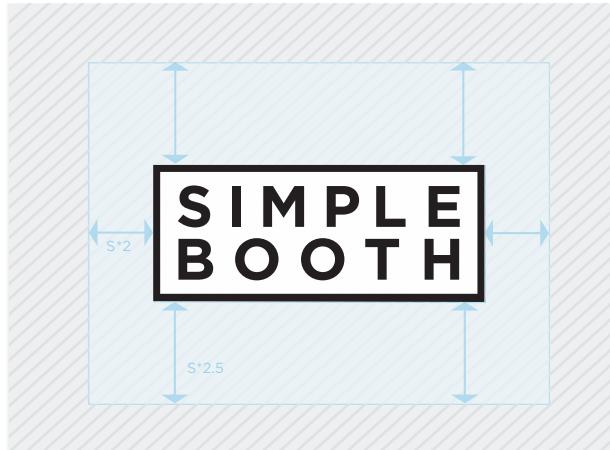


[Lead Capture](#)



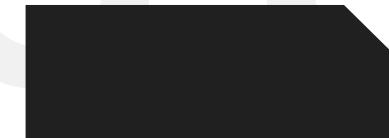
[Green Screen](#)

When Simple Booth first started I was tasked with designing an identity for the project. Here is a basic logo, type and color system for that project. I am currently working on updating our guidelines to include different mediums, all three apps and how our logo systems can span across all of our physical products.

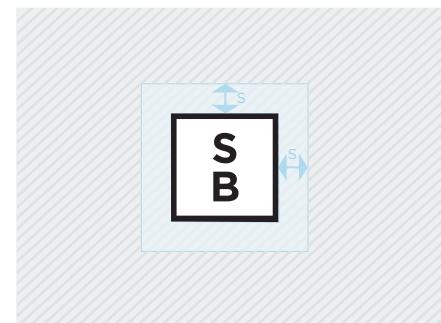


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abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()

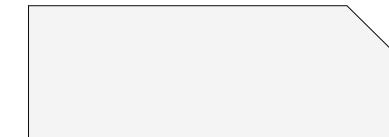


PROCESS C71 M66 Y65 K74  
SCREEN R33 G32 B32  
WEB HTML #212020

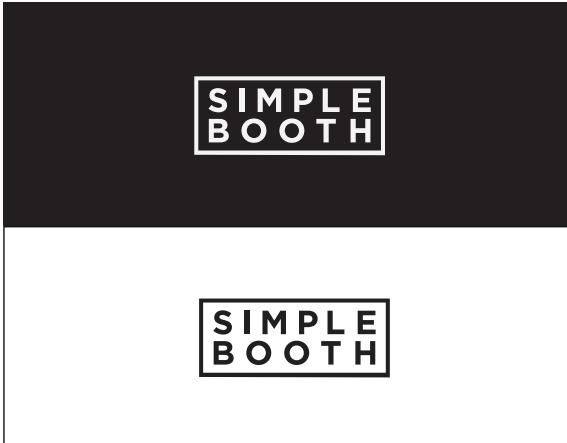


# Gotham (Med) ABCDEF abcd1234

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



PROCESS C71 M19 Y4 K0  
SCREEN R244 G244 B244  
WEB HTML #f4f4f4



# Gotham (Book) ABCDEF abcd1234

ABCDEFGHIJKLMNPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()



Color #1 75% Black  
Color #1 95% Black  
Degree -90

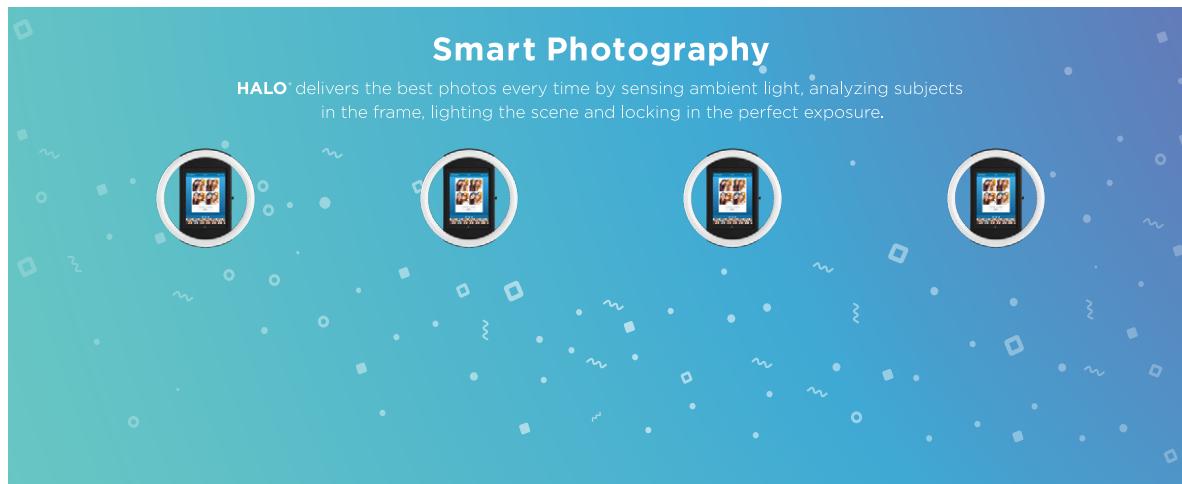
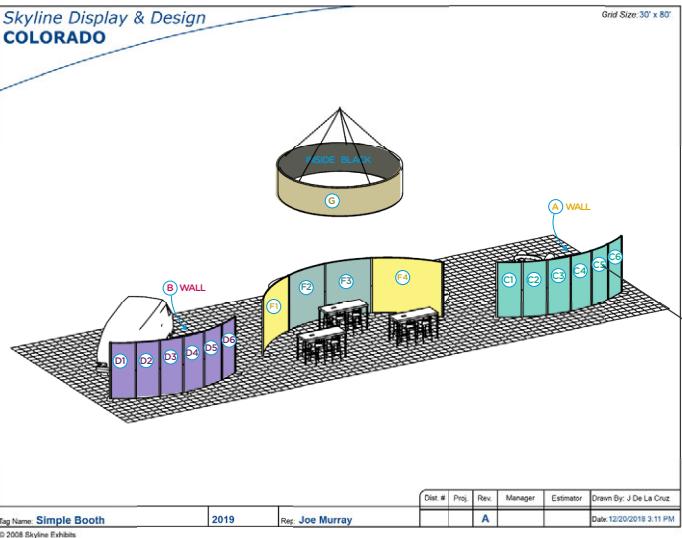
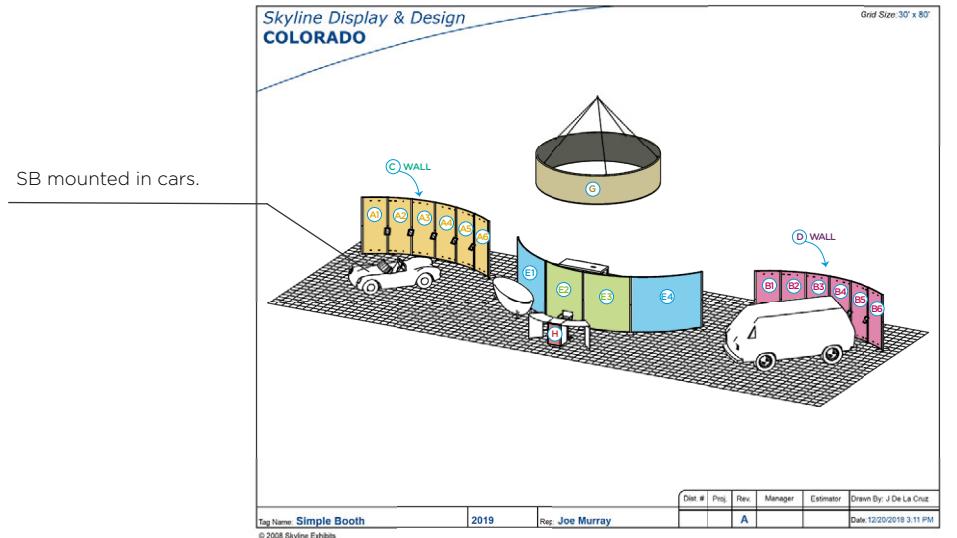


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WEB HTML #30aade



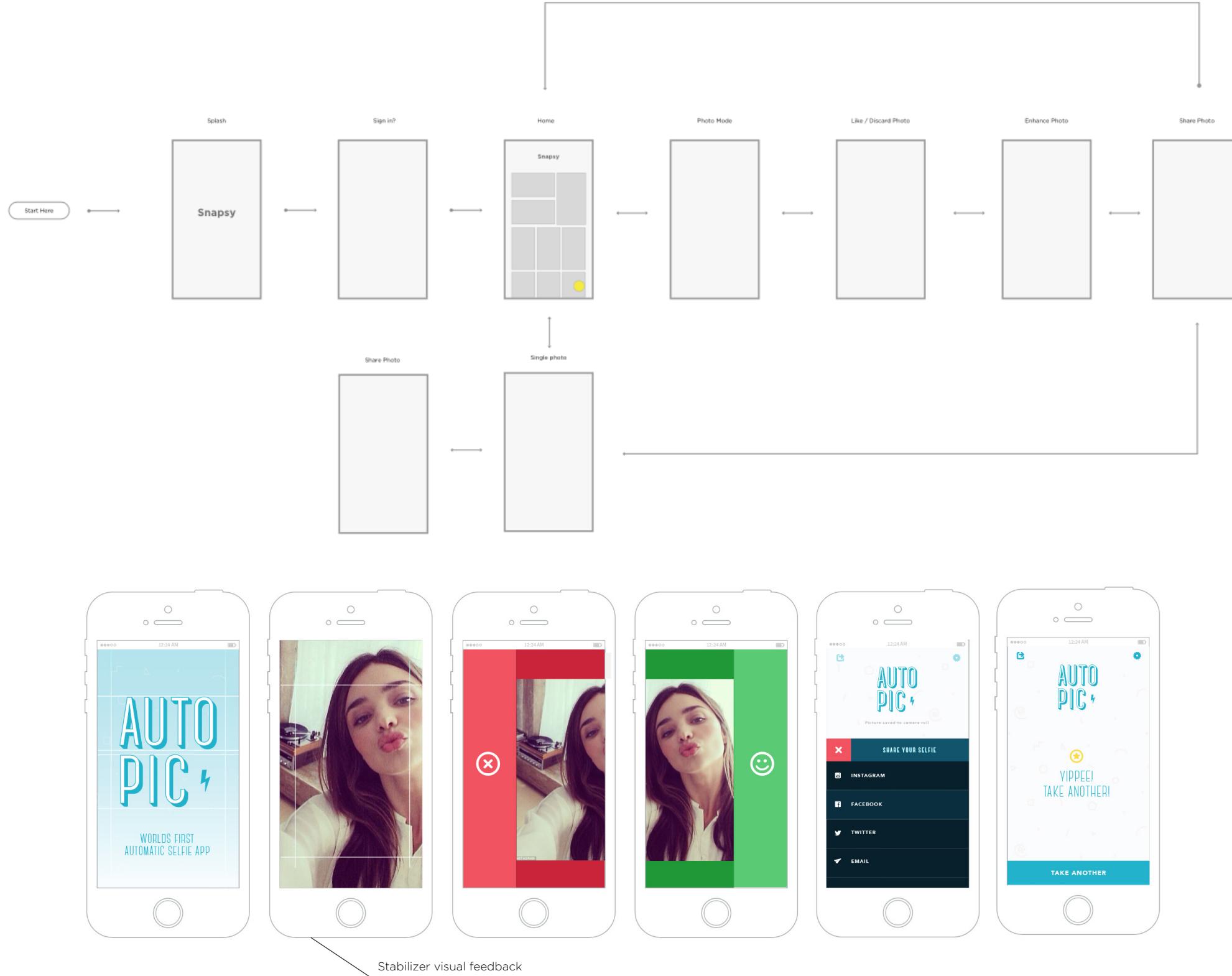
Simple Booth puts on large activations to promote brand awareness and sell our products. In late 2018 SB was invited to have a space at the Photo Booth Conference in Vegas, NV. I was tasked with designing the large displays, working with a production team to create working proofs of the displays, and making sure our brand was well represented.

gnero (This is my po



# AUTOPIC

AutoPic was a test to see we could create a basic “Most Viable Product” over the course of a weekend. Starting on Friday, my current employer and myself worked together on creating an app concept, a basic user flow, basic mockups and coded an app called AutoPic. The concept is that the app takes a selfie the second the phone is held perfectly still. No pushing of buttons required. Once a photo is taken you swipe right to delete or swipe left to keep and then share. The app was first available on the app store but is now part of Simple Booth’s iPhone app feature set.



I am currently working on an app called Benny, an app / web based service scheduling tool. Trying to move quickly in a new market, I was tasked with establishing a basic brand, brand guidelines and a backend messaging and scheduling platform for customers. We are also currently designing and building a mobile app.



### TYPEFACE / LOGO DESIGN

**PRIMARY TYPEFACE – MUKTA**

\* PRIMARY WEIGHTS

Mukta Light \*

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + =
```

Mukta Regular \*

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + =
```

Mukta Medium

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + =
```

Mukta Bold

```
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
12 3 4 5 6 7 8 9 0 ! @ # $ % ^ & * ( ) - + =
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**BENNY**

**BENNY LOGO**

**BENNY “B” ICON**

### COLOR SCHEME

**PRIMARY / SECONDARY / ACCENT HEX COLORS**

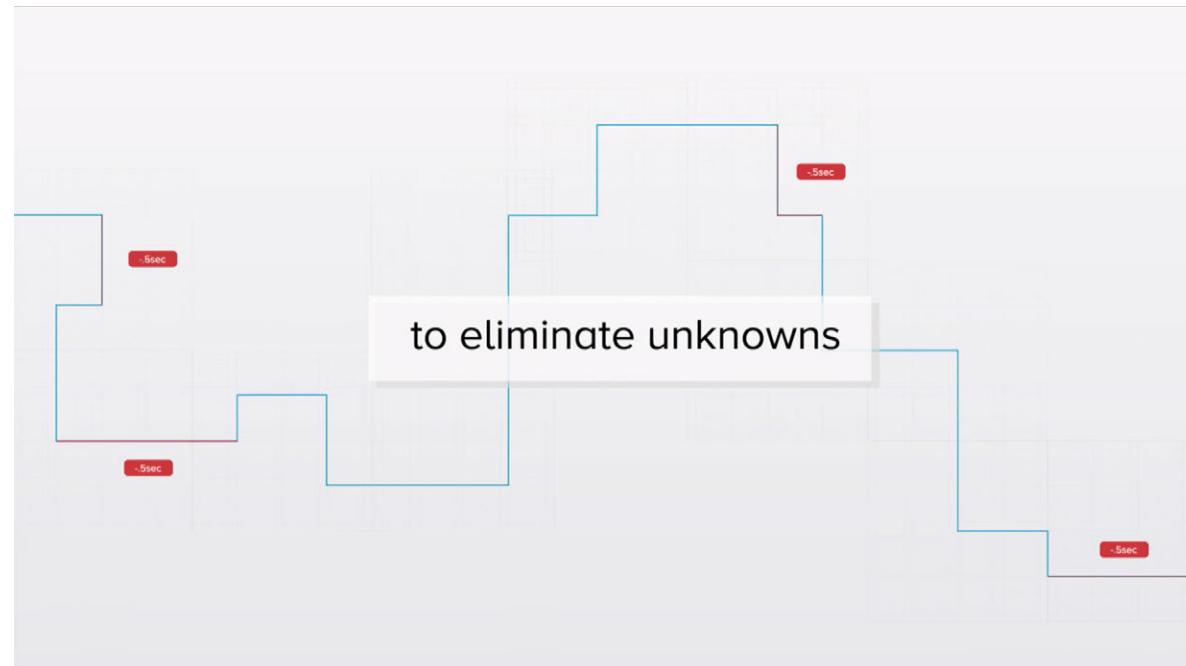
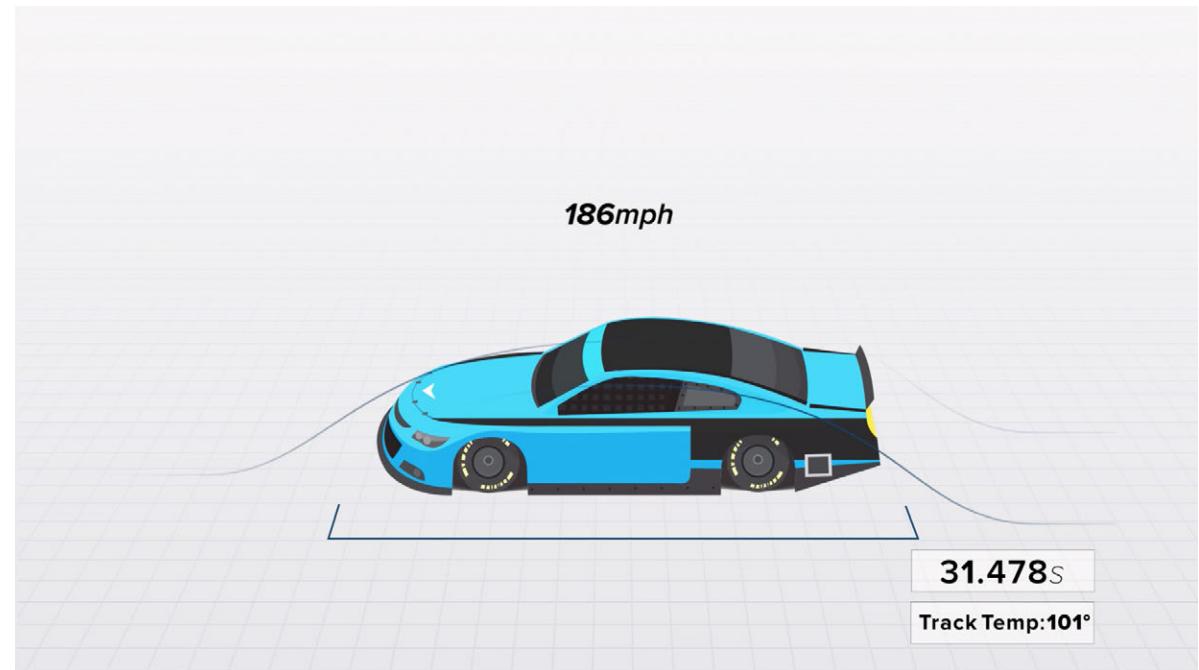
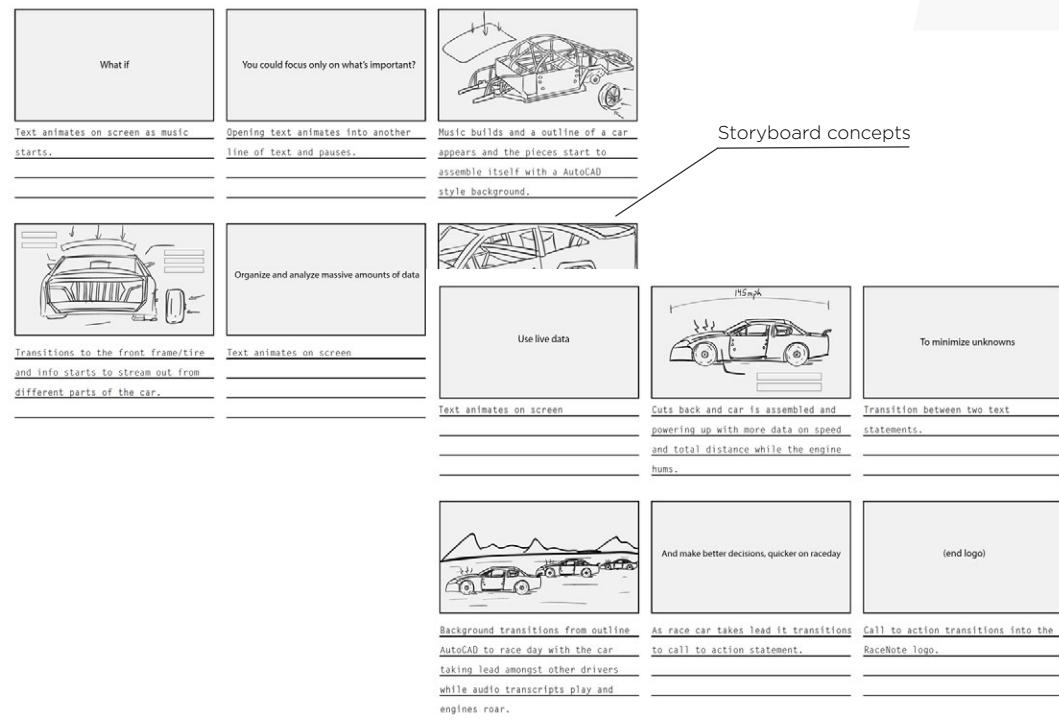
PRIMARY: #4A5D7F    SECONDARY: #FEC579    ACCENT: #F3EEDB

100%		
90%		
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EXAMPLE USE OF GRADIENT

Racenote is an information tracking tool that helps give racers information about their automobiles and track times. With a limited budget, Racenote needed a marketing tool that helped showcase their idea to investors. An animated video was a good solution for their needs. I was tasked with storyboarding the talking points, designing the entire animation and then working with an animator to deliver a final product for the customer.

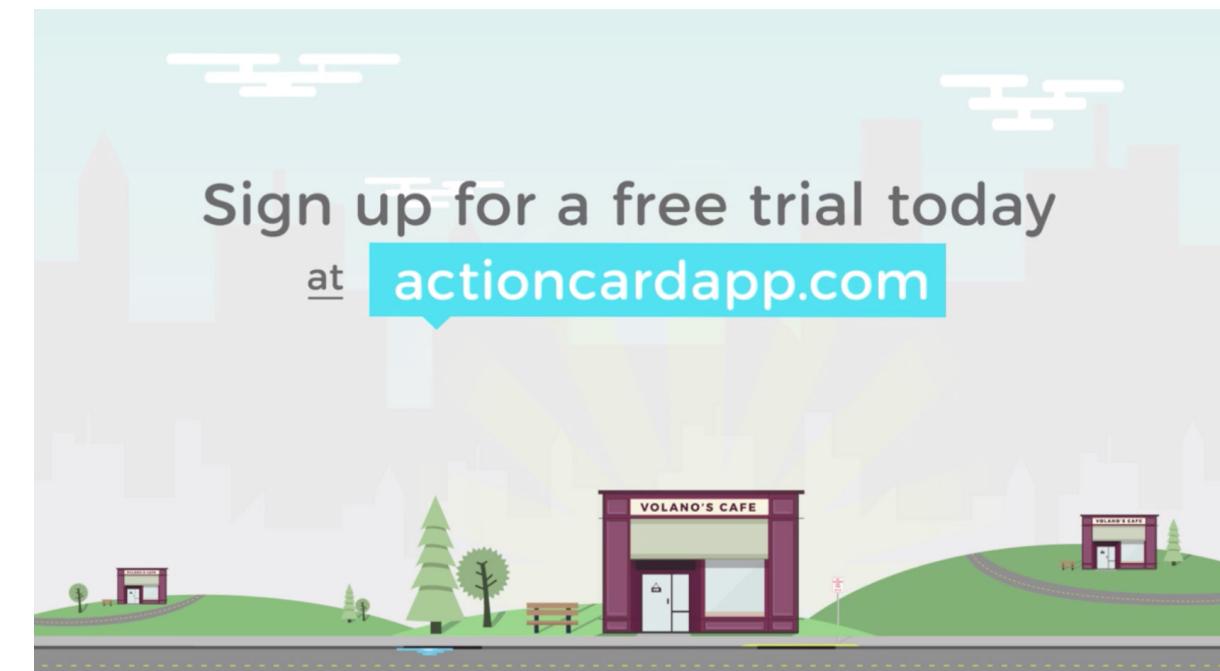
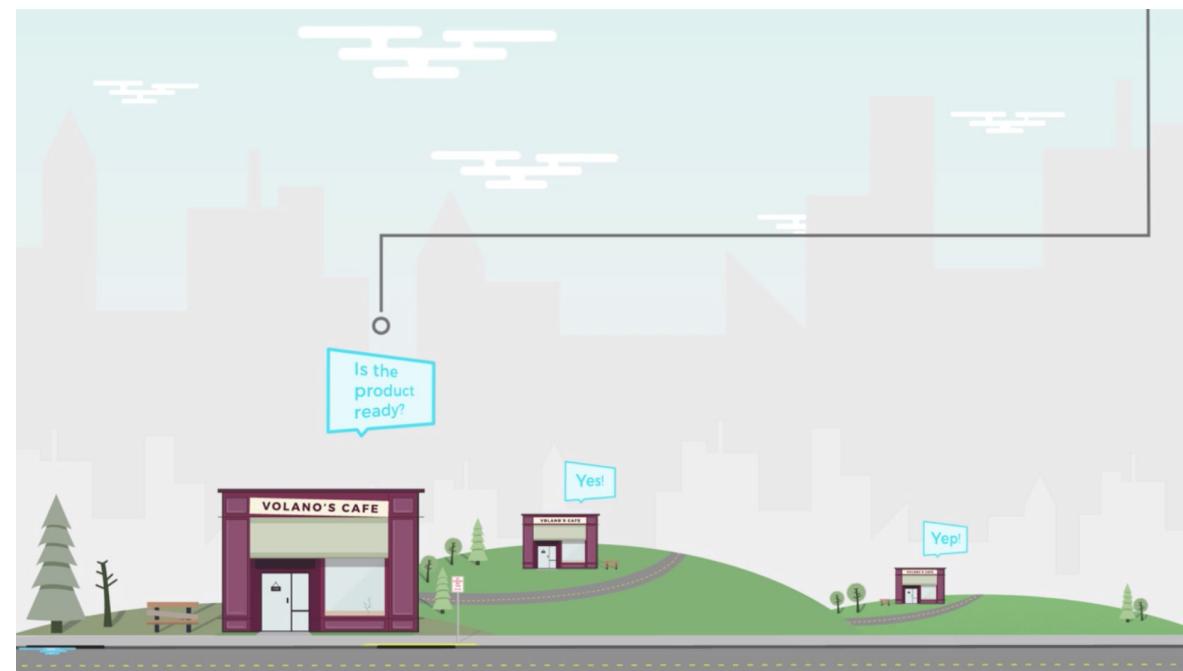
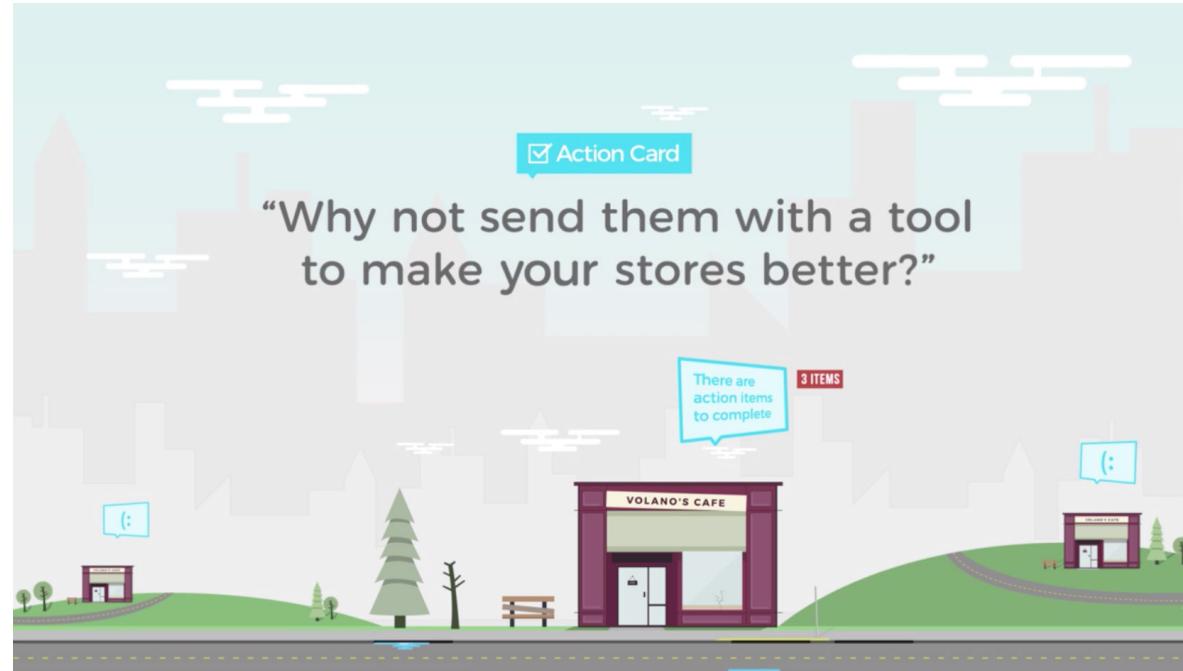
Watch full video at: [vimeo.com/194859617](https://vimeo.com/194859617)





Action card is a mobile scoring app that lets managers assign task items to their stores to help normal operations stay up to the standards of the brand. Volano needed marketing material that not only showcased the product, but also showcased happy customers already using their system. I was tasked with creating a playful yet informative video that their sales team could send to prospective clients to help them understand how Action Card could help with their business.

Watch full video at: [vimeo.com/119555596](https://vimeo.com/119555596)

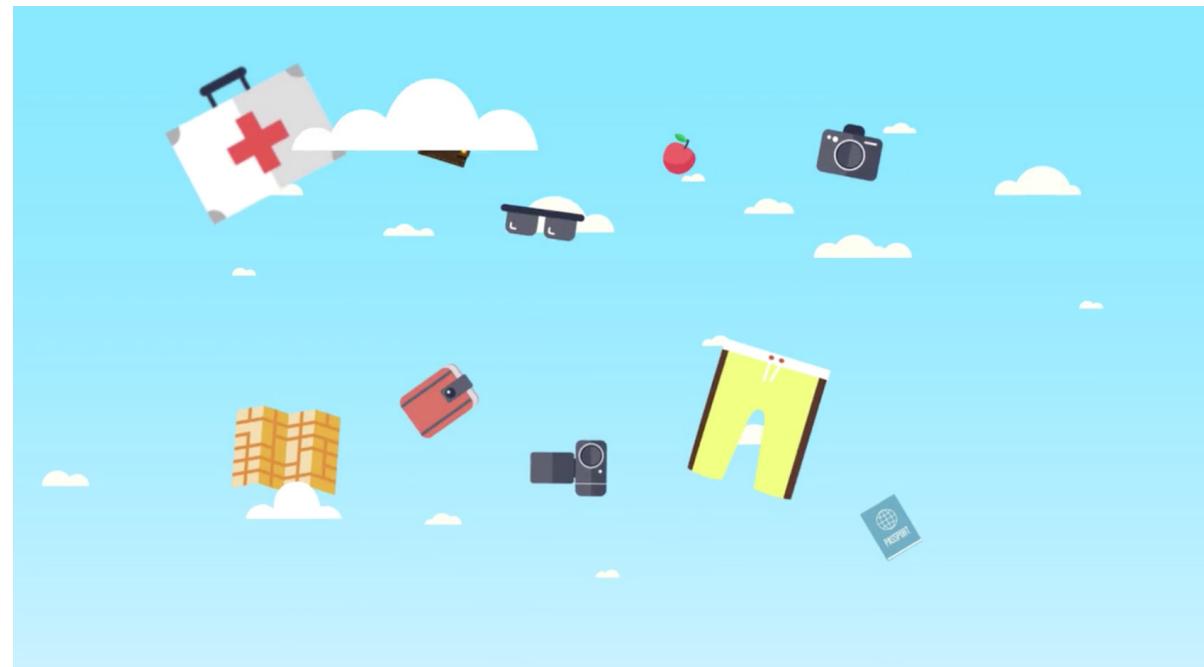
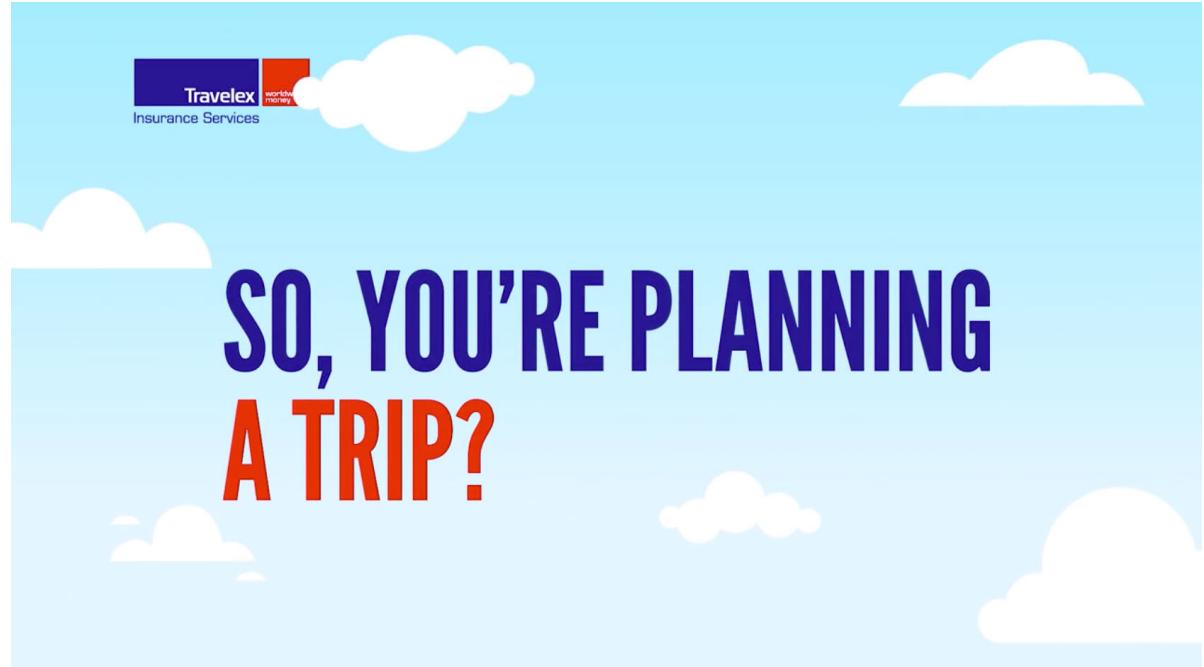


Travelex is a travel insurance provider that needed marketing material to help promote their travel insurance products. Working with their brand I was able to storyboard and conceptualize some fun and informative animations. I was tasked with designing three videos that all showcased different use cases for their travel insurance.

Watch full videos at: [vimeo.com/102277471](https://vimeo.com/102277471) [vimeo.com/102277403](https://vimeo.com/102277403) [vimeo.com/102277046](https://vimeo.com/102277046)

# Travelex

worldwide  
money



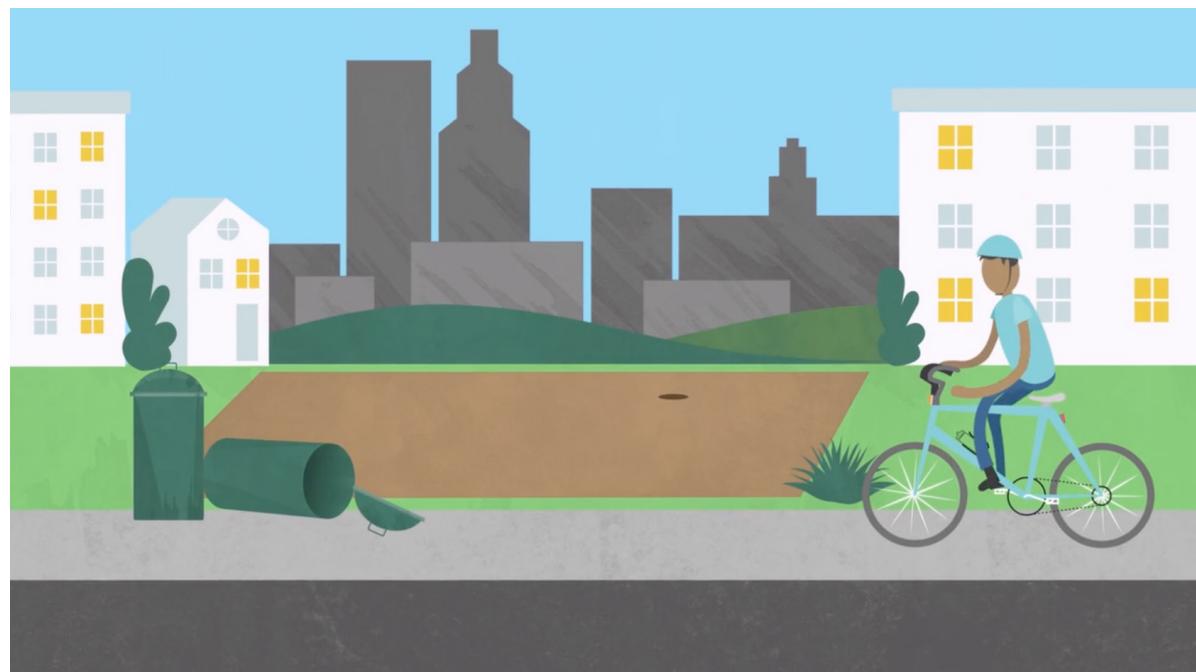
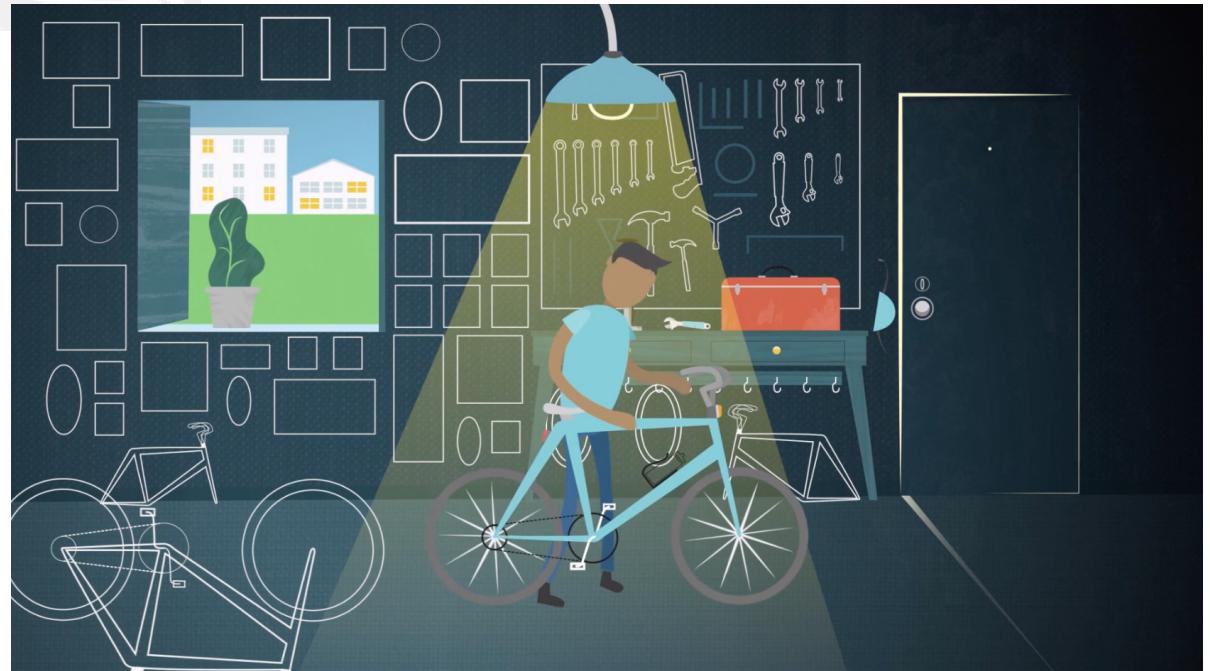


The Refugee Empowerment Center needed a way to promote their community bike project as well as their community gardens in Omaha, NE. With a limited budget, I was able to storyboard, design and direct an animator to create these short but powerful videos that not only promoted their programs but also directed people to donate towards those projects.

Watch full video at: [vimeo.com/167959582](https://vimeo.com/167959582) [vimeo.com/167959583](https://vimeo.com/167959583)



# Refugee Empowerment Center



Thank you.