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Portfolio of Mark [A] Siminski

BRANDING /// MEDIA



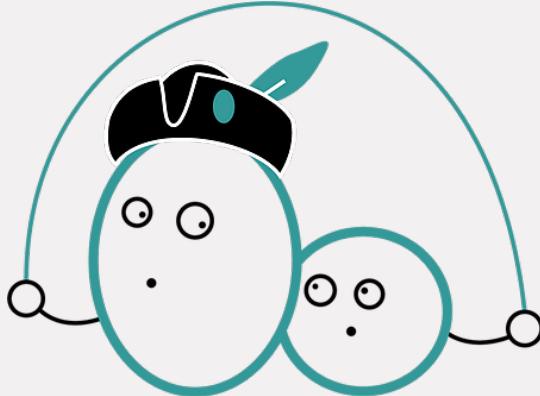
// Age Of Steam- a badge designed for a fictitious event celebrating the history of steam engines. The engine featured alludes to the Art Deco and streamlined style.



// App logo created for Deer IQ- a mobile application that lets hunters check their trail cams from their phone.



// Illustration for an aquarium or museum floor sign. Designed to be both readable and informative.



// Yeasties illustration for Craft Culture's New England Double Ale Yeast strain.



// Logo for Well-Kept Homes- a sister company to Chassel Bay Cottages. They perform house maintenance on cabins in the off-season.



// Merchandise design for AniNews, a popular youtuber specializing in animated media analysis.

PRINT // MEDIA



// Outer cover for Finlandia University's 2017 Easter card; sent out to faculty and supporters of the school.



// Tri-fold brochure made for *The Tool Shed*, a sporting goods and tool consignment store located in Houghton Michigan.

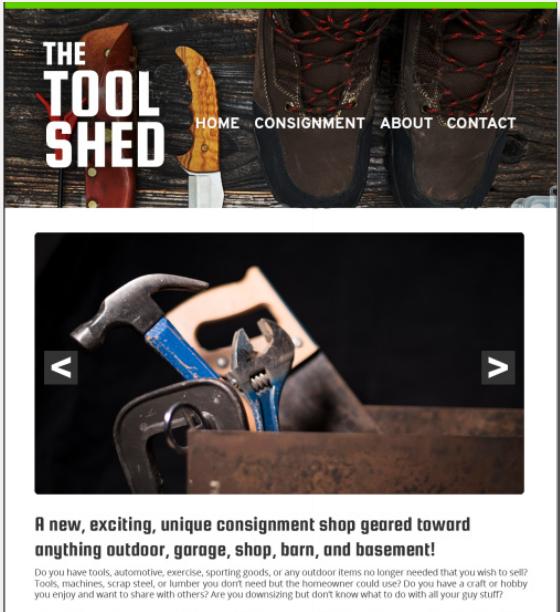


// Promotional handout for Pro/Nav Angler. The company produces boat motors that come with built-in autopilot. Fishing routes and anchor points are mapped from mobile devices.



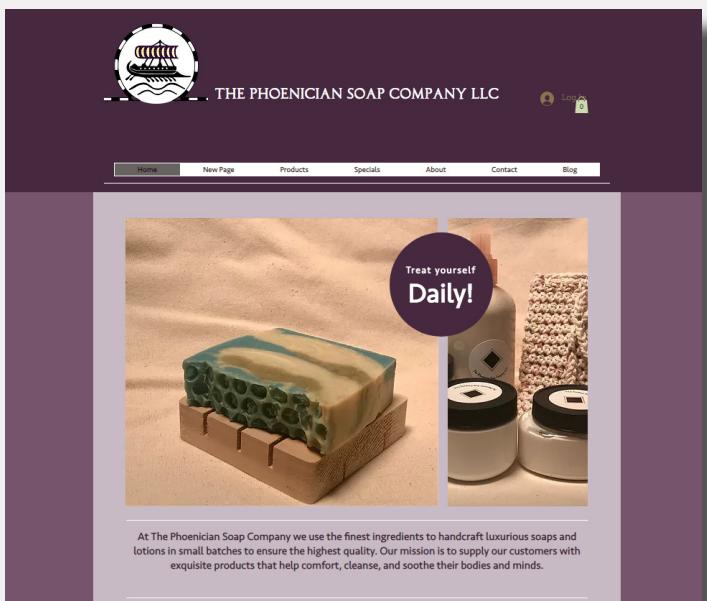
// Banner designed for a WWI event held at Michigan Tech in the early summer of 2018. The event focused on the impact of the war in the Copper Country.

WEB // MEDIA



The Tool Shed is a draft website for a consignment shop. The header features a wooden background with a red tool belt and a yellow-handled wrench. The navigation menu includes HOME, CONSIGNMENT, ABOUT, and CONTACT. Below the header is a large image of various tools (hammer, wrench, pliers) on a dark surface. A descriptive text block below the image reads: "A new, exciting, unique consignment shop geared toward anything outdoor, garage, shop, barn, and basement!" A smaller text block below asks if visitors have tools, automotive, exercise, sporting goods, or any outdoor items no longer needed.

// Draft website for *The Tool Shed*.



The Phoenician Soap Company website has a dark purple header featuring a circular logo with a boat and the company name "THE PHOENICIAN SOAP COMPANY LLC". A user icon and "Logout" are on the right. The main menu includes Home, New Page, Products, Specials, About, Contact, and Blog. The main content area shows a photograph of a green soap bar on a wooden stand next to two small jars. A purple circle with white text says "Treat yourself Daily!". Below the photo is a paragraph about the company's mission to handcraft luxury soaps and lotions in small batches.

// Website designed for The Phoenician Soap Company; a manufacturer of natural beeswax-based soaps.



// Html for Union Place's email signature.

A personal website for Mark Siminski. The header features a large, stylized blue 'S' logo. Below it, a navigation bar with links to "Home", "Portfolio", and "About". A black and white photo of Mark sitting outdoors is on the left. His bio text is on the right, detailing his education from Finlandia University and his professional experience as a freelance graphic designer and programmer. A "Download Resumé" link is at the bottom left, and a footer with social media icons for LinkedIn, Instagram, Twitter, and GitHub is at the bottom right. The footer also includes the tagline "Solving tough problems with smart design".

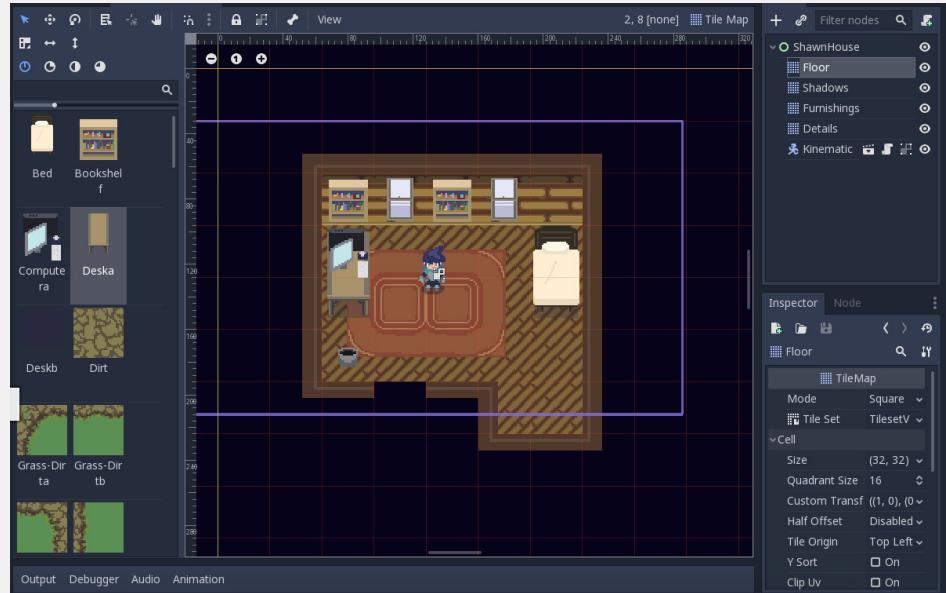
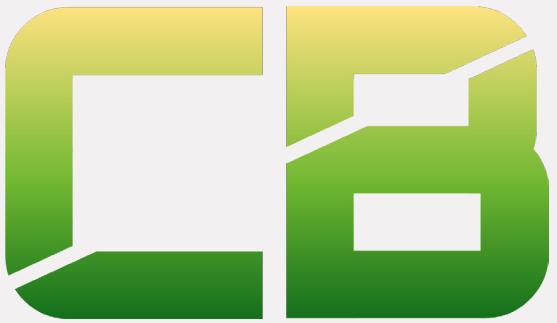
// Personal website made from scratch.
Used 2018-2019.

EXTRA // MEDIA

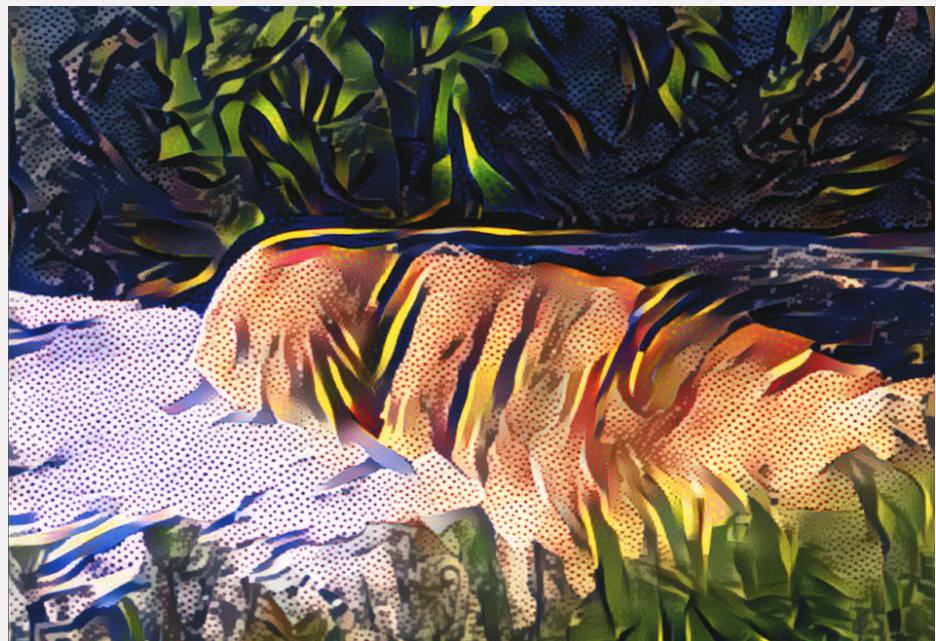


// Motion Graphics and animation done within Hitfilm Express- a video production application similar to Adobe Premiere. Character is the Youtube persona *Coal Mine Canary*.

A screenshot of the Hitfilm Express software interface. The Effects panel on the left shows various video effects like 360° Video, Audio, Behavior, Blurs, etc. The Viewer in the center displays the orange bird character from the previous image. The Timeline at the bottom shows a sequence of frames from 00:00:00:14 to 00:00:05:00, with multiple layers for different parts of the bird and background elements. A specific layer for '16. Tuft.png' is selected in the timeline.



// Screenshot of *Concealed Blades*, a 2D Fantasy/Sci-fi adventure RPG game. The game is currently under development and is being built using the Godot Game Engine.



// Work from college thesis which dealt with the possible ramifications AI could have on the creative industry and artist expression overall. This hand-coded program converted photographs into works of art using the styles of various art movements. The styles used were Renaissance and Pop-Art respectively.



// The photographs used in the project were taken in the Upper Peninsula of Michigan. Each piece took about 16 hours to create (this time could be shortened by using a more powerful computer).