

Portfolio 2022

Tom Blankenship

Table of Contents

About	page 3
Résumé	page 4
Schoolwork	pages 5-6
Client work	pages 7-9
Concepts	pages 10-12
Illustrations	pages 13-14



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Hi, I'm Tom.

Graphic Designer based in Columbus, OH

I'm Tom Blankenship, and I'm a recent Southern New Hampshire University graduate with a bachelor's degree in Graphic Design. In my free time I like listening to music, learning new design techniques, video games, and buying furniture (I currently own *a lot* of chairs).

Through design, I like to experiment with the aesthetics that influence me the most: mid-century art and design, 90's alternative rock, punk, and indie rock music. My goal with design is to exceed the expectation of what is asked of me. I want to deliver something that feels unique, modern, creative, and ultimately something that the client and I both can be proud to show to the world.

Skills

Adobe Photoshop

Adobe InDesign

Figma

Adobe Illustrator

Adobe Lightroom

Illustration

Résumé

Thomas Blankenship

I'm a recent Graphic Design graduate in the Columbus, OH area looking to expand my professional background in design. My goal is to exceed expectations and deliver something that both the client and I are proud of.

Work Experience

Oct 2019 - Present

Legrand AV

Customer Care Representative

- Accurately input customer orders for AV equipment into ordering system, checking product quantity, pricing, shipping method and costs, and ship-to location
- Effectively handled various email, chat, call types and questions regarding stock and pricing of various product as well as order status
- Composed thorough emails to customers that used clear and concise communication to allow for a quicker resolution
- established the use of root cause analysis to determine current issues and to be able to act offensively in the future in weekly team meetings

Education

Sept 2019 - Oct 2022

Southern New Hampshire University

- Prominent coursework: Graphic Design, Marketing, Web Design, Photography
- Participated in coursework outside of Graphic Design to strengthen skills in subjects like illustration, marketing, and popular culture
- Learned industry standard software and practices

Skills

- Adobe Creative Suite: Illustrator, InDesign, Lightroom, Photoshop
- Procreate, Figma, CSS
- Interpersonal communication, time management, problem solving

Amethyst Bay

Schoolwork

AMETHYST BAY
Resort & Spa

**Emerald Sands
Music Festival**

Taylor Swift

Lady Gaga * Green Day

ARIANA GRANDE • HARRY STYLES • LIZZO • BILLIE EILISH • THE WEEKND • KACEY MUSGRAVES • THE KILLERS • TAME IMPALA • MEGAN THEE STALLION • DOJA CAT • THE 1975 • WIZ KALIFA • CAGE THE ELEPHANT • OLIVIA RODRIGO • BAD BUNNY • LANA DEL REY • JACK HARLOW • MICHELLE BRANCH • MOTION CITY SOUNDTRACK • THE WONDER YEARS • ORVILLE PECK • CHARLI XCX • TURNOVER • CAMP COPE • DRYJACKET

FRI JUN 9 • SAT JUN 10 • SUN JUN 11

Amethyst Bay Resort & Spa
716 Amethyst Bay Boulevard
St. Thomas, VI 00802

TICKETS ON SALE NOW!

866-323-7070
www.amethystbayresort.com
facebook.com/amethystbay

For this final project, we were assigned to create a magazine ad for the fictional resort and spa Amethyst Bay. It was left up to us to decide what the ad would be for - be it a two-for-one package, discount offer, festival, etc. The ad needed to have a target demographic as well as adhere to the Amethyst Bay style guide.

I created an ad for a fictional music festival called the "Emerald Sands Music Festival," with a wide variety of music acts to appeal to all kinds of music fans: pop, rock, R&B, and indie. The line-up in the middle of the page with a mostly opaque backdrop is to make it stand out against the vibrance of the palm trees that would be on the resort grounds. The Emerald Sands graphic has a bit of noise and distress to make it look sandy and play on the words in the title. Making this ad was a lot of fun, and let me explore the ins and outs of InDesign.

Upper Crust Bakery

Schoolwork



For this assignment, we were to create branding and stationery for a client that is looking to attract a new audience. Upper Crust Bakery is moving to a new location and looking to expand its customer demographic to people of all backgrounds, ages 21-65. In this solution I wanted to create something that felt traditional that didn't sacrifice modernity, while also keeping the brand friendly and approachable.

I had a lot of fun creating a brand identity and logo designing for this project. I was able to practice using the ins and outs of Adobe Illustrator throughout this course, and was very proud of the final outcome.



The Grievance Club

Client work



My friends in the Cleveland-based punk band The Grievance Club approached me to make a flyer for one of their album release shows. The band supplied me with inspiration from my past conceptual work with big, bold text and wanted to keep the poster in the same family as their album artwork.

This is one of two designs made for this show, where I kept to their guidelines and added my own personal touches - details like text displacement, noisy and grainy photo filters, and paper textures to make it feel like it was handmade. The colors used throughout the poster are inspired by the band's album artwork, and butterfly and floral "sticker" assets added to add to their album theme. The lyric pull "I stare long at the Monarch like I think it's the sun" is handwritten to add to the punk, handmade feeling.

The Grievance Club

Client work

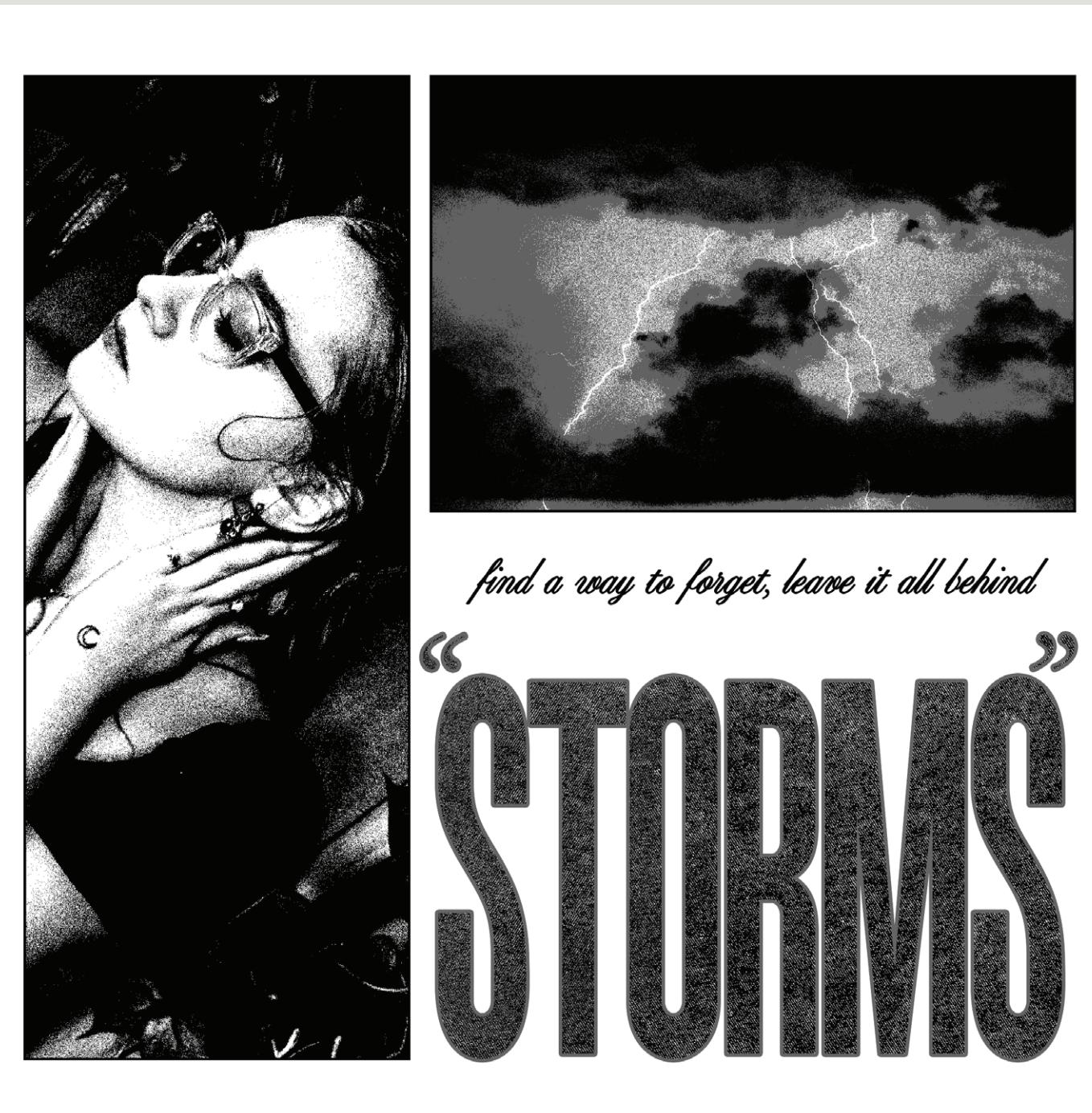


My friends in the Cleveland-based punk band The Grievance Club approached me to make a flyer for one of their album release shows. The band needed an updated flyer for a rescheduled show.

This version of the flyer is different from what the band requested originally, but they loved the simplicity and elements used. With this approach, I wanted to interweave different fonts to add interest. I kept elements of the band's current aesthetics like the Monarch and current press photo. I gave myself the challenge of only using two colors in this flyer, and had a lot of fun finding a way to make the entire piece still feel dynamic with the placement of text and photos.

Venus Bemus

Client work



My friend Danielle asked me to make a T-shirt design for her music project Venus Bemus. I was given creative freedom for this design, but was asked to make it feel like a vintage, distressed T-shirt.

I had a lot of fun with this design, intended for it to be on the back of the shirt. The images used had the levels and amount of threshold used adjusted to give them just enough detail and depth while keeping it simplistic. The "Storms" title has a distressed texture over it to give it a worn-in feel. The lyric pull over it is added to round out the composition and encompasses the song.

Bronco

Concept



Bronco is Orville Peck's second studio album. After listening to this album, I was a big fan and wanted to make a poster for the album that encompassed its aesthetic through my personal design style.

I used old, western inspired type for the piece as the album's genre is country. Using photo filters, displacement maps, and paper textures I wanted to create a vintage magazine ad feeling with Orville's portrait pasted over the center. Concept work like this is a fun way for me to try new techniques within Photoshop and practice my skills.

Garden Song

Concept



"Garden Song" is track 2 off of Phoebe Bridger's second studio album *Punisher*. This conceptual design is based on how I would design the single artwork.

I like using text displacement, paper textures, and grain to make my projects look vintage and punk-inspired. Phoebe has an alternative/punk background and I felt that this approach fit her aesthetic. The flower is to harken back to the title "Garden Song." The lyric pull encapsulates the overall theme of the song - that things change as we age, but the evidence of what once was is still around. I again experimented with interweaving different fonts to create cohesion and give interest throughout.

Running with the Hurricane

Concept

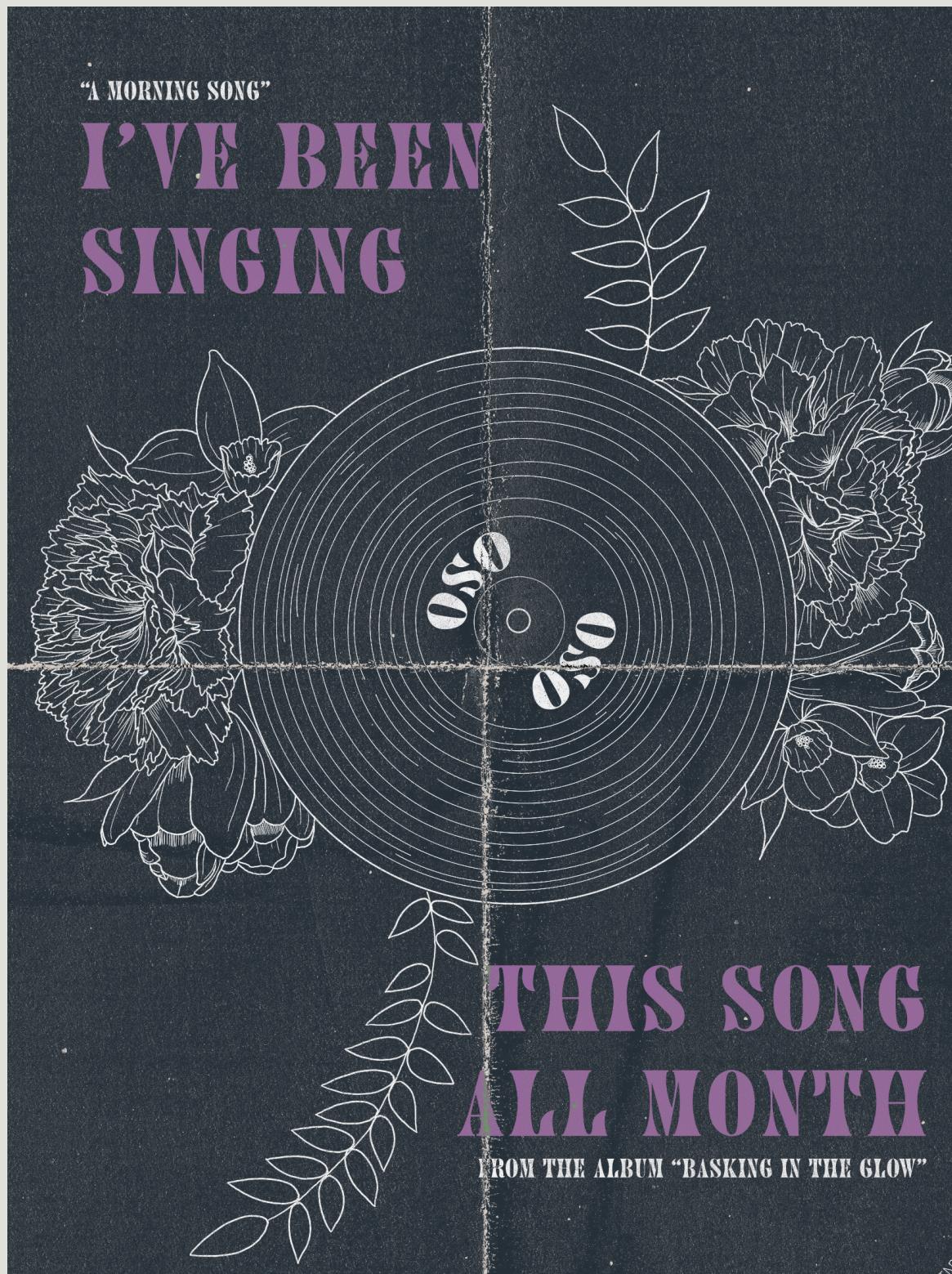


Running with the Hurricane is Camp Cope's third studio album released March 25, 2022. This is a conceptual poster for the album that could be used as advertising material.

The inspiration for this poster was 80s poster design with big, bold fonts paired with tall, skinny serifs. The chain motif is to highlight a line in the titular track, "Breaking these chains, running with the hurricane." The blue to light gradient represents the moods of the album, shifting from sadder and darker to more positive and hopeful. With this project, I also used displacement maps, paper textures, and grain to give it the distressed look I like. This is one of my favorite conceptual pieces to date and I'm very proud of how it turned out.

A Morning Song

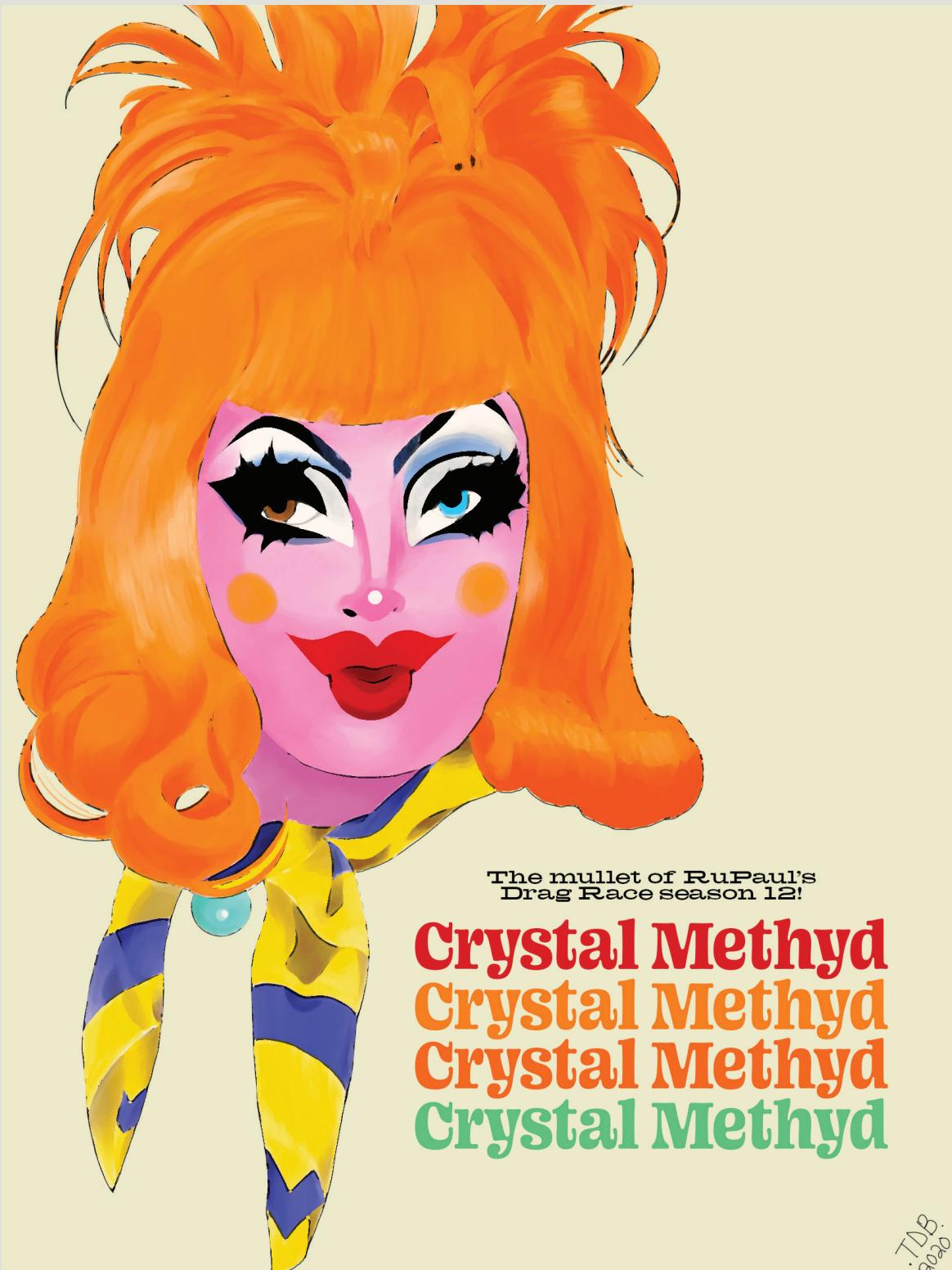
Illustration



"a morning song" by Oso Oso is track 6 off of the album *Basking in the Glow*. This piece was illustrated digitally in Procreate and then edited in Photoshop to add text and texture. The center of the piece is a vinyl record with a bouquet of flowers behind it, this was to highlight the line "I've been singing this song all month." This line is about a lover being stuck in the singer's head like a song. The font and texture used for this piece was to make it feel vintage and worn. I really enjoy this piece because I was able to add a lot of detail to an otherwise very simplistic drawing.

Crystal Methyd

Illustration



Crystal Methyd is a drag queen and finalist on RuPaul's Drag Race season 12. Her alternative drag aesthetic is focused around being a colorful clown. Out of drag, Crystal sports a curly mullet that RuPaul likens to El DeBarge.

This portrait was hand drawn digitally in the app Procreate. From there, I took the image into Photoshop where my idea was to create a mid-century inspired pin-up poster. The type used ties into the mid-century angle, and the color used for the text is taken from the colors in the portrait. This portrait was really fun to make, as well as gave me the opportunity to experiment with all the things that you're able to do in the Procreate app.

Thank you!

Thanks so much for taking the time to look through my portfolio today. I'm looking forward to creating together soon!

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