

ELIAS PAULSON

16.APR.95 —— NYC

Art Director with a hands-on approach. Tangible skills in Graphic Design, Typography, Motion Graphics, Web Design, Illustration, and some Coding.

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406.529.1866

PORTFOLIO —— SELECTED WORKS **2023**

BRANDING

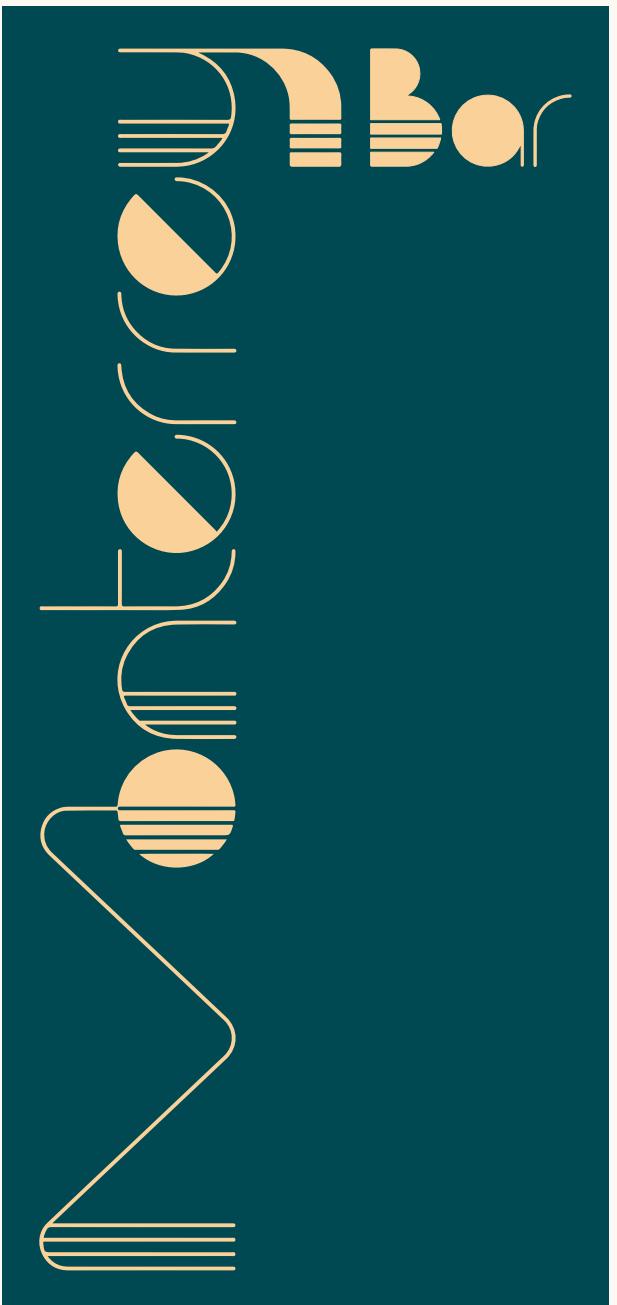
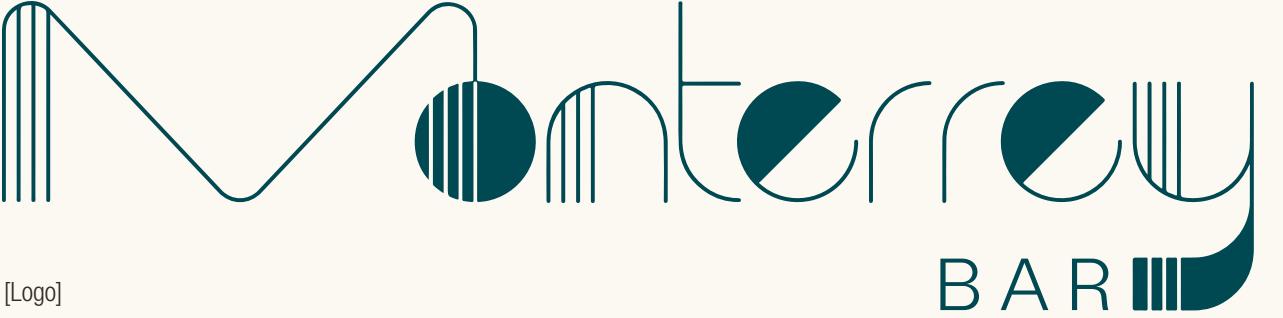
Monterrey Bar

Visual identity for Monterrey Bar, Miami Beach. This project included an original logotype, menu designs, matchbook design, coaster design, digital marketing materials, and a photoshoot of the venue.

2021

Tags – Art Direction, Graphic Design, Typography, Illustration

Monterrey Bar pays homage to Monterrey Motel, which opened at 40 Island Avenue in 1953 and was originally designed by Architect Norman Giller. The T-shaped bar with Amazonite stone is a dramatic focal point and provides an intimate place to gather. Afromosia wall paneling and plush carpet emulating the ocean are tied together beneath a Murano glass chandelier. The shelves are playfully lined with a pop art collection of 1980s 'Frozen Moments' by artist Geoffrey Rose. Take a look around and enjoy the little touches that were carefully selected to reflect the cool, dark speakeasy style of Monterrey Bar.



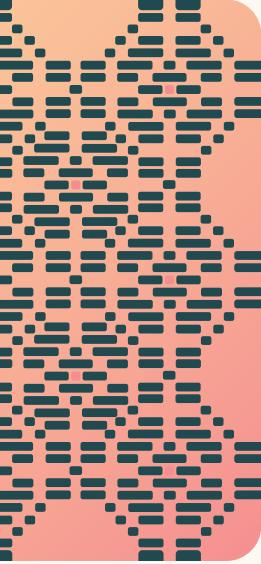
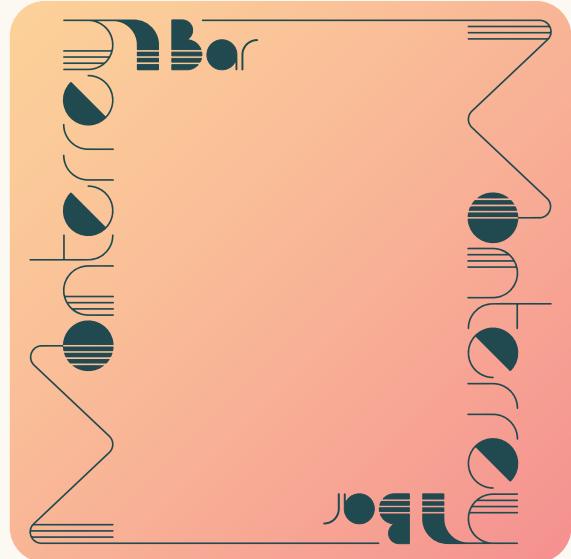
[Menu Cover]

monterreybar.com

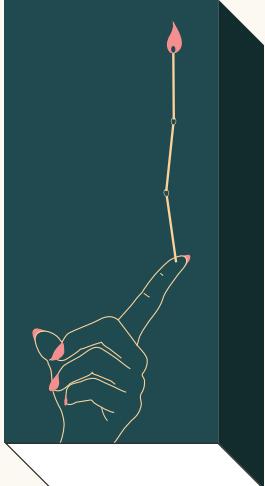
40 Island Avenue, Miami Beach, FL 33139



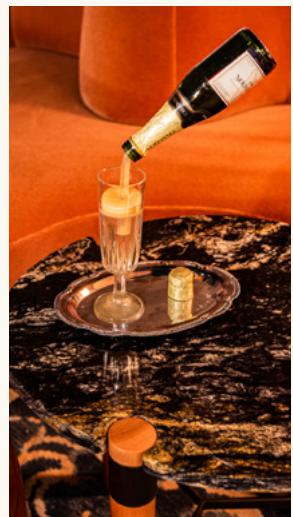
[Menu Content]



[Coaster Front + Back]



[Matchbook]



[Venue Photography]

BRANDING

Sweeties

Branding refresh for Sweeties bar in London. This project included business cards, menu designs, illustration / 3D models, coaster design, digital marketing materials, and a photoshoot of the venue + menu items.

2023

Tags – Art Direction, Graphic Design, Typography, Illustration, 3D

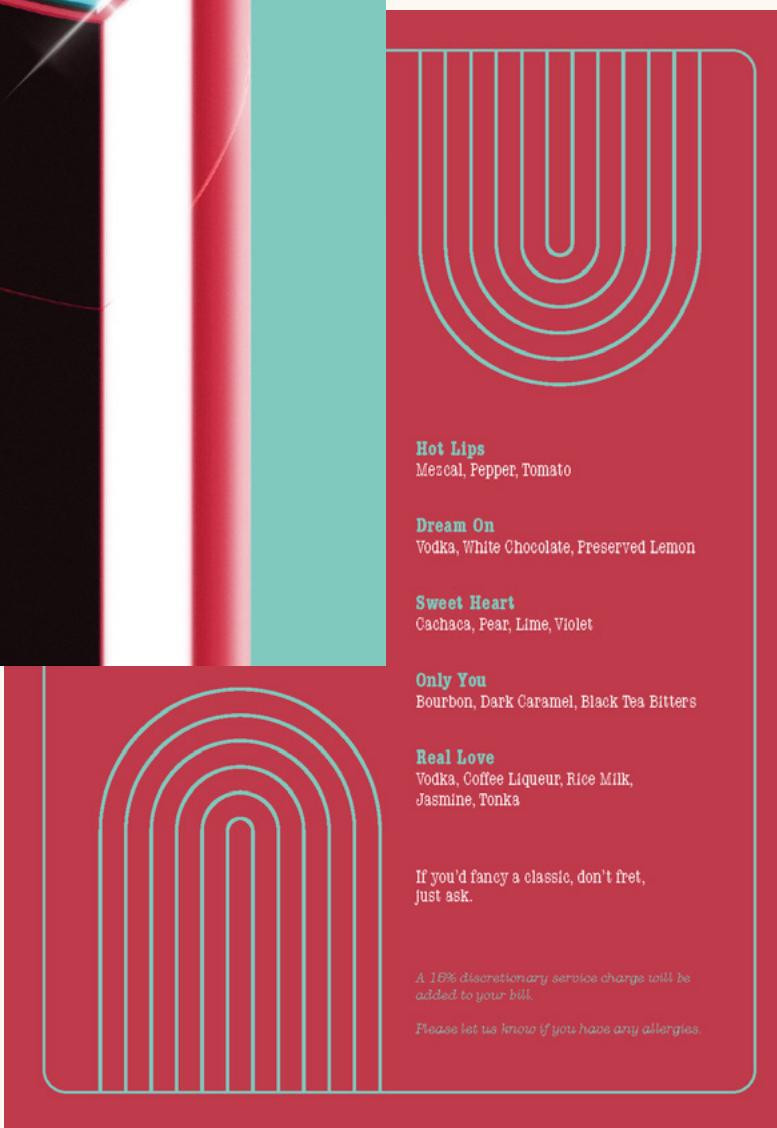
Sweeties is a cocktail bar, discotheque and late-night lounge bringing playful drinks and glorious misbehaviour to the top of The Standard, London. Think sweet sips and indulgent cocktails surrounded by floor-to-ceiling views and a good time soundtrack from our ever-evolving DJ line-up.

Sweeties

[Existing Logo]



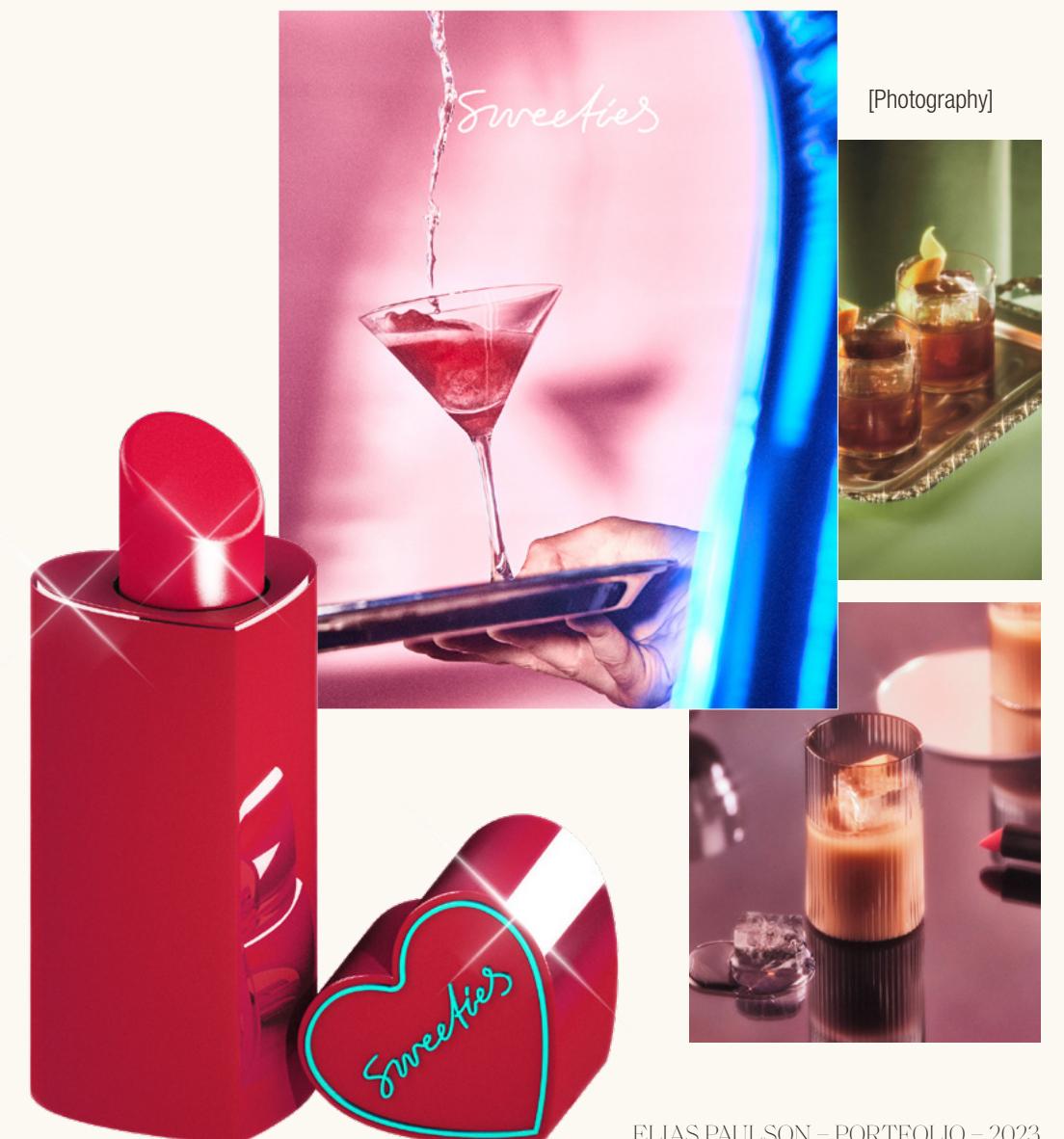
[Menu]



[Business Card]

10 Argyle Street, London, WC1H 8EG

07534438460



[Photography]

10 Argyle Street, London, WC1H 8EG

BRANDING

Jara

Visual identity for Jara, in Ibiza. This project included an original logotype, illustrations, menu designs, digital marketing materials, and a photoshoot of the venue.

2022

Tags – Art Direction, Graphic Design, Illustration

Jara throws open its doors to beautiful strangers and the buzzing street scene, offering farm-to-table cuisine and fresh cocktails, café-style. On the menu are dishes that allow ingredients to do the talking: vine-ripened tomato tartare expresses the agrarian staple at its finest. Sea bass “divorciado” and other fruits de la mer celebrate Ibiza’s rich port history. In the evening, Jara is a social and culinary destination, upping the ante within intimate banquets and closed curtains, creating an atmosphere where anything goes.



[Unfolded Menu – Front + Back]

Carrer de Bartomeu Vicent Ramon, 9, 07800 Eivissa, Illes Balears, Spain



[Logo Signage + Venue Photography]



BRANDING

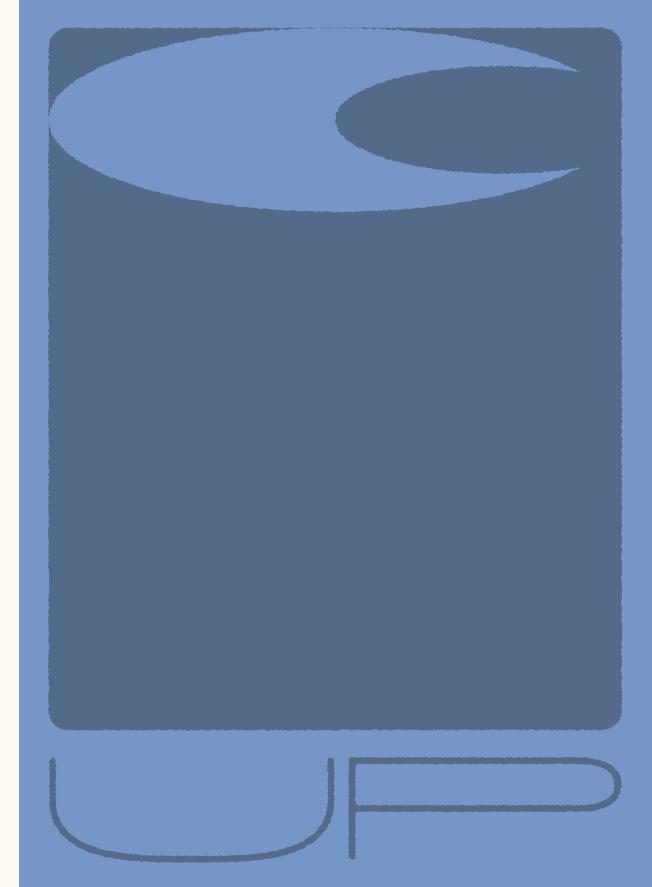
UP

Visual identity for UP, in Ibiza. This project included an original logotype, menu designs, digital marketing materials, and a photoshoot of the venue.

2023

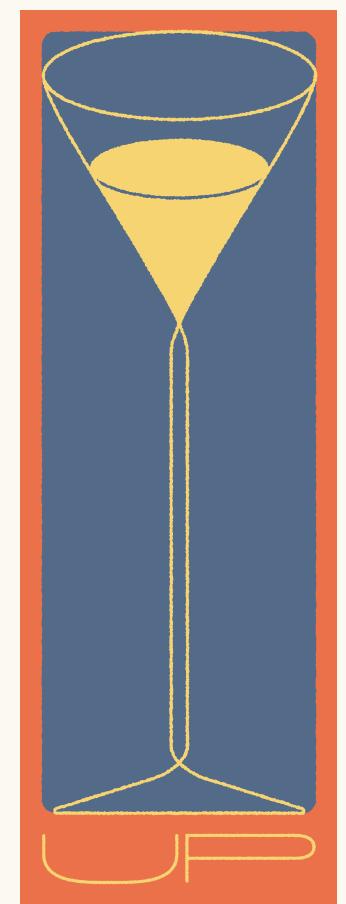
Tags – Art Direction, Graphic Design, Illustration

UP is pure, dreamy Ibiza. A rooftop bar and restaurant surrounds guests with Old Town's most picturesque views. Savor elevated Japanese-Mexican flavors and sip exquisite cocktails, poolside. UP is Isla Blanca as you imagined it, and more.



Carrer de Bartomeu Vicent Ramon, 9, 07800 Eivissa, Illes Balears, Spain

[Lunch, Dinner + Beverage Menus]



[Venue Photography]

BRANDING

The Standard – Brand Guidelines

Guidelines for the global boutique hotel brand The Standard. This 43 page document communicates who The Standard is and has been over the past 25 years (both conceptually and visually), where they are going, and how they will get there.

2022-2023

Tags – Art Direction, Branding

This document was created over the span of six (6) months, in collaboration with the creative team, design team, and leadership team for The Standard. The final document, which I designed and compiled, is meant to be shared with new hires (at the property level and the corporate office) as well as potential investors, collaborators and developers. My primary contribution involved rules, verbiage and examples for the brand pillars—photography, graphic design, tone, illustration, and social media.

standardhotels.com

The image shows a collage of several pages from the The Standard Brand Guidelines. At the top right is a large section titled 'BRAND GUIDELINES' in white on a red background. Below it are four main pillars: 'PROVENANCE' (pillar 1), 'THE UNEXPECTED' (pillar 2), 'SOPHISITCATION' (pillar 3), and 'COMMUNITY' (pillar 4). The 'JOURNEY' section follows, featuring three steps: 'INSIGHT', 'EVOLUTION', and 'INTEGRITY'. The 'SOPHISITCATION' section includes a quote about being students of style and a photo grid of various scenes. The 'PRIMARY TYPEFACE' section at the bottom right shows examples of the Trade Gothic font.

The image shows a collage of several pages from the The Standard Brand Guidelines. At the top right is a section titled 'THE AIRBRUSH' with a sub-section 'LIFESTYLE IMAGES'. Below these are 'Graphic Design Examples' featuring magazine spreads for Zara and Boom. The 'Primary Typeface' section at the bottom right shows examples of the Trade Gothic font.

BRANDING

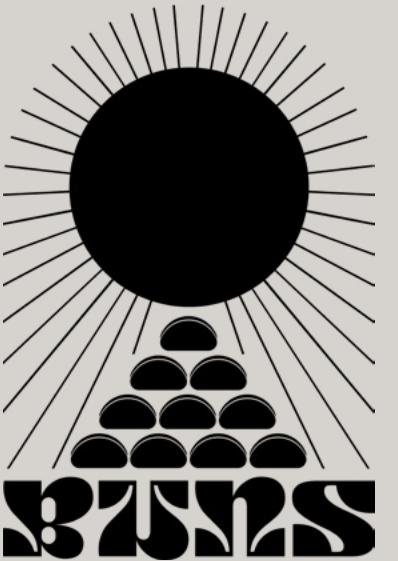
Misc. Logos

Selection of various logos I have created over the years.

2017 – 2023

Tags – Graphic Design, Illustration, Branding

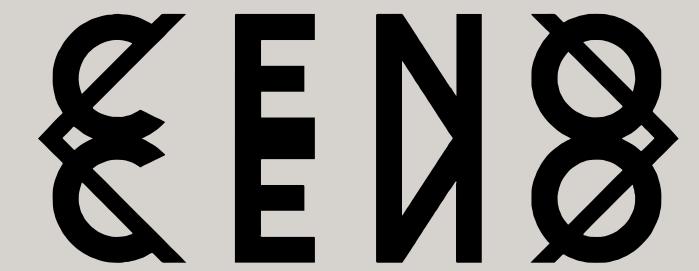
[Food Truck – London]



[Restaurant – Miami]



[Design Studio – NYC]



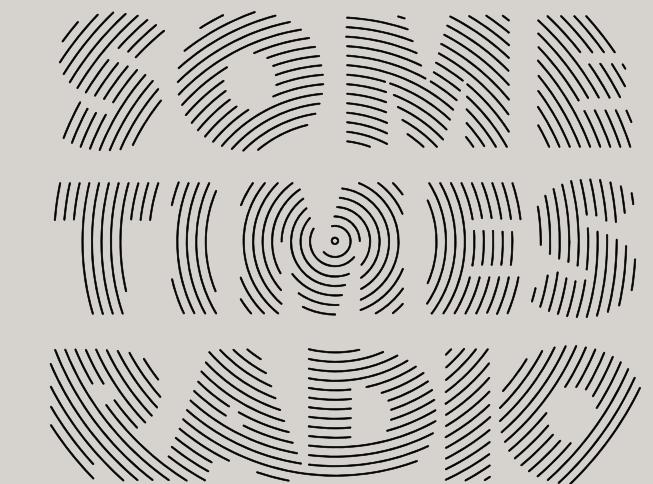
[Band Logo]



[Restaurant – NYC]



[Radio Program – London]



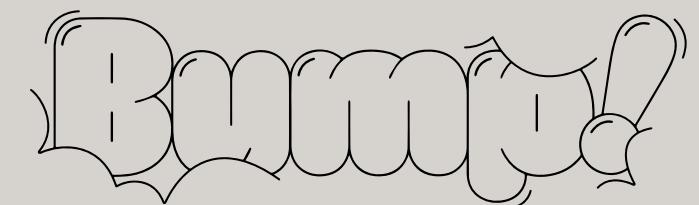
[Band Logo]



[Restaurant / Bar – London]



[Bumper Car Rink – NYC]



SOCIAL MEDIA

Storyhouse

Social identity design for Storyhouse Foundation. Deliverables included templates for various types of media and posts, in both static and video formats.

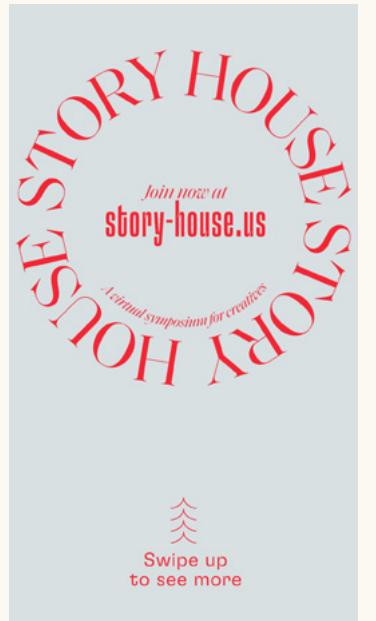
2022

Tags – Social Media, Graphic Design

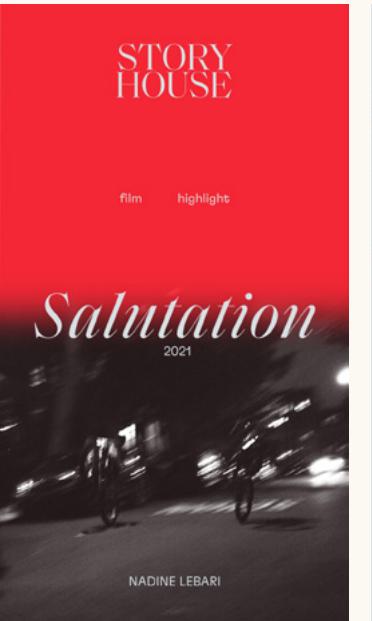
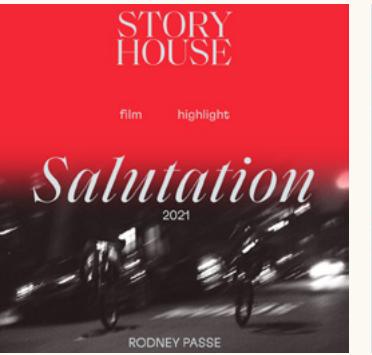
Storyhouse is a global community dedicated to connecting creatives & visionaries through space, experience and culture.

storyhouse.foundation

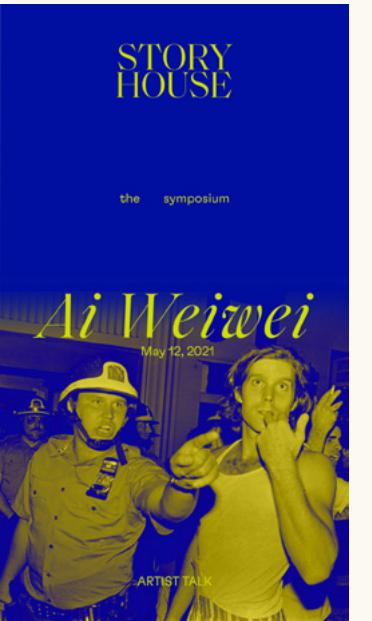
Join / End Cards



Film Spotlight



Events Announce



Ai Weiwei

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LECTURE TOPIC

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WHEN AND WHERE

May 12, 2021 at 7pm
123 Street Lane, City, State 12345
[story-house.us](#)

Storyhouse

Storyhouse

Storyhouse

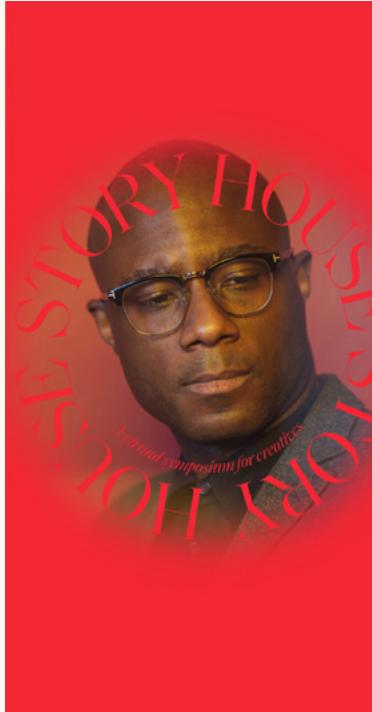
Storyhouse

Storyhouse

Storyhouse

Storyhouse

Monthly Member Spotlight



Theme Post



Joy

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[story-house.us](#)

Storyhouse

Storyhouse

Storyhouse

Storyhouse

ART DIRECTION

Photography

Selected images from the various brand photoshoots that I produced and led while working with The Standard.

2021–2023

Tags – Art Direction, Photography

My process includes conceiving and producing the photoshoots from beginning to end. This involves budgeting, setting a shot list, mood board creation, assembling a team of photographers, stylists, H&MUAs and models, and directing post production edits.



WEB DESIGN

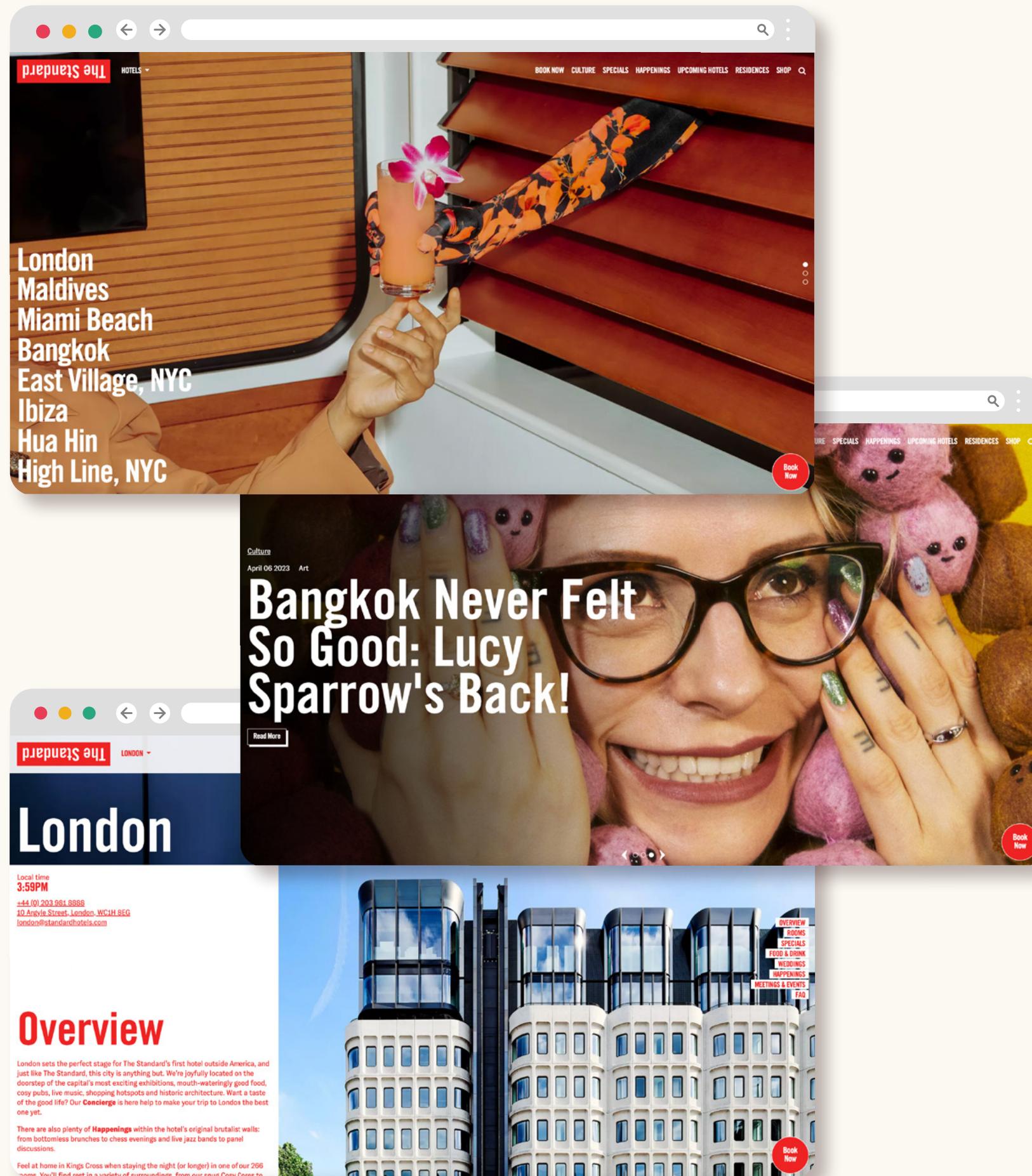
standardhotels.com

In 2021, I redesigned The Standard's website. The process included a sitemap and interactive mockups of each page (using Adobe XD).

2021

Tags – Art Direction, Graphic Design, Web Design

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.



standardhotels.com

WEB DESIGN

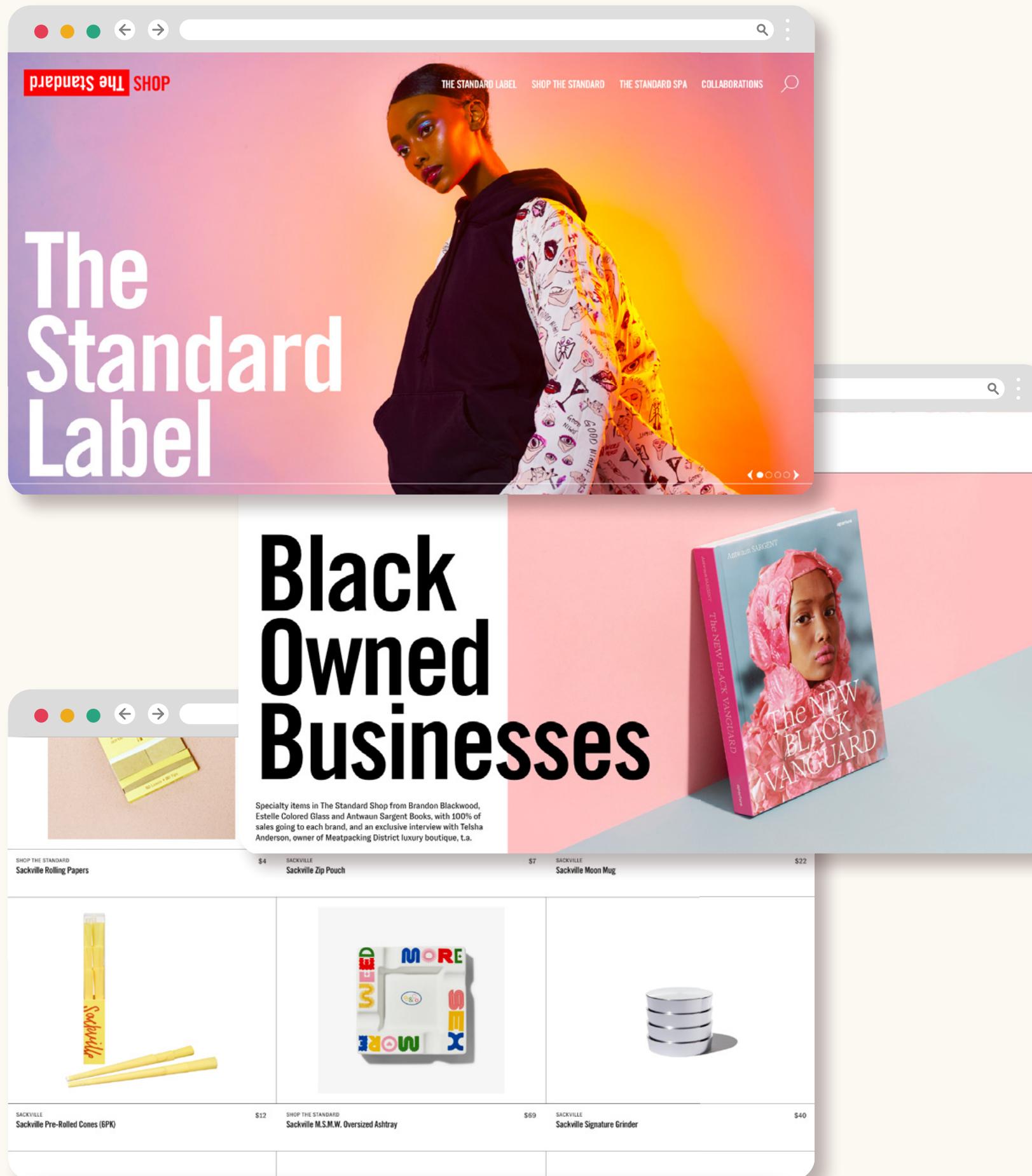
shopthestandard.com

In 2022, I redesigned The Standard's online retail marketplace. The process included a sitemap and interactive mockups of each page (using Adobe XD).

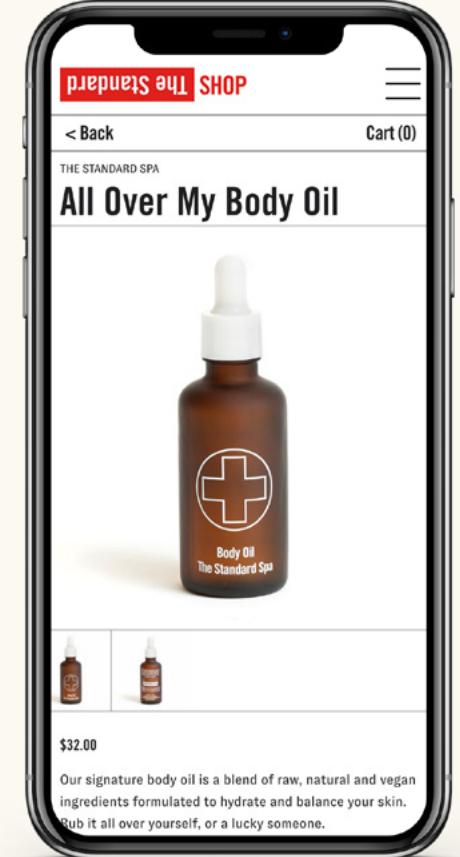
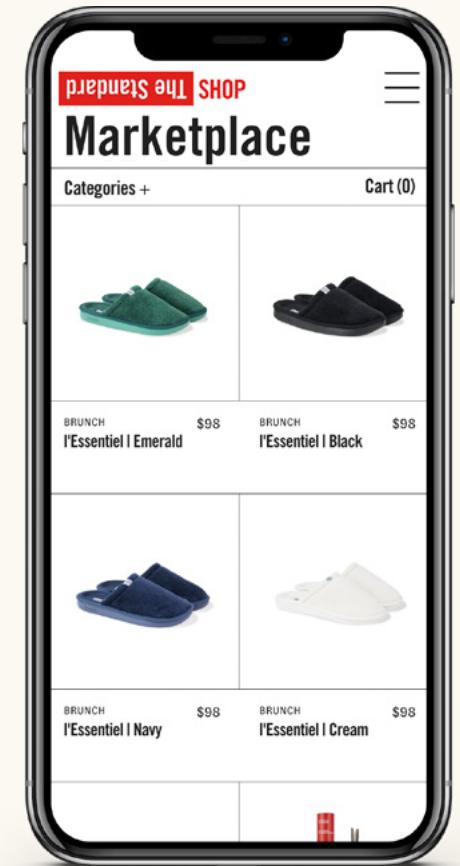
2022

Tags – Art Direction, Graphic Design, Web Design

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shopthestandard.com



ART DIRECTION

Video Campaign

I worked on the development and OOH marketing campaign of a new hotel booking app—One Night Standard. That campaign featured original commercial video content, which I helped concept and produce.

2023

Tags – Art Direction, Video Production, Storyboarding

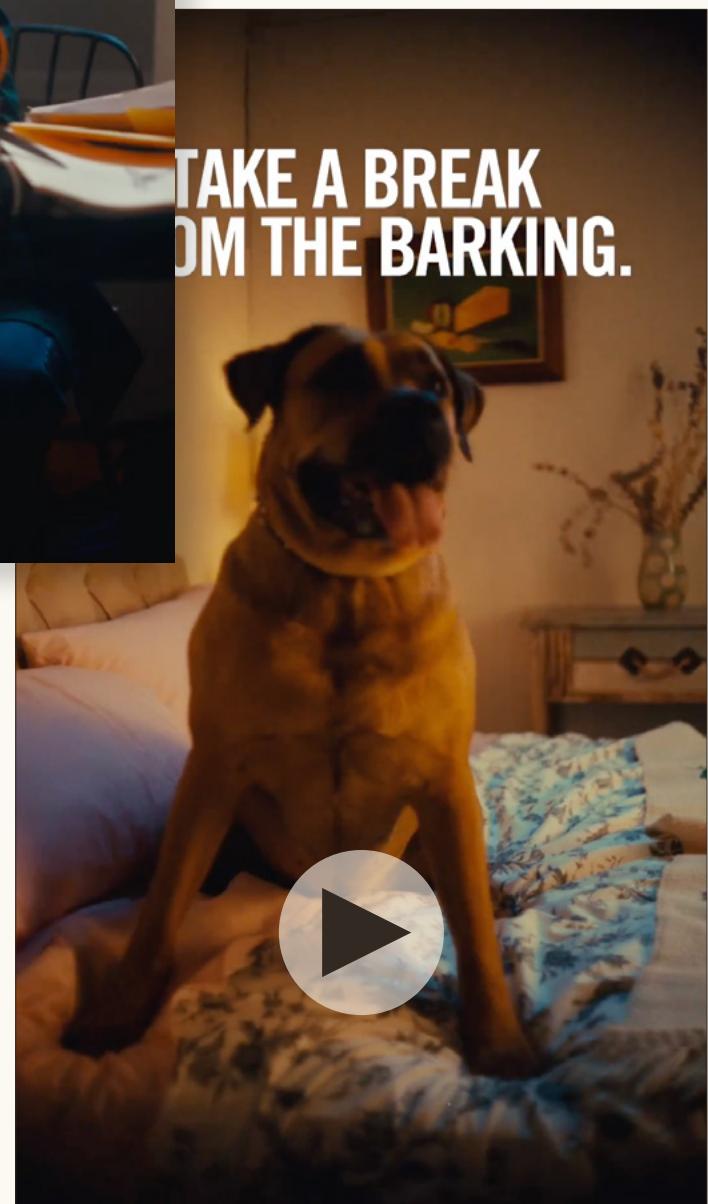
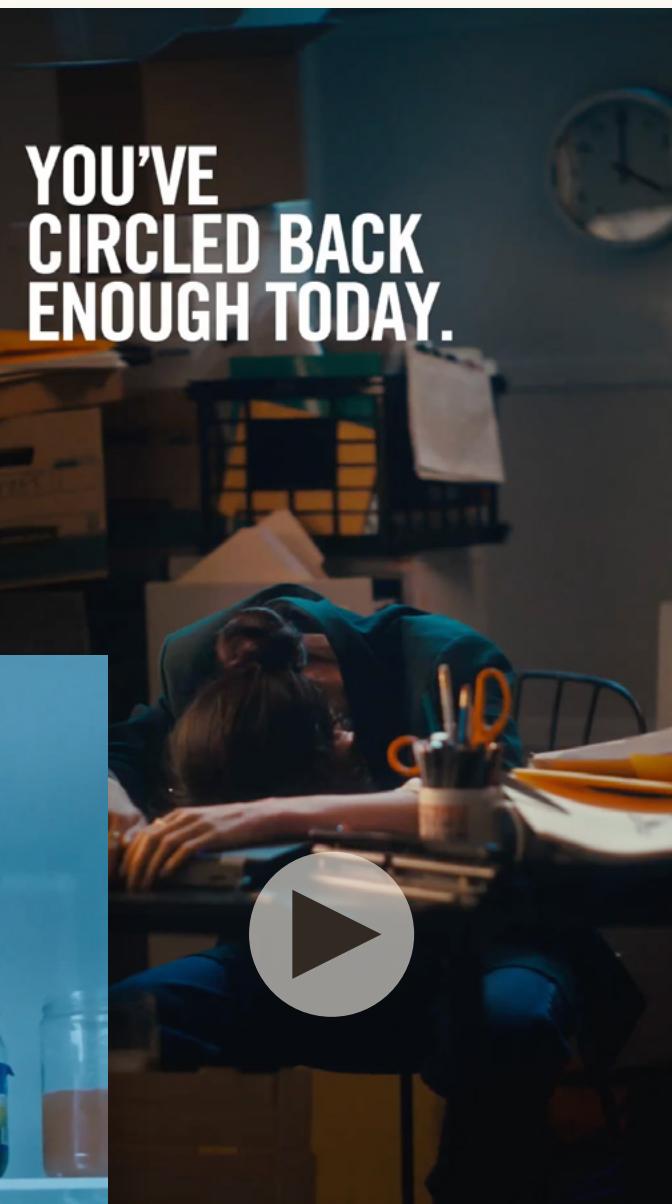
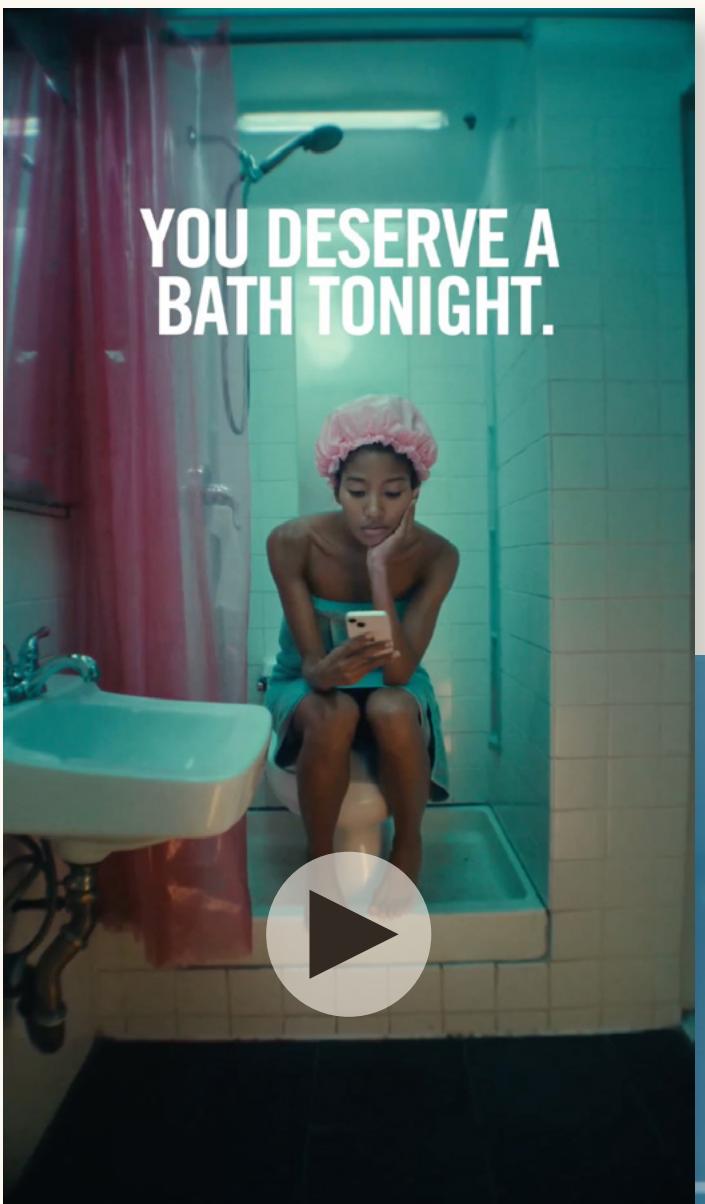
One Night Standard:

When you're craving a spontaneous escape, open the app at 3 p.m. to find the lowest available rates for tonight from \$179/night.

At all our hotels around the world, you'll go from "just browsing" to impulse booking in a flash.

See you tonight.

My process included working with in-house team's head copywriter to concept the campaign, storyboarding each video, and coordinating with the videographer and production team.



onenightstandard.com

ART DIRECTION

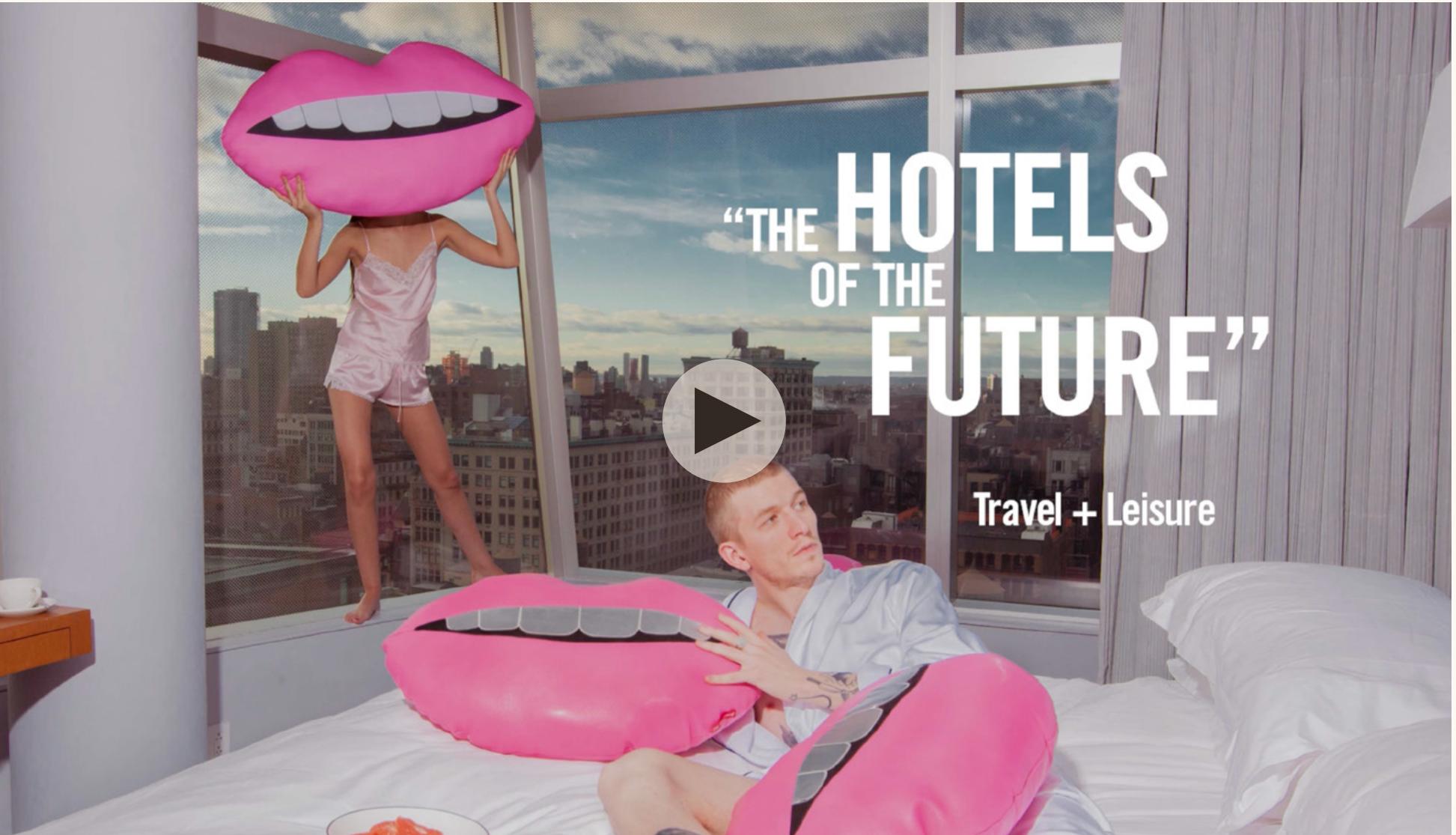
Video Editing

I led the creation of The Standard's new brand reel, which included gathering assets and graphics, dictating the order and flow, and providing feedback to the video editor.

2021

Tags – Art Direction, Video Editing

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.



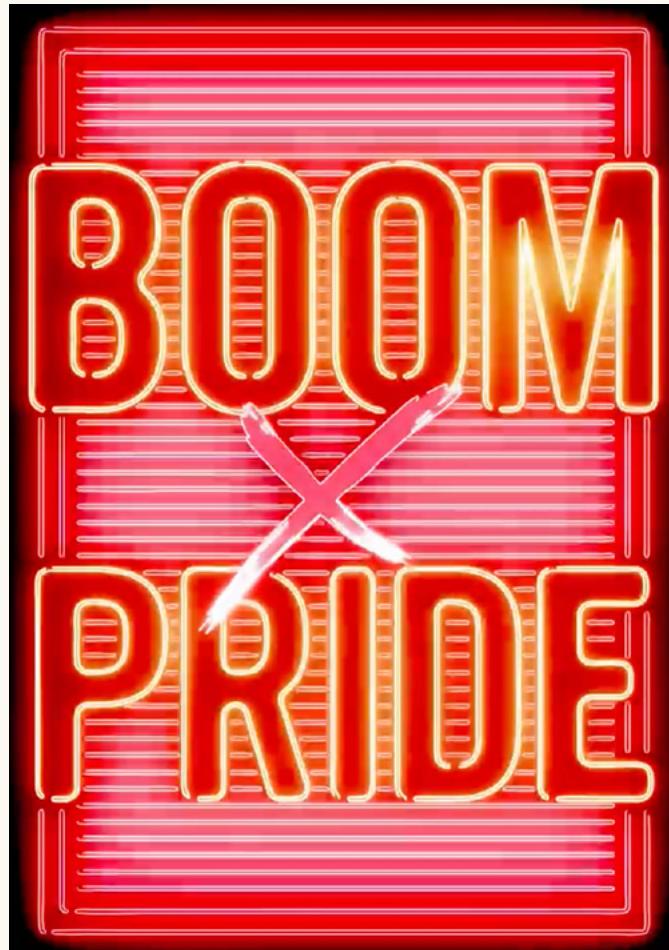
MOTION GRAPHICS

Misc.

Selection of various animations and video edits that I created.

2015 – 2023

Tags – Motion Graphics, Animation, Video Editing, Graphic Design



Madonna Pride Party
Invite for Madonna's
Pride party (2021).

[Link](#)



Clay Pigeons (Lyric Video)

For IFC Films' promotion of *Blaze* (2018).

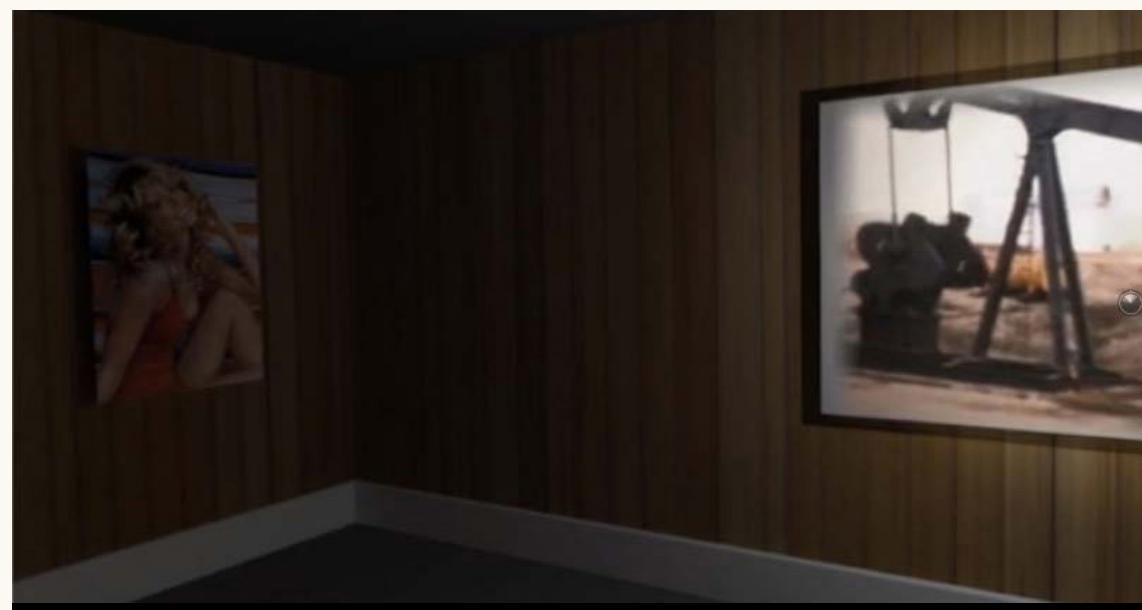
[Link](#)



Lizzo on The Late Show

Background visuals for Lizzo's performance on The Late Show with Stephen Colbert (2015).

[Link](#)



Badlands

Immersive 360° video created in conjunction with my Parsons thesis.

[Link](#)

PACKAGING DESIGN

Jumbo Pool Pasta

Packaging design for the run of six (6) pool pasta floats, created in collaboration between The Standard and **Jumbo**.

2022

Tags – Art Direction, Graphic Design

In a collaboration with NYC design practice Jumbo, The Standard introduces pool noodles that think outside the pasta box.

The inflatable shapes are inspired by familiar Italian culinary forms: macaroni, shells, farfalle, rigatoni, lasagna, tortellini, and ravioli, that feel right at home in a “pot” of water. Designed to be lounged on, each design translates its pasta inspiration into an “Emoji-fied” form.

In 2022, Jumbo + The Standard designed a series of pasta-shaped pool floats for Art Basel Miami. Subsequent installations include Ibiza, Hua Hin, Bangkok, and the Maldives.



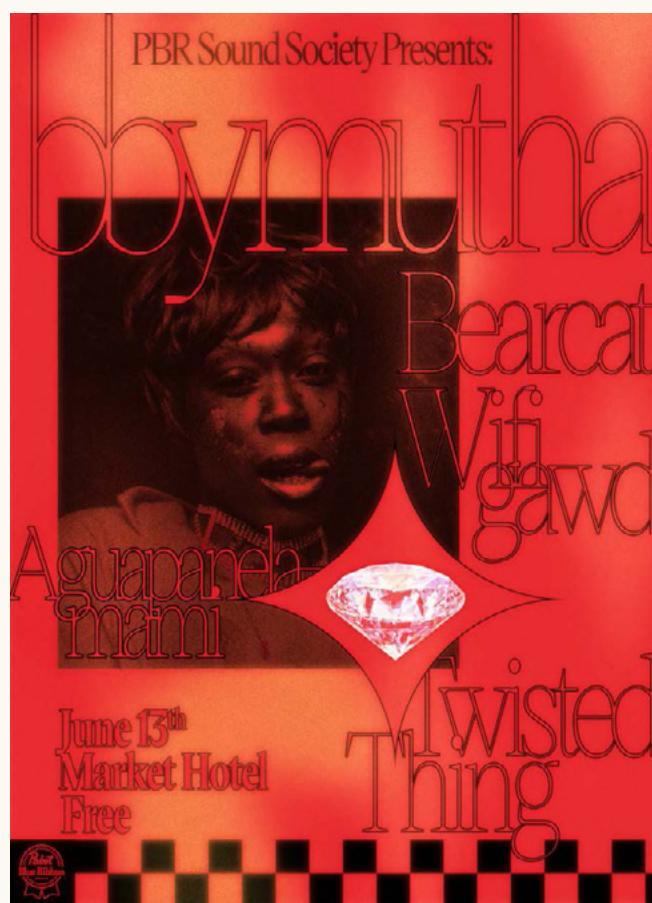
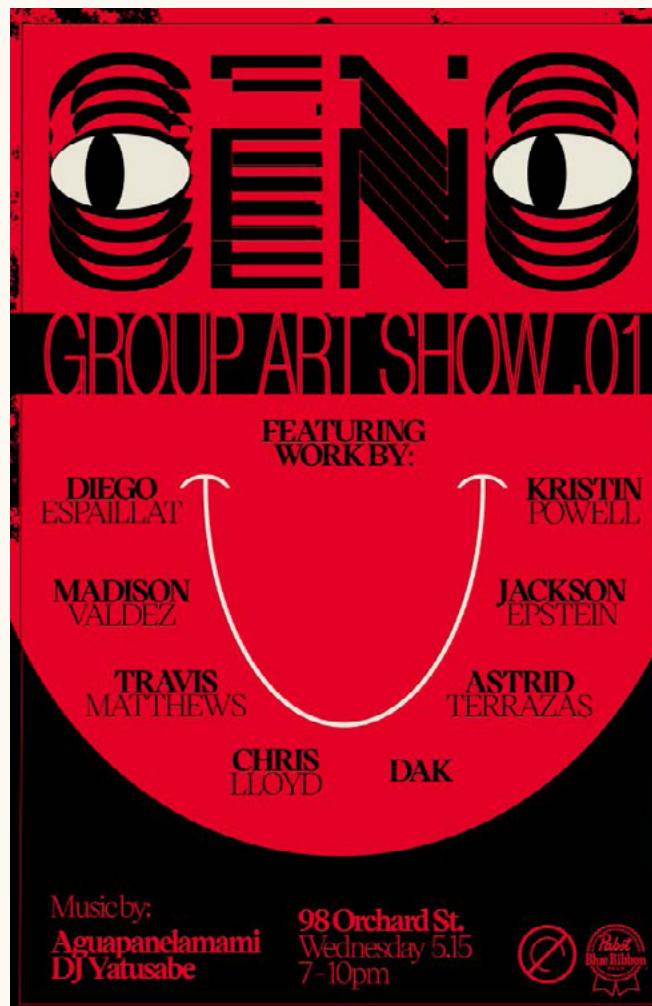
ILLUSTRATION

Misc.

Selection of various illustrated pieces I created, ranging from event promotion to album cover art to gallery installations.

2015 – 2020

Tags – Illustration, Graphic Design, Printmaking



[Clockwise from top-left: CENO Group Art Show Poster (2017), Totem Album Art (2019), CENO Studios Poster (2016), Badlands Etchings (2017), Show Me The Body Album Cover (2018), Ceno Alley Party Poster (2016), CENO Subway Poster (2017), PBR Presents BbyMutha Poster (2017)]

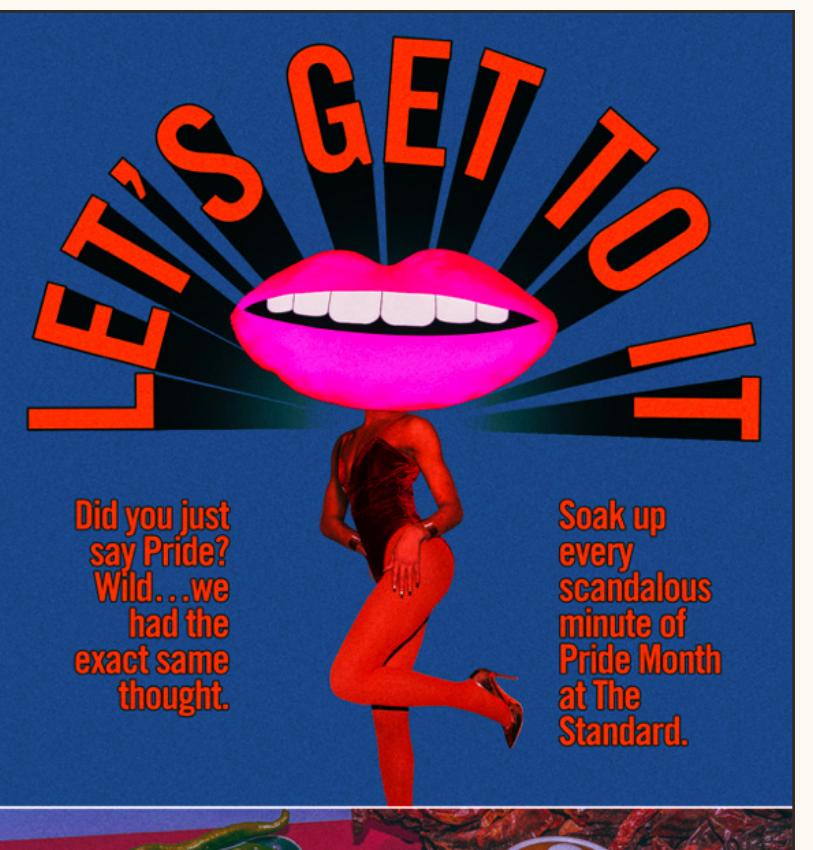
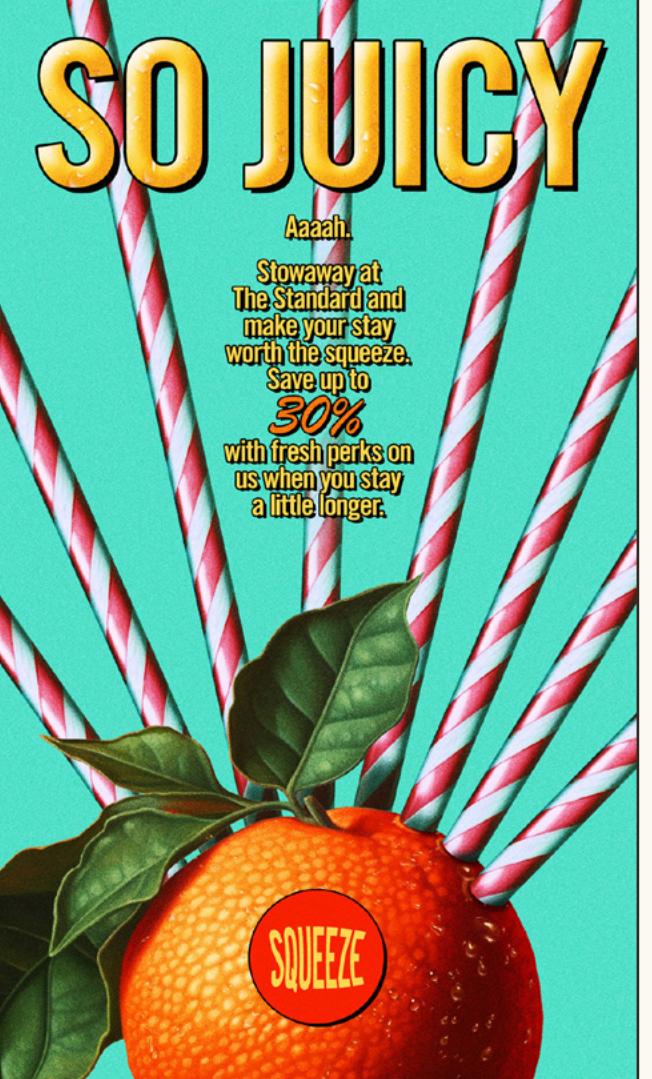
GRAPHIC DESIGN

Misc. EDMs

Selection of various designs I created for brand wide promotions, marketing efforts, paid ads, events, and announcements for commercial brands.

2019 – 2023

Tags – Art Direction, Graphic Design



Hydrate that sweet lil' face of yours with a nourishing mask.



Scribble down those clever ideas and keen observations in the London Notebook.

