

Mar-
vin

PAULSON

Art Director with a hands-on approach. Former **Sr. Graphic Designer**.

Tangible skills in Graphic Design, Web Design (UI/UX), Motion Graphics, Video Editing, Typography, Illustration, and some Coding.

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406.529.1866

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The photograph highlights Mount Sentinel in my hometown of Missoula, Montana—a place close to my heart. Its winding trail leads to a concrete 'M,' offering a panoramic view of the picturesque Missoula Valley below. Amidst the summer haze of my youth, I sought refuge there, its ascent a pilgrimage away from the ever present weight of expectation. Always with sketchbook in hand, seeking inspiration in the landscape. There, amidst the sentinel of stone, I found my sanctuary—a silent witness to my evolving artistic passions and aspirations, always there to welcome me with boundless inspiration. An education in learning to surrender to the muse of the moment. Missoula is a place that you leave, but it always stays with you.

SELECTED

20
24

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SEC.
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BRANDING



Sweeties

BRANDING

Sweeties

2023

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.

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.

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

10 Argyle Street, London, WC1H 8EG

[Existing Logo]



[Menu Cover + Content]



[Business Card]



07534438460

10 Argyle Street, London, WC1H 8EG

[Photography]



[3D Model]





BRANDING

Monterrey Bar

2021

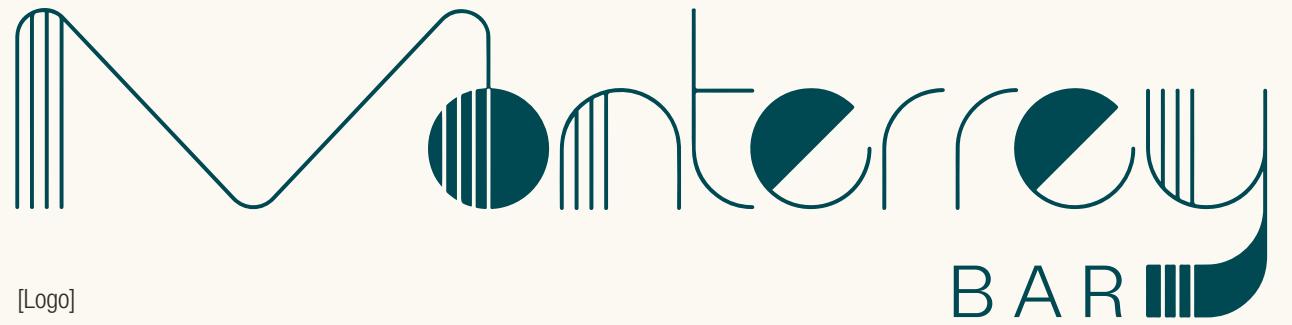
Visual identity for Monterrey Bar, Miami Beach. This project included an original logotype, menu designs, matchbook design, coaster design, digital marketing materials, and producing a photoshoot of the venue.

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.

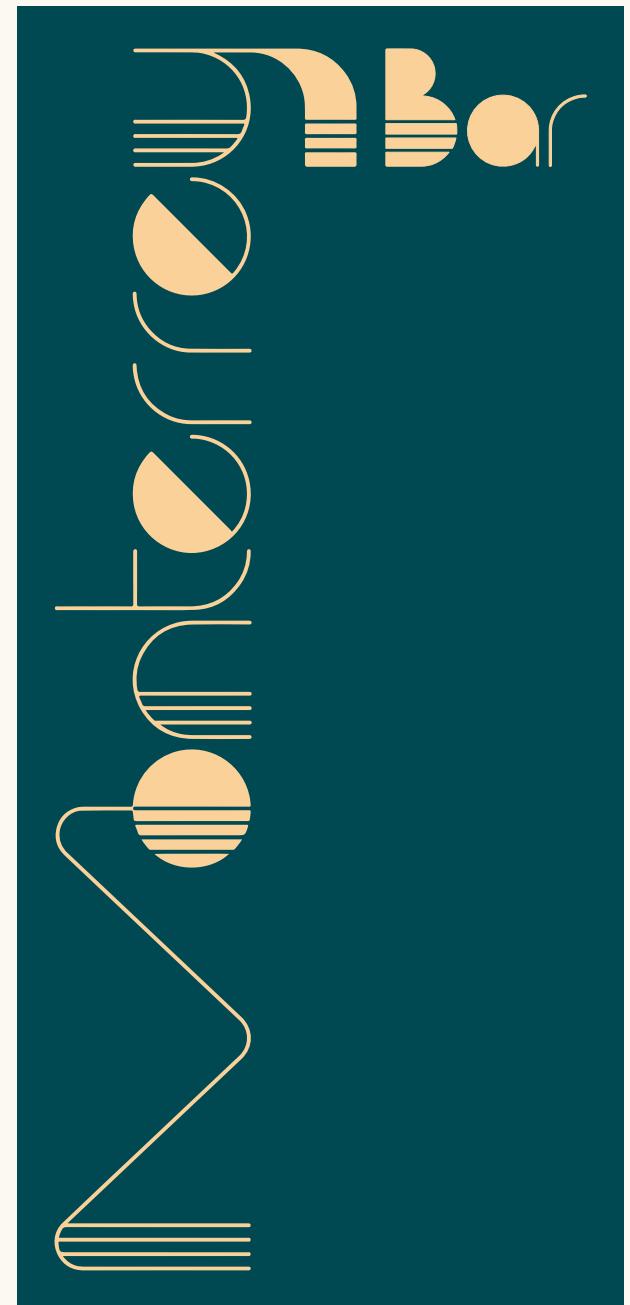
Tags – Art Direction, Graphic Design, Typography, Illustration

monterreybar.com

40 Island Avenue, Miami Beach, FL 33139



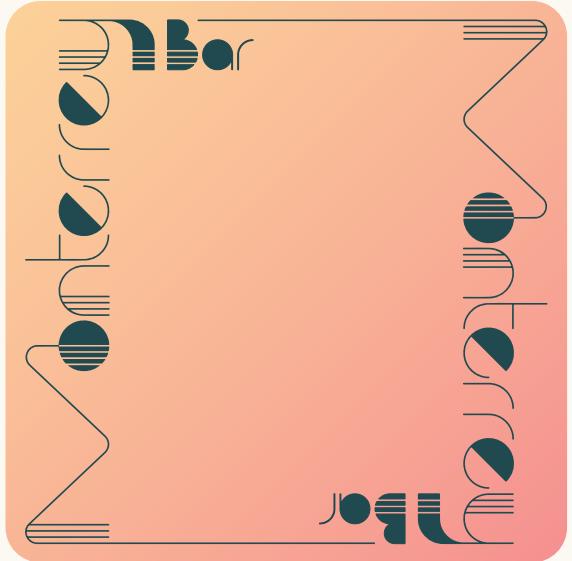
[Logo]



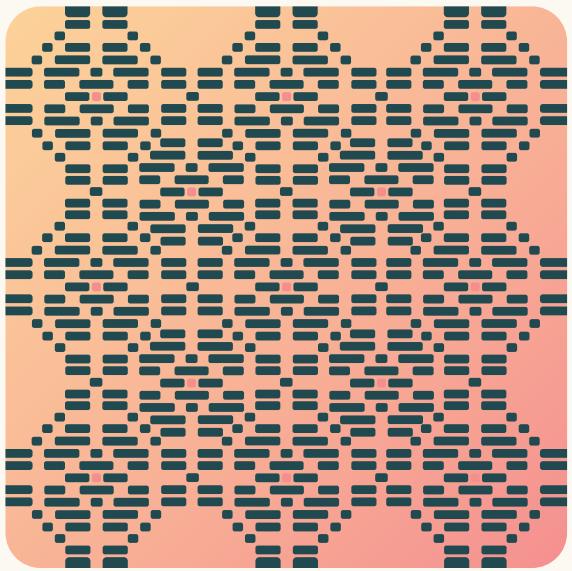
[Menu Cover]



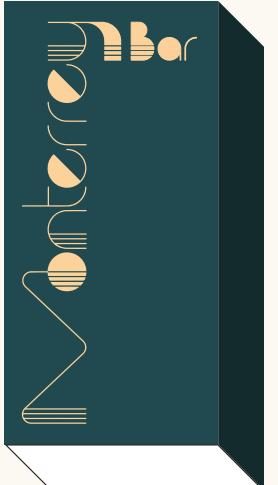
[Menu Content]



[Matchbook]



[Coaster Front + Back]



[Venue Photography]

FROM
NYC

EST.
1974

BARREL

THE ORIGINAL
AGED

NEGRONI



BRANDING

My Three Sons

2024

Branding for upcoming bottled cocktail brand *My Three Sons*. The project included logo design, label designs for three signature cocktails, and a website concept.

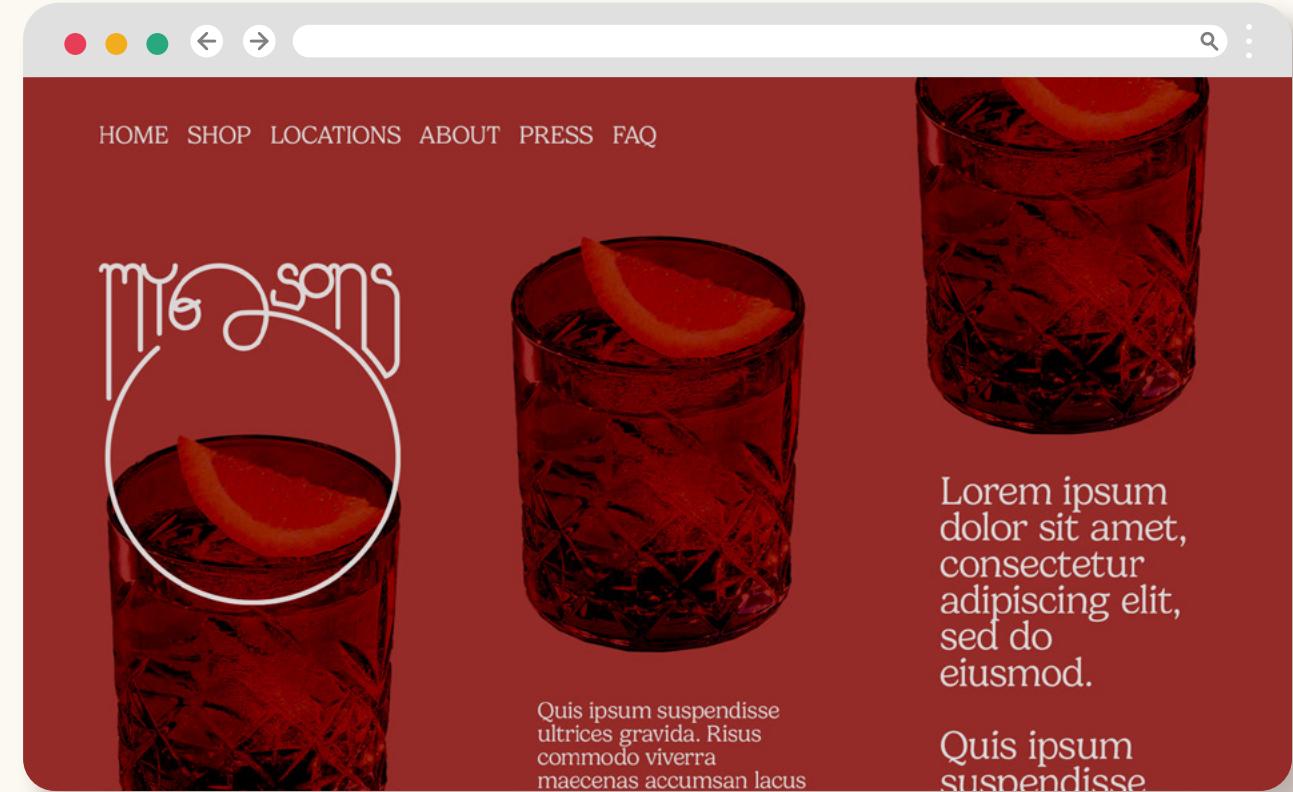
Tags – Art Direction, Logo Design, Typography



[Logo]



[Merch]



[Website]



[Labels]



UP

BRANDING

UP

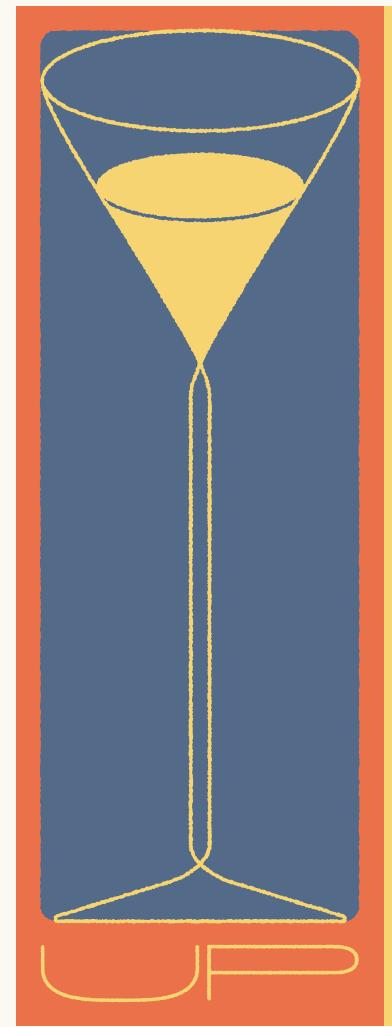
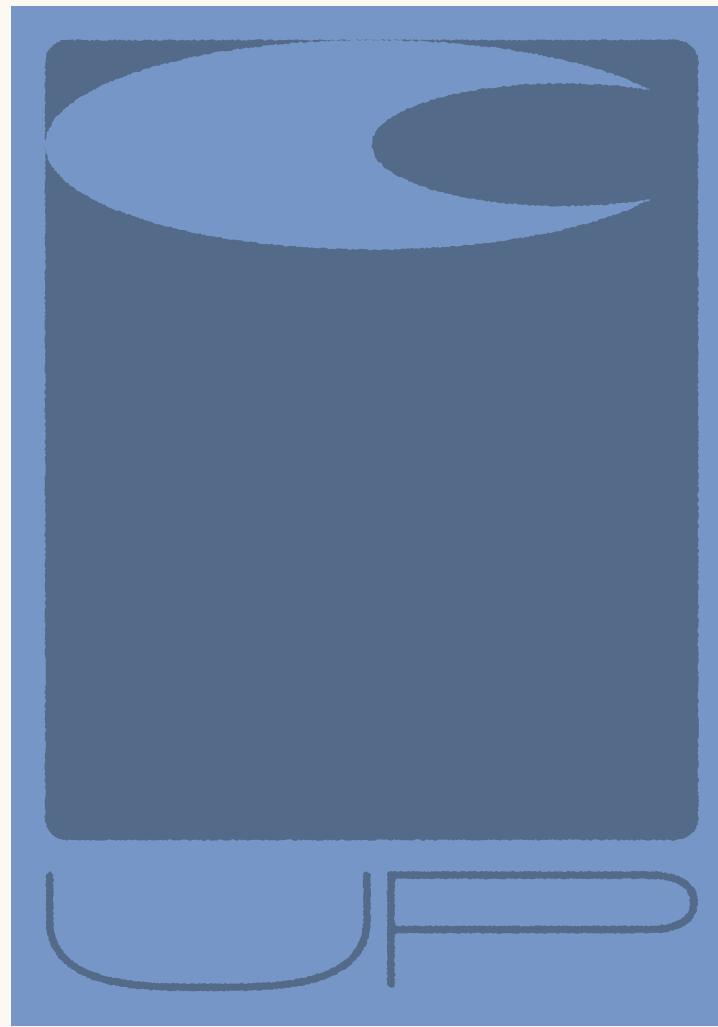
2023

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

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.

Tags – Art Direction, Graphic Design, Illustration

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



COCTELES

UP Margarita
tequila infusionado con citronela y jengibre, lima y agave
lemon and ginger infused tequila, lime, agave

15

Jalisco Mule
tequila, frambuza, lima, agave, refresco de jengibre
tequila, raspberry, lime, agave, ginger beer

15

Floración
sotol, flor de saúco, maraschino, lima, cherry bitter, soda
sotol, elderflower, maraschino, lime, cherry bitters, soda

15

Golden Hour Punch
ron especiado, ron blanco, maracuyá, avellana, lima, piña
spiced rum, white rum, passion fruit, hazelnut, lime, pineapple

16

Fortune Spritz
gin, aloe vera, anís, romero, pomelo soda
gin, aloe vera, anise, rosemary, grapefruit soda

15

Tarocco
mezcal, licor de coco, naranja sanguina, lima
mezcal, coconut liqueur, blood orange, lime

15

Hazy Daisy
sake, litchi, limón
sake, lychee, lemon

15

GRANIZADOS FROZEN COCKTAILS

Strawberry Margarita
tequila, fresa, lima
tequila, strawberry, lime

15

Frozen Cocktail of the Day

15

SANGRÍA

Sangría de Cava
fruta de temporada, mix de sangría UP y cava
fresh fruit, UP sangria mix and cava

52

Sangría
fruta fresca, mix de sangría UP, fanta de limón y vino blanco o tinto
fresh fruit, UP sangria mix, lemon soda and white or red wine

45



[Signage + Venue Photography]





BRANDING

Jara

2022

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

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.

Tags – Art Direction, Graphic Design, Illustration



[Signage + Venue Photography]



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



Guarniciones

Patatas Fritas / 6
Fries (vg)(gf)

Patatas de Boniato / 7
Sweet Potato Fries (vg)(gf)

Ensalada Sencilla / 7
Simple salad (vg)(gf)

Pan con Tomate / 4
Bread with Tomatoes (vg)

Broccolini / 8
(vg)(gf)

Pimientos del Padrón / 10
(vg)(gf)

Paletas Minis / 12
de fresa y chocolate blanco
ice cream lollipop, raspberry & white chocolate (vg)(gf)

Tarta Fluida / 12
de chocolate salado, almendra y vainilla
chocolate cake, almonds & vanilla (vg)(gf)

Tarta de Queso / 12
cheesecake
crema de queso y vainilla, pez/confit (vg)(gf)

Vegan Brulée / 12
helado de chocolate y vainilla, pez confit (vg)(gf)

Helados y Sorbets / 6
Ice Cream & Sorbets, ask for today's selection (vg)(gf)

Surtido de Fruta Fresca / 12
Fresh Fruit Selection (vg)(gf)

(vg) Vegan | (vg) Vegetarian | (v) Vegetariano | (gf) Sin Gluten | (gf) Gluten Free

Consulta por los alérgenos a tu comensal.
Ask for waiter about allergens.

Se añadirá un 10% discrecional en concepto de servicio a su ticket.
A discretionary 10% service charge will be added to your bill.

A continuación se detallan las condiciones de pago:

[Food Truck – London]

BRANDING

Misc. Logos

2017 – 2024

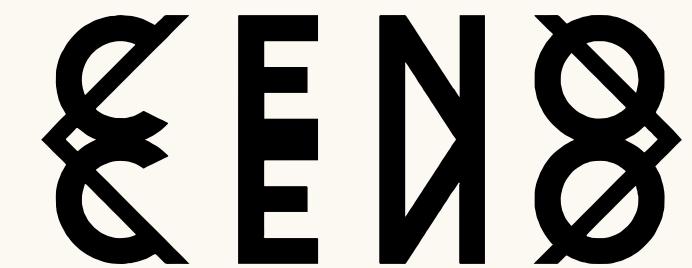
Selection of various logos I have created over the years.

Tags – Branding, Logo Design

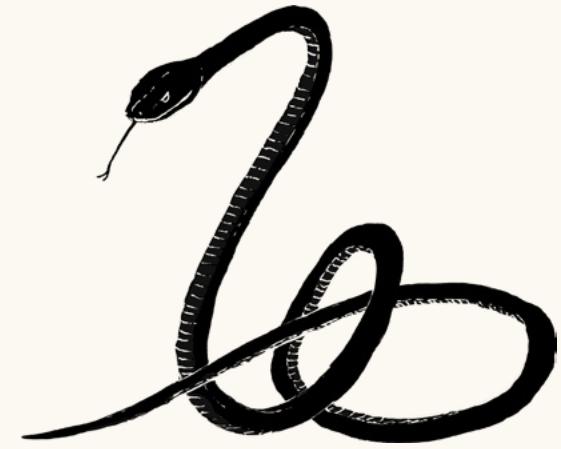
[Restaurant – Miami]



[Design Studio – NYC]



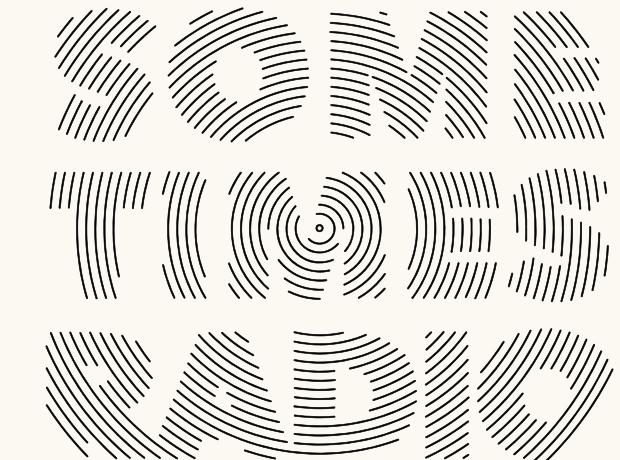
[Band Logo]



[Restaurant – NYC]



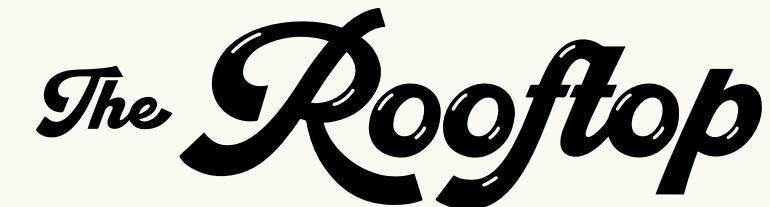
[Radio Program – London]



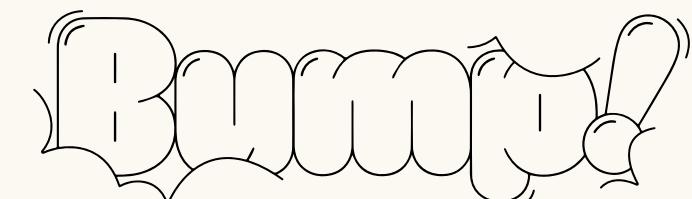
[Band Logo]



[Restaurant / Bar – London]



[Bumper Car Rink – NYC]



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ART DIRECTION

ART DIRECTION Photography

2021 – 2023

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

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.

Tags – Art Direction, Photography

standardhotels.com



ART DIRECTION

The Standard – Brand Guidelines

2022 – 2023

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.

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.

Tags – Art Direction, Visual Identity

standardhotels.com

CORE PILLARS

1 PROVENANCE
WHEREVER WE GO, WE BRING AN AMERICAN SENSIBILITY UNDER A GLOBAL LENS.

2 THE UNEXPECTED
THE STANDARD IS ANYTHING BUT. WE KNOW THE LINE BY HEART.

3 SOPHISITCATION

1 INSIGHT
DIVE DEEPER INTO WHAT SETS THE BRAND APART

2 EVOLUTION
OUR BRAND DIRECTION ON WHAT'S RIGHT AND WRONG

3 INTEGRITY
A RESOURCE FOR BRAND INTEGRITY ACROSS ALL TOUCHPOINT

SOPHISITCATION

We are students of style with a cosmopolitan sensibility that transcends language and geography.
We are deeply immersed in art, film, music, fashion, literature and pop culture...and reference them with authority in an unpretentious way. We have an instinct for the timely and the timeless. It comes from a place of knowledge and discernment, effortlessly.
This knowledge has been gained over decades with integrity, genuine respect and fascination with those who create.
As a result, we learn from our guests and they in turn learn from us. We trust each other to improve each other.

THE AIRBRUSH

Retro-futurism is a cornerstone of our visual identity. One of the ways we express it through graphic design is an "airbrush" aesthetic. The airbrush feels timelessly modern, to coin a phrase, riding the line between something from the past and the shiny future.

Our airbrush style gives 2D drawings a 3D quality. Used correctly, objects have a certain dreamy glow to them.

A related design trick: A carefully applied film grain effect can give our visuals a rich materiality, instead of appearing too slick and polished. Don't go overboard, but keep it in mind.

LIFESTYLE IMAGES

GRAPHIC DESIGN EXAMPLES

PRIMARY TYPEFACE

Trade Gothic LT Std is our primary typeface for all uses of text, including headlines and display graphics. Please limit use of all caps for headlines.

Trade Gothic Bold Condensed No. 20

Tracking / Letter Spacing: -30
Uses:
• Headlines
• Invitations
• General Important Info

Trade Gothic Condensed No. 18

Tracking / Letter Spacing: -30
Sizing: No bigger than 75% of Headline size
Uses:
• Subheadlines
• Small captions

ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefhijklmnopqrstuvwxyz
0123456789.,!/?@#\$%^&*(){}}

ART DIRECTION

Video Campaign

2023

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.

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.

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.

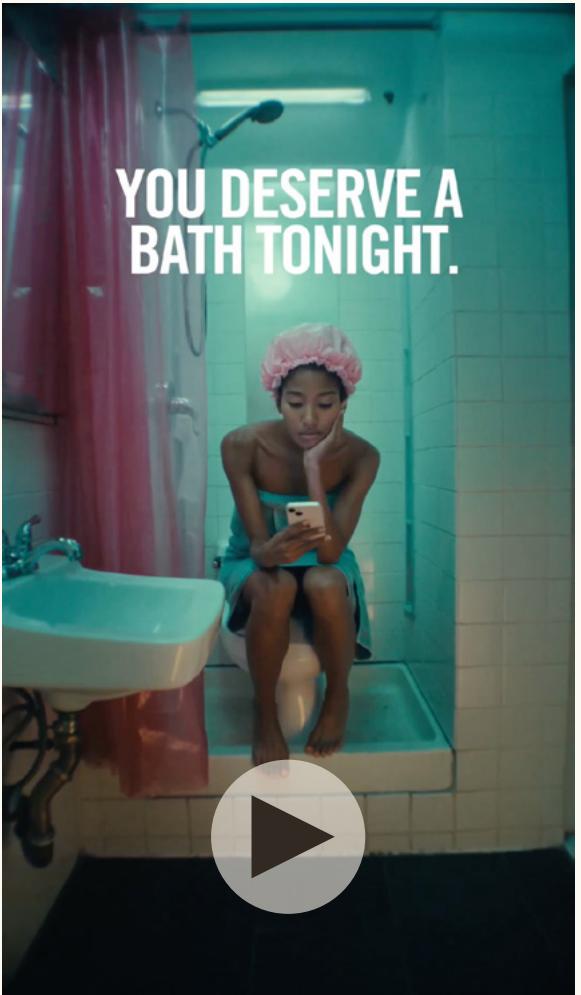
At all our hotels around the world, you'll go from "just browsing" to impulse booking in a flash.

See you tonight.

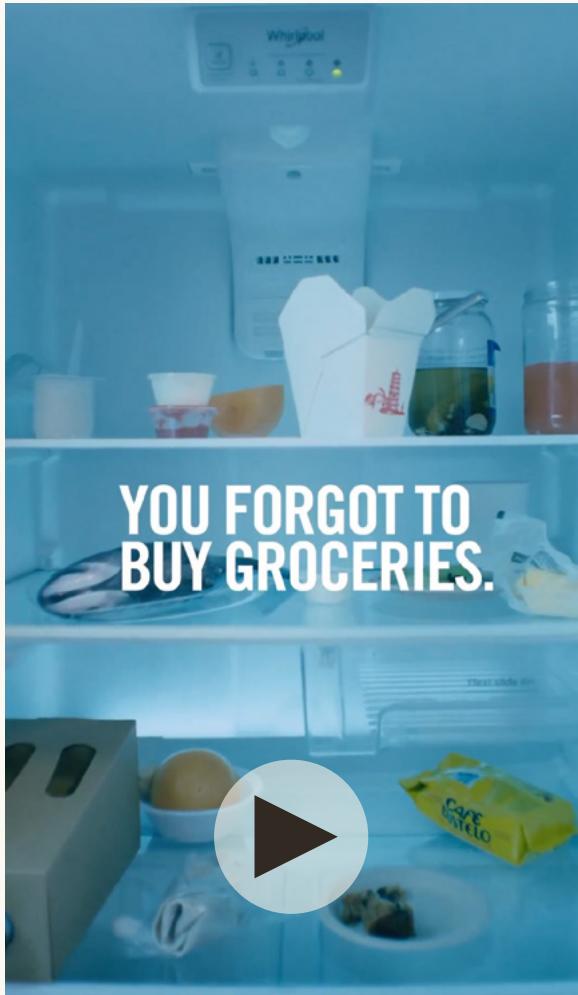
Tags – Art Direction, Video Production, Storyboarding

oneneightstandard.com

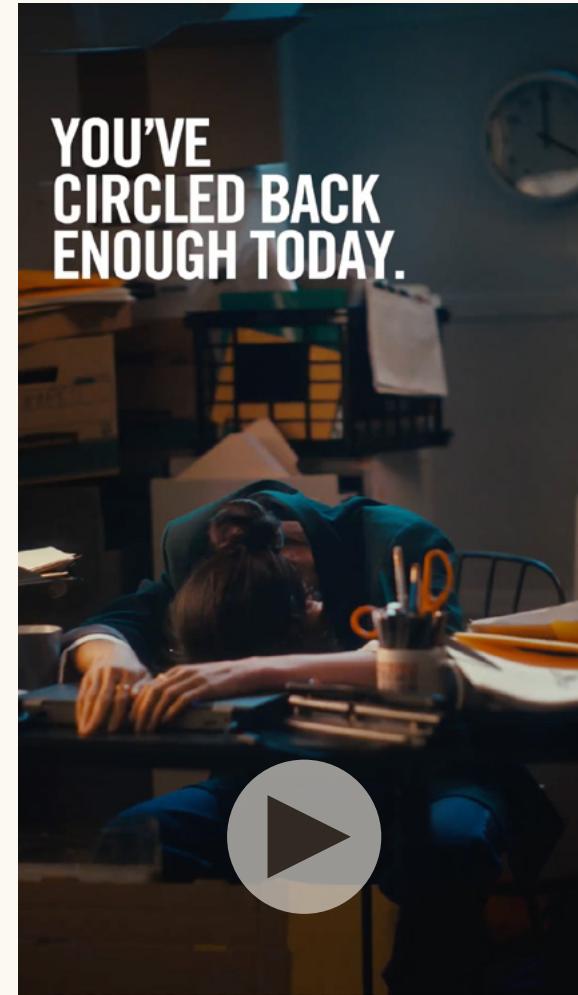
Video .01



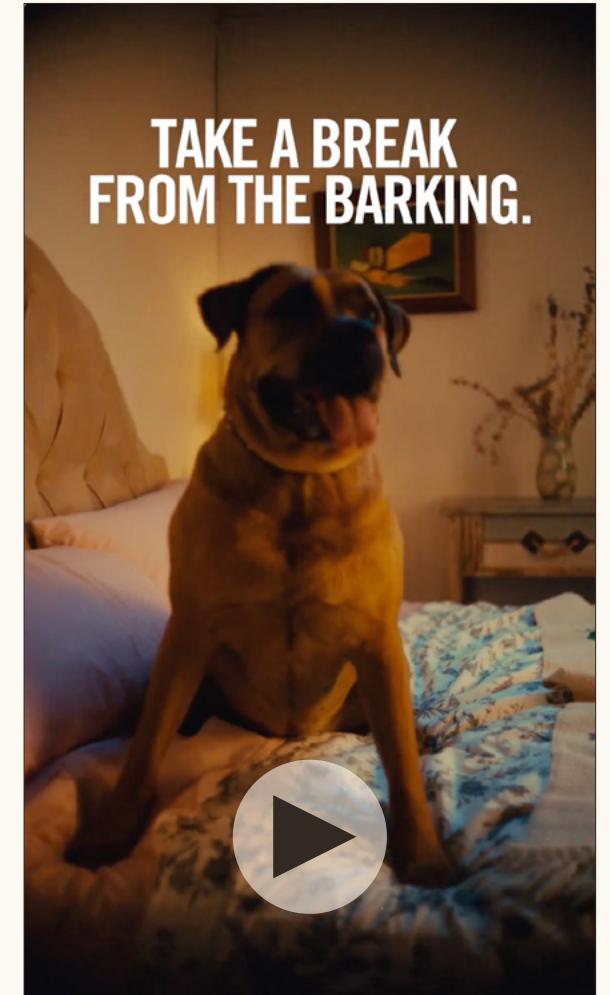
Video .02



Video .03



Video .04



ART DIRECTION

Video Editing

2021

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.

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

Tags – Art Direction, Video Editing

standardhotels.com



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WEB DESIGN

WEB DESIGN

standard-hotels.com

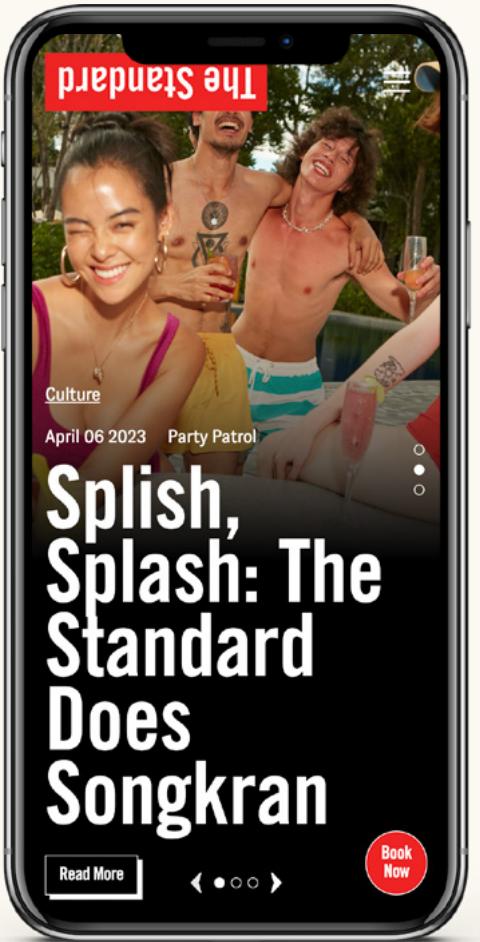
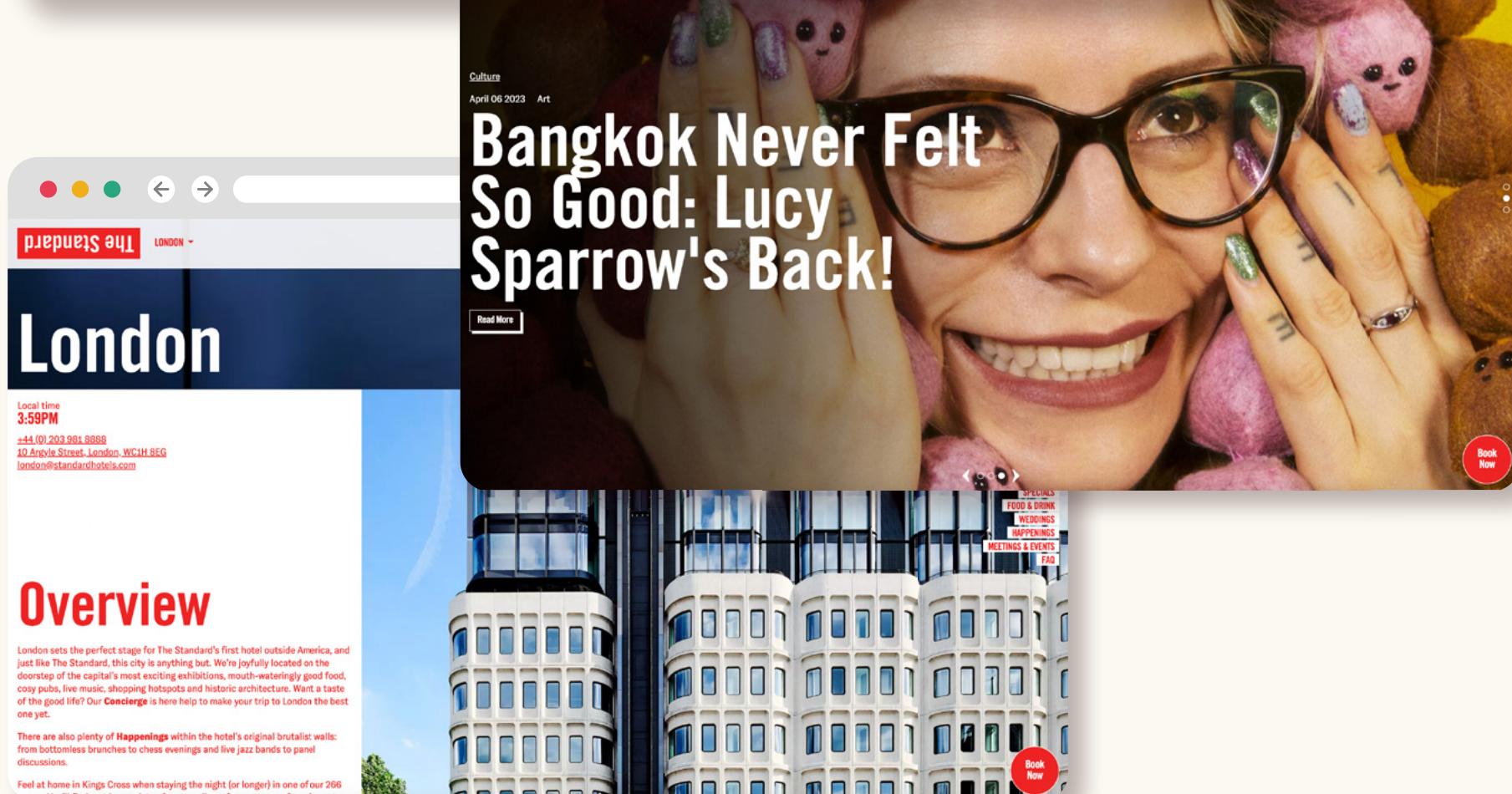
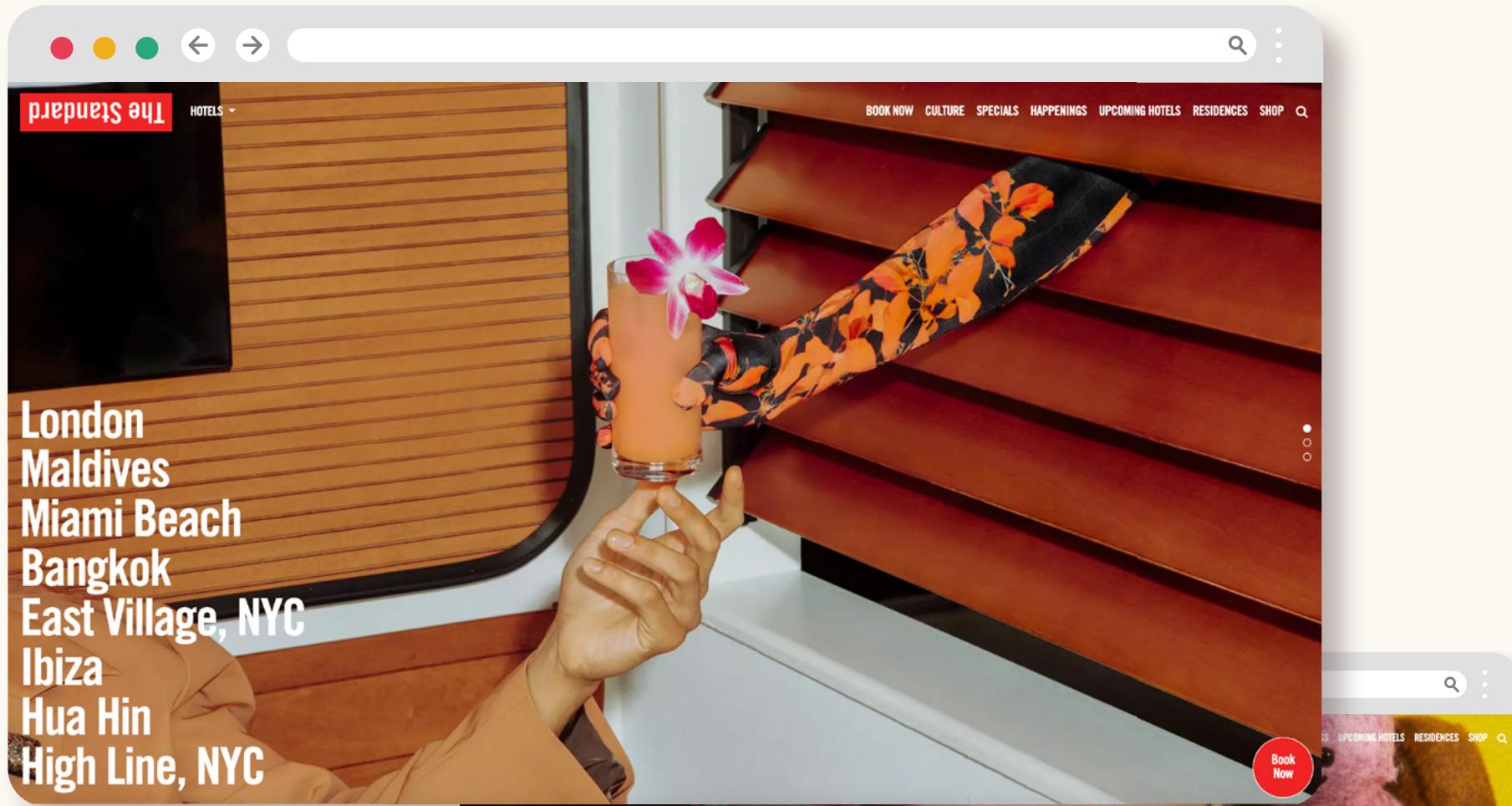
2021 – 2022

Over the span of four months, I redesigned The Standard's website. The process included a sitemap and interactive mockups of each page (using Adobe XD). I worked closely with a developer to bring the designs to life.

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

Tags – Art Direction, Graphic Design, Web Design

standardhotels.com



WEB DESIGN

shopthe-standard.com

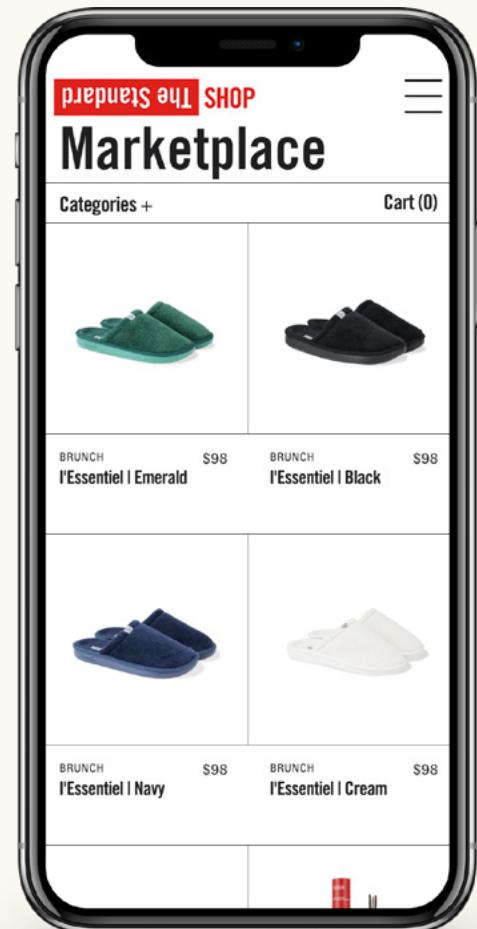
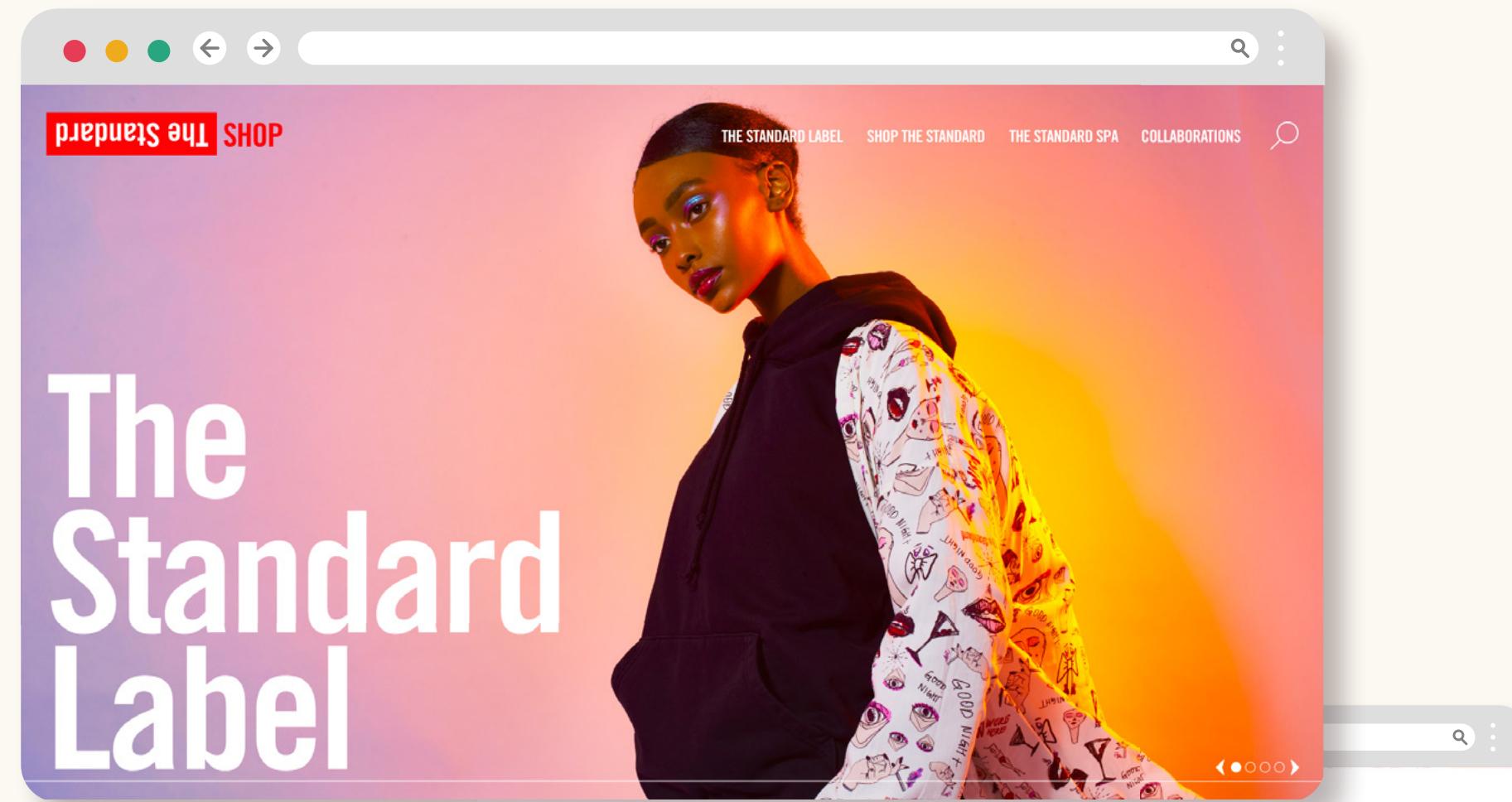
2022 – 2023

In the latter half of 2022, I redesigned The Standard's online retail marketplace, pulling visual cues from the larger brand website. The process included a sitemap and interactive mockups of each page (using Adobe XD). I worked closely with a web developer within the framework of Squarespace to bring the custom design to life.

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

Tags – Art Direction, Graphic Design, Web Design

shopthestandard.com



WEB DESIGN

ceno.nyc

2017

In 2017, I designed and developed the website for NYC based design and production studio CENO.

CENO is a NYC based studio comprised of individuals with a unifying respect for the culture of the youth, and a desire to listen, not dictate. CENO was conceived as a reaction to similar experiences with misrepresentation in the media, and quickly noticed that this discomfort extended into a much larger population of artists. CENO creates with a primary consideration toward the message they are putting out, and not their own status -- working in a space where concept and community are equalizing forces.

Tags – Art Direction, Graphic Design, Web Design, Coding

ceno.nyc



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MOTION GRAPHICS

MOTION GRAPHICS

Misc.

2015 – 2023

Selection of various animations and video edits.

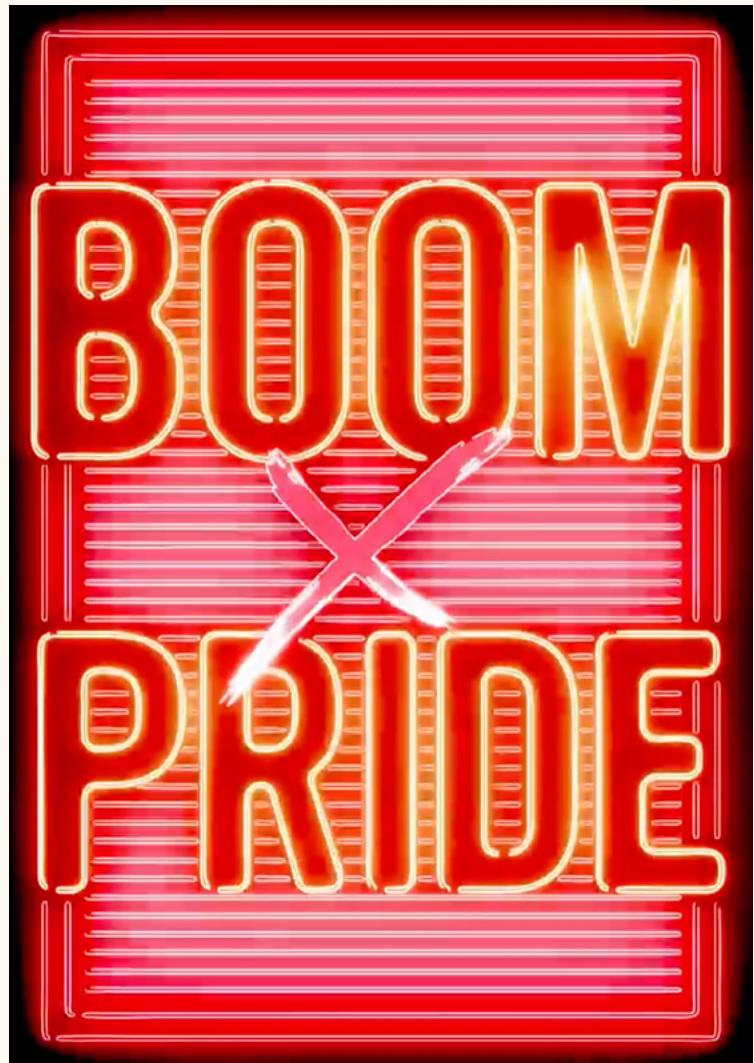
Tags – Motion Graphics, Animation, Video Editing,
Graphic Design



Clay Pigeons (Lyric Video)

For IFC Films' promotion of Blaze (2018).

[Link](#)



Madonna Pride Party

Invite for Madonna's Pride party (2021).

[Link](#)

Badlands

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

[Link](#)



Shadow (2018)

Promotional material for the film.

[Link](#)

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EMAIL DESIGN

EMAIL DESIGN

Auberge Resorts

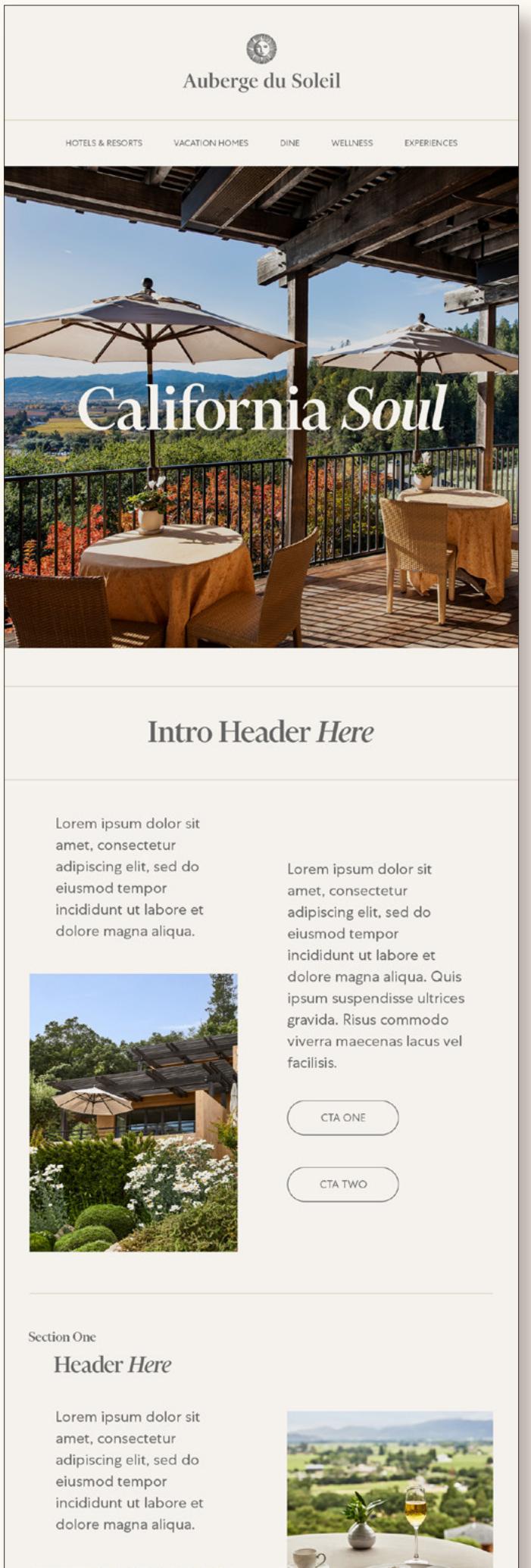
2024

Email template redesign for hospitality brand Auberge. This project consisted of a total refresh for all marketing and transactional emails at the brand and property level. The process involved multiple rounds of deliverables as well as building out the templates within their email CMS.

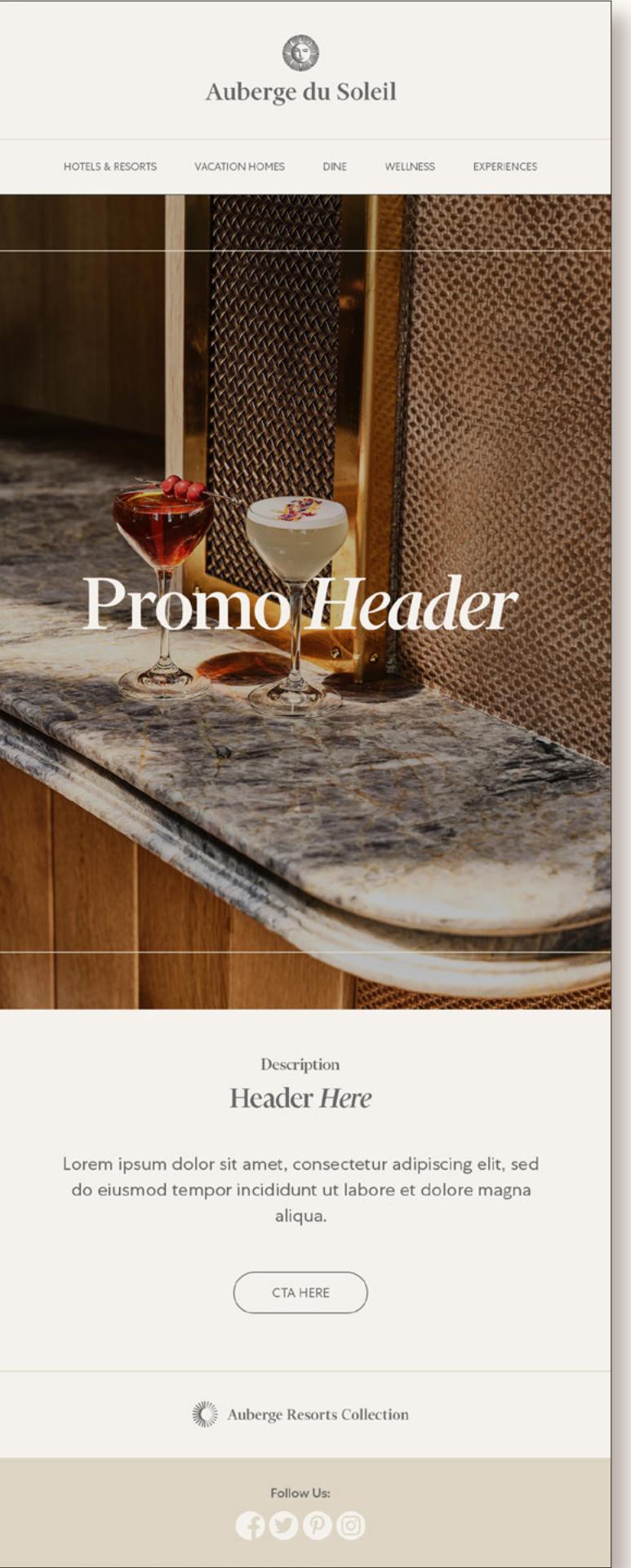
Auberge Resorts is an American multinational hospitality group headquartered in Mill Valley, California and Bethesda, Maryland. Founded in 1981 as Auberge du Soleil, the group currently operates 27 hotels and resorts in the United States, Mexico and Europe.

Tags – Graphic Design, Email Design, Email Marketing

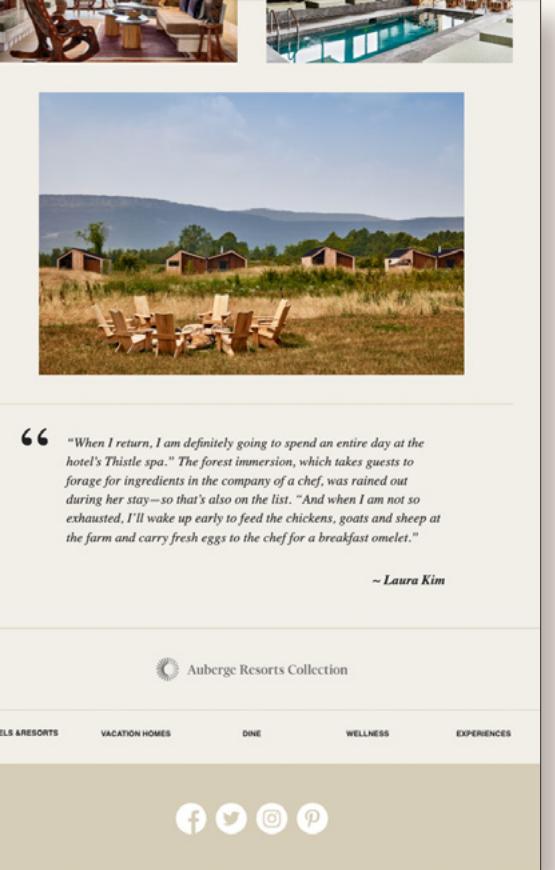
aubergedusoleil.com



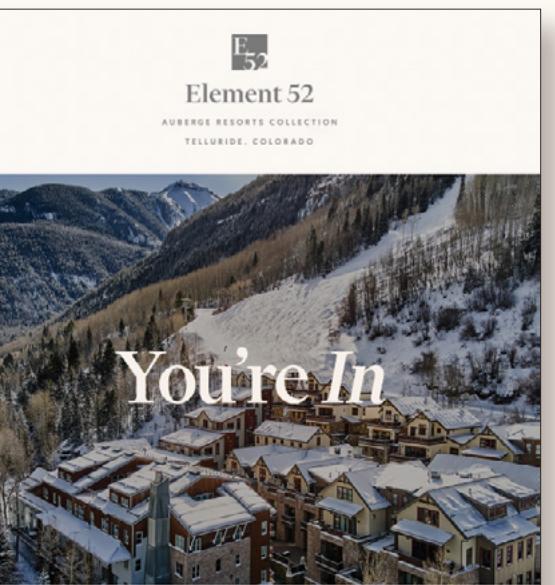
This template features a large header image of a balcony overlooking a valley with autumn foliage. Overlaid text reads "California Soul". Below the image is a section titled "Intro Header Here" with two columns of placeholder text. At the bottom is a "Section One" header with a small image of a building and two CTA buttons: "CTA ONE" and "CTA TWO".



This template features a large header image of a marble bar counter with two cocktails. Overlaid text reads "Promo Header". Below the image is a "Description Header Here" section with placeholder text and a "CTA HERE" button. At the bottom is a "Follow Us:" social media links section.



This template features a large header image of a scenic landscape with wooden buildings. At the top right is a quote from Laura Kim: "When I return, I am definitely going to spend an entire day at the hotel's Thistle spa." Below the quote is a "Auberge Resorts Collection" section with social media icons.



This template features a large header image of a snowy mountain resort. At the top right is the "Element 52" logo. Below the image is a "You're In" header with a "CTA HERE" button. At the bottom is a "Reservation Information" form with various input fields for guest details and room preferences.

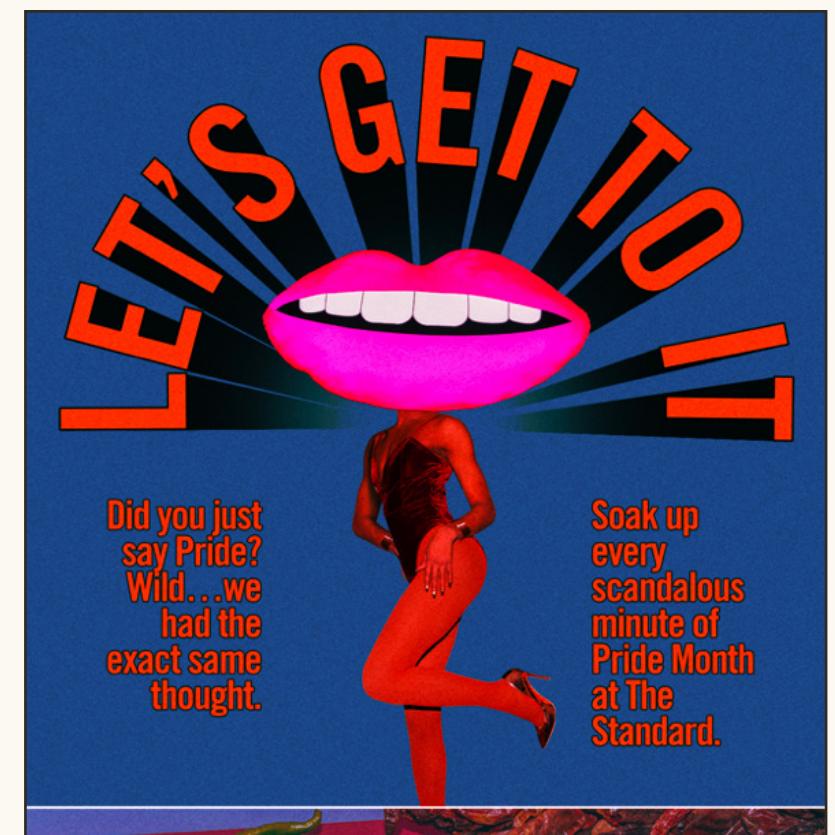
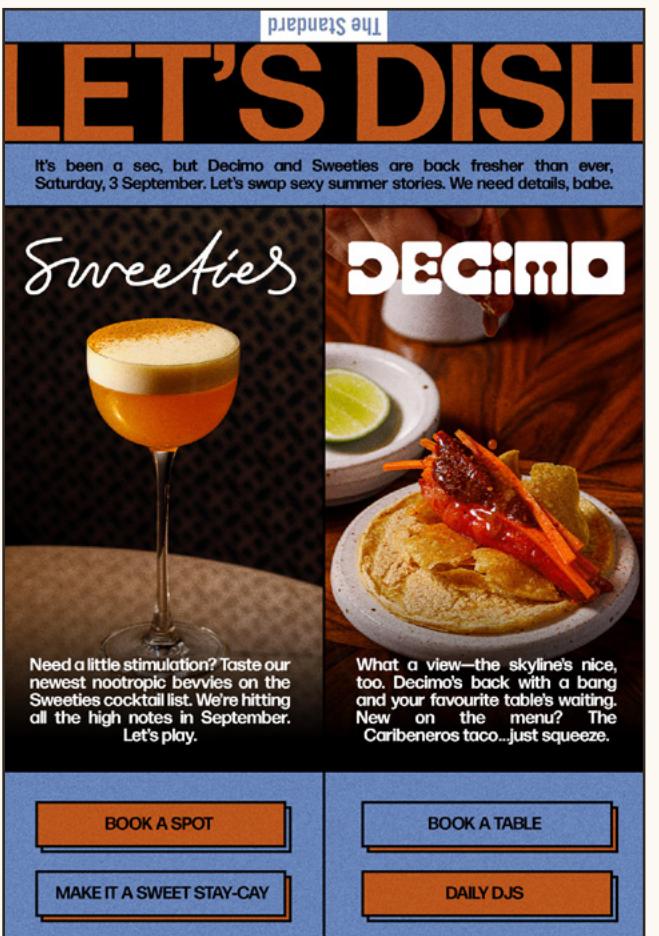
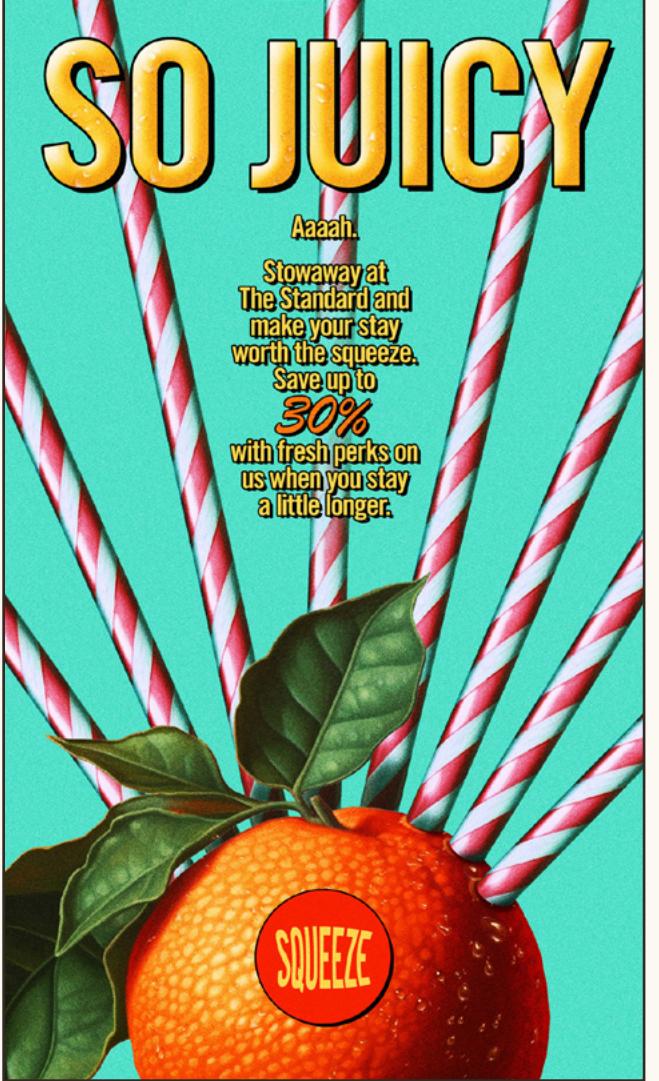
EMAIL DESIGN

The Standard EDMs

2019 – 2023

Selection of various email designs + templates I created for brand wide promotions, marketing efforts, paid ads, events, and announcements.

Tags – Art Direction, Graphic Design



An email design for "Get Out There". The background shows three people walking in a modern interior space with large potted cacti. The text "Get Out There" is written in large, bold, white letters across the top. Below the main image, there are four sections: "Soft & Supple" (yellow background, "Face It Nourishing Mask" product), "Glug, Glug, Glug" (red background, "DRINK ME" product), "So Many Thoughts!" (blue background, "London Notebook" product), and "Secure The Bag" (black background, luggage tag product). Each section includes a small description and a link.



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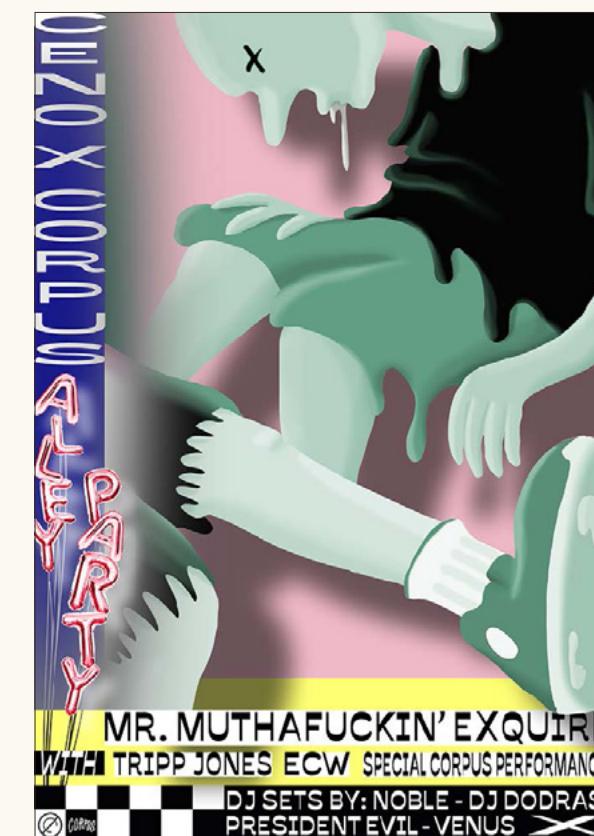
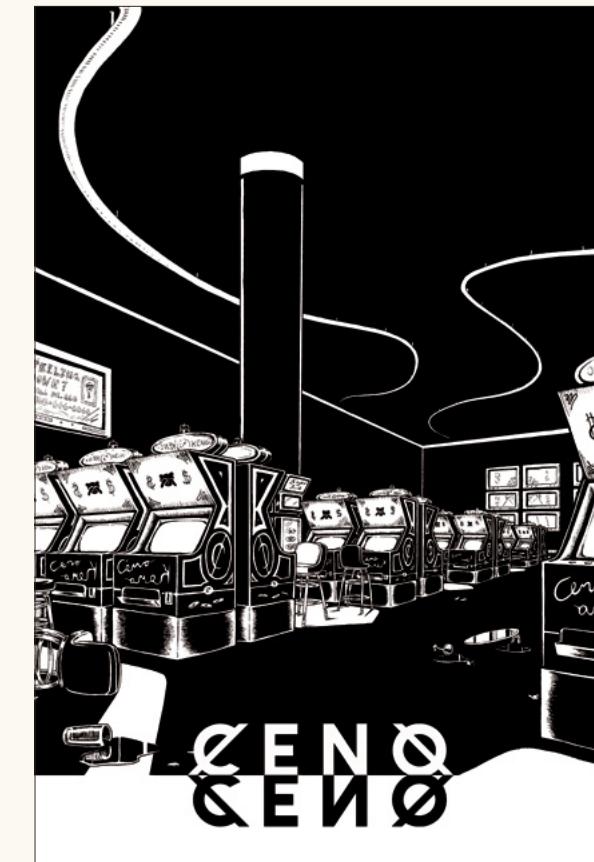
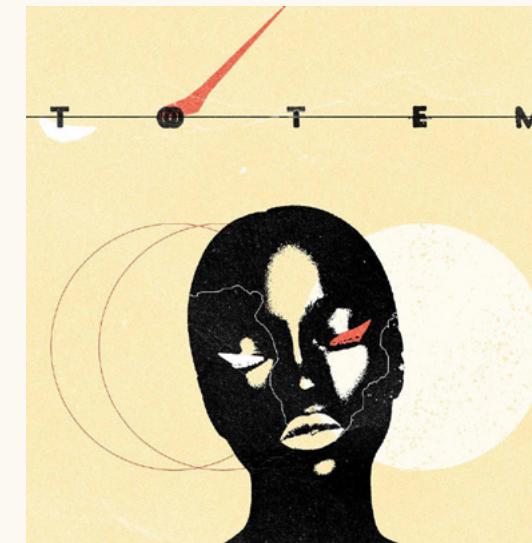
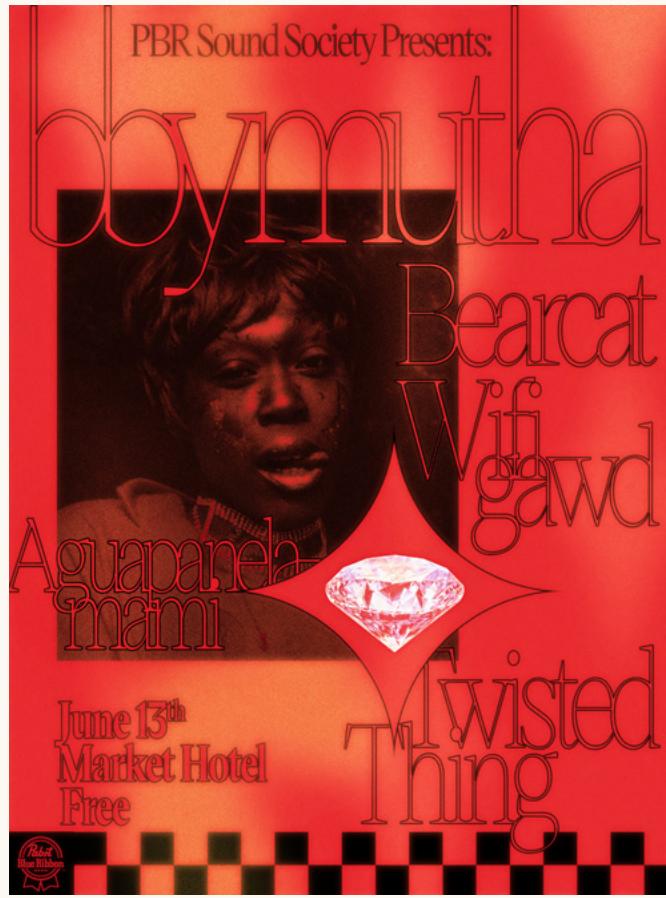
ILLUSTRATION

Misc.

2015 – 2020

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

Tags – Illustration, Graphic Design, Printmaking, Etching



[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)]

Art Director with a hands-on approach. Former **Sr. Graphic Designer**.

Tangible skills in Graphic Design, Web Design (UI/UX), Motion Graphics, Video Editing,
Typography, Illustration, and some Coding.

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THANK YOU