

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.

paulsonelias@gmail.com

406.529.1866

PORTFOLIO —— SELECTED WORKS **2024**

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.

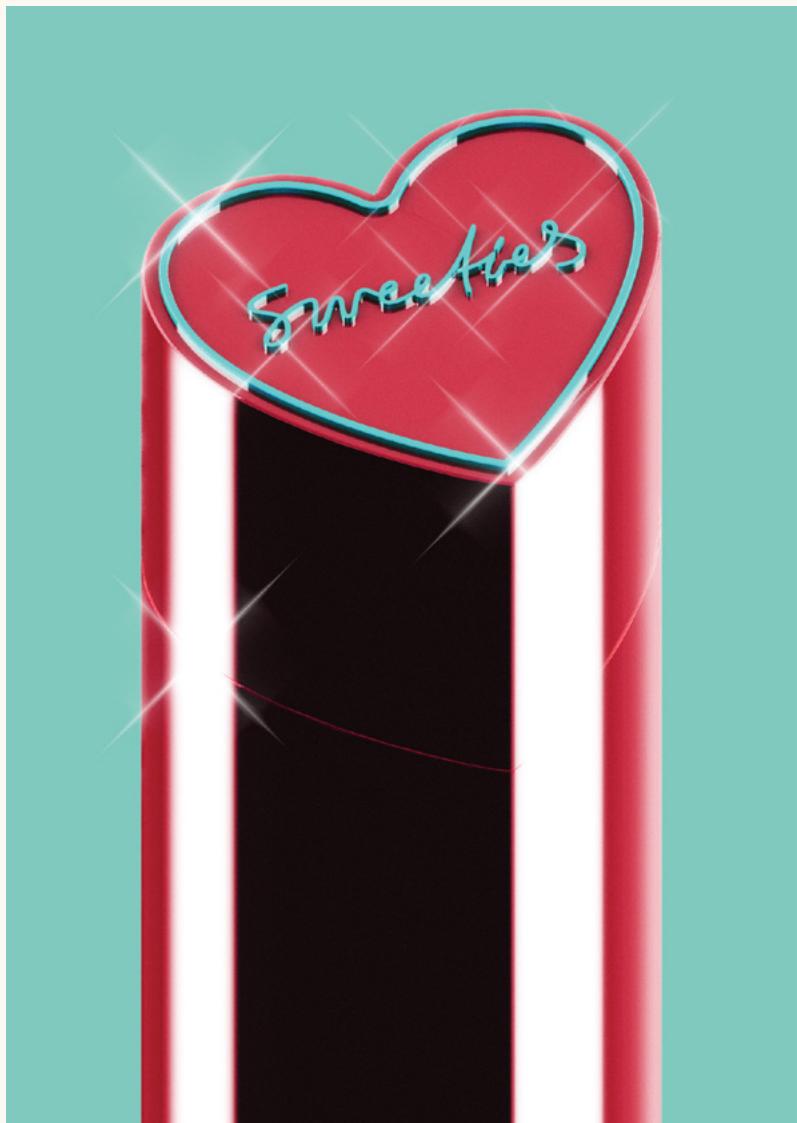
2023

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

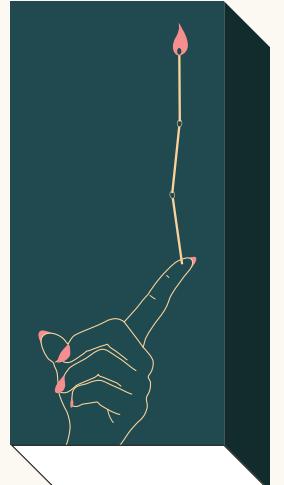
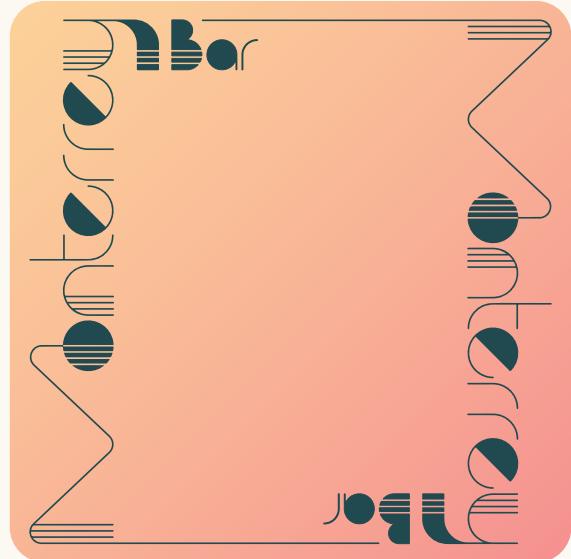
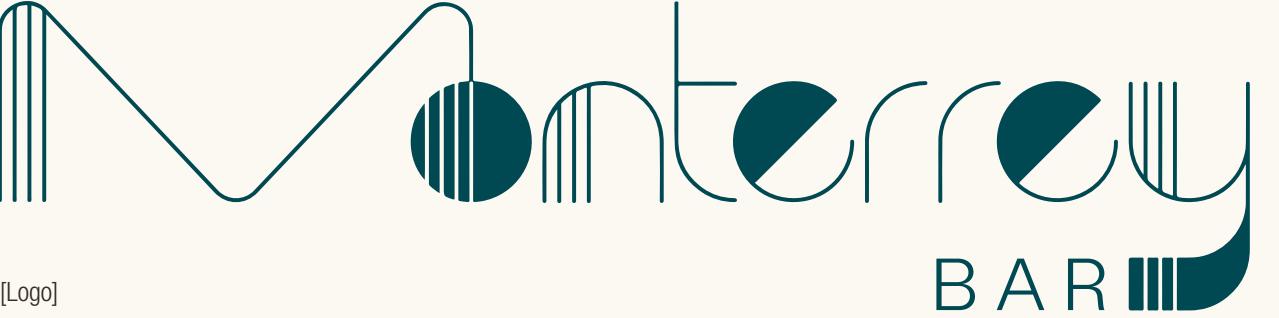
Monterrey Bar

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.

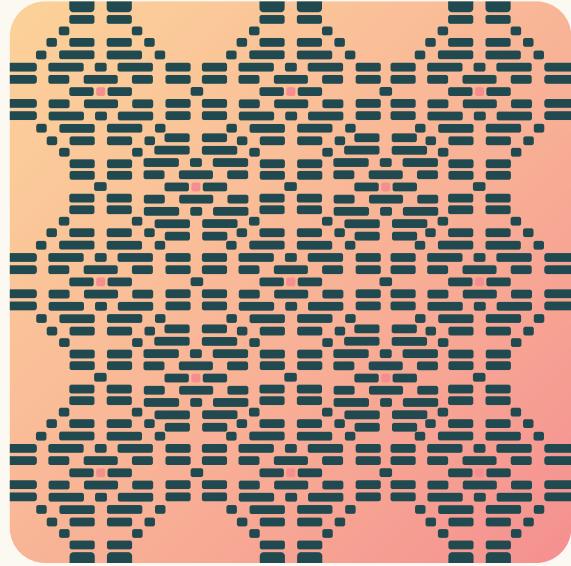
2021

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.



[Matchbook]



[Coaster Front + Back]



[Venue Photography]

BRANDING MY THREE SONS

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

2023

Tags – Branding, Graphic Design, Illustration



BRANDING

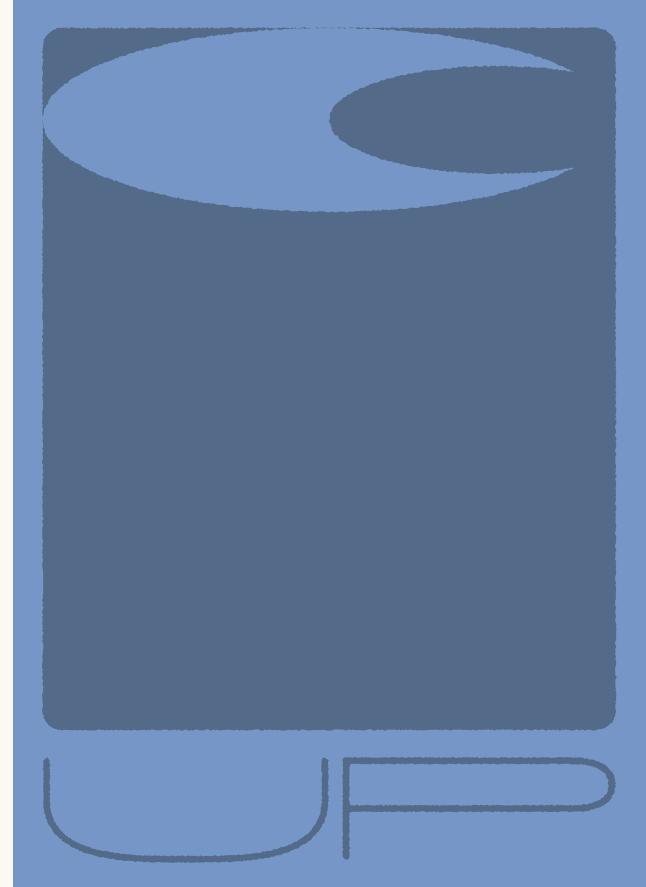
UP

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

2023

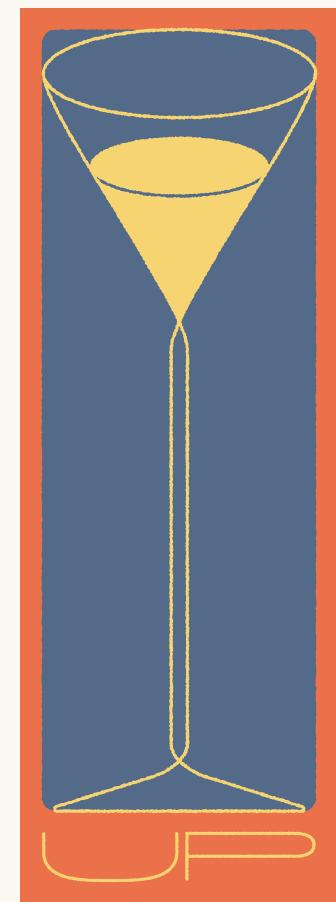
Tags – Art Direction, Graphic Design, Illustration

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]

ELIAS PAULSON – PORTFOLIO – 2023

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: '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' (dive deeper into what sets the brand apart), and '4 COMMUNITY' (we connect with people). To the left of these pillars is a section titled 'THE JOURNEY' with three sub-sections: '1 INSIGHT' (dive deeper into what sets the brand apart), '2 EVOLUTION' (our brand direction on what's right and wrong), and '3 INTEGRITY' (a resource for brand integrity across all touchpoint). At the bottom left is a section titled 'SOPHISITCATION' with a sub-section 'We are students of style with a cosmopolitan sensibility that transcends language and geography.' and a grid of nine images related to luxury and style. The bottom right features a section titled 'PRIMARY TYPEFACE' with 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 '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.' Below it is a section titled 'LIFESTYLE IMAGES' showing a grid of nine lifestyle photographs. To the right of that is a section titled 'GRAPHIC DESIGN EXAMPLES' showing a grid of nine examples of graphic design, including posters for Zara and Boom PRIDE. At the bottom right is a section titled 'PRIMARY TYPEFACE' with examples of the Trade Gothic font.

BRANDING

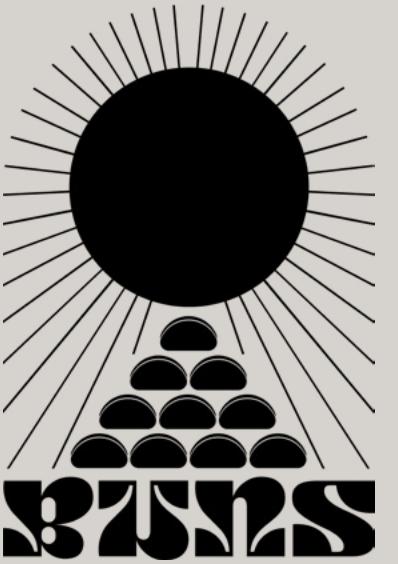
Misc. Logos

Selection of various logos I have created over the years.

2017 – 2023

Tags – Graphic Design, Illustration, Branding

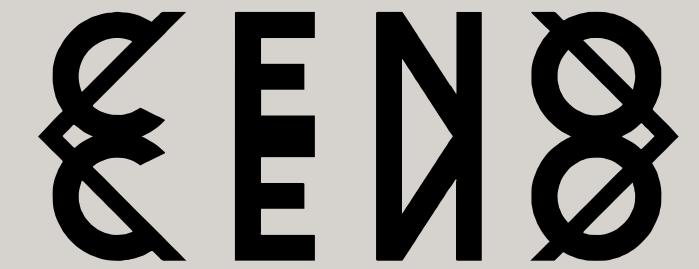
[Food Truck – London]



[Restaurant – Miami]



[Design Studio – NYC]



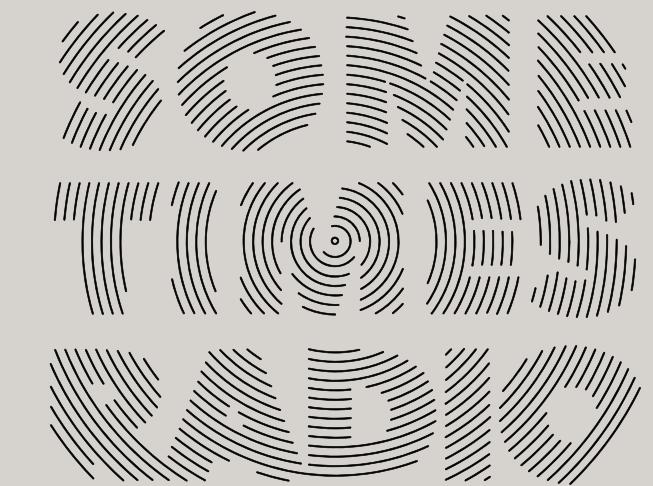
[Band Logo]



[Restaurant – NYC]



[Radio Program – London]



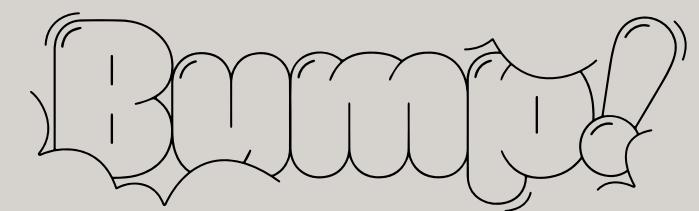
[Band Logo]



[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.

2021

Tags – Social Media, Graphic Design

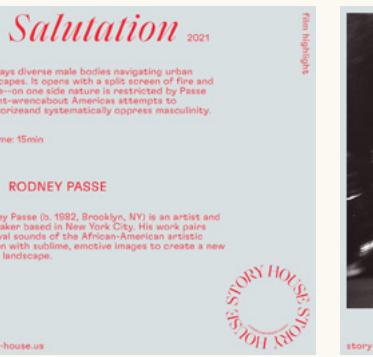
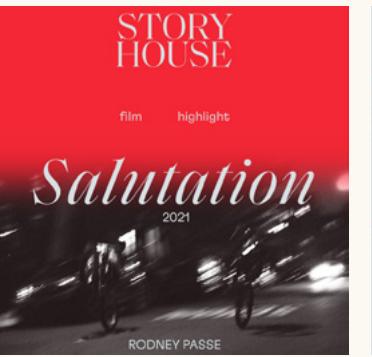
Storyhouse is a global community dedicated to connecting creatives & visionaries through space, experience and culture.

storyhouse.foundation

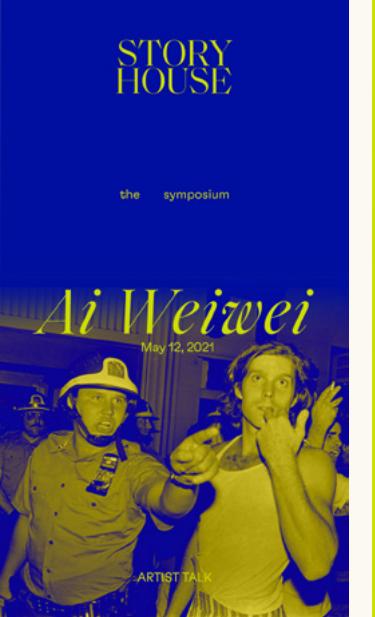
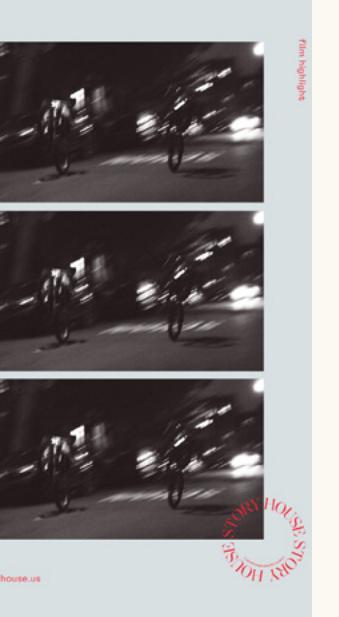
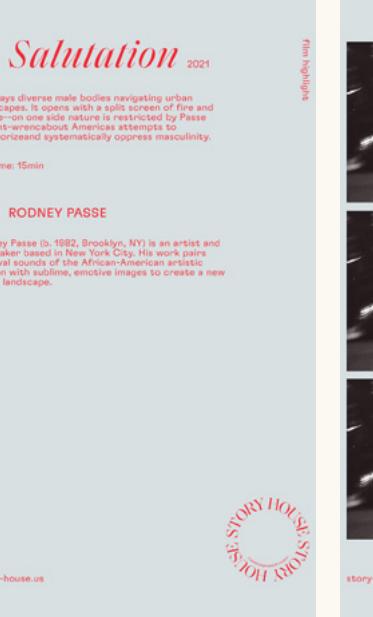
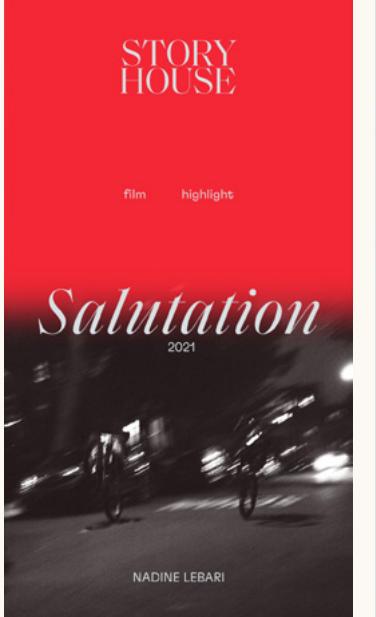
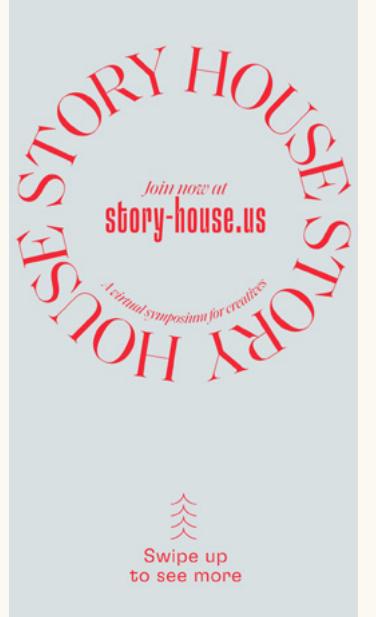
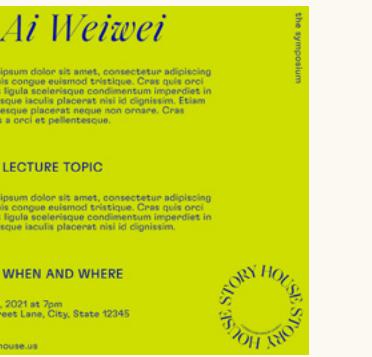
Join / End Cards



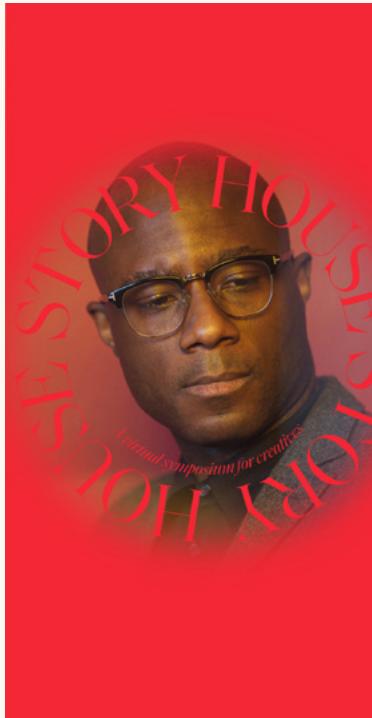
Film Spotlight



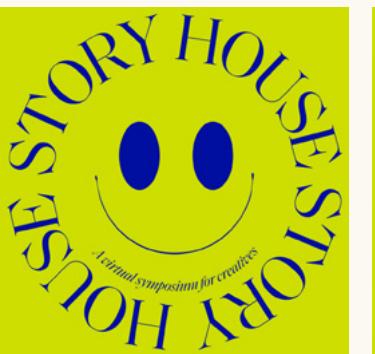
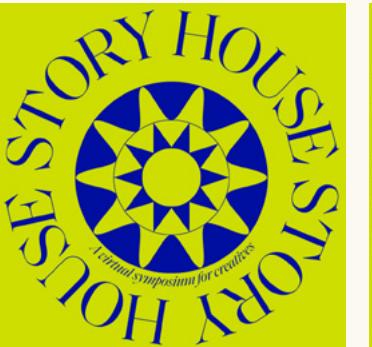
Events Announce



Monthly Member Spotlight



Theme Post



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

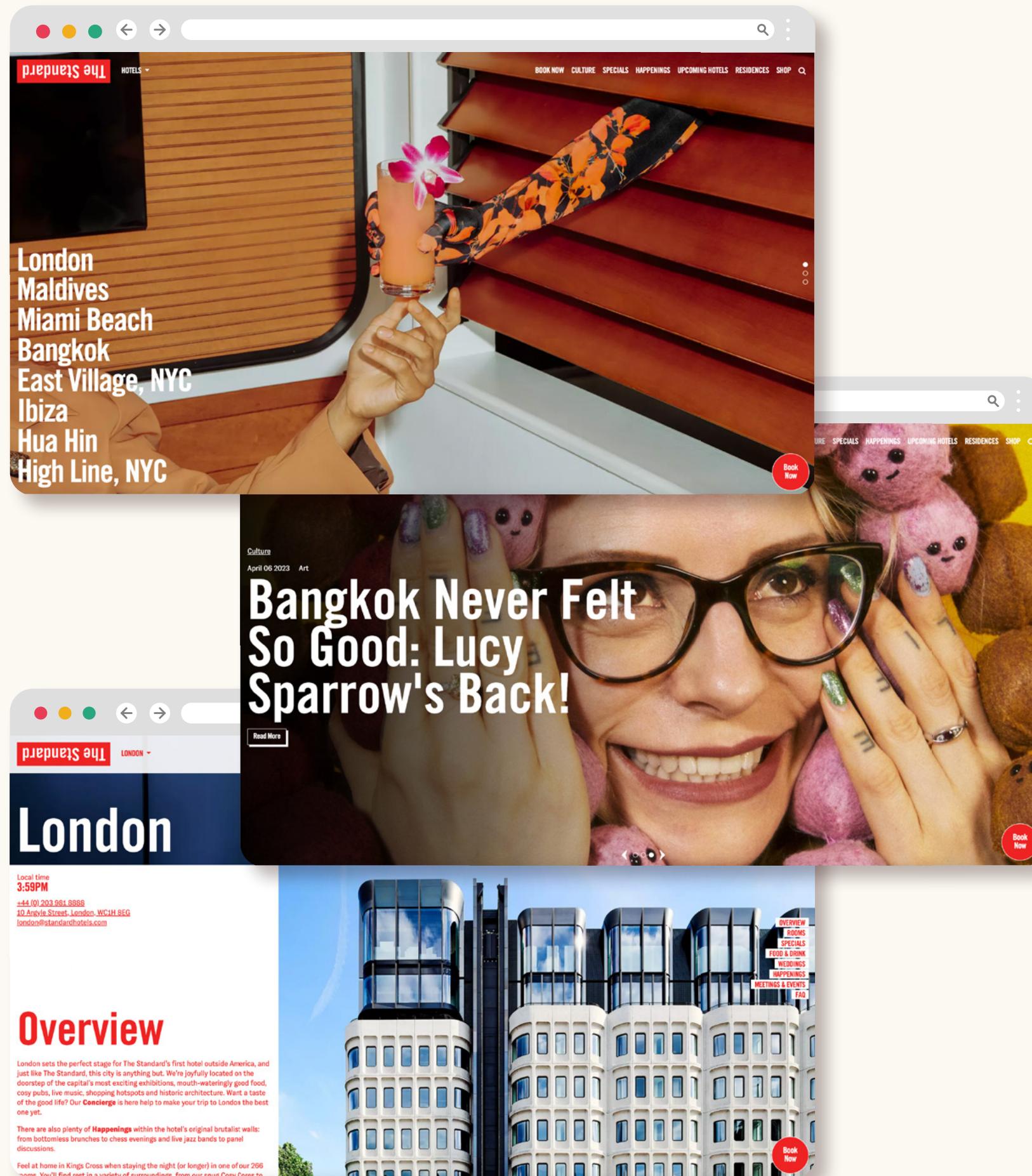
standardhotels.com

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

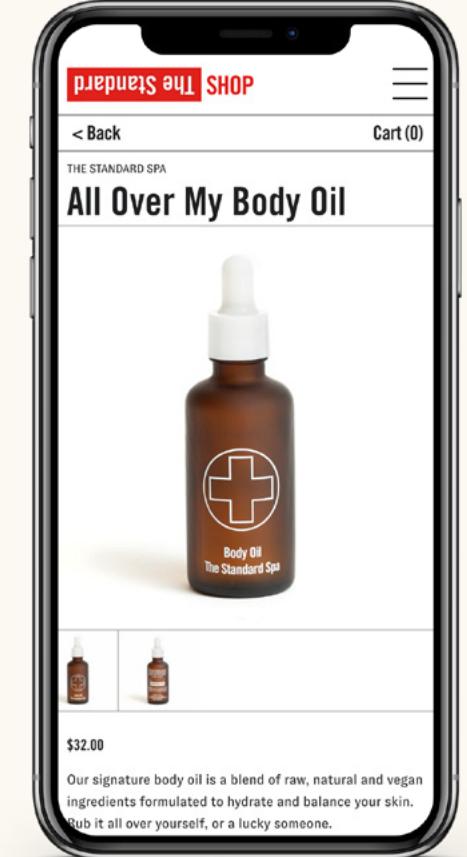
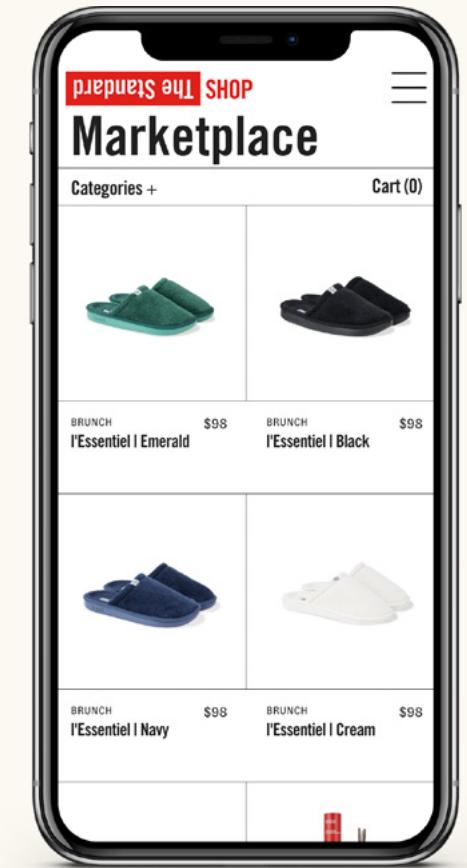
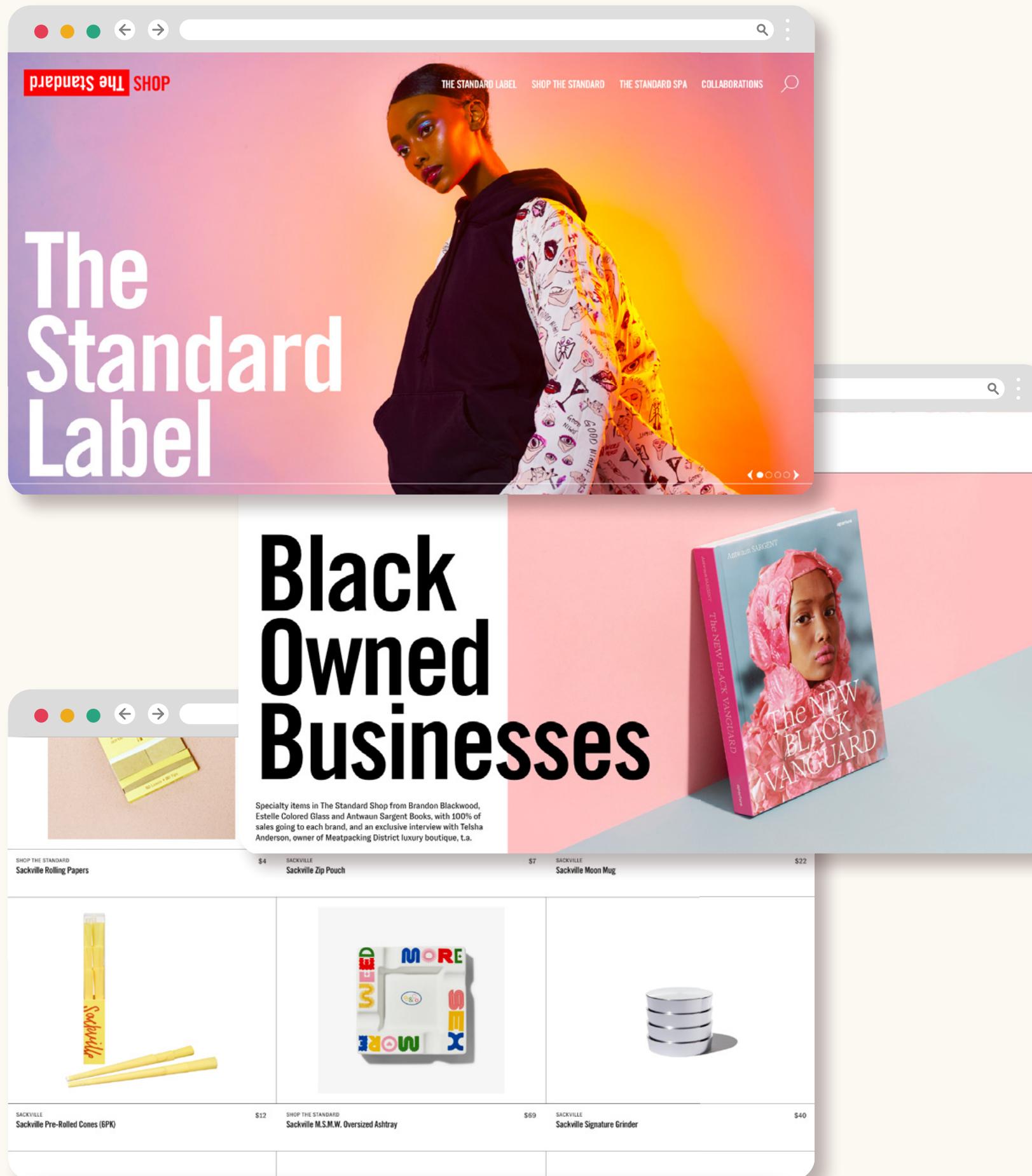
shopthestandard.com

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

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



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

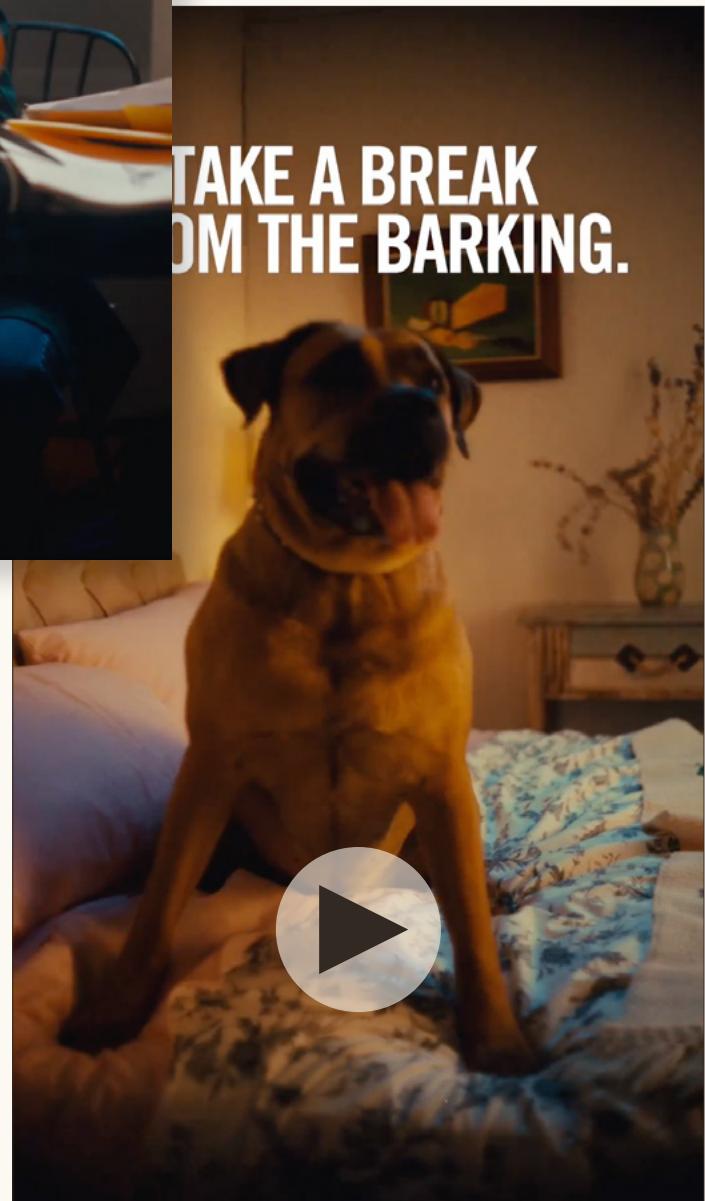
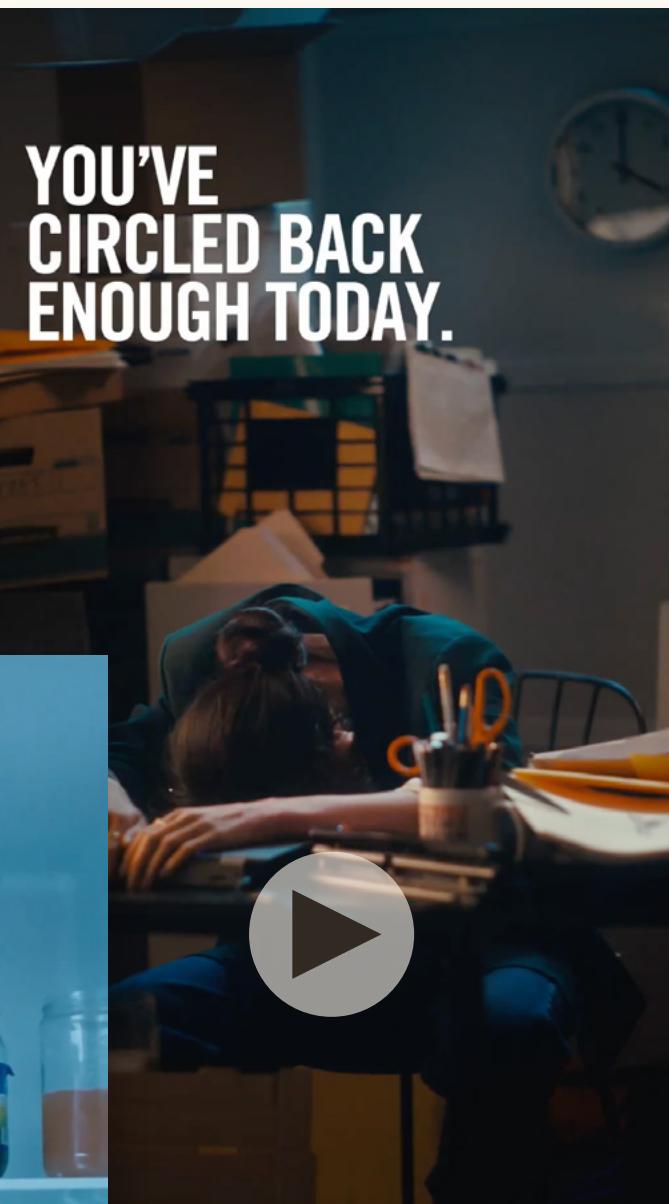
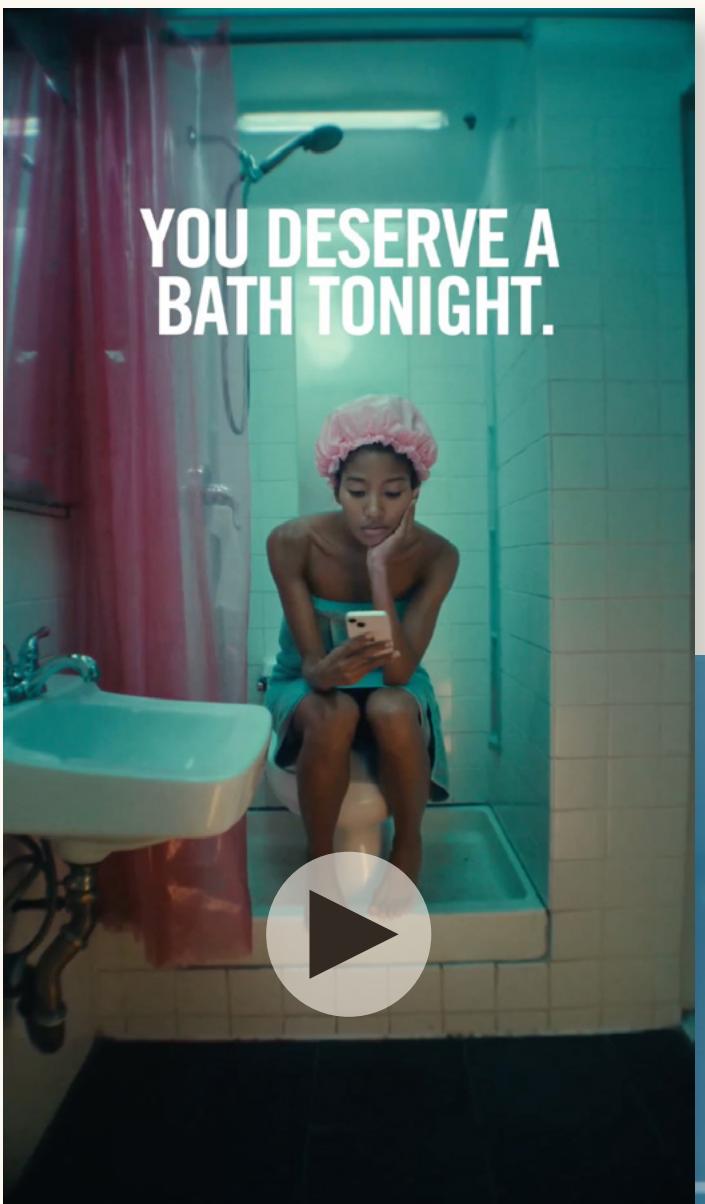
One Night Standard:

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

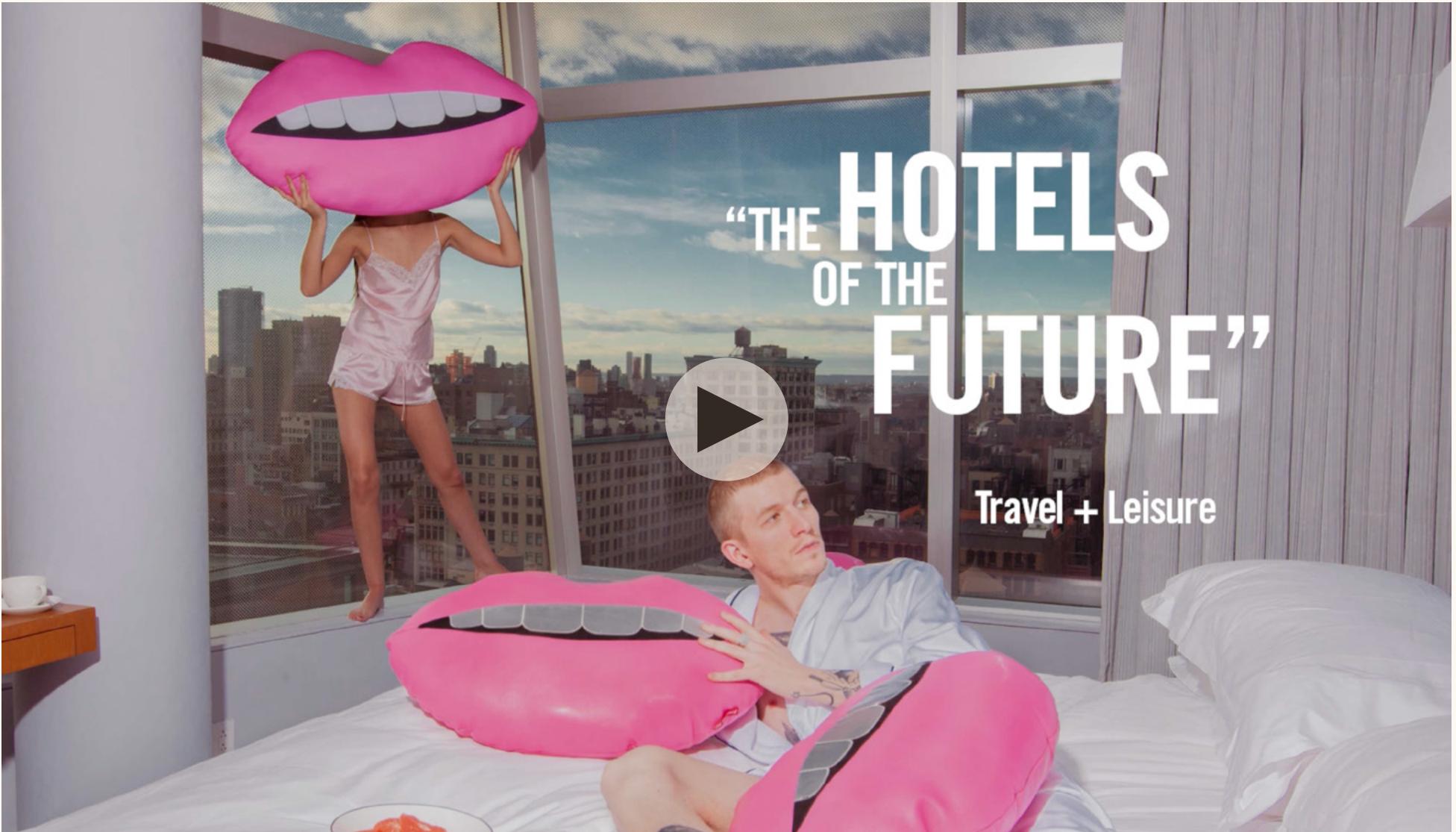
Video Editing

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.



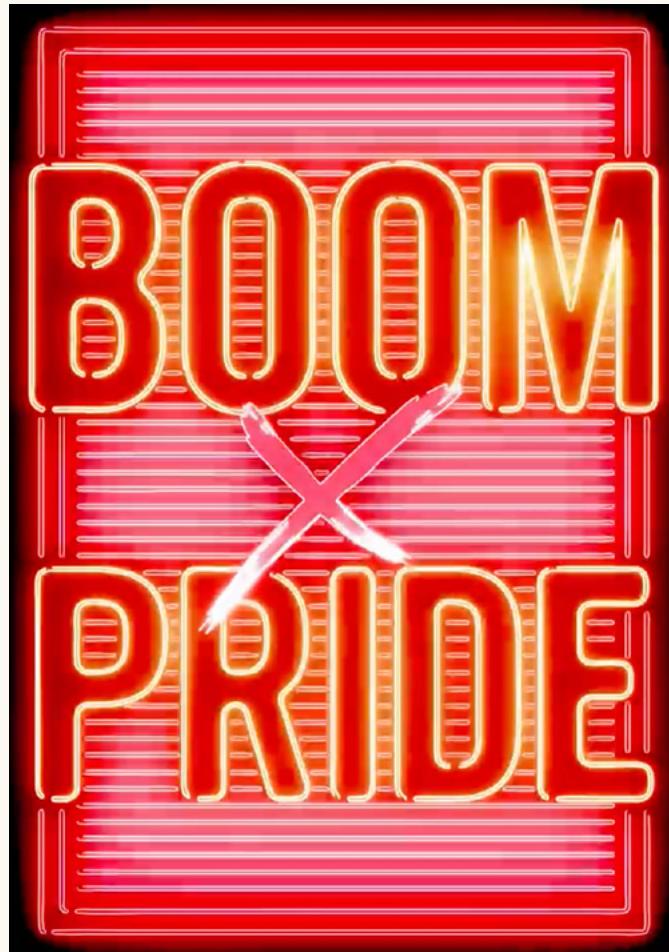
MOTION GRAPHICS

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).

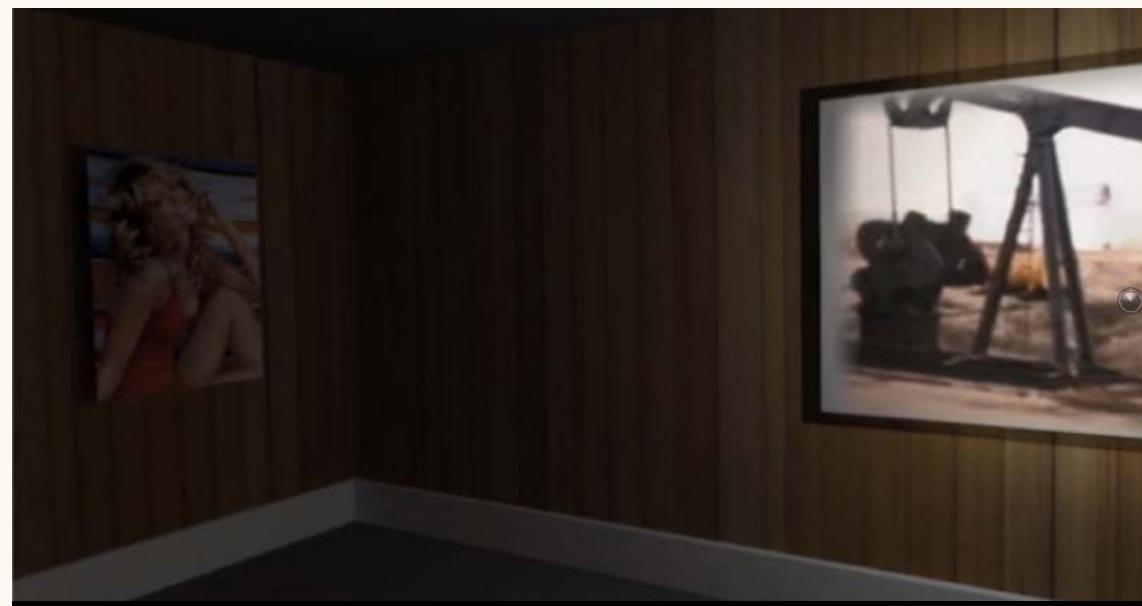
[Link](#)



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.



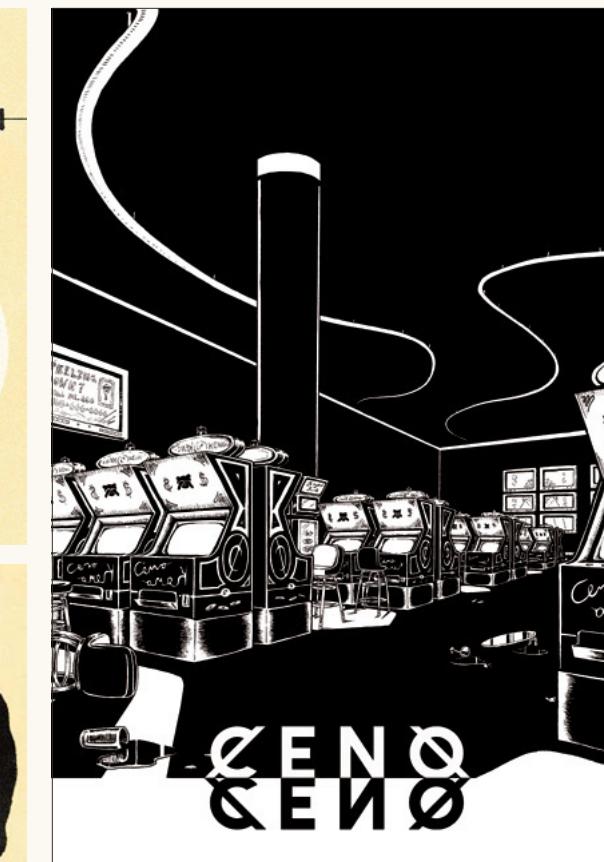
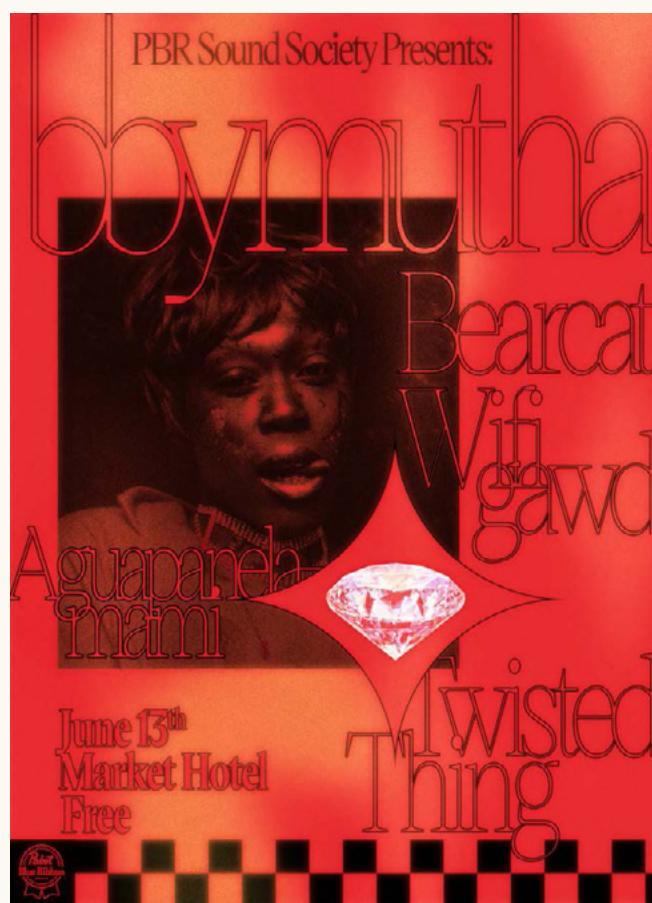
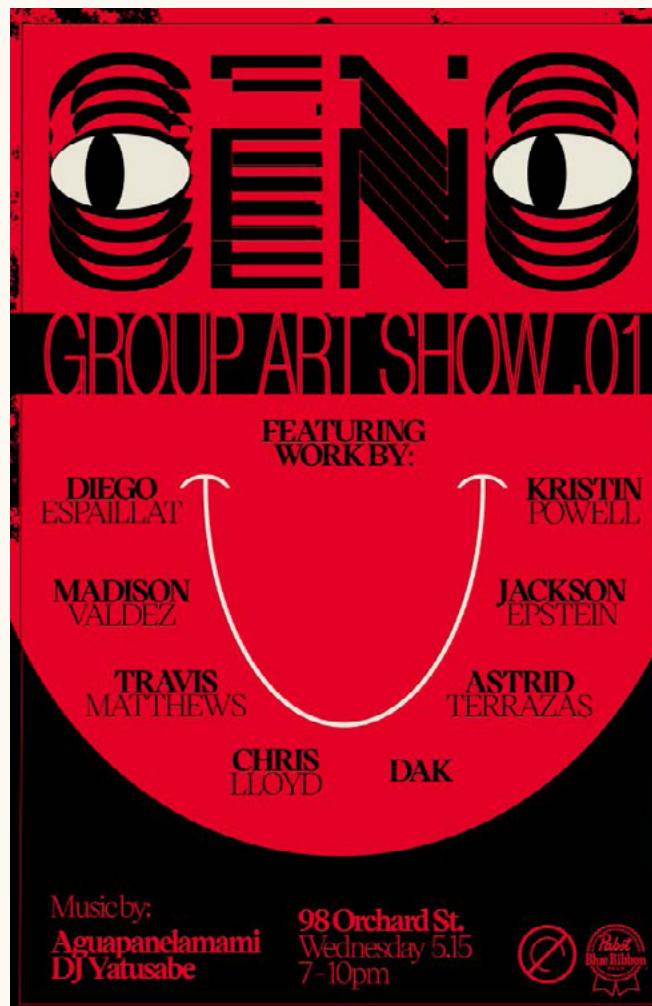
ILLUSTRATION

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)]



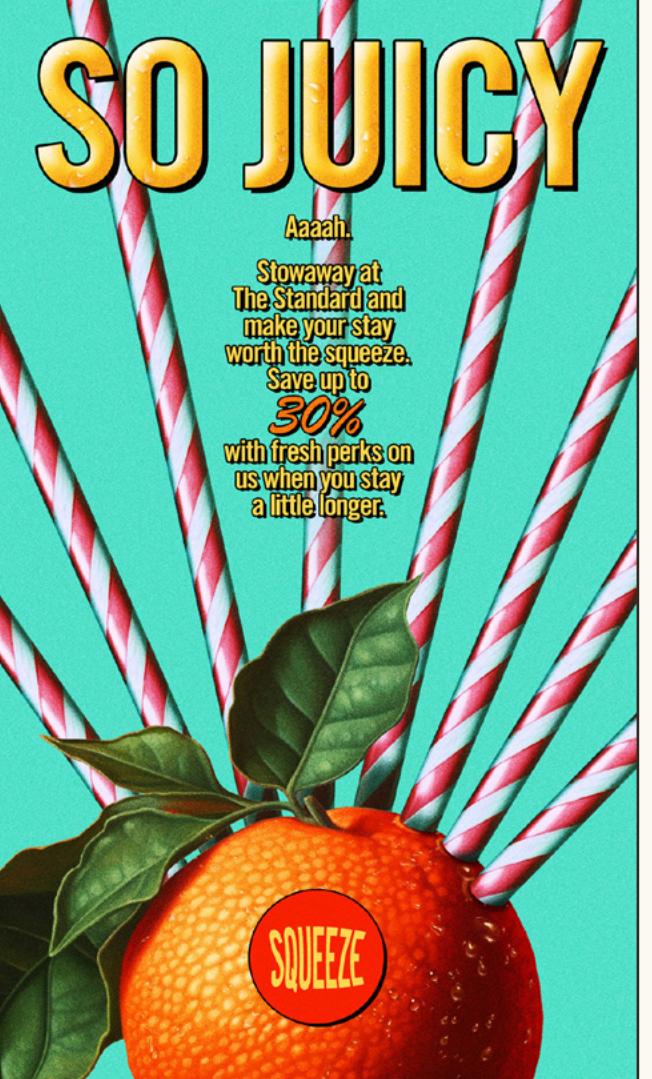
GRAPHIC DESIGN

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



An advertisement for THE STANDARD x ZARA. The background is a solid pink color. On the right side, a male model in a maroon and white jacket and black shorts is kneeling on one knee, holding his head in his hand in a dramatic pose. To his left is a white speech bubble containing text. At the bottom left is a red circular button with the text "Shop The Collection". The ZARA logo is at the top right. The THE STANDARD logo is in the top left corner.

A promotional graphic for Decimo and Sweeties. The main title "LET'S DISH" is in large, bold, orange letters. Below it, there are two sections: "Sweeties" showing a cocktail and a dish, and "DECIMO" showing a cocktail and a dish. Text in the middle says: "It's been a sec, but Decimo and Sweeties are back fresher than ever, Saturday, 3 September. Let's swap sexy summer stories. We need details, babe." At the bottom, there are four buttons: "BOOK A SPOT", "BOOK A TABLE", "MAKE IT A SWEET STAY-CAY", and "DAILY DJS".

A graphic featuring a large, stylized pink mouth with white teeth. The words "LET'S GET TO IT" are written in large, bold, orange letters that radiate outwards from behind the mouth. To the left of the mouth, text reads: "Did you just say Pride? Wild... we had the exact same thought." To the right, text reads: "Soak up every scandalous minute of Pride Month at The Standard." A small figure of a person in a red outfit is standing next to the mouth.



We know you're on the move again, and we love to see it! So make sure you're fully equipped for your travels by taking a piece of us wherever you go. With oversized water bottles, face masks, comfy sweats and more, The Standard Shop has everything you need to stay fresh and perky from point A to B and back again.

Two product shots. On the left is a yellow rectangular container with a white cross logo and the text "Soft & Supple Face It Nourishing Mask". On the right is a red cylindrical bottle with a purple cap and the text "Glug, Glug, Glug DRINK ME".

Hydrate that sweet lil' face of yours with a nourishing mask.
Take this drinking vessel that fits an entire bottle of wine wherever you go. Water works, too.

Two promotional graphics. On the left, a blue square with the text "So Many Thoughts!" and a small note: "Scribble down those clever ideas and keen observations in the London Notebook." On the right, a black and white image of a luggage tag with the text "SECURE THE BAG" and a small note: "Make sure everyone knows who you are with the luggage tag that says it all."

A graphic for "The Standard x Croft Alley Guest Bartender Series benefitting The ACLU". The background is a dark purple with abstract shapes. The text "The Standard x Croft Alley" and "Guest Bartender Series" are in large, white, serif font. Below it, "benefiting The ACLU" is in a smaller, white, sans-serif font.

EMAIL DESIGN AUBERGE

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 the Revinate.

2023

Tags – Graphic Design, Email Marketing

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.

aubergedusoleil.com

