

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

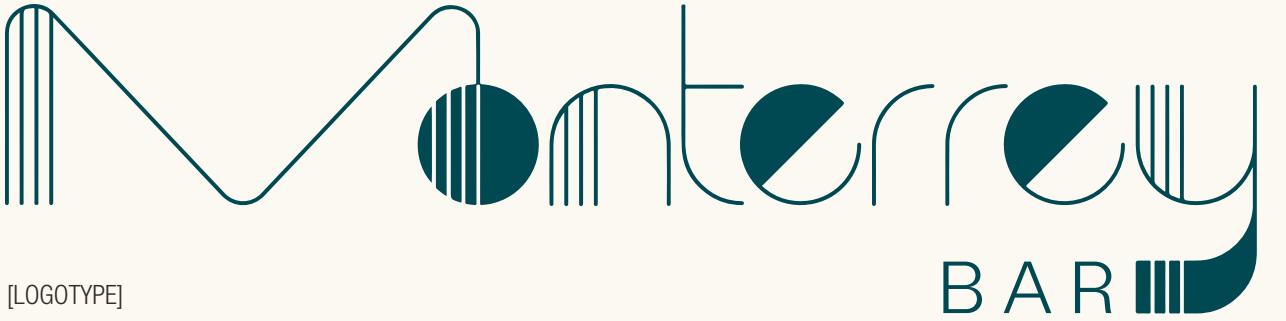
Monterrey Bar

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.

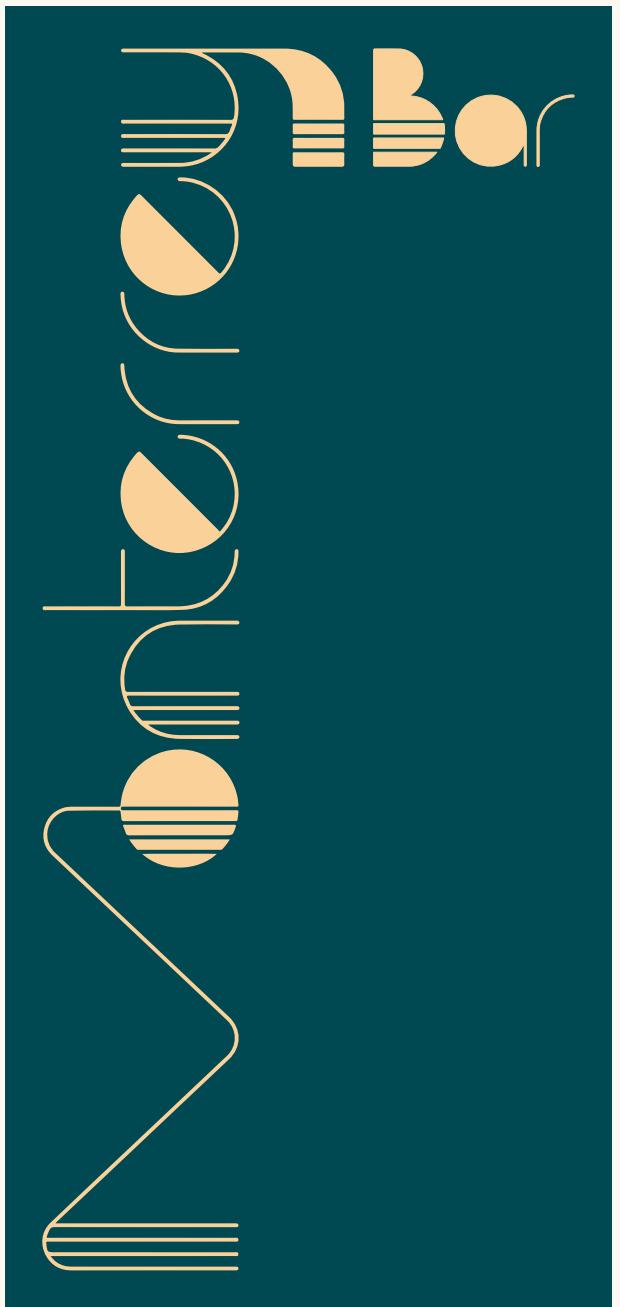
2021

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.



[LOGOTYPE]



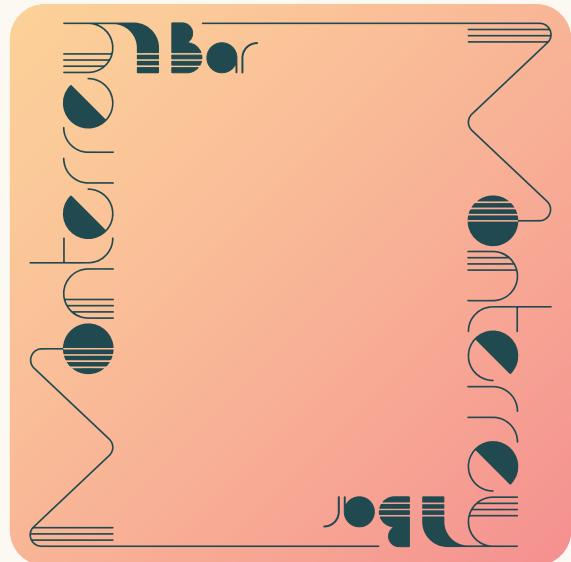
[Menu Cover]

monterreybar.com

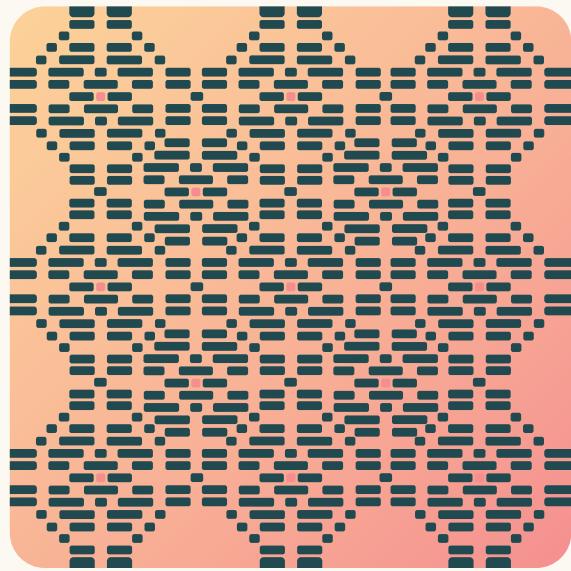
40 Island Avenue, Miami Beach, FL 33139



[Menu Content]



[Matchbook]



[Coaster Front + Back]



[Venue Photography]

BRANDING

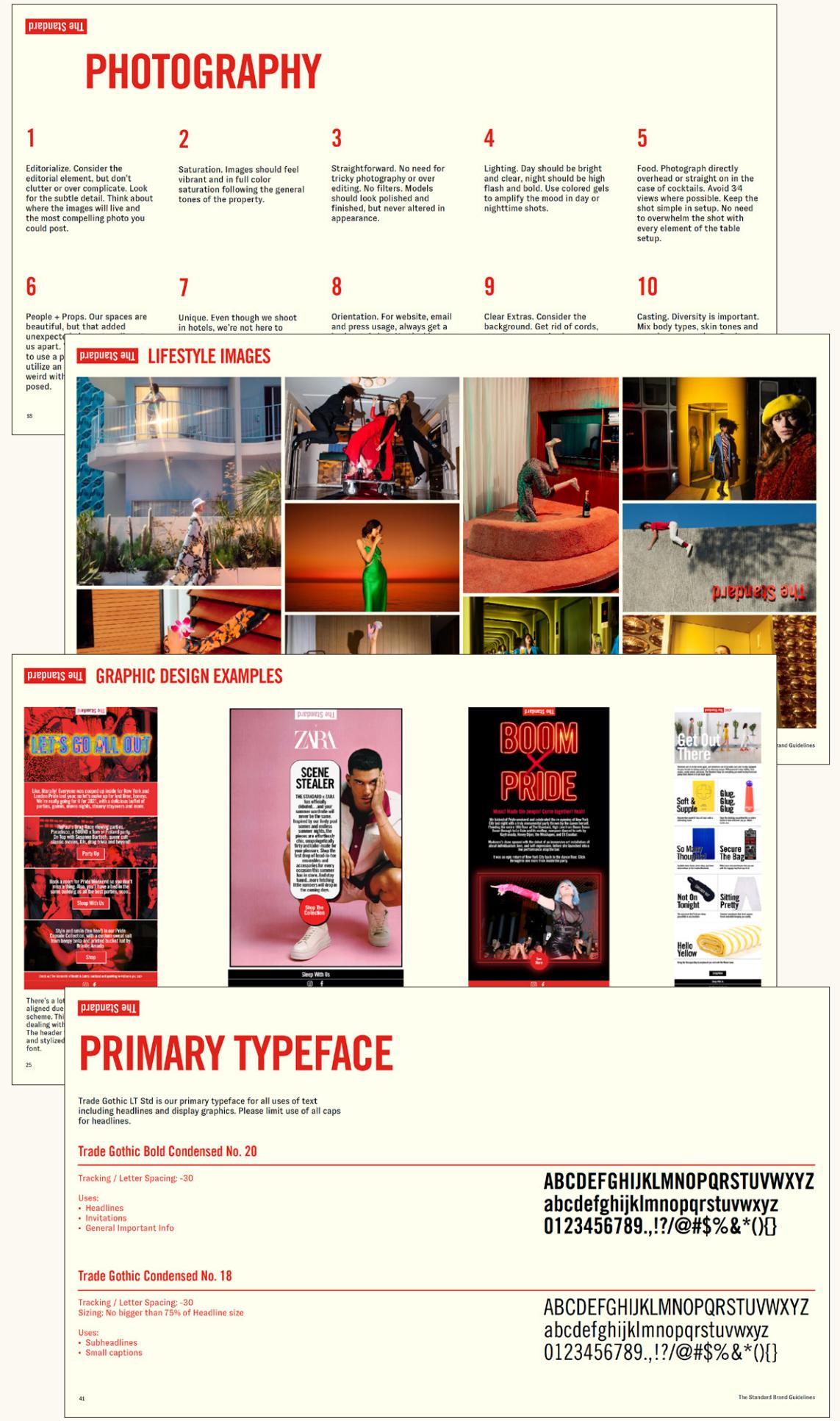
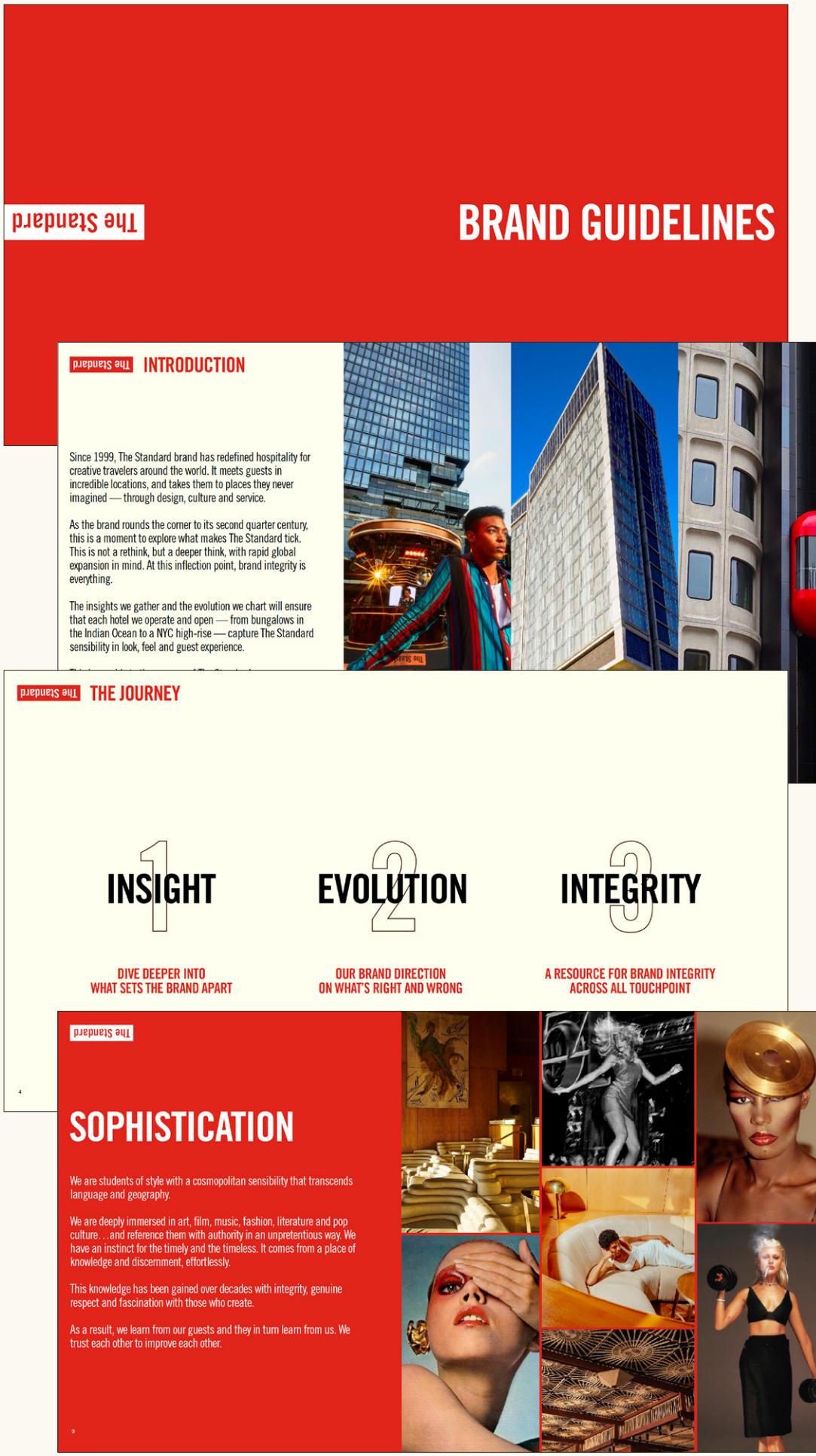
The Standard – Brand Guidelines

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.



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

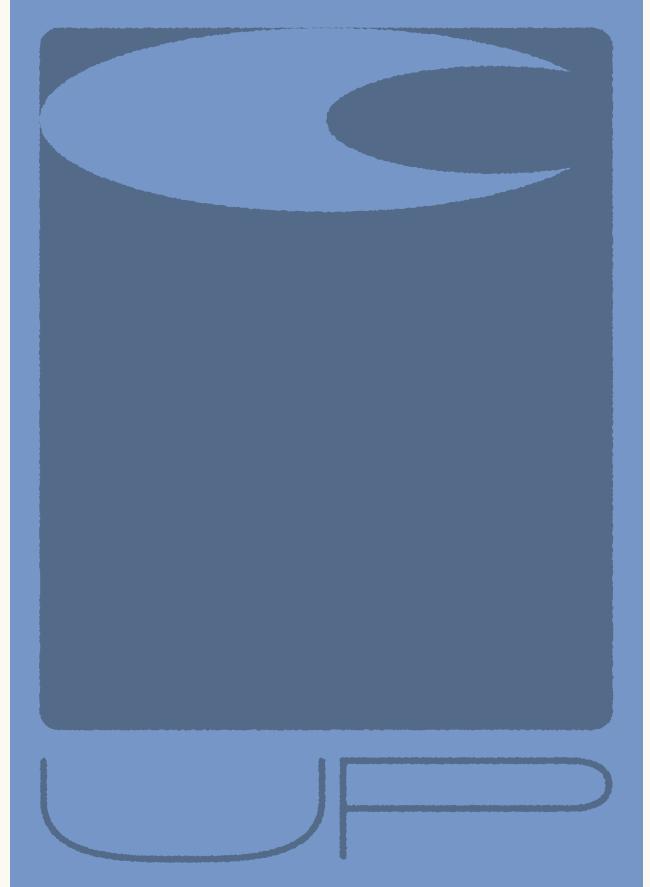
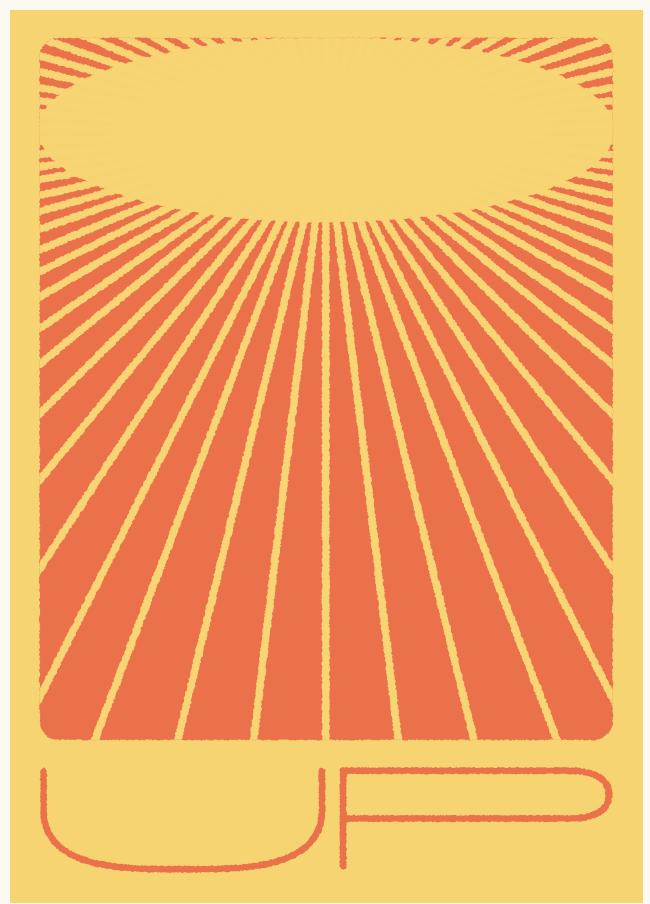
UP

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

2023

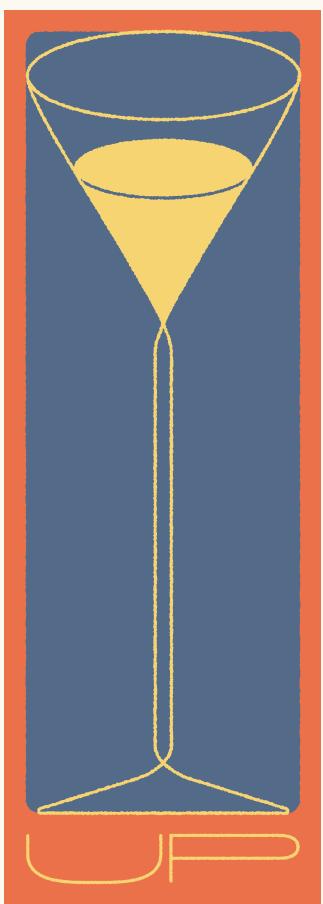
Tags – Art Direction, Graphic Design, Illustration

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]

ELIAS PAULSON – PORTFOLIO – 2023

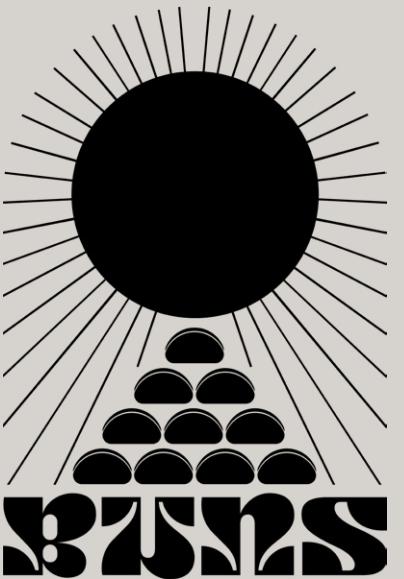
BRANDING

Misc. Logos

Selection of various logos I have created over the years.

2017 – 2023

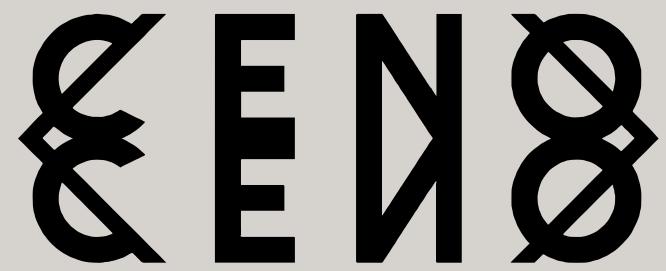
Tags – Graphic Design, Illustration, Branding



[Food Truck – London]



[Restaurant – Miami]



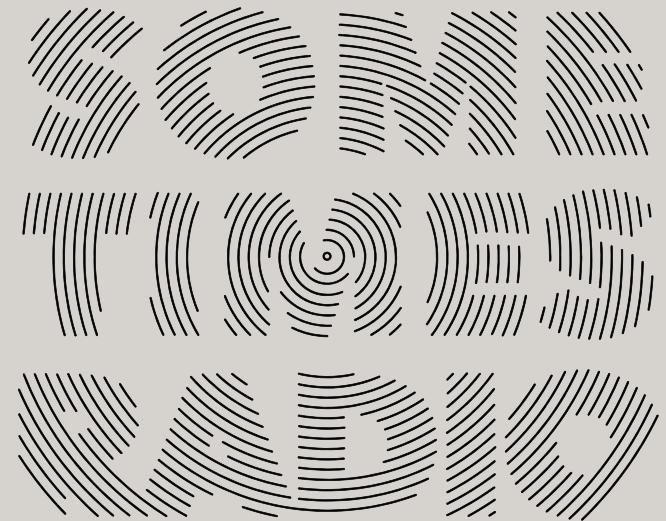
[Design Studio – NYC]



[Bar / Lounge – London]



[Restaurant – NYC]



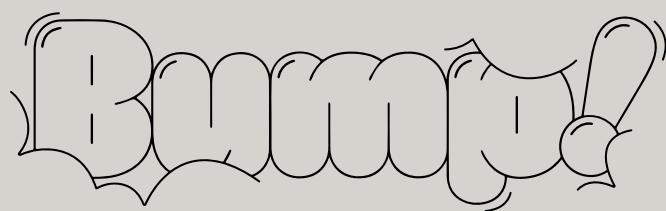
[Radio Program – Lon]



[Rewards Program – Global]



[Restaurant / Bar – London]



[Bumper Car Rink – NYC]

SOCIAL MEDIA

Storyhouse

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

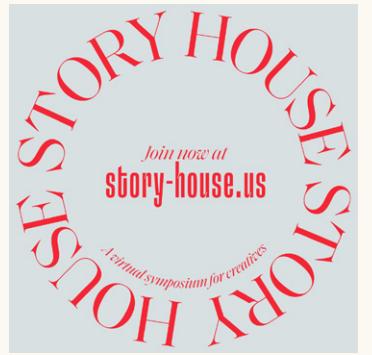
2022

Tags – Social Media, Graphic Design

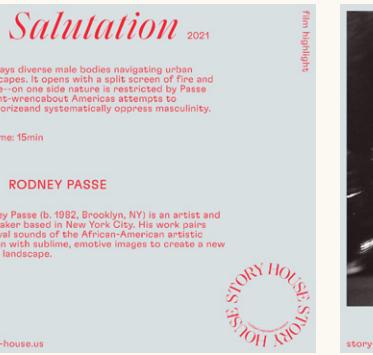
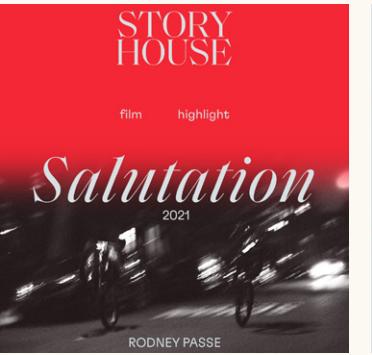
Storyhouse is a global community dedicated to connecting creatives & visionaries through space, experience and culture.

storyhouse.foundation

Join / End Cards



Film Spotlight

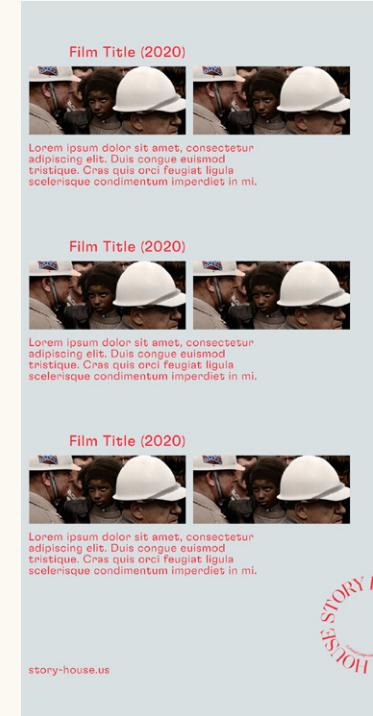
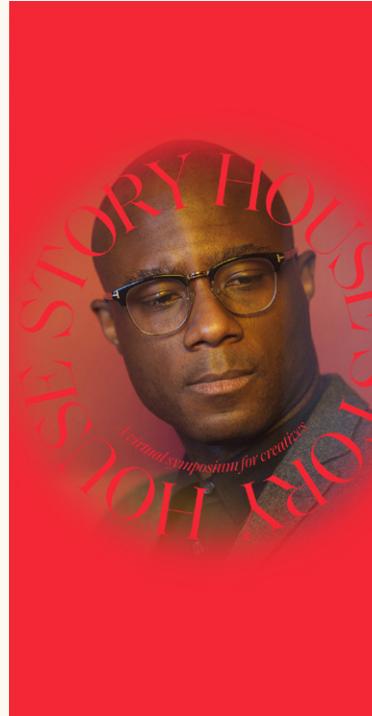


Events Announce

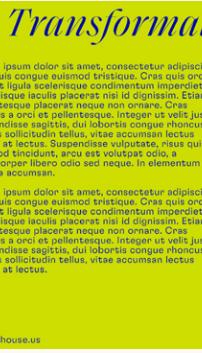
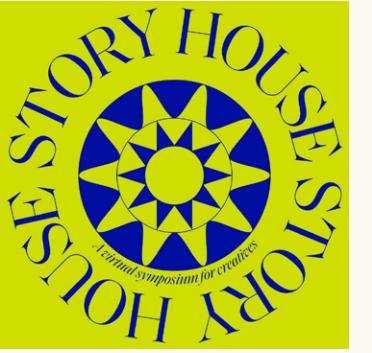


End screens

Monthly Member Spotlight



Theme Post



Themes

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

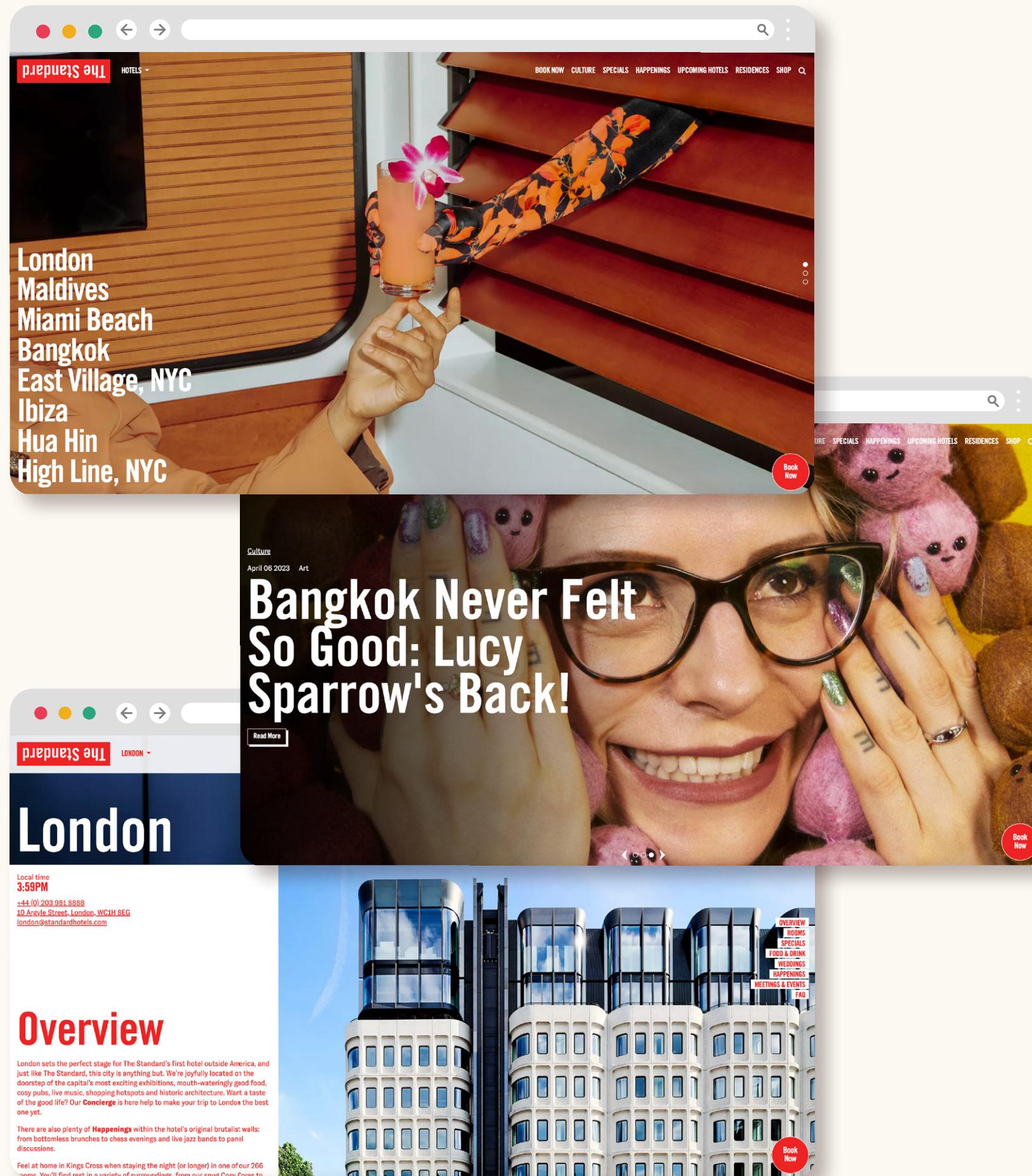
standardhotels.com

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.

THE STANDARD LABEL

Black Owned Businesses

Specialty items in The Standard Shop from Brandon Blackwood, Estelle Colored Glass and Antwuan Sargent Books, with 100% of sales going to each brand, and an exclusive interview with Telsha Anderson, owner of Meatpacking District luxury boutique, t.a.

SACKVILLE Sackville Rolling Papers \$4

SACKVILLE Sackville Zip Pouch \$7

SACKVILLE Sackville Moon Mug \$22

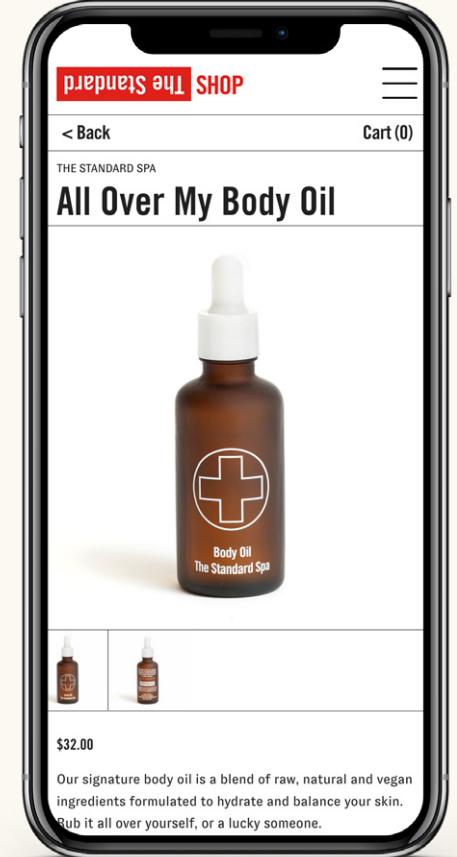
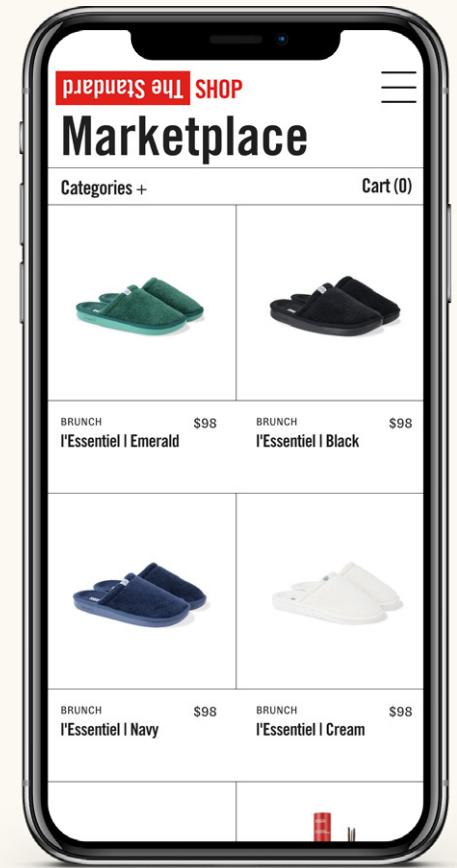
SACKVILLE Sackville Pre-Rolled Cones (6PK) \$12

SACKVILLE Sackville M.S.M.W. Oversized Ashtray \$69

SACKVILLE Sackville Signature Grinder \$40

shopthestandard.com

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ELIAS PAULSON – PORTFOLIO – 2023

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 helped concept and produce.

2023

Tags – Art Direction, Video Production, Storyboarding

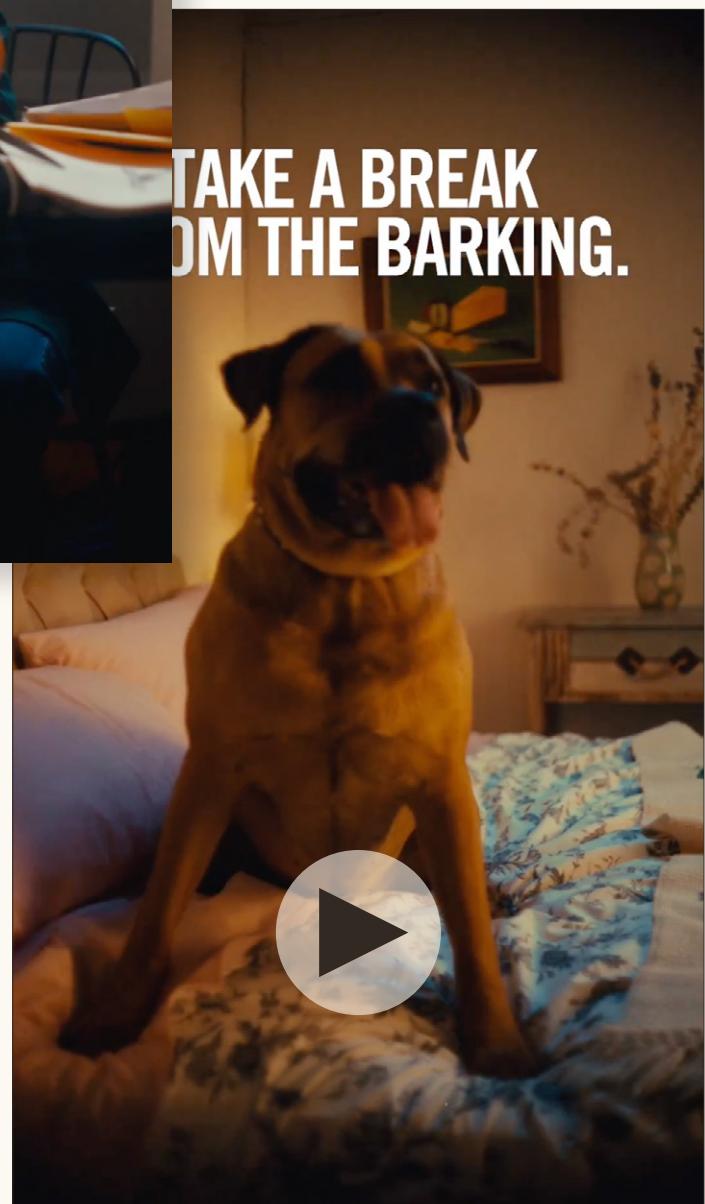
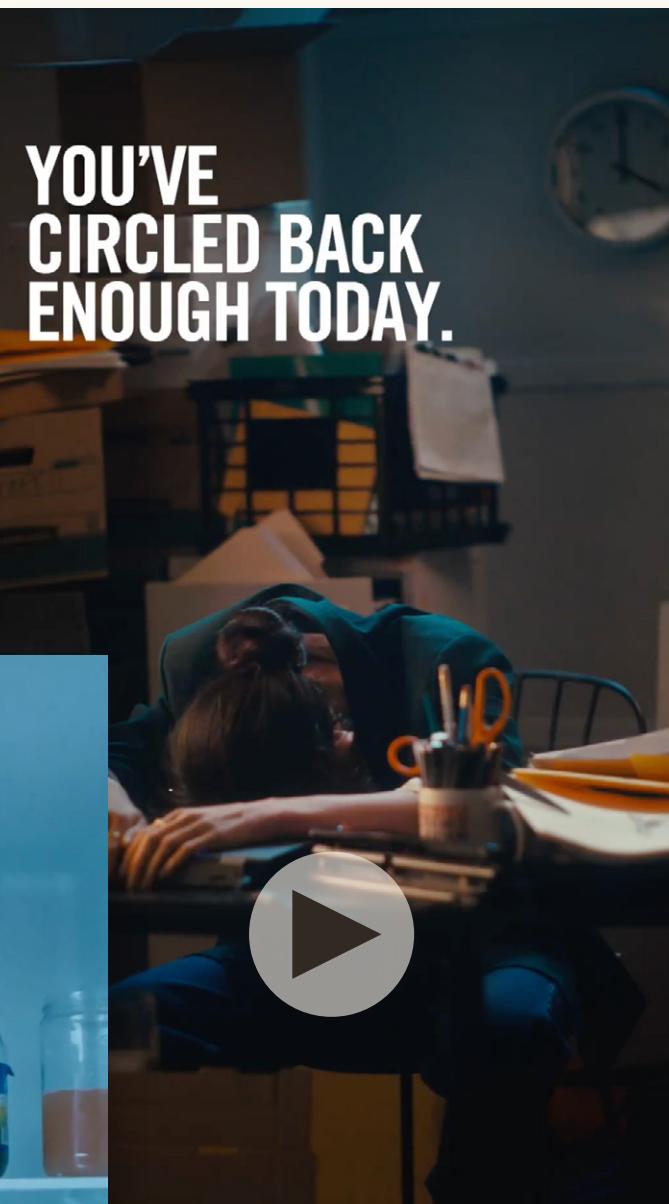
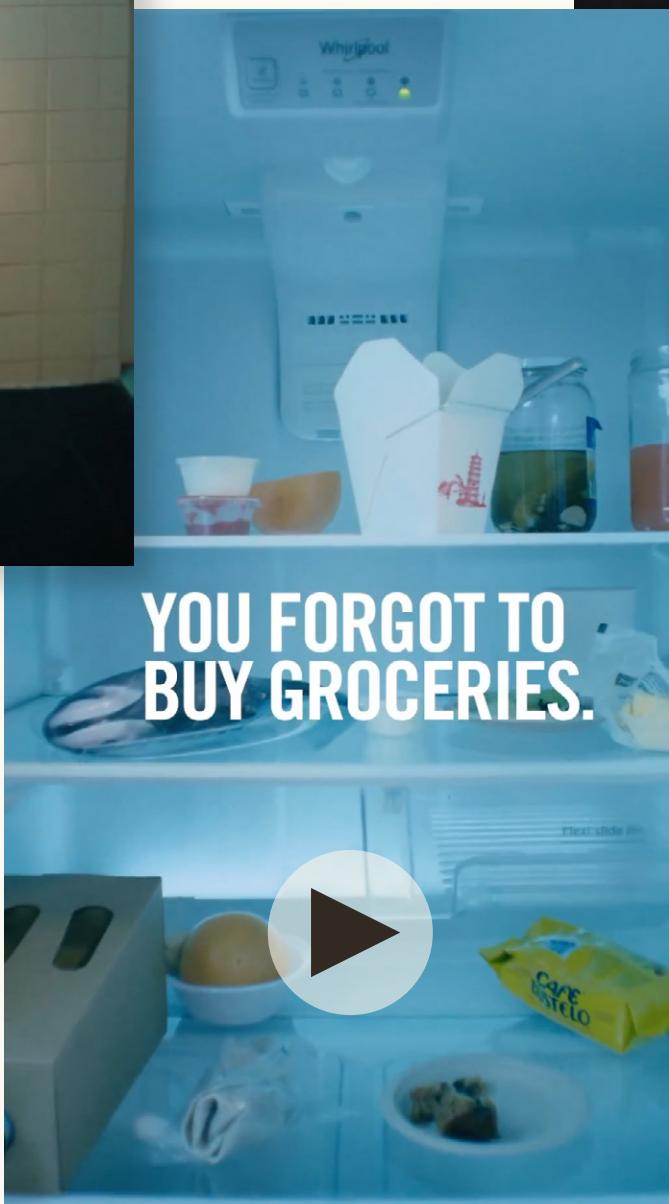
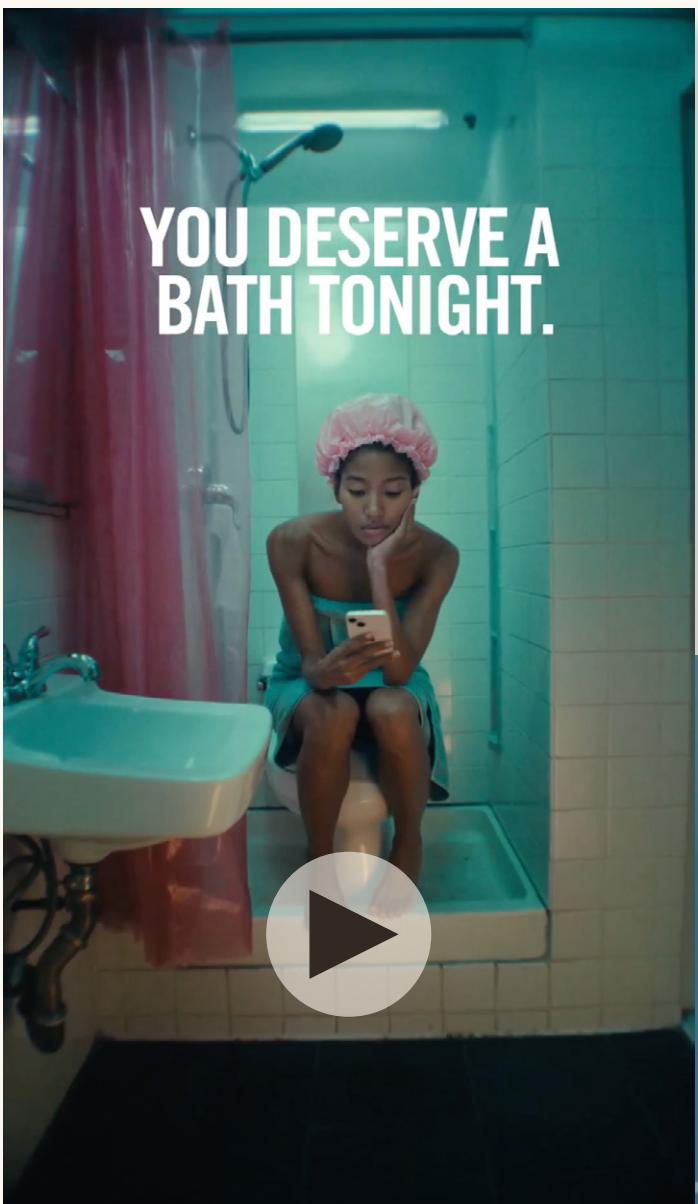
One Night Standard:

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.



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.



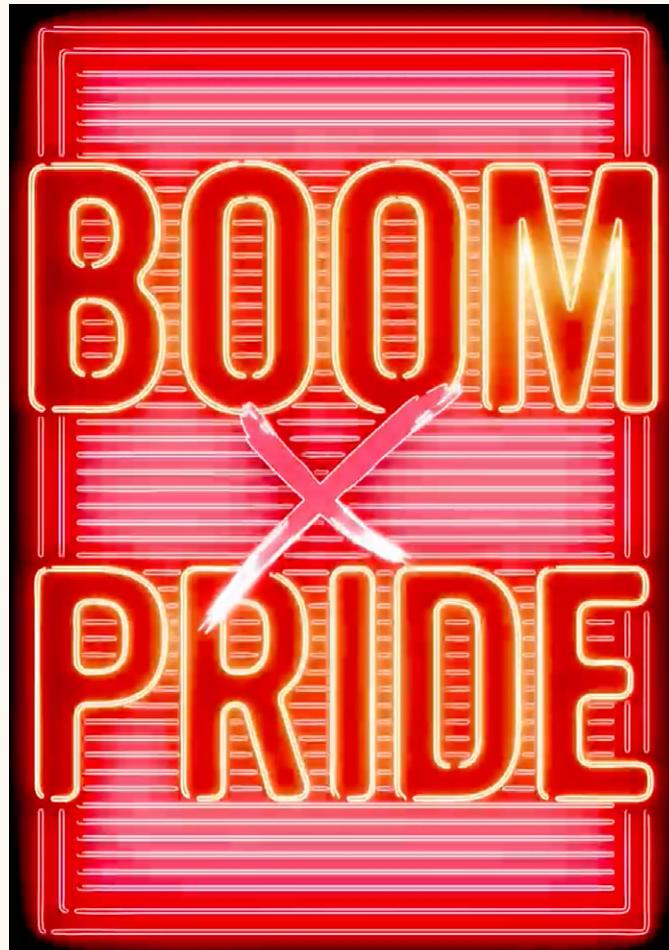
MOTION GRAPHICS

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).

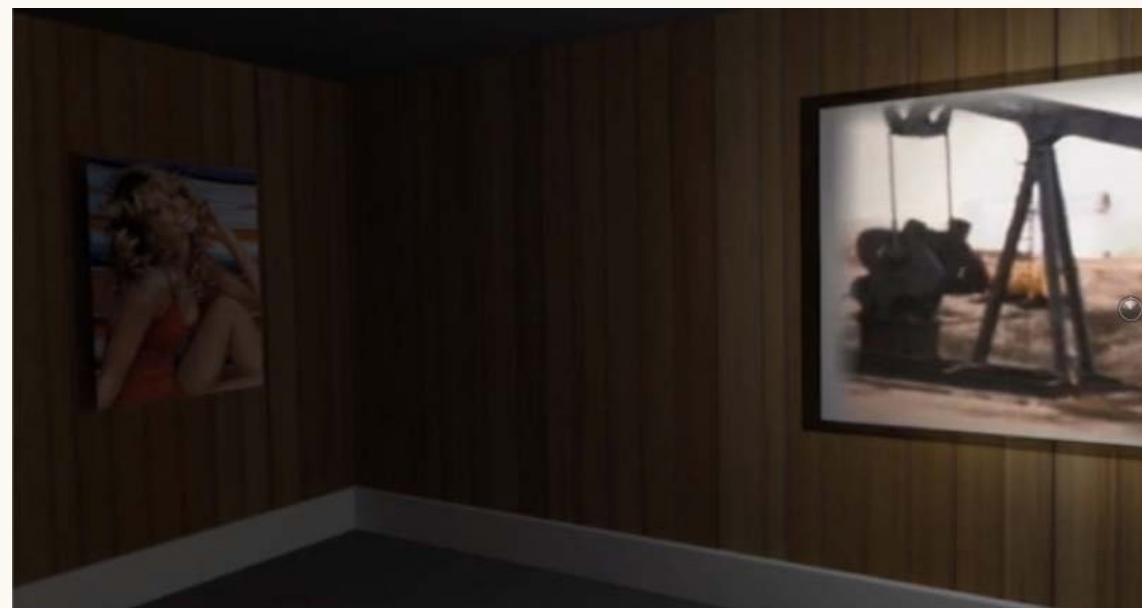
[Link](#)



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.

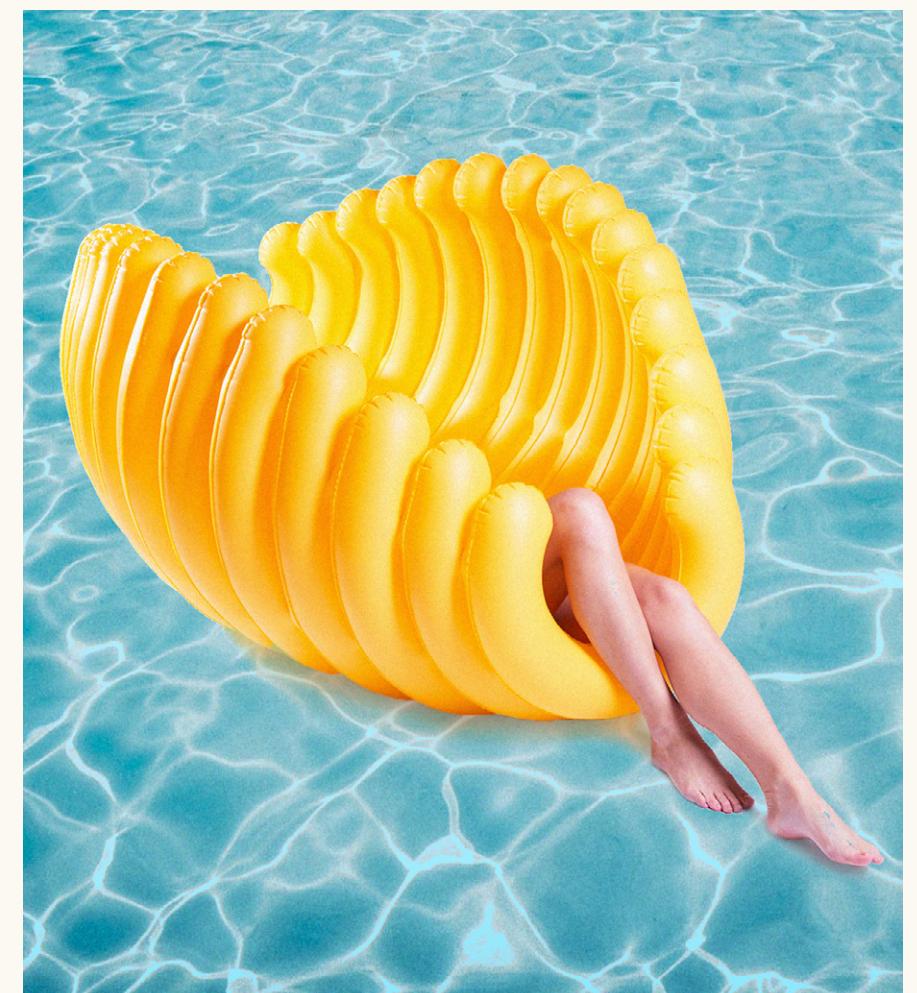
The inflatable shapes are inspired by familiar Italian culinary forms: macaroni, shells, farfalle, rigatoni, lasagna, tortellini, and ravioli, that feel right at home in a “pot” of water. Designed to be lounged on, each design translates its pasta inspiration into an “Emoji-fied” form.

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.



shopthestandard.com

jumbo.nyc



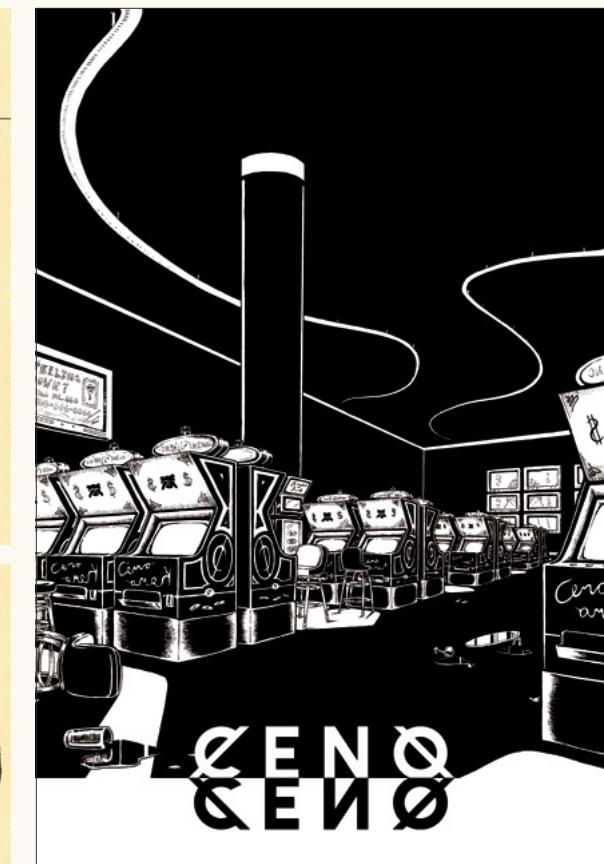
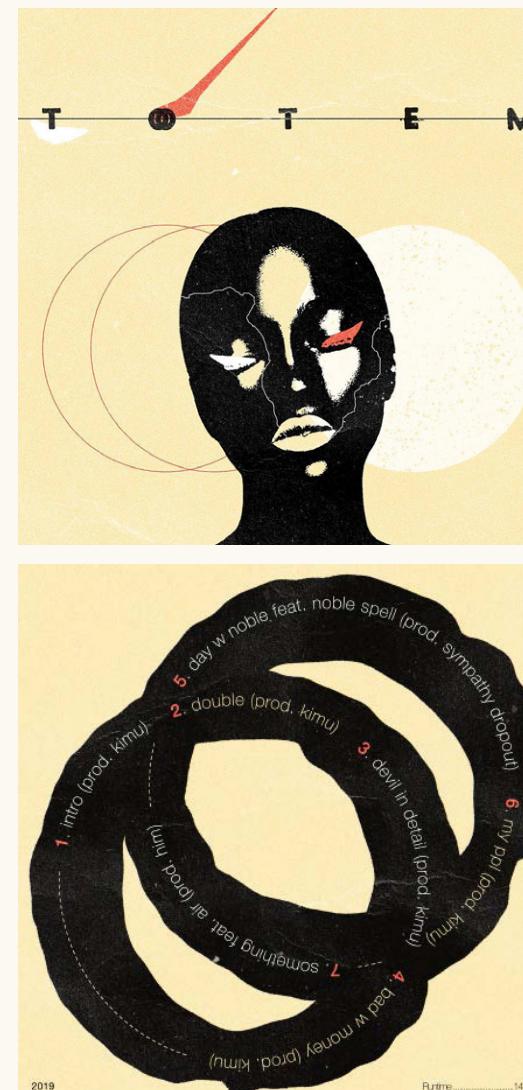
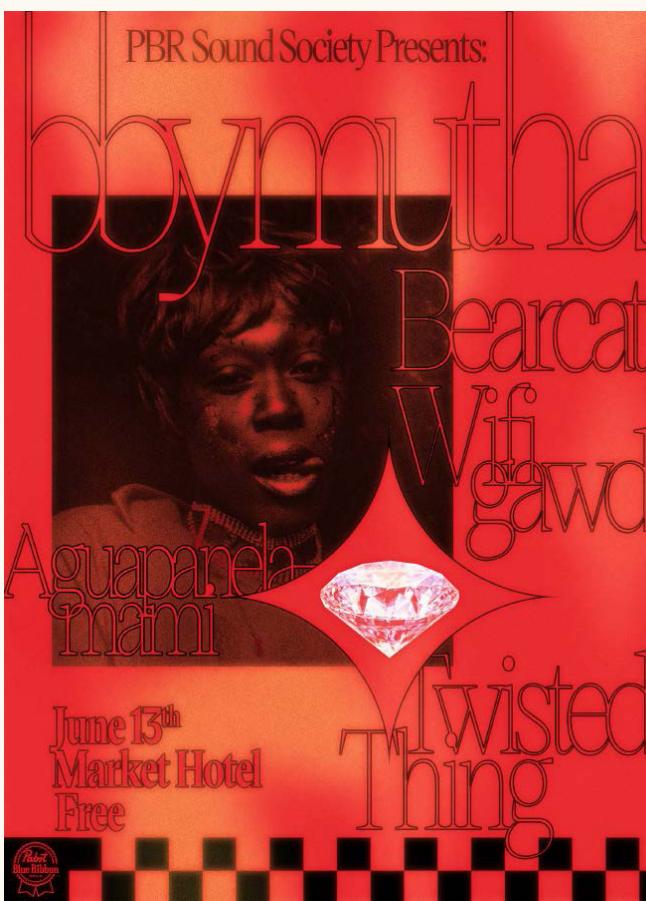
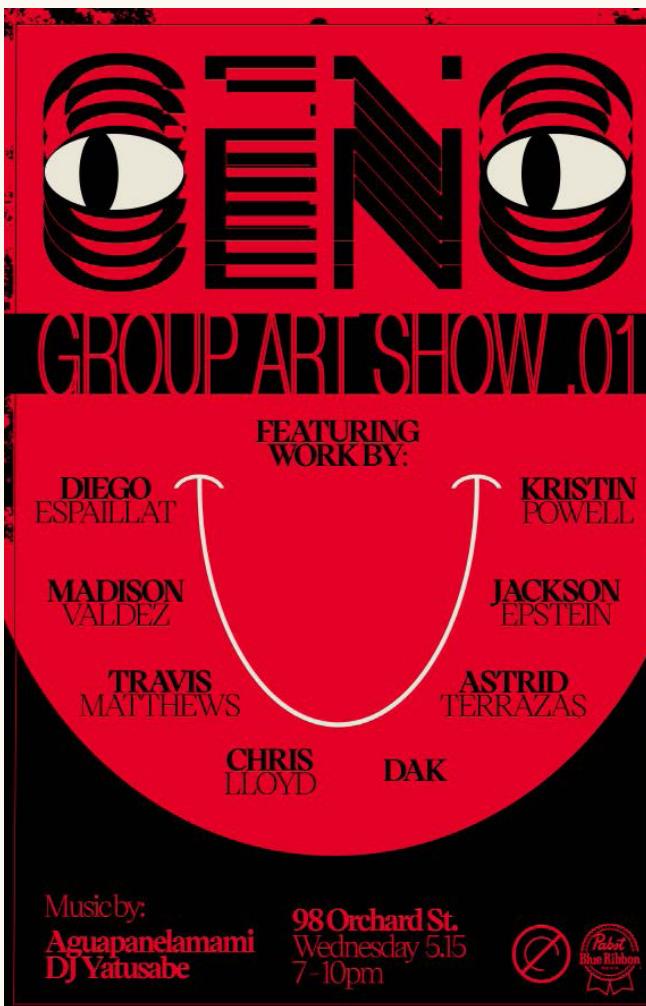
ILLUSTRATION

Misc.

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

2015 – 2021

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)]

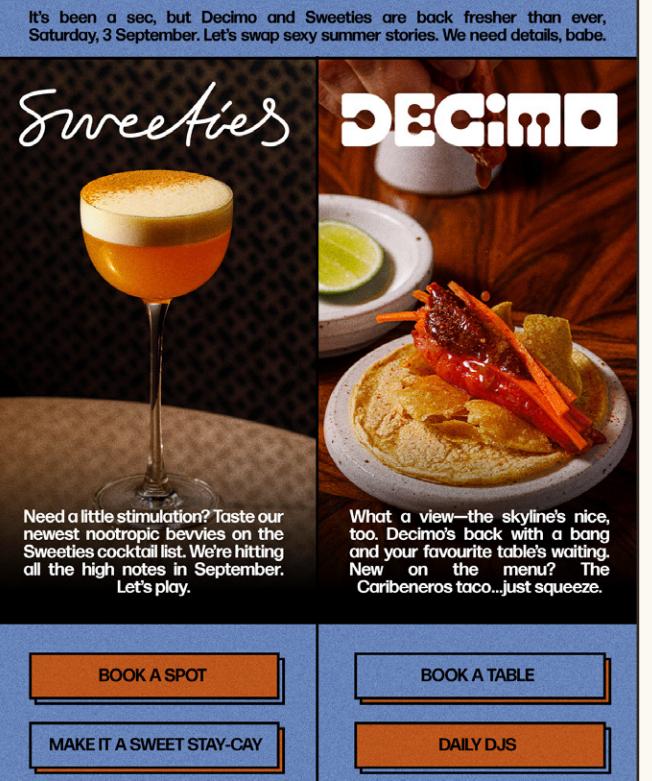
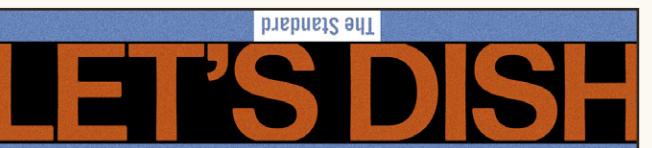
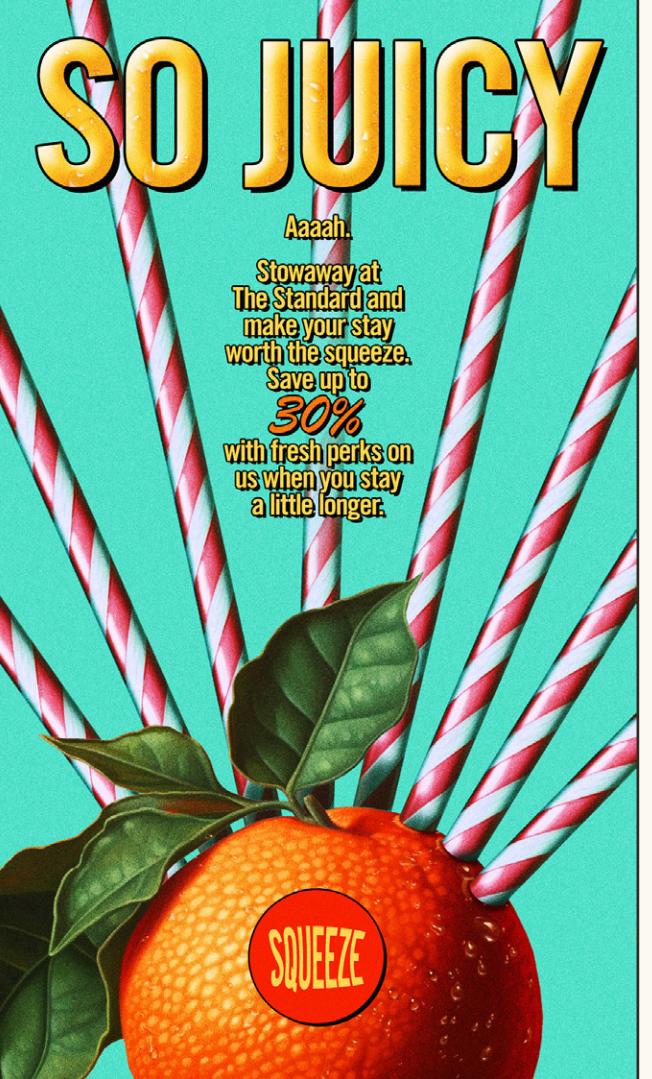
GRAPHIC DESIGN

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



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.



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



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

