

Hi. I illustrate. I design. I photoshop. I develop. I write. I film. I make art and I make websites.

I'm jack of all trades. Some may say a master of none, but it is my experience in every one of these mediums that causes me to take a holistic approach to my work, putting all the bits and pieces that I've learned into a single project. It may not be entirely unique, and I do sometimes show my influences, but regardless of what I make, I stay true to what I'm about and will be meticulous about the quality of the product. My art is merely what I have to say, whether it be a personal insight or an interesting aesthetic showcase.

My design sense is something of an enigma even to myself. I just tend to be very flexible when it comes to what I'm able to create. One moment I may be inclined to a world of messy lines and dramatic figures cast in loud colors and the next a subdued grey with minimal elements and a lot of space. The only rule is that the purpose behind the piece is not lost, whether it be the information and functionality of a website or the message behind a visual. I do like making sharp stylistic choices though, but anything that is undertaken has to add to the project and not detract from it. Things like a large set piece which the rest of a scene is framed around or a heightened presence of empty space make the project memorable and interesting. There has to be a hierarchy of what is important and what isn't. Given something that is meant to be purely accessible, focus should not be paid to how beautiful you can make the graphics. In this case, the important things are now ease of navigation, clarity, and simplicity without sacrificing the work's sense of self. It's only that what makes it distinct has to come from somewhere other than complexity. Attention to the important things should be distributed accordingly, and the result is something that knows what it wants to be. The result is art.