



**ALEXANDRIA  
WEINFURTER**

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# MOHAWK SUPERFINE PAPER PROMOTION

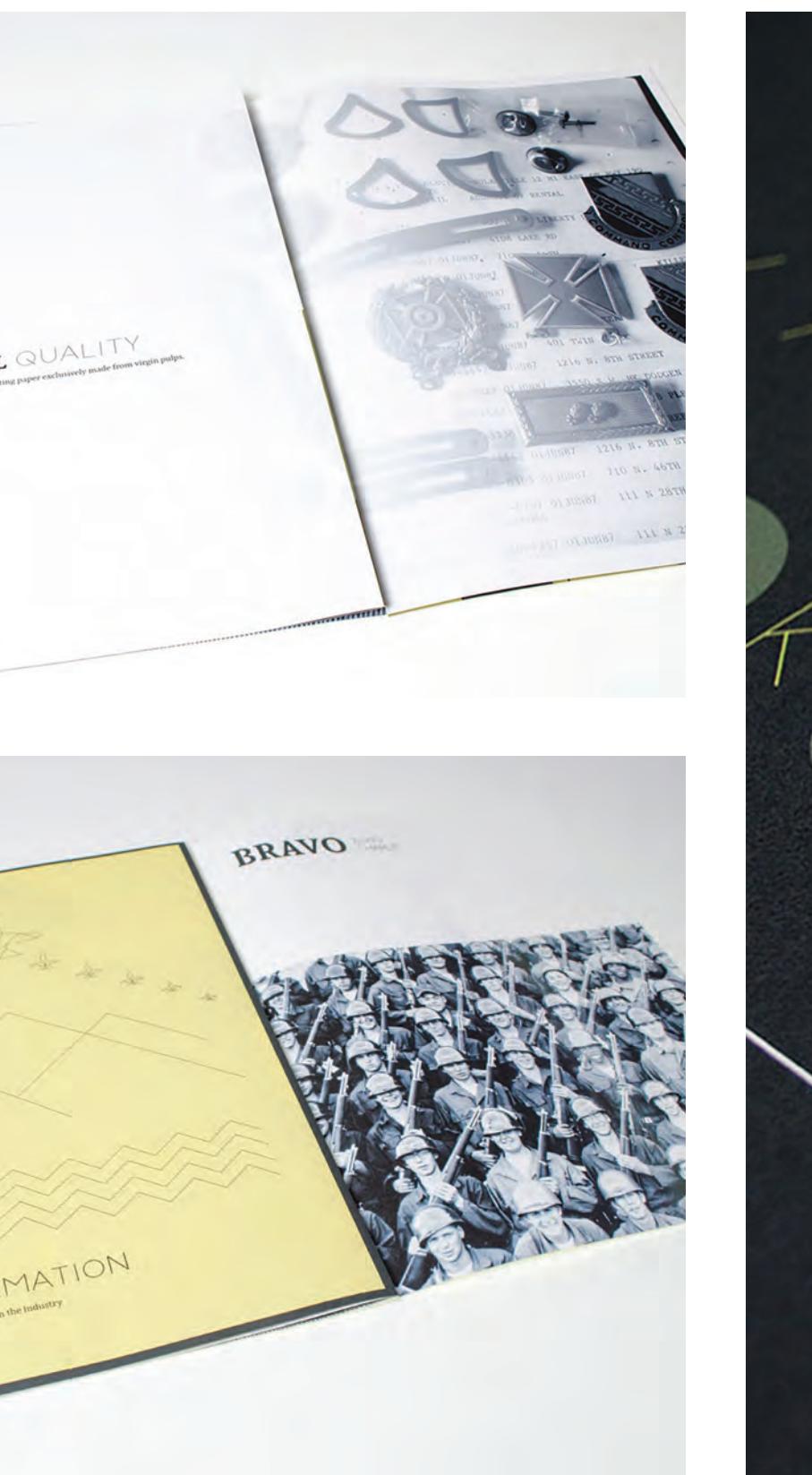
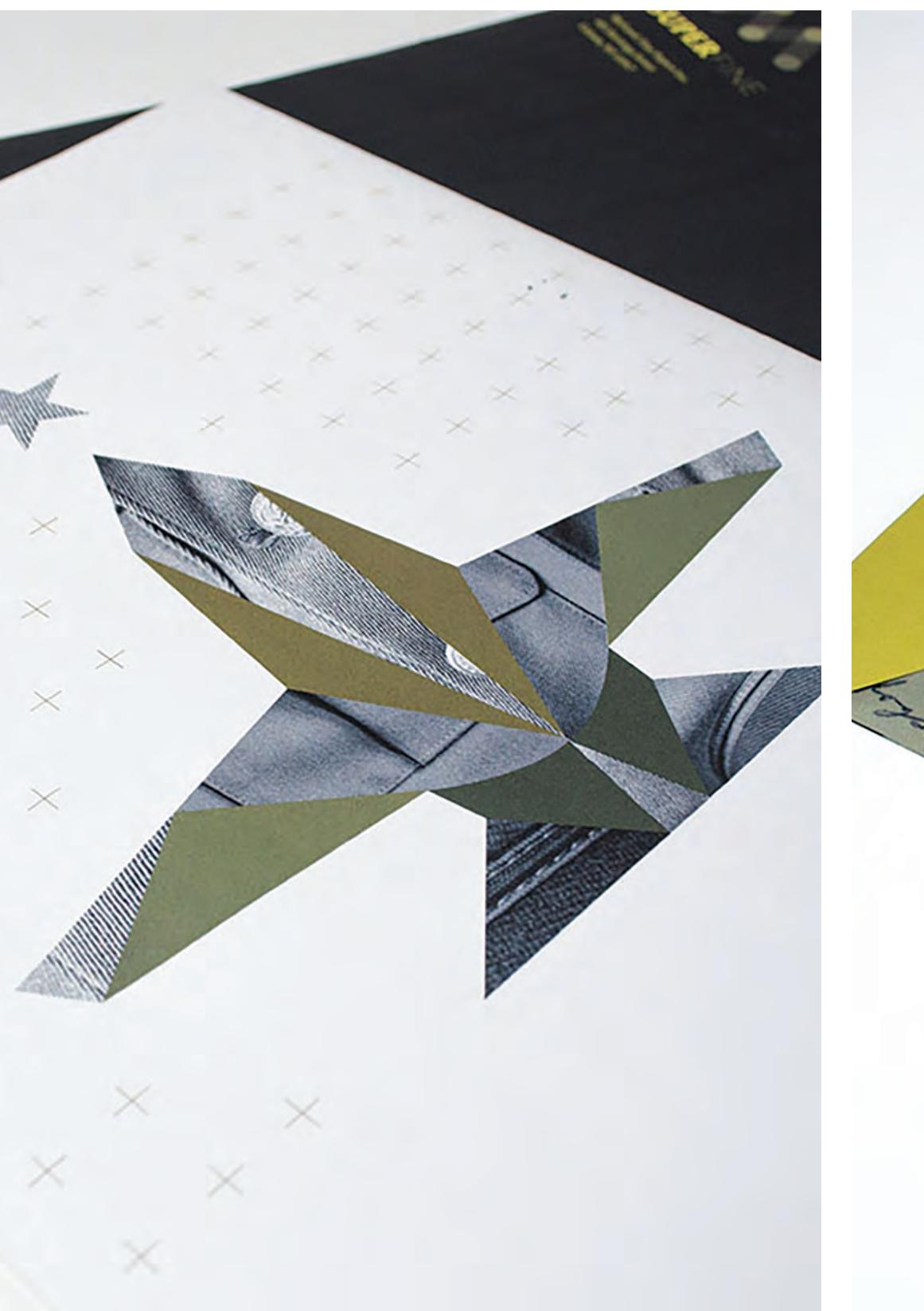
Mohawk Superfine Paper is one of the finest printing papers made today in the U.S. No other paper has the same reputation for quality, consistency and uniformity. Fall In paper promotion is inspired by its nation's militant forces. A military that thrives off consistency and demonstrates precise uniformity. Through a visual narrative focused on superb formation, lush tactility, archival quality and timeless appeal, Fall In is commemorating the inspiring formations of the U.S. military.

*campaign, print, layout, direct mail, illustration, photography, copywriting*



## FALL IN





## WHISTLE STOP WINERY

Whistle Stop Winery captures the heart and passion of anyone with a hobby. For its founders, it's making wine for the spirit of pure enjoyment and sharing that joy with others. Inspired by trains blowing past beside the countryside of their peaceful, rustic home and the experimental, spontaneous effort that is their process, Whistle Stop Winery is a flourishing new brand of handmade fruit-based wines ready to stop you in your tracks for their refreshingly high quality, local taste hard to match anywhere else.

identity, branding, hand lettering, illustration, typography, print collateral



## KING PREMIUM CONDOMS

KING Premium Condoms are made for the man who's destined for greatness. Designed for only a man born of confidence, strength and a little glamour will be fit for a KING. Whether he be a young stallion on the throne or a man of many glorious conquests, KING's line of premium condoms will have him protected throughout his whole life with it's full line including Battle Cry, Luxury Plus and Glory Days condoms. Reign on!

branding, identity, packaging, system, pattern making, copywriting

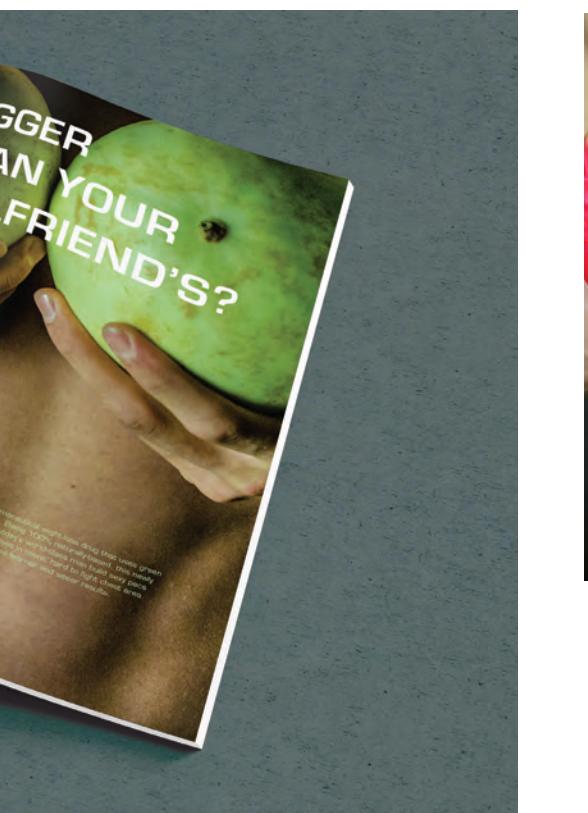




## BOOBTON ADVERTISING

Boobtone is powered by Xenadrine, a naturally-based pharmaceutical drug ready to transform the power of weight-loss on the male figure using green coffee extract to decrease cravings and build muscle mass. Boobtone is lighting a fire under 19-29 year old overweight males and asking them to decide if they're ready yet to transform their bodies for overall health and satisfaction through a direct and humorous voice its audience cannot ignore.

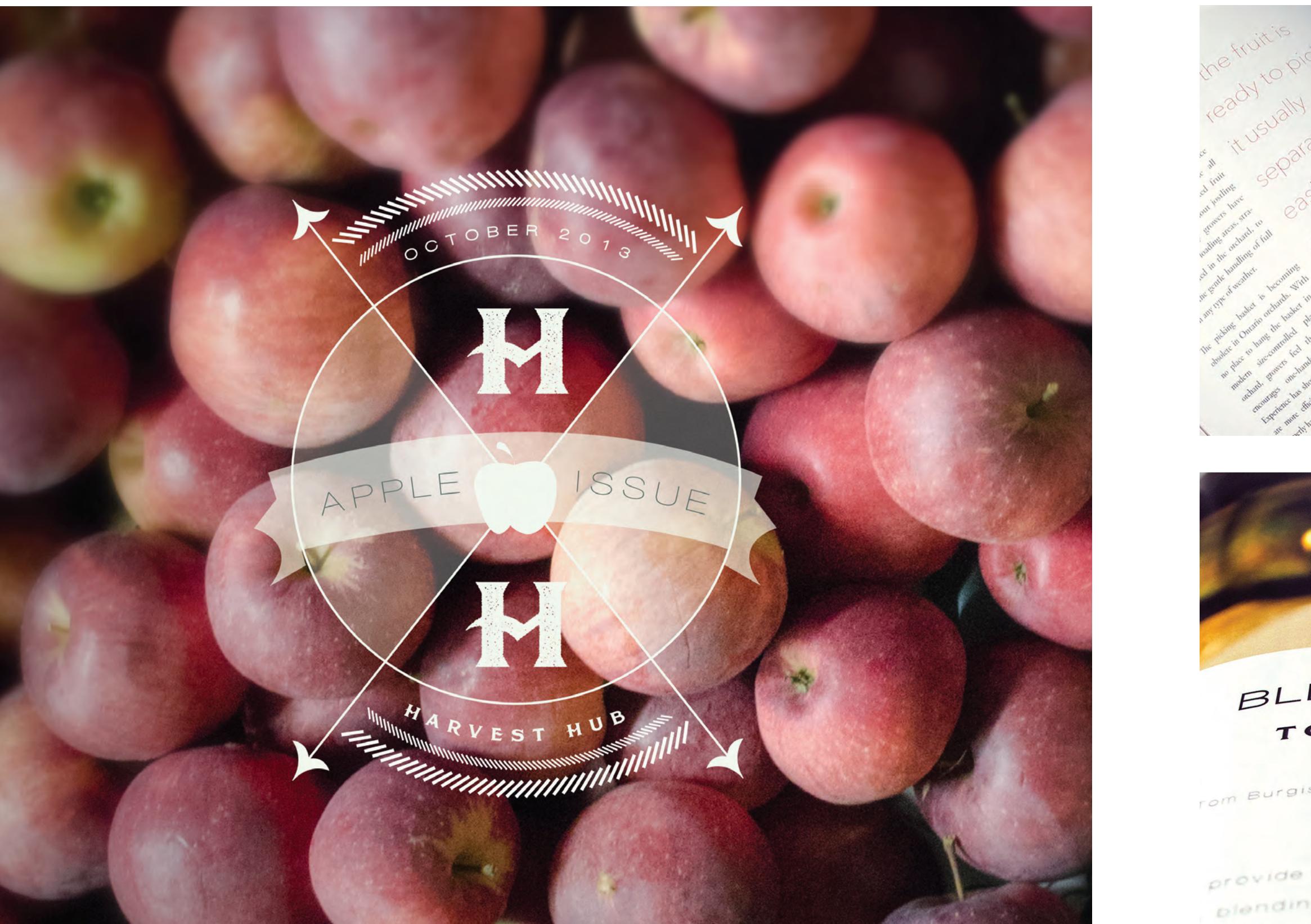
photography, advertising, branding, copywriting

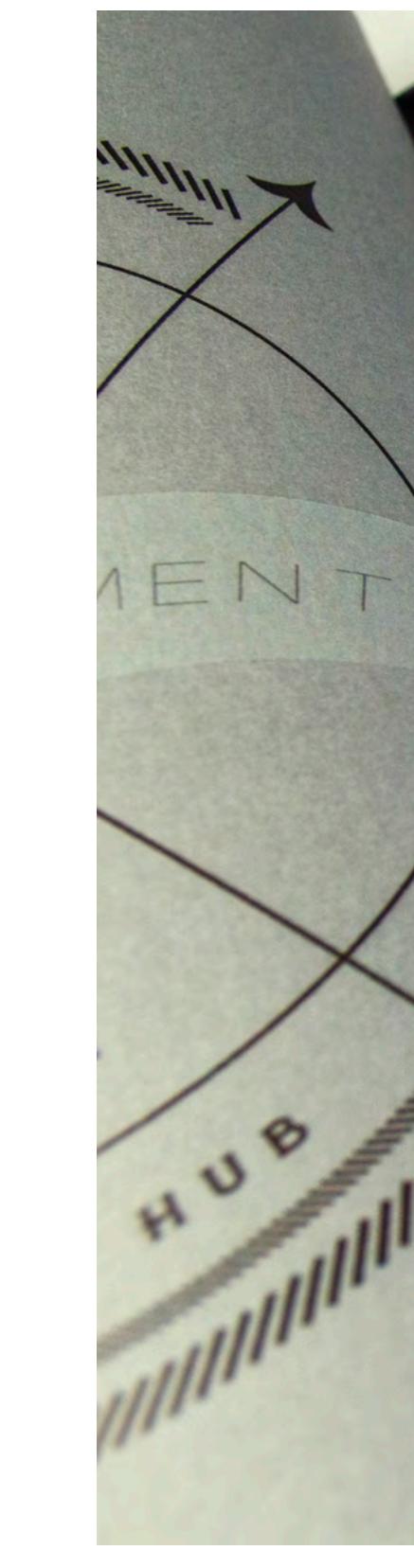
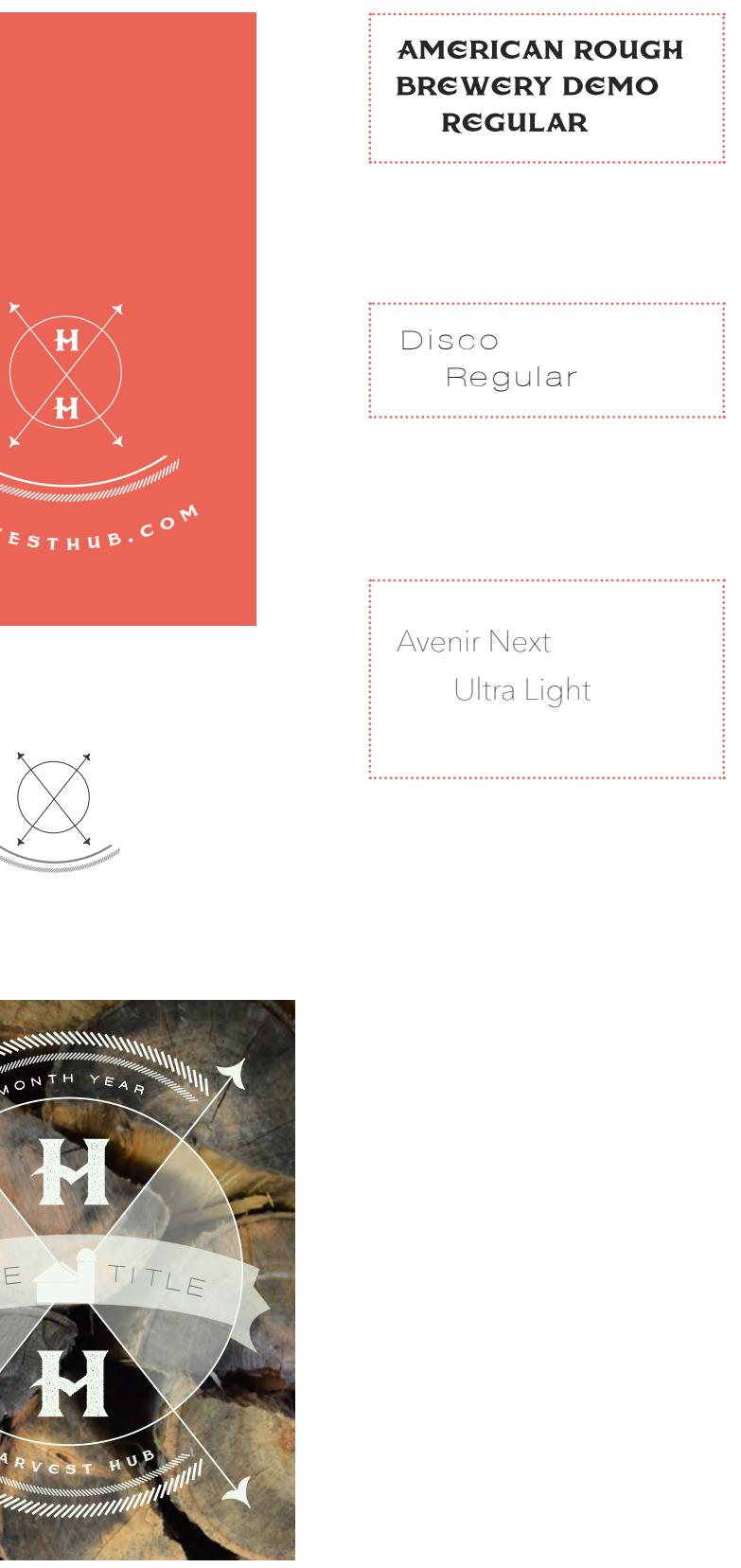
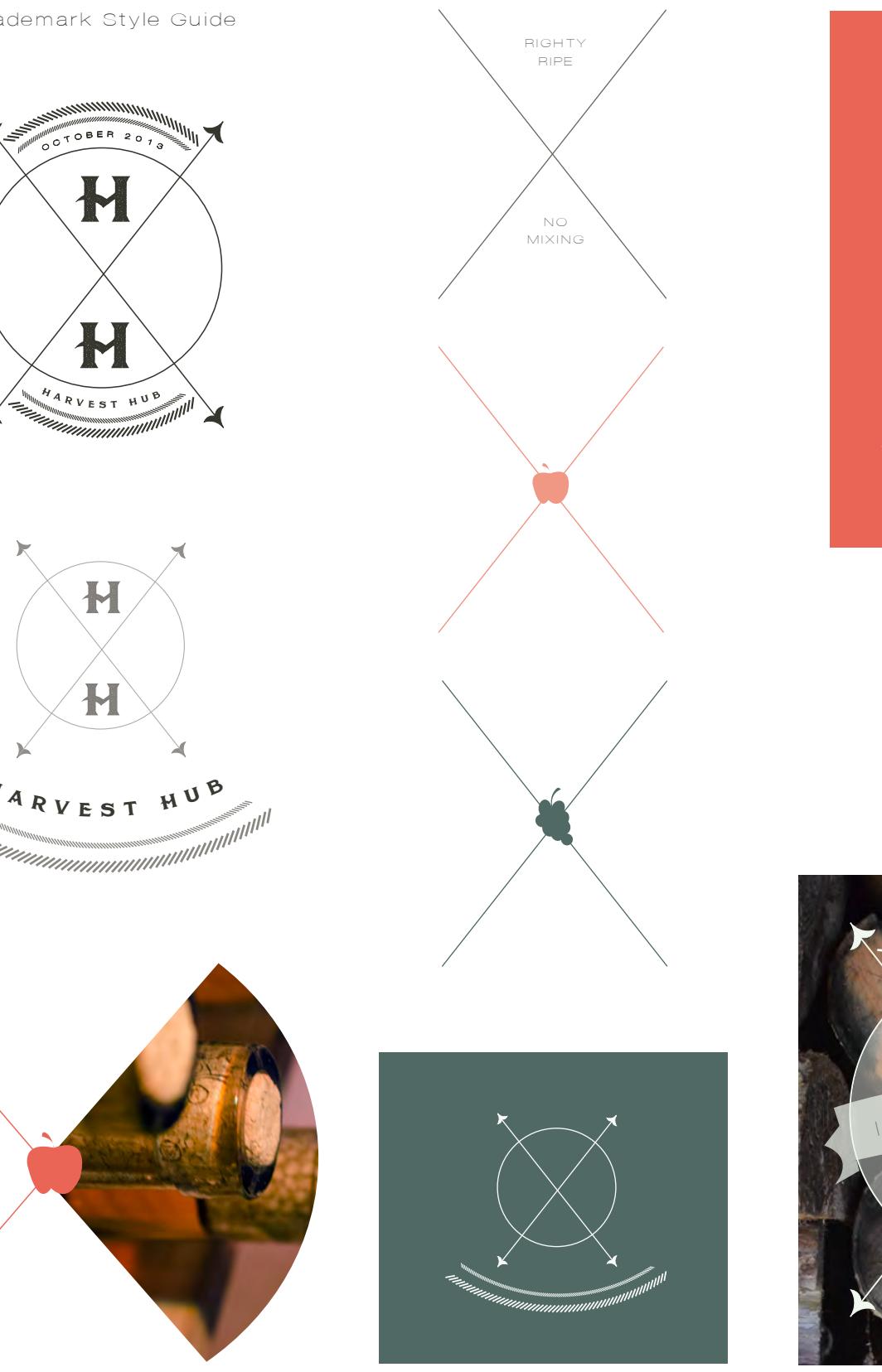


# HARVEST HUB

Harvest Hub is a magazine focused on replenishing the elegance of naturally harvested foods in a creative and sustainable atmosphere. Marketed towards a modern metropolitan woman who is connected to the earth and inspired by the simplicity of organic foods and a healthy diet. Harvest Hub magazine is her guide to purchasing and processing foods that are inspirational to her lifestyle and add rustic pleasures of naturally harvested foods to her own table.

*style guide, identity, logo, layout, print, typography, photography*





## JERRY'S GARAGE

Jerry's Garage is open for business. A car collector and enthusiast in Iola, WI is here to show off his favorite automobiles through a new line of specialty beers for car enthusiasts alike. Each flavor of beer is named after one of his most treasured cars and are uniquely crafted to mimic the style of its make and model. Mae Stang Blonde Ale is inspired by his 1968 Ford Mustang Shelby, Jaggin' Jane is inspired by a 1959 Jaguar Mark IX and Bare Sadie is inspired by a 1960 Mercedes Benz 190SL.

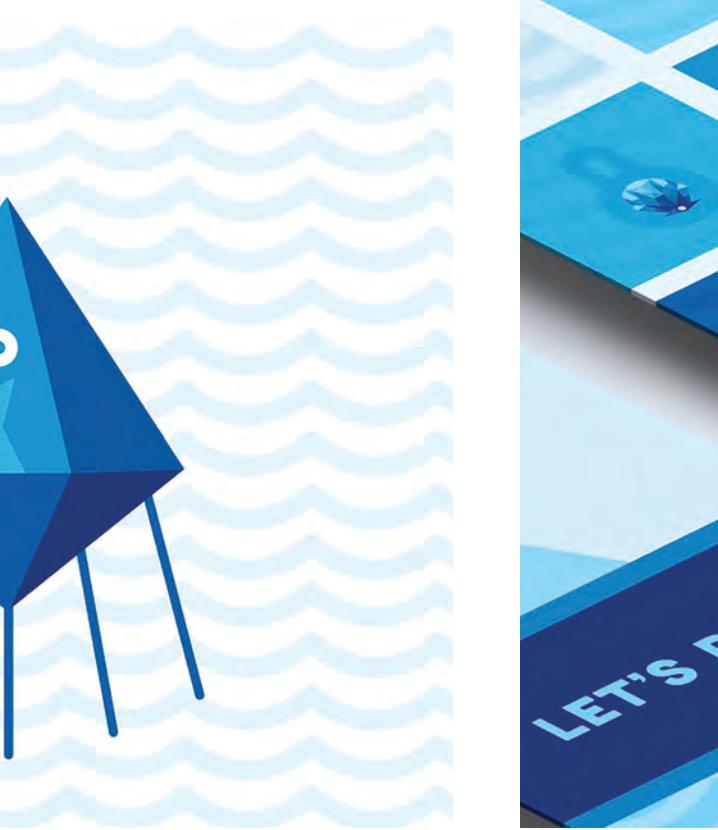
branding, packaging, identity, illustration, system, copywriting

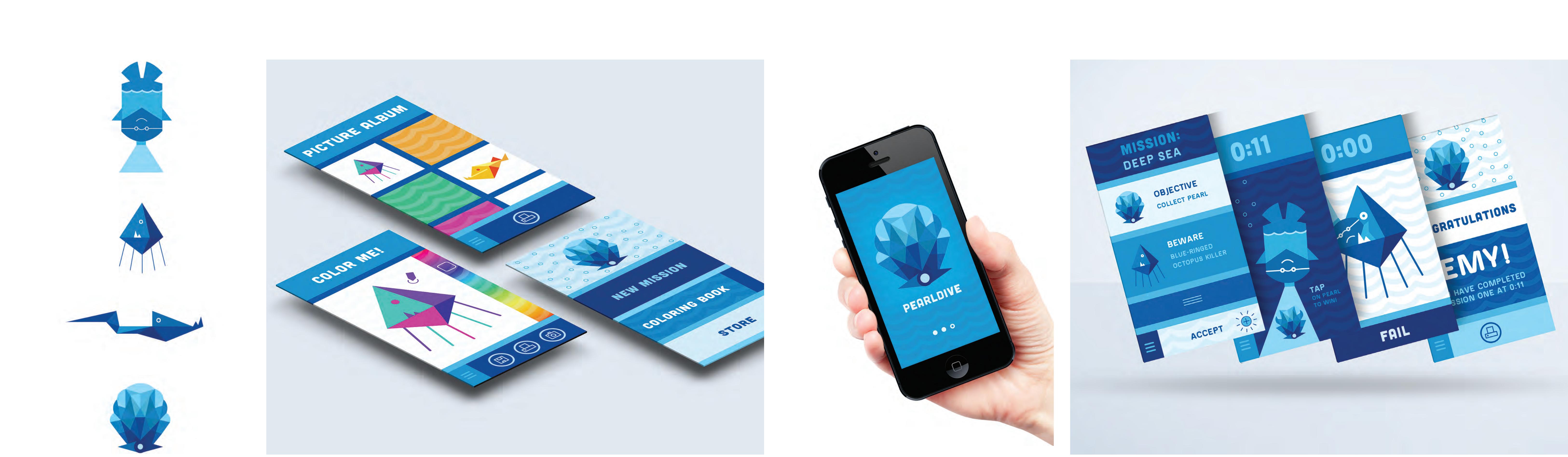


## PEARLDIVE APP

This newly released app is an underwater adventure game. PearlDive is focused on reviving the excitement, adventure and risk of diving for pearls for the modern player. Simplistic design with unsuspected thrills will keep users enjoying the rush of diving in the water in hopes of finding their hidden pearl. One must be able to fight off underwater predators such as sharks and jelly fish and survive against the deep depths of the ocean. Securing a pearl unlocks new levels of complexity at new pearl diving locations.

mobile, UX, UI, app design, identity, logo





## FLOUR CUP

Flour Cup was designed as an entry in the 2015 48 Hour RePack package design competition between myself and designer, Sara Miyanaka. We were given 48 hours to learn about an existing product, then design, fabricate and submit a video rational of the product. We were graded on presentation, responsible use of materials, improved functionality, creativity & originality, emotional connection and practicality.

The convenience of pre-measured flour makes ingredient shopping easier for newcomers to the grocery aisles who don't have a need for large quantities of flour. The recyclable, newly engineered package is designed for instant results. Flour Cup is a fun, accessible, friendly product for those who want to explore creativity in the kitchen without the pressure of being a master chef.

packaging, prototyping, branding, marketing, UX, collaborative



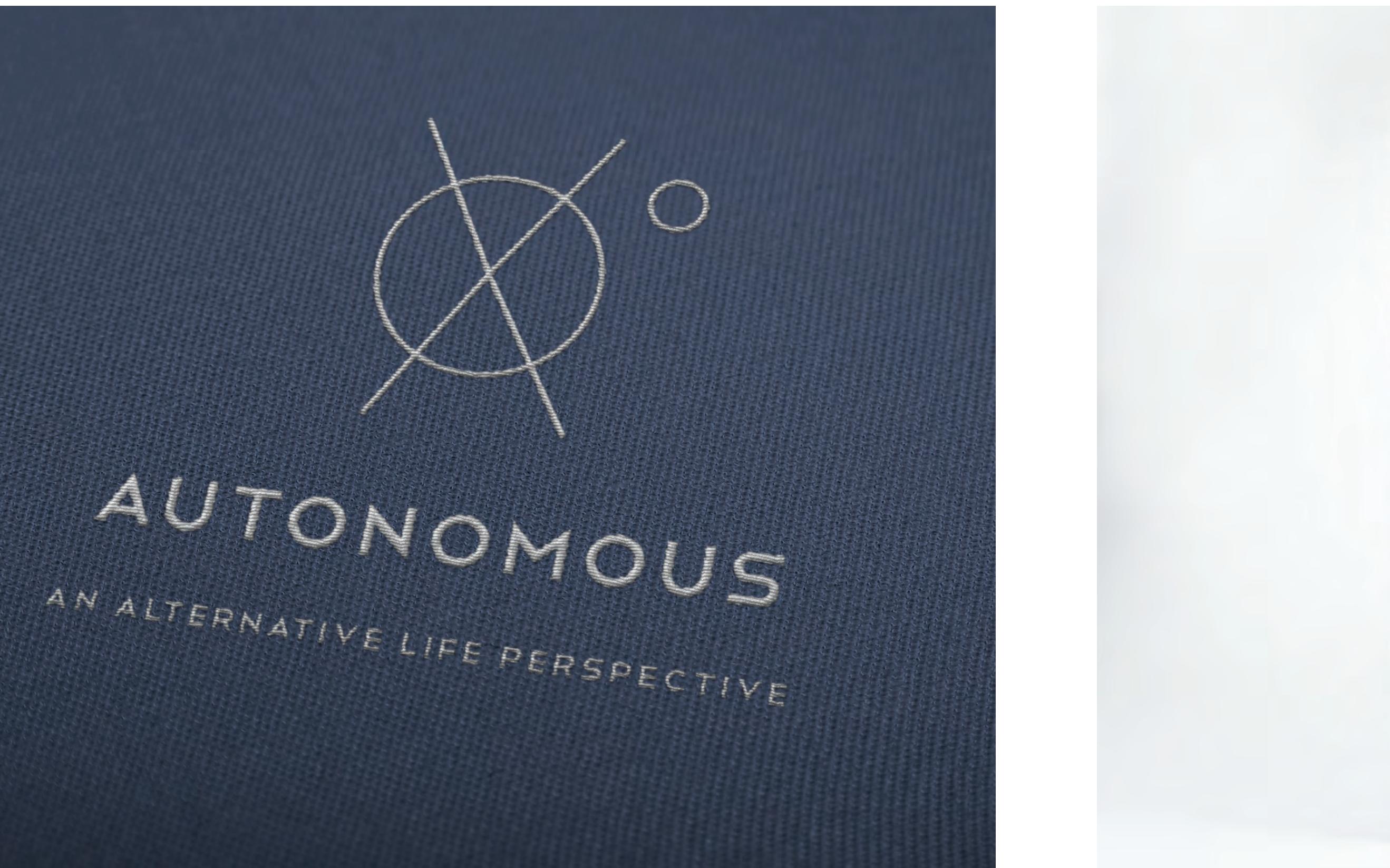
#instaflour  
social media

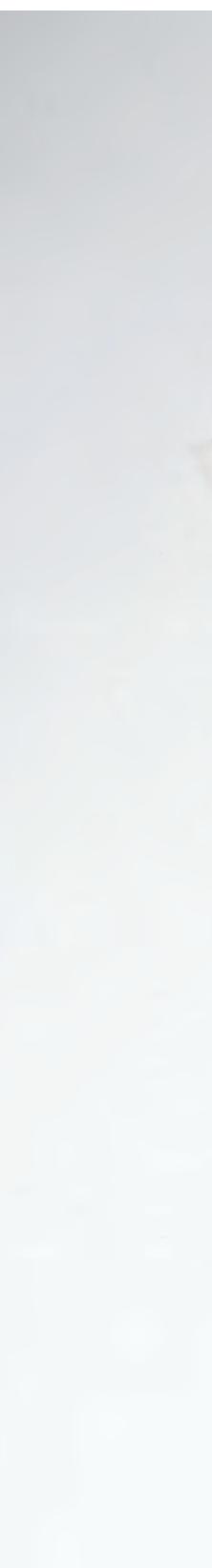
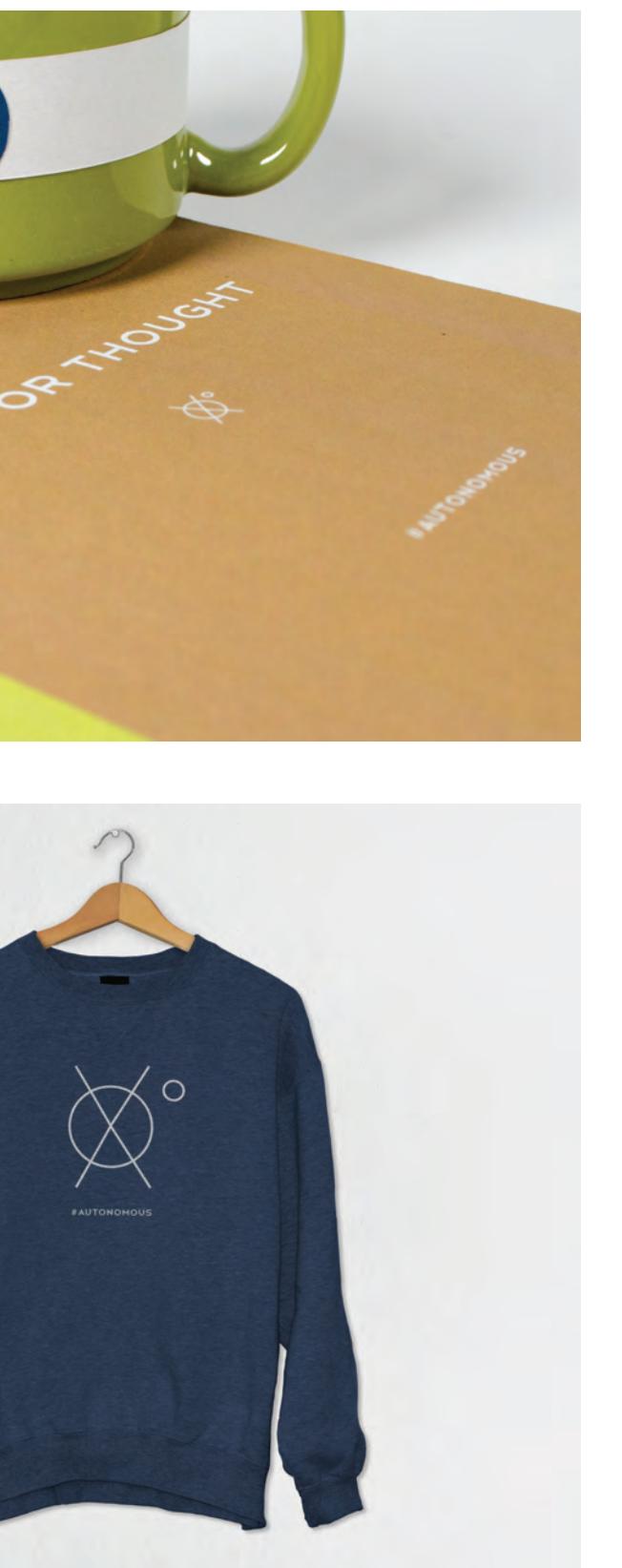


## AUTONOMOUS

Many young people are quite susceptible to the mainstream of culture without realizing the power they have in themselves, the power to be autonomous. This tool kit's purpose is for young people to creatively assess their current goals, lifestyle, habits, values and perceptions through a hands-on challenge deck of daily tasks prompting the need for out of the box thinking and exposure to new experiences. Each kit's cards are different and encourage social media propaganda, journal reflection and include a poster to stay inspired along the journey.

branding, packaging, print, logo, identity, copywriting

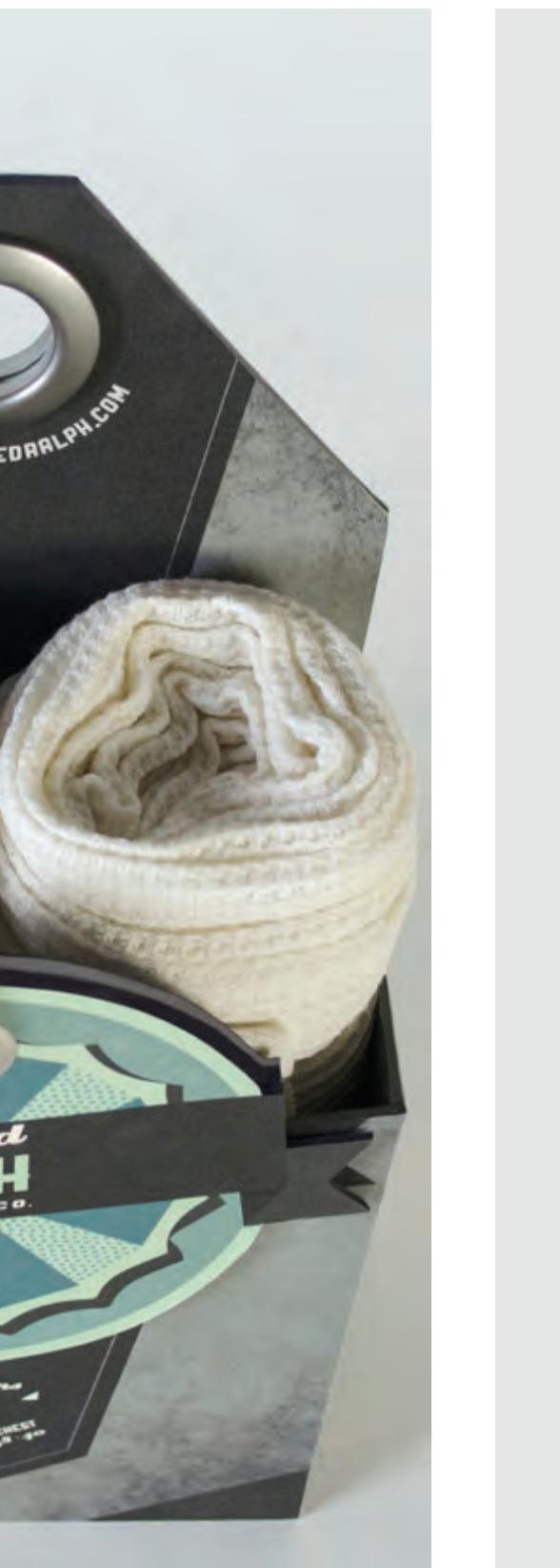


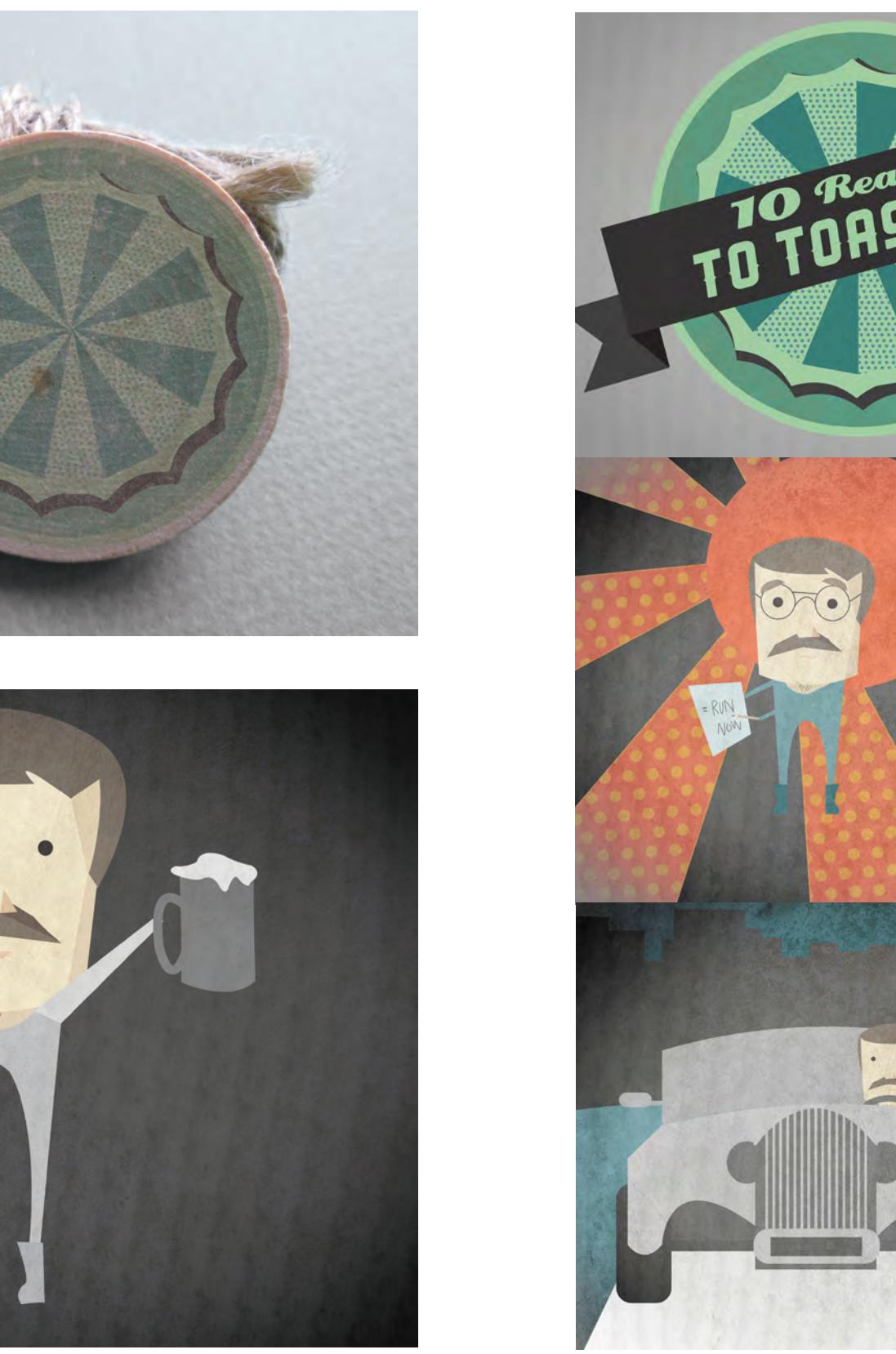


## RUGGED RALPH UNDERWEAR

Being a fictitiously daring man who heroically captures a young male audience, Rugged Ralph is on a mission to bring mens mundane and ordinary long underwear into the extraordinary. His humorous adventures and day-to-day absurdity create a love and admiration for his character and a feeling of pride from his followers. When a pair of long underwear by Rugged Ralph is worn, the future only knows what adventure you and Ralph will be on next.

illustration, marketing, storyboarding, branding, packaging, UX/UI, copywriting



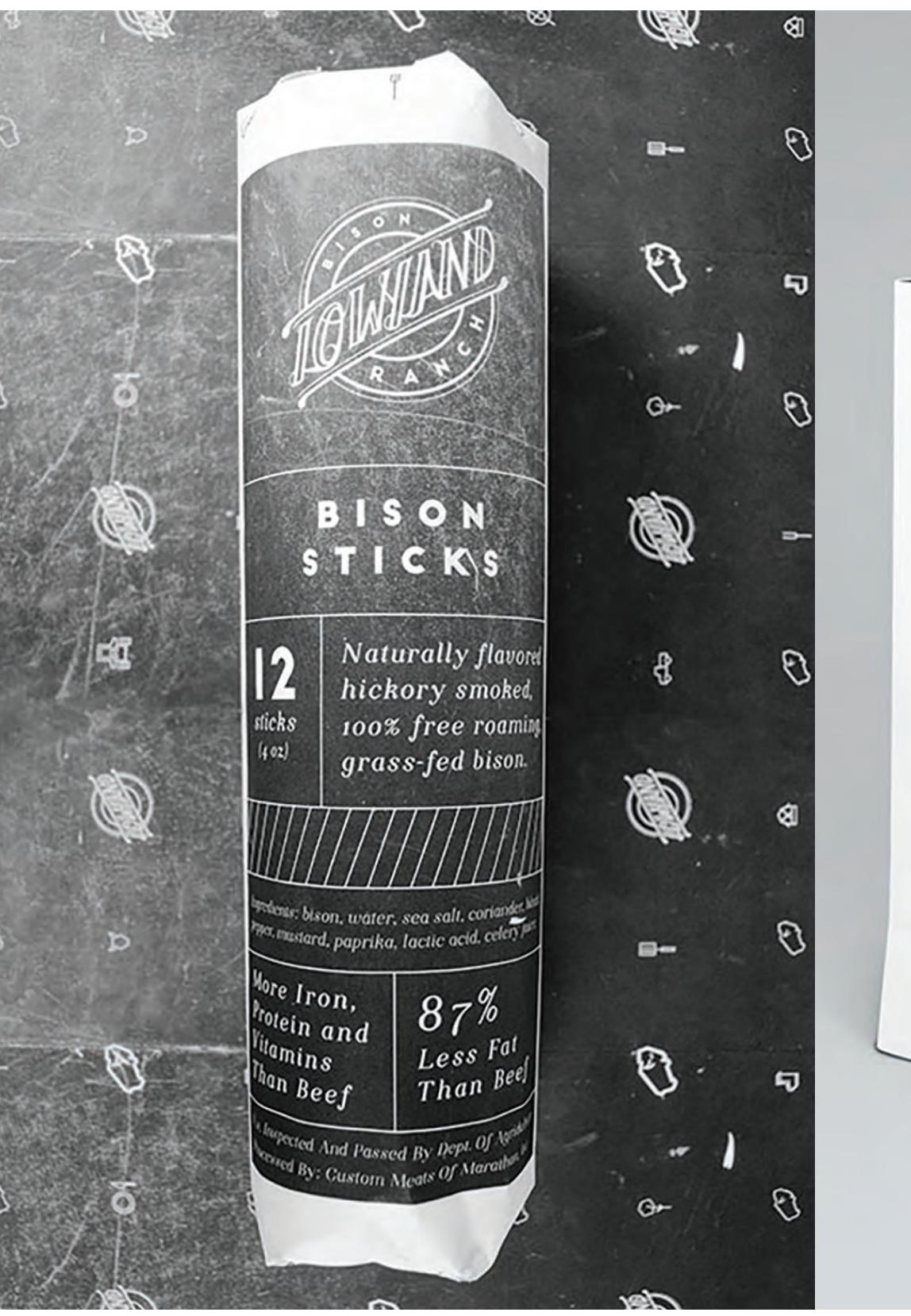


# LOWLAND BISON RANCH

Lowland Bison Ranch is an expanding franchise focused on engaging new markets of health conscious folks who enjoy an avant-garde burger that is backed by sustainable practices. Lowland's grass-fed, free roaming, hormone free bison are transcending other meats by having 87% less fat than beef and higher protein and iron levels all while containing an unparalleled flavor. The premium cut delicacies of Lowland Bison Ranch are the talk of the dinner party, the new flavor on the street, and are backed up with the strength of a 1200 pound animal. We're talking 100% bison.

branding, systems, identity, packaging, UX, UI, web







THANK YOU