



PORTFOLIO///

DREW LAMOND / DRUZINE

GRAPHIC DESIGNER

CREATIVE SEMI-GENIUS.

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- MY PROFILE

 - MY WORK EXPERIENCE

 - PORTFOLIO AND WORK

 - CONTACT ME!





+00. TABLE OF CONTENTS///

WELCOME AND INTRODUCTION	05
ABOUT ME AND MY PERSON	06
MY SKILLS	07
MY JOURNEY	08
WORKS AND PROJECTS	10
THANK YOU AND CONTACT	24

"THE COSMOS IS WITHIN US. WE ARE MADE OF STAR-STUFF. WE ARE A WAY FOR THE UNIVERSE TO KNOW ITSELF."

- CARL SAGAN

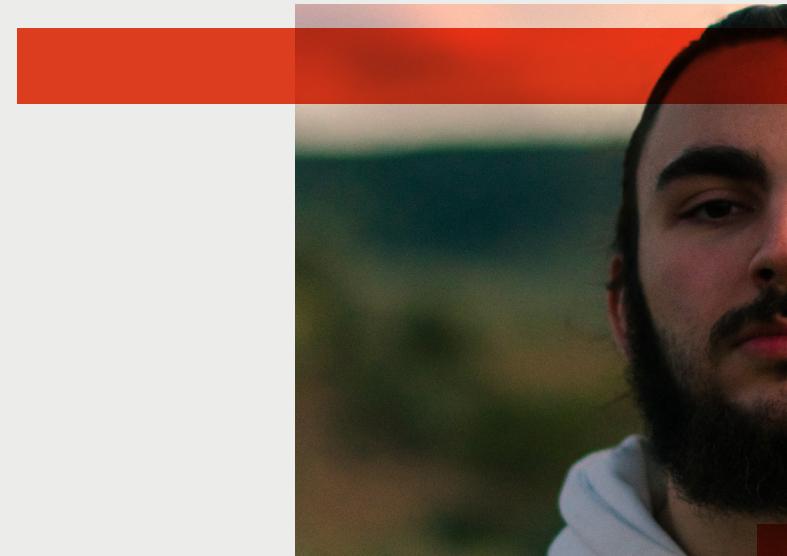


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- MY PROFILE AND CV

 - MY JOURNEY

 - PROJECTS AND WORKS

 - CONTACT ME



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WELCOME TO MY PORTFOLIO///



INTRODUCTION

WELCOME TO MY PORTFOLIO. THIS BOOK IS MEANT TO GIVE YOU A GLIMPSE OF NOT JUST MY WORK, BUT ME AS A PERSON, BECAUSE YOU CAN'T UNDERSTAND ONE SIDE WITHOUT KNOWING THE OTHER. ENJOY.



"THE EARTH IS THE CRADLE OF HUMANITY, BUT MANKIND CANNOT STAY IN THE CRADLE FOREVER."

- KONSTANTIN TSIOLKOVSKY

+ 01. ABOUT ME //



"NEVER LIMIT YOURSELF
BECAUSE OF OTHERS' LIMITED
IMAGINATION; NEVER LIMIT
OTHERS BECAUSE OF YOUR
OWN LIMITED IMAGINATION."
- MAE JEMISON

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HI, I'M DREW. HERE'S A LITTLE ABOUT ME

MY NAME IS DREW. I'M A GRAPHIC DESIGNER WHO SPECIALIZES IN WORKING FOR MONEY...JUST KIDDING. KINDA. I HAVE BEEN IN DESIGN FOR 5 YEARS AND HAVE LOVED MOST OF IT, AS I DON'T LIKE THE ALL NIGHTERS OR CAFFEINE ADDICTION... KINDA. I AIM TO CREATE FUNCTIONAL AND COHESIVE SYSTEMS IN ANY AREA I WORK IN BECAUSE I BELIEVE IN USING DESIGN AS A LANGUAGE TO CONDENSE LARGER MESSAGES INTO VISUAL STORIES. THIS LOVE OF CREATING LARGE, CONNECTED SYSTEMS HAS LED ME TO BEGIN (ACTUALLY) SPECIALIZING IN BRANDING AND VISUAL IDENTITY.

SPACE IS PROBABLY MY SINGLE BIGGEST SOURCE OF INSPIRATION. I CONSTANTLY TRY TO CONNECT THE UNFOUND INFINITE POSSIBILITIES OUT THERE TO MY WORK, AND USE THIS AS PERSPECTIVE THROUGHOUT MY WORK. BECAUSE OF THIS CONSTANT REFERENCE TO SPACE FOR ME, IT'S AN INTEGRAL PART OF MY PERSONAL BRANDING AND VISUAL IDENTITY.

MY DESIGN PROCESS IS DEEPLY CONNECTED TO ME AS A PERSON. I LOVE TO LEARN, GROW, AND CHALLENGE MYSELF TO THE FULLEST IN MY PASSIONS. WHETHER IT BE VIDEO GAMES OR DESIGN, IM ALWAYS LOOKING TO COMPETE AND BE THE BEST ME I CAN BE. I USE DESIGN TO EXPRESS THESE DESIRES MORE DIRECTLY, AND THIS HAS DRIVEN ME TO DEDICATE MYSELF TO EVERY PROJECT I TAKE ON AND GO BEYOND JUST MAKING IT LOOK GOOD ENOUGH TO GET APPROVED. I TREAT EVERYTHING I CREATE AS A REPRESENTATION OF MYSELF, AND I HOLD MYSELF TO A HIGH STANDARD IN THIS FIELD BECAUSE I DON'T CONSIDER DESIGN MY CAREER BUT MY LIFE, AND I LOOK FOR THE BEST WAYS TO FULFILL MY LIFE EVERY DAY.

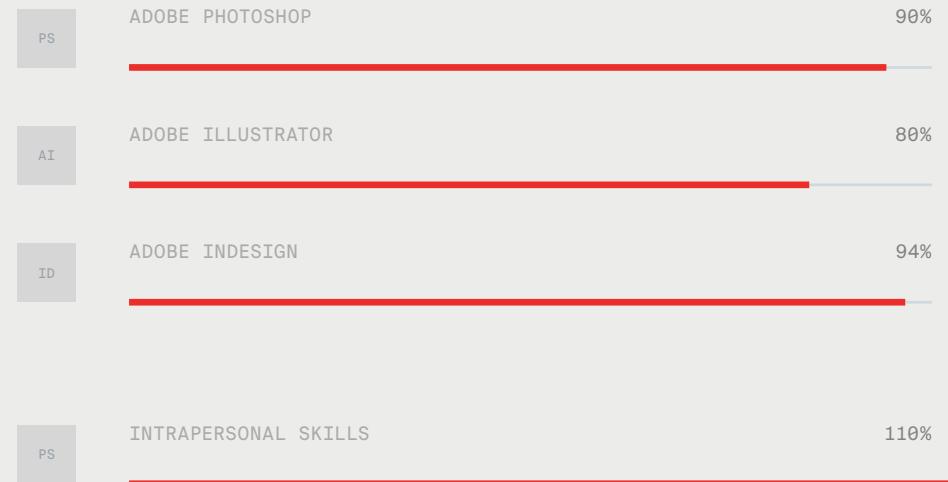
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MY WORK SKILLS///

WHAT YOU CAN EXPECT...

I AM EXTREMELY PROFICIENT IN THE ADOBE PROGRAMS PHOTOSHOP AND ILLUSTRATOR, AND CAN HANDLE MY OWN WITHIN INDESIGN, BUT I AM CURRENTLY WORKING TO GET AS EFFICIENT IN THAT AS THE REST.

- MY INTRAPERSONAL SKILLS ARE SOME OF MY STRONGER QUALITIES BECAUSE I BRING A LOT TO THE TABLE WITH MY WILLINGNESS AND DESIRE TO UNDERSTAND PEOPLE AND THOSE I WORK WITH.
- I DON'T JUST WANT TO WORK WITH PEOPLE, I WANT TO CONNECT WITH THOSE I MEET IN MY JOURNEY SO I CAN BETTER PROVIDE THEM WITH SOLUTIONS THEY REALLY WANT, OR BETTER HELP MY COLLEAGUES IN WHATEVER WE ARE WORKING ON TOGETHER. I'M ALSO GOOD AT THINKING AND TALKING. ME FUNNY TOO.



+ 03. MY JOURNEY///

2017

MADE A LOGO FOR A FAMILY
FRIEND, THIS IS WHERE MY
JOURNEY REALLY BEGAN

FIRST LOGO
MAY 2017

CONTRACTED GRAPHIC DESIGNER
JUNE 2017 - PRESENT

BEGAN WORKING FOR AN ONLINE STORE
OWNED BY THE THREE STOOGES, A LEGACY
BRAND KNOWN FOR 85 YEARS, AS A
CONTRACTED GRAPHIC DESIGNER

2017



2017

THIS IS WHERE THE SLEEP
SCHEDULE COLLAPSED AND
STILL HASN'T RECOVERED

STARTED COLLEGE
SEPTEMBER 2017

STUDENT/FREELANCE
SEP 2017 - JUNE 2020

DURING THIS TIME, I SPENT A
LOT OF TIME LEARNING ABOUT
MYSELF AND GROWING AS A
DESIGNER. THIS IS WHERE MY
LACK OF WORK COMES FROM,
AS I NEVER NAILED DOWN A
TRUE GOAL AND DRIVE IN
LIFE UNTIL RECENTLY.

TODAY

I NOW START MY NEXT
CHAPTER. WITH ALL I HAVE
LEARNED OVER THE YEARS,
COUPLED WITH THE NEED TO
SURVIVE, I EMBARK ON MY
NEXT JOURNEY, WHICH IS
LIVING MY LIFE

FREELANCE DESIGNER
JUNE 2020

2017-2020

05. WORKS AND PROJECTS///



"WE ARE LIMITED ONLY BY
OUR IMAGINATION AND OUR
WILL TO ACT."

- RON GARAN

- PRODUCT DESIGN
- COMMERCIAL DESIGN
- BRANDING
- PERSONAL PROJECTS

+A. PRODUCT DESIGN. WINE LABELS.

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ABOUT THIS PROJECT...

THIS IS ONE OF MY EARLIER WORKS, AND IT IS MY FIRST FORAY IN PRODUCT DESIGN. MY GOAL HERE WAS TO CREATE A SMALL SYSTEM THAT COULD BE EXPANDED IN DIFFERENT DIRECTIONS, WHETHER IT BE DIFFERENT TYPES OF LIQUOR OR DIFFERENT FLAVORS OF WINE, AND OVERALL SUCCEEDED IN BEING ABLE TO REPLICATE THE STYLE THROUGH DIFFERENT VARIATIONS.



PRODUCT. DESIGN. CANDLE.CONVERGENCE.

///ABOUT RAZER///

RAZER™ IS THE WORLD'S LEADING LIFESTYLE BRAND FOR GAMERS.

THE TRIPLE-HEADED SNAKE TRADEMARK OF RAZER IS ONE OF THE MOST RECOGNIZED LOGOS IN THE GLOBAL GAMING AND ESPORTS COMMUNITIES. WITH A FAN BASE THAT SPANS EVERY CONTINENT, THE COMPANY HAS DESIGNED AND BUILT THE WORLD'S LARGEST GAMER-FOCUSED ECOSYSTEM OF HARDWARE, SOFTWARE AND SERVICES.

ABOUT THIS PROJECT//

THE GOAL HERE WAS TO CREATE A SYSTEM FOR A COMPANY THAT WOULD PRESUMABLY NEVER VENTURE INTO THIS MARKET, AND CREATE A PRODUCT THAT FITS INTO THEIR STYLE. I VENTURED A BIT OUTSIDE OF THEIR USUAL BRAND GUIDELINES, AS THEY DID THIS WITH THEIR ENERGY DRINK PRODUCTS. I WENT THIS ROUTE WITH THE PROJECT YOU SEE HERE AS I CAN ASSUME THEY DID THE SAME WITH THE ENERGY DRINK LINE TO APPEAL TO A LARGER AUDIENCE, AND POSSIBLY TO THOSE WHO MAY NOT WANT SOMETHING SO GAMER-CENTRIC.



+B2. PRODUCT. DESIGN. CANDLE.CONVERGENCE.

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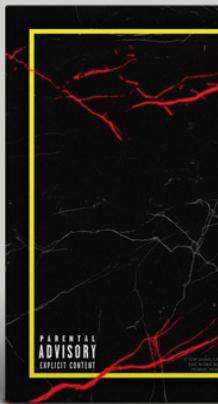
+D. COMMERCIAL DESIGN. ALBUM COVERS.

///MUSIC IN MY LIFE///

MUSIC IS A HUGE PART OF MY DESIGN PROCESS AS I WORK IN RHYTHMS, AND MUSIC HELPS FACILITATE A FLOW, OR SPEED, IM TRYING TO WORK AT. I GET HEAVY AMOUNTS OF INSPIRATION FROM LYRICAL RAPPERS AND THE MESSAGES THEY PUSH WITH THEIR PLATFORM. I HOPE TO SOMEDAY BE ABLE TO HAVE A SIMILAR IMPACT ON PEOPLE, WHETHER IT BE THROUGH MY ART OR OTHERWISE.

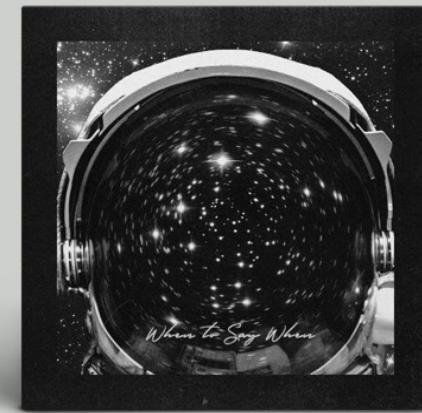
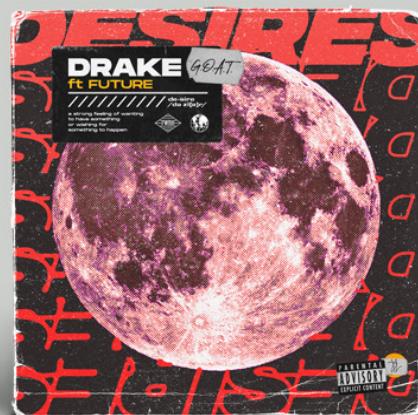
ABOUT THESE PROJECTS//

WHEN I MAKE COVER ART, I ALWAYS TRY TO CONNECT THE LOOK OF THE COVER TO THE SOUND OF THE MUSIC. ALL OF THESE DESIGNS WERE WITHOUT ANY DIRECTION, SO I COULDN'T COMPLETELY DISSECT THE MEANING BEHIND THE LYRICS, BUT I LOOK FORWARD TO WORKING WITH ARTISTS AND USING THINGS ONLY THEY KNOW ABOUT THE MUSIC AS A MEANS TO HELP SUBLIMINALLY CONVEY A MESSAGE ON THE COVER OF THEIR MUSIC. I LOVE MUSIC, AND I LOVE WORKING WITH CREATIVES BECAUSE IT LEAVES AN ENDLESS AMOUNT OF POSSIBILITIES IN HOW WE CAN BRING A PROJECT TOGETHER.





WHAT HAPPENS ON EARTH
STAYS ON EARTH



+E. MINOR.BRANDING.PROJECT. INA STRA.

ABOUT THIS PROJECT//

///INTER ASTRA : AMONG THE STARS///

AT THE EDGE OF THE UNIVERSE, I STARED INTO THE INFINITE DEEP. IT STARED BACK, AND WAS PLEASED. I WOULD BECOME THE HERALD OF ITS VICTORY, AND BEAR WITNESS FOR ALL CREATION.

- IT STARED BACK, DESTINY 2

THIS PROJECT IS MY VISION FOR A PERSONAL LIFESTYLE BRAND THAT WILL GO ALONGSIDE MY PERSONAL BRAND AT SOME POINT. IT ALLOWS ME TO HAVE MORE DIRECT TIES TO MY LOVE FOR SPACE, AND I WANT TO BE ABLE TO TIE BIGGER MESSAGES INTO THE BRAND ITSELF THROUGH THOUGHTFUL AND PURPOSEFUL IMAGERY. THIS WAS ALSO MY FIRST ATTEMPT AT A COHESIVE BRANDING SYSTEM WITH A GUIDE THAT I HAD TO FOLLOW THROUGHOUT, AND I AM EXTREMELY PLEASED WITH HOW IT TURNED OUT. THIS IS WHERE MY LOVE FOR VISUAL IDENTITY ON A LARGER SCALE STARTED.

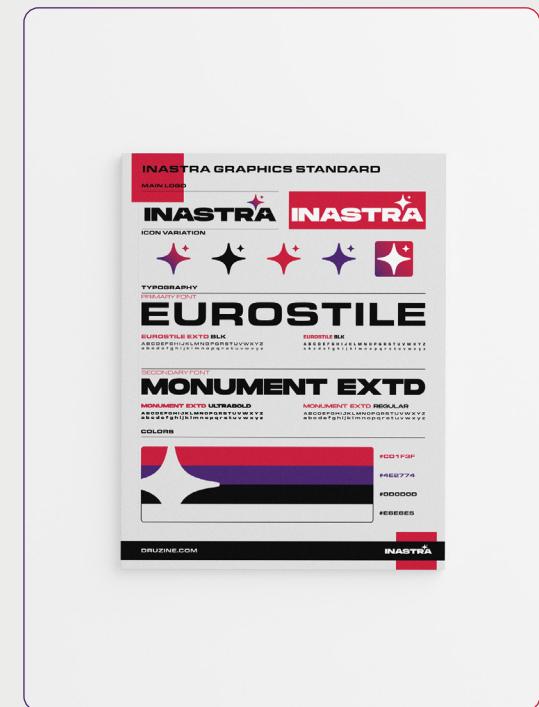




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MAJOR.BRANDING.PROJECT. ROCKETLAB.

ABOUT THIS PROJECT//

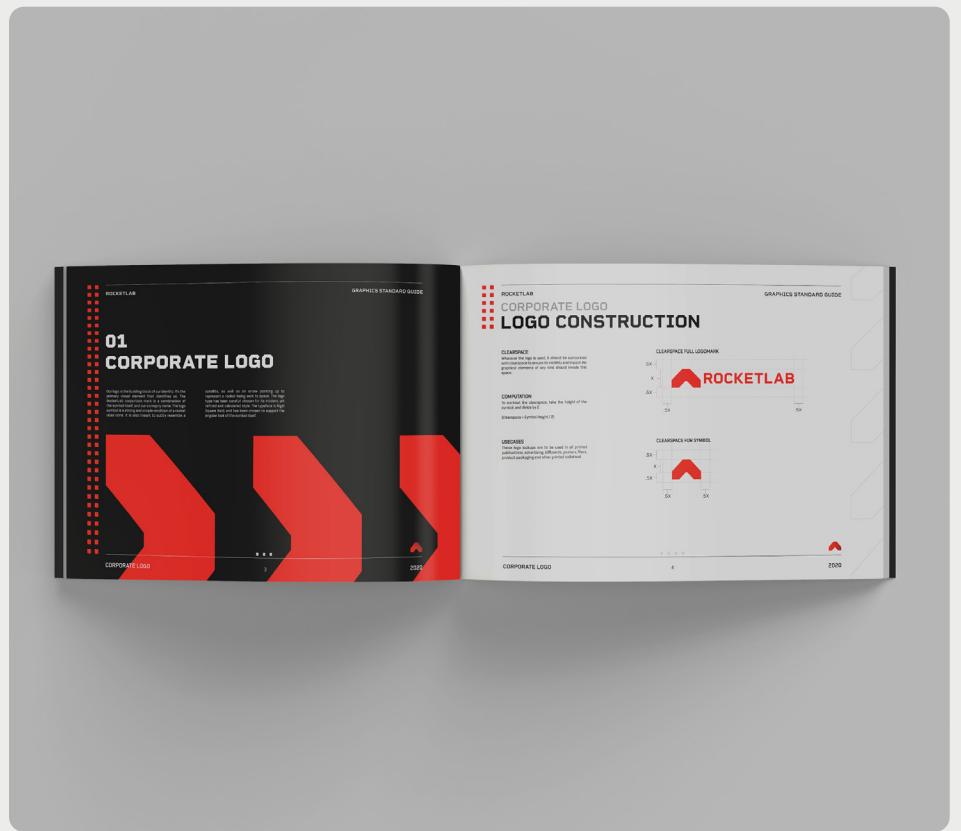
THIS IS MY MOST EXPANSIVE PROJECT TO DATE. I WAS ASKED TO REBRAND AN EXISTING COMPANY, BUT WAS NOT REQUIRED TO GO BEYOND A SIMPLE LOGO AND COLOR GUIDE. I DECIDED TO TAKE THIS OPPURTUNITY TO TEST MY METAL AND SEE HOW FAR I COULD GO, WITH NO DIRECTION, ON A FULL REBRAND. I TOOK MANY THINGS INTO ACCOUNT THROUGH THIS PROJECT, INCLUDING WHAT I THOUGHT THIS COMPANIES "MESSAGE" IS, AS WELL AS THEIR ATTITUDE AND OVERALL THEME. I DID SOME ADLIBBING AND FILLED IN WHERE I COULDN'T FIND ANY REAL REFERENCEABLE CONTEXT FOR CERTAIN PARTS, BUT OVERALL I STUCK TO A THEME AND CARRIED IT THROUGHOUT THE PROJECT.

I STARTED TO BECOME ATTACHED TO THE OUTCOME OF THIS PROJECT, REGARDLESS OF THE FACT THAT I WASN'T ACTUALLY WORKING WITH THEM. I STILL TREATED IT AS IF I WAS, TO TEACH MYSELF HOW TO WORK IN THAT HEADSPACE. I AM ULTIMATELY SATISFIED WITH HOW THIS PROJECT TURNED OUT, AS I MET A LOT OF GOALS WHILE WORKING ON IT. THIS IS WHERE MY LOVE FOR BROAD SCALE VISUAL IDENTITY WAS CEMENTED. I'M EAGER TO SEE WHAT IT'S LIKE TO ACTUALLY WORK SIDE BY SIDE WITH A BRAND AND BUILD THEIR VISION THROUGH A BEAUTIFUL DESIGN SYSTEM.

///ABOUT ROCKETLAB///

SPACE IS THE ULTIMATE HIGH GROUND. IT PROVIDES US WITH A NEW PERSPECTIVE ON THE CHALLENGES FACING OUR PLANET, AND CAN BE THE KEY TO HELPING US SOLVE THEM. ROCKETLAB ENABLES COMPANIES, STUDENTS, SCIENTISTS, RESEARCHERS, GOVERNMENTS AND ENTREPRENEURS ALIKE TO GET THEIR IDEAS TO ORBIT. RIGHT NOW, A SOLAR SYSTEM OF POSSIBILITIES HAS OPENED UP FOR PEOPLE WHO THOUGHT SPACE WAS OUT OF REACH, UNTIL NOW.





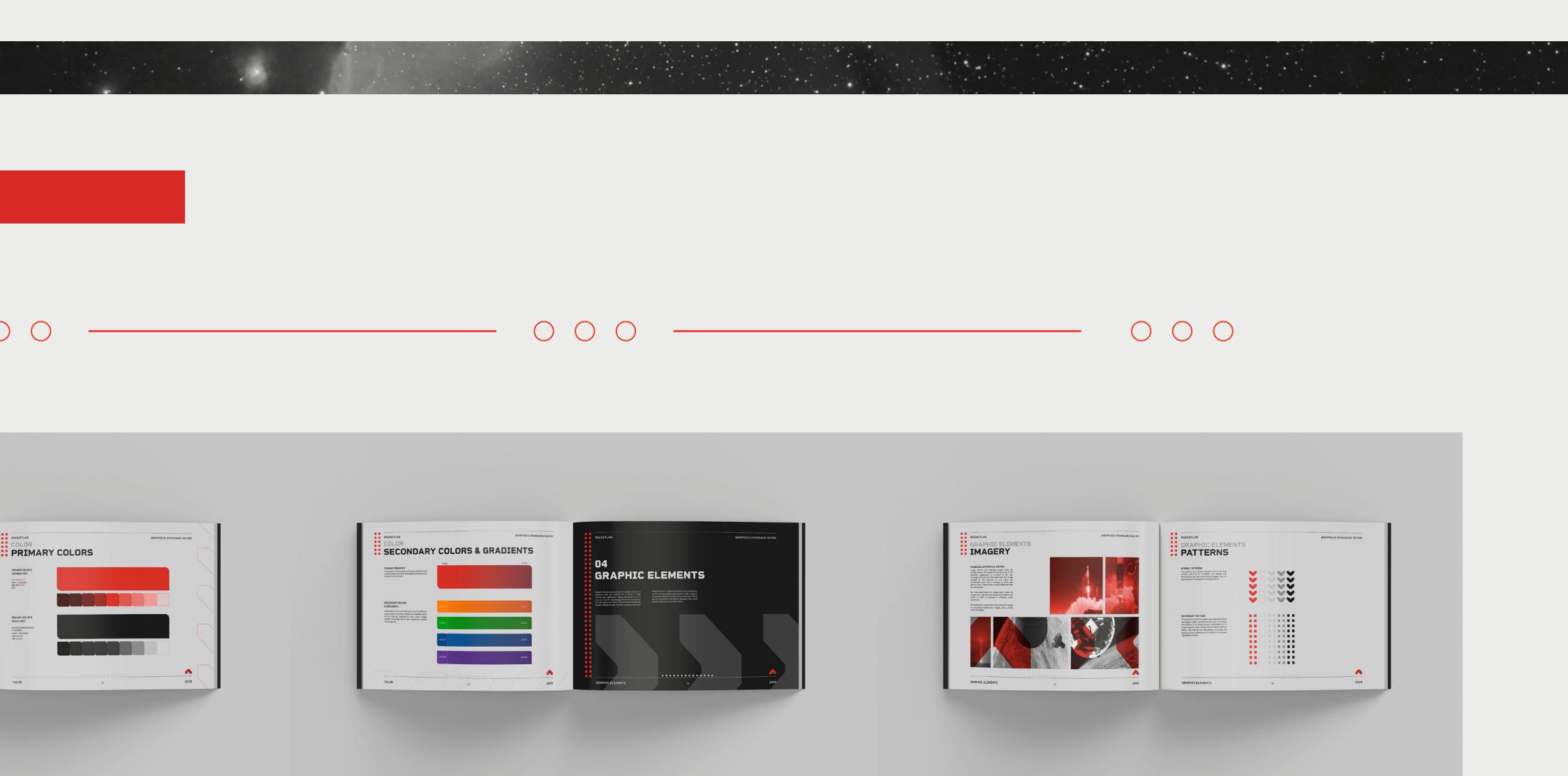


+ F. MAJOR.BRANDING.PROJECT. ROCKETLAB.

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DESCRIPTION : COLOR TITLE AND PRIMARY COLORS PAGES

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PERSONAL PROJECTS POSTERS.



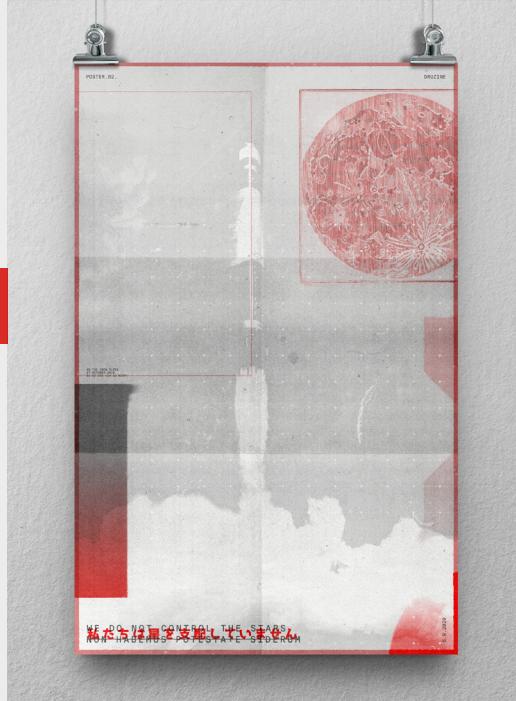
ABOUT THESE PROJECTS///

"FOR ME, IT IS FAR BETTER TO GRASP THE UNIVERSE AS IT REALLY IS THAN TO PERSIST IN DELUSION, HOWEVER SATISFYING AND REASSURING."

- CARL SAGAN

POSTERS ARE MY MAIN OUTLET FOR UNBRIDLED CREATIVITY AS THEY GENERALLY REQUIRE NO REAL SENSE OF CONNECTION TO ANY GUIDELINE BEYOND WHAT I DECIDE TO BE SUCH. THE GIG POSTERS ARE MEANT TO BE CONNECTED TO THE ALBUM COVER EARLIER IN THE PORTFOLIO, BUT THEY WERE CREATED AT DIFFERENT TIMES OF MY DESIGN DEVELOPMENT, SO THEY AREN'T CONNECTED BEYOND BEING FOR THE SAME ARTIST AND ALBUM, WHICH IS WHY I SEPARATED THEM FOR NOW. HOWEVER, THESE WERE CREATED MUCH FURTHER ALONG AFTER I MADE THE COVER, AND MY TYPOGRAPHIC VISION HAS SHIFTED SIGNIFICANTLY. I USUALLY ALWAYS FALL INTO SOMETHING UNDER THE SWISS INTERNATIONAL STYLE, BUT THIS WAS A BIT OUT OF THAT COMFORT ZONE ON PURPOSE.

THE POSTER IN THE MIDDLE IS COMPLETELY FROM MY MIND TO THE CANVAS. I WANTED TO TEST MY PHOTO MANIPULATION SKILLS AND CREATE SOMETHING THAT YOU HAVE TO LOOK AT FOR A WHILE TO PULL TOGETHER AND FULLY APPRECIATE, WHILE ALSO BEING PLEASING AT FIRST GLANCE. POSTER DESIGN IN TERMS OF BRANDING LETS ME PULL THE FURTHEST FROM VOICE FROM CORPORATE EMAIL LANGUAGE OUT OF A BRAND AND ALLOW THEM TO SHOW THEIR FULL COLORS, IF THEY WISH. FOR ME, THEY ALLOW ME TO HAVE AN OUTLET FOR CREATIVE FREEDOM IN A FORMAT I ENJOY WORKING IN.



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IT WAS ALWAYS ME VS THE
WORLD, UNTIL I FOUND OUT ITS
ME VS ME.
-KENDRICK LAMAR





THANK YOU
FOR VIEWING MY PORTFOLIO

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CONTACT ME

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GRAPHIC DESIGNER

THINKER

SEMI-GENIUS



