



PORTFOLIO

DANY GRIMALDO / GRAPHIC DESIGNER

ABOUT ME



A self-motivated and responsible designer that tackles each and every project with a positive attitude. I am proficient with Adobe Creative Suites (Photoshop, Illustrator, and InDesign) and can work on both Macintosh and PC platforms. Through my years in print production, I gained a great amount of experience with Heidelberg Cockpit and Prinect Signa softwares. Though I've worked in graphic design and print production for many years, I have become very much intrigued to learn web and interactive design. I believe this will help me achieve my goal to become the most valuable designer that I can become. In the future I hope to be able to provide this skill to a company that believes in it's employee as much as I believe in them.

I am an Atlanta, Georgia native and an avid sports fan. I enjoy futbol, football, and a little bit of basketball and baseball during the playoff season. My wife and I live with our two cats, Götze and Teddy, in the Vinings area. In our free time, we enjoy listening to music, attending art events, and meeting up with friends.





TABLE OF CONTENTS

01. Painted by the Bee 4

02. Atlanta NightHawks FC 6

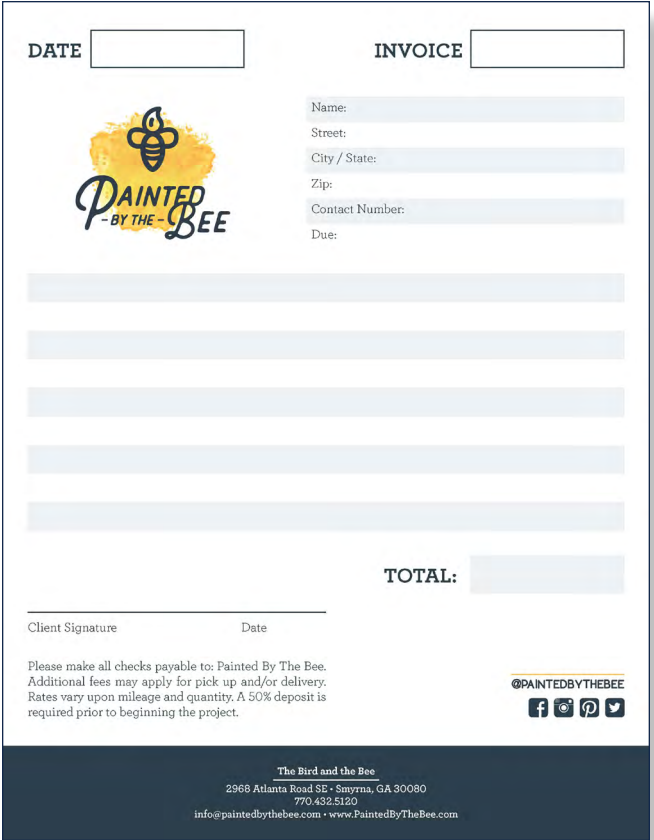
03. Gemelos Shaved Ice 8

04. Tato Libre Coffee..... 10





1.1 OPEN HOUSE FLYER



1.2 INVOICE

01. PAINTED BY THE BEE

Chalk Paint® specialist and supplier based out in Smyrna, Georgia

This small business shop specializes mainly in painting home decor using Annie Sloan Chalk Paint®. The previous owner registered the business under The Bird and the Bee, however the new young entrepreneur wanted to find a name better suited for her craft, without losing clientele.

I pitched the idea of calling it "Painted By The Bee" and she immediately fell in love with it. After a few sketches of bees and paint image references, I designed an icon that symbolized both a bee and a brush.

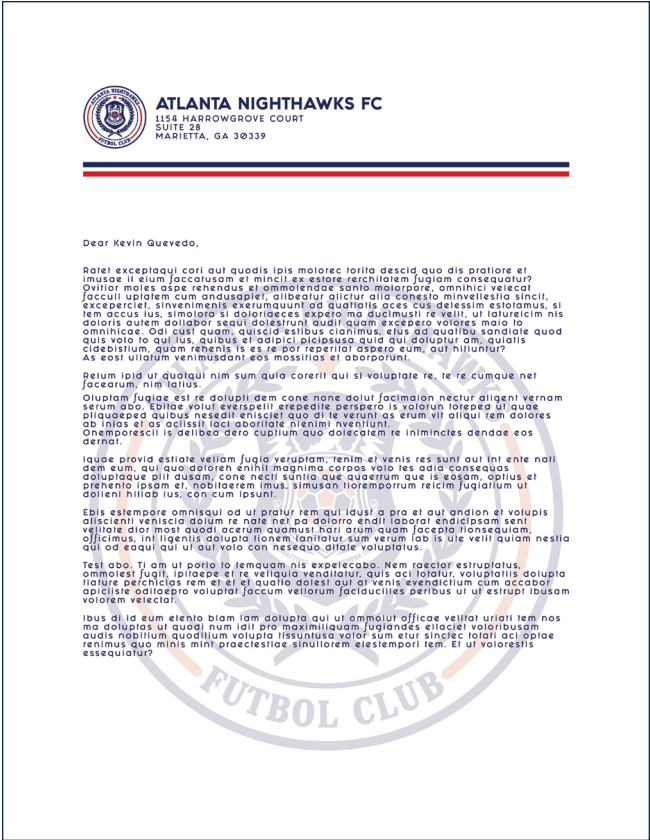


1.3 BUSINESS CARDS





2.1 SOCCER KIT



2.2 LETTERHEAD

02. ATLANTA NIGHTHAWKS FC

Recreational soccer club founded in Atlanta, Georgia

In 2013, my friends and I started a team at a local soccer league. For the most part, we all played on the same team since we were young teenagers so naturally, I wanted something that would look legit. It was my way of trying to get everyone excited and proud to play every week.

I someday hope to push this idea further and start a club that would develop youth players into playing at some of the most prestigious and competitive levels.



2.3 SCARVES



03. GEMELOS SHAVED ICE

Hawaiian shaved ice shop in downtown Mableton, Georgia

"Illustrative, bright and fun" were the words used to describe what this client was looking for in his brand. *Gemelos*, which is spanish for twins, lead to the idea of having two identical illustrations form into one logo.

I chose to use bright pastel colors, to keep it playful and fruitful, along with a font that would match its' personality. After a few rounds of revisions and thumbnails, the client was thrilled when I presented him with this one.



3.1 FLAVOR MENU



3.2 ICE CUPS



3.3 BUSINESS CARDS





4.1 SPIRIT WEAR

4.2 COFFEE BEANS AND SAMPLE CUPS

4.3 GIFT CARDS



04. TATO LIBRE COFFEE

Coffee shop

On April 10, 2019, my brother Renato Grimaldo passed away from pancreatic cancer at the age of 28. He was such a lover of coffee and we often discussed how we should start a coffee club. Unfortunately we never had the opportunity to do that, so I dedicated my last project to him.

"Tato" was the nickname I gave him when we were toddlers, and *Libre* in spanish means "to be free". I illustrated a simplified torch similar to the one seen on the Statue of Liberty and formed it into the shape of a reusable coffee cup. The "T" was designed to be a bit script-like, to play on the illusion of smoke, but I also purposely had it form the shape of a cancer ribbon flying away with the wind.

FIN



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