

# Eric Shelton

Designer specializing in conception, branding,  
art direction, and user experience.

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**2022 DESIGN PORTFOLIO**

## Get Uncomfortable

### Problem

Lupus nephritis progresses quietly—and in the early stages of the disease, symptoms aren't really noticeable or disruptive. Because of this, it's easy to ignore; and with everything else going on in their busy lives, patients start to become inconsistent with their management. They know they should be going to the doctor more regularly, but they aren't, so Aurinia Pharmaceuticals asked us to spark some urgency for their patients by speaking "Candor Out Loud."

### Solution

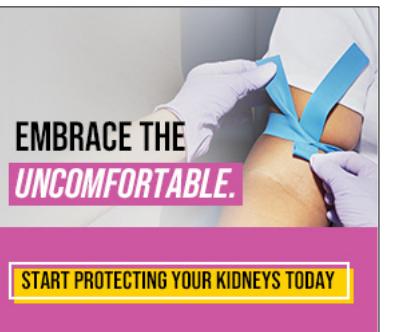
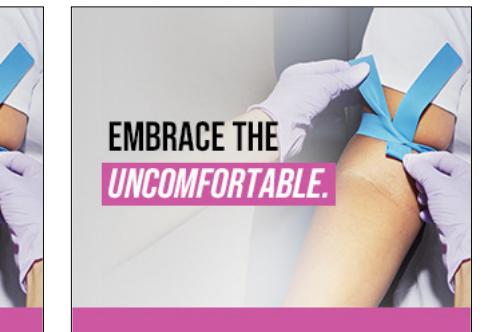
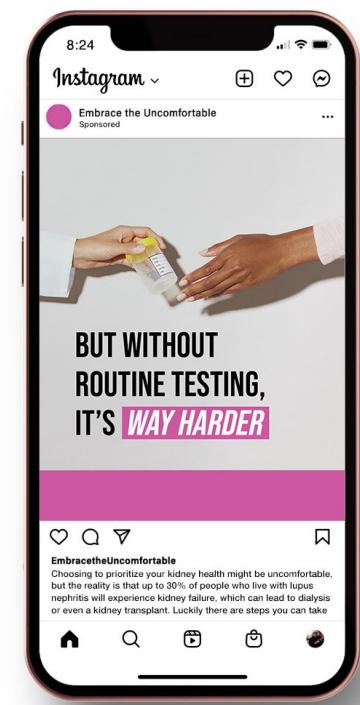
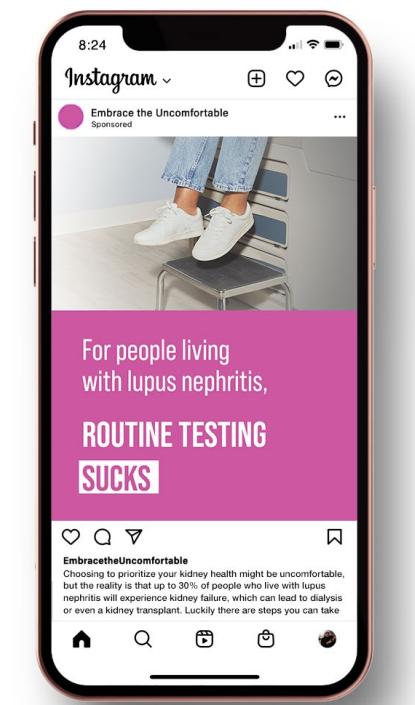
We created a campaign that serves as a call to action, reminding patients why routine lab testing is so important and encouraging them to visit their doctor for frequent blood and urine tests. We used gritty imagery, bright colors, and bold typography to show that embracing the uncomfortable head-on is worth it. The brand comes alive through a photoshoot, banner ads, website, strategic planning with live events, and even a celebrity endorsement for 2023.

### Creative Director and Collaborators

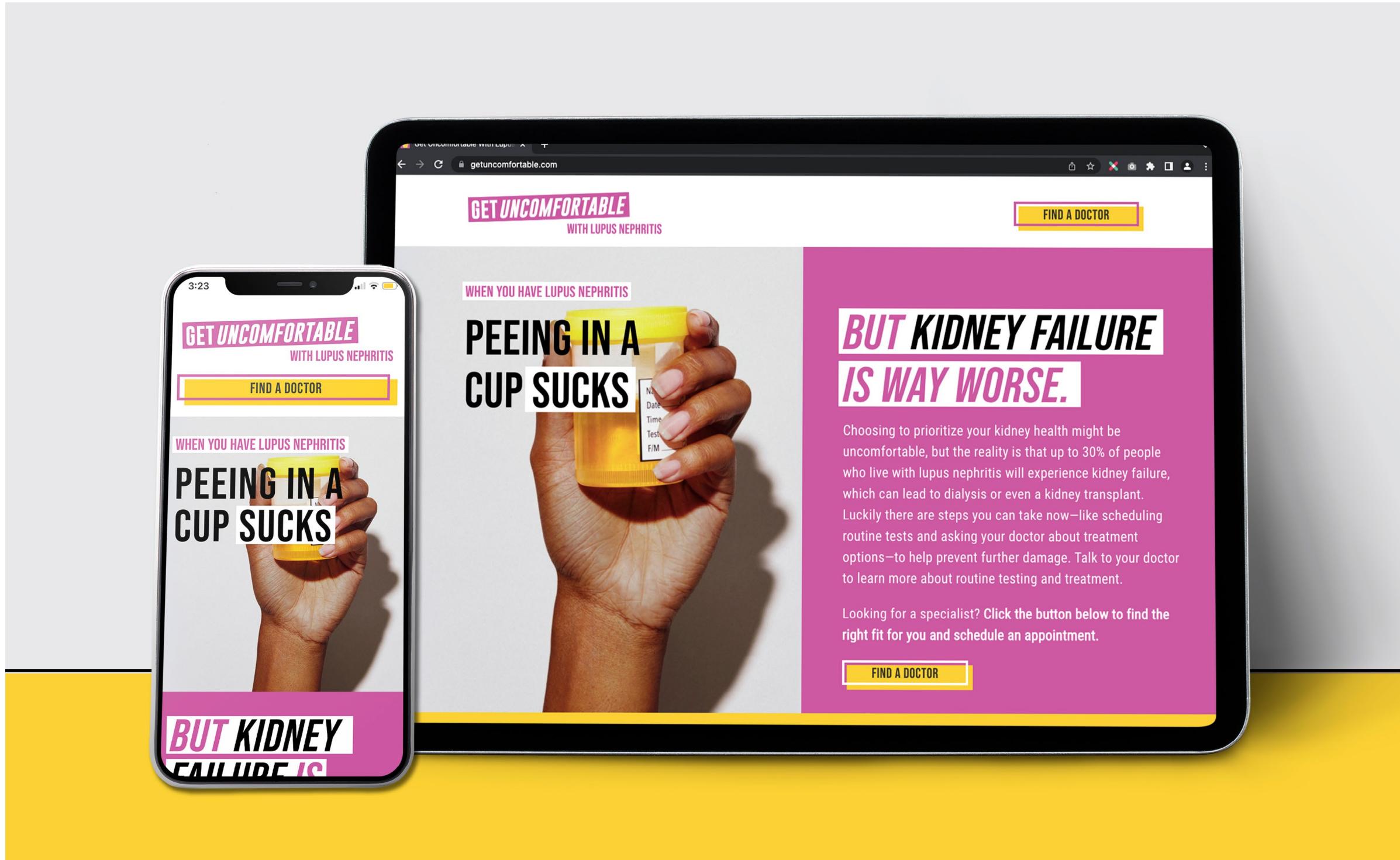
Hallie Fenton

Lev Sloujitel

Melissa Mulholland



**GET UNCOMFORTABLE**  
WITH LUPUS NEPHRITIS



[VISIT SITE](#)

## Opzelura

### Problem

One drug, multiple treatments. Opzelura has always treated Eczema, but when they were approved for treatment of Vitiligo, it was time for a complete brand overhaul and expansion. They wanted to rebrand with a fresh look to signal their new approval.

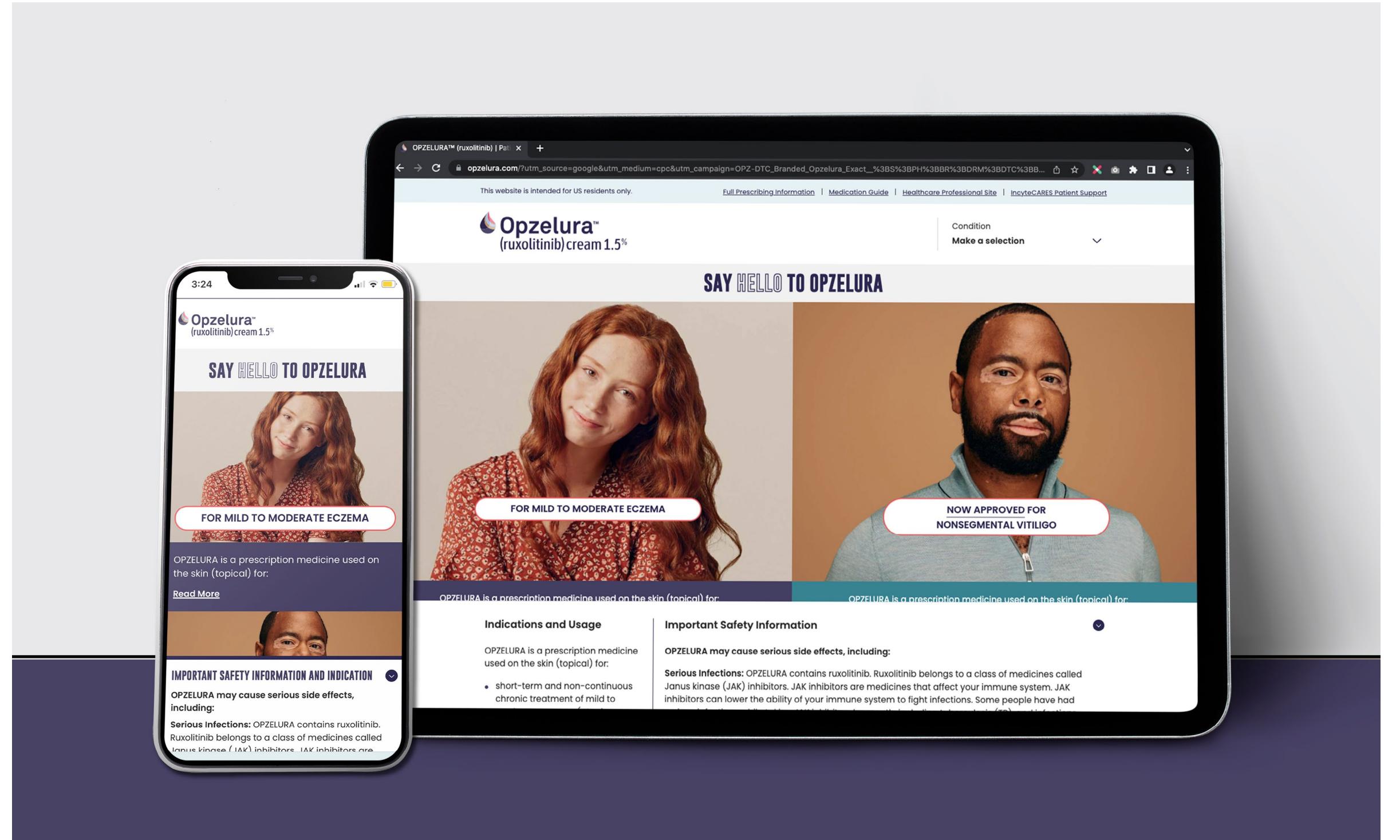
### Solution

Through an intense timeline we branded, had a photoshoot with real patients, and designed the website, banner ads, social, and campaign video. With a different color palette for each treatment and splitting the site in two, we accomplished our lofty goal of creating a brand that worked for both treatments successfully.

*Creative Director and Collaborators*  
Shannon Boutilier Hall  
Bryan Thompson

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**VISIT SITE**



## St. John's Terminal

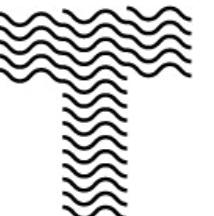
### *Problem*

Oxford Properties was looking for a vibrant brand for their first New York property. It was a unique building with a floorplate taking up multiple city blocks in the heart of the Meatpacking District. Now, how to brand it and bring it to market?

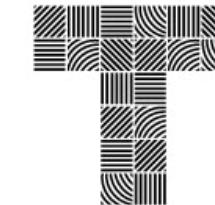
### *Solution*

Inspired by the building's rich history, being the terminal of the High Line, we developed a complete brand, comprised of name, visual identity, leasing materials, swag, and marketing strategy to help Oxford Properties and CBRE to lease the building. Building using the Hudson River, architecture, neighborhood, and park it sits beside as a guide. The building was sold to Google less than a month from project launch.

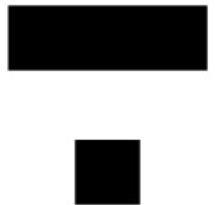
*Creative Director and Collaborators*  
Jessica Beck



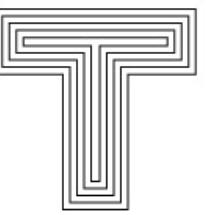
ST JOHNS TERMINAL  
HOUSTON & WEST



ST JOHNS TERMINAL  
HOUSTON & WEST



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HOUSTON & WEST



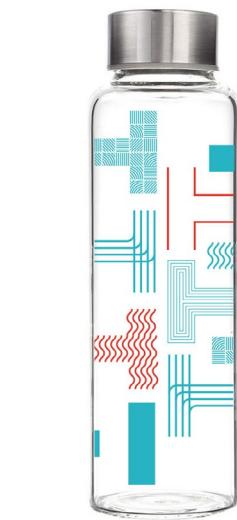
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HOUSTON & WEST



## Aurinia Alliance

### *Problem*

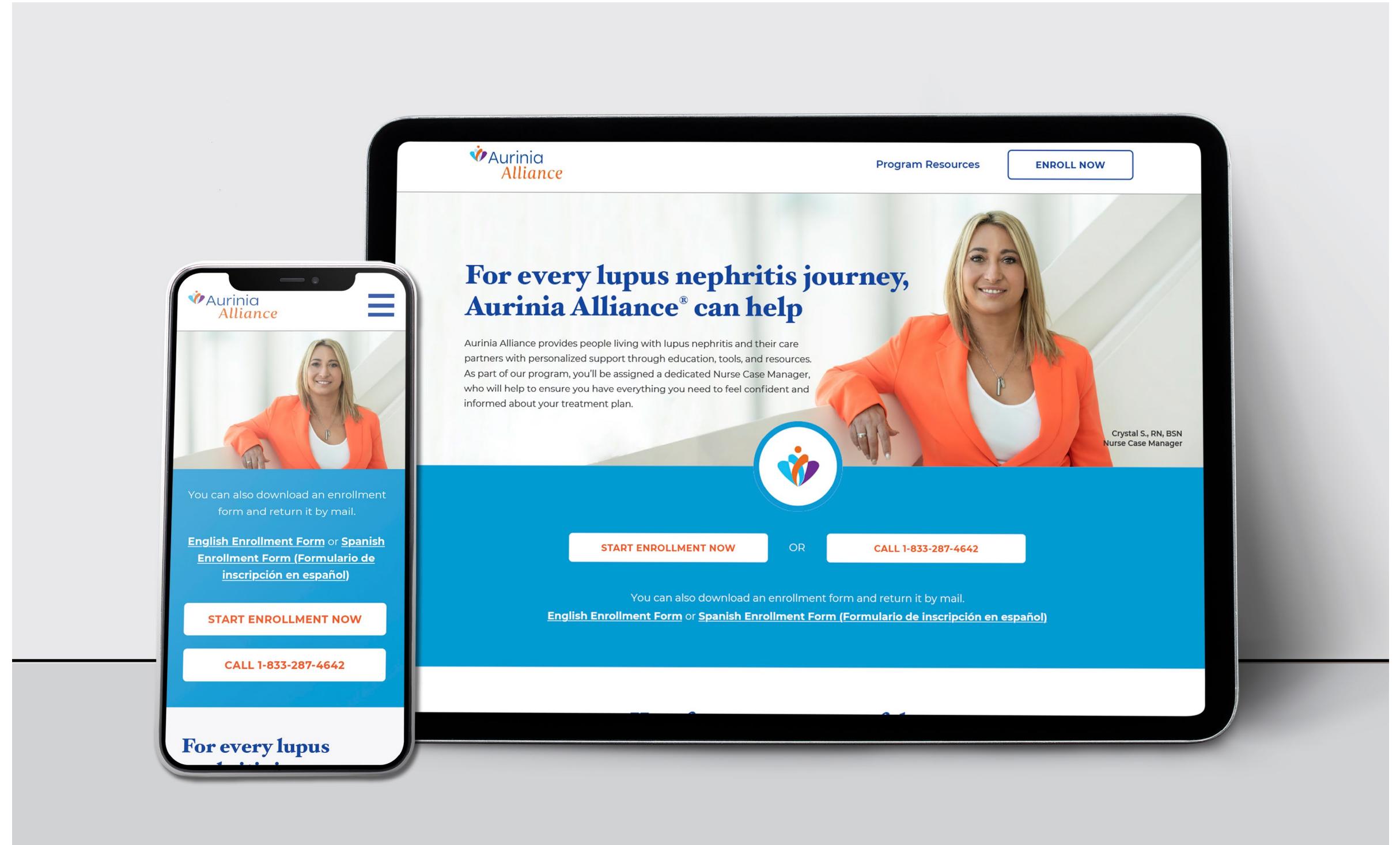
When a patient gets diagnosed with a confusing, chronic disease like lupus nephritis it may be difficult to know where to turn. That's where Aurinia Alliance comes in. By assisting patients through every step of their journey, they needed a clean helpful brand that can work directly with their patients and cut through the confusion.

### *Solution*

By developing their website and other branded materials, we were able present this information in a clear, concise way and provide their patients with all of the information they need, while maintaining the brand throughout. Through vibrant colors, real patient quotes and images, and clean organization, we were able to help patients through their diagnosis and proper treatment and maintenance.

### *Creative Director and Collaborators*

Monica Ibarra  
Steph DiMaio



## 550 Madison

### *Problem*

Chelsfield came to us with the chance of a lifetime—brand, market, and position the iconic Philip Johnson-designed postmodern building. Their goal was to bring it into the 21st century with the same elegance and stature it had when it was built in 1984.

### *Solution*

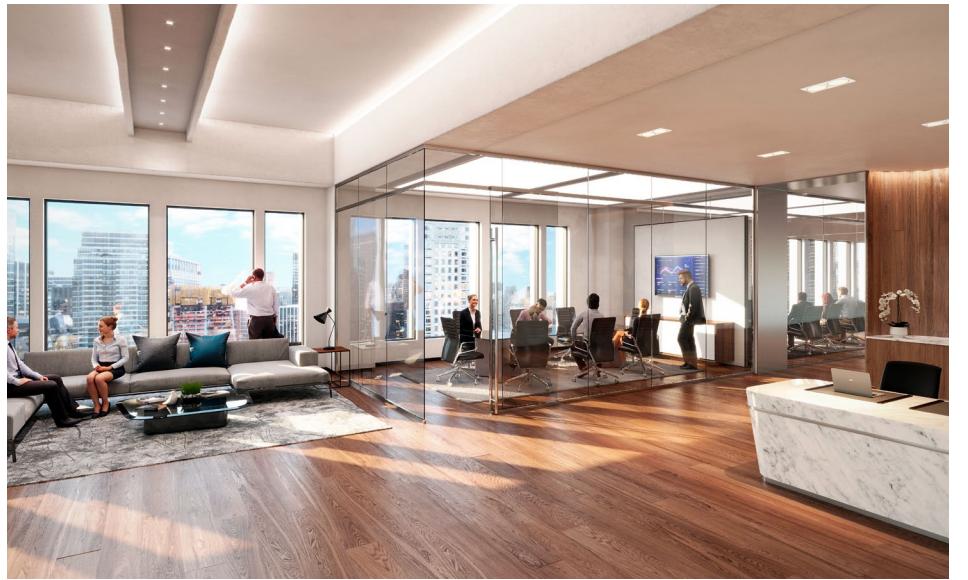
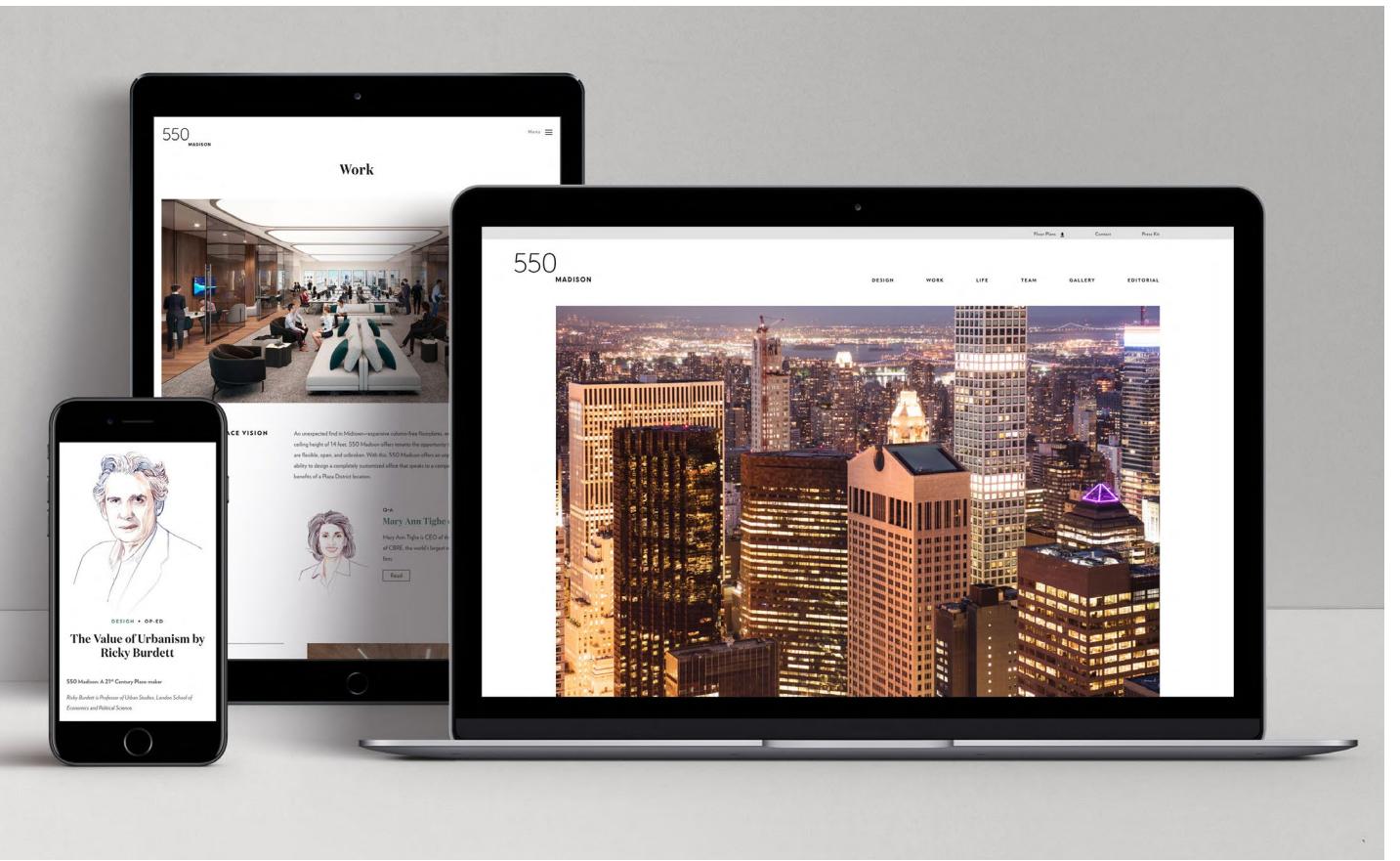
We were inspired by the building's geometry and monolithic architecture for the logo, but everything else was inspired by the visceral feeling of the building and Madison Avenue. We designed all the collateral and marketing materials, leasing documents, art directed illustrations, photography, and renderings, and helped design the amenity space with our interior design team. The final brand is one of high class, elegance, and accessibility with a modern twist.

### *Creative Director and Collaborators*

John Bricker  
AJ Mapes  
Jaime Lopez

**VISIT SITE**

# 550 MADISON



## Rockefeller Group

### Problem

In recognition of their 90th anniversary, Rockefeller Group wanted us to breathe new life into the brand by building on their long-standing refined assets.

### Solution

To bring the visual identity into the 2020s, we tweaked the color palette, created a monogram, patterns, and series of stamps to be used. It was inspired by bringing a modern twist to the iconic brand founded in 1928.

Creative Director and Collaborators  
Jessica Beck

**VISIT SITE**

