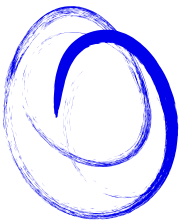


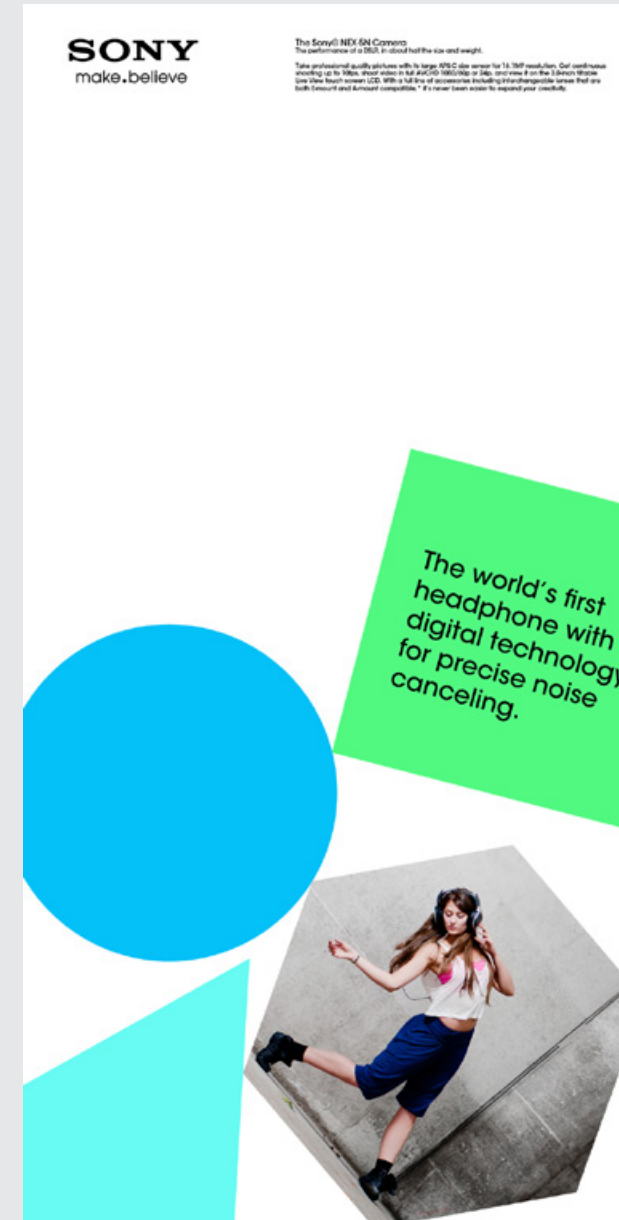
## andrea carrillo

2301 Scarff St. Apt #7, Los Angeles, Ca 90007 | +1 619 941 9003 | ac@acarrillo.info

Commercial Work



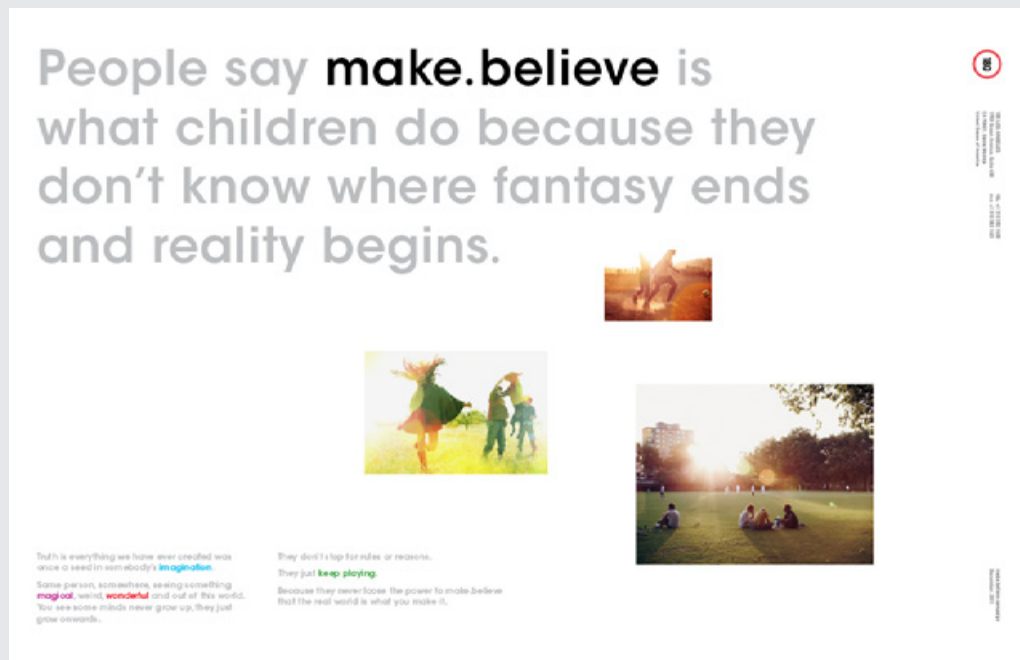
Print and digital campaign for Sony Electronics.  
In collaboration with 180 LA.



Signage and retail concept for the Sony Electronics campaign. In collaboration with 180 LA.



Promotional poster design for the "Make.believe" campaign.





Identity design and application for customer loyalty program. (Concept Eva)

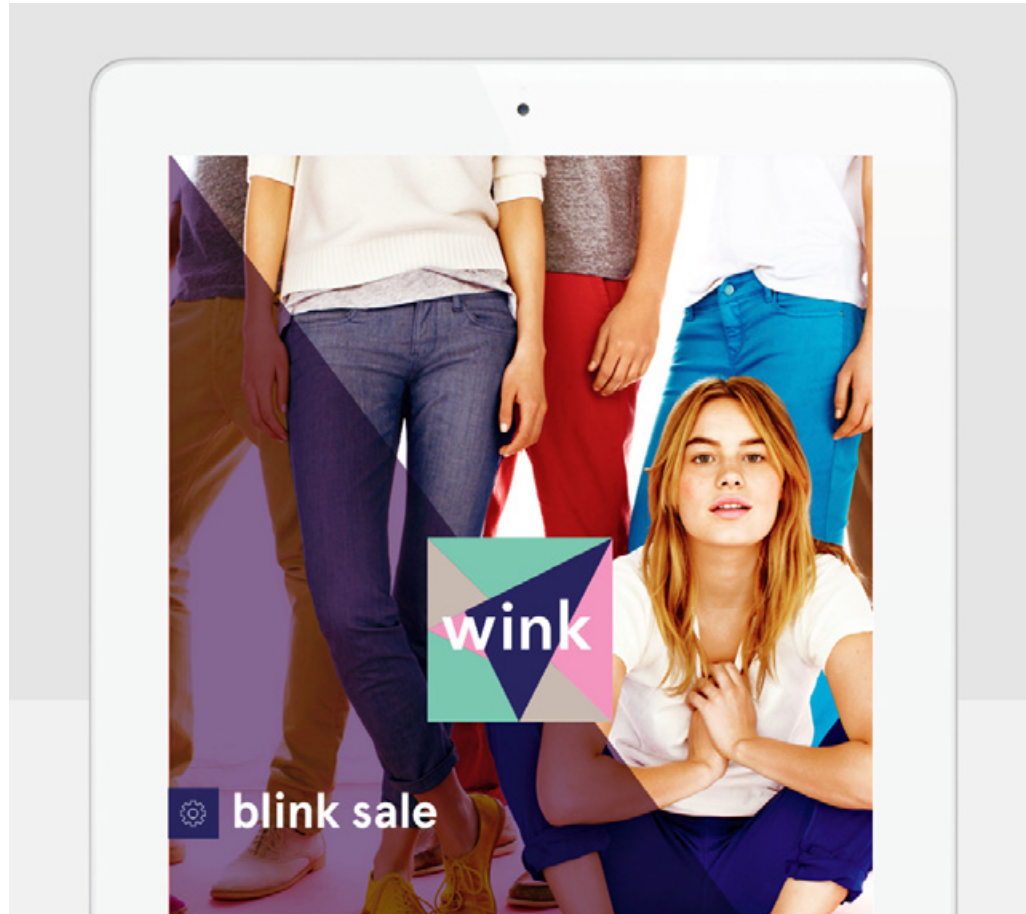


Identity design and application for customer loyalty program. (Concept Wink)





Additional platforms for Wink program.



Old Navy end title concepts for 2014  
Summerize campaign.





Various print graphics for Old Navy 2014  
Summerize campaign.



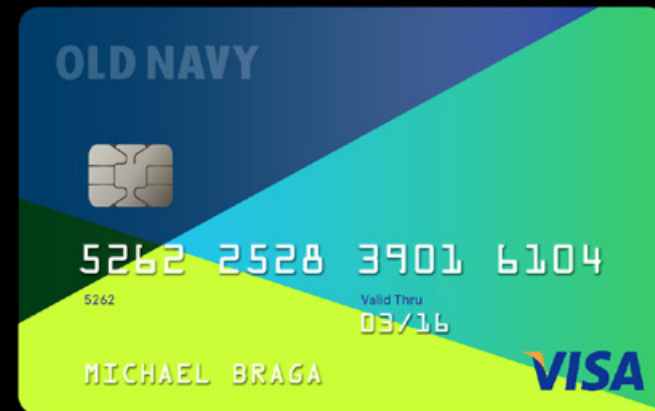
## Old Navy (pitch)

Product

2014

p.10

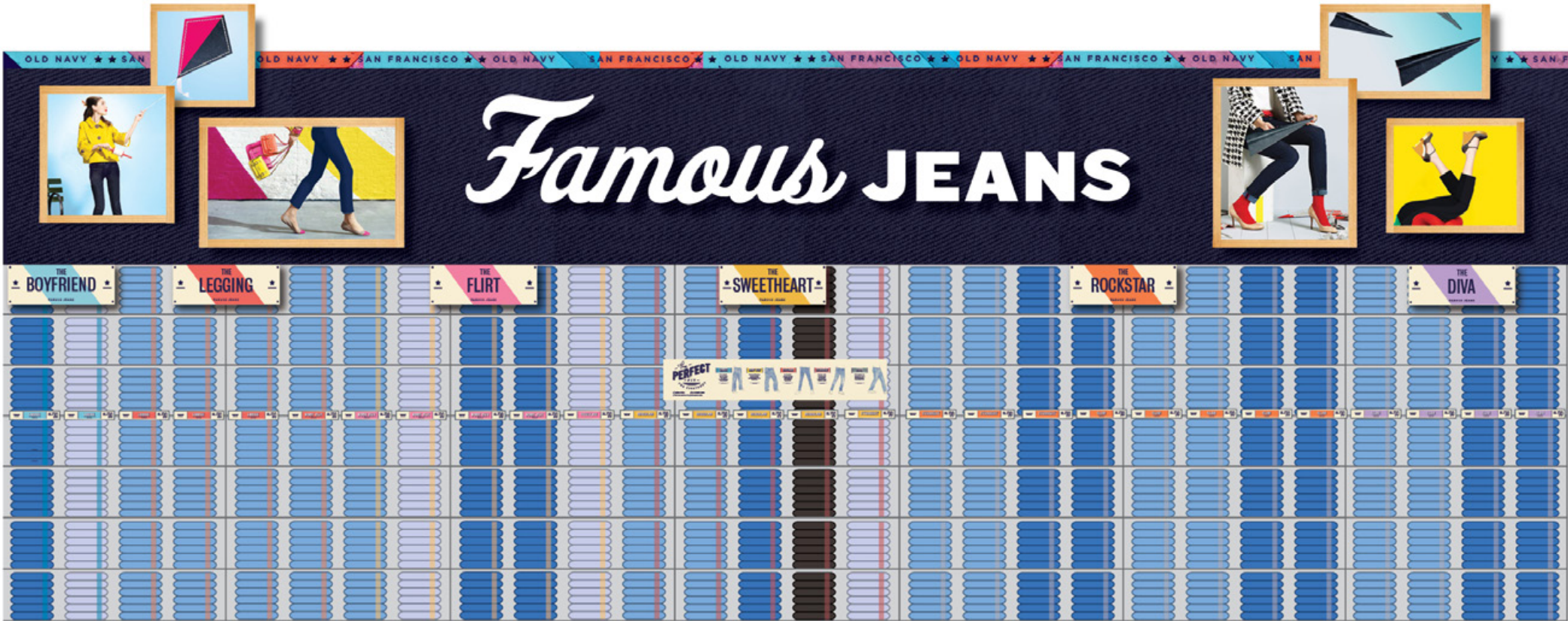
Old Navy credit card design for basic a tier levels.



Tier level credit card design.



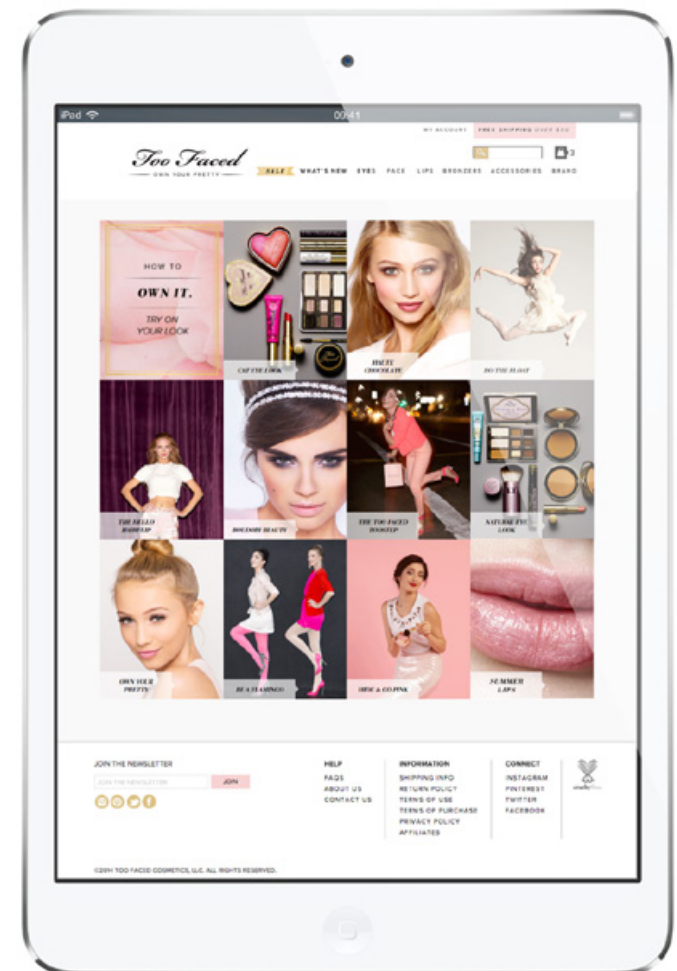
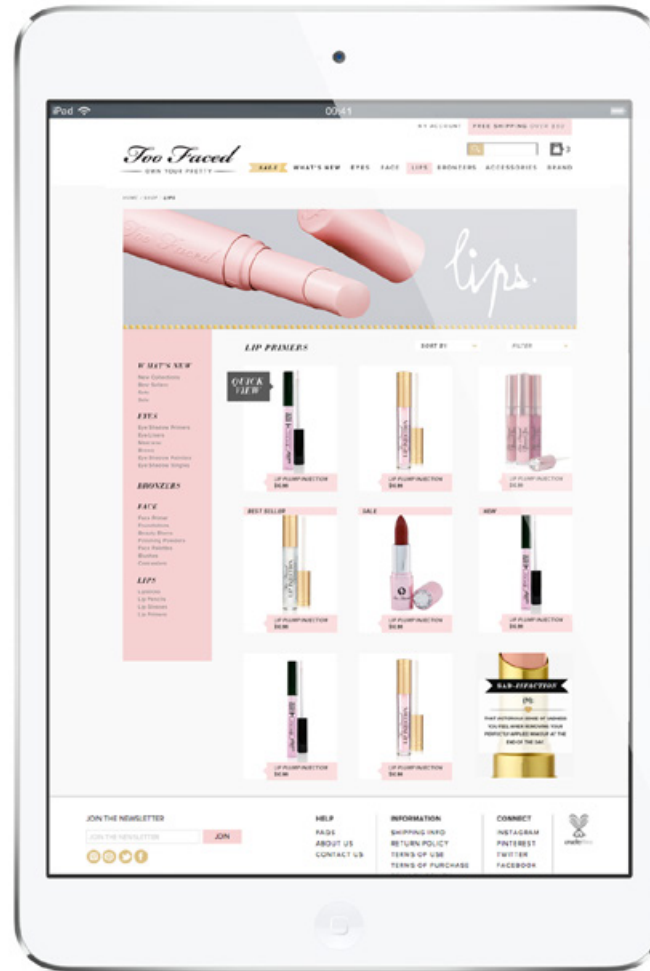
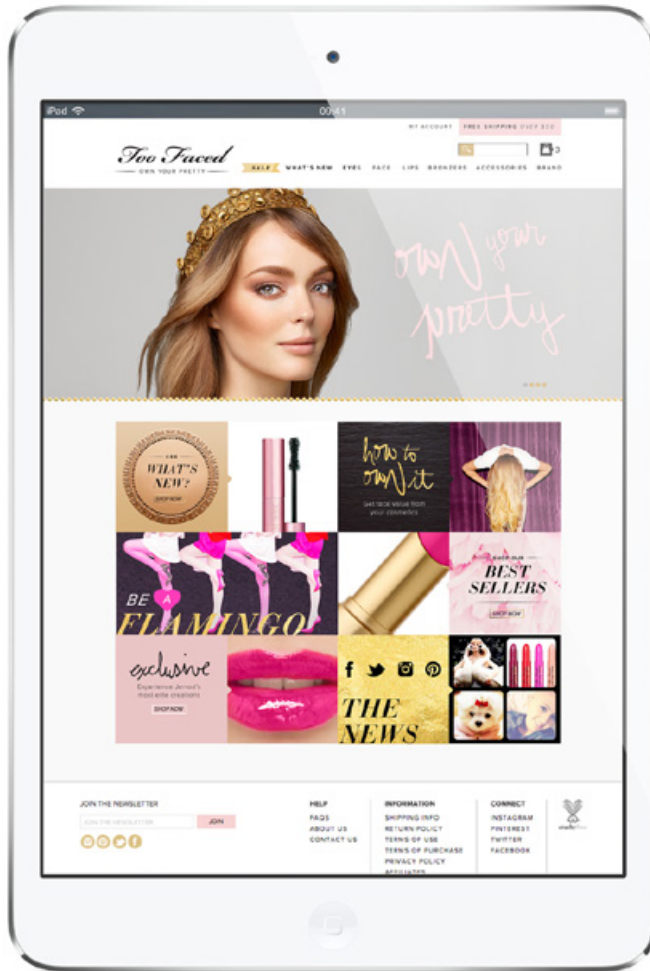
In-store denim wall design and signage.





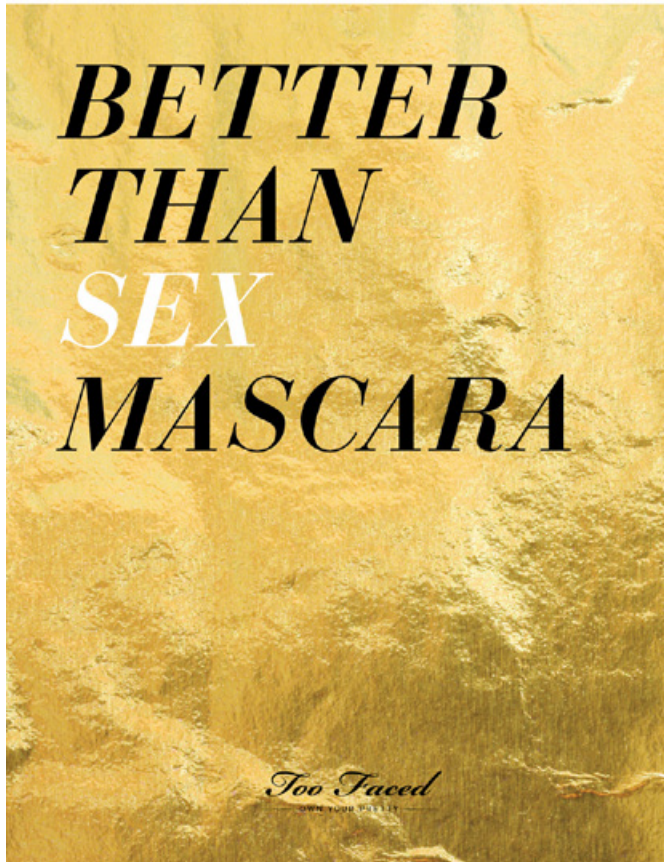


Participation in Too Faced website development and social media content.





Promotional calendar for Better Than Sex Mascara.



**Spring 2013**

**BETTER THAN SEX MASCARA**

WORKS ON  
**TOP**  
AND ON  
**BOTTOM**

DOESN'T LEAVE A BURNING SENSATION AFTER

LIKES TO BE  
**STROKED**

**BIGGER IS ALWAYS BETTER**

**Summer 2013**

**BETTER THAN SEX MASCARA**

EVERYBODY LOVES A GOOD LASHING

BEAUTY CALL IS THE NEW BOOTY CALL

LASTS LONGER THAN  
**five MINUTES**

ALWAYS READY TO GO AT  
**3:00 AM**

**Fall 2013**

**BETTER THAN SEX MASCARA**

**YOUR MOM WOULD APPROVE**

**THICK LONG**

BUILT FOR  
**PLEASURE**

NO BATTERIES REQUIRED

**VOLUME**  
COLLECTED, FILLED, FORMED, & THICKENS. LENGTHENS AND CURLS FOR EXTREME VOLUME AND DRAMATIC LASHES.

**SEPTEMBER**

**OCTOBER**

**NOVEMBER**

**DECEMBER**

**Too Faced**  
GIVE YOUR FACE A LITTLE TOO MUCH

Gondola graphics for Sephora Stores featuring Haute Chocolate product.

PIGMENTED WITH PURE COCOA POWDER

**HAUTE CHOCOLATE**  
PIGMENTED WITH PURE COCOA POWDER

CHOCOLATE BAR EYESHADOW PALETTE \$49

SWEETHEARTS FLUSH BLUSH \$30

LA CRÈME LIP CREAM \$22

BULLETPROOF BROWS \$30

24-HOUR SMUDGEPROOF, FADEPROOF, WATERPROOF WEAR

PIGMENTED WITH PURE COCOA POWDER



## Hatfields & McCoys (pitch)

Film

2012

p.17

Title sequence design for the TV mini-series  
Hatfields & McCoys.



Two proposals for interface design appering in the 2012 film Battleship.

