

## Notable brand creation: 2016-2020



### iBUILT: 2020

New to market modular construction company:  
brand creation and website activation  
Agency: Brian Ponto LLC  
Role: Director and Designer

### BERLIN ROSEN: 2019

A total rebrand for NYC's PR behemoths:  
brand and identity  
Agency: Sullivan  
Role: Design Director, Designer



### MASSICAN: 2016

Dan Petroski renown California winery:  
brand, identity, packaging  
Agency: Sub Rosa  
Role: Creative Director

## Notable brand creation: 2012-2016



### Piermont Bank: 2016

New to market NY regional bank:  
brand creation and office design  
Agency: Sub Rosa  
Role: Creative Director



### Apple, Motif: 2015

Naming and brand creation for the  
apple photo-book (rebrand) plug-in  
Agency: Sub Rosa  
Role: Creative Director



### FEED PROJECTS: 2007-2012

A 5-year partnership in brand building:  
brand, identity and activation/launch  
Agency: Brian Ponto LLC  
Role: Director and Designer