

Howie's Root Beer

Date:

Spring 1992

Medium:

Aldus Freehand

Type:

Individual Design Project

Project:

Logo and Packaging for the Howie's branded root beer.

I created this logo for a local hamburger joint. I have to disclose - that I like root beer, so this was a fun project. We were printing bottle labels for both 2 liter and 12 oz bottles.

I created the logo in Aldus Freehand, using a previous logo which was used on their building (so I had to integrate Brush Script into the design). We were also paying homage to the 60's diner theme with the checkerboard designs.

Strangely this is one of the few designs that has lasted through the years. When I die, the only evidence I existed will be found on discarded root beer bottles.

Formats:

The sleeves were printed flexographically on polypropylene sleeves for the 2 liter bottle. Then the paper labels were printed offset and glued on the 12 oz. bottles.





Label Express Re-brand

Date:

Summer 1998

Medium:

Aldus Freehand

Type:

Individual Design Project

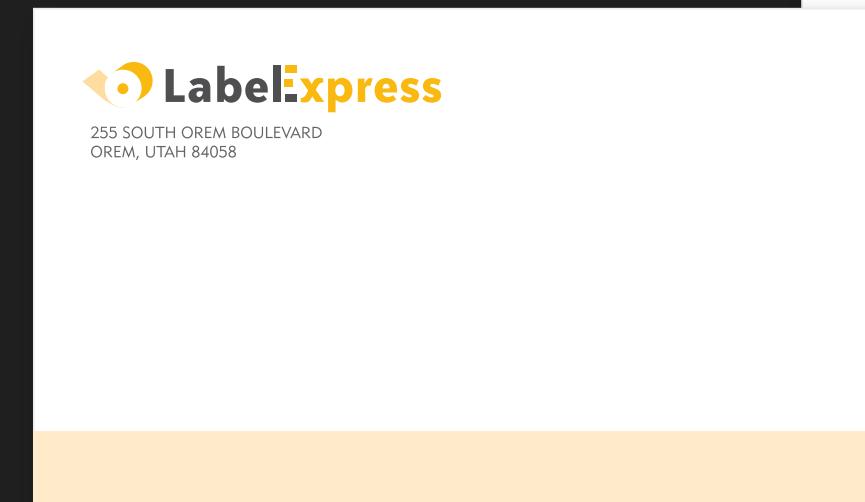
Project:

Redesign the Label Express logo.

Early in my career I was one of the partners at Label Express. I had the opportunity to create the first logo for Label Express, so it was humorous to be hired as an external company years later to redesign the brand. They no longer had a quick turnaround time for printing. This meant that they were no faster than their competitors, so consequently they wanted me to deemphasize the “express” part of the name.

Formats:

1. Business card
2. Letter Head
3. Envelope



801.224.8912 801.224.8910
255 SOUTH OREM BOULEVARD • OREM, UTAH 84058

The Tropics Grill

Date:
Spring 2000

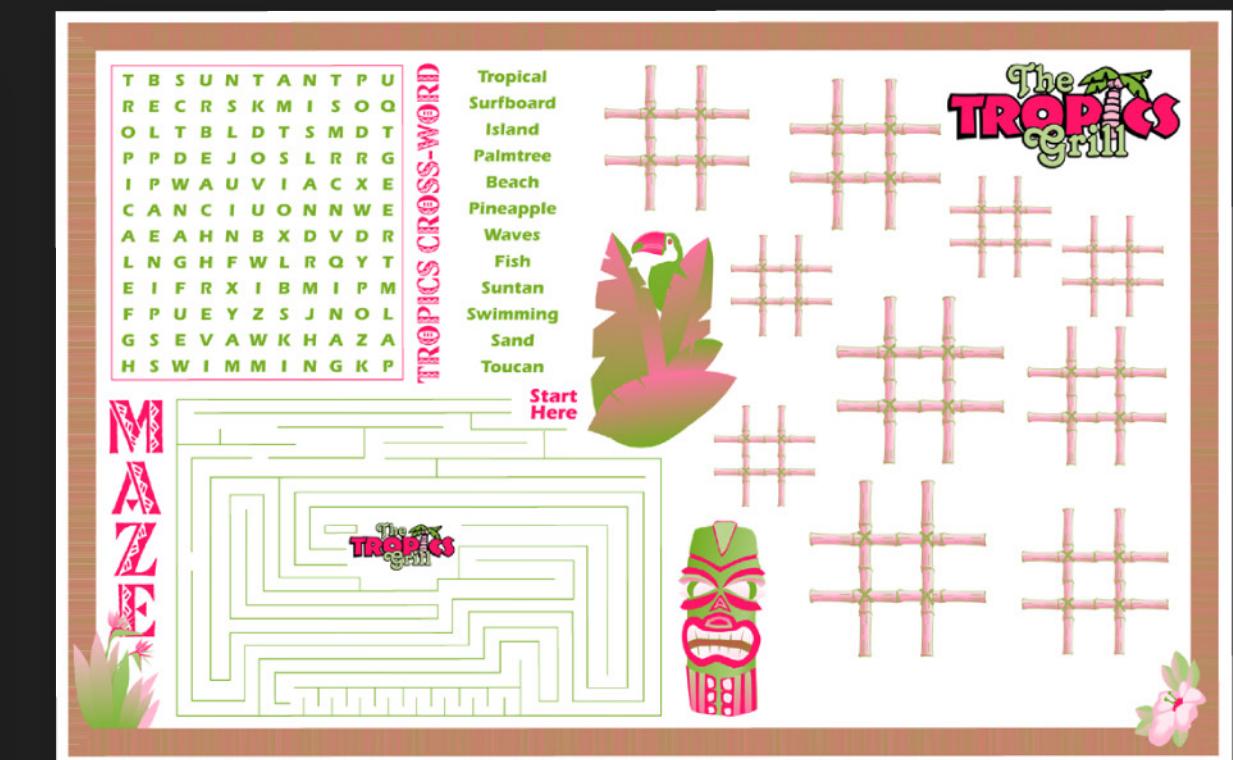
Medium:
Aldus Freehand

Type:
Individual Design Project

Project:
The Tropics Grill opened its doors in the summer of 2000 with walls that had been painted with a island theme by a local artist. I went into the building and photographed all of the walls and rendered illustrations in Freehand for their menus and other printed collateral.

To create the logo I used the Informal 011 and Tango font for the logo type. Then I sketched the tree and scanned it into Freehand to transpose it into a digital format. I was trying to keep a similar look and feel that had been created by the artist who had painted their walls.

Formats:
Menus were printed offset on high gloss paper with laminate. The place mats were printed 2 color on matte paper.





Utah Chamber Artists

Date:

Summer 2005

Medium:

Adobe Photoshop, Adobe Illustrator

Type:

Individual Design Project

Project:

Redesign the Utah Chamber Artist public website.

Project Objectives:

Pro Bono is the name of the game. The original website was a mishmash of pages, which I redesign to reflect the concert hall and give the organization a more polished look and feel.

Format:

1. Website

The image displays two screenshots of the Utah Chamber Artists website. The top screenshot shows the homepage with a dark background. On the left side, there is a large, detailed illustration of a violin. To the right of the violin, the text "UTAH CHAMBER ARTISTS" is written in a serif font, with "UTAH" above "CHAMBER" and "ARTISTS" below it, separated by a stylized graphic of three wavy lines. The top navigation bar includes links for "UCA HOME", "ABOUT US", "CONCERTS", "MUSIC RECORDINGS", and "FRIENDS OF UCA". Below the navigation, the text "2005-2006 CONCERT SEASON" is displayed, followed by a paragraph of placeholder text ("Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi commodo, ipsum sed pharetra gravida, orci magna rhoncus neque, id pulvinar odio lorem non turpis. Nullam sit amet enim. Suspendisse id velit vitae ligula volutpat condimentum. Aliquam erat volutpat. Sed quis volit. Nulla facilisi. Nulla libero. Vivamus pharetra posuere sapien."). A small image of a group of people in formal attire is shown below the text. The bottom screenshot shows a different page with a black background. It features a large, dark image of a group of people on stage, possibly a choir or orchestra, with stage lights visible. The top navigation bar is identical to the homepage. Below the navigation, the text "2005-2006 SEASON TICKETS" is displayed, followed by two small images: one labeled "About Us" and another labeled "Friends of UCA". Further down, there are three smaller images labeled "REQUIEM", "TEN COMMANDMENTS", and "ELEMENTS OF REPENTANCE". At the very bottom, there is a footer section with logos for "UCA Sponsors" (including Rain, Laiu, and ISG), "Mountain West Small Business Finance", and "Nutraceutical". The footer also contains copyright information: "©2006 Utah Chamber Artist | Privacy Statement".



George Washington Jewel Case

Date:
Fall 2007

Medium:
Adobe Photoshop, Aldus Freehand

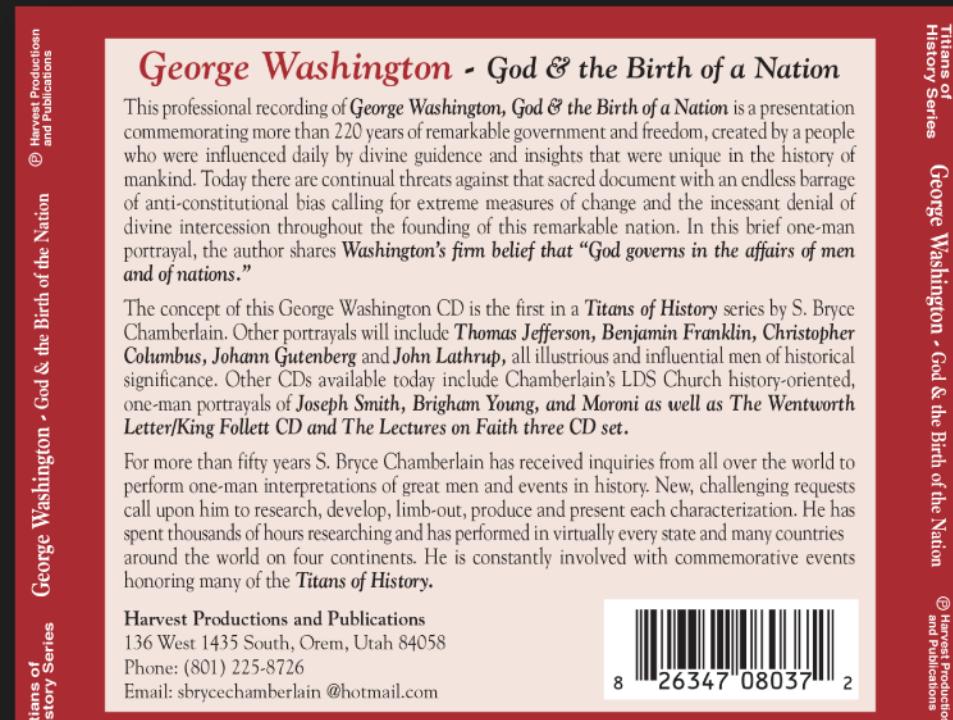
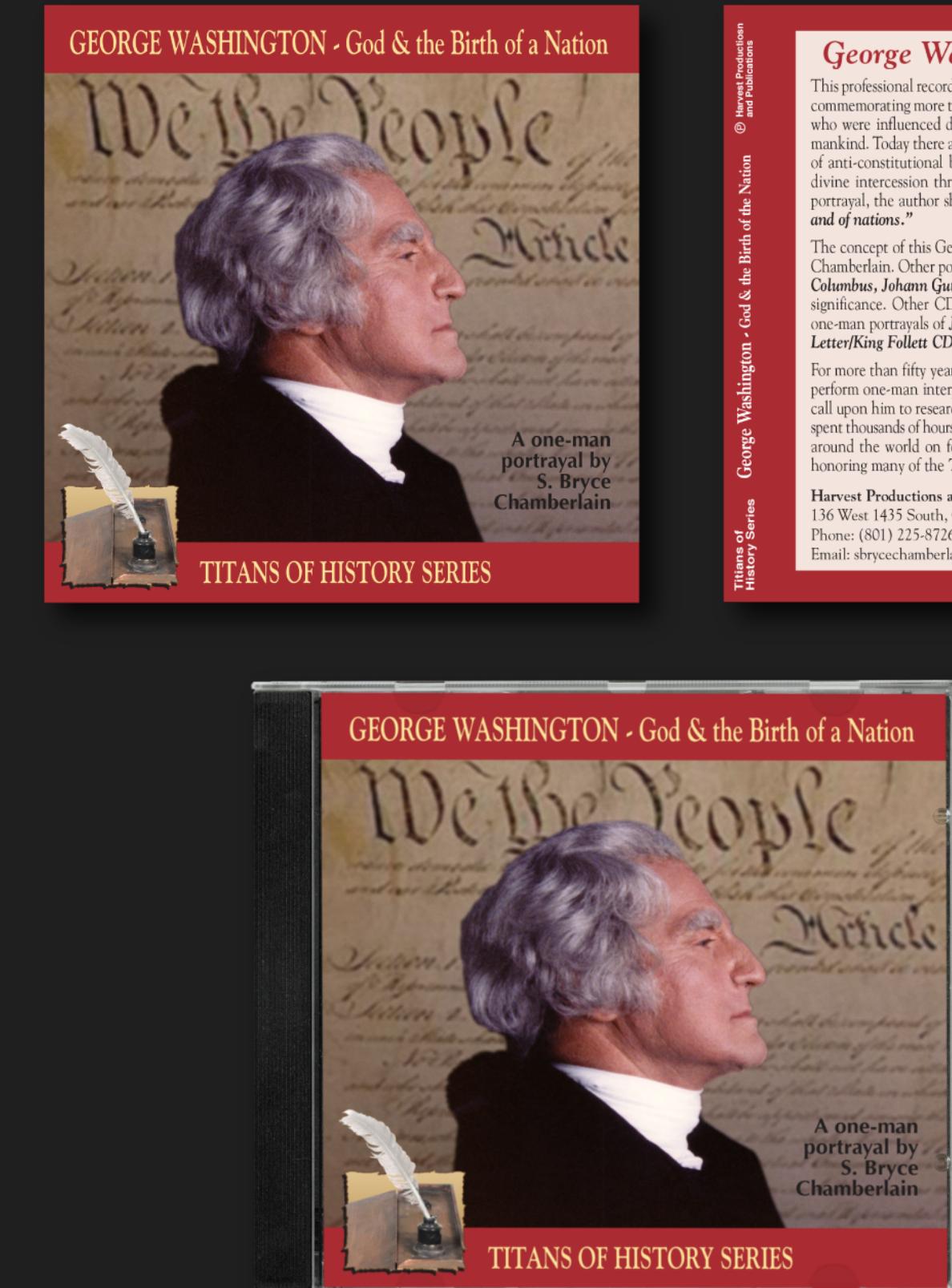
Type:
Individual Design Project

Project:
Create a jewel case design.

I have worked with this client for many years. He does one-man historical reenactments of inspirational past presidents, and religious leaders. From these one-man performances he has built up a repertoire of material that was recorded for this cd, as well as others.

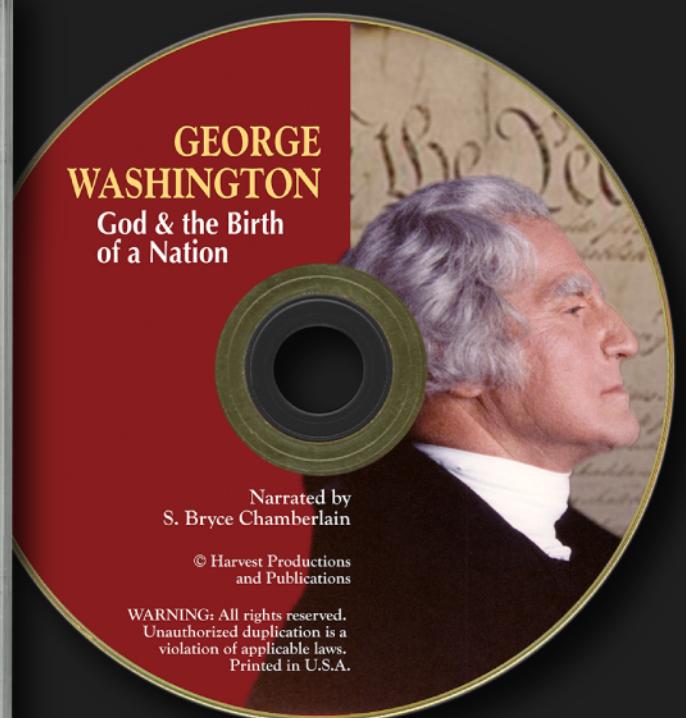
I created a logo in the form of a feather pen and paper, that is reflected in his other Cd's and tapes in his other historic depictions.

Format:
1. CD Jewel Case



Titans of History Series
George Washington - God & the Birth of a Nation

© Harvest Productions and Publications



Titans of History Series
George Washington - God & the Birth of a Nation

© Harvest Productions and Publications



Provo Craft Prototyping

Date:
Spring 2008

Medium:
Adobe Flash Catalyst, Adobe Illustrator

Type:
Team Design & Development Project

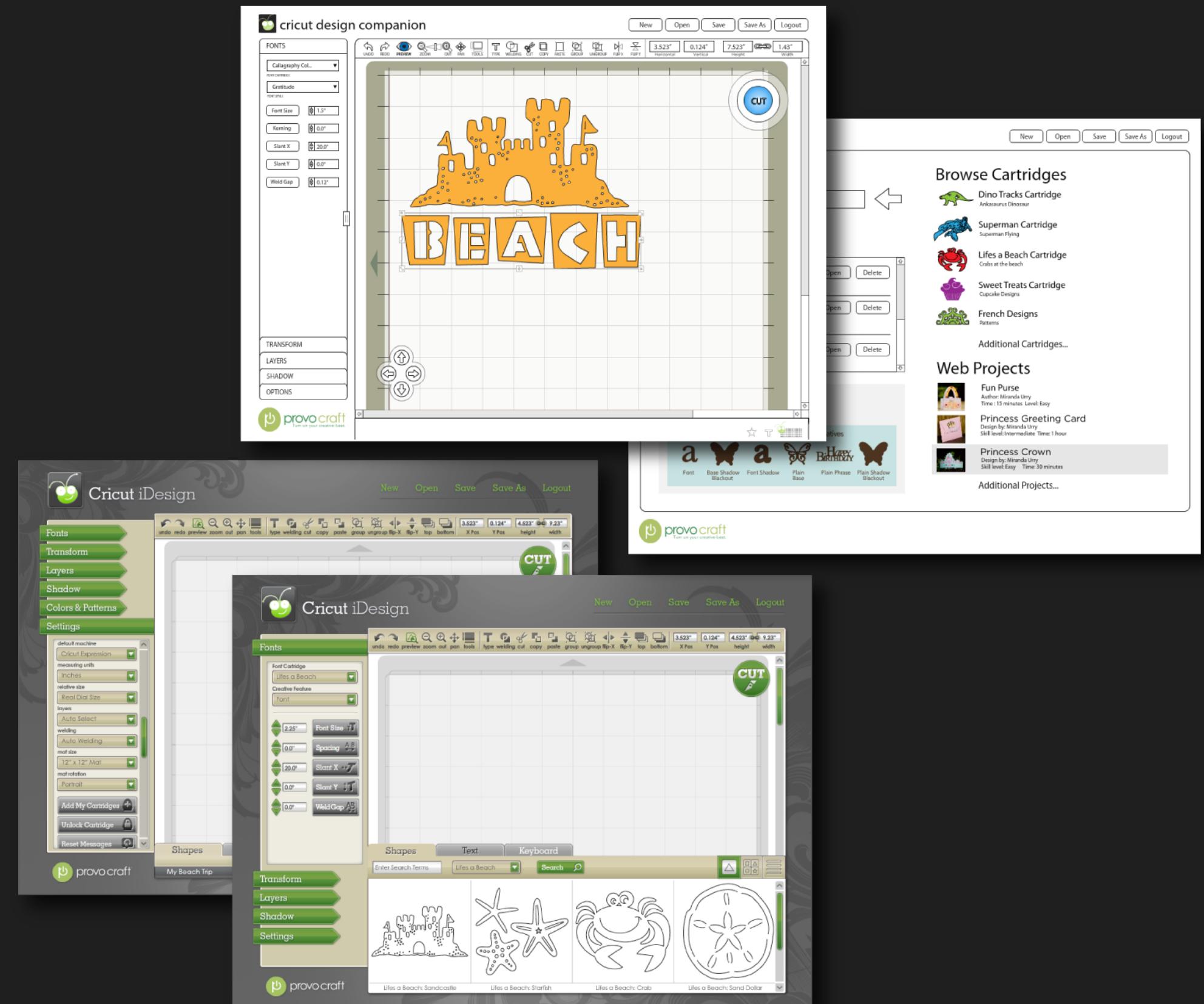
Project:
Create a program to utilize the vast amount of digital content created by Provo Craft.

I was a part of a team of ux, designers and developers involved in creating an application that could cut designs and shapes to the Cricut branded devices. This was a multi-year project that involved wireframing, architecting, prototyping and programming a desktop and web application.

I worked up the wireframes and built several prototypes that were later used for two separate usability studies. One version was in the wireframe mode and the other happened at the design stage.

Later that year I spoke at Adobe MAX Conference on using Adobe Flash Catalyst to create rapid software prototypes.

Formats:
1. Desktop App
2. Web App





Skull Candy Mobile App UX

Date:

Summer 2009

Medium:

Adobe Photoshop, Adobe Illustrator

Type:

Team Design & Development Project

Project:

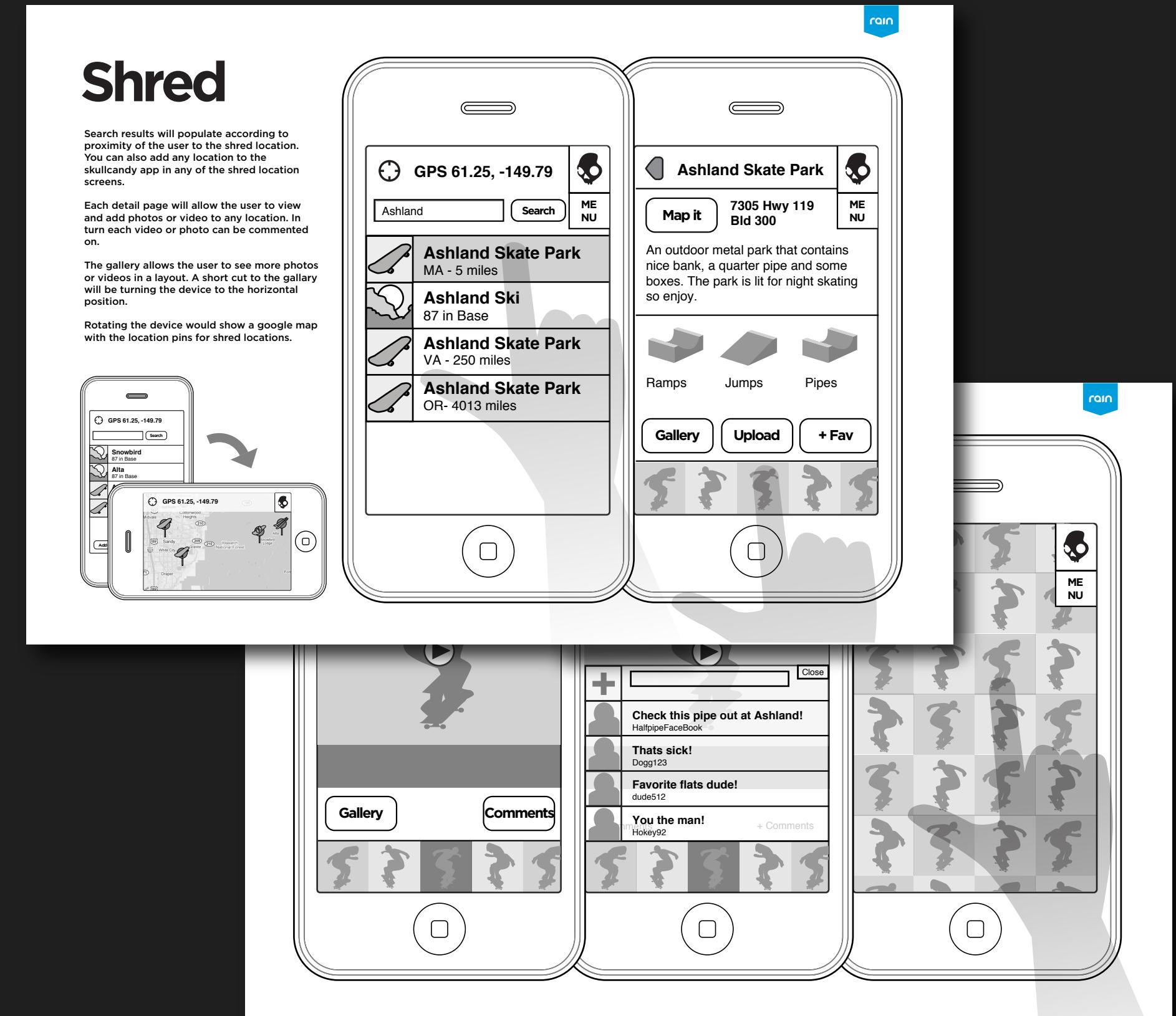
Create wireframes for the new Skull Candy iOS App.

Skull Candy had a previous version of this app that worked half way. They were unhappy with the previous developer and I was charged with improving the overall usability of this app. Using wireframing helped inform the client about the functionality and general layout.

After creating an award winning app we also developed an Android verion of this app.

Formats:

1. iOS App
2. Android App





iOS Concept App

Date:
Fall 2009

Medium:
Adobe Photoshop, Adobe Illustrator, Adobe Flash Catalyst

Type:
Individual Prototyping Project

Project:
Click through prototype

The client was in the intial phase of raising money to put together a business. This required that there was some soft of demonstration of the product that was to be built. Needless to say they didn't have a lot of capital to be able to create a fully functional App. So the client had me create a click through prototype to allow the investors to visualize the final product and service.

Format:
1. Flash Catalyst Click-through Prototype



NutrafEYE Label

Date:
Fall 2009

Medium:
Adobe Photoshop, Adobe Illustrator

Type:
Individual Design Project

Project:
Logo and label design for dietary supplement.

The client that had created a new product, that promoted vision wellness through vitamins and minerals. I created a new identity and label for this product line. I have worked with the client through the years and spent many hours mocking up the label and bottle design.

I used Adobe Illustrator's 3d extrusion tool to create the bottle mock-up and wrap around.

Formats:
 1. Sample Bottle Label
 2. 60 Capsule Bottle Label



Supplement Facts	
Serving Size: 1 Capsule Servings Per Container: 60	
Amount Per Capsule	%Daily Value**
Phytonutrient Complex Blend	160 mg †
Green tea extract (Camellia sinensis) (dried leaves)	
Amino Acid Smoothing Formula	150 mg †
L-Alanine, L-Valine, N-Acetyl-L-Cysteine, L-Glutathione (reduced)	
and L-Tyrosine	
Phospholipid Tear Stabilization Complex (from soybeans)	6.2 mg †
Phosphatidylcholine, Phosphatidylserine,	
Phosphatidylethanolamine, Phosphatidylinositol & Phosphatidic Acid	
Mucin complex (porcine)	50 mg †
(Minimum 60% mucin, a source of mucopolysaccharides)	
FloraGLO® lutein (from marigold flowers, Tagetes erecta) 6.2 mg †	
EZ Eyes™ Zeaxanthin (from marigold flowers, Tagetes erecta) 1 mg†	
Sphingomyelin (from eggs)	1 mg †

†Daily Value not established.

Other ingredients: Rice flour, vegetable cellulose, sucrose, magnesium silicate, tapioca starch, shellac, microcrystalline cellulose, maltodextrin, chlorophyll, tricalcium phosphate, glycerin, rosemary extract, purified water.

Contains egg, soybeans.

This product contains NO milk, fish, peanuts, crustacean shellfish (lobster, crab or shrimp), tree nuts, wheat, yeast, gluten, or beef. Contains NO artificial sweeteners, flavors, colors, or preservatives.

Manufactured for Vitamin Science, Inc., Huntington, NY 11743
Toll Free: 1-800-427-7660 • Web Site: NutrafEYE.com

NutrafEYE™
VisiVite®

60 CAPSULES

With just one NutrafEYE™ capsule per day, your eyes will appear younger and healthier, all while protecting your vision with FloraGLO® Lutein and EZ Eyes® Zeaxanthin against the ravages of increasing age. You'll notice healthier eyelash growth, less dryness and light sensitivity and a softening of those harsh wrinkles and dark spots.*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

RECOMMENDED INTAKE: Take one (1) capsule daily with meals, or as recommended by a health care practitioner.

KEEP OUT OF REACH OF CHILDREN
FloraGLO® Kemin Industries, Inc. 5,382,714; 5,648,564.
EZ Eyes™ is a registered trademark of Chrysantis, Inc.

STORE AT ROOM TEMPERATURE
Do not use if outer seal is broken.

MADE IN USA

Supplement Facts	
Serving Size: 1 Capsule Servings Per Container: 60	
Amount Per Capsule	%Daily Value**
Phytonutrient Complex Blend	160 mg †
Green tea extract (Camellia sinensis) (dried leaves)	
Amino Acid Smoothing Formula	150 mg †
L-Alanine, L-Valine, N-Acetyl-L-Cysteine, L-Glutathione (reduced)	
and L-Tyrosine	
Phospholipid Tear Stabilization Complex (from soybeans)	6.2 mg †
Phosphatidylcholine, Phosphatidylserine,	
Phosphatidylethanolamine, Phosphatidylinositol & Phosphatidic Acid	
Mucin complex (porcine)	50 mg †
(Minimum 60% mucin, a source of mucopolysaccharides)	
FloraGLO® lutein (from marigold flowers, Tagetes erecta) 6.2 mg †	
EZ Eyes™ Zeaxanthin (from marigold flowers, Tagetes erecta) 1 mg†	
Sphingomyelin (from eggs)	1 mg †

†Daily Value not established.

Other ingredients: Rice flour, vegetable cellulose, sucrose, magnesium silicate, tapioca starch, shellac, microcrystalline cellulose, maltodextrin, chlorophyll, tricalcium phosphate, glycerin, rosemary extract, purified water.

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This product contains NO milk, fish, peanuts, crustacean shellfish (lobster, crab or shrimp), tree nuts, wheat, yeast, gluten, or beef. Contains NO artificial sweeteners, flavors, colors, or preservatives.

Manufactured for Vitamin Science, Inc., Huntington, NY 11743

Toll Free: 1-800-427-7660 • Web Site: NutrafEYE.com



10 CAPSULES • SAMPLE



Praedo Website/App Design

Date:

Fall 2011

Medium:

Adobe Photoshop, Adobe Illustrator

Type:

Team Design & Development Project

Project:

Re-design the current Praedo website and Testing LMS.

The client has a 2013 January launch of their entire system. So I had to keep the current site design in line with their current web properties, but freshening up the look and feel to convey the underlying rewrite we were doing for their system.

Formats:

1. Praedo Website
2. Testing Learning Management System

The screenshot displays two overlapping windows. The top window is the Praedo Real Estate Education and Mortgage Education website, featuring a header with the Praedo logo, navigation links for Home, My Account, Real Estate, Mortgage, and Course Catalog, and a search bar. Below the header are sections for Mortgage Courses (with an image of three people at a desk) and Real Estate Courses (with an image of a modern house by a pool). A 'News' sidebar on the right lists promotional offers. The bottom window is a modal dialog titled 'Attestation' for a '2 H SAFE Comprehensive Course - Property Concepts'. It lists course requirements (1. Attestation through 13. Exam Review) on the left. The main content area contains a heading 'SAFE Comprehens', a large block of Latin placeholder text, and two numbered requirements: '1. Requirement A' and '2. Requirement B'. A statement at the bottom says 'I acknowledge the above statement and confirm that I have the necessary credentials to continue.' with a '✓ Confirm' button. The footer of the modal includes slide navigation (Slide 3 of 13), a timer (00:16/00:30), and playback controls (Play Slide, Previous Slide, Next Slide).



BLOXR Brochure

Date:
Spring 2012

Medium:
Adobe Photoshop, Adobe Illustrator

Type:
Individual Design Project

Project:
Double sided printed brochure

I was tasked with creating a brochure to convey the light weight x-ray blocking attributes of the BloxR product. The client had come up with a tag line "Why Weight" to suggest that their product is light weight compared to the common lead based shields. They had some photos, but I added their new logo to all of the product shots and added a blurred background to emphasize the model and BloxR product.

Format:
1. Offset 4/4 color brochure.

The Problem? Heavy, Unhygienic

Conventional Products	Problems Associated
Lead based products...	Heavy weight (15-20 lbs. for aprons); leads to user fatigue; 50% have clinically diagnosed back pain, 33% have lost time and have occupational injury claims. Can leak radiation unknown to user, unhygienic, odor from multiple users. Requires periodic testing/tracking, and frequent cleaning.
Light Lead Products...	Lead-free, but with other toxic heavy metals (e.g. Antimony, Tin, Tungsten)
Lead Free Products...	Contains toxic metals that are more hazardous than Lead.

The Solution

**Maximum Protection
Maximum Comfort**

Light Weight Radiation Protection
XPF Cap, Collar, Apron, & Shield
Non-Hazardous, Non-Toxic
Extended Wear, Easy to Dispose
No Metals or Lead

www.bloxr.com

BLOXR Corporation • 960 West LeVoy Drive, Ste. 100, Taylorsville, UT 84123 • Tel 855-256-9729 • Fax 877-254-4888

MKT-720-01-01 Rev B

"Why Weight?"

XPF .5mm Pb equivalent 50% lighter

BLOXR

- Light Weight Radiation Protection
- XPF Cap, Collar, Apron, & Shield
- Non-Hazardous, Non-Toxic
- Easy to Dispose
- No Metals or Lead

FDA CLEARED
510(k)-K110900

BLOXR Corporation • 960 West LeVoy Drive, Ste. 100, Taylorsville, UT 84123 • Tel 855-256-9729 • Fax 877-254-4888



Studio Photography

Date:

Multiple years

Medium:

Digital Photography, Flash Lamps, Adobe Photoshop

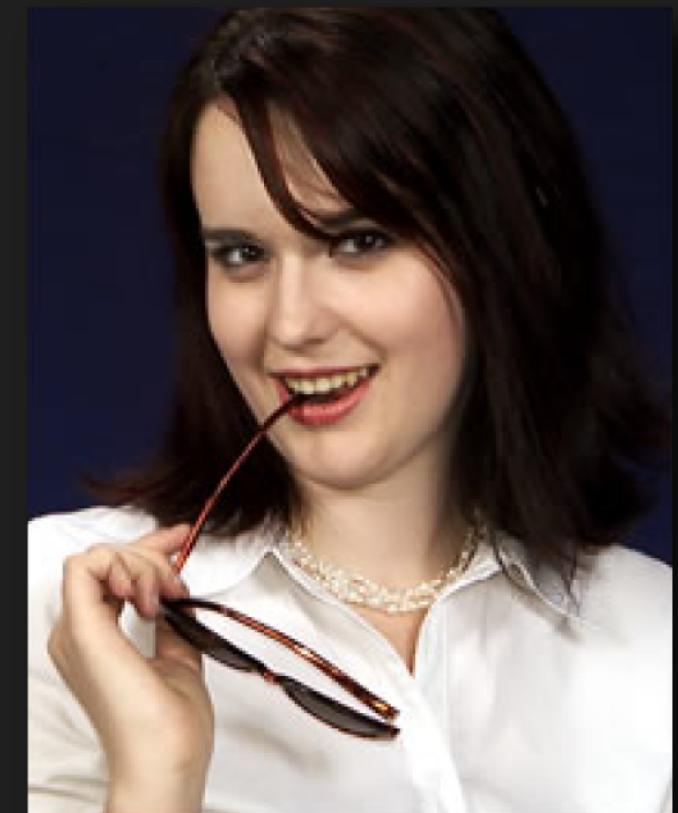
Type:

Individual

Abstract:

As a graphic artist, you have to be able to generate the images that are needed for any specific project. I have shot products for catalogs, ads, websites and any other picture that was necessary to finish a project.

I took several flash photography courses over the years to add to my tool belt of capabilities. This is by far one of the more valuable skills I have acquired.





Smith Family Organization

Date:

Fall 2012

Medium:

Adobe Photoshop, Adobe Illustrator, WordPress

Type:

Individual Design & Development Project

Project:

Website design for Smith Family Organization

This Freelance project came from not keeping my big mouth shut when I am around my neighbors. Mr Smith didn't go to Washington, but he does have a lot of family history. I designed this site in Adobe illustrator and had the CSS and markup created by an off shore development house.

Campaign Objectives:

Create a family history site that the client could update and modify without the need of an in-house a developer.

Format:

1. WordPress Website

The screenshots display the Thomas X. Smith & George W. Smith Family Organization website. The top screenshot shows the Photo Gallery page, which includes sections for additional photos, Thomas X. Smith and Family Photos, and George W. Smith and Family Photos. The bottom screenshot shows the homepage, which features two large portraits of Thomas X. Smith and George W. Smith. It also includes sections for Upcomming Events, Smith Family Organization Mission Statement, and a list of four numbered objectives.

Photo Gallery

We have collected photos that depict the life and times of the Smith Family. If you have any photos locked away in the attic or on your computer please email them to brent@smithfamilyorganization.org

Additional Photos of interest to the Smith Family

CLICK TO SUBMIT

Thomas X. Smith and Family Photos
Photographs and items of particular interest to the posterity of Thomas X. Smith

George W. Smith and Family Photos
Photographs and items of particular interest to the posterity of George W. Smith

©2012 Smith Family Organization | Forums/Comments/News

THOMAS X. SMITH & GEORGE W. SMITH FAMILY ORGANIZATION

MAKE A DONATION

Thomas X. Smith & George W. Smith Family Organization

THOMAS X. SMITH & GEORGE W. SMITH FAMILY ORGANIZATION

MAKE A DONATION

George W. Smith and his Younger brother, Thomas X. were the first members of our Smith family to join the Church of Jesus Christ of Latter Day Saints.

Both George and Thomas were born in Eaton Bray, Bedfordshire, England: George was born May 2, 1823 and Thomas was born December 25, 1828. George was baptized a member of the Church of Jesus Christ of Latter Day Saints on October 29, 1848. Thomas joined the Church April 17, 1849. Following the admonition of their Church leaders both brothers immigrated to America and joined the Saints in Utah. Thomas X. arrived in Utah in 1853 and George W. arrived in 1855 and joined his brother who had settled in Farmington, Utah.

Smith Family Organization Mission Statement

The Thomas X. and George W. Smith Family Organization is composed of the descendants of these two great men. Our major objective is to strengthen the overall family with particular emphasis on teaching our heritage of family and faith to the upcoming generation (our future leaders). In pursuit of that objective we are organized to accomplish the following:

1. Research, compile, and make publically available the Thomas X. and George W. Smith genealogical data, maintain a current database of family members and encourage connections with the values and teaching of those who have gone on before.
2. Research, create, and preserve family histories, identify, catalogue, and preserve family photographs/artifacts.
3. Publish these family histories and other family memorabilia (primarily via the smithfamilyorganization.org web site).
4. Promote and sustain family love and unity through regularly scheduled family reunions.

Upcomming Events

Jan 8, 2013 Family Family Organization Board Meeting 4:00 pm - 5:15 pm Quinton's Home 2808 Oquirrh Drive Salt Lake City, Utah

Aug 2-4, 2013 Thomas X. Smith Line Family Reunions Events, times, and specific locations to be announced Logan, Utah

Sept 6-8, 2013 George W. Smith Line Family reunion Events, times, and specific locations to be announced Cottonwood, Utah

brent@smithfamilyorganization.org



Typography

Dates:

1998 - 2014

Medium:

Aldus Freehand, Adobe Illustrator, Fontographer

Type:

Individual Design Project, Research projects

Project:

My love affair with type started in the summer of 1987 with my introduction to the Mac Plus at the local technical college. That first mac had a total of 22 typefaces ranging from Helvetica to Palantino connected to a LaserWriter Pro. I loved the look of the fonts and poured over specimen books like they were novels.

I have continued to create typefaces over the years. At Sundog Creative, we created typefaces for several local type foundries. We also mass produced typefaces from artist designs.

Masters research has led to creating new typefaces based on hand painted lettering, and other influences.

Pondering Paul Renner's Futura Oblique made we wander down the road to suppose what an italic version of Futura may look like.

New Serif Sans light

New Serif Sans Book

New Serif Sans Italic

AaßbCØdf
GHIøpnqitro
14689(@!?)

æBCŒfgh
mnøPQRS
13467890

Futura Italic

A B C D E F G H I
J K L M N O P Q
R S T U V W X Y Z
a b c d e f g h i j k

Škoda Campaign

Date:
Fall 2007

Medium:
Adobe Photoshop, Adobe Illustrator

Type:
Individual Design Project

Project:
Škoda North American Campaign

I created this fictitious advertising Škoda Campaign for an advertising class at the Art Institute of Pittsburgh. With the limited resources I contacted the Škoda car company and asked for access to their press section as a student, allowing me to get advertising quality photos from their website. With high resolution images there was much more latitude to create professional quality ads.

The campaign was directed towards appealing to the youth market, by way of economics and using the green brand. This Eastern European car company is very environmentally conscious, so they only build small fuel efficient cars.

Campaign Objectives:
1. Introduce Škoda to the United States
2. Appeal to the Youth Market (economy car)
3. Build brand awareness

Formats:
1. Advertising brochure
2. Online Banner Ad
3. Outdoor Advertising

