

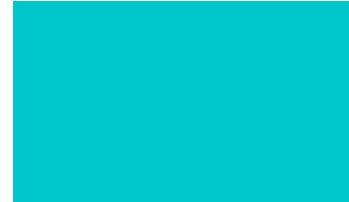


Site Re-Design

# Colours



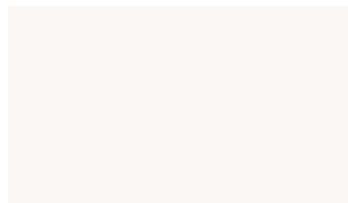
Studio  
#1a4759



Archipel  
#00c7cc



Hilite  
#5affd4



Paper  
#f9f7f4



White  
#fff

# Type CSS Options



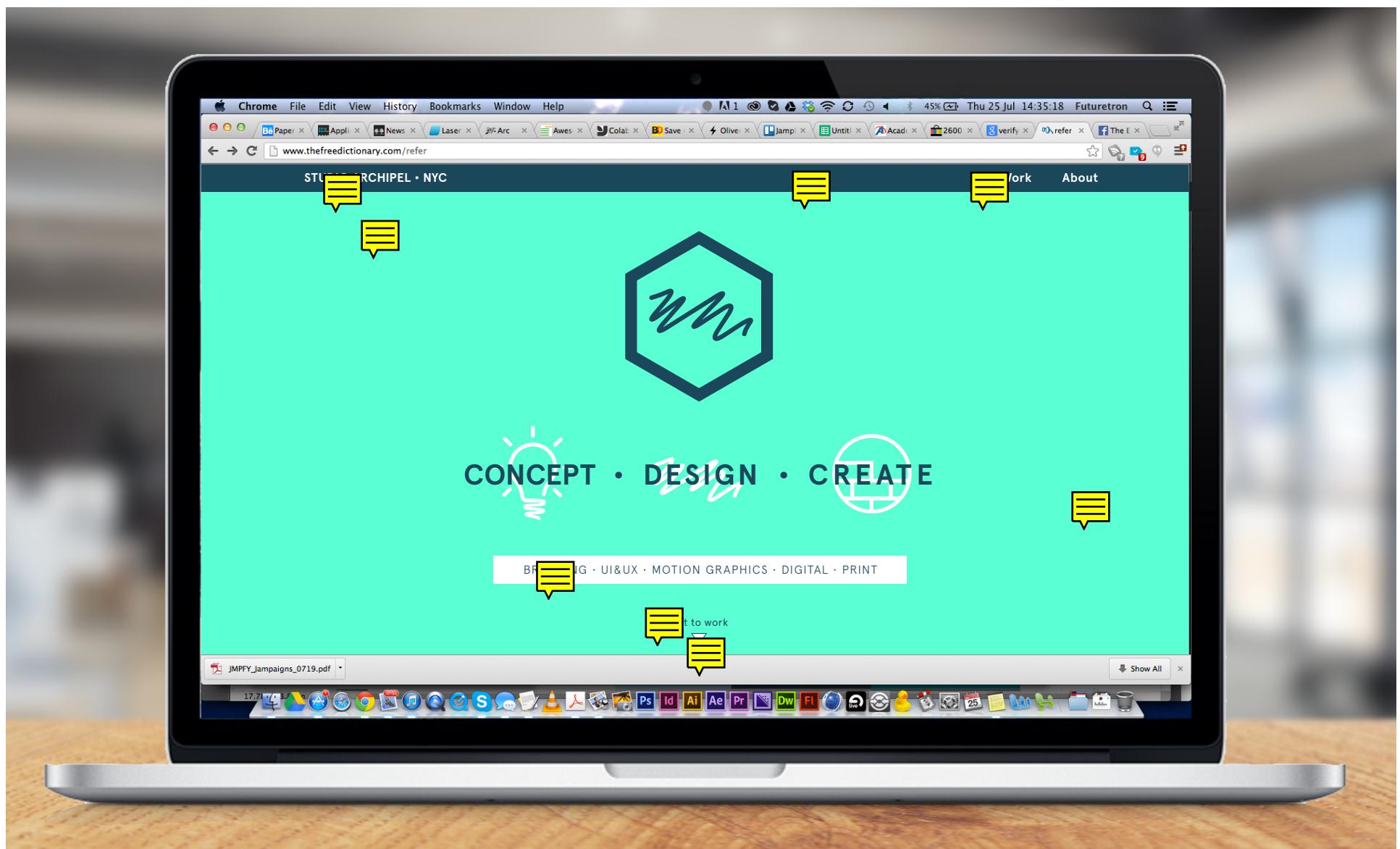
**h1 - Apercu Bold 52px, #studio**  
**h1.load - 42px**

**h2 - Apercu, Bold 18px, #fff**  
**h2.projtitle - 21px**  
**h2.section - #studio**

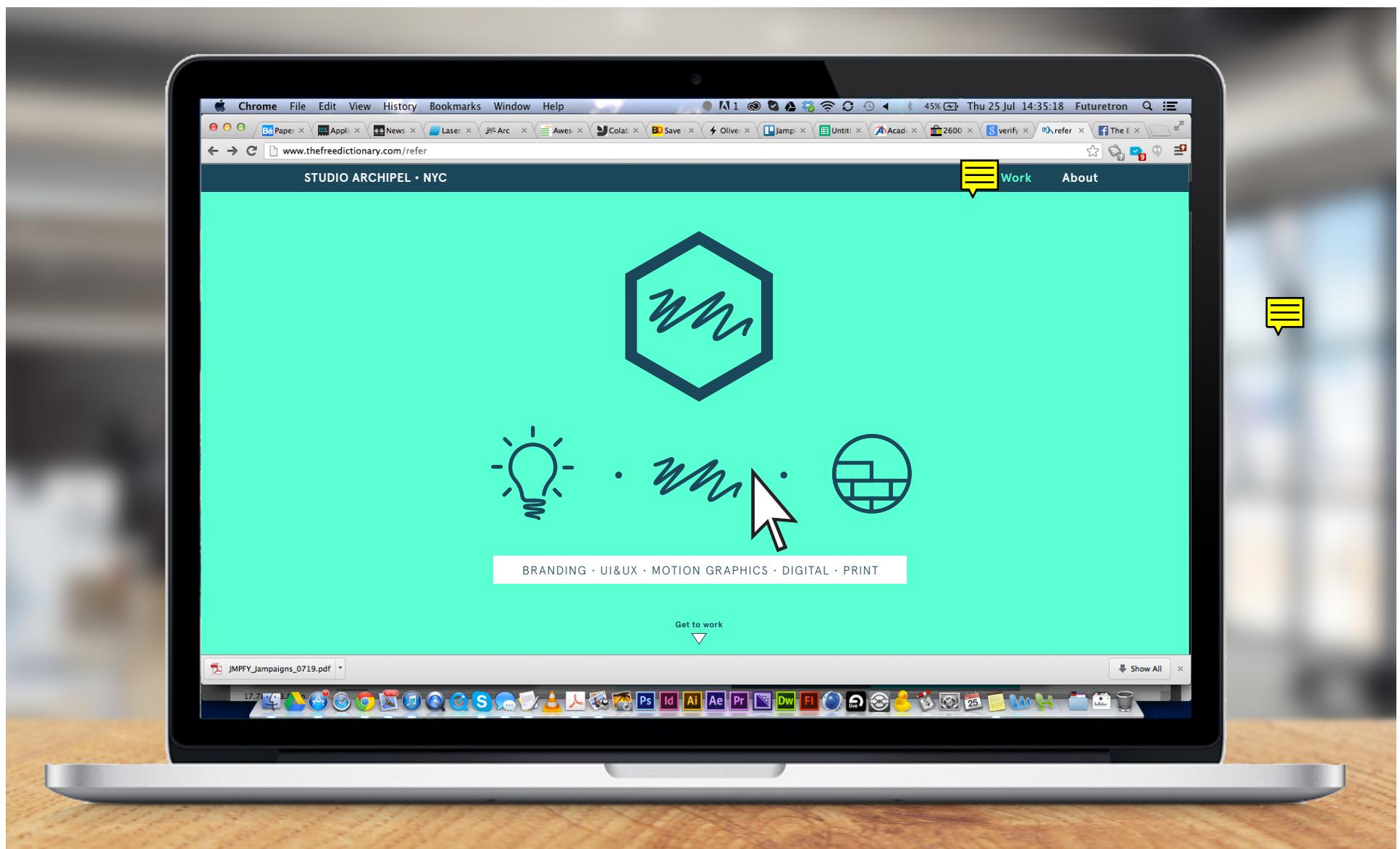
**p1 - Apercu Regular, 16px, #studio**  
**p1.projdescr - #fff**

**p2 - Regular 12px, #fff**

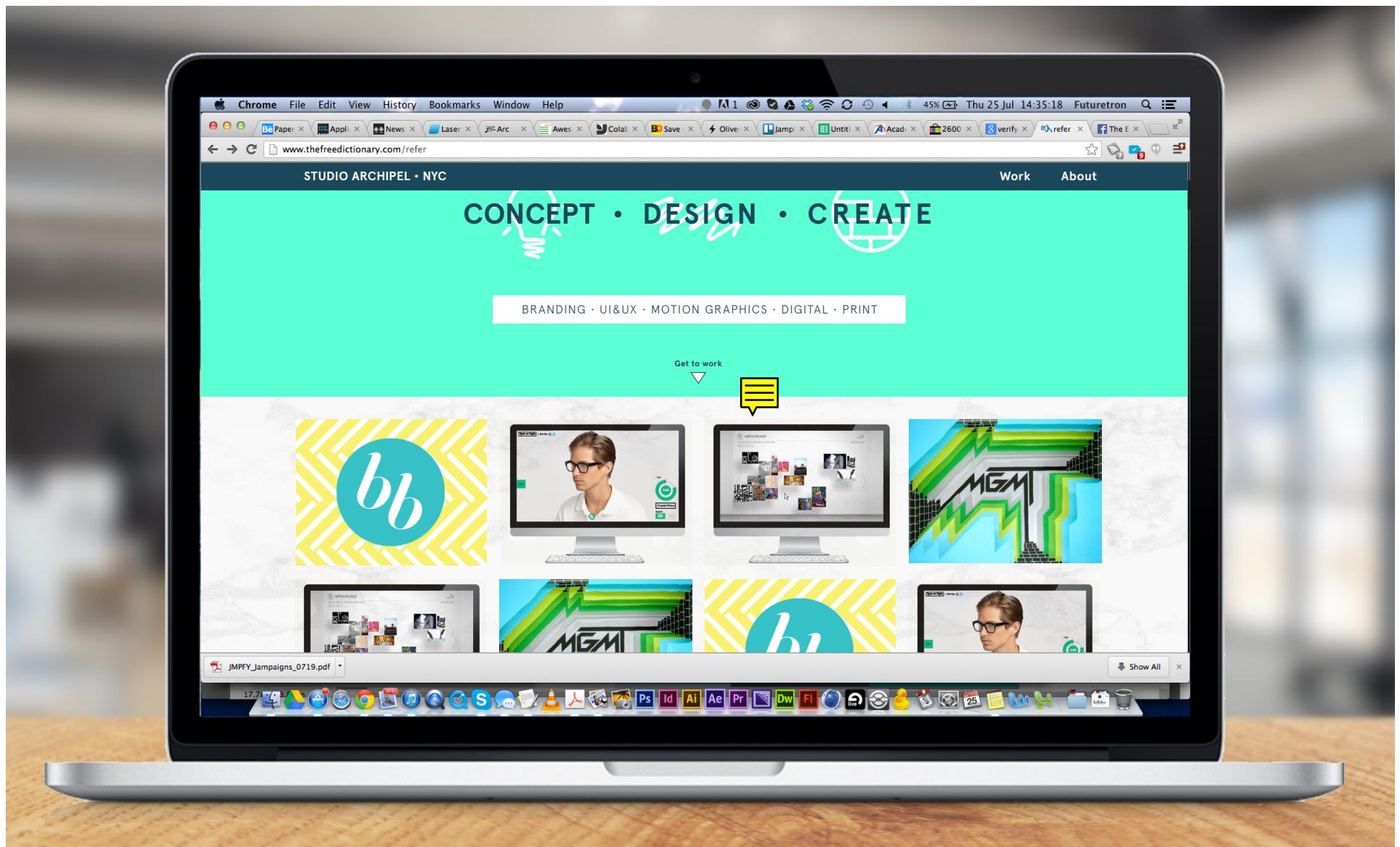
# 01 - Initial Load



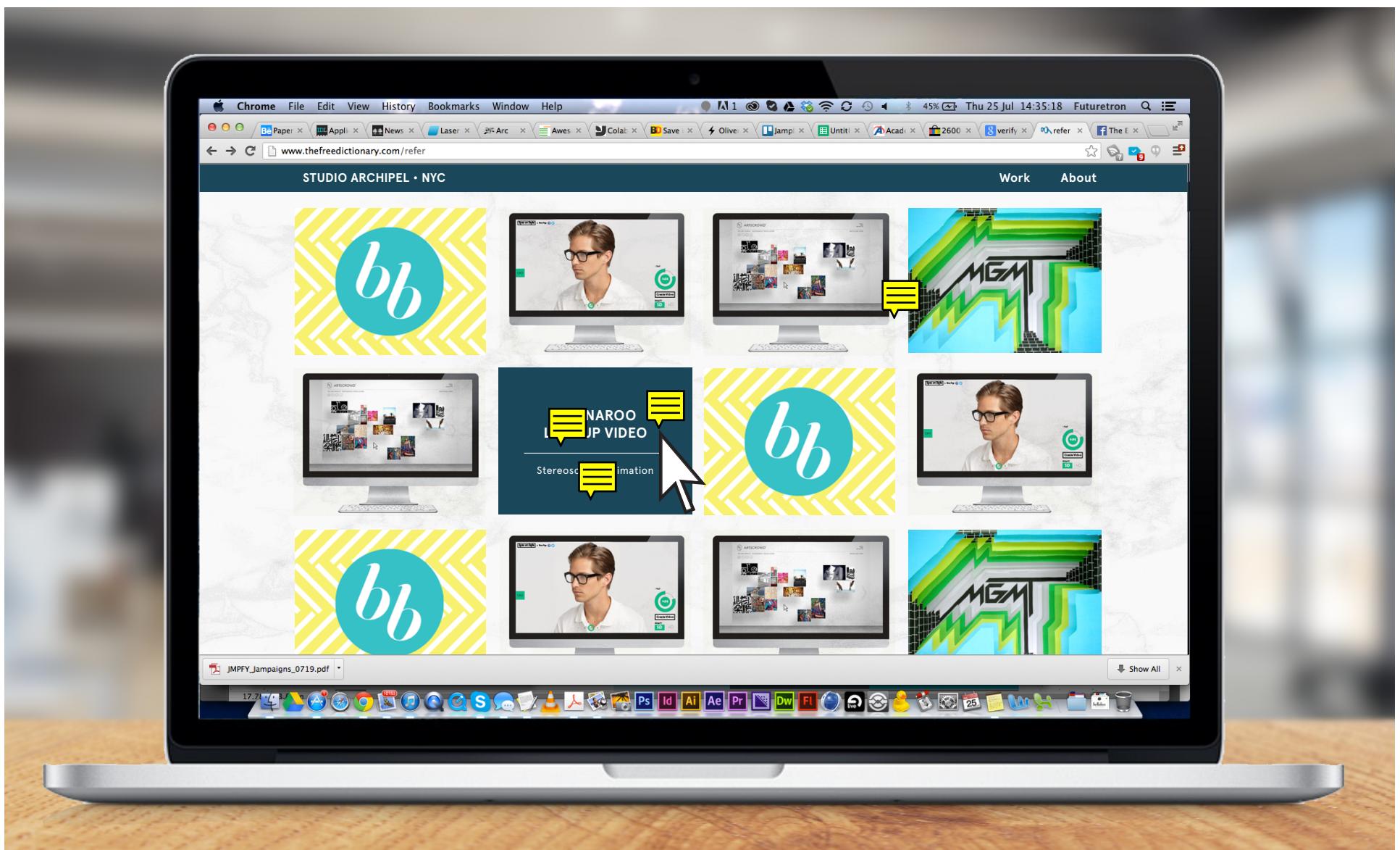
# 01a - Hover States



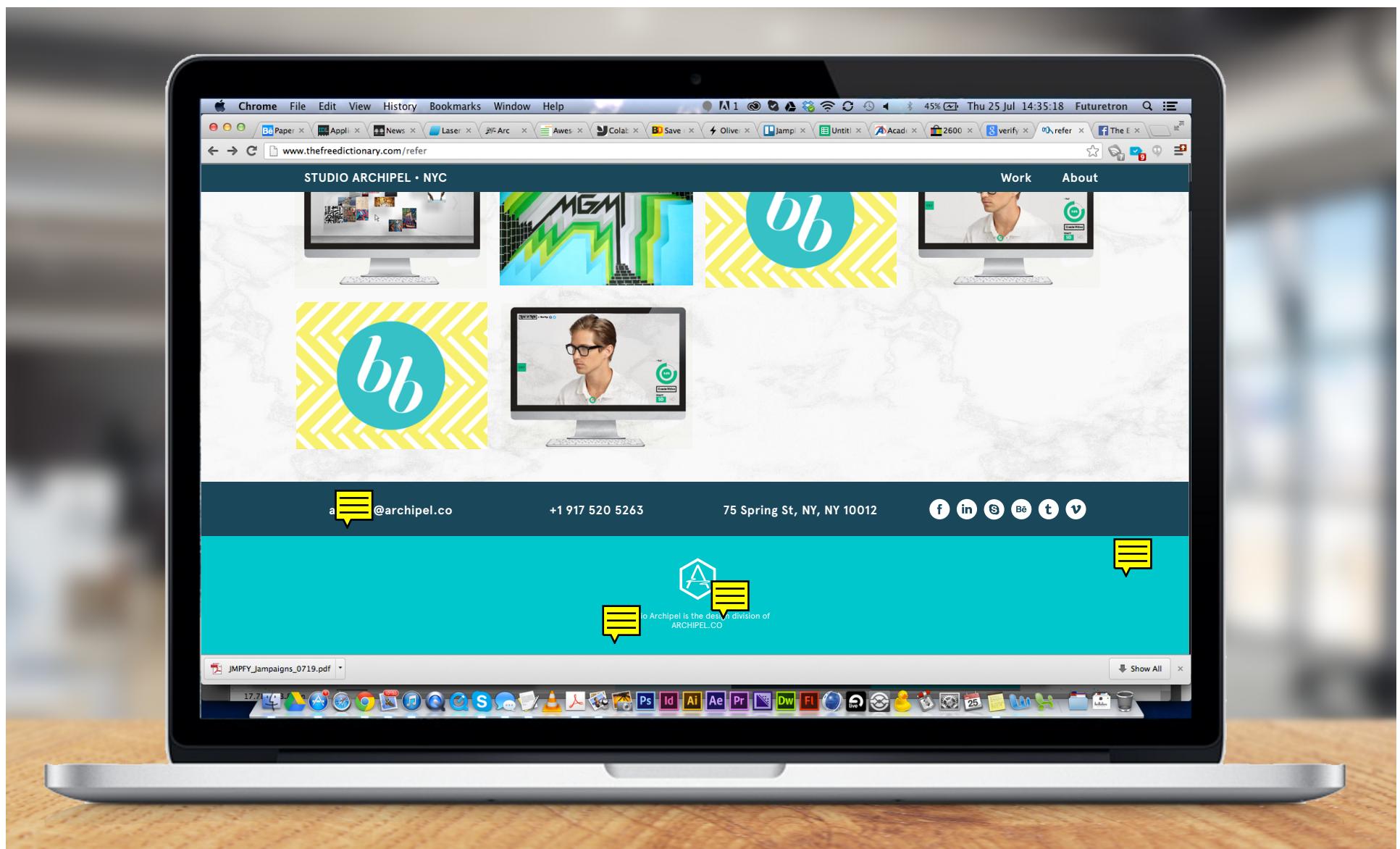
# 02 - Scroll



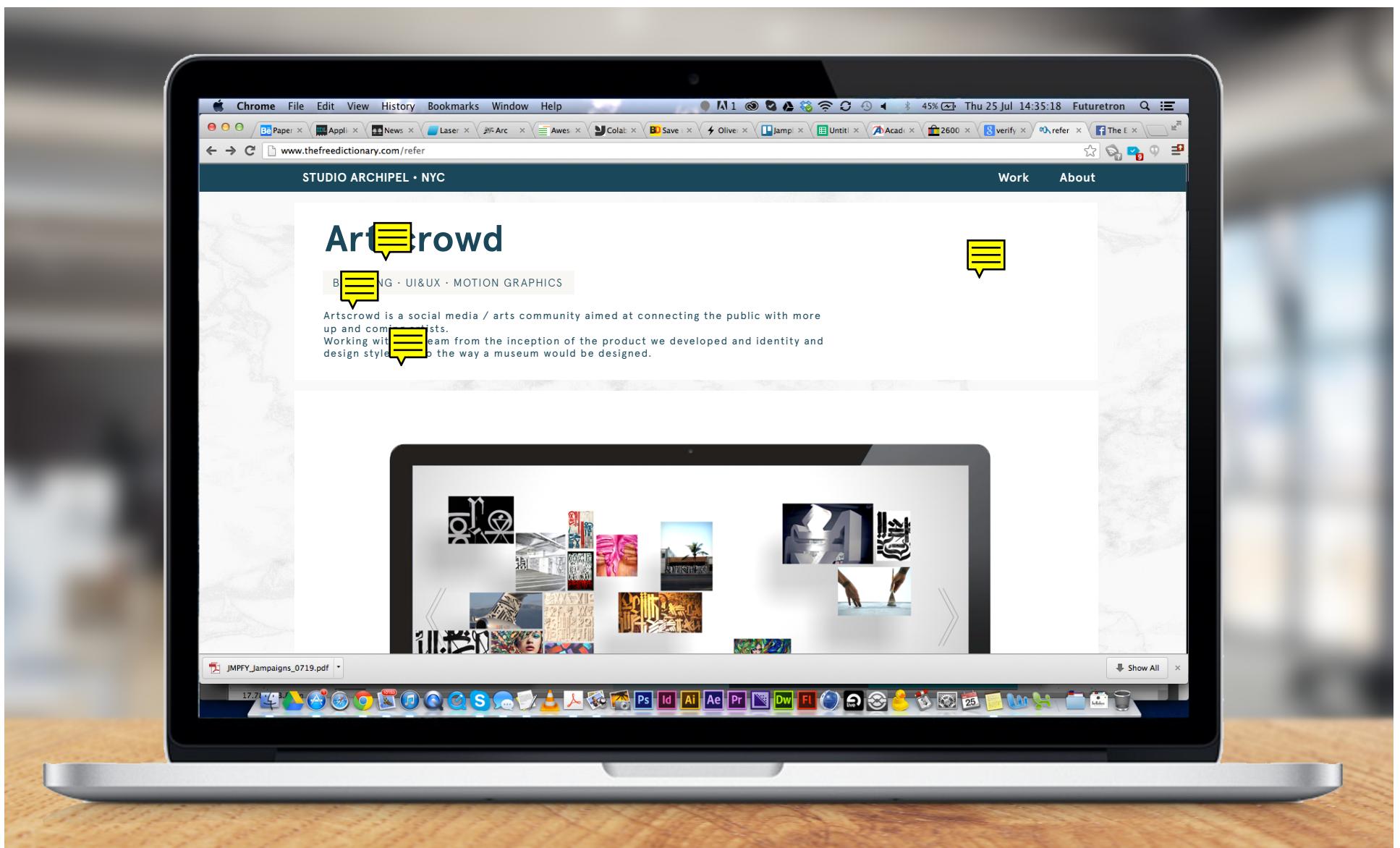
# 03 - Work Page



# Footer



# 04 - Project Page



# 04 - Project Page Responsiveness

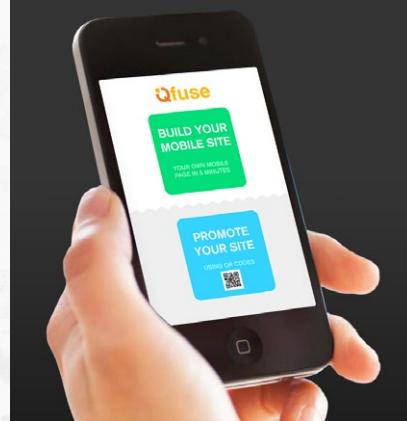
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Work   About

## Artscrowd

BRANDING - UI&UX - MOTION GRAPHICS

Artscrowd is a social media / arts community aimed at connecting the public with more up and coming artists. Working with the team from the inception of the product we developed and identity and design style akin to the way a museum would be designed.



DAVID HAMILTON  
PROPERTY GROUP



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≡

## Artscrowd

BRANDING - UI&UX - MOTION GRAPHICS

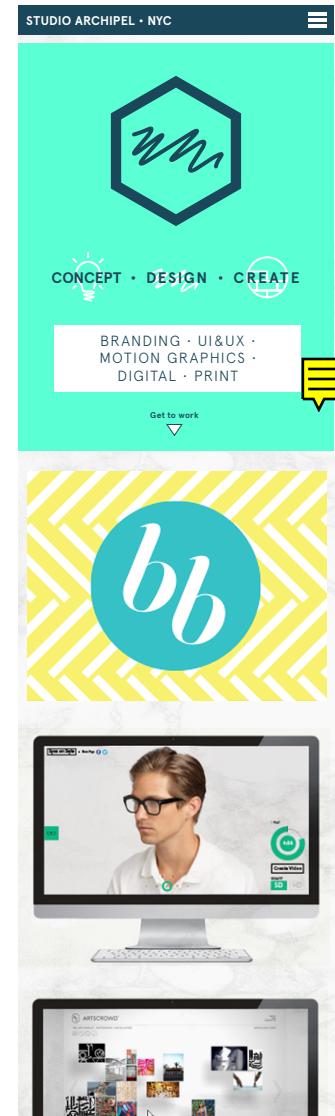
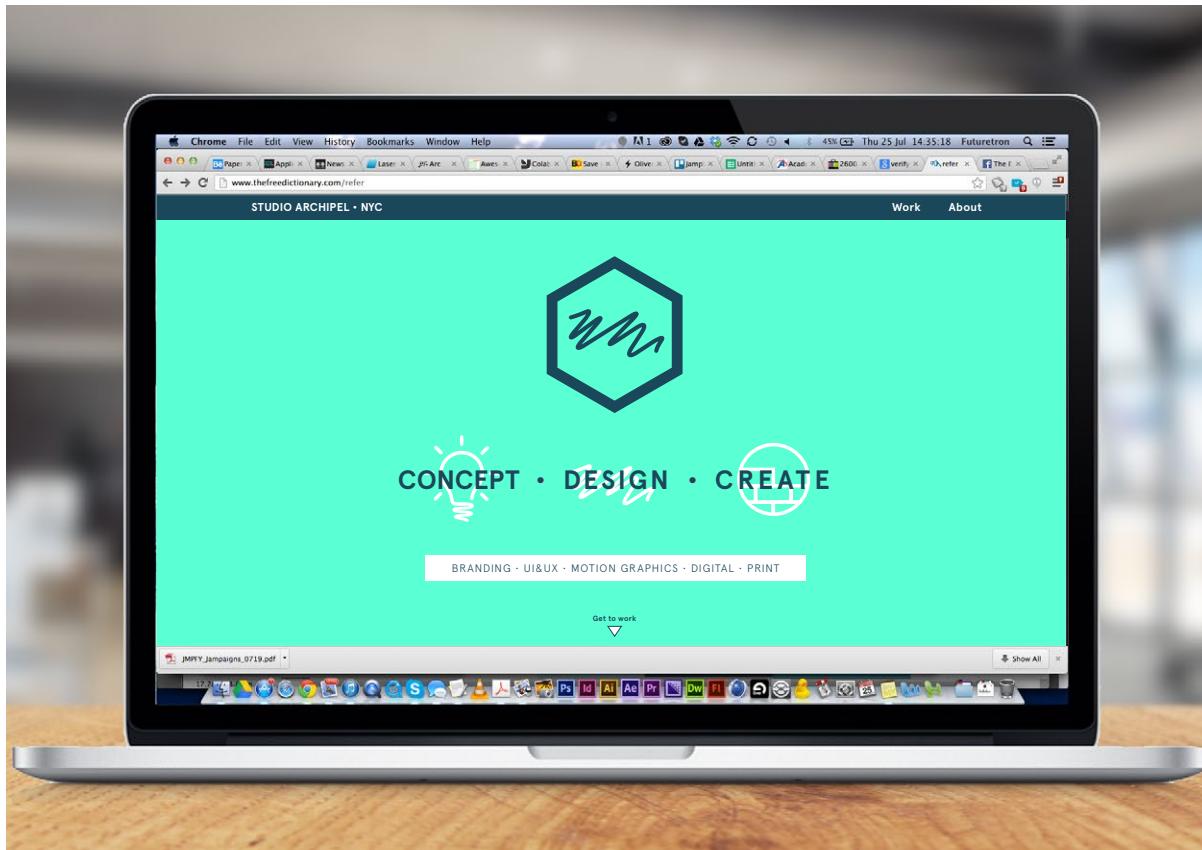
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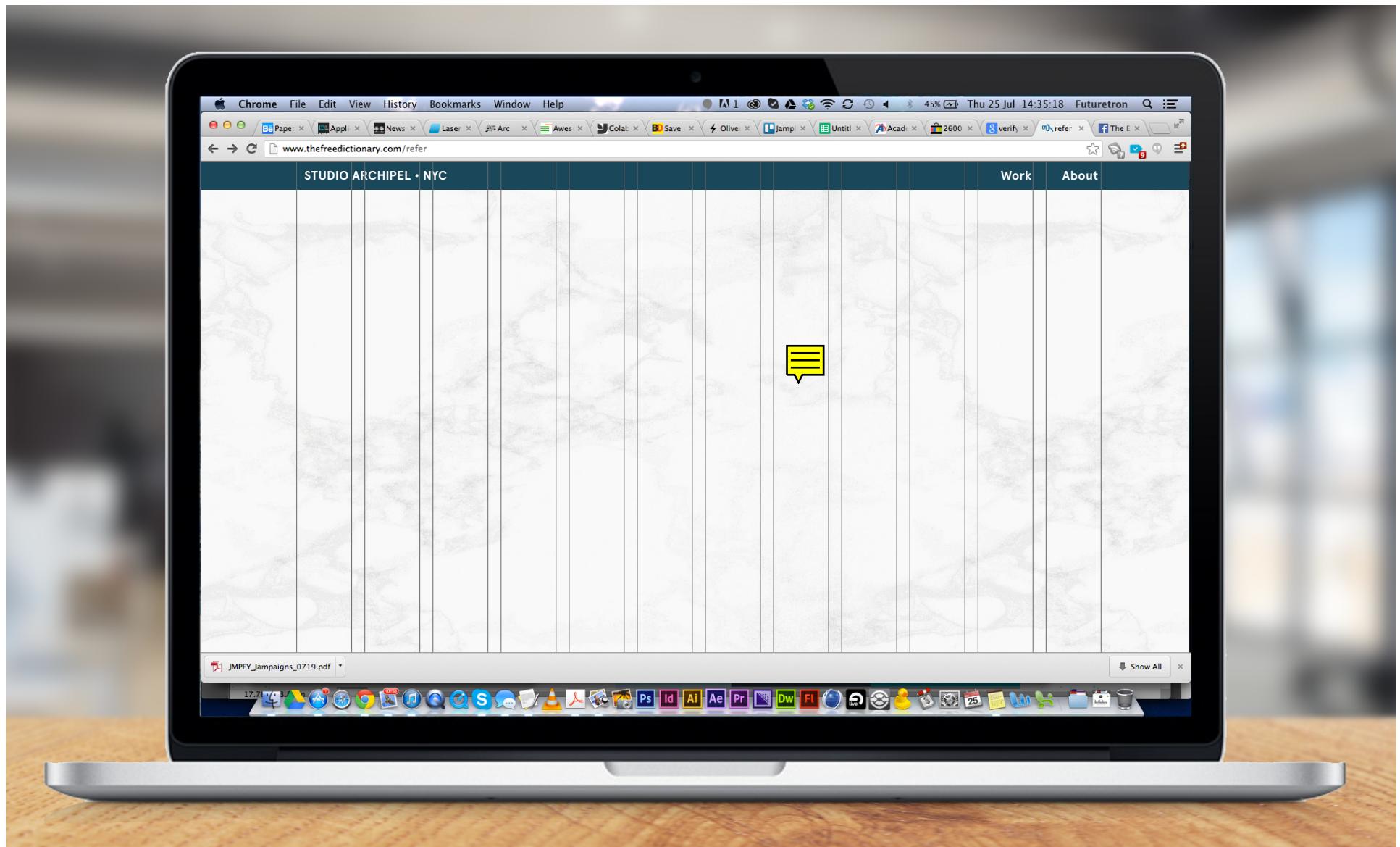
# 04 - Home Page Responsiveness



# 04- Project Matrix Below Project



# 12 Column Grid



# About Page

## HELLO!

Studio Archipel is the studio of Australian born, NYC based designer / creative Andrew Hamilton.

*The future is a blank slate, let's discuss what we can do with it.*

### CLIENTS

**STUDIOS / AGENCIES**

**US**

- Brand New School
- Stardust
- Eyeball
- Buck
- Lifelong Friendship Society
- Droga5
- Adolescent
- Resident
- Ghost Robot
- Great Works

**UK**

- Rehab
- BrainTyreFire

**BRANDS / LABELS**

Google Android  
Amazon  
Nickelodeon  
Verizon  
Garnier  
DirecTV  
Coldplay  
Hype Williams  
Bonnaroo Music Festival  
L'Oréal  
Maybelline  
Clinique  
K-Swiss  
CITI  
Mastercard  
Visa  
Vitamin Water  
Kia  
Nooka  
Doritos  
Spin Magazine  
General Pants  
David Jones

## HOW CAN I HELP?

**ART DIRECTION & DESIGN**  
Creating original concepts, aesthetics & unified visions that can span many mediums and purposes. Technical skills in print, publication, tv, web & typography.

**BRANDING**  
Building brands from scratch or helping them move forward. Especially interested in how brands can have a greater dynamic in the new media worlds.

**MOTION GRAPHICS (AE & C4D)**  
I spent 3 years animating for some of New York's best production houses working on Superbowl Commercials, Music Videos, Times Sq. Billboards & Viral Campaigns. Capable of concept to completion or working as part of a team.

**DIGITAL & INTERACTIVE (UI & UX)**  
Professional experience from concept sketches to pixel perfect file delivery. The approach is simple; create things that are intuitive.

### LET'S COLLABORATE!



A photograph of a man with short brown hair, wearing a tan jacket over a white shirt, sitting at a long conference table. He is looking towards the camera. In front of him is a nameplate with the word "ARCHIPEL" on it. The background shows a large room with many rows of blue and yellow chairs, suggesting a conference or meeting room.

## NEW YORK

**STUDIO SPACE**

195 Chrystie St #501G  
New York, NY 10002 USA  
+1 917 520 5263  
[andrew@archipel.co](mailto:andrew@archipel.co)

14:16 EST

SITE DESIGN & CODE BY YOURS TRULY