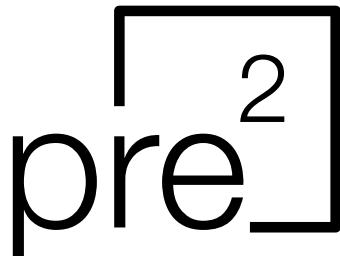
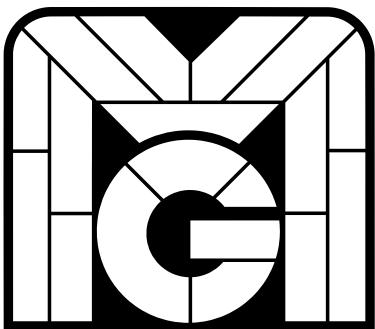


# LOGO FOLIO



MG Yacht Decking

Picos Chili Oil

Vagabond Studios

Yacht Cruiser Atlas

PreSquared

Indie Music Atlas

# RYAN WILSON PORTFOLIO

## BRANDING PROFILE PRESQUARED

### Deliverables: (Summer/Fall 2020)

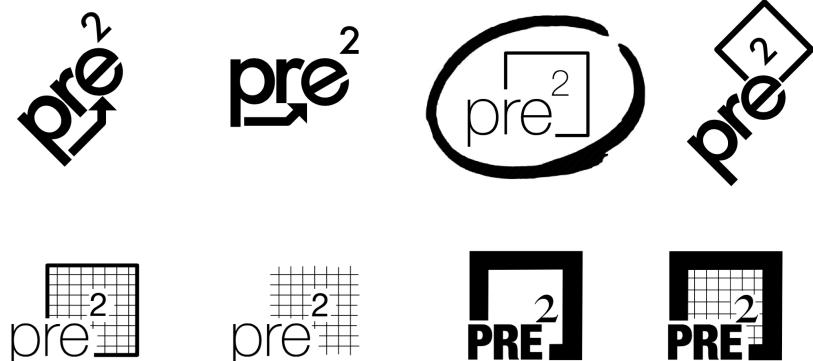
Logo & Branding Design  
Website: Design & Build  
Info-Graphics & Data Visualization  
Template Forms  
Business Cards

### Client: PreSquared / Predict - Prevent / Pre<sup>2</sup>

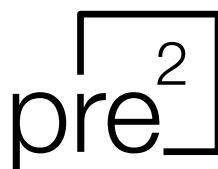
A Medical Start-up specializing in Data & Predictive Algorithms. As the client put it, they wanted something 'simple, modern, and clean' that doesn't look like a stereotypical medical industry logo. During the process of investigation and asking more questions to understand the clients needs, we decided to focus on the data side of the brand.

After very positive feedback regarding the logo, the project evolved into a more encompassing branding package, including document templates, slide presentations, infographics, and a website design & build to match the aesthetic and give the project a unified feel. The results were successful in gaining approval from reviewing bodies for funding and further company development.

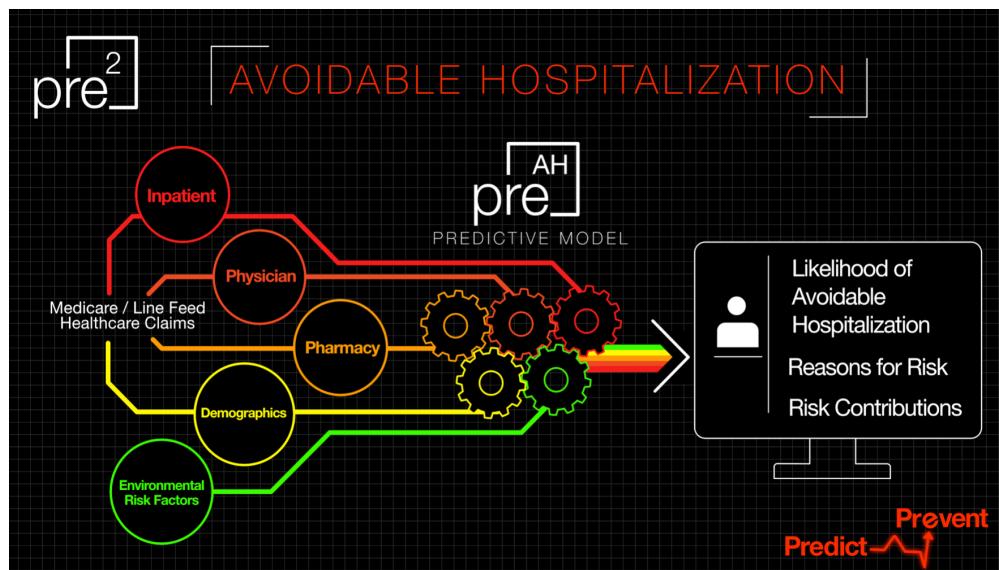
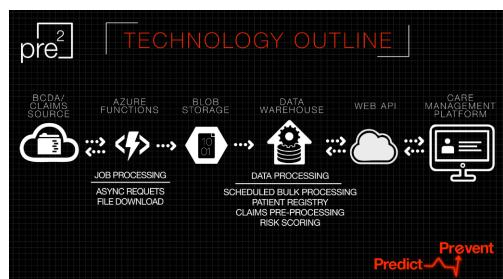
### INITIAL CONCEPTS



### FINAL LOGO

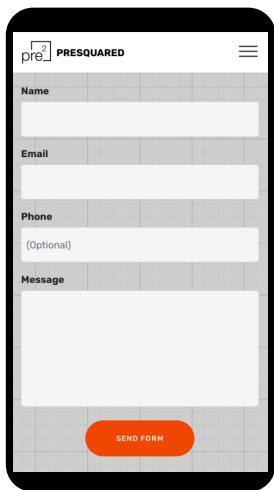
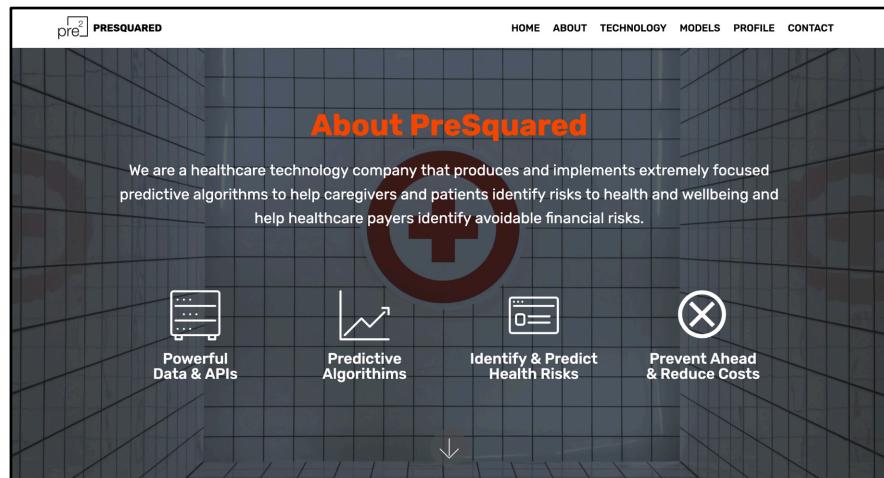
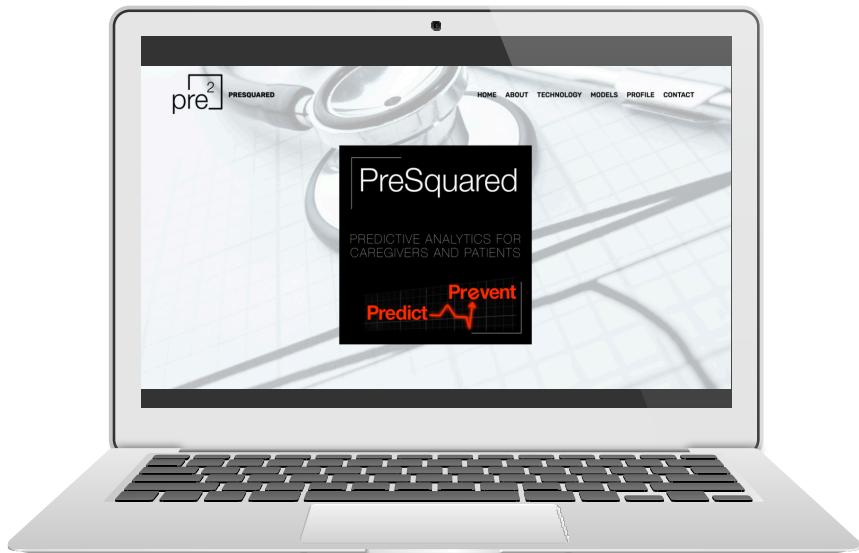


### SLIDE PRESENTATION / INFOGRAPHICS



# BRANDING PROFILE

## PRESQUARED.COM



# RYAN WILSON PORTFOLIO

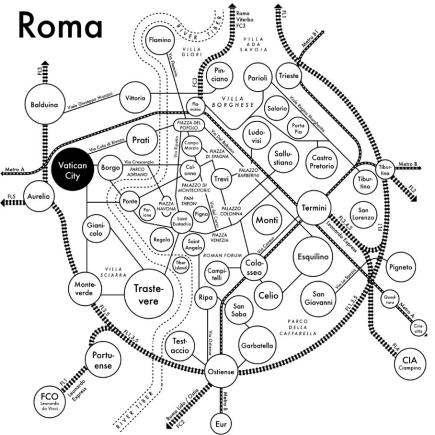
# CARTO-GRAPHIC DESIGN

MAP DESIGNER: INFO-MAPS FOR ARCHIE'S PRESS



## STREAMLINE / SIMPLIFY / BEAUTIFY

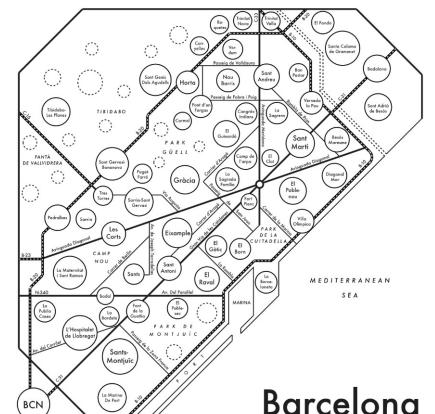
Rome is beautiful chaos. It's everything we love about a vibrant urban experience with endless layers of history. Because there is no grid, breaking down this city into its most essential arteries and Piazzas takes a lot of research and decision making, but the end result produces a map you can wrap your head around without being as overwhelmed as you might be by Google. Here the regional train lines circle the city and give it an approachable form from which to orient yourself.



## ICONIC & FAMILIAR DESIGN ELEMENTS



The iconic and completely unique grid of Barcelona, created by urban planner Ildefons Cerdà has left the city with a distinct emblem. This widely recognized shape is used as the base for this city map of the Catalan Capital.



## SIMPLIFY GEOGRAPHY & EMPHASIZE CONNECTIVITY

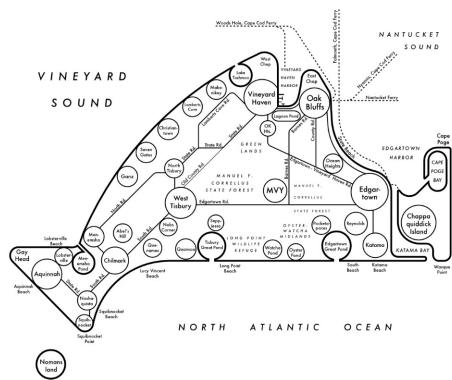
Taking a simplified coastline of Biscayne Bay combined with emphasizing the grid arterials that connect the major sections of Miami, this gives the map reader a simplified viewpoint from which to orient yourself in relation to waterways, districts, and neighborhoods.



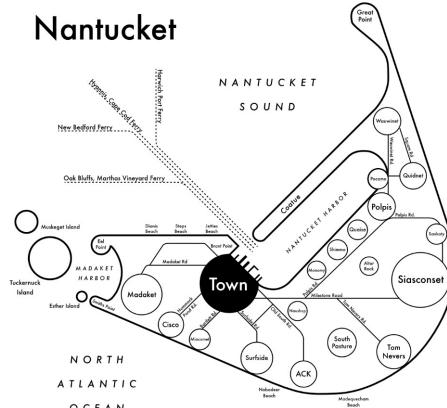
# CARTO-GRAPHIC DESIGN

MAP DESIGNER: INFO-MAPS FOR ARCHIE'S PRESS

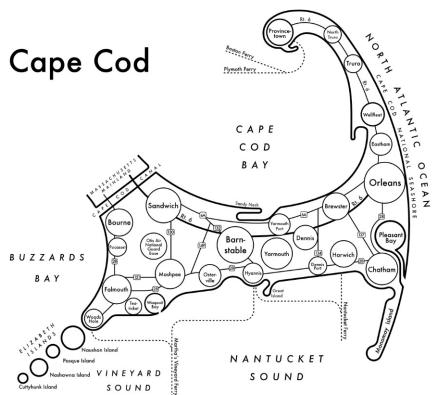
**Martha's Vineyard**



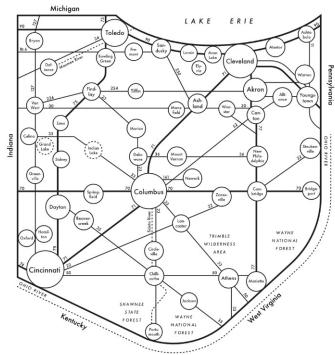
**Nantucket**



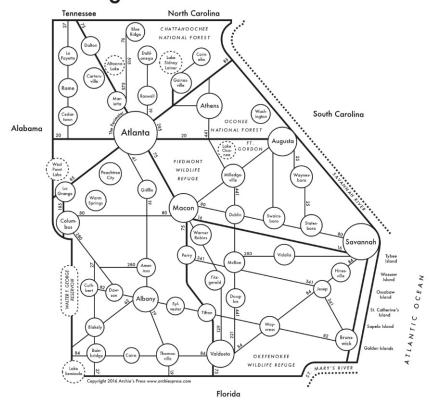
**Cape Cod**



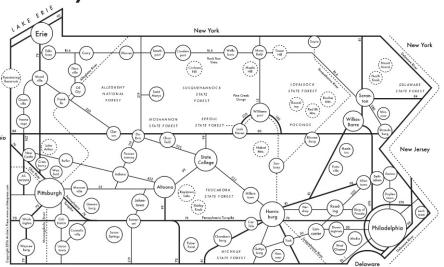
**Ohio**



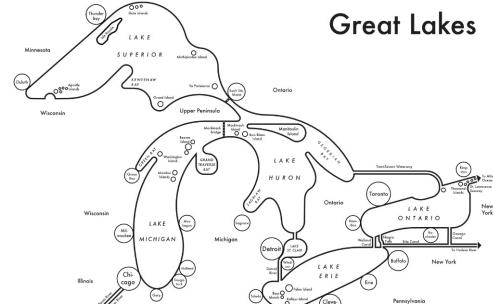
**Georgia**



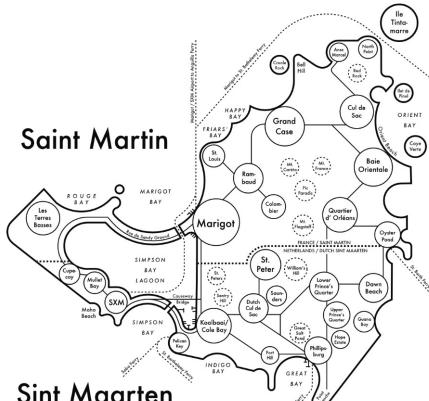
**Pennsylvania**



**Great Lakes**

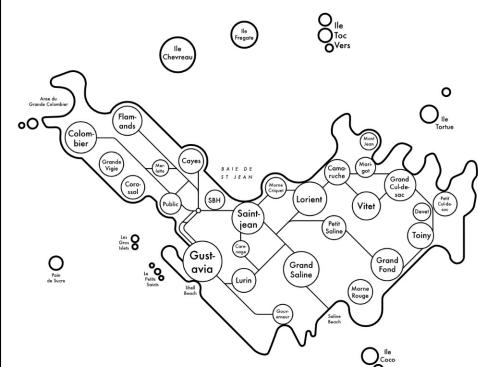


**Saint Martin**



**Sint Maarten**

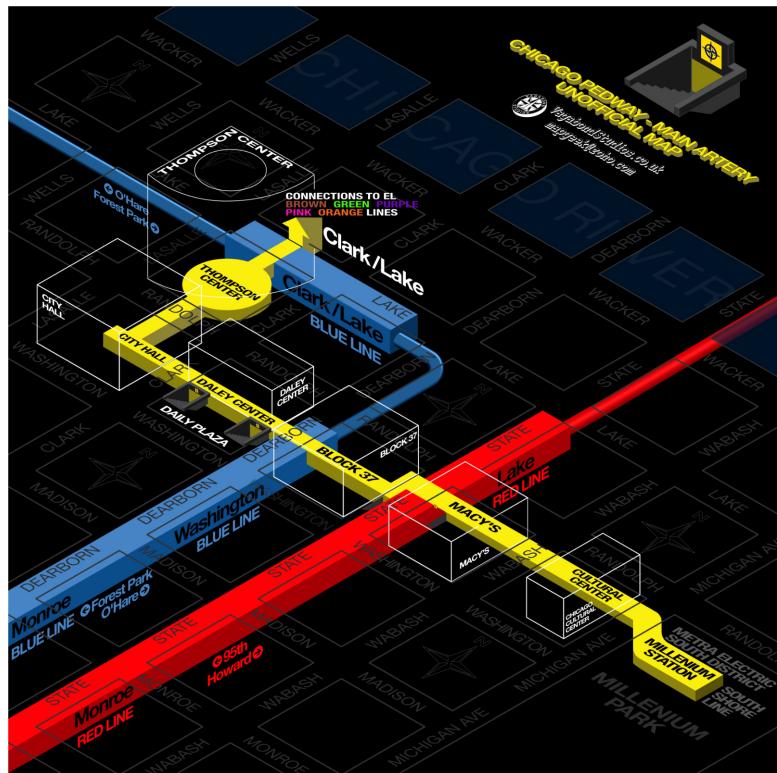
**Saint Barthelemy**



## CARTO-GRAPHIC DESIGN

### CHICAGO PEDWAY ISOMETRIC MAP

Using the streets as an isometric grid, this map displays the main artery of the Chicago Pedway, a set of complicated underground passageways throughout downtown Chicago. With lots of dead ends and awkward turns, it's not the easiest system to navigate. This view produces a simplified overhead perspective to give a better understanding of how the user might bypass street levels during the worst of Chicago winter.



### Chicago Water Taxi



### CHICAGO WATER TAXI

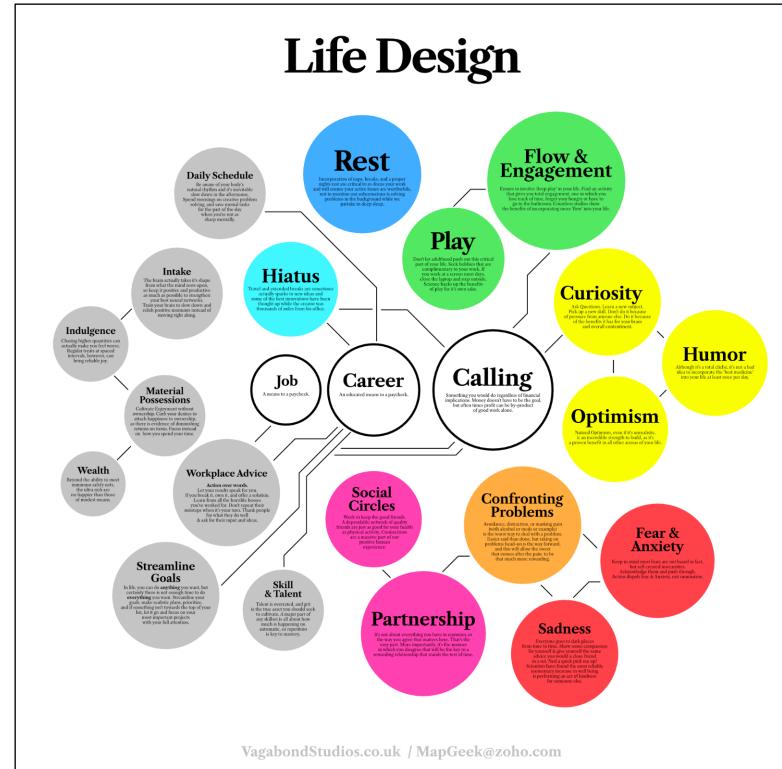
Part practical, part touristy, but for locals and outsiders alike it's a unique and beautiful way to navigate around part of downtown Chicago. This simplified overview map solves the issue of a clunky integrated web map interface by streamlining information. It gives the user a simplified big picture view of travel options within the system and recognizable icons to match the stops along the routes.

# RYAN WILSON PORTFOLIO

## INFOGRAPHICS

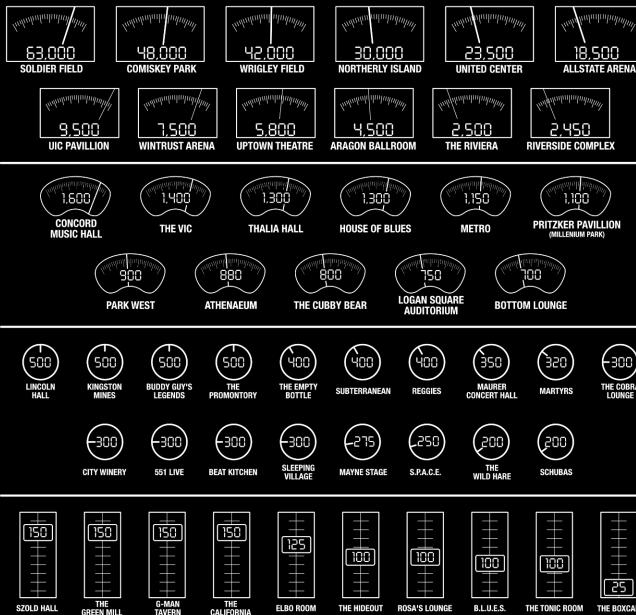
### LIFE DESIGN

This infographic transformed a haphazard stack of hand written notes into a simplified, readable diagram. Organizing some of my favorite advice on the subject of positive psychology & similar studies, it offers a simplified cliff notes version of action plans for a better life.



### Chicago Music Venues

#### CONCERT CAPACITIES



### MUSIC VENUE CAPACITIES

Visualizing Chicago's Music Venues from 25 to 63,000 people, this graphic breaks down the various capacities in a visual format to organize the wide variety of bars, clubs, theaters, and arenas available to see a show in the windy city.