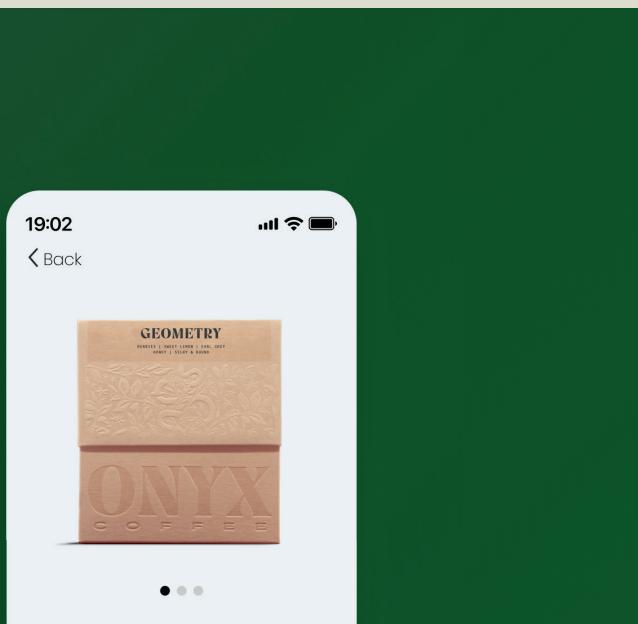
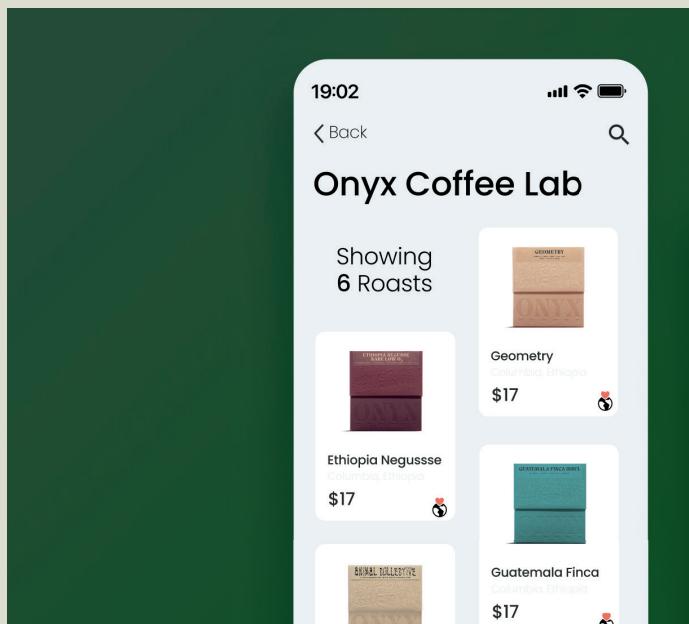


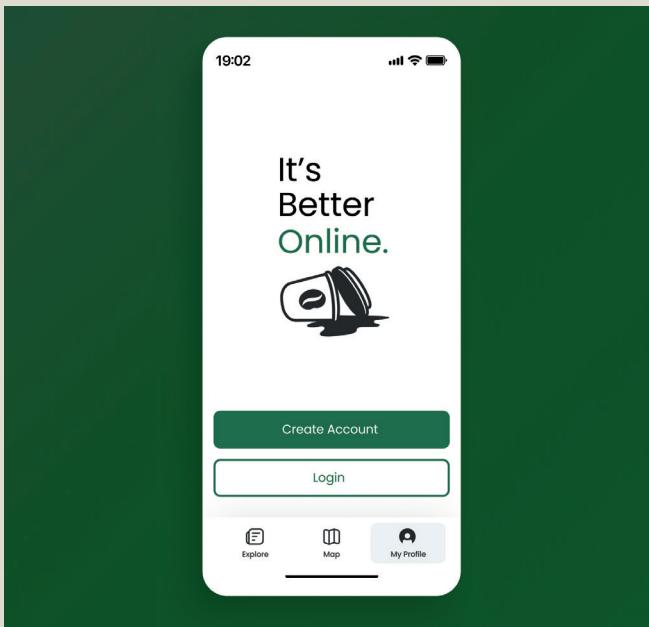
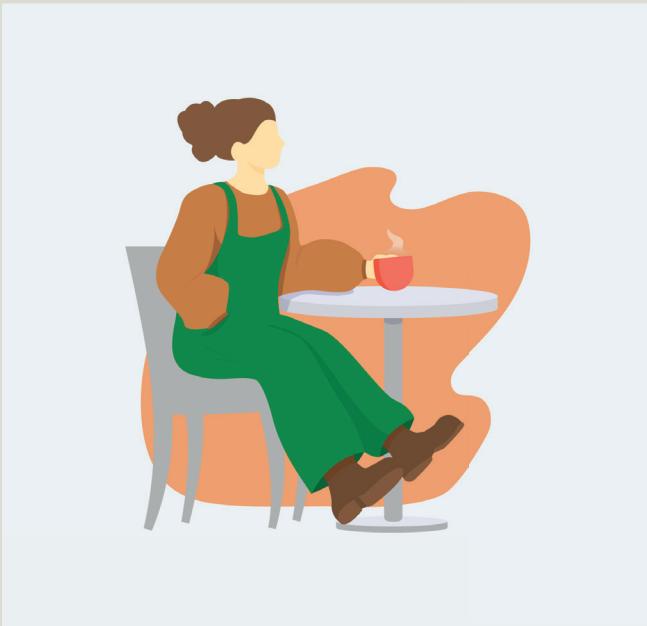
Max Lair

Visual Style Examples & Portfolio



Local Bean

Local Bean is a coffee compendium in your pocket. Complete visual identity and branding, including logo design, UI/UX, illustration, packaging design, and marketing materials.



Local Bean is my biggest project to date. I took the app from conceptualization to the early stages of development. The app is meant to be a one-stop-shop for everything coffee, helping different cafés reach their local communities--and coffee snobs far and wide.

The moped icon is designed to look homely, yet adventurous like the history of coffee. It has taken a few different shapes before landing at this final version.

I built the mobile app layout (user interface and user experience) from wireframes to flushed out design. I also created the website and digital portal layout which will allow shops to edit their appearance on the app in a more streamlined way.

Eventually, I made a bunch of illustrations (like the one on the left), animated icons, and packaging like affiliated roaster bags.

The project is still being worked on today and is entering the second stage in development.



Joy Illustration

T-Shirt and conference logo for the 2022 Men's Weekend sponsored by Bellbrook Bible Church. Made in the etching style for scalability. ©Max Lair 2022



I designed this piece for the annual BBC Men's Retreat. The etching style provided both high visual interest and tireless effort. The design means to take the oxymoron of "joy" and "work" and apply it to the Christian life. Often a Christian has joy in seemingly joy-less circumstances, and Philippians 1:21 exists to reinstate the joy even in work. At the same time, "the harvest is plentiful, but the labourers are few."

Each one of the hatch-marks that give the illusion of shading were hand drawn and positioned in Adobe Illustrator. The entire work is scalable.



Loggin' Day - Tea Can

Distilled tea cans - A final project at Cedarville University. This project had so much passion and effort put into it, and I am still very proud on how it turned out. ©Max Lair 2022



This project taught me a lot about the process of product design. To be able to create a graphic is one thing, but making it fit well on a package (or in this case, a can) may prove to be rather challenging.

I started with a few sketches in a really playful cartoonish style, worked it into Procreate, and then ended up in Illustrator. I used different brushes and texture presets to give it a hand-drawn feel despite it being a vector graphic.

Loggin' Day Distilled Tea is what amounted from my efforts, and I am extremely proud of the final result.



Publication/ Typographical Work



©Max Lair 2022



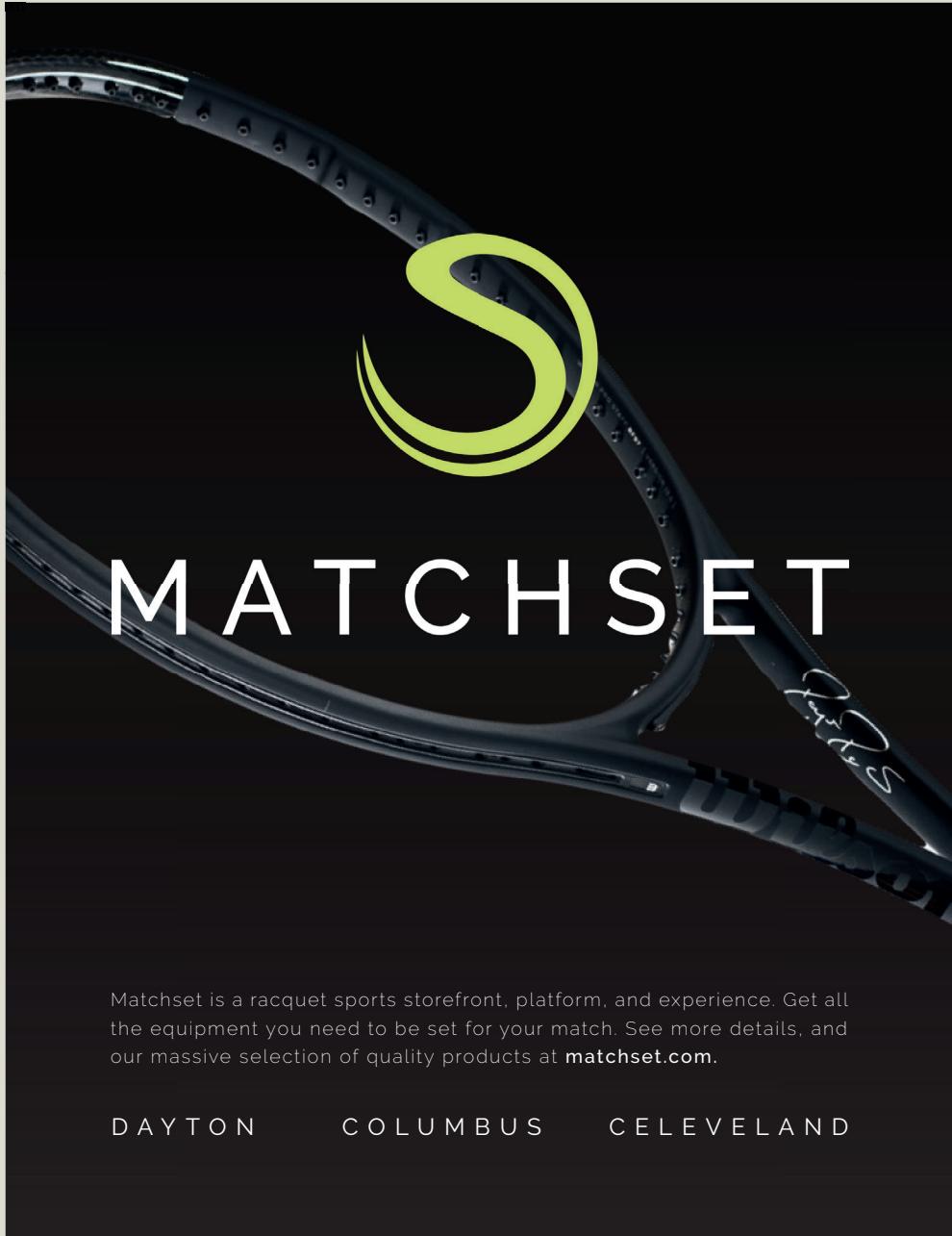
(Left Page - Left) Red Ramen Noodle Shop - Designed to be a readable and simple menu that directed customers through the process of building a custom ramen bowl. It includes eye-catching colors and a simplistic illustration style. One of the reasons it is so easy to digest as a viewer are the color-block sections that separate the sections by step. Completed in 2020

(Left Page - Right) The History of Eyeglass Design, magazine article - This was a paper I wrote on the interesting history of eyeglass design my junior year at Cedarville University. I decided to turn it into a paper that echoed the aesthetics of the time period's. Completed in 2021

(Right Page - Left) ZCI Residential Postcards - This was an early freelance work of mine, where I was asked to create a postcard design. The postcard was meant to remind the receiver that they needed to keep an eye on their roof, and reach out for an inspection if they saw anything dicey. Completed in 2020.

(Right Page - Below) Panera Bread gift card that I illustrated in 2018 for a competition.





MatchSet Posters

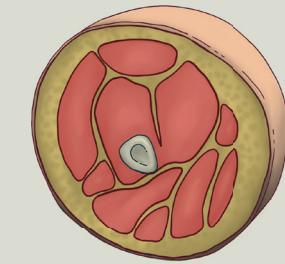
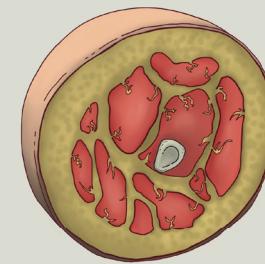
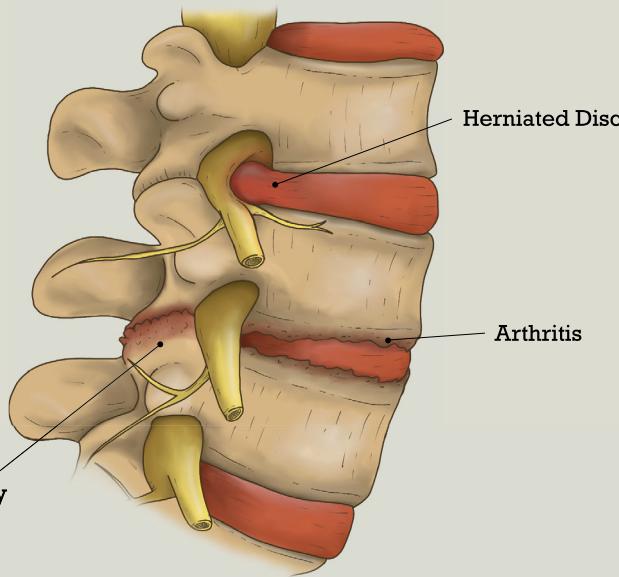
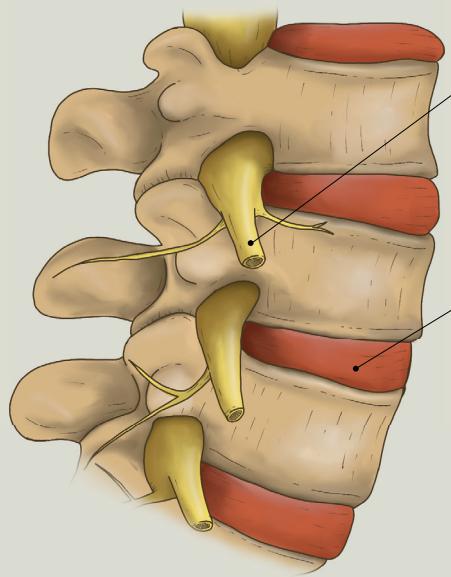


Created with **iOS Procreate**, **Adobe Illustrator CC**, and **Adobe Photoshop**



MuseumQuest Backgrounds

Created with **iOS Procreate**, and **Adobe Photoshop**



These are some of my illustrations I created for Cedarville University's Physical Activity and Healthy Living Class. called 'A Christian Guide to Body Stewardship Diet and Exercise'

Med Textbook Illustrations

Created with **iOS Procreate**, **Adobe Illustrator CC**, and **Adobe Photoshop**



Shark Strings

For Shark Strings, a tennis string brand by MatchSet, I designed the logo and packaging design. On top is a small preview of the packaging at the early stages of the project. I also designed each string type mascot, with its own custom typeface.

Over the course of this project, it was cool to see my concepts be realized. When I got the very first packaging print, it felt like my first real experience in packaging design.

A lot goes into the process of designing a product. Like I said earlier, it taught me that there is a lot of trial and error when it comes to a two-dimensional design wrapping around a three-dimensional object. I'm glad I got the opportunity to work with MatchSet on this



3D Design & Modeling

Created with **Blender**, **IOS Procreate**, and **Adobe Photoshop**



Artistic Poster Design

Created with **Adobe Illustrator CC**, and **IOS Procreate**,