

Hey – I'm still working on getting this page fully-baked, so please excuse my use of a pdf. It's less work than designing, coding and testing a new page type.

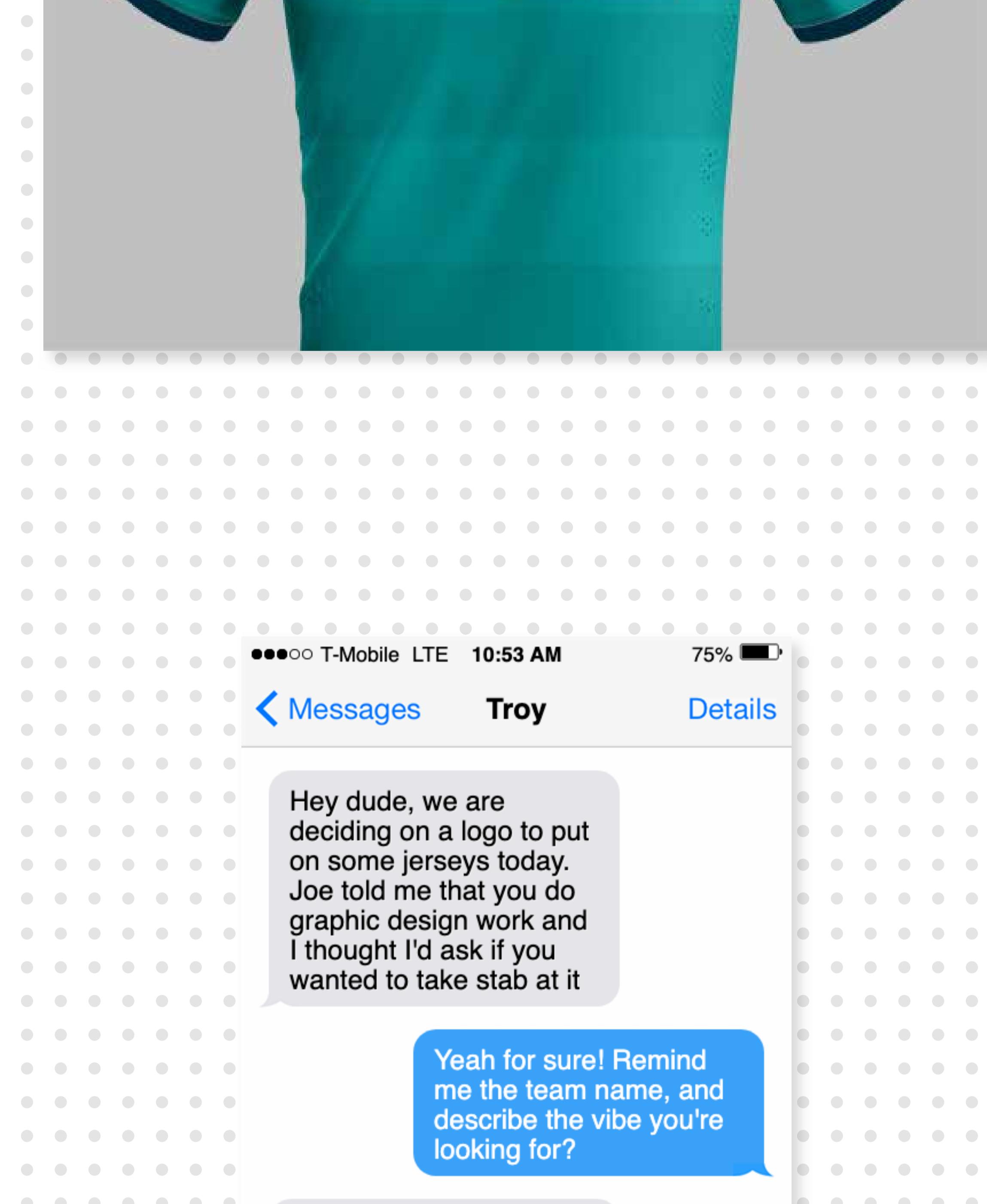
I needed to move quickly on getting my portfolio up to date, to apply for the job that probably brought you here.

This is the MVP version of an "other-projects-details-page"

## BACKSLASH / BERKADIA

I play soccer every week on a team of my friend's coworkers – they are software engineers and they needed jerseys designed for their team. The team name is "Backslash" (a commonly used computer key in engineering) and the company that funds the team is called Berkadia. I did this for fun and because they said I could play on the team if I impressed them.

**I've been a key member of the team for the last year.**



## 1 - RESEARCH

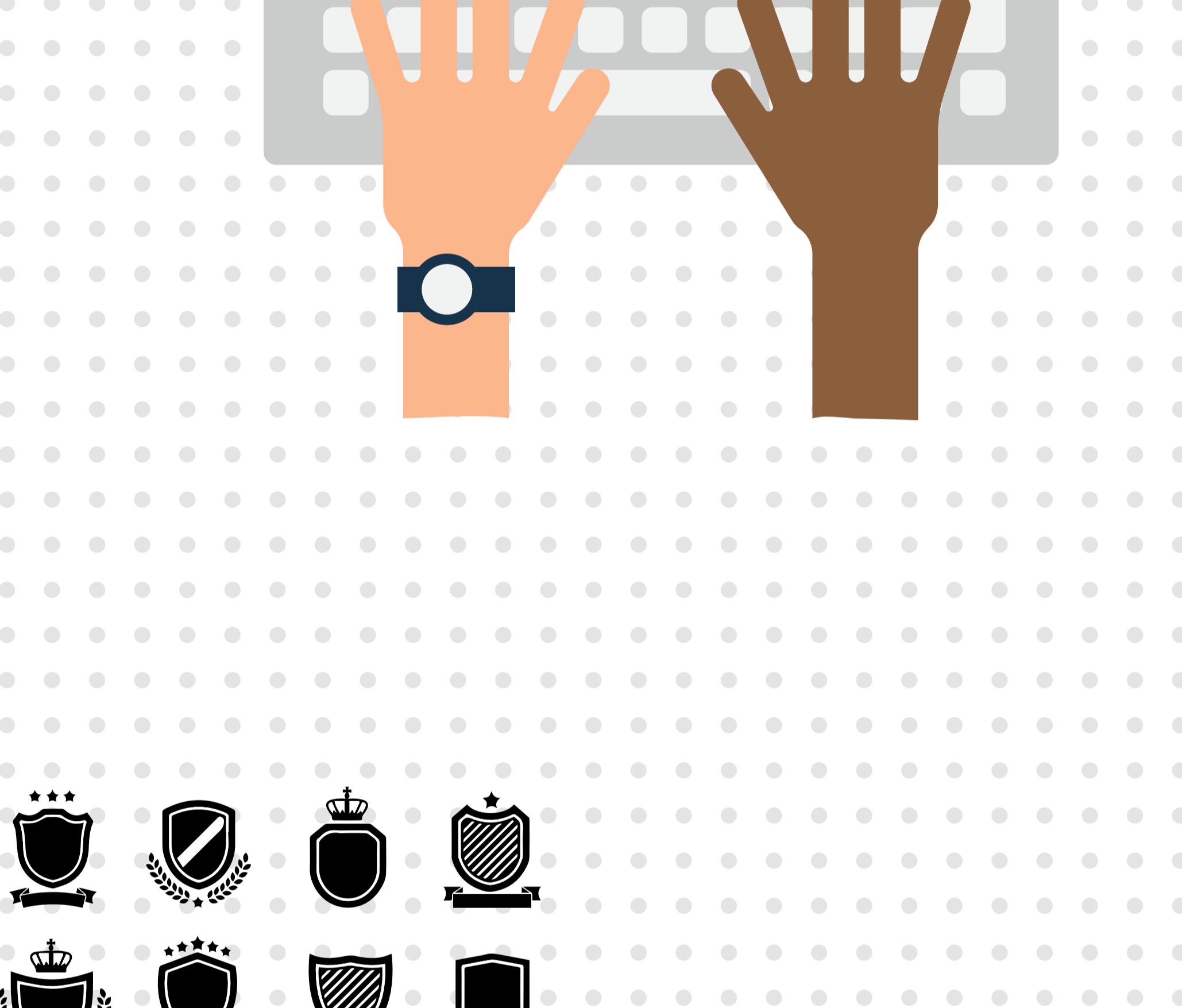
I started by talking with the team captain about the origin of the name, the type of company it was, and kind of what styles of logos they were looking for.

Troy told me they wanted a crest, like most Soccer teams have but something that was nerdy and full of inside jokes that only team members would know about and only software engineers would understand...



## 2 - EXPERIMENTATION

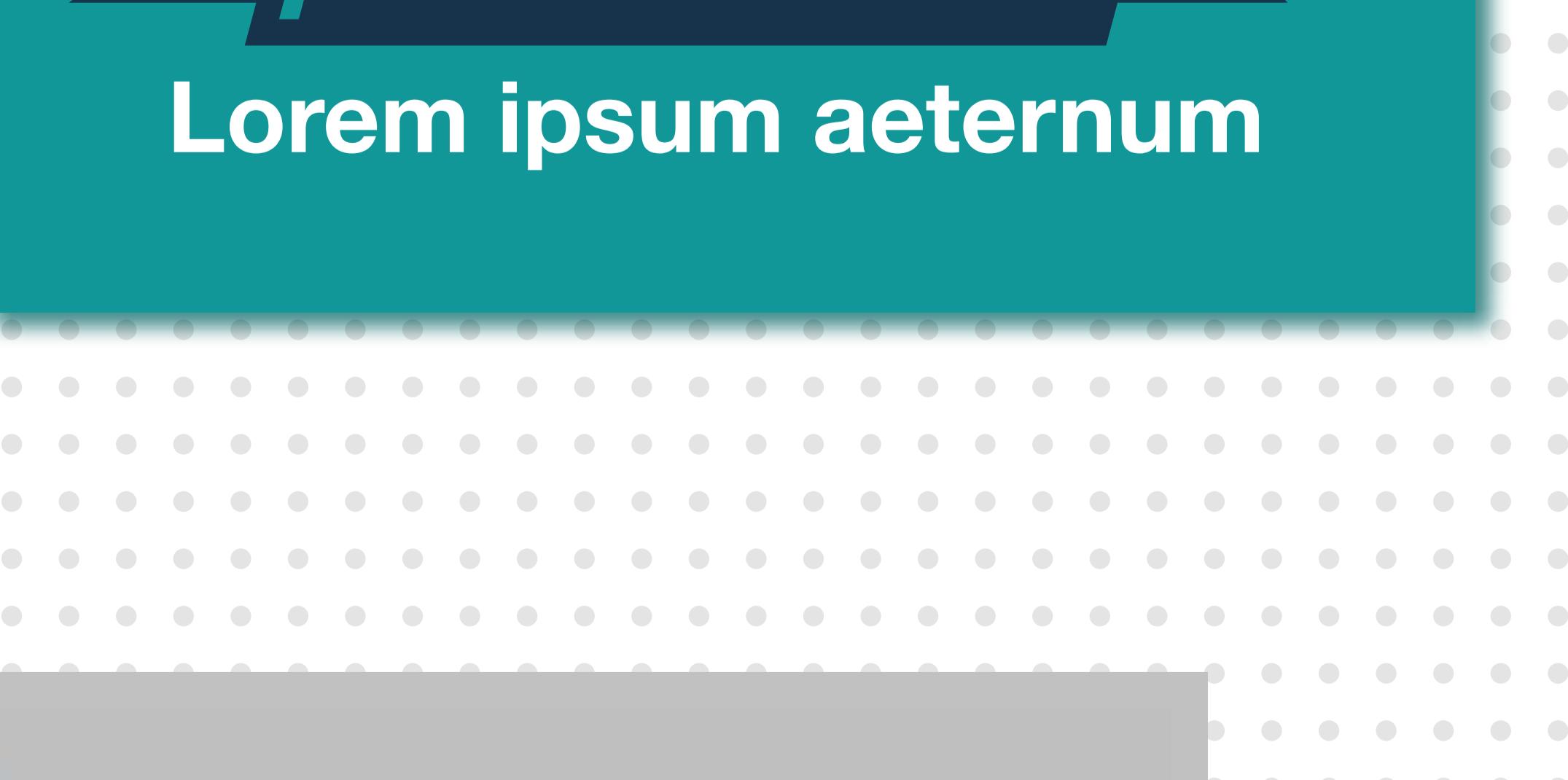
I'll be honest, this logo didn't get the full process. I designed it at work, upon short notice, but I did play around with some variants



## 3 - CLEAN UP

Once I got it into illustrator I picked a bold font and started manipulating the L, I knew that once I had the text down, we could add embellishment (jokes) in to the crest area.

# BACKS\ASH



## 6 - THE EXTRA MILE

Troy said the printer could print up to 5 colors, and they were going to have them re-create what I had sent over in one of my mocks, using the Berkadia colors to create a striped jersey and green color backdrop.

I colored the crest to make each element more distinct and added the team motto.

