



VISUAL DESIGN

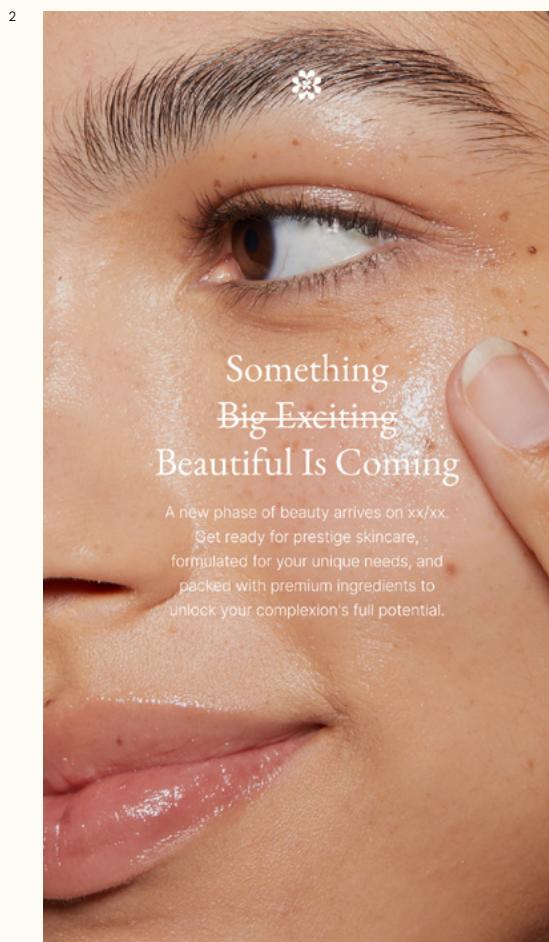
Email, social media, and homepage marketing assets for products ranging from fashion, beauty, and home goods. Furthermore, I was responsible for all packaging design, templates, and styleguides for Italic's beauty products.



4



3



2



BETTER TOGETHER

Introducing Italic Bundles

There's a new and easy way to shop luxury and save extra money in the process. Italic Bundles bring some of our top-rated products together so you can get more while you spend (even) less.

[Shop Now](#)





Glaze Knives Bundle
\$55 - \$45

This set includes our 8" Chef's Knife, 8" Serrated Knife, and 5" Utility Knife — all 100% forged stainless steel and laser polished for a fine finish.

[Shop Bundle](#)





**Save \$6
When You
Bundle**
**Hand Wash &
Hand Lotion Bundle**
\$36. \$30

Get both the Hand Wash and Hand Lotion and choose from our two popular (and equally amazing) scents — Bergamot & Lily or Violet & Sandalwood. It's double the hydration at a fraction of the price.

[Shop Bundle](#)



NEW ARRIVALS

Elevated Showers Are Here

Meet the latest additions to our bestselling Serene Towel collection.

[Shop the Collection](#)

Hotel-Quality at Home

Our Serene Towel collection is 100% Australian cotton that's soft, absorbent, and quick-drying — everything you want when you step out of the shower.



NEW ARRIVAL
Serene Bath Mat
Ultra-Absorbent
1100 GSM
Oeko-Tex® Certified



NEW ARRIVAL
Serene Bath Sheet
Extra-Large Size
800 GSM
Oeko-Tex® Certified



Serene Towels
Bestseller
800 GSM
Oeko-Tex® Certified

OEKO-TEX® CERTIFIED COTTON

Established in Switzerland, the Oeko-Tex Association oversees the Standard 100 certification, which is the gold standard for material cleanliness. The association ensures every component of a product carrying the label is tested to be free of high levels of 100 substances or chemicals harmful to people and the environment.

**OEKO-TEX®
STANDARD 100**

1

2



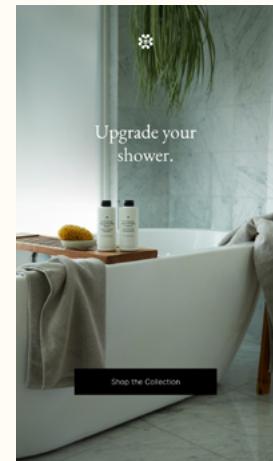
NEW ARRIVAL
Serene Bath Mat
Ultra-Absorbent
1100 GSM
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NEW ARRIVAL
Serene Bath Sheet
Extra-Large Size
800 GSM
Oeko-Tex® Certified



NEW ARRIVAL
Serene Towel
Bestseller
800 GSM
Oeko-Tex® Certified



[Shop the Collection](#)

3





Pick Your
Fall Go-To

2

Lexi Suede Jacket Lightweight meets heavy duty. \$250

Margot Leather Trench Coat Effortlessly sleek, 100% lambskin leather. \$350

↑
Tap to Shop

1 - EMAIL
2 - IG STORY

1

LOW-MAINTENANCE.
HIGH QUALITY.

Jackets For Fall

SHOP NOW

Lexi Suede Jacket

Heat up your classically-cool side with timeless, 100% suede. Lightweight meets heavy-duty.

SHOP NOW →

Margot Leather Trench Coat

Enter your very own matrix in effortlessly sleek, 100% lambskin leather. It's time to hit the town.

SHOP NOW →

Cashmere Wool Cocoon Coat

Make it a modern moment with a cashmere-wool blend you can wear around the clock.

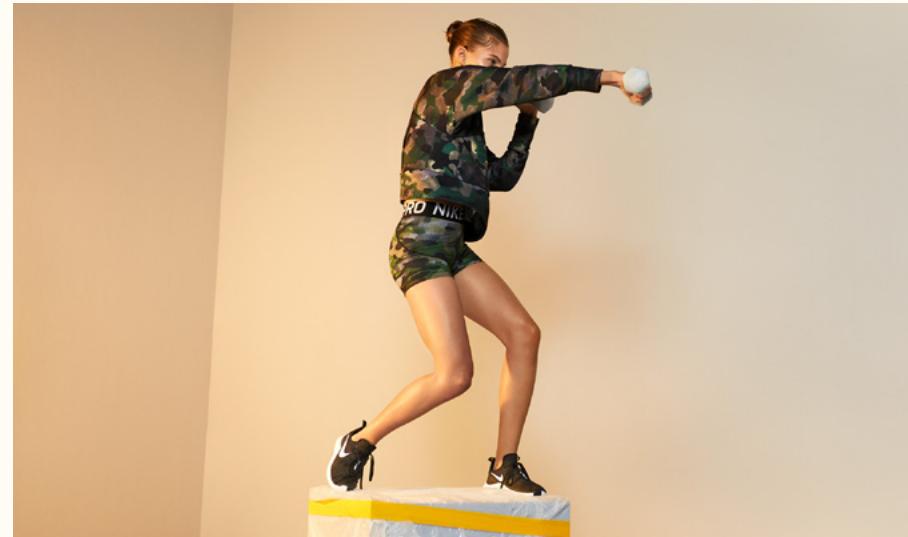
SHOP NOW →

SHOP JACKETS

N I K E

PRODUCTION & ART DIRECTION

Nike PDP+ photography is an enhanced editorial set of images supporting the regular PDP (Product Detail Page) content on Nike.com. The images allow an opportunity to highlight a specified benefit of the garment while bringing a lifestyle quality to Nike's digital retail space.



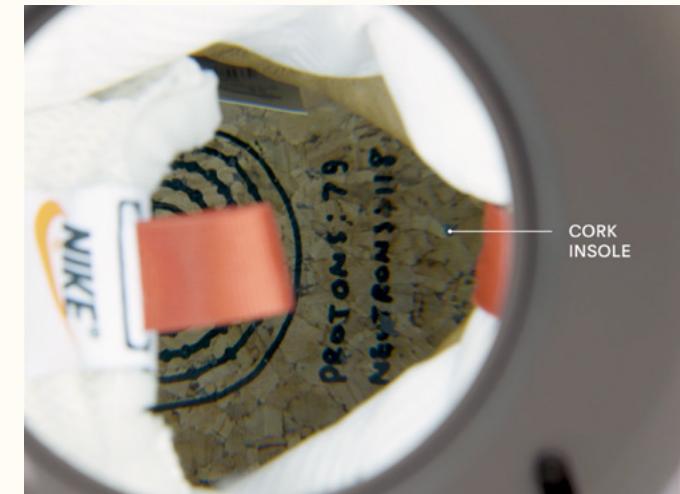
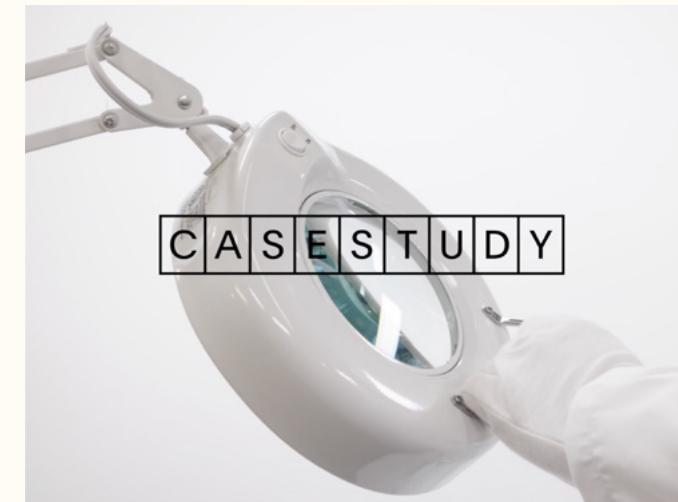




G O A T

ART DIRECTION

Art and design direction for GOAT's "Case Study" sneaker unboxing series. Using the lab as the setting, the visual direction playfully references the periodic table and diagrammatical scientific drawings to point out noteworthy details of each shoe as the scientist examines the shoe.



DESIGN & EVENT PRODUCTION

GOAT's "Nice Shoes" activation at Hypefest 2018 in Brooklyn, NY utilized the app as a device for a sneaker scavenger hunt. A large LED screen at the two-day festival displayed real-time information about the game: a countdown ticker, the shoe to look out for at the hour, fun facts about that shoe, and a winner's board.



| NEXT ROUND STARTS IN | | 59:59 |
|----------------------|------------------------------|-----------------------|
| CURRENT CHALLENGE | YEEZY 500 'UTILITY BLACK' | ALLENCE |
| | | CURRENT CHA |
| POLLINE L | ACRONYM AIR PRE... | |
| LAWRENCE W | REACT ELEMENT 87... | |
| HU B | TRAVIS SCOTT X AI... | |
| | | |
| | | |
| ENGES • 12 OF THE YE | | E RS • 24 WINNERS • 1 |

NICE SHOES PHOTO CHALLENGE

FIND AND PHOTOGRAPH THIS SNEAKER BEFORE THE TIME IS UP

DOWNLOAD GOAT TO JOIN NOW

APPLE ➔

ENGES • 12 OF THE YE

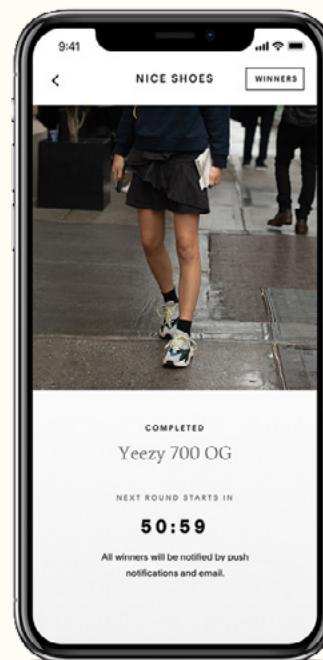
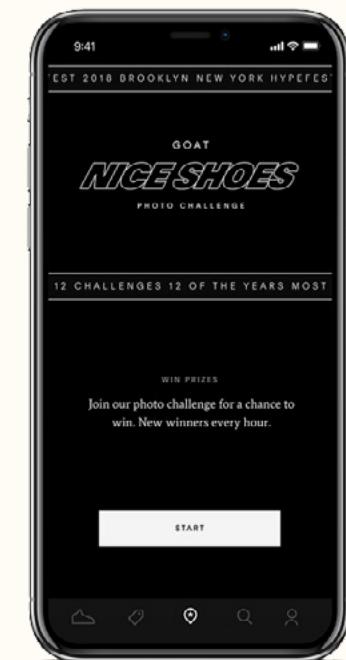
E RS • 24 WINNERS • 1

**YEEZY 500
'UTILITY BLACK'**

PAULINE L **ACRONYM AIR PRE...**

LAWRENCE W **REACT ELEMENT 87...**

HU B **TRAVIS SCOTT X AI...**

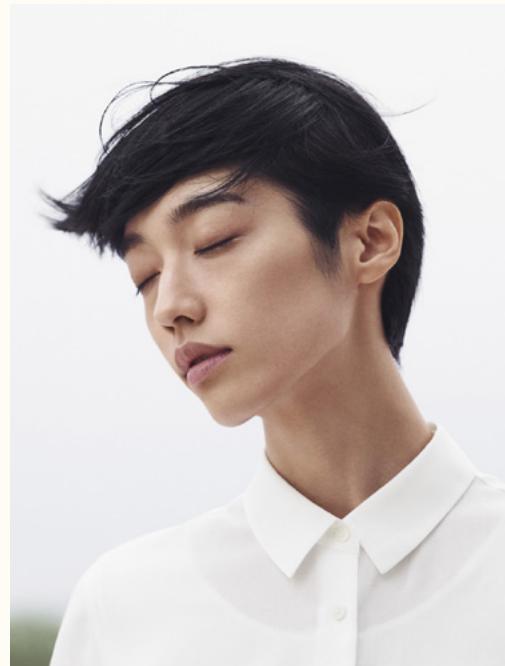


U N I Q L O

ART DIRECTION

UNIQLO AIRism

AIRism is Uniqlo's summer innerwear that aids in keeping cool in warm weather. Completed with the team at MP Creative, our challenge was to make AIRism appealing by placing the garments in context to better explain what it is and teach consumers how to wear it. As it is a puzzling idea to wear an additional layer in order to keep cool, we had to ensure that styling (Jodie Barnes) and photography (Geordie Wood) clearly convey airiness and lightness.



ART DIRECTION

UNIQLO Spring Summer 2017

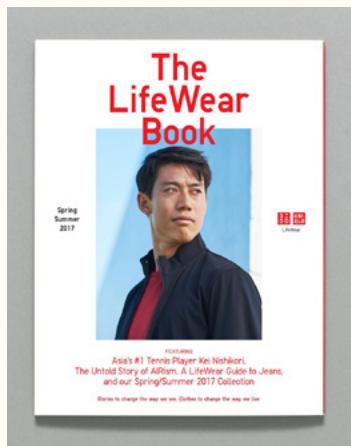
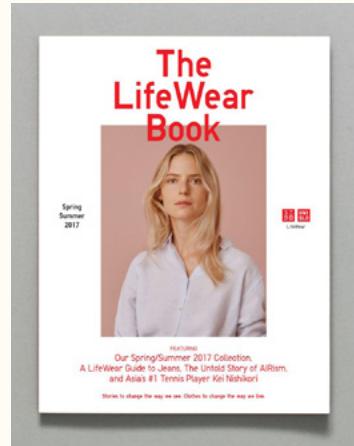
Uniqlo's criteria for Spring Summer 2017 was that the photography express different emotions, yet remain quiet and minimal due to the fact that these images had to live both in-store and editorially in the LifeWear Book (see next page). We decided to have Charlotte Wales shoot the collection because of her fun energy and ability to engage with the models, and the models pose in front of a minimal set that allows for subtle layers of color, shapes, and shadows.



DESIGN

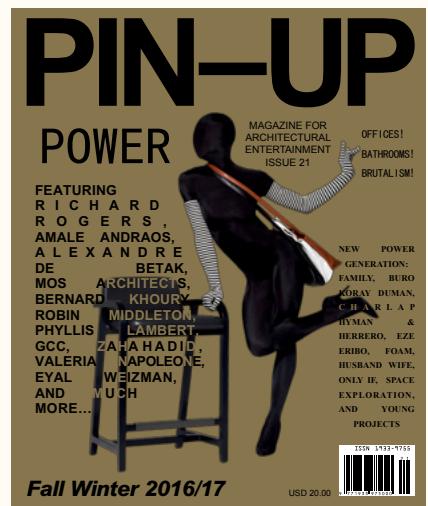
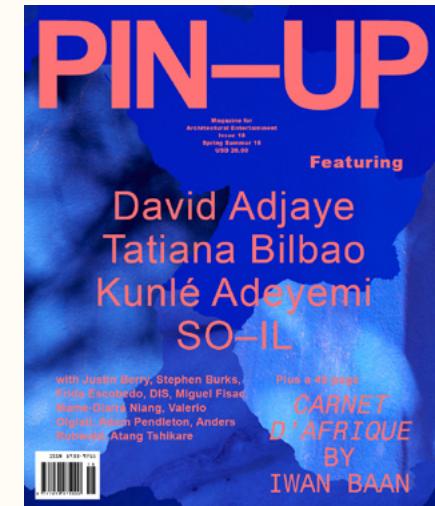
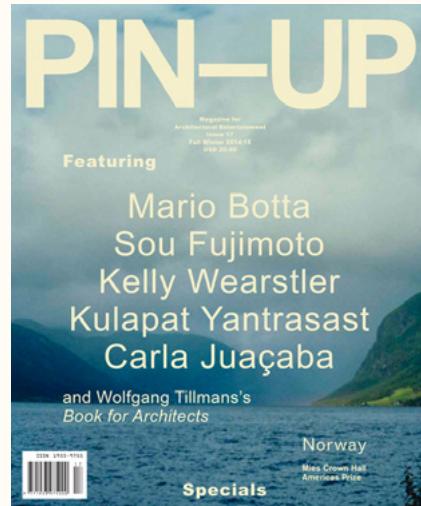
UNIQLO LifeWear Book SS 2017

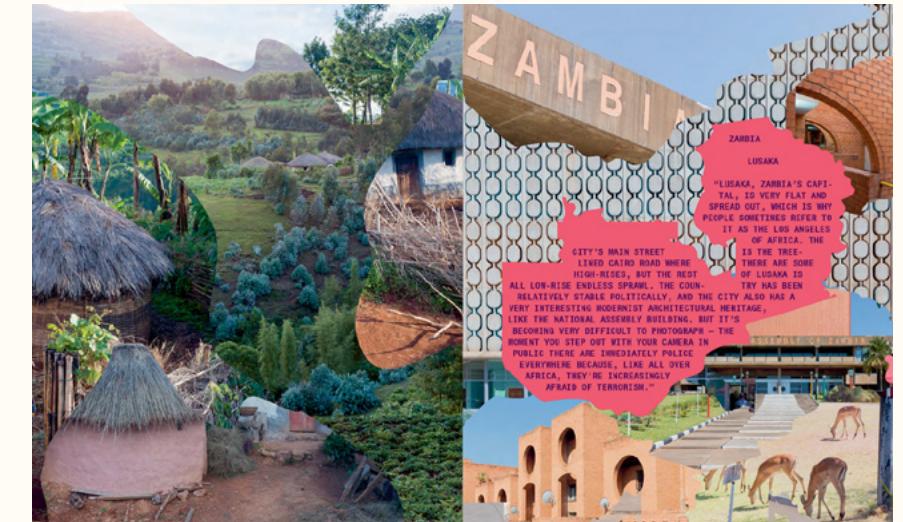
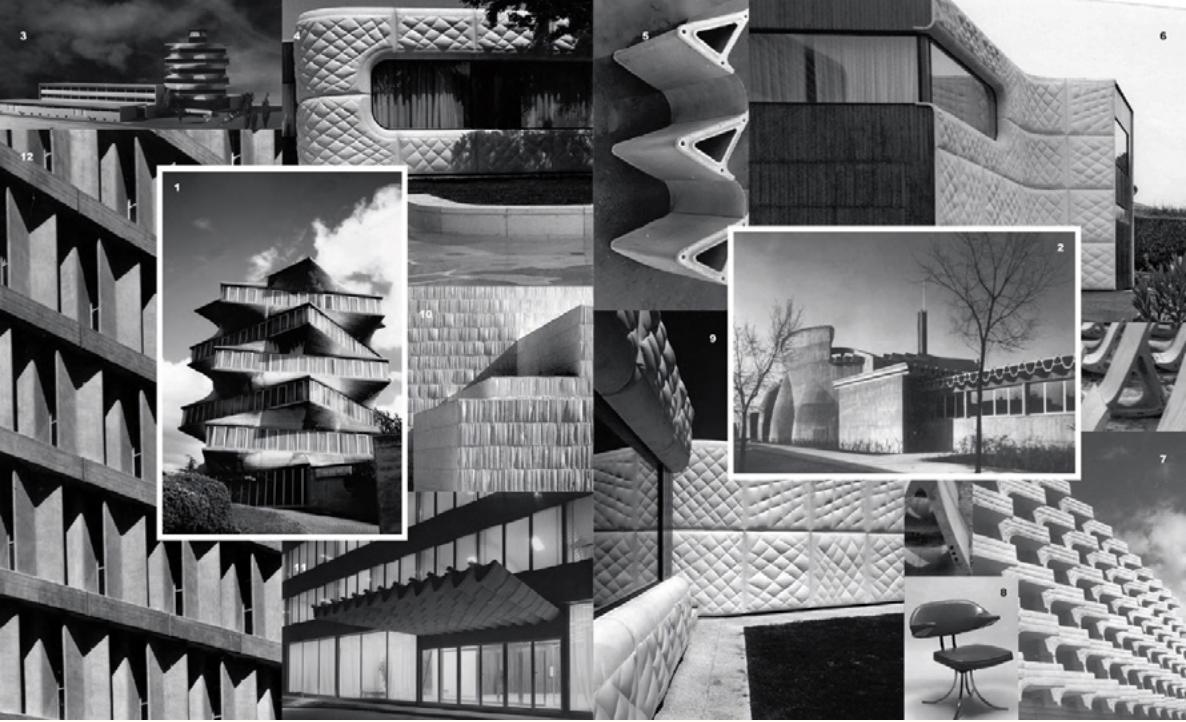
The LifeWear Book is Uniqlo's globally distributed catalogue with an editorial twist. I spearheaded the new design direction to editorialize the content because the purpose of this book isn't only to sell product, but to also teach readers more about the Uniqlo brand, technology, and lifestyle.



PIN-UP

As graphic designer and content manager at PIN-UP magazine, my involvement oscillated from brainstorming ideas for stories with a multitude of contributors alongside founder/editor-in-chief Felix Burrichter, to organizing and art directing photoshoots. Furthermore, designing the content into print form—expressively yet structurally with design director Dylan Fracareta and Erin Knutson—that significantly added to my already colorful role at PIN-UP.





PIN-UP BOARD

A constant stream of buildings, books, objects, people, and ideas all readers should know about.

A constant stream of buildings, books, objects, people, and ideas all readers should know about

40

DROP

Making a splash was never easier with today's new wave of water-resistant furniture. Take the just-released *All Plastic Chair* designed by Jasper Morrison for Vitra. Available in seven different colors (including "Water Blue," "Water Green," and "Water Yellow"), the *All Plastic Chair* was inspired by the typology of the classic wooden chair, but updated for the 21st century in rigid high-strength polypropylene for additional stability and comfort—not to mention rust proofing. Not only is it resistant to water, for year-round outdoor use, its solid construction is also sturdy enough to withstand the kind of acrobatics Maira is prone to perform on it. Here she is defying gravity, suspended from a weathered boathouse bunting while ARK'S *NO SUNSHINE* PV. HOOD BY AIR.



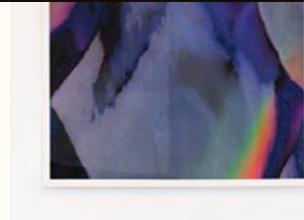
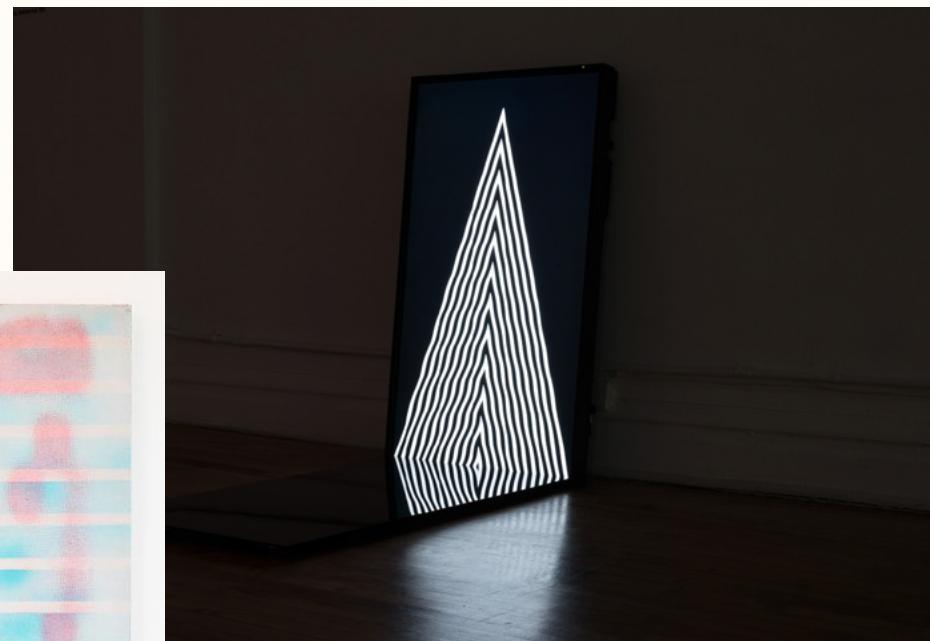
WET GORGEOUS

PHOTOGRAPHY
VINCENT DILIO



PUBLIC WORKS

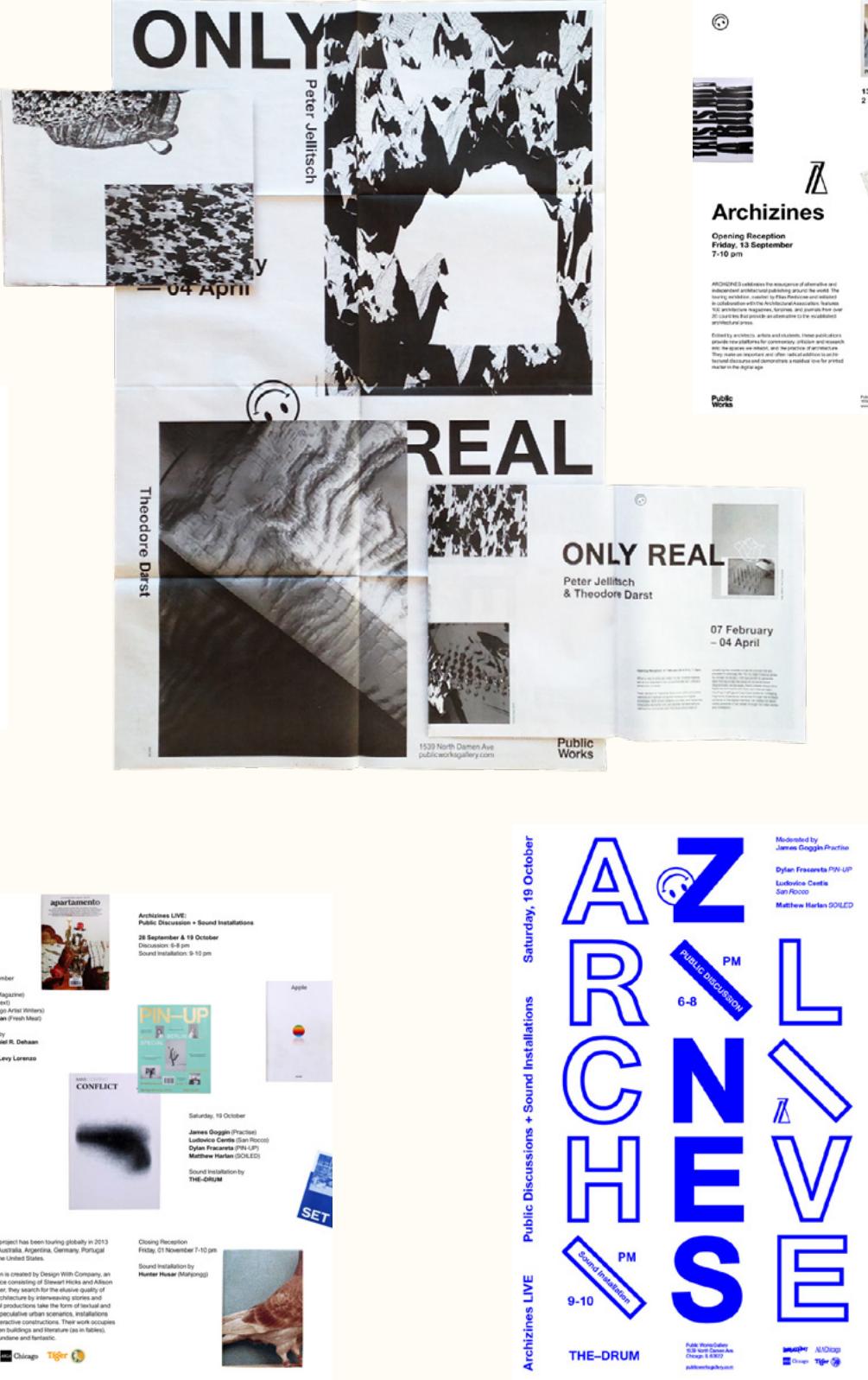
In fall of 2012, I entered the doors of then 4-years old Public Works as design director to give the gallery's branding a makeover and revisit its mission statement with collaborators Wallo Villacorta and Chris Eichenseer. With a shift in Public Works' identity came a turn in its curatorial direction; it became pertinent I pivot into the curatorial process to ensure that prospective exhibitions' concept and presentation see eye-to-eye with the new branding, and vice versa.



DESIGN

Public Works Publications & Print Collateral

Gridded off of what I call *misaligned-alignment*, this new design direction for the design-conscious gallery reinforced the usually image-heavy content in a unique and balanced fashion. In this case of *misaligned-alignment*, the grid's purpose wasn't to lock in the content. Instead it posed as a low fence (or a dotted line), where images and typography can jump about in relation to each other until a balanced design was achieved.



13 September –
2 November 2013



FIVE PEOPLE
MODERNIST HOMES
POPULAR FILMS

Public Works
www.publicworksworks.com

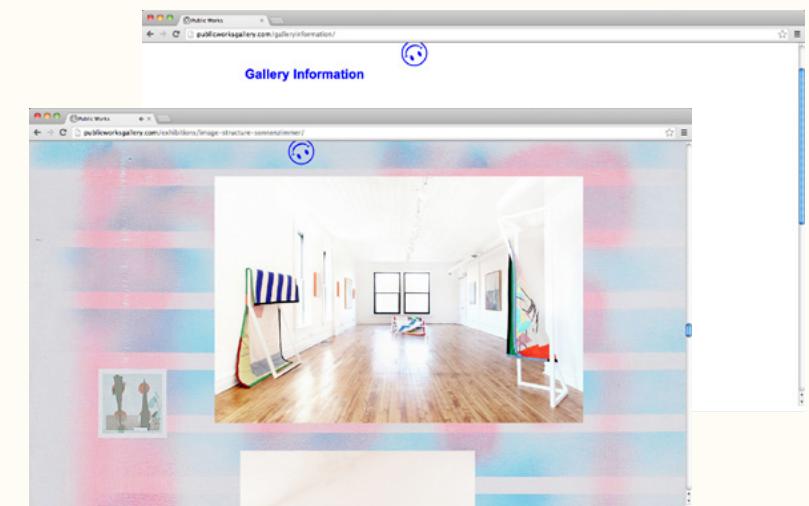
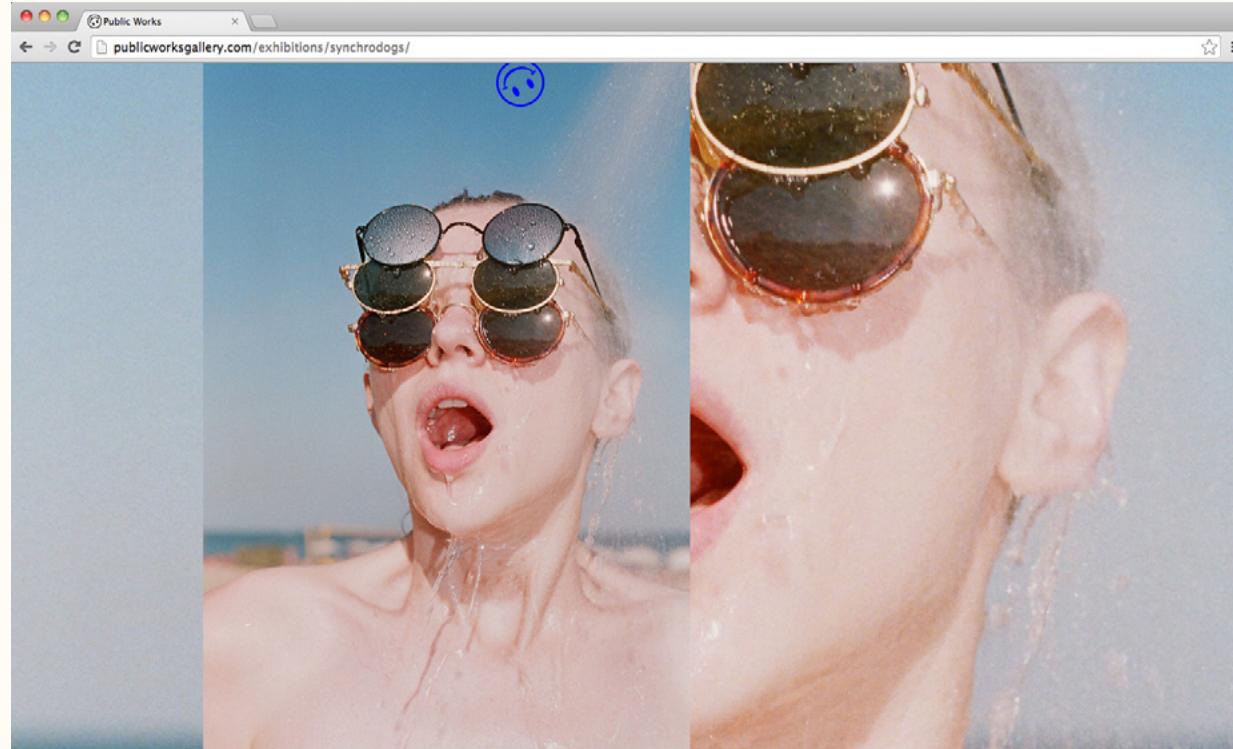
Public Works
www.publicworksworks.com

Public Works
www.publicworksworks.com

DESIGN

Public Works Website

The default setting of aligning left, right, and center in html is no stranger to Public Works' rebranded website. The shift in alignment allows for each page to have its own flow. To further distinguish one exhibition page from another, a customized wallpaper conversant with the exhibited body of work embellishes the webpage.



Neché Collection
Veronica Corzo-Duchardt

Artist Veronica Corzo-Duchardt's Necho Collection is a set of minimal, atmospheric prints and postcard photo diplomatics that retell the story of her grandfather Necho's life across an array of all previous, quotidian possessions and how they map onto his memory, which is lost. Veronica interviewed Necho that spoke about his heritage, the Cuban exile of Leónidas Serrano, and as a career accountant that was in charge of his grandmother's estate to the last day of his life. The collection of abstracted collages and more graphic renderings, Veronica captures these visual memories into a paper narrative of her familial history.

While each print is elegant on its own, in combination, they reveal complex stylings. While each memory is composed on its own, in combination they trace the story of a life.

Opening:
Friday, 2 December 2011, 7-11pm

Gallery Hours:
Tuesday – Friday, 2:00-5:00pm
Saturday, 12:00-5:00pm

Public Works Gallery
1539 N Damen Ave, Chicago, IL
773-525-7128 | info@publicworks.com

VIA AIR MAIL

A screenshot of a website for the "Neché Collection" by Veronica Corzo-Duchardt. The page has a white background with a blue and white striped border at the bottom. It features a large image of a man's face at the bottom. The main content area contains text about the artist and her process, along with opening hours and contact information. The "VIA AIR MAIL" text is in red at the bottom right.

Past Exhibition Observation

07 February — 04 April 2014

ONLY REAL

Peter Jellitsch & Theodore Darst work within simulated realities and spaces using both analog and digital processes. Both artists observe, process, and transcribe intangible elements onto perceptible representations. Jellitsch is concerned with the physical process of visualizing the invisible virtual structures that are prevalent in everyday life. For his *Data Drawings*, he uses his studio's WiFi bandwidth to generate data that becomes the basis of his

Peter Jellitsch is an artist living and working in Vienna. He holds an M.Arch from the Academy of Fine Arts in Vienna where he has studied Art & Architecture. In 2014 he will be Artist in Residence at the MAK-Schindler House in Los Angeles. Jellitsch has received the Margarete Schütte-Lihotzky Award and the Outstanding Artist Award by the Austrian Federal Ministry of Art and Education. His work is part of permanent collections at the San Francisco

A screenshot of a website for a past exhibition titled "ONLY REAL". The background is a textured, abstract image of blue and grey. The title "ONLY REAL" is in large white letters at the bottom. Above it, there is text about the artists and their work. At the top, there is a section titled "Past Exhibition Observation" with a date range. The overall design is minimalist and modern.

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