

THEEFUNKLORD INDUSTRIES LLC

Branding + Logo Web Development

Completed in 2019

As a man of many hats, I finally developed a brand for myself that was flexible and degraded well for both print and web. Years of working on projects for others taught me the benefits of designing for the present and future. Clean and simple, mobile-first, yadda yadda.

Sticking with my favorite roundel setup (it's a soccer thing), I incorporated the T, F, and L from "Thee FunkLord" into the logo. The stem of the F also forms a sideways T, with the L lurking in the negative space of the F's top arm.

By keeping the logo simple, shapes can be animated and colorized in SVG format, which allows for more fun developing for the web. The futuristic vibe is great for DJing and my music production/engineering projects as well.

SOFTWARE + TOOLS

Adobe Illustrator





CREATIVE CONFEDERATION

C

Branding + Logo Web Hosting Services

Completed in 2009 // 2019 Revision

I launched my own site in 2006 with the intentions of displaying art and music. A few years after that, my older cousin reached out with an idea to share server space and help small businesses as a side gig. From branding to brochures, to cPanel and DirectAdmin, we covered all the bases; and learned a lot too.

With references to some of our adventures traveling the world together doing various soccer and rugby things, the logo and typographic treatments are meant to be both traditional and modern.

SOFTWARE + TOOLS

Adobe Illustrator

CONFEDERATION

SACRED ARTIFACT TATTOO

Branding + Typography Signage

Completed in 2022

A good friend based in Redwood Country (Northern California) asked me for assistance in launching her tattoo shop. In addition to business cards, Pirkko needed signage files for wood cutting.

Much of her tattoo work is focused on sacred geometry which can be fairly intensive. I translated one of her sketches into print-ready vector format for the logo, and modified a font she selected for a more bespoke feel.

SOFTWARE + TOOLS Adobe Illustrator



SACRED ARTIFACT TATTOO



PLŪS ULTRÉ LLC

Branding + Logo Print + Web Development

Completed in 2007 // Revised in 2017

My Pops was one of my first clients when I started freelancing, and his consulting business was a great place to apply many of the skills I picked up along the way.

Over the years, the crown logo concept was refined again and again, eventually resulting in a more legible vector version. It can even break down for a one-color treatment, which is the true test for me.

The logotype was intended to have an acommodating feel with a modern touch. This updated branding as worked well for Powerpoint presentations, business cards, and brochures

SOFTWARE + TOOLS

Adobe Photoshop Adobe Illustrator

P PLŪS ULTRÉ



SWEET NINA'S

Branding Logo + Web Development

Back in 2014, a family friend reached out to ask for help getting her small business up and running. Today, I'm happy to say Nina Bryan has been selling her amazing sweet and savory treats at many locations around the Philadelphia area, and beyond.

From the sport stadiums, to Reading Terminal Market, it's cool to see something I made help a friend turn their dream into reality.

The concept for the logo was something simple and familiar, but also welcoming. I chose a color palette that was enticing and not too heavy, like the pudding. The ribbons denoting flavor have color selections that highlight the appearance of the ingredients- due to labeling on clear packaging.

SOFTWARE + TOOLS Adobe Illustrator **Classic Banana Pudding**

Sweet nina's

amazingly good!

Classic Vanilla Pudding

Caramel Pecan Pudding

Strawberry Banana Pudding

Chocolate Banana Pudding

MUSIC THEORY POSTERS

Graphic Design Print

You ultimately cannot be a Lord of All Things Funky if you don't take some time out to make

After years of cluttering my studio desk with notes and reminders, I thought it was best to make a music theory poster that I could reference from across the room.

These 12" x 18" posters have sold around the globe on ETSY, and I'm happy to say I've made the pandemic time a little more enjoyable for others, through the power of soul.

Ideas were sketched out in Illustrator before finalizing templates in InDesign. They are also available for purchase at:

SOFTWARE + TOOLS

Adobe Illustrator Adobe InDesign

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2018.1.0 a product of theef unklor d industries

// putting the fun in funk since 2006

611 RECORDS THE LIFESTYLE

Graphic + Textile Design Print

Completed in 2012

Any DJ worth their weight in record crates (and currently with gray hair) remembers the legendary 611 Record shop in Philadelphia. I visited as a fresh-faced noob, but avid drum & bass listener when I was in high school. I never expected to produce artwork for them later on.

Nigel relaunched the label in 2010 as a fashion brand, and it quickly became an excercise in learning how to translate design ideas to functional items and wearables for pop-up shops. Print and textile are a totally different game from just pushing pixels, and the experience was immense.

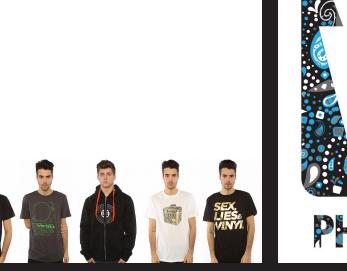
I used a combination of Photoshop, Illustrator, and InDesign to produce art and patterns for shirts, hats and packaging.

SOFTWARE + TOOLS

Adobe Photoshop Adobe Illustrator



611







VISUAL PORTFOLIO 202

AFILIAS INC.

Graphic Design Web Development

I always say that focus on design makes web development easier, and this style guide was a chance for me to prove it.

Formerly one of the largest providers of Internet registry services in the world, Afilias had a broad reach, but a very limited focus on brand identity. As a web developer, there was never a standard to follow when building sites. This headache grew when the company began providing more customer-facing products.

By organizing and simplifying the range of colors and fonts, I worked with the Marketing team to establish a clean and efficient identity guide that incorporated the traditional Afilias brand elements.

SOFTWARE + TOOLS

Adobe Photoshop Adobe Illustrator Adobe InDesign

AFILIAS.INFO						CONTENT
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Myriad's clean open shapes, precise letter fit, and	on synced web stes, so it's possible to see the Italic version (cerro) and Semibold or Balti (cstrong) in a few	Desktop usage ensures that if you have an Adobe Creative Cloud account, or are running Adobe programs, you can sync the font for usage in your replact			great performers in display sizes the light, regular and medium weights are well	Regular, Medium, a variations are all val used throughout th
Nyriad's clean open shapes, precise letter fit, and extensive kerning pairs make this unified family of roman and tails an excellent choice for text typography that is comfortable to read]] Utterstheet methodepend and	different places.	programs, you can sync the font for usage in your project.			The small x-beight and the	Also, we only use th uppercase, or capits
comfortable to read[] [Hips://gedit.comfortable/id.pec]	The clarity and legibility provided by this font at all screen sizes, makes it a quality sans-serif font to use for public-facing company				restrained forms lend it a distinctive elegance.	Also, we only use th uppercase, or capit form of the font to: the bast legibility a provide the most or between the other Pro fonts.
Another huge plus is Myniad's compatability with foreign languages, allowing	for public-facing company materials.				(reproduction of a second seco	between the other Pro fonts.
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3.1 COLOR LIST					4.1 OVERVIEW	
Afflias info uses 10 core colors, and a few shades of gray throughout the site. It should be noted that the body cop-text is actually a shade of darker gray, and not #000000 (black).					When in doubt reference the stylesheet and source code! A huge part of the work gut into the Adlassindo 2014 theme was revising the CSS in a scalable mennet	have been either in or depricated which significantly affect experience. Instead of trying to fines to function with
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PENN NEWS TODAY

Web Development Email Campaigns

Completed in 2018

Returning to my alma mater, I joined the News department and worked on MailChimp email campaign template design. Not only were the original designs lacking stylistic elements, but they were not responsive, nor were they passing web standards for email marketing.

The first phase involved cleaning up the code and creating a fully-responsive template that matched the university's existing branding. The second phase required aligning the email designs with a newly-approved design overhaul for the News (Penn Today) department sites.

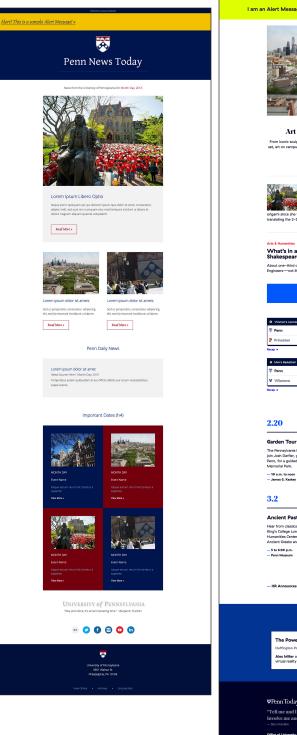
All of these were neatly bundled in a local static-site Gulp project that generated the various templates with the click of one button.

SOFTWARE + TOOLS

Adobe Photoshop Adobe Illustrator Gulp / Jekyll / NPM / HTML5 / CSS3

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🐯 Penn News Today



I am an Alert Message! Please click here for further instruction \rightarrow



Art beyond museum walls From iconic sculptures to paintings, prints, fiber art, and even one tea set, art on campus takes many forms and is an integral part of the Penn experience. By Copy Write



Roboticist Cynthia Sung has been doin ince she was young. Now she's bringing her passion iting the 2-D into 3-D from childhood into re

What's in a name? More than just Shakespeare, apparently About one-third of the Bard's plays contain pieces write

Athletics 32

Upcoming Events:

The Pennsylvania Horticultural Society invites g join Josh Darfler, greenhouse and garden man Penn, for a guided tour of the James G. Kaskey Memorial Park. — 10 a.m. to noon — James G. Kaskey Me



Ancient Past

Hear from classics scholar Edith Hall, a professor at King's College London, at the Penn Museum for a Wolf Humanities Center "Forum on Afterlives" talk titled "The Ancient Greeks and the Future of the Human Race." — 5 to 6:30 p.m.



Penn, Briefly:

ces New Revisions to Work / Life Balance Program

Penn in the News:

The Power of Virtual Reality ton Post - 01.26.18 Alex Miller of the Perelman School of Medici virtual reality and its capacity for illusion.



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GENERATIVE ART EXPERIMENTS

Code Design

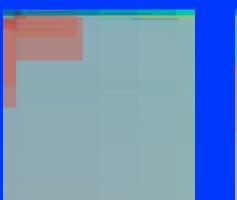
Completed in 2021

I needed to find a way to have more fun with technology again. Including randomness is a generally a good starting point.

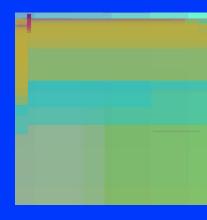
Relying on Processing and P5.js I spent a few months creating some new works. The added benefits of shaders and WebGL in P5 opened a few doors to combining my work with unfinished projects in Blender.

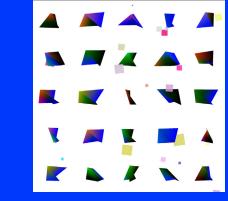
SOFTWARE + TOOLS

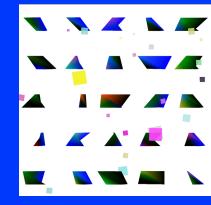
P5.js Processing.js Adobe Photoshop Blender

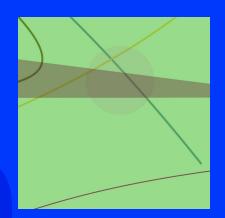


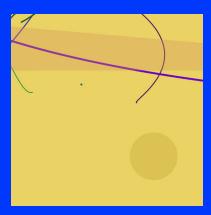


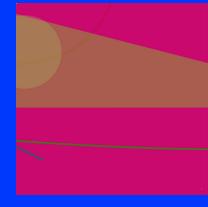












WEDDING STATIONERY

Graphic Design Print

Completed in 2018

Since my wife and I are both incredibly picky individuals, we found it challenging to select wedding stationery that we both liked. Some had the colors we wanted, but not the fonts. Others had the fonts but not the colors, and an odd pattern or something...

Anyway, to solve all of our problems, I decided to sketch out some ideas, and luckily it all worked out. Based around my favorite Toronto Subway typeface, we chose a simple, playful, artistic theme that referenced the event location (sculpture garden).

Watercolor splotches are layered vectors. Document layouts were created for print handoff with InDesign.

SOFTWARE + TOOLS

Adobe Photoshop Adobe Illustrator Adobe InDesign Kindly join us to celebrate the marriage of

PERSON & NAME LASTNAME

Saturday, Month 32nd, 202X At five o'clock in the evening

PERSON

NAME LASTNAME

Location Name Location Address, State

Dinner and dancing to follow Black tie attire

For more information, visit www.wedding.url

RSVP Please reply by August 1st

Name(s)

- ___ Will Attend
- ____ Regretfully Declines
- ___ Number Attending

Please indicate on the back of the card if you have any dietary restrictions

SAVE THE DATE

The wedding of PERSON & PERSON MONTH 32nd, 202X LOCATION NAME HERE www.wedding.url



MENU

First Course spring roasted beet salad (v) arugula, beet julienne, watermelon radish whipped ricotta, sherry vinaigrette

Entrée

duet - grilled branzino fillet & cabernet braised beef short ribs pommes puree. grilled large asparagus, roasted heirloom carrots, red wine jus, sweet 100 tomato + caper sugo

Dessert

raspberry frangipane tarts butterscotch budino (gluten free) coconut lime verrine (gluten free) peanut butter s'more (gluten free)

Wedding cake

rat's chocolate cake chocolate grand marnier mousse, chocolate Italian buttercream, raspberry coulis



COMPOSITION 2009

Graphic Design Visual Effects

Completed in 2009 // 2022 revision

Another experiment in design (and art), this composition was originally created in 2009. During the process of putting together my portfolio for art school in recent months, I went through the old hard drives for inspiration.

With the original Photoshop files located, I switched over to AfterEffects to explore possibilities with generative code, and motion graphics.

In AfterEffects, different elements of the collage have randomized settings that result in an animated Dalí type of piece.

SOFTWARE + TOOLS

Adobe Photoshop Adobe AfterEffects





Thank you for viewing my portfolio.

Ideally it gives you a sense of my versatility with many programs in the Adobe Creative Cloud, and more. For the sake of efficiency, this portfolio focuses more on the graphic side than web.

If you would like to see more details, or have any additional questions, or inquiries about web hosting and development (especially with regards to designing a better workflow), feel free to email me at info@theefunklord.com.

Art, design, and music have always been my passions, and I will be pursuing a Post-Baccalaureate Certficate at the Pennsylvania Academy of Fine Arts (PAFA) in the autumn of 2022. My design talents can only improve from here...

P. S. This portfolio was created using Adobe InDesign.