



ORLANDO
MALDONADO

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NOTABLE CLIENTS

I have had the fortunate experience to work with great people in team environments remotely. Some of which I am affiliated with & working with to this date.

Working with the Texans (McNair Group) as a freelance lead, I had the pleasure to create a product never made before (Project Under NDA & patent pending).



Motion Graphics for documentary film-makers including actor Faran Tahir.



Responsible for webpage & product package design of over 30 products.



This trifold, is currently displayed throughout northern & southern California for Sunderstorm Scientific. I was originally outsourced with the purpose of fixing some of their previous designer's work. Although primarily based on their input with some creative freedom, I recreated mockups of their products, adjusted the visual arrangement, and re-created what they dubbed as the "nanoballs" for each of their products. This resulted in thousands of accurate prints for use in trade shows and other promotion events. My problem solving skills & accuracy for print were reckognized with this work.



Logo/Product Packaging

As I have learned over the years, there are very few projects which end as just one project. This was no exception. I was given total creative freedom, after carefully conversing with the director who outsourced my freelance services.

The original task, was to create a logo/brand which communicated how the revive energy drink should look and feel to the consumer. I came up with a design which is clean, cool, & full of energy for those who are active.

The design was approved on the first revision, and I immediately got a phone call to follow up with a product mockup & files for final prints. I didn't just want this bottle to just look good. I wanted this bottle to communicate to the consumer what it actually is. It is refreshing, and energetic.

Over the span of 3 to 4 months time, I had already completed over 35 product package designs for the same company. A gratifying challenge, to be able to maintain precision, and visual presentation at short deadlines.





The immediate result of just one of the 35+ products, is over \$60,000 in sales the first week alone.
By the second week, the same product generated over \$150,000.





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#WEARETEXANS

DEANDRE HOPKINS



Fun digital artwork I created for the NFL Texans football organization. In the two years I have freelanced for the team, I believe in them & enjoy my time off with some photoshop works. Our main project, is under non disclosure and pending several U.S. patents.

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Joey Seminara

P H O T O G R A P H Y

In my earliest days as a designer, I measured myself in skillset & artistic craftsmanship via design contests. This is my first of 6 contests that I won in different venues. The holder, is a photographer from Canada. Although I no longer join do contests, I highlight this example because of my experience with the contest holder. It turns out, I am a photographer too. So instead of playing guess work on what he might've wanted out of a logo design, I initiated a conversation with him. We spoke for about an hour. In that time, we spoke about Nikon DSLR equipment we use & he mentioned that he owns a d750. I illustrated my own d750, and used a good signature typeface for his personality. It's not so much the design (anyone can do this). It's how effective communicating with the client that took home the bacon.

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BRAND / PRINT / WEB

Matt, is a businessman on the other end of the communication spectrum. There was never much conversation, although he knew what he wanted. His focus, is very strong on primarily running his business. For this reason, every conversation we had was rather "short & sweet".

Although always straight to the point, I absorbed as much as I can out our interaction-to come up with a brand system that works for him, as well as his business. I chose to go with a "patriotic" aesthetic to appeal to both his personality & reach his local base of clients.



BRAND / PRINT

Dr. Vicent Garcia, was a pleasure to work with.

After several revisions, we came up with a solid & uniform brand to his organization " The Arete & Kaizen Foundation". I collaborated with my partner to create this design, and we combined elements we both came up with into one meaningful Brand. This example, brought out my ability to work as a team with another designer.



Lorenzana

Tax & Accounting Services

NOEL B LORENZANA
BRAND

Noel is a CPA, and an avid blogger. He is a wonderful soul to work with, who is very social with peers-and loves to talk about his trade. Very communicative, and very specific about his final design. Although he trusted my ability & understanding of design principle, he would do his own research to even learn a little about my trade to communicate better with me. There was a great exchange and “picking of the brains” on this one. The final result, is a brand that communicated trust and willingness to build business relationships.



Brand / Product Package

Another line-up of products, which I had the opportunity to see through from concept to creation.

In this case, the products were rapidly selling and had no consistency in brand or package. I met their short deadlines, by creating a simple yet consistent design which is colorful yet organic. Second to actual sales, the goal here is to sell a lifestyle to people.

It is always a joy, when I get clients who I worked with-send me the end results of months careful planning & implementation. The most gratifying aspect of my experience, is to see a project begin at a blank canvas, and end with beautiful creations. Also, how it all translates into sales & marketing success for the client.



**MULTI-DIMENSIONAL
CINEMA 9D**



Brand / Motion Graphics

One of my earliest works, was to put together an appealing & fun Logo for a 3d movie ride at a shopping mall in Connecticut. This time, I had the opportunity to really play with eye catching colors to convey what a "fun & wild " ride it is.

Once the client was satisfied with the logo, came a follow-up project to create a colorful & explosive logo reveal. Later, it also became my first large format job with the task of designing the venue's inner walls with the several movies they play in their rides.



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There are times I want to take a breath of fresh air, and take some great photographs. While in pursuit of design, my girlfriend runs a photography business in which I designed all of her marketing materials. In my experience, I believe a good photographer makes a stronger designer.

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