



MICROSOFT ZUNE
AD CAMPAIGN
BUILDING/BUS SHELTER/MAGAZINE

As a team collaboration of three designers, this campaign focused on highlighting the unique features of the Zune and expanding the target audience with its retro vector graphics and intense color palette.



MICROSOFT ZUNE
AD CAMPAIGN
BENCH/BUS

A bench and bus ad in a series of advertisements introducing the 2007 edition of the mp3 player, Zune. The concept of transcending beyond conformity progressed into a tagline and overall theme.

Sears Tower
Skydeck
Shops

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SEARS TOWER
SKYDECK SHOPS
LOGO DEVELOPMENT

The established logo of Sears Tower Skydeck was developed to incorporate the word, "shops". It was to be used on signage to feature the new addition of various shops on the upper level of the Skydeck.



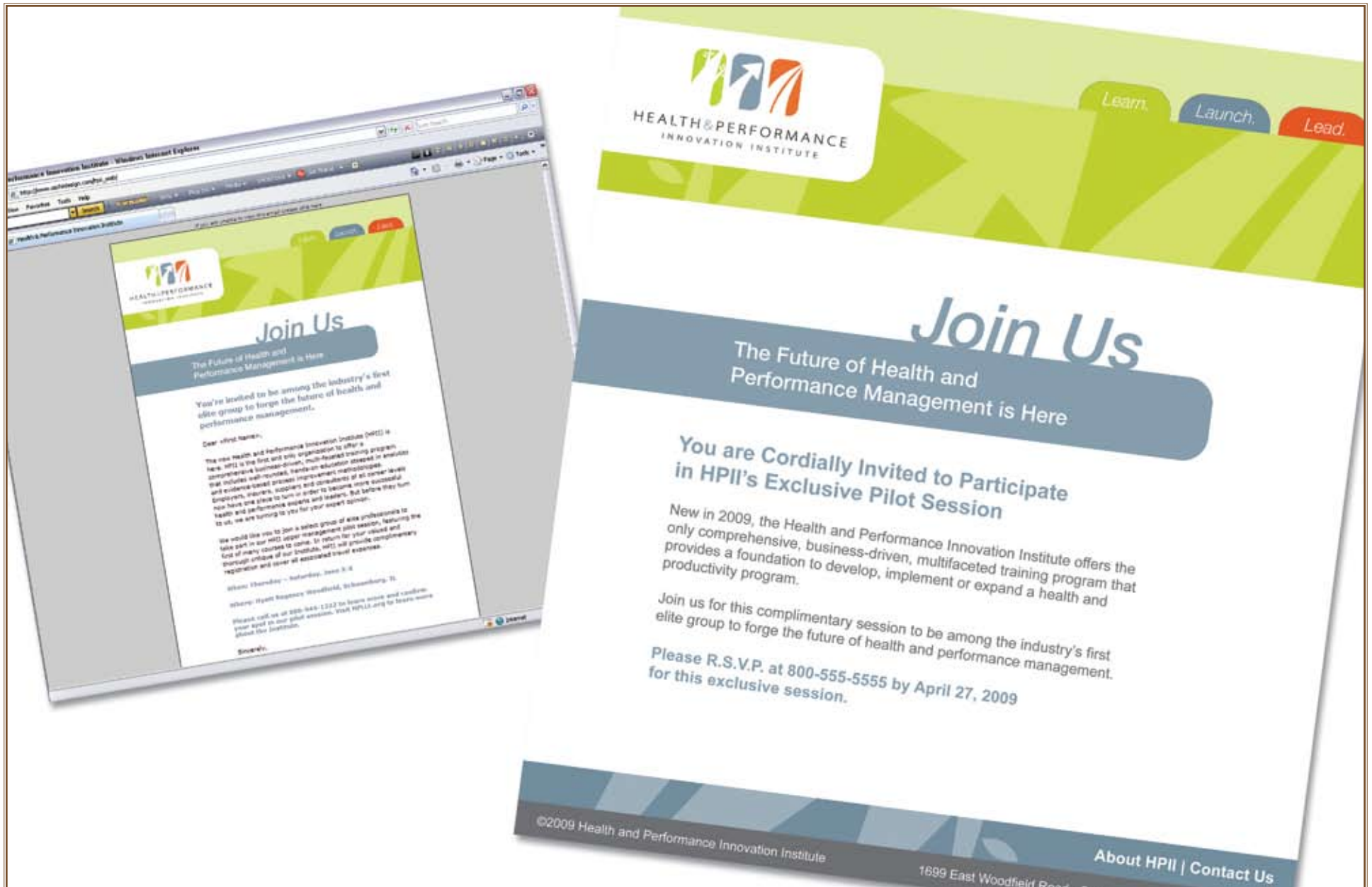
UNIVERSITY CENTER
 MARKETING COLLATERAL
 DIRECT MAIL/FLYER/POSTER

University Center is the nation's largest multi-institutional dormitory and facility. The marketing collateral for UC's Summer Housing included a poster, brochure, flyer, direct mail and web medium.



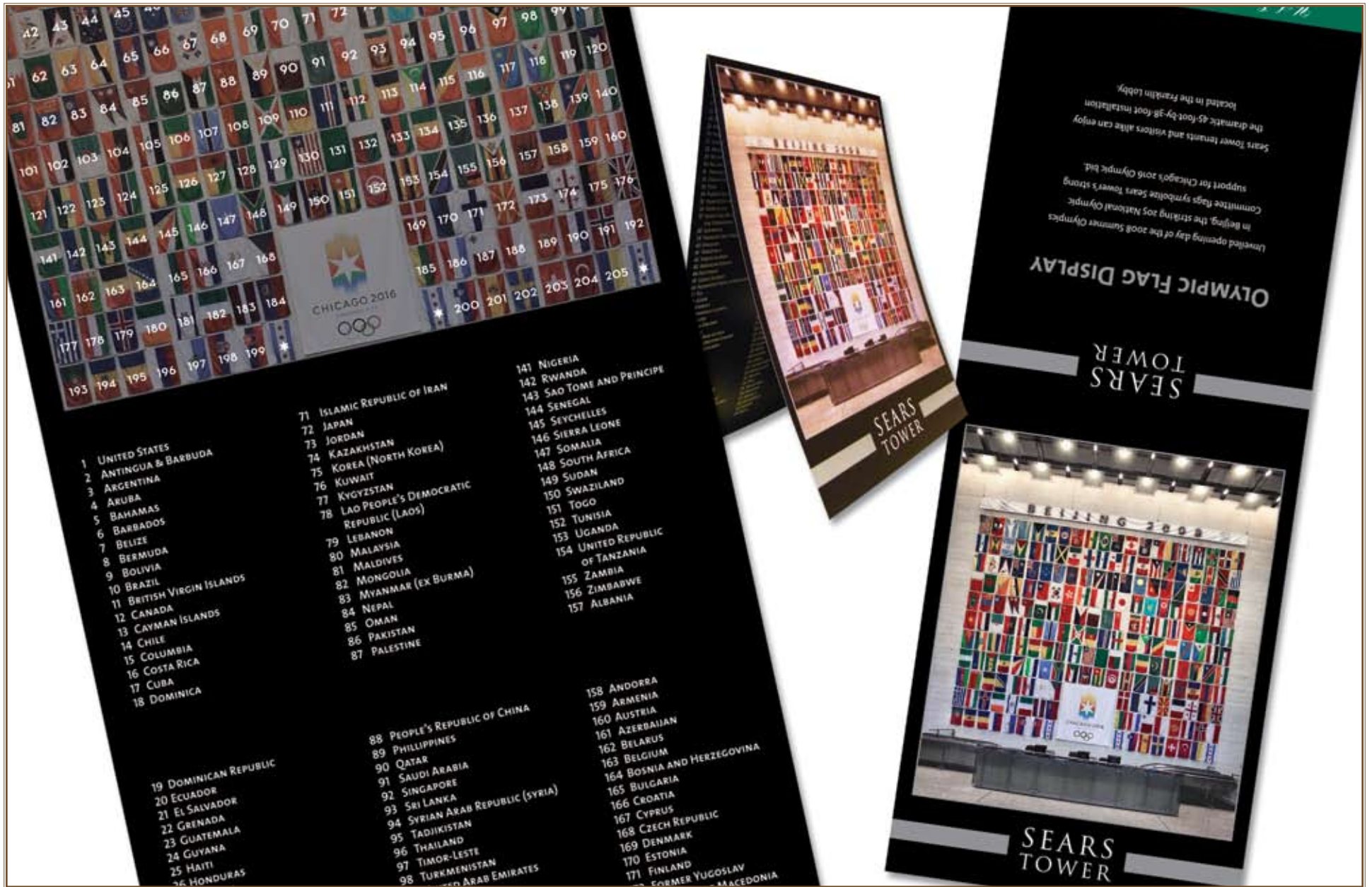
150 EAST HURON STREET
DOUBLE-PAGE SPREAD
BROKER MAIL BROCHURE

A 2-panel spread featuring the property, 150 East Huron was included inside 2008's last edition of an 8-panel broker mail series that is produced quarterly to showcase new and existing properties.



HEALTH & PERFORMANCE INNOVATION INSTITUTE
 INVITATION TEMPLATE
 HTML EMAIL BLAST

An invitation designed initially for print that developed into an e-blast template to announce upcoming events to the client's members. The style follows the existing branding of HPII and its structure allows the content to be easily editable.



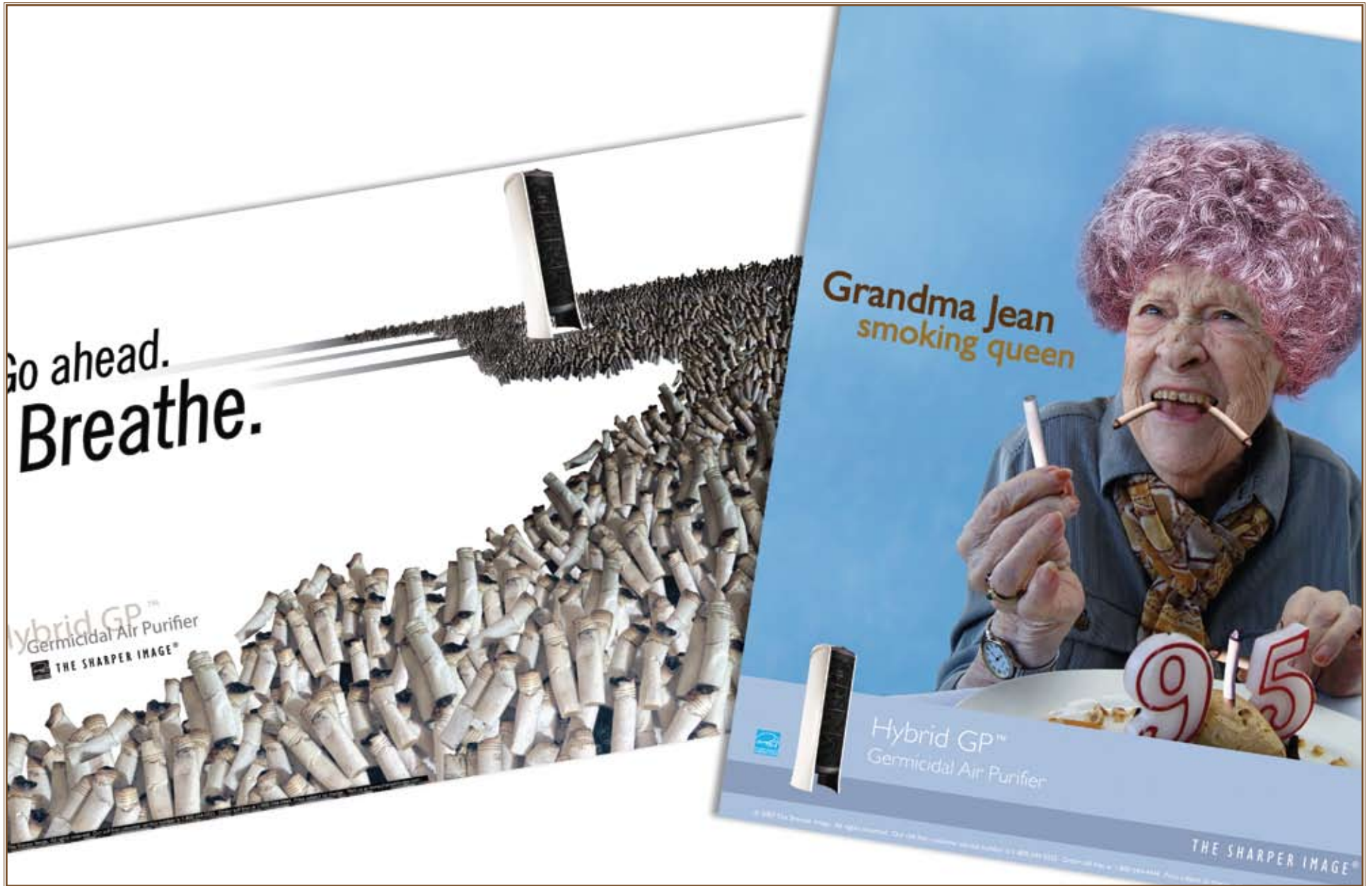
SEARS TOWER
CHICAGO 2016
BI-FOLD PAMPHLET

A bi-fold pamphlet for the Olympic Flag Display exhibited inside the Sears Tower in their support for Chicago 2016. The pamphlet was placed in front of the display for viewers to be able to easily identify all 205 flags and countries.



CULTURE CLASH
 20-PAGES {10 IN. X 10 IN.}
 SADDLE-STITCHED BOOK

A book inspired by childhood experiences, specifically the struggles with a bi-cultural identity. Each page features a quote about an emotion taken from, "The Book of Qualities" by J. Ruth Gendler. The Japanese text is written from personal experiences.



THE SHARPER IMAGE
ADVERTISEMENT CAMPAIGN
MAGAZINE ADS

An ad promoting the immense cleansing/disinfecting power of the invincible and energy-efficient Hybrid GP Germicidal Air Purifier. Inspired by an 'odd news article', a humorous character and a fictional battle scene were created to promote this product.



200 SOUTH MICHIGAN AVENUE
2008 HOLIDAYS
GIFT CARD/CARD HOLDER/POSTER

As part of the client's holiday gift to their tenants, a gift card held inside a 'shopping bag' holder and a lobby poster featuring a special event were designed in a non-denominational, yet seasonal theme.



SPINE ARTHROPLASTY SOCIETY
RE-BRANDING
LOGO DEVELOPEMENT

SAS is an elite international organization focused on back and spine surgery advancement. A re-branding was done in an effort to modernize their look as well as to communicate their future goals and evolvment.



U.S. EQUITIES CORPORATE HEADQUARTERS
 CHICAGO EARTH HOUR 2009
 POSTERS/FLYER/WEB PAGE/CAPTIVATE/EMAIL BLAST

A marketing campaign that focused on the significance of Earth Hour, an international symbolic statement on climate change that encouraged the participation of people all over the globe.