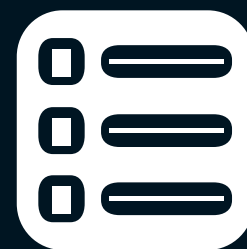




Affiliation:

30



Investigation:

22



Innovation:

16



Conceptualization:

8



Inspiration:

4



Individualization:

2



# Individualization



**"I am an extravert  
I am an innovator  
I am an achiever  
I play well with others  
I am a mentor  
I am a leader."**

A portfolio can't confirm bold statements like these on its own. A rock star design manager is like sports car; gauging their full potential from stats doesn't compare to being around the real thing. You need to be around them to realize what they are truly capable of.

With this concept in mind, I developed my portfolio around more than traditional creativity and brand strategy. I'm driven by a personal philosophy to consistently produce the best work I'm capable of. It's helped shape my work ethic, leadership qualities, and team management skills into what they are today.



# Inspiration



**"Ethical brand strategy is crucial  
to serving your client's  
best interests."**

My greatest team successes occur when everyone's moving to the same rhythm. Communication and respect are key to a team's success. When a team is in sync and working toward the same goal, their output is always going to outperform one suffering from internal dissonance.

Handling a client's image and message conveyed to their key stakeholders is an obligation that should never be taken lightly. However, the ability to serve a client with integrity begins internally. A team committed to ethically serving a client's best interests is establishing the foundation of its future success.





The archaic "boss" persona has been passed by evolution. When a team's members feel like peers as opposed to subordinates, a contagious shift in attitude occurs. Mentality adjustments like these have astounding effects on team performance levels.

It starts with learning what motivates a team's members on an individual basis. When their goals are understood on a personal level, motivational triggers become indispensable tools. The team members feel fulfilled, the team evolves into a well-oiled machine, and clients get the service they deserve.

These slides are samples from a research project I developed regarding how to connect with and manage creatives.

## How creatives **WANT** to be **Managed**



## PERFECTIONISM

Procrastination's

2nd Cousin



## Natural Aptitudes:

- High 'Ideaphoria'
- Divergent Thinking
- Acute Sensory Skills
- Strong Intuitive Capabilities
- High Emotional Intelligence



### Managing Creatives: (left)

- + Team collaboration tactics
- + Perfectionism's pros + cons

### Managing Creatives: (right)

- + Fostering team aptitudes
- + Work space modifications
- + Stress reduction methods





# Conceptualization



**"Developing a campaign from inception to execution should be an exhausting endeavor when done correctly."**

Campaigns are multi-faceted and have more moving parts than a single person can handle on their own. When a team's comprised of the right people with the right talents, project management is an invigorating experience. Any successful organization can trace their success to having the right people.

My project management experiences range from school projects to personal business ventures. They have lasted as short as weeks to as long as years. The one constant has been that everyone's contribution is vital to a team's longevity. Managing client expectations, team productivity, deadlines, and deliverables is just as much an art form as it is a science.

For every method devised to monitor productivity, an equal amount of care and compassion should be injected into the project management role. A successful project manager knows their team's happiness and well-being is just as crucial to success as the client's.





The Dubai-Class1 campaign is the result of an individual, communication design campaign. I was appointed a city and responsible for creating a variety of communication elements belonging to one central campaign. Although the project revolved around a city, I created a fictional, Dubai-based company for the campaign instead.

This direction gave the campaign a very focused path as well as a specific target demographic. One research aspect that helped shape the campaign's direction was focusing on an actual, worldwide powerboat event held in the region. This is most apparent in the magazine spread which directly targets the audience outlined in the Design Brief.



## Dubai-Class 1

### قسندهظ يملده



حملات للتسويق  
جسب لإلتسب



# Dubai-Class1



### Design Brief: (left)

- + Marketing objective summary
- + Target market analysis
- + Budget
- + Deadline dates
- + Media platforms
- + Promotional events

### Magazine Spread: (right)

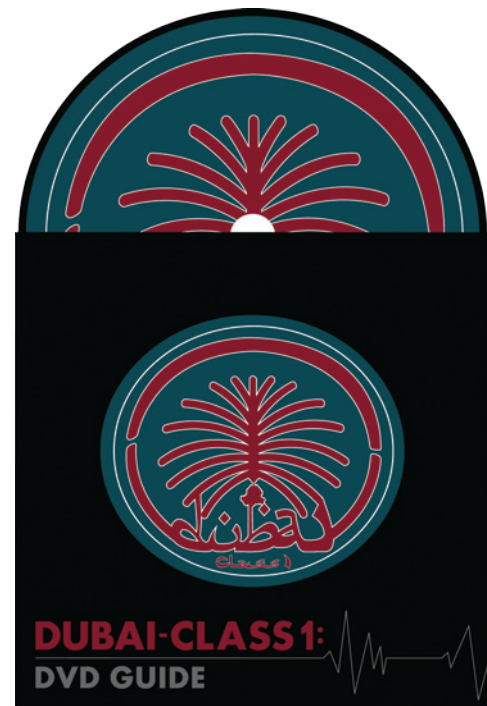
- + 2 page center spread
- + Target demographic research
- + Magazine placement research
- + Consistent campaign look





The brochure needed a definitive feeling that exuded prestige like the sport does in the Middle East. It also needed a specific weight and texture to convey Dubai-Class1 understands the level of quality their clients expect from life. Beyond creating a unique folding style, I incorporated an informational BluRay. The disc is secured in a pocket designed into the brochure.

The final campaign element was a deck of travel destination cards highlighting "must see" experiences in Dubai. The deck is a promotional element intended for distribution at the UIM Class1 World Championship. This prestigious event's affluent spectators are Dubai-Class1's primary target audience.



**DUBAI-CLASS:1** is a world renowned Powerboating tour fueled by intensity. If speeding across the Persian Gulf at 150mph is the kind of adrenaline rush you have dreamed of-**DC-1** is a must!

**POWER BOAT TOURS**

**THE PRESTIGE:** Powerboating has become one of our country's greatest sports. Like Dubai's great horse racing ancestors, Power Boating is seen as a great honor and highly prestigious.

**SAFETY FIRST**  
There is only one constant in Class1- The ocean... **DC-1** is **ONLY** staffed by UIM professionals. We know it is man & machine against the sea and respect its awesome power.

**ELITE ONLY?**  
Historically, only the wealthy elite could afford powerboats. But no longer. Two Class:1 champions founded **DC-1** for every thrill seeker to experience it.

Dubai coastline: **DC-1** playground

**LUXURY BOATING at 150mph**

**DUBAI-CLASS:1**

DUBAI

## Dine



### The Shades: Address Hotel

Enjoy a light meal al fresco beside The Address's majestic infinity pool. The Shades' delectable menu features a selection of light salads and sandwiches, Asian fusion, and Arabic Mezze, as well as smoothies, iced tea and freshly squeezed juices. The Shades is a genuine Oasis.



### By Day:

The restaurant is an amazing, lounge spot. By night, it changes into Dubai's most happening marina venue. Shades is the perfect escape for interesting travelers. Lay back and relax, enjoy their wide beverage selection as you lounge, or indulge in their cuisine and marina view.



### Brochure: (left)

- + Gate fold (8"x9" closed)
- + Full spread (16"x9" open)
- + Promo BluRay + packaging

### Travel Deck: (right)

- + Color-coded sections
- + Destination description
- + Address and contact info
- + Card deck packaging





Swerj Weddings was a brand extension campaign that evolved from a fictitious business venture my team produced; Swerj Events. Swerj Events was a luxury event planning agency targeting high profile companies, affluent citizens, and local celebrities. The primary goal was to expand on Swerj Events' campaign and make a new business opportunity. After closely looking at Swerj Events, developing a high-end wedding division felt like the perfect direction to take.

After Swerj Weddings' company image mirrored Swerj Events, we incorporated a business model our team never found in regional competitors; theme weddings. A number of exotic destination packages were devised as well. The gift bag was a promotional item to be handed out at Swerj Weddings' launch party.

### Theme Weddings:

When Swerj decided to open its new wedding division, every Portland wedding planner knew it would be something special. It was a perfect way for Swerj to make incredible memories for people beyond a single event. It would provide all the lavish aesthetics of a Swerj Event but infuse it into the most important day of a couple's life on a spiritual level.

Like Swerj Events, Swerj Weddings does everything with style. Swerj weddings will give the same royal treatment and care to your wedding as Swerj Events does to its client's parties. This already puts Swerj Weddings beyond what standard wedding planners are capable of. Since Swerj's business is making memorable evenings, transitioning to weddings was handled with the utmost care. Swerj has a reputation for handling its client's events very seriously. Swerj Weddings will handle your needs as if you were family.

*Please enjoy our theme samples*

Your wedding should be the most memorable event of your lives as well as a party your guests will never forget. Beyond handling the details of your dream wedding, Swerj Weddings has also put a great deal of care into an extensive and lavish theme wedding catalog. Whether you dream of a villa retreat with 150 of your closest friends on Italy's Lake Como or a

#### 007<sup>th</sup> Bond Wedding:

Anyone can wear a plain tuxedo to a wedding. It takes something special to pull off the way Bond does it. The Bond theme is particularly reminiscent to Swerj's chic events. The 007 wedding is tailored to be decadent, swanky, and plush in every way possible. Whether it's Casino Royale or Diamonds are Forever, our Bond theme wedding is beyond reality.

- Bond movies theme selection
- Multiple Bond-esque locations
- Getaway yacht/Aston Martin
- Optional role playing actors

### Theme Weddings:

#### Masquerade Villa Wedding:

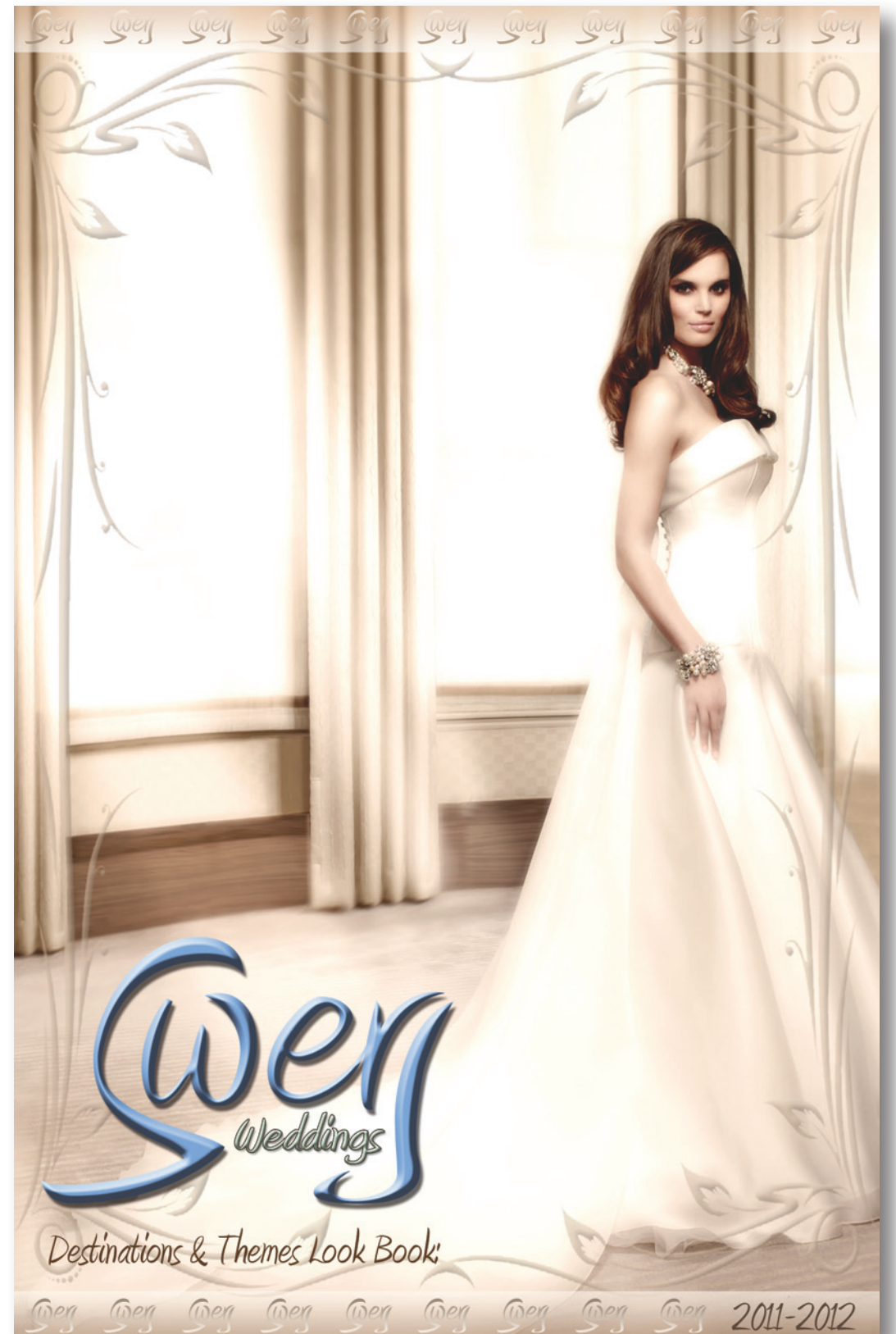
This luxurious wedding's allure derives from the elaborate, anonymous, and mysteriously sexy attire you would expect from a masquerade ball. A large catalog of masquerade elements is provided to custom tailor the perfect outfit for you as well as your guests. The masquerade wedding takes place at a sprawling, privately owned chateau on Italy's Lake Como.

- 24,000 sqft, Tuscan-style villa
- Accommodations for up to 150 guests
- Optional indoor/outdoor ceremonies
- All masquerade ball attire is provided

#### Victorian Royalty Wedding:

Do you fancy yourself a gorgeous evening wedding from the pages of a Victorian fairy tale? Does the thought powder wigs, grand ballrooms, corsets, and marrying your knight in shining armor sound like a princess' dream wedding? We think so too! Our Victorian Royalty wedding possesses such a fantastical sense of aristocratic opulence, you'll find it hard to let go as you leave in your white horse-drawn carriage.

- Gorgeous, Victorian-Era attire
- Chateau ceremony and reception
- Period-specific decor, furnishings
- All guest attire provided





**Promotional Materials: (left)**

- + Look Book page layouts
- + Swerj Weddings: Look Book

**Launch Party Gift Bag: (right)**

- + Look book
- + RSVP card
- + Flip video device
- + Moonstruck chocolates
- + Moët: Swerj champagne

**Team Members:**

- + Robert Baumann
- + Savina Boyd
- + Jillian Jewell
- + Elena Rodriguez
- + Weston Whitlock





The image features a background of marbled paper with a complex, organic pattern of dark brown, black, and grey veins on a lighter tan base. A solid, dark red horizontal band runs across the middle of the image. The word "Innovation" is printed in a bold, white, sans-serif font on this band.

**Innovation**

**"I'm a designer by trade but an innovator by nature."**

Advertising and graphic design have always been my preferred mediums. More recently, my interests have spilled over into web design and interactive media. Nearly every organization in the world wants a strong web presence in order to remain competitively relevant. Cross-pollinating my design skills with web design has had a significant impact on the messages I create. Weaving HTML and .CSS into my other mediums permits me to seamlessly blur the line between graphic design and web design.





The project objective was to research a business that successfully integrates creativity, innovation, and design into its products. I designed my research to reflect the image Samsung created while evolving into the industry's leader in innovative design.





**Name:** Hattori Hanzō  
**Age:** 32yrs  
**Born:** Seoul, ROK  
**Dept:** Innovation & Design

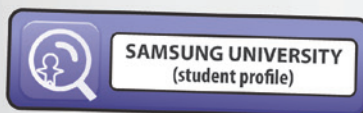
**Specialty:**  
 Television Housing

**Projects of Interest:**  
 (as lead designer)

**Model C9000's:**

- Chassis Design
- Wall-Mounted Base
- Integrated Speakers

**Graduation Date:**  
 July 2012



In 1993, Chairman Lee Kun Hee visited Los Angeles and realized Samsung's products were utterly invisible amidst the better-established and better looking competition. Then, Samsung's product's design's "sex appeal" was lackluster at best and embarrassingly vanilla at the other end. Samsung was in dire need of a reinvigoration or else they've never survive. So what changed?

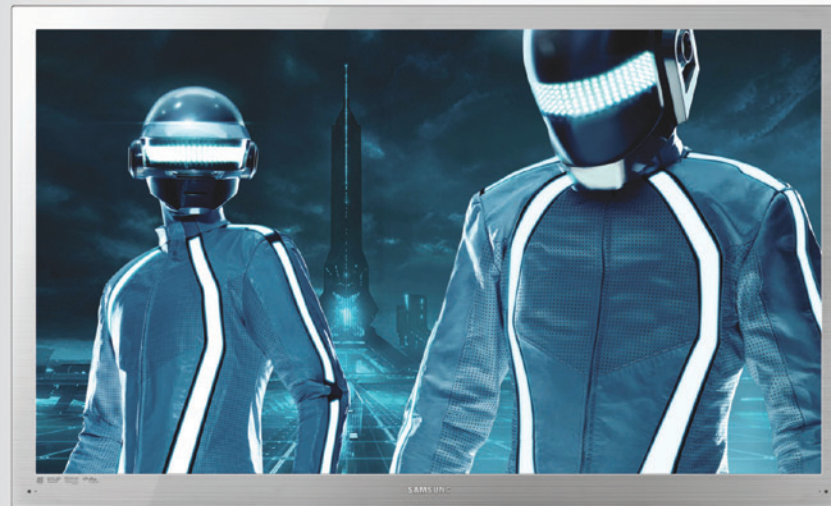
Hee vowed to reposition the company from its current reputation as a sub-par memory and microwave developer to the world-renowned juggernaut known for it's global design vision, innovation, and design it now is. Dedication to increasing Samsung's "creativity" by 3% meant a 3% increase in global sales. In order to do this, Hee knew their design appeal would have to go deeper than just product looks. To truly last, they had to design and sell a company culture.

2 years later, Hee founded a \$10-million, eight-story facility called the Innovative Design Lab of Samsung (IDS) in South Korea's capital city of Seoul. IDS was an in-house design school taught by experts from the Art Center College of Design in Pasadena, CA. The hand chosen "student body" of IDS was selected from their design departments for a full-time, 1 year school experiment. The goal wasn't to teach them HOW to design but to focus on the foundation of design and what it represented.

15 years later, Hee's devotion to "Becoming the Mercedes of home electronics" has paid off handsomely since the change in innovation. Samsung has devoted brand building as their primary focus in their global marketing strategy and are now perceived as the poster child of how using innovative design can radically increase your market share as well as perceived brand value. This devotion is responsible for Samsung emerging as the world's leading brand of high-end televisions.

*"The IDS program has been part of a larger strategy aimed at a changing marketplace. In the 21st century, companies became unable to differentiate their products only by technologies or quality of a product, and design was considered one of the most important factors to succeed."*

- Chairman Lee Kun Hee



It would be difficult to deny Samsung has done more than just craft some sleek products. They've injected their corporate mentality with the importance of design. If they continue the path Chairman Hee began 15 years ago, they will have a lasting advantage over the market for years to come.





This research and development project revolved around social media user interactivity. My first objective was conducting 20 in-depth interviews with a variety of Facebook users; both casual and frequent. I transformed the interview data into 3 personas based on their Facebook use.

I developed a number of profile enhancements to improve each persona's Facebook experience. Some included a static global navigation tab system, live audio & video chat, and a friend circle application to further enhance their social interaction control.



## the Game Junkie

**Status:**  
Married

**Height:**  
6ft 4in

**Education:**  
Grad School

**Occupation:**  
Computer Programmer

**Typical Website Use:**  
Gaming all the time, reading articles, music

**Social Network Use:**  
Talk with college friends and make new friends

**'SN' Likes/Dislikes:**  
L: Voyeuristic element  
D: Security settings

**Quote:**  
"Games are fun and a huge source of down time for me after work."

**Profile Upgrade:**  
Quick launch game application. Also sends updates for ongoing events and high scores

**Profile Upgrade:**  
Global navigation system with easily customizable tabs

**Profile Upgrade:**  
Realtime audio feed application to chat w/ fellow gamers. Similar to Xbox360 and PS3

The screenshot shows a Facebook profile for 'GAME JUNKIE' with several enhancements. On the left, a 'Games: Quick Start Menu' lists games like 'LAME-VILLE FARM', 'DINER DISASTER', 'MAFIA WEDDINGS', and 'PATHETIC EXISTENCE'. A 'Profile Upgrade' callout points to a 'NewsFeed' tab in the left sidebar. The main 'News Feed' area shows posts from friends like 'Elf Master' and 'King Dethrondin'. A 'Profile Upgrade' callout points to a global navigation bar at the bottom with tabs for 'QUICK START GAME GUIDE', 'ALLIES: LIVE CHAT', 'BROWSE NEW GAMES', 'AWARDS & RECORDS', 'ADD-ONS & UPGRADES STORE', and 'ALLY QUEST'. On the right, an 'Allies: Live Audio Chat' section lists audio chat sessions with friends like 'King Dethrondin' and 'Blizzard Troll'. Another 'Profile Upgrade' callout points to this section. The bottom of the page features a footer with 'Facebook © 2011 English (US)' and a chat window for 'Finnious Mosann' with 45 people online.

facebook

What's on your mind?

Home Profile Account

**GOSSIP QUEEN**  
Edit My Profile

**Friend Groups: (cliques)**

- Best Friends:** Last played: 2 wks ago
- Cheerleaders:** Last played: 2 wks ago
- Cute Boys:** Last played: 2 wks ago
- Lower Popularity:** Last played: 2 wks ago

Profile Upgrade: Customizable friend circles for various interests or social status to avoid any unwanted 'friends'

News Feed

Share: Status Photo Link Video Questions

What's on your mind?

**Bambi No-Brain** commented on **GOSSIP QUEEN's** photo:

Mobile Uploads

about an hour ago

**Bambi No-Brain:** U LOOK SO HOT, GQ!!!! :D :D

about an hour ago

**Doyle Jameson** Gettin' D-R-U-N-K!!!

about an hour ago Like Comment

**GOSSIP QUEEN** likes this

**GOSSIP QUEEN** You're nuts!!! I just saw you in the hallway 20min ago! LOL!!!

about an hour ago Like

**Principal Skinner** Please come to my office asap Doyle...

27 minutes ago Like Comment

Write a comment...

Tuesday at 9:25pm via iPhone Share

**Caleb Wonderbread** added 50 new photos to the album **FRAT**

FRAT

7 hours ago Like Comment Share

**GOSSIP QUEEN** and 15 others like this

View all 11 comments

**Chet Goldman** You look bloated...

5 hours ago Like

**Jules Vargas** You're such a jerk, Chet!

3 hours ago Like

Write a comment...

Older Posts Edit Options

UPCOMING EVENTS

What's the event?

8 event invitations

Birthdays Katie Brabeck, Laurie Penberthy

**GOSSIP QUEEN** is now on video chat

Chat time: 6 min, 48 sec

Profile Upgrade: Integrated video chat application allowing users to talk with friends face-to-face via comp or smart phone

Recommended Pages

See All

SPONSORED

Create an Ad

**Dress like the stars**

TMZ: The latest gossip

COSMOPOLITAN page

Anorexia: Thin is in!

MESSAGE FRIENDS BROWSE FRIEND GROUPS FACEBOOK VIDEO CHAT PHOTO ALBUMS EVENTS CALENDAR BROWSE FASHION PROFILES

Facebook © 2011 English (US) About Advertising Create a Page Developers Careers Privacy Terms Help

Betty Ford • Chat (102)

**Profile Upgrades: (left)**

- + Quick game launch app
- + Live audio game chat
- + Customizable nav system

**Profile Upgrades: (right)**

- + Live video chat application
- + Custom friend 'cliques'
- + Customizable nav system



## the Gossip Queen

**Status:**  
Single

**Height:**  
5ft 5in

**Education:**  
High school student

**Occupation:**  
Being amazingly kewl

**Typical Website Use:**  
Fashion sites, gossip, posting vids/pics

**Social Network Use:**  
Gossip w/ friends, Know what's going on, and party information

**'SN' Likes/Dislikes:**  
L: People's wall quotes  
D: Creepy guys f/ school

**Quote:**  
"I'm on Facebook to be creepy and get informed."



# Investigation



**"Thorough research and strategy is the backbone to any great campaign."**

Research is a campaign's lifeblood. It will identify what has worked in the past as well as failed. Past failures are useful stepping stones to learn from. Diligent research can produce very effective strategies. Without a solid strategy, a campaign is born directionless.

Strategy shapes much of today's mass media. Whether it's public relations, marketing, brand strategy, or advertising, research is the foundation a successful campaign is built on. Research paves the way for effective strategies that give campaigns the voice to effectively reach its target demographic.







The objective of this campaign was to devise a design opportunity for an emerging organization. The first step in devising my design opportunity was researching Ninkasi's company culture, competition, and the target audience. One thing the competition all had in place Ninkasi did not was a customer appreciation program.

After seeing what their programs were missing, I began developing a customer appreciation program around the void. An important point for me was to ensure the program had a memorable name and an edgy image that Ninkasi's demographic would align themselves with. Thus, the "Ninkasi Posse" was born.



Marketing Materials: (right)  
+ Campaign Poster:



# Ninkasi Posse





My choice of Ninkasi came from a desire to work on a challenging and fiercely competitive market; microbreweries. Ninkasi is a relatively new microbrewery surrounded by entrenched competitors.

The campaign's timeline coincides with the release of a new beer available to Ninkasi Posse members only for a period of time. It also includes a multi-platform media assault through Ninkasi's internal marketing channels to keep costs low.

From inception to execution, I was responsible for the entire campaign. It was a 10 week project designed to give us a precise lesson in how to plan and strategically launch a full campaign. Even though I've participated in ad campaigns before, being responsible for all aspects of a campaign was an invaluable experience.



## Design Brief: (continued)

### Competition Background:

The three major competitors in the NW microbrew industry are: Widmer, Deschutes and Rogue breweries. (Ranked: 17, 21, and 42 in the nation's Top 50 breweries) They are the originators of the microbrew market in the Pacific NW and have dominated the market for the past 20+ years. They have a die-hard loyalty base. While there are a huge number of microbreweries in our region, none are as prominent as this holy trinity.

Although Ninkasi's competitors dominate store shelves and bars, their level of customer involvement is sparse. It ranges from a newsletter mailing list to an annual golf tournament. Most of their customer connection revolves around creative marketing and brief periodic touching. Although the microbrew mentality, (beer is #1. No need for frills) improving Ninkasi's customer loyalty base is at its core, all about the beer. It's not just white noise.



**Widmer Brewery: Portland, OR:**  
Ranked #17 in Nation's Top 50 breweries  
Founded in 1984 by Kurt and Rob Widmer. They originally raised enough money amongst family members to found Widmer Brothers Brewing Company. Kurt and Rob also pioneered the world's first American-style Hefeweizen and still stands today as one of America's most popular beers.



## Design Brief: (continued)



**Deschutes Brewery: Bend, OR:**  
Ranked #21 in Nation's Top 50 breweries  
Started as a small brewpub in 1988 in Bend, OR. In 1993, Deschutes moved into its current brewing facility and continues to expand and improve upon their wide beer selection. Deschutes continues to experiment with specialty beer batches producing their flagship brews.



**Rogue Brewery: Newport, OR:**  
Ranked #42 in Nation's Top 50 breweries  
Opened in May of 1989, with a small but enthusiastic customer base comprised of curious locals. They seemed to drop by to see what was going on and never left. Mo Niemi (Newport legend) encouraged Rogue founder, Jack Joyce, to give back, saying "If you're lucky enough not to go broke, feed the fishermen" This is still Rogue's motto today.



# Campaign Timeline:

## GANTT Chart:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	<b>Ninkasi Brewing Company: Posse Loyalty Program</b>														
2															
3	<b>GANTT Chart:</b> Week 1: Week 2: Week 3: Week 4: Week 5: Week 6: Week 7: Week 8: Week 9: Week 10: Week 11: Week 12:														
4	Team Creation:														
5	Research:														
6	Visual Audit:														
7	Establish Budget:														
8	Establish Objective:														
9	Create Deadlines:														
10	Brainstorm Concepts:														
11	Rough Drafts:														
12	Feedback:														
13	Revisions:														
14	Internal Meetings:														
15															

Due to the internal nature of this campaign and relatively low expenses to launch it, the timeline is set for a short timeline to have all items in place. The majority of time spent will revolve around researching further options to incorporate, revisions and feedback, both internally and externally.

NINKASI BREWING COMPANY



## Final Book + Design Brief: (left)

- + Design opportunity book cover
- + Campaign design brief

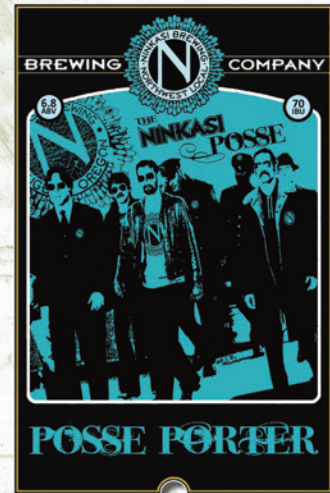
## Timeline + Concepts: (right)

- + Specific deadline schedule
- + Marketing element concepts



# Concept Sketches: (continued)

## Posse Porter: New beer label



This label would appear on a new beer at the time of the promotional campaign launch



NINKASI BREWING COMPANY



# Concept Sketches: (continued)

## Online Advertising: (website & social network)



There would be a variety of variations of banner ads. They would also be linked to online information about the Ninkasi Posse as well as a number of slogans that change on each refresh

NINKASI BREWING COMPANY





## "CONCEPT IS KING"

A phrase a concept development guru burned into my memory. Beyond high expectations of professionalism, and craftsmanship, 90% of my time was spent on unique solution development.

Food cart clientele are constantly on the move. They're busy and typically can't leisurely eat. This nomadic characteristic made it apparent that the campaign's success would stem from using unique methods. I wondered where the bustling foodie's attention would be momentarily available? The answer was when they're in-transit to the next destination.





# PDX Food Carts



### Advertising Outlets: (left)

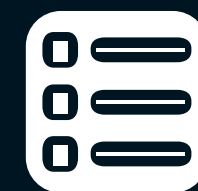
- + Cluster-specific benches
- + Bus route kiosks
- + Bus signage

### Final Ad Design: (right)

- + Pioneer Square-specific



# Affiliation



**"Giving credit where credit is due is  
a very rewarding habit to form.  
Its rewards are inestimable."  
Loretta Young**

**Swerj Weddings: (page 12)**

- + **Robert Baumann:**  
Team Leader, Creative Director
- + **Savina Boyd:**  
Project Manager, Copywriter
- + **Jillian Jewell:**  
Copywriter
- + **Elena Rodriguez:**  
Copywriter, Marketing Director
- + **Weston Whitlock:**  
Graphic Designer





RB