

While at **Manhattan Beachwear**, I designed this bold, high-saturation butterfly all-over print for a bikini, combining hand-drawn illustrative linework with an energetic color palette engineered to read cleanly at scale on the body. The print's dense motif layout and high-contrast color separation created strong visual impact on-camera, translating from flat textile concept to a finished garment with editorial presence. Having this bikini featured in the **Sports Illustrated Swimsuit Issue** validated both the creative direction and the technical execution demonstrating that my original textile artwork could perform at the highest level of commercial swimwear storytelling.



**At Manhattan Beachwear**

I built Bikini Lab from the ground up—designing the logo and defining the initial brand DNA for a juniors, fashion-forward swim label positioned as a “lab” for the most progressive bikini trends. Beyond the identity system, the launch concept was rooted in music as a creative engine: our brand story and rollout treated fashion like a soundtrack—where music influences style, and style becomes visual culture in return. That thinking shaped both the launch event and the product strategy, with capsules developed around distinct music genres tied to cutting-edge trends, allowing each drop to carry its own mood, attitude, and styling language. Visually, the brand combined bold modern typography, pop-driven color, and high-contrast editorial imagery with “push play” iconography to signal energy, nightlife, and constant experimentation—built to read instantly across digital, catalog, and retail environments.



**At Manhattan Beachwear,** I developed a suite of brand collateral for the iconic surf-and-lifestyle label Hobie, translating its beach heritage into modern, retail-ready graphics and marketing assets. This page reflects the range of work produced—from an editorial-style swim poster with warm, sun-washed photography and subtle ornamental overlays, to a coordinated system of hangtags and stickers that carried Hobie’s signature script across multiple seasonal looks. I designed these pieces to feel collectible and authentic to the brand’s coastal DNA, using ocean imagery, tropical cues, and a fresh palette (seafoam, aqua, sand neutrals, and punchy neon accents) to reinforce a youthful, energetic point of view. The collateral system was built for consistency across channels—on-garment trim and packaging, in-store presentation, and promotional marketing—so the consumer experienced the same Hobie story from first impression to final purchase.



# GUORDAN

BANKS



GUORDAN BANKS "Leaving With You" single cover art and campaign art.

For Guordan Banks' "Leaving With You," I designed a cohesive release graphic system anchored by a bold, premium wordmark and a neon-tropical portrait treatment that reads instantly on streaming platforms and social. The visual direction layers high-contrast typography over a cinematic purple/pink palette and palm silhouettes to create a modern, nightlife-forward mood. I also integrated supporting brand marks and lockups including the CC monogram so the cover art and promotional assets functioned as a unified campaign kit across digital and event use.

GUORDAN BANKS — “Blood on the Vinyl” (album identity + merch capsule)

For “Blood on the Vinyl,” I developed a full album-release identity that translates into merchandise: a vinyl-disc emblem with a “GB” monogram, city skyline silhouette, and red streak accents that signal the record’s intensity and urban edge. I extended the album world into a complete merch lineup—hats, tees, hoodies, and women’s silhouettes—using consistent typography, icon placement, and color rules to keep every piece on-brand. The result is a tight, retail-ready capsule that supports album drops and release-party merchandising with clear visual hierarchy and strong brand recall.



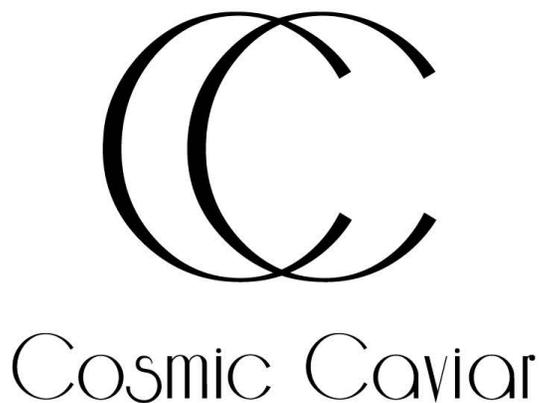
BLOOD ON THE VINYL



**BLOOD ON THE VINYL**

**KEEP YOU IN MIND**





**COSMIC CAVIAR** – brand identity + logo system  
For Cosmic Caviar, I created the core brand DNA: a refined double-“C” monogram paired with an elegant wordmark that can flex from minimal black-and-white to neon nightlife applications. The identity balances luxury cues (high-end typography, clean negative space) with “cosmic” energy through a magenta spectrum and high-gloss imagery. This system was built to scale across artist releases, promotional graphics, and event collateral while staying instantly recognizable.



BEATSUMISHI album/EP artwork concepts (collage + typographic identity)

For Beatsumishi, I created concept-driven cover art using surreal collage storytelling—vintage figures, sci-fi space environments, and bold neon type—to match an electronic/experimental soundscape. The second composition pushes pop-art contrast with a TV-head figure, red-lip motif, microphones, and florals, giving the project a provocative, performance-forward identity. Across both visuals, the typography and color strategy are treated as the “logo,” ensuring the name reads powerfully at thumbnail size while still rewarding full-scale viewing.

