

PORTFOLIO

Who

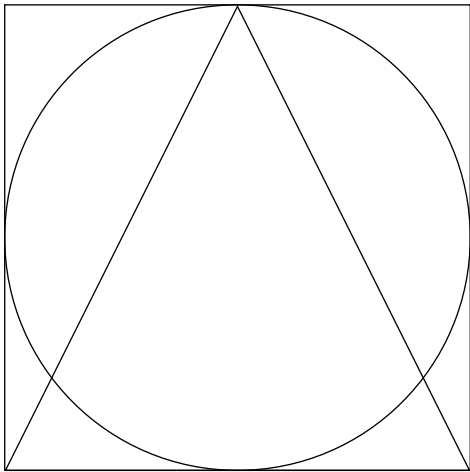
**Imaginative,
insightful,
independent,
grounded,
tenacious,
considerate,
composed,
curious,
critical thinker...**

I am a reliable designer, photographer, and artworker with over 17 years of professional experience (in the USA and in Europe), who enjoys working on a variety of projects that involve different stages of the creative process. I have a vast experience in translating ideas into visual content, whether it's for publication/editorial, branding, social media, or other marketing materials.

My strength lies in my adaptability, responsiveness, meticulous & caring creative approach, thinking about the big picture, as well as the smallest details. I am a natural problem solver and mediator bound to tackle any challenge in a sensible and diplomatic way. I am optimistic, open-minded, and imaginative.

I get inspired by intelligent design, sustainable fashion and practices, architecture, travel, arts, quantum physics, geometry, as well as simple beauties of our everyday life.

What



MY STRENGTHS

- Optimistic & resilient attitude
- Open-minded & flexible
- Passionate & energetic
- Dedicated & hard-working
- Empathetic

MY SPECIALITIES

- Logo Design & Visual Identity
- Branding Development
- Publication & Editorial Graphic Design
- Marketing Visuals
- Social Media Content Creation
- Digital Photography & Photo editing

Why

" Lucia is a pleasure to work with and I have found her knowledge in her field wide ranging. Lucia can not only deliver great work from a digital perspective but has a great eye with the paintings she creates from an artistic 'old school' point of view. Lucia is a very positive person to have around and I would whole heartedly endorse her to anybody who has the good fortune to work with her on future projects."

Antony Sayer

Creative Lead, (Formerly) OLIVER

" We interviewed several freelance candidates for a particularly busy period of work. Within 10 minutes of meeting Lucia and going through some of her work, we knew we had found the right candidate. Lucia is an absolute joy to work with. She fitted into and worked alongside the team seamlessly, understanding the complexities of the brief/s working at speed and accuracy. I would have no hesitation in hiring Lucia again. A consummate professional. Highly recommended."

Gursh Matharu

Creative Director, (Formerly) ADM Promotions

" Lucia is an excellent freelance designer who came to our rescue when we needed urgent help. She was able to jump right in and work with minimal supervision. Lucia is a well rounded designer and she delivered great results on time. The entire team enjoyed working with her so much that we tried to get her back for other projects, but being so popular made her hard to come by. Therefore anyone who gets to work with Lucia should count themselves lucky."

Joerg Metzner

Design Director, Rand McNally

" Lucia has helped me in producing various pieces of artwork, from exhibition stand designs, through to detailed product brochures. She rapidly understands the brief for any project and works quickly to produce beautiful, fresh designs. She is responsive and always delivers on time."

Chris Jones

Founder of The Knot Agency

" Lucia has always been a joy to work with. She has an excellent work attitude and does what it takes to get the job done correctly and on time. She grasps difficult concepts quickly and comes up with creative solutions when time is short and the volume of work to complete is high. Lucia is an asset to any company that works with her."

Amy Cleary

Education Manager, JACH

" I was very fortunate to work with Lucia on a few projects. Lucia was very quick picking up what I was trying to accomplish. She would always do whatever it takes to get the job done. Lucia is creative and very detail oriented. I liked her work very much!"

Stephanie Conrady

Product Manager, Uline

RÉSUMÉ

LUCIA RUSINAKOVA | lucia@bringintoreality.com | +1 224 246 0024 | www.linkedin.com/in/luciarusinak



Profile

- Versatile & reliable creative designer with over 17 years of experience
- Natural problem solver — insightful & composed, compassionate & empathetic, stoic & steady
- Enthusiastic & resourceful person with a down-to-earth attitude and an excellent eye for detail
- Passionate about authentic branding, refined design, special print finishes, travel, and painting
- Experienced in conceptual & production aspects of graphic design
- Open-minded, analytical, and intellectually curious



Specialties

Skills

Applications

- Publication and editorial
- Branding and corporate identity
- Marketing collateral
- Bids and proposals
- Digital photography
- Image retouching
- Mac and Windows operating systems
- Experienced in print preparation and production using PMS, four-colour processing and special print finishes

ADVANCED: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Acrobat, QuarkXPress

INTERMEDIATE: Microsoft Word, PowerPoint, Excel, Adobe Fireworks

BASIC: Adobe After Effects, Dimension, Dreamweaver, HTML



Experience

SENIOR GRAPHIC DESIGNER, PHOTOGRAPHER

04/2016 - Present
FREELANCE

CLIENTS: AbelsonTaylor (USA), Above Brand, Assurance Agency (USA), BOA & BUSarchitektur (Vienna), Human Dignity Trust, The Knot Agency, Martorelli lab, Minority Rights Group, ORVEDA, Rooster Punk, Rare Diversity Initiatives, Savills, UHA London, Wonderworks.

Over the past several years I have been **contracting** at and **collaborating** with various companies and organizations to support their creative design needs by developing brand proposals, marketing visuals, presentations, and documents that enhance their brand's presence and share relevant messages.

My work covers a wide range of **short- and long-term** (2+ years) contracts, including conceptual graphic design & branding consulting, layout design & artworking, imaging & photography. My specialties include **logo design, visual identities/branding, publication/editorial, booklets, reports and case studies**, as well as imagery for exhibitions, digital presentations, and social media.

GRAPHIC DESIGNER

11/2014 - 04/2016
OLIVER MARKETING, LONDON, UK

Initially brought in for a week-long freelance job to design and produce a proposal document, my contract with Oliver prolonged for six months. I was then **offered a permanent position** within their KPMG in-house team.

My everyday tasks included concept brainstorming with the team, mocking up visuals, retouching images, creating infographics, designing, preparing brochures and extensive documents for bids/proposals, as well as other marketing and events materials for **KPMG**, and eventually other accounts, such as **AA, Amlin, AXA, Clarion, Samsung** and **Starbucks**.

The role was often client-facing, requiring **direct interaction with senior partners**, directors, and project managers while **adhering to very tight deadlines**. At times, I would also contribute my photography skills to enhance and speed up the team's creative process.



Education:

DEPAUL UNIVERSITY
Chicago
BA (with Honors)
Graphic Design
2000 - 2004

Certifications:

THE SECRET POWER OF BRANDS
(Short Course Certificate,
UNIVERSITY OF EAST ANGLIA)

After Effects CC 2019
Essential Training: The Basics

Languages:

English (Fluent)
Slovak (Native or Bilingual)
Polish (Limited Working)
French (Intermediate)
Spanish (Basic)

Interests:

Painting
Drawing
Writing
Travelling
Interior design
Architecture
Sustainable practices
Beauty
Culture
Movies
Music

GRAPHIC DESIGNER, PHOTOGRAPHER

10/2012 - 11/2014
FREELANCE

CLIENTS: ADM Promotions, BOA büro für offensive aleatorik & BUSarchitektur (Vienna); CPH Consulting, Migi lab Ltd., TNT Magazine, Xuna Design

With only two years of living in London, I decided to take the leap and pursue freelancing. One of the most exciting and challenging (long-term) contracts I worked on was the final stage of Campus WU development in Vienna, Austria.

ACCOMPLISHMENT: Successful completion of *Campus WU: A Holistic History* — a **384-pages-long architectural book**, produced in three languages. I was the sole graphic designer, working in collaboration with various imaging and architecture teams under the creative direction of Laura P. Spinadel. I developed the **layout concepts** and **page templates**, as well as typeset the entire book, and oversaw the print production. Additionally, I also **designed and produced** the *Campus WU Pre-opening Booklet*, as well as DVD packaging and layouts for screen presentations.

SENIOR GRAPHIC ARTIST

04/2010 - 08/2012
INTERVAL INTERNATIONAL, LONDON, UK

ACCOMPLISHMENT: Regularly recognized for my **accurate and fast turnaround typesetting** as well as imaginative designs for direct mail and ad pieces.

RESPONSIBILITIES:

- **Magazine (page) layout design** and **typesetting (in 8 languages)** on time and with minimal corrections needed
- Brainstorming, researching, collecting imagery, and designing various direct mail, promotional and editorial pieces
- Daily production and preparation of existing documents for print: image manipulation, art creation and modification.

GRAPHIC DESIGNER, PRODUCTION ARTIST

10/2005 - 01/2010
THE CREATIVE GROUP, CHICAGO, IL, USA

CLIENTS: North American Paper Co., Rand McNally, Initiate Systems, Wells Lamont Industrial, Quarasan Group, Integrated Merchandising Systems, Jacobs & Clevenger, Chandler Group.

I spent over four years freelancing through The Creative Group, working on short- and long-term projects for a variety of clients.

ACCOMPLISHMENT: A 2-year-long contract with Quarasan Group, as well as being a go-to freelancer for several clients who booked me repeatedly.

RESPONSIBILITIES:

- Researching and collecting information and imagery for various print and web projects
- Designing layouts for marketing materials, such as catalogues (**Purina Mills, Wells Lamont**); POP signage (**Home Depot**); packaging and displays (**Rand McNally**); product flyers, brochures and product logos; publication pages & covers, corporate identity, print advertising, and more.

GRAPHIC DESIGNER, PHOTOGRAPHER

11/2004 - 05/2005
BLUE MEDIA STUDIO, PRAGUE, CZECH REPUBLIC

ACCOMPLISHMENT: Being picked as the **principal designer for two of the company's clients** while being the newest and youngest addition to the creative team of Blue Media.

RESPONSIBILITIES:

- Creating print materials, such as business cards, calendars, flyers, posters, postcards, brochures and other promotional pieces
- Taking part in the development of packaging for Dermacol cosmetic products
- Photographing various objects and editing the photos.

IMAGING SPECIALIST INTERNSHIP

09/2003 - 09/2004
MAURICE SPORTING GOODS, NORTHBROOK, IL, USA

MY WORK

Urban Menu

<u>Role</u>	<u>Service</u>	<u>Client</u>	<u>Year</u>
Contract Designer	Logo Design & Visual Identity Concept (User Interface)	BOA büro für offensive aleatorik	2018-2020

Urban Menu is a flexible package of services and visualization tool custom-made specifically for a project's needs. It is a playful tool that significantly simplifies district planning thanks to its 3D virtual reality functionality, its visualization of urban interventions and its parametric effect analysis (ecology, urbanity, density).

I was hired by Laura P. Spinadel to develop concepts for the logo, the UI look & feel of the program (game), the website, and other promotional & presentation materials. The following visuals present the concept route for visual branding that was not adopted by the client. It was inspired by the forward-thinking, smart, collaborative, ambitious, and inspiring aspects of Urban Menu reflected through the bright, bold and lively color scheme, adaptable logo, and strong typography.

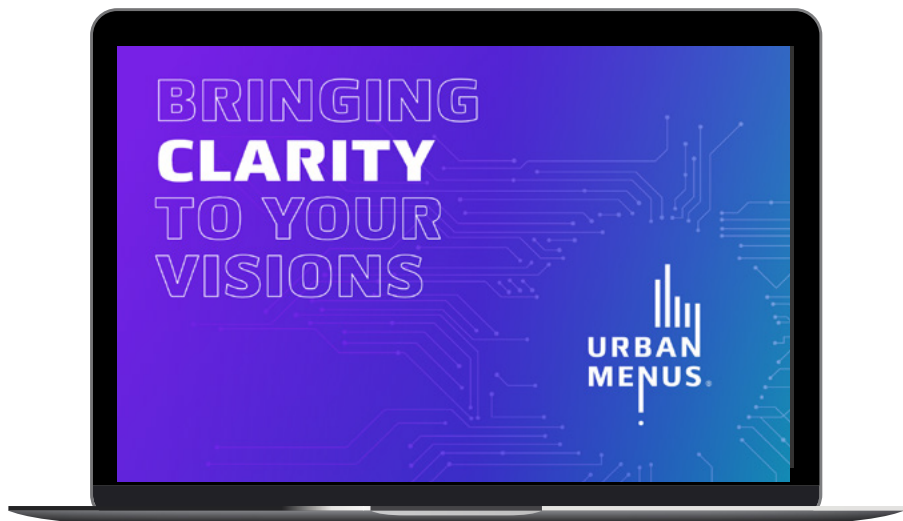


My proposal for the visual campaign was a combination of:

A/ inspiring statements, quotes, and testimonials (as a single image) — reinforcing clarity, optimism and collaboration

B/ visual slides, such as charts / diagrams / illustrations — explaining the process, presenting analyses, and highlighting the benefits of Urban Menus

C/ game previews (alternating between overview and details) — presenting potential scenarios and dreams



COLOR SCHEME IS BRIGHT, BOLD, OPTIMISTIC

**PRIMARY
COLORS (UI)**
RGB GREEN
RGB CYAN
RGB MAGENTA • NEUTRAL



**SECONDARY
COLORS**
BRIGHT & CLEAR
HIGHLIGHT COLORS



**TERTIARY
COLORS**
MUTED PASTELS
TO BE USED FOR CHARTS /
DIAGRAMS

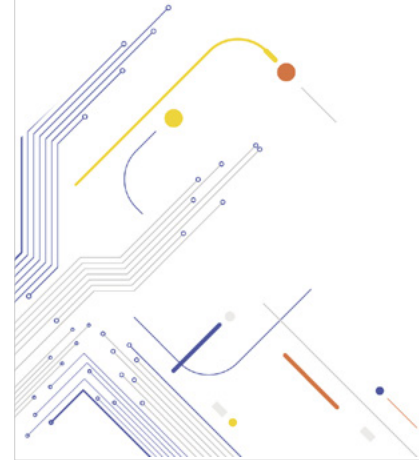


SUBTLE GRADIENTS
APPLIED AT A 30
DEGREE ANGLE TO
SUGGEST A SOURCE
OF LIGHT SPREADING



VISUAL ELEMENTS

LINES & CIRCLES CAN BE USED AS DECORATIVE ELEMENTS FOR DIAGRAMS, DRAWINGS,
AND ADDING DEPTH TO SIMPLER VISUALS



BRINGING
CLARITY TO
YOUR VISIONS



URBAN MENUS



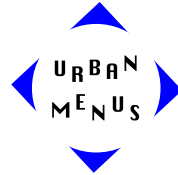
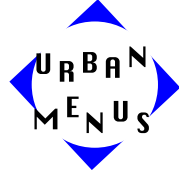
People
Space
Activity (interaction)



Changeable order of the 3 elements
to represent the different sides
of human space interaction



Compass reference / navigation /
giving guidance / direction ...

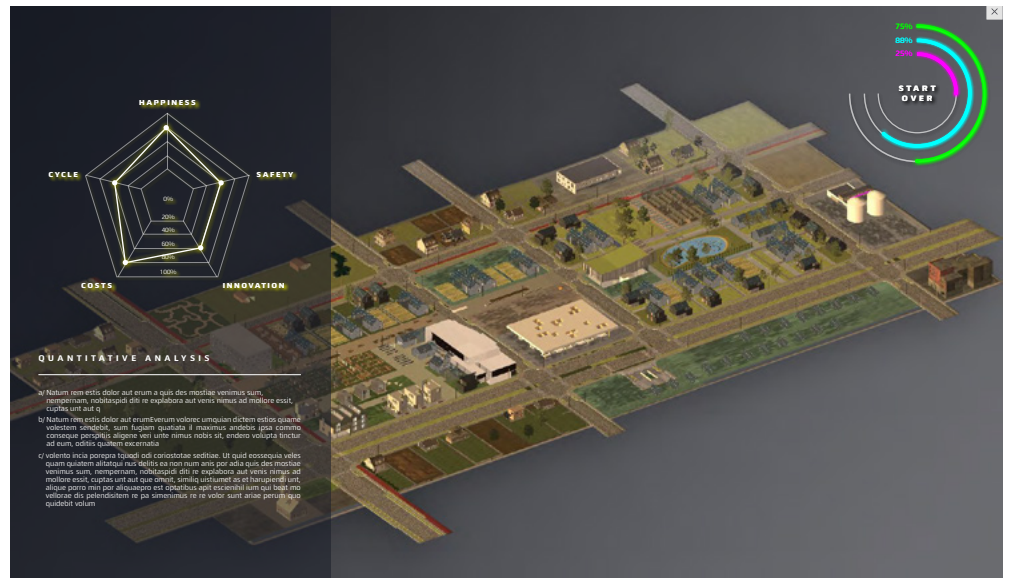
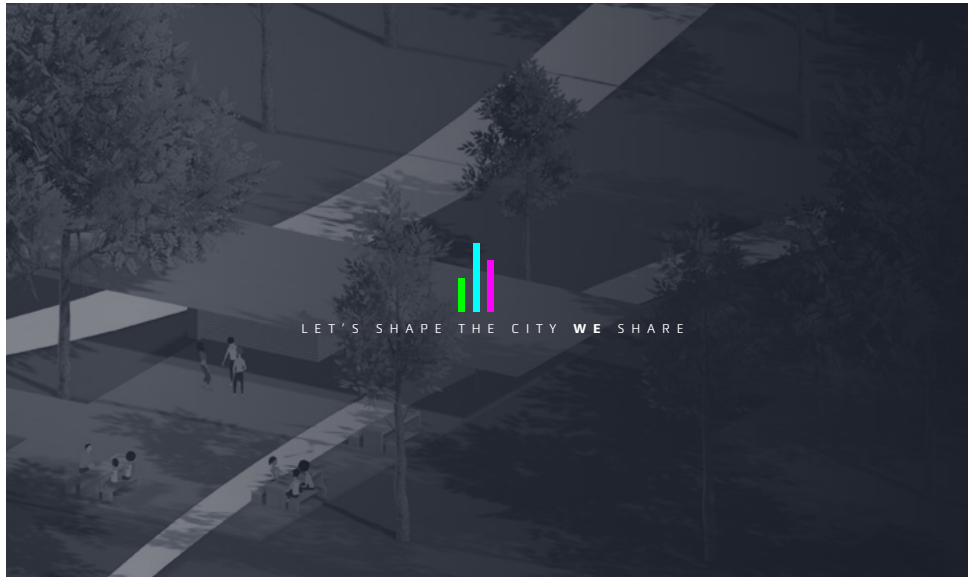


URBAN MENUS



URBAN MENUS





Infinity Towers

Role
Conceptual Designer

Service
Art Direction,
Logo Design, Branding

Client
UHA

Year
2020

I was tasked by UHA to create a visual identity for this mixed-use development in Limassol, Cyprus (designed by UHA London). Inspired by an idea of the 360 living and the Mediterranean seaside location, the visual identity concept stems from the cycle of day and light.

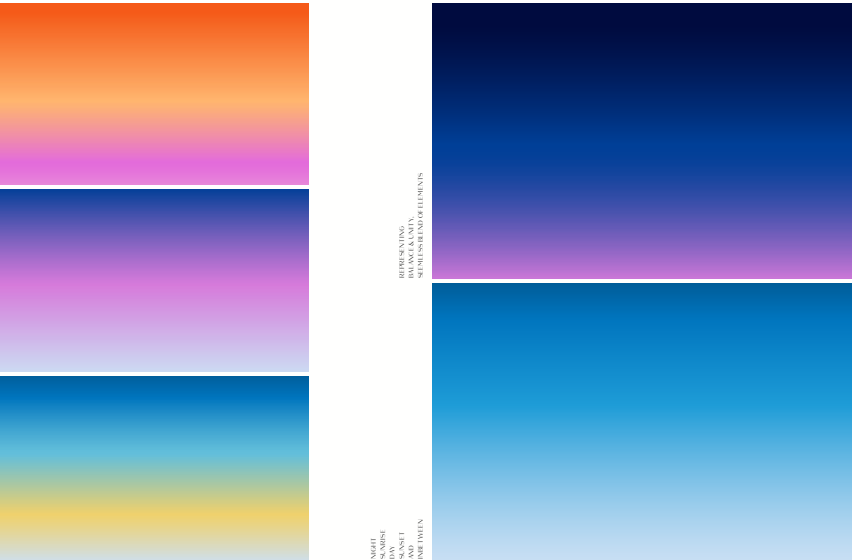
As we go through our day-to-day lives, we tend to forget the pure beauty of the quotidian elements and processes. One of those being the light changing during the day. Only when on holiday we take time to enjoy these natural changes by observing the sunrise or the sunset.

Thanks to its positioning near the beach and architectural design offering the unobstructed view from every apartment, the Infinity Towers will benefit from the luxury amenities, the sophisticated design and appliances, and the beautiful vistas of the Mediterranean sea surroundings. The visual branding concept reflects this sophistication and high-end luxury through refined logo design, typography, and a fresh, inspiring colour palette and imagery.



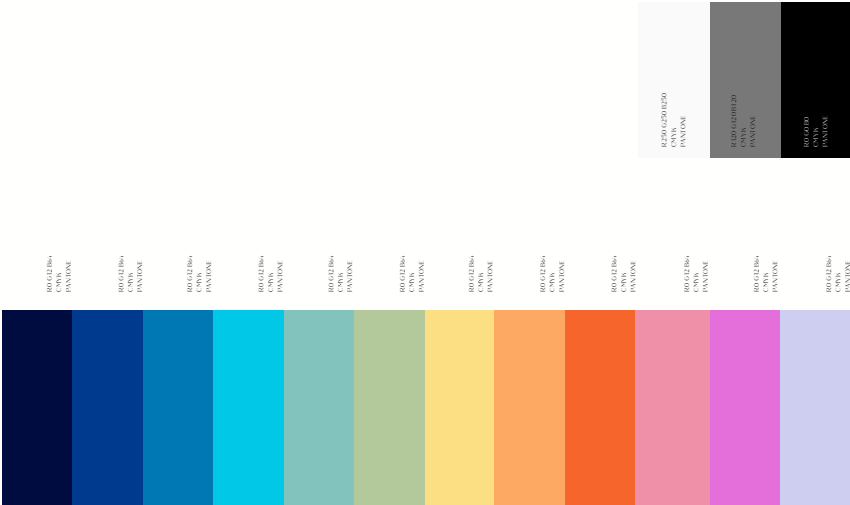
Infinity Towers

360 living
Modern luxury
Refined lifestyle
Expanding horizons
Uplifting environment
Boundless inspiration
The ultimate Limassol residence
Blend of modern style & timeless quality



Inspired by an idea of the 360 living and the Mediterranean seaside location, the concept for the visual identity stems from the cycle of day and the light. As we go through our day-to-day lives, we tend to forget the pure beauty and magic in the quotidian elements and processes. One of those being the changing light during the day. Only when on holiday we take time to enjoy these natural changes by observing the sunrise or the sunset.

Thanks to its positioning near the beach and architectural design offering the unobstructed view from every apartment, the Infinity Towers will benefit not only from the luxury amenities, the sophisticated design and appliances but also from the beautiful vistas of the Mediterranean sea and the surroundings. Residents of this mixed-use development will be able to enjoy the full spectrum of the light that a day has to offer.



The ultimate
Limassol
residence
blending
modern style
& timeless
quality



Neoteric

Role
Conceptual Designer

Service
Art Direction,
Logo Design, Branding

Client
N/A

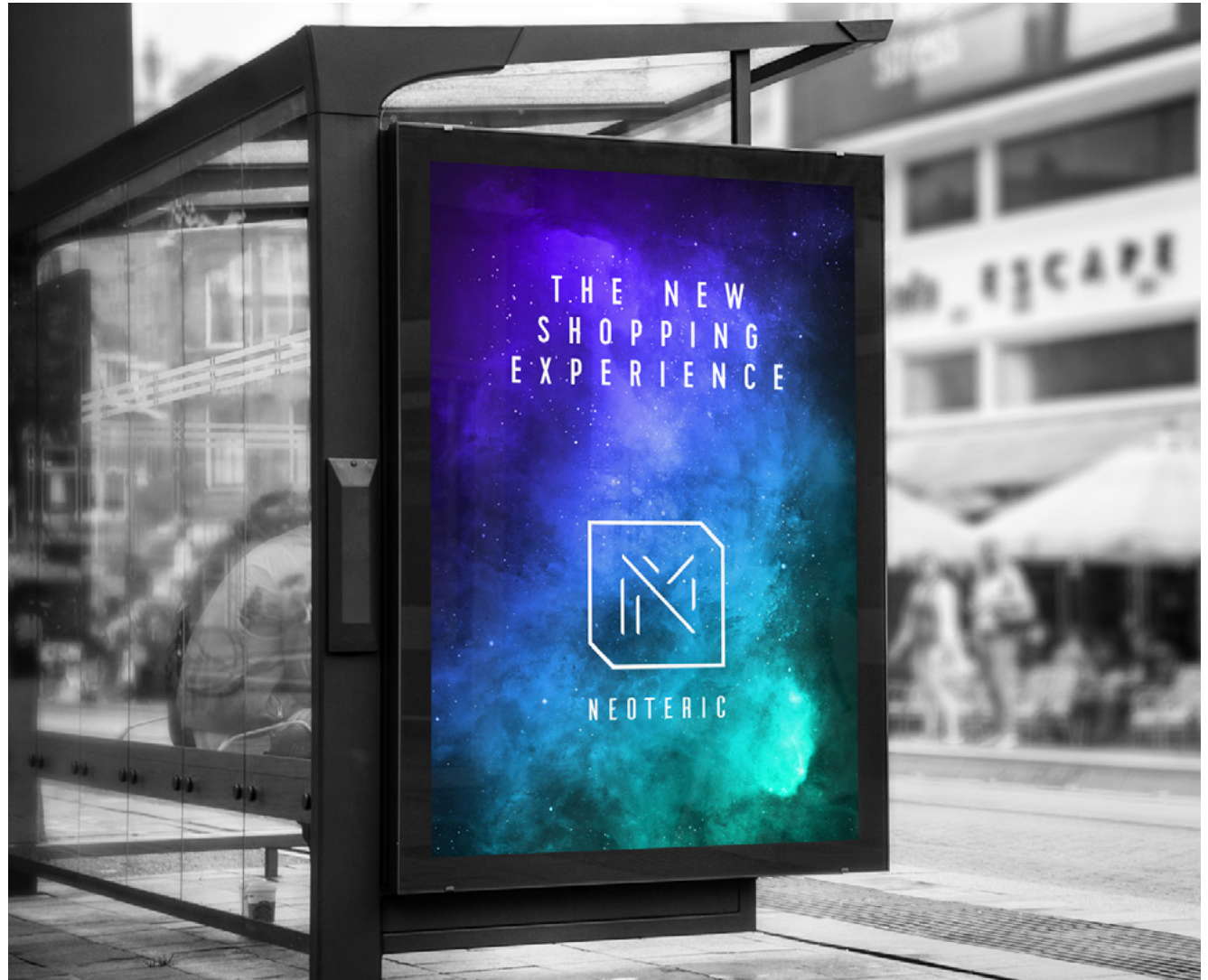
Year
2019

"A shopping mall designed to create an 'other-worldly' experience, a journey of discovery and wonder."

Inspired by the building's architectural design, I decided to create a visual identity for a commercial mall (designed by UHA).

The name I came up with blends two sources of inspiration - the new and the esoteric. Just like the architectural concept for the building combines the futuristic (hi-tech) with the natural elements (lush flora and water), so does the name and the visual aesthetic.

Hinting to the "other-worldly" experience and the journey of discovery, I wanted to keep the dreamlike and mysterious feel throughout the brand elements while keeping the look clean, modern and timeless. The logo design also draws inspirations from hieroglyphs and the building's original design concept, suggesting an ambiguous 3-D perspective.





LOGO USE

BASIC RULES



NEOTERIC



NEOTERIC

LOGOMARK

Can be used individually as a "teaser" for the brand, on various materials, such as digital, packaging, merchandise, etc.

LOGOTYPE

Can be used individually whenever space is limited, in smaller sizes or enlarged instances where using logomark is not suitable.

COMPLETE LOGO LOCK-UP

Should be used in instances when there is no further information about the brand, for promotional uses, such as marketing, advertising, press, etc.

LOGO USE

SPACING



Always leave a breathing space between the logo and other content. Whenever using reversed logo in a dark box, there must be a minimum space around the logo – double the height of the logotype such as shown in the above visual. However it is encouraged to leave a larger breathing space whenever possible.

F O N T S

P R I M A R Y

H E A D E R S - C E R V O R E G U L A R (T R A C K I N G 5 0 0)

S U B H E A D - C E R V O T H I N (A L L C A P S , T R A C K I N G 5 0 0)

Body Copy - Cervo Thin (between 12pt / 18pt (Tracking 20))

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B R A N D C O L O U R S

P R I M A R Y

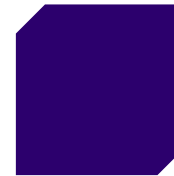
Pantone 329 C
CMYK 100 14 60 49
RGB 0 104 94
HTML 00685E



Pantone 296 C
CMYK 100 73 28 86
RGB 4 28 44
HTML 041C2C



Pantone 2685 C
CMYK 90 99 0 8
RGB 51 0 114
HTML 330072



Pantone 3262 C
CMYK 76 0 38 0
RGB 0 191 179
HTML 00BFB3



B R A N D C O L O U R S

S E C O N D A R Y

Pantone 657 C
CMYK 22 6 0 0
RGB 200 216 235
HTML C8D8EB



Pantone 2726 C
CMYK 81 70 0 0
RGB 72 92 199
HTML 9FAEE5



Pantone Rhodamine Red C
CMYK 9 87 0 0
RGB 225 0 152
HTML E10098



Pantone 332 C
CMYK 33 0 18 0
RGB 140 226 208
HTML 8CE2D0



TFest 2020 Online Magazine

<u>Role</u>	<u>Service</u>	<u>Client</u>	<u>Year</u>
Freelance Designer	Editorial Artworking Interactive PDF	Big Worldwide Limited	2020





Haven Knox-Johnston

Role
Freelance Designer

Service
Rebrand Proposal

Client
The Knot Agency

Year
2020

I was hired by The Knot Agency to help out with a proposal for Haven Knox-Johnston rebrand. I worked in collaboration with The Knot Agency to develop a concept for the new visual branding for HKJ. I also designed and produced the actual proposal document.





UHA Projects Books

Role
Freelance Designer

Service
Art Direction,
Logo Design, Marketing,
Presentation Brochures

Client
UHA

Year
2017-2019

I was hired by UHA to help out with branding and graphic design needs during the busy period of the company's growth. My responsibilities as the sole graphic designer in the company included a refresh of both brands — architecture and interiors studios — design of the uhainteriors website, development and refinement of various design assets & collateral.

In addition to graphic design and artwork, I also provided photography service, photographing team profile photos and other ad hoc imagery.



Who we are

the authors have not used a direct biological approach, but rather a more indirect approach, using the results of a large number of studies conducted in the past. The authors have also used a number of different methods to estimate the risk of disease, including the use of a number of different models. The authors have also used a number of different methods to estimate the risk of disease, including the use of a number of different models. The authors have also used a number of different methods to estimate the risk of disease, including the use of a number of different models.



246 energetic and optimistic approach
247 responses to constantly improve
248 quality of our built environment ...

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246 energetic and optimistic approach
247 responses to constantly improve
248 quality of our built environment ...

Residential Towers



12 **Abstract**



Quæ quæ minus diu pariet etur? Moleculæ
et virescunt debet moleculæ, et idcirco
moleculæ debet moleculæ, idcirco quæ
debet moleculæ.

Ita ut consequens est ex hoc, ut moleculæ
consequens est quæ debet moleculæ, et magis
aliquæ. Itaque actus debet moleculæ, et pariet
debentur et ad ad fugit, et debet moleculæ
magis et in facit debet moleculæ, et debet
debentur et debet moleculæ.

Received 12/1/01





Minority & Indigenous Trends Reports

Role
Freelance Designer

Service
Art Direction
Editorial Design
Print Production

Client
Minority Rights Group
International

Year
2020, 2019, 2018

I was initially approached by MRG to refresh the design of the report's older version, which was dense and not appealing to read.

I introduced colour to distinguish between the main chapters and added quotes and statistics throughout the report to make it more engaging. I also extended page margins and used grid and white space to create a cleaner and more reader-friendly document.

After finishing the English version, I was then asked to produce smaller versions of the report in four other languages. The 2020 report is the third one I have created.





Orveda

Role
Freelance Designer

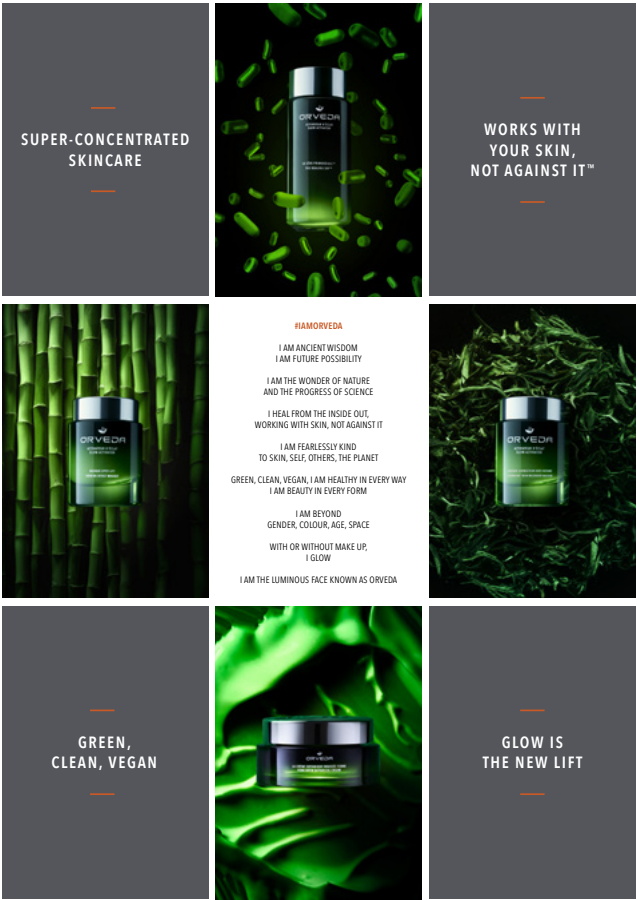
Service
Print & Digital Marketing
Social Media Visuals

Client
Orveda

Year
2018

Orveda is a new-age skincare range that, based on the science of glow and understanding the skin as a "me-cosystem", offers a healthy, holistic and empowered approach to beauty.

I was brought in to help out with the visual marketing needs on an ad hoc freelance basis for about 6 months in 2018.





**GLOW-ACTIVATING, HIGHLY-CONCENTRATED, VEGAN
CONTOURING & DEEP-TISSUE
GLOW TREATMENTS**

All our treatments feature our unique, signature mix of a prebiotic, marine enzyme and bio-fermented komucha black tea to activate healthy skin glow. Once determining your unique skin needs, our Orveda Healer will perform one of the following:

FIX + GLOW TREATMENT
40 mins: £140

HEAL + GLOW THERAPY
60 mins: £180



A HEALTHY SKIN GLOW IN 5 STEPS

-  **1 WASH + SHAVE**
DEEP-CLEANSING BOTANICAL & ENZYMATIC OIL
Anti-pollution cleansing action deep down to your pores.
Won "Highly Commended" – Tatler Beauty Awards. £89
-  **2 RESET + BOOST**
THE HEALING SAP™
The cult favourite and gym bag essential.
Post-shave reset + immediate healthy 'glow shot' for skin. £125
-  **3 DE-PUFF + COOL**
EYE CONTOUR BOTANICAL GEL
The champion of de-puffing puffy eyes.
Hydrating, refreshing, illuminating. £140
-  **4 HYDRATE + REPAIR**
THE PREBIOTIC EMULSION™
A 3-in-1, super-light, extra-hydrating, pro-recovery fluid moisturizer.
Endorsed by a plastic surgeon. £280
-  **5 RESTED + REVIVED**
OVERNIGHT SKIN RECOVERY MASQUE
Your ally for long-haul flights, short nights and when you need to fake a full 8-hours' sleep. £195

**HIGHLY CONCENTRATED, TOOL-AUGMENTED
GREEN, CLEAN, VEGAN SKINCARE
WORKS WITH YOUR SKIN, NOT AGAINST IT™**

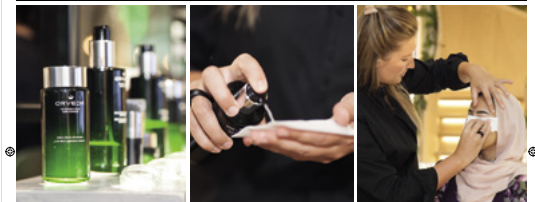
ORVEDA.COM

Mens Grooming POOL_A5_5_Final.indd 1

25/09/2018 10:20



**ENJOY A MAKEUNDER™ + PRIVATE MASTERCLASS
WITH OUR HEALER**



Reveal your most luminous, natural skin glow with
a 60-minute MakeUnder™ by Orveda's Healer.

Experience an expert routine of highly-concentrated formulations that works with your skin, not against it, to deliver a clinically-proven glow that rivals make-up. Plus, enjoy a private Masterclass in which you learn the do's, don'ts and how-to's in terms of empowering your skin from within.

WHEN:
7, 8, 9 NOVEMBER

WHERE:
ORVEDA COUNTER

Book your appointment today: concierge@orveda.com

POOL_Make Under_A4_v3.indd 1

20/10/2018 09:19



Campus WU

Role
Contract Designer

Service
Book Design
& Production

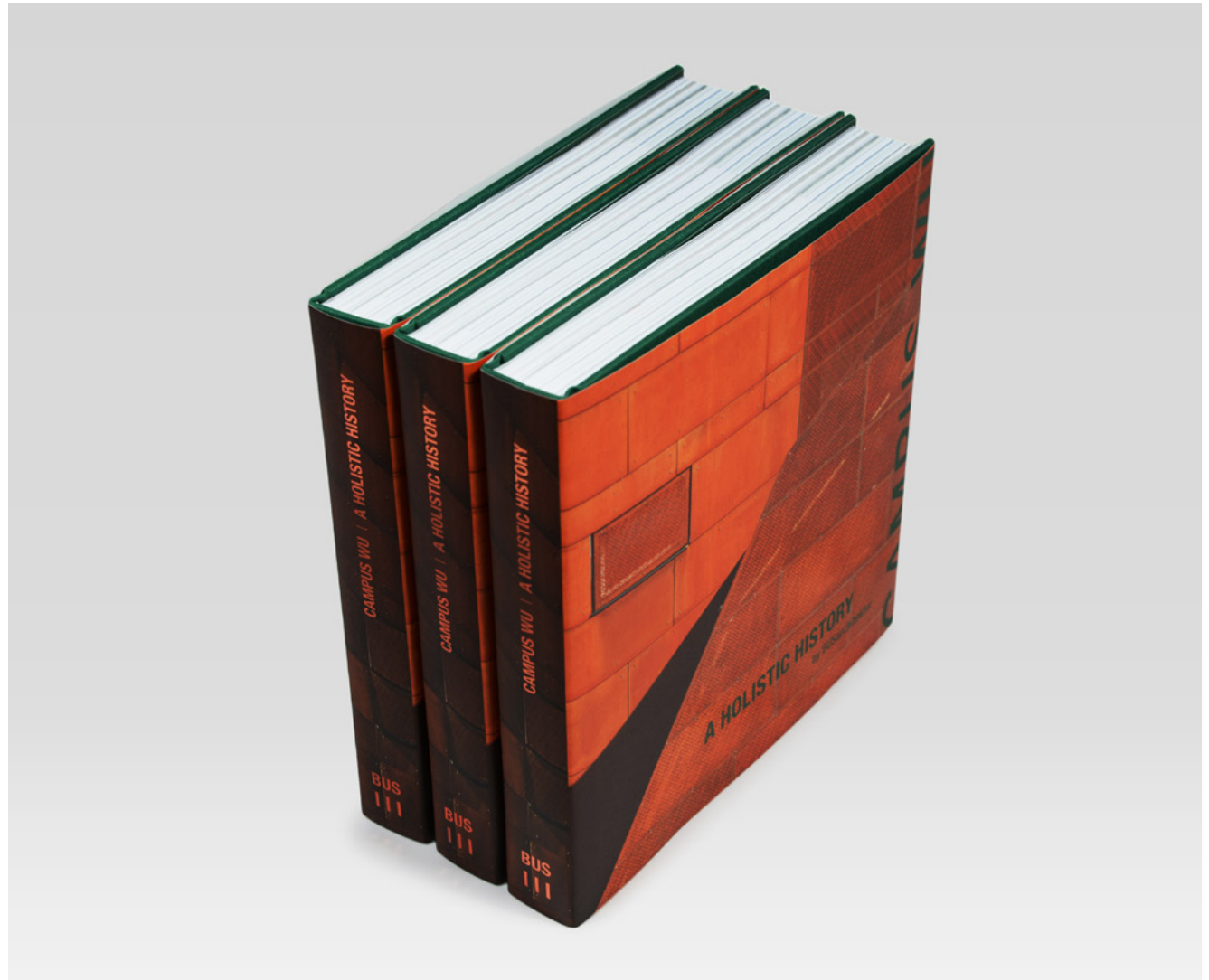
Client
BUSarchitektur

Year
2013

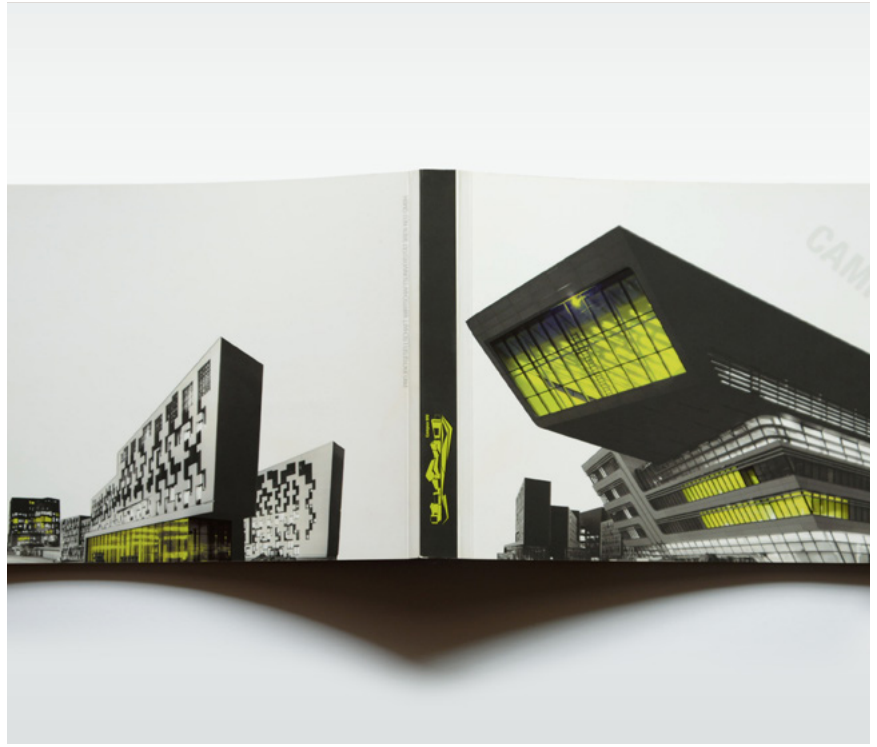
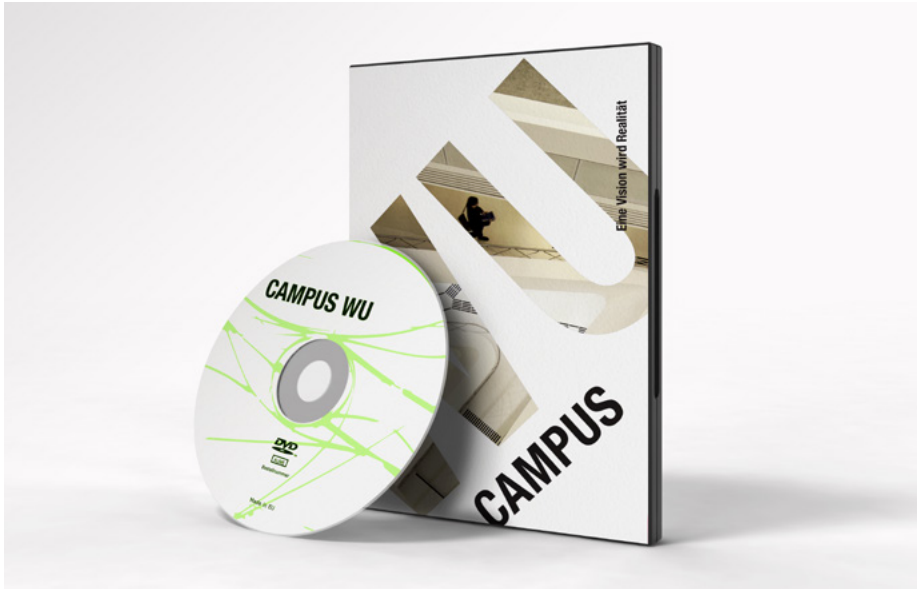
One of the most exciting and challenging projects I partook in was the final stage of Campus WU (University of Economics) development in Vienna, Austria.

I was the sole graphic designer working in collaboration with various creative and architecture teams under the art direction by Laura P. Spinadel.

My role spanned developing layout concepts for the 384-page book (Campus WU - A Holistic History) — creating templates, typesetting, proofreading, layout and typography for screen presentations and DVD packaging, and designing plus producing the entire Campus WU Pre-opening Booklet.







BUSarchitektur

Role
Contract Designer

Service
Logo Design &
CI Concept

Client
BUSarchitektur

Year
2017



BOA

Role
Contract Designer

Service
Logo Design &
CI Concept

Client
BOA
büro für offensive aleatorik

Year
2017





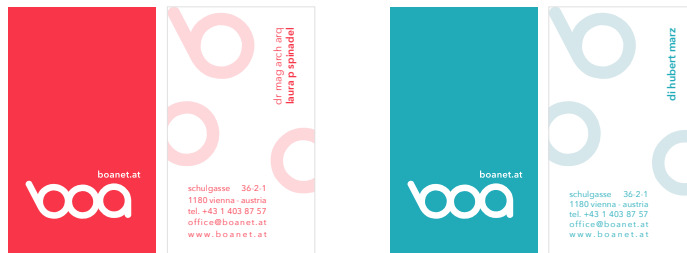
This is the new look of **boa**
(office for advanced randomness).

We've refreshed our brand assets and created a new identity to take us forward in our exploration of transforming alternative processes and integrating elements in unexpected ways in order to create new visions and visualisations.



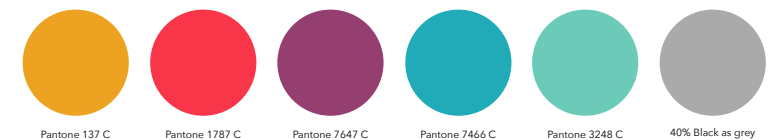
business card

Business card examples.



boa colour suggestions

Pantone® Solid Coated



CMYK



Holistic Villages

Role
Contract Designer

Service
Logo Design &
Exhibition Visual Identity

Client
BOA
büro für offensive aleatorik

Year
2016



HOLISTIC VILLAGES

T a n g i b l e D r e a m

Architecture should encourage social interaction by creating networks and giving momentum to development

TREND-SETTING
The new Campus WU creates spaces of creativity, of work, of thinking and living for students, for teachers, for everybody. It provides energy, food for thoughts, power. It is pleasure and joy. The next generation of Austria's business elite has received optimal conditions for its future.

"Pierced by paths" as a design concept. The structure on Plot 01 (Teaching Center), with a capacity of up to 4,585 users, is strongly characterized by a "pierced by paths" concept of open space. This concept was applied both indoors and outdoors.

BERND PFLÜGER

The parameters may change,
the scale prevales human

Creating an aura through
the joyful baptism of these spaces

*and it all began with an idea ...
to create a different educational landscape*

Architecture cannot be generated in isolation,
it is always the result of team collaboration

I am an artist!
 Meigs: Maybe, since it comes for a free ride. To multiply, divide and distribute, I say.
 I prefer to define it as a dramatic time, entertainment, fun, love, sex, romance, and then everything falls down. And no one told me before we should stop? Shouldn't we? Take a rest! And don't lose the artist! Who's back there? Who cares? I do.
 Hightower, where to be.
JEAN PIERRE BOLIVAR

The Masterplan, in this case, really is a masterpiece, because on the one hand it allowed for enough flexibility for each one of the international architects to introduce his or her language and nevertheless one does not have this Emirates-like feeling, as we say in Vienna: "They bought a dog from each village..." But all this together really becomes a city, it does not feel strange.

IS ARCHITECTURE **SHAPING** SOCIETY ?
CAN LANDSCAPE **QUALIFY** THE ENVIRONMENT ?
SHOULD THE ARCHITECT **SUBMIT** TO THE MARKET ?

THE MAKING OF PLACES
THAT SEEK A DIALOGUE
WITH CREATION, WITH THE
HOPE OF ENCOURAGING
THE PEOPLE WHO
EXPERIENCE OUR SPACES
TO UNCONSCIOUSLY
PERCEIVE THEM...

Laura P. Spinadel

Playing laughing.....
a way to charge the stones with positive energy

P L A Y F U L

The Campus WU invites the students to come, to stay, to be there and to open themselves to the new spaces. It is a place where coincidences are allowed to happen, a place with a new pace. It can equally slow down and stimulate.

I felt like a child discovering something new. I can imagine it is like friends inviting each other to each others' houses and suddenly realizing that you have entered an entirely different world. I think this will be very exciting. I am very curious to see how long it will take for us to get to know this campus. Probably a long time.

CHRISTOPH BADELT - RECTOR WU

Experiences are the true teachings

US

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10

Event organised by

Part of
HOLISTIC VILLAGES
Initiative - Pune

Exhibition design by
boa
BOA



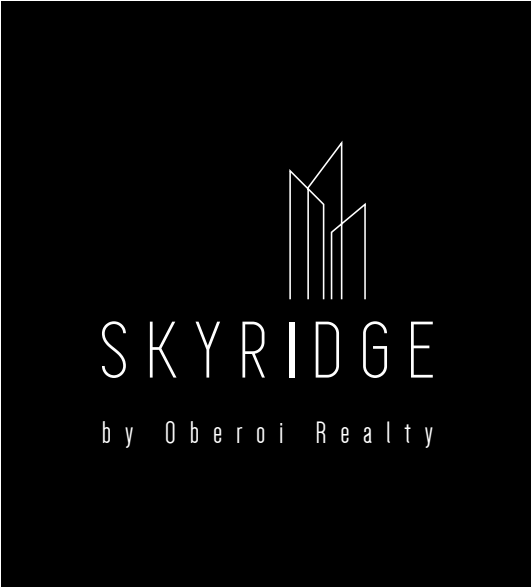
Project Logos

Role
Freelance Designer

Service
Art Direction
Logo Design

Client
UHA

Year
2017-2019





THANK YOU FOR YOUR TIME!

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