

Design Direction | Visual Identity | Storytelling | Moto-Racing  
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Chris  
Siarkiewicz  
[shark-a-vich]

**Vision Direct**  
Identity refresh, signage & collateral for direct mail’s leading service provider  
Role: Design Director  
Creative Director: Alysha Burch

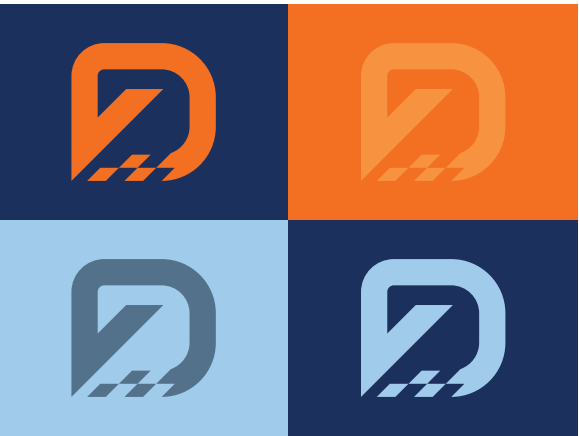
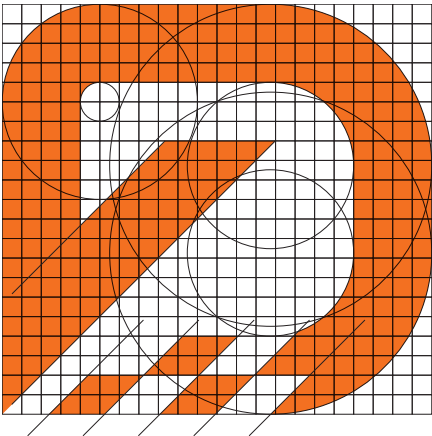
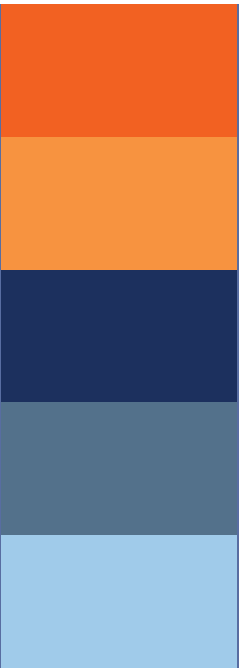


Before



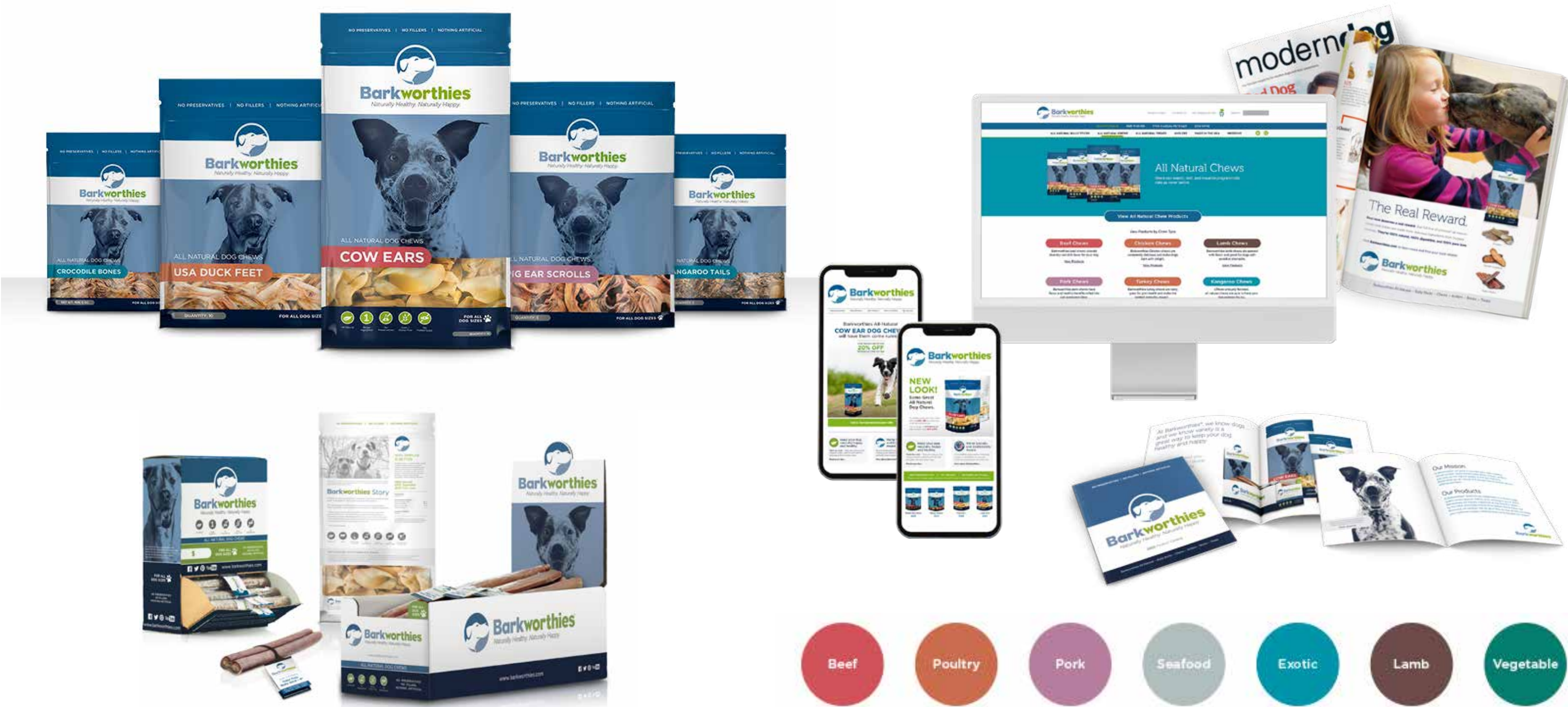
DIN 2014

- Extra Light
- Extra Light Italic
- Light
- Light Italic
- Regular
- Italic
- Demi
- Demi Italic
- Bold
- Bold Italic
- Extra Bold
- Extra Bold Italic



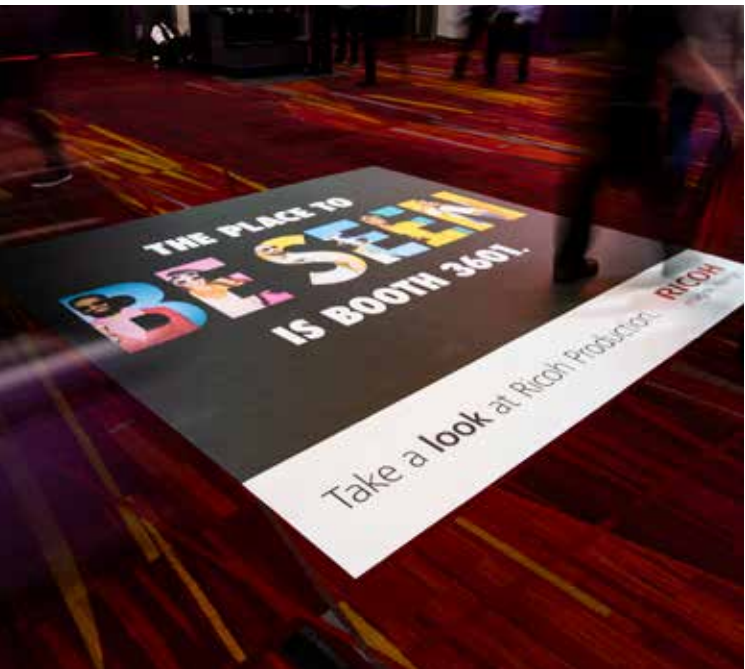


**Barkworthies**  
Identity refresh and packaging solutions  
Role: Lead Designer  
Art Director: Chris Javate  
Creative Director: Alysha Burch





Ricoh  
Printing United booth designs & experience  
Role: Lead Designer, Produciton  
Art Director: Chris Javate  
Creative Director: Alysha Burch





# Ricoh

## 5<sup>th</sup> Color Sample kits for the Pro C7100x Series printers

Role: Lead Designer

Art Director: Chris Javate

Creative Director: Alysha Burch





Ricoh  
Spirits packaging using specialty inks & media  
Role: Lead Designer  
Creative Director: Alysha Burch



**PREMIUM HAND-CRAFTED ADAPTOGENS**  
FLOWER INFUSED NON-ALCOHOLIC BEVERAGES

**BERG REGULAR**  
BERG INNER ORNAMENT    BERG SHADOW    BERG WESTERN ROUGH  
TRADE GOTHIC EXTENDED



**New York Cocktail Co.**  
Spirits advertisement, signage and store display.  
Role: Art Director  
Creative Director: Alysha Burch





Walgreens house brand – Nice!  
Product line extension  
Role: Designer  
Creative Director: Joe Violante

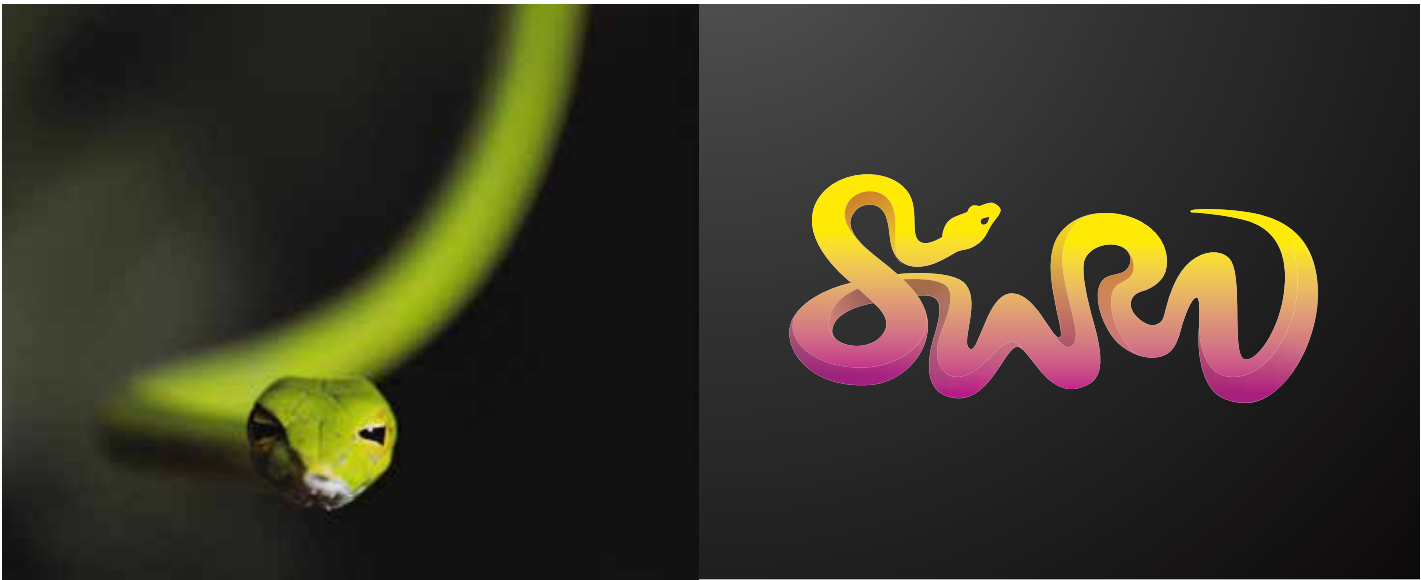




Music Choice — SWRV  
Identity ideation & touchpoints for the interactive music television  
Role: Designer  
Design Director: Lloyd Blander  
Creative Director: Douglas Sellers



Early identity sketch

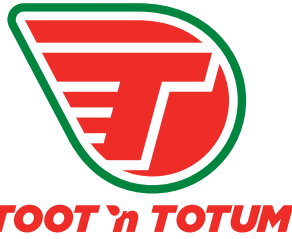
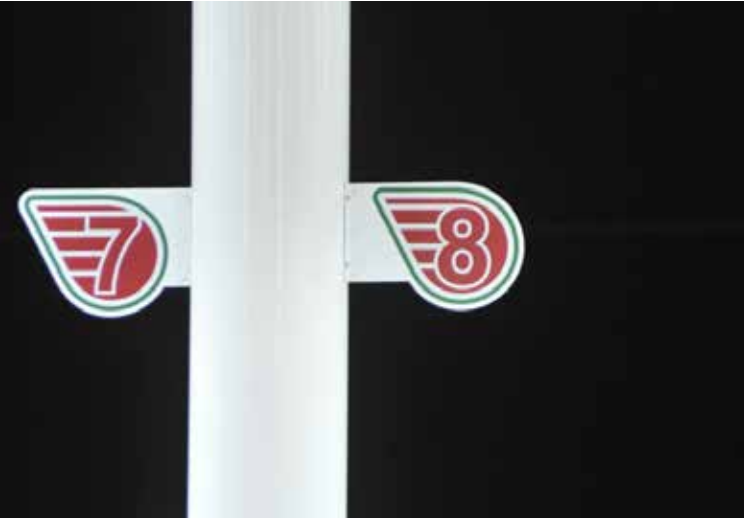


Identity presented





**Toot n Totum**  
Logo design & environment application for the Amarillo staple  
Role: Designer: Main Identity  
Creative Director Retail: Betty Chow  
Associate Creative Director: David Weinberger



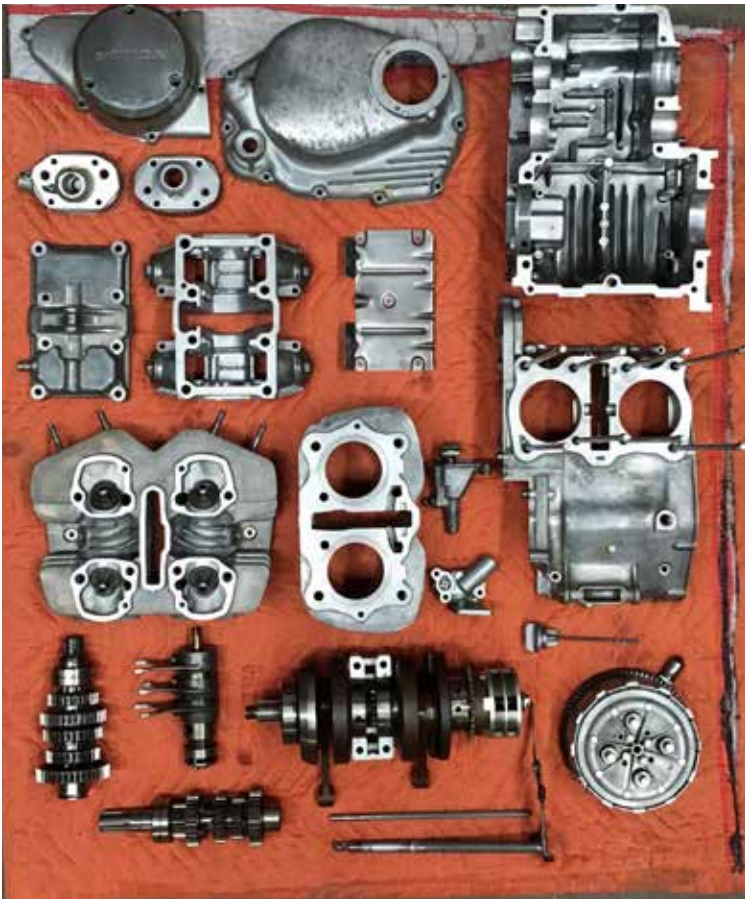






Vintage Motorcycle Building & Racing

Bikes built from the ground up and raced with AHRMA.  
Apparel, suits & livery in addition to fully customizing these 1970's Hondas.  
Role: Designer, Builder, Rider, Owner





Various  
Fun stuff  
Role: Designer, Builder, Editor



AHRMA Handbook Cover



Honore Club matchbook



[Video Invite with edited sound & music](#)



Fanhome on-site model build-up for NY Comic Con



Chris Siarkiewicz

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Thank you.