

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

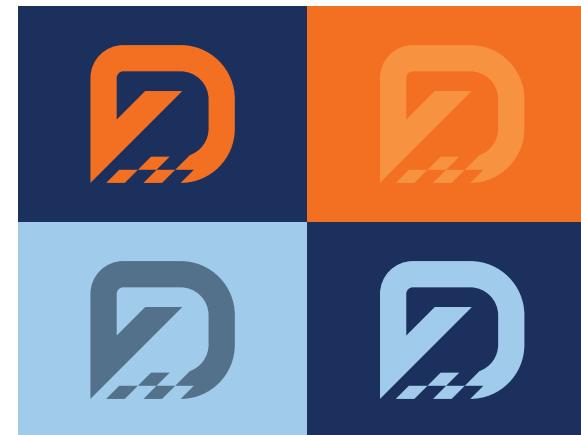
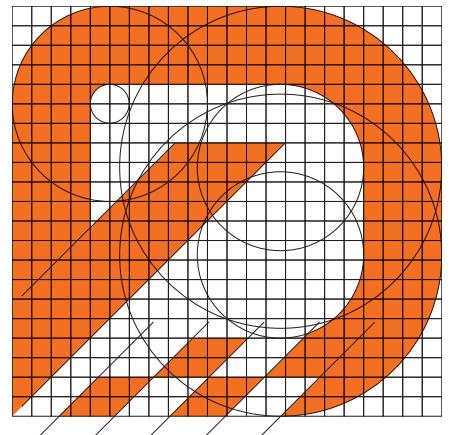


Before



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

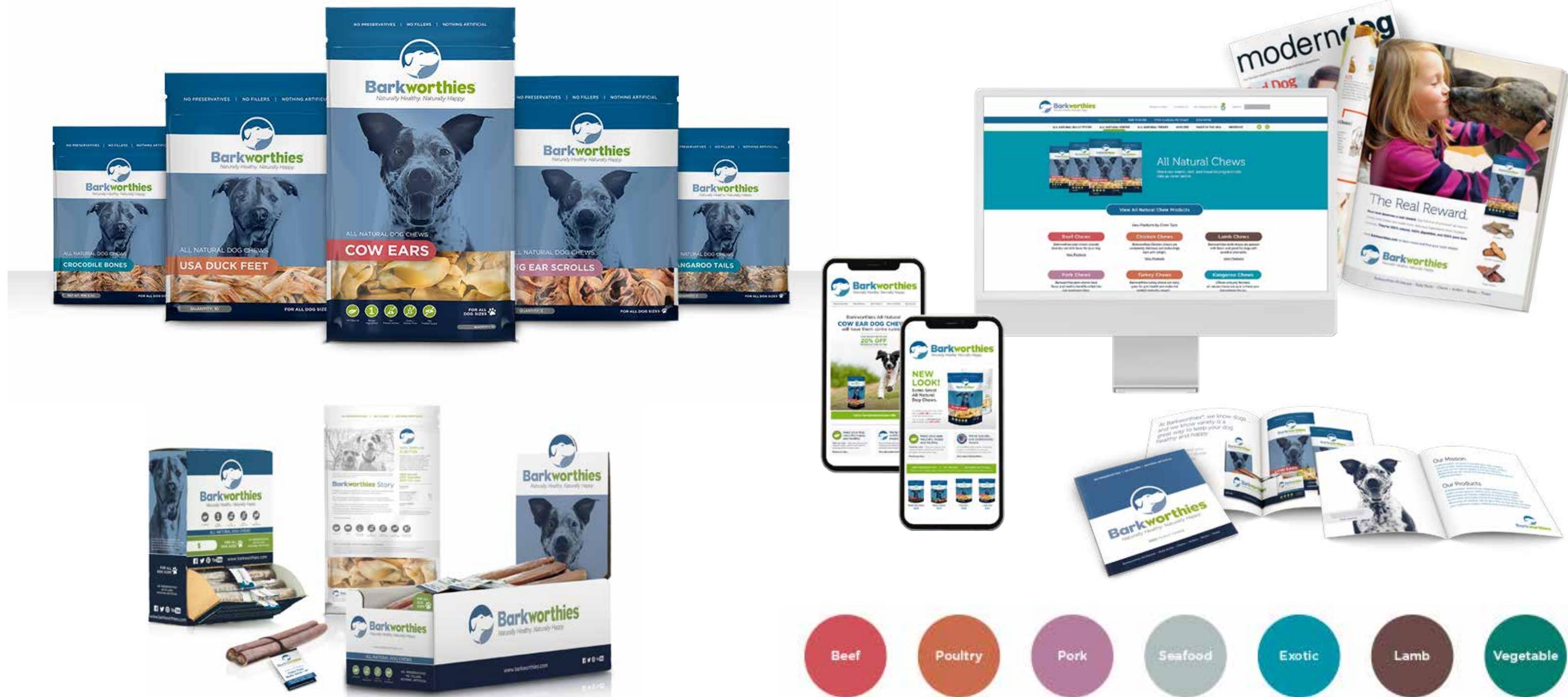
Creative Director: Alysha Burch



Barkworthies
Naturally Healthy. Naturally Happy.

Before

 Barkworthies



Beef

Poultry

Pork

Seafood

Exotic

Lamb

Vegetable

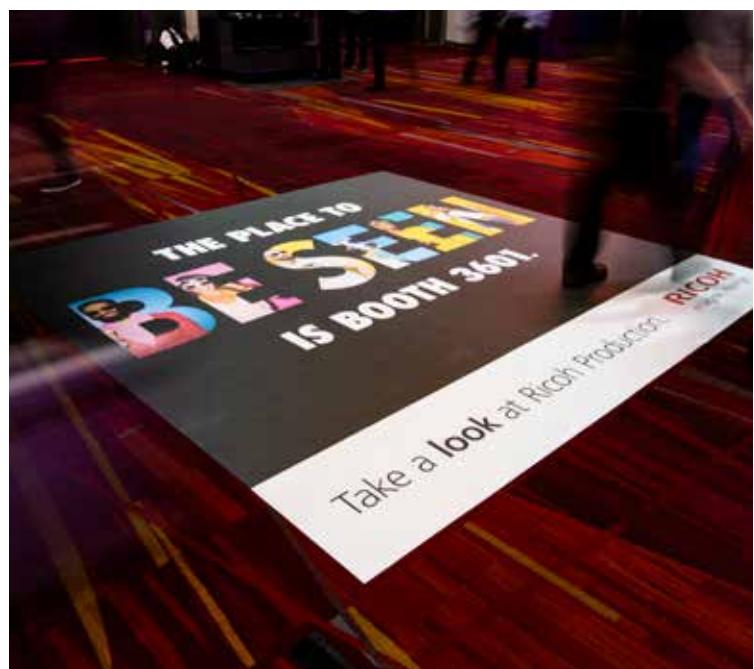
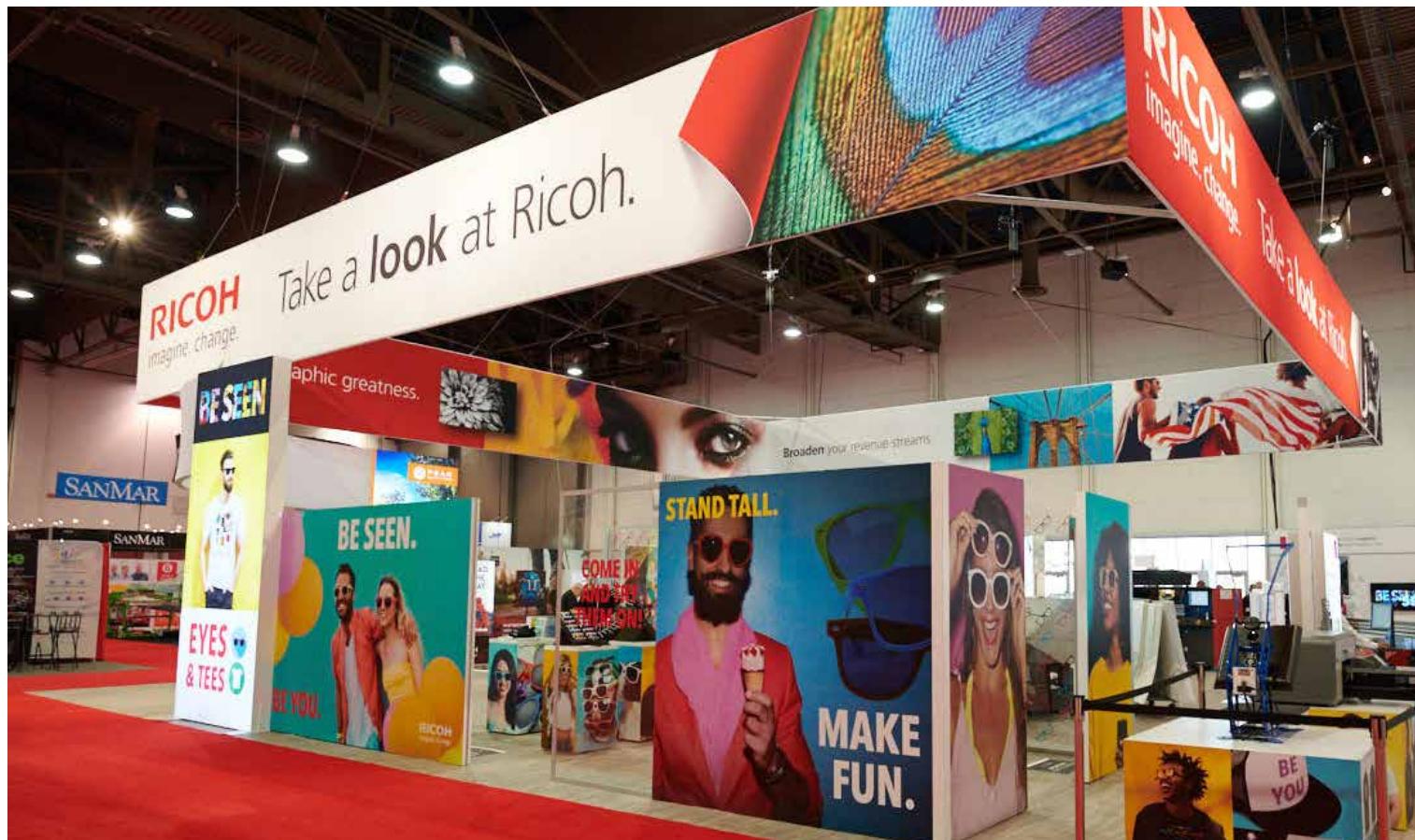
Ricoh

Printing United booth designs & experience

Role: Lead Designer, Producton

Art Director: Chris Javate

Creative Director: Alysha Burch



Ricoh

5th Color Sample kits for the Pro C7100x Series printers
which demonstrated how to enhance projects with the extra color
blends available: White, Clear, Neon Yellow, Neon Pink and UV.

Role: Lead Designer
Art Director: Chris Javate
Creative Director: Alysha Burch

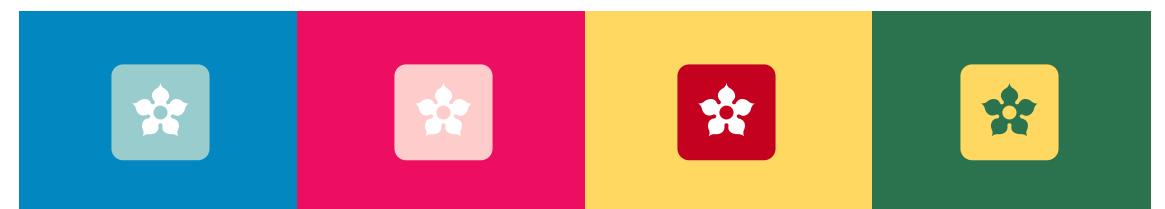


Ricoh

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

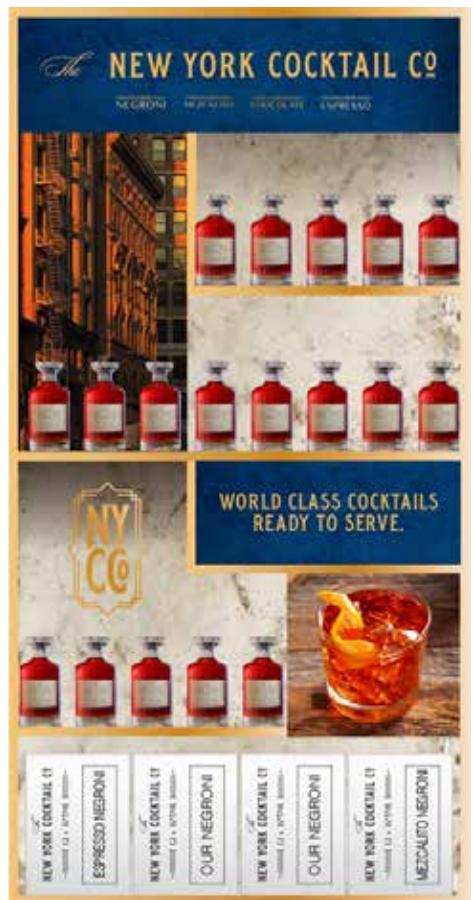
TRADE GOTHIC EXTENDED

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

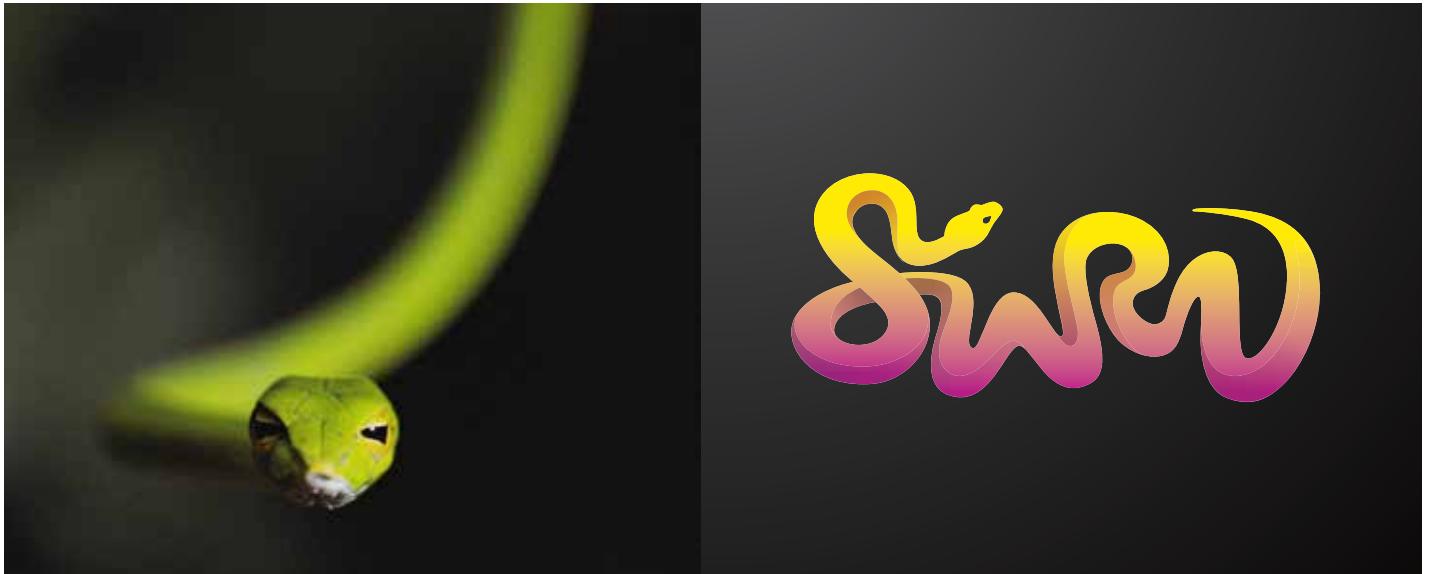
Role: Designer

Design Director: Lloyd Blander

Creative Director: Douglas Sellers



Early identity sketch



Identity presented



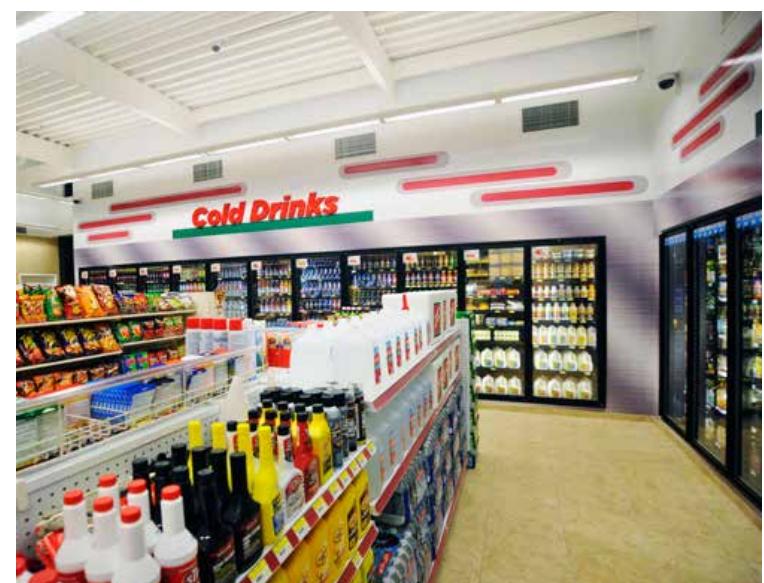
Toot n Totum

Logo design & environment application for the Amarillo staple

Role: Designer: Main Identity

Creative Director Retail: Betty Chow

Associate Creative Director: David Weinberger



Identities & Marks – Various

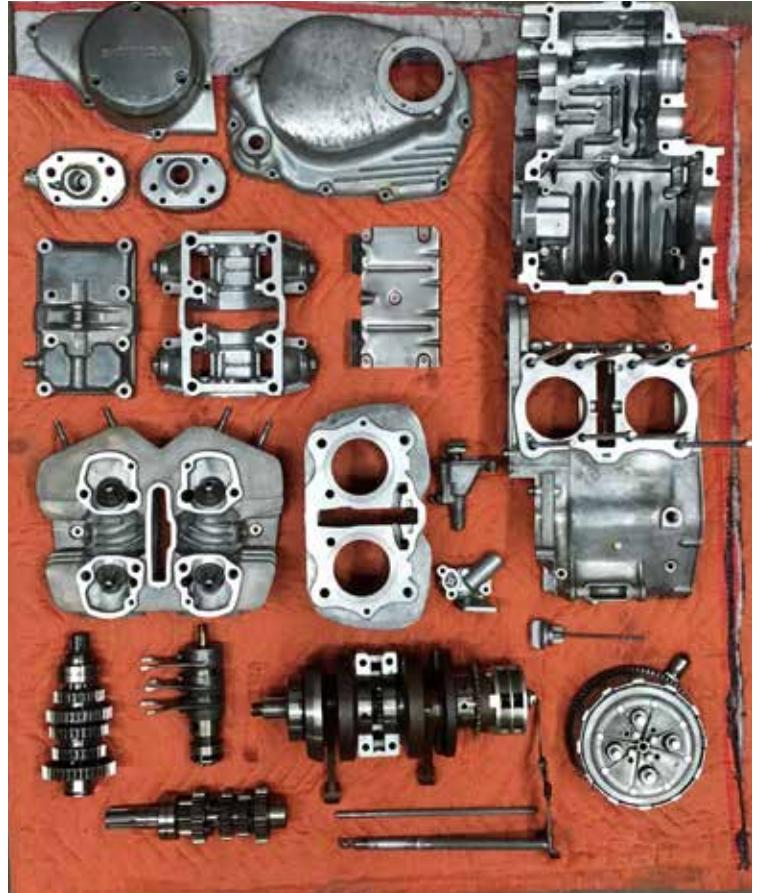


Vintage Motorcycle Building & Racing

Bikes built from the ground up and raced with AHRMA.

Apparel, suits & livery in addition to fully customizing these 1970's Hondas.

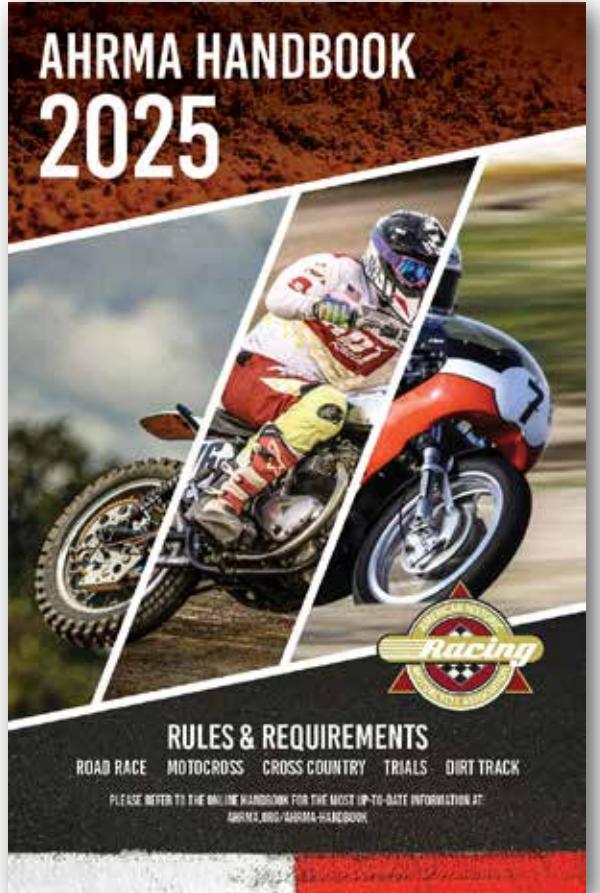
Role: Designer, Builder, Rider, Owner



Various

Fun stuff

Role: Designer, Builder, Editor



AHRMA Handbook Cover



Honore Club matchbook



Video Invite with edited sound & music

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Thank you.

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