

Chris Siarkiewicz

Creative Direction | Visual Identity | Storytelling | Print

+1-616-405-3651 • chris@shark.bz • www.shark.bz • Brooklyn, NY



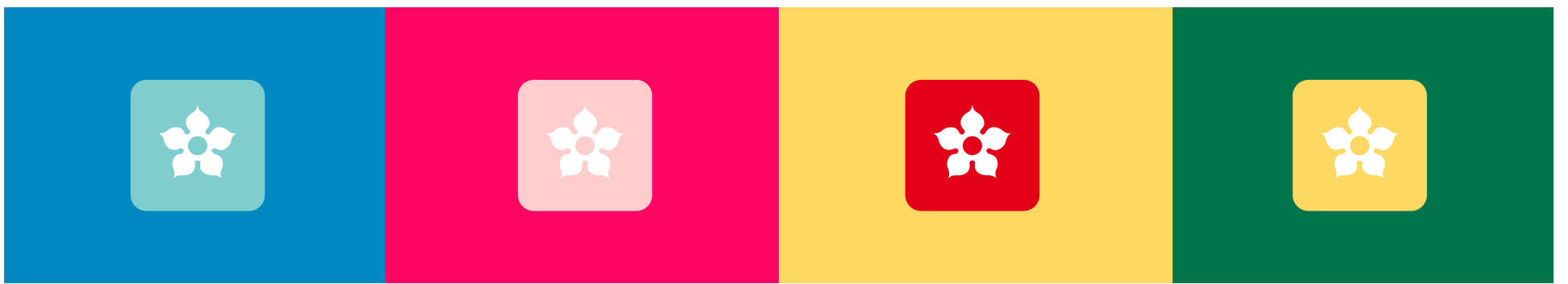
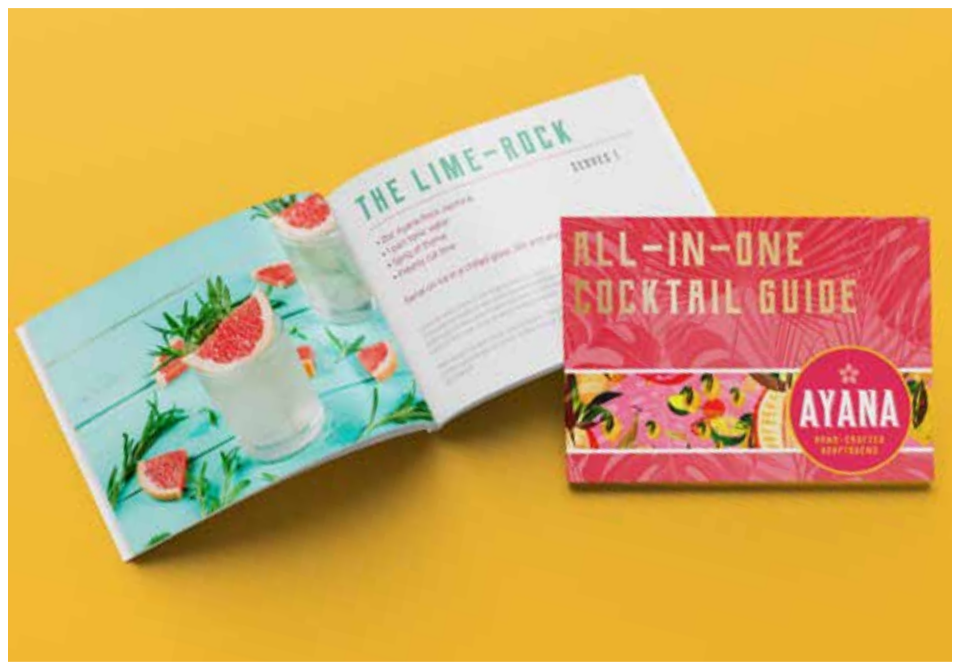
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AYANA for Ricoh

Spirits packaging using specialty inks & media

Role: Lead Designer

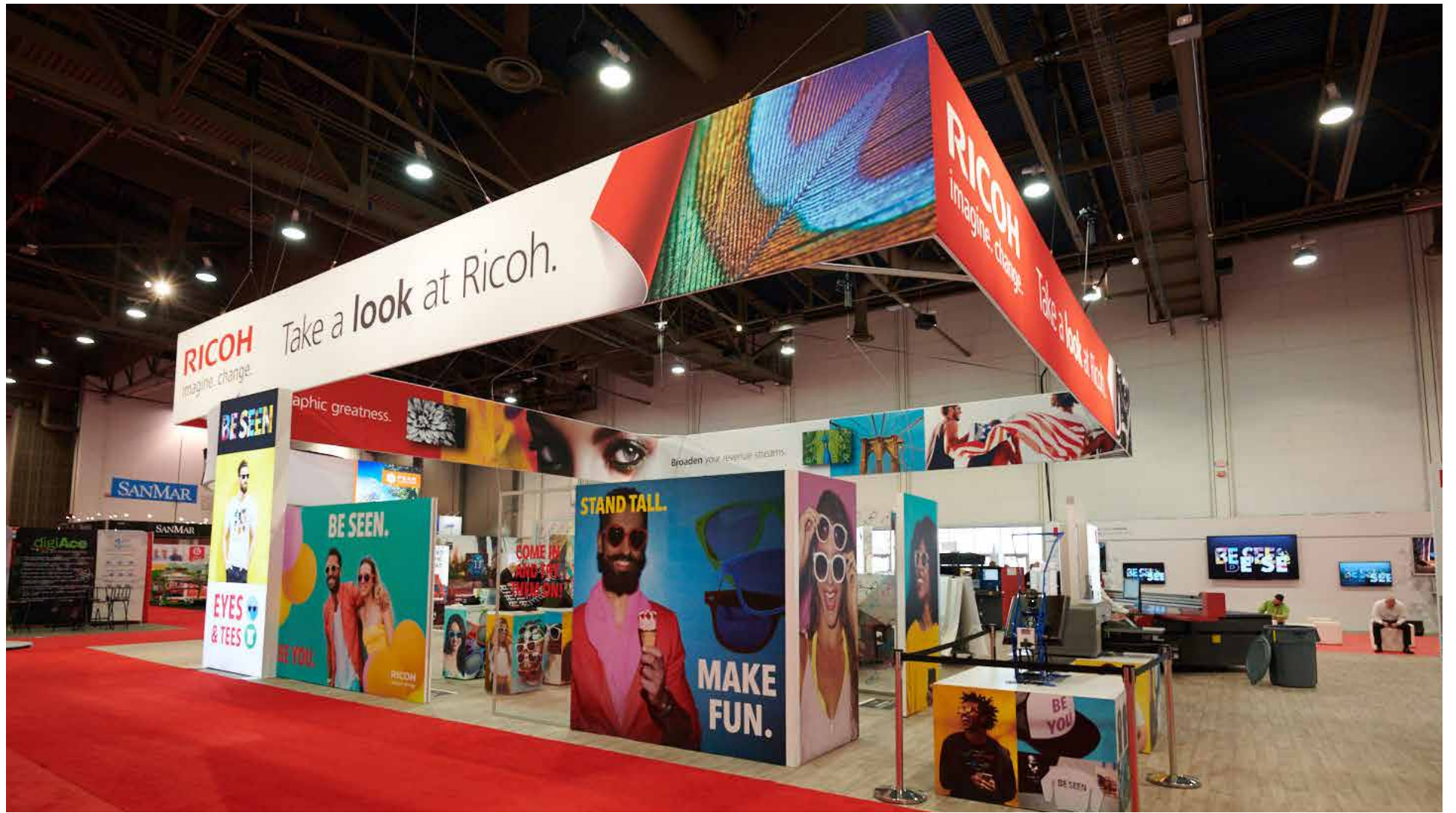
Creative Director: Alysha Burch



Ricoh – Printing United Booth Experience

Showcasing nearly every type of media via the “Peak Outfitters” pop-up shop as well as featuring live 5th Color demos.

Role: Art Director
Creative Director: Alysha Burch



Ricoh – TMI Campaign

Working from a newly launched style guide, we crafted a vibrant, modern campaign that featured a fresh color palette, bold design and graphic elements, benefit-driven headlines, and an overall feel that not only showcased Ricoh's evolution but also reaffirmed the enduring relevance of print.

Role: Art Director
Creative Director: Alysha Burch



Stay agile

With RICOH Graphic Communications, print shops, in-plants, marketers and manufacturers are can pivot when needed and achieve the results their customers desire. As technology leaders, we never stop pursuing solutions that improve the world we live in and raise the bar on how communications are delivered. From integrating embellishments to streamlining workflows to and exploring the latest in sheet-fed, wide-format and inkjet capabilities, RICOH Graphic Communications has you covered from idea to installation.

RICOH Graphic Communications. Technology. Partnership. Support
Hear customers describe the impact at takealookatricohproduction.com

RICOH
imagine. change.

Take action

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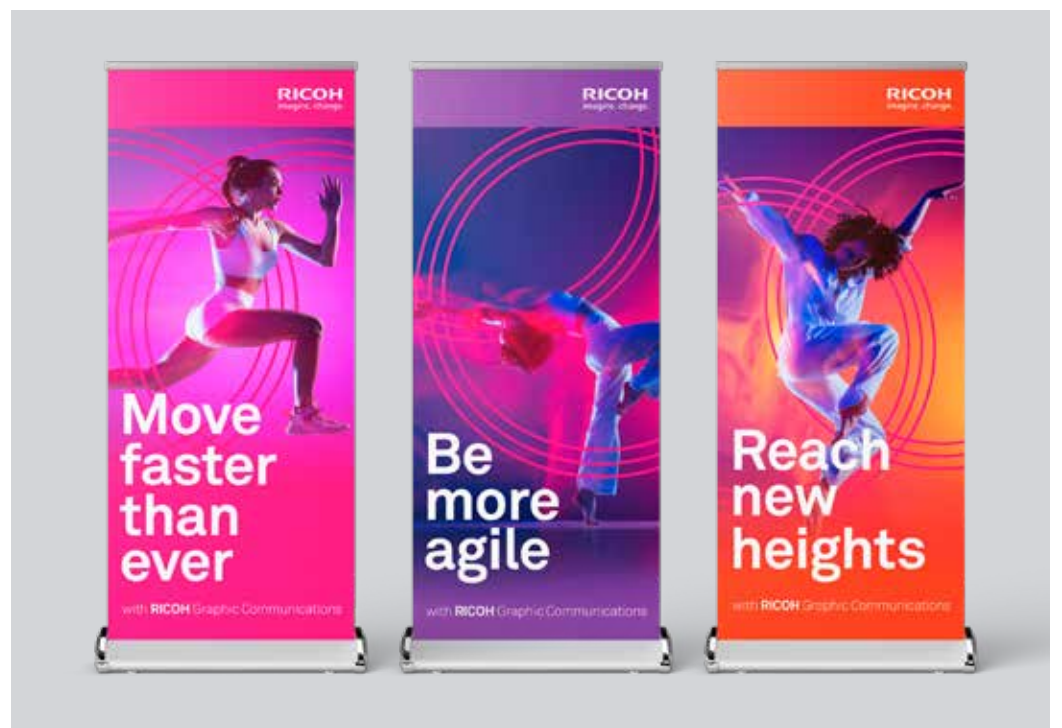
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Always be ready

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Go bespoke

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Add some flavor

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Make print shine

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Ricoh – 5th Color Experience

Teaching users how to blend Neon Pink, Neon Yellow, Silver & Gold toner as well as featuring live 5th Color demos.

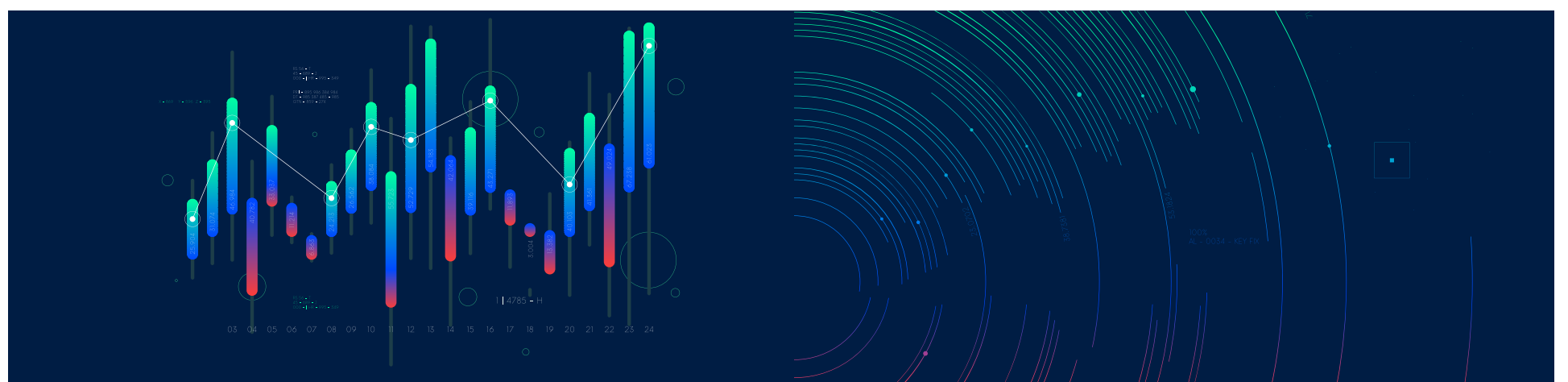
Role: Art Director
Creative Director: Alysha Burch



ELIAS Game Plan

Helped launch the Elias Game Plan, supporting it with a campaign stressing authenticity and covering all the bases, from brand identity and print ads to targeted social media and beyond.

Role: Art Director
Creative Director: Alysha Burch

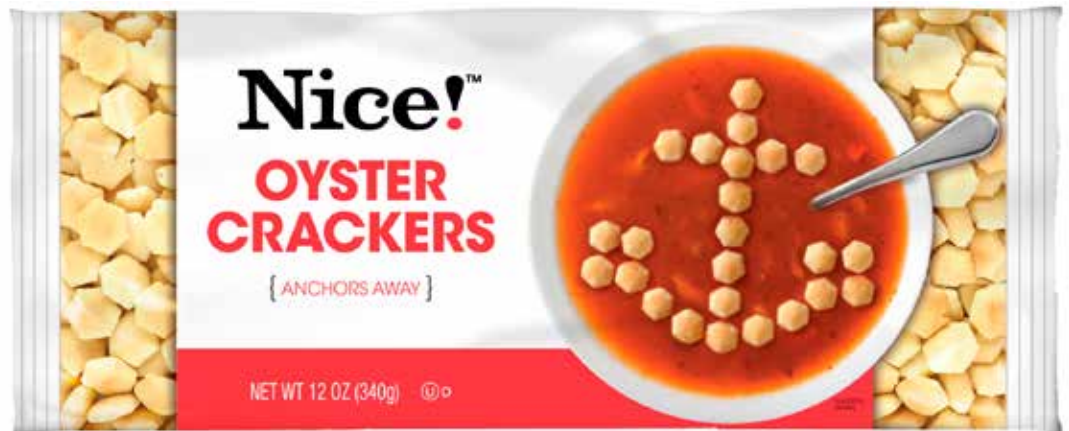


Walgreens house brand – Nice!

Product line extension

Role: Designer

Creative Director: Joe Violante



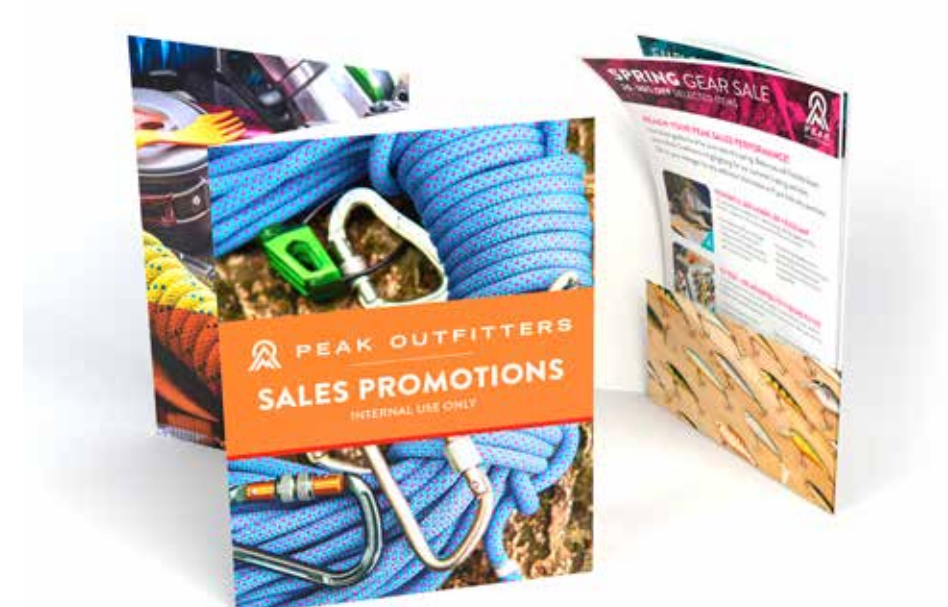
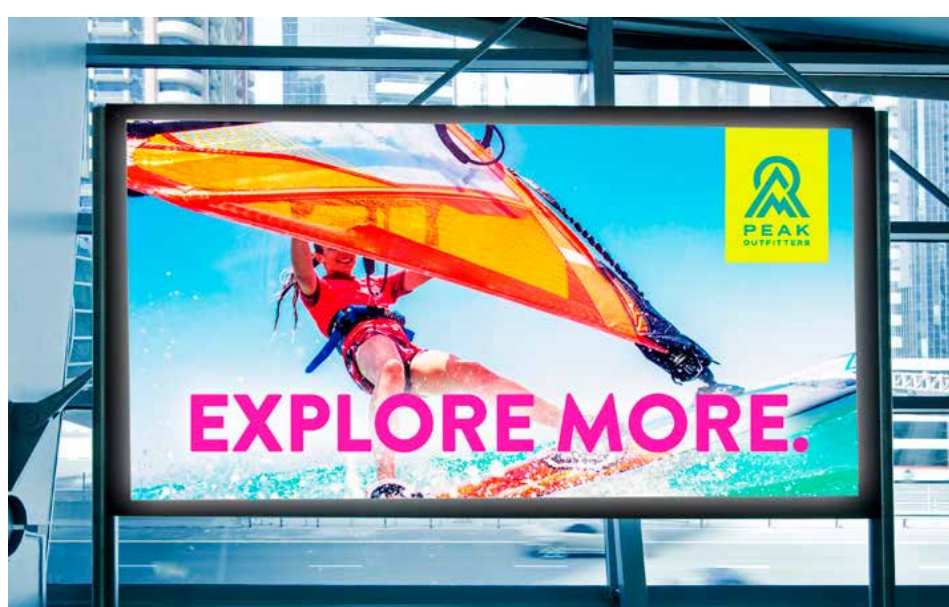
Peak Outfitters

To create a pop-up shop experience for Ricoh's flagship Pro C9100 digital printer, an outdoor brand was created to show customers samples of the various touchpoints that could be achieved.

Role: Senior Designer
Creative Director: Alysha Burch



PEAK
OUTFITTERS



Barkworthies

Identity refresh and packaging solutions

Role: Lead Designer

Art Director: Chris Javate

Creative Director: Alysha Burch



Barkworthies®

Naturally Healthy. Naturally Happy.

Before



Vision Direct

Identity refresh, signage & collateral for direct mail's leading service provider

Role: Design Director
Creative Director: Alysha Burch

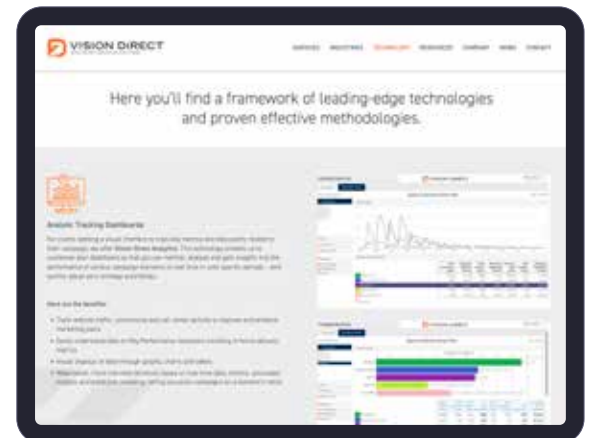
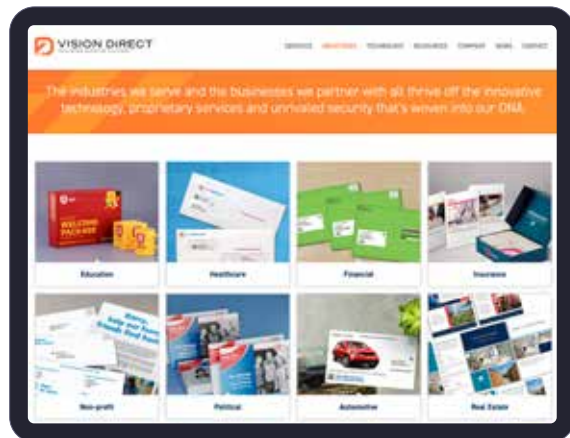


Before



DIN 2014

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



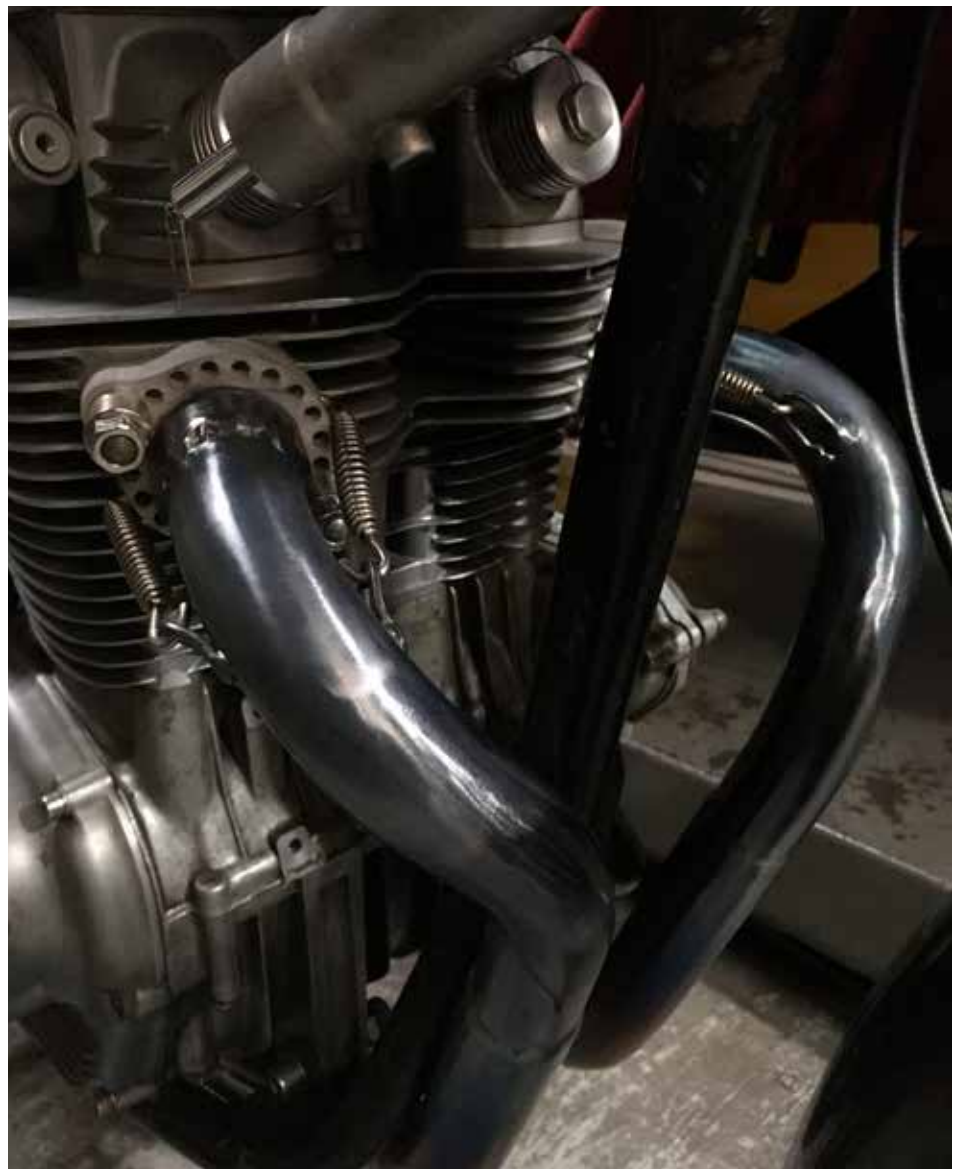


Vintage Motorcycle Building & Racing

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



Thank you.