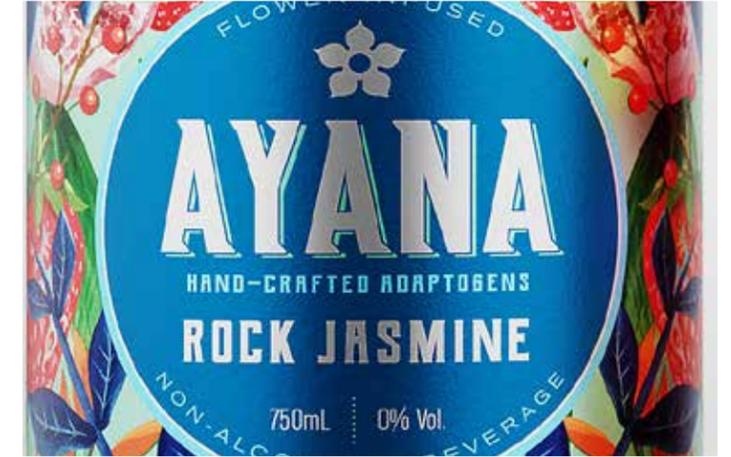


Design Direction | Visual Identity | Storytelling | Moto-Racing
+1-616-405-3651 • chris@shark.bz • www.shark.bz • Brooklyn, NY



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

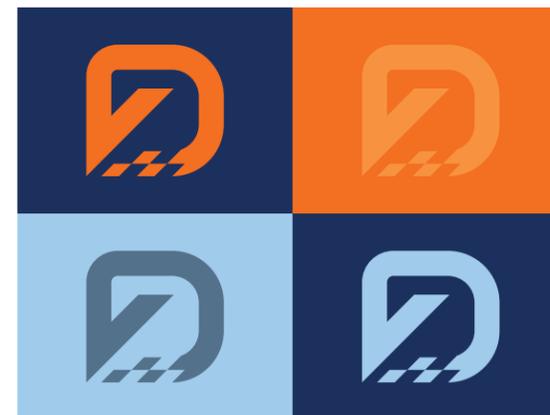
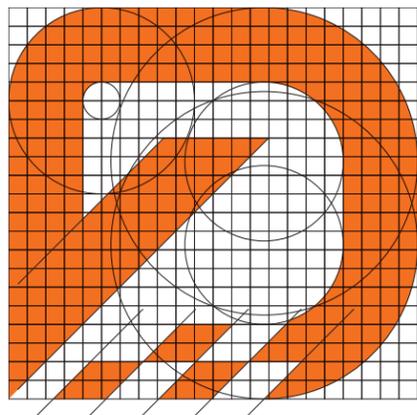
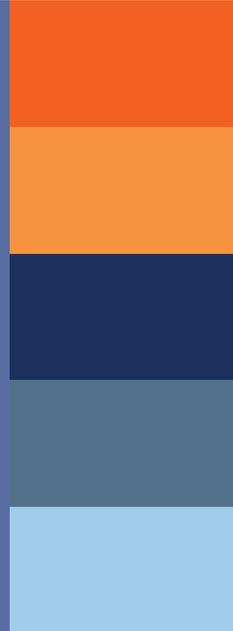


Before



DIN 2014

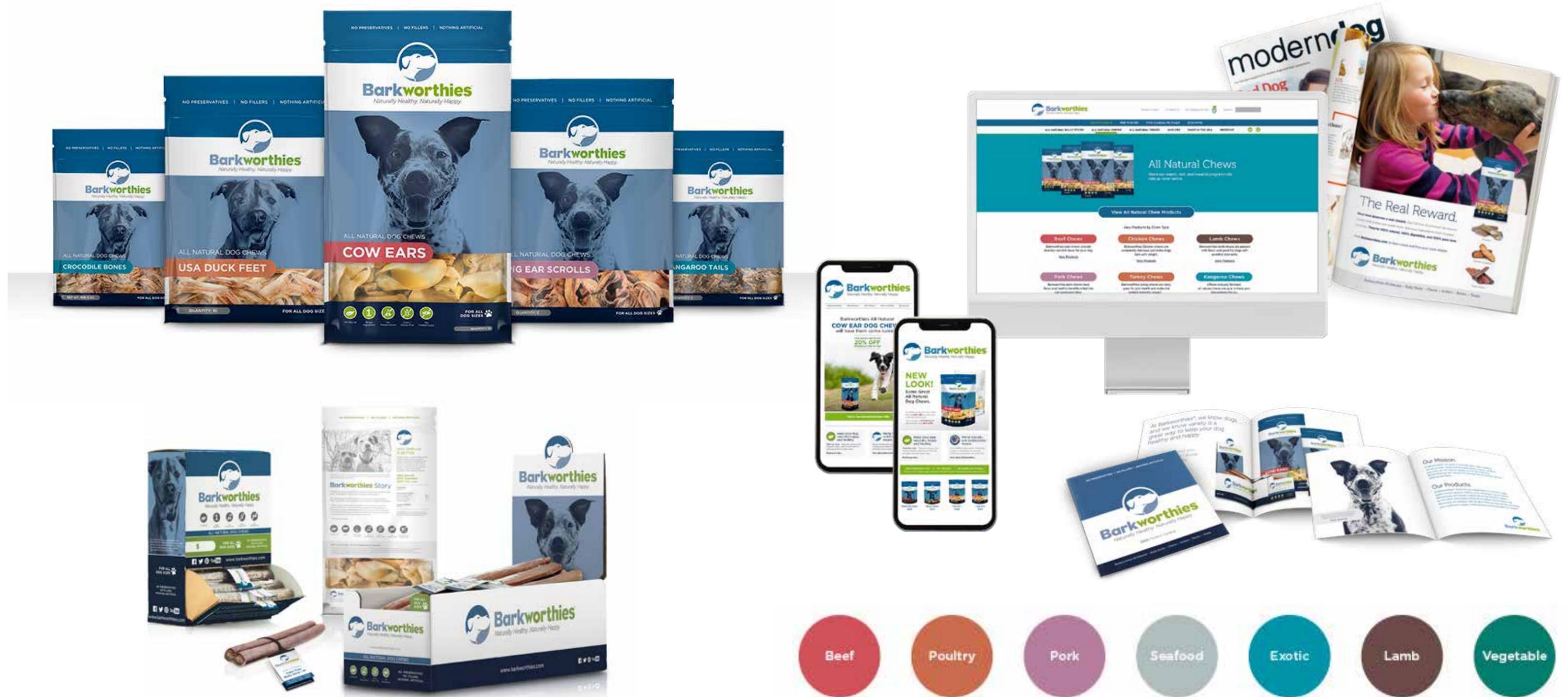
- Extra Light
- Extra Light Italic
- Light
- Light Italic
- Regular
- Italic
- Demi
- Demi Italic
- Bold
- Bold Italic
- Extra Bold
- Extra Bold Italic



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



Before



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.

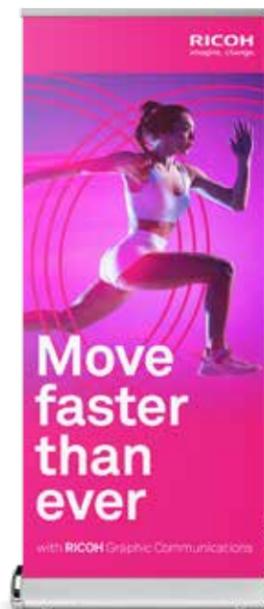
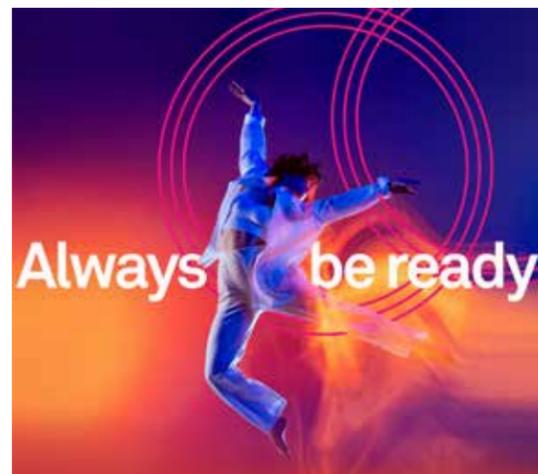
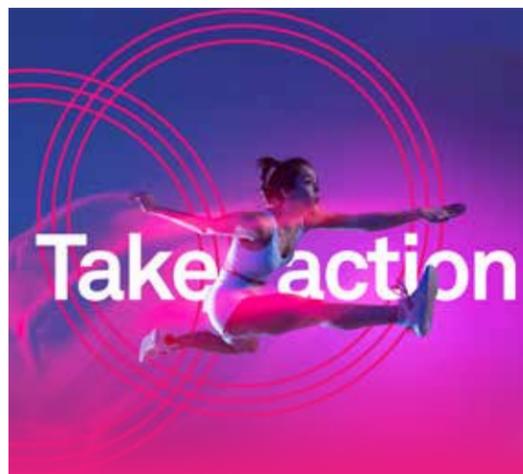
Role: Art Director

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

Work performed at Square Root Creative

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

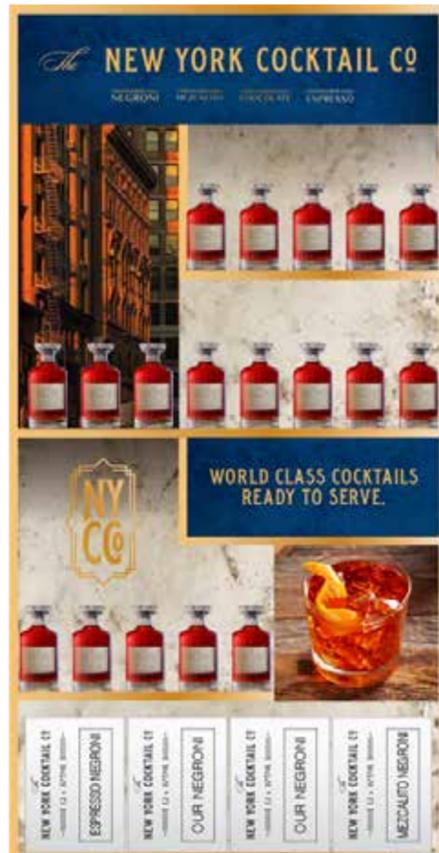
BERG INNER ORNAMENT BERG SHADOW BERG WESTERN ROUGH
TRADE GOTHIC EXTENDED

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

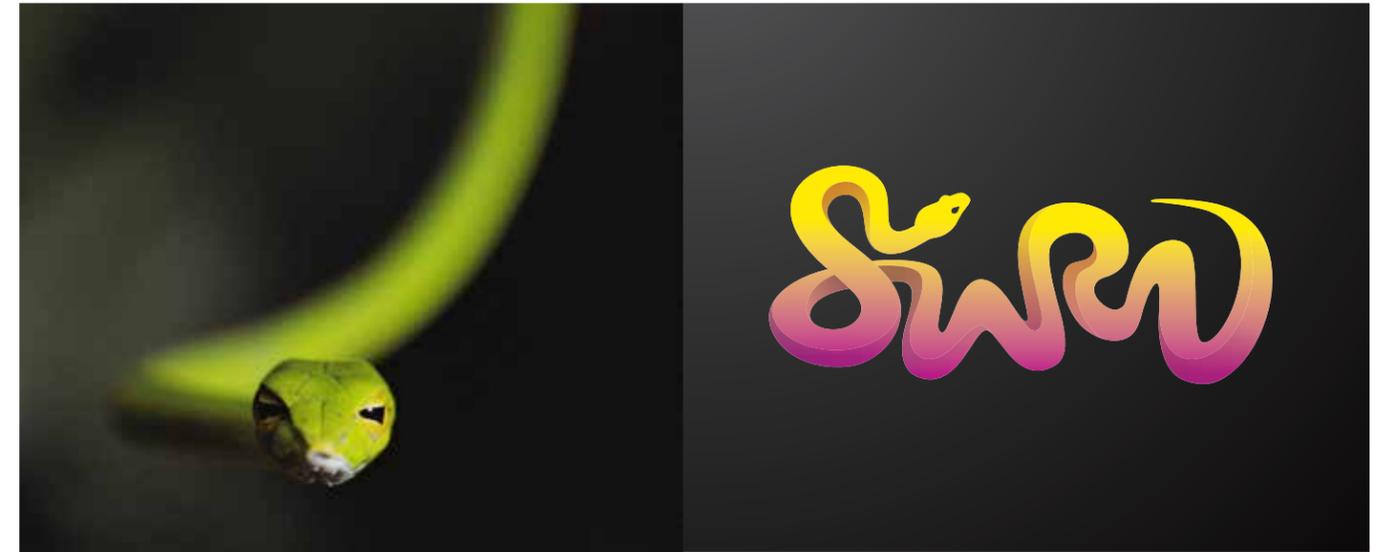
Role: Designer

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

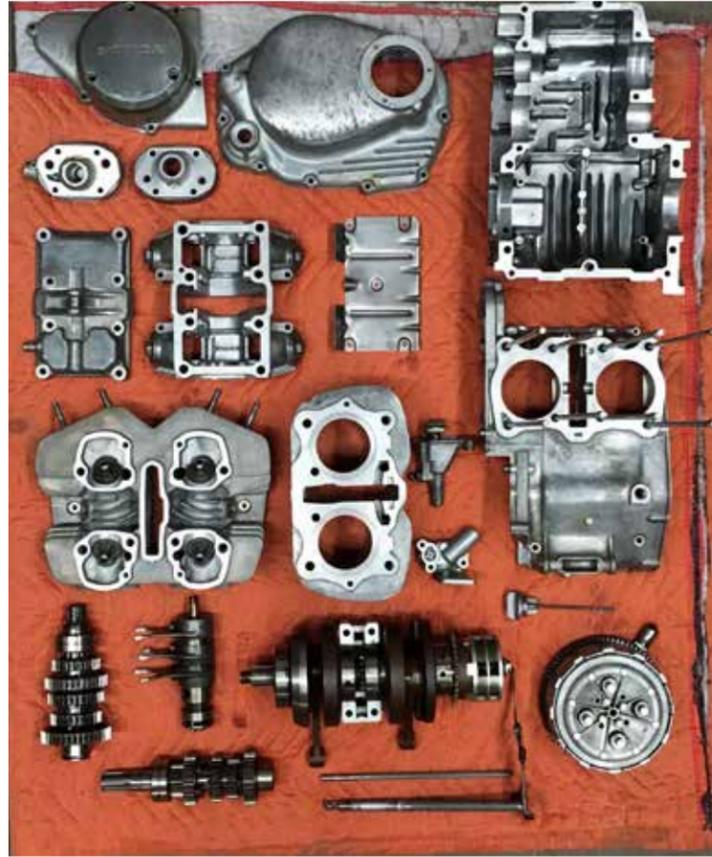


Vintage Motorcycle Building & Racing

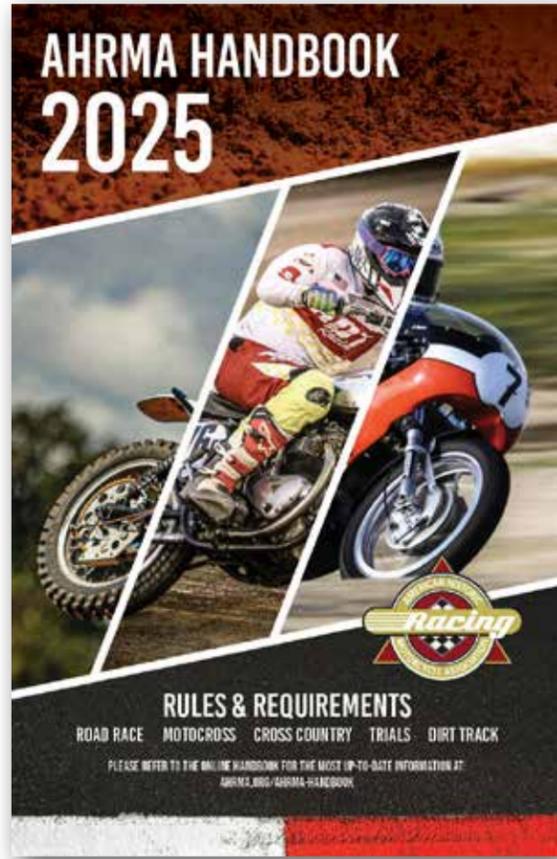
Bikes built from the ground up and raced with AHRMA.

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



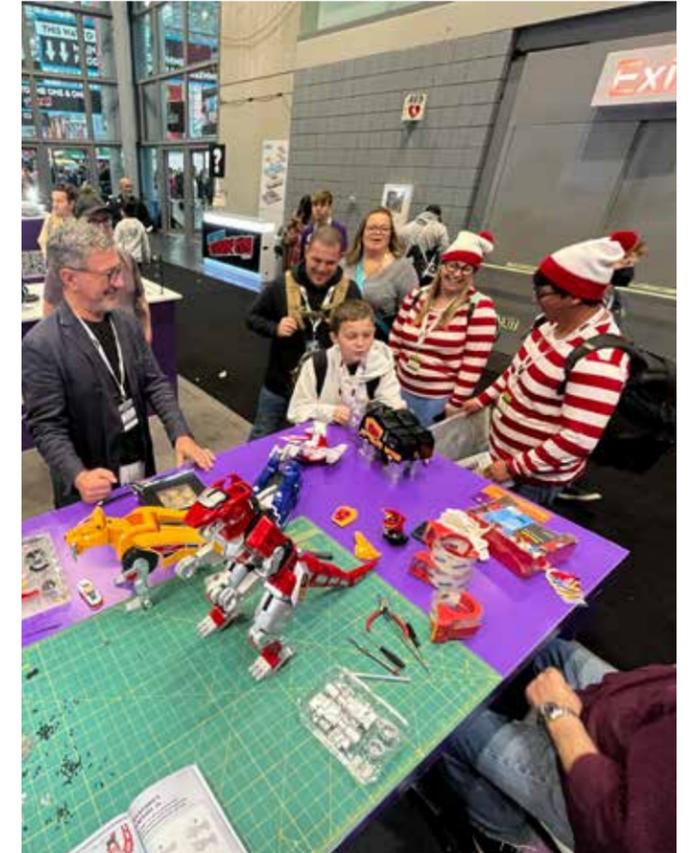
Honore Club



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



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



Chris Siarkiewicz

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Thank you.