



Greetings | Encantado

Graphic Designer, Artist, and Techophile.



Patrick the artist: My name is Patricio Vargas, but I usually go by Patrick. I am a graphic designer, illustrator, and traditionally-trained artist. Most of the time, you can catch me with some artistic instrument in my hand, as creativity is my air. I am also passionate about all things “tech” & “geek,” which gives me a unique advantage with innovation in the creative world, and allows for my family to call me when there are computer problems. I have had the incredible fortune to be a part of amazing international projects, work collaboratively with other inspiring artists, and am excited about every new design endeavor that is yet to come. I love what I do, and it never gets old. There is artistic potential everywhere in life, and it brings me joy to help my clients present their brands and ideas in imaginative ways.

Patrick the human, too: I currently live in the Dallas/Fort Worth area with my amazing wife and our adorable “dog-ter,” Teekie. I was born in Santiago, Chile, and moved to the U.S. at an early age, but continue to travel back every few years to see family. The geek in me is very fond of science fiction and fantasy, and I occasionally enjoy games of all types. My wife and I love to travel, learn about different cultures and explore the beauty of nature. These, and all experiences in life, incite a fervor in my mind’s eye that continues to develop and construct visually and emotionally appealing work that I am eager to share with the world.



Patricio Vargas

Graphic Designer/Artist

patrick@patrickvargas.com

305.915.2834

www.patrickvargas.com

Skills

Software

Photoshop

Illustrator

InDesign

Dreamweaver

HTML5

CSS3

Bootstrap

Brackets

Premiere Pro

After Effects

Acrobat Pro

Lightroom

Microsoft Office

Art & Design

Drawing

Typography

Print Design

Layout

Languages

English/Spanish

Native-Bilingual

Education

Southern New Hampshire University

Projected Graduation 2018

Bachelor in Graphic Design

Broward College

AA in Graphic Design

Professional Profile

Genuine, innovative, and enthusiastic artist with a strong geek side that values lifelong learning and adopting new technologies. Self-directed critical thinker who remains level-headed under pressure, and who can also bring value to a collaborative team setting by fostering a creative ambiance.

Experience

SuperValu 2013 - 2018

Graphic Designer

- Work independently and directly with Director of Marketing to carry out special projects such as videos, large banners and displays for bi-annual trade show and unique art pieces for company or partner events
- Design video presentations to promote new products to potential investors and retailers
- Compose layout of weekly ads and design of collateral materials that stores use to promote special sales, such as brochures, posters, mailers, and flyers
- Created digital assets and edited video that our client, Super J IGA in Saint Lucia, used to win the 2016 IGA Caribbean International Retailer of the Year award

Stephen Gamson Studio 2008 - Present

Design & Social Media Director

- Direct a thriving team of graphic designers, photographers, and marketing interns with the focus of continually developing the Gamson Art brand
- Develop compelling proposals for collaborations with globally-known companies and government entities like Lamborghini of North America, Fisker Automotive, Bacardi, Sony, AMG, Brera Orologi, ING, Bustelo, and the City of Miami
- Community liaison for company's contribution to local charities and small businesses
- Market the brand to internationally renowned organizations and individuals throughout the U.S. and other countries like Monaco and Spain by designing merchandise like coffee table books, phone skins, watches, and posters, as well as creating marketing campaigns for print and web

ABC Imaging 2010 - 2013

Graphic Design and Shop Manager

- Promoted from Graphics Specialist to Shop Manager after one year, at a fast-paced, high-profitting print location
- Awarded "Employee of the Year 2011"
- Managed all shop employees, handled day to day operations of the shop, and collaborated with sales team to maintain and expand existing client relationships and acquire new business
- Responsible for generating design work for three large South Florida shops
- Trained other team members on proper operations and procedures of new-to-the-market rigid and flexible substrate production machine

Gamson Art Cars

I designed, alongside Pop Artist Stephen Gamson, proposals for his Art Car projects. Lamborghini, and later Fisker, were presented with the various mock ups we worked on for each Art Car using photos and art pieces from Gamson's body of work. They would then decide which piece they liked best and I would set up the artwork for vinyl application.

Once we had the car ready, it would be professionally photographed and we would use the best shots for the promotional materials. These campaigns were centered around the artwork, the car, and the Art|Basel Miami Beach event taking place.



Gamson Lamborghini Murcielago Mock Ups

I created eight different options for the first project we proposed to Lamborghini of North America. Out of the eight, we presented these four, and then they decided on option "D."



Gamson Lamborghini Murcielago Posters

We had a couple of image options to decide from, the above being one of the top contenders.



Gamson Lamborghini Murcielago Post Cards

Once we had the car with the art on it, we had it photographed by a few different photographers and picked the best shots for our promotional materials. First of these was a promotional post card for the upcoming Art|Basel show and the posters.



In the end, we decided the above image better showcased both the art and the car, plus it worked better with the text we needed to include below the image. This was a limited run of 750 posters.



Gamson Lamborghini Gallardo Proposal

The project was very successful in promoting both brands, so we proposed a new car for the following year's Art|Basel. Before I started laying out the new idea for this Art Car we already knew which vehicle they were providing and the color, so the Mock Up was much closer to the final product.



Gamson Art Cars Magazine Ads

During the times we had each Art Car, we created ads for a variety of high end magazines. Everything was created to generate a buzz about the Art Car projects.



Gamson Lamborghini Gallardo Poster

For the poster this time we got the image early on and wanted to keep all the type similar to the previous year, so they would end up looking like a series. The only variation in the text was the color and the years, everything else had to match the Murcielago poster exactly.



Gamson Lamborghini Aventador Proposal Board

24x36 Proposal Board created for the presentation to Lamborghini for the next Art Car.

Cafe Bustelo

The project with Cafe Bustelo required the creation of promotional postcards, a limited edition poster, art and copy for Styrofoam cups and canvas totes, as well as shirts with the brand collaboration art.



Gamson Bustelo Cup Mock Up

We presented this along with the poster art in our proposal to Cafe Bustelo.



Gamson Bustelo Cortadito Cups

Since Cafe Bustelo mainly makes Cuban Coffee, the final cups were a bit shorter.



Gamson Bustelo Poster

The Gamson Bustelo poster made from the large canvas piece was a limited run of 500.

Select Vodka

Select Vodka contacted Stephen Gamson Studios to create a campaign similar to what we had done for Cafe Bustelo. A limited edition box and label, poster with a signing event, as well as a banner for an event that Select Vodka was sponsoring were designed and promoted.



Gamson Select Mock Up

For the Select Vodka project we wanted to do more than for the Bustelo project, so we set out to mock up a limited edition box and label for the Select Vodka bottles.



Gamson Select Large Banner

This banner was produced for an event involving Gamson, Select Vodka, and Tikki Beach in South Beach.



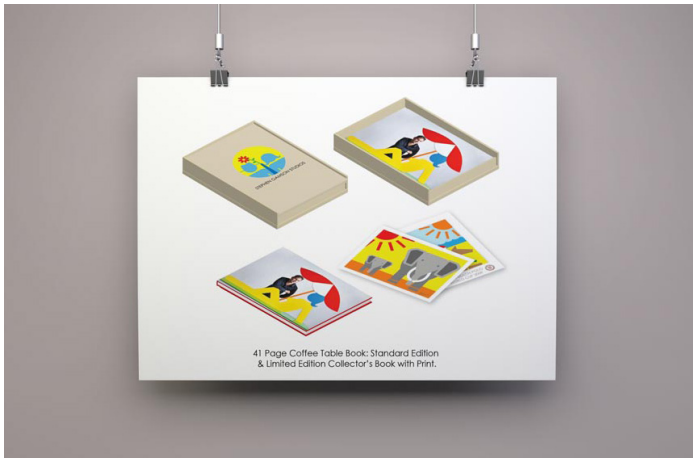
Gamson Select Upright Banner

A banner was created for events where Select Vodka would be served and Gamson would be signing posters of the Gamson Select canvas piece.

Stephen Gamson Studio/Gamson Art

At Stephen Gamson Studio I collaborated closely with the artist to create magazine ads, coffee table books, print materials for charity events, all stationary showcasing the Gamson brand, posters, and promotional post cards.

I was also in charge of managing the various social media accounts to generate interest in new pieces and events that Gamson was involved with. This became crucial around the time of Art|Basel Miami Beach each year.



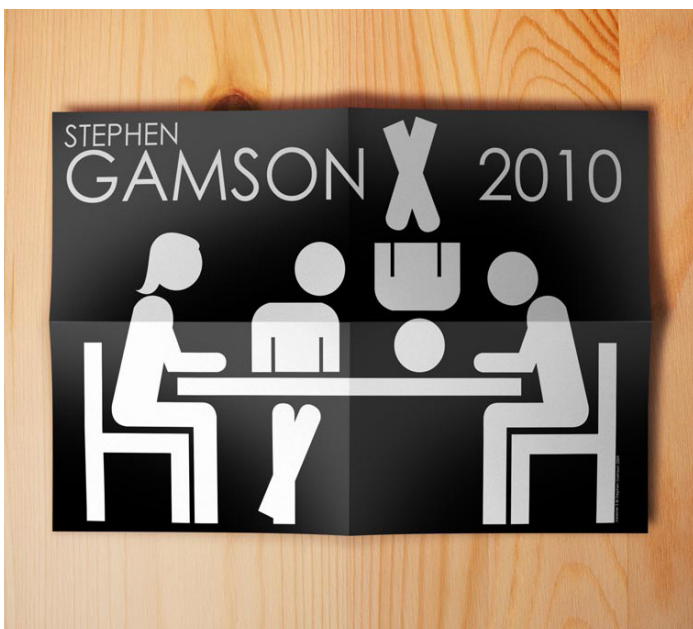
Limited Edition Coffee Table Book with special box and limited edition prints

This was meant for any collectors that wanted something a little more special with their piece of art.



Limited Edition Coffee Table Book

Our first book at Stephen Gamson Studios. I was in charge of the layout, from cover to cover and everything in between.



Double Sided 18x24 Poster

To promote a mural that Stephen Gamson was painting in the Coconut Grove Area we created a double sided poster. One side had the image you see above with a variant of his Joker series.



Double Sided 18x24 Poster

The other side had information about the current mural as well as previous projects and collaborations.



Stationary

Branding is everything! And I suppose branding everything is only natural... We wanted to have a cohesive visual style that echoed Stephen Gamson's artistic projects and vision.



Stephen Gamson Studio and Giving Back

I spent a lot of time working personally with Stephen Gamson adapting unique pieces he would create for charities into covers for their programs, posters, post cards, and a variety of other promotional materials for their events.



Magazine Ads

We created a large variety of magazine ads, both stand alone ads promoting Stephen Gamson Studio as well as collaborative pieces that a partner would use Stephen Gamson's art to spruce up their products.

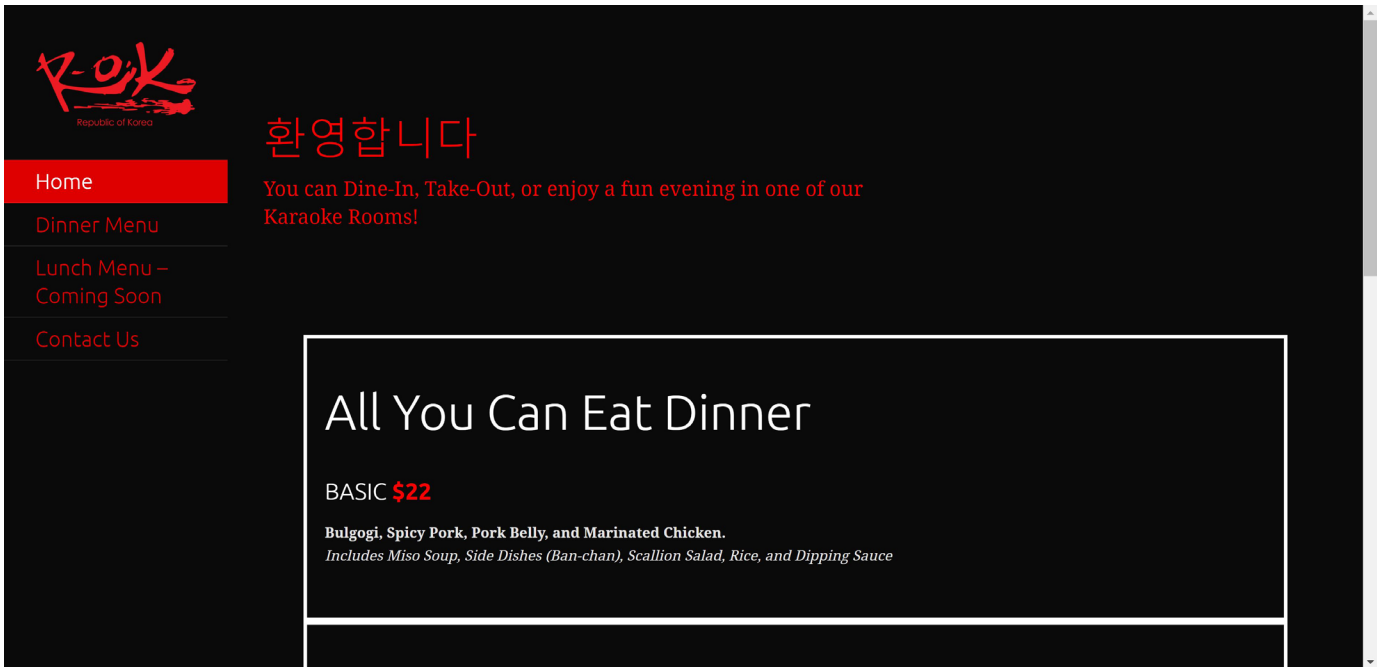
Weekly Ad Headings

These were some weekly advertisement headings I created. I left a space on each heading or after the "with" so the client logo that was running that particular advertisement would get their own logo added. Each week would have a generic heading or a heading related to a holiday that falls within the dates. All of these were done either in Photoshop alone, or some parts were created in Illustrator and then added to Photoshop.



ROK Restaurant Menu and Website

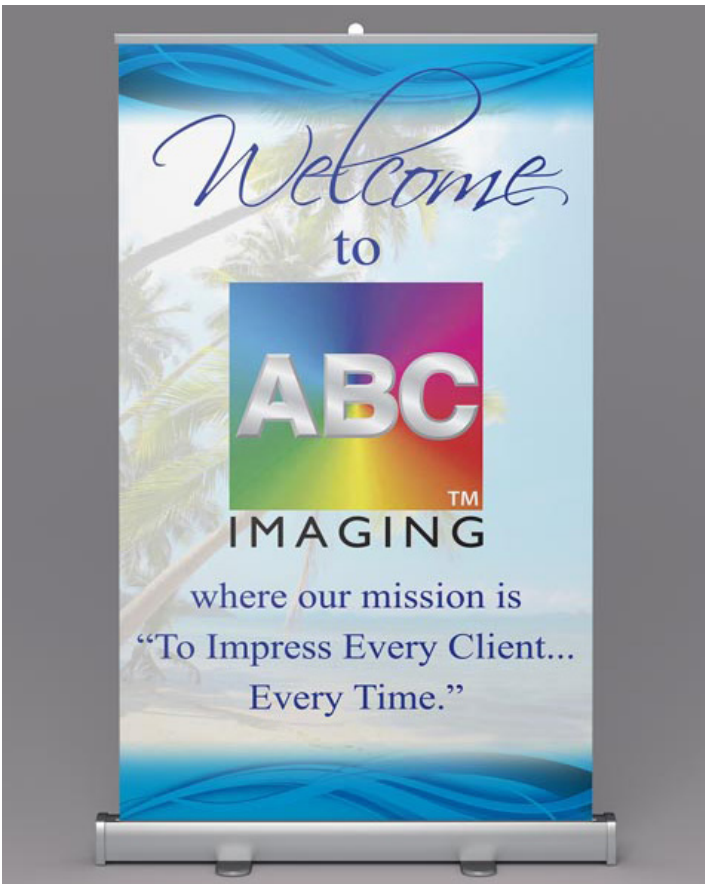
One of my favorite Korean Barbecue restaurants contacted me to create a new website, eat-in menu, take-out menu, and business cards.



Banners, Signs, and Posters

This is an assortment of banners, signs, and posters I created and in some cases printed and mounted. I spent about ten years in the printing industry, utilizing my traditional, digital, and production skills. It's always easier for the printer when the designer can submit the work ready for production, or taking into consideration some issues that could come up when the pieces are printed.





Paws & Claws Branding Guide



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Overview

Paws & Claws Holistic Animal Clinic has been serving the Miami, Florida community since 1982, catering to all types of furry friends from cats and dogs to exotic pets. Their mission has been to provide the very best holistic veterinary care to your best friends. Dr. Rose Galvez and her husband Salomon Galvez make sure that every patient and owner is completely happy with the services they provide.

At Paws & Claws Holistic animal clinic they understand that pets are members of your family and strive to offer great alternative and natural care that doesn't harm your pet.



Logo Design



Logo Color

Logo Black & White



Specifications

Type Specifications

Bernard MT Condensed

Color Specifications



Logo Usage

Do's



Primary Logo

Do use the correct and approved color options for the logo, depending on what the logo will be placed on or used in.



Alternate Logo



Maintain at least .25" on all sides of the logo free of any text or graphics.



Light Background



Dark Background

Do use the correct and approved black & white logo option depending on what the background color is to best help the logo stand out.



Logo must be placed at least .25" from the edge of any media, printed or digital, it will appear on.



Logo Usage

Dont's



Do not use a gradient to blend the color between the leaf and trunk on the Spring & Summer variant.



Never use the logo at any angle on printed materials or web pieces, it must be kept the same as the original artwork.



Never squish or stretch the logo. Proportions from the original design must always be used.



Do not rearrange the colors on the logo, they must remain in one of the two color configurations above.

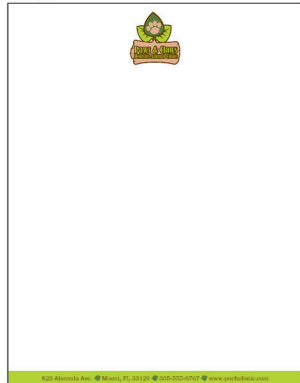


Never use the logo over top a pattern or photograph.



Stationery

Letterhead



Stationery

Business Card



Envelope



Rationale

Paws & Claws Holistic Animal Clinic wanted a new logo that would reflect their business. Being such an established clinic for over three decades, I wanted to create something that would combine the pets, natural, and bold aspects of their work. It also needed to be easily visible, with elements that could be separated out to create fun collateral materials.

My color choices reflect earth tones that could be used in the Spring and Summer times, with a warmer selection of colors for use in Autumn and Winter. The earth tones are meant to directly reflect the natural aspects of the business, with the autumn colors being an alternative to use for promotional materials that may not work as well with the greens of the main logo.

I used the heavy outlines on most of the logo to make it bold, I want it to stand out no matter where it's used. Obviously putting over top of a picture or pattern goes against the usage guidelines, but due to how strong the outline is, I feel it would still be very visible if used incorrectly over top of something else.

For the font I wanted something condensed yet bold, so it would be easy to read, regardless of which color scheme is used, and also didn't allow the logo to get too wide. Because of the length of their name, using a wide font would not have worked, and there were plenty of narrower fonts, but most of them didn't have a bold option or were too angular. With pets in mind, you think soft, not harsh edges, so a bold rounded font was my preferred choice.

I created a logo that represents their caring work with pets as well as a desire to use natural methods. The paw print in the leaf represents the pets, and the leaf growing from the log is meant to reflect nature or natural. I want it to speak to those upper middle class individuals or families that consider their pet a part of the family, and want the best treatment for them, but with a gentle, natural touch.

When creating the stationery, I wanted at least one element tying all the pieces together, beyond just the logo. Taking the green from the name and the back leaves and making an accent ribbon at the base of each piece, there is a visual cue that shows consistency.



KBM Series

Small series of images I created in Photoshop using just a keyboard and mouse. Single layer, looked at some images for reference, but didn't place them into the piece, I wanted to challenge myself.





Logos

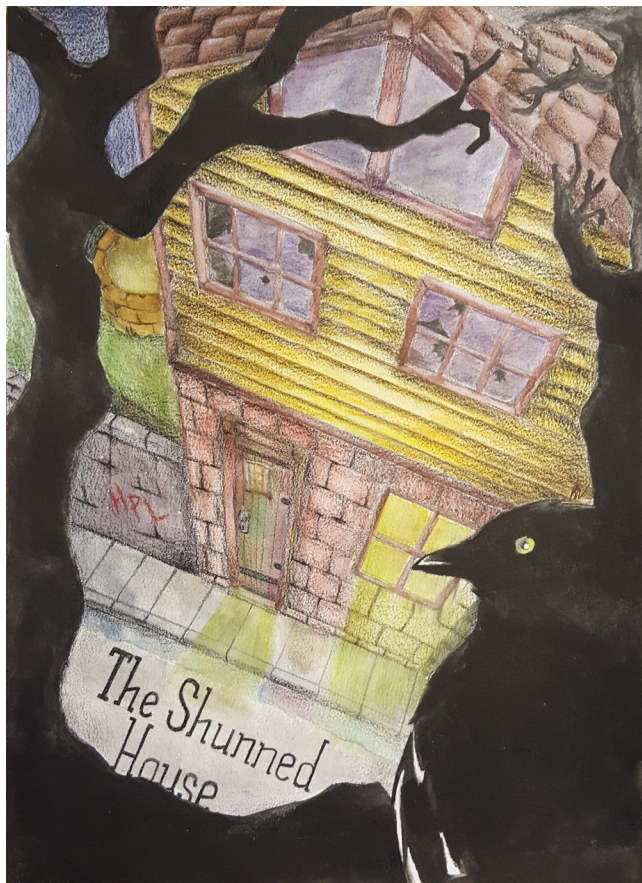
The first set of logos is just showing the different logos I've created for myself over the years. I use Patrick for my graphic design work, and Salo for more of my traditional and personal work. The second and third sets of logos were created for clients that wanted new logos made. I like to create a series of options to then narrow down the preferred designs, eventually having the client decide on their favorite. The ROFDA logo was fun because once they selected the style they wanted, I got to play with the tones of the blue to find something they liked paired with the red.



The Shunned House Posters

This was a project where I needed to take a short story, in this case "The Shunned House" by H.P. Lovecraft, and create a poster. I posted a progression from sketch, to rough final, on through the painting process to completion.

Pencil, watercolor, watercolor pencil on watercolor paper, 12x18.



Stained Glass Project

I was asked to create some illustrations in a stained glass style for the door windows throughout the office where I work. They would be printed on an adhesive material and placed on the windows. Though the project didn't move ahead, I enjoyed the process of creating these pieces.

