

mk

I T A L I C

VISUAL DESIGN

Email, social media, and homepage marketing assets for products ranging from fashion, beauty, and home goods. Furthermore, I was responsible for all packaging design, templates, and styleguides for Italic's beauty products.

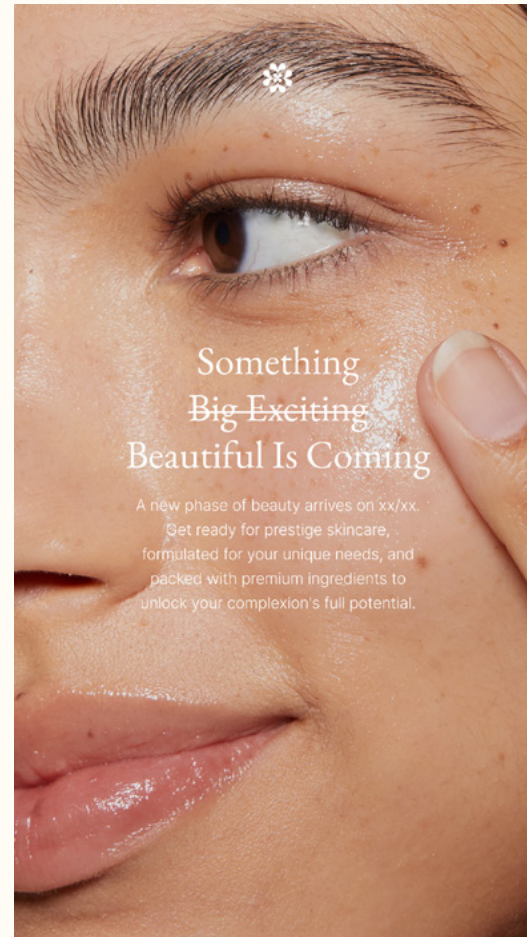


4



3

2



- 1 - EMAIL
- 2 - IG STORY
- 3 - EDITORIAL
- 4 - EDITORIAL

1

BETTER TOGETHER

Introducing Italic Bundles

There's a new and easy way to shop luxury and save extra money in the process. Italic Bundles bring some of our top-rated products together so you can get more while you spend (even) less.

Shop Now

Glaze Knives Bundle

~~\$55~~ \$45

Save \$10 When You Bundle

This set includes our 8" Chef's Knife, 8" Serrated Knife, and 5" Utility Knife — all 100% forged stainless steel and laser polished for a fine finish.

Shop Bundle

Hand Wash & Hand Lotion Bundle

~~\$36~~ \$30

Save \$6 When You Bundle

Get both the Hand Wash and Hand Lotion and choose from our two popular (and equally amazing) scents — Bergamot & Lily or Violet & Sandalwood. It's double the hydration at a fraction of the price.

Shop Bundle

1

NEW ARRIVALS


Elevated Showers Are Here

Meet the latest additions to our bestselling Serene Towel collection.

[Shop the Collection](#)


Hotel-Quality at Home

Our Serene Towel collection is 100% Australian cotton that's soft, absorbent, and quick-drying — everything you want when you step out of the shower.




NEW ARRIVAL
Serene Bath Mat

Ultra-Absorbent
1100 GSM
Oeko-Tex® Certified



NEW ARRIVAL
Serene Bath Sheet

Extra-Large Size
800 GSM
Oeko-Tex® Certified



Bestseller
Serene Towels


800 GSM
Oeko-Tex® Certified

OEKO-TEX® CERTIFIED COTTON

Established in Switzerland, the Oeko-Tex Association oversees the Standard 100 certification, which is the gold standard for material cleanliness. The association ensures every component of a product carrying the label is tested to be free of high levels of 100 substances or chemicals harmful to people and the environment.

OEKO-TEX®
STANDARD 100


2



NEW ARRIVALS

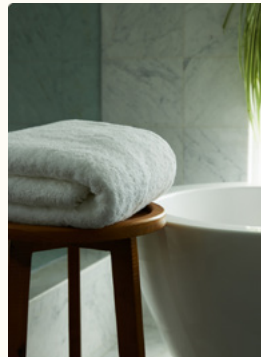
Elevated Showers Are Here

Meet the latest additions to our bestselling Serene Towel collection.




NEW ARRIVAL
Serene Bath Mat

Ultra-Absorbent
1100 GSM
Oeko-Tex® Certified



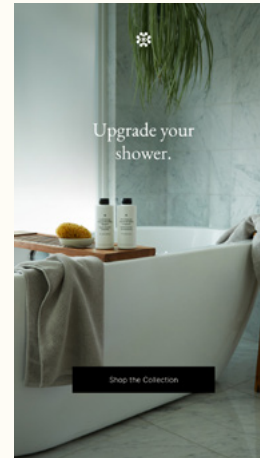
NEW ARRIVAL
Serene Bath Sheet

Extra-Large Size
800 GSM
Oeko-Tex® Certified



NEW ARRIVAL
Serene Towel

Bestseller
800 GSM
Oeko-Tex® Certified



Upgrade your shower.

[Shop the Collection](#)

3



100% Organic Cotton



800 GSM Weight



Woven Loop Construction



Oeko-Tex® Certified





Pick Your
Fall **Go-To**



Lexi Suede Jacket

Lightweight
meets heavy duty.
\$250

Margot Leather
Trench Coat

Effortlessly sleek,
100% lambskin leather.
\$350



Laight Short
Hooded Puffer
Jacket

The premium,
moto-inspired puffer.
\$120

Cashmere Wool
Cocoon Coat

A modern,
cashmere-wool blend.
\$200



**Gear Up for
Jacket Season**

↑
Tap to Shop

2

1 - EMAIL
2 - IG STORY

1



LOW-MAINTENANCE.
HIGH QUALITY.

Jackets
For Fall

SHOP NOW

Lexi Suede Jacket

Heat up your classically-cool side with timeless,
100% suede. Lightweight meets heavy duty.



SHOP NOW →

Margot Leather Trench Coat

Enter your very own matrix in effortlessly sleek,
100% lambskin leather. It's time to hit the town.



SHOP NOW →

Cashmere Wool
Cocoon Coat

Make it a modern moment with a cashmere-wool
blend you can wear around the clock.



SHOP NOW →

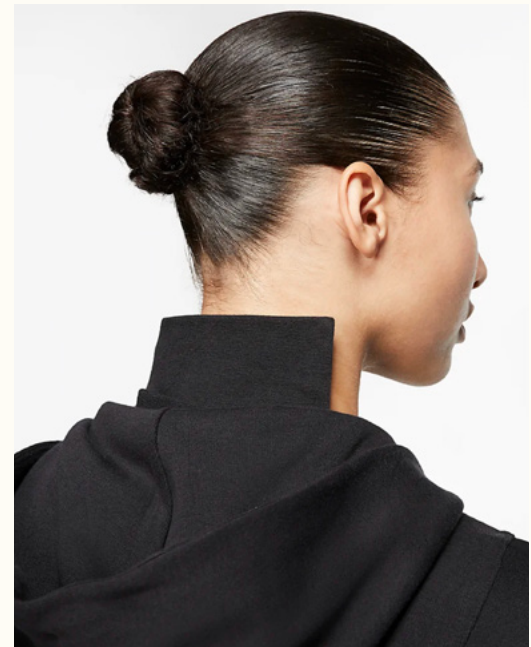
SHOP JACKETS

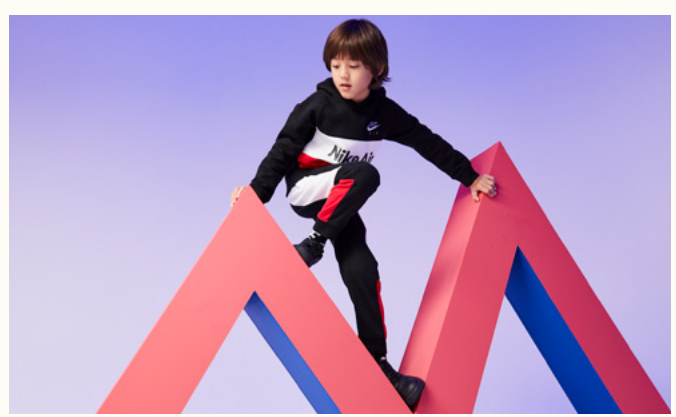
N I K E

PRODUCTION & ART DIRECTION

Nike PDP+ photography is an enhanced editorial set of images supporting the regular PDP (Product Detail Page) content on Nike.com. The images allow an opportunity to highlight a specified benefit of the garment while bringing a lifestyle quality to Nike's digital retail space.



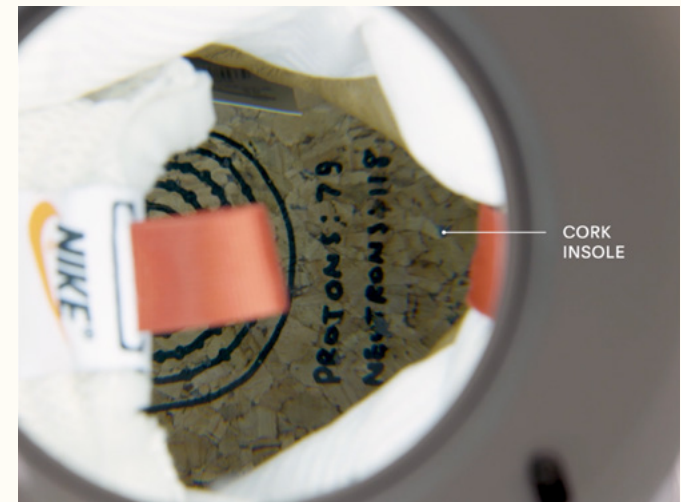




GOAT

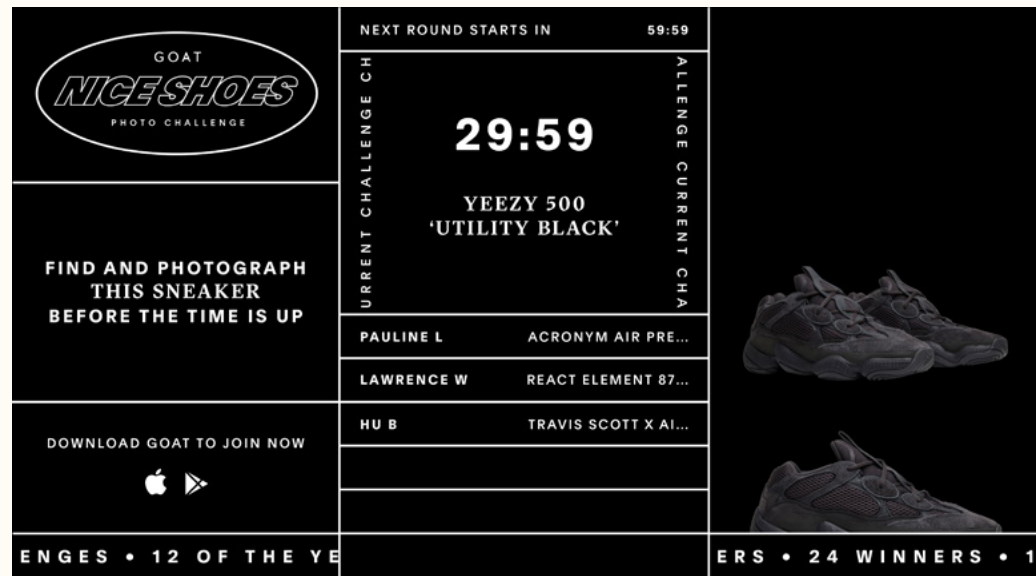
ART DIRECTION

Art and design direction for GOAT's "Case Study" sneaker unboxing series. Using the lab as the setting, the visual direction playfully references the periodic table and diagrammatical scientific drawings to point out noteworthy details of each shoe as the scientist examines the shoe.



DESIGN & EVENT PRODUCTION

GOAT's "Nice Shoes" activation at Hypefest 2018 in Brooklyn, NY utilized the app as a device for a sneaker scavenger hunt. A large LED screen at the two-day festival displayed real-time information about the game: a countdown ticker, the shoe to look out for at the hour, fun facts about that shoe, and a winner's board.



U N I Q L O

ART DIRECTION

UNIQLO AIRism

AIRism is Uniqlo's summer innerwear that aids in keeping cool in warm weather. Completed with the team at MP Creative, our challenge was to make AIRism appealing by placing the garments in context to better explain what it is and teach consumers how to wear it. As it is a puzzling idea to wear an additional layer in order to keep cool, we had to ensure that styling (Jodie Barnes) and photography (Geordie Wood) clearly convey airiness and lightness.



ART DIRECTION

UNIQLO Spring Summer 2017

Uniqlo's criteria for Spring Summer 2017 was that the photography express different emotions, yet remain quiet and minimal due to the fact that these images had to live both in-store and editorially in the LifeWear Book (see next page). We decided to have Charlotte Wales shoot the collection because of her fun energy and ability to engage with the models, and the models pose in front of a minimal set that allows for subtle layers of color, and shadows.



DESIGN

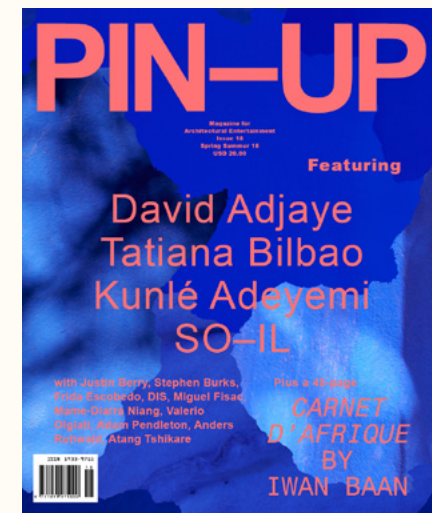
UNIQLO LifeWear Book SS 2017

The LifeWear Book is Uniqlo's globally distributed catalogue with an editorial twist. I spearheaded the new design direction to editorialize the content because the purpose of this book isn't only to sell product, but to also teach readers more about the Uniqlo brand, technology, and lifestyle.



P I N - U P

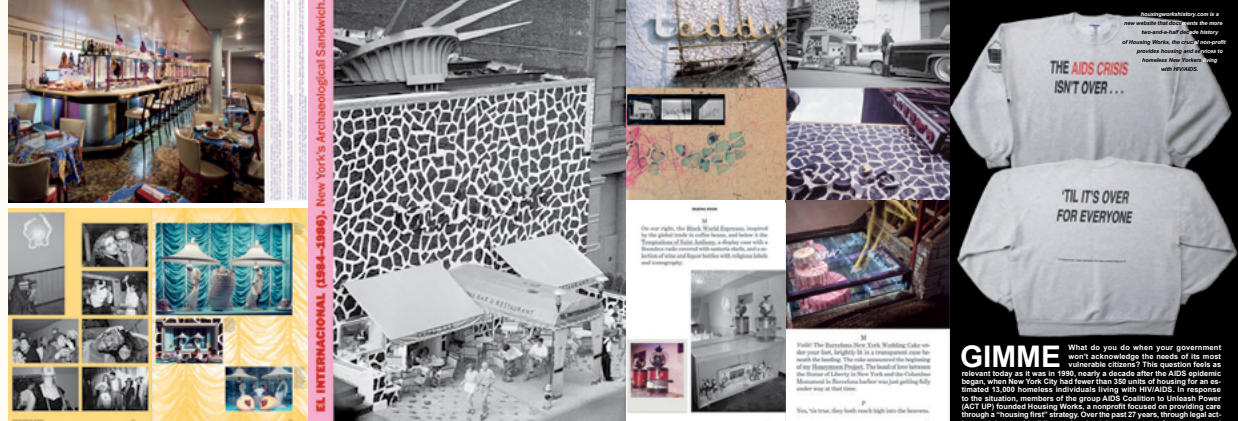
As graphic designer and content manager at PIN-UP magazine, my involvement oscillated from brainstorming ideas for stories with a multitude of contributors alongside founder/editor-in-chief Felix Burrichter, to organizing and art directing photoshoots. Furthermore, designing the content into print form—expressively yet structurally with design director Dylan Fracareta and Erin Knutson—that significantly added to my already colorful role at PIN-UP.



DESIGN

Spreads from PIN-UP 17-22

Putting out a beautiful magazine doesn't end with quality photography and eloquent and witty text, especially at PIN-UP. The rule of thumb is that the layouts remain as sophisticated (if not as wild) as the content. The typography may be a particular and peculiar challenge to the average reader, however a titillating view for the curious onlooker and design aficionado...all for your architectural entertainment!



MUCHO GUSTO

In the early 1970s, Catalan artist Antoni Miralda was among the wave of young creatives who took advantage of the cheap rents in the old manufacturing districts of Lower Manhattan. And it was in Tribeca, at 217 West Broadway, that he later opened El Internacional. Miralda paired with chef and fellow Spaniard Monte Guillén to serve tapas to artists and non-artists alike, while also enlisting them as performers in curated rituals. His constantly changing décor, Tapas Bar & Restaurant. The subject of a glorious new book — *El Internacional (1984–1986): New York's Archaeological Sandwich* — the legendary restaurant, in its short but intense two-year lifespan, was as much art installation as eatery. Published by Miralda's own Food Cultura foundation, and dizzyingly laid out by celebrated Spanish design studio Bendita Gloria, *New York's Archaeological Sandwich* deftly captures the spirit with which Miralda ran El Internacional, deluging the reader with 272 pages of imagery and information plucked from the restaurant's prolific archives. Leasing the

space of Teddy's, a former nightclub with alleged mob ties, Miralda paired with chef and fellow Spaniard Monte Guillén to serve tapas to artists and non-artists alike, while also enlisting them as performers in curated rituals. His constantly changing décor, Tapas Bar & Restaurant. The subject of a glorious new book — *El Internacional (1984–1986): New York's Archaeological Sandwich* — the legendary restaurant, in its short but intense two-year lifespan, was as much art installation as eatery. Published by Miralda's own Food Cultura foundation, and dizzyingly laid out by celebrated Spanish design studio Bendita Gloria, *New York's Archaeological Sandwich* deftly captures the spirit with which Miralda ran El Internacional, deluging the reader with 272 pages of imagery and information plucked from the restaurant's prolific archives. Leasing the

GIMME What do you do when your government won't acknowledge the needs of its most vulnerable citizens? This question feels as relevant today as it was in 1980, nearly a decade after the AIDS epidemic began when New York City had fewer than 500 units of housing for an estimated 13,000 homeless individuals living with HIV/AIDS. In response to the situation, members of the group AIDS Coalition to Unleash Power (ACT UP) founded Housing Works, a nonprofit focused on providing care through a housing-first strategy. Over the past 25 years, through legal action, activism, and building and maintaining a network of permanent and transitional housing units for homeless New Yorkers living with HIV and AIDS, Housing Works has dramatically changed the prospects of a population which historically was almost guaranteed to never be housed. Its services, which today are offered at eleven housing sites all over New York, Housing Works provides more of collecting services than on getting and surveillance: one sees and is seen by others who share similar struggles and take the same medications; doctors can't don't judge lifestyle choices, don't question gender identity, and don't require patients to give up drugs before offering assistance. It's a strategy that works: new residents often see their viral loads, a marker of the prevalence of HIV in the blood, drop to undetectable levels within 30 days of moving in. In today's volatile political climate, narratives such as these are an essential tool in combating the indifference and animosity directed towards marginalized communities. Writer and researcher Gavin Browning set out to document the success of the Housing Works model by creating an interactive multimedia timeline of its first 25 years. Made accessible on the internet, *Housing Works History* features an easily navigable and expansive curated selection of videos, archival imagery (including letters and T-shirts), statistics, and news articles (they used Mayor Giuliani and won). Together, they document the many ways Housing Works has evolved over the years to respond to government inaction. The timeline also tracks the expansion of the Housing Works network across the city and state. **RILEY HOOKER** living with HIV/AIDS each year, suggesting that while the rate of diagnosis seems to be rising, the number of people who are not getting treatment is still alarmingly high. The organization works out effective means to mitigate homelessness and manage the treatment and prevention of HIV/AIDS. It sets a powerful example for other similar causes and shows that, even in the worst crises, there is always room for advocacy and reform.

OTTOMAN EMPIRE #1

point was a simple pitch to the manager of a beautiful Atlas...
COLUMBUS DISCOVERY
 In three days last October, designer Jonathan Heller presented 100 generative material...
PIN-UP 50

OTTOMAN EMPIRE #1
 The Ottoman Empire was a multi-ethnic empire...
BOARD 51

THE PIN-UP BOARD

A critical survey of books, exhibitions, objects, and people all readers should know about.

DESERT SONS
 C...
PIN-UP 34 **BOARD** 35



PORTFOLIO

Floral Code

The facts about flowers

Photography by Maurice Scheltens and Liesbeth Abbenens

173



"IN MEXICO URBANISM IS USUALLY MORE ABOUT REACTING THAN ABOUT PLANNING."

When a project is chosen to become the early test case for a new type of building, it is often because of the location. In the case of the All Plastic Chair, the location was the city of Mexico, where the chair was first used in the 1960s. The chair was designed by the architect and designer Maurice Scheltens and Liesbeth Abbenens. The chair is made of plastic and is designed to be used in a variety of ways. It is a simple, functional piece of furniture that has become a symbol of modern design.

1 The All Plastic Chair was first used in the 1960s in Mexico. It was designed by Maurice Scheltens and Liesbeth Abbenens. The chair is made of plastic and is designed to be used in a variety of ways. It is a simple, functional piece of furniture that has become a symbol of modern design.

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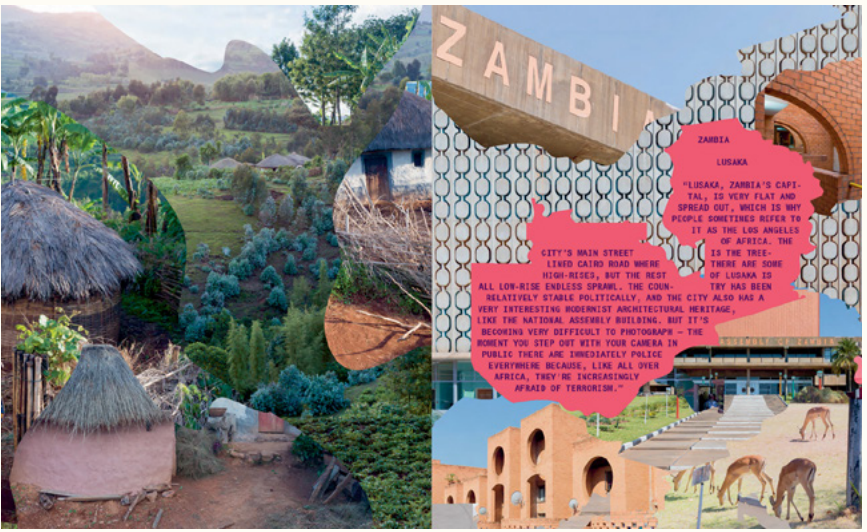
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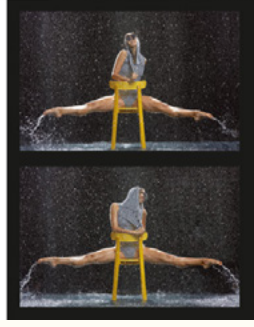


PIN-UP BOARD

A constant stream of buildings, books, objects, people, and ideas all readers should know about.

DROP

Making a splash was never easier with today's new wave of water-resistant furniture. Take the just-released All Plastic Chair designed by Jasper Morrison for WITRA. Available in seven different colors (including "buttercup two-tone," pictured), the All Plastic Chair was inspired by the typology of the classic wooden chair, but updated for the 21st century in rigid high-strength polypropylene for additional stability and comfort — not to mention weather proofing. Not only is it resistant enough for year-round outdoor use, its solid construction is also sturdy enough to withstand the kind of acrobatics Maira is prone to perform on it. Here she is defying gravity in a black-and-white striped hooded bathing suit by ARAKS and sunglasses by HOOD BY AIR.



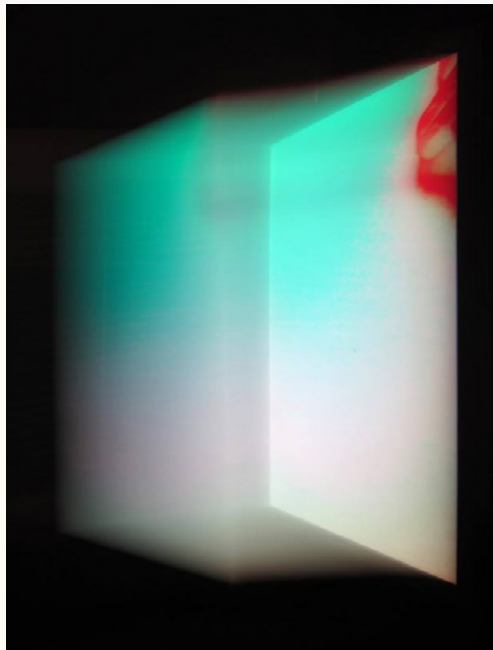
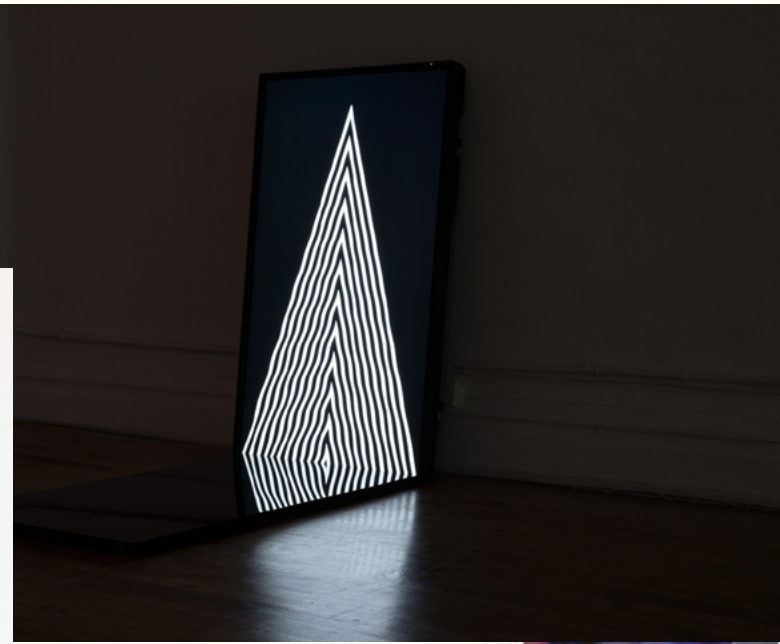
WET GORGEOUS

PHOTOGRAPHY
VINCENT DILIO



PUBLIC WORKS

In fall of 2012, I entered the doors of then 4-years old Public Works as design director to give the gallery's branding a makeover and revisit its mission statement with collaborators Wallo Villacorta and Chris Eichenseer. With a shift in Public Works' identity came a turn in its curatorial direction; it became pertinent I pivot into the curatorial process to ensure that prospective exhibitions' concept and presentation see eye-to-eye with the new branding, and vice versa.



DESIGN

Public Works Publications & Print Collateral

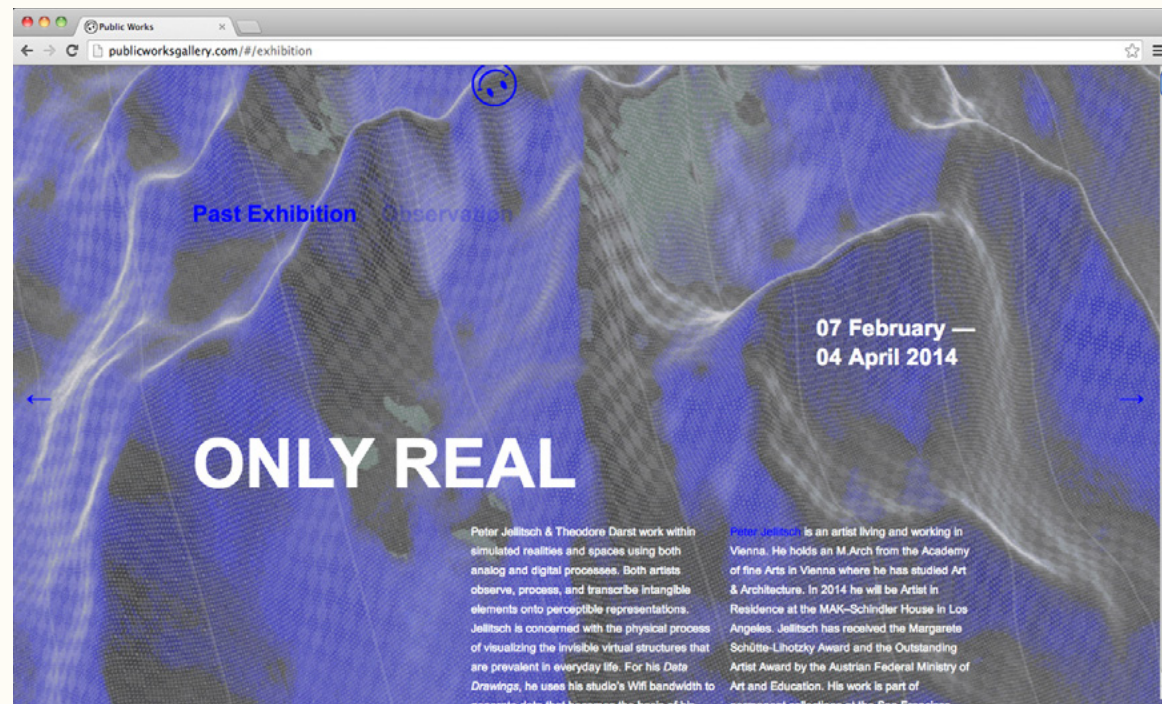
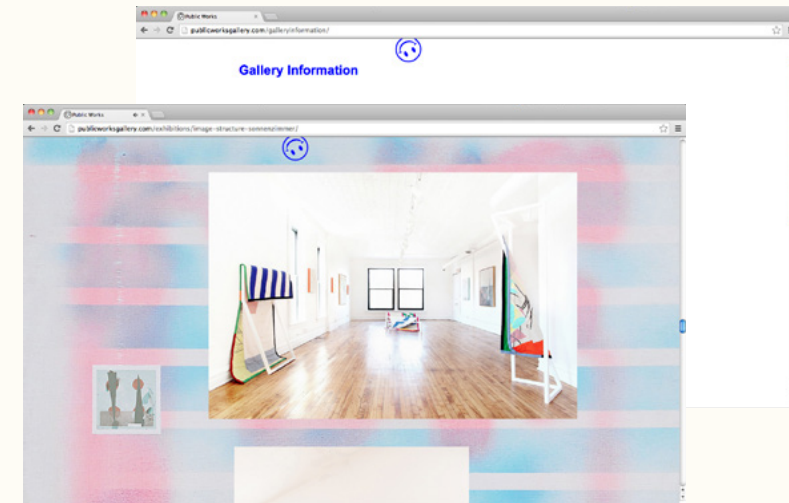
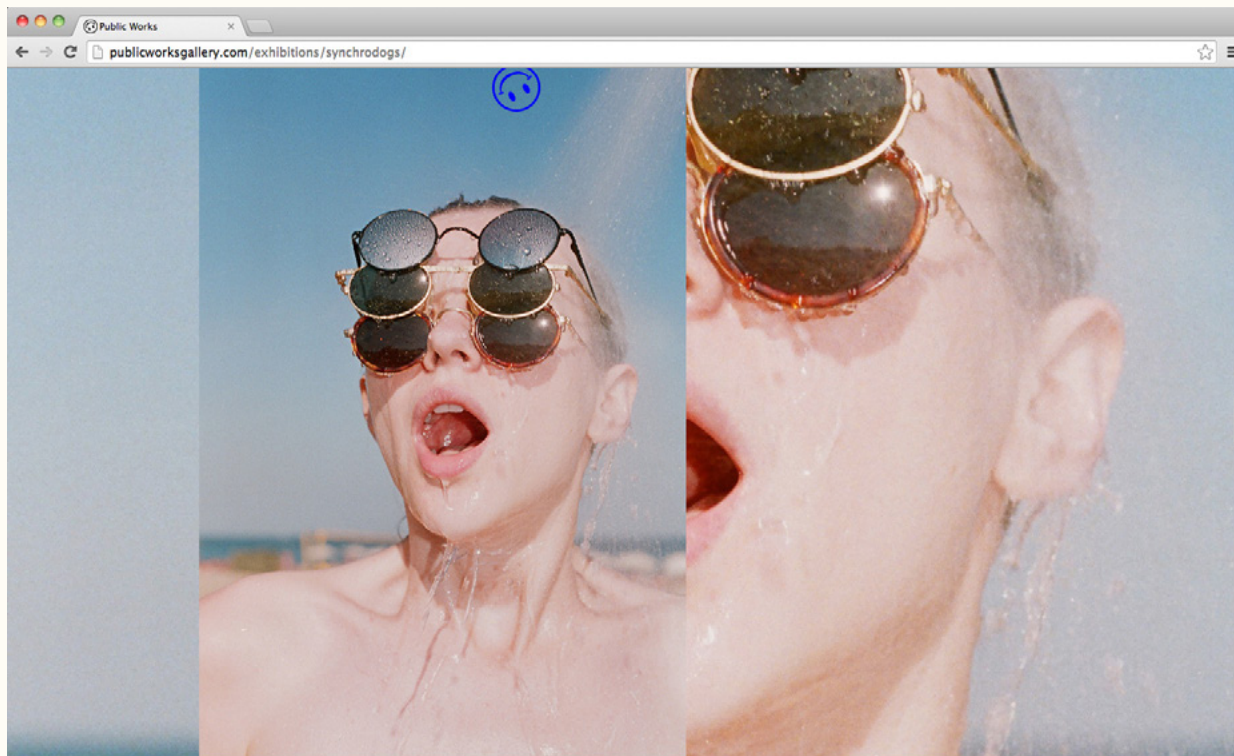
Gridded off of what I call *misaligned-alignment*, this new design direction for the design-conscious gallery reinforced the usually image-heavy content in a unique and balanced fashion. In this case of *misaligned-alignment*, the grid's purpose wasn't to lock in the content. Instead it posed as a low fence (or a dotted line), where images and typography can jump about in relation to each other until a balanced design was achieved.



DESIGN

Public Works Website

The default setting of aligning left, right, and center in html is no stranger to Public Works' rebranded website. The shift in alignment allows for each page to have its own flow. To further distinguish one exhibition page from another, a customized wallpaper conversant with the exhibited body of work embellishes the webpage as the backdrop.



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