



miguelelasmr

Art Director + Visual Designer + Problem Solver

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***"Miguel consistently impresses, both as an artist and as a professional. now my secret weapon as a producer."***

D. Sagolla  
Adobe/DollarApp - co-founder of Twitter  
San Francisco, CA

***"I've worked with Miguel on major brand development and campaigning. He is a rich creative resource, a tireless artist, a loyal associate, and a fast friend."***

C. Jolley, Ph.D.  
President, Advent Communications  
PBS Documentary Writer/Director  
Dallas, TX

***"Miguel Elasmr is one of the most talented designers I have met. His skill and attention to detail are an inspiration. His design is cutting edge and a step ahead of others."***

M. A. Norris  
Senior Art Director, PrepLogic, Inc.  
Tampa, FL

## Designer Statement

### *All about results*

Miguel E. Elasmr is a results-driven, creative consultant, designer and branding strategist located in the Orlando Florida area, serving the continental U.S., Canada and Latin America.

Miguel's goal as a consultant and as an avid problem solver is to eliminate the "static" between businesses and their target-market's purchasing decisions.

Miguel's goal as a designer is to create stunning yet relevant artwork, where solid results can be quantified, and yet delivered by beauty and an impeccable organization of information.

## Creative Specialties:

### *...Not limited to:*

- Ideation: The core of creative problem solving
- Campaigns: Ideas brought to life in multiple platforms
- Public Relations: Making sure campaigns are loud and on track
- Client Relations: Ensuring expectations are met, if not exceeded
- Mentoring: Sharing knowledge and *motivating* creative teams
- Crisis intervention: Mistakes happen, Let's clean up and move on
- Events & Shows: From branding to speaking & hosting prospects
- Technology Focus: Not allowed to be left behind



Tradeshow Booth Display - MilesMedia 2008  
"Breath of fresh marketing" Oxygen Bar

*"It has always been a difficult process to get the right look to properly brand a company. Since I have begun to work with Miguel he has made the process easy and inexpensive. The results have been fantastic."*

B. Loder  
BCL Partners  
Houston, TX

*"Miguel's amazing designs were the critical difference in our recent product launch. Their magic told our story powerfully through Flash animation and print executions, resulting in the most sales for a new product in our history."*

M. Murray  
Consultant  
Coeur d'Alene, ID

*"I have never been so pleased with anyone's work ethic."*

Shelby Langston  
CEO / Viva Elite  
Seattle, WA

## Skills + Specialties:

*World-Class, 100% Custom Design Capabilities*

### Digital New Media / RGB:

- Branding: logos, product lines & full corporate branding
- User Experience (Ux)
  - Ui: Icon graphic sets & user interface elements
  - Web Design: Concepts, Prototypes and Workflow
  - Mobile: Web apps, mobile apps, development and publishing
  - Flash: Multimedia Presentations, sites, banners & aS 3.0
- Vector Illustration: All-vector, multi-style illustrations
- Video: Editing: FinalCut Pro linear editing



### Traditional Media / Print CMYK:

- Traditional Illustration: Pen & Ink, Color Pencils, Charcoal & Acrylic
- Packaging: 3D solutions to showcase & protect your products
- Labels: Shrink wraps, stickers, nutritional labels
- Print Materials: Marketing pieces of any size & output
- Merchandise: Of any size, and type and # of colors
- Apparel: Full knowledge on silk-screen and embroidery methods



November 2010 Cover - MacWorld Magazine  
Client: Boxcar - icon + user interface design



## Case Studies:

### *Logos, Branding + Identity*

From Complex, illustrated, to simple and corporate - Brand identity is a key first step to position goods, services and companies within today's over-saturated markets. It takes a creative, unique and fully targeted approach to present the essence of a brand through a graphic identity. A solid graphic identity that can stand out from your competitors' and remain fresh for years to come.



Sarasota Rhythm, Brews, Wine and Dine 2005  
Adobe Illustrator



# Case Studies:

Logos, Branding + Identity



# NEW★ENGLAND

## Kitchen & Bath

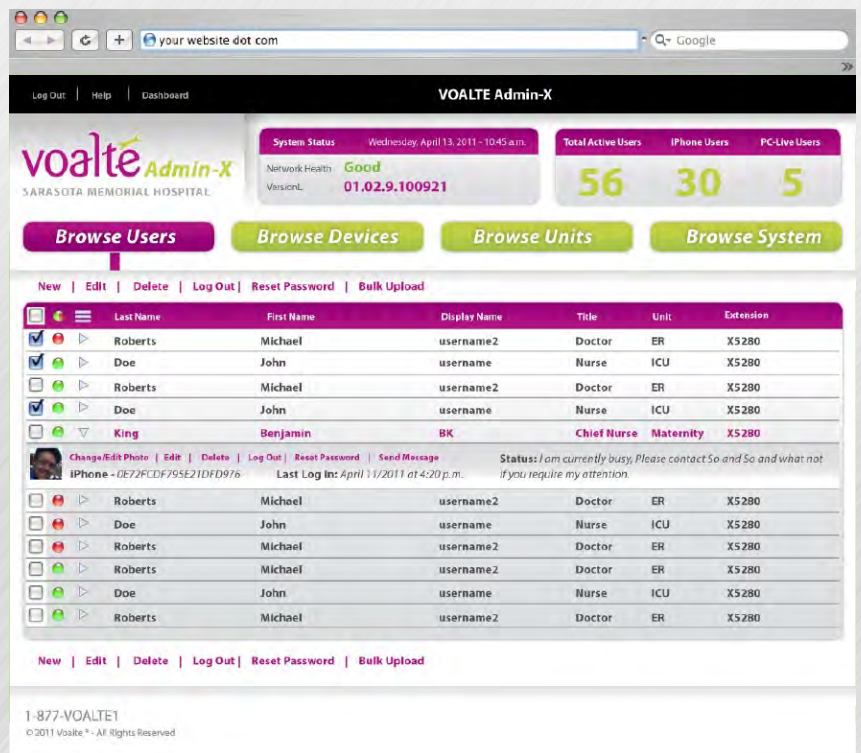
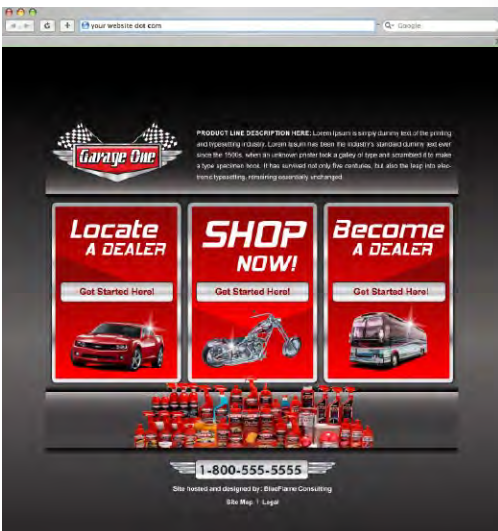


gamefacestudios



# Case Studies:

Web Design, eCommerce Sites, User / Admin Back-ends.





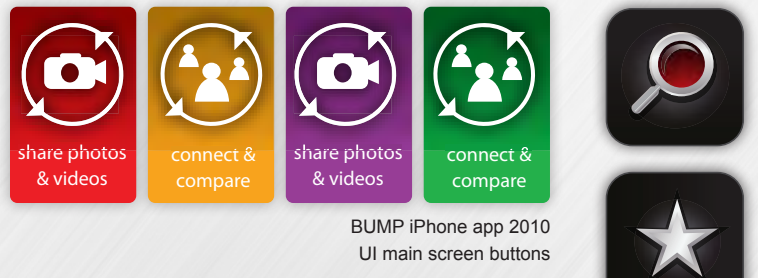
# Case Studies:

100% Vector Icons, Badges & Buttons

From the lowest levels of a project's scope, to the drilled sub-levels of web navigation, simplicity and beauty combined can expand a brand's reach. through icons and tasteful, simple graphics where the user is guided to experience and to engage.



FREE2WORK iPhone App Badges 2010  
Badges to represent different manufacturing industries.



BUMP iPhone app 2010  
UI main screen buttons



Scent badge icons - EnviroWize 2006  
Soaps, Detergents and Cleaning products

Navigation Icons  
ShopSavvy App 2010





## Case Studies:

### *Mobile Application User Experience / Interface*

iPhone, iPad, Android or Flash - doesn't matter. It's all about the USER and his/her experience utilizing, exploring and recommending your product. Good design has been brought into new levels and it's the key component reaching for core human elements, like touch, intuition, beauty and surprise. "the display is the computer".



MathCards V1.0 - Client: DollarApp  
- San Francisco.  
iTunes Staff pick for over 2 months  
under "educational" category

# Case Studies:

## Multi-Process Print Media



Protein Bar Wrappers, CyberWize 2007  
Concept, design and color separation on metallic foil

The production of successful marketing pieces, and the creation of profitable promotional products rely heavily on the understanding of the many different printing processes.

From Offset, Silk Screen, Flexo, Roto, Digital-Process to Heat transfers and Embroidery, you can rest assured every project will not only print right, but cost less, by avoiding expensive rookie mistakes.

Promoting Florida Beaches (post oil spill) 2010  
TSA Airport Security Tray Concept

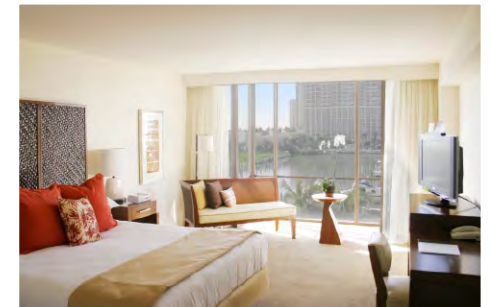
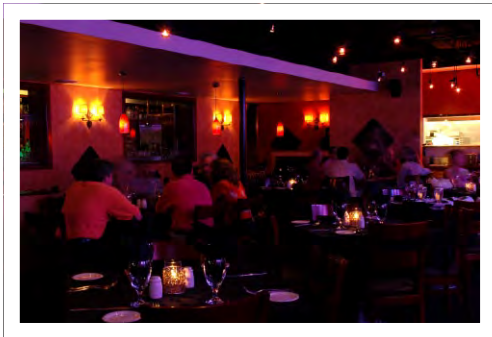


CD Concept Layout & Design for famous drummer  
Derek Roddy's band: Serpent's Rise. 2011

# Complementary Work:

...and not limited to:

## Photography



## Vector & Traditional Illustration



## Large Scale Graphics



45' motor coach - CyberWize 2007

Concept, design and tiled graphics for this monstrous 45 feet long tour bus