

RESUME & PORTFOLIO

Who

LUCIA RUSNAKOVA | lucia@bringintoreality.com | +1 224 246 0024 | www.linkedin.com/in/luciarusinak | bringintoreality.com

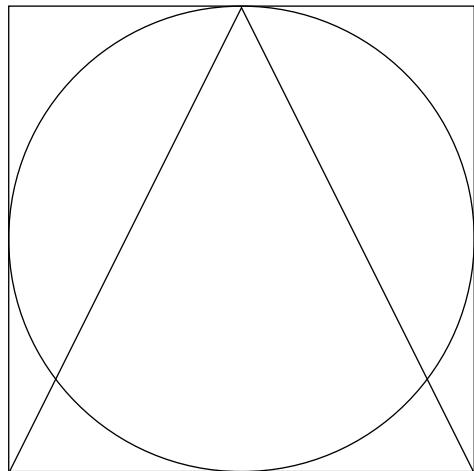
Imaginative, perceptive, curious, considerate, composed, independent, critical thinker; inspired by intelligent design, music, sustainable fashion and practices, innovative architecture, conscious travel, various art forms, quantum physics, geometry, and the simple beauty of everyday life.

Great design happens when strategy, creativity, and collaboration meet. I bring a refined design eye, a strategic mindset, and an ability to lead projects efficiently — consistently delivering at the highest standards, ahead of deadlines, and with a collaborative, empathetic approach. I thrive on turning ideas into impactful visual experiences. My work is not just about aesthetics, but also about clarity, emotion, and thoughtful storytelling. Design is my tool for making brands more powerful, messages more meaningful, and experiences more memorable.

KEY COMPETENCIES

- **End-to-End Creative Leadership:** Conceptualized and delivered branding & marketing materials from initial ideation to final production across print and digital platforms.
- **Brand Identity Development:** Expertise in building relevant identities and creating cohesive brand visuals.
- **Technical Proficiency:** Mastery of Adobe Creative Suite, with some experience in video editing and interactive design (Figma).
- **Collaborative Approach:** Proven ability to work seamlessly with cross-functional teams to execute creative visions.

what



MY STRENGTHS

- **Optimistic & resilient attitude**
- **Flexible & open-minded**
- **Imaginative & resourceful**
- **Dedicated & driven by excellence**
- **Empathetic**

MY SPECIALITIES

- **Branding (logo & visual identity systems)**
- **Website design**
- **Publication & editorial (long-form)**
- **Marketing visuals & presentations**
- **Social media content creation**
- **Digital photography & photo editing**

why

"As Lucia's creative director during her time at MonogramGroup, I witnessed her consistently demonstrate exceptional creativity, professionalism, and a sharp eye for design. She was instrumental in several projects, but the Kelvin Group project stands out the most. Her creative approach and meticulous attention to detail resulted in a transformative rebranding for a previously stale and dated HVAC portfolio company. As the lead creative, Lucia hit it out of the park—this project was a tremendous success for us."

Chip Balch

Creative Director, MonogramGroup

"Lucia is an exceptional designer. I had the pleasure of working with her on a number of projects and saw first hand her immense creativity and professionalism. As a well-rounded designer she can expertly produce a wide variety of projects. She shows an expert knowledge of design principles and design software. I can highly recommend her for your next project or role."

Meaghan Cain

Graphic Designer, (Formerly) OLIVER

"We interviewed several freelance candidates for a particularly busy period of work. Within 10 minutes of meeting Lucia and going through some of her work, we knew we had found the right candidate. Lucia is an absolute joy to work with. She fitted into and worked alongside the team seamlessly, understanding the complexities of the brief/s working at speed and accuracy. I would have no hesitation in hiring Lucia again. A consummate professional. Highly recommended."

Gursh Matharu

Creative Director, (Formerly) ADM Promotions

"Lucia has helped me in producing various pieces of artwork, from exhibition stand designs, through to detailed product brochures. She rapidly understands the brief for any project and works quickly to produce beautiful, fresh designs. She is responsive and always delivers on time."

Chris Jones

Founder of The Knot Agency

"Lucia is an excellent freelance designer who came to our rescue when we needed urgent help. She was able to jump right in and work with minimal supervision. Lucia is a well rounded designer and she delivered great results on time. The entire team enjoyed working with her so much that we tried to get her back for other projects, but being so popular made her hard to come by. Therefore anyone who gets to work with Lucia should count themselves lucky."

Joerg Metzner

Design Director, Rand McNally

"Lucia has always been a joy to work with. She has an excellent work attitude and does what it takes to get the job done correctly and on time. She grasps difficult concepts quickly and comes up with creative solutions when time is short and the volume of work to complete is high. Lucia is an asset to any company that works with her."

Amy Cleary

Education Manager, JACH

RÉSUMÉ

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PROFILE

- **Results-driven Art Director and Designer** with over 20 years of experience in graphic design, brand development, and visual storytelling across various industries.
- Recognized for an **exceptional eye for detail** and the **ability to transform ideas and insights into clear and impactful designs**.
- Skilled in managing multiple projects, collaborating with cross-functional teams, and leading creative processes from concept to execution with a strong track record of delivering high-quality work on time and within budget.
- Enthusiastic about continual growth, and creating brands and marketing materials that build value for businesses.



CORE COMPETENCIES & TECHNICAL SKILLS

- **Branding & Visual Identity:** Logo design, brand guidelines, corporate identity, website design
- **Publication & Editorial Design:** Long-form documents, proposals, brochures
- **Print & Digital Design:** Marketing collateral, presentations, packaging, event materials
- **Creative Direction & Team Collaboration:** Leading projects under the guidance of CD and working directly with clients
- **Photography & Image Editing:** Digital photography, retouching, visual assets
- **Project Management & Timelines:** Efficient in managing multiple projects and meeting deadlines

ADVANCED: Adobe Photoshop, Illustrator, InDesign, Acrobat

INTERMEDIATE: Figma, Adobe XD, Adobe Express, Mailchimp, Constant Contact, Google Drive, Docs, Slides, Microsoft Powerpoint

BASIC: After Effects, Premiere Pro, Zoho, Asana, Slack



PROFESSIONAL EXPERIENCE

SENIOR ART DIRECTOR, BRAND DESIGNER

03/2023 - 12/2024
MONOGRAMGROUP

A dynamic and collaborative role focused on creating new (**Private Equity, Portfolio Company, Finance**) brands and transforming outdated visual identities into meaningful, cohesive, and engaging experiences that tell a story and build value.

- **Collaborated with a diverse team** to bring client visions to life, ensuring designs were creative, functional, and on-brand.
- **Managed and prioritized multiple projects** simultaneously, consistently delivering on time and within budget.
- Partnered closely with CDs and AEs to **develop concepts and build brand systems** for multiple clients, including logo and website design, brand guides, social media, marketing materials, and presentations.
- **Built emails** (Mailchimp, Constant Contact) and other **templates** for client use.

SENIOR GRAPHIC DESIGNER, PHOTOGRAPHER

04/2016 - Present
FREELANCE & CONTRACT ROLES

CLIENTS: Agency EA, Alight Solutions, Archipelago Expedition Yachts, Assurance Agency, BOA & BUSarchitektur, Cresset Capital, Graphic Cell, Emerald, The Knot Agency, Minority Rights Group, Neoscape, ORVEDA, Rooster Punk, Savills, UHA London...

- Photographed various events and lifestyle photoshoots, including **HOW Design Live Conference** three years in a row (2022-2024) as their official event photographer.
- Collaborated with a range of clients across **various industries**, including **maritime transportation, financial services, insurance, real estate, architecture, international affairs**, etc.
- I have successfully managed a variety of short- and long-term design projects from start to finish, delivering **impactful visual identities, proposals, presentations, and marketing visuals**, enhancing clients' brand presence and engagement.

RÉSUMÉ

LUCIA RUSINAKOVA | lucia@bringintoreality.com | +1 224 246 0024 | www.linkedin.com/in/luciarusinak



PROFESSIONAL EXPERIENCE (CONT.)

GRAPHIC DESIGNER

11/2014 - 04/2016

OLIVER AGENCY, LONDON, UK

- Designed creative materials for a range of renowned clients, including **KPMG, AA, Amlin, Samsung, and Starbucks**.
- Collaborated directly with senior executives and project managers** to produce visually engaging proposals and marketing materials under tight deadlines.
- Developed design concepts, layouts, and infographics for **proposals, brochures, and event materials**.
- Managed fast-paced production of documents for print, ensuring accuracy, quality, and alignment with client expectations.

GRAPHIC DESIGNER, PHOTOGRAPHER

10/2012 - 11/2014

FREELANCE (VARIOUS COMPANIES)

- Specialized in branding, design, and photography for a diverse group of international clients, with notable work on large-scale projects in the architecture and publishing sectors.
- Successfully designed the **Campus WU: A Holistic History** architectural book, a **384-page multilingual publication**, and the **Campus WU pre-opening booklet** for **Vienna University of Economics and Business** in collaboration with **BUSArchitektur & BOA** (Büro für offensive aleatorik) under the leadership of Laura P. Spinadel.
- Managed the entire design process from concept to final production, collaborating with architects and photographers.



EDUCATION:

DEPAUL UNIVERSITY
Chicago
Bachelor of Arts (BA)
in Graphic Design
(With Honors)

CERTIFICATIONS:

- THE SECRET POWER
OF BRANDS
(Short Course Certificate,
UNIVERSITY OF EAST
ANGLIA, 2020)
- After Effects CC 2019
Essential Training:
The Basics

LANGUAGES:

- English (Fluent)
- Slovak (Native or Bilingual)
- Polish (Limited Working)
- French (Intermediate)
- Spanish (Basic)

INTERESTS:

- Painting & writing
- Traveling & experiences
- Interior design & architecture
- Sustainable practices
- Fashion, cinema & music
- Nutrition, yoga & mindfulness

MY WORK

Archipelago: Ready for the Next Adventure

In 2024, I re-teamed with WSW Marine to redesign the website and evolve the visual identity for Archipelago Expedition Yachts. With several catamaran models in production and a growing presence in the eco-conscious yachting market, the brand matured significantly from its startup roots.

The goal was to reflect Archipelago's position at the intersection of sustainability, high-performance engineering, and contemporary luxury while keeping the visual identity clean & simple, yet refined and visually appealing.

My approach focused on creating a sense of spatial clarity and composure: generous white space, a restrained color palette, and a structured typographic rhythm that balances functionality with brand character. Subtle motion and interactive details signal innovation and responsiveness, while carefully curated photography reinforces the brand's narrative.

The result is a brand experience that feels modern, capable, and quietly confident—positioning Archipelago for its next chapter as a leader in sustainable ocean exploration.

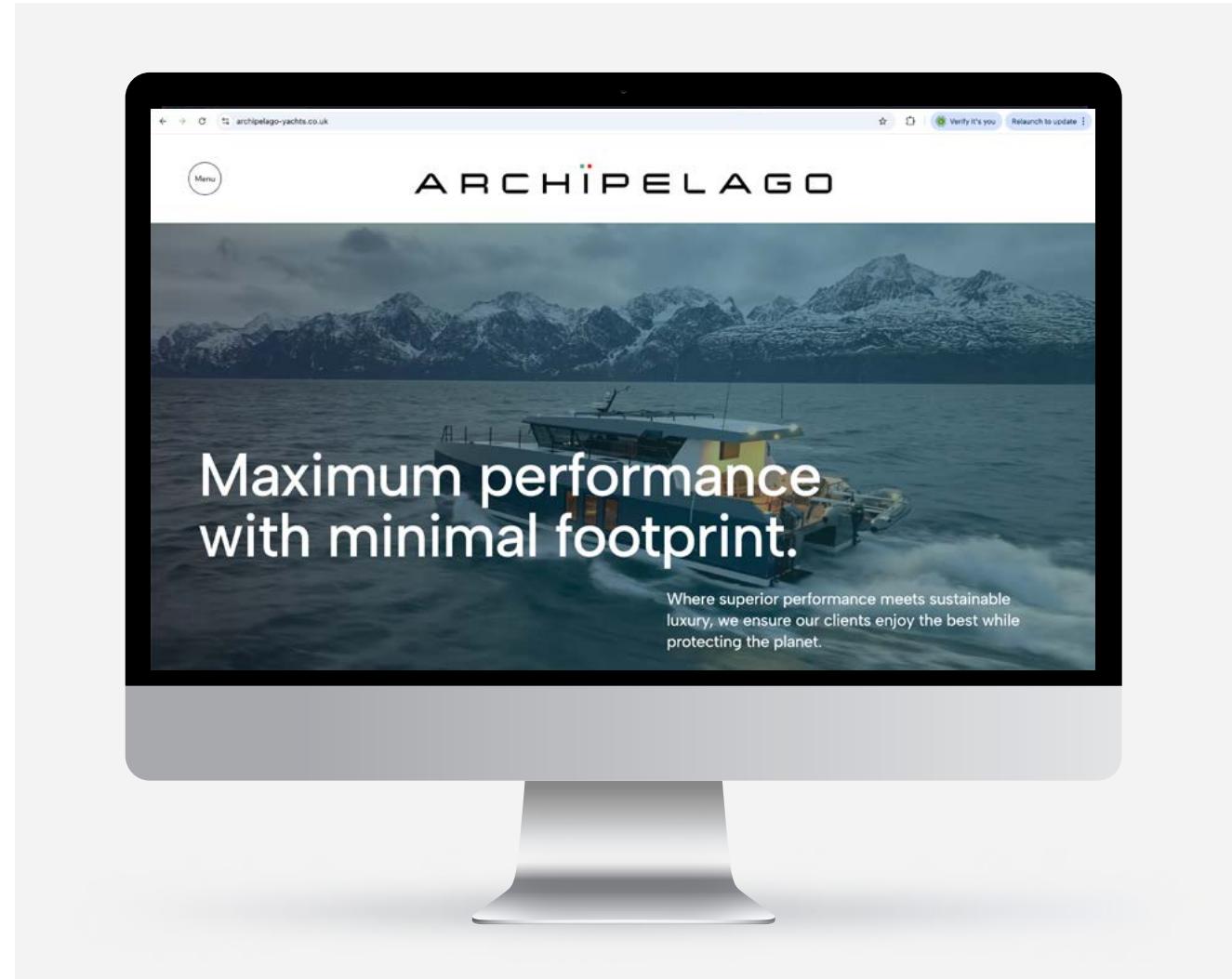
Role
Sole Art Director
& Brand Designer

Service
Logo Design & VI
Website Design
Marketing Collateral

Client
WSW Marine

Year
2024-2025

STAGE 2 (2024-2025)





Maximum performance with minimal footprint

Where superior performance meets sustainable luxury. We ensure our clients enjoy the best while protecting the planet.



OUR DNA: EXPECT MORE

SAFETY
Our vessels are constructed from aluminium and designed to the highest standards using techniques employed for the roughest workboats.

SPEED
Unlike a traditional ocean-capable monohull we offer high-speeds, with all our vessels capable of 25+ knots.

SHALLOW DRAFT

Our vessels are lightweight catamarans drawing 1m, all our vessels can be beached / dried out.

STABILITY

Built for endurance, our yachts deliver exceptional stability, letting you explore without limits.

SIMPLICITY
Simplicity is paramount: we need no gyros, no stabilisers; we believe in ultimate simplicity, improving safety, and maintainability.

SUSTAINABILITY
All our vessels are hybrid by design, offering silent, solar propulsion alongside diesel engines for higher power operation.

SPACE
As a catamaran we offer significantly more living space than a monohull of the same size.

ADVANCED ENGINEERING MEETS PERSONALIZED DESIGN FOR EVERY ADVENTURE

Our commitment to combining robust engineering, innovative technology, modern design, excellent performance, and environmental responsibility makes Archipelago one of a kind.

We are dedicated to creating boats that not only perform exceptionally in all scenarios but also align with your values and enrich your lifestyle.

BRAND VALUES
The expression of shared cultural values that will define the brand's intent and actions

RESPONSIBILITY
INTEGRITY
AUTHENTICITY
EXCELLENCE
INNOVATION

BRAND PERSONALITY
The qualitative, human characteristics used to express the brand

QUIETLY CONFIDENT
FRIENDLY & DOWN-TO-EARTH
COURAGEOUS
ENERGETIC
CARING



To complement the boat photography on the website and in presentations we want to use exciting imagery with a sense of adventure as well as striking natural phenomena.

Our logo conveys simplicity, clarity, and confidence. There is a full version of the logo with the descriptor and a simplified version without it.



ARCHIPELAGO BRAND COLOURS

Deep blue sea
Combining the blue's tranquil stability with the vitality and optimism of green, symbolizing serenity, renewal, and a sense of balance.

Spring green
Invigorating colour that captures the essence of renewal, growth, and vitality. Green is also associated with safety, freshness, and nature.

Red
Colour of excitement (adventure), strength, energy, action.

PRIMARY COLOURS



DEEP BLUE SEA
PANTONE 2945 C
RIS 3455 R
CMYK 0/0/44/44

SPRING GREEN
PANTONE 375 C
RIS 3455 R
CMYK 47/47/0/0

RED
PANTONE 180 C
RIS 3455 R
CMYK 0/0/100/0

SUPPLEMENTARY COLOURS

MD
PANTONE 180 C
RIS 3455 R
CMYK 0/0/100/0

GREEN
PANTONE 375 C
RIS 3455 R
CMYK 47/47/0/0

Maximum performance with minimal footprint.

ADVANCED ENGINEERING MEETS PERSONALIZED DESIGN FOR EVERY ADVENTURE

A combination of the luminary, maverick and explorer.
1234567890

A combination of the luminary, maverick and explorer.
1234567890

VALUES: innovation, intelligence, confidence, adventure, discovery, ambition, freedom
1234567890

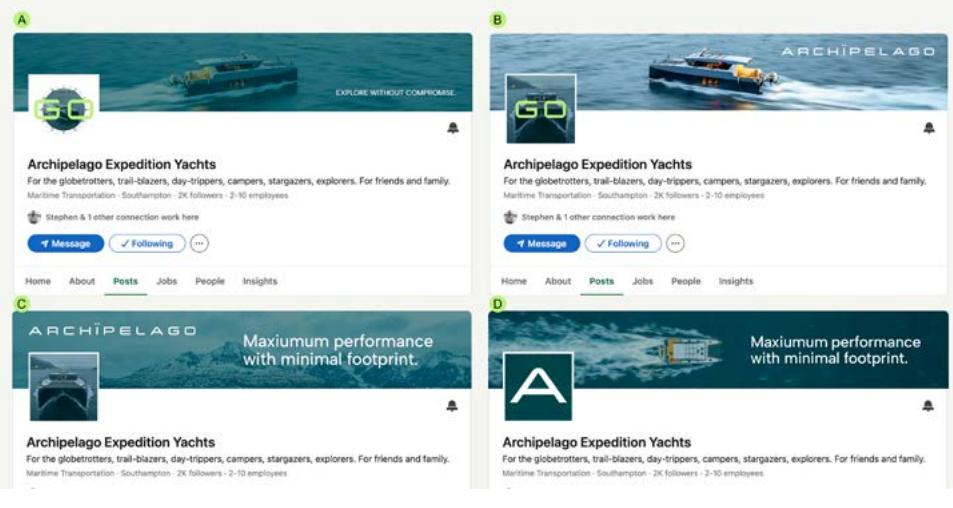
VALUES: innovation, intelligence, confidence, adventure, discovery, ambition, freedom
1234567890

Albert Sans
SemiBold / Medium
Sentence case
Tracking -10

Albert Sans
Medium (ALL CAPS)

Albert Sans
Bold
SemiBold
Regular
Light

SOCIAL MEDIA EXAMPLES



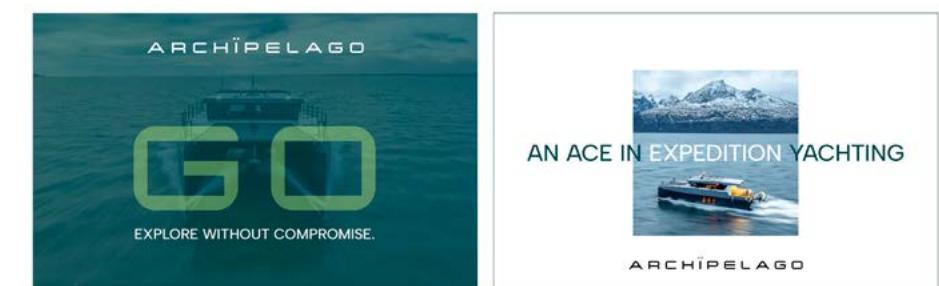
SOCIAL MEDIA EXAMPLES



SOCIAL MEDIA EXAMPLES



SOCIAL MEDIA EXAMPLES



SOCIAL MEDIA VISUALS

Infinity Towers

Inspired by an idea of the 360 living and the Mediterranean seaside location, the visual identity concept stems from the cycle of day and light.

As we go through our day-to-day lives, we tend to forget the pure beauty of the quotidian elements and processes. One of those being the light changing during the day. Only when on holiday we take time to enjoy these natural changes by observing the sunrise or the sunset.

Thanks to its positioning near the beach and architectural design offering the unobstructed view from every apartment, the Infinity Towers will benefit from the luxury amenities, the sophisticated design and appliances, and the beautiful vistas of the Mediterranean sea surroundings. The visual branding concept reflects this sophistication and high-end luxury through refined logo design, typography, and a fresh, inspiring colour palette and imagery.

Role

Conceptual Designer

Service

Art Direction,
Logo Design, Branding

Client

UHA

Year

2020



The ultimate
Limassol
residence
blending
modern style
& timeless
quality

INFINITY TOWERS
360° LIVING

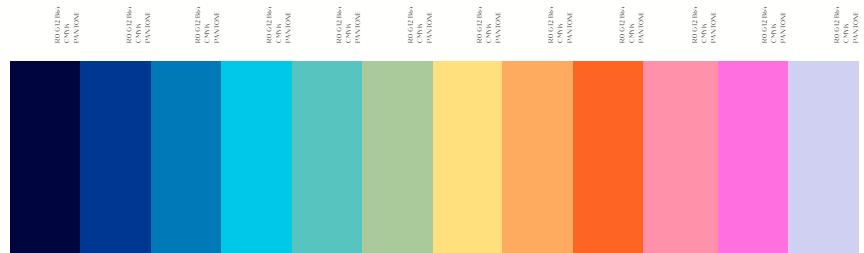
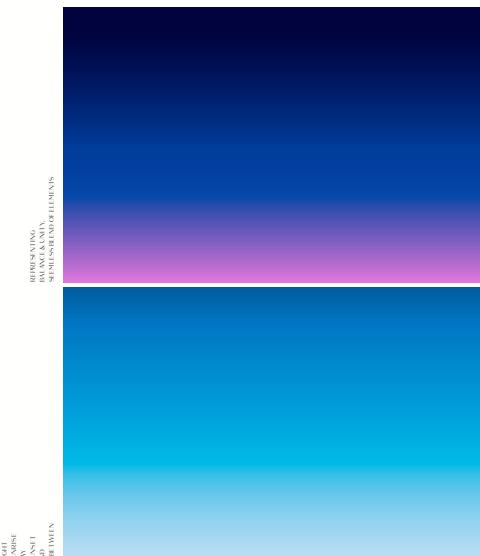
Luxurious Spa
& treatment
rooms
Gardens &
parks

Infinity Towers

360 living
Modern luxury
Refined lifestyle
Expanding horizons
Uplifting environment
Boundless inspiration
The ultimate Limassol residence
Blend of modern style & timeless quality

Inspired by an idea of the 360 living and the Mediterranean seaside location the concept for the visual identity stems from the cycle of day and the light. As we go through our day-to-day lives, we tend to forget the pure beauty and magic in the quotidian elements and processes. One of those being the changing light during the day. Only when on holiday we take time to enjoy these natural changes by observing the sunrise or the sunset.

- Thanks to its positioning near the beach and architectural design offering the unobstructed view from every apartment, the Infinity Towers will benefit not only from the luxury amenities, the sophisticated design and appliances but also from the beautiful vistas of the Mediterranean sea and the surroundings. Residents of this mixed-use development will be able to enjoy the full spectrum of the light that a day has to offer.



The ultimate
Limassol
residence
blending
modern style
& timeless
quality

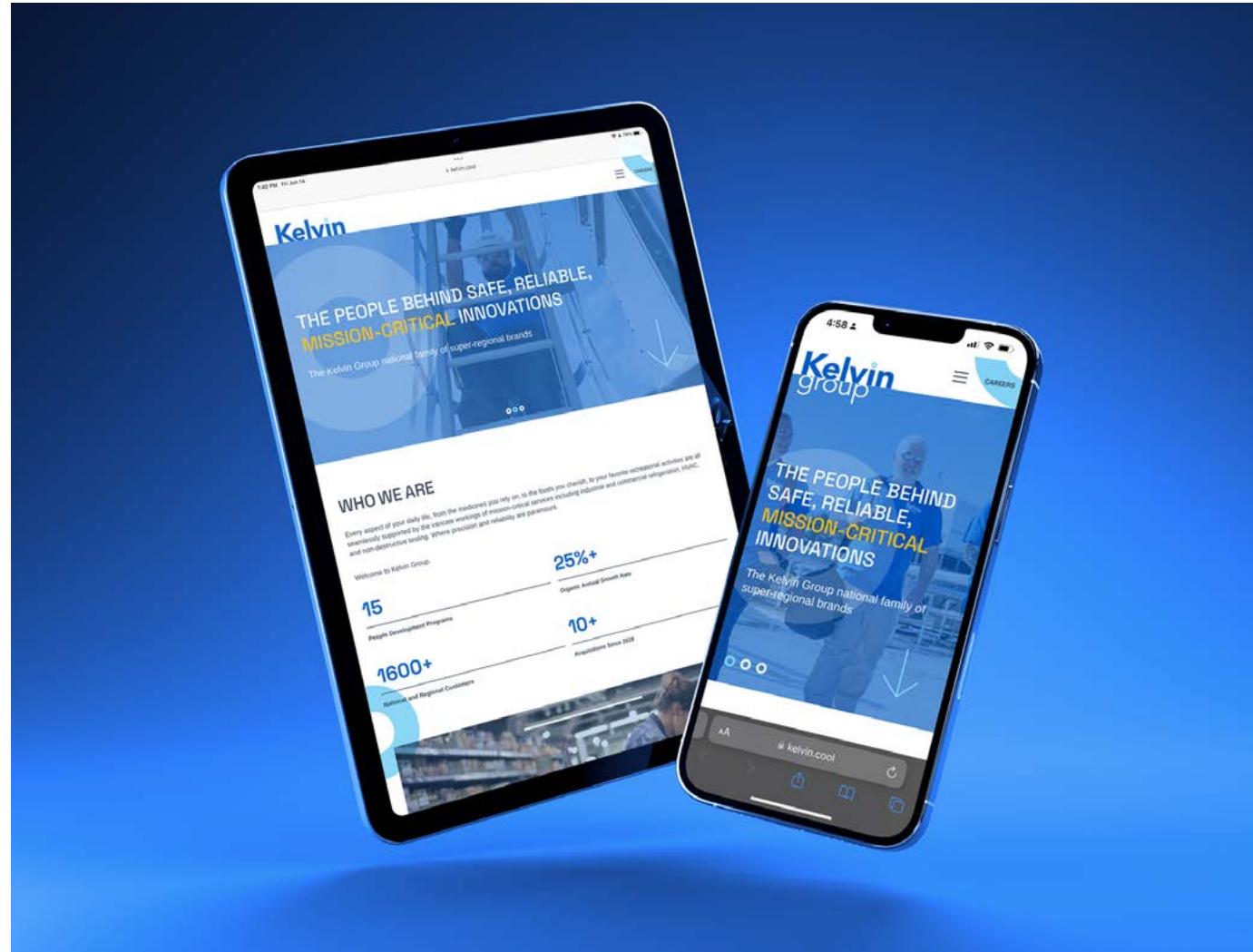


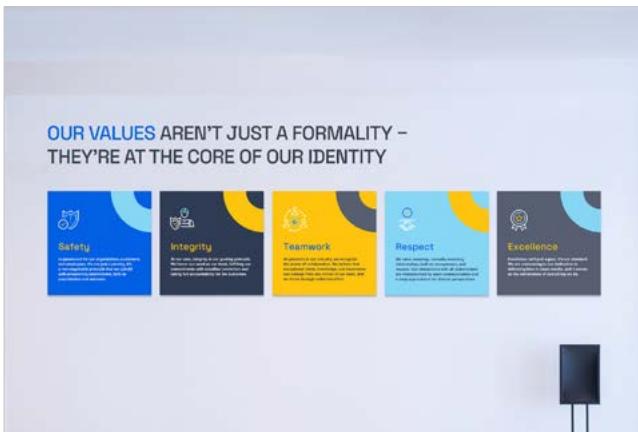
Kelvin Group

Role	Service	Employer (Client)	Year
Senior Art Director & Brand Designer	Brand refresh Website Design Marketing Collateral	MonogramGroup	2024

MonogramGroup was engaged in March 2024 to holistically reimagine and evolve the brand into the preeminent leader it is. Kelvin Group's rapid organic and M&A growth and aspirations of being the go-to mission-critical infrastructure platform in the market resulted in an expedited timeline to launch the new brand.

I was the project's art director & brand designer, collaborating with a CD, AE, and web developer to deliver the website and other brand refresh elements, such as a PowerPoint and email templates.





Kelvin group

THE PEOPLE BEHIND
SAFE, RELIABLE,
MISSION-CRITICAL
INNOVATIONS

KELVIN GROUP IS PROUD TO UNVEIL A BRAND
NEW WEBSITE

Get ready to experience our new look and feel as we unveil our refreshed branding to better serve you. We are thrilled to share with you our latest expansion plan!

As part of our refreshed branding announcement, we are taking our website to new heights to better reflect what Kelvin Group is all about. Stay tuned for updates on how our expansion will benefit you and enhance your experience with us. Thank you for being a part of our journey towards greater success and innovation.

Thank You,
Kelvin Group Leadership Team

[Visit our new website](#)

KELVIN GROUP AT A GLANCE

Every aspect of your daily life, from the medicines you rely on, to the foods you cherish, to your favorite recreational activities are all seamlessly supported by the intricate workings of mission-critical services including industrial and commercial refrigeration, HVAC, and non-destructive testing. Where precision and reliability are paramount.

15
People Development Programs

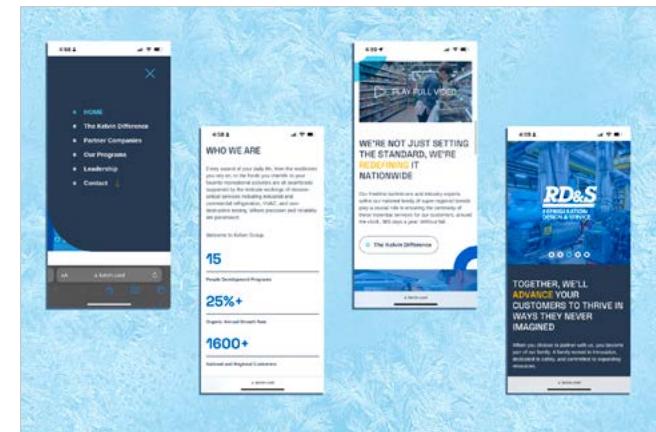
25%+
Organic Annual Growth Rate

1600+
National and Regional Customers

11
Acquisitions Since 2018

[Find out more](#)

Our mailing address is:
5811 North 100th Street, Suite 200
OMAHA, NE 68132-2700
Add us to your address book
Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.



REFRESHED BRAND MATERIALS, WEBSITE & EMAILER

Kelvin group

COMPANY OVERVIEW

The Kelvin Group national family of super-regional brands.

May 2024

THE PEOPLE BEHIND SAFE, RELIABLE, MISSION-CRITICAL INNOVATIONS

WHO WE ARE

15 People Development Programs	25%+ Organic Annual Growth Rate
1600+ National and Regional Customers	11 Acquisitions since 2018

Kelvin

Every aspect of your daily life, from the medicines you rely on, to the foods you cherish, to your favorite recreational activities are all seamlessly supported by the intricate workings of mission-critical services including industrial and commercial refrigeration, HVAC, and non-destructive testing. Where precision and reliability are paramount.

Welcome to Kelvin Group.

3

OUR MISSION

Kelvin Group's mission is crystal clear: Empower every technician with best-in-class training, resources and unwavering support to deliver on our promise flawlessly.

We're not just setting the standard; we're redefining it nationwide. Innovation, reliability and an end-to-end range of services are our hallmarks, enabling our customers to thrive.

At Kelvin Group, meeting expectations is not good enough. Surpassing them is what we demand of ourselves.

Kelvin

OUR BRAND PILLARS

Brand Market Positioning

The go-to, gold standard services provider in designing, building, and maintaining mission-critical refrigeration infrastructure across the US.

Brand Values

- Safety
- Integrity
- Teamwork
- Respect
- Excellence

Brand Personality

- Down to earth
- Industrious
- Committed
- Meticulous

Kelvin

5

OUR VALUES

Safety

Safety is paramount for our organization, customers, and employees. It's not just a priority; it's a non-negotiable principle that we uphold with unwavering commitment.

Integrity

At our core, integrity is our guiding principle. We honor our commitments, setting our standards high. We believe that exceptional talent, knowledge, and experience can emerge from any corner of our team, and we thrive through full accountability for the outcomes.

Teamwork

As pioneers in our industry, we recognize the value of collaboration and teamwork. Our interactions with all stakeholders are characterized by open communication and a deep appreciation for diverse perspectives.

Respect

We value enduring, mutually enriching relationships built on mutual respect. Our interactions with all stakeholders are characterized by open communication and a deep appreciation for diverse perspectives.

Excellence

Excellence isn't just a goal; it's our standard. We are unwavering in our dedication to delivering best-in-class results, and it serves as the cornerstone of everything we do.

Kelvin

6

KELVIN GROUP OVERVIEW

Services

- 24/7 service and planned maintenance
- System components replacement
- New system design and installations
- Industrial refrigeration-specific compliance programs and inspections
- Environmental, Health and Safety ('EHST') programs

Core End Markets

- Food & Beverage Processing
- Life Sciences
- Cold Storage
- Recreation
- Critical Process / Manufacturing
- Academics / Universities

Kelvin

7

SERVING AND TRANSFORMING 1,500+ CUSTOMERS NATIONWIDE

OUR PARTNERS

AES
NON DESTRUCTIVE TESTING

Advanced Examination Services is a national nondestructive testing provider that conducts testing and inspection services.

HQ: Torrance, CA

Additional Offices: Collinville, IL, Lakeville, MN, Moses Lake, WA

Primary Coverage Area: National

Kelvin

8

Americase

Role

Senior Art Director
& Brand Designer

Service

Exhibition stand
design concept

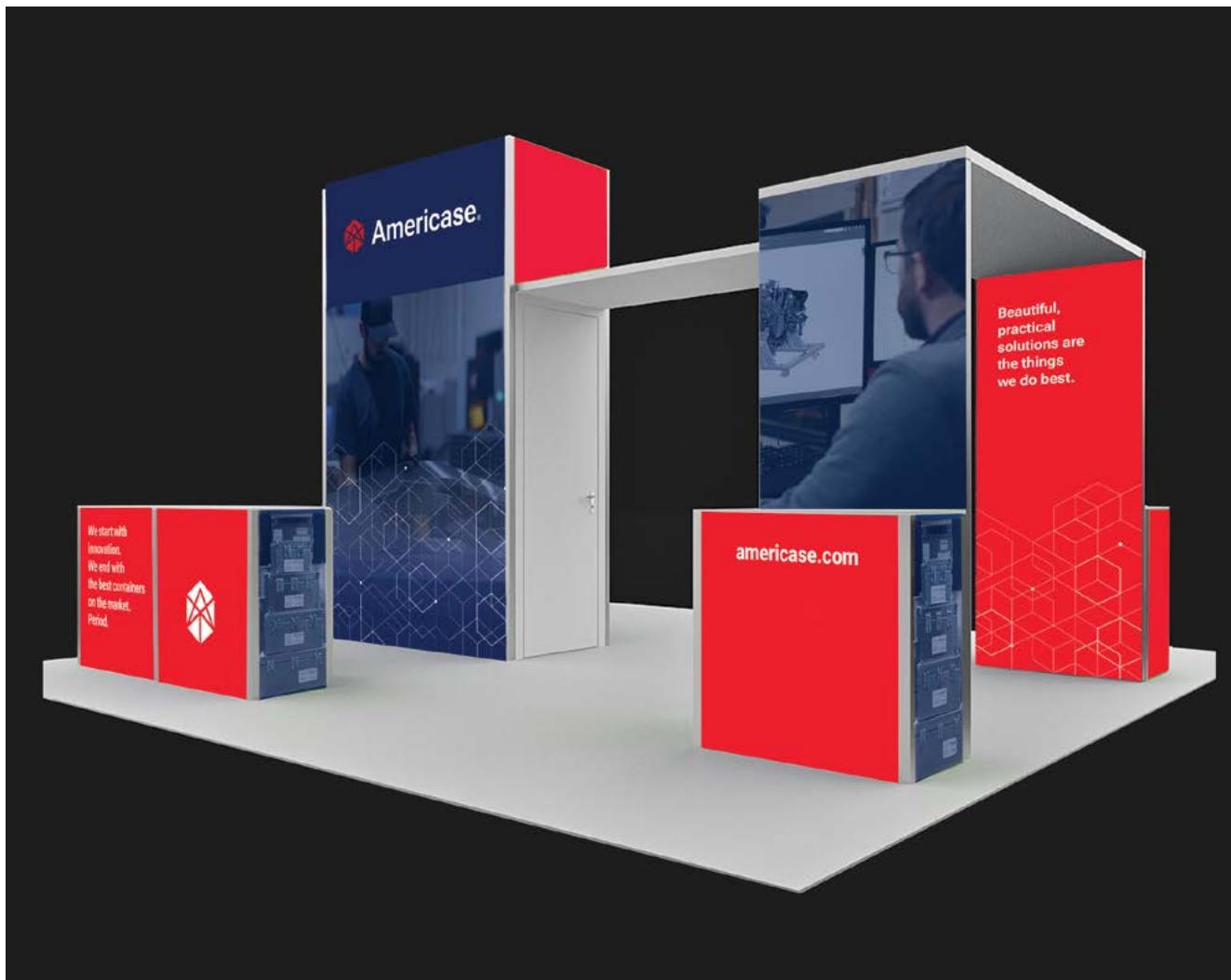
Employer (Client)

MonogramGroup

Year

2023

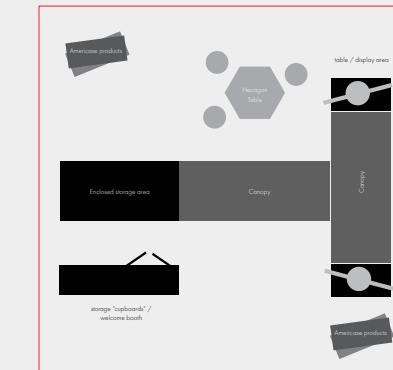
DESIGN A: MID TO UPPER-MID BUDGET (DEPENDING ON ACCESORIES)



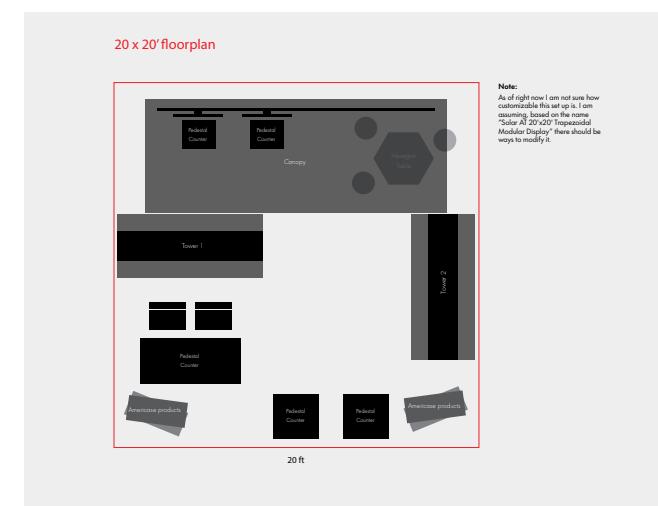
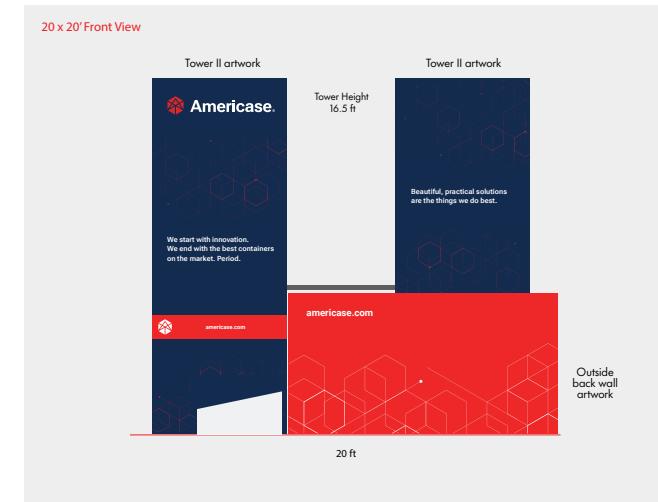
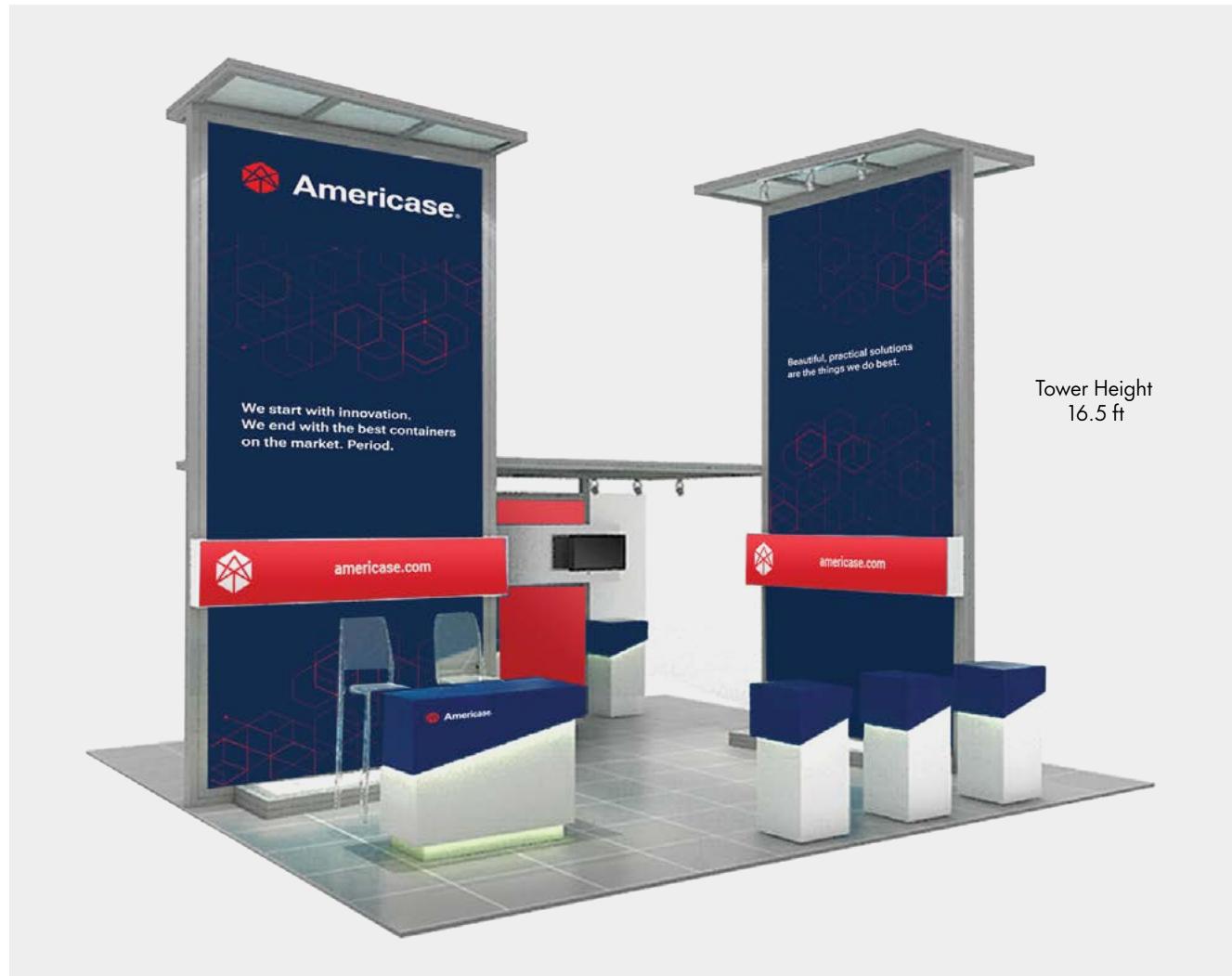
20 x 20' Front View



20 x 20' floorplan



DESIGN B: MID TO HIGH BUDGET (DEPENDING ON CUSTOMIZATION AND ACCESORIES)



Distinguished Programs

MonogramGroup's collaboration with Distinguished started with qualitative and competitive research, leading to the development of a refreshed visual identity and new marketing materials. The new materials for Distinguished Programs streamline complex information into clear, concise, and easily accessible formats.

I collaborated with a CD to lead the design and delivery of the new brand system, brand guide, PowerPoint templates, homepage UI prototype, sales sheets, and stationery.

The main goal was to create a strong visual identity reinforcing the brand's professionalism, human-focused approach, and leadership in specialized insurance, as well as to clearly organize and effectively communicate key details, enhancing user understanding and engagement.

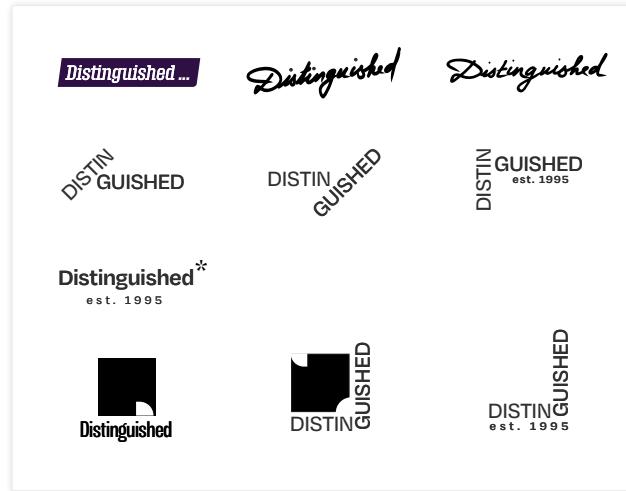
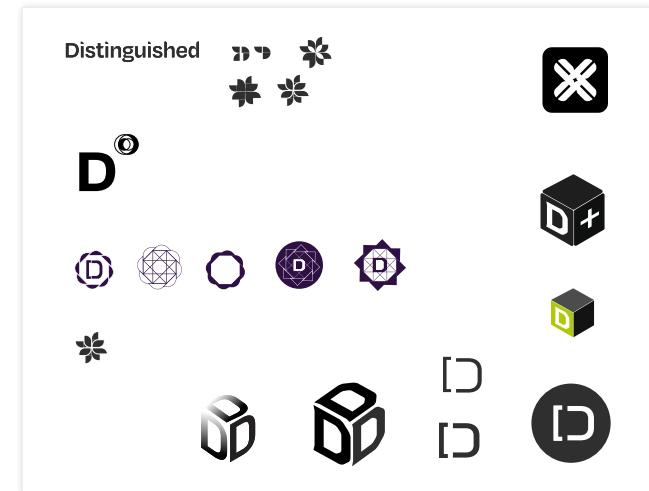
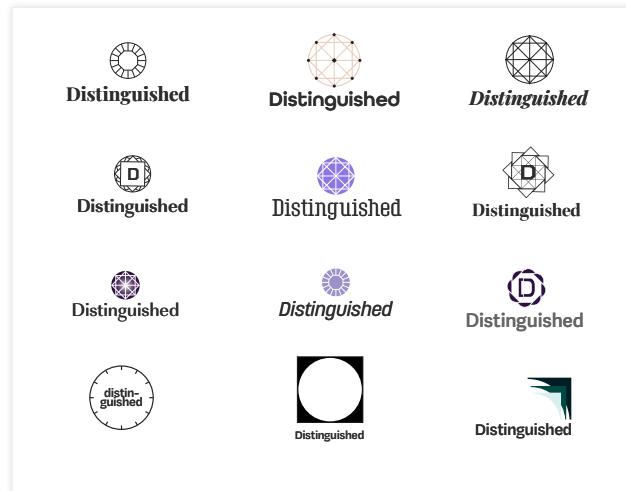
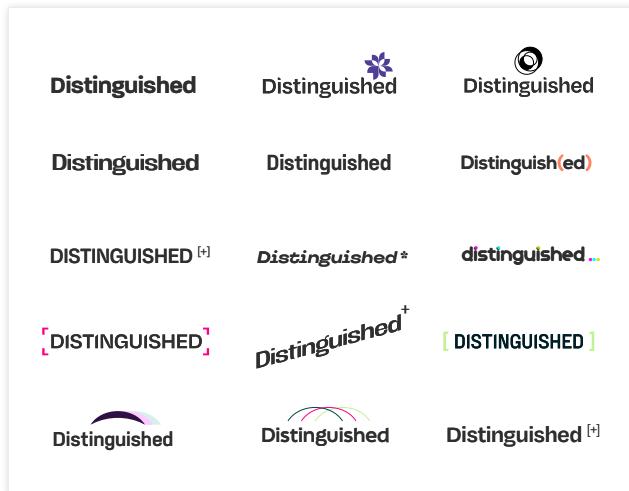
Role
Senior Art Director
& Brand Designer

Service
Brand refresh
Brand Guide
Website Concept
Marketing Collateral

Employer (Client)
MonogramGroup

Year
2023





Community Associations

- Officers Insurance
- Community Association Crime Insurance
- Restaurants
- Ghost Kitchens
- Deadly Weapons Protection

Builders

- Coastal Builder's Risk
- City Landlord Insurance*
- City Multi-Family Insurance*
- City Condo Insurance*
- New York Brick & Brownstone Insurance*

D

Programs and Coverages Overview



Distinguished.

Distinguished Product Overview



Distinguished Restaurants Program



Distinguished Hotels, Resorts & Casinos Programs



How to submit business

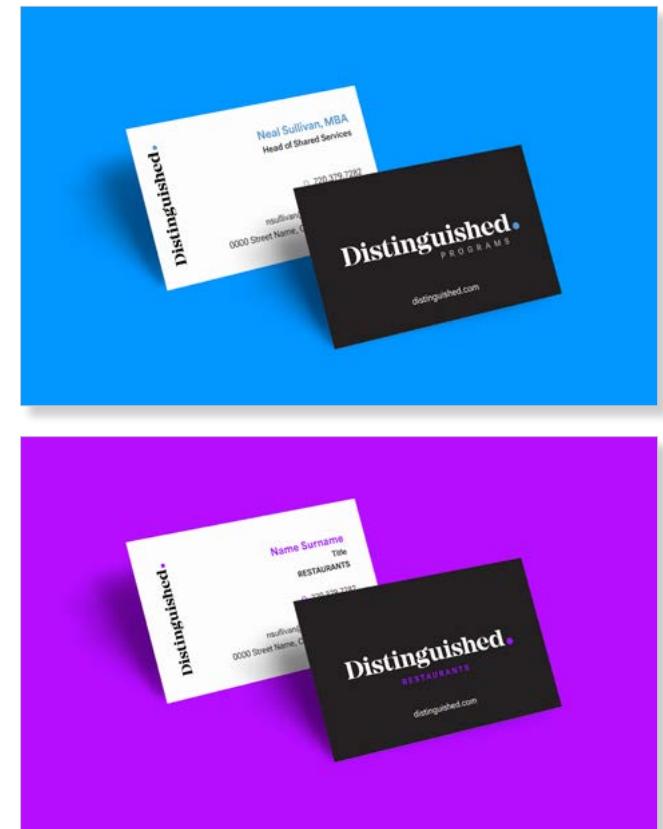
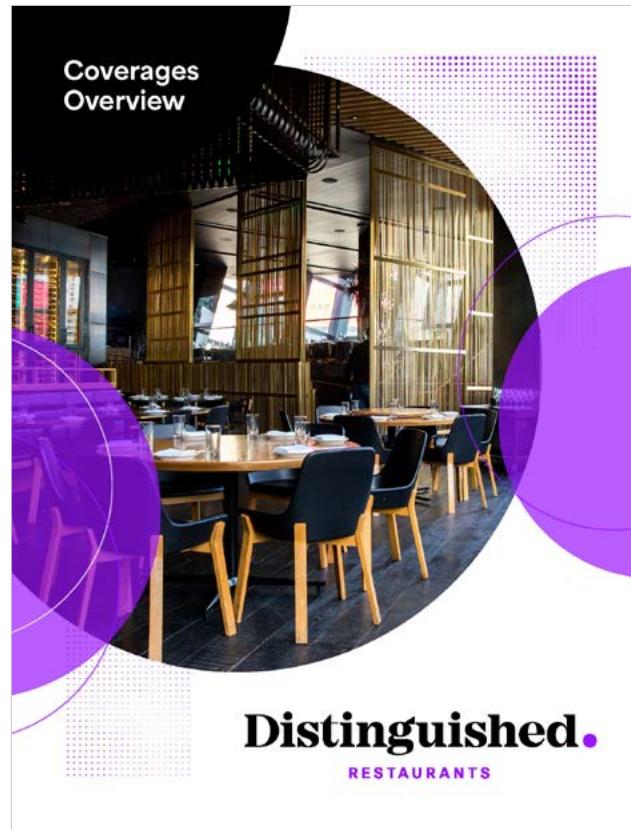
Distinguished benefit

WORLD-CLASS EXPERTS

We'll guide you and your clients through their submission through claims.

UNIQUE SERVICES

Customized services for all.



BROCHURE COVERS, BUSINESS CARDS

Distinguished.

Programs Umbrellas Brokers Register your agency

Outstanding value, service and expertise.

We're a National Program Administrator, serving brokers with specialized coverages.

We specialize in Distinguished solutions - customized for you.

Find out more about us How to submit business

Distinguished.

Programs Umbrellas Brokers Register your agency

REAL ESTATE UMBRELLA

The high limit protection your client's need.

REAL ESTATE Express Umbrella Real Estate Umbrella Builder's Risk Vacant Building City Multi-Family City Landlord City Condo NY Brick & Brownstone

Distinguished.

Programs Umbrellas Brokers Register your agency

REAL ESTATE	COMMUNITY ASSOCIATIONS	HOTELS	RESTAURANT	ENVIRONMENTAL & CONSTRUCTION	FINE ART & COLLECTIBLES
Real Estate Umbrella Express Real Estate Umbrella Builder's Risk Vacant Building City Multi-Family City Landlord City Condo New York Brick & Brownstone	Express Community Associations Umbrella Crime Directors & Officers Cyber Liability	Hotel Umbrella Express Hotel Umbrella Resort Umbrella Casino Umbrella City Club Umbrella Hotel Liability Cyber Liability	Restaurant Umbrella Restaurant Package Cyber Liability	Contractor's Pollution Legal Liability Plus (CPL) Contractor's Pollution & Cyber Liability Plus (CP+) Owner's Professional Protective Indemnity Plus (PI+) Pollution Legal Liability Plus (PLP) Pollution-From-Excess Liability	Art Dealers and Galleries Insurance Artist Insurance Corporate Collection Exhibitions Museum Insurance Private Collection Insurance

The markets we serve

FINE ART & COLLECTIBLES
With specialized fine art and collectibles insurance coverage tailored to your client's needs, you can provide a peace of mind and higher-level protection for their possessions.

ENVIRONMENTAL & CONSTRUCTION
Distinguished Programs and SiriusPoint join forces to launch the Environmental & Construction Professional Insurance Program.

REAL ESTATE
From coast to coast, we have programs to meet your client's specialty insurance needs. Not only were we the first Real Estate Umbrella Liability purchasing group, we're also the longest running.

RESTAURANTS
From Package to Umbrella to Cyber Liability, you can get your restaurant clients completely covered with everything they need.

HOTELS
From select-service to luxury resorts and casinos, you'll find coverage for almost any type of hotel. With limits up to \$170M, you can take care of your boutique and your biggest clients.

COMMUNITY ASSOCIATIONS
With the product range we provide, you are able to address every type of community association client and all their needs. Smaller, larger, and everything in between.

Distinguished Umbrellas
What Does Your Client Need? If you've got a real estate, community association, hotel or restaurant client, look no further for their high-limit, market-leading umbrella protection.

Find out more about umbrella offering

Become a Distinguished Broker
You're just a few clicks away from becoming a Distinguished Broker Partner. It's easy with our online registration.

Register now

Our umbrellas win accounts.

Our Real Estate Umbrella property insurance program established the country's first and longest-running Real Estate Umbrella Liability insurance purchasing group.

With unmatched experience and expertise, we'll help you serve your larger real estate clients and get them the residential and commercial umbrella insurance they need.

Get the limits and outstanding value your clients are looking for, easily.

Submit now

Highlights

\$140M
Up to \$140M in Limits

National Coverage

Industry-leading Umbrella

What kind of real estate?

The Distinguished Real Estate Umbrella Insurance program was designed for:

Commercial Real Estate	Habitational
<ul style="list-style-type: none"> Office Buildings Strip Malls Stand-alone Retail Light Industrial Complexes General Warehousing Indoor Malls 	<ul style="list-style-type: none"> Condominiums (Residential and Commercial) Cooperatives (CO-OP) Apartments/Rentals Senior/Independent Housing

Submit now

We're market leaders.
We've been doing this a long time - we're one of the longest-running and largest Real Estate Umbrella Insurance Programs - rely on our unmatched expertise to serve your client's needs.

High limits.

Long-term relationships.

All admitted paper.

HOME PAGE + REAL ESTATE LANDING PAGE
LAYOUT CONCEPT & PROTOTYPE

The West



Role
Senior Designer &
Production Artist

Service
Logo and Visual ID
Concept + Design + Artwork
(Team Collaboration)

Client
Neoscape

Year
2021

Typography

Headline:
IvyPresto Display (Light Italic)

Subheadline:
IVYPRESTO DISPLAY (LIGHT)
ALL CAPS. TRACKING: 50

Body Copy:
Neue Haas Grotesk Display Pro
(Light, Roman, Medium or Bold).
Tracking: 50. All caps or sentence case.

Example:
Property Highlights

700K+ SF
Molorem fugitae Aqminim elitar sum fugit quisae re
edit qui losam fuga. Explabor et occabor istionsequi
aut amendi quaelinti blabo. Apersemper dolendi silios mi,
quodita non re cum repudiatam, incitatem liquiae fabo.

Activate IvyPresto Display Activate Neue Haas Grotesk

Logo

Spacing & Minimum Sizing
Allow for the height of the 'W' on all sides
for consistent logo spacing.

Min. height: 15px THE West Min. height: 0.5in

Min. height: 34px THE West Min. height: 0.5in

THE West

Logo

Primary Logo
THE West

Location Specific Logos
THE West
ON DUNLAP **THE West**
PHOENIX

Color

Primary
Used for:
Type, background
color, square
color, etc.

#011C27 R:1 G:28 B:39 C:80 M:64 Y:50 K:85	#FFB788 R:255 G:135 B:156 C:48 M:60 Y:34 K:0	#005397 R:0 G:83 B:151 C:100 M:58 Y:10 K:5
#F9F7EB R:247 G:247 B:232 C:3 M:3 Y:10 K:0	#FFFFFF R:0 G:0 B:0 C:0 M:0 Y:0 K:0	

Design Elements

The W
Inspired by the building's architectural features,
the W motif can be used to host images or to
represent the building in an address lock up.

2445 W Dunlap Ave

The West
at 2445 Dunlap

The West
on Dunlap



 The West
at 2445 Dunlap

THE
West
AT 2445 DUNLAP

The
West
on Dunlap

The West
ON DUNLAP

The West
on Dunlap

The West
on Dunlap

THE
WEST
at
2445 Dunlap

The West
at 2445 Dunlap

The **WEST**
at 2445 Dunlap

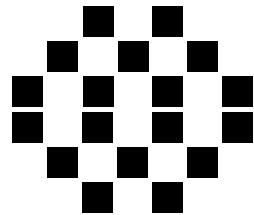
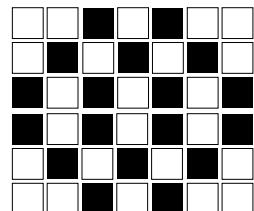
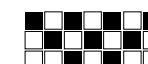
The
WEST
on Dunlap

The West
at 2445 Dunlap

THE WEST
at 2445 Dunlap



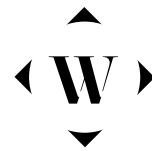
THE
WEST
ON DUNLAP



2445

2445

W
2445



W E
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W E
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2445



The
West
on Dunlap

 **THE**
WEST
ON 2445 DUNLAP

ON DUNLAP

The West
on 2445 Dunlap

THE
WEST
ON DUNLAP

INITIAL LOGO CONCEPT DEVELOPMENT

Holistic Villages

Role

Contract Designer

Service

Logo Design &
Exhibition Visual Identity

Client

BOA

büro für offensive aleatorik

Year

2016





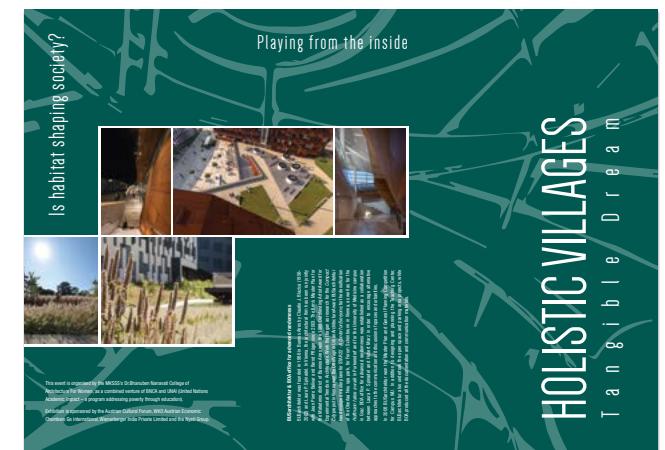
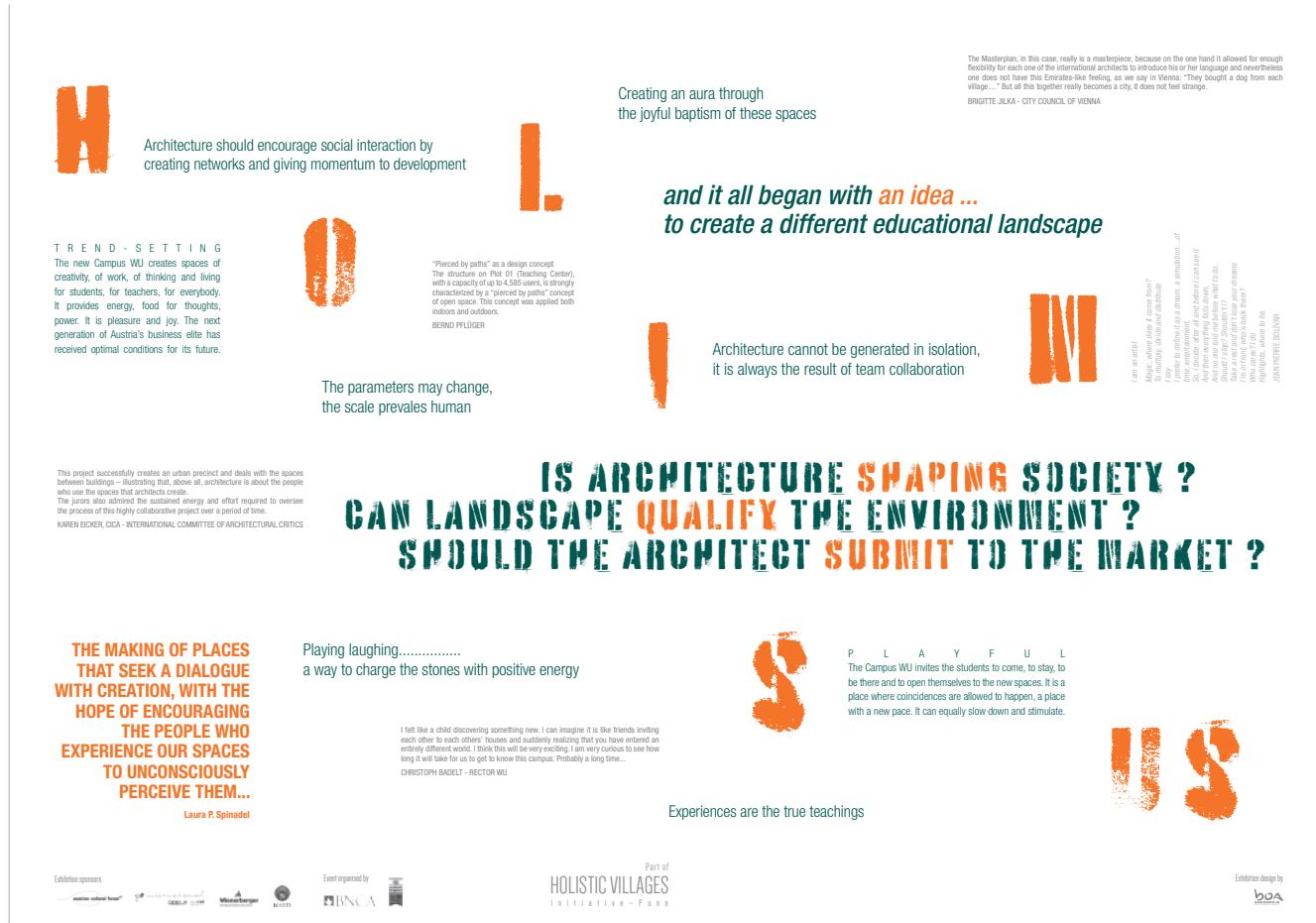
DISCOVER
paths to changing paradigms

Part of
HOLISTIC VILLAGES
Initiative - Pune



DISCOVER
paths to changing paradigms

Part of
HOLISTIC VILLAGES
Initiative - Pune



EXHIBITION WALL AND 3-FOLD BROCHURE

Campus WU

One of the most exciting and challenging projects I partook in was the final stage of Campus WU (University of Economics) development in Vienna, Austria.

I was the sole graphic designer working in collaboration with various creative and architecture teams under the art direction by Laura P. Spinadel.

My role spanned developing layout concepts for the 384-page book (Campus WU: A Holistic History) — creating templates, typesetting, proofreading, layout and typography for screen presentations and DVD packaging, and designing plus producing the entire Campus WU Pre-opening Booklet.

Role
Contract Designer

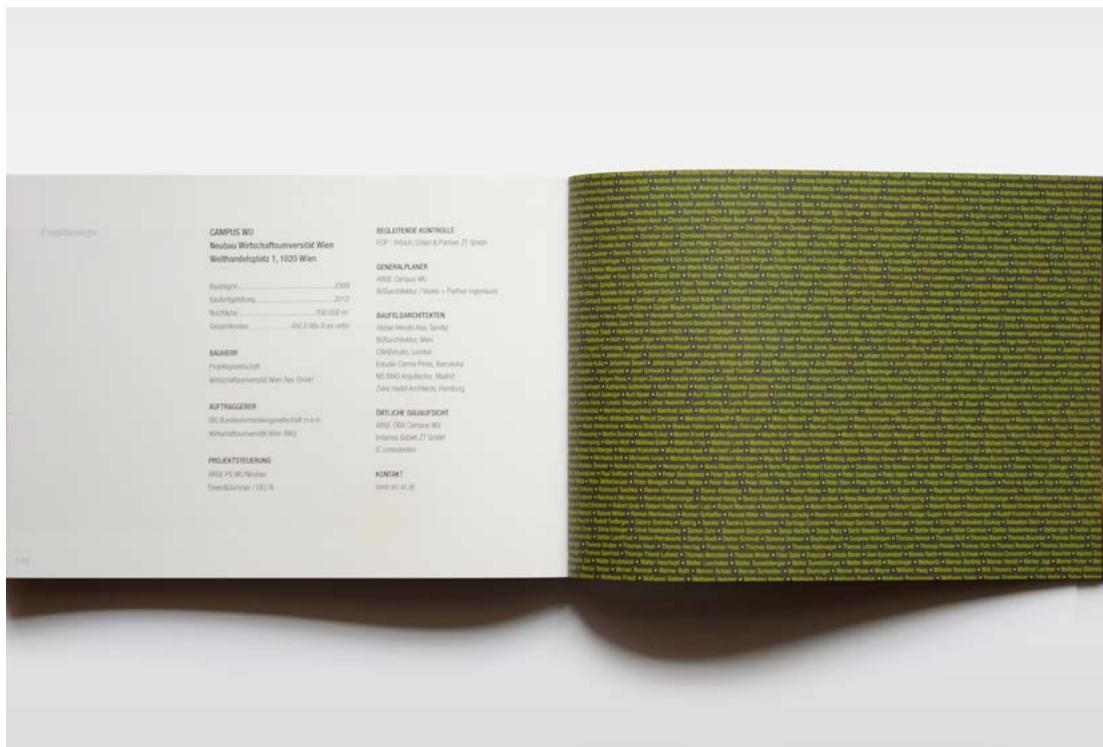
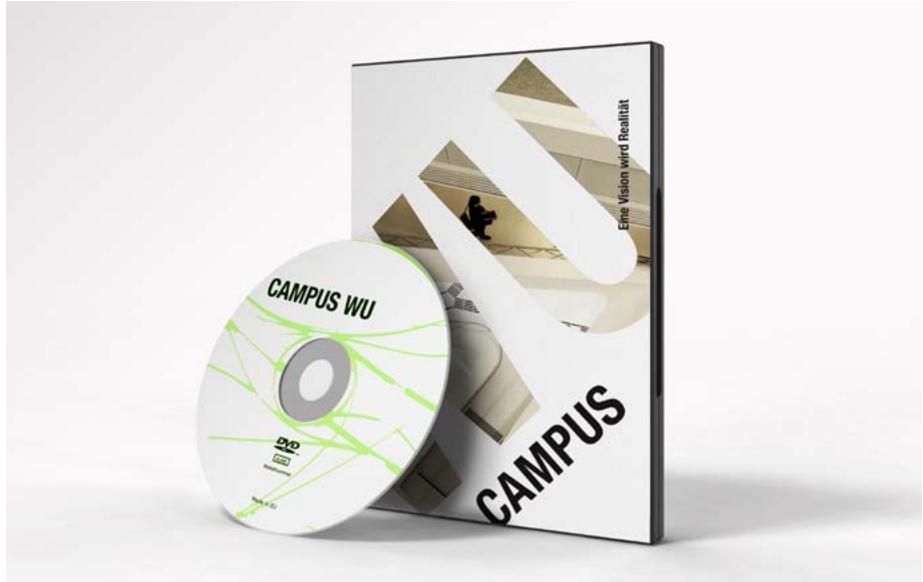
Service
Book Design & Production

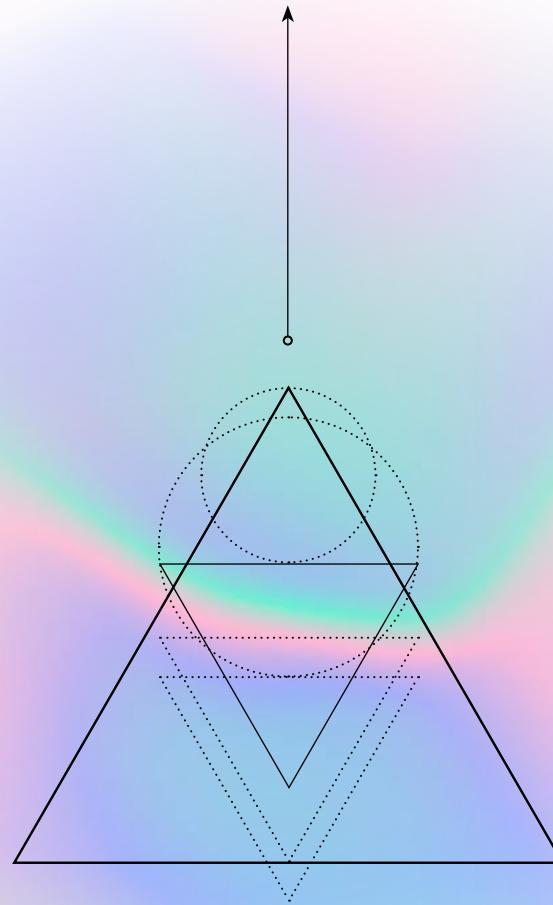
Client
BUSarchitektur

Year
2013









THANK YOU FOR YOUR TIME!

GET IN TOUCH | VISIT THE WEBSITE