



TRISTAN VILLANUEVA - DIGITAL DESIGN PORTFOLIO

SHORT AND SWEET – ABOUT ME

I'm a multimedia artist. My works are varied due to mood. I am perplexed about the world around me and I try to emulate those things in my art.

VISION STATEMENT

I am a Multimedia artist who creates thoughtful and imagination provoking artwork that makes people think, while staying conservative to principle design fundamentals and improving myself, my understanding of the world, and my audience. I offer a multimedia array of work, ranging from Photo Manipulation and Editing, Digital Illustration, and traditional work.

My knowledge in the Adobe Creative Suite has allowed me to create posters, logos, business cards, and other dynamic media, both printed and digital. My ability to conceive ideas has helped me advance my learning, creativity, skills, and benefit other people's interests. The way I conceive ideas is when I am asked to create something for a client, or create something for myself, I gather ideas and brainstorm ideas, thoughts and ideals. Then based to my liking, unless given a set objective of how the work should be, I make an evolved concept out of those ideas and thoughts and then, to the best of my ability and artistic skills, make the design.

I solve problems by looking at a different perspective, as if I was the viewer, thinking about the client, not about myself. My selfless and understanding nature to the consumers needs has helped the quality of my clients businesses and/or their quality of their interests.

My ability to collaborate with others runs through a simple motto, treat others the way you want to be treated, amongst other things such as compassion, empathy, and also hard work and the ideal of finishing the project in a set time. As an Art Store Employee, I have helped people make informed decisions about art supplies, solve design problems, and made people think and conceive ideas about their artworks. As an Intern at a sign making and advertisement solution shop, I have made designs that helped improve a business or provoke an idea to a broader audience. As a web designer, I provided clients with their business websites with detail to what they want to

convey. As a designer for a art wholesaler, I worked tirelessly to satisfy my client's needs for their hotel designs to be what they envisioned them to be in the fastest manner possible. My collaboration with co-workers and colleagues has helped the client have a better quality of service and work, as well as helping the people I work with better understand me and I understanding them, through experience and sharing each others stories and advice.

A potential employer will view me as a caring professional, who puts the client first and is willing to go the extra mile for the client to make sure they do business with me again in the future. My style can be viewed as professional and conservative to fundamental design principles, as well as advancing through current trends.

My personality, which wants to advance myself and be productive on a regular basis, as well as learning more about the world of graphic design around me, has helped make the artist I am now. My ability to stay within trends and sometimes go through them and make something new due to persistent experimentation has led me to better works of art. My caring and selfless polite nature has helped me advance within relationships with customers and co-workers, as well as help me learn more about the world around me and take in advice.

My work can be viewed as experimental, as my methods and processes are developing and evolving constantly. My finished work can be viewed as technological, sophisticated yet understandable, fresh yet works with current design principles, and provocative.

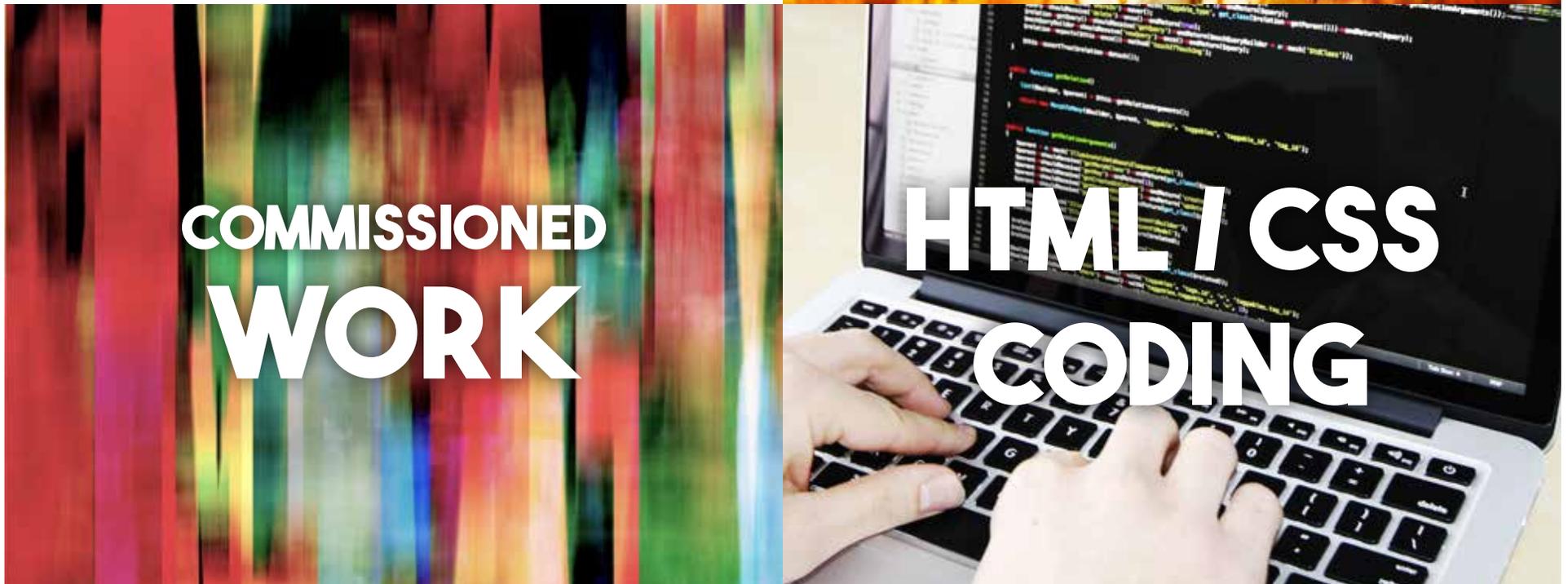
**MY NAME IS
TRISTAN VILLANUEVA.**

I'M A DIGITAL DESIGNER.

I CAN DO:

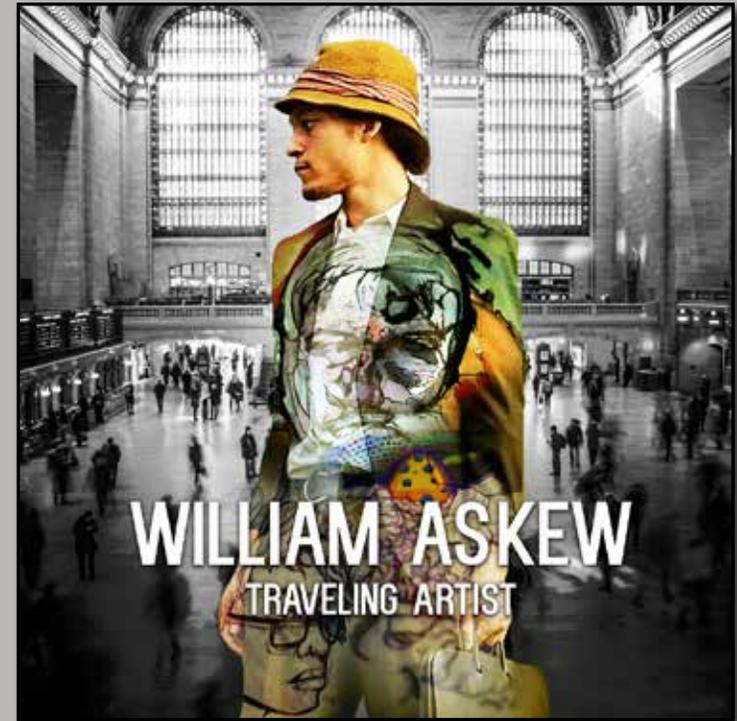


**GRAPHIC
DESIGN**



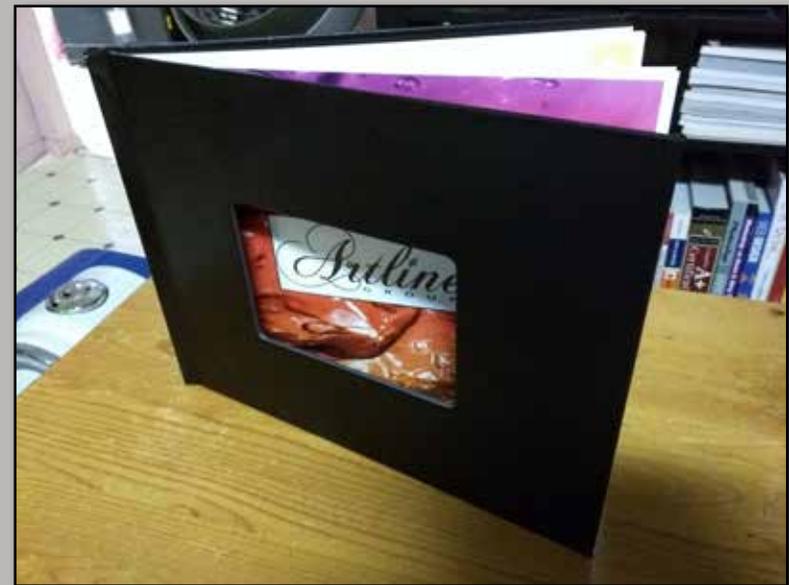
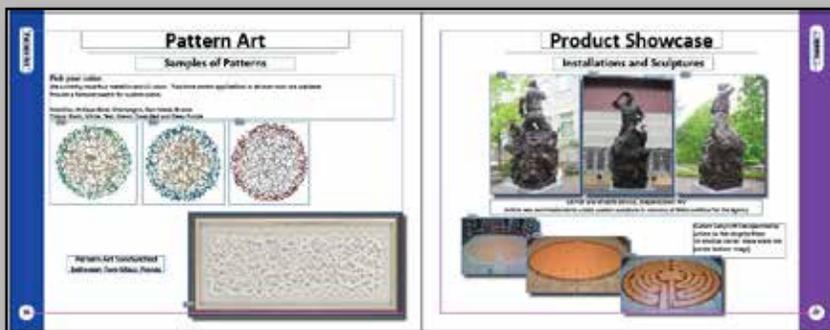
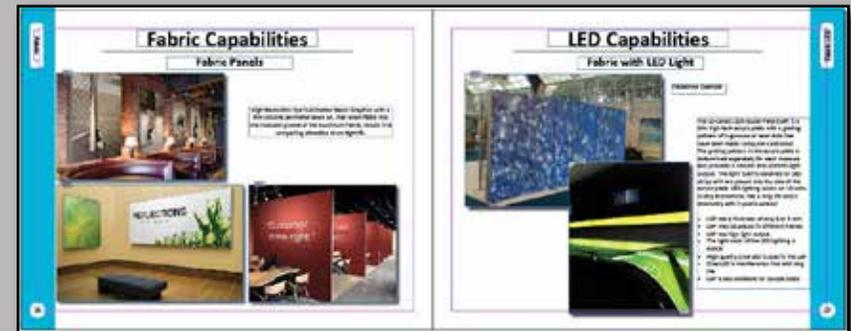
**COMMISSIONED
WORK**

**HTML / CSS
CODING**



CONCEPT LOGOS AND DESIGN

Here is some concept artwork and logos I have designed in the past for practice. These were made on Adobe Illustrator mostly and shows off my abilities to do creative branding and conceptual design work. Some other Photoshop work was created to show off my conceptual designs that cannot be achieved in Adobe Illustrator.



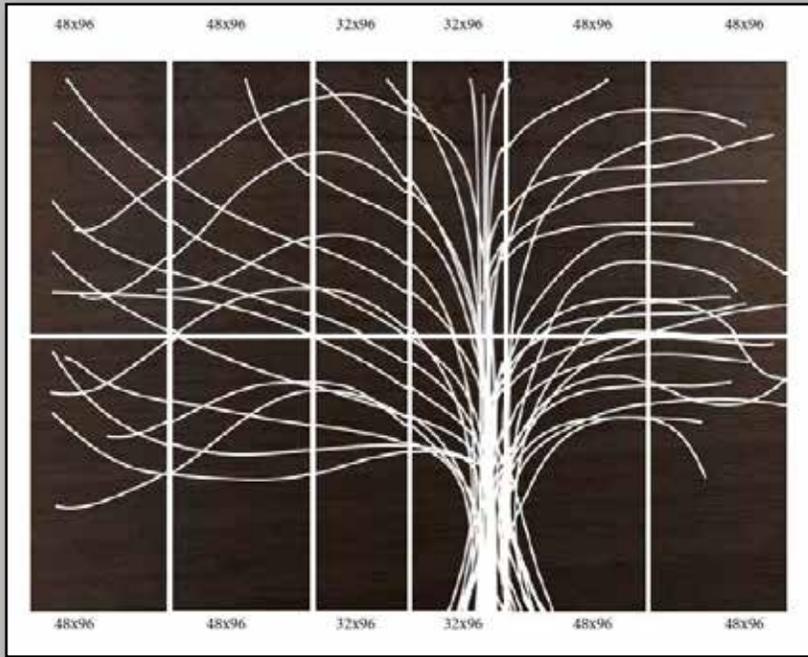
ARTLINE GROUP MARKETING BOOK

This is the Artline Wholesalers Marketing Kit. This kit was comprised of materials that the company sells and the design capabilities that are offered. Of course, the materials have to be explained and shown in installs and tradeshow, so that is why the Marketing Book was made. It was worked on with the President of the company and many of the Sales Representatives around the nation.



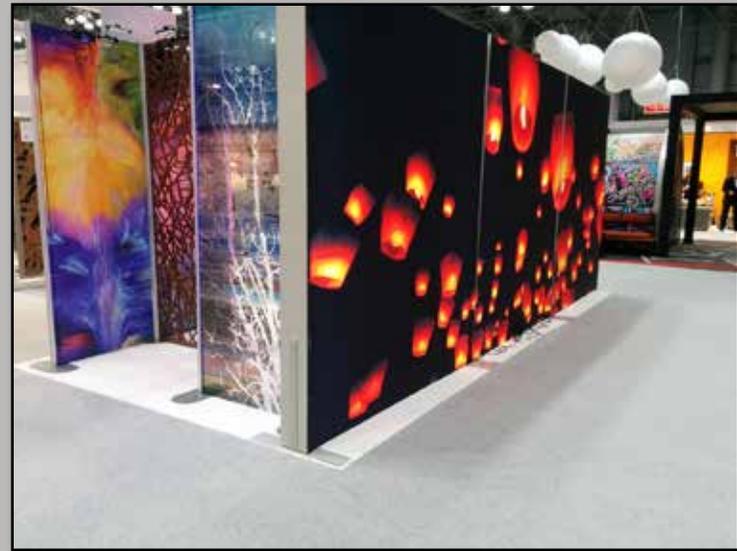
CONCEPT NYC COLLAGES

Artwork I did for Artline Wholesalers clients, they were interested in Modern Contemporary NYC artworks to promote tourism within the hotels these pieces were in. I took some photos from the stock sites that were assigned to me and did some effects.



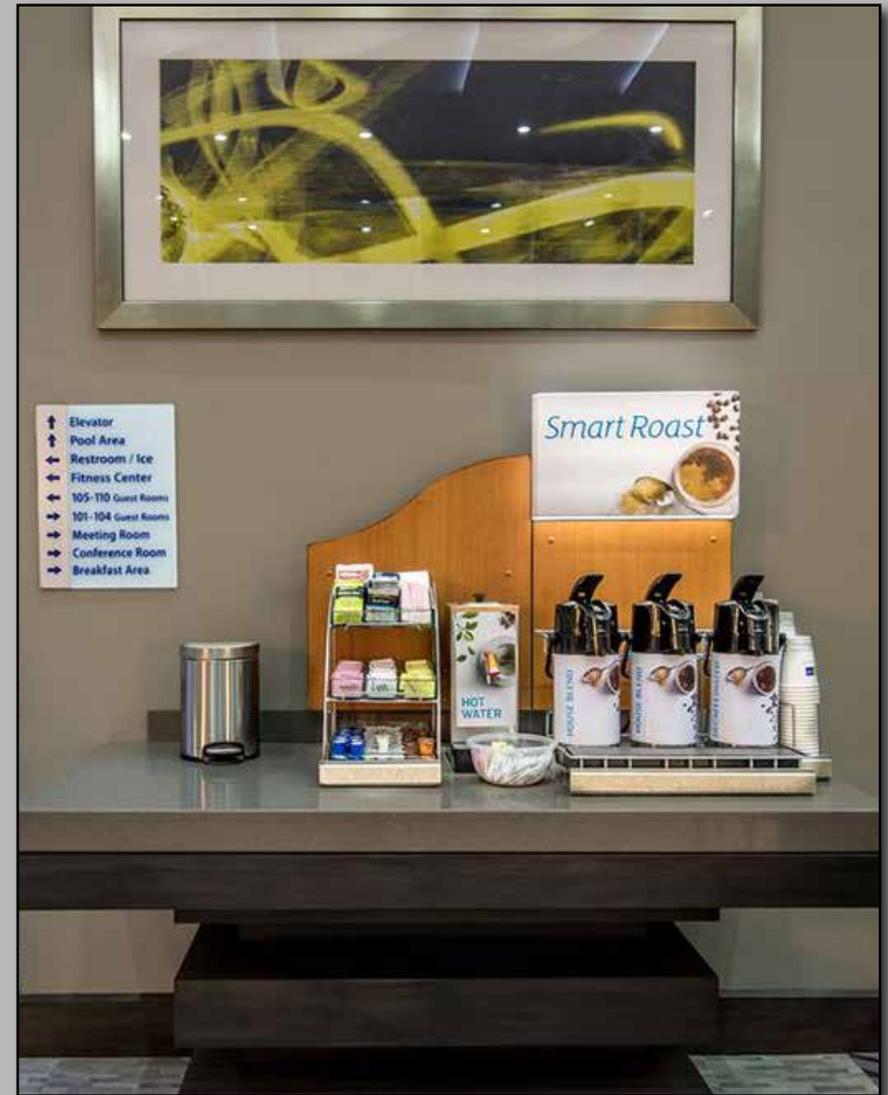
EMBASSY SUITES BY HILTON SARATOGA SPRINGS, NEW YORK

I worked on this project for Artline Wholesalers - There was a design printed on the panels that looked like a drawing of a tree, with a grain of wood texture designed into it, then the panels were illuminated in the back by LED Panel Lights. The white part of the panels were transparent so the LED lights illuminated the transparent space to show a drawing of a tree.



ARTLINE GROUP TRADESHOW ART

This was for the Artline Wholesalers Trade-show Events, in which I helped process the art in terms of layout, producing the artwork, or mocking up the artwork on a map so the CEO can approve. Most of the pieces I made by collaging them or altering the stock photography we had. These pieces were ordered by the company to show off the various materials the company can do the art on.



HOLIDAY INN EXPRESS & SUITES, GARLAND TEXAS

There was a designer who wanted the hotel to have a two color palette or theme, other than black and white colors included. We chose Purple and Yellow. There was a need for swirly effects and cutouts in the art, and I achieved these effects. She had some artwork in mind for me to mimic too, in which I provided many options, and she chose these, shown here.



ARTLINE GROUP – ART AND INSTALLATIONS

Artline Group - formerly Artline Wholesalers, as they were transitioning to their new brand, was awarded jobs on properties that were high scale, or big government buildings. As I worked on many of these, I started to get a grasp of what certain industries wanted in terms of their designs, artwork, and aesthetic tastes in art.

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The Streets of NYC are our Stage.

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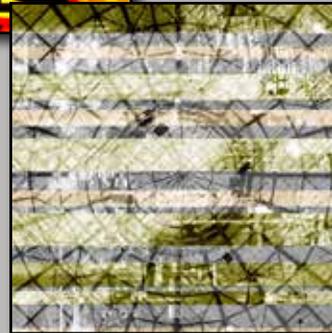
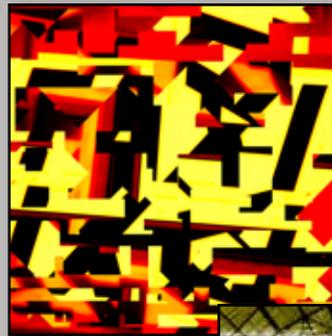
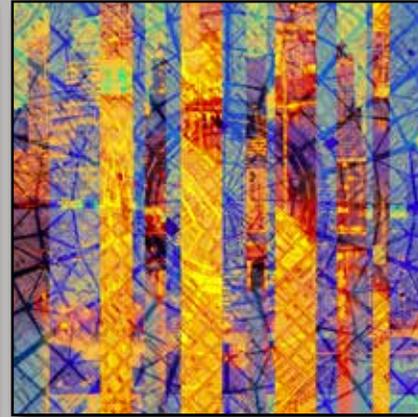
NEW YORK LIVE

Thursday December 6th, 2012
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Check Your Local Listings

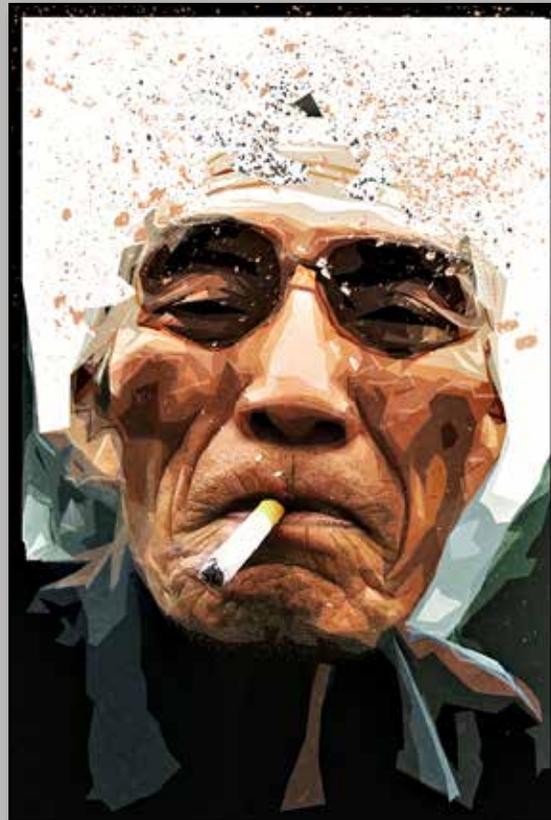
THE RIDE, NEW YORK CITY

I was a temporary designer for the Christmas Season at THE RIDE, a tourism company who prided themselves in their side window bus tour around the city. I provided their promotions partners with marketing collateral, advertisements, and also help design the bus wrap for their holiday show at the time.



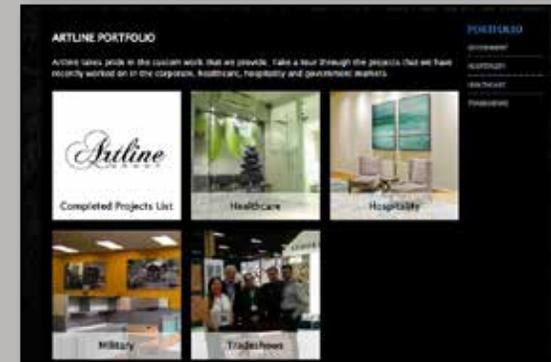
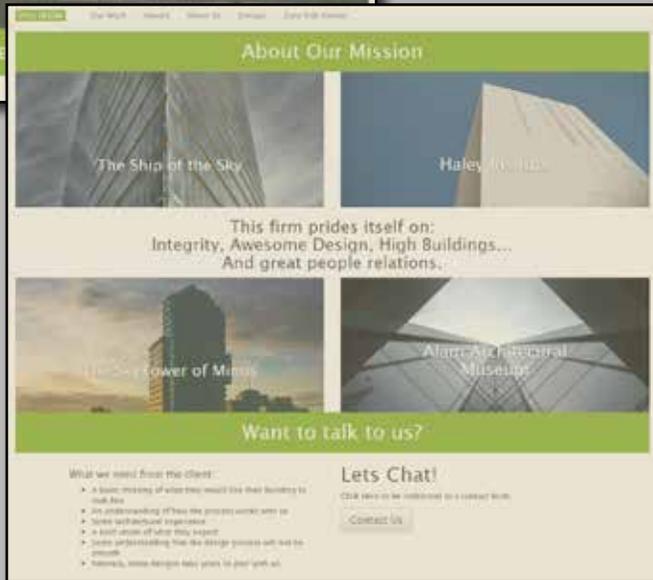
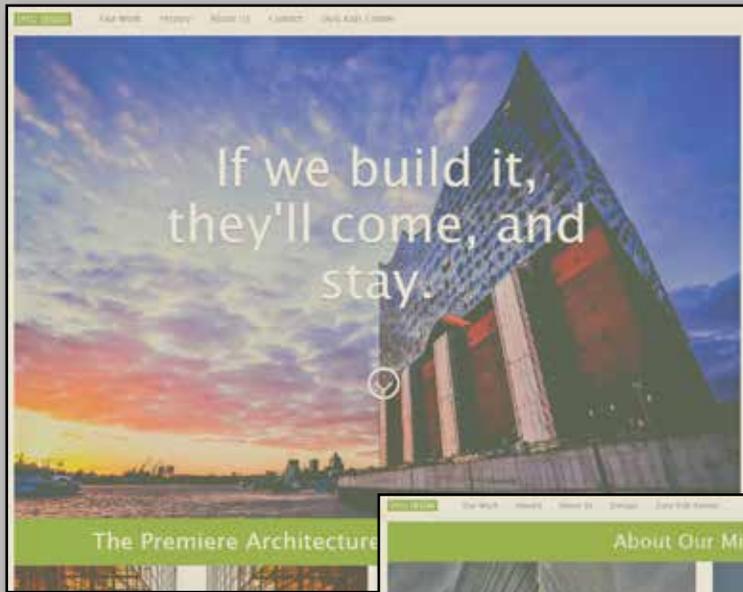
ARTLINE GROUP – DESIGNS FOR HOTELS

Artline Group was always a place to practice my artistry. Some of the designs here were used in hotels and corporate buildings. Some needed heavy modification or making from scratch entirely. Some I manipulated stock images to have a contemporary look.



PERSONAL ART AND DESIGN

There is also my personal artwork. My artwork is based on experimental effects and concepts. Some are collaged out of random to make a cool art piece, and some of my art is methodically placed and blended to produce a one of a kind experience. When you experience the art I make, it makes the viewer take a double take.



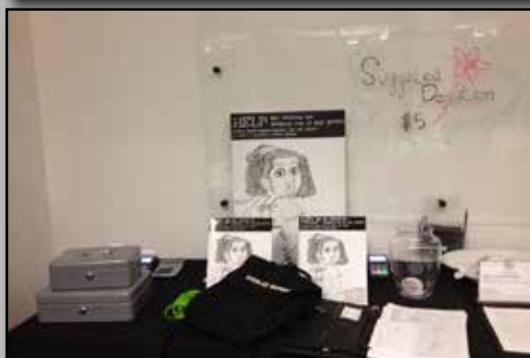
WEBSITE WORK

Here are some examples of HTML/CSS/Wordpress work I've done as projects. On the Left, is a mock-up project with some of my friends for practice which was a "fake" architecture firm site, I provided the layout and styling. On the Right, is some Wordpress layout work that I did for Artline Group to showcase its ever growing selection of products



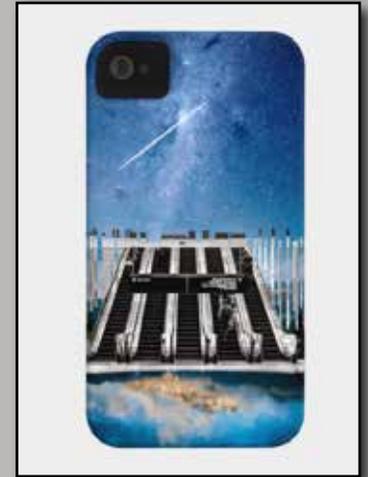
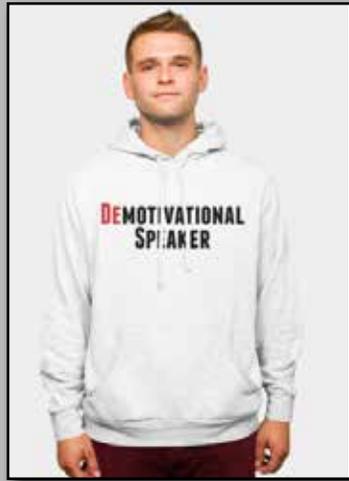
VIDEO WORK

I have done commercials too for businesses. I've done the video shooting, direction, and editing by myself. I just record the action with my equipment and review the clips on site. Then I edit the video to its final masterpiece.



NIBD FOUNDATION – THERAPY BOOK FOR CHILDREN'S HOSPITAL(S)

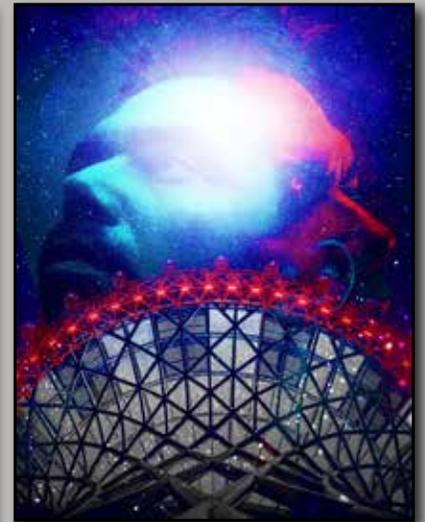
NIBD, aka The Foundation for Nutrition and Inflammatory Bowel Diseases in Children, wanted help in producing a therapy coloring booklet for kids suffering from IBD. This Coloring book featured drawings from the founder of NIBD, which was also suffering from IBD, and was the main reason why the foundation started. Help! My Feelings are Sticking Out of My Gown! has helped many children with IBD in guiding them through their experience and hospital visits. The booklet sold on Amazon and has been featured in multiple health meetings involving IBD and children's hospitals around Long Island.



T-SHIRT DESIGNS WITH DESIGNBYHUMANS.COM

There is also my personal T-Shirt design collection. DesignByHumans is a site where artists put their designs on T-Shirts and the company prints them for a small fee out of your commission.

DesignByHumans - Designer Name: BanzaiBlazer



MORE EXPERIMENTAL ART PIECES



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