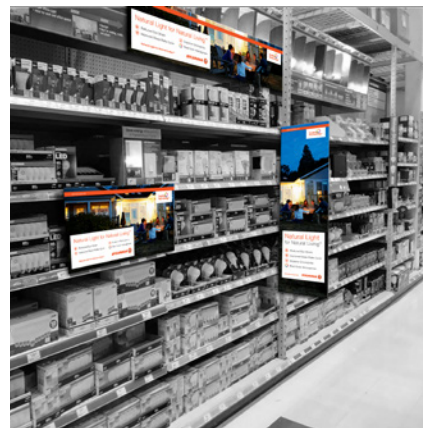


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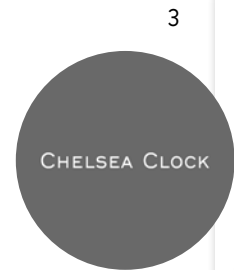
3



Sylvania Natural Light Campaign

Designed retail/marketing materials for Sylvania/Ledvance, an international lighting company, showcasing new innovative TruWave™ technology, including in-store POP, displays, brochure, package renderings, planogram renderings and more.

1. Sylvania | POP (Vertical Banner/Shelf Violator, Horizontal Banner)
2. Sylvania | Store Mockup
3. Sylvania | Brochure



2b



3



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4b



4



Chelsea Clock Web Campaign

Designed Valentine's Day digital Campaign for Chelsea Clock, a luxury clock company. Created web banners, banner ads, social media assets and email marketing materials. Products available at Chelsea Clock and Tiffany & Co.

1. Chelsea Clock | Web Banner: Home Page (Mobile Layout)
2. Chelsea Clock | Email Banner & Web Banner: Home Page (Desktop Layout)
3. Chelsea Clock | Social Media Cover/Ad & Profile
4. Chelsea Clock | Web Banner Ads (Vertical & Horizontal Layout)

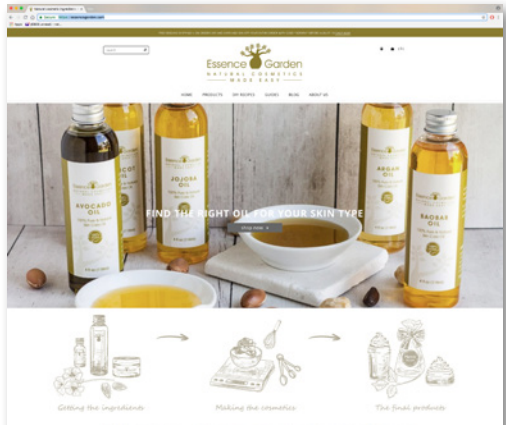
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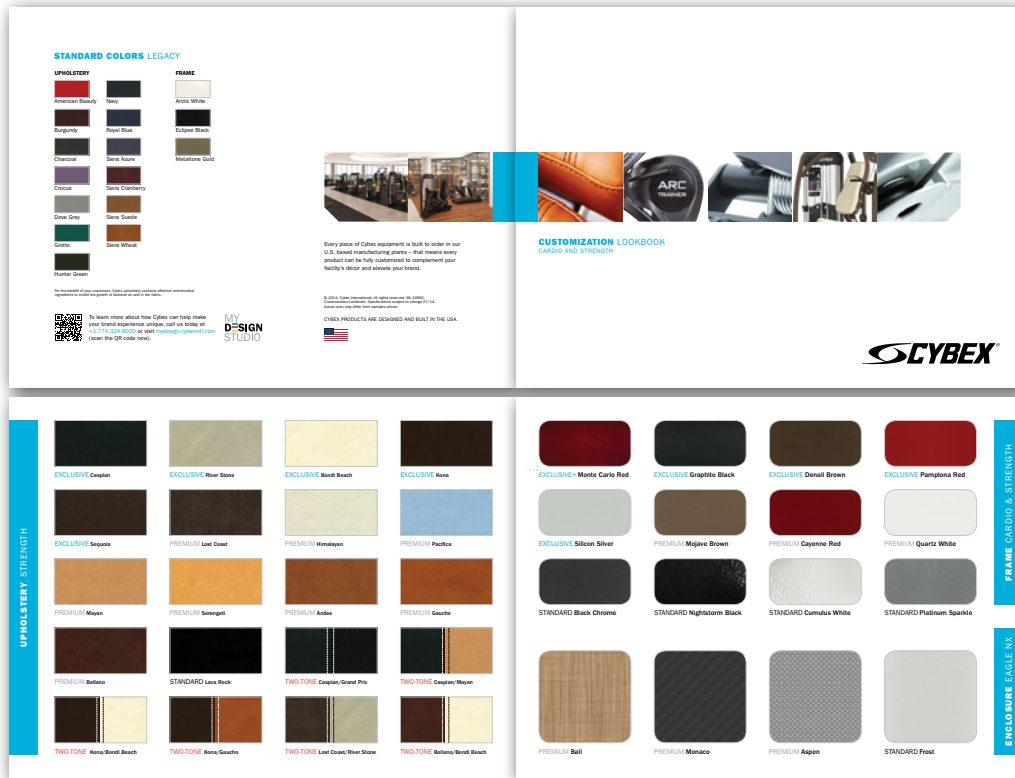


4

Essence Garden Brand Identity

Developed and designed product branding for Essence Garden, a natural cosmetics company. Created logo, product labels, corporate business card and web banner/illustration. Provided web design consultation and digital/social media assets.

- 1. Essence Garden | Logo, Product Branding & Product Labels
- 2. Essence Garden | Customer Labels
- 3. Essence Garden | Web Banner, Custom Illustration & Homepage
- 4. Essence Garden | Business Card



Cybex Customization Kit

Award-winning project. Developed concept and design for Cybex customization package showcasing personalized equipment frame, upholstery and enclosure options. Helped design, lead and launch online custom configurator.

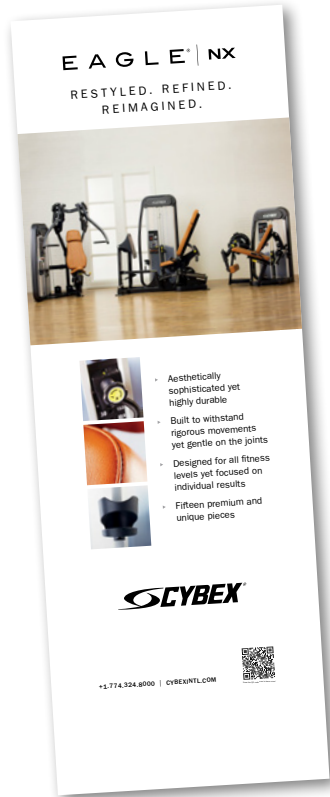
1. Customization Kit | Lookbook Brochure (part of kit)
2. Customization Kit | Front of Package
3. Customization Kit | Content (frame, upholstery and enclosure samples)
4. Customization Kit | Back of Package



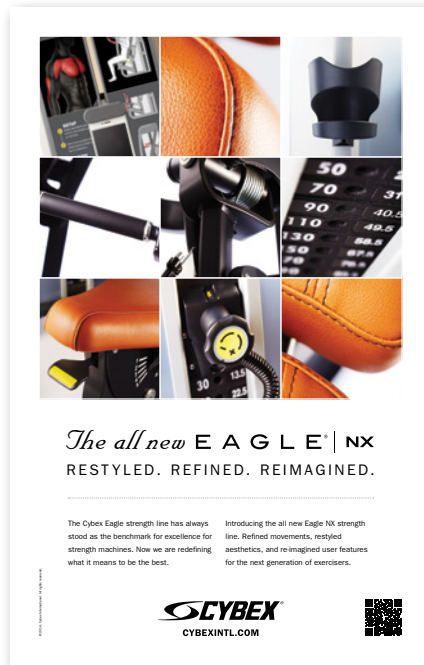
Online Crypto App Logo

Designed mobile app logo for Online Crypto by IT Cases.
Created promotional digital/advertising materials/web banners.
App currently available via **App Store**.

1. Online Crypto | App Logo



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4

Eagle NX Branding

Developed new branding for Cybex Eagle NX, premier strength product line. Created logo, marketing materials, sell sheets, brochure, banners, posters, ad campaigns, digital assets and product placard/decal design.

1. Eagle NX | Trade Show Banner & Magazine Ad/Poster
2. Eagle NX | Interactive Web Banner (Animated Banner)
3. Eagle NX | Product Logo & Placard Design
4. Eagle NX | Product Specification Sheets

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2

Cabot Estate Logo & Branding

Developed new brand identity for Cabot Estate, luxury Condominium in Boston. Designed corporate logo and stationery. Provided web design consultation and digital assets.

1. Cabot Estate Condominium | Logo
2. Cabot Estate Condominium | Stationery Samples

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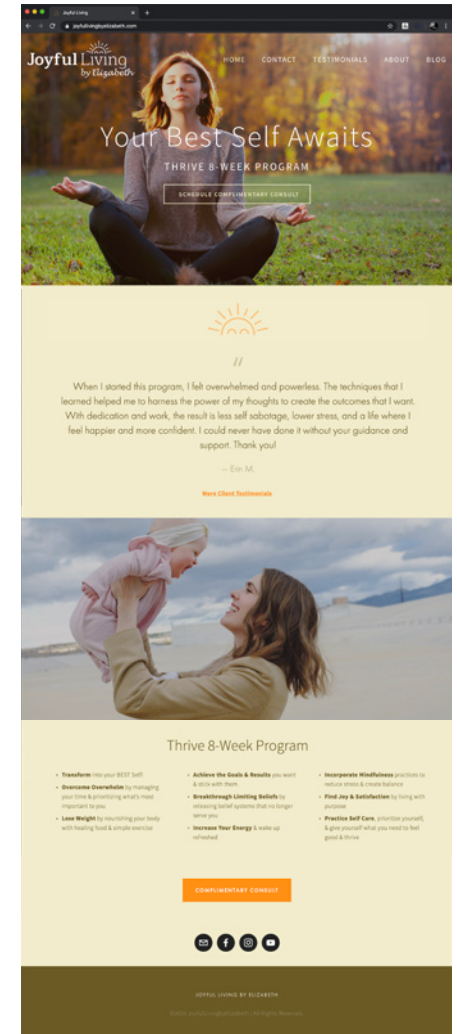
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4

Joyful Living Brand Identity

Developed brand identity for Joyful Living, a health and wellness company. Designed logo, business card, flyers, banners, and additional marketing materials. Website design currently in progress.

1. Joyful Living | Logo & Branding
2. Joyful Living | Business Card
3. Joyful Living | Photography, Web Banner & Social Media Assets
4. Joyful Living | Web Design

1



3



Breast Cancer Campaign

Designed Cybex Breast Cancer campaign, including the Pink Ribbon Run marketing kit, corporate email, product customization, and co-branded materials.



JOIN THE 5th ANNUAL PINK RIBBON RUN

Breast Cancer Awareness Month:

During October 2013, 10¢/mile donation logged on the pink Cybex Treadmill will be donated by Fountain View Fitness to The Breast Cancer Research Foundation*.



Before starting these activities, or any form of physical exercise, it is recommended that you consult with your physician for authorization and monitoring protocols.

TAKE STEPS TO END BREAST CANCER

Training Tips

- ▶ Begin with a 4.0 mph walk for 30 seconds
- ▶ Run for 30 seconds at a slightly more-than-comfortable pace
- ▶ Alternate back and forth for 10 minutes
- ▶ If too challenging, set incline to 10% and walk briskly uphill (without holding on) for 15 minutes

Breast Cancer Awareness Month:

During October 2013, 10¢/mile donation logged on the pink Cybex Treadmill will be donated by Fountain View Fitness to The Breast Cancer Research Foundation*.



1

I JOINED THE PINK RIBBON RUN

Name _____




1. Pink Ribbon Run | Corporate Email & Digital Assets
2. Pink Ribbon Run | Marketing Kit (Print Materials)
3. Pink Ribbon Run | Product Customization

1

Free customization – paint and upholstery
on any orders that are closed on the booth


Completely customize your gym by choosing from a wide range of colors and upholstery options for free on all orders* closed on the Cybex stand at FIBO 2015. Choose from Exclusive and Premium frame and upholstery colors on Eagle NX and Prestige Strength lines.



Confirm your order at the show and receive free customization. Please see your Cybex Sales Representative for more details.

*Order must be placed no later than 30th April to qualify. Offer valid with minimum purchase of 8 Eagle NX/Prestige pieces or 10 Cardio pieces (750/800 Series only).

MY DESIGN STUDIO Upgrade your club with customized Cybex equipment. Visit mydesign.cybexintl.com



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2

**Strong Partnership
Better Results**

Die starken Partner für Ihren Erfolg

movetolive.de/brand-Cybex




3






4

**Strong Partnership
Better Results**

Ihr Cybex-Partner in
Deutschland: MoveToLive

movetolive.de/brand-Cybex

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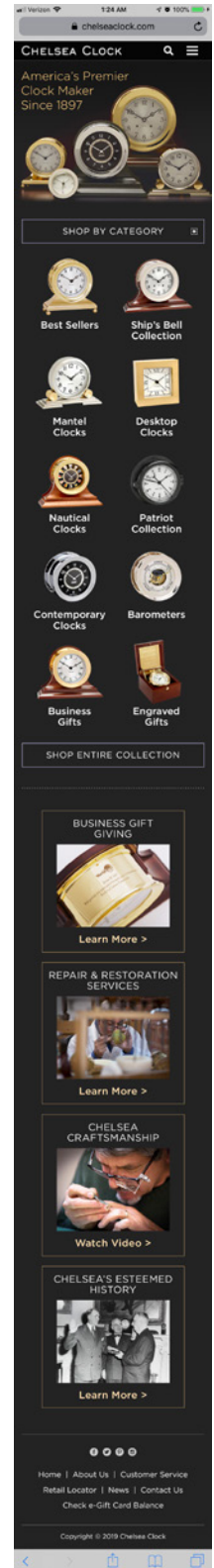
Trade Show Materials

Developed and designed co-branded marketing materials for international FIBO trade show. Created Banners, Flyers, Decals, Displays and Digital Banners.

1. MoveToLive Marketing Materials | FIBO Trade show Flyer
2. MoveToLive Marketing Materials | Trade show (Print) Banner & Digital Banner
3. MoveToLive Marketing Materials | Product Decals & Customization
4. MoveToLive Marketing Materials | Trade show Banner & Table Top



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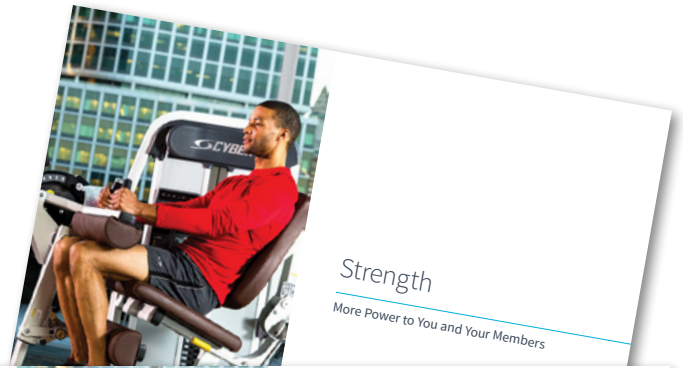
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Chelsea Clock Website

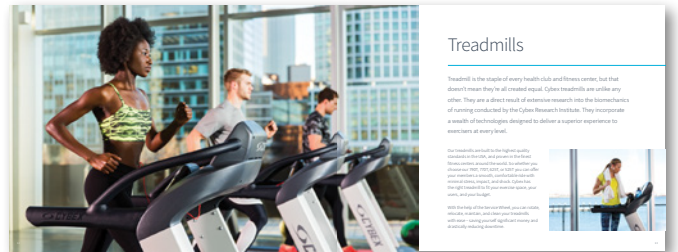
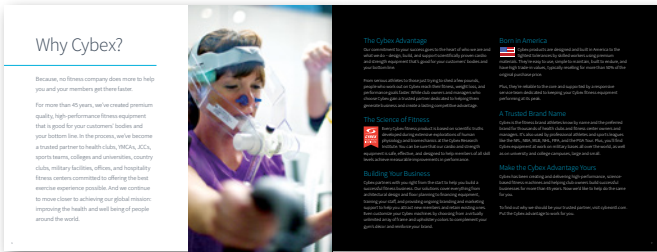
Responsive web design (desktop and mobile versions). Created Home Page concept and web page layout for Chelsea Clock, a luxury clock company: www.chelseaclock.com. Products also available at Tiffany & Co: www.tiffany.com.

1. Chelsea Clock Home Page | Desktop
2. Chelsea Clock Home Page | Mobile

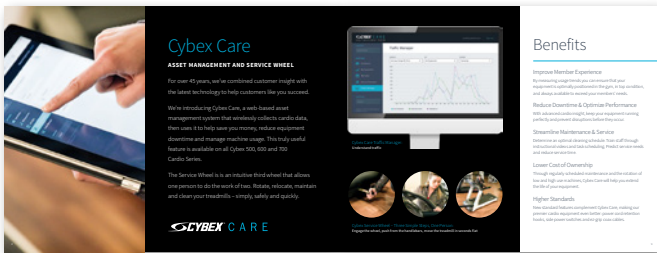
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neldesign.net



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2



Cybex Corporate Catalog

Rebranded corporate collateral. Developed new concept and design for corporate catalogs, product brochures, and interactive brochures. Managed translated material and production internationally, including Russian, German, French, Spanish, Chinese, Japanese, etc.

1. Corporate Cardio & Strength Catalogs | Covers
2. Corporate Cardio Catalog | Content samples



2

2

The Fit Life Academy

Created new branding and marketing materials for The Fit Life Academy (Dale Chube), including brand style guide, business card design, Program layout, illustration, Podcast materials, digital & social media assets, photo-retouching & website consultation.

1. The Fit Life Academy | Branding & Business Card
2. The Fit Life Academy | Journal & Program Design (over 100 pages)
3. The Fit Life Academy | Podcast Cover

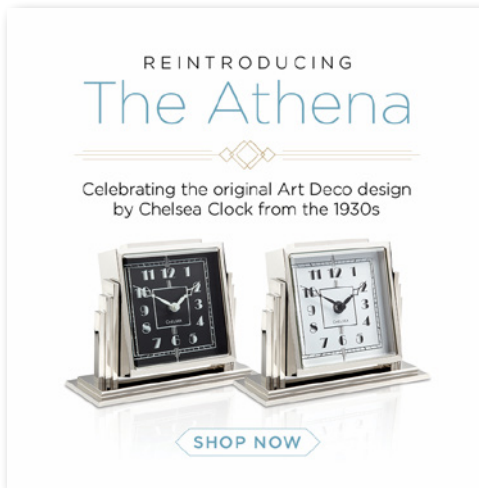
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Chelsea Clock Digital Banners

Designed digital web banners for new Athena product line, Chelsea Clock (premium clockmaker).

1. Chelsea Clock | Web Banner: Home Page (Mobile Layout)
2. Chelsea Clock | Email Banner & Web Banner: Home Page (Desktop Layout)
3. Chelsea Clock | Web Banner Ads
4. Chelsea Clock | Social Media Ad



1



2



Chelsea Clock Catalog

Designed annual Holiday Catalog for Chelsea Clock, a premium clockmaker. Provided concepts for product photo shoot and advanced photo-retouching.

1. Chelsea Clock | Front Cover
2. Chelsea Clock | Inside Content samples



Ballad About Baba Yaga

Kids musical book. Designed and illustrated original booklet (Russian). Written and produced by my family.

1. Book | Cover
2. Book | Content Sample

2



1



3a



3b



Photo Editing

"Before and After". Image retouching & complex editing.
Created artistic concept for Hani Young, a Boston model.
Retouched multiple photos and provided creative concepts.

1. **Hani Young** | "Before" (dark grainy photo, busy background, lazy eye, skin blemishes)
2. **Hani Young** | "After" (image enhancing, background editing, skin/lazy eye retouching)
3. **Hani Young** | "After" (complex image editing, artistic concept, color & monochrome)

2

2b



Photo Restoration

Restored old, damaged photos for a client. Repaired severe damage, tears, scratches, discoloration and blemishes; enhanced image quality and colorized the photo.

1. Photo Restoration | "Before" (severely damaged photo)
2. Photo Restoration | "After" (restored photo, color & monochrome)



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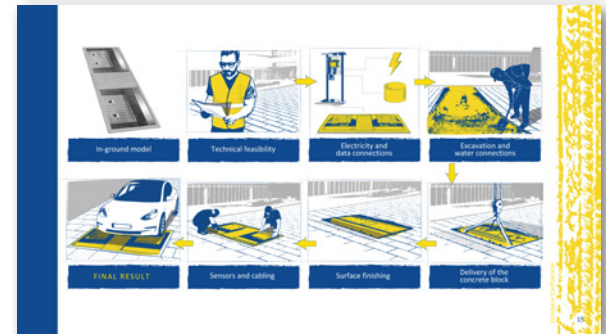
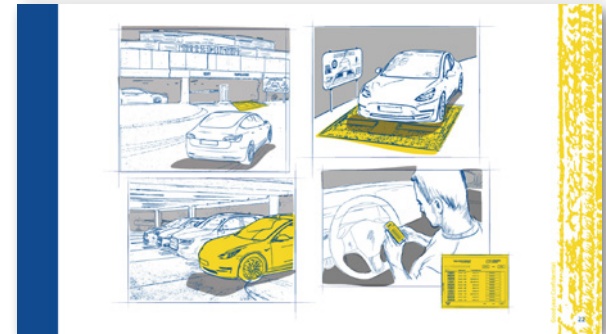
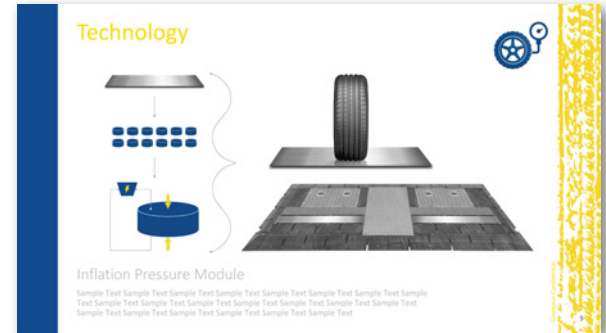
Goodyear Product Campaign

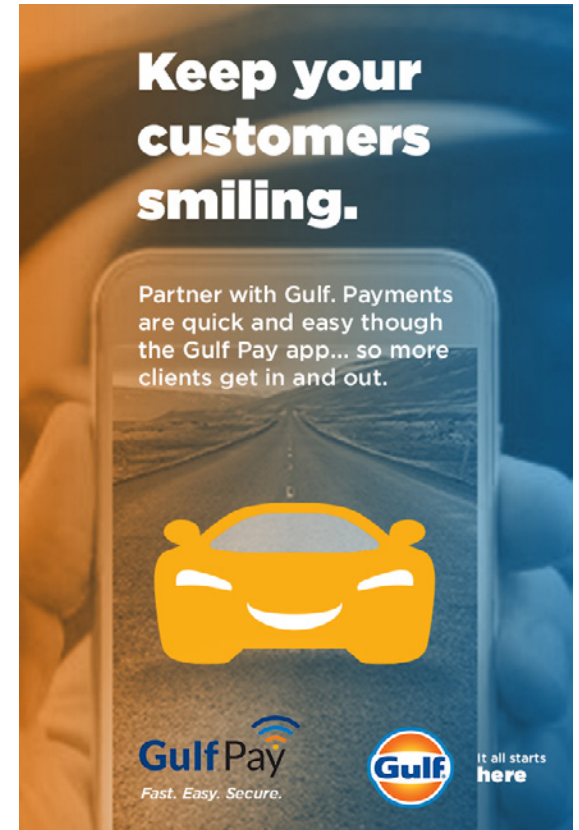
Developed and designed marketing materials for Goodyear's new product launch*, including corporate presentation, complex product graphics and original storyboards/illustrations.

*The contents of this document are confidential. Unauthorized distribution prohibited.

1. **Goodyear** | Presentation Cover
2. **Goodyear** | Content & Graphics Samples

2





Gulf Campaign Concept

Developed and designed marketing campaign concept* for Gulf Oil, targeting consumers and businesses to convert to the Gulf brand by utilizing the Gulf Pay app.

*Concepts are low resolution, for viewing purposes only.

1. Gulf Oil | B2C: Digital Banner (horizontal/desktop layout)
2. Gulf Oil | B2B: Digital Banner (vertical/mobile layout)