



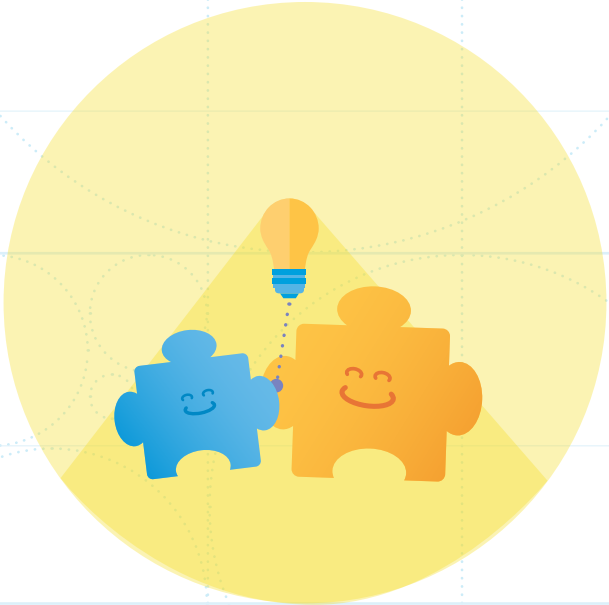
# PROJECT BOOK

FEATURED WORK (2023 | EDITION)



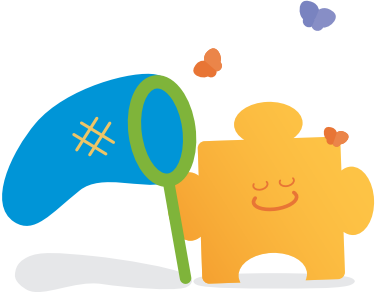
# PROJECT BOOK

FEATURED WORK (2023 | EDITION)



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# About

## CREATIVE EXPERIENCE

This is a showcase of work that bridges my creative and technical abilities on my creative journey.

### LIQUID REEL – Portland, OR

[liquidreel.com](http://liquidreel.com)

#### Partner & Producer – 2021-Present

Produced video projects focused on Documentary, Narrative, and Live Events. Edited: Video, Audio, Color, and Graphics for online/broadcast/cinema formats. Developed brand, website, and copywriting for business promotion.

### SPLAT PAINT HOUSE – Singapore

[splatpainthouse.com](http://splatpainthouse.com)

#### Creative Producer – 2019-Present

Produced brand design, engagement, photography, and website design for a paint studio in Singapore. Developed brand for sister companies in Singapore and Dubai.

### COINCIDENCE CONTROL PUBLISHING – Portland, OR

[coincidencebooks.com](http://coincidencebooks.com)

#### Partner, Editor, and Designer, 2013-Present

Produced six books for publication. Designed interior layouts and book cover designs. Edited and proofread books focused on: Biography, Fiction, Food Recipes, and Poetry.



### FINITY COMMUNICATION, INC – Portland, OR

[finity.com](http://finity.com)

#### Creative Producer, 2014-2022

Creative Producer, focused on business development of: video production and post production for healthcare organizations, photography of 600+ healthy catalog items (with brands including: Crayola, Gerber, Kelty, Magic Bullet, Philips Sonicare, and Wilson), client based print design using digital and offset press, prepress operations, UX design for web portals, strategy for client branding and identity systems.

### FLOAT CONFERENCE – Portland, OR

[floatconference.com](http://floatconference.com)

#### Technical Director, 2012-2018

Planning and development of a yearly – industry based – international conference. Produced design collateral and print production processes, video production logistics and coordination during the live event, stage design and installation, lighting design, and event operations. Ran backstage production and direction during the event with a focus on speaker performances.

### PDX CONTEMPORARY BALLET – Portland, OR

[pdxcb.com](http://pdxcb.com)

#### Technical Director, 2016-Present

Developed lighting plots and cues working as a Lighting Designer and Technical Director. Created stage environments. Ran lighting cues and media at live events.



# Creative

## THE BIG PICTURE

I am deep admirer of the big picture. I notice how it guides my thought process, encourages me to develop detailed strategies, evaluate options, and attain goals that initially appeared unreachable.

**I have discovered, this goal setting process is best achieved by using a combination of both a creative and technical approach.**

I am constantly learning new processes and tools to accomplish creative goals. It fills me with a sense of wonder when I understand a new way to solve a creative puzzle.

**Being open and playful with new tools and processes helps me realize a vision (from concept to completion) quicker and with increased precision.**



## TOOLS

### Design/Editing

Photoshop, InDesign, Illustrator, After Effects, Premiere, and Audition  
DaVinci Resolve (editing and color)

### Web Design

Figma, Github, Webflow, and Lottie

### Photography/Cinematography/Theater

CAMERA: Arri, Sony, Red, Canon (Cinema/Photography)

LIGHTING: Strobes, HMIs, Tungsten, and LEDs, and Ellipsoidal

## SKILLS

WRITER, DIRECTOR, PRODUCER and EDITOR

(Cinematography)

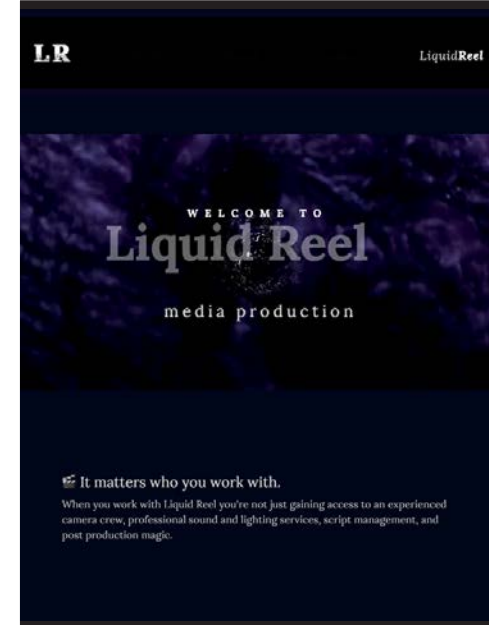
TECHNICAL DIRECTOR and LIGHTING DESIGNER

(Theater)

ART DIRECTOR, ILLUSTRATOR, ANIMATOR, and DESIGNER

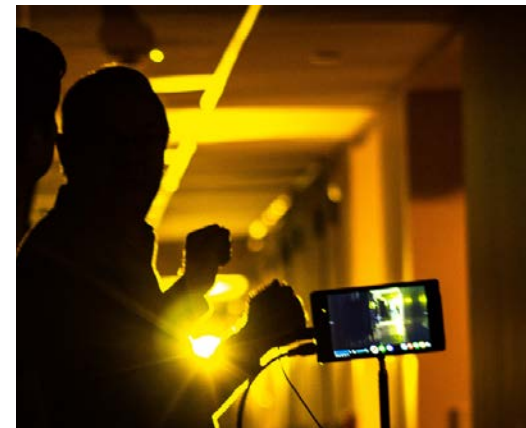
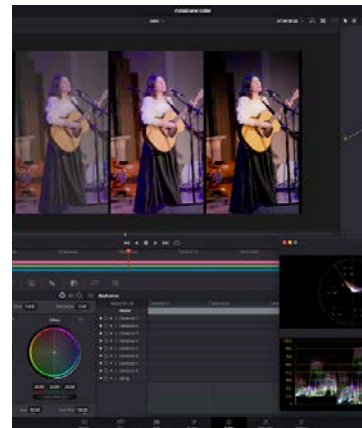
(Creative)





 Liquid Reel is a media production partnership between Ian Westmorland and myself. Ian and I are well versed in all aspects of a production. We help steer projects from beginning to end: pre production, on site, through to the final fine cut. We've served a variety of needs and clients including: narrative, brand, music, dance, and live events with professionalism and care.

[liquidreel.com](https://liquidreel.com)





 2019-Present. Creative Producer.


**Play with paints. No rules, no boundaries, no stress.**  
Create your own unique masterpiece. Singapore's only splatter paint studio, since 2019.



While visiting a NW Portland warehouse/studio and making her first paint mess Andrea was inspired, in 2019 I helped with design, photography, and logistics to start the first **Splat Paint House** in Singapore. The project has grown to include a sister company, Spin Paint House with future art studios in the works.

Through 2020 and 2021 I created two new websites which included a few fun artistic additions that will continue to enrich the curious art enthusiasts out there.

 [splatpainthouse.com](https://splatpainthouse.com)

 2013-Present. Book publishing, Editorial, and Design.  
For the past six years, I have been a partner of the Portland based publishing company, Coincidence Control Publishing. In that time, I have been involved with layout design and co-editing for six publications.

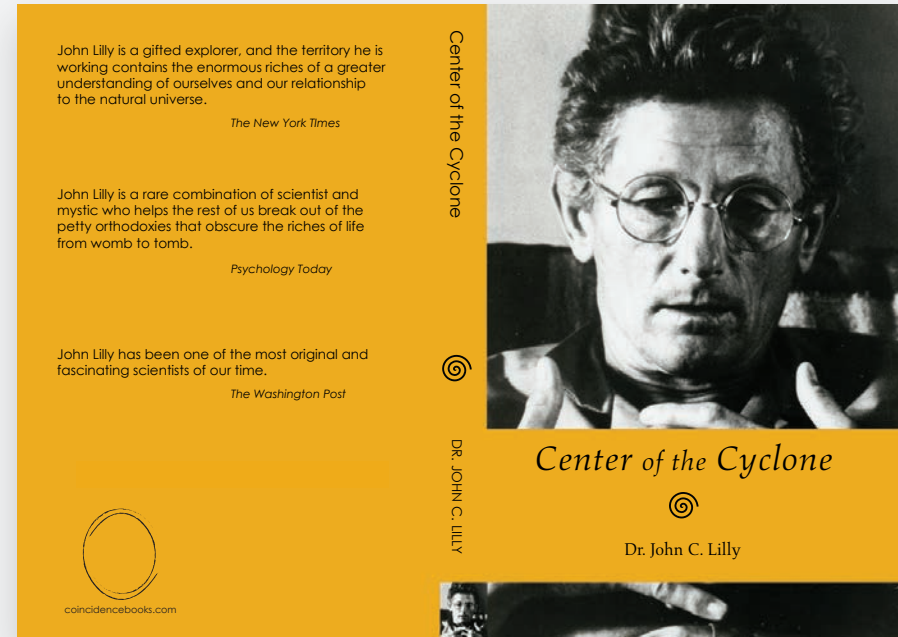
With one of the company goals: bringing relevant work back into publication and sharing novel ideas to a new audience, we have made this a successful publication business worldwide. It is additionally inspiring to introduce new authors and new publications to the world.

The books: *Artwork from the Void*, *Flavors from the Void*, and *Letters from the Void* demonstrate how the float tank experience can help inspire creative endeavors.

The company's first release of fiction was penned by the author Kevin Stevenson Fiske, *The Galactian Cyclops Crystal* – the book thoughtfully interweaves contemporary memes into a fantasy storyline with a heroic dose of satire throughout.

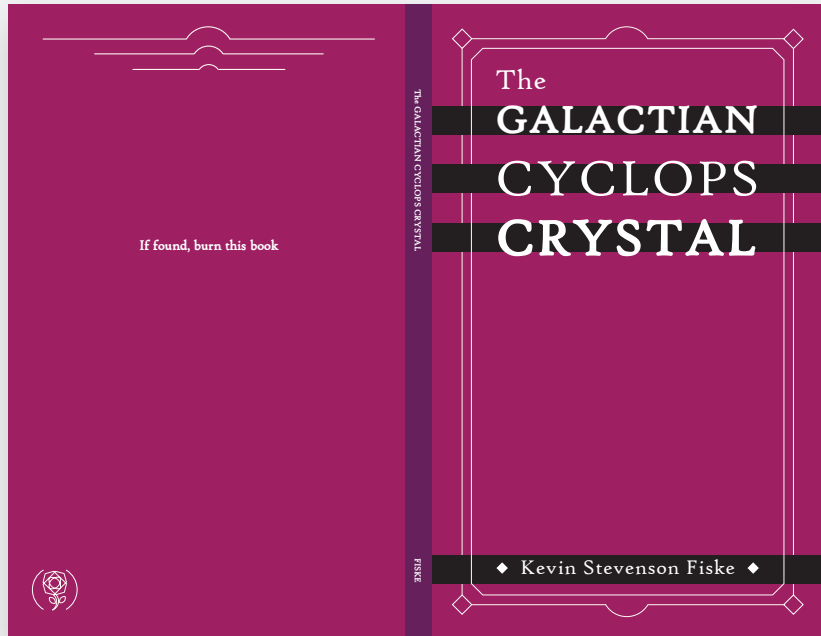
 [coincidencebooks.com](http://coincidencebooks.com)

## Center of the Cyclone



The *Center of the Cyclone* is an autobiographical work authored by famed fringe scientist and psychedelic pioneer, Dr. John C. Lilly. This is his most well known book and his first mainstream work, setting the tone for his dual career as scientist and explorer of human consciousness.

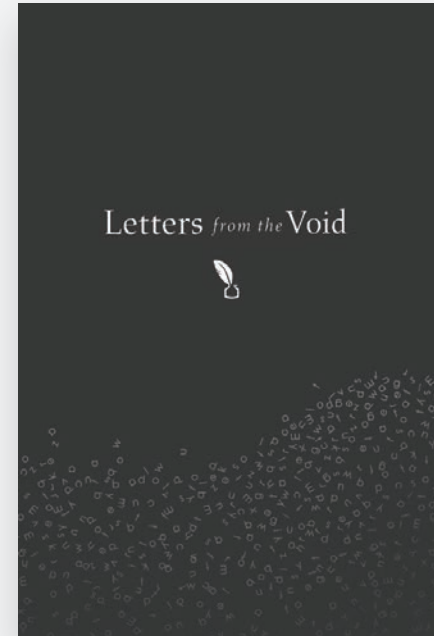
# The Galactian Cyclops Crystal



*The Galactian Cyclops Crystal* by Kevin Stevenson Fiske is nothing you were quite expecting – yet by the end, will feel like everything you really wanted – unconventional, hilarious, and moving.

[galactiancyclopscrystal.com](http://galactiancyclopscrystal.com)

# Letters from the Void

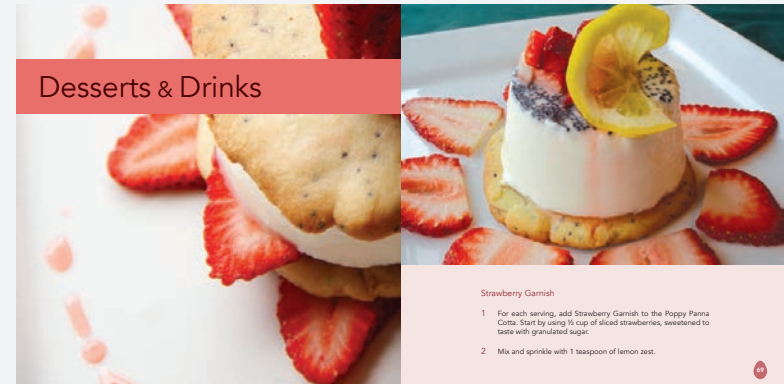
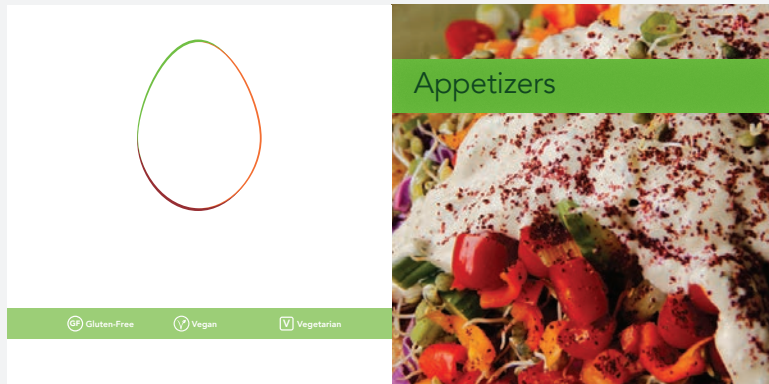


The selection of writing in *Letters from the Void* include written works of fiction and nonfiction, poetry and prose, accompanied by illustrations by Portland artists who all floated in sensory deprivation tanks. They contain passages that traverse the landscapes of humor, sadness, warmth, and hope.

# Flavors from the Void



Over the course of several months 25 chefs from Portland, Oregon, took part in an experiment in creativity. After three float sessions (a total six hours) they developed and refined recipes for a dish or a drink. *Flavors from the Void* contains the 25 recipes produced from this creative experiment.



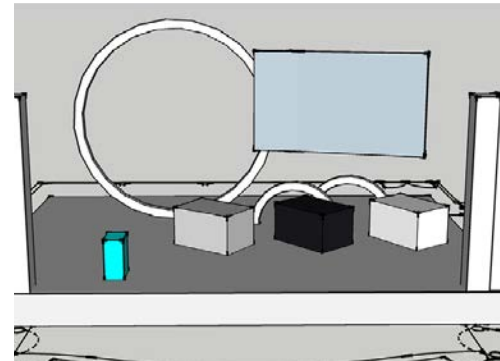
# FLOAT CONFERENCE

📅 2012-2018. Technical Director.

For the last seven years, I have worked as the Technical Director for the Float Conference – held in Portland, Oregon. This role required an incredible amount of preparation and passion to accomplish the yearly industry event. From understanding the larger vision to paying close attention to the smallest detail, the events success is a measure of that focus.

The Float Conference began in 2012 and is the world's largest float industry event. It includes speaking engagements and workshops from the leading experts on float tanks from around the world.

[floatconference.com](http://floatconference.com)



# PDX CONTEMPORARY BALLET

📍 2016-Present. Technical Director.

Briley Neugebauer, the Artistic Director of PDX Contemporary Ballet asked me to join the company as the Technical Director and Lighting Designer in 2016. In that time we have produced eight performances over the last three years.

A collection of choreographers have co-produced shows with the dance company, visiting Portland from locations ranging from Boston to Brazil.

In the 2018 performance, *Compose* there included a live music composition performed by Northwest Piano Trio. It was composed by Clarice Assad along with a featured piece “Swing Shift” by Portland composer Kenji Bunch. Clarice Assad incorporated an aquaphone and ocean drum into the composition, which was played by the dancers during the performance.

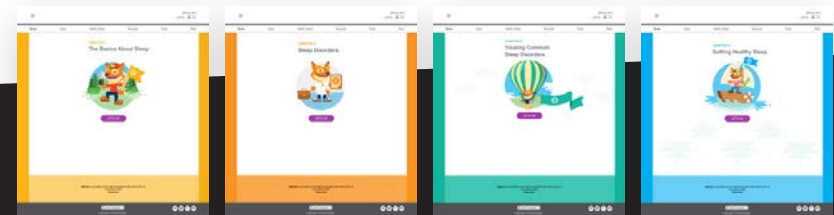
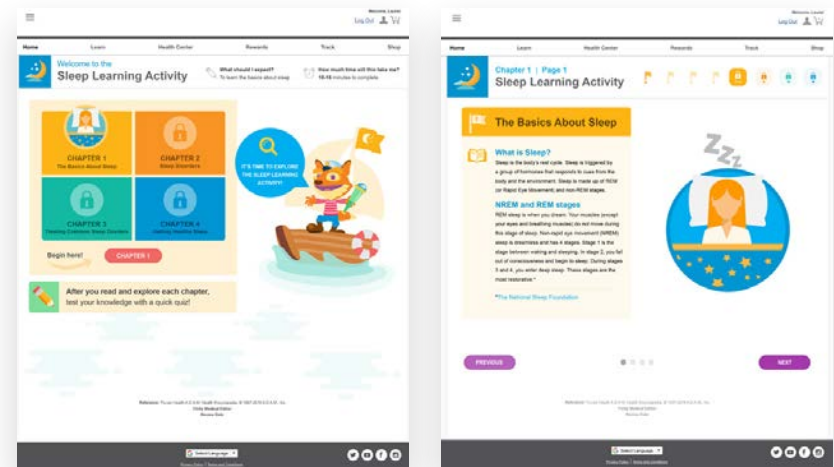
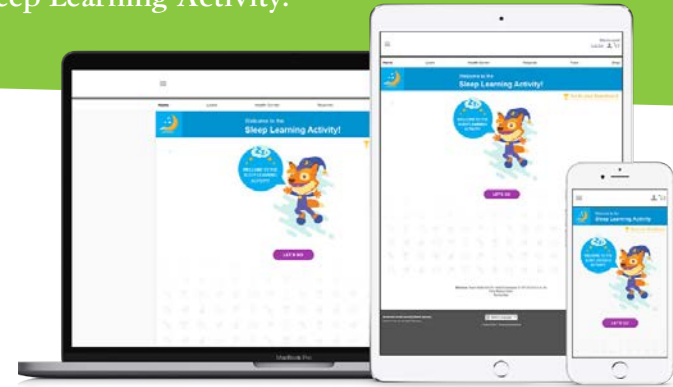
🌐 [pdxcb.com](http://pdxcb.com)

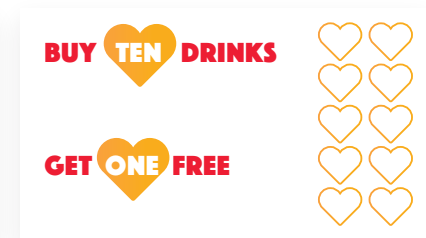


 2014-2022. Design, Photo, Video, and Solutions. Starting in 2014, I was a foundational part of the companies creative department. It was a rewarding experience being an integral part of the companies strategic development including: design (internally and for clients), photography of over 400 healthy catalog items (for print and web), layout and print production, prepress operation, video production and editing for healthcare clients, and UX design for web portals.

I was the first designer in the newly established creative department (2014). Working directly with the productions department, we helped shape the companies growth from one client to now five clients across the US. In that time, Finity has become a nationally recognized healthy rewards solution for Medicare and Medicaid.

Healthy products motivate members to think about their health and take action. Major Care Organizations (MCOs) use the program as a tool to maximize their managed and preventative care programs. Keeping their members from needing expensive healthcare solutions.





 2012-2020. Branding and Marketing.

I worked closely with Natasha Stille, the owner of Nectar Cafe: naming the business, developing the look for the brand, networking, marketing, and producing design collateral including: cafe menus, punch cards, gift cards, menu boards, coffee labels, and general design support.

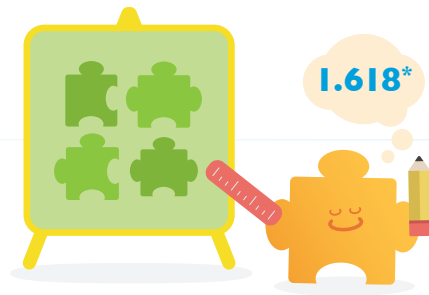
[nectarcoffeebar.com](http://nectarcoffeebar.com)

# Thoughts

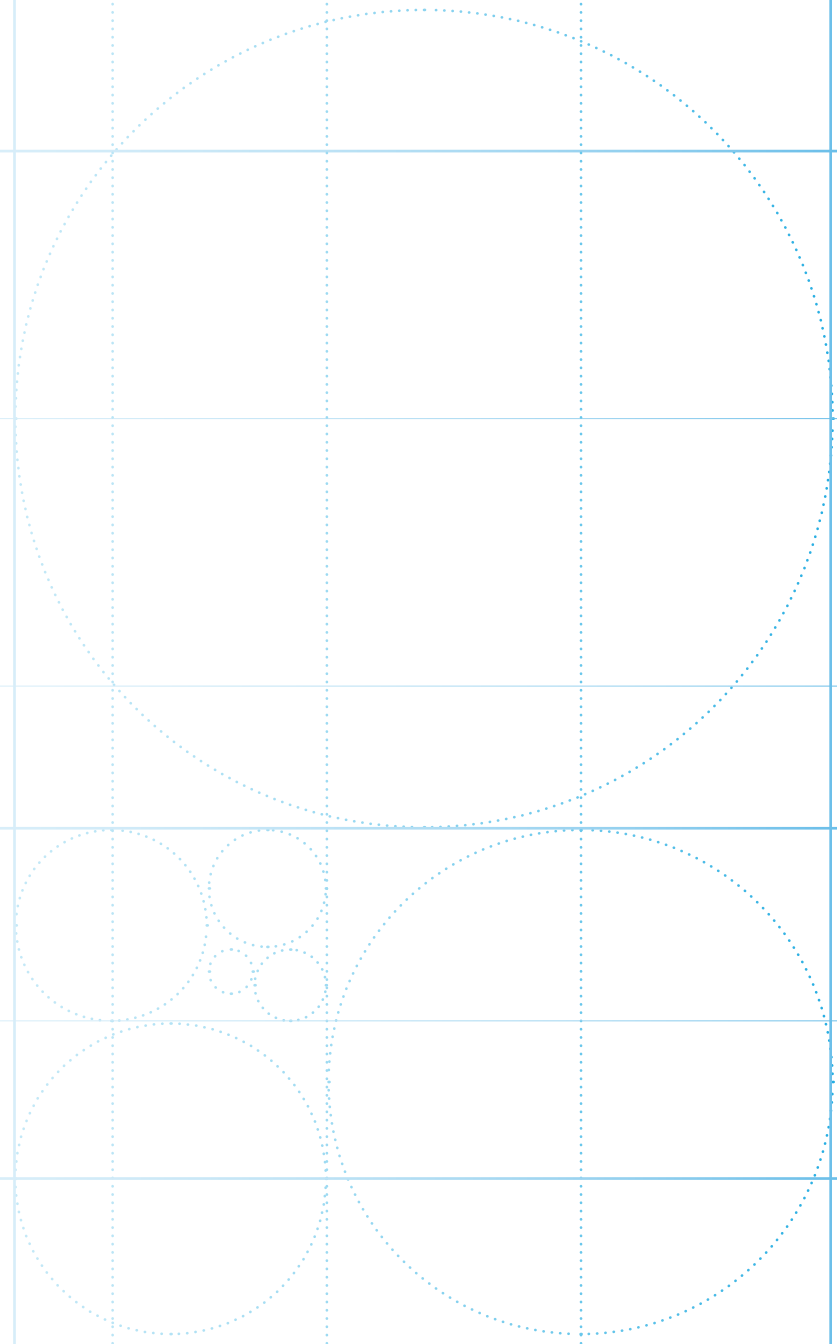
**Creativity I find is more than simply solving problems,** finding connections, defining structures, and developing systems. It defines the ineffable, adds value and clarity, brings us closer to our truest purpose. Naturally, these are only thoughts. The best way to know is to play with these ideas.

Lucky for us, creativity is not a simple calculation that we solve to derive an exact outcome every time. It is nudged into use by: empathy, emotions and passion; understood by focused attention to the micro and macro; caring about the process and the product; with thoughtful consideration of the subject.

**Simply, the act of creativity is more than a quotient. I find the best results can begin by playing with structure. Creativity can thrive within limits. Proportions can play a part in the process.**



\* The ratio represented by phi (1.61803399) can be a beautiful base for a visual structure. The grid on these pages is an example of this curious math.



“To design is much more than simply

to **ASSEMBLE**, to **ORDER**,  
or even to **EDIT**:

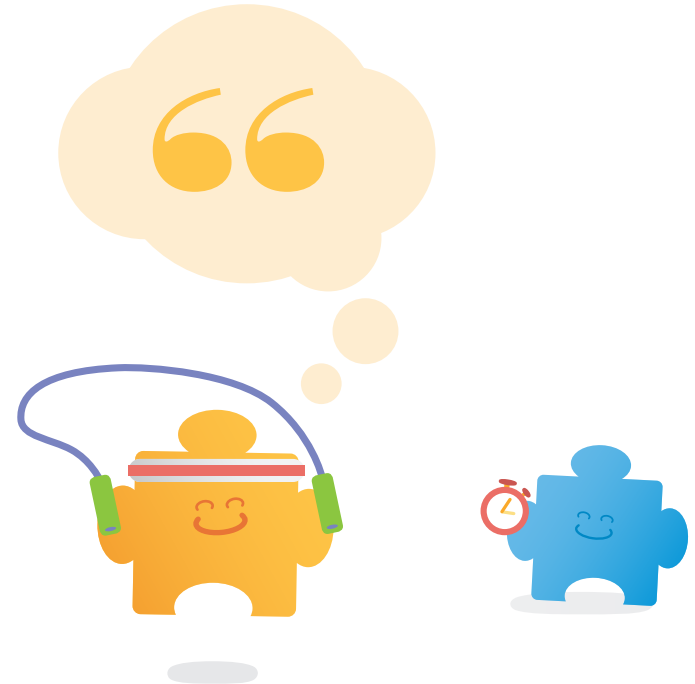
it is to add value and meaning, **to illuminate**,

to simplify, to clarify, to modify,  
to dignify, to dramatize,  
to persuade, and perhaps  
even to amuse.

amuse

To design is to transform  
**PROSE** into poetry.

– **Paul Rand**



Sun, in Bodini Ornaments.

\*This quote was thoughtfully brought to you in Futura and Bodini.

