Growing up in East Texas gave me a love for folk art and storytelling that I reflected in my personal identity-mark. The deer represents myself, always curious and ready for adventure. The star represents both the Lone Star of Texas, and my ever-constant search for creative inspiration. The moon behind respresents both the love I have for my soon to be husband and the changing mediums in which I make my artwork, be it digital or physical.

Sophy Moon

Ohno Blazeface 14pt Italic

Sophy Moon

Helvetica Neue
Makajiki is a high-end pescatarian restaurant identity nestled in the coastal hills of Sausalito, California. It is one of the few restaurants in the United States that serves meals in the Kaiseki style, offering a fresh and vibrant take on a traditional Japanese multi-course tasting menu. There are three menus; the main one offers the multi-course menu, the second offers alcohol pairings, and the third gives appetizer options for a raw bar, where fresh seafood and sashimi is served.

The name Makajiki (kanji: 真旗魚) translates literally to “true marlin,” but is more commonly used as the Japanese name for the striped marlin, the highest quality type of marlin that is sold in Japanese fish markets. The wave graphic is based on a traditional wave pattern dating back to the 6th century called seigaiha. To bring this powerful, flowing pattern to life, I hand cut linoleum stamps and printed the design onto paper with india ink, which I then scanned into the computer and converted into vectors. The logo was also designed this way by etching the kanji into the stamp and scanning the print.
Eight Course* Alcoholic pairings included

New Moon
Sakizuke - Appetizer
crushed Kusshi oyster shooter, cucumber and yuzu granita

First Quarter
Mukozuke - Sashimi Course
halibut, sea bass, and spot prawns, with yuzu kosho sauce

Full Moon
Futamono - Soup Course
miso, enoki mushrooms, tofu, and watercress

Last Quarter
Su-zakana - Vinegared Dish
heirloom tomatoes, cucumber, daikon, yuzu vinaigrette

Waxing Crescent
Hassun - Seasonal Platter
uni, seaweed, scallion ceviche, and lightly smoked albacore tataki

Waxing Gibbous
Takiawase - Simmered Dish
dashi broth, kombu, and wakame

Waning Gibbous
Yakimono - Grilled Course
grilled wild-caught salmon, sake-miso marinade, roasted kabocha squash, and charred scallions

Waning Crescent
Mizumono - Dessert
matcha green tea mousse, black sesame sponge cake, yuzu-infused whipped cream, and edible silver leaf

Eight Courses*
Up to two guests $199
Up to eight guests $290
*Raw bar menu is separate from fixed price

Caviar Service: Due to availability, prices are subject to change
Osetra - $376 per ounce
Beluga - $265 per ounce
Sevruga - $189 per ounce
Includes accompanying blinis, creme fraiche, and assorted toppings

Sashimi
3pc per order
Makakiki Striped Marlin - $32
Uni Sea Urchin - $18
Ôra King Salmon - $24
Saba Mackerel - $16
Hotate Japanese Scallop - $30
Hamiachi Yellowtail - $28
Tariagii Pen Shell - $45
Ikura Salmon Roe - $17
Tobiko Flying Fish Roe - $12
Mentaiko Spicy Cod Roe - $22

Oysters
Kusshi - $4.50 ea
Blue Point - $3.50 ea
Kumamoto - $4 ea
Beausoleil - $5
Solid Rock Legal Services is a fictitious law firm client I designed, located in Port Aransas, TX. They offer services in legal and document consultations, as well as family law, custody, and divorce services. They also offer business formation, intellectual property management, disputes and litigation services, and immigration law.

The majority of the lettermark uses Didot as the main font. My goal was to communicate strength, steadfast loyalty, elegance, and overall upstanding quality. The supporting text uses Promixa Nova, a clear and classic sans serif typeface family with many options.
This page includes a print advertisement developed alongside the stationery for the brand. It is meant to appear as a half-page advertisement in a newspaper introducing the firm, and displaying an offer of services that the firm provides. Contact information is included on the side. The ad borrows both color and branding elements from the stationery, which would then be reflected in the subsequent website, and other marketing materials for the firm.

Solid Rock
Didot Bold

Legal Services
Proxima Nova

CMYK 243 100 0
RGB 243 159 30
HEX #F39F1E

CMYK 98 74 0 0
RGB 1679163
HEX #104FA3
Resolution and peace of mind are on the horizon

Who we are: What we do:

We strive to be a support for the working man to lean on. From local business affairs, to fighting for your rights in the court of law, we will be there for you when you need us most. You're more than just another face on a page; to us you are the future of our company, community, and our lives. When you partner with us, you receive world class action in all your legal affairs, while maintaining a level of treatment reserved only for family. We're here for you, from everyone at Solid Rock Legal Services.

Call us for a FREE consultation at:
(361) 273-8334
222 Glendale Ave
Port Aransas, TX 78373
solidrock.com
arroyo_dan@solidrock.com

• Legal consultation
• Custody services
• Dispute and litigation management
• Immigration
• Personal injury legal services
• Family law and divorce

Who we are:

Resolution and peace of mind are on the horizon

What we do:

• Legal consultation
• Custody services
• Dispute and litigation management
• Immigration
• Personal injury legal services
• Family law and divorce
Blue Heron Preserves is another fictitious company located in the heart of downtown Houston, TX. It exists to preserve the history and legacy of fruit canning. This is done through the production of premium, small-batch preserves made with fruit from local farms and foraging organizations. The focus is placed on regional variety and unique, unheard-of flavors not typically found in grocery stores.

The logo features a blue heron, a bird that is synonymous with the South, as well as the official bird of Houston, TX. The heron itself is also a play on the myth of a stork delivering a baby. Alongside it are peaches, a fruit that sings of comfort and hospitality.
We deliver supreme quality rare and regional fruit preserves from every state in the continental USA.
Eye In The Sky is another ficticious client based in Homestead, FL. They operate as a bird sanctuary just outside of the Florida Keys, aiding the local and migratory populations of birds. They strive to protect the lives of birds in the Keys by working with national birding organizations to ensure the survival of key species.
This is a one poster design for the London Zoo and their after hours event marketed towards adults and parents. All of the animals depicted in the poster can be found on-site in the United Kingdom. The design is focused around a bug eye’s view of a nighttime scene, as a way to reimagine the wonder of going to a zoo for an older generation.

The three animals in the poster were chosen for their nocturnal natures as well as for their inherent symbolism; barn owls represent wisdom, tigers are known for their strength, and snakes are seen as mystical bridges between one world and the next. All three stare down at the viewer with curiosity, wondering whether you’ll join them. The logo was provided for the assignment.
This infographic is about a painting style found in Korean Buddhist mountain temples called dancheong. Seven of these temples were listed as UNESCO World Heritage Sites because of their national value. Dancheong as an art form has a unique symbolic relationship with Buddhism in Korea, the most poignant of which is the five colors used, as a representation of sacred direction and the Five Principles of Buddhism.
The History of the Seven Sansa of South Korea

Out of the 20,000 registered Buddhist temples throughout mainland Korea, seven sansa (산사, translates to mountain temple), are considered both UNESCO World Cultural Heritage Sites and universal treasures of the nation. These seven temples were chosen because of the quality and historical value of their decoration, also known as dancheong (단청). This style of artistry serves as practical protection of the wooden architecture from the elements, as well as a visual vehicle to communicate the dogmas and symbolism inherent in Buddhism.

Dancheong, is a painting style typically used on important buildings, such as temples and palaces. The literal translation from Korean means cinnabar and blue-green, a reference to the two dyes most commonly used: cinnabar and azurite.

The Sansa and what they stand for

Daeheungsan - believed to be established during the Three Kingdoms period (4th to 9th century.) While unconfirmed, it is generally accepted that the temple was founded in 514. The temple is famous as a historical center of Korean tea culture.

Geopjusa - established in 533. It is home to the oldest and tallest pagoda, and one of only two wooden pagodas in the entire country.

Haeungdansan - established in 640, considered auspicious because of its placement beside a taeguk-shaped (spiral-shaped) stream. The taeguk is on the national flag of South Korea and symbolizes universal harmony.

Gongjusa - established in 641. Considered one of the Three Jewels Temples in Korea, named after the Three Jewels of Buddhism. It is also Korea's largest temple.

Gomjeosan - established in 672. Geungnakjeon (Nirvana Hall), dating back to the early 1200s, is presumed to be the oldest wooden building in South Korea.

Boseoksa - established in 676, also known as the "Temple of the Floating Stone."

Seonamsa - established in 861. Known for its naturally harmonious and elaborate Iljumun, the gate through which one leaves behind worldly desires and enters the temple, and by extension the land of Buddha.
Thank You