

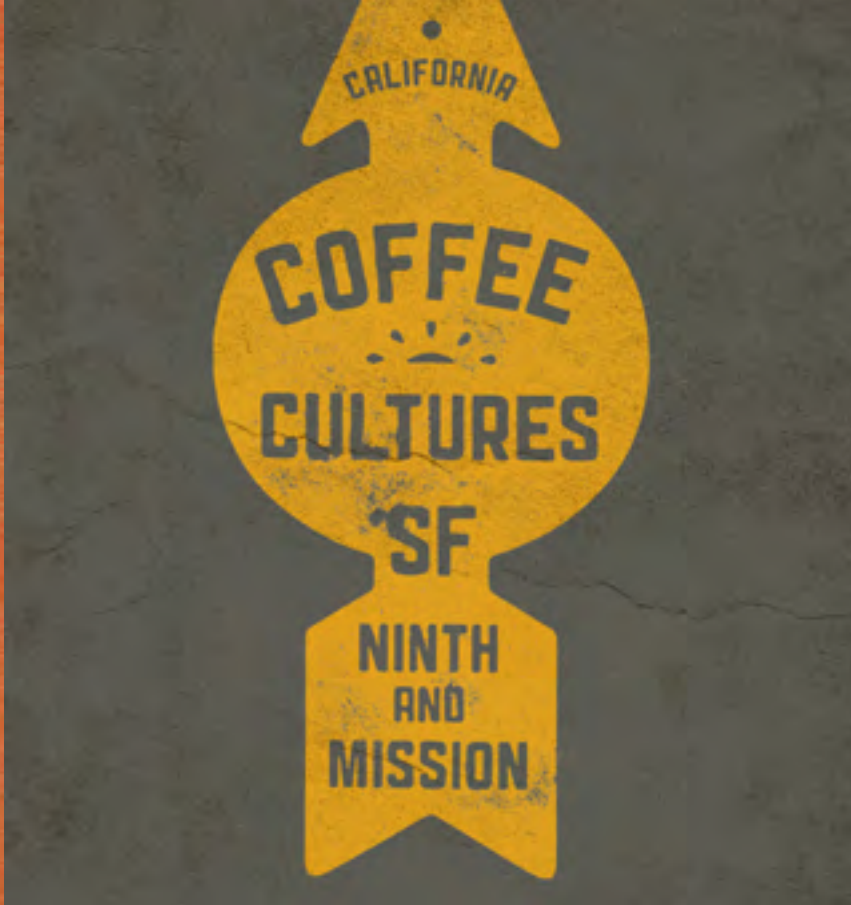


MAX SPECTOR

DESIGN CASE STUDY

CLIENT BRAND HIGHLIGHTS

Graphic design, art direction, & production



PROJECT BRIEF

The power of design is to make the hidden visible, the visible relevant, and the relevant of passionate concern. The job of design is to spark intrigue and curiosity—to captivate the user and inspire them to disregard distractions and focus on your message—and of course, always, to tell unforgettable stories.

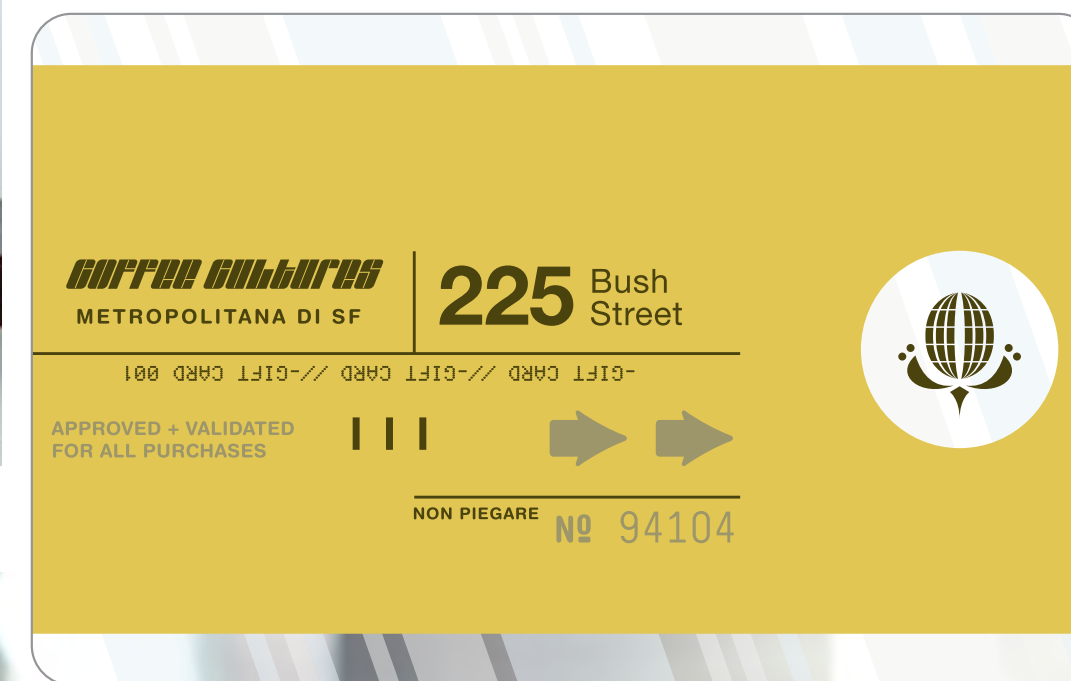


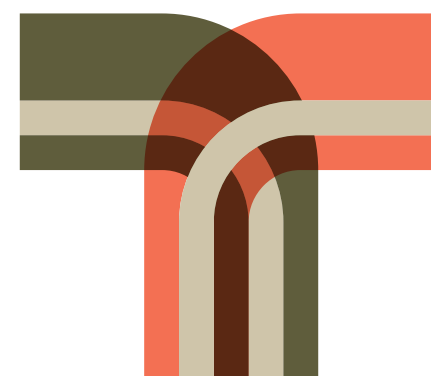
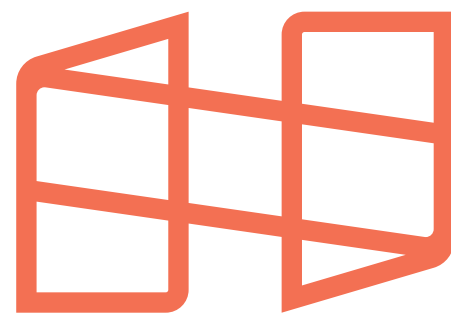
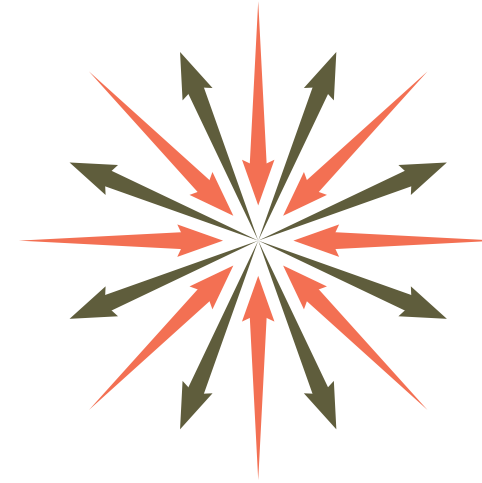
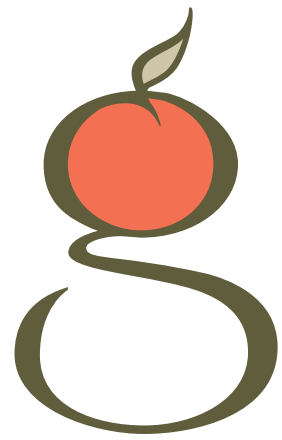
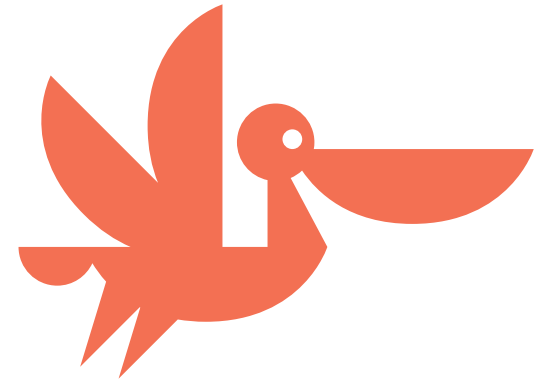
ROLES & RESPONSIBILITIES

- » **LEAD DESIGN:** hands-on design for all projects shown here, either in collaboration or as the sole designer.
- » **ART DIRECTION:** on collaborative projects, I led the team and contributed as a designer.
- » **CLIENT RELATIONS:** Project management, timelines, trust-building, listening, and honoring the client as partner and subject matter expert.

DESIGN AGENCIES OF RECORD:

Chen Design Associates and my independent design practice







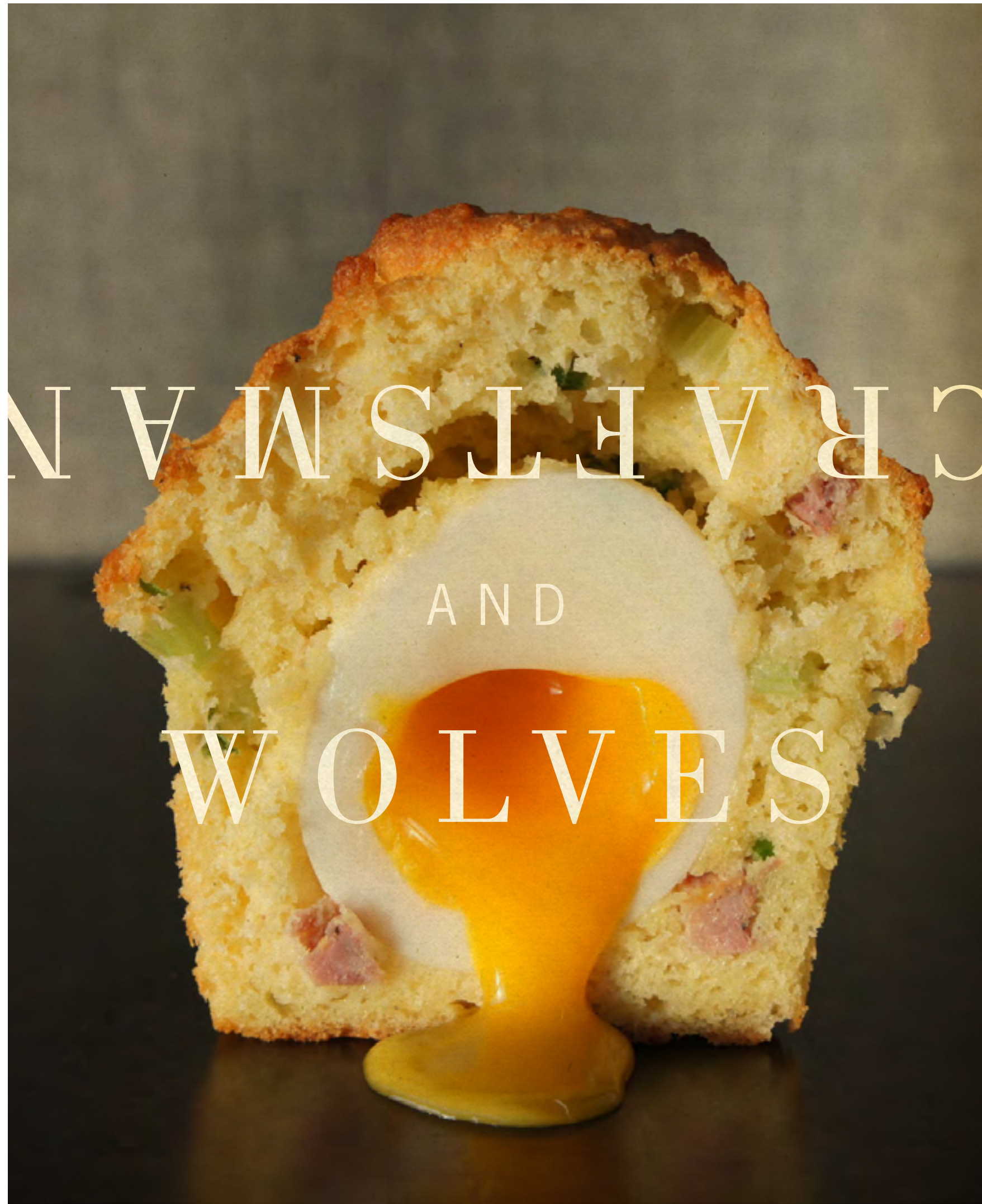


VENUS

SPIRITS

DISTILLED IN ♦ SANTA CRUZ, CALIFORNIA





Coffee
Cultures

SF CA
PROJECT
JUICE

Reel
Centric

VERVE
COFFEE ROASTERS

Fandm

VENUS
SPIRITS


TELLTALE
SAN FRANCISCO PRESERVE CO. CALIFORNIA

PEATED BARLEY
FROM
SCOTLAND
SINGLE MALT WHISKY
COPPER POT STILL
DISTILLED AND
BOTTLED IN
AMERICA

FORT MASON CENTER
SAN FRANCISCO

SF HERITAGE

The
BROWNIE AND
MADAM
OPTICAL CO.



ARCHETYPE IN BRANDING

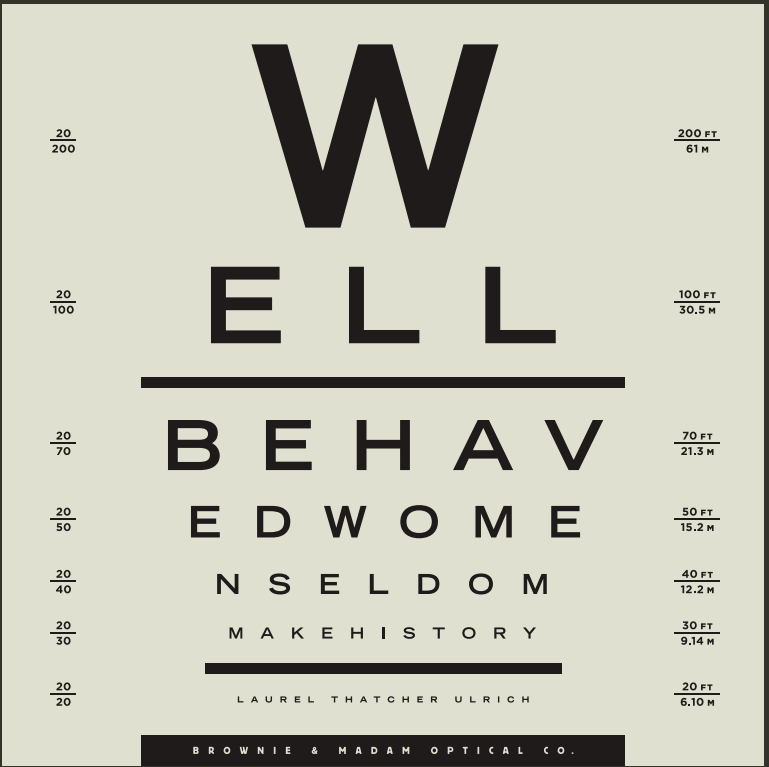
A TOOLKIT FOR CREATIVES AND STRATEGISTS

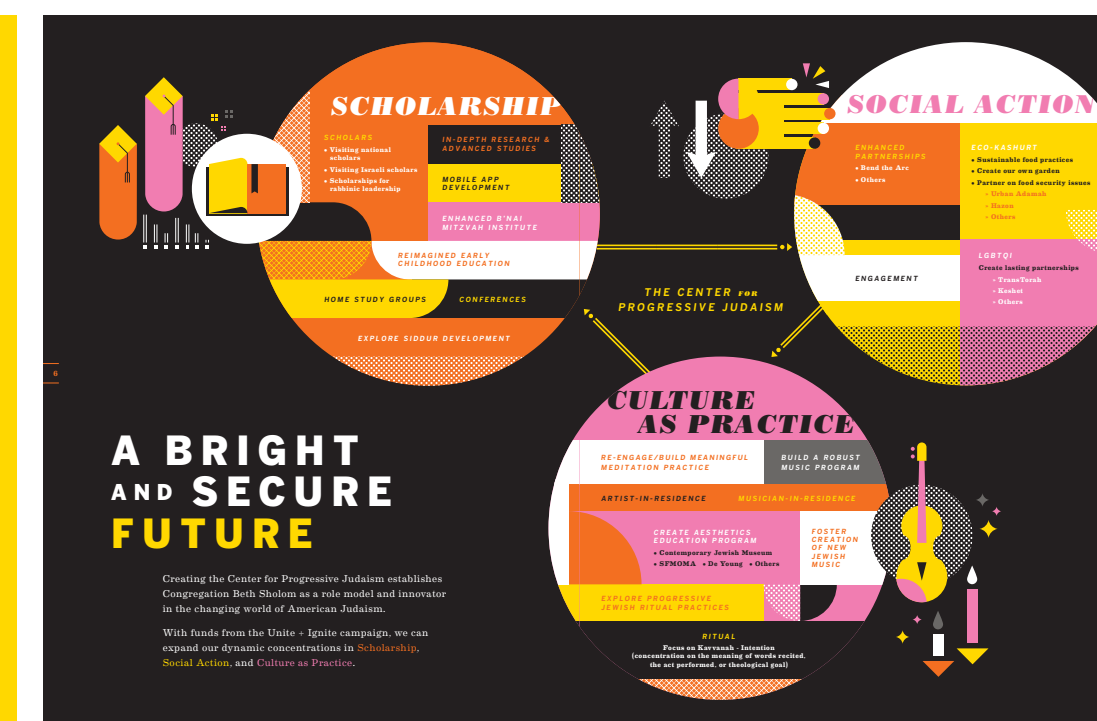
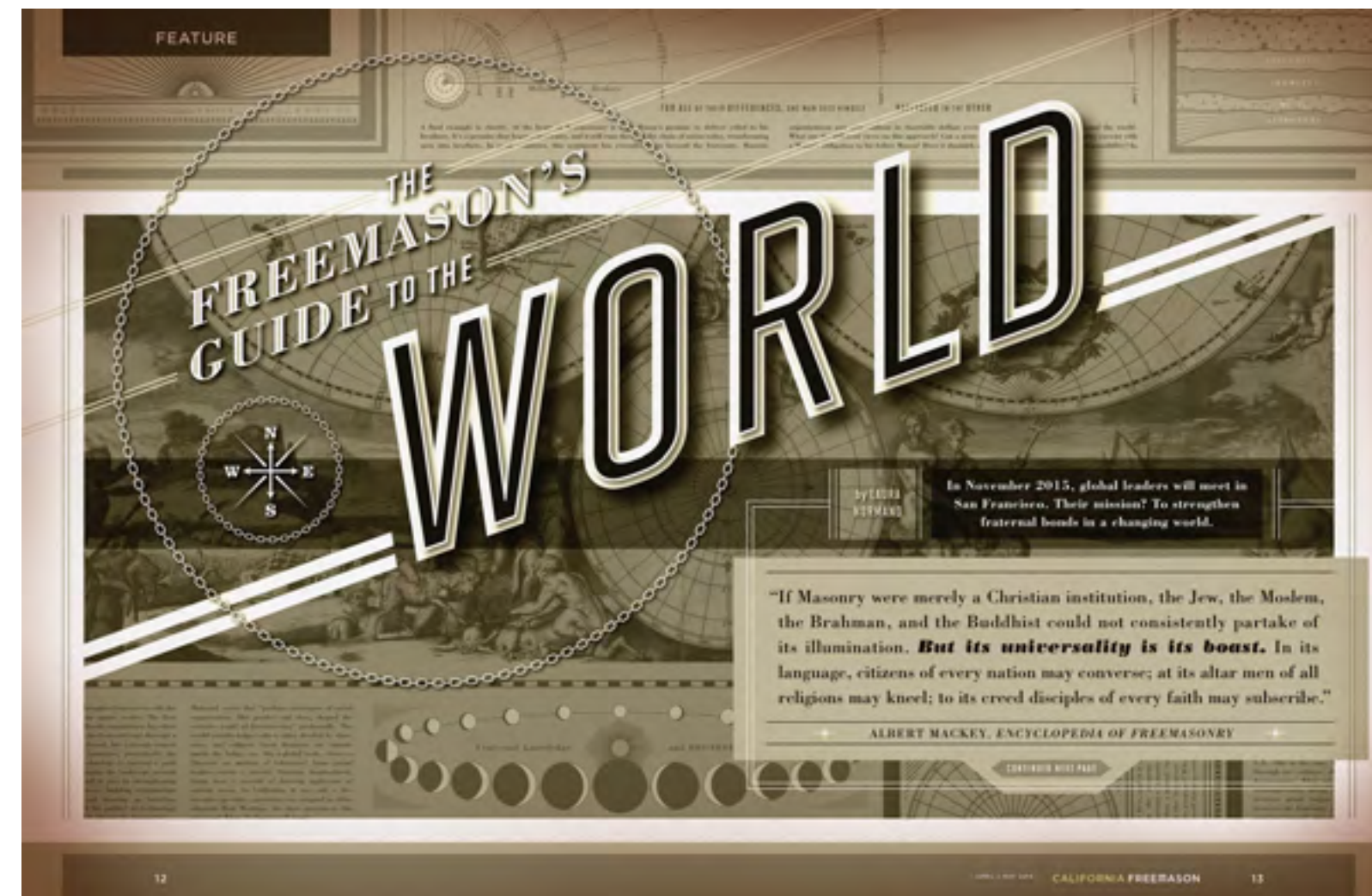
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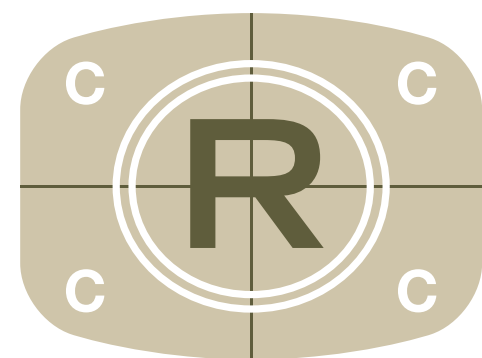




THERE IS NO ROYAL, **PATH**
FLOWER-STREWN
ONLY THE ONE
I CREATE FOR MYSELF







REEL CENTRIC



KAYU



THRESHOLD



FURTHER





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