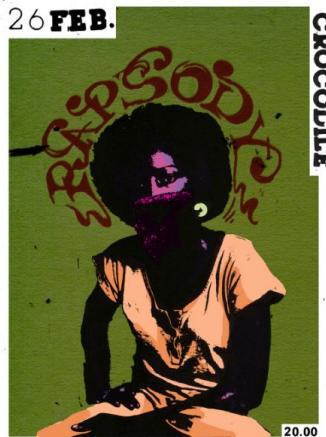
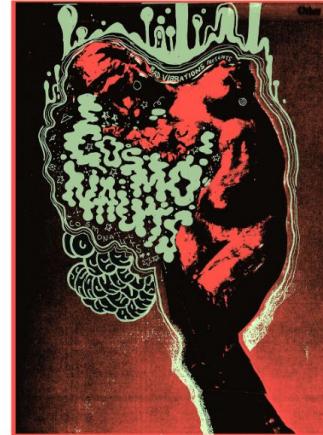
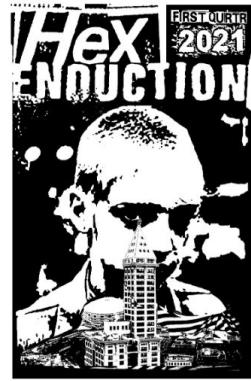


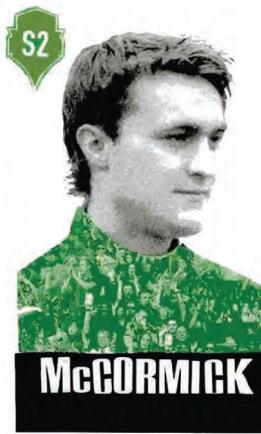
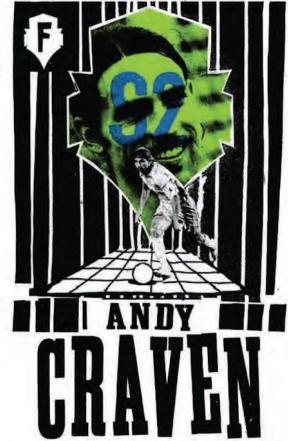
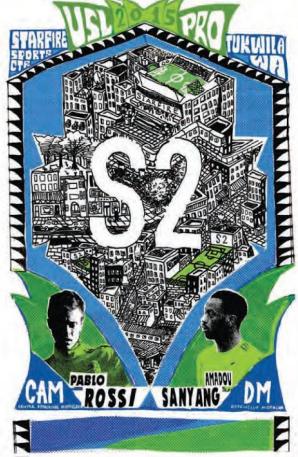
CARUÍZ



For the past 16 years I've been a Designer with a strong focus in art and music for both commercial and experimental projects, working with groups I believe in to create art, produce events, and aid in the flourishing of my creative underground scene. I've sought to express my nuanced and thoughtful aesthetic in an innovative way from project to project including clothing, art installations, planning and producing events- anything engaging and culturally beneficial. (*pictured above: events I've produced and designed art collateral for.*)



I've been hired for my analog aesthetic by clients who want designs that are imbued with high energy, playfulness, and color that pops. My clients have included international talent booking agencies, beverage companies, local and international publishers, and large corporations. (*pictured work: New York Times, The Stranger, Sub Pop Records, Converse, OBEY, The London Design Review, and others*)



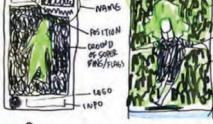
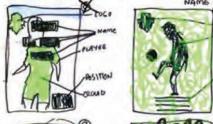
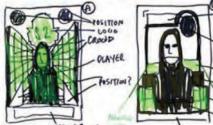
DESIGN CASE STUDY:



For the upcoming Seattle Sounders season, I was assigned to design introductory posters for their AAA team, Sounders S2.



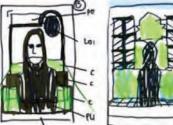
CROWD, FANS, ENERGY, COMMUNITY,
- PLAYER CENTRIC
- FLAGS - CROWDS - COMBINED
- STARFIRE



⑥ GROUPS
ON SIDE TO
LOOK LIKE
FANS IN STAN

⑦ THE GREEK
OF UNIFORM
IS TREATED
PHOTO OF
DANS

⑧ PAPER TRAIL
AS ONLY SPOTS
OF COLOR
PLACED ON
B&W PHOTO
SCENES
• DOT IS B/W



- ⑥ PLAY ON DESIGN
 - ④ WITH PILLAR DOLLEN RAGED ON ROOF TOPS
 - * MARK LITERAL REPRESENTATION OF STYLIC FIRE
- ⑦ CENTRAL PIC OF PLAYER
 - SPURRED INTO CROWD OF PEOPLE WI PLATES



A green diamond-shaped logo with the letters "S2" in white.



A poster for the movie 'LAWAL QUODUS'. It features a man in a green suit standing in a doorway. The word 'LAWAL' is written vertically on the left side, and 'QUODUS' is written horizontally below the doorway.

My Art Director gave me some approved Sounders posters for reference and I began pulling inspiration from the stadium S2 plays in, vintage soccer aesthetics from Italian and Latin American soccer programs, and playing with information anchor points.



The resulting progression of designs included: simplifying layout, using secondary approved color tone, and increasing player name and position. I then added illustrated elements from S2's home stadium for player backdrops and borders. Final designs included above posters, magazine advertisements, and fan flags all approved for production.



DESIGN CASE STUDY:



Virginia Mason™

I was assigned to head the project to create the next interactive billboard installation for Virginia Mason Cancer Research Center within the studio's approved "Erase Cancer" campaign.



My Art Director and I agreed that instead of erasing the word "Cancer," we would use my illustration skills to cover up the word. I suggested graffiti as opposed to invasive imagery which could have a dark undertone. I thought this would be a good chance to use art in a therapeutic way by creating tags of the names of Doctors and Researchers who work in the cancer research field.



This is the resulting billboard, installed over the course of 2 weeks on a high traffic area. This billboard installation was the recipient of the American Advertising Awards- Silver presented by the American Advertising Federation,



DESIGN CASE STUDY:

LEVITATION

Austin Psych Fest had been increasingly becoming more and more successful and began producing concerts globally. Because of this expansion, I was hired as an Assistant Creative Director to rebrand the concert series and business identity.



Years past had used darker earth-tones, taking from the Texan backdrop of the festival (top) which their Creative Director used terms like "mud" and "clay" - but with new ventures they wanted new colorways. We settled on a CMYK colorway, with me doing promotional art and Levitation's in-house designer doing lay out. (*above: Brian Wilson, Slowdive, Ween, Ty Segall*)



Pictured are client-approved pre-festival release advertisements and Artist Series posters. The shirt design for this year's festival was kept a stark black and white. (*pictured: Black Mountain, Flying Lotus, Royal Trux, Soft Moon, Caribou, others*)



FASHION CASE STUDY:



I was approached by the Senior Technical Designer and Design Director of adidas Originals USA to do a series of graphics for a S/S collection. I asked and received creative direction in the form of mood boards, multiple meetings on the phone and in person on brand philosophy and relevant fashion trends, and developing some ideas in their design lab.



These are some of the resulting examples I was sent which all reflect an urban lifestyle. In an early call, their Technical Designer conveyed to me that their core demographic was a streetwear audience, but was convinced my established, “punk,” visual know-how would develop an untapped audience in the middle ground.



My theme for heads and faces was a result of many contemporary hip hop acts and current affairs that reflect the importance of knowledge and awareness. This bled into the concept of these faces being vibrational, aware, and enlightened. I married my analog technique to filter through these ideas of self actualization and identity. Five went through to production.



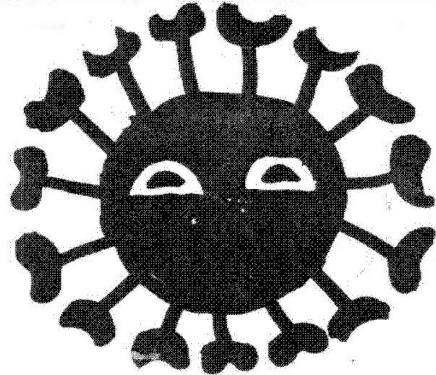
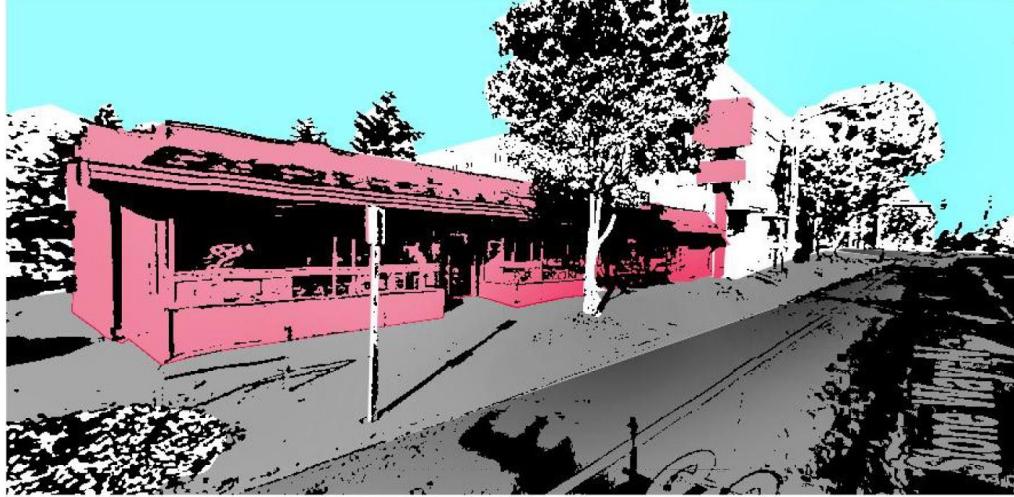
EVENT CASE STUDY:



I was connected with a local agent of a Seattle nonprofit, Low Income Housing Institute, to find a location for a charity event. I reached out to a local redeveloper with a proposal to renovate one of their vacant spaces as a center for arts programming in the Downtown Seattle core. The project would last several years and strengthen my event production skills.



The Seven Seas building holds a substantial significance in Seattle's cultural landscape as the former home to The Lusty Lady. Once my proposal was approved, I began grant writing and reaching out to those I knew in the private sector seeking philanthropic donations. I also approached City and County Arts Organizations and secured grants from Artist Trust and 4Culture.



The project moved to a new building and we partnered with MoPop for the Mini Maker Faire as our inaugural event and we went on to host 53 artists, 20 musicians, and had community events like dinners, open mics, and all ages projects. We were fully insured, ADA compliant, and focused our curation on BIPOC, first time exhibitors, and underrepresented artists.

T H A N K Y O U !

Contact:

cmruizart@gmail.com
cmruiz.com

Seattle, WA
USA