



hello

Thank you for your interest in my work. Enclosed are examples of my corporate work as well as my personal creative projects.

I have multidisciplinary design experience catering to clients in diverse industries. I am a dedicated team member with expertise in large-scale and complicated projects in fast-paced, fast-growing environments. My true passion is drawing. If you have a need for illustration talent for your next project, please contact me! I am skilled at capturing a range of styles for vector art, freehand conceptual sketches and more traditional fine art work.

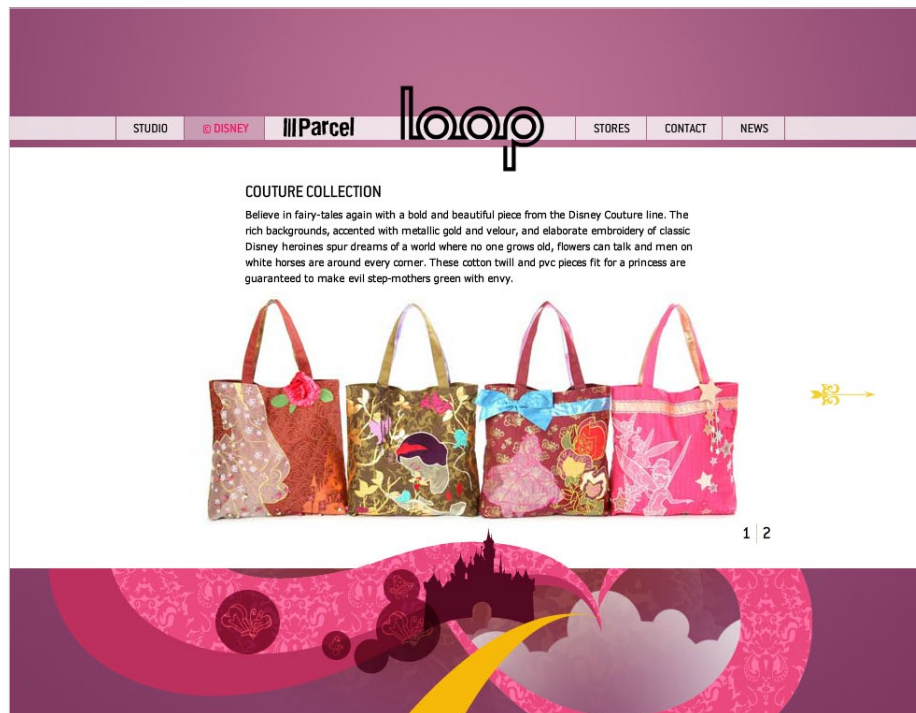
Thank you for your time and consideration. I hope we have the opportunity to collaborate together soon.

ardith

ARDITH IBAÑEZ NISHII

TEL (718) 216-0398 // ARDITH@IBANEZNISHII.COM

APRIL 2012



FASHION

PROJECT BACKGROUND ILLUSTRATION FOR FLASH SITE

CLIENT LOOP NYC / DISNEY

URL WWW.LOOPNYC.COM

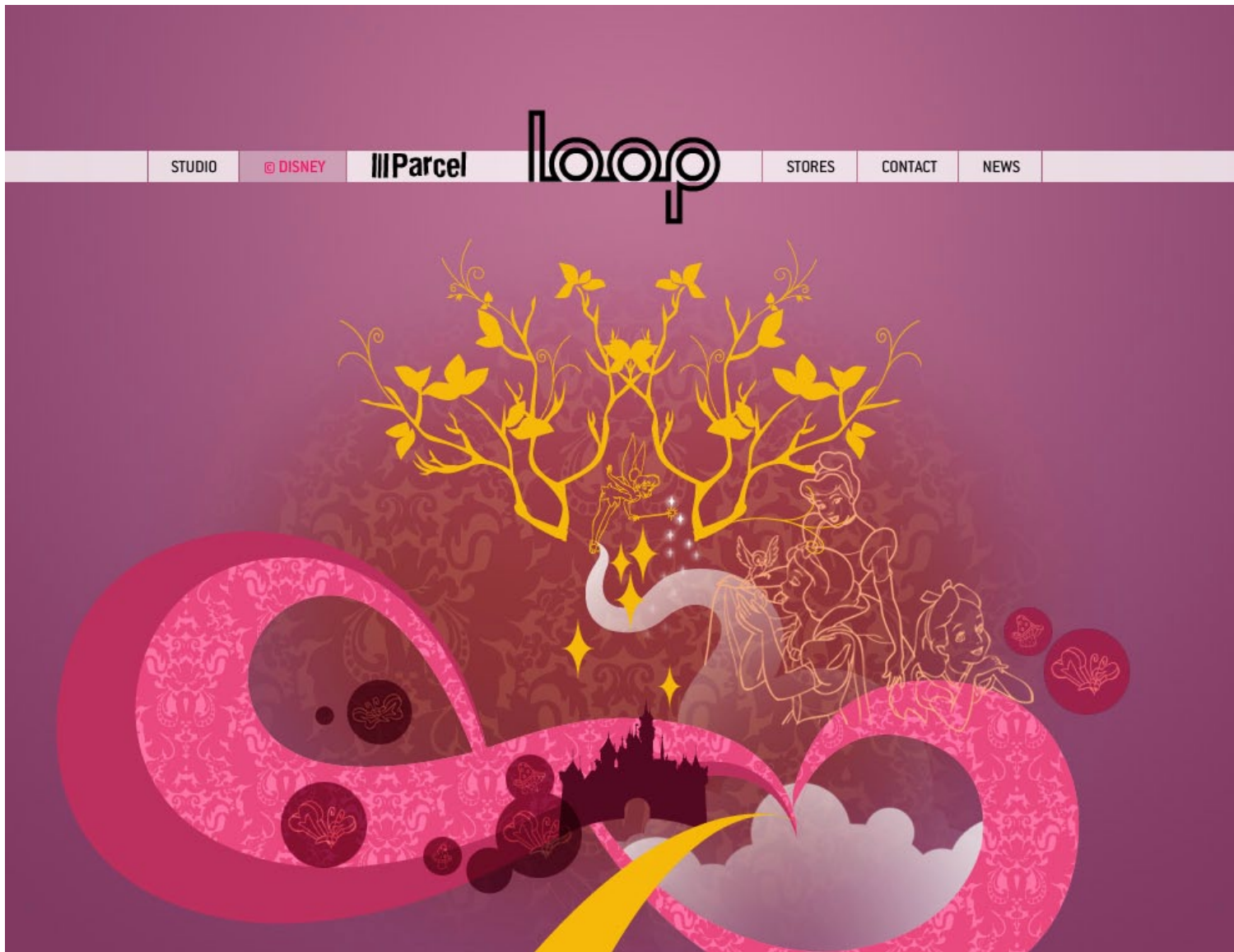
TIME PERIOD MARCH 2007

ROLES/RESPONSIBILITIES

//ILLUSTRATION //GRAPHICS PRODUCTION

OVERVIEW

Ardith was brought in to create the background illustration for the Disney Couture line section of the Loop NYC's Flash site. The final artwork had to capture the whimsical nature of the site as well as adhere to the strict guidelines by the Disney brand.



4 ardit



GUERRILLA MARKETING

PROJECT CONCEPT FOR WILD POSTING CAMPAIGN

CLIENT AOL / AIM TALK


TIME PERIOD JANUARY 2006

ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION //GRAPHICS PRODUCTION

OVERVIEW

These concepts were intended for a wild posting guerrilla marketing campaign to promote AIM Talk by AOL Instant Messenger to a youthful, hip audience.




INTRODUCING AIM TALK

A new way to separate business and pleasure
with unlimited inbound calls to your Free personal phone number.

You can put whatever Face you want on it.

aimtalk.com ☼ We've got your number.



INTRODUCING AIM TALK

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aimtalk.com ☼ We've got your number.



RADIO SHIRTS

PROJECT CONCEPTS FOR RADIO STATIONS T'S

CLIENT AOL RADIO

TIME PERIOD AUGUST - OCTOBER 2005

ROLES/RESPONSIBILITIES

//DESIGN //ILLUSTRATION //PRODUCTION

OVERVIEW

AOL approached the Attik NYC office to develop design concepts for internal team tshirts for eight different online music stations.

ardith 7



Tshirt Design Concepts
 // AOL Radio

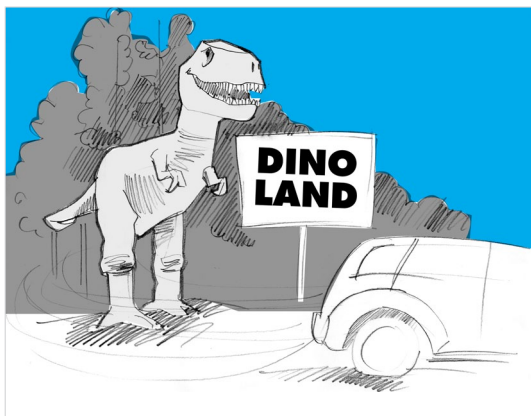
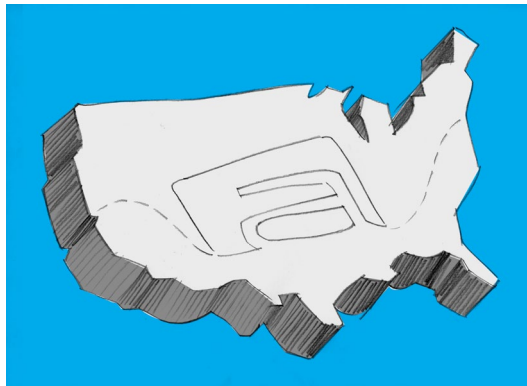


Tshirt Design Concepts
 // AOL Radio

ardith ,



Tshirt Design Concepts
 // AOL Radio



"On the Road" Animation Concept
// ALOFT HOTELS

HOTEL LAUNCH

PROJECT ALOFT HOTELS LAUNCH

CLIENT STARWOOD HOTELS

TIME PERIOD DECEMBER 2006

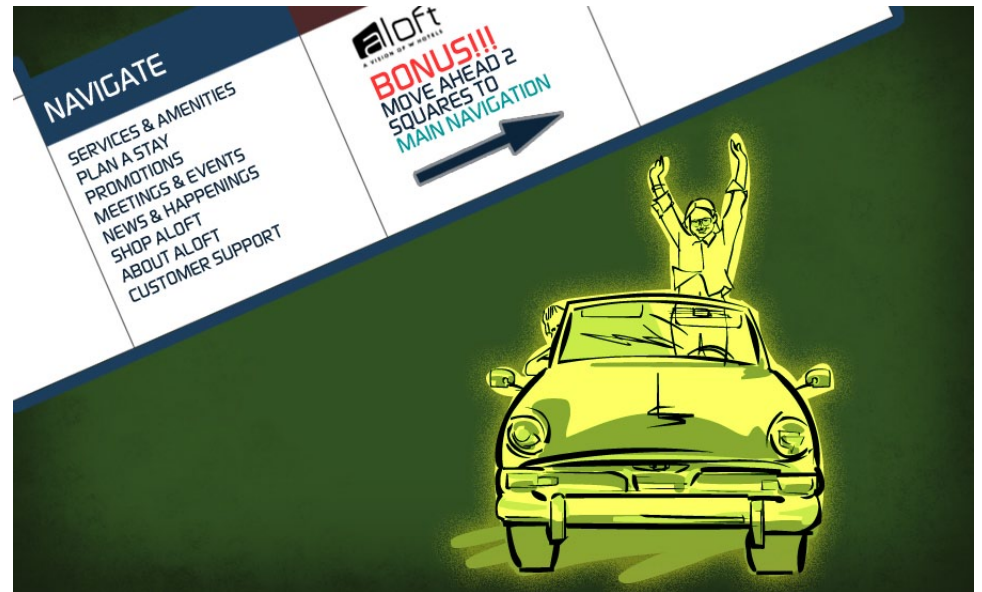
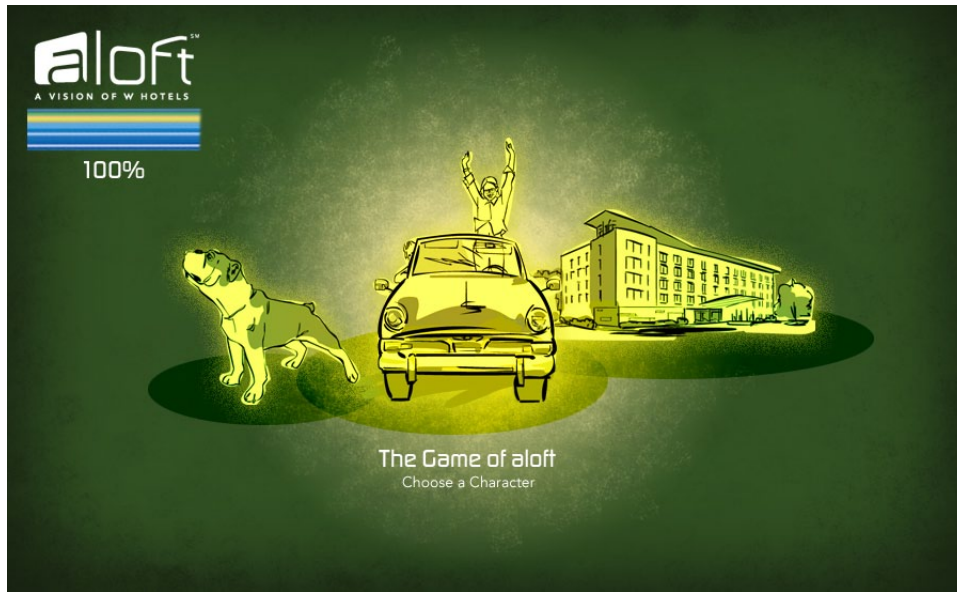
ROLES/RESPONSIBILITIES

//DESIGN //ILLUSTRATION //PRODUCTION

OVERVIEW

Ardith illustrated and designed concepts to evoke the playful personality and whimsical story of the new hotel.

ardith "



"Board Game" Marketing Site Concept
// ALOFT HOTELS



BANNERS

PROJECT WINDOWS LIVE MESSENGER ADS + LANDING PAGES

CLIENT MICROSOFT

TIME PERIOD NOVEMBER 2006 - JUNE 2007

ROLES/RESPONSIBILITIES

//DESIGN //ILLUSTRATION //ANIMATION

OVERVIEW

Ardith created the illustrations, prepped the assets and implemented the Flash animation for a series of banners promoting Windows Live Messenger. Her expertise in file size optimization coupled with her illustration skills successfully kept the banners well within the limited file size restrictions.






Windows Live Services

Windows Live™ Messenger

[The Basics](#) | [Y! Interop](#) | [Share](#) | [Connect](#) | **[Games](#)** | [Integration](#)

He's making his list.

Make sure Santa knows what everyone wants this Holiday Season.

Don't let the hustle and bustle of the holidays get in the way of that all-important "sit down" with Santa. Now the whole family can chat with Santa on Windows Live Messenger.



Already a Windows Live Messenger User?

Simply add Santaclausbot@hotmail.com as a contact and begin chatting.

- ✦ Logged in, click to start a conversation.
- ✦ Click button in the WLM client.

What!?

You aren't yet a Windows Live Messenger User?

[Click here to download now.](#)

[Download now](#)

[Tell a Friend](#) | [Legal](#) | [Privacy](#) | [Support](#) | [Windows Live](#)


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PACKAGING

PROJECT IDENTITY PACKAGE FOR GOURMET DIPS

CLIENT KORS D'OEUUVRES

URL WWW.KORSDOEUVRES.COM

TIME PERIOD OCTOBER 2009 - NOVEMBER 2009

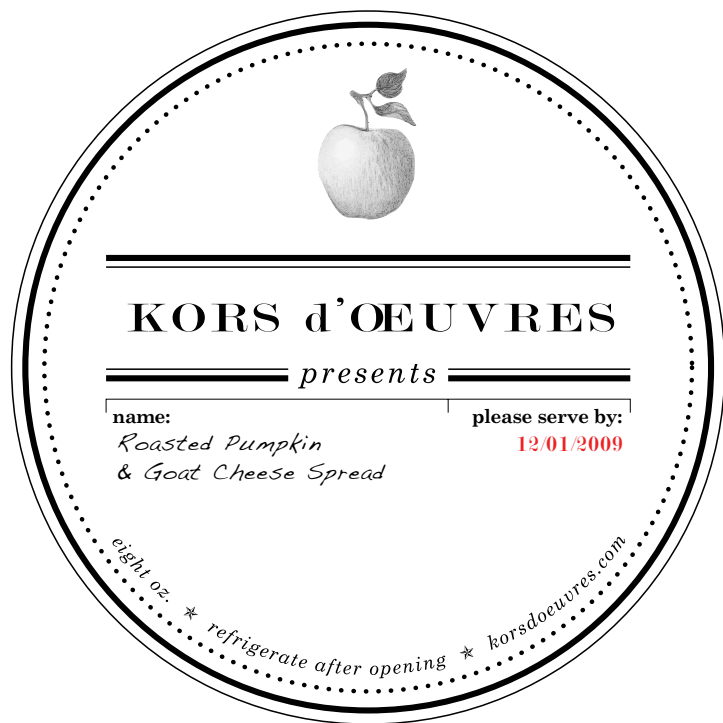
ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

After collaborating on the Isaac Mizrahi web site for two years, Korey Provencher called on Ardith to illustrate logos and design an easy-to-use, economical packaging system to convey a distinctive and elegant brand for his new line of gourmet dips. The branding has held up to the steady and extensive national media coverage since the product launch in 2009. Kors d'Oeuvres dips were recently featured in the holiday shopping guide of the December 2011 issue of *O Magazine* as one of Oprah Winfrey's "Favorite Things." In 2010, Korey Provencher was also invited to appear on "The Martha Stewart Show" to discuss his dips and share his recipes.







FILIPINO PRIDE SHIRTS

PROJECT TSHIRT COLLECTION FOR WOMEN, MEN, KIDS + BABIES

CLIENT BARKADA(KO) ART + DESIGN

URL WWW.BARKADAKO.COM

TIME PERIOD JANUARY 2003 - PRESENT

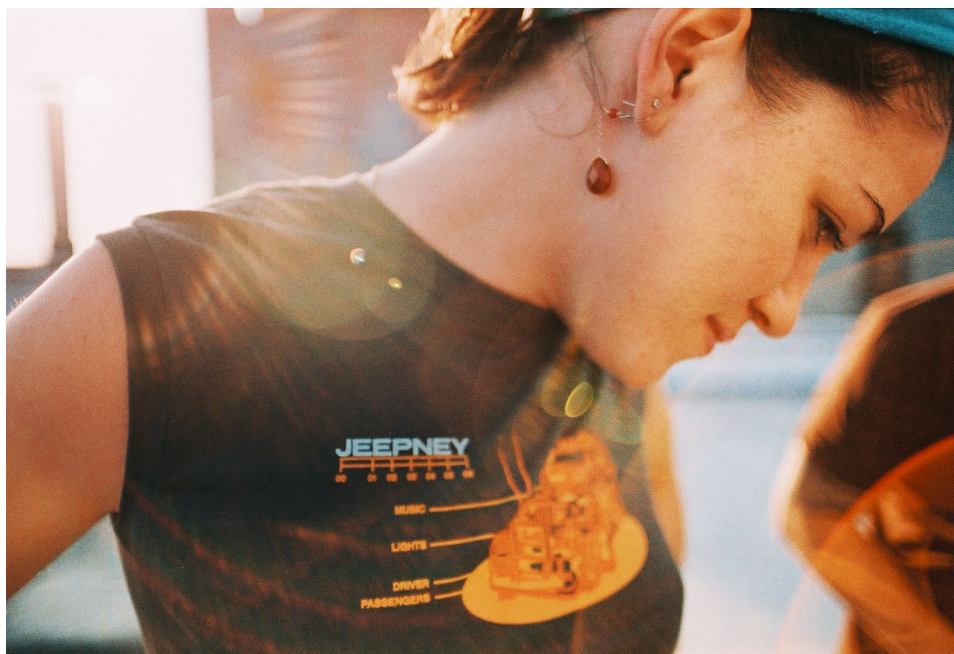
ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

Sister team, Ardith and Arlene, developed a tshirt line to honor their Filipino-American heritage and contribute to the community at large. According to the 2010 U.S. census, Filipinos make up 20% of the Asian-American population — the second largest Asian ethnic group after Chinese-Americans — yet the Filipino voice is largely unheard in mainstream American culture. Barkada(ko) has sold 1,600 shirts online and at festivals in New York City, San Francisco and Los Angeles.

(All photos by Ardith Ibañez Nishii.)



Tshirt Collection // **Barkada(ko) Art + Design**



Inspired by a trip to Thailand, Ardith felt like a broken record remarking almost every second, “Hey! That’s like in the Philippines!” In fact, many places remind her of the Philippines. Barkada(ko) will develop a series of “Reminds me of the Philippines” shirts to include other countries, such as Mexico, Brazil, Japan, etc. The design above includes the word for “Philippines” in Thai.





PACQUIAO SHIRTS

PROJECT TSHIRT DESIGN TO HONOR WORLD CHAMPION BOXER

CLIENT BARKADA(KO) ART + DESIGN

URL WWW.BARKADAKO.COM

TIME PERIOD NOVEMBER 2009 - PRESENT

ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

From the moment Ardith and Arlene of Barkada(ko) met the boxing legend Manny Pacquiao, they resolved to design a series of shirts in his honor. Ardith created original illustrations and designs for their limited edition Manny Pacquiao tshirt collection.







PACQUIAO





CAPOEIRA SHIRTS

PROJECT PRINT COLLATERAL + TSHIRT DESIGN

CLIENT OMULU GUANABARA NYC

URL WWW.OMULU.ORG/NYC

TIME PERIOD MAY 2003 - MAY 2009

ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

Every capoeira (Brazilian martial arts) school needs uniform tshirts and flyers to promote its classes. Ardith volunteered her design skills to help spark enrollment at the New York City branch of her capoeira school, Omulu Guanabara. Her bold and vivid graphics were used on uniform tshirts, flyers, brochures and event programs. The class size grew from 3 students in 2002 to a class of 30 dedicated students in 2009.





BAND SHIRTS

PROJECT BAND BRANDING

CLIENT HAPPYFUNSMILE

URL WWW.HAPPYFUNSMILE.COM

TIME PERIOD APRIL 2005 - PRESENT

ROLES/RESPONSIBILITIES

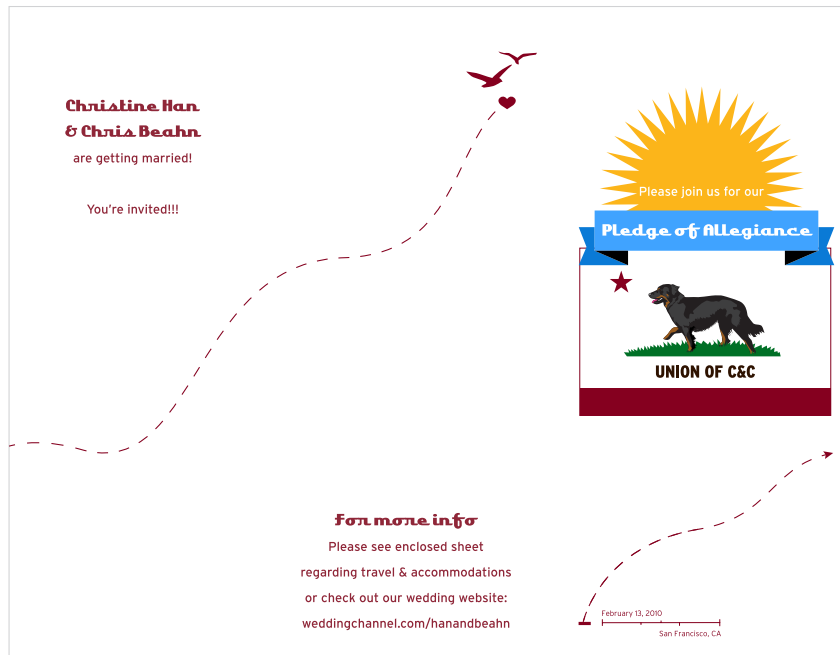
//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

The Japanese, Okinawan folk band, HappyFunSmile, needed a logo to capture their dynamic, eclectic style. Ardith illustrated and designed their iconic graphics which have been incorporated into the band's various materials, including tshirts, banners and flyers.



Logo + Tshirt Designs
// HappyFunSmile



WEDDING INVITES

PROJECT WEDDING INVITATION DESIGN

CLIENT CHRISTINE HAN + CHRISTOPHER BEAHN

TIME PERIOD DECEMBER 2009 - FEBRUARY 2010

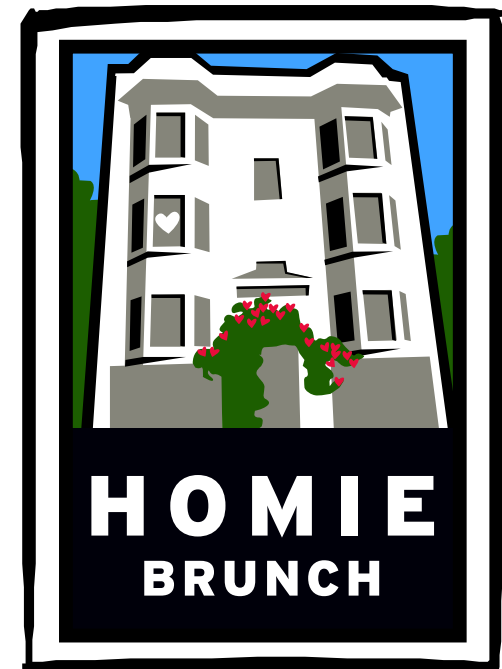
ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

The San Francisco-based couple, Christine and Christopher wanted to communicate a warm, unique wedding invitation to reflect their love of California and the outdoors. Ardith created original illustrations inspired by the official posters for the couple's favorite state parks. She also created a wedding flag design for the "union" of the couple. The California state flag inspired the design. Ardith replaced the California brown bear with her illustration of the couple's dog, Oso, whose name coincidentally means, "bear."







BIRTHDAY GRAPHICS

PROJECT LOGO DESIGN , COLORING BOOKS + ILLUSTRATIONS

CLIENT RACHEL KIM BIERNER

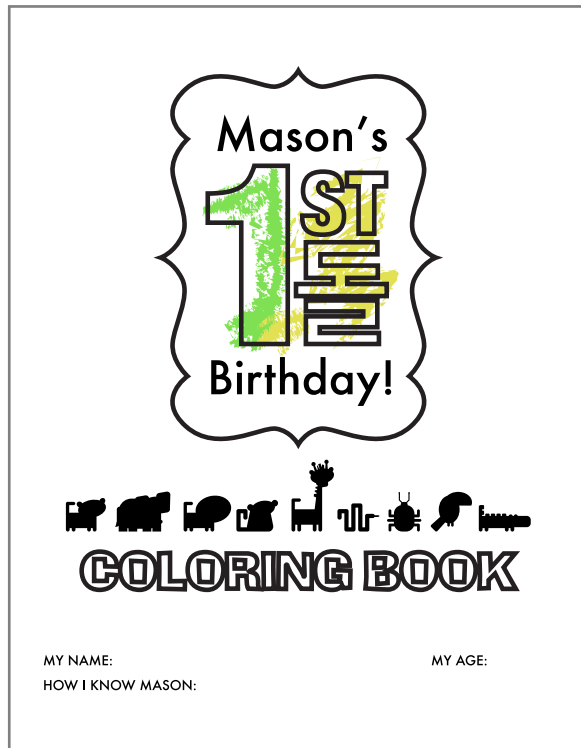
TIME PERIOD JUNE 2011 - JULY 2011

ROLES/RESPONSIBILITIES

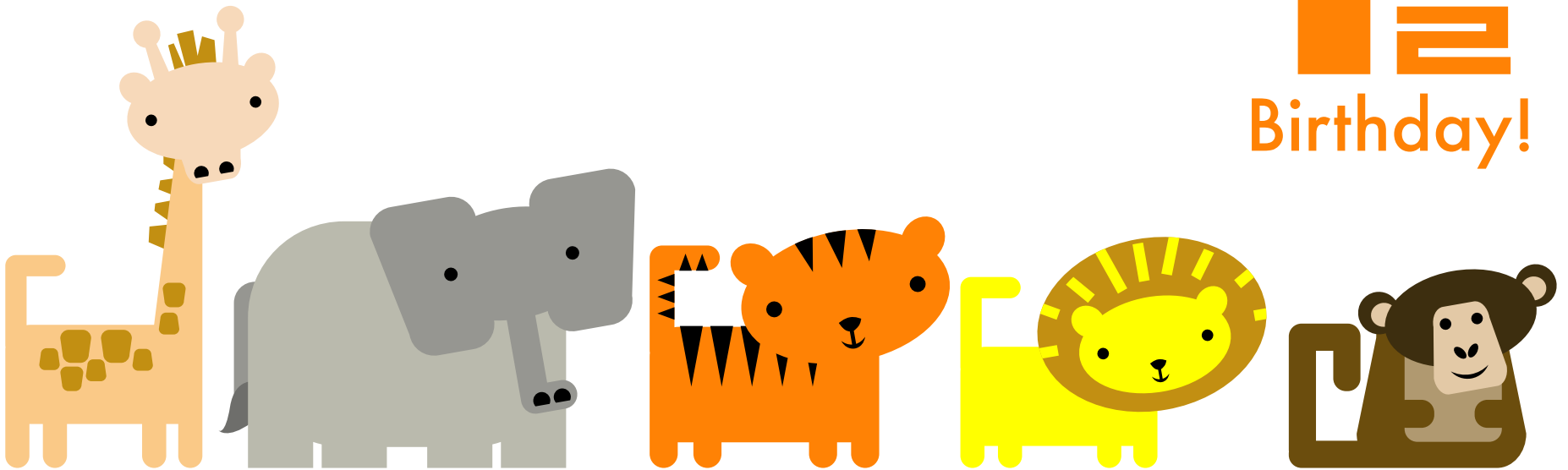
//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

The client had already chosen invitations for her son's first birthday party, but she was still looking for extra touches to make the actual event fun and engaging for guests. Ardith suggested custom coloring books since they had proven to be popular for her other clients. The original invitation design by Thirty One Designs served as the basis for Ardith's series of animal illustrations for the party coloring books. She also designed a special logo to incorporate the Korean character for a first birthday. The artwork was incorporated into the party banner, coloring books, various party decorations and name tags.

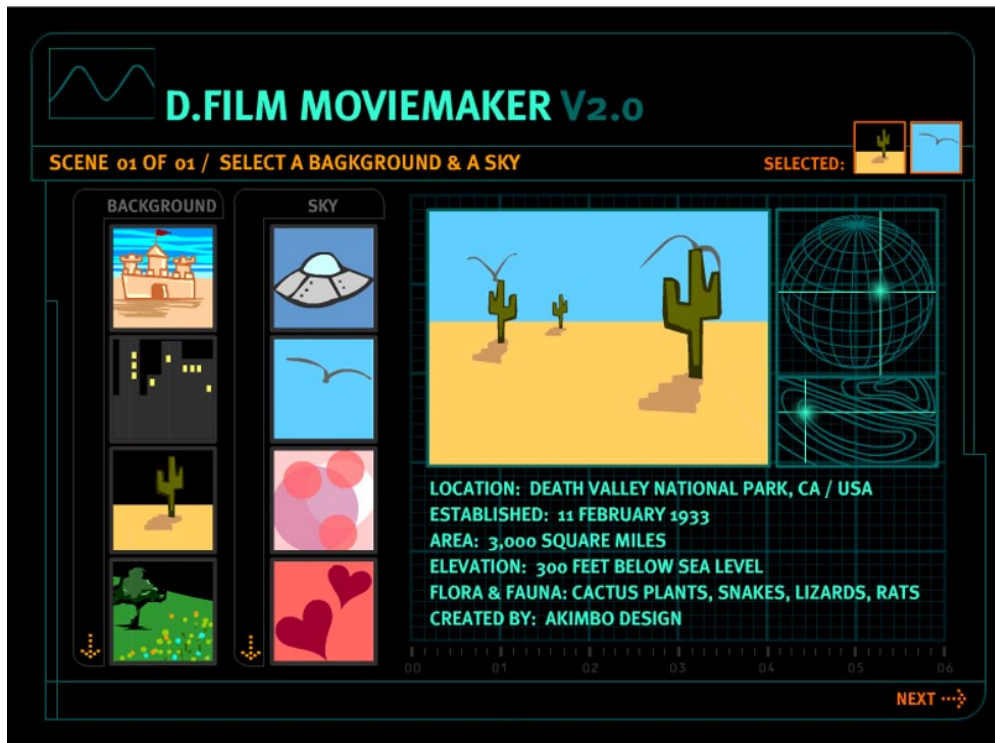


Mason's
1ST
돌
Birthday!



HOPE YOU HAVE A *Wild* TIME!

Illustrations
// Mason Bierner's 1st Birthday



ONLINE GAME

PROJECT DFILM MOVIEMAKER

CLIENT DFILM DIGITAL FILM FESTIVAL

URL WWW.DFILM.COM

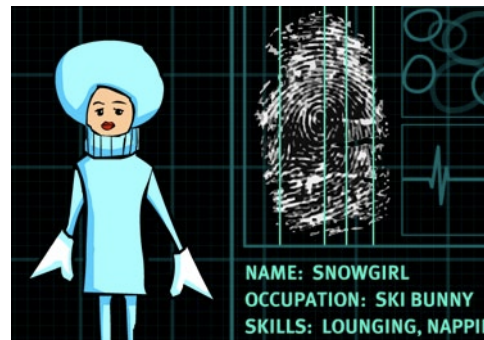
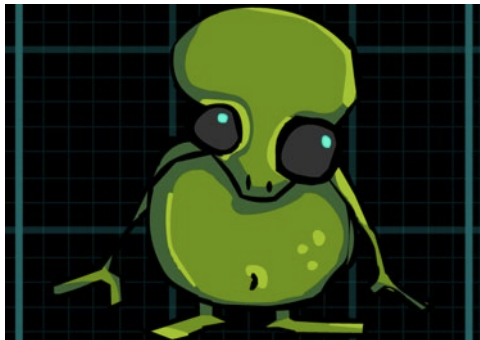
TIME PERIOD APRIL 1998 - JANUARY 2001

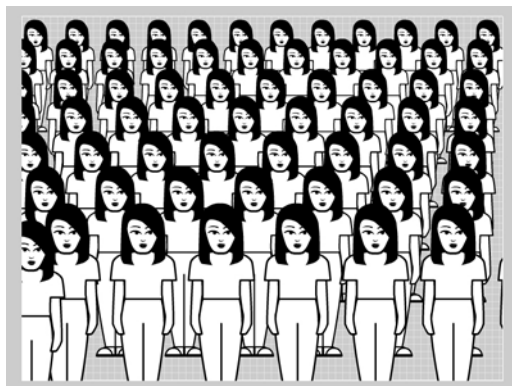
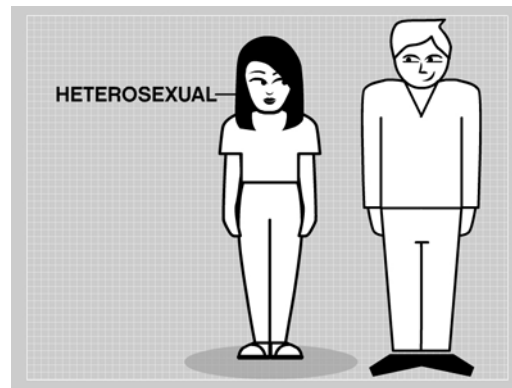
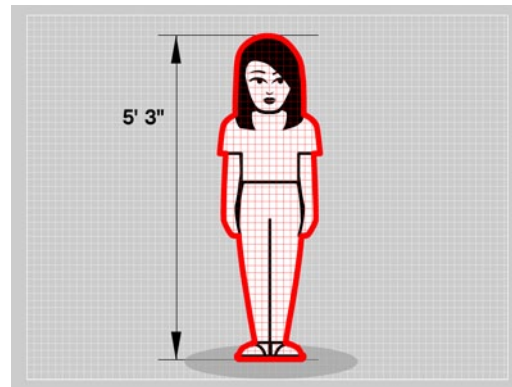
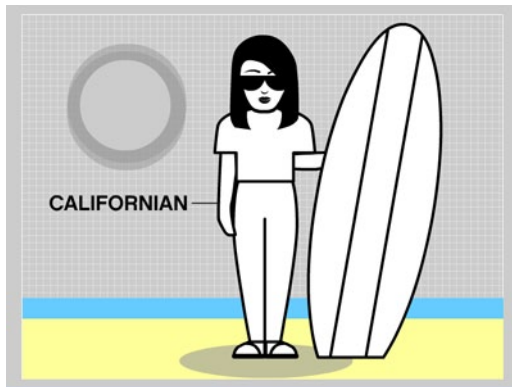
ROLES/RESPONSIBILITIES

//CONCEPT //DESIGN //ILLUSTRATION //ANIMATION

OVERVIEW

Blazing the trail for today's online animated e-card generators, the DFILM Moviemaker's launch attracted hundreds of thousands of users and garnered write-ups in such publications as *Newsweek*, *The New York Times*, and *Wired* magazine. The game enables users to create and send animated movies with customized dialog, characters, action, backgrounds, music and opening titles.





DOCUMENTARY

PROJECT 4 ANIMATED SEQUENCES

CLIENT THE GRACE LEE PROJECT (DOCUMENTARY)

URL WWW.GRACELEE.NET

TIME PERIOD JUNE 2004 - DECEMBER 2004

ROLES/RESPONSIBILITIES

//ILLUSTRATION //ANIMATION

OVERVIEW

The Grace Lee Project is a humorous exploration of what it means to be an Asian-American woman. Various women, all named Grace Lee (the Asian-American equivalent to "Jane Smith"), share their thoughts and experiences throughout the documentary. Here are stills from "The Statistically Average Grace Lee" segment. The film premiered at the 2005 San Francisco International Asian-American Film Festival and appeared on The Sundance Channel in 2007.



POSTER DESIGN

PROJECT JAPAN DAY POSTER CONCEPT

CLIENT JAPAN DAY 2012

URL WWW.JAPANDAYNYC.ORG

TIME PERIOD FEBRUARY 2012

ROLES/RESPONSIBILITIES

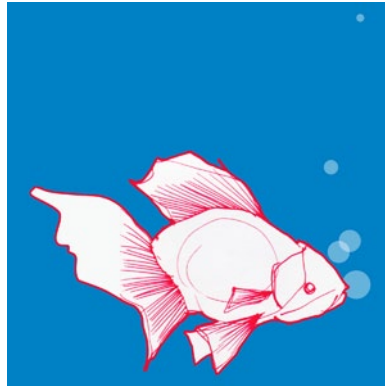
//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

To commemorate the 100th anniversary of Japan's gift of cherry trees to the US, Ardith knew that she wanted to use a graphic style inspired by travel posters of the early 1900's. In 1912, the first cherry trees were planted along the Potomac River during the era of ocean liners and passenger railways. Ardith thought that the simplicity and elegance of the illustrated vintage posters of that time would be the perfect way to unify the four themes of "Cherry Blossom(s)", "New York", "Japan", and "Central Park".



Super Happy Baby Superhero
February 2011 // Art Contest Submission // **Stan Lee Foundation**



FREEHAND

PROJECT LIMITED EDITION PRINTS

CLIENT BARKADA(KO): ART + DESIGN

URL WWW.BARKADAKO.COM

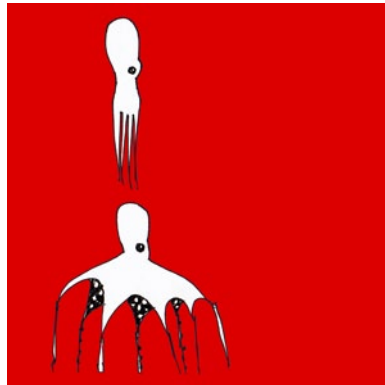
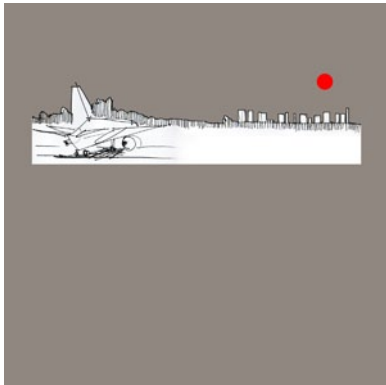
TIME PERIOD 1994 - 2009

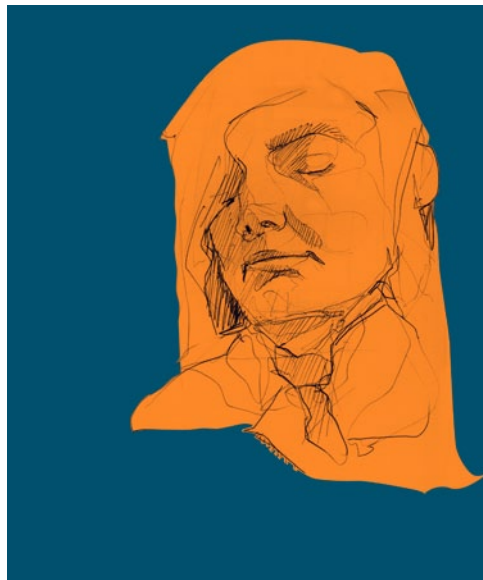
ROLES/RESPONSIBILITIES

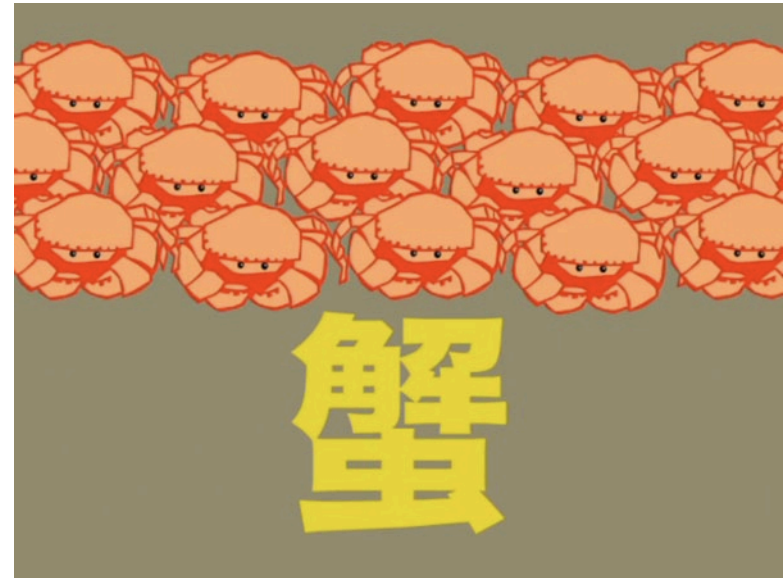
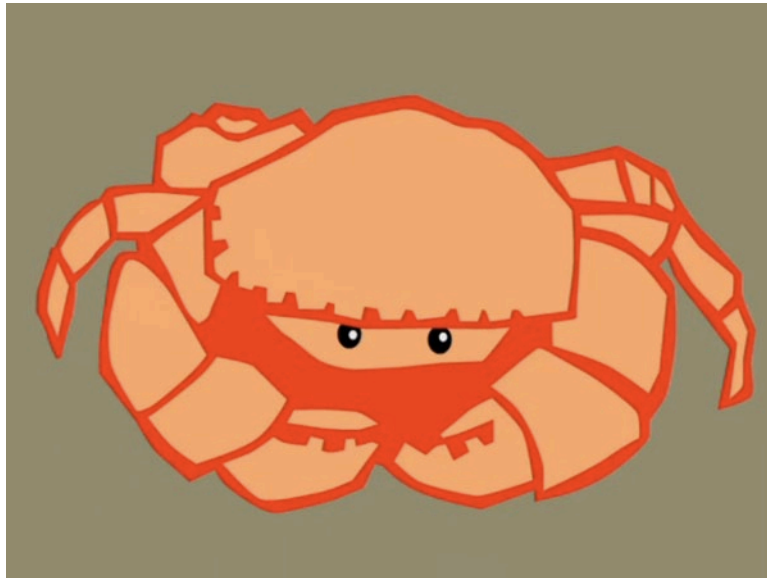
//CONCEPT //DESIGN //ILLUSTRATION

OVERVIEW

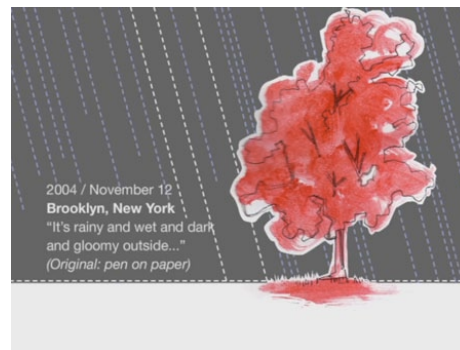
A collection of re-mastered drawings and illustrations pulled from over fifty of Ardith's sketchbooks, spanning fifteen years.







Stills
 October 2009 // **Animated Video Projection**





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