

I'VE BEEN WORKING IN DESIGN FOR OVER 20 YEARS.

I AM CURRENTLY A DESIGN DIRECTOR AT JKR NEW YORK.

I LEAD TEAMS OF CREATIVES—FROM DESIGNERS, TO COPYWRITERS,
TO MOTION DESIGNERS, TO UI/UX DESIGNERS, TO INDUSTRIAL
DESIGNERS, TO ILLUSTRATORS—TO BUILD IDENTITIES FOR BRANDS
BIG AND SMALL.

THIS IS SAMPLING OF SOME OF THE WORK THAT I'M REALLY PROUD
OF FROM THE PAST FEW YEARS.

NORDSTROM

RAGEK

Brand Summary

JWN BRAND PURPOSE

We strive to make customers feel good and look their best

RACK BRAND PURPOSE

Great brands at great prices

RACK BRAND PROPOSITION

More Reasons to Rack

RACK CREATIVE FILTER

Real Swagger

RACK CREATIVE PRINCIPLES

Inviting, Confident, Human, Playful

Brand Principles

Inviting

We create space for anyone to be who they want to be, so we show up in a way that's open, encouraging, and inclusive.

Inviting not Soft

Inclusive not Without a POV

Confident

Our customers love to experiment and express themselves through style. We champion them by boldly expressing ourselves, too.

Expressive not Showy

Empowered not Aggressive

Human

Our humanity is engaging and genuine. We say it like it is and show up in a way that is real, authentic, and believable.

Candid not Harsh

Real not Messy

Playful

We believe fashion should be fun, so we bring a liberated, energizing, and playful spirit to everything we do.

Playful not Silly

Lighthearted not Naive

Candid
Approachable
Authentically You

Real Swagger

Empowered
Expressive
Savvy

NORDSTROM
rack

NORDSTROM
RACK

NORDSTROM
RACK

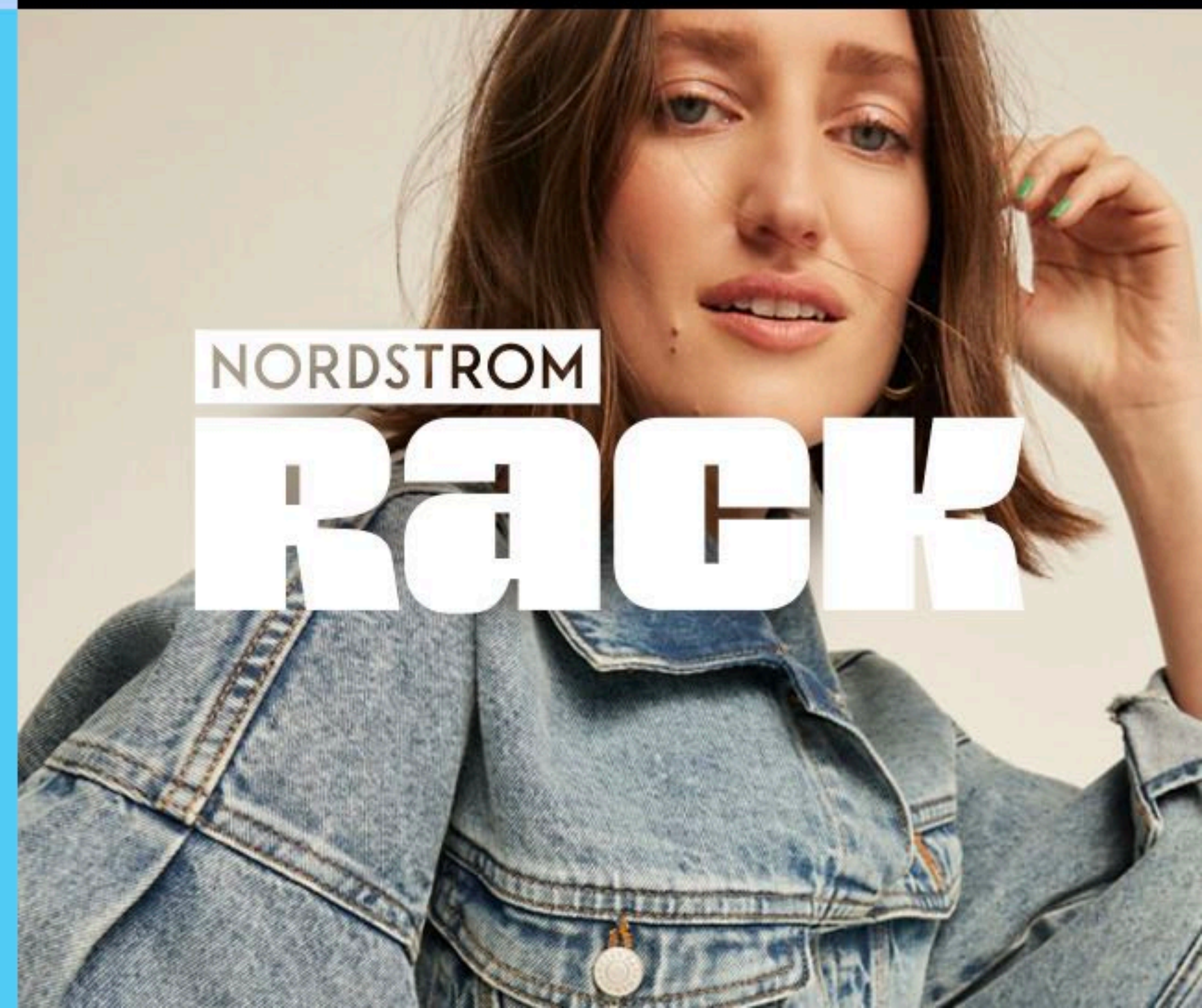
NORDSTROM
RACK

NORDSTROM
RACK

NORDSTROM
RACK

NORDSTROM
RACK

NORDSTROM
RACK



A B C D E F G H I J

K L M N O P Q R S

T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

\$? ! % * # () @ |

NORDSTROM
RACK



Designer Finds

Up to 70% Off
NordstromRack.com

RACK

NORDSTROM
RACK



Updated Classics

Up to 70% Off
NordstromRack.com

RACK

NORDSTROM
RACK





**Brands
You Love**

Up to 70% Off

**NORDSTROM
RACK**



Comin' in Hot

**Sandals
Up to 65% Off**

**NORDSTROM
RACK**

278



adidas

Cole Haan

Madewell

Joe's

Sam Edelman

Vince

Steve Madden

Calvin Klein

Marc Jacobs



RACK ON

You've waited long
enough, Hollywood.

Coming 2023

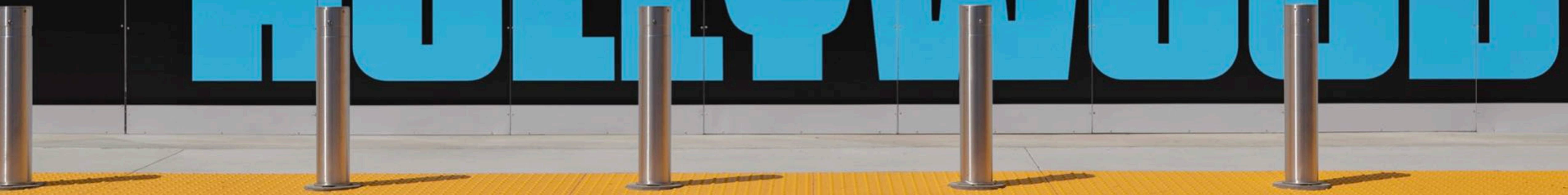
NORDSTROM
RACK



NORDSTROM
RACK

HELLO
HOLLYWOOD

Coming 2023



More in Store

NORDSTROM
RACK

**New Arrivals.
Every Day.**

BR

Carefully designed for both structure and expression, Rack Display is a variable typeface built on a modular grid for optimal stretching, stacking and reconfiguring.

MEN'S
WOMEN'S
KID'S
HOME
BEAUTY
SHOES

Floor 1
Checkout & Returns
Women's
Beauty

Floor 2
Men's
Shoes
Accessories

Floor 3
Kid's
Home
Luggage

101

-02

2

-03

03

-05

Expanding up to five letter widths in both directions, Rack Display includes nine preset configurations with a variable slider for infinitely customizable stretching. Stretched letterforms may act as containers for text, photography, or footage.

Rack Sans
Aa Bb
Hh Ii Jj
Oo Pp Qq
Vv Ww Xx
012345678

Rack Sans Bold
Aa Bb Cc Dd Ee Ff
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Vv Ww Xx Yy
012345678

9:25



Nordstrom Rack



Nike



DAZED



VOGUE



ZARA



Nordstrom

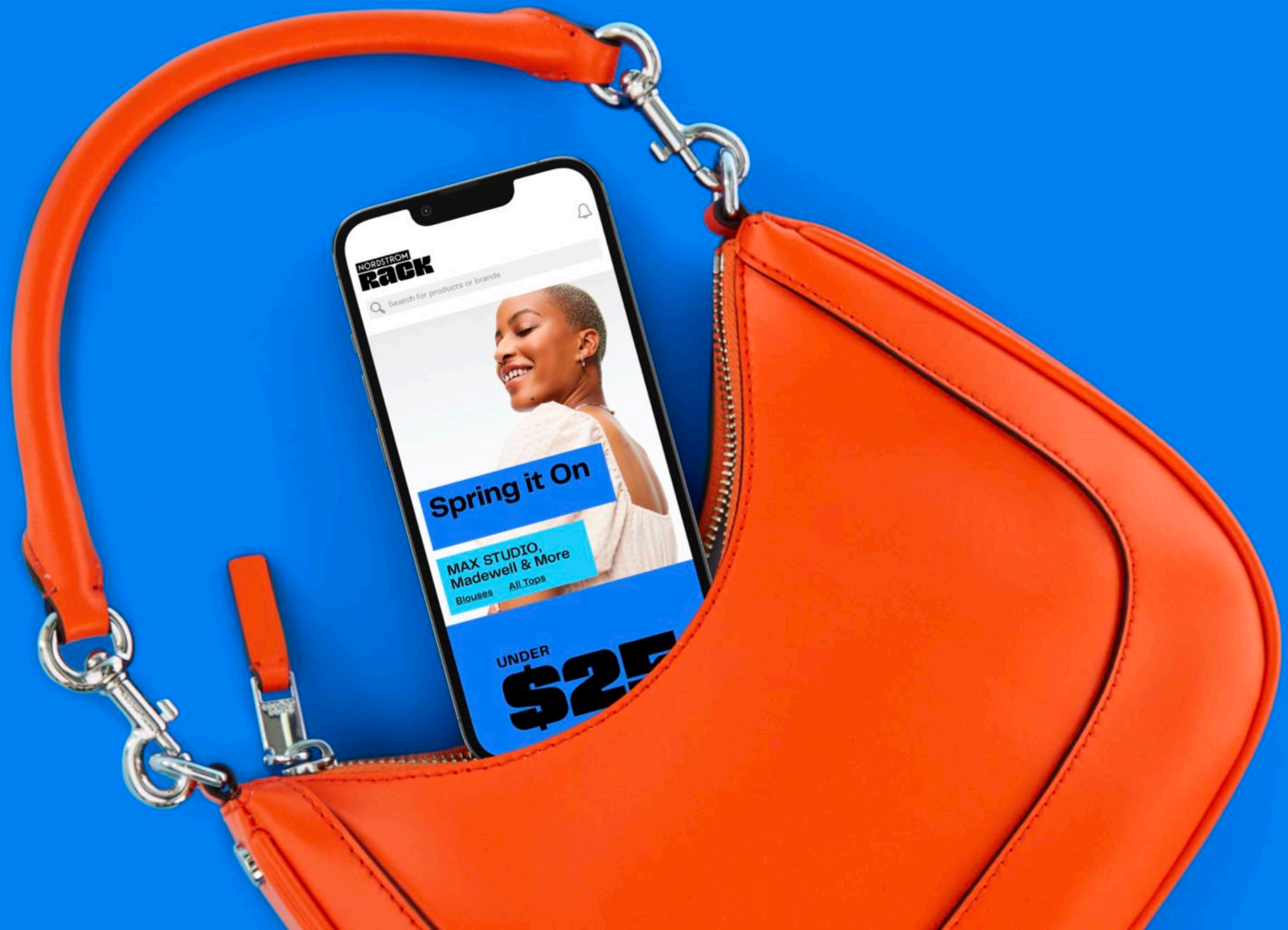


Sephora



The RealReal





NORDSTROM
Rack

Search for products or brands

Spring it On

**MAX STUDIO,
Madewell & More**
Blouses All Tops

UNDER
\$25

NORDSTROM
Rack

Search for products or brands

Sign In Stores Purchases

New Clearance Women Men Kids Shoes Bags & Accessories Home Beauty Gift Guide Flash Events

Cozy Styles

Up to 60% Off



Sweaters

**Great Brands.
Great Prices.**

- kate spade new york
- Steve Madden
- Levi's®
- MAC Cosmetics





SWEET DEALS

Up to 60% Off

Shop Now

CLEAR THE RACK

Now through 4/19

Shop Now



Shop Now

EXTRA
50% OFF

Now through 4/19

[Shop Now](#)



Men's Shoes

Starting at \$40

[Shop Now](#)

Now through 4/19

[Shop Now](#)



LAST DAY



CLEAR THE RACK

[Shop Now](#)

CLEAR THE RACK

Now through 4/19

[Shop Now](#)



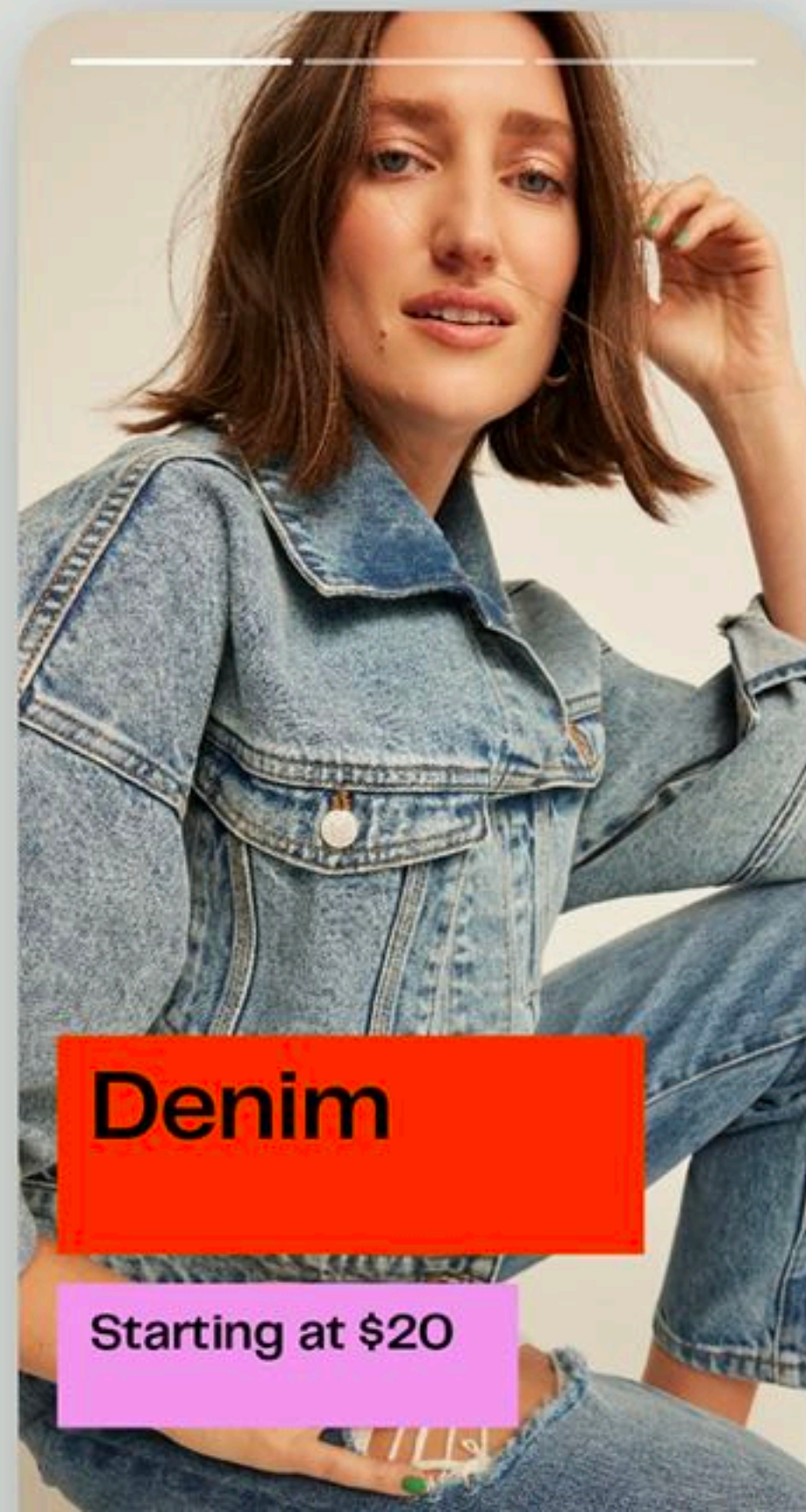
SWEET DEALS

Up to 60% Off



Sunglasses

Starting at \$20



Denim

Starting at \$20

NORDSTROM
RACK

NORDSTROM
RACK



NORDSTROM

NORDSTROM

**Great Brands.
Great Prices.**

Stores. App. Online.

NORDSTROM
RACK

Sandals

FROM

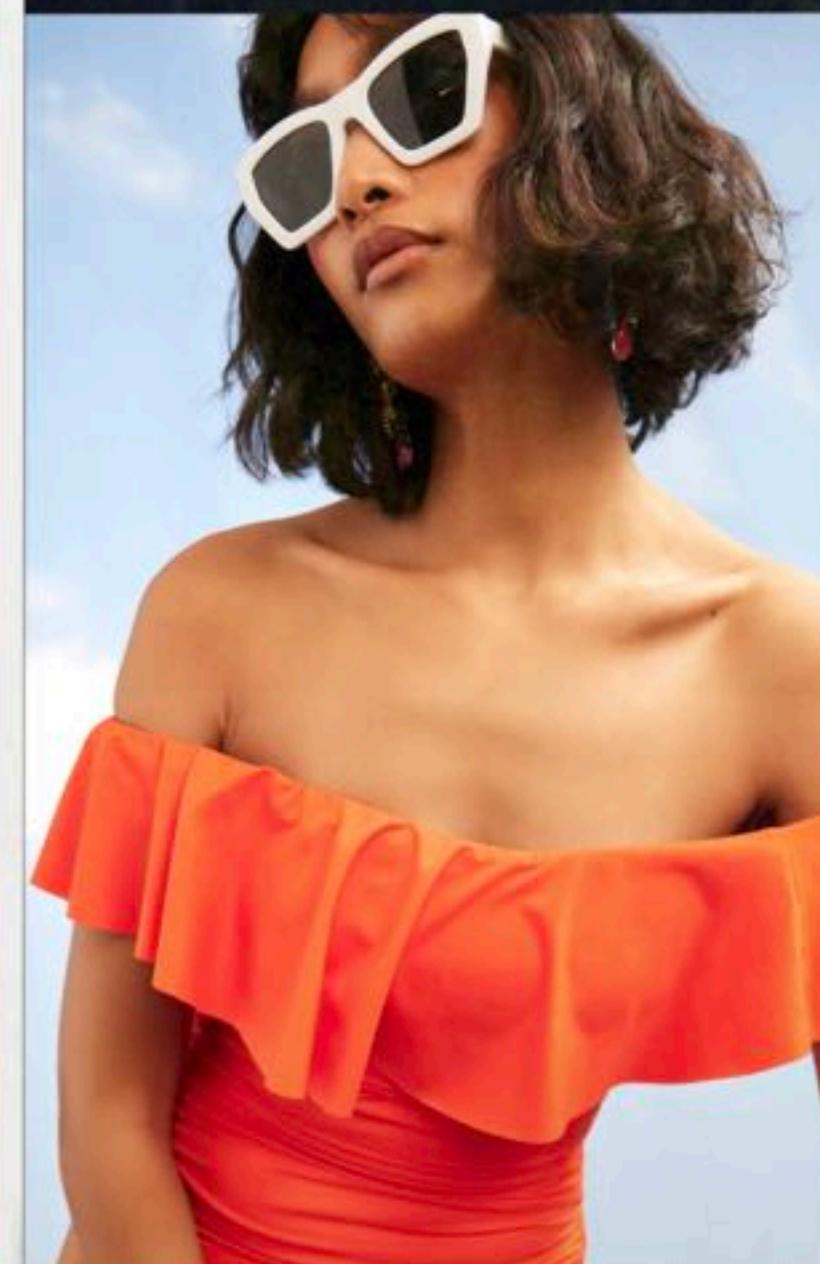
\$30



Men's Shoes

FROM

\$50



- adidas
- Cole Haan
- Madewell
- Joe's
- kate spade new york
- Sam Edelman
- Steve Madden
- Levi's®
- Lucky Brand
- MAC Cosmetics

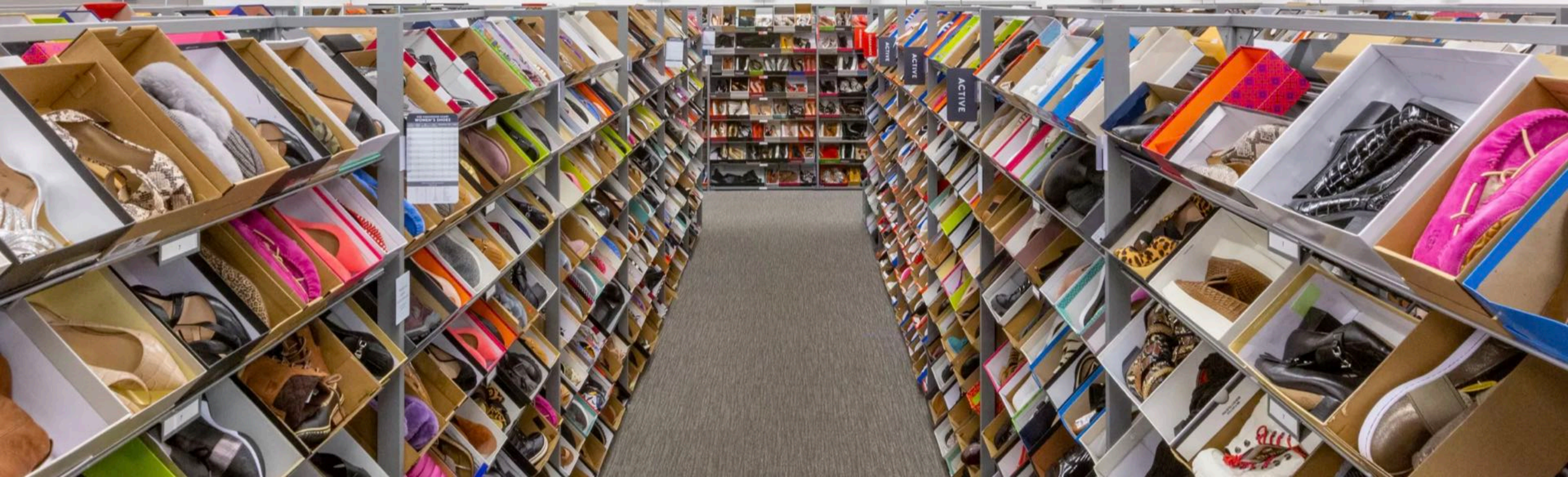
NORDSTROM
RACK

1	Checkout and Returns	Home	Lugagge
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2	Accessories	Women's	Women's Shoes	Men's Shoes
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3	Men's	Children's	Restrooms
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RACK THIS WAY



NORDSTROM
**RA
CK**

NORDSTROM
**RA
CK**

NORDSTROM
**RA
CK**

NORDSTROM
**RA
CK**



NORDSTROM

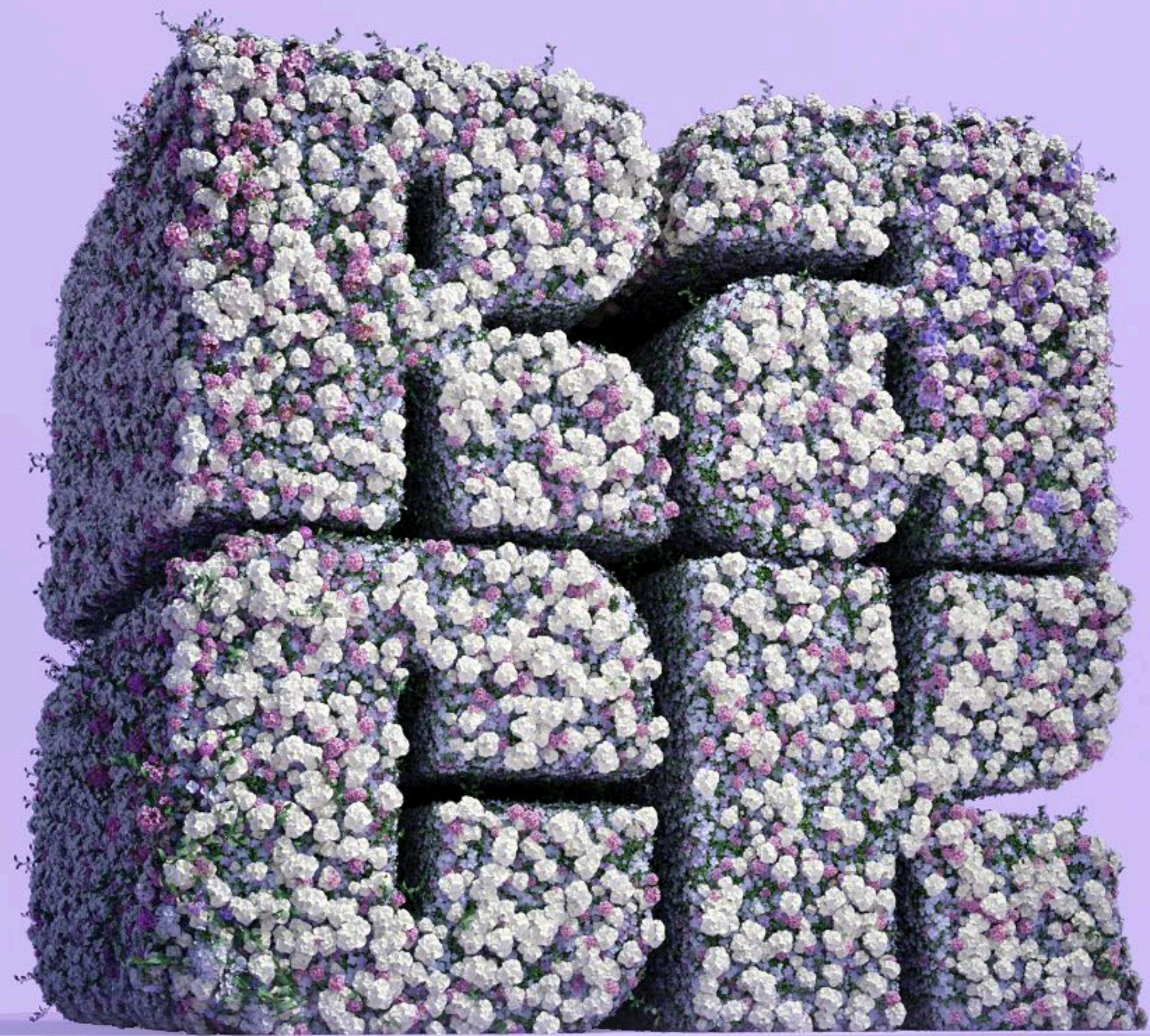
RAGK







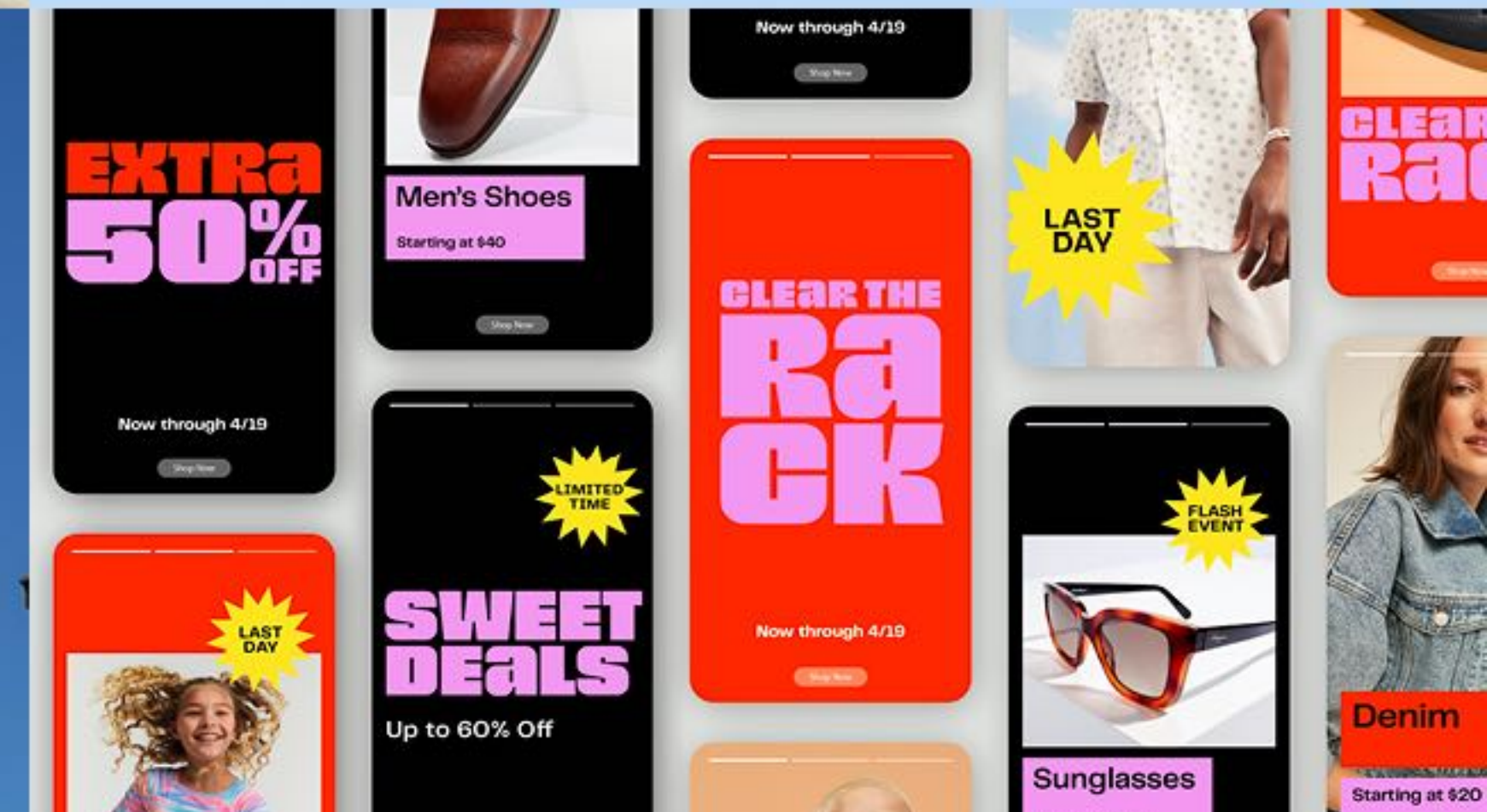
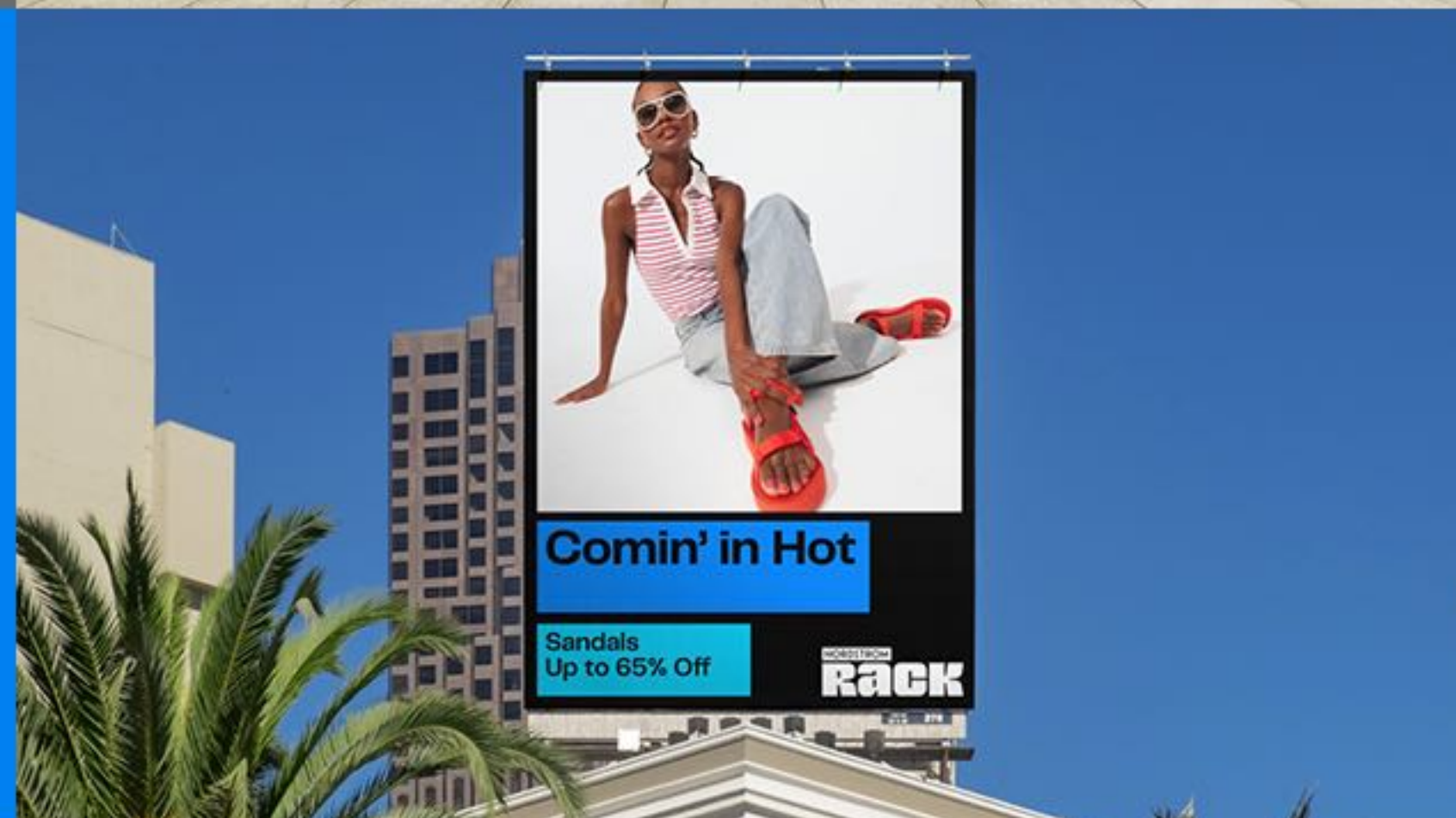
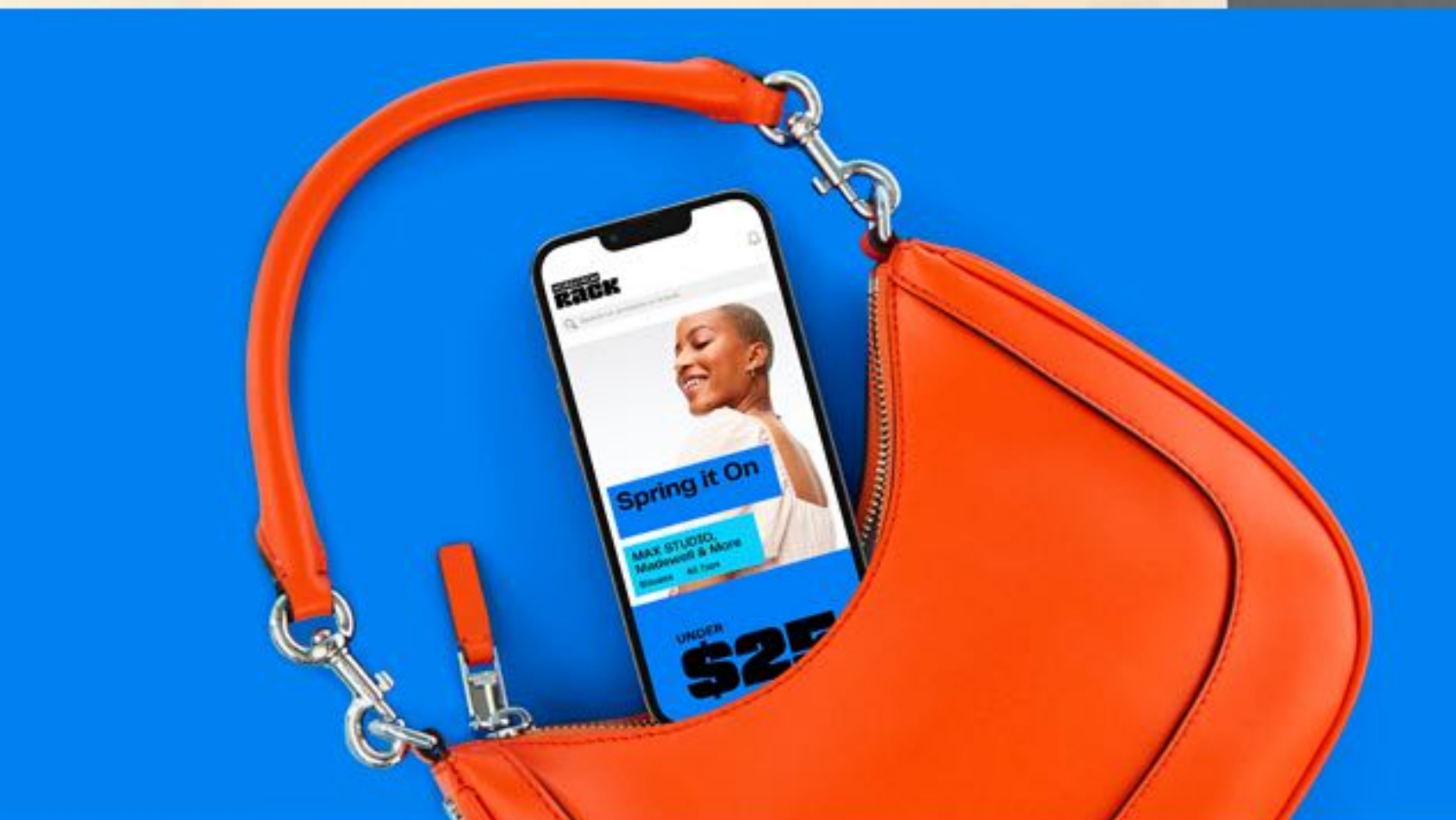
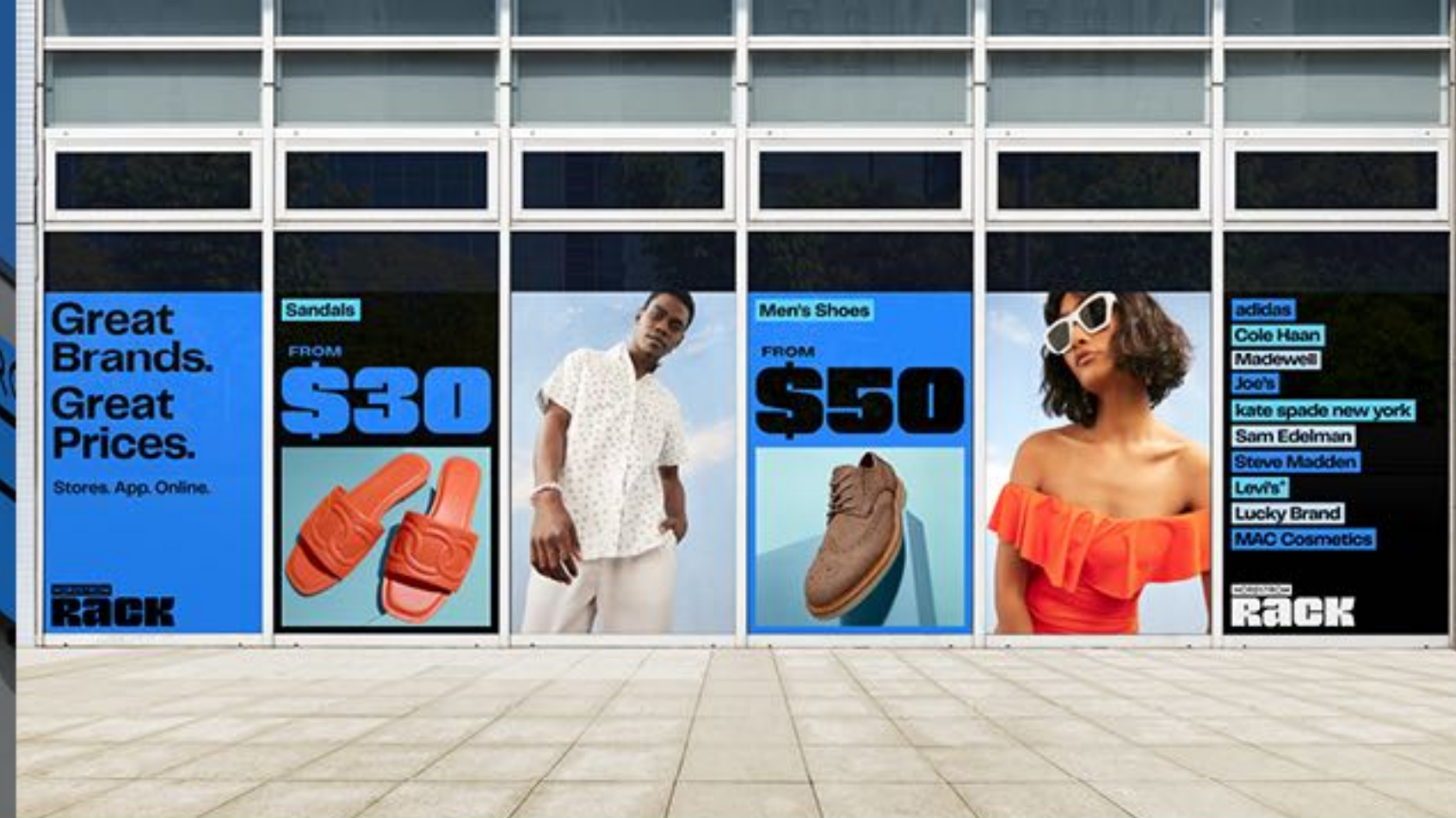




REAR
GEAR







Logo

NORDSTROM
RACK

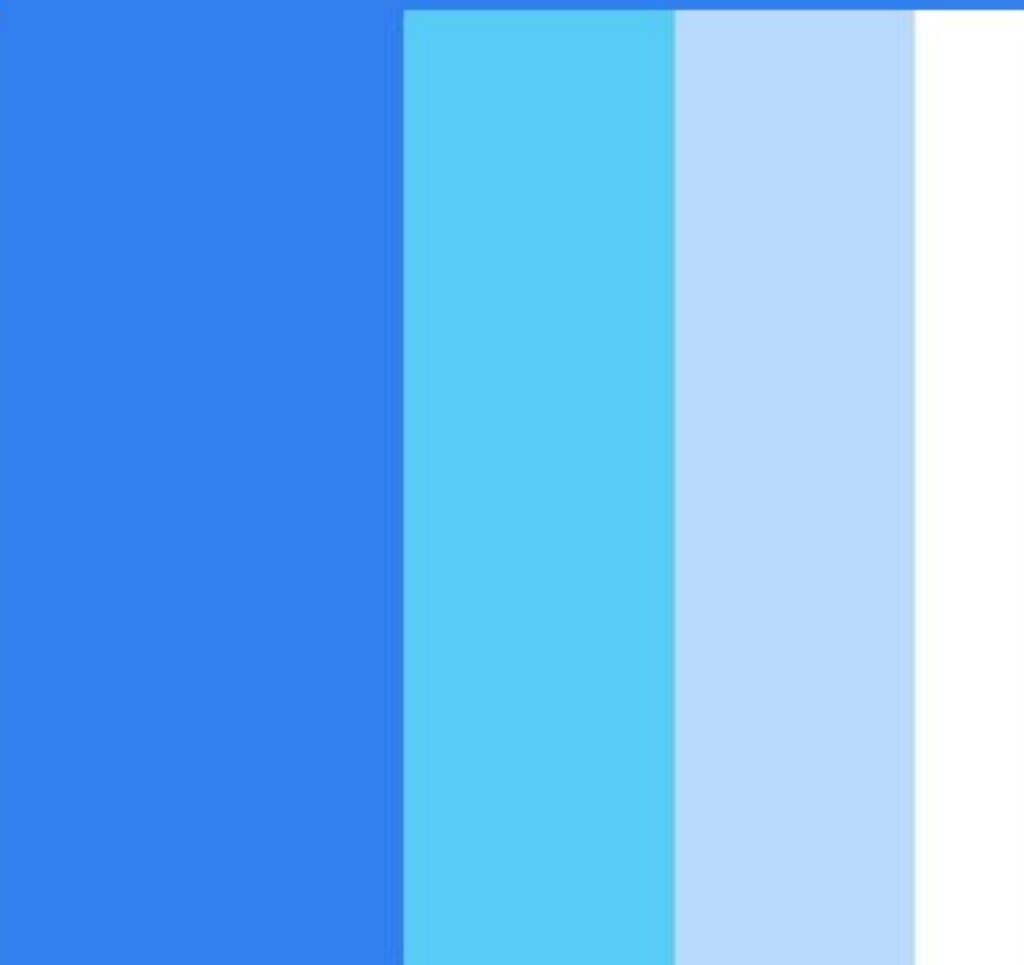
Responsive Logo

NORDSTROM
**Ra
CK**

CGI Logo



Masterbrand
Color Palette



Photography



Product
Photography



Typography

ABCDEFGHI
JKLMNOPQ
RSTUVWXY
Z

Design System



Responsive
Typography

Ra
CK



Brand Purpose

Feed the Real You

Our Brand Behavior Idea

March to the beat of your own **yum**

Brand Principles

Boldly Individual

Irresistibly Irreverent

Satisfyingly Real



**Bold
Irreverent
Dynamic
Expressive**

March to the beat of your own **yum**

**Your Way
Personal
Individual
One-of-a-kind**

**Delicious
Craveworthy
Gratifying
Real**











KO
ORIGINAL

WHITE CHEDDAR

THREE CHEESE
TROIS FROMAGES

KO
SPICY CHEDDAR
CHEDDAR ÉPICÉ

KO
SHARP CHEDDAR
CHEDDAR FORT

KO
ALFREDO

KO
ORIGINAL

KO
WHITE CHEDDAR
CHEDDAR BLANC

KO
ALFREDO

KO
ORIGINAL

KO
WHITE CHEDDAR
CHEDDAR BLANC

KO
EXTRA CREAMY
EXTRA CRÉMEUX

KO
SPIRALES
SPIRALES

KO
SPICY CHEDDAR
CHEDDAR ÉPICÉ

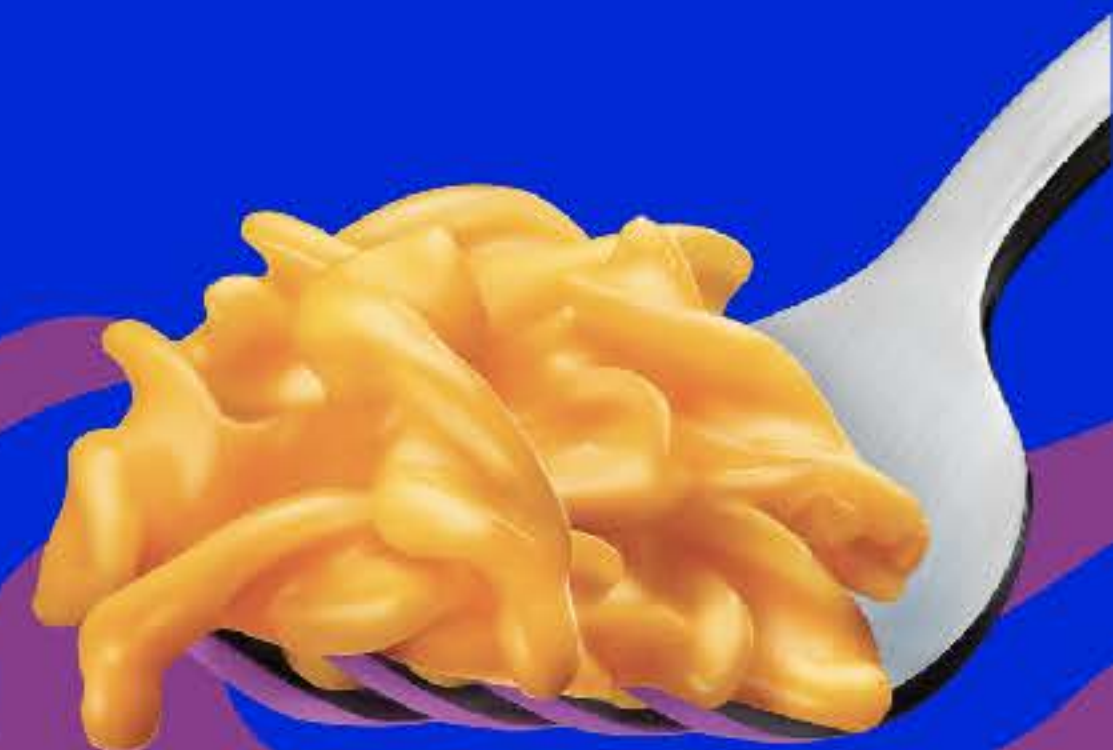
KO
SHARP CHEDDAR
CHEDDAR FORT

KO
ALFREDO

KO
ORIGINAL

KO
SPICY CHEDDAR
CHEDDAR ÉPICÉ

KO
SHARP CHEDDAR
CHEDDAR FORT

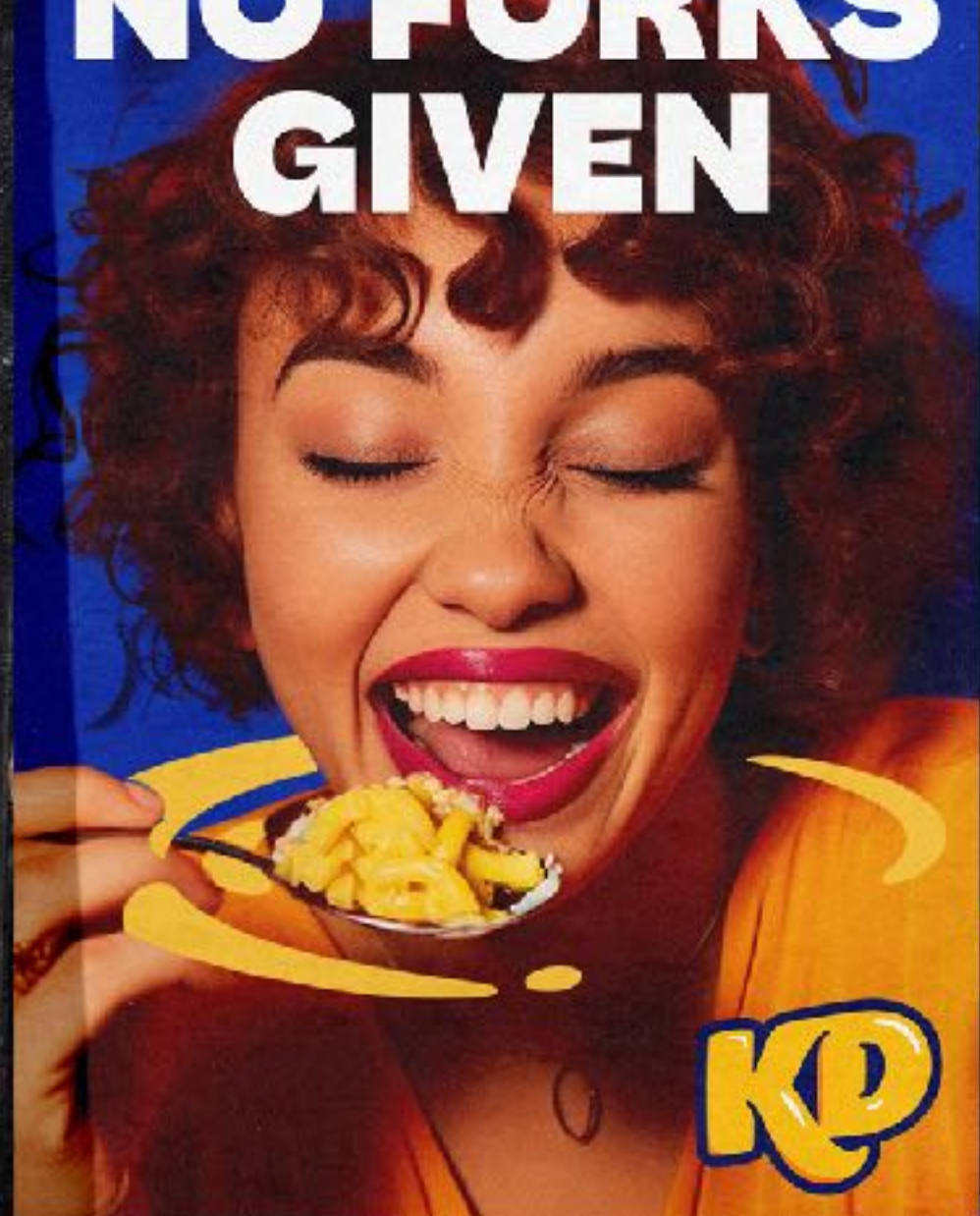




gotta
be **KEO** ou
rien



NO FORKS
GIVEN



gotta
be **KD** ou
rien

SAY
CHEESE



CANADA
200g



YUM
AS
YOU
ARE

gotta
be
K&D
ou
rien

TERRIFIC TUNA
SICCA'S TUNA
OUT OF THE
12 oz.

HALLOW
12/2008



A billboard advertisement for K&D is mounted on a green metal structure. The billboard has a blue background with a large yellow swoosh graphic. In the center is a blue bowl filled with macaroni and cheese, topped with several strawberries and broccoli florets. To the right of the bowl, the text "gotta be **K&D** ou rien" is displayed in white, with "K&D" in a large, bold, yellow font.

2 Avenue Station 





Canada loves its Kraft Dinner

Since 1937 that blue box, dried pasta, and cheese powder have been as Canadian as, well, KD.



Since 1937 that blue box, dried pasta, and cheese powder have been as Canadian as, well, KD.



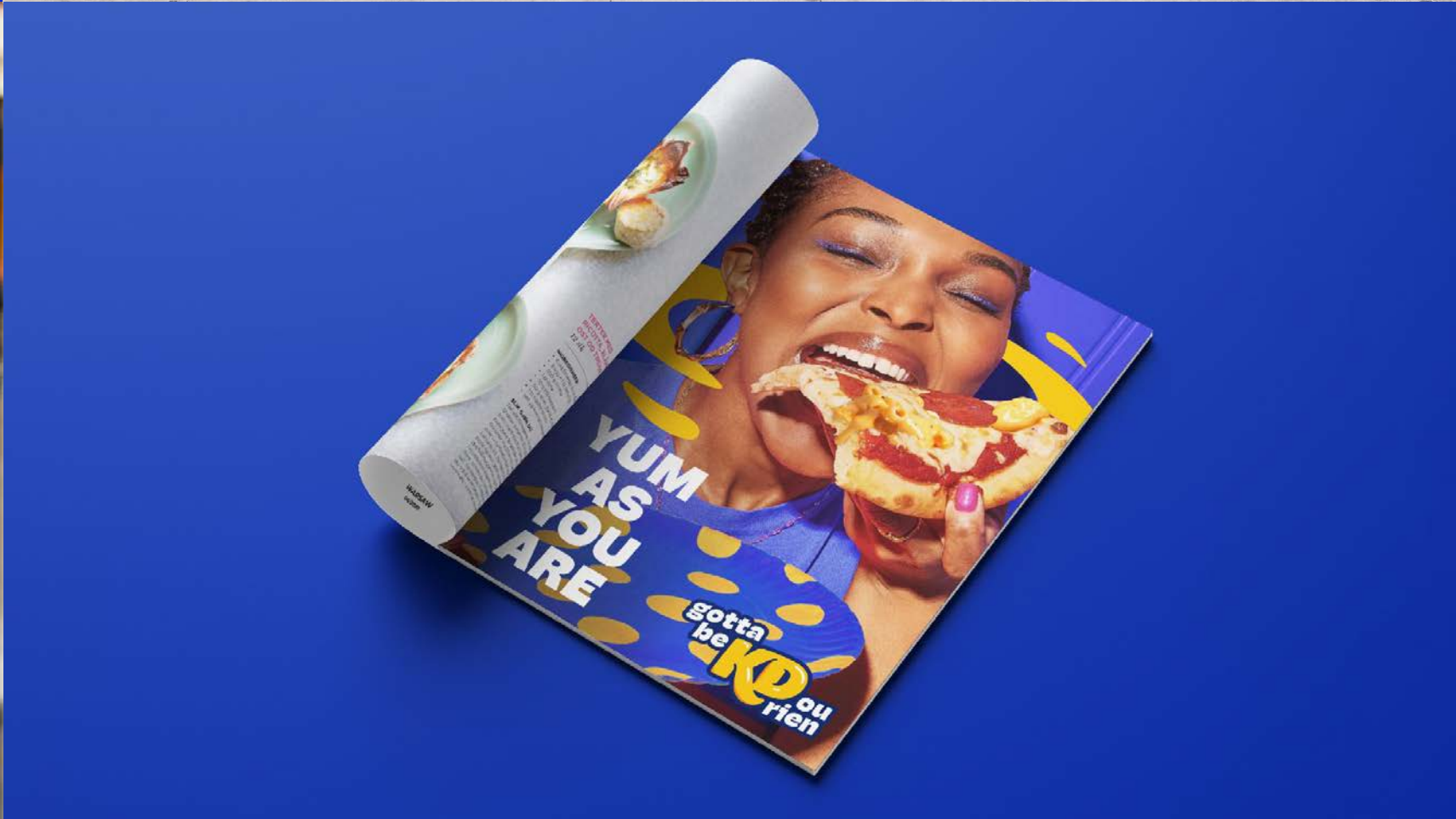
YUM AS YOU ARE

How do you KD?





YUM AS YOU ARE



Delimex®

Brand Purpose

Celebrate the Flavor in Every Moment

Our Brand Behavior Idea

Bite into Vibrancy

Brand Principles

Colorfully Lively



Flavorfully Fresh



Authentically Imperfect



**A craveable invitation to an
immersive experience.**

Bite into Vibrancy

**We awaken the senses with
expressive colors, flavors and
actions that brighten the everyday.**





DISFRUTA

C A D A

MOMENTO

E N J O Y E V E R Y

M O M E N T

Delimex®

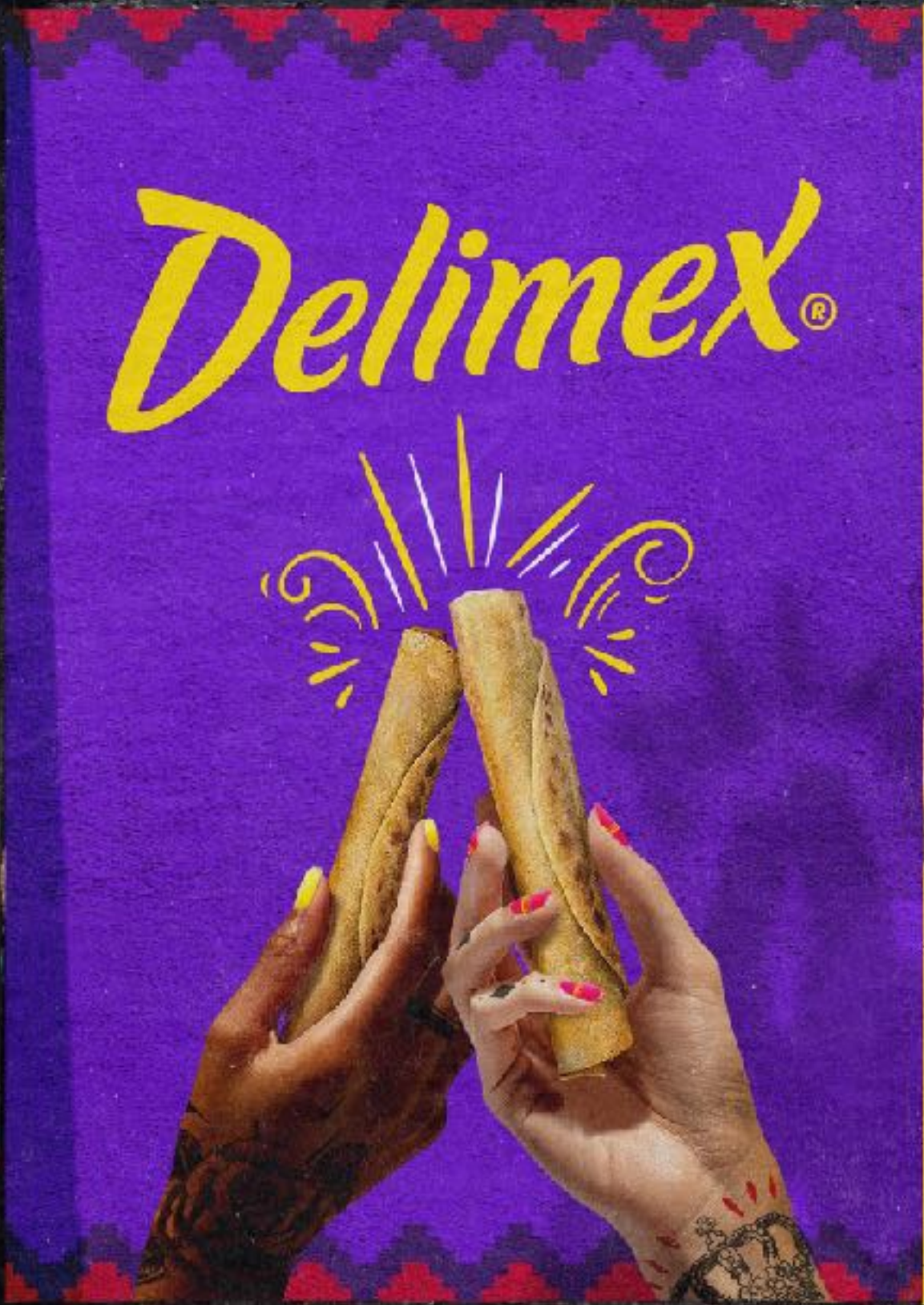
Wild Posting
Last Time

KACH NOZELX

MANGOT

WRICRENTA

M



Delimex®

Two hands with henna and tattoos hold two burritos against a purple background with a decorative border.



Top-down view of a plate of burritos with salsa and hands reaching in. The text "Disfruta el Momento" and "Delimex" is at the bottom.

Disfruta el Momento
Delimex



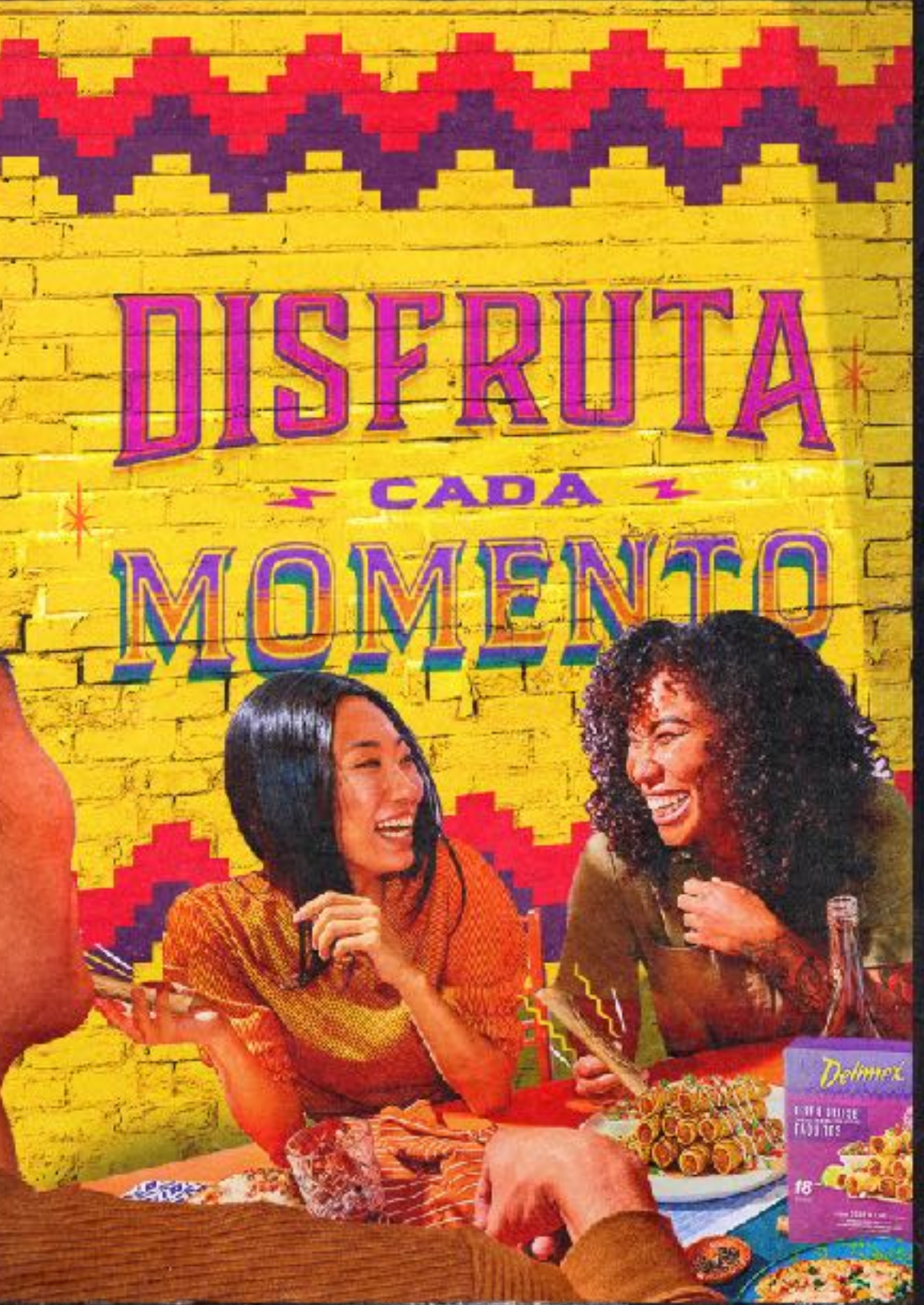
Delimex

MEXICAN STREET STYLE FLAVOR

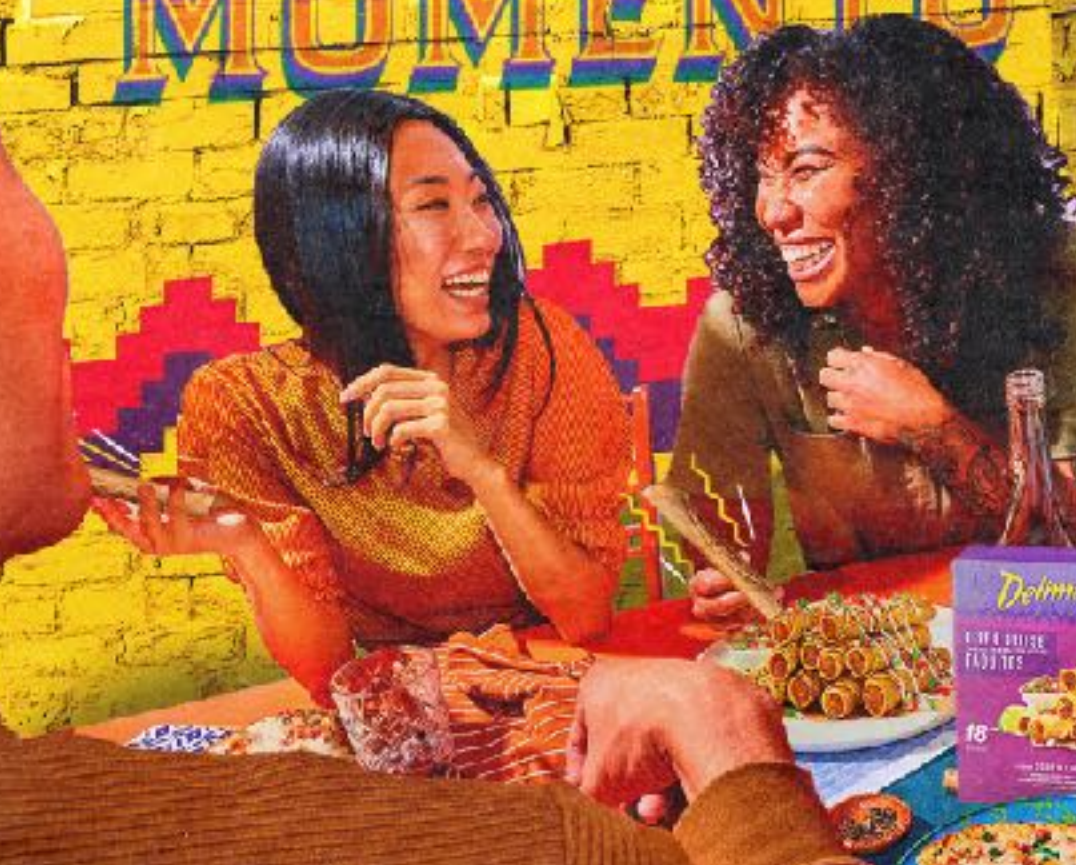


Four boxes of Delimex products: Chicken & Cheese Taquitos (18 count), Beef & Cheese Taquitos (18 count), Beef Burritos (23 count), and Beef Burritos (18 count).

READY IN MINUTES



DISFRUTA
CADA
MOMENTO



Two women laughing and eating at a table with Delimex food.

KROOK



Delimex

BEEF & CHEESE
CARNE DE RES CON QUESO
TAQUITOS

Street style
READY IN MINUTES

18
COUNT

FLOUR TORTILLAS HARINA
AUTHENTIC STREET-STYLE FLAVOR
MADE WITH SHREDDED BEEF, PEPPERS AND CHEESE
WRAPPED IN A CRISPY TORTILLA

DISFRUTA

CADA

MOMENTO





MEXICAN
STREET STYLE
FLAVOR

READY IN MINUTES

Delimex®

DISFRUTA CADA MOMENTO

ENJOY EVERY
MOMENT



SHOP NOW >

CORN
TAQUITOS



FLOUR
TAQUITOS



ROLLED
TACOS



DISFRUTA CADA MOMENTO

ENJOY EVERY
MOMENT



Delimex®



ASIAN LIGHT: Marinate flank steak in orange juice, garlic, onions and beer; grill and slice. Wrap steak slices in lettuce leaves, along with sliced avocado. Drizzle with a mix of soy sauce, chopped scallions, chopped chiles and lime juice.

ASIAN MANGO

Season lettuce with soy sauce and pepper. Add rice. Serve topped with sliced mango and sliced avocado. Sprinkle with chiles and lime juice.

Match for any fresh lime juice





DISFRUTA CADA MOMENTO

Delimex

DISFRUTA

CADA

MOMENTO

Delimex

MOMENTO

DISFRUTA

MEXICAN
STREET STYLE FLAVOR

MEXICAN
STREET
FLAVOR

Delimex

MOMENTO

READY IN MINUTES

Delimex

MEXICAN

STREET STYLE

FLAVOR

READY IN MINUTES

READY IN MINUTES

READY IN MINUTES

READY IN MINUTES



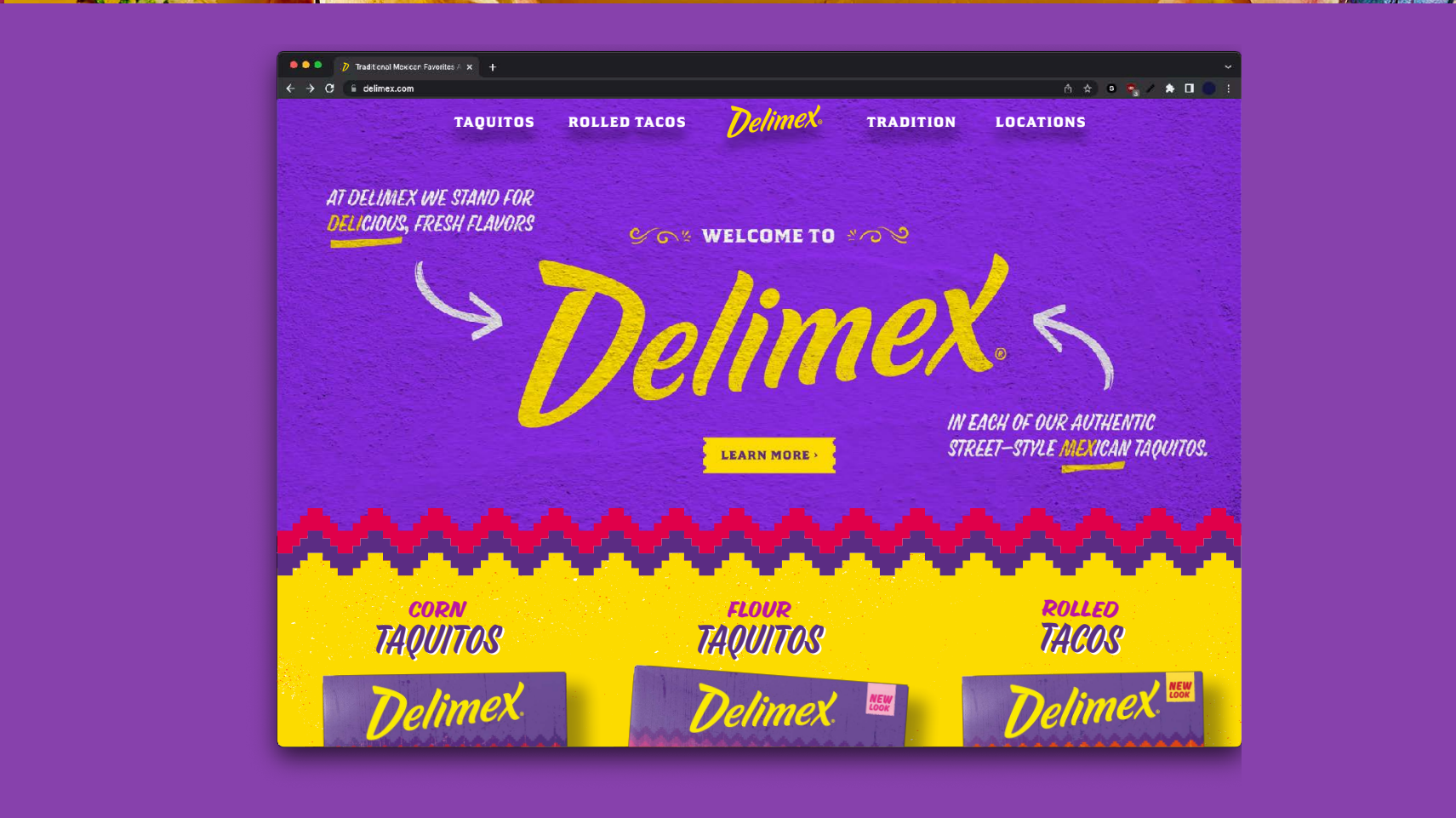


DISFRUTA
CADA
MOMENTO



BALS

D



Velveta®

Brand
Purpose

Let your inner pleasure-seeker run free

Our Brand
Behavior Idea

Dripping in Exuberance

Brand
Principles

Supremely
Creamy



Contagiously
Vibrant



Relentlessly
Original



**Larger-than-Life
Rich & Abundant
Full of Attitude**

Dripping in Exuberance

**Unapologetically Oneself
Boldly Spirited
Full of Energy**



Velveeta
CHEESE SAUCE

Velveeta
SHELLS & CHEESE
ORIGINAL
READY IN 3 1/2 minutes

Velveeta
ORIGINAL

Velveeta
SHELLS & CHEESE
MADE WITH real cheese

ORIGINAL

Velveeta
SKILLETS
ONE PAN DINNER KITS
READY IN 20 minutes

Velveeta
SKILLETS
ONE PAN DINNER KITS

Velveeta
SHELLS & CHEESE

ORIGINAL
CHEESEBURGER MAC

ORIGINAL
ULTIMATE CHEESEBURGER MAC



Velveeta[®]

LIQUID GOLD

Velveeta

SHELLS & CHEESE

Original

SHELL PASTA & CREAMY CHEESE SAUCE
PER 1 CUP SERVING

370 CALORIES	3g SAT FAT 14% DV	860mg SODIUM 38% DV	4g TOTAL SUGARS
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ENLARGED TO
SHOW DETAIL

NET WT 12 OZ (340g)

MADE WITH
**REAL
CHEESE**



Velveeta

SHELLS & CHEESE

MADE WITH
**real
cheese**



ORIGINAL



RESPECT the drip

Velveeta[®]

mmm!

Velveeta[®]

by surreal and warmly hilarious elements
back to us in a distorted light. "Tropica"
showing budget and subsequent
message film Oscar, despite his an
adult children live under the rubber
them that the airplanes passing overhead
ays and that no child's old voice
nator for "dogtooth" film set on
the eldest daughter knock her over
in their brightly lit bedroom
age film. "The Lobster" (2013), a
ended to set to a countrywide hotel, where
erover within 45 days or be transformed
osing. When the man breaks free from
treatment in the forest surrounding the hotel,
his new community's rules are different
He can live among them for as long as he
asotic or sexual activity is subject to
"The Favourite," his new film, two women
ons of an impressionable, mercurial Queen
e that losing her lover would put an end to
of power, status, even survival. Each of the
and the claustrophobia of the co-actant
chial struggle to survive within its confined
rgan might well have recognized the theme
drives these films. Like Bergman, LaBelle
ated by the drive for control — in both
and extremes — and by the inevitability of
nator. But if Bergman's work cleaves these
to the realm of the metaphysical, LaBelle's
is less lofty, ballasted by blood and pain. In
aster becomes a device for punishment,
is ferried to an ophthalmologist's office in
community. "All our stories begin with them
situations that already — according to an
at," Eshbar's Filippou, a Greek playwright
co-writer on four LaBelle's films, told me
mail. "We take these situations and we exag-
ate them, we make them bigger in order to

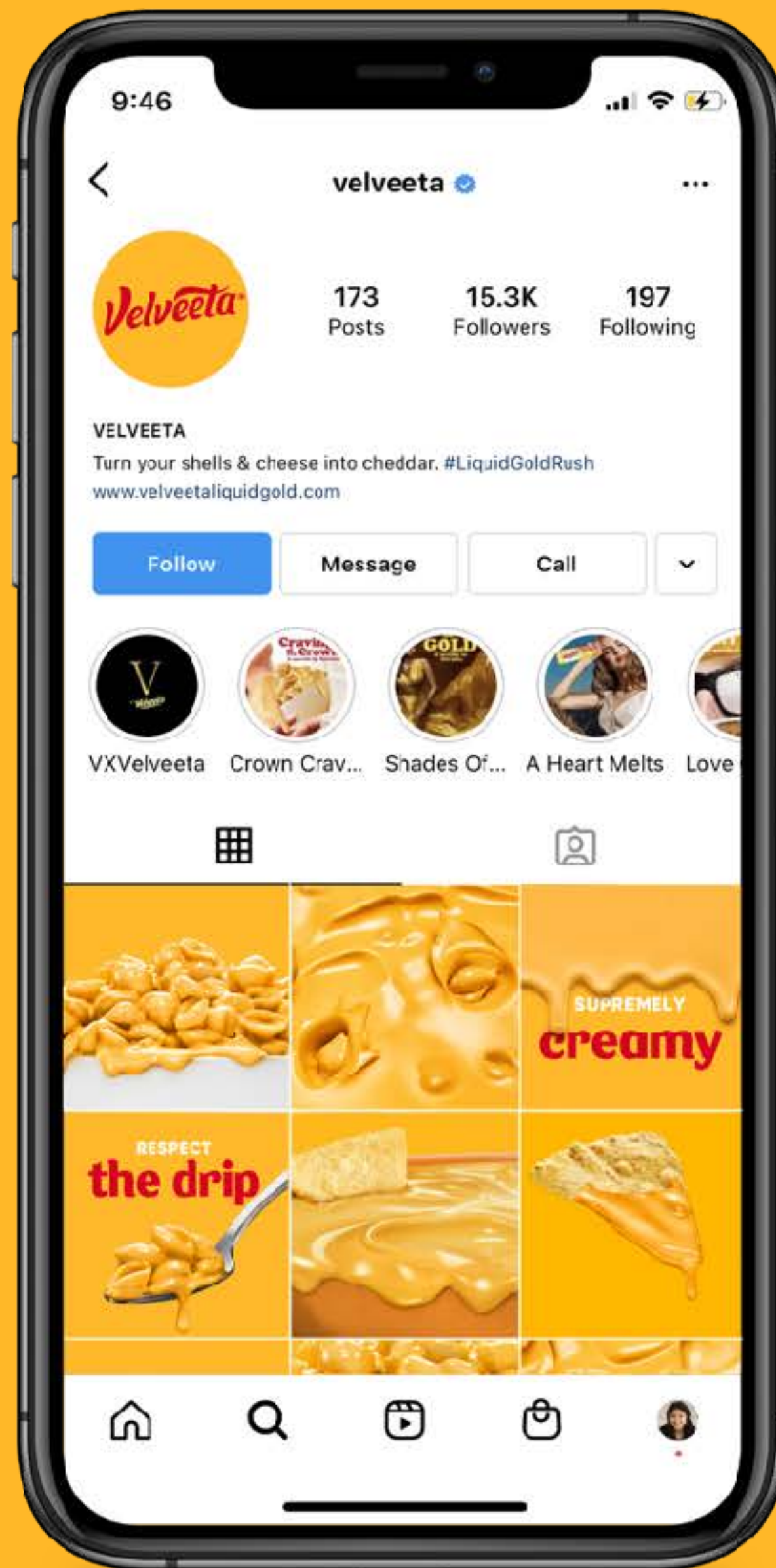
photograph by Yaeli Kanda

SHELL

yeah!



Velvêeta®



mmm!

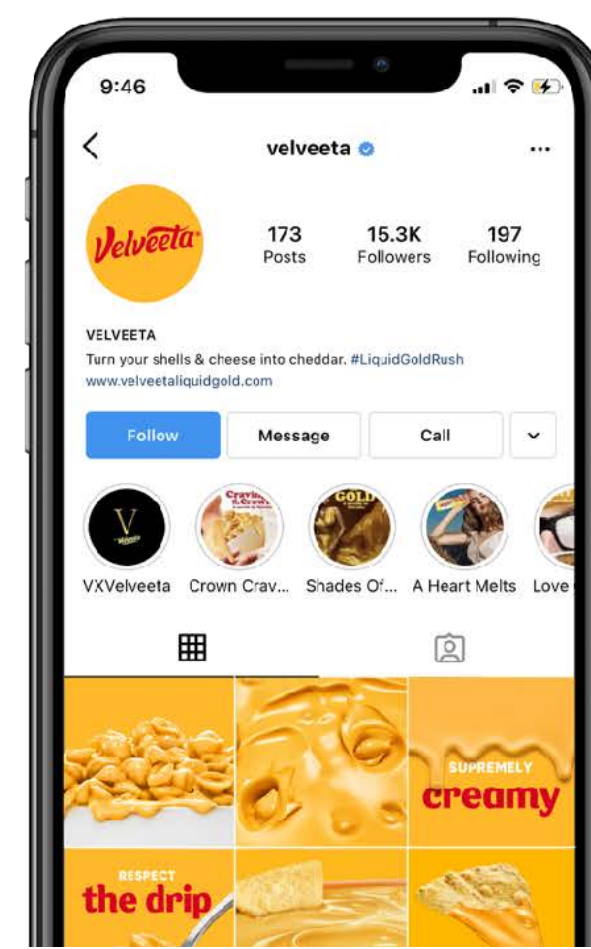
Velveeta



Velveeta

Velveeta

RESPECT the drip



THANK YOU