



project : dream journal cover

client : amscan

my role : concept, design

notes : this is the cover of a dream journal. the cloud is a window which contains a large gold foil crescent moon and several medium sized clear star gems (not shown). a clear velum sheet covers over top. tiny glitter accents the white dot stars.



project : dream journal papers, notecards, stickers and folders

client : amscan

my role : concept, design

notes : selected papers, notecards and folders in the dream journal. stickers (not shown) with moon and star designs are contained within the cloud folder, and are used as decoration and also to hold the note cards to the journal pages.



project : event organizer

client : amscan

my role : concept, design

notes : cover of the event organizer is created using vector illustrations, recolored textures, and photoshop effects. the gift is raised with foam tape and enhanced with tiny gemstones and glitter.



April

1		16	
2		17	
3		18	
4		19	
5		20	
6		21	
7		22	
8		23	
9		24	
10		25	
11		26	
12		27	
13		28	
14		29	
15		30	



December

1		17	
2		18	
3		19	
4		20	
5		21	
6		22	
7		23	
8		24	
9		25	
10		26	
11		27	
12		28	
13		29	
14		30	
15		31	

project : event organizer / card pockets & calendars

client : amscan

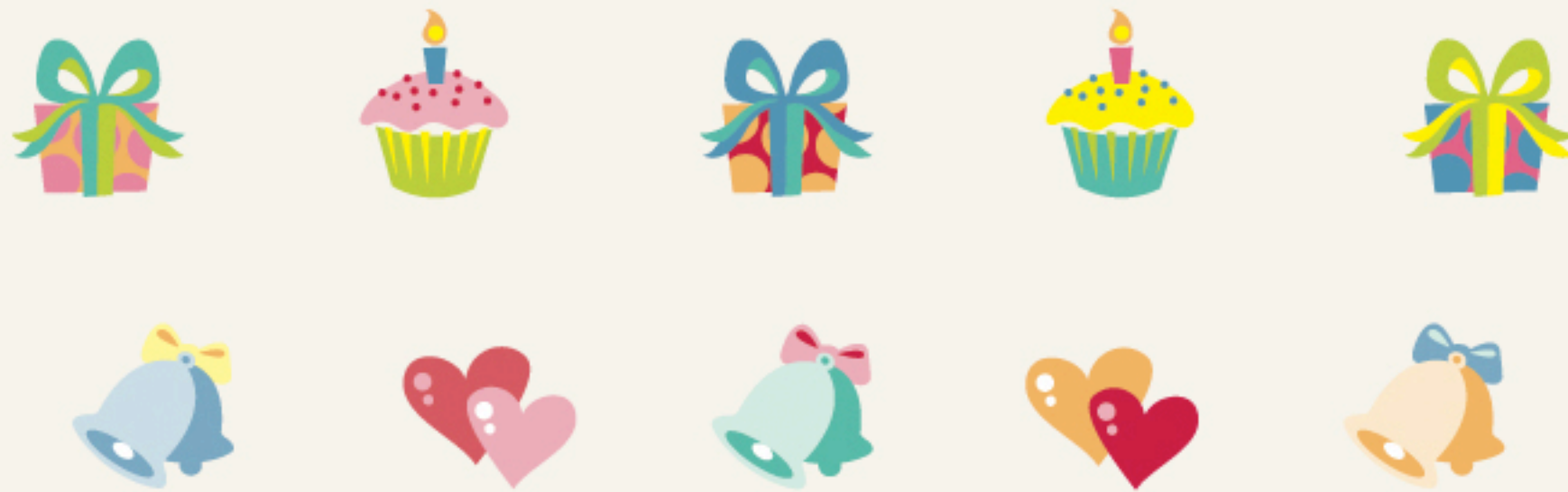
my role : concept, design

notes : these are two of the twelve monthly card pockets and calendars included in the event organizer. the pockets (behind white areas) hold seasonal cards and notes, and the calendar on the front of the pockets are for recording events.

Birthday Stickers



Anniversary Stickers



project : event organizer / event stickers

client : amscan

my role : concept, design

notes : two samples above of the many event sticker sheets included in the event organizer. at bottom are close up views of selected illustrations. user puts the appropriate sticker on their calendars to mark important events.



project : event organizer / greeting cards

client : amscan

my role : concept, design

notes : these are two of the four greeting cards included in the event organizer.
they are perforated to be easily removed and sent for occasions.
the art is created using vector illustrations, recolored textures, and photoshop effects.



project : contemporary wine journals

client : amscan

my role : concept, design

notes : journals to record favorite wine selections. top version has a round window with blue pattern recessed over clear velum cover. bottom version has foil stamped "mouths" (red and yellow areas on cover).



project : toy box baby album

client : amscan / party city

my role : concept, design, production

notes : a “window” baby album, where contents of the toy box (layered paper illustrations) are recessed in a window, and clear velum covers it.

the toys and horse on the cover are embellished with tiny gems and glitter.



project : lavender baby bunny album

client : amscan

my role : concept, design

notes : a photo album cover designed from recolored textures, vector and hand drawn illustrations and photoshop effects. the center circular window is recessed. and the bunny illustrations are attached to the clear velum covering it. the bunnies and lace around window are accented with tiny glitter.



project : four icons baby album

client : amscan

my role : concept, design

notes : a photo album cover designed from recolored textures, vector and hand drawn illustrations and photoshop effects. the center square is raised with foam tape as well as each of the icons. center area is accented with tiny glitter and grey stripes in background are printed in metallic silver ink.



project : little star baby album

client : amscan

my role : concept, design

notes : a photo album cover designed from recolored textures, vector and hand drawn illustrations and photoshop effects. the center circular window is recessed, and the moon and star illustrations are attached to the clear velum covering it. moon and star are accented with tiny glitter.



project : baby clothesline album

client : amscan

my role : concept, design

notes : a photo album cover designed from recolored textures, vector and hand drawn illustrations and photoshop effects. the center rectangle is raised with foam tape, as well as the clothes themselves. center area is embellished with tiny gemstones and glitter.



project : pink champagne wedding album

client : amscan

my role : concept, design

notes : a wedding album created from recolored textures, watercolor, and vector illustrations. the oval and copy is recessed and a clear window placed over it. champagne and hearts are raised slightly with foam tape. areas in grey are printed in silver metallic ink.

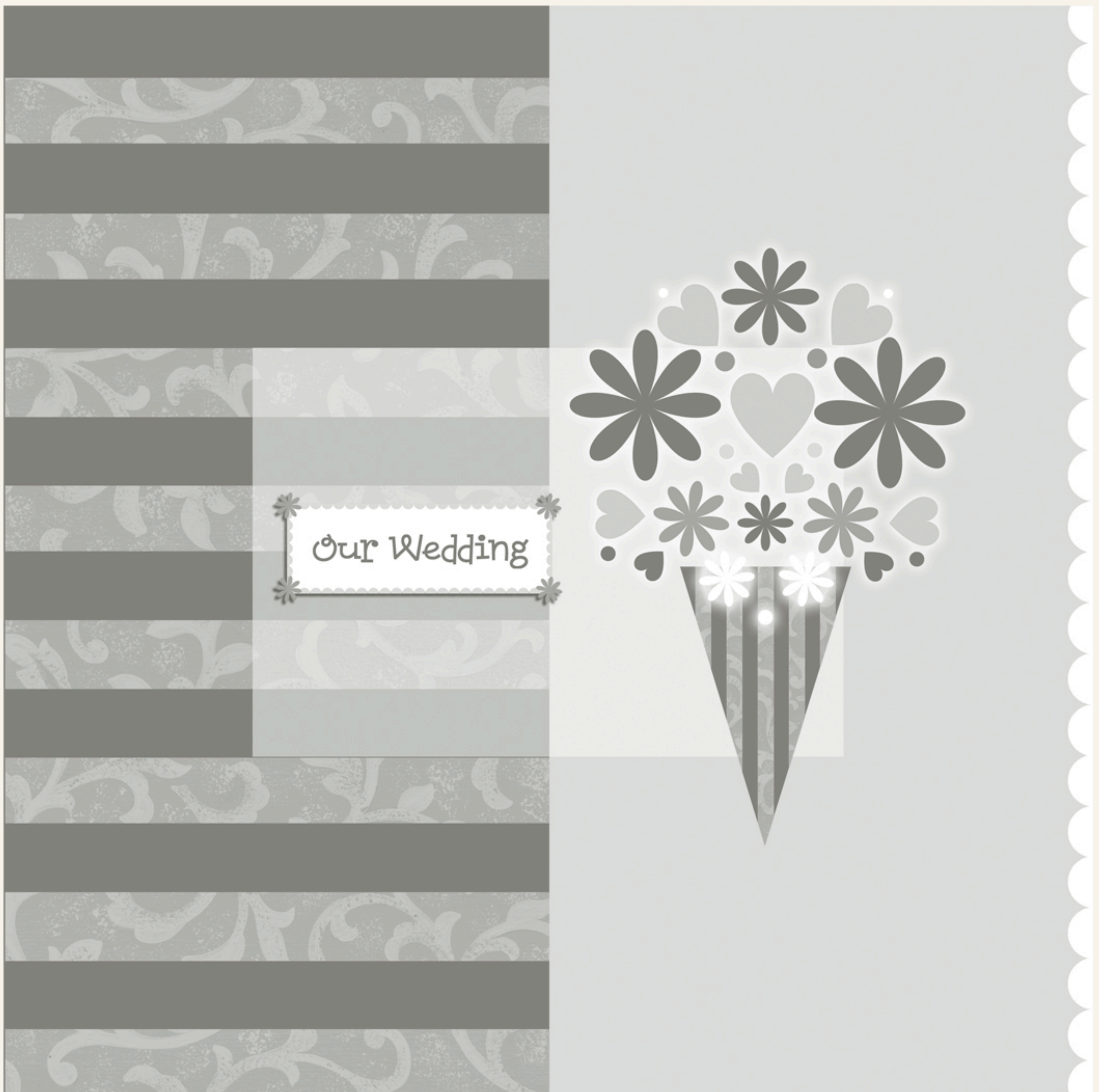


project : pink bouquet wedding album

client : amscan

my role : concept, design

notes : a wedding album created from recolored textures, stamped art, and vector illustrations. the bouquet is added on with foam tape and embellished with tiny pearls and gems.



project : silver wedding album

client : amscan

my role : concept, design

notes : a wedding album created from silver foil, velum, and tiny “diamonds”.
all grey areas are variations of silver (foil, matte, stamped foil, metallic ink). bouquet is foil and paper pieces raised with foam tape.



project : ladybug album

client : amscan

my role : concept, design

notes : an album for general use. designed with vector illustrations, recolored textures, and photoshop effects. a thin satin ribbon lines the border at left.