



BYBEE CREATIVE



I'VE BEEN

ILLUSTRATOR / GRAPHIC DESIGNER / WEB DESIGNER
INFORMATION ARCHITECT / ART DIRECTOR / CREATIVE
DIRECTOR VIDEO DIRECTOR / PACKAGING DESIGNER /
PRODUCT DESIGNER SOFT GOODS DESIGNER / INTERACTIVE
DESIGNER / UI DESIGNER CO-FOUNDER & OWNER

PROBLEM SOLVING





GRAPHIC DESIGN

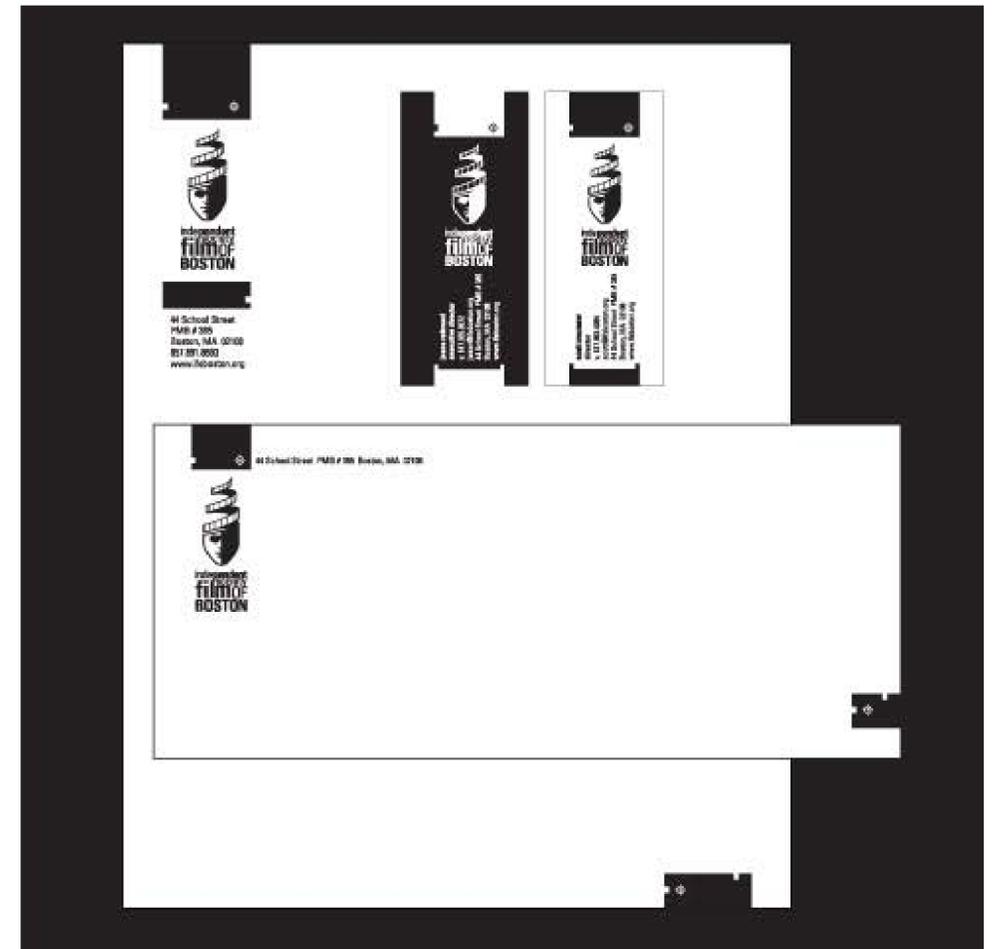
WHERE IT ALL STARTS





A series of logo identities I've done over the years.





Two identities I did a few years back. The left was done in letterpress on a bright white cotton sheet. The right cards were printed on clear PET to simulate film. You could get either the positive or negative versions for your business cards.





This was a popup shop at a trade show I did for Morinda's yearly distributors show. It took up a whole section of the Salt Palace Convention Center. Each store was built around the hexagonal shape used as a branding element, with a product line off each of the 6 sides.

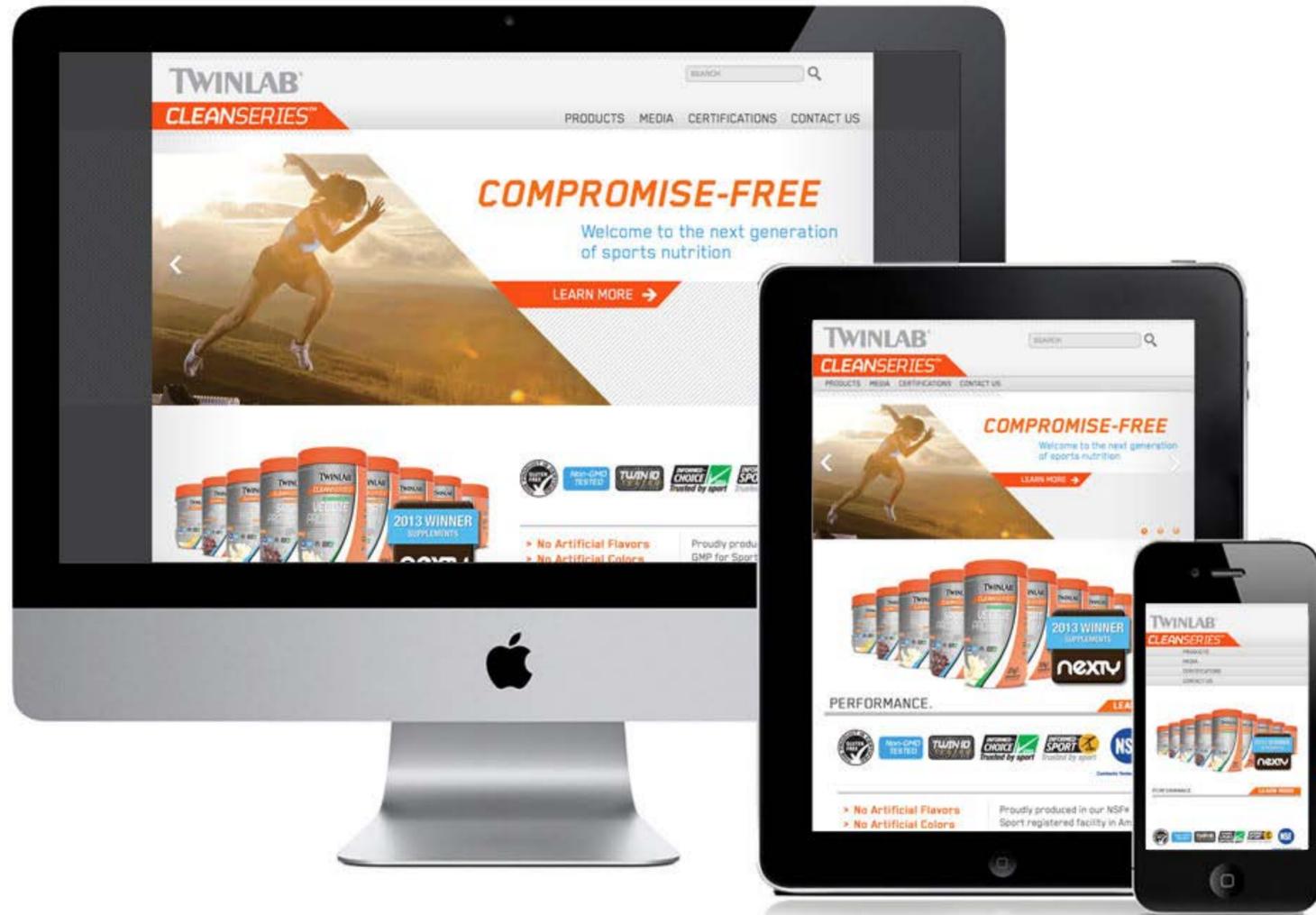




WEB DESIGN/UI

LIFE AFTER THE INTERWEBS





I created a system for Twinlab where we could swap out graphic elements and CSS to create a completely different brand look using the same overall wireframe structure. It made managing the diverse websites easier.





Neptune Systems is a long time client. I do all their branding and design from packaging, website, trade show and apps.

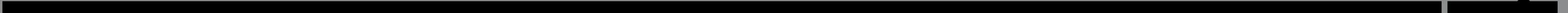




This is a side business I started with a friend of mine name Buck. Hence Buck's Burley. Its a men's product line that produces hair cream, pomade and clay. I created the brand from scratch and all its packaging, web and other assets.



PACKAGING DESIGNER
LIFE IN THE 3RD DIMENSION





FIFA World Cup Coca-Cola packaging I did while working at CMA Design in Houston. The project started with 8 Designers in a shoot-out and my design won with client approval. Over the next 3 months I versioned the “look and feel” to fit multiple pack types. It was quite an experience applying the design concepts to all the packaging types and printing processes.





Coke-Zero packaging concepts and final design for Coke's fridge pack. We started with the design on the left then went through 30 rounds of revisions. We ended up with the design on the right. It taught me how to be patient and see others point of view. It was on shelf for longer than any other pack they had created.





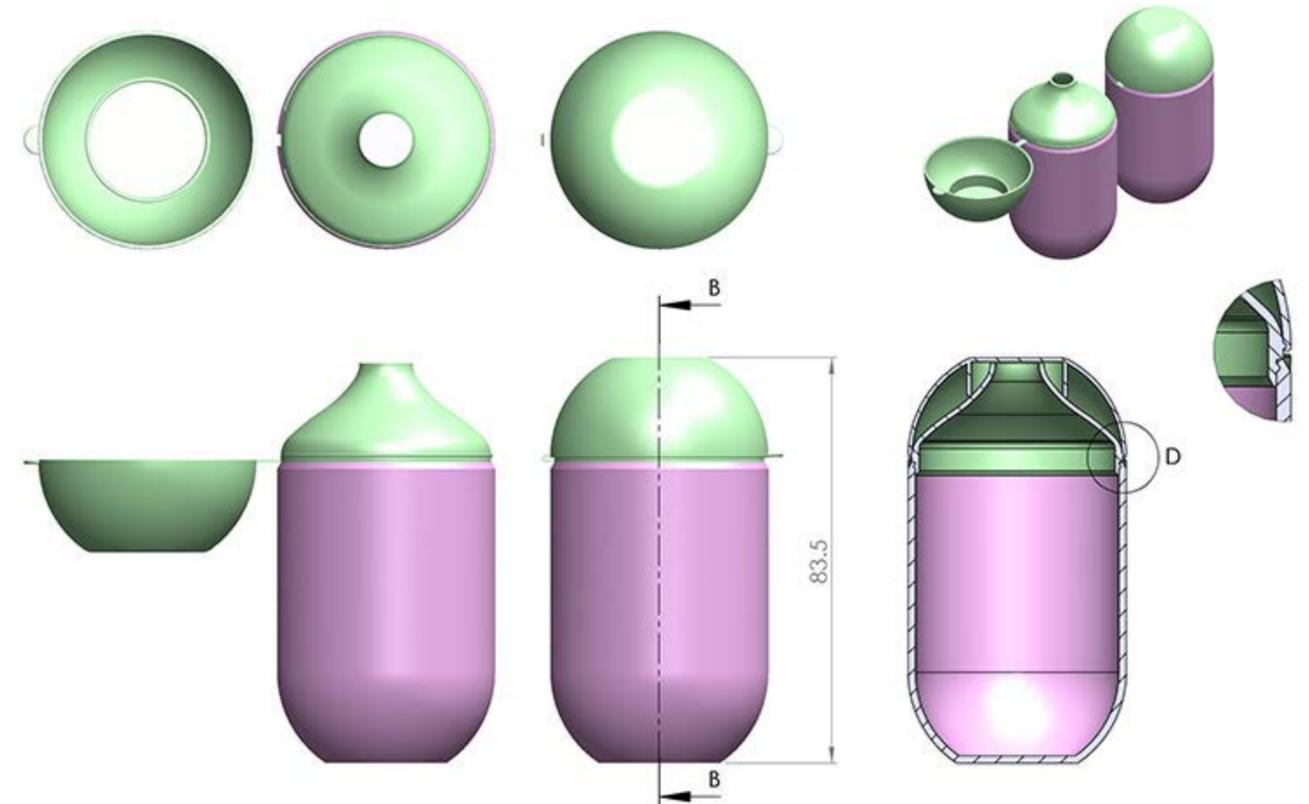
Packaging for KOA Nutrition (now Koa Warrior). The branding leveraged Polynesian design elements inherent in the name and brand of the product. I created this brand from scratch. All I had was a name when I started. I was able to craft the the story, identity, packaging and collateral.





A packing project I did years ago for a company trying to sell apple accessories into Walmart. I came up with the logo and marks, called the i-bit, with a story to explain how all nFuze's product would plug into their life just as the logo mark does into the product line marks.





This was a rewarding project where I got to rethink and redesign a supplement bottle structure to be more user friendly for less dexterous hands. I was able to travel to China to do the test shots and fine tune the bottle to open and close for easier use. I also design the graphics for the packaging and entire product line.





Some ice cream packaging I did for a small boutique brand out of Houston Texas. I wanted to convey the small batch high quality ice cream they produced.





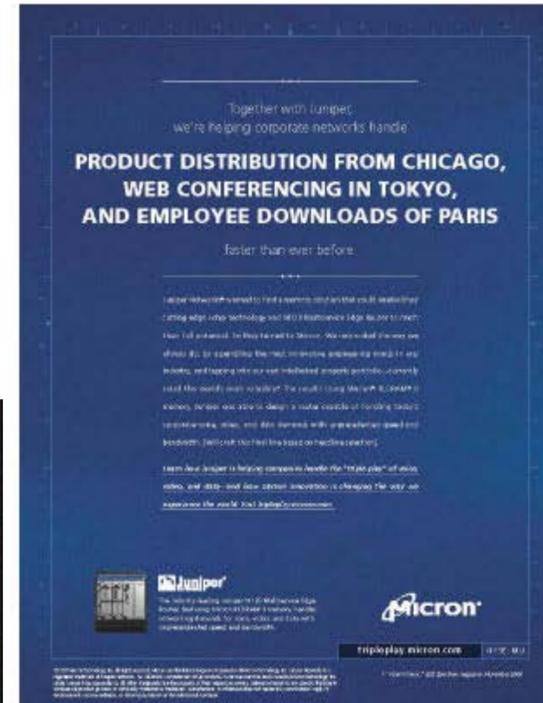
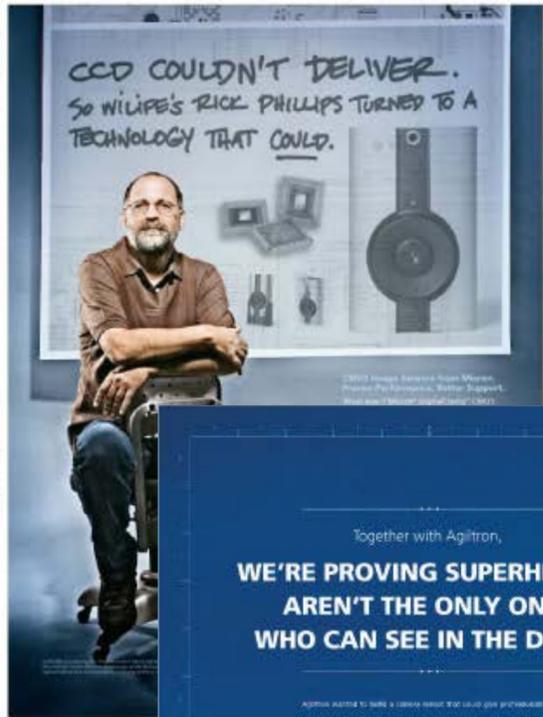
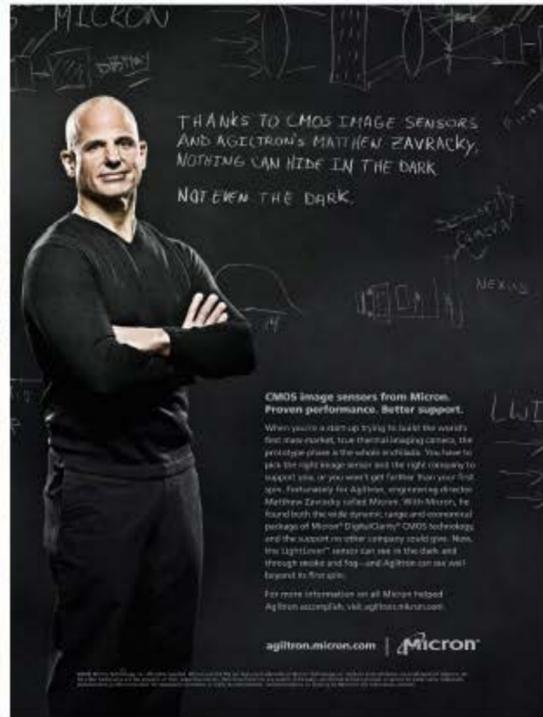
I was brought in to design and build out a cosmetics line for Jambeauty. They invented press-on vinyl nail graphics but wanted to extend into more products. I was able to take their existing brand and plus it up to fit in the higher end cosmetics market.





ART DIRECTOR / CREATIVE DIRECTOR
JUGGLER OF EVERYTHING





This is a sampling of work I did while working for Mccann Worldgroup. I was over the client work for Micron and Instructure. I produced, with my team, traditional advertising for them as well as web and interactive pieces to help explain the brands and their offerings.





Perfectly Toasted Keto Granola (Funny Lakanto Cowboy Commercial)
1,174,527 views • Jun 30, 2020



Lakanto is a brand I helped build from the ground up. All they had was the color red and a logo that was in desperate need of fixing. I took it and build out their origin story, with graphic elements and branding that could be used for all media, web, packaging, collateral, video and photography. I also built out a team of 15 creatives all producing great work under the new branding.



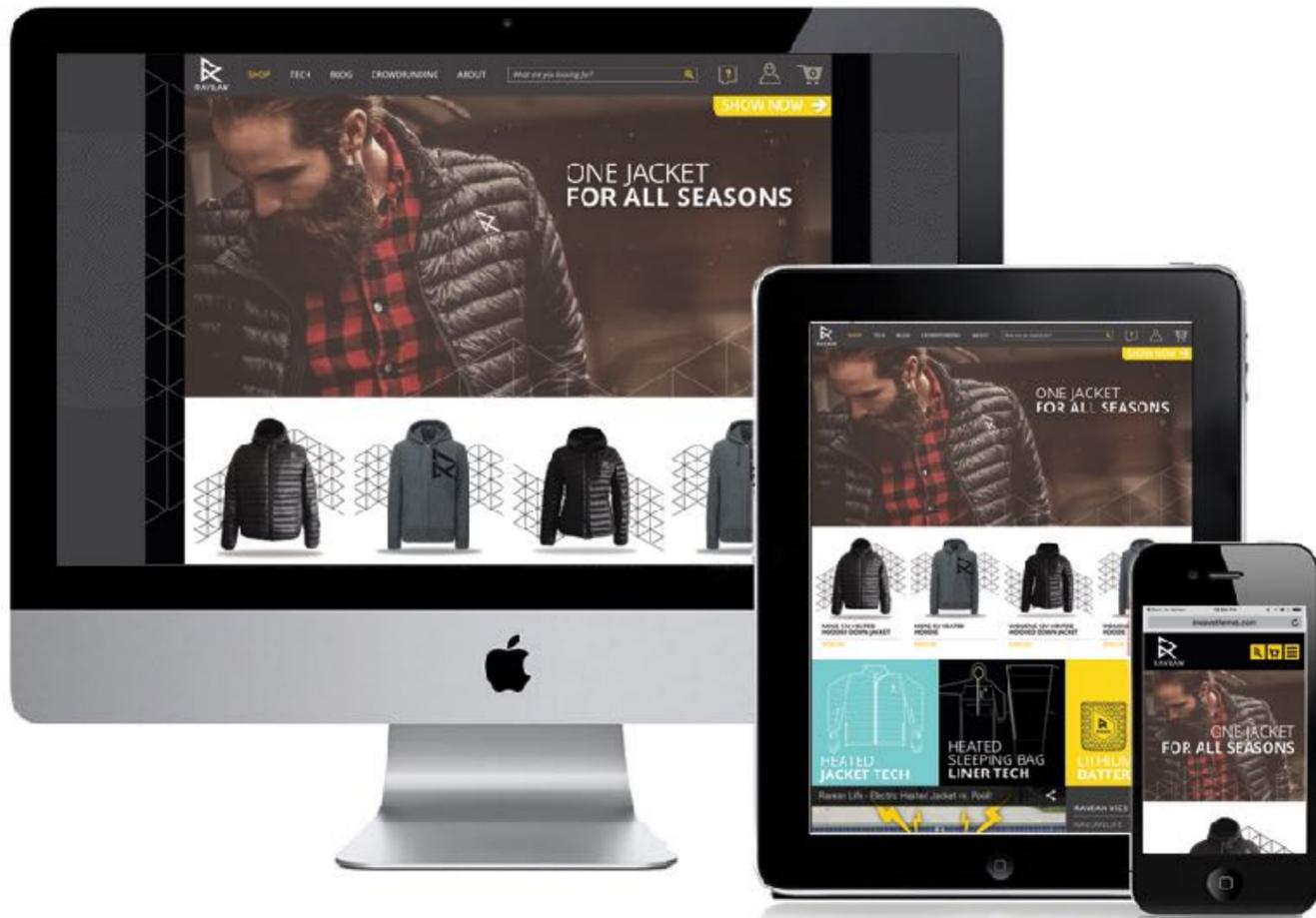


RAVEAN™



Ravean was a company I started with 4 other partners. We made battery powered heated jackets. We were small and scrappy. I was the graphic designer, product designer, and industrial designer and video director for all things Ravean. Everything you could see and touch I designed and produced with our suppliers in China and abroad.

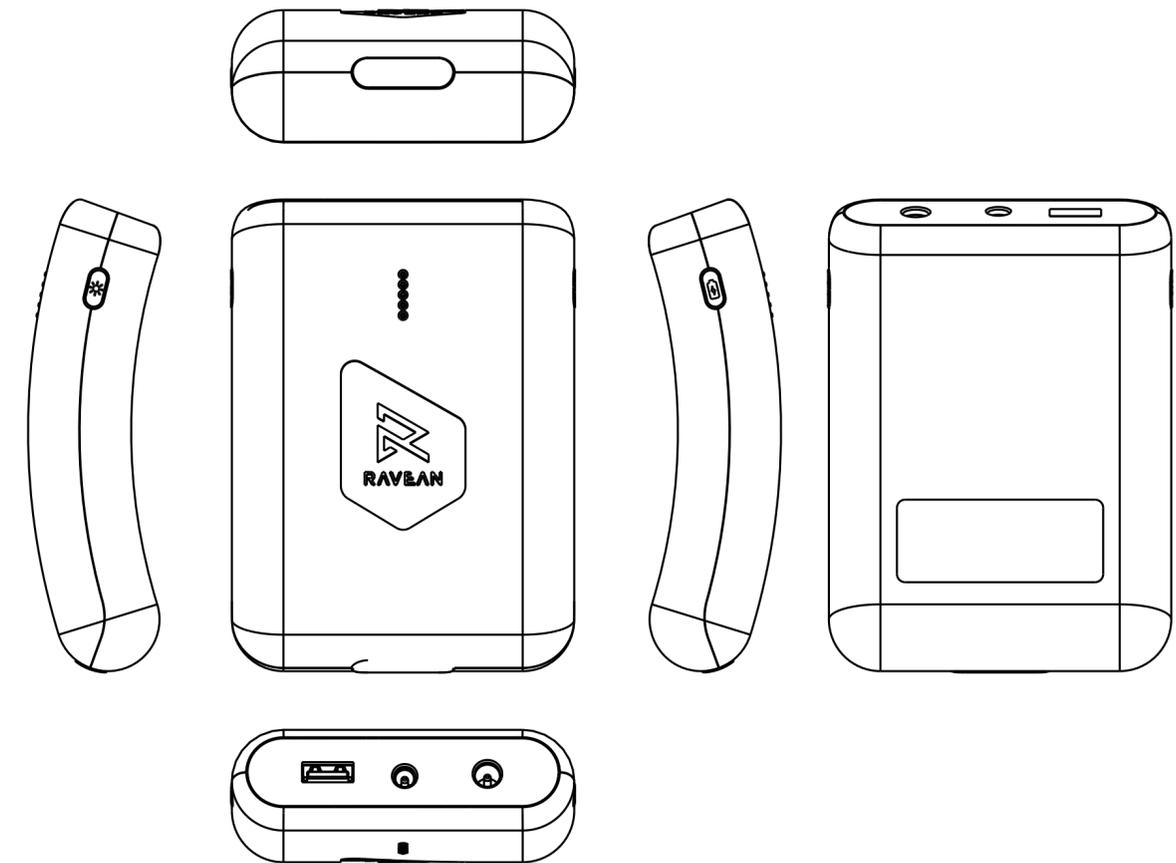






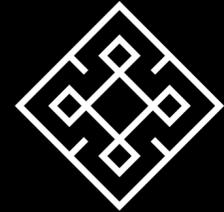
I designed this down puffy for our gen 2 jacket.



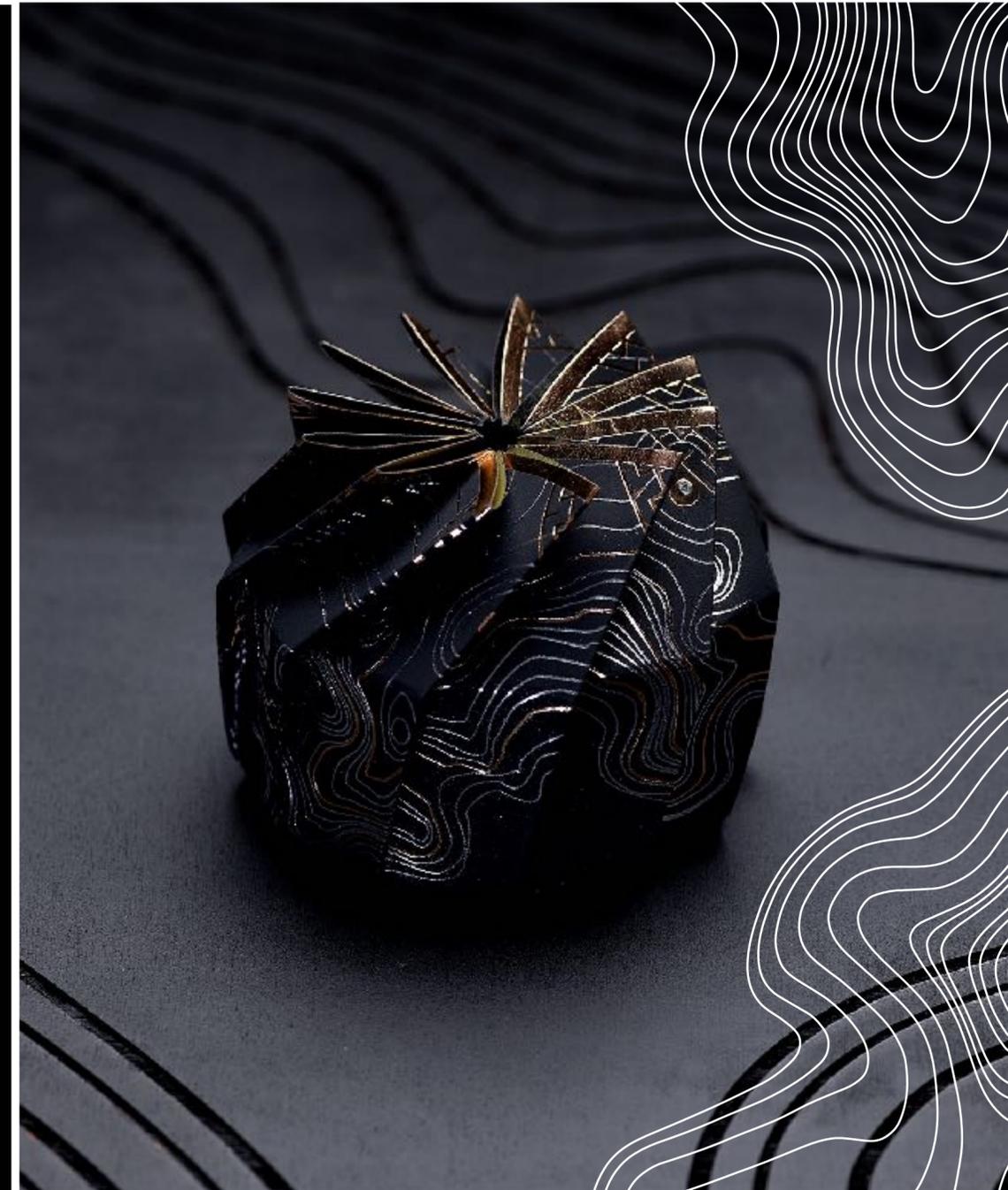


I designed this Lithium battery for the heated jackets. There were two sizes for use in all our products. It was the first battery of its kind designed to curve around the human torso. I worked with the Chinese team to design, test and build this product. The larger version had a silicone sleeve and the smaller a black soft tough texture for wet slippery conditions.





V I O R I



Viori is a women's cosmetics company I started with 5 other partners. I created the branding from scratch with a focus on producing sustainable, plastic-free, vegan all-natural products. It's all based off the story of Lonsheng rice farmed by the Red Yao tribe in the Guilin region of China. The women of the tribe use the rice water on their hair and hands and are famous for their youthful skin and healthy jet black hair well into their 80s. The brand's graphic elements come from the tribe's traditional clothing, architecture and environment, all the way down to the rice terraces they farm.





“Good” is the enemy of “even gooder”

