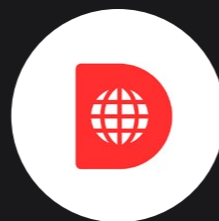


Dan Yaker

Digital Portfolio 2021



What do you get when you mix a love of Swiss design and drum machines?

I'm not totally sure myself, but I'm figuring it out. Hi, I'm Dan, and thank you for taking the time to check out my work.

I'm a designer, but more than that, I'm a lover of 90s hip-hop, basketball, and steaming bowls of pho. I cook religiously, collect dusty funk records, and I'm a semi-professional DJ — or at least I was until Covid.

I live in Portland, but I'm proudly New Mexican. I speak Spanish, and weirdly, French too. I'm a designer, but these things are the things that shape my experience. I am constantly curating the world around me because I believe every bit translates into what you do.



Cultivate

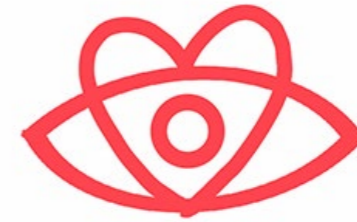
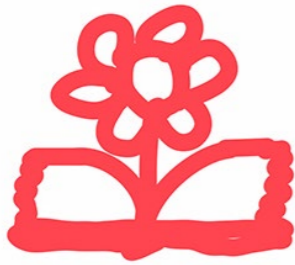
Cultivate

Cultivate is the identity created for a Portland business consultant specializing in community-based research with an emphasis on social justice. They wanted a vibrant mark that spoke to community and storytelling while avoiding industry clichés such as “new age” imagery. The logo went through multiple rounds of inquiry and development. The heart, silhouette, and implied speech bubble convey empathy, human connection, and dialog. The color scheme suggests openness and energy.

cultivate 



Cultivate



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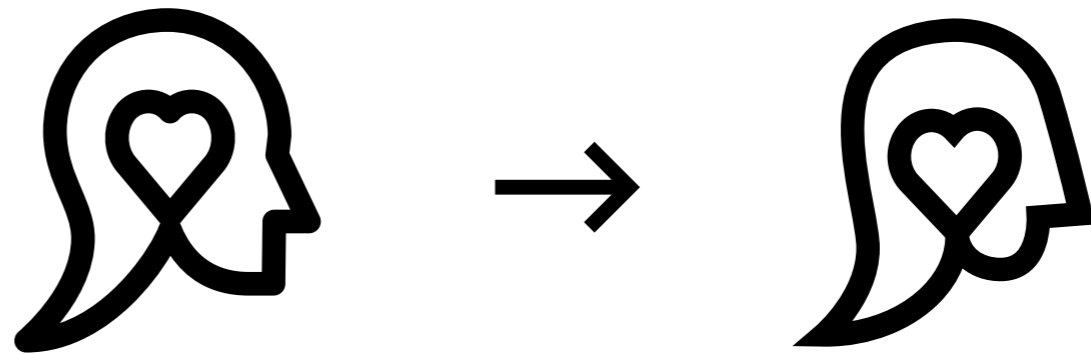
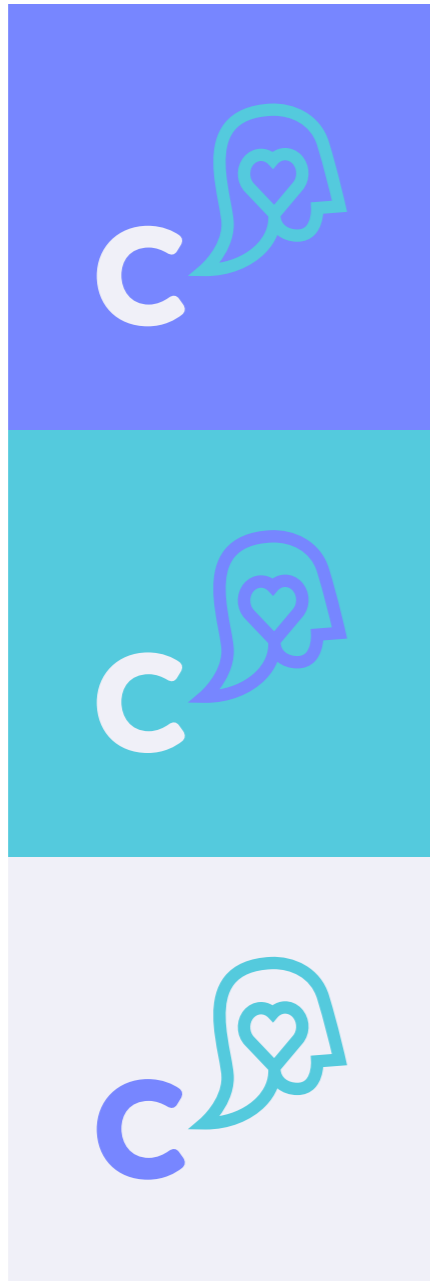
cultivate 

 **CULTIVATE**

 **CULTIVATE**



Cultivate



Left: Secondary logo featuring the different color schemes.

Right: Unused iteration of the chat bubble silhouette, which we felt it was too eurocentric and male in appearance. Thus the more neutral, ambiguous form was selected.

Cultivate



Final logo mocked up onto business collateral.

Awl & Ash

Awl & Ash

Awl & Ash a small contracting business that specializes in fine finish work and custom carpentry. Their work and brand draw heavily from the 1900 shaker aesthetic, emphasizing simplicity and function over ornate form. Therefore the logo comprises two overlapping “A”s with offset crossbars to echo classic wood joinery. The custom slab serif letterforms reflect Awl & Ash’s commitment to functional yet high-end woodworking.



Awl & Ash



Awl & Ash

PORTLAND
Awl & Ash
WOODWORKING



Unused logo iterations speaking to different aspects of their business such craft, furniture, refinement, etc.

Awl & Ash



Left: Client produced five panel hat with leather patch.
Right: Hypothetical brand extensions.

Mian

Mian

Mian is a Chinese-inspired pop-up that's been serving food in Portland since 2015. The owners did not want something too modern. Instead, they wanted a mark that paid homage to the culture they're working in without drawing on tired clichés. The logo draws inspiration from the long history of carved seals and stamps.



Mian



Early process sketches.

Mian



Back-lit LED sign that gets brought out for all of the pop-ups.

Cultivate



Left: Plated seafood omelette and menu.
Right: Promotional art for a dinner pop-up. Illustration by Patrick Trickler.

Club Promotion

Club Promotion

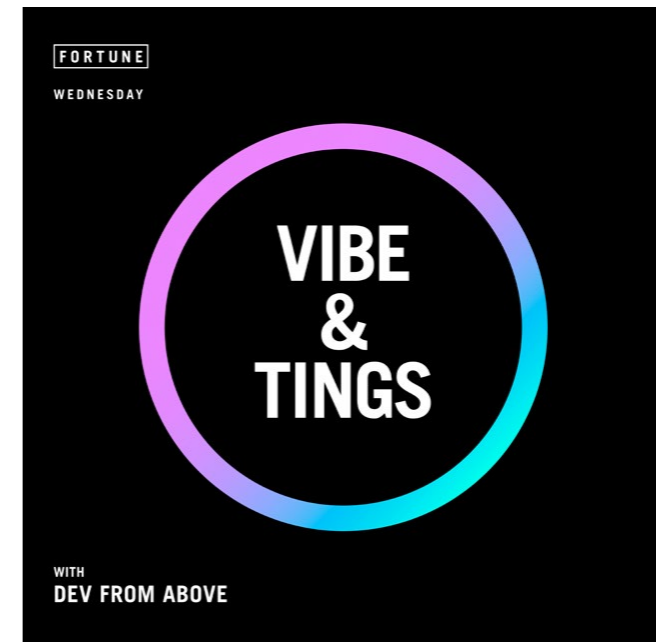
In 2016 I worked on retainer for a bar owner who ran several local nightclubs here in Portland. They wanted regular artwork for their Instagram page, which would distinguish them from their competition. The bar for most club promotion is typically low — google image search, bad type — I welcomed the challenge to and used it as an opportunity to learn how to work quickly. There were no brand constraints, just a focus on fresh artwork every night, though, in hindsight, I wish I had paid more attention to consistency between the brands with things like logo placement and type, something which I would get a crash course in at my first agency gig. Bold type and vector art were my weapons of choice. Each week was a challenge of balancing quantity and quality and learning how to do eye-catching work quickly.



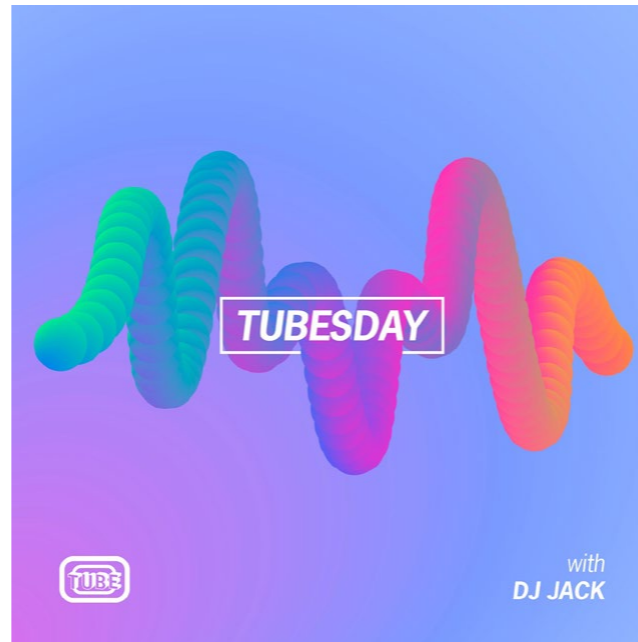
Friday at Tube



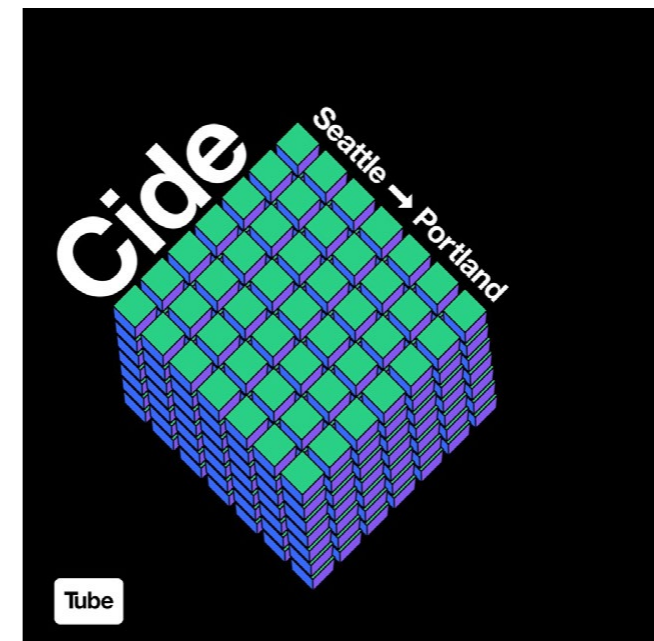
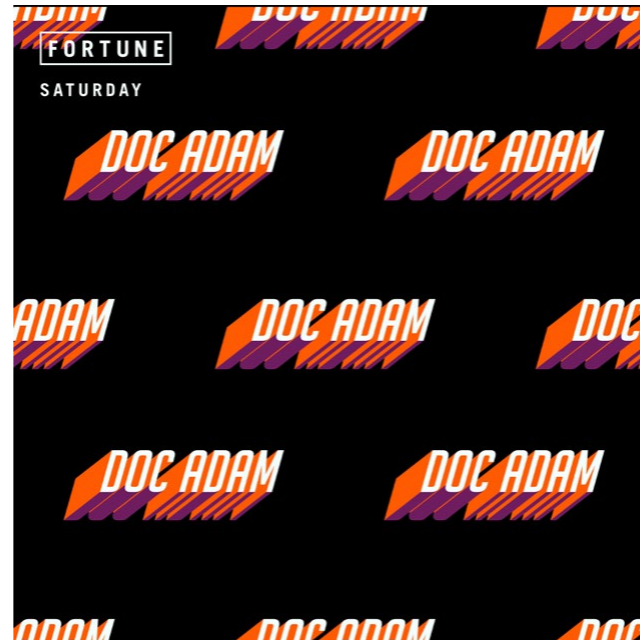
Club Promotion



Club Promotion



Club Promotion



Tube Branding

Tube Branding

Tube was my first “real” branding project. I had been doing promotional art for the owners for about a year when they approached me to redesign their logo inherited from the previous owners. The mission was to create something which spoke to the bar’s history and present identity, which had gone from seedy dive to glossy club.

I was going to put everything I had learned in school and the countless design books that sat by my desk into action. I spent months researching, talking to club goers. I even went and hung out on one of their busier nights.

The logo saw many iterations, but simplicity won the day. As you will see, the curves echo the club’s interior. Helvetica was chosen to reflect the club’s status as an institution and high profile.



Interior of club with curved walls visible.

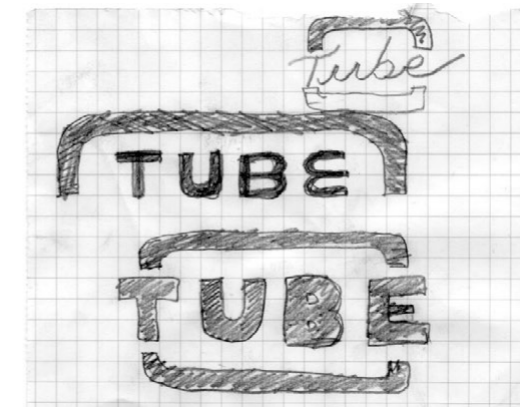


Tube Branding



TUBE

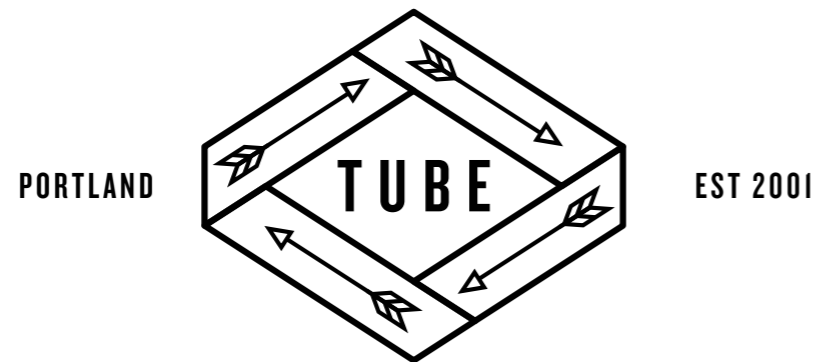
PORTLAND
TUBE
OREGON



Top: Old logo inherited from previous ownership.
Bottom: Final logo.

Early process sketches.

Tube Branding



Left: Unused logo concepts.
Right: Mock-up of swag with new tagline.

Tube Branding



Left: Street view of club.
Right: Detail shot of left window where people would usually queue.

Concept Travel Ad

Concept Travel Ad

This was a series of ads for the Central Oregon Visitor's Association, an agency client. Their dilemma was that travel ads are so formulaic that they're effectively invisible. My response to the challenge was to try and turn convention on its head and create an ad that was so starkly different — creative cropping and aggressive whitespace — that it would stand out amongst the pack. Convention won the day, unfortunately, but I am still proud of this decidedly different approach.



**The ultimate teen friendly environment.
Not that they'll ever admit it.**

In Central Oregon, there's something for everyone, even the most hard-to-please. Outdoor adventure, sports, dining, and so much more than you can do in just one trip. Call 800-800-8334 to have your free concierge to build your first trip of many to come. visitcentraloregon.com



Concept Travel Ad



In the shadow of the Cascades, you'll rarely discover children glued to smart phones.

A screen is no match for the beauty and adventure of Central Oregon. In fact, with all there is to see and do, phones will be the last thing on their minds. At least until it comes time to post about it. Call 800-800-8334 to have your free concierge to build a trip just for you. visitcentraloregon.com

✈ Daily direct flights from SFO

🏡 Resort packages starting at just \$199*

*Based on double occupancy. Restrictions apply.



Mountain lakes beat a live stream any day.

Central Oregon is a place where connections are made. Real connections with nature, with relaxation, and most importantly, with each other. Call 800-800-8334 to have your free concierge to build a trip just for you. visitcentraloregon.com



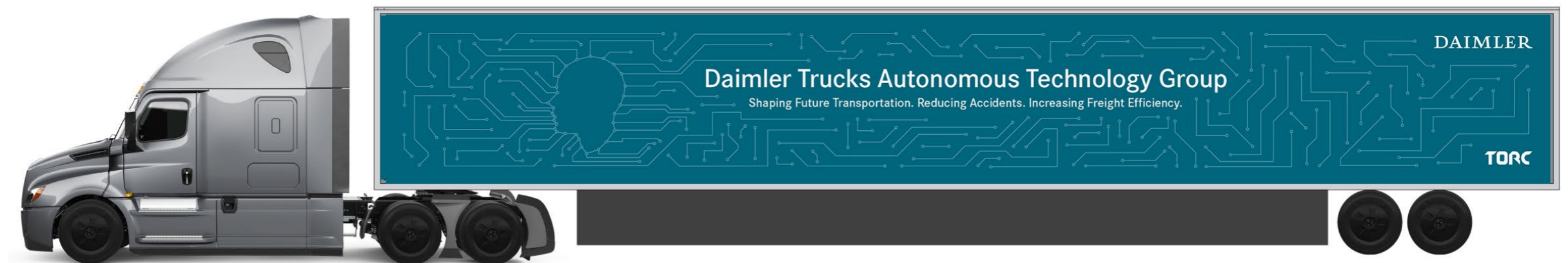
L4 Autonomous Truck

L4 Autonomous Truck

This project was for our main agency client, Freightliner. They were beginning test drives of a fully automated semi-truck and wanted artwork for the vehicle wrap — equivalent to designing a billboard. They wanted art that spoke to the technology that made a self driving truck possible, but still felt welcoming and “human.” Put another way: no killer robot vibes.



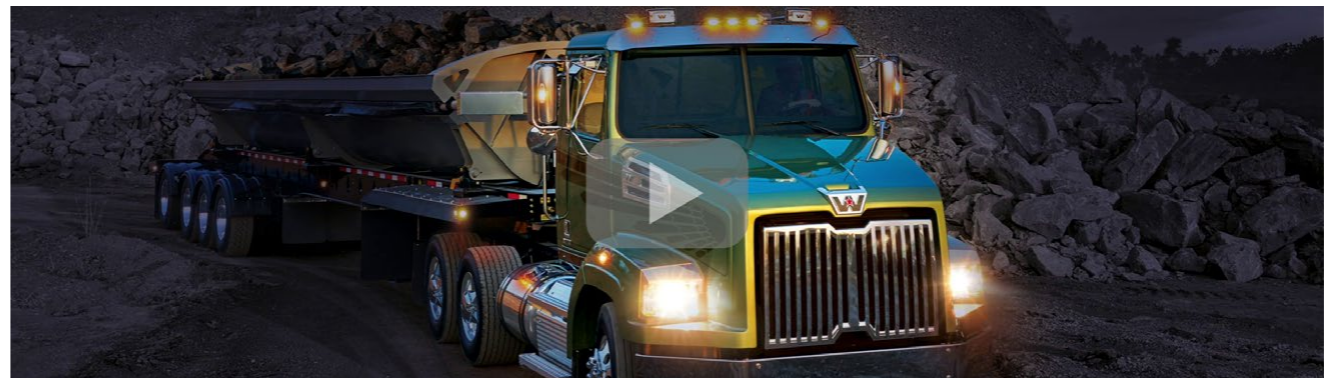
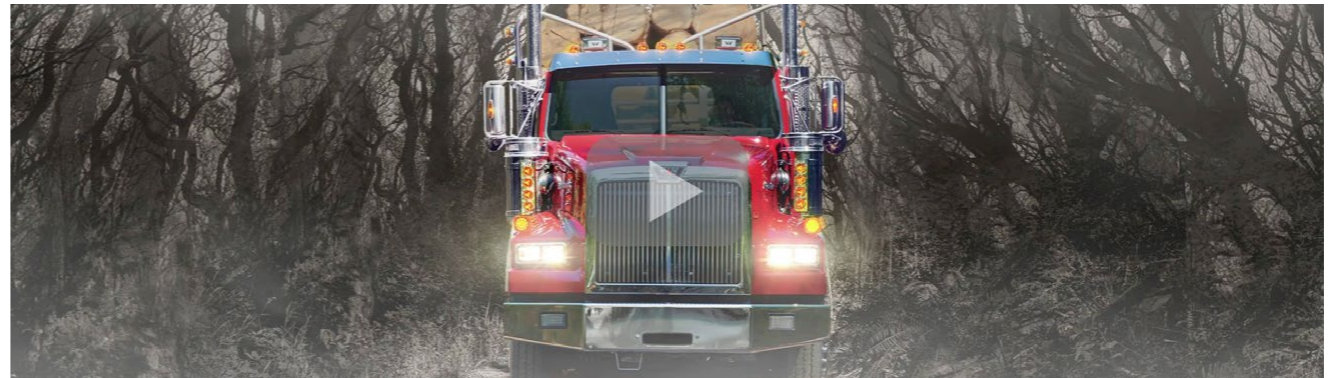
L4 Autonomous Truck



Cinemagraphs

Cinemagraphs

This is a selection of faux cinemagraph-style headers for Western Star's website. They were composited together from existing brand photography and stock textures like wind and fog. The creative challenge was finding ways to add subtle intrigue without being completely formulaic. The technical challenge was creating a seamless loop from so many spectral textures or making a 2D bird appear as if it's flying, as in the bottom example.



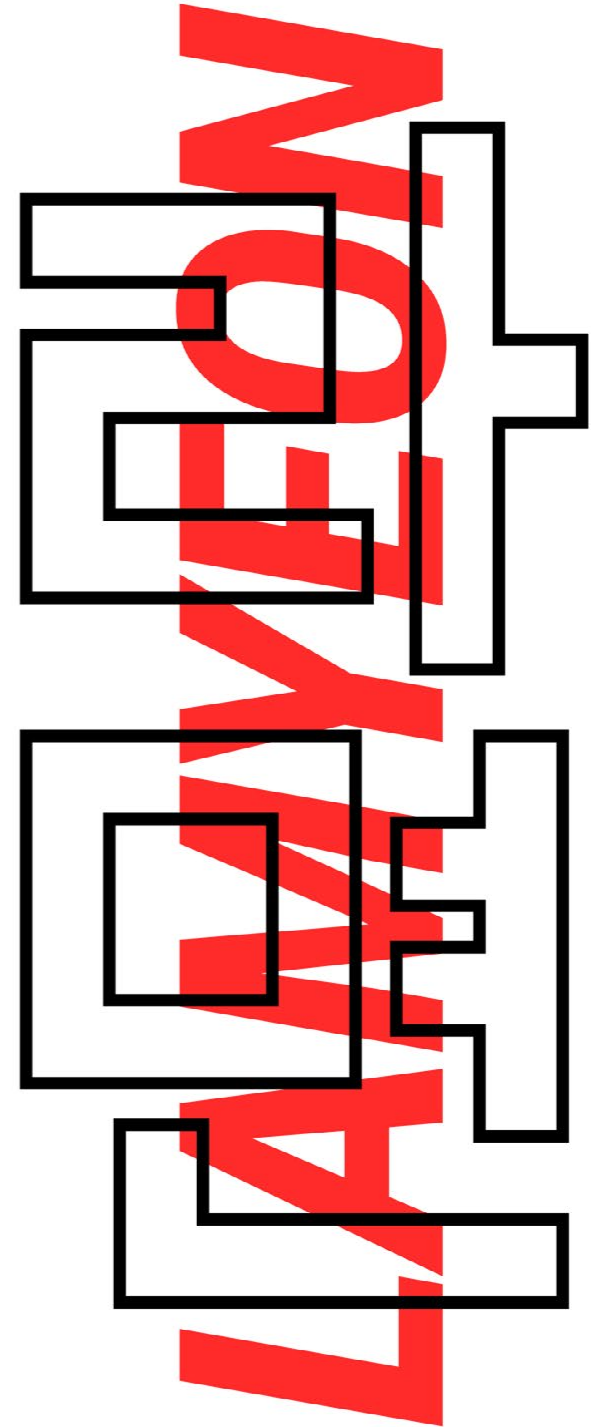
Click thumbnails to view animations on web



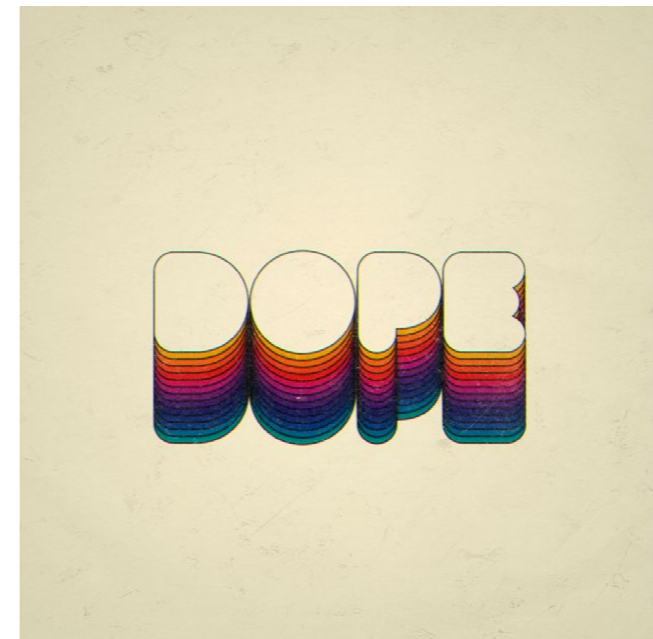
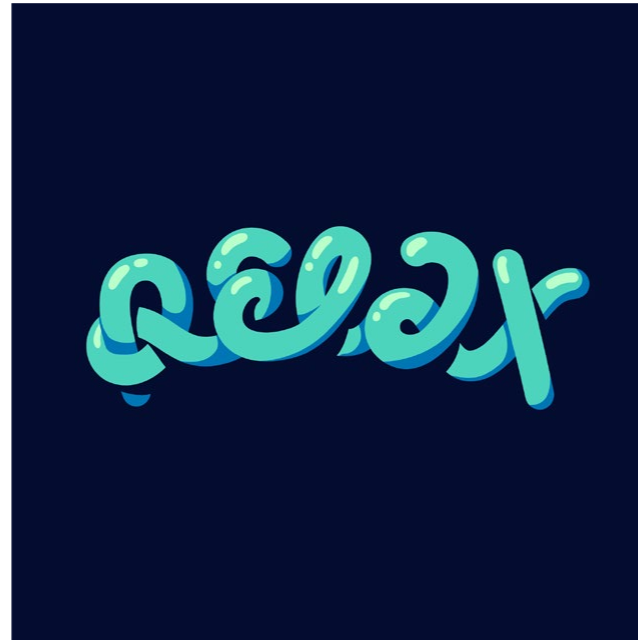
Display Type

Display Type

It's not what you say but how you say it. My introduction to illustration was by way of type. Here are a few collected examples of some of my favorite illustrated type pieces.



Display Type



Top: Self-Initiated, Sesame Street Merde, Adobe Illustrator, 2016.
Bottom: Student Project for Illustration Course, Adobe Photoshop, 2016.

Artwork for Music Project, Procreate + Adobe Illustrator, 2020.
Self-Initiated, Boom Shakalaka, Adobe Photoshop, 2019.

Promotional Art for Event, Adobe Illustrator, 2017.
Self-Initiated, Dope Type, Adobe Photoshop, 2017.

Office Phrases

Office Phrases

Series of risograph inspired digital posters using office platitudes as inspiration.

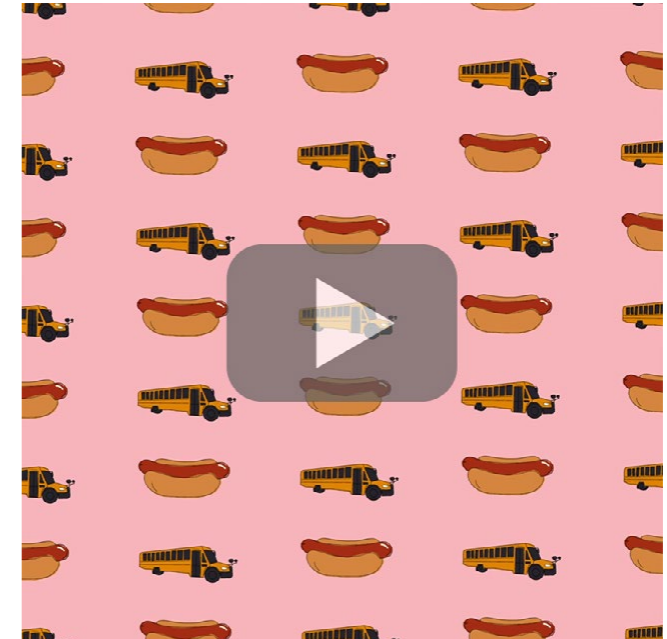
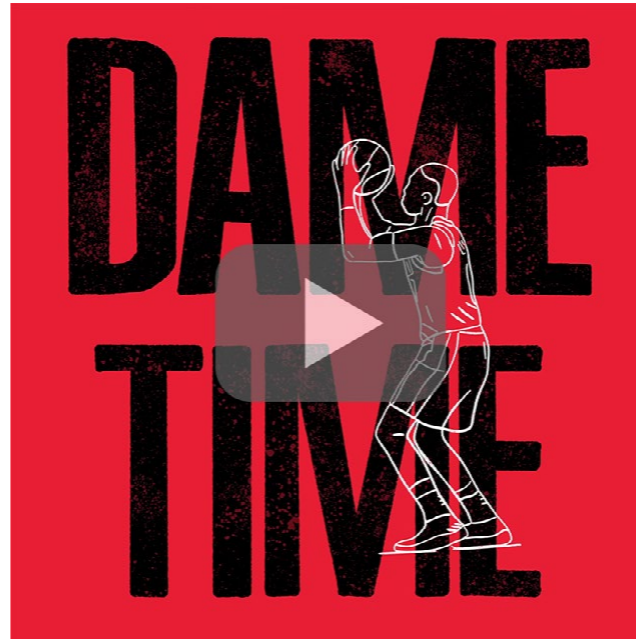
Self-initiated, Adobe Illustrator, 2021



Motion

Motion

Growth is one of my biggest motivators as a designer, which is why in 2016, I started teaching myself motion graphics for the heck of it. It paid off in 2018 when I was hired by HMH Agency in Portland and became the agency's go-to guy for motion work.



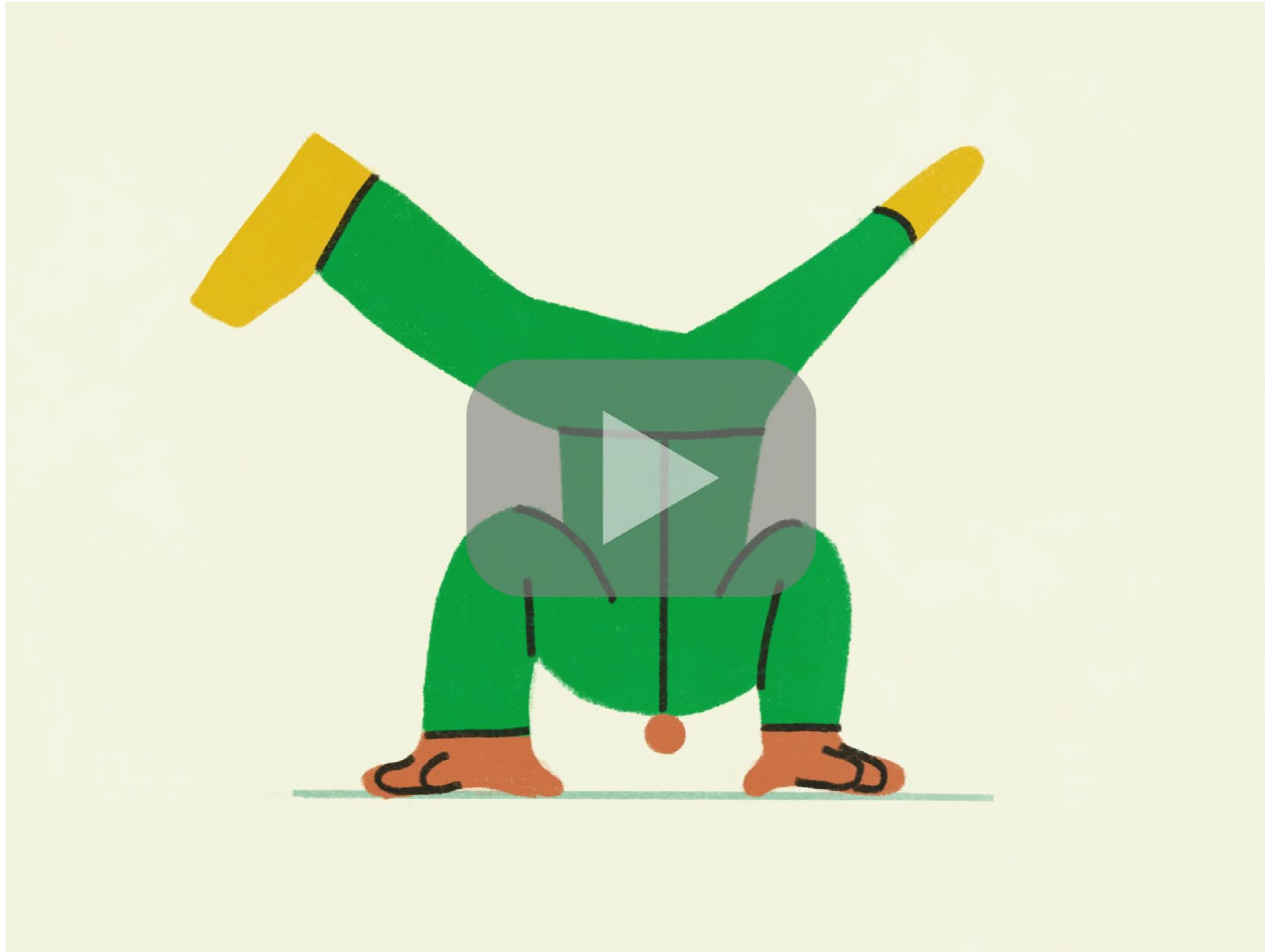
Click thumbnails to view animations on web.




Top: Self-Initiated, Dame Time Animation, Adobe After Effects, 2019.
Bottom: Self-Initiated, Clyde the Glide Animation, Adobe After Effects, 2020.

Social Post for Thomasbuilt Buses, Procreate + Adobe After Effects, 2019.
Self-Initiated, MPC 3000 Animation, Adobe After Effects, 2018.

Motion



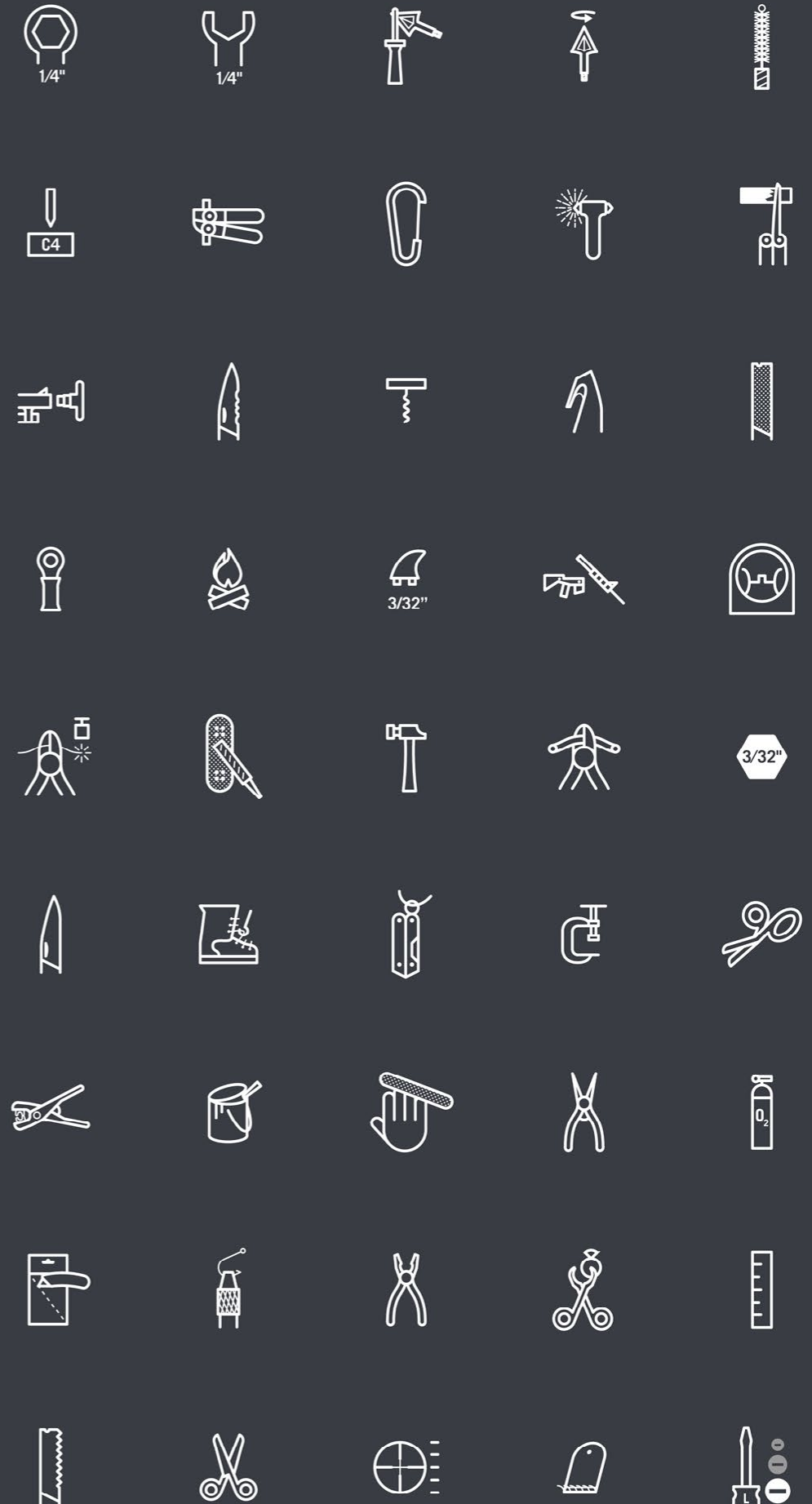
 Click thumbnail to view animations on web



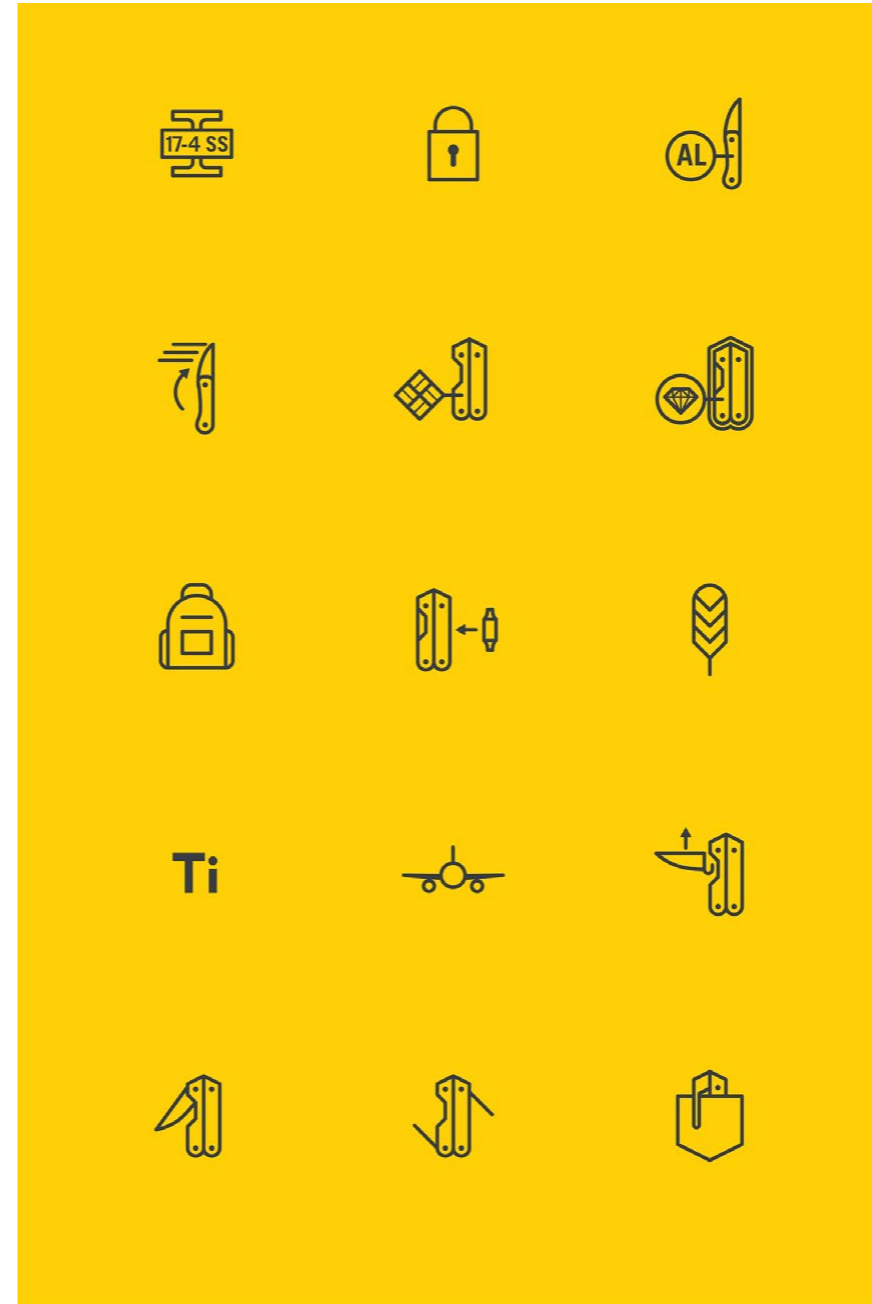
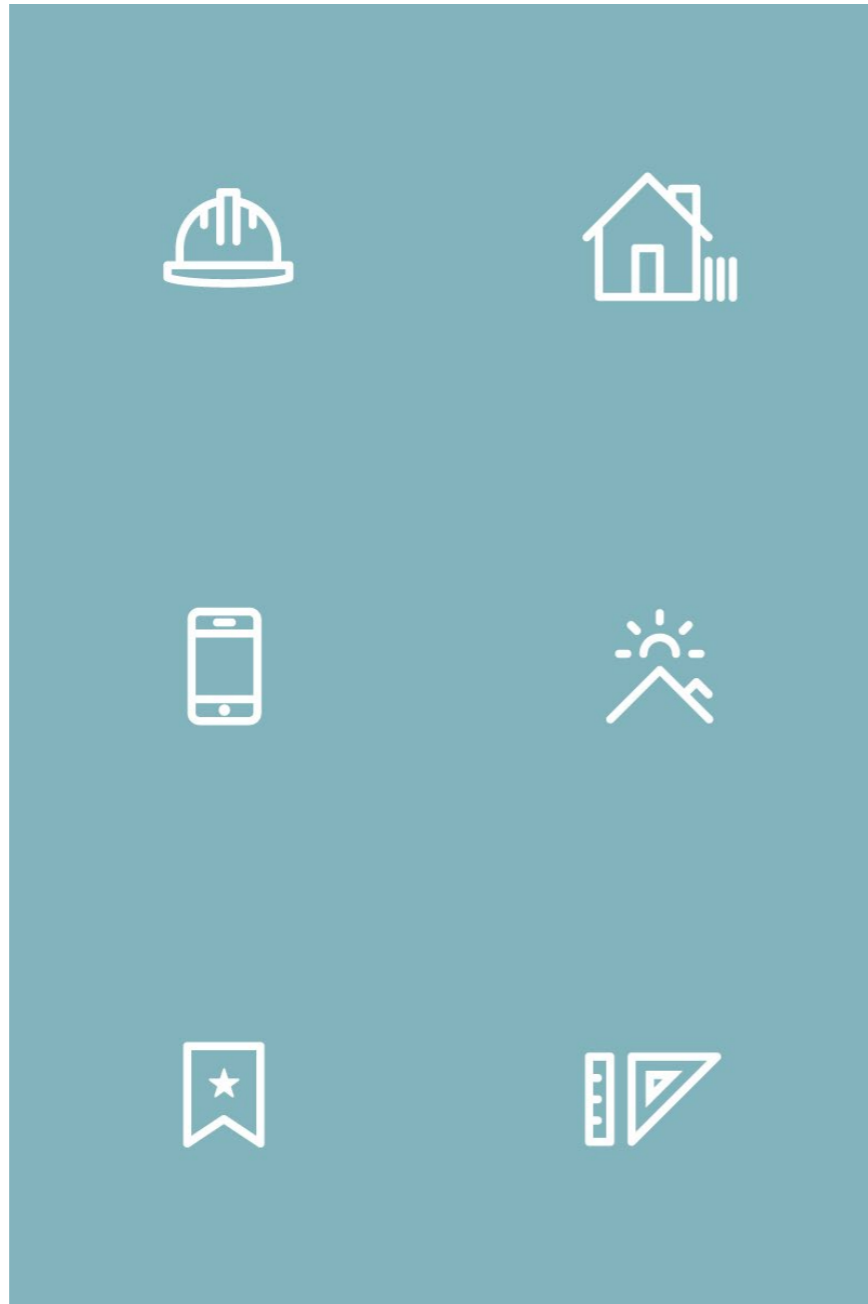
Icons

Icons

I love icons, looking at icons, talking to strangers on the bus about icons. If it has got to do with icons, I'm probably into it. I started out studying language before ever getting into design. I love designing icons because they work out that part of my brain interested in signs and signifiers and that sort of quasi-philosophical way of thinking.

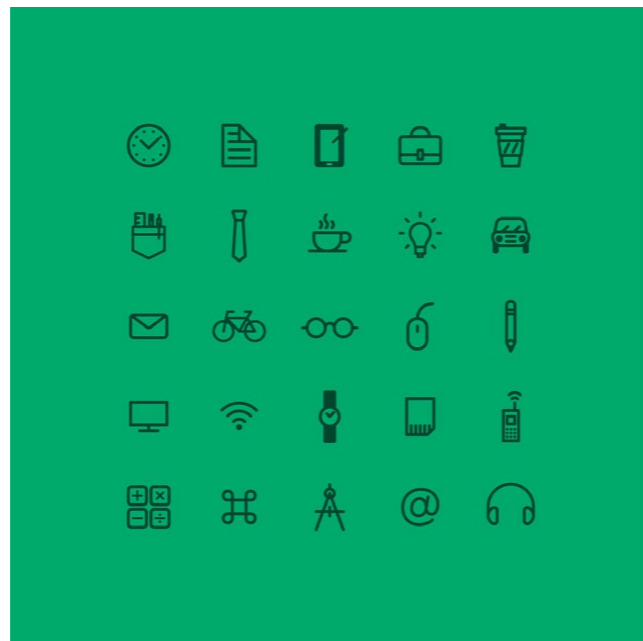
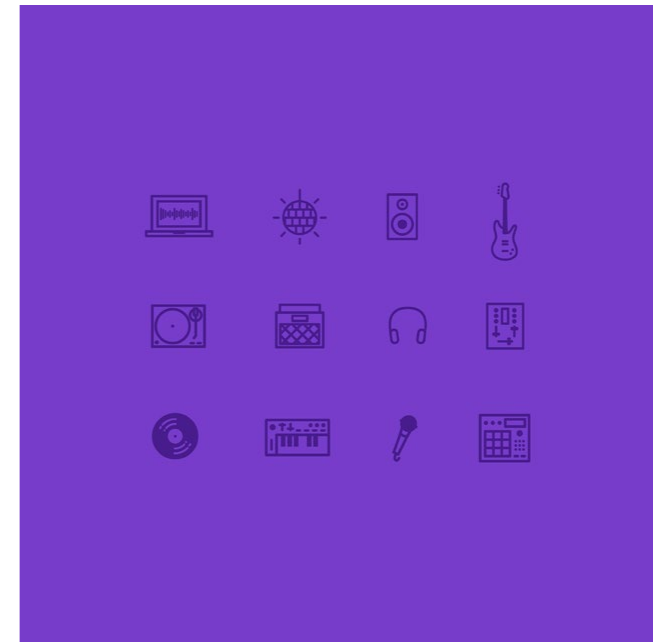
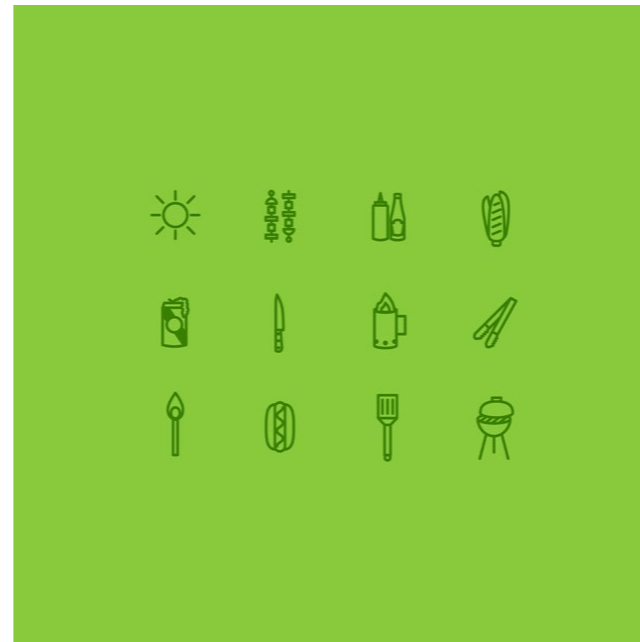
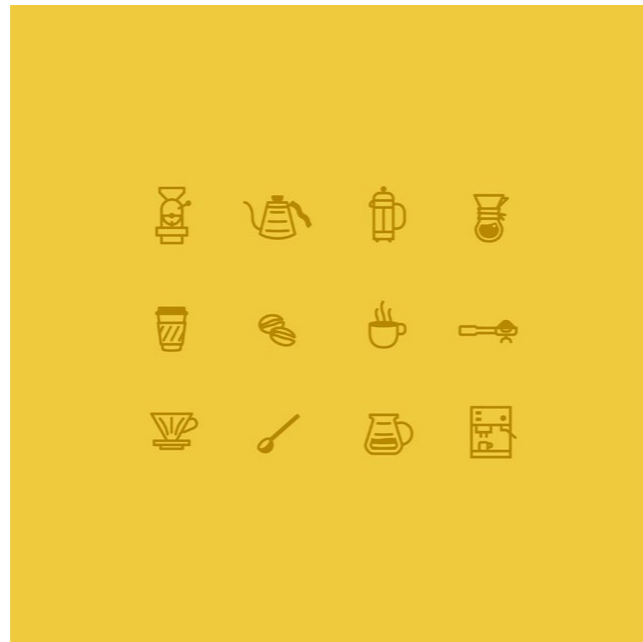


Icons



Left: Channel Icons for Leatherman Tools, Adobe Illustrator, 2016.
Right: Feature and Benefit Icons for Leatherman Tools, Adobe Illustrator, 2016.

Icons



Top: Self-Initiated, Coffee Icons, Adobe Illustrator, 2015.
Bottom: Self-Initiated, Work Icons, Adobe Illustrator, 2016.

Self-Initiated, Grilling Icons, Adobe Illustrator, 2015.
Promotional Art for Portland Hip-Hop Day, Adobe Illustrator, 2020.

Self-Initiated, DJ Icons, Adobe Illustrator, 2015.
Self-Initiated, Peace Icon, Adobe Illustrator, 2016.

Illustration

Illustration

Since beginning work as a designer, I have been doing vector art, but hand-drawn illustration is still relatively new to me. As a result, I tend to bounce around styles.

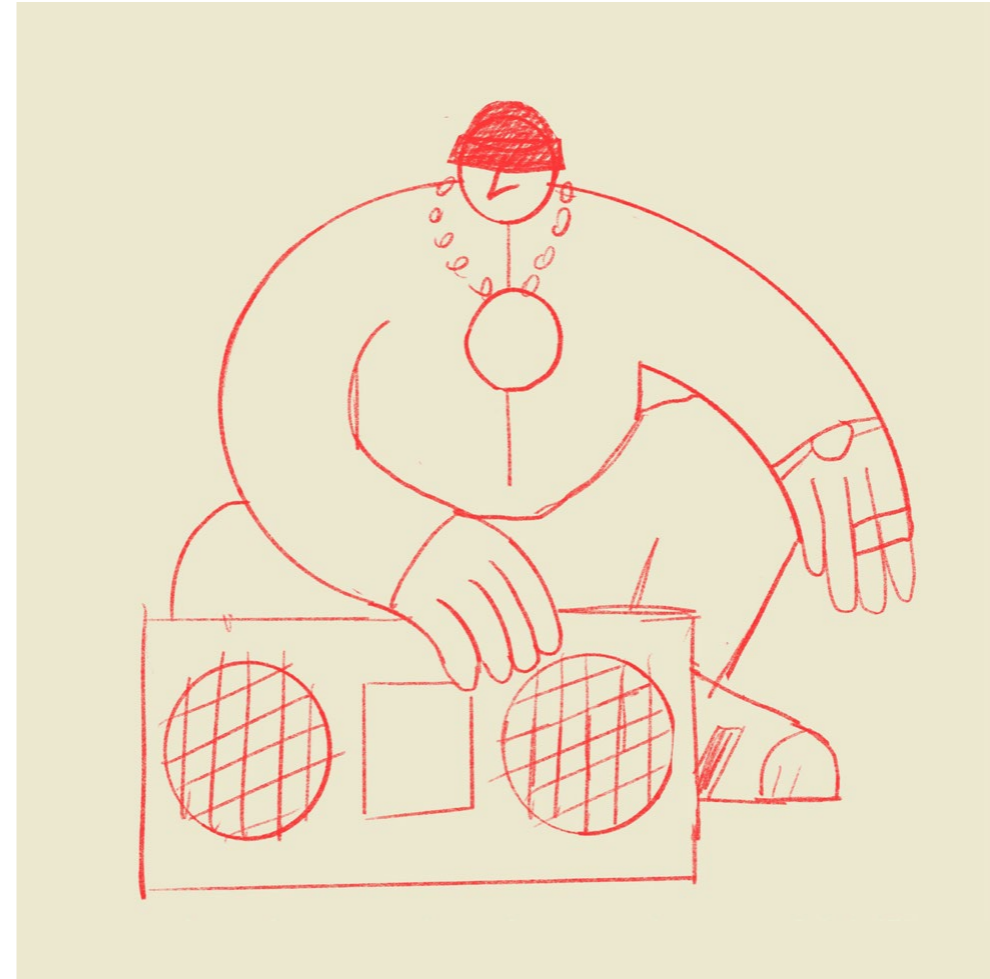
By my own admission, I consider myself deficient with a pen and paper, but that began to change after incorporating the iPad and Apple pencil into my process. As it turns out, I could do it; I just needed a ctrl + z function.



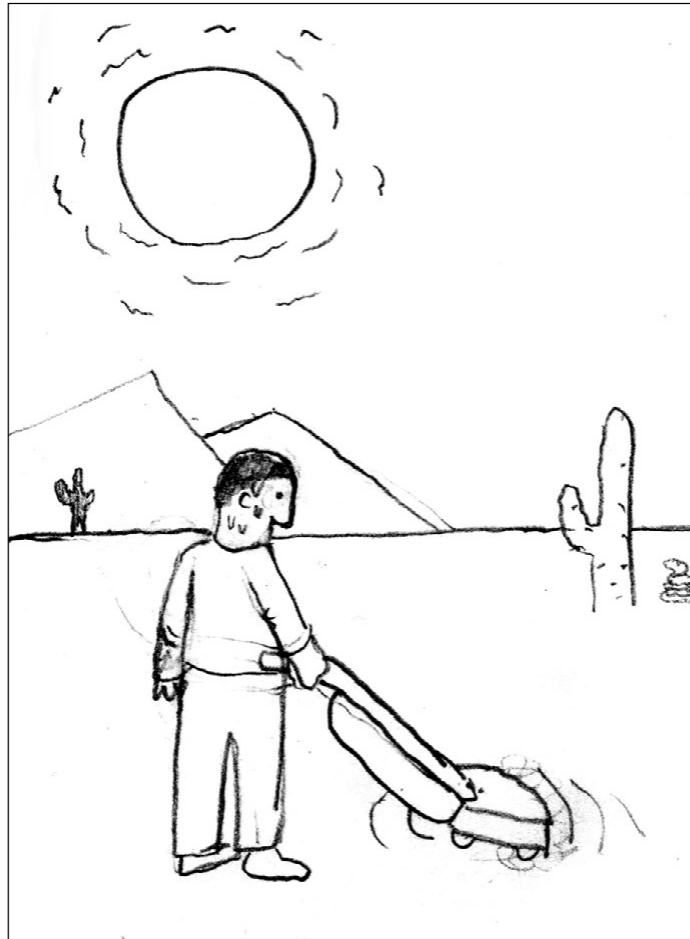
Self-Initiated, Carmelo Anthony, Procreate, 2020.



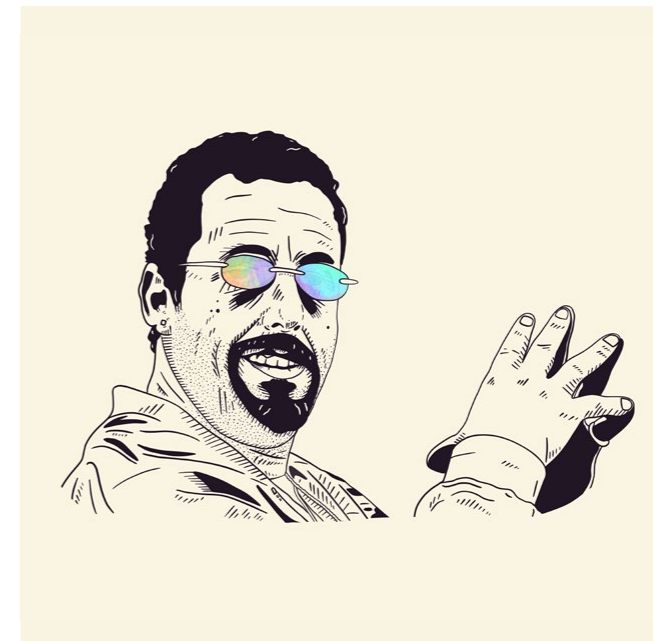
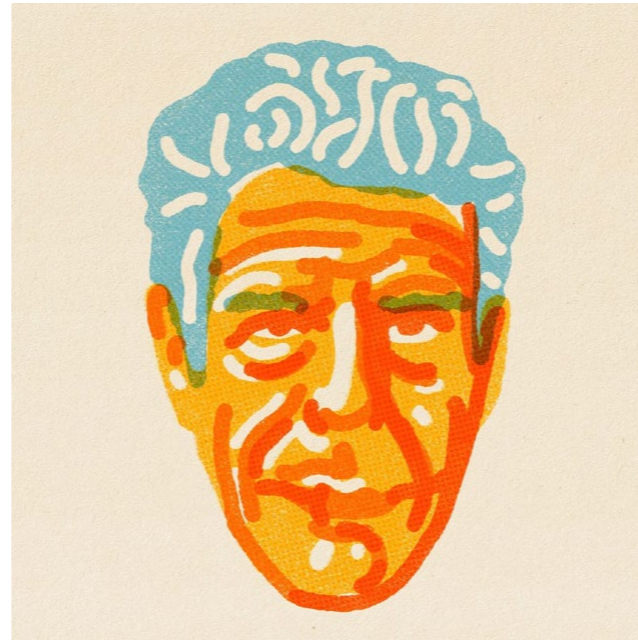
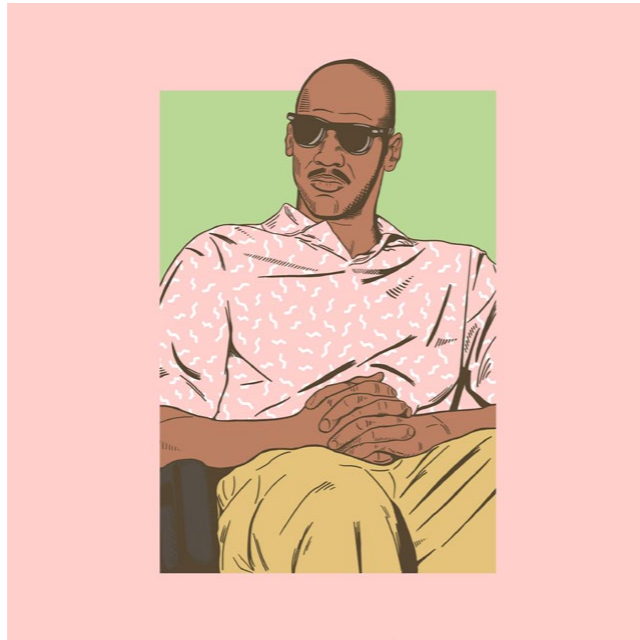
Illustration



Illustration



Portrait Illustration



Top: Self-Initiated, Portrait of Michael Jordan, Procreate, 2020.
Bottom: Self-Initiated, Portrait of Gregg Popovich, Procreate, 2018.

Self-Initiated, Portrait of Anthony Bourdain, Procreate, 2018.
Self-Initiated, Portrait of Trailblazers, Adobe Illustrator, 2018.

Self-Initiated, Portrait of Q-Tip, Adobe Illustrator, 2019.
Self-Initiated, Portrait of Howard Ratner, Procreate, 2020.

Food Illustration

If it's not something to do with music or design for me, it's food. Metaphors for cooking *pepper* my speech (ehh?), so it's no surprise food and drink are staples of my illustration as well.

In-house agency project, Adobe Illustrator, 2019.

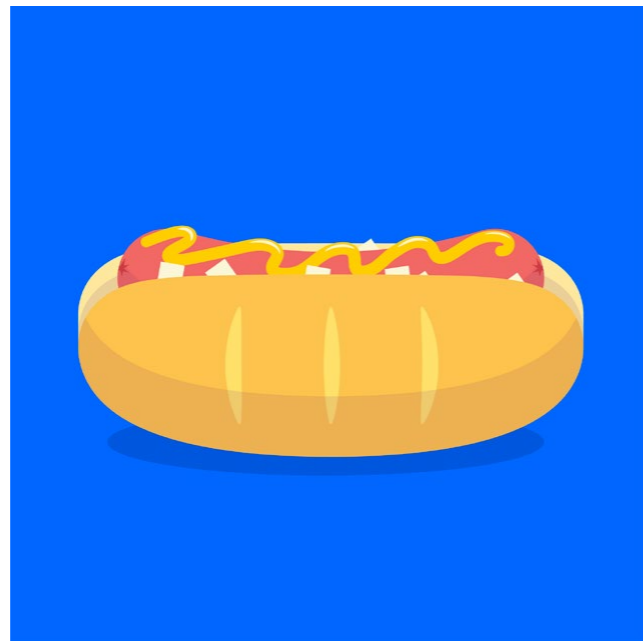


Food Illustration



Left: Editorial Illustration for Compound Butter Magazine, Procreate, Adobe Photoshop, 2020.
Right: Promotional Art for Brunch Event, Adobe Illustrator, 2018.

Food Illustration



Top: Self-Initiated, Food Still Life, Procreate, 2018.
Bottom: Self-Initiated, Vector Hot-dog, Adobe Illustrator, 2017.

Promotional Art for Halloween Wine Event, Adobe Illustrator, 2015.

Collected Logos

Collected Logos



Row 1:
Row 2:
Row 3:

Maxwell, Nightlife, 2018
Mian, Food & Beverage, 2016
Elite Retreat, Travel Booking, 2018

Awl & Ash, Wood Working, 2020
Tube, Nightlife, 2018
Works of Merit, Ind. Publisher, 2016

Readily Apparent, Production Co., 2016
Mic Check, Music, 2016
Le LeBasketographe, Sports Blog, 2020

Cultivate, Social Work, 2020
Fortune, Nightlife, 2018
5D Aero, Aerospace Consultant, 2015

Thank you!

Dan Yaker

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