

STEPHAN THIONS

DESIGNER / CREATIVE

PORTFOLIO BOOK

2021

ABOUT ME

Extremely passionate about life and determined to live it to its fullest. With over five years of experience in creative roles gravitating around graphic design, working in small and medium advertising, marketing, and creative agencies in Mexico City. Also experienced as a freelancer and in collaborative projects, as well as directly with non-relative clients.

Recently graduated with a Bachelor of Fine Arts in Graphic Design from SCAD with honors.

A sport and martial arts practitioner since a young age. Kung Fu enthusiast always leaning towards extreme sports, specially Mountainbike Enduro & Downhill for the last few years.

Expert COD gamer and avid Chess player who never misses a chance to have a quick 10min game in any free time around the day.



CONTACT INFO.

E-Mail - sthions7@gmail.com

Phone - +52 55 25 30 0591

Website - thatsfairenough.design

Currently living in **Mexico City**

FOXFACE CHALLENGE

PROJET TYPE

SCAD Project

CATEGORY

Interactive Campaign

SOFTWARE

PhotoShop

The Campaign

The concept for this interactive campaign is to create a fun and creative way for the brand to connect with its core customers.

Looking to engage with people using Fox's site and social media to create a reaction by sharing people's most representative facial expressions of their inner adrenaline-junkie monsters.

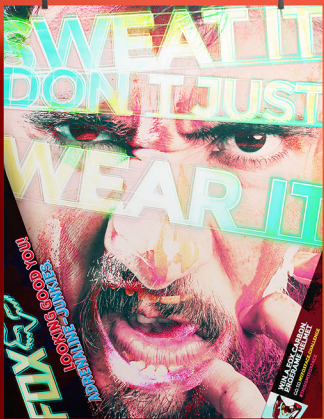


Posters' Design Concept

The main idea behind the FoxFace Challenge is creating LOUD designs that scream to the world. Using bold and BIG typography, as well as bright and attention-grabbing colors and effects.

The main part of each poster is a close-up merging of 3 or more hard-reaction faces, merged to build the ultimate FoxFace expression.

The typography is a culmination of many layers adding color, edges, and strokes to the final screaming headline that gives character and power to the expression behind it.



The Challenge



**THE BEST FOX FACE PHOTO
WILL BE THE ONE WITH THE
MOST LIKES ON INSTAGRAM
ON APRIL 25TH, 2021**



**WIN A CARBON PROFRAME HELMET
FOX FACE CHALLENGE
#THISISMYFOXFACE**

To participate just post your craziest face reaction
shot on Instagram using the official #ThisIsMyFoxFace
and tag the official FOX IG account.



**WE UPLOAD
OUR FAVORITE
CONTESTANTS
EVERYDAY.
AND TAG
THEM ON IG.**

Fox's microsite for the campaign explains simply and directly the prize, (FOX carbon ProFrame downhill helmet) and rules of the contest, posting your hardest or craziest/coolest reaction face, pulled from a GoPro body cam footage or a photograph, on Instagram using the official campaign #ThisIsMyFoxFace.

Fox's people post every day their favorite shots on the microsite's gallery.

StoreFront

Lastly, the campaign also involved creating a StoreFront banner for Fox's main stores, using the same style and design concept from the posters to ensure people coming to the store get involved!



TYPOGRAPHY VS VISUAL DOMINANT ADS

PROJET TYPE

SCAD Project

CATEGORY

Print Campaign

SOFTWARE

PhotoShop

The Concept

One of my favorite university projects, about realizing that print design is either mostly about the visual or the headline. Just like as a general rule in great design things should be either subtle or BOLD.

The campaign was about designing two spreads and two vertical print ads, focusing on the contrast between headline and visually dominant ads, also concentrating on the layout and copywriting.





Design Solution

The soul of my design, to find the perfect balance between the two approaches to create perfect harmony in both scenarios.

For the Goorin Bros ads, I used what was trending on their website after doing proper research. I then wrote headlines aimed at creating an emotional connection with their customers.

SICK SERIES



I then chose Sick Series for my visually dominant ads as I am a big fan. I found its movies to be the perfect brand to build attention-grabbing visuals.

Fabio Wibmer's real-life stunts are incredible, to say the least, so I then worked on headlines playing on the concept of people that think that pro. Red Bull athletes "Don't Work" to portray the playful and dangerous side of their professional lives.



X GAMES

PROJET TYPE

SCAD Project

CATEGORY

Multi-Channel

SOFTWARE

PhotoShop

Campaign Objective

X-Games decided to stream live the whole event through ESPN, this campaign aimed to promote that, looking for a way to show the benefits of the experience of watching and following the competition from home.

The concept focused on the advantages of seeing the incredible close-up shots from athletes' GoPro cams, showing some of the incredible shots that have been taken on previous events.





Copywriting

The headlines aimed to balance between humor and action to represent the fun and edgy images behind them. Looking to carry a lighthearted, uplifting touch to the whole campaign.



INFIX CONSULTORÍA

PROJET TYPE

Client Work

CATEGORY

Branding &

Avertising

SOFTWARE

Adobe Creative Suite

WordPress

Elementor

Slider Revolution

Brand Concept

Infix is a public image consulting agency specializing in political figures. while also working with public figures of the private sector.



infix
COMUNICACIÓN
E IMAGEN PÚBLICA

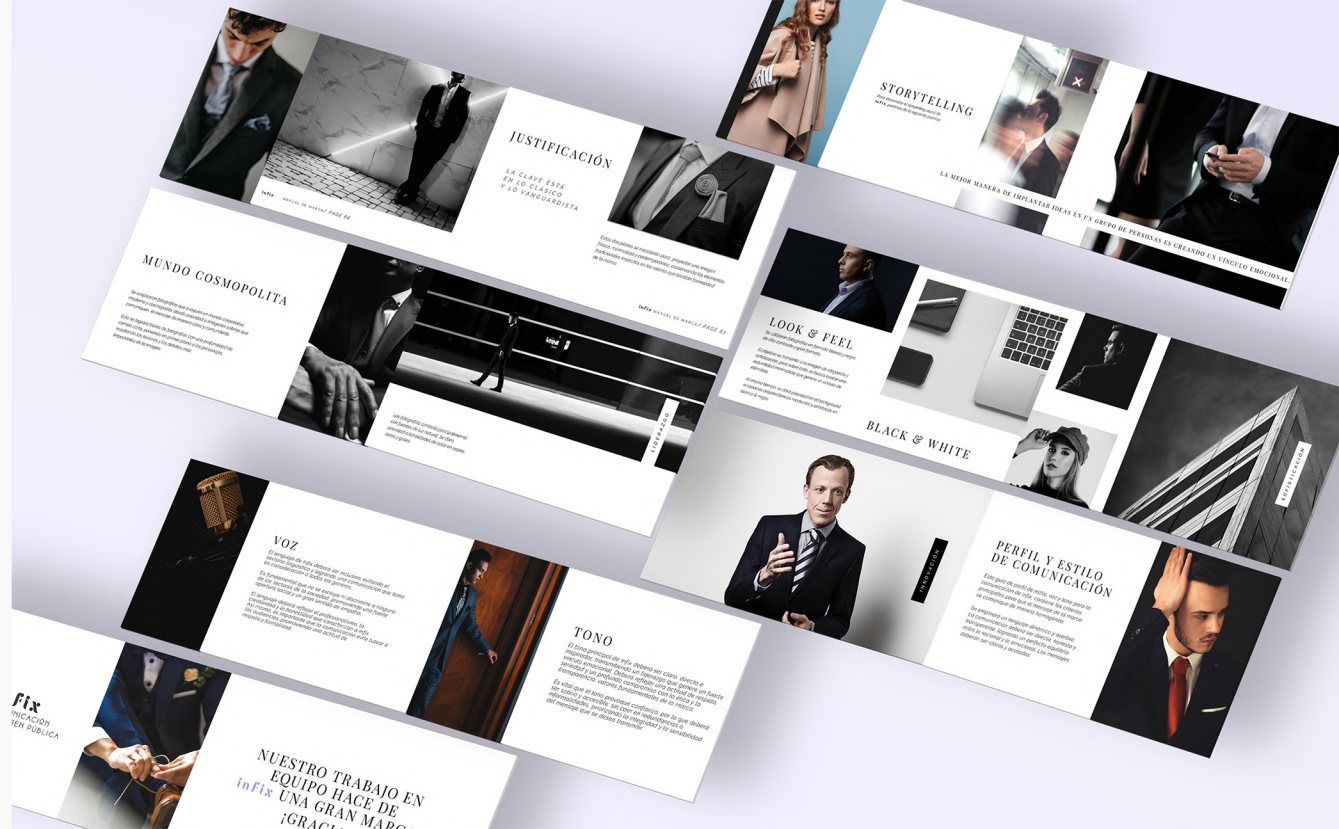


Business Plan

A brief magazine designed to flow in a beautiful and sophisticated way, using a minimal approach to color. Combining serif and sans-serif fonts to represent flexibility and a blend of refinement and charm.

Style Guide

A framework including the voice and tone of the brand, for employees, other agencies, and entities working with them. To make sure all the communication stays cohesive throughout all parts involved in any project.



Brand Manual

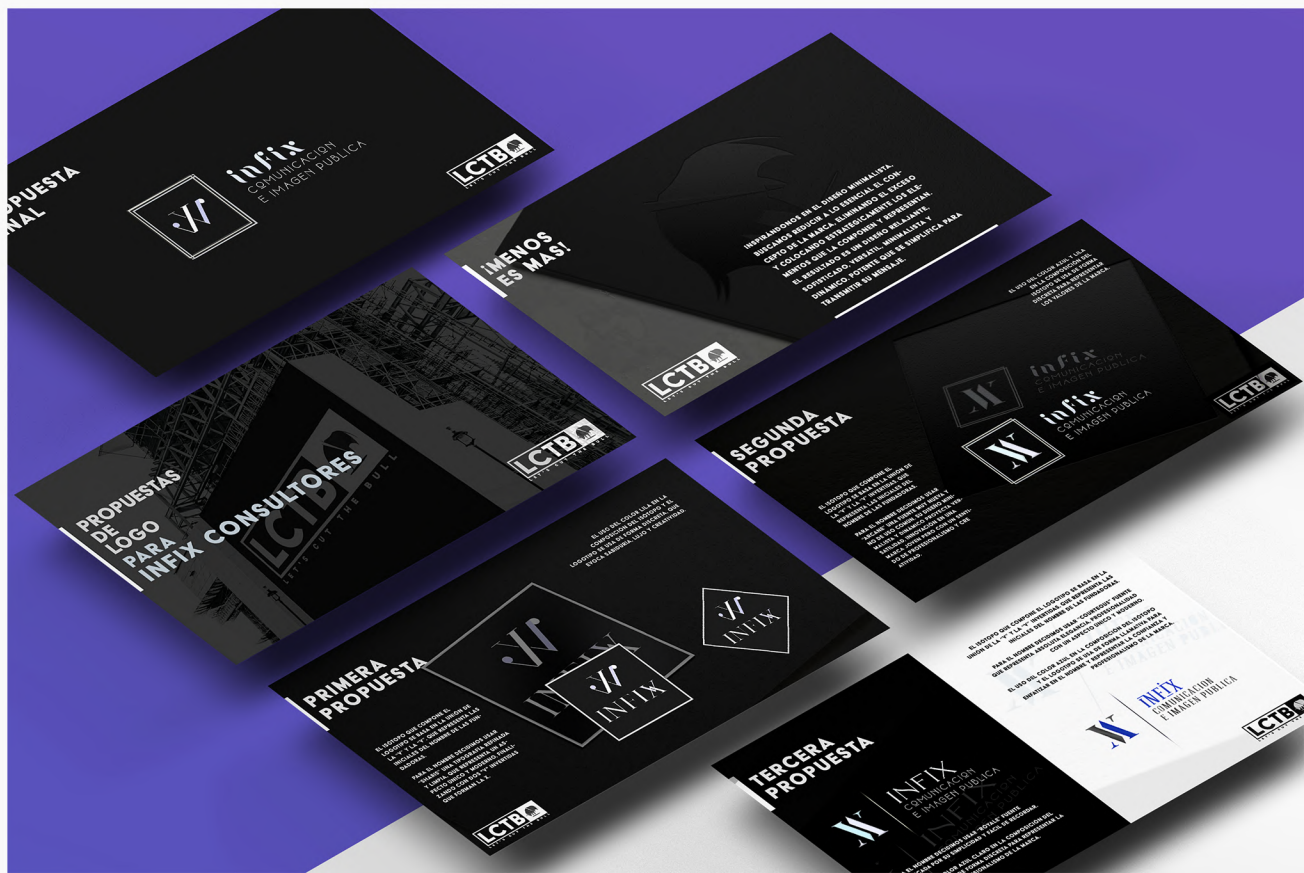
Designed as a guideline to make sure that no matter what INFIX does in the future in terms of developing new materials, expanding their services, or creating in-house marketing and advertising, their design will stay consistent throughout all materials at all times.



Logo Proposal

These proposals were the result of the right research and various meetings with the founders of INFIX, both having the letter "V" as their first initial and looking to have that represented in the logo.

The main characteristics sought out were to have a serif typographic logo with poise and seriousness, while still looking young and contemporary. Additionally adding a light use of violet, blue or purple, colors that evoke intelligence, experience, and emotional stability.



Final logo & variations

The final version ends up being a perfect blend of all the proposals, symbolizing the principles and values behind the founders of the agency and the company itself.



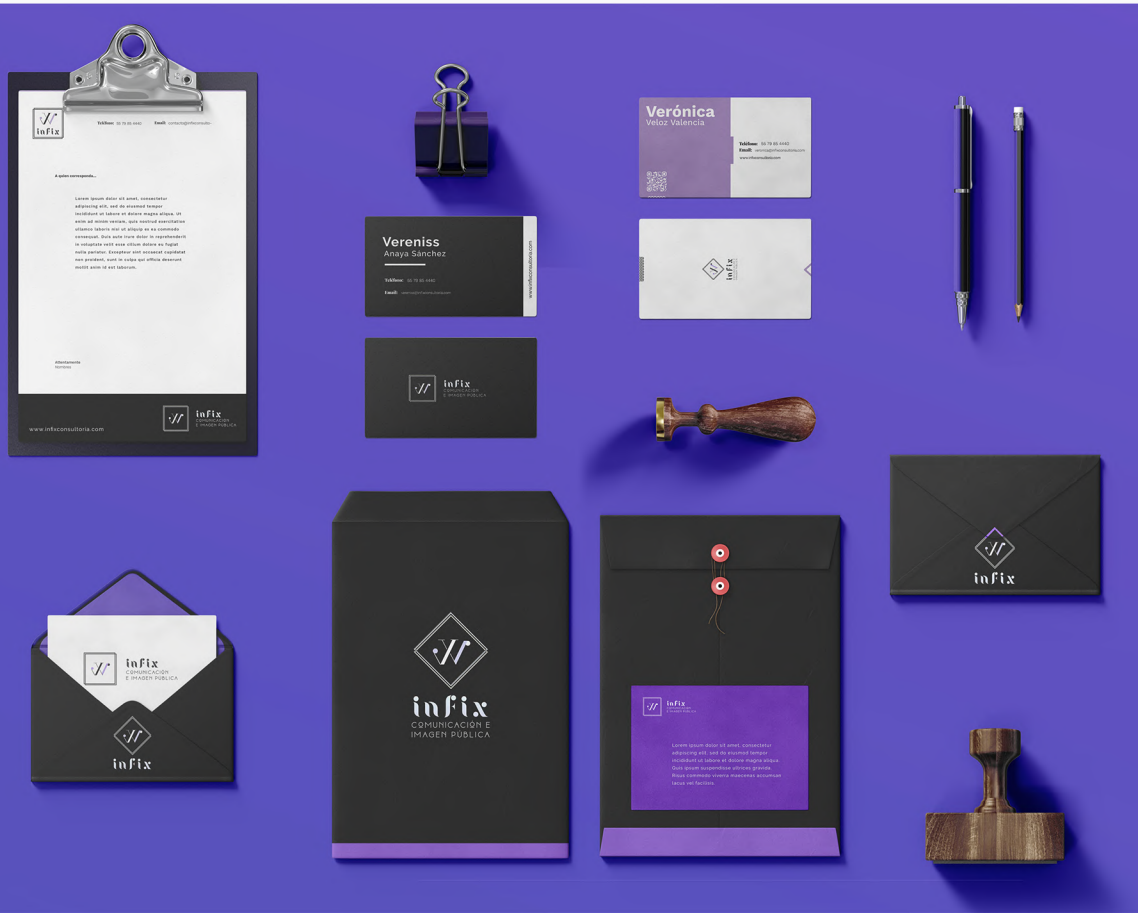
Developed to brand the agency in slightly different ways on different channels, social media platforms, and digital marketing.

The square versions do not use the agency's tagline to be used in materials at a small scale where it would become hard or uncomfortable to read it.

Stationery

INFIX's stationery involves two different business card designs, one for the political sector and one for the private one. A folder, envelope, and letter designs.

The stationery design package is based on their brand's colors and fancy, yet minimal style.



MARAT RODRIGUEZ MANAGEMENT

PROJET TYPE

Client Work

CATEGORY

Branding & Advertising

SOFTWARE

Adobe Creative Cloud

WordPress

Elementor

Slider Revolution

Branding Concept

The concept behind MR's branding was sharp and stylish design, looking for the perfect balance between modern and elegant, looking to be cutting-edge while still formal.



Communications Style Guide

A presentation designed to be easy to digest, showing a maximum of 3 paragraphs per slide.

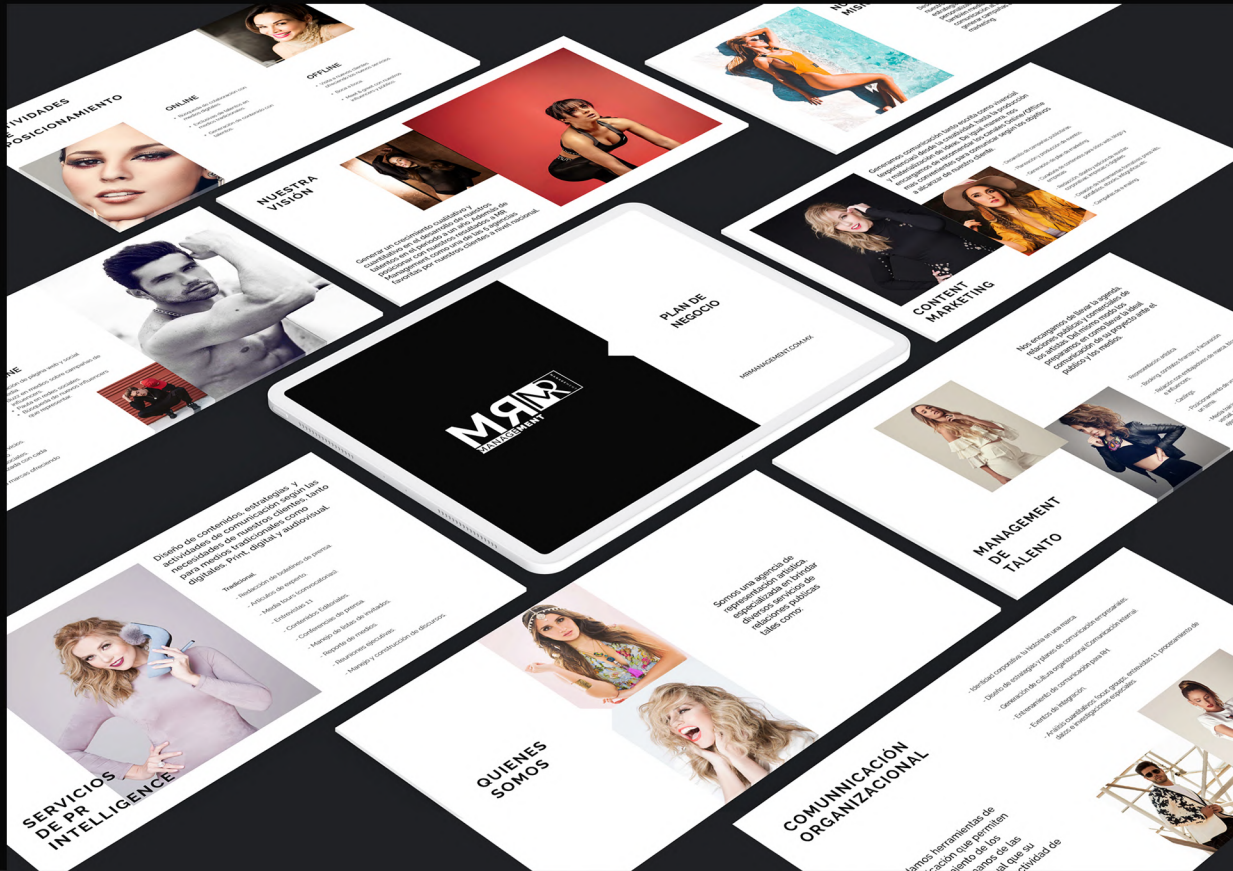
Using a dynamic and cool feel to make it comfortable to read and understand, including what terminology to use, internal and external communication parameters, and more.

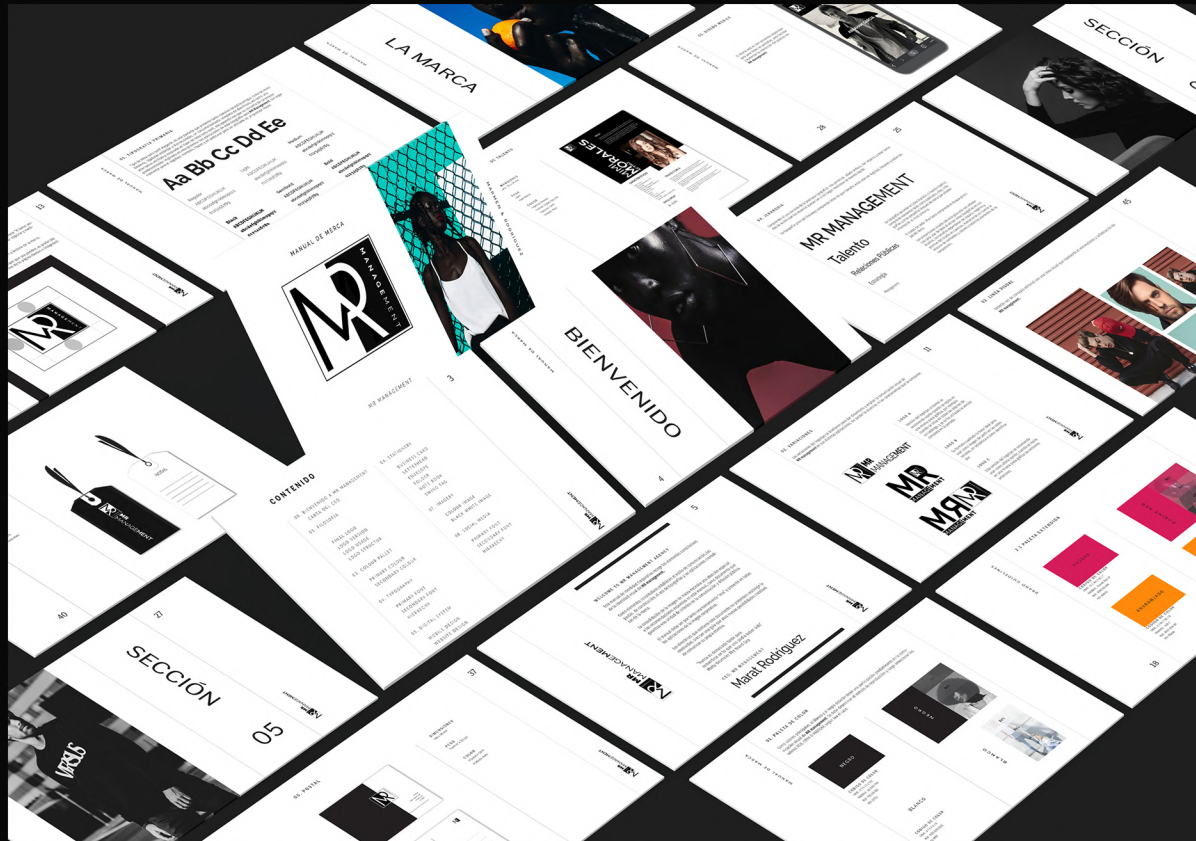


Business Plan

A description of the agency's services and their unique perspective of them, placed on their website for both brands and talents to see.

Designed to be comfortable to take in and follow, with attractive visuals aiming to show the brand's understanding of the medium.





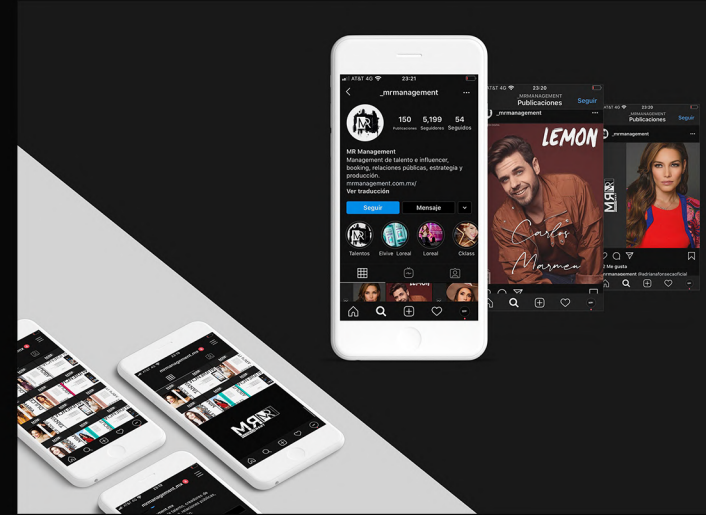
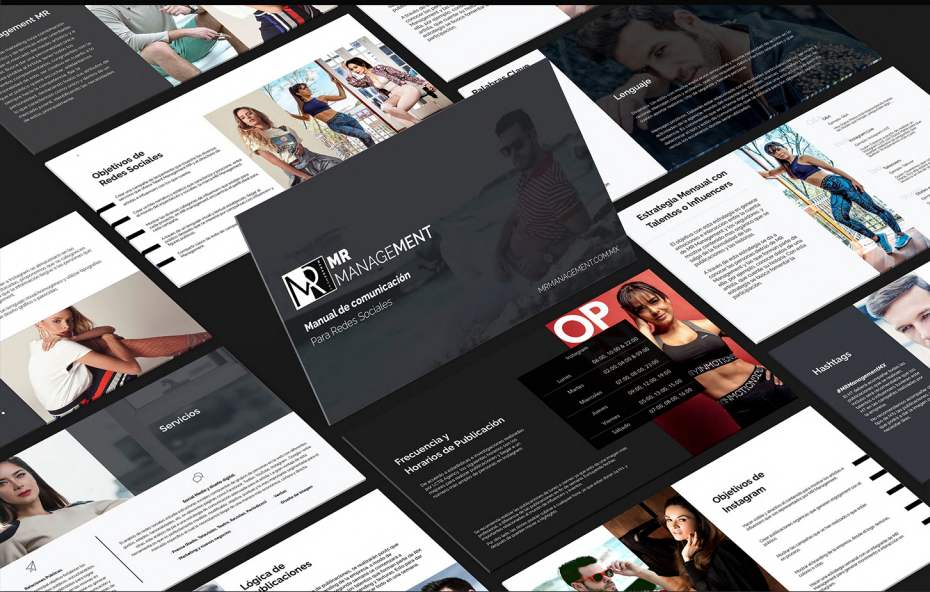
Standards Manual

The heart of this presentation was to show in a clear way how to respect the style and design elements throughout the whole identity package.

The presentation defines things like spacing around the logo and other elements, what typefaces to use and for what, and how to combine them into headings, sub-headings and copy, as well as how and when to apply and use the logo variations, among other things.

Instagram Communication Manual & Visual Guidelines

A guide including best times to post per day, optimal posts per week, how to divide content between the feed and stories, how many and what hashtags to use, and more.



Instagram MR profile structure designed and delivered to keep a cohesive and consistent style and visual storytelling on the platform.

Logo Proposals



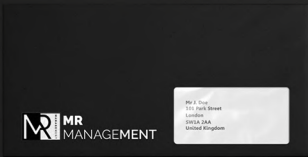
This was the starting point and the spark that gave birth to this grand project, convincing Marat about the design potential his brand had, going in this direction.

These proposals show an influence of contemporary design styles, using Marat's name and initials to create a typographic logo.

Finals & Variations



Stationery



LCTB

PROJET TYPE

Client Work

CATEGORY

Branding & Advertising

SOFTWARE

Adibe Creative Cloud

WordPress

Elementor

Slider Revolution

Let's Cut The Bull

The style behind LCTB is minimal design, the concept of the brand was a contrast between classical against innovative—a clean-cut style using modern effects and design trends in contrast with timeless design principles.

The notion of LCTB was to target clients directly and build brief demos of the design solutions we could develop for them. The brand was created and managed by me as creative and designer, a business manager, and a copywriter.



We would create specific teams of experts we knew from the industry for each project, depending on the needs and opportunities at hand.



The logo variations were designed to look for a perfect harmony of the LCTB logo and the content in which it may be used. Having a horizontal trendy version with the superimposed name using a cool/contemporary typeface to be placed over modish design elements, proposals, demos, etc.

Logo Variations

The square black and white logos served the purpose of comfortably branding grid-based elements, or compositions, the black to be placed over black or dark colors and the white for light colors or muted tones.





NUESTRA SALSA ESPECIAL

¿QUÉ NOS DIFERENCIA?

NUESTRA GENTE

APORTAN UNA EXPERIENCIA,

PASIÓN Y COMPROMISO INCOMPARABLES A CADA PROYECTO Y A CADA CLIENTE

Y DEBIDO A QUE VALORAMOS LA CALIDAD, LA INTEGRIDAD Y LAS

RELACIONES POR ENCIMA DE TODO, LOGRAMOS FORJAR ASOCIACIONES A

LARGO PLAZO

NOS ENCANTARÍA CONOCERTE Y VER QUÉ COSAS EXTRAORDINARIAS

PODEMOS LOGRAR JUNTOS.



Somos una...
**AGENCIA
CREATIVA**



CREAMOS EXPERIENCIAS DE
MARCA EXTRAORDINARIAS QUE
AYUDAN A NUESTROS CLIENTES A ESTABLECER SU VOZ
Y ELEVAN SUS MARCAS. NUESTRO TRABAJO
ES RECONOCIDO POR SU DISEÑO ALTAMENTE ELABORADO Y
SU CAPACIDAD PARA IMPULSAR LA ACCIÓN.

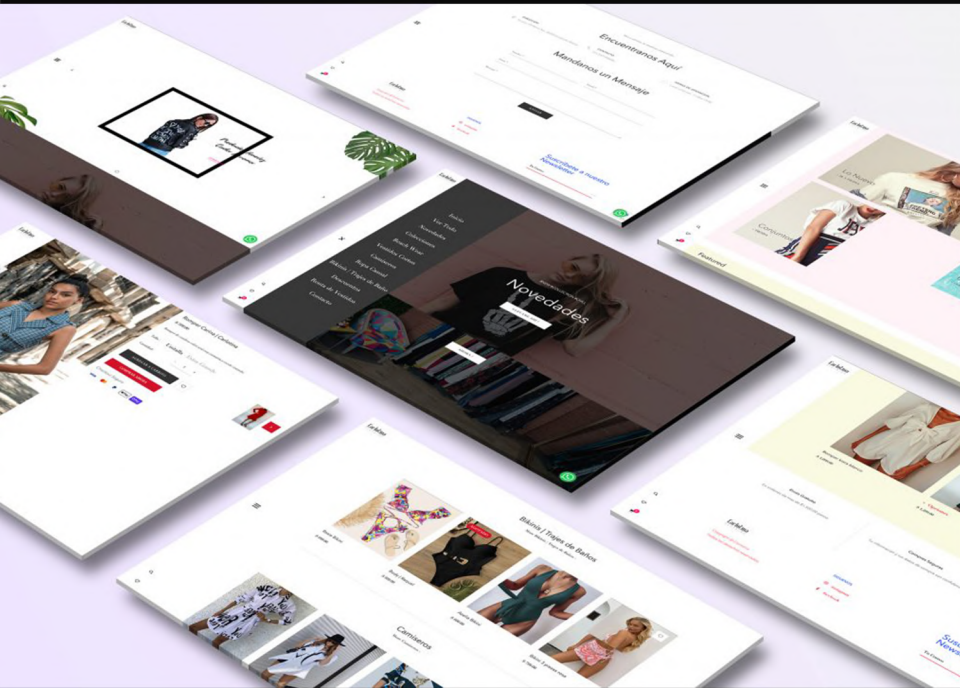


Hero Banners

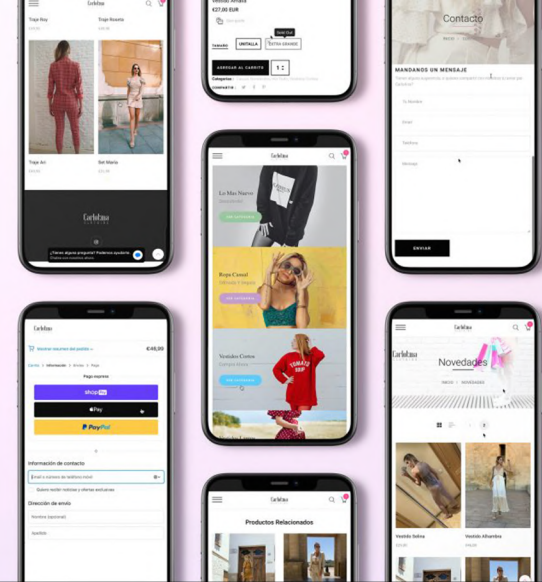
Designed to explain a bit of
the concept and soul behind LCTB:

"We are a Creative Agency developing
extraordinary experiences that support
our clients in establishing their voice
and elevating their brands. Our work is
recognized for its highly elaborate design
and its capacity to impulse action..."

SOME LCTB PROJECTS



carlota



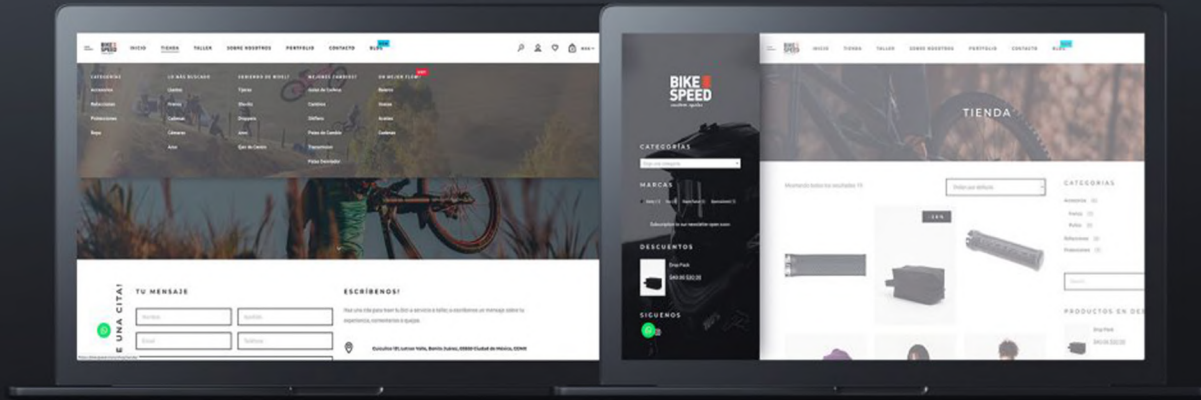
Carlota Clothing

Focusing on designer clothes mainly from Mexican fashion designers, built by models for models.

The design concept was simple and clean but with some strong elements of color and a trendy feel to it.

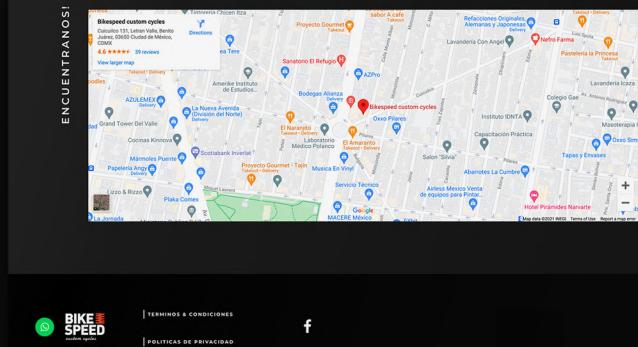
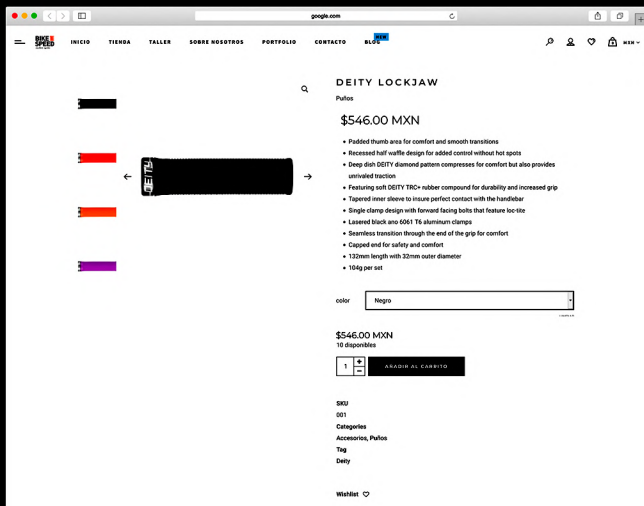
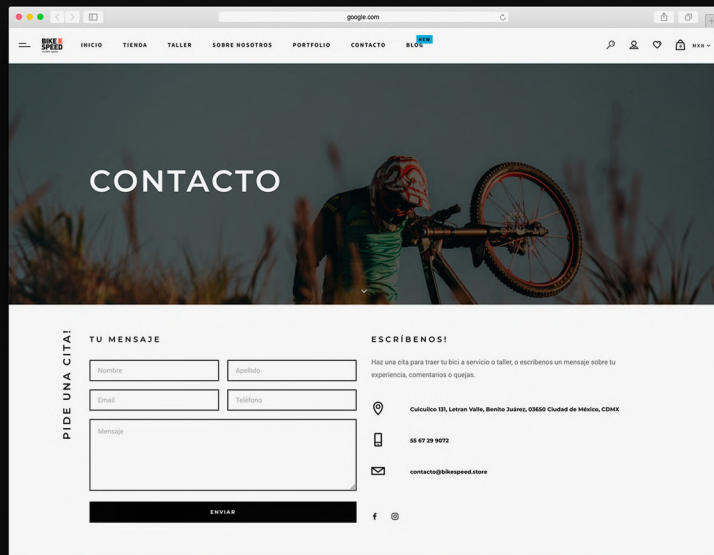
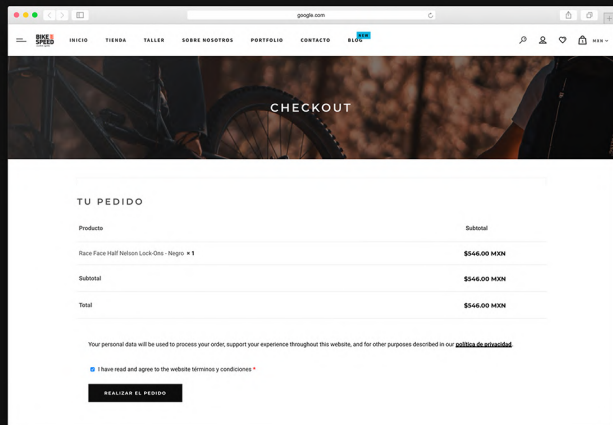
SOME LCTB PROJECTS

BikeSpeed E-Commerce



A legendary Professional Mountain Bike Shop in Mexico City, trusted exclusively by some of the top pro. athletes of the country in Enduro & Downhill. Certified officially by Fox Suspension and many other main brands of the sport.

The website's design is based on being modern and original. Using efficient but unique design elements like the left sidebar navigation, making it more efficient and attractive to young professional athletes, the heart of the brand's clients.

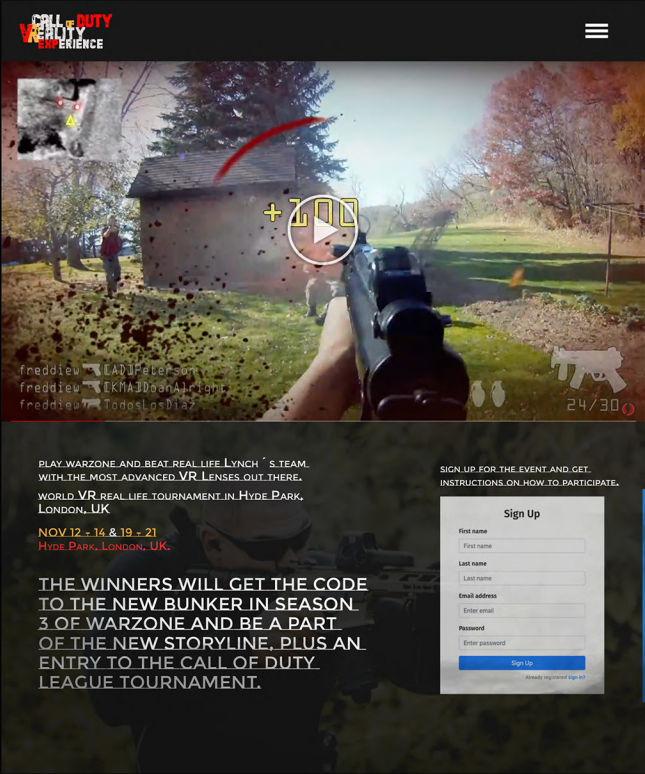


CALL OF DUTY

PROJET TYPE	CATEGORY	SOFTWARE
SCAD Project	Advertising Campaign	PhotoShop

COD Virtual Reality Tournament

This campaign was about promoting a real-life first-person shooter competition in Hyde Park, London, UK. Using VR advanced helmets created for the event, players would immerse themselves into the experience of being inside a Call of Duty Warzone game.



Design Solution

All the advertising elements use a modern version of the very clean and famous Montserrat typeface for the headlines and copy. There's black smoke used to create an atmosphere of mystery and action, while also creating great contrast between all the type and the bright colors of the event's logo and the date, time, and sign-up info.





Headlines & Photography

The concept behind the headlines was to play on the differences between playing the game on a console or device, and actually being inside the action.

The photographs are of a real life based character from COD Warzone "Lynch", serving as the perfect symbol between playing the game and living the action.

IS THAT SNIPER SHOT
REALLY WORTH
CLIMBING 150
VERTICAL STAIRS?

CALL OF DUTY
WARZONE
REALITY
EXPERIENCE

NOV 12 + 14 & 19 + 21
SIGN UP AT WWW.CODVREALITY.UK

MUSEUM OF ORDINARY THINGS

PROJET TYPE

SCAD Project

CATEGORY

Poster Series

SOFTWARE

PhotoShop

After Effects

MOT Concept

The Museum of Ordinary Things brings new light to old objects that might seem too simple in terms of their functionality, only being able to perform one task that in our modern days would seem incredibly easy. MOT considers these extraordinarily complex and sophisticated things as something worth reminiscing and briefly losing one's breath over. This poster series represent things that can be done by a modern smartphone, like a video camera, a writing machine, and a phone.



MOT



MUSEUM
of ordinary
things

228 PARK AVE S
NEW YORK, NY 10003-1502, US
212-504-4115

GETINTOUCH@MOT.COM

Design Concept

The poster series, the logo, and the motion graphics promo are based on using duotone and blending color effects to create a new bright and vibrant perspective. The logo uses a very modern, round typography that works exceptionally great with a lot of color and blends perfectly with the concept of old & new. All the posters play with the contrast between modern serif and sans-serif typography to Evoke elegance and timelessness.

MOT



MUSEUM
of ordinary
things

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GETINTOUCH@MOT.COM

228 PARK AVENUE S
NEW YORK CITY



2 1 2 5 0 4 4 1 1 5

GETINTOUCH@MOT.COM

The logo has dozens of color variations between the poster series and the motion graphics. The posters all have two versions using a different approach to the duotone effects while retaining the same composition and elements to show how a different light can make a huge difference in the way we look at things.

228 PARK AVENUE S
NEW YORK CITY



2 1 2 5 0 4 4 1 1 5

GETINTOUCH@MOT.COM

DROP IN

212-504-4115

WE'RE EXPECTING YOU



MUSEUM
of ordinary
things

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