
Charlie Macias
PORTFOLIO 2012



EVENT BRANDING - Symon Communications

Me and the graphics team at Symon were in charge of designing all the web & print graphics for our yearly Global Sales Conference. We did everything from “Wanted” sketches of the executives to painting and cutting up a 12’ replica of the Alamo. It was a really fun project to be a part of.





SPORTS LOGO ILLUSTRATION - HSU

I love sports and as a designer I try to get my hands on Sports related illustrations whenever I get the chance. I did the cowboy as a pitch for a Mascot for the HSU Football team. I designed The cardinal for Clack Middle School Band in Abilene, Texas.



VULCAN

Company News:

- 14,000 BTU/hr aluminized steel bar burners
- Standing pilot ignition system with infinite control gas valve burner controls
- Full width grease drawers
- 13" overall working height on 4" adjustable legs
- Heavy duty cast iron reversible broiling grates
- 3/4 rear gas connection with pressure regulator



PACKED •

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DELIVERED •

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Friday, August 26 2011 12:00 PM



DIGITAL SIGNAGE - Symon Communications

At Symon Communications I had the opportunity to design hundreds of digital web-based layouts for some of the strongest companies and brands out there including AT&T, Nike, Nestle, Pfizer and more. I really enjoyed adapting to different branding guidelines on a daily basis.

Masterful design. Precision performance. State-of-the-art innovation. For over 130 years,

Video Goes Here



\$199.99
Thunderbolt™
by HTC (Certified
Pre-Owned)

12:30 PM Friday, June 17 2011

IMPORTANT MESSAGE: Important Message Goes Here. Customer Service and other issues etc

My Verizon Advantage
Manage Your Account 24/7.
Sign up for My Verizon and you can manage your wireless account online or from your device, 24/7.



4G LTE, the fastest most advanced 4G network in America, is here. Download



Monday, July 27 2011 12:00 PM



HR Meeting
Conference Room B
Speaker: Mike Cavender
4:00 PM

DATA SET - 1

	TODAY	TOMORROW	TOTAL
AA	00:00:00	00:00:00	000
BB	00:00:00	00:00:00	000
CC	00:00:00	00:00:00	000
DD	00:00:00	00:00:00	000



Like a good neighbor state farm is there...





Header Goes Here

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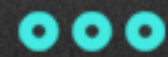
2301 Performance Drive,
Richardson, TX 75082
318.278.3077
www.imaginaryink.net



LOGO & BRANDING - Imaginary Ink

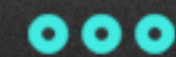
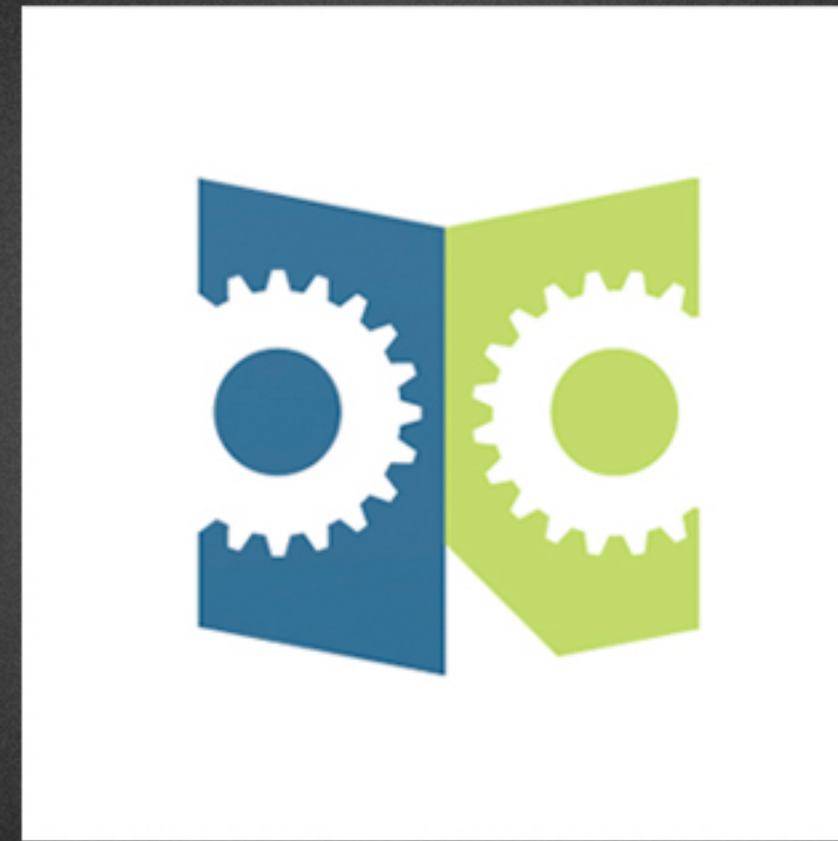
Branding a new company is one of my favorite projects to be a part of. I really enjoy taking a concept from scratch and building an entire brand and image out of it. Imaginary Ink is an arts and theatre company in Dallas, TX devoted to spreading and supporting hard working performers in the local scene. I've really enjoyed working with them over the last couple of years.





LOGO DESIGN - NoodleAround

Logo for upcoming food & travel website.



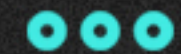
LOGO DESIGN - Qody

Logo for for an automation-based web tools and
wordpress plugins site.



ACRYLIC ON CANVAS - Electric Dylan

I really enjoy painting as an outlet. I try not to take it too seriously. Its just a great way for me to relax and have fun.



ACRYLIC ON CANVAS - Audrey

I made this for my ex-girlfriend back in the day. I believe today it sits in a dumpster somewhere in San Antonio.



HOME *to the* RANGE
HARDIN-SIMMONS UNIVERSITY HOMECOMING 2009



HOMECOMING LOGO - HSU

Hardin-Simmons University uses a strong western style when it comes to branding their events. I had the opportunity to design the 09 Homecoming Logo using the theme 'Home to the Range'. It was great seeing the logo throughout the campus during Homecoming that year.

**SHE LOVES
YOUR HAIR.**

cool words:
• john
• paul
• george
• ringo

The Beatle is your sure chance to fit in any scenario life throws at you. Its casual and formal at the same time. You can't go wrong with this low maintenance, user-friendly, easy-to-get-with look.

STUFF YOU SHOULD GET:
NOTHING REALLY.

TIPS & RULES:
DON'T LET HER DRIVE YOUR CAR.

**the
HAIRSICK
BLUES**

cool words:
• I don't
• give a
• friz

The Hairsick Blues is the sickest cut out there for the 'I don't care' look with a taste of radical in it. It tells people you don't need to shower to look cool as fuck, but we recommend showering.

STUFF YOU SHOULD GET:
LOTS OF FUCKING BRUSHES BUT ONE WILL DO.

TIPS & RULES:
WEAR RAY BANS ONLY IF YOU CAN PLAY A TUNE

**the
JAGGER!**

cool words:
• free
• wavy
• wild
• crazy

The Jagger look exhibits personality without screaming for attention. Its edgy with a touch of classy and a bit of old school. It might not get you the girls in 'tha' club but its a hit in bars & house parties.

STUFF YOU SHOULD GET:
HAIR DRIER, THIS GEL AND THAT GEL.

TIPS & RULES:
WATCH OUT FOR RAIN OR CANDLES.



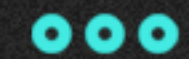
APP INTERFACE DESIGN - Hair

This is a concept design for a collaborative effort between me and a friend that works as a professional stylist. It's meant to improve your hairstyle selection experience at the Salon.



RESTAURANT BRANDING - Bariloche

This is the logo for an ongoing branding project for a steak house that takes its name from Bariloche, Argentina; a touristic town by the Andes mountains.



GIG POSTERS - Various

I've designed a few gig posters over the years. I think it is a really fun way to channel music through design.



BROCHURE DESIGN / ILLUSTRATION- Work Visa

I recently put together an informative piece that helps employers understand what is a work visa and how to sponsor a professional from abroad. You can check it out by clicking [HERE](#).

Thank you for reviewing my portfolio.

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