

# STEPHAN BRADLEY

Motion / Interface / Graphic / Designer



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2015–2017

## **Portfolio**

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2015–2017

## *Portfolio*

 Personal

 Client

 Study

 Branding/Logo

 Print/Collateral

 Web/Interface

 Motion/Animation

**S** **Edinburgh, Visit Culture**

**City touristic logo 2017**  
Honolulu, HI

Capital of Scotland and a UNESCO World Heritage Site, Edinburgh is a very attractive destination, with centuries of history told through impressive architecture and diverse types festivals happening all year around. The city needed a logo to represent its tourism opportunities.

The symbol is inspired by traditions. The colors resembles Edinburgh's district tartan and the symbol is shaped after Scotland's national animal, the unicorn. The city's welcoming festive personality and it's unique combination of architecture styles are present in the details and the shapes construction.

This project included an iconography system for the city's attractions and a launching campaign called *Visit Culture*.



EDINBURGH CASTLE



ARTHUR'S SEAT



SCOTT MONUMENT



ROYAL BOTANIC GARDEN EDINBURGH



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**C** **ERA Game Studio**

**Logo 2015**  
Honolulu, HI

ERA (acronym for Alternative Reality Experience) is a interactive theater group based in Salvador, Brazil. They are a hybrid of theater and game, where the public control the narrative of the performance. As they were transitioning from an experimental project to an official company, they needed a new logo.

The logo main concept was inspired on ERA's view of performance, technology, and public as a tried, hence the triangular shape.

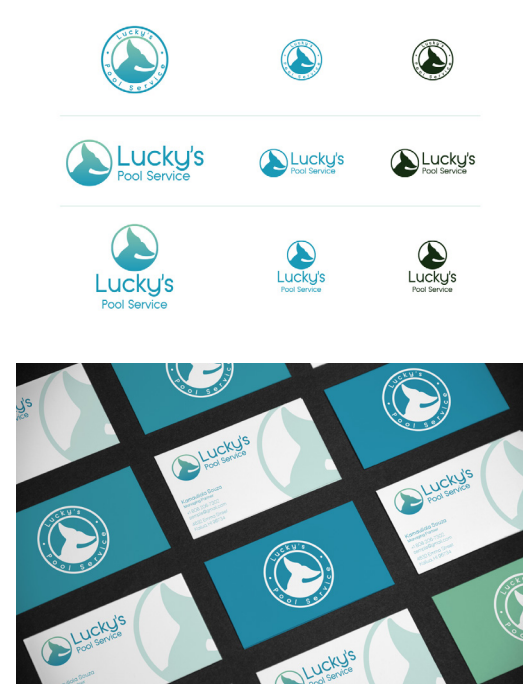
The symbol is formed by two parts in analogy to a puppet. The wider part refers to the controls and strings (players) and the pointy part refers to the puppet (actors).

Lastly, the logotype denotes connection, technology and vitality; through thin lines, straight angles, round points, and blank corners.

## C Lucky's Pool Service

Logo and Stationary 2015  
Honolulu, HI

Luck's Pool Service is a company based in Kailua, HI, priding itself in provide the highest quality of service. The project was fairly simple and low budget. The goal was to create a logo based on the client's sketches and a basic stationary set. The color pallet was inspired by Kailua beach.



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## S David Sedaris Trilogy

Trilogy Book Jackets 2016  
Honolulu, HI

*Make that a Double*, *Consider the Stars* and *The Ship Shape* are short essays by writer David Sedaris. In this project those essays were re-imagined as full books that compose a trilogy. All illustrations were made out of 3D paper sculptures.

*Make that a Double*, a simple account of Sedaris dealing with his difficulty in learning the aspect of grammatical gender in the French language, was illustrated by objects of the essay denoting gender—tomato is a female noun in French. *The hallway of fame* is a parallel to the idea of blind admiration or adulation that David evokes in *Consider the Stars*, where he recalls the popular kids in his middle school. Finally, the upside down house represents the context of broken promises that David provides in *Ship Shape*.



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## S Nomad Magazine

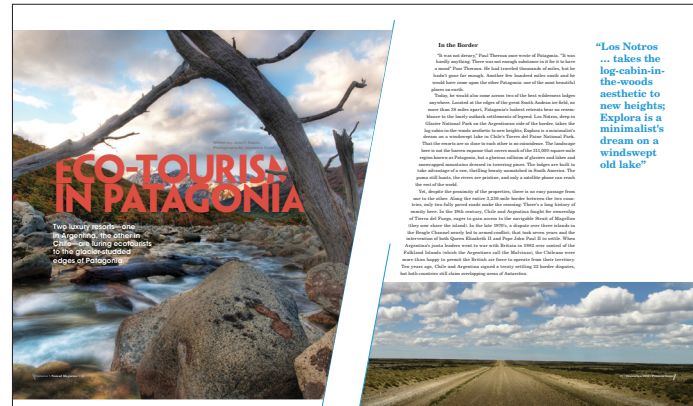
Editorial Design  
(Cover/Feature) 2016

Honolulu, HI

Nomad is a travel guide magazine, launching their first edition.

This project included the design of the master head, cover, table of content, and feature article.

Characteristics of the master head were carried over to the layout design of the features and table of content to reinforce and establish the logo type in this first edition.



## S Paper Cuts

Exhibition brochure and  
Pre-Opening Member's Kit 2016

Honolulu, HI

Paper Cuts\* is a group show featuring eleven dynamic paper-cut artists from around the globe, showcasing a versatile range of artists working exclusively in paper.

The goal of this project was to design an informational brochure for the exhibition and a kit to be sent to Cooper Hewitt Director's Circle members, with tickets for a Pre-Opening Night.

\*Paper Cuts was an exhibition by Spoke Art. For this project, the museum, dates, and several minor details were altered.



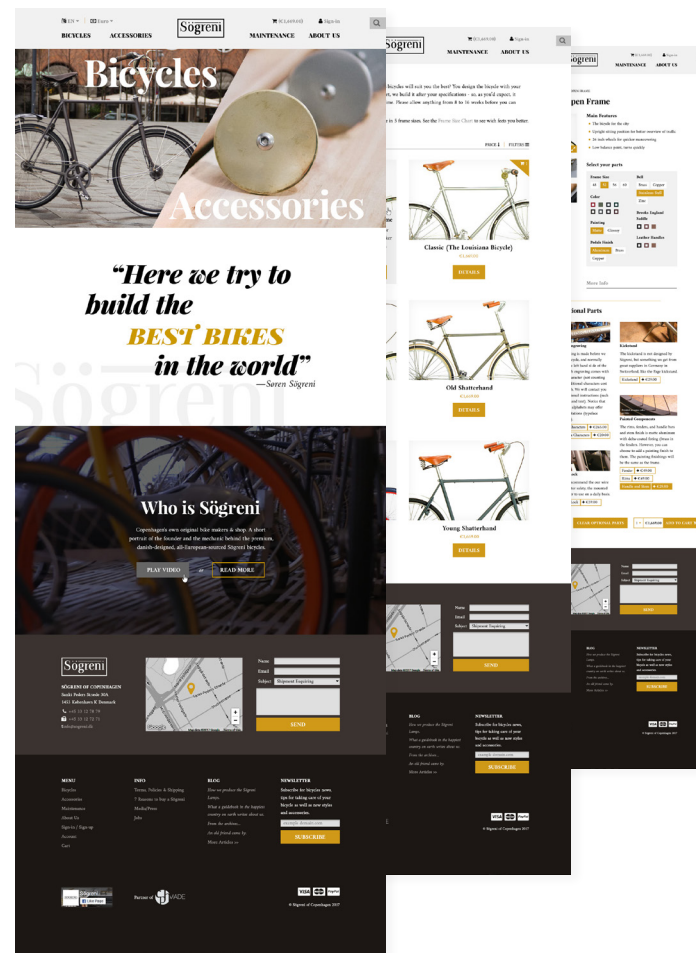
## S Sögreni of Copenhagen

Website Redesign 2017  
Honolulu, HI

Sögreni is a bicycle store in Copenhagen, established by Søren Sögreni in 1981. At first the company was building a reputation for unique and contemporary designed bicycles, but has now expanded in bicycle accessories.

The site needed to be redesigned in order to accommodate the catalog expansion and to expand on-line international markets. The architectural organization and content hierarchy of the website were restructured and the overall shopping experience was improved to be more user friendly.

Try a prototype at .....



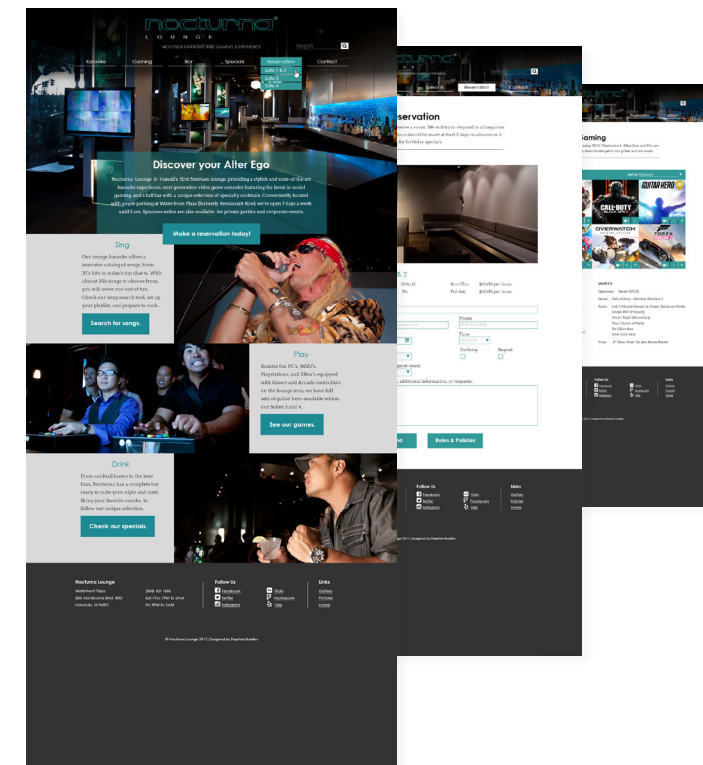
## S Nocturna Lounge

Website Redesign 2017  
Honolulu, HI

Nocturna Lounge is Hawaii's first NextGen Lounge equipped with a stylish and state-of-the-art karaoke experience, next generation video game consoles featuring the latest in social gaming, a full bar with a unique selection of specialty cocktails, and private rooms also equipped with karaoke and video games.

Their existing website was not in line with the company's brand nor it's main audience. The primary goal of this redesign was to address this identity mismatch and make it more modern. New functionalities were added such as playlist creation, game catalog search, and a custom booking interface.

Try a prototype at .....



## S 2017 NMA Portfolio Show

2D FX 2016  
Honolulu, HI

This was a exercise to learn about motion tracking. made as fictional small burps to promote the 2017 New Media Arts Student Show.

Watch the full video at [vimeo.com/232421216](https://vimeo.com/232421216)



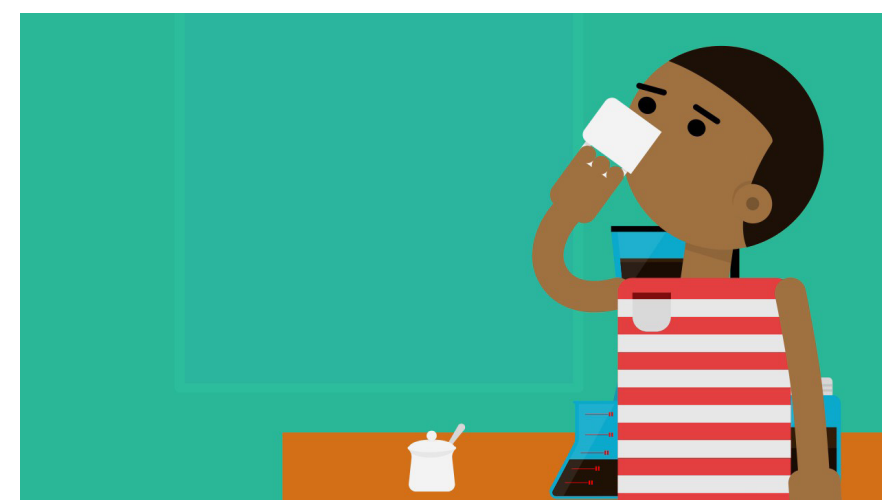
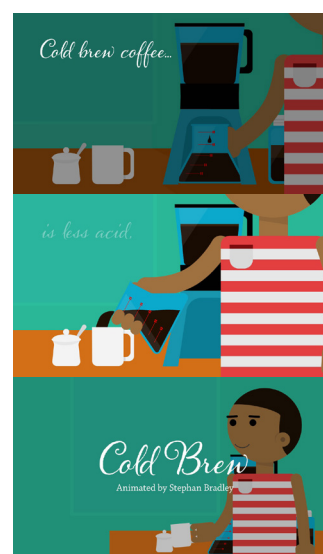
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## S Cold Brew Coffee

2D Animation 2016  
Honolulu, HI

This was a visual essay about cold brew coffee, and an opportunity to experiment with different animation techniques in Adobe After Effects.

Watch the full video at [vimeo.com/231963337](https://vimeo.com/231963337)



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THANK  
YOU  
FOR  
VIEWING  
MY PORTFOLIO



FAQ

*Why is my logo a bush cricket?*

Back in 2010, when I was living in Brazil, I start practicing parkour and traveling for various parkour events. In one of my those trips I received a little brush cricket—we called them *Esperança*. Portuguese word for hope—made of palm leaves. I kept it since then, as a totem to remind me of the amazing Brazilian parkour community, people with I made many incredible memories and connections.





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