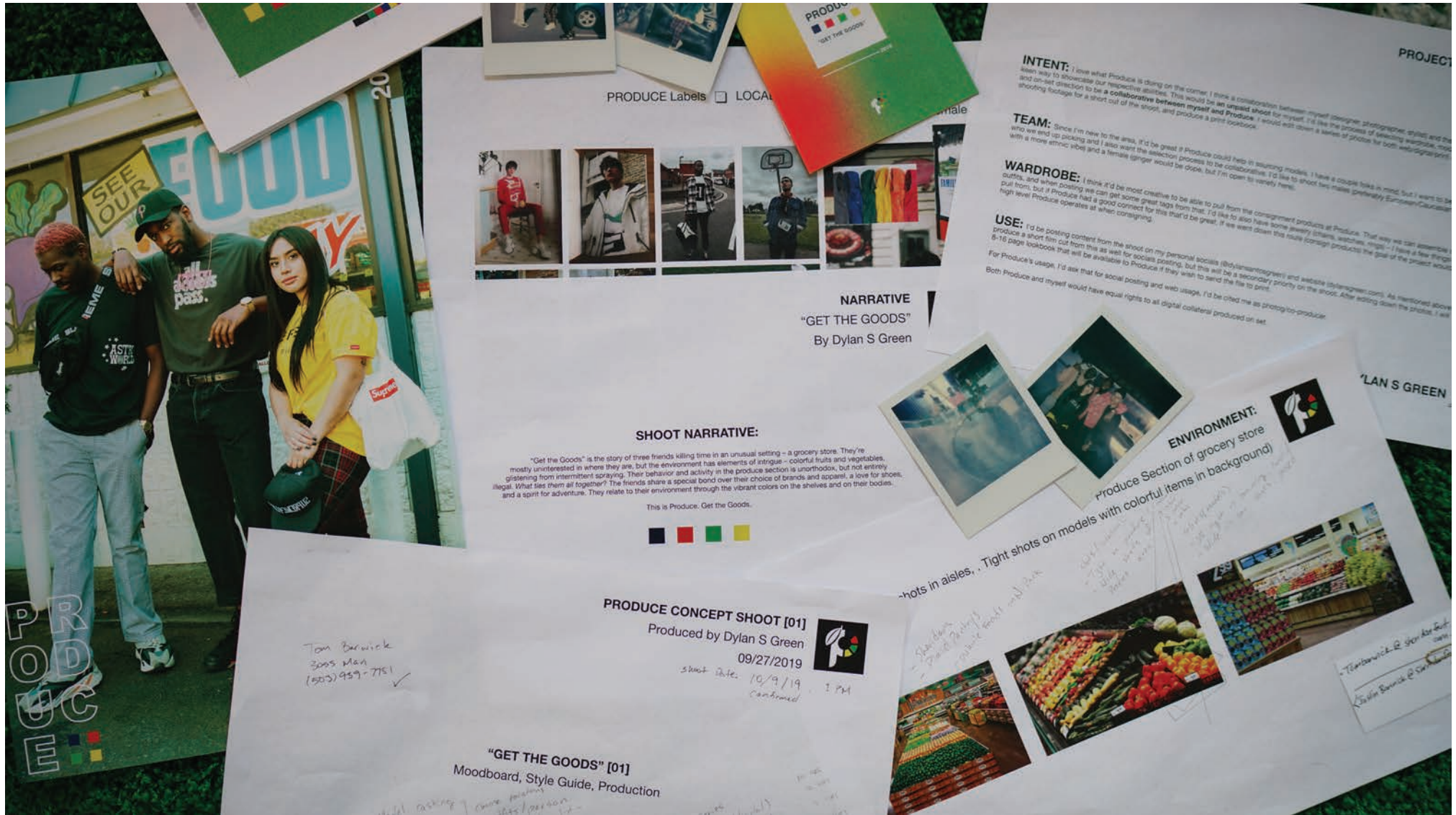


dylan santos green

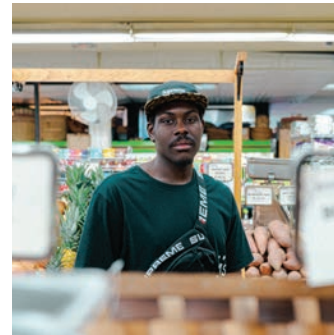
creative & art direction

2019

For the past 5 years, Dylan Santos Green has been working with brands to develop compelling campaigns and brand assets. Dylan's experience in business ownership and startup gives him a unique perspective that empathizes with client needs and expectations, enabling him to communicate using both hemispheres of his brain (creative/logic). Creative direction, photography, set design, experiential event coordination, and graphic design are Dylan's core competencies, and he has applied them across a wide spectrum of products and industries.



CAMPAIGN DESIGN - Produce Portland



DIGITAL ASSETS & STRATEGY - Styling and images arranged for extended social media and web use.

PROJECT GOAL

Tell a story through print and digital assets that reflect Produce as a brand, consigner of top-shelf streetwear labels, and hub for community and events.



PRINT ASSETS
24 page look book/zine
2-sided poster



BRAND & SPATIAL DESIGN - Heliotrope Hotel

Orange: Brand "pop" color. Represents the sun (helios)

HELIOTROPE

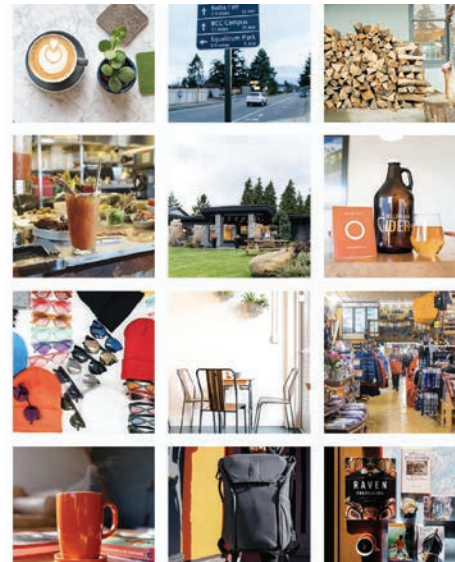
PNW MODERN LODGING

Geographic reference + the "what"

Font: Futura Book. Clean, modern, simple

Interior & Exterior Design

Bring the outside "in" – this was our design principle throughout the project. We found ways to integrate the brand color (orange) in subtle, yet bold ways, along with natural elements (ie: hand-hewn yew tree coat hangers).

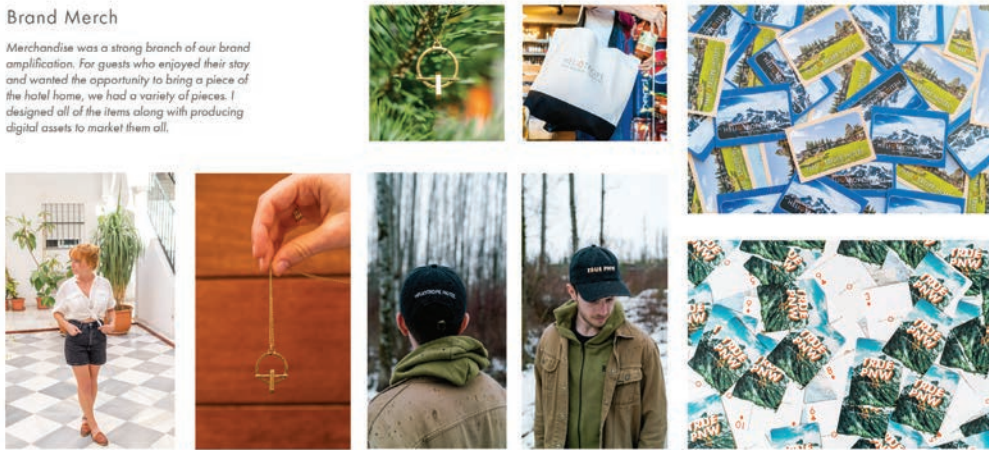


Social Media

The Heliotrope's social media was intended to be a "Bellingham Locals" moodboard. Where to eat, drink, and explore. In addition to producing and managing the creative, I also managed partnerships with local businesses to provide special promotions via our social channels.

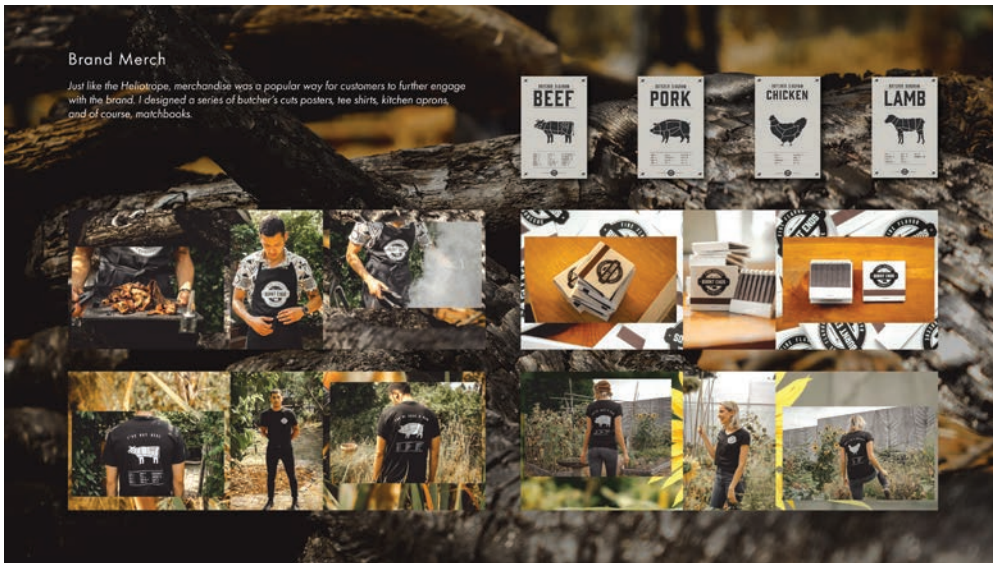
Brand Merch

Merchandise was a strong branch of our brand amplification. For guests who enjoyed their stay and wanted the opportunity to bring a piece of the hotel home, we had a variety of pieces. I designed all of the items along with producing digital assets to market them all.



BRAND & SPATIAL DESIGN - I had a unique role in this project. I was a part-owner of the hotel and in charge of conceiving the brand, interiors, exteriors, guest experience, events, and marketing. For 18 months I ran these operations and expressed our brand story through the physical space of the hotel. I designed merchandise and print materials strategized to send our brand home with our guests – this included maps of the locale, a locally-made necklace, hats, shirts, bags, and other various print materials.

I sold my shares in March of 2019 to pursue new opportunities. The hotel continues to operate as the gateway to the beautiful city of Bellingham.



BRAND & SPATIAL DESIGN - Burnt Ends

BRAND & SPATIAL DESIGN - There's nothing like starting a barbecue restaurant with your high school buddy when you're 25. My role was bringing the culture of Texas-style barbecue to Lynden, Washington. My role included designing a space and front-of-house that embodied this culture, and designing a brand and brand assets that reflected this as well. I managed all marketing, design, and menu development for the first year of operations.

Burnt Ends successfully provides the best barbecue in the Pacific Northwest to its patrons to this day.





EXPERIENTIAL EVENTS & POP UPS - For 2 years I worked with the Downtown Bellingham Partnership developing and executing experiential events and pop-ups. I designed and coordinated over 50 events, including a creative morning series (Morning Jam), an entrepreneur's pop-up program (Hatch), a summer series street festival (Downtown Sounds), and a vendor-driven market series (Commercial Street Night Market).

These experiences influenced my vision for bringing visual concepts into a tangible space. I transformed streets into festivals, vacant spaces into interactive retail spaces, and theaters into engaging presentation spaces.

The Downtown Bellingham Partnership continues to champion the needs of the downtown community – however, Hatch and Morning Jam were unable to continue without my presence.



Professional Summary

Over the years I have found many containers for my creativity. I've built brands from the ground up, taken existing brands to new heights, and created experiences that have left a lasting impact. Leadership, communications, reporting, and intimidating boards have never been a barrier – I've approached the mechanics of a project and the creative side with equal vigor.

I believe in creating an *energetic, inclusive, and competitive space* when working on a project. It's critical to hold myself and my team to *high esteem and expect great things* from one another.

I believe in *listening*. The client is an obvious example of this, but the creative body producing the work must be listened to as well. The work itself must be listened to – I've found that *taking a step back and looking at a project upside down* can inform the process in many critical ways.

I believe that there is a spectrum of great design, and *every project has the potential to reach grandeur*. The goal of every project should be to push the dial as far as possible in this direction.

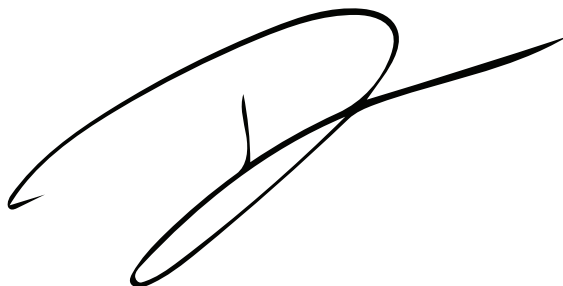
I believe in always learning. I spent 7 years in college, but have learned some of my most important technical and life lessons within high-pressure three-month projects. Having an *open mind, pursuing new information, and seeking influence* provides a new perspective and the ability to create.

Humility and empathy have been leading principles that I have always embraced. To balance these, I employ *confidence and leadership* in the work that I do and the manner in which I communicate.

I'm incredibly excited to continue my creative journey in the City of Portland. The mixture of energy, creativity, and community seems to be a melting pot ideal for those who envision wild things and have the gumption to make them real. I look forward to the opportunities I will pursue to work with those paving the way and anticipate impressive outcomes.

More of my work can be found at dylansgreen.com. Contact me at dylansantosgreen@gmail.com or **+1(360)201-3331** to request a digital version of my resume and to schedule an in-person conversation. I'm ecstatic to meet you and your team.

To an inspired and inspiring future,
Dylan Santos Green

A stylized, handwritten signature in black ink, consisting of a large, sweeping loop followed by a long, thin horizontal stroke extending to the right.