

NIKKI BRAND

Art Director
PORTFOLIO '25

SPOILS MEDIA
Art Director, Editor, Brand, Artist
2015 - Current

1. HOUSE PARTY MAGAZINE
2. HOUSE OF SPOILS

2015 - Current
Los Angeles, CA

SPOILS MEDIA

1. *House Party Magazine*
Art Director

2. House of Spoils
Editor, Artist, Art Direction, Brand



2024 - Current

As Art Director of this high-end 300-page print publication I lean on my experience in editorial design and curation, working alongside Editor, Joe Bullmore ('Gentleman's Journal'), and a network of the world's best storytellers, photographers, and creators. House Party is defined by fun writing, beautiful imagery, and eclectic contributors, all told through brilliant art and thoughtful design. Feature Highlight of Issue #1: "Interview with Walter looss Jnr".



HOUSE PARTY

Limited Edition Box Set Design (above).
Vol.01 Cover ft. Walter looss (right).



"What is there to be the greatest sports photographer in the planet."

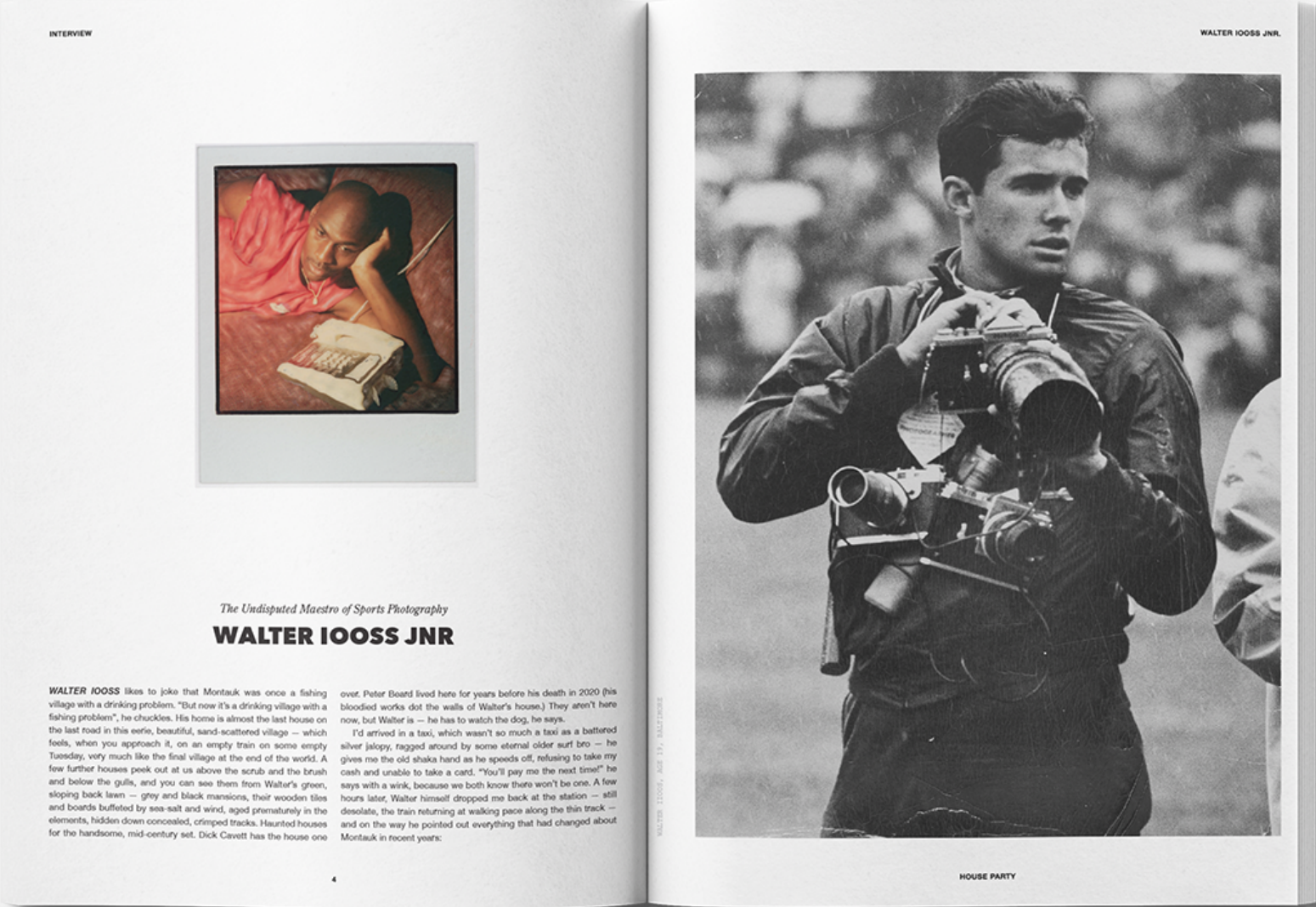


The Cleveland Indians of Steve Thompson
WALTER LOOSS JR



HOUSE PARTY
Walter looss Interview Layout

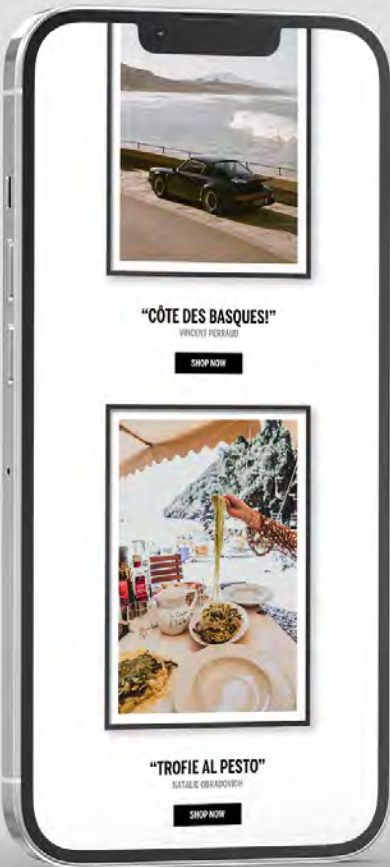








House of Spoils Editorial (e-newsletter) is delivered tri-weekly to over 500k dedicated international readers’ inboxes. With an average open-rate of over 50% and above industry-standard engagement, this Editorial is a thoughtfully-curated, image-heavy collection of the best and latest art, stories, news, and media. It exists to promote House of Spoils’ Brand, Print Releases, and product offerings, driving readers to the House of Spoils online store and boasting a high sales conversion rate.



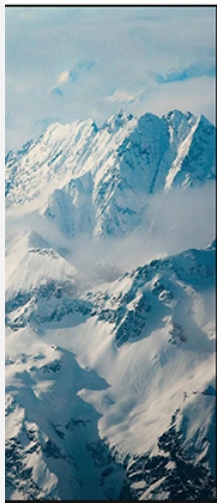


ITION

LLOWING
AND STORYTELLERS



RES
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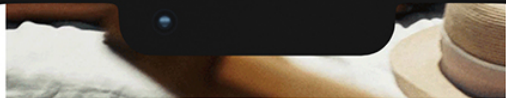


SPOILS

ITION



@TANNERSEYMOUR
Club



@AKILA_BERJAOUI
Italy



@DOMINIKAPOLASZ
Mallorca, Spain

HOUSE RADIO •

LISTEN TO WHAT'S PLAYING AT OUR LOS ANGELES GALLERY



HOUSE RADIO

New Songs Added This Week



LISTEN NOW



“CHEERS WORTHY”

JOHN BARTON

SHOP NOW



“HERMES FUNDANCE WORTHY”



“YUCATÁN BREEZE”

NIKKI BRAND

SHOP NOW

WHAT WE'RE READING

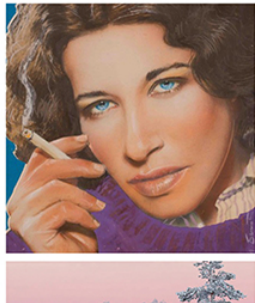
IF YOU ONLY READ ONE THING TODAY LET IT BE THIS



DISPATCHES FROM THE ADDERALL EPIDEMIC

PIONEER WORKS

America runs on Adderall. From Silicon Valley to Wall Street, through prep school and grad school, in ad agencies and magazines, many of our most powerful minds are flying on prescription-grade speed. And all these uppers do a lot more than increase productivity. They induce a particular set of behaviors—a passive-aggressive management style, a manic discourse, a sarcastic affect—that can fuse into a culture when the number of users reaches critical mass. This culture is only becoming more pervasive. The last few years have seen the biggest spike in ADHD prescriptions since Adderall first passed FDA approval in 1996. If Adderall were not considered a productivity drug—economically beneficial, on balance—we would almost certainly be talking about an amphetamine epidemic. And maybe we should be. Adderall's efficacy for treating ADHD, and its popularity among the Professional Managerial Class, has helped obscure what a strange and deleterious drug it can be. Adderall is highly addictive, the returns it delivers are steadily diminishing, and the risks of heart disease and psychosis increase by the year. In the meantime, it just makes you kind of annoying. The drastic increase in Adderall use hasn't raised nearly as much uproar as the national shortage it helped cause. The consternation at the peak of the drought was understandable: our country was suddenly lacking one of its key ingredients. Productivity declined by 3%. Twitter started to suck. People raised on Adderall started unwittingly dabbling in meth. At Broadcast, we took this as an opportunity—a kind of pause—to reflect on the impact this pervasive drug has had on our culture. While Adderall use is widespread and normalized among a certain class of Americans, almost no one talks about it publicly. We were curious: What cultural shifts have come out of this incredibly upbeat epidemic? What are the short- and long-term consequences of millions of people getting hooked on speed?... [Pioneer Works](#)



ANOTHER

HOW RICHARD BERNSTEIN
CREATED INTERVIEW'S
ICONIC 1980S COVERS

Who but Richard Bernstein (1931-2002) could create portraits for the cover of Interview that embodied the spirit of Andy Warhol's pop art empire with a perfect blend of glamour and panache?

GENTLEMAN'S JOURNAL

DAILY VING A MUTANT



MORE C



No longer want
House of Spo



WHO WE'RE FOLLOWING
THE GREATEST ADVENTURERS AND STORYTELLERS



@EVANLEWIS.EXPEDITION
Alaska



#DONARIBRAXTON
New York City, New York



@KELSCALLISTER
Utah

LISTEN TO WHAT'S PLAYING AT OUR LOS ANGELES GALLERY



LISTEN NOW



"WE'LL MISS YOU"
AARON BRIMHALL

SHOP NOW



"NAVAJO NATION"
JARED CHAMBERS



"RUNNING TO NOSTALGIA"
AARON BRIMHALL

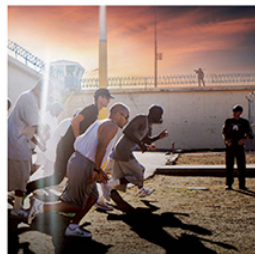
SHOP NOW

WHAT WE'RE READING
IF YOU ONLY READ ONE THING TODAY LET IT BE THIS



THE DAY RAM DASS DIED
THE NEW YORKER

Ram Dass's life is the subject of multiple documentaries, an autobiography, and a docuseries in development starring "High Maintenance"'s Ben Sinclair. He was born Richard Alpert in 1931 to a wealthy Boston family. His pedigree was sterling: a Stanford psychology Ph.D., tenure track at Harvard, visiting professorship at Berkeley. In 1963, after five years at Harvard—much of it spent studying psychedelics with his fellow-psychologist Timothy Leary—he was fired for giving psilocybin mushrooms to an undergraduate. He bopped around for a few years, often taking obscene amounts of mind-altering substances with Leary at the Hudson Valley estate of his friend Peggy Hitchcock. In 1967, like so many other Westerners of the time, he travelled to India in pursuit of exotic answers to life's biggest questions. He'd grown disenchanted with the psychedelic world, which had come to seem rote defined by highs and comedowns. In India, he met a Californian hippie named Kermit Riggs and followed him to a village called Kaichi, in the Himalayan foothills, to meet Riggs's guru. The guru was an old, squat man named Neem Karoli Baba. Before long, an enthralled Alpert was reborn as Ram Dass, or roughly "servant of God." He returned to America later that year, arriving at the airport dressed in white robes and with a long, scraggy beard, and began his career as a spiritual teacher. Most of what he talked about, from 1967 to his death, were the experiences he had with Neem Karoli Baba, whom he called Maharaj-ji ("great king"), and the spiritual beliefs that emerged from those experiences. *The New Yorker*



SATISFY RUNNING

26.2 TO LIFE WITH
CHRISTINE YOO

26.2 to Life is a documentary that follows the story of The 1000 Mile Club as they train for the upcoming San Quentin Prison Marathon, which involves running 105 laps of the yard. It's a chance to achieve something they never thought possible and redefine themselves beyond their crimes.



SAVEUR

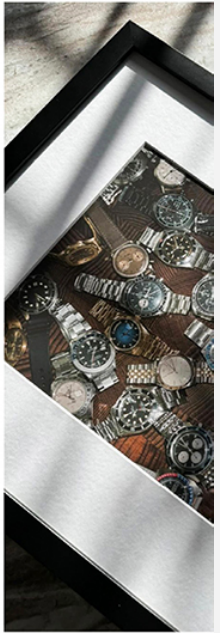
SPAGHETTI ALL'ASSASSINA
('KILLER' SPAGHETTI)

Hailing from Bari, Italy, spaghetti all'assassina is a relatively new entry into the pasta canon. It's made by simmering spaghetti in spicy tomato sauce until the pasta is al dente and the sauce is mostly absorbed or evaporated and about as thick as tomato paste. It's then fried until the pasta turns golden brown and crispy in



YOUTUBE

DOCUMENTING AN ARTIST



MORE C



No longer want
House of Spo

HOUSE of SPOILS

HOUSE OF SPOILS LOGO

House of Spoils Logo Design (above).
House of Spoils Logo Application - signage for Chiltern Steet Gallery, London (right).



spoils®



SPOILS 5-PANEL DESIGN

Artwork for ‘Spoils 5-Panel’ Hat design (above).
Product Studio Photography for House of Spoils Online Store + Marketing Media (right).



PRODUCT STUDIO PHOTOGRAPHY

Clint Robert's 'Fleetwood' Framed Full-Bleed Print and 'Spoils 5-Panel' Hat (above).
Apparel Studio Photography for House of Spoils Online Store + Marketing Media (right).





HOUSE of SPOILS

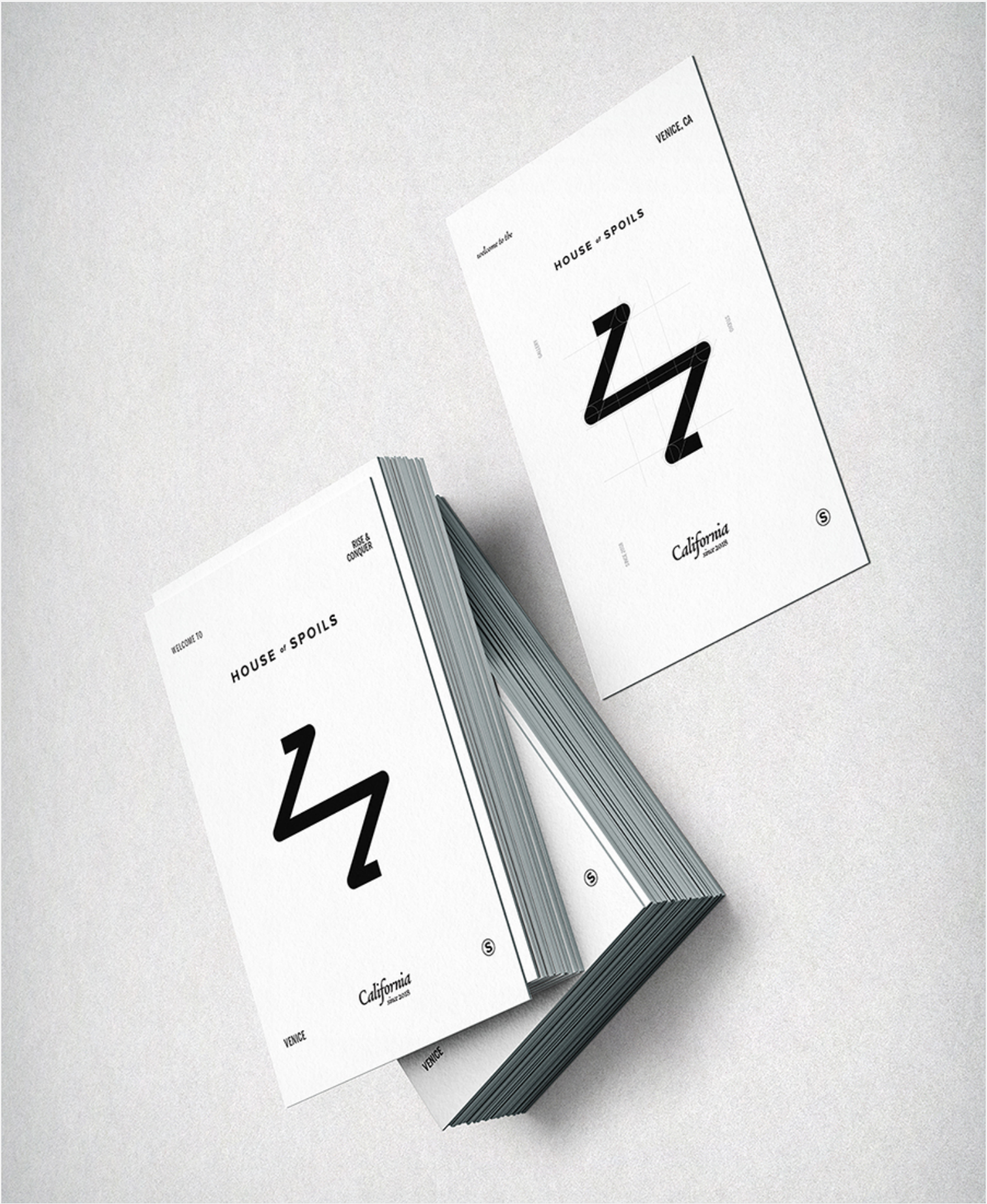
THE ART OF LIVING



Fine art photography from the world's
most adventurous photographers

DIRT AVALANCHE
Aaron Brimhall





HOUSE OF SPOILS
Artist
2015 - Current

From a roster of 30 of the world’s greatest photographers, I was chosen by Genevieve Gergis, Co-Owner and Chef of renowned Los Angeles Restaurant, Bestia, to create a custom framed artwork for her home in Los Angeles. Collaborating closely with Gergis and the House of Spoils production team, I created a Gallery-Quality 38” x 56”piece valued at \$6,000.



‘WILDERNESS’

Custom Framed Limited Edition Print for House of Spoils ‘Atelier’.

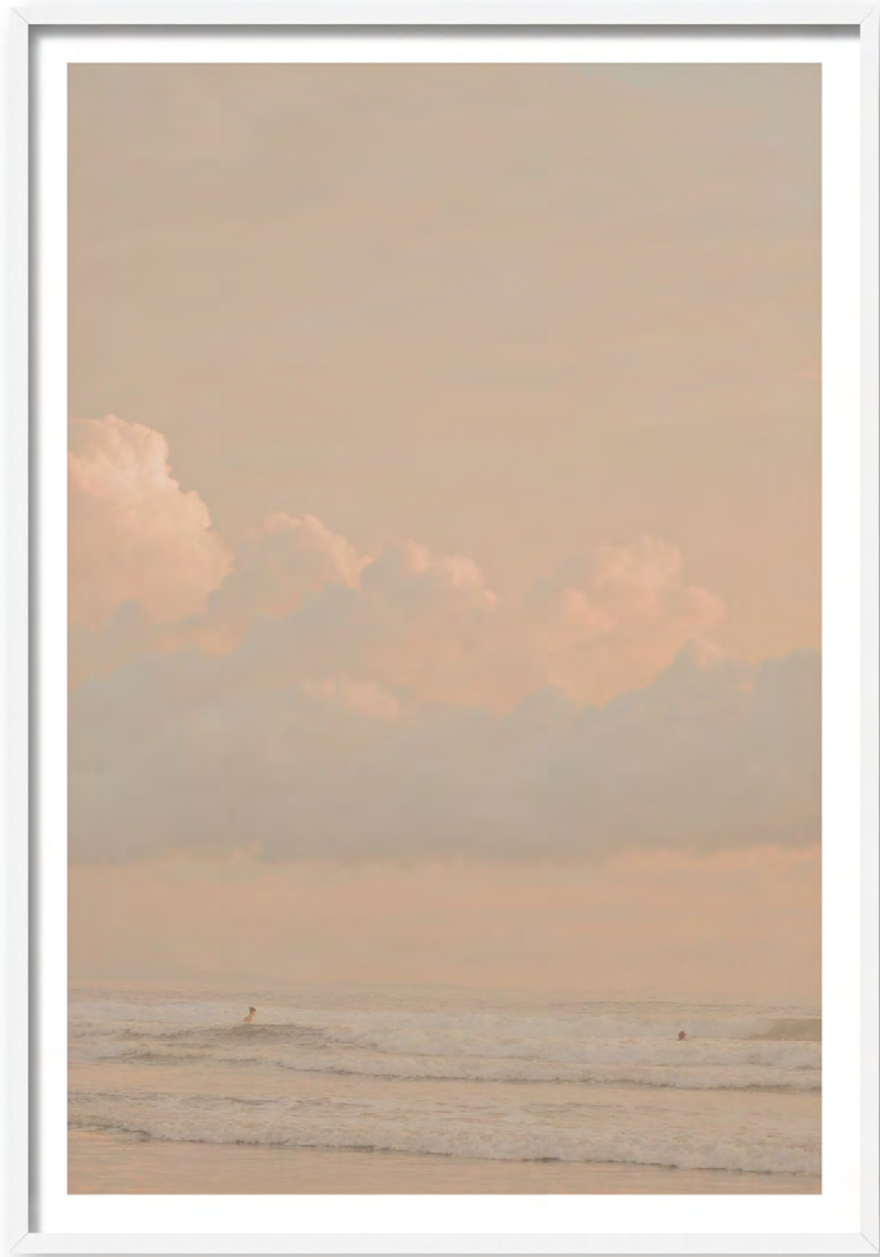




‘NIGHT SWIMMERS’

From the House of Spoils Core Collection.





'PINK SKIES'

From the House of Spoils Core Collection.



DE MARIA
Art Director, Brand
2017

As an integral member of this best-in class team, I worked side-by-side with acclaimed Chef and food pioneer, Camille Becerra, building and nurturing a brand aligned with her culinary vision – a casual yet high-end dining experience – that saw the best of New York City’s foodies, critics, press, and celebrities (Maggie Gyllenhaal, Jesse Tyler Ferguson) become daily regulars; all the result of a brand crafted to be both experiential and tangible. De Maria was the *NYC James Beard Award* Winner in the ‘Best Restaurant Design’ category (2018).

2017
New York, NY

DE MARIA

1. Art Direction

2. Brand

3. Photography

4. Design + Art

DE MARIA

DE MARIA

LOGO

Logo Design (above).
Logo application - Restaurant signage in Nolita, NYC (right).



2017

A presentation of the De Maria brand and concept, showing the process of concept to brand identity creation, and the application thereof across all brand touchpoints and platforms. The early-makings of brand and identity was integral to informing the makings of the restaurant; from interior design, art, brand collateral, menu and food styling, uniforms, voice and language, and the in-person brand experience. The brand naming and logo was inspired by a trip to Upstate New York's Dia Beacon Gallery with Chef Camille Becerra, where an ethereal Walter De Maria installation started it all.



BRAND PRESENTATION



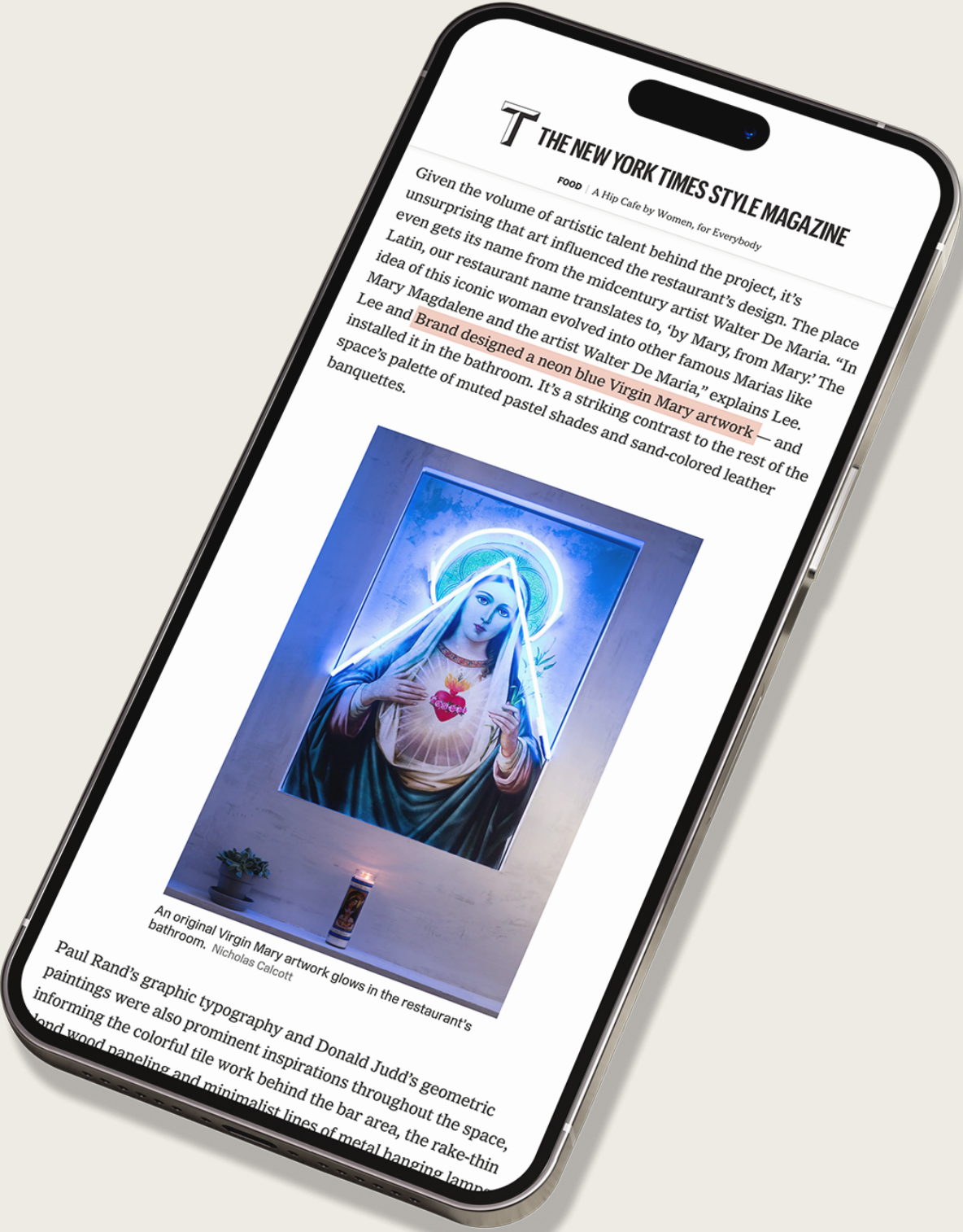


BRAND PRESENTATION





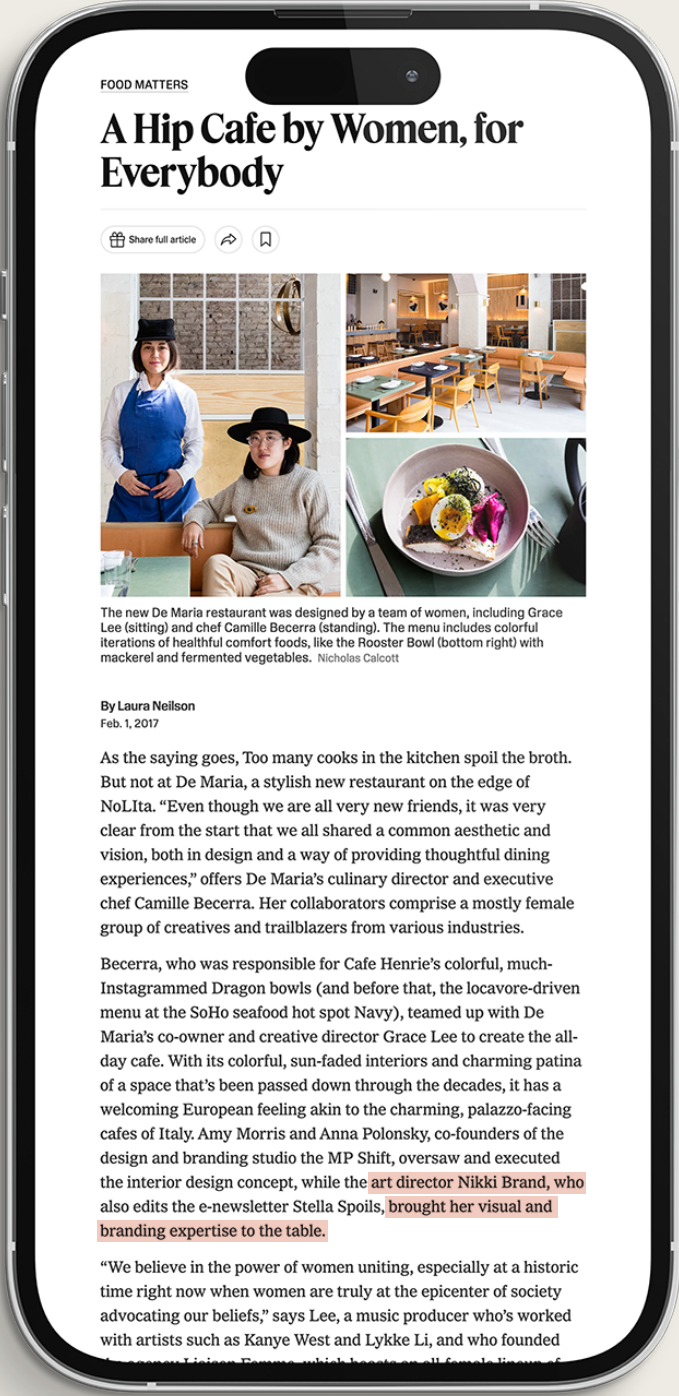




RESTAURANT ARTWORK

Mixed Media Artwork installed in De Maria's Bathroom (right).
Featured in *The New York Times Style Magazine* (2017) (above).

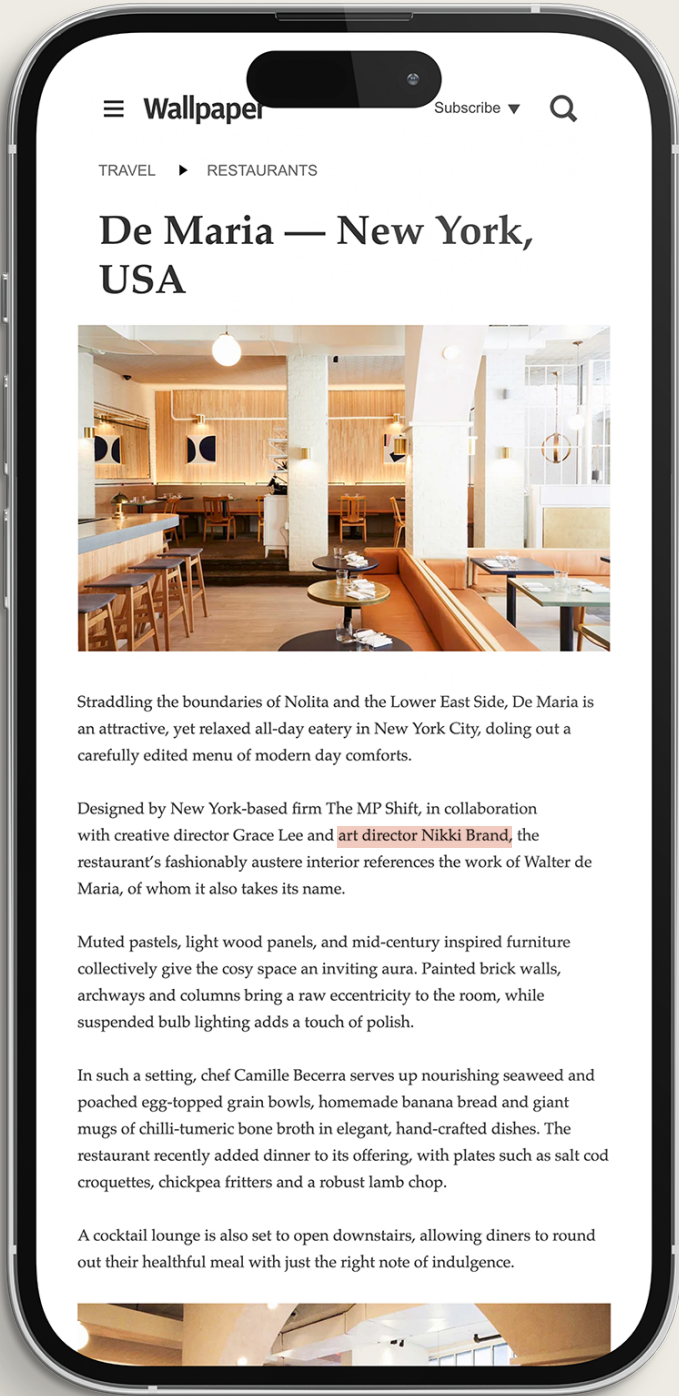




T THE NEW YORK TIMES STYLE MAGAZINE

PRESS - ‘THE NEW YORK TIMES STYLE MAGAZINE’

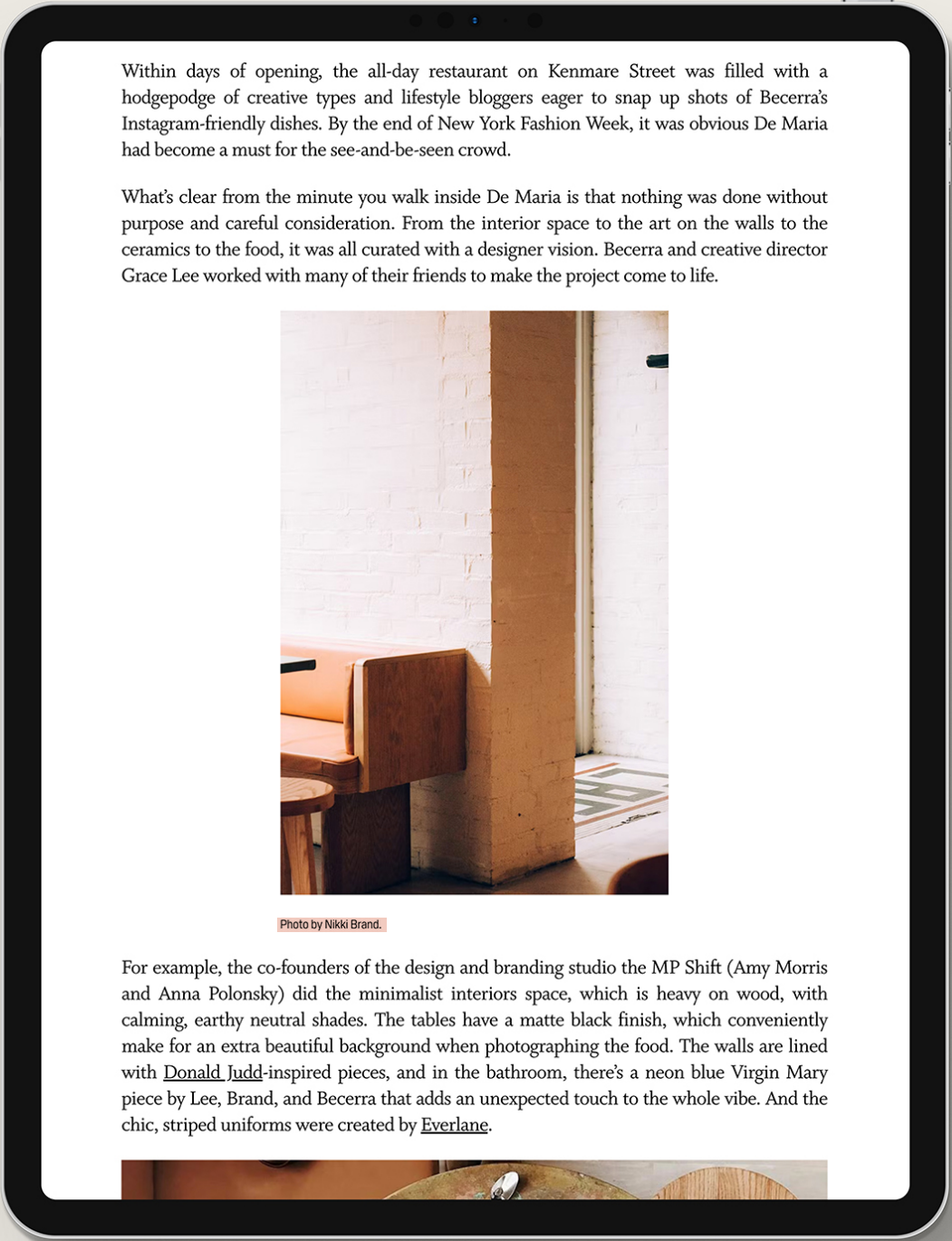
De Maria featured in *The New York Times Style Magazine* (2017).
Personal mention as Art Director + Brand Specialist.



Wallpaper*

PRESS - ‘WALLPAPER’ MAGAZINE

De Maria featured in *Wallpaper Magazine* (2017).
Personal mention as Art Director.



PRESS - 'W MAGAZINE'

De Maria featured in W Magazine (2017).
Photography credit (right).



De Maria NYC. Photo: @demarianyc

In keeping with Becerra's cooking style, the food leans on the healthy side, but it's still full of flavor, not to mention color. The vibrant Dragon Bowl, iterations of which existed at Café Henrie, is a flavorful blend of turmeric-poached egg, black chickpea grains, avocado, and tarragon tahini—perfect for breakfast, lunch or even a late afternoon snack. Turmeric, which continues to be a health fad, also comes into play in the chili-turmeric bone broth with milk-foam, herbs, and mustard seed oil, which comes in a big, beautiful ceramic mug with an exaggerated handle by Workaday Handmade. On a cold winter day, the sprouted grain porridge with miso butter and cranberry molasses is the perfect way to warm up your morning. And the lemon-vanilla-black lava salt focaccia is a can't-miss for any time of the day.



Photo by Nikki Brand.

The Space Becerra and Lee enlisted a team of artistic talents to collaborate on the sun-faded space, which was helmed by Amy Morris and Anna Polonsky of the design and branding studio the MP Shift, along with art director Nikki Brand, who also lent her expertise to the project. On the walls, you'll find works by Donald Judd, Paul Rand, and a neon blue Virgin Mary piece that's worth going to the bathroom just to see it.

The Playlist A hybrid of Nigerian '70s music, casual jazz, chill tones, and Nina Simone on repeat.

Tribes Local Nolita-ites and a steady stream of stylish people in Becerra and Lee's orbit, from designers to artists and photographers.

The Menu There's an all-day breakfast menu with pastries (like lemon-vanilla-black lava salt focaccia and banana bread with coconut and hemp seed) and plates (chili turmeric bone broth and a Rooster bowl with sprouted grains and mackerel). From the lunch specials the colorful Fire Dragon bowl with turmeric-poached egg and black chickpea grains is a can't-miss. Weekend additions include a Bergamont chocolate waffle and house yogurt coddled egg. Beverages include fresh juices, coffee, cocktails, and wine. Breakfast starts at \$4, lunch at \$11, and wine at \$7.

Basics 19 Kenmare Street, New York, New York, 10012. Call 212-966-3058 for reservations. Hours: Open daily for breakfast, lunch and aperitivo pre-dinner (8:30 a.m. to

W

PRESS - 'W MAGAZINE'

De Maria featured in W Magazine (2017).
Photography credit, personal mention as Art Director (right).

DE MARIA

All Day Breakfast

PASTRY

PLATES

WKND ADDITIONS

Banana Bread

flaxseed, coconut, ginger (gf)

5

Cheese Biscuit

guava jam, butter

5

Chilli-Turmeric Bone Broth

milk foam, herbs, mustard seed oil

6

Egg Sandwich

potato, fermented fennel pickle, cress, caper aioli

11

Toast

avocado, lavender cured salmon, honey egg, tarragon tahini

14

Rooster Bowl

grains, cured fish, honey cured egg, seeds, seaweed gomasio, served w/ a cup of bone broth

15

Whole Grain Porridge

choice of miso butter or rose-date molasses

5

Home-Made Tahini Yogurt

apricot, sumac, urfa bieber

9

Skillet Coddled Egg

fermented chili, yogurt, mustard leaf chermoula

14

Chocolate-Chestnut Waffle

14

Lunch

Crudite

sesame, chili, lime

9

Fire Dragon Bowl

tumeric-poached egg, heirloom beans, grains, avocado, tarragon tahini

15

Nigella Seed-Potato Crisp

tumeric-poached egg, chorizo, aji mayo

15

Endive + Poached Chicken Salad

pickled goji, barberry, spicy seeds

16

Chicories + Seaweed

avocado, hazelnut

15

Breaded Pork Cutlet Sandwich

tonkatsu sauce, watercress, fermented cabbage

15

ADD-ONS

avocado / egg

+4

billionaire bacon / chorizo / chicken

+5

Please inform your server of any allergies and dietary restrictions.



BRAND PHOTOGRAPHY

Featured in various Press, Publications, Social Media.

2024
Los Angeles, CA

GJUSTA

Gjusta

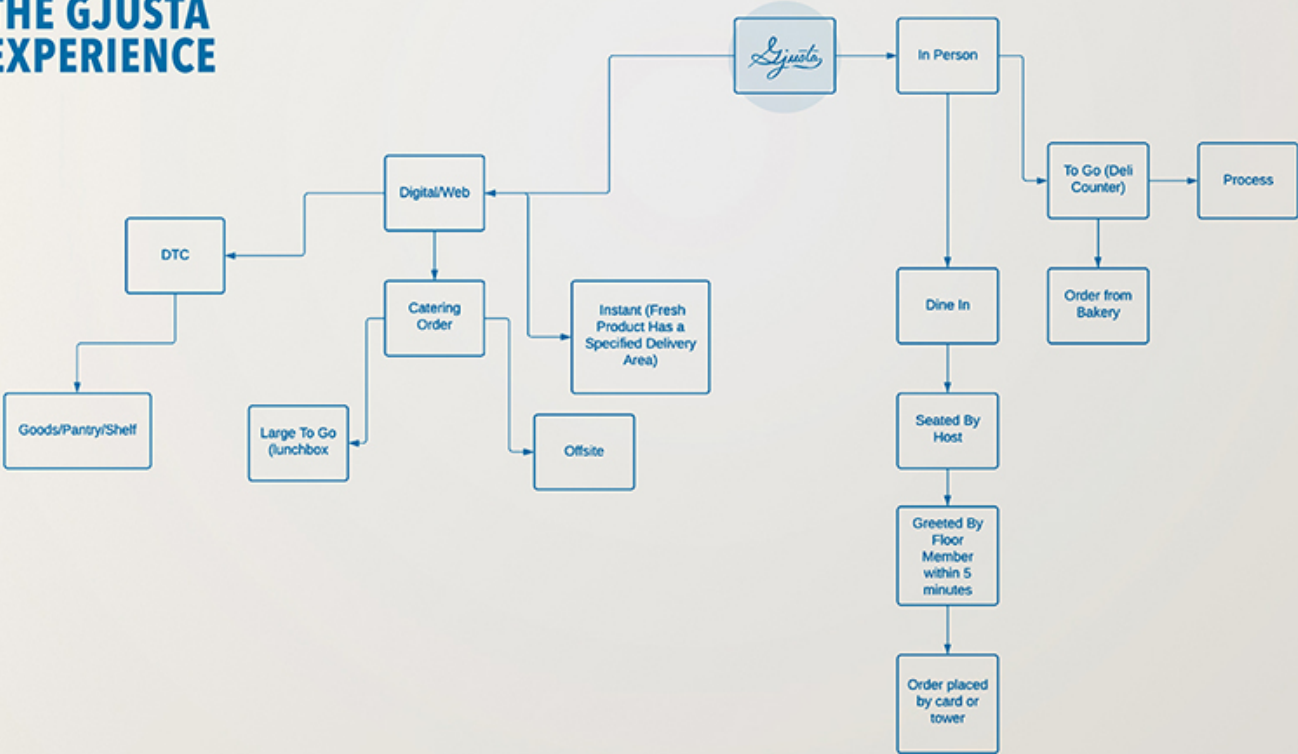
GROW A GLOBALLY
LOVED CALIFORNIA
BRAND

- 1. Acquisition
- 2. Optimization
- 3. Systems
- 4. E-Commerce Consolidation
- 5. Develop V.2
- 6. Scale Responsibly



Gjusta

Rearchitcting
THE GJUSTA
EXPERIENCE



Gjusta



GJUSTA V2 INVESTMENT DECK



GJUSTA V2 BRAND BOOK

MADERAS VILLAGE

Art Direction, Brand, Photography

2014 - 2016

Popular boutique hotel in Nicaragua celebrated for hosting individuals and groups for creative, yoga, and spiritual retreats, surf trips, music industry writing retreats, and shoots and productions for brands and companies. Hired as the Art Director, Photographer, Designer, Social Media Mangager and general Brand and Creative Officer, this role was pivitol to the marketing and success of the hotel. This role involved creating all Creative Content and Marketing for the hotel, Art Directing and Photographing shoots, and creating and maintaining the Brand. (*maderasvillage.com*)

2014 - 2016
Maderas, Nicaragua

MADERAS VILLAGE

1. Brand
2. Art Direction
3. Photography
4. Social Media
5. Website Design



M A D E R A S[™]
VILLAGE



M A D E R A S[™]
STUDIOS



NIKKI BRAND
Maderas Village | ART DIRECTOR

brandnikki@gmail.com
www.maderasvillage.com

M A D E R A S[™]

LIFE



BRAND + LOGOS
Select Brand Elements

BRAND + LOGOS
Maderas Recording Studio Logo +
Maderas Life Magazine Logo

Outdoor
Voices

knixwear™

BOSE®

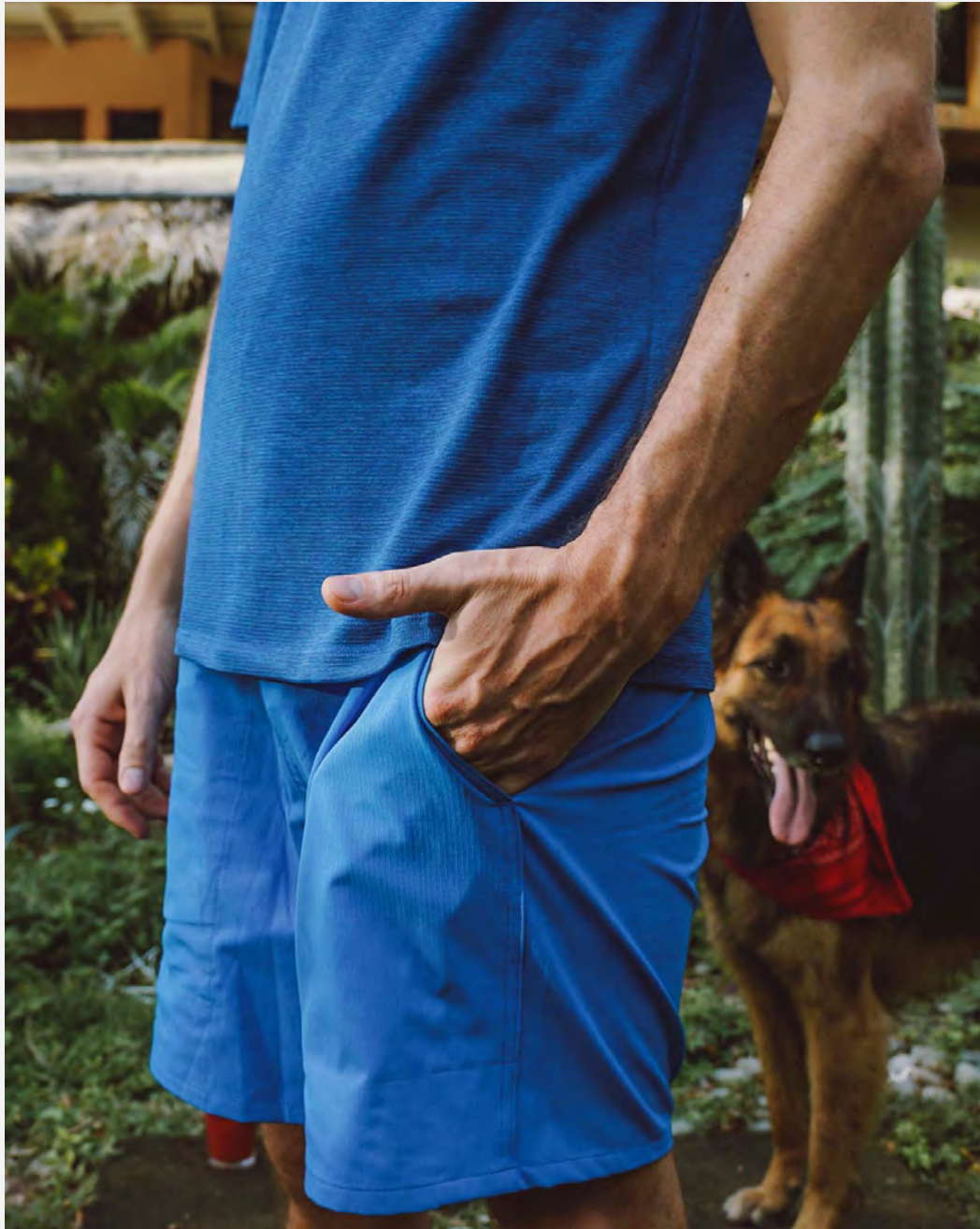
UNION
BROOKLYN NEW YORK

Outdoor Voices

ART DIRECTION + PHOTOGRAPHY
Lifestyle shoot for Activewear brand, Outdoor
Voices, Photographed at Maderas Village.







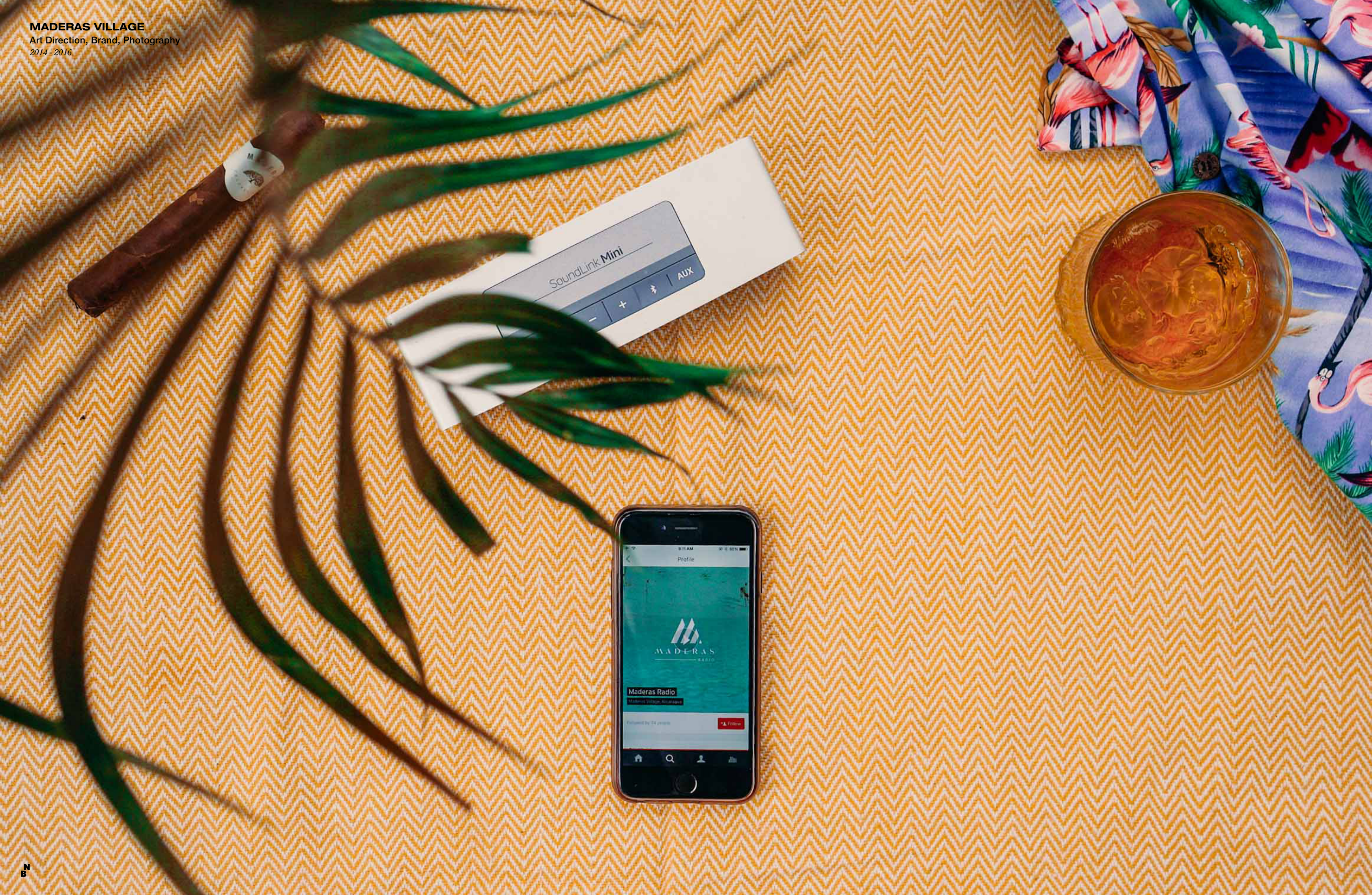
ART DIRECTION + PHOTOGRAPHY

Lifestyle shoot for Activewear brand, Outdoor
Voices, Photographed at Maderas Village.



BOSE[®]





knixwear™

ART DIRECTION + PHOTOGRAPHY

Lifestyle shoot for DTC Lingerie brand, Knixwear,
Photographed at Maderas Village.





UNION
BROOKLYN NEW YORK

ART DIRECTION + PHOTOGRAPHY
Lifestyle shoot for Union Surfboards,
Photographed at Maderas Village.





ART DIRECTION + PHOTOGRAPHY
A quiver of surfboards by Union Surfboards for
Maderas Village.

MADERAS VILLAGE

Art Direction, Brand, Photography
2014 - 2016

A selection of Photographs I shot as the Art Director + Photographer of Maderas Village. Published in *Maxim Magazine*, *Free People Blog*, *Tory Burch Blog*, *Condé Nast Traveller*, *Afar Magazine*, *Nylon Magazine*, *Refinery 29*, and others, and Maderas Village Instagram, Website + marketing materials.

ART DIRECTION + PHOTOGRAPHY

Lifestyle, Brand, + Surf Art Direction +
Photography for Maderas Village









Dee Larsen, Designer at Revolve, SKIMS











René Symonds (left), Zoe Silverman of ASTR (right)





Photographer + Director, James Marcus Haney



DJ / Producer Ben Roc of The Knocks



DJ / Producer Trevor McFedries



ART DIRECTION + PHOTOGRAPHY
Lifestyle, Brand, + Surf Art Direction +
Photography for Maderas Village

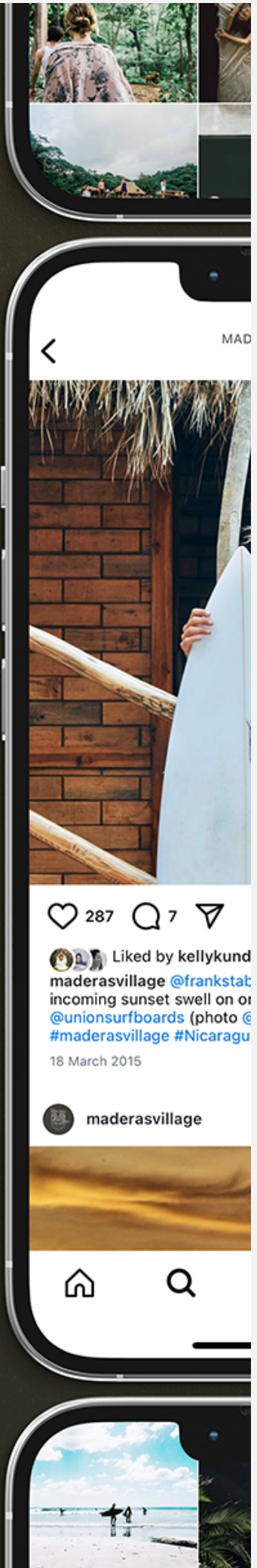
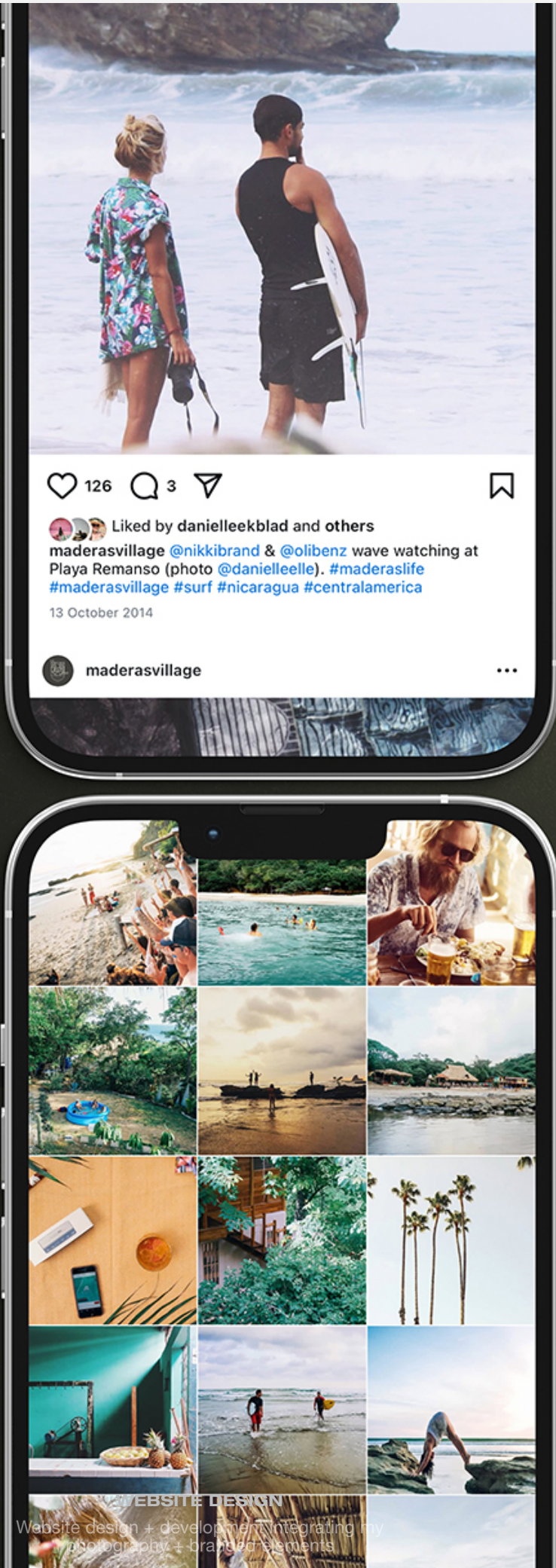
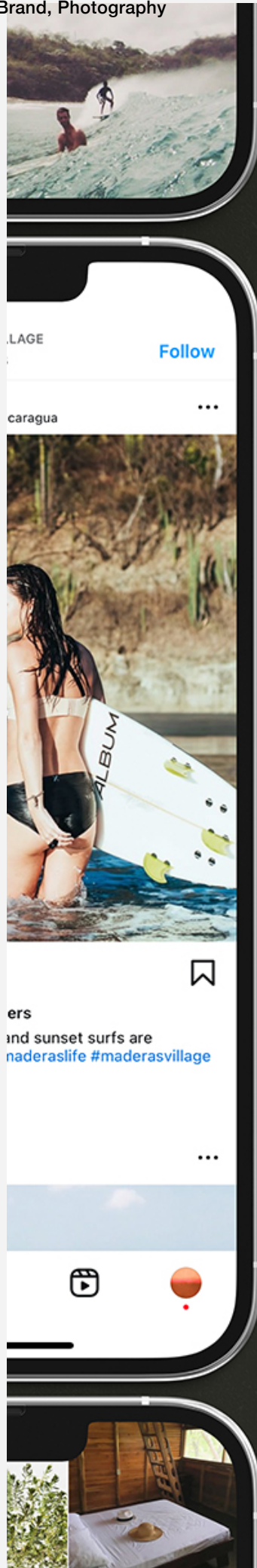


DJ / Producer Trevor McFedries (left), Producer Adam Pallin aka '1-900' (above)







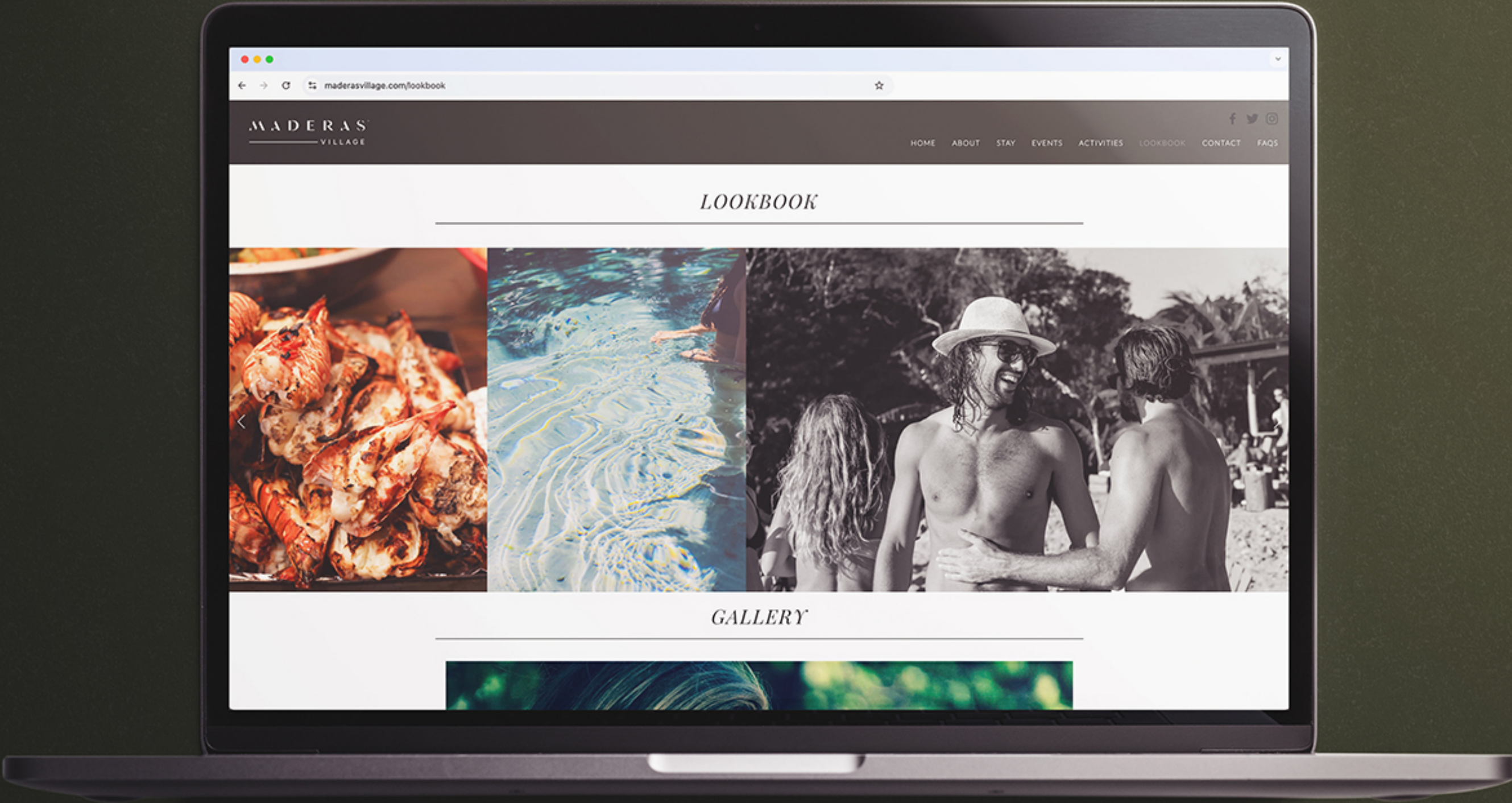


WEBSITE DESIGN
Website design + development integrating my
photography + branded elements



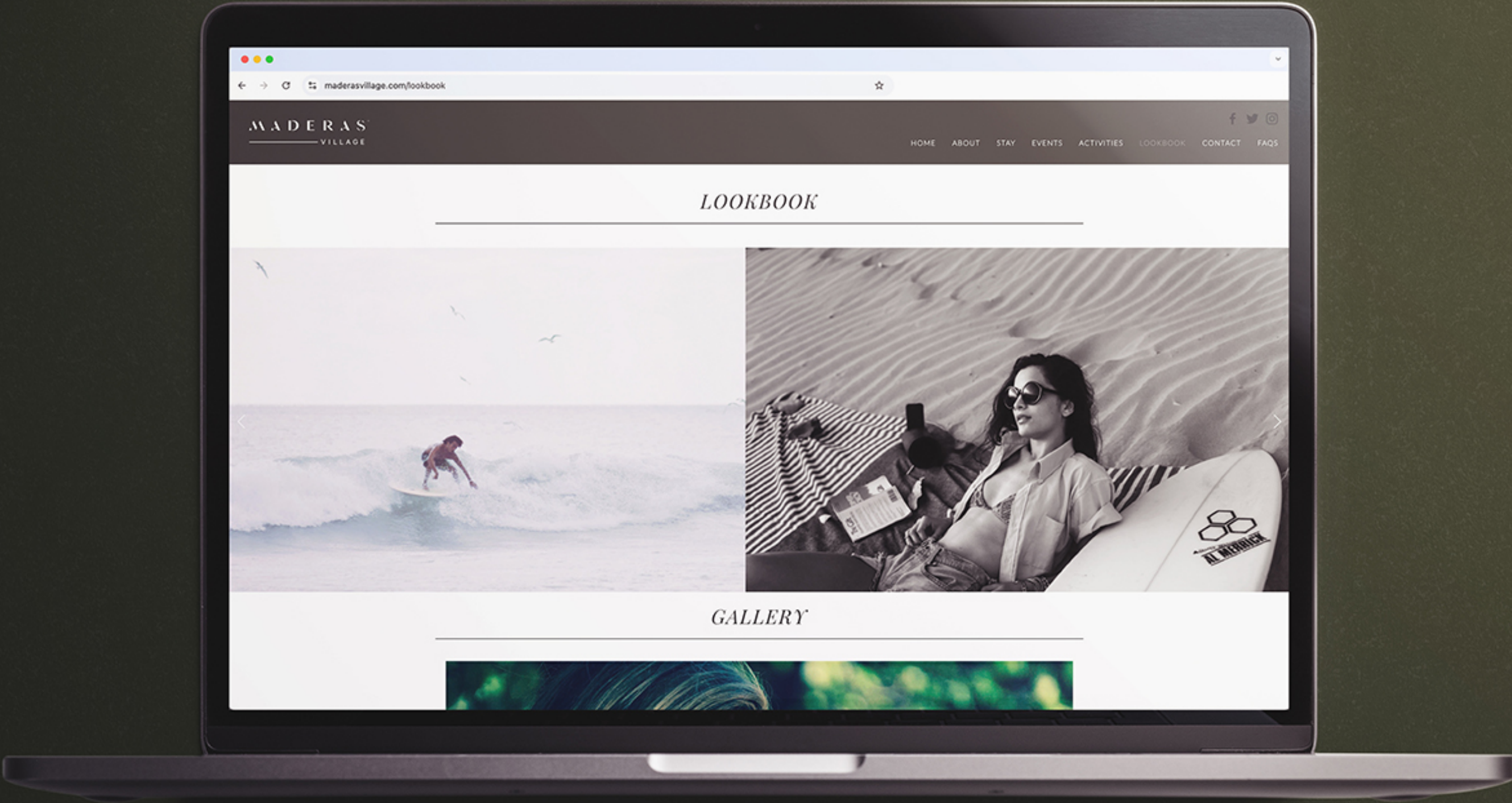
WEBSITE DESIGN

Website design + development integrating my
photography + branded elements



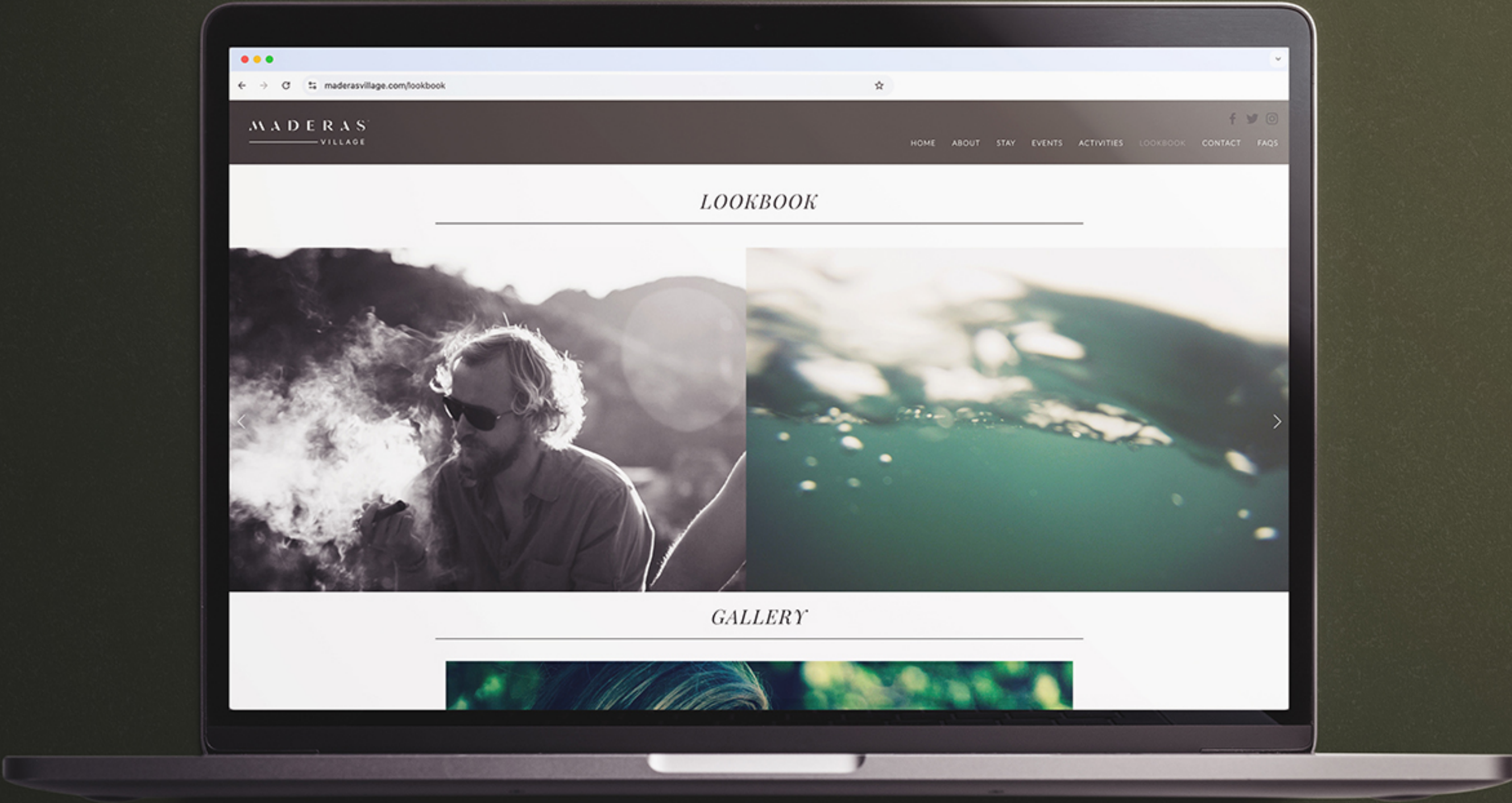
WEBSITE DESIGN

Website design + development integrating my
photography + branded elements



WEBSITE DESIGN

Website design + development integrating my
photography + branded elements



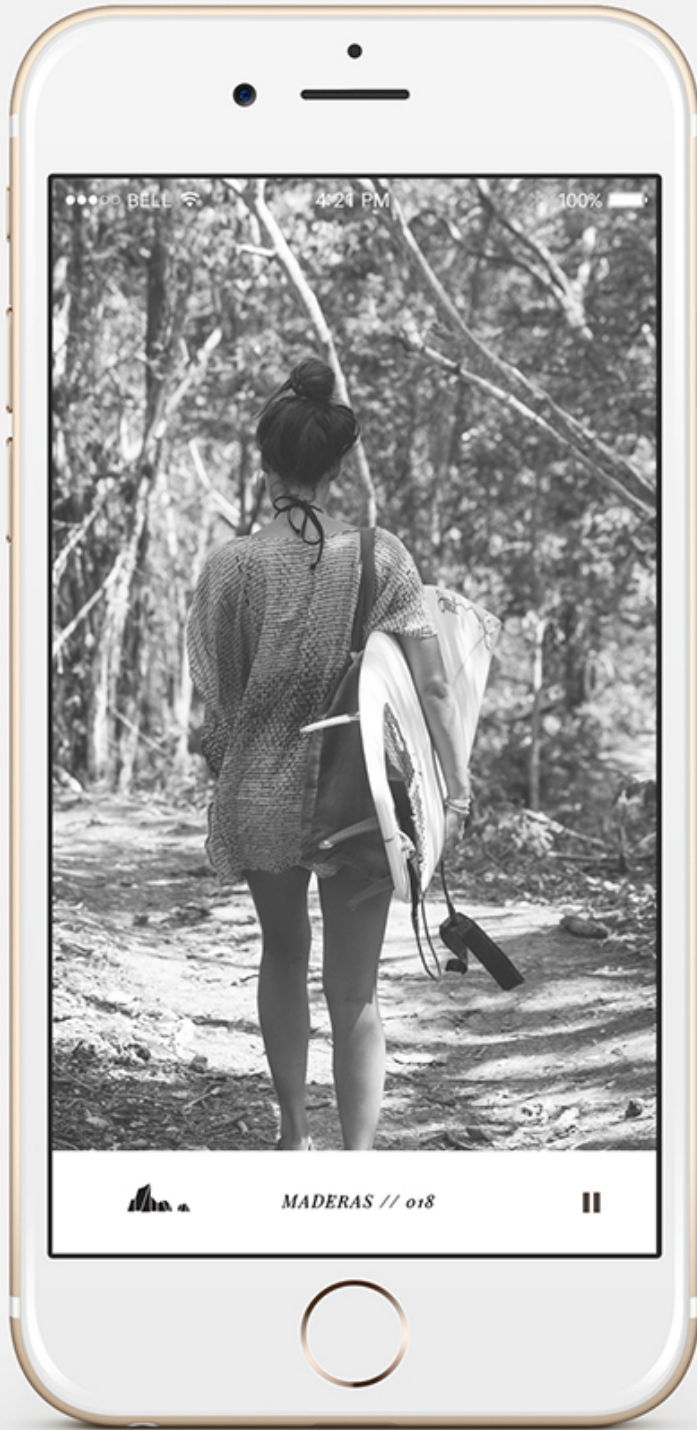
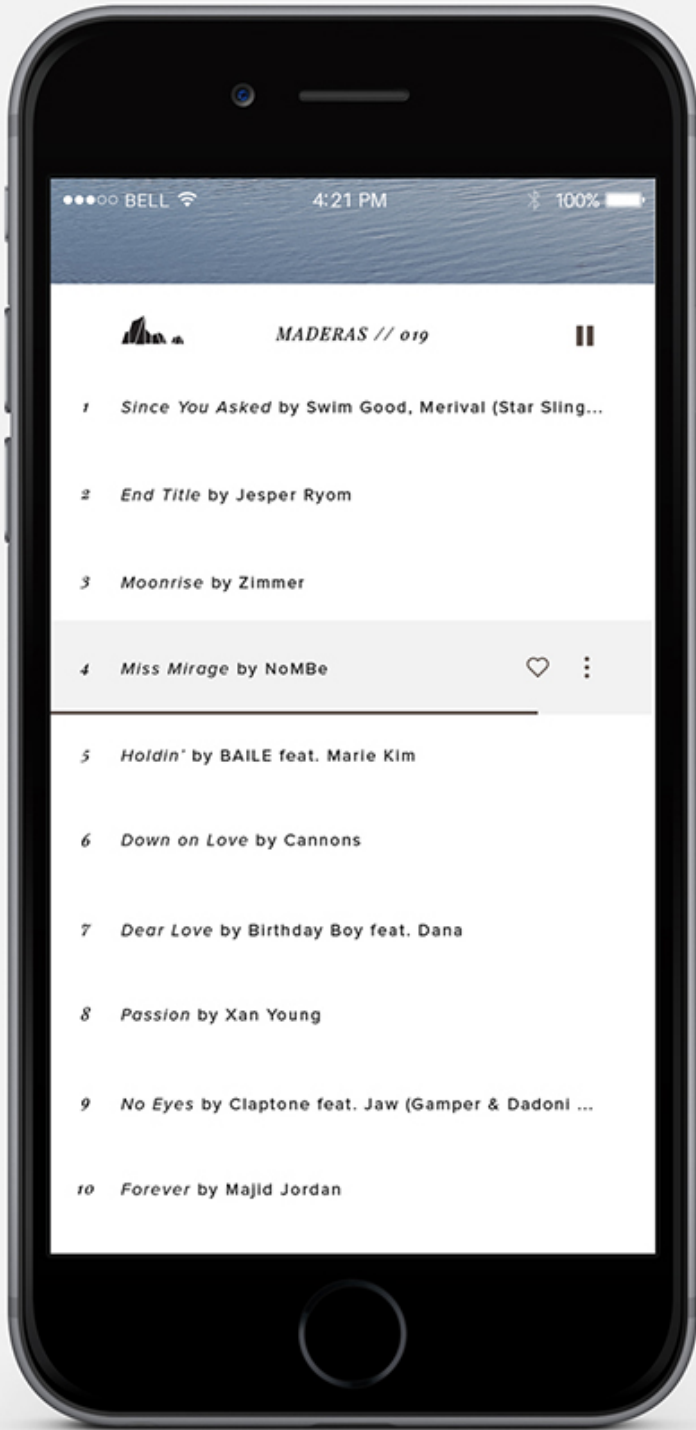
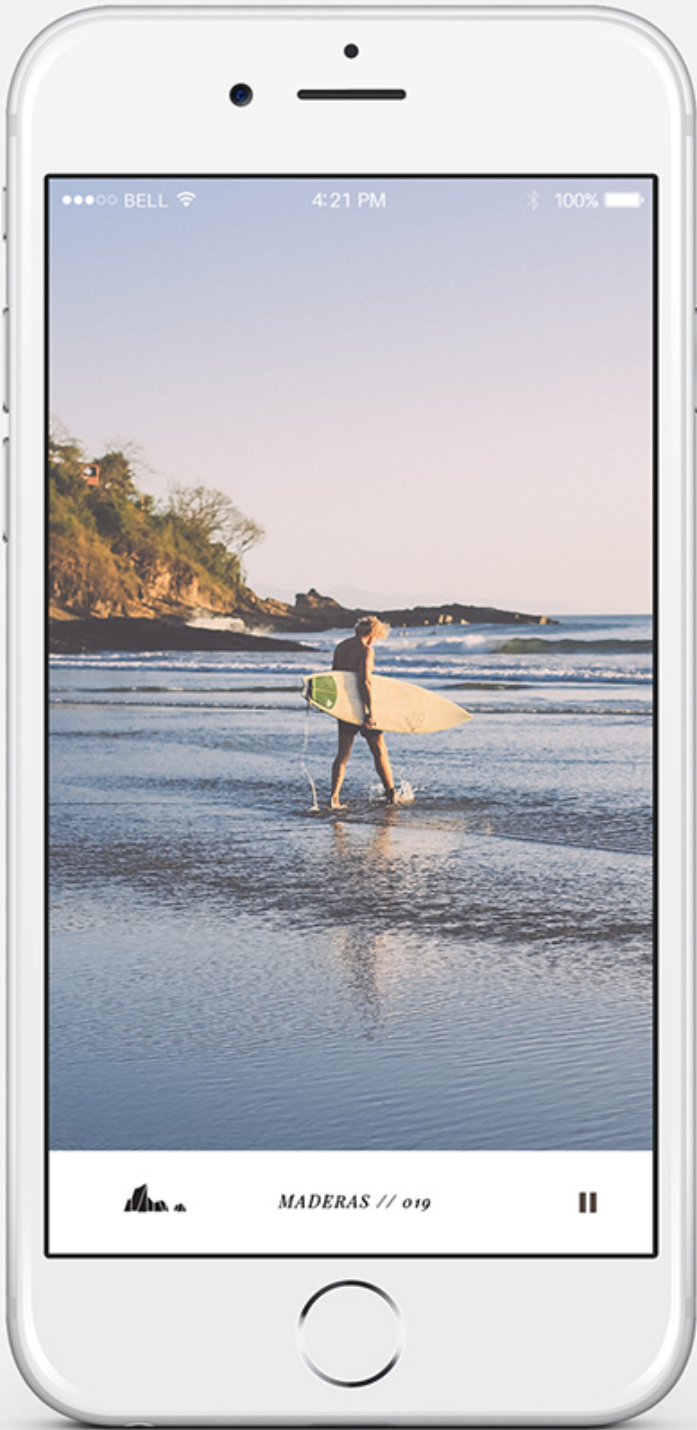
WEBSITE DESIGN

Website design + development integrating my
photography + branded elements



DESIGN

Maderas Music Writing Camp digital invitation



BRAND COLLABORATION

Design + Collaboration with Music Plaform,
Noon Pacific.

2015
Brooklyn, NY

UNION SURFBOARDS

1. Brand Collaboration

2. Design + Illustration

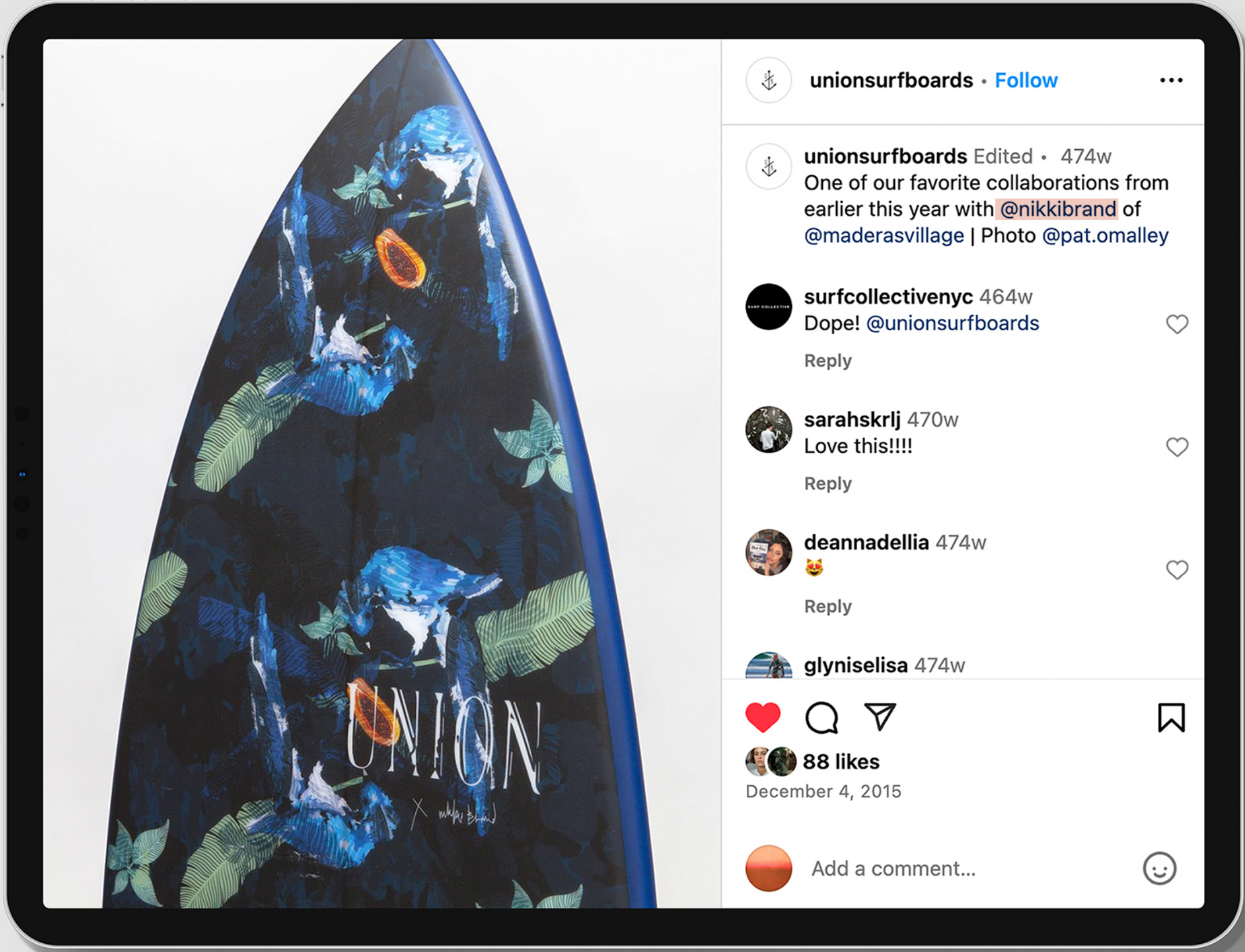
UNION

BROOKLYN NEW YORK

BRAND COLLAB, DESIGN, ILLUSTRATION

Custom Surfboard Design with Union
Surfboards (5'6 Trout Shape).





BRAND COLLAB, DESIGN, ILLUSTRATION
Custom Surfboard Design with Union
Surfboards (5'6 Trout Shape). Featured on
Union Surfboard's Instagram.

BRAND COLLAB, DESIGN, ILLUSTRATION
Custom Surfboard Design with Union Surfboards
(5'6 Trout Shape). Original Illustration + Pattern,
altered to align with printing + design restrictions.

TUULIKKI NYC
Design, UX Design, Brand Book
2017

Brought on by Rockaway-based sustainable performance Surf + Swimwear brand, Tuulikki NYC, to design and develop their e-commerce website, carrying through the distinct brand style and art direction. This project also included the design of a Brand Book to act as a Brand and Style Guide for future applications, partnerships, collaborations, and press. The company is no longer in operation. (*instagram.com/tuulikkinyc*)

2017
Rockaway, NY

TUULIKKI NYC

1. Art Direction

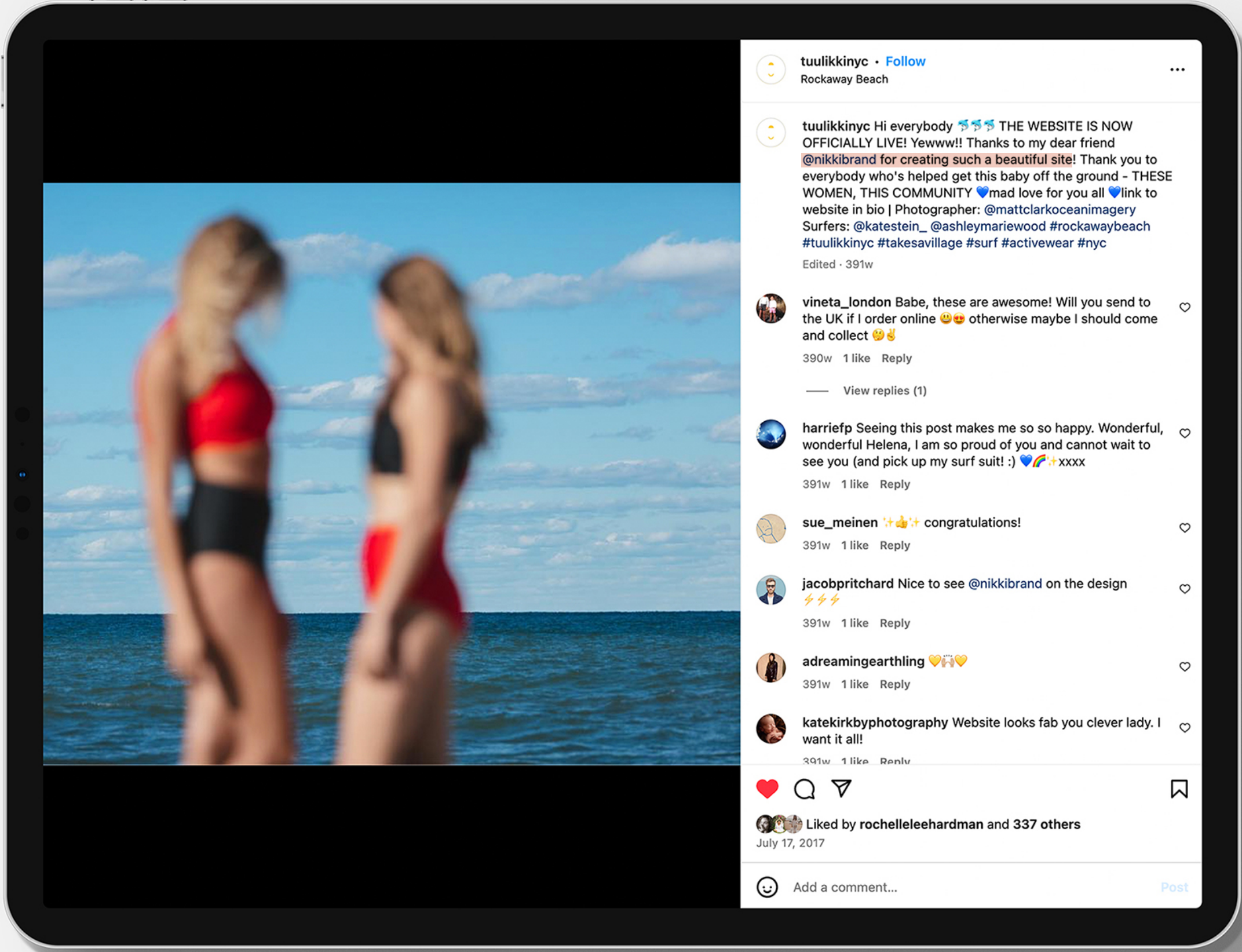
2. Website Design + Development

3. Brand Book Design

T U U L I K K I
N Y C

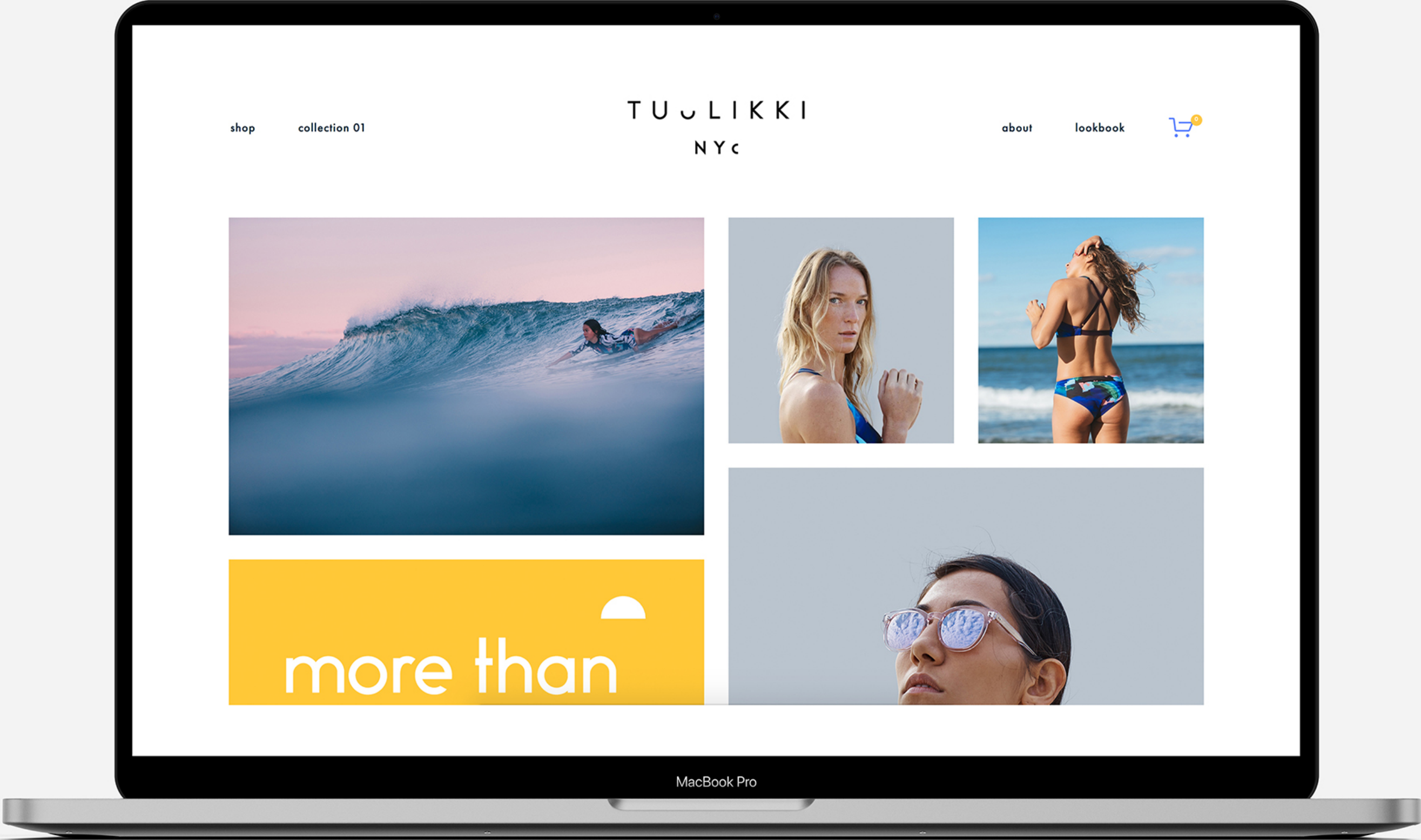
LOGO

Primary Logo + Icon Designed for Robert
Broadhurst's Website and Identity.



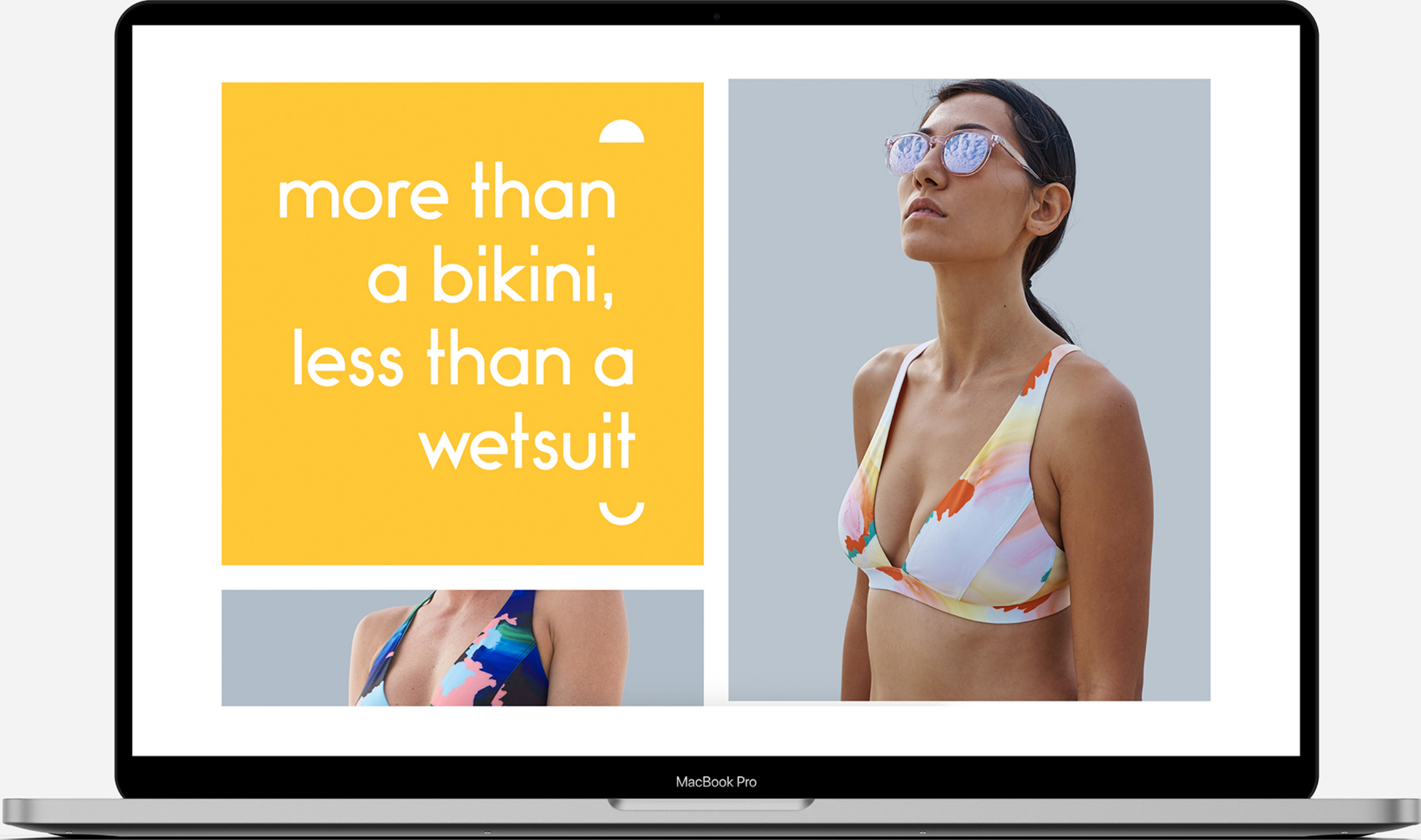
WEBSITE DESIGN

Website launch announcement on Tuulikki NYC's Instagram.



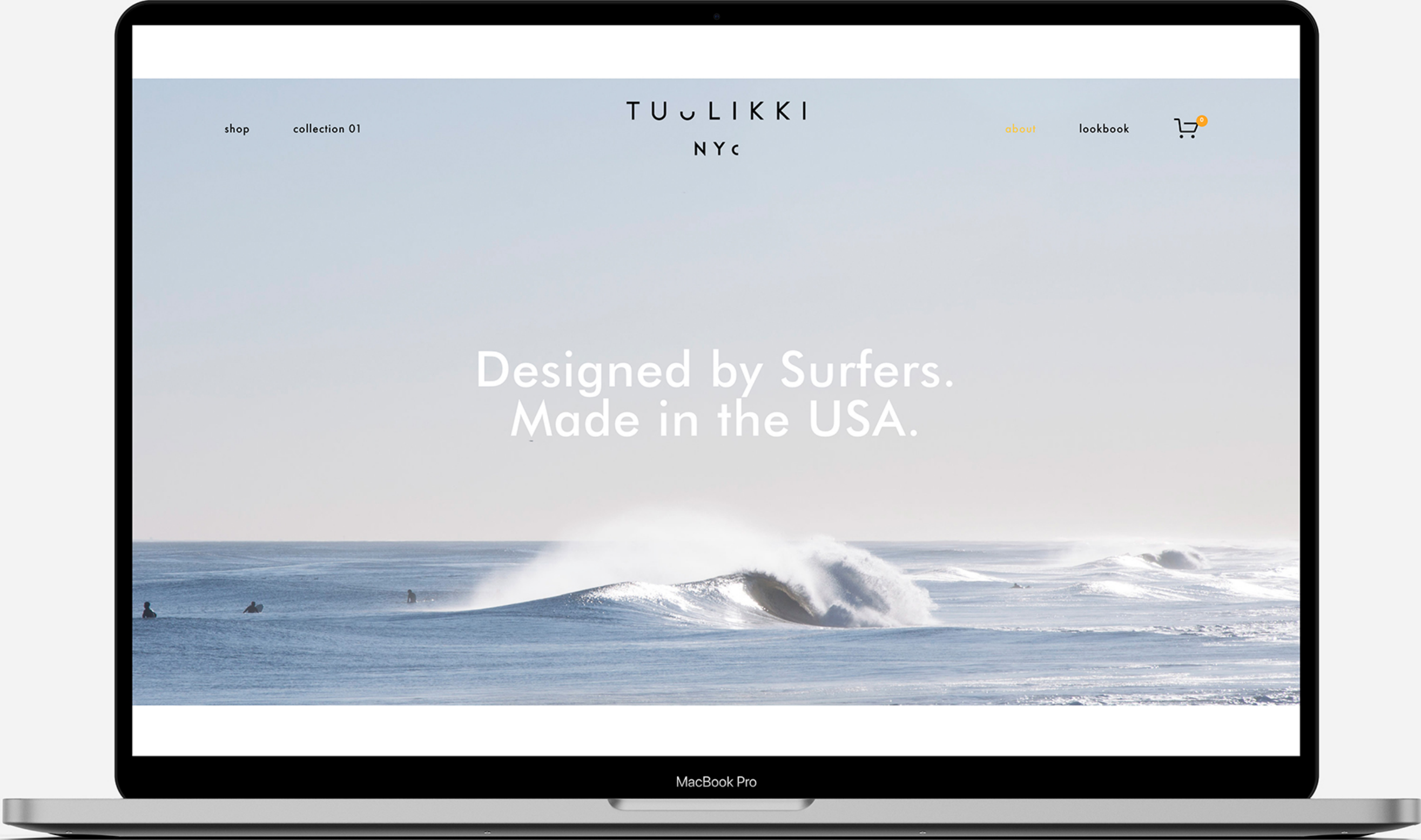
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



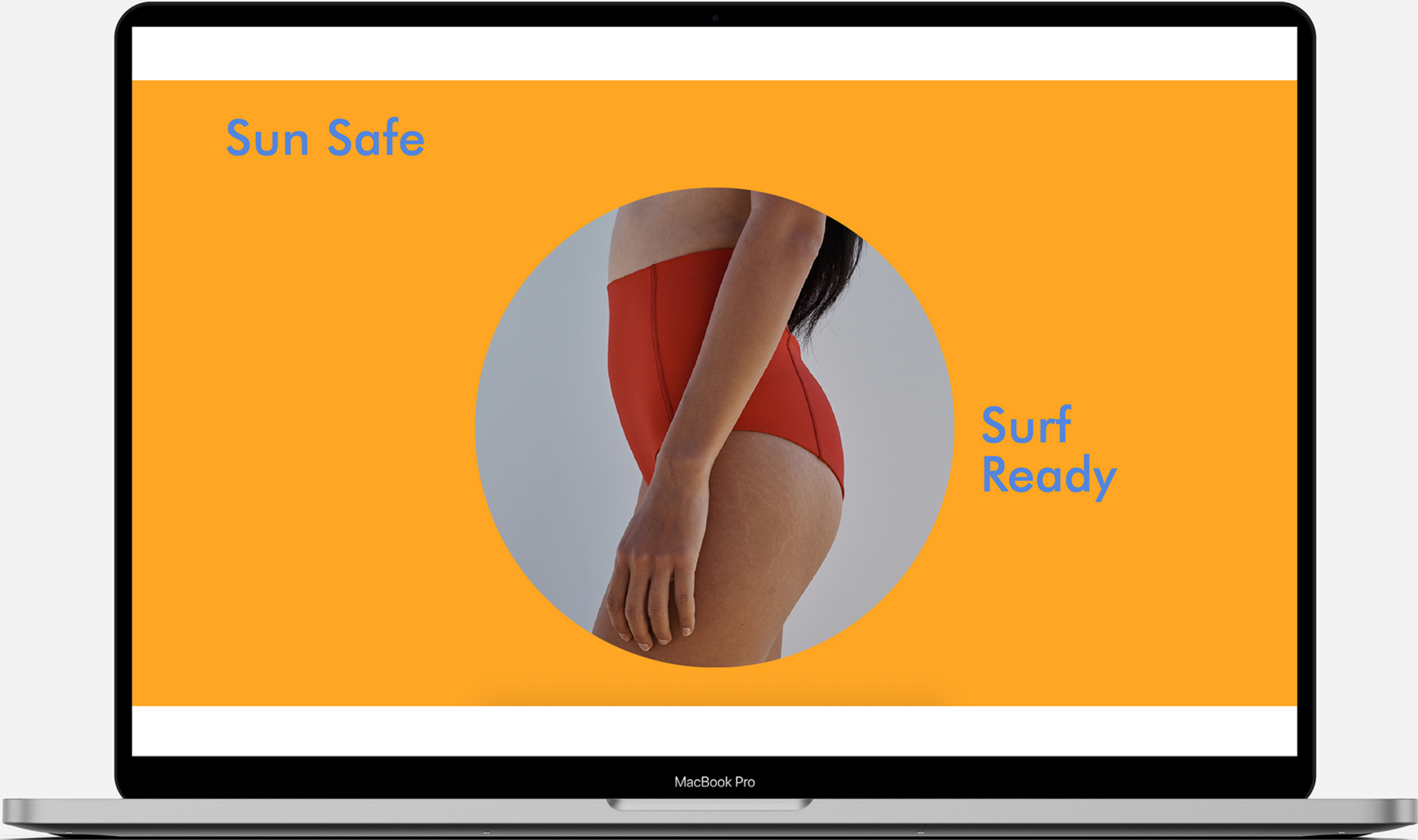
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



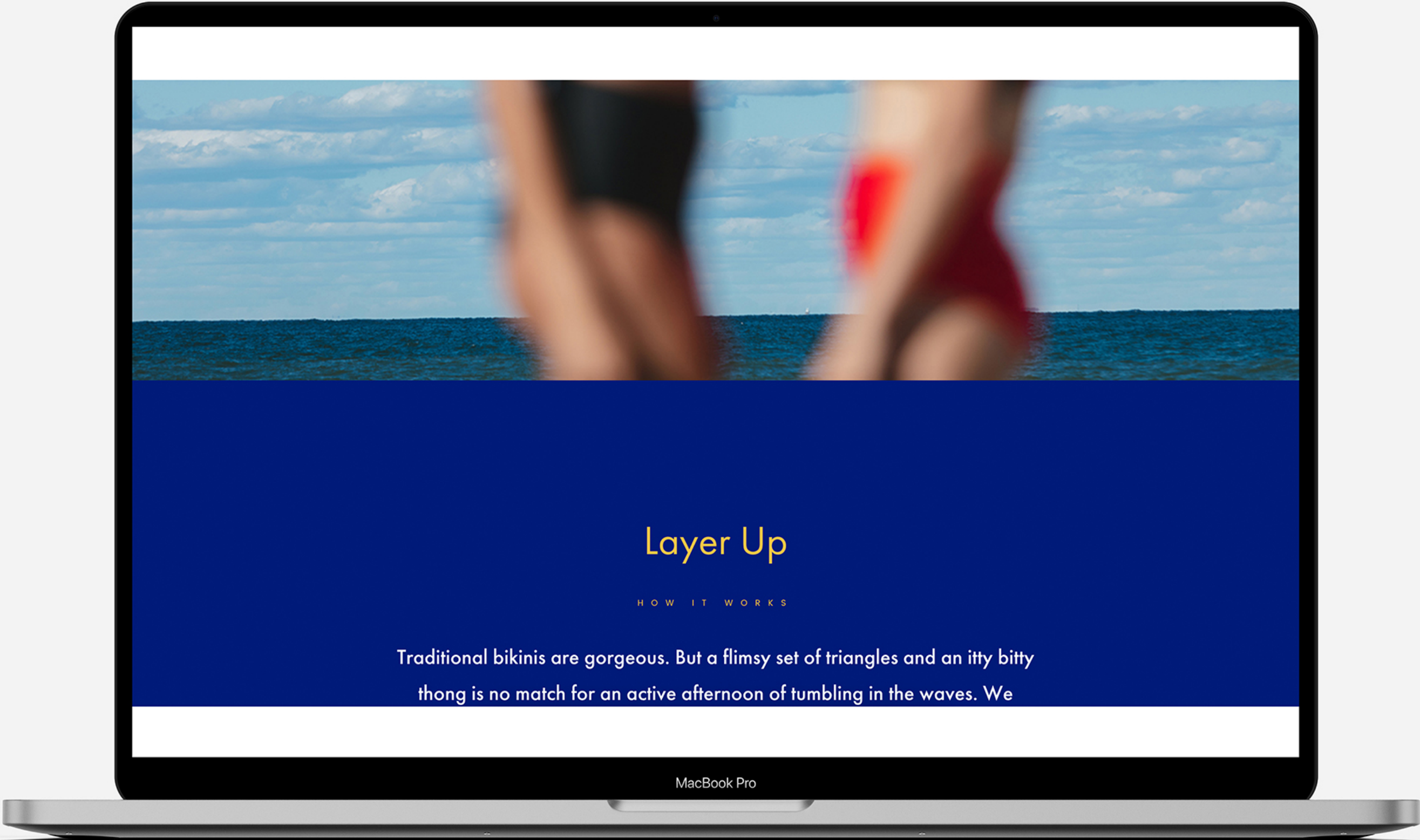
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



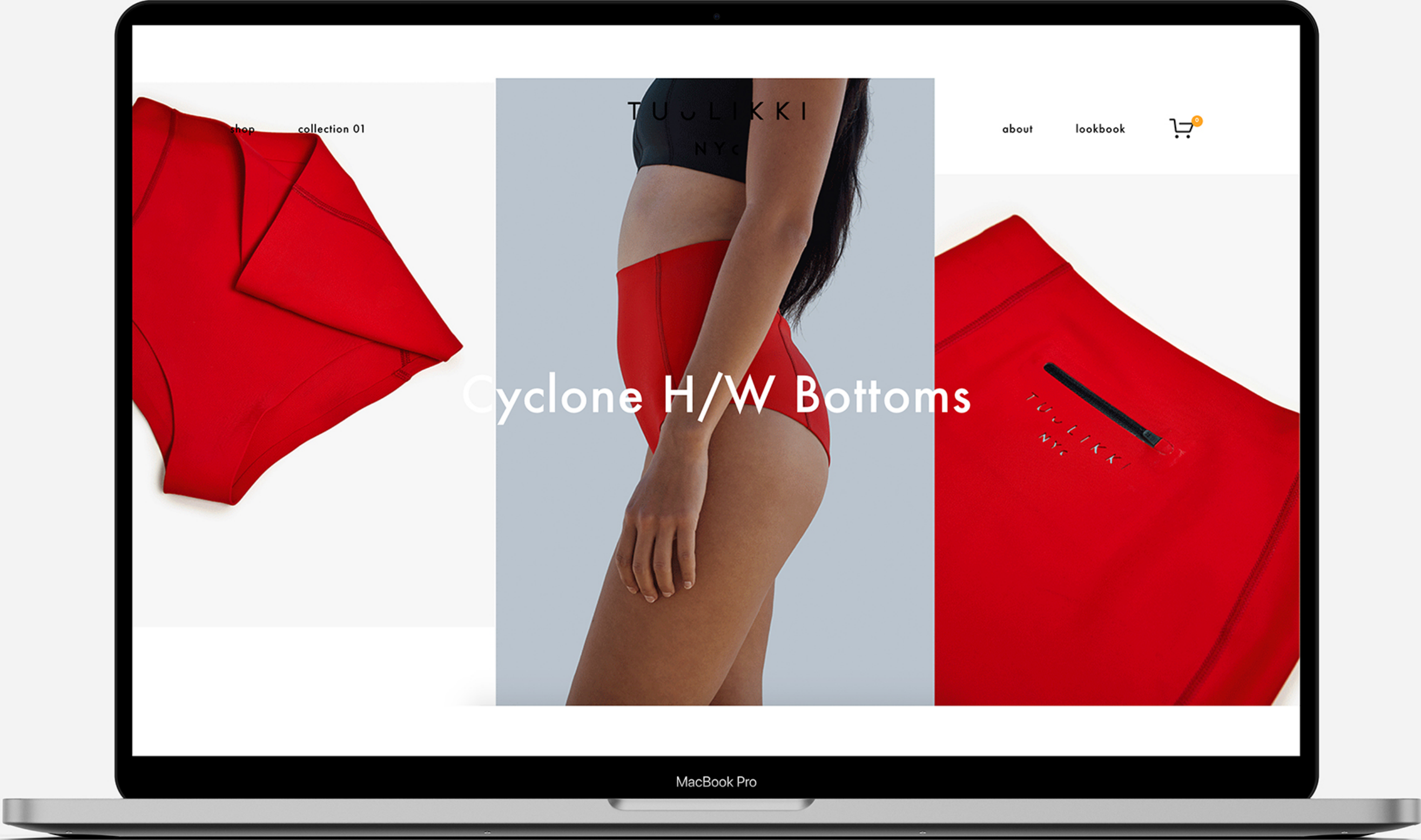
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



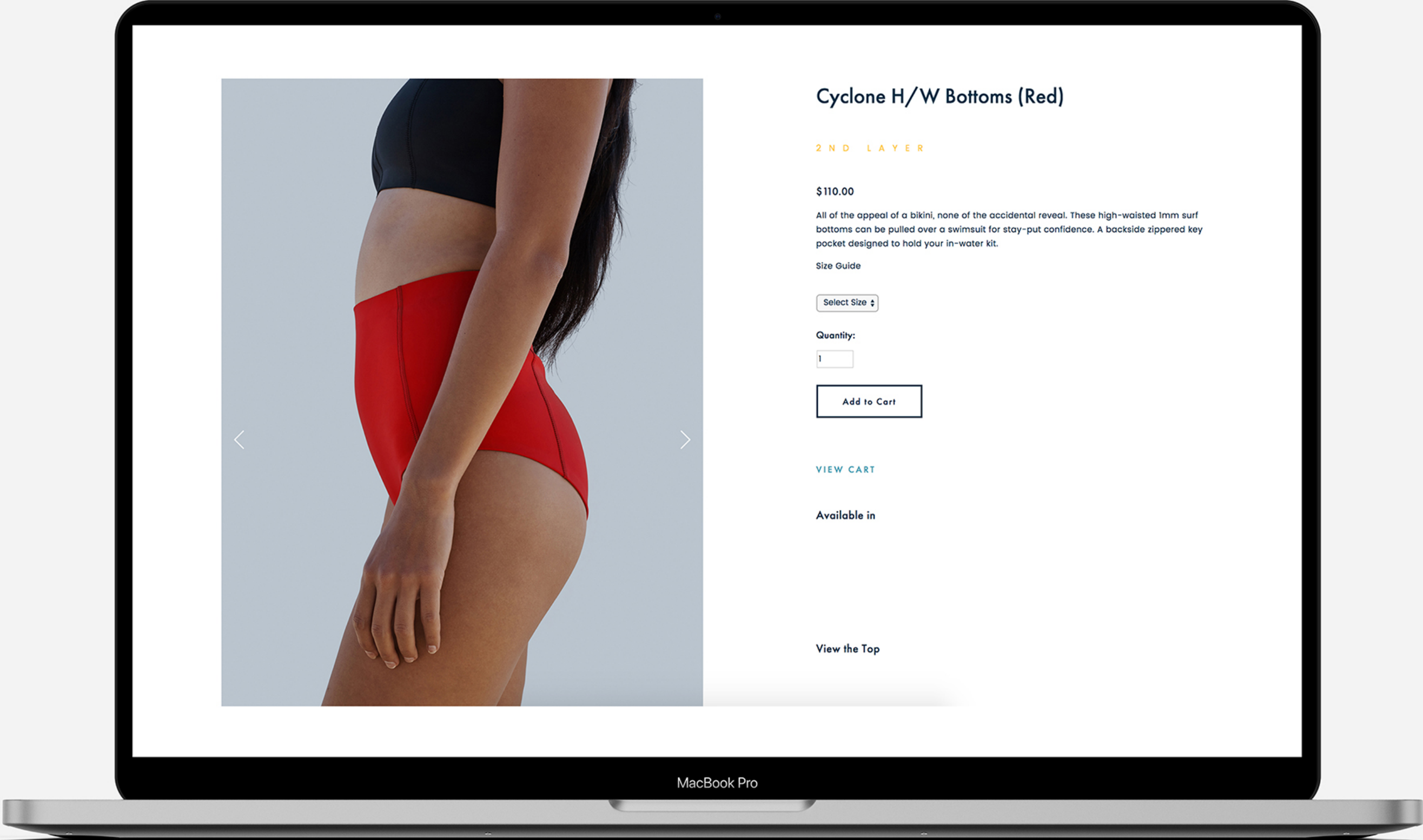
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



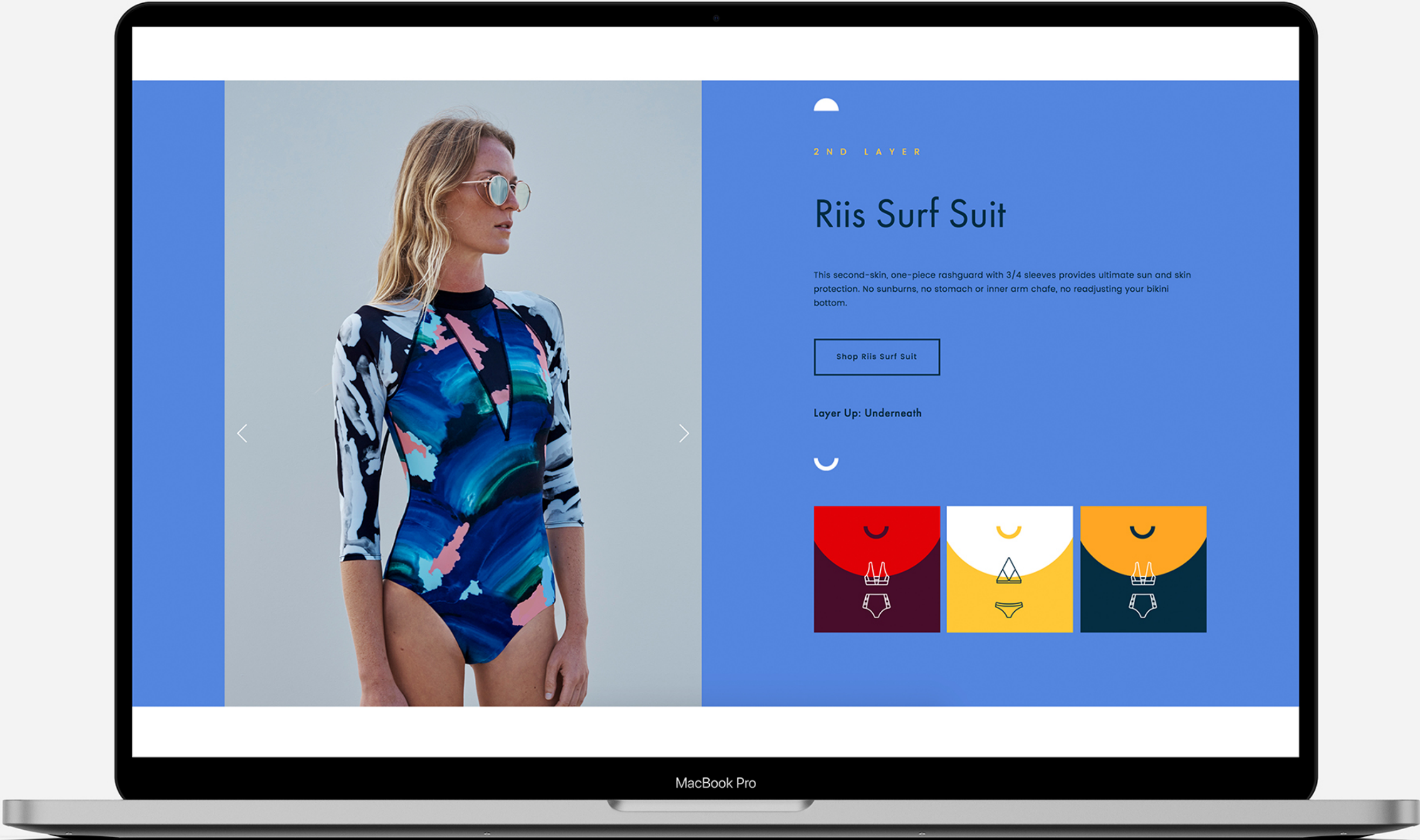
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



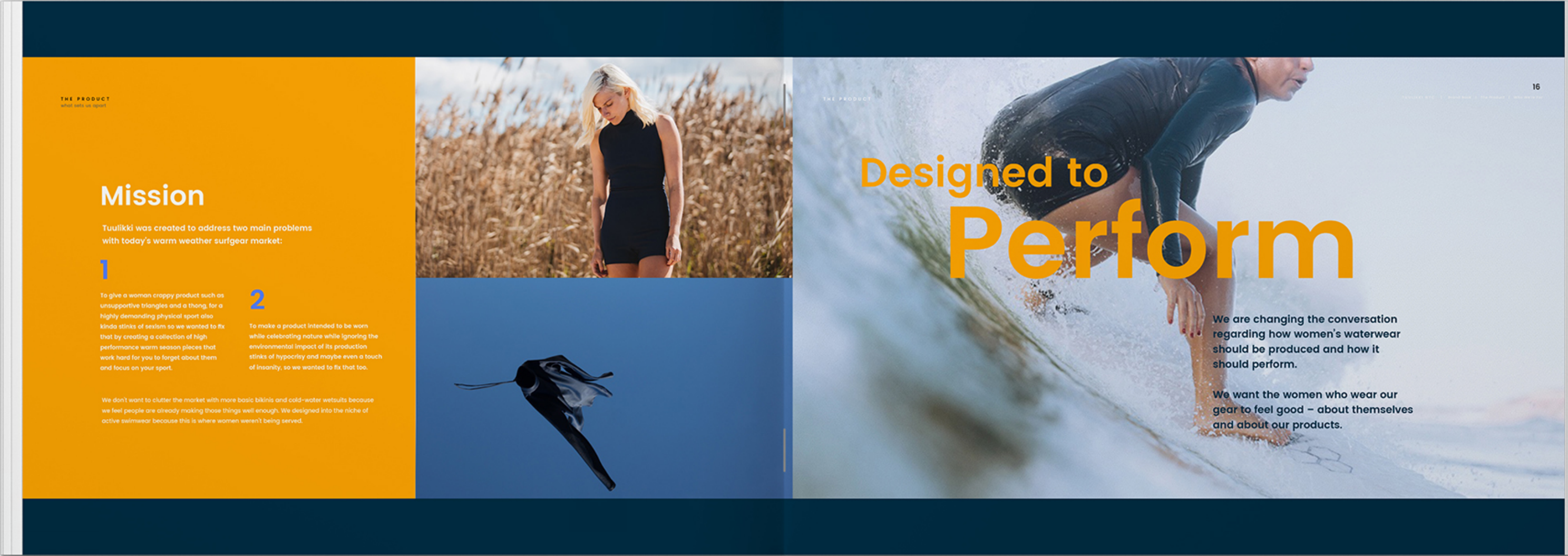
WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



WEBSITE DESIGN

Select pages of the Website designed for
Tuulikki NYC.



BRAND BOOK DESIGN

Select pages from the Brand Book designed to represent and guide the Tuulikki NYC brand.



BRAND BOOK DESIGN

Select pages from the Brand Book designed to represent and guide the Tuulikki NYC brand.



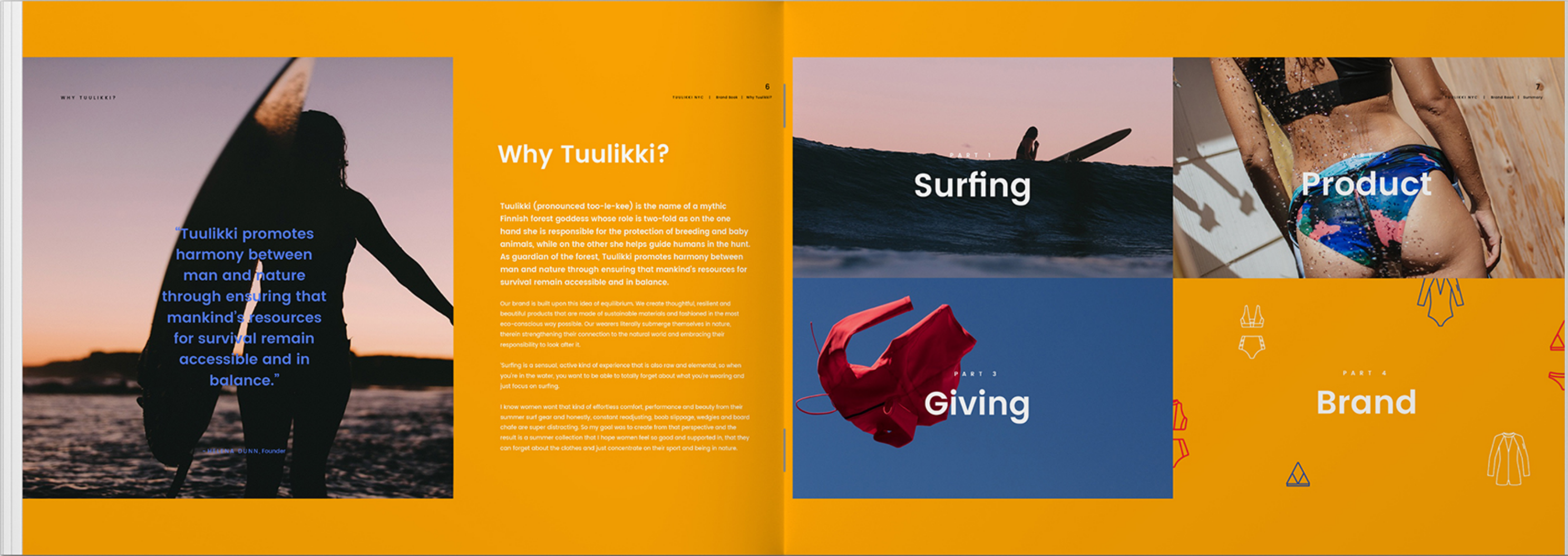
BRAND BOOK DESIGN

Select pages from the Brand Book designed to represent and guide the Tuulikki NYC brand.



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BRAND BOOK DESIGN

Select pages from the Brand Book designed to represent and guide the Tuulikki NYC brand.

2015 - 2016
Brooklyn, NY – Nashville, TN

URBAN COWBOY B&B

1. Brand

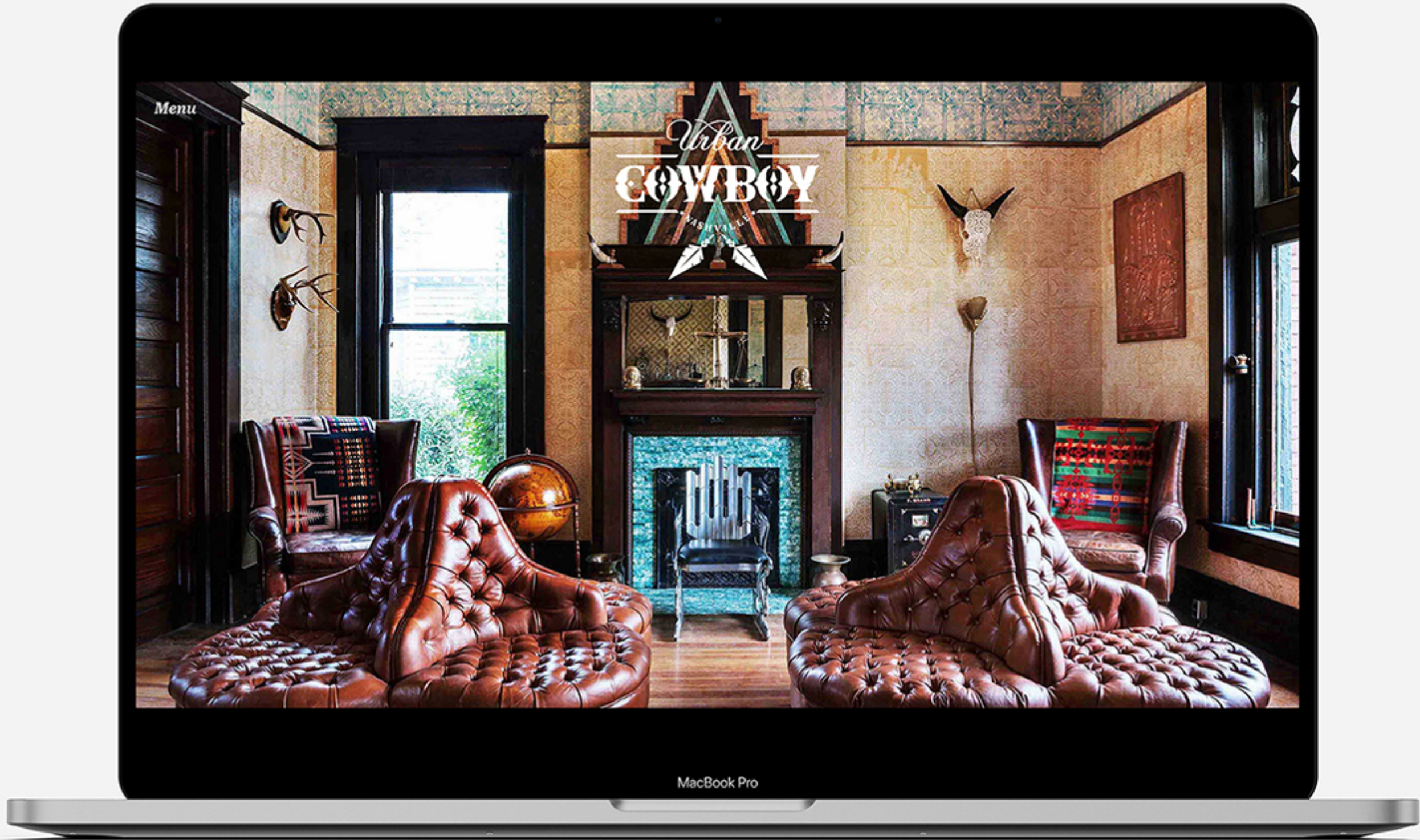
2. Photography

3. Website + UX Design



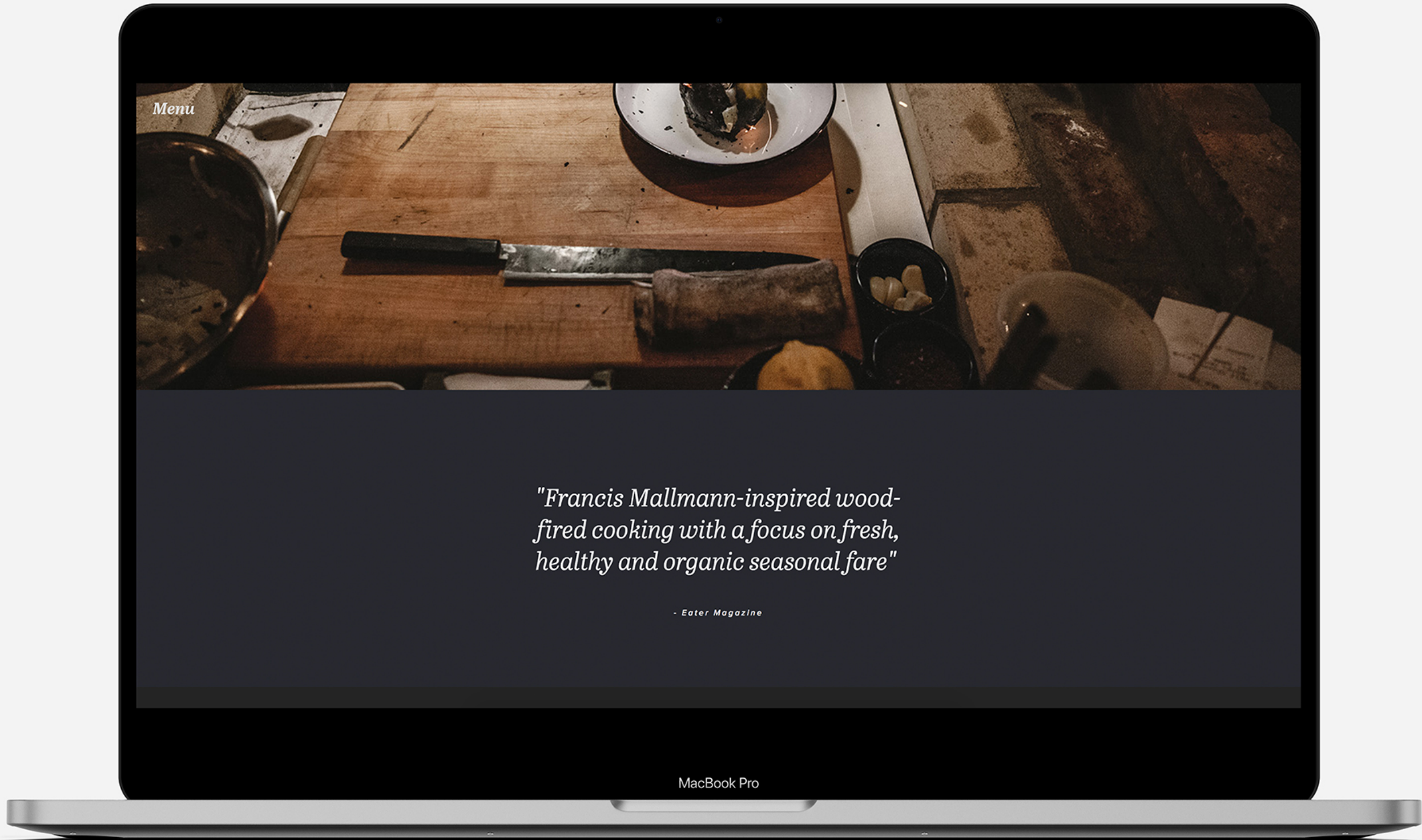
LOGO SET

Logos Designed for the Urban Cowboy B&B
properties, featuring a Custom Typeface
Designed for the "Cowboy" Wordmark.



WEBSITE DESIGN

Website Designed for the Urban Cowboy
B&B properties, with room booking and
informational functionality.



WEBSITE DESIGN

Website Designed for the Urban Cowboy B&B properties, with room booking and informational functionality.



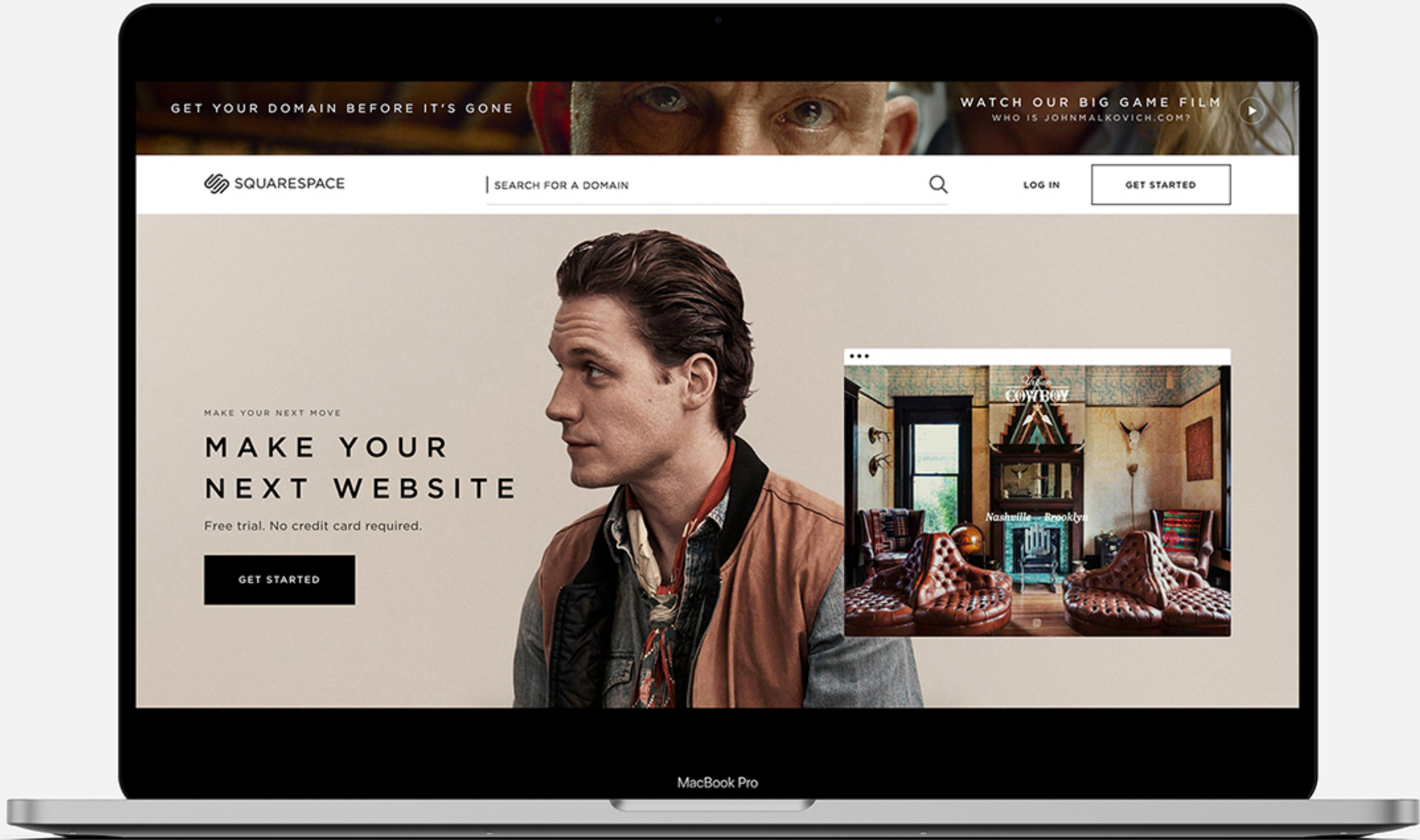
WEBSITE DESIGN

Website Designed for the Urban Cowboy
B&B properties, with room booking and
informational functionality.



WEBSITE DESIGN

Website Designed for the Urban Cowboy
B&B properties, with room booking and
informational functionality.



WEBSITE DESIGN

Urban Cowboy B&B Website (built on Squarespace) featured on the Squarespace home page.













Urban Cowboy Founder, Lyon Porter, for Stetson (right)



2017
Brooklyn, NY

ROBERT BROADHURST

1. Art Direction

2. Website Design + Development

▶ ROBERT BROADHURST

LOGO

Primary Logo + Icon Designed for Robert
Broadhurst's Website and Identity.

ROBERT BROADHURST
Art Director, Web Design
2017

Hired by New York City based Director and Videographer, Robert Broadhurst (Adidas, Armani, Alexander Wang) to design a Website and UX showcasing and aligning with his Award-Winning, best-in-class Portfolio of projects and clients. (*robertdirects.com*)



WEBSITE DESIGN





2019
Los Angeles, CA

PLATFORM

1. Art Direction

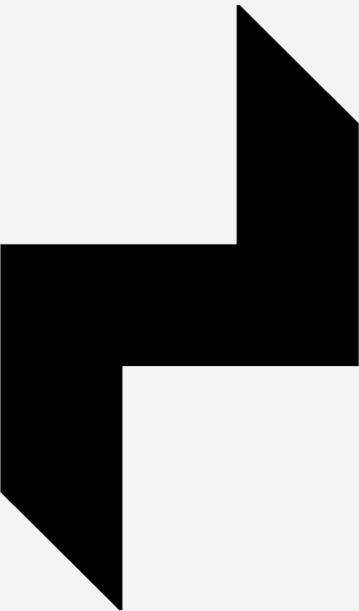
2. Corporate Identity Design

3. UX Design

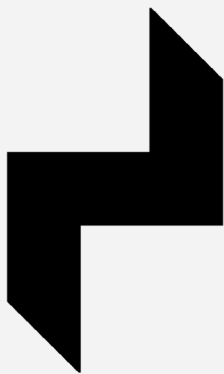


PRIMARY LOGO

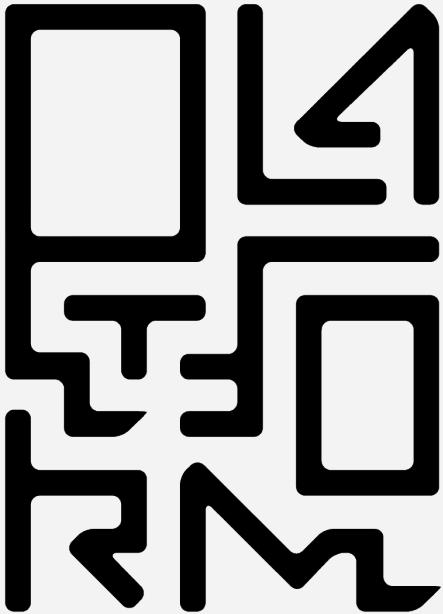
Logo + Brand Mark Redesign for Platform.



LOGO SET
Primary Logo (above).
Brand Mark (right).



PLATFORM





BRAND BOOK + STYLE GUIDE

Platform is

OPTIMISTIC + INSPIRING


HONEST + INCLUSIVE

CONNECTING + ENCOURAGING

LAYERED + ORIGINAL

INSTINCTIVE + INNOVATIVE

FRESH + FEARLESS



iThe place to discover what's next.


iiA destination for fashion, beauty, design, food, art, and music.

iiiiiIncubating young, fresh brands so they can grow, reach, and fulfill their potential.

ivThe dream creative neighborhood anchored by brick-and-mortar stalwarts and ever evolving takes on fashion, beauty, design, food, art, and music.


vA space for LA and the world to get inspired, get involved, and shape the future.

Brand Pillars




Unadulterated Creation

Necessity is the mother of invention, and passion makes beauty possible. We stand behind fearless and thoughtful creators.




Unwavering Taste

Every brand and person at PLATFORM is carefully considered; catapulting innovative up-and-coming businesses on to equal footing with established companies like Reformation, Sweetgreen, and Aesop. Once inside the PLATFORM family, brands gain access to an ever-growing network of leading creatives and business owners.




Incubation

PLATFORM brands are chosen not for what they are, but for what they can become. We operate as a risk-free launching pad for young companies to grow, innovate, experiment, pivot, fail, and succeed.




Collaboration

The proximity and diversity of PLATFORM's brands are more than consumer conveniences, they're an opportunity for our collection of talent to work together to form new, unexpected projects and explore uncharted territory.



Community Focus

A meeting point for Angelenos, PLATFORM is a destination for taste-defining food, on-the-rise designers, bar-setting beauty, and a global perspective on where culture is heading next. A range of price points, a community park, art installations, and event pop ups engage and serve every demographic.



First to Market

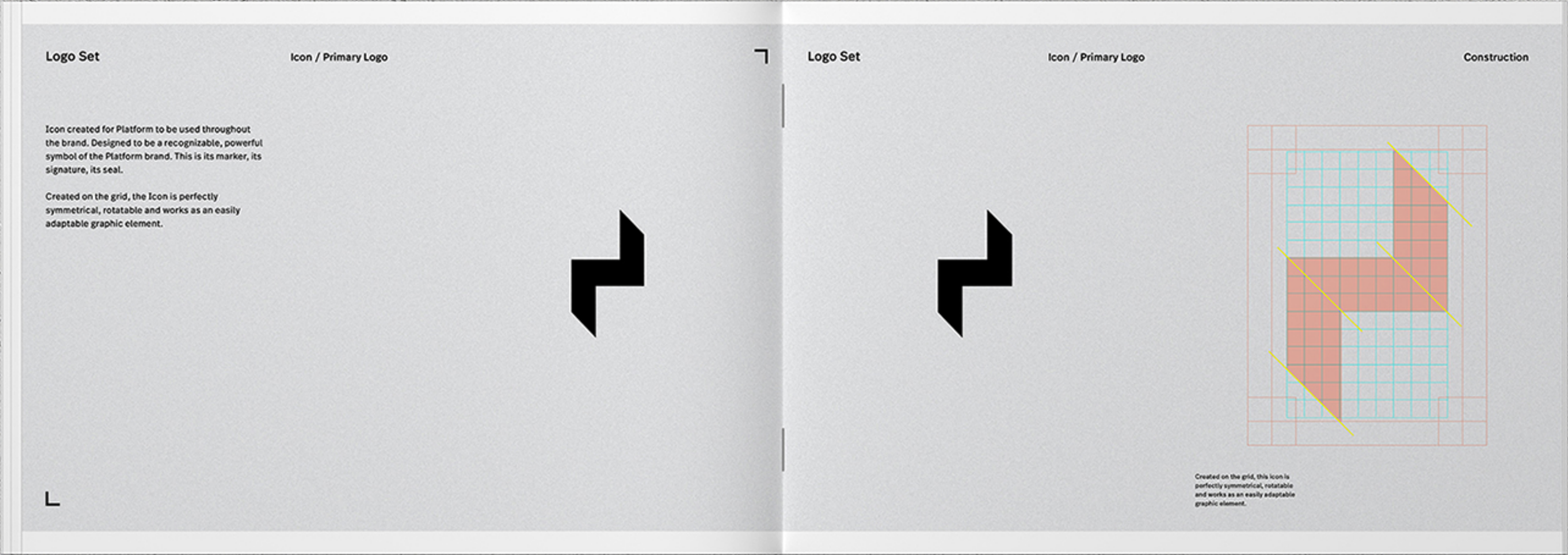
Standout and stand alone, PLATFORM sets itself apart with an ever-changing roster of tenants and experiences exclusive to Los Angeles, commanding in-person foot traffic and encouraging social content.

BRAND BOOK + STYLE GUIDE

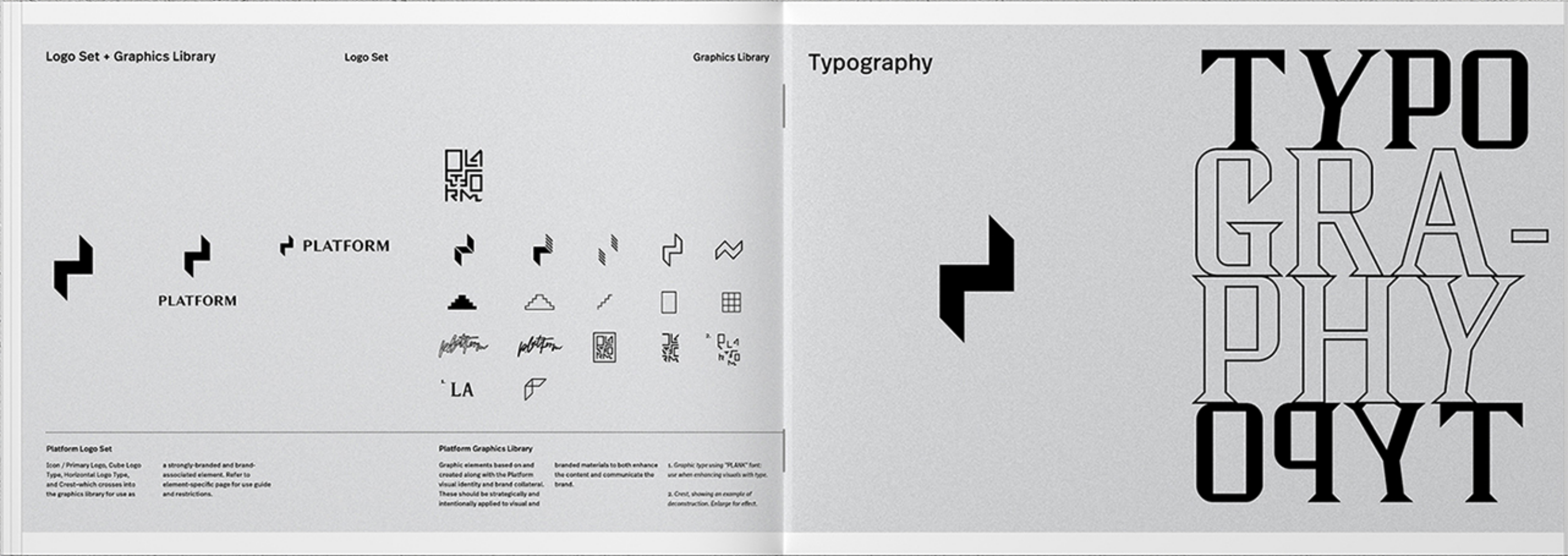
BN

















Stationary,
Digital Media +
The Grid



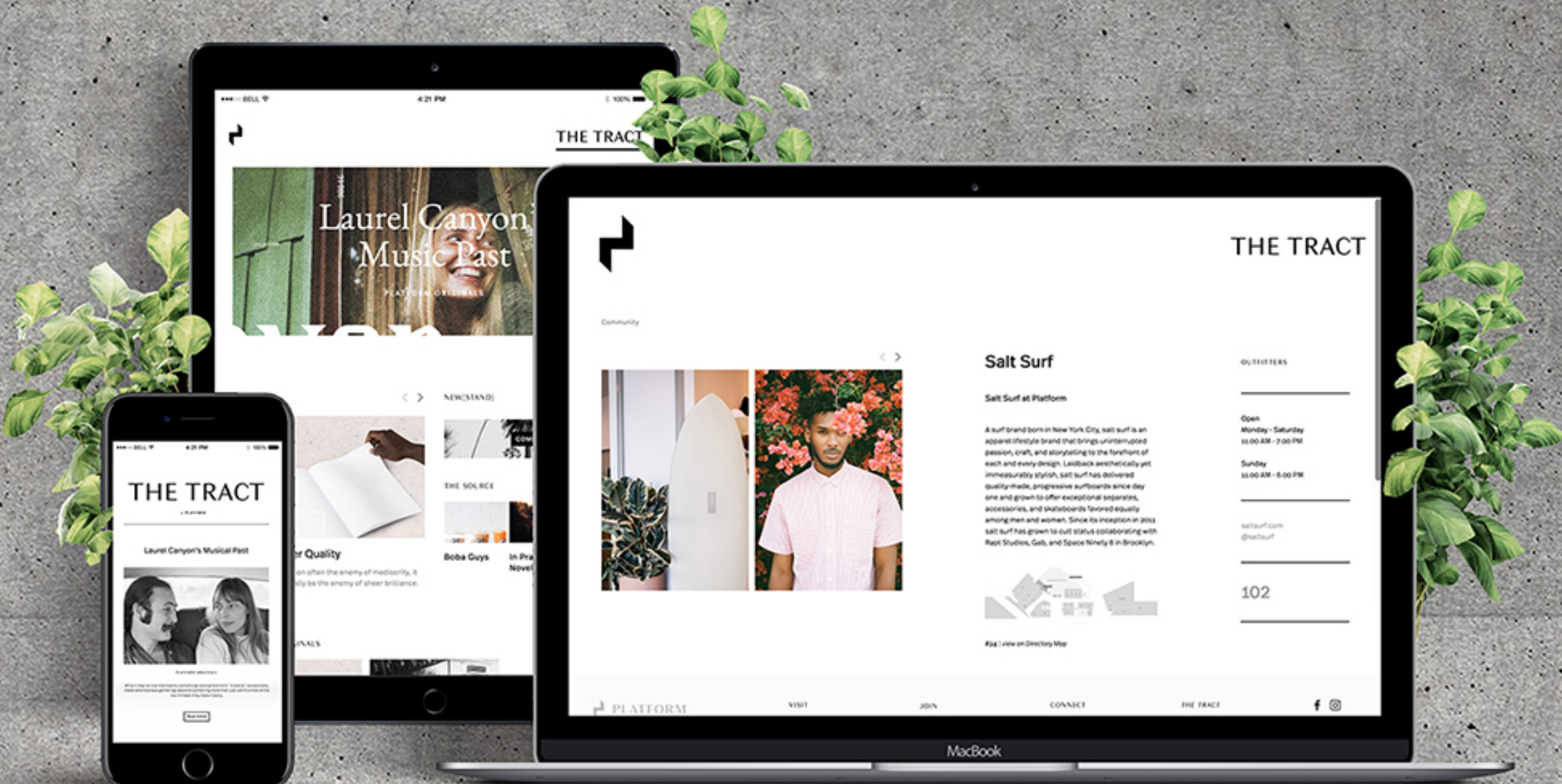
APPLI CATION S

Brand Stationery

The brand stationery had been created to accommodate a flexible color palette and fluid approach to treatments and aesthetics.

This layout shows a collections of stationary with the brand's identity integrated. With this, the Icon takes precedence.





2019
Los Angeles, CA

RUNYON GROUP

1. Art Direction

2. Editorial Design

3. Infographic Design + Illustration

RUNYON









4

ITALIAN DELI

The classic American neighborhood staple, an old-school Italian deli, renewed with a new kid on the block energy

RUNYON HOSPITALITY ITALIAN DELI Concept Overview

People love Italian delis and are often in a faithful, committed relationship with "their own" deli, having frequented them for years.

- The concept clearly works and is profitable, but there has been no widespread modernization of the classic Italian deli. Why has no one taken this concept and really made it their own?
- Italian herbs on your lunch break, sandwiches with chips for your kids before you go to the park, groceries on the way home from work...
- A neighborhood's Italian deli is truly an all-encompassing destination. It blends all socioeconomic levels of consumers and every neighborhood wants it.
- Classic Italian delis are so common on the East Coast but not as common in the Midwest and more central suburbs.

'there has been no widespread modernization of the classic Italian deli'



- The Italian deli offers classic Italian sandwiches, a small selection of fine prepared foods, a wide range of artisanal Italian-based grocery options, and most importantly, honest accounts. There is no reinventing the wheel.
- Runyon's modernized take on the Italian deli is youthful, fun, punchy, and "cool like that." Hip hop music plays in the background and the decor / interior plays with iconography and kitsch.

Competitive Advantages

1. Cheap product / low cost of goods sold (meats, deli meats, etc.)
2. Long shelf lives of grocery items
3. Reproducibility: any non-specialty, mass-produced item can easily be hired and trained for the job







2017
New York, NY

CHANDELIER CREATIVE

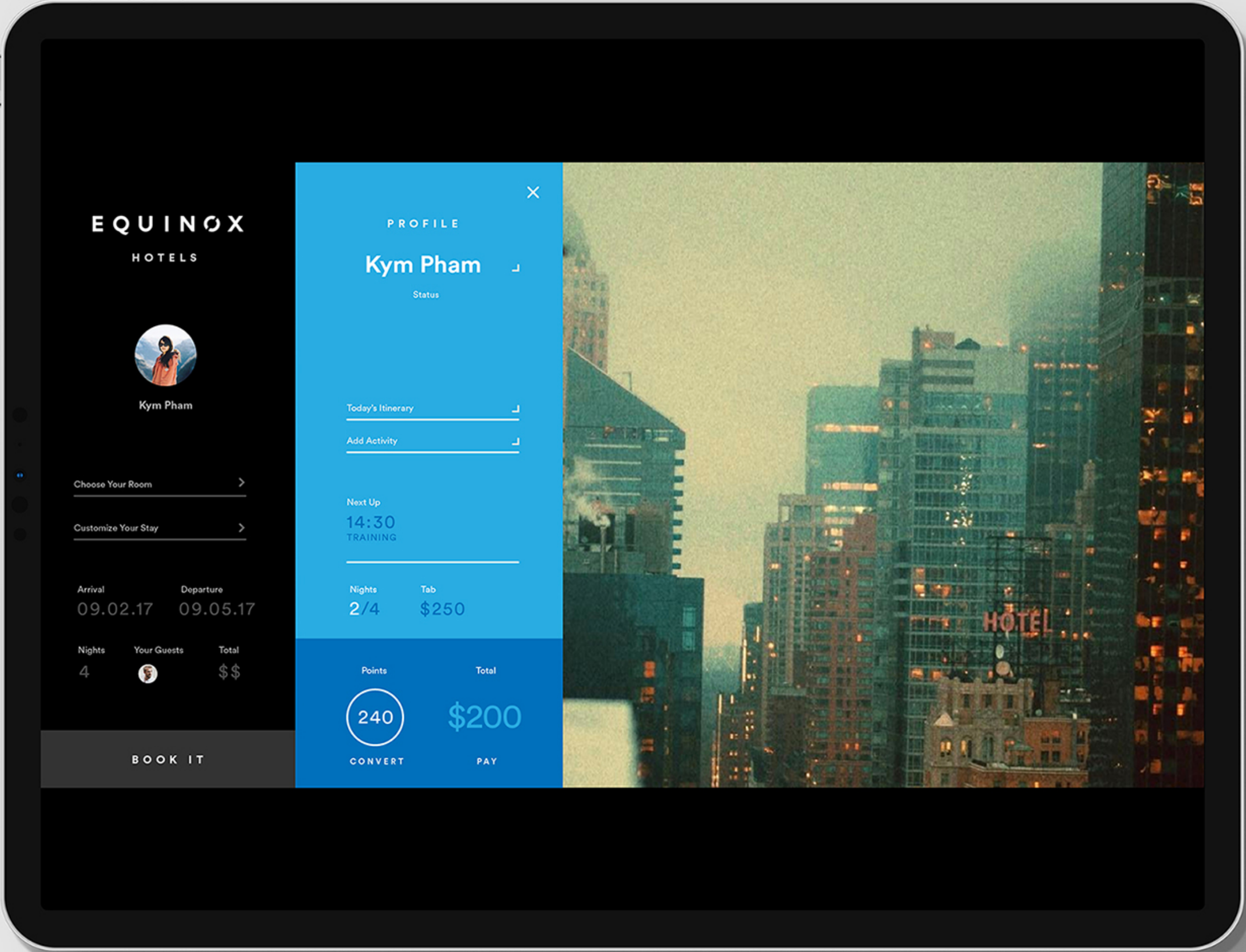
1. Design

2. Creative Consulting

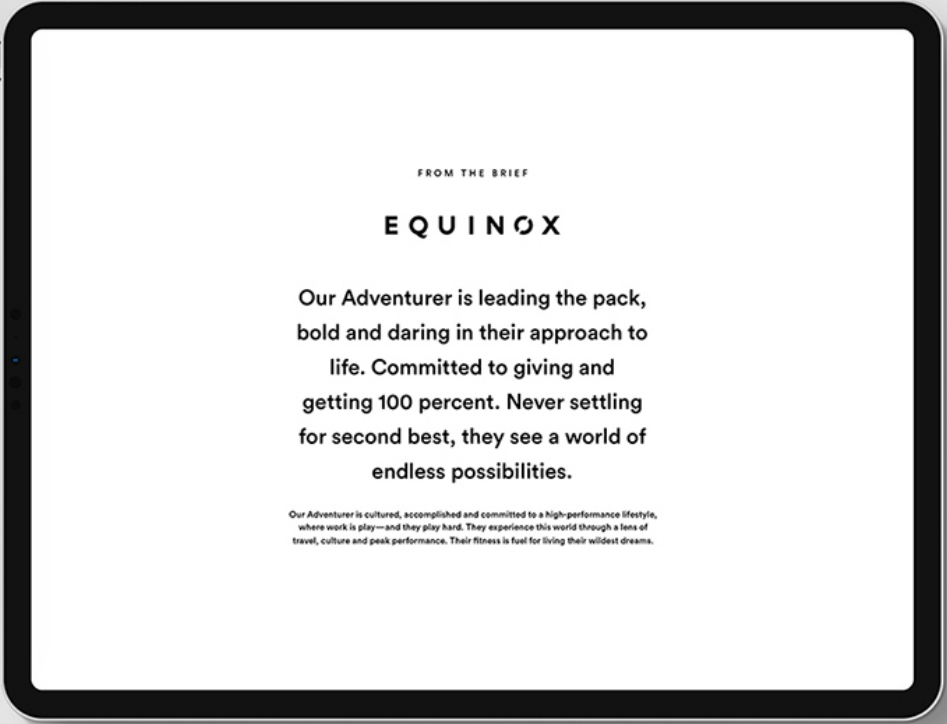
EQUINOX
HOTELS

FOR

Chandelier



EQUINOX HOTELS PITCH



EQUINOX HOTELS PITCH

VISION FOR EQUINOX HOTELS

An innovative & futurastic look
at how technology can make
the booking process and
experience seamless & more
user-friendly.

BOOKING // THE LANDSCAPE

Booking Systems

A closer look at current booking systems and booking experiences (details, airlines, personal services), to establish their flow, weak spots and problems and using those to find a better solution for a more personal, integrated and user-friendly guest experience.

Problems	Solutions
<ul style="list-style-type: none">Not putting the user first / impersonalOverly complicated & bad UX / UI designsUnintegrated booking platforms across techNo transparency<ul style="list-style-type: none">Fees & hidden costsHotel / booking policies, payment methods, check-in/out timesToo many stepsAlienating designNo follow through	<ul style="list-style-type: none">Putting the user first - customizing the booking experience by making it about the userBetter / simplified UX / UI designCross-platform / media integrationAbsolute transparency throughout the booking process & carry-throughToo many stepsBeautiful & functional designTechnology that allows the booking process to carry-through to the user's stay & hotel experience

BOOKING // OBJECTIVES

KEY AREAS OF FOCUS

Experience

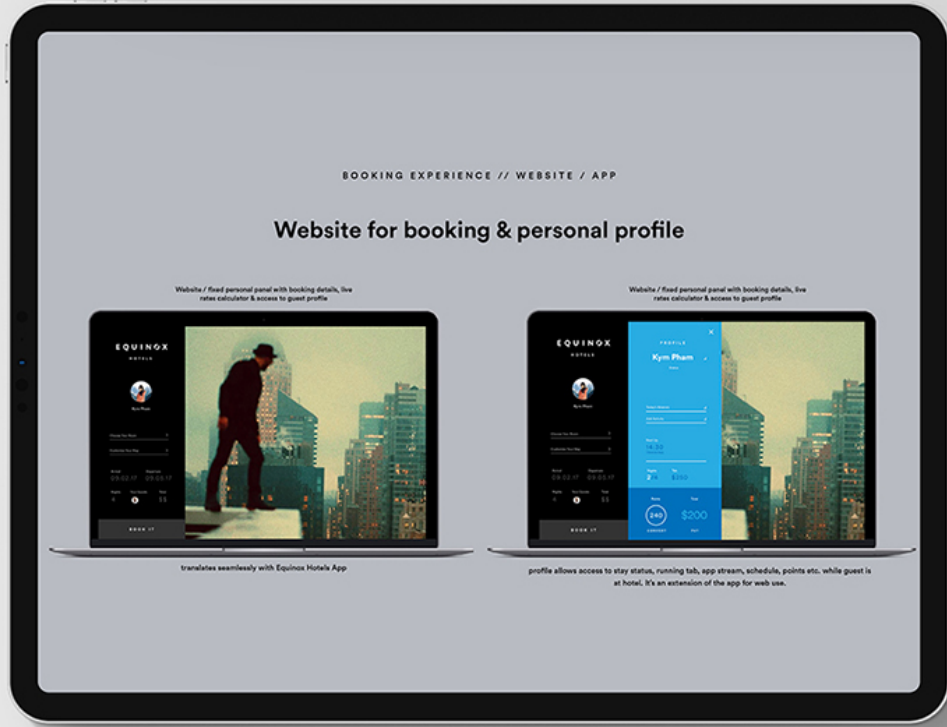
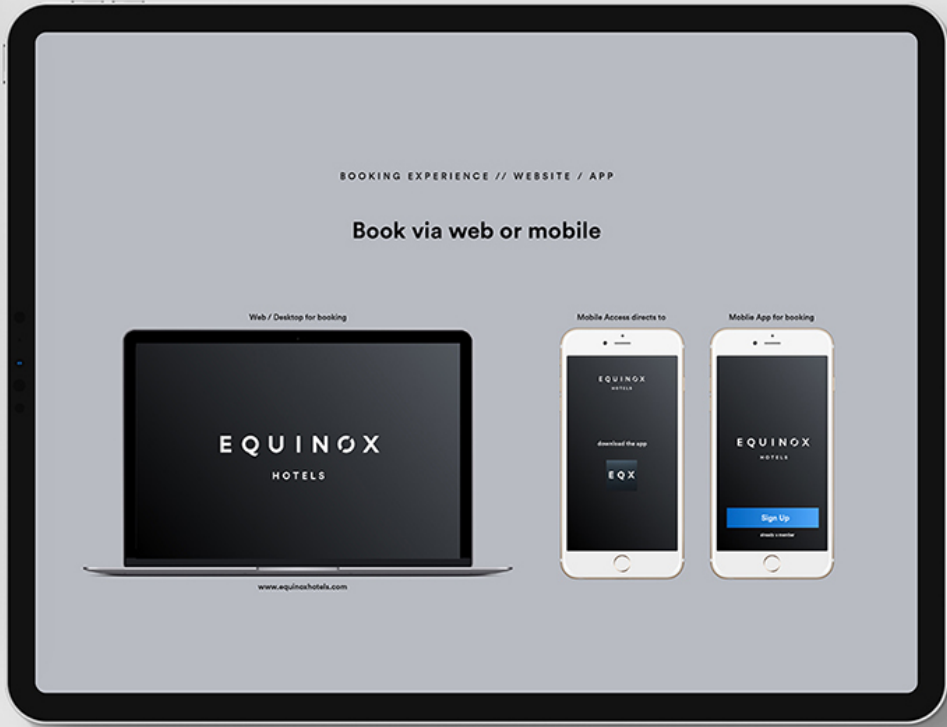
Personalized Integrated User-Friendly

Technology
+
UX / UI Design

Experience

Create a booking and guest experience that is **personalized, integrated / seamless, and user-friendly** by using technology and UX / UI design in innovative ways

Personalized	Integrated	User-Friendly
<p>A PERSONAL GUEST PROFILE</p> <p>Equinox Hotels booking and experience is all about the guest - catering the entire process and stay toward the guest's preferences and profile. From booking to paying to checking-in, sleeping in, working out, eating out, and checking out, it's all about the guest, based on their profile.</p> <p>Most hotel bookings are impersonal, complicated and alienating to users. This system is designed to know and assist the guest from the get-go.</p>	<p>A SEAMLESS EXPERIENCE</p> <p>From booking online, and customizing the stay to creating and using their personal guest profile on the Equinox Hotels App and Website, guests' user-experience will be integrated and seamless across all digital platforms, hotel experiences (digital and in-person) and other services.</p> <p>Only Equinox Hotel's technology will be needed for the guest's experience, from booking to checking in to scheduling activities to keeping track of account / tabs. Everything is in one place.</p>	<p>FLAWLESS USEABILITY</p> <p>With functional, clever, and simple UX and UI design and intentional messaging / language, the booking process will make the user feel at ease and cater to their need as a guest looking to book a simple stay or special customized experience. Personalizing the user is at the forefront and is made user-friendly using the right design and technologies. Guests having their own profile means their booking and everything related is in one place.</p> <p>This will also make room for complete transparency during booking and stay from fees, extras, policies, payment etc. No surprises, it's all right there.</p>
Technology + UX/UI Design	Technology + UX/UI Design	Technology + UX/UI Design



EQUINOX HOTELS PITCH

NOT BAD AGENCY
Owner, Creative Director
2020 - Current

- 1. HI.TI HAUS
- 2. SUPER NATURAL SUPPLY

A Los Angeles-based Brand-focused Creative Agency; Not Bad was founded as a space and platform to collaborate with my growing network of top-tier creatives helmed by a vision to extend creative reach to projects that demand a tailored and dedicated approach. *(notbad-agency.com)*

2020 - Current
Los Angeles, CA

NOT BAD AGENCY

1. Art Direction

2. Creative Direction

3. Creative Consulting

NOT BAD AGENCY
Owner, Creative Director
2020 - Current

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- 2. **SUPER NATURAL SUPPLY**

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NotBad
AGENCY

LOS ANGELES 90291

NOT BAD AGENCY
Owner, Creative Director
2020 - Current

HI.TI HAUS
Founder, Creative Director // Branding, Art Direction, Design, Photography.
Founded in 2020, hi.ti. Haus was a Nootropics company offering plant-powered supplements in the consumer packaged goods arena, targeting the then-emerging wellness and alcohol-alternative industries in the United States. The flagship product was plant-based adaptogenic, prosocial capsules.

hi.tihaus

PRIMARY LOGO



PRODUCT GRAPHIC + PHOTOGRAPHY

Flagship Product Graphic for Packaging, CPG Materials, and Media.
Product Photography (Kanna Capsules).

NOT BAD AGENCY
Owner, Creative Director
2020 - Current

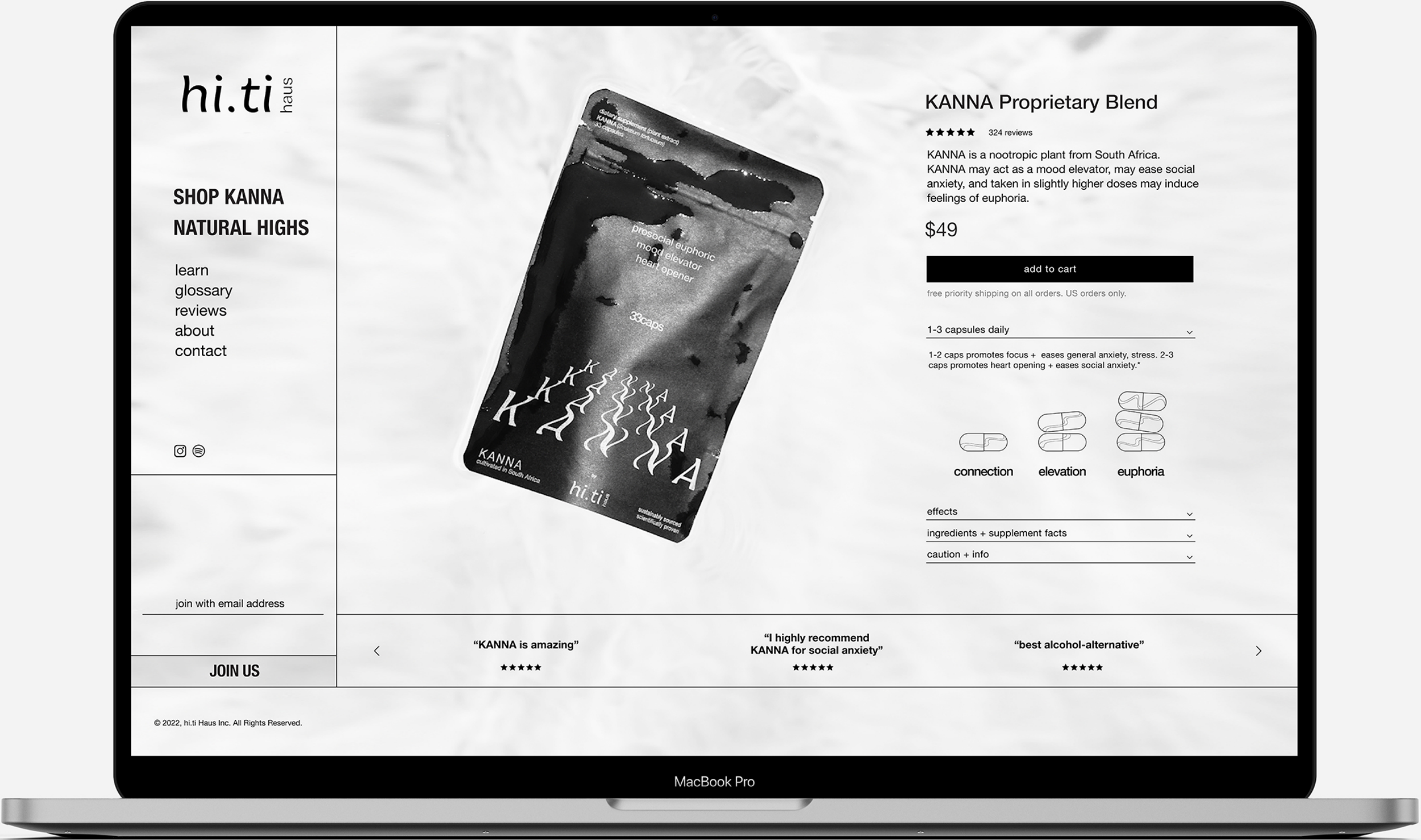
HI.TI HAUS
Founder, Creative Director



hover + horizontal scroll to view

PRODUCT PACKAGING

Re-sealable, biodegradable standup pouch.











BRAND LIFESYLE PHOTOGRAPHY



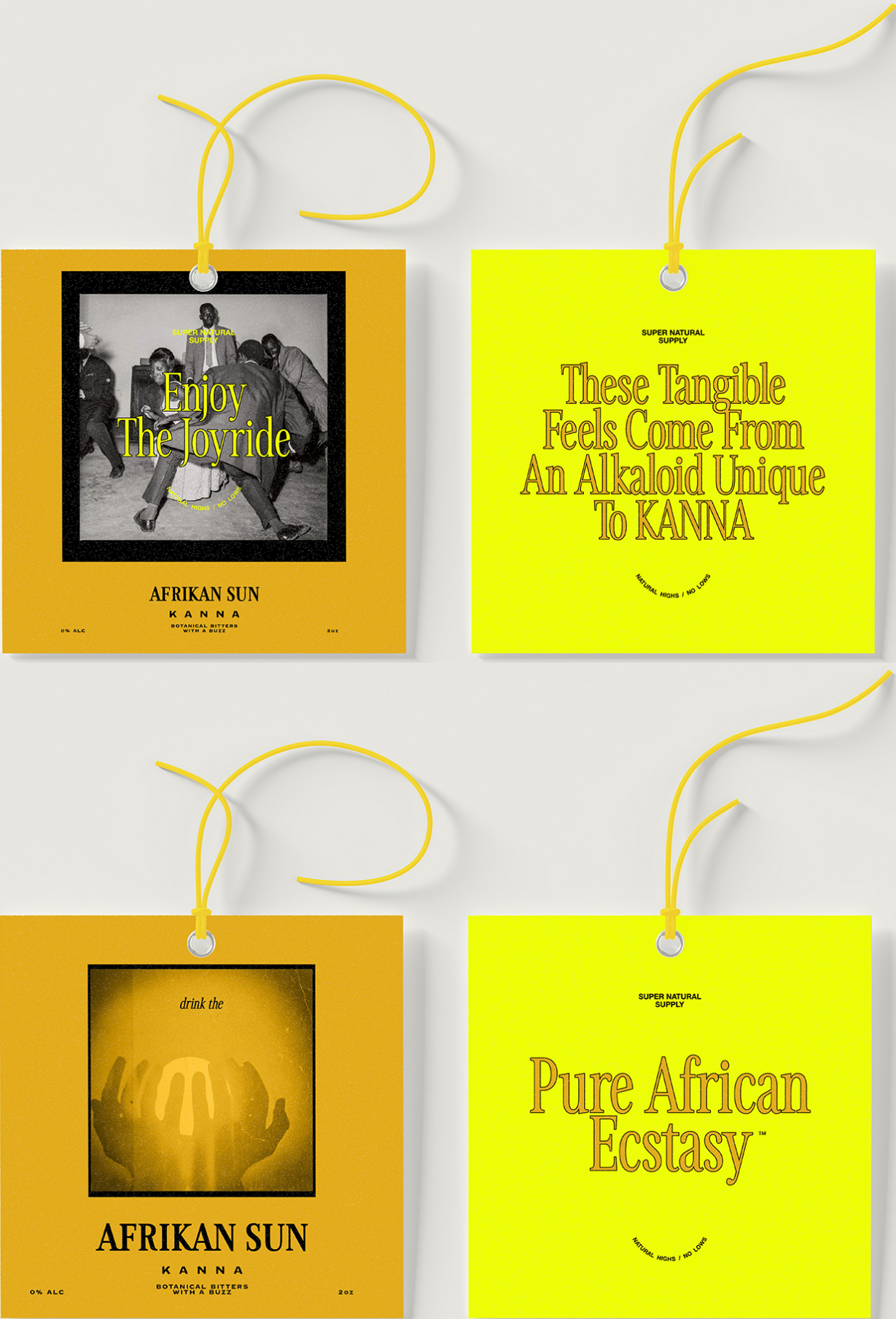
NOT BAD AGENCY
Owner, Creative Director
Current

SUPER NATURAL SUPPLY
Founder, Creative Director // Branding, Art Direction, Design, Photography, Formulation.
Super Natural Supply was founded as a platform and brand to house innovative, exciting, and functional high-end products in the wellness, non-alcoholic consumables, and nootropics supplement space. Super Natural Supply's launch product, *Afrikan Sun*, is a non-alcoholic botanical bitters infused with Kanna, offering consumers a novel, healthy, natural, and safe way to feel a 'buzz' and socially connected without the negative consequences of conventional drugs or alcohol.

**SUPER NATURAL
SUPPLY**

LOGO + PRODUCT BRANDING
Primary Logo (above).
Product Branding + CPG Label (right).





PRODUCT TAGS

Branded Tags for Afrikan Sun Bitters Bottle (above).
Advert Design for Afrikan Sun (right).



THAT’S A WRAP!

NIKKI BRAND

Art Director

PORTFOLIO ‘25