

hi

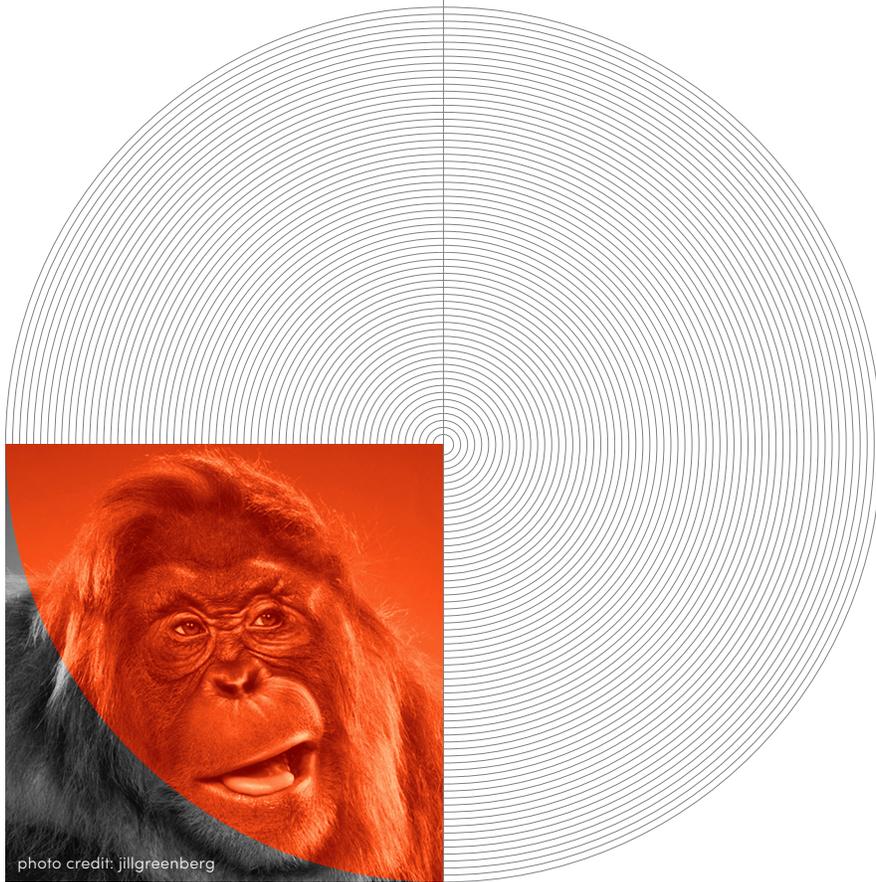


photo credit: jillgreenberg

Design
Simian

Made in
Russia
Raised in
America



Hi, great to meet you. I'm Boris
and I'm a graphic designer.



AUTHENTIC & HUMAN

My creative process is collaborative, taking the time to understand you and your project needs to design an effective brand.



CONCEPT & DESIGN

My design is centered on clarity, and objectives-based construction. Simple or sophisticated, not a problem. An evolved, systematic branding approach based on your intrinsic need.



DELIVER & MAINTAIN

My work doesn't end when the design is done. Brands are meant to change and evolve, which is why I'm always on hand to help execute and activate.



TEAM COLLABORATE

Some of my best work involved both in-office and virtual contributors, and I'm familiar with various agency management and collaboration tools.

CLIENTS

Bicycle Cellar
www.thebicyclecellar.com

Botanicare
www.botanicare.com

Kuma Leathercraft
www.kumaleathercraft.com

Stridewell Same-Day Spine Clinic
www.stridewell.com

Ethos Integrative Medicine
www.ethoscottsdale.com

Bright Brothers Strategy Group
www.bright-brothers.com

Local Motors
www.localmotors.com

Venture Madness
www.investsouthwest.org

Simply go camper
www.simplygocamper.com

Arizona Brain & Spine Center
www.azbsc.com

John Williams M.D. Plastic Surgery
www.johnwilliamsmd.com

Tea, Earl Grey, Hot Productions
www.earlgreyproductions.com

A LITTLE ABOUT ME:

Originally from Russia, I served in Kuwait and Okinawa with the US Air Force before attending Creative Circus, a widely influential advertising and design portfolio school in Atlanta. My worldly experience has inevitably lent a unique and memorable mark to my design skills. In addition, you can find me making camping easier, cleaner, and more efficient with SimplyGo Camper. Learn more at www.simplygocamper.com

THEN & NOW

Ignition - 07*08 Atlanta, GA

Ignition was my first chance to turn newly acquired thinking from the Circus into real world design application. There I was able to hone my abilities to focus, observe, collect and listen. I learned firsthand that design is an iterative process that refines itself from moment to moment.

Lucky fish - 08*09 Atlanta, GA

At Lucky Fish, I recognized the importance of building relationships with those who value good design. Observing that this often equaled good business, I have since adopted this philosophy.

Keane Creative - 09*12 Tempe, AZ

As lead designer, collaboration was a baseline in solving large visual problems. Being part of a team and utilizing various management tools, we were able to produce successful and meaningful brand solutions for various clients.

Orange Monkey 12* Current

OM is my freelance venture offering solutions that frame stories, solve problems, and make connections using intuitive and intentional techniques. Designing brand identities and logos is my specialty.

Local Motors 16*18

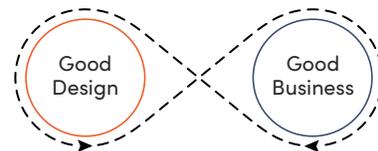
Local Motors operates a growing network of micro-factories. As lead designer I helped produce the very first self driving shuttle called Olli. A low speed autonomous vehicle designed on a co-creation platform and manufactured in Knoxville, Tennessee.

Launch Forth 18*19

Help design a global co-creation platform community made up of enthusiasts, hobbyist innovators, and professionals working together to solve problems called Launch Forth.

Simply Go Camper 18* Current

Out of love for the outdoors I launched my own company called Simply Go™ Camper, a fully ready think-free camping experience offering products and services to those who want to experience the outdoors in comfort.



-Thomas J. Watson