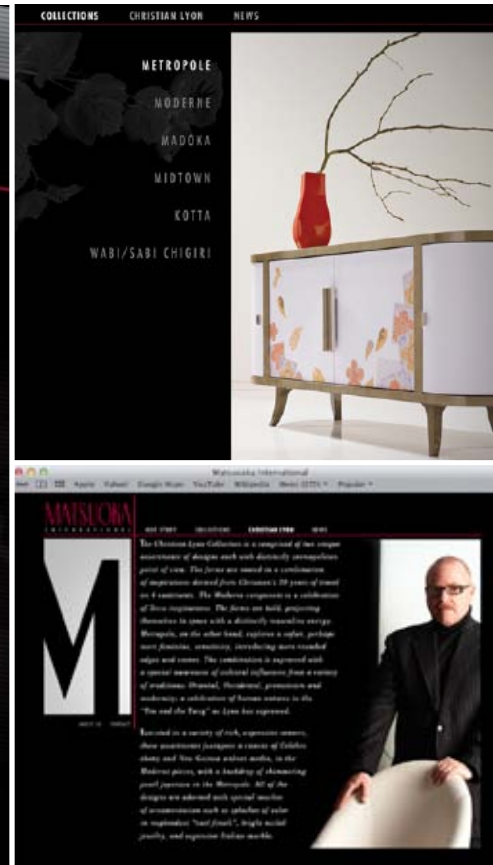
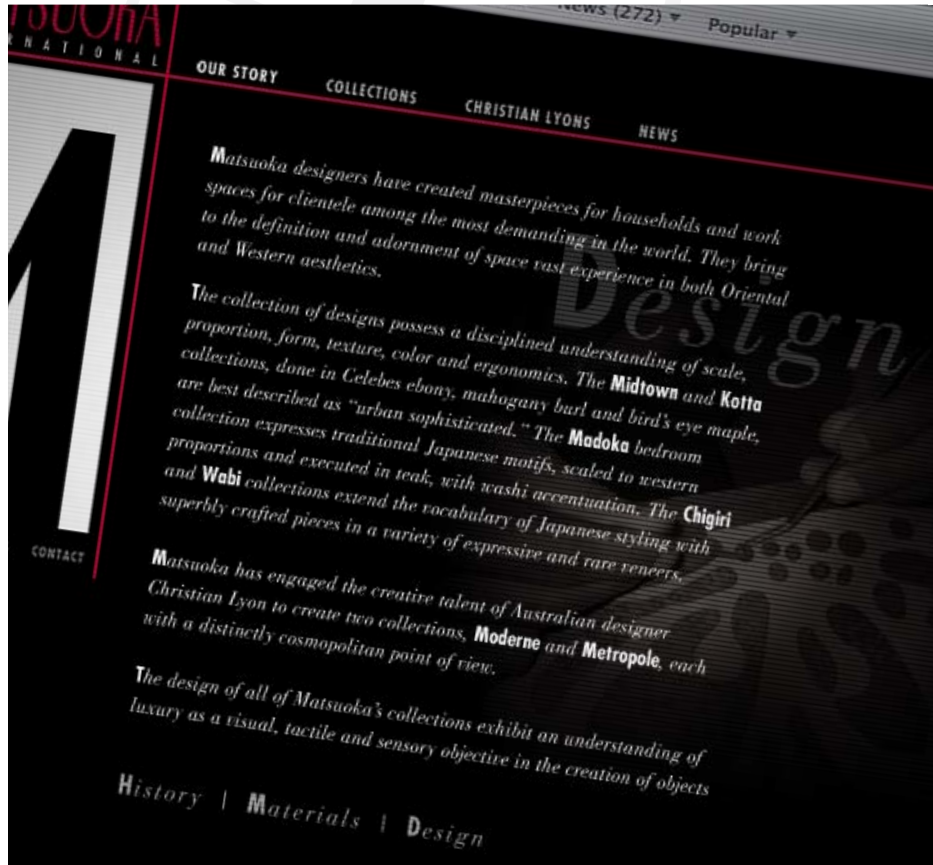


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• FORM
FOLLOWS
FUNCTION



Matsuoka International a very high end furniture company making its international debut. Quite a task to create a marketing story for a company that's called, "Flawless for more than 140 years."

It started with the logo, wedding the contemporary with old world japanese craftsmanship. A pallet of black, white and red with the minimal style of japanese art translated to all of the visual marketing from letterhead to showroom design.



1 2 3 4 5 6



aspenhome microsites.
These were a fun way to add interest to the website. Developed lots of them showing how to use the product with style tips.

“Company’s Coming” drew the most traffic with the help of banners ads but mostly due to it’s gaming aspect.



Worked a lot with Alan while he was at RJR. I was honored when he allowed me to design and build his site.

This was my first deep dive into writing Javascript. Got it to work but decided a programmer I'm not.

1 2 3 4 5 6

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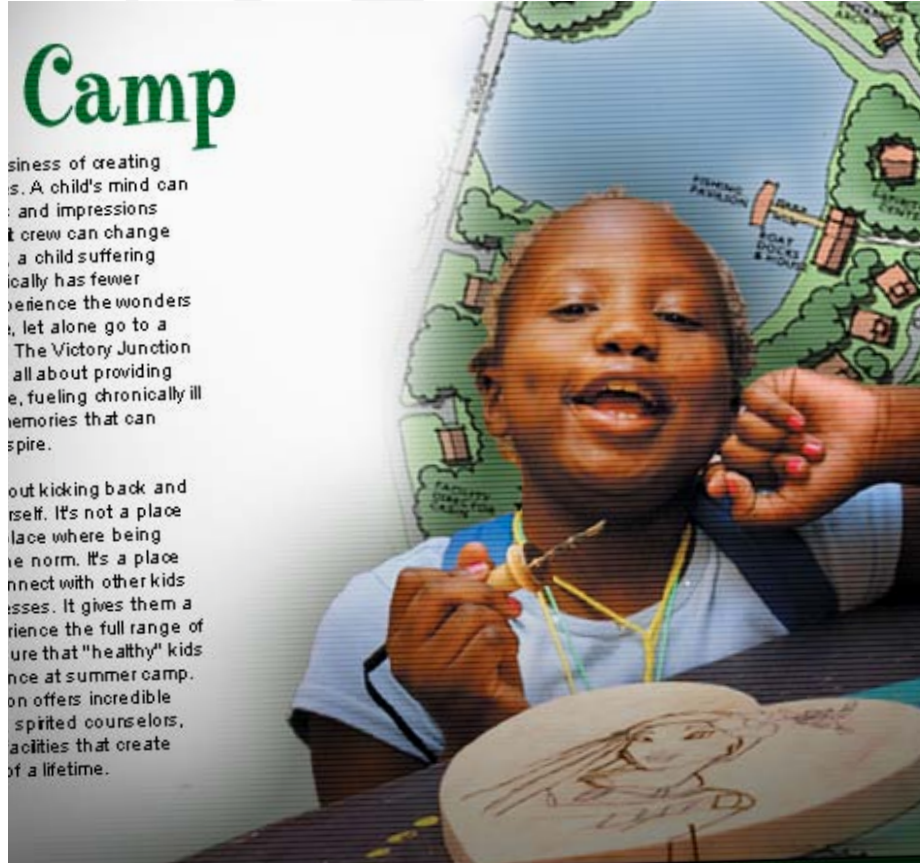
...the online component of the franchise communication, "Adventures in Blending". Direct mail lead consumers to the web to complete the adventure story.

This is the Florida adventure with seven destinations from Destin to Key West.

Shared assets with direct mail made for economy of production and consistent brand messaging.

This was fun to design!

1 2 3 4 5 6



Camp

Business of creating
is. A child's mind can
and impressions
crew can change
a child suffering
ically has fewer
erience the wonders
let alone go to a
The Victory Junction
all about providing
e, fueling chronically ill
memories that can
pire.

out kicking back and
rself. It's not a place
lace where being
ve norm. It's a place
nnect with other kids
sses. It gives them a
rience the full range of
ure that "healthy" kids
noe at summer camp.
on offers incredible
spited counselors,
activities that create
of a lifetime.

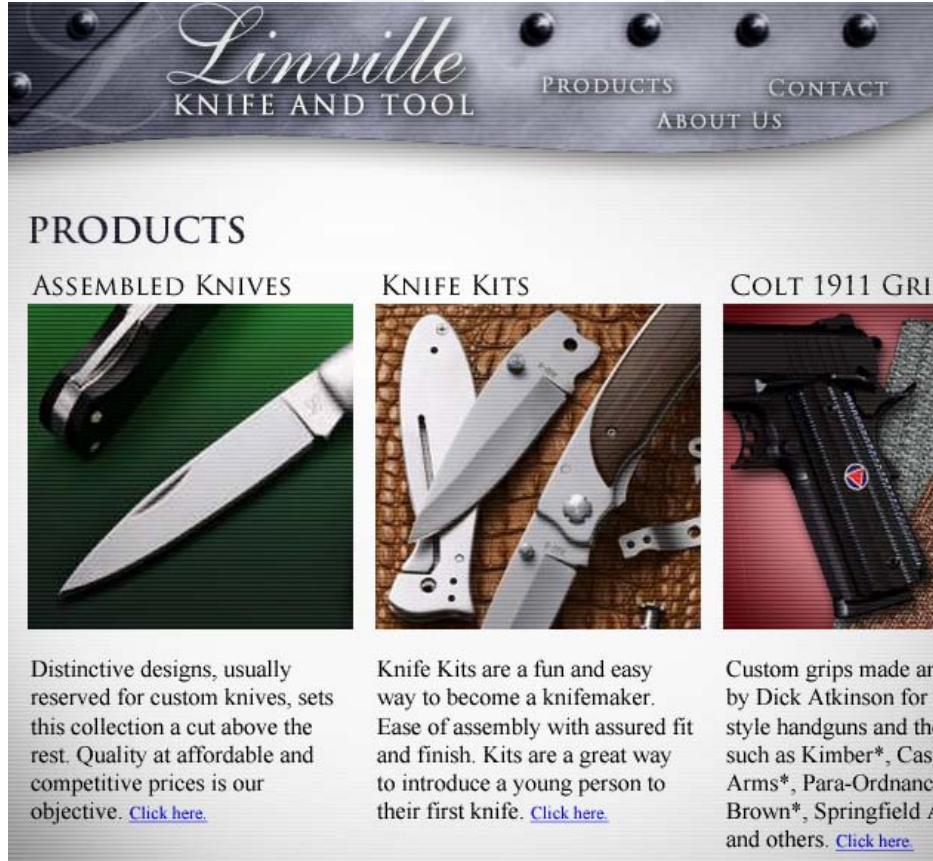


Victory Junction Gang Camp.

Wasn't a NASCAR fan until this.

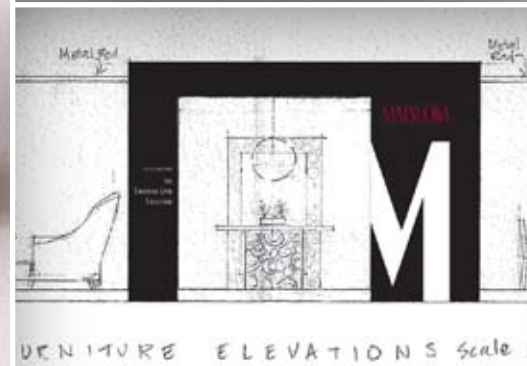
A privilege to design this site for such an amazing project.

- 1
- 2
- 3
- 4
- 5
- 6



A successful positioning of this company's product dictated a site redesign.

Like all product sites, content management is the devil. Linville decided to try Contribute as their CMS. Providing a users manual was essential.



1 2 3 4 5 6 7 8

Matsuoka International
a very high end furniture company making it's international debut. Quite a task to create a marketing story for a company that is called, "Flawless for more than 140 years."

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shown: catalog, market invitation, showroom entrance



1 2 3 4 5 6 7 8

The eclectic range of product from The Powell Company called out for a repositioning with 'Home Fashions" and "it's all about style". A consistent message across all B2B vehicles, from a product overview brochure to trade ads, POP banners and e-blasts. Picking up the fashion theme from the garment industry, High Point Spring Market became "Fashion Week".

shown: brochure, trade ad, market invitation eBlast



1 2 3 4 5 6 7 8

Invitation for the City of Hope's Spirit of Life Honorees reception.

The theme was about joining together to find the cure. Die cut invitation in black and white.



Identity for a furniture collection inspired by Hollywood of the 1940's. This is the hang tag.



1 2 3 4 5 6 7 8

Lowe's Home Improvement direct mail relationship marketing program, "Garden Club". Quarterly magazine and other monthly mailing.

Being as gardening is a passion, this was a labor of love.



Lowe's Home Improvement direct mail relationship marketing program, "Woodworkers". Quarterly magazine and other monthly mailing. Projects, information, and member profiles kept Lowe's top of mind for woodworkers.



1 2 3 4 5 6 7 8

A week in Florida, long days,
early calls, one great shoot!

Directing the free fall was
a bitch.



A long relationship with the Sawtooth Center, from marketing consulting to creating the initial branding. An instructor and student as well.

Two of four catalogs for The Sawtooth Center's Artist of the Year program.



The challenge of wedding two industry icons, Cone Jacquard and Burlington Decorative.



1 2 3 4 5 6

Reynolds American Corporate Social Responsibility Logo.
“...symbolizes stakeholder engagement as a driver of the initiatives around the seven CSR issues or planks.”

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Logo for an upholstery manufacturing company. Color and tagline emphasize their products are made in the USA, a rarity in the industry.

If you have been near the AmTrak station in High Point, NC you've seen it.

1 2 3 4 5 6

336.992.2677
devried@earthlink.net

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Identity for a private school.

1 2 3 4 5 6

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Identity for a
communications
wiring company.

1 2 3 4 5 6

336.992.2677
devried@earthlink.net



1 2 3 4 5 6

InteriorDesign?

A shorten time line and tight budget called for desperate measures like DIY. This was the case with becoming an interior designer and stylist for a make over at a trucking logistic facility.

The showrooms of High Point and the right contacts made for a successful project. Two rooms completed on time and under budget.