
TIRAS GILES

art & design

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Compassion Over Conviction

Compassion Over Conviction is a branding concept for a prison reform non-profit. The logo is done in a bold rounded font called Moon 2.0. The logomark is a handcuff that takes the shape of a heart, symbolizing the brand's mission to humanize and show compassion for incarcerated people. I made the logomark a similar shape and weight as the typeface to keep everything uniform.



Brochure

The heart symbol is not only used in the logo, it also serves as a branding element throughout the collateral material. The image on the cover is framed in a heart as well as the QR code on the back. Orange is used to highlight important information like headlines and to divide the brochure into sections.



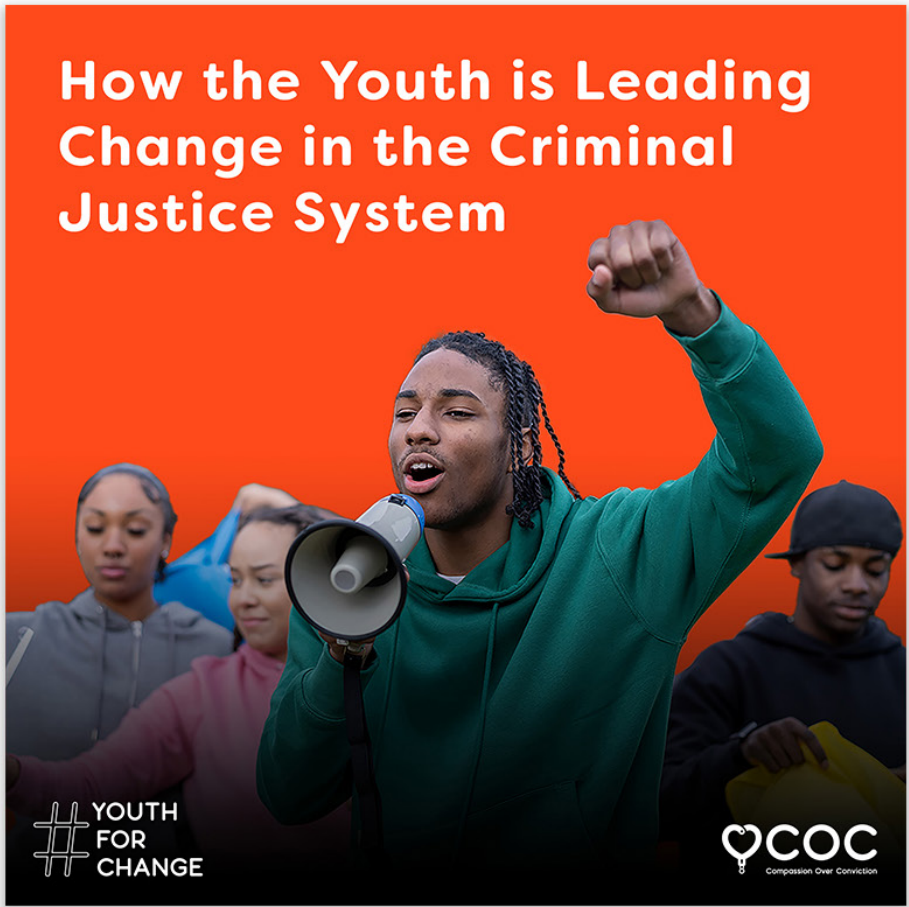
Poster

For the poster I aimed to portray the subjects positively, steering away from the typical negative prison imagery. Here the heart symbol is used to frame the subjects and help direct the viewer’s eye around the piece. The testimonials help further show the positive message of the brand and how life can turn around after prison.



Social Post

The social post follows the same branding as the brochure and poster. The subjects are cut out and the background is orange. The headline is done in Filson Soft Bold which is the secondary font for the brand.



Business Card

The last piece of collateral is a simple business card. Again, the heart symbol is used as a branding element on the front.



Food Service Direct

I currently work as a junior graphic designer for Food Service Direct (FSD). FSD is an online marketplace for chefs and operators. It was created to provide anyone with access to quality food and supplies in bulk, including large manufacturers and local distributors.

As the junior graphic designer, I manage a diverse portfolio of projects, which includes tasks like designing monthly Google ads and web banners, creating print material such as direct mailers and one-pagers, and updating company presentation decks.



**FOOD SERVICE
DIRECT.com**

Google Ads

One of my main responsibilities is designing Google ads to promote our monthly deals. Each month we have about five different deals we promote and I have to make 8-11 ad sizes for each. Here are the ads I created for Cinco de Mayo.

Through designing these Google ads, I also have experience in copywriting. I have to come up with creative and enticing headlines to get users to click.



Google Ads

Here is another example of ads I created for Hellmann's salad dressing. Before myself, a non-designer was creating these ads, so oftentimes the ads were not visually appealing and didn't help generate sales. When I took on the responsibility it made a major impact in sales.

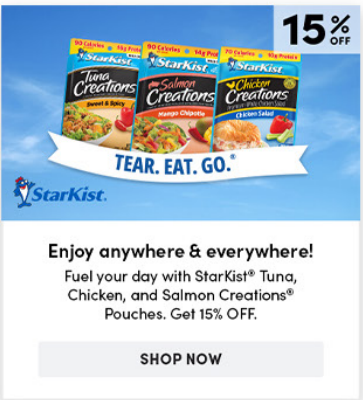
On August 7th 2023, I helped generate **\$76,352** from Google ads. It was FSD's highest revenue-generating day of 2023. In October of 2023, the company saw a **13% increase** in ad revenue from the previous year.



Web Banners

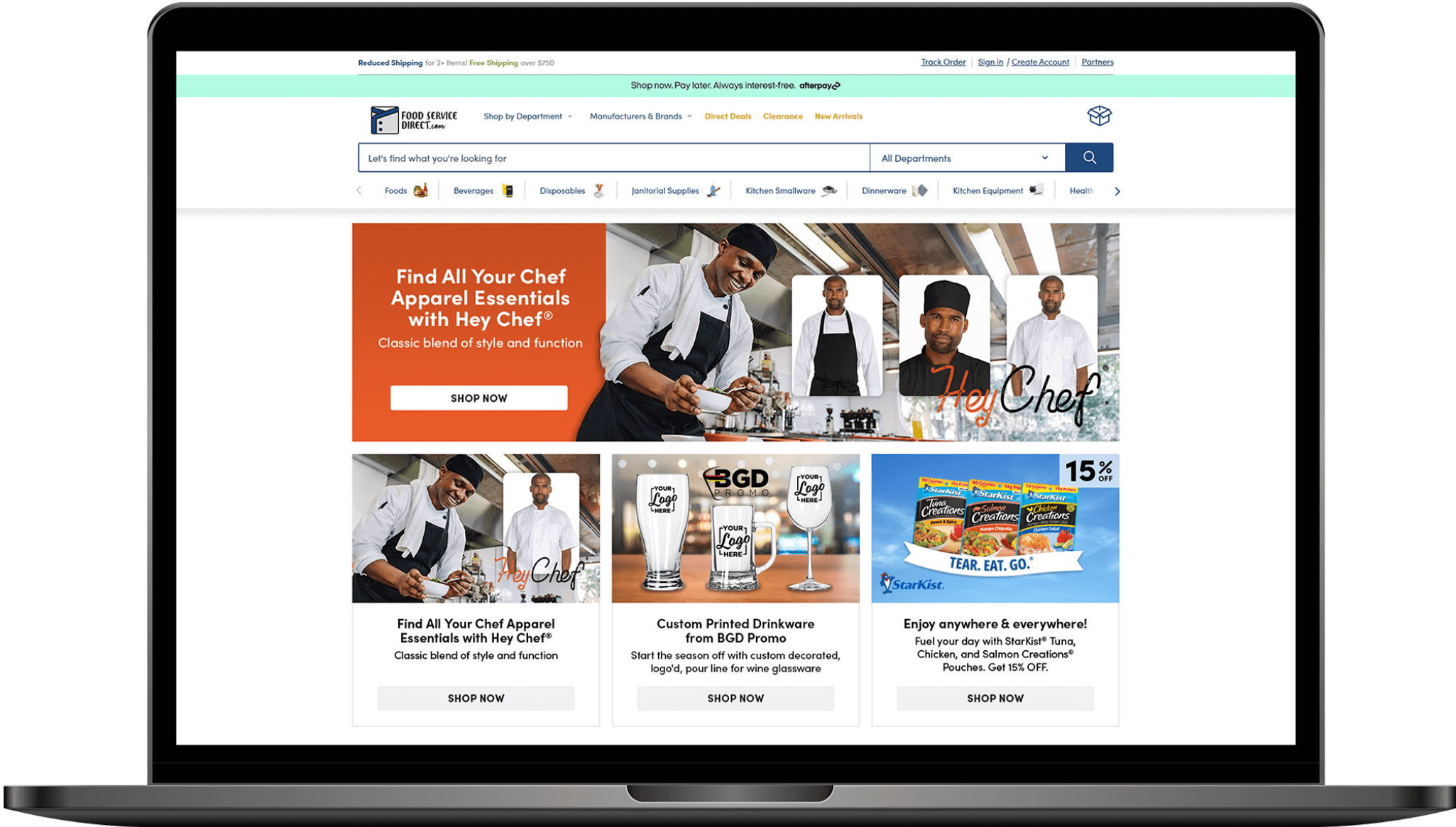
Another daily task of mine is creating web banners. Most times I have to create multiple sizes for the banners to accommodate different screen sizes.

Here are some examples of banners I designed, including their smaller variations. These examples show the range of brands/products I work with. Oftentimes the banners are created for a specific food product but in some cases, I have to make banners for non-food items such as food equipment and uniforms.



Web Banners

Here is a mockup of the banners on the FSD website. I also have copywriting experience through working on these banners, crafting original headlines and text for brands lacking provided content.



Web Banners

The following set of banners were made for a Black Friday and Cyber Monday sale. The set includes banners for the website homepage, an email hero image, and graphics for social posts.

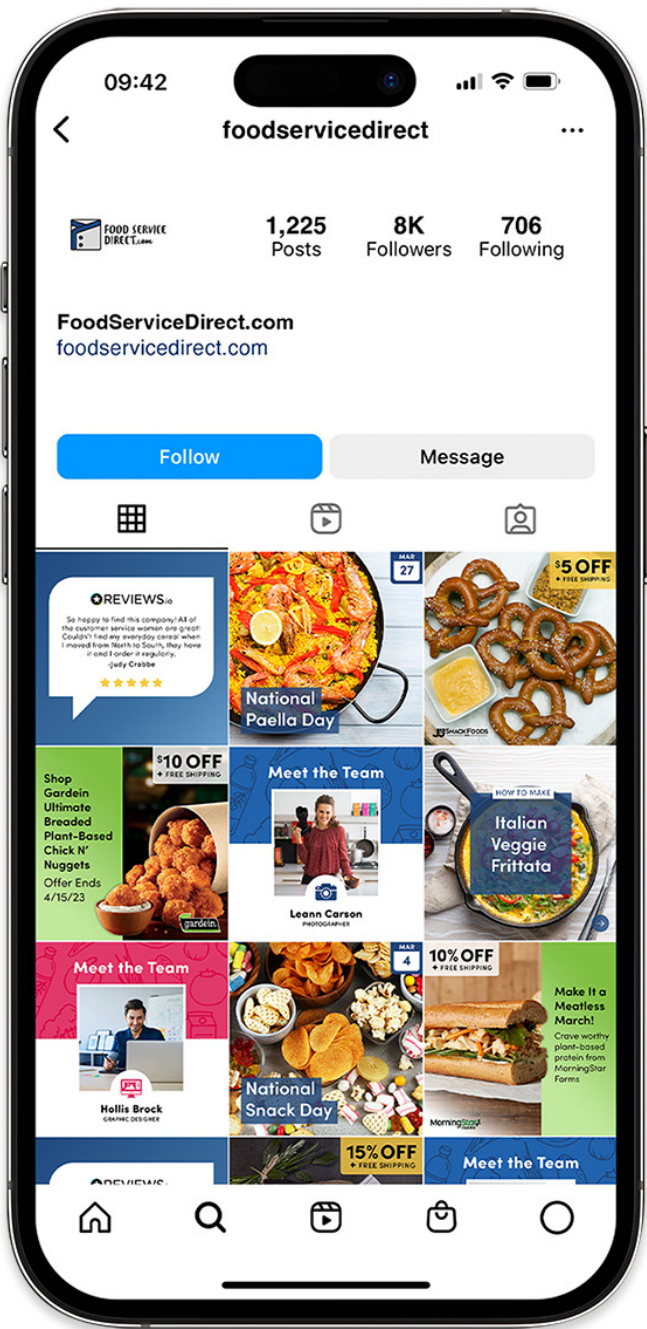


Social Media Templates

Food Service Direct

FSD wanted to establish brand consistency across all of the company’s socials (LinkedIn, Instagram, Facebook, etc). I was tasked with creating branded templates, some of which had to be simple enough so non-designers could quickly edit them if needed.

After researching the most reoccurring posts we had on our socials, I designed five custom templates. There is one for food holidays, employee highlights, testimonials, deals, and recipes.



Direct Mailer

Food Service Direct

The FSD warehouse is located in Quincy, IL. This is a direct mailer I designed to target local restaurants in that area as well as promote our order online, pick up in person service.



SCAN TO SHOP **250K+** PRODUCTS & **6K+** BRANDS



ORDER ONLINE. PICK UP LOCALLY.

Discover thousands of food service items in bulk at FoodServiceDirect.com. From dry and frozen food to meats, beverages, disposables, and more. Enjoy added convenience with local warehouse pickup!



Endless Variety with No Minimums
No minimums, endless culinary choices.



On-Demand Sourcing
Can't find a product? We'll source it for you!



Convenience Around the Clock
Shop when it's convenient for your business.





Shop Our Top Brands!





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in QUINCY

Pick Up Your Order at:
**1400 N 30th St.
Quincy, IL 62301
(855) 705-0755**

10% OFF
with code: **PICKUP10**
on your first order

**ORDER ONLINE
PICK UP IN PERSON**

Tiras Giles | Portfolio

15

Thank You Card

This project was a thank-you insert I designed for the FSD Canada launch. Copy was provided but I had creative control over the design. I used a subtle pattern in the background to make the card more interesting, along with a curved frame for the photo.



One-Pager

Here is another example of the print material I work on. This is a one-pager I designed for the FSD Canada launch.



Master Tattoo Institute

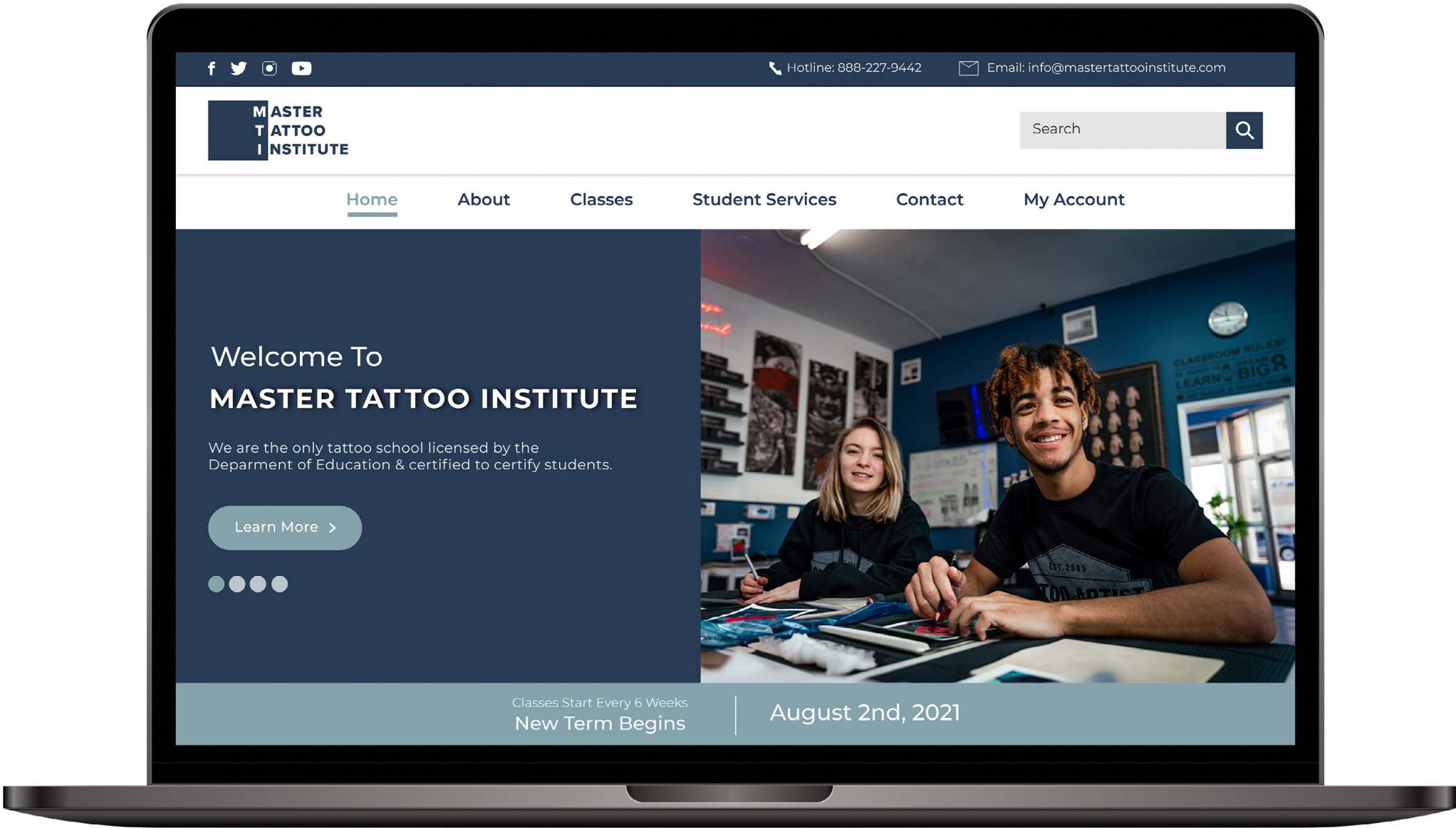
Master Tattoo Institute (MTI) is a tattoo school located in South Florida. My task was to redesign the logo and website. Alex Zarfarti, the founder of the school, whom I had direct contact with, was very adamant about creating a professional-looking site. He wanted the site and logo to feel similar to other art institutions.

My goal was to make the logo in a minimalist style similar to those of NYU and SAIC. The client also wanted the logo to be flexible enough to work both on the website and with merchandise like t-shirts.



Website

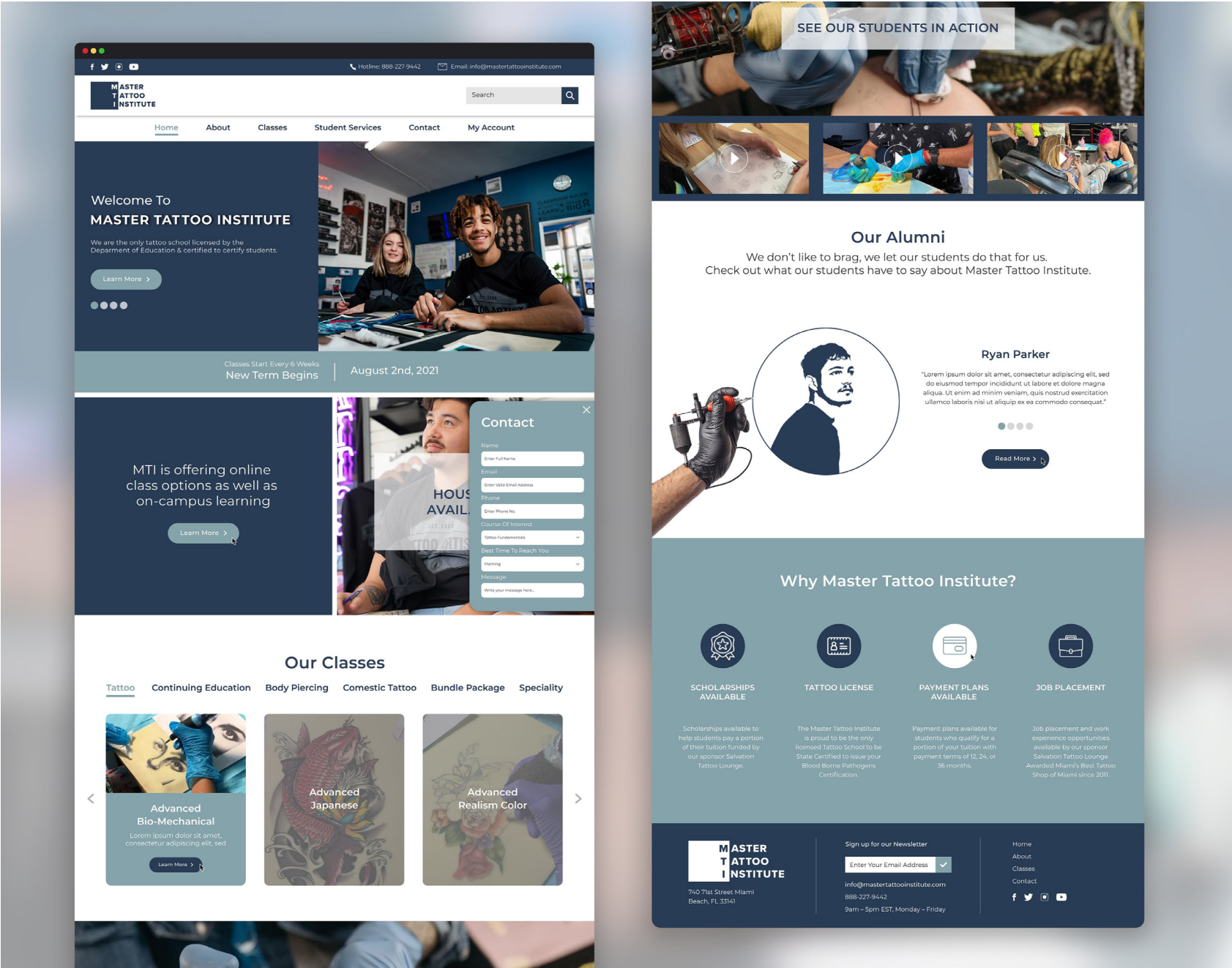
The client provided me with a web developer so I was only responsible for the branding and layout of the site. Looking at the current MTI site, I would say that my design was used as a base to build upon. It doesn't follow my design exactly but some of the strongest pages and ideas I had were used. The main color used for the site is navy blue, while the light blue serves as an accent color. This mockup shows the homepage.



Homepage

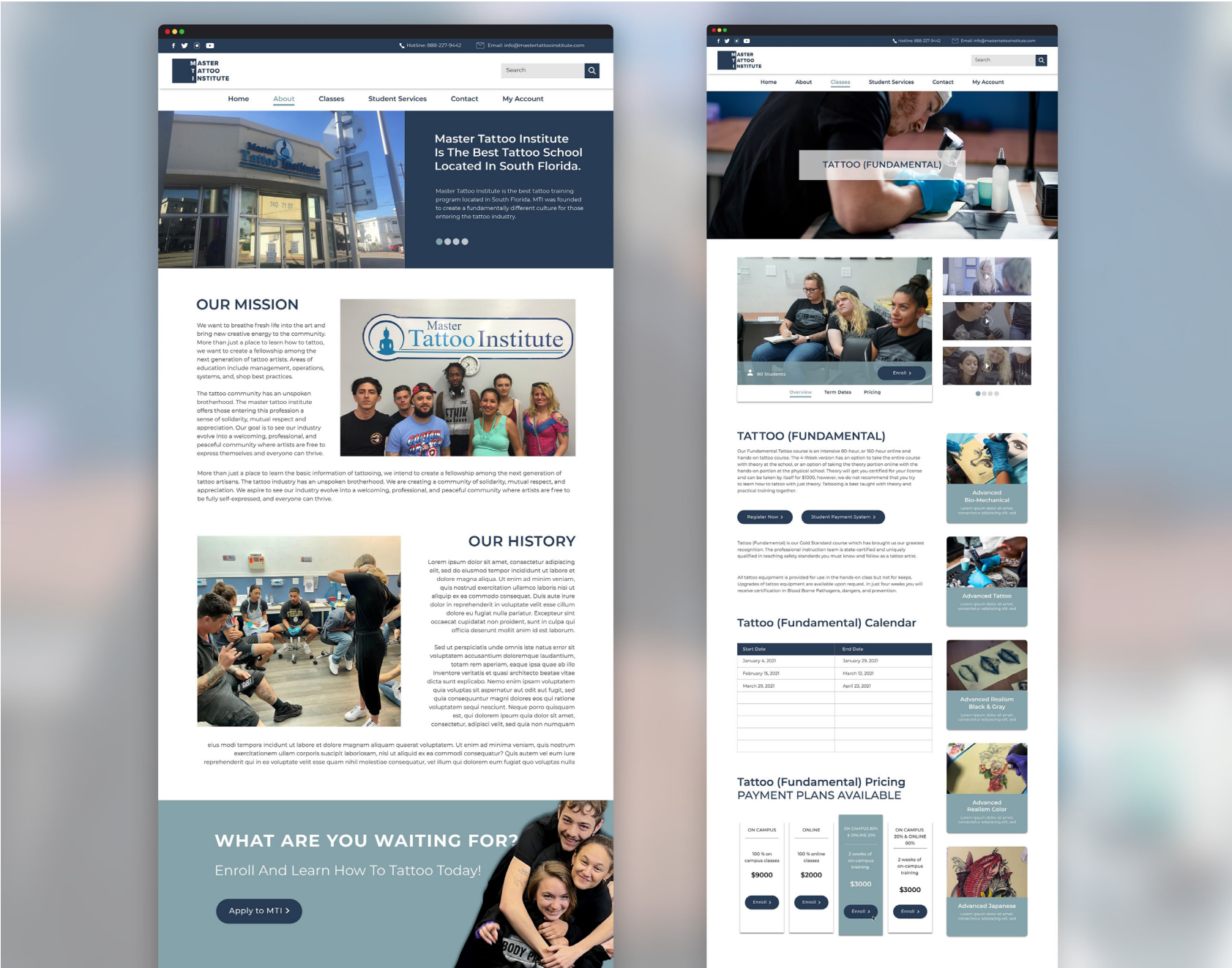
This mockup shows the full homepage. Throughout this project, I provided the developer with mockups similar to this one along with descriptions detailing my ideas for the different functions on the site. This is why you can see a cursor on the mockup as if a person was scrolling on actual the website.

One of the strongest ideas I had for this redesign that actually can be seen on the current site was the alumni section. In this section, you can see a hand that looks like it's tattooing portraits of the alumni. As the user scrolls through the testimonials, the portraits will appear. I thought this was a creative way to bring some tattoo elements to the site.



About & Class Page

This is a mockup of the about page and one of the class pages. The class page has quick links on the right so users can get to other class pages. You can explore the full site at mastertattooinstitute.com.



Mr. Chappy

“Mr. Chappy” is a branding and package design concept for a men’s lip balm. The name came from an idea I had for the slogan, “Saves your dry lips!” From there I decided to lean fully into the superhero/comic book theme and created a mascot for the brand. In the packaging, I use a primary color scheme, illustrations, and halftones to help portray the comic book style.

I haven’t come across many men’s grooming products with exciting packaging, if so, they’re usually overly masculine. With Mr. Chappy, I aimed to create something that didn’t feel machismo but still appealed to men. The packaging and labels are fun and playful, different from the average lip balm brand.

The logo for Mr. Chappy is rendered in a bold, yellow, comic-style font with thick black outlines. The word "Mr." is positioned above "Chappy" and is slightly smaller and more upright. "Chappy" is larger, more rounded, and has a slight upward curve to its baseline. The overall style is playful and reminiscent of classic comic book lettering.

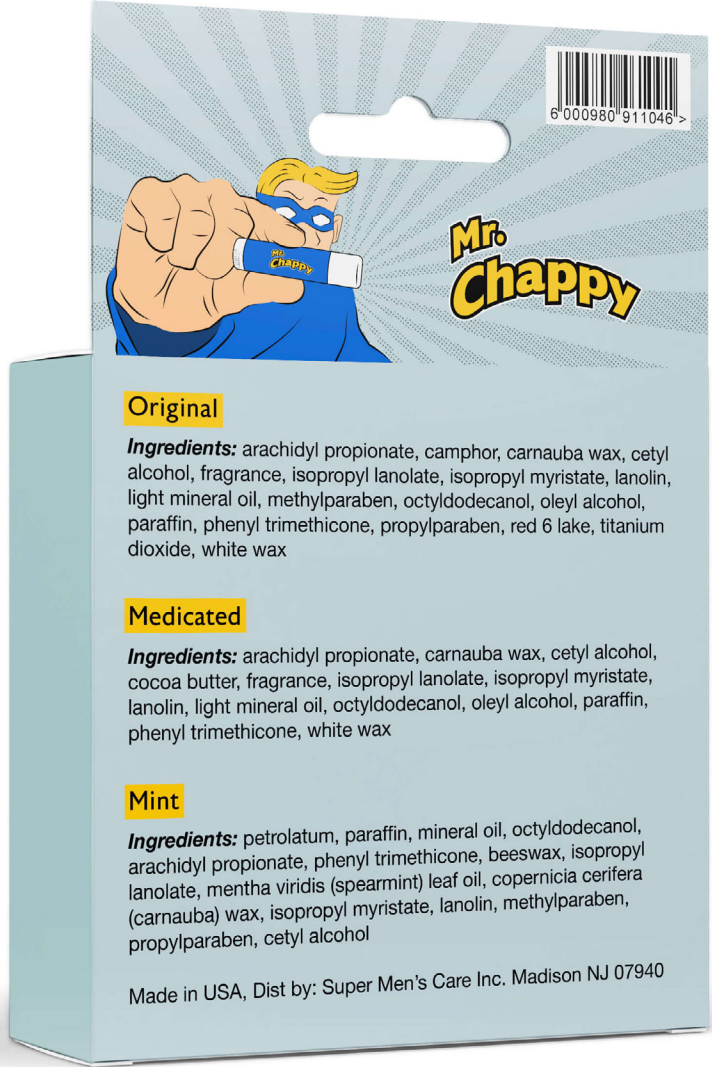
Hanging Tab Box

Mr. Chappy



Hanging Tab Box

Mr. Chappy



Hanging Tab Box

Mr. Chappy



Lip Balm

Mr. Chappy



The Underdogs

The Underdogs is a streetwear clothing brand. It started in college as an idea I had and later turned into a collaborative project between my friend Francisco and me. As the creator of the brand, I come up with themes for each collection and handle design decisions such as picking color palettes and figuring out how the clothes will be presented in the lookbook.

I'm also very hands-on with the design process of the clothes. The brand provides a great outlet to work on more personal projects outside of my job and practice my illustration skills. Since starting the brand, we have made four collections.

The underdogs

Summer 2020 Collection

The Underdogs

Our Summer 2020 Collection is by far my favorite collection we've ever done. It features a vibrant, summer color palette. It includes four t-shirts, a sticker, and a keychain. This collection doesn't have a single overarching theme but instead takes inspiration from many different references. These references include song lyrics, produce labels, and album art.



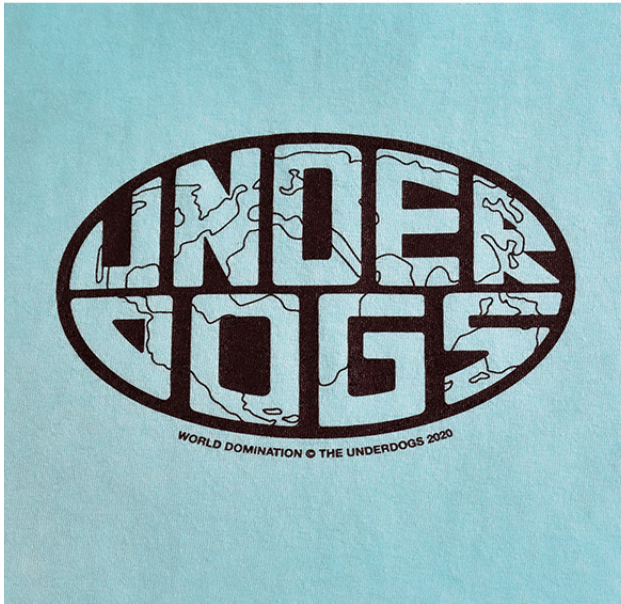
Summer 2020 Collection

The “**Friends**” tee is based on the song “Hold On To Your Friends” by Morrissey.

The “**Mover**” tee and keychain are based on one of our slogans “move from idea to execution” and play on the word “move.” It features an illustration of a moving company worker.

The “**World Domination**” tee is made up of hand-drawn typography I created that takes the shape of a globe. The letters make up the contour of the world’s continents.

The “**Kalf**” tee and sticker were made after seeing a vintage produce label at an antique shop.



Summer 2020 Lookbook

The Underdogs

The lookbook was shot on a Canon Z115 film camera. The soft lighting and white background help bring more attention to the vibrant color of the t-shirts.



Summer 2020 Lookbook

The Underdogs



FLO - The Lead

This is another collaborative project between my friend Francisco and I. FLO is an R&B girl group based out of London. After going to their first North American headline tour in 2023, we got inspired to design a branding concept for their EP, “The Lead.” The group borrows heavily from Y2K aesthetics, so we wanted to stay as true to that era as possible. This project includes a logo, CD, t-shirt, and VIP lanyard pass.

Considering the anatomy of the letters in FLO, we decided to make a logo with a lockup that was more square rather than horizontal. This made the logo flexible enough to be used in the various collateral. It can work in small spaces like the CD and larger spaces like the t-shirt. We also added a chrome effect on the logo, which was very popular with album art during the Y2K era.



CD

FLO - The Lead

We spent a great deal of time experimenting with different color palettes for the CD. We eventually decided on using pure white as our main color and blue/cool grey as an accent color. We wanted to choose colors that would complement the orange and brown hues of the girl's skin tones. The original photography used for the CD was much warmer, so we had to edit the clothes to exaggerate the whiteness.

The main font used for this branding project is Pirulen. We aimed to select a font that closely resembled the logo. The body text is done in Source Sans.

All photos used for the CD are by Lauren Maccabee for NME Magazine.

See my [website](#) to view a video of the actual CD.



On the inside of the CD, you can see the logo in its full lockup with the group name and EP title. The disc is done in the cool grey accent color. One thing that we were adamant about with this project was making sure everything looked as real as possible. So we decided to add small details like the bar code, copyright info, and the record label's logo.



We even went as far as making a booklet for the CD. Each of the girls get their own spread in the booklet, with their portrait on one side and the song credits on the other.



Tour T-Shirt

For the t-shirt, we designed a very large front and back print, staying true to the Y2K aesthetic. Though this is a mockup, the t-shirt needed to feel as if it was actually printed so the graphic is done with halftones. The t-shirt also has small details like the group’s signatures and a custom tag.

Photo used on the t-shirt courtesy of Apple Music.



VIP Lanyard Pass

FLO - The Lead

One thing we aimed to accomplish with this project was to not just design a branding concept, but make pieces that were practical and could actually be used. Keeping that in mind, we decided to make a lanyard. With everything being digital now, print design is somewhat obsolete. We thought a physical ticket could be a cool nod to the time period we were trying to capture.

