

ELIAS

Marvin

PAULSON

Art Director with a hands-on approach. Former Sr. Graphic Designer.
Tangible skills in Graphic Design, Web Design (UI/UX), Motion Graphics, Video Editing, Typography, Illustration, and some Coding.

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WORKS

The photograph highlights Mount Sentinel in my hometown of Missoula, Montana—a place close to my heart. Its winding trail leads to a concrete ‘M,’ offering a panoramic view of the picturesque Missoula Valley below. Amidst the summer haze of my youth, I sought refuge there, its ascent a pilgrimage away from the ever present weight of expectation. Always with sketchbook in hand, seeking inspiration in the landscape. There, amidst the sentinel of stone, I found my sanctuary—a silent witness to my evolving artistic passions and aspirations, always there to welcome me with boundless inspiration. An education in learning to surrender to the muse of the moment. Missoula is a place that you leave, but it always stays with you.

SELECTED

2024

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SEC.
1

BRANDING

P.
2–13



BRANDING

Sweeties

2023

Branding refresh for Sweeties bar in London. This project included business cards, menu designs, illustration / 3D models, coaster design, digital marketing materials, and a photoshoot of the venue + menu items.

Sweeties is a cocktail bar, discotheque and late-night lounge bringing playful drinks and glorious misbehaviour to the top of The Standard, London. Think sweet sips and indulgent cocktails surrounded by floor-to-ceiling views and a good time soundtrack from our ever-evolving DJ line-up.

Tags — Art Direction, Graphic Design, Typography, Illustration, 3D Modeling

10 Argyle Street, London, WC1H 8EG

Sweeties

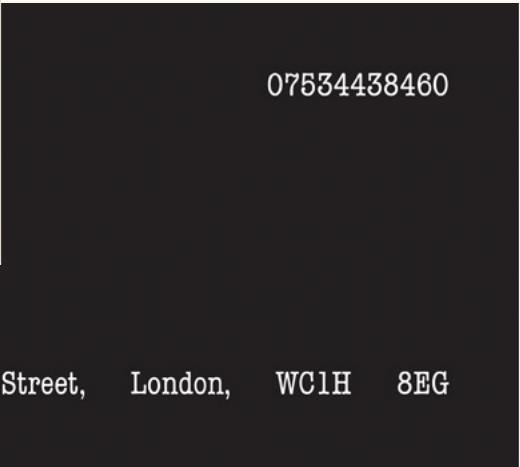
[Existing Logo]



[Menu Cover + Content]



[Business Card]



[Photography]

[3D Model]



BRANDING

Monterrey Bar

2021

Visual identity for Monterrey Bar, Miami Beach. This project included an original logotype, menu designs, matchbook design, coaster design, digital marketing materials, and producing a photoshoot of the venue.

Monterrey Bar pays homage to Monterrey Motel, which opened at 40 Island Avenue in 1953 and was originally designed by Architect Norman Giller. The T-shaped bar with Amazonite stone is a dramatic focal point and provides an intimate place to gather. Afromosia wall paneling and plush carpet emulating the ocean are tied together beneath a Murano glass chandelier. The shelves are playfully lined with a pop art collection of 1980s ‘Frozen Moments’ by artist Geoffrey Rose. Take a look around and enjoy the little touches that were carefully selected to reflect the cool, dark speakeasy style of Monterrey Bar.

Tags — Art Direction, Graphic Design, Typography, Illustration

monterreybar.com

40 Island Avenue, Miami Beach, FL 33139



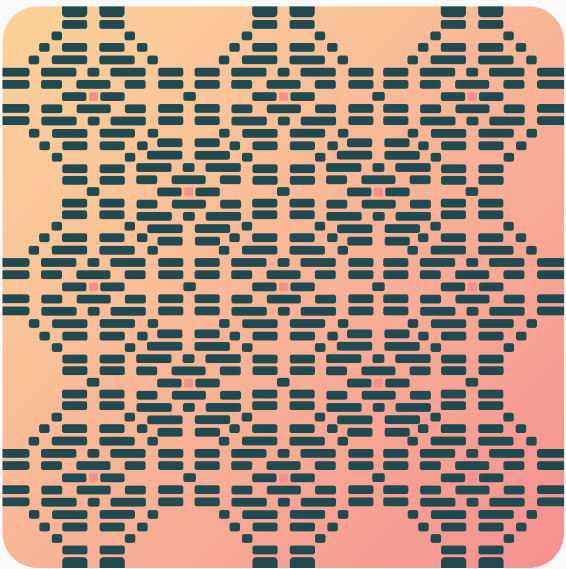
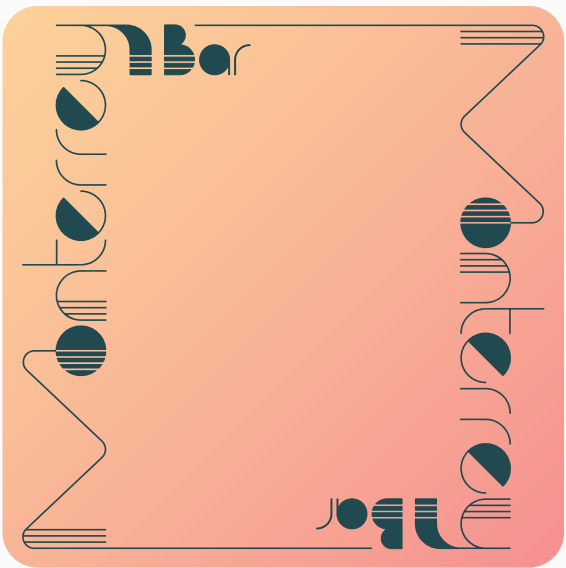
[Logo]



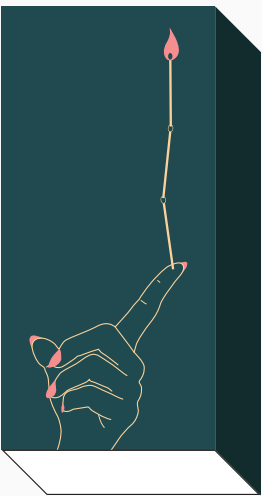
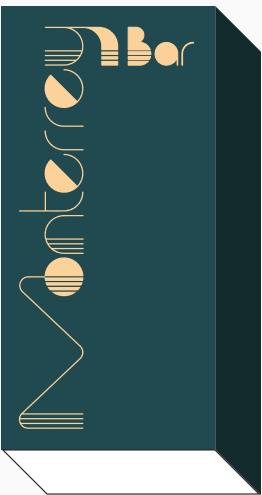
[Menu Cover]

LIGHTER & BRIGHTER	
Third Eye	19
tempt gin, ume, violette, lemon juice, honey syrup, egg white	
El Paraíso	18
ojo de tigre, aperol, pineapple juice, lime juice, simple syrup	
Monterrey Motel	18
mijenta blanco, lime juice, grenadine syrup, chinola, angostura bitters	
Island Avenue	18
grey goose vodka, dolin blanc, blueberry-ginger cordial, mint, coconut water	
First Class	20
havana club anejo claro, italicus bergamot, clementine honey, bubbles	
Sundown Cosmo	18
ketel one citroen, cointreau, acidified white cranberry, lemon bitters	
Le Lido	18
don fulano blanco fuerte, kleos mastiha, chareau aloe, honeydew melon, cucumber	
SLOW SIPPERS	
Call Me Honey	18
select aperitivo, italicus, honey syrup, clementine juice	
French Quarter	22
abasolo whisky, nixta, germain robin, sweet vermouth, suze, angostura bitters, orange bitters, peychaard bitters	
Slip Away	20
j. riegers midwestern gin, lo-fi vermouth blend, monterrey bitters	
Ristretto Martini	18
e11even vodka, germain-robin vsop, fig cordial, espresso, rose and nutmeg aromatics	

[Menu Content]



[Coaster Front + Back]



[Matchbook]



[Venue Photography]

FROM
NYC

EST.
1974

BARREL

THE ORIGINAL
AGED

NEGRONI



BRANDING

My Three Sons

2024

Branding for upcoming bottled cocktail brand *My Three Sons*. The project included logo design, label designs for three signature cocktails, and a website concept.

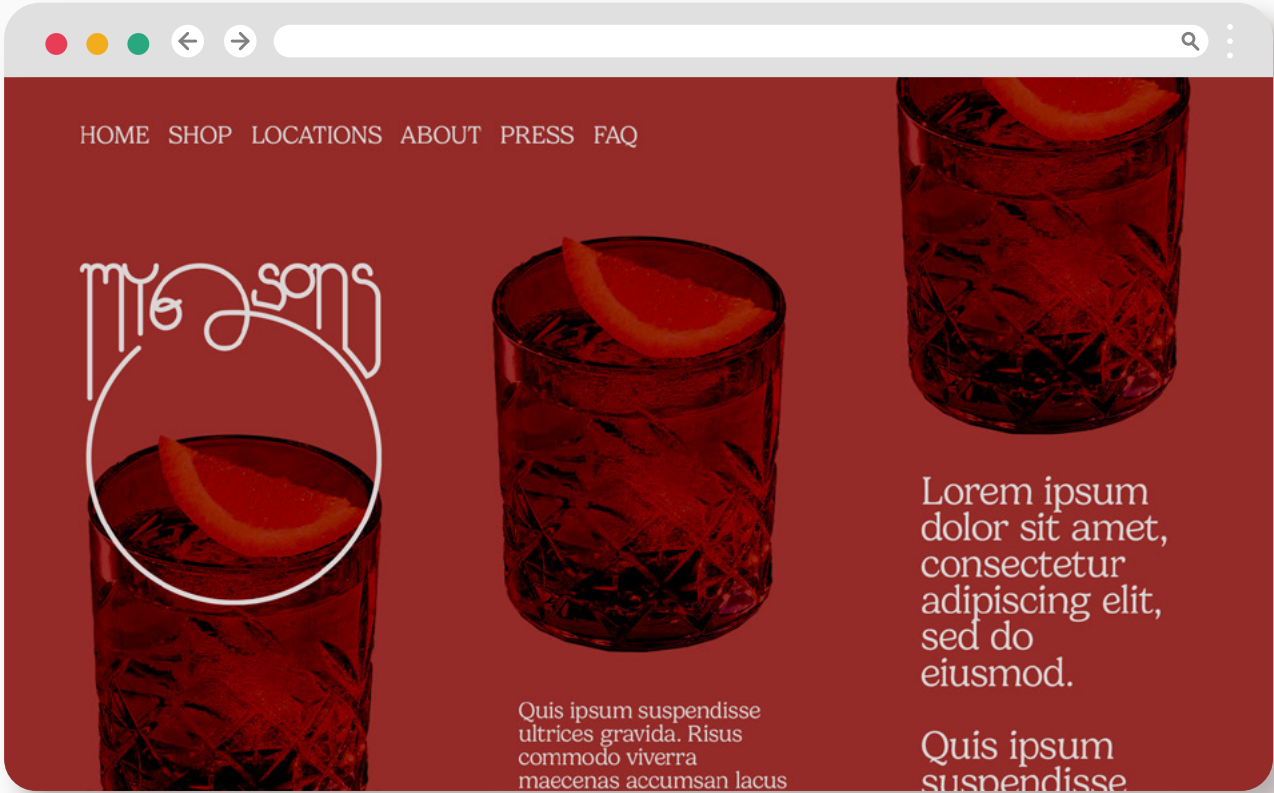
Tags – Art Direction, Logo Design, Typography



[Logo]



[Merch]



[Website]



[Labels]



BRANDING

UP

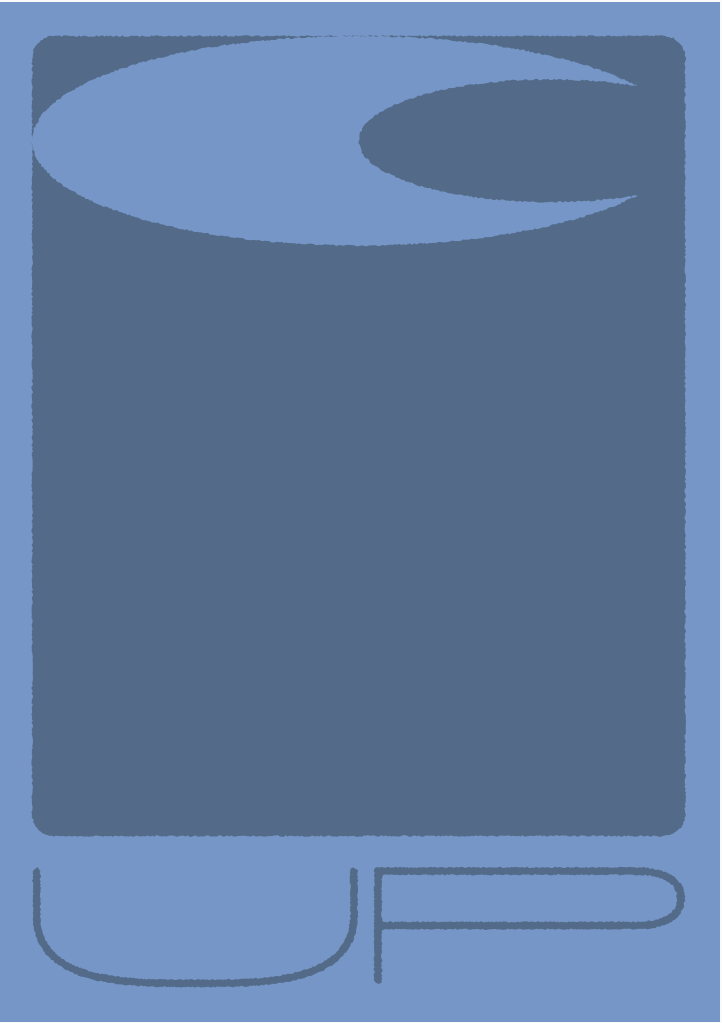
2023

Visual identity for UP, in Ibiza. This project included an original logotype, menu designs, digital marketing materials, and a photoshoot of the venue.

UP is pure, dreamy Ibiza. A rooftop bar and restaurant surrounds guests with Old Town's most picturesque views. Savor elevated Japanese-Mexican flavors and sip exquisite cocktails, poolside. UP is Isla Blanca as you imagined it, and more.

Tags – Art Direction, Graphic Design, Illustration

Carrer de Bartomeu Vicent Ramon, 9, 07800 Eivissa, Illes Balears, Spain



[Lunch,
Dinner +
Cocktail
Menu]



[Signage + Venue Photography]





BRANDING

Jara

2022

Visual identity for Jara, in Ibiza. This project included an original logotype, illustration system, menu designs, digital marketing materials, and a photoshoot of the venue.

Jara throws open its doors to beautiful strangers and the buzzing street scene, offering farm-to-table cuisine and fresh cocktails, café-style. On the menu are dishes that allow ingredients to do the talking: vine-ripened tomato tartare expresses the agrarian staple at its finest. Sea bass “divorciado” and other fruits de la mer celebrate Ibiza’s rich port history. In the evening, Jara is a social and culinary destination, upping the ante within intimate banquettes and closed curtains, creating an atmosphere where anything goes.

Tags – Art Direction, Graphic Design, Illustration

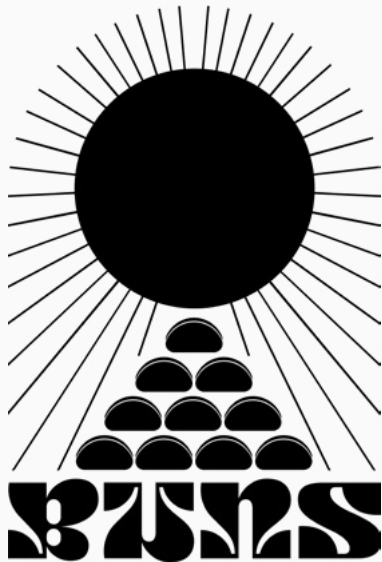
Carrer de Bartomeu Vicent Ramon, 9, 07800 Eivissa, Illes Balears, Spain



[Signage + Venue Photography]



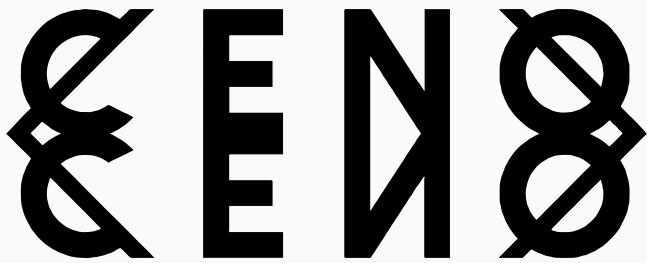
[Food Truck – London]



[Restaurant – Miami]



[Design Studio – NYC]



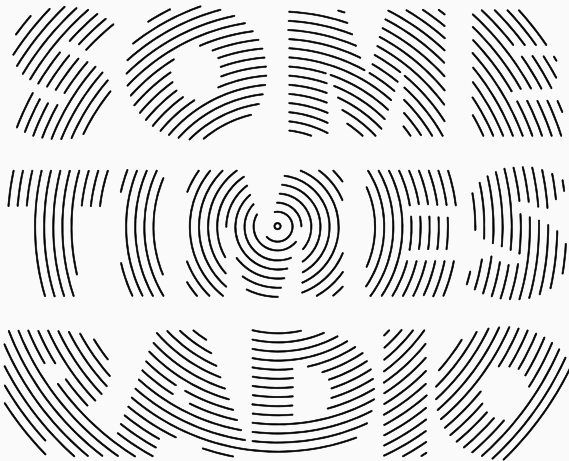
[Band Logo]



[Restaurant – NYC]



[Radio Program – London]



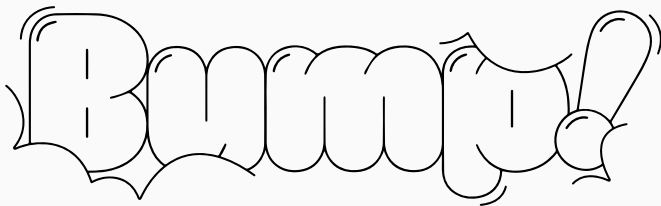
[Band Logo]



[Restaurant / Bar – London]



[Bumper Car Rink – NYC]



BRANDING
Misc. Logos

2017 – 2024

Selection of various logos I have created over the years.

Tags – Branding, Logo Design

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ART DIRECTION

P.
14–18

ART DIRECTION Photography

2021 – 2023

Selected images from the various brand photoshoots that I produced and led while working with The Standard hotels.

My process includes conceptualizing and producing the photoshoots from beginning to end. This involves budgeting, setting a shot list, mood board creation, assembling a team of photographers, stylists, H&MUAs and models, and directing post production edits.

Tags – Art Direction, Photography

standardhotels.com



ART DIRECTION

Video Campaign

2023

I worked on the development and OOH marketing campaign of a new hotel booking app—One Night Standard. That campaign featured original commercial video content, which I helped concept and produce.

My process included working with in-house team's head copywriter to concept the campaign, storyboarding each video, and coordinating with the videographer and production team.

One Night Standard:

When you're craving a spontaneous escape, open the app at 3 p.m. to find the lowest available rates for tonight from \$179/night.

At all our hotels around the world, you'll go from "just browsing" to impulse booking in a flash.

See you tonight.

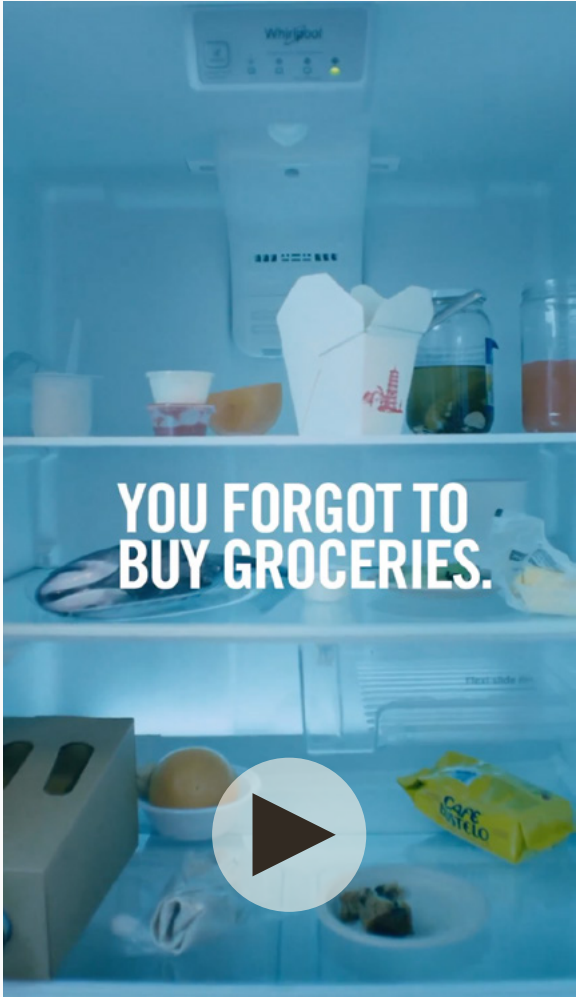
Tags — Art Direction, Video Production, Storyboarding

onenightstandard.com

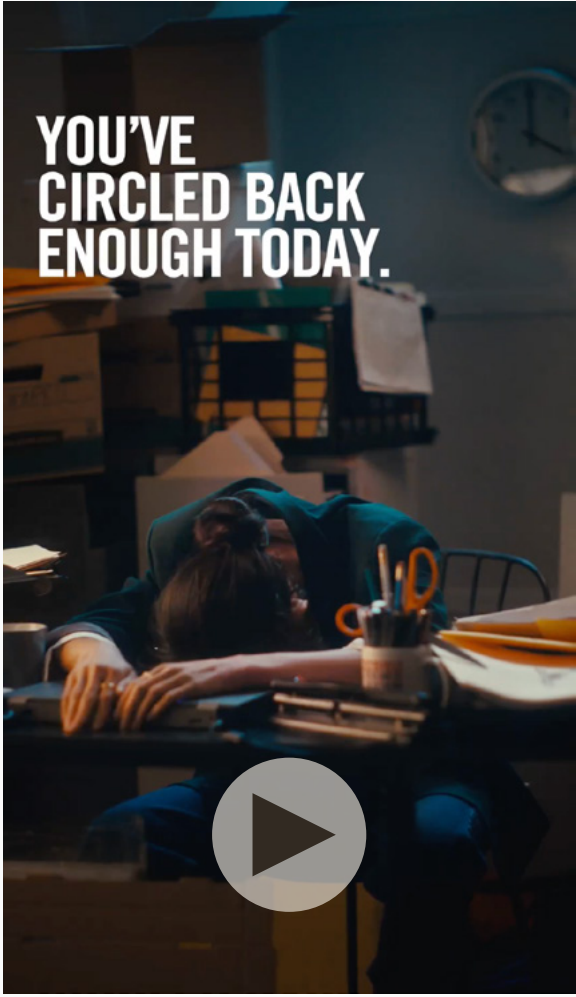
Video .01



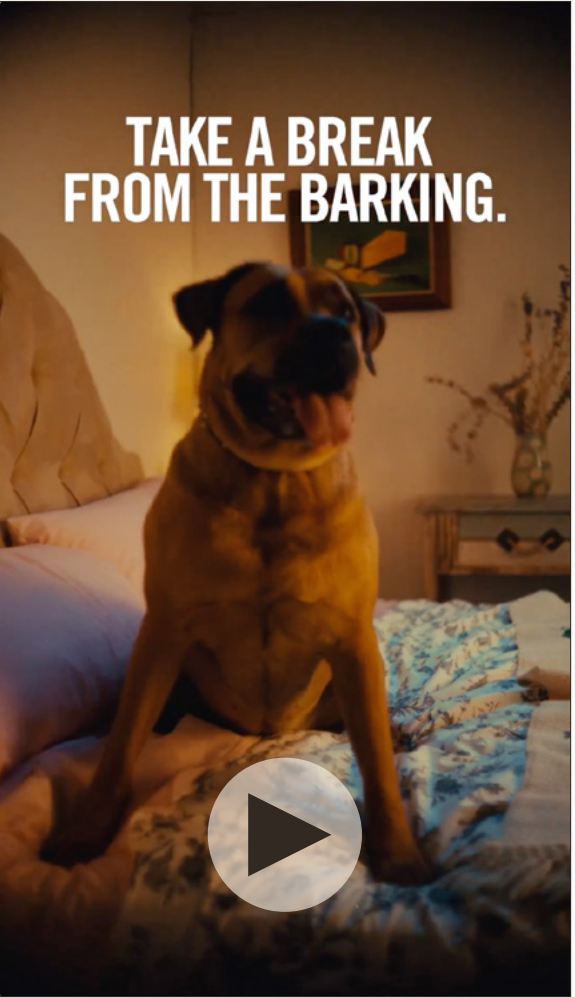
Video .02



Video .03



Video .04



ART
DIRECTION
Video Editing

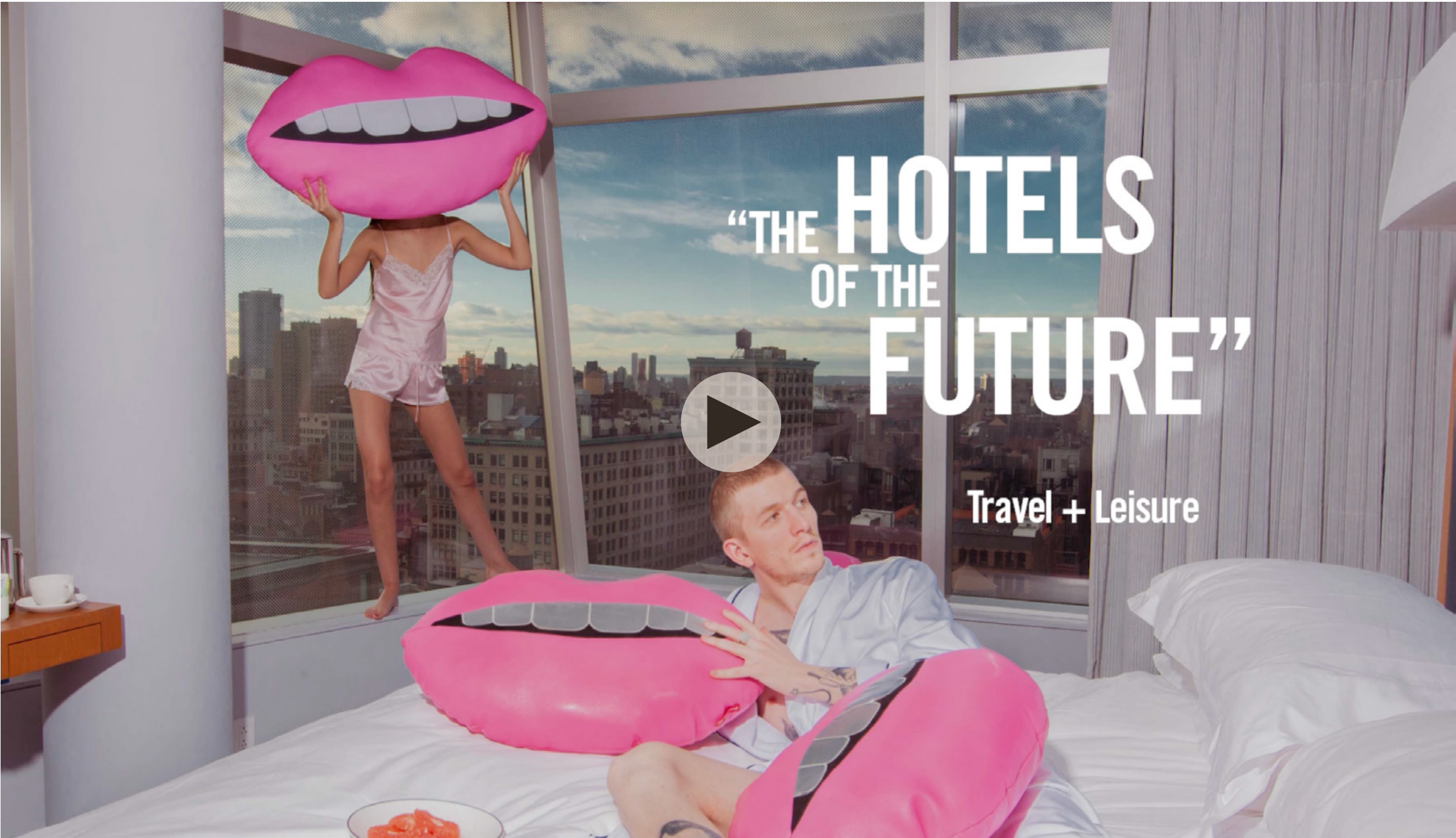
2021

I led the creation of The Standard's new brand reel, which included gathering assets and graphics, dictating the order and flow, and providing feedback to the video editor.

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.

Tags – Art Direction, Video Editing

standardhotels.com



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WEB DESIGN

P.
19–22

WEB DESIGN

standard-hotels.com

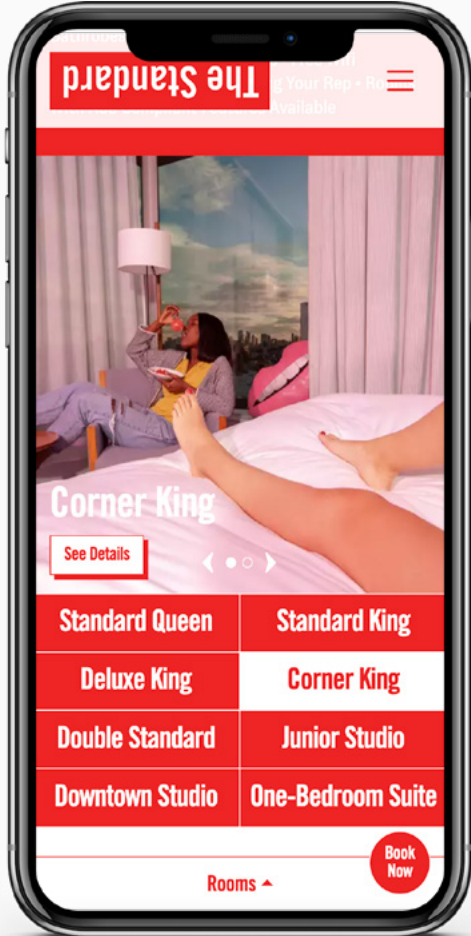
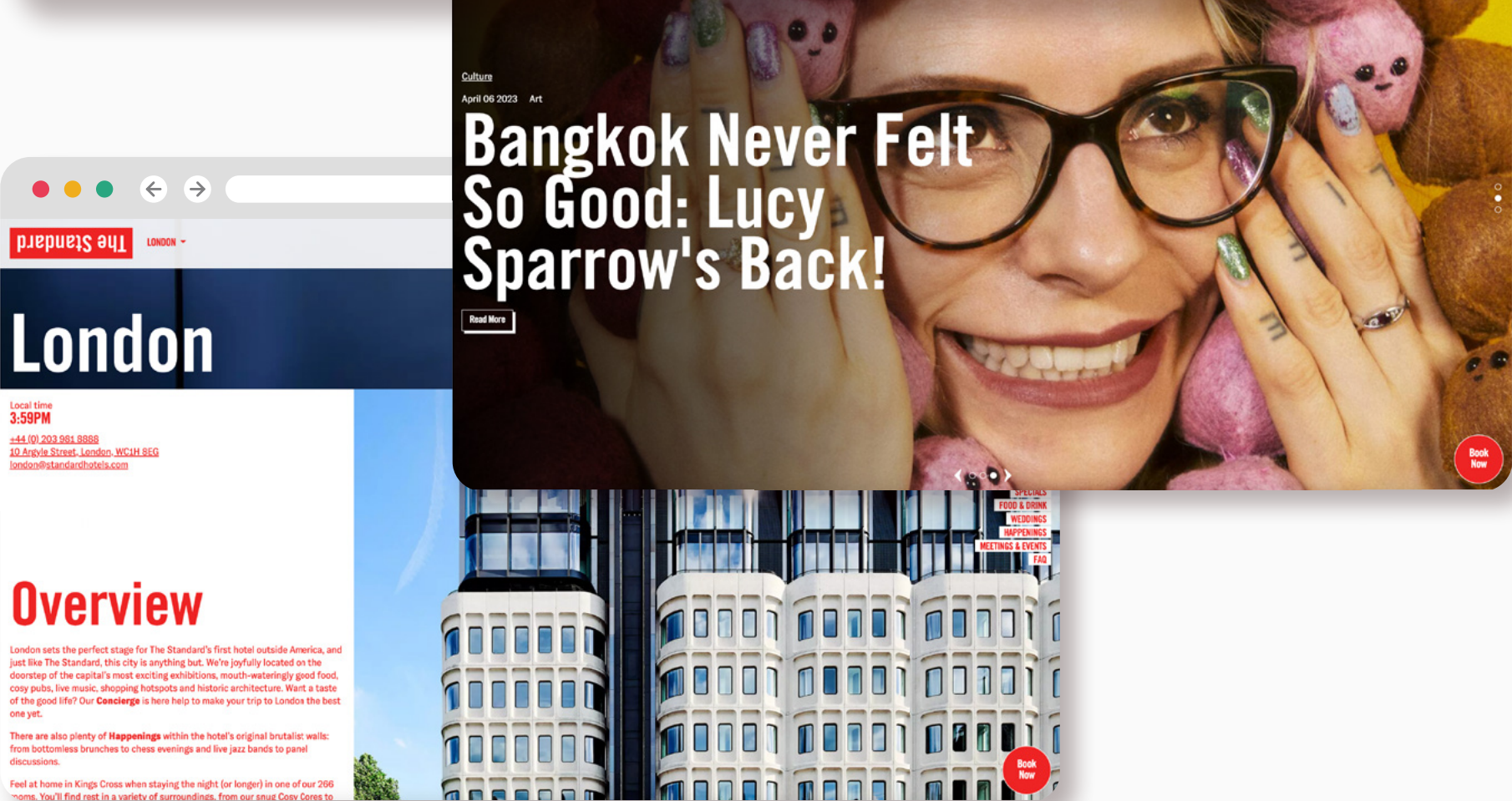
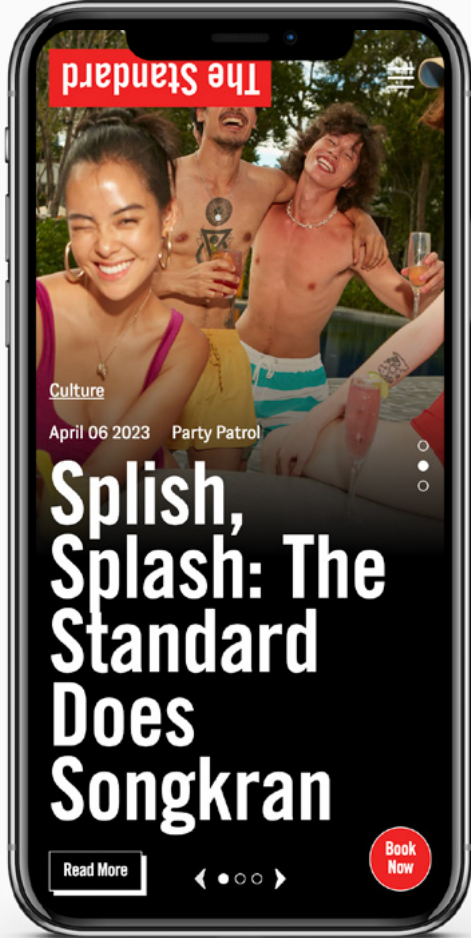
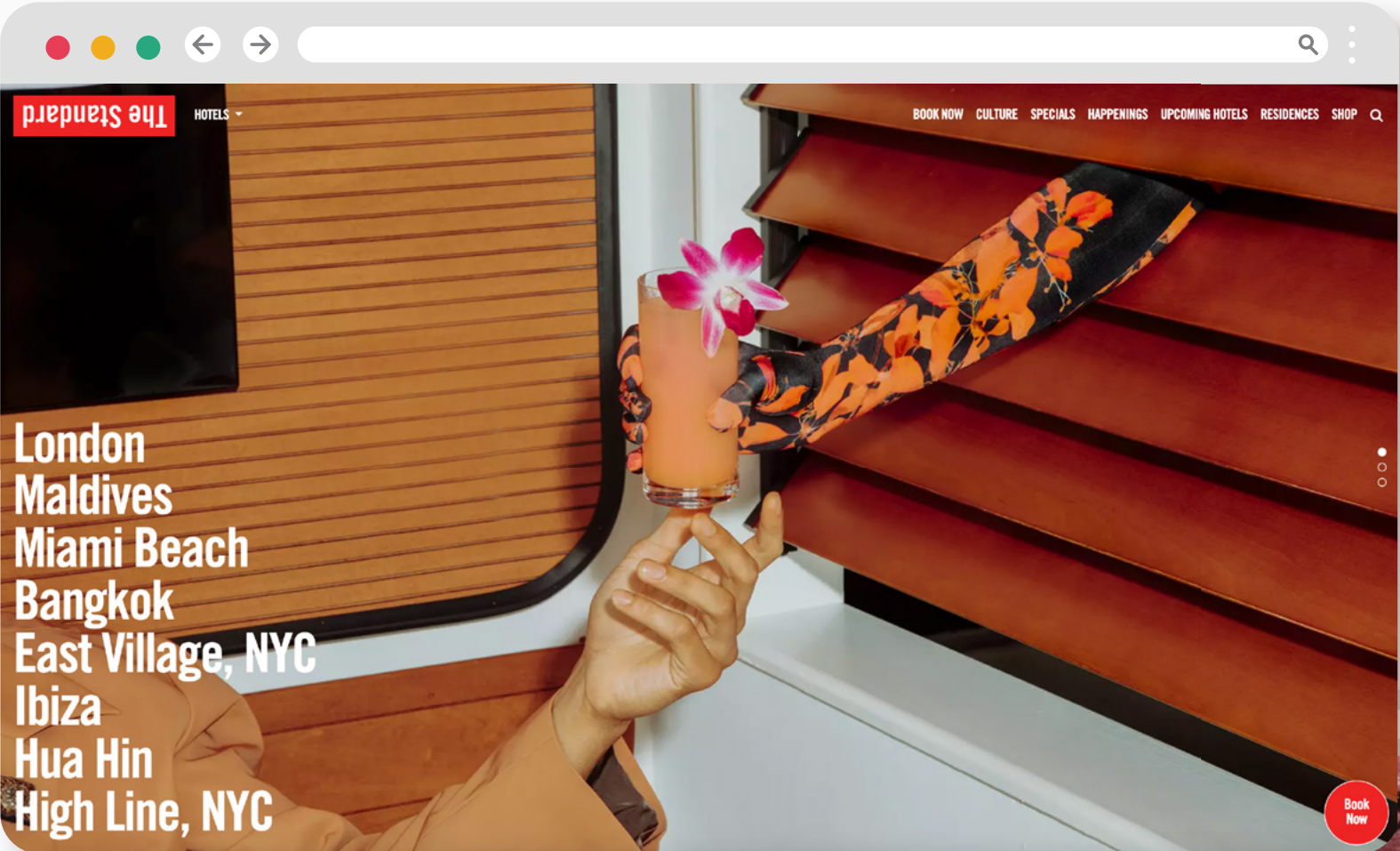
2021 – 2022

Over the span of four months, I redesigned The Standard's website. The process included a sitemap and interactive mockups of each page (using Adobe XD). I worked closely with a developer to bring the designs to life.

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.

Tags – Art Direction, Graphic Design, Web Design

standardhotels.com



WEB DESIGN
shopthe-
standard.com

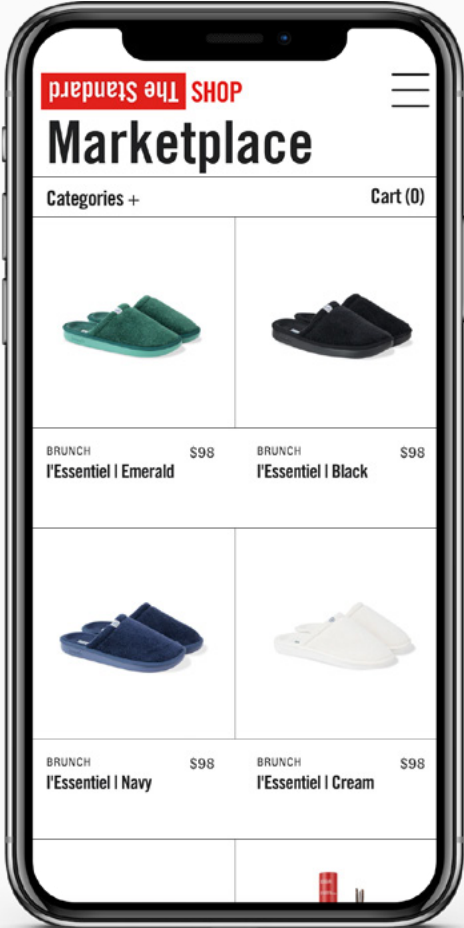
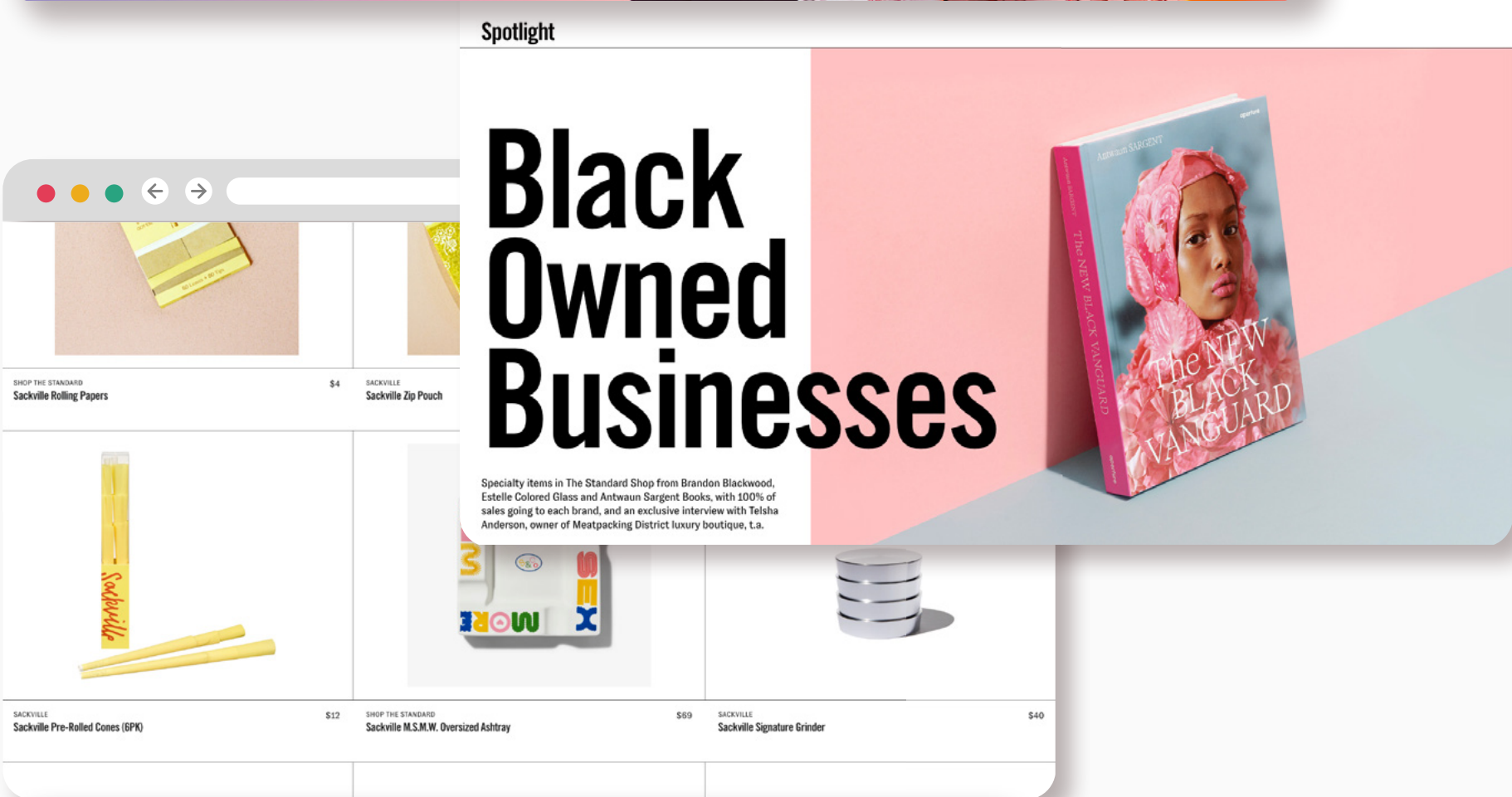
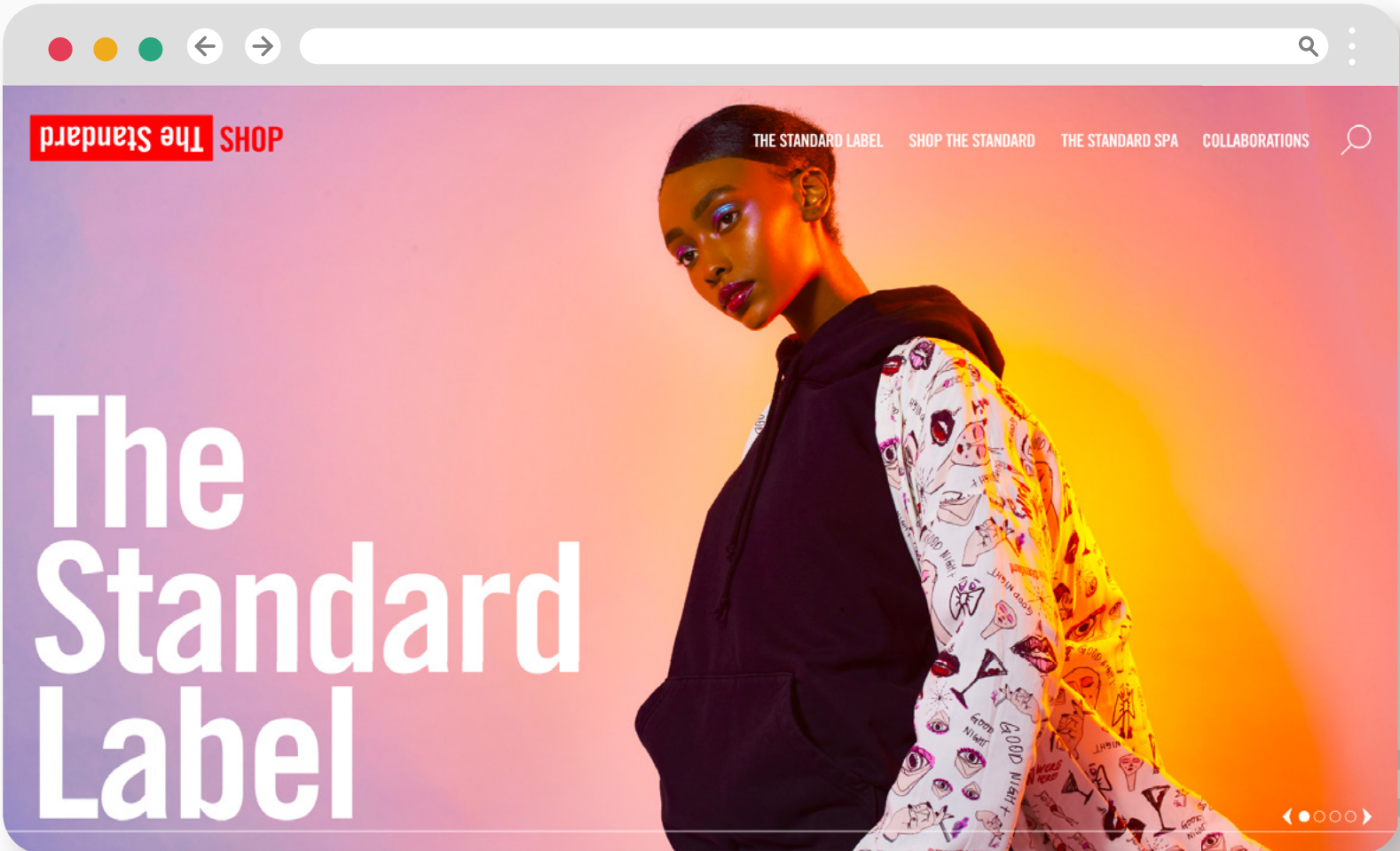
2022 – 2023

In the latter half of 2022, I redesigned The Standard's online retail marketplace, pulling visual cues from the larger brand website. The process included a sitemap and interactive mockups of each page (using Adobe XD). I worked closely with a web developer within the framework of Squarespace to bring the custom design to life.

The Standard hotels has redefined boutique hospitality. Their collection consists of trendy hotels in Miami Beach, New York City, London, Bangkok and beyond.

Tags – Art Direction, Graphic Design, Web Design

shopthestandard.com



WEB DESIGN

ceno.nyc

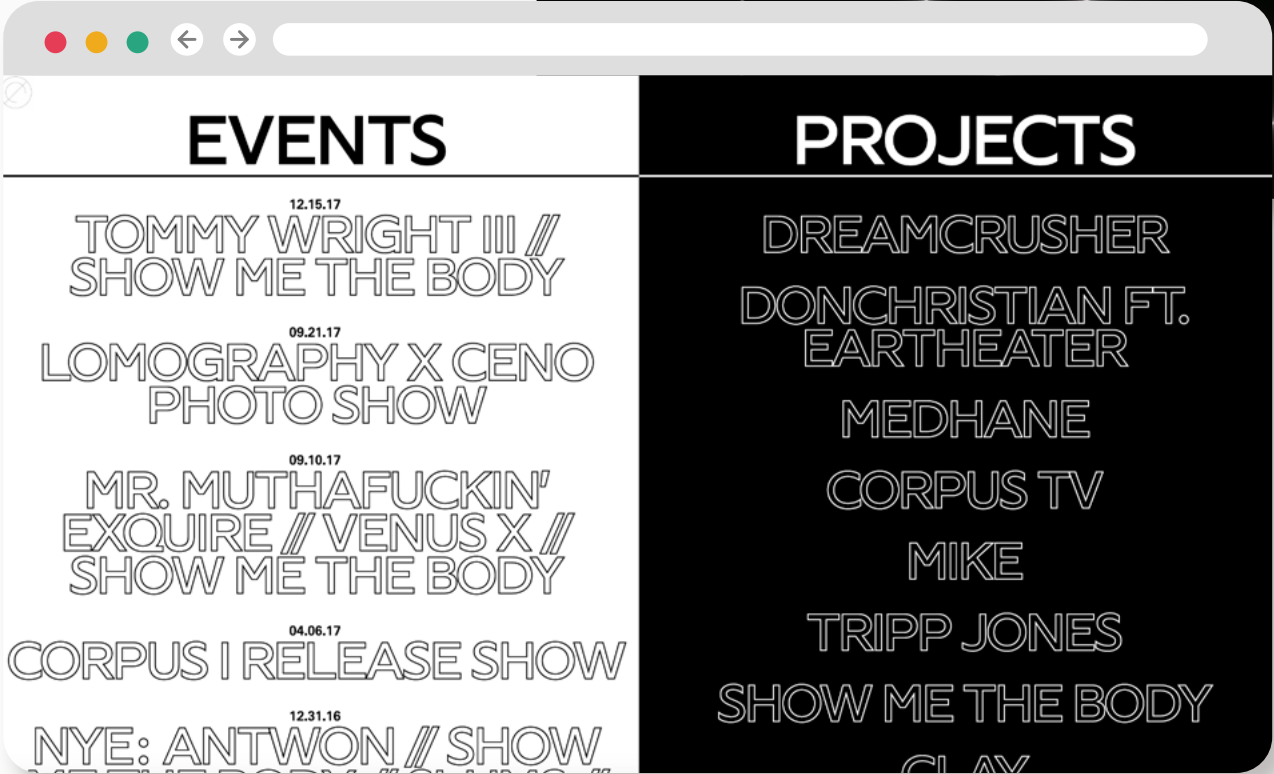
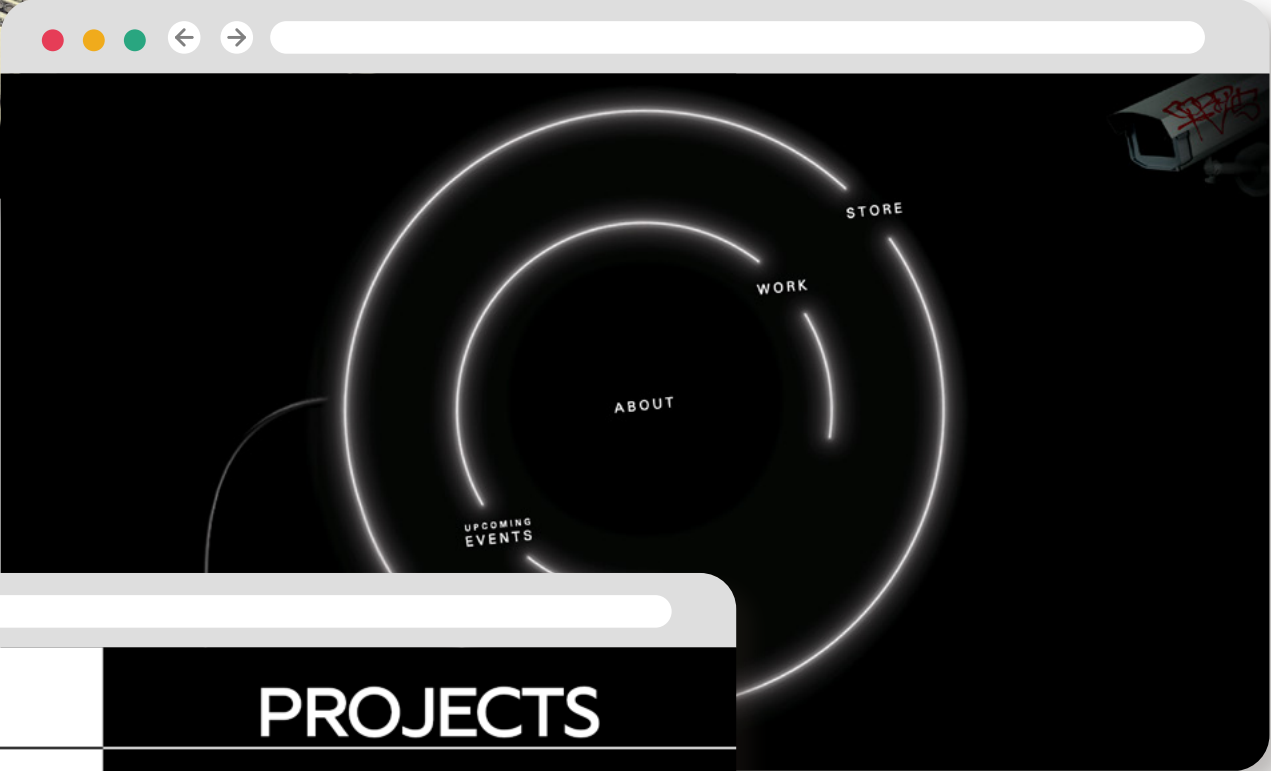
2017

In 2017, I designed and developed the website for NYC based design and production studio CENO.

CENO is a NYC based studio comprised of individuals with a unifying respect for the culture of the youth, and a desire to listen, not dictate. CENO was conceived as a reaction to similar experiences with misrepresentation in the media, and quickly noticed that this discomfort extended into a much larger population of artists. CENO creates with a primary consideration toward the message they are putting out, and not their own status -- working in a space where concept and community are equalizing forces.

Tags — Art Direction, Graphic Design, Web Design, Coding

ceno.nyc



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MOTION GRAPHICS

P.
23—24

MOTION GRAPHICS

Misc.

2015 – 2023

Selection of various animations and video edits.

Tags – Motion Graphics, Animation, Video Editing,
Graphic Design



Clay Pigeons (Lyric Video)

For IFC Films' promotion of Blaze (2018).

[Link](#)



Lizzo on The Late Show

Background visuals for Lizzo's performance on The Late Show with Stephen Colbert (2015).

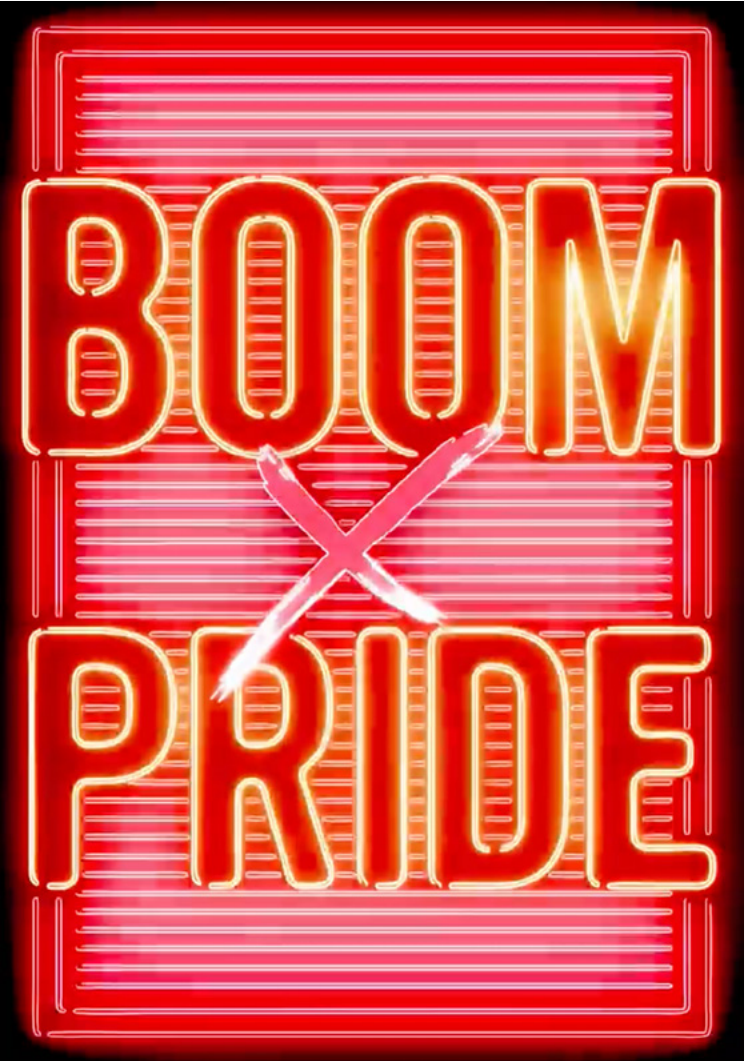
[Link](#)



Badlands

Immersive 360° video created in conjunction with my Parsons thesis.

[Link](#)



Madonna Pride Party

Invite for Madonna's Pride party (2021).

[Link](#)



Shadow (2018)

Promotional material for the film.

[Link](#)

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EMAIL DESIGN

P.
25–27

EMAIL DESIGN

Auberge Resorts

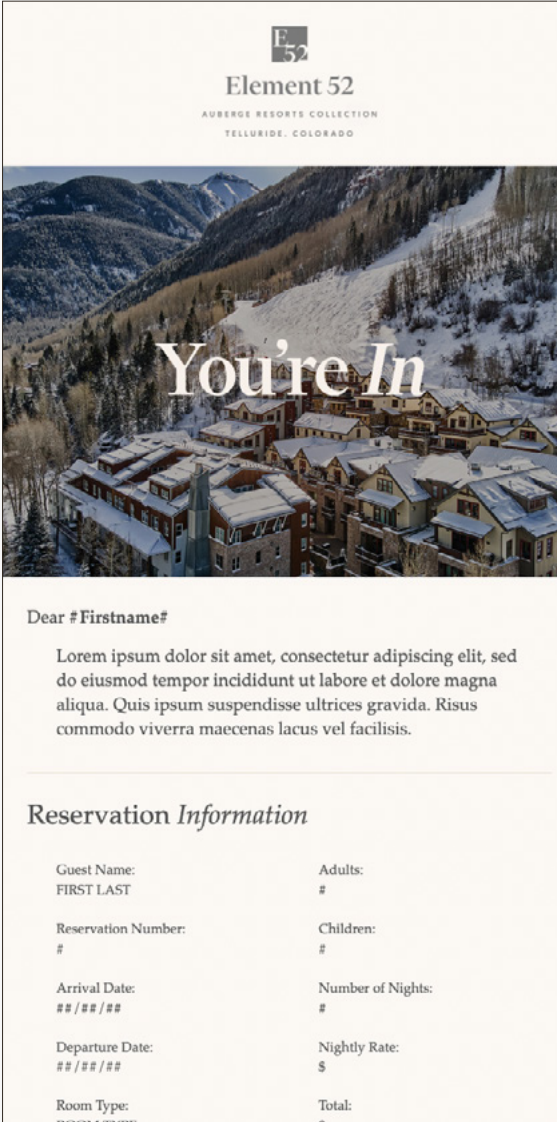
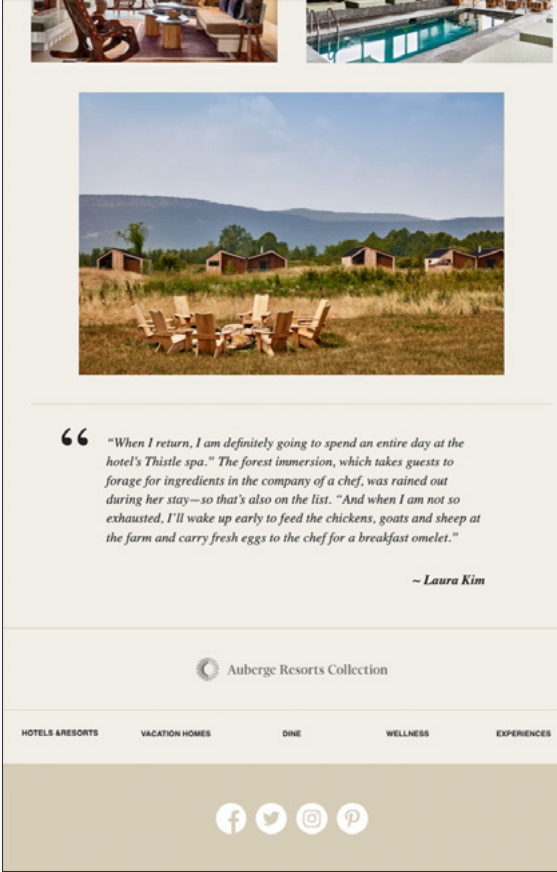
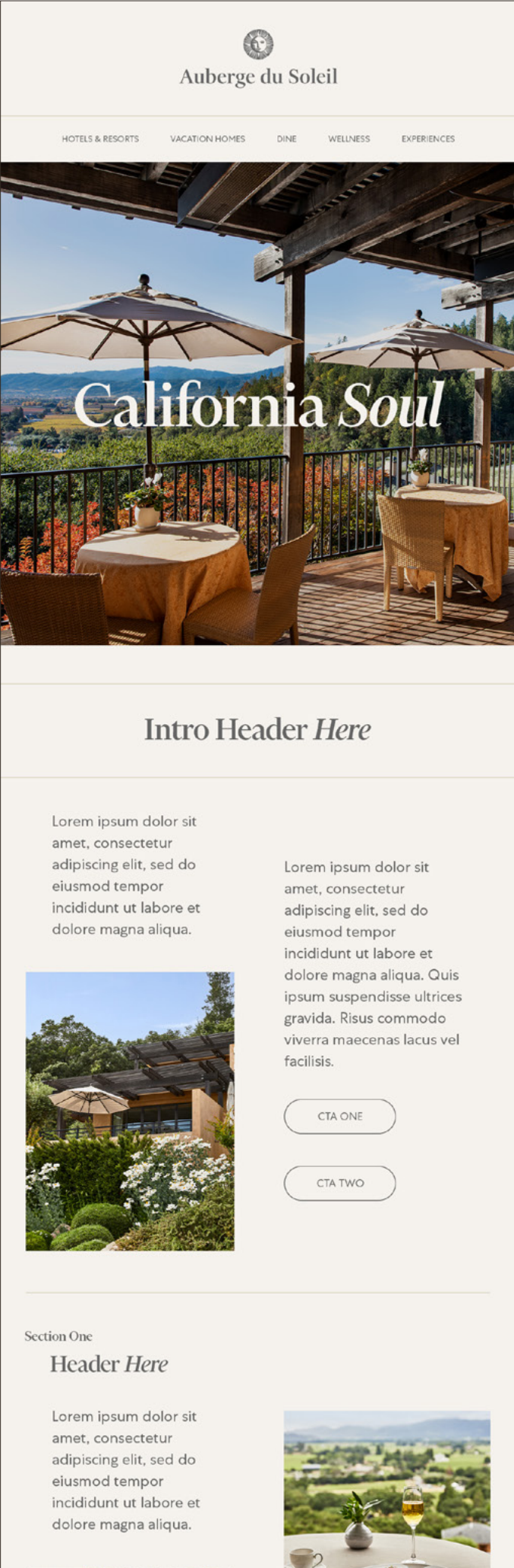
2024

Email template redesign for hospitality brand Auberge. This project consisted of a total refresh for all marketing and transactional emails at the brand and property level. The process involved multiple rounds of deliverables as well as building out the templates within their email CMS.

Auberge Resorts is an American multinational hospitality group headquartered in Mill Valley, California and Bethesda, Maryland. Founded in 1981 as Auberge du Soleil, the group currently operates 27 hotels and resorts in the United States, Mexico and Europe.

Tags — Graphic Design, Email Design, Email Marketing

aubergeresorts.com



EMAIL
DESIGN
The Standard
EDMs

2019 – 2023

Selection of various email designs + templates
I created for brand wide promotions, marketing
efforts, paid ads, events, and announcements.

Tags – Art Direction, Graphic Design



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ILLUSTRATION

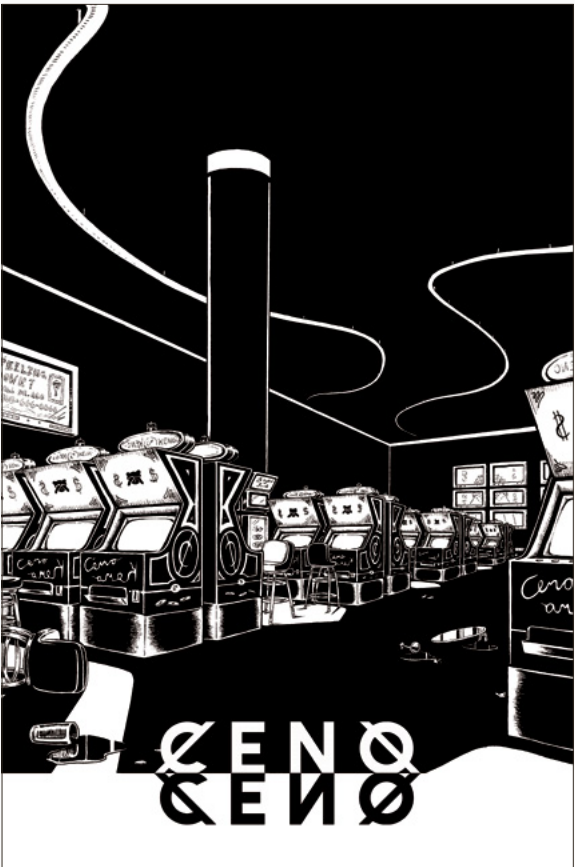
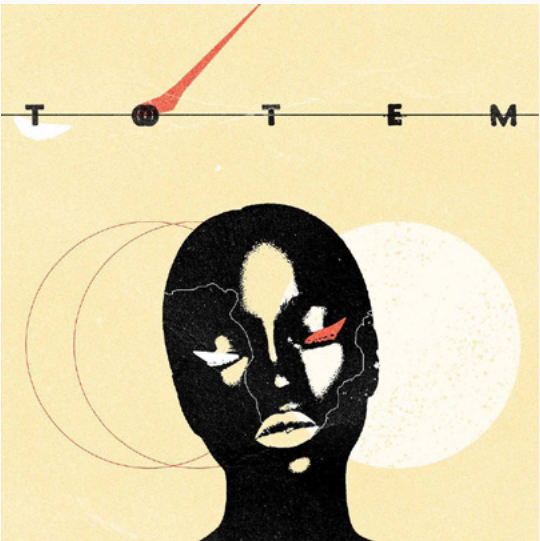
P.
28—29

ILLUSTRATION
Misc.

2015 – 2020

Selection of various illustrated pieces I created, ranging from event promotion to album cover art to gallery installations.

Tags – Illustration, Graphic Design, Printmaking, Etching



[Clockwise from top-left: CENO Group Art Show Poster (2017), Totem Album Art (2019), CENO Studios Poster (2016), Badlands Etchings (2017), Show Me The Body Album Cover (2018), Ceno Alley Party Poster (2016), CENO Subway Poster (2017), PBR Presents Bbymutha Poster (2017)]

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406.529.1866

THANK YOU