

ELIAS PAULSON
16.APR.95 — NYC

Art Director with a hands-on approach. Tangible skills in Graphic Design, Typography, Motion Graphics, Web Design, Illustration, and some Coding.

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PORTFOLIO — SELECTED WORKS **2023**

BRANDING

Monterrey Bar

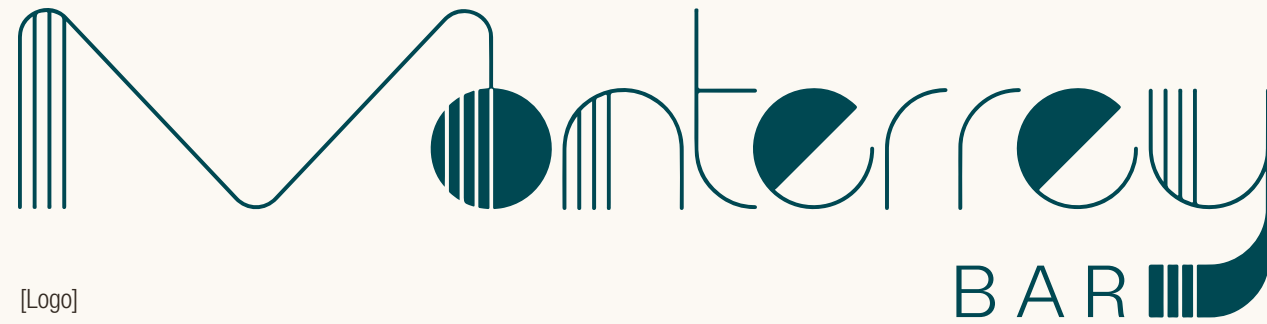
Visual identity for Monterrey Bar, Miami Beach. This project included an original logotype, menu designs, matchbook design, coaster design, digital marketing materials, and a photoshoot of the venue.

2021

Tags – Art Direction, Graphic Design, Typography, Illustration

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.

monterreybar.com 40 Island Avenue, Miami Beach, FL 33139



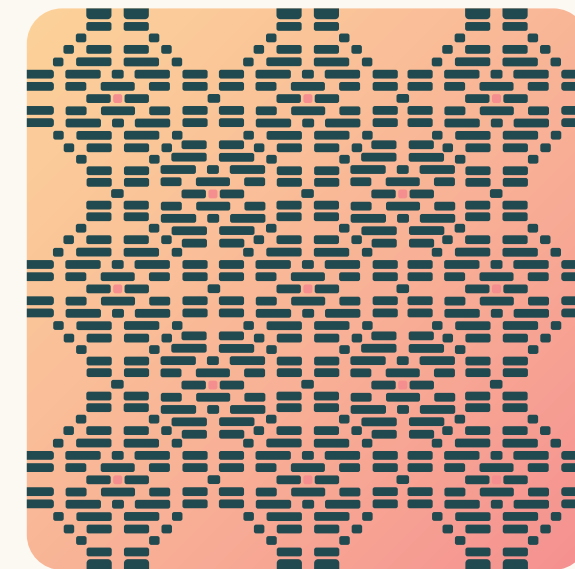
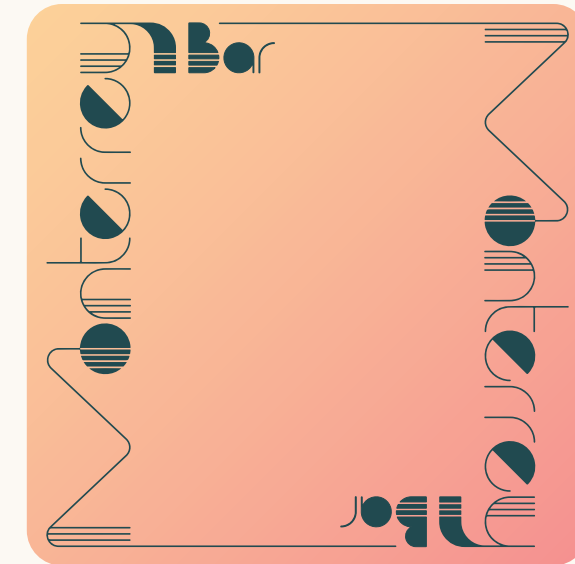
[Logo]



[Menu Cover]



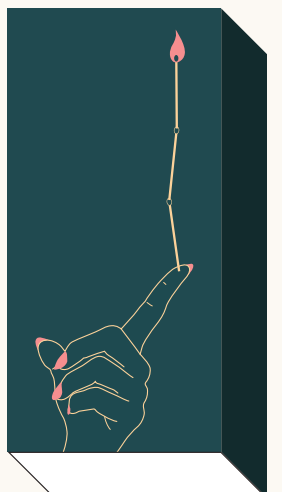
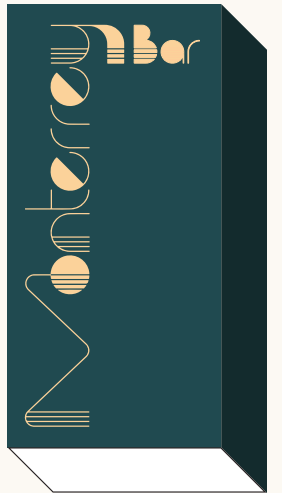
[Menu Content]



[Coaster Front + Back]



[Venue Photography]



[Matchbook]

BRANDING

Sweeties

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.

2023

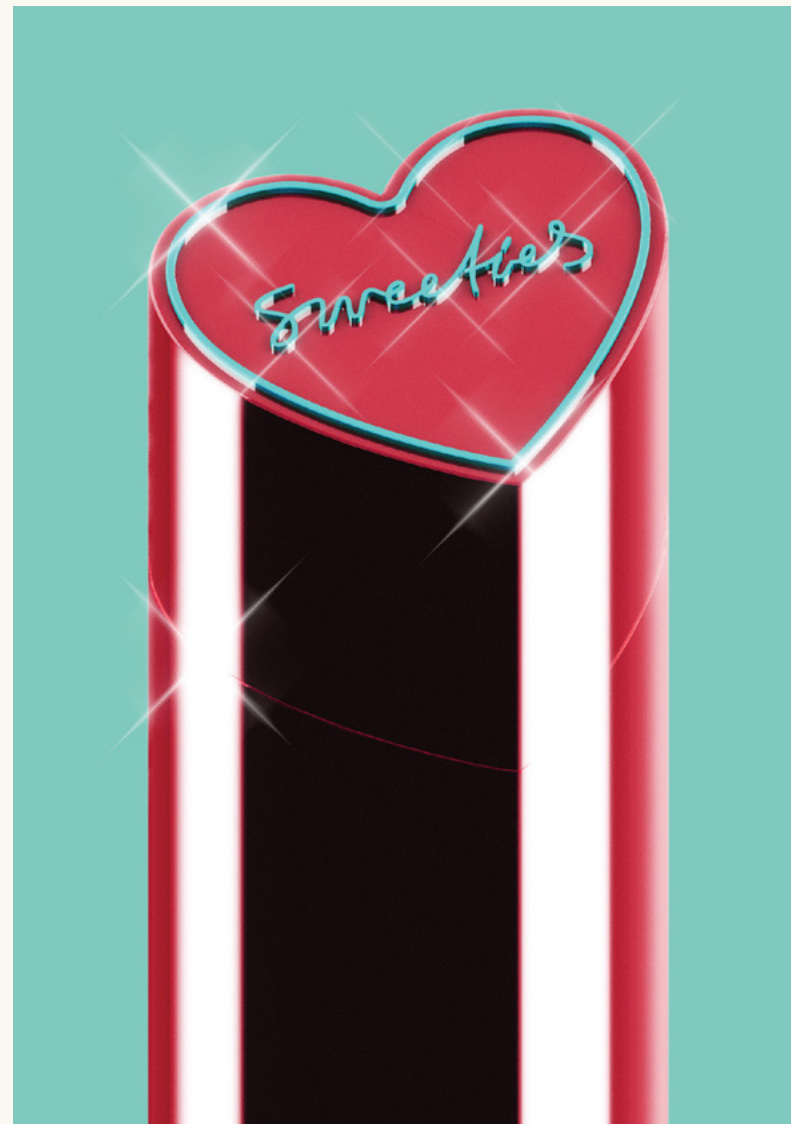
Tags – Art Direction, Graphic Design, Typography, Illustration, 3D

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.

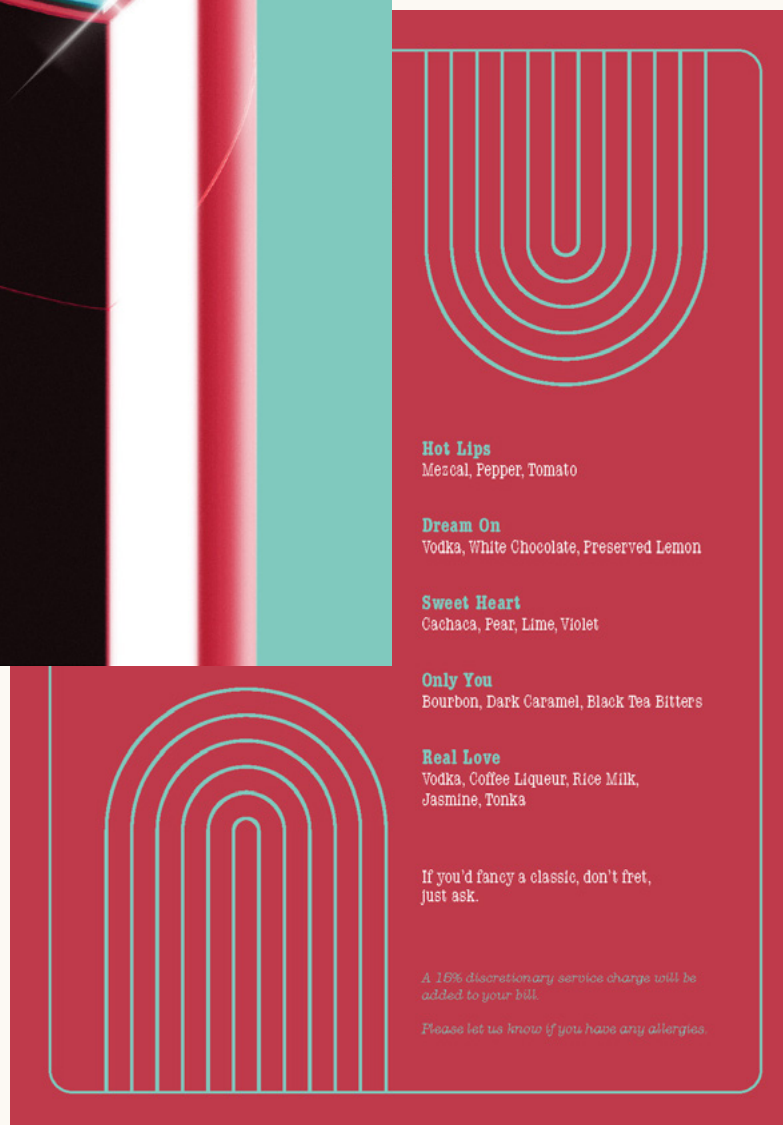
10 Argyle Street, London, WC1H 8EG

Sweeties

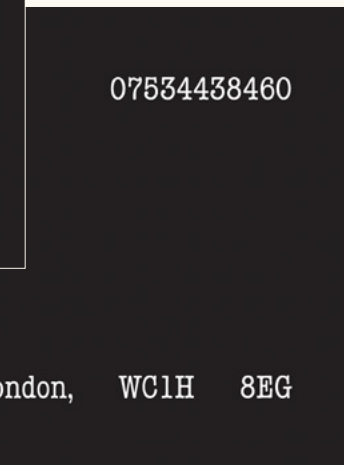
[Existing Logo]



[Menu]



[Business Card]



[Photography]

BRANDING

Jara

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

2022

Tags – Art Direction, Graphic Design, Illustration

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.



[Unfolded Menu – Front + Back]



[Logo Signage + Venue Photography]

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

BRANDING UP

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

2023

Tags – Art Direction, Graphic Design, Illustration

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.



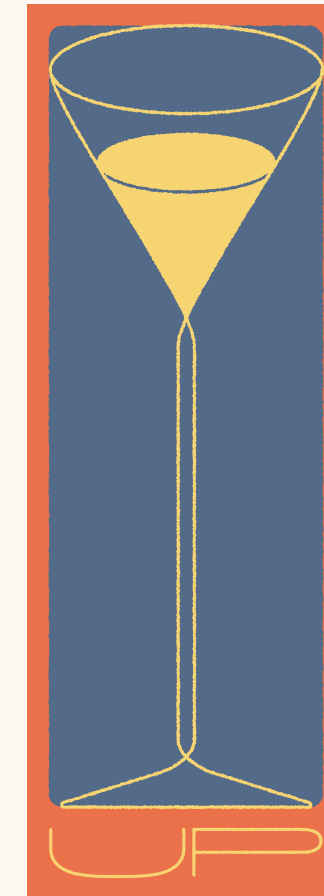
MENÚ MEDIODÍA LUNCH MENU

**TEMAKI
HAND ROLL**

- Salmón, Mayo Picante, Ikura, Wakame** 9
Salmon, Spicy Mayo, Ikura, Wakame
- Lubina Cítrica, Caviar Oscietra, Crujiente De Puerro** 12
Citrus Sea Bass, Oscietra Caviar, Leek Crisp (gf)
- Aguachile De Lubina, Maíz Crujiente** 8
Sea Bass Aguachile, Crunchy Corn (gf)
- Atún Rojo, Caviar De Aceituna** 12
Red Tuna, Olive Caviar
- Tartar De Atún, Tobiko, Aguacate, Cebollino** 11
Tuna Tartar, Tobiko, Avocado, Chives
- Gamba En Tempura, Caviar Oscietra** 12
Shrimp Tempura, Oscietra Caviar
- Tartar De Wagyu, Pico De Gallo** 11
Wagyu Tartar, Pico De Gallo
- Aguacate Trufado, Remolacha, Jalapeño** 8
Truffle Avocado, Beetroot, Jalapeño (vg)(gf)

**ENTRANTES
STARTERS**

- Edamame Con Chile Guajillo Ahumado** 8
Edamame With Smoked Guajillo Chili (vg)(gf)
- Guacamole E Ikura, Semillas Crujientes, Chips De Tortillas** 19
Guacamole And Ikura, Crunchy Seeds, Tortilla Chips (gf)
- Totopos Y Salsas** 11
Tortilla Chips And Salsas (v)(gf)
- Ensalada César Con Lechuga Romana, Picatostes, Pecorino, Pollo Crujiente** 24
Caesar Salad, Romaine Lettuce, Croutons, Pecorino, Crispy Chicken
- Aguachile De Fresa, Tomates De Temporada, Cebolleta, Aguacate** 18
Strawberry Aguachile, Seasonal Tomatoes, Spring Onion, Avocado (vg)(gf)
- Croquetas De Cerdo Al Achiote 4 Unidades** 16
Achiote Pork Croquettes 4 Pieces



COCTELES

- UP Margarita** 15
tequila infusionado con citronela y jengibre, lima y agave
lemongrass and ginger infused tequila, lime, agave
- Jalisco Mule** 15
tequila, framuesa, lima, agave, refresco de jengibre
tequila, raspberry, lime, agave, ginger beer
- Floración** 15
sotol, flor de sauco, maraschino, lima, cherry bitter, soda
sotol, elderflower, maraschino, lime, cherry bitters, soda
- Golden Hour Punch** 16
ron especiado, ron blanco, maracuyá, avellana, lima, piña
spiced rum, white rum, passion fruit, hazelnut, lime, pineapple
- Fortuna Spritz** 15
gin, aloea vera, anís, romero, pomelo soda
gin, aloe vera, anise, rosemary, grapefruit soda
- Tarocco** 15
mezcal, licor de coco, naranja sanguina, lima
mezcal, coconut liqueur, blood orange, lime
- Hazy Daisy** 15
sake, litchi, limón
sake, lychee, lemon

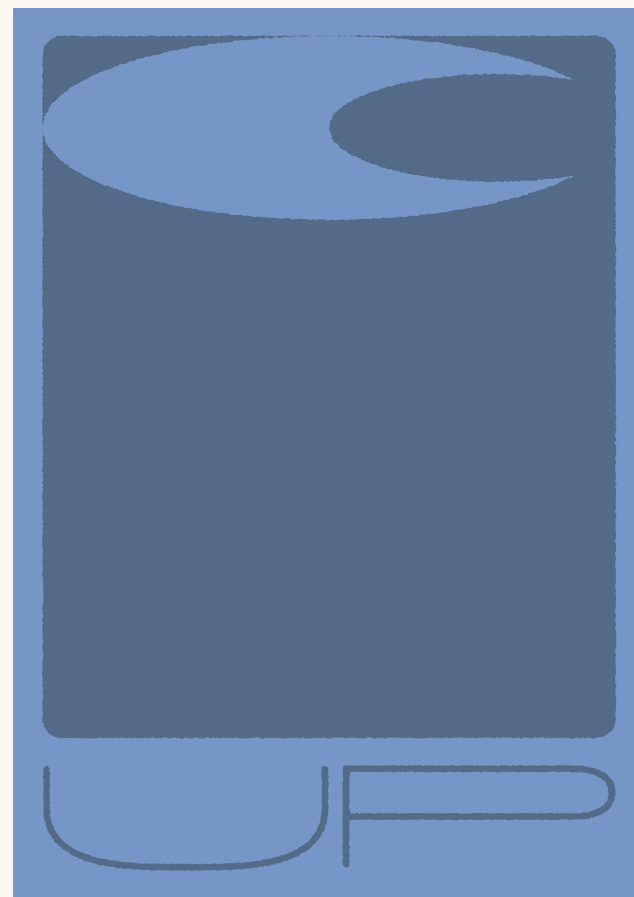
GRANIZADOS FROZEN COCKTAILS

- Strawberry Margarita** 15
tequila, fresa, lima
tequila, strawberry, lime
- Frozen Cocktail of the Day** 15

SANGRÍA

- Sangría de Cava** 52
fruta de temporada, mix de sangría UP y cava
fresh fruit, UP sangria mix and cava
- Sangría** 45
fruta fresca, mix de sangría UP, fanta de limón y vino blanco o tinto
fresh fruit, UP sangria mix, lemon soda and white or red wine

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



MENÚ CENA DINNER MENU

**TEMAKI
HAND ROLL**

- Salmón, Mayo Picante, Ikura, Wakame** 9
Salmon, Spicy Mayo, Ikura, Wakame
- Lubina Cítrica, Caviar Oscietra, Crujiente De Puerro** 12
Citrus Sea Bass, Oscietra Caviar, Leek Crisp (gf)
- Aguachile De Lubina Con Maíz Crujiente** 8
Sea Bass Aguachile, Crunchy Corn (gf)
- Atún Rojo, Caviar De Aceituna** 12
Red Tuna, Olive Caviar
- Tartar De Atún, Tobiko, Aguacate, Cebollino** 11
Tuna Tartar, Tobiko, Avocado, Chives
- Gamba En Tempura, Caviar Oscietra** 12
Shrimp Tempura, Oscietra Caviar
- Tartar De Wagyu, Pico De Gallo, Salsa Ahumada** 11
Wagyu Tartar, Pico De Gallo, Smoked Sauce
- Aguacate Trufado, Remolacha Y Jalapeño** 8
Truffle Avocado, Beetroot, Jalapeño (vg)(gf)

**ENTRANTES
STARTERS**

- Edamame Con Chile Guajillo Ahumado** 8
Edamame, Smoked Guajillo Chili (vg)(gf)
- Totopos Con Salsas** 11
Tortilla Chips And Salsas (v)(gf)
- Guacamole E Ikura Con Semillas Crujientes, Chips De Tortillas** 19
Guacamole And Ikura With Crunchy Seeds, Tortilla Chips (gf)
- Croquetas De Cerdo Al Achiote 4 Unidades** 16
Achiote Pork Croquettes 4 Pieces
- Aguachile De Fresa Con Tomates De Temporada, Cebolleta, Aguacate** 18
Strawberry Aguachile With Seasonal Tomatoes, Spring Onion, Avocado (vg)(gf)

Consulta por los alérgenos a tu camarero | Ask your waiter about allergens
(vg) Vegano | Vegan | (v) Vegetariano | Vegetarian (gf) Sin Gluten | Gluten Free
Todo el pescado crudo ha sido congelado previamente durante 72h | All raw fish has been previously frozen for 72 hours



BRANDING

The Standard – Brand Guidelines

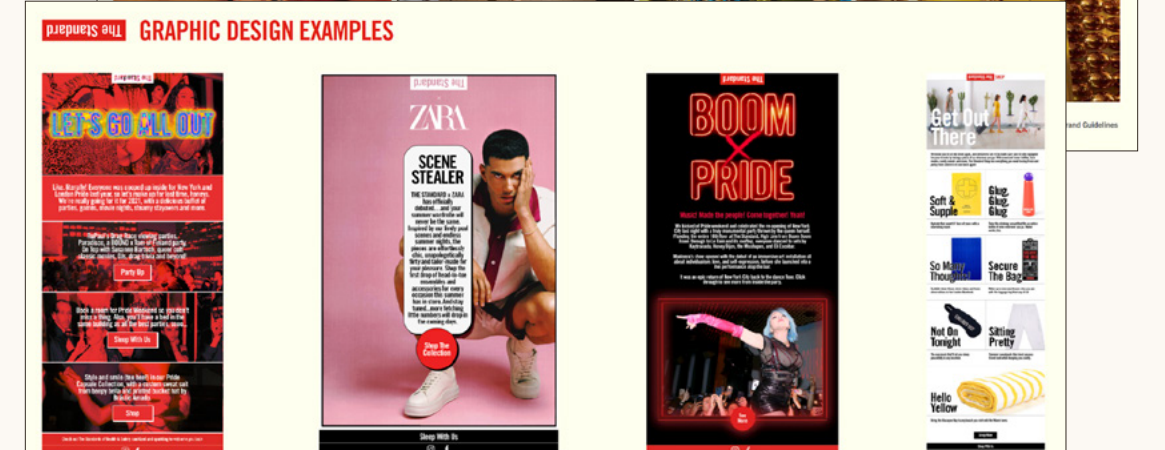
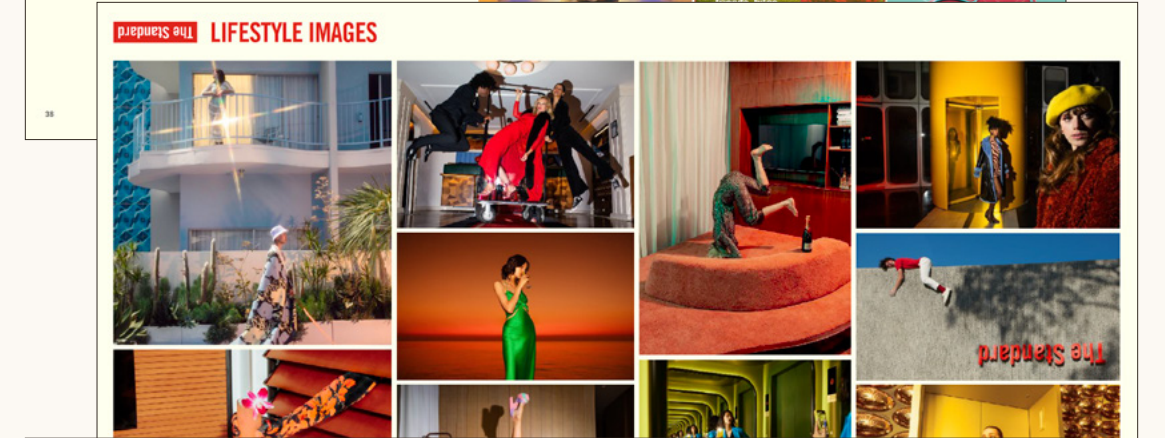
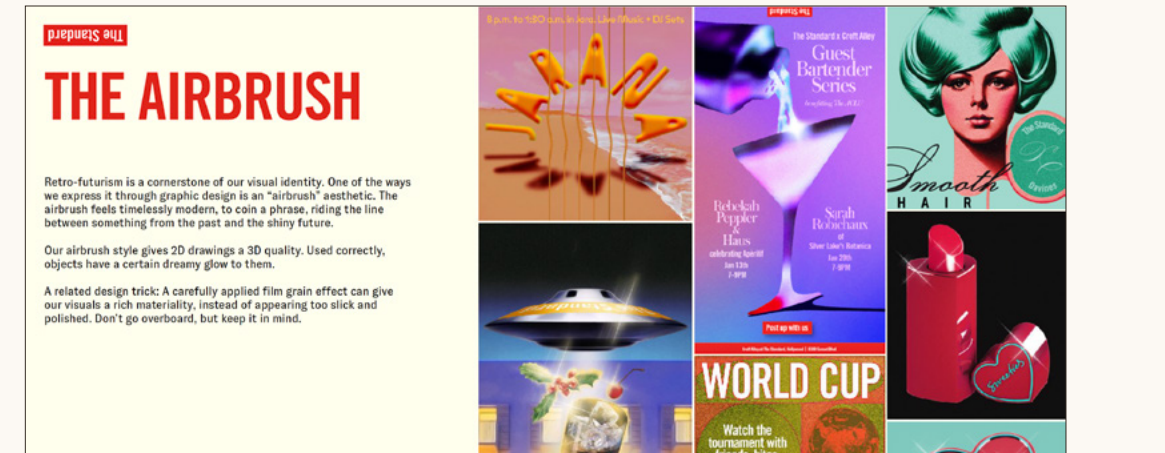
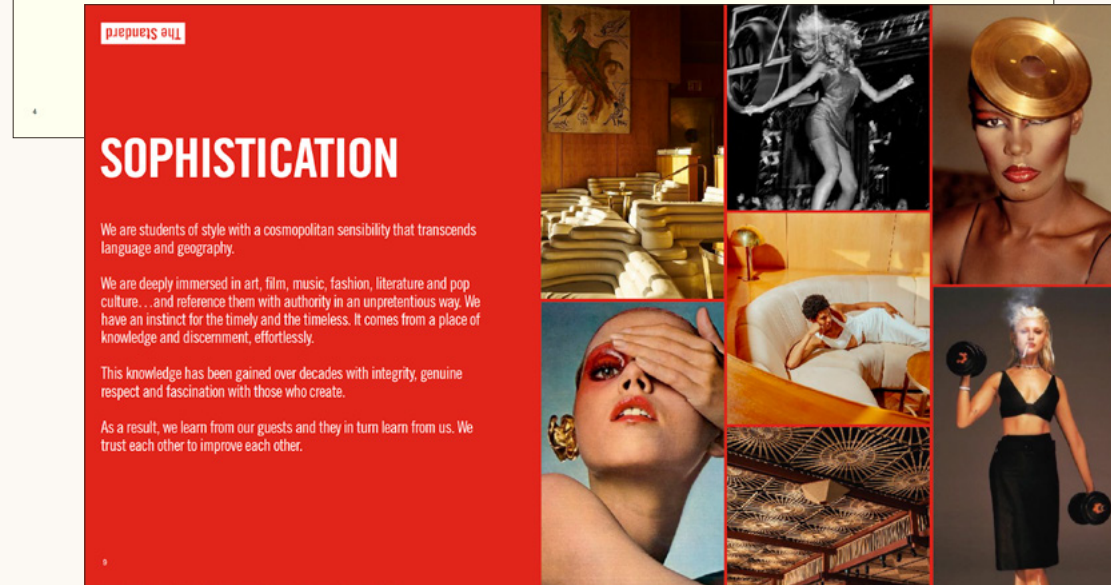
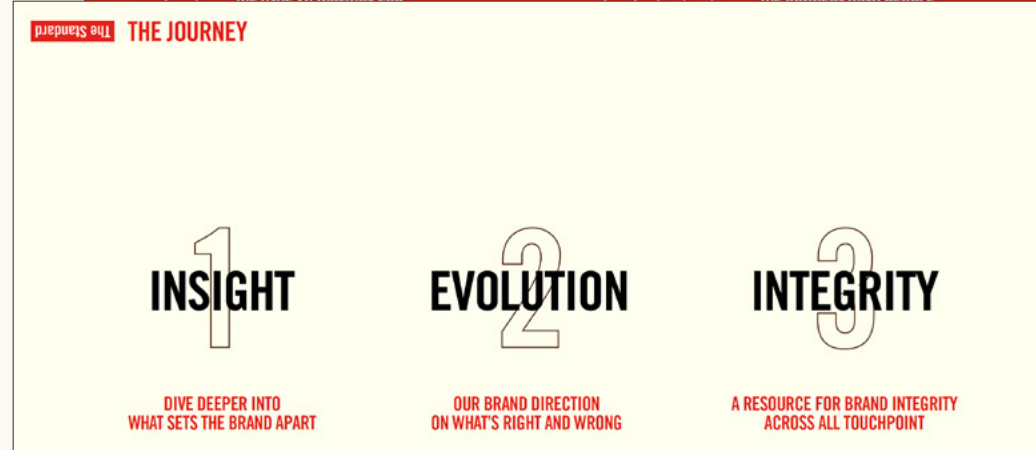
Guidelines for the global boutique hotel brand The Standard. This 43 page document communicates who The Standard is and has been over the past 25 years (both conceptually and visually), where they are going, and how they will get there.

2022-2023

Tags – Art Direction, Branding

This document was created over the span of six (6) months, in collaboration with the creative team, design team, and leadership team for The Standard. The final document, which I designed and compiled, is meant to be shared with new hires (at the property level and the corporate office) as well as potential investors, collaborators and developers. My primary contribution involved rules, verbiage and examples for the brand pillars—photography, graphic design, tone, illustration, and social media.

standardhotels.com



BRANDING

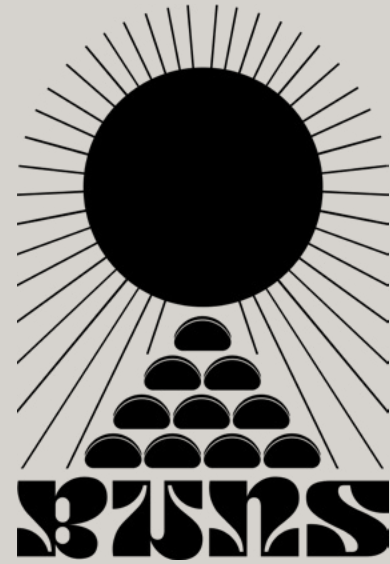
Misc. Logos

Selection of various logos I have created over the years.

2017 – 2023

Tags – Graphic Design, Illustration, Branding

[Food Truck – London]



[Restaurant – Miami]



[Design Studio – NYC]



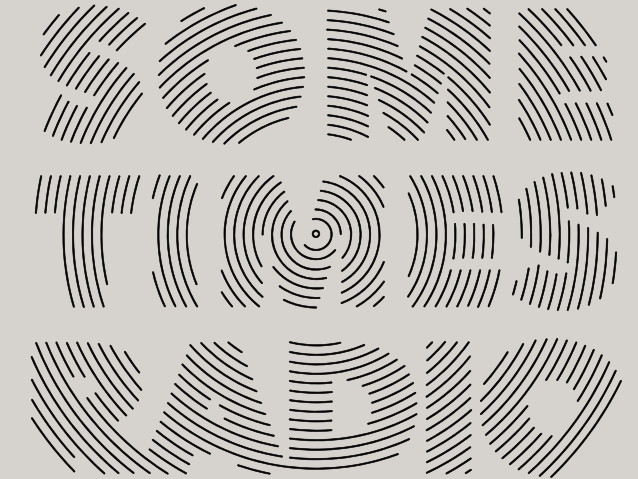
[Band Logo]



[Restaurant – NYC]



[Radio Program – London]



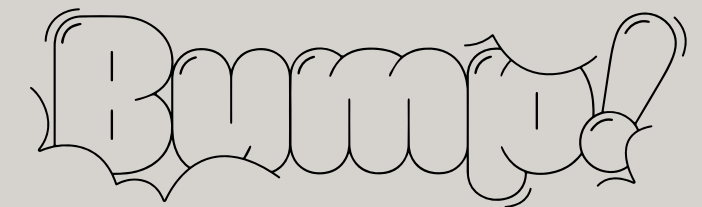
[Band Logo]



[Restaurant / Bar – London]



[Bumper Car Rink – NYC]



SOCIAL MEDIA

Storyhouse

Social identity design for Storyhouse Foundation. Deliverables included templates for various types of media and posts, in both static and video formats.

2022

Tags – Social Media, Graphic Design

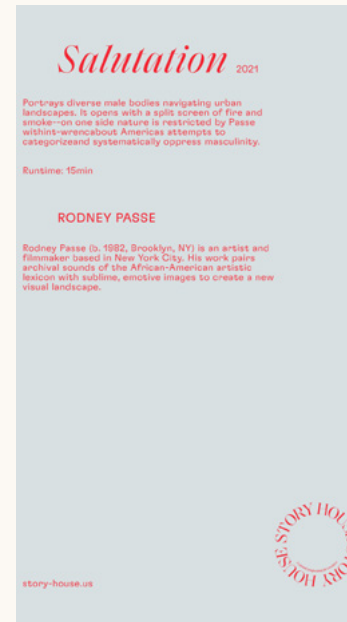
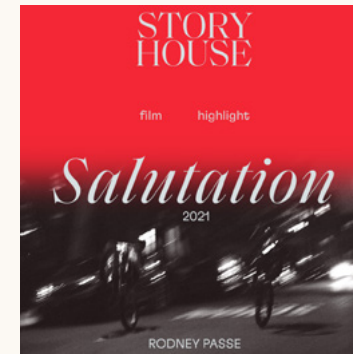
Storyhouse is a global community dedicated to connecting creatives & visionaries through space, experience and culture.

storyhouse.foundation

Join / End Cards



Film Spotlight



Events Announce



Monthly Member Spotlight



Theme Post



ART DIRECTION Photography

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

2021– 2023

Tags – Art Direction, Photography

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.



WEB DESIGN

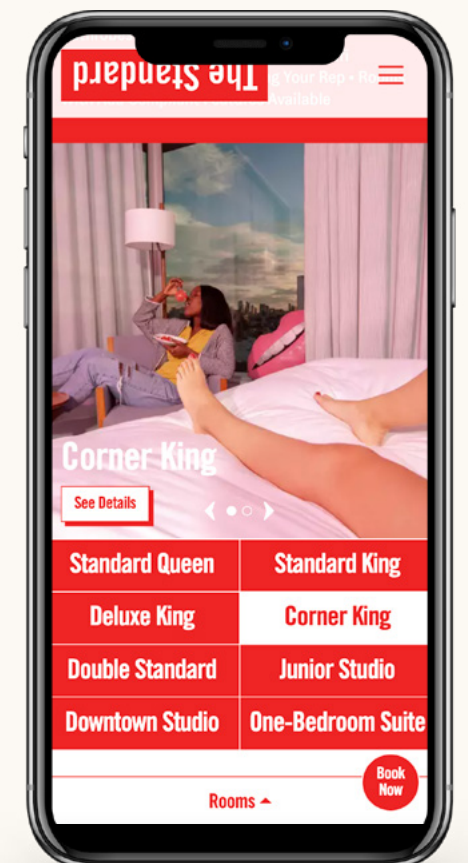
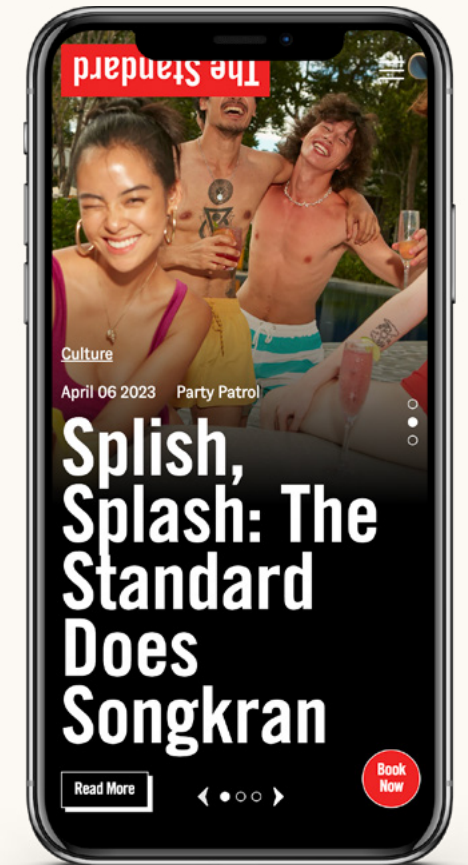
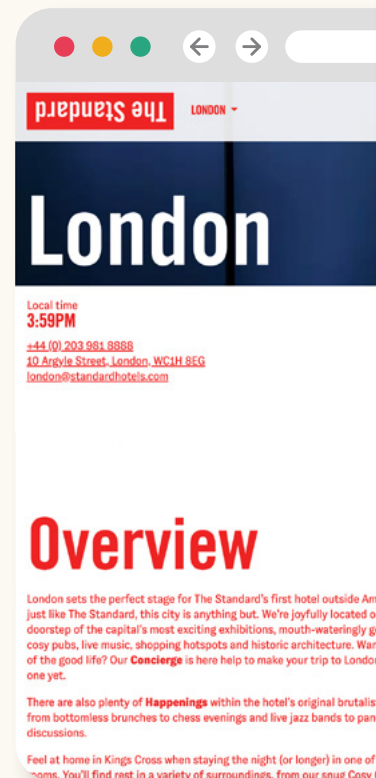
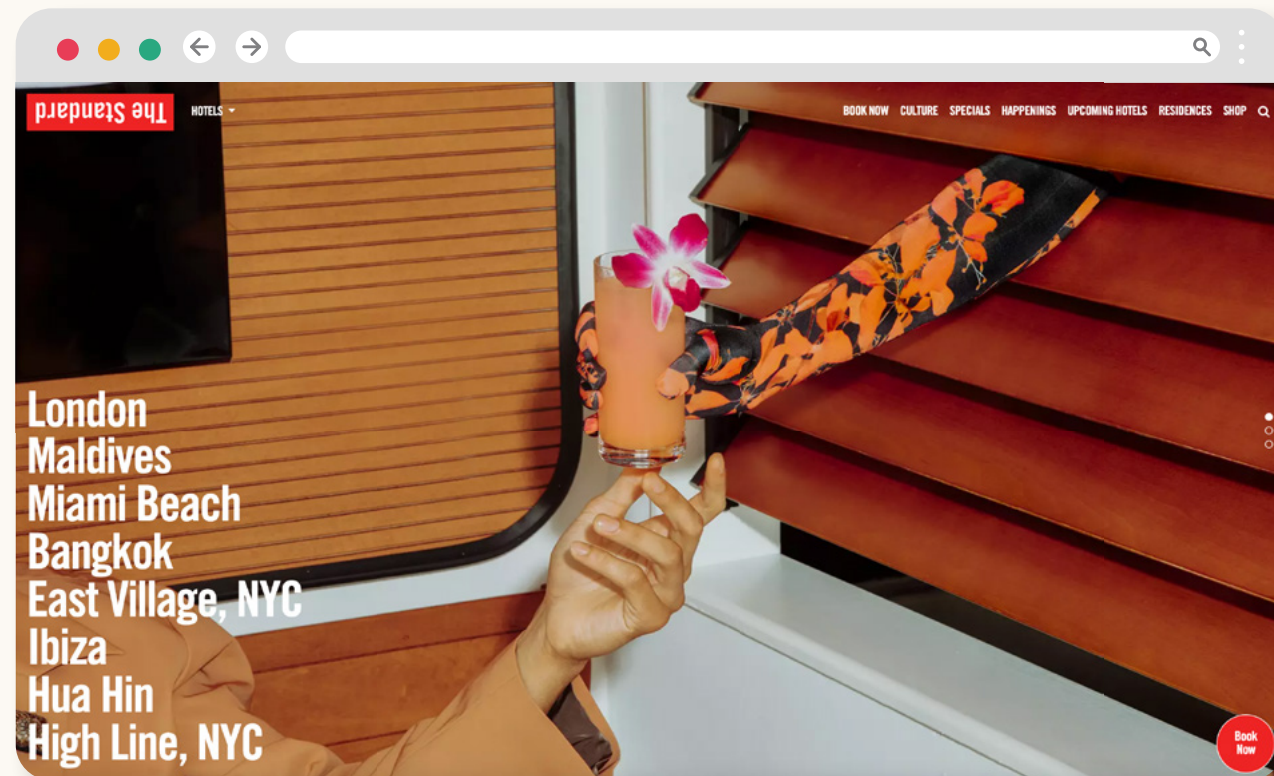
standardhotels.com

In 2021, I redesigned The Standard's website. The process included a sitemap and interactive mockups of each page (using Adobe XD).

2021

Tags – Art Direction, Graphic Design, Web Design

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



WEB DESIGN

shopthestandard.com

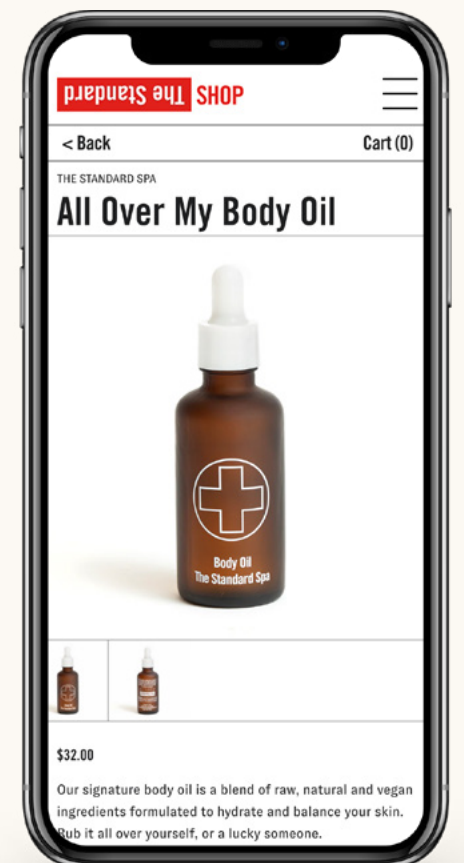
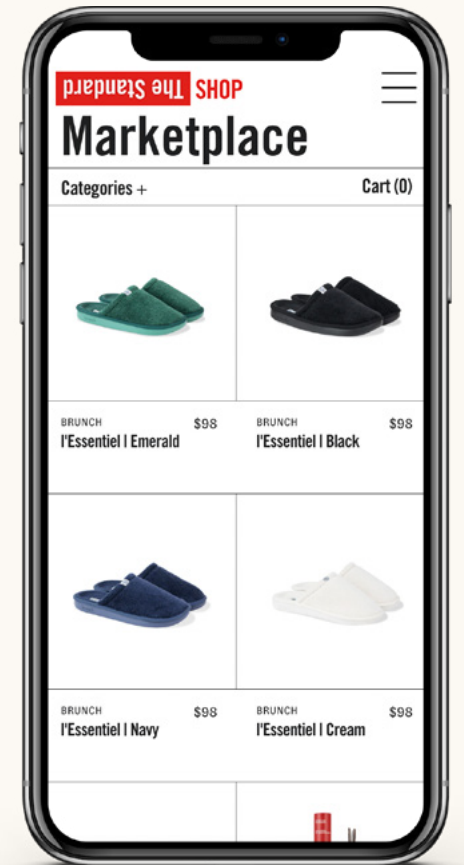
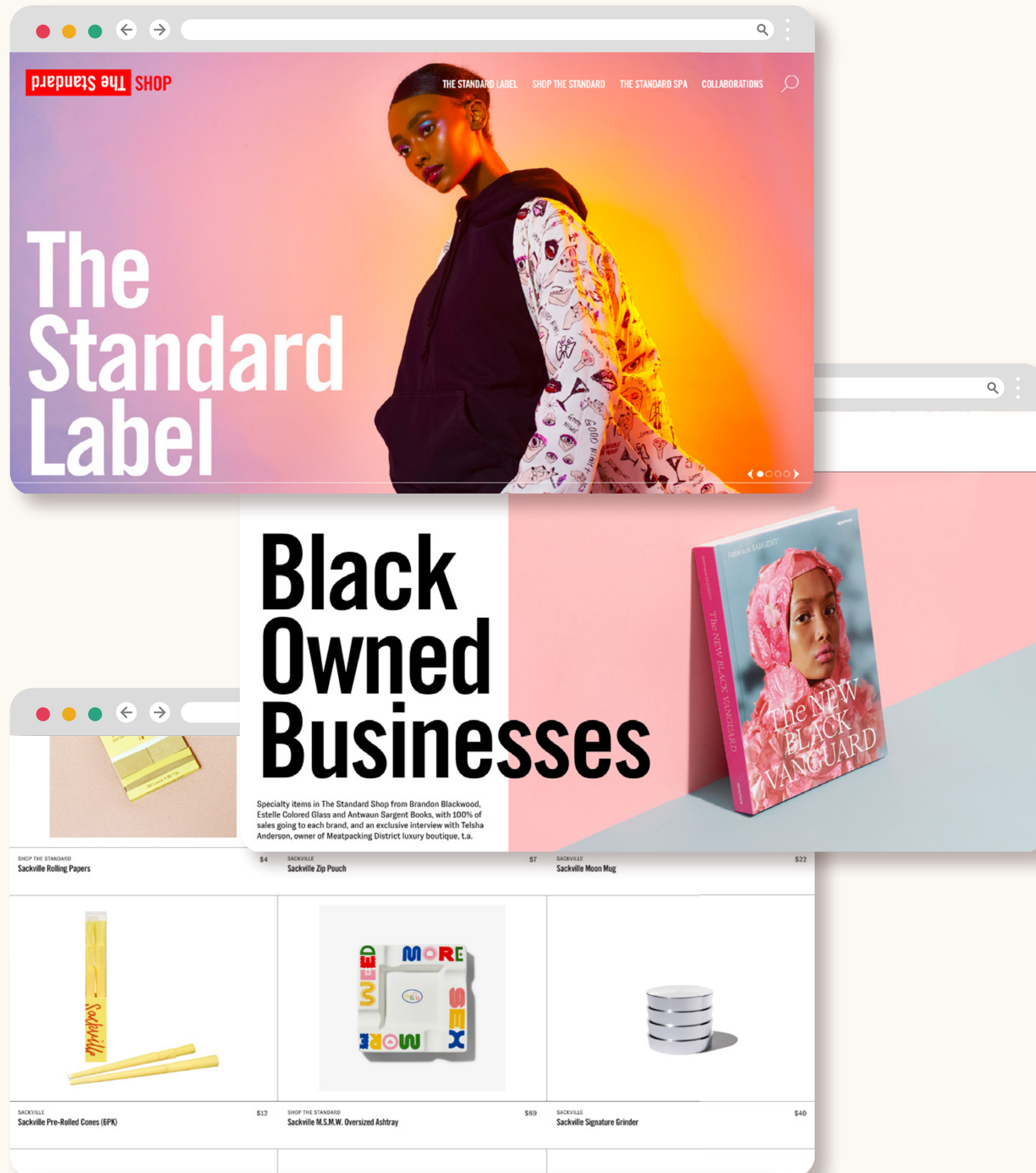
In 2022, I redesigned The Standard's online retail marketplace. The process included a sitemap and interactive mockups of each page (using Adobe XD).

2022

Tags – Art Direction, Graphic Design, Web Design

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

shopthestandard.com



ART DIRECTION

Video Campaign

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.

2023

Tags – Art Direction, Video Production, Storyboarding

One Night Standard:

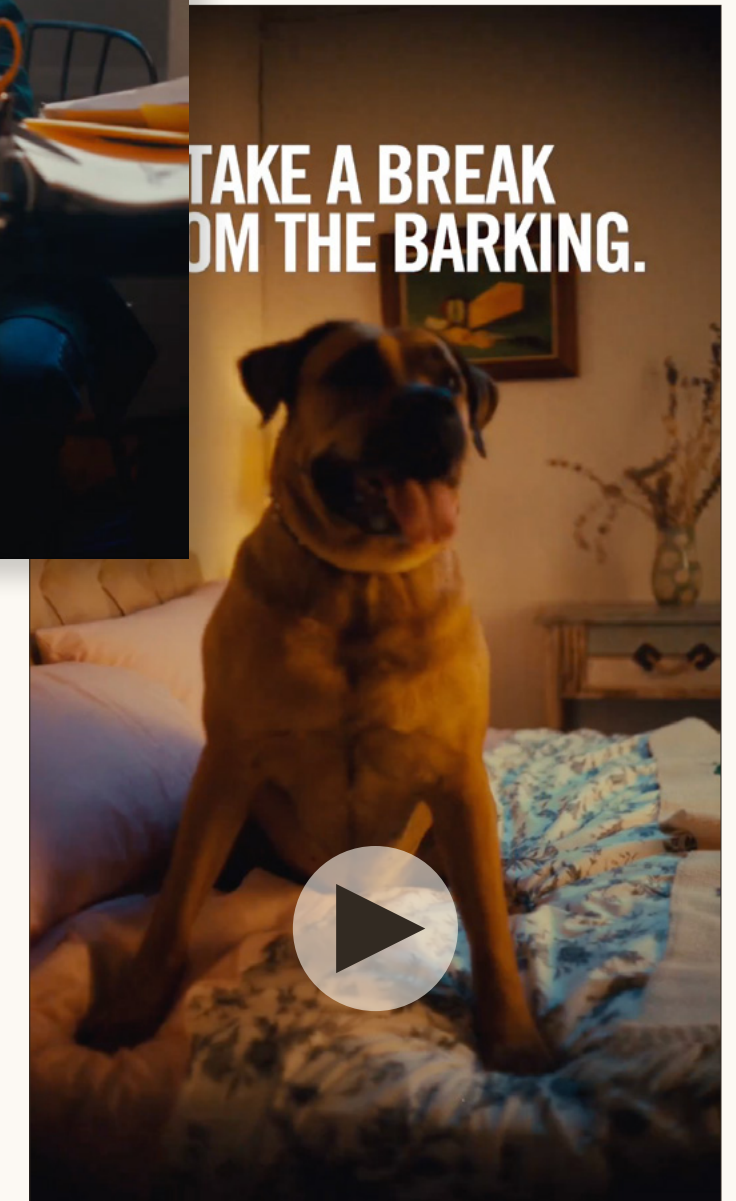
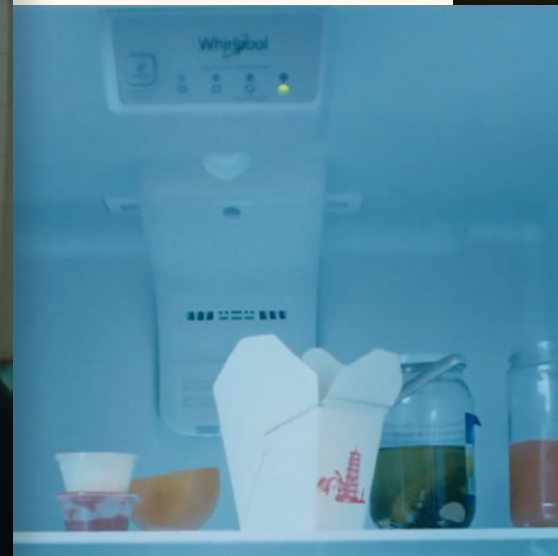
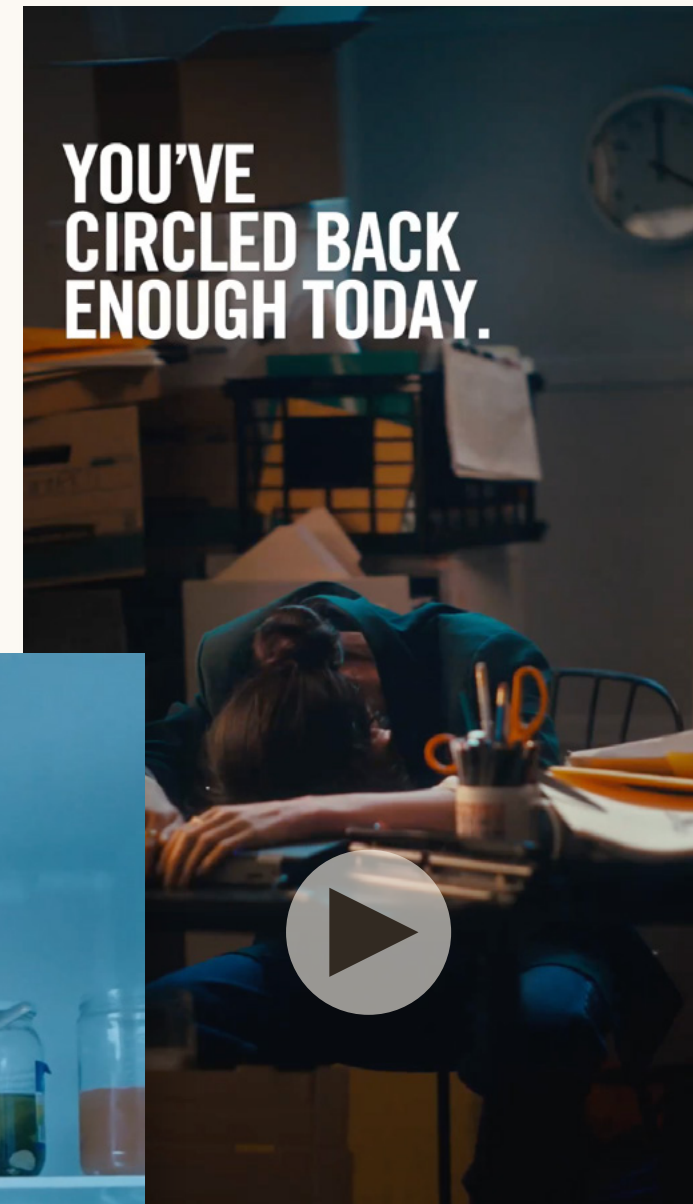
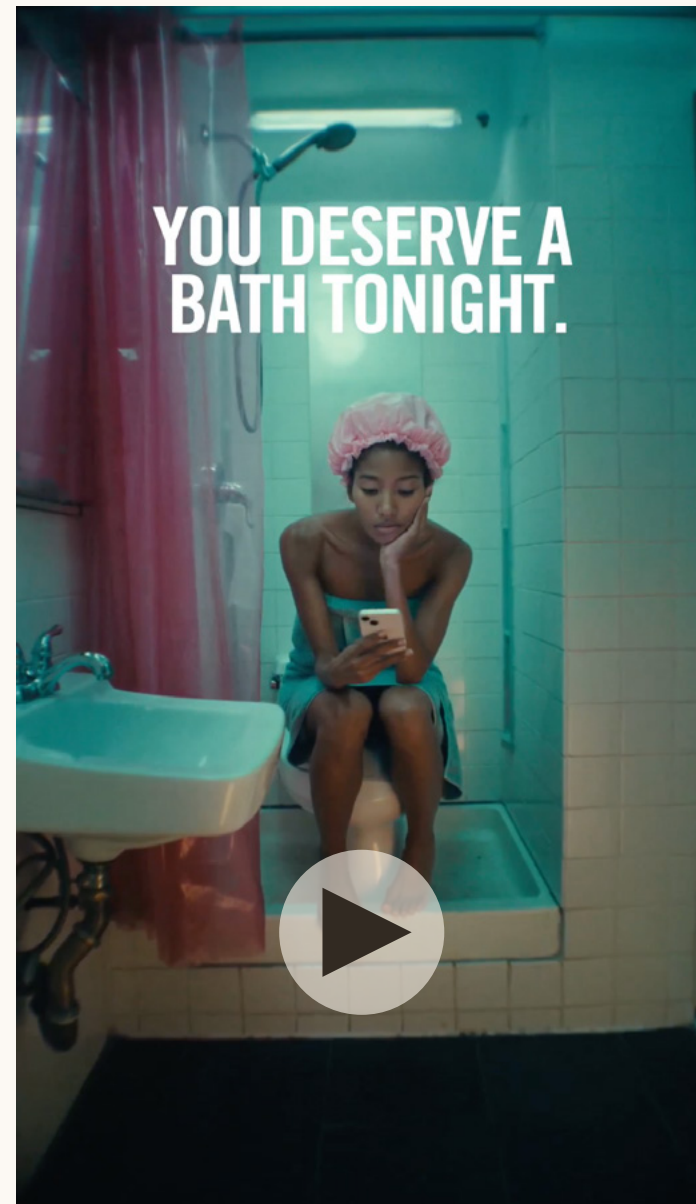
When you're craving a spontaneous escape, open the app at 3 p.m. to find the lowest available rates for tonight from \$179/night.

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

See you tonight.

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.

onenightstandard.com



ART DIRECTION

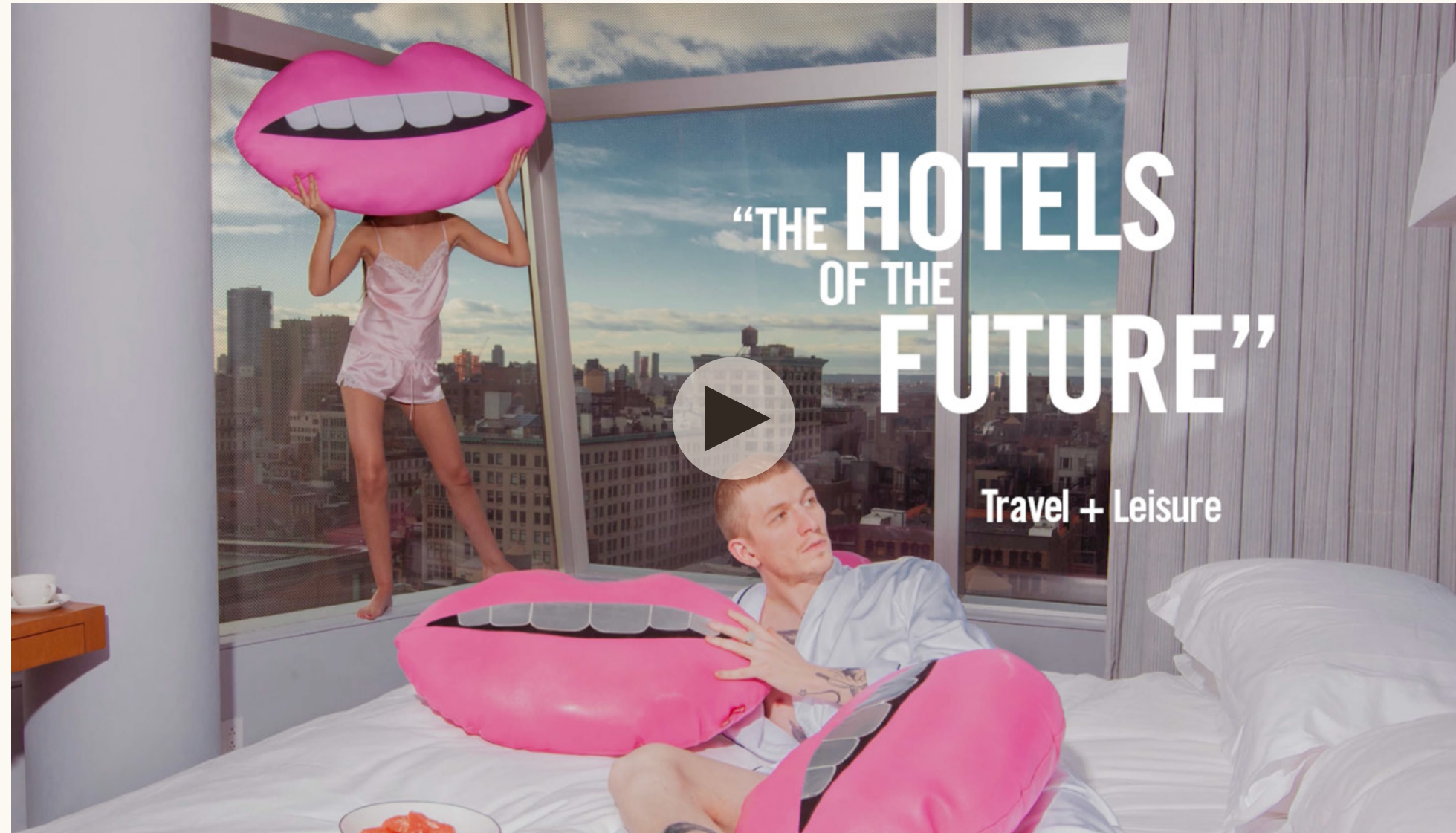
Video Editing

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.

2021

Tags – Art Direction, Video Editing

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



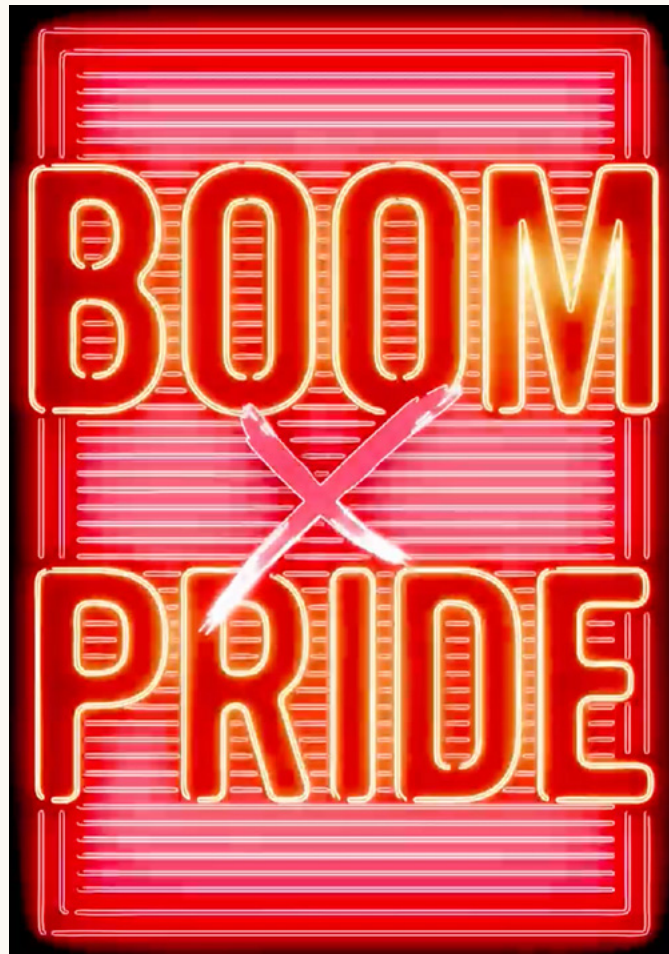
MOTION GRAPHICS

Misc.

Selection of various animations and video edits that I created.

2015 – 2023

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



Madonna Pride Party

Invite for Madonna's Pride party (2021).

[Link](#)



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](#)

PACKAGING DESIGN

Jumbo Pool Pasta

Packaging design for the run of six (6) pool pasta floats, created in collaboration between The Standard and **Jumbo**.

2022

Tags – Art Direction, Graphic Design

In a collaboration with NYC design practice Jumbo, The Standard introduces pool noodles that think outside the pasta box.

The inflatable shapes are inspired by familiar Italian culinary forms: macaroni, shells, farfalle, rigatoni, lasagna, tortellini, and ravioli, that feel right at home in a “pot” of water. Designed to be lounged on, each design translates its pasta inspiration into an “Emoji-fied” form.

In 2022, Jumbo + The Standard designed a series of pasta-shaped pool floats for Art Basel Miami. Subsequent installations include Ibiza, Hua Hin, Bangkok, and the Maldives.



shopthestandard.com

jumbo.nyc

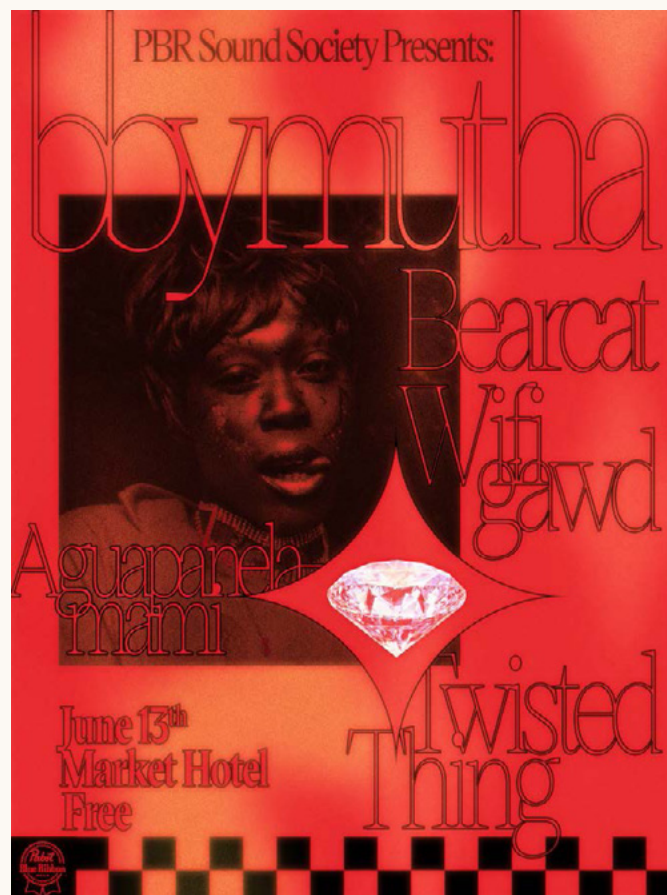
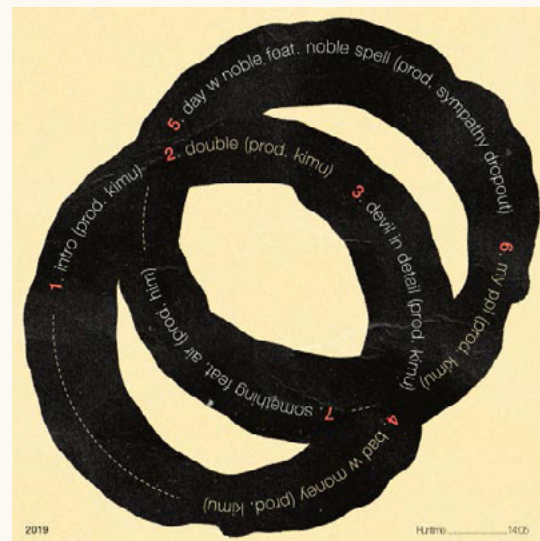
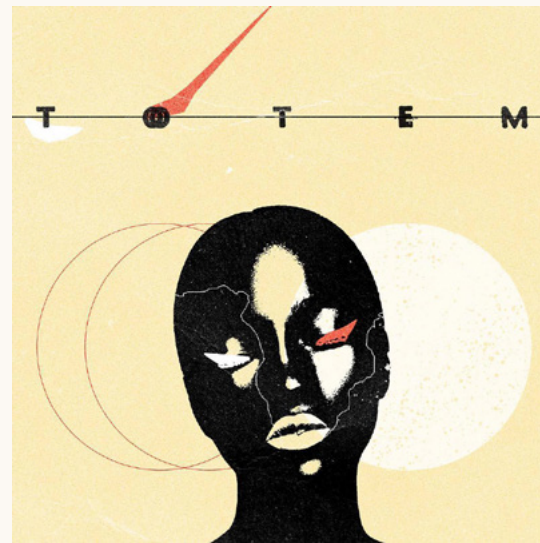
ILLUSTRATION

Misc.

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

2015 – 2020

Tags – Illustration, Graphic Design, Printmaking



[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)]



GRAPHIC DESIGN

Misc. EDMs

Selection of various designs I created for brand wide promotions, marketing efforts, paid ads, events, and announcements for commercial brands.

2019 – 2023

Tags – Art Direction, Graphic Design

SO JUICY

Aaaah.

Stowaway at The Standard and make your stay worth the squeeze. Save up to **30%** with fresh perks on us when you stay a little longer.

SQUEEZE

The Standard
x
ZARA

SCENE STEALER

THE STANDARD x ZARA has officially debuted...and your summer wardrobe will never be the same. Inspired by our lively pool scenes and endless summer nights, the pieces are effortlessly chic, unapologetically flirty and tailor-made for your pleasure. Shop the first drop of head-to-toe ensembles and accessories for every occasion this summer has in store. And stay tuned...more fetching little numbers will drop in the coming days.

Shop The Collection

Get Out There

We know you're on the move again, and we love to see it! So make sure you're fully equipped for your travels by taking a piece of us wherever you go. With oversized water bottles, face masks, comfy sweats and more, The Standard Shop has everything you need to stay fresh and perky from point A to B and back again.

Soft & Supple

Face It Nourishing Mask

Hydrate that sweet lil' face of yours with a nourishing mask.

Glug, Glug, Glug

DRINK ME

Take this drinking vessel that fits an entire bottle of wine wherever you go. Water works, too.

So Many Thoughts!

Scribble down those clever ideas and keen observations in the London Notebook.

Secure The Bag

Make sure everyone knows who you are with the luggage tag that says it all.

The Standard
LET'S DISH

It's been a sec, but Decimo and Sweeties are back fresher than ever, Saturday, 3 September. Let's swap sexy summer stories. We need details, babe.

Sweetie's **DECIMO**

Need a little stimulation? Taste our newest nootropic bevies on the Sweeties cocktail list. We're hitting all the high notes in September. Let's play.

What a view—the skyline's nice, too. Decimo's back with a bang and your favourite table's waiting. New on the menu? The Caribeneros taco...just squeeze.

BOOK A SPOT

BOOK A TABLE

MAKE IT A SWEET STAY-CAY

DAILY DJS

LET'S GET TO IT

Did you just say Pride? Wild...we had the exact same thought.

Soak up every scandalous minute of Pride Month at The Standard.

The Standard x Croft Alley
Guest Bartender Series
benefitting The ACLU