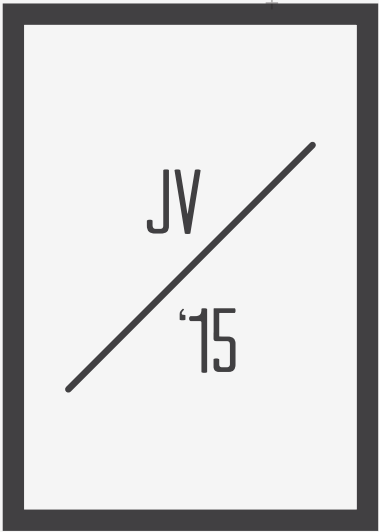




JONATHAN VERGARA

DESIGN PORTFOLIO





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# ABOUT

Jonathan, a trained designer and architect, has a passion for creating intuitive designs expressing his client's vision and story through engaging graphics.

At Artist for Humanity Jonathan has art directed projects spanning across all platforms and mediums - digital, analog and experiential. His work varies from award designs and branding to murals and web design. Jonathan also oversees the management and mentorship of nine part time teen employees in design, branding and conceptual thinking.

Prior experiences include working alongside senior designers to create exhibition design and renderings, landing pages, identity, and in house graphics with Proverb. As well as internships with Handle Architects, Millennium Partners, and the Boston Globe.

# AT&T AWARDS DESIGN

The main theme for the award was to create an object that's utilitarian and simple to display either at work or at home. After doing research on Tocqueville, we wanted to tie the functionality of the award back to the views that Tocqueville had while visiting America. With the pencil award concept, we wanted to create a connection back to Tocqueville who was a writer and a thinker. Toucqeville through his writings was able to create change and educate a large population.

A pencil might be seen as a primitive tool, but to me...

- it is a versatile tool that illustrates the passing of time
- the sharpening of a pencil represents the fine tuning of ideas.
- the marks left by the pencil are the marks we can leave in a persons life.





# MATERIALS

The award was made out of maple which was cut and milled by Ben the 3d sculpture designer.

We then sent the cut piece to a laser engraver who engraved the signature and the locations for the plaques. The vendor also printed the plaques that fit into the squares found on the front

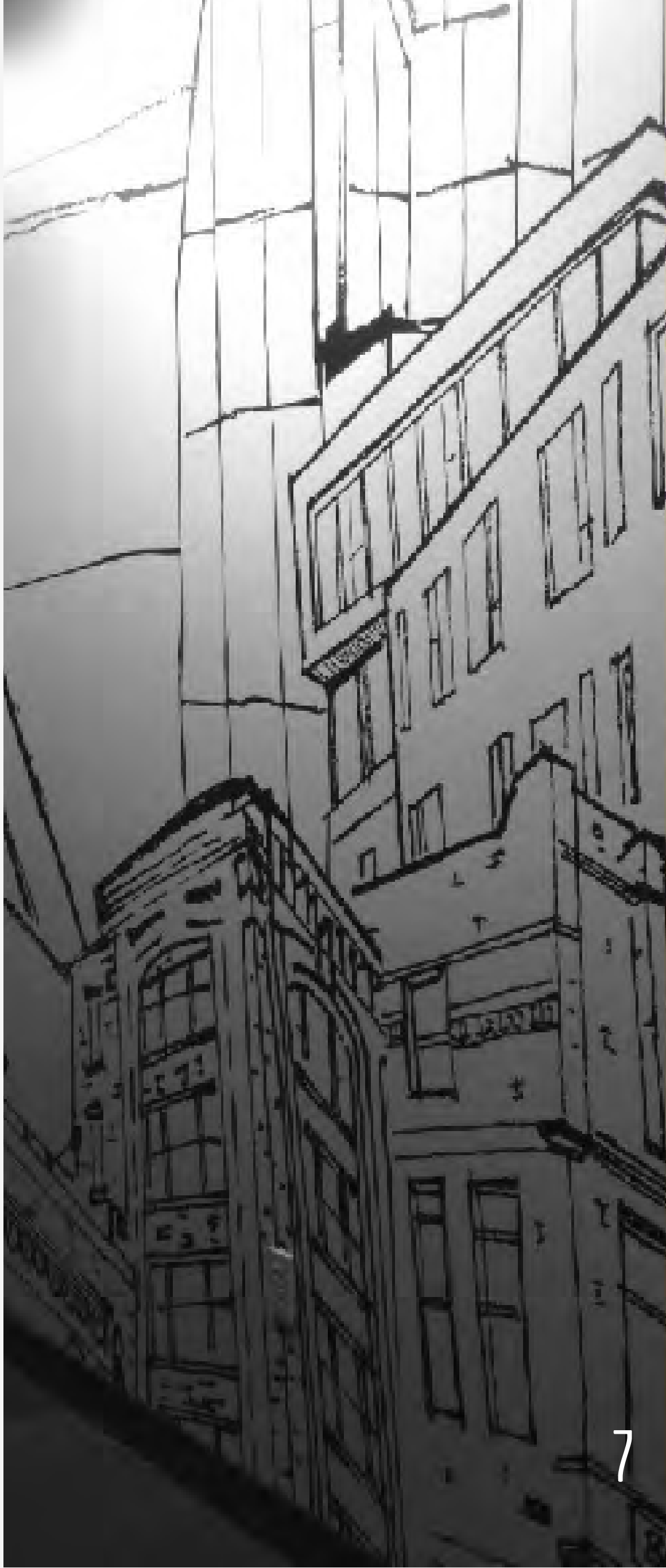




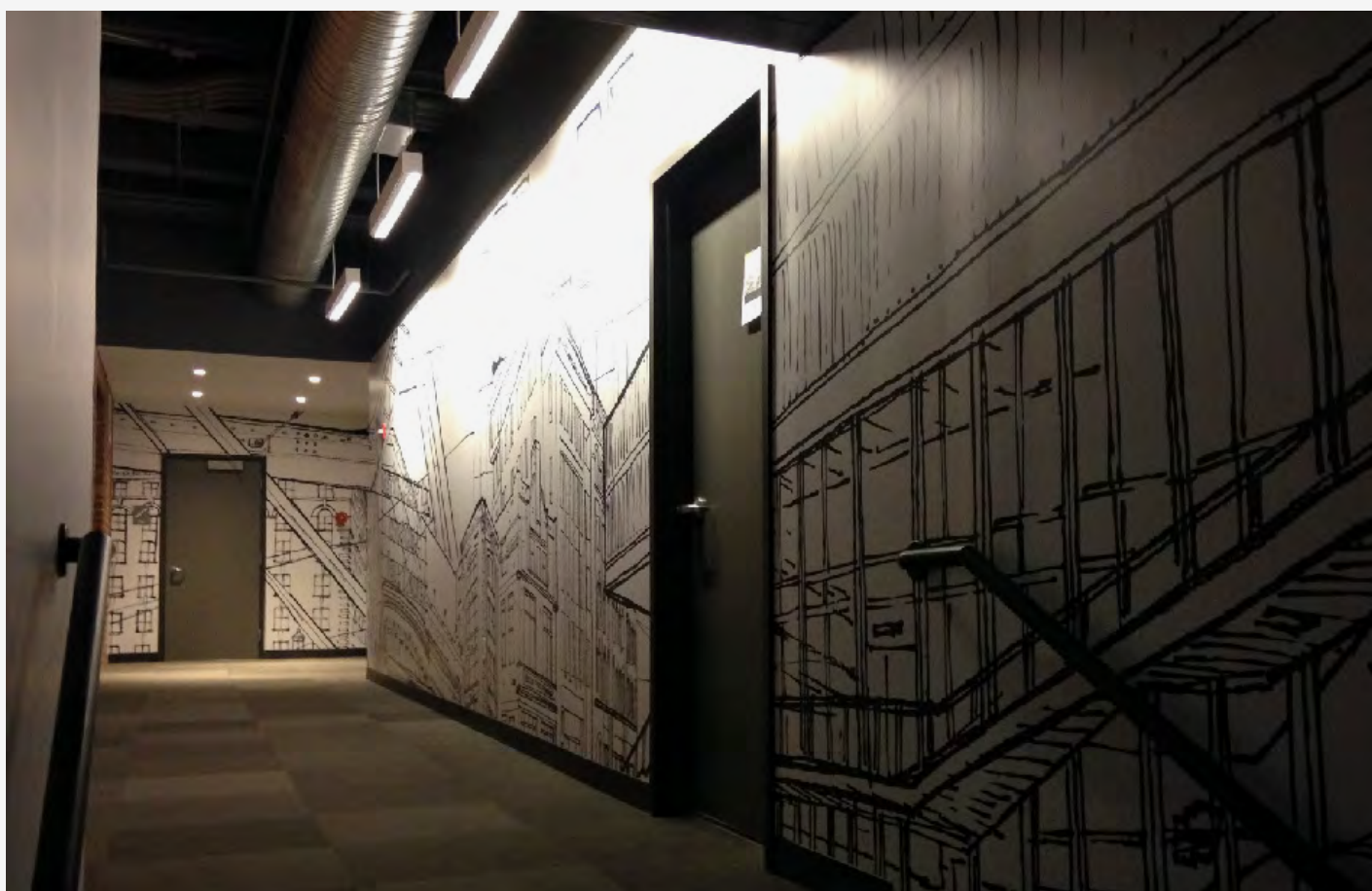
# UTILE MURAL

Utile Architects reached out to Artists for Humanity to create a mural for a hall way in one of their clients office buildings. The client was looking to bring the 'Outside/ Nature into the space'. The brief was minimal and left open for interpretation. I decided to answer their brief by collaging some of the iconic structures in the vicinity . I used the older existing structures because they have more character than the buildings that are currently going up in the neighborhood and it connects back the history of the area.

The property, 25 Thompson Place is a brick building dating back to the mid-late 1800's when the area was first developed. I found this connection to be important for the mural. As shown in the pictures I also included some of the modern building in the area to represent the innovation that is happening in the area.





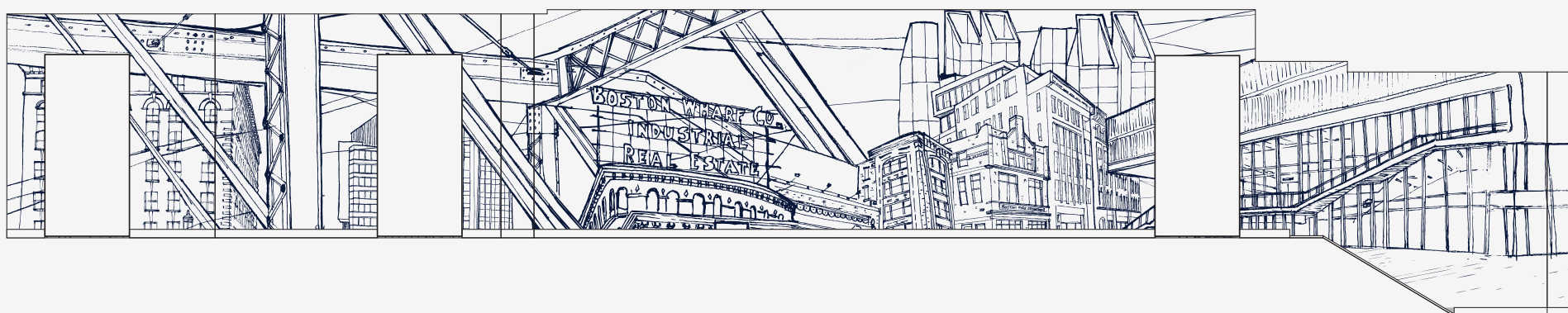
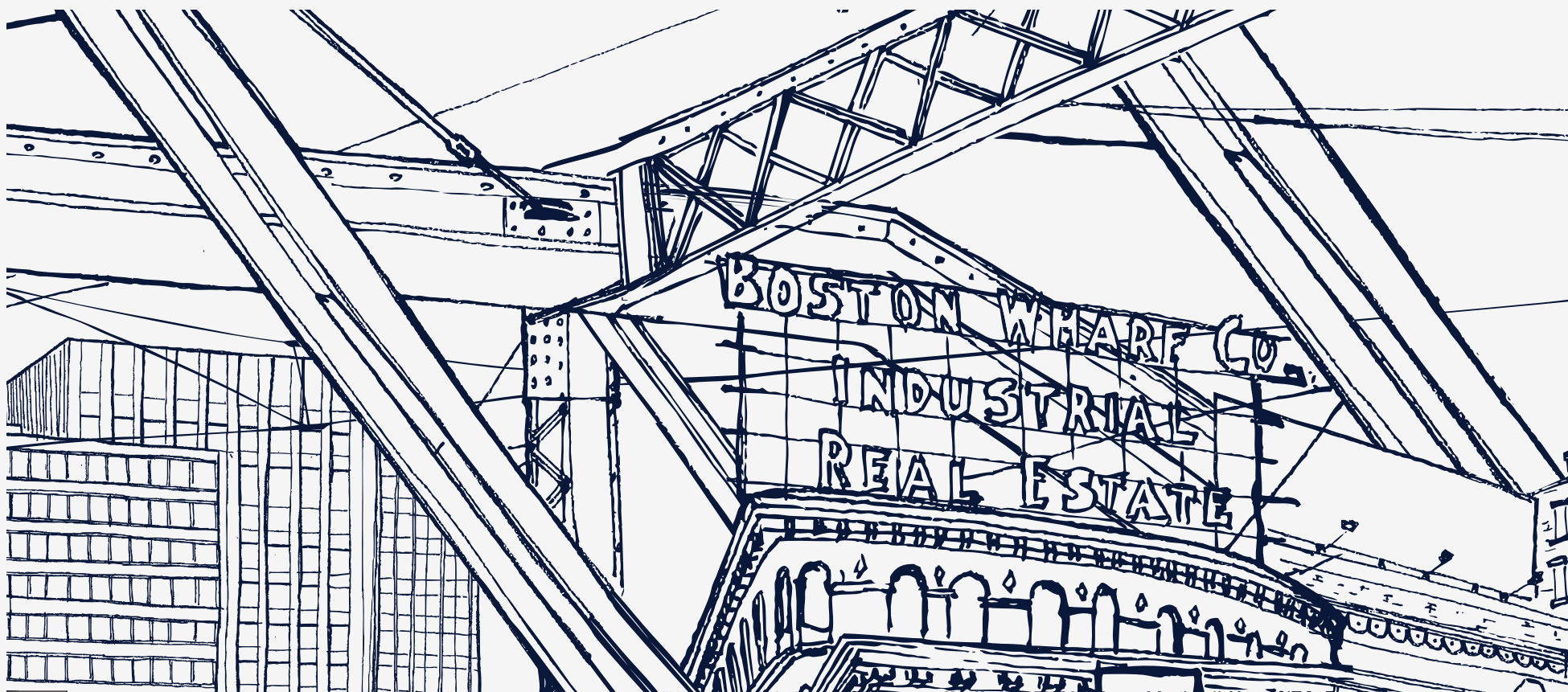
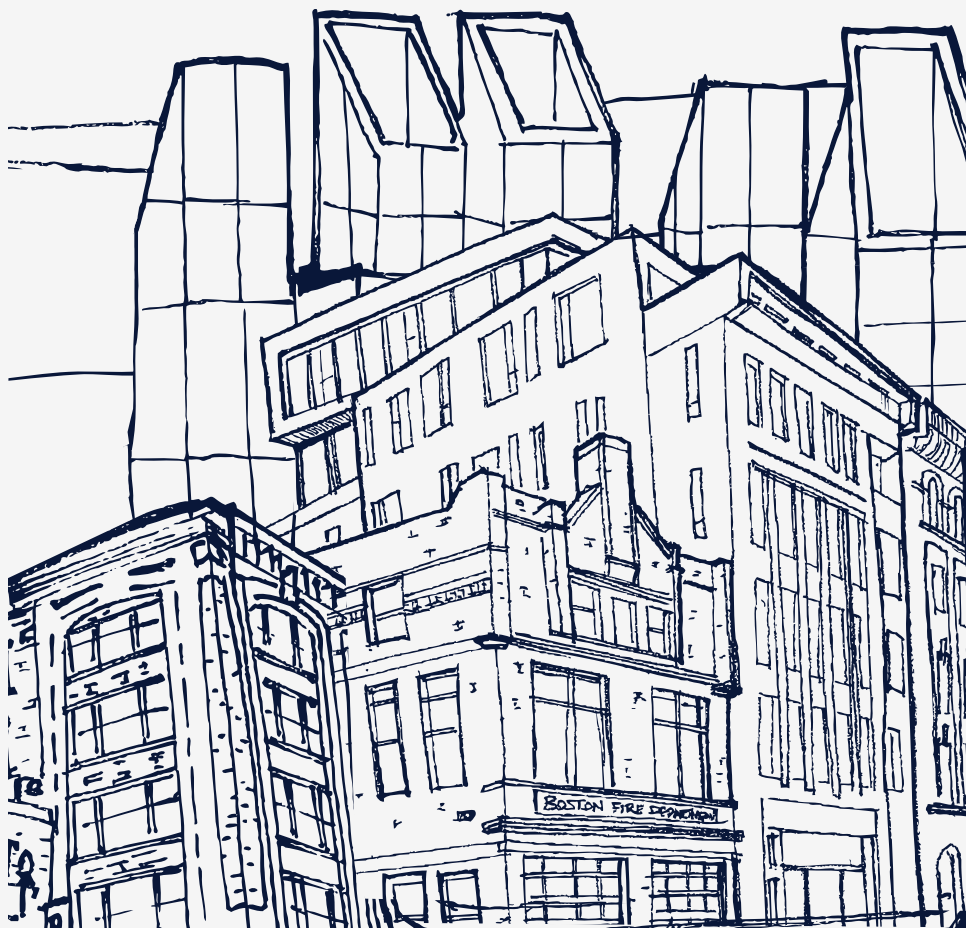




# DETAILS

The buildings in the mural are all found around the Fort Point and Sea Port District.

Some of the buildings are, the fire station located on Congress St. the Iconic Boston Wharf Co. sign found right at the entrance to the Fort Point District off of Summer St. and the ICA.





# REEBOK STORE ACTIVATION

For Part II of the collaboration with Reebok, I had the opportunity to design the experience for the launch of the sneaker at Reebok's Union Square store in NYC. The challenge for the launch was how to convey who is Artists For Humanity? There is a great number of people who see AFH as being an after school arts organization. When in fact, AFH is an design studio that employees high school students to work along side design professionals on jobs for clients.

The concept for the in-store experience was to place AFH in Reebok's USQ store. The concept consisted of three elements. One being the store guest design experience. Second, AFH artists did a live painting session. The artists created two large paintings that spoke to the collaboration with Reebok. The third element was to have guests get their Reebok Classics customized by three AFH artists. Each element consisted of one aspect of AFH. The first element related to the critical thinking and design skills that the employees gain at AFH. The second element consisted of bringing the largest studio to the store. The third element provided the opportunity to engage with the artists.



**#ReebokAFH**  
**04.07.17**



REEBOK STORE ACTIVATION



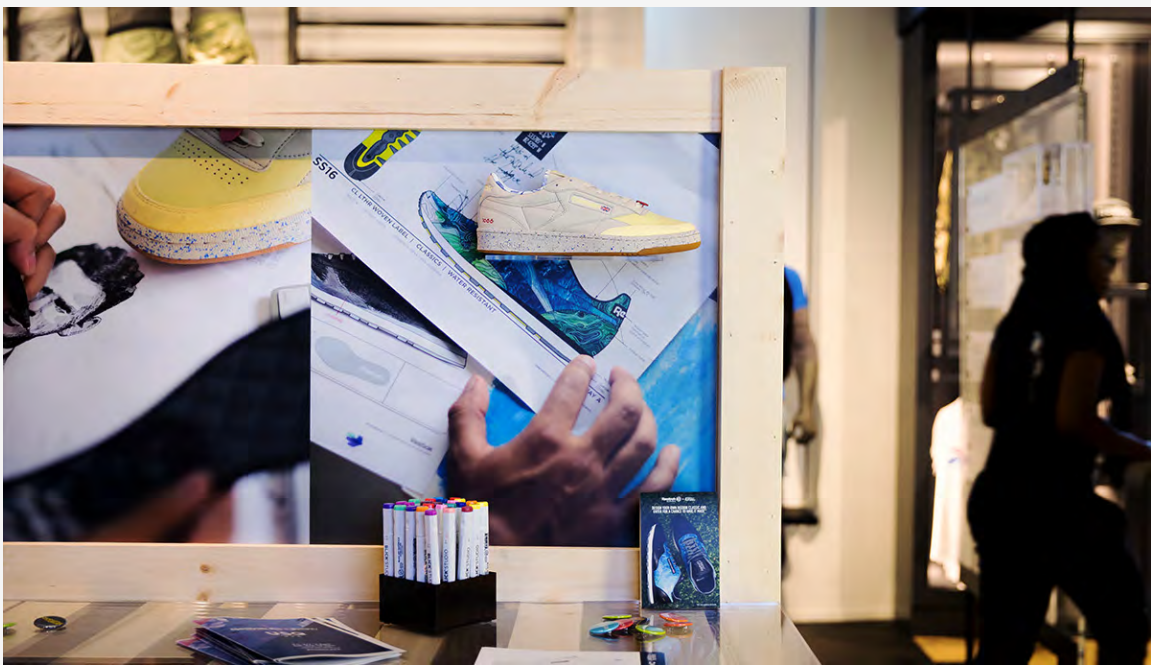
Reebok CLASSIC + artists for humanity





# REEBOK STORE ACTIVATION

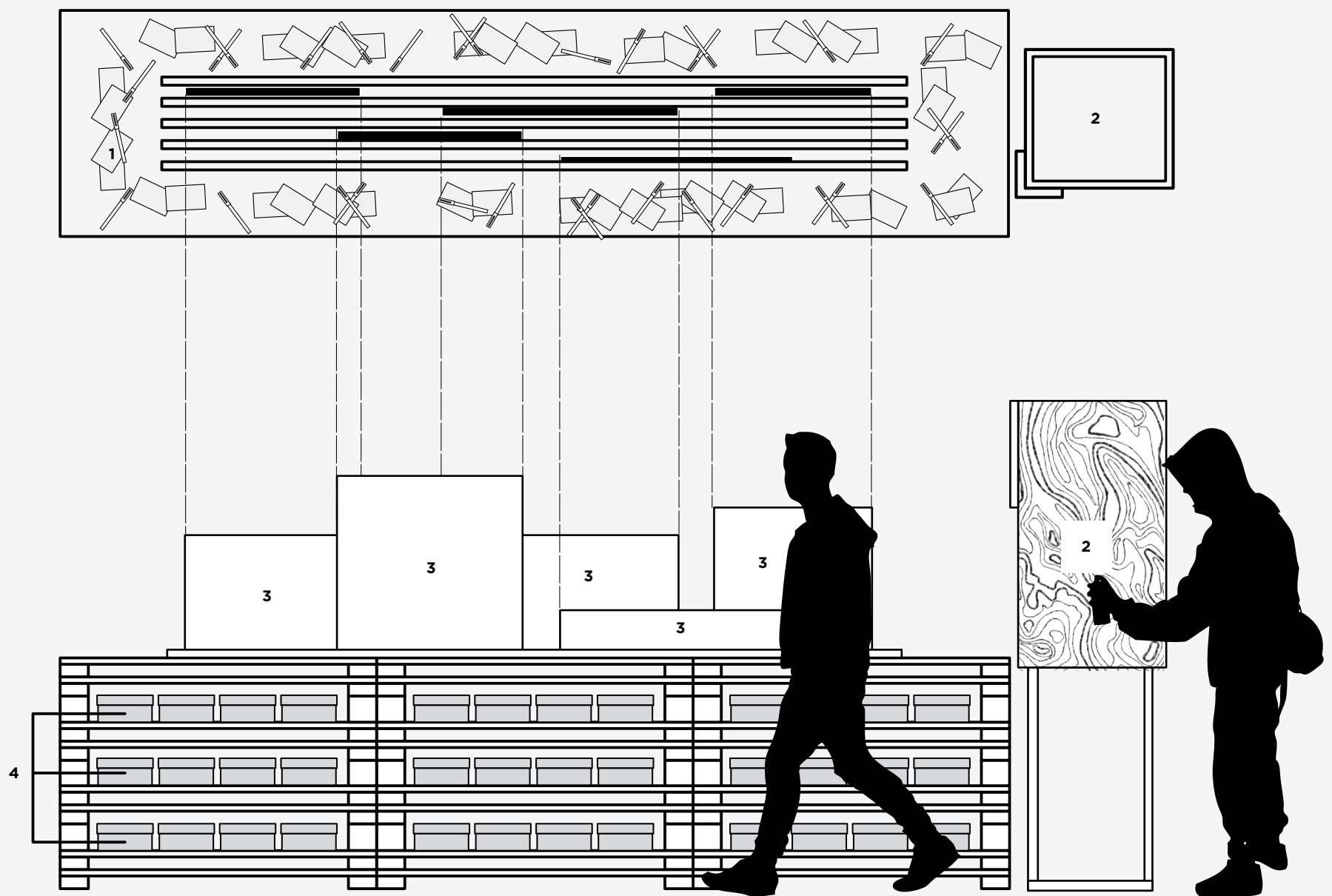
## WOMEN











## SNEAKER STATION CONCEPT

The sneaker station is where guests will get a chance to design their own sneakers, and participate in assisting the AFH teen artists to complete painting the podiom at the end of the station.

The postcard that the guest draws and colors on will end up being a souvenir of the event.

\*The post card can also serve as a coupon that can be mailed to friends and family. Not only will this increase Reebok's brand awareness it can also make the brand to be seen as artistic.

The sneaker 'station' is made of of the following items:

- 1 Post Cards +Markers
- 2 Podium
- 3 Sintra Panels containing images of the mood boards
- 4 Sneaker for sale.



Click on the screen to play the animation.

10

[illegible]



Click on the screen to play the animation.



# HARVARD PILGRIM AWARD

As part of the animation that was used for the award ceremony, Harvard Pilgrim also asked Artist For Humanity to create two distinct awards. One was a general award and the second was considered to be a special award. For the first award my response to the brief was to present the award the same way the employees present themselves to the community when they volunteer. The visual for the presentation was... the red tshirt. When reading the literature about Harvard Pilgrim and the affect they have had in the community, the red shirt kept on coming up and this became my insparation for the award. The design for the second award became a shield. The shield came to represent strength, stability and protection.



AWARD 1

Four t-shirt awards were created for the event.





# AWARD 2

Two shield awards were given out to Harvard Pilgrim employees who went above and beyond to serve their community.





HARVARD PILGRIM AWARD





# THE CLUB

## APPAREL DESIGN

'The Club' is a fashionable, chic boxing gym in Fort Point. The gym is owned by George Foreman III. George Forman III was looking for an apparel line that fit within the gyms brand guidelines.

In response to George Foremans request, I followed the clean, modern aesthetics that his brand follows and used their font for the text that was put on the apparel. The font is sleek, tall and modern, which is a representation of the clientel that George Foreman is targeting for 'The Club'.



THE CLUB APPAREL DESIGN



## 500 SHIRT

These shirts were designed for the first 500 people who signed up to be members of The Club.



THE CLUB APPAREL DESIGN



## TRAINERS

The trainers were to have their own line of apparel. There was to be a whole series of titles to the trainer like 'YG' for 'Young Gangster' and 'OG' for Original Gangster and other titles would depend on the category the boxer fought in such as 'FTHR WGHT' Feather Weight.







“CAN'T CALL  
YOURSELF A  
BOXER WITHOUT  
THE HOODIE”



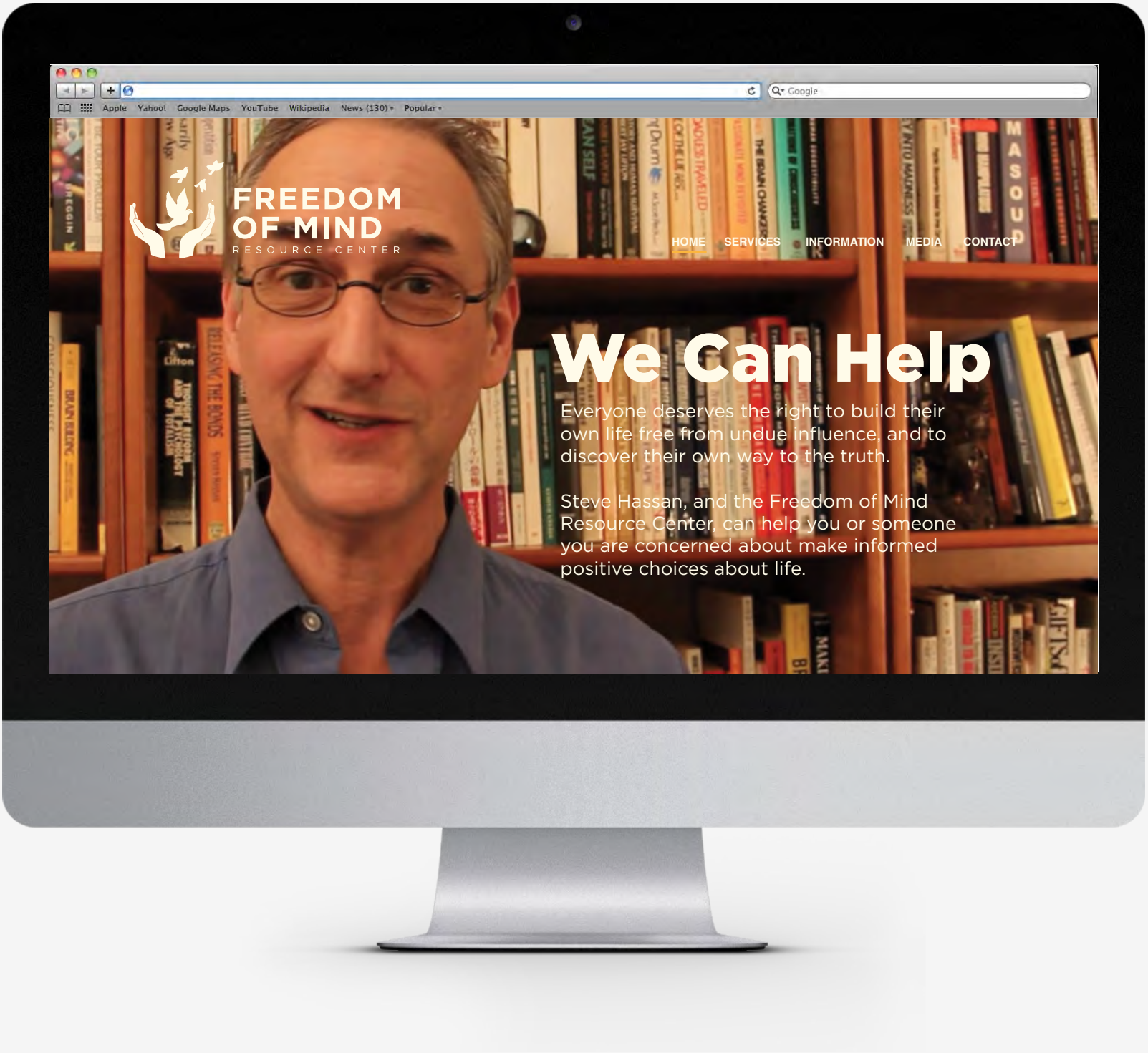
# FREEDOM OF MIND WEBSITE DESIGN


Steve Hassan is a cult expert and helps families and individuals get out of cults. Mr. Hassan approached Artists for Humanity to create a new home page. AFH was to design a homepage and design guidelines for his developer to use to update the site.

For Mr. Hassan's homepage, I decided to create a simple and clean layout where the information is easy to read and the user would be able to navigate the site with minimal effort.










**FREEDOM  
OF MIND**  
RESOURCE CENTER

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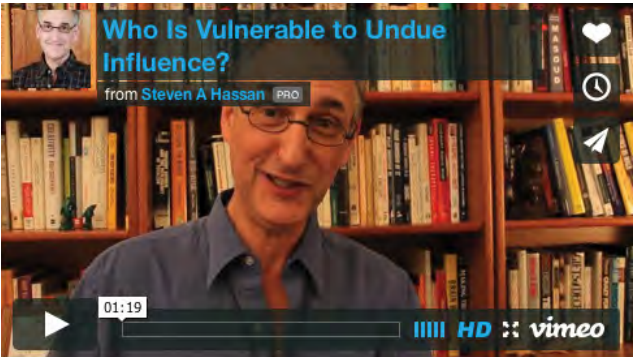
# We Can Help

Everyone deserves the right to build their own life free from undue influence and to discover their own way to the truth.

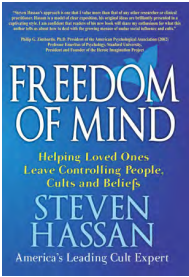
Steve Hassan, and the Freedom of Mind Resource Center, can help you or someone you are concerned about make informed positive choices about life.

GET ASSISTANCE

- Help For Someone  
In A Group Or Cult
- Help For Ex-member  
Of Group Or Cult
- Help With A  
Controlling Relationship
- Help With Estranged  
Family Memeber



FREEDOM OF MIND:



**Freedom of Mind:Helping Loved Ones Leave Controlling People, Cults and Beliefs: 2013, 2nd Edition**

Steven Hassan's new book Freedom of Mind provides the knowledge and awareness needed to help yourself and loved ones avoid or breakaway from dangerous people and situations. Learn More [Amazon.com](#) and other online booksellers

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Everyone deserves the right to build their own life free from undue influence, and to discover their own way to the truth.

Steve Hassan, and the Freedom of Mind Resource Center, can help you or someone you are concerned about make informed positive choices about life.

## Help For Someone In A Group Or Cult

## Help For Ex-member Of Group Or Cult

## Help With Estranged Family Memeber

## Help With A Controlling Relationship



**Make each of your communications respectful, thoughtful, and supportive.**

+More

There is a natural resistance to one idea or leader over that of any other, sometimes so strong that people will even turn on their own families. This is the case with the religious movements of the 1970s and 1980s. In this book, Steven Hassan explains how this resistance works and how to overcome it. He also provides a guide to the signs and symptoms of cults, and how to recognize them. This is a must-read for anyone who is interested in the subject of cults.

Philip A. Hinzman, Ph.D., President of the American Psychological Association (2002)  
President and Founder of the New England Institute of Psychology

**FREEDOM  
OF MIND**

Helping Loved Ones  
Leave Controlling People,  
Cults and Beliefs

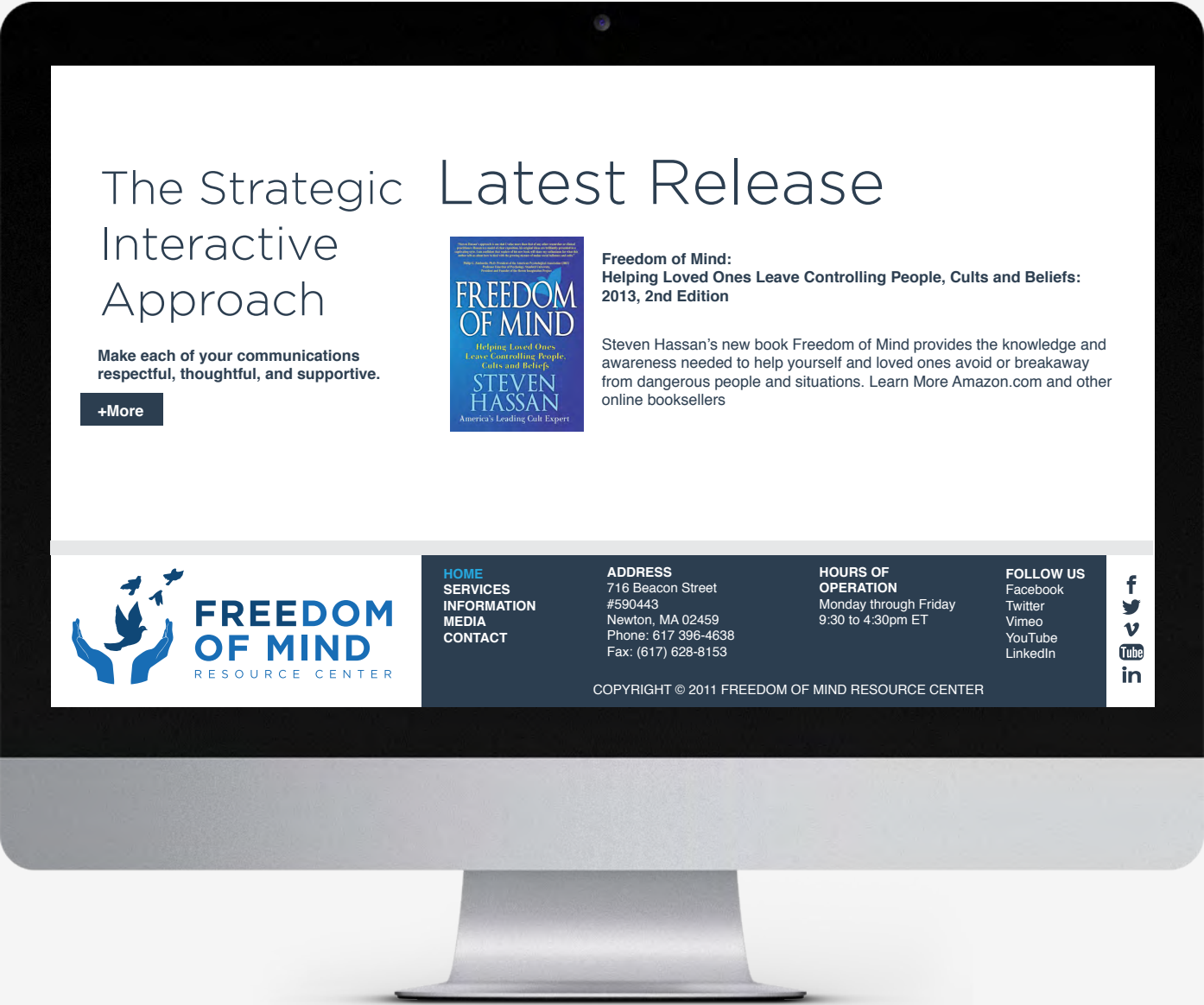
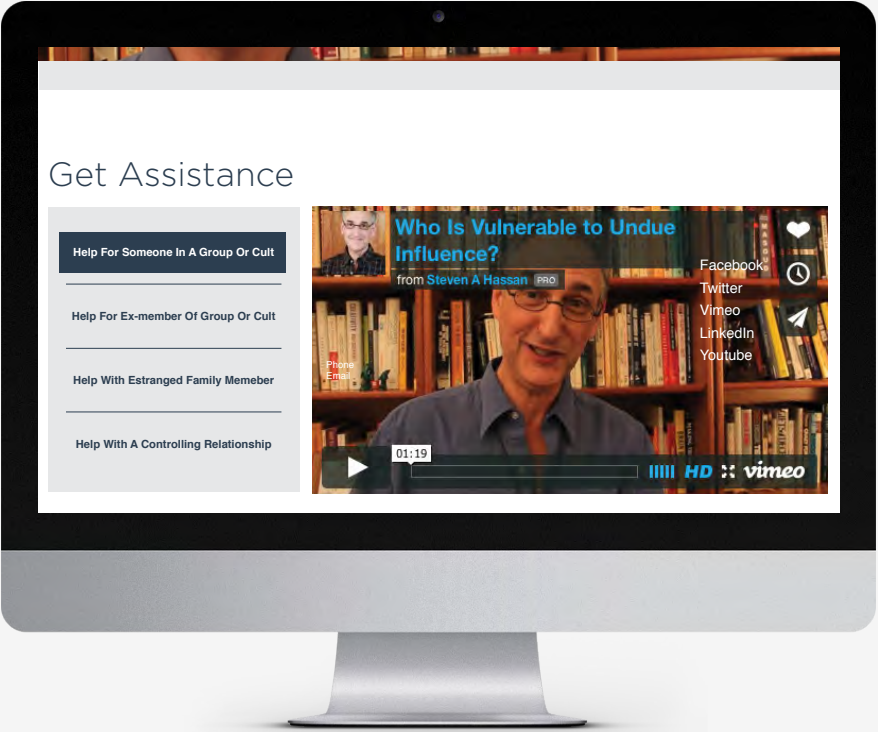
**STEVEN  
HASSAN**

America's Leading Cult Expert

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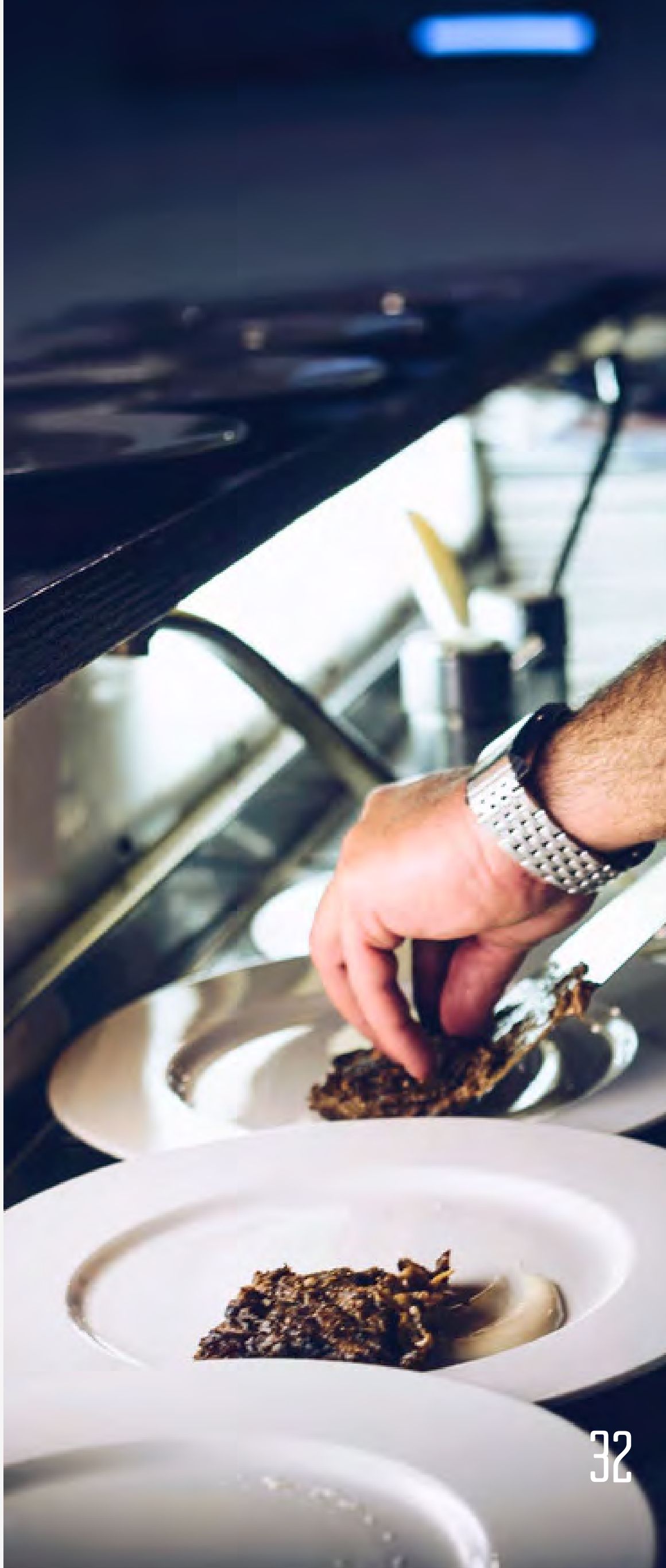


# DANIEL CAMEROTA

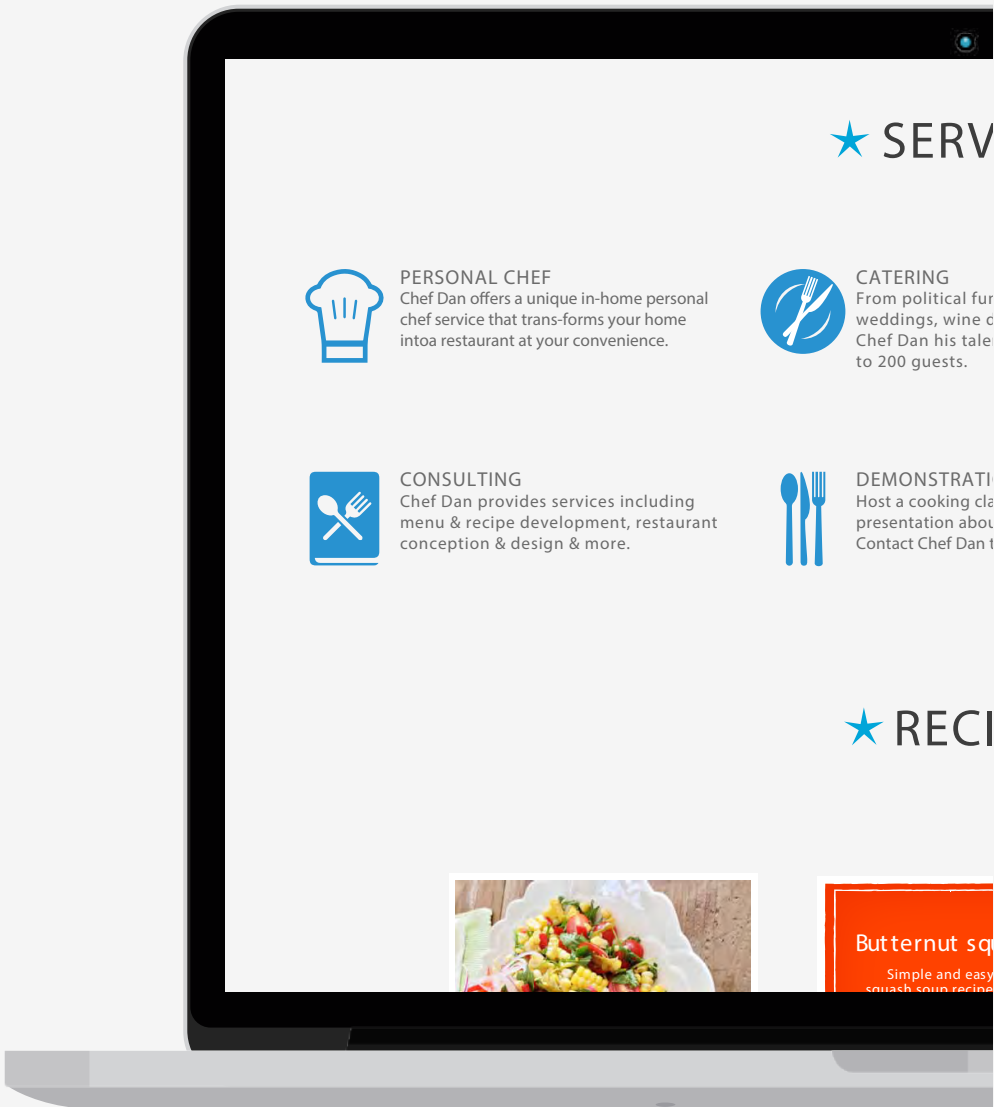
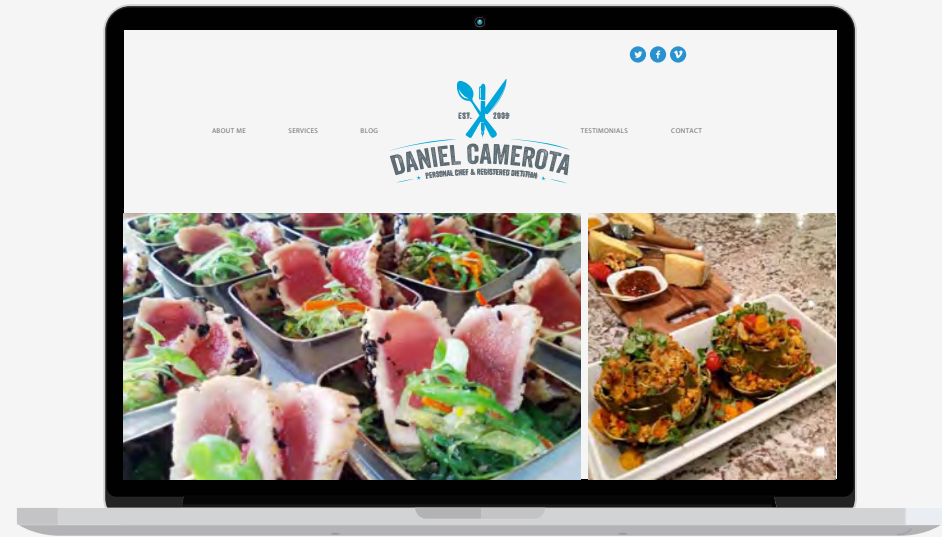
## BRANDING

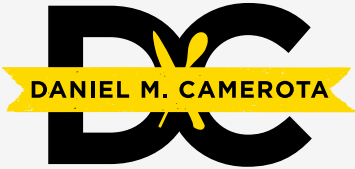
We created the branding for Daniel who is a personal chef and registered dietitian.

Daniel is a an active person and into sports we wanted to create a brand for him that visually expressed this side of him. At the same time we had to make sure that the brand would be targeting the clientel that he is serving at the moment. His clientel are professionals who are active and lead a fast paced lifestyle with many perspctive clients being very wealthy.











# RESPECT LOGO DESIGN

A department within Boston Medical asked Artists For Humanity to create a logo for a program that helps abused and drug addicted women get sober and back in control of their lives. Through this process I mentored the 9 teen designer that I managed and helped them refine their sketches to present to the client. The logo on the following page is the logo that was chosen for the department. It was designed by Joan St. Laurent. The logos following the chosen one are my iterations. The concept behind those were the overlaying of pieces coming together to create a unified piece. Just like the department helps the women in different aspects of their life by providing them a support structure to help them get back on their feet.









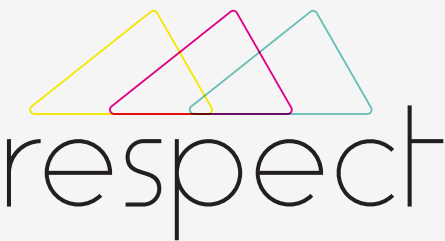
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Respect

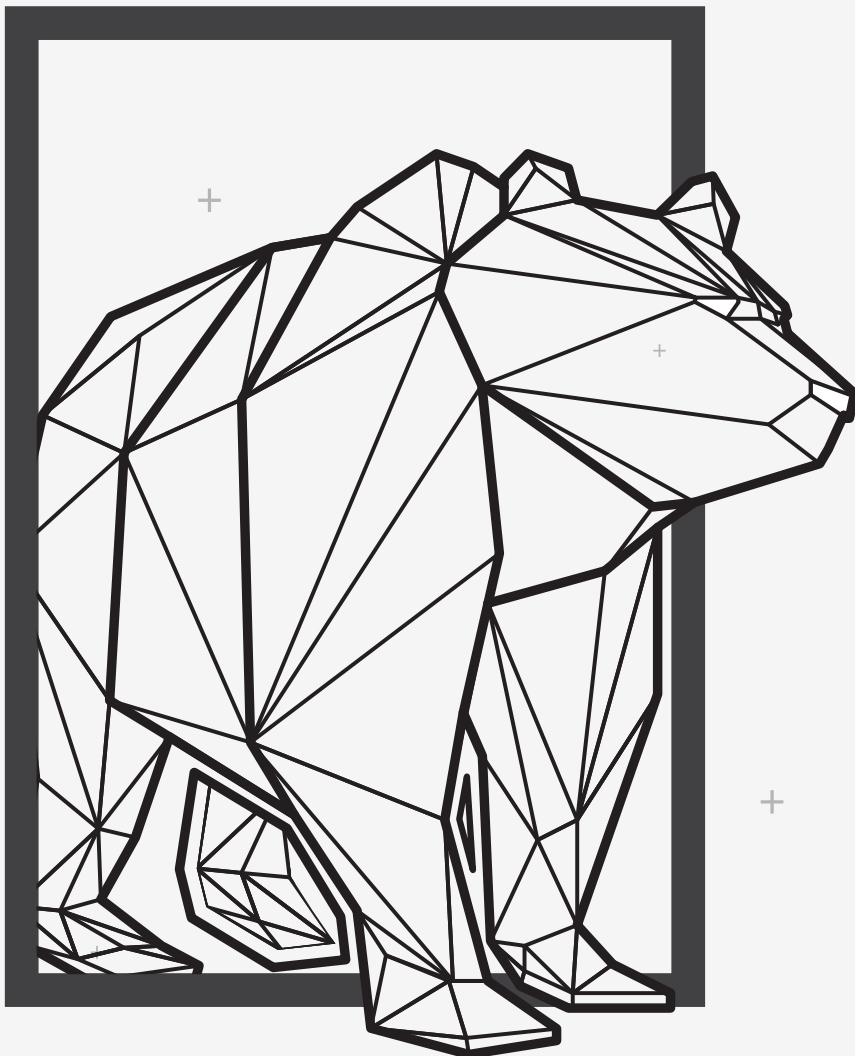


respect









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