

# JAMES CHAE

PORTFOLIO 2012

HELLO @ NOT-SMALL.COM  
401.323.3409

# DESIGN + ART DIRECTION

PRINT / WEB / IDENTITY

CLIENTS:

SARKISSIAN MASON / YOUNG & RUBICAM / SAPIENT NITRO / EURO RSCG / AR MEDIA  
PARSONS SCHOOL OF DESIGN / METROPOLIS MAGAZINE / THE BRAND UNION  
THE PARK AVENUE ARMORY / PUMA / FEDEX

PROJECT DESCRIPTION

TEND NYC is a 15 year old business run by Diane Scharff. Her garden design operation began as a solo passion and has since grown to a reputable company. Working primarily with residents in the West Village of Manhattan, Scharff now offers design services that range from converting backyard spaces to building hydroponic gardens for local restaurants.

The design of the identity communicates TEND NYC's mission to create natural spaces within the confines of urban space. TEND NYC literally occupies those spaces between the built concrete environment.

Role:  
Design / Art Direction

Client:  
TEND NYC







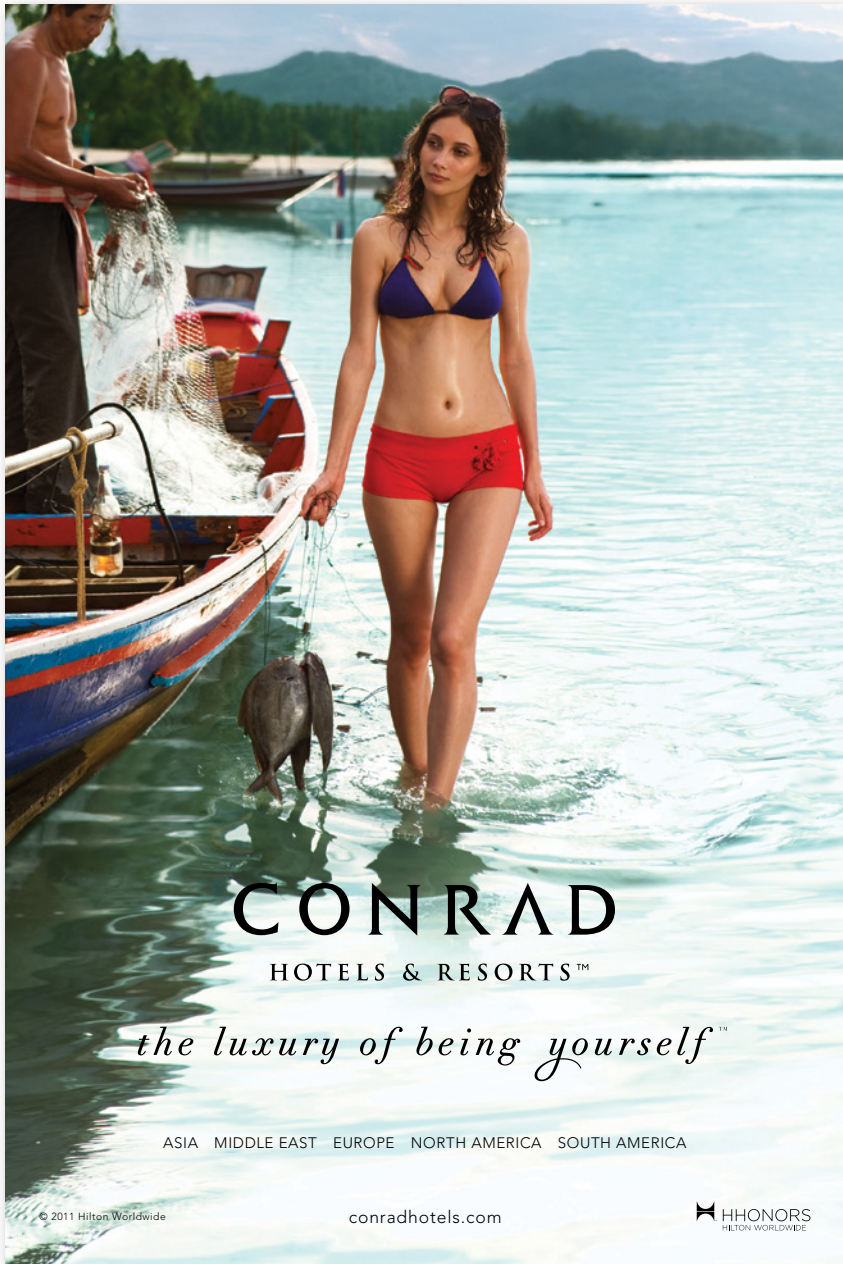
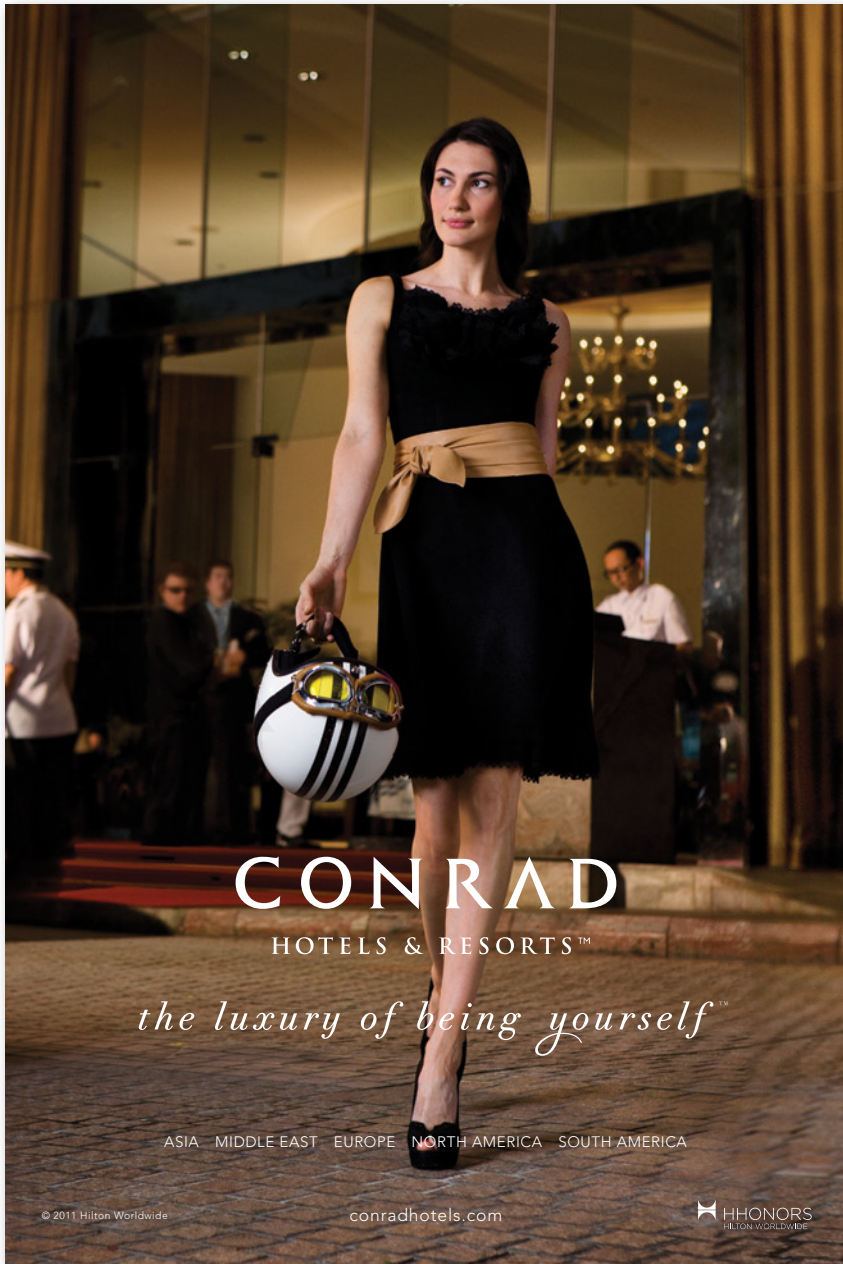


PROJECT DESCRIPTION

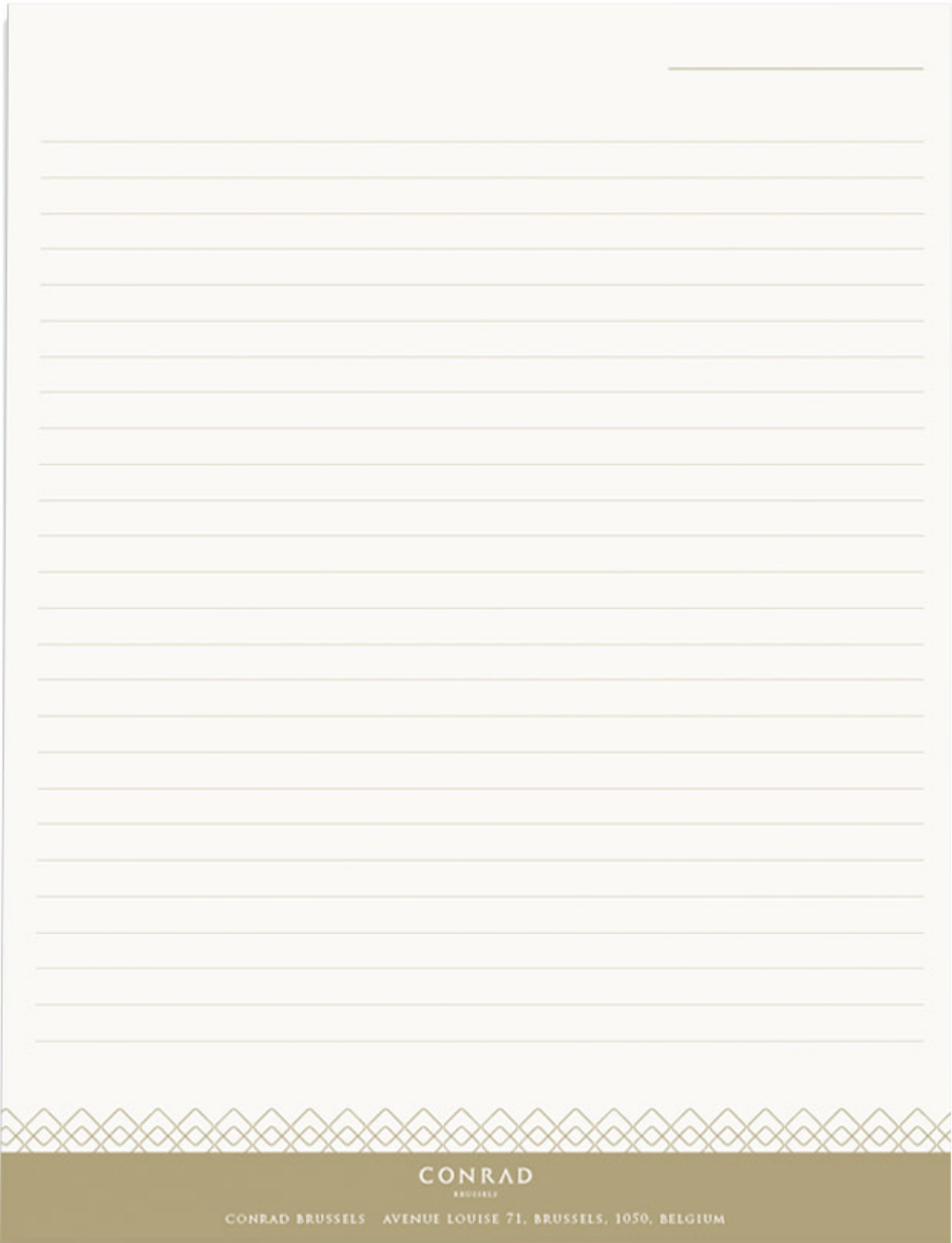
In 2010 Conrad Hotels began to rebrand their business and Y&R became heavily involved in helping them redefine their business. I was tasked with establishing all the graphic and visual elements of their brand. This required design of pieces from print ads, digital applications, and even print collateral.

Role:  
Designer

Client:  
Y&R













PROJECT DESCRIPTION

SarkissianMason was invited to pitch digital marketing for the infamous Jacob & Co. Jewelers. As a part of a larger digital strategy pitch I re-designed their website.

There was a strong emphasis on product and utilizing the celebrity cache of the brand without it being a dominant part of the message. The design tried very hard to convey the high level of craftsmanship that goes into each time piece.

A digital concierge service was also designed to offer a more personal online shopping experience.

Role:  
Designer

SarkissanMason 2012





HERITAGE

TIMEPIECES

JEWELRY

MEDIA

LOCATIONS

CONTACT

COLLECTION 1

COLLECTION 2

COLLECTION 3

COLLECTION 4

COLLECTION 5

SEARCH

Crystal Tourbillon Collection

Baguette Diamond Tourbillon

BEJEWELLED.  
BESPOKE.

Tortor phasellus ac egestas et, eu, auctor et nec  
elementum porta elit lorem vut, elit enim non  
enim? Uma et, augue, duis sed auctor. Vel eu  
magna quis natoque tristique nascetur enim  
pulvinar tempor in, et, scelerisque risus dapibus,  
eros turpis! Aenean? Pellentesque amet cursus.

Sagittis pulvinar auctor. In aliquam ut, dignissim,  
quis pellentesque tincidunt pulvinar. Hac in et vel  
lorem, nisi nisi habitasse sed ultricies augue  
lundum et a et allquet, placerat in, quis enim! Et  
pulvinar, sociis! Cum.eros turpis! Aenean?  
Pellentesque amet cursus

PRODUCT DETAILS

Size:

47 MM

Case:

Black PVD Coated Stainless Steel

Dial:

Black, White, And Bronze PVD Coated

Bezel:

18K Rose Gold/Stainless Steel

Movement:

Swiss Quartz ETA 956.112

Functions:

Five Time Zone And Center Rotor

Straps:

Natural Rubber With Deployment Buckle

Warranty:

2 Years

Water Resistance:

50 M

JEWEL INDEX

Quantity

Cut

Carat

120



.25

5



.5

5



.75

Watch Back

Watch Front

Enlarge Watch



“Amet non dui rhoncus!  
Nec porta porta placerat  
proin. Ridiculus vel, tinci  
dunt? Scelerisque tincid  
unt ac!”

—Celebrity Quote

Speak with  
a Concierge

Professional  
service and advice

CONNECT NOW

Share this Watch



HERITAGE

TIMEPIECES

JEWELRY

MEDIA

LOCATIONS

CONTACT

LOGIN / REGISTER



Epic II Collection E1

Reserve



PRODUCT DETAILS

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JEWEL INDEX

Quantity

Cut

Carat

120



.25

5



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5



.75

Watch Back

Watch Front

Enlarge Watch

MEN

WOMEN

☐ WATCHES

☒ JEWELRY



JESSICA ALBA

JULY 2011





CONNECT WITH  
JACOB&CO.



JAMES CHAE © 2008-2012

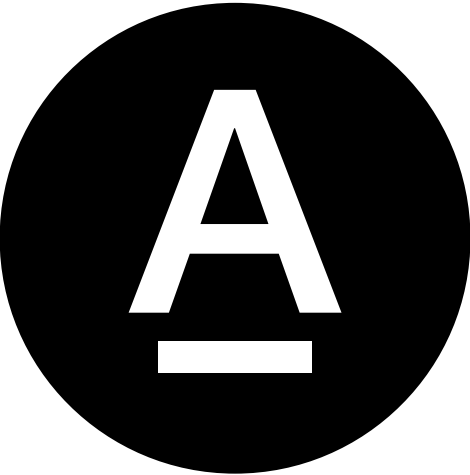
HELLO © NOT-SMALL.COM



PROJECT DESCRIPTION

AKULT Boston is a night of left field dance music from a wide range of eras and genres. I developed an identity system that would expand AKULT from a club night to a music brand.

I create two issues of a zine. It was conceived as a lifestyle publication about the music played at AKULT.



DISCO

Role:  
Designer / Art Direction

Client:  
Self Initiated





AKULT DISCO

IDENTITY DESIGN





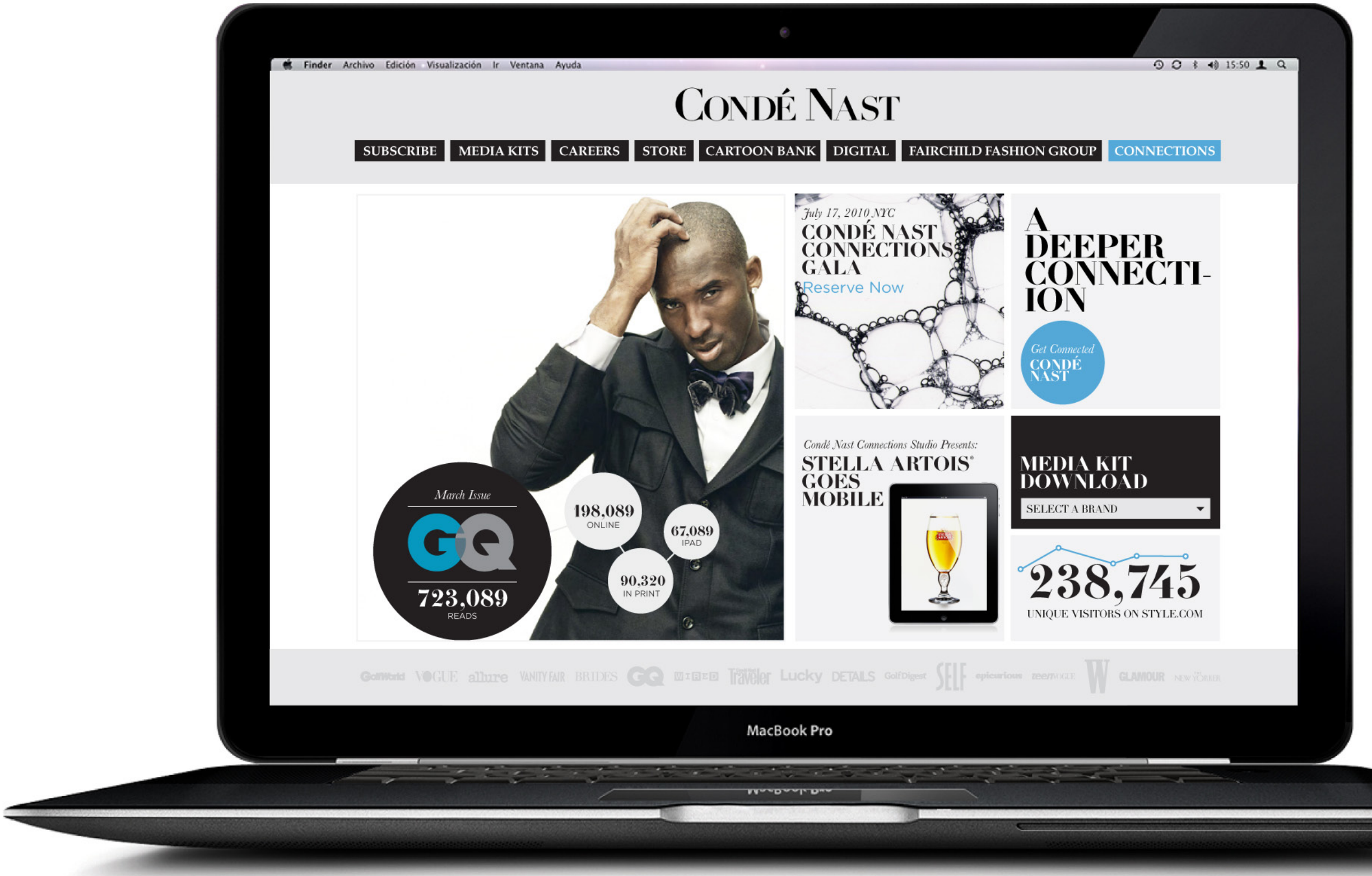
PROJECT DESCRIPTION

SapientNitro was asked to develop a full 360 ad campaign with a strong online experience.

The online experience had two audiences: the readers and the advertisers. To address both audiences we designed a simple and visually compelling flow that explained each and every part of the Condé Nast empire.

Role:  
Designer

Client:  
SapientNitro





CONDÉ NAST

SUBSCRIBE MEDIA KITS CAREERS STORE CARTOON BANK DIGITAL FAIRCHILD FASHION GROUP CONNECTIONS

GQ

FOR OVER 50 YEARS GQ HAS BEEN THE PREMIER MEN'S MAGAZINE.

Providing definitive coverage of men's style and culture. With its unique and powerful design, the best photographers, and a well of award-winning writers, GQ reaches millions of leading men each month. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem

VIEW MEDIA KIT

aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est.

SUBSCRIPTIONS CREATED: 74% 686,163

OVERALL GROWTH 5%

LEARN MORE

CONDÉ NAST

SUBSCRIBE MEDIA KITS CAREERS STORE CARTOON BANK DIGITAL FAIRCHILD FASHION GROUP CONNECTIONS

CONDÉ NAST

SUBSCRIBE MEDIA KITS CAREERS STORE CARTOON BANK DIGITAL FAIRCHILD FASHION GROUP CONNECTIONS

Reader Demographics

Numbers at a Glance

Male 660,000

America 730,000

Total 1,350,000

allure

BRIDES

DETAILS

epicurious

GLAMOUR

SELF

zee/vogue

NEW YORKER

W

WIRE

Lucky

Golf Digest PLAYERS CLUB

Browse the world of CONDÉ NAST

DEMOGRAPHIC

- Male
- Female
- Youth
- Young Professional
- Mid Life
- Senior

CONTENT CATEGORIES

- Culture
- Fashion
- Style
- Lifestyle
- Travel
- Food
- Celebrity
- Politics
- Golf
- Sports
- Music
- Automotive
- Society
- Finance
- Home & Garden
- Interiors
- Literature
- Health

ACTIVITY

- Internet hits
- Ad Sales
- Circulation
- Shares
- Tweets
- Downloads

CONDÉ NAST

SUBSCRIBE MEDIA KITS CAREERS STORE CARTOON BANK DIGITAL FAIRCHILD FASHION GROUP CONNECTIONS

GQ

Reader Demographics

Readership

Male 660,000

Female 730,000

Total 2,470,000

Geography

Americas 830,000

Europe 200,000

Asia 50,000

Sales

Subscriptions \$1,300,000

Newsstand \$2,309,000

Online Sales \$1.360,000

CONDÉ NAST

SUBSCRIBE MEDIA KITS CAREERS STORE CARTOON BANK DIGITAL FAIRCHILD FASHION GROUP CONNECTIONS

CONDÉ NAST

SUBSCRIBE MEDIA KITS CAREERS STORE CARTOON BANK DIGITAL FAIRCHILD FASHION GROUP CONNECTIONS

Reader Demographics

Allure Readers also Read...

GLAMOUR 3,106,086

GLAMOUR + VOGUE 1,037,432

GLAMOUR + VOGUE + VANITY FAIR 291,519

GLAMOUR + VOGUE + VANITY FAIR + GQ 47,226

Total 6,378,000

allure

VOGUE 33.4%

GLAMOUR 48.7%

VANITY FAIR 28.1%

GQ 16.2%

JAMES CHAE © 2008-2012

HELLO © NOT-SMALL.COM



COMMUNITY COLLECTION

PROJECT DESCRIPTION

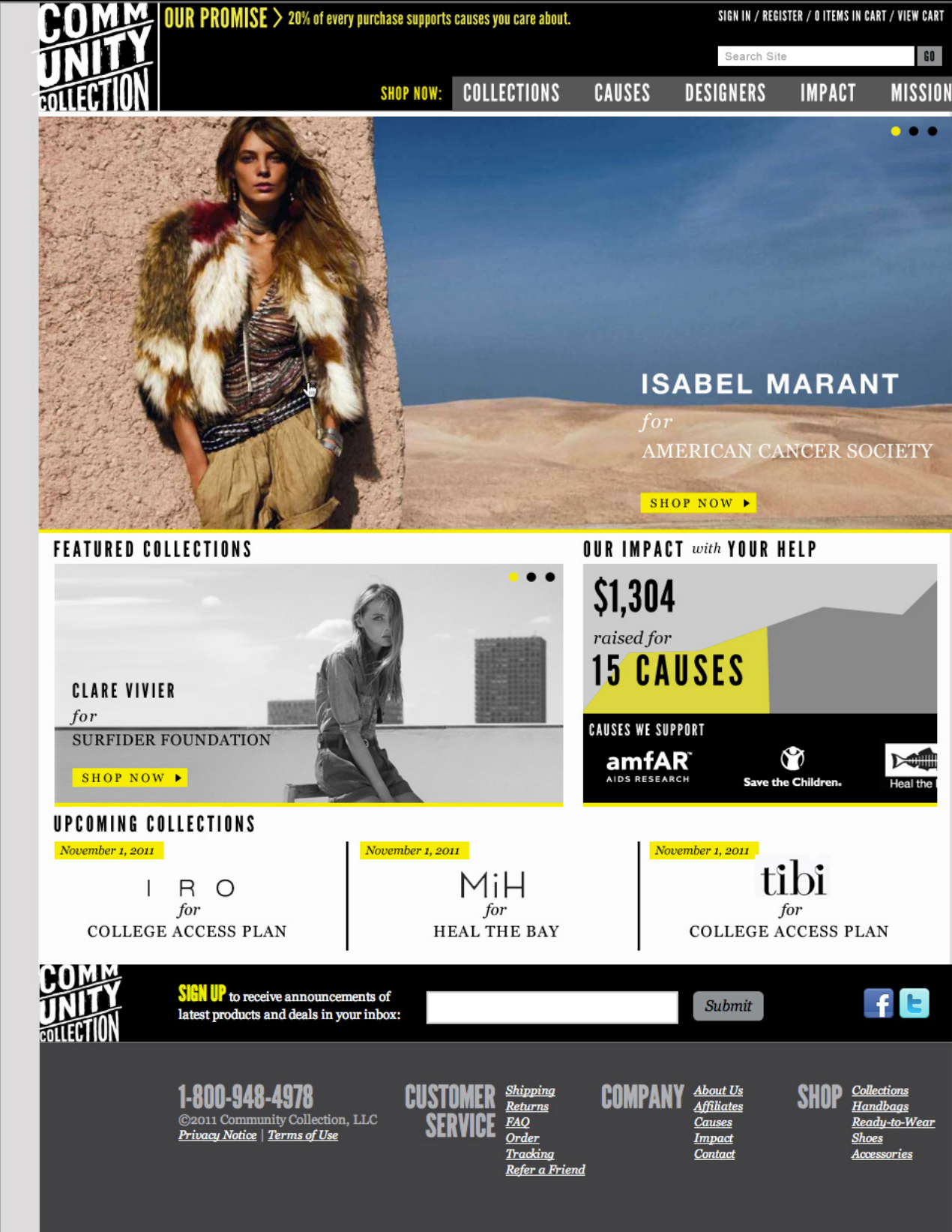
As SarkissianMason began shifting their business model, there was an increase in consultation projects. Community Collection was one of many of such projects where an existing design and framework was presented to us. We would then apply our expertise and experience to make functional changes and recommendations to improve their product.

Community Collection was a unique challenge due to their unique business model (high design & philanthropy).

Role:  
Designer

SarkissanMason 2011

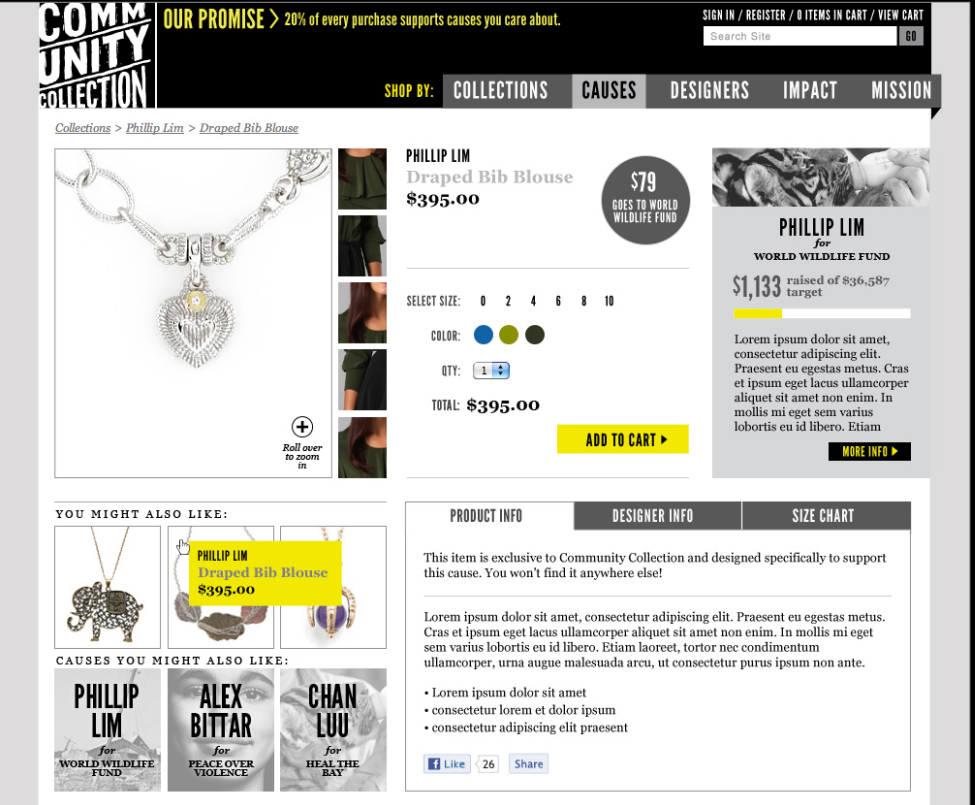
INTERACTIVE



Original Navigation



Recommended Navigation



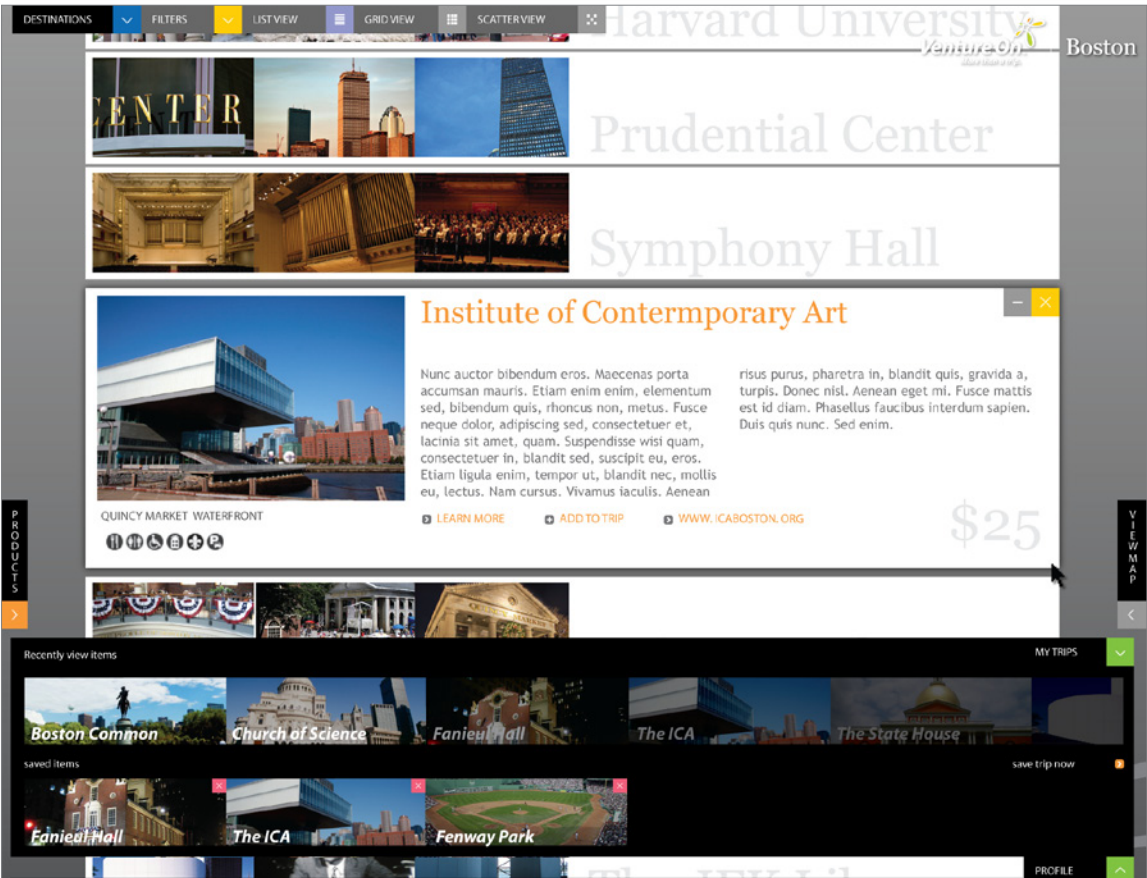
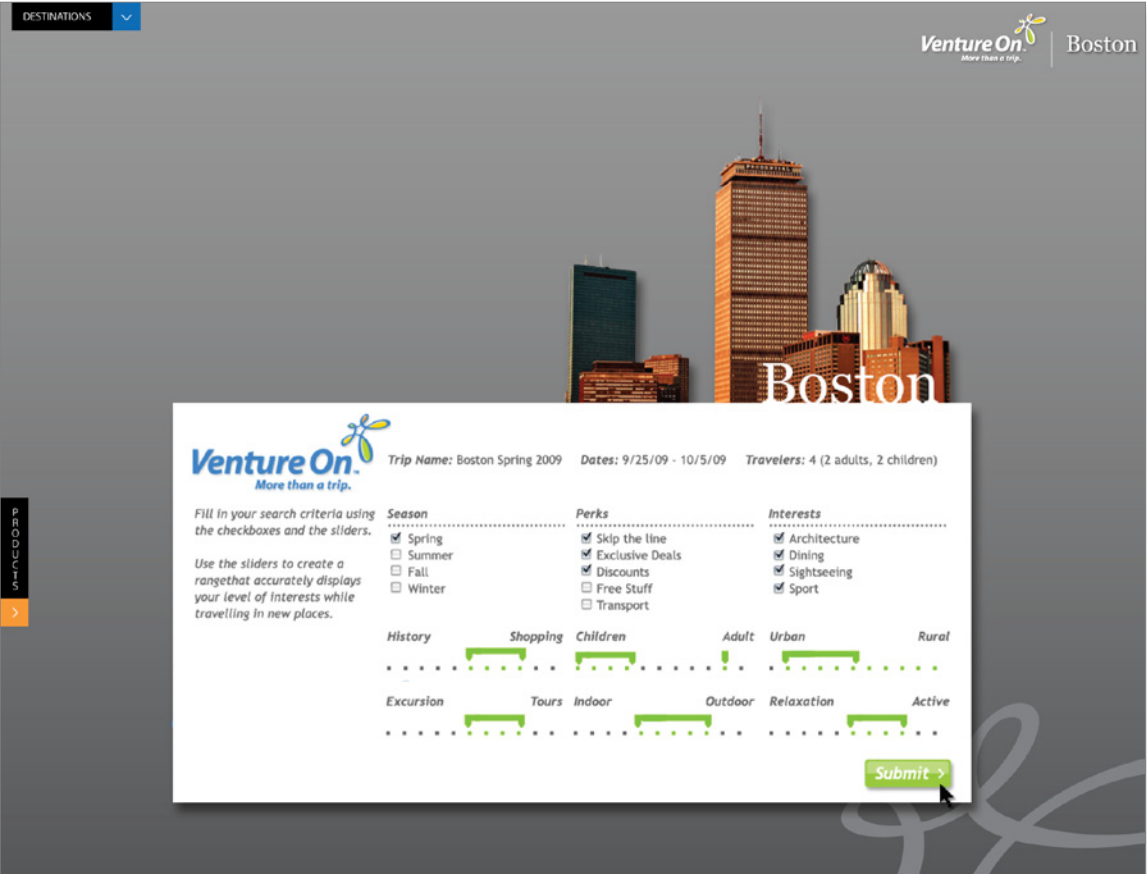


PROJECT DESCRIPTION

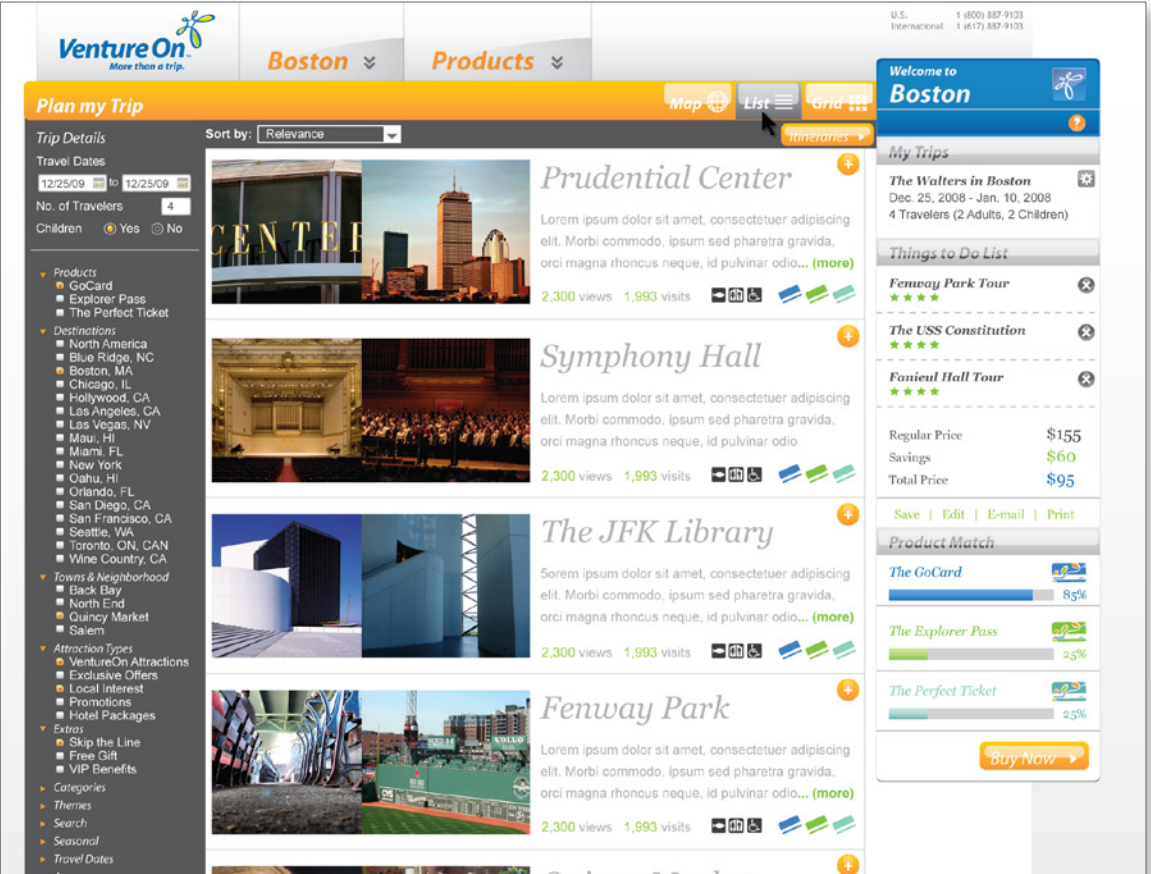
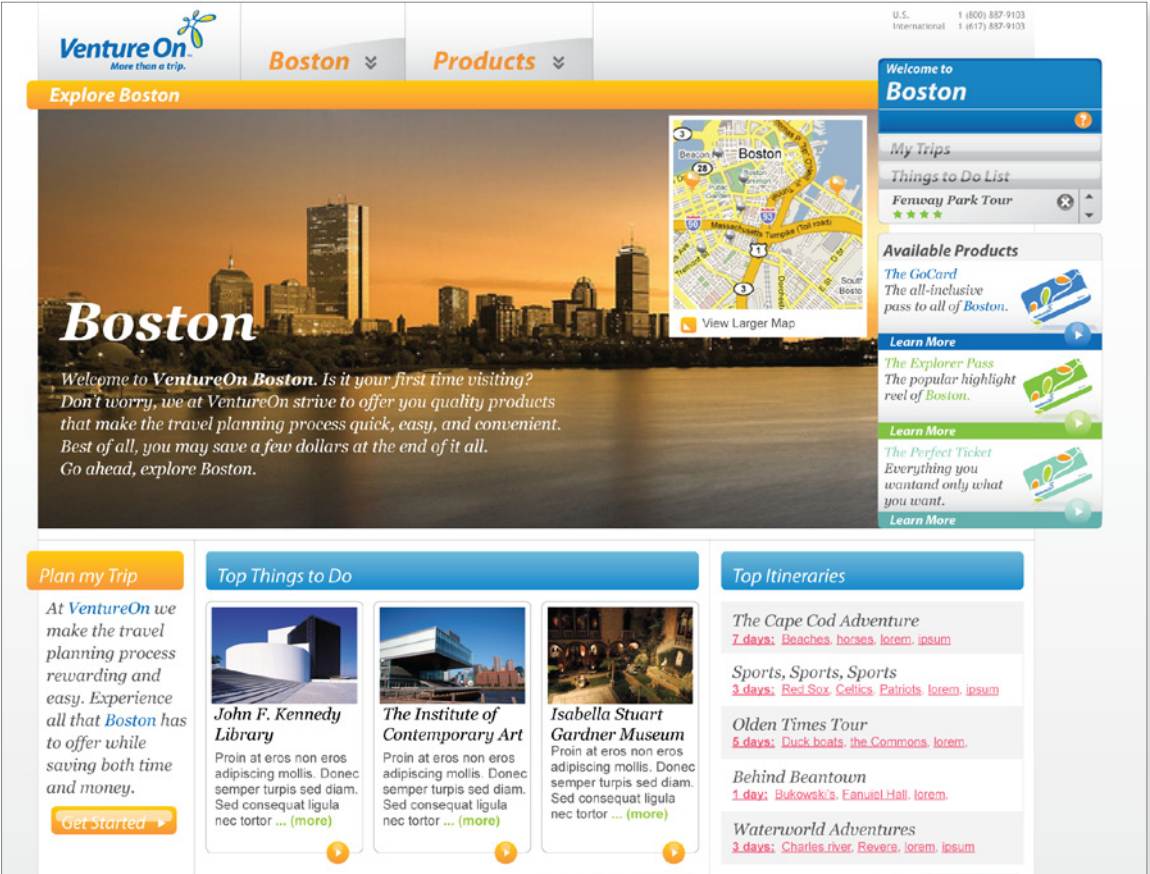
VentureOn is a travel discount service with offerings all over the United States and Canada. Tank Design was asked to extend their brand into a robust online experience.

Role:  
Designer

Tank Design 2009







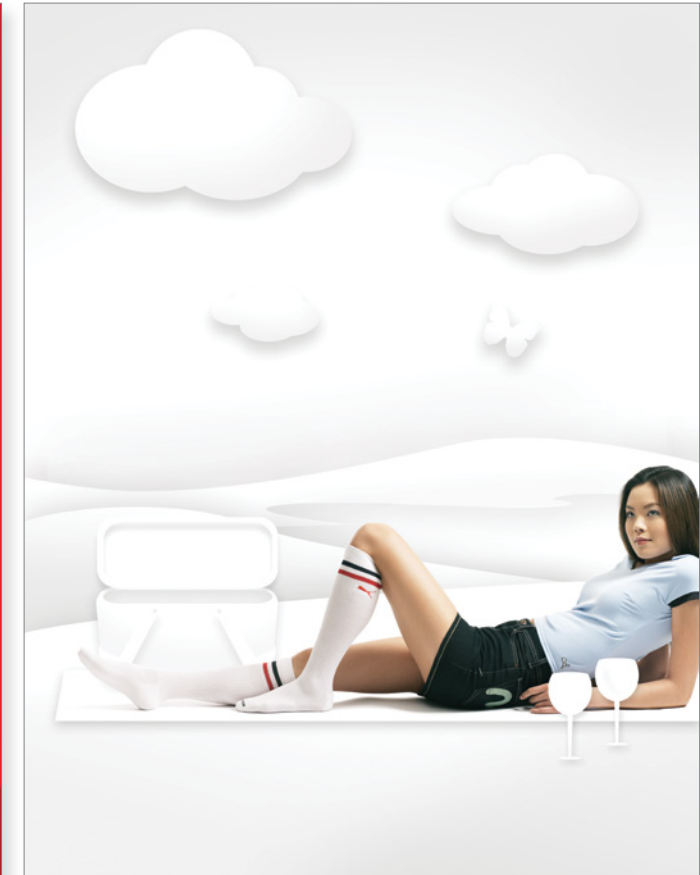


### PROJECT DESCRIPTION

PUMA asked Tank Design to create in-store artwork for their line of socks.

Role:  
Designer

Tank Design 2007

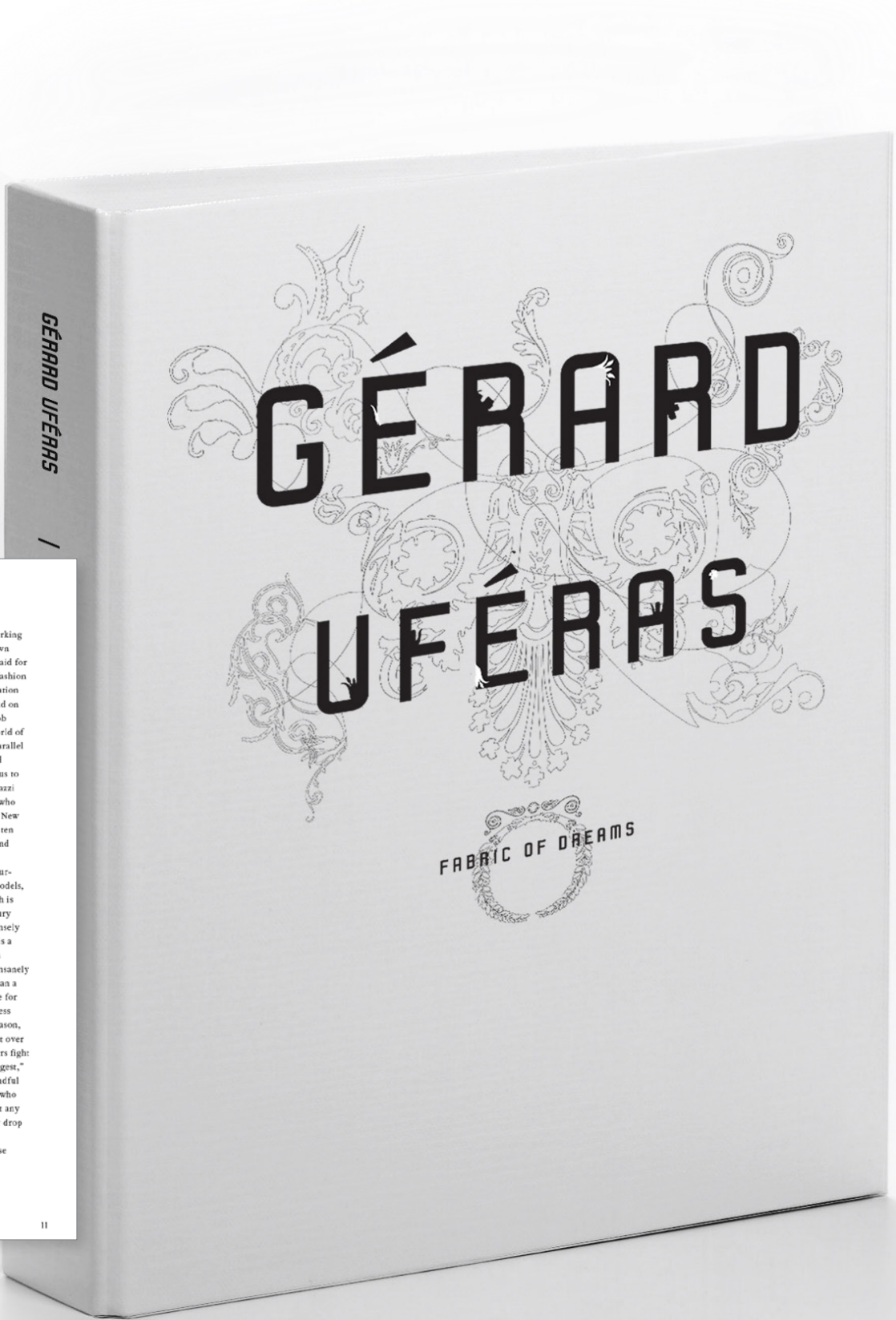
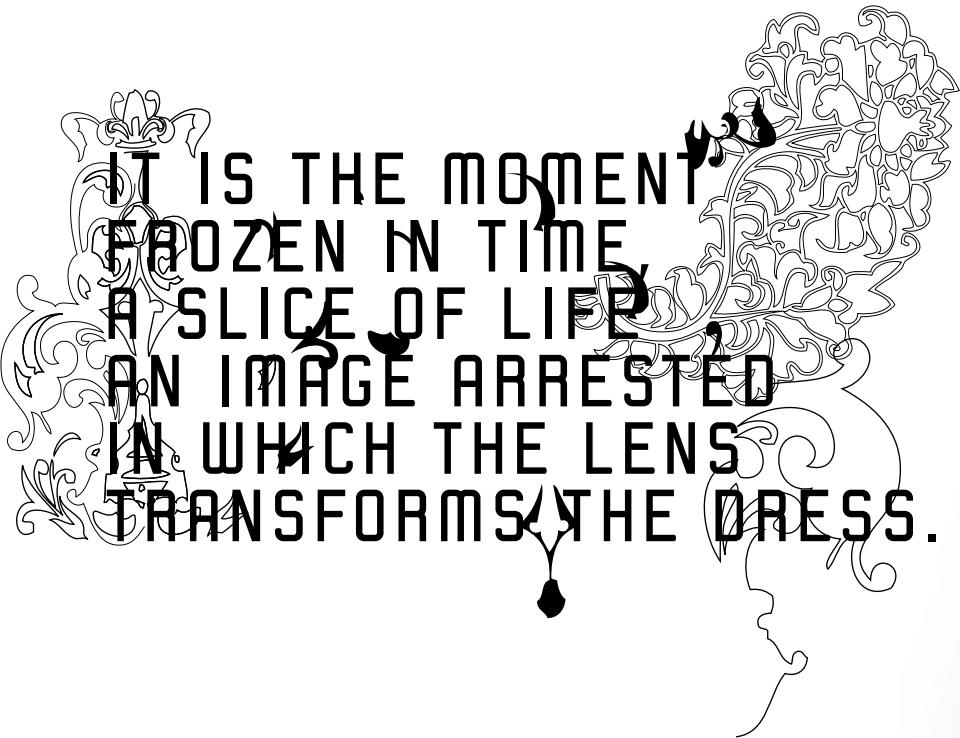




PROJECT DESCRIPTION

A photography book about work of fashion photographer Gérard Uféras.

The photography was supplemented with an typographic illustrations.



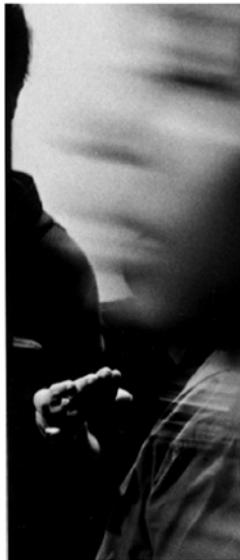
Role:  
Designer

Personal Work





JÉRÔME DREYFUS | prêt-à-porter, Autumn-Winter 2000/2001, Paris, February 2000.  
CHANEL | haute couture, Spring-Summer 1999, Paris, January 1999.



FASHION SCHOOL ALTYER | Chardon Savard, Autumn-Winter 2000/2001, Paris, May 2000.  
JEREMY SCOTT | prêt-à-porter, Autumn-Winter 1999/2000, Paris, March 1999.



ANNEKE FASHION INTERVIEW | prêt-à-porter, Autumn-Winter 1999/2000, Paris, March 1999.



CHRISTIAN DIOR | haute couture, Autumn-Winter 2000/2001, Paris, July 2000.



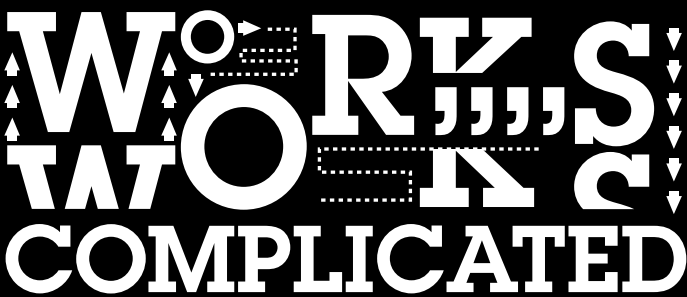
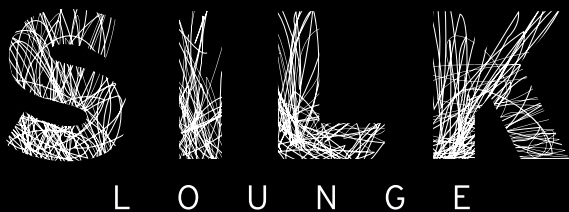
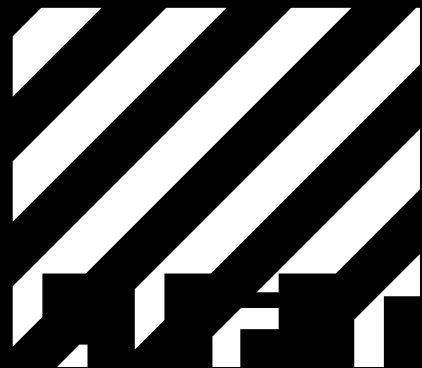
POSTERS

PRINT





ASSORTED LOGOS





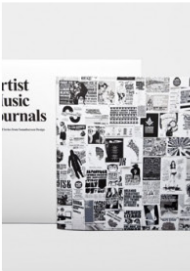
PROJECT DESCRIPTION

Launched in 09/08  
GraphicHug.com has been  
an active venue edited by  
myself and a network of  
international collaborators.

Over the past couple years  
I have planned several  
original projects as well as  
launched an online store.  
I hope to expand the brand  
of GraphicHug™, but it  
will always be a labor of  
the heart.

Role:  
Editor-in-Chief

Shop



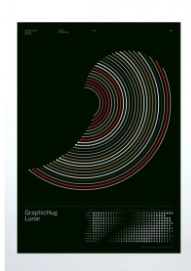
Artist Music Journal: Post-Typography



Boat Builders – Grant Dickson



Editor & Art Director No. 7



Lunar Calendar



Matériel – Kyle Poff & Michael Freimuth



NEW – NEWWORK #5



NewWork Magazine #4



Pie Paper



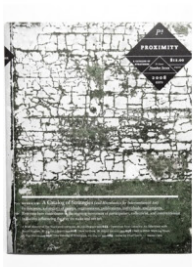
Proximity Magazine #6



RESTOCK – The Little Prince – Paul Lee



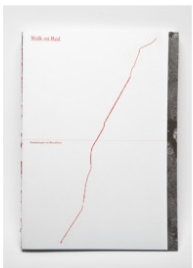
SCHOOL



SOLD OUT – Proximity Magazine #7



SOLD OUT – Typeforce Catalogue



Walk on Red – Hoon Kim

Graphic  
—Hug  
About  
Interviews  
Projects  
Typography  
Shop  
Cart

We love graphic design.  
We love to hug.  
We love to hug graphic design.

Shop Categories

Books / Zines  
Posters / Prints

Reading Categories

Advertising  
Architecture  
Books  
Competitions  
Design / Branding  
Design / Editorial  
Design / General  
Design / Graphic  
Design / Interactive  
Design / Packaging  
Design / Typographic  
Documentary  
Events  
Fashion  
Fine Art / Exhibitions  
Fine Art / General  
Hug  
Illustration  
Interview / Individual  
Interview / Studio  
Magazine  
Misc  
Motion / Animation  
Motion / Film  
Motion / General  
Music  
Observation  
Photography  
Products  
Research  
Resource / Educational  
Resource / Reading  
Sightings  
Writing

Search

Follow Us

Twitter  
Facebook  
LinkedIn

Hug™ Profile: Rob Alexander



Rob Alexander is an extremely talented, and insanely humble designer based in Framingham, MA. I had the pleasure to work with him for about year at Tank Design where he was the Design Director. Anyone who has crossed paths with this man knows how rare and special he is. I am proud to profile him and his work here on GraphicHug™.

GH: Please introduce yourself.

RA: Rob Alexander. I'm the Design Director at Office in San Francisco (although, I do the job remotely from my home outside of Boston)

GH: Describe your role as a graphic designer. This can be something ideological, or a mere description of your day.

Shop



NEW – NEWWORK #5



SOLD OUT – Typeforce Catalogue



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—Hug  
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Design / Typographic  
Documentary  
Events  
Fashion  
Fine Art / Exhibitions  
Fine Art / General  
Hug  
Illustration  
Interview / Individual  
Interview / Studio  
Magazine  
Misc  
Motion / Animation  
Motion / Film  
Motion / General  
Music  
Observation  
Photography

GraphicHug Sidewalk Sale + Make,Do @ Brooklyn Flea



For all you NYC Huggers we'll be holding a guerrilla Sidewalk Sale at Brooklyn Flea in Fort Greene this Saturday. There will be paintings and limited edition silkscreen Posters in addition to some of our best zines and books from the online shop. We will also be sharing our tent with the good people of Make,Do. So, this will be a one-stop shop for all kinds of graphic goodness. Hugs.

GraphicHug™ Guerrilla Sidewalk Sale with Make,Do

Magazines, Zines, Posters, and Art!  
Extra special, limited edition silkscreen prints!  
Featuring Artwork by John Chae  
Bargaining and trades encouraged!

Brooklyn Flea  
Saturday, August 14 10am – 5pm  
Fort Greene  
Brooklyn, NY

Shop



NEW – NEWWORK #5



SOLD OUT – Typeforce Catalogue

Graphic  
—Hug  
About  
Interviews  
Projects  
Typography  
Shop  
Cart

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Design / General  
Design / Graphic  
Design / Interactive  
Design / Packaging  
Design / Typographic  
Documentary  
Events  
Fashion







THANK YOU

FOR YOUR TIME