

**CARLOS**  
**CREATES**

BRANDS | GRAPHICS | PACKAGING | PHOTOS





### **CREATIVE DIRECTOR & DESIGNER**

I worked creative director and graphic designer for Match Play Brands on portfolio companies *PCKL™* and *Piper Golf*. I was responsible for crafting a branding suite that would stand out amongst competitors in the pickleball space and evolving the Piper brand identity. This expanded to include packaging, product graphic design, advertising, marketing, product and lifestyle photography for all channels.

Under my creative tenure PCKL quickly became an industry standout with partnerships that include ACE Pickleball Club, The Dink, the Amateur Pickleball Association, and the Southern Pickleball Association.

### **MATCHPLAY BRANDS AT A GLANCE**

**\$2.3M+ in sales**

**95,000+ Units sold**

**1,000,000+ Page views**

**#4 best selling product  
in the entire pickleball category**

**8,000+ Email list**

**10,000+ Social media followers**



# BRANDING

I developed a full branding suite for Match Play Brands that would work across all B2B assets and is utilized in everything for the parent company. This branding was developed as a play on the word match and igniting a fire of play. Instead of showing the whole match stick i focused on the tip which I made into a ball in referencing the products of the portfolio brands



Piper Golf had an established brand identity that resonated well with the target audience of the brand. As CD, I refined and cleaned up the initial brand logo, adjusting the script and pulling influence from old school hand written logos in the golf and country club space.



For PCKL, I leaned into court colors and Atlanta influence for the color pallet of the brand. I reference the main colors used in a pickleball court and influence from Atliens album art. The logotype was custom made to capture the energy and momentum of the sport.

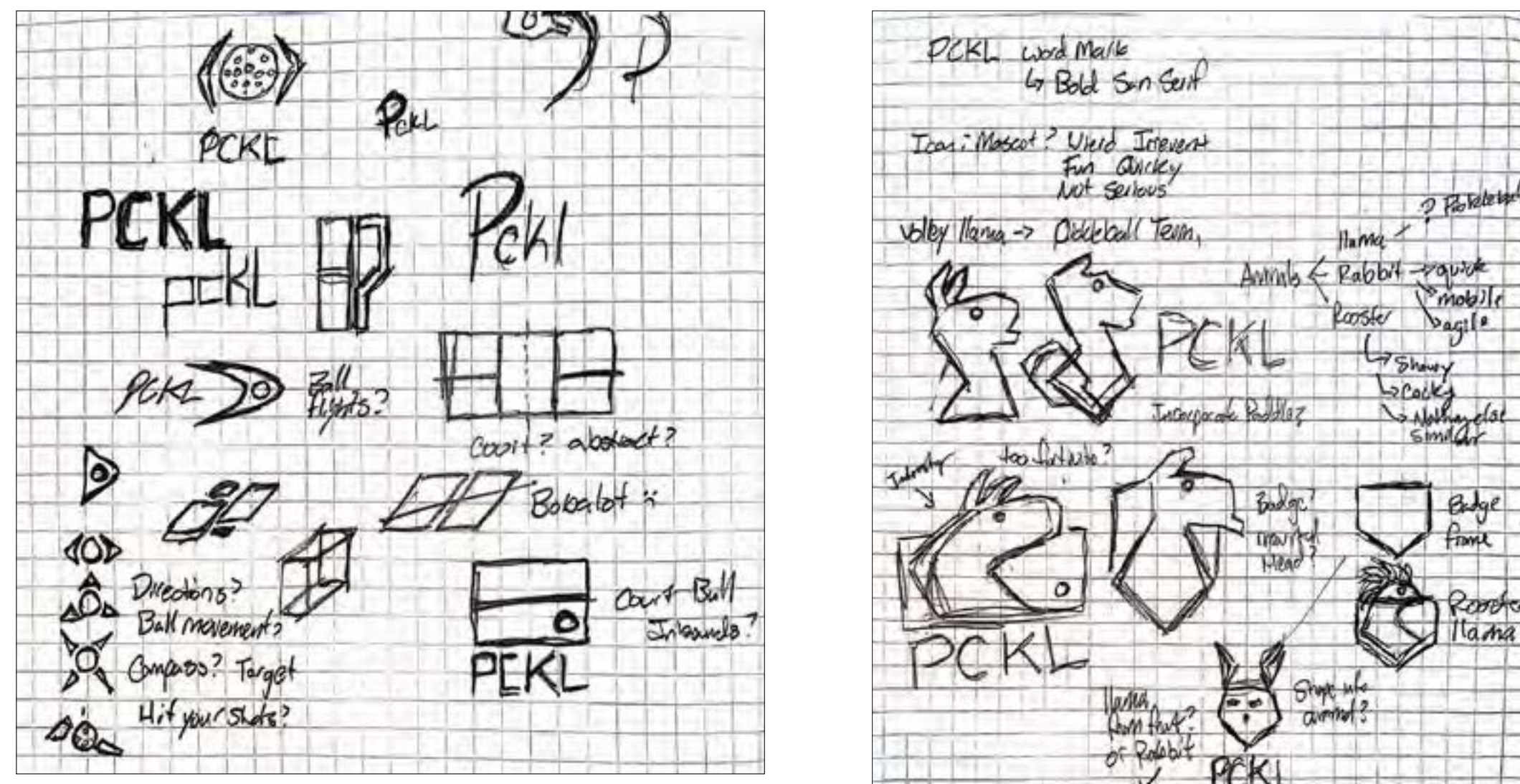




# PCKL BRANDING

## 1 - IDEATION

The second round was an exploration of off the wall concepts. I explored ideas that were quirky, irreverent and own-able with the space. Stakeholders wanted to see ideas that did not overtly reference the game or pickles.



## 2 - ABSTRACT ICON EXPLORATION

Focus on logotype and icon for the brand. I kept an abstract feel for the icons, focusing on movement, the court and the ball. The Stakeholders knew they wanted all caps, san serif. I worked altering existing typefaces to created something own-able for the brand.



### 3 - OFF THE WALL - MASCOT/ICON

The second round was an exploration of off the wall concepts. I explored ideas that were quirky, irreverent and own-able with the space. Stakeholders wanted to see ideas that did not overtly reference the game or pickles.



## 4 - KEEP IT SIMPLE

With a preferred logotype, stakeholders were concerned with how an audience would react to an icon, with parts of the brand still being fleshed out and a tone and voice being worked on, the decision was made to go with a logotype, and incorporate an icon or mascot further down the brand lifespan.





# PCKL BRANDING

## COLOR EXPLORATION

I presented various options for the primary colors of the brand, utilizing the two logo variations that were chosen. I presented the top color variation in context to the brand using the ball packaging.



IN CONTEXT EXAMPLES

## FINAL LOGO





# PRODUCT DESIGN + PACKAGING

To launch PCKL I conceived and developed graphics for each paddle based on product development specifications and created factory ready design spec sheets. As creative director, I chose all parts of the specs to created paddles that would showcase the brand as well as stand out against competitors in the pickleball space. Alongside the paddle designs I developed both D2C and retail specific packaging solutions to meet the need of various fulfillment channels.

For Piper Golf, I specified the art for a highly visible ball alignment guide that matched the color of the ball specifications. Packaging was developed to showcase the best use for each ball based on a player's skill level, handicap and firmness preferences helping the consumer choose the correct ball for their play style as well as a sample pack of the brands offerings.

## PCKL DIRECT-TO-CONSUMER PACKAGING



## PCKL IN-STORE RETAIL HANG-TAB PACKAGING



## PIPER GOLF PACKAGING





# PROCESS - PACKAGING AND PRODUCT

Each product and packaging underwent extensive exploration and ideation in order to deliver effective designs and concepts that embodied the PCKL brand, ethos, and solutions that would stand out to customers. This process included:

- Competitive analysis of key competitors in the Pickleball Space
- Identify consumer touch points and needs based on focus group data
- Work with product development and sourcing for off-the-shelf customizable solutions for the PCKL Brand
- Begin creative layout and design, presenting initial design directions and simple mock ups
- Feedback implementation to various options
- Work with stakeholders to choose a direction for the designs
- Finalize design and move into pre-flight for printing and production

## PCKL ELITE 40 COLOR CONCEPT EXPLORATION



## PCKL RETAIL HANG TAB PACK CONCEPT EXPLORATION



## PCKL RETAIL LAUNCH 2.0 2024 PADDLE DESIGN EXPLORATION





# CONCEPT DESIGNS

In addition to the daily brand needs I continuously iterated and conceptualized new paddle designs and packaging for both brands. These concepts were used to showcase potential looks for new product lines, partnership opportunities as well as general brand evolution for both PCKL and Piper Golf. Many of these concepts were either used or placed into validation and sourcing to be released.

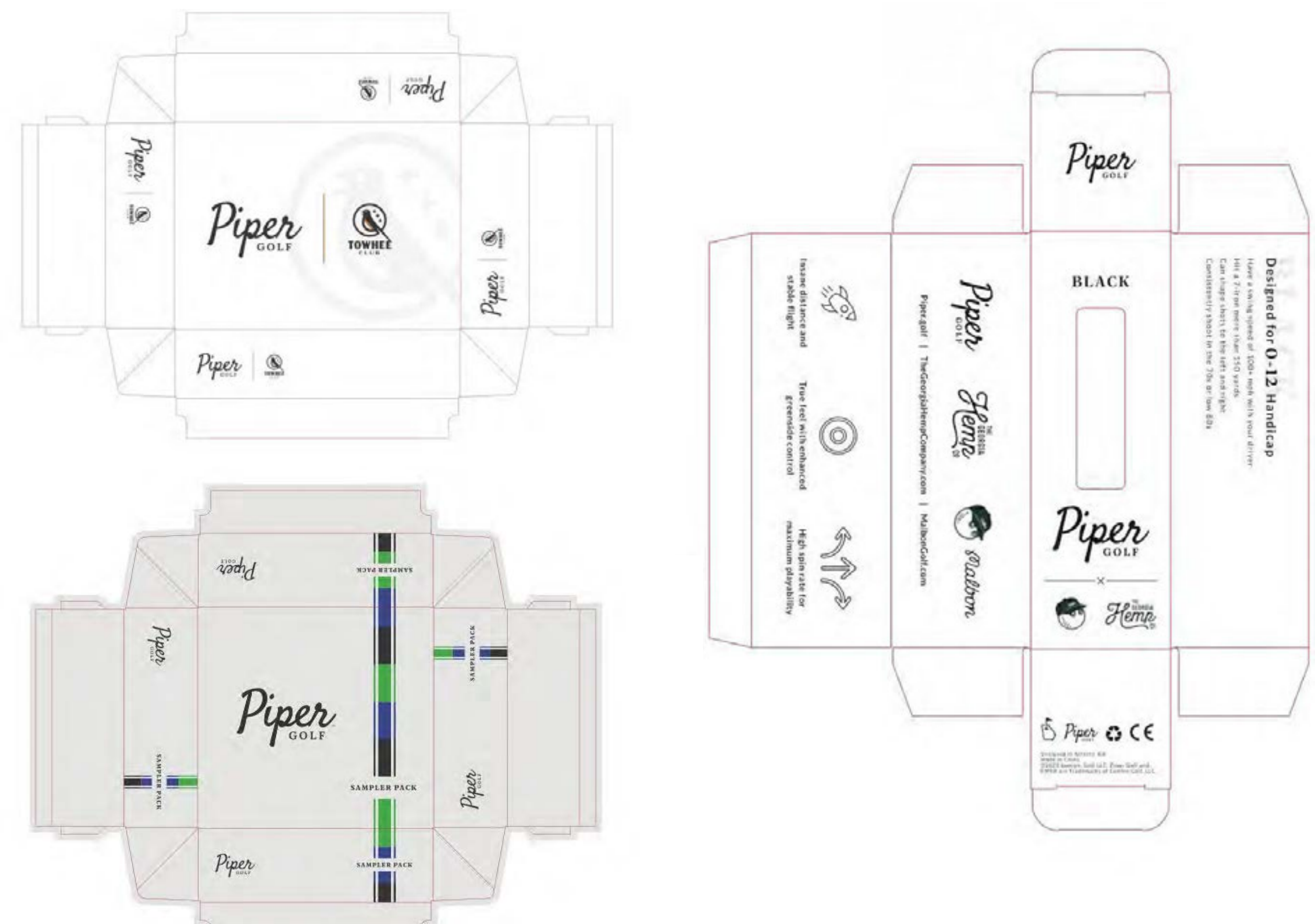
## PCKL PADDLE CONCEPTS



## PCKL PACKAGING COLOR CONCEPTS



## PIPER GOLF PACKAGING CONCEPTS - SAMPLER + CO-BRANDED





# DIGITAL - WEBSITE + AMAZON

The next step to launch PCKL and evolve Piper Golf was to design and revamp the main revenue channels: the direct to consumer website and the amazon store front. Designs were created taking into account product benefits and ease of understanding for the customer while keeping product benefits and features at the forefront for ease of navigation and clarity for the consumer.

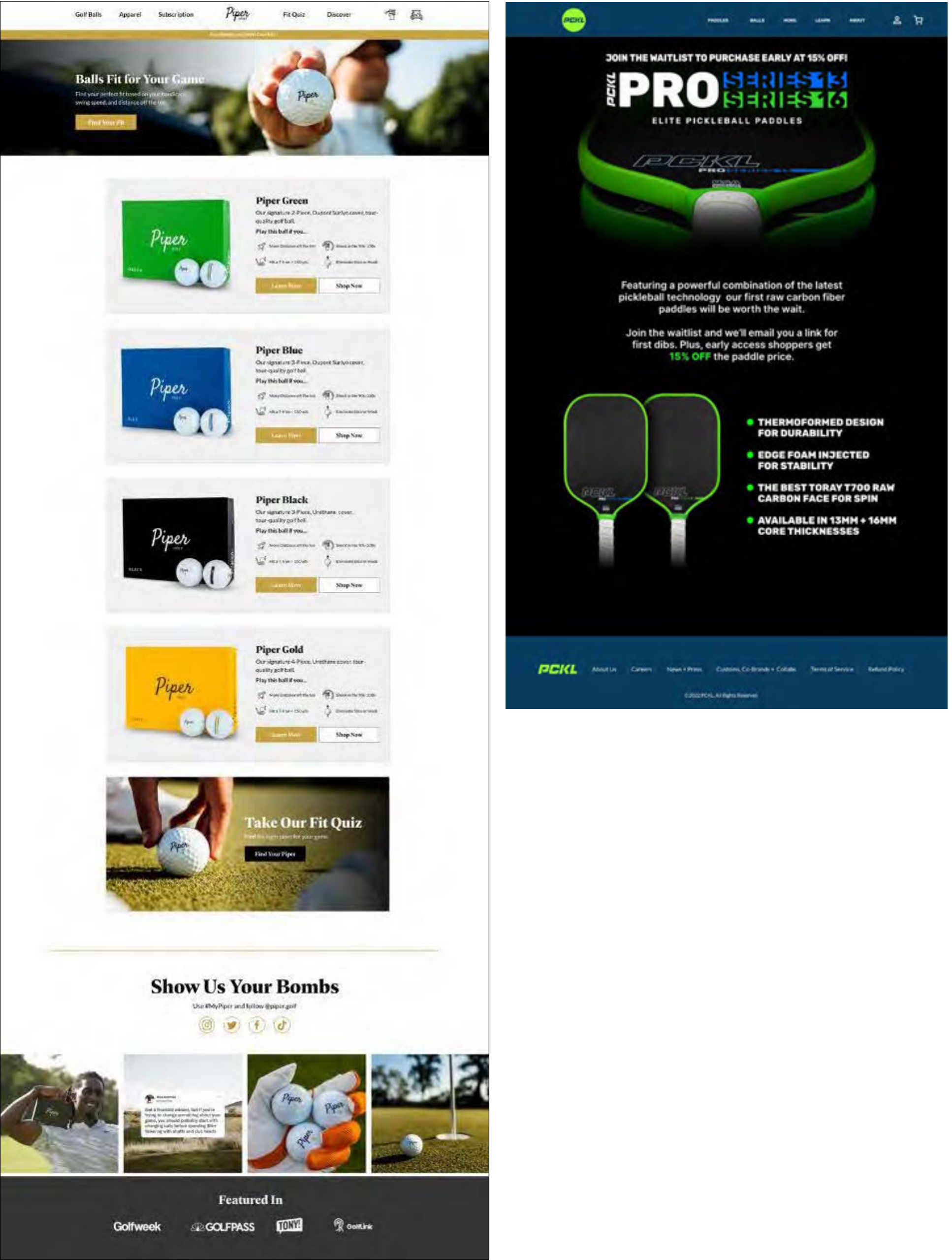
## AMAZON STOREFRONT



## AMAZON ENHANCED BRAND CONTENT



## SITE LANDERS





# DIGITAL - WEBSITE

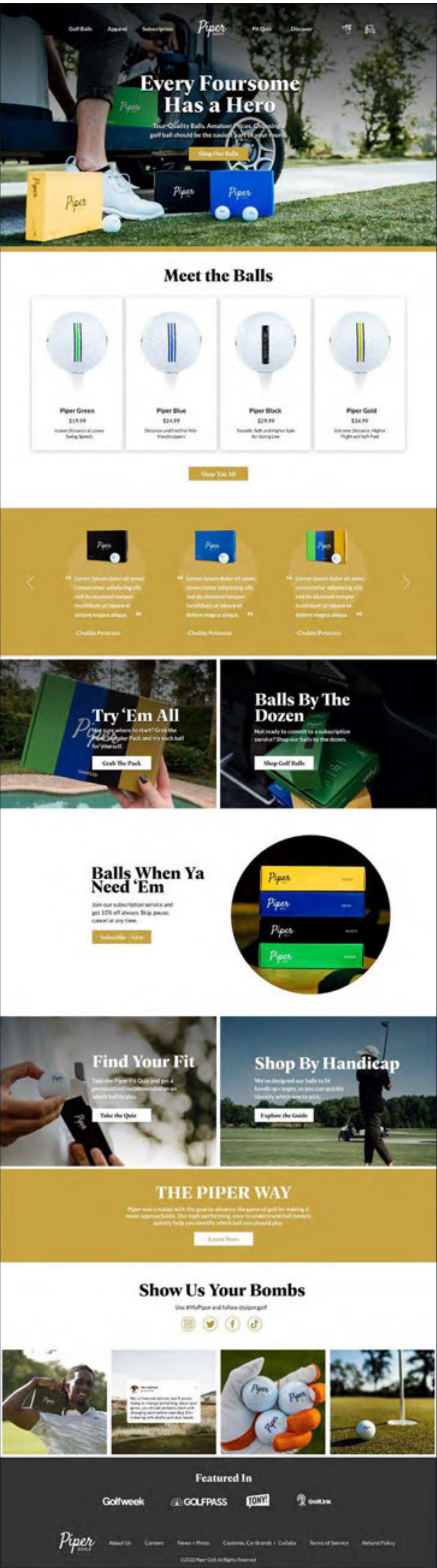
PCKL HOMEPAGE V1



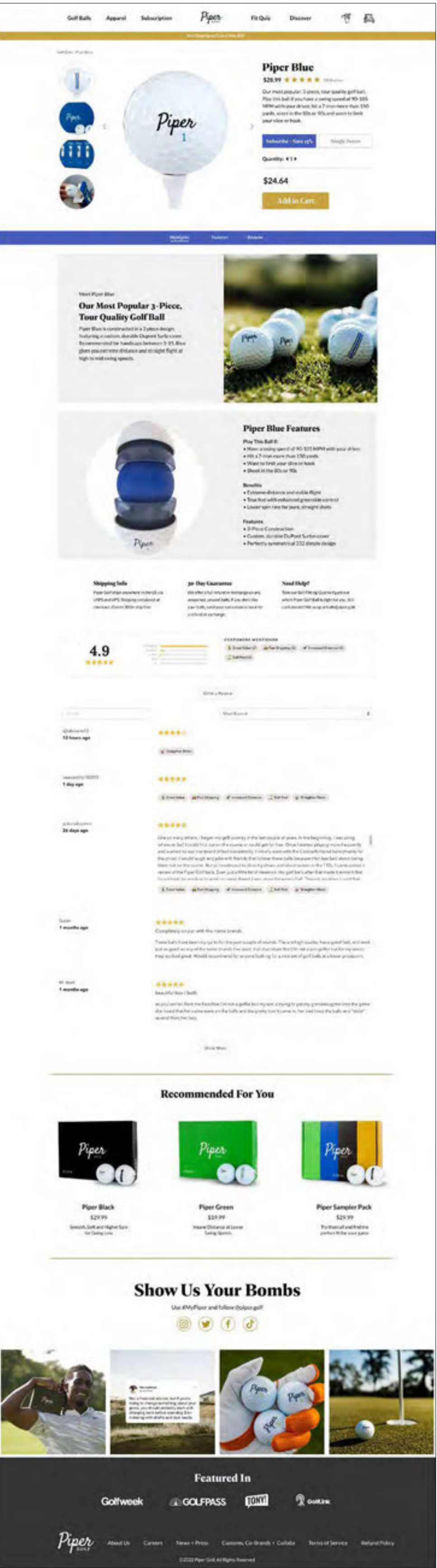
PCKL DONATION LANDER



PIPER.GOLF HOMEPAGE



PRODUCT DESCRIPTION PAGE



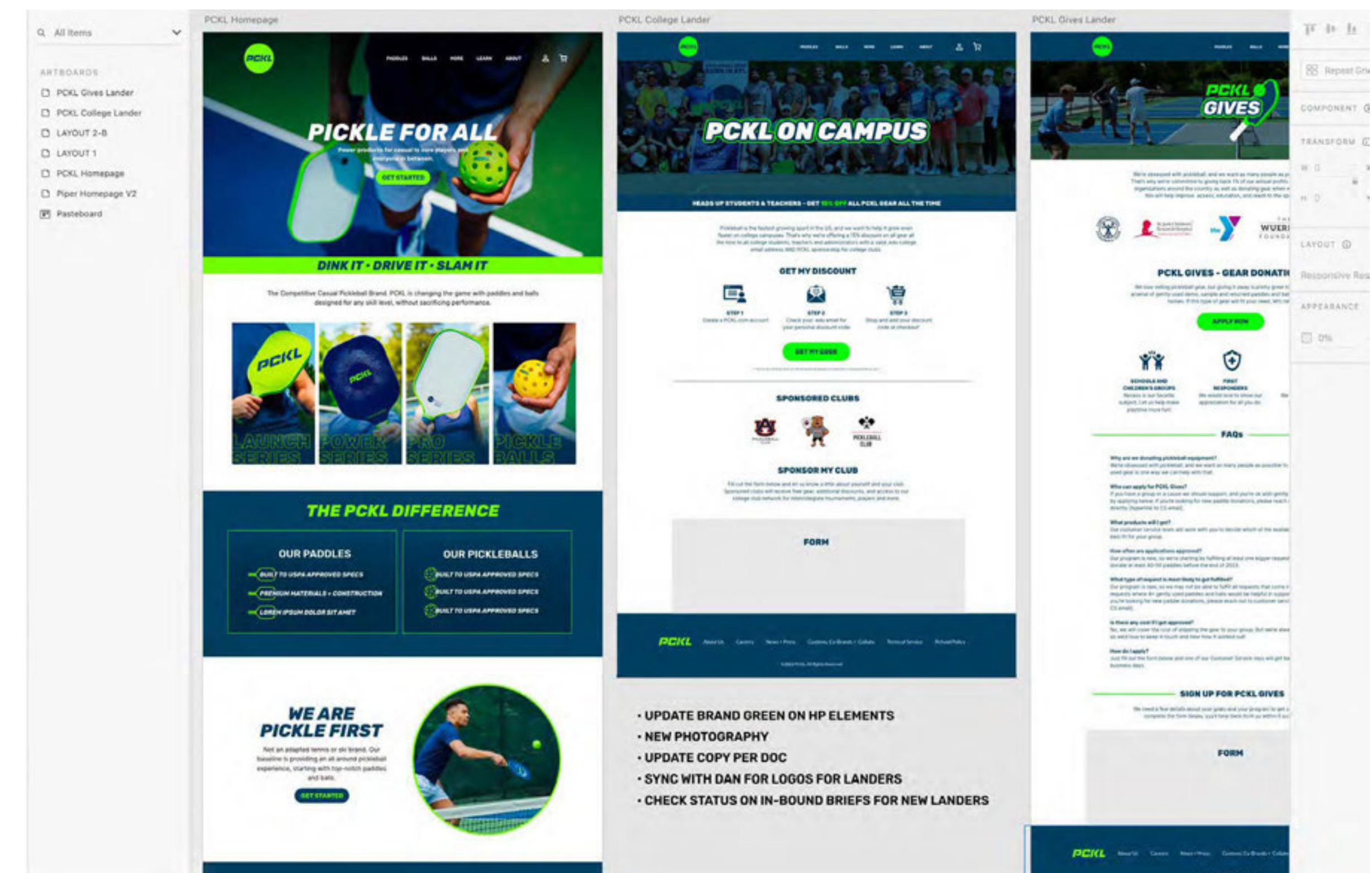


# PROCESS - WEBSITE + AMAZON

All webpages were designed in Adobe XD (and was in process of redesign in Figma) in order to allow for the ease of workflow between design and development. Homepages, landing pages and product pages all utilized XD handoff with a developer. Here I was able to create standardized sizes for elements and create consistency from design to development. All Amazon creative was done in photoshop with specs provided by the Marketplaces Specialist within PCKL. The storefronts were product focuses and was designed in reference to the core PCKL website experience. This development process included:

- Brief development with key stakeholders. Verifying specs, products, features, capabilities and constraints.
- Identify consumer touch points and needs for each platform
- Work with Marketplaces and Digital marketing to come up with wireframes and outlines of pages and needs.
- Begin visual and design, presenting design directions and page mock ups and user flows.
- Feedback implementation and design finalization
- Handoff for development, troubleshoot any design and development issue that come up during buildout, then push live.

## PCKL WEBSITE WORKING FILE FOR DESIGN AND DEV



## PCKL AMAZON STORE FRONT EXPERIENCE

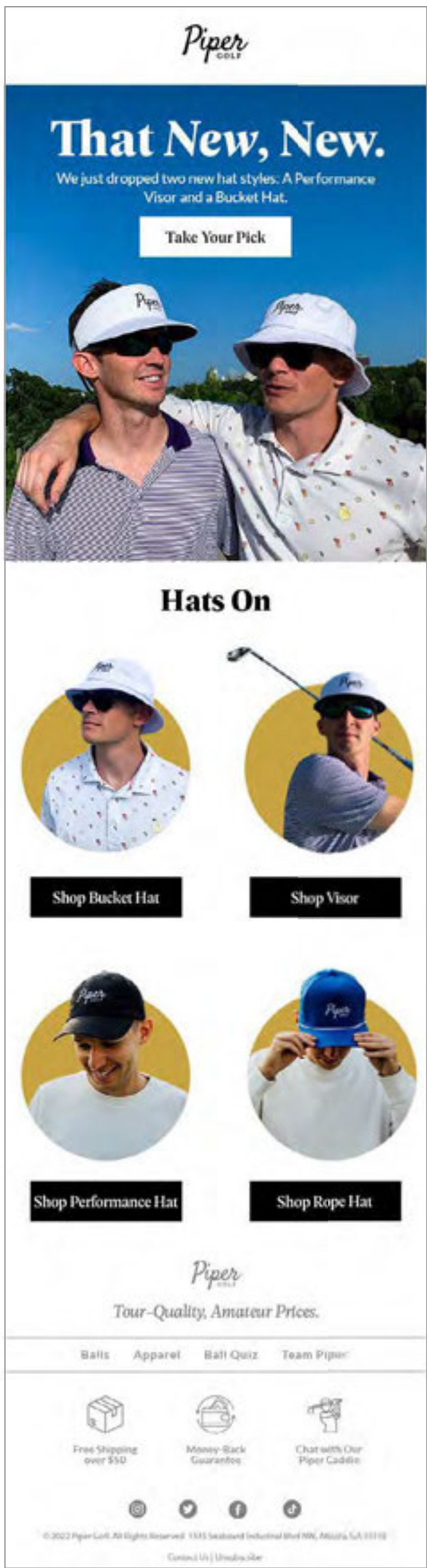
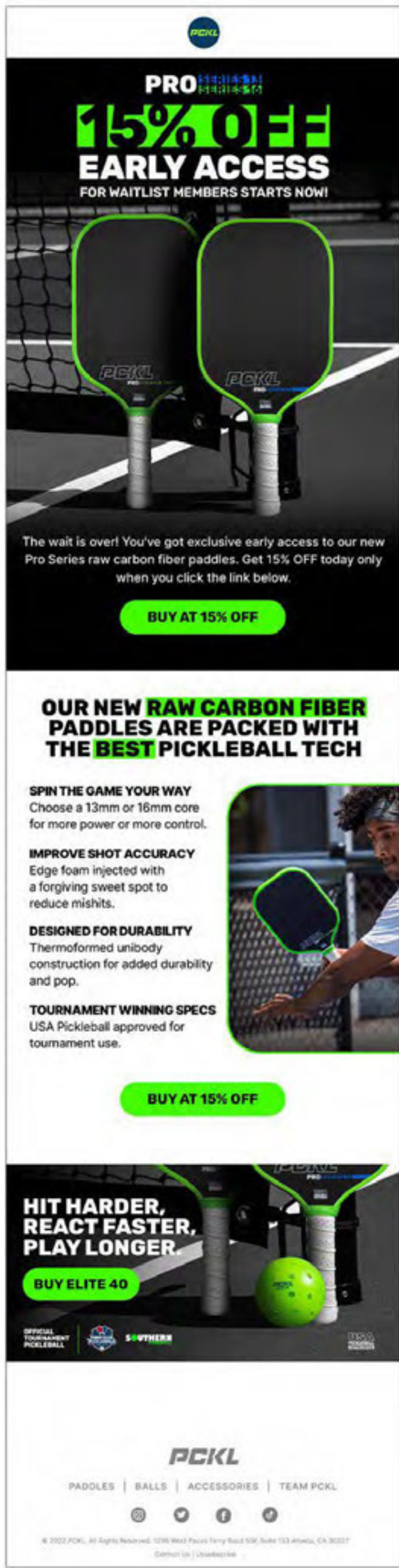




# DIGITAL - MARKETING

As creative director I oversaw and created all forms of digital marketing creative assets that embodied each brands look and feel and target audience. I was involved in directing photo-shoots for Piper Golf that created assets that were used across all digital marketing. Emails, display ads, social and partner ads were created adhering to each brands guidelines.

## BRAND EMAILS



## PARTNER, SOCIAL, AND DISPLAY ADS





# DIGITAL - MARKETING

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## WELCOME DANNY WUERFFEL!

PCKL PRO | ATLANTA, GA

Get to know the newest member of Team PCKL: Danny Wuerffel

[LEARN MORE](#)

### MEET DANNY

You may know Danny Wuerffel as an inspiring football player, but he's equally inspirational on the pickleball courts. Learn more about his commitment to excellence, service and humility on and off the courts.

[ABOUT DANNY](#)

### DANNY'S PICKS

Wanna play pickleball like a Heisman® winner? Of course you do. Click to find out which paddle convinced Danny to join TEAM PCKL.

[THE WUERFFEL WAY](#)

### TEAM PCKL

Join Team PCKL, a program where we partner with pickleball pros, instructors, and avid players who are passionate about the PCKL brand and the sport.

[LEARN MORE](#)

### BALLS ON COURTS NOT IN OCEANS

Discover how we're working with P3 Cares to recycle pickleballs and give them a second shot.

[LEARN MORE](#)

PCKL  
PADDLES | BALLS | ACCESSORIES | TEAM PCKL

## Distance Balls

Served Until 1.5 Handicap

Titleist Velocity	28
Callaway Supersoft	23
Taylormade Soft Response	25
Piper Green	19

## Feel Balls

Served Until Single Digits

Titleist Tour Speed	40
Callaway Superhot	30
Piper Blue	24

## Pro Balls

Served Until Close

Titleist Pro V1	50
Titleist Pro V1x	50
Callaway Chromesoft	48
Piper Black	29
Piper Gold	34

Enter to Win

### 15% OFF ALWAYS

Join Our Piper Subscription and get 15% off your order all the time.

[Subscribe & Save](#)

Tour-Quality. Amateur Prices.

Balls | Apparel | Ball Quiz | Team Piper

Free Shipping over \$50

Money Back Guarantee

Chat with Our Piper Caddie

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## Your Question Answered Urethane vs Surlyn

We offer balls in a number of different layers & cover materials, making a distinct set of combinations that address players from beginner to pro. Let's break it down.

### Surlyn

Piper Green and Piper Blue are made of a DuPont Surlyn cover, which means which means they have less spin and increased durability for straighter shots. These are great if you're just starting out or an average player on the course.

- ⊖ Straighter shots with less spin
- ⊖ Perfect for Weekend Warriors

Piper Green

Piper Blue

### Urethane

Piper Black and Piper Gold are made of a Urethane cover, which means they have a softer feel and more spin. These balls are great for advanced players who can control spin and shape shots.

- ⊖ Softer Feel with More Spin
- ⊖ Made for low scorers

Piper Black

Piper Gold

[Explore The Difference](#)

Tour-Quality. Amateur Prices.

Balls | Apparel | Ball Quiz | Team Piper

## READY TO TAKE HOME THE W

Large, forgiving sweet spot to reduce mishits

Toray T700 raw carbon fiber face for incredible spin

Thermoformed unibody construction for durability and pop

Edge foam injected for added stability

Extra-long 5.5in handle is perfect for powerful, two-handed backhands.

Available for \$159.99

Presale for our Pro Series 16 paddle has ended, so now you can experience the benefits of both of our raw carbon fiber paddles and discover how they'll help you spin the game your way.

[SHOP NOW](#)

### HIT HARDER, REACT FASTER, PLAY LONGER.

[BUY ELITE 40](#)

PCKL  
PADDLES | BALLS | ACCESSORIES | TEAM PCKL

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## How Piper Stacks Up

A side-by-side comparison of our balls

### Piper Green

PRICE: \$24.99/dz  
MADE FOR: 15+ Handicap  
CONSTRUCTION: 2 Piece w/Surlyn Cover  
SWING SPEEDS: Slow Swing Speed  
SPIN RATE: Lowest Spin Rate  
COMPARE TO: Callaway Supersoft Vice Drive

[Shop Piper Green](#)

### Piper Blue

PRICE: \$28.99/dz  
MADE FOR: 5-15 Handicap  
CONSTRUCTION: 3 Piece w/Surlyn Cover  
SWING SPEEDS: Mid to Fast Swing Speed  
SPIN RATE: Lower Spin Rate  
COMPARE TO: Callaway Superhot Vice Tour

[Shop Piper Blue](#)

### Piper Black

PRICE: \$34.99/dz  
MADE FOR: 0-12 Handicap  
CONSTRUCTION: 3 Piece w/Urethane Cover  
SWING SPEEDS: Mid Swing Speed  
SPIN RATE: High Spin Rate  
COMPARE TO: Callaway Chrome Soft Vice Pro

[Shop Piper Black](#)

### Piper Gold

PRICE: \$38.99/dz  
MADE FOR: Less than 7 Handicap  
CONSTRUCTION: 4 Piece w/Urethane Cover  
SWING SPEEDS: Fast Swing Speed  
SPIN RATE: Highest Spin Rate  
COMPARE TO: Callaway Chrome Soft X Vice Pro Plus

[Shop Piper Gold](#)

Tour-Quality. Amateur Prices.

## SAVE UP TO 25% OFF

ON OUR HOT SUMMER BEST-SELLERS

[SHOP NOW](#)

Summer's almost over, and we're saying goodbye with one last fling. Get up to 25% OFF these summer faves on PCKL.com, but only for a limited time. We think this gear might catch your eye.

[SHOP PRO](#)

[SHOP POWER](#)

[SHOP LAUNCH](#)

[SHOP OPTIC](#)

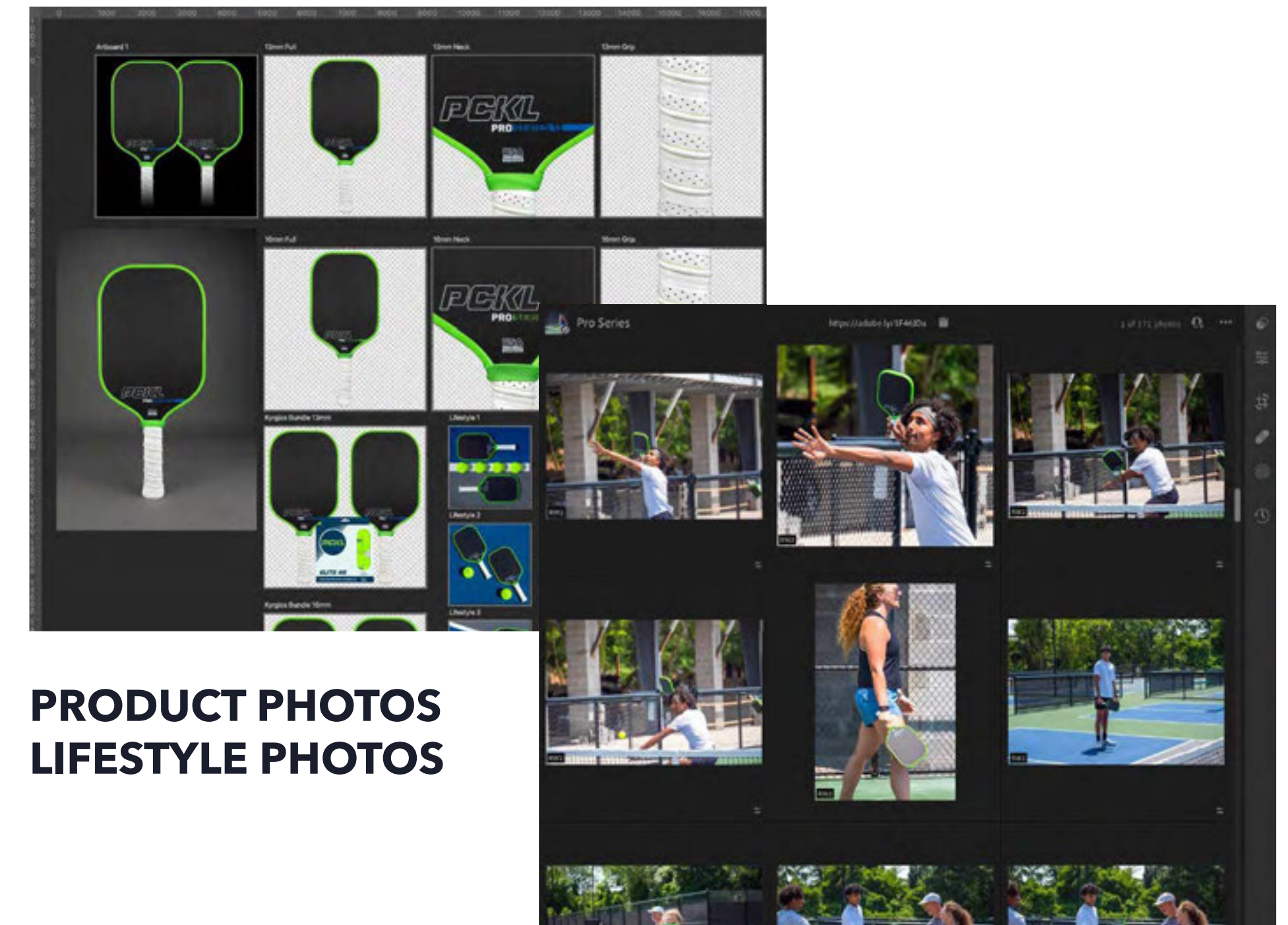
THE PCKL PROMISE



# PROCESS - DIGITAL MARKETING

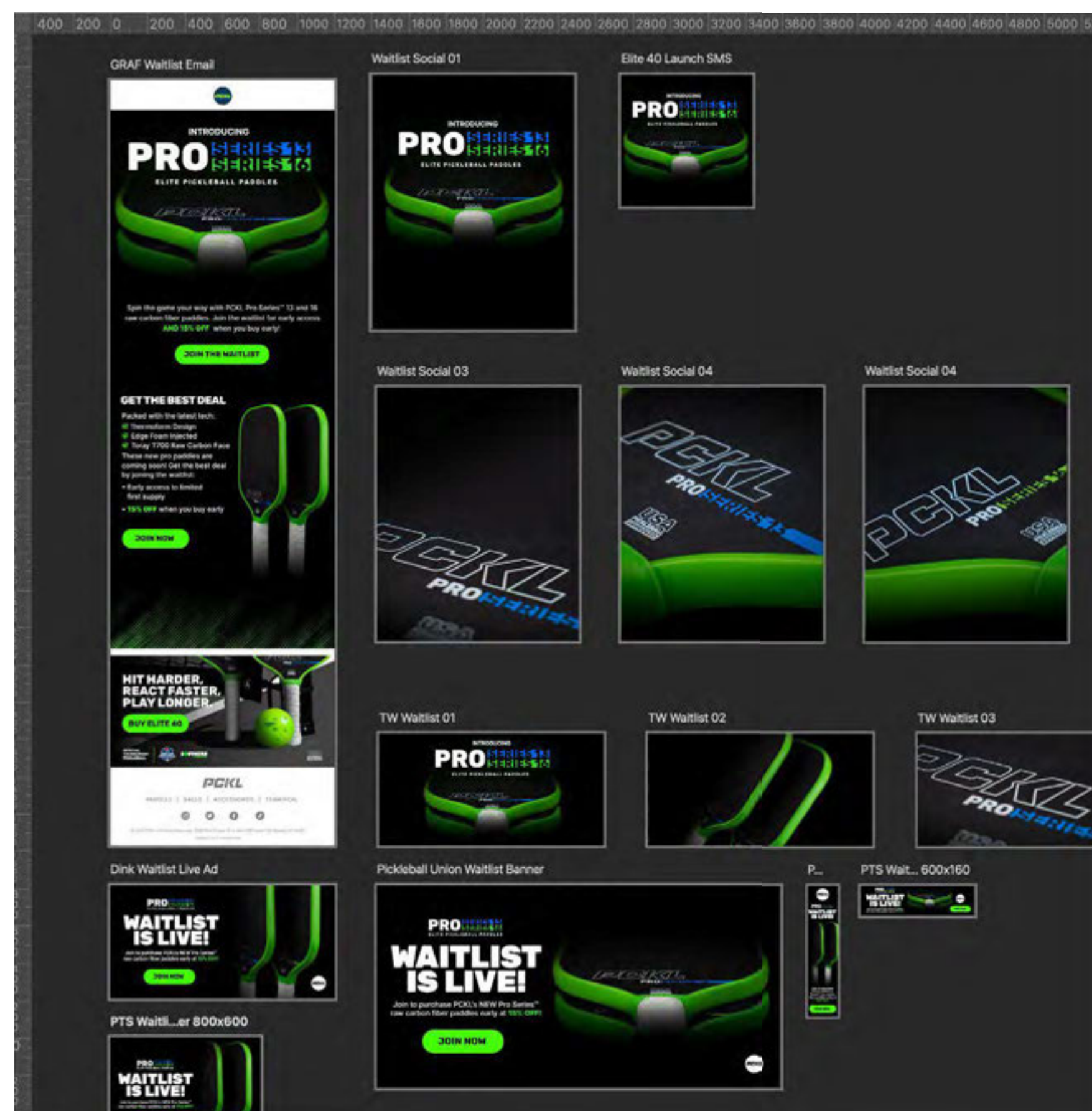
I worked closely with digital marketing in creating visually impactful campaigns for launching products and promotions. I would meet with stakeholders to get a understanding of the campaign objectives, revebnue goals, and products to develop multifaceted launches and promotions. I would work with the marketing team to understand and refine creative briefs, develop copy and headlines when necessary and develop photography and assets to be used within the campaign.

- Brief development with key stakeholders. Verifying specs, product feautures, copy needs.
- Develop photography via in-studio or lifestyle for use within the campaign if needed.
- Layout beginning to end campaign needs via briefs and project set-up within Wrike.
- Identify and outline key themes and visuals, key art, ect for each phase of the campaign
- Begin visual design, presenting design directions
- Feedback implementation and developement of all secondary assets: display ads, social, ect.
- Handoff for development and implementation.
- Keep abreast of any issues of changes in campaign due to reveunue, user interaction data, ect.

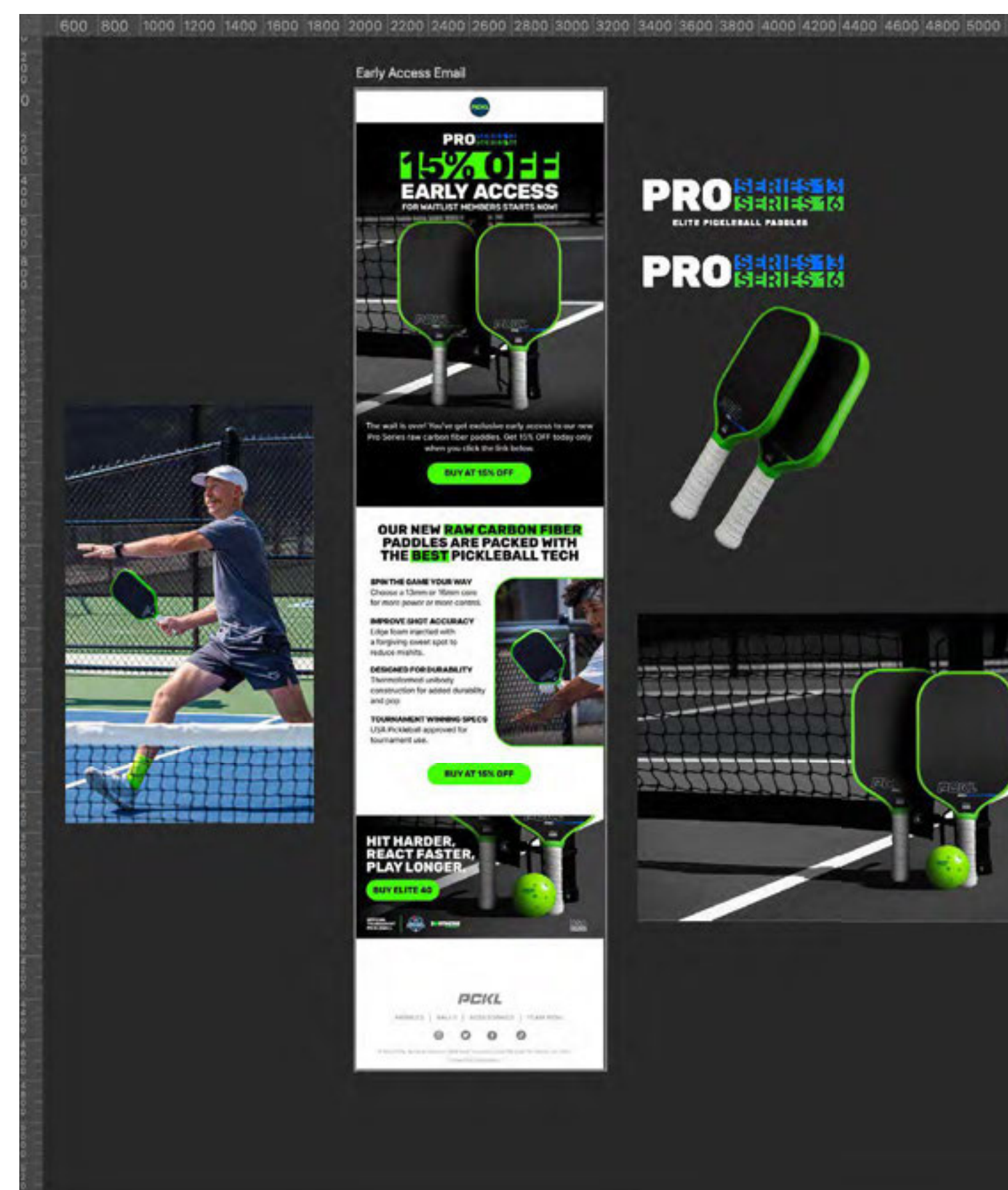


PRODUCT PHOTOS  
LIFESTYLE PHOTOS

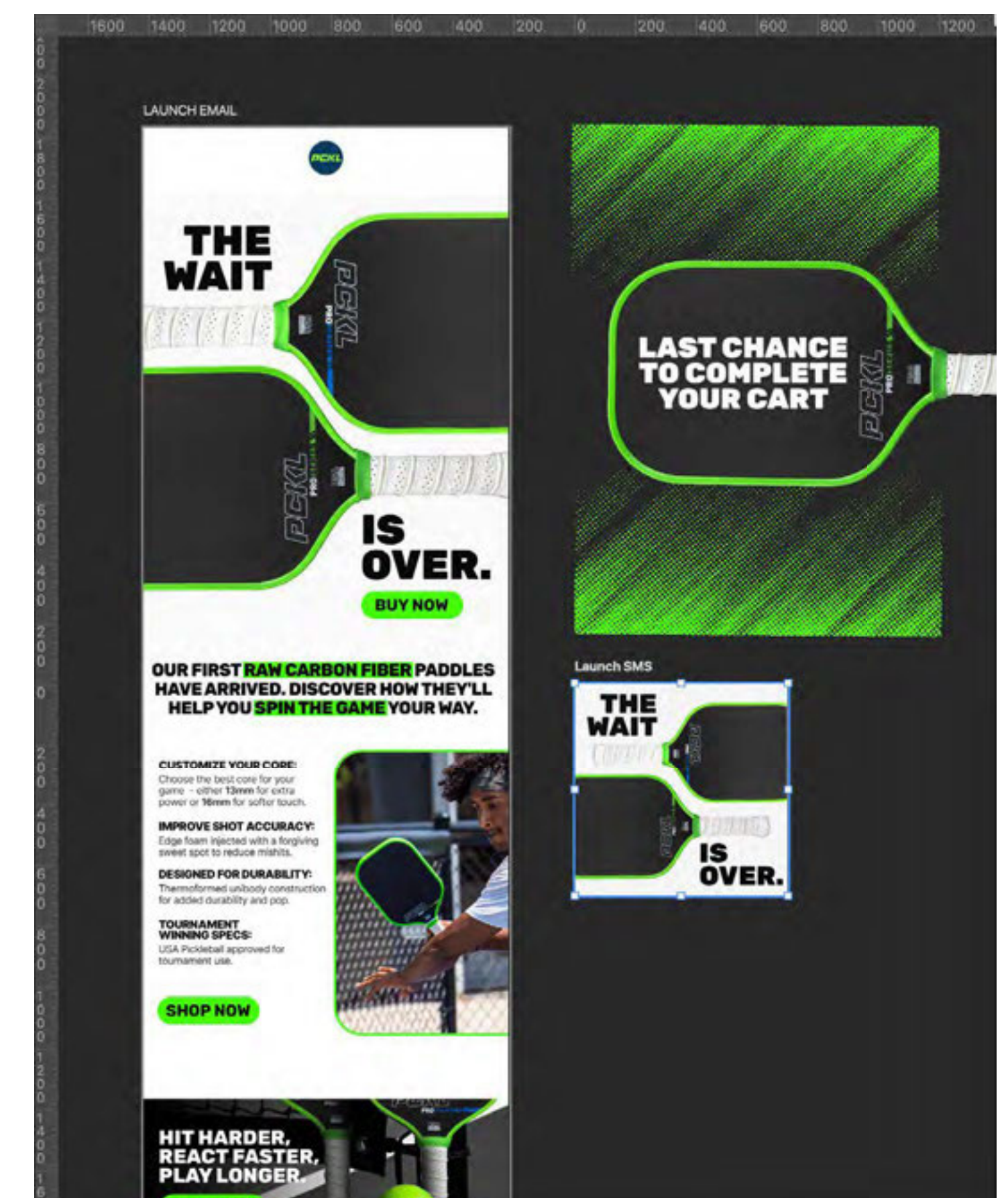
## PHASE 1 - INTRO / TEASER



## PHASE 2 - EARLY ACCESS



## PHASE 3 - LAUNCH





# PRODUCT + LIFESTYLE PHOTOGRAPHY

In order to provide a unified brand look and feel, I helped direct video shoots alongside my VP of Marketing and Brand while creating all the product and lifestyle photography for the PCKL brand. I utilized a Panasonic GH5 for video and still photography and edited all photos utilizing Lightroom and Photoshop. While creating photos, I always keep in mind the end use of the photo within ads, the website and marketing materials.







# KONTROL FREEK®

## SENIOR DESIGNER

I worked as a Graphic Designer turned Senior Brand Designer for the video game controller accessory company KontrolFreek. As Senior Designer I worked on and led a team of creatives directing work across brand campaigns, licensed product launches; working with brands such as Call of Duty®, Borderlands®, Overwatch® and Halo®. I also collaborated and guided outside agencies to deliver on-brand motion and video work.

Under my creative tenure, KontrolFreek became an industry leader in gaming accessories eventually leading to a company acquisition by SteelSeries® where I continued to innovate and push KontrolFreek brand creative.

## AT A GLANCE

**\$20+ Million in Sales at time of SteelSeries**

**Acquisition**

**1,000,000+ units sold**

**1,400,000+ Social Media Followers**

**Available in 9000+ Stores in 40+ countries**



# BRANDING

As Senior designer I worked alongside my brand manager and local Atlanta design house Seed Factory, to re-brand KontrolFreek into a lighter more fresh look and feel. I helped narrow down the look to the icon logo and collaborated with Seed Factory on colors and typography. My brand manager and I refined a tone and voice for the brand to flesh out the re-branding

I developed a full brand guidelines, and developed a full look and feel for the brand that my team would then use to update legacy assets and develop new and exciting creative. I helped direct and manage the look and feel of the brand throughout the SteelSeries acquisition and development of assets by SteelSeries regional teams.

## OLD BRANDING



LOGO



BRAND COLORS

- Out of date controller outline
- Forced center weighting
- Dark, performance oriented feel, alienates casual gamers

## UPDATED BRANDING



The Stamp



The Icon



The Initials



- Icon uses circle from thumbstick product and abstract controller for visor
- Updated color pallet and own-able logotype, with variations for use
- Gender neutral icon allows any gamer to identify with the brand



# PACKAGING - HOUSE & LICENSED

Throughout my time at KontrolFreek I was tasked to create packaging for KontrolFreek house branded products as well as developing designs for licensed products following external brand guidelines and creating cohesive co-branded packaging designs. Licenses I have developed packaging for include Call of Duty (spanning 6 distinct titles), Ubisoft's Six Siege, Borderlands and Halo.

In 2019, I help spearhead a packaging refresh across all SKUs to address problems the brand was having in retail partners, GameStop, BestBuy, and Game UK. The packaging was refreshed to allow for more prominent shelf space, reduce shrink and to show the thumbstick heights via a blister bubble.



WINDOW BOX DESIGN



BLISTER PACKAGING





# PACKAGING & DISPLAYS

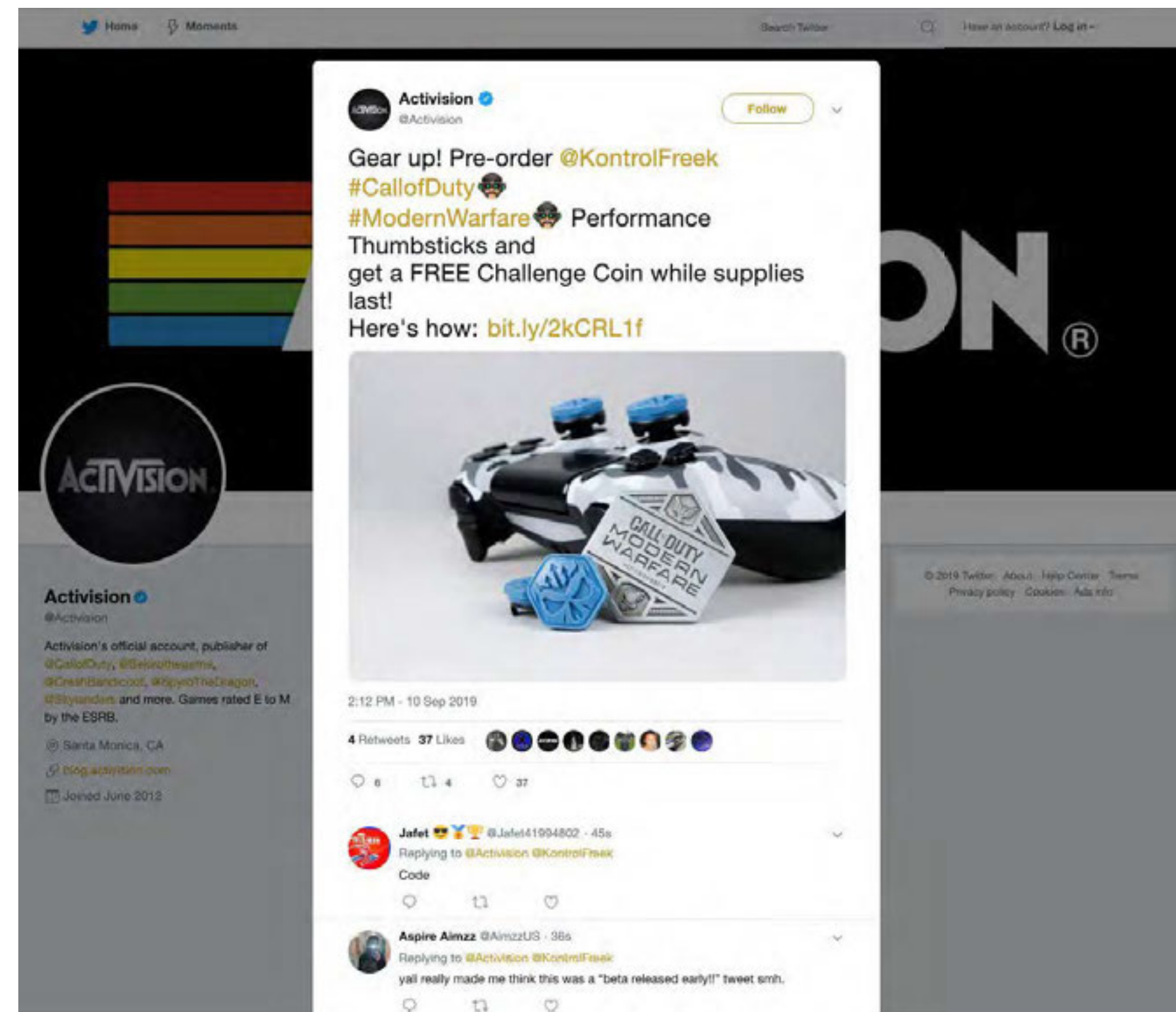
Within the packaging ecosystem that was created at KontrolFreek, I worked to design cross branded packaging with SteelSeries as well as iterating new product packaging such as a large gaming mousepad. I also worked to continue iterating on the KontrolFreek packaging to further address needs that retailers such as Walmart required in order to carry KontrolFreek products. With these further iterations I designed a large FSDU for thumbstick and grips packaging for Walmart and Bestbuy as well as a POP display for GameStop.





# DIGITAL MARKETING - CALL OF DUTY

Alongside designing packaging with the partner brand and games, I was responsible for creating and leading creatives in the development of marketing materials for the Call of Duty branded products. Email, retail advertising, social media, display ads and lifestyle photography are all part of the suite of assets needed to bring these products to market.



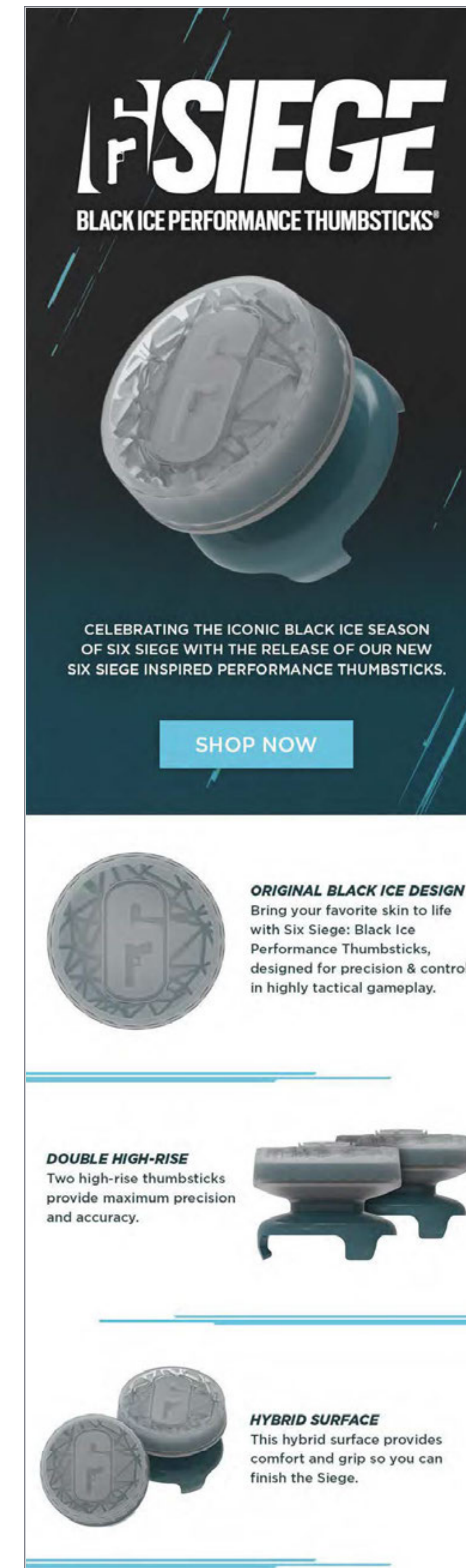
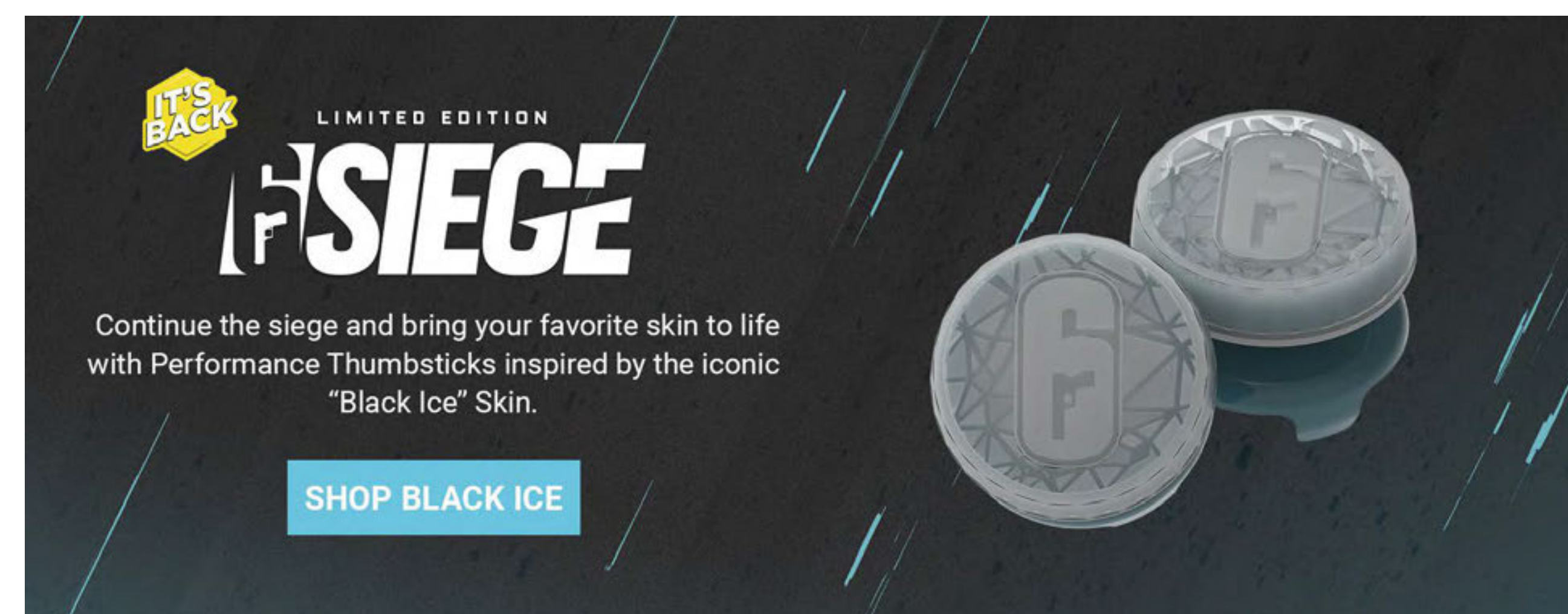
IN-GAME CONTENT  
GUN CHARM





# MARKETING/PACKAGING/PHOTO - 6 SIEGE

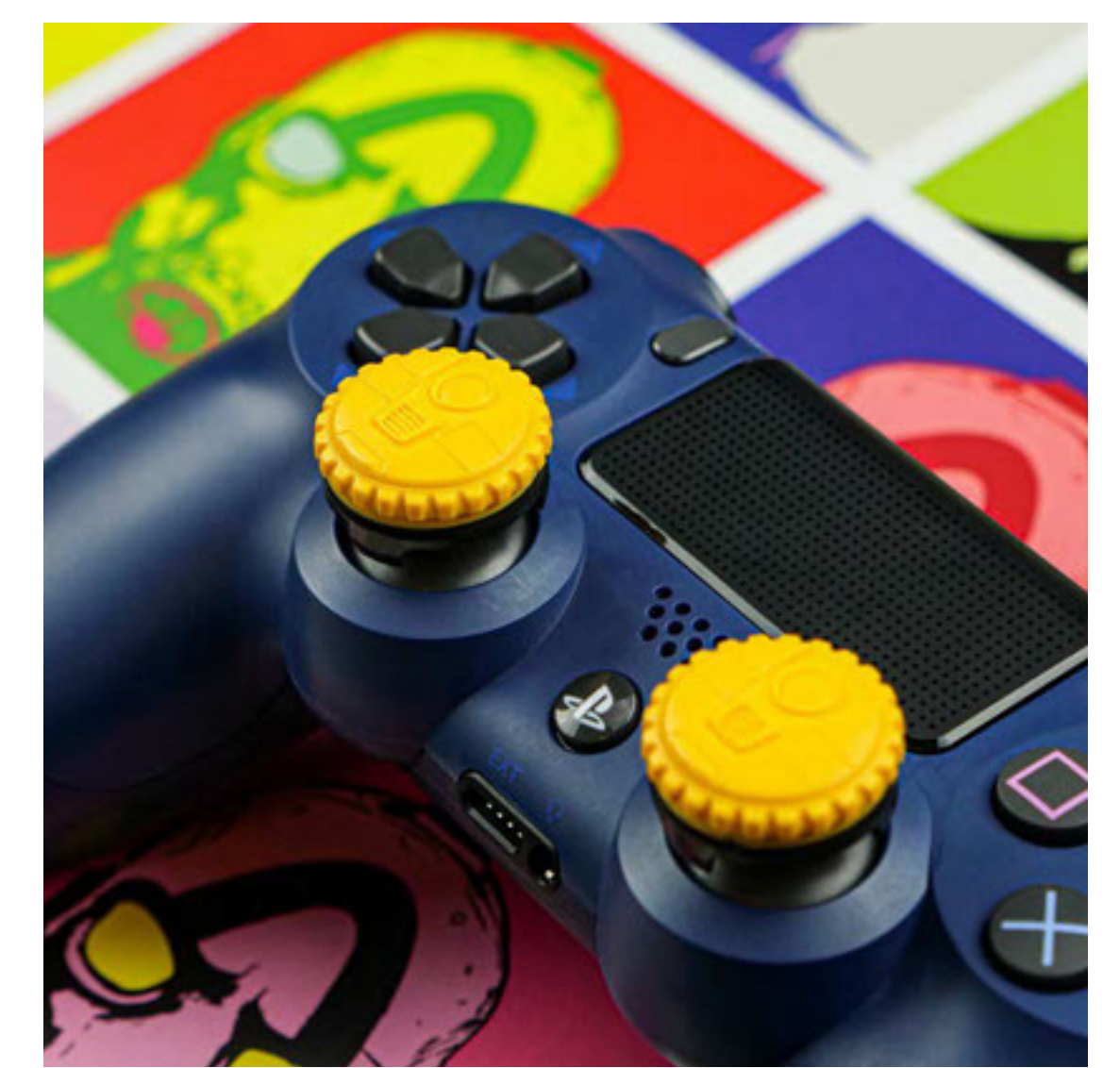
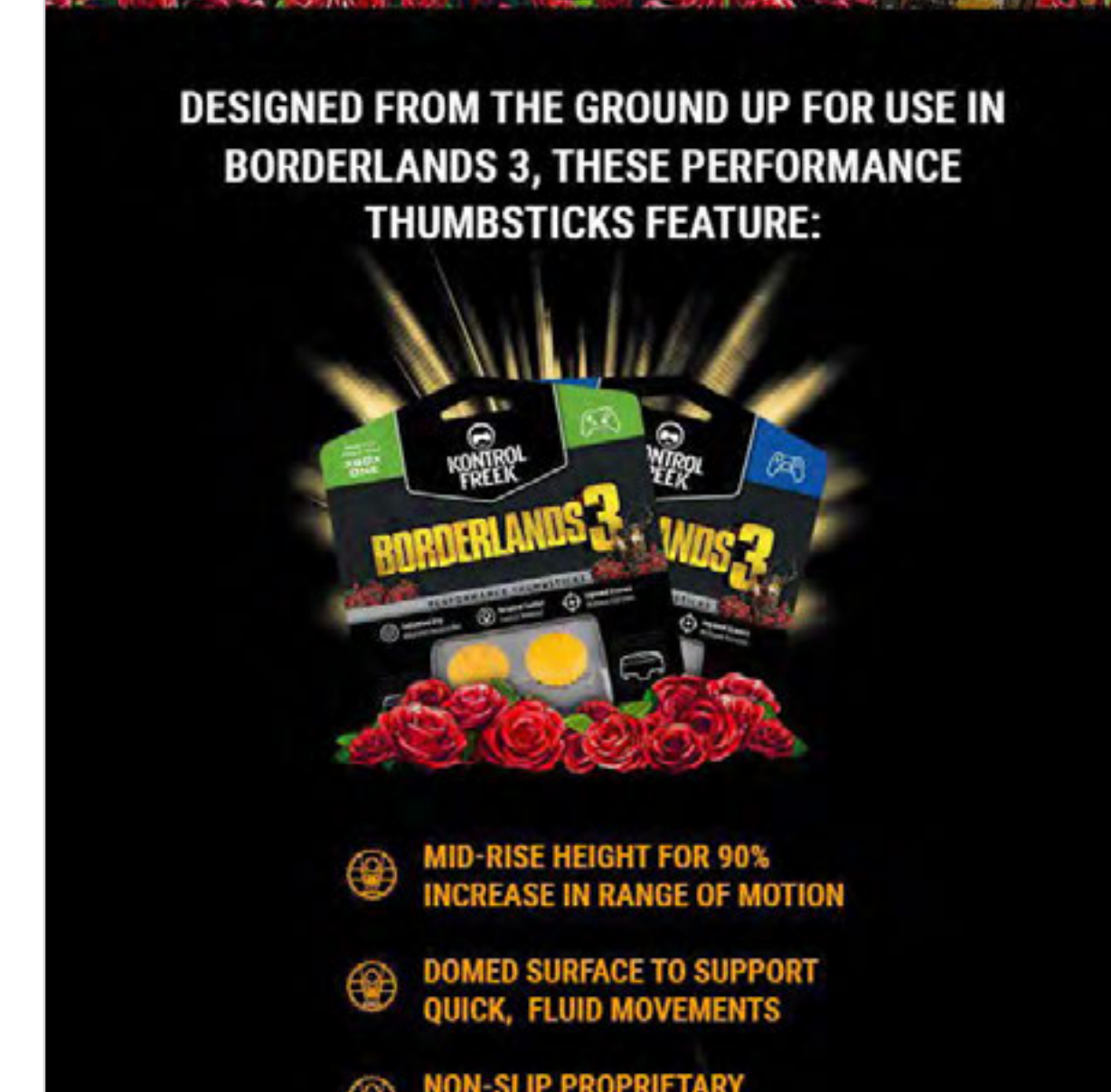
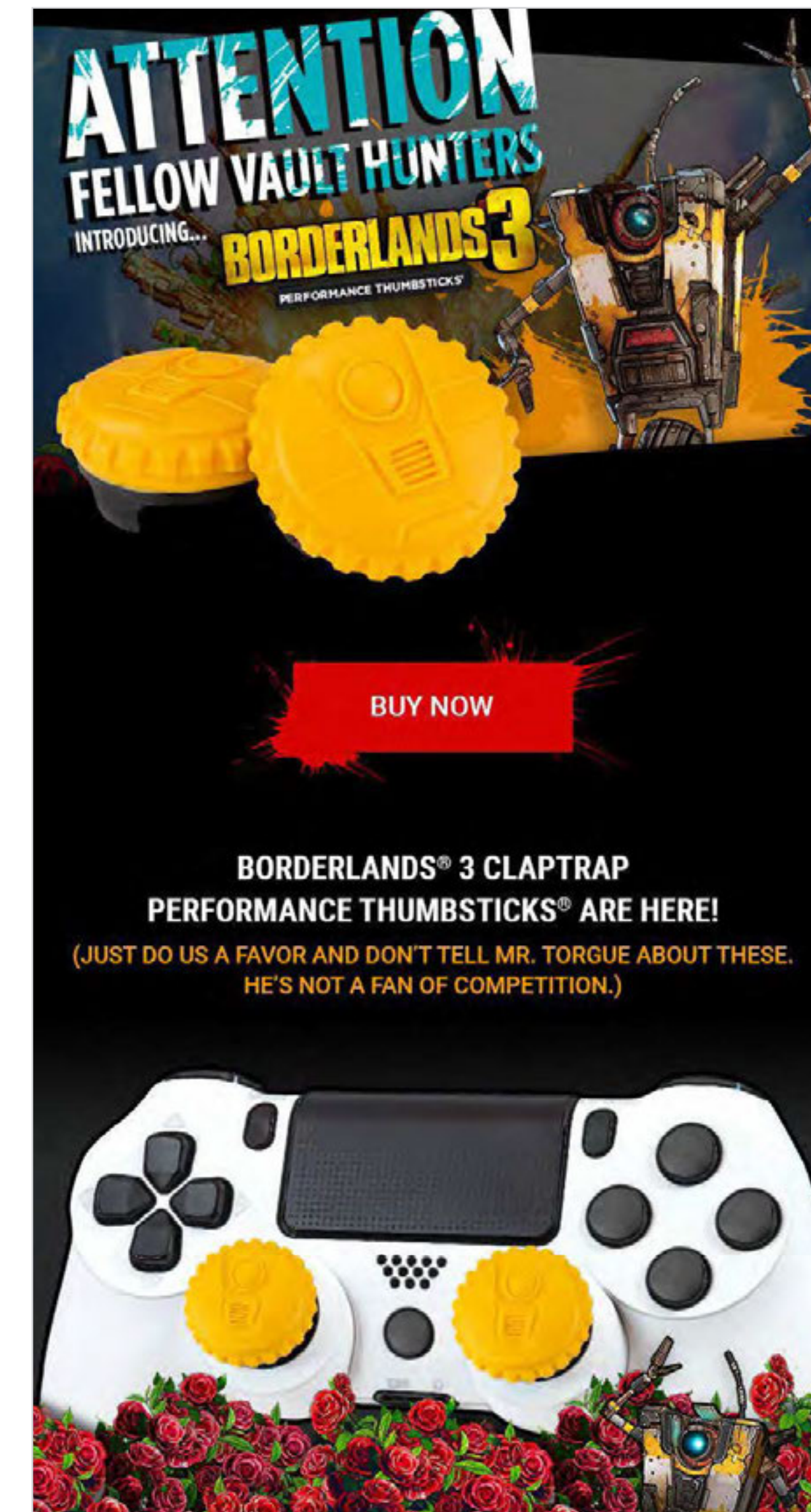
KontrolFreek partnered with Ubisoft for a licensed 6 Siege thumbstick. I designed the packaging following the 6 Siege branding guide and licensing department approvals. The launch consisted of the thumbstick design, packaging, ad suite, email launch, and custom lifestyle photos that was done using a back-lit container filled with ice. The thumbstick was part of a larger SteelSeries 6 Siege launch with photos created to showcase all products.





# MARKETING/PACKAGING/PHOTO - 2K GAMES

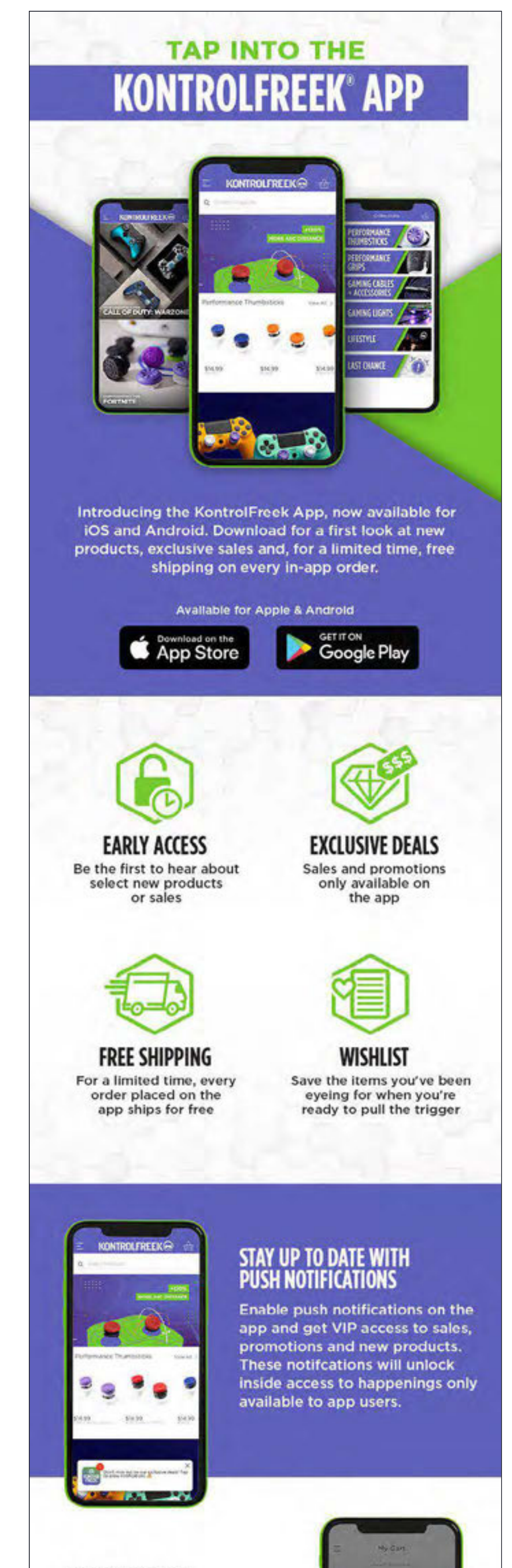
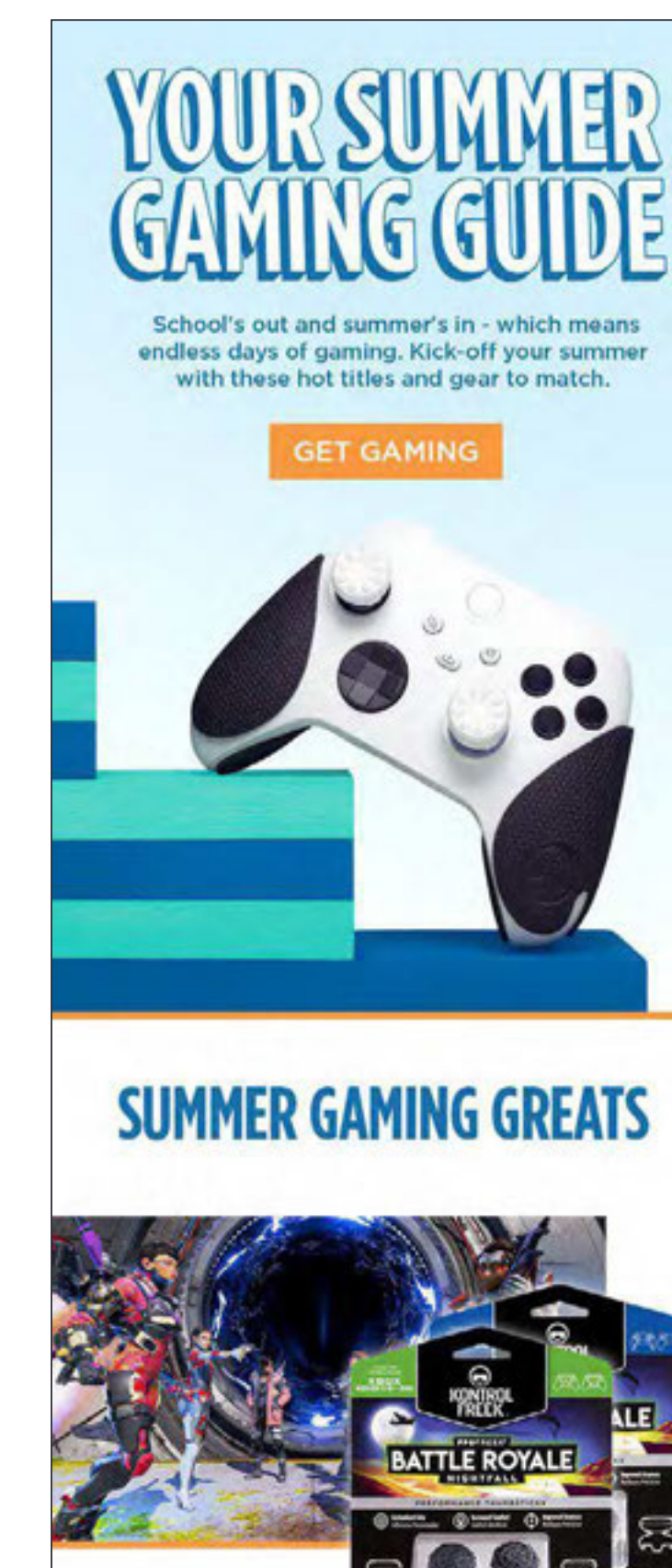
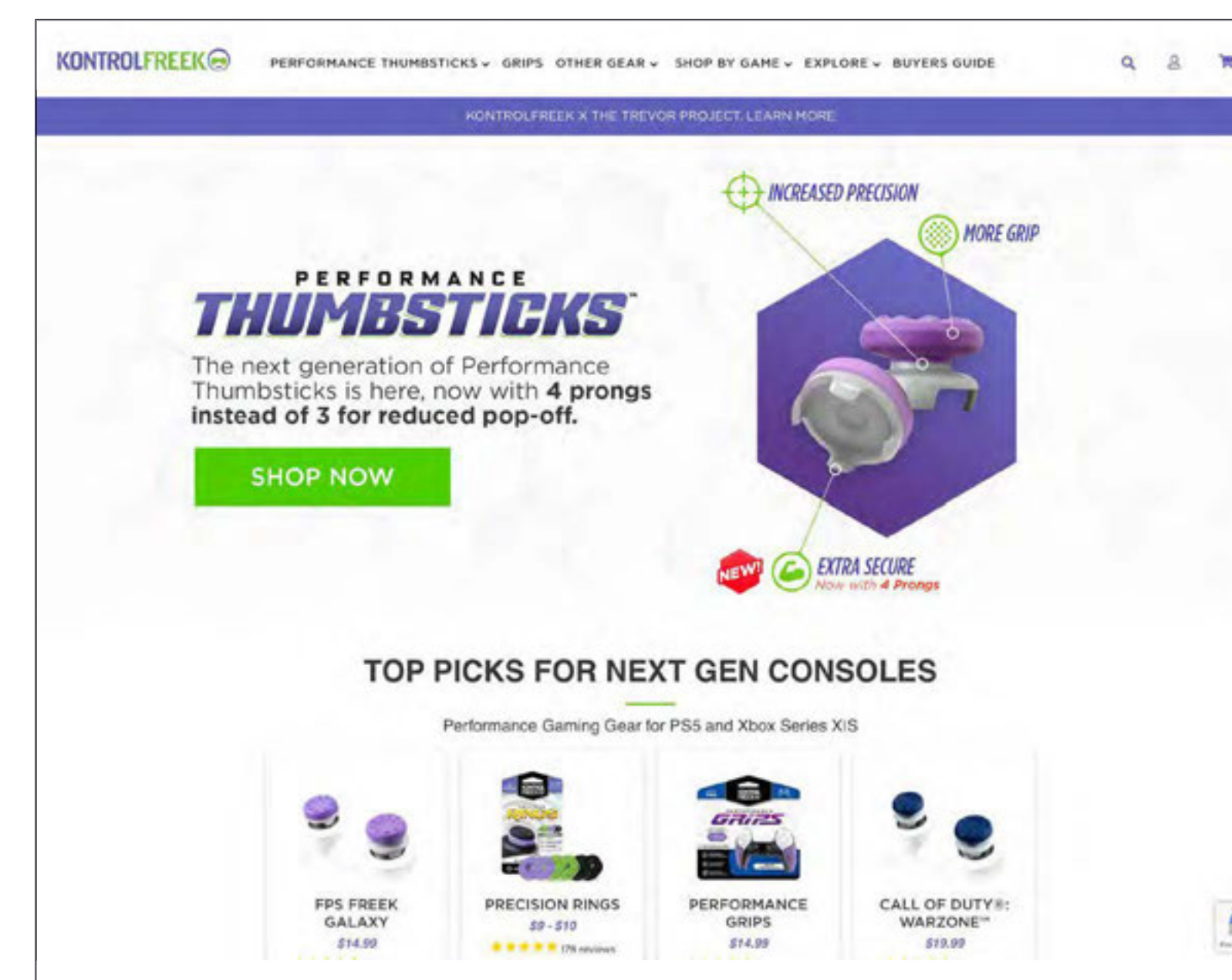
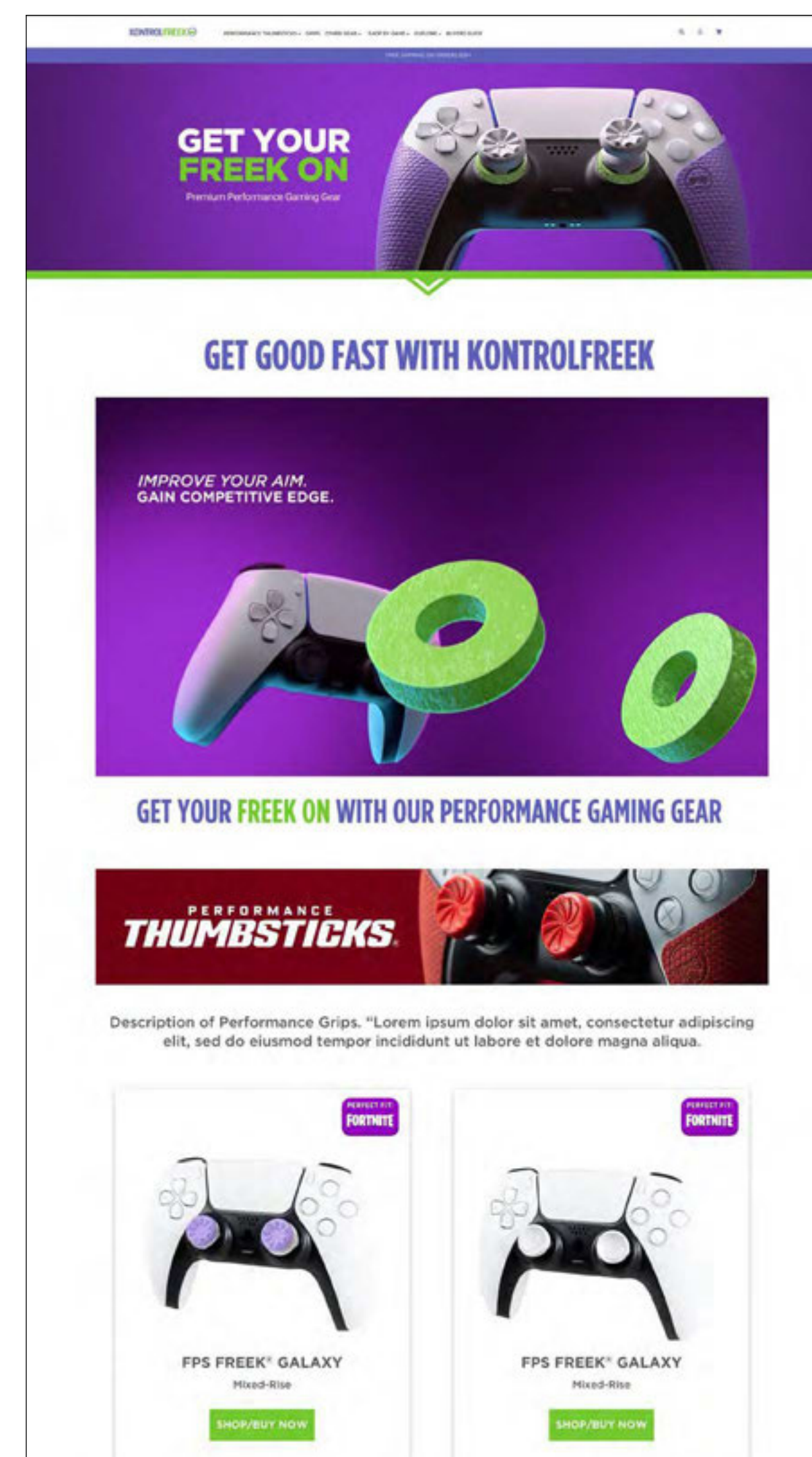
KontrolFreek partnered with 2K Games to bring a Borderlands branded thumbstick to market. I developed the packaging and all marketing materials used in the launch. Being an avid fan of the series, my team entrusted me to write copy for the social media and launch assets with approval from the Borderlands team. Every asset was approved upon being submitted the first time for licensor approval.





# DIGITAL MARKETING - WEB + EMAIL

As senior designer, I was tasked to ensure all creative done by myself and the internal creative team met the standards and look and feel set forth by the company and the brand. All creative was cohesive across the website, Amazon and partner advertisements and sales pushes. I also ensured all packaging designs and photography fit within the look and ethos of the KontrolFreek brand.



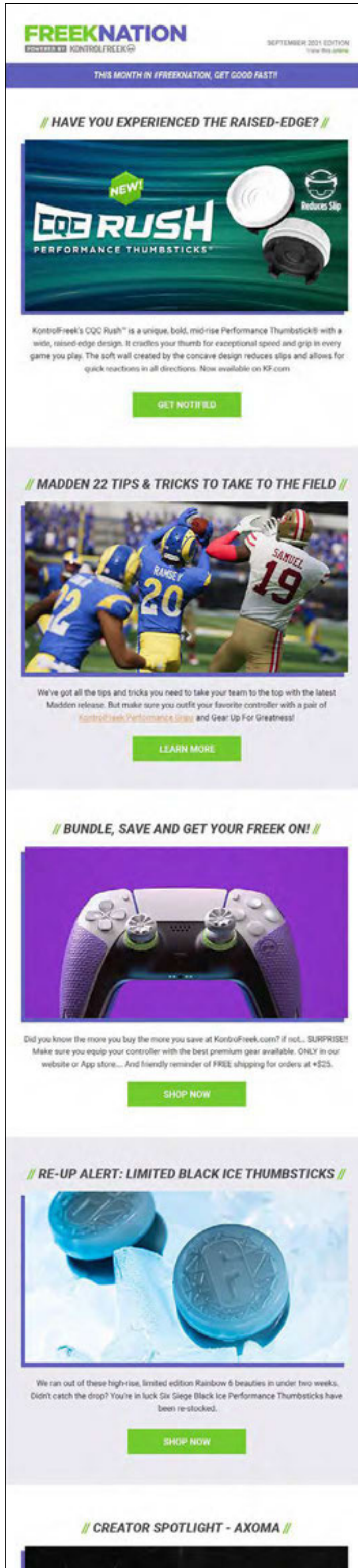


# DIGITAL MARKETING - WEB + EMAIL

PRE-2019 SWITCH LINE EMAIL



FREEKNATION NEWSLETTER



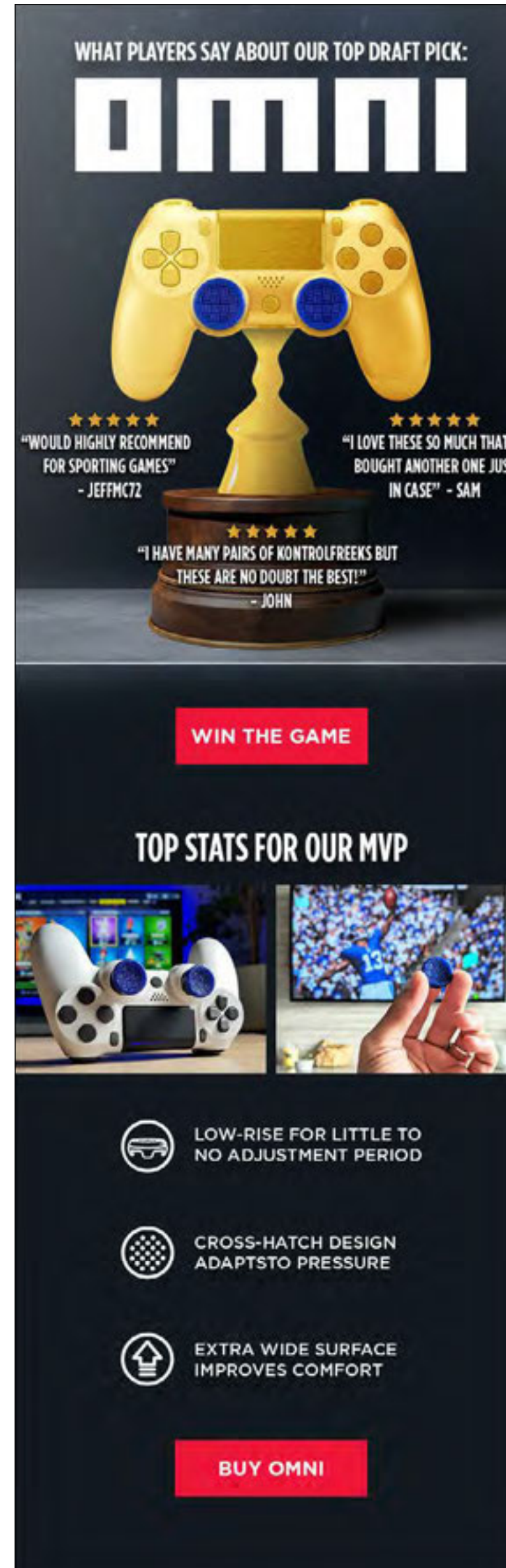
## POST PURCHASE GRIPS INSTALL EMAIL



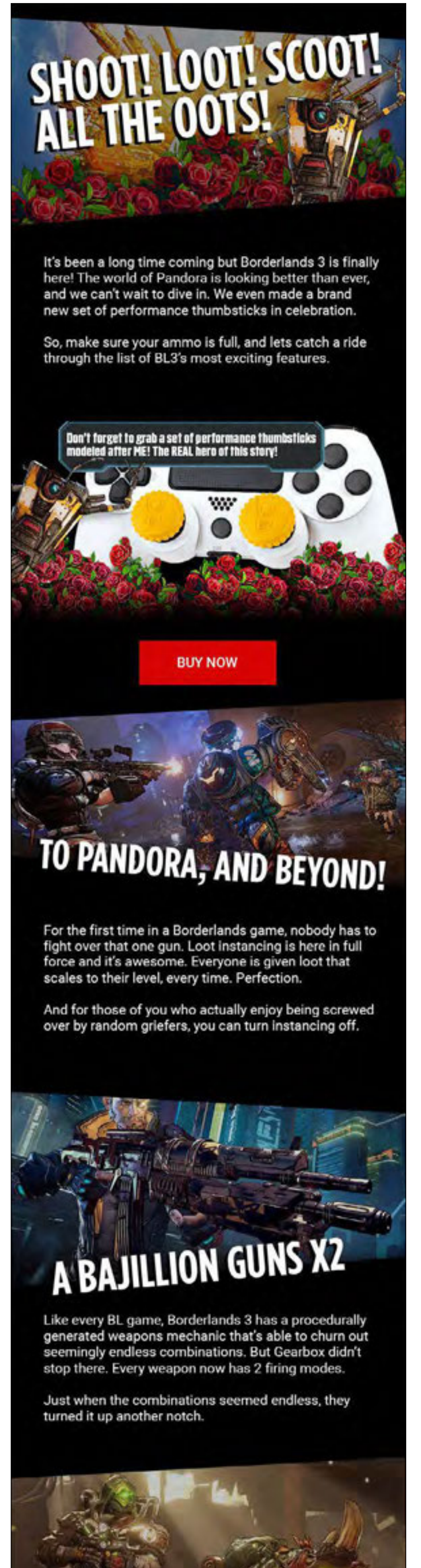
APP LAUNCH EMAIL



OMNI - MADDEN PRE RELEASE PUSH



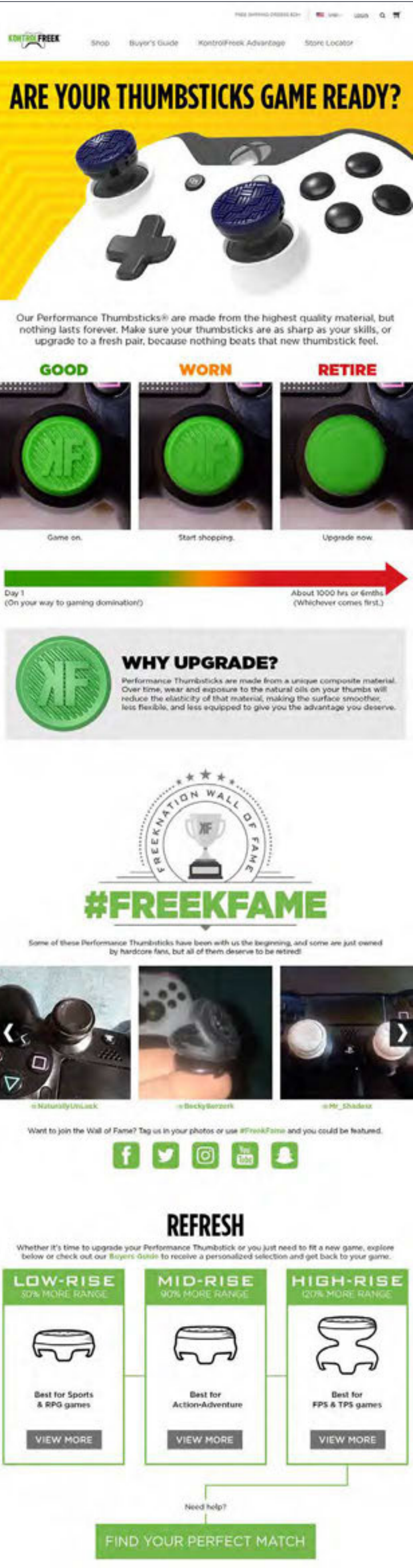
BORDERLANDS POST LAUNCH CONTENT EMAIL



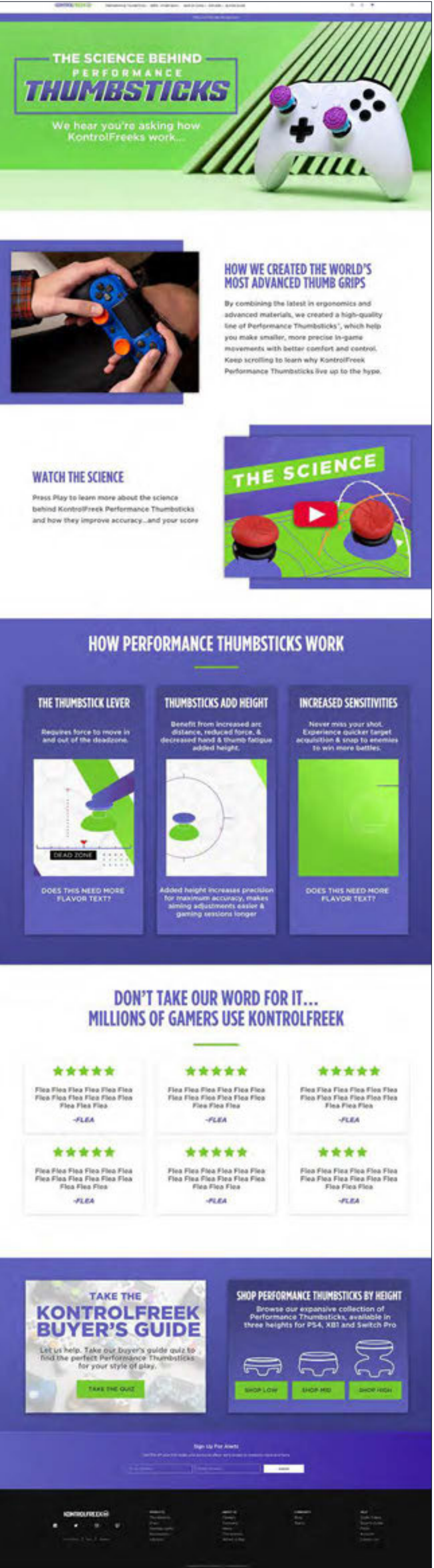


# DIGITAL MARKETING - WEB + EMAIL

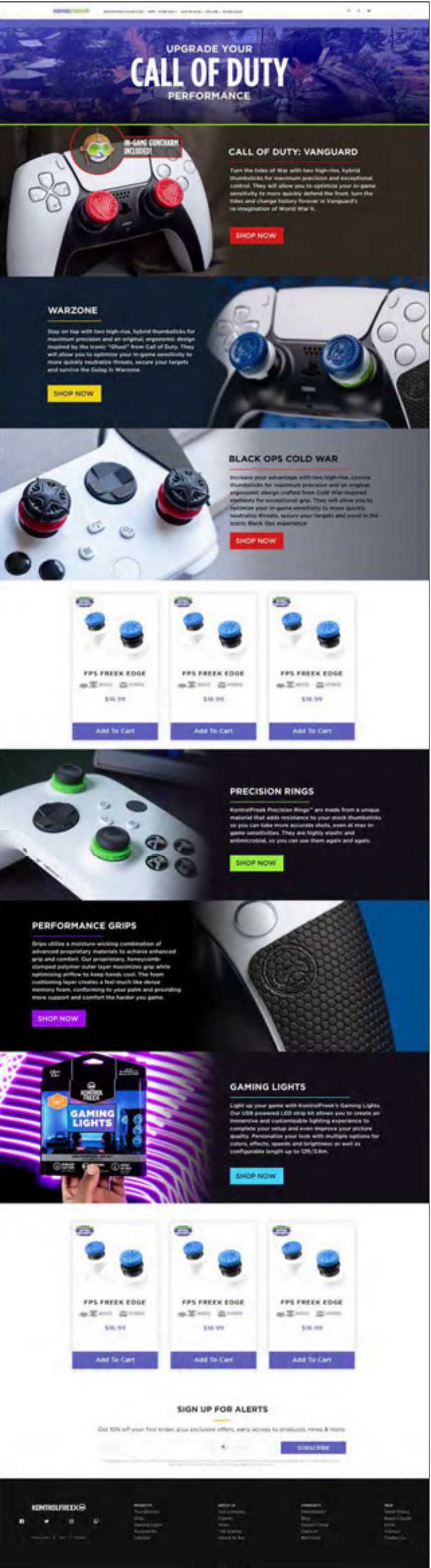
PRE-2019 BRANDED UPGRADE GUIDE



THE SCIENCE LANDER



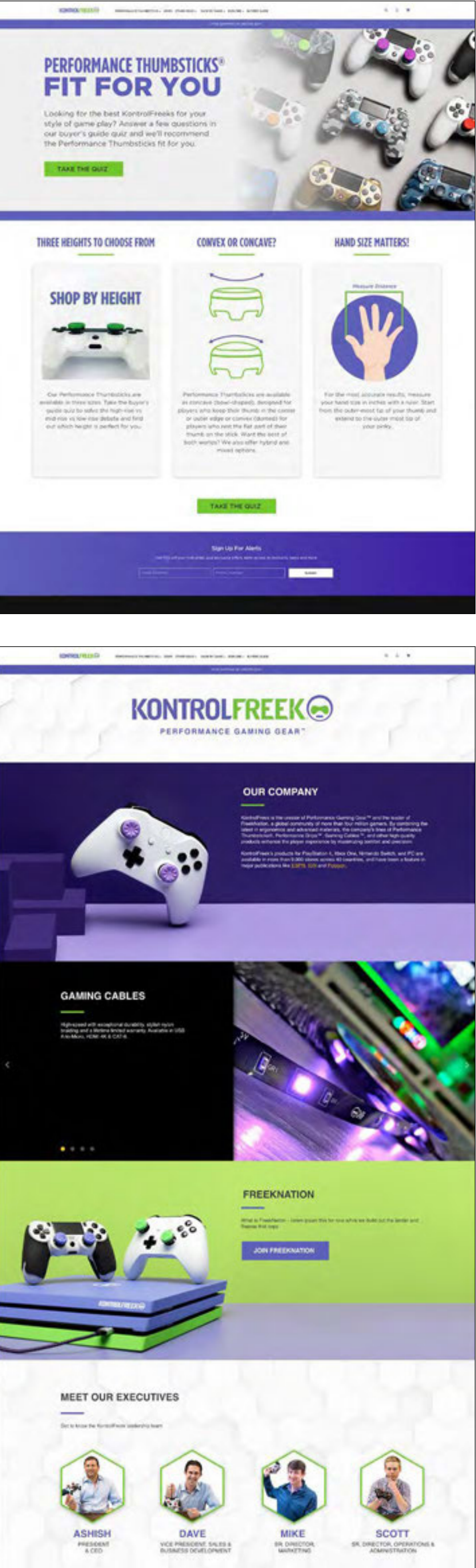
CALL OF DUTY HOLIDAY PRODUCT LANDER



PRODUCT BENEFIT AND INSTALLATION LANDER



BUYERS GUIDE QUIZ LANDER





## **BRANDING + LOGOS**



# KONTROLFREEK SUB-BRAND LOGOS

## ESPORTS FORGE

KontrolFreek needed to re-brand its accelerator program for amateur e-sports teams. The previous ascenders program needed to be renamed and branded to fit the mission of the program. I worked with the marketing team to develop the name and presented sketches and quickly came to a concept that the esports manager wanted to utilize.

Primary



Secondary



Slate - Derived from desaturating the KF brand purple  
Orange - Reference to fire, being molded, smelting

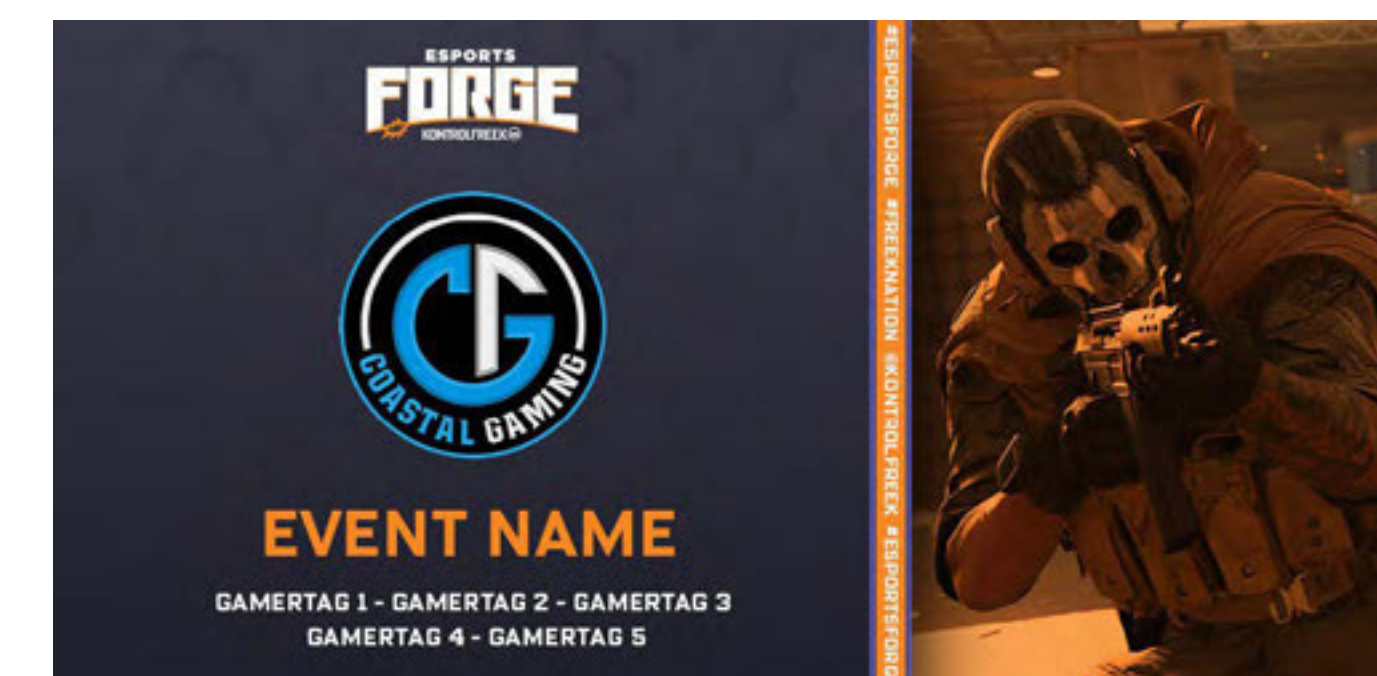
## INITIAL SKETCHES



## FORGE IN USE



Mobile Lander Header



Event and Team Announcement





# KONTROLFREEK SUB-BRAND LOGOS

KontrolFreek utilized a variety of logos for all brand product lines as well as brand initiatives such as the KontrolFreek Forge, Ascenders, and the FreekNation community which encompassed the newsletter subscribers and social followers.

## LOGO

NEWSLETTER & COMMUNITY LOGO



## PROCESS OPTIONS - UNUSED





# KONTROLFREEK SUB-BRAND LOGOS

These are a variety of logos that I developed during my time at KontrolFreek consisting of product logos for brand initiatives and programs and logo concepts. KontrolFreek also provided support to rising affiliates and influencers by helping them develop branding and delivering creative assets.





# FREELANCE BRANDING

The most recent branding projects I have done have been for a friend who was starting a hand crafted goods business. I leaned into her love for owls and Japanese heritage to develop the look for Maru no Machi. I also worked with a group of soccer enthusiasts who wanted to created a group where they could spread their love for Atlanta United, futbol, and their Colombian culture. I took referenced from all of these to create the branding for the group.



Color Options Not Selected\*



Creator and Purveyor of  
Peculiar Comforts

Pay a visit to "Maru's Village," a place of cryptic interests and peculiar comforts. Explore all of Maru's offerings and join our parliament!

- 🐼 **Attract Attention** - take off in a statement-making garment.
- 🐼 **Practice Purpose** - manifest your hopes and goals through intricate temari.
- 🐼 **Cultivate Comfort** - envelop yourself in a plush weighty blanket.

[www.marunomachi.com](http://www.marunomachi.com)

#JoinTheParliament

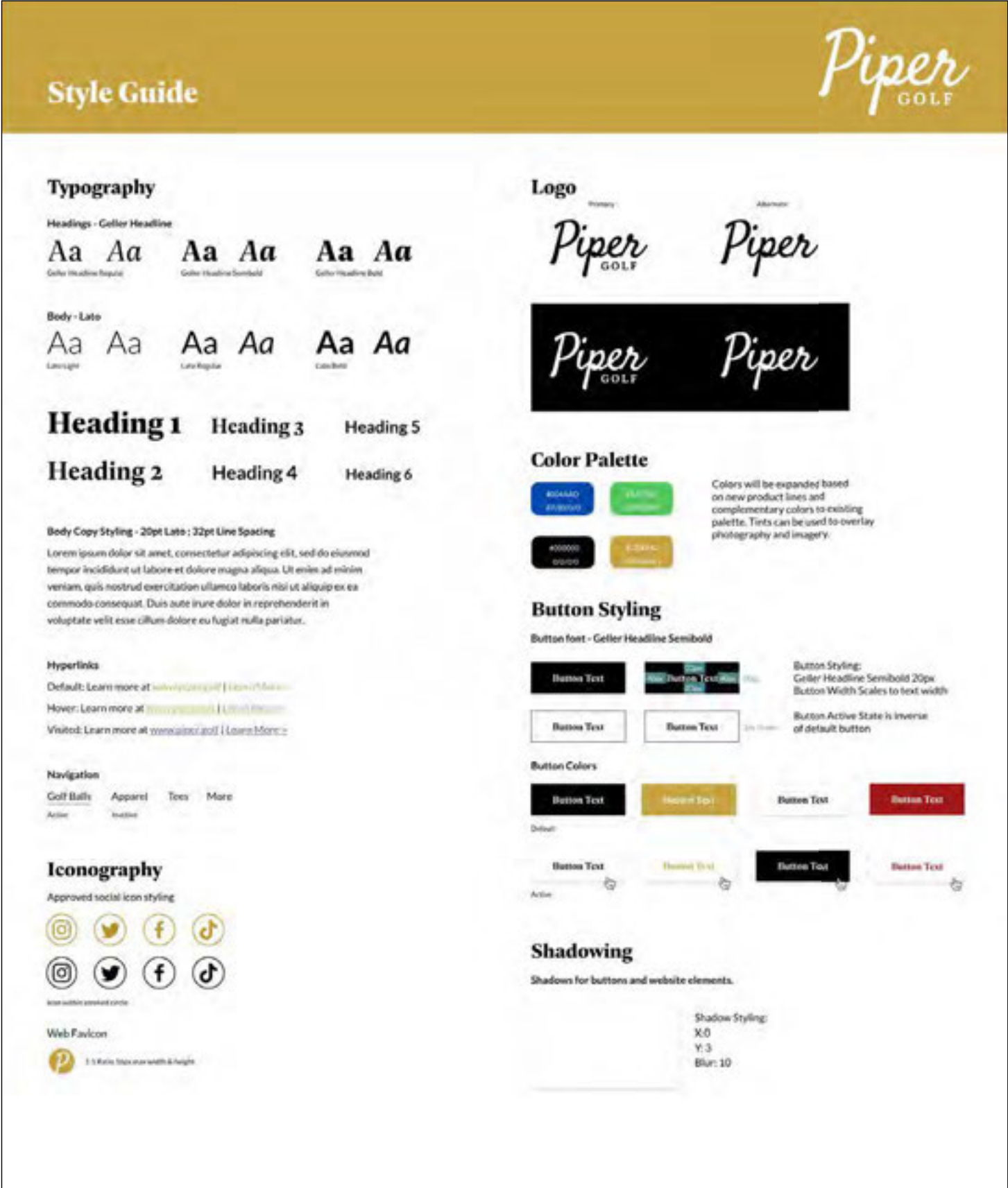
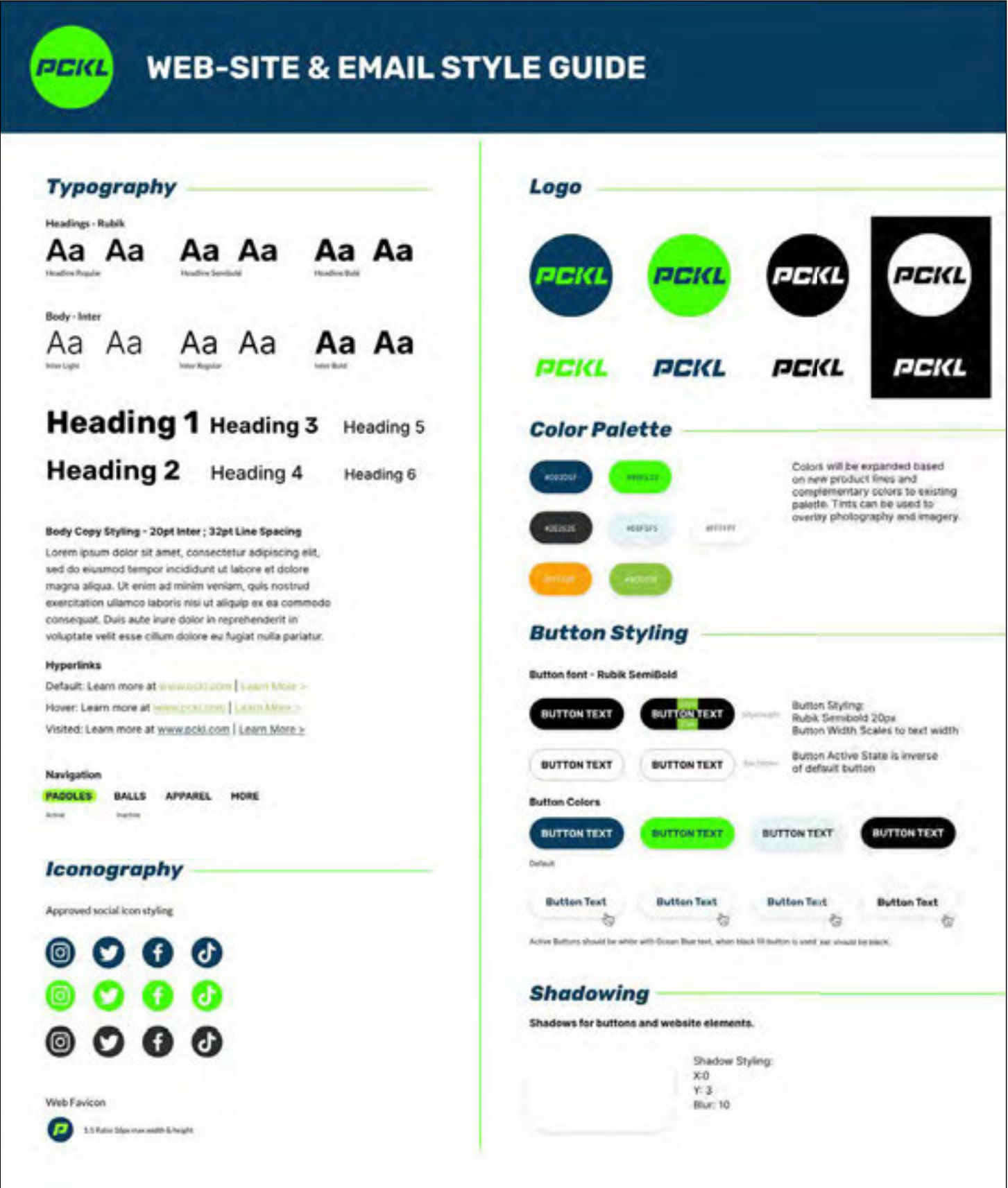
[www.marunomachi.com](http://www.marunomachi.com)



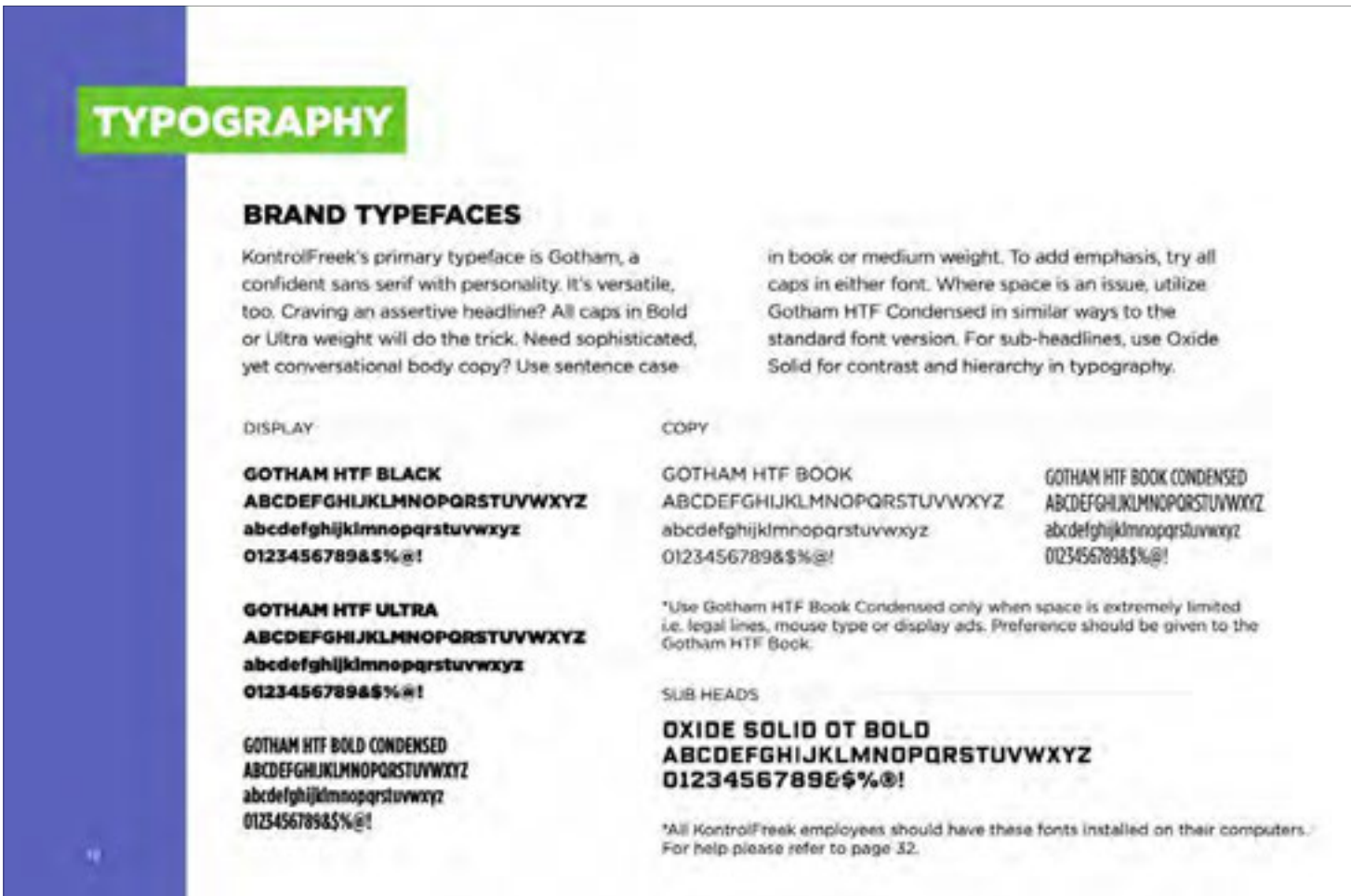
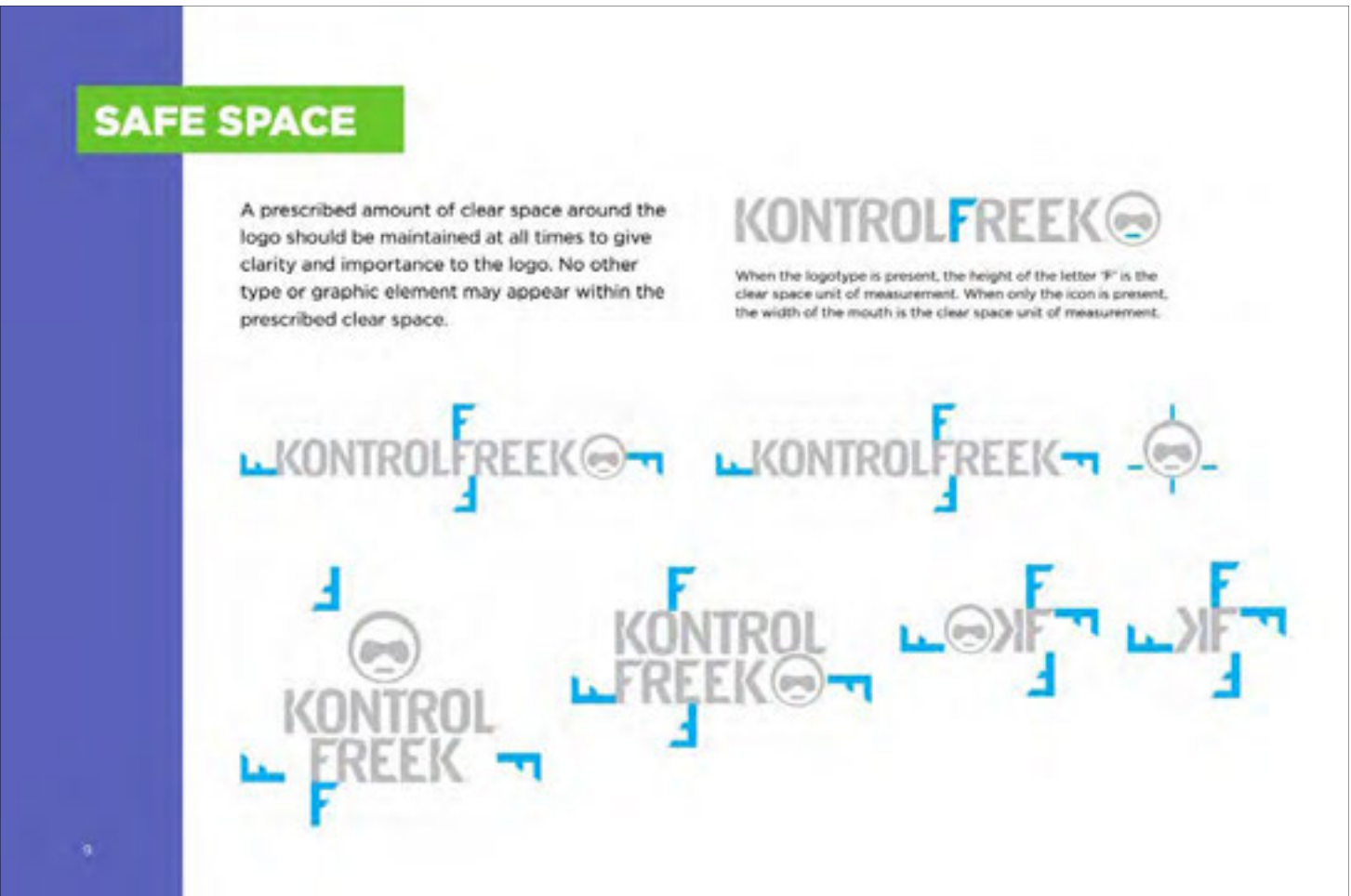
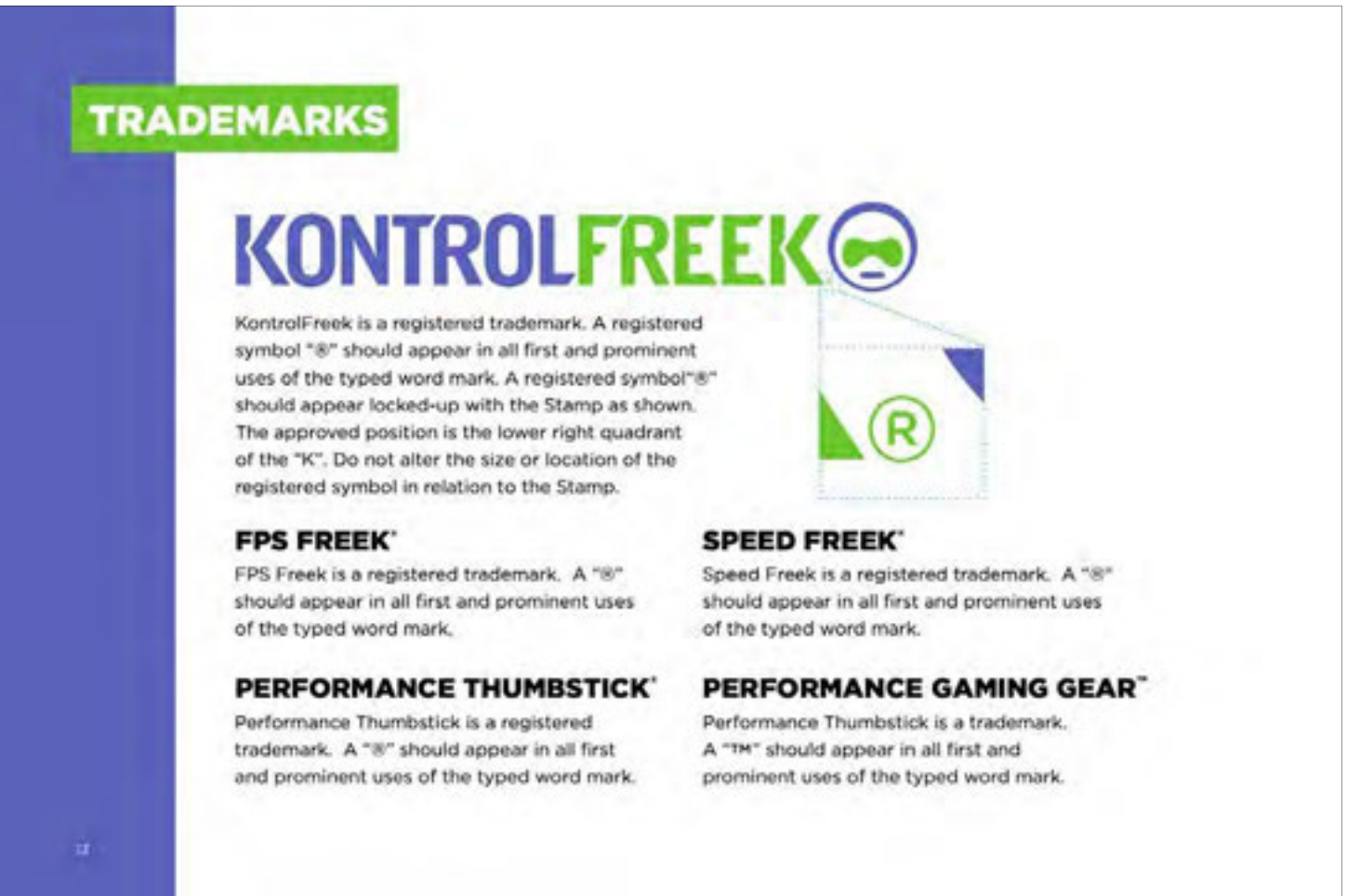


# BRAND GUIDELINES

I developed the visual design KontrolFreek landing pages explaining the benefits of the products, the science, and feature sets. These were developed by an in-house developer which I worked with to solve any issues in the process of making these live on kontrolfreak.com. In 2020 I switched the team to design landers in XD for ease of hand-off for dev.



FULL KONTROLFREEK BRAND GUIDELINES CAN BE FOUND HERE: <https://CARLOSCREATES.COM/WP-CONTENT/UPLOADS/2024/03/KF-STYLE-GUIDE-FINAL-INT.PDF>

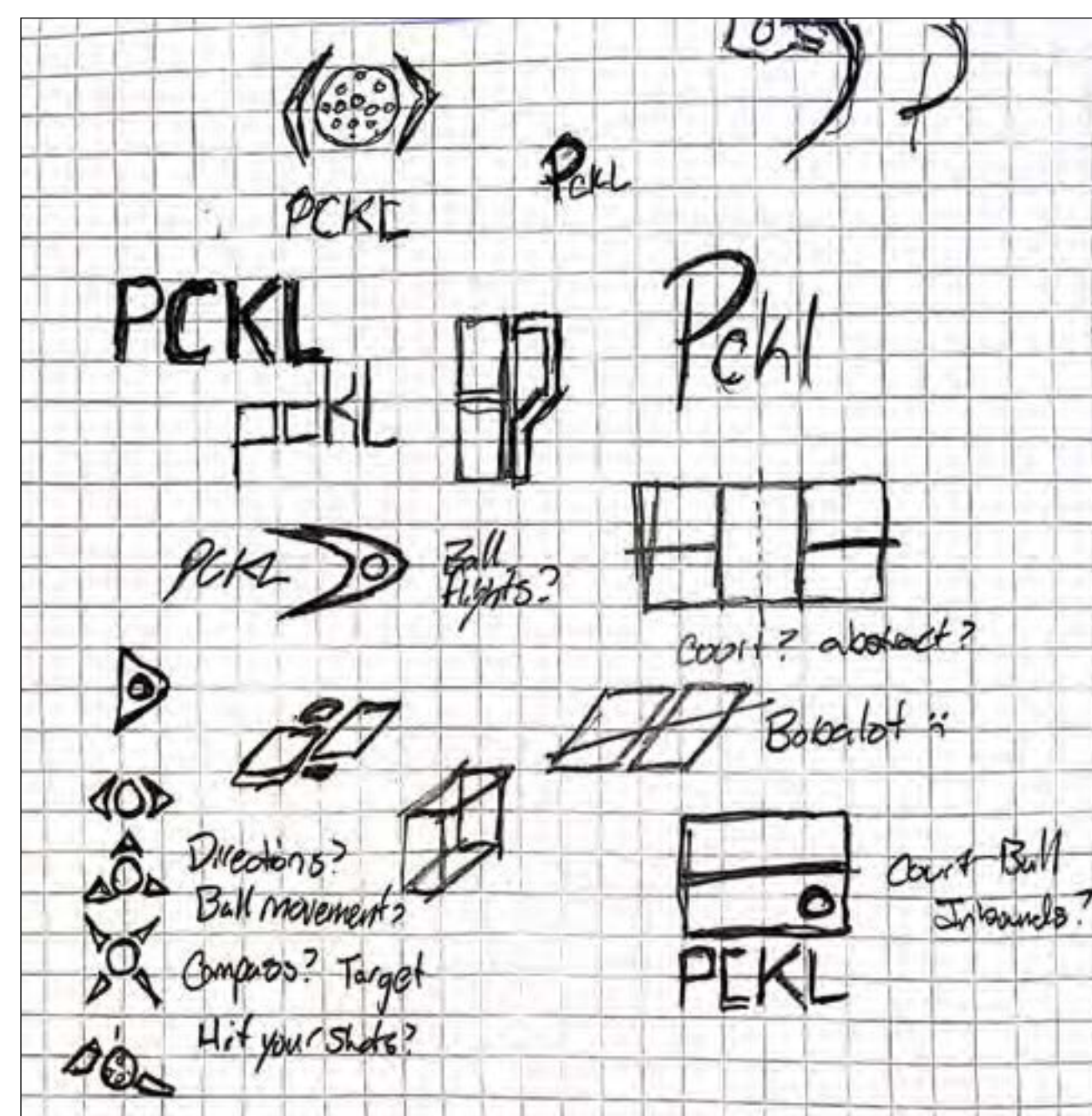




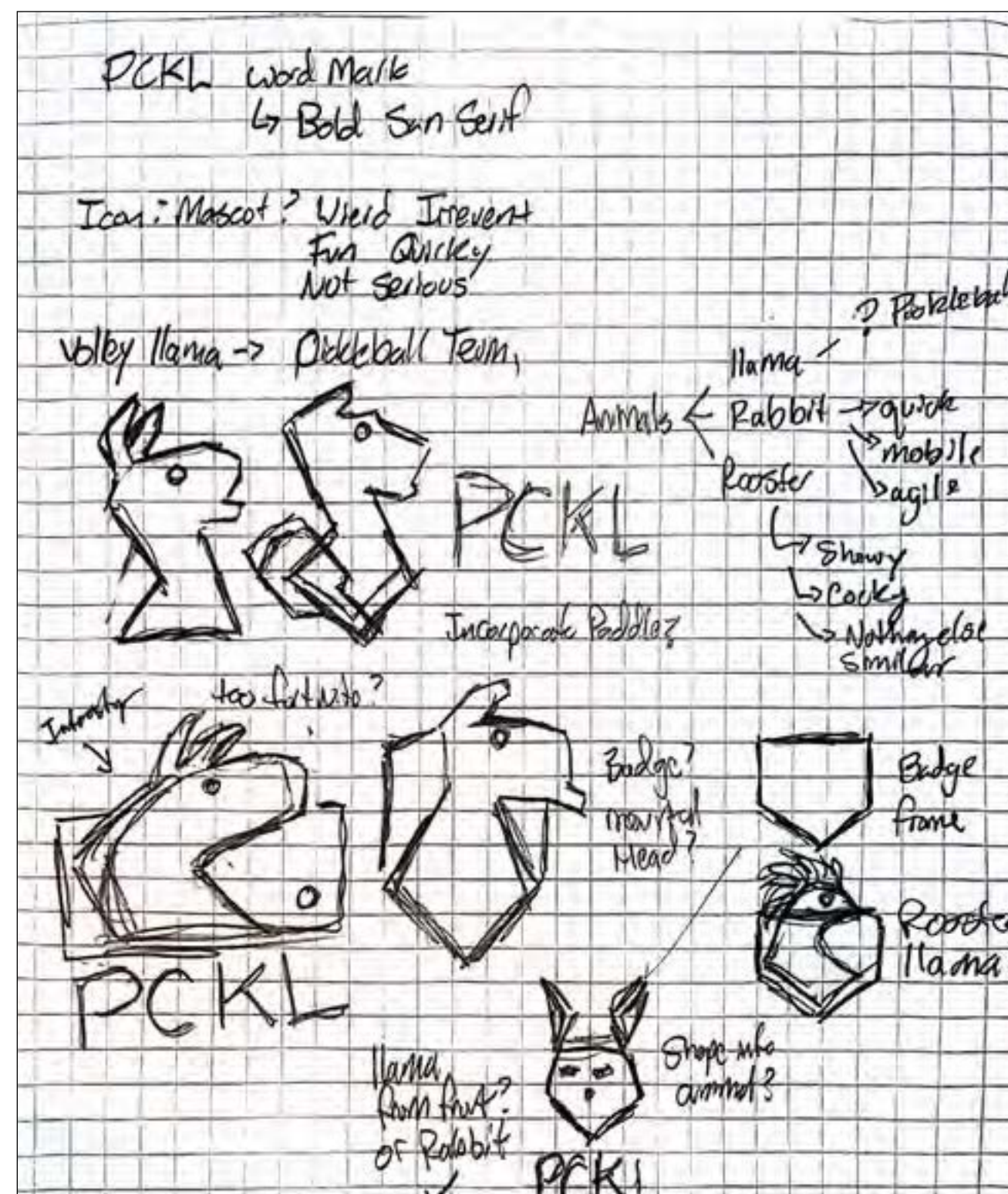
# SKETCHES

I always keep a sketchbook handy to jot down notes, ideas, and questions that I may have for other or myself with my process. I tend to use grid paper to help me with proportions and when laying out ideas for emails or web-pages. I always jot notes down as I sketch and write mental notes or questions as I sketch things out.

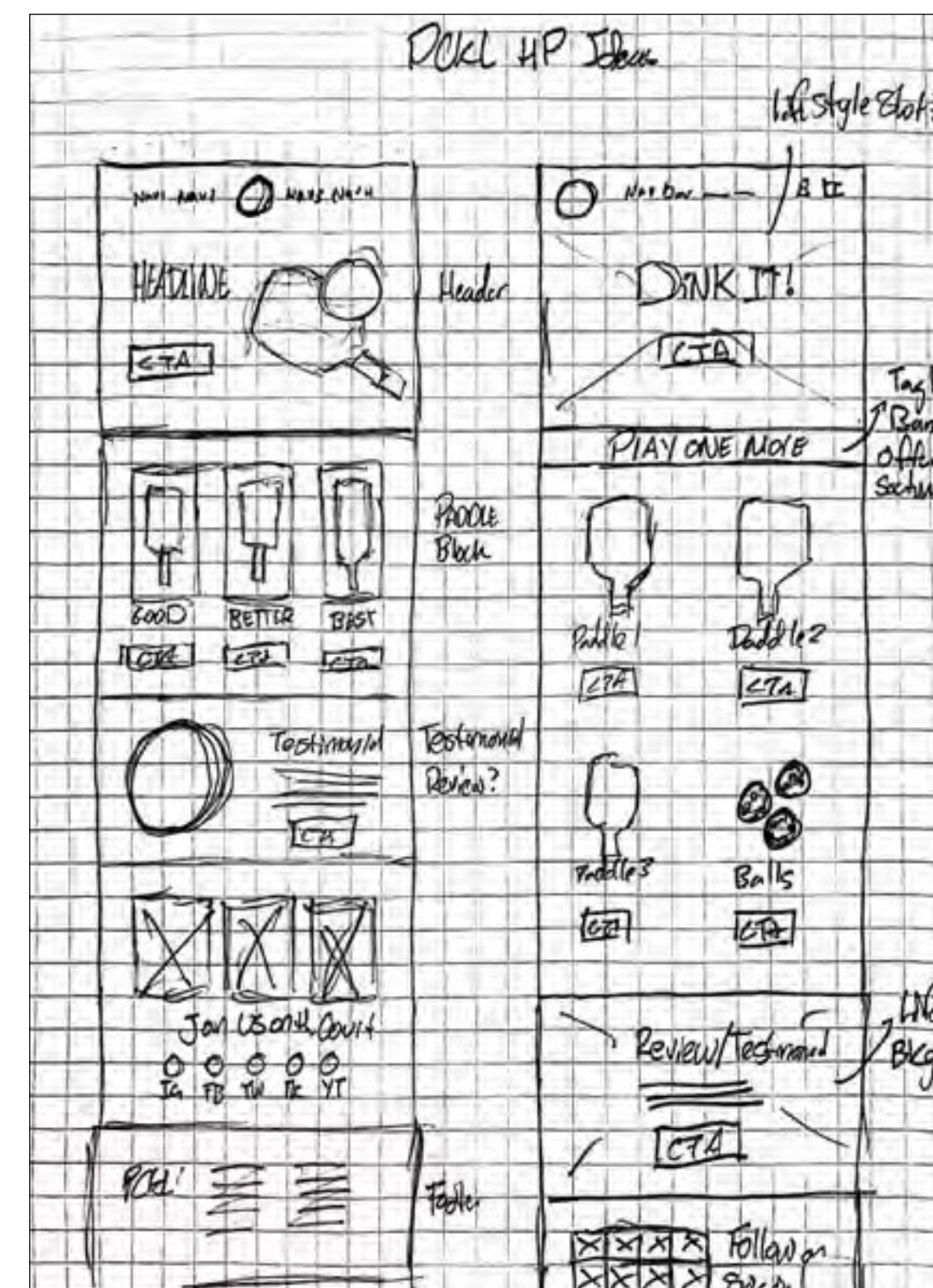
## PCKL LOGO EXPLORATION



## PCKL LOGO EXPLORATION



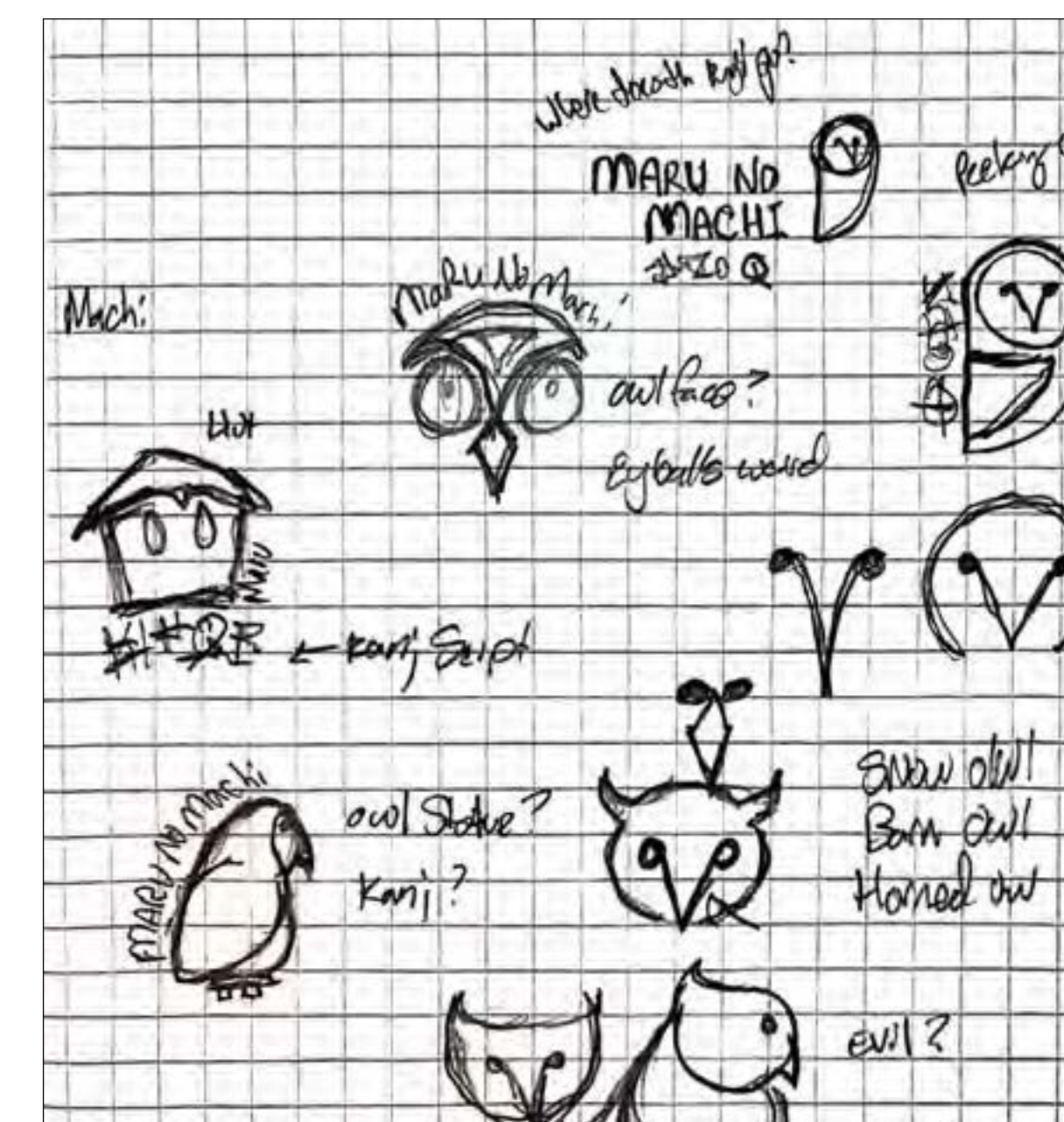
PCKL HOMEPAGE



KONTROLFREEK FORGE IDEATION



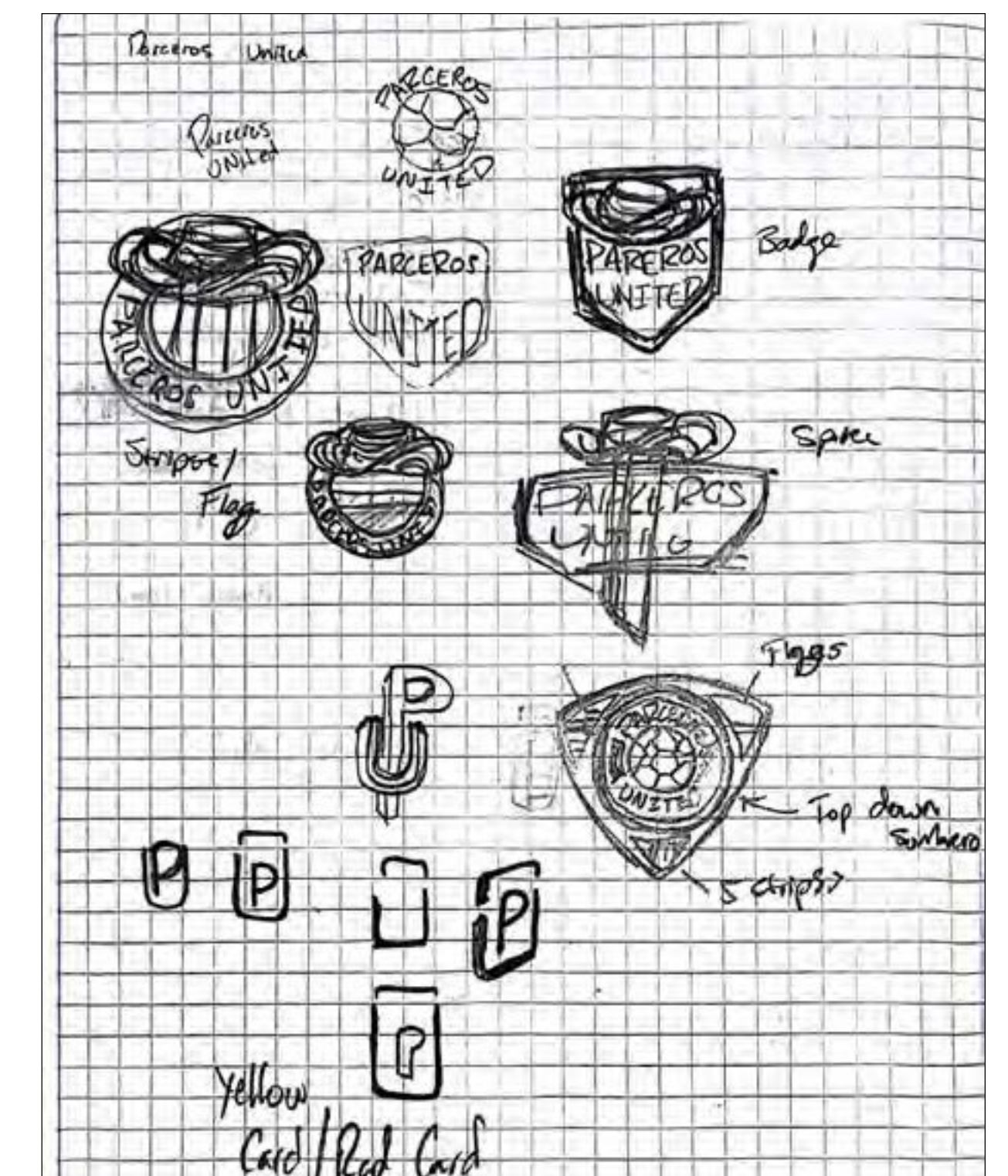
MARU NO MACHI EXPLORATION



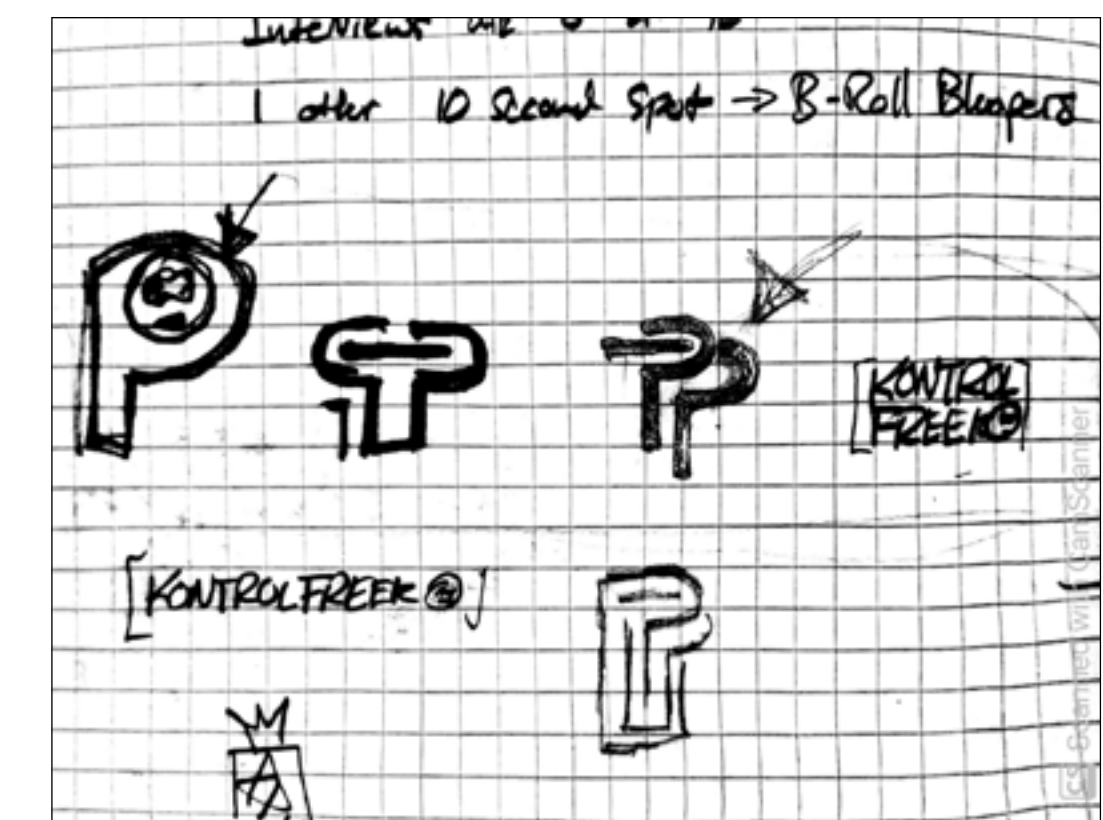
## KONTROLFREEK MYSTERY DEAL IDEATION



PARCEROS UNITED EARLY IDEAS



## KONTROLFREEK PERFORMANCE THUMBSTICK ICON IDEAS







# **CARLOS** **CREATES**

Hello! I'm Carlos, a multifaceted graphic designer with 10 years experience crafting brand experiences through excellent graphic design. I am able to adapt to any challenge and learn new skill sets to get the job done. I have experience leading a small team of designers and working with outside resources to bring visions to life.

I have experience in both digital and print media. I am fascinated by packaging and branding, and skilled in showcasing a brand in all it's forms; from branding, marketing creative, print assets, to motion and photography.

Let's get to work!