



**Anthony  
Ferreira**  
GRAPHIC DESIGN • ART DIRECTION

Senior Brand Designer + Art Director

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## Selected Work for Shannon Martin Design

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# PROFILE



A **senior brand designer** based in Seattle with 25+ years designing for lifestyle, consumer, and product brands where craft matters and brand voice is part of the product.

Longtime clients include Top Pot Doughnuts, where I've designed the mid-century illustration system across coffee, apparel, and retail. UpperCut Cards, where I designed the core greeting card line. San Juan Seltzer, where I led design as an embedded creative partner for nine years. Plus work for Wizards of the Coast, Coca-Cola, Space Needle Corporation, and Chihuly Garden + Glass.

I work best inside established brand systems, refining and elevating rather than reinventing. Strong typography and layout judgment. Comfortable moving across catalogs, e-blasts, social, and trade materials with minimal hand-holding.

Available for the 90-day freelance trial and the long-term partnership beyond it.

Remote with Seattle home base.

**"He is our 'go to' creative, because his work is consistently outstanding—innovative, visually interesting, and meticulous, with great regard for our clients' requirements and timelines."**

**-Lori Stutsman  
Owner, Extra Mile Marketing**

## HOW I WORK

Inside established brand systems, refining and elevating rather than reinventing. I bring strong typography and layout judgment, with a refined eye that respects an existing visual point of view.

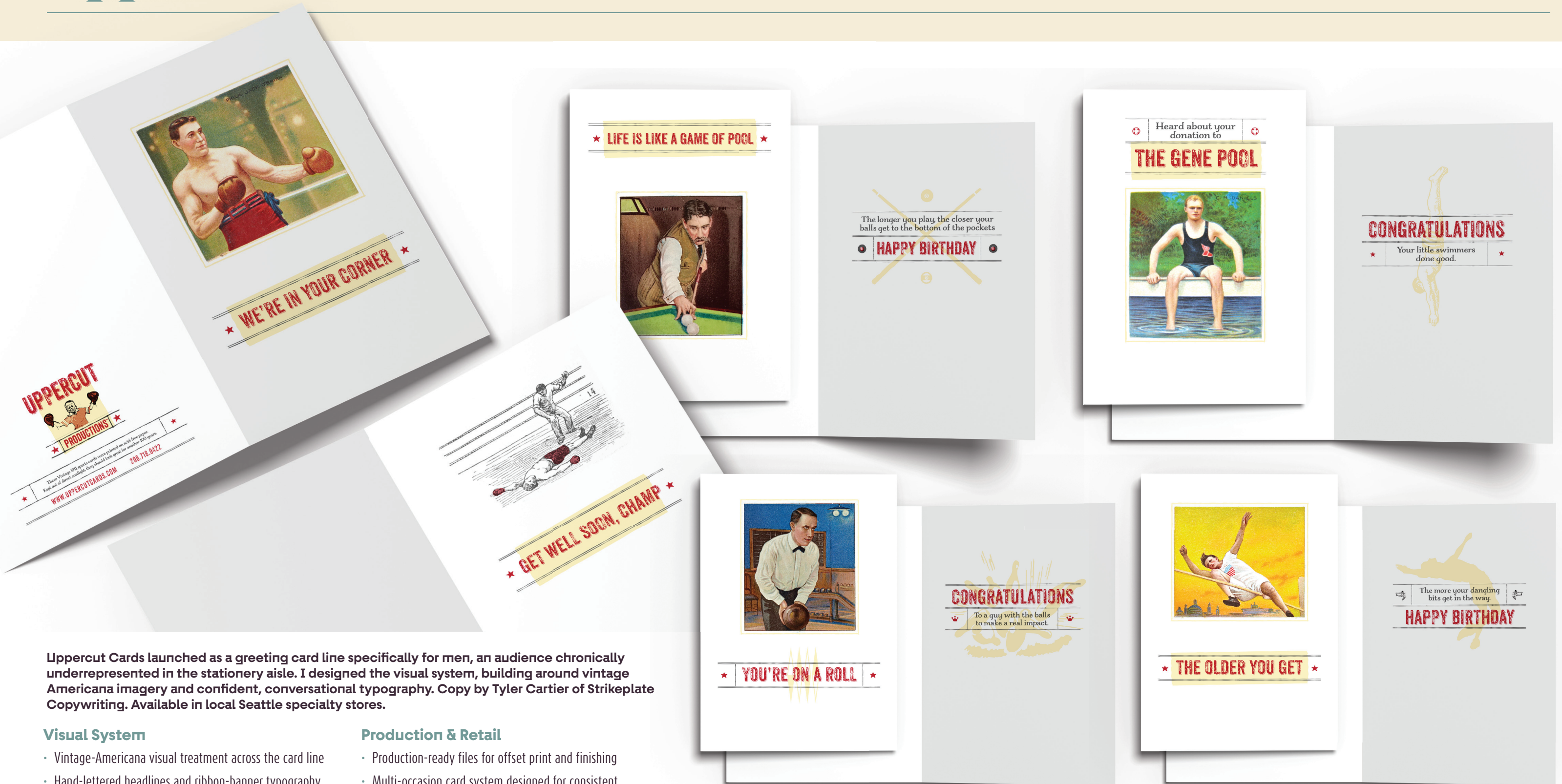
- + **Catalogs and editorial layout**
- + **Email and social campaign creative**
- + **Trade show and sales materials**
- + **Product launch creative**
- + **Print and digital file prep**
- + **Brand consistency across channels**

### How I work with teams

Self-directed, organized, reliable on deadlines. Strong with feedback, comfortable iterating without close oversight. I work alongside Creative Direction, Marketing, Sales, and Project Management, and I know when to make a call and when to bring something forward for alignment.

# Uppercut Cards

A vintage-illustrated greeting card line for an underrepresented male audience.



Uppercut Cards launched as a greeting card line specifically for men, an audience chronically underrepresented in the stationery aisle. I designed the visual system, building around vintage Americana imagery and confident, conversational typography. Copy by Tyler Cartier of Strikeplate Copywriting. Available in local Seattle specialty stores.

## Visual System

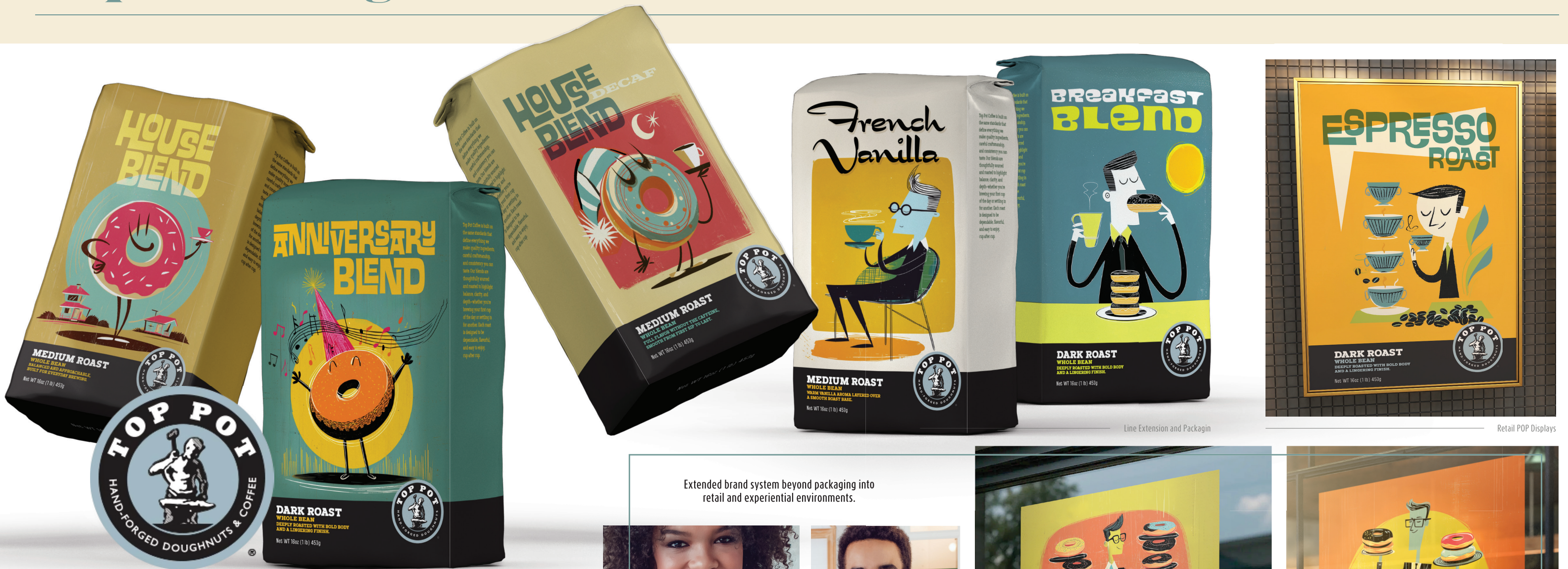
- Vintage-Americana visual treatment across the card line
- Hand-lettered headlines and ribbon-banner typography
- Cohesive aesthetic from card faces through retail-ready packaging
- Logo, packaging, and sell sheets within one system

## Production & Retail

- Production-ready files for offset print and finishing
- Multi-occasion card system designed for consistent retail presentation
- Specialty-store-ready packaging and brand collateral
- Launched in local Seattle specialty stockists

# Top Pot Doughnuts

A multi-year mid-century illustration system spanning coffee packaging, retail environments, and apparel for a beloved Seattle brand.



Line Extension and Packaging

Retail POP Displays

Packaging Design & Graphic System

Long-running creative partnership with Top Pot Doughnuts, building and extending a mid-century-inspired illustration and typography system across coffee bags, posters, retail environments, and apparel. Every new line, blend, and seasonal release lives inside one cohesive visual world.

## Brand & Flavor Expression

- Original character illustration integrated across all packaging formats
- Retro-inspired visual language applied consistently from bag to retail environment
- Typography and color system maintaining brand personality across line extensions

## Retail & Format Adaptation

- Packaging extended into merchandise, apparel, and in-store promotional materials
- Point-of-purchase displays and retail signage aligned with packaging system
- Brand presence maintained consistently from shelf to experiential touchpoints

Extended brand system beyond packaging into retail and experiential environments.



Swag and Merchandise Design



Point-of-purchase Displays and Retail Materials

# Chukar Cherries

Heritage Pacific Northwest confectionery brand, packaging system and retail expansion across seasonal and core product lines.



Core Brand & Packaging



Managed SKU expansion across flexible and rigid formats with controlled production standards.



Line Extension Branding

Ongoing creative partnership with Chukar Cherries, the Pacific Northwest's heritage confectionery brand. Multi-format packaging system spanning gift assortments, individual pouches, and seasonal collections, designed to hold together as the line continues to grow.

## Brand & Flavor Expression

- Multi-SKU pouch and gift packaging architecture
- Flavor-forward color differentiation system
- Elevated typography and premium material direction
- Seasonal and core line cohesion

## Retail & Format Adaptation

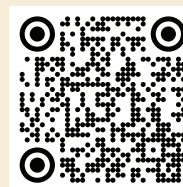
- Retail-ready packaging across flexible and rigid formats
- Cross-format visual continuity safeguards
- Variant versioning across gift sets and standalone SKUs
- Production-ready file preparation and print oversight

**Senior brand designer working across  
lifestyle, consumer, and product brands.**

**Available for contract, project-based,  
and embedded creative partnerships.**



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