

Connor O'Neal

Graphic Designer & Printmaker

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CONTACT

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My name is Connor O'Neal. I am a graphic designer and printmaker based in the Kansas City area. Currently, I am in my third year design courses at the University of Central Missouri and plan to graduate in May of 2022.

My experiences at school have prepared me to push my boundaries and enjoy learning new ways to solve design problems. Outside of school, working with local companies and commissions keeps me always ready to create.

 Oneal_Design

SKILLS

Professional

Adobe Photoshop
Adobe Illustrator
Adobe After Effects
Adobe Media
Encoder
Adobe InDesign
Microsoft Suite
(Word, Excel,
Powerpoint)
Pre-Press
Separations

Personal

Self Motivated
Drumming
Music
Photography
Graphic Design
Illustration
Printmaking
Drawing
Fast Learner
Team player

EDUCATION

2021-2018 • **University of Central Missouri**
Warrensburg, MO

Double Major: Graphic Design, Printmaking
Current GPA: 4.00 of a maximum 4.0
Graduation date: May 2022

EXPERIENCE

2021 • **Press Assistant**
Vahalla Studios

Created file/color separations for Pre-press setups.
Ran & assisted on press for high-priority clients (I.E Marvel, Disney, Warner Bros, Run DMC, Blink-182, AMC).
Responsible for Coating, cleaning, and maintaining Silkscreens each day.
Operated the Pack-Mail-Ship process in order to get orders sent out in a timely and organized manner.
In-charge of creating and maintaining a personal brand
Ran Press on brand pieces using a Heidelberg letterpress.
Required to keep studio well maintained and clean.

2021-2020 • **Teaching assistant**
University of Central Missouri

Required to keep studio well maintained and clean.
Responsible for helping new students run press operations.
Assisted in the making of classroom videos, teaching handouts, and other materials.
Helped students understand printmaking processes through hands on learning.
Organized student projects by creating Indesign file layouts.
Assisted head professor in sourcing new materials for the print shop.

2021-2019 • **Kitchen Team Member**
Chick-fil-a

Required to work in fast pace work environment
Responsible for opening the store alone as well as maintaining a key to the facility
Trained new employees and worked cooperatively with team members.
Assisted, and often oversaw, the unloading of the inventory while making sure everything was put in its place properly.
Addressed customer needs and worked to resolve any issues they experienced.
Consistently worked to maintain a clean and tidy restaurant.

AWARDS

52nd, 53rd, 54th Annual Citation Show -
52cd- Selected as a Sophomore and Junior to participate in a Juried Art Exhibit.

53rd- Factualy choice award winner.

54th- Won Best in Show, Faculty Choice Award, and the John W. Lynch Memorial Award.

National Society of Collegiate Scholars -
Selected for various scholarship awards based on academic excellence and participation in above average course work.

TheInArtGallery -
Selected to be apart of a globally juried gallery with my work featured under the category of best in class "NATURE"

Solar Soda Co. is a concept soda brand aimed at creating a classic feeling soda with a modern twist.

For this project I drew lots of inspiration from vintage NASA logos, uniforms, and equipment.



Hard Solar Soda Co. is a continuation of the Solar Soda brand but now modified to attract a more mature audience.

This project takes all the fun elements of the original brand and takes them to a new and more high energy level.



Kansas City OUTLAWS is a branding concept for a NHL team based in the Kansas city area. By tying in the areas midwestern history and creating high intensity graphics the Kansas city Outlaws are ready for the big leagues!



KANSAS CITY OUTLAWS PALLETE

OUTLAW RED IS A KEY COMPONENT OF OUR BRANDING SYSTEM. USE IT ALONGSIDE OUR BONE BLACK TO BRING OUR THE BOLDNESS THAT IS THE KC OUTLAWS

OUTLAW RED	BONE BLACK	FUGITIVE SILVER	DEEP RED

RED LEADS STRONG
Outlaw Red: Pantone 7625 C / RGB 208/58/58 / CMYK 20/80/20/00 / HEX #D23025

BLACK IS BOLD
Bone Black: Pantone 482 C / RGB 36/36/36 / CMYK 70/30/30/00 / HEX #262626

SILVER IS STEALTH
Fugitive Silver: Pantone 101 C / RGB 202/202/202 / CMYK 0/0/0/0 / HEX #C6C6C6

COMPLIMENTARY RED
Deep Red: Pantone 485 C / RGB 102/0/0 / CMYK 40/100/0/0 / HEX #660000

LOGO OVERVIEW

OUTLAW RATIO
How much is too much?

A LITTLE TEXTURE GOES A LONG WAY.

KANSAS CITY OUTLAWS TEAM STORE

Our Outlaw uniforms, hockey pucks, sticks, and other team apparel are very important to us. This is the face of our branding and we want to make sure the community and boldness we share as Outlaws is correctly displayed through these items.

KANSAS CITY OUTLAWS TEAM STORE

Our Outlaws team store has been given special care in order to create a brand that fosters a community around our branding system. Fans are at the center of our branding system and we want to create merch that shows this priority.

Other merch options are also available ranging from hats to hockey pucks!

GRAPHIC TREATMENT

OUR LOOK AND FEEL

KANSAS CITY OUTLAWS GRAPHIC TREATMENT

Our graphic treatment for the Outlaws branding displays the preferred style and application for the logo outlined in previous pages. By clicking to this preferred application guide we can stay within the outlined bounds of our brand.

Great Plains Coffe Co. is a brand concept devolved to appeal towards both outdoor lovers and coffee lovers alike! This brand features highly decorated branding shown on the packaging below as well as attention to branding marks displayed on the back of the book.



Great Plains Event Space bring the coffee to you! This Branding concept shows step by step how to create a to scale version of this outdoor event space. All materials, deminsions, signage, and more is covered in this brand booklet.



CaseFile Rebrand is a true crime podcast that creates high-intensity episodes sure to reel any listener in.



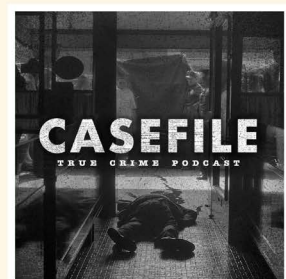
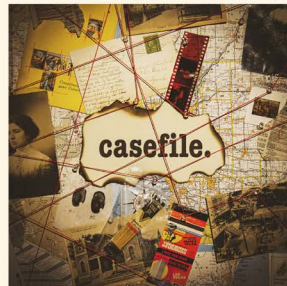
CaseFile Podcast Redesign

Casefile is a true-crime podcast that takes real-world criminal cases, analyzes them, bundles them up, and delivers you a high intensity and action-filled episode. Each podcast deals with true events and real dangers which is sure to satisfy any thrill seeker.

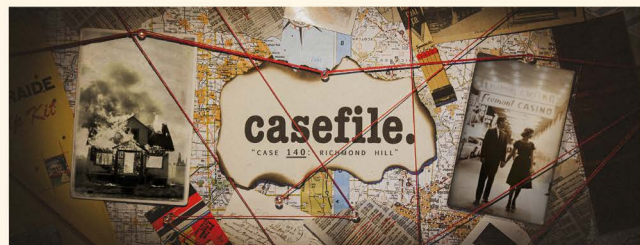
In this episode, entitled "Case 140: Richmond Hill" it deals with two con artists that spend their weekends out at the casino swindling guests for some extra money. Once the money runs out they decide to pull their biggest scam yet, multimillion-dollar insurance fraud. Things take a turn when the rather small house fire they intended to start turns into a house bomb killing one and injuring dozens. The case is opened and the hunt for the con-artists is on.

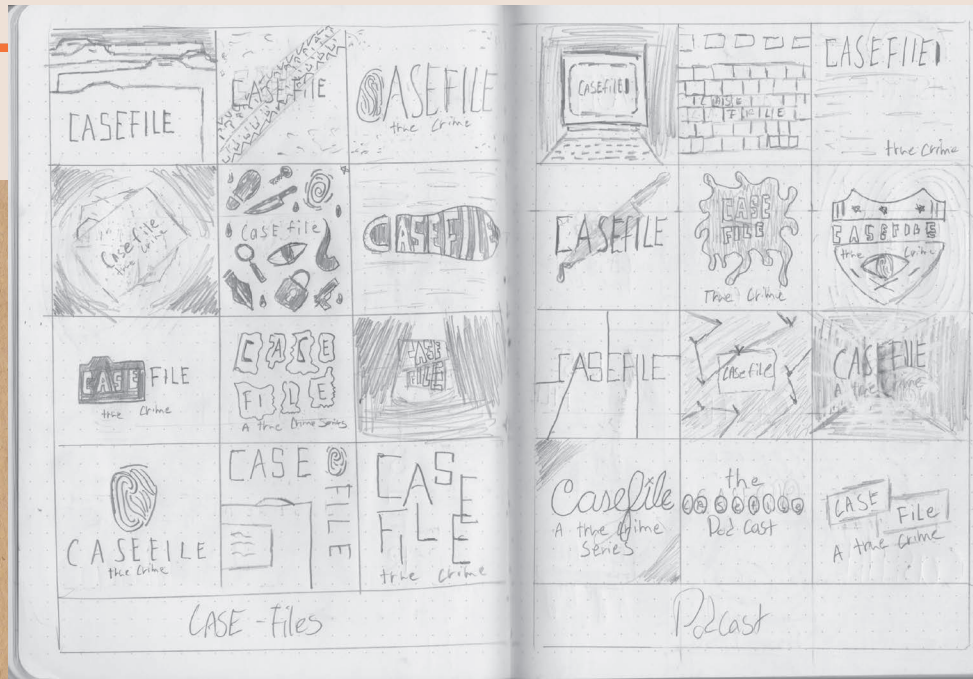
For my design choices, I wanted to lean into the detective and analysis aesthetic present in the tone and content of the podcasts. I choose warm colors to not only stand out among other podcasts but to also give a strong contrast and vintage feel to the designs. Overall, I wanted the composition to feel busy but let the highly saturated twine guide the eye and make it stable once again.

OPTIONS



EPISODE AD





Vote Like It's 1776 is a voting campaign concept for the 2020 election. For this project, I wanted to focus on creating a brand that brought excitement back in to voting.

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**LET'S
VOTE
LIKE IT'S
1776**

Important Dates and Deadlines

Missouri General Election	-----	Nov 3, 2020
Early Voting	-----	Not available
Voter Registration Deadline	-----	Wed Oct 07, 2020
Request For Absentee Ballot	-----	Wed Oct 21, 2020 5:00PM CDT
Absentee Ballot Deadline	-----	Tue Nov 3, 2020

If you are having problems getting an approved form of voter ID, you can call VoteRiders' toll-free voter ID hotline at 844-338-8743 or contact Spread the Vote for assistance at www.spreadthevote.org.

Prepare to Vote

Photo ID is required to vote in Missouri.*

If the voter does not have a valid photo ID, they may use a secondary form of identification and sign a statement confirming their identity. If the voter has no form of ID, but is a registered voter, they can vote a provisional ballot. If you do not have government-issued photo ID, you may contact the Secretary of State's office by email at showit2vote@sos.mo.gov to acquire one for free.

Valid forms of photo ID include:

- Missouri Driver License
- U.S. Passport
- Missouri Nondriver License
- U.S. Military ID

If you do not have a photo ID, you may show one of the following along with a signed statement:

- Utility Bill - Bank Statement
- Voter Registration Card
- Other government document showing your name
- Government Check
- ID from a Missouri university, college, vocational or technical school
- Paycheck

11 - 3 - 2020



Vote Like It's 1776 also introduced a line of giveaways. These would have been handed out at schools, rallies, and other voting related functions.

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VOTE LIKE IT'S 1776

Keep Nature Wild is a brand I created to both represent the national parks you love as well as raise attention to the pollution at hand in these parks.

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KEEP NATURE WILD

"Coast to Coast" is a 10x10 four color silkscreen print on blue paper. This is an edition of twenty-five each and represents my home city.

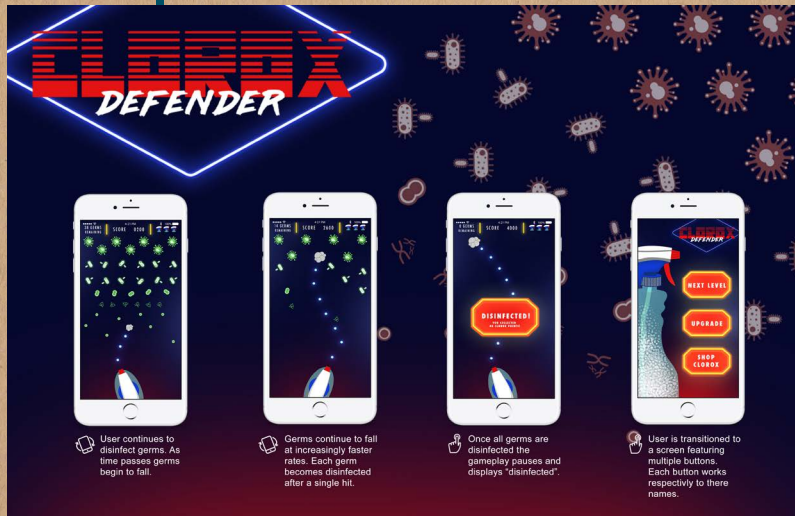
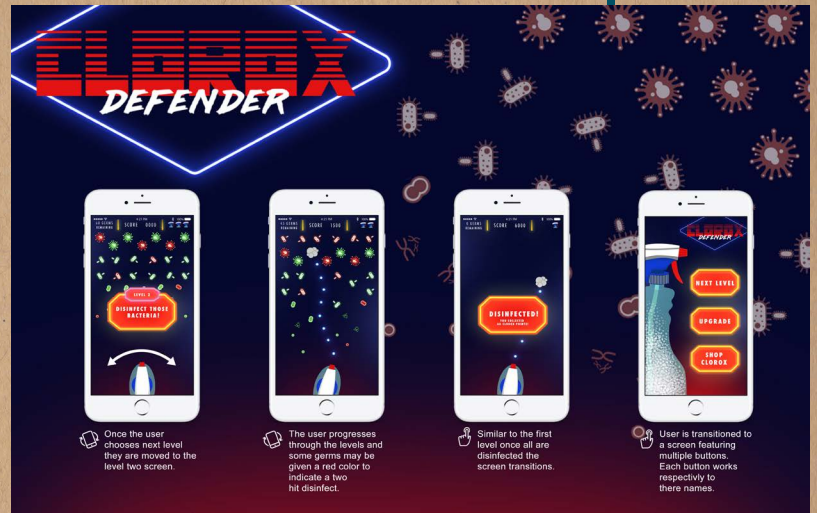
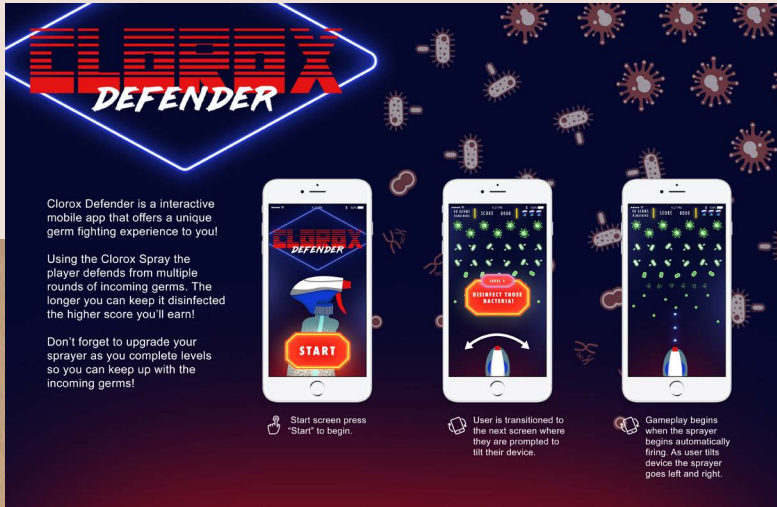
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"COAST TO COAST"

Clorox Defender is a mobile ad / game that uses the brands primary products and transforms them into a 80s themed Galaga adventure.

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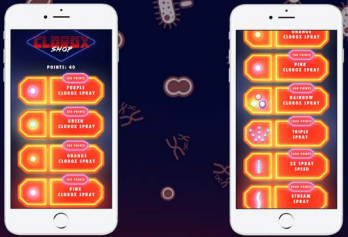
CLOROX DEFENDER

CLOROX SHOP

Clorox shop provides the user the ability to not only customize their Clorox sprayer but also upgrade it to help defend!

Throughout the gameplay the user will collect Clorox Points which can be used to purchase items in the Clorox Shop.

You can buy lots of customization features or save up for those big advantages!



User can locate their point total at the top of the screen. Once you have enough points you can make one time purchases.

User is also able to scroll through the list of items. As the list advances the price tag goes up.

CLOROX BOSS




As the user progresses further into the game they may encounter a boss level.

During boss levels the goal will be to hit the green cells when they are lit up. This will cause damage to the germs health bar.

Be careful of small germs though. As the level goes on the boss will spawn more germs.

Once the user defeats the boss they are rewarded with extra Clorox Points and moved to the main screen.

CLOROX DEFENDER



Once again the user is given the options of next level, upgrade, or shop Clorox.

The levels progress like previous ones but each time becoming more difficult with harder germs.

Once three germs reach below the sprayer the game is over and the user is transitioned to the final screen.

The user is presented with the option to restart and keep their upgrades, spend their Clorox Points, or to shop Clorox brands.

"Winter in Washington" is a 18x24 fine art woodcut printed on Japanese Mulberry paper.

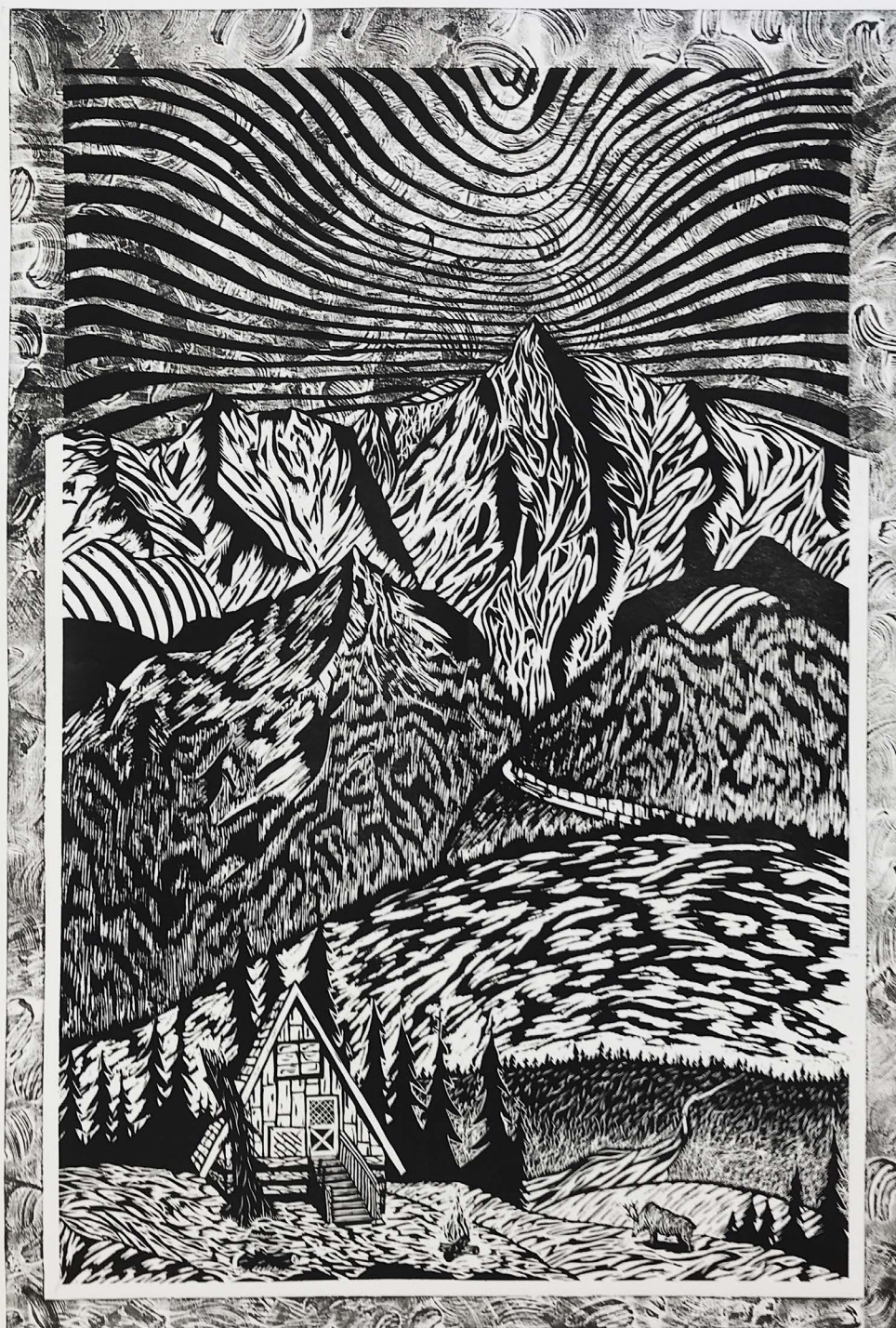
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"WINTER IN WASHINGTON"

"Mackinaw in May" is a 27x40 woodcut and collagraph printed on stonehenge paper.

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"MACKINAW IN MAY"

"Christmas Cabin" is an 8x10 lino cut printed on stonehenge paper using a rainbow roll technique.

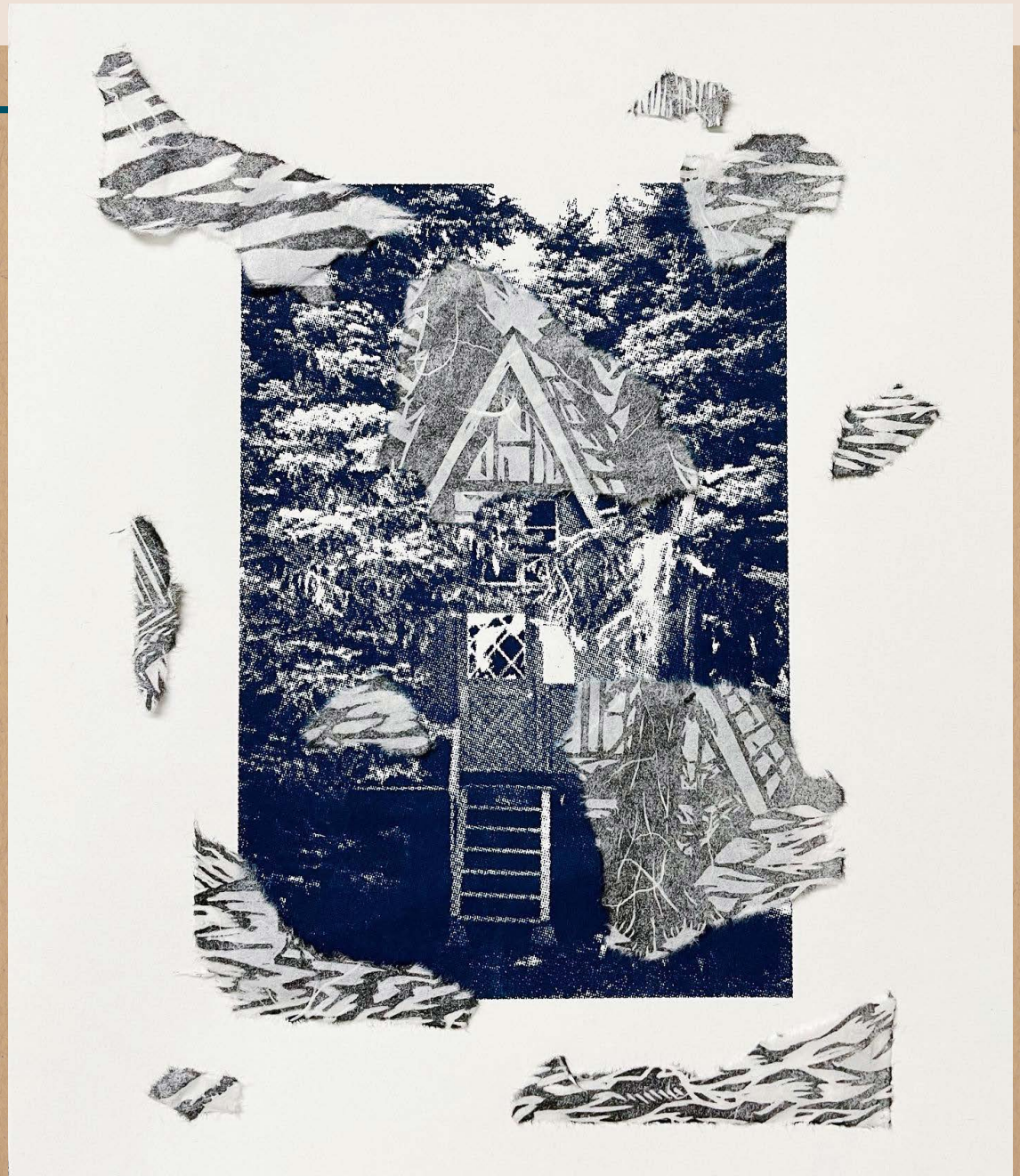
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"CHRISTMAS CABIN"

"Lost & Found" is a 11x14 screenprint of 35mm film. Layered on top of the screenprint are scraps of woodcuts drawn from the film and printed on translucent Unryu Paper.

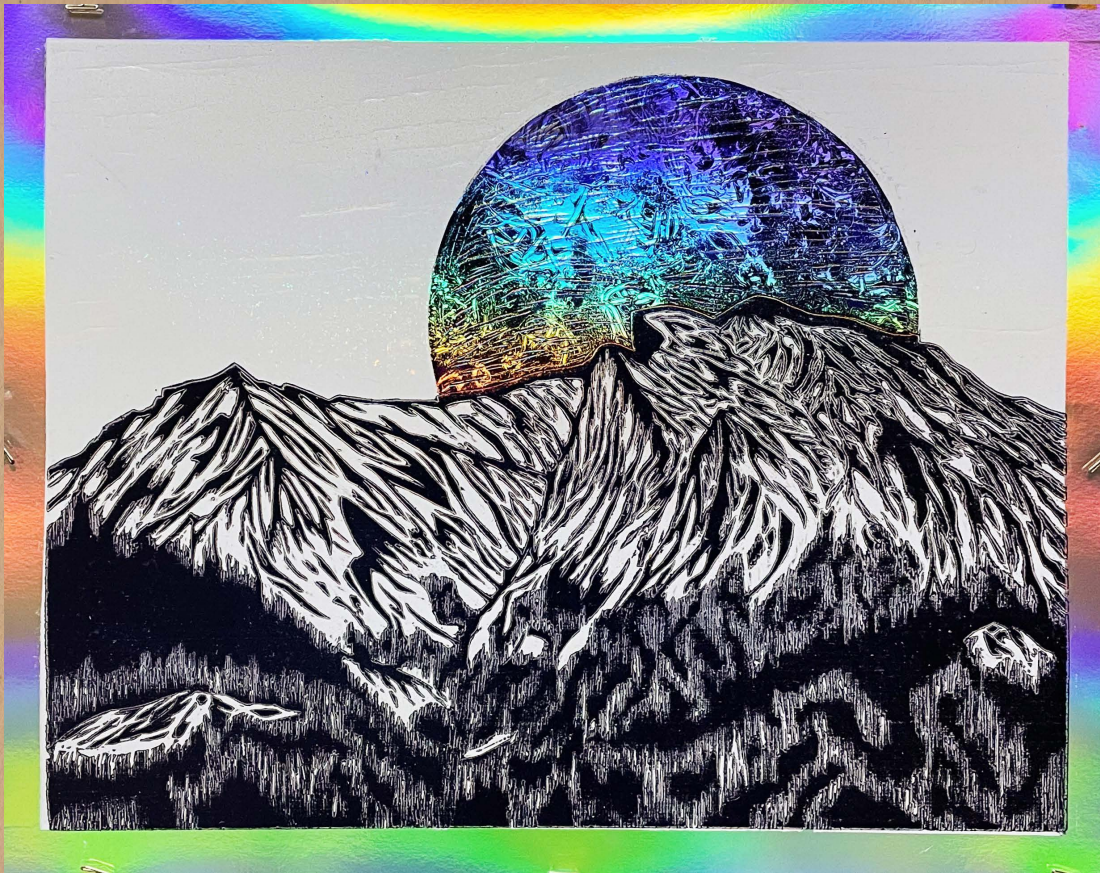
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"LOST & FOUND"

"Rocky Mountain Midnight" is 16x20 2 color woodcut and collagraph printed and embossed on holographic paper.

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"ROCKY MOUNTIAN MIDNIGHT"

"The Artifice of Photography" is a
Three foot by four foot oil painting on hand-
stretched canvas.

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"THE ARTIFICE OF PHOTOGRAPHY"

"I Feel Torn" is a series of lithographs drawn and printed onto an assortment of Japanese papers. These are then torn and placed back on top of each other to create the puzzle-piece technique featured below.

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"I FEEL TORN"

"I Feel Torn" Talks about the balance between using the world around us as a resource yet wanting to protect the world we live in as more than a resource.

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"I FEEL TORN"

Photography for me has always been more a source of escape. While problem solving in design is a passion of mine, photography is where I learn the most about the world. This is where I find my composition, balance, and inspiration.

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