



Web



Web Design for the LEGO e-commerce site

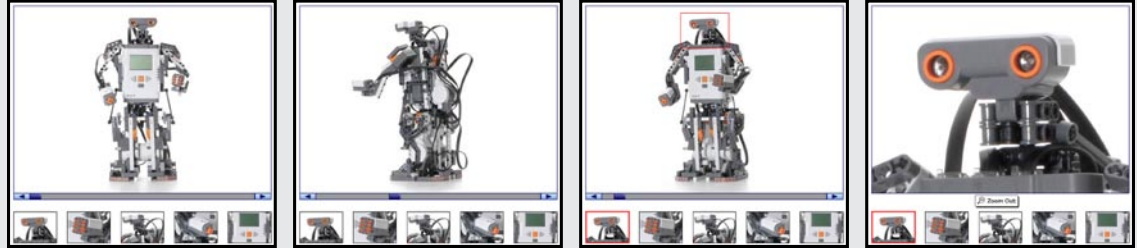
I have worked for over 6 years on the LEGO e-commerce site. I have been responsible for the continued growth and evolution of this site gaining much unique experience that comes with designing and managing a site of this size. There are too many features to go over thoroughly here, but here are some of the more interesting projects and accomplishments associated with my experience. For more in depth examples, please visit http://www.mariopereira.com.

Grid of project highlights including International Site, Search Optimization, World Class Checkout, Email Campaigns, Affiliate Program, Gift Certificates, Order History, Wish List, Online Auctions, and Customized Products.

Web - continued

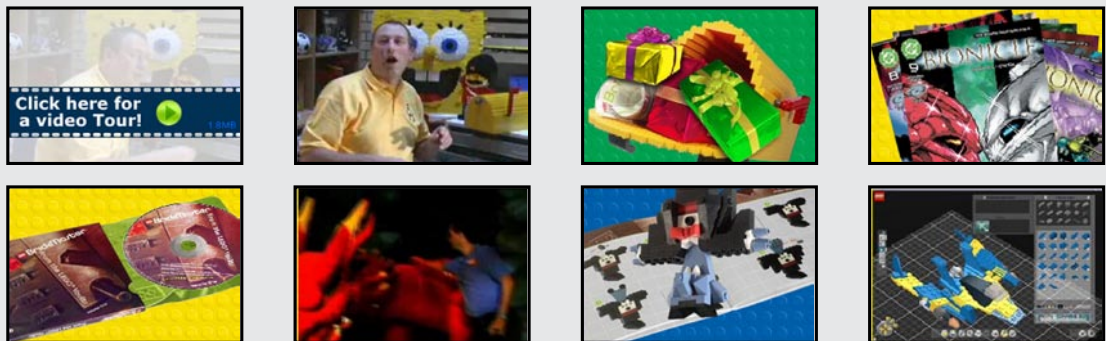
360 Product Spins and Zoom

Because of the nature of LEGO products, a 3D view of the product and important details was created in Flash to feature our more important products.



LEGO Club Loyalty Program

When LEGO launched their LEGO Club loyalty program - they needed an easy way to communicate all the features and benefits of joining this club. A flash piece was created combining video and animation to easily explain the benefits of the program. Sales exceeded expectations after implementation of the presentation.



LEGO Factory Box Designer

LEGO needed a quick way to explain how their new "Box Designer" worked, which allowed people to customize the packaging that their "custom products" were shipped in. Giving the users a much more personal experience. This Flash piece was put together to quickly communicate, not only the concept, but to act as a quick tutorial as well.

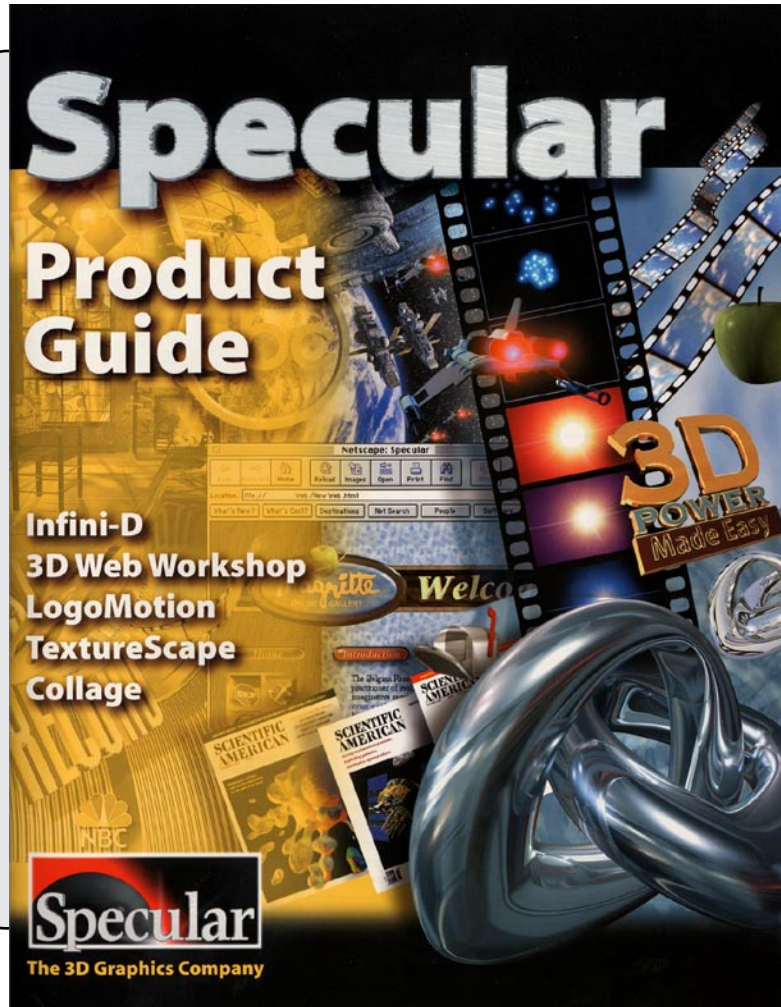


LEGO Product Videos

LEGO had an archive of TV commercials that could be used to further enhance the product presentation on the web. But because the web site's minimum requirements dictated that we be compatible with Flash 7, I created a video player from scratch. Player included a customized scrub bar that could jump to any part of the video.

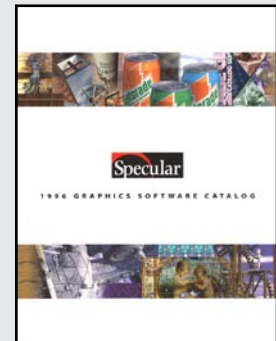


Catalogs

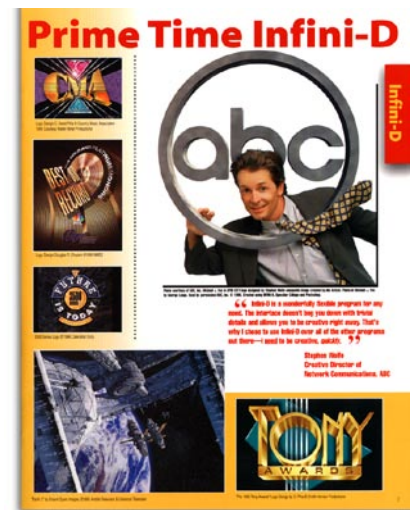


Specular International

This was a full range brochure for the software company. The company wanted a more dynamic and exciting look to their catalog to match the excitement of their products. Note the old catalog design on the far left. All of the graphics for the piece were generated using Specular's 3D Software program, Infini-D.



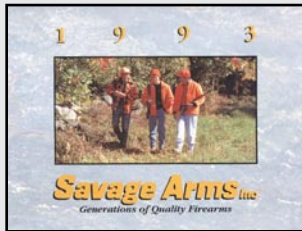
Previous Catalog



Catalogs - continued

Savage Arms

These catalogs gave this Rifle manufacturer a more upscale look and connected with its audience on an emotional level. Note the difference from their old catalog (shown here on the right) vs. the new designs below. Art Directed all photography.



Previous Catalog

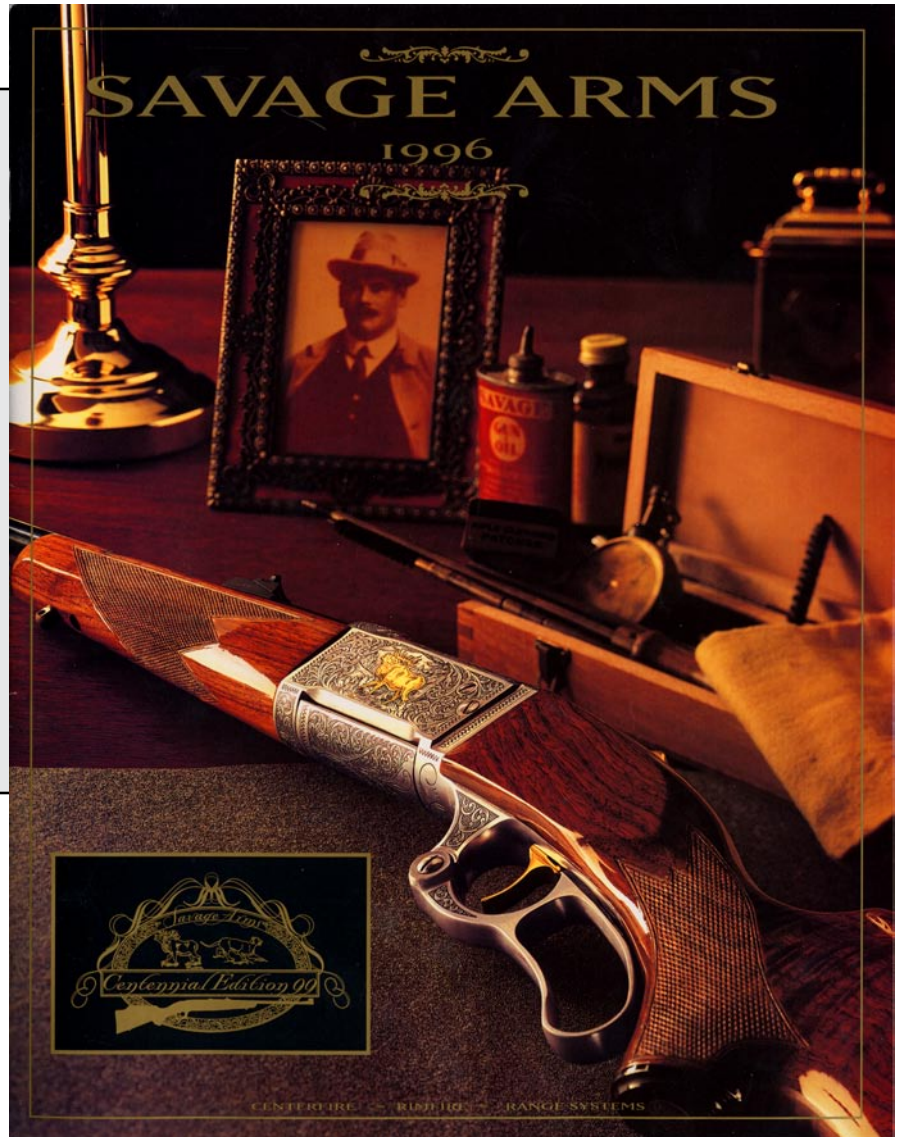
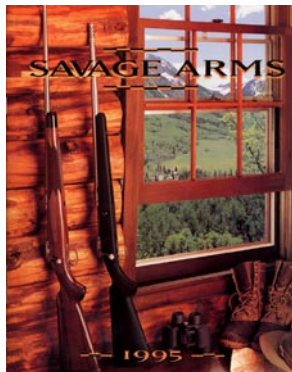
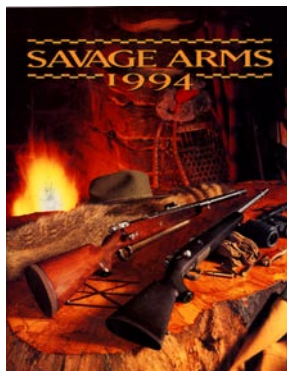


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Born in a century old company was just around 25 years ago, but in modern times, Savage was the exception, not the rule.

What sets Savage apart is the fact that we are manufacturing the same rifle today that introduced the company in 1896. With one major design change, the Model 99 is basically the same lever action rifle that gained considerable acceptance before the turn of the century and gave Savage Arms the market reputation and customer satisfaction that continues today.

With the re-introduction of a 22 caliber Savage line of rifles in 1986 and our desire to restore the design market with the venerable PCV name, it is our privilege to continue the Savage story. SAVAGE, STEVENS & CO. - MAN HUNTER IS IN THE MAKING!

Paul Chen
Savage Arms
Chairman & CEO

99C "CENTENNIAL EDITION"

The Model 99 was introduced in 1895 and has been the flagship of the Savage product line for over a century. Precise historical and superb accuracy, the Model 99 is a tribute to the genius of its inventor Arthur Savage. Today with over 2 million sold, the Model 99 has its place in history as one of the world's truly great rifles.

This year Savage is offering a "Centennial Edition" of the 99 in honor of the 100 Year Anniversary of the founder rifle. Chosen in 22 Savage and serial numbered AS99 through AS999, only 1000 of these beautiful rifles will be made. The 99C has a gold trigger, top tang safety and specially engraved receiver with beautiful 24 gold plated figures. A Monte Carlo stock with high gloss finish, silver metal pad and nickel plated barrel, small slide a laser on lock to die vintage design. Cut-checking with a snap action piston on the barrel enhances the select, line figure American value stock. Enrich and enjoy the superb accuracy the 99C also has adjustable wind sights and an engraved handhole lever trigger.

The fact that all these rifles will use one interpretation of the founder's art and collectible's history for generations to come.

One hundred years ago it was inventor Arthur William Savage had the desire, vision and courage still to offer the public a product that has since proved the test of time. In the year 1996, the Centennial Edition represented Arthur's greatest Model 99 rifle for this momentous occasion and it was made to ready American product presentation. Over the next half century, the American Indians participated in national trade shows and several product presentations, often in full ceremonial dress. The special relationship continues today and now includes the American and Savage rifles.

MODEL 99C

The 99C continues the heritage of the 199C's, with the feel and performance of today's high quality modern rifles. Made from beautiful American walnut, the stock and barrel have cut-checking for ease of handling while the Monte Carlo stock adds the grace to this classic American made rifle. A top tang safety and a fast shot detachable box magazine allows for fast handling and reloading. The Model 99C lever action rifle is designed for quick operation. Unlike ordinary lever actions that start to cock the hammer while extracting the shell, the Savage 99C does it in two separate stages. By using the stress stroke for cocking, it makes the entire action positive, smooth and fast. Outstanding performance and durability prove make the 99C the legend that sets the standard for lever action rifles. Available in 243 Win. and 308 Win., with detachable box magazine. The Model 99C features quick disconnect screw nuts and the receiver is drilled and tapped for scope mounts.

Model	Caliber	Barrel Length	Overall Length	Approx. Weight	Barrel Twist
99C	308 Win.	27"	45.1"	7.1 lbs.	1 in 10"
99C	243 Win.	27"	45.1"	7.1 lbs.	1 in 10"

Catalogs - continued

LEGO

I worked on the LEGO Shop At Home catalog for 3 years. It was challenging coming up with new and fresh ways to represent the catalog time after time. Here is a sample of the process of designing an illustrated cover for the book.



The concept was first sketched out in several quick rough sketches. This idea was given the green light and then I worked on a more detailed sketch before handing the project over to a professional illustrator.

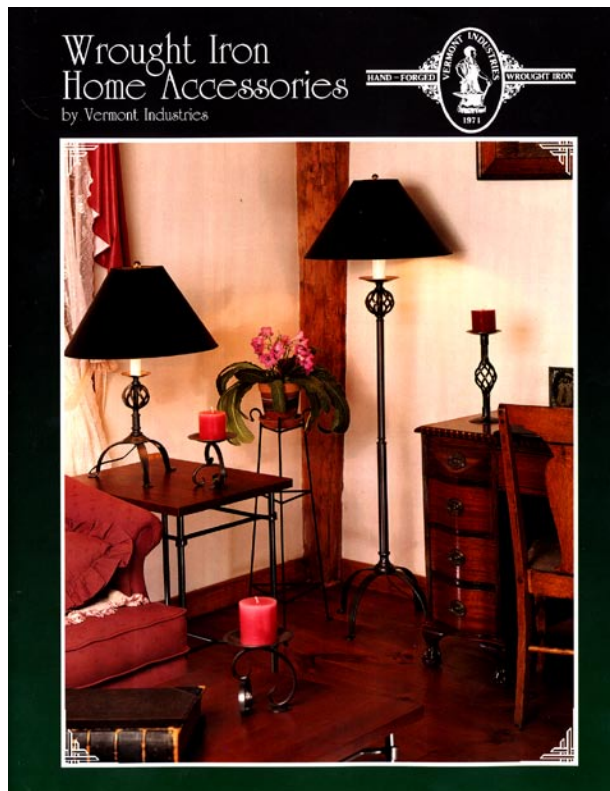
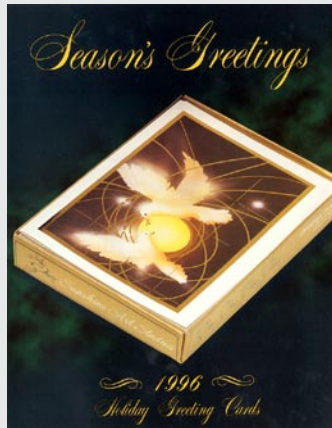
A sample of a product spread from inside the book.



Catalogs - continued

Pratt and Austin

This company was looking for a friendlier and more upscale look. All photography was art directed by me.



Vermont Industries

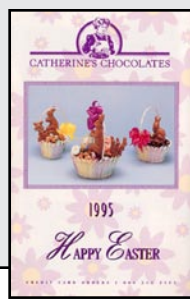
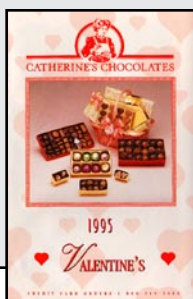
Catalog for Wrought Iron Company. All photography done on location in Vermont.



Catalogs - continued

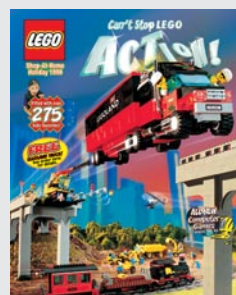
Catherine's Chocolates

Same product - different looks for different seasons and different years. I Art Directed all photography.



LEGO

Here are some more LEGO Catalogs. Note the variety in theme and presentation.



Packaging

LEGO

Package designs for special LEGO bundles for Walmart and other discount stores.



Packaging - continued

LEGO

Packaging Card for LEGO play table



Duncraft

Packaging for Line of bird feeders

Cumberland Farms

Packaging for local store chain Frozen yogurt



Logos



Write Pixel

This is a logo for a company that specializes in copy writing for the internet.



THE FIRST YEARS

First Years

Logo for local library's reading program that encouraged young kids to grow through reading books.



March of Dimes

This is a logo to celebrate a March of Dimes sponsored award banquet honoring women in Sports. It needed to be energetic and portray a powerful woman without being about any one particular sport.



LEGO

Logo for an intramural LEGO Softball team



Yale Greencup

Logo for Yale activist group "Greencup." Their main mission was to honor the earth and clean up and recycle.



Jaypro

Logo for a manufacturer of various sports' equipment



Youth Group

Logo for Catholic Youth Group

Point of Purchase (POP)

LEGO

End cap shelf header for LEGO silver anniversary buckets display.



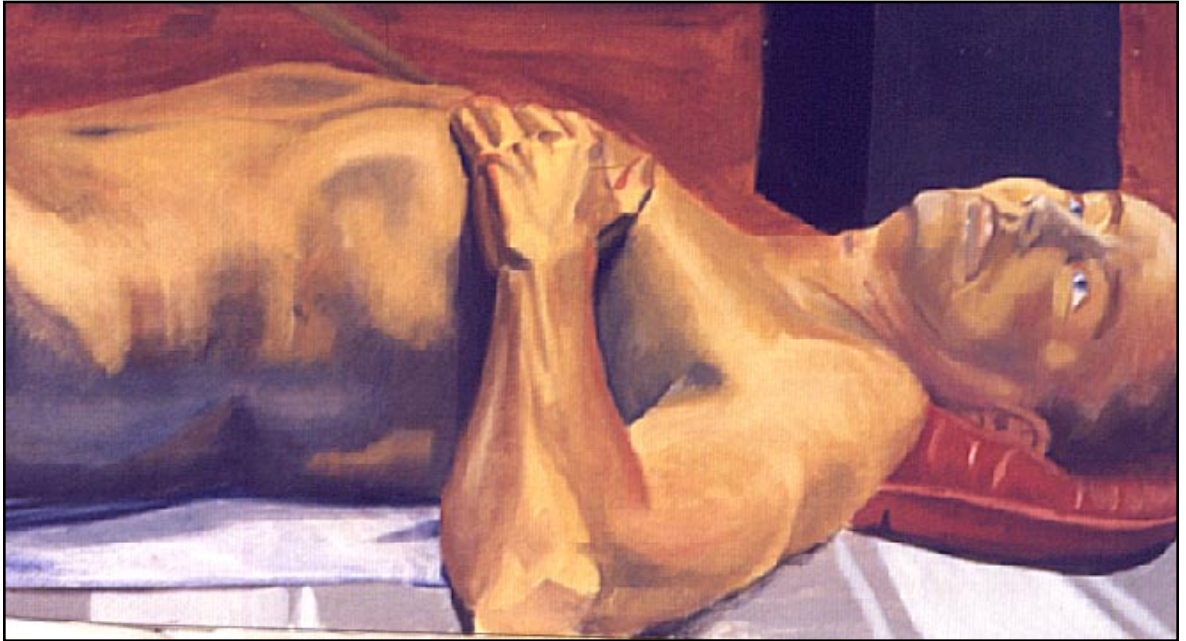
LEGO

Teaser poster announcing the introduction of the Star Wars LEGO product line. Text rendered in Infini-D.

Drawings

Oil Paintings

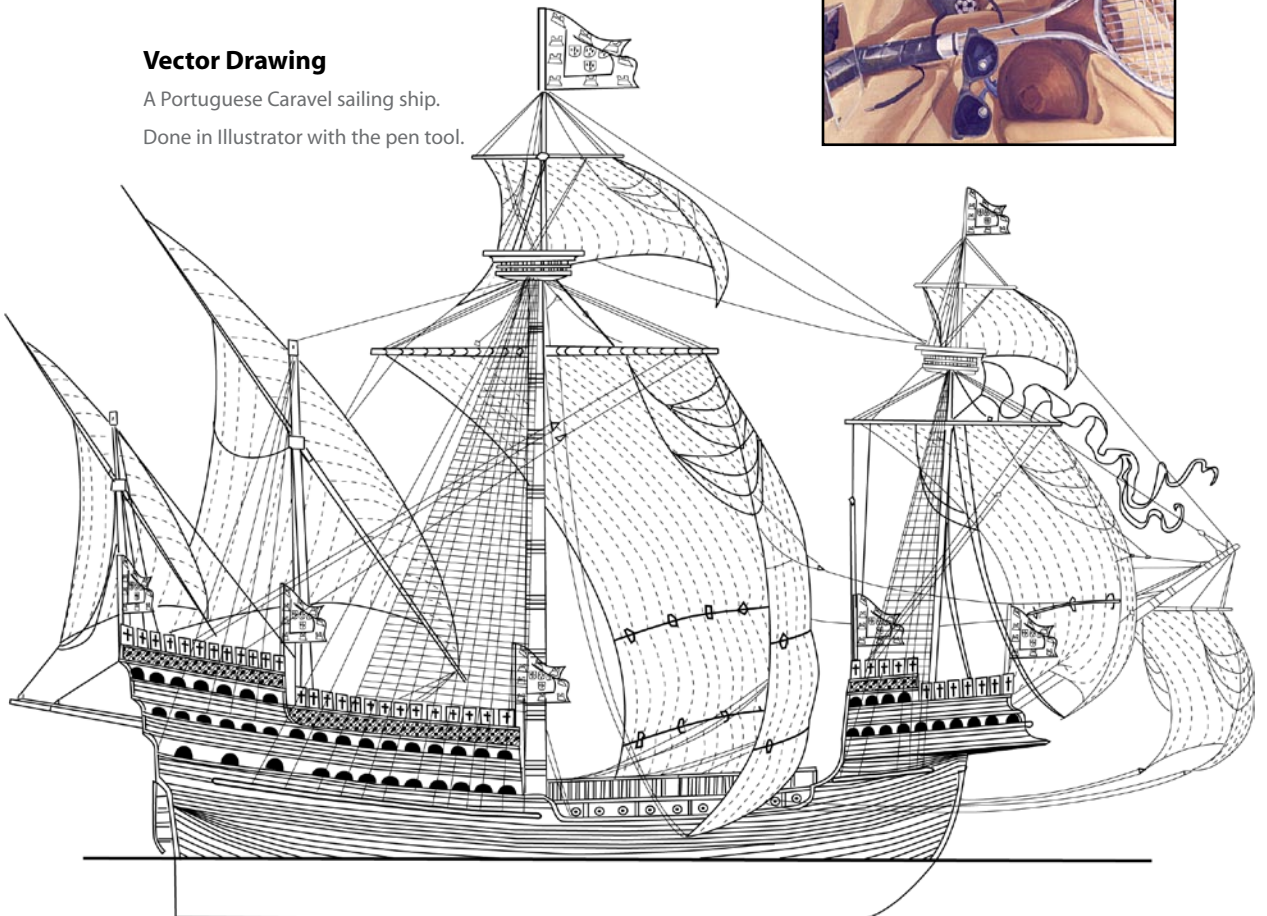
Oil paints on canvas. Figure study and still life



Vector Drawing

A Portuguese Caravel sailing ship.

Done in Illustrator with the pen tool.



Drawings - continued

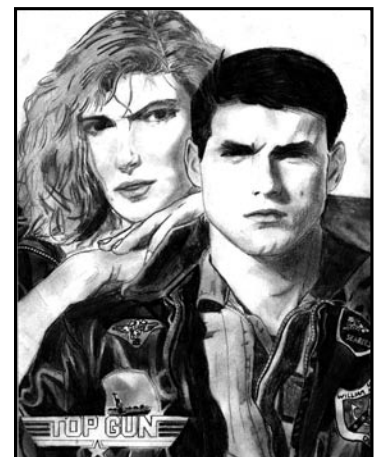
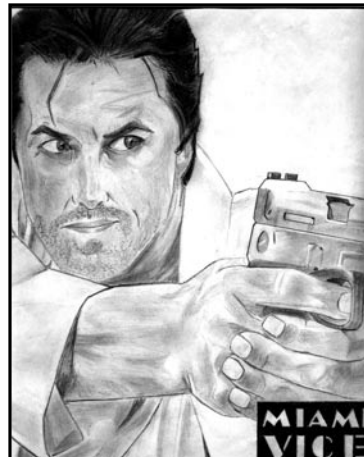
Vector Drawing

Study of the use of diagonal lines to reproduce various shades of grey. Illustration of local morning DJ's used on advertising materials. Line technique used so that image could be reproduced in various sizes and various media.



Pencil Sketches

Done from imagination and visual references.



Drawings - continued

Original Work - Study of process

These samples are to highlight the process in creating some of my artwork.

The original concept sketch is followed by the tighter executions of the idea. No reference was used for this illustration. Final

Illustration was colored in Photoshop.



Original Work - Study of Process

Self portrait done in a cartoon style and then converted to vector art in Illustrator

