DESIGN PORTFOL ID2015

NIKKI A.ESPARTINEZ

NIKKI A. ESPARTINEZ is an advertising creative with a five-year working experience in the industry. She is a DIGITAL DESIGNER who loves to marry her passions: **UI / UX DESIGN AND STORYTELLING IN ADVERTISING.**

HAVING SWITCHED FROM PRINT TO DIGITAL IN THE LATER PART OF HER CAREER, Nikki has found her love in interactivity and rich media advertising, creating everything from pre-production boards, to key visuals and the overall art direction for any campaign she is a part of.

She has worked for brands like **LONELY PLANET, OLIVE MAGAZINE (UK FRANCHISE), GREENPEACE PHILIPPINES, GLOBE TELECOM AND MANY OTHERS.**

Her last agency is **PUBLICIS JIMENEZBASIC - Publicis Groupe Worldwide.**

Her hobbies include mainly street photography, and illustration.

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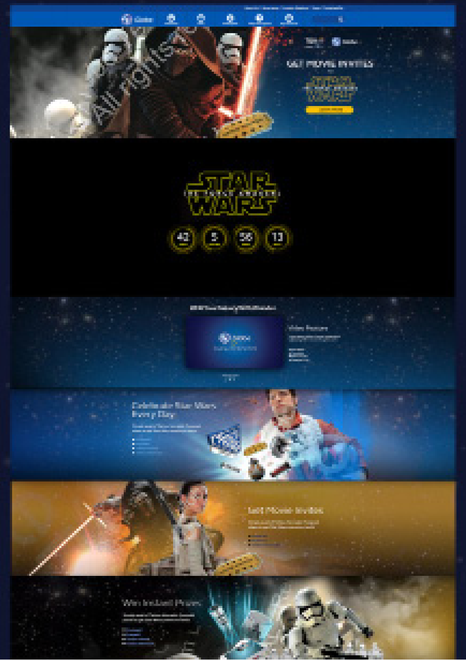
instagram: **@nikespar**

ADVERTISING PORTFOLIO

SELECTED DESIGNS AND BOARDS FOR DIGITAL CAMPAIGNS
SHOWCASING: **INTERACTIVE, SOCIAL AND OVERALL ART DIRECTION**
WORKS FOR PIXAR / GLOBE TELECOM FEATURING:
STAR WARS: THE FORCE AWAKENS
INSIDE OUT

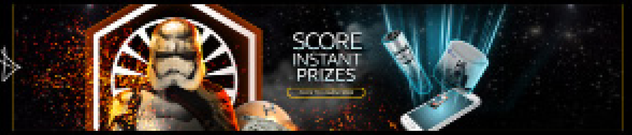
GLOBE WEBSITE: STAR WARS THEMED



Carousel Banners

THEMATIC

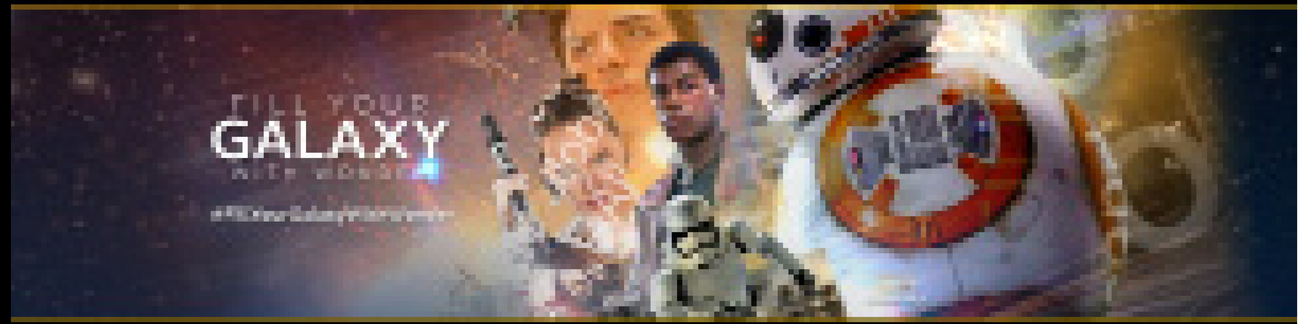
PREMIUM ITEMS



EVERY DAY PROMO

Carousel Banners

THEMATIC



PREMIUM ITEMS

GLOBE BLUE HARVEST DIGITAL
Youtube Masthead

EVERYDAY PROMO 2

Collapse Banner

FEATURES A 9-7 SEC ANIMATION | PATRON UP TO THE FINAL FRAME

01 IN A GALAXY FAR FAR AWAY

02 CAMERA ZOOMS OUT TO A SCENE

03A - CAMERA PANS TO THE MECHANICS

03B

03C

03D | 1 MM - 1 MMP

Expandable Banner

FEATURES A PEP UP MIMIC AND A SHORT ANIMATION | PATRON TO THE FLIPPER

LANDING PAGE

Frame opens up with the prizes bursting in from the center, glowing lights comes first then one by one the prizes comes in.

GALLERY

I lower your mouse over the object and a pop up video appears (containing a short description of the character the merch is inspired)

(10 AM - 1 MMNNTE ON)

FINAL FRAME

INTERACTIVE

GLOBE BLUE HARVEST DIGITAL
YOUTUBE MASTHEAD - THEMATIC

A collapsed masthead highlighting the Thematic TVC

01

02

03

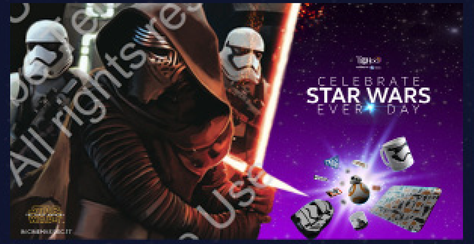
04

05

06 - Collapse Frame

GLOBE BLUE HARVEST DIGITAL
SOCIAL

FACEBOOK PPL

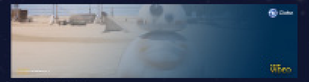


Following text rule

GLOBE BLUE HARVEST DIGITAL
Youtube Masthead

EVERYDAY PROMO

Collapse Banner
FEATURES A 9/7 SEC ANIMATION LEADING UP TO THE FINAL FRAME



01 ENTER 1000 FRAME

02

03

04

05

06

There's a SKIP VIDEO to jump directly to the collapse CTA

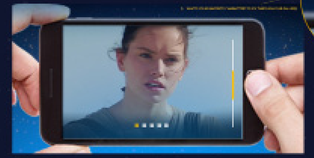
07 - CTA OF COLLAPSE BANNER

Expandable Banner
FEATURES A 5-7 SEC ANIMATION LEADING UP TO THE FINAL FRAME

LANDING PAGE

Frame opens up with the prime bunding in from the center, glowing lights comes first. Then one-by-one the prizes comes in. A slider menu on the right side is for navigation.

Animation for the copy: TYPEWRITER-STYLE.



GALLERY

Scroll one stop down and you're load into the second page containing the movie's gallery (possibly 4-5 best images from Star Wars: The Force Awakens.

SUPERS PAGE

The final page contains the movie title and a CTA which would load to Globe Website

INTERACTIVE

GLOBE BLUE HARVEST DIGITAL
Youtube Masthead

THEMATIC

Collapse Banner
FEATURES A 9/7 SEC ANIMATION LEADING UP TO THE FINAL FRAME

01 ENTER A SHORT MOVIE TEASER

02 MORE SCENES FROM THE TRAILER

03

04

05

06 FILL YOUR GALAXY

Expandable Banner
FUNCTIONALITY & MICROSITE WITH FEATURES SUCH AS A TRAILER PLAYER, A FULL PLAYLIST & SHORT SYNOPSIS PAGE

LANDING PAGE

The splash page contains a trailer and the globe supers.
Navigation menu is at the bottom.

GALLERY

Scroll sideways and you're load into the second page containing the movie's gallery (possibly 4-5 best images from Star Wars: The Force Awakens.

VIDEO

This will contain a fullscreen extended trailer for Star Wars: The Force Awakens

TRIVIA

INTERACTIVE

GLOBE BLUE HARVEST DIGITAL
SOCIAL

FACEBOOK PPL TATTOO NOMADIC BLOCK SCREENING

REY

BBB

FOLLOWING THE 20% TEXT RULE

GLOBE BLUE HARVEST DIGITAL
Youtube Masthead

THEMATIC - LIGHT VS DARK

Collapse Banner

970 X 250

Expandable Banner
AN INTERACTIVE STORYBOOK

LANDING PAGE

Main navigation frame is a split-screen inlet face featuring the LIGHT VS DARK concept. Choose your own adventure with your character of choice.

MONTAGE OF STAR WARS ARTWORKS

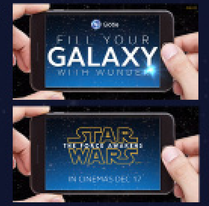
DARK

LIGHT

3RD FRAMES WILL ZOOM OUT FROM THE PHONE

(LIGHT GLARE TRANSITION)

BOTH SIDES WILL LEAD TO THE SUPERS



THEN FINAL FRAME WILL JUST BE THE GALAXY BACKGROUND TO HIGHLIGHT THE SUPERS PAGE

INTERACTIVE

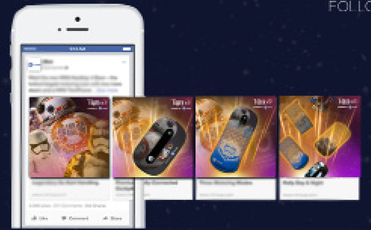
GLOBE BLUE HARVEST DIGITAL
SOCIAL

FACEBOOK CAROUSEL

HEADLINE: **"Get Limited Edition Star Wars Wifi Sticks"**

Star Wars fan? | Buy a stick for 1495 | and get a free wifi sleeve | Get your Star Wars stick today.

FOLLOWING THE 20% TEXT RULE

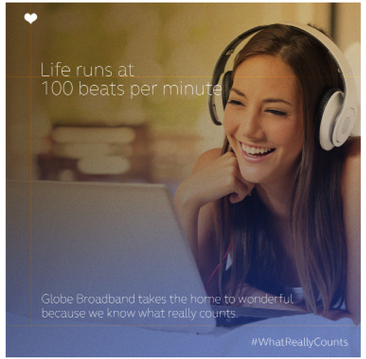


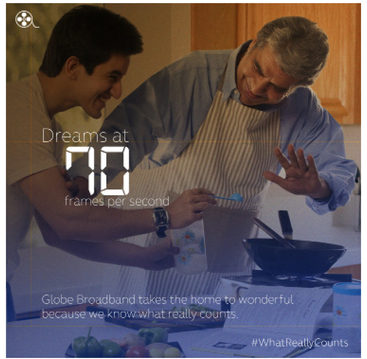
STATIC

OBE BLUE HARVEST DIGITAL
IAL

EBOOK PPL TAT TOO NOMADIC

SOCIAL POSTS
DIGITAL ART AND UI DESIGN



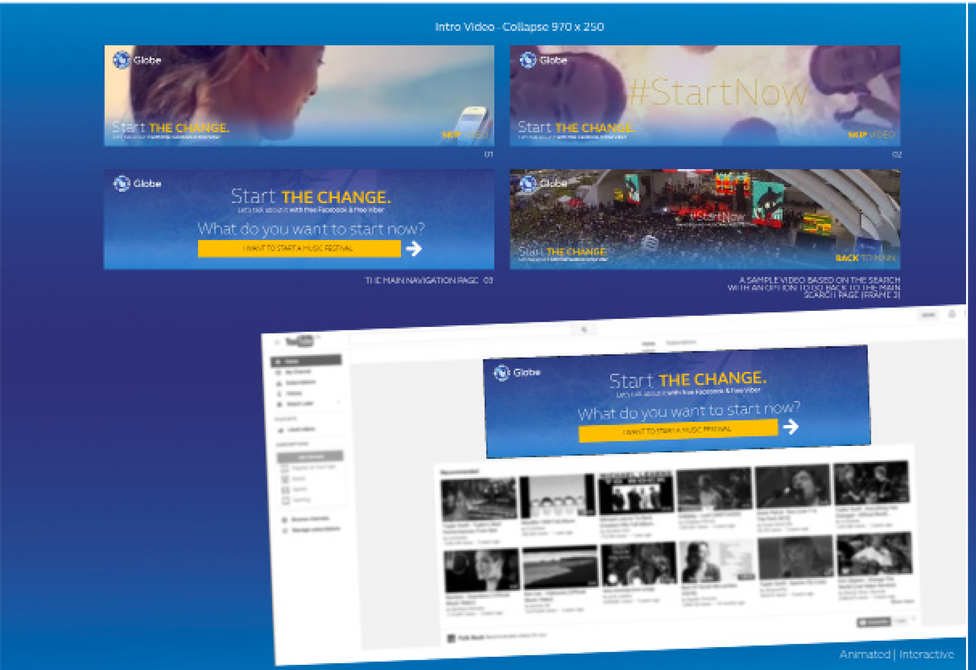


CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN

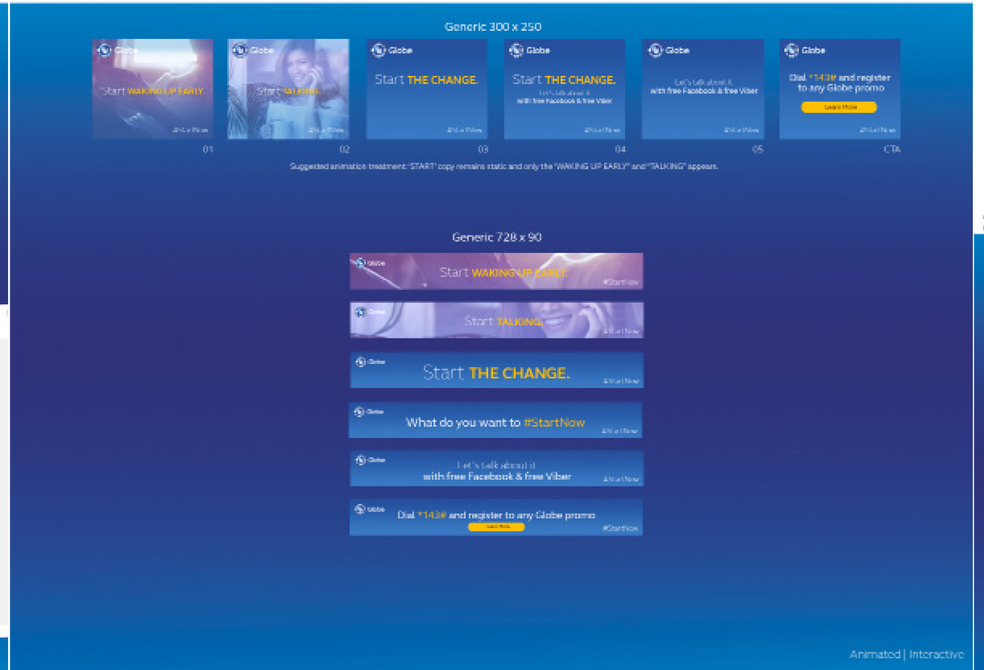
key visual

CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN

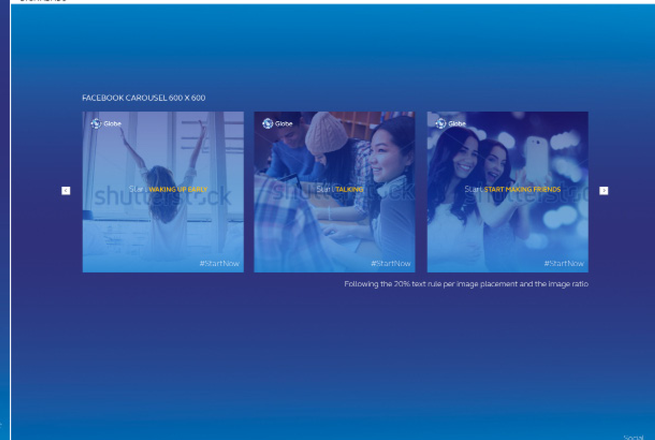
GLOBE PROJECT SPECTRE
DIGITAL ADS



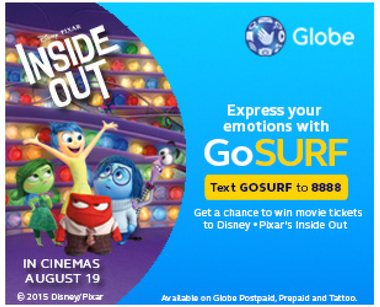
GLOBE PROJECT SPECTRE
DIGITAL ADS

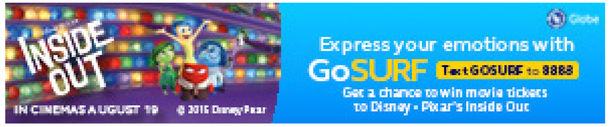


GLOBE PROJECT SPECTRE
DIGITAL ADS



CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN





INSIDE OUT / DISNEY PIXAR FOR GLOBE TELECOM

GLOBE PROJECT PATROL
Digital KV

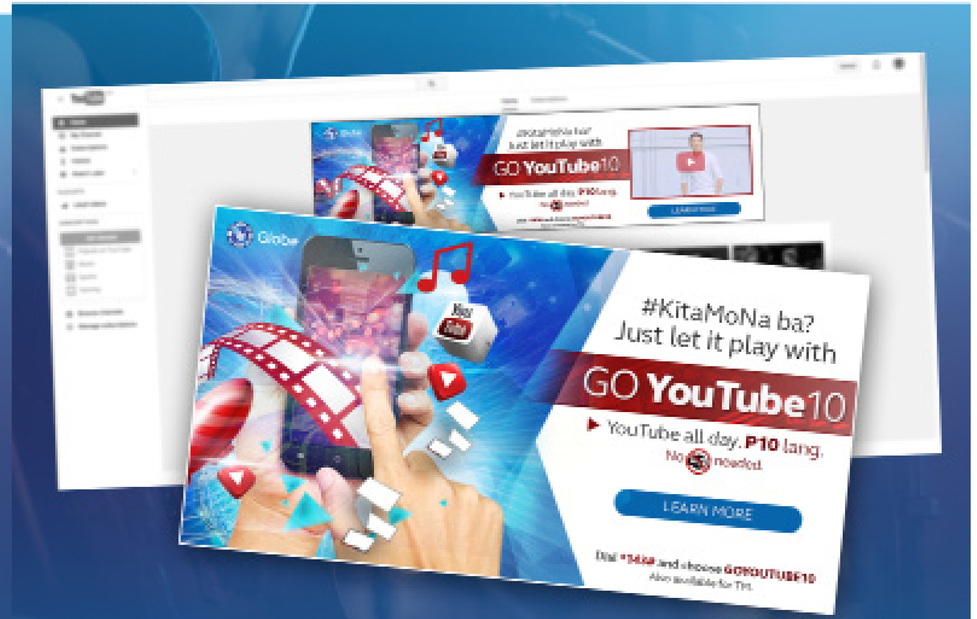
Globe

Old version

Digital KV

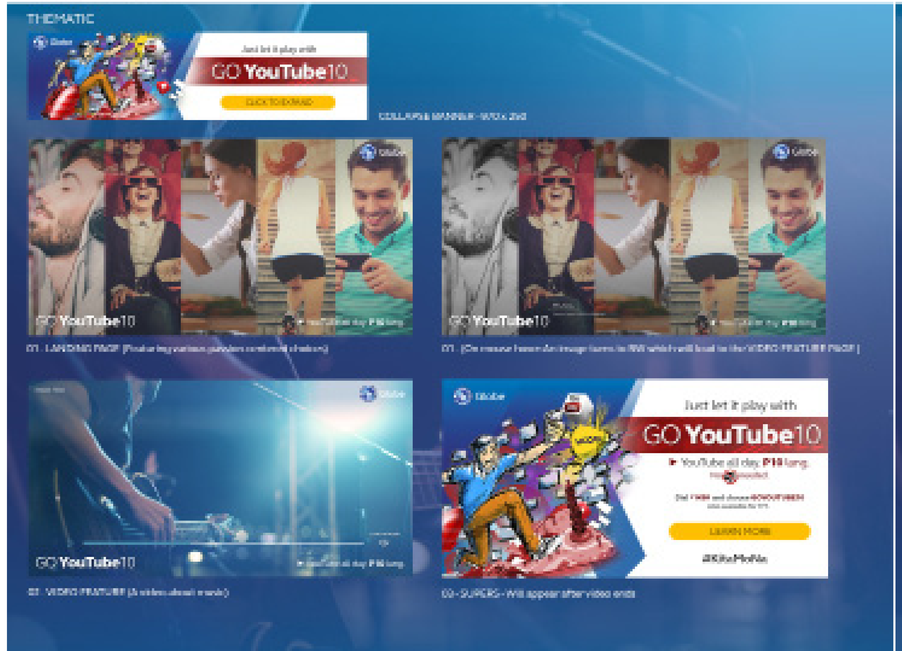
GLOBE PROJECT PATROL
Youtube Masthead

Globe



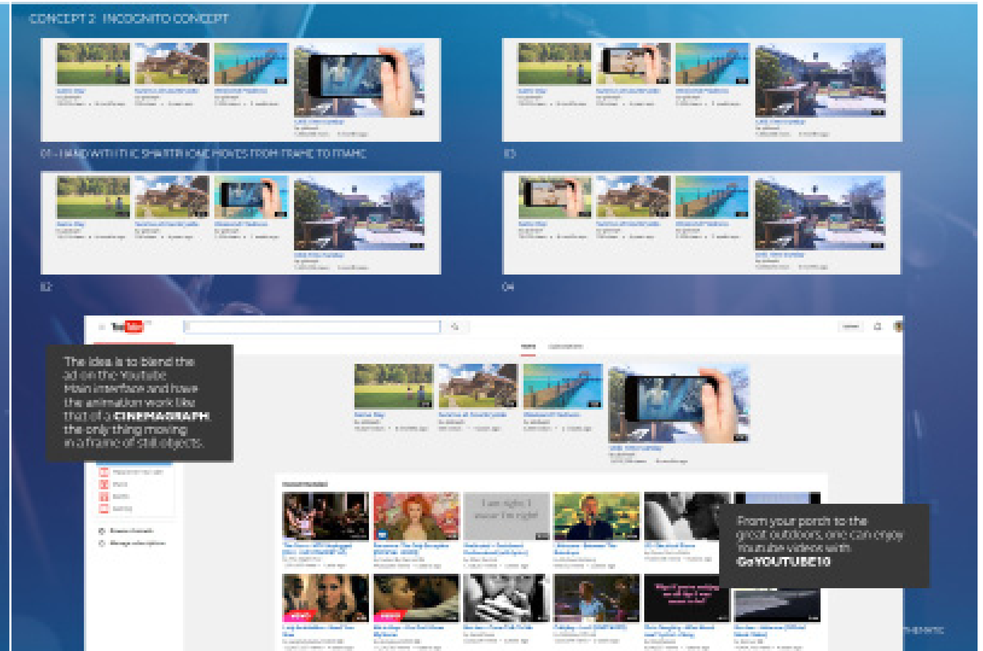
CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN

GLOBE PROJECT PATROL
Youtube Masthead

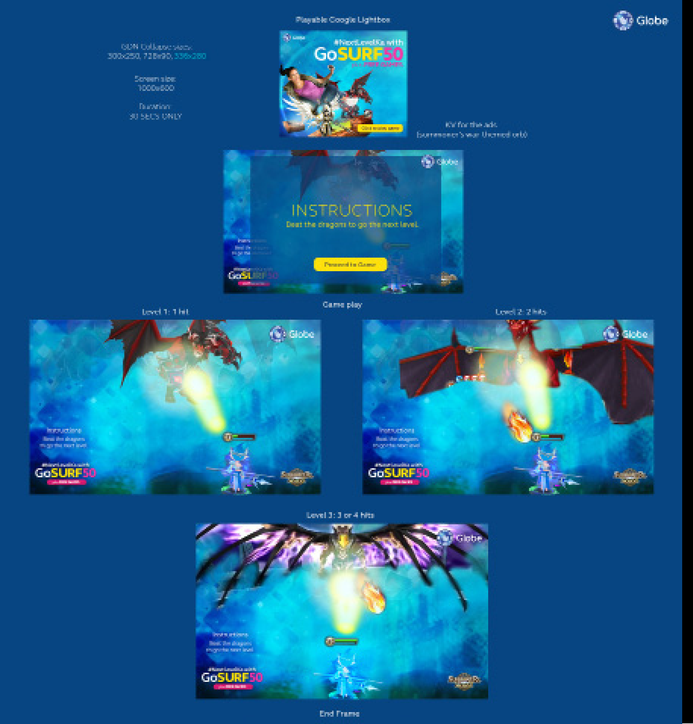


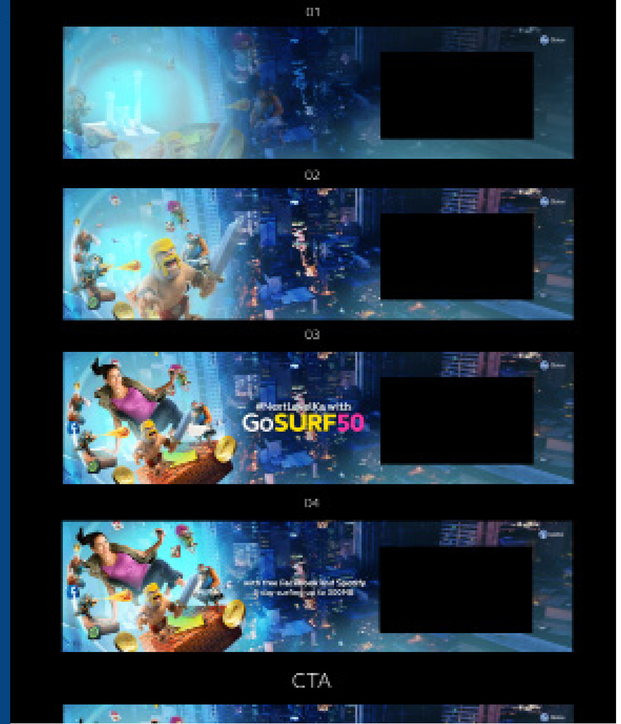
GLOBE PROJECT PATROL
Youtube Masthead

Globe



CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN





CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN
CAMPAIGN: Jaeger

BRONZE AWARD AT THE 2016 PILIPINAS AD SUMMIT AWARDS

CAMPAIGN DIGITAL ART DIRECTION
DIGITAL ART AND UI DESIGN
CAMPAIGN: Jaeger

BRONZE AWARD AT THE 2016 PILIPINAS AD SUMMIT AWARDS

#15SECONDS

ENDANGERED ADS, ENDANGERED SITES

Beautiful places in the Philippines will disappear unless these ads are shared.

#15SECONDS

Heritage sites are being polluted,demolished, desecrated and destroyed.

SAVE ADS, SAVE SITES

Heritage sites kept alive by ads that are kept alive.

CHALLENGE: Millennials lack the sense of urgency to save heritage sites.
They read and watch about the issues but lack the attention span to fully absorb them.
Now these issues are at the back of their minds and not in their consciousness.

STRATEGY: Get them to care in the shortest time they will pay attention – 15 seconds.

IDEA: 15 second ads about heritage sites that are kept alive by sharing.

RESULT: Each ad click, share, like, retweet will generate revenue, making all the ads pay for themselves and giving NHCP money for their preservation fund.

THE 15 SECOND VIDEO (Social)

Videos that showcase the sites will be placed on Facebook with a message that encourages people to share it to show that they care for the heritage site. If they do, the video is kept alive online. Once the sharing stops, the video disappears.

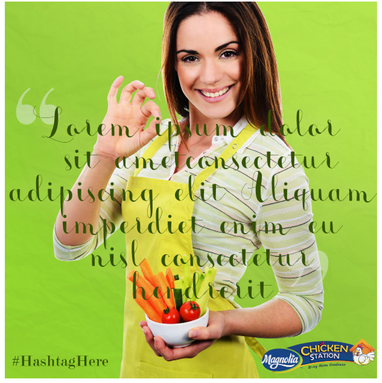
DIGITAL ADS

Different ads will be placed on sites that millennials frequent. These ads show a particular heritage site with a countdown timer at the side. The ads encourage the reader to click it to show their concern about the site. The link leads them to the NHCP Facebook page. If they don't, the timer reaches zero and the ad becomes blank.

INSTALLATION

LED installations will be placed near heritage sites. Every time someone shares, retweets, likes the ad or the Facebook page, their profile will appear on the installation to show that they took 15 seconds of their time to care about this heritage site.

#15SECONDS



"PANTONE CHICKEN"
FOR MAGNOLIA
CHICKEN

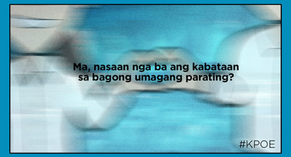
PRINT POSTER AND SOCIAL INVITE
MADONNA THE REBEL HEART TOUR MANILA

EXTENDED ART DIRECTION PORTFOLIO

SELECTED DESIGNS AND BOARDS FOR PERSONAL AND FREELANCE
SHOWCASE OF: **ILLUSTRATION, PHOTOGRAPHY**

K-POE VIDEO STORYBOARD

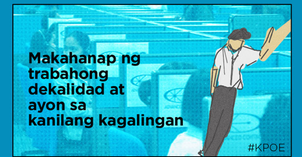
"Kabataan, Kasama, Kinabukasan"



01 Starts off with a blurred image and a bold copy, "MA, NASAAN NGA BA ANG KABATAAN SA BAGONG UMAGANG PARATING"

02 Frame zooms in closer to GRACE AND BRIAN

03 EDUCATION frame: school background and a student writing...



04 FADES OUT to OFFICE SETTING and a FILIPINO WORKER

05 Screen then shows a FILIPINO FAMILY happy, and complete with their humble house as background

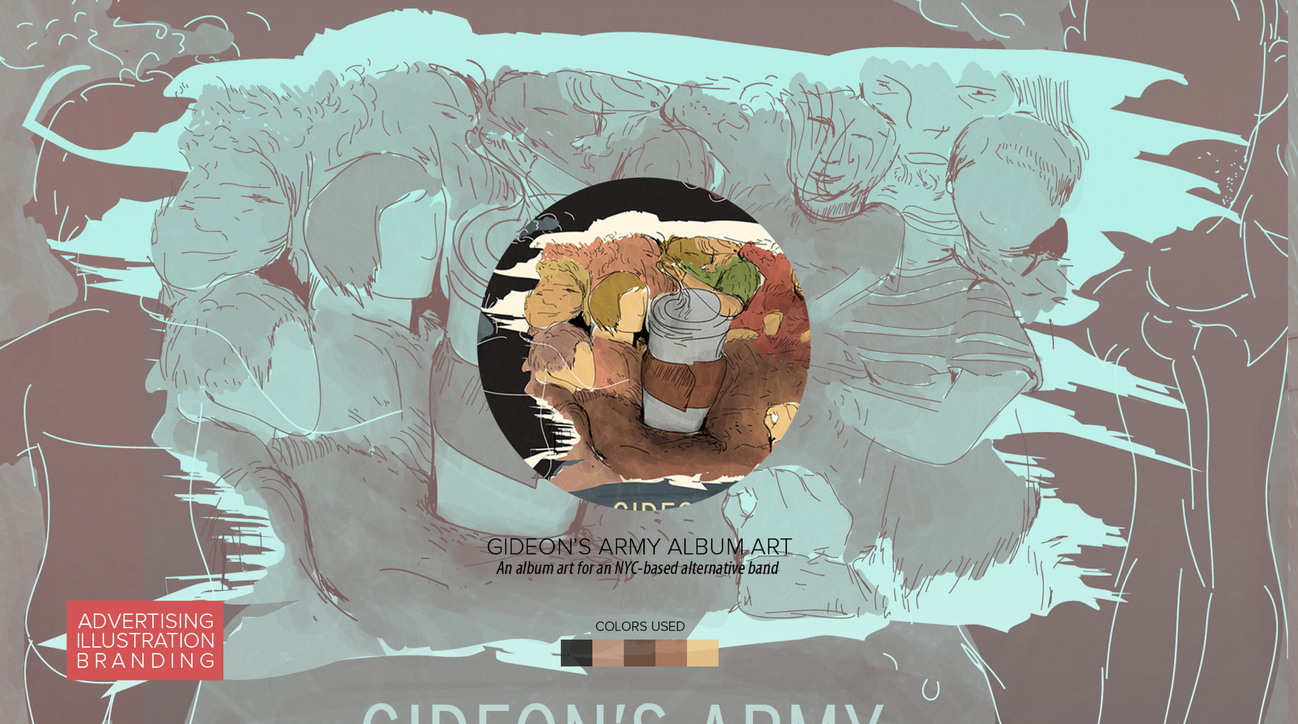
06 Here, a collage of street children,

07 Then the hands and copy, "MAKATULONG SA KAPWA PILIPINO"

09 END FRAME: official hashtag, official social media address

COLOR SCHEME

PROPOSED STORYBOARD
FOR 2016 PHILIPPINE PRESIDENTIAL
CANDIDATE, **GRACE POE**



GIDEON'S ARMY ALBUM ART

An album art for an NYC-based alternative band

ADVERTISING
ILLUSTRATION
BRANDING

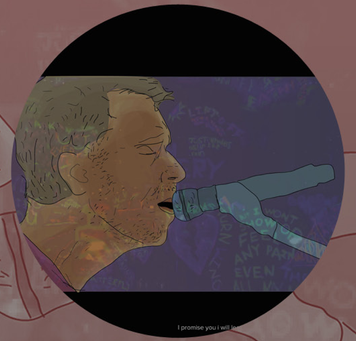
COLORS USED

SELF - PORTRAIT

A personal illustration

ADVERTISING
ILLUSTRATION
BRANDING

COLORS USED



COLDPLAY FANART

A quick sketch / tribute to Coldplay's Mylo Xyloto album

COLORS USED

ADVERTISING
ILLUSTRATION
BRANDING

THE DAY I FELL IN LOVE WITH GRAPHIC DESIGN

An art about an accidental love

the day i fell in love with graphic design
cd cover design by: nikki espartinez
cd cover for: grapdes class of ms. rina malonzo
all rights reserved. 2009. omen

www.omenish.com

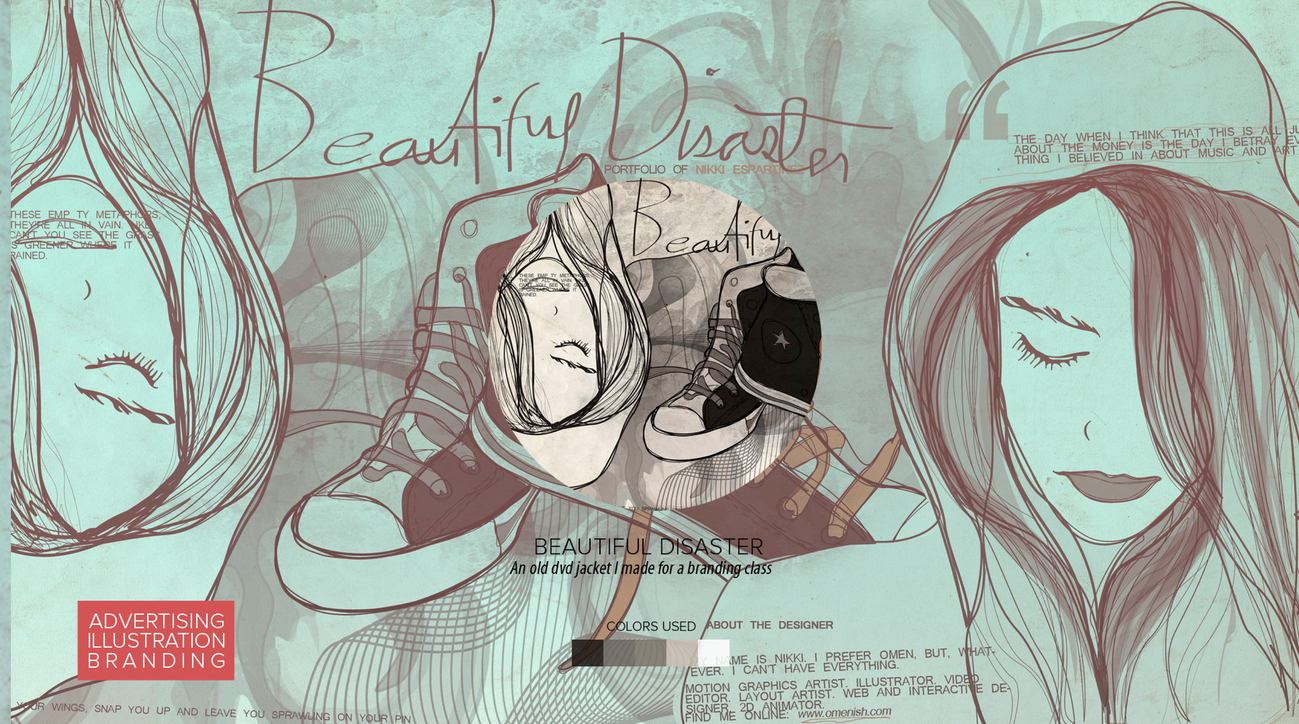
ADVERTISING
ILLUSTRATION
BRANDING

CLASS OF CAFFEINE

A mock ad I did back in 2009 featuring the coffee brand, Gloria Jeans Coffee

ADVERTISING
ILLUSTRATION
BRANDING

COLORS USED



BEAUTIFUL DISASTER

An old dvd jacket I made for a branding class

ADVERTISING
ILLUSTRATION
BRANDING

COLORS USED

ABOUT THE DESIGNER

ME IS NIKKI. I PREFER OMEN, BUT, WHATEVER. I CAN'T HAVE EVERYTHING.

MOTION GRAPHICS ARTIST, ILLUSTRATOR, VIDEO EDITOR, LAYOUT ARTIST, WEB AND INTERACTIVE DESIGNER, 2D ANIMATOR.

FIND ME ONLINE: *www.omenish.com*

benefits
rising demand for energy
Stabilization
of domestic currency
Greater influence
over exchange rates
Flexibility
REEN
GOLD
NEWABLE ENERGY
creates
Jobs
lots of them
50 -100 % INCREASE!
DIRECT
INDIREC
INDUCE
ADVERTISING
ILLUSTRATION
BRANDING
IS
D
ENDL
POVE
geothermal:
energy has already had a massive impact on foreign exchange over time, through displacement of imported fuels; in this context, the Philippines has saved over US$ 7 billion since 1977
biomass:
can still manage to displace 969,000 barrels of oil equivalent per year in terms of power generated from fossil fuel, which roughly gives the government US$ 96.9 million in savings per year. With the current FIT, it can save US$ 65.9 million per year.
GREEN IS GOLD
solar:
For each 10 MW plant in the country, they hire 1000 people during construction for 6 months, and 100 people full time.
geothermal
energy has already had a massive foreign exchange over time through displacement of impor in this context, the Philippines has US$ 7 billion since 197
biomass:
can still manage to displace 969,000 bar of oil equivalent per year in terms of power generated from fossil f which roughly gives the government US$ 96.9 million in savings per year. With the current FIT, it can save US$ 65.9 million per year.
ocean thermal energy conversion (otec):
may be able to generate 85 GWh under the 10MW proposed capacity and could displace an equivalent of 52,000 barrels of crude oil per year, which translates to US$ 5.2 million per year. OTEC could also generate PHP 120 million per year of benefits to government
GREENPEACE PHILIPPINES
A typographic-based ad for Greenpeace Philippines
How renewable energy can save us money and generate jobs
1. Tens of thousands of jobs
2. Economic growth for areas suffering from energy poverty
3. Lower costs for renewable energy and spending for customers
4. Government saves on tax revenue and foreign exchange savings
COLORS USED
GREENPEACE

Globe
Continue playing even without WiFi
#NextLevelKa with
GoSURF50
plus FREE GAMES
up to 400MB
Dial *143# to register
#Next
GoS
plus
ADVERTISING
ILLUSTRATION
BRANDING
GLOBE JAEGER
A campaign for Globe Telecom
ADVERTISEMENT

ADVERTISING
ILLUSTRATION
BRANDING

GRANDE ISLAND
Redesign Studies for a resort

THE CREATIVE DORK
A portrait of a traveller

My visual diary
for the last
two years

Photography
Portraiture
Street

My visual diary
for the last
two years

Photography
Portraiture
Street

THE SEA OF CLOUDS

Series of shots from a trip up the sea of clouds

My visual diary
for the last
two years

Photography
Portraiture
Street

CLAUSTROPHOBIA

NIKKI ANG ESPARTINEZ

Designer, Photo Hobbyist, Freelance Art Director

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nikkiespartinez@gmail.com