

Hans is a four-eyed 🙈 designer in Minneapolis who enjoys finding dynamic & bold solutions to perplexing problems. 🤔

He also enjoys eggs benedict, kerning, and running long distances. 🏃🌍

He does not enjoy asparagus, the term "millennial," and talking about himself in the third person. 🙄

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I like doing good work with good people.

This is my portfolio. 🙌

Thanks for taking the time to peruse.

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I like to follow the slightly-cliché approach of "problem solving" with my work. I believe that design, at its core, has an integral role to play in enhancing people's lives. But like life, design often requires anticipating and preempting problems.

So here's some problems I've solved, some problems I've sought out, and some problems that I invented. And then solved.

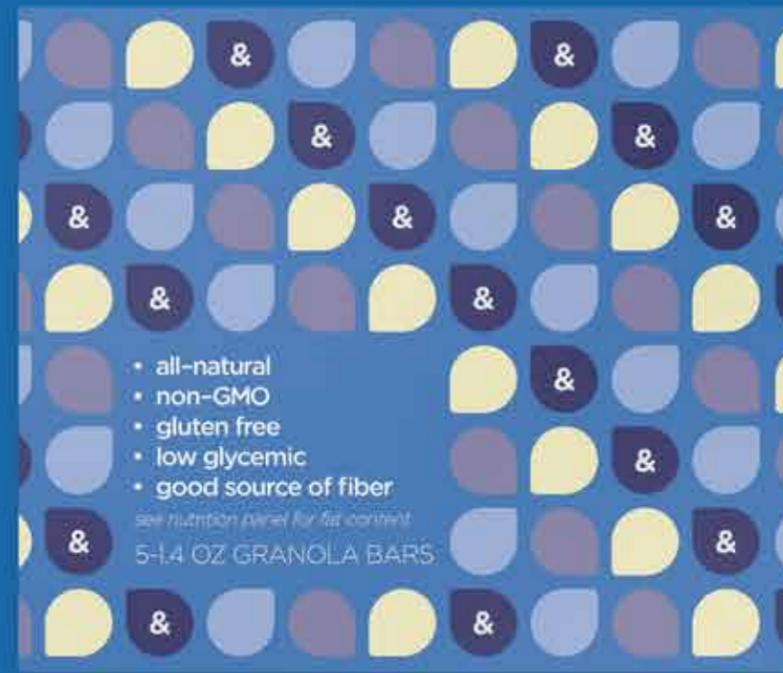
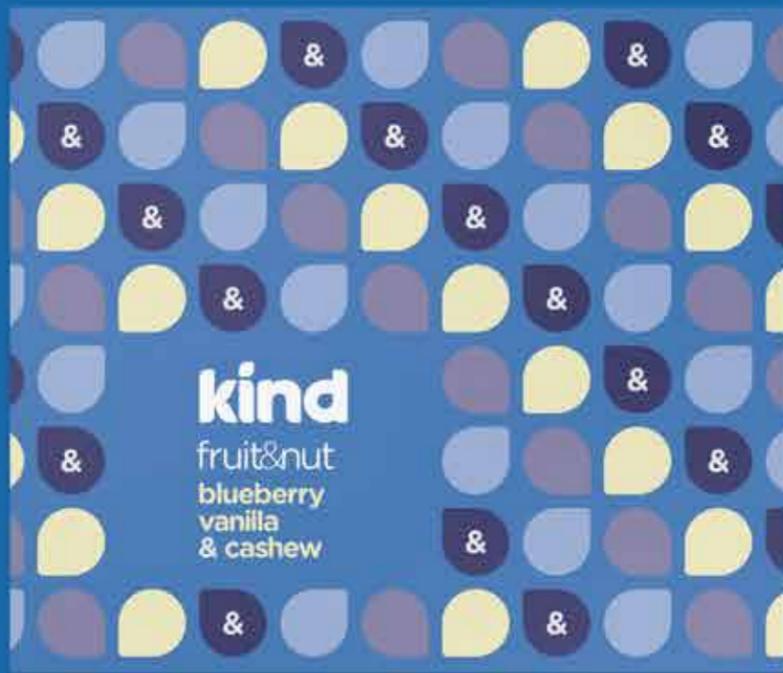
Kind Snacks

Creating a visual system to align a brand's identity with its mission.

—

Logo, Identity, Packaging

Published in The Dieline, Trendhunter,
World Packaging Design Society,
Packaging of the World



Kind Snacks



The logotype was redrawn from scratch, featuring soft edges & natural shapes.



Kind's brand was reworked for serious shelf appeal.

Packaging now plays on the flavors and varieties, rather than strict black & white with geometric elements. Utilizing patterns and iconography makes each SKU unique, consistent, and recognizable.







This complete 180 of Kind's brand more closely aligns its aesthetic with its mission, creating a flexible and dynamic system that's easily applicable to any and all packages while still maintaining the brand's emphasis on high-quality ingredients.

Their entire portfolio of snacks is easily translated to this new visual language.

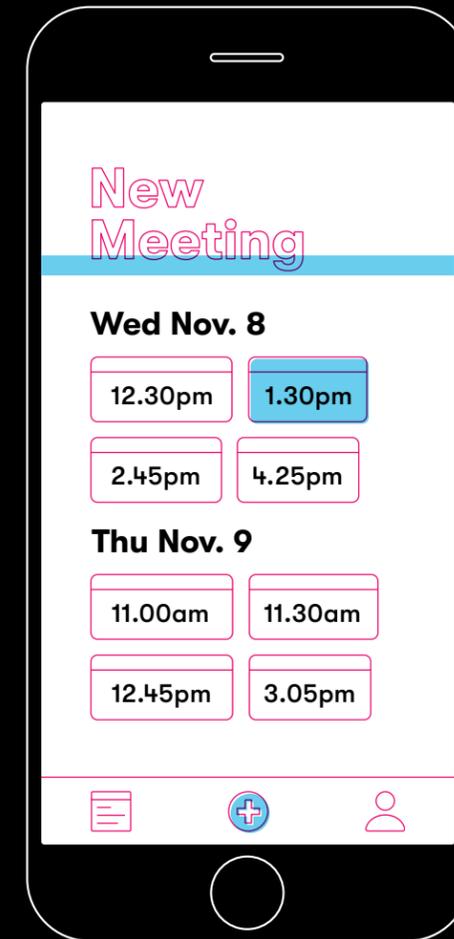
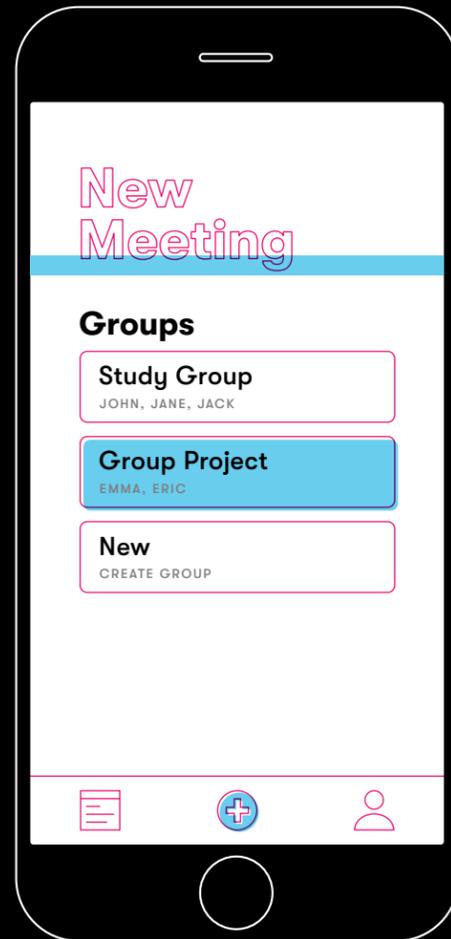
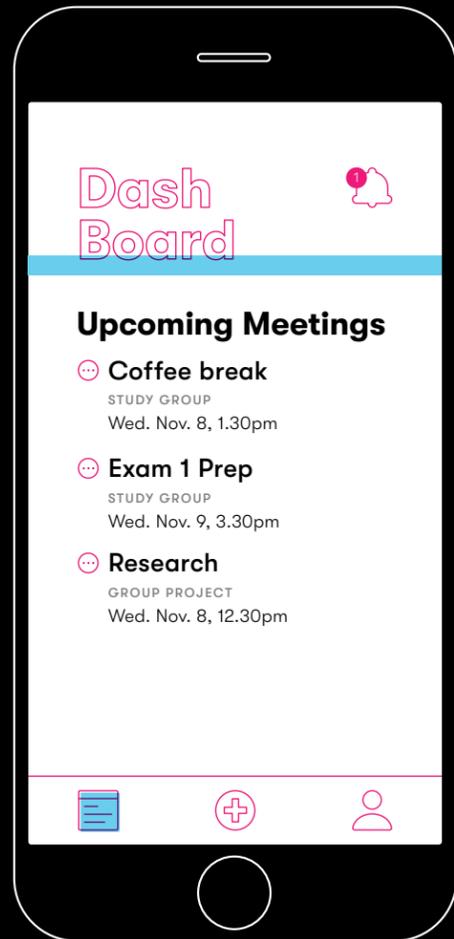


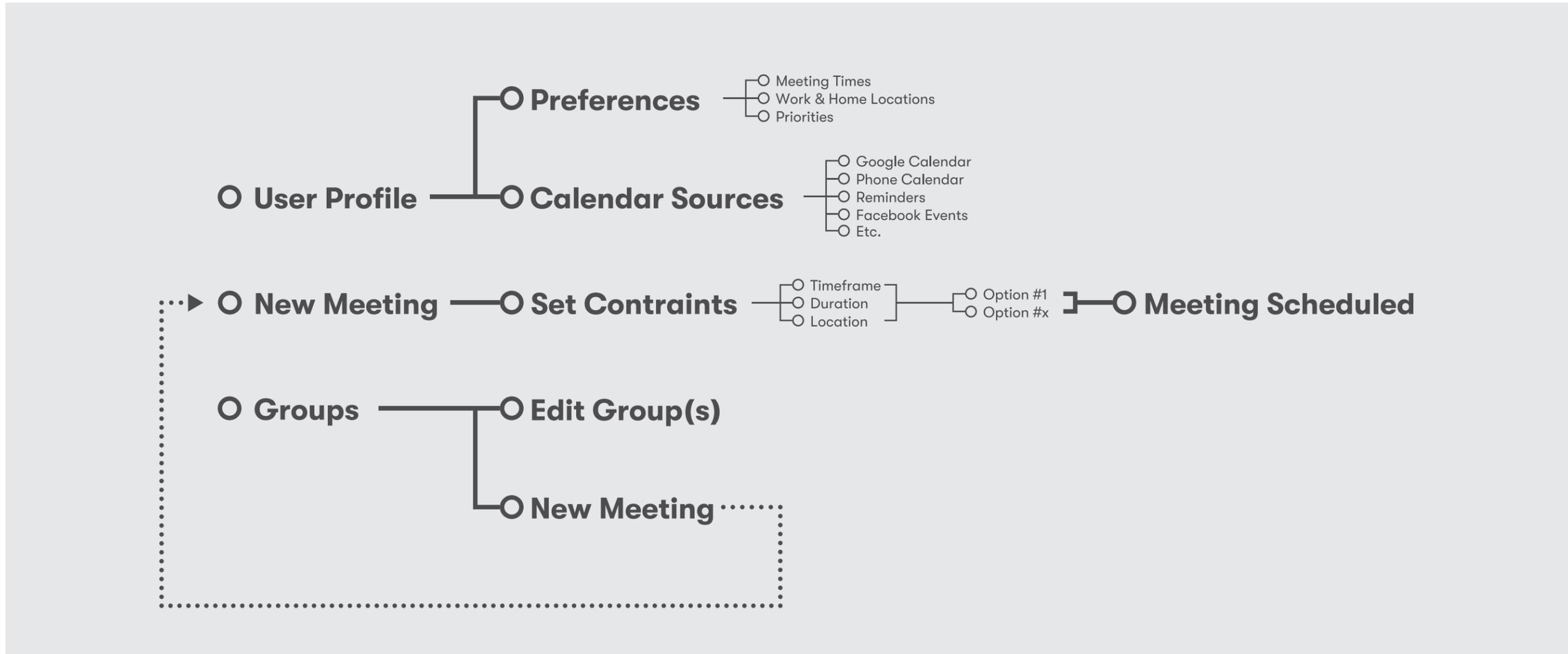
Appt

Simplifying meetings through
carefully designed experiences.

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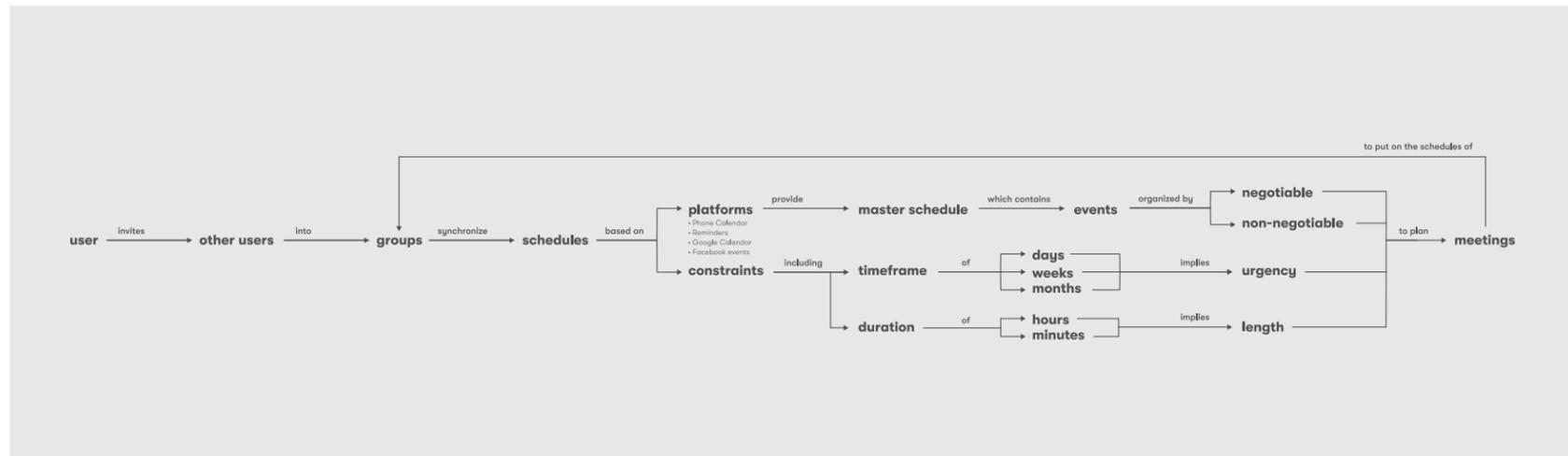
UI, Identity, Animation





Appt is a platform for people to schedule meetings and group events. It makes meetings painless, thanks to a carefully designed experience.

Extensive background work was involved, such as information architecture, concept maps, wireframes, mockups, and storyboards.



Schedule meetings fast.



Dash Board



Upcoming Meetings

 Coffee break



Aesthetically, overlaid contrasting hues play on the combination & synchronization of people to create something greater than the sum of its parts.

Bright colors and simple icons keep the app fun and energizing, promoting collaboration and encouraging usability.

JOHN, JANE, JACK

Group Project

EMMA, ERIC

New

CREATE GROUP

Kneads & Wants

Building an engaging yet simple brand
on a scrappy budget.

—

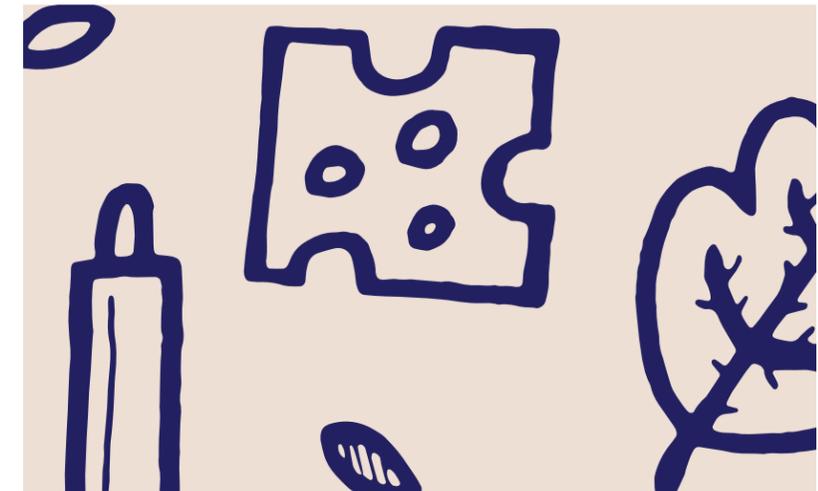
Logo, Illustration, Packaging

Kneads & Wants



Kneads & Wants hand-bakes and bike-delivers sourdough bread.

They needed fun, witty, and (above all) cheap packaging to match.



A friend of mine embarked on a delicious, entrepreneurial summer of bread-baking.

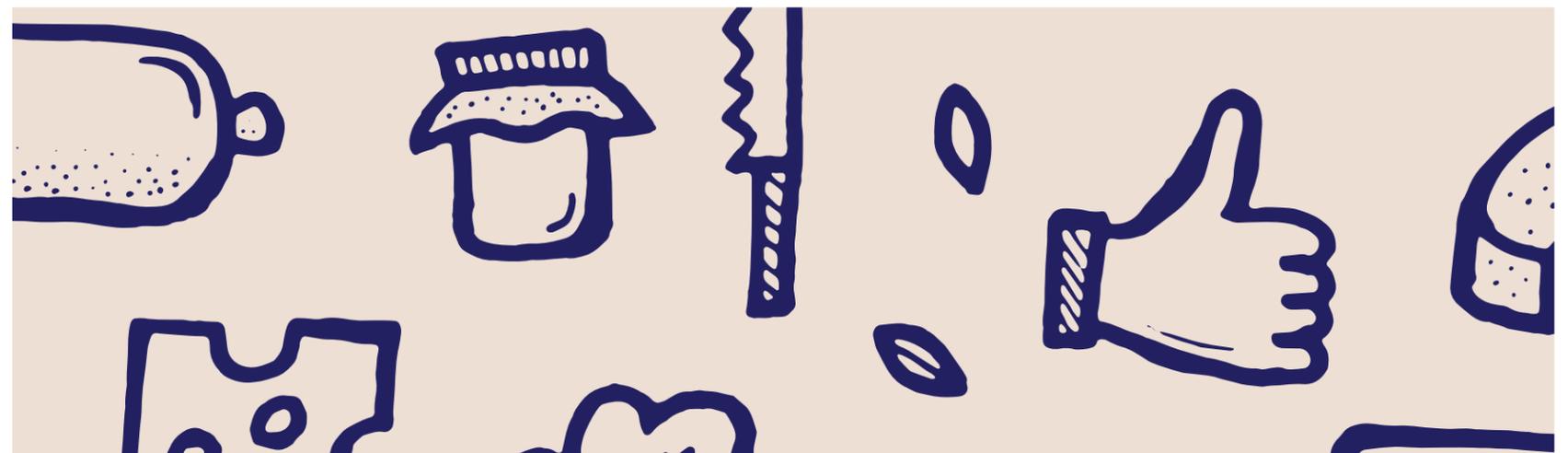
Unfortunately, I'm gluten intolerant.

So in lieu of buying his bread, I wanted to brand his bread. He didn't have much in the way of a marketing budget, so we wanted to keep things cost efficient while still injecting personality.

KNEADS



A whimsical pattern drew (ha) upon the idea that bread isn't just about bread — it's really a vehicle for the ingredients.



Penrose Software

Humanizing technology for a flexible,
metaphorical brand experience.

—

Logo, Identity, Naming

Work done at Capsule



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Co-Founder & CEO

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Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec arcu purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis eros ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque arcu. Donec malesuada arcu vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper. odio nish rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc arcu, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget.

Quisque scelerisque sagittis nulla et porttitor. Mauris a justo et tellus interdum tristique. Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae. rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing locus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a couman quis quis nish. Vestibulum id purus lorem.

Jane Doe

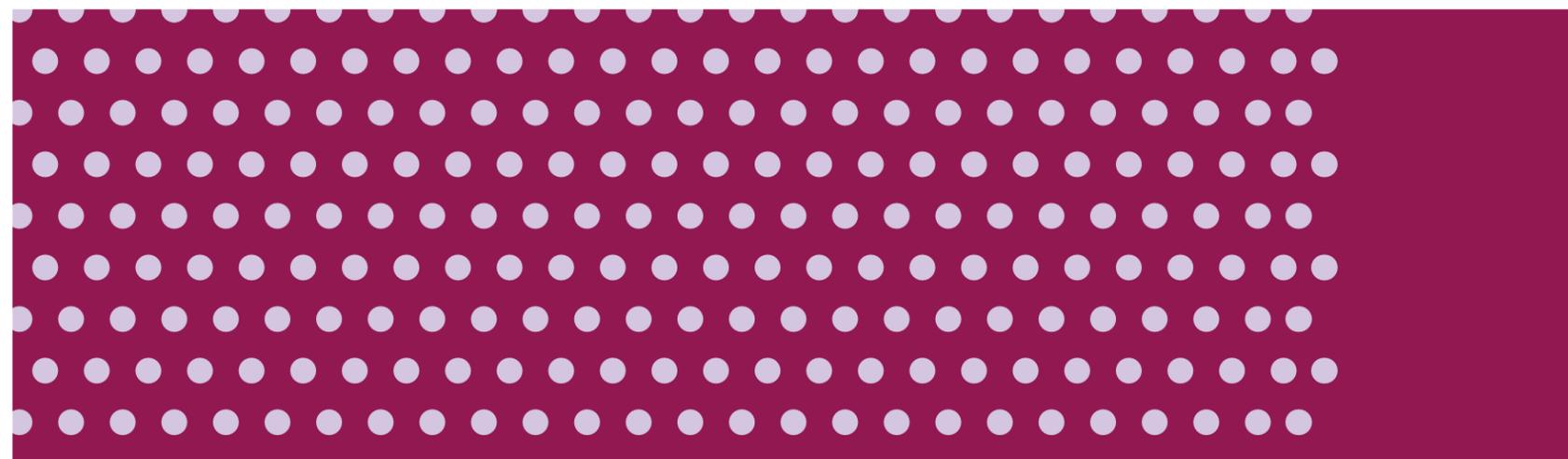
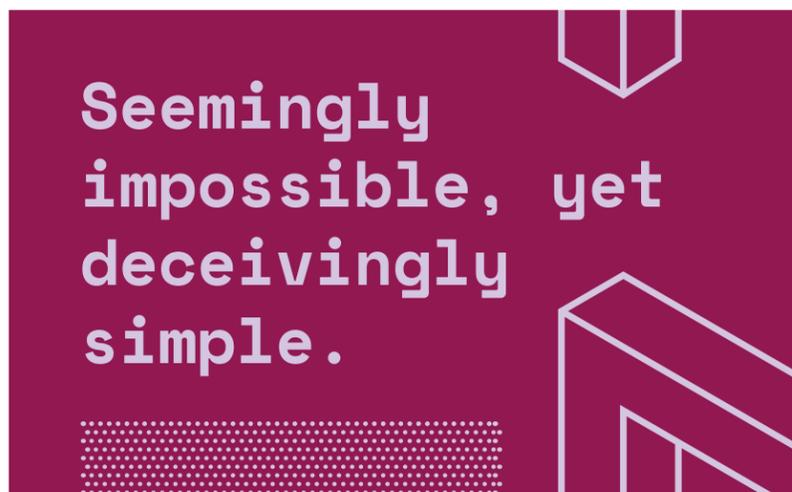




Penrose is a software company making the seemingly impossible deceptively simple.

Translating to its identity, each of the different programs — as well as the overarching brand — plays on this through the visual metaphor of "impossible shapes."

The challenge was to create a system of software brands that feels not just unified, but unique.



Each brand under Penrose's umbrella draws upon a new impossible shape relating to its core use & purpose.

Inspiration and differentiation were drawn from larger technology and software enterprises like Google Drive and Microsoft Office — not just their identities, but naming conventions as well.

Penrose's typography, shapes, & color hint at traditional technology identities, but add a unique twist to join with the brand's framing: seemingly impossible, deceptively simple.



Crankset Coffee

Cross—pollinating two passions to be greater than the sum of their parts.

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Logo, Identity, Packaging

Published in Packaging of the World



CRANKSET ROAD ROAST

a smooth & refined light coffee

16 OZ.



CRANKSET CROSS ROAST

a fun & versatile medium coffee

16 OZ.



CRANKSET MOUNTAIN ROAST

a bold & adventurous light coffee

16 OZ.





Crankset Coffee is a brand driven & influenced by the culture of cycling – it fully embraces the culture of cycling, cross-pollinating aesthetics, attitudes, and functionality.

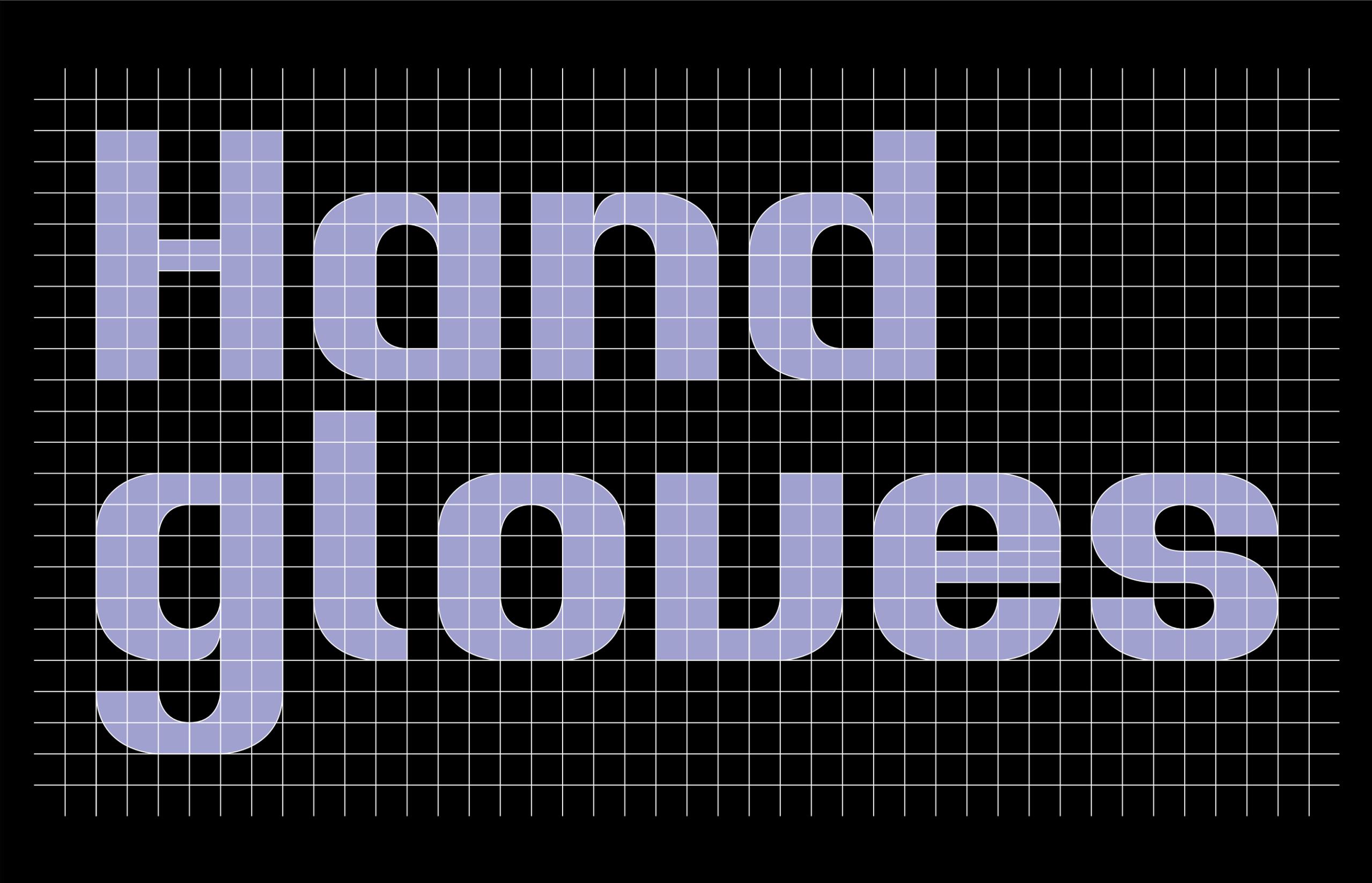


Chicago Neue

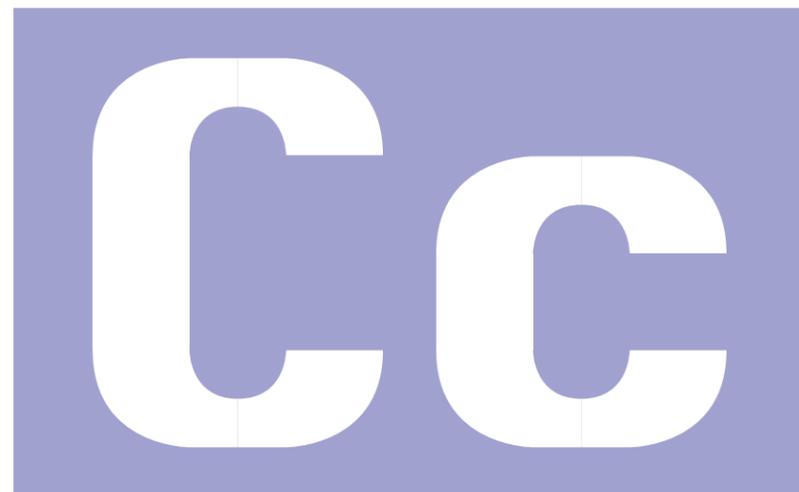
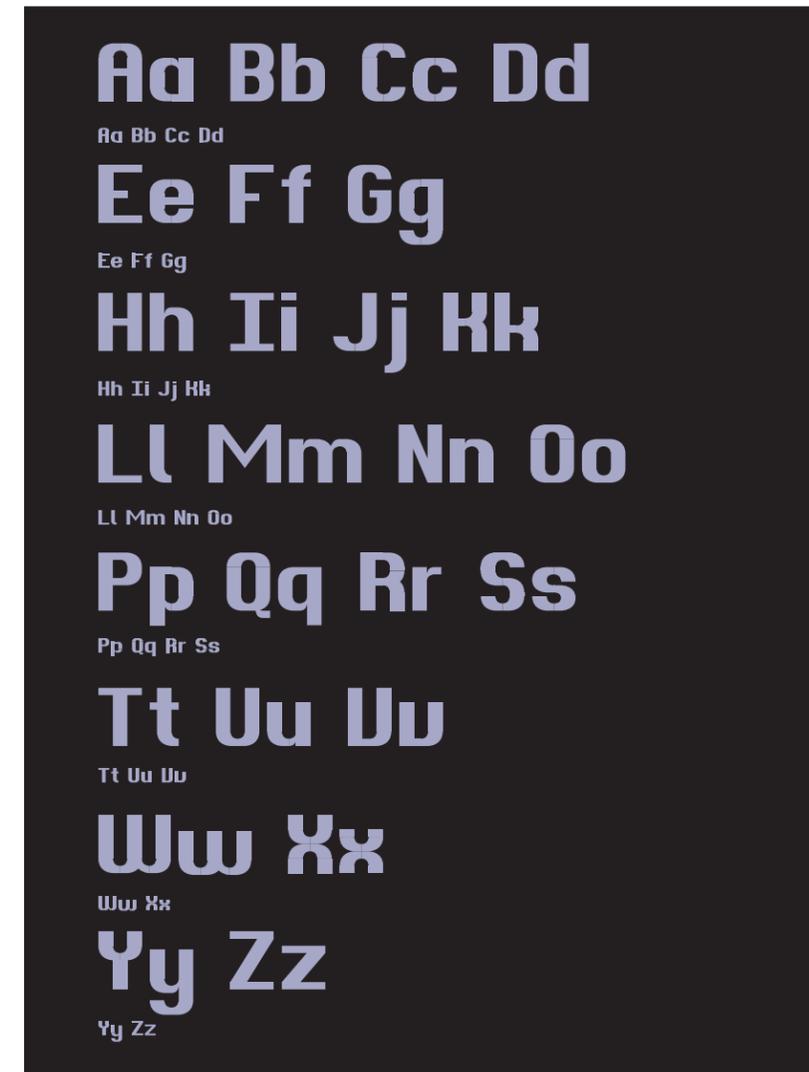
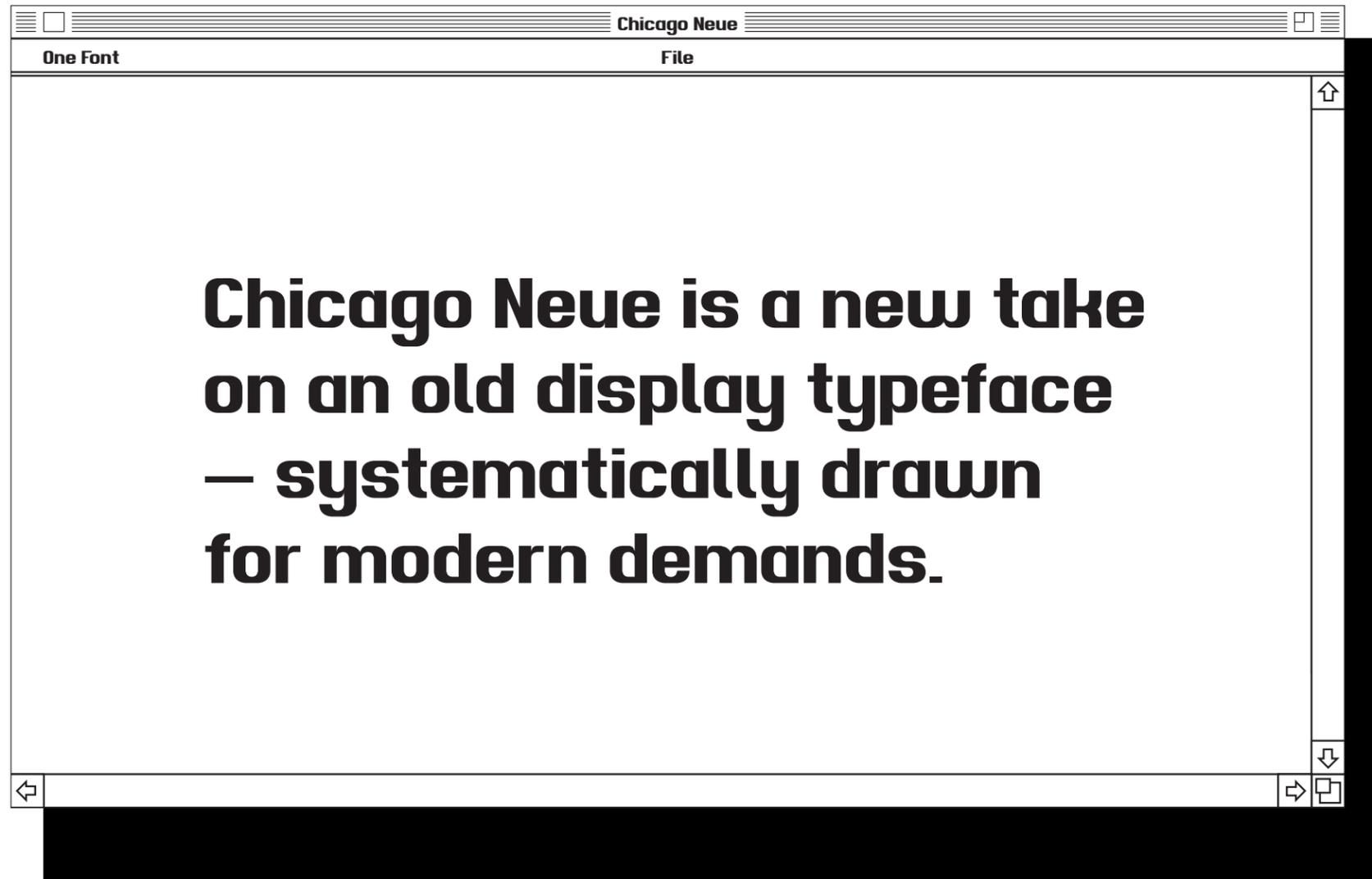
Modernizing nostalgia.

—

Typeface, Specimen



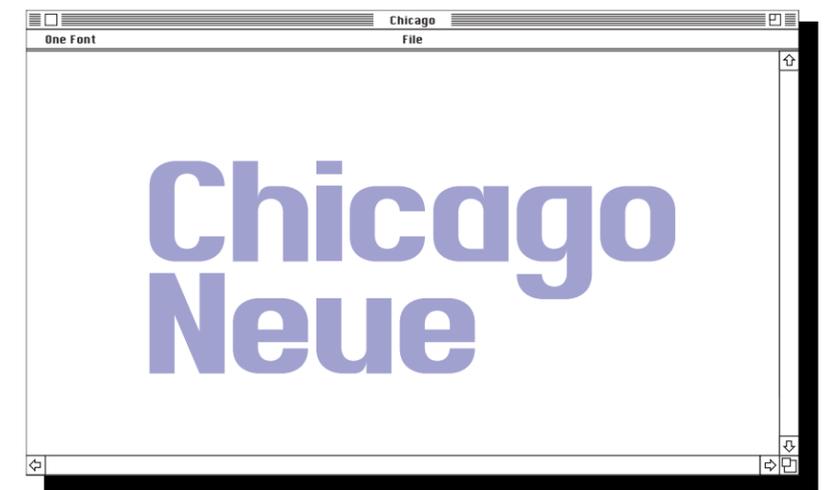
Handglowees





I grew up entertaining myself with rudimentary typographic experiments in AppleWorks 6. Chicago Neue is a typographic ode to Mac OS 9.0, 300 megahertz processors, and that wonderful lavender interface.

Its modular construction pays homage to the funky shapes and angles of the old typeface, while more fully updating the letterforms for high-resolution digital use.



Desert Solitaire

Finessing the visual metaphor of
human & wilderness.

—

Layout, Illustration

Desert Solitaire

a season in the wilderness



Edward Abbey

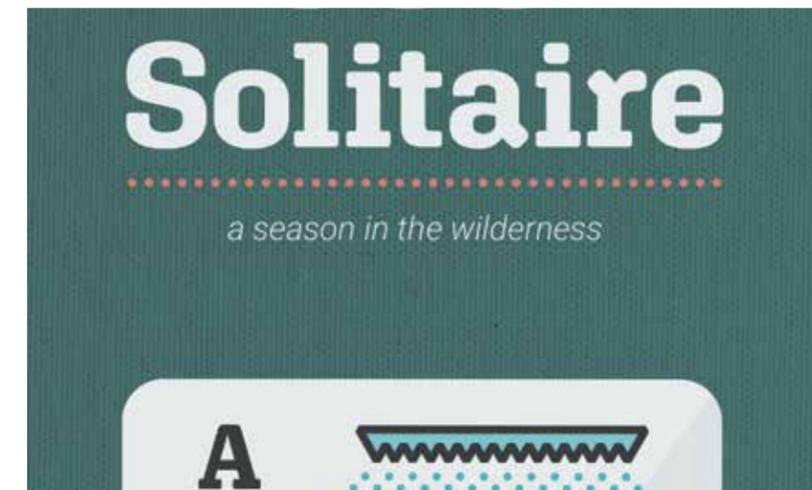
Desert Solitaire **AC** Abbey





Desert Solitaire is a seminal environmental novel by Edward Abbey from 1968.

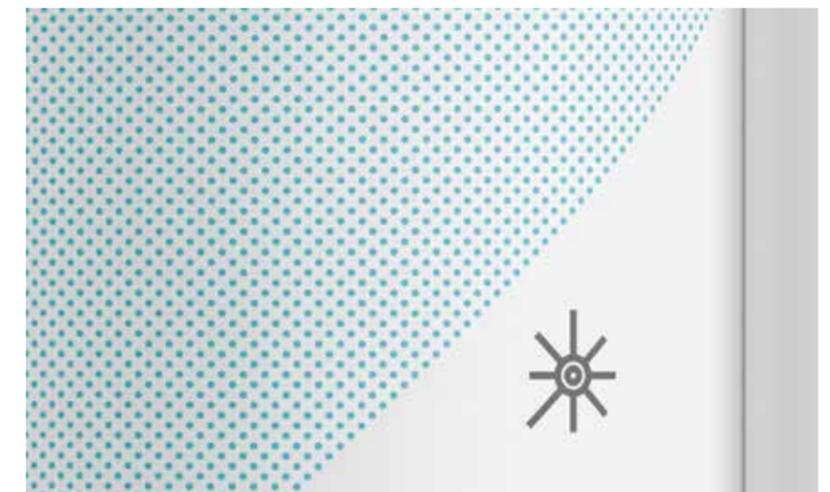
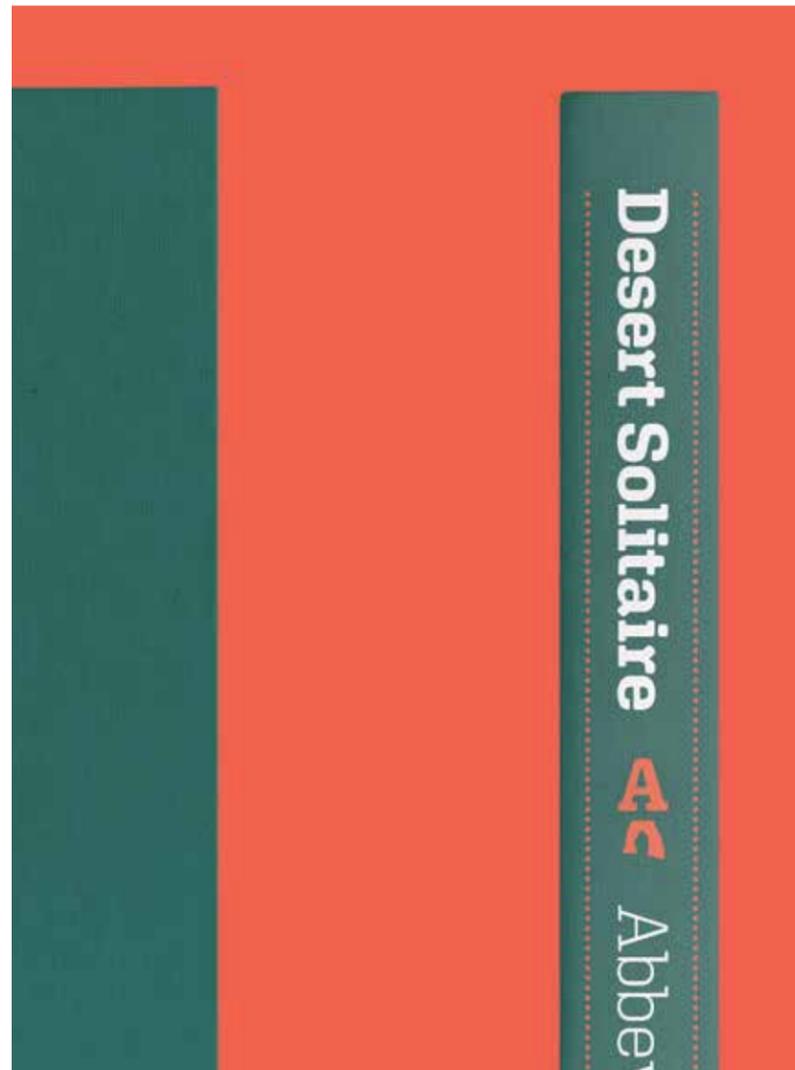
A series of essays on life in solitude as a Park Ranger in Utah, its themes include environmentalism, man versus wilderness, and a healthy dose of anarchism.



The primary challenge was boiling down the book's essence.

Illustration cues were drawn from the American southwest, such as petroglyphs, pictographs, and the color palette of green, orange, and turquoise.

Playing cards reinforced the literal, titular "solitaire" as well as the duality of the human-nature relationship. Throughout each application — cover, book-mark, and poster — the cards remain actual size.



Ecolab Proclean

Creating a massive line of products
that feels boutique.

—

Logo, Identity, Packaging

Work done at Capsule





For their ProClean line of products, Ecolab wanted to build a business-to-business brand with a boutique feel & ownable look that could compete against more recognized consumer brands.

A playful P/C/glove monogram sets the stage for the identity's execution.

For each of ProClean's five product categories, a set of icons was developed into a pattern.





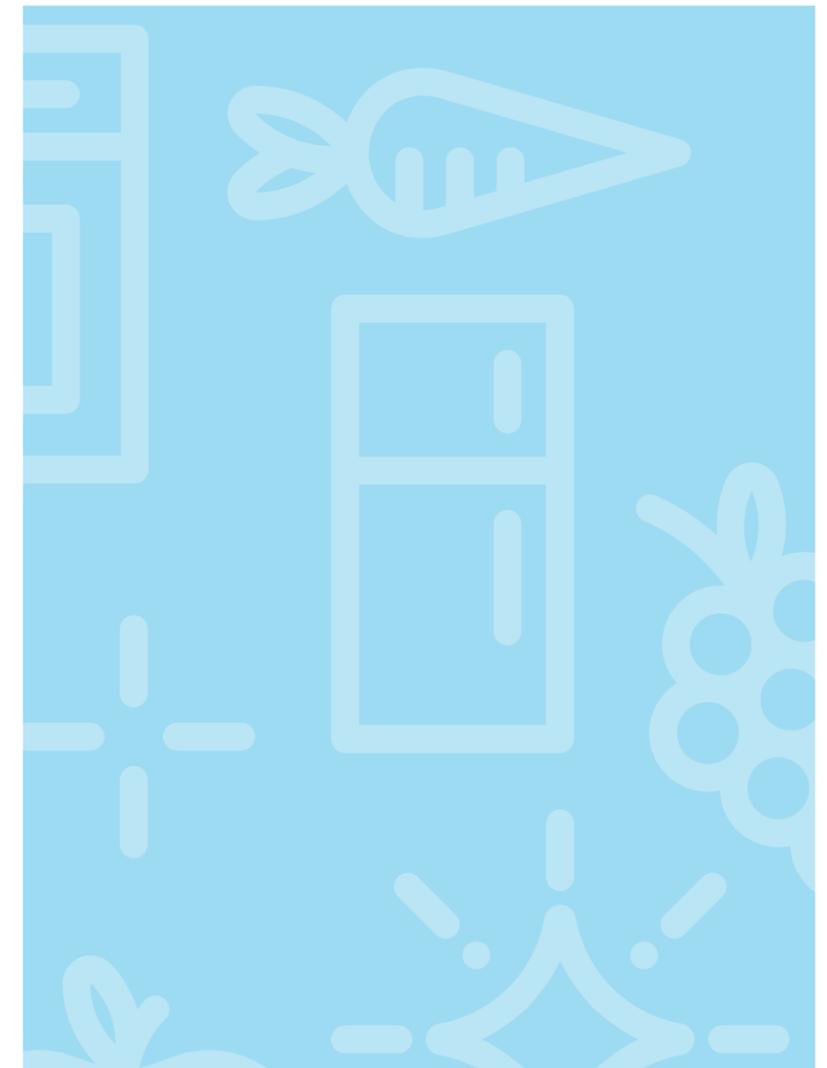
The icons feature soft edges and illustrative qualities but retain a geometric foundation, creating an approachable yet refined aesthetic.





ProClean's portfolio of over 100 different products meant the approach had to be adaptable to a huge variety of product names, languages and levels of copy.

Patterns provided a unique, cohesive, and visually interesting backdrop that also allowed overlaid details to have their own presence.



Thanks for stopping by! 🙌

I hope you enjoyed your stay.

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If not, here's a font joke that might help:

Helvetica walks into a bar.

The bartender says, "Hey, we don't serve your type here!" Then he called the serif.