

 brandongarrison | portfolio

virtual closet app concept

An unused idea of mine which I decided to mock-up.

HOW IT WORKS: When a woman goes shopping for clothing, the item will come with a tag.

The tag has a scan code.

When code is scanned with app it contains an image of the piece you just bought or would like to buy.

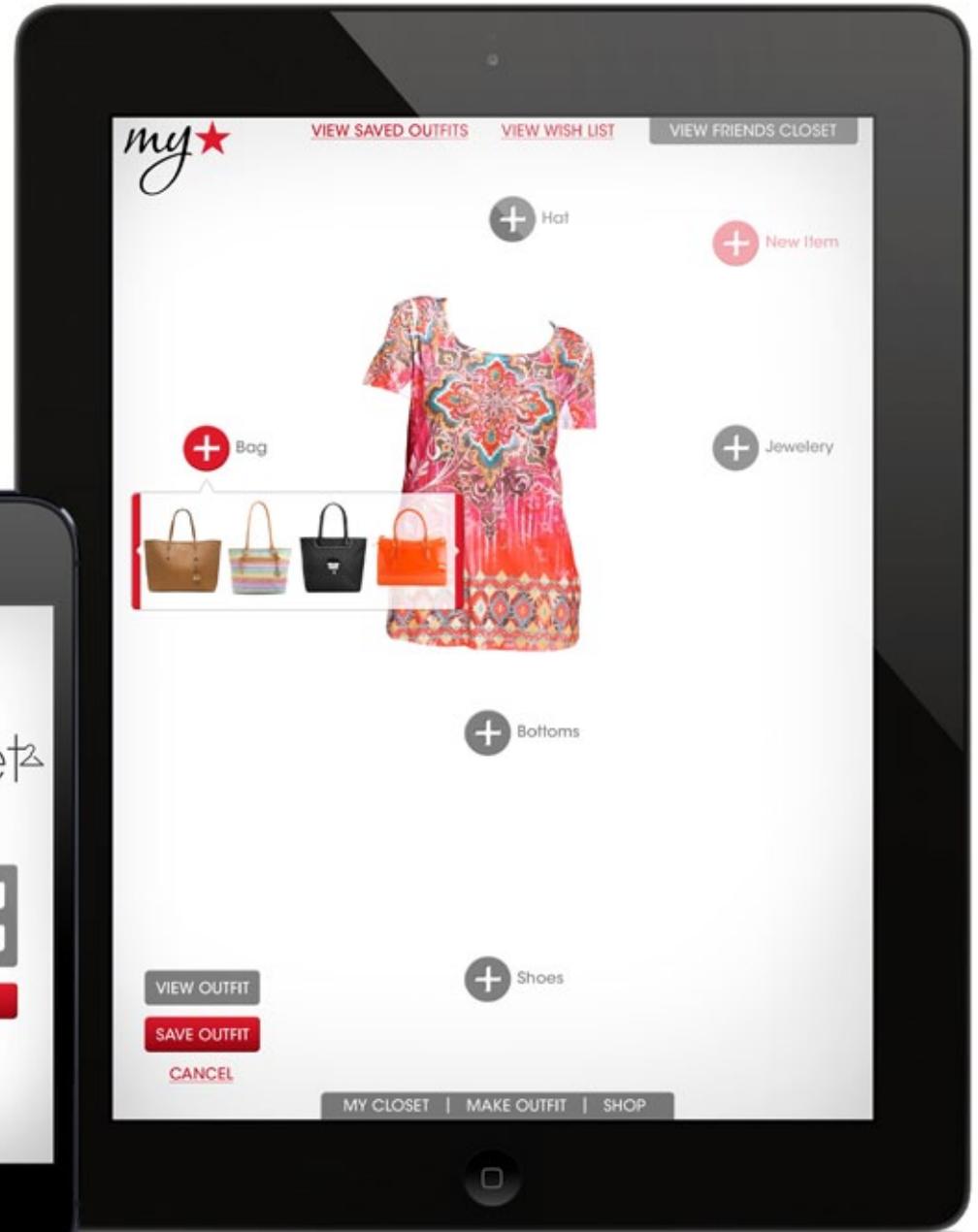
The item goes into your virtual closet.

Your virtual closet is an app that allows you to build your outfit from clothes that you've already scanned into your closet OR allows that app to randomly build outfits for you based on mood, color, weather, etc— from your existing closet OR from online OR a mixture of the two OR from a friends virtual closet.

If you like your friends items, you can buy it from within the app or just call them up or send them a message and borrow it!

You can also share clothing with your girlfriends by bumping mobile devices with them and it will appear in their "wish list" closet.

Based on your settings, if your friend really likes your outfit, they could buy it just by clicking "buy this outfit" and they will be taken to the website where it lives.



[click to watch demonstration](#)

brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com

new balance website redesign concept

The mockup features a dark red header with the New Balance logo and navigation links: 'FIND A STORE', 'SIGN IN / CREATE ACCOUNT', '2 ITEMS', and 'CHECKOUT'. Below the header, a main banner for the '880v3' shoe includes the headline 'RESILIENT BY DESIGN.', a sub-headline 'Introducing the 880v3.', and a descriptive paragraph: 'With Acteva Lite on top of a full length ABZORB layer of cushioning, this high performance 880v3 goes the distance in plush comfort.' A 'LEARN MORE' button is positioned below the text. To the right of the main text is a large image of the shoe and a 'WATCH VIDEO' button. Below the main banner is a 'NEW ARRIVALS' section displaying six different shoe models with their names and categories: Limited Edition 1400 Running, New Balance 5000 Running, New Balance 1400 Running, Windbreaker 574 Cross-Training, New Balance 1600 Walking, and New Balance 990v3 Walking. At the bottom of the main content area is a 'LETS BE FRIENDS' section with a sign-up form for newsletters, a 'SUBMIT' button, and social media icons for Facebook, Twitter, Pinterest, Instagram, and YouTube. A footer contains links for 'CUSTOMER CARE', 'ORDERS & ACCOUNT', 'ABOUT NEW BALANCE', and 'CONTACT US', along with copyright information and a site map.

click to watch demonstration

brandon n. garrison { art director, illustrator, digital retoucher } p: 312.402.7521 | e: bgarr@brandongarrison.com

collapsed

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FRONT PAGE Updated: 5 mins ago



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- Cardinals sign Adrian Wilson to...
- Arizona Cardinals coach Ken...
- Penatibus et magnis dis parturient

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Wambach scores as U.S. tops France in Olympic opener
After falling behind 2-0, the U.S. rallied for 4-2 victory against France behind two ...

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Arizona Diamondbacks send Ryan Roberts to Tampa Bay Rays
by Bob McManaman and Sarah McLellan - Jul. 24, 2012 10:45 PM
July 4, 2012 - The Diamondbacks' Ryan Roberts watches his base hit in the first inning against the Padres.

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p: 312.402.7521 | e: bgarr@brandongarrison.com


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\$32.00
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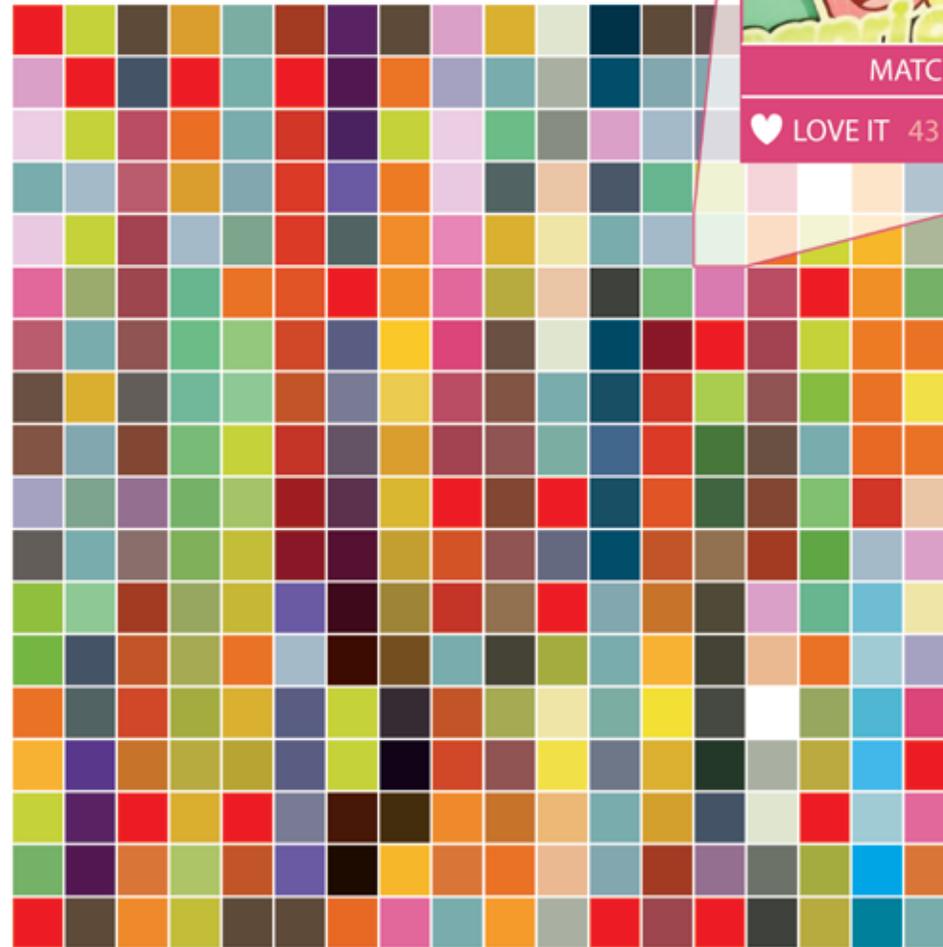



color/style aggregator tool

A concept that would dynamically update with user generated photos demonstrating their fashion favorites of the moment allowing Kmart to not only spot color/fashion trends as they are developing but suggest outfits/accessories to match those color moods. This would function as a Tumbler-like engine and update in 60 second intervals, pixel by pixel, from left to right. Each "pixel" shown, is just a small portion of a full image. When the pixel is clicked on, the full image preview would expand forward. When the "Match This" button is clicked, a larger version of the photo is revealed along with apparel items from Kmart that would match nicely with that particular shared photo.

tool over state

COLOR INSPIRATIONS



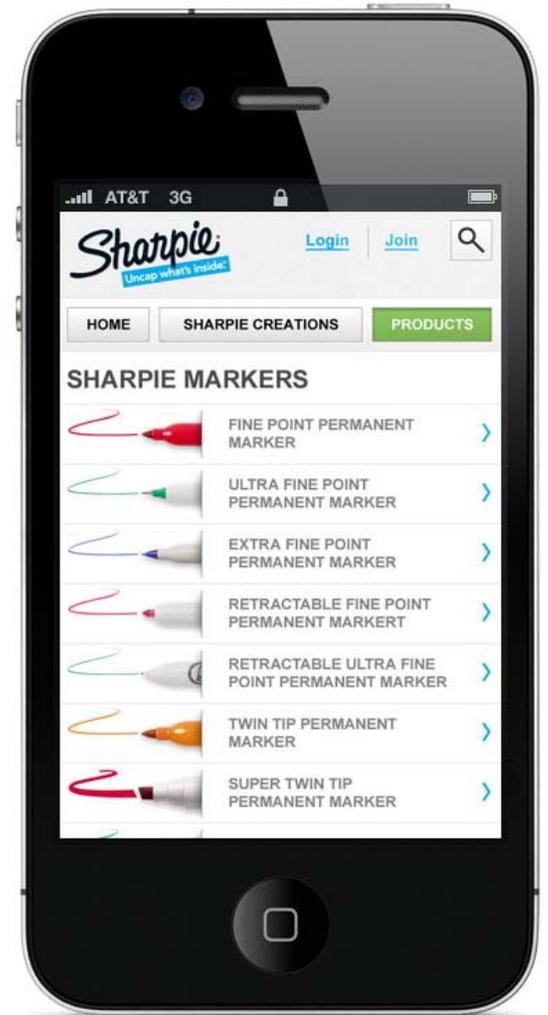
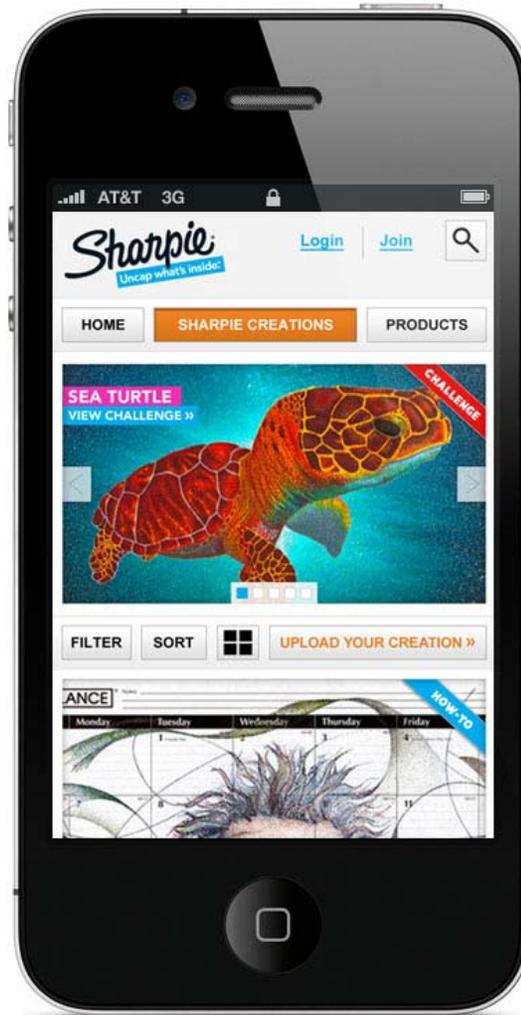
► SHARE YOUR OWN COLOR INSPIRATIONS

color/style aggregator tool

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tool click-through state

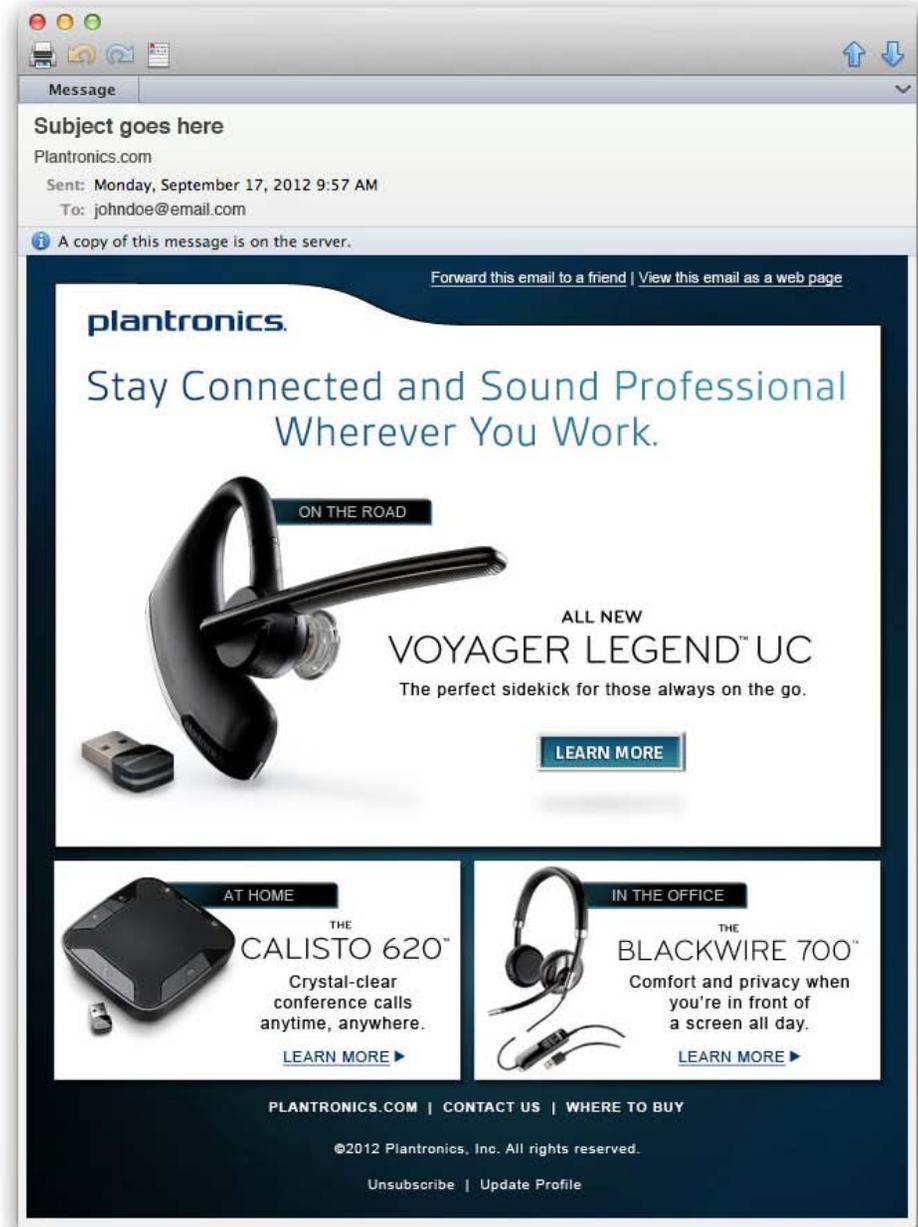
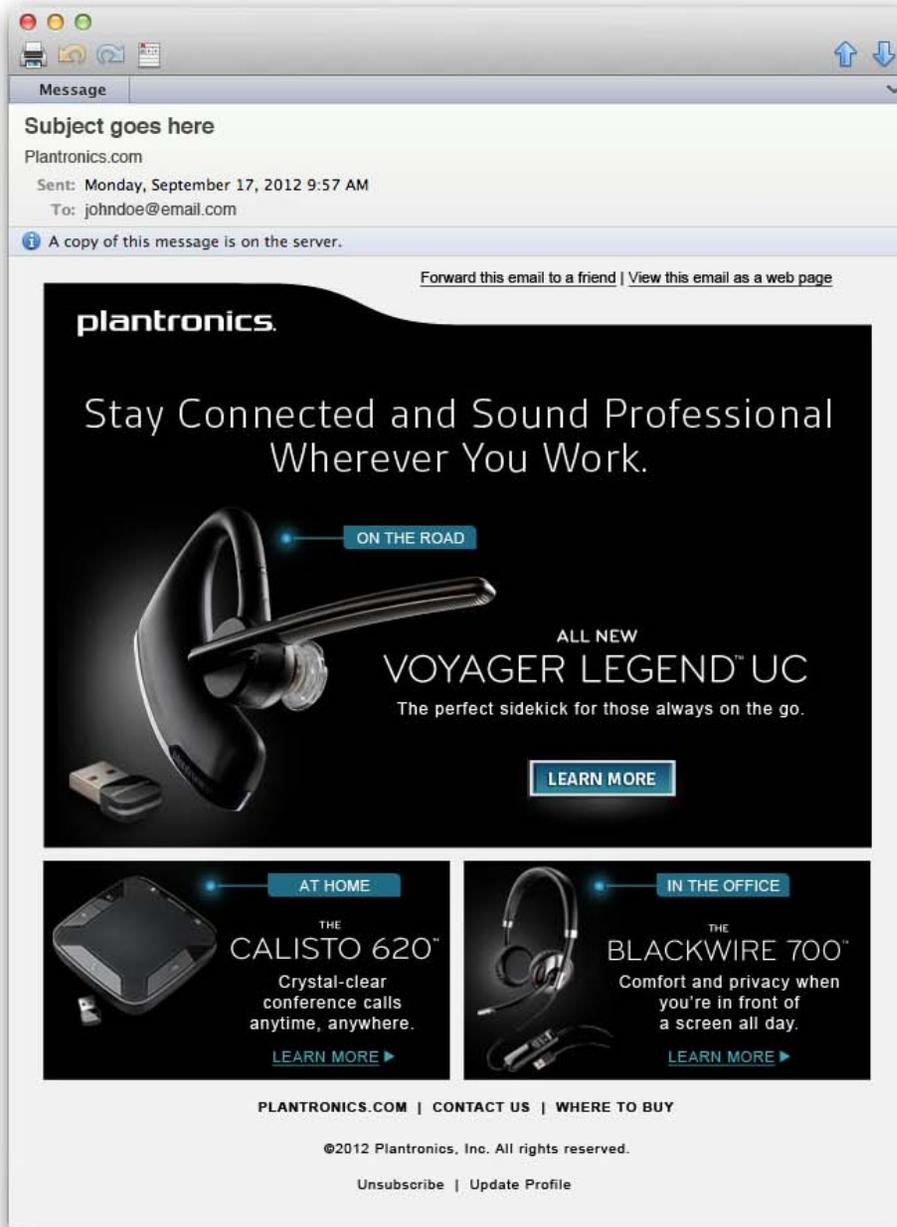




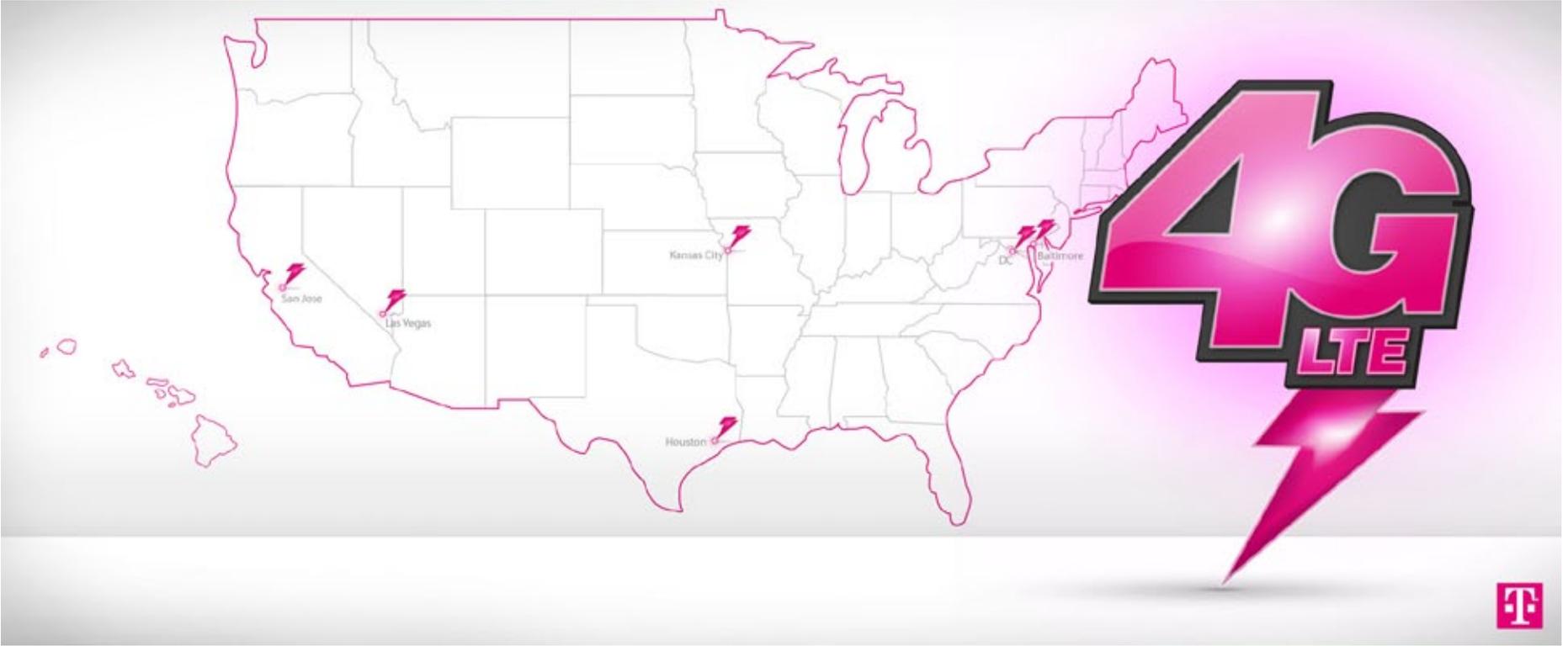
Scan to view on your mobile device OR feel free to click this <http://m.sharpie.com>

brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com



mobile facebook post



brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com

mobile facebook/twitter post



Composition I directed & photographed of fellow co-worker



brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com



Composition I directed & photographed of fellow co-worker



mobile facebook/twitter post



brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com

Vector reproduction of Hollywood Boulevard Star



Reference I used for rendering



taco bell unlock the box campaign



UNLOCK THE BOX

FOR A CHANCE TO WIN A PLAYSTATION® VITA
ONE WINNER FOR EVERY 15 MINUTES!

RICH MEDIA WEB BANNERS



APP



WAP BANNERS



RESPONSIVE WEB EXPERIENCE



taco bell unlock the box banner



click to experience expanded banner

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p: 312.402.7521 | e: bgarr@brandongarrison.com

taco bell ps vita promo box



{ concept 1 }



Tombstone Save A Slice banner

collapsed

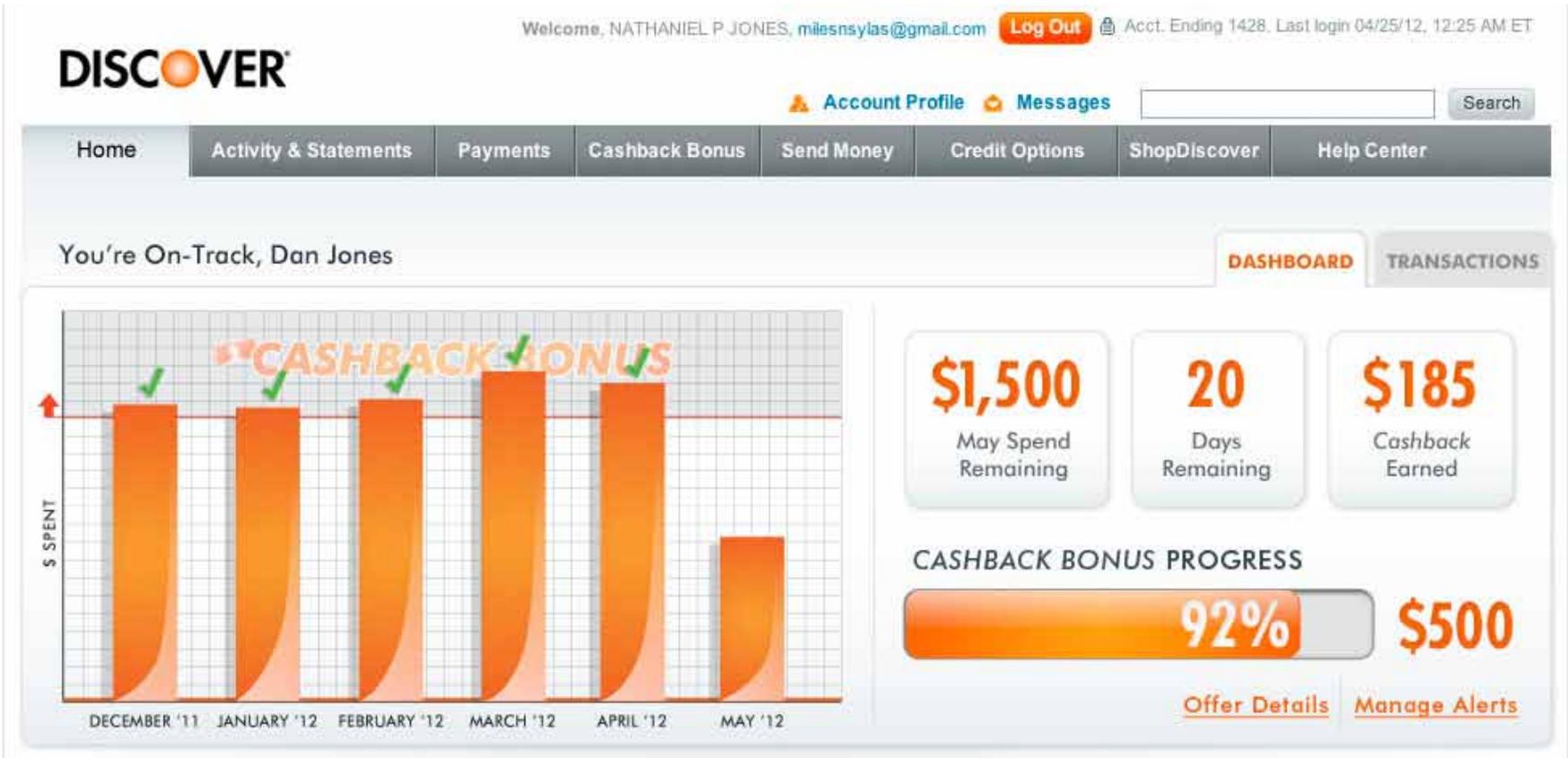


expanded



click to experience expanded banner

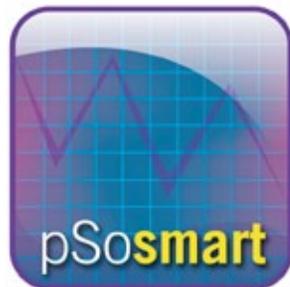
Discover Cashback Bonus tool



chosen psm app icon



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STELARA™ is an injection given by your healthcare provider at weeks 0, 4 and every 12 weeks thereafter.

STELARA™ Support

Cost Support & Insurance Info

skintel Application

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Register & Sign In

Lorem ipsum dolorem lorem ipsum dolorem lorem ipsum dolorem

▶ Register Now

Morbi sagittis cons

Dictum faci scelerisque sit amet.

▶ Dolore Fer

Morbi sagittis cons

Duis tempor tempor lacus non dictum. malesuada vitae vive rra quis ipsum derty.

▶ Dolore Fer

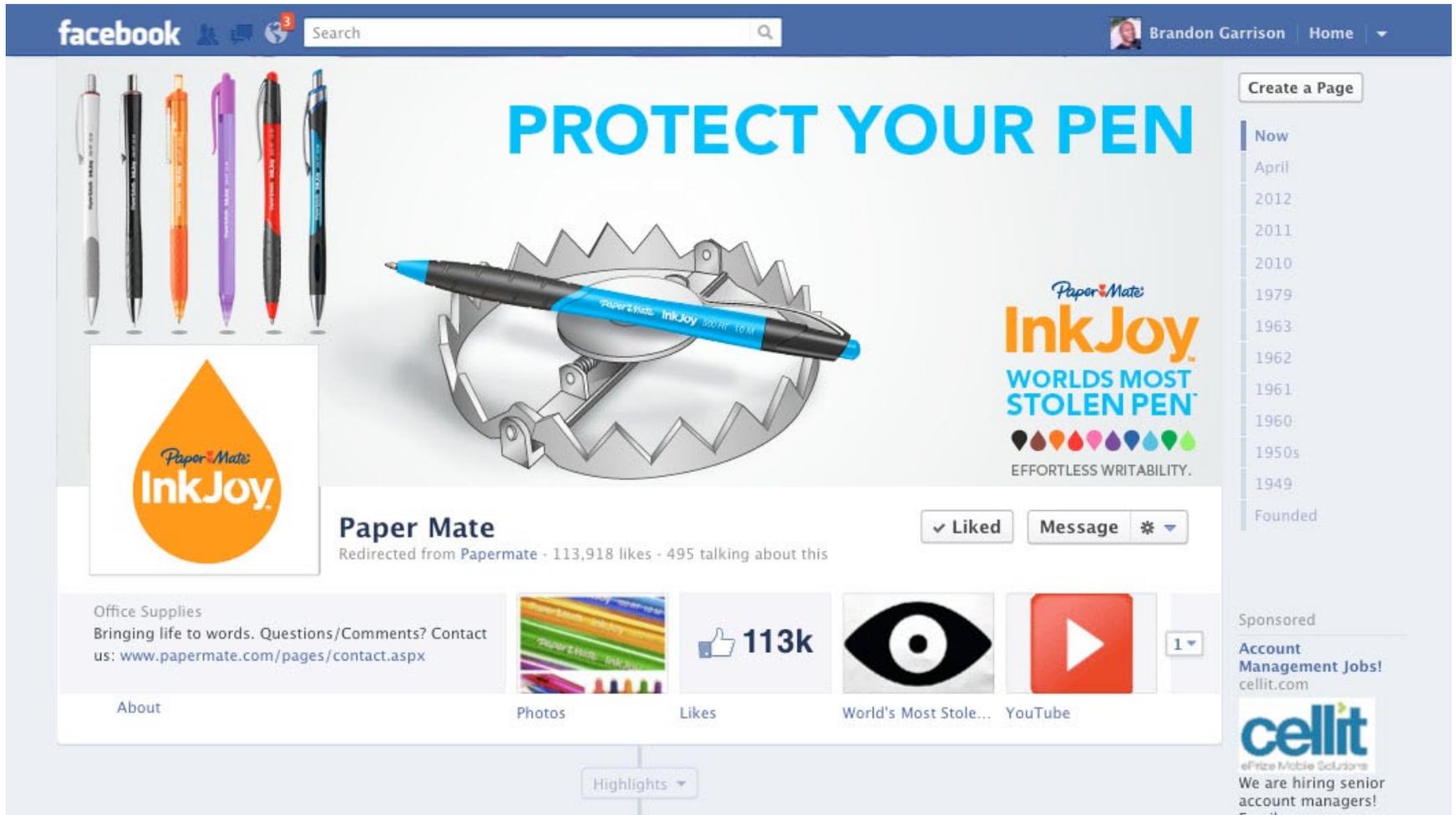


EXPO Eraser Smarts Facebook App Cover Art



click to play!

PaperMate Facebook Cover Art



brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com

PaperMate web banner



click to watch banner animation

brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com

mygofer virtual store

Mygofer is an online shopping service that delivers to you, usually within 2 hours, wherever you are, for free. This is a service being launched in big cities to accommodate busy people. It occurred to me that I often don't get my groceries until the weekends, even if I really need something. The reason why; after a long day at work, I'm tired. The last thing I want to do is go to the grocery store. And on days when I take public transportation, who knows when I'll make it home. Then it hit me; what if I could use mygofer to shop on my way home then they could meet me there. And that's exactly where this idea came from! Take a bus stop shelter, subway deck, airport terminal, you name it; set-up a wall of beautifully shot products with their normal UPC and voila - it's a store! Products shown can be scanned using the mygofer mobile app, added to a shopping list and ordered while the shopper waits for her bus ride home.



stelara mobile game concepts

We wanted to explore ways in-which to build fun mobile games that still had a bit of an educational purpose to them. Caridee English was still newish as a spokes person for Stelara but I loved the notion of her as a Psoriasis Warrior (a term developed by a team member during a brainstorm). For one game concept; I thought it'd be cool if Caridee, being a model, had a spaceship in the shape of a stiletto heel and that she would shrink down, be injected into a person's body armed with Stelara guns. She has to make her way through the blood stream turning "bad proteins" into "good proteins" until she eventually meets up with the Big Boss Psoriasis! So that's how that came to be.

The Plaque Blaster game came about as a way of demonstrating how the IL-12 & IL-23 proteins come together to create additional layers of skin that eventually become plaques. You are a blaster filled with Stelara. You can only spin in circles and you must blast the proteins which are floating up from below before they have a chance to form layers above you. If the protein layers extend down and hit your blaster, you lose a life and have to start over. The higher your score gets the faster the proteins rise!



caridee english pso warrior game

stelara plaque blaster game



kmart holiday rich media banner concept

collapsed



expanded



click to watch banner animation

Composition I directed & photographed of fellow co-worker



Original photo. Logo on bag was mis-printed/distorted. I retouched out & replaced with a clean logo.

Composition I directed & photographed of fellow co-worker



Original photo. I retouched the sandwich to make a bit more appetising, plus removed a chair in the background to better resemble a home instead of the office this was photographed within.

gatorade movember bottle



mustachioed gatorade for november

I fashioned these fancy pieces of lip jewelry in photoshop & retouched them onto this manly thirst quenching beverage

brandon n. garrison { art director, illustrator, digital retoucher }

p: 312.402.7521 | e: bgarr@brandongarrison.com

basket pos

This particular idea popped into my head as one of the last places I've yet to see used as promotional space in the world of print. Being single, I typically use the hand basket and as shoppers, we always find ourselves looking into the basket to make sure we have everything we need. What better place to introduce people to a new item or service?



Cool shoes.



The perfect birthday card.



A few groceries.

It's all in the bag.



more samples available, lets meet! | 312.402.7521 • thank you