

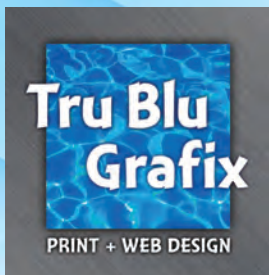
PORTFOLIO

Print Design

Signage Design

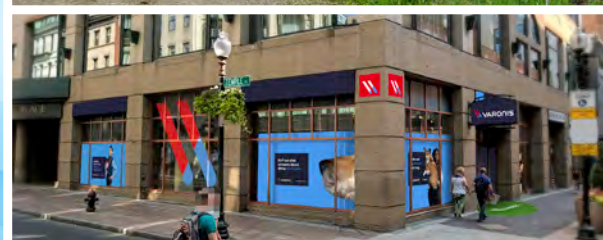
Advertising Design

Package Design



Tara Vermette
MULTIMEDIA DESIGNER

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TruBluDesign.biz

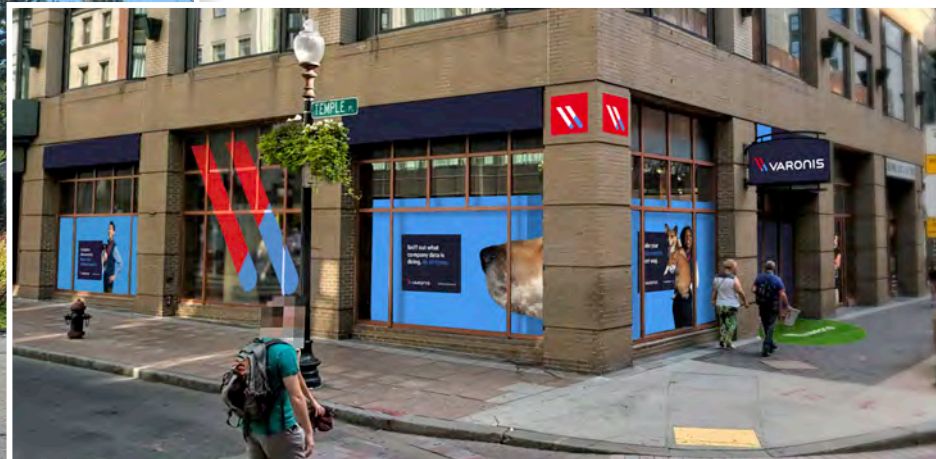




Vehicle Wraps

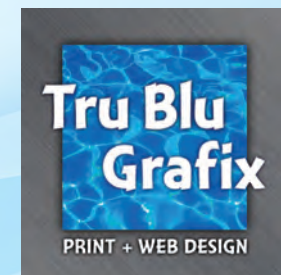
Examples shown here were created with minimal initial ideas from the client. Once final design was completed, I prepared large scale files for print production and installation.





Storefronts + Larger Displays

Utilizing client logos, colors and styles to create engaging signage to attract existing and new clientele.



KEY FINDINGS

NEED FOR
CONTACT AND
UNIQUE CLIENT
REFERENCES...

77%

Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.

47K

Lorem ipsum
dolor sit amet,
consectetur

9%

Nulla metus
odio, vehicula
quis felis quis,
sodales

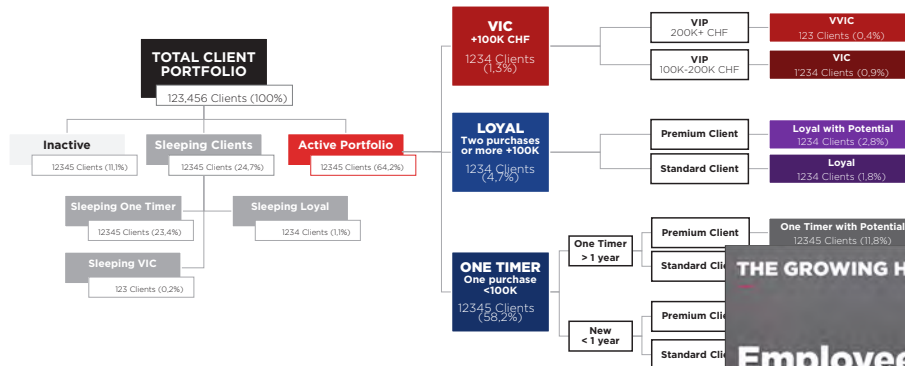
94%

Lorem ipsum
dolor sit amet,
consectetur

CLIENTELING
APPLICATION
ADOPTION IS
GROWING...

HUBLOT
FUSION

NEW SEGMENTATION ON MARCH 15TH, 2023



HUBLOT

THE GROWING HUBLOT TEAM

Employees
Worldwide

1980
ONE
founder

2009
100
employees
worldwide

2013
400
employees
worldwide

2022
MORE
THAN
800
employees
worldwide

2024
MORE
THAN
1000
employees
worldwide

HUBLOT

HUBLOT RETAIL SEMINAR
HOW NOT TO BE LOST IN THE MIDDLE
2023

Presentation + Deck Design

I worked with Hublot on multiple projects, ensuring their seminar presentations were polished and effectively communicated their message. I cleaned up content to meet brand standards and found appropriate imagery and created necessary infographics.

Tru Blu
Grafix

PRINT + WEB DESIGN



iHeart Radio App Live Art Installation

Activate your iHeart Radio App and add to the creation of a live art installation (may be digital, not a NFT). The art installation will take two days to complete. All who participate get entered to win.

- Add AR hotspots with additional [place-based visuals](#) (i.e., additional effects that can be seen on the installation through an individual's mobile device)

UUG



Fan Cameo

Guests magically appear in an artist's music video. Video is immediately shareable through social.

AI-built [background dancer](#) inclusion through [motion capture](#)



Name That Tune

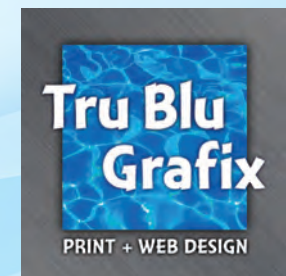
Celebrating the diversity of iHR and performers at the festival itself, this game lets people prove they're the biggest music fans. Leaderboard can be seen both at the festival and through the app. This could also be done with performer-specific trivia games. Both experiences could enter fans for a meet-and-greet.

UUG



Presentation + Deck Design

iHeart Radio Music Festival Proposal Deck Design – Created visual representations for the experiential concepts developed by the creative directors. My tasks involved finding appropriate imagery crafting mock-ups in PhotoShop to accurately convey their vision.



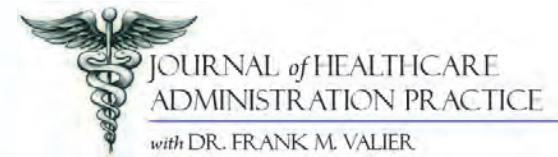


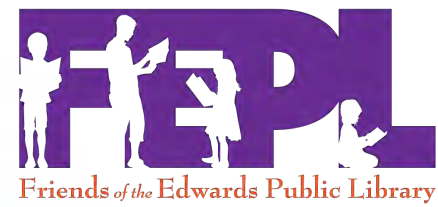
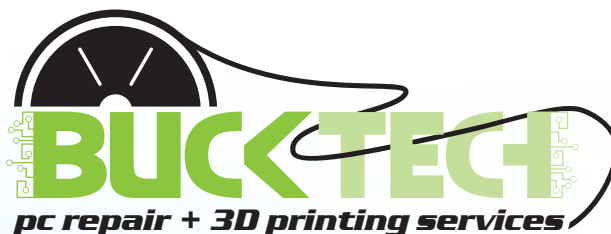
Beverage Design

Using a base template from client, I created various flavors to match to taste and mood of the beverage per client's basic guidance.









Events for 350th required a branded logos as well:



CELEBRATING OVER 20 YEARS

HOMETOWN STRUCTURES

Premium

Storage Sheds

28-Page full color catalog of shed styles and options.



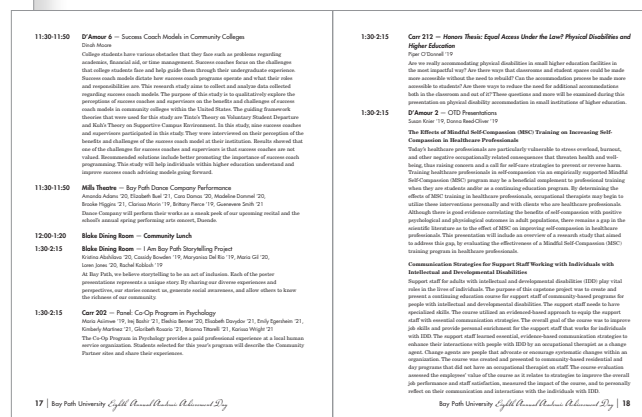
Takeout menu

Letterhead
(Word template)
and note cards.



BAY PATH UNIVERSITY

38-pages showcasing student projects.



Catalog + Other Collateral

Using client's existing brand colors and mood, I create and coordinate printed materials.





Cover Design and Interior Layout (197 pg)

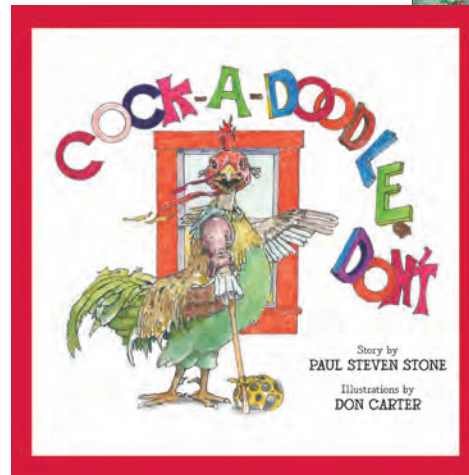


Promo Sticker

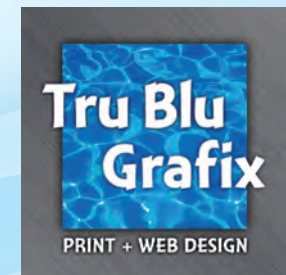
Book Design

I assist a local publisher in creating covers and promotional materials for books as well as laying out text and interior pages.

Cover Design and Interior Layout



Interior Layout (393 pg)



Quarterly
Better Living
Local Merchants - Great Offers
Winter 2021-2022
Westfield • Southwick
Huntington • Russell • Blandford • Granville

Find The Kitty

MI RANCHITO
TEX-MEXICAN RESTAURANT
AUTHENTIC HOMEMADE MEXICAN CUISINE
568-1150
698 Franklin St., Westfield
Next to the Laundromat

APPETIZERS

- Chicken Wings, 6 pcs. \$7.50
- Fried Plantains \$2.50
- Chicken Tenders, 6 pcs. \$5.75
- Fried Yucca \$3.25
- Mozzarella Sticks, 6 pcs. \$5.75
- Jalapeno Poppers, 8 pcs. \$6.50
- Empanadas - Chicken, pork or beef \$2.99
- Cheese & Salsa Nachos Supreme - Served with black beans, sour cream, cheese, pico de gallo and jalapenos \$6.50
- Chili Nachos - Served with cheese and sour cream \$4.49
- Chili Fries - Served with cheese and sour cream \$4.49
- Chili - Served with cheese and sour cream \$4.99
- Tamales - Chicken, pork or sweet baby corn \$4.00
- French Fries \$2.50

BREAKFAST Served All Day!

- Waffle Handover - 3 food eggs with mild sauce over 2 corn tortillas, rice and black or pinto beans \$10.00
- Good Morning Burrito - 3 scrambled eggs with cheese, peppers, onions and your choice of sausage or bacon. Served with home fries. \$8.25
- Egg Sandwich - Your choice of sausage or bacon and cheese. Served with home fries. \$6.50
- Chilaquiles - Made with pieces of fried corn tortilla in green, red or mild sauce and cheese. Served with rice, beans and sour cream \$12.49
- Hot Chicken, beef, pork, chicken or 2 fried eggs \$6.50
- Mexican 1 Omelet - Chopped with onions, jalapeno peppers and cheese. Served with home fries \$9.99
- 2 Egg Omelet - Chopped cheese, sausage, pork or veggie. Served with home fries \$9.00

SOUP & SALADS

- Chicken Tortilla Soup served with guacamole and sour cream \$4.25
- Face Salad - Lettuce, corn black beans, pico de gallo, sour cream, cheese, chips and sauce \$4.50
- House Salad - Lettuce, tomatoes, cheese, black olives, peppers and cucumbers \$6.75
- Tex Mex Chicken Fajita Salad - Sautéed 3 oz. Steak, red & green peppers, onions all over lettuce, tomato and cucumbers \$11.50

ENCHILADAS

- 3 Corn tortillas dipped in red enchilada sauce; rice or green sauce stuffed with cheese. Served with rice and black or pinto beans. \$12.99
- Cheese Chicken - Sautéed Beef - Sautéed Beef - Sautéed Beef \$14.99
- Choose Shrimp or Fish \$14.99
- Pork or Poultry Enchilada - a marinade of chicken, apples, dry chiles, pineapple and roasted vegetables \$12.99
- Enchiladas de Domingo - Stuffed with onions and chiles cheese dipped in red sauce with a touch of cilantro with your cream over the top. \$13.99
- Enchiladas Salsas - Red sauce with your cream covered with melted Swiss cheese \$13.50
- Add chicken \$2.00
- Add Beef or Pork \$2.50
- Add Shrimp \$3.25

FACITAS

- Sautéed green and red peppers, cheese, lettuce and tomato. Served with 3 flour tortillas \$12.99
- Choose Chicken - Steak - Pork - Shrimp \$14.99

SIG PLATES

- Pelle a la Plancha Pile - Grilled chicken served with small salad, 3 corn or 2 flour tortillas, rice, black or pinto beans, guacamole and pico de gallo \$15.99
- Cheese Steak \$17.00
- MI Ranchito Plate - Grilled chicken, 1 enchilada de queso, 2 fajitas de pollo, guacamole, arroz y frijoles negros o pinto, Grilled chicken or steak, 1 cheese enchilada, 2 chicken fajitas, guacamole, rice and black or pinto beans \$17.50
- Queso Mary Y Fries - Grilled chicken steak and jalapeno. Served with small salad, 3 corn or 2 flour tortillas, rice, black or pinto beans, guacamole and pico de gallo \$20.00

SANDWICHES

- Served with lettuce, jalapeno, tomatoes, mayonaisse and fries. \$11.00
- Cheeseburger \$7.50
- BBQ Pulled Pork - Cooked with caramelized onion, tomatoes and jalapenos. Topped with lettuce and fries \$9.99
- Crispy or Grilled Chicken \$9.99

STAYCATION 2019
The Best Summer EVER.
ENJOY YOUR BACKYARD

HOMETOWN STRUCTURES
SHEDS • OUTDOOR LIVING • GARAGES
627 SOUTHAMPTON ROAD
WESTFIELD, MA
(413) 562-7171
www.HometownStructures.com

Ask About Custom-Built Sheds, Barns & Garages!

RECEIVE UP TO
\$450 off
Any In-stock Shed, Horsebarn, Barn, Gazebo, Pergola or Pavilion!

1450 Off 14' Wide | 1250 Off 12' Wide | 1500 Off 8' Wide | 950 Off 10' Wide
* Mention this ad to receive discount.

Sheds • Garages • Barns • Pergolas • Gazebos • Pavilions • Playsets

BIENIA POWER WASHING
Call 413-297-7731
OWNER OPERATED SINCE 1999

Environmentally-Friendly Power Washing System
SAFE for your lawn, plants, pets & children!

\$99
Gutter Cleaning
Additional cost if over 24ft height
Mention offer when calling
Exp. 11/30/18

\$175
REGULARLY \$225
Ranch Style Home
up to 2,000 square feet!
Mention offer when calling
Exp. 11/30/18

\$250
REGULARLY \$300
Colonial (2-Story) Home
up to 2,500 square feet!
Mention offer when calling
Exp. 11/30/18

Fantastic Work At Reasonable Prices.

Vinyl & Wood Siding
Gutters
Fence & Deck Restoration
Driveways
Brick & Concrete Surfaces

Bradley AUTO WASH
1039 Memorial Ave.
West Springfield
413-752-9401
BradleyAutoWash.com

Stay Salt-Free This Winter!
Bradley Auto Wash utilizes a state-of-the-art computer system. We help protect your vehicle with our winter formula. It combats road salt and grime while giving your vehicle a barrier against the elements.

Silver Wash Package
With This Coupon Only! REG. \$7.95
\$4.95
Offer Expires 3/15/22

Touchless Car Wash
UNLIMITED USE!
Just Enter Code: 120
at Our Wash Entrance
\$3 off
Offer Expires 3/15/22

Car Wash Booklets Make Great Gifts!

Michael's HOUSE OF PASTA RISTORANTE
291 Springfield St. - Agawam
(formerly Subway) - 413.273.1002
Michael'sHouseOfPasta.com
Open 7 Days A Week
Mon.-Sat. 3pm-9pm • Sun. 3pm-8pm

Specializing in Old School Italian

Chicken Teriyaki Alfredo MICHAEL'S OWN CREATION
A teriyaki Alfredo sauce with spinach & crushed red pepper

FRESHLY-POUNDED & PAN-FRIED Chicken Parmesan

Spicy Chicken Mississippi - an jalapeno cream sauce with spinach and roasted peppers

Stone Oven Pizza TAKE ONE HOME TODAY!

B.Y.O.B.
Enjoy With Your Own Wine

\$5 off DINNER FOR 2
Valid on Take-Out or Dine-In
Sunday-Thursday, Limit 1 per table,
per take-out order. Exp. 3/15/21 W.

Advertising Design

Over the last decade, I have built a quarterly direct mail magazine with my client, Zina Publishing, creating 90% of the advertising within. Ads varied from full page menus, to home services and local businesses.

Tru Blu Grafix
PRINT + WEB DESIGN