

PUSHING THE BOUNDS OF CREATIVITY
ONE PIXEL AT A TIME



What I Do

In my 7 years of working in multiple industries, I have gained a plethora knowledge throughout multiple fields. These include:

BRAND IDENTITY

Logo Design

Identity Buildout

Naming Ideation

Creative Direction

Social Design

WEB / APP / PLATFORM

Concept to Design

Full-Stack Development

UI / UX Design

Deployment & Infrastructure

Product Ideation

VIDEO PRODUCTION

Marketing Videos

Television Commercials

Documentaries

Product Demos

2D Animation

MARKETING

Management

Social Media Management

Partnerships

B2B / B2C Client Relations

SEO Activation

Seriously, I Do Everything 🥰

Memphis Grizzlies

Celebrating 30 Years of Grit and Grind: Dynamic Game-Day Ads for the Memphis Grizzlies' Milestone Season.

During my time as an Art Director at Red Deluxe, I had the privilege of collaborating with the Memphis Grizzlies and fellow Red Deluxe directors to create a series of promotional adsets for their milestone 30th season. Our mission was to assist in design visually dynamic campaigns that not only celebrated the team's legacy of grit, grind, and passion but also resonated deeply with their loyal fan base. By blending creative storytelling with bold, engaging visuals, we aimed to honor three decades of basketball excellence while energizing the community for each game day.




76 VS 


PRESENTED BY 

WED, NOV. 20
7:00 PM


FIND TICKETS [ticketmaster](#)




WATCH WED, OCT. 23 

 **AT** 

7:30 PM GRIZZ LIVE! PRE-GAME SHOW
PRESENTED BY  Mid-South Ford Dealers

8:00 PM TIP-OFF
PRESENTED BY 




WATCH
WED, OCT. 23 

 **AT** 

7:30 PM GRIZZ LIVE! PRE-GAME SHOW
PRESENTED BY  Mid-South Ford Dealers

8:00 PM TIP-OFF
PRESENTED BY 





VS



CIVIC ENGAGEMENT NIGHT
WED, OCT. 30 | 7:00 PM



FIND TICKETS
GRIZZLIES.COM



Boyle Investment Company

For my first major project at Red Deluxe Brand Development, I designed an extensive trifold for the 2023 Boyle Report. This comprehensive report, distributed to hundreds of investors and buyers, highlighted key properties and provided internal insights into Boyle Investment Group.

Boyle Investment Company, based in Memphis, TN, is a distinguished firm specializing in real estate investment and development.



6

Boyle Investment Company

RESERVED
Markov
Shainberg
Kaplan
Dunstan

OMNIA Partners Expands Their Headquarters



McEwen Northside is a vibrant urban district that integrates state-of-the-art Class A office space with a walkable campus of mixed-use amenities, all carefully planned and selected to reinforce a more collaborative and dynamic work environment. The smart blend of popular restaurants and retail shops, a business class hotel, interactive green spaces, and upscale residential apartments makes McEwen Northside a destination unto itself.

This year, OMNIA Partners, the world's largest and most experienced organization in procurement and supply chain management, relocated and expanded its headquarters to occupy a full building at McEwen Northside. Todd Abner, Founder, President and CEO of OMNIA Partners, sat down to explain.

As OMNIA Partners has grown over the years, you've chosen to do so in Williamson County. How has OMNIA Partners grown over the years?

Since OMNIA Partners was founded more than two decades ago, we have moved more than ten times, but have always stayed within a 1.5-mile radius in Franklin, Tennessee. I grew up on a farm in Franklin and am proud to have a legacy of growing up in the area and creating a business that has grown here and contributed to the area's growth.

With our latest move and expansion to McEwen Northside, we had the opportunity to build an office space that works for our team, now and into the future. We expect to add another 100 employees by the end of 2024, and McEwen Northside offers the potential to grow here and serve as a pillar of this thriving district.

What does having a space at McEwen Northside mean for you, your employees and your business?

We are passionate about giving opportunities to younger professionals starting out their careers. Our goal is to foster employees' development so they can begin and grow their careers with OMNIA Partners. Our location at McEwen Northside allowed us to create a more modern and technological environment, which has helped us attract and retain talented employees. We appreciated the flexibility at McEwen Northside (and with Boyle) to create a space that works for both our business and our employees.

How do your employees like working at McEwen Northside? Does the compelling mix of uses make a difference in attracting, retaining and motivating your team?

So much of our business happens in the hallways, ice cream shops or the taco place. The combination of a collaborative space with modern amenities, proximity to shopping and dining, and a flexible work culture means our employees love coming to work. The ability to walk to lunch from the office and enjoy a variety of options is an attractive feature for our employees. Our clients also appreciate the convenience of our location. Many guests don't rent a car when they visit anymore, since lodging, restaurants and office space are all within convenient walking distance of each other.

A Thriving Mixed-Use Development In the Heart of Brentwood

CityPark is a flourishing, walkable, mixed-use commercial development in the heart of Brentwood's business and retail districts, offering a strategic central location with more than 500,000 square feet of Class A office space spread among eight office buildings, 40,000 square feet of retail and restaurant space, as well as amenitized public spaces on an historic site where Brentwood connects, collaborates, congregates, and celebrates in close community. With its carefully managed workspaces, a curated collection of businesses, and a campus that's readily accessible to drivers and pedestrians, CityPark provides the community convenience without compromise and a more productive day.

In CityPark Building 5, longstanding tenant Geodis just celebrated the grand opening of their new space. Geodis relocated its headquarters to CityPark in 2006. At the time, it occupied only half of the third floor. As the business grew, Geodis needed more space and was looking to lease a full building. Because of the longstanding partnership with Boyle, Geodis chose to grow with us and stay at CityPark. Geodis President and CEO of Americas, Mike Honioux, shared his thoughts on their relationship with Boyle and updated location at CityPark.

As Geodis has grown over the years, you've chosen to do so with Boyle and have been a tenant at CityPark for nearly two decades. What sets Boyle and its communities apart?

Boyle has worked with us to allow us to grow with them. We are so thankful for the partnership we've developed with Boyle over the years. Geodis appreciates Boyle's vision of mixed-use. When we were considering options for our new headquarters, I had numerous employees come to me saying that they did not want to relocate. That says a lot about what Boyle has created here at CityPark.

How do your employees feel about your new space at CityPark?

Geodisians see themselves as a staple of CityPark. Employees love the amenities that CityPark offers - the restaurants, fitness options, easy and convenient access from the interstate and the onsite hotel. We even set up our outdoor space for collaboration to face CityPark and its amenities.

Tell us how you transformed the entire building at CityPark to work for your company and what the process was like?

Geodis was looking to create a true environment for collaboration, a place where every employee can feel good about coming here - from the inside of the building to the outside. Boyle was a true partner in transforming the entire office building to become Geodis' corporate headquarters. The entire experience was smooth and positive for Geodis, especially with how open Boyle was to all of our plans. They brought new, innovative ideas, and Boyle's contributions were pivotal to the success of the final product.



Before



After

Work Progresses on New Lot Types at Spring Creek Ranch: The Estates & The Retreat

Preserving and enhancing the natural beauty of Spring Creek Ranch continues to be a top priority as work progresses on the next phase of development at this 1,000-acre planned community in the Collierville reserve surrounding the Jack Nicklaus Signature Series golf course of the same name. Spring Creek Ranch sits in the eastern edge of Shelby County just inside the new outer loop of I-260/385. This unique community features the best in elegant country living with an array of city-like amenities including a pool and tennis/pickle ball center, walking and jogging trails that connect acres of mature tree common areas, and an 8 1/2-acre lake for fishing, kayaking and canoeing. The community is only minutes away from the campuses of Briarcrest and St. George's schools.

As you pass the rich green fence and enter the community at the stone entrance gates just east of the intersection of Raleigh-LaGrange and Collierville-Arlington Roads, you will have traveled past nearly a mile of pastures filled with wildlife, tree-lined meadows, and scenic vistas across Lake Chingapin before a single home comes into view. Spring Creek Ranch is unparalleled for its solitude, meticulously landscaped grounds, and stately homes.

Boyle launched Spring Creek Ranch with a highly successful Vesta Home Show in the spring of 2007. With the completion of the new zone later this year, the community will finally offer every type of residential product included in the original master plan. Boyle purchased a prized 50-acre parcel of land adjacent to the golf course which provides an area for large wooded estate-sized lots with picturesque views. Boyle now owns all of the land south and east of the golf course in

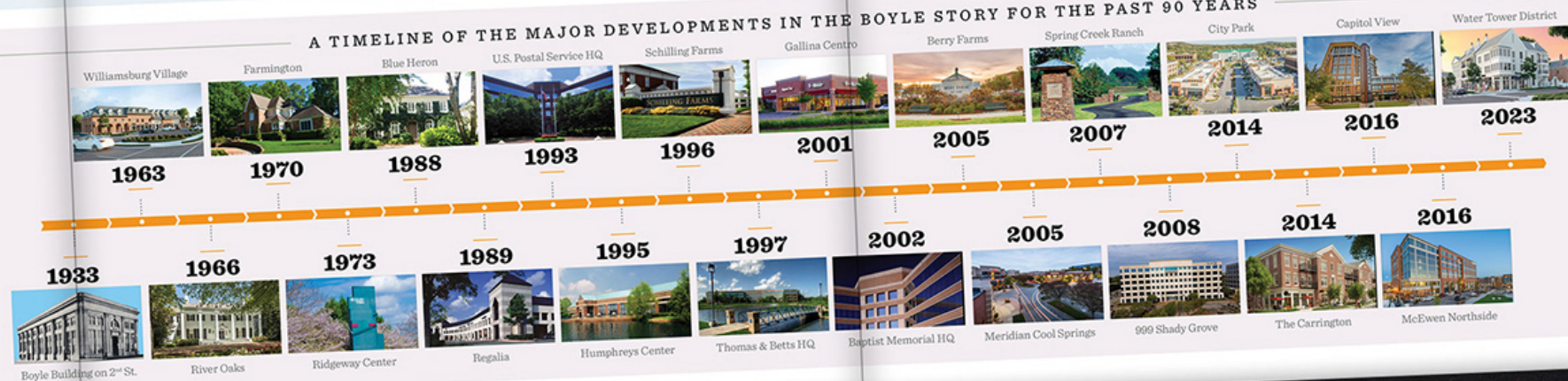
Shelby County, and this acquisition enables us to expand the gated area of the community to include two additional new communities: The Grand Manor, The Estates and The Retreat. Construction is underway on the final 56 gated lots. The Estates offers 16 "Large Estate" lots ranging from 2 1/4 to almost 7-acres along the golf course and eight "Small Estate" lots ranging from 1 to 1 3/4-acres just across the street. The Retreat will be a new peaceful and secluded area situated around a grove of mature trees with larger homes on smaller sized lots similar to the back section of The Cloisters of River Oaks that Boyle designed in the same fashion. This new phase also will complete The Grand Manor with the four final 3/4-acre lots.

Boyle continues development in the other areas of Spring Creek Ranch outside of the gated area as well. New lots priced in the low \$100,000's are now available to both builders and individuals in The Manor (1/3-1/2 acre), and the last phase of The Village (1/4 acre). New homes are also available in both areas by multiple quality builders.

"It has been nearly 20 years since we began development of Spring Creek Ranch, and it is rewarding to see how this rural neighborhood with modern conveniences is now thriving with families enjoying a true sense of community," says Gary Thompson, Senior Vice President of Boyle. "We have a wide variety of lot sizes, housing types and price ranges, and we look forward to welcoming a whole new group of residents to the Spring Creek Ranch community with this new phase of development."



A TIMELINE OF THE MAJOR DEVELOPMENTS IN THE BOYLE STORY FOR THE PAST 90 YEARS



Conversations with Matt Hayden President & CEO, Boyle Investment Company

In August 2022, Matt Hayden was named President and CEO of Boyle Investment Company after serving for eight years as Deputy Treasurer and subsequently CFO. In his previous capacity he was involved in the oversight of financial accounting and reporting for a large portfolio of more than 150 real estate entities comprised of multiple investors. As the company celebrates its 90th anniversary, we sat down with Matt to discuss the company's rich history and his new role.

Boyle Investment Company was founded 90 years ago in April 1933. Today the company has 135 employees and approximately eight million square feet of commercial space in the greater Memphis and Nashville markets. To what do you attribute the company's success?

Boyle was founded by Bayard Boyle, Sr. and his two brothers, Snowden and Charles, during the Great Depression. Bayard Sr. went on to serve as the company's president and he had a number of traits to which the company still adheres today: foresight, ingenuity, integrity and commitment.

You mention foresight as one of the key traits that Bayard Sr. exhibited as he led the company during its formative years. Please elaborate on this quality and how it has been so integral to the company's success.

Bayard Sr. had a remarkable ability to project the paths of growth for the city of Memphis. With an eye for longevity, he acquired large parcels in key growth corridors that would not be developed for decades. Today these large parcels of land have been transformed into some of the Memphis region's premier communities such as Farmington, Ridgeway Center, Humphreys Center, Regalia, and River Oaks. All of the company's properties are known for their high quality, strict standards, and attention to detail.

In 2001, Boyle opened an office in Nashville with just two employees, partners Phil Fawcett and Jeff Haynes. Please share with us the growth that Boyle Nashville, LLC has experienced in the past 22 years since its founding.

Today Boyle Nashville has 35 employees and is one of the largest private developers in greater Nashville. They have developed numerous complex, large-scale projects including Meridian Cool Springs, Berry Farms, Capitol View, and McEwen Northside, and they handle the leasing and management of these projects.

Boyle is unusual in that the company's employees come to work here and stay for decades, many spending their entire careers here. Please elaborate on how Boyle's longtime employees have contributed to the company's success.

Since the company's founding we have established a tradition of hiring experienced and talented employees and giving them the freedom to do their jobs. Our success can be attributed to the hard work, talent and dedication of these longtime employees, many of whom have been with the company for more than 50 years. This year Rusty Bloodworth celebrated his 55th anniversary, and Mark Halperin and Joel Palmer celebrated their 50th anniversaries. Our deep bench of internal experts is indeed a key ingredient to the high quality of our real estate projects.

Why do Boyle employees enjoy working here and stay until they retire?

I think it's due to the integrity exhibited by the Boyle and Morgan families. They always strive to do the right thing and treat people properly, and they also want their employees to do the right thing. It's part of the culture of the company and is something I definitely want to continue. One of the things I'll be doing is working closely with Paul Boyle, Henry Morgan Jr., Bayard Morgan, and their fathers, of course. The culture they have established is something that has withstood a long period of time. It is a great honor for me to serve alongside the family, and I don't see the culture of the company changing at all. I see us just trying to continue that in the future.



Check Out The Digital Version Online



Golf at Birdies

During my tenure at Red Deluxe Brand Development, I had the exciting opportunity to spearhead the re-design of the menu for “Birdies,” a local Memphis golf bar. As a huge golf player and fan of the sport, this project immediately resonated with me.

Birdies is a virtual indoor golf simulation bar nestled in the vibrant South Main Arts District of downtown Memphis. It was conceptualized to cater specifically to golf enthusiasts, offering an immersive experience tailored to their passion for the sport.

To achieve simplicity and effectiveness, I opted for a clean typographic design, complimented by subtle topographic line-work to convey the landscaping of a golf course. This choice provided a balanced background that was both visually appealing and functional. Incorporating the newly branded green hue at the bottom evoked the essence of a putting green, enhanced further with minimalist elements such as a golf ball and pin iconography.



Check it Out in a 3D Environment

TEE UP 

YOUR TASTE BUDS

MCBIRDIE **\$12**
English Muffin with Fresh Egg, Sausage, and American Cheese served with Tater Tots

MAGNOLIA LANE **\$9**
Pimento Cheese served with Seasoned Saltines

BIRD ON A TEE **\$12**
Lightly Battered Chicken Breast Chunks served with Honey Mustard and Ranch for dipping

8 IRON **\$12**
Bite sized Italian Meatballs rolled in Parmesan and served with Marinara for dipping

LARGE BUCKET **\$9**
Bavarian Style Pretzel Bites served with Beer Cheese & Spicy Mustard for dipping - Mike's Hot Honey available upon request

SMALL BUCKET **\$5**
Traditional Tater Tots served with Ketchup and Ranch for dipping

CHURROS **\$9**
Warm Pastry Sticks tossed in Cinnamon & Brown Sugar served with Maple Syrup for dipping

BIRDIE'S WELLINGTON **\$12**
Smoked Cocktail Sausage in a Puff Pastry served with Spicy Mustard and Mike's Hot Honey for dipping



BIRDIE'S 

BEV-CART 

SIPS AND SAVOR

THE STARTER **\$9**
Old Dominick Memphis Vodka, Cold Brew and Simple Syrup

ARNOLD DALY **\$12**
Tea, Lemonade, and Vodka FROZEN (add a 360 Georgia Peach floater for \$3)

TRANSFUSION **\$12**
The Quintessential Golfer's Cocktail — Tito's, Concord Grape Juice, Lime Juice, and Ginger Ale

TREVINO **\$12**
Lunazul Tequila, Strangeways Pineapple Jalapeno Cordial, and Spicy Ranch Water

LADY'S TEA **\$10**
Deep Eddy Cranberry Vodka, Strangeways Lemon Cordial, and Tea

COLONIAL 59 **\$12**
Old Dominick #10 Gin, Strangeways Lemon Cordial, and Prosecco

CALAMITY JANE **\$12**
Old Dominick Huling Station Bourbon, Peach Schnapps, Strangeways Lemon Cordial

LIV TOUR **\$540**
Birdie's Wellington with Dom Perignon

SHARE YOUR SIPS: Don't keep it to yourself! Spread the love and share your experience with us using @birdies901 on Instagram and Birdie's South Main on Facebook



BIRDIE'S 



TEE UP 
YOUR TASTE BUDS

MCBIRDIE **\$12**
 English Muffin with Fresh Egg, Sausage, and American Cheese served with Tater Tots

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 Pimento Cheese served with Seasoned Saltines

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 Lightly Battered Chicken Breast Chunks served with Honey Mustard and Ranch for dipping

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SMALL BUCKET **\$9**
 Traditional Tater Tots served with Beer Ranch for dipping

CHURROS **\$5**
 Warm Pastry Sticks tossed in Cinnamon & Brown Sugar served with Maple Syrup and

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 The Quintessential Golfer's Cocktail — Tito's Concord Grape Juice, Lime Juice, and Ginger

TREVINO **\$12**
 Lunazul Tequila, Stran Cordial



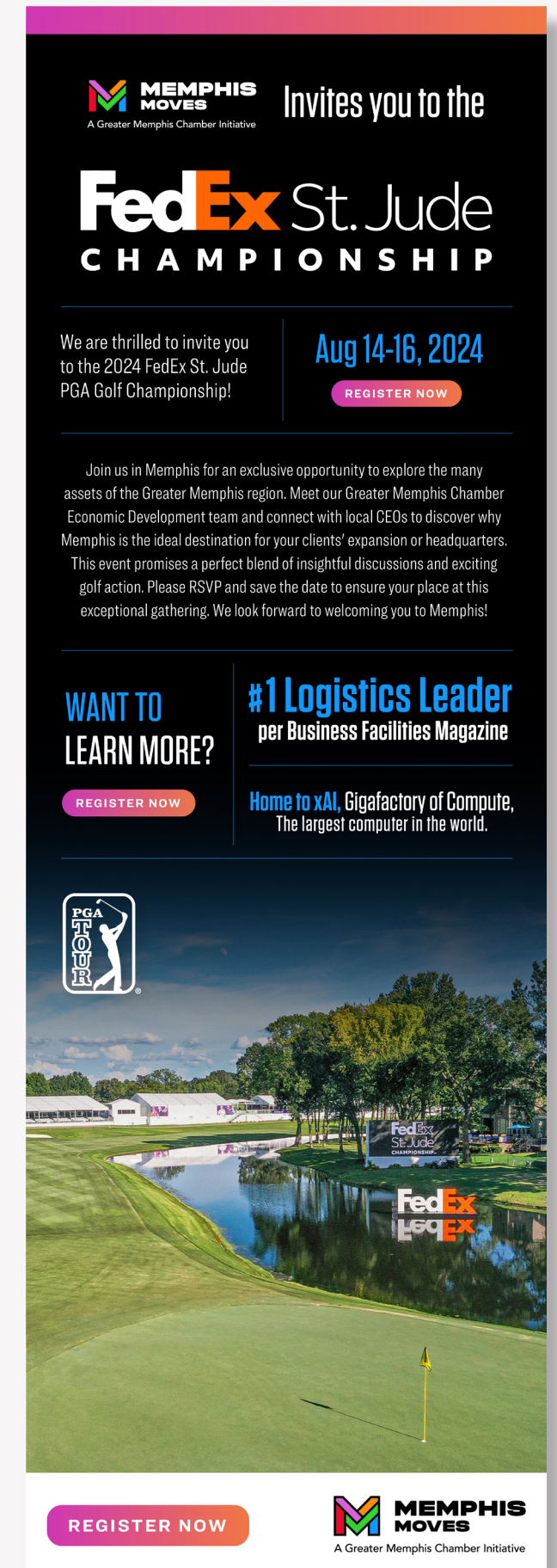
Greater Memphis Chamber

During my time at Red Deluxe, I created a wide range of digital, print, and marketing initiatives for the Greater Memphis Chamber in order to support key events throughout the year. A major focus of my work included designing hundreds of mass email campaigns and social media graphics to drive engagement and attendance.

One of my favorite projects was crafting the email invitation for the 2024 FedEx St. Jude Championship at TPC Southwind. This campaign required a bold, dynamic approach to capture the excitement of the event while aligning with both the Chamber's and FedEx's branding.

Initially, I designed the email invitation on the left with a focus on the Chamber's branding. However, after a few revisions, we decided to create a more collaborative design that incorporated both the Chamber's and the FedEx St. Jude Championship's branding. To achieve this, we introduced a black background—a key element of the Championship's identity—while integrating gradients from the Memphis Moves brand for the buttons and top block.

This approach resulted in a bold, cohesive design that stood out in users' inboxes.



Foundation Fighting Blindness

During my tenure at Red Deluxe, it has been both an honor and a privilege to collaborate closely with the Foundation Fighting Blindness, utilizing my creative skills to expand their outreach and support those affected by vision loss. Over the past year, I have spearheaded the creation of numerous pieces of content—if not 90%—of what has been disseminated across their social media platforms throughout 2023 and 2024. While you won't see all of them here, I have handpicked some of my favorites based on three key aspects: creativity, impact, and insight.

The Foundation Fighting Blindness is dedicated to funding research that seeks to prevent, treat, and cure retinal degenerative diseases. Their mission is to accelerate the development of therapies that save and restore sight for those affected by these conditions. Through advocacy, education, and community support, they strive to empower individuals and families affected by vision loss while driving scientific advancements in the field.

FOUNDATION
**FIGHTING
BLINDNESS**



SPOTLIGHT
ON Usher Syndrome

An estimated
25,000
people

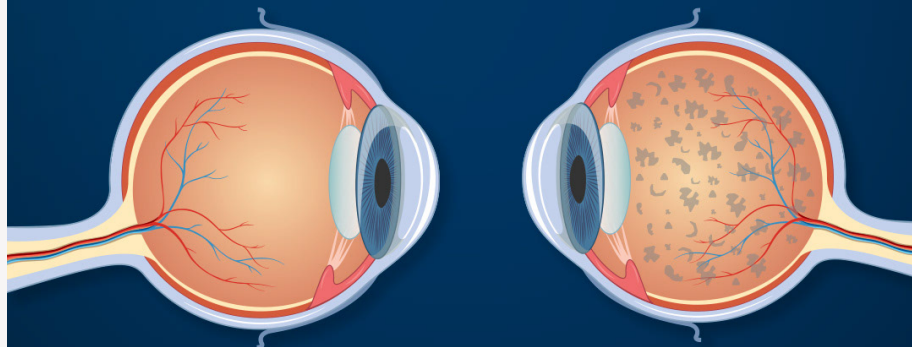
in the U.S. have
Usher syndrome.

Worldwide, it is the
LEADING
cause of combined
deafness and blindness.



SPOTLIGHT
ON Retinitis Pigmentosa

In most forms of
retinitis pigmentosa (RP),
retinal rods are affected first, causing
loss of peripheral and night vision.



Unaffected Retina

Retina With Affected Rods

SPOTLIGHT
ON Macular Degeneration

Low Vision Tool of the Week

Learn More About Seeing AI

 /TheBlindLife



In most forms of
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night vision.

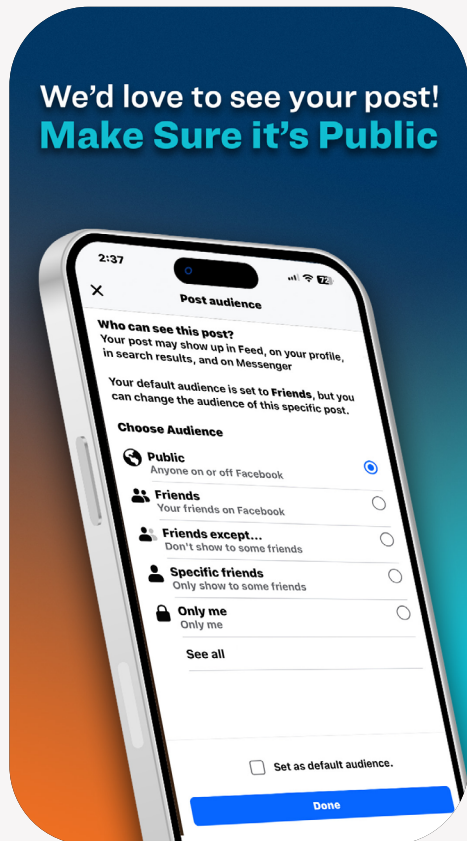
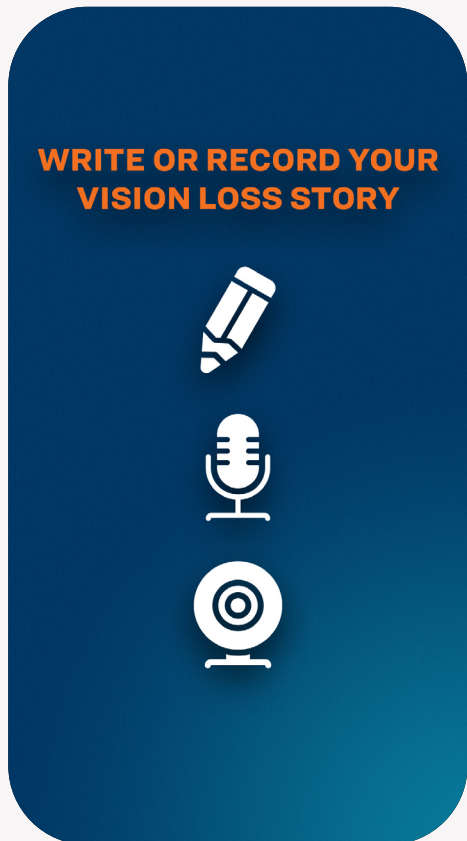
SPOTLIGHT
ON Retinitis Pigmentosa



FOUNDATION
**FIGHTING
BLINDNESS** | 

In a CDC study **1 in 4 adults**
with vision loss reported
anxiety or depression.





How to Share Your Vision Social Media Campaign

FOUNDATION FIGHTING BLINDNESS | RD FUND



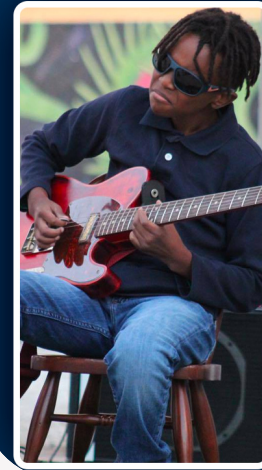
Investing in Cures Summit 2024



March 8 – March 9, 2024

Fairmont Scottsdale Princess Hotel,
Scottsdale, AZ

SPOTLIGHT ON
Children's Eye Health & Safety



BEACON STORY:
Miles keeps rocking on after Stargardt Diagnosis

Adopted into a musical family, Miles Hoyt picked up a guitar at just four years old, and he hasn't stopped playing since.

SPOTLIGHT ON
Children's Eye Health & Safety

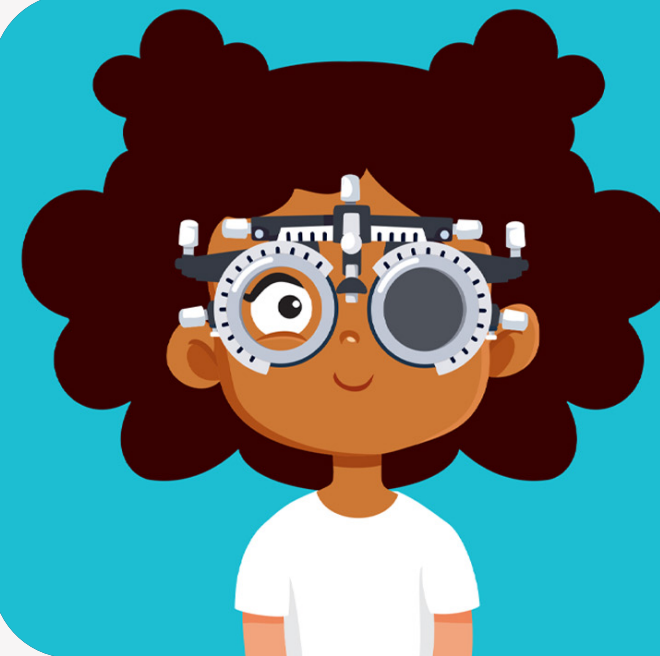


BEACON STORY:
A Diagnosis at 3 Months Old Leads Brendon Reaching for the Stars.

"In going through any type of vision loss, it's important to keep an open mind and make lots of friends."

FOUNDATION FIGHTING BLINDNESS

[DONATE](#)



FOUNDATION FIGHTING BLINDNESS

AUGUST

SPOTLIGHT ON
Children's Eye Health & Safety

Team Elevate

Prior to my time at Red Deluxe, I worked full time at Team Elevate as their Marketing Director with a small team that I now call lifelong friends. Here I had multiple responsibilities such as: Management, Social Media Management, Web Design, Graphic Design, Event Coverage, B2B Relations / Partnerships, Product Design, and Merchandising. I have handpicked a few of my favorite projects and highlights from the 4 years I worked there.

Now I know that you might not be familiar with the esports industry. Think of it as the Olympics; Elevate has teams in multiple game titles to go and win money at the professional level. This turned into an international business with multiple championship teams and over 4-million dollars in prize winnings. Elevate's growth is completely organic within the esports industry and has been built solely by our fanbase. This has resulted in a strong cult-like fan base and an even better legacy.

Over the Span of my time with Elevate, I helped grow their social media presence to the following:

Twitter (Now X):

95,000 Followers / 2 Million Avg. Monthly Impressions

Facebook:

15,000 Followers / 10,000 Likes

Instagram:

16,000 Followers

YouTube:

20,000 Subscribers / 1 MILLIONS VIEWS TOTAL



Left to Right: Aden Frosch (Operations Director), Me (Marketing Director), Justin Tan (Owner), Devan Sparks (Creative Director)

The team and I at Six Invitational in Montreal, Canada; cheering on our Rainbow Six: Siege roster as they compete for \$3 Million Dollars! The projects shows are a culmination of multiple pieces Devan Sparks and I worked on together for many years.



How to play VALKYRIE like a PRO
35,000 Views



We made 2 Pro's Player Geoguesser in R6
2,200 Views



3 PROS vs 10K Hour Rocket League Bot
1,000 Views



More Brands I've Worked With



***THANK
YOU***

CONTACT:

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662-588-3744***