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PROFESSIONAL AWARD BOOK

April 30th, 2026 | Tulsa County City Library

Welcome to **GRAPHEX** 57

The Art Directors Club of Tulsa is proud to present the winners of Graphex 57! Consider this your creative pit stop. A place where we slow down, fuel up on inspiration, and celebrate the talented people who keep Tulsa's creative community running.

We strive to honor every mile of the creative journey, and tonight we're excited to celebrate with you at the destination.

Awards this season reflect the unique vision of our judges, because no two road trips look exactly the same. We applaud everyone who submitted work and everyone being recognized tonight. You are what keeps the tank full!

The work shown here celebrates the excellence of Tulsa's creative community. Whether you're running on fumes or firing on all cylinders, we hope tonight sends you back to the open road with a full tank of motivation.

Congratulations and high-fives to all!

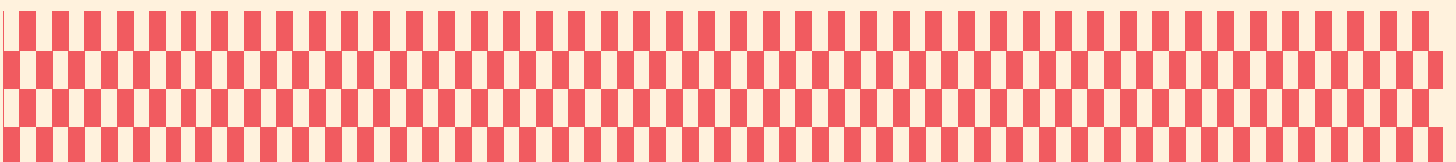


Table of Contents

ADCT SPIRIT AWARD

4

DIGITAL MEDIA

6

ENVIORMENTAL

7

IDENTITY

9

ILLUSTRATION

11

IN-HOUSE

13

MOTION & VIDEO

15

MULTIMEDIA CAMPAIGN

17

PACKAGING & PRODUCTS

19

PHOTOGRAPHY

21

PRINT

22

SELF-PROMOTION

24

TYPOGRAPHY

27

CREDITS

29

Meet the Judges!



JAE-EUN CHUNG

Jae-eun Chung is a Creative Director at Ralph Appelbaum Associates' New York studio, where she leads creative vision for institutional branding, branded environments, and visitor experiences across multidisciplinary teams. Her career spans influential roles at Meta, where she shaped the corporate art program and built a global design team, as well as graphic design leadership at the Guggenheim Museum and the Brooklyn Museum. She holds an MBA from Cornell University and a BFA in Visual Communication Design from Seoul Women's University in South Korea.



ROB HARRIGAN

Rob Harrigan is a product designer and creative director with 21 years of experience across a remarkable range of roles from pioneering AI experience design at IBM Watson and scaling creative operations at Meta, to leading national brand campaigns at Ogilvy and now shaping the banking experience for 90 million people as Design Director at JPMorgan Chase. Having reached the highest individual contributor design level at both IBM and Chase, his work has earned recognition from the Webby, German Design, and UX Awards. A sought-after speaker on applied creativity and emerging technology at conferences and universities across the US and internationally, Rob is deeply invested in the design community as an AIGA NY mentor and 2025 AIGA Design Awards Juror. He holds a BFA in Film & Animation from the School of Visual Arts, and every project still begins with a pencil and notebook.



REGGIE TIDWELL

Reggie is an award-winning designer, strategist, and Partner at 40 Hearts, a branding agency focused on creating enduring value and positive community impact. With a BFA in graphic design and 27 years of nationally recognized expertise in branding, design, and commercial photography, he specializes in helping businesses and organizations connect meaningfully with their audiences. A committed mentor and community leader, Reggie is the founding president of AIGA Asheville and currently serves on both its National Board and the Board of Arts AVL. He lives in the mountains of Asheville, NC, with his wife and four children.

Adct Spirit Award - Graphex

“TAKE AS NEEDED” INHALER TRADING CARDS KAYLEIGH STALLCUP



Adct Spirit Award - Honorable Mention

THE ZAN-O-BOX COLLECTION B. COOPER STUDIOS

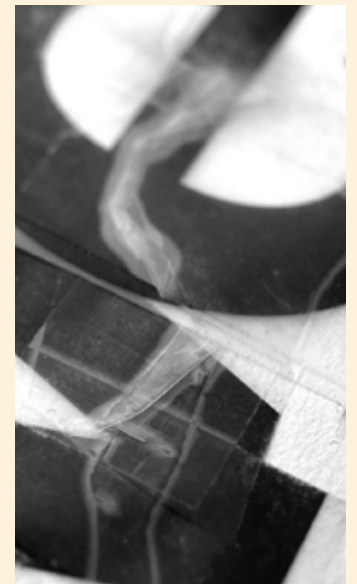
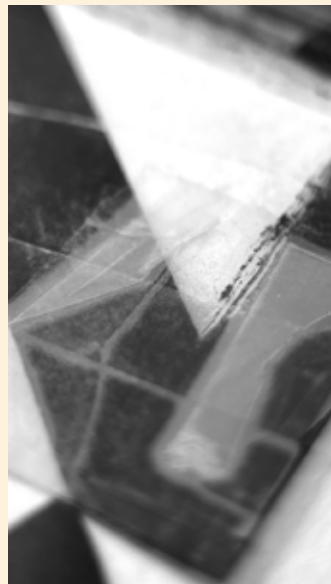
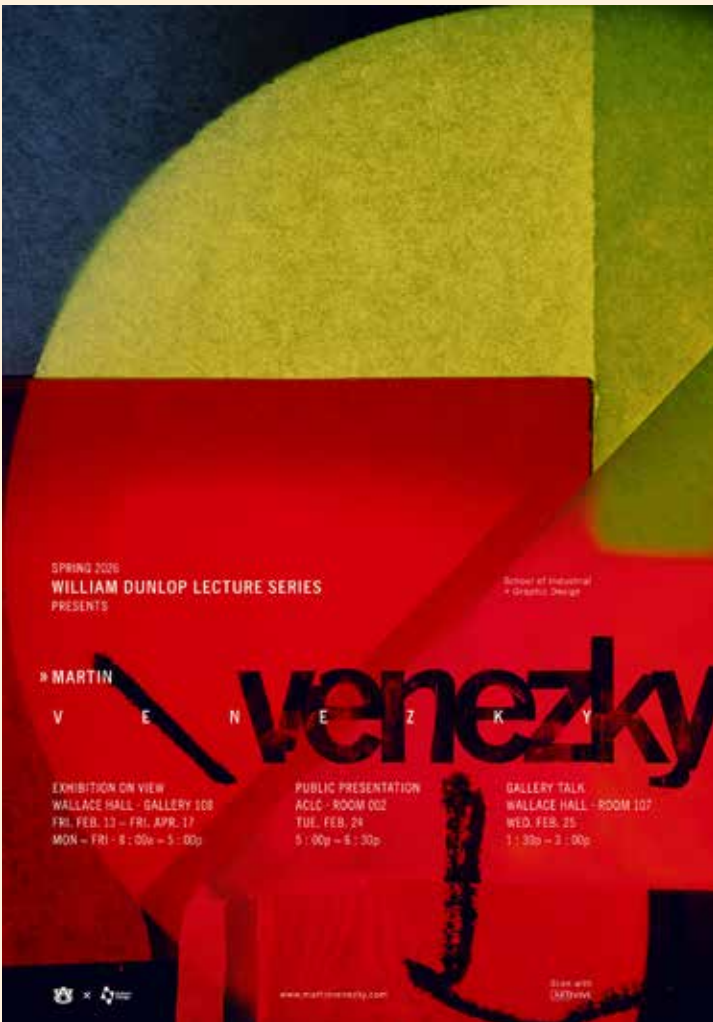
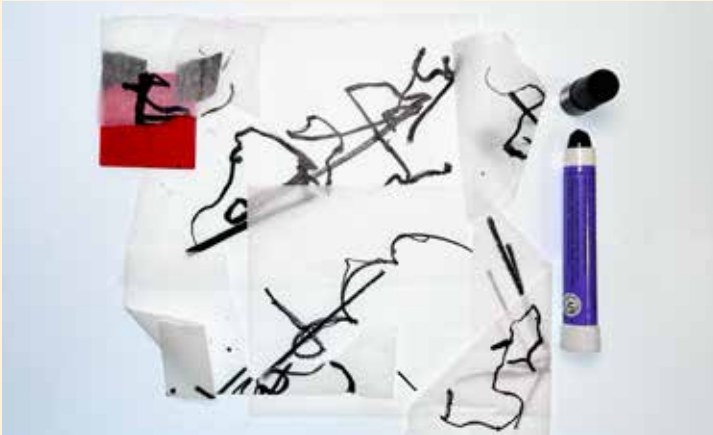
Created by Bryan Cooper



Digital Media - Graphex

DUNLOP LECTURE SERIES: MARTIN VENEZKY MARIO F. BOCANEGRA MARTINEZ

Designer & Photographer: Mario F. Bcanegra Martinez
AR setup for Artvive app: Riva Nayaju



Environmental - Graphex

BIKE CLUB HEADQUARTERS / BRETHREN DESIGN CO.

Brethren Design Co - Design Environmental
Align Design - Architecture



Environmental - Honorable Mention

INFUSION25 CONFERENCE BRANDING 833 CREATIVE AT MCELROY

Motion: Patrick Clark, Dustin Wilson

Illustration & Design: Patrick Clark, Dustin Coble, Buffy Searl,
Dustin Wilson, Corey George

Art Direction: Corey George



Identity - Graphex

MALFI VISUAL IDENTITY / ANOTHER CIVILIAN

Concept/Creative direction, design, on-site hand lettering painting and Fabrication:
Winston Peraza

Shout out to Elliot Nelson, Sheamus Feely and the McNellie's Group



Identity - Honorable Mention

PONY COFFEE VISUAL IDENTITY ANOTHER CIVILIAN

Creative Direction and Design: Winston Peraza AKA Another Civilian

Photography on boards 03 and 05: Pony Coffee

Instagram Sample Applications: Pony Coffee



Illustration - Graphex

WAGGLE MERCH COLLECTION BRETHREN DESIGN CO

Jordan & Jeremy Coon

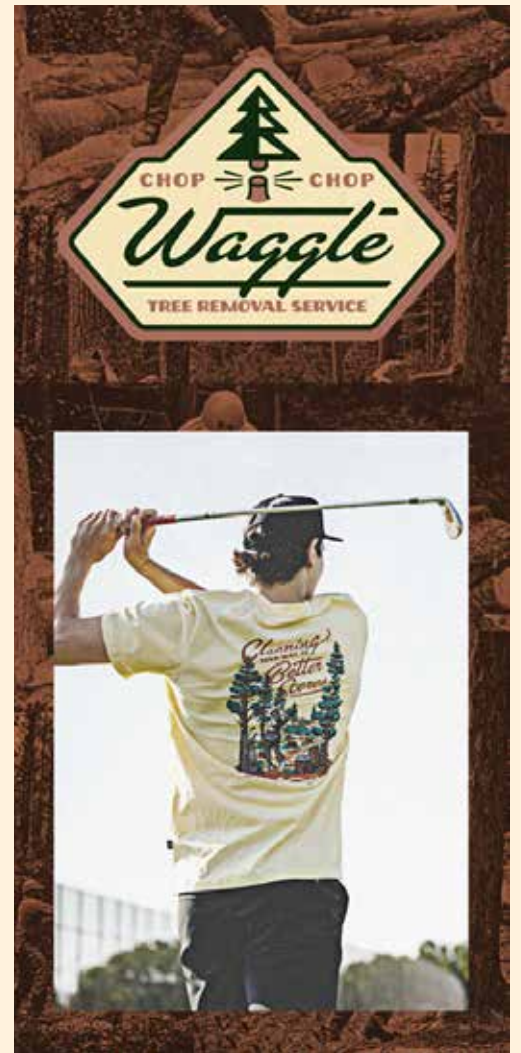
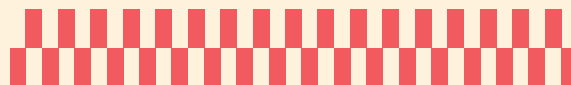


Illustration - Honorable Mention

BIG BAD WOLF / HEY MENDOZA

Art Direction and Illustration: Nick Mendoza

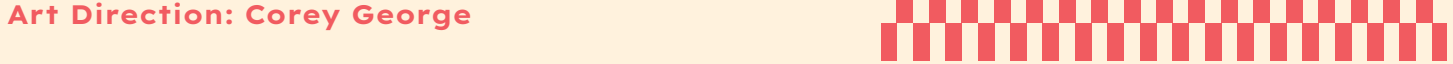


In-House - Graphex

INFUSION25 CONFERENCE BRANDING / 833 CREATIVE AT MCELROY

Motion: Patrick Clark, Dustin Wilson

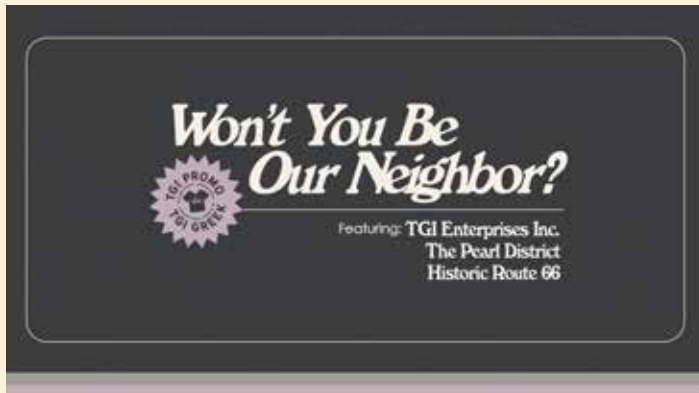
Illustration and design: Patrick Clark, Dustin Coble, Buffy Searl,
Dustin Wilson, Corey George



In-House - Honorable Mention

WON'T YOU BE OUR NEIGHBOR? A MULTIMEDIA CAMPAIGN / TGI PROMO

Design/Illustration Team: Erico Reyna, Annie Davis, Haley Wayerski, Kerryann Ptacek
 Concept/Campaign Coordination: Jess Treat
 Video Series: JT Anderson, Jess Treat



Colors



Fonts

Windsor Bold
 HANLEY PRO SANS WIDE EXTRA
LampLighter Script
 Century Gothic Regular

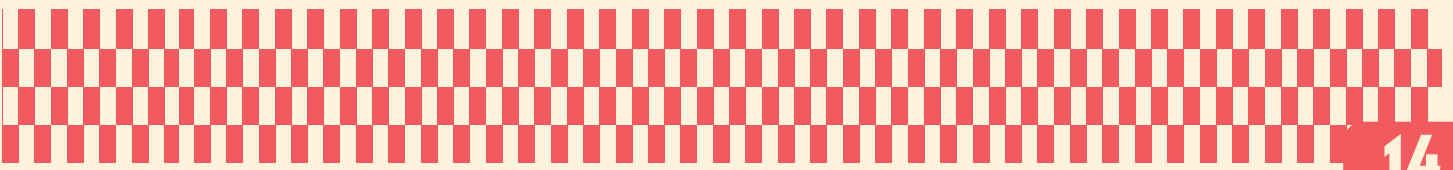
Lockups & Assets



Products



Digital Media



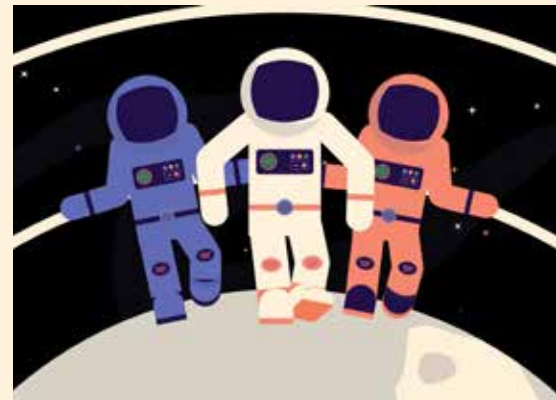
Motion & Video - Graphex

INFUSION25 CONFERENCE OPENING VIDEO 833 CREATIVE AT MCELROY

Illustration: Dustin Coble, Patrick Clark, Buffy Searl, Corey George

Motion and video editing: Dustin Wilson

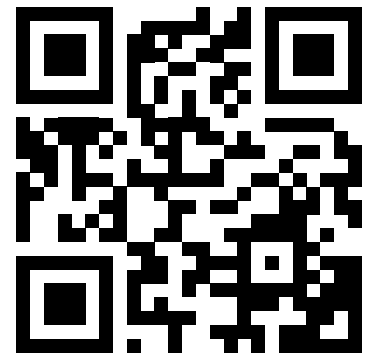
Art direction: Corey George



Motion & Video - Honorable Mention

STREAMLIGHT | CAMPING PRODUCT FEATURES SIGNAL FACTORY

Signal Factory Team



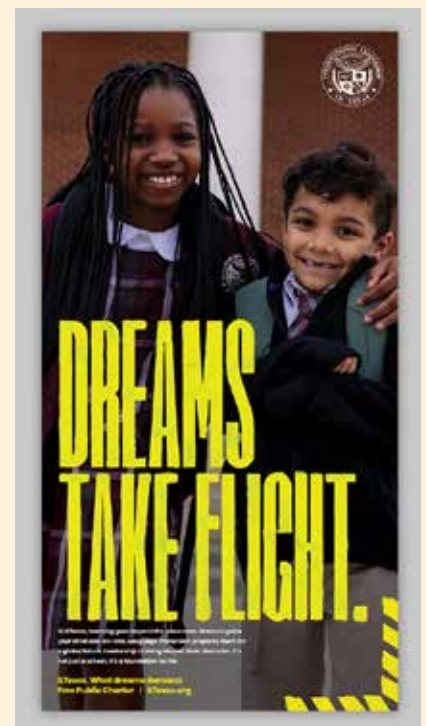
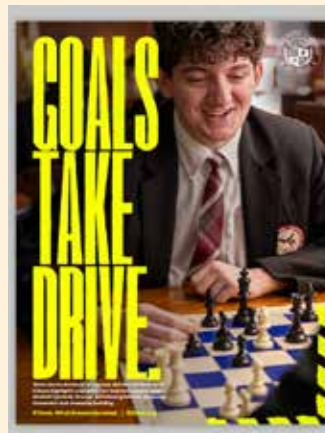
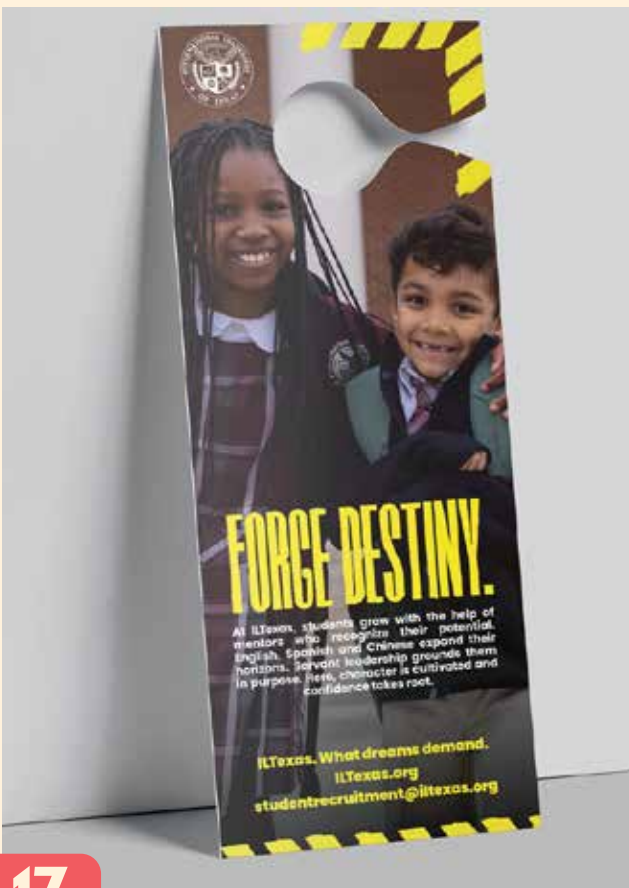
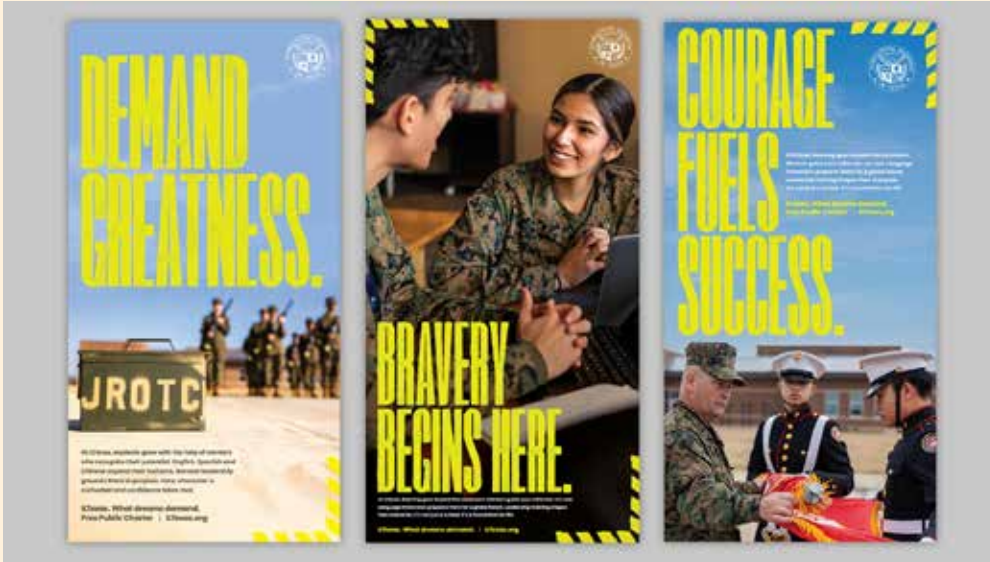
Watch Here!



Multimedia Campaign - Graphex

WHAT DREAMS DEMAND. / MEDIUM GIANT

Associate Creative Director: Sam Kennedy,
Senior Copywriter: Andy Wheeler,
Executive Creative Director: Shawn Kruggel,
Creative Director: Todd Crisman,
Senior Creative Producer: Paul Buckley,
Senior Account Manager: Lauren Masterman,
Video Photography: CinemaStory Productions.





Packaging & Products - Graphex

WILD THANG PICKLEBALL PADDLE / BRETHREN DESIGN CO.

Jordan & Jeremy Coon



Photography - Graphex

THE DRAMA OF IT ALL / NINE TAILS DESIGN

Photographer: Jon Martinez
Model: Natasha Messina



Print - Graphex

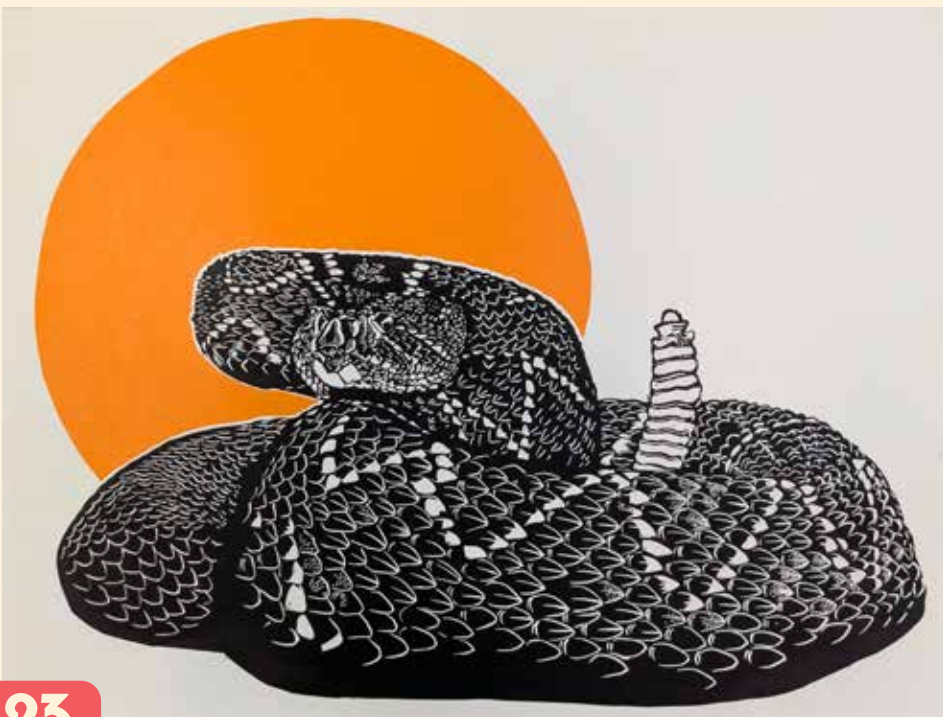
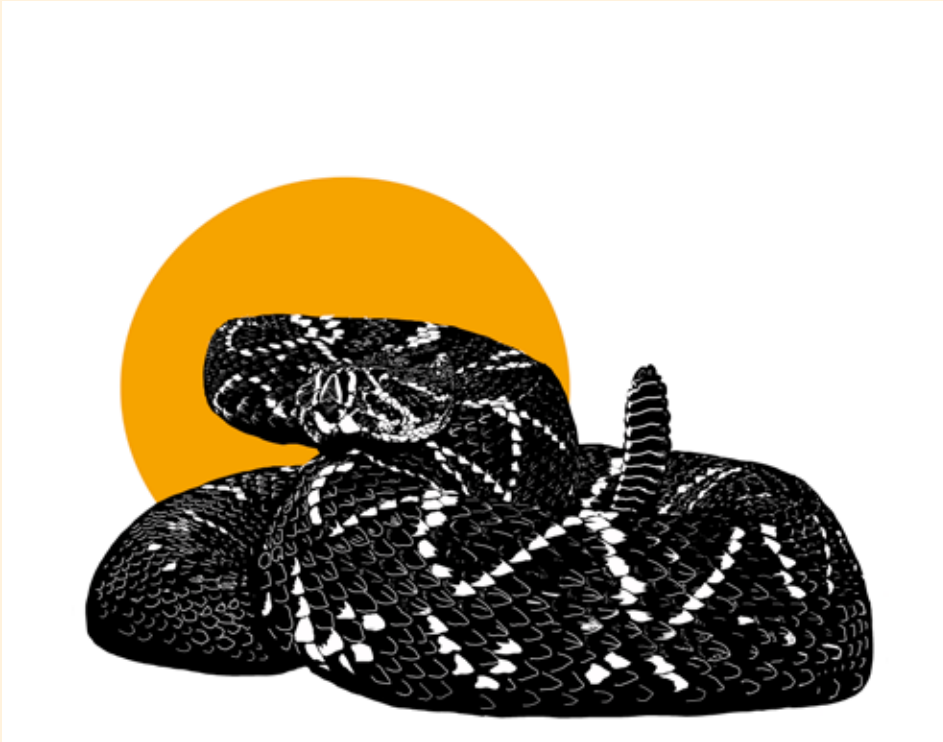
MARVEL FANTASTIC FOUR PLAYING CARDS BRETHREN DESIGN CO.

Jordan & Jeremy Coon



Print - Honorable Mention

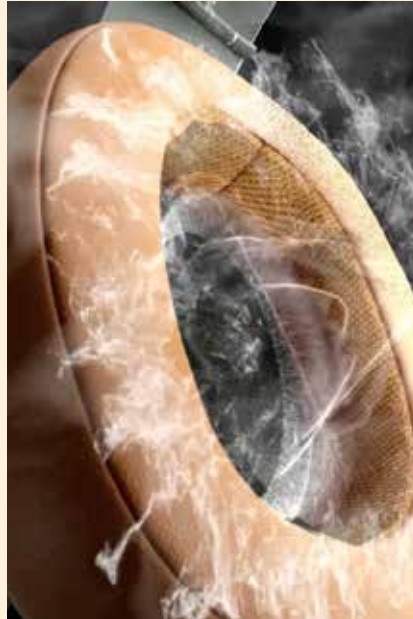
**EASTERN DIAMONDBACK RATTLESNAKE
CANDACEE WHITE**



Self-Promotion - Graphex

SIGNAL FACTORY 2025 REEL / SIGNAL FACTORY

Signal Factory Team



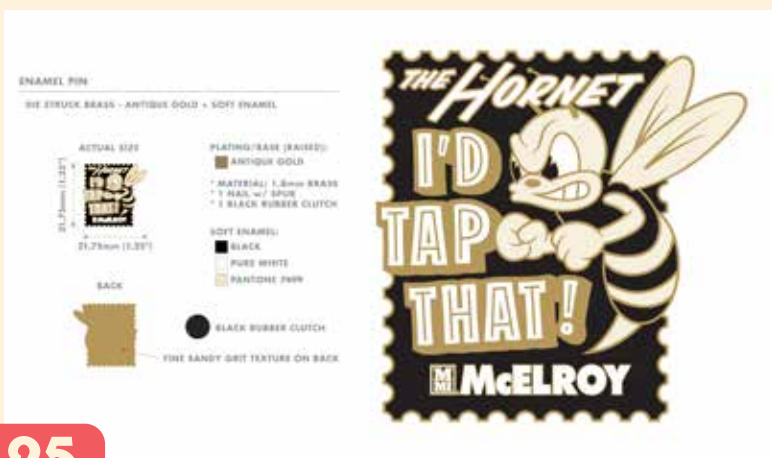
Watch Here!



Self-Promotion - Honorable Mention

HORNET ENAMEL PIN / 833 CREATIVE AT MCELROY

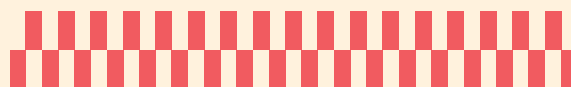
Illustration: Dustin Coble
Art Direction: Corey George



Typography - Graphex

LITTLE NEROS DISPLAY FONT BRETHREN DESIGN CO.

Jordan & Jeremy Coon



Typography - Honorable Mention

PLUMP MOCHI / NINE TAILS DESIGN

Designer: Jon Martinez



Art Directors Club of Tulsa

BOARD MEMBERS

2025-2026

EXECUTIVE MEMBERS

SEAN HIGGINS

Chair

BELLE MCDANIEL

Co-Chair

KEVIN NAIFEH

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Director Of Digital Media

SHANNON WHEELER

Director Of Shoptalk

RACHEL OLSEN

Director Of Graphex

COOPER WOLFE

Director Of Photography

VOLUNTEERS

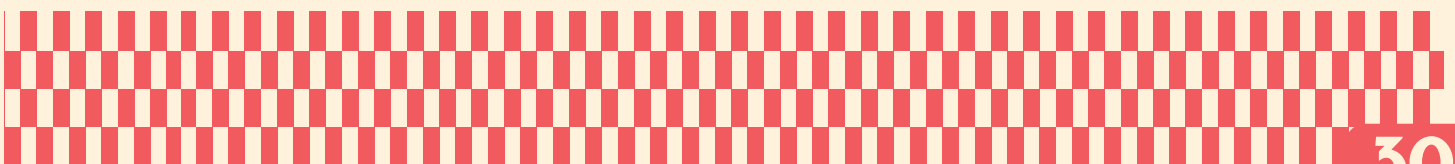
**SARA MOORE, DEBORAH BIMBA, NOAH SPENCER,
RAPHAEL PARSON, GRACIE FALLIS**

Thanks to our sponsors!

GRAPHEX 57 SPONSORS



ADCT SEASON 57 SPONSORS





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GRAPHEX 57 | ART DIRECTORS CLUB OF TULSA



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STUDENT AWARD BOOK

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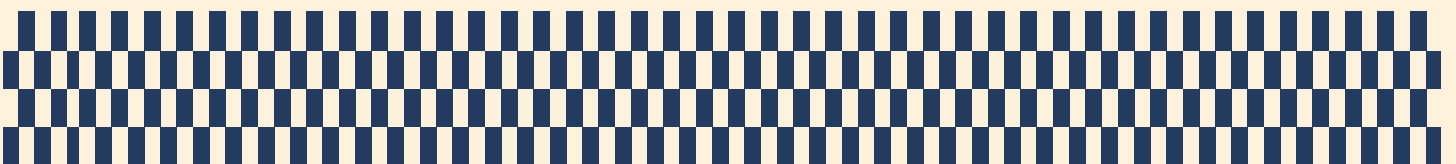


Table of Contents

ADCT SPIRIT AWARD

4

DIGITAL MEDIA

6

ENVIORMENTAL

9

IDENTITY

10

ILLUSTRATION

12

MOTION & VIDEO

16

MULTIMEDIA CAMPAIGN

19

PACKAGING & PRODUCTS

23

PHOTOGRAPHY

26

PRINT

27

SELF-PROMOTION

29

STUDENT PORTFOLIOS

30

CREDITS

37

Meet the Judges!



NICK LONGO

Nick Longo is a Southern California-based branding expert and founder of Longo Designs, a studio specializing in strategic, narrative-driven design for the food and beverage industry. A professor at his alma mater, California State University Northridge, he is passionate about empowering the next generation of designers to think beyond convention and lead with purpose. He also co-hosts the Deeply Graphic Designcast and produces and hosts the Office Hours show on Adobe Live. Prior to his current roles, Nick was instrumental at Los Angeles-based Equity Marketing, where he led custom retail product development for major clients including Kellogg's, Burger King, DreamWorks, and Starbucks – building a career that spans over 150 international brand licenses and more than 1,000 product launches.



DENISE BOSLER

Denise Bosler, Ed.D., MFA, is an award-winning graphic designer, author, and professor. She currently teaches Communication Design at Kutztown University, where she also serves as the director of the MA in Communication Design program. In her design practice, she focuses on print collateral, packaging, logos, and branding, with a particular emphasis on typography and hand-lettering. Bosler is the author of *Mastering Type, Second Edition*, and *Creative Anarchy*, and contributes to numerous design magazines and websites. As an educator, she is known for her keen attention to typographic detail and often reminds her students about the importance of impeccable kerning. She has also been known to make a student start over when a concept goes missing. Bosler's guiding principle is straightforward: kern well and design great.



CLARE FREEMAN

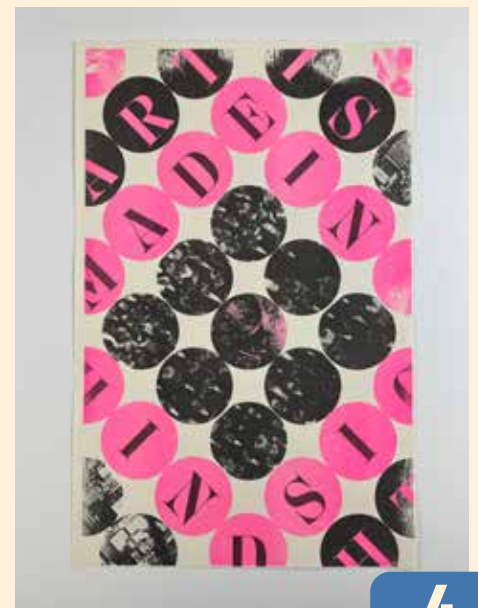
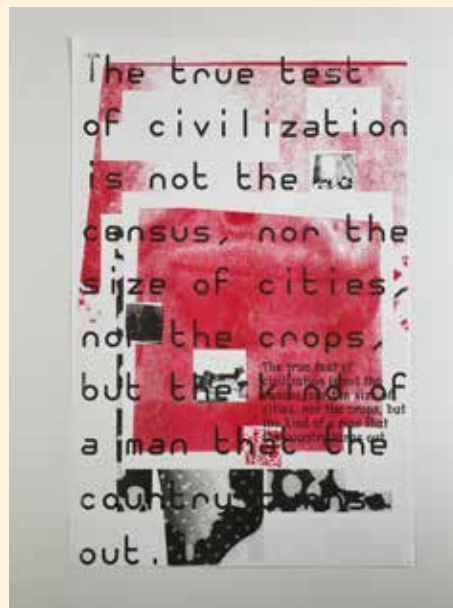
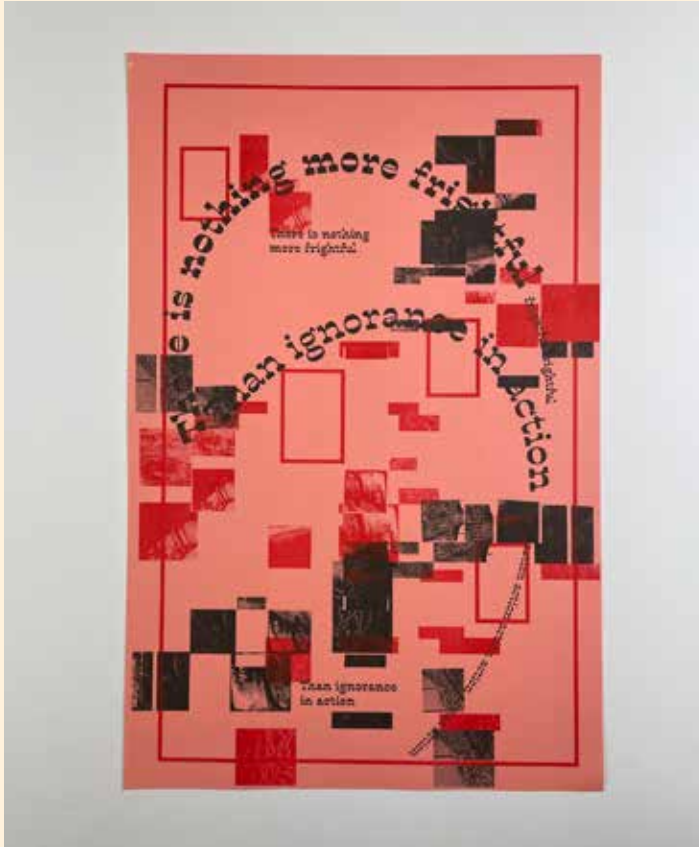
Clare Freeman is an illustrator, animator, and web developer focused on elevating brands through clear, compelling visual communication. After earning her BFA in Illustration from Memphis College of Art in 2013, Clare worked at several design agencies before going full-time with Pretty Useful Co. in 2020. Her work pairs thoughtful strategy with smart systems thinking and a playful point of view, creating brand experiences across web, motion, and print that are clear, cohesive, and full of personality.

Adct Spirit Award - Graphex

POSTER-FLUXUS

TU TYPOGRAPHY STUDIO

Bryce Anderson, Caleb Bovell, Rowan Brown, Gracie Fallis,
Raphael Parson, & Nyla Walker



Adct Spirit Award - Honorable Mention

BLESS YOU!—OCD AWARENESS
REN HACKWORTH



Digital Media - Graphex

A LETTER TO MY CHILDHOOD LADAN ABDOLAHI

A Letter to My Childhood

This website is a personal and visual reflection on my two-week visit to Teos, New Mexico. A place of profound cultural, historical, and natural significance. It uses web design as a form of storytelling and explores how a place can awaken emotions long forgotten, connecting the present with the past through emotion, design, and atmosphere.

During my time in Teos, I discovered unexpected similarities between its landscapes and my own childhood memories of Iran. The textures, colors, and quiet rhythms of the town stirred feelings of nostalgia and belonging. What began as an academic exploration soon became a deeply personal journey, a dialogue between two places that shaped who I am.

A Letter to My Childhood is both a tribute and a bridge, between two lands, two times, and two selves. It is a reminder that sometimes, the most distant places can bring us closer to where we began.



A Letter to My Childhood

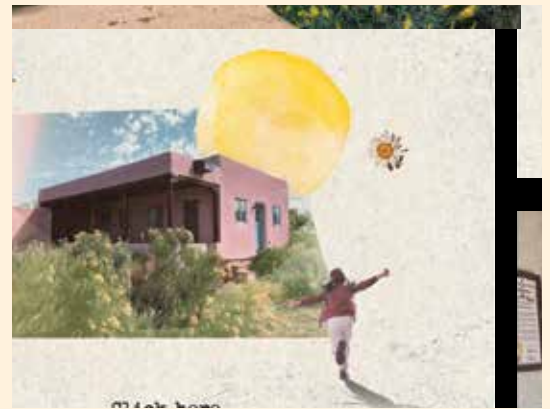
Click here to see the prototype

OR

Scan the QR Code

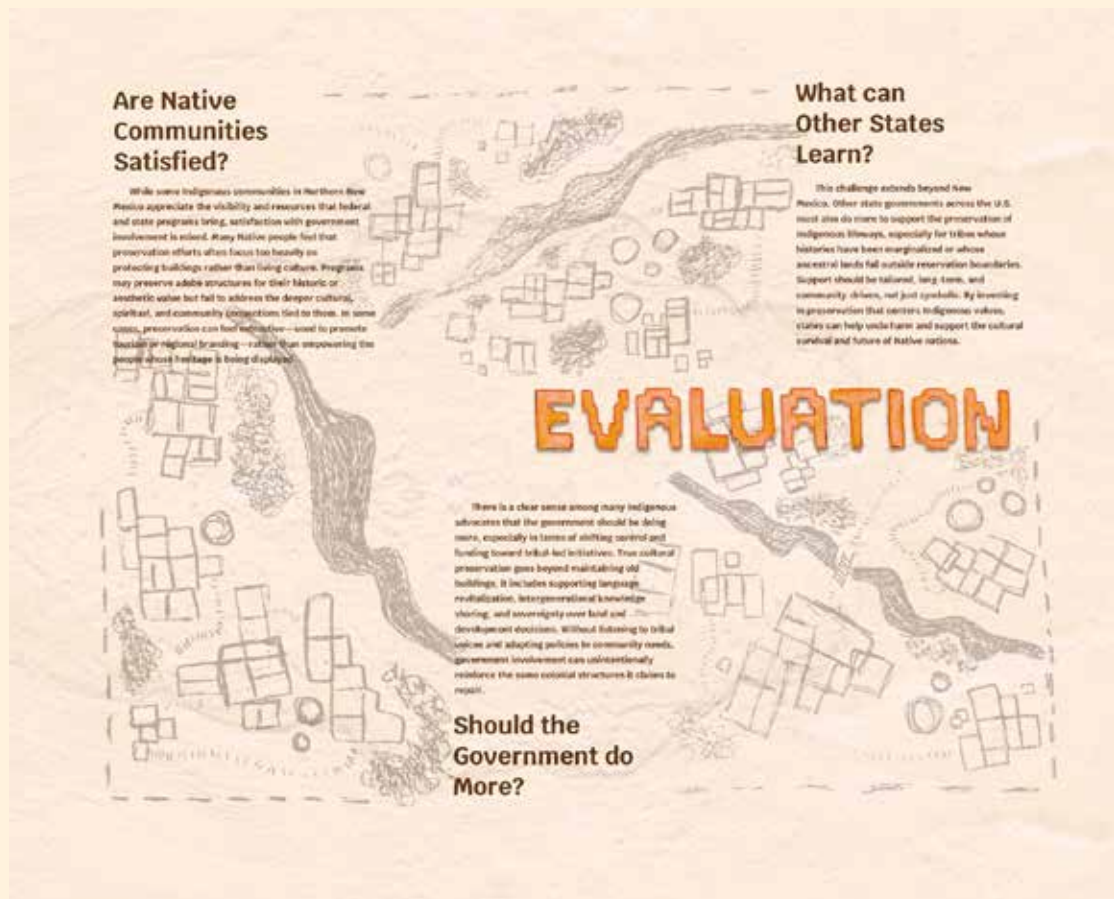
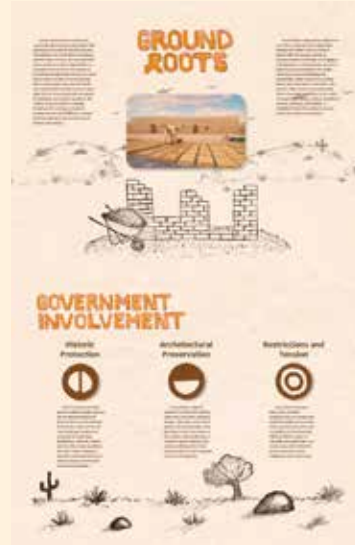


Watch Here!



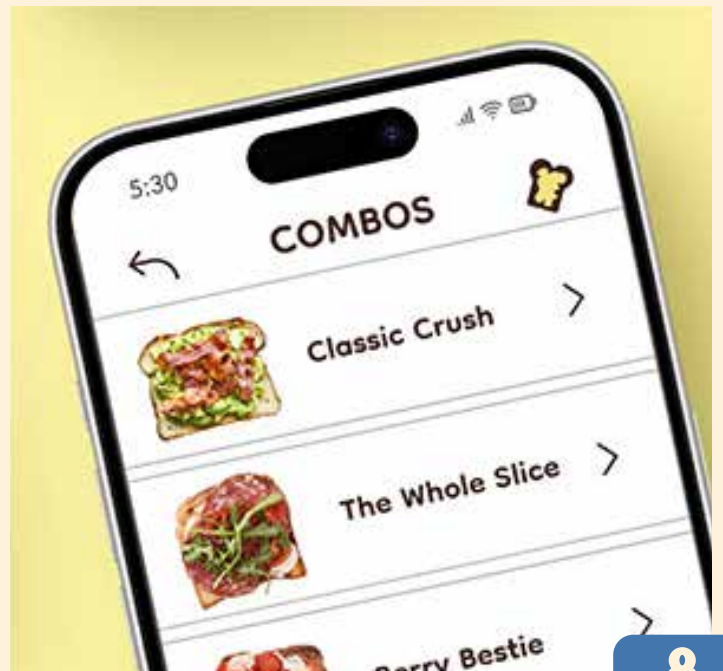
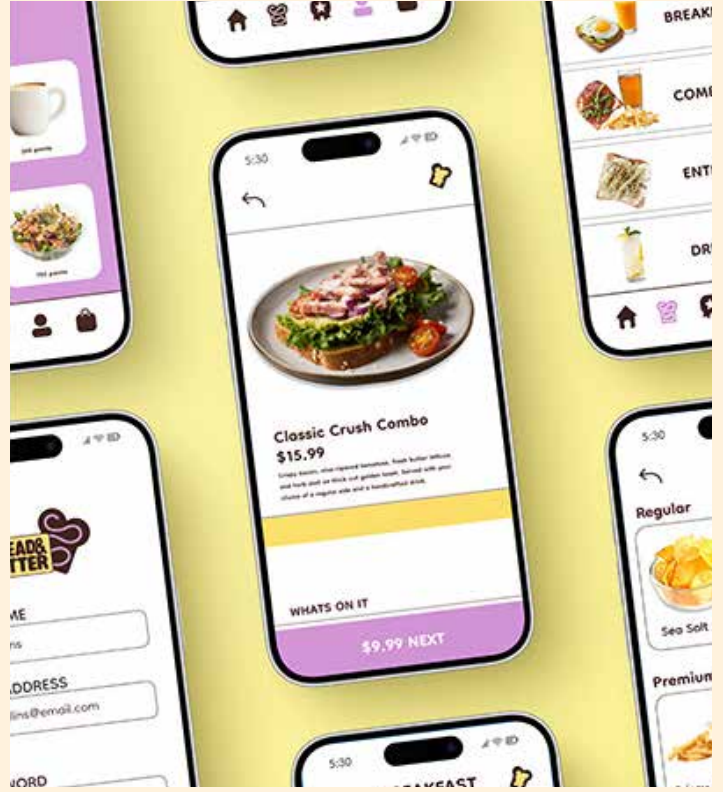
Digital Media - Honorable Mention

PRESERVING FOUNDATION KAYLA GROSS



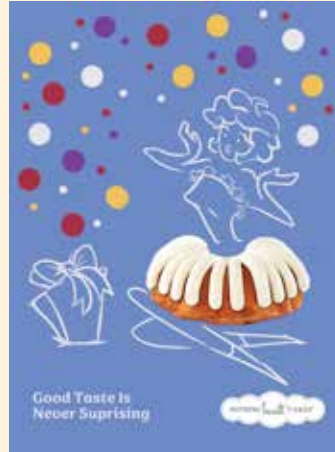
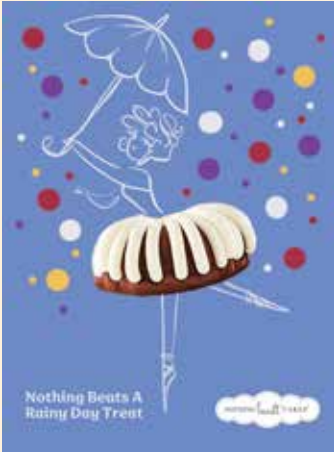
Digital Media - Honorable Mention

BREAD & BUTTER LANEY CONNER



Environmental - Graphex

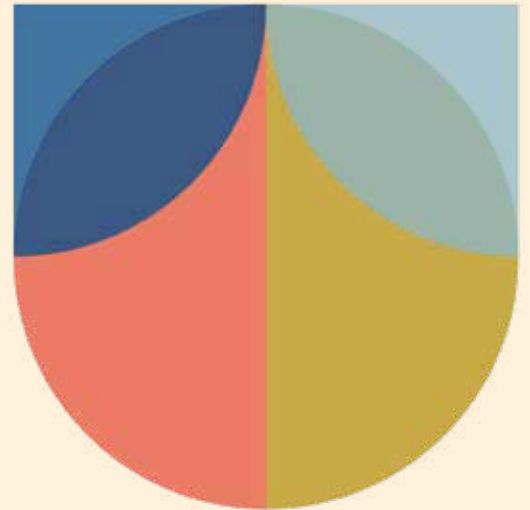
NOTHING BUNDT CAKES ADVERTISING CAMPAIGN MOXIE DIAZ



Identity - Graphex

THIRD FLOOR DESIGN BRANDING THIRD FLOOR DESIGN

Sarah Moore



Identity - Honorable Mention

RIVERSIDE STUDIO THIRD FLOOR DESIGN

Gracie Fallis, Ella Covey, & Caleb Bovell



MISSION

- In a spirit of collaboration, we volunteer to:
- Preserve responsibly and promote public use of our iconic building.
- Educate young performers through scholarships, performing opportunities, workshops, and training.
- Perpetuate America's longest-running play.

VISION

We provide the historic stage on which generations of Tulsans live their dream.

BUILDING HISTORY

The Spotlight is one of Tulsa's Art Deco treasures, designed by architect Bruce Geff. Originally known as the Riverside Studio, it is now listed in the National Historic Registry. The Spotlight is also home to award-winning children's productions designed to introduce young patrons to live theatre. Built in 1928, the Spotlight needs substantial renovations and upgrades. We are currently seeking donations to preserve this historic landmark to be enjoyed by future generations. To donate or learn more about the theme, please visit TulsaSpotlightTheatre.com

OVERVIEW

Tulsa Spotlighters, Inc. is a 501(c)(3) nonprofit community theater, housed in the iconic Riverside Studio, designed by architect Bruce Geff in 1928. We operate three primary programs:

THE DRUNKARD AND THE OLIO
America's longest-running play and a weekly local talent showcase.

SPOTLIGHT CHILDREN'S THEATRE
Providing youth with free participation in high-quality theatrical productions.

SPECIAL EVENTS VENUE
Hosting private events, live music, film screenings, actor residencies, and more. Participation in our productions is free and open to individuals of all ages and experience levels. Over 3,000 Tulsans have performed or worked behind the scenes, and over a quarter-million guests have attended our shows. We offer these special events to reflect the diversity of Tulsa, with programming that's alive, surprising, and welcoming to everyone. If you are interested in booking a private party or curating a special event highlighting local artists, reach out to us!



DRUNKARD

In 1925, some local actors started the "Tulsa Spotlight Club." On November 14th, 1925, they first performed *The Drunkard*, condensed from the melodrama *The Night in a Barnstorm*. The show, directed by Richard Mansfield Dickinson, was performed in his studio's home. The group played only one performance and played to a capacity house. Due to phenomenal public reaction, the show continued to play each week. In 1964, the Tulsa Spotlight Club reorganized as Tulsa Spotlighters, Inc., a nonprofit charitable endeavor, and purchased the theatre. In 1964, Karl Jansen, the original "Joe Morgan," took over the direction of the show. An attempt was made to recreate the melodramatic atmosphere in which it was performed over 100 years ago in beer gardens. Our play retains audience participation through booing the villain and cheering the hero. *The Drunkard* is paired with *The Olio*—varied and enjoyable vaudeville-style acts featuring local singers, dancers, magicians, and variety acts. Both shows present special performances, as well as weekly Saturday evening shows. The Olio also provides entertainment for many events in the Tulsa area.

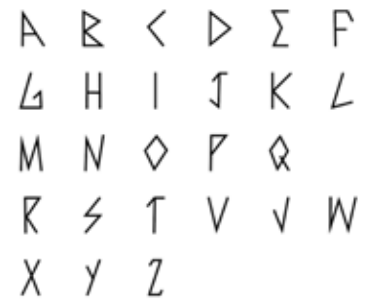


Illustration - Graphex

GLYPHONS NOEL BARR



Illustration - Honorable Mention

RED GREEN YELLOW
NOEL BARR

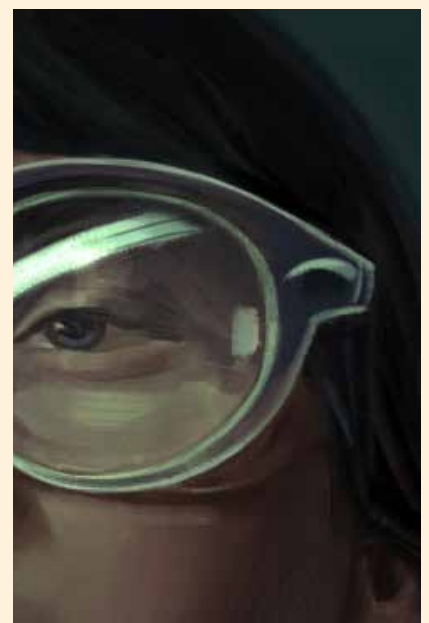


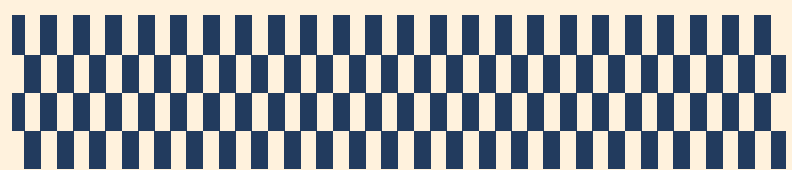
Illustration - Honorable Mention

RACCOON BAKERY POSTCARD RENEE MARTIN



Illustration - Honorable Mention

MARKETABLE PET FISH CATHERINE ENGEL



Motion & Video - Graphex

THE INTRUDER - TITLE SEQUENCE

ANGELA VELASQUEZ GARCIA DE LOS SALMONES

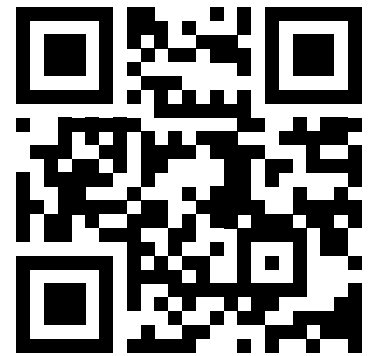


Watch Here!

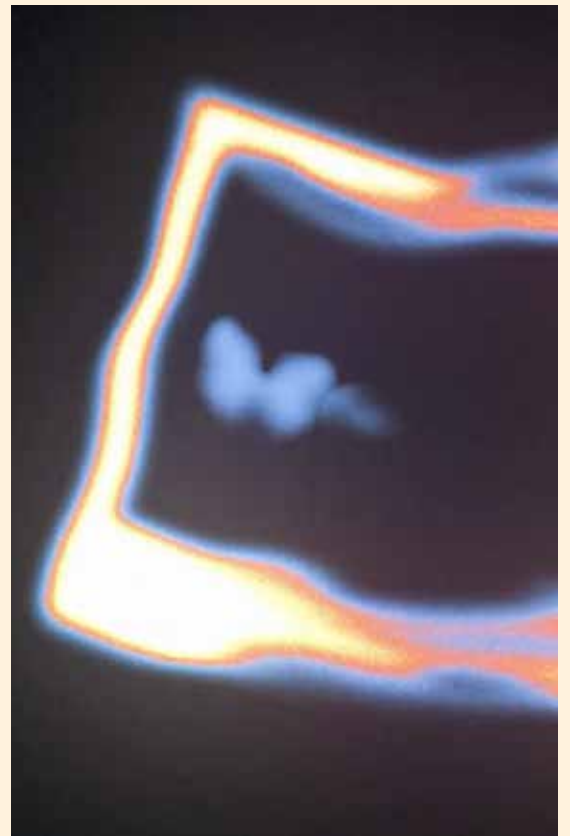


Motion & Video - Honorable Mention

LIFE IS STRANGE | TITLE SEQUENCE VICTORIA LING



Watch Here!



Motion & Video - Honorable Mention

LADAN, AND THREE FACTS ABOUT HER LADAN ABDOLAHI



Multimedia Campaign - Graphex

INKLING - BLOCK PRINTING KIT LANEY CONNER





Multimedia Campaign - Honorable Mention

GOSPEL, GRITS & GERSHWIN THIRD FLOOR DESIGN

Gracie Fallis and Ella Covey



Established in 1993, the Booker T. Washington Foundation for Excellence is an independent organization whose mission is to enhance all aspects of academic endeavors for the student body and administration at Booker T. Washington High School in Tulsa, Oklahoma. GGG is the foundation's major annual fundraiser for the school. All for the benefit of the administrators, faculty, and students at Booker T. Washington High School. Bid on amazing experiences and great items donated by our students and friends of Booker T. Established in 1993, the Booker T. Washington Foundation for Excellence is an independent organization whose mission is to enhance all aspects of academic endeavors for the student body and administration at Booker T. Washington High School in Tulsa, Oklahoma. GGG is the foundation's major annual fundraiser. Join us for fun, food, and friendship. All for the benefit of the

GOSPEL, GRITS & GERSHWIN

YOU'RE INVITED



MARCH 7TH



The Booker T. Washington Foundation
For Excellence

GOSPEL, GRITS & GERSHWIN 32nd annual
March 7th, 2026



JOIN YOUR HORNET FAMILY for brunch, libations, live and silent auctions, raffles, plus performances by some very talented Hornets.

Come experience what it means to be a part of **THE HIVE!**

WHY SUPPORT

To ensure the 112-year tradition of excellence continues!

BTW is a four-time recipient of the prestigious National Blue Ribbon School Award from the U.S. Department of Education.

U.S. News & World Report consistently names BTW as one of the BEST high schools in OK.

BTW is one of only two International Baccalaureate high schools in OK.

BTW offers more than 160 class options, including 25 AP classes.

We look forward to seeing you at GGG!

Bonnie Hackler
& Lisa Wakefield
GGG 2026
Auction Chairs



Scan the QR code for ticket sales

SPONSORSHIP LEVELS

Newsmakers

\$7,500 – 10 guests
Reserved seating; program, website, and social media recognition; prominent logo placement at event; brunch; and 20 drink tickets

Sunday Edition

\$5,000 – 8 guests
Reserved seating; program, website, and social media recognition; brunch; and 16 drink tickets

Headliners

\$3,000 – 6 guests
Reserved seating; program, website, and social media recognition; brunch; and 12 drink tickets

The Lede

\$1,500 – 4 guests
Reserved seating; program and social media recognition; brunch; and 8 drink tickets

The Funnies

\$700 – 2 guests
Reserved seating; program recognition; brunch; and 4 drink tickets

Individual tickets also available

Saturday March 7, 2026
11:00 am – 1:30 pm
101 E. Archer St., Tulsa, OK

Packaging & Products - Graphex

MERMAID GIN BOTTLES CAITLIN GLANVILLE



Packaging & Products - Honorable Mention

ORBIT SALSA MADISON MCMASTER



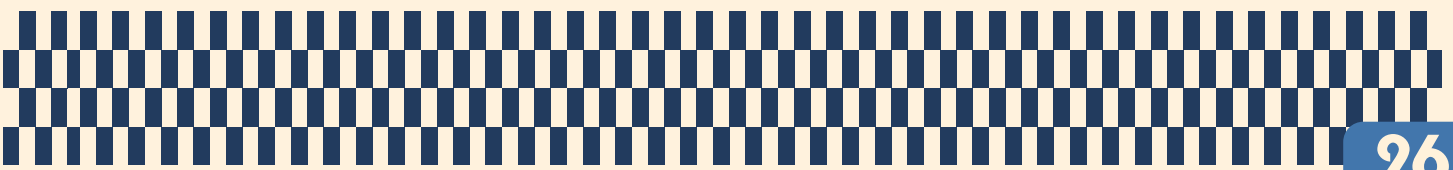
Packaging & Products - Honorable Mention

CRACK'D PISTACHIO LANEY CONNER



Photography - Graphex

YOUNG ADULTHOOD (PHOTO SERIES) GRACIE FALLIS



Print - Graphex

GHOOLZZZ LADAN ABDOLAHI



Story of The Ghoolzzz

Ghool in Persian means an imaginary monster

The Ghoolzzz project is presented as a kit that includes printed sheets with perforated parts of different legendary creatures, with an instruction sheet explaining how to use the pieces.

Each creature contains short texts at the bottom describing the creature's name, physical features, and special powers, allowing users to learn about mythological beings while interacting with the printed material. Users can remove the perforated pieces and mix different parts to recreate known mythical creatures or invent entirely new ones.

How it works:

This interactive print invites users to explore mythological creatures from different cultures. Each mythical creature is a mixture of different animals, for example, the Basilisk is an ancient Greek creature that combines features of a rooster and a snake. These hybrid beings reflect how different cultures used animals and symbolism to imagine powerful legendary creatures.

For the prototype, four creatures are included: the Qilin, Nue, Manticore, and Basilisk. Users can read about what each creature is made of and the powers it possesses by exploring the different body parts. By combining storytelling with creative play, the project transforms traditional print into an engaging interactive experience where learning and imagination come together.

QILIN

Qilin
Dragon + Deer + Ox
A horse or deer-like creature with dragon scales and a flowing mane. Powers: Symbol of peace and prosperity, can walk on water, and bring good fortune.

BASILISK

Basilisk
Rooster + Snake
A serpent with the head and legs of a rooster. Powers: Can kill with its gaze or breath, extremely venomous.

NUE

Nue
Monkey + Tiger + Snake
A monkey's head, a tiger's body, and a snake's tail. Powers: Shape-shifting, control over storms, and bringing misfortune.

MANTICORE

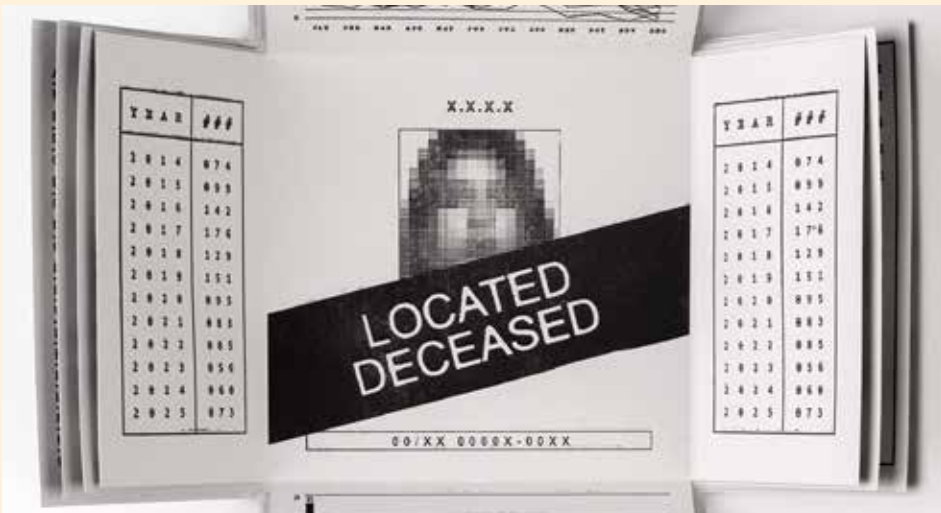
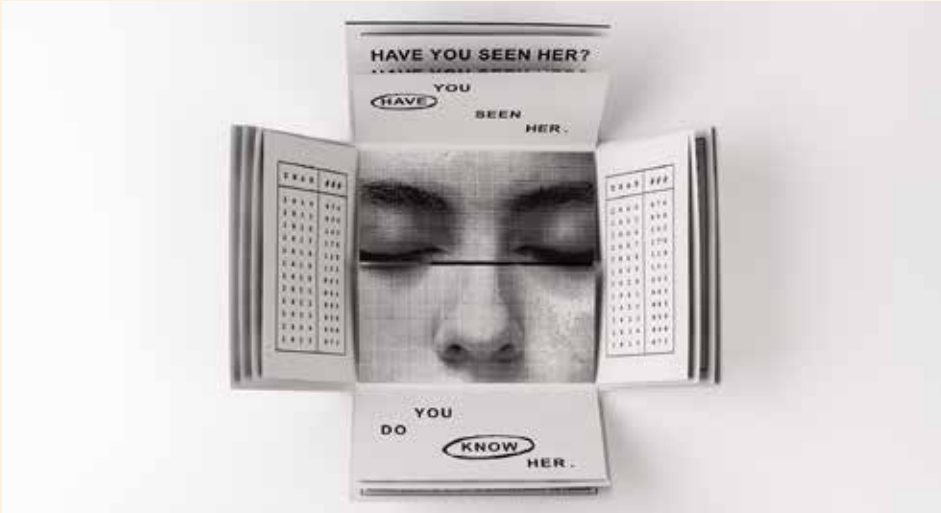
Manticore
Human + Lion + Scorpion
A lion's body, a human-like face, bat-like wings, and a venomous scorpion tail. Powers: Speaks venomous spikes, hypnotizes prey with its voice, and devours humans whole.



Print - Honorable Mention

BEHIND THE NUMBERS

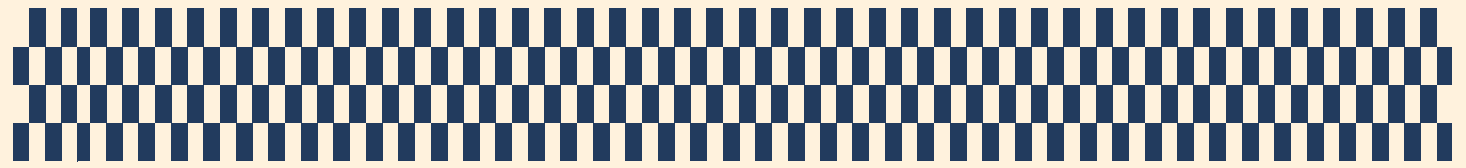
ANGELA VELASQUEZ GARCIA DE LOS SALMONES



Self-Promotion - Graphex

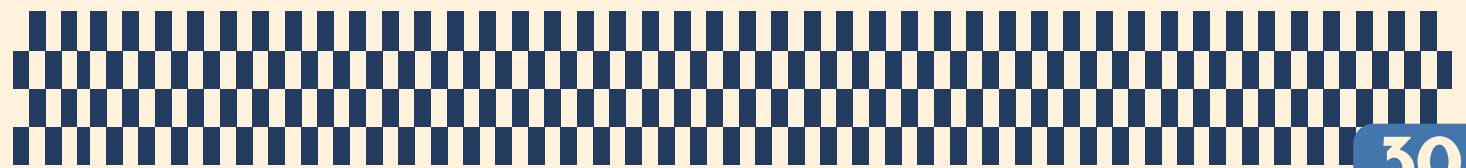
LADAN, AND THREE FACTS ABOUT HER LADAN ABDOLAHI





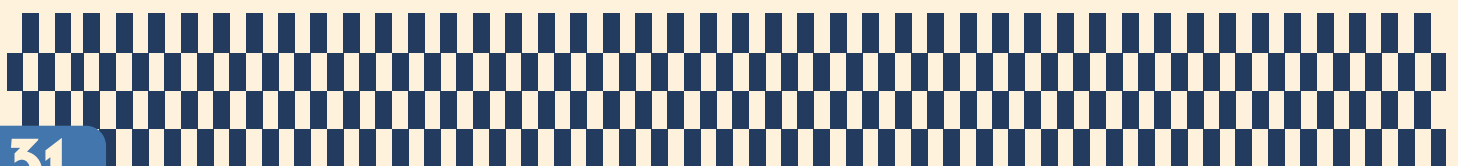
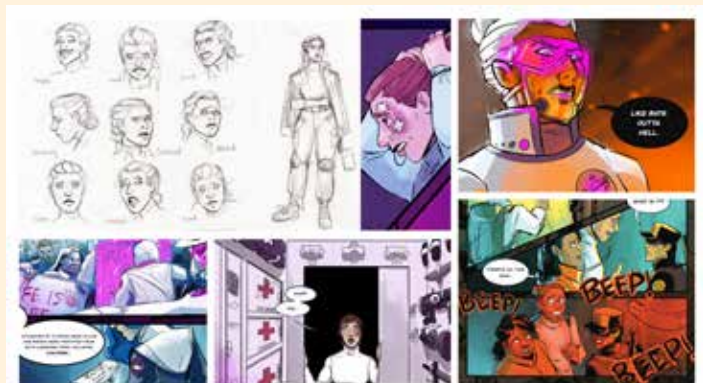
STUDENT PORTFOLIOS

Delicious!



Portfolio - 3rd Place

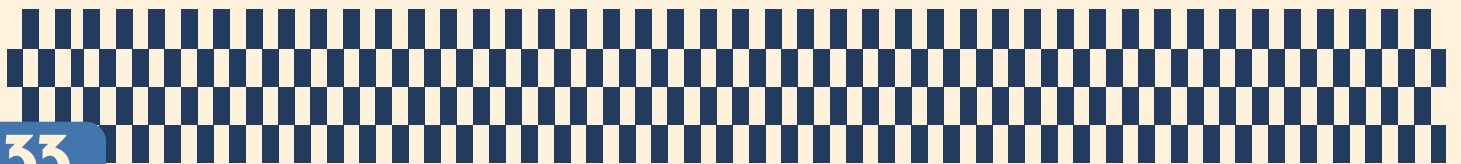
GRAPHIC NOVEL & CHILDREN'S BOOK PORTFOLIO RENEE MARTIN

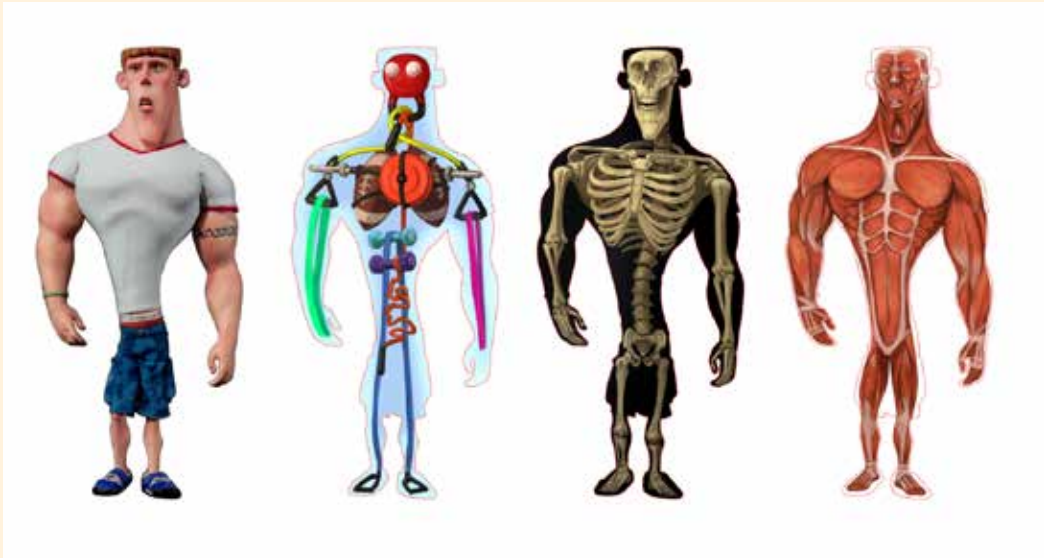




Portfolio - 2nd Place

NOEL BARR: ILLUSTRATION COLLECTION NOEL BARR





Portfolio - 1st Place

CARSYN.ZIP PORTFOLIO CARSYN HOCKERSMITH



IDENTITY REBRAND

Devoted

Brand identity for Devoted, a family owned Japanese restaurant in Stillwater centered on faith, family, and tradition. The visual system combines a dove as a symbol of devotion and loyalty with the warmth of ramen, reflecting both their spiritual foundation and genuine care in every detail.



BEVERAGE PACKAGING
Within

A transparent, fermentation-driven kombucha brand named in scientific, clarity and human tradition. Each bottle acts as a living lab report, documenting the full fermentation process through precise data, handwritten observations, and a system inspired by the brewer's home laboratory.




04

DUST JACKET
Throne of Glass

Inspired by Throne of Glass by Sarah J. Maas, this redesign reimaged the first three books through hand-drawn illustration. Each cover reflects the series' swirling, feral, complex world, capturing the depth and character of its characters and their journeys beyond death and interdimensional color choices.




05

SUMMER OLYMPICS
Olympics 2036

A hypothetical identity system for the Summer Olympics hosted in Hamburg, Germany. Inspiration for the design stems from the city's status as one of Europe's largest ports and its more than 25,000 bridges. The design draws from the vast canal network as a symbol of unity, movement, and global connection.









06

THEATRE POSTER
Richard II

A conceptual poster for Richard II exploring the collapse of divine right and the fragility of power. A crown merges with a bridge, reflecting kingship as confinement, while Richard's name forms the bars themselves, the title of king becoming his prison.

07

E-COMMERCE WEBSITE
Roonies

Roopies is an online rooster shop for both roosters and poultry. Their roosters are naturally clean, healthy, and free-range, with every bird raised with organic feed. The website is designed to be a seamless, user-friendly experience for both rooster and poultry lovers.




08

INTERACTIVE PACKAGING
El Machete

El Machete is a line of 100% natural, organic, and locally sourced, hand-crafted hot sauce. The brand's unique, vibrant colors and textures are captured through vibrant, high-quality, reusable packaging that is both functional and visually appealing.




09



Art Directors Club of Tulsa

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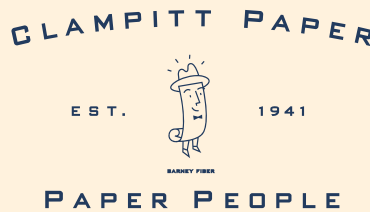
Director Of Photography

VOLUNTEERS

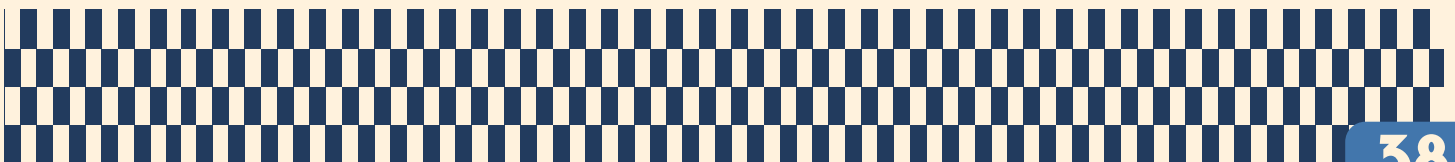
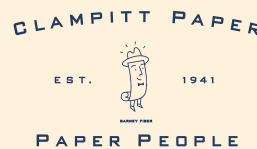
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