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PORTFOLIO



WEB & APP DESIGN

BRANDING

ILLUSTRATIONS

ABOUT ME

I am an experienced Tampa-based web/graphic designer and inbound marketer specializing in print & digital media. My goal is to bring a fresh perspective to business branding, marketing and technology by combining the understanding of the unique strategic challenges many companies face with a love of great design stretching back to my childhood.

I am passionate about assisting businesses and organizations, translating the client's vision into clean, striking visuals that reinforces the company brand promise and communicates its message.

Please read through my portfolio to see some of my past works.

Howard Campbell
Your Next Designer

WEB AND APP DESIGN

CLIENT ▼



As the Chief Creative Designer of The H.D. Darkheart Company, I was challenged to create products to appeal to the American Otaku culture. Understanding the emergence of mobile technology such as smartphones & tablets, I leveraged this idea to create websites and apps that would help strengthen the American Otaku culture.





PRODUCT ▼
Web and App Design
for DarkheartOnline.com,
We The Otaku: The
Magazine and OtakuBuddy

The result was the birth of DarkheartOnline.com, WeTheOtaku.com, We The Otaku: The Magazine !, and OtakuBuddy. Both We The Otaku: The Magazine and OtakuBuddy are available on Apple App Store.



CLIENT ▼

Various clients

As for web design, I approach it with both creativity and functionality. Aesthetics are important but websites without SEO functionality or ones that forget about the user experience are useless to both the end user and its owner.





PRODUCT ▼
Web Design
& Development

“The problem is there are no simple “right” answers for most Web design questions (at least not for the important ones). What works is good, integrated design that fills a need—carefully thought out, well executed, and tested.”

-Steve Krug, Don't Make Me Think: A Common Sense Approach to Web Usability

BRANDING

CLIENT ▼



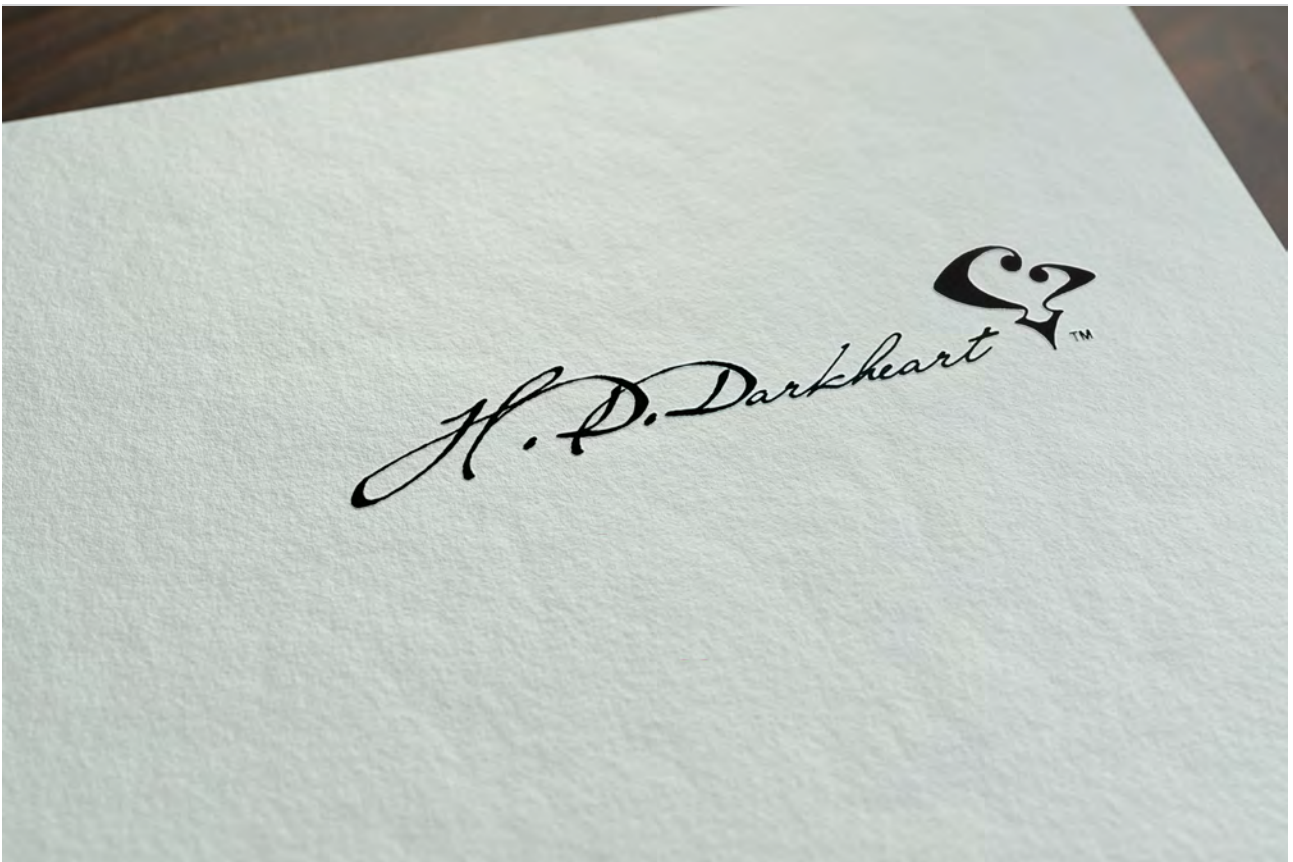
Before we at H.D. Darkheart could build a website or app, we had to establish a brand that would be memorable, unique, and recognizable to our intended audience.



PRODUCT ▼

Branding for We The Otaku, Teddy Skull & H.D. Darkheart.

The result was the design of the H.D. Darkheart Company logo, the We The Otaku logo and the Teddy Skull logo. Although distinctive in their own right, they all incorporate the “Rose of Darkheart” insignia in each design.



“A brand is the unique story that consumers recall when they think of you. This story associates your product with their personal stories, a particular personality, what you promise to solve, and your position relative to your competitors. Your brand is represented by your visual symbols and feeds from multiple conversations where you must participate strategically.”

- Laura Busche, Lean Branding

YOU ARE IN ►

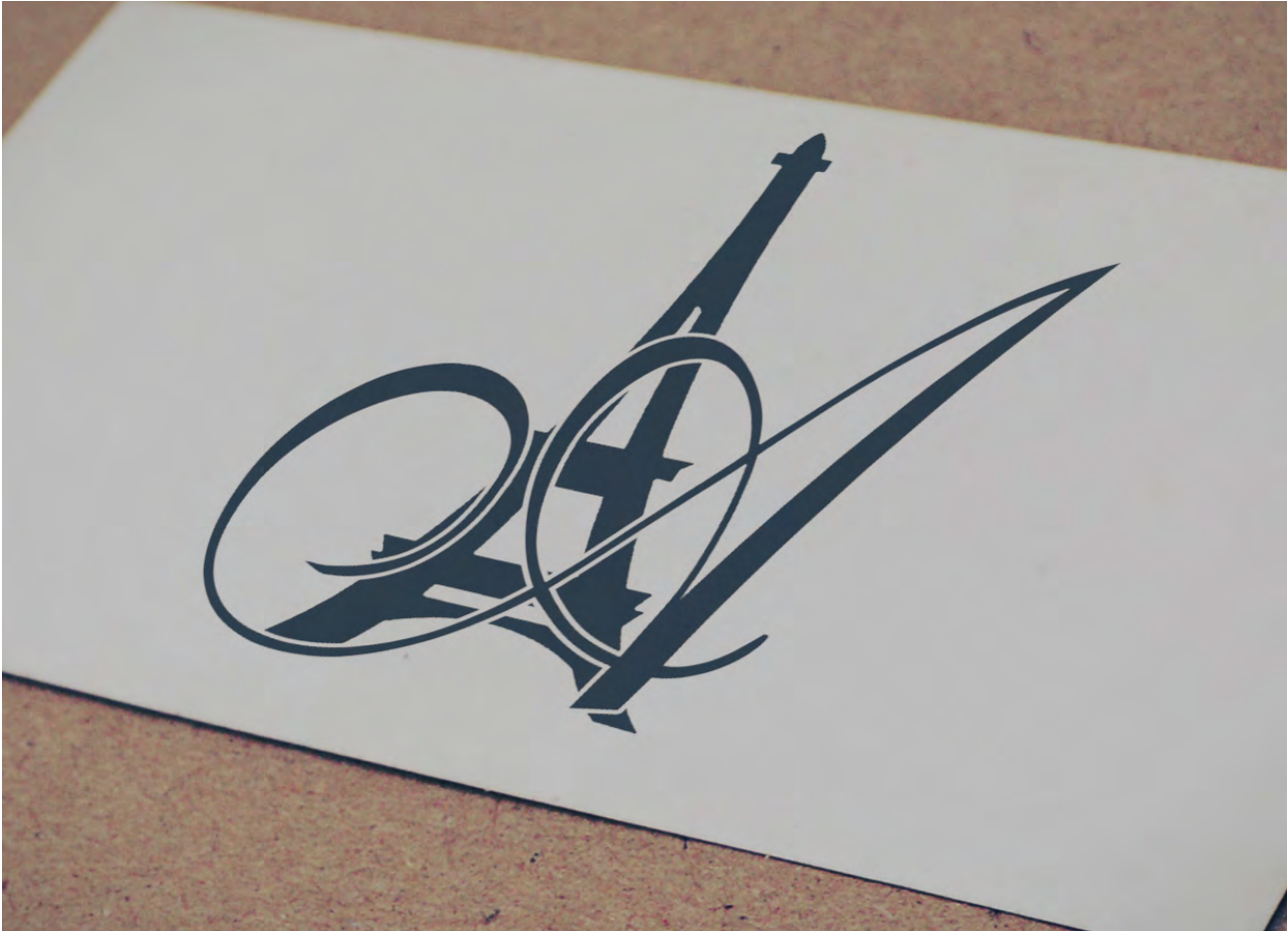
BRANDING

CLIENT ▼

Various clients

When it comes to branding, I follow the quote: "A brand is worthless if it doesn't connect with the right audience in a relevant way." One style is not always the right style for everyone. Versatility is the name of the game.





“Always remember: a brand is the most valuable piece of real estate in the world; a corner of someone’s mind.”

- John Hegarty, Hegarty on Advertising



ILLUSTRATIONS

CLIENT ▼

LuvaBerry &
Teddy Skull

With both campaigns for LuvaBerry's "Free Love, No Cost" and Teddy Skull's "Revolution" shown here, I understood that the artwork must deliver the message more so than the words displayed.



**DON'T WORRY...
THE REVOLUTION
WILL BEGIN
SHORTLY!**



**SUPPORT THE
MOVEMENT!
TAP HERE &
GRAB SOME GEAR!**

**teddy
skull**



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PRODUCT ▼

Advertisements for
LuvaBerry.com and
Teddy Skull

CLIENT ▼

H.D. Darkheart &
Andrea Lauren
Elegant Interiors

From creating digital publications to designing magazine spreads for printed magazines, I have gained a foundation which displays an effective execution of design both in terms of art and product.



PRODUCT ▼

Magazine Layouts for Untitled Track Magazine, We The Otaku: The Magazine! & Andrea Lauren Elegant Interiors in Home Trends Magazine.





“Design is not just what it looks like and feels like.
Design is how it works.”

- Steve Jobs

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