

***Bryce  
Driesenga!***



MOVIEHOUSE

### Sperry's Moviehouse

Sperry's Moviehouse opened in 2016 as a boutique 12 theater cinema in the location of the former Sperry's Department Store in Port Huron, MI. Within six months, the theater claimed the #1 market share spot in the county. A 2nd location was opened in Holland, MI in 2019.

I lead the overall visual direction and worked on branding, wayfinding, ads, interior graphics, pre-show advertisements, signage, and more.



SPERRY'S  
MOVIEHOUSE

### Sperry's Moviehouse—Logo

Due to the importance of the former Sperry's Department Store to Port Huron's local population and to call back to the rich history of the building, I designed the primary logo as a modern take on the well-recognized Sperry's building corner sign.



## Credit Card Authorization

Regulations pertaining to credit card purchases require Sperry's Moviehouse Holland, LLC to obtain the following information in order to process any credit card purchases without physical possession of the card and the embedded information on the magnetic strip. Please fill out this form completely and return completed application to Sperry's Moviehouse Holland, LLC.

GUEST NAME

CARDHOLDER NAME

EXPIRATION DATE CVV (SECURITY CODE)

CARDHOLDER STREET ADDRESS

CITY STATE

CARDHOLDER PHONE NO.

RECEIPT REQUESTED?  
☐ YES ☐ NO

I certify all information provided to Sperry's Moviehouse Holland, LLC is true and correct to the best of my knowledge and hereby authorize Sperry's Moviehouse Holland, LLC to use the credit card as specified above for purchases made by me from Sperry's Moviehouse Holland, LLC.

AUTHORIZED SIGNATURE

PLEASE PRINT CARDHOLDER NAME CLEARLY

The information contained in this transmission is privileged and confidential, and is intended only for the use of Sperry's Moviehouse Holland, LLC. If the reader of this information is not the intended recipient, you are hereby notified that any dissemination, distribution, or copy of this information is strictly prohibited. If you have received this document in error, please notify Sperry's Moviehouse Holland, LLC immediately by telephone at 616-795-0685 and return the original document to the Sperry's Moviehouse Holland, LLC; 84 West 8th Street, Holland, Michigan 49424.

**SPERRY'S**  
MOVIEHOUSE

## Donation & Sponsorship Request

ORGANIZATION EVENT NAME

EVENT DATE (MM/DD/YY)

EVENT DESCRIPTION PLEASE BE AS SPECIFIC AS POSSIBLE (EVENT INFO, EXPECTED ATTENDANCE, LOCATION, ETC.)

DO YOU HAVE A SPECIFIC DONATION REQUEST?

INTENDED USE OF DONATION (SILENT AUCTION, RAFFLE ITEM, ETC.)

HOW WILL SPERRY'S MOVIEHOUSE' SUPPORT BE RECOGNIZED?

ORGANIZATION/EVENT WEBSITE ORGANIZATION ADDRESS

ORGANIZATION 501(C)(3) TAX ID NO.

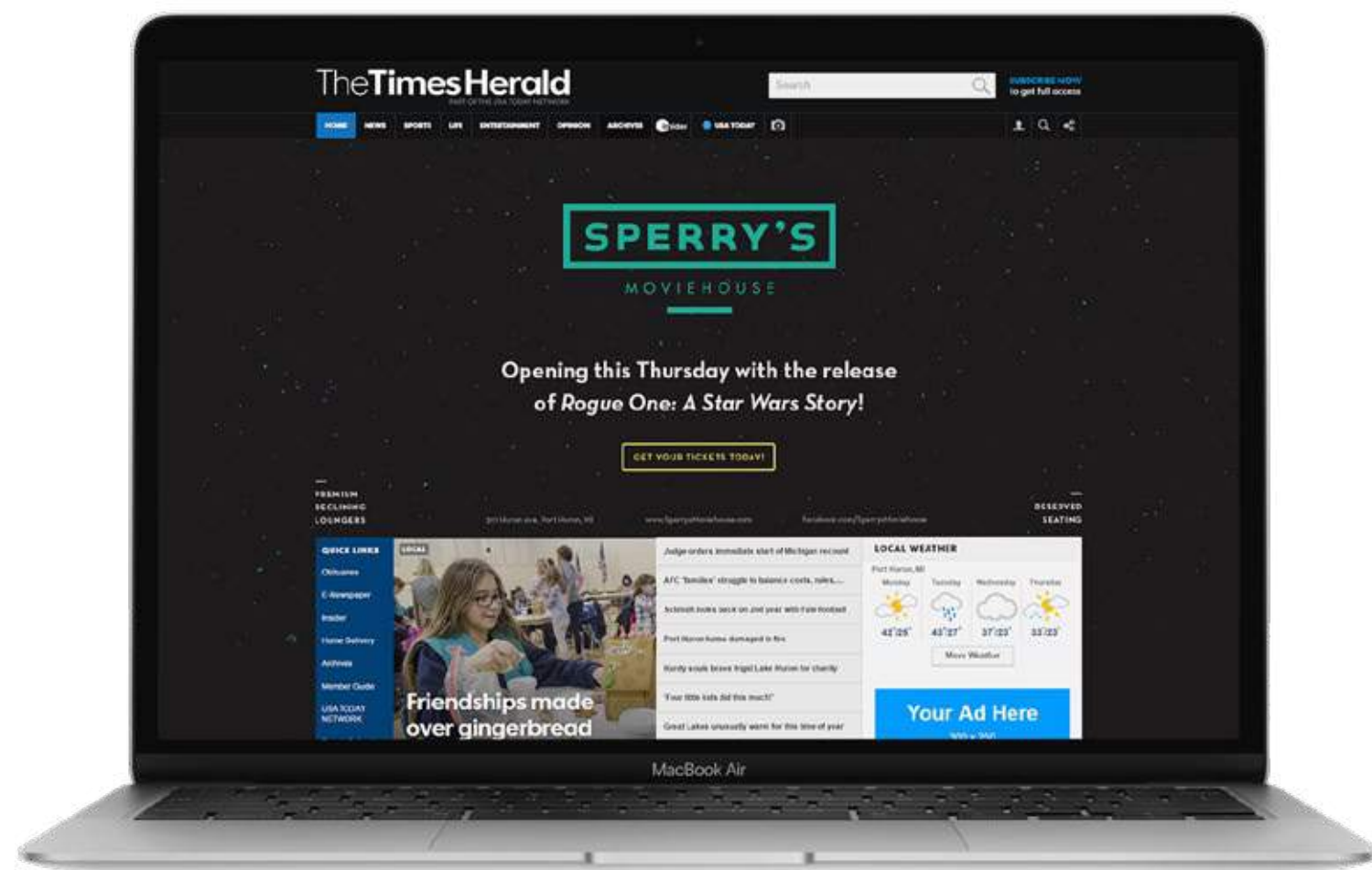
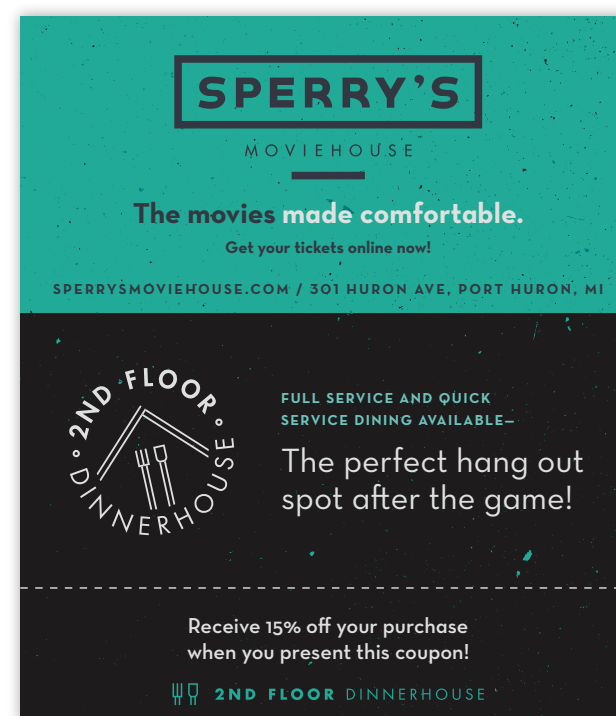
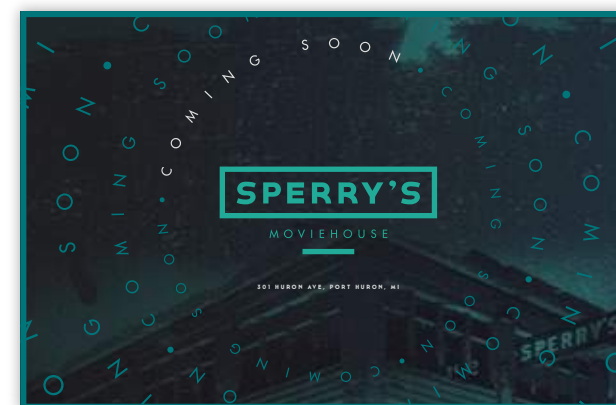
**SPERRY'S**  
MOVIEHOUSE

DONATION & SPONSORSHIP REQUEST FORM  
PAGE #1

### Sperry's Moviehouse—Printed Materials

I designed a whole range of printed materials, including gift cards, business cards, envelopes, printed forms, and more.





## Sperry's Moviehouse—Print/Web Ads

I designed general and event-specific advertisements for magazines, mailers, and online promotion.

Concessions			
POPCORN	S 6 / M 7 / L 8	SODA	S 4 / M 4.5 / L 5
CARAMEL CORN	4	ICEE	M 4.25 / L 4.75
MINI DOUGHNUTS (6)	4	BOTTLED WATER	3
PRETZEL BITES (6)	4		
<small>with beer cheese, spicy brown mustard, or ranch</small>			
CANDY	3.25-3.5		



Our Movie Credits loyalty program is your ticket to free upsizing on popcorn and soda, not to mention rewards for your birthday and membership anniversary!

Give yourself a little credit. Sign up today.

# Employee Preview Night

# Welcome!

Popcorn and soda are included. Each guest may also choose one preview menu item →

CANDY AVAILABLE FOR PURCHASE \$3.50 EACH

Theatre Menu			
8" PERSONAL PIZZA	7	FISH & CHIPS	8
<small>with cheese and 16.00 item</small>			
<small>+\$1.00 pepperoni, crumbled bacon, ham, ground beef, caramelized onions, sautéed mushrooms, sliced peppers, black olives, pineapple, fresh sprouts, grilled chicken</small>			
<small>+\$1.00 pulled pork, bbq chicken, buffalo chicken, Philly cheesesteak</small>			
SLIDERS (3) + FRIES	8	CHICKEN TENDERS + FRIES	8
<small>Burger, BBQ Chicken, Pulled Pork, Philly Cheesesteak, or Veggie</small>			
SANDWICHES	6	POPCORN SHRIMP + FRIES	9
<small>Bacon Spinach Tomato or Veggie Pasta</small>			
<small>+\$1.00 Michigan Chicken Salad</small>			
MINI HOT DOGS (3) + FRIES	6	FRIES	4
		<small>French Fries or Sweet Potato Waffle Fries</small>	
		JALAPEÑO CORNBREAD BITES	4
		<small>with ranch or beer cheese</small>	

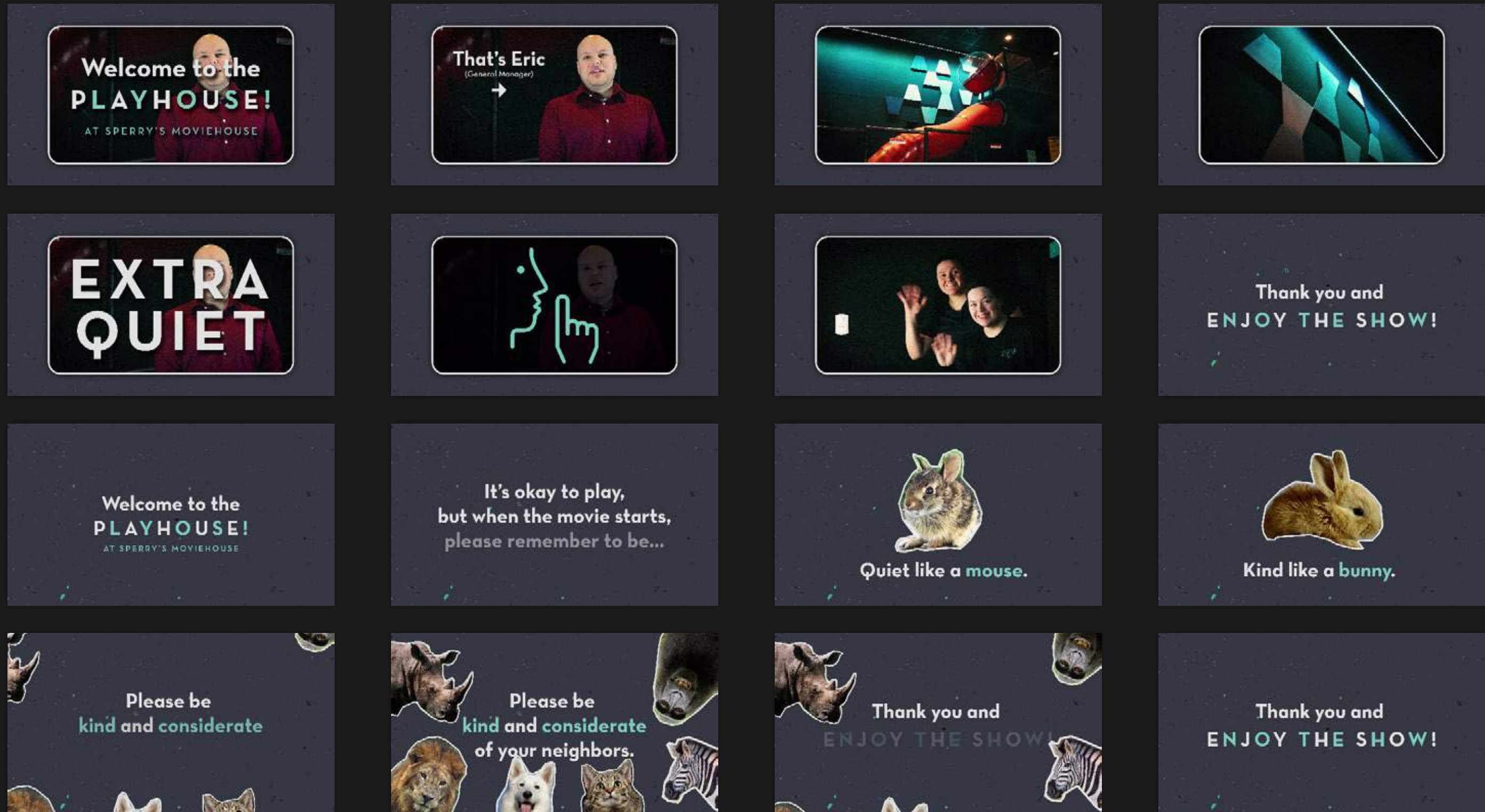
ROUTINE	7	FRIED VEGGIE PUFFS	4
<small>Rice, cheese curls, and demi-glace gravy</small>			
<small>+\$1.00 caramelized onions, green onions, sautéed mushrooms, sliced peppers, black olives, crumbled bacon, ham, grilled chicken</small>			
<small>+\$1.00 bbq chicken, buffalo chicken, pulled pork, Philly cheesesteak, shrimp</small>			
SPERRY'S ROUTINE	13	FRIED MUSHROOMS	5
<small>Rice, cheese curls, and demi-glace gravy topped with green onion, crumbled bacon, mac &amp; cheese, and a parmesan crust</small>			
<small>+\$1.00 add additional toppings</small>			
MAC & CHEESE	5	HUMMUS & PITA BREAD	5
<small>+\$1.00 caramelized onions, green onions, sautéed mushrooms, sliced peppers, black olives, crumbled bacon, ham, grilled chicken</small>			
<small>+\$1.00 bbq chicken, buffalo chicken, pulled pork, Philly cheesesteak, shrimp</small>			
		SALAD CUP	5
		<small>Cheese, Garden, or Greek, \$1.00 add chicken or shrimp</small>	
		DESSERT	4
		<small>Key Lime Parfait, Caramel Coca Parfait, Sautéed Caramel Brownie Parfait, or Tiramisu Parfait</small>	



Sperry’s Moviehouse—Digital Concessions Signage

I designed and managed digital signage, both static and dynamic, for Sperry’s Moviehouse concessions as well as for specific theater events.





### Sperry's Moviehouse—Playhouse Pre-Show PSA's

The Playhouse theater, a child and family theater with a playground built-in, was having problems with noisy patrons during the movie. I wrote scripts, directed, filmed, edited, and created motion graphics for the informational PSA's.

Heat and  
massage right  
at your seat?

Oh yeah—  
we can do that.

—  
Stop by ticketing & concessions to  
upgrade your experience for just \$2.

HEAT AND MASSAGE FEATURES AVAILABLE IN ROW B ONLY

\$55

DINNER  
AND A MOVIE  
FOR 2

\*GRATUITY INCLUDED

1 APPETIZER, 2 MAIN COURSES, & 1 DESSERT

Appetizers	Main Courses	Dessert
Pretzel Bites & Beer Cheese	Chicken Tenders	Strawberry Lemon Meringue
Jalapeno Corn Bites	Fish & Chips	Salted Caramel Brownie
Fried Mushrooms	BYO Burger	Carrot Cake
Mozzarella Sticks	Chicken Caesar Salad	Tiramisu
Fried Pickle Skewers	Sperry's Famous Rice Bowl with Chicken	Cheesecake
	Sperry's Poutine	Crème Brûlée

2ND FLOOR DINNERHOUSE

SPERRY'S MOVIEHOUSE

Have you experienced  
our luxury recliners?

RECLINE  
HEAT  
MASSAGE

ADJUST FOOTREST ON LEFT SIDE OF CONTROL PANEL

ADJUST SEAT AND BACK ON RIGHT SIDE OF CONTROL PANEL

RETURN SEAT TO DEFAULT POSITION WITH CLOSE ALL BUTTON

TURN ON THE SEAT WARMER BY PRESSING THE RED POWER BUTTON\*

TURN ON MASSAGE BY PRESSING THE GRAY POWER BUTTON— THEN SELECT 1 OF 4 MASSAGE MODES\*

\*HEAT & MASSAGE FEATURES ACTIVATE FOR 20 MINUTES AT A TIME AS A SAFETY PRECAUTION. SIMPLY TURN BACK ON AND ENJOY AS LONG AS YOU'D LIKE!

Here's how we do  
things around here...

**TICKETS & SEATING**  
All of our theaters feature premium reclining loungers and reserved seating. We recommend purchasing your tickets ahead of time online at [www.sperrysmoviehouse.com](http://www.sperrysmoviehouse.com) to ensure you get exactly the seat you want. If you like to relax before the movie, seating in our theaters typically begins about 30 minutes before showtime.

**CONCESSIONS**  
We've got all the usuals—popcorn, soda, candy, and other treats, plus an excellent selection of beer and wine. Now that's how you enjoy a movie.

**2ND FLOOR DINNERHOUSE THEATER MENU**  
Our chef-crafted theater menu is designed specifically to enhance your movie watching experience with no or minimal utensils required. Orders placed at concessions or at our 2nd Floor Dinnerhouse will be delivered right to your seat! We recommend placing your order at least 15 minutes before showtime. We'd also love if you would join us for a drink or a meal at 2nd Floor Dinnerhouse before or after your movie where our full theater menu is available in addition to an expanded restaurant menu.

SPERRY'S MOVIEHOUSE

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SPERRY'S MOVIEHOUSE

SPERRY'S MOVIEHOUSE

\$3 OFF

LARGE SPECIALTY PIZZAS—

Sweet Potato Pie / Jalapeño Popper / Onions, Mushrooms, Asparagus, & Bacon / Loaded Mac & Cheese / Margherita

Dine-in only. Mondays from 4pm–9pm.

TUESDAYS—ALL DAY

\$6

MOVIES

SATURDAY MORNINGS

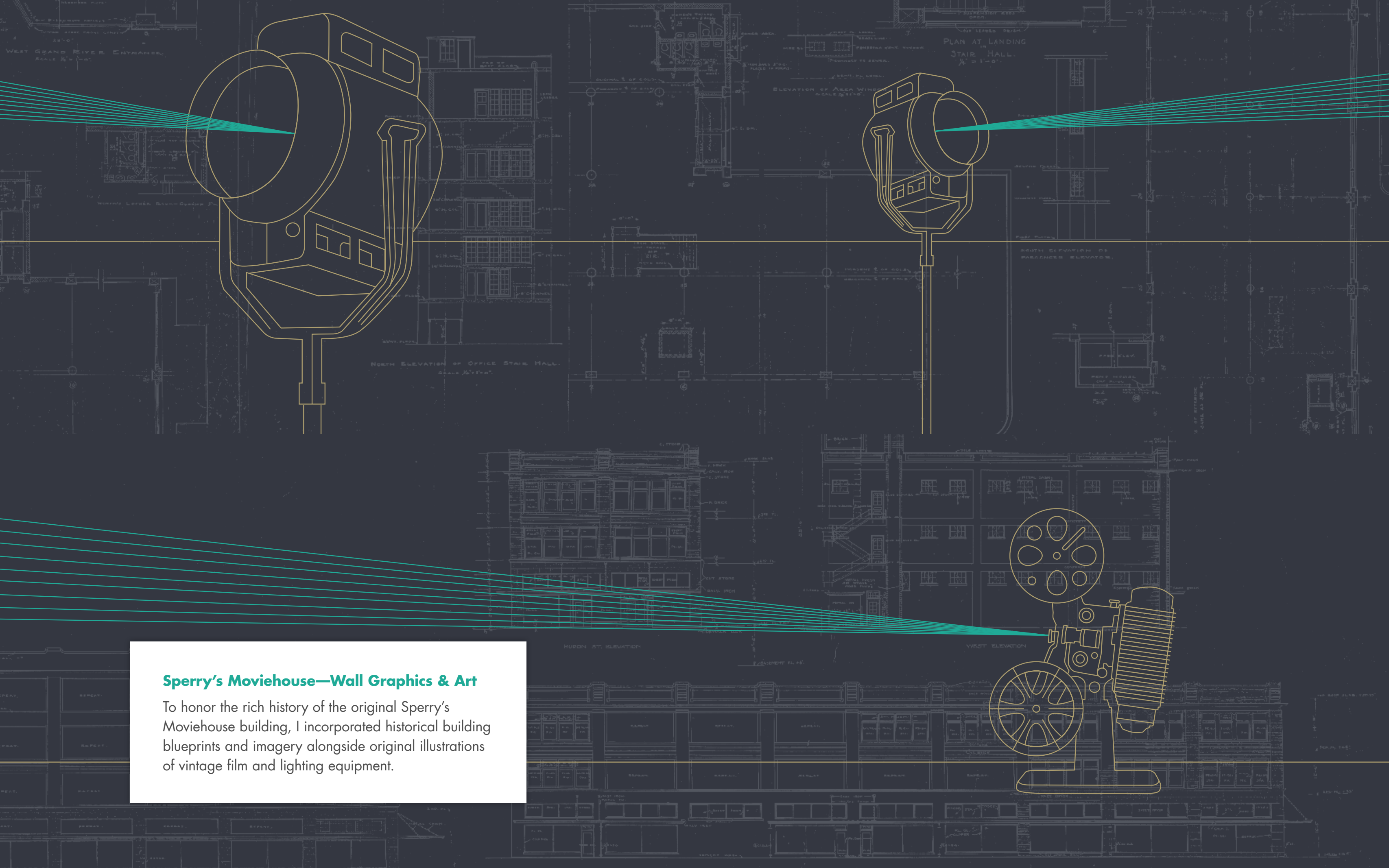
Sperry's Moviehouse—Event & Promo Materials

I was tasked with writing copy for and designing a range of promotional, decorative, and advertising posters and social media graphics.



## Sperry's Moviehouse—Wall Graphics & Art

To honor the rich history of the original Sperry's Moviehouse building, I incorporated historical building blueprints and imagery alongside original illustrations of vintage film and lighting equipment.





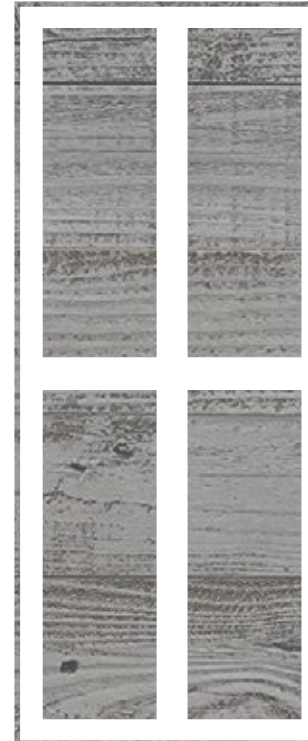


## GOING UP?

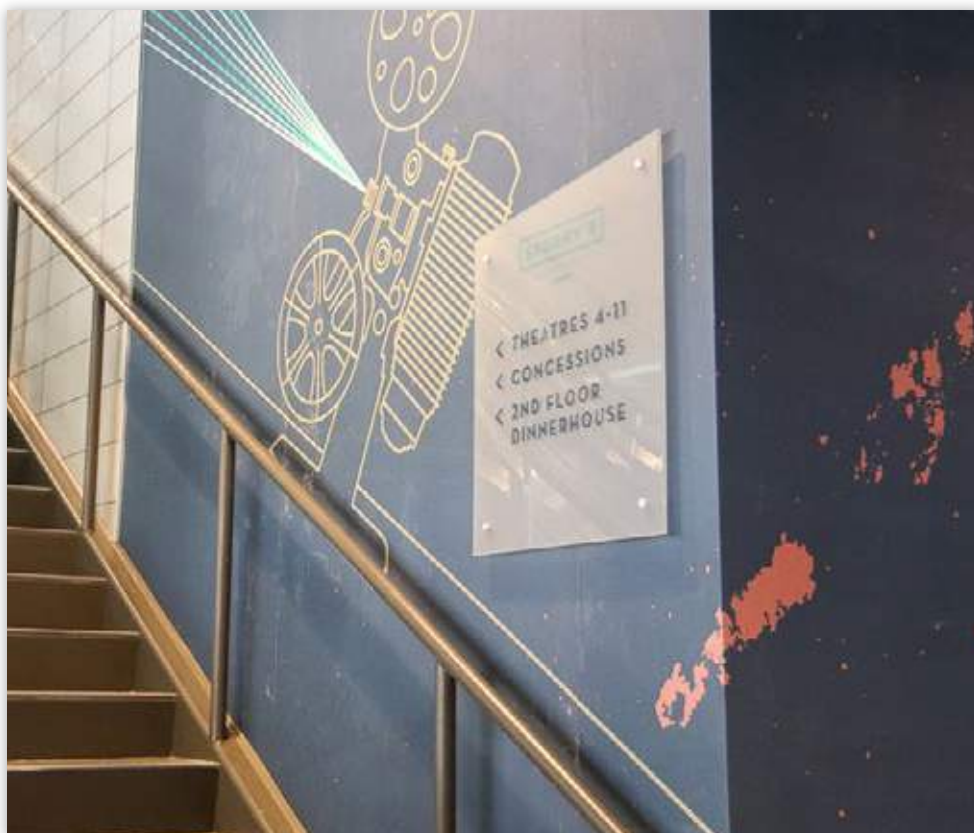
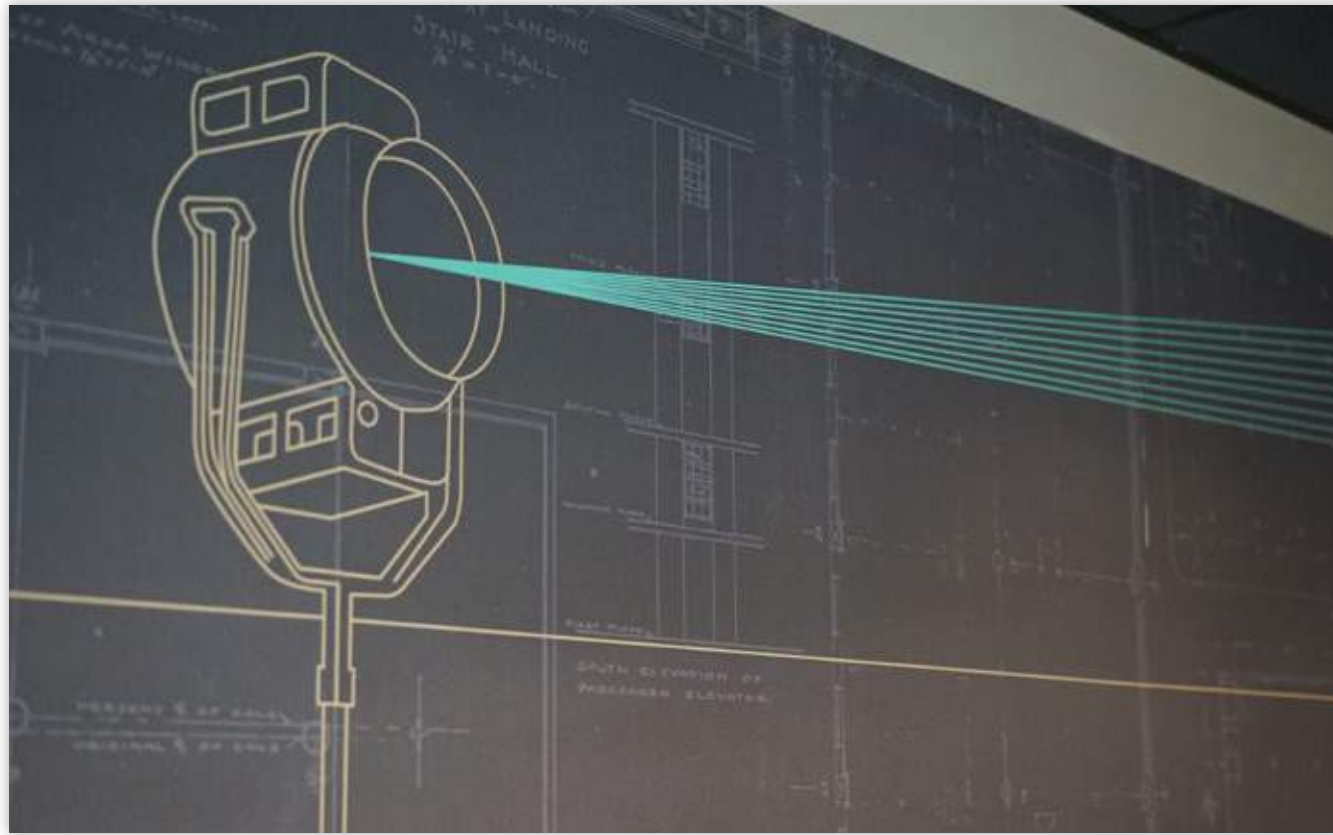
Featured along this wall are the original Sperry's building elevator doors.



Lula Petty was Sperry's elevator operator for 20 years. She was often called the store's unofficial greeter.









SPERRY'S

MOVIEHOUSE

THE BENEFITS

Earn Credits

Earn 1 credit per dollar spent at Sperry's Moviehouse with an automatic 25 credits just for signing up!

Spend Credits

Use earned credits toward concessions and 2nd Floor Dinnerhouse items.

Free Upsizing

We'll upsize your soda and popcorn, on the house.

Birthday/Anniversary Popcorn

Free popcorn annually on your birthday and your Movie Credits membership anniversary.

Double Credit Tuesdays

Earn 2 credits for every dollar spent on Tuesdays!

THE REWARDS

50 Credits » Small Soda, Iced, or Popcorn

75 Credits » Medium Soda, Iced, or Popcorn

100 Credits » Large Soda

125 Credits » Medium Soda & Small Popcorn

250 Credits » Free appetizer at 2nd Floor Dinnerhouse

MOVIE CREDITS

Give yourself a little credit.

Sign up today.

Sperry's Moviehouse—Movie Credits

To ensure theatergoers would not miss the loyalty rewards program, I created program-specific branding with a standout color scheme, taking inspiration from movie closing credits. I designed handouts, posters, and social media graphics.

Our Movie Credits program is your ticket to free upsizing on popcorn and soda, not to mention rewards for your birthday and membership anniversary!

THE BENEFITS

Earn Credits

Earn 1 credit per dollar spent at Sperry's Moviehouse with an automatic 25 credits just for signing up!

Spend Credits

Use earned credits toward concessions and 2nd Floor Dinnerhouse items.

Free Upsizing

We'll upsize your soda and popcorn, on the house.

Birthday/Anniversary Popcorn

Free popcorn annually on your birthday and your Movie Credits membership anniversary.

Double Credit Tuesdays

Earn 2 credits for every dollar spent on Tuesdays!

THE REWARDS

50 Credits » Small Soda, Iced, or Popcorn

100 Credits » Large Soda

75 Credits » Medium Soda, Iced, or Popcorn

125 Credits » Medium Soda & Small Popcorn

250 Credits » Free appetizer at 2nd Floor Dinnerhouse

1 \$ 1 = 1 CREDIT

GIVE YOURSELF A LITTLE CREDIT

BIRTHDAY? POPCORN. MEMBERSHIP ANNIVERSARY? POPCORN.

BIGGER IS BETTER, ON THE HOUSE

BIRTHDAY? POPCORN. MEMBERSHIP ANNIVERSARY? POPCORN.

WE'RE PUTTING THE 2 BACK IN TUESDAY

2X CREDITS

2X CREDITS

MOVIE CREDITS

For more information on our Movie Credits program, please speak to a member of our staff or visit [www.SperrysMoviehouse.com](http://www.SperrysMoviehouse.com).

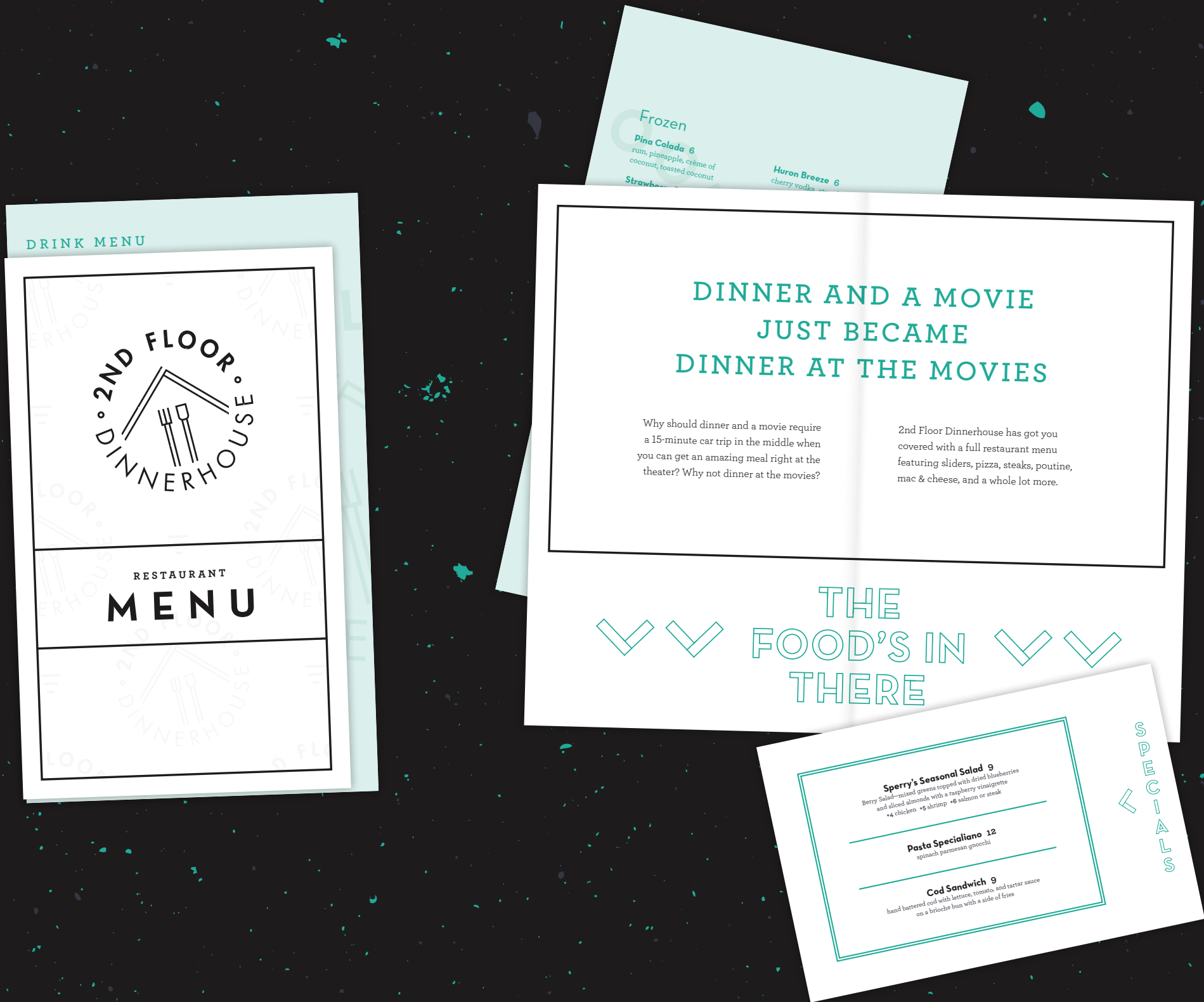
MOVIE CREDITS





### 2nd Floor Dinnerhouse—Logo

Sperry's Moviehouse required a logo and branding for its on-premises restaurant, serving both dine-in patrons and supplying food to each movie theater. The logo and branding were designed to work alongside the main Sperry's branding while also allowing the 2nd Floor Dinnerhouse to stand as its own entity.



### 2nd Floor Dinnerhouse—Print Menus

I did copywriting, prototyping, design, layout, and set the overall design direction for a range of food, drink, and specials menus.



### Sperry's Gourmet Popcorn & Gifts—Logo

Located on the first floor of the original Port Huron Sperry's Moviehouse is a popcorn and gift shop. I designed a logo to work well on the popcorn, snack, and merchandise packaging and tie in with the overall Sperry's Moviehouse brand.

RAINBOW

SPERRY'S  
STYLE

DILL  
PICKLE

CHEDDAR

CARAMEL  
HEATH

CARAMEL  
BUTTERFINGER

SPERRY'S  
DELUXE

MOVIE  
THEATRE

WHITE  
CHEDDAR



### Sperry's Gourmet Popcorn & Gifts—Packaging

A cost effective and easy solution for popcorn and other snack packaging was required for the small gift shop. Readily available stand-up barrier pouches are used alongside pre-printed roll labels and in-house printable ingredient and flavor labels.

CARAMEL

SPERRY'S  
301

CARAMEL  
HEATH



### Sperry's Gourmet Popcorn & Gifts—Merchandise

Alongside the in-house graphics team, I designed a range of gifts and merchandise for the gift shop. Particularly, I worked on items like postcards, mugs, drink koozies, and apparel.







# CityFlatsHotel

## **CityFlatsHotel**

CityFlatsHotels are a small chain of boutique, LEED Gold certified hotels in the Midwest. I worked on print and web ads, guest communications, promotional materials, restaurant menus, signage, wayfinding, website updates, and more.



There is a place for everyone this holiday season at CityFlatsHotel!

**CityFlatsHotel**

83 Monroe Center St NW / Downtown GR / 616.608.1720  
61 E 7th Street / Downtown Holland / 616.796.2100





**CitySēn**  
LOUNGE

DOWNTOWN GRAND RAPIDS

616.608.1720 / [www.cityflatshotel.com](http://www.cityflatshotel.com)



**CitySēn**  
LOUNGE

**HAPPY HOUR**

MONDAY–FRIDAY: 4–7PM / SATURDAY: 4PM–CLOSE

On the main floor of CityFlatsHotel.  
61 East 7th Street, Holland, MI 49423 / 616.796.2100 / [cityflatshotel.com](http://cityflatshotel.com)



**CitySēn**  
LOUNGE

Located on the first floor of CityFlatsHotel at  
**83 Monroe Center** in Downtown Grand Rapids

[cityflatshotel.com](http://cityflatshotel.com) / 616.608.1720



the **Parlour**  
@ CityFlatsHotel

GR's newest Blow Dry Bar is now open in the heart of downtown! The Parlour specializes in event hairstyling, professional makeup application, manicures, cuts, colors, and more.

616.608.1731 / [CityFlatsHotel.com](http://CityFlatsHotel.com) / 77 Monroe Center St NW, GR 49503

**CityFlatsHotel—Print Advertisements**

I worked on design and layout for a range of magazine and publication ads for CityFlatsHotel and its various properties, made to comply with existing branding and communication standards.





**the Parlour**  
@ CityFlatsHotel

Hair, make-up, nails and more,  
The Parlour has you covered!

616.608.1731 / 77 MONROE CENTER ST NW, GR 49503

CITYFLATSHOTEL.COM/SALON

GR'S NEWEST SALON & BLOW DRY BAR

Specializing in cuts, colors, event hairstyling,  
makeup, manicures, and facial waxing!

**the Parlour**  
@ CityFlatsHotel

Located in the heart of downtown and  
connected to a covered parking ramp.

Tuesday: 12:00pm–9:00pm / Wednesday: 12:00pm–9:00pm / Thursday: 10:00am–7:00pm  
Friday: 8:00am–5:00pm / Saturday: 8:00am–3:00pm / Sunday & Monday: Closed

CITYFLATSHOTEL.COM

FRESH, LOCAL INGREDIENTS  
Breakfast, lunch, dinner, and drinks.

**CityVū**  
BISTRO  
ATOP THE CITYFLATSHOTEL

&

**the Kitchen**  
@ CitySēn  
LOUNGE  
LOCATED ON THE MAIN FLOOR



61 East 7th Street in Downtown Holland / 616 796 2100 / cityflatshotel.com



**CitySēn**  
LOUNGE

Located on the first floor of CityFlatsHotel at  
83 Monroe Center in Downtown Grand Rapids  
cityflatshotel.com / 616.608.1720

**the Parlour**  
@ CityFlatsHotel

GR's newest Blow Dry Bar is now  
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professional makeup application,  
manicures, cuts, colors, and more.

616.608.1731 / CityFlatsHotel.com / 77 Monroe Center St NW, GR 49503



CitySēn Lounge offers everything  
from flavor-infused breakfast dishes  
to happy hour to the freshest lunch  
and dinner entrées. All perfectly  
paired with our signature cocktails.

**CitySēn**  
LOUNGE

83 Monroe Center St NW / Downtown GR / cityflatshotel.com / 616.608.1720

### CityFlatsHotel—Print Advertisements

Alongside other CityFlatsHotel property communications, I also set the general design direction for the Parlour @ CityFlatsHotel, a blow dry bar and full service salon.



**CityFlatsHotel—Event Promotions**

Special events and promotions for CityFlatsHotel and its sub-brands allowed for more creative freedom. I designed a range of unique posters for hotel packages, drink promotions, holidays, and more.





PARLOUR HOURS

Tuesday: 12:00pm–9:00pm  
Wednesday: 12:00pm–9:00pm  
Thursday: 10:00am–7:00pm  
Friday: 8:00am–5:00pm  
Saturday: 8:00am–3:00pm  
Sunday & Monday: Closed

Appointments outside of specified hours will be accepted on an individual basis.

the Parlour @ CityFlatsHotel

77 Monroe Center St NW  
Downtown Grand Rapids, MI 49503

616 608 1731 / CityFlatsHotel.com



BRIDE

**THE BASIC PACKAGE** 105  
Hair and makeup application (no preview services)

**THE ESSENTIAL PACKAGE** 200  
+ Bridal consultation & hair preview with your stylist  
+ Bridal consultation & preview application with your makeup artist  
+ Hair and makeup applications the day of your wedding

**THE FLAWLESS PACKAGE** 295  
+ Bridal consultation & hair preview with your stylist  
+ Bridal consultation & preview application with your makeup artist  
+ Hair and makeup applications the day of your wedding  
+ Includes airbrush makeup and added lashes for a flawless finish  
+ Customized mini kit with touch up essentials

**JUST HAIR** 60 // **JUST MAKEUP** 50  
**AIRBRUSH** 20 // **LASHES** 15

PREVIEW PRICES

**BRIDAL HAIR PREVIEW** 55  
**BRIDAL MAKEUP PREVIEW** 45  
(Preview does not include airbrush and lashes)

**BRIDAL PARTY**  
Whether you have a style in mind or need a little inspiration,  
our team will help you achieve a flawless and lasting look!

Nails	Hair	Makeup
<b>POLISH CHANGE</b> 15	<b>MOTHER OF BRIDE/GROOM</b> 55	<b>FULL APPLICATION</b> 45
<b>MANICURE</b> 30	<b>DOWN STYLE</b> 45	<b>EYES ONLY</b> 30
<b>SHELLAC MANICURE</b> 35	<b>UP STYLE</b> 55	<b>AIRBRUSH</b> 20
<b>FLOWER GIRL</b> 15 Ages 9 and under	<b>FLOWER GIRL</b> 25 Ages 9 and under	<b>LASHES</b> 15

GUIDELINES

**For the best possible getting ready experience.**

We realize your day is very busy, ours is too!  
So to help us efficiently accommodate you  
and your party, please plan to be at your  
appointment 10 minutes early for us to achieve  
your desired look in the allotted time.

We recommend any trial services be scheduled at  
least 3 weeks prior to final appointment date.

If you have a hair length or texture  
that may require more time, please note  
this when making your appointment.

Anyone Receiving Up-Styles

Please do not wash hair the day of your styling.  
Completely dry, second day hair holds a style  
best. Wear a shirt/top that unbuttons or zips  
so that nothing has to go over your head.

Anyone Receiving Blow-Outs

We will be washing your hair when you arrive,  
so feel free to arrive with wet or dry hair.  
Wear a shirt/top that unbuttons or zips so  
that nothing has to go over your head.

Anyone for Makeup

Please come with a clean face, hydrated  
with your normal moisturizer.

CityFlatsHotel—the Parlour Bridal Menu

A cost-effective menu was needed for CityFlatsHotel’s  
full service salon. I designed a simple bi-fold menu that  
could be easily printed by the in-house design team on  
standard letter-sized paper.

THE KITCHEN

@ CitySēn  
LOUNGE

BREAKFAST

**HOLLAND'S FINEST**  
Fried cage-free egg, bacon, and cheddar on butter toasted ciabatta with sun-dried tomato spread and baby arugula—6

**LO-CAL FAVORITE**  
Egg whites, soysage, and pepper jack with fresh avocado on a flakey croissant—6.75

**SOUTHERN HOSPITALITY**  
Warm golden biscuit stuffed with fried chicken, bacon, caramelized onions, and cheddar cheese—6

**7TH STREET**  
Scrambled eggs and sausage patties served atop cranberry bread pudding with whipped maple cream cheese—7

**FRESH BAKED BAGELS**  
Our bagels are baked when you place your order. No, not toasted...baked. Now that's fresh! Ask for today's selection. Served with cream cheese—3.5

**NOVA SCOTIA**  
Smoked salmon, minted cream cheese, shaved onions, hard boiled eggs, and baby arugula on your choice of fresh baked bagel—6.75

**HEARTLAND**  
Fresh tomato, cucumber, shaved onions, baby arugula, and minted cream cheese on your choice of fresh baked bagel—4.25

**FRUIT CUP**  
Fresh pineapple, melon, and berries—3.75

**PARFAIT**  
Granola, yogurt, and berries—4.25

**HASH BROWNS**  
Insert hash brown description here—3

**STEEL-CUT OATS**  
Steel-cut oats with dried cherries, walnuts, and brown sugar—3.75

**HARD BOILED CAGE-FREE EGGS**  
Insert hard boiled cage-free eggs description here—.85 each

LUNCH

**COLD TURKEY**  
Turkey and Swiss on cracked wheat with Dijon, cranberry compote, and arugula on ???—7

**ITALIAN SUB**  
Pepperoni, capicola, prosciutto, tomato, giardiniera, and mozzarella with olive oil & balsamic vinegar—6.75

**CAPRESE PANINI**  
Tomatoes, basil, fresh mozzarella, parmesan, and spinach on ciabatta—6

**GAUCHO**  
Roast beef, red onion marmalade, Swiss, and horseradish mayonnaise on ciabatta—7

**NEMO'S ADDICTION**  
Tuna salad, black olive tapenade, tomatoes, and greens on cracked wheat—3.5

**FOGHORN'S PRIDE**  
Cage-free egg salad, alfalfa sprouts, and avocado on cracked wheat—6.75

**GARDEN SALAD**  
Chopped romaine, carrots, cucumber, and tomatoes. Served with your choice of ranch, Italian vinaigrette, or bacon balsamic vinaigrette—4

**SALAD #2 (BISTRO SALAD)**  
Will mimic the house salad in the Bistro—3.75

MAKE IT A COMBO

INCLUDES CHIPS AND A BOTTLED BEVERAGE—ADD 2.5

DINNER

**SEARED TUNA**  
Jerked seared tuna, pickled fennel, baby arugula and ponzu sauce—12

**BEEF SLIDER**  
Braised short ribs, caramelized onions, and blue cheese—3 each

**BBQ PULLED PORK SLIDER**  
Hot and tangy sauce with Cole slaw—3 each

**BRUSCHETTA**  
Insert bruschetta description here—6

**DEVILED EGGS**  
Six deviled eggs, three varieties—6

**MELTED CHEESE & CHORIZO**  
Sweet and chili peppers with warm tortillas—8

**BACON WRAPPED SHRIMP**  
Served over field greens with a trio of aioli—12

**SOFT PRETZEL**  
Warm soft pretzel with beer cheese—4.5

**CHICKEN QUESADILLA**  
Flour tortilla stuffed with pulled chicken, peppers, and white cheddar—7

**NEAPOLITAN STYLE PIZZA**  
10-inch pie with up to two toppings—10

**THE CALZONE**  
Mozzarella, red sauce, and your choice of two ingredients—12

**TOPPINGS /** PEPPERONI, SAUSAGE, CHICKEN, BACON, TOMATO, PEPPERS, ONION, MUSHROOM, SPINACH, BLACK OLIVES

CityFlatsHotel—the Kitchen Restaurant Menu

With an ever evolving menu, the Kitchen @ CitySen Lounge required a menu design that could keep up. The solution I designed includes a pre-printed cover, a thick menu backer, and easily printable internal pages all held together by a thick rubber band.

BUILD YOUR OWN8.50

SAUCE

RED SAUCE, WHITE SAUCE, PESTO, BARBEQUE, RANCH, GARLIC OIL

CHEESE

MOZZARELLA, FRESH MOZZARELLA, WHITE CHEDDAR, GOAT CHEESE, FETA, BLUE CHEESE, PARMESAN, NON-DAIRY CHEESE

MEAT

ITALIAN SAUSAGE, PEPPERONI, CHICKEN, BACON, CHORIZO, CAPICOLA

VEGGIES

RED ONION, MUSHROOM, ROMA TOMATO, ARTICHOKE, EGGPLANT, SPINACH, JALAPENO, BANANA PEPPERS, FRESH PINEAPPLE, GREEN OLIVES, BLACK OLIVES

SIGNATURES8.50

🍷 BUFFALO

RED HOT COATED CHICKEN, CELERY, MOZZARELLA, TOPPED WITH RANCH DRESSING

LITTLE ROCK

APPLEWOOD SMOKED BACON, TOMATOES, MOZZARELLA, LETTUCE, RANCH DRESSING

MEMPHIS

ROASTED CHICKEN, BBQ SAUCE, MOZZARELLA, WHITE CHEDDAR, RED ONION, BANANA PEPPERS

RALEIGH

"CAROLINA" PULLED PORK, WHITE CHEDDAR, GREEN ONIONS, TOPPED WITH COLE SLAW

SOHO

GARLIC OIL, FRESH ROSEMARY, MOZZARELLA, SEA SALT

BRONX

RED SAUCE, MOZZARELLA, ITALIAN SAUSAGE, PEPPERONI, CAPICOLA

HOLLAND

SPINACH ARTICHOKE DIP, CHICKEN, BACON, MOZZARELLA

MILAN

PESTO, ROMA TOMATOES, MOZZARELLA

SALAD BAR & 9" PIZZA LUNCH COMBO10.00

(ONE TOPPING PIZZA)

BREAKFAST

AVAILABLE FROM 7AM TO 10AM

CityFlatsHotel only uses Cage-Free Eggs

HOLLAND'S FINEST6.00

FRIED EGG, BACON, AND CHEDDAR ON COUNTRY FRENCH WITH SUN-DRIED TOMATO SPREAD AND BABY ARUGULA

COCONUT TOAST6.50

FRENCH TOAST MADE FROM ZEELAND BAKERY'S SUGAR CINNAMON LOAF DREDGED IN COCONUT

NOVA SCOTIA6.75

SMOKED SALMON, MINTED CREAM CHEESE, SHAVED ONIONS, HARD BOILED EGGS, AND BABY ARUGULA ON YOUR CHOICE OF BAGEL

THE DUTCHMAN6.75

SCRAMBLED EGGS, SAUSAGE, AND CHEDDAR ON YOUR CHOICE OF FRESH BAKED BAGEL

BREAKFAST BURRITO6.75

SPICY CHORIZO, EGGS, PEPPERS, AND CHEDDAR WRAPPED IN A FLOUR TORTILLA

FRESH BAKED BAGELS3.50

OUR HANDMADE MICHIGAN BAGELS ARE BAKED FRESH EACH DAY. ASK FOR TODAY'S SELECTION. SERVED WITH CREAM CHEESE

HEARTLAND5.50

FRESH TOMATO, CUCUMBER, SHAVED ONIONS, BABY ARUGULA, AND MINTED CREAM CHEESE ON YOUR CHOICE OF BAGEL

SALADS3.99

ADD GRILLED CHICKEN FOR \$3.00

CAESAR

MIXED GREENS

SPINACH ALMOND

SALAD BAR7.00

AVAILABLE DURING LUNCH

SHARES

SPINACH ARTICHOKE DIP🍷🌱8.00

BEEF TENDERLOIN SLIDERS13.00

ADD BLUE CHEESE FOR \$2

PULLED PORK SLIDERS8.00

HUMMUS🌱7.00

BRUSCHETTA🌱7.00

🍷 - IS OR CAN BE PREPARED GLUTEN FRIENDLY

🌱 - VEGETARIAN

🌿 - VEGAN

🔥 - SPICY

THAI CHICKEN LETTUCE WRAPS8.50

BAKED BRIE8.50

TRUFFLE RISOTTO CAKES7.50

TACOS CARNITAS8.00

BLOOD ORANGE GLAZED BONELESS QUAIL8.50

TO GO PICKUP

### CityFlatsHotel—the Kitchen Signage

Working with the interior design team to create an adaptable solution, I designed the Kitchen’s signage to be printed on professional looking, yet affordable Sintra material that could be swapped out as needed.



**FAIR WEATHER GRILL**

**Fair Weather Grill—Logo**

Because of its location on the water and the unique attached floating barge bar in Port Huron, MI, I was tasked with designing a fun and vibrant logo for this seasonally open restaurant.





800 MILITARY STREET, PORT HURON, MI 48060  
(810) 985-2520

## BEVERAGES

**BOTTLED WATER**  
20 OUNCE  
Dasani \$2

**BOTTLED SODA**  
20 OUNCE  
Coke, Diet Coke, or Sprite \$2.5

**BOTTLED LEMONADE**  
20 OUNCE  
Minute Maid \$2.5

**BOTTLED TEA**  
18.5 OUNCE  
Gold Peak Unsweetened \$2.5



## LUNCH & DINNER

INCLUDES PARMESAN RANCH KETTLE CHIPS  
SUBSTITUTE SEASONAL FRUIT \$2

### HAMBURGER

Served on a brioche bun with your choice of ketchup, mustard, mayo, onions, tomato, and lettuce \$10

### IMPOSSIBLE BURGER

Served on a homemade vegan bun with your choice of ketchup, mustard, mayo, onions, tomato, pickles, and lettuce \$12

### GRILLED KABOBS

Topped with peppers, onions, and pineapple  
2 Chicken Kabobs \$12 / 2 Steak Kabobs \$15  
2 Portobello Mushroom Kabobs \$12

### SAUSAGE HOT DOG

Served on a brioche bun with your choice of ketchup, mustard, onions, and relish \$11

### FOUNDERS BEER BRATWURST

Pork and beef sausage served on a stout beer bun with your choice of ketchup, mustard, onions, and relish  
1 for \$7 / 2 for \$13

#### Side Options

Parmesan Ranch Kettle Chips \$2  
Seasonal Fruit \$3

## DESSERT

### S'MORES PLATTER

SERVES 6+ PEOPLE  
Graham crackers, marshmallows, and graham crackers \$15

FAIR WEATHER GRILL



## LUNCH & DINNER

INCLUDES PARMESAN RANCH KETTLE CHIPS  
SUBSTITUTE SEASONAL FRUIT \$2

### HAMBURGER

Served on a brioche bun with your choice of ketchup, mustard, mayo, onions, tomato, pickles, and lettuce \$10

### VEGGIE BURGER

Served on a brioche bun with your choice of ketchup, mustard, mayo, onions, tomato, pickles, and lettuce \$12

### GRILLED KABOBS

Topped with peppers, onions, and pineapple  
2 Chicken Kabobs \$12 / 2 Teriyaki Steak Kabobs \$15  
2 Portobello Mushroom Kabobs \$12

### BLACK ANGUS SIRLOIN HOT DOG

Served on a brioche bun with your choice of ketchup, mustard, onions, and relish  
1 for \$6 / 2 for \$11

### FOUNDERS BEER BRATWURST

Pork and beef sausage served on a stout beer bun with your choice of ketchup, mustard, onions, and relish  
1 for \$7 / 2 for \$13

#### Add Ons

Cheddar Cheese \$0.50  
Sautéed Peppers & Onions, Egg \$1  
Applewood Smoked Bacon, Avocado, Slaw \$1.5

#### Side Options

Parmesan Ranch Kettle Chips \$2  
Seasonal Fruit \$3

## DESSERT

### S'MORES PLATTER

SERVES 6+ PEOPLE  
Graham crackers, marshmallows, and graham crackers \$15

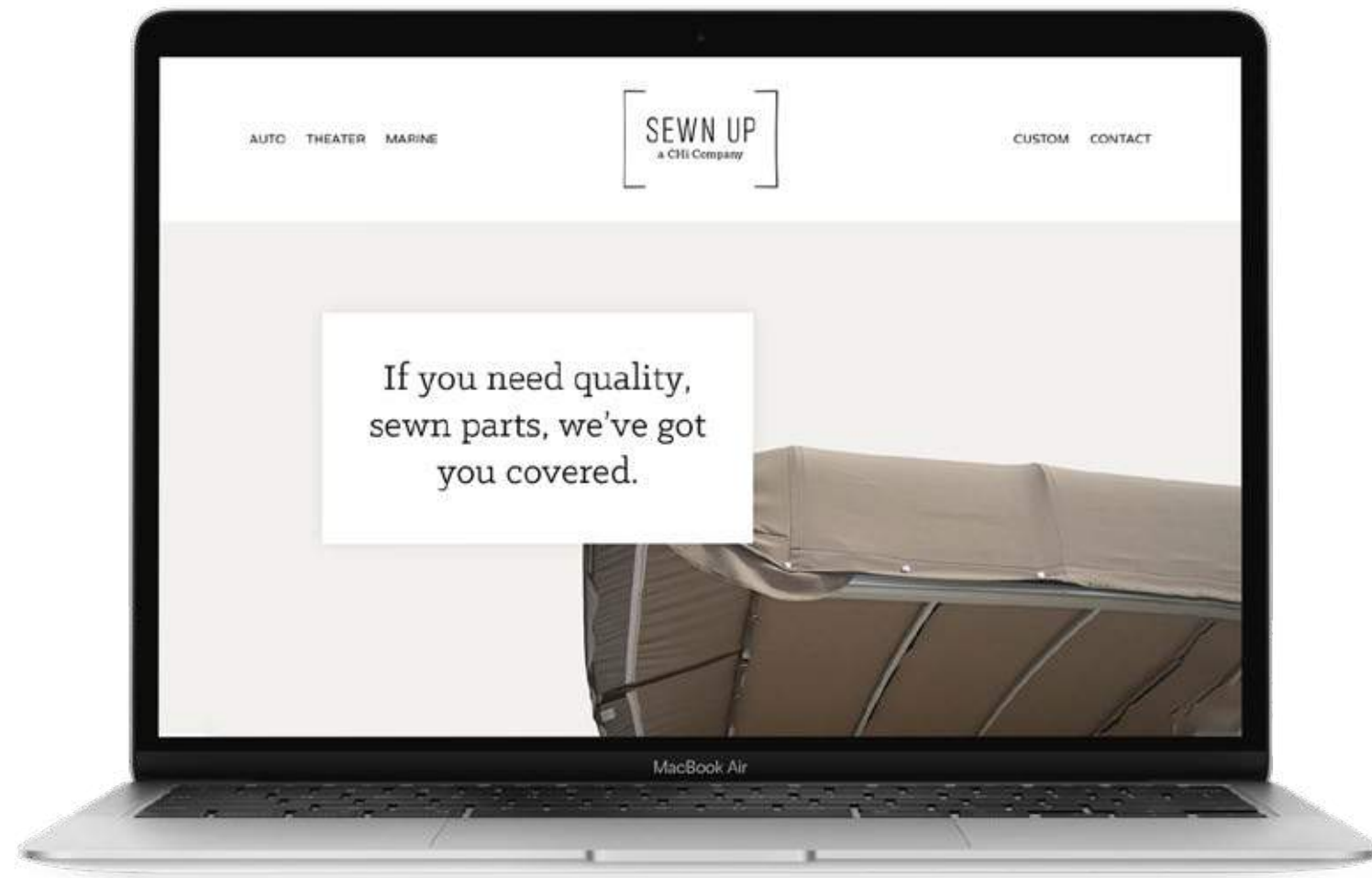
FAIR WEATHER GRILL



Consuming raw or undercooked meats, poultry, seafood, shellfish, or eggs may increase your risk of food borne illness.

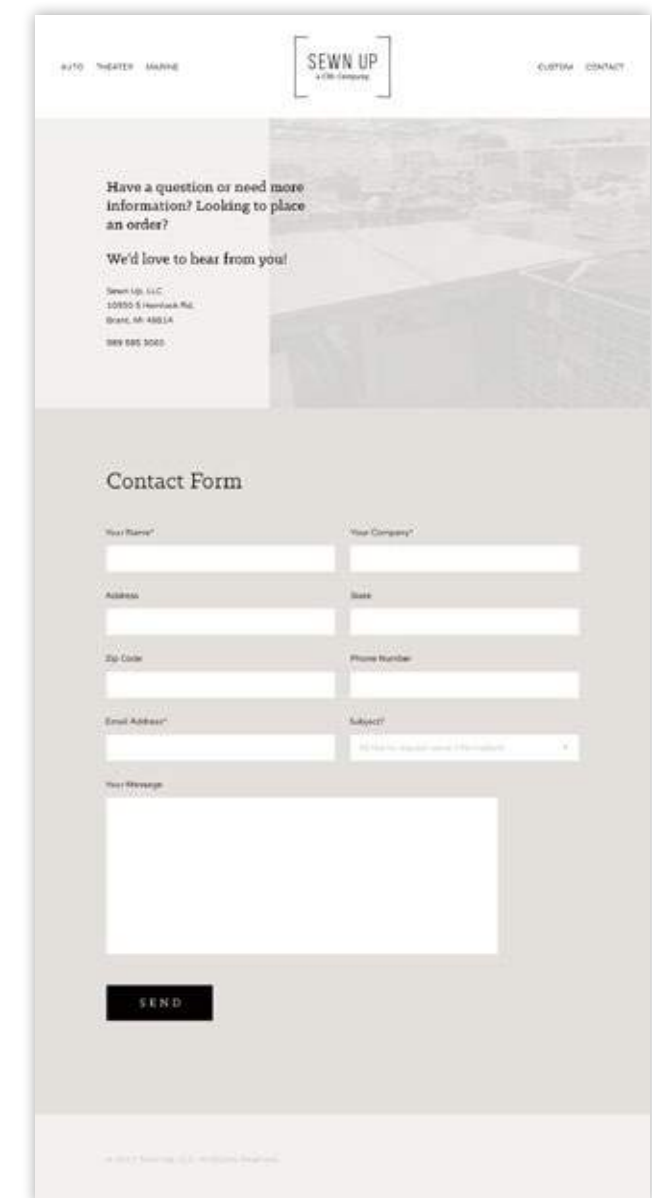
### Fair Weather Grill—Print Menus

Considering the playful and warm vibe of the restaurant, I designed the printed food and beverage menus to match.



## Sewn Up—Website Design

After CHI's purchase of this small sewing and upholstery company, I was tasked with a clean and modern redesign of their website.







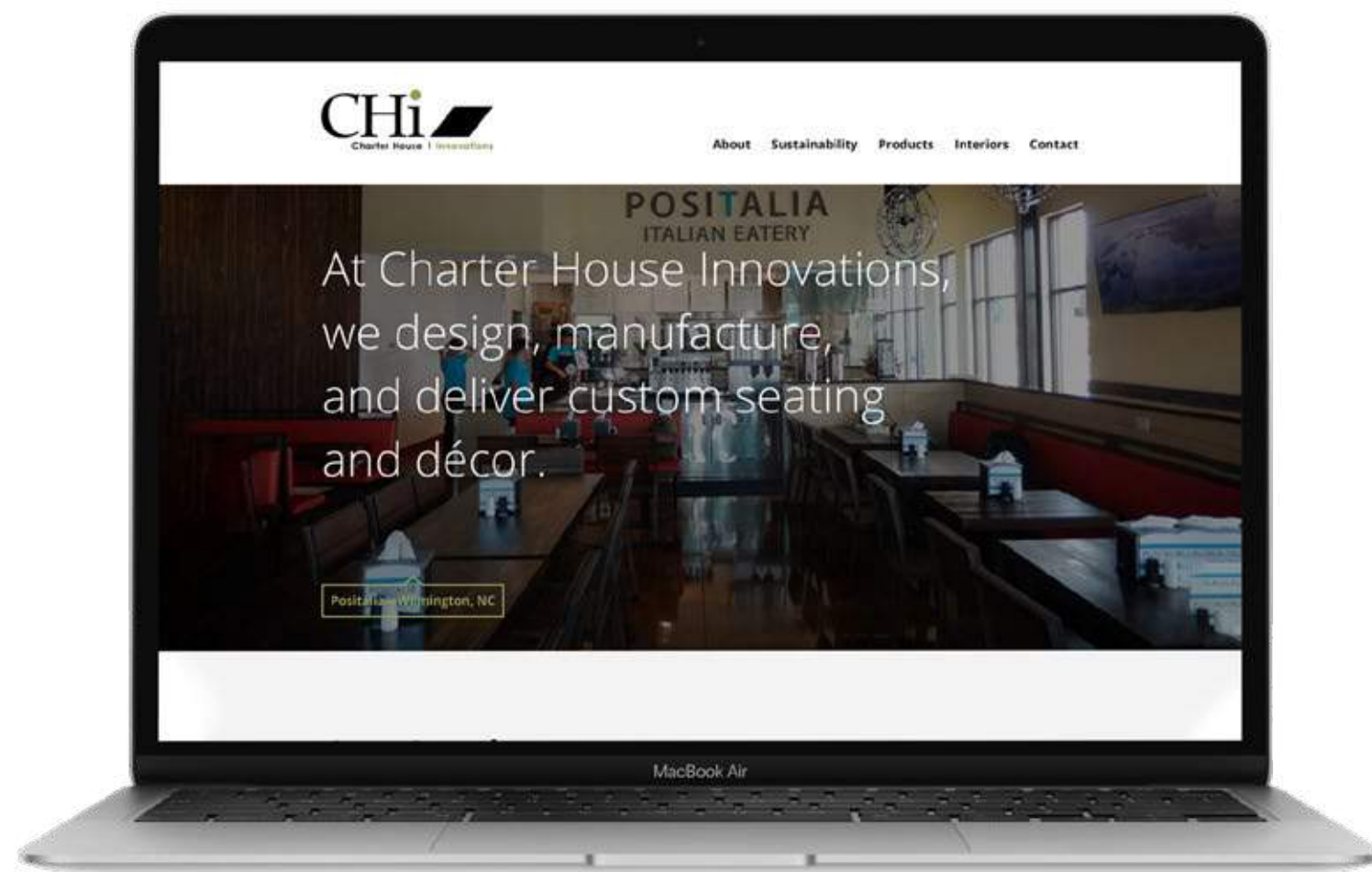
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**MEDITERRANEAN GRILL**

### **Spin—Logo**

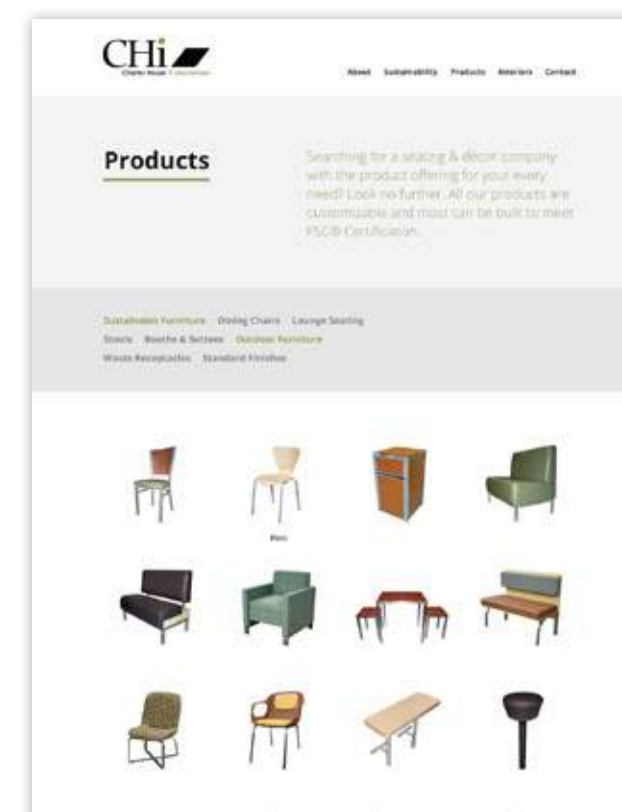
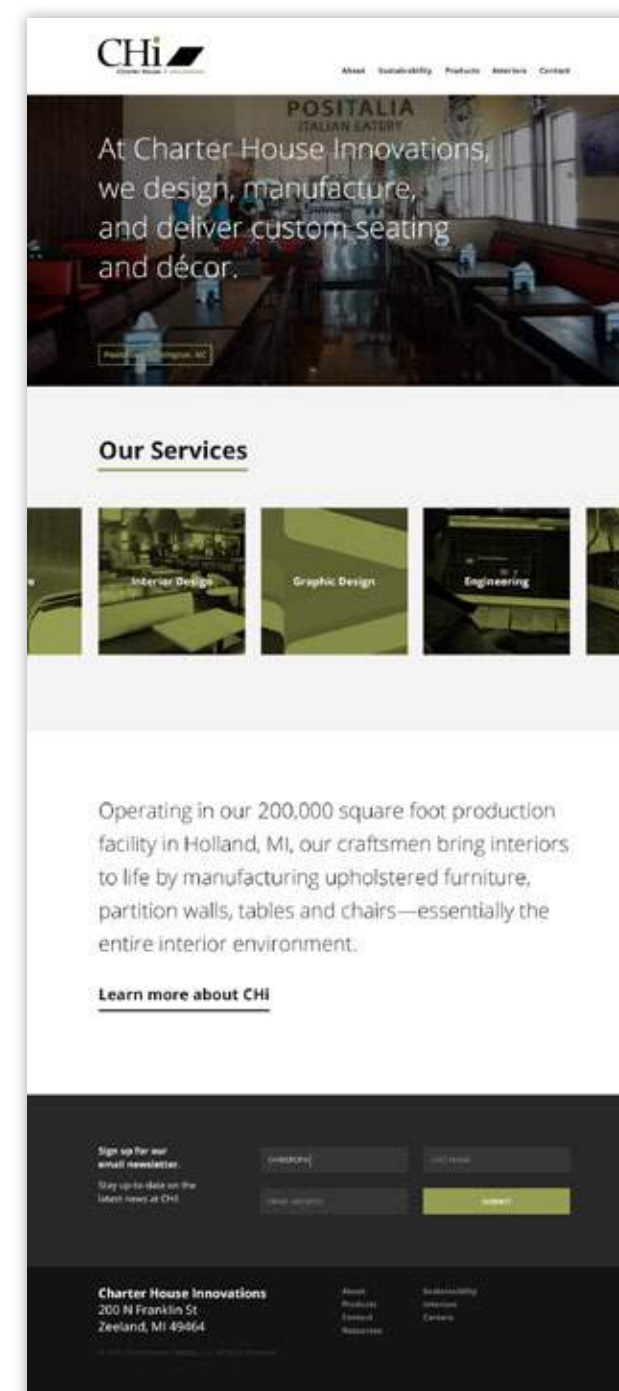
While the interior design team was working on the building layout and decor for this modern, healthy mediterranean restaurant, I was asked to design a clean logo to be used on signage, menus, and drink cups.





## CHi—Website Design

With CHi's existing website beginning to look a bit dated, I worked alongside a developer on a modern and responsive redesign to display products, previous work, and allow for easy contact with sales representatives.

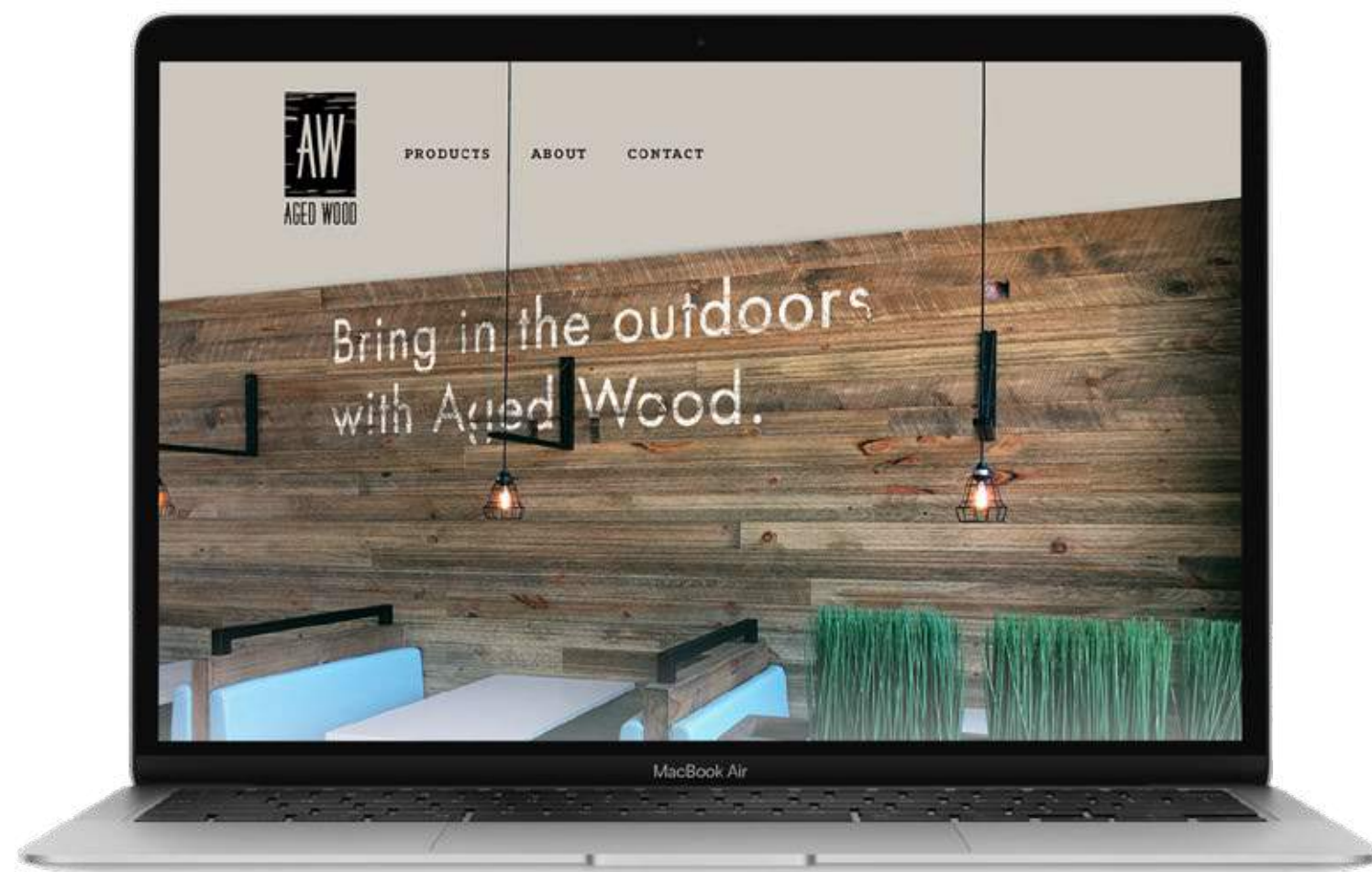




### CHi—Internal Company Signage

While working at CHi, I designed various posters and graphics to promote internal company events, holidays, and more.





## Aged Wood—Website Design

A small, responsive website was needed for CHI's Aged Wood brand. I designed the website to highlight the product's beautiful texture and color washes.



# Harmony

The Harmony Chair by First Class Seating is the most cost effective and environmentally conscious fixed seating choice in the industry.



Model 3300/3500  
33" & 35" Back Height  
Body: Upholstered  
Frame: Steel



All of First Class Seating's products are Made in the USA. Find us at [FirstClassSeating.com](https://www.FirstClassSeating.com) to learn more.

Cinema

Education

Performing Arts

Planetarium

Suite Seating

Theatre

Worship

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IPL

# Kingston

The Kingston by First Class Seating has a long standing reputation built on paralleled ergonomic comfort, long-term durability and modernized styling.



Model: 4210 fixed,  
4220 lounge,  
4230 rocker  
42" Back Height  
Body: Upholstered  
Frame: Steel

Image is shown with optional premium stitching



Cinema

Education

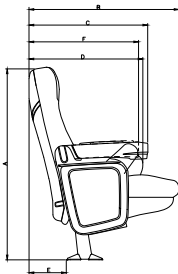
Performing Arts

Planetarium

Suite Seating

Theatre

Worship



A Back height  
B Seat in down position  
C Seat in up position  
D Rise of back to front of cupholder armrest  
E Back pitch allowance  
F Rise of back to front of regular armrest

Seat width fixed or lounge	21"	22"	23"	24"
Seat width rocker	22"	23"	24"	25"
Back Height	42"			

4210/4220 KINGSTON  
Cupholder/Regular Armrest Fixed/Lounge/Floor Mount

Back Pitch	16"	20"	24"
A	41 3/4"	40 7/8"	40"
B	31 1/4"	33 1/2"	35 1/2"
C	26 1/8"	28"	30"
D	25 1/8"	27 1/8"	29 1/8"
E	8 3/4"	10 3/4"	12 3/4"
F	21 1/2"	23 3/8"	25 3/8"

4230 KINGSTON  
Cupholder Arm Rocker Floor Mount

Positions	At rest	Backward
A	41 3/4"	40"
B	31 1/2"	35 1/2"
C	26 1/8"	30"
D	8 3/4"	12 3/4"

Dimensions to be verified

All of First Class Seating's products are Made in the USA. Find us at [FirstClassSeating.com](https://www.FirstClassSeating.com) to learn more.

## Design Features

Originally designed by Ford Motor Company in 1969  
42" back height featuring an average 5" of high density closed coil foam  
14 gauge inner tube steel back frame  
Comfortable, quiet long life Dymetrol™ seat suspension, so there are no springs to wear out  
Inner seat frame is high-impact, glass filled, injection molded plastic  
Zero maintenance gravity lift seat mechanism  
Available in 3 back configurations: fixed, lounge, and full rocker  
Lifetime warranty on structural steel

## Standard Product Features

Standard 14 gauge steel  
Metal finish Powder coat  
Inner back assembly 42" high back with molded, high density foam, over 14 gauge tubular steel back frame  
Outer back One piece injection molded with textured surface  
Gravity lift system with 5/8" diameter pivot rod  
Seat fabric covered with a minimum of 3" thick high density molded foam  
Armrest injection molded plastic arm with plastic or fabric insert  
Fabric Standard specification for woven upholstery  
End panel flow molded plastic and panel with plastic or fabric insert  
ACA (American Disabilities Act) compliant  
Fire code TB 117 compliant

## Optional Product Features

Armrest Plastic: upholster, wood, plastic or laminate insert  
End panel upholstered, solid wood, or laminate insert  
Aisle lights On and panel  
Armless center standard option  
Number and letter plates  
Custom logo and donor plates  
Data and power track  
Removable bases 1, 2, and 3 chair units  
California TB 133 upholstery fabric liner  
Broad array of fabric offerings  
Tufts and pleats, premium sewing patterns and embroidery available

# Manhattan Planetarium

The Manhattan chair by First Class Seating is the most popular choice among the theatre markets. With a 39" back height, the Manhattan offers maximum support and proven longevity.



Model: 4010 PLT Fixed  
4020 PLT Lounge  
39" Back Height  
Body: Upholstered  
Frame: Steel



Cinema

Education

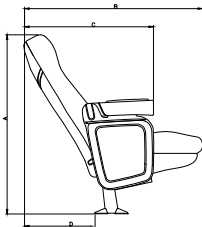
Performing Arts

Planetarium

Suite Seating

Theatre

Worship



A Back height  
B Seat in down position  
C Rise of back to front of armrest  
D Back pitch allowance  
E Chair width

Back height	20"	21"	23"	24"
	39"	39"	39"	39"

4010 PLT/4020 PLT MANHATTAN  
Planetarium Fixed/Lounge/Floor Mount

Back Pitch	26"	30"	34"
A	38 5/8"	37 1/2"	36 3/8"
B	35 5/8"	37 1/2"	39 1/4"
C	30 7/8"	32 5/8"	34 3/8"
D	13 1/2"	15 1/4"	17"

Dimensions to be verified

All of First Class Seating's products are Made in the USA. Find us at [FirstClassSeating.com](https://www.FirstClassSeating.com) to learn more.

## Design Features

Originally designed by Ford Motor Company in 1969  
Available in 3 adjustable back pitch angles  
39" back height in the reclined position  
Back height featuring an average 4" minimum of high density closed coil foam  
14 gauge inner tube steel back frame  
Comfortable, quiet long life Dymetrol™ seat suspension, so there are no springs to wear out  
Inner seat frame is high-impact, glass filled, injection molded plastic  
Zero maintenance gravity lift seat mechanism  
Lifetime warranty on structural steel

## Standard Product Features

Standard 14 gauge steel  
Metal finish Powder coat  
Inner back assembly 40" high back with molded, high density foam, 14 gauge tubular steel back frame  
Outer back One piece injection molded with textured surface  
Gravity lift system with 5/8" diameter pivot rod  
Seat fabric covered with a minimum of 3" thick high density molded foam  
Armrest injection molded plastic arm with fabric or plastic insert  
Fabric Standard specification for woven upholstery  
End panel flow molded plastic and panel with fabric or plastic insert  
ACA (American Disabilities Act) compliant  
Fire code TB 117 compliant

## Optional Product Features

Armrest Plastic: upholster, wood insert, laminate  
End panel upholstered, solid wood, or laminate  
Aisle lights On and panel  
Armless center standard option  
Number and letter plates  
Custom logo and donor plates  
Fully upholstered seat  
Data and power track  
Removable bases 1, 2, and 3 chair units  
California TB 133 upholstery fabric liner  
Broad array of fabric offering  
Tufts and pleats, premium sewing patterns, and embroidery available

## First Class Seating—Product Information Sheets

First Class Seating needed their single-page product information sheets to show off their products to prospective customers as well as communicate all essential features and design specifications.

# Bliss Zero

The Bliss Zero is equipped with dual motors controlling the pivot motion of the seat and back separately from the footrest extension, making the Bliss Zero the premium model in the Bliss Zero line.

MODEL: Bliss Zero	BODY: Upholstered
46" Back Height	
22" & 24" Seat Width	FRAME: Steel
20" Seat Height	
59" Full Envelope	
POWER SUPPLY REQUIREMENTS: 2 Amp/29V Output 100-240V 50/60HZ 1.5 Amp Input	



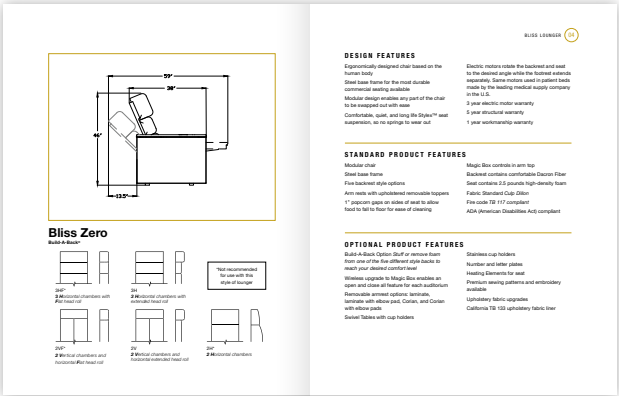
BLISS LOUNGER 02

Variable Positions



All First Class Seating® products are Made in the USA.

BLISS LOUNGER



## Bliss Zero

Model & Size

20" Seat Height

22" & 24" Seat Width

46" Back Height

59" Full Envelope

2 Amp/29V Output

100-240V 50/60HZ 1.5 Amp Input

## DESIGN FEATURES

Bliss Zero is designed to be used in the theater lobby.

Bliss Zero is designed to be used in the theater lobby.

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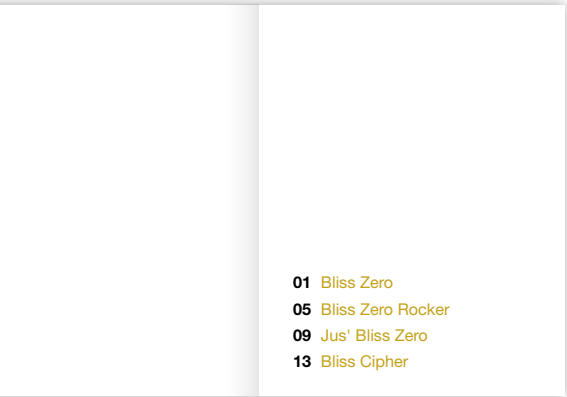
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Bliss Zero is designed to be used in the theater lobby.



- 01 Bliss Zero
- 05 Bliss Zero Rocker
- 09 Jus' Bliss Zero
- 13 Bliss Cipher



BLISS LOUNGER

Variable Positions



## Bliss Zero Rocker

The Zero Rocker incorporates a rocking motion previously seen in traditional theater seats. The rocking motion of this model allows the user to gently rock the backrest and seat simultaneously. Zero Rocker provides a small footprint allowing for maximum theatre capacity.

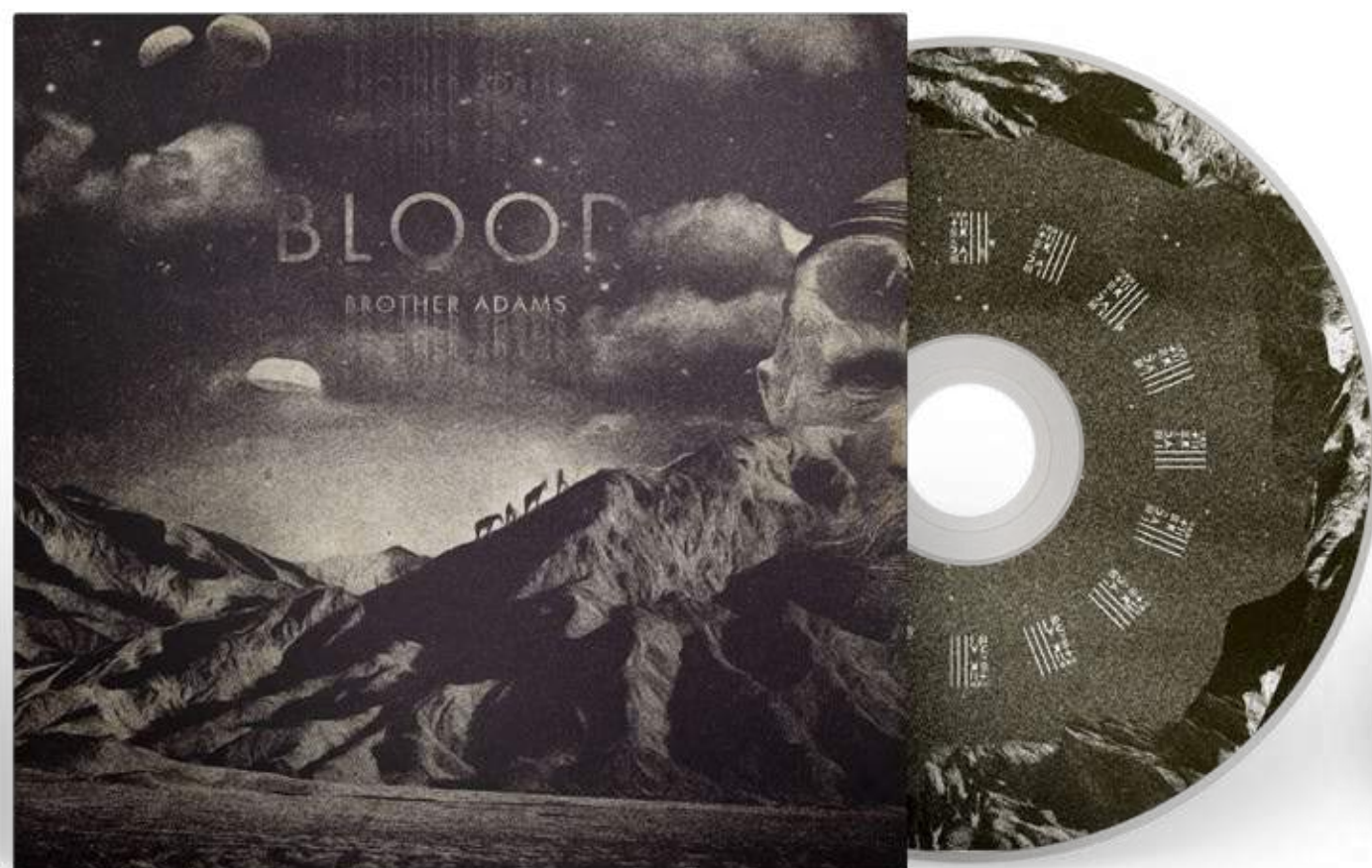
MODEL: Zero Rocker	BODY: Upholstered
46" Back Height	FRAME: Steel
22" & 24" Seat Width	
20" Seat Height	
59" Full Envelope	
POWER SUPPLY REQUIREMENTS: N/A	

## First Class Seating—Bliss Lounger Booklet

I designed a small booklet to highlight the available options and differences within First Class Seating’s Bliss Lounger line of luxury theater seating.







## Brother Adams—Blood Album Art

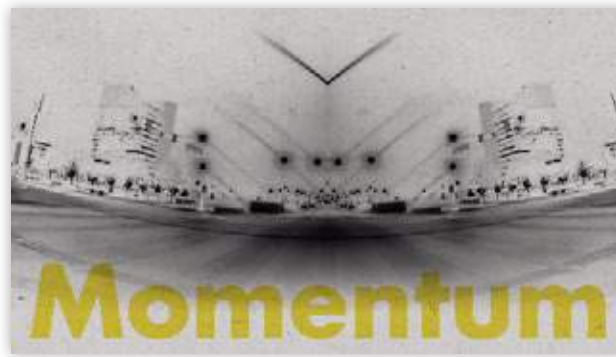
For my band's second album, the art was designed to convey the album's lyrical themes of greed, inner turmoil, and self-determination, with creative input from my brother, our bass player.





### Brother Adams—Chatter Album Art

For my band's third album, the art is meant to evoke the eclectic nature of the music, which tells the story of the band from track to track. The design reflects creative input from my brother, our bass player.



### Brother Adams—Chatter Album Teaser Video

To promote Brother Adams' third album, I created motion graphics and edited a video incorporating snippets of each track with thematically appropriate graphics/video for each.





### Brother Adams—Plastic Apples Music Video

For Brother Adams' music video for *Plastic Apples*, I took on various tasks including direction, cinematography, title sequence design, video editing, and color grading.



