



JON W. EWELL • 619.384.6211 • [jon@jwecreative.com](mailto:jon@jwecreative.com)

Graphic design and production design for Sony Products contracted by an agency.

SONY.

# Get Sony® Face Detection Technology.

Because the face makes the photo.

sony.com/cyber-shot

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SONY

# Cute at one. Not so cute at 21.

You can't recreate special moments.  
Better get them right the first time.

Capture and relive your memories with high definition Sony Handycam® camcorders. With better color and vivid details, you can relive your special moments without having to recreate them. HD is another reason why Sony delivers the world's most innovative camcorder experience.

sony.com/handycam

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SONY.

**You can't recreate special moments.**  
Better get them right the first time with Sony® Handycam® camcorders.

**Which one is right for you?**

**DVD camcorders**  
Simply record directly to the DVD. Then play it back in any compatible DVD Player (or in the DVD drive on your PC).

**Hard disk camcorders**  
Hard disk camcorders store your memories on an internal hard disk drive, with capacity for up to 40 hours of video (60GB drive, long play mode).

**MiniDV camcorders**  
In addition to being ultra-compact, MiniDV camcorders can record images of amazing quality.

**Digital® and Hi8™ camcorders**  
If cost is a primary concern, Digital and Hi8 camcorders may be attractive options.

**HD camcorders**  
If you own or you're considering an HDTV, then High Definition camcorders should be at the top of your shopping list.

Capture this Mother's Day with Sony Handycam camcorders.

**Get a Sony Cyber-shot® camera with face detection.**  
Because the face makes the photo.

**Focus**  
Finds and focuses on up to eight faces.

**Exposure**  
Controls the exposure so you can see faces more clearly.

**White Balance**  
Corrects white balance for natural skin tones.

**Flash**  
Controls flash so features are less likely to be washed out in train photos.

Trust your memories to Sony, the world's most innovative camera experience.

**Make Mom's day picture perfect with a Sony α (alpha) DSLR camera.**

The advanced Sony α (alpha) DSLR-A100 camera combines big-pixel 10 MP power and high sensitivity shooting with Super SteadyShot® in-camera image stabilization for low-light shots that preserve the mood without flash or tripod. Sony's Dynamic Range Optimizer automatically recaptures detail in bright and dark picture areas. Anti-Dust technology keeps the CCD imager clean for better pictures, and Eye-Stare™ Autofocus system increases camera response. Sony and Carl Zeiss® lens systems plus Minolta A-mount lens compatibility expand your creative horizons – and a supplied Lithium Ion battery provides battery power for up to 750 shots\*. For sharper, clearer pictures every time you push the shutter, trust α (alpha) DSLR cameras.

\*Actual results may vary based on product settings, usage patterns and environmental conditions.

Revive los momentos especiales como nunca antes.

like.no.other™

I was involved with the initial design from concepts through the approval process. I was also involved in building mechanicals for production.

Another print-mailer for a Nestle campaign. I was in charge of preparing all of the images for production which included minor retouching, clipping masks and linked Photoshop files to be embedded in the mechanicals.



### THE TRADITION OF RED RICE WITH VEGETABLES

(Makes 8 servings)

- 1 tablespoon vegetable oil
- 2 cups long-grain rice
- 2 cups water
- 1 cup frozen vegetables
- 2 packets (3.98 ounces each) MAGGI® Sofrito Seasoning Paste (tomato, garlic, onion)
- 1 tablet MAGGI Chicken Flavor Bouillon, crushed

**HEAT** oil in medium saucepan over medium-high heat. Add rice; cook, stirring constantly, until golden brown. Add water, frozen vegetables, sofrito and bouillon; mix well. Bring to a boil; reduce heat to low. Cover; cook for 25 to 30 minutes or until rice is tender and liquid has evaporated.



**TIP:**  
Save time with MAGGI® Sofrito, an all natural tomato, garlic, and onion base. Ready-to-use, without any chopping!

### THE TRADITION OF CHICKEN ENCHILADAS IN RED SAUCE

(Makes 8 servings)

- 8 dry ancho chiles, rehydrated in hot water, drained and seeded
- 1 1/2 cups water
- 2 packets (3.98 ounces each) MAGGI® Sofrito Seasoning Paste (tomato, garlic, onion)
- 1 1/2 MAGGI® Chicken Flavor Bouillon Tablets, dissolved in 1/2 cup hot water
- 1 teaspoon oregano
- 2 tablespoons vegetable oil
- 16 medium corn tortillas
- 2 cups shredded, cooked chicken breast meat
- 2 1/2 cups (10 ounces) crumbled Mexican panela cheese, divided
- NESTLÉ® Media Crema
- Thinly sliced onion and radishes

**PREHEAT** oven to 350° F.

**PLACE** chiles, water, sofrito, dissolved bouillon and oregano in blender; cover. Blend until smooth. Pour sauce in large bowl; set aside.

**HEAT** oil in large skillet. Fry tortillas one at a time for 2 to 3 seconds to soften. Drain tortillas on paper towels. Dip tortillas in chile sauce; fill evenly with shredded chicken and 2 cups cheese. Roll filled tortillas and arrange in large baking dish.

**POUR** remaining chile sauce over filled tortillas in baking dish. Sprinkle with remaining 1/2 cup cheese; cover with foil.

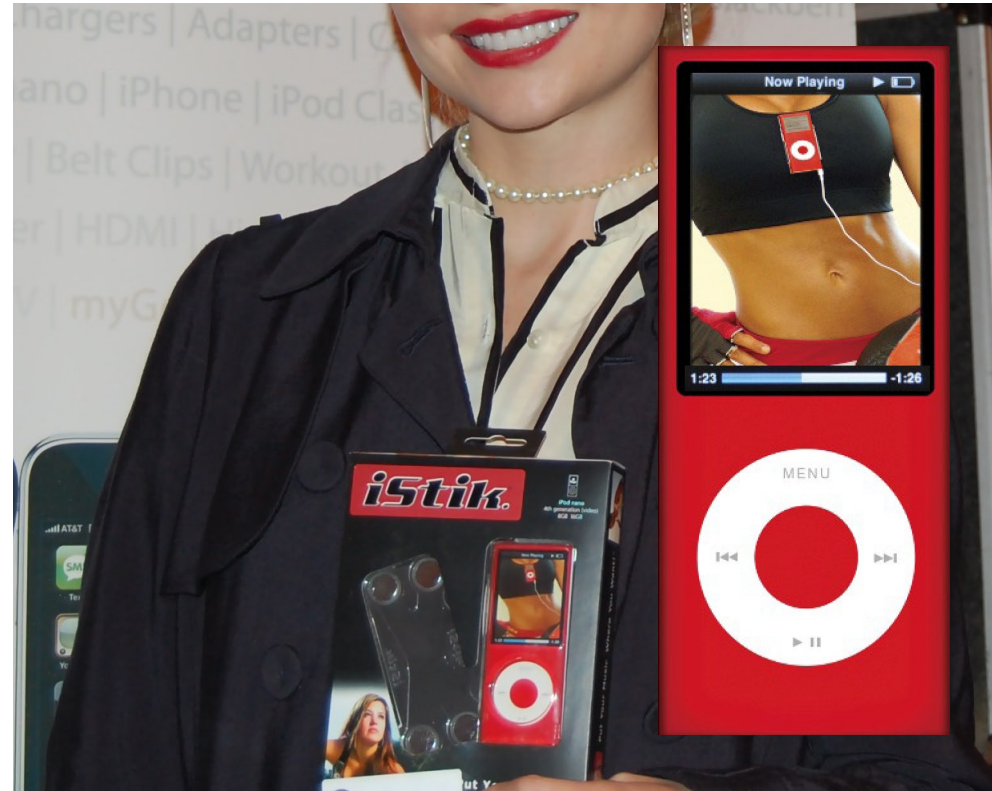
**BAKE** for 15 minutes or until heated through and bubbly. Serve topped with media crema, sliced onions and radishes.



**TIP:**  
For thicker consistency, place NESTLÉ® MEDIA CREMA in the refrigerator for one hour before serving.



I redesigned the istik packaging which included creating a realistic illustration of the Ipod for the demo insert.



"Jon's approach to graphic design is edgy and modern, with a elegant twist. He has the ability to take your vision and make it a reality. A pleasure to work with!"

-- Alissa Huber, iStik, Inc

ILLUSTRATION

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MANAGED SOLUTION "IT GUY"

A character I developed and illustrated for an upcoming campaign.



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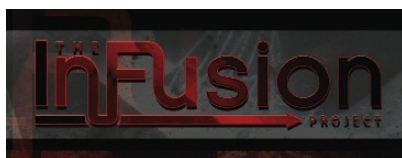
CUSTOM DIGITAL ILLUSTRATION AND PHOTO COLLAGE FOR A MUSIC EVENT

LOGOS

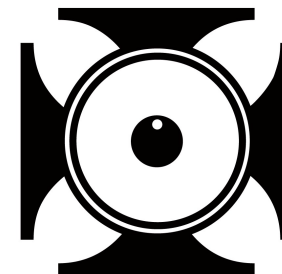
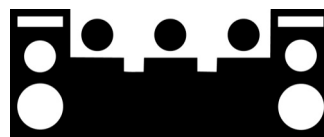
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Here are some samples of various logo and brand designs I've worked on recently. I enjoy creating corporate identities, icons, logo-types and illustrative logos for any type of project.



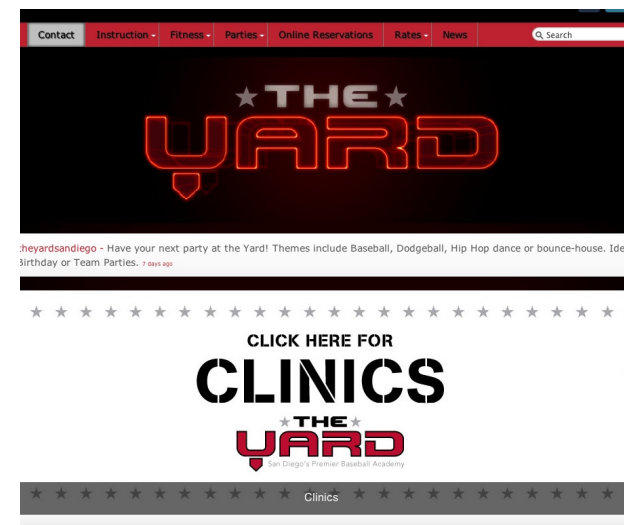
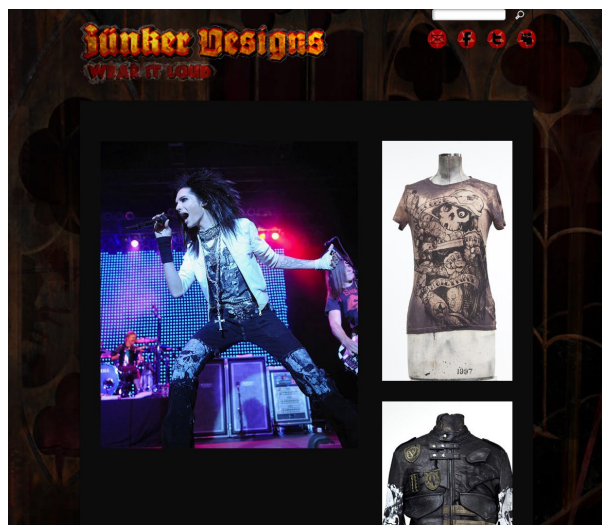
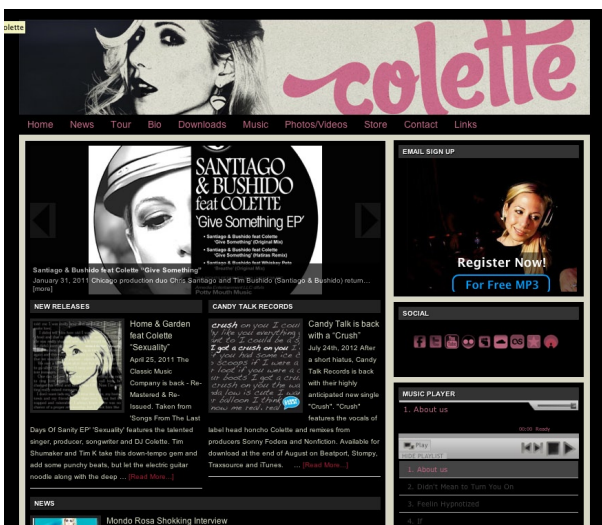
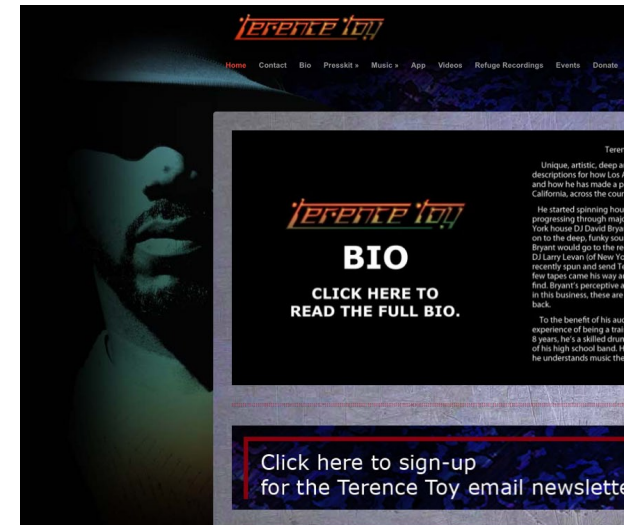
PASATIEMPO



MESSENGER MUSIC SERVICE



These are recent websites I've designed. I specialize in Wordpress but I can also design custom xhtml and css sites. I'm mostly a front-end designer but I'm experienced and very proficient in back-end development using PHP, SQL, JQuery and I'm very good at troubleshooting websites, content maagement and SEO. Click the images for a link to the live site.



## BUSINESS CARDS

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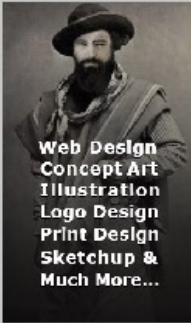
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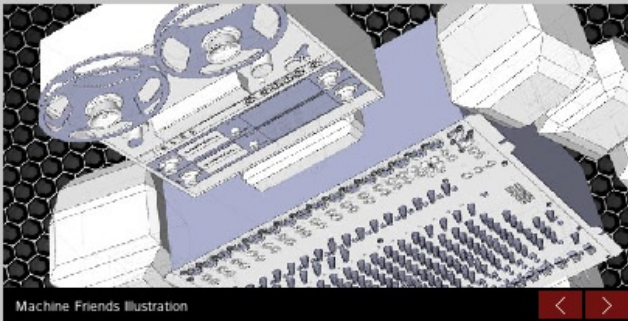
Home



JWE Creative Sugar Daddy Logo



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Concept Art  
Illustration  
Logo Design  
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Sketchup &  
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Machine Friends Illustration



Boogie Flyer Design



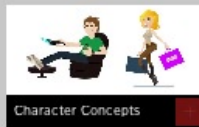
Brand Talk Caricature



Machine Friends



JWE Creative Jeep



Character Concepts



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