

Hello — and thanks for taking a look at my work!

My name is Rich Kurz and I am an experienced graphics design professional. My philosophy has grown simpler through the years. Good design is not about me, but about us. I want to do good work that serves the needs of my client and that I am proud to put in my portfolio. This pdf shows some of my capabilities.

Note that all concepts and initial drawings are owned by Huffman Mfg. Co. The images in this document are my own and are under copyright to Rich Kurz.

In addition to bicycle labels, we also did the lawnmower line of labels. My time there overlapped the production cycle for the mowers, so I did not work on them as much as the bicycles. The process was the same for developing them and mocking them up. In some ways, it was harder and less fun to develop them because, well, the mowers unlike the bikes were not customized by different names and color schemes. They all used the corporate name (Huffy) and the corporate product colors (tan, brown, orange). So the challenge was to create a lively graphic that could be carried over the range of mowers from 32 inch to 20 inch decks. And do it again year after year. Maybe it WAS the ideal job for a co-op student - someone who would only be there for one year...fresh creativity every year!

Deliverables: 8½"×11" sketches, marker on copier bond paper
full-size mockups of labels for management evaluation

I am available to discuss your design, illustration, marketing, and advertising needs. Let's talk!



Rich Kurz

